



**@dallas**  
Park & Recreation

Mission and Vision Workshop  
February 5, 2015

# Agenda

- Introduction
- What Is a Mission Statement?
- What is a Vision Statement?
- Examples from Other Communities
- Mission/Vision Evaluation
- Discussion

# Process

## Project Launch

Data Collection and Review

Strategic Planning Work Session

## Public Meetings – Round 1

## Analysis

### Citizen Survey

Staff Survey

Demographic / Trends Analysis

Recreation Analysis

Facility Analysis

Management / Operations Analysis

Financial Mgmt Analysis

## Synthesis

Needs Assessment

Strategic Planning Retreat

## Public Meetings – Round 2

## Plan Development

Preliminary Draft Action Plan

Funding Options and Strategies

Draft Parks Strategic Plan

Draft Plan Review

Final Parks Strategic Plan

# What Is a Mission Statement?

It defines an organization's **purpose** and primary **objectives**.

It should be broad and comprehensive and answer:



# Why a Mission Statement?

Although shared publicly, a mission statement sets **internal direction** for leadership and staff.

It acts as a **guide** to measure success.



# What Is a Vision Statement?

It also defines an organization's purpose, but in terms of **values** rather than objectives.

It describes a **desired future** and should be:



# Why a Vision Statement?

To **inspire** by putting forward an idea that **excites** and **motivates** the public, staff, and leadership.



# Examples from Other Communities

## Oklahoma City, OK

### Mission

*The mission of the Oklahoma City park system is to promote the highest quality of life and to stimulate the economic viability of Oklahoma City by providing great parks, public areas, and quality cultural and leisure time opportunities for our citizens and visitors.*



# Examples from Other Communities

## Oklahoma City, OK

### Vision

*There is a strong, new civic commitment to improve the parks and the urban fabric of Oklahoma City—to make better use of existing parkland, to redefine some of the rules and conventions covering park management and maintenance, to devise more linkages between parks, to create more parkland, and to build public-private and public-public partnerships.*



# Examples from Other Communities

## East Baton Rouge Parish, LA (BREC)

### Mission

*BREC's mission is to contribute to a healthier, more vibrant community by providing exceptional parks, open space, and recreation experiences for all of East Baton Rouge Parish.*



# Examples from Other Communities

## East Baton Rouge Parish, LA (BREC)

### Vision

*BREC's vision is to provide an extraordinary system of parks, open spaces, and facilities that engages the parish's unique natural and cultural landscape to enrich parish life by providing diverse and memorable recreation experiences.*



# Dallas Park & Recreation

## Mission

*Our mission is to:*

- *Recover the quality and prestige of the Dallas park system*
- *Regain the confidence and enthusiasm of our citizens*
- *Reposition the Dallas Park and Recreation Department as a recognized state and national leader*

## Alternative Mission #1

DPARD's mission is to:

*provide diverse recreational experiences that enrich the community's quality of life.*

How well does this mission address:



**25%** 1. Very Well

**25%** 2. Well

**25%** 3. Could Be Better

**25%** 4. Not at All

## Alternative Mission #2

DPARD's mission is to:

*foster lifelong recreation  
for Dallas residents and  
be stewards of the city's  
treasured open space  
resources.*

How well does this mission address:



**25%** 1. Very Well

**25%** 2. Well

**25%** 3. Could Be Better

**25%** 4. Not at All

## Alternative Mission #3

DPARD's mission is to:

*promote convenient opportunities for indoor and outdoor recreation for people of all ages.*

How well does this mission address:



**25%** 1. Very Well

**25%** 2. Well

**25%** 3. Could Be Better

**25%** 4. Not at All

## Alternative Mission #4

DPARD's mission is to:

*be a driving force in delivering quality parks, recreation programs, and services, promoting an active and healthy community, protecting natural resources, and enhancing Dallas' physical character.*

How well does this mission address:



25%	1. Very Well
25%	2. Well
25%	3. Could Be Better
25%	4. Not at All

DPARD's mission is to:

- Alt1** *provide diverse recreational experiences that enrich the community's quality of life.*
- Alt2** *foster lifelong recreation for Dallas residents and be stewards of the city's treasured open space resources.*
- Alt3** *promote convenient opportunities for indoor and outdoor recreation for people of all ages.*
- Alt4** *be a driving force in delivering quality parks, recreation programs, and services, promoting an active and healthy community, protecting natural resources, and enhancing Dallas' physical character.*

25%	1. Alt1
25%	2. Alt2
25%	3. Alt3
25%	4. Alt4

## DPARD Vision

*Our vision is for Dallas to be a premier Park and Recreation system in the United States.*

Is the current vision:



<b>25%</b>	1. Very
<b>25%</b>	2. Somewhat
<b>25%</b>	3. Could Be Better
<b>25%</b>	4. Not at All

## Alternative Vision #1

DPARD's long-term vision is for:

*a world-class system of parks and open spaces that enhances community identity and vitality.*

Is this vision:



## Alternative Vision #2

DPARD's long-term vision is for:

*a comprehensive system of parks, open spaces, and recreational facilities that sustains, inspires, and invigorates.*

Is this vision:



**25%**

1. Very

**25%**

2. Somewhat

**25%**

3. Could Be Better

**25%**

4. Not at All

## Alternative Vision #3

DPARD's long-term vision is for:

*integrated parks and open spaces and state-of-the-art programs and facilities that promote health, economic vitality, conservation, and community identity.*

Is this vision:



**25%**

1. Very

**25%**

2. Somewhat

**25%**

3. Could Be Better

**25%**

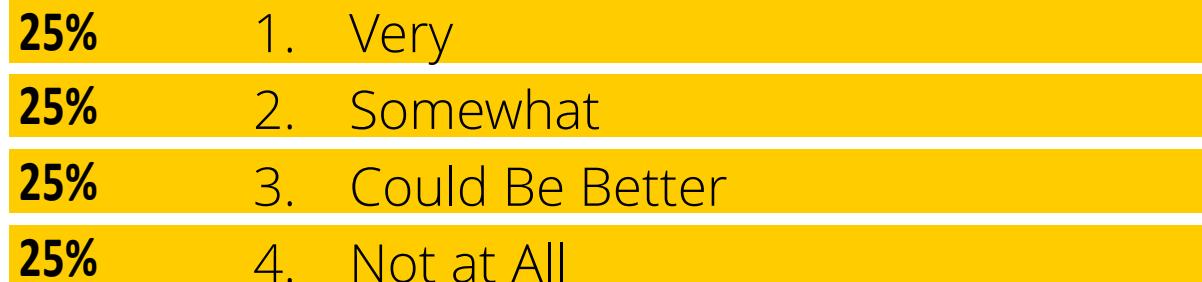
4. Not at All

## Alternative Vision #4

DPARD's long-term vision is for:

*beautiful, well-designed parks; verdant and sustainable open spaces; and a vigorous and healthy populace.*

Is this vision:



## DPARD's long-term vision is for:

- Alt1** *a world-class system of parks and open spaces that enhances community identity and vitality.*
- Alt2** *a comprehensive system of parks, open spaces, and recreational facilities that sustains, inspires, and invigorates.*
- Alt3** *integrated parks and open spaces and state-of-the-art programs and facilities that promote health, economic vitality, conservation, and community identity.*
- Alt4** *beautiful, well-designed parks; verdant and sustainable open spaces; and a vigorous and healthy populace.*
- Extn** *a premier Park and Recreation system in the United States.*

20%	1. Alt1
20%	2. Alt2
20%	3. Alt3
20%	4. Alt4
20%	5. Extn

# Discussion

