



**GreenPlay, LLC  
Vision/Critical Success Factors**

Project Title: Parks and Recreation Master Plan  
 Client: Town of Bethlehem, NY  
 Project Manager: Art Thatcher  
 Date: November 24, 2014

Project Vision
This Master Plan will serve as a guiding document for the planning and development of the Town’s parks, waterfront, trails, recreation programs, and services. It will be used to prioritize expenditures for operations and capital needs to ensure that the Town develops a financially and environmentally sustainable parks and recreation system.

Critical Success Factors	Performance Measures
1. Develop a Master Plan with useful qualitative and quantitative information that depicts the true needs of the community.	1. Utilize broad input from all public forums, the professional knowledge of the Project Team, existing pertinent data, and other town planning documents to highlight consistencies and leverage funding opportunities.
2. Assess the condition of the parks and recreation infrastructure and provide recommendations to address needs and gaps in condition and service.	2. Develop a digital composite inventory of all parks and recreation facilities that includes both quantitative and qualitative analyses to identify needs and provide action plan for implementation.
3. Develop recommendations that address Bethlehem’s changing demographics, population, and development trends.	3. Identify opportunities for prioritizing parks and recreational assets, programs, services, and staffing levels. Work with other departments to assess possible park expansion and pedestrian and bicycle connections between neighborhoods and parks.
4. Address the importance of communicating with alternative providers, to minimize gaps or duplication of facilities and programs and optimize the use of resources.	4. Gather and assess information from alternative providers regarding their facilities, programs, and the demographics they serve.
5. Provide and present findings, recommendations, and implementation strategies that are new, innovative, and achievable.	5. Develop a Master Plan document that synthesizes information gathered during the development process and clearly articulates the function of the Parks and

	<p>Recreation Department. Provide recommendations and implementation strategies for the development of quality parks and recreation activities using industry trends and best practices to guide the departments planning and operations for the next 5-10 years.</p>
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