

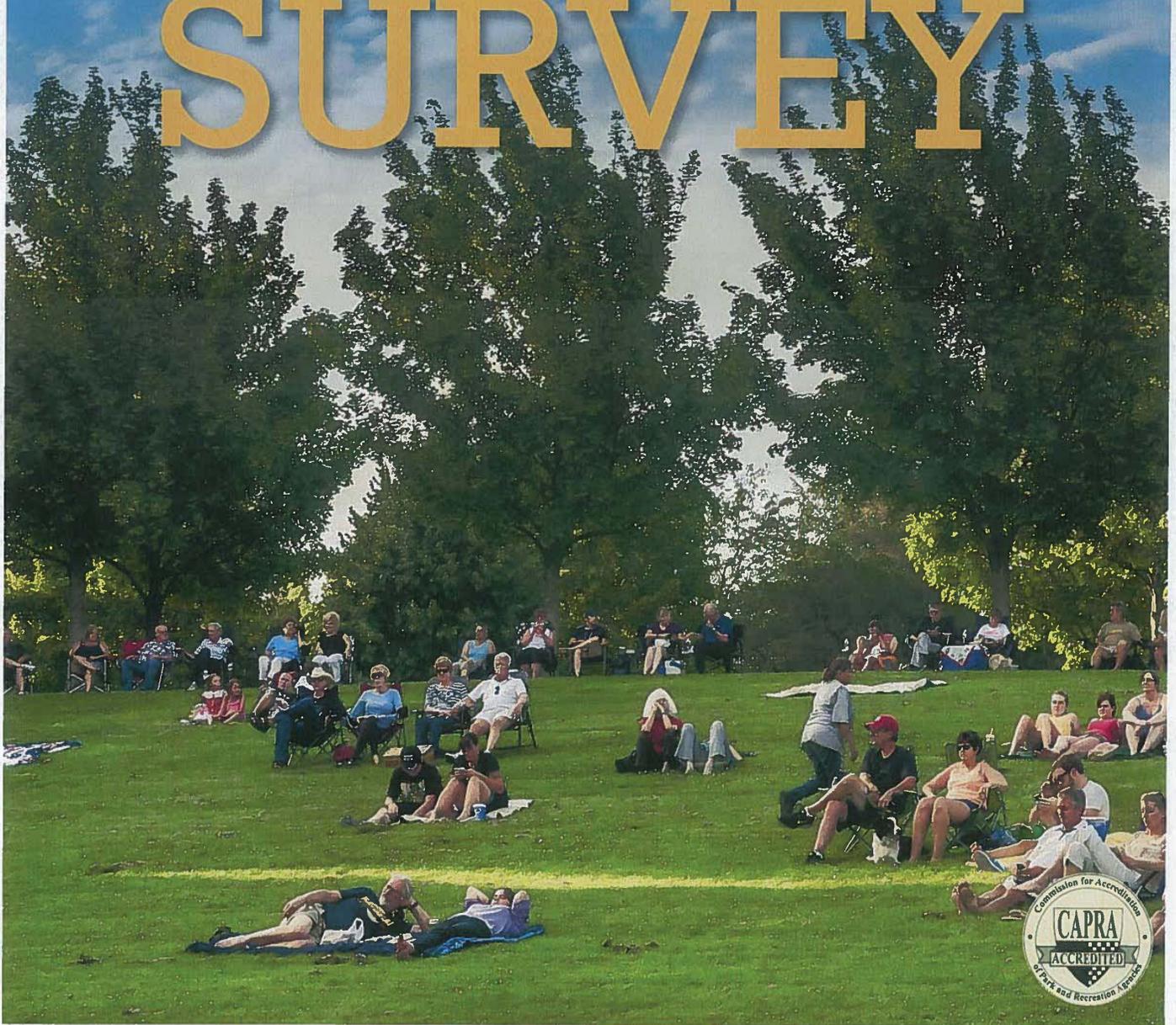
# APPENDIX A: SURVEY SUMMARY



# MEDFORD **PARKS & RECREATION**

HEALTHY LIVES. HAPPY PEOPLE. STRONG COMMUNITY.

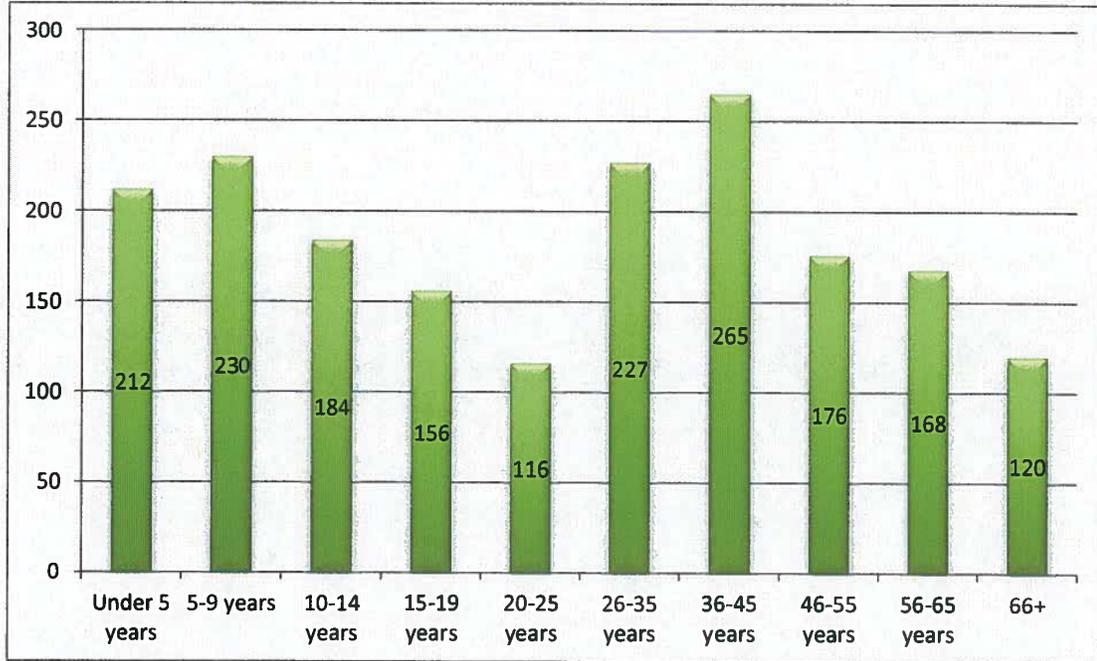
# COMMUNITY SURVEY



PRESENTED BY THE CITY OF MEDFORD | [WWW.PLAYMEDFORD.COM](http://WWW.PLAYMEDFORD.COM)

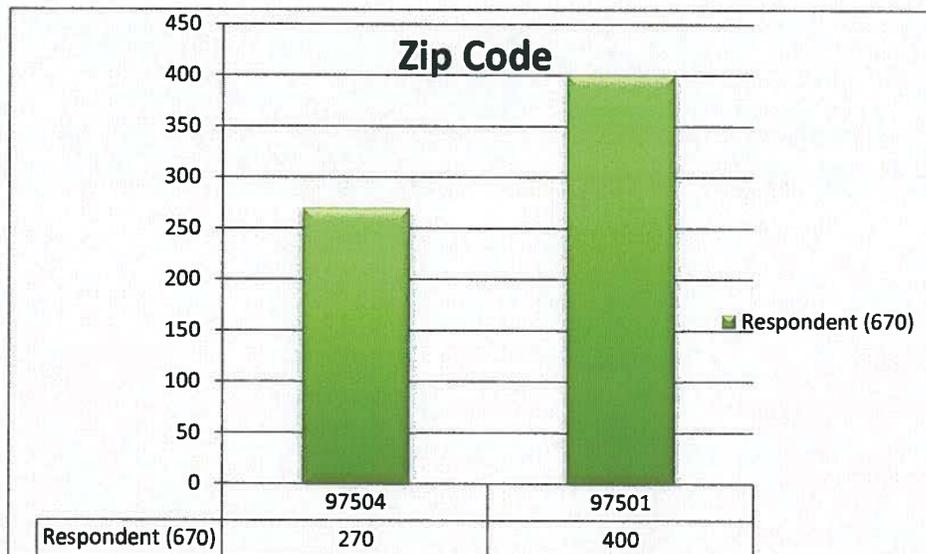
**Medford Parks and Recreation  
 Community Needs Survey – Leisure Services Plan Update (Appendix E)**

Question 1 - How many people live in your household and please count yourself:



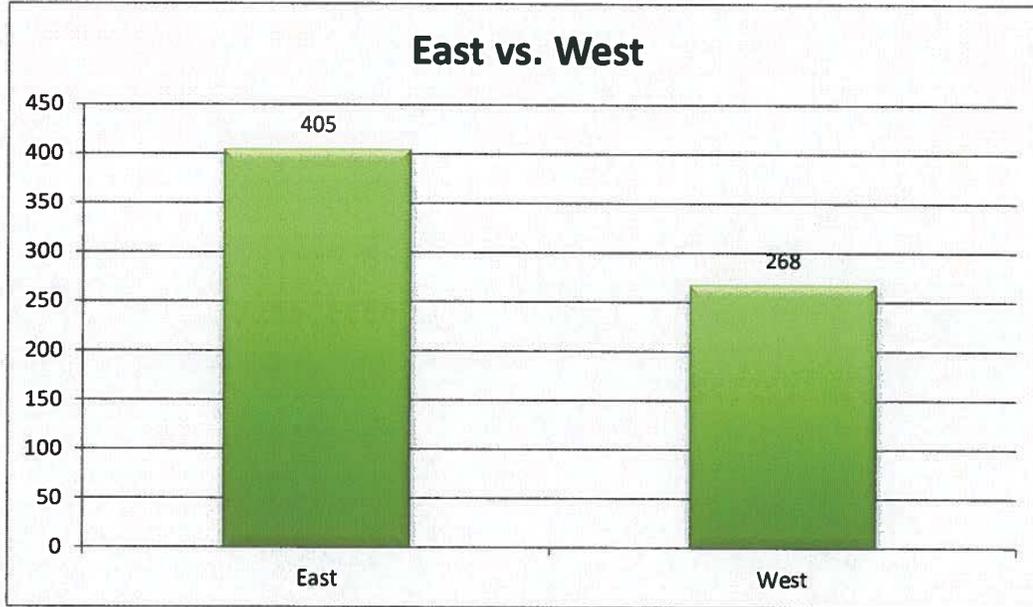
There were **1,854 people represented** total, with the lowest represented group in the 20-25 year olds, and the highest in the 36-45 year old category.

Question 2 - What is your home zip code?

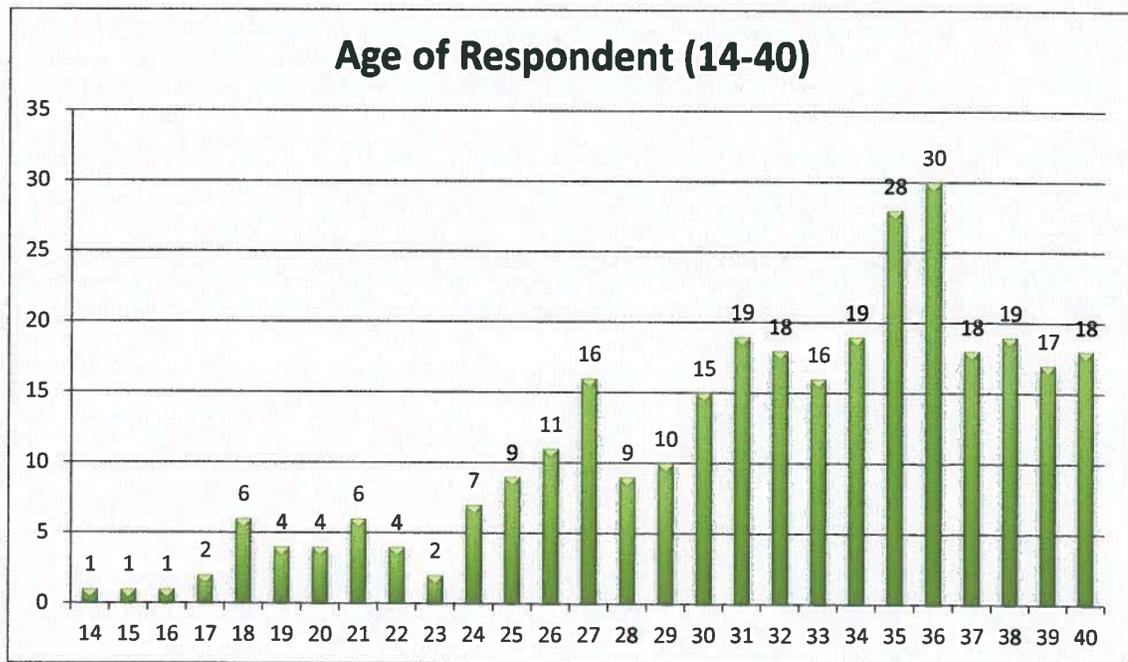


**Medford Parks and Recreation  
Community Needs Survey – Leisure Services Plan Update (Appendix E)**

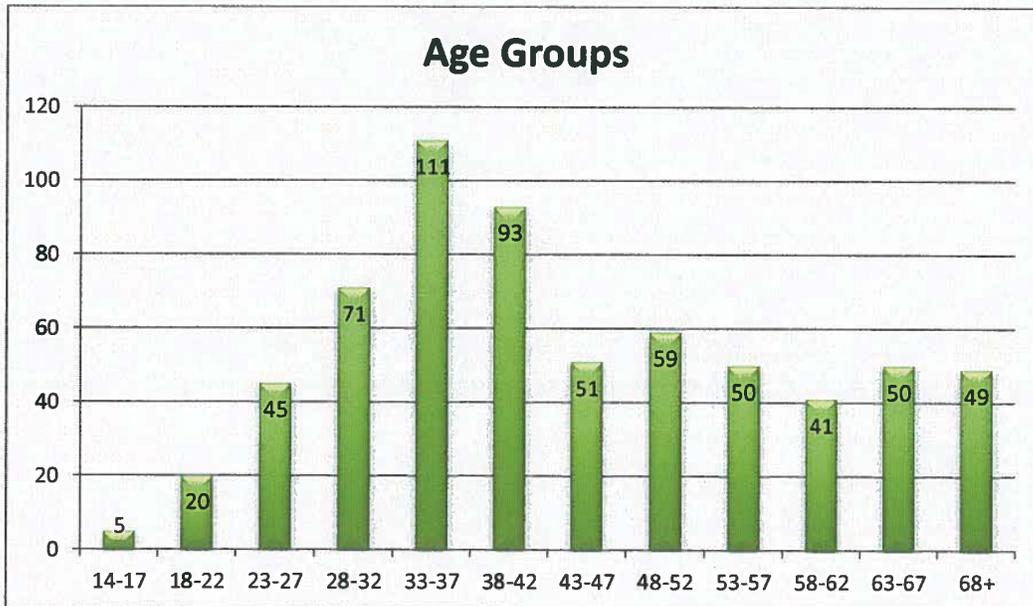
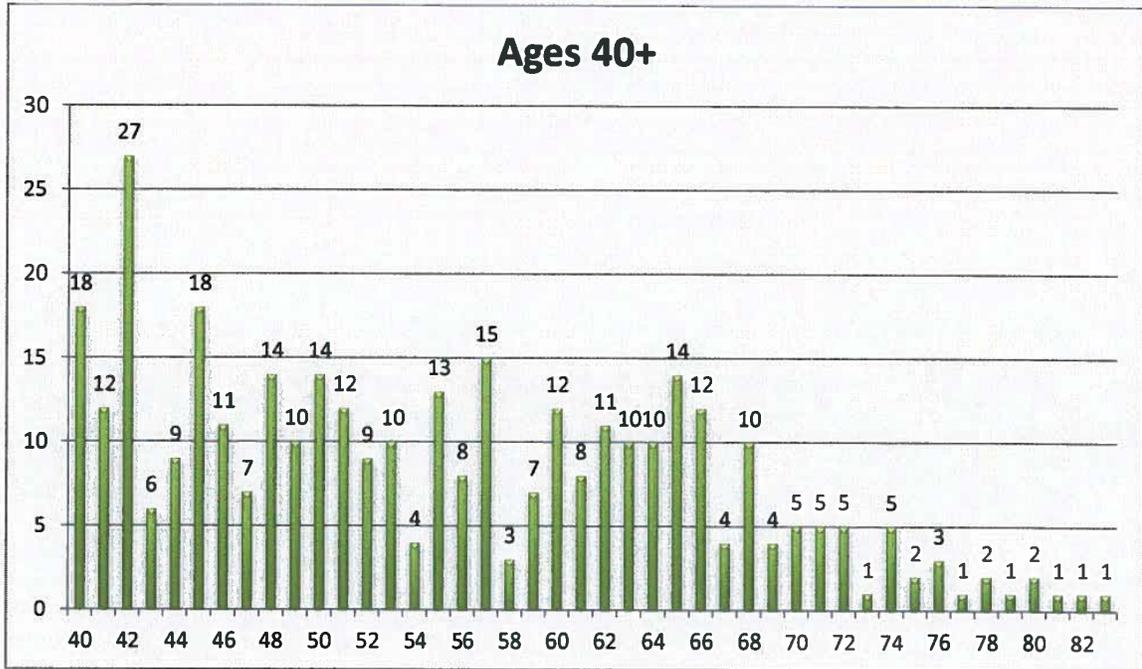
Question 3 - Do you live east or west of Interstate 5?



Question 4 - What is your age?

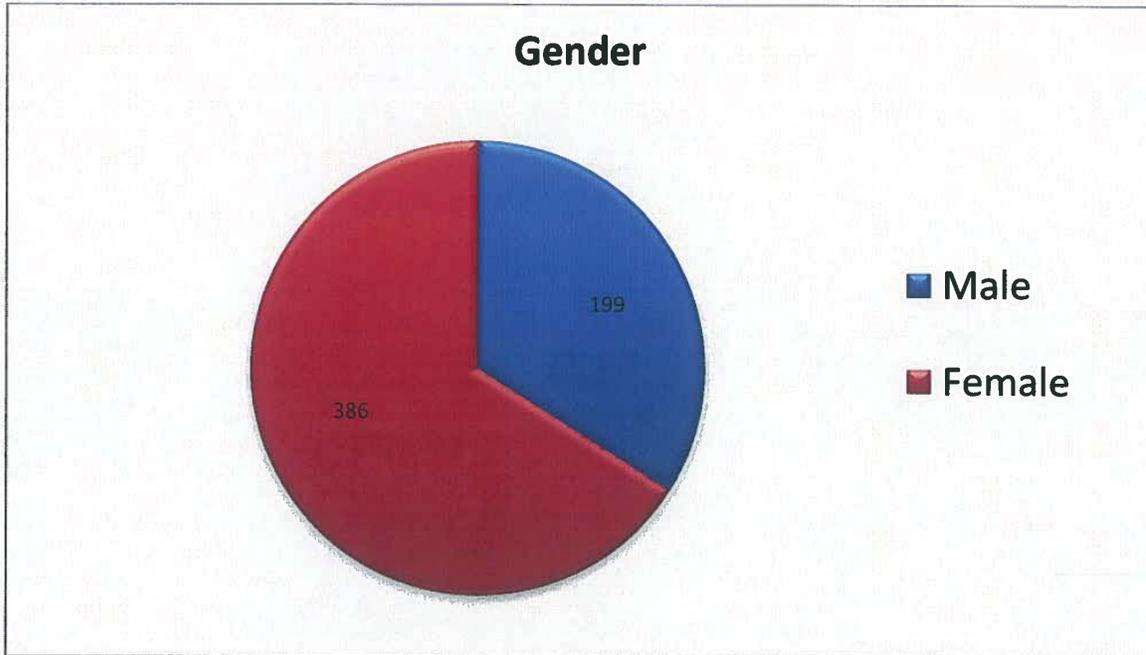


**Medford Parks and Recreation  
 Community Needs Survey – Leisure Services Plan Update (Appendix E)**

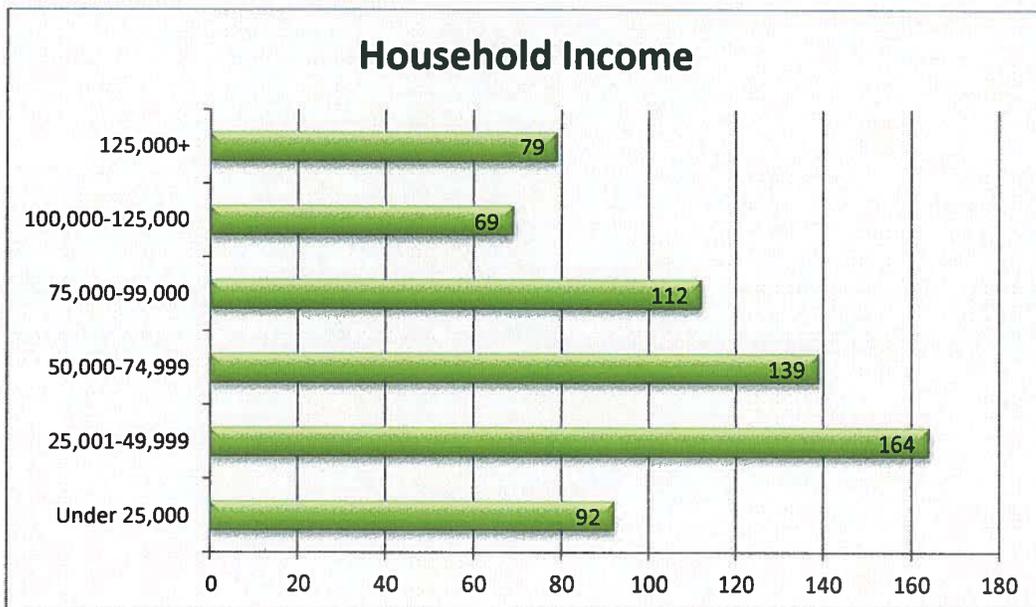


**Medford Parks and Recreation  
Community Needs Survey – Leisure Services Plan Update (Appendix E)**

Question 5 - What is your gender?

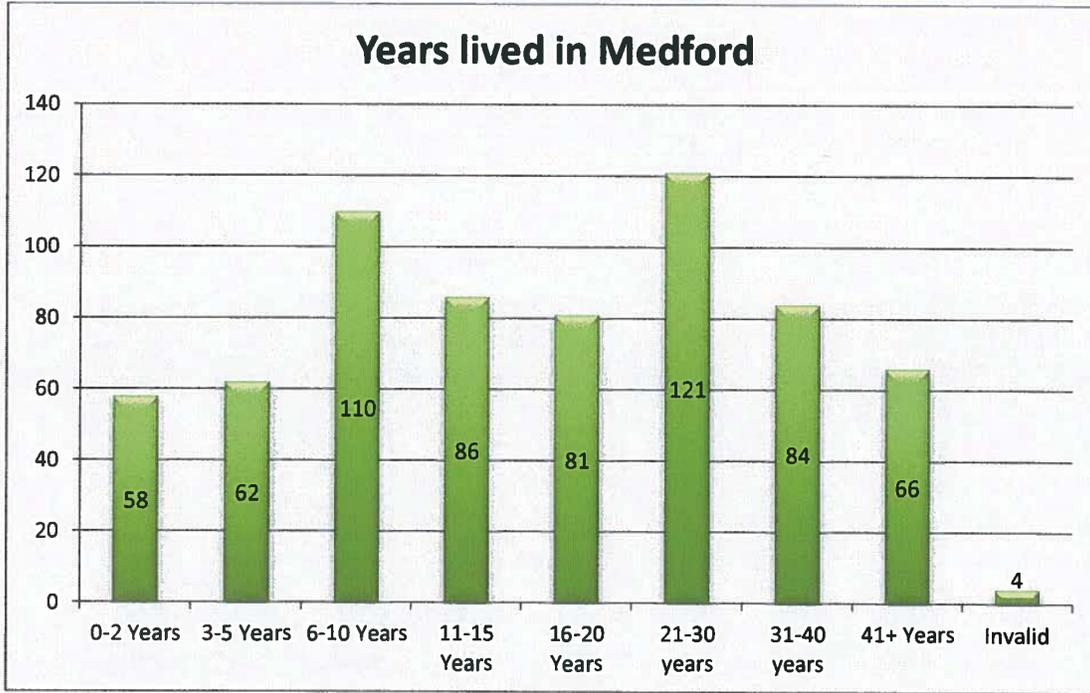


Question 6 - What is your household income?

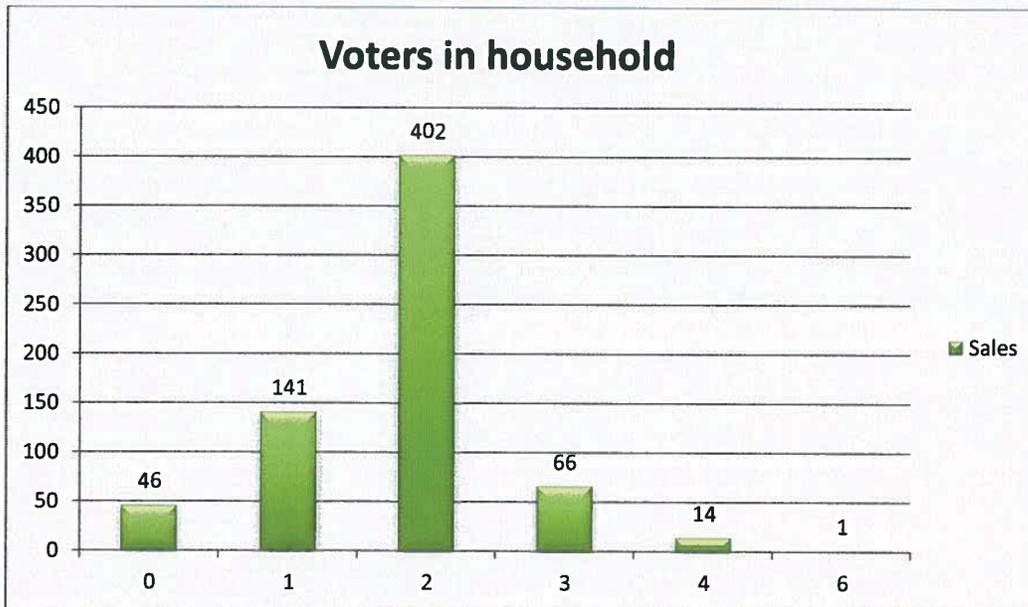


**Medford Parks and Recreation  
 Community Needs Survey – Leisure Services Plan Update (Appendix E)**

Question 7 - How many years have you lived in Medford, Oregon?



Question 8 - How many members of your household voted in the last election?

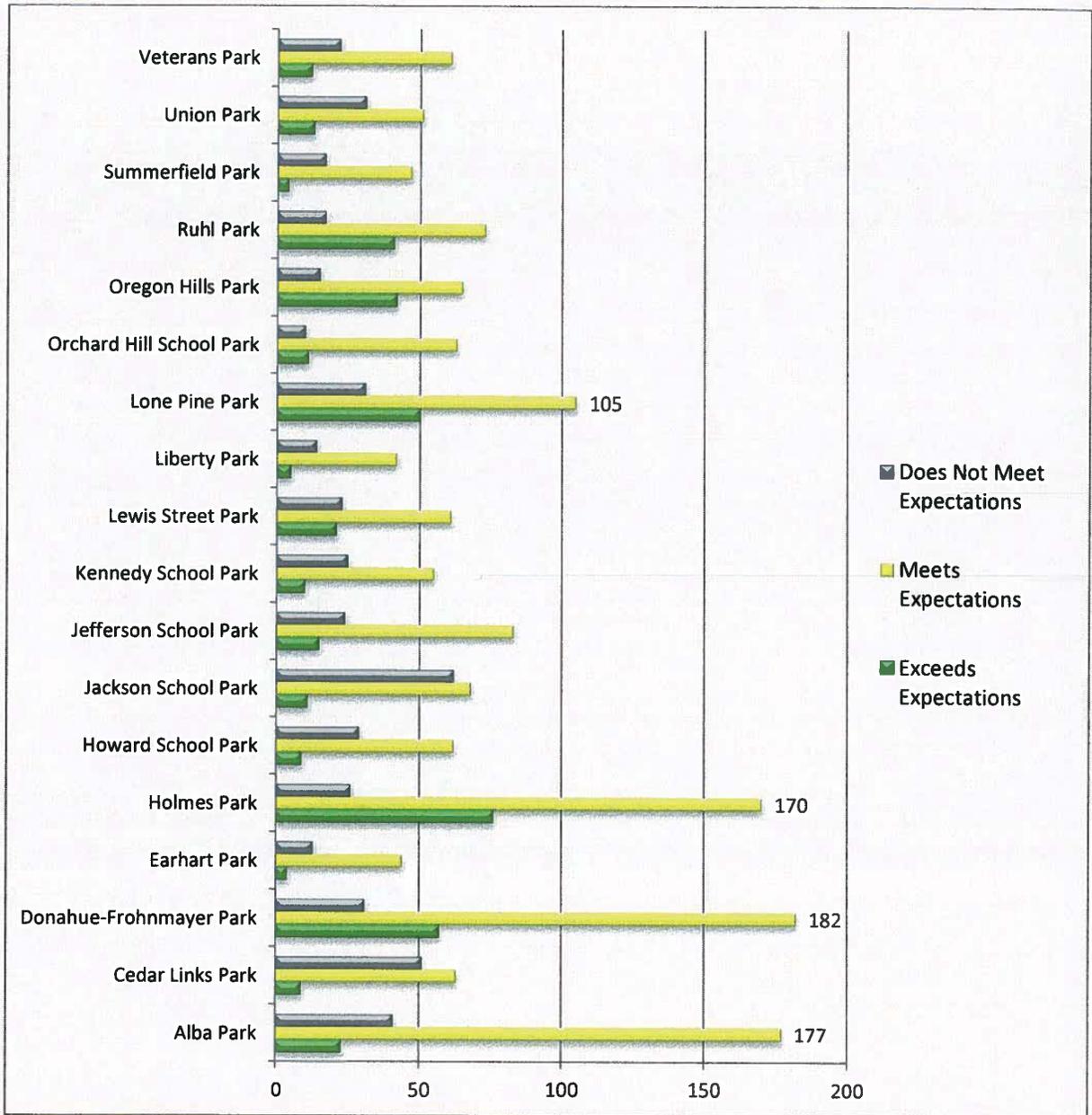


Total of 670/685 answered this question, with 6.8% not voting in the last election and 60% of household having 2 voters.

**Medford Parks and Recreation  
Community Needs Survey – Leisure Services Plan Update (Appendix E)**

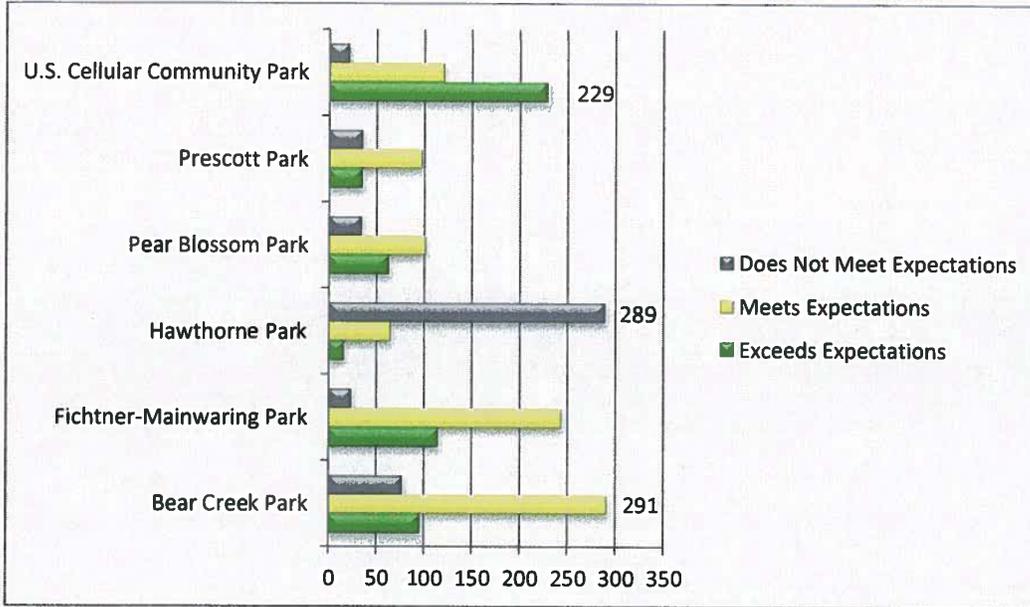
Question 9 - From the following list, please check ALL of the parks and facilities you or members of your household have used or visited in Medford over the past 12 months by rating physical conditions of each.

(Neighborhood Parks)

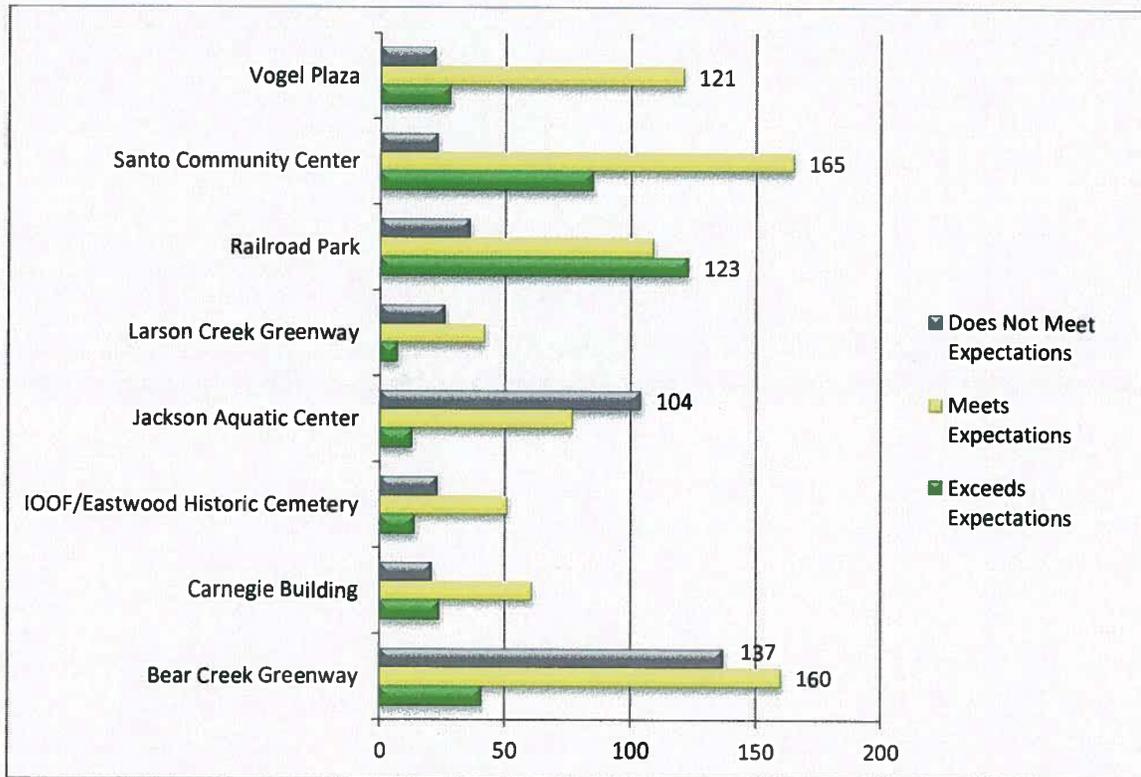


**Medford Parks and Recreation  
 Community Needs Survey – Leisure Services Plan Update (Appendix E)**

**(Community Parks)**

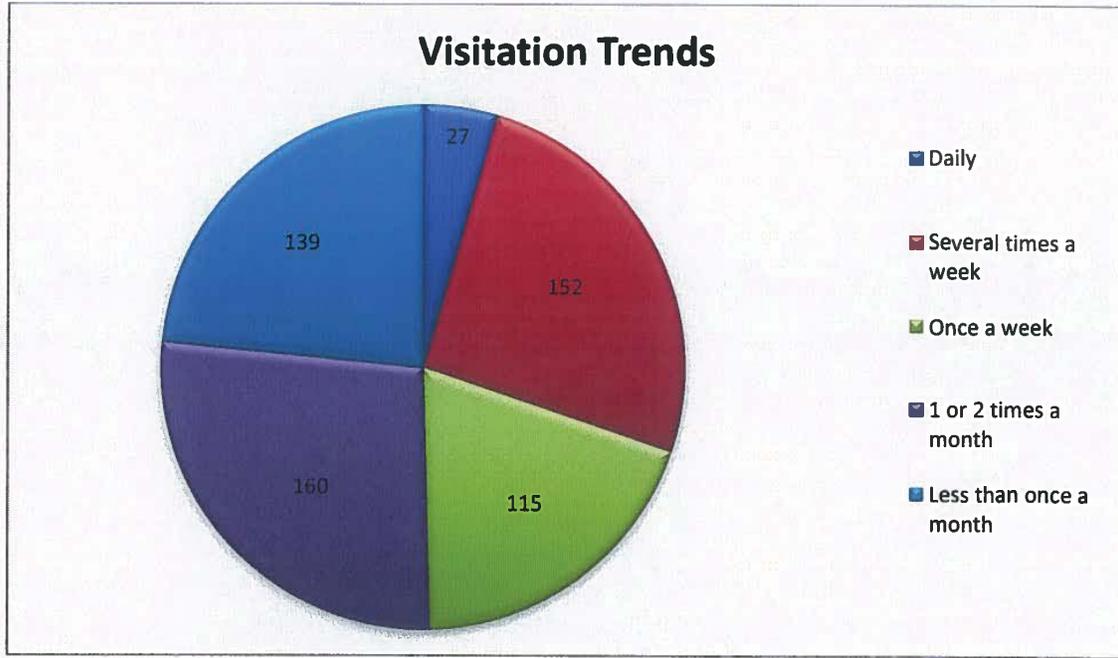


**(Special Use Areas & Facilities)**



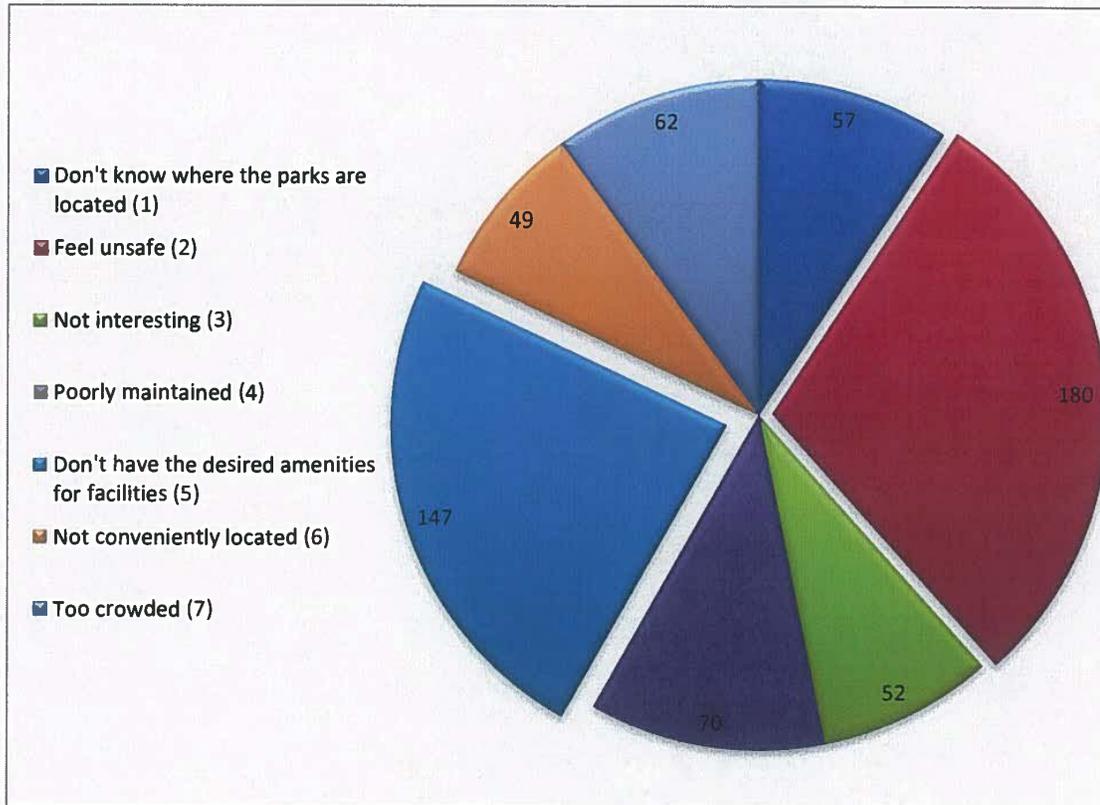
**Medford Parks and Recreation  
Community Needs Survey – Leisure Services Plan Update (Appendix E)**

Question 12 - Approximately how often did you or member of your household visit any Medford park or recreation facility within the past 12 months?



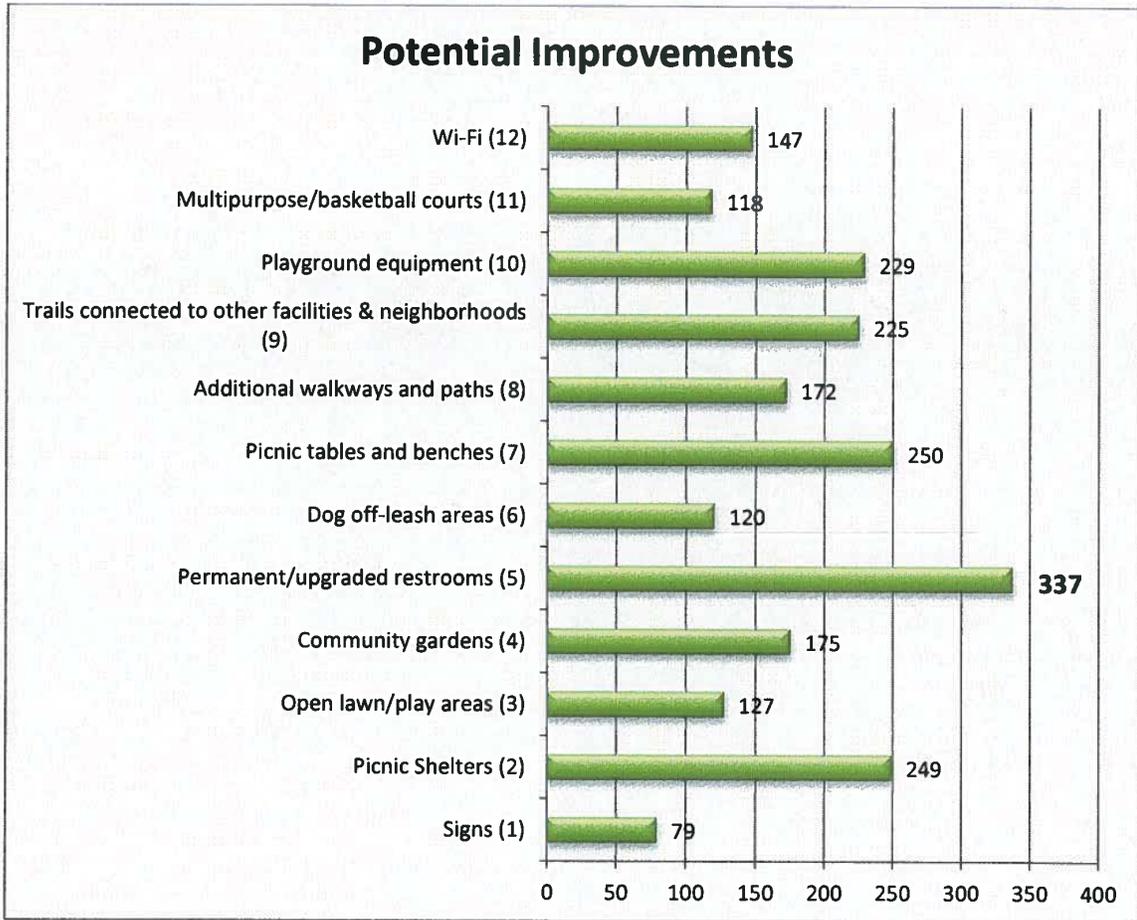
**Medford Parks and Recreation  
Community Needs Survey – Leisure Services Plan Update (Appendix E)**

Question 13 - If you seldom use or do not use the parks and facilities in Medford, what are your main reasons?



**Medford Parks and Recreation  
Community Needs Survey – Leisure Services Plan Update (Appendix E)**

Question 14 - Below are potential improvements that could be made to parks (Please check ALL the improvements you would suggest we address.)

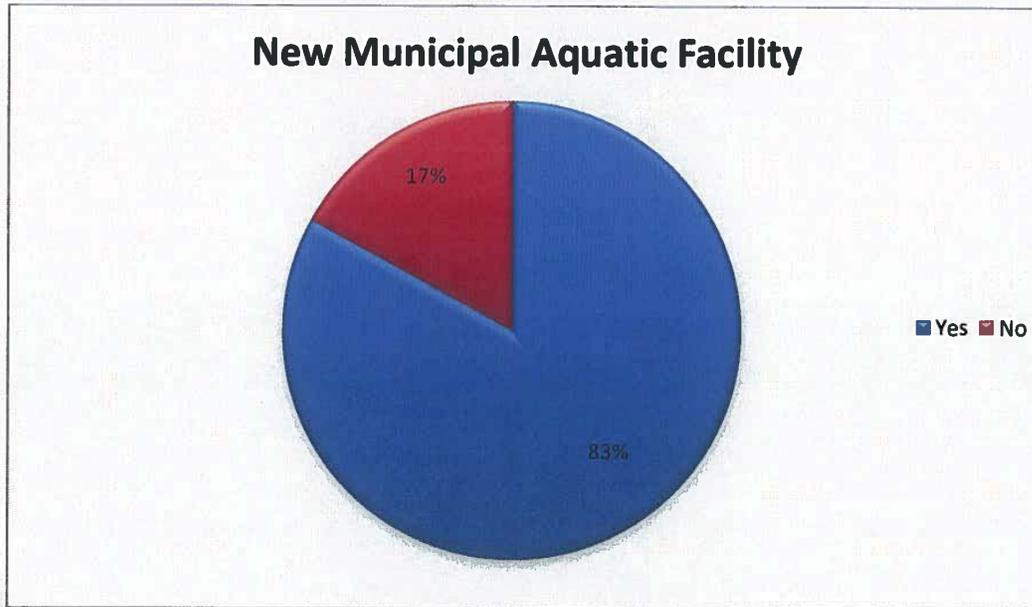


Total number of respondents: 543

62% of respondents want "Permanent/Upgrade Restrooms"

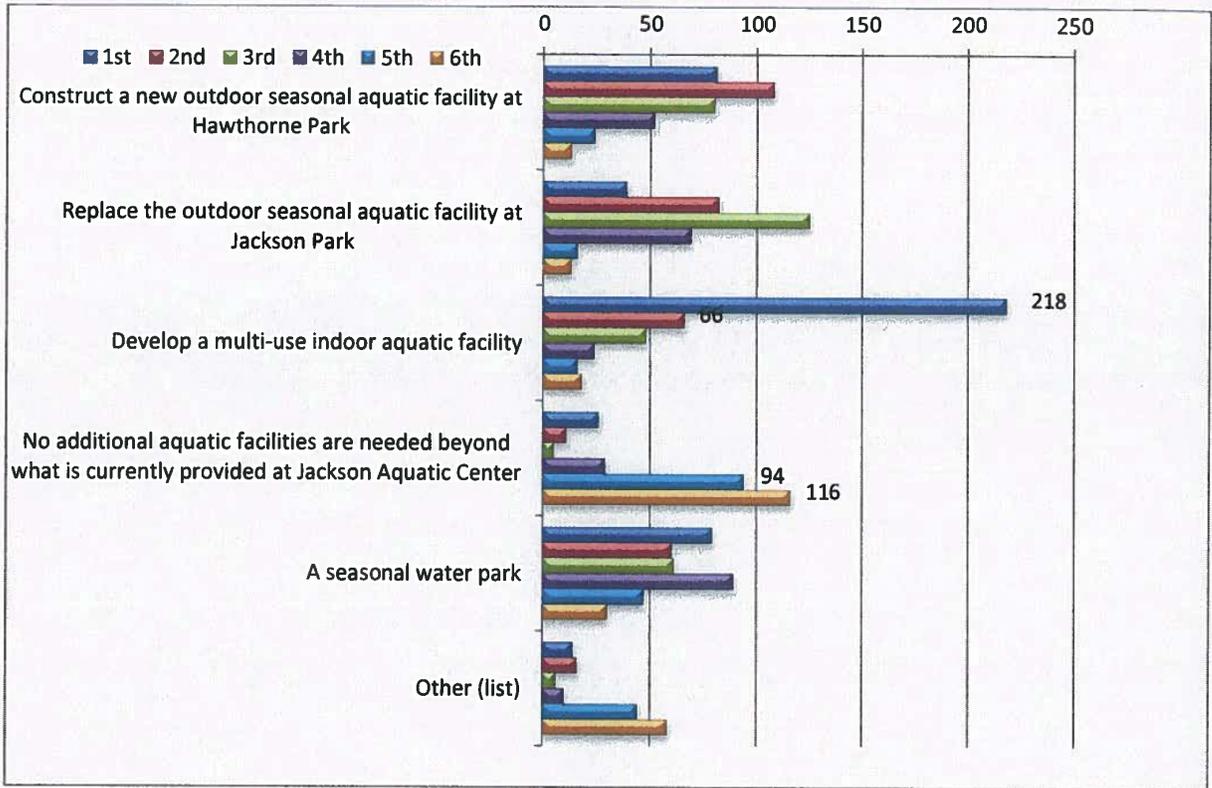
**Medford Parks and Recreation  
Community Needs Survey – Leisure Services Plan Update (Appendix E)**

Question 15 - Do you support construction of a new municipal aquatic facility in the City of Medford?



**Medford Parks and Recreation  
Community Needs Survey – Leisure Services Plan Update (Appendix E)**

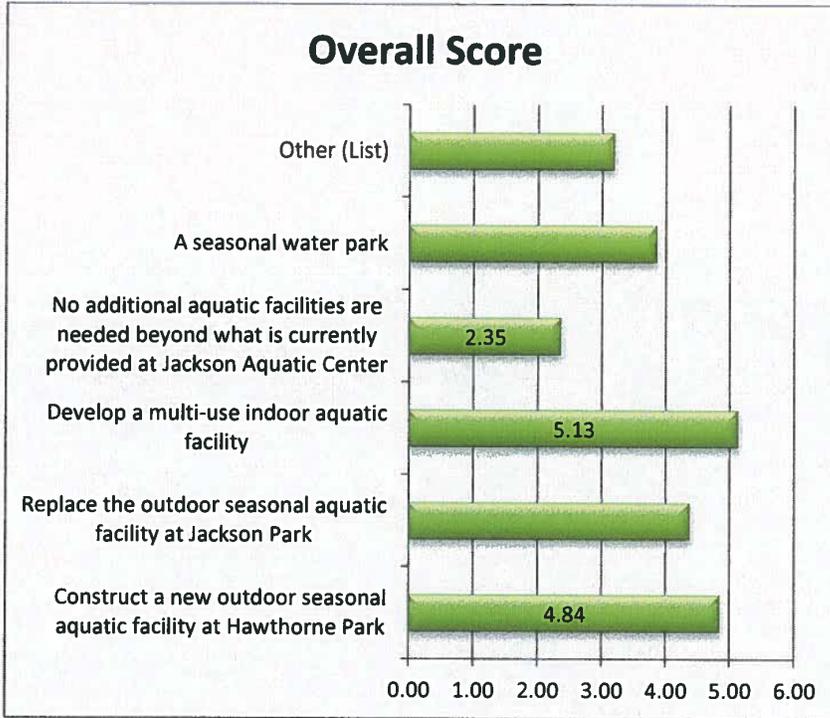
Question 16 - How should Medford meet future aquatic needs?



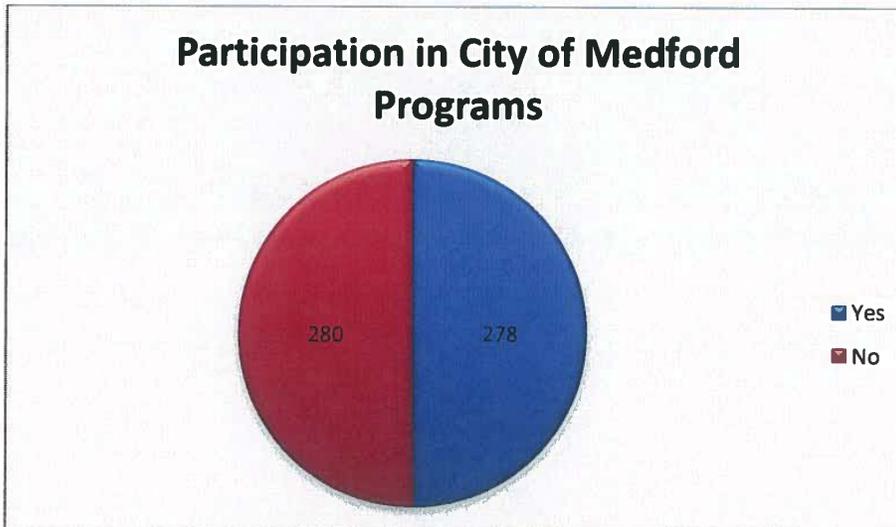
Of the 495 respondents who answered this question, 57% put “Develop a multi-use indoor aquatic facility as their TOP TWO choices, and 42% of respondents ranked “No additional aquatic facilities are needed...” as their BOTTOM TWO choices.

**Medford Parks and Recreation  
 Community Needs Survey – Leisure Services Plan Update (Appendix E)**

**OVERALL SCORE OF RANKINGS**

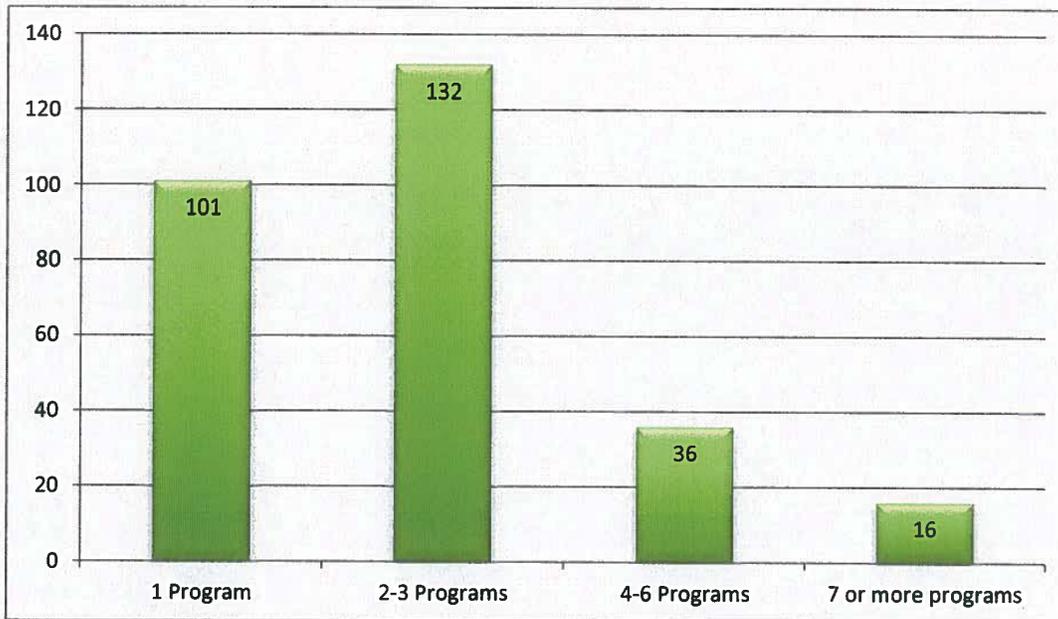


Question 17 - Have you or anyone in your household participated in a recreation program sponsored by the City of Medford in the last year?

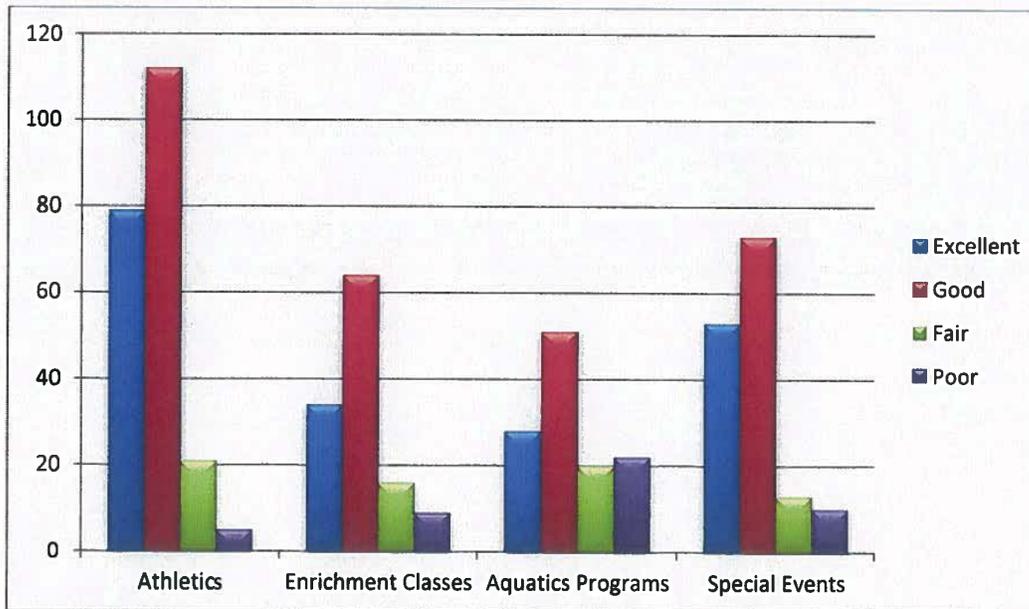


**Medford Parks and Recreation  
Community Needs Survey – Leisure Services Plan Update (Appendix E)**

Question 18 - How many different organized recreation programs offered by the Medford Park and Recreation Department have you or a member of your household participated in over the past 12 months?

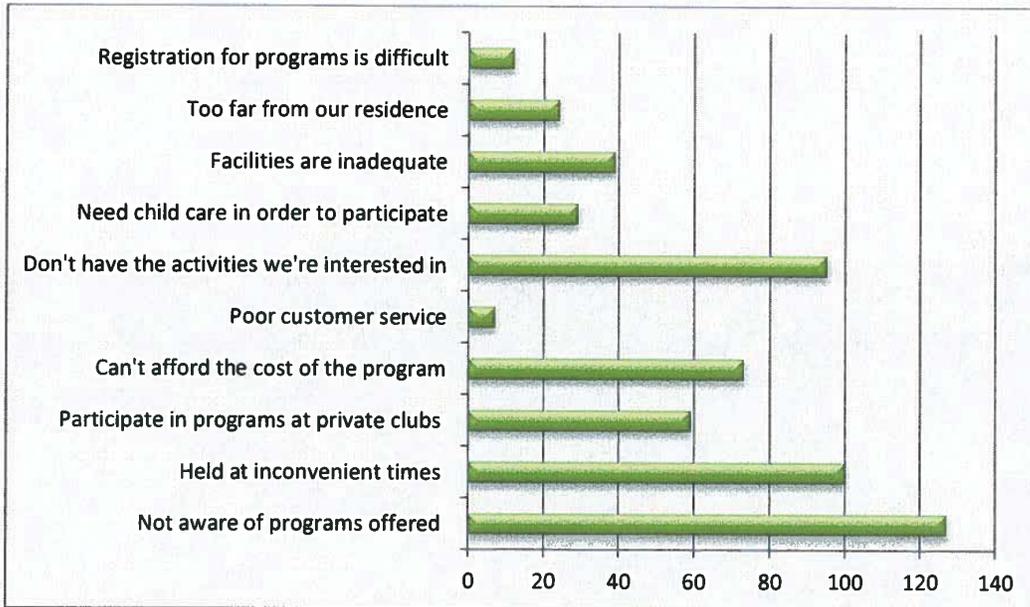


Question 19 - How would you rate the quality of the programs?

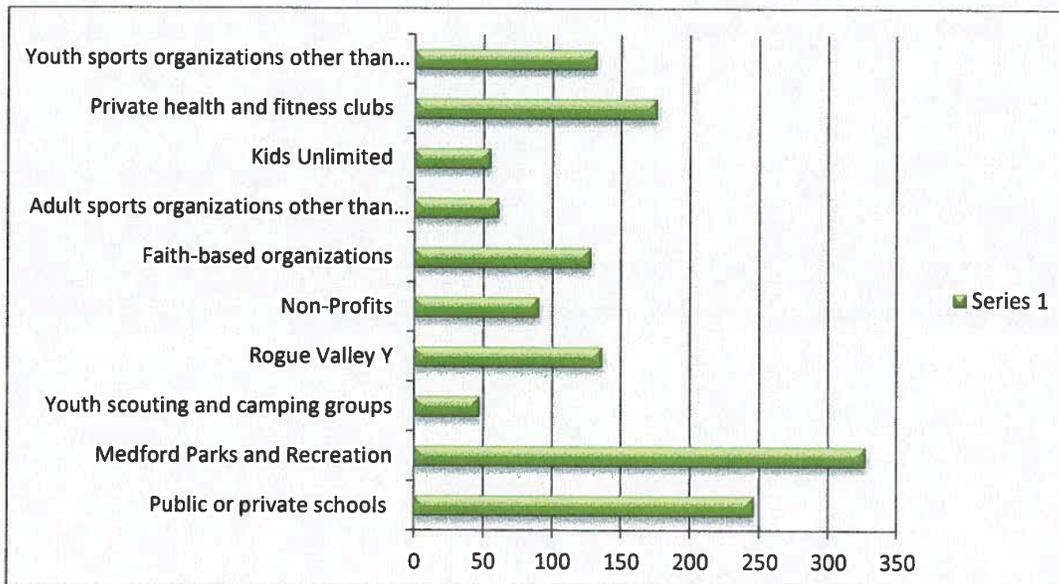


**Medford Parks and Recreation  
 Community Needs Survey – Leisure Services Plan Update (Appendix E)**

Question 20 - Please check the THREE primary reasons that prevent you or a member of your household from using recreation programs offered by Medford Parks and Recreation

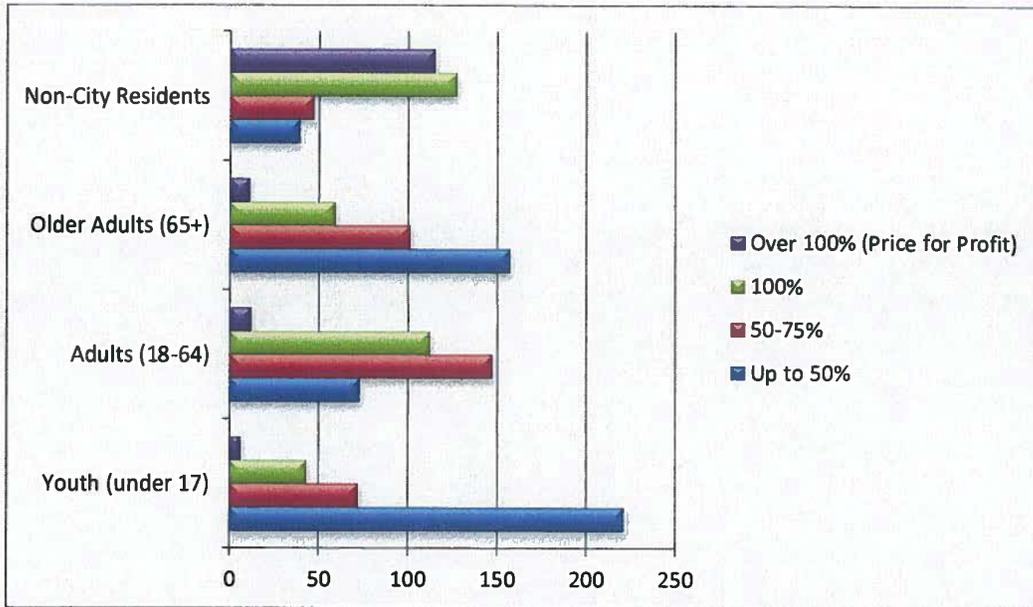


Question 22 - Please check ALL the organizations that your household uses for organized recreation programs and services

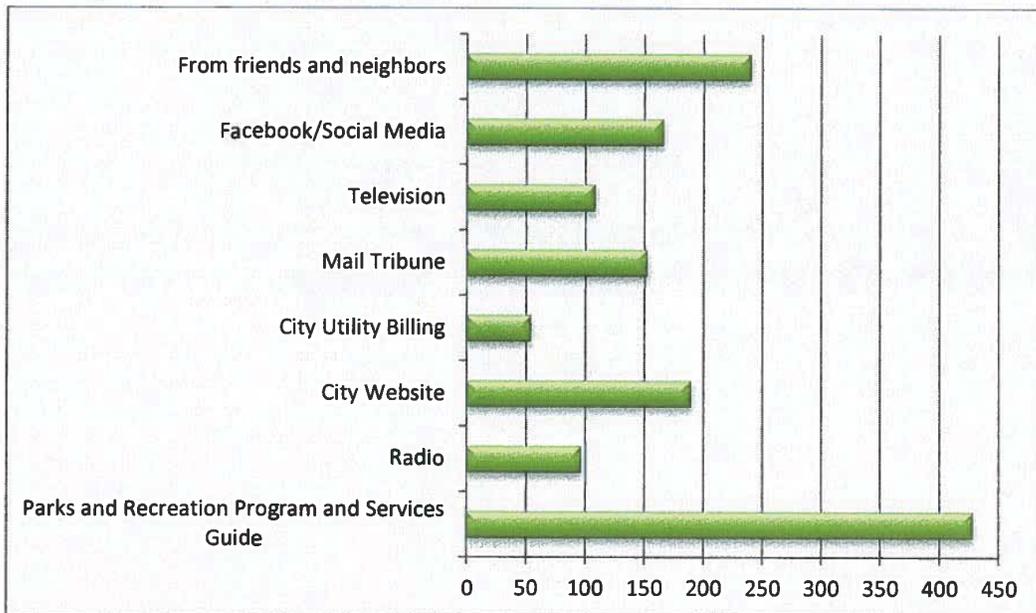


**Medford Parks and Recreation  
Community Needs Survey – Leisure Services Plan Update (Appendix E)**

Question 23 - Price for recreation programs offered by the City are based on a cost recovery policy approved by the Parks and Recreation Commission. What portion of programs and service costs for the various age groups should be recovered by participation fees?

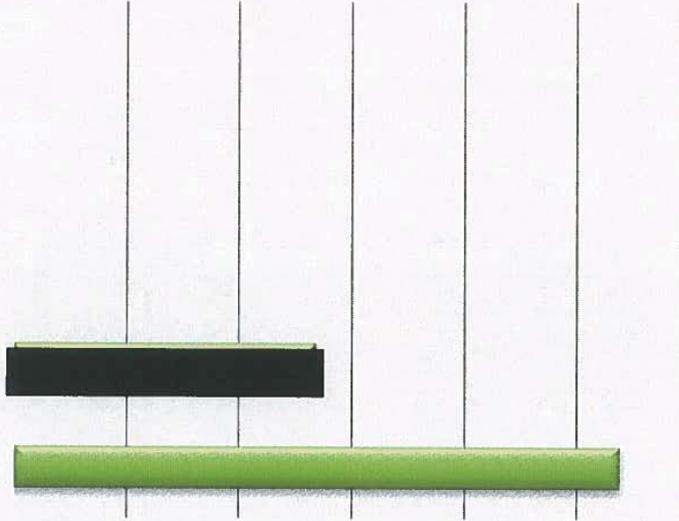


Question 24 - Please check ALL the ways you learn about programs and facilities offered by the City of Medford?



**Medford Parks and Recreation  
Community Needs Survey – Leisure Services Plan Update (Appendix E)**

Question 25 - How do you currently register for a program or make park reservations?



Question 13: If you seldom use or do not use the parks and facilities in Medford, what are you main reasons?

**Safety**

**Bums/Transients/Homeless**

Too many bums hanging around and no police patrols.

Too many transients at Hawthorn and **bear creek greenway** north of bear creek park  
do not feel safe on the **bear creek greenway**, too many transients

Transients

Uncomfortable with the gang and homeless presence

Fichtner Mainwaring is taking in more transient traffic all the time.

Hawthorn Park for instance is overrun with transients or people causing problems. I don't want me or my family in an unsafe environment. Even though this park is conveniently located, has ample shade and will be completely renovated, I am still hesitant that we will take advantage of the tax funded park as it will remain an unsafe and trashy environment.

Too many homeless, vagrants, and drug users

Homeless / crime

Hawthorne and bear Creek make us feel unsafe because of all the homeless or unsavory looking people hanging and sleeping about.

nomadic groups of homeless.

I would love to use the Greenway. Too many problems with transients, bums, etc. Really not a place I want to take my wife or grandkids. Medford should be embarrassed at the state of that potentially great area.

Too many bums hanging around

I walk the track at Lewis daily...hate the increase of overnight guest that I see in the mornings.

**Gangs/Drugs/Needles**

Last time I walked my kids through Hawthorne park in one day there was a group of people drinking liquor, another group smoking marijuana with 2 unleashed pitbulls, a man and women shooting up drugs and multiple homeless people sleeping. You can

renovate the park all you want but you cannot remove the drugs. My poor daughter had to walk through drug smoke.

We do not visit Hawthorne because it is so unsafe; it's just a hangout for bad people doing bad things. People intimidate those walking by just for fun. At the far corner (fire station side) of the Bear Creek Park there is a transient that on most days is nice, some he is not. My kids are not allowed in that area because of him and those that visit him.

Hawthorne and the bike path is underutilized because of the questionable people who loiter there - would be nice to have better community police patrols

Have witnessed drug use in random areas of the park (Fichtner-Mainwaring). We live within walking distance, and have A LOT of transient traffic past our home on their way to/from the park to buy cigarettes at market on Kings Hwy/Stewart.

Too many drug addicts that hang around

Druggies, crime

Most of the parks in city limits are run-down and dirty. Seeing dirty needles in the parks where my nephews and nieces are playing makes for a very quick exit for us. It also makes it to where I won't take them back to that park.

I will not take my family to Hawthorne Park if I can avoid it. We have gone to a couple events but I am uneasy the whole time. I have found needles and other paraphernalia on the ground and am not comfortable letting my children play there.

Drug activities are a major deterrent

Drug deals in Union park.

When there are druggies running around and needles in the bushes I don't want my grandkids playing there.

Gang activities/ tagging everywhere

We have also found needles and used condoms in the public parks, sometimes on the play structures. It's very disgusting, unsanitary, and harmful. I usually bring disinfectant wipes with us when we go to the park.

too much gang activity and homeless hangouts, play areas safe for children, safe sitting areas

Sometimes the parks feel dirty or unsafe... But it's not your fault... More the people using the parks. Such as transients on the bike path near bear creek and Hawthorne etc, we mostly visit bear creek and fichtner. I don't mean to sound judgmental, but a lot of people at the park look like they use meth etc. hard to feel safe w my baby. Especially

bear creek and Hawthorne. I will have summer off and look forward to exploring and finding / using more parks in our area.

#### Lighting

Better lighting for most, or all parks are needed- Especially so on the bike path.

the lights will be down for a week before its fixed. Why does it take that long!? Oh and it's always fun playing tennis at night with homeless people walking around every time. It's scary being alone with a girl at the park playing tennis and 50 homeless people are getting drunk behind the courts.

#### Dogs

I love going to our parks, but limit myself to those where I feel safe. Too many folks bring their dogs and allow them to run free with no leash, even though there are signs telling owners not to. It's not comforting to walk through an area where unleashed pit bulls are roaming around or worse, not getting on well with one another. Growling & barking and their owners are saying not to worry...I worry - that I can't get back to my car fast enough to leave.

I walk my dog over by the soccer field near Harry and David field because I feel safer.

Dogs off leash

Signs say keep dogs on leash and every time I go Big dogs are loose without leashes makes me nervous for my child and small dogs Stopped going

Inconsiderate dog owners doing things such as not using leash, not picking up after dogs, letting dogs chase the wildlife who call park their home, and blatantly ignoring posted signs about various rules/ordinances for whatever particular park... Irresponsible Dog owners do whatever they want because there is never anyone enforcing things

#### Miscellaneous

Safe parking

**Hawthorne** is unsafe

**Hawthorne:** lovely, convenient, unsafe.

**Hawthorne** used to be a great park & now feels completely unsafe. Jackson pool sketchy too.

Please please please clean up the **Greenway, Hawthorne and Bear Creek Park**. We are a family of athletes, we run, bike, and skate the greenway. It is beyond unsafe for both of

my children. I use the greenway to get to school and work instead of driving and feel threatened at least 3 times a day on that path.

I would love to walk on the **greenway**, but I don't feel it is safe.

The skaters are **Bear Creek** are fucked. I've had many problems with them just because I ride a bike past them. They are always drunk and the underage kids are always asking for bear money because their peers all do the same thing and also BUY them beer!

Safety and clean up **bear creek bike path**.

Would love to use the **Greenway**, but it sadly feels very unsafe. **Hawthorne** park as well.

### Restroom/Bathrooms

Bathrooms are gross. Ex: Fichtner-Maineering Lone Pine could use a play structure or swings and maybe a water area upgrade.

restroom facilities at Ruhl Park....an out house for a park for younger children, not acceptable and yet the playground is so ideally suited for younger children. I cannot tell you how many times I see people who are working and driving to different jobs stop to use the facility and then you have to take a 2 or 3 year old in and tell them not to touch this or that in essentially an outhouse! Just not appropriate.

Poor bathroom facilities.

There needs to be a toddler friendly bathroom at Ruhl Park! It was built for little kids and you have a port a potty. This is horrible for the kids to use and if the adult needs to use....most of the kids are to little to wait outside and it is not exactly big enough for two:)

Restrooms are never adequately maintained

Unsanitary Bathrooms

I prefer a park where there is a clean bathroom and a working drinking fountain. Tables are also a plus. Some parks in Medford are poorly kept with closed or not working bathrooms and drinking fountains.

They aren't open. Bathrooms aren't open and water fountain

I have 3 children and when we go to the park, often times my kids have to use the rest room or they get thirsty and the restrooms are locked or the drinking fountains are not working.

Restrooms are always locked.

### Time

I walked Roxyann every weekend with a friend year-round for years, but now I don't always have enough time and sometimes the lower gate is closed or maintenance work is being done.

No time

Little free time during daylight hours.

Too busy.

I don't have time.

Busy

Time (2)

Don't take the time

Just not on our agenda.

Too busy :(

Different activities take up time

No children and time constraints

Too busy working (to pay for extra taxes)

Very Busy

Busy Schedules

### **Pool/Water**

Also, the Jackson county pool has no clear website for its location, hours of operations, and prices.

Need big big water park...casino will pay for that x2....

The main reason why I'm filling this out is to let you guys know that it's great to see all the kiddie water parks but seriously Medford needs a water park for all. Contrary to popular belief not all of us have kids and would like to go and cool off as well. Build a damn raging waters or something fun for not for some. I will not vote for random pools and kiddie water parks anymore but I will vote for a large water park like in Redding ca. Thank you for all that you folks and for keeping our city beautiful. Just add some all age large water park.

Not enough aquatics need more community water parks

Doesn't have water features

More water parks/splash pads would be great!

we need a pool in the valley!!!!

As a family who is highly aquatic, we have take issue with the fact that there is no aquatic center with proper amenities and staffing. All kids are on a swim or water polo team, but are running out of places to go.

We need a 50 meter pool.

Swimming pool is dismal.

Feeling the loss of Hawthorne Park Pool

Pools are missing or too small should be at Bear Creek or at Cellular close to services even Cedar Links has enough room for a proper center. Your last proposal was way too expensive thus people did not want to pay for this.

No quality pool

There is no swimming facility, competition sized

There is not a nice, competitive pool.

I would like a public pool with water aerobics classes to maintain my health.

I did go to the big one in Central Point, with the water park. It was way too crowded, I could see my two year olds getting hurt by the 13-17 year olds running around. We need more water parks for Medford's hot summers!!! Please!!! You could put one where the tennis courts are at Roosevelt elementary, and one should also go in at Hawthorne.

I love water parks, movies in the park, sadly can't find most of them

### **Health-Related**

At our age, we do not have much need of any of the parks. Handicap access is also an issue.

Disability

We walk and we need benches to accommodate a person with hip replacement. Benches need to be higher and keep hip level with knee.

Not enough handicap parking and lack of handicap restrooms. Paved pathways would be very helpful for wheelchairs and walkers.

Not in short walking distance. I am handicapped

Recently had grandchild move in also most parks need to have a paved path that runs thru the middle like Stewart Park does due the need for me to get around easier to keep an eye on my grandchild due to me being in a wheelchair

Teenagers have bad language

Disabled husband, rarely leaves home

My arthritis, heat

Health issues sometimes

allergies

#### **Courts/Equipment**

Oregon Hill Park is nice, but needs either tennis courts or basketball/sand volleyball courts for people who don't have kids - even a running path (with natural ground- not paved)

I am looking for pickle ball courts.

No big kid swings at Fichtner!!!!!!

Tennis courts in disrepair

They don't have playgrounds, water features, or restrooms.

Oregon hill park needs to be expanded with swings, slides, more grass, frisbee golf

Wish Holmes Park had regular swings instead of the 2 baby swings.

No playground equipment at Oregon Hills Park, not much for kids to do.

We like to spend time at the Volleyball courts. There aren't enough tables to sit at. Also, we enjoy drinking a beer, but can't.

#### **No Interest/Use**

other interests

Doing other activities. We are looking forward to a dog park at Hawthorne Park!

Don't normally go to the parks. If there was an event or an occasion to go to that I was interested in I might but as a rule I haven't gone. Used to go to music in the park when they had it.

I only visit the parks when there is music or my grandkids are in town

Not appropriate for the uses I desire.

Lazy - don't want to get up and go.

Depends on activity I am looking for at the time

i live in GP

Our kids moved out and we work full time.

Kids are older, don't have too many reasons to go to parks anymore.

Not really interested.

A matter of timing with our Grandkids

Not interested in using them

At my age, the senior centers are where I meet my friends. When I was younger with a growing family, we used parks a lot.

We generally can only visit parks on the weekend and prefer Lithia Park for its diverse offerings.

We do not get out much anymore unless the grandchildren are here.

Used with family when able

Not much of a reason to go

We go to Central Point

Have large outdoor property

I hike the Southern Oregon trails or Table Rocks

### **Shade**

Have been to a few parks and some need more shade.

Some do not have enough shaded areas.

No shade

### **Location**

I do not know where all of the parks are located. I seldom go to Bear Creek park because I can't keep an eye on my children when on the play structures, they disappear. Fichtner Mainwaring I seldom use for the same reason. Too many people and on the playground there are "blind" spots. I cannot keep a constant eye on my children.

would like to know locations and services. Suggested paths for walking.

Accessibility to the park via bike paths from neighborhoods. No working water fountains

Looking at the list there are a lot more parks than I knew of and a lot of them that I don't know their location.

Just moved to Medford and have not had the time to see all the listed park facilities.

We need some parks in the Mallard Lane and Dragon Tail area.

How about a park near the subdivision of Elk Creek Estates

Not any close to house

#### **Current Users**

The parks I use meet my needs.

we use the parks in Medford. We value what the parks offer to our community.

I use parks for my daycare children.

I do visit the parks with my child. I think the facilities in Medford are satisfactory

#### **Disc Golf**

DISK GOLF SOMEWHERE would be great. As it is most park time is spent in Josephine county.

no disc golf

There is no disc golf course for our family to play.

#### **Miscellaneous**

Fence is locked at Jefferson. We prefer it because of the fence (keeps the kids safe). Cannot access it

Doesn't have a comfortable BBQ area

Needs yard workers.

Parks near me are not dog friendly

Bear Creek park: parking

Lone Pine: needs more picnic tables

We need a park that has an adequate picnic area (Or several areas) for groups that are secluded enough you aren't on top of another picnic group.

Chemicals used in grass for weeds... Such as weed and feed, roundup etc. my baby is 8 months and I don't want him crawling in grass with chemicals. Not enough shade in summer or cover in winter

Unsupervised kids

Weather's too cold, but will visit parks now that it's warmer.

Very few places for parents to sit

Hawthorne park!!!

Please make all parks smoking free. We don't need our kids subjected to someone else's bad habits. We belong to a local gym and do not require an aquatics park for our family and friends.

Mainly sports related

Question 14: Potential improvements that could be made to parks

Pool/ Water

Pool (x13)

Water Park (x4)

Water parks (x2)

BIG BIG WATER PARK.INDOOR...OUTDOOR

love to have more water parks available/not enough swimming pools

Olympic-Sized swimming

Olympic year round swimming and Water Park

Indoor/outdoor 50 meter/25 yard pool

Medford needs a competitive pool

To get a 50 meter pool in Medford

50 meter competition swimming pool

Indoor competitive 50m swimming pool with amenities

Water Features

water features (x4)

Making sure the water features work

water or splash pads

Add Additional water features/splash areas to additional parks.

hand-powered splash pads are a poor choice for new parks

Spray grounds

Aquatics

aquatics facility

Aquatic Park with lazy river and pools and ocean pool

Year Round/Indoor

More Pools (focus on year-round, indoor facilities; a regional level, multi-city/county cooperative facility could be a good solution. Partnering with high schools/community college for a second facility partnering with high schools, community college, etc).

Hawthorne Park year round pool and not dog park

Year round pool facilities for team sports and recreation

Indoor swimming pools

Community/Multi-use

covered pool area multi use pool see Salem pool center

Providing our community with a new multi-use indoor swimming facility

Community pool for adult use

Miscellaneous

Ponds, Ducks

Put all slides facing north so they won't burn sensitive skin

offer swim lessons on weekends

Water play!!! Safe water play!! Not on concrete, on that soft rubbery material.

swimming

Security/Safety

Transients/Homeless

Get rid of the transients, drug addicts.

clean up drug users and homeless

Fix the homeless presence!

Less hostile and mentally ill and drug users.

Too many transient

there are some scary people that hang out in the parks which can be a deterrent for visiting.

Ban all homeless

less homeless

Please do not install Wi-Fi as this will draw transients to the area.

#### Police/Patrol

Visible Law enforcement

Increased Police patrols

Permanent law enforcement

Security/police presence

Armed guards at Union

police foot patrols

i think we have great parks..... would be nice to have additional police patrol just as a preventive to discourage drug activity

#### Miscellaneous

CAMERAS!!! I'm tired of cleaning the f word off the walls in our children's park!!  
CAMERAS CAMERAS CAMERAS

make them safe

cameras

Creating a safer environment

Enforce vagrancy laws.

#### Improvements to Parks

##### Shade

shaded toy or water areas for observing

Shade (x2)

We don't go to some parks because there is no shade around the play area. I have a son with sun sensitivities (albino) and that is very important

shade trees

Increase shade over play structure - the sun sails at some of the parks are wonderful!

play areas could have more cover to allow for shade

More shade at some especially Lone Pine splash park

trees

shaded picnic areas near the playgrounds so parents can see their children

#### Lighting

Lighting

more lighting

Adequate lighting. I take my kids to movies in the park and always leave before the movie is over because the parking lot is very dimly lit.

Better lighting

#### Disability

Handicap access

easier access for mobility-impaired/wheelchair folks

#### Seating

Benches (for parents) near playground.

#### Disc Golf (Frisbee)

Disc golf course (2)

disc golf (3)

Disc golf course needs to be built. This is extremely inexpensive

#### Courts

Also, more Tennis courts (and, repair Holmes park court).

sand volleyball areas

redo tennis courts at Holmes

Sand volleyball courts, tennis courts

Sand volleyball, badminton

backboards for tennis drills and handball

tennis courts (2)

pickle ball courts

Repair tennis courts

more sand volleyball courts

#### Bathroom

Bathrooms which are always locked (summer field)

#### Pathways/Grass

no new trails in Prescott

I strongly feel the bike path would be nicer and safer if all the overgrown growth was cleared out. I see homeless camping along the creek.

lawn and pathway maintenance, fencing

please don't spray all the grass

stroll gardens with private study areas

#### Parking

Parking lots

Parking (2)

#### Equipment

Fitness equipment

More appropriate playground equipment for younger children

More climbing/play structures for older kids

Rubber matted toddler play areas

Toddler areas

#### Miscellaneous

a small pocket park in each neighborhood maintained by the local residents

chess/checkers tables, fire pits

NO WIFI! You should be there to be outdoors and with people not on an electronic device.

I think community Gardens is the most impacting and cutting edge addition

Educational signs about flora, fauna, geology etc

Ecological focused management of natural areas: improving ecologic function

sUAV friendly areas (?\*)

Covers US Comm. Park for dugout. Ones that keep water off you.

Marked turning circle at Prescott upper gate

Put in a way to wash off the sand at the Oregon Hills park and we would visit more often.

Bike Jump Park

Maintain Vogel Plaza

Dog-free areas

East Medford!!!!

Should include clean water & Doggie bags at all

Question 20 (R2): Please check the THREE primary reasons that prevent you or a member of your household from using recreation programs offered by Medford Parks and Recreation?  
Other...

**Cancelled**

Programs cancelled

I registered for 2 classes last year and they were both cancelled

**Time Restrictions**

We are busy so it is hard to do programs. But we just signed up for a summer indoor volleyball team and are very excited.

Busy--three jobs, two choirs, volunteer work, two grandsons!

Looking for a compatible time to attend Tai Chi class

Limited time

Just got out of the habit

Too busy (2)

Not enough time.

I don't want to commit to an activity.

Busy with sports and life

Don't have time.

Not on our agenda

Just too busy. Not a fault of the park department.

No real good reason, full time student, busy life

Classes were at times we work

Kids are too young still to participate in most and we're too busy

Too busy

No time, too busy already

Travel too much to use

Timing just didn't fit my schedule.

I have a more-than-full-time job, a house/yard/garden to maintain and a family...

### **Disability**

Afraid to use Carnegie Building because of lack of handicap parking. Haven't investigated the distance to the class. Santo Center is convenient.

too old

Our autistic young adults are booming now, they need a place that is safe and comfortable to swim with warmer water and with a spot to just get a grip if overwhelmed.

Not many are available to the mobility-challenged...such as bus trips from Santo. the bus has no access for my scooter.

Not enough parking and handicap parking

health limitations

i have been working on finding a life after getting into a wheelchair

Husband ill- I work out a gym and still work full time

Too old and fragile

I'm old and I don't participate in most outdoor activities. I might if there was a water park.

### **Safety**

Don't want my kids around drug addicts and sex offenders

**No Interest/Needs Already Met**

Prefer just having open green space available for my own activities. I used the facilities more when my children were young.

We didn't take advantage of available programs.

No current interests, busy. Fearful being too crowded. Personal needs are currently being met...

Not interested.

I participate in programs offered for seniors elsewhere.

We do not get out unless we have family visiting.

Use when family members are in town

Don't need parks

I am only a part-time visitor, second home, but do plan to retire here

I was out of state until recently.

We use the North Medford Senior High school tennis courts

**Pool/Aquatics**

I want to put my child in swim lessons but work during week.

We also signed up for summer swim lessons.

Indoor swimming adults only

Medford needs a new Pool

There isn't an aquatics facility

No pool to help support competitive swimmers, no pool to host meets

Swimming classes fill so fast we have missed out on last 2 years

Swim lessons- not enough pools in the area

Love the free swimming lesson sessions

**Too Young**

Kids too young for evening hours

Not of age

Not enough activities for grandson

**Miscellaneous**

Racquetball courts

Looking for programs, boy age 16. Baseball/Basketball

I am looking for Senior Programs in addition to regular Adult Programs. I recently moved from Independent Living housing into my own home and have just begun looking for activities I can attend. I prefer gentle exercise programs or sit-down lecture type programs. I do plan to see what the Library offers in sit-and-listen type activities. Thank you for allowing our input.

We receive a booklet about what programs are available but haven't read it

Please advertise your music at the commons for the Friday/Saturday concerts.

They are fun for the family and a good mix with the Farmers Market and

Starbucks. This is the economic stimulation we need to get people to return to downtown and shop, not just drink alcohol on the weekends.

Yoga, sightseeing, dance, core exercises

We've wanted to do Prescott Park adventure camps for kids but can't afford it.

Yet we make too much to be scholarship eligible.

Have small Chihuahua, we don't leave home

Can't afford cost of adult programs

Question 21 (R3)- What new recreation programs would you like to see Medford Parks and Recreation offer?

**Pool/Aquatics**

Indoor Swimming

Water park with plenty of parking, something for all ages.

An outdoor water park with an indoor all year pool.

Outdoor Water Park like in Redding, Ca

Swimming pools

Extreme water park for indoor and outdoor use, that way at lest it would cover some or all cost , that the parks services.

Water parks and rec.

Water aerobics at a new indoor aquatics facility

A new indoor/outdoor pools facility that offers year-round swimming lessons for child safety. VERY underserved safety issue for your youth!!!

Aquatics Swimming Water Polo

We want an indoor aquatic center like the one in Eugene (Willamalane).

An indoor pool for meets. A good example is the Willamalane facility in Springfield OR.

Accessible swim lessons

A 50 meter competitive pool to support our youth teams. To grow public swim lessons and provide more jobs for our teens. Our swim community through club and high school is large and Medford lacks the facilities. This would give our seniors and other athletes in valley the opportunity to stay in shape year round.

Multiuse part indoor pool and part rec center. Clackamas has a great center with rentals and vendors for groups and still provides for sports like water polo and swim teams and dive teams

More outdoor water parks

Swimming, water polo, diving

all year round adequate swimming facilities

Aquatic

Aquatic Center

A new, multi-use aquatic facility

New and Improved indoor swimming facility.

Swimming programs

A new 50 meter swimming pool facility

Indoor Aquatic Center

A new indoor 50 meter pool with water park for our children

An aquatics center that is open all year and can support competitive swimming events and allow multiple teams practice weekly

50 meter pool

Aquatic Center

YEAR ROUND SWIMMING!!!!

We have great parks and an awesome bike path. Please focus on cleaning them up instead of building new. **Except a seasonal water park....I think that's a great idea for the area.** We visit Redding and great wolf resort a few times per year.

Scuba

Water Polo- Adult and pre-high school

Water polo (2)

Swimming- Need Olympic sized pool to bring competitive swimming to Medford.

Indoor Water! Not a seasonal park, but year round.

An indoor aquatic complex that offers things like water aerobics for people with disabilities  
water parks for kids- teen activities.

We need a good size water slide/pool area even if it is spendy... Water slide

Something for seniors only with a pool. Or a designated day for seniors on the East side of town.

I do not believe that the city of Medford should invest in a public pool and especially a water park. look at all the complaining and upkeep that they did not do in the 30 years on the current pools. A company needs to run a pool and or water park to make money and maintain the facility. City of Medford Park & Rec cannot run a water park.

### Classes

Better, inexpensive swim classes.

Bring back swim lessons during summer camp.

Swimming classes once a new aquatics facility is completed.

Swim classes

Infant safety swim

Earlier in year swim classes

### Arts and Crafts

Art

Adult arts & crafts classes

Art classes, pottery, stain glass, mosaic, yarn making, weaving, wood working

Woodworking

We would like arts/crafts classes that don't last all day, Just a two hour program or similar. Perhaps it's already offered this year and I failed to check.

More arts and crafts

Sewing, crafts, woodworking, etc.

Ceramics/pottery

Auto shop, fly fishing

Art and craft classes.

Might like to see knitting and crocheting in addition to the tatting

Creative Writing

### Outdoor Activities

More gardening and self-sustenance classes

More open space is needed to keep people occupied and out of trouble. We don't need fancy parks, just basic open space. How about getting back to basics with shelter houses, swings, teeter totters and sand boxes and summer programs that allow children to stay in their neighborhoods and parks and rec bringing balls, games and crafts to share with the kids? Money could be saved by building simple facilities that can be used year round. I think it's a shame that school playgrounds are considered park space when they are not available during school hours.

Honestly...LARPing. Live-action roleplaying. To help get those who are normally indoors, outdoors. Get the community to see different kinds of recreational activity.

Boot camp! I LOVED it and would enroll immediately if it was brought back. I went when it was in Hawthorne, I went to the Santo. I lost lots of weight and I was in excellent shape.

Adventure camps

Develop Bear Creek

Improve the Bear Creek Greenway by planting more trees--good job already!

White water rafting, hiking the southern Oregon trails, hiking northern California trails.

Zip line, out-door seating, beer garden

More gardening

Mountain bike trails

Programs are okay. How about facilities? - walking trails and bike paths

Rogue River and Bear Creek activities

Guided nature hikes of Bear Creek Greenway and Prescott Park.

Neighborhood walks

More outdoor programs for teens

Outdoor summer camp sleepover (tent/cabins).

Bike trails

More walking pathways, more bike paths

Travel, field trips

#### **Family-Oriented**

Free Gang prevention seminars for families

Large family facility

Family painting

More interactive family

More family activity's like move in the park. I also love bouncy house

Free or affordable summer activities for low income families

#### **Senior-Focused Programs**

more senior programs

Senior Bingo

Computer and craft classes for seniors. Exercise classes for seniors.

Senior fitness, particularly classes that help with flexibility, agility and balance. This needs to be a low pressure environment that encourages whatever activity a person can do, without making people feel like they have to compete with others or keep up with them. Having a friendly environment that promotes social interaction would be helpful, too.

events that are safe for the senior citizens

Teaching/assisting older citizens with learning how to keep up with computer programs, bus trips for Sightseeing our gorgeous state that have disabled access.

Senior fitness with hours for those of us still working Culinary education - "Chef School" How to prepare local produce-asparagus to squash Dancing classes - Swing-Tango-Salsa Yoga for seniors - early am or evenings Sustainable Living idea and DIY

Out of Chair, on to sidewalk instructional and support classes, Senior games, activities, chances for interaction

Tai Chi for people who are in their 60s and older in a building not outdoors due to weather and allergies.

Senior swim nights

#### **Adult-Focused**

More Parents Night out!!

Bring back parents night out!! We have a hard time finding a sitter we can afford. Keep Bathrooms clean and odor controlled P.U.

More evening adult classes at different schools or churches.

Cooking classes, more in depth photography for adults and teens\*

Adult flag football

USSSA Rules Adult Slow-pitch Softball League

maintenance classes for adults would be nice too

More diverse adult enrichment classes

More adult sports that are welcoming. I would like to participate in soccer or softball but am not experienced and don't feel comfortable joining a team of strangers.

Adult playground/ American ninja warrior type obstacle course

painting group classes for adults maybe with wine

Leagues for the over 50 years old

Learn to speak Spanish classes (adult)

**Mommy and Me**

Something for new moms. Mommy and baby yoga, or mommy stroller walks with a group

Mommy and Me groups or classes

More parent/child classes

Prenatal Yoga

**Young Child-Focused**

T-Ball for preschoolers

Music and dance classes for preschoolers and 5-8 year olds.

Anything athletic for younger children (4 and under)

Toddler/parent swim classes

More stuff for younger kids (under 5)

children dance classes, story times

Kids golf, kids gymnastics

Toddler programs

Tumble classes for kids

Lacrosse for kids. Girls & boys.

More interactive toddler and youth programs that are offered on the weekends or evenings. Bicycle safety clinics for youth (like they do in Ashland)

More programs for children 3-10. More options for summer like varied days similar to preschool for the sprites program.

Multiple sports for youth under 8 NOT on Sunday (We honor the Sabbath)

More options for small children (under age 5)

CPR for young people to learn, ages 8 & up.

More day programs for kids

Park sponsored tee ball/ baseball

Grade school programs

More youth games

More youth programs that are available after work hours so working parents can get their children to things (sports , classes and such). Not all of us can get our kids to something that starts at 3 or 4 in the afternoon and would love an evening option. Also, during the summer, programs need to offer early drop off for working parents and transportation if the will be at other sites (such as the arts and crafts camp at orchard hill last year) and maybe some full day classes, not just 9-12.

**Teen-Focused**

CPR/first aide basics for younger kids

A safe place for kids where you don't encounter used needles

More for teens

Babysitting for young teenagers

Cooking classes, more in depth photography for adults and teens\*

Something for teenagers

More sports teaching classes, more ages summer camps for the short day for older kids -12

Teen activities

**Health/Sports**

**Exercise/Fitness/Healthy Lifestyle**

More exercise programs; Pilates, yoga, Tia Chi, karate, etc

Evening, weekend. Yoga, Tai Chi.

It would be nice to have drop-in fitness classes like Yoga and Zumba without a multi week commitment.

Yoga, Pilates

Fitness and wellness seminars, Healthy living awareness

Fitness

Tai Chi Chuan (no qi gong)

Yoga, tai chi at the Santo Center.

Nutrition, cross-cultural and cross-generational activities.

More Zumba

I want the color run to continue to come to Medford.

More exercise classes

Health Care, exercise programs

Tai Chi in the park

Marathon training (Portland)

Kung Fu

**Sports/Games**

Disc golf (5)

Disc Golf Course

More sand volleyball

I'd like to see some opportunities to play volleyball and softball without having to pay over \$100, I'm wanting to do it for fun and paying that much takes all of the fun out.

Roller skating, maybe a combined effort with a roller derby team.

Ultimate Frisbee

laser tag

Field hockey for girls!

Indoor recreation facility. Basketball, volleyball, weights, cardio, possibly pool.

Pickleball (2)

Wiffleball.

Dodge ball

Golf classes and Cyclocross Youth and adult programs

Golf...kayaking...

Racquetball tournaments.

Bowling leagues for low income adults and children

Summer baseball leagues

Lacrosse

More tennis classes or tournaments

Karate tournaments public nights.

Cheerleading and gymnastics

**Computer/Technology**

I like computer classes, social media

Everyday technology skills (cell phone, tablet, etc.)

Social media- now only twitter and Pinterest

Computer help

Excel classes (Beginning and Advanced)

**Dance/Music**

More piano, guitar, vocal opportunities

Better guitar lessons

Dance freely nights

Music lessons

Ballet, tap, jazz

**Miscellaneous Programs**

Cooking, nutrition,

Middle-age adult or multi-generation sober evening and holiday alternatives like game nights, ping pong, make something out of re-purposed stuff, potluck, cards, obstacle course, meditation, travel slide shows, new comers mixers, etc. - not requiring pre-registration or skill. (but also not a homeless magnet)

sUAV familiarization and safe operation 101.

More community safety and awareness type classes. Things like: Safe guarding homes and neighborhoods. How to prepare for disaster/severe weather. Gang awareness. I could think of a lot of things I would attend a workshop on.

Genealogy class

Baking/Cooking classes, and Kickboxing

Concerts/ Movies in the Park

Robotics, Math, Science, Partner with Science Works

Dog friendly parks or areas in parks

More for seniors and singles. Meet and greet or meet and do outdoor activities

I would like to see activities that are offered more on weekends for adults and children. Too often I am unable to attend because it is during work hours. This is a complaint I hear from my Daughter a lot, she is not able to have my Granddaughters join activities because practice is during her work hours

#### Other Comments

Our family is very involved with the Singler Open basketball tournament held over Mother's Day weekend. We just had our 9th Annual event and it was the best yet. In my mind, this is the best held secret in our region. If you were to ask the general public which is a bigger event, the Rogue Memorial Soccer event or the Singler Open, likely hands down people would say the soccer event. But, the numbers don't lie. This past May, we had approx. 180 teams with approximately 1,440 players and their families over Mother's Day weekend coming from all over Oregon, WA and N. California to Medford and spend over \$600,000 dollars in our local economy. This has been very much a grass roots event from its inception with Kyle Singler's (current NBA player with the Oklahoma City Thunder) senior project from South Medford. We believe after seeing first hand the success of this tournament and the passion around youth basketball, we are wondering why Medford can't sustain an Indoor basketball center with 8 courts (larger Santos Center). Its possible Kyle Singler might be interested in helping financially support this project if the city is interested. Most recently, the Singler Open won the Chamber of Commerce Mayor award for bringing economic vitality to the area. Seeing how beautiful and useful Cellular Field is, why can't we have a first class basketball venue where we can attract large tournaments to our area. My goodness, we an NBA player that was born and raised right here in our area, we should leverage all of Kyle's hard work and success for the better of the Medford community. Kyle would be honored to help in the process if Medford is interested. We would love to talk if there is a willing ear. Thank you. Ed and Kris Singler

Your programs are great for kids. We older adults enjoy the landscape and the walkways and watching kids having loads of fun.

Open Streets Events Adopt a Spot (Would LOVE to have Parks partner with the Planning Department on these)

What about just improving and maintaining what we have, instead of spending more money \$\$\$.

I think the offerings are great and would take advantage of them if I had time... Interactive sessions for parents/grandparents and their kids/grandkids might make it more likely that I'd attend.

Very dissatisfied with the gross lack of upkeep by the city of Medford over the years. Which includes all the things they have allowed to happen that destroyed Hawthorn Park.

None. Medford parks rips of the public

They are offering enough for now- this could add more costs to consumers

The community of Medford is very fortunate to have what they do. More is not always better. Quality counts- time together.

Page left intentionally blank

# APPENDIX B: STAKEHOLDER NOTES



## MEETING MINUTES

**Project Name:** City of Medford LSP Update **Project No.:** Proj-# 15-074PLN  
**Location:** Carnegie Building **Meeting Date:** November 12, 2015 **Time:** 5:30 pm  
**Minutes by:** Jean Akers  
**Attendees:** Melynda Owens – M. A. Little League Brian Sjothun – Parks & Rec Director  
Marilyn Gwinn – M.A. Little League Rich Rosenthal - Asst Parks & Rec Director  
Kevin Primerano - Rogue Valley Timbers Pete Young - Project Division/Planner  
Kellen Akiyama – S.O. Ultimate Players Steve Duh – Conservation Technix  
Brad Russell - Rogue Valley YMCA

**Subject: Medford LSP Group Stakeholder Meeting**

---

Director Sjothun opened the meeting with a welcome to the different sports organization representatives and shared an overview of the process and timeline for the LSP update. Jean Akers then explained the discussion format and facilitated the responses to three overarching questions.

### What shortcomings in park and/or recreation facilities limit your organization’s ability to function smoothly?

- Little league field use is limited to daylight hours for practice and game times. Lighting would add 40-50% capacity.
- Field maintenance needs can be a challenge (time & material costs) for volunteer organization.
- A shortage of restroom facilities creates the need to rent port-a-potties.
- Practices use school district fields requiring added coordination and limitations on adequate field capacity.
- Parking challenges – likely resolved if existing parking lot could have clearer delineation for parking spaces to encourage more efficient vehicular alignment.
- Adequate parking is a limitation during game times at Fichtner Park and sometimes at US Cellular sports complex.
- Ultimate Frisbee prefers Fichtner Park since past use at US Cellular resulted in players developing staph infections (presumably from turf use).
- Ultimate Frisbee game require rental of portable toilets t some distance from field of play (inconvenient).
- Lighting at Fichtner fields “would be nice”.
- YMCA programming staff have expressed concerns for facility fee charges for exclusive access/use at park facilities, particularly for day and overnight camp programs.

## Meeting Minutes (continued)

---

### What does your organization see as the key priorities for the City's parks and recreation facilities system in the next 6 years?

- Little league would like to update/renovate the snack bar to expand their ability to fund raise. Snack bar renovation could include adding a restroom to the building.
- All-weather turf surface would extend play schedule – avoiding “mud season” delays.
- Timbers soccer would consider potential expansions into younger age groups triggering a need for smaller-sized field additions.
- Timbers are currently conducting a strategic planning effort to look into the future programming/facility needs.
- More parking.
- Ultimate Frisbee may expand into younger age groups.
- Protect field infrastructure (from misbehaving teenagers making donuts in field).
- Make the Greenway safe for runners.
- Add more trail connections into the Greenway.
- Make it easier for everyone to walk/run.
- Aquatics programming growth – swim demand is growing.

### How can your organization partner to help implement the future development and operation of the Medford parks and recreation system?

- Ultimate Frisbee has some manpower resources, about 60 adults, willing to be volunteers. They have already participated in riparian planting projects. Little financial resources.
- Little league has good relationships with local sponsors/businesses. Some question about city vs. county identification of participants and project advocacy.
- Timbers' tournaments contribute as economic drivers for the community.
- Timbers' tournaments demonstrate the value of existing facilities.
- Timbers members can share stories of value of soccer and sports and are willing to help.

Jean and Brian closed the meeting with a thanks to participants and an invitation to watch for the draft plan and to stay actively involved in the future of Medford Parks and Recreation.

-- End of Notes --



## MEETING MINUTES

**Project Name:** City of Medford LSP Update **Project No.:** Proj-# 15-074PLN  
**Location:** Carnegie Building **Meeting Date:** December 15, 2015 **Time:** 3:00 pm  
**Minutes by:** Steve Duh  
**Attendees:** Brian Sjothun - Parks & Rec Director Kathy Trautman – SOREDI Staff  
Brad Hick – Chamber CEO & President Tim Stevens - Park Maintenance Superintendent  
John Larkin – Owner of Roxy Ann Lanes David Alexander - Rec Program Coordinator  
Angela Wood – Travel Medford Brian Robinson - Lead Irrigation Tech  
Annie Jenkins – Travel Medford Pete Young - Project Division/Planner  
Bill Hoke – City Manager Pro-Tem Steve Duh – Conservation Technix  
Brady Gibson – GM of Rogue Regency Inn & Suites

**Subject:** **Economic Development Stakeholder Meeting**

---

Director Sjothun welcomed everyone and initiated the meeting. Steve offered a quick overview of the process for the LSP update and began with questions for the group.

### Local Amenities

- Hawthorne Park used to be driver of activity, and it will be again. The recent redevelopment of the park is going in the right direction – a strong gathering place in the downtown core. Kids are begging to go back
- Fichtner-Mainwaring Park – field quality is low; concern for twisted ankles
- Chamber of Commerce hosts annual leadership class that starts at Prescott Park; many attendees have never visited park or know about it; see the vista – diamond in the rough. Vision of connecting Larson Creek trails to Bear Creek trail
- Pay attention to local residents and their needs, before thinking of outside visitors. That’s how USCCP was thought of.
- Chrissy Park, Roxy Ann, Bear Creek – sites that are unknowns
- Summer concerts
- Many parks are connected, and we don’t share that information; linked via greenways and get to see the different parks of Bear Creek.
- Prescott Park – cycling events (reference to Redding, Chico, and Bend); uniqueness of taking different trails, and we don’t showcase it to residents or visitors. The trails plan for Prescott Park is what folks want
- Other attractors – Saturday Market; utilize the Carnegie Library and Alba Park for special events that call out artisan food and wine.

## Meeting Minutes (continued)

---

- The County's economic development action team has a goal to be supportive with recreational tourism. The kayaking venue in Gold Hill is an example.

### Aquatics / Recreation Center

- Multi-purpose aquatic center, maybe plus conference center and multi-use center – could accommodate conferences, tournaments, aquatics, cheerleading, basketball tournaments, but need to balance what you want and what you can afford.
- Competitive swimmers have to go elsewhere out of Southern Oregon
- Pent up demand; high usage by locals expected
- Potential re-use of bond repayment funds, plus additional private money to lessen the total 'ask' of the public via a future bond vote. Rogue Community College and Southern Oregon University might be partners for pool, gym and facility needs. Oregon Institute of Technology and the County might be other partners

### What is the City missing?

- Promotions and awareness
- Culture – tourism and local draws shouldn't just be about athletics. Culture (concerts, movies) is important too.
- We don't take full advantage of our good weather. Farmers markets in parks as a draw
- Better process/procedures for events and facilities. Consider polling users or event planners regarding barriers with working with the City for events or activities. The impression is that City Hall is intimidating and overwhelming, and that event planners have too many hoops to jump through
- Maybe a new facility needs a City "Help Desk" where folks could connect with staff in a less intimidating environment. The City should consider a live chat feature for its website (like on Alaska.com 'Ask Jenn')

Brian referenced that the 2004 plan had playing fields, aquatics and trails as top priorities. The 2015 survey listed trails, upgrading parks and a multi-use recreation center as top three priorities. The latest priorities resonated with the group (aquatics and trails)

In Medford, people are forced to be creative; there are no deep pockets (business or personal) to tap into. Reference to Bill Bowerman of Nike, who has a local Medford connection that has not been tapped into.

-- End of Notes --



## Meeting Minutes (continued)

---

### School/Park Partnerships

- Prior model is that the City would maintain the sites for access to the school lands for off-hour/weekend usage as parkland; upon the expiration of the agreement, MSD fenced their sites and restricted non-school access.
- Wilson has two softball fields that are no longer used; City would like to have those fields available for league practice (not games)
- MSD concerned about expansion around Lincoln – potential conversion to middle school or dual purpose elementary/middle
- Roosevelt has summer-time programming provided by MSD that conflicts with YMCA programming
- Lincoln was closed for the construction of modular – Pop Warner and soccer groups used those fields and need locations. New playground installed with sails.
- McLoughlin – graffiti, needles, bottles, closed off because it is close to the Mission. The Westside Beautification Group has been granted supervision of facility and can lock/unlock for neighborhood; they are in charge on the weekends.
- Hoover – people want to come in the back side of the school grounds
- Jackson – high usage and has been closed during construction

### Aquatics / Recreation Facility

- Vision of a shared use aquatics facility could include the 25 m pool, 2 gyms, shared space and a library. The facility could be a one-stop shopping facility for recreation program registrations, sport league registration, or include a service center for other city departments.
- In looking at Bend, they have a 50 m pool, and half of it is covered with a canopy in the cold months, but it is retractable and removed in May
- The biggest challenge with indoor aquatics is air handling, so a system that accommodates louvers or open air will also work in conjunction with the warm, dry summers in Medford
- The past city bond attempt for a pool failed at the same percentage as the USCCP did the first time. The potential to combine a bond between the City and MSD may show partnership and due diligence by both agencies
- Oregon Legislature approved legislation of aquatic bond funding that is a competitive grant program for school districts to access state funds (requires matching funds)
- Pool demand – competitive and club swimmers use Superior which has a 25 m pool on Biddle Rd. The high school team goes to the YMCA.
- How MSD would use such a facility? After school the gyms could be for Manny Ball, YMCA, futsal; the pool could have reserved time for high school teams. Indoor recreation could include cheerleading, wrestling, volleyball, futsal
- MSD gyms currently are fully utilized by youth-serving non-profits
- How this might affect the YMCA? It might open up alternative markets for them to rent or use their space. Other school districts, such as Crater or Phoenix, could use the space for their teams. The region has the highest level of athletics
- The School Board acknowledges the benefits of the USCCP and may consider a partnership for a bond for an aquatic/rec center with the City
- Depending on the outcome of whether the District will go with K-6 or K-5 schools going forward, the needs may be different for space and programs. The District might want to add the #3 and #4 middle schools to have smaller class sizes. If they stick with planning for 3 middle schools, then they still have 1,000 kids per school

## Meeting Minutes (continued)

---

- Jackson County owns 40 acres near airport along Whittle Rd. P&R has interest in about 13 acres of it, and Public Works wants 5 acres for an Eastside Service Center. The site is being explored. Due to proximity to airport, there are issues with height encroachment into flight path

### Trails and Tracks

- There is an idea for a cross country track at USCCP, but the site is encumbered with sensitive lands and bioswales. Cross country teams want terrain with variety – maybe Bear Creek Park or the north end of the Whittle property. Holmes Park is used some times. NMHS team is seen running on the streets.
- Prescott Park could be a future option. The P&R Dept is working with the County on land use issues to enable the development of parking and about 10 miles of trails for that site.
- North Medford HS – interest by neighbors for open track, but the District feels the need to secure its infrastructure. If there is only one issue in a hundred with the track, then they must respond to that. MSD is about to fence NMHS to enclose the site for security reasons. The new reality of active shooter scenarios is one the District must face and prepare for. It will require a balancing of security and access

In closing, Brian Shumate noted that MSD has an obligation to keep their lands open (acknowledging their safety concerns) and be a partner in the community.

-- End of Notes --



## Meeting Minutes (continued)

---

- Need to use Facebook, Twitter, Instagram as media platforms (*As per Rich, MPRD currently uses Facebook, Twitter, Instagram and Pinterest, part-time staff with 10-12 hrs dedicated to social media*). Don't typically have social media expertise in house. Need to use Facebook in response to bad news items

### Safety & Security Comments

- Sense of safety is important issue - keep an eye on that ball. Recent assault at Union Park undermines efforts of City and Department
- People want to feel safe, and there is the general notion that more people using the parks will help move the riffraff out
- Local neighbors to re-claim parks and coordinate with police. Howard School neighbors want their park back
- CSO could do a lot of good with early oversight on new projects/improvements and to build relationships with users. They need to be 'good' and trained properly to be effective. Some have been afraid to approach problem-makers

### Partnering Opportunities

- SOU and RCC interns could help with social media visibility
- Motorcycle Tires - example of local business with great online presence
- Boudreaux (sp?), the Police PIO, has done great things with the Police social media accounts
- Providence Hospital / Asante / Jackson Valley Health - potential partners in terms of wellness programs and funding
- Schools used to have woodshop and welding programs. New superintendent is bringing those programs back -- could be a partner for future adult education classes
- With recreation and wellness, the barrier is finding good, certified instructors
- Medford has a lot of low income families - having the scholarship program helps
- Define what partnerships look like and the types of partners needed to support the department. Reach out to United Way. Other partners:
  - Boys and Girls Club
  - Head Start
  - NW Seasonal Workers (Latino)
  - Seniors
  - Teens

### Priorities

- Activities and programs for seniors and older adults
- Trail connectivity for walking and biking
- Partner with Medford Senior Center for events and activities (walks on trails, bocce, etc)
- Teen programs and activities - teens might not be aware of activities, since the City has a limited social media presence. Teens will not Google "city of Medford" to find a website or search what's going on. The City should have an app with information and event postings
- Youth sport participation has been trending downward. Youth want more free form play for pick-up games and time with friends. The City should consider coaching for parents to teach the adults how to keep kids in sports. Kids need to enjoy the sports on their own and have good facilities to play on.
- More mobile recreation with equipment for youth to use

## Meeting Minutes (continued)

---

- Prescott Park - maintain the partnership with the mountain biking association and continue developing trails; Seniors need access to level spaces with trails to walk - without having to walk a mile from the parking area to the interior trails

### **Items to Incorporate into LSP Update**

- Communication opportunities; the recreation guide is good, but many toss it away. The department needs to be out there in other ways (i.e., TV, newspaper, billboards, social media). Tell the stories, history and what can be done in the parks
- Enforcement of rules (smoking, dogs on leash, no bikes at skatepark). The City is good at establishing the rules, but not good at enforcing them

### **Top Services Provided by Department**

- Youth programs
- Community events (free), such as movies in park, concerts, holiday events.

-- End of Notes --



## MEETING MINUTES

**Project Name:** City of Medford LSP Update **Project No.:** Proj-# 15-074PLN  
**Location:** Santo Community Center **Meeting Date:** February 24, 2016 **Time:** 6:00 pm  
**Minutes by:** Steve Duh  
**Attendees:** Brian Sjothun - Parks & Rec Director  
Medford P&R Foundation members  
Steve Duh – Conservation Technix

**Subject:** **Parks & Recreation Foundation Stakeholder Meeting**

---

Director Sjothun welcomed everyone and initiated the meeting. Steve offered a quick overview of the process for the LSP update and began with questions for the group.

### Improvements

- There needs to be more recreation opportunities for families – wider variety of enrichment activities, more advancing than just sports, more well-rounded.
- Pool – aquatic facility
  - Should be a combination recreation center and aquatic facility to serve as space for fitness, recreation.
  - Give users more variety under one roof.
  - Memberships are expensive at private fitness.
  - Locate the new facility on the eastside of Medford.
  - Consider an indoor track.
- Enhanced access to greenway; trail and bike system
  - The revitalization of Hawthorne Park has been great and has brought people back to the park, although folks are still not using the greenway as much.
  - Need to continue work on the greenway and add lighting
- Promoting and developing Prescott Park
  - The park is well-used now, but needs enhancements.
  - Needs additional access, especially for seniors and kids. It is too long a haul to get into the site from the existing parking area.
  - Needs improved/expanded parking.
  - Mountain bikers love it, but there are parking lot conflicts and trail traffic. Need more multi-use trails throughout site.
  - Consider highlighting the various ecosystem zones/qualities on site for interpretation.
  - Consider updating the master and management plan for Prescott Park.
- Need more indoor basketball courts. Access to indoor and outdoor courts is limited due to school security concerns.

## Meeting Minutes (continued)

---

### Economics argument

- Need something that will show up on TripAdvisor, so visitors know that they could get a workout, use trails, etc. to either extend their stay in Medford or come back to explore more recreation options.
- The USCCP has been great for boosting local hotel stays, and it would be good to be able to build on those visits.

### Partners

- Aquatics – High school swim coaches have voiced their need in the past; partnering with MSD could provide wrap-around services for kids and families; Southern Oregon University is razing their pool, and this creates additional demand for a facility; Central Point and other nearby jurisdictions might be interested in a regional solution to aquatics.
- Other partners might include health care providers: Asante, Providence, La Clinica

### Foundation Support

- The Foundation's efforts at fundraising focus toward one major drive, which is labor intensive and is a strain for the limited number of Foundation board members.
- There may be a need for the Department to find additional staff to help the Foundation carry out its goals.
- The Foundation is positioned to be an advocate for parks and recreation efforts.

-- End of Notes --



## MEETING MINUTES

<b>Project Name:</b>	City of Medford LSP Update	<b>Project No.:</b>	Proj-# 15-074PLN
<b>Location:</b>	Santo Community Center	<b>Meeting Date:</b>	October 20, 2015
<b>Minutes by:</b>	Steve Duh	<b>Time:</b>	2:00 pm
<b>Attendees:</b>	Rich Rosenthal - Asst Parks & Rec Director Adam Airoidi - City Arborist Brian Robinson - Lead Irrigation Tech Paul Cobb - Lead Park Tech Jeff Knecht - Lead Park Tech Tim Stevens - Park Maintenance Superintendent Sandi Sherman - Admin Support, Parks Maintenance Chris Shaull - Resource Develop Coordinator - Sponsorships	David Alexander - Rec Program Coordinator - Youth Sports Stryder Scofield - Lead Park Tech USCCP Jesse Nyberg - Rec Supervisor - Sports & Enrichment Sue McKenna - Rec Supervisor - Aquatics/Special Interest Jennifer Sparacino - Admin/Office Manager Pete Young - Project Division/Planner Beverly Power - Customer Service Specialist Steve Duh – Conservation Technix	
<b>Subject:</b>	<b>MPRD Leadership Team Staff Meeting</b>		

---

Rich welcomed everyone and initiated the meeting. Steve offered a quick overview of the process and timeline for the LSP update and began with questions for the group.

### Greatest Strengths of the Department & Parks & Recreation System

- Amazingly efficient and dedicated staff; look at our number of programs compared to FTEs; look at number of acres managed compared to FTEs
- Quality programs for reasonable prices
- Outstanding customer service - in programs and at front counter
- Quality maintenance in parks - getting safer, more inviting, better coordination with Police (i.e., pruning trees for better sightlines), modernizing and replacing furnishings (trash cans, tables, play structures)
- Connectivity - greenway system; ability to travel through community along greenways
- Sports park -- largest in the "universe", good cost recovery (85% +/-), well programmed
- Best practices - CAPRA
- Natural resources - creeks, Prescott Park

### Community Awareness & Understanding

- Getting better over time, especially as City uses social media and improves website

## Meeting Minutes (continued)

---

- Program evaluations tell the Department exactly what people think about the offerings - general awareness is good and satisfaction is high

### Pinch Points

- Lack of gym space - only 1 gym under MPRD
- Need more classroom space, space for dance/aerobics (can't use Santo room #5 because of the concrete floor), expand the pre-school programs
- SDC rate is unrealistic in relation to land costs
- Additional funding streams needed for upgrades and improvements (the irrigation system is from the 1970s)
- More staff - quality (the 2 in-city maintenance zones have been down 1 FTE for 9 months); making the time needed to train new staff and seasonals is difficult
- Lack of adequate equipment, especially to manage the range of properties that include greenways, ROWs and roundabouts
- MPRD can't meet all the demands requested by the public
  - Summer programs are maxed out
  - Volleyball and basketball could be bigger if additional facilities were available
  - Many programs, especially sports, are sold out
- Jackson Pool - 25 yd outdoor pool with small spring board, no other amenities
  - leaks, uneven decks, barely meets the turnover rating
  - before the summer smoke, MPRD was on track to hit 30000 visitors (open swim)
  - Superior Athletic Club and YMCA have pools; YMCA is membership only now (no drop-in rate), they do not have ADA facilities or family changing room
- Either an issue of needing to contract out certain tasks (budget issue) or having the staff manpower to do the work internally
- The Department has to balance the need for additional facilities with its capacity to staff and fund them.

### Things to Do Better

- Programming needs more available land (i.e. events and programming) that is flat and open
  - Its tiring and wearing staff out to accommodate small events
  - Look at Twin Creeks Park (Central Point)
- Training in Maintenance and Recreation for part-time, new and/or seasonal workers
- Conservation efforts - being a good steward and leading by example (i.e., energy, water usage and management)
- Irrigation system needs to be audited to find ways to improve performance. Adam has been doing a great job with trees and need to look at lift pruning in areas with irrigation to make sure the water isn't just spraying the trees.
- Preventative maintenance - tree pruning - getting ahead of pruning to be more proactive, rather than reactive response driven
- Riparian work - two big partners: Oregon Stewardship (local conservation group) and RVCOG. MPRD has Adam and other staff who are looking at watering, invasive specie management and ODFW interests in greenways, but there is also conflict with how others (i.e. police) might view the management of the corridors. Going forward, MPRD might want a resource conservation position. PW is more reactive in stormwater management, and they have the priority to build detention facilities (but they are not really maintained post construction). The perception is that Bear Creek is MPRD's responsibility

## Meeting Minutes (continued)

---

- Intra-division communication could be improved (example - youth trailer in a park conflicting with a mowing/blowing schedule - could be avoided if day or time of day were communicated). New software for maintenance and recreation might help with that issue a little.
- Technology - doesn't work in Santo CC. Wifi is spotty, weak or non-functional. MPRD is not treated like a customer by other internal departments. MPRD can't offer classes that require special technology, since the wifi is poor (i.e., rec classes on tech, senior classes)
- Volunteer background checks are now a barrier. The process used to use paper forms, now HR is doing it with an email and electronic form - requiring the prospective volunteer to have email to get information, create user account in new system, fill out 3-page form. Background checks are now ~\$50 per form - very expensive. The process is starting to affect how the MPRD fills programs with volunteer support.

### Items to Incorporate into LSP Update

- Aquatics - Jackson Pool - possibly replace with zero depth entry and rebuild the pool for open swim and lessons. Ideally, also have new indoor/outdoor aquatic center (look at Springfield and Bend as examples). Such a facility would be a regional draw - pulling users from Shady Cove, Butte Falls, Grants Pass, White City). A 50 meter pool is a political issue, but not the core draw for city user groups
- From the survey: rehabilitate old parks, build a gym, address safety issues (lights, cleaner facilities, playground replacements, transient issues)
- Conservation Goals - carbon footprint, reduce water usage, vehicle replacement - look at Eugene and Corvallis and their Climate and Energy Plans. Parks and Rec is a big part of those efforts. Medford is fortunate to have a very large watershed, so it has been able to manage the recent years droughts. MPRD should be a leader in this area
- Underserved teen population - boredom goes to delinquency. There are some programs, but don't have teen center (any more). The Shack went away a few years ago. There is no PAL program with police. MPRD needs to offer more things to do and programs for teens (troubled teens esp.).

-- End of Notes --

# APPENDIX C: OPEN HOUSE NOTES



## MEETING MINUTES

**Project Name:** City of Medford LSP Update **Project No.:** Proj-# 15-074PLN  
**Minutes by:** Steve Duh  
**Subject:** **Medford Public Open House Meetings (April 12, 13, 26, 27)**

---

Community members were invited to four open house meeting at various locations in Medford. One meeting was held in each of the four City Council Wards. Meetings were held between 6:00 - 7:30 p.m. at the following locations: Santo Community Center (April 12), Carnegie Building (April 13), North Medford High School (April 26) and Hoover Elementary School (April 27).

The project team prepared informational displays covering major themes for parks and recreation. These display stations included Project Overview, Survey Summary, Recreation Programming, Trails & Paths and Parks & Outdoor Recreation.

Attendees were encouraged to talk with staff, record their comments, take the online survey and complete a written comment card. City staff and project team staff engaged with participants to explore current issues, needs and interests related to park, trail and recreation opportunities and needs.

### COMMENTS PER OPEN HOUSE SESSION

The following represents a summary of the comments received during each open house meeting.

#### Open House #1 – April 12<sup>th</sup> at Santo Community Center

##### General Comments

- Build a public swimming pool for children and adults for lessons, swim opportunities. Good clean fun. Reasonable concept, fair amount, good campaign for voter education
- Agree !! [ with above statement ]
- Add electrical conduit / outlets in Santo Community Center classrooms to serve those classes that need access to power for instruction. The current usage of extension cords is a tripping hazard.
- Jackson Park needs new tennis courts, like rest of City!
- Great vision and accomplishments so far!
- Appreciate the chance to give input
- Thanks for listening

## Meeting Minutes (continued)

---

### -- Priorities Voting Board: 'Investing for the Future' (tally of dots)

- 3 - Develop multi-use recreation and aquatic center
- 3 - Rebuild and replace Jackson Pool
- 3 - Other: Improve and upgrade Jackson Park
- 2 - Install additional picnic shelters
- 1 - Acquire lands for future parks to fill gaps
- 0 - Provide additional off-leash dog areas
- 0 - Build or secure access to indoor gymnasiums
- 0 - Implement phased development of Prescott Park

### Comments Cards

- Consider increasing police patrols and presence at Frohnmayer Park to address undesirable behaviors, vandalism, graffiti, drug trafficking, etc.

## Open House #2 – April 13<sup>th</sup> at the Carnegie Building

### General Comments

- Put pool next to US Cellular fields? Domed for winter, open in summer, 50-meter split into two 25-yd pools
- Needs: pool and community teen center
- Needs: pool and after-school programs for K-6th grade
- Consider BMX or pump track at Bear Creek Park as a partnership project with bike riders
- Add sand volleyball and basketball court at Oregon Hills Park
- Cycle out programs that are not working and try new things
- Partner with the Medford Senior Center?
- Look at the potential to re-use or lease the roller rink near USCCP for indoor futsal
- Add high speed fiber or phone lines in conduit in new park development

### -- Priorities Voting Board: 'Investing for the Future' (tally of dots)

- 9 - Develop multi-use recreation and aquatic center
- 5 - Implement phased development of Prescott Park
- 3 - Rebuild and replace Jackson Pool
- 3 - Build or secure access to indoor gymnasiums
- 2 - Install additional picnic shelters
- 1 - Acquire lands for future parks to fill gaps
- 1 - Other: Expand afterschool programs and preschool program
- 0 - Provide additional off-leash dog areas

### Comments Cards

- None received

## Meeting Minutes (continued)

---

### Open House #3 – April 26<sup>th</sup> at North Medford High School

#### General Comments

- Making Summerfield Park more desirable by adding shade and small play structure.
- Trail system in SE Medford
- Improve Summerfield Park or quickly build new park projected
- Biking paths in SE Medford
- Disc golf course
- Need flat concrete area / course for roller derby. There are 4 teams and 3 leagues in the Medford area and it is difficult to find places to skate. There are about 150 players (youth and adult), and the local teams follow the national league regulations. The futsal court at Hawthorne Park is close to the right size; it is a little too narrow to accommodate the referee lane. Consider multi-use needs for future concrete pads that inline hockey, futsal and roller derby players all could use, like a field for soccer, football and lacrosse is shared.

#### -- Priorities Voting Board: 'Investing for the Future' (tally of dots)

- 10 - Develop multi-use recreation and aquatic center
- 0 - Rebuild and replace Jackson Pool
- 0 - Other: Improve and upgrade Jackson Park
- 0 - Install additional picnic shelters
- 0 - Acquire lands for future parks to fill gaps
- 0 - Provide additional off-leash dog areas
- 0 - Build or secure access to indoor gymnasiums
- 0 - Implement phased development of Prescott Park

#### Comments Cards

- Just to let you know, this is one of the nicest park systems we have seen.
- We would like to request permission for visitors from out-of-town to park fifth-wheels during our September Fall Classic softball tournament. The dates are September 10-11, 2016. This year is our 9<sup>th</sup> annual tournament. We have had as many as 47 teams at the tournament. Every year, we have had between 30 and 47 teams.
- Our organization (Rogue Valley Senior Softball Association) would like to be included in any and all public communications you place in newspapers, radio and TV announcements that relate to softball, such as the yearly calendar. We have a tournament every year in September. This year is our 9<sup>th</sup> annual tournament, September 10th - 11th at U.S. Cellular Community Park. The number of teams that do come ranged from 33 to 47 teams over the years. Teams have come from Washington, Oregon, California, Nevada, Arizona and Colorado. Thank you for your consideration.
- More bicycle paths

## Meeting Minutes (continued)

---

### Open House #4 – April 27<sup>th</sup> at Hoover School

#### General Comments

- More tennis courts; Existing courts in use with limited open court times
- Better parks and trails in SE Medford (Foothills / Bartlett Rd)
- Improve Summerfield Park – add playground
- Looking forward to a bike path from North Phoenix Road to Bear Creek Greenway
- More trails and Paths!!!
- Please improve Cherry Lane park. Currently we can't use it during the summer because there is no sunshade and no trees. And that is assuming the kids would even want to go there. Currently there is nothing to entertain them there.

#### -- Priorities Voting Board: 'Investing for the Future' (tally of dots)

- 7 - Develop multi-use recreation and aquatic center
- 5 - Implement phased development of Prescott Park
- 4 - Other: New trails and link parks
- 3 - Acquire lands for future parks to fill gaps
- 1 - Rebuild and replace Jackson Pool
- 1 - Other: Improved Cherry Lane Park (Summerfield)
- 0 - Install additional picnic shelters
- 0 - Provide additional off-leash dog areas
- 0 - Build or secure access to indoor gymnasiums

### AGGREGATE COMMENTS OF PRIORITY VOTING EXERCISE

The following represents a summary of the “votes” received from all four meetings combined.

#### -- Priorities Voting Board: 'Investing for the Future' (tally of dots)

- 29 - Develop multi-use recreation and aquatic center
- 10 - Implement phased development of Prescott Park
- 7 - Rebuild and replace Jackson Pool
- 5 - Acquire lands for future parks to fill gaps
- 4 - Install additional picnic shelters
- 4 - Other: New trails and link parks
- 3 - Other: Improve and upgrade Jackson Park
- 3 - Build or secure access to indoor gymnasiums
- 1 - Other: Expand afterschool programs and preschool program
- 1 - Other: Improved Cherry Lane Park (Summerfield)
- 0 - Provide additional off-leash dog areas

## Meeting Minutes (continued)

---

### -- Other Comments from Display Boards (sticky note or written comments)

- We need a multi-use pool
- Better parking and trails at Prescott Park
- Need disc golf and safe bike/running paths
- Focus on planning and building an indoor/outdoor aquatic facility
- Need afterschool programs for teens
- Expanding aquatics and indoor recreation space is a necessary addition for the families in this community; it is an absolute necessity for families and youth in this community!
- Trail improvements: some on the southeast side
- Trail improvements: Larson Creek with connection to Summerfield to Bear Creek (agreed by 3 others)
- Would like to see more art centers and places for performances
- Would like to see more opportunities for adaptive playgrounds
- Would like to see 9 hole disc golf
- Would like to see more water play in parks (like Oregon Hills Park)
- Need sunshades over playgrounds – Medford is so hot in the summer. I have to avoid parks with the kids during the day
- Ruhl Park gets so much use that it deserves a real bathroom children are not afraid to use
- Consider a bike skills course with different levels of difficulty for even younger kids
- Splashpads
- Higher priority on wifi to target other/broader demographic targeting (as well as better occupy / give incentive to come to park(s))
- Parklets would be a great addition. Love this idea!

Every effort has been made to accurately record this meeting. If any errors or omissions are noted, please provide written response within five days of receipt.

-- End of Notes --

**From:** Parks Department  
**Sent:** Thursday, April 28, 2016 8:44 AM  
**To:** Brian N. Sjothun  
**Subject:** FW: Kid Subcommittee

---

**From:** The Bennett's  
**Sent:** Wednesday, April 27, 2016 8:03 PM  
**To:** Parks Department  
**Subject:** Kid Subcommittee

My son, James, really enjoyed giving his input on Medford city parks tonight at your information meeting. On the drive home he suggested a kids' committee. It is actually quite an ingenious idea. A subcommittee could be formed with kid volunteers that meet monthly with a representative from the Parks Committee (rotate which one of you attends each month). They would offer their ideas and input on current and future projects. They could meet each month at a different Medford City Park and play at the park after their short meeting. You would gain valuable insight, the kids would feel involved in their community and show them that their voice matters, and it would teach them community service. Win win for all involved.

Thanks for hosting the meeting tonight!

Megan Bennett

**From:** Gary Shaff & Barbara Schack  
**Sent:** Wednesday, April 27, 2016 12:49 PM  
**To:** Brian N. Sjothun  
**Subject:** Medford Leisure Services Plan - A Bike Park for Medford

Hi Brian,

I couldn't find an email link to share my suggestions on the Medford Leisure Services Plan so I figured I would email you directly.

I believe the City should develop a bike park (see attached - Boulder, Colorado Valmont Bike Park). I've experienced the joy and challenge of riding at Valmont and believe, a park like it, would be a great fit for Medford. The bike park at Boulder is used extensively by BMX, cross-bike, road bike, and mountain bike riders. The terrain features are diverse - suitable for children on push bikes to advanced mountain bikers. Bicycling, of all types, has enjoyed tremendous growth in the past decade and will likely to continue to see increasing participation levels by all age groups (see below). A bike park would respond directly to that growing segment of the City's population.

I believe this addition would help to off-set the focus on the current draft on sports fields.

Thank you for the opportunity to contribute to the City recreation plan,  
Gary Shaff

-----  
Biking continues to be among the most popular physical activities in the nation during 2013. Including people who ride off-road or on-road, cycling was the third most popular activity, accounting for 49,430,000 participants. It followed "walking for fitness" with 117 million participants and "running/jogging" at 54 million participants. (data from Sports Marketing Surveys USA).

"For inactive or sedentary Americans, there are so many great activities for people to start on their **road** to being active, fit and healthy. There are countless options. We just need to get more Americans active and increase their frequency of participating," said Keith Storey, Vice President, Sports Marketing Surveys USA, the firm which conducted the survey for the Physical Activity Council. Help to make America healthier; encourage your family and friends to become more active. Better yet, ask them to join you on a bike ride.

# APPENDIX D: MYSIDEWALK COMMENTS



6

Posts

0

Drafts

About

People

Impact

10

Documents

Add a document

- LSP Open House display #10 - Investing for the Future
- LSP Open House display #9 - Planning for the Future
- LSP Open House display #8 - Upgrades & Enhancements
- LSP Open House display #7 - New Opportunities
- LSP Open House display #6 - Survey Summary

View all documents

Description

Medford's existing parks, trails and athletic fields are some of the City's most valued amenities, and planning for the growth of the City is vital.

In 2015, the City started a project to update Medford's Parks, Recreation and Leisure Services Plan. The new plan will represent a road map for providing high quality, community-driven parks, trails, natural areas and recreation services throughout Medford.

Citizen input is absolutely crucial to ensure program goals and priorities are consistent with community needs and interests. Several opportunities for participation are planned, including public meetings and community stakeholder discussions.

This mySidewalk site also will provide a platform for a community conversation about parks, trails, recreation programming, sports – and all things Parks & Recreation.

The Parks and Recreation Department Core Values: Innovation, Community Enrichment, Excellence and Exceptional Customer Service assists in achieving the overall mission of the department:

Creating Healthy Lives, Happy People and a Strong Community

Phone

(541) 774-2400

Website

[Visit Website](#)

mySidewalk 7 Notifications Invite Search Help

**Medford Parks, Recreation & Leisure Services Plan**

Like 3 Share Visit Website 3 people like this

Posts 6 Likes 3 Invitations 2

### Activity Summary

2567 Views 47 Responses 6 Likes 53 Interactions

- Posts 6
- Drafts 0
- About
- People
- Impact

- Documents 10
- Add a document
  - LSP Open House display #10 - Investing for the Future
  - LSP Open House display #9 - Planning for the Future
  - LSP Open House display #8 - Upgrades & Enhancements
  - LSP Open House display #7 - New Opportunities
  - LSP Open House display #6 - Survey Summary
- View all documents**

**Posts**

Medford Parks, Recreation & Leisure Services Plan  
 April 25

**Location Change for open house meetings this week**

Respond 0

70 Views 0 Responses 0 Likes



February 24

Medford Parks, Recreation & Leisure Services Plan posted

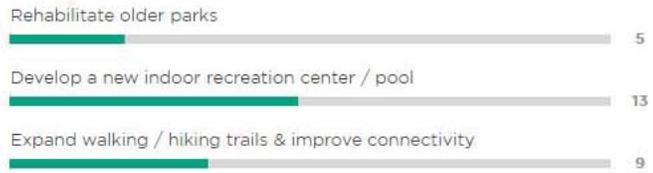
...

## Priority Improvements for Medford Parks & Recreation?

#Livability, #Sustainability, #Parks in Medford, OR

Following a community survey conducted last year, three types of improvements to Medford's park system were identified as priorities.

What is your top choice for Medford?



Vote on this poll 27 people have voted

Like Share 3 people like this

## Post:

Posted: January 28, 2016 3:23 PM

### Medford Parks, Recreation & Leisure Services Plan



## Visioning: The Future for Parks & Recreation in the City...

Imagine Medford in the year 2025, what is different about what the City offers for parks, trails and recreation?

What do you value about Medford recreation programs, parks and trails? What kinds of activities, amenities or additions do you think would be useful for City parks and trails over the next 10+ years?

Help us envision a park system that the entire community can enjoy for generations to come. Post your thoughts!

Likes: **2** Responses: **11**

---

## Responses:

Posted: February 12, 2016 7:29 PM

### Jennifer Staszak

Mom of three...would be awesome to have a pool on the East Side and a bigger, more comprehensive park complex somewhere in the area of McAndrews and Hillcrest.

Likes: **1**

---

Posted: February 12, 2016 8:25 PM

**Courtney Badger-Mack**

Having mesh awnings above a few of the water parks to help with the intense heat and lessen sunburns. Plus more shaded seating around the water parks for the parents to sit under. If the greenway was a more visible path and safe again it would be perfect for walks and biking. More indoor play areas for children like in the mall and kid time.

Likes: 0

---

Posted: February 13, 2016 7:35 PM

**Ianessa pierce**

More direct sidewalks to make it easier for everyone to get to the parks parks.

Likes: 1

---

Posted: February 17, 2016 8:26 AM

**Jennifer Rafiner-Jarboe**

I live halfway between Bear Creek Park and Hawthorne Park. The upgrades that have gone in at Hawthorne are drawing huge crowds on the weekends and I am hoping it continues that way during the summer. I would love to see upgrades at Bear Creek playground and maybe adding more play structures. Another idea would be to add exercise stations along the parkway. Water bottle filling stations would be a great addition too.

Likes: 1

---

Posted: February 18, 2016 8:57 AM

**Brenda Pease Selee**

Bear Creek Park is such a wonderful place for families. It needs to be redone and updated, the play structure is no longer safe. and out of date.

I agree that sunshades at the water play areas and more seating for parents would be great.

Likes: 0

---

Posted: February 22, 2016 6:49 AM

**Steve Duh, Project Consultant**

Thanks for the great ideas about Bear Creek Park, shade structures and an eastside pool.

Likes: 0

---

Posted: February 23, 2016 3:56 PM

**Jill Tarvin**

The two parks that are within walking distance of my home (Oregon Hills Park & Summerfield Park) do not provided desirable amenities like play structures and slides. My child does not enjoy going to these parks because they do not entertain him, and there are no other kids there to play with. There are many people that live on the east side of Foothills Rd that would appreciate a nice park for their kids to play at. There is a lot of tax revenue coming from this area also.

Likes: 0

---

Posted: February 25, 2016 4:36 PM

**Andrea Harms**

I live next to Bear Creek Park and love walking and biking down there with my dog. We are frequently traversing that stretch of the Greenway and going to the dog park. I would love for there to be some sort of lights set up so it's safe and welcoming for people to bring their dogs there after sunset. I believe the new dog park at Hawthorne Park has lights? I love that park's remodel.

Likes: 0

---

Posted: March 18, 2016 3:48 PM

**gerry sea**

The parks are too tame. We need places where kids and adults can climb trees, play in the woods and in stream - parks that are adventurous. Most ark playgrounds in Medford are boring for kids over 8 (or younger) and there are not fun activities or spaces for older youth except for sports oriented spaces. Let's get creative!! check out this perks website <http://www.earlychildhoodeducationzone.com/best-playgrounds-in-america/>

Likes: 0

---

Posted: March 19, 2016 9:5 AM

**Jerry Sessions**

I am glad to see the trails for Prescott Park moving ahead. The community needs more walking, running and biking trails.

Likes: 0

---

Posted: April 26, 2016 9:23 AM

**Amy GROW**

We need more neighborhood parks people can walk to even if it only has trees to climb on and an open field to play in.

Likes: 0

---

## Post:

Posted: February 16, 2016 10:59 AM

### Medford Parks, Recreation & Leisure Services Plan



## **For Kids Sake: Remembering Play...**

What do you want your kids to remember about growing up in Medford?

What sort of play, leisure and healthy activities do you want them to remember? What activities will help create great memories?

Likes: **1** Responses: **6**

---

## Responses:

Posted: March 14, 2016 4:42 PM

### **Jennifer Rafiner-Jarboe**

I would like my children to feel safe enough to go to the park by themselves, when old enough of course. I think having the independence that I did growing up is extremely detrimental to development.

Likes: **0**

---

Posted: April 11, 2016 8:10 PM

**Steve Duh, Project Consultant**

Thanks for the feedback and ideas. Consider coming to the open house meetings this week to learn more about other project ideas being discussed.

Likes: 0

---

Posted: April 11, 2016 8:25 PM

**Trudy Staak**

I grew up next to Jackson swimming pool in the sixties. I was at the pool everyday swimming. The pool looks terrible now. I can't believe jackson county can't do better than that.

Hawthorne pool was totally torn down because someone wanted to build some fancy expensive Olympic covered pool that was voted down. Why couldn't they just build a regular public pool. I

believe all children should be taught to swim and should have a nice public pool to cool off at when it's hot in the summer.

Swimming is good exercise and might keep some kids out of trouble. I like the idea of the sprinkler park located in Central point next to LaClinica. The kids and parents seem to enjoy it there.

Likes: 0

---

Posted: April 11, 2016 8:34 PM

**Trudy Staak**

The tennis courts and pavillion were just totally renovated and they looked like they were in fine shape at the Holmes park on Modoc Ave. in Medford. I think the money could have been spent more wisely elsewhere.

Likes: 0

---

Posted: April 14, 2016 11:27 AM

**Patrick Claflin**

Take a look at Bend's Juniper Park - the swimming pool is very nice with facilities for kids and adults. - something similar in Medford would be great.

Likes: 0

---

Posted: April 26, 2016 9:22 AM

**Amy GROW**

I want my kids to remember feeling safe and able to play in a clean and open park with a lot of area to run that has a variety of equipment to play on and engage their imaginations.

Likes: **1**

Page left intentionally blank

# APPENDIX E: GUIDELINES FOR SITE SELECTION & DEVELOPMENT

## GUIDELINES FOR SITE SELECTION AND DEVELOPMENT Leisure Services Plan Update (2016)

The following design guidelines apply to the acquisition and/or development of parks within each park classification. Each park classification includes a description of the park type, site selection and development guidelines, features to consider, and features to avoid.

### Mini Parks

#### *Description:*

- Mini parks may be considered when they are privately developed and maintained, or in neighborhoods where there are no other viable options.
- The typical mini park user:
  - Comes from within a ¼-mile or ½-mile of the park.
  - Arrives on foot or by bicycle.
  - Visits the park on a short time basis.

#### *Site Selection and Development Guidelines:*

- Typical size is less than 1 acre.
- Access to the site should be provided via a local street with sidewalks. Mini parks fronting on arterial streets should be discouraged.
- The site should ideally have a minimum of 100-150 feet of street frontage.
- Site should have a minimum developable area of at least 1/8 acre or enough room to accommodate typical mini park amenities without environmental constraints.
- Parking Requirements: On-street parking should be provided as street frontage allows.
- Access to the park and main park amenities should comply with ADA requirements.

#### *Features and Amenities to Consider:*

- General landscape improvements (including tree planting)
- Children's playground or tot-lot
- Pathway connecting park elements
- Picnic tables and/or small picnic shelter
- Benches
- Bike racks
- Interpretive signage
- Security lighting

#### *Features to Avoid:*

- Indoor recreation facilities
- Active sports facilities

## Neighborhood Parks

### *Description:*

- Neighborhood parks provide nearby residents with access to basic recreation opportunities. These parks are being designed to enhance neighborhood identity, preserve or provide neighborhood open space, and improve the quality of life of nearby residents. They are designed for passive and unstructured activities.
- The typical neighborhood park user:
  - Comes from within a ½-mile of the park.
  - Arrives on foot or by bicycle.
  - Visits the park on a short time basis.

### *Site Selection and Development Guidelines:*

- Optimal size is 3 to 5 acres, depending upon the availability of land.
- At least 50% of site will be relatively level and usable, providing space for both active and passive uses.
- The site will have at least 200 feet of street frontage.
- Access to the site should be provided via local streets with sidewalks. Neighborhood parks fronting on arterial streets will be discouraged.
- Parking Requirements: A minimum of three spaces per acre of usable active park area. At least one space should be ADA van-accessible. Generally, if on-street parking is available in front of park, this guideline can be reduced by one car per 25 feet of street frontage. City code requirements will provide more specific parking requirements.
- Active and noise producing facilities, such as tennis and basketball courts or small skate spots, should be located at least 100' from nearby homes or property zoned for a residential use.
- Shade trees should be preserved or established to create a target tree canopy coverage of 30% or more.

### *Features and Amenities to Consider:*

- Open turf area for unstructured play
- General landscape improvements (including tree planting)
- Children's playground
- Basketball (full or half) court depending on location and sensitivity to adjacent uses
- Pathway connecting park elements
- Picnic tables
- Small picnic shelter
- Volleyball court
- Multi-use fields for practice
- Skate spot (one or two skateboard features)
- Small water spray playground
- Interpretive signage
- Natural area/greenspace
- Permanent restrooms
- Drinking fountains
- Benches
- Bike racks

*Features to Avoid:*

- High maintenance horticultural or annual plantings, unless sponsored and maintained by a neighborhood or community group
- Indoor recreation facilities
- Wading pools and similar types of amenities that require staff supervision or highly specialized maintenance

*Additional Considerations for School Parks:*

- The school park concept is primarily associated with elementary schools and should be planned and designed as a composite unit whenever possible.
- Because of the potential of jointly developing school sites, facilities on the site itself will be a mixture of active and passive uses. This could include:
  - Pathways systems
  - Picnic areas/facilities
  - Multi-purpose paved court
  - A small piece of playground equipment
  - Baseball and soccer fields
- Because these sites are adjacent to school grounds, landscaping, fencing, signage and lighting will address safety and security issues. Facilities generating crowd noise will be located in a manner so as not to disturb adjoining residential areas.
- When sport fields utilized for league play are located on school grounds, the City should assist in maintaining these fields.

## Community Parks

### *Description:*

- Community Parks provide visitors with active and passive recreation opportunities. These parks often accommodate large group activities and include major recreation facilities, such as programmed sports fields. Community parks are designed to enhance neighborhood and community identity, preserve open space, and enhance the quality of life of community residents.
- Typical community park users:
  - Come from within one mile of the park.
  - Arrive by auto, bus, bicycle or foot.
  - Visit the park for 1 to 4 hours.

### *Site Selection and Development Guidelines:*

- Average site size will be 15 acres with the optimal at 20-30 acres, but may exceed 50 acres if connected to significant natural areas or providing extended sports field facilities.
- Due to their size requirements, the acquisition of community park sites will occur far in advance of need. Park development will occur when the area it serves becomes 50% developed.
- Whenever possible, CP will be located adjacent to middle or high schools.
- At least two-thirds of the site will be available for active recreation use. Adequate buffers or natural open space areas will separate active recreation areas from nearby homes.
- The site will be visible from adjoining streets and have a minimum of 400' of street frontage.
- Parking Requirements: Dependent upon facilities provided. Generally, 50 off-street spaces per ball field are required, plus 5 spaces per acre of active use areas. City code requirements will provide more specific parking requirements. Where multiple roads provide frontage, more than one parking area for additional access locations may be desirable. Fully accessible parking spaces should be provided to meet ADA requirements, including van-accessible spaces.
- Permanent restrooms are appropriate for this type of park. Restrooms may be desirable in more than one location within the community park.
- Access to the site will be provided via a collector or arterial street with sidewalks and bicycle lanes. Access to adjoining neighborhood streets should be encouraged to allow multiple bike and pedestrian connections to the park and its trail system.

### *Facilities and Amenities to Consider:*

- Tot and youth playground
- Designated sports fields for baseball, softball, and soccer. Multi-use fields could accommodate additional sports such as lacrosse, football and rugby. Fields may be in a complex within the park
- Open turf area for unstructured play
- General landscape improvements (tree planting targeting 30% canopy coverage)
- Looped pathway system
- Picnic shelters, including at least one capable of accommodating groups of 25 to 50 people
- Picnic tables (50% or more should be fully accessible)
- Permanent restrooms
- Drinking fountains
- Benches

- Bike racks
- Volleyball courts
- Tennis courts
- Basketball courts
- Horseshoe pits
- Other sporting facilities (lawn bowling, croquet, bocce court)
- Community-scale skate park
- Water playground / splashpad
- Off-leash dog area or designated dog park with adequate fencing, signage and double-entry gated access
- Community gardens
- Concessions or vendor space
- Interpretive signage
- Natural area/greenspace
- Indoor recreation center or other indoor recreation space
- Public art
- Performance space, such as a stage area or bandshell
- Amphitheater
- Special facilities such as an indoor recreation center or swimming pool
- Storage or maintenance buildings. If visible, these will be architecturally compatible with other park elements and any exterior work areas will be screened from view
- Security lighting

## Special Use Areas

### *Description:*

- Special use areas are unique sites often occupied by a specialized facility. Some uses that fall into this category include waterfront parks, boat ramps, botanical gardens, memorials, community gardens, single purpose sites used for a particular field sport, or sites occupied by buildings.
- Typical users of special use areas:
  - May come from throughout the city or beyond (depends on site).
  - Arrive by auto, bus, bicycle or foot.
  - Depend on site: May visit the park for one hour to more than three hours.

### *Site Selection and Development Guidelines:*

- Siting criteria depend on the types of facilities proposed.
- Prior to the development of any specialized recreation facility, such as a pool, recreation center, sports complex, etc., the City will prepare a detailed cost/benefit analysis and maintenance impact statement.
- Size will depend upon the facilities provided.
- Site should front on a public street.
- Parking Requirements: Depends on facilities provided.

### *Facilities and Amenities to Consider:*

- Facilities and amenities will depend on the proposed activities and site use.

## Linear Parks

### *Description:*

- Linear parks are developed or landscaped areas and other lands that follow linear corridors such as railroad rights-of-way, creeks, canals, power lines, and other elongated features. This type of park usually contains trails, landscaped areas, viewpoints, and seating areas. Activities are generally passive in nature, such as walking, biking, wildlife watching, etc.
- Typical linear park users:
  - May come from throughout the city (depends on site).
  - Arrive by auto, bus, bicycle, or foot.
  - May visit the park for one or more hours.

### *Site Selection and Development Guidelines:*

- Linear parks should generally follow continuous special feature strips, with a minimum corridor width of 50-75 feet.
- Due to the shape, configuration, and potential for user noise in linear parks, user impacts on adjoining neighbors will be considered. Fences, walls, or landscaping may be used to provide some privacy for neighbors, but the provision of these features will consider user safety.
- Paved pathways will be designed to accommodate maintenance and patrol vehicles.

### *Facilities and Amenities to Consider:*

- Paved pathways
- Landscaped areas
- Maintained natural vegetation
- Picnic tables
- Benches
- Orientation and information signage as part of complete & coordinated wayfinding system
- Trailhead or entry/ kiosk
- Turf areas
- Ornamental plantings, particularly shade trees
- Fences, landscaping, or other features to control access near adjoining residential areas
- Viewpoints
- Seating areas
- On-street or off-street parking at trailheads. Amount depends on facilities and anticipated use of the trails
- Security lighting

### *Facilities to Avoid:*

- Active use areas (sport fields, paved courts, etc.)

## Natural Open Space / Greenways

### *Description:*

Natural open space/greenways are publicly owned or controlled natural resources that are managed for conservation, environmental education, and passive recreational use, such as walking and nature viewing. This type of land may include wetlands, steep hillsides, or other similar spaces. Environmentally sensitive areas are considered open space and can include wildlife habitats, stream and creek corridors, or areas with unique and/or endangered plant species.

- Typical open space/greenway users:
  - Come from throughout the city.
  - Arrive by auto, bus, bicycle or foot.
  - Visit the park for one or more hours.

### *Site Selection and Development Guidelines:*

- Site size will be based on natural resource needs. Acreage will be sufficient to preserve or protect the resource.
- The City will consider alternative ways of preserving natural open space besides outright purchase, such as acquiring conservation easements, encouraging donations of land, land trades, etc.
- Emphasis for acquisition will be on lands offering unique features or have the potential to be lost to development.
- An analysis should be made to determine if unique qualities and conditions exist to warrant acquisition.
- Development and site improvements should be kept to a minimum, with the natural environment, interpretive and educational features emphasized.
- Natural open space areas should be managed and maintained for a sense of solitude, separation, or environmental protection.
- Parking and site use should be limited to the numbers and types of visitors the area can accommodate while still retaining its natural character and the intended level of solitude.
- Where feasible, public access and use of these areas should be encouraged, but environmentally sensitive areas should be protected from overuse.

### *Facilities and Amenities to Consider:*

- Interpretive signage
- Off-street parking if a trail is located within the site
- Picnic shelters
- Picnic areas
- Benches
- Trail and pathway system
- Trailhead or entry/ kiosk
- Viewpoints or viewing blinds
- Interpretive or educational facilities

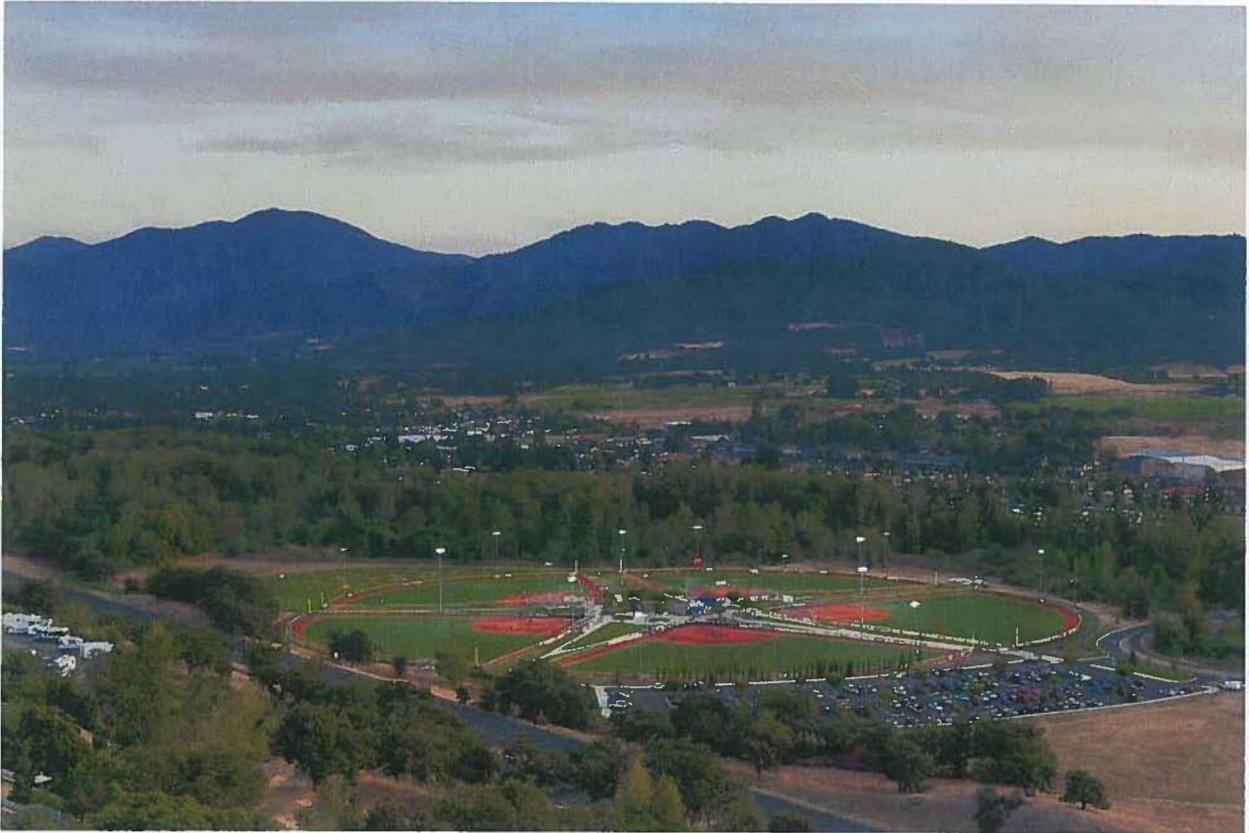
### *Facilities and Amenities to Avoid:*

- Turf areas
- Ornamental plantings
- Active use areas

# APPENDIX F: RECREATIONAL FACILITIES INVENTORY

# Recreational Facilities Inventory

## Leisure Services Plan Update



August 5, 2015



## Total Inventory

Facility	2015 Total Inventory	2015 Restricted	2015 Unrestricted	2006 Total Inventory	2006 Restricted	2006 Unrestricted
Adult Baseball Fields	13	4	9	6	5	1
Adult Softball Fields	40	4	36	12	6	6
Youth Baseball/Softball fields	61	15	46	26	20	6
Soccer Fields	62	29	33	30	12	18
Football Fields	36	16	20	6	5	1
Pool Space	17,930	11,895	6,035	10,235	4,200	6,035
Gymnasiums	31	29	2	22	20	2

**Unrestricted Inventory** - denotes the land/field is owned by the City of Medford with no limitations for use.

**Restricted Inventory** - denotes land/field that is NOT owned by the City of Medford and needs preauthorization approval for use. This includes areas owned by the Medford School District or private school, which control scheduling for those facilities. The facilities are considered restricted, although they may be available through current use agreements or could become available if a lease agreement or user agreements could be negotiated.

**Synthetic Turf** – In accordance with the Synthetic Turf Council and study completed by the City of Hillsboro, each turf field is equivalent to four natural grass/dirt fields.

## Total Inventory Recommendation – 2006

Facility	2006 Unrestricted	2006 Current/Forecasted	2015 Unrestricted	2015 Current/Forecasted
Adult Baseball Fields	0	8	9	TBD
Adult Softball Fields	6	18	39	TBD
Youth Baseball/Softball fields	6	26	46	TBD
Soccer Fields	18	30	33	TBD
Football Fields	5	7	20	TBD
Pool Space	10,235	30,800	6,035	TBD
Gymnasiums (Courts)*	22*	26	2	TBD

\*Gymnasium courts could have been incorrectly calculated in the 2006. In addition, the Medford School District changed their allocation process for gymnasium space which required the department to pay additional fees for use. Staff determined that the market would not support the increased fee for adult volleyball and basketball programs.

**Adult Baseball Fields  
Medford Planning Area**

Number	Location	Comments
8U*	Fields 6 & 9 at USCCP	Total reflects use of synthetic turf (2)
1U	Harry and David Field	Grass
1R	North Medford High School	School District
1R	Saint Mary's High School	Private School
1R	South Medford High School	School District
1R	Central Medford High School	School District
<b>13</b>	<b>Total Inventory</b>	
<b>4</b>	<b>Restricted Inventory ( R )</b>	
<b>9</b>	<b>Unrestricted Inventory (UR)</b>	

**Adult Softball Fields  
Medford Planning Area**

Number	Location	Comments
36U*	U.S. Cellular Community Park	Total reflects use of synthetic turf (9)
1R	Howard Park/School	Park adjacent to school property. Field has not been used since 2008.
2R	Jefferson School Park	Undersized, Practice Only
1R	Wilson School Park	Undersized, Practice Only
<b>40</b>	<b>Total Inventory</b>	
<b>4</b>	<b>Restricted Inventory ( R )</b>	
<b>36</b>	<b>Unrestricted Inventory (UR)</b>	

Youth Baseball/Softball Fields  
 Medford Planning Area

Number	Location	Comments
36U*	U.S. Cellular Community Park	Total reflects use of synthetic turf (9)
6U	Bear Creek Park	Under contract with Medford American LL
1U	Fagone Field – Jackson Park	In need of renovations
1U	Harry and David Field	Under contract with Medford Rogues
1R	Hoover School Park	School District, Undersized, Practice Only
2R	Jefferson School Park	Fields leased from school district
1R	Kennedy School Park	School District, Undersized, Practice Only
1R	Lone Pine School Park	School District, Undersized, Practice Only
10R	Medford National Little League	Located between Medford and Jacksonville
1R	Oak Grove Elementary School	School District, Undersized, Practice Only
1R	Roosevelt School Park	School District, Undersized, Practice Only
<b>61</b>	<b>Total Inventory</b>	
<b>15</b>	<b>Restricted Inventory ( R )</b>	
<b>46</b>	<b>Unrestricted Inventory (UR)</b>	

**Soccer Fields  
Medford Planning Area**

Number	Location	Comments
24U*	U.S. Cellular Community Park	Full Size Turf (6 fields)
4U	Fichtner-Mainwaring Park	Grass
2U	Hawthorne Park	1- Futsal court
1U	Holmes Park	Practice Only
1U	Lewis Park	Undersized, Practice Only
5R*	Central Medford High School	School District, 1 Full-Size Turf (Equivalent to 4 grass fields), 1 Undersized Grass
1R	Hoover School Park	School District, Practice Only
1R	Howard School Park	School District, Practice Only
2R	Jefferson School Park	School District, Undersized
1R	Kennedy School Park	School District, Practice Only
1R	Lincoln Elementary School	School District, Practice Only
1R	Lone Pine School Park	School District, Practice Only
1R	McLaughlin Middle School	School District, Undersized
5R	North Medford High School	School District (1 turf, 1 grass)
1R	Oak Grove Elementary School	School District, Practice Only
1R	Orchard Hill School Park	Undersized
1R	Roosevelt School Park	School District, Practice Only
1R	Saint Mary's High School	Private
4R*	South Medford High School	School District, 1 Full-Size Turf (Equivalent to 4 grass fields)
1R	Washington School Park	School District, Practice Only
2R	Wes Howard Memorial Sports Park	Grass, Private
1R	Wilson School Park	School District, Practice Only
<b>62</b>	<b>Total Inventory</b>	
<b>30</b>	<b>Restricted Inventory ( R )</b>	
<b>32</b>	<b>Unrestricted Inventory ( U )</b>	

Football Fields  
 Medford Planning Area

Number	Location	Comments
20U*	U.S. Cellular Community Park	Fields 10-14, Turf
4R*	Central Medford High School (Spiegelburg Stadium)	School District, Turf (*number to reflect use of turf fields)
1R	Hedrick Middle School	School District
1R	McLaughlin Middle School	School District
5R*	North Medford High School Park	School District (1 turf*, 1 grass)
1R	Saint Mary's High School	Private
4R*	South Medford High School	School District, Turf (*number to reflect use of turf fields)
<b>36</b>	<b>Total Inventory</b>	
<b>16</b>	<b>Restricted Inventory (R)</b>	
<b>20</b>	<b>Unrestricted Inventory (U)</b>	

Swimming Pools  
 Medford Planning Area

Square Feet	Location	Comments
6035U	Jackson Park	3 tanks (kiddie pool, dive tank, main tank)
1320R	America's Best Kids Sports Center	Private, Members Only
1875R	International Fitness	Private, Members Only
4500R	Superior Athletic	Private, Members Only
4200R	YMCA	Private, Members Only
<b>17,930</b>	<b>Total Inventory</b>	
<b>11,895</b>	<b>Restricted Inventory ( R )</b>	
<b>6,035</b>	<b>Unrestricted Inventory (U)</b>	

**Gymnasiums  
Medford Planning Area**

Number	Location	Comments
2U	Santo Community Center	City of Medford
1R	Abe Lincoln Elementary School	School District, Undersized
3R	Central Medford High School	School District
2R	Hedrick Middle School	School District
1R	Hoover Elementary School	School District, Undersized
1R	Howard Elementary School	School District, Undersized
1R	International	Members Only (Private)
1R	Jackson Elementary School	School District, Undersized
1R	Jefferson Elementary School	School District, Undersized
1R	Kennedy Elementary School	School District, Undersized
1R	Kids Unlimited	Used mostly for Kids Unlimited kids
1R	Lone Pine Elementary School	School District, Undersized
1R	McLaughlin Middle School	School District
3R	North Medford High School	School District
1R	Oak Grove Elementary School	School District, Undersized
1R	Orchard Hill Elementary School	School District, Undersized
1R	Roosevelt Elementary School	School District, Undersized
1R	Sacred Heart	Private School
2R	Saint Mary's High School	Private School
2R	South Medford High School	School District
1R	Superior Gym	Members Only (Private)
1R	Washington Elementary School	School District, Undersized
1R	Wilson Elementary School	School District, Undersized
1R	YMCA	Members Only (Private)
<b>31</b>	<b>Total Inventory</b>	
<b>29</b>	<b>Restricted Inventory ( R )</b>	
<b>2</b>	<b>Unrestricted Inventory ( U )</b>	

# APPENDIX G: RECREATION PROGRAM PLAN

Medford Parks & Recreation Department

# Recreation Program Plan



# Medford Parks and Recreation Department Recreation Program Plan

**Adopted October 19, 2010 by the Medford Parks and Recreation Commission**  
**Revision approved March 19, 2013**

Table of Contents	CAPRA Reference
<b>Statement of Purpose</b> .....	<b>2</b>
Department Summary .....	2
Philosophy .....	2
Mission Statement .....	2
Vision Statement .....	2
<b>Guiding Principles</b> .....	<b>3</b>
<b>2006 Parks, Recreation and Leisure Services Plan</b> .....	<b>3-4</b>
<b>2015-20 City of Medford Strategic Plan</b> .....	<b>4</b>
<b>Program Objectives for Specific Populations</b> .....	<b>5-7</b>
Children .....	4-5
Teens .....	5-6
Adults .....	6
Older Adults .....	6-7
Persons With Disabilities .....	7
<b>General Implementation Strategy</b> .....	<b>8</b>
<b>Program and Service Development</b> .....	<b>8-9</b>
Evaluation Procedures .....	9
<b>Pricing Policy</b> .....	<b>9-16</b>
Primary Considerations .....	9
Terms and Definitions .....	10
Pyramid Pricing Model .....	10-11
Criteria for Establishing Fees and Charges .....	12-14
Pricing Categorization .....	14
Non-Resident Fee .....	14
Customer Service Guidelines .....	14-15
Refund Guidelines .....	15
Scholarship Funding Policy .....	15-16
Implementation of Pricing Policy Guidelines .....	16
2015 Implementation Goals .....	17
<b>Appendix A and B</b>	
Community Inventory	10.5.2

## Statement of Purpose

The management and staff of Medford Parks and Recreation are committed to the successful implementation of a focused and coordinated plan of action.

This document was developed in direct response to the opportunities, challenges and key issues that the Department has identified as priorities, including the process of national accreditation. The plan is to be used as the basis for which all marketing efforts are to be conducted and measured, but is subject to natural updates and revisions as circumstances change and goals are achieved.

### Purpose of Recreation Services

- Meet customer demand for specific recreational activities and services
- Improve mental, physical and moral life of residents
- Facilitate and coordinate public and private resources to maximize recreational opportunities
- Maximize use of City-maintained recreation facilities

### Department Summary

Medford Parks and Recreation was created in the early 1950s to provide diverse recreation services to all segments of the community. The Department maintains 2,552 acres of parks and open space, a swimming pool, 19 tennis courts, three spray parks, a dog park, 31 miles of trails and 30 sports fields. The Department also provides 350 classes, programs and services, 27 cultural activities, 17 early childhood programs, 96 adult leagues in nearly a dozen different sports, 21 fitness programs and numerous other enrichment opportunities for the Rogue Valley and all of Jackson County.

### Medford Parks and Recreation Department Philosophy

The Medford Parks and Recreation Department offers diversified recreational services to its citizens, recognizing municipal government's responsibility to provide public recreational facilities and leisure opportunities. The Department strives to improve quality of life and to offer the most efficient and professional services by:

- Providing and maintaining parks and recreation facilities for use by the general public.
- Providing equal opportunity for all residents to participate in recreational programs and to fully use the facilities of the department.
- Providing trained and qualified personnel for supervision and instruction in recreation programs, and for facility maintenance.
- Welcoming public input into planning and evaluation of recreation programs, facilities, and services.

### Mission Statement

City of Medford: Continuous Improvement – Customer Service.

Parks and Recreation: Creating Healthy Lives, Happy People and a Strong Community.

### Recreation Vision Statement

Together with our community partners, we strive to improve the quality of life through people, parks and programs. We offer high-quality programs and services that meet and adapt to the ever-changing needs of the community.

## Guiding Principles

As a primary recreation program and service provider in the Rogue Valley, the Medford Parks and Recreation Department makes every effort to adhere to the following guiding principles:

1. **Accessible** - Provide access to all residents to ensure barriers (economic, physical, etc.) do not prevent participation in quality recreation services.
2. **Efficient** - Maximize efficient usage of City recreation facilities and resources.
3. **Reliable** - Ensure programs, services and facilities are safe, age-appropriate and well-managed. Knowledgeable, well-trained employees provide excellent customer service. Risks are prudently managed. Customers are treated equitably.
4. **High Quality** - Provide recreation programs, services and facilities that routinely meet or exceed customer expectations.
5. **Organized** - Provide well-planned, well-coordinated and well-executed programs and services.
6. **Responsive** - Be responsive to customer feedback and evaluation data. Return phone calls, e-mails and messages within 24 hours.

## 2006 Parks, Recreation and Leisure Services Plan Findings and Goals

Public comment and the community needs assessment compiled for the 2006 Parks, Recreation and Leisure Services Plan revealed the following key conclusions regarding recreation programming:

- Medford is a very active community compared to other Pacific Northwest cities.
- The City of Medford is a significant provider of recreational programs in the region. Programs and services need to be expanded in nearly all areas, especially for youth, teens and seniors, to meet increasing community needs.
- To increase program participation, recreation programs could be expanded in several areas identified by survey respondents, including arts and crafts, cultural events, concerts, special events and family activities.

Based on these conclusions, the 2006 Parks, Recreation and Leisure Services Plan listed the following goals and policies related to recreation programs and services:

**Goal 1:** *To provide for a full range of recreational activities and opportunities to meet the needs of all residents of Medford.*

**Policy 1-B:** The City of Medford shall recognize the social and economic value of other providers in the City and nearby county, state, and national recreation resources that provide recreation for Medford residents, create tourist expenditures within the City of Medford, and attract businesses and industries to the City.

- **Implementation 1-B (1):** Provide park and recreation programs that complement nearby county, state, and national recreation resources.
- **Implementation 1-B (2):** Pursue partnerships as a key means for leveraging community resources and minimizing duplications of effort.

**Policy 1-C:** The City of Medford shall serve as the overall coordinator and/or administrator of recreation programs and services community-wide.

- **Implementation 1-C (2):** Expand the City's role as a primary provider of recreation programs and services and increase programming to meet changing demographics and growing community needs.
- **Implementation 1-C (3):** Establish more revenue-generating programs to increase program funding to help fund or subsidize other programs and services.

**Policy 1-D:** The City of Medford shall provide park land and facilities conveniently located and economically accessible to all members of the community.

- **Implementation 1-D (2):** Provide program services to all ages, abilities, and economic and cultural backgrounds.
- **Implementation 1-D (3):** Offer programs at a range of costs (free, low-cost, full price) and implement other strategies to ensure program affordability, while meeting city financial goals.

## **2014-19 City of Medford Strategic Plan**

In Feb. 2015, the Medford City Council updated its Strategic Plan, which helps develop budgeting priorities. The following objectives pertain to recreation programming and service delivery:

**Objective 1.5: Enhance community partnerships to address crime and emerging crime trends.**

- **Action 1.5e:** Develop partnership between Police, Fire and Parks and Recreation departments to increase recreational programming opportunities to reduce drug use and gang activity.

**Objective 8.2: Adjust recreation programs and services to meet changing demographics and growing community trends.**

- **Action 8.2a:** Annually complete a city-wide needs assessment to determine changes in programming focus and expansion.

**Objective 8.3: Establish more revenue-generating programs to help fund or subsidize other programs and services.**

- **Action 8.3a:** Review cost recovery and pricing models for programming with the Parks and Recreation Commission to establish recovery levels.
- **Action 8.3b:** Increase the amount of sponsorships for programs and advertising opportunities with business partners by 3 percent annually.

## Program Objectives for Specific Populations

Acting on the goals and policies set forth in the 2006 Parks, Recreation and Leisure Services Plan, the Medford Parks and Recreation Department established a specific set of programmatic objectives and priorities for serving various age groups.

During different stages and ages of life dictates the type and goals of community recreation services. The Department groups programs and services around four stages of life and persons with disabilities:

- Children (up to age 12)
- Teens (age 13-18)
- Adults (age 19-64)
- Older Adults (age 65-up)
- Persons with Disabilities (all ages)

The following sections define the Department's specific objectives and roles in serving these populations.

### Children

The Department's role is to:

- Provide recreational services that address community needs and result in effective use of City facilities.
- Provide healthy and safe services, such as day camps and after-school programs.
- Be a leader, partner and facilitator in addressing niche or under-served markets.
- Provide access to Department programs and services by providing scholarships/opportunities to residents with economic or physical barriers.

The benefits of recreation for Children are to:

- Create opportunities to explore and master roles, develop skills and enhance senses.
- Teach basic skills, boundaries and expectations, social competency and healthy lifestyles.

Examples of City-sponsored recreation for Children are:

- Tot indoor playground
- Tot basketball league
- Tot sports samplers
- Youth indoor soccer leagues
- Junior Giants t-ball and baseball
- NFL Flag Football League
- Discovery Preschool
- Youth Activity Center
- Day camps
- Dance classes
- Park & Play mobile recreation
- Outdoor Adventure Club
- Sports camps and clinics
- Swimming lessons
- Daddy Daughter Dinner Dance

### **Teens**

The Department's role is to:

- Provide recreation facilities designed to cater to the interests of teens.
- Provide recreational services that respond to community demand and provide constructive leisure opportunities during non-school hours.
- Be a leader in facilitating or addressing community deficiencies in teen recreational needs.

The benefits of recreation for Teens are to:

- Develop teens' abilities to build advanced skills in competition and physical conditioning.
- Provide safe, fun and inviting facilities.
- Develop interpersonal and leadership skills.
- Instill a sense of civic responsibility.

Examples of City-sponsored recreation for Teens are:

- Youth Activity Center
- Mayor's Youth Advisory Commission
- Bear Creek Skate Park
- BMX track at Bear Creek Park
- NFL Flag Football League
- Leaders in Training program
- Outdoor education classes
- Jewelry making classes
- Outdoor Recreation Club
- Santo Community Center open gym
- Youth baseball tournaments
- NFL Punt, Pass and Kick competition
- Recreational open swim
- Daddy Daughter Dinner Dance

### **Adults**

The Department's role is to:

- Schedule and maintain recreational facilities
- Provide a wide range of affordable recreation programs and services
- Maximize use of City-maintained recreational facilities

The benefits of recreation for Adults are to:

- Promote socialization, stress reduction and access to organized activities
- Provide preventative health maintenance
- Increase self-confidence and mastery of chosen activities
- Build community
- Increase communication between people of diverse backgrounds

Examples of City-sponsored recreation for Adults are:

- Sports leagues
- Enrichment classes
- Trips and tours

- Financial planning classes
- Santo Community Center drop-in programs
- Special community events

### **Older Adults**

The Department's role is to:

- Deliver programs and services geared toward retired adults
- Identify emerging trends and niche services for older adults
- Promote inter-generational activities

The benefits of recreation for Older Adults are to:

- Promote socialization and reduce isolation
- Help retired adults learn new skills
- Provide opportunities for volunteerism
- Provide information to help manage changes in health and lifestyles

Examples of City-sponsored recreation for Older Adults are:

- Low-impact fitness classes (tai-chi, water aerobics)
- Trips and tours
- Language classes
- Basic computer skills classes
- Art, sewing and music classes
- Retirement planning classes
- Santo Community Center book exchange
- Santo Community Center drop-in programs (sewing club, pickleball)

### **Persons With Disabilities**

The Department's role is to:

- Facilitate recreation opportunities within existing programs, services and facilities
- Integrate City recreation programs with other inclusion service providers
- Develop partnerships to provide ready access to specialized recreation

The benefits of recreation for Persons With Disabilities are to:

- Promote socialization and reduce isolation
- Provide opportunities for physical exercise
- Offer activities that build or develop new skills
- Maintain involvement in community
- Provide respite for care-givers

Examples of City-sponsored recreation for Persons With Disabilities are:

- Enrichment classes at the Santo Community Center
- Easter Seals partnership
- Participation in youth sports programs and leagues

## General Implementation Strategy

To meet the goals in the previous section, the Medford Parks and Recreation Department undertakes the following implementation strategies:

- Develop programs, services and facilities that provide the widest possible range of recreational opportunities for residents of all ages.
  - Encourage healthy and active lifestyles.
  - Support programming and scheduling that increases recreational use of City-managed parks and facilities.
- Implement a pricing policy and cost recovery formula that meets reasonable revenue goals while providing affordable programs and services.
- Administer the Department marketing plan to adequately promote recreation programs, services and facilities.
- Develop agreements and partnerships with other recreation service providers to address and broaden community recreation needs.

## Program and Service Development

Recreation Division full-time staff generally meets on a weekly basis to discuss and evaluate programs and services and to make coordination adjustments as needed based on customer feedback or other variables.

Staff also makes key programming considerations based on feedback, needs assessment and priorities performance in the weeks leading up to program guide production deadlines.

Upon conclusion of the summer peak season, Recreation staff evaluates and prioritizes all programs and services and plans for the following year based on available resources and programmatic expectations in the context of how best to achieve goals set forth in the Recreation Program Plan.

Program prioritization is reflective of one, several or all of the following criteria:

- Current or potential importance for community-wide or broad individual benefit.
- Community needs or deficiencies.
- Potential for increased participation.
- Revenue potential.

### Needs Assessment and Program Development

The following methods are utilized to determine community needs for programs and services offered by the Department:

- Historical registration trends/success of current programs and services.
- Surveys and questionnaires.
- Focus groups.
- Oregon Resident Outdoor Recreation Demand Analysis (SCORP Region 5 Summary)
- Suggestions provided by current instructors and current employees.
- Suggestions submitted by prospective instructors/employees.

- Analysis of successful programs in other communities (benchmarking).

### **Program Evaluation Procedures**

Programs and services offered by the Medford Parks and Recreation Department are evaluated through systematic collection of customer surveys. The primary instrument for data collection is the Recreation Program Survey that is customized by programmers based on activity type (sports leagues, enrichment programs, aquatic classes/lessons, etc.).

In order to achieve higher collection and validity rates, most surveys are administered utilizing SurveyMonkey from a link contained in a blast email to registrants.

Swim lesson surveys are distributed to parent/guardian at the Aquatics Center by Senior Lifeguards and are completed on location with confidentiality achieved through a survey drop box.

Survey results and comments are logged in a spreadsheet for review and analysis by the respective recreation programmer and the Recreation Superintendent. Results are analyzed and discussed at periodic Recreation Division meetings, and program adjustments, if needed, are made either immediately or prior to the next programming period.

## **Pricing Policy**

Addressing pricing policies for participation in programs, facility use and use of equipment establishes fair, equitable and simple fee structure and guidelines that identify which services should be fee-based. Guidelines determine the appropriate level of fee to meet goals by generating revenue to offset operating costs.

These pricing policy guidelines are intended to address pricing considerations for programs, facilities and services of the Medford Parks and Recreation Department in an attempt to establish a comprehensive operation that is financially feasible, sustainable and affordable.

Fees and charges support other resources available to the Department, and are not intended to replace them or reduce the agency's responsibility to provide public recreational facilities and leisure opportunities. They provide a means to continue, and expand as necessary, the ability to offer services to residents.

### **Primary Considerations**

When establishing user fees, the following questions are considered:

- Who benefits from the service: the community in general or only the individual or group receiving the service?
- Did the individual or group generate the need for providing the service?
- Will imposing the full cost fee pose a hardship on specific users?
- Do community values support taxpayer subsidy of the cost of service for individuals with special needs (e.g. people, with disabilities or low-income)?
- Will the lever of the fee affect the demand for the service?
- Is it possible and desirable to manage demand for a service by changing the level of fee?
- Are there existing providers of the service in the public or private sector?

**Terms and Definitions**

**Direct Costs** – All the specific, identifiable expenses associated with providing a service. These expenses include but are not limited to wages and benefits, contracted services, rental of facilities and equipment directly related to the service, and purchased equipment and supplies.

**Indirect Costs** – Department overhead including the administrative costs and contractual services, as appropriate.

**Partial Cost Fee** – A fee that recovers less than the full cost. This could be a percentage of direct costs, all direct costs, all direct costs plus a percentage of indirect costs, etc.

**Full Cost Fee** – A fee that recovers the total cost of a service (the sum of all direct and indirect costs).

**Market Rate Fee** – A fee based on demand for a service. Once the market is defined by identifying all providers of an identical service, a market rate fee can be set. The fee is set at the highest level the market will bear.

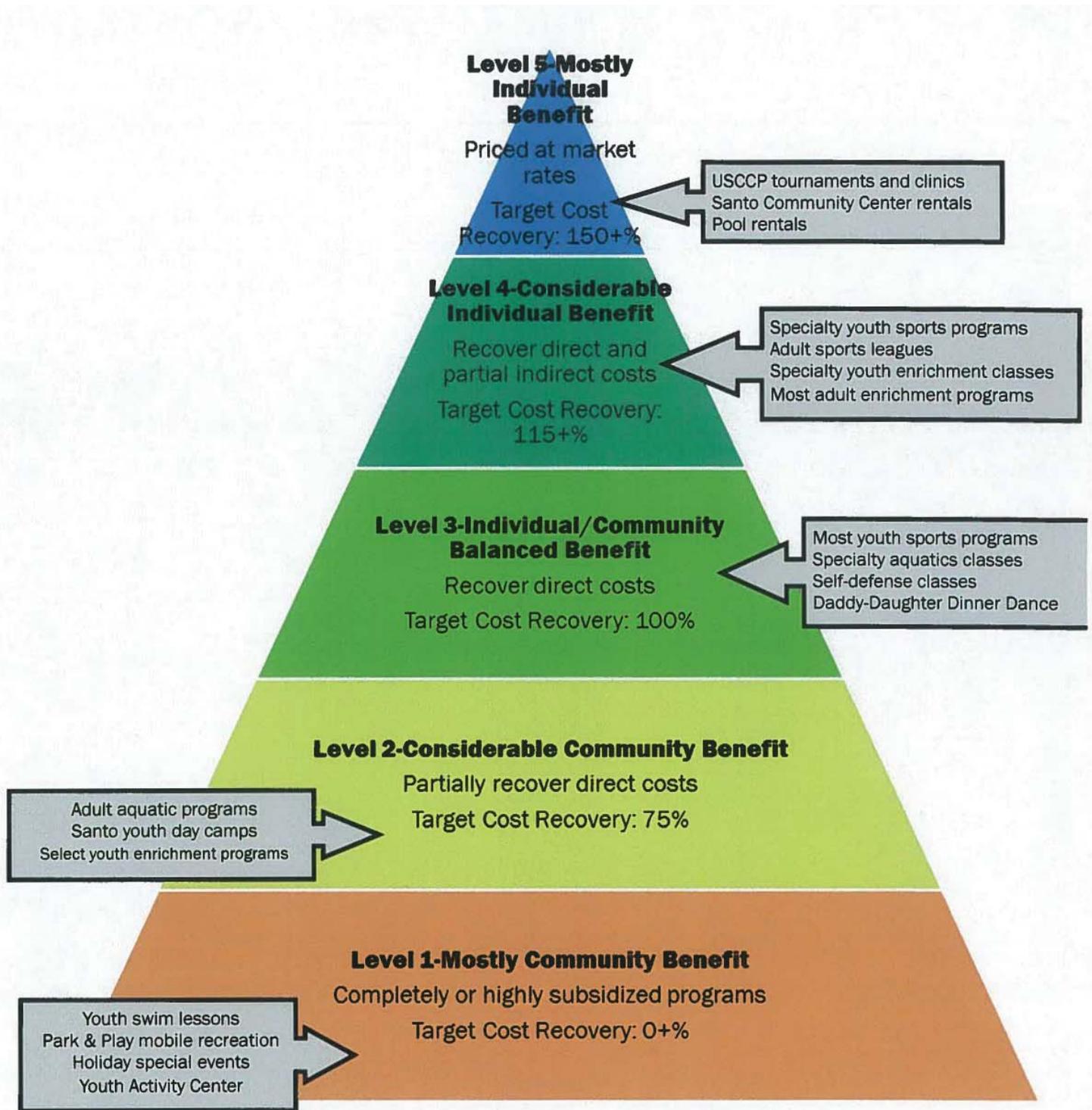
**Resident** – A person who resides within the City limits or a property owner who pays taxes to the City.

**Non-Resident** – A person living outside of the City limits who does not pay taxes to the City.

**Pyramid Pricing Model**

A pyramid model illustrates the Medford Parks and Recreation pricing philosophy based on establishing fees commensurate with the benefit received.

The foundational level of the pyramid represents core programs and services. It is the largest service level and most heavily tax supported. Programs assigned to higher levels of the pyramid are offered only when the preceding levels below are full enough to provide a foundation for the next level in order to properly represent the overall Department mission while addressing community growth and demand.



**Level 1 - Mostly Community Benefit** (completely or highly subsidized)  
 The foundation level of the pyramid represents programs, facilities and services that most benefit the community as a whole. These programs, facilities and services increase property values, provide safety and enhance quality of life for the residents. The community highly subsidizes these basic services and facilities. These services are offered to residents at minimal or no fee.

- Examples of basic services include youth swim lessons, special community holiday events, summer the Youth Activity Center and the Park & Play mobile recreation unit.
- Examples of basic facilities are swimming pools, playgrounds, open spaces, tennis courts, informal ball fields, outdoor basketball courts, walking trails and non-exclusive use of a family picnic area.

**Level 2 – Considerable Community Benefit** (partially recover direct costs)

The second level of the pyramid represents programs, facilities and services that promote individual physical and mental well-being, and provide recreational skill development. These programs are traditional services and introductory instructional levels commonly offered by parks and recreation operations. These basic services and traditional recreational facilities are assigned fees based on a specified percentage of direct and indirect costs that represents a tax subsidy to account for the Community Benefit and participant fee to account for the Individual Benefit.

- Examples of these services are most adult aquatics services, non-specialty youth day camps and youth enrichment programs.
- Examples of facilities are picnic shelters and lighted tennis courts.

**Level 3 - Individual/Community Balanced Benefit** (recover direct costs)

The third level of the pyramid represents services that promote individual physical and mental well-being that may not be offered or readily available in the community at reasonable prices. This level provides more Individual and less Community Benefit and fees are set to reflect this.

- Examples of these services are foreign language classes, introductory skills classes, the Daddy Daughter Dinner Dance and most youth sports programs.
- Examples of these facilities are U.S. Cellular Community Park, the Prescott Park Challenge Course, water spray parks and the dog park.

**Level 4 - Considerable Individual Benefit** (recover direct costs and all/portion of indirect costs)

The fourth level of the pyramid represents specialized services generally for specific groups, or features a competitive focus.

- Examples of these services are adult sports leagues as well as most adult and youth enrichment classes.
- Examples of these facilities are customized playing fields.

**Level 5 - Mostly Individual Benefit** (priced at market rates to generate profit)

The fifth level of the pyramid represents activities that have the potential to generate profits that may not be central to the Department's core mission. In this level, programs and services should be priced to recover full cost plus a percentage or a set dollar amount.

- Examples of these activities are youth and adult tournaments, facility rentals, concessions and company picnics.

## **Criteria for Establishing Fees and Charges**

### **Low or No Cost Recovery/High or Full Subsidy**

- a) Applies to most of Level 1 – Mostly Community Benefit
- b) The following criteria are used to determine if a service should be included in the category, keeping in mind that a program or service may not meet every criteria:
  - The service is equally available to everyone in the community and should benefit everyone.
  - Because the service is basic, it is difficult to determine benefits received by one user.
  - The level of service attributable to a user is not known.
  - Administrative costs of imposing and collecting a fee exceed revenue expected from the fee.
  - Imposing the fee would place the agency at a major competitive disadvantage.
  - The service is primarily provided by the public sector.

### **Partial Cost Recovery/Partial Subsidy**

- a) Generally applies to Level 2 – Considerable Community Benefit
- b) User fees may recover only partial cost for those services for which the department desires to manage demand.
- c) User fees may recover only partial cost from those individuals who cannot pay full cost due to economic hardship.
- d) A user fee may recover only partial cost if competitive market conditions make a full cost fee undesirable.
- e) The following criteria are used to determine if a service should be included in this category, keeping in mind that a service does not have to meet every criteria:
  - Services benefit those who participate but the community at large also benefits.
  - The level of service use attributed to a user is known.
  - Administrative costs of imposing and collecting the fee are not excessive.
  - Imposing a full cost fee would place the agency at a competitive disadvantage.
  - The service is usually provided by the public sector, but may also be provided by the private sector.

### **Full Cost Recovery/No Subsidy**

- a) Generally applies to Level 3 - Individual/Community Balanced Benefits and Level 4 - Considerable Individual Benefit
- b) User fees recover the full cost of services that benefit specific groups or individuals and potentially all or a portion of indirect costs.
- c) User fees recover the full cost for those services provided to persons who generate the need for such services.
- d) The following criteria are used to determine if a service should be included in this category, keeping in mind that a service does not have to meet every criteria:
  - The individual or group using the service is the primary beneficiary.
  - The level of service used is directly attributed to the known user.
  - Administrative costs of imposing and collecting the fee are not excessive.
  - Imposing a full cost fee would not place the agency at a competitive disadvantage.

- The service is usually provided by the private sector, but may also be provided by the public sector.

**Enterprise or Profit Centers**

- Generally applies to Level 5 - Mostly Individual Benefit.
- User fees could recover more than the full cost, including indirect costs, for a service in order to subsidize other services provided to the community.
- The following criteria are used to determine if a service should be included in this category, keeping in mind that a service does not have to meet every criteria:
  - Individuals or groups benefit from the service and there is little community benefit.
  - The level of service use attributable to a user is known.
  - There is excess demand for the service; therefore, allocation of limited services is required.
  - Administrative costs of imposing and collecting the fee are not excessive.
  - The service is provided at market price by the private sector.

**Pricing Categorization**

Program Type	Level 1 Mostly Community	Level 2 Considerable Community	Level 3 Individual/ Community	Level 4 Considerable Individual	Level 5 Mostly Individual
Tot Sports Programs			X		
Adult Sports Leagues				X	
Adult Sports Tournaments					X
Adult Enrichment Classes		X	X	X	
Youth Enrichment Classes		X	X		
Youth Sports Leagues			X		
Youth Sports Camps			X		
Youth Day Camps		X	X		
Youth Sports Tournaments					X
Youth Activity Center	X				
Recreational Swim		X			
Lap Swim			X		
Swim Lessons	X	X			
Concessions					X
USCCP Rentals - Youth				X	
USCCP Rentals - Adult				X	
USCCP Rentals - Tournament					X
Swimming Pool Rental			X		
Santo Room Rentals				X	X
Mobile Recreation Unit	X				
Program Guide Publications	X				

**Non-Resident Fee**

Because residents support City services through property taxes, non-residents pay a higher fee for programs and services provided by the Department. The non-resident fee surcharge is \$6 for each individual class, program and facility rental. Because large numbers of non-residents participate in adult league sports, the non-resident fee is factored in the overall team registration fee.

### **Customer Satisfaction Guidelines**

The Medford Parks and Recreation Department strives to bring residents and visitors quality programs at affordable prices. One-hundred percent customer satisfaction is our goal.

MPRD does not discriminate on the basis of religion, race, color, national origin, sexual orientation, age or ability. We strive to meet the needs of all citizens. If a customer has a special need or accommodation request, advance notice is requested. These requests should be made to the customer service specialist, program coordinator or supervisor.

### **Refund Guidelines**

The following are the refund guidelines for Medford Parks and Recreation programs, services and facilities:

#### **Adult Sports Leagues**

- Team fees are refundable only if requests are received prior to posting or distribution of league schedules.

#### **Park Reservations**

- Full refund if canceled prior to day of event.
- Full refund if a park area was unusable due to weather, vandalism or verifiable negative maintenance conditions.

#### **Pool Reservations**

- Full refund if requested by Noon on the last business day prior to the reservation.

#### **Enrichment/Special Interest Classes**

- Full refund up to, during and immediately following the first class of a session.
- No refund will be issued after the start of the second class of a session.
- Full refund if classes are canceled due to lack of enrollment.
- Full refund or transfer to another program of equal value is permitted.

#### **Youth Camps**

- Full refund up to, during and prior to departing the facility the first day of a session.
- No refund will be issued after the first day of a session.

#### **Swim Lessons**

- \$5 cancellation fee for each space reserved (due to limited class size and high demand for swim classes).
- Full refund (minus \$5 cancellation fee) if lessons do not work out for child, if requested before the start of the second day of a session.

Refund requests must be received during normal business hours. Requests for refunds beyond the scope of these guidelines will be considered on a case-by-case basis by the Recreation Superintendent or by the Parks and Recreation Director.

**Returned Check Fee**

Returned check fee is \$10 for each occurrence. The registration transaction is processed only if the customer submits payment via cash, cashier's check or credit card.

**Scholarship Funding Policy**

The Medford Parks and Recreation Department receives scholarship funding through contributions from external non-profit organizations, most notably the Medford Parks and Recreation Foundation. These funds assist the Department in lowering financial barriers for access to vital youth enrichment services, primarily swim lessons, day camps and sports programs.

Scholarship funding is typically disbursed as a pre-determined partial discount based on the following application process:

- Applicants must fill out the Financial Assistance Application and turn it into the City of Medford Parks and Recreation office when registering for a program.
- Child/Family must live within the Medford City limits or attend a Medford School District 549-C school to qualify for a scholarship.
- Scholarship amounts will vary from program to program. A list of scholarship discounts will be established each season and made available to applicants.
- By accepting a partial scholarship, the parent/guardian agrees to be responsible for the payment of any fees above the scholarship amount.
- Out-of-city fees must be paid; they are not covered by your scholarship.
- Parents/guardians may be asked to help volunteer for a program to help offset the cost of the scholarship.

**Implementation of Pricing Policy Guidelines**

Fees and charges for services are reviewed annually by the Medford Parks and Recreation Commission, and adjusted as necessary to conform to Pricing Policy guidelines.

Higher-than-anticipated revenue from one program may be utilized to offset costs for other related programs or to expand programs.

**2015 Recreation Division Program & Service Planning and Implementation Goals**

Program	Category	Populations	Next steps
Swim Lessons	Aquatics	All Ages	Monitor quality of instruction, increase participation in late summer, possibly free
Youth Sports Leagues	Athletics	Teens	Implement new summertime teen kickball and softball programs; tie-in to gang prevention services
Day Camps	Enrichment	Youth	Continue diversification of summer programs; pursue Jackson School venue
Adult Softball Tournaments	Athletics	Youth, Teens, Adults	Increase participation, diversify promotion, upgrade prize packages, experiment with new formats
Outdoor Adventure Club	Enrichment	Youth, Teens	Seek grant funding, attract program instructors
Adult Softball League; Youth Tournaments	Athletics	Adults	Enhance quality of service through technology upgrades, utilize
Adult Volleyball and Basketball	Athletics	Adults	Pursue School District gym availability in order to expand program
Summer Concerts/Movies	Arts & Culture	All Ages	Secure 100% program sponsorship; maximize Pear Blossom Park venue; provide opportunities for local talent
Youth Sports Volunteers	Enrichment	Older Adults, Adults, Teens	Improve recruitment efforts; augment volunteer training
Special Interest Classes	Enrichment	Adults	Improve communication between management and instructors; upgrade marketing efforts and identify logical next steps for programming

## CAPRA 6.1 update

## 2015 Recreation Division Program &amp; Service Planning and Implementation Goals

Program	Category	Populations	Next steps
Swim Lessons	Aquatics	All Ages	Monitor quality of instruction, increase participation in late summer, possibly free
Youth Sports Leagues	Athletics	Teens	Implement new summertime teen kickball and softball programs; tie-in to gang prevention services
Day Camps	Enrichment	Youth	Continue diversification of summer programs; pursue Jackson School venue
Adult Softball Tournaments	Athletics	Youth, Teens, Adults	Increase participation, diversify promotion, upgrade prize packages, experiment with new formats
Outdoor Adventure Club	Enrichment	Youth, Teens	Seek grant funding, attract program instructors
Adult Softball League; Youth Tournaments	Athletics	Adults	Enhance quality of service through technology upgrades, utilize
Adult Volleyball and Basketball	Athletics	Adults	Pursue School District gym availability in order to expand program
Summer Concerts/Movies	Arts & Culture	All Ages	Secure 100% program sponsorship; maximize Pear Blossom Park venue; provide opportunities for local talent
Youth Sports Volunteers	Enrichment	Older Adults, Adults, Teens	Improve recruitment efforts; augment volunteer training
Special Interest Classes	Enrichment	Adults	Improve communication between management and instructors; upgrade marketing efforts and identify logical next steps for programming

# APPENDIX H: IMPLEMENTATION TOOLS

## LOCAL FUNDING OPTIONS

The City of Medford possesses a range of local funding tools that could be accessed for the benefit of growing, developing and maintaining its parks and recreation system. The sources listed below represent likely potential sources, but some also may be dedicated for numerous other local purposes which limit applicability and usage. Therefore, discussions with city leadership is critical to assess the political landscape to modify or expand the use of existing city revenue sources in favor of the parks program.

### General Obligation Bond

These are voter-approved bonds with the authority to levy an assessment on real and personal property. The money can only be used for capital construction and improvements, but not for maintenance. This property tax is levied for a specified period of time (usually 15-20 years). Passage requires a simple majority in November and May elections, unless during a special election, in which case a double majority (a majority of registered voters must vote and a majority of those voting must approve the measure) is required.

### Park Utility Fee

A park utility fee creates dedicated funds to help offset the cost of park maintenance. Most city residents pay water and sewer utility fees. Park utility fees apply the same concepts to city parks, and a fee is assessed to all businesses and households. The monthly fee would be paid upon connection to the water and sewer system. Creating a new source of maintenance funding could free up general fund dollars for other capital project uses. Medford assesses a park utility fee.

### System Development Charges

Medford currently assesses a parks system development charge (SDC). SDCs are charged for new residential development to help finance the demand for park facilities created by the new growth.

## Fuel Tax

Oregon gas taxes are collected as a fixed amount per gallon of gasoline purchased. The Oregon Highway Trust Fund collects fuel taxes, and a portion is paid to cities annually on a per-capita basis. By statute, revenues can be used for any road-related purpose, which may include sidewalk repairs, ADA upgrades bike routes and other transportation-oriented park and trail enhancements.

## FEDERAL & STATE GRANTS AND CONSERVATION PROGRAMS

### Rivers, Trails and Conservation Assistance Program

National Park Service

[www.nps.gov/ncrc/programs/rtca/](http://www.nps.gov/ncrc/programs/rtca/)

The Rivers, Trails and Conservation Assistance Program, also known as the Rivers & Trails Program or RTCA, is a community resource administered by the National Park Service and federal government agencies so they can conserve rivers, preserve open space and develop trails and greenways. The RTCA program implements the natural resource conservation and outdoor recreation mission of NPS in communities across America.

### Community Development Block Grants

U.S. Department of Housing and Urban Development

These funds are awarded to cities and urban counties for housing and community development projects. Coos County administers CDBG funds locally through a grant-based program. The major objectives for the CDBG program are to meet the needs of low and moderate income populations, eliminate and prevent the creation of slums and blight and meet other urgent community development needs.

## National Urban and Community Forestry Advisory Council (NUCFAC) Grant

U.S. Forest Service

[www.treelink.org/nucfac/](http://www.treelink.org/nucfac/)

The National Urban and Community Advisory Council has overhauled their criteria for the US Forest Service's Urban and Community Forestry challenge cost share grant program for 2009. Grants will be solicited in two categories: innovation grants and best practices grants. As with the previous grant program, a 50% match is required from all successful applicants of non-federal funds, in-kind services and/or materials.

## Urban and Community Forestry Small Projects and Scholarship Fund

Oregon Department of Forestry

The purpose of the Oregon Department of Forestry's Urban and Community Forestry Assistance Program's Small Projects and Scholarship Fund (UCF-SPSF) is to cover the small, yet sometimes prohibitive, administrative and material expenses directly related to community forestry projects encountered by smaller volunteer groups and cities across Oregon. Applications must be received by the end of each quarter for consideration.

## North American Wetlands Conservation Act Grants Program

US Fish & Wildlife Service

[www.fws.gov/birdhabitat/Grants/NAWCA/index.shtm](http://www.fws.gov/birdhabitat/Grants/NAWCA/index.shtm)

The North American Wetlands Conservation Act of 1989 provides matching grants to organizations and individuals who have developed partnerships to carry out wetland conservation projects in the United States, Canada, and Mexico for the benefit of wetlands-associated migratory birds and other wildlife. There are two competitive grants programs exist (Standard and a Small Grants Program) and require that grant requests be matched by partner contributions at no less than a 1-to-1 ratio. Funds from U.S. Federal sources may contribute towards a project, but are not eligible as match.

The Standard Grants Program supports projects in Canada, the United States, and Mexico that involve long-term protection, restoration, and/or enhancement of wetlands and associated uplands habitats. In Mexico, partners may also conduct projects involving technical training, environmental education and outreach, organizational

infrastructure development, and sustainable-use studies.

The Small Grants Program operates only in the United States; it supports the same type of projects and adheres to the same selection criteria and administrative guidelines as the U.S. Standard Grants Program. However, project activities are usually smaller in scope and involve fewer project dollars. Grant requests may not exceed \$75,000, and funding priority is given to grantees or partners new to the Act's Grants Program.

## Local Government Grant

Oregon Parks and Recreation

[www.oregon.gov/OPRD/GRANTS/pages/local.aspx](http://www.oregon.gov/OPRD/GRANTS/pages/local.aspx)

Local government agencies who are obligated by state law to provide public recreation facilities are eligible for OPR's Local Government Grants, and these are limited to public outdoor park and recreation areas and facilities. Eligible projects involve land acquisition, development and major rehabilitation projects that are consistent with the outdoor recreation goals and objectives contained in the Statewide Comprehensive Outdoor Recreation Plan.

## Land and Water Conservation Fund (LWCF) Grant

Oregon Parks and Recreation

[www.oregon.gov/OPRD/GRANTS/pages/lwcf.aspx](http://www.oregon.gov/OPRD/GRANTS/pages/lwcf.aspx)

LWCF grants are available through OPR to either acquire land for public outdoor recreation or to develop basic outdoor recreation facilities. Projects must be consistent with the outdoor recreation goals and objectives stated in the Statewide Comprehensive Outdoor Recreation Plan and elements of local comprehensive land use plans and park master plans. A 50% match is required from all successful applicants of non-federal funds, in-kind services and/or materials.

## Recreational Trails Program Grant

Oregon Parks and Recreation

[www.oregon.gov/OPRD/GRANTS/pages/trails.aspx](http://www.oregon.gov/OPRD/GRANTS/pages/trails.aspx)

Recreational Trails Grants are national grants administered by OPRD for recreational trail-related projects, such as hiking, running, bicycling, off-road motorcycling, and all-terrain vehicle riding. Yearly grants are awarded based on available federal funding. RTP funding is primarily for recreational trail projects, rather than utilitarian transportation-based projects. Funding is divided into 30% motorized trail use, 30%

non-motorized trail use and 40% diverse trail use. A 20% minimum project match is required.

## Bicycle & Pedestrian Program Grants

Oregon Department of Transportation

[www.oregon.gov/ODOT/HWY/BIKEPED/pages/grants1.aspx](http://www.oregon.gov/ODOT/HWY/BIKEPED/pages/grants1.aspx)

The Pedestrian and Bicycle Grant Program is a competitive grant program that provides approximately \$5 million dollars every two years to Oregon cities, counties and ODOT regional and district offices for design and construction of pedestrian and bicycle facilities. Proposed facilities must be within public rights-of-way. Grants are awarded by the Oregon Bicycle and Pedestrian Advisory Committee. Project types include sidewalk infill, ADA upgrades, street crossings, intersection improvements, minor widening for bike lanes.

## Transportation Alternative Program

Oregon Department of Transportation

[www.oregon.gov/ODOT/TD/AT/Pages/TAP.aspx](http://www.oregon.gov/ODOT/TD/AT/Pages/TAP.aspx)

In July 2012, the US Congress passed a new transportation funding bill called Moving Ahead for Progress in the 21 or “MAP-21”. MAP-21 did not reauthorize the Transportation Enhancement Program. Instead, it established a new program called Transportation Alternatives Program (TAP) that includes elements of the former TE program, in combination with elements from other programs and some new activities. Eligible enhancement activities include bicycle and pedestrian projects, historic preservation, landscaping and scenic beautification, and environmental mitigation.

## Wetland Grant Program

Oregon Department of State Lands

[www.oregon.gov/DSL/pages/index.aspx](http://www.oregon.gov/DSL/pages/index.aspx)

The Wetland Mitigation Revolving Fund was established to accept payments to compensate for small wetland impacts from permitted activities (“payment in lieu”). The goal of the program is to use these pooled funds for larger projects that provide more effective replacement of wetland resources. The Department of State Lands accepts wetland projects to be funded through the Payment in Lieu (PIL) program. Additionally, the Wetland Program staff work closely with cities in their local wetland planning efforts by providing both technical and planning assistance. Key elements of the program include state and local wetland inventory, wetland identification, delineation, and function assessments as well as wetland mitigation, public information and education.

## Oregon Watershed Enhancement Board

[www.oregon.gov/OWEB/GRANTS/pages/index.aspx](http://www.oregon.gov/OWEB/GRANTS/pages/index.aspx)

The Oregon Watershed Enhancement Board focuses on projects that approach natural resources management from a whole-watershed perspective. OWEB encourages projects that foster interagency cooperation, include other sources of funding, provide for local stakeholder involvement, include youth and volunteers and promote learning about watershed concepts. There are five general categories of projects eligible for OWEB funding: watershed management (restoration and acquisition), resource monitoring and assessment, watershed education and outreach, Watershed council support and technical assistance.

## OTHER METHODS & FUNDING SOURCES

### Park & Recreation District

[www.leg.state.or.us/ors/266.html](http://www.leg.state.or.us/ors/266.html)

Many cities form a parks and recreation district to fulfill park development and management needs. The Oregon Revised Statutes, Chapter 266, details the formation and operation of such a district. Upon formation, the district would be managed by an elected board and have the authority to levy taxes, incur debt and issue revenue or general obligation bonds. The total tax levy authorized for a Park and Recreation District shall not exceed one-half of one percent (0.0050) of the real market value of all taxable property within the district.

### Private Grants, Donations & Gifts

Many trusts and private foundations provide funding for park, recreation and open space projects. Grants from these sources are typically allocated through a competitive application process and vary dramatically in size based on the financial resources and funding criteria of the organization. Philanthropic giving is another source of project funding. Efforts in this area may involve cash gifts and include donations through other mechanisms such as wills or insurance policies. Community fund raising efforts can also support park, recreation or open space facilities and projects.

### Business Sponsorships/Donations

Business sponsorships for programs may be available throughout the year. In-kind contributions are often received, including food, door prizes and equipment/material.

## Interagency Agreements

State law provides for interagency cooperative efforts between units of government. Joint acquisition, development and/or use of park and open space facilities may be provided between parks, school districts, other municipalities and utility providers.

# ACQUISITION TOOLS & METHODS

## Direct Purchase Methods

### **Market Value Purchase**

Through a written purchase and sale agreement, the city purchases land at the present market value based on an independent appraisal. Timing, payment of real estate taxes and other contingencies are negotiable.

### **Partial Value Purchase (or Bargain Sale)**

In a bargain sale, the landowner agrees to sell for less than the property's fair market value. A landowner's decision to proceed with a bargain sale is unique and personal; landowners with a strong sense of civic pride, long community history or concerns about capital gains are possible candidates for this approach. In addition to cash proceeds upon closing, the landowner may be entitled to a charitable income tax deduction based on the difference between the land's fair market value and its sale price.

### **Life Estates & Bequests**

In the event a landowner wishes to remain on the property for a long period of time or until death, several variations on a sale agreement exist. In a life estate agreement, the landowner may continue to live on the land by donating a remainder interest and retaining a "reserved life estate." Specifically, the landowner donates or sells the property to the city, but reserves the right for the seller or any other named person to continue to live on and use the property. When the owner or other specified person dies or releases his/her life interest, full title and control over the property will be transferred to the city. By donating a remainder interest, the landowner may be eligible for a tax deduction when the gift is made. In a bequest, the landowner designates in a will or trust document that the property is to be transferred to the city upon death. While a life estate offers the city some degree of title control during the life of the landowner, a bequest does not. Unless the intent to bequest is disclosed to and known by the city in advance, no guarantees exist with regard to the condition of the property upon transfer or to any liabilities that may exist.

## **Option to Purchase Agreement**

This is a binding contract between a landowner and the city that would only apply according to the conditions of the option and limits the seller's power to revoke an offer. Once in place and signed, the Option Agreement may be triggered at a future, specified date or upon the completion of designated conditions. Option Agreements can be made for any time duration and can include all of the language pertinent to closing a property sale.

## **Right of First Refusal**

In this agreement, the landowner grants the city the first chance to purchase the property once the landowner wishes to sell. The agreement does not establish the sale price for the property, and the landowner is free to refuse to sell it for the price offered by the city. This is the weakest form of agreement between an owner and a prospective buyer.

## **Conservation Easements**

Through a conservation easement, a landowner voluntarily agrees to sell or donate certain rights associated with his or her property – often the right to subdivide or develop – and a private organization or public agency agrees to hold the right to enforce the landowner's promise not to exercise those rights. In essence, the rights are forfeited and no longer exist. This is a legal agreement between the landowner and the city (or private organization) that permanently limits uses of the land in order to conserve a portion of the property for public use or protection. Typically, this approach is used to provide trail corridors where only a small portion of the land is needed or for the strategic protection of natural resources and habitat. The landowner still owns the property, but the use of the land is restricted. Conservation easements may result in an income tax deduction and reduced property taxes and estate taxes. The preservation and protection of habitat or resources lands may best be coordinated with the local land trust or conservancy, since that organization will likely have staff resources, a systematic planning approach and access to non-governmental funds to facilitate aggressive or large scale transactions.

# **Landowner Incentive Measures**

## **Density Bonuses**

Density bonuses are a planning tool used to encourage a variety of public land use objectives, usually in urban areas. They offer the incentive of being able to develop at densities beyond current regulations in one area, in return for concessions in another. Density bonuses are applied to a single parcel or development. An example is allowing developers of multi-family units to build at higher densities if they provide a certain number of low-income units or public open space. For density bonuses to work, market forces must support densities at a higher level than current regulations.

### **Transfer of Development Rights**

The transfer of development rights (TDR) is an incentive-based planning tool that allows land owners to trade the right to develop property to its fullest extent in one area for the right to develop beyond existing regulations in another area. Local governments may establish the specific areas in which development may be limited or restricted and the areas in which development beyond regulation may be allowed. Usually, but not always, the “sending” and “receiving” property are under common ownership. Some programs allow for different ownership, which, in effect, establishes a market for development rights to be bought and sold.

### **IRC 1031 Exchange**

If the landowner owns business or investment property, an IRC Section 1031 Exchange can facilitate the exchange of like-kind property solely for business or investment purposes. No capital gain or loss is recognized under Internal Revenue Code Section 1031 (see [www.irc.gov](http://www.irc.gov) for more details).

## **Other Land Protection Options**

### **Land Trusts & Conservancies**

Land trusts are private non-profit organizations that acquire and protect special open spaces and are traditionally not associated with any government agency. The Southern Oregon Land Conservancy is the local land trust serving the greater Medford region. Other national organizations with local representation include the Nature Conservancy, Trust for Public Land and the Wetlands Conservancy.



City of Medford  
Parks & Recreation Department  
701 N Columbus Avenue  
Medford, OR 97501  
[PLAYMEDFORD.COM](http://PLAYMEDFORD.COM)

