# 2020 Strategic Plan

## Focus Area 1
**Positive Experience for Guests at Every Touch Point**
- Implement the right technology and policies to help guests find and utilize parks and services with ease
- Ensure quality guest-staff interaction
- Provide modern conveniences at facilities and efficient customer service practices

## Focus Area 2
**Community Engagement**
- Promote the department externally in ways that instill confidence and inspire the next generation of advocates and customers
- Maximize participation of advisory bodies
- Build the participation of underrepresented populations

## Focus Area 3
**Employee Engagement/Leadership at All Levels**
- Provide professional development and leadership training opportunities
- Involve employees closest to the operations in shaping the future
- Maximize employee performance and wellbeing
- Listen and communicate abundantly
- Regularly assess work culture and organizational health
- Encourage intra-departmental team building and recognition

## Focus Area 4
**Operational, Planning, and Business Excellence**
- Embody best-in-industry service delivery
- Maximize new and existing tools to enhance internal service delivery
- Strengthen working relationships with other County departments
- Embrace data-informed decision-making
- Leverage partnerships
- Proactively address issues without prompting

## Focus Area 5
**Safety and Environment**
- Accelerate environmental and cultural stewardship
- Increase employee ownership of risk and environmental practices
- Increase workplace safety
- Increase safety of public in parks and facilities

## Focus Area 6
**Diversity and Inclusion**
- Demonstrate an embrace of different viewpoints and backgrounds
- Develop programming that is accessible for everyone
- Seek ways to connect others through the common bond of recreation through connectedness

12/2020