



2020-2022 Strategic Plan
March 2020

Components of this Strategic Plan

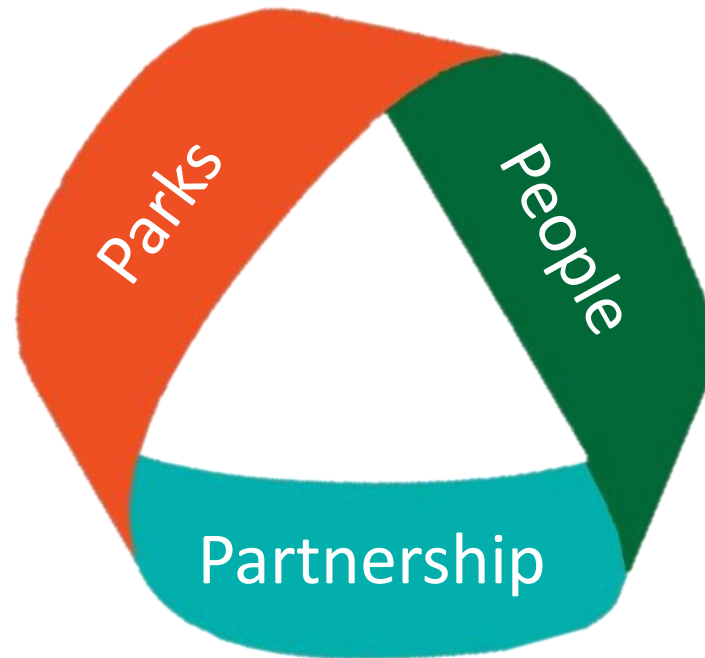


Our Beliefs



Parks

We believe that parks are central to our state's identity. They reflect our unique natural treasures, tell the history of our people and enhance our global reputation.



People

We believe that everyone deserves a world-class park experience in California and that all can benefit from a lifelong connection with nature.

Partnership

We believe that innovative and meaningful partnerships between government agencies, businesses, nonprofit organizations and communities will make our parks the best in the world.



Vision

Vibrant, healthy parks
that welcome, engage
and inspire



Mission

As California State Park's statutory partner, we have a simple mission – to help strengthen parks and inspire all to experience these extraordinary places.

Core Values



At Parks California, we are...

COLLABORATIVE

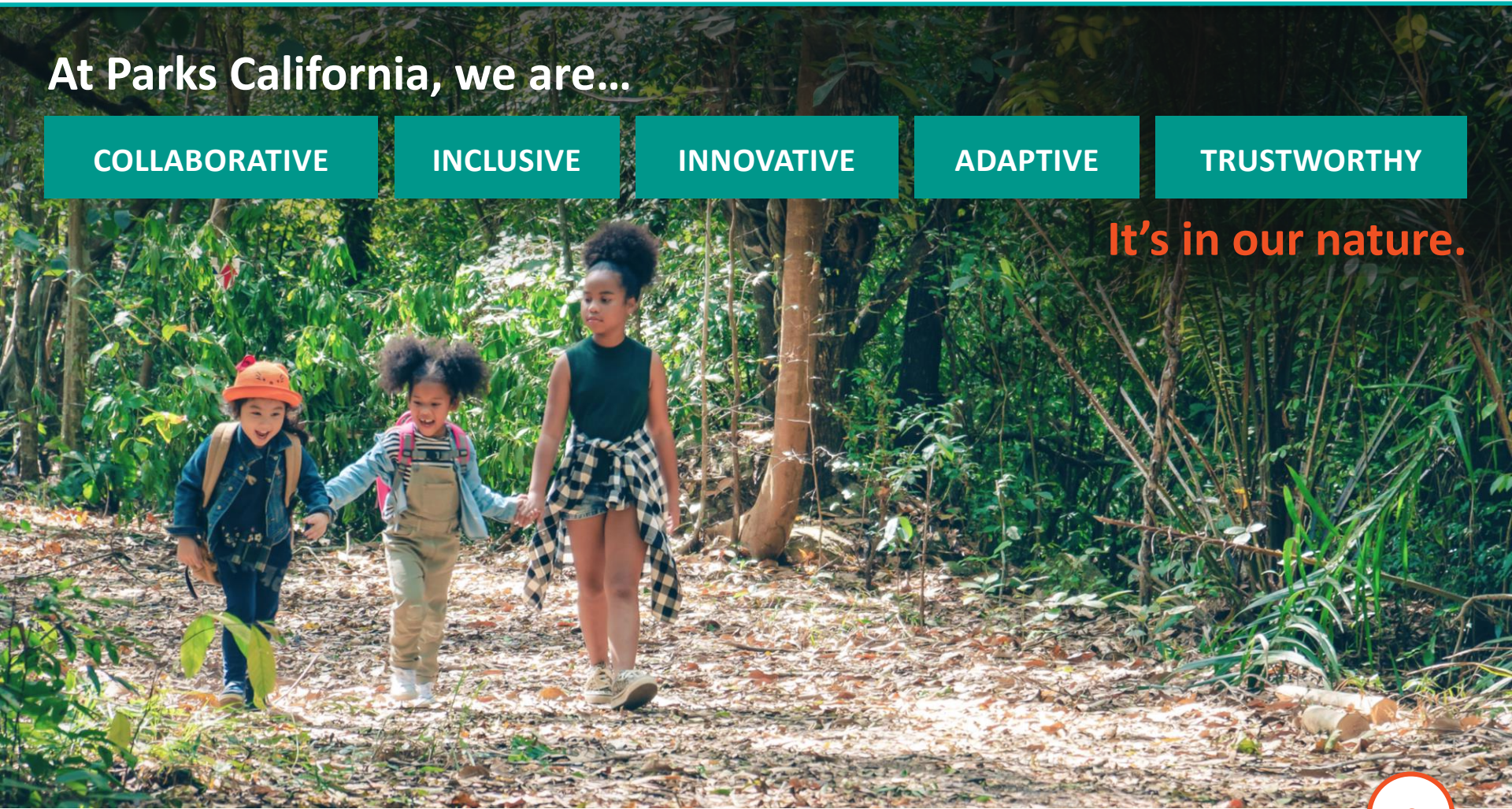
INCLUSIVE

INNOVATIVE

ADAPTIVE

TRUSTWORTHY

It's in our nature.



Goals



Parks California will use our levers of impact to accomplish these **goals** and move toward our vision

**Increase Equitable
Access to Parks**

**Strengthen Stewardship
of Parks**

**Accelerate Innovation
Across Parks**

**Expand Funding
for Parks**

Build a Valued & Trusted Partner Organization

Goal

Increase Equitable Access to Parks



Objectives

- Engage with underrepresented communities to remove barriers to access and create authentic connections to nature.
- Enhance the capacity of parks, communities and partners to welcome and provide relevant experiences to all visitors.
- Raise awareness of parks and their offerings

Goal

Strengthen Stewardship of Parks



Objectives

- Enhance the capacity of parks and partners to steward park resources, considering a changing climate and increased equitable access.
- Support the expansion of a diverse new generation of stewards, supporters and champions with connections to parks and nature.

Goal

Accelerate Innovation Across Parks



Objectives

- Support processes and models for replicating and localizing successful park-level programs.
- Initiate multi-stakeholder partnerships that stimulate collaboration and innovation at the intersection of parks and communities.

Goal

Expand Funding for Parks



Objectives

- Generate new sources of funding to support park access and stewardship, maintain and improve park visitor amenities, and expand park capacity to welcome a new generation of visitors.
- Build innovative partnerships with individuals, businesses, foundations and others to support State Parks.

Goal

Build a Valued & Trusted Partner Organization



Objectives

- Cultivate unique statutory relationship with State Parks.
- Become a trusted collaborator and resource to all partners.
- Authentically represent the stories, experiences, and needs of communities throughout California to park stakeholders.
- Build the required organizational culture, infrastructure, tools and resources to consistently deliver quality services.