

2023

STRATEGIC AREAS OF FOCUS

DIVERSITY, EQUITY AND INCLUSION

COLLABORATE WITH
REGIONAL PARTNERS
TO CREATE EQUITY

MEANINGFULLY ENGAGE
DIVERSE COMMUNITIES

CREATE SAFE AND
WELCOMING PARKS,
FACILITIES, AMENITIES,
AND PROGRAMS

HIRE, TRAIN, AND
PROMOTE A DIVERSE
WORKFORCE

ALLOCATE RESOURCES
APPROPRIATELY

CLIMATE CHANGE MITIGATION

BECOME A
CARBON-NEGATIVE
AGENCY

BUILD PHYSICAL
RESILIENCY TO CLIMATE
CHANGE IMPACTS

RESOURCE THE AGENCY
TO RESPOND TO
CLIMATE CHANGE

LEAD THE COMMUNITY'S
RESPONSE TO CLIMATE
CHANGE MITIGATION

EMPOWER AN ALL-STAFF
RESPONSE TO CLIMATE
CHANGE

SUSTAINED FINANCIAL GROWTH

INCREASE
PHILANTHROPIC
CONTRIBUTIONS

INCREASE EARNED
INCOME

TAKE CARE OF WHAT
WE HAVE

2023 STRATEGIC PLAN

DIVERSITY, EQUITY AND INCLUSION

GOALS	OBJECTIVES	ORGANIZATIONAL INITIATIVES
COLLABORATE WITH REGIONAL PARTNERS TO CREATE EQUITY	<p>Partner to magnify impact</p> <p>Partner to remove barriers</p>	<ul style="list-style-type: none"> • Engage with the major DEI initiatives in Montgomery County • Work with partners to improve ease of access to our parks
MEANINGFULLY ENGAGE DIVERSE COMMUNITIES	<p>Develop and sustain relationships with underserved communities</p>	<ul style="list-style-type: none"> • Develop a plan for building relationships with underserved communities
CREATE SAFE AND WELCOMING PARKS, FACILITIES, AMENITIES, AND PROGRAMS	<p>Create an environment in our parks and facilities where the underserved community feels it belongs</p>	<ul style="list-style-type: none"> • Develop concepts to create a culturally inclusive sense of place in our parks • Design and market programs that appeal to underserved communities
HIRE, TRAIN, AND PROMOTE A DIVERSE WORKFORCE	<p>Train the workforce to be culturally competent in the community and within the agency</p>	<ul style="list-style-type: none"> • Agency Succession Plan includes the DEI priorities for staff development & promotion • Develop a DEI training program for staff and volunteers
ALLOCATE RESOURCES APPROPRIATELY	<p>Invest equitable resources in the parks, facilities, including trails, and services in underserved communities</p>	<ul style="list-style-type: none"> • Prioritize development of the urban parks and facilities, including trails, and of Spring Run • Prioritize services in the urban parks and at Spring Run

2023 STRATEGIC PLAN

CLIMATE CHANGE MITIGATION

GOALS	OBJECTIVES	ORGANIZATIONAL INITIATIVES
BECOME A CARBON-NEGATIVE AGENCY	<p>Reduce greenhouse gas emissions</p> <p>Increase the agency's carbon sink</p>	<ul style="list-style-type: none"> • Implement current initiatives in the sustainability plan • Determine the agency's carbon sink • Develop operational priorities to increase our carbon sink
BUILD PHYSICAL RESILIENCY TO CLIMATE CHANGE IMPACTS	<p>Plan and budget for and adapt to impacts of climate change</p>	<ul style="list-style-type: none"> • Map, inventory, and budget to mitigate FRMP climate vulnerabilities, including natural areas
RESOURCE THE AGENCY TO RESPOND TO CLIMATE CHANGE	<p>Budget to achieve climate change mitigation</p> <p>Allocate staff to prioritize climate change mitigation efforts</p>	<ul style="list-style-type: none"> • Develop and implement a plan to reduce operational costs • Develop new alternative revenue sources to fund climate change mitigation • Develop and implement a plan to function differently to save resources and reduce our impact on the environment
LEAD THE COMMUNITY'S RESPONSE TO CLIMATE CHANGE MITIGATION	<p>Educate the community on climate change mitigation</p> <p>Lead advocacy in climate change mitigation</p>	<ul style="list-style-type: none"> • Develop key themes/messages to incorporate into interpretation and programing • Tell the region's climate change mitigation story • Convene key partners to develop the climate change mitigation advocacy effort
EMPOWER AN ALL-STAFF RESPONSE TO CLIMATE CHANGE	<p>Incorporate accountability for climate change mitigation for all staff</p> <p>Educate the staff on climate change</p>	<ul style="list-style-type: none"> • Update the Sustainability Plan to include climate change mitigation focus for all staff • Update the Sustainability Plan to include climate change mitigation training

2023 STRATEGIC PLAN

SUSTAINED FINANCIAL GROWTH

GOALS	OBJECTIVES	ORGANIZATIONAL INITIATIVES
<p>INCREASE PHILANTHROPIC CONTRIBUTIONS</p>	<p>Increase unrestricted financial support for MetroParks in the region</p> <p>Develop focused giving opportunities related to agency initiatives</p>	<ul style="list-style-type: none"> • Increase annual giving and increase the individual donor base • Broaden public awareness of the need for financial support • Develop a menu of naming opportunities per Master Plans and Repair/Replacement Plan • Identify new and expanded opportunities to support programs and projects
<p>INCREASE EARNED INCOME</p>	<p>Prioritize incremental revenue increases</p> <p>Pursue facility improvements that support increased earned income</p> <p>Pursue additional sponsorship for events, programs and facilities</p>	<ul style="list-style-type: none"> • Implement revised Cost Recovery Plan • Develop feasibility analysis for facility improvements and required support income • Develop sponsorship packages and pricing that align with value
<p>TAKE CARE OF WHAT WE HAVE</p>	<p>Identify funding to address Repair and Replacement</p> <p>Codify the Repair and Replacement Plan</p>	<ul style="list-style-type: none"> • Evaluate and select funding options for needs identified in the Repair and Replacement Plan • Develop policies that identify how repair and replacement needs are met