

Partnerships

Goal 1: Forge and maintain strong public, private and non-profit partnerships to support the parks and recreation system.

Objectives

- 1.1 Develop partnerships and agreements with public and private organizations to increase **publicly accessible** parks and recreation opportunities and to help offset operations and maintenance demands of **county** park system facilities.
- 1.2 Open discussions with city parks and recreation agencies in the county to identify high priority projects across ~~city~~ jurisdictions to jointly seek funding and otherwise collaborate on their implementation.
- 1.3 Facilitate the formation of a regional sports council to actively advocate for a regional sports complex and expanded sport facilities to create a tournament level facility and enhance coordination between field operators and leagues.
- 1.4 Collaborate with other agencies in developing and operating parks and recreational facilities for the regional population, such as water access, trails and regional parks.
- 1.5 Cooperate with other public and private agencies, as well as with private landowners, to acquire and conserve land and other resources to provide quality park and recreation facilities.
- 1.6 Facilitate active partnerships with schools, ports and utilities to help implement regional trails connections and safe routes to parks.
- 1.7 Support volunteer and interjurisdictional efforts for restoration efforts within the major creek watersheds in Clark County, including invasive species removal, planting of native species, and the restoration of creeks, wetlands and other habitat.

Communications & Promotion

Goal 2: Promote and market the County's parks system.

Objectives

- 2.1 Promote Clark County as an outdoor recreation and tourism destination by effectively marketing the County's parks, trails, special facilities, open spaces and natural resources.
- 2.2 Continue to support and promote the Parks Advisory Commission as the forum for public discussion of park and recreation issues.
- 2.3 Identify under-represented segments of the community and work to improve their capacity to participate in park planning and decision-making.
- 2.4 Continue to use a variety of methods and media to publicize and increase awareness about recreational opportunities available across Clark County.
- 2.5 Develop and install a wayfinding and signage system to include directional signs to and within parks and trails and interpretive signs highlighting natural systems, community and history.
- 2.6 Provide clear maps of County parks, trails and recreation facilities online, at trailheads and public counters, and in newspaper articles or notices.
- 2.7 Enhance the County Parks web presence with active engagement of social media.
- 2.8 Engage CVTV to produce a series of park and trail stories that serve to inform the community about the variety of outdoor recreation resources available in the county.
- 2.9 Engage local media more actively to report on county parks activities, events, volunteer work parties, etc.
- 2.10 Actively engage in and support Intertwine Alliance activities and events to capture the value of collaboration across organizations and agencies in the metropolitan region.

Parks & Active Use Areas

Goal 3: Provide a diversified system of parks, trails, active recreation facilities, and open spaces that delivers a variety of recreational experiences, maintains the high quality of life for residents, and reflects the community's changing needs.

Objectives

- 3.1 Proactively seek parkland identified within this Plan to provide geographically accessible regional parks and an equitable distribution of urban parks.
- 3.2 Prioritize facility development based on demonstrated demand, population served, regional appeal, fiscal opportunity and revenue-generating potential.
- 3.3 Develop park sites based on master plans, management plans, or other adopted strategies to ensure parks reflect local needs, community input, recreational and conservation goals and available financial resources.
- 3.4 Offer parks, trails and sports fields and support services to accommodate the needs of various existing users and future users with population growth and demographic changes.
- 3.5 Continue to engage and support user groups that build and maintain special facilities, such as sport fields, trails, off-leash areas, disc golf course, BMX/pump track, mountain biking trails, equestrian facilities, etc.
- 3.6 Facilitate private group investment in facility development that adds value to public park uses, such as equestrian facilities, mountain bike trails and pump tracks.
- 3.7 Coordinate with public and private stakeholders to provide additional access for fishing, wading, swimming and non-motorized and motorized boating where appropriate, including enhancements to water trails.
- 3.8 Improve existing publicly owned water access sites to address safety and disabled accessibility issues.
- 3.9 ~~Continue to explore opportunities to work with land developers for parkland set-asides and the potential for parklands to be deeded to the County.~~ Consider developer-built parklands for inclusion into the urban park system serving the Vancouver urban growth area that are open to the public and built to county standards as potentially eligible for Park Impact Fee credits, as per the Park Impact Fee Technical Document.

Trails & Connections

Goal 4: Promote active lifestyles by providing more trail connections and coordinating with other jurisdictions and providers to create a seamless system.

Objectives

- 4.1 Continue implementing the Regional Trail and Bikeway Systems Plan and the Bike and Pedestrian Master Plan.
- 4.2 Collaborate with Transportation's sidewalk program to implement safer routes to parks and better access.
- 4.3 Coordinate with public and private stakeholders to develop a trails and bikeways network and collaborate to capture outside funding to close trail gaps.
- 4.4 Prioritize project implementation to leverage the highest valued benefits ("most bang for the buck") such as short gaps between existing built trails to create longer more usable connections.
- 4.5 Connect more residents to urban parks and regional trails through implementation of GCPD local trail projects.
- 4.6 Design and construct new trails with consideration of and attention to user's safety and a priority to accommodate multiple trail uses, when appropriate.
- 4.7 Provide trailhead accommodations, as appropriate, to include parking, wayfinding signage, benches, restrooms and other amenities.
- 4.8 Increase development practices that are supportive of walking and cycling.
- 4.9 Integrate the siting of proposed trail segments into the development review process; require development projects along designated trail routes to be designed to incorporate trail segments as part of the project.
- 4.10 Expand the system of off-street recreational trails by utilizing parks, linear open spaces, utility corridors and sensitive areas, as appropriate.

Conservation Lands & Natural Areas

Goal 5: Conserve significant natural areas to meet habitat protection needs and to provide opportunities for residents to recreate and connect with nature, as appropriate.

Objectives

- 5.1 Preserve the region's scenic beauty through protected open space areas and corridors and provide outdoor recreation, where appropriate.
- 5.2 Implement and periodically update the Conservation Areas Acquisition Plan.
- 5.3 Collaborate actively with Legacy Lands and Conservation Futures programs and the Columbia Land Trust and other conservation organizations to link open spaces and parks.
- 5.4 Connect greenways for riparian conservation and regional trail connections.
- 5.5 Cooperate with other county departments and neighboring jurisdictions to identify and conserve open space.

Equity & Access

Goal 6: Support and advance diversity, equity, inclusion in, and access to the County's system of parks, trails and natural areas.

Objectives

- 6.1 Design and maintain parks and facilities to offer universal accessibility for residents of all physical capabilities, skill levels and age as appropriate, in compliance with the Americans with Disabilities Act(ADA) Standards for Accessible Design.
- 6.2 Prepare a Diversity, Equity & Inclusion (DEI) plan as a long-term planning tool, built from culturally relevant outreach to and conversations with diverse groups.
- 6.3 Explore and pursue opportunities for alternative outreach and education to diverse groups, such as group walks and day hikes with minority communities, promotional materials through schools and faith groups, and youth mentorship or ambassador programs.
- 6.4 Continue to examine accessibility barriers (socio-economic, language, physical, geographic, transportation) to parks and trails and develop a priority matrix to allocate resources to address known gaps.
- 6.5 Expand potential on-street parking for neighborhood parking to provide access to more seniors and families with small children.
- 6.6 Implement signage and information in multiple languages at all parks and trails, and include information about amenities, etiquette, trail length, difficulty, material/accessibility.

Operations & Stewardship

Goal 7: Maintain and operate a modern, efficient park system that provides a high level of user comfort, safety and aesthetic quality, and protects capital investments.

Objectives

- 7.1 Enhance maintenance programs that protect public property, preserve its value, and ensure its intended function or use, life expectancy, safety, security and appearance.
- 7.2 Maintain parks, recreation and open space facilities according to best practices ~~and promote community pride.~~
- 7.3 Consider the maintenance costs and staffing levels associated with acquisition, development, or renovation of parks or natural open space areas, and adjust the annual operating budget accordingly for adequate maintenance funding of the system expansion.
- 7.4 Develop a revolving replacement fund for capital repairs and replacements over time.
- 7.5 Encourage and promote volunteerism from a variety of individuals, service clubs, local watershed councils, faith organizations and businesses to enhance community ownership and stewardship of parks, trails and natural areas.
- 7.6 Coordinate with trail groups to develop and maintain trail projects.
- 7.7 Incorporate sustainability and low impact development into design, development and maintenance of the county park system and be a leader in sustainable building practices.
- 7.8 Utilize, as appropriate, native vegetation for landscaping in parks to minimize maintenance requirements, and control invasive vegetation through removal and other environmentally responsible means.
- 7.9 Incorporate sustainable practices into park maintenance procedures by reducing use of pesticides and herbicides, maintaining equipment in good working order, purchasing green maintenance equipment when feasible, replacing existing lighting fixtures with high-efficiency fixtures, and keeping systems (irrigation, lighting, HV AC, etc.) updated and fully functional for maximum performance and efficiency.
- 7.10 Initiate a volunteer camp host program to increase parks' presence and hospitality at community and regional parks.
- 7.11 Investigate the feasibility of incorporating security patrols or park ranger program to ensure safety of park and trail users and protect facility infrastructure.

Heritage

Goal 8: Reflect the County's identity and preserve local heritage by incorporating art, history and culture into the park system.

Objectives

- 8.1 Protect and improve historic and cultural features through design approaches for existing and newly acquired park and trail sites.
- 8.2 Partner with historical organizations to enlist volunteer-based interpretation programs in parks and along trails.
- 8.3 Identify appropriate locations within parks and greenways for the installation of public art, interpretive signs or cultural displays.
- 8.4 Develop an ongoing program to preserve, restore and interpret historic and cultural resources.
- 8.5 Complete phased development of Heritage Farm.
- 8.6 Collaborate with area historic preservation agencies.

8.9- The county will collaborate with diverse groups to ensure incorporation of any art, history, and culture in parks is done from a DEI lens.

Administration & Management

Goal 9: Provide leadership and fiscal responsibility in the management of the park, trail and open space system.

Objectives

- 9.1 Periodically update capital facilities plans and implement priority rankings of listed projects to focus expenditures, while balancing the need to improve and expand parks, trails, special facilities and natural areas to serve existing and future populations.
- 9.2 Involve residents and stakeholders in park and recreation facility planning and design to solicit community input, facilitate project understanding and increase public awareness and support.
- 9.3 Periodically evaluate user satisfaction and statistical use of parks, facilities and programs, including trail counts, to improve customer service, and provide useful data for securing grants.
- 9.4 Support staff training and professional development to promote the use of best practices and new technologies.
- 9.5 Encourage Parks Advisory Board enrichment for fine-tuning members' leadership and advocacy efforts.
- 9.6 Advocate for additional staff resources to enable efforts on collaborating, planning and revenue generation.
- 9.7 Continually seek new opportunities to increase revenues and control expenses.
- 9.8 Pursue alternative funding options and dedicated revenues for the acquisition and development of parks and facilities, such as private donations, sponsorships, partnerships, state and federal grant sources, among others.
- 9.9 Update fees and charges periodically for park rental facilities and parking.
- 9.10 Periodically review and update the Park Impact Fee rates and methodology and utilize impact fees to accommodate growth through the expansion of the parks system.
- 9.11 Periodically review and update growth impact-related fees and assessment methodologies to finance projects.
- 9.12 Seek higher levels of general fund support for operations and maintenance of regional parks.
- 9.13 Advocate for allocations of fiscal resources, such as REET, to be designated to parks for capital projects.
- 9.14 Consider stabilizing the Greater Clark Parks District's finances by protecting the maximum levy rate of 25 cents per \$1,000 of assessed value.
- 9.15 Partner more expansively with the Parks Foundation of Clark County to encourage sponsorship of specific park and trail projects with private funding.

Potentially replace it with "explore new funding options, like revenue generating events, or researching a dedicated parks district."