



STRATEGIC PLAN, 2017-22

PROCESS & RESULTS

May 24, 2016

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

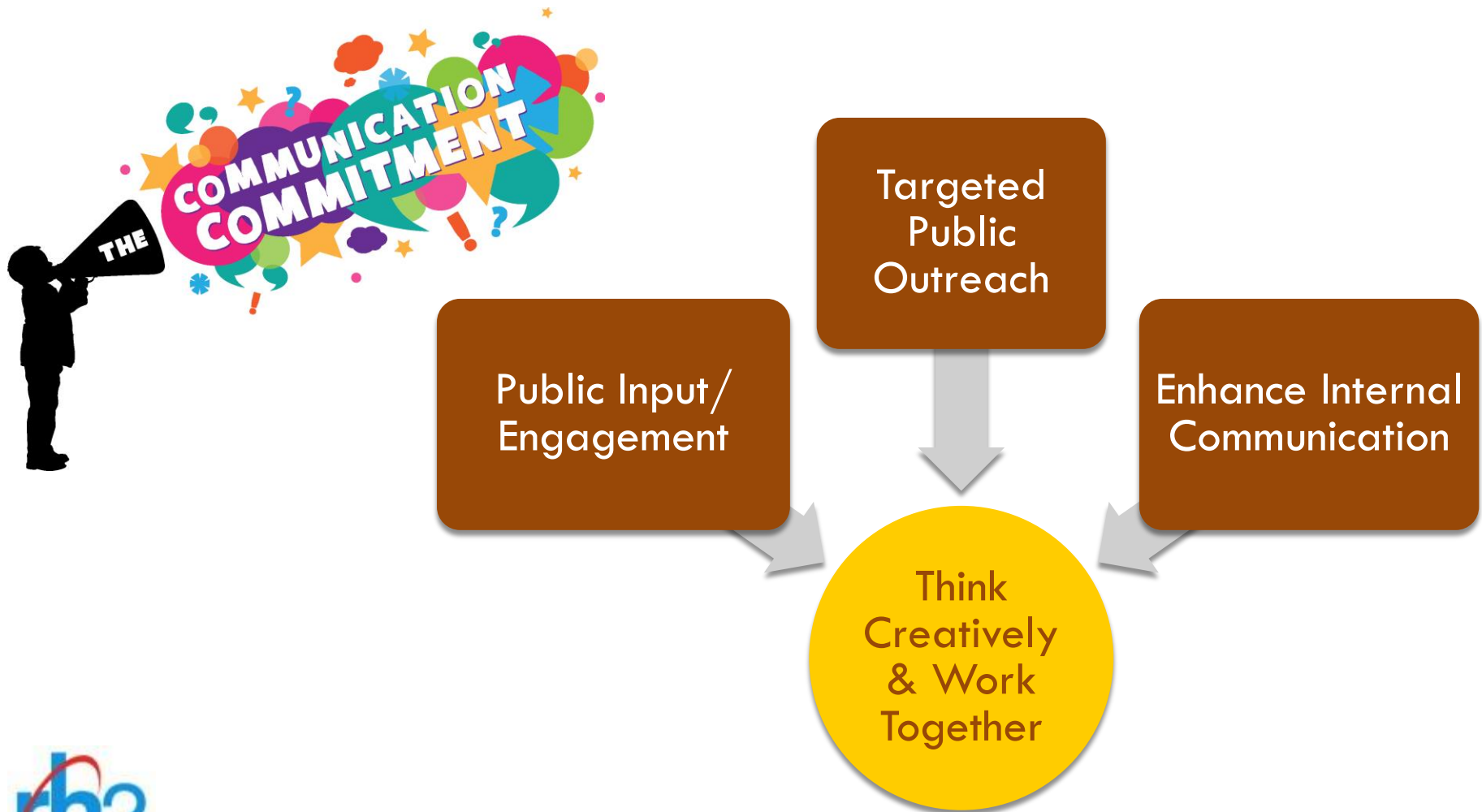
Mission:

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

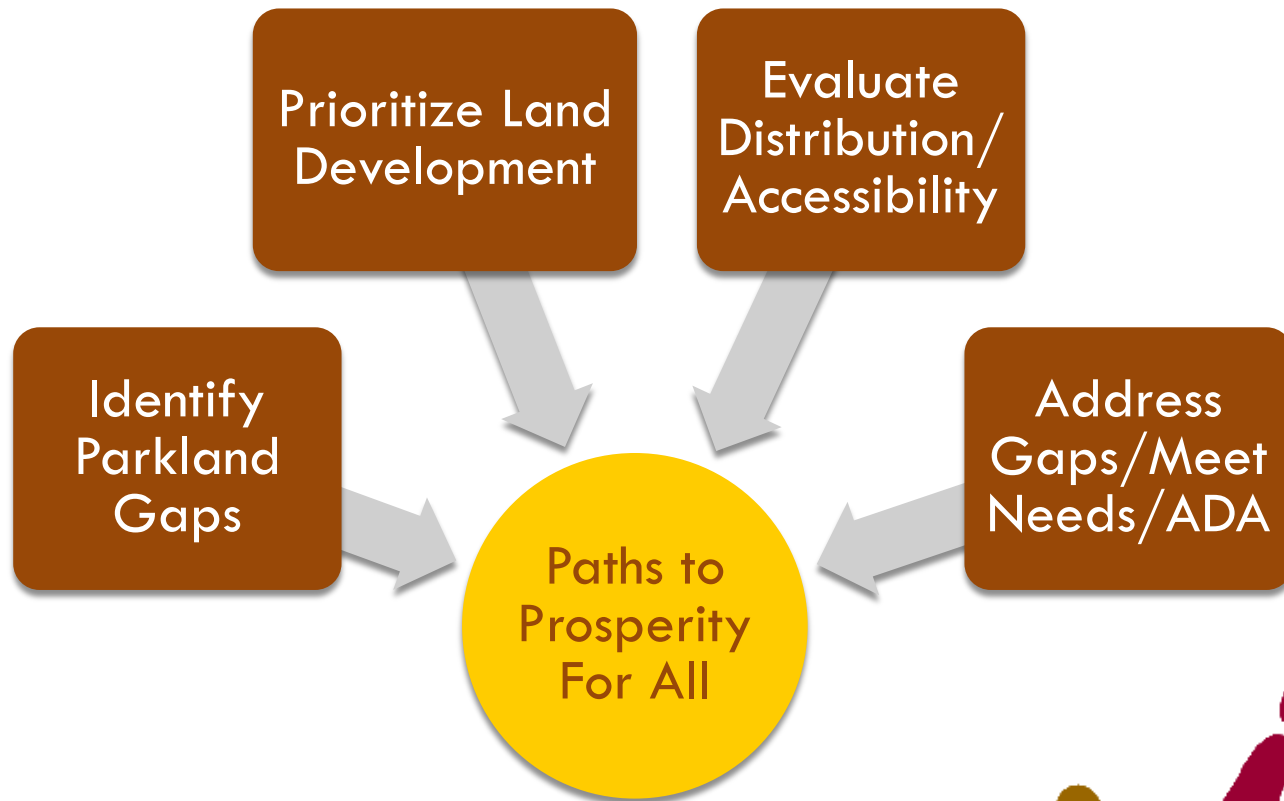
Vision:

Innovative leader in parks and recreation experiences.

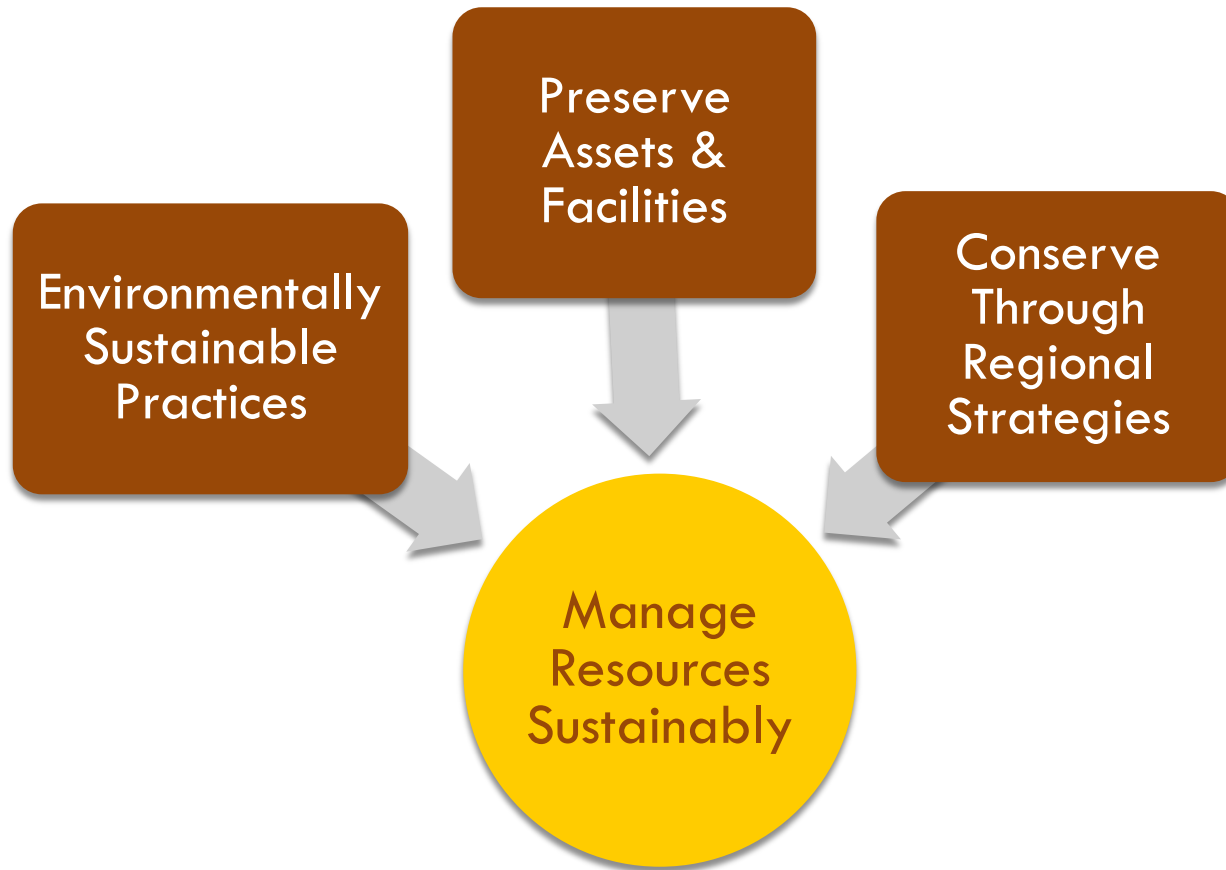
Goal 1. Implement Comprehensive Communication Strategy



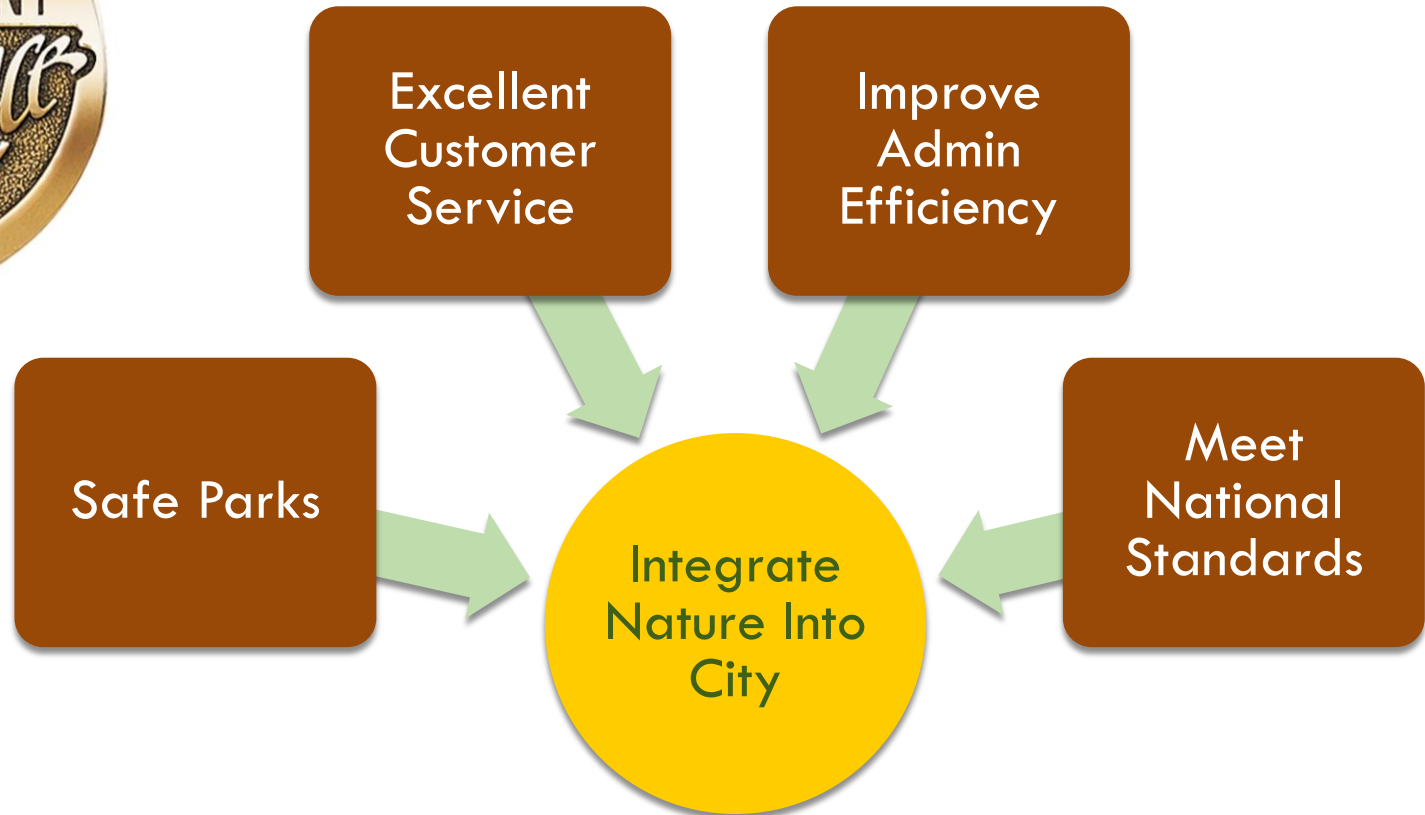
Goal 2. Provide Accessible, Diverse, Inclusive, & Innovative Programs/Services



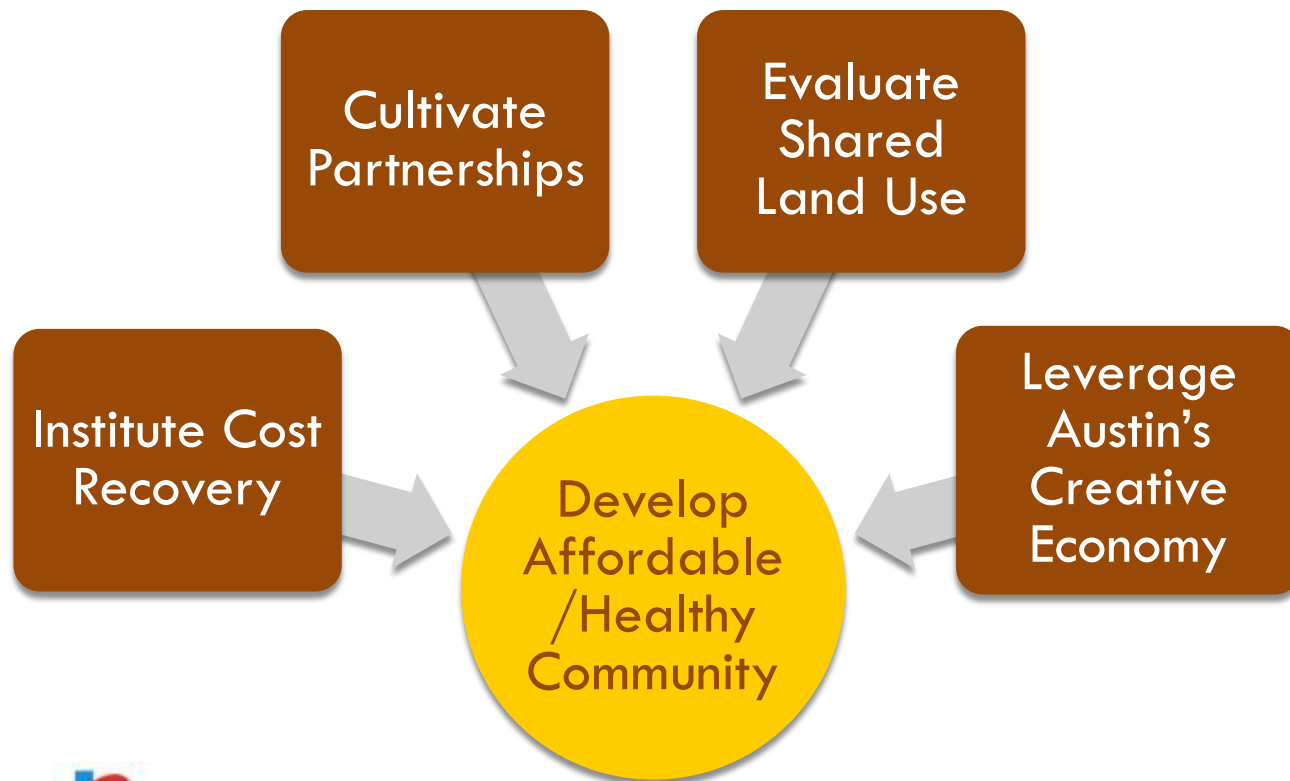
Goal 3. Protect Parkland & Facilities For Future Generations



Goal 4. Achieve & Maintain Excellence For Park System



Goal 5. Diversify Funding For Parks and Recreation Services



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