

- **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