



PARKS
CALIFORNIA

It's in our nature

2023 - 2025 Strategic Plan

Strategic Plan Themes

The strategic plan is designed to promote sustainable funding, partnership, and impact at scale.



Sustainable Funding

Keep the lights on – design and implement programmatic agreements / models / contracts that account for sufficient overhead and administrative costs.

Clarify the paths to funding – develop standard program / project archetypes to clarify funding needs

Learn from national parks – understand and institute best practices from the National Park Service – National Parks Foundation model.



Partnership

Force-multiply the value of State Parks – view and communicate the statutory relationship with State Parks as a significant value-add, bridging the gap between bureaucracy and action.

Figure out where the State Parks levers are – leverage State Parks resources (people and skills) in a more integrated / strategic manner; e.g. communications, grant-writing, etc.



Impact at Scale

Implement the right structures – design an organizational model *now* that allows for flexibility and adaptability in *the future*.

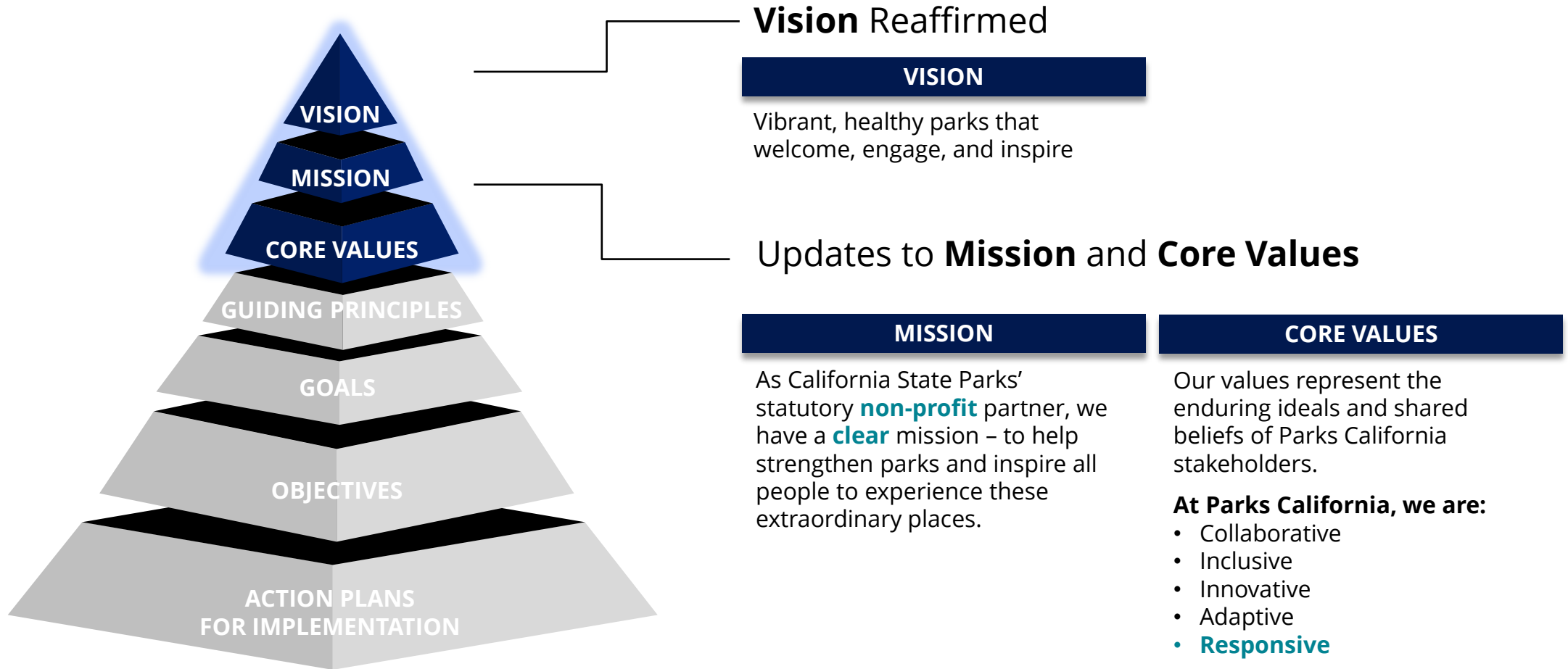
Deliver the right messages – build a communications strategy that articulates programmatic impacts and measures in the right way, to the right people, at the right time.

Incubate and scale the right ideas – build up the structures / processes to identify pilot projects and programs at a local level and scale them to a State level.

Emphasize the importance of climate – update a strategic goal to draw clearer linkages to addressing the climate crisis

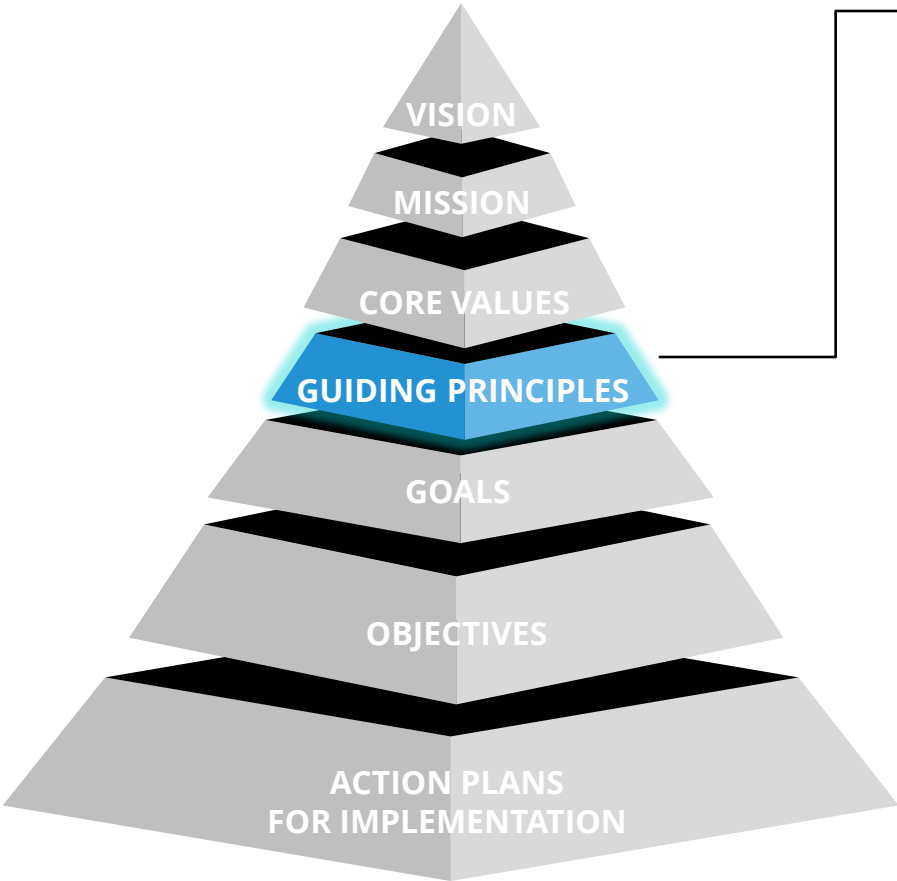
Vision, Mission, and Core Values

We evaluated our previous strategic plan, making **several purposeful changes and additions.**



Guiding Principles

We evaluated our previous strategic plan, making **several purposeful changes and additions.**








Addition of **Guiding Principles**

GUIDING PRINCIPLES

We've shaped a set of **guiding principles**, which create a framework to guide development of our goals and objectives for 2023 - 2025.

At Parks California, we strive to:

-  Be a **valued** and **trusted** partner organization.
-  Serve as **catalysts** for the future of parks.
-  Cultivate a culture of **philanthropy**.
-  Model **emotional and cultural intelligence** in our work every day.
-  Embody the values of **diversity, equity, and inclusion**.

Restructured Goals and Objectives 2023 - 2025

We evaluated our previous strategic plan, making **several purposeful changes and additions.**

2023 - 2025 STRATEGIC GOALS AND OBJECTIVES



Be a Catalyst for Park Innovation and Partnership

- 1. Initiate** multi-stakeholder partnerships that stimulate lasting collaboration and innovation at the intersection of parks, landscapes, and communities.
- 2. Identify** successful local models and foster best practices and capacity building across partners to help shape the future of parks.
- 3. Develop** avenues for Tribal Involvement in parks.
- 4. Incubate** new ideas and accelerate innovation across Parks California's partner ecosystem.



Accelerate and Scale Resource Stewardship for a Changing Climate

- 1. Catalyze and incubate** innovative tools, systems, and approaches that enable parks and partners to adapt to climate impacts and contribute to a reduced carbon footprint
- 2. Build capacity** for parks, partners, and communities to engage and sustain durable landscape-scale stewardship partnerships
- 3. Develop partnership** model(s) that grow skilled and representative workforce to address park resource challenges.



Increase Equitable Access to Parks

- 1. Engage** with underrepresented communities and California Department of Parks and Recreation (DPR) to reduce barriers and increase park access.
- 2. Enhance** the capacity of parks, communities, and partners to welcome and provide relevant experiences to all visitors.
- 3. Raise** awareness of parks and their offerings



Expand Funding to Strengthen Parks and Sustain Parks California

- 1. Expand and increase** funding sources, funding types, and funding amounts to support parks within the scope of the Joint Priorities with DPR.
- 2. Advance** the long-term sustainability of Parks California.
- 3. Grow** Parks California's prospect pool by expanding our network of relationships with influencers, partner organizations, experts, ambassadors, and fans, to build support for Parks.



Strengthen Parks California's Operational Capabilities

- 1. Ensure** the Parks California team is equipped with the tools, resources, and skills to achieve the established goals and objectives.
- 2. Foster** multidisciplinary collaboration and teamwork, while placing our core values always at the center.
- 3. Build** Communications as the department responsible for delivering a communications strategy and enhancing the tools and methods of communicating and engaging with all Parks California internal and external audiences.
- 4. Capture** and use the right mix of data and stories to demonstrate "proof of concept" for the organization.