

# **Strategic Initiatives following Community-Wide Survey**

## **Strategic Initiative #1: Enhance and maximize facility and park spaces.**

Develop a cost-recovery model and pricing structure for facilities, parks and programs.

Develop 5-year improvement plans for BRAC, ACC and Ashbury's.

Create park zones and develop a Master Plan for each zone.

Develop alternative utilization plan for park zones.

Develop operational maintenance standards for each facility and park zone.

Create comprehensive annual maintenance plan to include costs for current and future maintenance for each facility and park zone.

Increase utilization of all available facility space by 5% annually.

Develop a public engagement plan for park and facility improvements.

## **Strategic Initiative #2: Create program mix that matches the community.**

Plan 3 family-focused events with a target of 3,000+ participants.

Create 2 adult focused events.

Implement quarterly community nights with samples of current, future and special one-time program offerings with fixed cost for unlimited fun.

Implement program feedback system to measure engagement and satisfaction.

Develop program offering targets based on community demographics.

## **Strategic Initiative #3: Remove barriers to participation.**

Model and communicate BPD culture using mission to guide core principles (understanding and communication)

Develop facility and event safety plans. (Safety)

Offer daily drop-in activities and "try-it" times seasonally between sessions. (Easier registration, time and financial)

Offer programs with shorter duration of weeks (3-6 weeks). (Time and Financial)

Ensure 4 communication touch points with each resident each year. (Communication)

Develop new Outreach Recreation Program (formerly block party package). (Socio-economic)