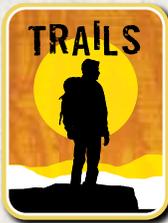
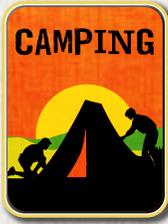




San Diego County Parks and Recreation

Strategic Plan 2016–2021





Forward

I'm pleased to introduce the County of San Diego's Strategic Plan for Parks and Recreation. The goals and objectives in this plan are driven by the overarching values conveyed by our customers.

We recognize the distinct privilege and opportunity we have to enhance the quality of life in San Diego County. The County's park system is larger in acreage than 17 of the 18 cities in San Diego County. The diversity of our parks and programs reflects the diversity of the population we serve. It also exhibits our commitment to quality and the pursuit of best-in-nation services. The County of San Diego is the first county park and recreation agency in the state to be nationally accredited.

Our team is passionate about our vision. We look forward to serving you in the County's award-winning park system.

Sincerely,

Brian Albright
Director

Strategic Framework

Our Vision

A parks and recreation system that is the pride of San Diego County and a national model for park and recreation organizations



LIVE WELL
SAN DIEGO

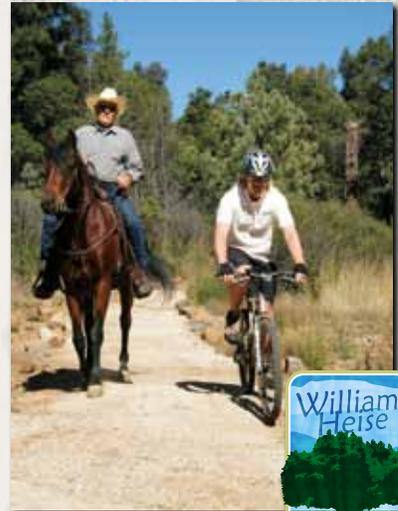
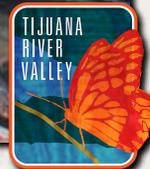
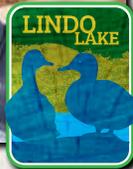
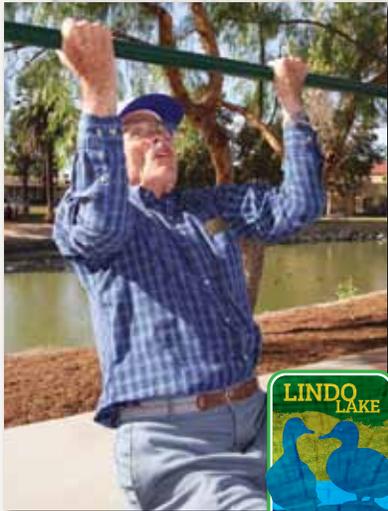


Our Goals

Live
Work
Play
Environment
Sustainability
Health
Diversity
Customer Service
Best In Nation

Our Mission

We enhance the quality of life in San Diego County by providing exceptional parks and recreation experiences and preserving regionally significant natural and cultural resources.



“In the end we will conserve only what we love; we will love only what we understand; and we will understand only what we have been taught.” – *Baba Dioum, Senegal Forestry Engineer*



Live

Provide innovative leadership and technology to help our communities prepare for, respond to and recover from natural disasters and environmental hazards.

Preparation for unexpected hazards can minimize these risks when they occur. We will increase preparedness and lead relief efforts:

- Share information with the public to recognize and respond to potential hazards
- Exceed regional safety standards and prevent disasters on County land
- Apply continuous improvement culture to effectively anticipate the public's needs
- Utilize an effective network of County resources and innovative technology to prepare for and respond to environmental challenges





Work

Collaborate with stakeholders to enhance and diversify the services we provide.

We support economic development and promote business opportunities in the San Diego region:

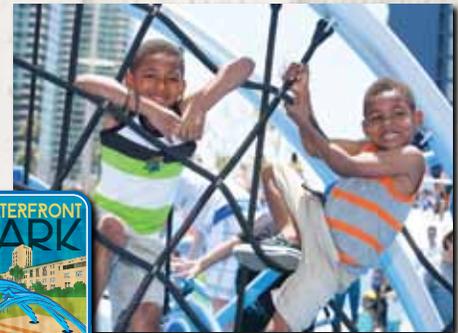
- Create a well-trained and dedicated work force
- Partner strategically with local organizations and businesses to expand services
- Increase tourism and property values
- Offer programs near business areas for community development
- Stimulate interest for corporate meetings and private events



Play

Encourage recreation by providing safe, accessible, and creative opportunities that enhance health and wellness.

We foster safe recreation in premier locations for exercise, entertainment, and tourism:



- Activate public spaces to maximize recreational opportunities
- Expand park landscapes and designs
- Create health and wellness opportunities that offer something for everyone
- Enhance existing ADA accessibility at park locations and programs

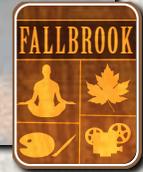


Environment

Champion resource conservation and environmental stewardship.

We acquire, protect, and preserve the region's natural and cultural resources while improving the overall quality of the environment:

- Lead regional conservation and environmental restoration program efforts
- Provide programs that interpret natural and cultural resources and encourage environmental stewardship
- Protect County watersheds by implementing new storm water best practices
- Target acquisitions that preserve land, habitat, and wildlife

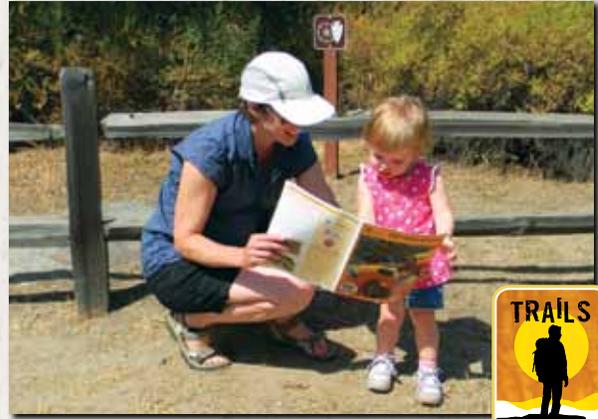


Sustainability

Implement progressive strategies that conserve natural resources, promote energy efficiency, and reduce our environmental footprint.

We value long term ecological preservation and environmental consciousness:

- Achieve cost savings through an increased use of volunteers
- Contract with businesses that use strategies to reduce their environmental footprints
- Create a 'Zero Waste' program for each park location
- Implement sustainable building practices
- Increase sponsorship opportunities to fund park maintenance and programs



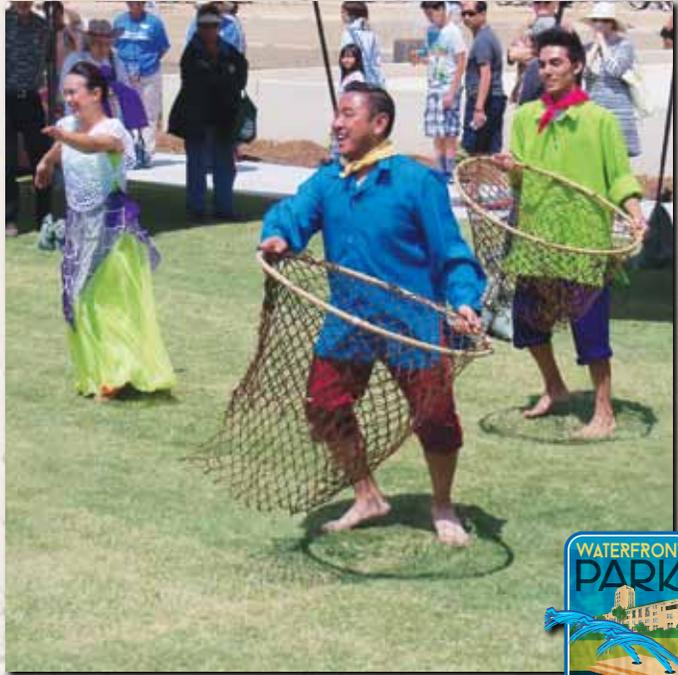
Health

Enhance the park experience to inspire active, healthy lifestyle choices.

We provide programs and opportunities for physical, intellectual, social and emotional health, building community for individuals:

- Create opportunities to grow and have access to local fresh food
- Expand trails and pathways to connect people to their communities
- Install interactive amenities at parks
- Provide education at parks and community events that support health and fitness initiatives





Diversity

Provide opportunities for community experiences that promote cultural awareness and celebrate diversity.

We share this region's diversity by discovering history, culture, food, music and art:

- Create a shared sense of civic pride through park stewardship opportunities
- Invite diverse groups to celebrate their cultures and share their history
- Market County parks as tourist attractions for residents and visitors

Customer Experience

Provide exceptional customer service.

We proudly reach our customers on a personal level by providing quality park experiences:

- Expect and deliver high standards of service and performance
- Apply positive approaches that lead to favorable outcomes
- Empower our customers and workforce with improved communication across all levels
- Explore alternative solutions to achieve the best results
- Identify, anticipate and respond to customers' evolving needs
- Provide a positive experience to our customers by implementing HEART (Helpfulness, Expertise, Attentiveness, Respect, Timeliness)



Best In Nation

Set national standards for excellence in park operations and management.



We remain versatile through economic and environmental changes:

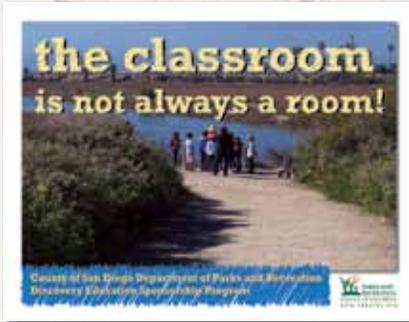
- Achieve and maintain national excellence through accreditation
- Continue to implement our Business Plan to grow our range of services, diversify funding sources, and maintain the County's long-term fiscal stability
- Deliver Live Well San Diego! opportunities for people to maintain physical and mental health, create safe settings for families and individuals, and enable communities to thrive
- Advance our leadership in implementing green standards and emerging technologies
- Expand park land to serve a growing population and enhance the well-being of our region



You Can Help Your Parks and Recreation System

Naming Rights

With the support of businesses, individuals, or non-profit partners, we can enhance our ability to provide parks and recreation facilities and services and share a passion for enriching our communities.



Sponsorship Opportunities

The Discovery Program brings classrooms to parks and youth sports leagues challenge childhood obesity. Movies in the Parks bring communities together, and historic monuments define the region's rich cultural past.

Volunteer

For one day or all year, individuals and large groups help beautify parks through general park maintenance, greeting, and teaching the public, improving wildlife habitat, and patrolling recreation areas.

You can help!



San Diego County Parks and Facilities



Legend

-  Camping Park
-  Regional Park
-  Local Park
-  Open Space Preserve
-  Botanic Garden
-  Historic Site
-  Community Center
-  Teen Center
-  Sports Complex





San Diego County Board of Supervisors

District 1

Greg Cox

District 2

Dianne Jacob

District 3

Dave Roberts

District 4

Ron Roberts

District 5

Bill Horn

Chief Administrative Officer: Helen Robbins-Meyer



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