

A man and a woman are walking away from the camera on a paved trail. The woman is on the left, wearing a white long-sleeved shirt, black leggings, and a white cap. The man is on the right, wearing a blue long-sleeved shirt, black pants, and a brown hat. They are walking towards a backdrop of snow-capped mountains under a clear blue sky. The trail is lined with green grass and purple wildflowers on the left side.

CITY OF **MEDFORD**

PARKS & RECREATION STRATEGIC PLAN

ADOPTED FINAL PLAN | DECEMBER 19, 2024



LETTER FROM THE DIRECTOR

The Medford Parks, Recreation and Facilities Department is excited to present our 2024 Strategic Plan! This document is the City's road map for making decisions or taking actions regarding park, trail and open space planning, and recreation program and facility development for the next several years.

The 2024 Plan builds on previous actions and was developed following a robust, multi-media community engagement process featuring three community surveys generating nearly 3,000 responses, nine community group interviews, a community open house, and multiple check-ins with City Council and Parks and Recreation Commission along the way.

The Plan establishes specific goals, objectives, recommendations and actions for maintaining a high-quality parks and recreation system based on community needs analyses. It is not a document that will collect dust on a shelf – it will form the basis and justification for myriad actions impacting quality of life in Medford for years to come. For example, the 2016 Plan provided argumentation to the City Council that eventually resulted in the construction of the Rogue Credit Union Community Complex – one of the region's largest and most versatile recreation facilities.

Ultimately, the Plan strives to empower our youth, strengthen neighborhoods, and provide life-enriching programs for a beautiful, livable community. Medford's park system, spanning over 2,500 acres, plays a critical role in our growing city. As the city grows, so will demand for parks and recreation services, and this Plan identifies updated standards, guidelines, and implementation actions to support equitable access and investment. The Plan also aligns with the City's 2040 Vision Plan and other planning initiatives.

Thanks to the project team for its year-long effort in robust outreach, research and development. Through extensive outreach and community engagement effort, thousands of Medfordites provided input and priorities. While several themes emerged, equitable park access and availability of high-quality, low-cost programs, services and events remain high priorities.

As the Department Director, I look forward to stewarding the Plan to ensure that Medford's parks and recreation system remains a City priority, for ALL to enjoy for generations to come.



Rich Rosenthal,
Medford Parks, Recreation and Facilities Director



EXECUTIVE SUMMARY

PURPOSE

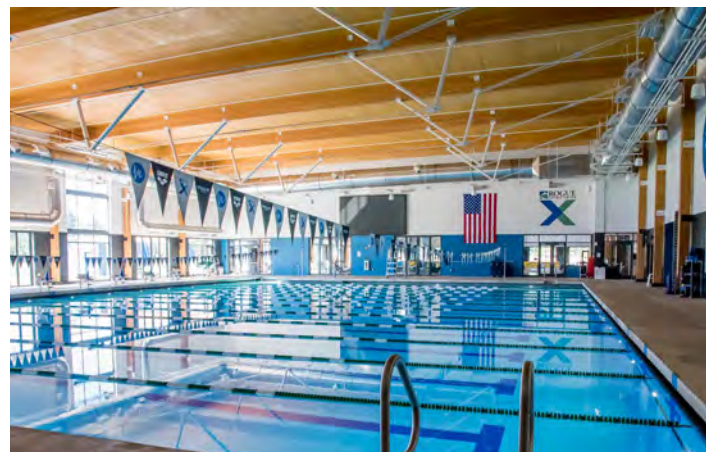
The City of Medford's park and recreation system is nationally recognized and highly valued across the community and region. Today, Medford offers over 2,500 acres of parkland and is southern Oregon's largest recreation service provider, offering over 300 programs and events.

The City is committed to routinely updating its long-term plan to grow and to continually improving its park and recreation system. Since adopting the previous strategic plan in 2016, this foresight resulted in new trails and open spaces, park and facility renovations, and construction of Medford's popular indoor recreation facility, the Rogue Credit Union Community Complex (Rogue X).

In 2024, the City updated the Park and Recreation Strategic Plan, building on the success of previous planning efforts and preparing for the next 10 years.

This Plan:

- Updates the park system inventory and existing conditions;
- Addresses equity and access, documenting community needs and priorities;
- Refreshes the community-supported vision and goals; and
- Identifies a balanced strategy of investment and maintenance for the long-term future.



COMMUNITY PROFILE AND PROJECTIONS

Medford is growing and is expected gain an additional 31,125 residents by 2042. The community also has a large percentage of younger residents (under age 20) and a medium household income lower than the county and state.

The growing and diverse needs for parks and recreation place a greater demand for City services. Medford currently maintains twice as much acreage as comparable park systems, but with fewer full-time employees. There are also areas of Medford that lack access to parks and recreation opportunities. Based on population growth projections and City service goals there will be a deficit of approximately 107.3 acres by 2042 for all developed park types unless the City adds more parkland. The Plan identifies these gap areas, focusing on neighborhoods that are traditionally underserved or that have a greater need for parks and greenspaces.

PARK ACCESS

Park access is the just and fair quantity, proximity and connections to quality parks and green spaces, recreation facilities, as well as programs that are safe, inclusive, culturally relevant and welcoming to everyone. When people have just and fair access, our health and social well-being improve, and our communities can protect and better recover from environmental, social, and economic challenges.

DEMOGRAPHICS BY THE NUMBERS

91,116 live in the City of Medford

27% increase in Jackson County's population over 65 by 2040

25% of Medford's population is under 20 years old

\$65,647 Median Household Income

(lower than Jackson County average (\$67,690) and the state average (\$76,632))

SOURCE: Medford Housing Capacity Analysis, Portland State University Population Research Center, June 2022

FIGURE A: FORECAST OF POPULATION GROWTH, MEDFORD UGB 2022 TO 2042



91,116 Residents in 2022



122,242 Residents in 2042



31,125 New Residents 2022-2042



34% Increase, 1.48% AAGR

SOURCE: Medford Housing Capacity Analysis, Portland State University Population Research Center, June 2022

COMMUNITY NEEDS AND ANALYSIS

As a rapidly growing city, Medford contends with a variety of factors to achieve an equitable park and recreation system that meets community needs and expectations. The Plan identifies areas currently served and unserved by existing developed parks addressing physical barriers like highways and disconnected street networks to determine walking distances. The mapping used in the Plan also focuses on traditionally underrepresented populations, including areas of higher residential density, lower incomes, youth populations, and communities of color.

GAPS IN MEETING SERVICE GOALS

Based on City service level goals, the Plan identifies a future deficit in adult softball fields, youth baseball/softball fields, playgrounds, sport courts, and other recreation facilities. There is also a need for a new community park and new neighborhood parks to serve the future population (2042).

Staffing levels are also falling behind. Based on existing staffing numbers and customer service expectations, the demands on the Parks, Recreation and Facilities Department are increasing, compounded by ongoing trash accumulation and vandalism in 43 parks and facilities spanning over 2,500 acres. Additional staffing is also needed to support administration and recreation, especially to address the popularity of community events and growing demand for childcare services.

KEY NEEDS

Plan recommendations address priorities and key needs identified during the planning process:

1. Concerns about safety in certain city parks, trails, and on the greenway, and the need for enhanced efforts to keep the park system safe, clean, and accessible.
2. A high level of appreciation and use of trails and pathways, and the need for more of them, along with better connectivity and accessibility.
3. Appreciation of city parks and facilities, and a need to see a wider range of unique recreation opportunities with better amenities and more frequent maintenance.
4. A desire for improved information, promotion, communication, and multi-cultural outreach about park and recreation facilities, programs, and services.
5. A need for more free or low-cost options and events for all ages and abilities.
6. A desire for more sustainable and climate-resilient park features.



FIGURE B: PARK AND RECREATION STRENGTHS, OPPORTUNITIES, & ISSUES



Positives/Strengths

- Strong, responsive, collaborative leadership
- High-quality parks and programs
- Excellent regional facilities
- Wide variety of programs



Opportunities

- Expand/develop/maximize sports and recreation tourism facilities and opportunities
- UGB park development
- Prescott Park trails
- Pickleball, disc golf, biking facilities
- Communication and outreach



Issues

- Impacts of homelessness and drug use
- Perceptions of Safety
- Climate change
- Outgrowing existing facilities based on high demand



THE FUTURE OF MEDFORD PARKS AND RECREATION

Medford residents clearly value their parks and recreation system. The Plan's community engagement process involved a variety of activities designed to stimulate thinking about needs, preferences, and new ideas. In total, nearly 3,000 interested and engaged community members weighed in to shape the vision. **Six overarching strategic plan goals** are the foundation of the Plan.

VISION STATEMENT

The overarching vision is a community – in which every person is able to experience a happier, healthier life, and where joy is apparent in the ways people connect with each other, in the ways they experience nature, and in the ways they participate in play. The Department strives to influence positive outcomes everyday so our community comes to believe life without parks and recreation is unimaginable.

OVERARCHING STRATEGIC GOALS





Plan goals along with **18 policies and 75 implementation items** were created based on engagement feedback and identified community needs. Notable policies and implementation items include:

Policy 1-B: Provide all of Medford with access to year-round, family-friendly and accessible parks, facilities, recreation programs and services.

- **1-B (1):** Provide parks, facilities, and recreation programming supporting the recreational needs of all ages, abilities, economic and cultural backgrounds.

Policy 1-C: Acquire and develop parkland necessary to serve the City's current and future population.

- **1-C (1):** Provide parks to meet the City's longstanding service standard of 1.56 acres of developed neighborhood parks per 1,000 persons and 2.75 acres of developed community parks per 1,000 persons.

Policy 4-A: Build and manage parks and recreation assets to a consistent modern standard to achieve systemwide equity.

- **4-A (5):** Develop, operate, and maintain new parks, trails, and facilities only if sufficient

resources (funding, staffing, and equipment) are provided to maintain them without sacrificing quality or level of service elsewhere.

Policy 4-B: Adhere to a regular schedule of maintenance and capital renewal efforts to ensure safe and high-quality parks and facilities and protect public investment.

- **4-B (1):** Use maintenance cost-per-acre metrics as the funding guideline when adding new acreage, parks, amenities or facilities to the City's system.

Policy 5-B: Partner with public safety agencies and regional partners to address community perceptions regarding safety in parks and along trails and greenways.

- **5-B (4):** Create and implement a plan to have a reliable, official law enforcement presence in City parks.

Policy 6-A: Involve community members in park and recreation facility planning, design and recreation program development.

- **6-A (2):** Promote and distribute bilingual information about recreational activities, education programs, community services and events, and volunteer activities sponsored by the City.

THE PROPOSED SYSTEM

The Plan outlines a clear path forward for future investments and actions ranging from new play areas to sports field improvements to better signage and public gathering spaces. The future system envisions several new parks to fill gaps in established neighborhoods and to address new growth areas.

There are a total of six proposed parks to meet level of service goals and address gaps in the system. This includes three future parks already proposed by the City, and an additional three neighborhood parks that will help fill gap areas in underserved neighborhoods.

CAPITAL PROJECT MATRIX OVERVIEW

148

total projects

91

renovation and renewal projects

47

facility addition projects

10

expansion and development projects



TABLE A: CAPITAL MATRIX SUMMARY BY PROJECT TYPE

Project Type	Total
New/improved signage or wayfinding	18
Sports field/court improvements	16
Restroom	16
Play enhancement	15
Parking and access improvements	11
New lighting	9
Connectivity improvements	9
New gathering/event/vendor space	6
New comfort amenities and art	6
Shade structure	5
Trees and landscaping	4
Shelter and gathering area improvements	2
Natural area restoration and enhancement	2
New or improved dog park	2
New outdoor fitness equipment	1
Other new/improved facilities	25
TOTAL PROJECTS	148

SOURCE: Medford Capital Matrix (Appendix D)
Note: All capital projects will comply with accessibility standards and incorporate ADA improvements to align with the City’s ADA Transition Plan.



HOW THIS PLAN ADDRESSES SAFER PARKS AND PUBLIC SPACES

Safety is a top concern and the Parks and Recreation Strategic Plan provides a tiered approach involving planning, design, programming, maintenance, and enforcement. The Plan calls for:

- Diversifying park experiences to encourage use throughout the day and year
- Increasing activities and programs to reduce isolation, especially in underused parks and underserved neighborhoods
- Adding or improving lighting
- Improving park information and signage
- Creating better connections and circulation
- Increasing staffing and maintenance resources to create safer parks while improving responsiveness
- Strengthening communication and coordination with City departments and partners to address local needs and societal issues, including along Bear Creek Greenway



IMPLEMENTATION

The community vision contained in the Plan requires various funding resources. An estimated \$41 million is needed to enhance existing parks, and \$17.2 million is needed to build six proposed parks (in 2024 dollars).

Equally as important and critical to long-term success is system maintenance. The cost to operate and maintain the parks and recreation system requires substantial resources, especially to keep up with growing demand and increasing costs. The City cannot keep up with future growth without increasing resources for park maintenance and reinvestment. Implementation of this Plan requires an average of approximately \$5.1 million per year to maintain the envisioned parks and recreation system, and added maintenance, management and recreation staffing to respond to increasing volumes.

The Plan provides criteria to prioritize projects with the greatest potential for quick wins, building momentum for bigger or longer-term projects and opportunities. A short-term funding plan identifies projects requiring a combination of system development charges (SDC) paid by new development, lodging and car rental taxes, the park utility fee, grants along with potential additional options based on Council or voter action.





ACKNOWLEDGMENTS

The City of Medford sincerely thanks everyone who participated in the development of the Parks and Recreation Strategic Plan. The immense amount of effort devoted to this planning process demonstrates the commitment by the residents, City staff, and elected officials of Medford to enact positive change within their community and to shape the parks and recreation system for years to come.

CITY COUNCIL

Randy Sparacino, Mayor of Medford
Jessica Ayres, Ward 1 Councilor
Sarah Spansail, Ward 1 Councilor
Tim D-Alessandro, Ward 2 Councilor
Zac Smith, Ward 2 Councilor
Kevin Stine, Ward 3 Councilor
Chad Miller, Ward 3 Councilor
Eric Stark, Ward 4 Councilor
Nick Card, Ward 4 Councilor

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Rich Hansen, Commissioner
Baback Khosroabadi, Commissioner
Elizabeth Leydsman, Commissioner
Ryan Lundgaard, Commissioner
Phil Ortega, Commissioner
Rayan Rizvi, Youth Member
Jaime Stephens, Commissioner
Sean Sullivan, Recording Secretary

CONSULTANT TEAM



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In association with Community Attributes, Inc. (CAI)



LAND ACKNOWLEDGMENT

Indigenous tribes and bands have been with the lands that we inhabit today throughout Oregon and the Northwest since time immemorial and continue to be a vibrant part of the region today.

We would like to express our respect to the First Peoples of this land. It is important that we recognize and honor the ongoing legal and spiritual relationship between the land, plants, animals, and people indigenous to this place we now call Oregon/the Pacific Northwest.

The interconnectedness of the people, the land, and the natural environment cannot be overstated; the health of one is necessary for the health of all. We recognize the pre-existing and continued sovereignty of the federally recognized tribes who have ties to this region and thank them for continuing to share their traditional ecological knowledge and perspective on how we might care for one another and the land, so it can take care of us.

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CHAPTER 1

INTRODUCTION



1 INTRODUCTION

In this chapter: plan purpose, the community engagement, and document organization.

PURPOSE OF THE PLAN

Medford is recognized nationally for its high-quality parks and recreational system. The City is committed to sustaining this system through ongoing investment in public spaces and programs and continuous planning for the future. This Parks and Recreation Strategic Plan (Plan) presents a renewed vision for the next 10 years. It builds on the 2016 Parks, Recreation, and Leisure Services Plan, and aligns with the City's 2040 Vision and Action Plan.

Through a comprehensive community engagement process, the Plan identifies a renewed vision and goals for the future of Medford's park and recreation system, paired with a community-driven investment strategy to add new parkland, develop existing undeveloped park properties, improve existing parks, and activate parks and facilities.

The Plan serves as a guide for future decision making, priority setting, and budgeting. The vision and goals included in the plan are a road map for the Medford Parks, Recreation, and Facilities Department (Department) to achieve long-term goals.

PLANNING PROCESS

The Plan was developed through a year-long, four-phase process that combined broad community involvement with data-driven technical analyses to identify community needs and priorities (Figure 1-1).




FIGURE 1-1: THE PLANNING PROCESS

Timeline

Winter 2023/
2024

PHASE 1

SYSTEM
ASSESSMENT




Phase 1 involved initial outreach tasks and evaluation of current City parks, facilities, trails, programs, and operations.

Winter -
Spring 2024

PHASE 2

NEEDS,
OPPORTUNITIES, &
VISIONING




Phase 2 involved a comprehensive public engagement process and technical analysis to define community needs for park and recreation services.

Summer -
Fall 2024

PHASE 3

ACTION
PLANNING




Phase 3 defined systemwide and site-specific recommendations and prioritized projects for implementation based on community feedback.

Fall 2024-
Winter 2025

PHASE 4

PLAN
DEVELOPMENT &
ADOPTION



Phase 4 involved the development, review, refinement, and adoption of the Final Parks and Recreation Strategic Plan.





COMMUNITY INVOLVEMENT

This Plan is founded on a comprehensive engagement strategy to ensure broad participation across the community. The engagement process was designed to:

- **Ensure accessible and inclusive public engagement.** All engagement activities were planned and executed to be accessible, understandable, and welcoming to all who wished to participate, with an emphasis on engaging typically underrepresented and underserved community members. Outreach materials were provided in both Spanish and English.
- **Leverage local networks and existing community partners and relationships.** Activities built on the variety and depth of existing community involvement initiatives in Medford to engage the public effectively and efficiently in the planning process. The process took advantage of existing community-based networks and organizations to connect with a wider range of community members.
- **Collaborate and inform decision-making.** The City collected useful, applicable, and balanced public input that reflected a wide variety of local knowledge and values to inform recommendations and decision-making.
- **Build long-term capacity for public engagement around park design, development, and programming.** The process built relationships with partners, community-based organizations, and community members who shared their concerns, needs, solutions, and priorities to co-create a thriving and inclusive park system in Medford.
- **Promote two-way communication.** The Project Team (City staff and consultant team) regularly reported back to the community and decision makers about how their input was used to shape the Plan.

OUTREACH EFFORTS

Strategic Plan outreach utilized multiple channels to gather input from residents, City leaders, user groups, and other interested parties. These included a tour of City parks and recreation facilities with the Project Team; meetings with City Council and the Parks & Recreation Commission; interviews with community groups and other interested parties; two bilingual community surveys yielding over 2,600 responses; and a community open house (Figure 1-2). These activities highlighted key themes and priorities that influenced development of the Plan.

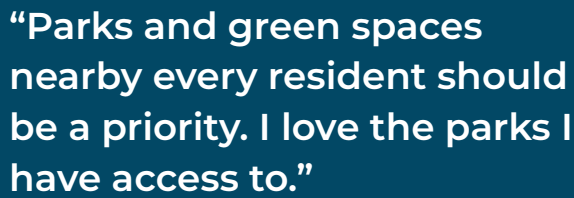
FIGURE 1-2: ENGAGEMENT SUMMARY



COMMUNITY GROUP INTERVIEWS

To help assess needs and opportunities, the Project Team conducted nine small group interviews with a variety of groups, organizations, and individuals representing specific community interests and perspectives, including tourism and economic development, sports and recreation, older adults, accessibility, the Medford School District, Latino and immigrant communities, and youth. Appendix B includes a summary of meeting notes from these interviews.





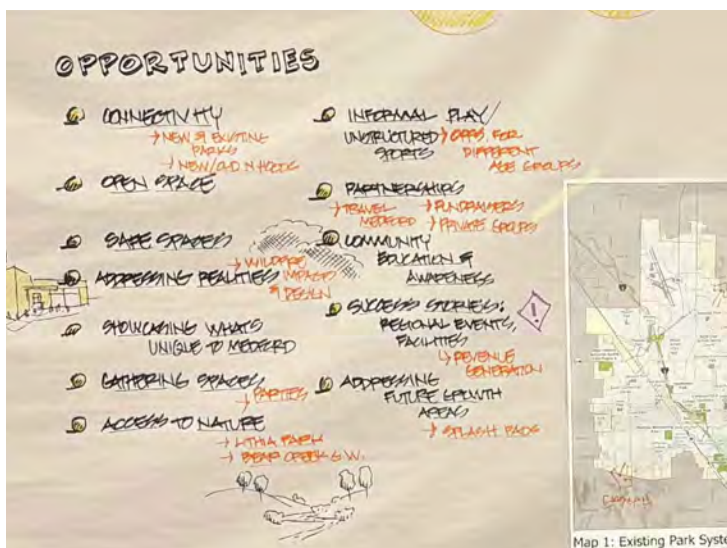
ONLINE COMMUNITY SURVEY

The City held its first online community survey from March 31 to May 6, 2024, to solicit opinions and public perceptions about parks, facilities, trails, and recreation programs. The 28-question survey was available in English and Spanish via a link to the City's website. City staff mailed 200 paper copies of the survey to a random sample of utility billing addresses (divided equally among each of the city's four wards) and made printed copies of the survey available at the community open house and at the Rogue X. A total of 1,638 people responded to the online survey, and another 40 people submitted printed surveys, totaling 1,678 respondents. Refer to Appendix B for an in-depth summary of the community survey.



On April 21, 2024, the City held an open house at the Rogue Credit Union Community Complex (Rogue X) to share project information and to gather input on needs and opportunities relating to Medford's parks, facilities, trails, and recreation programs.





PARKS & RECREATION COMMISSION MEETINGS

The Project Team met with the Medford Parks & Recreation Commission on January 24, June 18, and October 8, 2024, to report on outreach and technical findings. Commissioners described key needs and opportunities, and ideas to ensure broad participation from the community.

CITY COUNCIL UPDATES

The Project Team met with the Medford City Council on June 20 and September 26, 2024, to report on outreach and technical findings, and to outline next steps in the planning process.



“Update old existing parks.”

—Online Prioritization Survey Respondent

ONLINE PRIORITIZATION SURVEY

The Project Team administered its second online community survey from August 26 to September 9, 2024, to help prioritize potential park and facility projects for the next 10 years of citywide park and recreation services. The 18-question survey was available in English and Spanish via a link to the City’s website. A total of 974 people responded to the survey. Refer to Appendix C for an in-depth summary of the online prioritization survey.



RENEWING THE VISION

Medford has a strong commitment to plan for the future as shown in the City's Parks, Recreation and Leisure Services Plan (2006 and 2016). The 2016 Plan provided a "vision for an innovative, inclusive and interconnected system of parks and open spaces that promotes outdoor recreation, health and environmental stewardship as integral elements of a healthy community." Along with this vision, the 2016 Plan outlined specific recommendations and projects guided by community input.

Notably, the 2016 Plan resulted in numerous parks and facility upgrades, the construction of 8.65 additional acres of developed parks and facilities, the Rogue Credit Union Community Complex (Rogue X), and acquisition of over 60 acres of parkland. Medford also has received national accreditation from the Commission for Accreditation of Parks and Recreation Agencies (CAPRA) for the third time since 2012, making it one of only 192 accredited agencies in the country.



"When residents see public parks and other spaces are well-cared for and rehabilitated, their trust in local government — and even in each other — increases over time."

—NRPA, Green Infrastructure Evaluation Framework, Center for Active Design

PLANNING FOR THE FUTURE

As the City of Medford looks to the next 10 years of park, recreation, and facility planning, the City and the Department faces new challenges and shifting needs in response to changes in demographics, societal issues, environmental conditions, and community priorities. The Plan builds on Medford's strong system of parks and recreation opportunities by addressing community needs and values, while considering ever-evolving local and regional trends, opportunities and challenges by:

- Responding to the increased demand for recreational activities that accommodate a range of needs and interests of an **active and aging older adult population**.
- Making better spaces and **opportunities for youth** by improving early adult experiences in economic self-reliance, healthy social relationships, and community contributions;
- Recognizing historic marginalization of certain resident populations and cultures by **addressing inequities** and intentionally making parks and programs more diverse, welcoming, and inclusive;
- Creating a unique connection with the users of a park and the surrounding community to increase ownership and support, decrease vandalism, and **encourage additional use of public spaces**;
- Positioning the parks and recreation system as a driver of **economic development**, and a destination for tourism and large events;
- Prioritizing the **health benefits** of parks and recreation with programming and recreation opportunities that support broader community health; and
- Leveraging parks and natural areas as tools to **reduce the impacts of climate change** by reducing wildfire risk, improving air and water quality, and creating stronger neighborhoods.



PLAN STRUCTURE

The Medford Parks and Recreation Strategic Plan includes the following chapters, with additional supportive documentation in four appendices.

Chapter 2. System Overview

Outlines Medford’s current park and recreation system, including key amenities, facilities, and services.

Chapter 3. Medford Community and Future Vision

Describes community demographics and outreach themes.

Chapter 4. Strategic Framework

Provides a strategic framework to guide Medford’s park and recreation system.

Chapter 5. Site Recommendations

Summarizes recommendations for existing and proposed parks.

Chapter 6. Action Plan

Describes the Plan for implementation, including project phasing, funding and strategies, and project prioritization tools.

Appendix A. Park System and Facility Inventory

Summarizes the inventory of parks, trails, and recreation facilities within the City of Medford.

Appendix B. Needs Analysis

Summarizes key needs for Medford’s park and recreation system based on community outreach findings and results from the level of service analysis.

Appendix C. Prioritization Survey Summary

Provides the results of the second community survey conducted to prioritize potential park and facility projects for the next several years.

Appendix D. Capital Matrix

Presents the planning level cost estimates, maintenance costs, and cost assumptions associated with the recommendations detailed in Chapter 5.





CHAPTER 2

SYSTEM OVERVIEW



2 SYSTEM OVERVIEW

In this chapter: park and recreation system overview, including key amenities, facilities, and services.

Medford is known for its mild, sunny climate and diverse year-round recreation opportunities. Residents have access to several different types of parks and recreation facilities offering a wide variety of recreation programs and opportunities. This chapter outlines the City of Medford's current park and recreation system, including Medford's unique setting and context, existing parks and facilities, and the various parks and recreation services provided by the Medford Parks, Recreation, and Facilities Department.

SETTING AND CONTEXT

Located along the Interstate 5 (I-5) corridor 27 miles north of the California border, the City of Medford serves as the regional employment and service hub for southern Oregon. Medford is described as the heart of Rogue Valley, well known as an outdoor playground and natural gateway to distinct natural resources. The city is the county seat for Jackson County, located approximately 25 miles southeast of Grants Pass, 12 miles northwest of Ashland, and 118 miles east of the Pacific Ocean (Figure 2-1). According to Portland State University Population Research Center 2022 estimates, Medford is the eighth largest city in the state with a population of approximately 91,116.

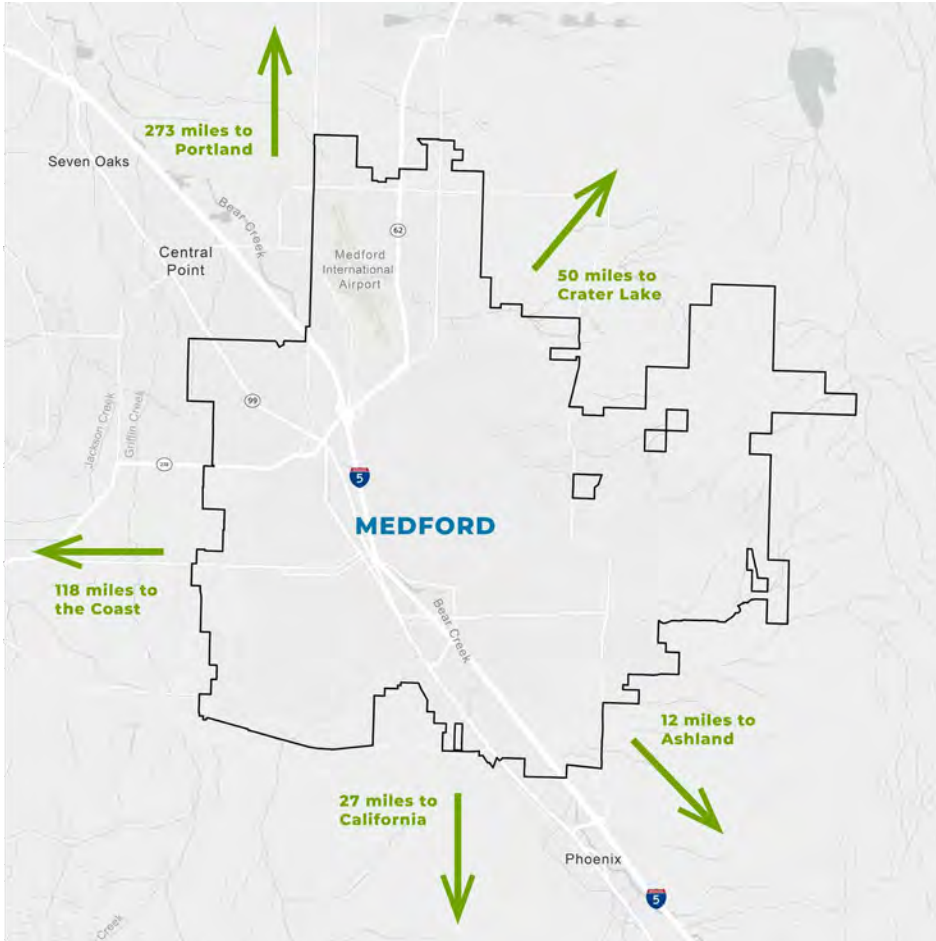


Prescott Park



Historic Downtown Medford

FIGURE 2-1: REGIONAL CONTEXT



LAND USE AND DEVELOPMENT PATTERNS

Multiple highways connect Medford to the broader region while also serving as a physical barrier. Highway 99 and I-5 bisect the city, running parallel north to south. The Central Oregon and Pacific Railroad also passes through the city, largely running parallel to Highway 99. Medford historically developed along the rail line, outward from the historic downtown district. Bear Creek is another defining feature of the city and a natural resource that generally flows along the I-5 corridor through Medford.

Today, land use along the city's rail and highway corridors is primarily commercial and industrial, while other areas of the city are mostly residential with some smaller commercial areas dispersed along major roads and intersections. Recent growth pressures are impacting the southwest, southeast, and northeast corners of the city.

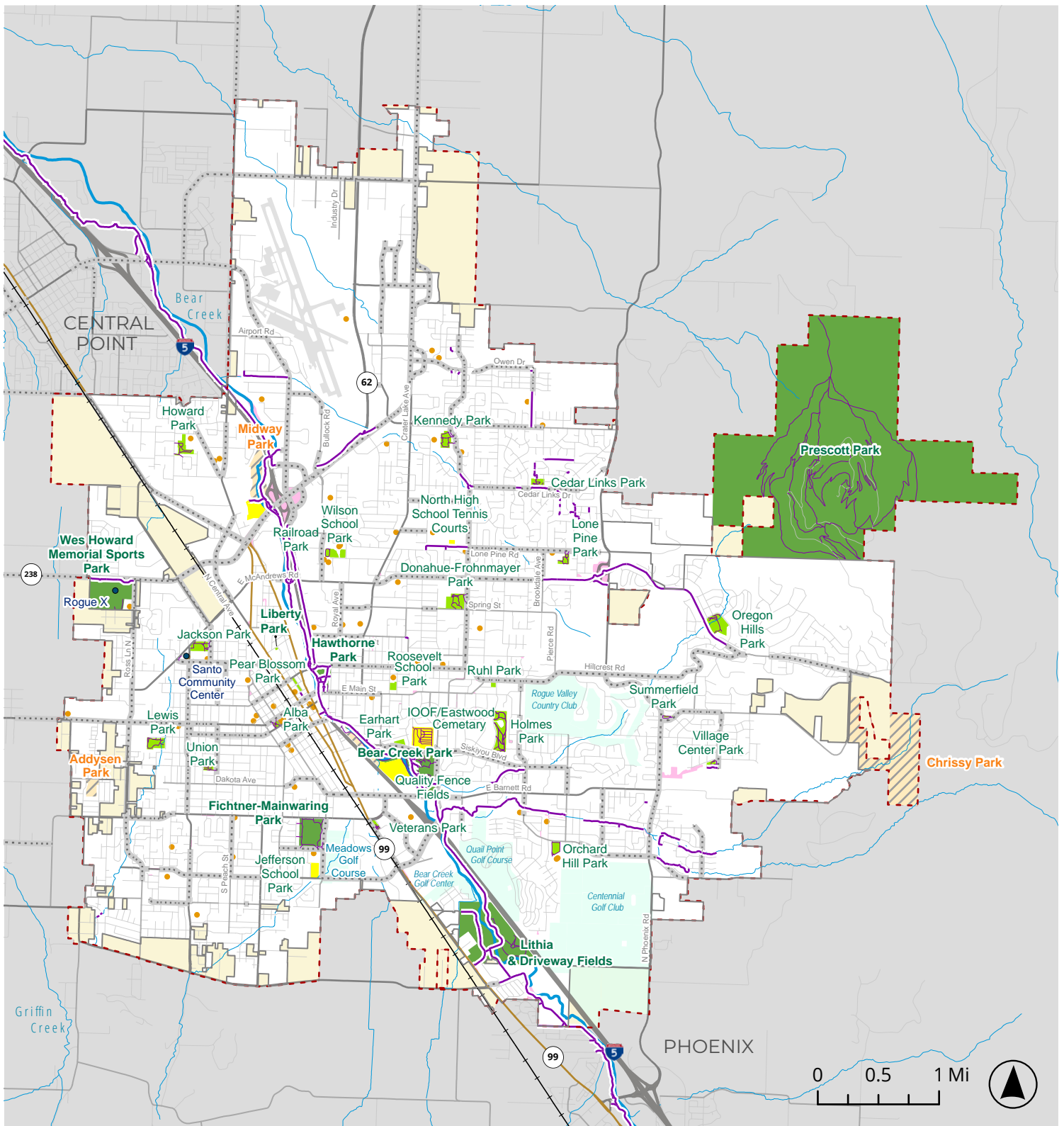


PARKS AND FACILITIES

The City of Medford has over 2,500 acres in its park system, including 32 parks and two community recreation facilities. Of this land, nearly 490 acres are developed, providing places to play and gather, and nearly 1,700 acres are natural areas and open spaces for community members to experience nature. The system also includes over 200 acres of undeveloped land dedicated for future parks and facilities and nearly 130 acres of beautification areas. Table 2-1 on the following pages summarizes the existing system's inventory and Appendix A provides a detailed inventory of Medford's current park and recreation system.

PARK CLASSIFICATIONS

Medford classifies and categorizes parks to evaluate park service and guide investments into seven different park types and experiences desired by the community. Classifications consider site size, and the range of recreational opportunities provided. The seven different classifications are shown in Table 2-1 on the following pages. Map 2-1 on the next page shows the distribution of parks across Medford, including their classification.



MAP 2-1: EXISTING PARK SYSTEM

Park & Recreation Facilities

- Community Park
- Neighborhood Park
- Beautification Area
- Special Use
- Undeveloped Park
- Community Facility

Existing Paths & Trails

- Shared Use Path
- Bike Lane
- Park Trails

Base Map Features

- City Limits
- Urban Growth Boundary
- School
- Bear Creek
- Rivers and Streams
- Railroad
- Freeway
- State Highway
- Arterial Road
- Collector Road
- Other Street/Road
- Golf Course



MEDFORD
PARKS, RECREATION AND FACILITIES

TABLE 2-1: MEDFORD PARK CLASSIFICATIONS



COMMUNITY PARKS
(6 PARKS / 304.86 ACRES)
Examples: Fichtner-Mainwaring Park, Lithia & Driveway Fields

Community Parks are larger sites typically developed for organized play, and contain a wider array of amenities and facilities that appeal to a diverse group of users. They provide active and structured recreation opportunities, as well as passive and non-organized opportunities for individual and family activities. Community parks are generally over 15 acres, and serve residents within a 2-mile drive, walk or bike ride from the site. In areas without neighborhood parks, community parks can also serve as neighborhood parks.

In general, community parks contain amenities that are a citywide and possibly a regional attraction, and are designed for organized or intensive recreational activities and sports, although passive components such as pathways, picnic areas, and natural areas are highly encouraged and complementary to active use facilities. Community parks may provide pools, community gardens, or indoor facilities to meet a wider range of recreational interests. Because these parks serve a larger area and offer more facilities than neighborhood parks, parking and restroom facilities are provided.





NEIGHBORHOOD PARKS (21 PARKS / 114.71 ACRES)

Examples: Ruhl Park, Village Center Park

Neighborhood Parks are the basic unit of traditional park systems, designed for unstructured, non-organized play and limited active and passive recreation. They are generally up to 10 acres, depending on a variety of factors including neighborhood need, physical location, and opportunity, and should be a minimum size of three acres when possible.



Neighborhood parks serve residential areas within close proximity, typically within a half-mile walking or biking distance of the park, and should be geographically distributed throughout the community. Access to neighborhood parks is mostly pedestrian, and park sites should be located to safely and conveniently serve residents living within the service area. Neighborhood parks are often located along road frontages to improve visual access and community awareness. Connecting and frontage streets include sidewalks or other safe pedestrian access ways, and street plans should encourage maximum connectivity to park sites.

Generally, developed neighborhood parks include pedestrian paths, picnic tables, benches, play equipment, open space for informal play, sport courts or multi-purpose paved areas, and landscaping. When neighborhood parks are designed in conjunction with school sites, these sites sometimes include multi-use sport fields. Restrooms and parking are commonly provided.



SPECIAL USE AREAS (5 PARKS / 61.88 ACRES)

Examples: IOOF/Eastwood Cemetery, Railroad Park

Special Use Areas are stand-alone sites designed to support specific, specialized uses such as the IOOF/Eastwood Cemetery, Railroad Park, and Jefferson School Ballfields. No standards exist concerning special facilities.



COMMUNITY FACILITIES

(2 SITES / 6.90 ACRES)

Examples: Rogue Credit Union Community Complex (Rogue X), Santo Community Center

Community Facilities are stand-alone facilities owned and operated by the Department that serve the entire community by providing year-round recreation activities, services, and programs.



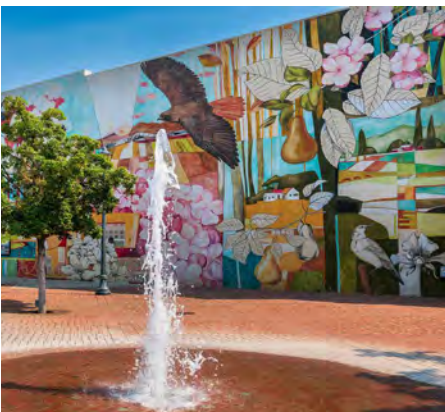
GREENWAYS AND NATURAL OPEN SPACE AREAS

(6 SITES / 1,697.13 ACRES)

Examples: Prescott Park, Bear Creek Greenway

Greenways and Natural Open Space Areas. Greenways are undeveloped lands primarily left in a natural state with recreation use as a secondary objective. They provide connected or linked open space corridors often supporting broader ecological functions. Greenways may serve as trail corridors. Low-impact or passive activities like walking, nature observation and fishing may be allowed, where appropriate. In some cases, environmentally sensitive areas are considered greenways and often include wildlife habitats, stream and creek corridors, or unique and/or endangered plant species.

Natural areas are individual or isolated tracts of open space not connected to a larger greenway network. These conserved open spaces are usually owned or managed by a governmental agency and may have public access. This type of land often includes wetlands, steep hillsides, or other similar spaces.



BEAUTIFICATION AREAS

(5 SITES / 128.63 ACRES)

Examples: Mayor's Plaza, Virginia Vogel Plaza, Rights-of-Way

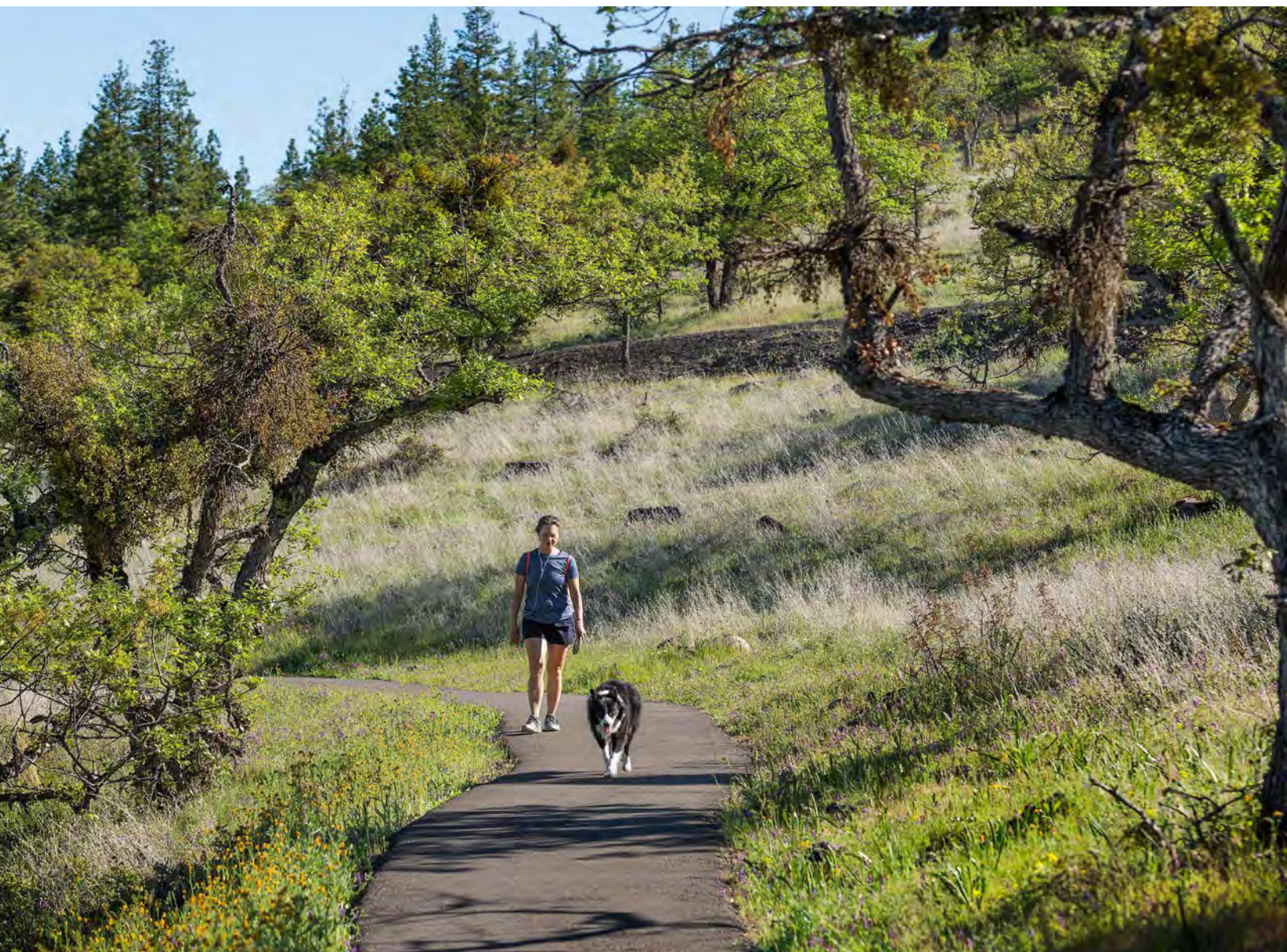
Beautification Areas include landscaped areas around public buildings, entry ways, street islands and maintained strips along public rights-of-way and pathways. The landscaping in these areas ranges from lower maintenance such as trees and mulch to higher maintenance flowerbeds and facilities, such as fountains, picnic tables, hanging baskets, sculpture/artwork, gardens, and signage.



UNDEVELOPED PARK SITES (4 PARKS / 212.05 ACRES)

Examples: Midway Park, Chrissy Park

Undeveloped Park Sites are unimproved properties typically owned or maintained for future public parks, recreation areas, or public open space development. These can be acquired by or dedicated to the City and will be planned and improved based on available funding.



TRAILS

Medford’s park and recreation system includes approximately 45 miles of local trails, shared-use pathways, and internal park trails (Map 2-1). The Department typically maintains and manages trails and pathways within parks and natural areas. Trail corridors outside of parks (e.g., shared-use paths and greenways) are also primarily maintained by the Department, excluding pathways included in the street section that are maintained by the Public Works Department. A detailed inventory of the system’s trails and shared-use paths is included in Appendix A.

One of Medford’s most notable trail corridors is the Bear Creek Greenway, a 20-mile-long paved shared-use path with 7.2 miles running through the Medford city limits. The Greenway connects five adjacent communities from Ashland to Central Point, as well as numerous parks within Medford, including Lithia and Driveway Fields, Bear Creek Park, Hawthorne Park, and Railroad Park. The Greenway is owned by the respective local, county and state jurisdictions and managed by Jackson County.

Prescott Park features an extensive trail system with approximately 15 miles of trails popular with hikers, mountain bikers, and equestrian users. The trail system is known for stunning panoramic views of the Rogue Valley and surrounding mountain ranges.

TABLE 2-2: TRAIL INVENTORY

Trail Type	Total Sites	Total Miles
Trails	18	17.60
Shared-Use Paths	41	17.61
Internal Park Trails	18	9.95
TOTAL	77	45.16

SOURCE: City of Medford



Prescott Park



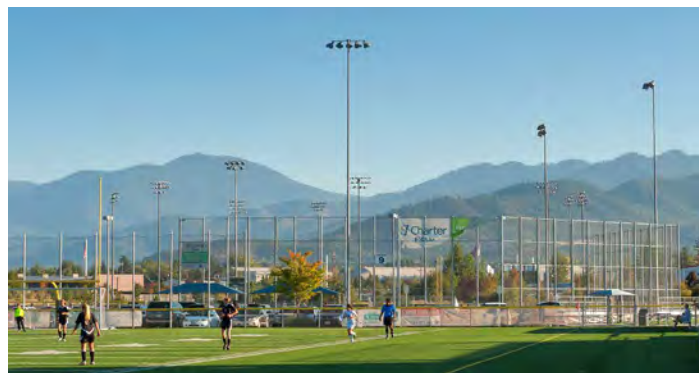


RECREATION FACILITIES

Medford's parks offer a diverse range of recreation opportunities supporting play and gathering, sports/athletics, outdoor recreation, specialized uses, and connections to nature. Parks include seating areas, picnic shelters, and restrooms supporting park functionality and user comfort. Figure 2-2 summarizes key facilities and amenities in Medford's park and recreation system. A complete inventory of existing recreation facilities is found in Appendix A.

Medford's park and recreation system also includes two indoor community facilities: the Santo Community Center and the Rogue X. Santo provides multi-purpose meeting rooms, serves as a community event venue, and hosts numerous recreation, arts, and educational programs. Opened in January 2024, the Rogue X is a 140,000-square-foot recreation facility located at Howard Memorial Sports Park. It includes the region's largest major multi-purpose event center

and aquatic facility featuring two water slides, a 13-lane indoor competition pool, classrooms, indoor courts, an outdoor seasonal splash pad, and a food truck area.



Lithia & Driveway Fields is one of the largest municipal installations of synthetic turf in the United States. In 2023, the 15-field sports park hosted 41 tournaments, events, or contests, generating \$11.7 million in estimated economic impact.

FIGURE 2-2: RECREATION FACILITY INVENTORY



“The Medford Parks and Recreation department is doing a great job covering a huge range of facilities and activities. Keep up the good work!”

—Online Community Survey Respondent

JOINT-USE FACILITIES

Medford’s park and recreation system includes several joint-use school sites providing strategic recreational facilities such as indoor gyms, sports fields, and tennis courts. Table 2-3 summarizes existing public and private school facilities the Department jointly uses through cooperative use agreements.

TABLE 2-3: JOINT USE SCHOOL SITES

School	Facility Type
North Medford High School	Tennis Courts (10 total)
Cascade Christian High School	Gyms
Orchard Hill Elementary	Gyms
Jefferson Elementary	Ballfields
Wilson Elementary	Ballfields, Unpaved Track
Roosevelt Elementary	Playground, Sport Court

SOURCE: City of Medford

OTHER RECREATION FACILITIES

Beyond Medford’s official park and recreation system, there are several nearby facilities operated by public or private organizations providing additional recreation opportunities. These facilities are shown in Table 2-4.

TABLE 2-4: OTHER NEARBY RECREATION FACILITIES

Facility	Facility Type
Court House Fitness Center	Private Gymnasium and Fitness Facility
Jackson County Expo Park	Pavilions, Arenas, Amphitheaters
America’s Best Kids (ABK)	Private Recreation Facilities
Superior Athletic Club	Private Aquatics and Fitness Facilities
Rogue Valley Country Club	Private Golf, Aquatic and Indoor Racquet Facilities
Children’s Museum of Southern Oregon	Youth Educational Programs and Childcare
Rogue Valley Y	Aquatics and Athletics/ Fitness Facilities; Childcare

SOURCE: City of Medford



PARKS AND RECREATION SERVICES

The City of Medford is southern Oregon's largest recreation service provider. Each year, the Department provides over 300 recreation programs, classes, services, and events that support the physical, mental, and social well-being of the Medford community. The Department's 2023 Recreation Programming Plan includes the following recreation vision statement called out on the right to guide program development and provision.

RECREATION VISION STATEMENT

Together with our community partners, we strive to improve the quality of life through people, parks, and programs. We offer high-quality programs and services that meet and adapt to the ever-changing needs of the community.

RECREATION PROGRAMS

The Department offers a diverse range of year-round classes, sports, and activities for people of all ages and at a variety of price points. In 2023, the Department offered 117 unique recreation offerings across five different user-fee price levels determined by the type of community or individual benefit received. Table 2-5 on the next page summarizes various activities and services provided within four program areas.



TABLE 2-5: RECREATION PROGRAM SUMMARY

Program Area	Total Programs	Age				Programs Per Subsidy Level				
		Youth	Teens	Adults	Older Adults	Mostly Community Benefit (Completely or highly subsidized programs)	2	3	4	Mostly Individual Benefit (Priced at market rates)
						1				5
Aquatics										
Pool Parties										
Junior Lifeguard Program	7	4	6	6	6	1	3	2	-	1
Swim Lessons										
Open Swim										
Youth Athletics										
Sport lessons, programs & camps	21	19	11	-	-	-	1	16	2	2
Sport leagues & tournaments										
Adult Athletics										
Sport lessons, programs & camps										
Sport leagues & tournaments	14	-	1	14	10	-	-	-	14	-
Drop-in sports (pickleball & volleyball)										
Childcare/Youth Enrichment										
Art classes & camps										
Cooking classes & camps	26	25	2	2	-	3	15	-	7	1
Dance & music classes										
Discovery Preschool										
Holiday break & summer camps										
Enrichment										
Art classes										
Dance, music & yoga classes										
Hikes	49	5	27	47	48	6	8	8	27	-
Educational classes										
Dog training										
Language classes										
TOTAL	117	53	47	69	64	10	27	26	50	4

RECREATION PROGRAMS

To ensure equitable access to recreation programs and services across all segments of the Medford community, the Department established a set of programmatic objectives and priorities within the 2023 Recreation Programming Plan to serve various demographic groups and respond to 2016 Plan goals and recommendations. These groups include:



YOUTH (UP TO AGE 12)

Program Examples:

- Youth athletic leagues and classes
- Discovery Preschool
- Day camps



TEENS (AGE 13-18)

Program Examples:

- Sports tournaments
- Summertime specialty camps, art and STEM classes
- Outdoor education classes



ADULTS (AGE 19-64)

Program Examples:

- Sports leagues
- Special interest classes
- Art classes



OLDER ADULTS (AGE 65 AND UP)

Program Examples:

- Low-impact fitness classes
- Day hikes
- Pickleball instruction



PERSONS WITH DISABILITIES (ALL AGES)

Program Examples:

- Enrichment classes at the Santo Community Center
- Specialized recreation programs
- Special events



In addition to the demographic-specific objectives and priorities for the groups outlined above, the 2023 Recreation Programming Plan also outlines specific outreach strategies to reduce barriers for diverse and underserved populations. Specific measures include providing Spanish translation of highlighted services in the program and services guide, sponsoring cultural events, providing scholarship funding to assist low-income families, providing numerous free or low-cost recreation programs, and ensuring park sites and facilities meet or exceed ADA standards.

PROGRAM SURVEY FEEDBACK

Medford regularly tracks and reviews participant feedback gathered through user surveys and questionnaires, analysis of registration trends, focus groups, suggestions provided by current instructors and employees, and analysis of successful programs in other communities (benchmarking). These participants tend to give the City high marks for the quality of programs.

According to the 2022 Recreation Programming Survey **90%** of respondents rated the quality of programs, leagues, or events as satisfactory or highly satisfactory.

COMMUNITY EVENTS

In addition to the Department’s extensive program and service opportunities, the Department coordinates 13 community events across its numerous outdoor spaces and parks, seven of which are free to the community (Table 2-6). According to the 2022 Recreation Programming Survey, the most attended events were the Winter Lights Festival, Movies in the Park, and Concerts in the Park.

VOLUNTEER OPPORTUNITIES

The Department offers numerous structured and non-structured volunteer opportunities for community members to invest in the parks and recreation system. Many volunteer opportunities support ongoing maintenance of parks and facilities. In 2023, community volunteers completed over 1,200 hours of service and removed over 7,155 pounds of trash and natural debris. To facilitate public involvement, the Department posts quarterly volunteer opportunities on the City of Medford website and operates a Volunteer Incentive Program, based on total hours volunteered. Incentives range from City merchandise to a tree planting for 100 hours volunteered.

TABLE 2-6: COMMUNITY EVENTS

Event	Pricing
Breakfast with Santa	Free program
Candy Cane Hunt	Free/sponsored program
Father/Daughter Dance	
End of Summer Party at Aquatic Center	Free program
Haunted Drive-In	Free program
Mother/Son Dinner Dances	
Summer Concert Series	Free/sponsored program
Summer Movie Series	Free/sponsored program
Winter Lights Festival	Free/sponsored program
Yappy Hour	

SOURCE: City of Medford





MAINTENANCE AND OPERATIONS

Maintenance and operations are key to a clean, safe, and financially sustainable parks and recreation system. The Department is responsible for the management and maintenance of City parks and natural open spaces. In addition to parks, the Department’s Facilities Management staff care for the system’s major facilities, such as the Santo Community Center and Rogue X, as well dozens of City-owned buildings, structures, and parking lots.



FUNDING

Department funding comes from multiple sources, primarily the General Fund and from dedicated non-General Fund resources. The Department’s overall operating budget has increased over the past seven years but not on pace with inflation. Spikes in capital improvement project funding in the 2021-2023 and 2023-2025 operating budgets were due to construction and operation of the new Rogue X facility. In 2023, the total revenue was \$1,382,790, with most revenue coming from athletic programs and enrichment classes (Figure 2-3).



FIGURE 2-3: MPRFD HISTORIC AND PROJECTED BIENNIAL BUDGETS



SOURCE: City of Medford 2023-2025 Biennial Budget

STAFFING

Table 2-7 shows that Medford currently maintains 43 parks, open spaces, and undeveloped parks totaling approximately 2,500 acres. The table includes a comparison with other Pacific Northwest jurisdictions with populations of 50,000 to 99,999. To provide a more accurate comparison to other parks and recreation agencies, the table does not include beautification areas (maintained rights-of-way) and City-owned buildings, structures, and parking areas the Department is also responsible for maintaining.

According to the comparison, Medford currently maintains approximately twice as much acreage as the Pacific Northwest upper quartile median with fewer full-time employees. Removing Prescott Park from this total (1,697 acres) brings the total to 706 park acres, which is closer to the

TABLE 2-7: MAINTAINED PARKS AND STAFFING, MEDFORD AND NRPA PARK METRIC BENCHMARKING DATA COMPARISON (50,000-99,999 JURISDICTION POPULATION, 2023)

Agency	Total Sites	Total Park Acres**	Total Full-Time Employees*	Total Part-Time Employees*
City of Medford	43	2,403	35	152
Pacific Northwest NRPA Lower Quartile	31.5	589	30.5	8
Pacific Northwest NRPA Median	37.0	609	35	60
Pacific Northwest NRPA Upper Quartile	44.0	1,237	67.5	98.5

*Excludes Facilities Management Staff

**Excludes Beautification Areas

SOURCE: City Of Medford, 2023 NRPA Pacific Northwest 50,000-99,000 Population Size Industry Report. 1 Fy 2021-2023 Budget.



CHAPTER 3

MEDFORD COMMUNITY & FUTURE VISION



3 MEDFORD COMMUNITY & FUTURE VISION

In this chapter: community profile and outreach themes.



Medford is a growing and increasingly diverse community with unique needs and varying priorities for parks, recreation facilities, programs, and open space areas. With limited resources, the City may not be able to meet all aspirations for the park and recreation system. This makes it critically important to understand the community's vision for the future and areas of the community with the highest need so that future investments are appropriately targeted in the right places.

This chapter provides an overview to better understand community demographics and unique needs. It describes the priorities of residents, community groups, city leaders, and staff to identify a shared vision for parks, recreation facilities, trails, programs, and related services.

COMMUNITY PROFILE

Medford's population and demographic conditions play a major role in planning for parks and recreation.



DEMOGRAPHICS BY THE NUMBERS

- 91,116** live in the City of Medford
- 27%** increase in Jackson County's population over 65 by 2040
- 25%** of Medford's population is under 20 years old
- \$65,647** Median Household Income (lower than Jackson County average (\$67,690) and the state average (\$76,632))

SOURCE: Medford Housing Capacity Analysis, Portland State University Population Research Center, June 2022

POPULATION GROWTH

In September 2022, Medford prepared a Housing Capacity Analysis that identified future population growth projections sourced from the Portland State Population Research Center Data. Between 2000 and 2019, Medford grew 29% (18,311 residents) with an average annual growth rate of 1.3%, which is above national, state and county averages. Growth is expected to continue with a projected average annual growth rate (AAGR) of 1.8% between 2022 and 2042 as shown in Figure 3-1.

The pace of growth has significant implications for the parks and recreation system due to more residents using parks and open space, and increased demand for recreational facilities, programs, and services impacting systemwide staffing and maintenance needs.

FIGURE 3-1: FORECAST OF POPULATION GROWTH, MEDFORD UGB 2022 TO 2042



91,116 Residents in 2022



122,242 Residents in 2042



31,125 New Residents 2022-2042



34% Increase, 1.48% AAGR

SOURCE: Medford Housing Capacity Analysis, Portland State University Population Research Center, June 2022



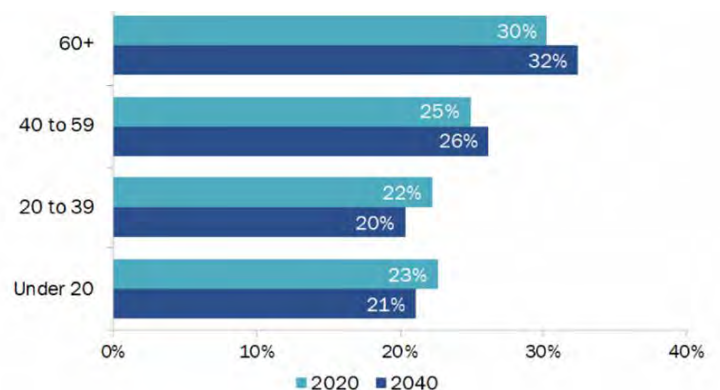


AGE DIVERSITY

Two main age characteristics of Medford’s population have implications for future parks and recreation needs and priorities. Engagement of the age groups outlined below are essential to understanding and addressing a diverse range of age-specific needs now and in the future.

- **Medford has an aging population.** In recent years residents aged 60 and older have been the fastest-growing age group. By 2040, Jackson County’s population over 65 is projected to grow 27% (Figure 3-2). Considering this trend, Medford’s park and recreation system should prioritize the programs, services, and amenities needed to address the diverse health and wellness needs of an aging adult population.
- **A quarter of Medford’s population is under 20.** Currently, Medford has a slightly larger proportion of young people than Jackson County and Oregon. By 2040, the percentage of this population is projected to slightly decrease although planning for children and teens should remain a top priority in Medford’s parks and recreation programs.

FIGURE 3-2: POPULATION GROWTH BY AGE GROUP, JACKSON COUNTY

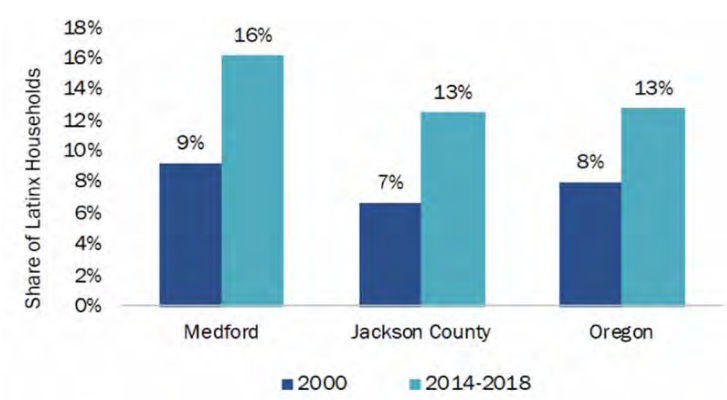


SOURCE: Medford Housing Capacity Analysis, Portland State University Population Research Center, June 2022

RACIAL AND ETHNIC DIVERSITY

Parks are more welcoming when they are designed, planned, and programmed for a diverse cross section of the community. While most of Medford’s population is White (89%), the community composition continues to evolve and experience increasing diversity, most notably Medford’s growing Hispanic/Latinx population. Between 2000 and 2018, the share of Latinx households increased 16%, a faster rate than both Jackson County and Oregon (Figure 3-3). In that same period, Medford grew more racially diverse than Jackson County but less racially diverse than Oregon (Figure 3-4).

FIGURE 3-3: LATINO POPULATION AS A PERCENT OF THE TOTAL POPULATION



SOURCE: Medford Housing Capacity Analysis, U.S. Census Bureau, 2000 Decennial Census Table P008, 2014-2018 ACS Table B03002

FIGURE 3-4: POPULATION BY RACE AS A PERCENT OF THE TOTAL POPULATION

	Medford	Jackson Co.	Oregon
White Alone	89%	91%	84%
Two or More Races	5%	4%	5%
*Some Other Race Alone	3%	3%	4%
Asian Alone	2%	1%	4%
American Indian and Alaska Native Alone	1%	1%	1%
Black or African American Alone	*	*	2%
Native Hawaiian and Other Pacific Islander Alone	*	*	*

SOURCE: Medford Housing Capacity Analysis, Medford Housing Capacity Analysis, U.S. Census Bureau, 2014-2018 ACS Table B02001



INCOME AND AFFORDABILITY

Income and affordability are key determinants influencing park use and participation in recreation programs, among other factors. Access to affordable or free park and recreation services for different types of activities are important given Medford's higher proportion of low-income households.

According to American Community Survey (ACS) 2022 5-year estimates, the median household income in Medford is \$65,647, which is lower than the Jackson County average (\$67,690) and the state average (\$76,632). Income varies by race, with some communities of color having lower average household incomes than the overall city average (Medford Housing Capacity Analysis, 2022). Populations over 65 were also likely to have more households with incomes at or below the city average (Medford Housing Capacity Analysis, 2022).

COMMUNITY HEALTH AND WELLNESS

It is well documented that parks, recreation, and access to the outdoors provide substantial health benefits. This is especially important in Jackson County where there is a higher rate of coronary heart disease compared to the state average (Asante Three Rivers Medical Center, 2022 Community Health Needs Assessment). Following the COVID-19 pandemic, there has also been growing public awareness of the importance of access to the outdoors to combat loneliness and to support safe community connections.

FIGURE 3-5: IMPORTANCE OF EQUITABLE PARK ACCESS

WHY IS EQUITABLE PARK AND RECREATION ACCESS IMPORTANT?

Parks and recreation promotes healthy, connected, & resilient communities.



Parks and recreation increases physical activity, reducing the risk of chronic diseases, obesity, and cancer.



Parks and recreation improves mental well-being and productivity by reducing stress, anxiety, and depression.



Parks and recreation encourages community connectivity by decreasing social isolation and the associated risks of dementia, heart disease, and stroke.



Parks and recreation reduces crime rates and encourages community safety, trust, and capacity.



Parks and recreation improves environmental health and climate resilience by providing cleaner air and water, reducing urban heat, and protecting against natural hazards and disasters.



Parks and recreation promotes economic activity, a high quality of life, and place-based tourism.

Source: The Health Benefits of Parks and Their Economic Impacts (Urban Institute)

PARK ACCESS AND EQUITY

As a rapidly growing city, Medford must contend with a variety of factors to achieve an equitable park and recreation system that meets future community needs and expectations. This section explores current goals and potential gaps in the provision of recreation facilities, park land access and equity, Appendix B provides additional information related to community needs, park access and equity.

Medford currently provides 5.3 acres of developed parkland per 1,000 residents. Based on the City's adopted level of service (LOS) standard, there is a current deficit of approximately 27.4 acres of neighborhood park land. Based on population growth projections and City service goals there will be a deficit of approximately 107.3 acres by 2042 for all developed park types assuming the parkland inventory remains unchanged. While parkland LOS goals are an important measurement of the system, the physical distribution, type, and quality of parkland should also be considered.

PARK ACCESS

Park proximity impacts the frequency of park use and maximizes the many economic, social, and health benefits parks provide (Figure 3-5). This analysis examined the percentage of residents who have access to a park within walking distance from their home. The half-mile distance (or about a 10-minute walk) is Medford's current adopted level of service and generally considered the maximum distance most people would walk to get to a park according to the National Recreation and Park Association (NRPA) and the Trust for Public Land (TPL).

To further evaluate park access, the Project Team used a digital mapping program (ArcGIS Network Analyst™) to identify areas currently served and unserved by existing developed parks. Map 3-1 illustrates areas within a 10-minute and 5-minute walk to developed parks or recreation facilities; undeveloped parkland and beautification areas were excluded from the analysis. The methodology also considers physical barriers like freeways and disconnected street networks to determine walking distances.

PARK ACCESS

Park access is the just and fair quantity, proximity and connections to quality parks and green spaces, recreation facilities, as well as programs that are safe, inclusive, culturally relevant and welcoming to everyone. When people have just and fair access, our health and social well-being improve, and our communities can protect and better recover from environmental, social, and economic challenges.

SOURCE: Equity Language Guide, Glossary of Terms, NRPA, updated 10/21/21.

EQUITY ANALYSIS

To better understand how unserved areas impact different population groups across the city, historically underserved populations, or those who may experience more significant barriers to access, this section provides results of an equity analysis based on an index of four equity indicators: population density, youth, low-income populations, and communities of color or culture.

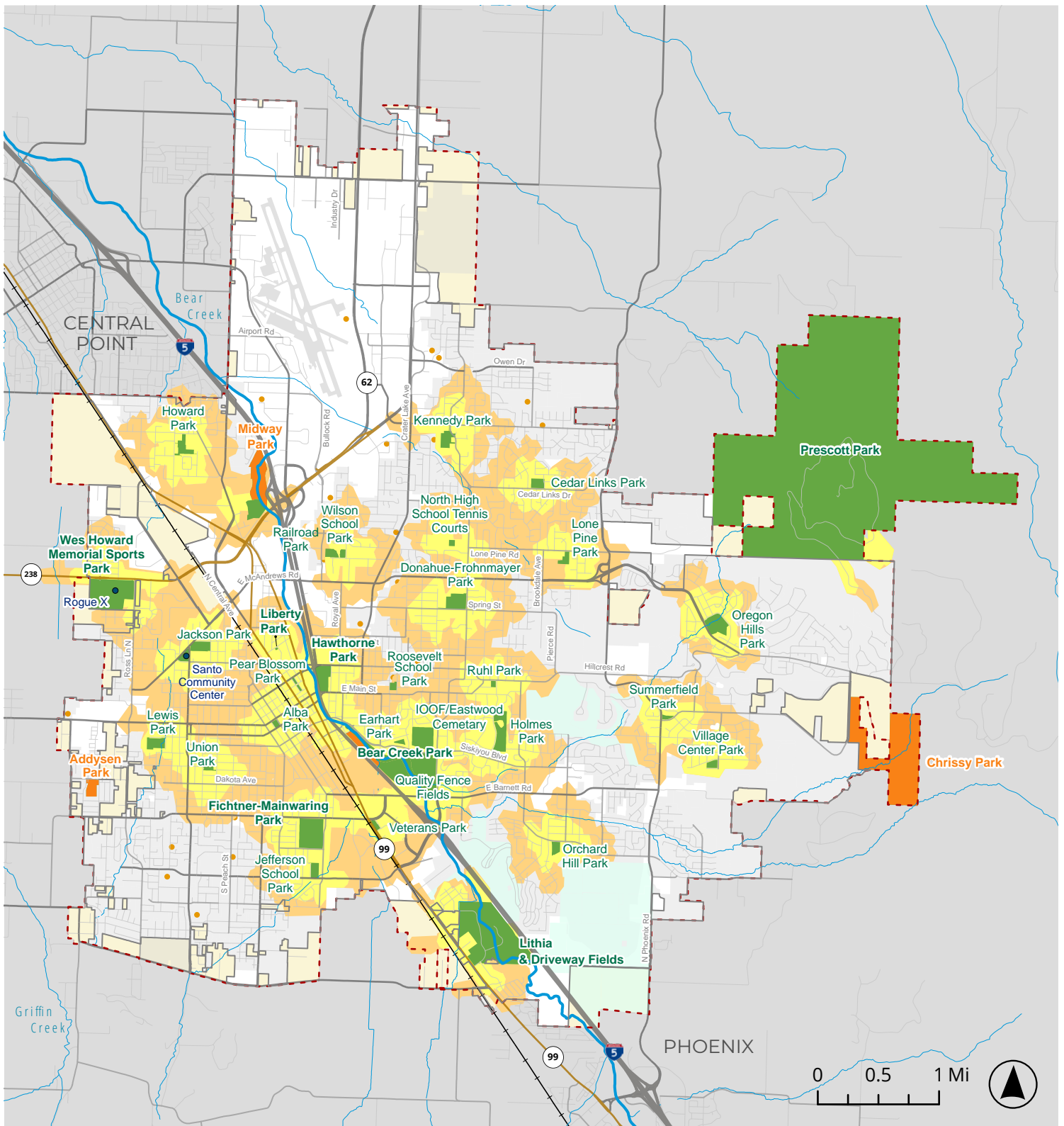
Map 3-1 on the next page shows the differences in level of access to parks and recreation opportunities for Medford residents. Appendix B provides maps highlighting park equity and

access using these factors as well as additional information about the mapping methodology.

The park equity index (Map 3-2) shows areas with a greater need for park access utilizing a combined score of the four equity indicator maps included in Appendix B. The darker shaded areas indicate areas with a greater need. These findings in combination with the access analysis help inform where to target future projects to improve equitable park access (Table 3-1).

TABLE 3-1: PARK EQUITY AND ACCESS GAPS BY AREA OF THE CITY

Area	Nearby Parks	Equity Index Score	Access	Opportunities
West	Jackson, Lewis	Highest	Good	Improving/renovating existing sites and developing Addysen Park
Northwest	Howard, Railroad	Highest	Fair	Renovating/activating existing sites and developing Midway Park
East	Cedar Links, Lone Pine	Low	Fair	Acquiring new parkland or improving access to existing sites
Southeast	Village Center, Orchard Hill	Lowest-Low	Poor	Developing Chrissy Park and improving access to existing parks
Southwest	Fichtner Mainwaring	High-Highest	Poor	Acquiring new parkland or improving access to existing sites
North Central	Wilson	High	Fair	Acquiring new parkland or improving access to existing sites
Northeast	Kennedy	Moderate-High	Poor	Acquiring new parkland or improving access to existing sites
Central/ Downtown	Hawthorne, Alba, Pear Blossom	Moderate-Highest	Good	Adding additional programming to existing sites



MAP 3-1: DEVELOPED PARKS SERVICE AREA

Park & Recreation Facilities

- Developed Park
- Undeveloped Park
- Community Facility

Developed Park Service Area

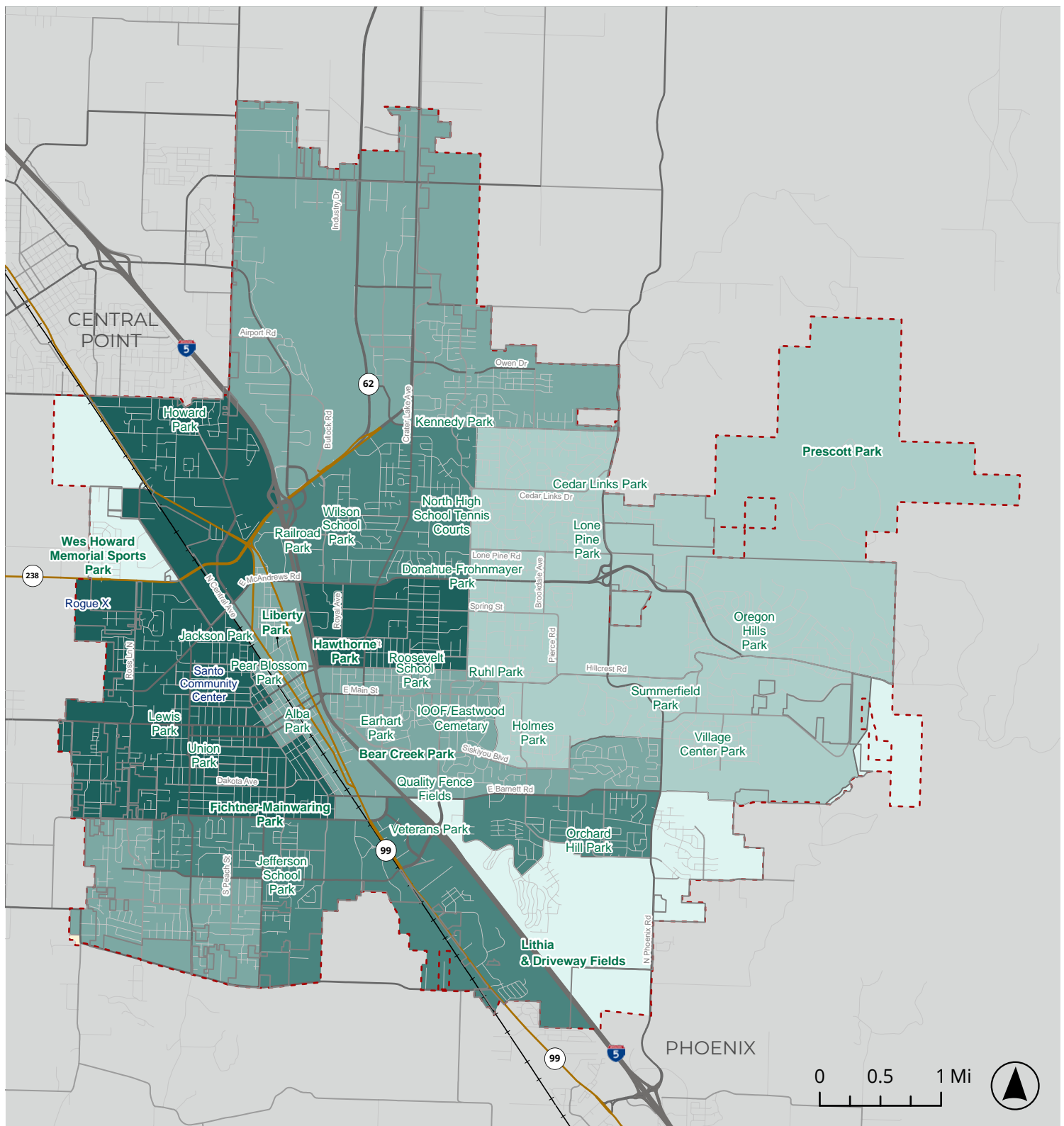
- 1/4 Mile Walk
- 1/2 Mile Walk

Base Map Features

- City Limits
- Urban Growth Boundary
- School
- Bear Creek
- Golf Course
- Residential Area



MEDFORD
PARKS, RECREATION AND FACILITIES



MAP 3-2: EQUITY INDEX

Equity Index*

- Lowest Equity Index Score
- Low
- Moderate
- High
- Highest Equity Index Score

Base Map Features

- City Limits
- Urban Growth Boundary
- Railroad
- Freeway
- State Highway
- Arterial Road
- Collector Road
- Other Street/Road

*The higher the equity index score the greater the concentration of historically underrepresented communities based on selected equity indicators. See Appendix B for all equity indicator maps.

COMMUNITY OUTREACH KEY THEMES

The engagement process provided numerous opportunities for community members to provide input on the future of the Medford parks and recreation system. Across all engagement results, participants placed a high value on Medford’s park and recreation system, with 97% of survey respondents rating parks as “important” or “extremely important.” Community group interviews, Park & Recreation Commission input, and open-ended survey responses, revealed several frequently mentioned system strengths, opportunities and issues as summarized in Figure 3-6. In addition to these findings, six key themes were gleaned from outreach efforts. On the following pages each key theme is defined and paired with a series of suggested actions.



FIGURE 3-6: PARK AND RECREATION STRENGTHS, OPPORTUNITIES, & ISSUES





1. CONCERNS ABOUT SAFETY IN CERTAIN CITY PARKS, TRAILS, AND ON THE GREENWAY, AND THE NEED FOR ENHANCED EFFORTS TO KEEP THE PARK SYSTEM SAFE, CLEAN, AND ACCESSIBLE.

The top concern across all community outreach activities is feeling unsafe in public parks and along trails and greenways. Residents want improved safety measures implemented throughout the park system. Sixty-three percent of survey respondents indicated improved safety would stimulate more park use.

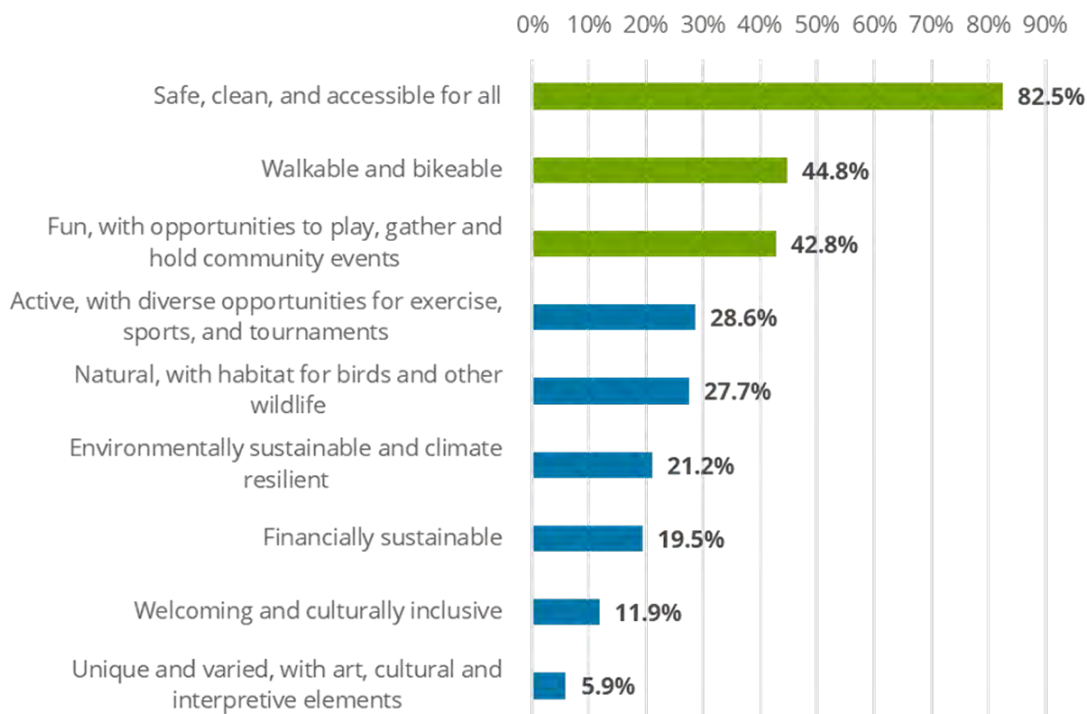
The safety-centric sentiments are consistent with feedback from other recent surveys. In Spring 2022, a Jackson County-commissioned survey involving over 2,100 residents revealed that 84% of respondents cited “Safety/Crime” as the top issue plaguing the Bear Creek Greenway, with 76% wanting improved levels of cleanliness and trash removal. And in Winter 2023, in a Medford Parks and Recreation Department survey about the quality of the City’s park maintenance services, the top concern raised by participants was park safety along with a call for increased law enforcement.

Public safety challenges are extensive and complicated due to systemic issues impacting the entire state, namely housing affordability, mental health, and drug addiction. Medford’s Livability Team has achieved excellent results, but enforcement exclusively focused on maintaining safety and adherence to rules is lacking throughout the entire City park system.

SUGGESTED ACTIONS BASED ON COMMUNITY INPUT

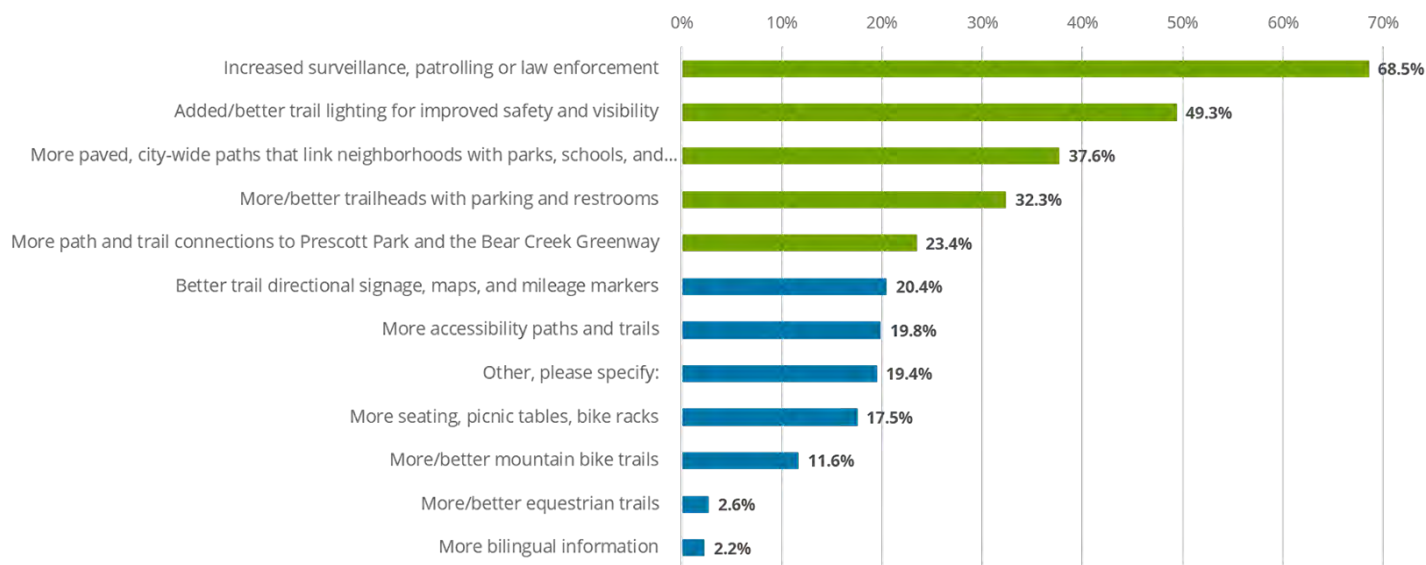
- Increase surveillance and law enforcement in parks and along trails, greenways, and pathways.
- Augment Livability Team to have a more reliable law enforcement presence in City parks.
- Create a volunteer program to improve surveillance of parks and to draw attention to park rules and regulations.
- Work with regional partners to create a safer and more welcoming Bear Creek Greenway.
- Activate parks with a range of events and programs that bring people into parks at different times of the day and throughout the year.
- Improve sightlines and visibility in parks and open spaces for improved surveillance and public safety.
- Quickly respond to vandalism and graffiti.

FIGURE 3-7: “WHAT STATEMENTS BELOW BEST DESCRIBE YOUR VISION FOR THE FUTURE?” (SELECT YOUR TOP THREE)



SOURCE: Online Community Survey, MIG

FIGURE 3-8: “WHAT IMPROVEMENTS WOULD ENCOURAGE YOU TO USE TRAILS, PATHWAYS, AND GREENWAYS MORE OFTEN?” (SELECT YOUR TOP FIVE)



SOURCE: Online Community Survey, MIG



2. A HIGH LEVEL OF APPRECIATION AND USE OF TRAILS AND PATHWAYS, AND THE NEED FOR MORE OF THEM, ALONG WITH BETTER CONNECTIVITY AND ACCESSIBILITY.

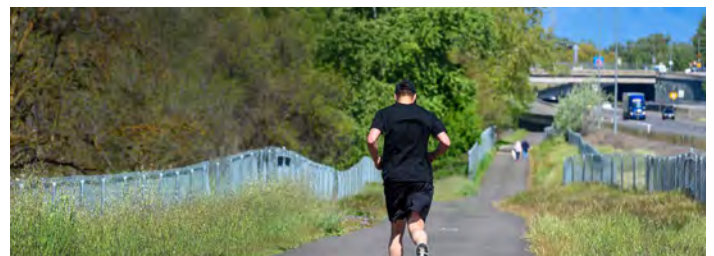
Residents are asking for more, improved and safer trails, pathways and direct connections for walking and biking. Nearly 38% of survey respondents reported walking to parks, and 23% of respondents reported riding a bike to access Medford's parks. A walkable and bikeable system to get to parks was a top response on the community survey and focus group discussions also highlighted the importance of a connected and safe system to get to parks. The City's Transportation System Plan (2018-2038) identifies 43 shared use path projects, new sidewalks and bike routes to create a safer and more connected system. The Plan prioritizes filling gaps near schools, activity centers and essential destinations, transit routes, and transit-oriented districts.

According to the survey, 56% of respondents use trails, pathways, and greenways at least monthly. Safety is a primary concern for trail users, with nearly 70% of participants reporting that increased patrolling or law enforcement would encourage them to use trails, pathways and greenways more often, and almost 50% reporting added trail lighting would improve their perception of safety.

Survey responses and results from the interviews also highlighted a need for affordable and inclusive park and recreation facilities designed for people with and without disabilities. The City will complete its ADA Transition Plan for the park system in 2025, having completed accessibility improvements ranging from accessible seating and picnic facilities to accessible play equipment, signage, and pathways.

SUGGESTED ACTIONS BASED ON COMMUNITY INPUT

- Expand Prescott Park trail system.
- Continue development of City-wide paved path systems that links neighborhoods and destinations, especially Prescott Park and the Bear Creek Greenway.
- Add lighting along trails for improved safety and visibility.
- Build better trailheads with amenities like accessible restrooms and parking.
- Provide bilingual and ADA compliant system-wide trail signage with information about difficulty, distances, and access to water and restrooms.
- Add multi-use trails for biking, running and hiking.
- Provide more trails to increase access to nature for people with disabilities, older adults, and others who need a flat or minimally sloped, durable walking/rolling surface.
- Provide support amenities such as charging stations for power chairs, and shade, seating, and drinking fountains.
- Partner to improve transportation options park and recreation facilities for people with disabilities, kids, and others.





3. APPRECIATION OF CITY PARKS AND FACILITIES, AND A NEED TO SEE A WIDER RANGE OF UNIQUE RECREATION OPPORTUNITIES WITH BETTER AMENITIES AND MORE FREQUENT MAINTENANCE.

Places to have fun, to relax, and to socialize are important to Medford residents. Survey data and community input indicated a desire for more unique facilities, activities and opportunities that not only benefit residents, but also attract tourists to help stimulate the local economy. Along with diverse play and exercise opportunities, high priority was given to adding more support amenities like restrooms, picnic tables, shade structures and space for group events.

Overall, Medford residents are proud of the City's regional recreation facilities (Rogue X, Lithia & Driveway Fields, and Prescott Park) and support the important role parks and recreation play in the community's economic vitality.



“Another seasonal pool(s) in the future would be nice... [Also,] more signage of where parks are on the roads would help bring more people to them.”

“Medford needs more dedicated pickleball courts.”

—Online Community Survey Respondent

SUGGESTED ACTIONS BASED ON COMMUNITY INPUT

- Expand Prescott Park and improve public trail access.
- Develop more facilities for increasing popular sports like pickleball, disc golf, soccer and sand volleyball.
- Consider building more aquatics facilities.
- Add challenge-based facilities like a bike skills course and pump track at Midway Park.
- Add support amenities such as restrooms, shade structures, picnic tables and spaces for people to gather and hold events.
- Install more art, cultural, or interpretive elements.
- Renovate aging facilities with new play and support amenities.
- Incorporate outdoor fitness equipment that provides an affordable way to exercise.
- Encourage more games in parks such as cards, bingo, and bocce ball.
- Incorporate universal design and accessibility principles into new or renovated parks and facilities.
- Provide adequate maintenance funding to ensure service levels match community expectations.



4. A DESIRE FOR IMPROVED INFORMATION, PROMOTION, COMMUNICATION, AND MULTI-CULTURAL OUTREACH ABOUT PARK AND RECREATION FACILITIES, PROGRAMS, AND SERVICES.

While feedback underscored the popularity of existing parks and programs, community engagement activities detected a need to improve the City's flow of information about what it offers the community. Communication that is clear, easy to understand, and available in multiple formats ensures all users have equal access to parks and programs. Improved communication, outreach, and engagement are keys to cultivating long-term supporters of the park and recreation system.

SUGGESTED ACTIONS BASED ON COMMUNITY INPUT

- Expand promotion and marketing to Medford's Latino/a community, including bilingual staff and signage.
- Encourage multi-cultural involvement in programs and facilities.
- Improve outreach to older generations, including the use of a variety of media and in-person and online engagement.
- Use communication tools to show how decisions are made, and how people can be engaged in the public-input process.
- Ensure park signage meets ADA guidelines.





5. A NEED FOR MORE FREE OR LOW-COST OPTIONS AND EVENTS FOR ALL AGES AND ABILITIES.

Overall, residents like the recreation programs and services currently coordinated by the City, and high numbers want even more low-cost or free offerings. However, community preferences for additional or expanded programs and services would require additional staffing, facilities, or operational resources to accomplish. For example, there is inadequate field space and not enough local officials and umpires to expand youth baseball and softball tournaments beyond current capacities.

SUGGESTED ACTIONS BASED ON COMMUNITY INPUT

- Expand community event locations to include underserved parts of Medford and in larger community parks with a need for activation.
- Identify more special event opportunities outside the peak summer season.
- Increase programs for children and teens, including aquatics and youth athletics.
- Provide more opportunities for childcare.
- Market program information focused on underserved areas to ensure vulnerable populations are informed and increase participation.
- Offer classes and events in locations and times where participants feel safe and welcome.
- Add opportunities between 5 p.m. and 9 p.m. that better meet the needs of older adults who are still working.
- Add more options for more high-energy, high-impact classes like Zumba, step, and boot camp-style fitness.
- Add more accessible recreation programming.



“I would love to see more ADA accessible parks that have beautiful views and a lot of variety in flora.”

—Online Community Survey Respondent



6. A DESIRE FOR MORE SUSTAINABLE AND CLIMATE-RESILIENT PARK FEATURES.

Participants voiced a need to protect and enhance natural resources and green spaces, to design for environmental sustainability, and to adapt to climate change. The Rogue Valley is known for its mild and sunny climate, but drier conditions and periods of extreme heat cause more severe wildfires. Wildfire smoke causes extensive health impacts and limits outdoor recreation.

SUGGESTED ACTIONS BASED ON COMMUNITY INPUT

- Reduce maintenance-intensive landscaping and require drought-tolerant landscaping throughout the park system.
- Add more trees or shade structures near or over popular park amenities like playgrounds and picnic areas.
- Support riparian restoration and fire management plans, especially along Bear Creek and in Prescott Park.
- Use fuel reduction strategies in natural areas and promote defensible space in or around parks and recreation facilities.
- Install solar light fixtures.
- Establish dedicated natural areas as part of park designs and integrate opportunities for nature play.
- Add trees along park boundaries with streets and within parks to create a green buffer, to increase habitat, and to provide shade.
- Design parks with consideration for sustainability, water quality, water conservation, and flood impact mitigation.
- Acquire parkland and protect natural areas in growth areas.

“Climate resilience and ecological restoration are of paramount importance to parks in the decades ahead.”

“It would be really nice to have more shade coverings at parks, such as Summerfield Park.”

—Online Community Survey Respondent





CHAPTER 4

STRATEGIC FRAMEWORK



4 STRATEGIC FRAMEWORK

In this chapter: future vision, goals, and policies.

The community's vision and goals are the foundation for Medford's Parks and Recreation Strategic Plan. The City of Medford's vision and focus areas and the Department's mission and values create a framework for the Plan goals, policies, and implementation measures.

DEPARTMENT MISSION AND VALUES

The Strategic Plan is informed by Medford's 2040 Vision and Action Plan that acknowledges the importance of parks and recreation in achieving an economically resilient, vibrant, connected, safe, and healthy future.

The Department's mission statement "**We elevate the quality of life for the people in our community through parks, activities, and opportunities for play,**" is built on four core values or personality statements (Figure 4-1).

FIGURE 4-1: MEDFORD PARKS AND RECREATION DEPARTMENT CORE VALUES



Fun

In our commitment to inclusion and community enrichment, we invite everyone to join in on the fun of happy and healthy living.



Dependable

Our community trusts us to help them lead happier, healthier lives - and not because we're anything special, but because we've proven ourselves to be dependable.



Welcoming

We welcome everyone to experience the joy of play; through whichever programs, activities, or outlets they decide are most meaningful to them.



Dynamic

Although we're passionate about what we do, we're not above or better than anyone else. We just want to make Medford happier and healthier - for residents and visitors alike.

STRATEGIC PLAN VISION

The Department's community-driven vision describes the desired future of Medford's parks and recreation system. The goals and policies that follow are based on this vision and the needs and values voiced by the community.

VISION

We envision a future where our community is authentically and sustainably strong - where every person is able to experience a happier, healthier life. We see joy apparent in the ways people connect with each other, in the ways they experience nature, and in the ways they participate in play. Gone are the days when a person has nowhere to belong - as they come to feel like our facilities, programs, and outdoor environments belong to them just as much as they belong to us. As we continue to be the heartbeat of the city of Medford and the greater Rogue Valley, we'll continue to influence positive outcomes everyday so that our community comes to believe that life without our presence is unimaginable.



GOALS

The Strategic Plan identifies six goals supported by numerous policies and implementation measures to improve the park and recreation system, to plan for future growth, and to invest strategically in long-term and sustainable initiatives. Policies and implementation measures supporting each goal are shared on the following pages.



GOAL 1: SERVE THE ENTIRE COMMUNITY

To create places and programs fostering creative, fun and healthy opportunities for the entire Medford community, and to enhance Medford's status as a premier recreation destination.



GOAL 2: PROTECT NATURAL AREAS

To protect and preserve significant natural areas, to enhance climate resilience, to meet habitat protection needs and to provide opportunities to connect with nature.



GOAL 3: CREATE CONNECTIONS

To foster connectivity to parks through a safe and accessible path and trail system that is well integrated with the community.



GOAL 4: MANAGE & MAINTAIN OUR PARKLAND

To coordinate park and recreation planning, acquisition, maintenance, and development in the City of Medford to serve a broad spectrum of community interests.



GOAL 5: BUILD PARTNERSHIPS

To enhance and support partnerships leveraging Medford's human, social and physical capital to improve recreation opportunities for the entire community.



GOAL 6: ENGAGE & COMMUNICATE

To encourage and to support active and ongoing participation by diverse community members in the planning and decision-making process for parks and recreation.



POLICIES AND IMPLEMENTATION MEASURES



GOAL 1: SERVE THE ENTIRE COMMUNITY

To create places and programs fostering creative, fun and healthy opportunities for the entire Medford community, and to enhance Medford's status as a premier recreation destination.

Policy 1-A: Use the Parks Element as a factual basis for land use decision-making process.

- **1-A (1):** Ensure the Parks and Recreation Strategic Plan is implemented as part of the Comprehensive Plan.

Policy 1-B: Provide all of Medford with access to year-round, family-friendly and accessible parks, facilities, recreation programs and services.

- **1-B (1):** Provide parks, facilities, and recreation programming supporting the recreational needs of all ages, abilities, economic and cultural backgrounds.
- **1-B (2):** Prioritize park accessibility improvements and designs compliant with ADA accessibility standards. Use universal design principles to provide inclusive parks and play areas.
- **1-B (3):** Apply a range of design and management strategies to create safer and more welcoming parks and recreation facilities.
- **1-B (4):** Build a variety of indoor and outdoor facilities that provide opportunities throughout the year, and schedule programs at different times of the day and evening to accommodate diverse working schedules.



- **1-B (5):** Create memorable and engaging parks by emphasizing design, site character, identity, and sense of place through the use of art, colors, plantings, natural elements and topography.
- **1-B (6):** Expand low-cost, high-quality childcare options and opportunities for children and teens.
- **1-B (7):** Coordinate outreach and events equitably throughout the park and recreation system.

Policy 1-C: Acquire and develop parkland necessary to serve the City's current and future population.

- **1-C (1):** Provide parks to meet the City's longstanding service standard of 1.56 acres of developed neighborhood parks per 1,000 persons and 2.75 acres of developed community parks per 1,000 persons.
- **1-C (2):** Prioritize new park development in areas of Medford currently underserved by existing parks and facilities, facing population growth, or experiencing residential and commercial development.
- **1-C (3):** Implement the Southeast Medford Area Plan for paths, trails, and parks.

- **1-C (4):** Monitor local and regional recreation trends and expand facilities, programs and services to meet growing community needs, especially in underserved areas.

Policy 1-D: Allocate resources as needed to maintain and enhance the quality of Medford's park and recreation system.

- **1-D (1):** Secure sustainable financial support for parks and programs that can withstand inflationary pressures, support increasing maintenance responsibilities, and allow for future growth of the parks and recreation system.
- **1-D (2):** Develop profit-generating recreation programs and incorporate rental and concession facilities into parks to enhance the visitor experience, produce revenue and subsidize other programs and services.
- **1-D (3):** 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.
- **1-D (4):** Offer program scholarships and other mechanisms to support recreation access for low-income residents.
- **1-D (5):** Pursue grants, dedicated revenues, and voter-approved initiatives such as bonds and levies for the acquisition, development and renovation of parks and facilities.
- **1-D (6):** Review and update the Cost Recovery Plan on a periodic basis to reflect optimal market rates for fees and charges.
- **1-D (7):** Adjust the Park Utility Fee as necessary to account for additional staffing and materials due to system expansion and maintenance assignments.

Policy 1-E: Enhance Medford's parks, public grounds and facilities with public art and interpretive elements.

- **1-E (1):** Administer the City's Art Fund and support local arts and culture by teaming with area partners and artists to acquire artwork, and commission artists to create and install art in public spaces.
- **1-E (2):** Coordinate the installation of interpretive elements that highlight the local and regional heritage, tribal traditions, and natural, cultural, and historical resources.





GOAL 2: PROTECT NATURAL AREAS

To protect and preserve significant natural areas, to enhance climate resilience, to meet habitat protection needs and to provide opportunities to connect with nature.

Policy 2-A: Implement measures to help parks and natural areas withstand climate-related impacts such as wildfires, droughts, and extreme heat.

- **2-A (1):** Manage natural areas and stream corridors within parks to enhance wildlife habitat, to maintain water and air quality, to support ecological function, to increase climate resilience, and to improve the environmental health of the city.
- **2-A (2):** Design parks and facilities in a manner that conserves resources and fosters sustainable maintenance practices.
- **2-A (3):** Implement the Prescott Park Fire Management Plan and the Bear Creek Greenway Fire Management Plan.
- **2-A (4):** Create shade refuges in parks and along trails by incorporating shade structures and planting large canopy trees.

Policy 2-B: Protect the Bear Creek Greenway corridor as a dynamic natural resource for the enjoyment of present and future generations.

- **2-B (1):** Participate in the Joint Powers Agreement or equivalent multi-jurisdictional effort to maintain and improve the Bear Creek Greenway.
- **2-B (2):** Continue implementation of the Bear Creek Master Plan as opportunities arise.

Policy 2-C: Protect Prescott Park as a dynamic natural resource for the enjoyment of present and future generations.

- **2-C (1):** Implement the Prescott Park Management Plan and provide updates as necessary.
- **2-C (2):** Pursue land additions or parcel reconfigurations for Prescott Park to enhance access or site development opportunities.
- **2-C (3):** Implement the Prescott Trails Master Plan and develop appropriate facilities to enhance appreciation of natural resources.
- **2-C (4):** Pursue opportunities to improve trail connectivity to adjacent neighborhoods and roads.



Policy 2-D: Integrate nature into parks and facilities to preserve habitat and connect people to the outdoor environment.

- **2-D (1):** Protect unique parkland environments and provide low-impact recreation opportunities such as hiking, biking, picnicking, and wildlife viewing.
- **2-D (2):** Plant locally adapted and drought-tolerant native species for landscaping, natural area restoration, rehabilitation, and erosion control when possible.
- **2-D (3):** Facilitate and promote pollinator-protecting activities and initiatives such as Bee City USA status and volunteer-led pollinator garden events.
- **2-D (4):** Install community gardens in new and existing parks where there is sufficient public interest to maintain them.

Policy 2-E: Recognize trees as valuable assets that contribute to the livability of our city.

- **2-E (1):** Contribute to the City's urban forest through proper selection, placement, preservation and maintenance of trees along our streets, in open spaces, and in parks.
- **2-E (2):** Maintain an accurate tree inventory to aid in combating tree species threats and accurately identify specific city-wide canopy coverage needs.
- **2-E (3):** Provide a tree recognition program.
- **2-E (4):** Administer the Tree City USA, Neighborhood Street Tree, and Heritage Tree programs.



GOAL 3: CREATE CONNECTIONS

To foster connectivity to parks through a safe and accessible path and trail system that is well integrated with the community.

Policy 3-A: Develop a network of accessible, shared-use pedestrian and bicycle paths and trails in conjunction with the City's Transportation System Plan.

- **3-A (1):** Pursue development of shared-use, paved paths, and natural surface trails within and connecting to parks.
- **3-A (2):** Integrate the siting of proposed path and trail segments into the Land Development review process; require development projects along designated routes to incorporate path and trail segments as part of the project.
- **3-A (3):** Partner with developers to install pathways shown in the adopted SE Area Neighborhood Circulation Plan Map.
- **3-A (4):** Partner with local utilities, public agencies and private landowners to secure easements and access to open space for path and trail connections.



Policy 3-B: Strive to make paths and trails accessible, safe, and welcoming.

- **3-B (1):** Provide accessible trails and trailhead accommodations to include parking, lighting, bilingual and ADA-compliant wayfinding and interpretive signage.
- **3-B (2):** Review, update and post regulations for electric-assisted mobility such as E-bikes, electric scooters, and hoverboards to improve safety and comfort of all users.
- **3-B (3):** Clear brush, as appropriate, to improve sight lines, to facilitate law enforcement, to help reduce crime, vandalism, inappropriate activities, and to address personal safety concerns.



GOAL 4: MANAGE & MAINTAIN OUR PARKLAND

To coordinate park and recreation planning, acquisition, maintenance, and development in the City of Medford to serve a broad spectrum of community interests.

Policy 4-A: Build and manage parks and recreation assets to a consistent modern standard to achieve systemwide equity.

- **4-A (1):** Design and improve parks and facilities in a manner that maximizes efficient maintenance practices.
- **4-A (2):** Design and maintain parks and facilities to ensure universal accessibility for people of all abilities, ages, and skill levels.
- **4-A (3):** Maintain a consistent park and trail signage design methodology and install updated standards and specialized signage such as mileage markers along trails and pathways.



- **4-A (4):** Incorporate sustainable landscaping maintenance practices that limit water usage and energy consumption.
- **4-A (5):** Develop, operate, and maintain new parks, trails, and facilities only if sufficient resources (funding, staffing, and equipment) are provided to maintain them without sacrificing quality or level of service elsewhere.
- **4-A (6):** Increase maintenance level of service in existing parks and facilities and monitor needs for additional FTEs when adding new parks and facilities.
- **4-A (7):** Hire full-time staff when possible to improve service reliability and consistency.

Policy 4-B: Adhere to a regular schedule of maintenance and capital renewal efforts to ensure safe and high-quality parks and facilities and protect public investment.

- **4-B (1):** Use maintenance cost-per-acre metrics as the funding guideline when adding new acreage, parks, amenities or facilities to the City's system.
- **4-B (2):** Conduct periodic accessibility assessments of the park system to identify needed capital improvements. Implement and finance upgrades for accessibility compliance to ensure a safe, secure and accessible park infrastructure.
- **4-B (3):** Expand the park maintenance zone team system to improve the current division of labor and to augment level of service within the existing park system.

Policy 4-C: Promote diversity, equity and inclusion in parks and recreation.

- **4-C (1):** Collaborate with other departments and organizations to improve diversity, equity and inclusion in parks and recreation.
- **4-C (2):** Circulate Parks and Recreation job announcements widely to maximize the diversity of the hiring pool.



GOAL 5: BUILD PARTNERSHIPS

To enhance and support partnerships leveraging Medford's human, social and physical capital to improve recreation opportunities for the entire community.

Policy 5-A: Pursue effective partnerships to maximize opportunities for meaningful recreation.

- **5-A (1):** Pursue partnership with the Medford School District or other entities to build fields and playgrounds in areas where parkland distribution deficiencies exist.
- **5-A (2):** Explore partnerships with local health care providers and businesses to develop, fund, and promote park, recreation, and wellness activities, programs and amenities.
- **5-A (3):** Partner with Travel Medford and Downtown Medford Association to enhance capacity to coordinate or expand existing events.
- **5-A (4):** Collaborate with regional tourism partners to promote Medford's events, parks, trails and facilities.
- **5-A (5):** Utilize the Medford Parks and Recreation Foundation as a mechanism to achieve goals, to fundraise for scholarships and projects, and to procure strategic property donations.

Policy 5-B: Partner with public safety agencies and regional partners to address community perceptions regarding safety in parks and along trails and greenways.

- **5-B (1):** Enhance park security, safety measures and resources to deter crime and to protect the reputation of parks and trails as safe places, improve lighting and install video surveillance where appropriate.
- **5-B (2):** Design parks and facilities with clear sight lines from surrounding uses to facilitate law enforcement, help reduce crime, vandalism, inappropriate activities, and to address personal safety concerns.
- **5-B (3):** Explore opportunities to employ a full-time volunteer program coordinator, possibly in conjunction with other City departments.
- **5-B (4):** Create and implement a plan to have a reliable, official law enforcement presence in City parks.
- **5-B (5):** Work with regional partners to create a safer and more welcoming Bear Creek Greenway.
- **5-B (6):** Create a volunteer program to improve surveillance in parks and to draw attention to park rules and regulations.



GOAL 6: ENGAGE & COMMUNICATE

To encourage and to support active and ongoing participation by diverse community members in the planning and decision-making process for parks and recreation.

Policy 6-A: Involve community members in park and recreation facility planning, design and recreation program development.

- **6-A (1):** Use diverse bilingual and interactive community engagement materials, tools and strategies to share information, and to improve community involvement in park and recreation efforts.
- **6-A (2):** Promote and distribute bilingual information about recreational activities, education programs, community services and events, and volunteer activities sponsored by the City.
- **6-A (3):** Identify underserved segments of the community and work to improve participation in recreation programs and in park planning and decision making.
- **6-A (4):** Support the Parks and Recreation Commission as the public forum for discussion regarding parks and recreation issues.
- **6-A (5):** Pursue additional staffing opportunities to provide sufficient and ongoing community engagement and communications, including staff who are bilingual.







CHAPTER 5

SITE RECOMMENDATIONS



5 SITE RECOMMENDATIONS

In this chapter: recommendations for existing and proposed parks.

There are many opportunities to enhance and develop parks, greenways, and natural open space to achieve community goals. This chapter outlines specific recommendations for existing and proposed parks and facilities built on the community needs, goals, and implementation measures presented in previous chapters. The Capital Project Matrix (Appendix D) provides associated planning-level capital costs by category, along with detailed recommendations for existing and proposed sites.

PROPOSED PARK AND RECREATION SYSTEM

The projects presented in this chapter include a project identification (ID) number, existing or proposed acreage, and classification as noted in the parkland inventory. Map 5-1, Medford Proposed Park and Recreation System, illustrates the location of projects according to project ID number.

Existing sites with proposed projects have a Project ID number starting with “E” and potential future projects have a Project ID number starting with “P”. Sites without any site recommendations do not have a Project ID number, such as the Rogue Credit Union Community Complex (Rogue X), which opened in 2024, and Village Center Park, which

was completed in 2019. Most existing parks and facilities have at least one proposed project to reflect the community’s desire to reinvest in the City’s existing park and recreation system.

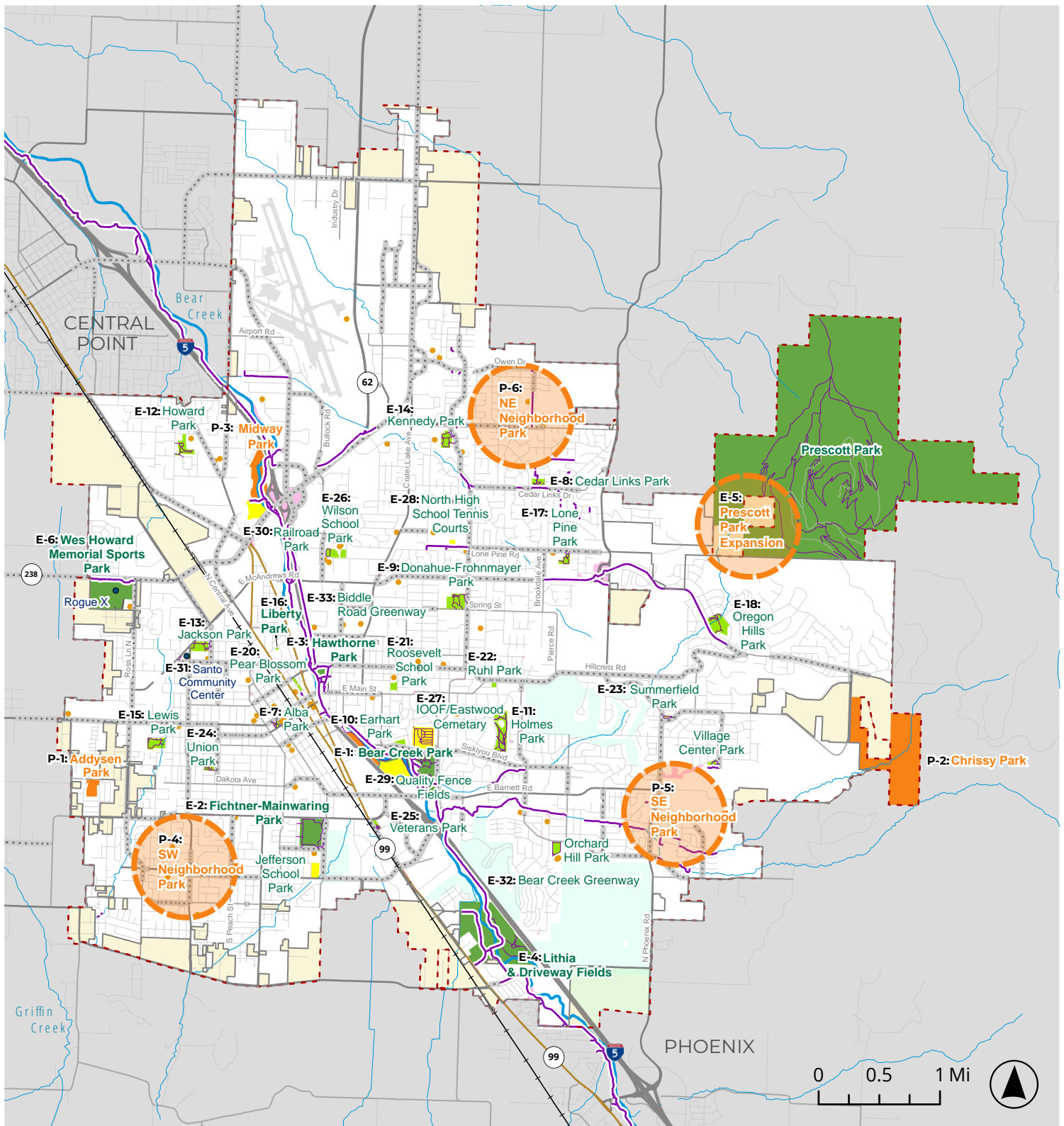
CAPITAL PROJECT MATRIX OVERVIEW

148 total projects

91 renovation and renewal projects

47 facility addition projects

10 expansion and development projects



MAP 5-1: PROPOSED PARK & RECREATION SYSTEM

Park & Recreation Facilities

- Community Park
- Neighborhood Park
- Beautification Area
- Special Use
- Community Facility

Base Map Features

- City Limits
- Urban Growth Boundary
- School
- Bear Creek
- Golf Course

Existing Paths & Trails

- Shared Use Path
- Bike Lane
- Park Trails

Site Recommendations

- E-#: Existing Site Project ID
- P-#: Proposed Site Project ID

Future Parks & Parkland Target Areas

- Future Park (under development)
- Parkland Target Area



CAPITAL PROJECTS

The Capital Matrix in Appendix D organizes site recommendations with associated planning-level capital costs by park classification, as well as proposed (new) parks and facilities. The Matrix includes three general categories of proposed projects and 18 general project types to convey future improvements. Table 5-1 summarizes the types of capital projects included in the Capital Matrix.

- **Renovation and Renewal:** Renovation and renewal projects target the repair of aging facilities or public spaces or provide a replacement. Most projects in this category are not System Development Charge (SDC) eligible. The Capital Matrix includes 91 renovation and renewal projects (61.5% of all capital projects).
- **Facility Additions:** Facility addition projects add to the existing park system capacity. Some of these projects are SDC eligible. The Capital Matrix includes 47 renovation and renewal projects (31.8% of all capital projects).

- **Expansion and Development:** Expansion and development projects include new park acquisition and/or development of undeveloped park land. These projects are SDC eligible. The Capital Matrix includes 10 renovation and renewal projects (6.7% of all capital projects).

SITE RECOMMENDATIONS

The site recommendations on the following pages include proposed projects for existing and proposed parks and recreation facilities, organized by park classification. The Capital Matrix (Appendix D) includes an associated planning-level cost estimate. Site recommendations that are not major capital projects, such as policy, planning, or programing-related improvements, are not included.

TABLE 5-1: CAPITAL MATRIX SUMMARY BY PROJECT TYPE

Project Type	Total
New/improved signage or wayfinding	18
Sports field/court improvements	16
Restroom	16
Play enhancement	15
Parking and access improvements	11
New lighting	9
Connectivity improvements	9
New gathering/event/vendor space	6
New comfort amenities and art	6
Shade structure	5
Trees and landscaping	4
Shelter and gathering area improvements	2
Natural area restoration and enhancement	2
New or improved dog park	2
New outdoor fitness equipment	1
Other new/improved facilities	25
TOTAL PROJECTS	148

SOURCE: Medford Capital Matrix (Appendix D)
 Note: All capital projects will comply with accessibility standards and incorporate ADA improvements to align with the City's ADA Transition Plan.

Other new/improved projects include unique, site-specific projects that do not fall under the other project types.

Examples: Fountain repairs, skatepark improvements, splashpad updates, etc.



COMMUNITY PARKS

BEAR CREEK PARK (E-1)

Bear Creek Park is a 110-acre community park connecting Bear Creek and the Bear Creek Greenway. The park supports sports, community gathering, and recreation and play opportunities, including the popular Olsrud Family Community Playground.



Renovation and Renewal

- Improve sightlines and visibility for improved surveillance and public safety
- Add lighting and install video surveillance for improved safety and visibility where appropriate
- Renovate and improve restrooms
- Resurface parking
- Renovate amphitheater
- Resurface tennis courts
- Improve skatepark, including resurfacing
- Repair and resurface pathway (approx. 50 yds)
- Conduct riparian restoration

Facility Additions

- Parking lot adjacent to the dog park
- Restroom near the dog park area
- Consider pickleball courts or converting the existing tennis courts into permanent pickleball courts



FICHTNER-MAINWARING PARK (E-2)

Fichtner-Mainwaring Park is a 31-acre community park in west Medford providing a variety of active recreation opportunities, including tennis/pickleball courts, sand volleyball courts, basketball, soccer fields, a playground, and a splash pad.

Renovation and Renewal

- Improve existing restrooms
- Improve and expand sand volleyball courts
- Update splash pad mechanical system and surface components
- Replace playground
- Improve sightlines and visibility for improved surveillance and public safety
- Add lighting and install video surveillance for improved safety and visibility
- Repair and resurface pathway (approx. 150 yds)
- Resurface basketball court
- Resurface existing tennis/pickleball courts
- Resurface parking lot

Facility Additions

- New restroom closer to the sports fields
- Pickleball-specific courts or convert the existing tennis courts into permanent pickleball courts
- Dog park
- Additional drinking fountains and water refill stations
- Additional shade trees or structures



HAWTHORNE PARK (E-3)

Hawthorne Park is a 14-acre community park located along Bear Creek and the Bear Creek Greenway adjacent to the downtown core. The park underwent a \$2 million renovation in 2015-16 and now includes a large play structure, a skate spot, Medford's largest seasonal splash pad, a futsal court, a basketball court, and a dog park. Site recommendations primarily focus on improving existing amenities and community perceptions of safety. This park is close to the Downtown Plan study area and recommendations will be updated pending planning outcomes.

Renovation and Renewal

- Improve sightlines and visibility for improved surveillance and public safety
- Add lighting and install video surveillance for improved safety and visibility
- Add shade system to the splash pad
- Relocate nature play area off Jackson Street
- Resurface basketball court and futsal court

- Replace existing restroom with multiuser restroom
- Improve and restore areas along Bear Creek and the Bear Creek Greenway

Facility Additions

- Expand and improve the existing skatepark
- Additional amenities that highlight Bear Creek such as interpretive elements, seating, and viewpoints
- Utilities to support Growers and Crafters Market
- Additional recreational opportunities, amenities, and services at the south end of park
- Additional public art including murals under the I-5 overpass
- Park signage at key park entry points



LITHIA & DRIVEWAY FIELDS (E-4)

In 2023, Medford's 15-field sports park hosted 41 tournaments, events, or contests, generating \$11.7 million in estimated economic impact. The park is a regional destination for soccer, baseball and softball tournaments and games. The park includes Harry and David Field.



Renovation and Renewal

- Renovate restroom buildings
- Continue turf replacement schedule
- Replace field netting throughout
- Upgrade field lighting to LED fixtures
- Resurface parking lot (Harry & David Field and softball complex)
- Consider adding protective netting over the playground to protect against foul balls from adjacent fields

Facility Additions

- Sand volleyball courts
- Hitting and team facilities (Harry & David Field)
- Park signage
- Consider additional parking



PRESCOTT PARK (E-5)

Prescott Park is a large community park and natural open space area outside the eastern city limits that totals over 1,740 acres. The park features an extensive trail system with approximately 17 miles of trails popular with hikers, mountain bikers, and equestrian users. The trail system is known for panoramic views of the Rogue Valley and surrounding mountain ranges.

Renovation and Renewal

- Replace kiosk signs
- Pave upper parking lot
- Continue trail reconditioning work, including Twilight, Manzanita, Lithic, CCC, and Pali trails
- Continue wildfire risk reduction and vegetated fuel removal efforts
- Continue road maintenance work
- Continue implementation of the Prescott Park Management Plan
- Restore Challenge Course

Facility Additions

- Potential adjacent property acquisition
- Consider the development of mountain-bike-only trails
- Add ADA-compliant permanent vault restrooms in parking areas
- Supportive amenities to major trailheads including seating, interpretive elements, viewpoints, drinking fountains, and shade structures
- Trail development per the Prescott Park Trails Master Plan

Expansion and Development

- Acquire additional natural open space land (as the opportunity exists) to expand park to the south and west.



WES HOWARD MEMORIAL SPORTS PARK (E-6)

This site is home to the Rogue X and includes undeveloped land for future recreation facilities and amenities.

Expansion and Development

- Develop site in conjunction with the Howard Memorial Sports Park, Inc. Board of Directors
- Develop pickleball, sand volleyball, hardball and soccer fields
- Develop parking on west side
- Add picnic shelters



NEIGHBORHOOD PARKS

ALBA PARK (E-7)

Alba Park is a 1.5-acre neighborhood park located Downtown across from City Hall. The park is named for Medford's Sister City, Alba Italy. The park features an Italian-carved Carrara marble statue along with a granite fountain. Site recommendations primarily focus on improving perceptions of safety and providing additional amenities to increase user comfort and further activate the site. This park is within the Downtown Plan study area and recommendations will be updated pending planning outcomes.

Renovation and Renewal

- Repair central fountain
- Update park signage
- Improve sightlines and visibility for improved surveillance and public safety
- Add lighting and install video surveillance where appropriate for improved safety and visibility
- Improve tree canopy

Facility Additions

- Restroom
- Irrigation upgrades
- Picnic pads with tables
- Additional seating areas and other amenities to activate the area



CEDAR LINKS PARK (E-8)

Cedar Links Park is a 5.5-acre neighborhood park completed in 2021 along Cedar Links Drive in east Medford. The park, which was formerly a portion of a golf course, includes a dog park, two playgrounds, and is the hub of a 2-mile pathway running through the adjacent Cedar Landing development and open spaces owned by the City.

Renovation and Renewal

- Consider adding lighting to the sport courts

Expansion and Development

- Develop pathways to nearby open space
- Install irrigation to nearby open space





DONAHUE-FROHNMAYER PARK (E-9)

Donahue-Frohnmayr Park is a 10-acre neighborhood park along Spring and Springbrook streets in east Medford. The site supports both passive and active recreation opportunities. The park also hosts the WinterSpring Memorial Grove at the site's Wall of Remembrance that includes donor inscribed stones, plantings, seating, and a water feature.

Renovation and Renewal

- ADA access improvements (accessible route)
- Update basketball court
- Add parking lighting to parking lot and around playground
- Replace aging picnicking facilities
- Resurface parking lot
- Repair memorial
- Rebuild/repair storm channel bridge
- Replace park signage
- Repair pathway (approx. 25 yds.)

Facility Additions

- Additional shade trees or structures
- Consider additional picnic shelters and picnic tables with pads
- Implement approved master plan for the undeveloped west side of the park

EARHART PARK (E-10)

Earhart Park is a 1.5-acre right-of-way that serves as a neighborhood park tucked into a residential area near Bear Creek Park. The site offers simple amenities including unpaved walking pathways, picnic tables, and an open grass area. Due to the proximity of Bear Creek Park, no significant upgrades are recommended.

Renovation and Renewal

- Replace park signage



HOLMES PARK (E-11)

Holmes Park is an approximately 18-acre neighborhood park tucked into a quiet residential area in east Medford near the Rogue Valley Country Club. One of Medford's most popular neighborhood parks, Holmes Park features paved and unpaved pathways, a modern play structure, mature shade trees, a community gathering space, basketball and tennis/pickleball courts, restrooms, and a large grass multi-purpose lawn.

Renovation and Renewal

- Resurface pathway (approx. 75 yds.)
- Replace play structure with accessible play area
- Renovate or replace restroom
- Resurface sport courts
- Replace park signage, add distance makers for trail users
- Restore and preserve oak savanna

Facility Additions

- Accessible trails
- Additional shade trees or structures

HOWARD SCHOOL PARK (E-12)

Howard School Park is a 9-acre neighborhood park surrounding Howard Elementary School in northwest Medford. A major renovation of the park started in 2024 after being delayed for a few years due to the pandemic.

Renovation and Renewal

- Park renovation (in progress)



JACKSON PARK (E-13)

Jackson Park is a 10.5-acre neighborhood park located adjacent to Jackson Elementary School in northwest Medford. The site offers the recently renovated Fagone Field, community gathering spaces, and a playground that was renovated in 2017-2018, among other amenities. The park was also previously home to the Jackson Aquatics Center that closed in 2023. The City is currently renovating this park to include a splash pad to replace the outdoor pool, a dog park, basketball court, pollinator gardens, sand volleyball courts, bike skills area, pathway improvements, restrooms, and updated playground.

Renovation and Renewal

- Restore circa 1959 pool bath house
- Implement park master plan

Facility Additions

- Splash pad

KENNEDY SCHOOL PARK (E-14)

Kennedy School Park is an 8-acre neighborhood park located in northeast Medford. Upgraded and expanded in 2018, the site supports opportunities for playing, community gathering areas, and active recreation on a multi-purpose grass field.

Facility Additions

- Consider adding restrooms to support sports teams that practice at the park
- Consider adding a wider variety of play options, like a play structure and/or sports courts



LEWIS PARK (E-15)

Lewis Park is a 7-acre neighborhood park located in west Medford providing numerous opportunities for play, active recreation, and community gathering.

Renovation and Renewal

- Renovate the play area
- Replace/upgrade splash pad mechanical equipment
- Replace lighting with LED lighting upgrades for pathway and restrooms
- Replace park signage

Facility Additions

- Outdoor fitness equipment
- Additional shade trees
- A larger group picnic pavilion on the southwest side to add more reservation options and to increase value for visiting families and groups

LIBERTY PARK (E-16)

Liberty Park is a quarter-acre neighborhood park in the Liberty Park Neighborhood, north of downtown. Although small, the park offers opportunities for play and gathering. This park is close to the Downtown Plan study area and recommendations will be updated pending planning outcomes.

Renovation and Renewal

- Replace park signage
- Convert field to a small fenced off-leash dog park



LONE PINE PARK (E-17)

Lone Pink Park is a 4-acre neighborhood park built in 2007, offering sweeping views of the city in east Medford. The site provides opportunities for passive recreation on paved walking trails, picnicking, and seasonal play at a splashpad.

Renovation and Renewal

- Replace park signage
- Add irrigation zones
- Resurface parking
- Resurface pathway (approx. 50 yds)
- Add additional shade trees and landscaping
- Update splash pad mechanical equipment
- Add shade structure near splash pad
- Improve existing restroom

Facility Additions

- New play area near north entrance
- Install irrigation and trails in undeveloped areas
- Community garden

ORCHARD HILL PARK (E-18)

Orchard Hill Park is a 4-acre park adjacent to Orchard Hill Elementary School in southwest Medford. The site was developed in partnership with the Phoenix-Talent School District.

Renovation and Renewal

- Replace park signage



OREGON HILLS PARK (E-19)

Oregon Hills Park is a 15-acre neighborhood park serving residential neighborhoods in east Medford. Opened in 2013, the site was designed as a sustainable park providing for annual storm water treatment, a year-round stream, a solar picnic pavilion, an abundance of native vegetation, and innovative child play options. The site also offers an earth history walk.

Renovation and Renewal

- Replace park signage and add wayfinding distance signage
- Improve existing sand play area.
- Resurface basketball court

Facility Additions

- Additional shaded gathering spaces.
- Accessible play structure
- Multipurpose sport court
- Additional trails and opportunities for nature integration
- Public art
- Implement remaining phases of the adopted master plan





PEAR BLOSSOM PARK (E-20)

Pear Blossom Park is a 1.4-acre neighborhood park that consists of two square blocks at The Commons in Downtown Medford. The site includes a play area, large grassy area, and covered stage that is programmed with community events throughout the year. This park is within the Downtown Plan study area and recommendations will be updated pending planning outcomes.

Renovation and Renewal

- Repair/replace masonry work (approx. 1,000 square feet)
- Replace playground surfacing
- Replace lawn with artificial turf
- Replace park signage

Facility Additions

- Add additional fountain in south block
- Restrooms (consider conversion of stage building to public restroom)

ROOSEVELT SCHOOL PARK (E-21)

Roosevelt School Park is a two-acre neighborhood park located adjacent to Roosevelt Elementary School in the central-east side of Medford. The property is owned and maintained by the Medford School District.

Renovation and Renewal

- Resurface tennis court and convert to pickleball





RUHL PARK (E-22)

Ruhl Park is a 1.2-acre neighborhood park along Hillcrest Road in east Medford. The park is popular for picnics and family gatherings due to its distinctive gazebo and recently refurbished playground.

Renovation and Renewal

- Resurface pathways
- Resurface basketball court
- Replace park signage

Facility Additions

- Permanent restroom to replace portable restroom

SUMMERFIELD PARK (E-23)

Summerfield Park is a 1.5-acre neighborhood park in the Summerfield neighborhood of east Medford. The site includes limited recreational amenities including a playground that was refurbished in 2017.

Renovation and Renewal

- Resurface parking
- Repair restroom foundation
- Replace park signage
- Expand pathway

Facility Additions

- Additional shade trees and/or shade structures
- Community gathering spaces and additional seating
- Additional recreational opportunities



UNION PARK (E-24)

Union Park is a two-acre neighborhood park in west Medford. Renovated in 2014, the park offers numerous play options, paved walking paths, large oak trees, and a popular community garden. The Park is the first Medford park with LED-lit pathways and a large, vandal-resistant steel play structure.

Renovation and Renewal

- Renovate or replace restroom
- Replace park signage

Facility Additions

- Additional play features that are accessible to various ages and abilities
- Shade structure over existing steel play features

VETERAN'S MEMORIAL PARK (E-25)

Veteran's Memorial Park is a two-acre neighborhood park along South Pacific Highway in south Medford that includes several memorials honoring Medford's war veterans.

Renovation and Renewal

- Replace park signage
- Upgrade/add lighting

VILLAGE CENTER PARK

Village Center Park is a 3-acre neighborhood park that serves as a hub for the Southeast Area and Southeast Area Greenway that will eventually connect to the Larson Creek greenway to Chrissy Park. Completed in 2019, the site features opportunities for picnicking, court and field sports, and play. No projects are identified at this time.



WILSON SCHOOL PARK (E-26)

Wilson School Park is a 6-acre neighborhood park owned and maintained by the Medford School District. The City of Medford partnered with the School District to develop the parkland in 1979-80. The school park is an economical and mutually beneficial cooperation between public agencies, aiding the City's longstanding goal to provide parkland within a half-mile of each residence within the city limits. The site provides active recreation and play opportunities outside of school hours.

Renovation and Renewal

- Refurbish sports fields

SPECIAL USE AREAS

IOOF/EASTWOOD CEMETERY (E-27)

Established in 1890, the Medford IOOF/Eastwood Cemetery is significant for its association with the earliest period of settlement and development of Medford and is one of several established by the fraternal organization in Oregon. The City is continuing to implement the Cemetery Management Plan.

Renovation and Renewal

- Establish a vegetation management plan

NORTH MEDFORD HIGH TENNIS COURTS (E-28)

This site features 10 tennis courts located east of the North Medford High School gymnasium.

Renovation and Renewal

- Resurface courts



QUALITY FENCE FIELDS (E-29)

This site is within Bear Creek Park and features six Little League ballfields.

Renovation and Renewal

- Renovate concession building
- Improve parking lot



RAILROAD PARK (E-30)

Railroad Park is home to multiple non-profit organizations who coordinate railroad attractions and rides.

Renovation and Renewal

- Resurface parking
- Replace/remodel restroom





COMMUNITY FACILITIES

ROGUE CREDIT UNION COMMUNITY COMPLEX (ROGUE X)

Opened in 2024, the Rogue X is a 140,000-square-foot recreation facility located in the Howard Memorial Sports Park. It includes the region's largest major multi-purpose event center containing eight basketball courts, an indoor recreation pool featuring two water slides, a 13-lane indoor competition pool, classrooms, an outdoor seasonal splash pad, and a food truck area. There are no facility recommendations due to its recent completion.



SANTO COMMUNITY CENTER (E-31)

The Santo Community Center provides multi-purpose meeting rooms, serves as a community event venue, and hosts numerous recreation, arts, and educational programs. Site recommendations primarily focus on improving existing facilities.

Renovation and Renewal

- Improve indoor facility space to expand childcare services
- Resurface Main Hall and playground
- Repaint courtyard surface
- Resurface parking lot



GREENWAYS AND NATURAL OPEN SPACE

BEAR CREEK GREENWAY (E-32)

The Bear Creek Greenway is a 20-mile-long paved shared-use path with 7.2 miles running through Medford city limits. The Bear Creek Greenway connects five adjacent communities from Ashland to Central Point, as well as numerous parks within Medford, including Lithia and Driveway Fields, Bear Creek Park, Hawthorne Park, and Railroad Park. Recommendations focus on safety improvements, new amenities, and increased connections, all of which were prioritized across community engagement efforts.

- Continue collaboration with Joint Powers Board and Jackson County on pathway management and capital improvements
- Continue implementation of the Bear Creek Master Plan as opportunities arise
- Implement the Bear Creek Greenway Fire Management Plan
- Continue implementation of the Bear Creek Greenway and Riparian Corridor Long-Term Vegetation Management Plan
- Improve sightlines and visibility for improved surveillance and public safety
- Add lighting and install video surveillance where appropriate for improved safety and visibility
- Provide additional amenities such as seating, dog waste stations, trash receptacles, drinking fountains, art, interpretive elements, exercise stations, shade structures, canopy trees, and charging stations for power chairs as appropriate
- Provide bilingual and ADA compliant system-wide trail signage with information about difficulty, distances, and access to water and restrooms

BIDDLE ROAD GREENWAY (E-33)

The Biddle Road Greenway is a 1.17-mile-long paved shared-use path that runs along Biddle Road adjacent to I-5 between McAndrews Road and E Jackson Street. Recommendations focus on surface improvements.

- Resurface greenway

OTHER GREENWAYS AND TRAILS

Medford's greenways and trails support both local and regional trail connectivity and opportunities to connect with nature. Community engagement efforts revealed a desire to protect and enhance natural resources and green spaces to support environmental sustainability and adapt to climate change. Recommendations focus on expanding trail connectivity, developing trailheads, and adding recreation amenities and facilities to enhance site use, increase user safety, and improve accessibility.

- Extend existing greenways and trail corridors as planned
- Add lighting for improved safety and visibility
- Improve sightlines and visibility for improved surveillance and public safety
- Provide additional amenities such as seating, dog waste stations, trash receptacles, drinking fountains, viewpoints, art, interpretative

elements, exercise stations, shade structures, canopy trees, and charging stations for power chairs in appropriate trail locations throughout the trail system

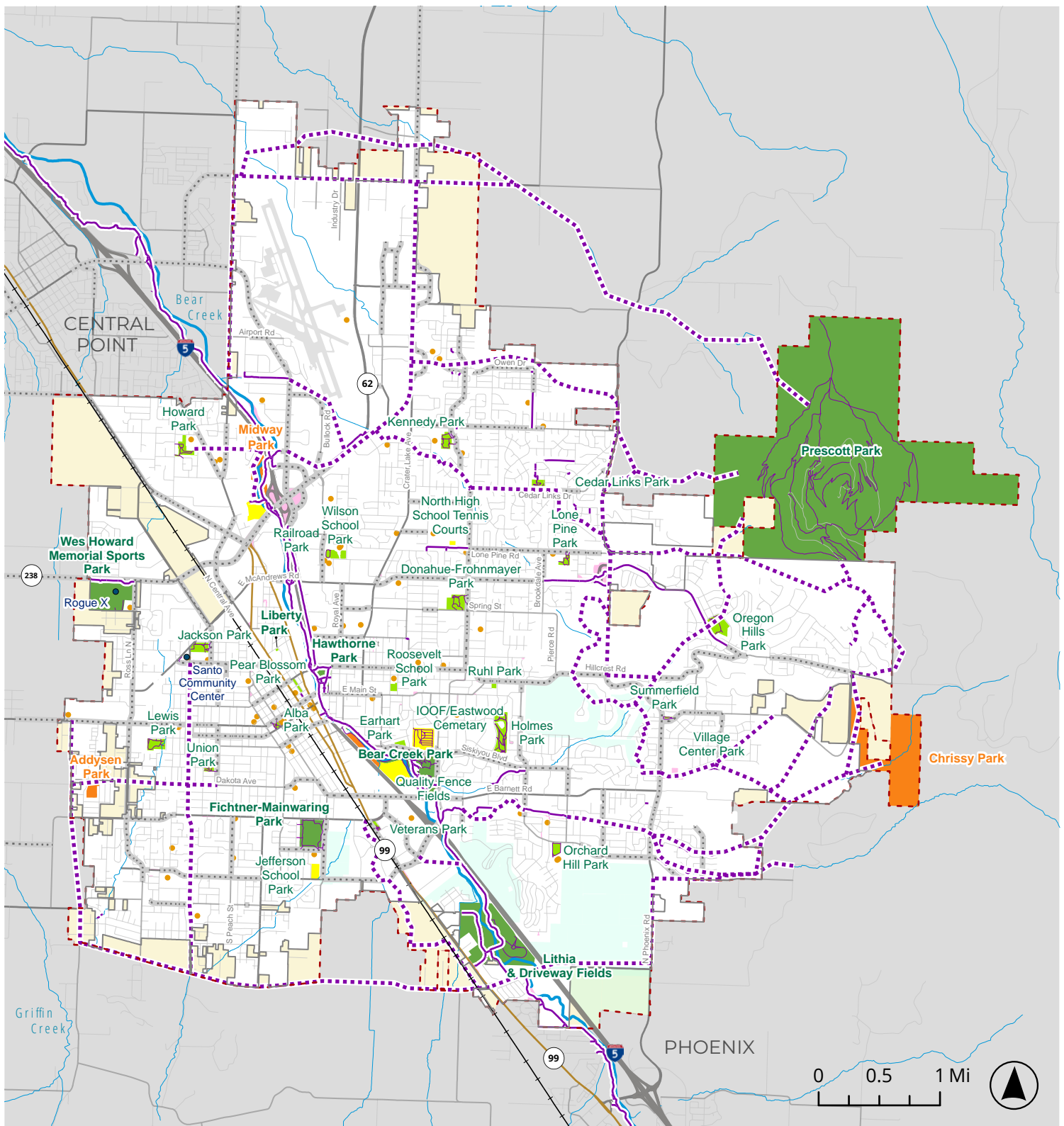
- Provide trailheads with a range of amenities at community parks and neighborhood parks that connect to trails
- Provide bilingual and ADA compliant system-wide trail signage with information about difficulty, distances, and access to water and restrooms
- Replace trails and trail amenities at end of lifecycle

SHARED USE PATH NETWORK

The City of Medford 2018-2038 Transportation System Plan identifies future needs in the multi-modal, non-motorized transportation system for the community. The recommended shared-use path network is detailed in Map 5-2. Shared use paths are required of new developments located on sites that are identified for a planned path.

In addition to the proposed connections noted in this Plan, Medford may want to consider a stand-alone path and trail plan to identify and reinforce the need for off-street paths and trails to improve connectivity.





MAP 5-2: **PROPOSED SHARED USE PATH NETWORK**



MEDFORD
PARKS, RECREATION AND FACILITIES

Park & Recreation Facilities

- Community Park
- Neighborhood Park
- Beautification Area
- Special Use
- Community Facility
- Future Parks (Under Development)

Existing Paths & Trails

- Shared Use Path
- Bike Lane
- Park Trails

Proposed Paths

- Proposed Shared Use Path

Base Map Features

- City Limits
- Urban Growth Boundary
- School
- Bear Creek
- Rivers and Streams
- Railroad
- Freeway
- State Highway
- Arterial Road
- Collector Road
- Other Street/Road
- Golf Course



PROPOSED PARKS AND FACILITIES

Based on City level of service goals, there is currently a deficit of 27.4 acres of neighborhood park land, and a future deficit of 107 acres of developed parkland. Park access and equity analysis also identified the need for several new parks in underserved or growing parts of Medford.

There are a total of six proposed parks to meet level of service goals and address gaps in the system. This includes three future parks already proposed by the City, and an additional three neighborhood parks that will help fill gap areas in underserved neighborhoods.



ADDYSEN PARK (P-1)

A new neighborhood park is proposed as part of the Addysen Park neighborhood currently under development in west Medford. The park is a collaboration between the City and Terry Buntin Construction, the private developer of the planned unit development. The conceptual plan for the park includes a splash pad, a dog park, a basketball court, a playground, pickleball courts, and community gathering spaces. The park is also proposed to include approximately 3.5 acres of lawn area on the southern half of the site that could contain additional facilities in the future.

SIZE: 7.86 acres

LOCATION: West Medford

ESTIMATED COST: \$2.5 million



ADDYSEN PARK
MEDFORD, OREGON

MEDFORD PARKS
RECREATION FOUNDATION

MEDFORD

TERRAIN

CONCEPTUAL PLAN
MARCH 6, 2023

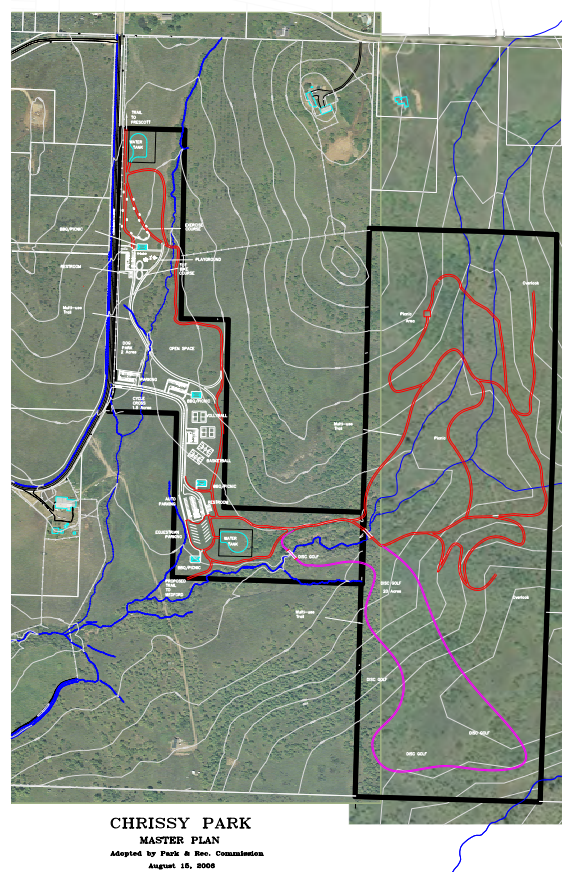
CHRISSY PARK (P-2)

A new community park is proposed on Cherry Lane south of Hillcrest Road along the urban growth boundary in east Medford. The site was entrusted to the City in 1998 by Dorothy D. Whittle. Phase 1 of the park's 2006 master plan includes parking, restrooms, picnic shelters, as well as paved and natural trails. Phase II includes additional parking, sports courts, picnic shelters, a large disc golf course, dog park, and exercise trails. The 2016 Leisure Services Plan recommended development of a cohesive trail system that connects the site to Prescott Park, the Bear Creek Greenway, and other key destinations.

SIZE: 165.21 acres

LOCATION: East Medford

ESTIMATED COST: \$4.2 million



CHRISSY PARK

MASTER PLAN

Adopted by Park & Rec. Commission
August 18, 2008

This site is a new neighborhood park at the eastern terminus of Midway Road adjacent to I-5 and the Bear Creek Greenway in northwest Medford to serve a high-density, low-income neighborhood that lacks nearby park facilities. The 2022 Midway Park Master Plan places the neighborhood park on approximately five acres of the site with an accessible playground, disc golf area, dog park, and restrooms. The other 25 acres of the site are proposed to include a large pump track, bike skills trails, slopestyle area, and dirt jump area. The 2016 Leisure Services Plan recommended development of Midway Park to provide a trail connection from the neighborhood northwest of the park to the Bear Creek Greenway as well as a safe route from Midway Park to Howard Park.

ESTIMATED COST: \$3 million



PROPOSED SOUTHWEST NEIGHBORHOOD PARK (P-4)

This area lacks convenient park access and also has a higher equity index for park need. Acquiring and developing a 5-8-acre park site would help improve park access. This location is also identified in the 2016 Plan.

PROPOSED SOUTHEAST NEIGHBORHOOD PARK (P-5)

This area lacks convenient park access and it was also identified in the 2016 Plan. Acquiring and developing a 5-8-acre park site would help improve park access.

PROPOSED NORTH/NORTHEAST NEIGHBORHOOD PARK (P-6)

This area also lacks convenient park access and has a higher equity index for park need. Acquiring and developing a 5-8-acre park site would help improve park access. This location is also identified in the 2016 Plan.

PROPOSED MULTIGENERATIONAL COMMUNITY CENTER

The Recreation Facility Level of Service Analysis conducted as part of the Plan's Needs Analysis revealed Medford will have one less community center than the national average by 2042. Community engagement efforts also revealed a desire for an additional ADA-compliant multi-generational community center, potentially located on the east side of Medford or at multiple smaller centers throughout the city, focused on low-cost or free community programs with an emphasis on older adults, people with disabilities, and youth.

Typical features included in a community center include:

- Social gathering hub/lobby space designed for multi-uses/events, often with an entry checkpoint for members
- Gymnasium for fitness classes and activities
- Dance/exercise studio space
- Locker rooms
- Multi-purpose event space suitable for both programs and private rentals
- Meeting rooms (wired for meeting technology)
- Classroom space, which sometimes includes a "messy room" with a sink for art classes
- Storage space to allow flexibility in programming
- Office space for staff

Additional features that should be considered as part of community center in Medford include:

- Futsal
- Cultural, performing, and fine arts space, such as a theater/stage, studio space, dance studios, sound-proof music studios, and gallery/exhibit space
- Maker/incubator space
- Career center
- Work-share space
- Indoor/outdoor connected programming and event space





CHAPTER 6

ACTION PLAN



6 ACTION PLAN

In this chapter: project costs, financial needs, and funding strategies.

Medford's park system of the future requires a strategic and phased approach for implementation. This chapter identifies the Parks, Recreation and Facilities Department's costs to build, operate, and maintain the envisioned system. Included are priority projects, recommended phasing, funding sources, and implementation steps over time.

IMPLEMENTATION COSTS

Approximately \$58.2 million is needed to implement all recommendations in this Plan over the long-term future. Most of this cost is for improvements in existing parks and facilities (\$41 million), while approximately \$17.2 million is needed for the development of six future parks. Appendix D provides the complete list of capital projects, and the general order-of-magnitude costs used for budgeting purposes. Included in the appendix are cost assumptions used to calculate the planning level costs for capital projects and average annual maintenance needs.

\$58.2 million

Cost of all capital projects

\$5.1 million

Average annual maintenance cost for all existing and proposed parks after development and improvements are completed

*Estimates reflect planning level cost assumptions in 2024 dollars.



MAINTENANCE

In addition to capital costs, Medford must fund the ongoing costs of operating and maintaining the existing parks and recreation system. Appendix D presents average annual maintenance costs based on the City's current maintenance service levels. It includes costs for existing and proposed parks and facilities to ensure the City is setting aside sufficient dollars to maintain and activate the park system. Based on these assumptions, the City would need to budget an average of approximately \$5.1 million per year to maintain the envisioned parks and recreation system. This represents an approximate increase of 37% compared to the current average annual cost to maintain the park system.

REINVESTMENT

Unlike capital or maintenance costs, reinvestment costs represent annual investments to improve existing parks and recreation facilities. Park reinvestment costs should be set aside each budget cycle to repair outdated or worn facilities. Also known as “capital renewal” costs, these costs are in addition to major capital and ongoing maintenance costs. Table 6-1 lists the City's annual reinvestment costs based on historic budget information.

TABLE 6-1: ANNUAL REINVESTMENT COSTS

CATEGORY	ANNUAL BUDGET
Riparian Restoration	\$25,000
Irrigation Control	\$20,000
Park Signage	\$25,000
Parking Areas	\$45,000
Picnic Shelters	\$15,000
Play Areas	\$25,000
Shade Structure/Trees	\$10,000
Splash Pads and Sport Courts	\$31,000
TOTAL	\$196,000

SOURCE: City of Medford



PRIORITY PROJECTS

Without an unlimited budget, potential projects must be prioritized to ensure implementation of the Plan is phased realistically over time. As part of the planning process, the Department conducted a second online community survey to help prioritize capital project recommendations for park and recreation services. The survey asked participants to rank selected projects based on three general project cost scales and to prioritize project types by City Ward. Figure 6-1 summarizes key findings from the survey.

SHORT-TERM CAPITAL IMPROVEMENT PLAN

Achieving the community’s expectations of a clean, safe, and welcoming park system requires substantial funding beyond the resources the City currently invests in the Department. The Project Team relied on feedback from the project prioritization survey, and discussions with staff, the Parks & Recreation Commission and the City Council to help identify short-term (6-year) project priorities from the total list of projects. Table 6-2 summarizes priority projects and planning-level cost estimates and identifies whether the City can use park system development changes (SDCs) to fund projects. The total estimated cost for all short-term projects is approximately \$20.6 million. **On average, the City should budget approximately \$6.8 million per biennium to implement priority projects over the next six years.**

FIGURE 6-1: ONLINE PRIORITIZATION SURVEY KEY FINDINGS

PRIORITY PROJECTS BY COST

MODERATE COST NEEDS (TOP 4 PRIORITIES)

Improved lighting in parks and on trails (62.5%), more shade trees and drought-tolerant landscaping (59.0%), providing more park amenities (47.8%), and more year-round community events and programs (43.9%) were the top four moderate cost needs.

HIGH COST NEEDS (TOP 2 PRIORITIES)

Improvements to the Bear Creek Greenway (67.3%), including improved safety features and services, and development of natural areas and opportunities for nature play (33.5%) were the top two high cost needs.

HIGHEST COST NEEDS (TOP PRIORITY)

Renovation of aging parks and facilities, most notably restrooms and picnic shelters, was the top need (62.1%).

CITY-WIDE PRIORITIES



SAFETY IMPROVEMENTS
Installing or upgrading safety features was the top priority across all locations in Medford.



RENOVATION OF EXISTING PARKS AND FACILITIES
Renovating or replacing worn or older park features was the second highest priority across all locations in Medford.

TABLE 6-2: SHORT-TERM CAPITAL IMPROVEMENT PLAN

Park or Facility	Project	Cost	% SDC Eligible
Bear Creek Greenway	Signage, lighting, vegetation, and safety improvements	\$532,000	7.5%
Biddle Road Greenway	Pathway improvements	\$585,000	0.0%
Cedar Links	Open space expansion, new pathways and irrigation	\$500,000	100%
Donahue-Frohnmayr Park	ADA improvements and park expansion and development	\$3,533,000	84.7%
Howard Memorial Sports Park	Park development	\$3,000,000	100%
Howard School Park	Park renovation (based on adopted site plan)	\$2,045,000	0.0%
Jackson Park	Park renovation (based on adopted site plan)	\$1,475,000	0.0%
Lewis Park	Park renovation	\$1,640,000	52.4%
Lithia & Driveway Fields	Continued turf replacement	\$2,500,000	0.0%
Lone Pine Park	Irrigation and trail expansion in undeveloped areas	\$221,000	100%
Midway Neighborhood Park	Park development (based on adopted site plan)	\$3,000,000	100%
Prescott Park	Parking and wayfinding improvements, comfort amenities, land acquisition	\$935,000	90.9%
Roosevelt School Park	Resurface tennis court and convert to pickleball	\$150,000	0.0%
Santo Community Center	Parking and play area improvements, interior improvements	\$525,000	0.0%
TOTAL		\$20,641,000	
Biennium Average (six years)		\$6,880,333	

SOURCE: City of Medford and MIG. These estimates reflect planning level cost assumptions in 2024 dollars not accounting for inflation. Cost ranges are intended for planning purposes only. Support and access amenities (if included) are noted. Actual costs may vary depending on site realities, the scale and quality of facilities, and changing market prices for materials and labor. Actual cost estimates should be determined through site master planning and design at the time of development.

Because actual prices fluctuate and vary by site, cost estimates are presented as a range of costs. The range is aimed at capturing differences based on site size, location, topography and setting, facility quality and detail, supply and demand for labor and materials, etc. The costs do not include environmental compliance documentation, permitting, installation, or staff hours to manage site planning, design, construction, and implementation. Those elements could escalate park development costs 20-25 percent.



Parks & Recreation

PRIORITY PROJECT FUNDING

The City of Medford relies on three primary sources for park development funding: Park system development charges (SDCs), lodging and car rental taxes, and grants. Table 6-3 provides a summary of funding resources and projects from the short-term capital improvement plan based on historic averages of these resources (FY2019 and FY2023). Most of the short-term project costs are SDC eligible because these are projects that add capacity to the system. However, based on historic averages, there is a potential shortfall of SDC resources to pay for SDC-eligible projects. Using these same assumptions, non-SDC resources (taxes and grants) could backfill this deficit.

TABLE 6-3: SHORT-TERM FUNDING PLAN (2025-2030)

RESOURCE	ESTIMATED AMOUNT
SDCs	
SDC Eligible Costs	\$11,463,900
SDC Resources*	\$7,140,000
SDC Surplus/Deficit	(\$4,323,900)
Other	
Non SDC Eligible Costs	\$8,592,100
Lodging & Car Rental Taxes*	\$18,970,000
Grants*	\$645,000
Non SDC Surplus/Deficit	\$11,022,900

SOURCE: City of Medford, MIG and CAI.

*Assumes the same average annual revenues/costs as seen between FY2019 and FY2023

**Assumes the same average annual revenues as seen between FY2019 and FY2023. Assumes no projects are eligible for SE Area SDCs

STAFFING ENHANCEMENT

Historically, the City increased operational funding and staffing as the system grew. However, based on a comparison of similar park systems completed during development of the Plan, Medford currently maintains approximately twice as much acreage as comparable park systems with fewer full-time employees. This is especially noteworthy given the additional responsibilities the Department has for maintaining beautification areas and rights-of-way. The Department will need additional staff to keep up with existing demands and to meet the needs of a growing system.

MAINTENANCE

Community feedback expressed a high level of satisfaction with the provision of park and recreation services. However, a growing population and increasing demands on parks and recreation facilities places a greater strain on system operations and staffing. The Department is reliant on part-time staff, which creates challenges in recruiting and retaining reliable workers for positions without benefits in a job market with low unemployment. Overall, the City should create an additional park maintenance zone team, including an arborist and irrigation technician, to improve the current division of labor and improve level of service.

MANAGEMENT

The Department's ambitious capital improvement project list has minimal project management and clerical support resources. Project management is increasingly time-consuming and complicated due to local and state contracting requirements and regulations. Given current staffing levels, the Department is not positioned to administer a heavy project administration load. Implementation of this Plan requires additional technical staff to administer and manage the growing system. The City should expand its park and recreation

administrative team to include a full-time project manager, and administrative support staff.

RECREATION

A staff of seven full-time employees coordinates over 300 recreation programs, classes, services and events for all ages, including 117 unique offerings that are the envy of many communities both larger and smaller than Medford. The opening of the Rogue X has increased the provision of programs. The Recreation Division is at full capacity, but the additional and/or larger community events desired by the community, and other needs like childcare require additional staff. The Plan recommends creating full-time lifeguard positions and a full-time preschool coordinator to improve reliability and quality of services. The preschool coordinator position would improve coordination and expansion of childcare services, while reducing reliance on part-time staff.



FUNDING SOURCES

The City will need reliable sources of funding for capital projects and operations based on the total cost to implement this Plan. The next page provides a summary of available and common civic options.

CAPITAL FUNDING

- **General Obligation Bond:** These are voter approved bonds paid off by an assessment placed on real property. The money may only be used for capital improvements. This property tax is levied for a specified period (typically 15-20 years) and requires a simple majority voter approval.
- **Oregon State Park Grants:** The largest funding source for park and recreation projects are competitive grants from Oregon State Parks. Two of the most popular sources include the Land and Water Conservation Fund and Local Government grant programs.
- **Community Development Block Grants (CDBG):** These grants from the Federal Department of Housing and Urban Development are available for a wide variety of projects. Most are used for projects in lower income areas of the community because of funding rules.
- **Private Grants and Foundations:** Private corporations and foundations provide money for a wide range of projects, targeted to the organizations' mission. Some foundations do not provide grants to governments but will often grant to partner organizations. Private grants can be difficult to secure because of the open competition and the up-front investment in research and relationship building.

- **Donations:** The donation of labor, land, or cash by service agencies, private groups, or individuals is a popular way to raise small amounts of money for specific projects.
- **Public Private Partnership and Sponsorships:** Medford has successfully partnered with private businesses to fund parks and recreation, with Lithia & Driveway Fields as the most notable example. Private sponsorships help with a variety of non-capital needs.





OPERATIONS AND MAINTENANCE FUNDING

- **Local-option Levy:** Decided by voters, a local-option levy raises funding for park operations, maintenance, and restoration through an increase in property taxes.
- **Service Fees:** Parks and recreation generate some revenue through charges for services. The City may consider increasing parks and recreation facility use fees to offset operational and maintenance costs. The City could consider implementing an annual index to increase parks fees or could adopt an appropriate increase consistent with facility use fees in other surrounding cities and market rates.
- **Utility Fee for Parks:** Medford currently assesses a monthly utility fee to offset a small amount of park maintenance. Park utility are assessed to all businesses and households. Medford could consider an increase in the park utility fee for both operational and capital needs described in this Plan.
- **Concession Fees:** As the City develops parks and facilities, the City could form public-private partnerships with vendors to provide services in parks. Revenue generated by concession fees depends on the number of concessionaires as well as demand for services at parks and recreation facilities.



PRIORITIZATION CRITERIA

As part of the City's biennial budgeting process, Department staff evaluate funding and prioritize projects for implementation. To assist the Department in focusing on future projects, partnership opportunities, or community requests, the following presents a two-step evaluation process for prioritizing capital projects. Staff should work collaboratively with elected and appointed officials and the community to finalize the prioritization and completion of park improvement projects paid for through available funding.

STEP 1: HOW WELL DOES A PROPOSED PROJECT ADDRESS THE COMMUNITY IDENTIFIED PLAN GOALS?

The Department should use the Plan goals as initial screening to determine a proposal's eligibility for inclusion into the capital program. These scores should be combined with the outcomes of the secondary evaluation (Step 2).

Strategic Plan Goals	Possible Score	Total Score
Goal 1: Serve the Entire Community. Does the proposal create places and programs fostering creative, fun and healthy opportunities for the entire Medford community, and enhance Medford's status as a premier recreation destination?	1	
Goal 2: Protect Natural Areas. Does the proposal protect and preserve significant natural areas, enhance climate resilience, meet habitat protection needs and provide opportunities to connect with nature?	1	
Goal 3: Create Connections. Does the proposal foster connectivity to parks through a safe and accessible path and trail system that is well integrated with the community?	1	
Goal 4: Manage & Maintain our Parklands. Does the proposal coordinate park and recreation planning, acquisition, maintenance, and development in the City of Medford to serve a broad spectrum of community interests?	1	
Goal 5: Build Partnerships. Does the proposal enhance and support partnerships leveraging Medford's human, social and physical capital to improve recreation opportunities for the entire community?	1	
Goal 6: Engage & Communicate. Does the proposal encourage and support active and ongoing participation by diverse community members in the planning and decision-making process for parks and recreation?	1	
TOTAL	6	

STEP 2: HOW WELL DOES A PROPOSED PROJECT ADDRESS COMMUNITY VALUES AND MAXIMIZE CITY RESOURCES?

The secondary screening criteria should be applied to proposals that advance the Plan goals (Step 1). The following criteria will help the Department identify sequencing or phasing of a proposed project. Total scores should be used to determine which projects are ready to be added to the budget.

Criteria	Scoring Guidance	Possible Score	Total Score
Safety and Use:	Does the project improve safety or restore/enhance uses?	1-3	
Resource Availability:	Does the project use or leverage available resources (staffing, funding, grants, partnerships, equipment)?	1-3	
Cost Savings:	Does the project reduce costs, increase revenues, increase sustainability, or increase maintenance and operational efficiencies?	1-3	
Critical Path:	Will the project be a key step toward generating capital and needed partners to the table for additional improvements?	1-3	
Ease of Implementation:	Can the project be done quickly and easily (e.g., advanced planning, feasibility studies, and permitting have been completed)?	1-3	
Existing Opportunity:	Can the project be implemented using existing park space or available public space (e.g., property already acquired, vacant lands, existing rights of way)?	1-3	
Value:	Does the project deliver high value for the cost or resources needed, relative to other projects?	1-3	
Regional Draw:	Would the project result in an increase in tourism and support for the local economy?	1-3	
City Priority:	Does the project coincide with or support another City project or City Council initiative?	1-3	
Community Priority:	Does the project repair or renovate a high-use, popular park/facility or address top community needs?	1-3	
Multiple Benefits:	Does the project benefit a large number of people and/or support multiple or flexible uses? Does it further climate action planning or natural disaster mitigation/awareness?	1-3	
TOTAL		33	

IMPLEMENTING THIS PLAN

The City is committed to continuing its legacy of providing high quality parks and recreation services. To implement this Plan, there are three primary strategies that can move the community vision forward.

LEVERAGE CITY PARTNERS

Partnerships and agreements between the City and other local serving agencies and private and institutional organizations increase the City's capacity to implement this Plan. Staff resources and technical expertise should be dedicated to:

- Building and maintaining relationships;
- Coordinating with partners and volunteers;
- Writing grant applications; and
- Cultivating sponsorships and donations to support the park and recreation system.

PROMOTE PARKS AND RECREATION

Medford has an excellent system of recreation programs and events as well as competitive sports facilities that reach beyond the Medford community. The City should promote and market

this system as an investment in the community and contributor towards public health, a clean environment, and strong local economy. Pursuit of the short-term project list and use of the prioritization criteria will continue to make Medford a top tier, national-caliber park and recreation system.

CHECK IN WITH THE COMMUNITY

The City should continue to listen to the community and validate or adjust the Plan, focusing on progress towards identified gaps in the system. The six-year period defined by the short-term project list presents a good time for this check in with a recommended Plan update within 10 years. Following the adoption of this Plan, the City should develop a work plan each biennium to reevaluate progress, to reassess priorities, and to adjust for new opportunities.



