

Strategic Plan | 2026 -2028

MISSION

Create recreational and cultural experiences for a more vibrant community.

VISION

Be a lead collaborator in delivering solutions for holistic community transformation.

PRINCE WILLIAM
Parks & Recreation

Positive guest experiences through service delivery and innovation

Seek to continually improve customer experience from initial interaction through the delivery of service to ensure DPR grows its base of raving fans.

- Provide modern conveniences at facilities and efficient customer service practices
- Implement the right technology and policies to help guests find and utilize parks and services with ease

Community Engagement

Enhance opportunities for engagement and communication between the public and DPR, fostering dialog, feedback, and follow-up.

- 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
- Enhance opportunities for engagement and communication between the public and the county government, fostering dialogue, feedback, and follow-up and promoting shared goals of trust, understanding, and transparency

Employee Engagement/Leadership at All Levels

Innovate and sustain a collaborative organizational culture that is high-performing, data-driven, customer-centric, and values employees.

- Provide professional development and leadership training opportunities
- Maximize employee performance and wellbeing
- Regularly assess work culture and organizational health
- Encourage engagement of intra-department, inter-division, and cross-county collaboration and cross functional teams

Operational, Planning, and Business Excellence

Advance high-quality, intentional service delivery through data-informed decision-making and targeted resource investment.

- Maximize new and existing tools to enhance internal and external service delivery
- Provide lifelong learning opportunities for residents of all ages
- Strengthen working relationships with other County, State, and Federal departments
- Embrace data-informed decision-making
- Leverage partnerships to maximize resources
- Promote high-quality architectural design, thoughtful placemaking, and appealing public spaces to create vibrant and attractive environments for living, working, and recreation
- Elevate public awareness of and access to educational and career opportunities in the field of Parks and Recreation
- Promote place-making through art (tactic will be public art policy, which is on track for development)

Safety and Security

Cultivate a safe and secure environment at our sites that advances stakeholder engagement, collaboration, and evidence-based results.

- Increase employee ownership of mitigation of risk
- Increase workplace security
- Increase safety of public in parks and facilities
- Strengthen collaboration between governments, communities, and businesses to expand inclusive, evidence-based programs that prevent harm and support youth and families

Cultural and Environmental Resources

In partnership with the community, preserve and protect the County's natural and cultural resources so that open spaces are created and maintained, and historic sites are made ready for public use.

- Accelerate environmental sustainability and cultural stewardship
- Safeguard the quality of the County's air, water, and other natural and cultural resources.
- Utilize the Community Energy & Sustainability Master Plan to guide decision-making to help
- Achieve climate mitigation and resiliency goals
- Attract residents and visitors with the natural beauty of County parks, trails, and green spaces

Diversity and Inclusion

Adapt internal practices and service delivery to promote diversity, inclusion, and equitable outcomes for all communities.

- Embrace different viewpoints and backgrounds, seeking to understand others
- Develop parks that increase universal accessibility
- Grow opportunities for inclusive and adaptive programs
- Implement initiatives that foster an inclusive environment that is welcoming to everyone
- Reduce barriers to access across all spaces and activities