EXECUTIVE SUMMARY

For the second largest county by area in the United States, Coconino County Parks and Recreation (CCPR) provides essential services that residents depend on to enhance their quality of life. In order to align the future of CCPR with the community’s needs – and national standards for parks and recreation – the Department embarked on a planning process to update its 2008 Master Plan. The 2019 Parks and Recreation Master Plan Update builds upon the successes of CCPR’s past, while accounting for future needs and demographics of Coconino County. The Master Plan is intended to serve as an operational blueprint for the Department for the next ten years.
COCONINO COUNTY
PARKS AND RECREATION
OPERATES:
• 3,399 acres across 9 parks and natural areas
• 28 miles of Trails Amphitheater
• Bike Park
• Disc Golf
• Equestrian Amenities
• Fairground
• Picnic Ramadas
• Wildlife Viewing Areas
• Skate Park

PARTNERS OPERATE:
• Adventure Course
• Archery Range
• Campground
• Military Museum
• Snow Park
• Model Railroad Club
• Gem & Mineral Display
• North Pole Experience

DEMOGRAPHICS

Source: U.S. Census Bureau; 2028 to 2032 Projected Population Estimates based on 2019 – 2024 growth rate of 0.94 percent
“AN UNRESTRAINED VISION RESULTING IN REALISTIC EXPECTATIONS”

COMMUNITY INVOLVEMENT

The public was vital in providing input for the future of CCPR. A strategic community engagement plan was implemented to hear from residents across the county. The result?

- 27 Community & Stakeholder Meetings
- 17 Presentations
- 4 Open Houses
- 124 Questionnaires Completed
- 751 Meeting Participants
- 2,716 Miles Driven Across Coconino County
- 4,000 Mailed Surveys, 419 Returned (10.5% Response Rate)
- 614 Open Link Responses

SURVEY RESULTS

Invite survey responses indicated that the most important future needs for the next 5 to 10 years are:

- Open Space/Natural Areas
- Trails & Greenways
- Access to Rivers, Streams, Lakes, and Ponds
- Infrastructure for Recreation Sites & Trails
- Picnic Ramadas/Shelters, Restrooms

There was also a desire for additional programs, with primary needs being:

- Community Events
- Fitness and Wellness Programs
- Natural, Cultural, or Historical programs
- Outdoor Recreation Programs
LEVEL OF SERVICE HIGHLIGHTS

In general, the overall impression of the County’s existing park system is as follows:

- Good variety of park types and amenities.
- Parks and facilities are well used by residents.
- Park maintenance is performed at a high level of care, with the exception of maintenance areas that have been deferred.
- Connectivity to regional trails and facilities is good, but there is realistic opportunity for expansion.
- Equestrian facilities are aging and many are well beyond their lifecycle.
- Majority of parks and facilities have been constructed or upgraded within the last 10 years.
- Tribal lands and other remote communities have a deficit of recreation facilities: parks, trails, programs, etc.

KEY RECOMMENDATIONS AND ACTIONS

In order to implement the strategic vision that the community and staff developed, the following goals and objectives were constructed as a framework for organizational success. These items were refined with guidance from the Coconino Board of Supervisors, the Parks and Recreation Commission, and CCPR staff.

GOAL #1: INCREASE COUNTY WIDE LEVEL OF SERVICE

Objective 1.1: Increase Accessibility of CCPR Support to County Communities
Objective 1.2: Engage and Communicate with County Residents on an Ongoing Basis
Objective 1.3: Improve Awareness of Facilities and Services through Strategic Marketing

GOAL #2: ENHANCE PROGRAM AND SERVICE DELIVERY

Objective 2.1: Connect Youth and Adults Throughout County to Life-long Learning Through Recreational Programming
Objective 2.2: Evaluate and Improve Upon Public Private Partnerships Model
Objective 2.3: Enhance Program Delivery at Fort Tuthill
Objective 2.4: Evaluate - Amphitheater Business Model to Improve Programming
Objective 2.5: Expand County Fair Offerings
Objective 2.6: Further Develop Equestrian Programs and Events
GOAL #3: IMPROVE PARK FACILITIES AND AMENITIES

Objective 3.1: Maintain and Upgrade Existing Facilities throughout County
Objective 3.2: Increase Safe Access to Recreation and Facilities
Objective 3.3: Expand Trails and Greenway Connectivity
Objective 3.4: Implement Fort Tuthill Master Plan
Objective 3.5: Expand Recreational Opportunities at Underdeveloped Areas
Objective 3.6: Acquire High-Value Conservation Land

GOAL #4: OPTIMIZE PARK AND PROGRAM OPERATIONS

Objective 4.1: Adopt a Proactive Maintenance Approach
Objective 4.2: Build Upon Current Volunteer Program
Objective 4.3: Ensure Appropriate Staffing with Increase Level of Service
Objective 4.4: Adopt Sustainability as Guiding Principle for Operations
Objective 4.5: Increase Awareness and Support for the Friends of Coconino County Parks

GOAL #5: IMPROVE FINANCIAL POSITION OF CCPR

Objective 5.1: Adopt Strategic Budget Planning Practices
Objective 5.2: Enhance Fee Structure to Align with Cost Recovery
Objective 5.3: Develop Dedicated Capital Funding Source
Objective 5.4: Increase and Retain Revenue