



palm springs  
parks & recreation  
master plan

**report presentation** | october 28, 2024  
kounkuey design initiative



Agency  
Landscape + Planning



# project update

**1** master plan process

**2** plan summary

**3** breaking down the themes

**4** implementation and next steps

# project update

**1** master plan process

2 plan summary

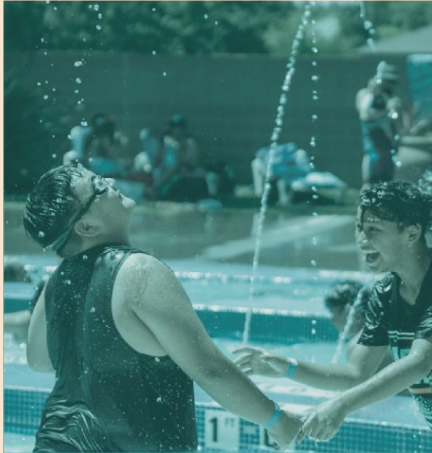
3 breaking down the themes

4 implementation and next steps

# project team



Agency  
Landscape + Planning



# project goals

...develop goals, policies,  
and priorities for the parks  
& recreation system

...create an  
implementation strategy

...ensure the voice, needs,  
and priorities of the full  
Palm Springs community are  
reflected in the plan

...propose conceptual  
park plans based on  
identified needs

...provide an up to  
date set of tools for  
decision making

# our approach



prioritize deep  
equity and  
engagement



foster climate  
resilience



build on the  
unexpected and  
the untold



aspire to efficient  
strategies for  
implementation

# what we've done so far

working group session  
with city staff

**3**

park system audit

**1**

community workshop

**3**

focus groups

**12**

market analysis

**1**

# project timeline



PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	REVIEW
Understanding & Analysis	Needs, Funding, and Operations	Expansion and Improvements to Park System	Action Plan	Final Plan Document	City Review Process and Final Plan Edits



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# how we built the master plan

## Parks + Facilities

Existing Condition Report

## Community Needs + Priorities

SVS Survey, Community Engagement

## Finance + Operations

Operational Assessment,  
Funding Analysis

**Draft Goals +  
Recommendations**  
Parks & Rec Master Plan

# what the plan covers



context +  
existing  
conditions



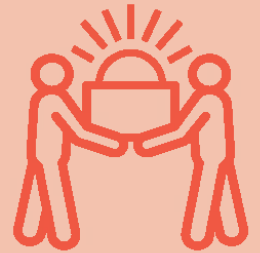
park system  
assessment



community  
engagement  
overview



themes,  
goals,  
+ actions



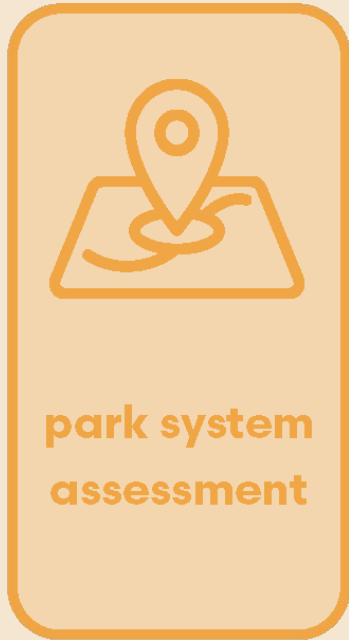
implementing  
the plan

# context and existing conditions



- the people of palm springs
- history of palm springs parks and recreation
- demographics and income
- heat and climate trends
- ecology
- existing and relevant plans

# park system assessment



- parks summary and peer comparisons
- facilities summary and peer comparisons
- connectivity summary
- trails summary
- overview of priorities and core program areas
- parks and recreation gaps
- emerging opportunities

# community engagement overview



- why we promote community engagement
- a timeline of engagement events
- who we reached, and how
- a summary of the three workshops
- a summary of the twelve focus groups
- engagement analysis and key takeaways

# themes, goals, + actions



- theme 1: communicating the experience
- theme 2: connecting people and places
- theme 3: keeping it cool
- theme 4: renewing the system
- theme 5: stewarding the future
- theme 6: expanding the impact

# implementing the plan



- achieving the themes
- park classifications and typologies
- amenity clusters across parks
- park gap analysis
- staffing assessment key findings
- cost of service key findings
- funding strategies
- partnerships and grants



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# breaking down the themes structure

#

**THEME** The category of focus

**OUTCOME** What the PSPRMP aims to achieve over the lifespan of the plan

**GOAL** what we want to accomplish under this theme

**community voice**  
a specific example from the planning process of where the action came from or how/where we might implement it

**ACTION**  
practical step to reach each goal

# Breaking down the themes structure

#

**THEME** 1 | COMMUNICATING THE EXPERIENCE

**GOAL** 1.1 Establish a branded, wayfinding system throughout all parks, park facilities, and trails.

**community voice**  
“we need more signs for more people to find the parks”  
“we want signs that are eye catching”

**ACTION**  
1.1.1 hire a graphic designer to work with residents, to develop a graphic identity that has multilingual, visual, and auditory components

# Breaking down the themes structure

#

**THEME** 6 | EXPANDING THE IMPACT

**GOAL** 6.6 Diversify active fitness + recreation opportunities

**community voice**  
“Consider adding a covered, open air pavilion that programs like G-Force could use”

**ACTION**  
6.6.2 add at least one new piece of fitness infrastructure at all existing parks

# Breaking down the themes

**1. communicating the experience**

**2. connecting people and places**

**3. keeping it cool**

**4. renewing the system**

**5. stewarding the future**

**6. expanding the impact**

## 1. communicating the experience

### **Outcome:**

Enhanced cultural visibility and accessibility through wayfinding, art, and commemoration.

## 1. communicating the experience

**Outcome:** Enhanced cultural visibility and accessibility through wayfinding, art, and commemoration.

### Goal 1.1

Establish a unique, multilingual signage and wayfinding system throughout all parks and trails within the City with clear branding.

## 1. communicating the experience

**Outcome:** Enhanced cultural visibility and accessibility through wayfinding, art, and commemoration.

**Goal 1.1 :** Establish a unique, multilingual signage and wayfinding system throughout all parks and trails within the City with clear branding.

- Action 1.1.1** Hire a consultant to develop a graphic identity for the park system and create concept designs for wayfinding, signage, and trailheads.
- Action 1.1.2** Ensure universal accessibility by considering visual or auditory methods of storytelling and orientation throughout the wayfinding system.
- Action 1.1.3** Work in coordination with the Public Works Department to fabricate and install wayfinding signage at all parks, park facilities, and trails.



## 1. communicating the experience

**Outcome:** Enhanced cultural visibility and accessibility through wayfinding, art, and commemoration.

**Goal 1.1:** Establish a unique, multilingual signage and wayfinding system throughout all parks and trails within the City with clear branding.

### Action 1.1.1

**Establish a graphic identity for wayfinding**

### Action 1.1.2

**Develop visual + auditory methods too**

### Action 1.1.3

**Issue an RFP to fabricate + install**

## 1. communicating the experience

**Outcome:** Enhanced cultural visibility and accessibility through wayfinding, art, and commemoration.

### Goal 1.2

Create broader awareness of the parks and recreation system and its offerings, particularly in high-park-needs communities.

# 1. communicating the experience

**Outcome:** Enhanced cultural visibility and accessibility through wayfinding, art, and commemoration.

**Goal 1.2 :** Create broader awareness of the parks and recreation system, particularly focusing on high-park-needs communities.

- Action 1.2.1** Advertise park services to groups currently left out of marketing campaigns and develop a marketing plan aligned with residents' preferences.
- Action 1.2.2** Create more robust marketing, promotional materials, and communication of the city's trail system, including a single trails map for the full system that shows City, State, Tribal, and Federal land jurisdictions.
- Action 1.2.3** Establish a dedicated advertising budget specific to the parks system.
- Action 1.2.4** Utilize social media to advertise events, programs, community engagement opportunities, and new initiatives.

# 1. communicating the experience

**Outcome:** Enhanced cultural visibility and accessibility through wayfinding, art, and commemoration.

**Goal 1.2 :** Create broader awareness of the parks and recreation system, particularly focusing on high-park-needs communities.

**Action 1.2.1**

**Create a marketing plan**

currently left out of marketing campaigns and develop a marketing plan aligned with residents' preferences.

**Action 1.2.2**

**Develop new/more marketing materials**

Create more robust marketing, promotional materials, and communication of the parks system that shows City, State, Tribal, and Federal land jurisdictions.

**Action 1.2.3**

**Make a budget for advertising**

Develop a budget for advertising specific to the parks system.

**Action 1.2.4**

**Expand social media usage**

Utilize social media advertising, events, programs, community engagement opportunities, and new initiatives.

## 1. communicating the experience

**Outcome:** Enhanced cultural visibility and accessibility through wayfinding, art, and commemoration.

### Goal 1.3

Celebrate and uplift the diverse cultures of Palm Springs within the parks system.

## 1. communicating the experience

**Outcome:** Enhanced cultural visibility and accessibility through wayfinding, art, and commemoration.

**Goal 1.3 :** Celebrate and uplift the diverse cultures of Palm Springs within the parks system.

- Action 1.3.1** Create commemorative landscapes and art installations that honor the city's diverse cultural heritage and current residents, striving to uncover untold narratives within the city.
- Action 1.3.2** Collaborate with the Agua Caliente Band of Cahuilla Indians to integrate their history and cultural symbols into park designs.
- Action 1.3.3** Commission public art from local artists reflecting the diversity of Palm Springs.
- Action 1.3.4** Establish a cultural advisory board to guide park design and programming.

# 1. communicating the experience

**Outcome:** Enhanced cultural visibility and accessibility through wayfinding, art, and commemoration.

**Goal 1.3 :** Celebrate and uplift the diverse cultures of Palm Springs within the parks system.

## Action 1.3.1

**Install commemorative landscapes**

## Action 1.3.2

**Add tribal stories**

## Action 1.3.3

**Establish a local art-in-parks program**

## Action 1.3.4

**Make a cultural advisory board**

## 2. connecting people and places

### **Outcome:**

Expanded mobility and connectivity between parks, trails and neighborhoods.



## 2. connecting people and places

**Outcome:** Expanded mobility and connectivity between parks, trails and neighborhoods.

### Goal 2.1

Expand and enhance trailhead amenities.

## 2. connecting people and places

**Outcome:** Expanded mobility and connectivity between parks, trails and neighborhoods.

### Goal 2.1: Expand and enhance trailhead amenities.

- Action 2.1.1** Create design standards for trailheads, including necessary amenities like shade, water fountains, signage, and trash receptacles.
- Action 2.1.2** Build trailheads and develop trails in underserved areas, and improve connections to trailheads from within downtown Palm Springs.
- Action 2.1.3** Establish educational kiosks at major trailheads to promote awareness of local ecosystems and cultures.

## 2. connecting people and places

**Outcome:** Expanded mobility and connectivity between parks, trails and neighborhoods.

### Goal 2.1: Expand and enhance trailhead amenities.

**Action 2.1.4** Ensure ADA-compliant access to all trailhead amenities.

**Action 2.1.5** Incorporate scenic, cultural, and historical points of interest along city trails.

**Action 2.1.6** Identify multi-modal 'loops' within the city to link trails, parks, and the CV Link, offering varying distances and difficulty levels.

## 2. connecting people and places

**Outcome:** Expanded mobility and connectivity between parks, trails and neighborhoods.

**Goal 2.1:** Expand and enhance trailhead amenities.

### Action 2.1.1

Create design standards for trailheads, including necessary amenities such as water, signage and trash receptacles.

**Create design standards for trails**

### Action 2.1.2

Build trailheads and develop trails in underserved areas, and improve existing trailheads in downtown Palm Springs.

**Add trails in underserved areas**

### Action 2.1.3

Establish educational kiosks at major trailheads to promote awareness of local ecosystems and cultures.

**Create educational kiosks**

## 2. connecting people and places

**Outcome:** Expanded mobility and connectivity between parks, trails and neighborhoods.

**Goal 2.1:** Expand and enhance trailhead amenities.

**Action 2.1.4**

**Establish baseline of accessibility for trails**

**Action 2.1.5**

**Highlight points of interest on trails**

**Action 2.1.6**

**Identify and market multi-modal “Loops”**

## 2. connecting people and places

**Outcome:** Expanded mobility and connectivity between parks, trails and neighborhoods.

### Goal 2.2

Improve multimodal access within and between parks, parks facilities, and trails.

## 2. connecting people and places

**Outcome:** Expanded mobility and connectivity between parks, trails and neighborhoods.

### Goal 2.2 : Improve multimodal access within and between parks, parks facilities and trails.

- Action 2.2.1** Coordinate with the Planning Department to identify key routes between parks, and prioritize these routes for the implementation of family-friendly bike and pedestrian infrastructure
- Action 2.2.2** Increase the number of protected bike lanes along key routes connecting parks.
- Action 2.2.3** Implement traffic calming measures around parks, such as speed bumps and enhanced street lighting.
- Action 2.2.4** Partner with bike share service providers to add docking stations at each park.
- Action 2.2.5** Explore new programming options that allow for street closures to create temporary pedestrian-only streets.
- Action 2.2.6** Collaborate with regional stakeholders to enhance connection and access with neighboring cities in the Coachella Valley.

## 2. connecting people and places

**Outcome:** Expanded mobility and connectivity between parks, trails and neighborhoods.

**Goal 2.2:** Improve multimodal access within and between parks, parks facilities and trails

**Action 2.2.1**

Coordinate with the Planning Department to identify key routes between parks, and create additional safe and friendly bike and pedestrian infrastructure

**Work with planning department**

**Action 2.2.2**

Increase the number of protected bike lanes along key routes

**Adding bike lanes**

**Action 2.2.3**

Implement traffic calming measures around parks, such as speed bumps and enhanced street lighting

**Add traffic calming measures**

**Action 2.2.4**

Partner with bike share service providers to add docking stations at each park.

**Establish bike share service**

**Action 2.2.5**

Explore new programming options that allow for street closures to create temporary pedestrian and bicycle boulevards

**Program ciclavia days**

**Action 2.2.6**

Collaborate with regional stakeholders to enhance connection and access with neighboring cities

**Connect access to neighboring cities**



### 3. keeping it cool

## **Outcome:**

Increased climate resilience and ecological health through sustainable practices and infrastructure.

## 3. keeping it cool

**Outcome:** Increased climate resilience and ecological health through sustainable practices and infrastructure.

### Goal 3.1

Incorporate climate change forecasting into park design to ensure resilience for generations to come.

## 3. keeping it cool

**Outcome:** Increased climate resilience and ecological health through sustainable practices and infrastructure.

**Goal 3.1:** Incorporate climate change forecasting into park design to ensure resilience for generations to come.

- Action 3.1.1** Establish new design standards—such as planting, material use, and maintenance—that are responsive to climate change.
- Action 3.1.2** Incorporate adequate shade and cooling options across all parks and trailheads.
- Action 3.1.3** Prioritize nature-based solutions for stormwater management and habitat protection.
- Action 3.1.4** Create a Shade Master Plan to guide city-wide investment in thermal comfort strategies.

## 3. keeping it cool

**Outcome:** Increased climate resilience and ecological health through sustainable practices and infrastructure.

**Goal 3.1:** Incorporate climate change forecasting into park design to ensure resilience for generations to come.

**Action 3.1.1**

**Create climate-responsive design standards**

**Action 3.1.2**

**Add shade + cooling across system**

**Action 3.1.3**

**Add nature-based stormwater systems**

**Action 3.1.4**

**Create a shade master plan**

## 3. keeping it cool

**Outcome:** Increased climate resilience and ecological health through sustainable practices and infrastructure.

### Goal 3.2

Enhance ecological health and climate resilience across the park system.

## 3. keeping it cool

**Outcome:** Increased climate resilience and ecological health through sustainable practices and infrastructure.

**Goal 3.2 :** Enhance ecological health and climate resilience across the park system.

- Action 3.2.1**      Implement water-wise landscaping guidelines to reduce water consumption at park facilities, including regulations to limit evapotranspiration at aquatic facilities.
- Action 3.2.2**      Create community demonstration gardens showcasing sustainable gardening practices, rainwater capture strategies, and native plant education.
- Action 3.2.3**      Expand tree planting programs with climate-resilient, native species that can withstand the increasing temperatures of the region.

## 3. keeping it cool

**Outcome:** Increased climate resilience and ecological health through sustainable practices and infrastructure.

**Goal 3.2 :** Enhance ecological health and climate resilience across the park system.

- Action 3.2.4**      Develop partnerships to establish pollinator gardens and bird sanctuaries.
- Action 3.2.5**      Establish a monitoring and evaluation process to assess climate change impacts on park ecosystems.
- Action 3.2.6**      Partner with local schools and organizations to offer hands-on ecology programming and education

## 3. keeping it cool

**Outcome:** Increased climate resilience and ecological health through sustainable practices and infrastructure.

**Goal 3.2 :** Enhance ecological health and climate resilience across the park system.

**Action 3.2.1**

**Implement water-wise landscaping**

**Action 3.2.2**

**Install Demonstration gardens**

**Action 3.2.3**

**Create Tree planting programs**



## 3. keeping it cool

**Outcome:** Increased climate resilience and ecological health through sustainable practices and infrastructure.

**Goal 3.2:** Enhance ecological health and climate resilience across the park system.

**Action 3.2.4**

**Establish places for pollinators + birds**

**Action 3.2.5**

**Establish climate change monitoring**

**Action 3.2.6**

**Add enviro + ecology education programs**

## 3. keeping it cool

**Outcome:** Increased climate resilience and ecological health through sustainable practices and infrastructure.

### Goal 3.3

Adjust Facility operational hours and programming to provide maximum benefit to the community.

## 3. keeping it cool

**Outcome:** Increased climate resilience and ecological health through sustainable practices and infrastructure.

**Goal 3.3:** Adjust Facility operational hours and programming to provide maximum benefit to the community

**Action 3.3.1** Offer additional programs during cooler times of the day, such as the morning and evening, and expand access to recreational facilities on weekends.

**Action 3.3.2** Invest in more indoor recreation facilities, including indoor aquatic facilities.

## 3. keeping it cool

**Outcome:** Increased climate resilience and ecological health through sustainable practices and infrastructure.

**Goal 3.3:** Adjust Facility operational hours and programming to provide maximum benefit to the community.

### Action 3.3.1

**Expand programs to cooler hours**

### Action 3.3.2

**Build more indoor facilities**

## 4. renewing the system

### **Outcome:**

Improved safety, maintenance, and physical upgrades for a better user experience.

## 4. renewing the system

**Outcome:** Improved safety, maintenance, and physical upgrades for a better user experience.

### Goal 4.1

Improve perceived and physical safety in park spaces.

## 4. renewing the system

**Outcome:** Improved safety, maintenance, and physical upgrades for a better user experience.

### Goal 4.1: Improve perceived and physical safety in park spaces

- Action 4.1.1** Extend lighted hours at parks and ensure adequate lighting levels in high-use areas.
- Action 4.1.2** Develop community-based programs to encourage reporting of safety concerns.

## 4. renewing the system

**Outcome:** Improved safety, maintenance, and physical upgrades for a better user experience.

**Goal 4.1:** Improve perceived and physical safety in park spaces

**Action 4.1.1**

**Extend lit hours**

Extend lit hours in all park spaces and ensure adequate lighting levels in high-use areas.

**Action 4.1.2**

**Develop community-safety-reporting prog.**

Develop a community-safety-reporting program to address safety concerns.



## 4. renewing the system

**Outcome:** Improved safety, maintenance, and physical upgrades for a better user experience.

### Goal 4.2

Improve maintenance of parks and park facilities and explore new ways of monitoring maintenance through community partnerships and technology.

## 4. renewing the system

**Outcome:** Improved safety, maintenance, and physical upgrades for a better user experience.

**Goal 4.2:** Improve maintenance of parks and park facilities and explore new ways of monitoring maintenance through community partnerships and technology.

- Action 4.2.1** Improve coordination with the Public Works Department to increase maintenance at City-managed trailheads.
- Action 4.2.2** Conduct regular audits of park facilities to identify maintenance needs and prioritize repairs.
- Action 4.2.3** Implement a routine inspection and maintenance schedule for all park facilities.

## 4. renewing the system

**Outcome:** Improved safety, maintenance, and physical upgrades for a better user experience.

**Goal 4.2:** Improve maintenance of parks and park facilities and explore new ways of monitoring maintenance through community partnerships and technology.

- Action 4.2.4** Implement a preventative maintenance schedule to ensure timely upkeep of equipment, landscaping, and amenities across all parks.
- Action 4.2.5** Develop a digital system for reporting maintenance issues that allows community members to submit requests easily.
- Action 4.2.6** Encourage recycling and sustainable waste management practices by adding more diverse recycling options in parks.

## 4. renewing the system

**Outcome:** Improved safety, maintenance, and physical upgrades for a better user experience.

**Goal 4.2:** Improve maintenance of parks and park facilities and explore new ways of monitoring maintenance through community partnerships and technology.

### Action 4.2.1

#### Increase trailhead maintenance

Increase maintenance at City-managed trailheads.

### Action 4.2.2

#### Audit parks for better repairs

Identify maintenance needs and prioritize repairs.

### Action 4.2.3

#### Establish routine maintenance inspections

Implement routine inspection and maintenance schedule for all park facilities.

## 4. renewing the system

**Outcome:** Improved safety, maintenance, and physical upgrades for a better user experience.

**Goal 4.2:** Improve maintenance of parks and park facilities and explore new ways of monitoring maintenance through community partnerships and technology.

**Action 4.2.4**

**Est. proactive maintenance schedule**

Increase maintenance at City-managed trailheads.

**Action 4.2.5**

**Develop digital maintenance record system**

Conduct a pilot project of new facilities to identify maintenance needs and prioritize repairs.

**Action 4.2.6**

**Increase recycling options**

Implement a routine inspection and maintenance schedule for all park facilities.

## 5. stewarding the future

### **Outcome:**

Improved evaluation, funding, and support services for sustainable park management.

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

### Goal 5.1

Establish key performance metrics for staffing needs and sustainability.

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

**Goal 5.1:** Establish key performance metrics for staffing needs and sustainability.

- Action 5.1.1** Conduct a staffing study to align job descriptions with service levels.
- Action 5.1.2** Adjust staffing levels to meet community needs across all facilities, prioritizing those in underserved areas.
- Action 5.1.3** Implement a regular feedback loop with park users to understand their satisfaction with programming options and park facilities.



## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

**Goal 5.1:** Establish key performance metrics for staffing needs and sustainability.

**Action 5.1.1**

**Conduct a staffing study**

**Action 5.1.2**

**Adjust staffing levels**

**Action 5.1.3**

**Develop + Implement user feedback loop**

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

### Goal 5.2

Increase cost recovery percentage.

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

### Goal 5.2: Increase cost recovery percentage.

- Action 5.2.1**      Develop a system-wide pricing policy with cost recovery goals.
- Action 5.2.2**      Conduct a comparative analysis with other cities to understand relevant benchmarks and metrics to utilize.
- Action 5.2.3**      Develop dynamic pricing strategies.
- Action 5.2.4**      Reinstate the family rate at the Swim Center, to allow for broader access to aquatic programming.

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

**Goal 5.2:** Increase cost recovery percentage.

**Action 5.2.1**

**Set new cost-recovery goal** with cost recovery goals.

**Action 5.2.2**

**Conduct comparative analysis w/ other cities** relevant benchmarks and metrics to utilize.

**Action 5.2.3**

**Establish dynamic pricing strategy**

**Action 5.2.4**

**Identify priority pricing changes** allow for broader access to aquatic programming.

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

### Goal 5.3

Increase funding for parks, operations, and programming.

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

**Goal 5.3:** Increase funding for parks, operations, and programming.

**Action 5.3.1** Add new layers to existing funding strategies to diversify opportunities for additional park monies.

**Action 5.3.2** Assess and commit to equitable funding distribution across the parks system.

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

**Goal 5.3:** Increase funding for parks, operations, and programming.

**Action 5.3.1**

**Add new funding layers**

**Action 5.3.2**

**Commit to equitable funding plan**

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

### Goal 5.4

Establish supportive services within park facilities.



## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

**Goal 5.4:** Establish supportive services within park facilities.

- Action 5.4.1** Partner with local non-profits to establish on-site resource centers, particularly focusing on unhoused service providers.
- Action 5.4.2** Develop a mobile outreach team to be able to reach more park users and serve as first responders to any on-site issues.

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

**Goal 5.4:** Establish supportive services within park facilities.

**Action 5.4.1**

**Establish resource centers at parks**

**Action 5.4.2**

**Create a mobile outreach team**

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

### Goal 5.5

Create a process for funding deferred maintenance.

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

**Goal 5.5:** Create a process for funding deferred maintenance.

**Action 5.5.1** Repair and renovate park facilities, beginning with those in underserved communities in the most deteriorated conditions.

**Action 5.5.2** Focus on components scoring “below expectations” in the Existing Conditions report (see Appendix).

## 5. stewarding the future

**Outcome:** Improved evaluation, funding, and support services for sustainable park management.

**Goal 5.5:** Create a process for funding deferred maintenance.

**Action 5.5.1**

**Repair and renovate facilities**

**Action 5.5.2**

**Create prioritization process for repairs**

## 6. expanding the impact

### **Outcome:**

Equitable access and diverse programming to meet the needs of all residents.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

### Goal 6.1

Ensure equitable access to parks for all Palm Springs residents.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

**Goal 6.1:** Ensure equitable access to parks for all Palm Springs residents.

**Action 6.1.1** Identify opportunities for new park creation in underserved areas, prioritizing the use of vacant or underutilized land.

**Action 6.1.2** Set a citywide goal of adding 68 acres of park land by 2075, and establish interim milestones for meeting this goal.

**Action 6.1.3** Identify gaps in park access through a full audit of park facilities and design pocket parks to serve as smaller connections between larger park spaces.

**Action 6.1.4** Build a mobile recreation program to provide immediate recreational programming to underserved communities where park gaps currently exist.



## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

**Goal 6.1:** Ensure equitable access to parks for all Palm Springs residents.

### Action 6.1.1

**Build parks in park deserts** Identify and develop new parkland in underserved areas, prioritizing the use of vacant or underutilized land.

### Action 6.1.2

**Add 68 acres of park land by 2075** Secure 68 acres of parkland by 2075, and establish interim milestones for meeting this goal.

### Action 6.1.3

**Conduct a full park audit to understand gaps** Inventory all parkland and design pocket parks to serve as smaller connections between larger park spaces.

### Action 6.1.4

**Build a mobile recreation program** Establish mobile recreational programming to underserved communities where park gaps currently exist.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

### Goal 6.2

Expand existing parks and facilities to meet recreational needs of residents.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

**Goal 6.2:** Expand existing parks and facilities to meet recreational needs of residents.

- Action 6.2.1** Evaluate each existing park site and recreational facility to understand any service gaps and expand these services in both programmatic and physical ways where possible.
- Action 6.2.2** Expand the existing aquatic facility, or build a second one, to include diverse aquatic recreation options like kid pools, splash pads and leisure pool, and repurpose decommissioned splash pads across the city.
- Action 6.2.3** Grow digital equity programs in parks.
- Action 6.2.4** Conduct an audit of existing cultural spaces to ensure they meet community needs, and design additional amenities within parks for cultural events as the population grows and evolves.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

**Goal 6.2:** Expand existing parks and facilities to meet recreational needs of residents.

### Action 6.2.1

#### Identify service gaps

Evaluate each existing park site and recreational facility to understand any service gaps and expand these services in both programmatic and physical ways where possible.

### Action 6.2.2

#### Expand aquatic facilities

Expand or create a second aquatic facility, or build a second one, to include diverse aquatic recreation options like kid pools, splash pads and leisure pool, and repurpose decommissioned splash pads across the city.

### Action 6.2.3

#### Grow digital equity programs

Grow digital equity programs in parks.

### Action 6.2.4

#### Audit existing event spaces

Conduct an audit of existing cultural spaces to ensure they meet community needs, and design additional amenities within parks for cultural events as the population grows and evolves.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

### Goal 6.3

Create design standards for universal accessibility.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

### Goal 6.3: Create design standards for universal accessibility.

- Action 6.3.1** Layer sensory-friendly areas into every park, particularly to meet the needs of neurodivergent individuals.
- Action 6.3.2** Create an adaptive recreation program.
- Action 6.3.3** Introduce multi-sensory wayfinding systems, including audio, visual, and language-agnostic elements.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

**Goal 6.3:** Create design standards for universal accessibility.

**Action 6.3.1**

**Increase sensory-friendly areas**

Layer sensory-friendly elements into every park, particularly to meet the needs of neurodivergent individuals.

**Action 6.3.2**

**Create an adaptive recreation program**

Create an adaptive recreation program.

**Action 6.3.3**

**Introduce multi-sensory wayfinding**

Introduce multi-sensory wayfinding systems, including audio, visual, and language-agnostic elements.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

### Goal 6.4

Ensure equitable distribution of programming throughout the system, both geographically and in relation to neighborhood needs and demographics.



## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

**Goal 6.4:** Ensure equitable distribution of programming throughout the system, both geographically and in relation to neighborhood needs and demographics.

- Action 6.4.1** Conduct regular systemwide audits of program distribution.
- Action 6.4.2** Adopt a new system of programmatic clusters to help populations access opportunities locally within their communities.
- Action 6.4.3** Introduce intergenerational programming opportunities.
- Action 6.4.4** Expand tailored program services to teens and senior populations.
- Action 6.4.5** Invest in staff training to support a growing diversity of programs.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

**Goal 6.4:** Ensure equitable distribution of programming throughout the system, both geographically and in relation to neighborhood needs and demographics.

**Action 6.4.1**

**Audit of program distribution**

**Action 6.4.2**

**Cluster programs to improve access**

**Action 6.4.3**

**Introduce intergenerational programming**

**Action 6.4.4**

**Expand services to teens and seniors**

**Action 6.4.5**

**Invest in staff training**

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

### Goal 6.5

Explore new partnership opportunities with a variety of service providers.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

**Goal 6.5:** Explore new partnership opportunities with a variety of service providers.

- Action 6.5.1** Develop and expand joint use agreements with schools to allow for limited public use of outdoor school facilities during nights and weekends.
- Action 6.5.2** Partner with community organizations to provide services, run programming, and staff park facilities to increase capacity.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

**Goal 6.5:** Explore new partnership opportunities with a variety of service providers.

### Action 6.5.1

**Initiate joint use with schools**

### Action 6.5.2

**Partner with community organizations to provide more programming**

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

### Goal 6.6

Diversify active fitness opportunities.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

### Goal 6.6: Diversify active fitness opportunities.

- Action 6.6.1** Collaborate with health organizations to better understand fitness needs and gaps that could be addressed through recreational programs and at recreational facilities.
- Action 6.6.2** Invest in fitness infrastructure across all existing parks and facilities providing outdoor exercise circuits and indoor gym facilities.
- Action 6.6.3** Expand access to fitness programming for all age groups such as age-specific classes across times and locations and using digital platforms for those unable to attend in person.

## 6. expanding the impact

**Outcome:** Equitable access and diverse programming to meet the needs of all residents.

### Goal 6.6: Diversify active fitness opportunities.

#### Action 6.5.1

**Partner with health organizations**

#### Action 6.5.2

**Invest in fitness infrastructure**

#### Action 6.6.3

**Expand fitness programming**



# project update

**1** master plan process

**2** plan summary

**3** breaking down the themes

**4** implementation and next steps

# implementation

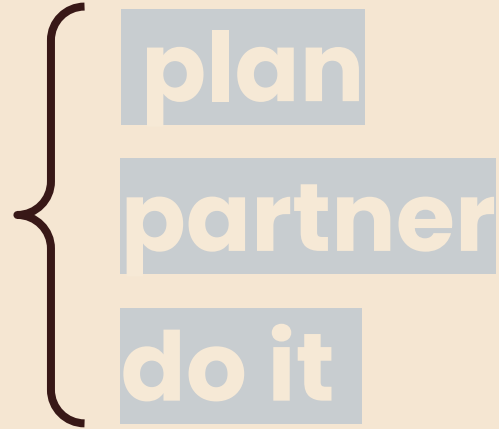
**act now**

represents actions that can be implemented **immediately** to **build momentum** and show immediate progress.

## implementation

**act incrementally**

represents actions that build on one another to get to the ultimate goal.



# action prioritization plan

**Year 1**

**ACT NOW 1.3.4**

**2 3**

**ACT NOW 2.2.4**

**4 5 6**

**7 8 9 10**

# action prioritization plan

**Year 1**

**2 3**

**4 5 6**

**7 8 9 10**

**ACT NOW 1.3.4**

ACT INCREMENTALLY (1.1 + 1.2 + 1.3)

**ACT NOW 2.2.4**

**ACT INCREMENTALLY (1.1 + 1.3 + 1.5)**

# action prioritization plan

**Year 1**

**2 3**

**4 5 6**

**7 8 9 10**

**ACT NOW 1.3.4**

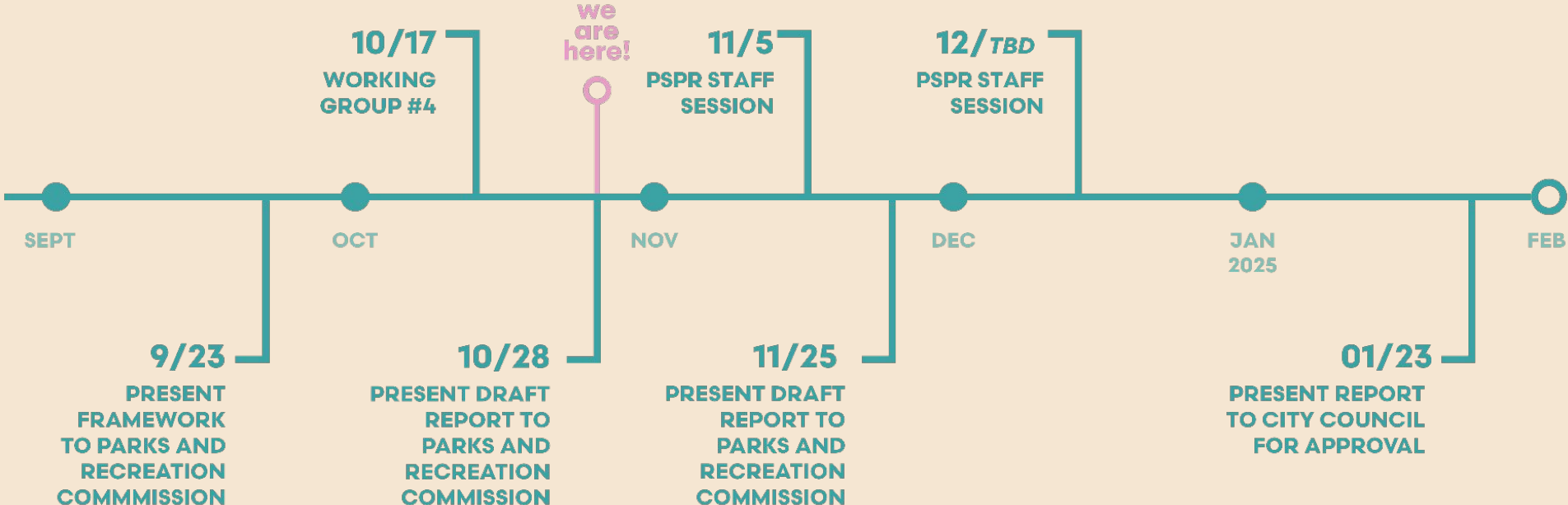
**ACT INCREMENTALLY (1.1 + 1.2 + 1.3)**

**ACT NOW 2.2.4**

**ACT INCREMENTALLY (2.5 + 2.1 + 2.2 + 2.3)**

**ACT INCREMENTALLY (1.1 + 1.3 + 1.5)**

# review timeline





palm springs  
parks & recreation  
master plan

report presentation | october 28, 2024



Agency  
Landscape + Planning

