

BPRD 2021-2025 Goals and Strategies

Goal #1 - Maintain and Enhance the Assets and Natural Resources of the Department.

- 1.1 Maintain and provide safe parks, trails, and facilities.
- 1.2 Maintain and improve existing equipment and assets.
- 1.3 Expand trail system to improve connectivity with other community assets.
- 1.4 Be responsive to development opportunities that enhance the park system.
- 1.5 Expand sustainability initiatives throughout all programming, maintenance, and development efforts.
- 1.6 Consider park land addition where it aligns with goals and values.
- 1.7 Prioritize sustainability and climate action within parks and facilities.
- 1.8 Address capital improvements where needed.
- 1.9 Develop long term standards to address public health responses across all parks and facilities.

Goal #2 - Reinforce activities and programs to positively impact public health, sustainability, and climate action.

- 2.1 Continue to provide high quality programs, events, and recreational opportunities.
- 2.2 Develop long term standards for virtual programming and engagement.
- 2.3 Integrate standards that address public health guidelines for future BPRD programs and events.
- 2.4 Continue and expand promotion and marketing of activities, facilities, programs, events, and other community relations efforts.

Goal #3 - Prioritize Diversity, Equity, and Inclusion.

- 3.1 Advocate for workforce recommendations in partnership with the City's HR Dept that employs equity, inclusion, and diversity best practices.
- 3.2 Support inclusive employee culture initiatives that celebrate the diversity and equity of the BPRD team.
- 3.3 Reflect diversity, equity, and inclusion values in internal and external communications.
- 3.4 Explore new partnerships to facilitate better engagement with underserved populations.
- 3.5 Prioritize program expansion in under-served areas of the community.

Goal #4 - Develop Administrative and Staffing Capacity

- 4.1 Conduct workflow analysis to address changing demands and capacity needs.
- 4.2 Enhance training and development plan for staff and leadership.
- 4.3 Reinforce strategic volunteer programs and opportunities.
- 4.4 Leverage new and existing revenue streams
- 4.5 Address community satisfaction.

Admin/Comm Relations 2021-2025 Strategic Action Plan Goals

Area	Year	Master Goal	Strategic Goal	Owner	Status	Notes
Admin	2025	2.1	Build digital activate RecTrac Rentals Module for site rentals. Priority order: gardens, Farmers Market, Childrens and Six Flags by Q4	Kim		
Admin	2025	4.1, 4.2	Convert from manual entry to an electronic process, by importing program and rental revenue from RecTrac into New World by Q2	Kim		
Admin	2025	All	Complete 2025-2030 system-wide Master Plan, including community feedback and creation of Sports Facilities Capital Plan by Q3	Tim		
Admin	2025	4.2	Create centralized Emergency Action Plan for the Department and train staff on its location and contents by Q1	Tim		
Comm Relations	2025	2.4	Include reciprocal marketing in 50% of formal partnerships in 2025	Julie	Substantially Co...	Bigten Disc Golf Club, Bigten Soccer, Bigten Pickleball Club, BILBA, Bigten Football Club
Comm Relations	2025	2.4	Develop decline in statement that outlines the department's commitment to addressing climate change and measures we are taking to mitigate its effects by Q1	Julie	Incomplete	Uncertainty around federal climate change mitigation grants; follow up with ESD. On staff on progress
Comm Relations	2025	3.4	Devise a partnership, outreach or collaboration with MCCOC to cover property usage, collaborative programs, and direct marketing to students and families by the end of Q4	Julie	In Progress	New MCCOC superintendent; additional BRPD collaborators added for partnership team
Admin	2025	1.1, 1.2, 2.1	Approve updated cost recovery service categories and rates through the Board of Park Commissioners by Q2	Tim		
Comm Relations	2025	1.2, 4.4	Increase marketing efforts to sell three memorial benches by the end of Q4	Julie	Complete	Online memorial bench order form complete January 2025
Comm Relations	2025	2.2	Formalize social media management guidelines and evaluation tools by end of Q1	Julie	Substantially Co...	Digital content coord. docs specific to social media; content; podcast marketing; performing arts
Comm Relations	2025	3.3	Develop marketing campaigns with specific outreach to Black and Latino community members by the end of Q4	Julie	In Progress	Gardening and Market outreach to renters and vendors; work w/Spanish translators on marketing materials
Admin	2025	1.5, 3.5	Complete Espy Program Accessibility Study on identified Parks' "essential experiences" by Q3	Tim		
Admin	2025	1.7	Create and implement recycling/Zero Waste policy for the Department by Q2	Tim		
Admin	2025	1.1, 1.2, 2.1	Create a Financial Sustainability Policy for the Department, including guidance on Capital Investment, Property Management, and Social Equity. Include and update partnership policies as part of these new policies and implement by Q2	Tim		
Admin	2025	1.1, 2.1	Complete Reaccreditation under new CAPRA standards for cycle of 2025-2028	Al	No Longer Appli...	
Admin	2024	2.1	Budget Goal: Activate RecTrac Rentals Module for site rentals. Priority order: gardens, Farmers Market, Childrens and Six Flags by Q4	Kim	No Longer Appli...	Removed from 2024 budget
Admin	2024	1.2	Budget Goal: Replace main office vehicle #800-2003 Ford Escape with a hybrid model by Q3	Kim	No Longer Appli...	Due to Fleet Pool, Admin vehicle no longer needed
Admin	2024	3	Establish new process for Pool fee Waivers to make program more equitable for all who qualify by Q2	Kim	Complete	Process was completed on April 15th. Online form went live and all changes were made.
Comm Relations	2024	1.7	Budget for specialized recycling to repurpose marketing materials (e.g. compost yard signs, vinyl banners, laminated signs) for 2025	Julie	Complete	TermCycle zero-waste boxes are budgeted for and acquired through the Economic and Sustainability Department, through the city's Sustainability Department. The boxes do not need to be purchased individually by Community Relations. UPDATE ESD does not have a budget to purchase containers for specific program areas, so CR will move forward with the purchase of the Everything Green Waste Boxes
Comm Relations	2024	1.6	Develop printed and online material outlining BRPD's land donation policies by Q4	Julie	In Progress	Requires collaboration with Foundations. The entity that accepts donations of land as a 501(c)(3) for tax purposes. Prepare for distribution for April 2025 tax season.
Comm Relations	2024	1.6	Photograph and document land donations for BRPD's website and Park history info; reflect donor and Foundation recognition for land by Q4	Julie	In Progress	Reviewing donation vs. quit claim deed or reduced cost/below market value donations and gifts of land.
Admin	2023	3	Review and evaluate Pool Fee Waiver process, number of waivers issued, and value by Q1	Kim	Complete	
Admin	2023	4.1	Review and evaluate customer service process in City Hall atrium by Q3	Kim	Complete	
Admin	2023	4.1	Review and evaluate customer service job descriptions and responsibilities to address changing needs at City Hall main office location by Q1	Kim	Complete	
Comm Relations	2023	2.4	Acquire mobile devices to facilitate live streams, and enabled with Wi-Fi for use on site	Julie	Complete	
Comm Relations	2023	2.4	Acquire Wi-Fi enabled SLR camera and zoom lens	Julie	No Longer Appli...	
Comm Relations	2023	4	Add digital content specialist position to Community Relations area to help meet marketing goals	Julie	Complete	
Comm Relations	2023	3.3	Develop tracking system for sponsorships to include the invoicing and depositing of funds in a coordinated effort.	Julie	Complete	
Comm Relations	2023	3.4	Enhance partnership with GandyBloomington through cross promotion of free painting efforts	Julie	Substantially Co...	Janipoo launched 2024.
Comm Relations	2023	3.3	Evaluate printed materials for vision accessibility, invest in technology to include tags for PDF files for sight impaired readers	Julie	In Progress	
Comm Relations	2023	2.4	Mainstream consistent program and event listings across all digital channels	Julie	In Progress	
Comm Relations	2023	1.5	Promotional giveaways to be sustainably sourced, made from recycled and recyclable or compostable materials. Cease the purchase of petroleum-based promo items by 2024.	Julie	In Progress	
Comm Relations	2023	3.3	Purchase reader software to test read documents and websites prior to final publication	Julie	No Longer Appli...	
Comm Relations	2023	3.4	Pursue service learning opportunities for direct service to address DNE goals	Julie	Complete	
Comm Relations	2023	1.5	Reduce number of printed guides while funding complementary digital content	Julie	In Progress	
Comm Relations	2023	1.5	Reduce production of single-use signage through re-designs with universal language for multi-season use	Julie	Substantially Co...	
Comm Relations	2023	1.5	Replace paper poster sandwich boards with reusable portable battery powered LED message centers	Julie	Complete	
Comm Relations	2023	4.2	Research RecTrac data evaluation, and utilize RecTrac as a marketing tool with automated emails, if/then, and registration timeline data	Julie	In Progress	
Admin	2022		Complete entry into New World from reced party to an electronic process, by directly importing the program and rental revenue from RecTrac into New World by end of Q4		In Progress	Continued in 2023
Admin	2022		Evaluate and determine best practice to provide customer service in City Hall Atrium, while meeting customer needs.		Complete	
Admin	2022		Include Union Staff in DEI, Biasland, and new Kentola trainings by Q1		Substantially Co...	

Admin/Comm Relations 2021-2025 Strategic Action Plan Goals

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	Admin	2022		Provide 300 customers with a link to customer service satisfaction survey, with a completion rate of 10% (50), by end of Q4.		No Longer Appli...	Not enough walk-in customers
	Admin	2022		Transition remaining seasonal staff to electronic timekeeping through Time Track by end of Q4		Complete	
	Comm Relations	2022		Add biannual Google checks on Parks locations, facilities to update facility hours and locations by Q4	Julie	Incomplete	
	Comm Relations	2022		Add OuterSpatial download link on all BRPD websites to promote download of app for use as a marketing tool by Q1	Julie	Incomplete	
	Comm Relations	2022		Analyze park, social media storidards, and internal communications for inclusion, equity, and diversity by Q4	Julie	Incomplete	
	Comm Relations	2022		Attend Electric Training 3.1 to learn the use of reporting, data collection and marketing tools by Q4	Julie	Complete	
	Comm Relations	2022		Create audio recordings of interpretive displays, signage, and brochures available to be read aloud, and transcripts so text can be translated into other languages by Q4	Julie	Substantially Ac...	
	Comm Relations	2022		Encourage diversity in volunteer recruitment by Q4	Julie	Incomplete	
	Comm Relations	2022		Invest in social media management tool for digital content channels by Q3	Julie	Complete	
	Comm Relations	2022		Promote community input on Parks projects through BRPD's social media channels	Julie	Substantially Co...	
	Comm Relations	2022		Promote volunteer opportunities that support BRPD's efforts to enhance local biodiversity by Q3	Julie	Complete	
	Comm Relations	2022		Recruit adequate volunteer workforce to support native tree and shrub plantings and invasive plant removals by Q3	Julie	Complete	
	Comm Relations	2022		Reduce the number of printed pages in seasonal program guide by Q2	Julie	Incomplete	
	Comm Relations	2022		Regular meetings of Public Interface Action Team to troubleshoot internal and external communication challenges by Q2	Julie	Substantially Co...	
	Comm Relations	2022		Require FSC or SFI certified and/or free tree papers from sustainable sources by Q1	Julie	Substantially Co...	
	Comm Relations	2022		Use minimum 30% post-consumer recycled content for printed materials, where applicable by Q1	Julie	Substantially Co...	
	Comm Relations	2022		Utilize NBPA's inclusion and diversity language guide for assistance in creating text for programs by Q1	Julie	Complete	