CHAPTER 8—IMPLEMENTATION STRATEGY

One of the most important elements of a completed plan is to have a finished product that will be an interactive tool containing well defined goals, easily implemented strategies, and a prioritized action plan. This tool -the implementation strategy- will serve as a guide to public and private decision making that will help to shape the future of parks and recreation in Moon Township.

In this chapter, a complete implementation schedule has been created for the goals that have been identified throughout the planning process. The recommendations identify the potential funding sources, time frames and estimated dollar amounts for each project. The implementation strategy has been presented in a format so that as goals and objectives are met, they can be replaced with new goals and objectives that reflect current trends within Moon Township and in the region.

The goals that were developed are policy-oriented statements of what needs to happen in order to produce the desired "vision" of the community. They are the broad topics or ideas, which correspond to the elements of the plan and are an end towards which the strategies are aimed. Typically, goals address an unsatisfactory situation, an unmet need, or an unresolved issue and serve as criteria in evaluating amendments to the plan.

To ensure that the goals are met in an effective and efficient manner, strategies were developed and identify specific items that need to be accomplished to achieve the stated goals. The strategies were developed to reflect actions that are able to be carried out or influenced by Moon Township.

The goals in the Moon Township Comprehensive Recreation, Park and Open Space Plan were identified for each of the various elements throughout the planning process using public and municipal input, field views and stakeholder interviews. These goals were then ranked at a public meeting on June 7, 2004. Once the goals were ranked, strategies were developed based on input from the steering committee, municipal staff and the public as well as the planning consultant team.

The following tables list the goals for each of the elements in order as ranked by the public, along with the strategies, costs associated with the strategies, the responsible agent and any potential partners. Potential funding sources as well as technical partners can be found in Appendix I.

FACILITIES AND EQUIPMENT

Improve maintenance at all Moon Township recreation facilities			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Implement master site plans for Moon and Robin Hill Parks	20,000 - 40,000	Moon Township Parks and Recreation Department (MP&R)	Planning Department, P& R Board
Conduct weekly inspections of all recreation facilities	Staff time	Public Works Department	MP&R
Daily Log of all maintenance activities both scheduled and unscheduled			MP&R
Ensure that maintenance staff are trained in playground safety and pest inspection		Township Administration	MP&R, Public Works Department,
Provide training to volunteers regarding safety standards		MP&R	N/A
Ensure that liability insurance is up-to-date as new equipment is purchased, new facilities constructed and new programs established		Supervisors	Public Works Department
Develop a risk management plan specific to parks and recreation			MP&R, Public Works Department
Develop a formal maintenance plan that focuses on preventative maintenance	Staff time		
Institute a replacement plan for all equipment used by the public works department			
Improve the pond at Moon Park	Dependent on improvements		
Implement the recommendations for facilities as noted in Chapter 4, Pages 13 – 19	Project Dependent		

Expand the existing trail network			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Conduct a township wide trails and greenways plan that is consistent with the Allegheny County Greenways Plan	$10,000 - $30,000	Planning Department	Board of Supervisors, Allegheny County Department of Economic Development (ACDOED)
Ensure that future trails have pedestrian access from population and employment centers within the township	Dependent on project		MP&R
Establish design standards that define how bike lanes should be built	Staff Time	Supervisors / Administration	ACDOED, PennDOT, SPC, Township Engineer
As roadways are updated, develop bike lanes	Dependent on projec		PennDOT
Encourage new developments to provide greenways and trail systems	Staff Time		MP&R, Moon Township Environmental Council (EAC)

FACILITIES AND EQUIPMENT

Ensure the provision of both active and passive recreational amenities			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Ensure that neighborhood parks provide a balance of 50% active activities and 50% passive activities as recommended by the National Recreation and Parks Association	Project Dependent	Public Works/ADMIN	MP&R
Implement the recommendations in the conceptual plan for Olson Park	Conceptual Plan	Public Works/ADMIN	MP&R

Ensure that parks are monitored in order to decrease vandalism			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Partner with the Moon Township Police Department to provide police presence within the parks	Staff time	Township Administration	Moon Township Police, Supervisors
Reconfigure Overlook Park play equipment (with updated equipment) closer to Mooncrest Community Center	Dependent on what equipment is replaced	Township Administration	Board of Supervisors,MP&R and Public Works
Increase video surveillance equipment in the parks	20,000		

Implement thematic signing for all Moon Township recreation facilities			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Place thematic signage throughout the township that identifies the parks and recreation facilities	$100 -$2,500 per sign	Supervisors	MP&R, Public Works, Administration
Create an attractive park directional map that can be distributed at township facilities and also placed on the township web site	$0-$2,500	MP&R	Planning Department
Update and improve the signs for the entire park system	$100 - $2,500 per sign	MP&R	

FACILITIES AND EQUIPMENT

Ensure that current and future recreation facilities meet the special needs of Moon Township residents			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Implement the Americans with Disabilities Act requirements as noted in Chapter 4, pages 13 – 19	Project Dependent	Public Works/Administration	ACDOED
Implement the recommendations from the Mooncrest Redevelopment Plan for park properties	Project Dependent	Supervisors/Administration	MP&R, Public Works, MCA
Incorporate guidelines and legal standards from the *Recommendations for Accessibility Guidelines: Recreational Facilities and Outdoor Developed Areas* for all final designs guidelines for all units of the park, recreation and open space system	Staff Time	Public Works/Administration	MP&R

Provide new recreation facilities within the township that have been identified as a high priority by the public			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Construct an indoor community / aquatic center at Moon Park	$20 - $30 Million	Supervisors/Administration	MP&R, Public Works, Parks and Recreation Board

ENVIRONMENT, OPEN SPACE, GREENWAYS

Explore opportunities to acquire more open space			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Review land use ordinances to ensure that new developments provide the optimum amount of open space	N/A	Supervisors / Administration	MP&R, EAC
Develop a monitoring system to review potential open space acquisitions as they are put on the market			
Create a conservation fund for open space acquisition	Municipal budget		MP&R, Parks and Recreation Board

Protect the quality of the streams throughout the township			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Ensure that riparian buffers remain in place along the streams	N/A	Supervisors	Planning Department, Local Watershed Organizations, EAC
Engage in a water quality monitoring program	Staff Time		

Ensure that the environmental features of the township are protected			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Identify properties in the township that contain unique natural, cultural and historical amenities worth protecting	Staff Time	Supervisors	MP&R, Planning
Partner with the area environmental organizations to ensure that environmentally sensitive areas are protected			

Promote the availability of open space and natural areas within the township			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Post a map of the open space and natural areas on the township website	N/A	Planning Department	Township Web Master
Include open space and natural areas on all promotional material for the Moon Township Parks and Recreation Department		MP&R	N/A

RECREATION PROGRAMS

Promote the township recreation programs			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Enhance signage and marketing information for current programs	$0 - $2,500	MP&R	Community Businesses
Create a bi-annual program guide to list current program opportunities	$5,000		
Develop a Public Relations / Marketing Plan that includes seasonal program brochures that can be mailed to residents	$15,000 - $25,000		Supervisors, Twp. Manager, Parks and Recreation Board, Marketing Consultant
Improve the parks and recreation department's portion of the web site to include programs, surveys, maps, applications, fee schedule, etc.	N/A		Township Web Master

Utilize available facilities to the fullest extent			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Conduct a cost / benefit analysis for facilities	Staff Time	MP&R	Parks and Recreation Board
Choose a program delivery option for each new program offered			Moon Area School District, Local Sport Organizations
Coordinate efforts with Moon Area School District and other area service providers to ensure mutual program needs are met			Moon Area School District, Other Area Service Providers
Take a more active role in township owned facility scheduling and use		Board of Supervisors	MP&R, Administration

Develop a program evaluation tool to access public opinions of existing programs			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Adopt a program cycle	Staff Time	MP&R	Parks and Recreation Board, National Parks and Recreation Association (NRPA)
Develop a program activity evaluation form to be distributed to all participants and instructors			
Develop written objectives as well as a comprehensive records system to analyze participation levels, costs, profits, etc. for each program			

RECREATION PROGRAMS

Provide new recreation programs to target the population segments that are currently underserved			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Partner with the Moon Area Senior Citizens Association and other appropriate groups to provide elderly programming	Staff Time 5,000	MP&R	Moon Area Senior Association
Complete an annual survey to Moon Township residents inquiring about programs that are needed			N/A
Develop an annual program plan that targets 5 to 10 new programs per year			
Partner with area cultural groups to provide additional cultural events			West Hills Art League

Ensure an adequate number of recreation programs are offered during all seasons			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Provide additional winter programming	5,000	MP&R	NRPA
Conduct an annual survey of Moon Township residents inquiring about programs that are needed			Interns

ADMINISTRATION AND PERSONNEL

Provide a variety of non-paid staffing opportunities			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Provide a volunteer form at all MP&R events	Staff Time	MP&R	Parks and Recreation Board
Form volunteer organizations for Moon Township parks (i.e. "Friends of…Park")		Supervisors	MP&R
Coordinate with the Moon Area School District and local magistrates to provide community service opportunities			Moon Area School District, local magistrates, MP&R
Enhance current Partnership with local universities to develop an intern program		MP&R	Robert Morris University, University of Pittsburgh, Duquesne University

Develop a relationship with the Moon Township School District to better coordinate the provision of parks and recreation facilities and services			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Establish a cooperative agreement between the township, the school district and Crescent Township	Staff Time	Supervisors	MP&R, Parks and Recreation Board, Township Manager, NRPA
Formalize the agreements between the township and all organizations that utilize the township facilities			

Increase the number of staff in the Moon Township Parks & Recreation Department to meet maintenance, programming, and administration needs			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Provide Administration assistance by establishing a part-time position, which should lead to a full-time position, to provide technical / clerical support	$10,000-15,000 per year	Supervisors	Township Manager, MP&R,
Recruit and hire instructional / supervisory staff to oversee recreation programs	Dependent on staff hired		

FINANCING

Identify existing funding opportunities at the state and federal level for recreation facilities and programs			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Assign clerical individual the task of conducting a quarterly web search to identify funding sources and funding cycles	Staff Time	Supervisors	Township Manager, MP&R, Parks and Recreation Board

Identify fundraising opportunities (public / private partnerships, sponsorships, advertising, public grants and foundations, etc.)			
Strategy	***Fee Associated***	***Responsible Agent***	***Partners***
Create a private non-profit entity to solicit funding	Staff Time	Supervisors	MP&R, Parks and Recreation Board, NRPA
Create a park endowment fund	Dependent on amount of endowment		NRPA
Conduct an advertising campaign to solicit businesses to advertise at Moon Township Recreation Facilities	Staff Time as well as postage (if a mailing is done)	MP&R	Parks and Recreation Board
Develop a fee schedule that is 120 to 150 percent of the program cost	Staff Time		N/A
Partner with local private and non-profit entities in fundraising efforts			Community Organizations

Explore alternative funding methods (Institute a dedicated millage rate / tax fee for recreation, develop a fee structure for facility use, hire grant writer, etc.)			
Strategy		***Responsible Agent***	***Partners***
Utilize the capital reserve budget as a match for grants	Dependent on amount used	Supervisors	MP&R, Parks and Recreation Board
Investigate the opportunity to institute a "fees in lieu of" as part of the subdivision and land development ordinance	Staff Time		
Investigate the opportunity to institute a dedicated tax for parks and recreation			