



*Kiwanis Tot Lot gathering. Image source: Katherine Gerst, Google*

# Chapter 2: Goals & Objectives

The City of Berkeley Recreation Master Plan has formulated goals for the next five years. They are broad enough to encompass the needs expressed from the public, from City officials, staff, and the Parks & Recreation Advisory Board, and address the observed deficiencies in the recreation resources of the area. They also consider demographics, current and anticipated growth and development, the area's physical resources, and recreation trends.

## GOALS FOR EXISTING PARKS (EP)

### GOALS

Provide the highest quality recreation experience for Berkeley residents at the City's nine existing park and recreation facilities through continued maintenance and by responding to changing park conditions.

### OBJECTIVES

- EP 1:** Implement the planned park improvements at Merchants/Oxford Park, including a new splash pad, permanent bathroom facilities, and landscaping.
- EP 2:** Evaluate options for improving the Community Center facility, considering renovation of existing facilities, and construction of new facilities both on-site and in alternative locations. Use outside funding sources and grants to the greatest extent possible to create a central gathering and activity space for the community that will better serve the needs of Berkeley residents.
- EP 3:** Continue to evaluate and upgrade park and recreation facilities as necessary to ensure that park amenities meet the Americans with Disabilities Act standards are accessible to all Berkeley residents.
- EP 4:** Continue to maintain parks and facilities in good working order to ensure the safety and enjoyment of users.
- EP 5:** Continue to update equipment at existing parks as equipment reaches the end of useful life.
- EP 6:** Implement studies as required to evaluate capital intensive amenities and effectively communicate the scope and potential locations for such projects, as well as anticipated short- and long-term costs and ongoing maintenance requirements.

## GOALS FOR FUTURE PARKS (FP)

### GOALS

Seek and identify new locations for recreation facilities which will provide recreation opportunities, will preserve or provide new open public gathering spaces, and will enhance the physical, mental, and spiritual well being of Berkeley residents and the community as a whole.

### OBJECTIVES

- FP 1: Establish a regional non-motorized working group which will allow development of inter-connected trail system between communities and to established regional trail facilities.
- FP 2: Establish relationships with Oakland County Parks and other neighboring park systems to create partnerships on pools, dog parks, and other capital-intensive projects that can service multiple communities at one facility.
- FP 3: Develop a comprehensive non-motorized trail plan for the City of Berkeley that accommodates a variety of non-motorized transportation options and establishes connections between local parks and to regional systems and neighboring communities.
- FP 4: Evaluate locations for establishment of pocket parks to meet the needs of underserved areas.

## GOALS FOR PROGRAMS (PR)

### GOALS

Seek and identify new recreation programming which will provide the highest quality recreation experiences and will enhance the physical, mental, and emotional well being of Berkeley residents.

### OBJECTIVES

- PR 1: Improve partnerships with other recreation providers to give residents access to a wide variety of cost effective programs.
- PR 2: Continue to be flexible in program offerings to respond to the changing needs of residents.
- PR 3: Increase program offerings to attract new residents to the Community Center.
- PR 4: Evaluate opportunities to utilize outdoor spaces for more program offerings.

## GOALS FOR ADMINISTRATION (AD)

### GOALS

Identify and enact policies which will enable the construction of a highly competent, professional, and responsive staff who will best be able to meet and respond to the needs of Berkeley residents.

### OBJECTIVES

- AD 1: Review current staffing organization for the Community Center and parks system as a whole to determine the staffing levels required for operation of the facilities.
- AD 2: Increase training and education to improve staff qualifications and ensure the highest level of competency for all employees

## GOALS FOR FUNDING (FD)

### GOALS

Seek, identify, and manage financial resources to allow continued operation of the parks system and enable expansion of existing facilities and programs while continuing to operate in a fiscally responsible manner.

### OBJECTIVES

- FD 1: Pursue grants and other sources of funding to sustain the City's parks and recreation facilities and programs.
- FD 2: Pursue a dedicated Parks millage to allow continued operation of Parks facilities and programs independently of general fund resources.
- FD 3: Pursue bonds and other sources of funding to allow construction of new community center complex.
- FD 4: Recruit volunteers to attend grant writing workshops and assist in grant writing and obtaining grants.
- FD 5: Continue to run the Parks & Recreation Department in a fiscally responsible manner.
- FD 6: Strive to obtain outside funding, establish and/or increase partnerships with other recreation providers, and establish public/private partnerships for facility improvements and programming.