

Project Vision/Critical Success Factors
Parks, Recreation, and Cultural Resources Master Plan Update
 Cary, NC
 (June 1, 2011)

Project Vision
<p>Create a visionary, yet realistic plan to guide the development of the parks, recreation, and cultural resources system in the Town of Cary for the next 5-10 years that responds to evolving community demographics, trends, needs, and interests. Maintain the Town of Cary as a regional and national leader in parks and recreation by integrating best practices into the plan. Create planning and decision-making tools to guide staff and leaders in making wise capital and operating investment decisions for the parks, recreation and cultural resources system, now and into the future.</p>

Critical Success Factors	Outcomes
<ol style="list-style-type: none"> 1. Identify parks and recreation needs and gaps in service, with a focus on West Cary and the downtown/Maynard loop. 2. Develop a service delivery model for future community centers. 3. Provide a strategic direction for cultural and historic resources services. 4. Identify the balance between local and regional service provision (e.g., athletic facilities, cultural resources, etc.). 5. Prioritize improvements to the greenway/trail system to increase connectivity and enhance the trail-user experience. 6. Ensure sustainability is incorporated in the Master Plan (i.e., financial, environmental, and social). 7. Integrate relevant Town and Parks, Recreation and Cultural Resources Department plans and policies into the Master Plan update. 	<ol style="list-style-type: none"> 1. Utilize public input (e.g., statistically-valid survey, focus groups, and public meetings) and Level of Service Analysis to identify needs and gaps in service. Develop concept plans for select sites. 2. Through analysis of local conditions, needs, industry trends and best practices, propose a service delivery model for community centers. 3. Through analysis of needs and opportunities, develop strategic recommendations for cultural and historic resources services. 4. Use statistically-valid survey to determine priority local needs for parks, recreation and cultural resources services. 5. Identify priority strategies to improve the greenway system (e.g., amenities, design standards, maintenance best practices, etc.) and trail connectivity. 6. Incorporate sustainability principles and best practices throughout Master Plan. (Identify financial sustainability approaches including alternative funding and revenue generation opportunities.) 7. Synthesize relevant Town policies and plans into the Master Plan, identifying areas where alignment is needed.

Note: This is based on a synthesis of staff input received on 4-25-11 and staff and Advisory Board input on 5-10-11, balanced with the project scope.