



VI. Goals and Objectives

Developing goals and objectives is an important part of the recreation planning process. The overall goal of a parks and recreation department is to provide recreation opportunities for the community **and/or** region it serves. More specific goals must be based on the demographic characteristics of the population served, the physical and environmental characteristics of the area, and the input of the community.

Goals are the broadest level. They are overreaching and general. Objectives carry out the purpose of the goal. The Action Program is the last level and it identifies specific projects and programs. The Action Program can include organizational, staffing, programming, public information, and operation and maintenance actions. Bay County formulated the following goals and objectives based upon the characteristics of the overall community, the input received at the community input sessions and the survey. These goals are applicable for Bay County Parks and Recreation and many of them also apply for the individual participating communities.

GOAL 1

Retain public land for future generations.

Objectives

1. Retain **existing** parkland and acquire new public lands to meet the recreational needs of the community.
2. Promote and enhance the financial stability of Bay County's Parks and Recreation Division.
3. Preserve and protect open space and significant natural features in Bay County.

Comments and justification

Residents of Bay County are proud of their parks and recreational facilities. They realize they are part of **the quality** of life in the area. New lands may need to be acquired so specific facilities can be added or so that special natural features can be preserved.

GOAL 2

Provide quality leisure time activities with special consideration given to activities improving health and fitness.

Objectives

1. Provide passive and active programming for a variety of ages and abilities of the population.
2. Continue to work with existing recreation partners in the community to provide programs, leagues, and special events. Explore options for new and expanded partnerships to provide additional recreational opportunities.

Comments and justification

Due to limited resources and **staffing**, recreational programming and facilities in Bay County are provided by several different organizations and entities. Some of them work with the County in some capacity. The County wishes to continue facilitating and enhancing these relationships, where feasible, so as to meet the needs of residents without offering **duplication** of services.

GOAL 3

Provide safe, broad, community-based recreation opportunities that improve the overall quality of life for all residents of Bay County.

Objectives

1. Continue to add amenities to Bay County park facilities based upon **community** input and need.

Comments and justification

Bay County used several means of public input in several locations across the County. It will use that input along with recreational trend data to formulate recreational capital improvement plans for the future.

GOAL 4

Provide trails and multi-use paths for recreational and transportation use.

Objectives

1. Develop a County-wide trail corridor plan.
2. Where possible, connect trails to regional trails and destinations.
3. Where feasible, encourage the County Road Commission to provide easements for trails and trail corridors that will connect to regional trails and destinations.

Comments and justification

All forms of non-motorized transportation are becoming increasingly important across the United States. Multi-use paths, trails, and bike lanes are used for recreation and transportation. Paths can be used for active and passive recreation and they are just one of many ways that can increase the health and fitness of a community. As this document was written, a Tri-County Regional Pathway Plan was developed to plan for linking Saginaw, Bay, and Midland Counties and the various existing paths within them. Bay County was part of this regional planning effort and it wishes to be part of future regional path development efforts. A proposed **Tri-County** Regional Path Map is shown in the Appendix.

GOAL 5

Make Bay County a better place to live for elders and people with disabilities.

Objectives

1. Create an inventory of services and opportunities in our community that promote the independence and quality of life for older adults and the disabled.
2. Initiate partnerships with other units of government and recreation providers to promote the development of senior friendly community amenities.
3. Provide recreational opportunities for people with disabilities, developing improvements and upgrades to park facilities that are handicap accessible.
4. Continue program development for special needs populations.

Comments and justification

According to the 2000 Census, the median age of Bay County residents is **38.4** years. That is nearly three years greater than that of the State of Michigan at 35.5 years. As the baby boom

population continues to age, there will be increased demand for recreational facilities and services that meet the needs of aging adults. Further, Figure 1 shows that the 19.7% of County residents have a disability. This population also has special needs in terms of recreational facilities.

Bay County is attentive to the needs of its senior citizens and all those who have some diminished capacity that may limit their access to recreational resources in the community. As part of that ongoing commitment, Bay County is seeking a "Community for a Lifetime" designation from the state of Michigan. To achieve this goal, Bay County will review all recreational **projects** to consider the needs of seniors and persons with disabilities. Designs will incorporate the philosophies and principals of "universal design" and they will address "Communities for a Lifetime" goals.

GOAL 6

Provide youth development programming and expand recreational facilities for such in Bay County.

Objectives

1. Add new sports leagues in Bay County based upon community input, recreation trends and general need.
2. Add one-day recreation events for youth in the community.
3. Provide a mechanism to assist youths with financial need to participate in County recreational activities.

Comments and justification

Recreational opportunities for youth in Bay County are both numerous and diverse. The inventory of recreational resources substantiates both diverse recreational opportunity and geographic distribution of youth recreational facilities. This recreation plan supports the inclusion of new and emerging new youth recreational **projects** and facilities, like the skate park constructed in Bay City, that further diversify the types of recreation in which youth can engage **and/or** expand the geographic distribution of existing recreational opportunities in Bay County.

GOAL 7

Develop recreation opportunities that focus upon and take advantage of Bay County's natural assets.

Objectives

1. Develop public fishing opportunities in Bay County.

2. Develop public **hunting/shooting** range opportunities in Bay County.
3. Develop opportunities, alone or in partnership with others, to educate citizens about natural resources and environmental stewardship in Bay County.

Comments and justification

Bay County has some unique natural resources and habitats. It is part of the Mississippi and Atlanta flyway for migratory birds. The Saginaw Bay provides a shoreline wetland habitat and a source of sport fishing. Woodlands provide habitat for deer, raccoons, muskrat, squirrels, rabbits, and other small game. Bay County wishes to incorporate these features into its parks and recreation program. Further, it wishes to educate the public about the unique environments in Bay County.