

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.