

# Washington State Parks and Recreation Commission- DRAFT 2021-31 Strategic Plan outline 8/15/19

**Mission Statement:**

The Washington Parks and Recreation Commission cares for Washington’s most treasured lands, waters and historic places. State parks connect all Washingtonian’s to their diverse natural and cultural heritage and provide memorable recreational and educational experiences that enhance their lives.

**Vision Statement:**

Washington’s state parks will be cherished destinations with natural, cultural, recreational, artistic and interpretive experiences that all Washingtonians enjoy, appreciate and proudly support.

## Goals for achieving a healthy, sustainable park system

| <u>Financial Stability</u>                           | <u>Opportunity</u>  | <u>Equity</u>   | <u>Quality of Life</u>   | <u>Resource Protection</u>                                | <u>Workforce Development</u>  |
|--|---|---|--|---|---|
| Pursue funding to support an outstanding park system | Provide exceptional recreation, cultural and interpretive opportunities that visitors enjoy and support | Expand access and opportunity for everyone to experience the outdoors | Contribute to Washington’s quality of life and support healthy communities | Protect and preserve park system resources for the future | Attract and retain a dedicated workforce that reflects Washington’s diverse communities |

### STRATEGIES

|  |   |   |  |  |  |
|--|---|---|--|--|--|
| <b>Secure</b> funding to address agency and visitor priorities | <b>Maintain</b> a safe and welcoming environment for all visitors                           | <b>Keep</b> parks vibrant, accessible, and well cared for   | <b>Demonstrate</b> that all Washingtonian’s benefit from their state parks | <b>Protect</b> ecosystems and habitat for long-term sustainability | <b>Invest</b> in on-going staff training and recruitment efforts |
| <b>Partner</b> with organizations to secure public support     | <b>Provide</b> customers the facilities and experiences they want and expect                | <b>Develop</b> new parks and amenities and improve trails to meet the needs of a growing population | <b>Promote</b> health benefits of outdoor recreation                       | <b>Preserve</b> Washington’s natural and cultural heritage         | <b>Focus</b> on equity and inclusion in the workforce            |
| <b>Increase</b> concessions and other business opportunities   | <b>Form</b> strategic partnerships with agencies, Tribes, non-profits, and new stakeholders | <b>Engage</b> youth and diverse communities   | <b>Contribute</b> to statewide tourism and local economic development      | <b>Improve</b> facility condition and capital planning             | <b>Improve</b> internal employee communication                   |