

Augusta Parks and Recreation

Strategic Plan

July 9, 2024



Who is Raftelis?

One of the most experienced local government financial and management consulting practices in the nation

30 years serving local governments and utilities

More than **170 consultants** across the U.S.

Raftelis has provided financial/organizational assistance for

1,700+

public agencies and utilities

that serve more than

25%

of the U.S. population

including the agencies serving

41/50

of the nation's 50 largest cities

and including

1,200+

municipal and county governments

Strategic Plan Development



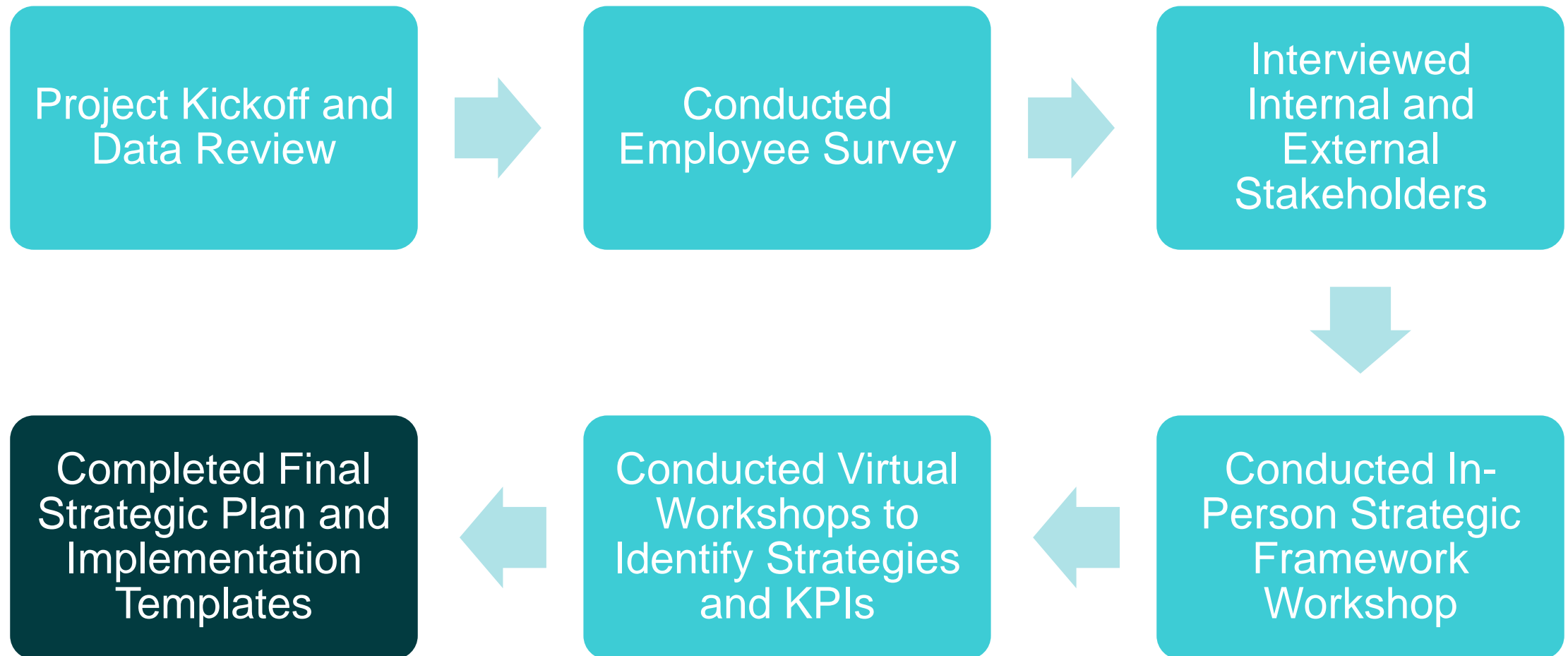
DRAFT

Strategic Plan Development

- Where are we now?
- Where do we want to go?
- How are we going to get there?



Strategic Planning Project Approach



Strategic Plan Framework



DRAFT

Vision

To enrich lives by building a thriving community, connecting people, parks, partnerships, and programs.





Mission

Augusta Parks and Recreation is committed to enhancing community well-being and fostering meaningful connections through the dedication of our passionate and caring team.

Values



Customer Service

We deliver high-quality services by providing assistance, support, and solutions to meet the needs of our community



Teamwork

We collaborate as a team to achieve shared goals and support one another



Dedication

We are committed and held accountable to our mission, our employees, and our community



Compassion

We demonstrate empathy, understanding, and a genuine concern for the well-being and needs of colleagues and community members



PARK &
FACILITY
INVESTMENT

COMMUNICATIONS
& ENGAGEMENT

OPERATIONAL
EXCELLENCE &
EFFICIENCY

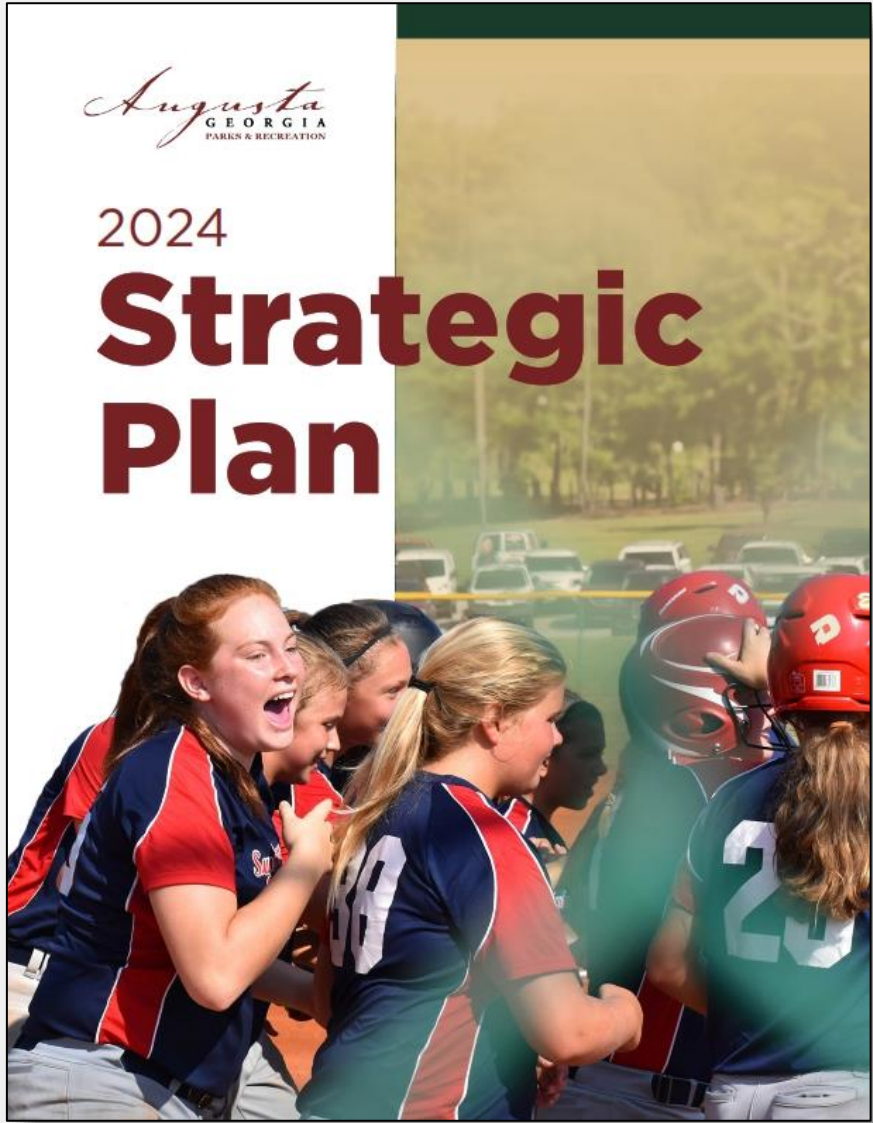
FINANCIAL
SUSTAINABILITY

CUSTOMER &
COMMUNITY
SERVICE

POSITIVE
EMPLOYEE
EXPERIENCE



**Strategic
Priorities**



Final Strategic Plan & Implementation



STRATEGIC PRIORITY

Communications and Engagement

Augusta Parks and Recreation fosters communication and engagement by maintaining honest, open, reliable, and timely interactions with employees and the public.

TEAM LEAD:
Frank Rost

Implementation Steps				Resources Needed
Inventory current communications and the employees each is most effective in reaching. Identify the most effective communication channel(s) to reach all employees. Develop content to regularly communicate with all employees.				
Establish a process of regular (weekly) communication from the Director to all staff		1	3-6 months	<ul style="list-style-type: none">Determine communication channels to be usedDevelop structured format for communication and contentMonitor effectiveness and impact of communication
Begin regular (quarterly) all-staff meetings		1	3-6 months	<ul style="list-style-type: none">Set meeting dates and notify all staffDevelop agendaConduct regular all-staff meetingsEngage employees to understand desired outcomes of meetings and usefulness of information received

Q&A