

## 2015-2017 BIENNIUM

### ADMINISTRATION (5201)

#### OVERALL GOAL

Provide overall direction and coordination for the Parks and Recreation Department, including but not limited to implementation of the City of Medford Strategic Plan (SP), Parks, and Recreation Leisure Services Plan (LSP) and Commission for Accreditation of Park and Recreation Agencies standards (CAPRA) by continuing collaboration with, and support of city departments, boards, commissions, public and private agencies (SP Goals 4,5,6,8,12,13, 14, 15 and 16; LSP Chapter 5; CAPRA standards 1-144).

#### KEY OBJECTIVES

- To coordinate and manage capital improvement projects, including master plan design and implementation, for parks, city facilities, greenways and active recreation facilities incorporating sustainable design practices to reduce water, power and maintenance needs (SP Goal 8, LSP Goal 4, CAPRA 2.0-2.9)
- To implement strategies and recommendations from the Parks and Recreation Leisure Services Plan
  - To provide for a full range of recreational activities and opportunities to meet the needs of all residents of Medford (LSP Goals 2,3,4)
  - To preserve natural resources in the Medford Urban Growth Boundary that provide open space or have unique recreational potential, encouraging development with parks and recreation facilities (SP Goal 8, LSP Goal 2, CAPRA 2.0-2.9)
  - To coordinate park and recreation planning, acquisition, maintenance, and development in the City of Medford to serve a broad spectrum of citizen and institutional interests (SP Goal 8, LSP Goal 4, CAPRA 2.0-2.9)
- Manage alternative funding for park acquisition, development and recreation programs (SP Goal 6 and 8, LSP Goal 1, CAPRA 5.1– 5.5)
- Expand the “Adopt a Park” program to continue work with volunteer civic groups, businesses and individuals encouraging good stewardship of, and community involvement in, the development of park and recreation facilities (SP – Responsive Leadership, LSP Goal 4, CAPRA 4.7)
- Work in support of the Medford Parks and Recreation Foundation mission and stated goals (CAPRA 4.0)
- To provide staff liaison and technical support to the Parks and Recreation Commission, Arts Commission, Cemetery Commission, Tree Committee, Mayor’s Youth Advisory Commission, and Site Plan and Architectural Commission (SP – Responsive Leadership)
- Identify and incorporate current trends in parks and recreation management (SP – Responsive Leadership, LSP Goals 1-5, and CAPRA 10-1-10.4)
- Update Leisure Services Plan and Park System Development Charge methodology (SP Goal 6, Objective 6.6)

### GENERAL RECREATION (5202)

#### OVERALL GOAL

Together with our community partners, we strive to improve the quality of life through people, parks and programs. We offer safe, high-quality programs and affordable recreational services and activities that meet and adapt to the ever-changing needs of the community (Strategic Plan (SP) Goal 8; Leisure Services Plan (LSP) 5.2 1-C; CAPRA 6.1).

#### KEY OBJECTIVES

- Provide recreational activities and opportunities to improve the lives of Medford residents (SP 8)
  - Provide a wide variety of quality, reasonably priced recreational opportunities for all ages based on community needs (LSP 5.1)
  - Provide/coordinate adequate opportunities for public input (SP 8.2aa; CAPRA 6.1.1)

- Maximize programming of U.S. Cellular Community Park and recreational facilities for community benefit, efficiency, economic impact and/or revenue generation (LSP 6.5)
- Cultivate sponsors to help underwrite the costs of providing subsidized programs, services and special events (LSP 6.5)
- Administer annual city-wide needs assessments to determine changes in programming focus and expansion (SP 8.2a)
- Coordinate recreational activities to maximize usage of new facilities and amenities at Pear Blossom Park and Hawthorne Park (SP 8.1)
- Utilize and enhance communication tools such as the department program guide, web sites, blast emails, social media and information technology to increase awareness of programs and services (CAPRA 3.4.3)
- Implement (and revise, as necessary) the Recreation Program Plan, the Community Relations, Public Information and Marketing Plan and the Cost Recovery Plan (SP 8.3a; CAPRA 3.4.3, 6.1)
- Provide a staff liaison to the Mayor's Youth Advisory Commission and the Arts Commission

## **ARTS & CULTURE (5203)**

### **OVERALL GOAL**

Provide quality, free-of-charge programs and wholesome family entertainment to enhance understanding and appreciation of arts, music and culture (Strategic Plan (SP) Goal 8; Leisure Services Plan (LSP) 6.5; CAPRA 6.1).

### **KEY OBJECTIVES**

- Coordinate annual 8-date summer concert series (SP Goal 8; LSP 6.5; CAPRA 6.1)
- Coordinate summer lunchtime concert series in conjunction with Lithia sponsorship agreement for Pear Blossom Park activities
- Coordinate annual 10-date summer outdoor movie series with four movies taking place at a neighborhood park in each ward (SP 6.5)
- Provide Park & Play summertime program for youth at neighborhood parks in each ward (SP 6.5; LSP 6.5)
- Cultivate sponsors and donors to offset operating expenses (SP 8.3b)
- Partner with the Medford Arts Commission to enhance arts and cultural opportunities, outreach and education (SP 8.4b)

## **PARK MAINTENANCE (5204)**

### **OVERALL GOAL**

Provide clean, safe, attractive and functional parks, open space and municipal recreation facilities by providing appropriate maintenance for each area that enables the city to effectively and efficiently deliver services to the public (Strategic Plan Goal 6; Leisure Services Plan 6.1; CAPRA 7.5).

### **KEY OBJECTIVES**

- Re-evaluate staff organization, work systems, vehicle use, and work zones that will increase staff efficiencies that will reduce travel time and fuel use. (SP 14.4; LSP 6.4)
- Monitor sanitation and safety conditions throughout all park facilities (SP 4.1; CAPRA 7.5)
- Identify alternate sites within work zones for debris and refuse disposal (CAPRA 7.5)
- Develop a restroom replacement plan (SP 12.3a)
- Manage, maintain and provide support for city-owned or leased parks, street landscapes, and open spaces. Implement a clear and consistent set of best management practices for maintenance (SP 6.1; CAPRA 7.5)
- Update signs in parks and facilities to reflect current regulations (CAPRA 8.1)

- Implement maintenance staff review of all new projects and rehabilitation that best incorporates maintenance practices (SP 15.2; LSP 6.4)
- Educate and certify Lead staff in traffic control to aide in right-of-way work (SP 15.2b)
- Improve the overall lawn turf and irrigation use throughout the park systems (LSP 6.1)
- Increase staffing levels to support increased service levels (LSP 6.4; SP 12.3b and 14.4b)

## **SPECIAL RESTRICTED FUNDS (5205)**

### **OVERALL GOAL**

To provide special restricted funds for:

- Arts Commission
- Cemetery Commission
- Veterans Park Memorial
- Bear Creek Park Leathers Playground
- Day-to-day expenses for Commissions staffed by the Parks and Recreation Department

The Department provides staffing and assistance to the Medford Arts Commission, the Cemetery Commission, the Parks & Recreation Commission, the Mayor's Youth Advisory Commission, the Housing and Community Development Commission and the Tree Committee (SP Goal 14.5).

In collaboration with the Medford Arts Commission, funds assist with acquisition and stewardship of City-owned art. Medford's vision for support of the arts includes consultation and support of projects that enhance City programs and facilities (SP Goal 8).

The Department collaborates with the Cemetery Commission to provide goal-setting, master planning and management and maintenance of the IOOF/Eastwood Cemetery.

The Parks Maintenance Division maintains the Veterans Memorial at Veterans Park, the Leathers Playground at Bear Creek Park – facilities with dedicated maintenance trust funds (SP Goal 12).

### **KEY OBJECTIVES**

- Continue implementation of the Arts Partnership Program
- Continue development of management strategies for the IOOF/Eastwood Cemetery, incorporating its place in the community as a historical resource
- Maintain the Veterans Memorial and Bear Creek Playground at levels that provide the public with a positive experience
- Develop systems that provide opportunities to educate the public on the function the respective commissions and committees, and how members of the public may assist in this effort
- Seek additional funding through grants and donations to assist with revenue shortfalls
- Seek to recruit volunteers and streamline the application and reporting process for the Cemetery, Arts Commission events and projects taken on by the Parks & Recreation Commission and the Tree Committee

## **CITY TREE PROGRAM (5206)**

### **OVERALL GOAL**

Foster a healthy, diverse urban forest along arterial and collector streets. Work with other departments and agencies to assist with all aspects of community forestry. Perform systematic management of trees within the urban forest in a positive, productive and socially beneficial way that helps reduce energy consumption (Strategic Plan Goal 6; Leisure Services Plan 5.2 5-A; CAPRA 6.1.2).

### **KEY OBJECTIVES**

- To monitor, maintain, and enhance the health, diversity, and environmental benefits of the urban

forest along arterial and collector streets (SP 6.1, LSP 5.2, 5-A)

- To continue tree inventory on arterial and collector streets (SP 6.1b, LSP 5.2, 5-A)
- To develop an urban forestry management plan based on inventory findings that include sustainability and species diversity (SP 6.1, LSP 5.2, 5-A, CAPRA 7.8)
- To administer the City's Street Tree Permit system (SP 6.1b)
- To monitor and update City tree standards to reflect best management practices; continue to review and update the Selected Street Tree List to reflect the latest tree research (SP 6.1, 11, CAPRA 7.5)
- To provide technical support to the Tree Committee and manage neighborhood beautification tree projects (SP 6.1, SP 6.5, LSP 5.2, 5-A, CAPRA 6.1.2, 6.4)
- Coordinate with Park Maintenance Division for care of trees in parks and open spaces (SP 6.1, SP 6.4, LSP 5.2, 2; 5.2, 5-A, CAPRA 7.5)
- Coordinate with other City departments for right-of-way service and development review involving trees (SP 6.2, SP 11)
- Continue educational programs for the community, city staff, schools, and volunteers on proper tree maintenance and the urban forest's role as green infrastructure (SP 6.1, 8.2, CAPRA 6.1.2, 6.7)

## **U.S. CELLULAR COMMUNITY PARK SPECIAL EVENTS (5209)**

### **OVERALL GOAL**

Attract tournaments and special events to U.S. Cellular Community Park for the economic and recreational benefit of the community (Leisure Services Plan (LSP) 5.2 and 6.5).

### **KEY OBJECTIVES**

- Maximize programming of U.S. Cellular Community Park and recreational facilities for community benefit, efficiency, economic impact and/or revenue generation
- Coordinate the 2015 ASA U12B Western National Tournament
- Coordinate the 2015 ASA Men's D and Men's E Western National Tournaments
- Coordinate the 2016 ASA U10B Western National Tournament
- Attract future sporting events and tournaments to U.S. Cellular Community Park through state, regional and national associations
- Promote City-operated baseball, fastpitch and softball tournaments on the state and regional levels

## **STREET BANNER PROGRAM (5210)**

### **OVERALL GOAL**

Administer the City of Medford downtown street banner program in a strategic and efficient manner that generates revenue to help offset costs. The program encompasses signage on 200 downtown utility poles and a banner spanning Central Avenue between Fifth and Sixth streets (Strategic Plan 8.4a).

### **KEY OBJECTIVES**

- Coordinate reservations, banner production and installation with local businesses, non-profit organizations and City staff
- Promote street banner opportunities
- Promote Winter Lights Festival
- To beautify and enhance the historic downtown atmosphere
- Develop a plan to maintain the appearance and inventory of all banners and utility poles

## **CDBG GRANTS (0102)**

### **DESCRIPTION**

The City of Medford is an entitlement community which receives Community Development Block Grant (CDBG) funds. Community Development Block Grants provides operating funds for public services and funds for capital improvement projects meeting strategies in the City's 2015-2019 Consolidated Plan for Housing and Community Development

### **PURPOSE AND JUSTIFICATION**

The mission of the Community Development Block Grant Program is to provide funding to benefit low/moderate income citizens in the City of Medford. Non-profits are eligible for funding to care for the needs of Medford low/moderate income residents with programs and services the City itself either cannot, or does not provide due to lack of facilities, staffing, funding, or other limitations.

The City of Medford 2015-2019 Consolidated Plan for Housing and Community Development, adopted by the City Council in April 2015, provides the basis for recommendations by the Housing and Community Development Commission on allocation of CDBG funds under the U. S. Department of Housing and Urban Development (HUD). Upon adoption by the City Council, the annual action plan detailing the allocations is submitted to HUD.

### **KEY OBJECTIVES**

- Coordinate and administer the CDBG program
- Continue to implement the City of Medford's 2015-2019 Consolidated Plan for Housing and Community Development