





# STRATEGIC PLAN, 2017-22 PROCESS & RESULTS

### Strategic Planning Process

- □ Documents Review/Trends Analysis
- □ Key Informant Interviews with Executive Leadership
- □ Focus Groups
  - 112 participants about 20% PARD workforce
- □ E-Surveys
  - Entire PARD workforce (269 responses 43% PARD workforce)
  - □ Community (470 responses)



### Strategic Planning Process

- □ Pre & Supplemental Reading Documents
- Executive Staff Retreat
- □ Division Level Workgroups
- □ Internal Finalization & Plan Booklet Production
- PARD Scrubbed, polished, & summarized planning process results
- Created Summary Strategic Plan Report for public distribution



## Vision & Mission

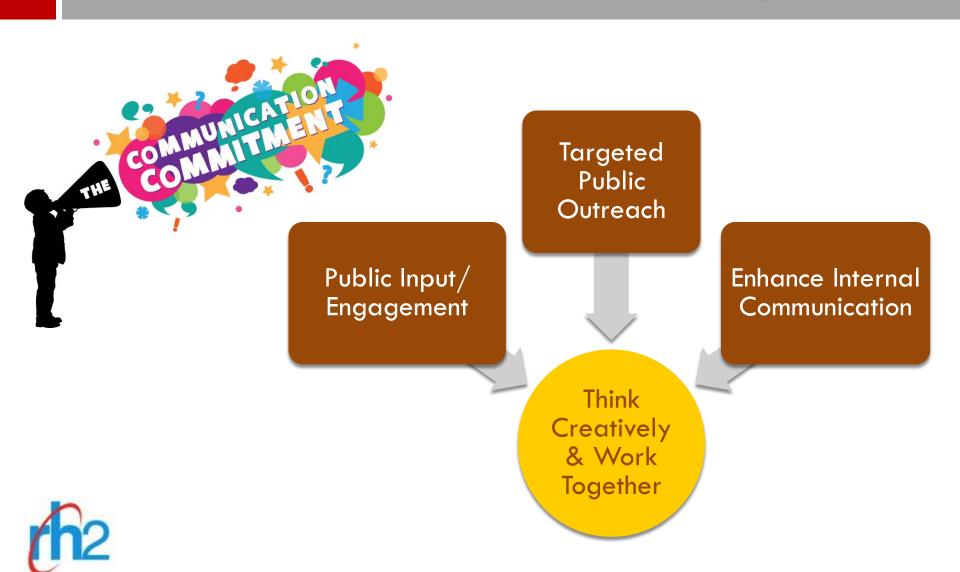
### Mission:

Inspire Austin to learn, play, protect, and connect by creating diverse programs and experiences in sustainable natural spaces and public places.

#### Vision:

Innovative leader in parks and recreation experiences.

# Goal 1. Implement Comprehensive Communication Strategy



## Goal 2. Provide Accessible, Diverse, Inclusive, & Innovative Programs/Services

Evaluate **Prioritize Land** Distribution/ Development Accessibility Identify Address Gaps/Meet **Parkland** Needs/ADA Gaps Paths to Prosperity For All

## Goal 3. Protect Parkland & Facilities For Future Generations

Preserve Assets & **Facilities** Conserve Environmentally Through Sustainable Regional Practices Strategies Manage Resources Sustainably



# Goal 4. Achieve & Maintain Excellence For Park System



Excellent Customer Service Improve Admin Efficiency

Safe Parks

Integrate
Nature Into
City

Meet National Standards



# Goal 5. Diversify Funding For Parks and Recreation Services







### Next Steps

- □ Meet w/PARB + Stakeholders review plan/garner comment
- □ Workshop: Goal Sheet Development with PARD Leadership Team
- Consolidate Goal Sheets into Strategic Plan Implementation Guide
- Adopt Strategic Plan
- Post adoption: Train Staff On Implementation Process

#### **Questions & Discussion**



