

**1. Forge strong public, private and non-profit partnerships.**

- a. Develop partnerships with public and private agencies to increase parks and recreation opportunities.
- b. Initiate the formation of a regional sports council to actively advocate for a regional sports complex to create a tournament level facility and provide valuable recreation and economic benefits.
- c. Collaborate with other agencies in developing and operating parks and recreational facilities for the regional population, such as water access, trails and regional parks.
- d. 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.
- e. Facilitate active partnerships with schools, ports and public utilities to help implement regional trails connections and safe routes to parks.

**2. 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.
  - i. Acquire nine (9) additional park sites within the UUA PIF districts (in 6-year CFP)
- b. Preserve the region's scenic beauty through protected open space areas and corridors and provide outdoor recreation, where appropriate.
  - i. Collaborate actively with Legacy Lands and Conservation Futures programs and the Columbia Land Trust to link open spaces and parks.
  - ii. Connect greenways for riparian conservation and regional trail connections.
- c. Continue implementing the Regional Trail and Bikeway Systems Plan and coordinate with public and private stakeholders to develop a trails and bikeways network.
  - i. Collaborate with other jurisdictions to capture outside funding to close trail gaps.

**3. 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.
  - i. Expand potential on-street parking for neighborhood parking to provide access to more seniors and families with small children.
- b. **Parks:** Offer a range of active and passive recreation experiences for diverse age groups, interests and abilities.
  - i. Continue to develop urban parks and regional park facilities to provide more outdoor recreation opportunities to a diverse population of park users.
- c. **Trail System:** Promote active lifestyles by providing more trail connections and coordinating with other jurisdictions and providers to create a seamless system.
  - i. Add more trailhead parking and restrooms as the trail system grows and links existing trails together.
  - ii. Connect more residents to urban parks and regional trails through implementation of GCPD local trail projects.

- d. **Water Access:** Provide safe and appropriate water access for recreation and education and to inspire appreciation and stewardship of aquatic resources and habitat.
  - i. 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.
  - ii. Improve existing publicly owned water access sites to address safety 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.
  - i. A Safe Routes to Parks program should be initiated to help advocate for safer street connections to urban and regional parks.

#### **4. 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.
  - i. Finish six (6) GCPD neighborhood park development projects (in 6-yr CFP)
  - ii. Develop the acquired urban park lands into parks to help provide recreational amenities for more residential neighborhoods.
  - iii. Acquire additional parks within service area gaps to address underserved populations where parks are most needed.
- b. Explore new recreational trends and engage in partnerships with user groups to develop, operate and maintain specialized facilities.
  - i. Continue to engage and support user groups that build and maintain special facilities: trails, off-leash areas, disc golf course, BMX/pump track, mtn biking trails, equestrian facilities, etc.
- c. Prioritize facility development based on demonstrated demand, population served, regional appeal and revenue-generating potential.
  - i. Develop the CFP priorities to complete GCPD parks.
  - ii. Design and build undeveloped urban parks to continue closing gaps in service areas.
  - iii. Facilitate private group investment in facility development that adds value to public park uses, such as equestrian facility or BMX/pump track.
- d. Expand sports fields by acquiring additional sites and providing all-season designs.
  - i. Forge stronger partnerships through the facilitation of a county-wide sports council with a collaborative revenue building model.
  - ii. Provide seed money to initiate faster resource acquisition for more fields and all-weather surfacing.

#### **5. 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.

- 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.
- e. 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.
- f. Initiate a camp host program to increase parks’ presence and hospitality at regional parks.
- g. Investigate feasibility of incorporating security patrols or park ranger program to ensure safety of park and trail users and protect facility infrastructure.

**6. Preserve our historic and cultural heritage.**

- a. Protect and improve historic and cultural features through design approaches for existing and newly acquired park and trail sites.
- b. Partner with historical organizations to enlist volunteer-based interpretation programs in parks and along trails.
- c. Develop an ongoing program to preserve, restore and interpret historic and cultural resources.

**7. 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.
- d. Seek higher levels of general fund support for operations and maintenance of regional parks.
- e. Advocate for allocations of fiscal resources, such as REET to be designated to parks for capital projects.
- f. Collaborate with Transportation’s sidewalk program to implement safer routes to parks to greater access.

**8. 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.
- d. Encourage Parks Advisory Board enrichment for fine-tuning members’ leadership and advocacy efforts.

**9. 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 maximum levy rate of 25 cents per \$1,000 of assessed value.
- d. Aggressively pursue state and federal grant resources to leverage local funding sources.
- e. Partner more expansively with the Parks Foundation of Clark County to encourage sponsorship of specific park and trail projects with private funding.

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

- a. 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.
- b. Establish a brand identity for Clark County Parks, with a consistent look and feel to educational and promotional materials.
- c. Produce mapping for parks and trails that reflects the county parks identity and adds value to the parks/trail users' experience.
- d. Enhance the county parks web presence with active engagement of social media.
- e. Incorporate park and trail mapping and "wayfinding" into the county park website.