



SUPPLEMENT A

Engagement Summary

TABLE OF CONTENTS

SUPPLEMENT A: ENGAGEMENT SUMMARY

Touchpoints	3
Staff, Council & Advisory Task Force Planning Sessions	4
Focus Groups	15
Public Workshop	32
Pre Survey	39
Community Needs Assessment Survey	43
Community Open House	71
Virtual Engagement Room	78

TOUCHPOINTS

Who We've Heard From

Staff



Planning Session
January 2025

Interviews
January 2025

Advisory Task Force & City Council



Planning Session (both)
January 2025

Update Meetings (Advisory Task Force)
March 2025
May 2025

Update Meetings (City Council)
June 2025
September 2025

Community



Focus Groups
January 2025 – 49 participants
representing 7 groups

Public Workshop
January 2025 – 20 participants

Online Pre-Survey
February 2025 – 72 responses

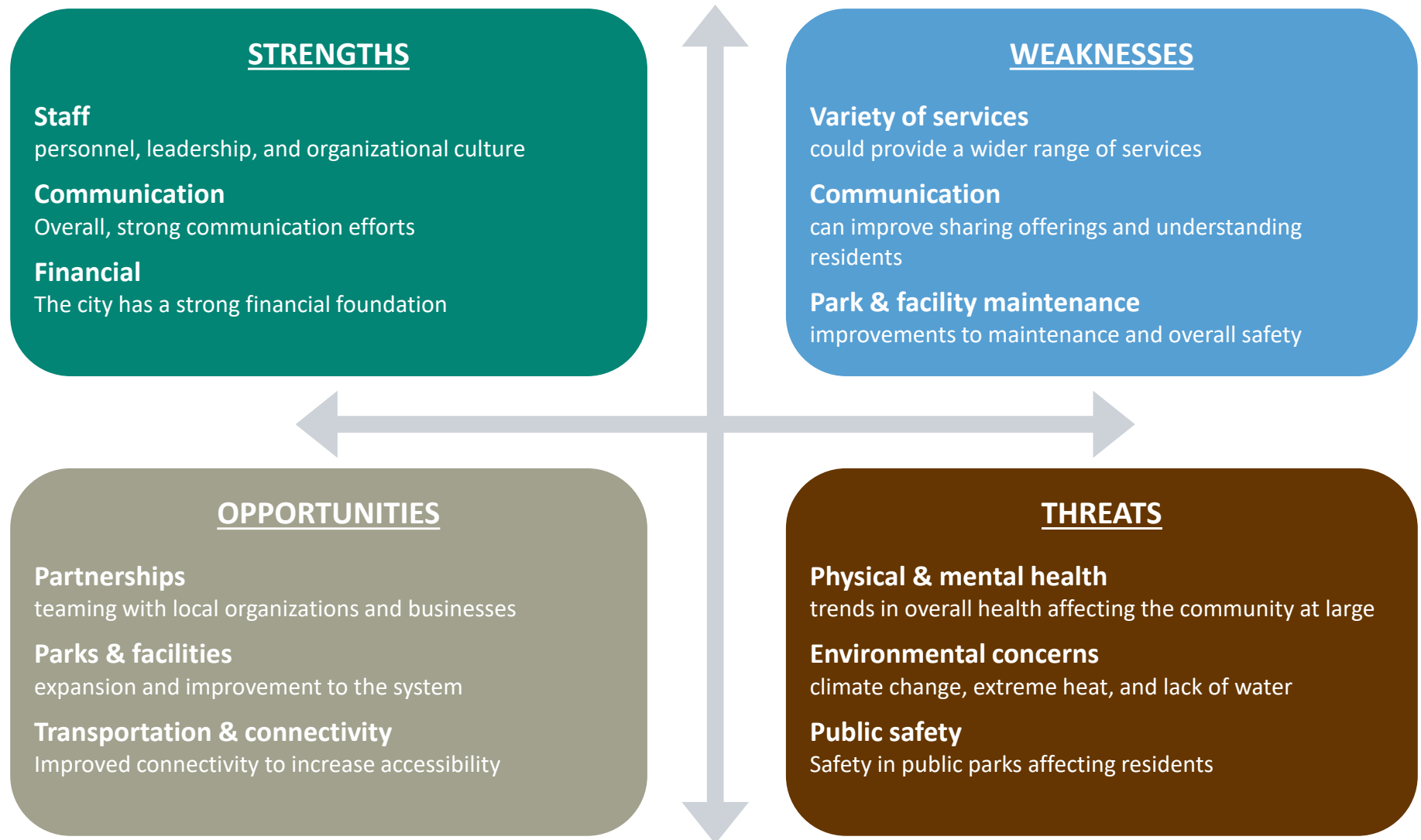
Community Open House
June 2025 - 59 participants

Needs Assessment Survey
July 2025 – 420 responses

Virtual Engagement Room
August 2025 - 116 responses

STAFF, COUNCIL & ADVISORY TASK FORCE SESSIONS

SWOT ANALYSIS SUMMARY



STAFF, COUNCIL & ADVISORY TASK FORCE SESSIONS

SWOT ANALYSIS SUMMARY

1. What are the organization's strengths? What should be celebrated?

- **Staff**
By far the top organizational strength was staff, leadership, and the organization's culture. Staff feel empowered and trusted while Council trusts staff to serve the community.
- **Communication**
Staff, Council members, and Advisory Task Force members all believe the organization's communication efforts are an area of strength.
- **Financial**
A strength to be celebrated is the City's strong financial foundation.
- **Park & facility amenities**
Council members and staff believe the City has a good portfolio of park and facility amenities.

2. What could be improved?

- **Variety of services**
While there was not one overpowering theme, one common message was ensuring that the Department can improve a wide range of programs and services than it currently does in order to serve the entire community.
- **Communication**
Another message was to improve overall communication efforts to ensure the community understands what the Department offers, so staff can better understand resident needs, and to offer bilingual options so everyone can be heard.
- **Park & facility maintenance**
Taking care of current parks and facilities for maintenance and increased safety is an area that can be improved upon.

STAFF, COUNCIL & ADVISORY TASK FORCE SESSIONS

SWOT ANALYSIS SUMMARY

3. What opportunities exist?

- **Partnerships**
Many responses suggested that opportunities to partner with community organizations and businesses could improve the Department. Suggested partner opportunities included local businesses, HOAs, faith-based organizations, and cultural groups.
- **Parks & facilities**
Whether expanding and improving current parks and facilities to adding new parks, there's an opportunity to improve upon what the City currently owns.
- **Transportation & connectivity**
There were a few responses that believed the City has the opportunity to increase the use of parks and recreation services through improved transportation and connectivity options.

4. What gets in the way?

- **Finances**
Financial considerations present limitations with what the Department is able and not able to accomplish.
- **Community relations**
It seems that there is a disconnect between the City and residents. There are differing opinions and perspectives between demographic groups, and also with interaction with the City.

5. What's happening to which the organization should pay attention?

- **Physical & mental health**
The organization should be aware of physical health (e.g., childhood obesity, diabetes) and general mental health trends when planning services for the community.
- **Youth & family**
Ensuring that youth and families are provided with a plethora of services is important, specifically among Council members.

STAFF, COUNCIL & ADVISORY TASK FORCE SESSIONS

SWOT ANALYSIS SUMMARY

- **Environmental**
Climate change, heat in the summer months, and a lack of water are all important considerations for the Department to be aware of.
 - **Public safety**
A couple of responses stated an awareness of current safety concerns in City parks.
- 6. Given what's happening, what should be prioritized with attention and/or resources?**
- **Public safety**
Bringing current park and facility amenities up to safe standards should be prioritized before looking to expand.
 - **Strategic growth**
Given the City's current realities, responsibly and strategically into the future should be prioritized.
 - **Community relations**
There's an opportunity to improve relations with residents.
- 7. Other notes?**
- The overall sentiment was that the community should have safe spaces and diverse service opportunities offered by the Department.
- 8. What would you tell Parks & Recreation staff as a citizen in the year 2050? (*asked to the City Council only*)**
- The overall message from Council members was that they want staff to remember the importance of parks and recreation services for the community and that staff have figured out how to meet the needs of the citizens of 2050.

STAFF, COUNCIL & ADVISORY TASK FORCE SESSIONS

“I BELIEVE” STATEMENTS SUMMARY

What do you believe the focus of the Department should be as it positions itself to have the greatest impact on the community?



Community engagement & gathering

Understand community needs for events and spaces to come together



Trails & connectivity

Improve connectivity of system through trails



Public safety

Ensuring residents feel safe in public parks and facilities



Park & facility amenities

Provide a wide range of amenities for residents and to attract outside visitors



Park & facility maintenance

Ensure clean and well-kept parks and facilities to increase usage



Sustainable planning

Implement smart long-term goals that are realistic and beneficial for the future

What do you believe will be important for the Department to consider as it creates an operational philosophy that guides service development and delivery?



Variety of services

Understand community demographics to accurately and inclusively provide services to the entire community



Public safety

Increase maintenance and security in parks to provide safer spaces



Staffing

Maintain a workforce that can accommodate current and future needs



Communication

Establish and keep lines of communication open to residents to encourage participation



Sustainable planning

Understand current realities while responsibly planning for the future

STAFF, COUNCIL & ADVISORY TASK FORCE SESSIONS

“I BELIEVE” STATEMENTS SUMMARY

What do you believe will be necessary for the Department to do so that it can become the best version of itself?



Communication

Improve overall communication efforts between all stakeholders to increase awareness, collaboration, and buy-in



Culture & identity

Respect El Mirage's past, present, and future to create an inclusive culture



Variety of services

Understand community demographics to accurately and inclusively provide services for the entire community



Public safety

Improve measures in parks to make residents feel safe in public gathering areas



Trails & connectivity

Improve connectivity throughout the City



Parks & facilities

Parks and facilities are well-maintained, have more greenery, have expanded, and are well-utilized by residents



Services

Recreation services are available for youth and adults

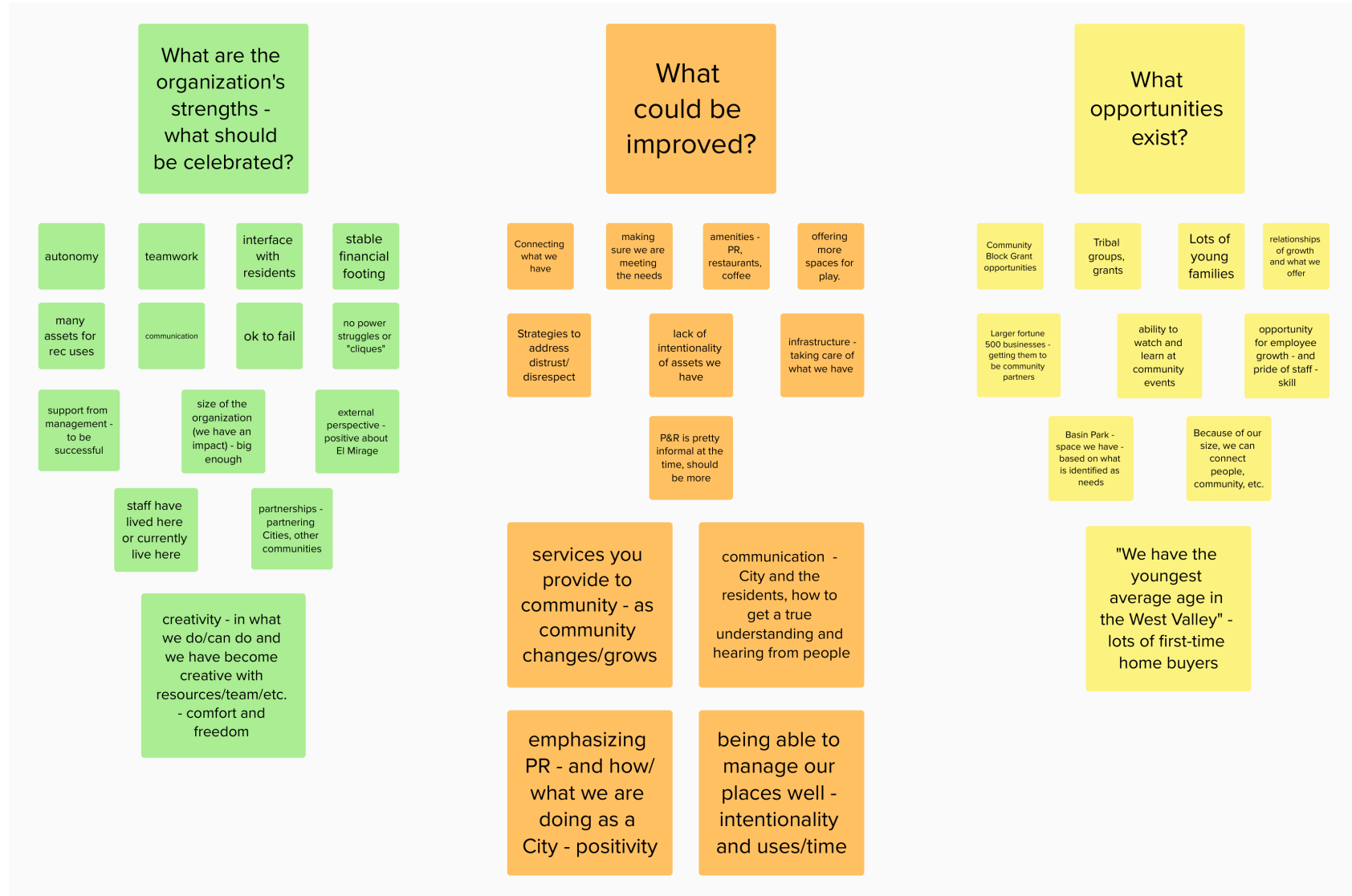


Recreation Center

A full-service Recreation Center open to residents

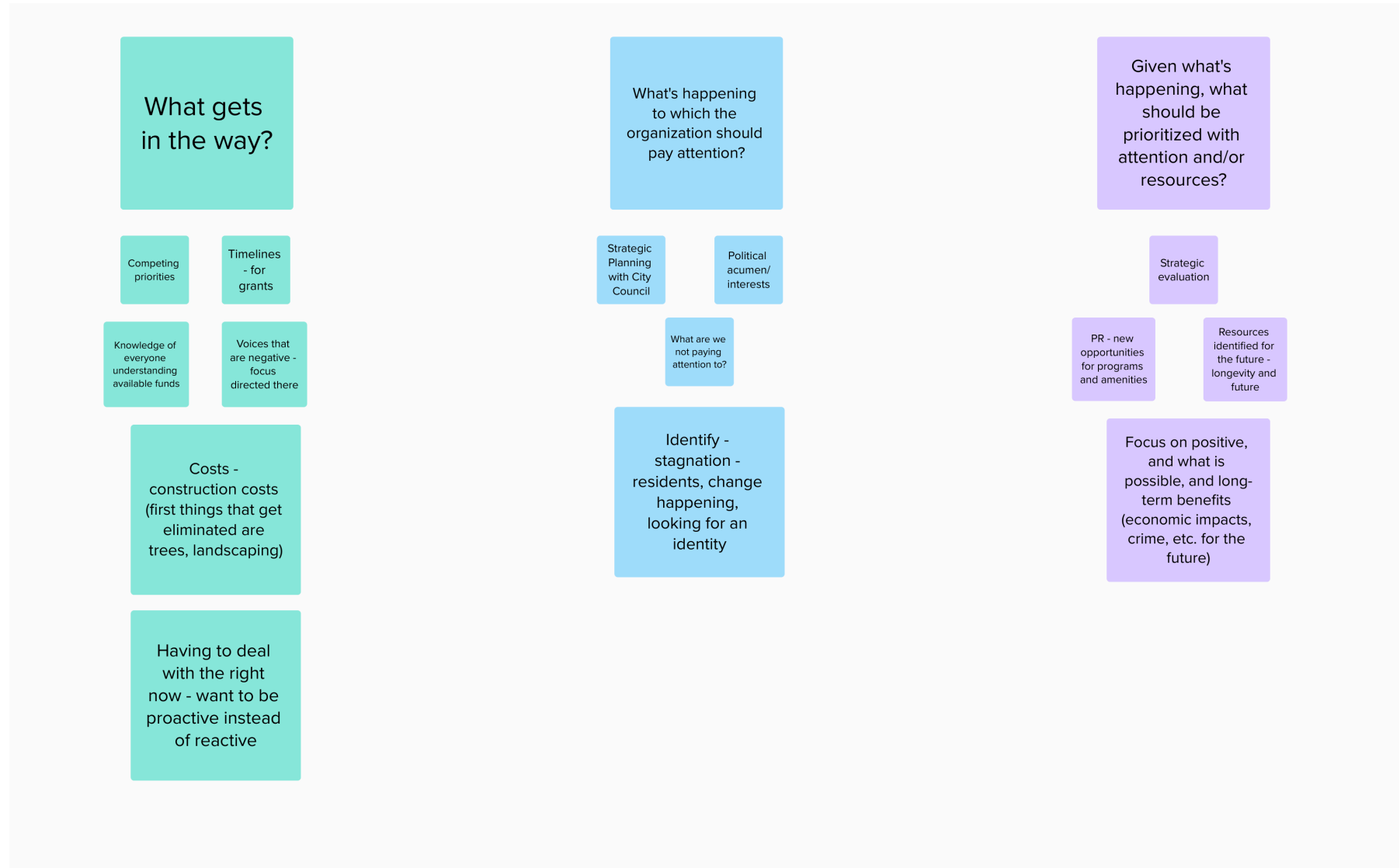
STAFF, COUNCIL & ADVISORY TASK FORCE SESSIONS

MURAL BOARD RESPONSES – STAFF



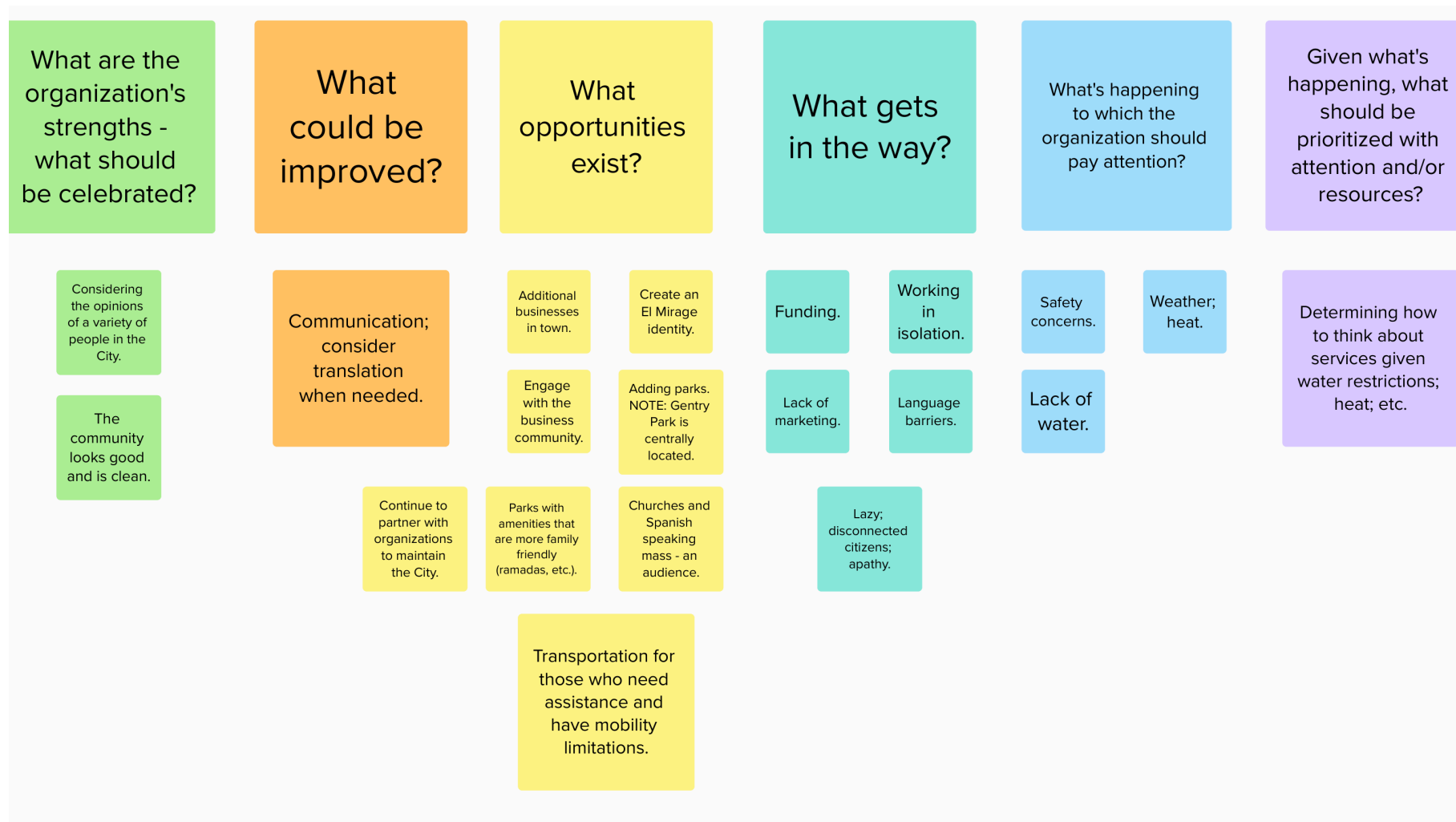
STAFF, COUNCIL & ADVISORY TASK FORCE SESSIONS

MURAL BOARD RESPONSES – STAFF



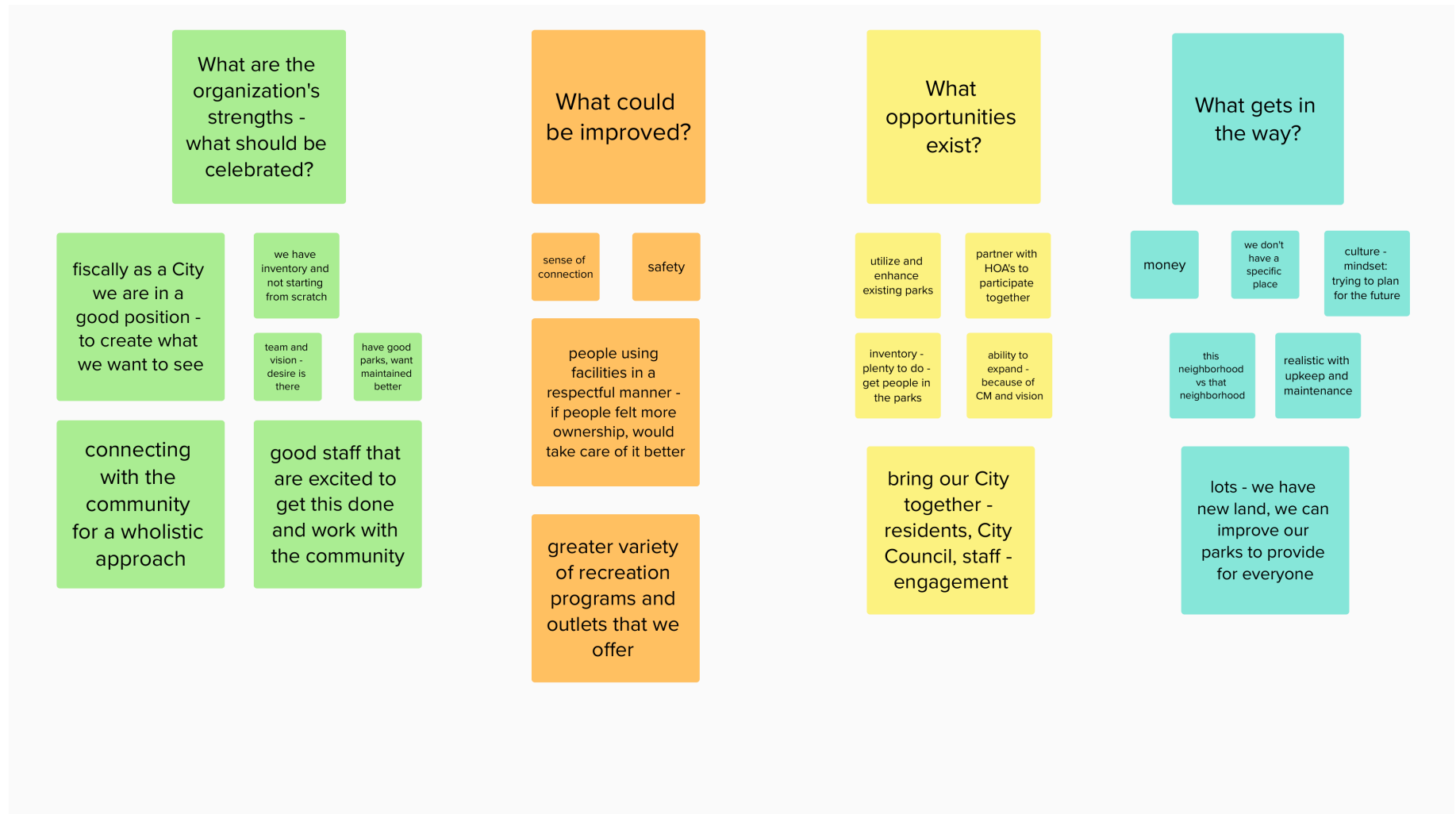
STAFF, COUNCIL & ADVISORY TASK FORCE SESSIONS

MURAL BOARD RESPONSES – ADVISORY TASK FORCE



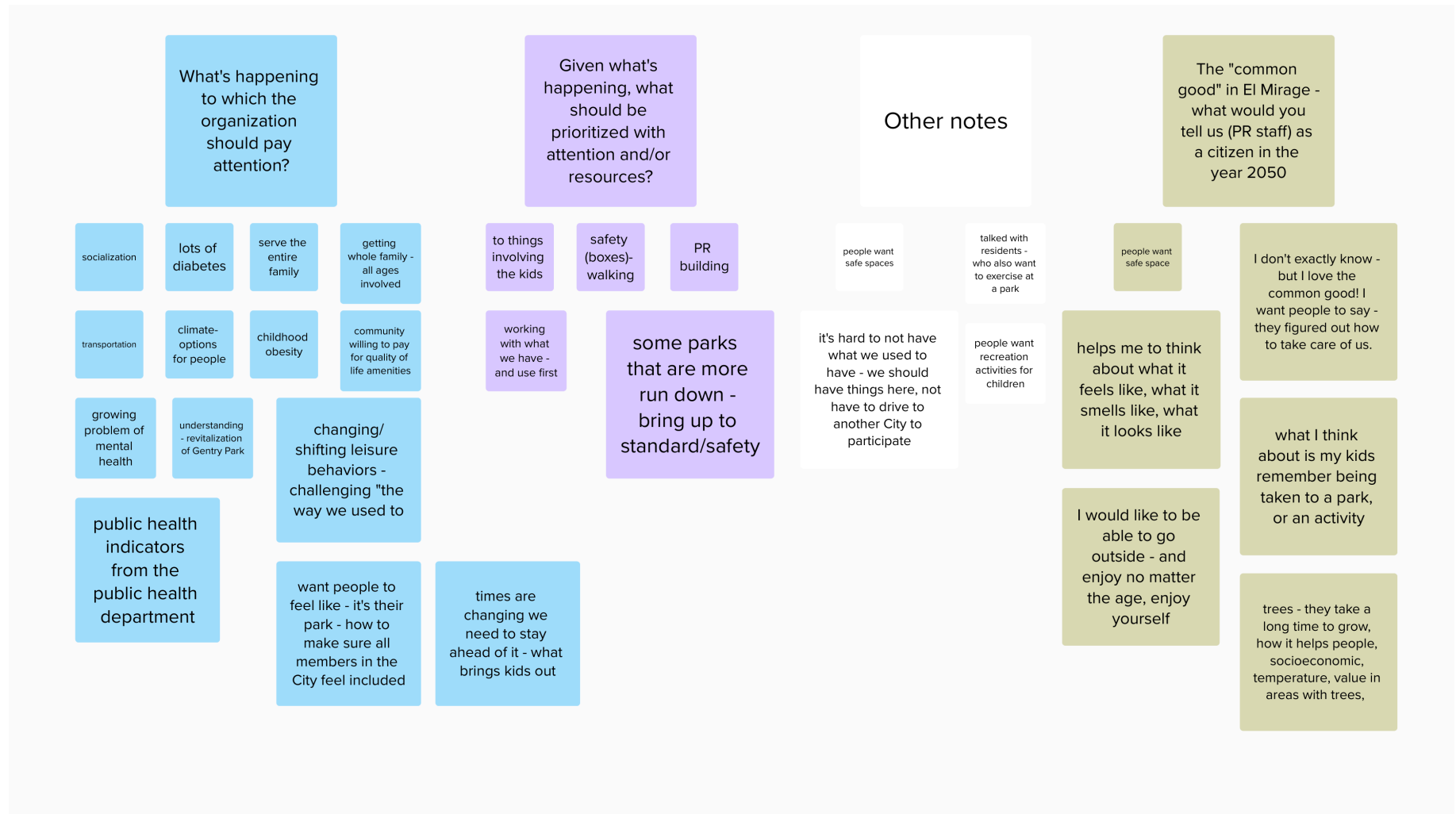
STAFF, COUNCIL & ADVISORY TASK FORCE SESSIONS

MURAL BOARD RESPONSES – CITY COUNCIL



STAFF, COUNCIL & ADVISORY TASK FORCE SESSIONS

MURAL BOARD RESPONSES – CITY COUNCIL



FOCUS GROUPS

Q&A SUMMARY

1. When you hear “El Mirage Parks & Recreation” what immediately comes to mind?



2. Do you currently use any services offered by the Department? If so, what services? If not, why?

- **General use of parks**

The general use of parks was the top-cited reason for utilizing Department services. Specific parks used include Cactus Park, Gateway Park, and Gentry Park.

FOCUS GROUPS

Q&A SUMMARY

- **Sports fields**
The use of sports fields at City-owned parks was tied for the second most cited reason for utilizing Department services. Specific sports included soccer and baseball/softball.
- **Events**
General events put on by the City was tied for the second most cited reason for utilizing Department services. Specific events named included the Winterfest Parade, Public Safety Day, and Get to Know Your Neighbor.
- **Skate park**
There were a couple of responses stating the use of the Skate Park at Gateway Park.
- **Do not use**
About a fifth of the focus group responses stated that they did not use Department services.
 - The two most cited answers were that they were using HOA parks and playgrounds, and the other was safety concerns with using Department services.

3. What do you believe will be the most important community-wide issues the greater El Mirage area will face in the next 3-5 years?

- **Public safety**
One of the most mentioned issues was the overall public safety of the community. Specific issues included homelessness, an increase in crime, and rule/law enforcement.
- **Transportation**
Another common issue was the City's lack of transportation infrastructure. Traffic congestion and safety concerns, the absence of public transportation options, the need for an increased number of EV charging stations, and the lack of sidewalks and trail connectivity were the most mentioned issues.
- **Accessibility**
Overall accessibility and connectivity of City amenities were a common message. Specific issues included more trail connections and improved accessibility for people with physical disabilities.
- **Growth & development**
Concerns regarding managing community growth. As the community continues to grow, there is a desire for a healthy balance between business development and residential needs, as well as increased fiscal accountability for businesses to support City services.

FOCUS GROUPS

Q&A SUMMARY

- **Department-specific issues**

There were a handful of Parks & Recreation Department-specific issues mentioned that included an increased level of park maintenance, park amenities, and communication and marketing efforts.

4. In what ways do you believe the Department influences and/or impacts these issues?

- **Community engagement & events**

The most mentioned theme on how the Department can influence and impact these issues was through community engagement and activation through events and services. Ideas such as hosting more events to bring the community together, increasing communication and marketing efforts to promote services, improving partnership and stakeholder relations (e.g., with HOA, YMCA, etc.), and adding more volunteer opportunities (including through schools) would help address these issues.

- **Improve parks & facilities**

Another top theme was increasing the Department's overall parks and facilities. Improving maintenance, addressing sidewalk and lighting issues, and expanding areas such as playgrounds and activated spaces were among the top ideas.

- **Public safety**

To address public safety concerns, focus group members brought up ideas including implementing safety programs (e.g., bike safety, safe zones), enhanced security in problematic public spaces, and providing more resources for staff to support the community.

- **Additional ideas**

Other less-mentioned ideas included increasing children-specific Department services, improving public transportation options, and utilizing environmentally sustainable practices.

5. In your opinion, how should the Department invest resources (including taxpayer dollars)?

- **Parks & facilities**

From maintenance improvements to current infrastructure to the addition of new amenities, mindful investment in the Department's park and facilities was the top category of response. Most responses were calling for general improvements and additions; there were very few specific requests.

FOCUS GROUPS

Q&A SUMMARY

- **Public safety**
Another frequently mentioned request was to address public safety concerns. The most prevalent responses suggested increased lighting and video surveillance in public areas and increased staff presence.
- **Partnerships**
Many focus group members stated that they'd like to see the Department increase partnership opportunities with local organizations, including HOAs, schools, Boys and Girls Club, and sports organizations.
- **Capturing City's culture**
Capturing the City's history and making sure all residents feel represented and heard was suggested multiple times by focus group members. Specific ideas included increasing communications in Spanish and finding ways to capture El Mirage's history and present (e.g., murals).
- **Services**
The addition of parks and recreation programs and services was another common theme. Ideas included additional family-focused events and eSports opportunities.

6. Are there any barriers (if any) that you believe may prevent people from participating in park and recreation services offered by the Department?

- **Communication**
The most common barrier mentioned was communication-related concerns. There is a desire for an improvement to overall communication efforts, from marketing of Department services to accessibility of City-wide updates to how City staff and elected officials respond to community members.
- **Financial**
Another common barrier heard from the focus groups was financial-related concerns, primarily around affordability for Department and City-wide services.
- **Public safety**
Some focus group members cited concerns about overall safety provide a barrier to participation.

FOCUS GROUPS

Q&A SUMMARY

- **Parks & facilities**

The last common theme heard was the lack of parks and facilities amenities. Areas of improvement to address barriers include overall maintenance, more shade and green spaces in parks, improved service offerings, and the addition of amenities (e.g., fishing pond).

7. What opportunities do you believe exist for the Department to partner with other community organizations?

- **Local schools**

The most common opportunity cited was to increase involvement with local schools. Specific ideas shared included activating high school students through events and working with schools to co-host services.

- **Faith-based organizations**

The second most common opportunity shared with partnering with local faith-based organizations. Radiant Church and Santa Teresita Church were specifically mentioned.

- **Health & wellness**

The third most common opportunity shared by focus group members was a call for more health and wellness opportunities. Ideas ranged from programs (e.g., health drives) to involvement with the El Mirage 24/7 Emergency Room.

- **Other local organizations & businesses**

There were a myriad of low-frequency responses calling for collaboration with local municipal entities (e.g., libraries, police department, other local parks and recreation departments), non-profit organizations (e.g., YMCA, sports organizations), HOAs, and local businesses.

8. Is there anything else, as it relates to the Department and/or the master planning process, that you would like to share?

- **Communication**

Focus group members would like staff to prioritize overall communication and marketing efforts as part of the master planning process to increase awareness, information, and community connection.

- **Financial responsibility**

As part of the master planning process, clear and responsible consideration and use of taxpayer dollars is important to focus group members.

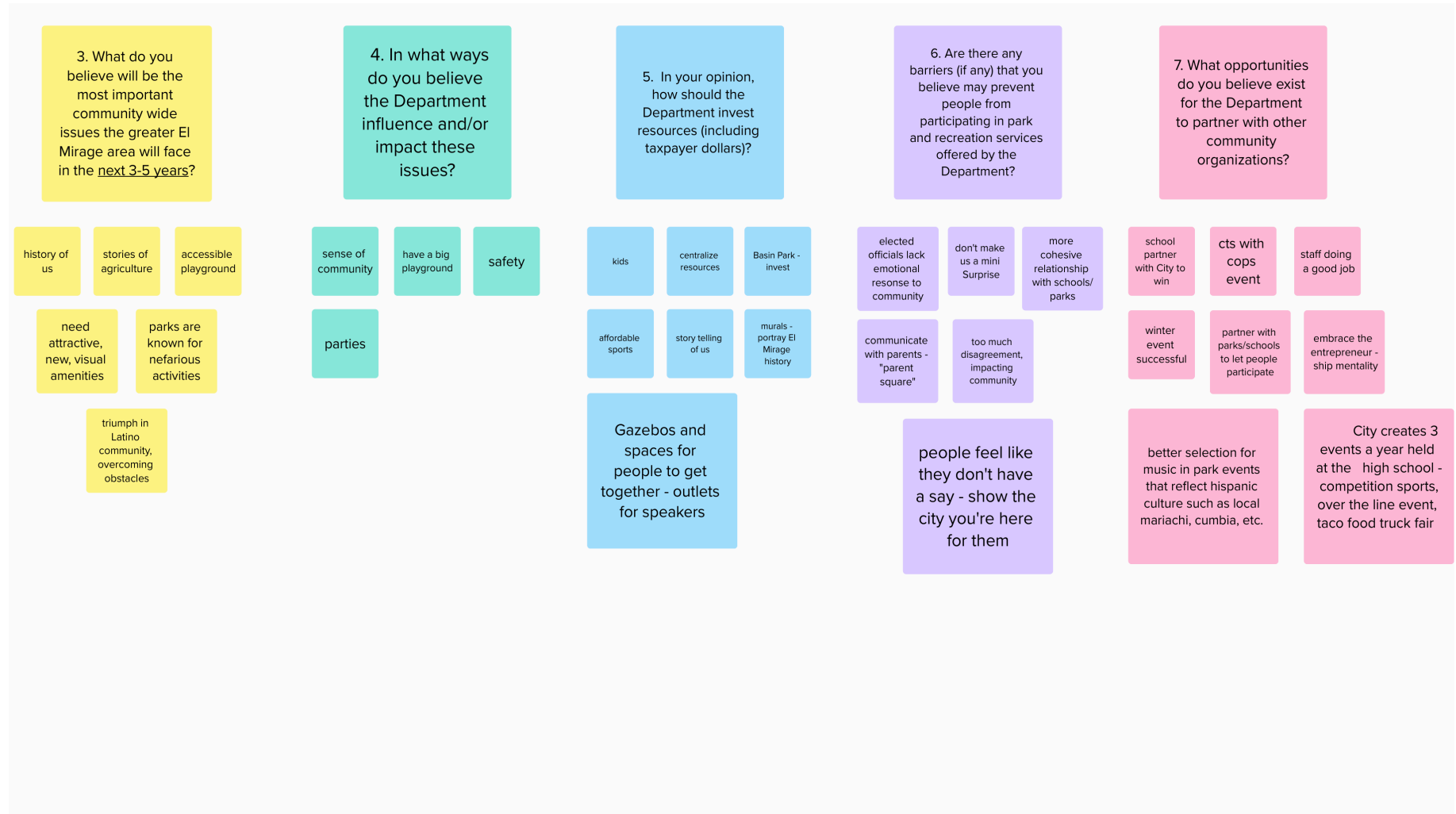
FOCUS GROUPS

Q&A SUMMARY

- **Community engagement & events**
Additional events such as races, festivals, volunteer events, and public health and education opportunities were ideas to be considered as part of this process.
- **Partnerships**
Working with local organizations (e.g., schools, HOAs, faith-based) and businesses could be integrated into the master planning efforts.
- **Accessibility & affordability**
Focus group members would like staff to prioritize providing affordable and accessible recreation options.

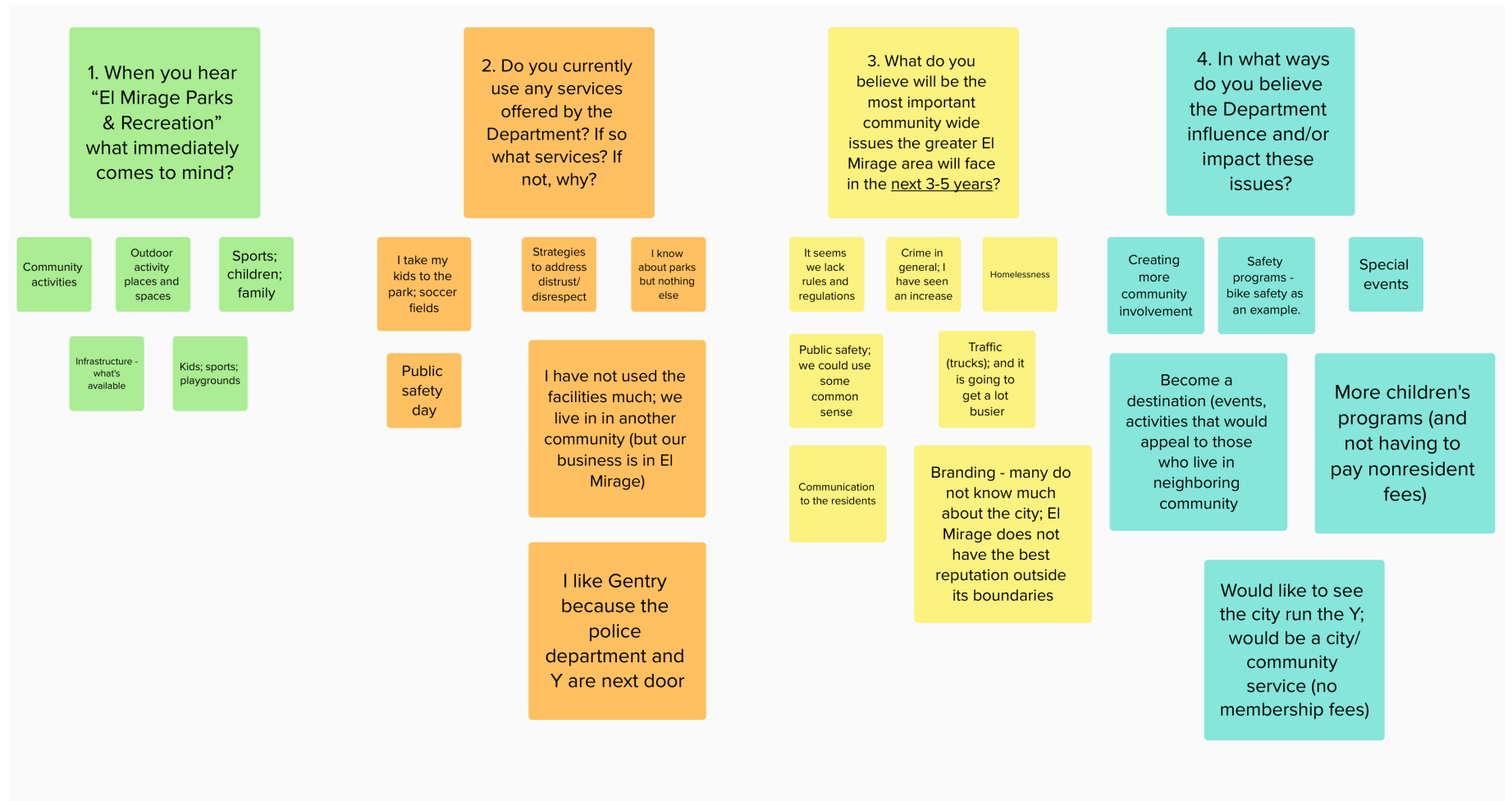
FOCUS GROUPS

MURAL BOARD RESPONSES – ADULTS REPRESENTING YOUTH



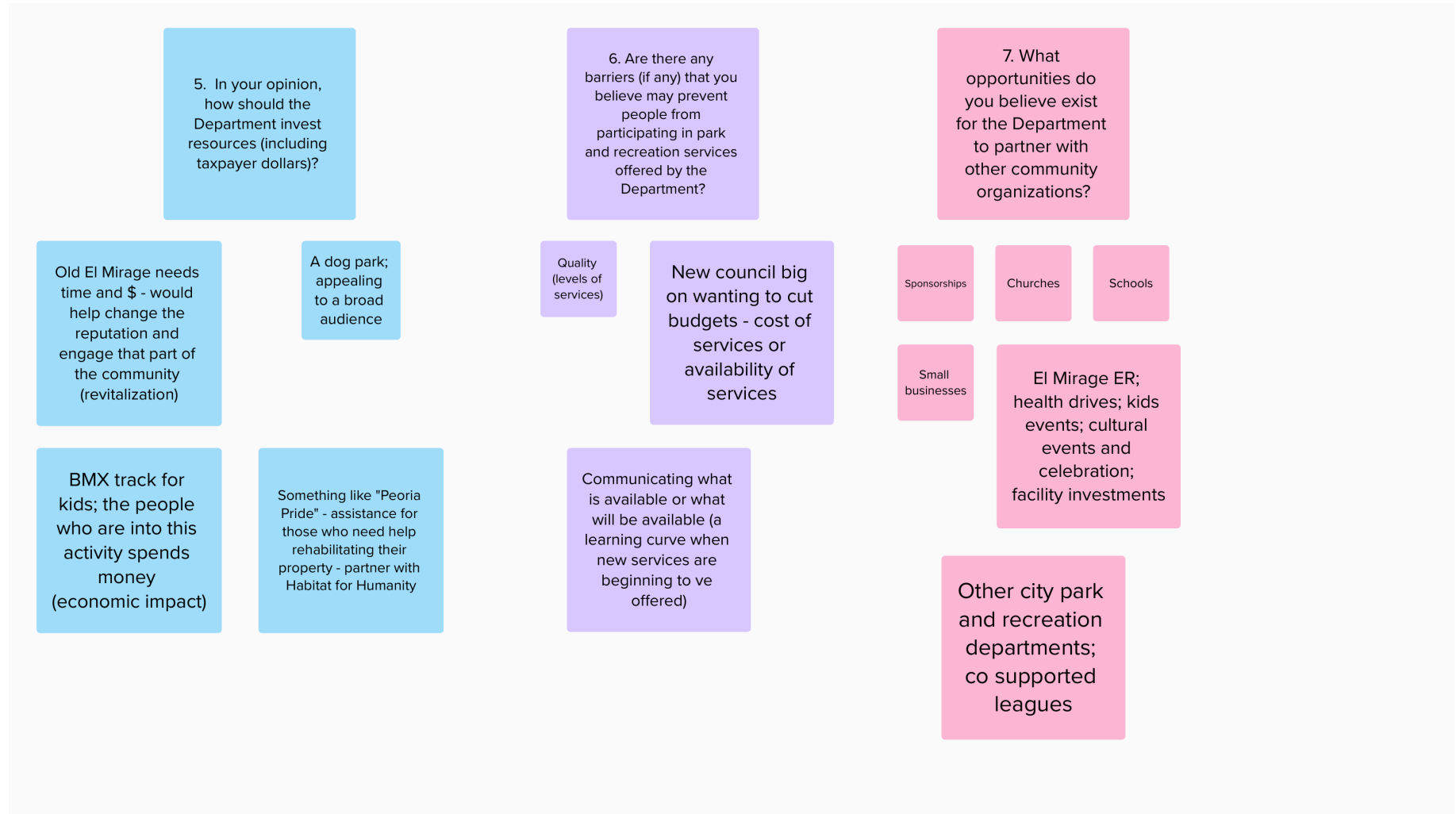
FOCUS GROUPS

MURAL BOARD RESPONSES – BUSINESS COMMUNITY



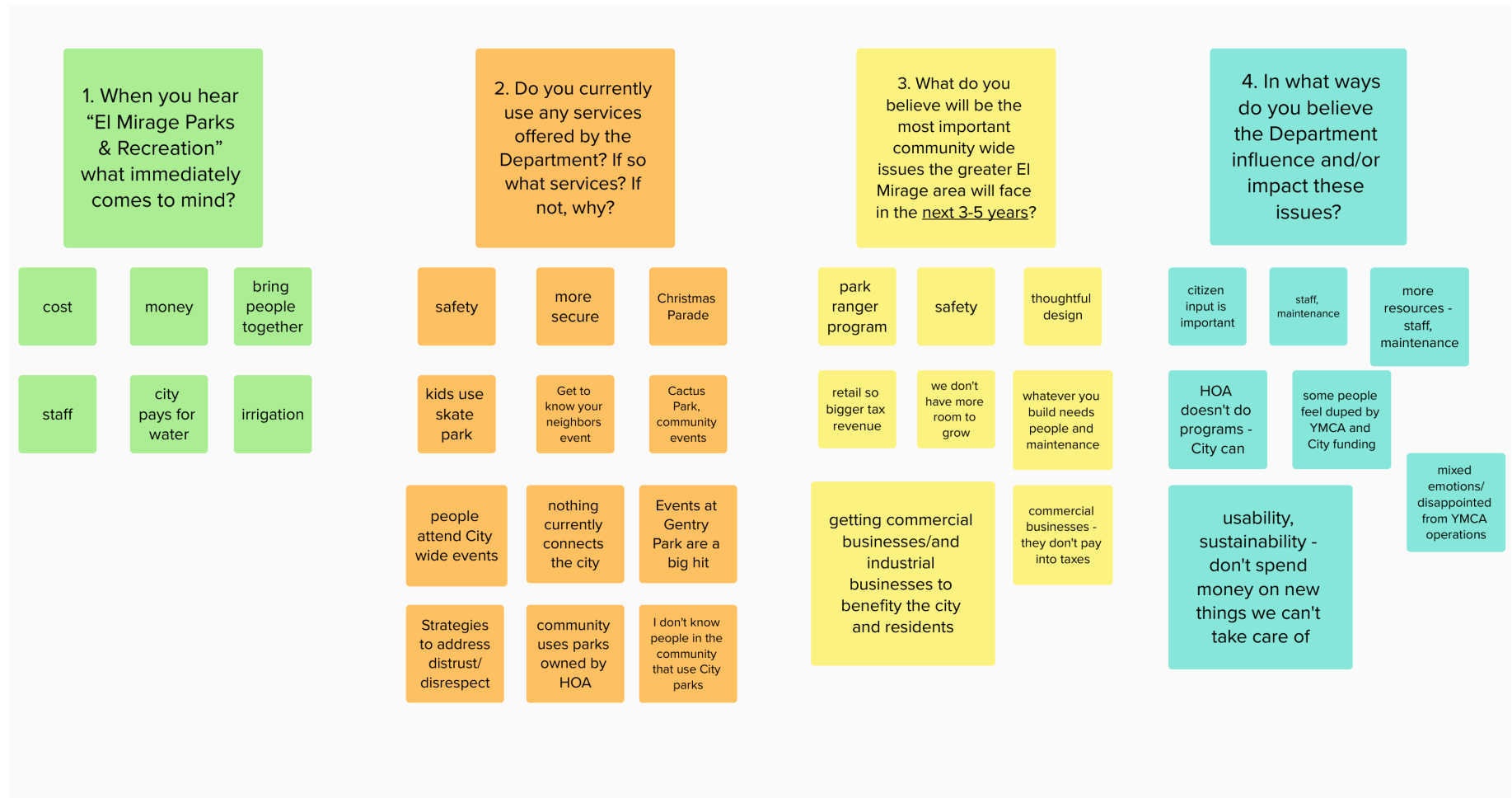
FOCUS GROUPS

MURAL BOARD RESPONSES – BUSINESS COMMUNITY



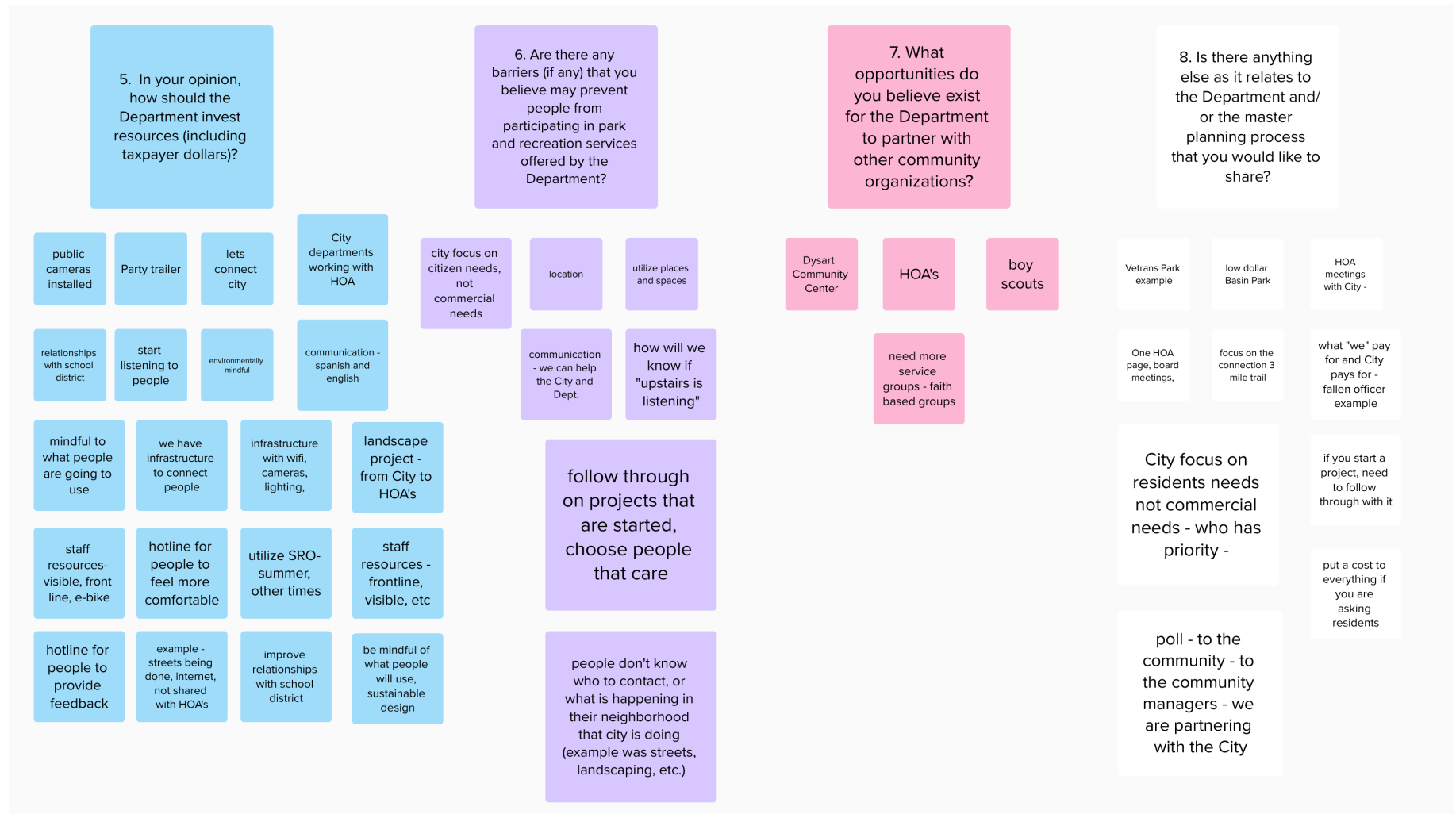
FOCUS GROUPS

MURAL BOARD RESPONSES – HOMEOWNERS ASSOCIATIONS (HOA)



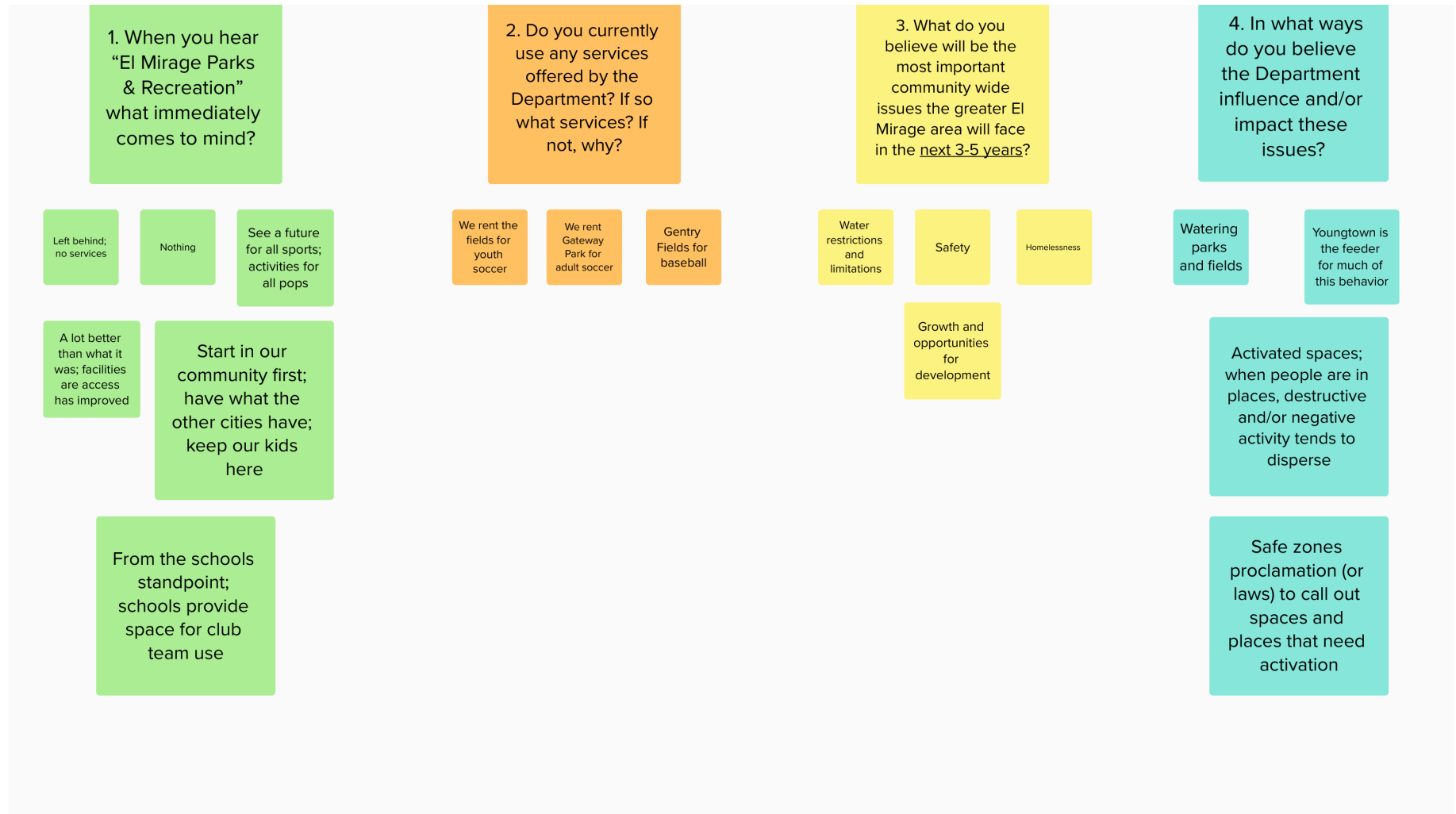
FOCUS GROUPS

MURAL BOARD RESPONSES – HOMEOWNERS ASSOCIATIONS (HOA)



FOCUS GROUPS

MURAL BOARD RESPONSES – SCHOOL DISTRICT COACHES



FOCUS GROUPS

MURAL BOARD RESPONSES – SCHOOL DISTRICT COACHES

5. In your opinion, how should the Department invest resources (including taxpayer dollars)?

Services that can appeal to a broad audience

If I have the money I would put a Boys and Girls Club in the middle of town

Ways to incorporate regional activity with

eSports and other gaming opportunities

Concentrating on the small community feel and social capital

Family focused events; community events

Plan to change the image of the community

6. Are there any barriers (if any) that you believe may prevent people from participating in park and recreation services offered by the Department?

Pricing incrementally (pay per occurrence)

The expense; scholarships are needed

Accessibility; transportation to Gateway

Rentals for fields (should have rentals go through the City and not the Y)

7. What opportunities do you believe exist for the Department to partner with other community organizations?

Dysart center

YMCA

Golf course

Youth sports organizations

School partnerships to facilitate family centered events (Surprise and Thompson present)

Healthcare for families - new ER facility?

Health and parks and recreation (similar to what PDOP has in its facility)

8. Is there anything else as it relates to the Department and/or the master planning process that you would like to share?

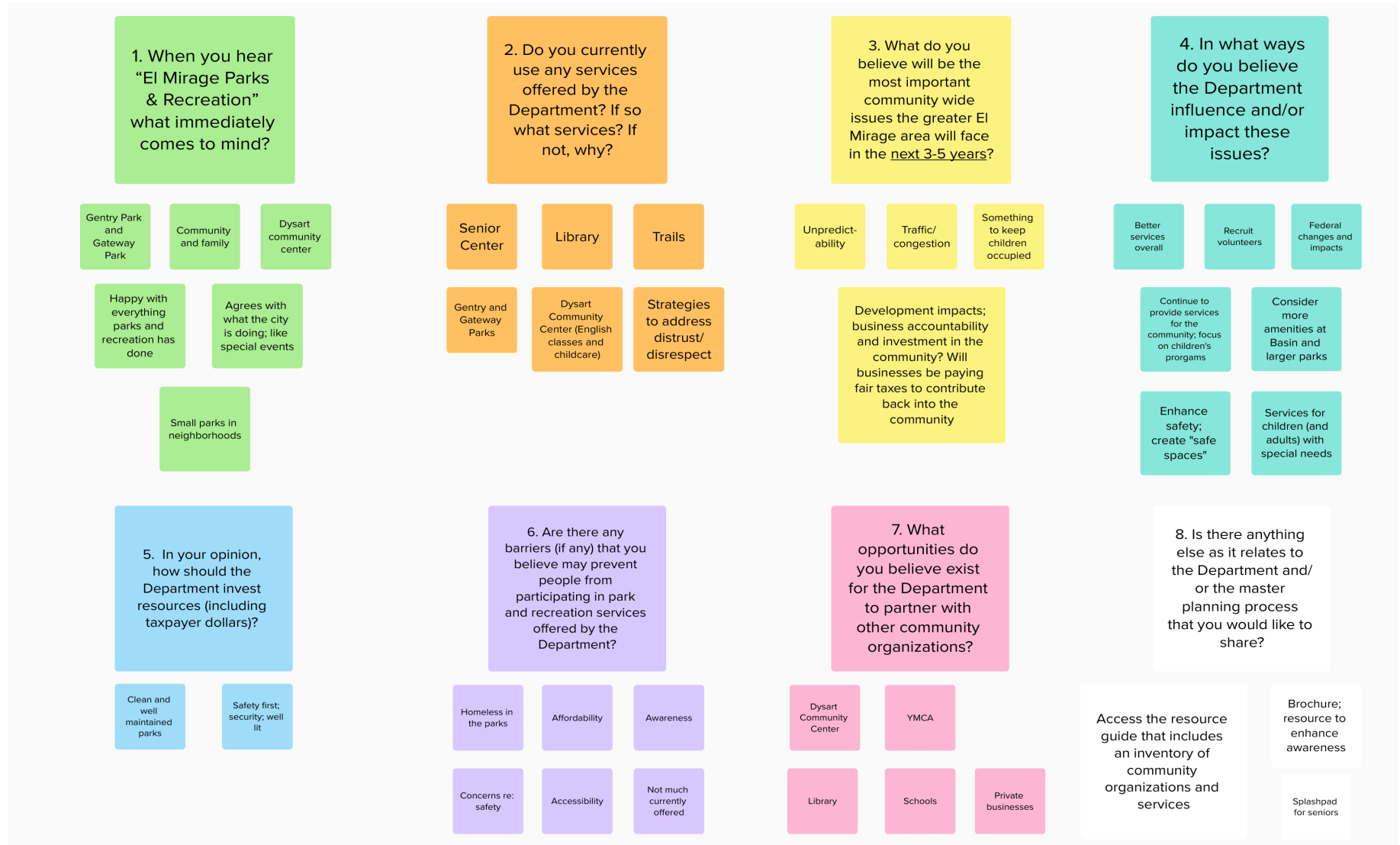
Use Dysart Connect (community magazine?)

Allow youth orgs to use the promo/marketing advertising board at Gentry Park

Affordability (ability to pay); scholarships and reduced rates

FOCUS GROUPS

MURAL BOARD RESPONSES – SENIORS



FOCUS GROUPS

MURAL BOARD RESPONSES – YMCA



FOCUS GROUPS

MURAL BOARD RESPONSES – YOUTH

1. When you hear
“El Mirage Parks
& Recreation”
what immediately
comes to mind?

good
swings

Pioneer
park

monkey
bars

recreating

renewing

fiesta
and
festivals

basketball
courts -
half court

starting
something
completely
new

think of
the splash
pad

park - this
one, walk
the track and
skate park

Having police
department
right after
school

obstacle
course - run
around the
park

Called this
"Gateway
University" - to
play football, I
would come hang
out

2. Do you currently
use any services
offered by the
Department? If so
what services? If
not, why?

use new
trail

go on
runs

volunteer
at event

come to
the gym
at the Y

use
softball
fields

play
soccer in
grass field

Strategies
to address
distrust/
disrespect

walk around
parks - take
sister to
parks

3. What do you
believe will be the
most important
community wide
issues the greater El
Mirage area will face
in the next 3-5 years?

public
safety -
more
people

need
sidewalks
to walk

being
accessible -
people in
wheel chairs

host more
camps -
feeder
programs

people
stay local -
bring them
together

sports teams
doing good -
keep involved
people
involved

color of
houses,
welcoming,
knowing City
limits

work with
high school to
host more
programs

environment -
nature, planting
more trees,
(would be a
good event)

our community
is just starting
to get
everyone
together again

4. In what ways
do you believe
the Department
influence and/or
impact these
issues?

sidewalks
messed up

maintenance

buildings -
reduce
light

picking
up trash
- litter

community
clean up
day

getting
schools
involved

get groups
involved to
participate

target
middle
school/high
school kids

who is
charging
for parking -
winter fest?

more
advertising -
communication

pricing - be
aware so
everyone can
participate

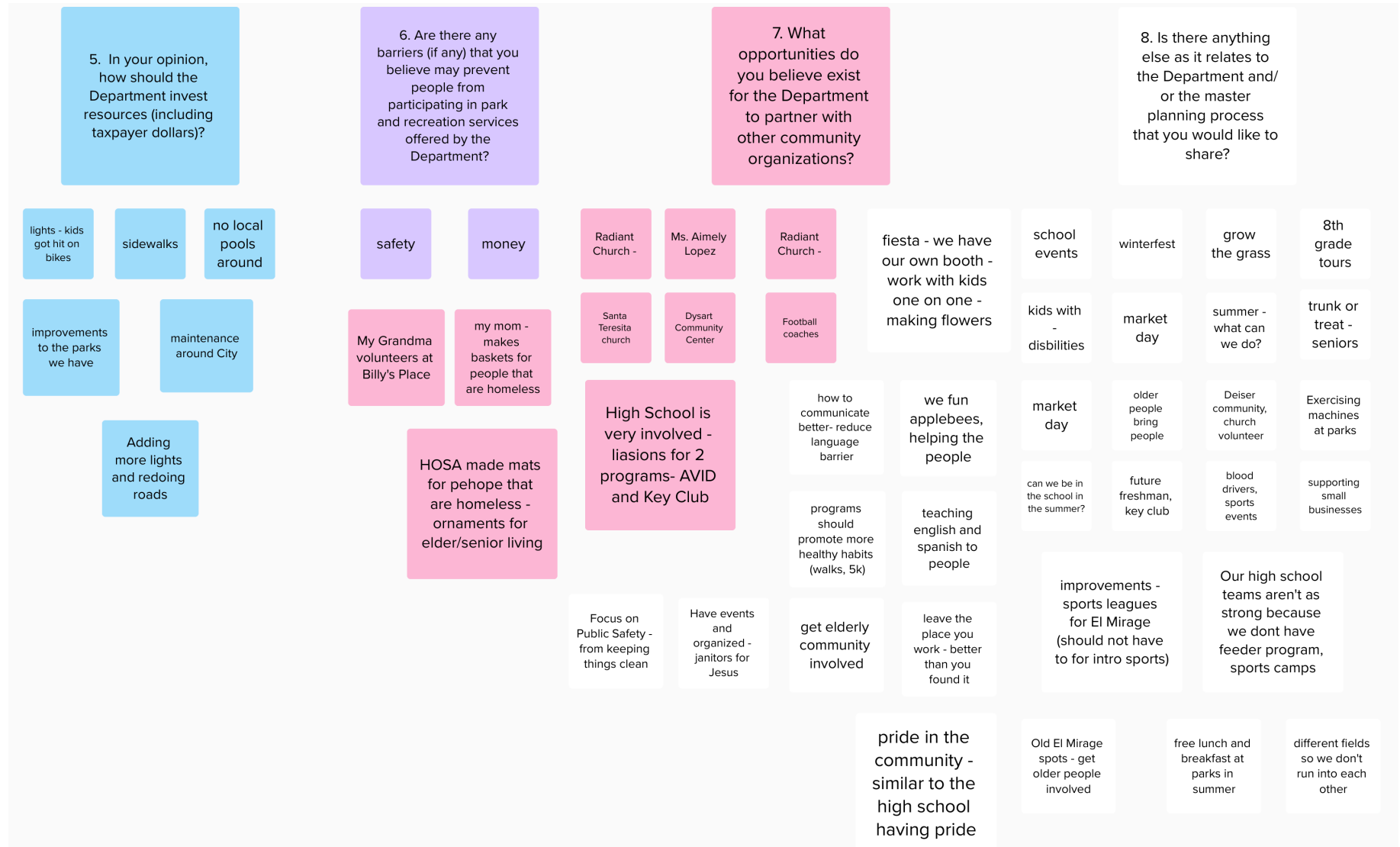
after El
Mirage Road
- different
city

adding
watering
times/system,
beautification

the AVS adn
AB Street
dangerous,
Main Street

FOCUS GROUPS

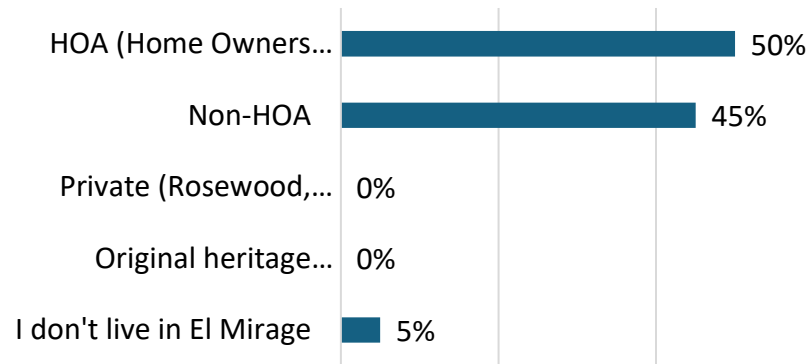
MURAL BOARD RESPONSES – YOUTH



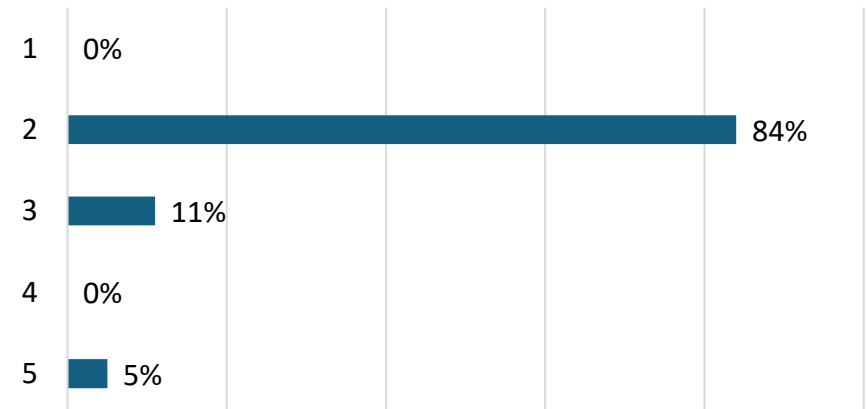
PUBLIC WORKSHOP

POLL RESULTS

What type of neighborhood do you live in?



Which zone do you live in?



Are you here representing any special interest or group?

Families with young children
 My family Tomorrow
 LDS Church Yes pump bmx Bike
 30 leagues tracks parks My kids
 Special needs kids great Senior
 Seniors and youth 10
 Grandparents

What is 1 word that comes to mind when you think about the future of Parks & Rec in El Mirage?

Beautiful outdoor spaces Entertainment and recreation
 Everyone Optimistic Convenient, free access
 Limited Training Useful Safety Clean
 Baseball
Pickleball
 Community
 Hopeful Connected **Fun** Money Accessible

PUBLIC WORKSHOP

3 QUESTION BOXES

What community issues can El Mirage Parks and Recreation impact the most?



Public safety



Accessibility & inclusion



Community engagement & gathering



Youth & family services



Park & facility maintenance

If you had to choose, what one thing should El Mirage Parks and Recreation do for the community?



Public safety



Accessibility & inclusion



Park & facility maintenance



Community image

Do you have other thoughts you would like to share to help inform the master plan process?



Aquatic feature



Trails



Sustainable planning



Accessibility & inclusion

PUBLIC WORKSHOP

PARK BOARD RESPONSES

Comment Totals

- 23 specific comments were made for Basin Park
- 11 specific comments were made for Bill Gentry Park
- 1 specific comment was made for Gateway Park

Key Takeaways

- Most specific comments to Basin Park were related to new park amenities, including wanting a mix of both passive and active amenities.
- Amenities wanted at Basin Park include volleyball courts, basketball courts, tennis courts, sports fields, a lake for fishing, a pump track, a splashpad, frisbee golf, ADA play equipment, a dog park, an equestrian area, and outdoor fitness.
- Other desires for Basin Park include public art, need for lighting, adequate parking, street improvements surrounding the park, and public safety features/ideas.
- Several comments were received wanting to rebuild the gazebo at Bill Gentry Park.
- Several comments were received to relocate the new ballfield at Bill Gentry Park to its original location.
- A few comments were made about wanting new amenities, including a new indoor facility for city offices, frisbee golf, swimming pool, swings, walking paths, and a splash pad.

PARK BOARD RESPONSES

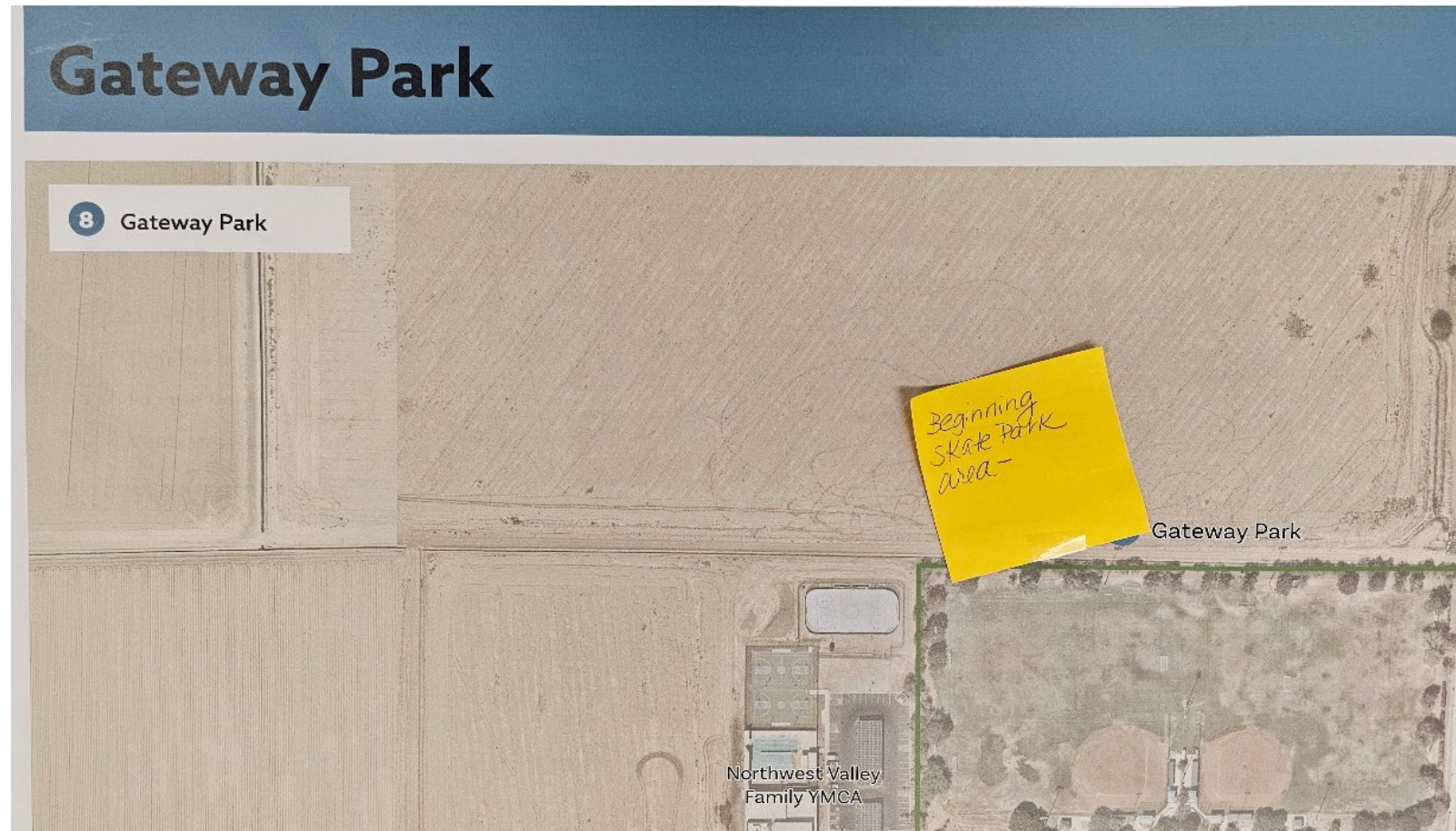


PARK BOARD RESPONSES

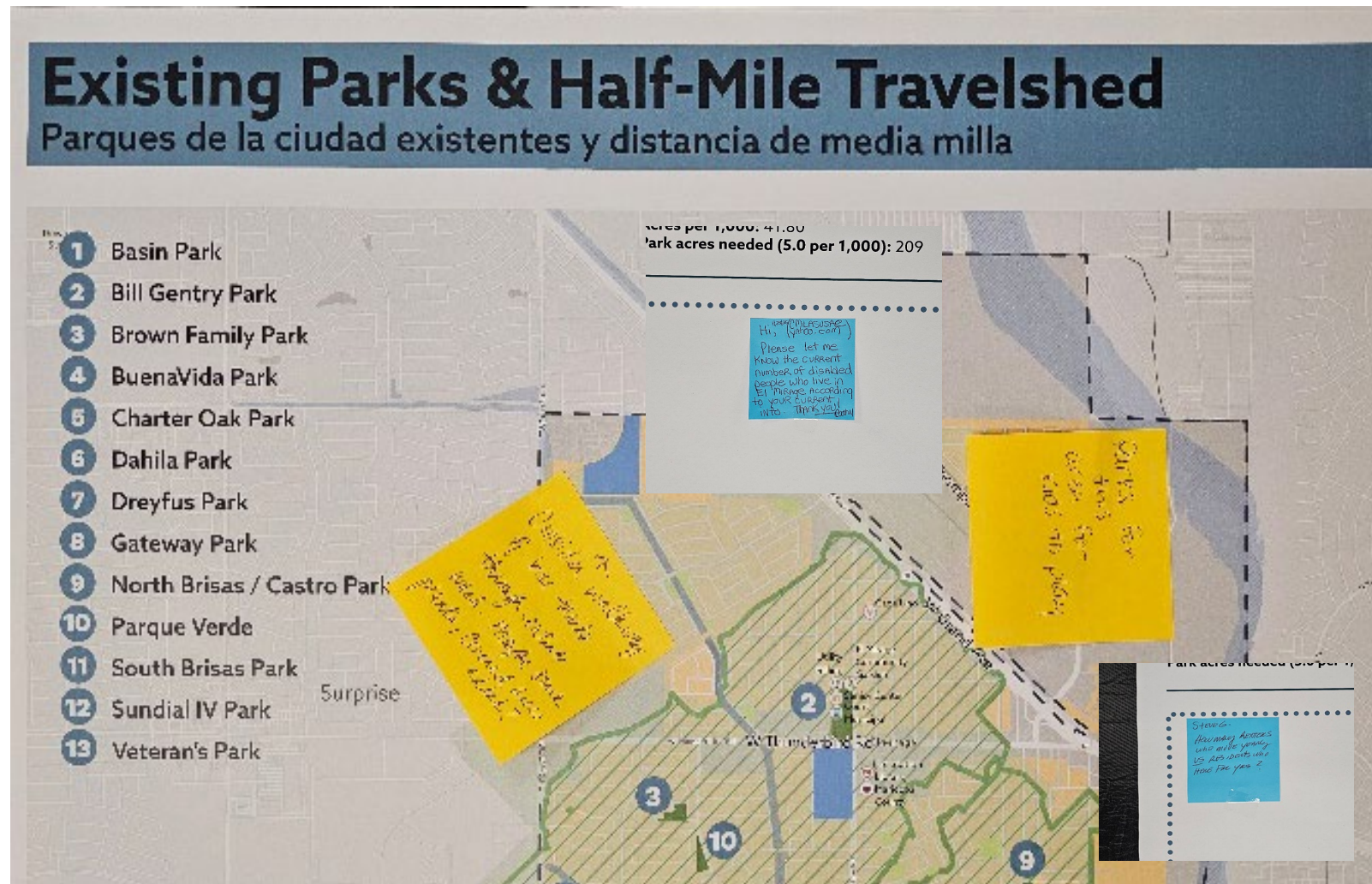


PUBLIC WORKSHOP

PARK BOARD RESPONSES



PARK BOARD RESPONSES



PRE SURVEY

Q&A SUMMARY

1. What role do you believe parks and recreation should play in our community?

- **Community engagement and gathering spaces**

The most mentioned theme was that parks and recreation should play a vital role in providing all residents with a sense of community and social connection through parks, facilities, and services.

- **Safe and accessible spaces**

A frequently mentioned theme was that parks and recreation should provide safe, clean, and well-maintained parks and facilities for the community. Specific responses included a strong commitment to maintenance and cleanliness, providing space for healthy activities (to reduce mischief and crime), and ensuring that spaces are accessible for those with physical disabilities.

- **Variety of services**

Many survey respondents believe that parks and recreation should provide and promote a variety of programs and services for the well-being of community members. Specific answers included sporting activities, exercise areas, events, and wellness programs.

- **Communication center**

One message that was received from respondents was that parks and recreation should be a place where internal and external messages are communicated. Those who mentioned this requested that the City provide more effective messaging for parks and recreation-related news and updates.

2. What types of outdoor spaces or recreation facilities do you think are currently missing in our community?

- **Aquatic facilities**

The most mentioned theme was that parks and recreation should play a vital role in providing all residents with a sense of community and social connection through parks, facilities, and services.

- **Sports facilities**

A frequently mentioned theme was that parks and recreation should provide safe, clean, and well-maintained parks and facilities for the community. Specific responses included a strong commitment to maintenance and cleanliness, providing space for healthy activities (to reduce mischief and crime), and ensuring that spaces are accessible for those with physical disabilities.

- **Trails**

Many survey respondents believe that parks and recreation should provide and promote a variety of programs and services for the well-being of community members. Specific answers included sporting activities, exercise areas, events, and wellness programs.

PRE SURVEY

Q&A SUMMARY

- **Playgrounds**
Another space or facility that was a common theme was for more playgrounds in parks. Respondents requested better-equipped, better-shaded, and more inclusive play areas. While most responses were aimed at youth, a few respondents suggested outdoor fitness stations for adults.
- **Public safety**
A common theme called out the perceived lack of public safety in outdoor spaces and recreational facilities. Suggested improvements included better outdoor lighting, increased security, and addressing homelessness to make residents feel safer.
- **Community gathering & event space**
To better serve community gatherings, a theme heard was for a more dedicated or adaptable space for community gatherings and event spaces. From rentable areas for families and groups to park space for large community events, respondents desire more.
- **Dog parks & dog-friendly trails**
The addition of large and fenced dog parks and more dog-friendly trails is desired.

3. What types of recreational programs, community events, or social activities are missing or could be improved within our parks and recreation offerings?

- **Community events**
Far and away, the top theme for missing or improved recreational service was various community events for residents to gather. Many respondents voiced the desire for parks and recreation to offer regular events such as farmers' markets, carnivals and fairs, more concerts, food truck events, and cultural and holiday celebrations.
- **Sports**
Sports-related offerings for youth and adults were a common theme. Respondents voiced wanting these services in El Mirage so they don't have to travel to outside communities. Examples of sports included pickleball leagues and tournaments, as well as leagues for soccer and baseball/softball.
- **Teens**
While mentioned considerably less than the above two themes, services for teens and young adults could be improved. Respondents shared a desire for safe spaces and opportunities for this demographic could help teens grow socially, professionally, and academically (e.g., STEM programs, technical training, mentorship), and even through public service.

PRE SURVEY

Q&A SUMMARY

- **Seniors**

Like teens, increased service levels for seniors was shared by respondents. Most answers were generic, simply asking for more senior services and spaces.

4. What challenges or barriers currently prevent you from enjoying our parks, recreational facilities, or programs/events more often?

- **Public safety**

The most mentioned challenge and barrier preventing respondents from enjoying parks and recreation services was safety concerns. Specific barriers in City parks include homelessness, illegal activity, poor lighting, lack of security presence, vandalism, and trash (e.g., broken glass, used equipment).

- **Park & facility amenities**

Another top challenge or barrier that was heard was a lack of desired amenities in parks and facilities. Some of the desired amenities include pickleball courts, green spaces, shaded areas, tables and benches, and open restroom facilities.

- **Communication**

Communication was a frequently mentioned barrier. Those who mentioned this stated that overall communication and marketing efforts for parks and recreation services were lacking, with many often not knowing when events were happening until after they occurred.

- **Transportation & accessibility**

While not a top theme, some respondents mentioned that transportation and accessibility challenges prevented participation in parks and recreation services. ADA-compliant amenities, a lack of pedestrian options (e.g., sidewalks, crosswalks), and public transportation options were some of the examples heard.

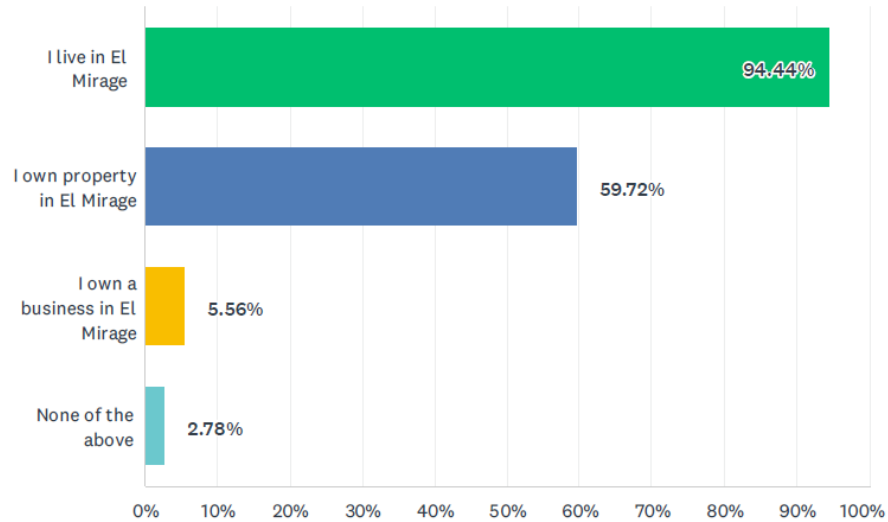
- **Maintenance**

Respondents indicated that general park and facility maintenance was a barrier to participation, including dog poop, trash in parks, and broken equipment.

PRE SURVEY

Q&A SUMMARY

5. Check all that apply



ANSWER CHOICES	RESPONSES	
I live in El Mirage	94.44%	68
I own property in El Mirage	59.72%	43
I own a business in El Mirage	5.56%	4
None of the above	2.78%	2
Total Respondents: 72		

COMMUNITY NEEDS ASSESSMENT SURVEY

SURVEY METHODS



Survey Methods

- **Results are based on a survey of n=420 El Mirage residents**
- **Survey date: April 23rd to June 13th, 2025.**
- **Survey invitations were sent via email and USPS to a random sample of households within El Mirage. To improve response, five respondents were randomly selected to each receive a \$100 gift card to a local grocery store. Respondents were given three options to complete the survey:**



- **The demographic profiles of the survey respondents were weighted to match US Census targets for El Mirage by region, gender, age, race/ethnicity, homeownership vs. renter status, and presence of children under age 18 in the household.**
- **Maximum margin of error: +/- 4.8% (at the 95% confidence level).**
- **Note that percentages may not always add to 100%, due to rounding.**



Note: The following pages in this section represent an overview of the Community Needs Assessment Survey. The complete report has been provided to the City.

COMMUNITY NEEDS ASSESSMENT SURVEY

SAMPLE DEMOGRAPHICS



Sample Demographics

Gender *	
Male	47%
Female	51%
Other/self-describe	2%
Race/Ethnicity*	
White/Non-Hispanic only	42%
Hispanic/Latino	50%
Other/Multi	8%
Children in Household Under Age 18? *	
% Yes	41%
Type of Resident	
Seasonal	4%
Year-Round	96%
Self-Described Neighborhood	
HOA	57%
Non-HOA	40%
Private neighborhood	4%

Homeowner vs. Renter *	
Homeowner	70%
Renter	30%
Length of Residence in El Mirage	
< 5 years	36%
5-9 years	19%
10-19 years	22%
20+ years	23%
<i>Mean/average</i>	<i>11.1 yrs.</i>
HH income	
<\$35K	12%
\$35K-\$49.9K	15%
\$50K-\$74.9K	17%
\$75K-\$99.9K	18%
\$100K-\$149.9K	16%
\$150K+	8%
Refused	15%

Age (adults)*	
Under 35	31%
35-44	26%
45-54	16%
55-64	12%
65+	15%
<i>Mean/average age</i>	<i>44.6</i>



* Weighted to align with US Census data for El Mirage, AZ

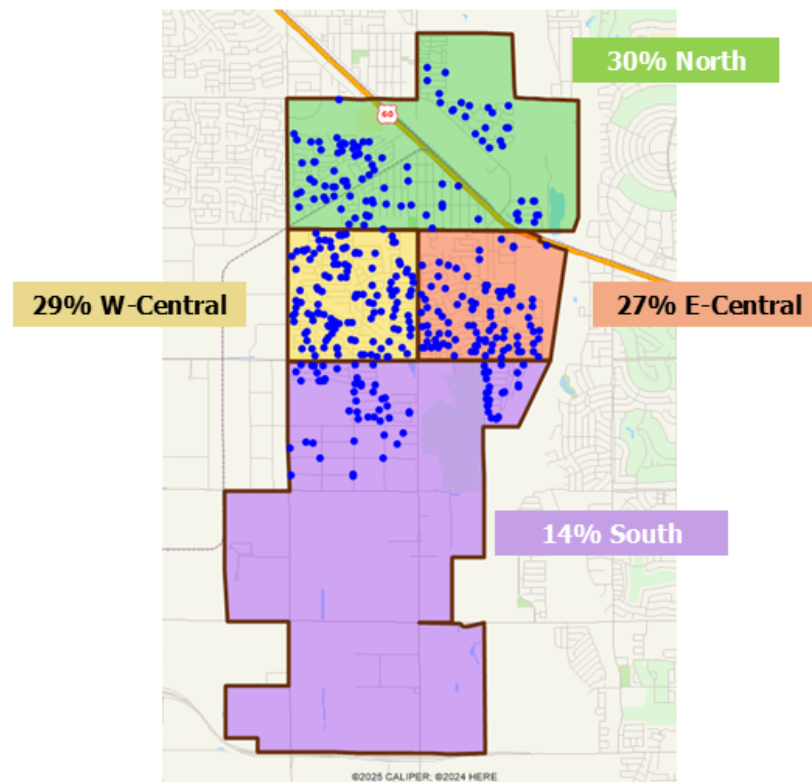
COMMUNITY NEEDS ASSESSMENT SURVEY

SAMPLE DEMOGRAPHICS



Sample Demographics

Regional Distribution of n=420 Respondents *



* Weighted to align with US Census data for El Mirage, AZ



COMMUNITY NEEDS ASSESSMENT SURVEY

KEY FINDINGS



Importance of City Services: Spending Priorities

Desired Spending Priorities for \$100 in Tax Dollars (averages)



Q. If you had \$100 to spend on local services, how much would you spend on each of the following?
[NOTE: Average \$ amounts may not total exactly to \$100, due to weighting and variance in responses given.]

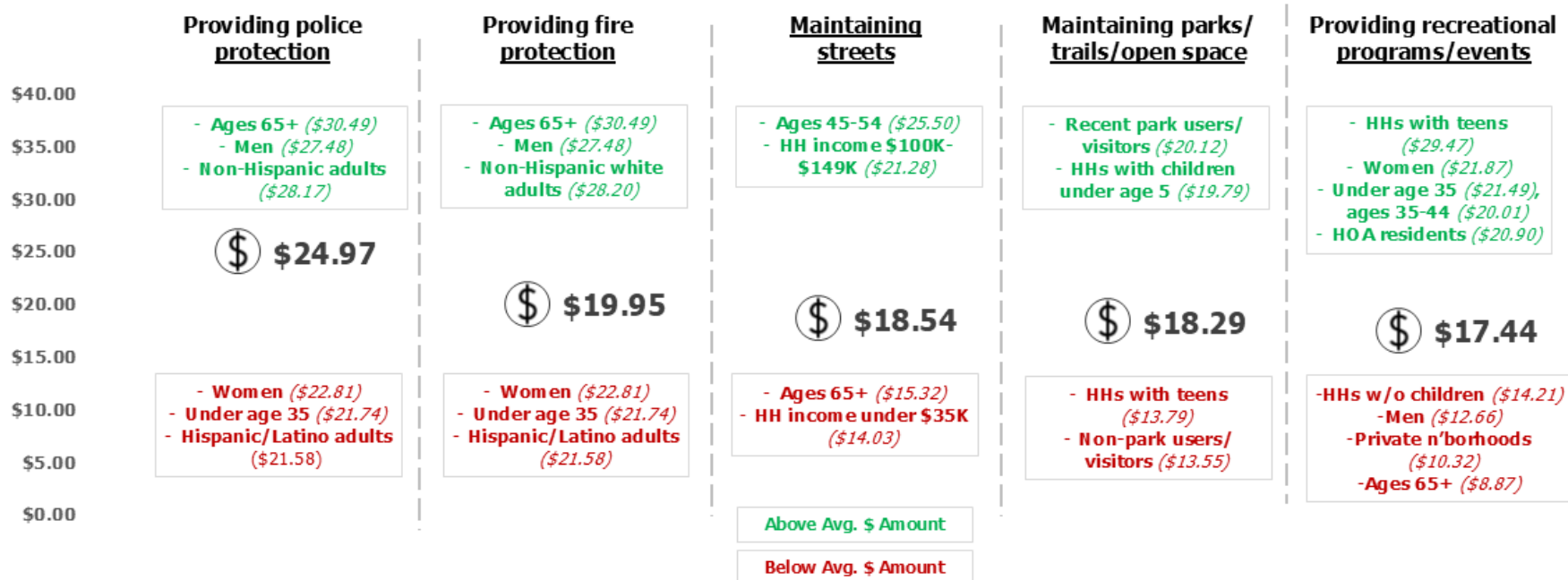
COMMUNITY NEEDS ASSESSMENT SURVEY

KEY FINDINGS



Importance of City Services: Spending Priorities

Significant Differences: Spending Priorities on Local Services



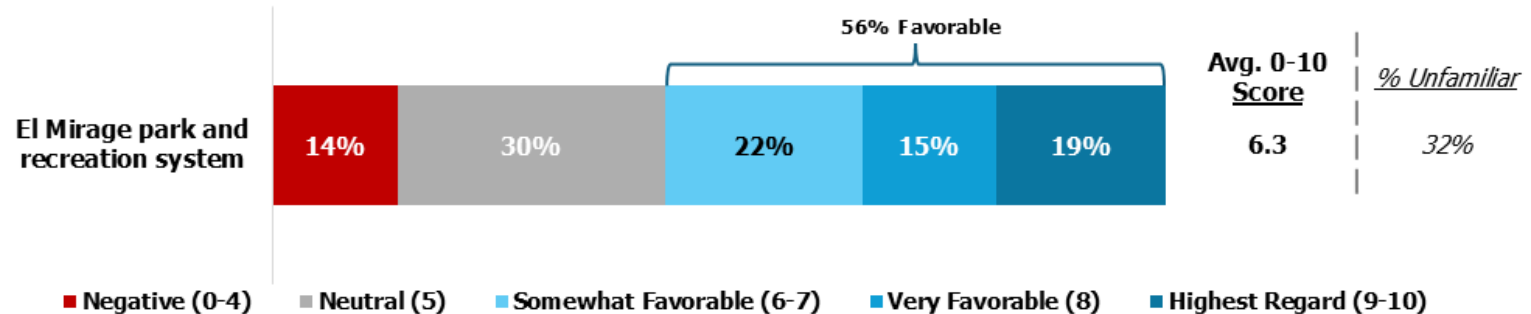
COMMUNITY NEEDS ASSESSMENT SURVEY

KEY FINDINGS



Overall Opinion: El Mirage Park & Recreation System

Overall Esteem Ratings: El Mirage Parks & Recreation System (0-10 scale)



Q5. Please rate your overall opinion about the park & recreation system using the 0-10 scale below. If you are unfamiliar with the system, please select "Unfamiliar".

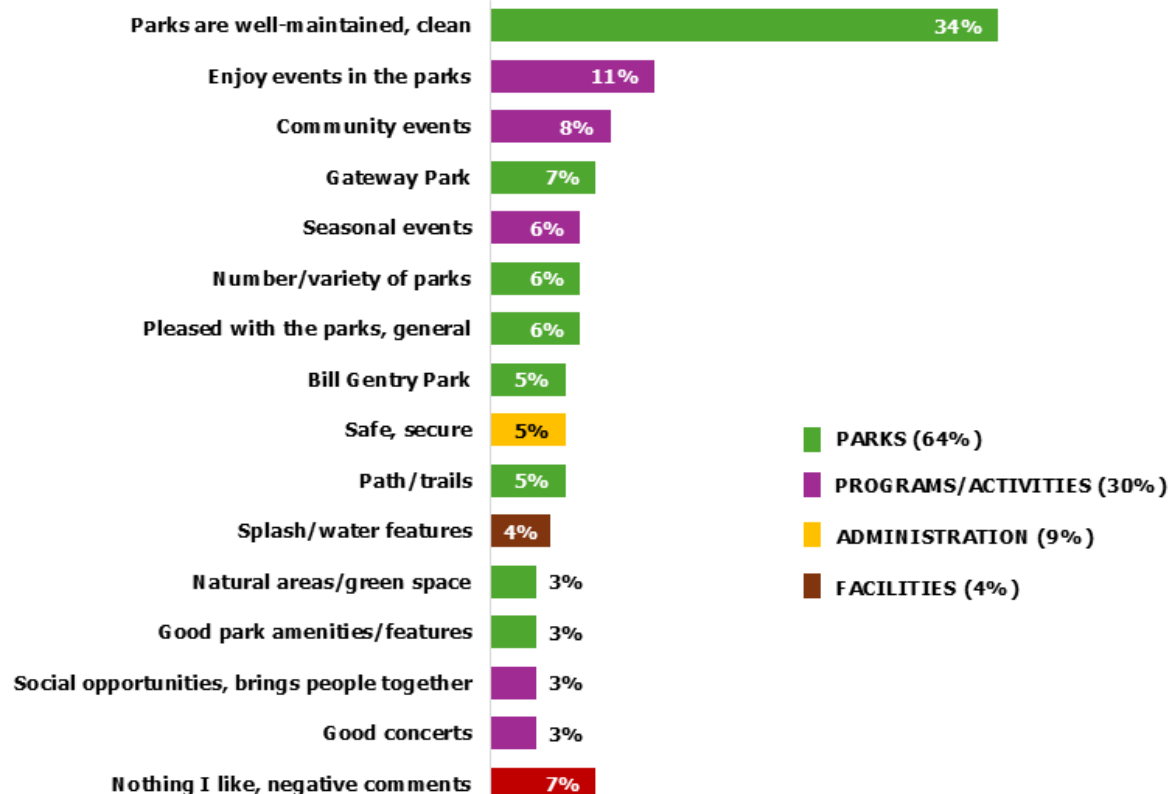
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Likes/Strengths About El Mirage Park & Rec System

Positives for El Mirage Park & Rec System (top multiple open-ended responses from n=261 responding)



Q6. What do you like or value most about the park and recreation system in El Mirage overall (parks, facilities, programs or events), or what are its biggest strengths?

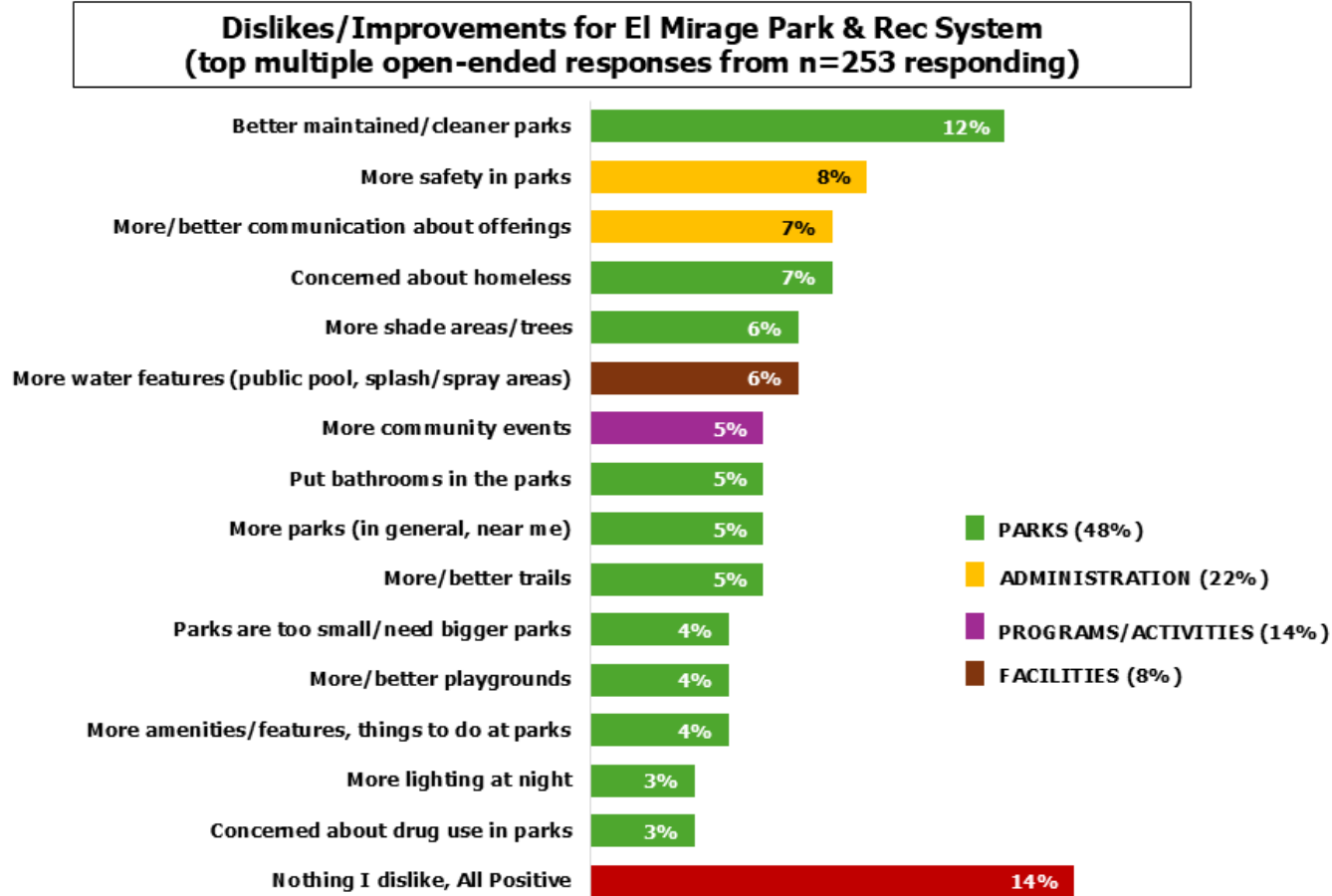


COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Dislikes/Weaknesses About El Mirage Park & Rec System



Q7. What do you dislike most about the park & recreation system, or what improvements would you most like to see?



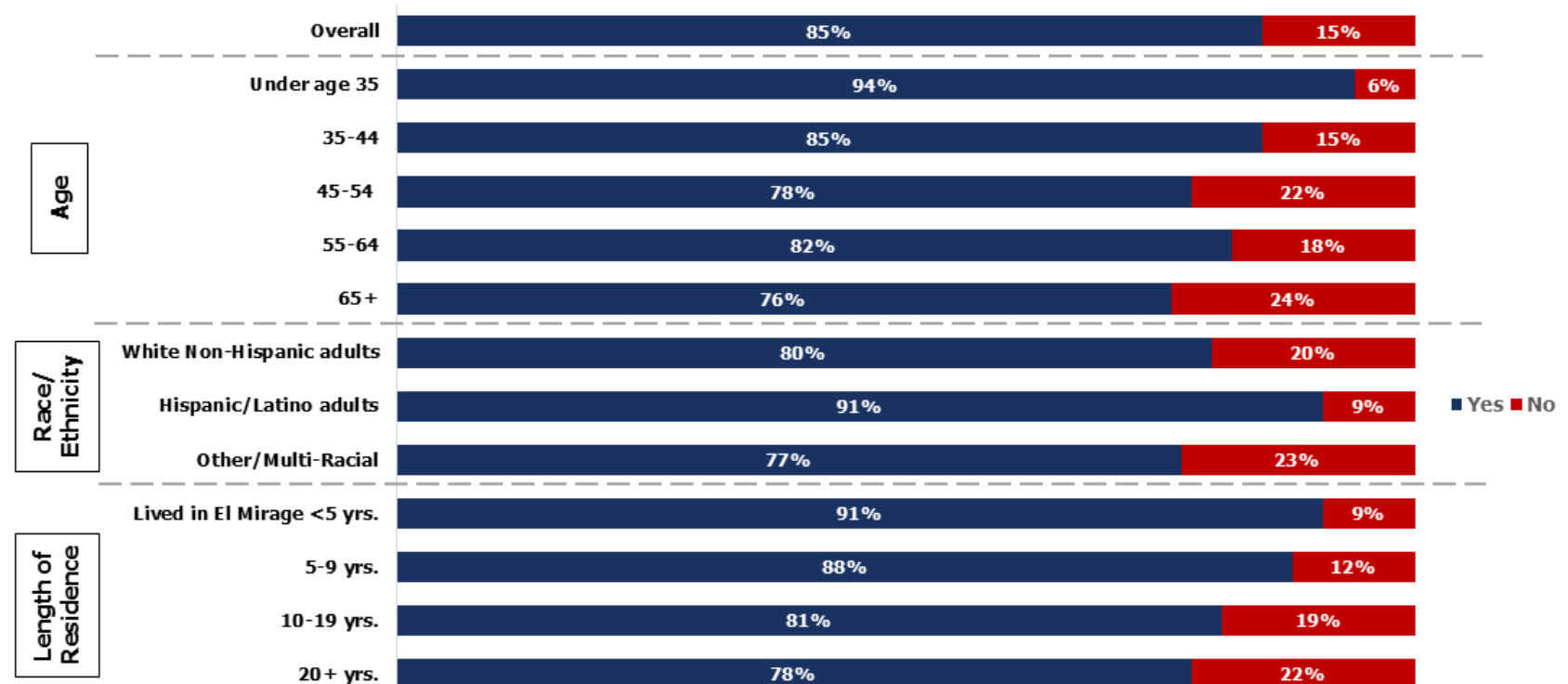
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Inclusion/Representation of Residents' Interests

Does Your Household Feel Properly Represented/Included Within the City's Park/Recreation System Offerings?



Q22. The El Mirage park & recreation system is committed to creating an environment that respects and celebrates the differences of all community members by providing access and opportunities to everyone, regardless of social/financial/ethnic background, gender, age, sexual orientation, or physical ability. Do you believe that your household's interests are properly represented and included in the El Mirage park and recreation system and its offerings?

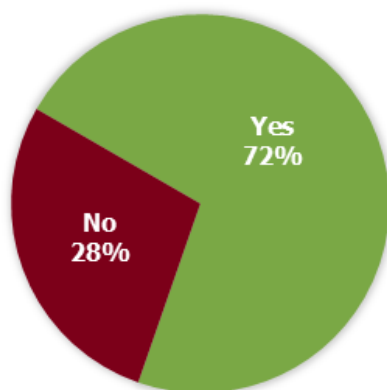
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Usage of Park & Rec System In Past Year

Used or Visited Parks, Trails, Natural Areas, Rec Facilities Within El Mirage Park & Rec System in Past Year



Locations Visited or Used in Past Year	% Reporting (n=418)
Gateway Park	46%
Bill Gentry Park	45%
Sports/Ballfields at Gateway Park	27%
Ramadas/picnic shelters	24%
Recreation Center at Northwest Valley YMCA	21%
Basin Park	20%
Sports/Ballfields at Bill Gentry Park	19%
Veteran's Park	11%
Sundial IV Park	10%
Community Garden (at Bill Gentry Park)	8%
Senior Center (at Bill Gentry Park)	7%
Buena Vida Park	7%
Brown Family Park	6%
Charter Oak Park	6%
Parque Verde	6%
Hohokam Multi-Use Trail	5%
South Brisas Park	5%
Dreyfus Park	3%
Dahlia Park	3%
North Brisas Park	3%
None in the past year	28%



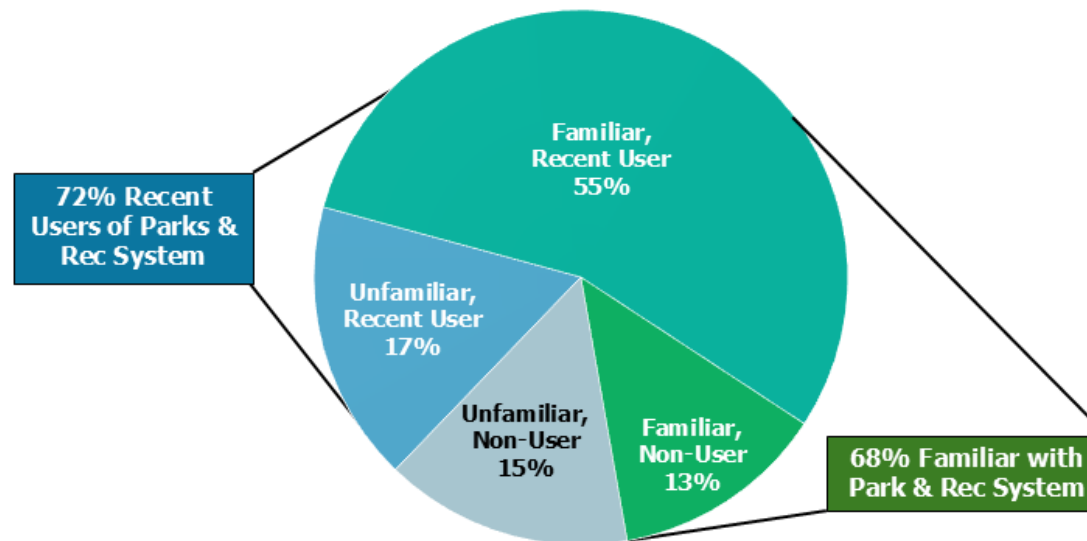
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Usage of Park & Rec System In Past Year

Familiarity and Usage of El Mirage Parks & Rec System



COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Usage of Park & Rec System In Past Year

Significant Differences: Facility and Park Usage by Region

El Mirage Parks & Rec System Assets Recently Visited/Used (top responses)	n	REGION			
		North	W-Central	E-Central	South
Overall (row) % of Respondents	403	30%	29%	27%	14%
Gateway Park	195	29%	25%	29%	16%
Bill Gentry Park	178	30%	25%	29%	16%
Sports/ball fields at Gateway Park	105	37%	22%	26%	15%
Ramadas/picnic shelters	94	30%	26%	32%	12%
Recreation Center at NW YMCA	91	32%	21%	25%	22%
Basin Park	81	26%	31%	28%	26%
Sports/ball fields at Bill Gentry Park	73	42%	19%	26%	14%
Veteran's Park	51	35%	43%	10%	12%



○ = statistically higher regional response at the 95% confidence level



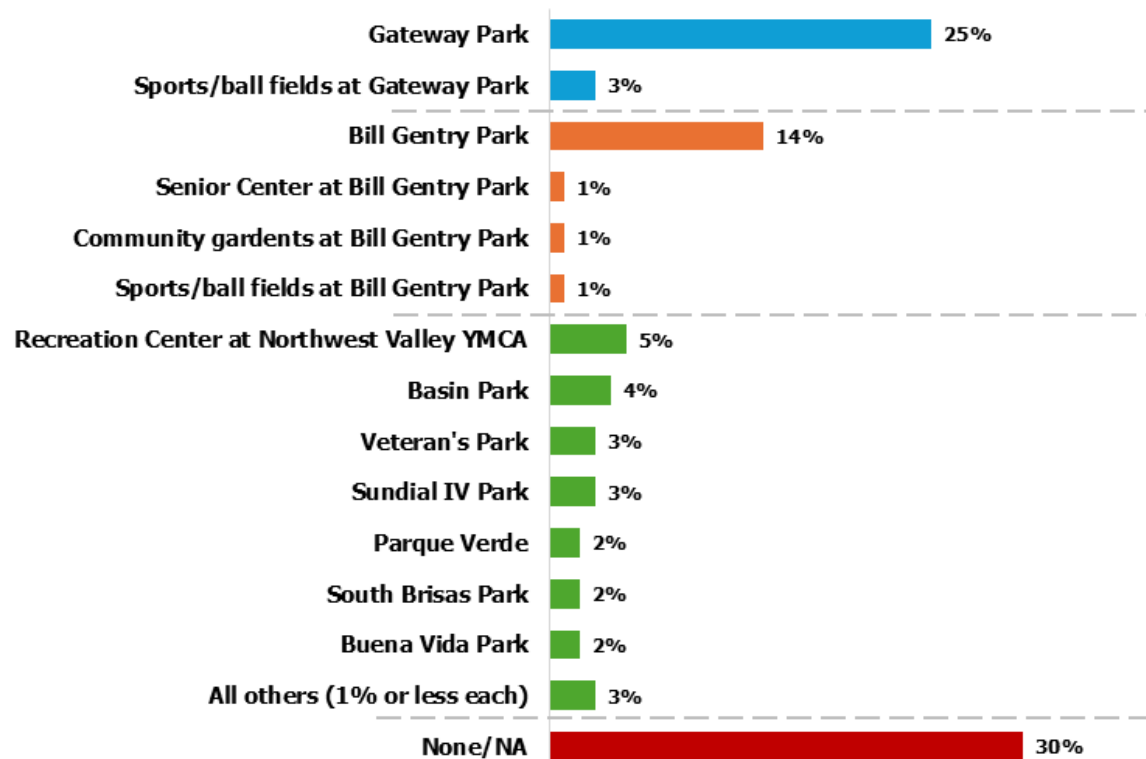
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Usage of Park & Rec System In Past Year

Most Important El Mirage Park/Rec Facility (single response)



10 YEARS OF
aQCity

In the list of those parks or facilities above, please indicate which is the most important to you and your household.

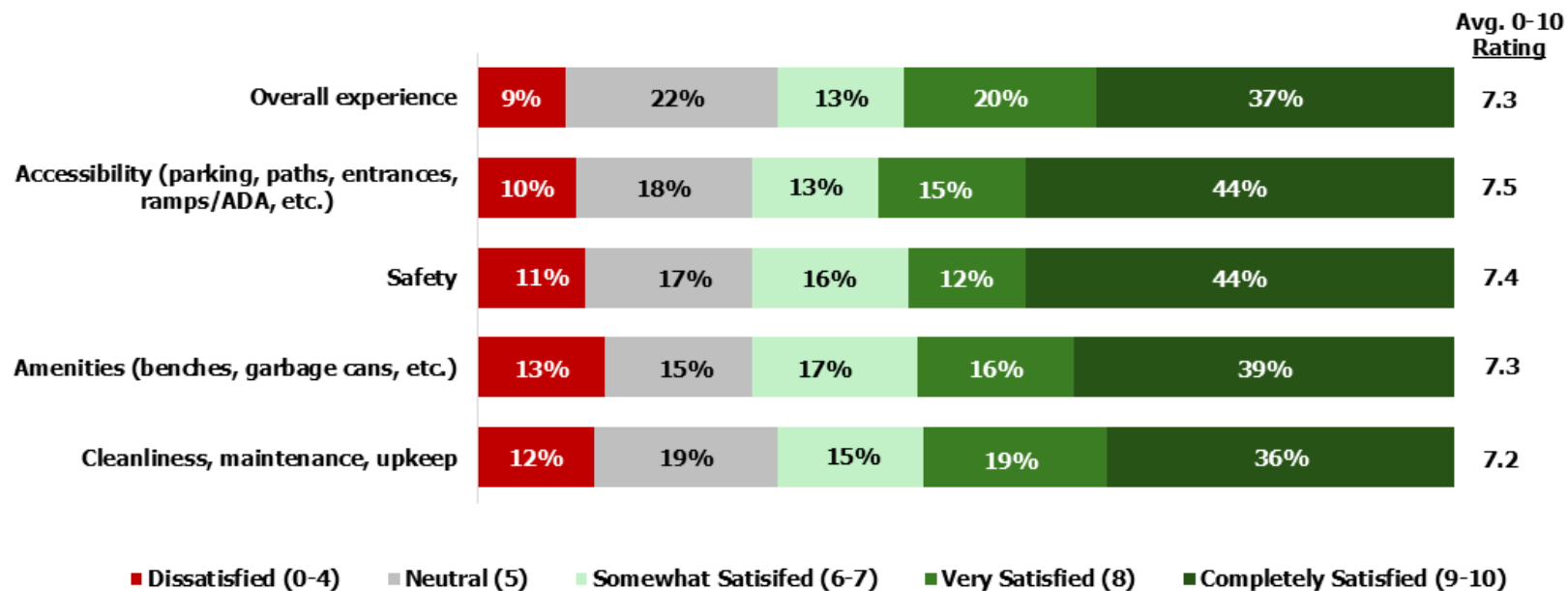
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Satisfaction with El Mirage Parks/Rec Facilities

Satisfaction with El Mirage Parks/Facilities (0-10 scale)



Q10. Please rate your overall satisfaction with the city of El Mirage's parks, trails, nature areas and facilities that you recently visited.



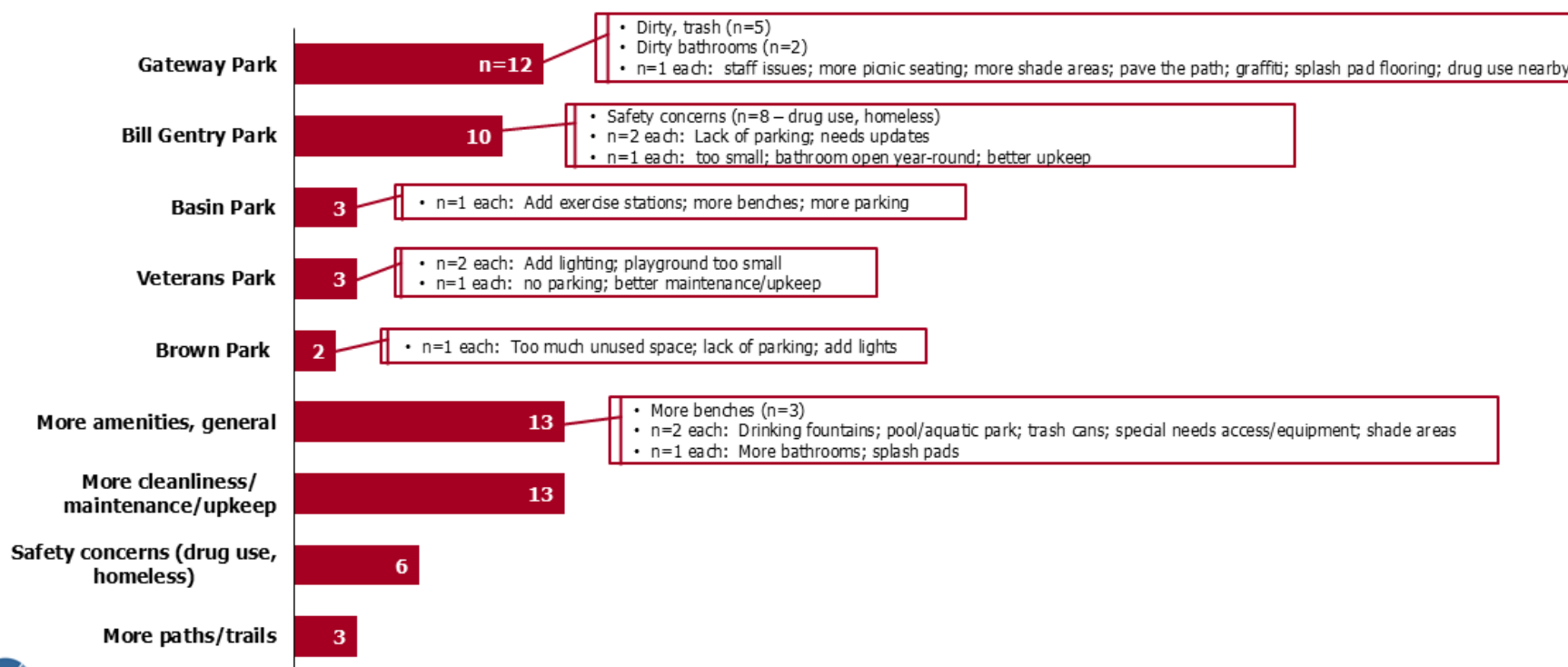
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Satisfaction with El Mirage Parks/Rec Facilities

Top Reasons for Dissatisfaction: El Mirage Park & Rec System (n=77 respondents, multiple responses)



Q11. If you are not satisfied with any specific parks or facilities within the El Mirage park and recreation system, please describe which one(s) and why.

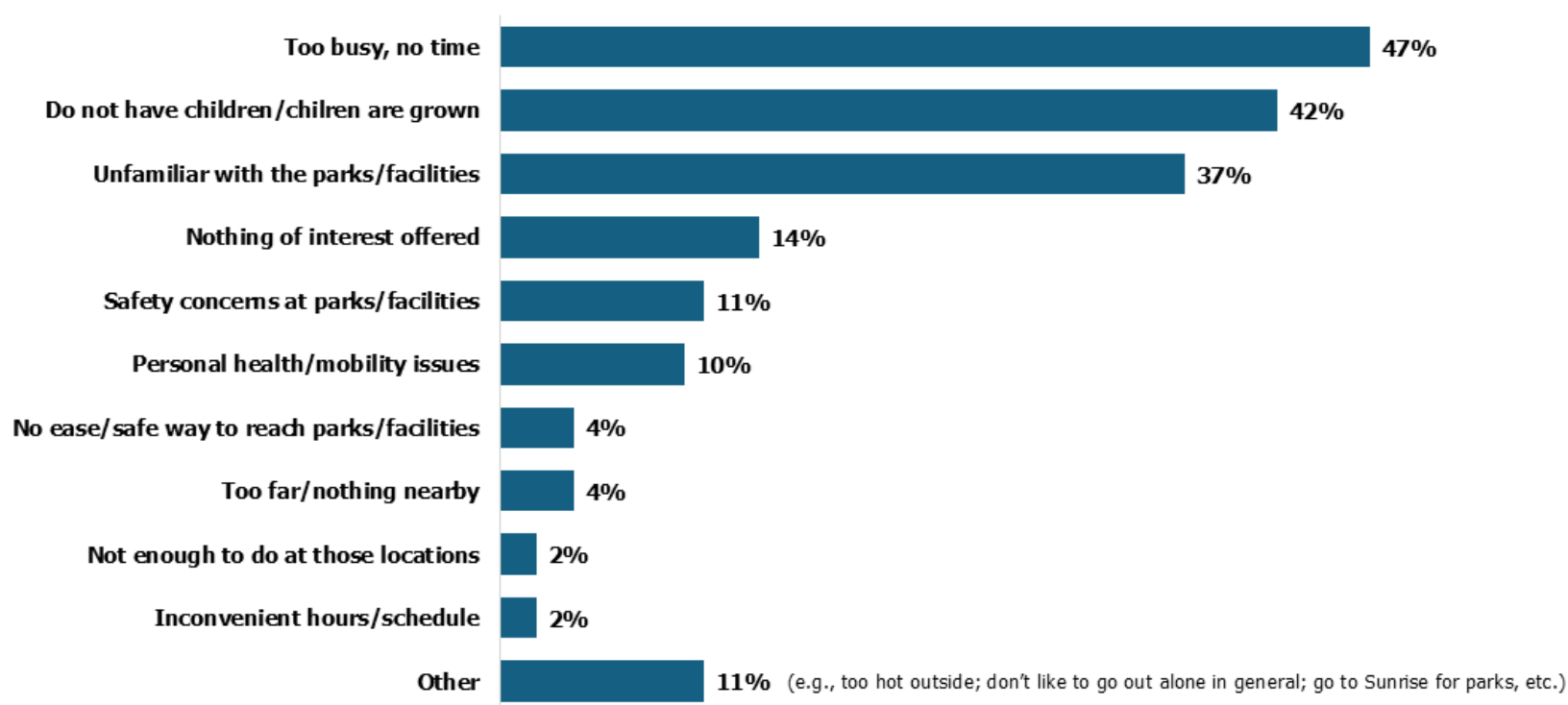
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Reasons for Non-Usage

Top Reasons for Non-Usage of El Mirage Parks/Rec Facilities (multiple responses)



Q12. Why aren't you/your household more likely to visit locations managed by the City of El Mirage?



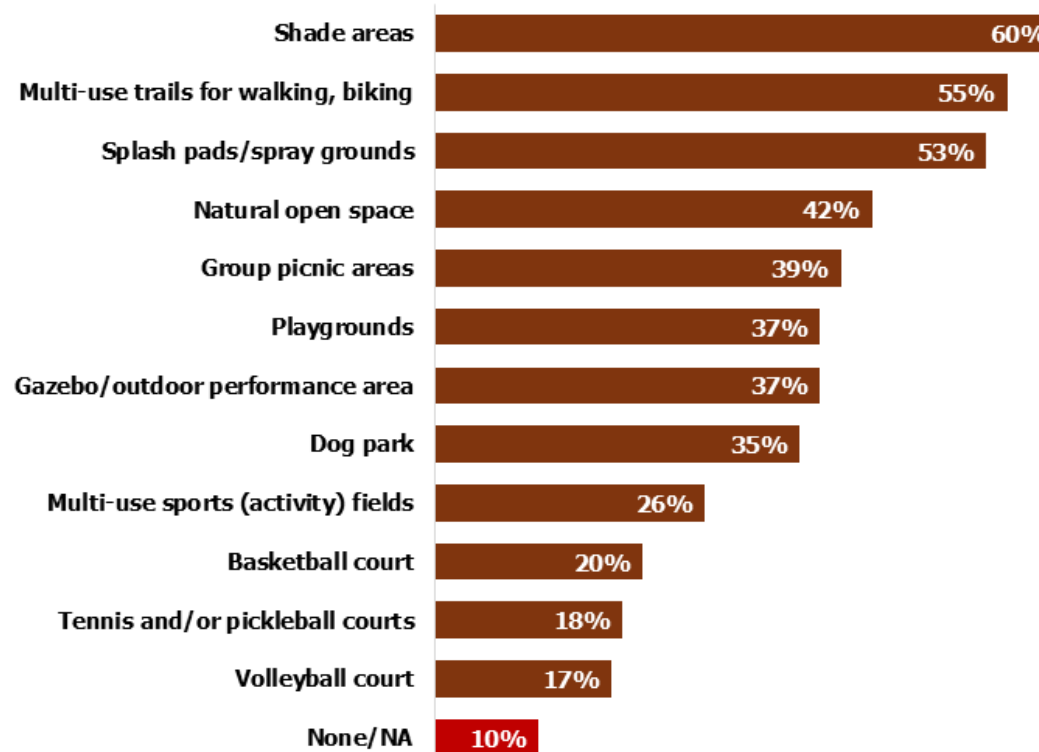
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Needs Assessment: Park Amenities

Demand/Interest in Age-Based Program Options



Q16A. Indicate if you or a household member uses or has a desire/interest in these amenities.

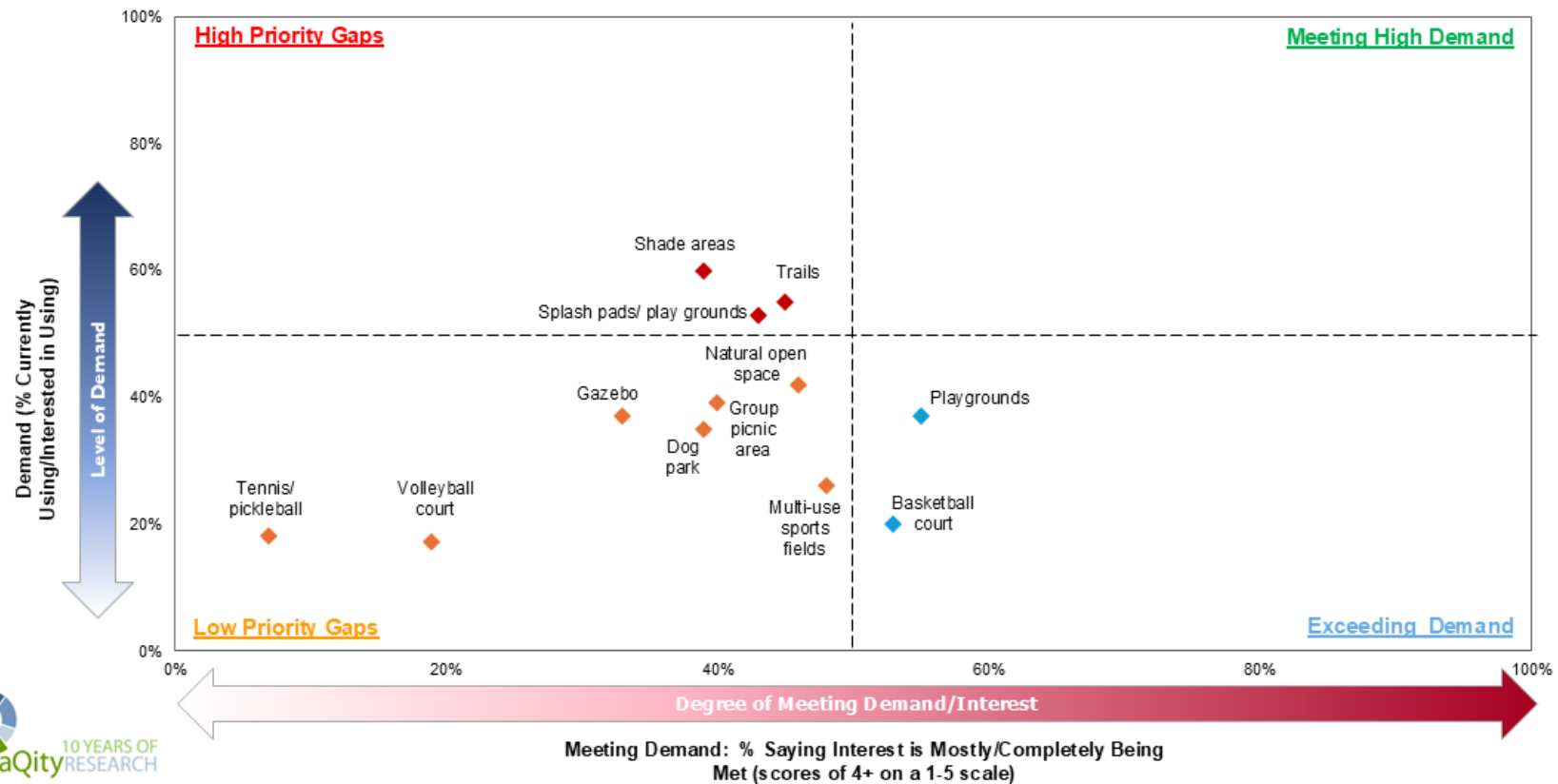
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Needs Assessment: Park Amenities

Gap Analysis: Demand and Availability of Park Amenities



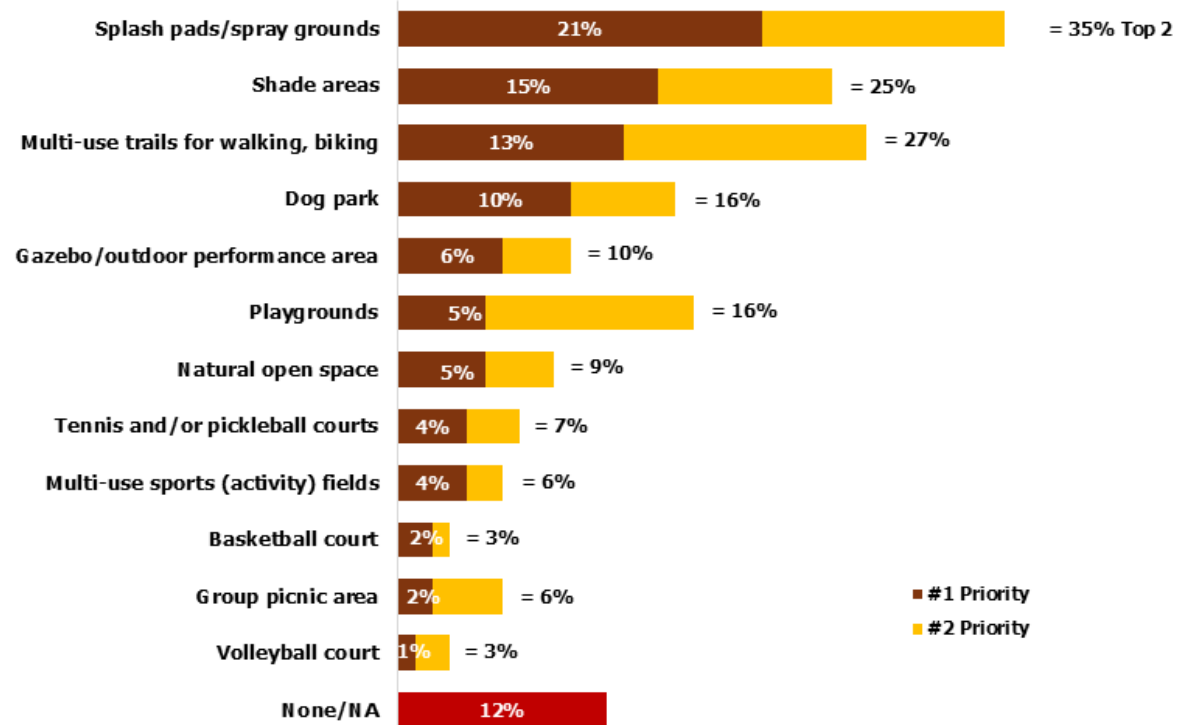
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Needs Assessment: Park Amenities

Top Two Priorities: Park Amenities



■ #1 Priority
■ #2 Priority



Q18. From that list, please rank the two that you feel should be the top priorities for the City of El Mirage park & recreation system to add/improve/address.



COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Needs Assessment: Park Amenities

Aside from the amenities and facilities tested, respondents had the opportunity to suggest other options that they would like to see as part of the El Mirage system. A wide variety of desired improvements were offered, with the most frequent being:

- A public pool or water park (n=12, with a couple of respondents specifying it should not be at the YMCA)
- More shade areas and/or trees (n=7)
- Pond and/or waterfall features (n=5)
- Safety improvements including safer lanes/trails for bikes (n=5)
- Improved/more picnic and barbeque areas (n=4)
- Outdoor movies (n=3)
- Lights in the parks and/or along trails (n=3)
- More trails/paths (n=3)
- A dog park (n=3).



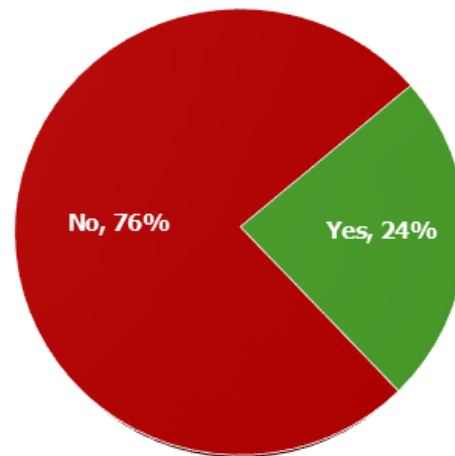
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Program Usage/Membership at YMCA

Recent Program Participation at YMCA/Recreation Center



Q23. Have you or anyone in your household participated in a YMCA program or had a YMCA membership in the past two years?



COMMUNITY NEEDS ASSESSMENT SURVEY

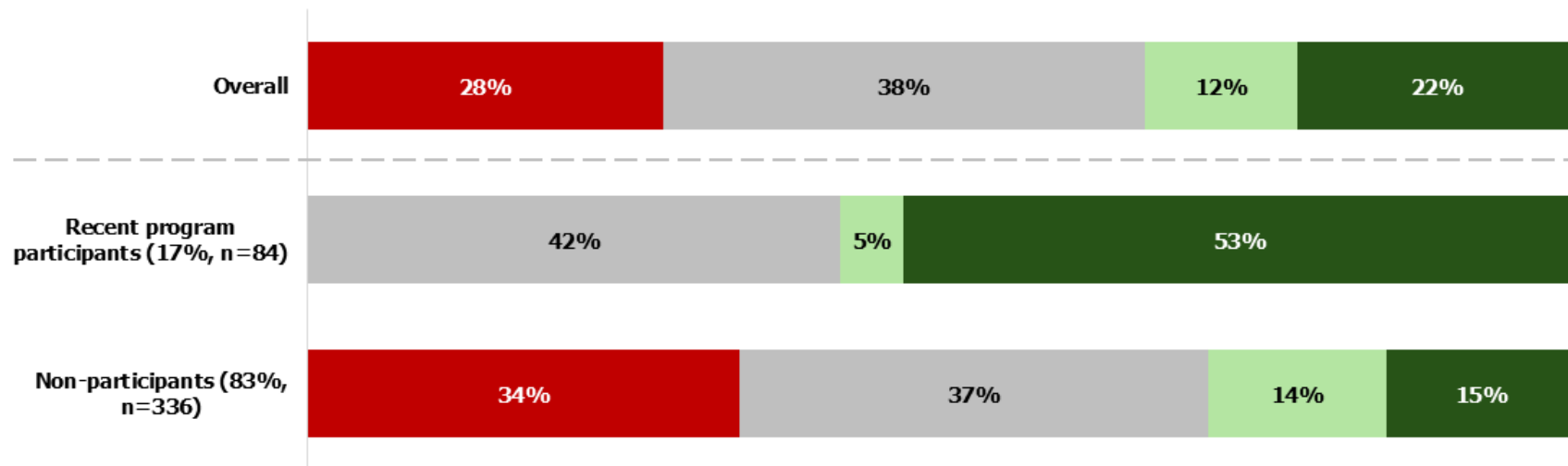
DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Familiarity with YMCA/City Relationship

Awareness of City-YMCA Relationship and Resident Discounts

- Not at all aware of the YMCA
- Aware of the YMCA but not that the City owns the building/land
- Aware that the City owns the YMCA building/land but not that residents receive discounts
- Aware that City owns the YMCA building/land AND that residents receive discounts



Q23. As part of the park and recreation system, the City of El Mirage owns the building and land used by the YMCA, and the City has a partnership to provide resident discounts for YMCA programs and memberships. Which of the following best describes your awareness of this relationship with the YMCA?



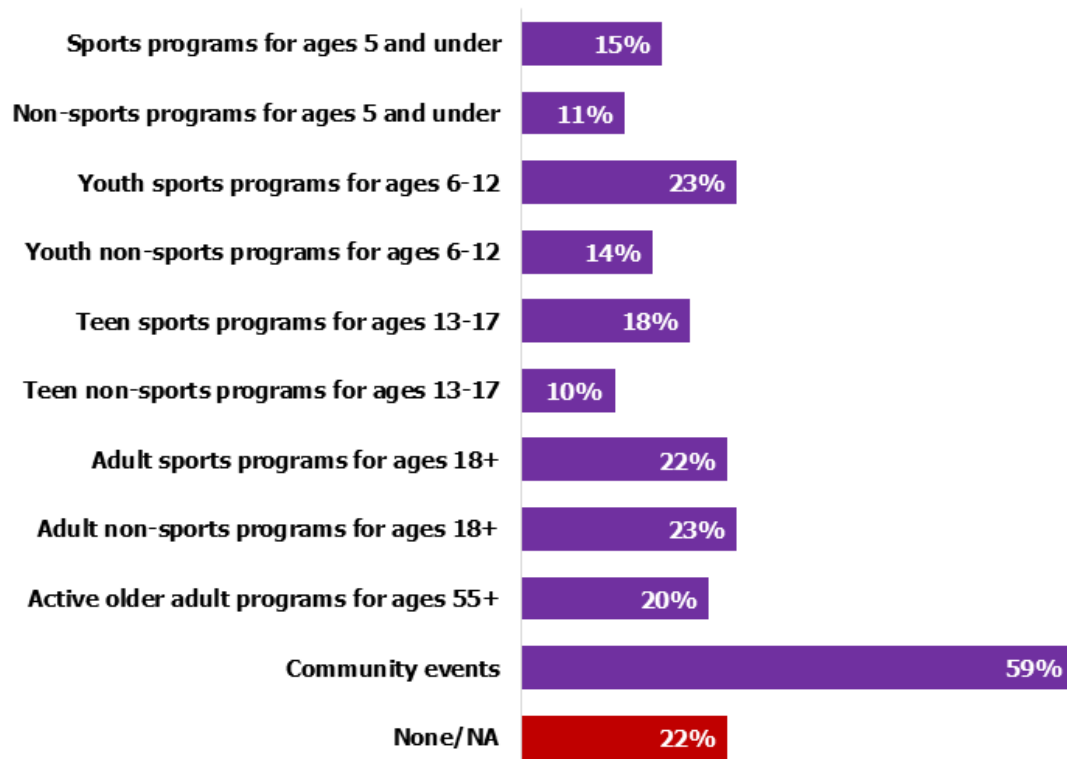
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Needs Assessment: Age-Based Programs

Demand/Interest in Age-Based Program Options



Q13A. Below, please indicate if you or any household member uses or has a desire/interest in the following programs.



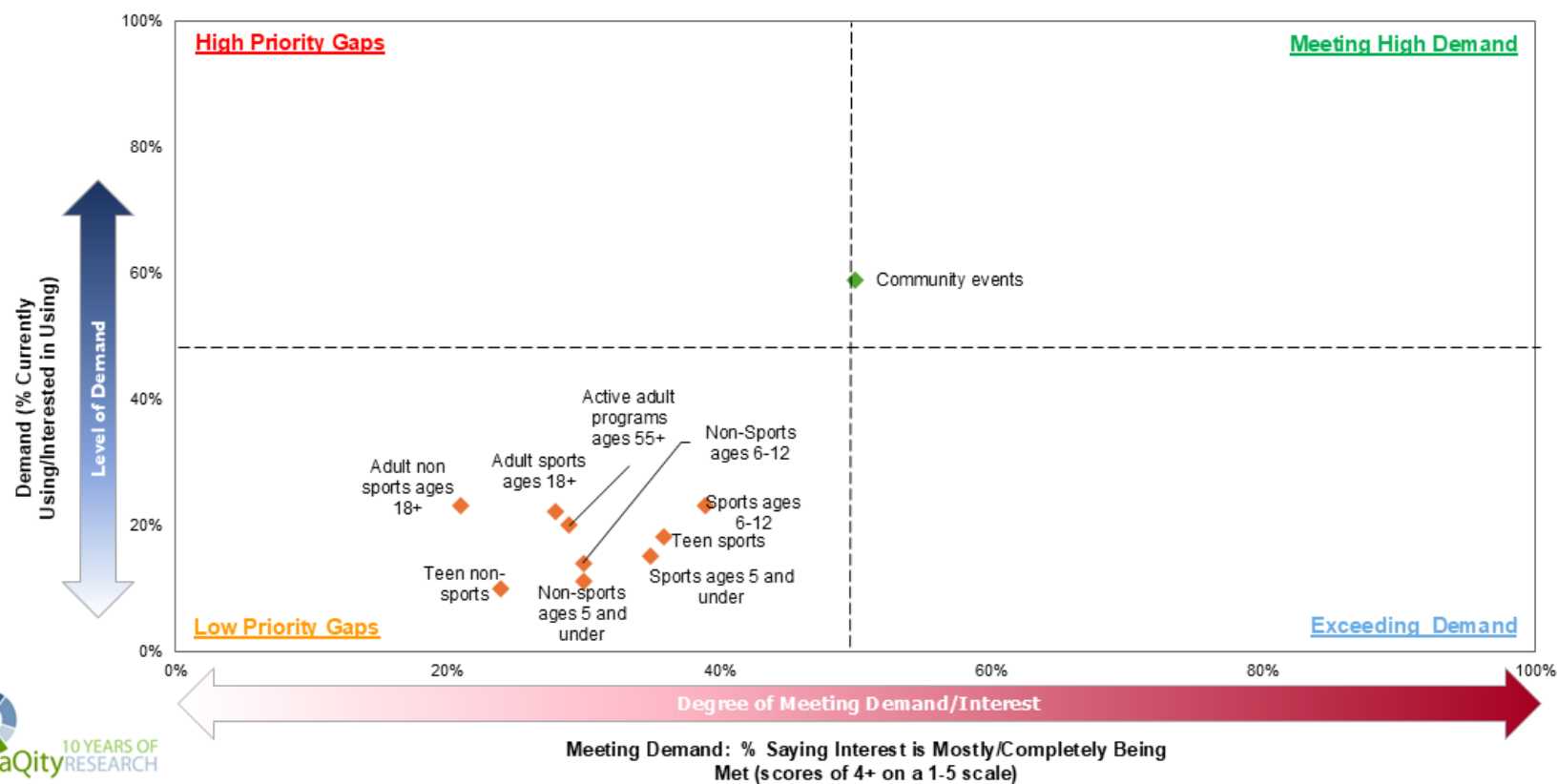
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Needs Assessment: Age-Based Programs

Gap Analysis: Demand and Availability of Age-Based Program Options



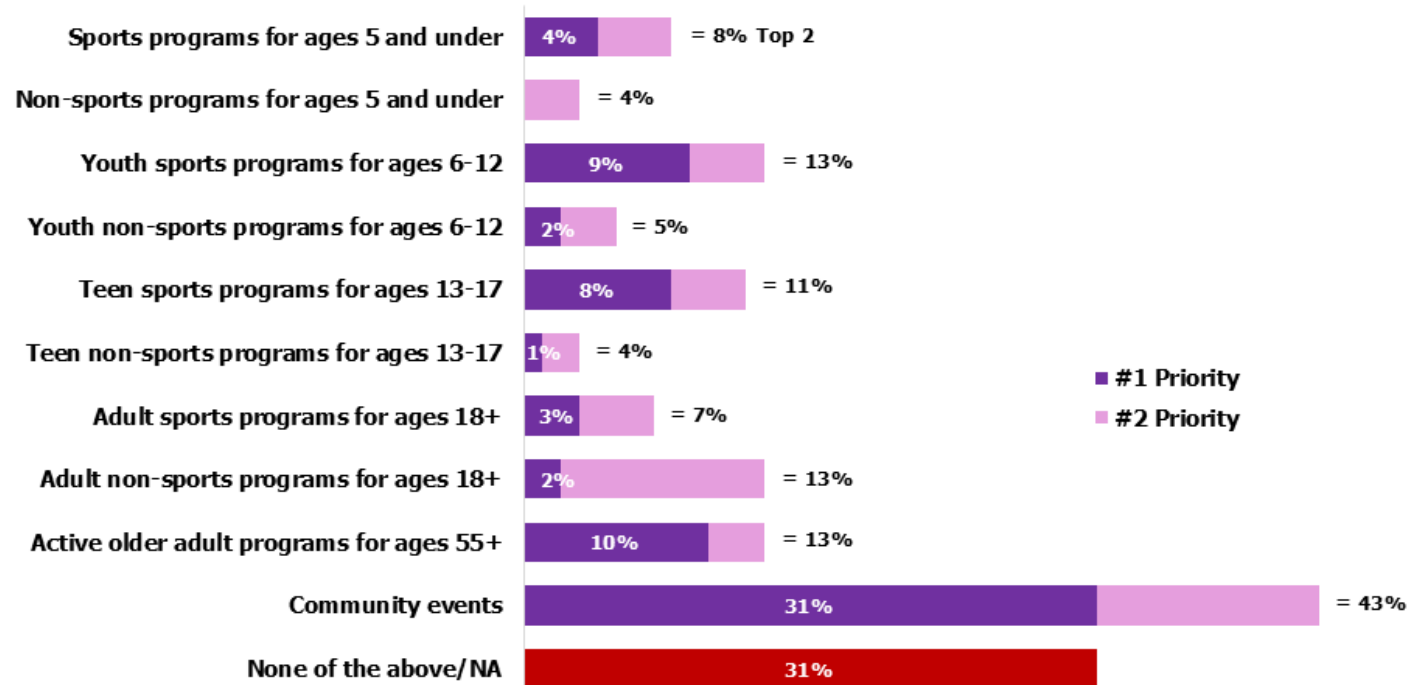
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Needs Assessment: Age-Based Programs

Top Two Priorities: Recreational Programs/Events



■ #1 Priority
■ #2 Priority



Q14. From that list, please rank the two that you feel should be the top program priorities for the City of El Mirage park & recreation system (including the YMCA) to add/improve/address.



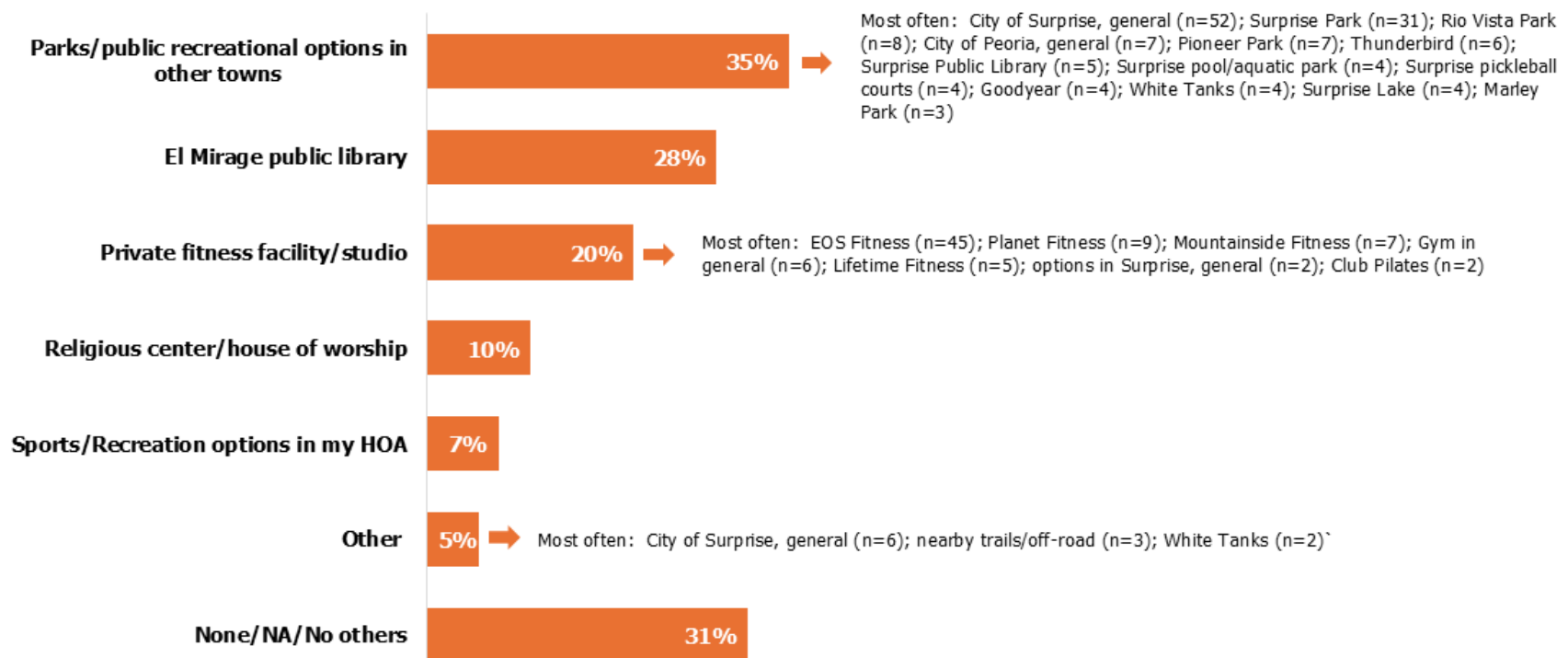
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Other Sources for Local Recreation/Fitness/Activities

Other Local Sources for Recreation/Fitness/Programs



Q25. Aside from the recreational parks and facilities (including the YMCA) that are managed by the City of El Mirage, where else do you or your household go for recreational activities, fitness, or community events? Please select all that apply.

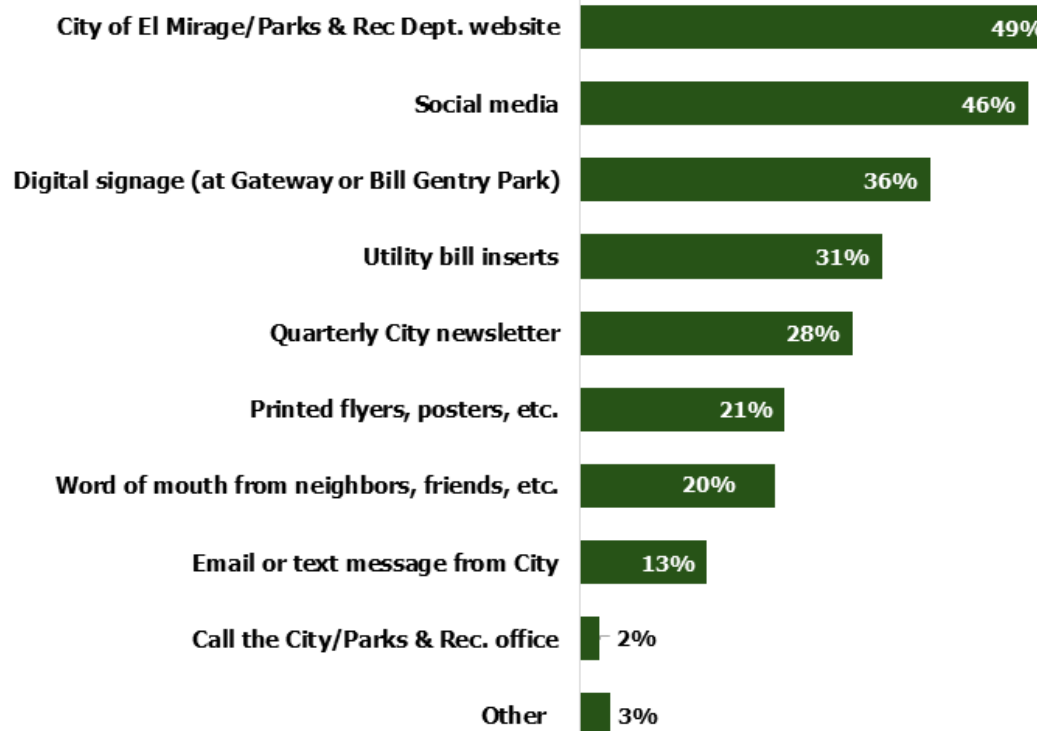
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Sources of Information

Sources for Information



Q20. When seeking information about community events, recreational, sports or fitness activities, or updates on the park system in El Mirage, from what sources to you get that information? Please select all that apply.



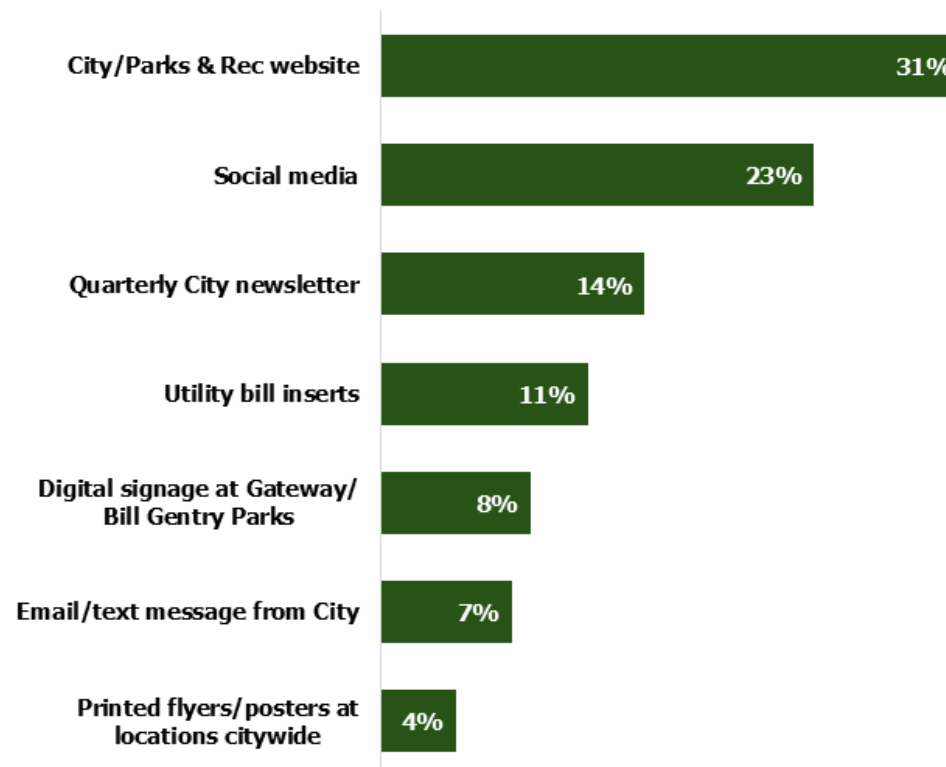
COMMUNITY NEEDS ASSESSMENT SURVEY

DETAILED FINDINGS – CITY SERVICES/SPENDING PRIORITIES



Sources of Information

Preferred (#1) Source for City of El Mirage Community Events and Recreational Information (single response)



Q21. Please indicate which one of those is your preferred source for information on the El Mirage park & recreation system.

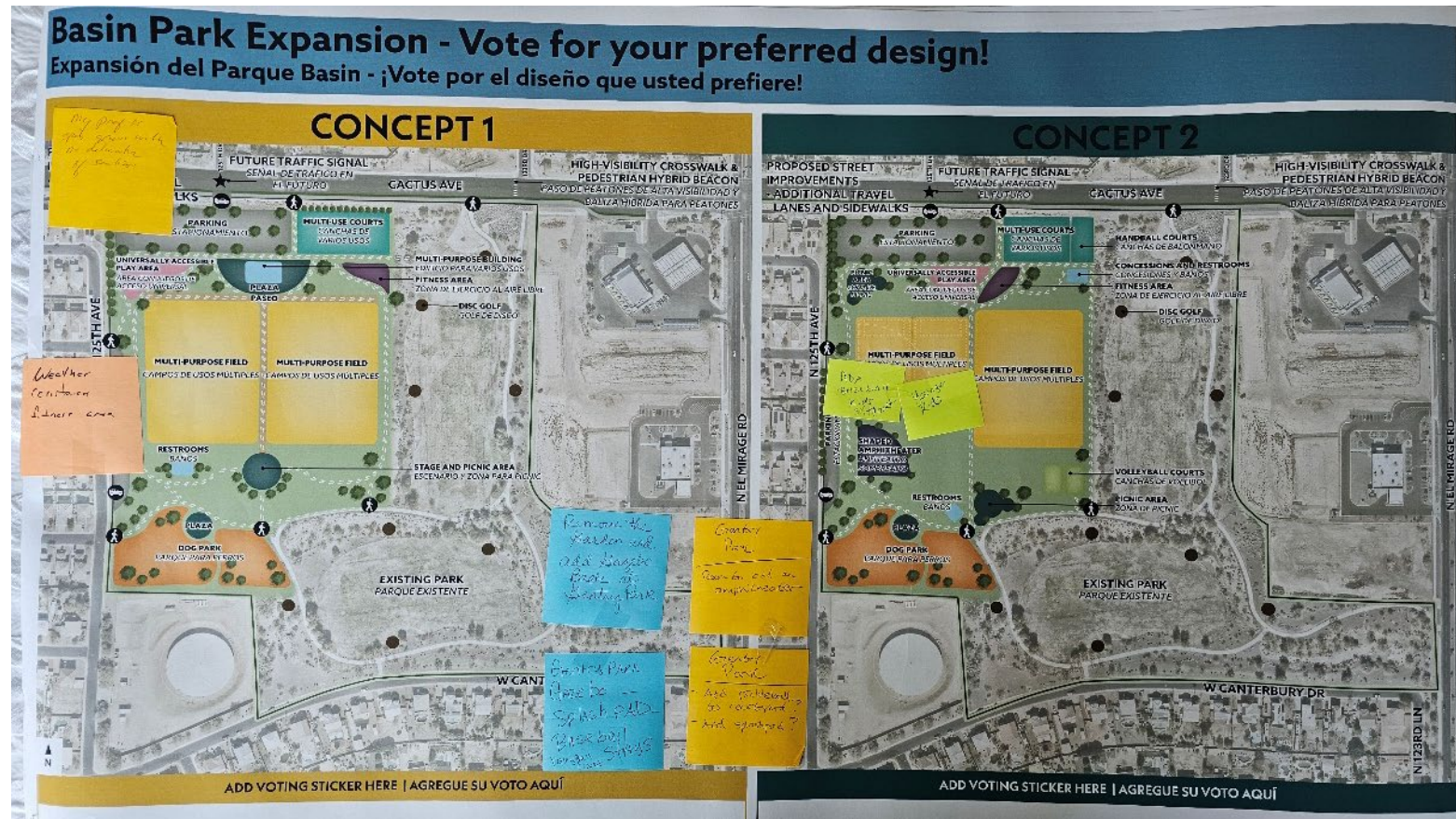
COMMUNITY OPEN HOUSE

PARK BOARD RESPONSES

Key Takeaways

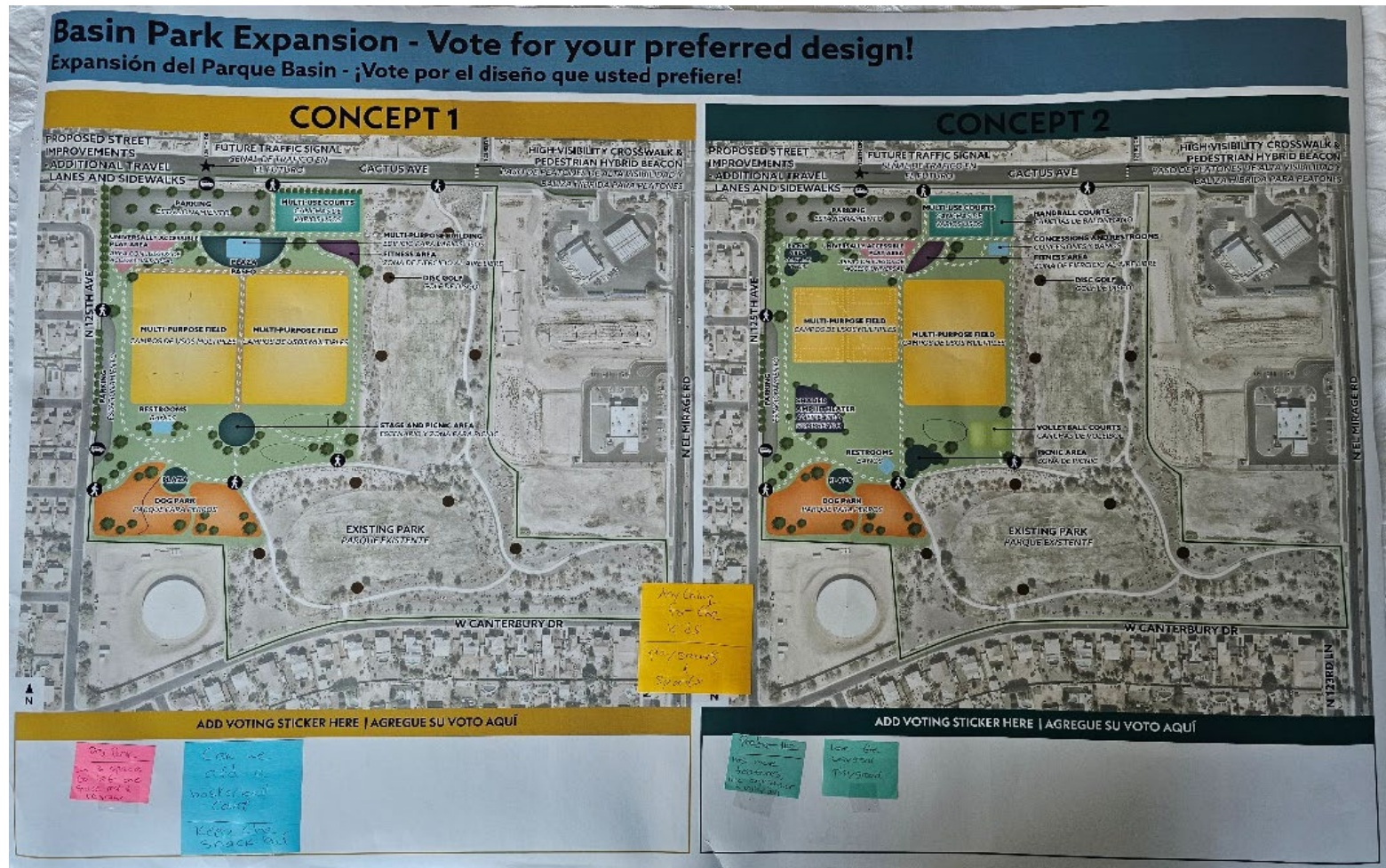
- When asked to vote on which park amenities would provide the highest value for the El Mirage community, participants selected an amphitheater, walking paths, and pickleball courts as the top three priorities. The lowest-ranked amenities were multi-purpose fields, soccer fields, and tennis courts. On the other hand, the top three amenities selected as being desired to be further maintained or renovated were playgrounds, ballfields, and soccer fields, which tied with walking paths. Amenities wanted at Basin Park include volleyball courts, basketball courts, tennis courts, sports fields, a lake for fishing, a pump track, a splashpad, frisbee golf, ADA play equipment, a dog park, an equestrian area, and outdoor fitness.
- Community members were presented with two different concepts for the expansion of Basin Park. The majority of participants preferred Concept 2 with notable amenities such as a large amphitheater and volleyball courts.
 - Comments gathered on both of the concepts included support for the amphitheater, pickleball courts, and volleyball courts. A desire was expressed to include basketball courts in the final concept. Support was also expressed for playgrounds and fitness areas, but with the caveat that a buffer be included to separate children using the playground from adults using the fitness equipment. The buffer was suggested to be a plaza, but with other comments made, perhaps a Gazebo could also be considered.
 - The addition of a dog park received mixed reactions, with support including recommendations to move them further north and to add multiple areas to allow for regrowth of planting/lawn space, if it is included. Opposition to dog parks included concerns of safety and liability.
 - Lastly, the proposed parking on 125th Avenue was a concern due to the potential for traffic congestion and proximity to an HOA community. Suggested parking opportunities were made to be created on Canterbury Drive, currently a no parking zone.

PARK BOARD RESPONSES



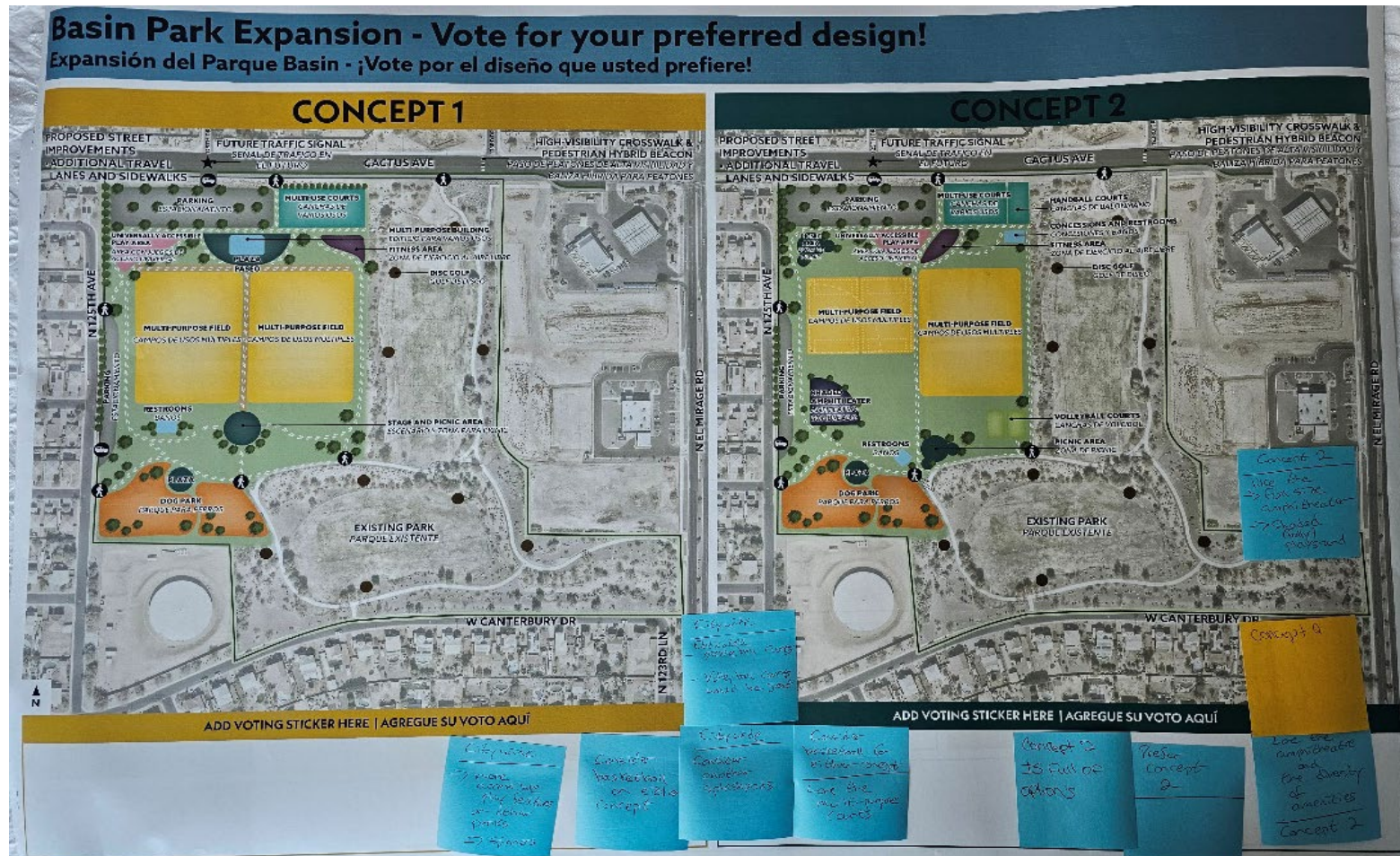
COMMUNITY OPEN HOUSE

PARK BOARD RESPONSES



COMMUNITY OPEN HOUSE

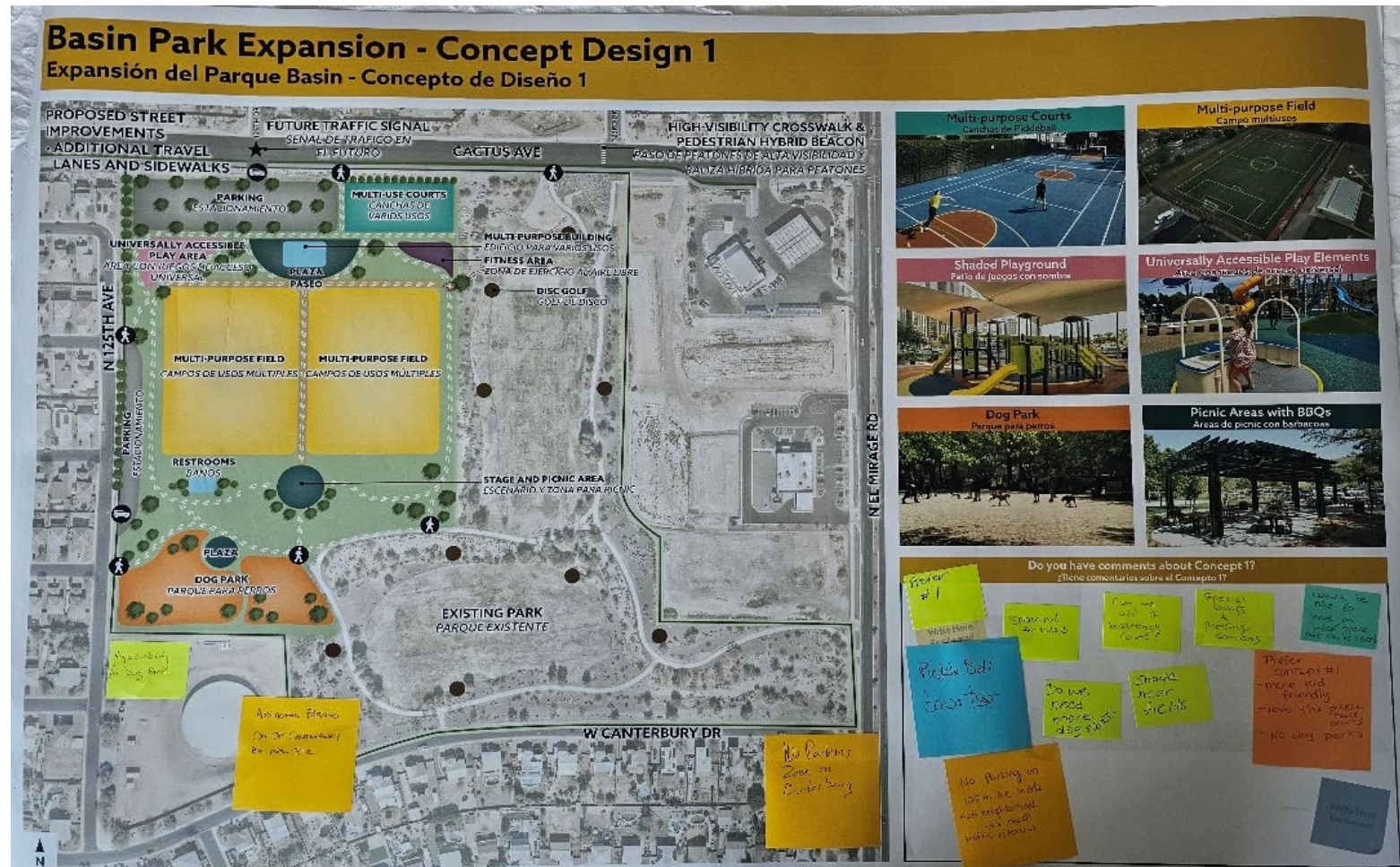
PARK BOARD RESPONSES



PARK BOARD RESPONSES



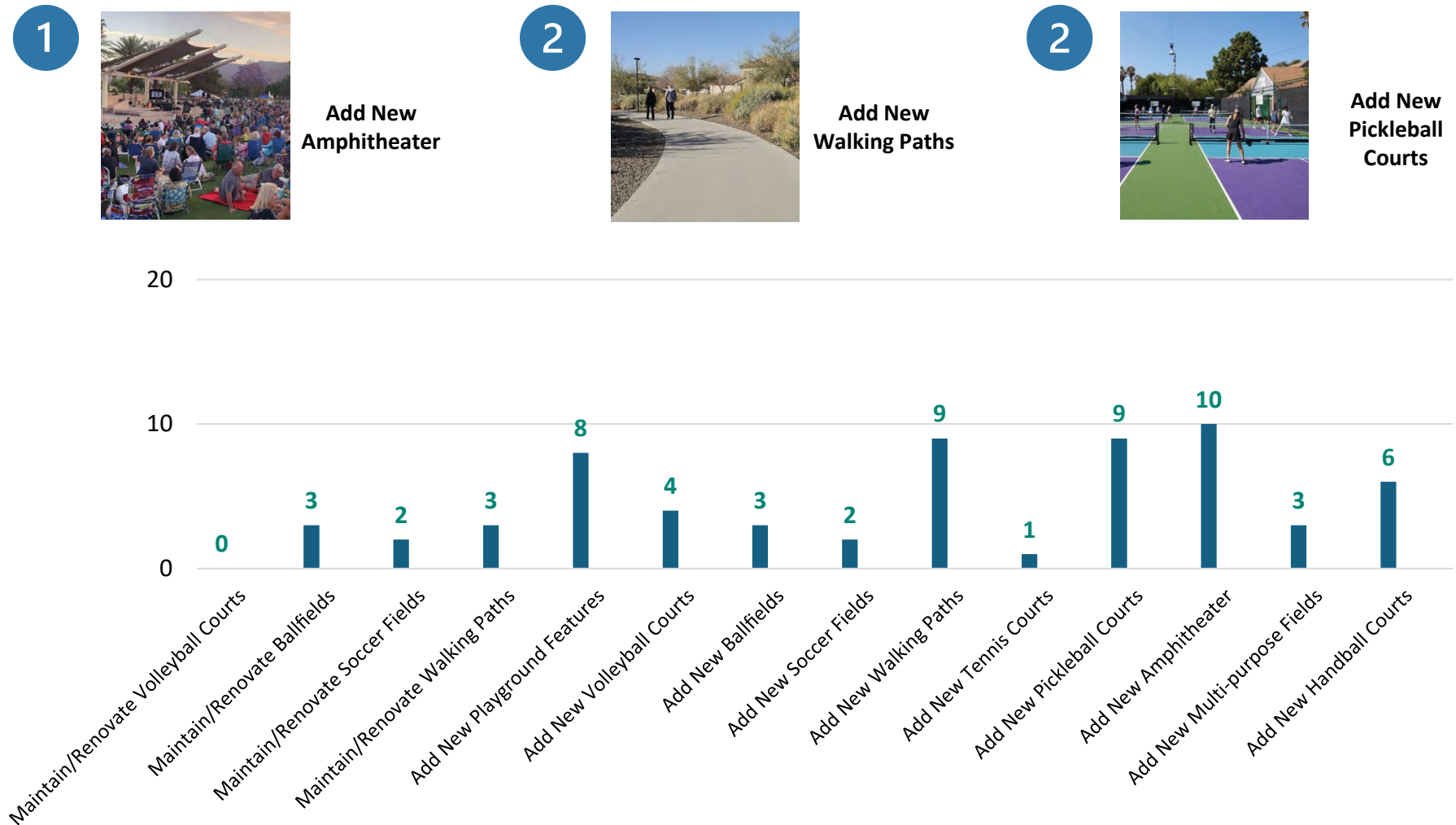
PARK BOARD RESPONSES



COMMUNITY OPEN HOUSE

VOTING RESULTS

Which park amenities would provide the highest value for the El Mirage community?



VIRTUAL ENGAGEMENT ROOM

VOTING RESULTS

Which park amenities would provide the highest value for the El Mirage community?

1



Add New
Playground
Features

2

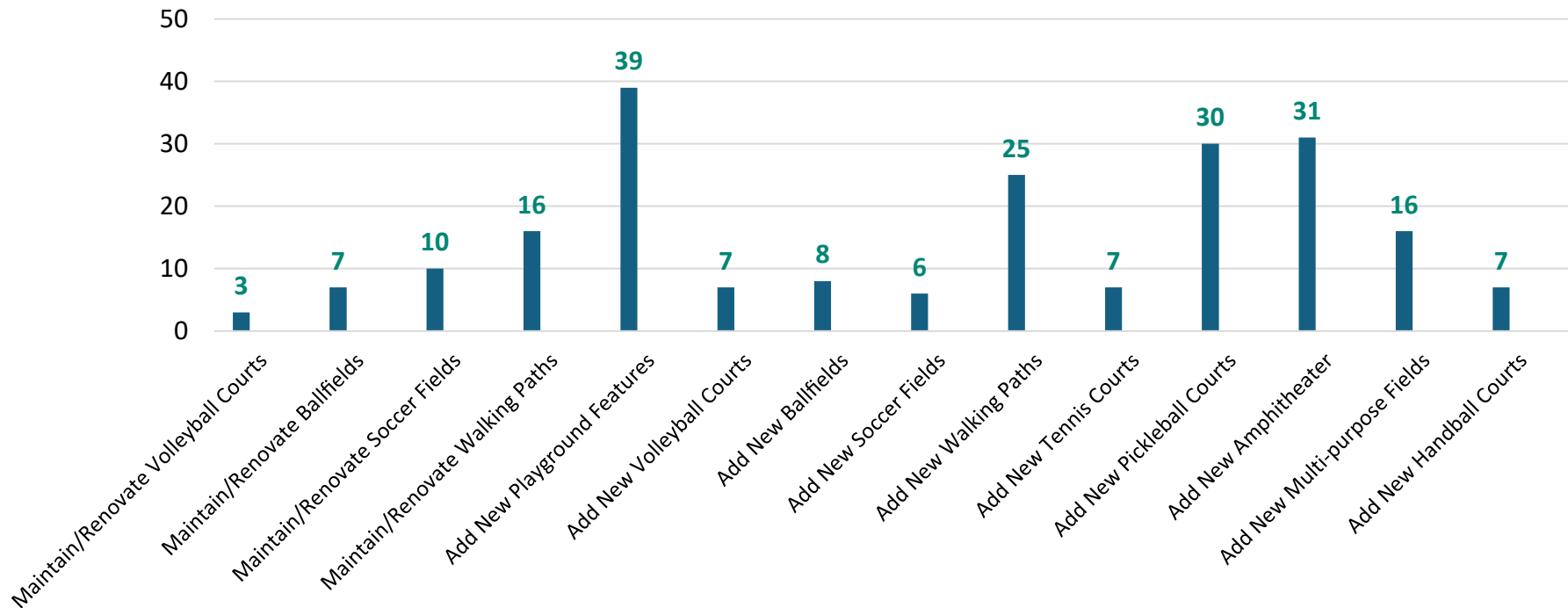


Add New
Amphitheater

3



Add New
Pickleball
Courts

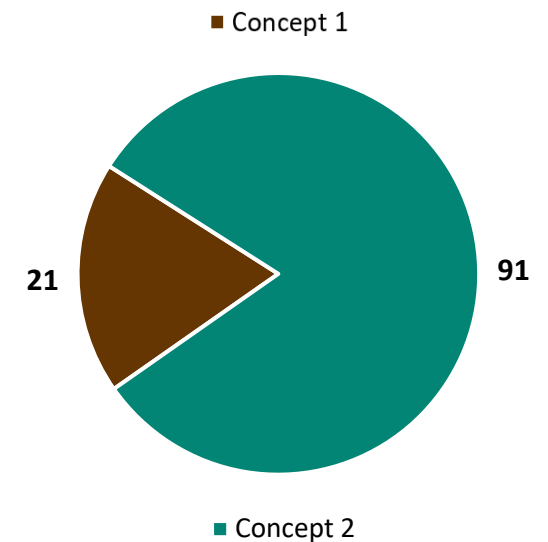
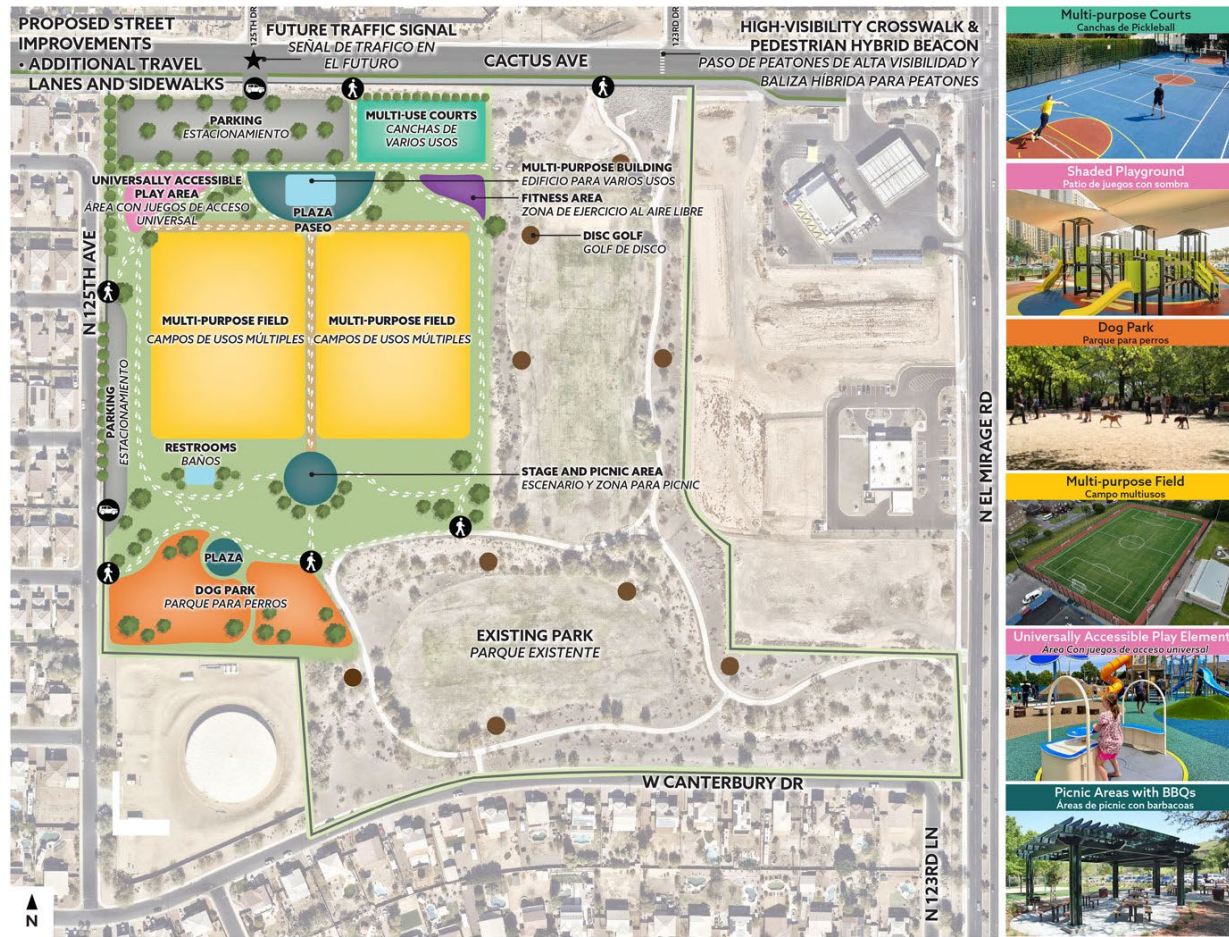


VIRTUAL ENGAGEMENT ROOM

VOTING RESULTS

Please choose your preferred design concept below for the Basin Park Expansion.

Concept 1

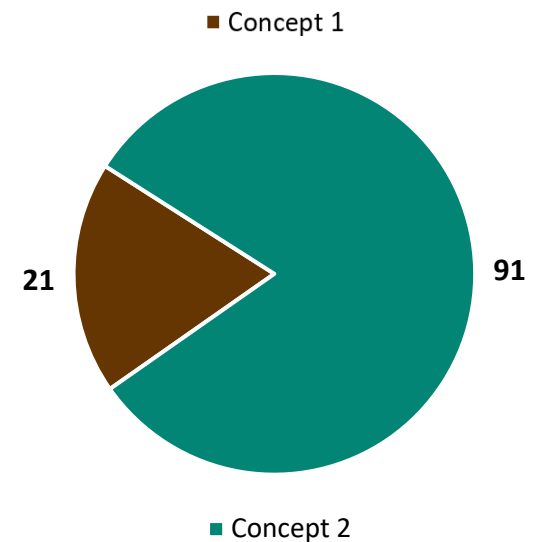
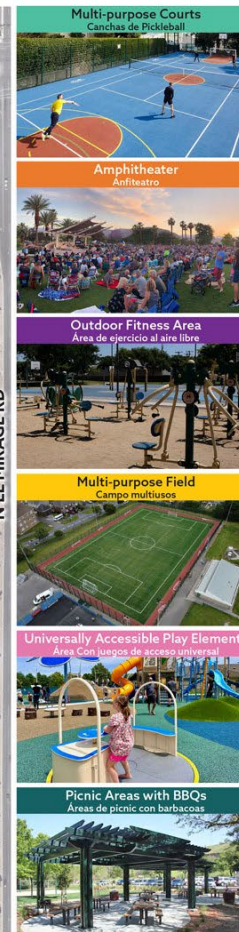
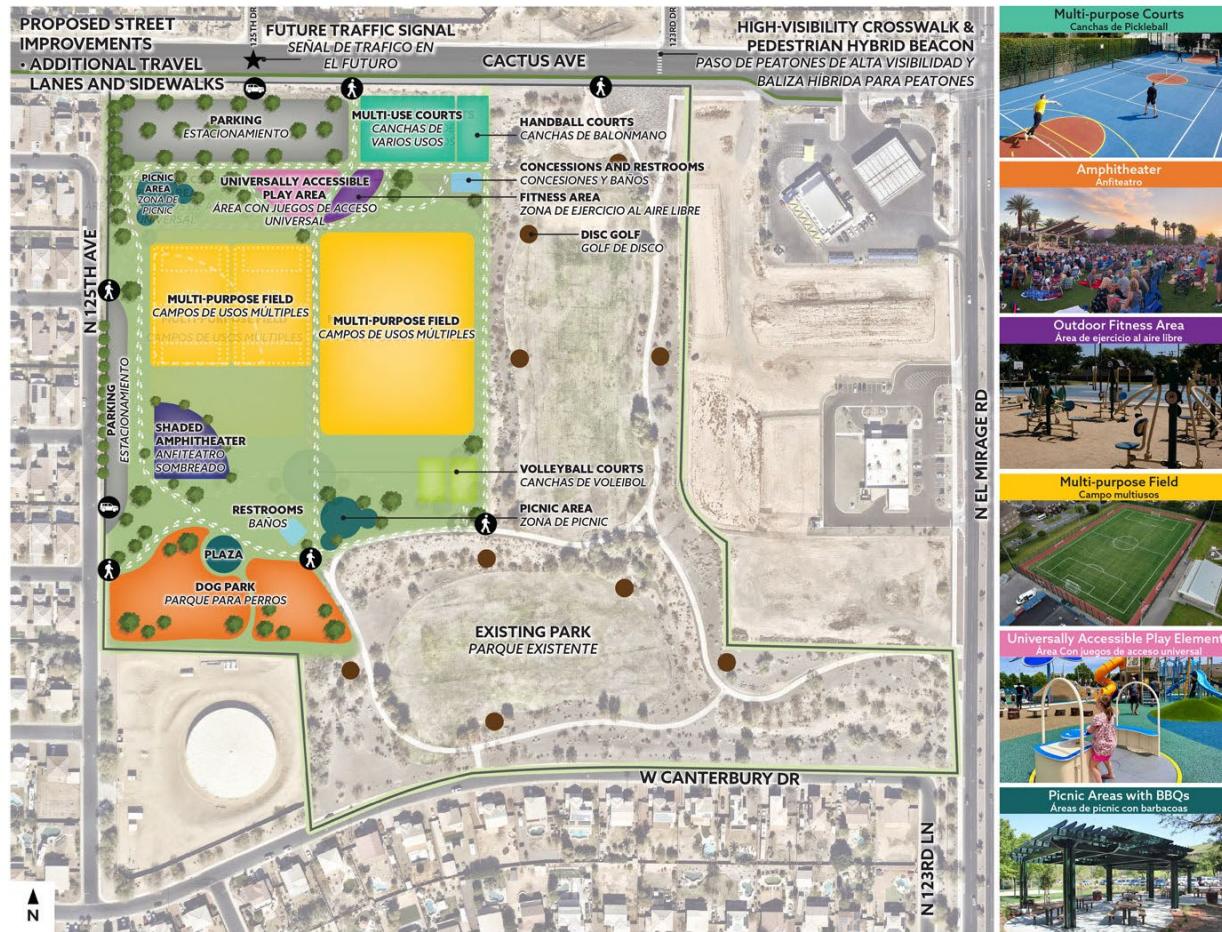


VIRTUAL ENGAGEMENT ROOM

VOTING RESULTS

Please choose your preferred design concept below for the Basin Park Expansion.

Concept 2



VIRTUAL ENGAGEMENT ROOM

VOTING RESULTS

Do you have any comments about Concept 1?

- **Shaded areas**
Many respondents noted that there were not enough shaded areas in Concept 1, whether from natural or permanent structures.
- **Restrooms**
Restrooms were a commonly mentioned amenity. Comments included moving the proposed location due to concerns about the homeless populations utilizing any on-site restrooms.
- **Size of amenity areas**
Several comments were made regarding amenity sizes, with most observers feeling that the dog park size was disproportionate compared to the children's play areas.
- **Amphitheater**
There were mixed responses regarding the amphitheater. Some liked the size and potential for events, while others voiced their concerns about increased noise levels to nearby residents.
- **Safety & lighting**
A few respondents called for the importance of well-lit areas in the park, specifically the dog park area, parking lot, and restrooms.

Do you have any comments about Concept 2?

- **Amphitheater**
Comments were mostly positive regarding the amphitheater. Many are excited about the potential for concerts, movies, and cultural events, while some are concerned about usage. The concession area was met with positivity.
- **Shaded areas**
Responses regarding the shaded areas in Concept 2 were more positive and approving than Concept 1.
- **Selection of amenities**
There was a divide amongst respondents about some of the selected amenities, such as the prevalence of handball and outdoor fitness areas, and the proportion size of sports fields and dog park.
- **Restrooms**
Feedback on restrooms was generally positive, especially the location and inclusion of two restrooms in Concept 2.
- **Parking & access**
Some commented on parking capacity during peak park usage, questions on continuing to permit street parking, and the location of the parking lot relative to ideal traffic flow.