

COLCHESTER PARKS & RECREATION DEPARTMENT

VISION

An active, healthy community that values, preserves and utilizes the resources in town, including well-maintained parks, public spaces and abundant nature area, while protecting and expanding them for the enjoyment of future generations. Community spirit is fostered by the town's diverse cultural fabric; facilitated and coordinated in superior, award winning recreational programs.

MISSION

Creating a healthy community through people, parks and programs.

GUIDING PRINCIPLES/ VALUES

We will act with integrity by being:

- **RESPONSIVE** to the needs of the public
- **DEDICATED** towards service
- **FAIR** through objective listening & thinking
- **ETHICAL** in decision making
- **PRO-ACTIVE**
- **RESPECTFUL**
- **PROFESSIONAL**

General Statement of Functions and Responsibilities

The Parks and Recreation Department fosters active lifestyles, social well-being, and environmental stewardship. This department is responsible for the organization, administration, and coordination of all town-sponsored recreation activities and facilities, including the care and maintenance of all town parks, open space, municipal & school grounds and athletic fields.

GOALS & STRATEGIES FY 2010-2011

GOAL # 1 Foster active, healthy lifestyles

STRATEGIES:

Educate the public about the benefits of healthy lifestyles

- Distribute monthly health tips through various department media
- Offer an educational class for parents in cooperation with youth sports leagues

Provide programming that teaches and encourages good health and nutrition

- Refocus 57 Fest as a healthy event
- Serve healthy foods at Parks & Recreation programs and meetings
- Offer active family participation programs – at least 2 new per year
- Offer one “walk to school day” for each school per year

Advocate for public policy that enables and supports healthy lifestyles

- Present strategic plan goals and achievements to Board of Education twice per year
- Create a Legislative Liaison position on the Parks & Recreation Commission
- Provide input on the new Plan of Conservation and Development

Support and partner with organizations that provide active, healthy opportunities

- Develop a new partnership with a healthcare provider
- Sponsor at least one Eagle Scout project per year

Maintain and develop an environment that is conducive to healthy activity

- Offer external professional development for facility maintenance staff at least once per year per crew member
- Build a disc golf course
- Clear the planned trail at White Oak property
- Add a new trail at Cohen Woodlands
- Install bikes racks at appropriate locations

GOAL # 2 Be proactive leaders in environmental stewardship

STRATEGIES:

Maintain and enhance our natural resources

- Explore grants for land purchase, protection or development
- Research feasibility of installing composting toilet at Cohen Woodlands
- Implement the "Environmental Report Card / Assessment"
- Evaluate hybrid technology for new town purchases or leases regarding vehicles

Advocate for public policy that protects and preserves the environment

- Communicate potential laws or regulations that affect public health and the environment
- Create a Legislative Liaison position on the Parks & Recreation Commission

Educate the public about the importance and benefits of a healthy and sustainable environment

- Distribute monthly environmental tips in various departmental media
- Construct signage in town facilities / parks that highlight cleaning up after ourselves and the importance of recycling
- Sponsor a "Presenter Series" to educate the public about healthy and sustainable lifestyles

Create opportunities for community participation in environmental efforts

- Expand participation in annual Spring Clean-up Day

GOAL # 3 Connect the community to nature

STRATEGIES:

Create opportunities for people to interact with and learn about nature

- Expand letterbox opportunities by at least one additional location per year
- Develop and implement one program utilizing town trails
- Develop an orienteering program/class and course
- Implement community garden program
- Develop bird watching program

Make natural areas accessible and inviting

- Partner with Bacon Academy classes to repair and maintain cross country trails
- Improve draining around walking track at Recplex
- Promote distance and location of walking trails in brochure
- Install park signage

Educate the community about the benefits of connecting with nature

- Promote the Great Park Pursuit
- Invite guest authors to write nature benefit articles in each brochure
- Produce workshops and guest speakers on related topics

GOAL # 4 Operate efficiently and effectively

STRATEGIES:

Enhance Customer Service

- Promote Parks & Recreation Commission meetings via mass email and press releases
- Implement web based "sounding board" for community feedback and P&R responses pertaining to P&R programs and efforts
- Increase access to notary in Town Hall
- Improve registration software to enable efficient use of email

Practice fiscal responsibility

- Look for opportunities for regionalization
- Implement an approved gift catalogue program to encourage donations that would benefit/enhance town and school grounds
- Implement a structured volunteer program
- Develop new opportunities for donations

Ensure diverse needs are met through programming

- Perform a needs assessment of special populations
- Offer an after school program addressing health and wellness
- Provide programming on school half-days and holidays
- Implement senior programs at the park
- Offer summer evenings programs in the schools

Maintain a healthy work environment

- Implement ergonomic assessment recommendations
- Ensure that P&R staff have proper safety training
- Encourage participation in Town health & wellness initiatives