



MEDFORD CITY COUNCIL STUDY SESSION

March 19, 2015
6:15 PM

Medford Room, City Hall
411 W. 8th Street, Medford

AGENDA

1. Parks & Recreation Leisure Services Plan – Rich Rosenthal

MEDFORD PARKS & RECREATION

HEALTHY LIVES. HAPPY PEOPLE. STRONG COMMUNITY.

MEMORANDUM

TO: Mayor and Council via Eric Swanson – City Manager

FROM: Brian Sjothun, Parks and Recreation Director 

SUBJECT: Leisure Services Plan Update – Community Survey

DATE: March 11, 2015

The Parks and Recreation Department has begun the process to update the Leisure Services Plan for the City of Medford. This plan was last updated in 2004-2006 and incorporated into the Medford Comprehensive Plan in 2010.

Staff and the Parks and Recreation Commission identified the need to update the department's guiding document as a result of the following analysis:

- Completion of many of the recommendations and projects contained within the plan.
- Changes in economic conditions.
- Surveying citizen desire for certain recreational facilities, park sites and amenities (demographic changes).
- Need to update the 25-year Capital Improvement Project list and the Park System Development Charge methodology.
- Update will enable revision the department's Strategic Plan.
- Compliance with standards set by the Commission for Accreditation of Park and Recreation Agencies (CAPRA) in order to retain our accreditation standing.

The update is listed within the recently updated and adopted City of Medford Strategic Plan.

Theme: Healthy Economy

Goal: Maintain and enhance community livability

Objective 6.6: Complete an update to the Leisure Services Plan



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The first step in this update is administering a community survey to determine a number of factors in making recommendations about parks and recreation services.

The attached draft Community Survey was developed utilizing the previous survey conducted in 2004 along with updated data from other agencies. The goal of the survey is to measure Medford resident's interest in the following areas:

- **Parks & Facilities**
 - Most frequently visited
 - Physical condition
 - Reasons for not using parks & facilities
 - Potential improvements
 - Major project needs
 - Meeting future aquatic needs

- **Recreation Programming**
 - Frequency and quality
 - Reasons for not participating in programs
 - Suggestions for new programs
 - Use of other service providers
 - Marketing

- **Actions & Funding**
 - Actions to improve overall park system
 - Voter referendum through property taxes or utility fees
 - Support for such referendum
 - Comparison to other City services

- **Demographics**

The Parks and Recreation Commission has reviewed and provided feedback to staff at two previous meetings. In addition, the Commission will make a recommendation to Council at their March 17 meeting regarding the attached draft survey.

We seek Council direction and input on any changes, additions and deletions to the questions contained in the attached survey.

Once the survey has been approved, staff will work with our graphic designer to place this in a more user friendly format. The survey will be administered via the Internet, direct mail, and in-person at various events and festivals beginning in mid-April through mid-May. We will need to collect 600 valid surveys to achieve statistical confidence.



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Survey Results & Process

Once survey has been calculated and placed into a report, the department will then proceed with a Request for Proposal from a consultant to complete the necessary update.

Staff anticipates selecting a consultant in July or August with the final product being completed by the end of calendar year 2015. By developing and administering the survey and updates to existing park conditions in-house, we estimate \$35,000-\$50,000 in savings.

Rich Rosenthal, Assistant Director – Recreation & Administration, will present the information at the March 19 Council Study Session regarding this topic.

Thank you



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Medford Parks and Recreation Leisure Services Plan Update Community Survey

Parks & Facilities

1. 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 the physical conditions for each.

Neighborhood Parks

Park Name	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations
Alba Park			
Cedar Links Park (Undeveloped)			
Donahue-Frohnmayr Park			
Earhart Park			
Holmes Park			
Howard School Park			
Jackson School Park			
Jefferson School Park			
Kennedy School Park			
Lewis Street Park			
Liberty Park			
Lone Pine Park			
Orchard Hill School Park			
Oregon Hills Park			
Ruhl Park			
Summerfield Park			
Union Park			
Veterans Park			

Community Parks

Park Name	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations
Bear Creek Park			
Fichtner-Mainwaring Park			
Hawthorne Park			
Pear Blossom Park			
Prescott Park			
U.S. Cellular Community Park			

Special Use Areas & Facilities

Park or Facility Name	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations
Bear Creek Greenway			
Carnegie Building			
IOOF/Eastwood Historic Cemetery			
Jackson Aquatic Center			
Larson Creek Greenway			
Railroad Park			
Santo Community Center			
Vogel Plaza			

2. Approximately how often did you or members of your household visit any Medford park or recreation facility within the past 12 months?

Daily	
Several times per week	
Once per week	
1 or 2 times per month	
Less than once a month	

3. If you seldom use or do not use the parks and facilities in Medford, what are your main reasons? (Please check all that apply)

Don't know where the parks are located	
Don't have the desired amenities or facilities	
Feel unsafe	
Not conveniently located	
Not interesting	
Too crowded	
Poorly maintained	
Other (List)	

4. Below are potential improvements that could be made to parks. Please check ALL the improvements you would suggest we address.

Signs	
Picnic tables and benches	
Picnic shelters	
Additional walkways and paths	
Open lawn/play areas	
Trails connected to other facilities and neighborhoods	

Community gardens	
Playground equipment	
Permanent/upgraded restrooms	
Multipurpose/basketball courts	
Dog off-leash areas	
Wi-Fi	
Other (Please list)	

5. How should Medford meet future aquatic facility needs? (Please mark your top three choices)

Construct a new outdoor seasonal aquatic facility at Hawthorne Park	
Replace the outdoor seasonal aquatic facility at Jackson Park	
Develop a multi-use indoor aquatic complex	
No additional aquatic facilities are needed beyond what is currently provided at Jackson Aquatic Center	
Other (list)	

Recreation Programming Section

R1. Have you or anyone in your household participated in a recreation program sponsored by the City of Medford in the last year?

Yes (please answer R1a & R1b) No (Please go to

R1a. How many different organized recreation programs offered by the Medford Parks and Recreation Department have you or a member of your household participated in over the past 12 months?

1 program	
2 to 3 programs	
4 to 6 programs	
7 or more programs	

R1b. How would you rate the quality of the programs?

Program Type	Excellent	Good	Fair	Poor
Athletics				
Enrichment Classes				
Aquatics Programs				
Special Events				

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

Not aware of programs offered	
Don't have the activities we're interested in	
Held at inconvenient times	
Need child care in order to participate	
Participate in programs at private clubs	
Facilities are inadequate	
Can't afford the cost of the program	
Too far from our residence	
Poor customer service	
Registration for programs is difficult	
Other (list)	

R3. What new recreation programs would you like to see Medford Parks and Recreation offer?
(List)

R4. Please check ALL the organizations that your household use for organized recreation programs and services.

Public or private schools	
Faith based organizations	
Medford Parks and Recreation	
Adult sports organizations other than Medford PR	
Youth scouting and camping groups	
Kids Unlimited	
YMCA	
Private health and fitness clubs	
Youth sports organizations other than Medford PR	
Non-Profits	
Other (list)	

R5. What share of the cost should each group pay for recreation programs offered by the City such as sport leagues, classes, special programs, etc?

Age Group	None	Half (50%)	All (100%)	Cost/Plus (150%)
Youth (Under 17)				
Adults (18-64)				
Seniors (65+)				
Non-City Residents				

R6. Please check ALL the ways you learn about programs and facilities offered by the City of Medford

Parks & Recreation Program and Services Guide	
Mail Tribune	
Radio	
Television	
City Website	
Facebook/Social Media	
City Utility Billing	
From friends and neighbors	
Other (Please list)	

R7. How do you currently register for a program or make park reservations?

On-line @ playmedford.com	
In-person	
Phone	
E-mail	
Fax	

R8. The following is a list of benefits a household may receive from parks, trails, open space and recreation programming. Please indicate your level of agreement for each of the listed benefits.

Benefits	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Improve physical health and fitness						
Addresses childhood obesity						
Help to reduce crime						
Make Medford a more desirable place to live						
Preserve open space						
Increases property values in surrounding areas						
Improves mental health and reduces stress						
Provides opportunity for social interaction						
Help attract new residents and businesses						
Promote tourism						
Other:						

R9. Would you or members of your household be willing to volunteer for any of the following opportunities?

Park Clean-ups	
Youth Sports Coach	
Special Events	

Actions & Funding

AF 1. The following are actions that the City of Medford could take to improve the park system. Please indicate your level of support for each of the actions.

Action	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
Purchase land in underserved areas for future parks				
Rehabilitate older parks				
Develop new neighborhood parks				
Develop new off-leash areas				
Develop a new indoor recreation center/pool				
Expand maintenance of existing facilities				
Expand programming for Seniors				
Expand programming for youth (under 18)				
Expand programming for adults				
Improve appearance of rights-of-way				
City-wide Trails Plan & connectivity				
Construct gymnasiums				
Develop new outdoor pool facility				
Provide biking facilities				

AF2. If a voter referendum was held to fund new facilities and rehabilitation and completion of existing facilities, how should those be supported through the following?

Action	1 st Choice	2 nd Choice
Bonds paid through property taxes		
Increase to the Park Utility Fee		

AF3. If a voter referendum was held for the items previously mentioned, how likely would you support the election?

Vote in favor	
Might vote in favor	
Not sure	
Vote against	

AF4. Compared to other priorities, such as police, fire, and streets, how important do you think it is to fund parks and recreation services?

Very important	
Somewhat important	
Not sure	
Not important	

Demographics

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

Ages	Number
Under 5 years	
5-9 years	
10-14 years	
15-19 years	
20-25 years	
26-35 years	
36-45 years	
46-55 years	
56-65 years	
66 + years	

- 2. What is your home zip code?
- 3. Do you live east or west of Interstate 5?
- 4. What is your age?
- 5. Your gender
- 6. What is your household income?

Level	
Under \$25,000	
\$25,001 to \$49,999	
\$50,000 to \$74,999	
\$75,000 to \$99,000	
\$100,000 to \$125,000	
\$125,000 and over	

- 7. How many years have you lived in Medford?
- 8. How many members of your household voted in the last general election?