Clark County Parks: PROS Update
Goals and Objectives: Working DRAFT
PAB April 10, 2015 Meeting

Vision

Clark County Parks & Recreation strengthens the quality of life for the entire community.

Mission

Provide an interconnected system of parks, trails, recreation facilities and natural areas that support diverse recreation, environmental stewardship and economic development.

Goals:

1. Embrace a balanced strategy for achieving a comprehensive parks system.
2. Ensure equity and access to parks, trails and facilities for a healthy community.
3. Provide recreational opportunities for the entire community.
4. Be responsible, effective stewards of public lands and finances.
5. Preserve our historic and cultural heritage.
6. Maintain and enhance parks and recreation facilities.
7. Serve the community and develop a dynamic, effective organization.
8. Seek adequate funding to meet community needs.
9. Forge strong public, private and non-profit partnerships.
10. Promote and market the county's parks system.

DRAFT

Goals with Objectives:

1. Embrace a balanced strategy for achieving a comprehensive parks system.

a. Pursue land acquisition to provide geographically accessible regional parks and an equitable distribution of urban parks.
b. Preserve the region's scenic beauty through protected open space areas and corridors and provide outdoor recreation, where appropriate.
c. Continue implementing the Regional Trail and Bikeway Systems Plan and coordinate with public and private stakeholders to develop a trails and bikeways network.

2. Ensure equity and access to parks, trails and facilities for a healthy community.

a. **Accessibility**: Follow the Americans with Disabilities Act and incorporate ADA Accessibility Guidelines to ensure equal and maximum accessibility for all users.
b. **Parks**: Offer a range of active and passive recreation experiences for diverse age groups, interests and abilities.
c. **Trail System**: Promote active lifestyles by providing more trail connections and coordinating with other jurisdictions and providers to create a seamless system.
d. **Water Access:** Provide safe and appropriate water access for recreation and education and to inspire appreciation and stewardship of aquatic resources and habitat.
    1) 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 for kayakers, canoers and paddle boaters.
    2) Improve existing publicly owned water access sites to address safety, way-finding and disabled accessibility issues.
e. **Urban walkability:** Promote safe pedestrian and bicycle routes during development review to encourage connectivity between parks, trails, schools and businesses.

3. Provide recreational opportunities for the entire community.

a. 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.
b. Explore new recreational trends and engage in partnerships with user groups to develop, operate and maintain specialized facilities.
c. Prioritize facility development based on demonstrated demand, population served, regional appeal and revenue-generating potential.
d. Expand sports fields by acquiring additional sites and providing all-season designs.

4. Be responsible, effective stewards of public lands and finances.

a. Incorporate sustainability and low impact development into design, development and maintenance of the county park system and be a leader in sustainable building practices.

DRAFT

b. Use innovative and cost-effective methods to build, maintain, operate and promote the parks, recreation, and open space system.
c. Cooperate with other county departments and neighboring jurisdictions to identify and conserve open space.
d. Integrate user counts and surveys into regular operational practices to improve customer service and provide useful data for securing grants.

5. Preserve our historic and cultural heritage.

a. Develop an ongoing program to preserve, restore and interpret historic and cultural resources.
b. Protect and improve historic and cultural features through design approaches for existing and newly acquired park and trail sites.

6. Maintain and enhance parks and recreation facilities.

a. Use best practices and invest in preventative maintenance.
b. Coordinate with trail groups to develop and maintain trail projects.
c. Promote volunteerism to enhance community ownership and stewardship of parks, trails and natural areas.

7. Serve the community and develop a dynamic, effective organization.

a. Develop capital facilities plans to ensure adequate improvement and expansion of parks, trails, special facilities and natural areas to serve existing and future populations.
b. Involve Clark County residents in planning and programming for the parks system and provide effective community outreach to increase public awareness and support.
c. Support staff training and development to promote the use of best practices and new technologies.

8. Seek adequate funding to meet community needs.

a. Develop and maintain funding for acquisition, development, operation and maintenance of parks, recreation facilities and trails.
b. Actively seek innovative funding methods and use alternate methods, where feasible, to enhance efficient and effective operations.
c. Consider stabilizing the Greater Clark Parks District's finances by protecting the levy rate of 27 cents per $1,000 of assessed value.

9. Forge strong public, private and non-profit partnerships.

a. Develop partnerships with public and private agencies to increase parks and recreation opportunities.
b. Assist other agencies in developing and operating parks and recreational facilities for the regional population, such as water access, trails and regional parks.

DRAFT

c. 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.

10. Promote and market the county's parks system.

a. Promote Clark County as a recreation and tourism destination by effectively marketing the county's parks, trails, special facilities, open spaces and natural resources.
b. Establish a brand identity for Clark County Parks, with a consistent look and feel to educational and promotional materials.

DRAFT