



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.