

OC PARKS | STRATEGIC PLAN OVERVIEW

2018



OUR VISION

CHAMPIONS OF THE LAND FOR A THRIVING COMMUNITY

OUR MISSION

WE PRESERVE AND ENHANCE OC PARKS' NATURAL AND CULTURAL RESOURCES FOR RECREATION, EDUCATION AND EXPLORATION

OUR VALUES

COMMUNITY

Actively bring park users together to share the natural and cultural benefits of our parks. Understanding that every OC Parks employee plays an essential role in meeting our mission.

COMMITMENT TO EXCELLENCE

Delivering quality service for our parks. Learning from both success and challenges to continually improve.

SERVICE

Meeting the expectations of our community with innovative solutions and high standards of customer service.

STEWARDSHIP

Protecting and improving the parks, wilderness and natural and cultural heritage sites entrusted to our care as irreplaceable and invaluable assets.

GOALS AND OBJECTIVES

UNDERSTAND OUR PARK VISITORS' NEEDS

- Understand user groups and help them participate and feel connected to OC Parks
- Provide high-quality programming and services to diverse audiences
- Provide the kinds of facilities, amenities and infrastructure to meet our users' needs
- Adapt to the community we serve

PROMOTE OC PARKS

- Increase our education, marketing, and outreach efforts
- Promote a consistent identity and cohesive message
- Connect people with diverse places, spaces and experiences in OC Parks so they will return and spread the word

PROTECT OUR PARKS IN PERPETUITY, TOGETHER

- Adaptively manage park use to protect natural and developed resources while preserving exceptional park experiences
- Inspire responsible park behavior
- Build public appreciation and connection to protect our park resources

SERVE AS STEWARDS OF OC PARKS' ASSETS

- Maintain safe, attractive, and enjoyable parks
- Develop systems for evaluating and prioritizing maintenance needs
- Restore, enhance, and sustain our entrusted properties and parks
- Be an industry leader and collaborative partner to share and implement new initiatives

PRACTICE SUSTAINABLE FINANCIAL MANAGEMENT

- Fund core services today
- Invest in priority restoration and park enhancement projects
- Ensure sufficient reserves for the future

ENSURE RESPONSIBLE PARK DEVELOPMENT AND EXPANSION

- Prepare or update plans for OC Parks overall and specific park sites
- Develop and implement criteria for acquisition and reallocation of park assets

IMPLEMENT THRIVING, RESILIENT ECOSYSTEMS FOR EMERGENCY MANAGEMENT

- Sustain and create alliances to address emergency incidents and safety concerns
- Maintain a responsive posture to natural disasters or potential damage
- Always be prepared for emergencies or disasters

CULTIVATE AN EFFECTIVE, DYNAMIC WORKFORCE

- Develop our people
- Implement effective recruitment and retention strategies
- Build meaningful working relationships

OC PARKS.
YOUR BACKYARD
ADVENTURE.

OCPARKS.COM