



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