



## Chapter 2: Planning Framework

---



## PLANNING FRAMEWORK

The values and the community aspirations for the City of Grants Pass are the guiding forces for the Comprehensive Park & Recreation Master Plan. Through a series of meetings with City Council, the Parks Advisory Committee, and City of Grants Pass staff, these values and aspirations



were identified and integrated into a comprehensive plan framework. The framework includes four key elements, which are described in detail in this chapter:

- Core Values
- Vision
- Mission
- Goals

These four elements are interrelated (Figure 2). Core values are the fundamental principles of the community, reflected by the work of the Grants Pass Parks and Recreation Division. These core values provide the basis for the City’s vision for parks and recreation. The values and vision also set the direction for the City’s mission and goals, which express how the Division will provide parks, open space, and recreation facilities for the next 20 years.

### A. CORE VALUES

Core values are the shared beliefs and qualities treasured by the community and the Grants Pass Parks and Recreation Division. These values will guide all services provided by the City. These following four core values provide the overarching concepts for this Plan. These values are embodied throughout the goals, policies, and strategies for Grants Pass parks, green space, recreation facilities, and services:

- **Stewardship:** We value efficient and effective management of our assets and stewardship of our parks and green space to sustain them for future generations.
- **Quality of Life:** We value our quality of life, health and well-being, and the role that parks, recreation and green space play in creating a healthy economy and livable community.
- **Excellent Service:** We value clean, green, safe, and accessible parks and recreation services that respond to the present and future needs of all community members.
- **Sense of Community:** We value the role that parks and recreation play in creating an interconnected and tightly-knit community, supported by City leaders, key partners, volunteers, and residents whose actions help maintain a sense of “hometown.”

## B. VISION

The core values shared by the community help create a vision of the community's preferred future. This vision also illustrates a picture of success for the community created by City parks and recreation opportunities. Through the public involvement process, the following vision emerged:

*We envision a safe, interconnected, and sustainable system of vibrant parks, thriving green spaces, and quality recreation opportunities that enhance our community and its economic vitality.*

Parks and green space are essential components of a vibrant city. The City of Grants Pass is committed to creating a system of safe and well-maintained parks, green space, and recreation facilities that contributes to the quality of life for all residents. At the same time, it remains dedicated to serving the community's needs effectively and efficiently by fostering stewardship of community resources. Taking care of the City's developed and undeveloped park resources continues to be of the utmost importance.

To achieve this vision, the Parks and Recreation Division is committed to forming strategic partnerships and mobilizing volunteers to create a healthy and attractive park system that provides high-quality park and recreation services.



## C. MISSION

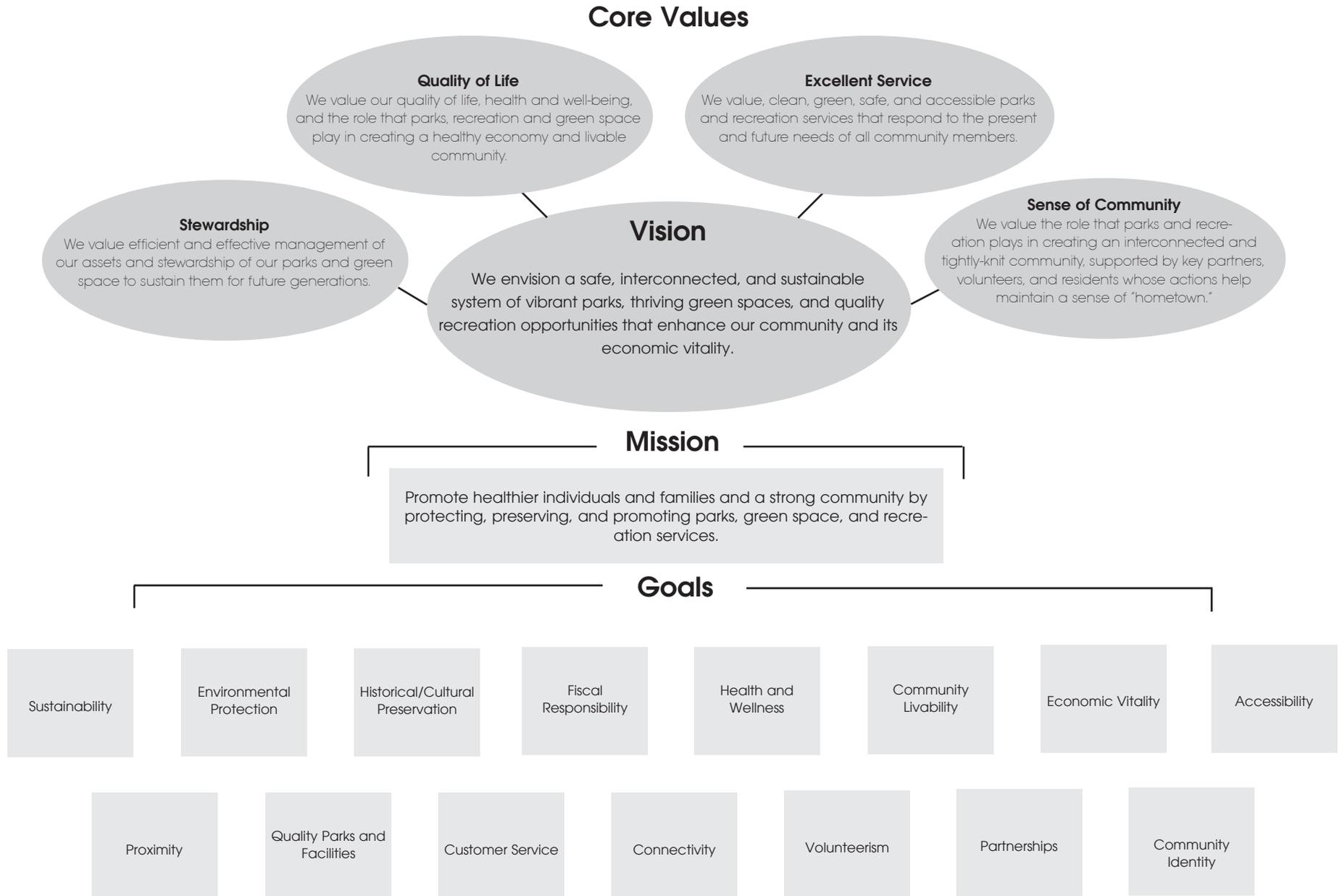
A mission statement, congruent with the community's vision for parks and recreation, describes the approach that Parks and Recreation staff will use to develop and operate parks, green space, and recreation facilities. The mission of the Parks and Recreation Division is:

*Promote healthier individuals and families and a strong community by protecting, preserving, and promoting parks, green space, and recreation services.*

## D. GOALS

Goals are the desired outcomes to be achieved by implementing the Master Plan. Fifteen goals emerged during the planning process, reflecting key directions for the City's future. These goals are organized by the core value they support:

Figure 2: Planning Framework



### *Stewardship*

- **Sustainability:** The City of Grants Pass will sustain City assets and environmental resources for future generations through effective management and maintenance. The City will use conservation measures to develop and care for parks, green space, and recreation facilities with an eye to the future.
- **Environmental Protection:** The City of Grants Pass will protect, conserve and restore Grants Pass' natural resources, providing opportunities for the community to enjoy and learn about nature and the outdoors. The City will seek opportunities to preserve or enhance the urban forest, the Rogue River watershed, critical habitat, and the community's green space and natural beauty.
- **Historical/Cultural Preservation:** The City of Grants Pass will foster an appreciation of its historical, cultural, forestry, and agricultural resources. The City will provide high-quality cultural and historical experiences, while being a steward of these resources.



### *Quality of Life*

- **Health and Wellness:** Health and wellness are critical elements of a livable community. Personal health and wellness require opportunities to be physically active, mentally and emotionally recharged, and socially engaged. The City of Grants Pass will support active lifestyles and promote life-long learning by providing parks, facilities, and services that support healthy lifestyles for all ages.
- **Community Livability:** The City of Grants Pass will promote a livable community, providing a variety of recreation opportunities and benefits that make the city a safe, attractive and enjoyable place to live, work, and play.
- **Economic Vitality:** Park and recreation amenities help fuel the region's economy, attracting residents, businesses and tourists to Grants Pass. The City of Grants Pass will be an important partner in promoting economic development and vitality, by providing parks and facilities to encourage tourism, support workers in business areas, and attract residents to our neighborhoods.

### *Excellent Service*

- **Accessibility:** The City of Grants Pass will strive to make all parks, facilities, and green spaces geographically, physically, and economically accessible to all members of the community. The Division will plan and design inclusive facilities, serving residents of

all ages, abilities, family compositions, and economic and cultural backgrounds.

- **Customer Service:** The City of Grants Pass will be responsive, accountable, and creative in meeting present and future community needs, thereby reflecting the desires of residents and sharing community priorities. The Division will continue to demonstrate excellence in customer service.



- **Quality Parks and Facilities:** The City of Grants Pass will provide safe, clean, and inviting parks and facilities that foster community pride and encourage recreation and outdoor play. The City will strive to provide close-to-home recreation opportunities that are conveniently located for residents citywide and within an expanded Urban Growth Boundary.
- **Fiscal Responsibility:** The City of Grants Pass will make fiscal responsibility, accountability, and long-term financial stability a priority, to make the best use of limited public funds. The City will use a variety of long- and short-term funding strategies to provide dependable funding for parks, facilities, and green space acquisition, development, and maintenance.

### *Sense of Community*

- **Connectivity:** The City of Grants Pass will connect community members together via a network of parks, recreation facilities, trails, and green spaces. This system will support community health and active transportation, by linking key destinations within planning area.
- **Volunteerism:** The City will promote volunteerism and community involvement to engage active citizen participation, involve residents in park planning, design and construction, thereby promoting a sense of ownership and stewardship of park and recreation resources.
- **Partnerships:** Strong community collaboration brings additional resources to parks and recreation and enhances community ownership of the park system. The City of Grants Pass will continue to cultivate strong, positive relationships with public, private, and non-profit organizations in order to unite community efforts to develop and sustain the park system.
- **Community Identity:** Building a sense of community pride is critical for addressing challenges in today's world. Through parks and recreation, the City of Grants Pass will foster community unity, reflect community strengths and values, keep a sense of hometown, honor the past and local traditions, celebrate special events, and create a legacy for future generations.

- **Community Support:** The Parks and Recreation Division will work together with citizens and City leaders to build the park and recreation system desired by the community. The City will respect community values and the community's vision for the future, building a park constituency who will support Grants Pass parks, recreation facilities, trails and programs.

The core values, vision, mission, and goals described in this chapter collectively form the planning context for the Comprehensive Park & Recreation Master Plan. These components provide a foundation for the needs assessment analysis and the development of policies and strategies to enhance the City's park and recreation system.