

Adopted April 18, 2024



# 2025-2027

# 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.

# 2025-2027 Strategic Priorities



## Address land issues and develop and implement park, trail and facility plans with community input.

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



## Enhance access and inclusion.

- Implement BPRD Americans with Disabilities Act (ADA) Transition Plan for parks, trails and facilities.
- Focus on districtwide efforts to meet federal ADA standards.
- Prioritize strategies to provide parks, trails, facilities and programs for all that are free and open to the public.



## Invigorate recreation programming.

- Address needs, gaps and trends.



## Recruit and retain staff.

- Create opportunities with community stakeholders to help meet workforce needs.
- Assess compensation and benefits for all employees.



## Prioritize technology to improve operations and customer service.

- Maximize software systems and provide staff training.

