

Approved April 16, 2015



2016-2018

STRATEGIC PLAN

VISION:

To be the leader and premier provider of public parks, programs, facilities and leisure services.

MISSION:

Working with the community to provide residents and visitors the highest quality park, program, facility and event experience.

CORE PURPOSE:

To provide affordable, accessible, and sustainable public park and recreation services.

CORE VALUES:

Integrity,
Teamwork/Cooperation,
Professionalism,
Community, Diversity,
Honesty/Accountability
and Respect

GOAL: To create, advocate and preserve diverse recreational and leisure opportunities for all.

Objective: Reinvest in existing parks, programs and facilities to maximize community access and usability.

Objective: Create new and redevelop existing parks, facilities and programs to accommodate a growing, changing and diverse community.

GOAL: To ensure professional delivery and operation of public park and recreation services, facilities and programs.

Objective: Invest in staff and staff resources to provide the highest quality customer service and experience.

Objective: To achieve the highest standards of public safety for participants and staff at all facilities and within all programs.

GOAL: To be an effectively governed, efficiently managed and fiscally sound organization.

Objective: Create revenue policy to continually improve the district and to support new development and offerings.

Objective: Establish policy and set direction in the interest of the community and stakeholders.

Objective: Secure resources in cooperation with public and private entities, including the land necessary for trails, parks, and facilities development and open space.

GOAL: To develop community relations initiatives that will result in greater awareness of the role played by the BPRD in healthy lifestyles, environmental stewardship and community livability.

Objective: Develop the means, methods and messages to effectively communicate with the public all activities, issues, opportunities and accomplishments.

Objective: Develop models and continue practices of environmental stewardship and conservation for the community.

Strategic Focus Areas

Keeping Pace with Growth

- Acquire land suitable for park development based on identified targets (acreage, location, cost, developer contribution)
- Be proactive with the development of new neighborhood parks
- Plan for operational impacts of new parks
- Identify potential service gaps for facilities and programs
- Strengthen and develop relationships with government partners, key stakeholders and community planning groups
- Explore public revenue generation opportunities

Staffing

- Create and publicize a monetary and nonmonetary benefits package for current and potential District employees
- Develop training priorities and invest in career development opportunities
- Implement non-traditional recruiting methods
- Analyze and consider additional full time staffing needs.

Existing Infrastructure

- Invest in technology to maximize efficiency
- Monitor the Americans with Disabilities Act (ADA) facility and program requirements
- Complete or more fully develop facilities and parks
- Identify facilities and amenities beyond their life expectancy and develop replacement schedules
- Identify areas for improved operational efficiencies and process improvements

Emerging Topics

- Identify ways to address increased safety and security concerns
- Monitor and react to major community development plans and changes
- Monitor and react to public policy and legislative changes