

Adopted May 18, 2023



2024-2026

STRATEGIC PLAN

VISION:

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

MISSION:

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

CORE PURPOSE:

Provide affordable, accessible and sustainable public park and recreation services.

CORE VALUES:

Accountability
Collaboration
Community
Diversity
Integrity
Professionalism

GOAL: 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: 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: Achieve the highest standards of public safety for participants and staff at all parks, trails and facilities and within all programs.

GOAL: 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: 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.

2024-2026 Strategic Priorities



Address land issues and develop and implement park and facility plans.

- Create plans for use of undeveloped land and enhancements to developed properties.
- Seek opportunities to secure land for future needs.
- Refine facilities master plan and identify partners to address community needs at Wachter Aquatic Complex, Capital Racquet & Fitness Center and BSC Aquatic & Wellness Center.



Develop ADA Transition Plan for parks and facilities.

- Address ADA updates as part of park and facility improvements.



Invigorate recreation programming.

- Address needs, gaps and trends.



Recruit and retain staff.

- Assess compensation and benefits for all employees.



Prioritize technology use that improves operational efficiency and customer service.

- Maximize use of existing systems and provide training.

