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
• Establish branding efforts that tell our story to grow grass roots advocates
• Maximize participation and advocacy of advisory bodies and stakeholders such as partners and volunteers
• Build the participation of underrepresented populations in engagement efforts

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
• Regularly assess work culture and organizational health
• Encourage intra-departmental and inter-divisional team building and recognition

FOCUS AREA 4
Operational, Planning, and Business Excellence
• Embody best-in-industry standards
• Maximize new and existing tools to enhance internal and external service delivery
• Strengthen working relationships with other County, State, and Federal departments
• Embrace data-informed decision-making
• Leverage partnerships to maximize resources

FOCUS AREA 5
Safety and Security
• Increase employee ownership of mitigation of risk
• Increase workplace security
• Increase safety of public in parks and facilities

FOCUS AREA 6
Cultural and Environmental Resources
• Accelerate environmental and cultural stewardship
• Further opportunities for the community's environmental and cultural resource competence

FOCUS AREA 7
Diversity and Inclusion
• Demonstrate an embrace of different viewpoints and backgrounds
• Develop parks that increase universal accessibility
• Grow opportunities for inclusive and adaptive programs
• Create an inclusive environment that is welcoming to everyone.