2016-2017 STRATEGIC PLAN

PERSPECTIVE	GOAL	OBJECTIVES	INITIATIVES
CUSTOMER PERSPECTIVE	CREATE GREAT PARKS	Create Destinations	Establish each park's unique assets and value as a destination
		Establish the Plan for the Next Levy Period	Identify improvements, services, staffing and budget for the next levy period
		Ensure Healthy Biodiversity	Ensure conservation plans protect our region's natural heritage and match agency resources
	ENGAGE THE COMMUNITY	Create a Community Conservation Culture	Connect youth and family to nature and active outdoor lifestyles
			Develop strategies to ensure inclusiveness in connecting people to nature
FINANCIAL PERSPECTIVE	BE A MODEL OF FISCAL RESPONSIBILITY & INTEGRITY	Commit to Financial Transparency	Provide easy access to the organization's financial data and reports to ensure data-driven decisions
		Ensure Financial Stability	Adhere to the organization's cost recovery plan and pricing philosophy
			Create a culture of incorporating community-based philanthropy, fundraising and sponsorships in the organization
INTERNAL BUSINESS PERSPECTIVE	ACHIEVE OPERATIONAL EXCELLENCE	Provide Exceptional Customer Service	Develop internal and external customer service standards and evaluation tools
		Improve Business Practices	Achieve and maintain accreditation through the Council on Accreditation for Park and Recreation Agencies (CAPRA)
GROWTH/ DEVELOPMENT PERSPECTIVE	EMPOWER AND PREPARE OUR TEAM	Develop Leaders	Implement succession and staff professional development plans
		Encourage Creativity and Innovation	Enable, encourage, recognize and celebrate innovation and calculated risk-taking
		Be Accountable to Outcomes	Align and measure organization, department and staff performance based on the organization's vision, mission, values, goals and objectives