

# City of Rifle Parks & Recreation Strategic Plan

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2016



Parks & Recreation Advisory Board Adoption: June 6, 2016

Rifle City Council Adoption: July 6, 2016



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## Executive Summary

Strategic planning is a process for clarifying the aspirations of a Board and Staff. It establishes goals to be met and identifies broad strategies to achieve the goals. Everything that happens in an organization is driven by the organization's values. These are the principles and beliefs that explain why the organization exists. Values define the goals and boundaries of behavior for board, staff, and volunteers in their interactions with each other, with clients, and with the community.

Values are the things we believe are important. Values govern the way we behave, communicate and interact with others. Values help us determine our priorities. Values are a small set of general guiding principles, not to be compromised for short-term financial gain or expediency. Below are the values set forth by the City Council and staff.



## City of Rifle Values

- Integrity – Honesty
- Listen to people – Be open minded
- Mindful – Thoughtful
- Communities best interest
- Community Pride
- Accommodating – Allowing people to share their views
- Respectful
- Nimble

## Mission

The mission is a brief summary of the means that the organization will employ to achieve its vision. The mission statement answers the question, “Why do we exist?”

***“To commit to build and maintain parks, programs, facilities, and services necessary to establish Rifle as a premier recreational community on the Western Slope of Colorado.”***

## Vision

The vision is a picture of the future state of the community we serve as a result of our work. Our vision statement is our destination.

*“We enrich lives through quality parks, programs, facilities, and services.”*

## Values

When an organization’s values appear as guiding principles, a code of conduct, or a culture code that explains how the organization intends to operate in accordance with those values, a values statement makes a promise. Complimentary to the City’s values, Parks and Recreation has identified additional values that guide how they provide services.

### Rifle Parks & Recreation Values

- Integrity
- Community
- Collaboration
- Safety
- Leadership
- Positive Attitude

## Goals



## Accomplishments

1. Support renovation of the New Ute Theater. Completed by the City of Rifle, private donations, and New Ute Theater Society.
2. Encourage cultural parks and museums. This has been removed as the Museum Board is taking a more active role in the museum.
3. Support Gateway Project. The City of Rifle successfully completed the devolution process with the Colorado Department of Transportation.
4. Some improvements were made to camp sites at Rifle Mountain Park. Improvements are ongoing with Eagle Scout projects and volunteer work.
5. Completed Centennial Park Phase I, Spray Park, Amphitheater, picnic shelters, Sun dial, shade structures, Great Bowl, trail, pump station and turf and landscaping.
6. Completed construction of new concession stand, press box, bleachers, dugouts, planter boxes and concrete plaza improvements at Cooper Field at Deerfield Park.
7. Installed parking lot lighting at Deerfield Park.
8. Installed new filter system at the Art Dague Pool.
9. Installed new chemical feed systems at the Art Dague Pool.
10. Completed additional improvements at pool as identified in evaluation.
11. Constructed picnic shelters at Davidson Park.
12. Upgraded playground surfacing at Arnold Park.
13. Upgraded Surfacing at Moki Park.

**Goal 1: Promote healthy lifestyle through year-round recreational and leisure opportunities.**

***Strategy #1: Support construction of Improved Aquatics and Gym Facilities***

**Action Steps**

1. Complete Aquatics Facility Feasibility Study
2. Select general Concept Plan provided by feasibility study. (work with City Council)
3. Evaluate community survey information.
4. Evaluate and develop if necessary, a phased approach.
5. Identify potential partnerships.
6. Develop a communications plan with specific information, i.e., programs, costs, etc. to market to the community and gather support.

***Strategy #2: Expand Recreational Programs (dependent on community needs and availability of funding)***

**Action Steps**

1. Identify opportunities to increase senior activities, either upon request or as opportunities are made available.
2. Implement year-round opportunities for public recreational activities.
3. Construct disc golf course.

***Strategy #3: Improve Rifle Mountain Park (RMP)***

**Action Steps**

1. Create Map of Rifle Mountain Park.
2. Create handouts (rules & maps) for all parks.
3. Repair and maintain Community House.
4. Research historical designation and possible historical grant for work on the Community House.
5. Research using the Department of Corrections & Boy Scouts and volunteers to do work at RMP.

**Goal 2: Complete, landscape and beautify all parks.**

**Strategy #1: Increase funding for parks through grants and donations. Consider funding for ongoing maintenance costs.**

**Action Steps**

1. Identify potential grant opportunities.
2. Identify timeline for projects to be completed.

**Strategy #2: Prioritize list of known projects.**

**Action Steps**

1. Develop list of all known Parks Capital Projects
2. Prioritize projects with estimated timeline (Refer to Addendum 1)
3. Complete Deerfield Park.
  - a. Construct additional concessions
  - b. Construct amphitheater
  - c. Construct picnic shelters
  - d. Install security cameras
  - e. Complete trails/sidewalks
  - f. Complete Landscaping plan
  - g. Design and landscape the Grotto for weddings and special events
  - h. Upgrade other features identified in Master Plan
4. Complete Centennial Park.
  - a. Construct Centennial Park Playground
  - b. Complete irrigation water filtration project at Pioneer Ditch Diversion
  - c. Construct Restroom as planned near 5<sup>th</sup> Street entrance
  - d. Complete north end of Centennial with restroom, native grass, landscaping, picnic shelters, and pond
5. Upgrade Anvil Points Field.
  - a. Continue drainage improvements
  - b. Synthetic Turf?
  - c. Bleachers
  - d. Sports Lighting
  - e. Install large net barriers on borders shared with baseball
  - f. Install more resilient goal mouths
6. Complete Promontory Park.
  - a. Design and construct Promontory Park
    - i. Open multipurpose turf, irrigation, landscaping
    - ii. Parking
    - iii. Picnic shelters and amenities
7. Complete Heinze Park.
  - a. Construct sidewalk to playground and gazebo
  - b. Improve or replace gazebo

- c. Make improvements to restroom
- 8. Complete Davidson Park.
  - a. Construct sidewalk to playground and large shelter
  - b. Construct restroom
  - c. Re-grade multipurpose turf areas
  - d. Complete additional landscaping
  - e. Construct additional picnic shelters
  - f. Replace 7<sup>th</sup> Street fencing
- 9. Complete Moki Park.
  - a. Shade Structure over play equipment
  - b. Complete landscape
- 10. Design and Construct Farm Park.
- 11. Identify opportunities to connect trails at park properties.
- 12. Complete Dog Park.
  - a. Identify location for Dog Park
  - b. Design Dog Park
  - c. Construct Dog Park
- 13. Consider Whitewater Park and Boat Ramp.

***Strategy #3: Create a unified approach – theme to beautify City parks***

**Action Steps**

- 1. Uniform signage and planned themes.
- 2. Conduct Master Plan for Metro Park.
- 3. Conduct Master Plan for Rifle Mountain Park.

***Strategy #4: Deter vandalism in City parks***

**Action Steps**

- 1. Keep trash picked up every day.
- 2. Keep Rifle Creek free of trash and debris.
- 3. Cover up vandalism within 24 hours.
- 4. Develop program to collaborate with community resources to deter and clean up graffiti.
  - a. Use lighting as a deterrent.
  - b. Explore alternative measures such as security cameras.
  - c. Work with Rifle Police Department



**Goal 3: Continue investment of park and recreation funds for recreation programs, parks, trails, open space, indoor and outdoor facilities, operations, maintenance, equipment and reserves.**

***Strategy #1: Continue updating Strategic Plan annually.***

**Action Steps**

1. Review Strategic Plan Annually.
2. Develop a five-year plan.
3. Conduct a community survey every 5 years. (2016, 2021,...)
4. Conduct a cost/benefit analysis of recreation programs.
5. Develop a fee philosophy for recreation programs and facility usage. (2016)
6. Develop use policies for fields and facilities. (2016)
7. Create a timeline of projects to coincide with long term goals. (2016) Update annually.

***Strategy #2: Create a long range capital plan.***

**Action Steps**

1. Update the Parks and Recreation Master Plan.
2. Identify all capital projects for Parks and Recreation.(2016) (Refer to Addendum 1)
3. Develop a capital reserve and investment strategy.
4. Coordinate with City Planning Department for trail development.

***Strategy #3: Partner with other organizations.***

**Action Steps**

1. Continue work with RE-2 on recreational use of space at Rifle schools.

***Strategy #4: Provide a premier aquatic facility for the community of Rifle.***

**Action Steps**

1. Evaluate community needs through the 2016 Aquatic Feasibility Study.
2. Prioritize recommendations from the 2016 Aquatic Feasibility Study.
3. Seek funding approval for improvements sited in the 2016 Aquatic Feasibility study.
4. Implement recommendations from 2016 Feasibility Study.

**Goal 4: Provide optimal work space for efficient operations.**

***Strategy #1: Identify opportunities for Recreation Department workspace.***

**Action Steps**

1. Evaluate current work area and provide work area to meet staff needs. (i.e., privacy, line of site for supervision, proximity to work groups)
2. Identify adequate storage for equipment and supplies. (present and future)
3. Evaluate opportunities for expansion in existing facilities.

## Next Steps

1. Update Strategic Plan.
2. Parks & Recreation Advisory Board and Staff review document.
3. Participate in City Strategic Planning Process.
  - a. Citizen Survey Results/Facility and Feasibility Study
  - b. Council/PRAB/Staff Meeting
4. Parks and Recreation Advisory Board (PRAB) Adopt Strategic Plan.
5. Council Adopt 2016 Parks and Recreation Strategic Plan.

## Appendix A – Beliefs

Beliefs are convictions that we generally hold to be true, usually without actual proof or evidence. Beliefs grow from what we see, hear, experience, read and think about.

- ❖ Parks and recreational activities foster human development, promote health and wellness, strengthen community image and sense of place, efficiently utilize resources, demonstrate fiscal responsibility, develop and cultivate partnership, support economic development, protect environmental resources, develop and empower staff, and increase cultural unity.
- ❖ Recreational activities should develop one physically, socially, and emotionally by enhancing cultural, artistic, and life skills.
- ❖ Programs should adapt to changing needs, age, and culture of the community.
- ❖ Participation in programs enhances one’s education, promotes sportsmanship, advocacy, inclusiveness, and develops good citizenship, and overall well-being.
- ❖ A variety of recreational opportunities should be available to everyone.
- ❖ Amenities should meet the needs of a diverse population by providing a safe, clean, affordable, well-balanced, educational, wholesome, enjoyable, and rewarding experience.
- ❖ Investments in parks maintenance and improvements provide dividends that enhance the quality of life, property values, and the community’s self-perception.
- ❖ Recreational activities enhance the quality of life in Rifle.
- ❖ Operations should be efficient.
- ❖ Supporting high quality youth programs through collaborative efforts.

## Appendix B – Strategic Planning Participants

### Parks and Recreation Advisory Board:

Michael Churchill	Board Member/Chairman
Wilma Paddock	Board Member/Vice Chairman
Sara Brainard	Board Member/Secretary
Chris Bornholdt	Board Member
Trudy Lowery	Board Member
Vanessa Ivy	Board Member
Kevin Kelley	Candidate for Parks and Recreation Advisory Board--Alternate Seat

### Parks and Recreation Staff:

Alan Lambert	Parks and Recreation/Grounds and Facilities Work Crew Supervisor
James Vaughan	Recreation Coordinator, Recreation and Aquatics
Steven Samson	Recreation Coordinator
Wayne Edgeton	Assistant Recreation Director
David Hadley	Parks Superintendent
Tom Whitmore	Parks and Recreation Director

### Facilitator:

Kimberly Bullen	Assistant City Manager
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## Addendum 1 —Capital Project Prioritization and Approximate Timeline

Category	Year/ Priority	Location	Item	Estimated cost	Notes:
PC	2016.1	Metro Action Park	Action Park Lights Repaired/ Replaced	\$ 50,000.00	In Progress
PC	2016.2	Fun timbers/EWF	Deerfield Playground	\$ 4,500.00	Planned 2016
PC	2016.3	Pioneer Ditch	Strainer screen for ditch water	\$ 35,000.00	Dirty water to use raw water-planned 2016
PC	2016.4	Heinze	Gazebo Roof Replacement	\$ 8,000.00	Architectural shingles-planned 2016
PC	2016.5	Palomino Park	Add Basketball Court	\$ 25,000.00	If funding allows- late 2016
PC	2016.6	Centennial Park	Playground equipment	\$ 375,000.00	Depends on donations, CTF, Parkland Dedication, other?
PC	2017.0	Taughenbaugh Softball Field	Elevated Bleacher System	\$ 75,000.00	Host RHS lady Bears Softball
PC	2017.1	Rifle Mountain Park	Roof and re-chink Community house logs replace if needed	\$ 20,000.00	RMP Reserved for part of this?
PC	2017.3	Metro	remove dirt jump for sand volleyball?	?	(Null?) Depends on Aquatics/Gym plan
PC	2017.4	Moki Park	Shade structure	\$ 60,000.00	Based on shade structure quote
PC	2017.5	Dog Park-TBD	Build dog park, socializing pens, water, shade	\$ 350,000.00	
PC	2017.6	Howard Avenue Park Land	Plan, design, build horseshoe, Bocci,	\$ 50,000.00	
PC	2018.0	Metro	Concession building removed/replaced	\$ 20,000.00	Long term-Part of Aquatic Project?
PC	2018.1	Metro Park	Art Dague Pool-Upgrade Aquatics Facility	\$ 10,000,000.00	2-4 years?
PC	2018.2	Metro Park	Gym space, offices, locker rooms, etc.	\$ 4,000,000.00	2-4 years + ?
PC	2018.3	Location TBD (E 5th-near new WTP?)	Replace Tennis Courts/Pickle Ball	\$ 600,000.00	2-4 years+?
PC	2020.0	Parks Maintenance Facility	Pave parking lot, yard, and driveway areas	?	
PC	2020.1	Metro Park	Pave Parking lot	?	
PC	2020.2	Davidson Park	Pave Parking Lot	?	
PC	2020.3	Centennial Park	East & West Parking Lot paving	?	
PC	2023.0	Cooper Field	Complete planters and area around Cooper	\$ 150,000.00	Cooper planters, Landscape, parking lot Islands
PC	2023.1	Deerfield Park	Covered dugouts on all fields	\$ 400,000.00	As separate project from completion--\$400k?
PC	2023.2	Deerfield Park	Completion	\$ 5,000,000.00	5-10 years
PC	2023.3	Deerfield Park	Veterans Memorial Idscape, pave gutter parking	\$ 250,000.00	
PC	2024.0	Davidson	Cameras		I.T. --long term planning
PC	2024.1	Improve Heinze Park	Build Sidewalk and new restrooms & shelter	\$ 600,000.00	Long term
PC	2025.0	Palomino Park	Picnic shelter (s)/trash cans	\$ 150,000.00	Long term
PC	2025.1	Macintosh Park	Gazebo North end	\$ 75,000.00	Long term
PC	2025.2	Arnold Park	Future? Landscape? Water tap?	\$ 15,000.00	In street ROW Could be moved?
PC	2025.3	Centennial Park	Complete Centennial Park	\$ 3,000,000.00	
PC	2029.0	Anvil Points Soccer Field	Upgrade to Synth turf, Lights, bleachers	\$ 2,500,000.00	
PC	2031.0	Promontory Park	Plan, Design, Build, Promontory Park	\$ 4,000,000.00	
PC	2034.0	Davidson Park	sidewalk, restroom, regrade, new fence	\$ 1,500,000.00	
PC	2037.0	Colorado River-TBD	Build Whitewater Park	\$ 2,000,000.00	
PC	2037.1	RMP	Master Plan?	\$ 300,000.00	
PC	2039.0	RMP	Build Master Plan?	\$ 3,000,000.00	
PC	2041.0	The Farm Park	Plan, Design, Build,	\$ 3,000,000.00	