

Approved February 15, 2018



2019-2021

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:

Accountability
Collaboration
Community
Diversity
Integrity
Professionalism

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 parks, trails and facilities and within all programs.

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

Objective: Utilize 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

Community Growth

- Acquire land suitable for development based on identified targets (acreage, location, cost, developer/partner contribution)
- Be proactive with the development and plan for the operational impact of new parks, facilities and trails
- Identify and address potential service gaps
- Strengthen and develop relationships with citizens, government partners, key stakeholders and community planning groups
- Explore additional public and private funding sources

Existing Infrastructure

- Develop a comprehensive technology roadmap
- Comply with the Americans with Disabilities Act (ADA) facility and program requirements
- Complete or more fully develop programs, facilities, trails and parks using community input
- Identify life expectancy of trails, facilities and amenities and develop renovation or replacement schedules
- Identify and implement operational efficiencies
- Enhance safety and security

Human Resources

- Develop training priorities and invest in career development opportunities
- Analyze and consider future human resource needs
- Remain competitive and attractive in the marketplace

Emerging Topics

- Listen to, monitor and engage in community development discussions and initiatives
- Monitor and respond to public policy and legislation
- Be proactive in exploring new parks and recreation trends

