

2019-2020 STRATEGIC PLAN

	GOALS	OBJECTIVES	INITIATIVES	
ENVIRONMENTAL STEWARDSHIP	CREATE GREAT PARKS	Create Destinations	Establish each park's unique assets and value as a destination by establishing plans for parks, trails and land protection	2020
		Ensure Healthy Biodiversity	Conduct research and restoration efforts that support healthy biodiversity of natural areas in the region	2020
	ENGAGE THE COMMUNITY	Create a Community Conservation Culture	Connect youth and family to nature and active outdoor lifestyles as identified in the Youth & Family Action Plan	2020
			Develop strategies to ensure inclusiveness in connecting people to nature and active outdoor lifestyles	2020
FINANCIAL	BE A MODEL OF FISCAL RESPONSIBILITY	Enhance Financial Planning Practices	Establish a park and facility infrastructure repair and replacement plan	2020
			Establish criteria and guidelines for use of general funds and alternative funds for capital projects	2019
		Ensure Financial Stability	Adhere to the organization's cost recovery plan and pricing philosophy	2019
OPERATIONAL	ACHIEVE OPERATIONAL EXCELLENCE	Provide Exceptional Customer Service	Ensure there are consistent policies related to pricing, permits and partnerships	2019
		Improve Business Practices	Complete mini-business plans for each core program area	2019
			Develop a comprehensive GIS strategy that maximizes the potential to serve the agency and the public	2020
TEAM DEVELOPMENT	EMPOWER AND PREPARE THE TEAM	Develop Leaders	Implement succession and staff professional development plans	2020
		Encourage Creativity and Innovation	Ensure the organization recognizes and celebrates innovation and calculated risk-taking	2020
		Be Accountable to Outcomes	Align and measure the organization and staff performance based on the Comprehensive Master Plan	2019