

**HARTFORD, VT
PARKS AND RECREATION
DEPARTMENT**



**2022 Department Goals & Objectives
Town Master Plan
Goals Strategies & Actions**

“Our mission is to serve the needs of the community by offering lifelong learning through recreational and educational programming utilizing existing parks and facilities”

Updated 2003 – 2010 Updated 1/24/2011 Updated 1/5/2012 Updated 1/10/2013
Updated 1/15/2014 Updated 1/31/2017 Updated 10/14/2019 Updated 11/12/2019
Updated 3/11/2021 Updated 3/23/22

Reviewed by Parks and Recreation Commission and Staff

Goal #1:

Continue with CAPRA Reviews of various policies and procedures for 2025 Re-Accreditation. **In Progress**

Objective:

- Review consistently and train new staff on the process.
- Assign reviews according to the Plan Review Schedule.

Goal #2:

Keep key aspects of the office up to date and operations working with the MyRec System and other software components.

Objective: **In Progress**

- Require review of software and operations to be sure we are on the cutting edge of technology.
- Develop new pass system using bar codes for WABA, Pool and Rec Programs.
- Increase digital marketing by developing TikTok videos, Instagram and other Social Media Platforms.

Goal #3: Keep the community continuously updated about programs and services. seek specialized training to enhance our offerings and improve our services.

Objective: **In Progress**

- Attend trainings and seminars. All staff participation. Achieve 20 CEU's for CPRP certifications.
- Send staff members to Certified Pool Operator Course to be certified in pool operations.
- Collaborate with other agencies in the area on programs to enhance our offerings.

Goal #4: **In Progress**

Continue to offer quality programs and events that meet the needs of our community that promote healthy lifestyles, community and wellness.

Objective:

- Work with groups, organizations and individuals developing programs offerings. Focus on sponsorships that help offset the cost of the programs.
- Utilize the needs assessment results to guide decisions.

Goal #5: Ensure the wellbeing of staff, advocating for and allocating resources in a sustainable manner. **In Progress**

Objectives:

- Continue to evaluate the capacity of the Department (Staff/Volunteers) in the programs we offer and facilities that we operate.
- Complete evaluations with employees and have employees evaluate supervisory staff.
- Support leadership team staff by offering training opportunities and then work to support their efforts in providing leadership support to staff.

Goal #6: Maintain and develop parks and facilities to best serve the needs of the community in collaborative, efficient, productive and economic manner. **In Progress**

Objectives:

- Continue to use the past needs assessment results while investigating alternate uses of parks and green spaces.
- Work with organizations and businesses in collaborative ways that support parks.

Goal #7: Improve the clear expectations and guidelines for the users of athletic fields and parks. **In Progress**

Objectives:

- Continue to improve existing application forms through on-line pdf fillable options.
- Develop post use report for small and large functions.
- Report out results of each permitted usage to assure guidelines are met.
- Develop and put into use a post usage survey for permit users.

Goal #8: Work on development of a community wide needs assessment survey in 2025.

Objective:

- Distribute various surveys specific to needs identified in previous needs assessment.
 - Community Center specific survey to identify what a community facility might look like within the community. .

Goal #9: Promote scholarship program within the community. **In Progress**

Objective:

- Continue to collaborate with the Hartford School District, HCRS, and Upper Valley Haven to identify those individuals who may benefit from the Brian Hanson Scholarship Fund.
- Direct marketing for the Brian Hanson Scholarship Fund will occur on a quarterly basis. In-direct marketing will occur on a weekly basis. This would include advertisements in our Constant Contact campaign, hartfordrec.com, and school fliers.
- Brian Hanson Scholarship Fund Application may be downloaded at <https://www.hartford-vt.org/DocumentCenter/View/4861/Brian-Hanson-Scholarship-Application>
- Upon request, hard copies of the Brian Hanson Scholarship Fund Application will be mailed, along with a self-enclosed stamped envelope.
- Continue working with the Hanson Family and the Chamber of Commerce for the fundraising support for the scholarship program.

Goal #10: Develop and implement pool opening plan and operation. **In Progress**

Objective:

- Opening spring of 2022 with a community celebration
- Provide a positive aquatic experience for the community through successful operations through staffing and community use.
- Market and promote this community facility success.

Goal #11: Implement a comprehensive recycling and composting plan/program for HPR sponsored events and for HPR operated facilities. **In Progress**

Objectives:

- Utilize best management practices to design a plan/program

- Design a public awareness raising campaign to educate users and permittees of the program and their responsibilities
- Identify groups/organizations that can assist in implementation/facilitation of plan/program during HPR events

Town of Hartford – Master Plan - Parks & Recreation

A. Organizational

Goal 1: Continue collaboration and adapt to the community’s cultural and demographic make-up. In Progress

Strategy 1: Maintain a variety of recreational opportunities for all residents.

Actions:

- a. Continue to collaborate with special interest groups to provide recreation programs and special events; Polar Express, Covered Bridges Half Marathon, Balloon fest and Special Events.
- b. Continue to explore the possibility of constructing a river trail from Downtown White River Junction to Ratcliffe Park, which is part of the Latham Works Community Group.
- c. Continue relationships with the Lebanon/Mascoma Trail Network to connect with White River Junction.

Goal 2: Secure a plan that will guarantee funding to maintain our existing recreational programs, resources and facilities. In Progress

Strategy 1: Develop financial giving opportunities and establish secure funding resources.

Actions:

- a. Establish a capital reserve fund to secure funds in the operating budget to go toward existing capital maintenance and repair of existing facilities.
- b. Develop a give a gift catalog that shows images and descriptions of park and recreation related items that the Department can use through a donation.
- c. Establish a revolving fund for recreation programs.
- d. Identify cost-saving maintenance practices and landscaping options for parks and public spaces.

Goal 3: Implement or participate in a community-wide needs assessment, maintaining a 4 to 5 Completed In 2021 – New Survey In 2026 year cycle.

Strategy 1: Initiate participation in community needs surveys or develop internally to collect data on a 4 to 5 year cycle.

Actions:

- a. Continue to demonstrate through evaluation of community need through needs assessment and program evaluations for desired new programs and facility offerings.

Goal 4: Create a sub-committee consisting of a variety of vested interests to establish a community center. In Progress with Rec Commission

Strategy: Meet with community partners and stakeholders to identify a vested need for a community indoor recreation facility.

Action:

- a. Create a steering committee to focus on the feasibility of developing a community center for the Town of Hartford. Look at developing in collaboration with the Bugbee Senior Center.

B. Programs

Goal 1: Have services and facilities meet the community's cultural and demographic make-up. In Progress

Strategy 1: Maintain a variety of recreational opportunities for residents of all ages, cultural diversity, and abilities to advocate and promote a healthier community population.

Actions:

- a. Plan and implement town-wide indoor and outdoor active-living programs for families and adults.
- b. Maintain community wide events by enhancing its program through collaborations with other organizations such as the Chamber of Commerce and Downtown Merchant Associations.
- c. Continue participation in the Hartford Community Coalition.

Strategy 2: Facilitate intergenerational social awareness and diversity. In Progress

Action:

- a. Create and implement two intergenerational art/music programs per year (cooking, quilting, knitting and card making).

Strategy 3: Meet the programming logistics of working parents through a more on-line presence. In Progress

Actions:

- a. Continue to engage in social media outlets to promote further programs and offerings.

Strategy 4: Build on existing coalitions within the community and identify new opportunities. In Progress

Actions:

- a. Continue to collaborate with special interest groups to provide recreation programs and special events: Polar Express, Covered Bridges Half Marathon, Balloon Fest and other special events.
- b. Continue to explore the possibility of constructing a river trail from Downtown White River Junction to Ratcliffe Park with the Latham Works Community Group.
- c. Continue relationships with the Lebanon/Mascoma Trail Network to connect with White River Junction.

Strategy 5: Continue to promote programs that create one-town awareness versus a one-

village image.

Actions:

- a. Program activities that create visitation to each village (Valley Quest, Tree Walk tour and fun run/walk events)
- b. Maintain the Parks & Recreation motto of five villages, three rivers, one town.

Goal 2: Secure a plan that will guarantee funding to maintain existing recreational programs, resources and facilities. Not Initiated

Strategy 1: Develop financial giving opportunities and establish secure funding resources.

Actions:

- a. Establish a capital reserve fund to secure funds in our operating budget to go toward existing capital maintenance and repair of existing facilities.
- b. Develop a give a gift catalog that shows images and descriptions of park and recreation related items that the Department can use through a donation.
- c. Establish a revolving fund for recreation programs.
- d. Identify cost-saving maintenance practices and landscaping options for parks and public spaces.

Goal 3: Provide and maintain desired and high-quality programs and services.

Strategy 1: Create short-term and long-term measurable assessments of Parks and Recreation services and facilities.

Actions:

- a. Use evaluations at the end of every recreational program to identify what worked, didn't work and desired new programs.
- b. Maintain the Survey Monkey online program and apply the data to evaluation summaries.
- c. Implement or participate in a community wide needs assessment and program evaluations, every 4 to 5 years.

Goal 4: Evaluate the need for a community indoor recreational facility.

Strategy 1: Engage community partners and stakeholders in the process.

Action:

- b. Create a steering committee to focus on the feasibility of developing a community center for the Town of Hartford. **In Progress with Rec Commission**
- c. Consider collaboration with the Bugbee Senior Center.

Goal 5: Integrate Town and School Services and Facilities

Strategy 1: Have department youth & adult athletics become an integral part of developing an entire town/school sport programs and facilities.

Actions:

- a. Maintain relationship with Hartford High School Athletics using their system to aid in the development of the youth sport and recreation programs.

- b. Maintain representation on the Hartford Field Facility Use Committee.

Goal 6: Maintain the rural character of our community landscape.

Strategy 1: Facilitate community appreciation of preserving opens spaces and forested areas as recreational resources.

Action:

- a. Schedule community conservation/environmental educational programs over the course of a year working in partnership with the Hartford Conservation Commission.