

Goal 1: To Provide a full range of recreational activities and opportunities to meet the needs of all residents of Medford				
#	Policy/Implementation	Lead	Time Frame	Performance Measures
1-A (Policy)	The City of Medford shall use the Park Element as a factual basis in the land use decision-making process.	Brian/Pete		
1-B (Policy)	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 the Medford residents, create tourists expenditures within the City of Medford, and attract businesses and industries to the City.	Brian/Rich		
1-B (1) Implementation	Provide park and recreation program that complement nearby county, state, and national recreation resources	Rich		
1-B (2) Implementation	Pursue partnerships as a key means for leveraging community resources and minimizing duplications of effort.	Rich		
1-C (Policy)	The City of Medford shall be a primary provider of recreation programs and services community-wide	Rich		
1-C (1) Implementation	Provide park and recreation facilities to support community programming needs	Brian	On-Going	2008 – Completed Phases 1 & 2 of U.S. Cellular Community Park 2008 – Completed Santo Community Center Expansion 2009 – Completed Phase 3 of U.S. Cellular Community Park 2014 – Completed Phase 4 of U.S. Cellular Community Park
1-C (2) Implementation	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.	Rich		
1-C (3)	Establish more revenue-generating programs to increase	Rich/Brian		

Implementation	funding to help fund or subsidize other programs and services.			
1-C (4) Implementation	Provide a new water park to generate additional revenue and to meet a growing community-wide demand for aquatic services.	Brian Sjothun	2006 – 2012	2010 – Completed master plan for water park option 2012 – Lost bond measure to provide for some water park elements
1-C (5) Implementation	In the long-term, consider an indoor recreation center/aquatic facility to help meet the future community needs for swimming, gymnasium, and programming space.	Brian	On-Going	2007 – Completed Aquatics Master Plan with recreation center elements 2008 – Completed gymnasium and facility improvements to Santo Community Center 2010 – Completed improvements to Carnegie Building for programming/meeting space 2011 – Developed options for community swimming facilities 2012 – Lost bond measure that would have provided two swimming pools
1-C (6) Implementation	Consider other financing approaches, including a general obligation bond, to fund the development of additional facilities and significant park upgrades.	Brian Sjothun		2006 – Expanded Park Utility Fee in order to cover debt service payments for U.S. Cellular Community Park and Santo Community Center.

				<p>2006 – Created Car Rental Tax for debt service for U.S. Cellular Community Park and Santo Community Center</p> <p>2012 – Lost bond measure that would have provided funding for two aquatic centers</p> <p>2013 – Increased Car Rental Tax for debt service to final phase of U.S. Cellular Community Park</p>
1-D (Policy)	The City of Medford shall provide park land and facilities conveniently located and economically accessible to all member of the community.	Pete/Brian		
1-D (1) Implementation	Locate parks and facilities in underserved areas	Brian		
1-D (2) Implementation	Provide program services to all ages, abilities, and economic and cultural backgrounds.	Rich		
1-D (3) Implementation	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.	Rich		
1-D (4) Implementation	Implement the <i>Southeast Medford Area Plan Map</i> with regards to greenway paths/trails, parks, and recreation facilities.	Brian		
Goal 2: 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 if appropriate.				
#	Policy/Implementation	Lead	Time Frame	Performance Measures
2-A (Policy)	The City of Medford shall emphasize acquiring park land having natural features or resources that need protection or are significant interest to the public.	Brian/Pete		

2-A (1) Implementation	The City should seek to acquire riparian corridors where feasible to protect these natural resources and to offer potential sites for path/trail development.	Pete		
2-A (2) Implementation	Develop effective natural resource management plans for significant natural areas within parks and other City-owned or controlled lands, such as oak savanna, riparian areas, and wetlands, to identify management priorities and to guide acquisition, development, and restoration decisions.	Pete, Tim, Adam, Brian		
2-B (Policy)	The City of Medford shall give special consideration to the Bear Creek corridor in order to protect this dynamic natural and recreational resource for the enjoyment of present and future generations	Adam, Brian, Pete		
2-B (1) Implementation	Directly and/or cooperatively acquire and plan appropriate park and recreation sites and public access along the Bear Creek corridor.	Pete		
2-C (Policy)	The City of Medford shall give special consideration to Prescott Park in order to protect this dynamic natural and recreational resource and most significant scenic view for the enjoyment of present and future generations.			
2-C (1) Implementation	Follow the recommendations of the Prescott Park Management Plan and regularly update the Plan.	Adam, Pete, Brian		
2-C (2) Implementation	Pursue land additions to Prescott Park when opportunities become available.	Brian		
2-C (3) Implementation	Pursue inclusion of Prescott Park in the Medford Urban Growth Boundary for eventual inclusion within the City of Medford.	Brian		
2-C (4) Implementation	Increase access and public enjoyment of Prescott Park by developing appropriate facilities to enhance appreciation of natural resources, the outdoors, and Medford's unique environment. Until included within the Medford Urban	Adam, Pete, Brian		

	Growth Boundary, improvements within Prescott Park must comply with Jackson County land use regulations, as well as state rules and statutes, which may limit the extent of improvements on land outside of UGBs.			
Goal 3: To provide an interconnected park and recreation system that is well integrated with the community.				
#	Policy/Implementation	Lead	Time Frame	Performance Measures
3-A (Policy)	The City of Medford shall seek to develop a major intra-community system of paths to provide linkages between parks, neighborhoods, community facilities, schools, and open space sites.	Pete		
3-A (1) Implementation	Seeks limits to other transportation methods, such as developing parks along bus routes or encouraging bus transit to serve the parks.	Pete		
3-A (2) Implementation	Develop a detailed path and trails plan to recommend routes for meeting future community needs for an additional fifteen miles of paths and 11 miles of trails by the year 2030.	Pete		
3-B (Policy)	The City of Medford shall seek to acquire natural and other corridors to link parks and open space throughout the community.	Pete		
3-B (1) Implementation	Develop a long-range public open space plan that provides for an interconnected system of creek corridors, greenways, wetlands, and other significant natural resource areas.	Pete, Brian		
3-B (2) Implementation	Acquire missing links in corridors and parcels that are contiguous to other public open spaces to provide maximum benefits for recreation and wildlife.	Pete, Brian		
Goal 4: 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.				
#	Policy/Implementation	Lead	Time Frame	Performance Measures
4-A (Policy)	The City of Medford shall design and maintain parks and recreation facilities in a safe, attractive manner, to serve	Pete		

	as positive amenities for the community and the neighborhoods in which they are located.			
4-A (1) Implementation	Adopt and utilize the <i>Guidelines for Site Selection and Development</i> in the acquisition and/or development of parks within each park classification.	Pete		
4-A (2) Implementation	Implement a consistent park signage program for use throughout the system and install signage where needed.	Tim/Brian R.		
4-B (Policy)	The City of Medford shall evaluate and design park and recreation facilities to minimize operation and maintenance costs.	Pete, Brian, Tim		
4-B (1) Implementation	Include projected maintenance costs in design proposals for parks and recreation facilities	Pete, Tim		
4-B (2) Implementation	Consider maintenance costs, including transportation and loading/unloading of equipment, before acquiring park sites smaller than one acre.	Pete, Brian		
4-C (Policy)	The City of Medford shall define and standardize maintenance procedures, including cost estimates for maintaining Medford parks, recreation facilities, and beautification areas.	Tim		
4-C (1) Implementation	Allocate an average minimum maintenance cost per acre annually for maintenance of each park type and increase maintenance funds using this guideline as new parks are added to the City's system.	Tim, Brian		
4-C (2) Implementation	Develop an Integrated Pest Management Plan to define use of herbicides and pesticides on City-owned or controlled properties.	Tim		
4-C (3) Implementation	Develop a parks maintenance management plan that defines maintenance levels, performance standards, and budget allocation.	Tim		
4-D (Policy)	The City of Medford shall encourage joint acquisition and use of contiguous school and park sites for recreational purposes that are beneficial to both City and School	Brian		

	agencies.			
4-E (Policy)	The City of Medford shall work with partner agencies, especially schools, to help meet demand for indoor and outdoor sports facilities.	Brian		
4-E (1) Implementation	Develop and maintain inventories and evaluations of shared sports facilities	Rich		
4-E (2) Implementation	Continue partnering with the school districts to ensure community access to school gymnasiums and other sports facilities.	Rich		
4-F (Policy)	The City of Medford shall allow compatible, revenue-producing concession facilities and services within parks that enhance visitor use and enjoyment of the City's parks.	Rich		
4-G (Policy)	The City of Medford shall have a parks planning process that implements the park uses described herein.	Pete		
4-G (1) Implementation	Investigate development of objective land use and siting review criteria.	Pete		
Goal 5: To maintain and enhance community livability in Medford by promoting the aesthetic quality of the urban environment.				
#	Policy/Implementation	Lead	Time Frame	Performance Measures
5-A (Policy)	The City of Medford shall recognize trees as valuable amenities that contribute to the livability of our city through the proper selection, placement, preservation and maintenance of trees along our streets, in open spaces, and in parks.	Adam		
5-A (1) Implementation	Develop a tree protection ordinance for adoption by the City Council	Adam		
5-A (2) Implementation	Develop a street tree ordinance for adoption by the City Council	Adam		
5-A (3) Implementation	Provide a mechanism for a tree recognition program.	Adam		
5-B (Policy)	The City of Medford shall require the provision and continued maintenance of appropriate landscaping in	Tim		

	conjunction with new development.			
5-C (Policy)	The City of Medford shall encourage the establishment of public art in parks, on public grounds, and in public buildings.	Rich		
5-C (1) Implementation	Investigate mechanisms for displaying art in public places.	Rich		