

# Chapter 4

## PARD Goals and Objectives

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# Ch 4 PARD Goals and Objectives

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## 4.0 Introduction

The following goals and objectives reflect the philosophy of the Parks and Recreation Department regarding the design, development and management over 18,000 acres of parkland throughout Austin. With this committed management philosophy, PARD strives to ensure:

- inclusiveness of all segments of the population
- contribution to the diversity of cultural, natural and recreational resources
- higher standards of design and maintenance
- preservation of our community open space

## 4.1 Goals and Objectives Terminology

**Goals:** General statements which are global in nature that describe the conditions to be attained by the Austin Parks and Recreation Department. They provide the basic framework for the Department and describe the ultimate outcomes the Department will achieve for its stakeholders.

Timeless, unbounded statements describing conditions or attributes to be attained.

**Objectives:** The measurable and attainable milestones the Department will achieve within a specific time element. Department objectives are statements describing results rather than processes.

Measurable, attainable milestones to achieve by a specific time on the way to accomplishing the goal.

# Ch 4 PARD Goals and Objectives

## 4.2 Goals and Objectives

**Goal:** Provide safe and accessible parks and facilities to all citizens

**Objectives:**

- 1) Promote connectivity of parks and trails from existing neighborhoods and High Density Areas (such as TODs, VMUs, etc)
- 2) Park facilities should have good proximity to neighborhoods, transportation, park and/or connector trails, and other parks
- 3) Fees and other facility costs should not be so high as to exclude any socioeconomic group
- 4) Expand park trail development to provide opportunities for active transportation
- 5) All park facilities should conform to the requirements of the Americans with Disabilities Act
- 6) Decrease employee injuries and increase/ensure patron safety at PARD facilities

**Goal:** Provide a diversity and sufficiency of recreational opportunities

**Objectives:**

- 1) Recreation activities should be responsive to the needs of different age groups, cultural backgrounds, and economic strata
- 2) There should be a variety of park types and functions that would include active, passive, cultural, historic, educational or environmental elements
- 3) Provide a full range of programs and activities to address community needs, such as health and fitness

**Goal:** Design and maintain parks and facilities to achieve environmental sustainability

**Objectives:**

- 1) Park facilities should be designed to be water and energy efficient
- 2) Park design and programmed activities should be sensitive to the park's environmental carrying capacity
- 3) All landscaping projects should use native and adaptive landscape plants to the widest extent feasible
- 4) Parkland that is deteriorated should be restored to achieve a sustainable level of ecological function
- 5) All projects should adhere to the Parks and Recreation Department's Integrated Pest Management Plan and Climate Protection Plan
- 6) All new facilities should be constructed to green building standards
- 7) All new trails and other creekside facilities should be constructed to minimize impacts to water quality and channel stability

## Ch 4 PARD Goals and Objectives

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**Goal:** Foster collaboration, coordination, and partnerships throughout the community

**Objectives:**

- 1) Continue to foster relationships with other city, state and federal entities; other city departments; non-profit organizations; boards, commissions, and neighborhood groups
- 2) Partner with educational institutions for training, education, and intern opportunities
- 3) Continue to support park improvement and maintenance agreements with the private sector
- 4) Promote the Adopt-a-Park Program, "It's My Park Day", and other such community events and activities that support parks and programs

**Goal:** Employ an ongoing system of organizational evaluation

**Objectives:**

- 1) Conduct periodic surveys and studies
- 2) Conduct a departmental self assessment on a regular basis
- 3) Utilize high tech tools such as "RecWare" to assist with evaluation
- 4) Ensure that all departmental goals are being met

**Goal:** Maintain fiscal responsibility throughout the Department

**Goal:** Improve maintenance and operational efficiency throughout the park system

**Objectives:**

- 1) Regularly inspect park facilities
- 2) Utilize high-tech tools, such as GIS, centralized computer controls, etc, as a means to increase efficiency
- 3) Develop and maintain an asset management plan