

Action Plan

Communications

2009

- Build in-house contact list to 4,000 by collecting names at shows, parks and events
- Redesign Kent County Parks brochure and distribute throughout parks and other outlets
- Have an exhibit display at two public shows/events

2010

- Develop user recommendations for improvements to the Kent County Parks website
- Build in-house contact list to 6,000 by collecting names at shows, parks and events
- Have an exhibit display at three public shows/events

2011

- Implement improvements from user recommendations to the Kent County Parks website
- Build in-house contact list to 8,000 by collecting names at shows, parks and events
- Begin distributing at least one press release per month
- Have an exhibit display at four public shows/events

2012

- Build in-house contact list to 10,000 by collecting names at shows, parks and events
- Have an exhibit display at six public shows/events

2013

- Have an exhibit display at six public shows/events

Programs

2012

- Develop a strategic plan for educational nature programs in Kent County Parks

2013

- Begin implementing recommendations from strategic program plan

Park and Trail Development

2009

- Install parking and a nature trail loop at Leopard Preserve (\$100,000)
- Expand mountain bike and hiking trails at Luton Park
- Complete Phase I and Phase II of Meijer Trail Network at Millennium Park

- Complete east and west end paving on M-6 Trail covering 7 miles total

2010

- Install parking facilities at Luton Park (\$1,000,000)
- Complete paving of central segment of M-6 Trail for 1½ additional miles
- Develop a 6.5 mile non-motorized trail joining the Fred Meijer White Pine Trail State Park to the Musketawa Trail

2011

- Complete Phase III of Meijer Trail Network at Millennium Park
- Connect Paul Henry Thornapple Trail across M-6 gap
- Develop parking, open shelter and canoe/kayak facilities at Two Rivers Park

2012

- Establish trails and parking facilities at regional park in Lowell
- Establish trails and parking facilities in undeveloped region of Chief Hazy Cloud Park, upgrade older facilities
- Develop parking and trails at Thornapple Riverbend Park

2013

- Develop additional parking area and trails at Two Rivers Park
- Complete initial development of Thornapple Riverbend Park with handicap-accessible fishing and other facilities

Improvements

2009

- Install accessible playground and other improvements at Myers Lake Park (\$250,000)
- Renovate historic shelter at Townsend Park to provide barrier-free access and parking (\$40,000)
- Repave and widen Kent Trails (\$1,000,000)
- Pave 2.8 miles of the Paul Henry Thornapple Trail from 68th St. to Caledonia

2010

- Install accessible playground at Ruehs Park
- Create a dog park at Lamoreaux Park (\$50,000)
- Begin redeveloping trails and improving parking and other facilities at Gordon Park (\$100,000)
- Replace enclosed shelter tables and chairs at Wabasis Lake and Caledonia Parks
- Make structural improvements to restroom facility at Creekside Park

2011

- Complete improvements at Gordon Park
- Develop new trailhead for Paul Henry Thornapple Trail at Paris Park
- Construct rental cabins at Wabasis Lake Park and Campground

- Replace tables and chairs at Douglas Walker and Townsend Park shelter houses

2012

- Redesign and redevelop hiking trail system at Knapp Valley Forest
- Replace enclosed shelter tables and chairs at Johnson and Long Lake Parks
- Renovate interiors of selected restroom facilities

2013

- Redevelop and improve facilities at Ruehs Park
- Replace enclosed shelter tables and chairs at Fallasburg Park

Land Acquisition

The current plan seeks to increase county-provided regional parkland to a total of 10 acres per 1,000 residents. The Department sees opportunities to achieve this goal by acquiring approximately 200 acres on average per year. Where possible, the emphasis will be on expanding smaller parks to reach the 200+ acre threshold for regional parks, and continuing to expand larger parks that already have crossed this threshold. Some strategic acquisitions offering unique recreation or conservation opportunities also may be pursued. Future plans may consider increasing the County's goal to eventually achieve the minimum national guideline of 15 acres per 1,000 residents for regional parks of 200+ acres in size.

2009

- Add 200 acres to the total County acreage qualifying as regional parkland by acquiring land adjacent to existing parks.

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2011

- Add 200 acres to the total County acreage qualifying as regional parkland by acquiring land adjacent to existing parks.

2012

- Add 200 acres to the total County acreage qualifying as regional parkland by acquiring land adjacent to existing parks.

2013

- Add 200 acres to the total County acreage qualifying as regional parkland by acquiring land adjacent to existing parks.

Operations and Management

2009

- Complete development of park assets database
- Create and fill seasonal part-time volunteer coordinator position
- Establish a volunteer recruitment and retention program

2010

- Develop, test and refine a program to regularly evaluate sites and facilities
- Begin annual surveys of Kent County Parks volunteers

2011

- Implement site and facility evaluation program

2012

- Evaluate current staffing and assess long range needs

2013

- Hire full-time Kent County Parks naturalist

Funding

2009

- Collaborate with the Kent County Parks Foundation to develop a project-specific direct mail appeal; begin conducting mailings at least annually for different projects
- Implement a grants management system to track and follow up on all department grants
- Increase golf course revenues through targeted discounts, new communications efforts, and improved point of sale management
- Apply for and receive state funding for parkland acquisition
- Continue efforts to develop alternate and more diversified finding sources

2010

- Assist the Kent County Parks Foundation Board in developing a five year strategic plan
- Secure additional \$250,000 in funding from for parkland acquisition from the County's general fund capital improvement program

2011

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- Apply for and receive state funding for parkland acquisition

2012

- Secure additional \$250,000 in funding from for parkland acquisition from the County's general fund capital improvement program

2013

- Secure additional \$250,000 in funding from for parkland acquisition from the County's general fund capital improvement program
- Apply for and receive state funding for parkland acquisition