



STAFF REPORT

CITY OF TUALATIN

TO: Honorable Mayor and Members of the City Council

THROUGH: Sherilyn Lombos, City Manager

FROM: Richard Mueller, Parks and Recreation Manager
Paul Hennon, Community Services Director

DATE: 05/14/2018

SUBJECT: Parks and Recreation Master Plan Project Update

ISSUE BEFORE THE COUNCIL:

The Council will receive a status report from staff and the project consultant on the Parks and Recreation Master Plan Update Project with a focus on the values, vision, mission, goals, objectives, and recommendations.

RECOMMENDATION:

This is an opportunity for Council to provide direction on the appropriateness of the draft values, vision, mission, goals, and objectives.

EXECUTIVE SUMMARY:

The Parks and Recreation Master Plan Update Project was initiated in July of 2017 and has now progressed through several phases. This status report will inform Council of the project schedule and focus on project goals and objectives based on community outreach findings.

Project Phases Completed To-Date and/or In-Process:

- Phase 1: Project Initiation and Planning Context (completed)
- Phase 2: System Inventory and Analysis (completed)
- Phase 3: Needs Assessment and Public Outreach (completed)
- Phase 4: ADA Assessment and Transition Plan (in-process)
- Phase 5: Goals and Recommendations (in-process)
- Phase 6: Funding and Action Plan
- Phase 7: Plan Review and Adoption

The attached document and PowerPoint presentation provides an overview of the Draft Project Values, Vision, Mission, Goals, and Objectives that the Project Advisory Committee reviewed and provided comments on at their May 8, 2018 meeting.

For summaries and detailed reports on each phase of the project, please see the project website at:

<https://www.tualatinoregon.gov/recreation/webforms/parks-recreation-master-plan-update>.

Next Steps:

The immediate next steps consist of preparing the Draft Recommendations and Capital Projects List, and reviewing them with the Project Advisory Committee and the City Council during the spring and summer.

Development of Preliminary Funding Alternatives and an Action Plan is expected to occur during the summer. The draft plan for public, Project Advisory Committee, and Council review is scheduled for fall with the plan adoption to be considered in winter 2018.

Attachments: Values, Vision, Goals, and Objectives
 PowerPoint Presentation



PARKS & RECREATION MASTER PLAN

VALUES, VISION, GOALS & OBJECTIVES

Introduction

The values and aspirations for the City of Tualatin are the guiding forces for the *Parks & Recreation Master Plan* (Master Plan). Through extensive public involvement and meetings with the Project Advisory Committee, these values and aspirations were identified and integrated into our planning framework. The framework includes the following elements, which answer critical questions:

- **Values:** The internal beliefs and philosophy that guide our work. *What characteristics or ideals inspire our community? What do we value?*
- **Vision:** A desired end state or aspirations for a preferred future. *What are our aspirations?*
- **Mission:** The purpose of the organization, its business, and essential services. *What type of work do we do?*
- **Goals:** Directions for long-range change. *Where do we want to be in the future?*
- **Objectives:** Specific and measurable outcomes that contribute to achieving our goals. *What do we want to achieve?*
- **Recommendations:** Specific activities and initiatives that will achieve the stated goal. *What steps will we take to achieve our goals?*

These elements provide the foundation for the Master Plan. They are aligned with City Council's 2030 Vision, state land use goals and public outreach input. This document presents the Master Plan values, vision, mission, goals and objectives for PAC and Council review and confirmation. After refinement, strategies will be defined to provide system-wide recommendations for the park and recreation system.

Core Values

Core values are internal beliefs and qualities treasured by the community. These shared beliefs form a philosophy to guide the City's parks and recreation services.

- **Health & wellness** (mental and physical health, activity, stress reduction)
- **Conservation & stewardship** (sustainability, natural resource protection, asset management, green infrastructure, resource conservation)

- **Inclusiveness & equity** (social justice, fairness in resource allocation, opportunities and services for people of different ages, cultures, interests, languages and abilities)
- **Diversity** (respect for different languages, cultures and peoples, variety in recreation opportunities to respond to diverse community needs)
- **Economic vitality** (prosperity, economic vibrancy and health, accountability, fiscal responsibility, community development)
- **Accessibility & connectivity** (interconnected trails and pathways, close-to-home parks, walkable/bikeable neighborhoods, accessible facilities and services to people of different abilities)
- **Community engagement** (informed and engaged residents, involved residents and neighbors, volunteerism)
- **Social cohesion** (socially interconnected through community events, neighborhood programs and public gathering spaces)
- **Community vibrancy & livability** (sense of place/community identity, integration of arts/culture/history, attractive open space and gateways, park activation, historic preservation, civic pride)
- **Family-friendliness** (opportunities for youth development, lifelong learning, multi-generational activities)

Vision

The vision statement describes Tualatin's aspirations for parks and recreation services. This vision paints a picture of the parks and recreation system we want to achieve. Through the Master Plan process, the following vision emerged:

Tualatin is a vibrant city, with a healthy and cohesive community, connected through attractive parks, diverse facilities, trails, conservation of natural areas, recreation opportunities, and art and culture that are engaging and accessible to all.

Mission

A mission describes the approach that Parks & Recreation staff will take in providing parks, recreation facilities, trails, natural areas, events and programs for Tualatin. The mission notes the type of work done by Department staff, emphasizing staff priorities in achieving the vision for parks and recreation services. The following mission is proposed:

We actively care for our parks, connect our community through trails and programs, and protect our river, greenways and natural areas to create a beautiful, livable city.

Goals

Goals represent the City's overarching directions for the park and recreation system. Seven goals are presented:

- **Goal 1: Provide accessible and inclusive parks and facilities** to support community interests and recreation needs.
- **Goal 2: Create a walkable, bikeable, and interconnected City** by providing a network of regional and local trails to community destinations.
- **Goal 3: Conserve and restore natural areas** to support wildlife, promote ecological functions, and connect residents to nature and the outdoors.
- **Goal 4: Activate parks and facilities** through vibrant programs, events, and recreation opportunities for people of all ages, abilities, cultures, and interests.
- **Goal 5: Support public art through programs, parks, and public spaces** that reflects Tualatin's unique identity, heritage, history and expressive character to create a distinct sense of place.
- **Goal 6: Promote Tualatin's unique identity, economic vitality, and community cohesion** through parks and natural resources, historic preservation, events and programs, placemaking and tourism.
- **Goal 7: Manage and maintain quality parks, facilities, and programs** through outstanding customer service, stewardship, and sustainable practices.

Objectives

Objectives are the desired outcomes to be achieved by implementing the Master Plan. Objectives are presented below, organized and numbered by goal.

Goal 1: Provide accessible and inclusive parks and facilities to support community interests and recreation needs.

- Objective 1a. Strive to provide parks, natural areas and/or recreation resources within ½ mile of residents to ensure walkable/bikeable access to recreation opportunities.
- Objective 1b. Provide natural areas, trails, greenways, and shared use paths to serve employees in commercial and industrial areas.
- Objective 1c. Continue to maintain the City's existing level of service for parkland to support community livability as Tualatin grows.
- Objective 1d. Address deferred maintenance projects and improve facility conditions by implementing an asset replacement plan.
- Objective 1e. Distribute a variety of recreation facilities throughout Tualatin to improve recreation opportunities and access.
- Objective 1f. Increase and diversify sports and play experiences across the city.
- Objective 1g. Ensure that the City parks, recreation, and natural areas are accessible to people of varying abilities.

- Objective 1h. Design parks and facilities to respond to demographic, cultural, and neighborhood needs.

Goal 2: Create a walkable, bikeable, and interconnected city by providing a network of regional and local trails to community destinations.

- Objective 2a. Develop trails to connect Tualatin to the regional trail system.
- Objective 2b. Acquire and develop an interconnected system of on and off-street bike and pedestrian routes, trails and paths and to connect people to nature, residential, commercial, industrial and public facilities.
- Objective 2c. Connect residents to the existing Tualatin River Water Trail.
- Objective 2d. Design and develop quality trails to enhance the trail experience.

Goal 3: Conserve and restore natural areas to support wildlife, promote ecological functions, and connect residents to nature and the outdoors.

- Objective 3a. Identify and protect Tualatin's natural resources.
- Objective 3b. Maintain and steward natural resources in parklands.
- Objective 3c. Restore and enhance natural areas in parklands.
- Objective 3d. Expand opportunities to experience nature in Tualatin.

Goal 4: Activate parks and facilities through vibrant programs, events, and recreation opportunities for people of all ages, abilities, cultures, and interests.

- Objective 4a. Provide recreation and library programs in core program areas to respond to community needs.
- Objective 4b. Expand sports programs to support health and fitness.
- Objective 4c. Continue to provide unique events, social gatherings, and celebrations to foster community cohesiveness and strengthen community spirit.
- Objective 4d. Strategically increase outdoor and nature programming.
- Objective 4e. Strengthen and diversify enrichment and learning programs.
- Objective 4f. Strategically phase-in more indoor programming.

Goal 5: Support public arts through programs, parks, and public spaces that reflect Tualatin's unique identity, heritage, history, and expressive character to create a distinct sense of place.

- Objective 5a. Support the role of public art in placemaking to contribute to the sense of place, character, and identity in Tualatin.
- Objective 5b. Emphasize interactive art in parks and facilities.
- Objective 5c. Emphasize educational art displays and interpretive features that promote Tualatin and its history, culture and character.
- Objective 5d. Consider the provision of sculptures and art installation on an opportunity basis.
- Objective 5e. Diversify Arts & Culture programs and events as a core recreation service area.
- Objective 5f. Expand science, technology, engineering, arts and mathematics (STEAM) education in conjunction with the arts programming.

- Objective 5g. Market, promote and fund art and art programs as part of the City's branding strategy.

Goal 6: Promote Tualatin's unique identity, economic vitality, and community cohesion through parks and natural resources, historic preservation, events and programs, placemaking and tourism.

- Objective 6a. Promote placemaking in parks and facilities.
Objective 6b. Improve City center parks as community gathering hubs.
Objective 6c. Emphasize and augment connections to the Tualatin River.
Objective 6d. Brand the Department and communicate the benefits provided by Tualatin's parks, natural areas, trails, and programs.
Objective 6e. Engage residents, employees, partners, stakeholders, and local businesses to support art and tourism.

Goal 7: Manage and maintain quality parks, facilities, and programs through outstanding customer service, stewardship, and sustainable practices.

- Objective 7a. Maintain and operate parks effectively to support quality use.
Objective 7b. Adopt design and development guidelines to guide park and facility maintenance, management, renovation, and development.
Objective 7c. Be fiscally and financially prudent in funding the community's park and recreation needs.
Objective 7d. Ensure the provision of high quality, responsive customer service.

The City's values, vision, mission and goals are summarized on the next page.

Inclusiveness
& equity

◀ CORE VALUES ▶

Diversity

Conservation
& stewardship

Economic
vitality

Health &
wellness

Tualatin is a vibrant city, with a healthy and cohesive community, connected through attractive parks, diverse facilities, trails, conservation of natural areas, recreation opportunities, and art and culture that are engaging and accessible to all.

Accessibility &
connectivity

Community
vibrancy &
livability

Community
engagement

Family-
friendliness

We actively care for our parks, connect our community through trails and programs, and protect our river, greenways and natural areas to create a beautiful, livable city.

Social
cohesion

◀ MISSION ▶

◀ GOALS ▶

- **Goal 1: Provide accessible and inclusive parks and facilities** to support community interests and recreation needs.
- **Goal 2: Create a walkable, bikeable, and interconnected City** by providing a network of regional and local trails to community destinations.
- **Goal 3: Conserve and restore natural areas** to support wildlife, promote ecological functions, and connect residents to nature and the outdoors.
- **Goal 4: Activate parks and facilities** through vibrant programs, events, and recreation opportunities for people of all ages, abilities, cultures, and interests.
- **Goal 5: Support public art through programs, parks, and public spaces** that reflects Tualatin's unique identity, heritage, history and expressive character to create a distinct sense of place.
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TUALATIN

Accessible, Inclusive & Vibrant
Parks and Recreation



PARKS AND RECREATION MASTER PLAN

**Values, Vision,
Mission, Goals,
& Objectives**



Project Phases

Project Phases Completed To-Date and/or In-Process

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Community Outreach Themes

- Parks and recreation are important to Tualatin's quality of life.
- Trail connections and trail activities are a priority for community members.
- There is a need for improved facilities and expanded capacity for sports.



Community Outreach Themes

- A multi-use indoor facility is desired to support a variety of community interests and needs.
- Community members desire stronger, inclusive communications and marketing from the City and Community Services Department.
- A greater variety of activities and programs is needed to meet the needs and interests of people of all ages and cultures.
- Community members highly value Tualatin's natural resources and want access to natural features, especially the river, for recreation.

**Inclusiveness
& equity**

◀ **CORE VALUES** ▶

Diversity

**Conservation
& stewardship**

**Economic
vitality**

**Health &
wellness**

**Tualatin is a vibrant city, with a healthy and cohesive community,
connected through attractive parks, diverse facilities, trails, conservation
of natural areas, recreation opportunities, and art and culture that are
engaging and accessible to all.**

**Accessibility &
connectivity**

**Community
vibrancy &
livability**

**Community
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**Family-
friendliness**

◀ **MISSION** ▶

**We actively care for our parks, connect our community through
trails and programs, and protect our river, greenways and
natural areas to create a beautiful, livable city.**

**Social
cohesion**

Core Values

The internal beliefs and philosophy that guide our work.

What characteristics or ideals inspire our community? What do we value?

- **Health & Wellness**
mental and physical health, activity, stress reduction
- **Conservation & Stewardship**
sustainability, natural resource protection, asset management, green infrastructure, resource conservation
- **Inclusiveness & Equity**
social justice, fairness in resource allocation, opportunities and services for people of different ages, cultures, interests, languages and abilities

Core Values

- **Diversity**
respect for different languages, cultures and peoples, variety in recreation opportunities to respond to diverse community needs
- **Economic vitality**
prosperity, economic vibrancy and health, accountability, fiscal responsibility, community development
- **Accessibility & Connectivity**
interconnected trails and pathways, close-to-home parks, walkable/bikeable neighborhoods, accessible facilities and services to people of different abilities

Core Values

- **Community engagement**
informed and engaged residents, involved residents and neighbors, volunteerism
- **Social cohesion**
socially interconnected through community events, neighborhood programs and public gathering spaces
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sense of place/community identity, integration of arts/culture/history, attractive open space and gateways, park activation, historic preservation, civic pride
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opportunities for youth development, lifelong learning, multi-generational activities

Vision

A desired end state or aspirations for a preferred future.

What are our aspirations?

- Tualatin is a vibrant city, with a healthy and cohesive community, connected through attractive parks, diverse facilities, trails, conservation of natural areas, recreation opportunities, and art and culture that are engaging and accessible to all.

Mission

**The purpose of the organization, its business, and essential services.
What type of work do we do?**

- We actively care for our parks, connect our community through trails and programs, and protect our river, greenways and natural areas to create a beautiful, livable city.

Goals & Objectives

- **Goals**

Directions for long-range change.

Where do we want to be in the future?

- **Objectives**

Specific and measurable outcomes that contribute to achieving our goals.

What do we want to achieve?

- **Recommendations**

Specific activities and initiatives that will achieve the stated goal.

What steps will we take to achieve our goals?

GOALS

› **Goal 1: Provide accessible and inclusive parks and facilities** to support community interests and recreation needs.

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Goals & Objectives

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Goals & Objectives

Goal 7: Manage and maintain quality parks, facilities, and programs through outstanding customer service, stewardship, and sustainable practices.

- a. Maintain and operate parks effectively to support quality use.
- b. Adopt design and development guidelines to guide park and facility maintenance, management, renovation, and development.
- c. Be fiscally and financially prudent in funding the community's park and recreation needs.
- d. Ensure the provision of high quality, responsive customer service.

Next Steps

- Recommendations and Capital Projects List (phase 5), Spring & Summer
- Funding and Action Plan (phase 6), Summer
- Draft Plan Review (phase 7), Fall
- Plan Adoption Proposed, Winter

Questions & Comments

