

CHAPTER

8

PARKS AND RECREATION PLAN ACTION PLAN

ACTION PLAN - IMPLEMENTATION MATRIX	
Recommendation	Priority
Goal #1 Establish a premiere system of parks, recreation facilities, and trails throughout Whitemarsh Township.	
Objective 1 Rehabilitate existing parks and recreation facilities to the extent possible.	
Develop formal park master plans	I
Improve park accessibility	I
Develop a park signage / information system	M
Prepare environmental management standards	M
Develop phasing and implementation strategy	M
Objective 2 Develop special use facilities to fulfill “niche” needs within the Township.	
Create a high quality Community Arts Center	I
Develop a soccer complex	M
Enhance public access to the Schuylkill River	M
Construct a gym / neighborhood center	L
Objective 3 Target land acquisition and easements to meet specific community needs.	
Develop a new neighborhood park for recreation and environmental protection and education	I
Objective 4 Promote protection of natural areas through the park system.	
Conserve natural areas for recreation and environmental protection and education	I
Objective 5 Continue park planning efforts with public involvement to ensure effective design and construction.	
Work with sports groups to program new park improvements	I
Develop a restroom location policy	I
Objective 6 Design and develop a township-wide greenways, trail and bike path system.	
Prepare a comprehensive Sidewalks, Trails, and Greenways Plan	I
Establish a feeder trail network to link parks and neighborhoods	M
Coordinate with County’s trail development initiative	I
Goal #2 Provide recreation and arts opportunities, programs and services to enrich the quality of life for the people who live, work or visit in Whitemarsh Township.	
I = 2007 - 2009	
M = 2010 - 2011	
L = 2012 - 2013	

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Recommendation	Priority
Objective 1 Continue recreation programming in Whitemarsh Township year round.	
Expand year round youth programming	M
Develop Annual Program Plan and report procedures	M
Expand self-directed programs	M
Expand web infrastructure for weekly updates	M
Objective 2 Monitor “the pulse” of community recreation interests	
Perform ongoing program evaluations	I
Develop targeted mailing list	I
Develop liaison relationship with service groups	I
Track customer preferences and demographic characteristics	M
Participate in community advisory groups and organizations	I
Objective 3 Expand the summer camp program	
Expand summer camp program	M
Develop holiday camp program	M
Conduct evaluations with program participants	I
Objective 4 Develop a plan for providing recreation services to senior adults in Whitemarsh Township.	
Develop a Program Management Plan for senior adults	M
Develop a program strategy for “Baby Boomer” generation	M
Objective 5 Address the need to provide and promote recreation opportunities aimed at improving lifelong fitness and wellness.	
Promote importance of active lifestyles as part of program marketing	M
Establish partnerships with health care providers	M
Objective 6 Explore new program areas as staff resources are available.	
Develop programs for middle school students	I
Develop an evening and weekend adult recreation / self-improvement program	M
Expand environmental education and nature-based programming	I
Objective 7 Incorporate teens in the recreation program planning and park master planning projects.	
Establish a teen advisory council	I
Establish a counselor-in-training program	M
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Objective 8 Continue to facilitate the provision of community recreation services by other providers.	
Expand existing partnerships with sports groups	I
Explore partnerships with commercial recreation providers	M
Work with special interest groups on establishing a dog park	L
Promote community organizations through a Township newsletter	I
Objective 9 Develop a formalized marketing program	
Develop a process and prepare a formalized marketing program	I
Goal #3 Continue to manage the parks and recreation system in a professional manner that conveys the greatest possible benefit to the public.	
Objective 1 Adopt the organizational structure shown in Chapter 7 of this Plan	
Institute the necessary changes to support departmental reorganization	I
Objective 2 Establish performance standards for each functional area of parks and recreation.	
Tie functional goals to annual budgeting	I
Assess achievement at the end of each fiscal year	I
Objective 3 Develop a formal maintenance management system for the parks and recreation facilities.	
Develop park maintenance standards	I
Develop a maintenance impact statement	M
Establish a computerized workload tracking system	M
Add staff and budget commensurate with park improvements	L
Institute natural resource management procedures as part of overall maintenance program	M
Objective 4 Build the case for parks and recreation and potential major capital funding through effective information management.	
Develop a summary report procedure to illustrate the achievements and impacts of parks and recreation on the community	M
Objective 5 Support the professionalism of the Department through an Employee Development Program.	
Assess staff training needs	I
Create a 5-year employee development program	I
Develop a training procedures report	M
Recruit high caliber staff	I
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Recommendation	Priority
Objective 6 Establish an umbrella organization for volunteerism related to parks and recreation.	
Expand volunteerism focused on organized groups	M
Establish an umbrella organization for community sports groups	L
Sustain and enhance a sponsorship program	I
Objective 7 Provide secure and safe parks that protect both visitors and public property.	
Work with Colonial School District to establish a Site Watch Program	I
Continue to work with Police Department on park safety	I
Continue regular park inspections	I
Objective 8 Enhance the visibility and public awareness of parks in the community.	
Maximize logo program as part of an overall park marketing program	M
Objective 9 Position the Department of Parks and Recreation to be part of municipal community planning.	
Coordinate park and trail planning with other development and planning projects	I-L
Objective 10 Develop a strategic plan to merge the Whitemarsh Community Arts Center with the Parks and Recreation Department.	
Apply for a Peer-to-Peer Grant	I
Establish a separate enterprise fund for the Community Arts Center	I
Establish a Township Arts Coordinator position.	I
Goal #4 Invest in parks and recreation to sustain and enhance the quality of life in Whitemarsh Township in the 21st Century.	
Objective 1 Provide adequate financial support for parks and recreation through its operating budget.	
Work to fund the Department at a level of five percent or greater of the Township's budget	I
Develop a four-part revenue policy	I
Develop a fees and charges policy	I
Develop a project impact statement policy	I
Objective 2 Continue to use the current revenue strategy of tax and non-tax sources.	
Explore ways to expand budgeting support for the Department	I
Strive to increase the generation of Department support through non-tax sources	I
Expand a sponsorship program	I
Develop a parks and recreation gift catalog	M
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Recommendation	Priority
Objective 3 Establish a five-year capital improvement program (CIP) based upon decisions made for implementing this plan.	
Determine a 5 and 10 year funding goal	I
Prioritize capital projects annually over a continual 5 and 10 year time period	I-L
Objective 4 Consider a bond issue or low interest loans for a twenty-year park re-development program.	
Consider hiring a public finance expert to develop a long term capital strategy	I
Explore issuing municipal bonds for funding major capital projects	I
Objective 5 Develop a financing plan for major parks and recreation projects that includes a mix of public and private resources.	
Continue to apply for state grants (PA DCNR)	I-L
Partner with Fort Washington State Park on expanding recreation opportunities	I
Establish an endowment program	I
Objective 6 Establish strategic alliances with other providers as a way of maximizing all of the available resources for specific projects.	
Expand partnerships with outside organizations	I
Objective 7 Undertake a private fundraising campaign if appropriate for a major project.	
Establish a fundraising campaign	I
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