

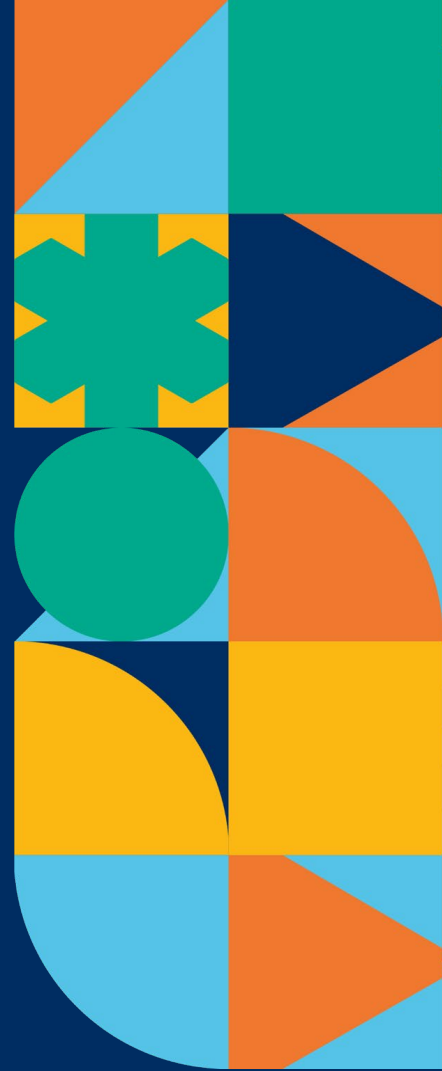


Community Review: Public Presentation of Preliminary Mission, Vision, Values, and Goals

June 13, 2024



Ottawa County Parks &
Recreation Commission



Agenda



01 Today's Goal

02 Stakeholder Engagement Summary

03 Mission, Vision, Values, Initiatives, & Projects

04 Strategic Initiatives & Goals

05 Discussion and Questions



Today's Goal

To receive feedback and gain consensus on the proposed Mission, Vision, Values, and Strategic Initiatives

Stakeholder Engagement Summary

SURVEYS

Crowe administered surveys to (1) the Public and (2) OCPRC Stakeholders, which were open for responses for 63 days.

Both surveys aimed to understand the community's perception, satisfaction, and needs for the overall park system.

5,621

Ottawa County residents and visitors responded to the Public Survey.

57

stakeholders provided feedback via the Stakeholder Survey.

ENGAGEMENT SESSIONS

Crowe hosted **six** engagement sessions and invited the following:

- Ottawa County Parks Staff
- Ottawa County Parks Leadership
- Partner Organizations
- Support Organizations
- Local Units of Government
- Parks Commission / Advisory Committee

6

engagement sessions were hosted by Crowe.

51

individuals participated in the engagement sessions.

Engagement Session Observations

Engagement Sessions attendees were identified by OCPRC Leadership as key stakeholders. They included parks staff, partner and support organizations, representatives of local government units, and parks commission and advisory committee members.

People Care

The community overwhelmingly supports for OCPRC. People are dedicated to and invested in the success of the parks system. OCPRC's positive reputation and general attitude towards Parks empowered the strategic planning process, resulting in meaningful feedback.

OCPRC Existence

There were two primary responses as to why OCPRC exists. First, OCPRC exists for the *public good* so that communities can thrive economically, socially, physically, and intellectually by improving quality of life. Second, OCPRC exists for *environmental preservation* of natural lands, wildlife, and protection from invasive species and human activity.



Maintain vs. Expand

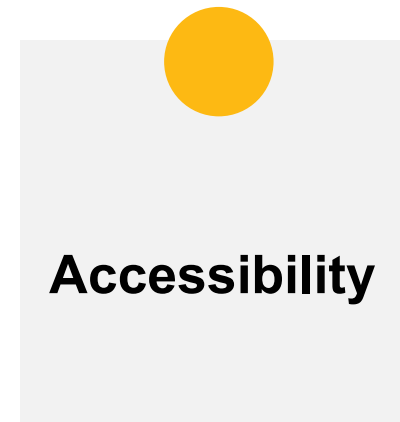
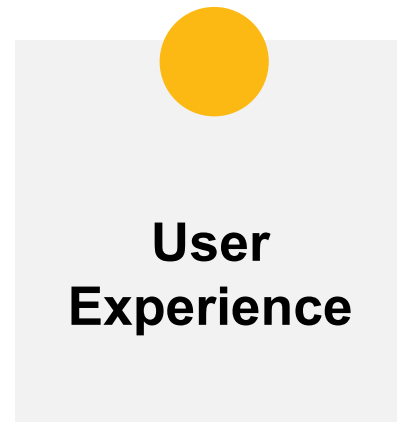
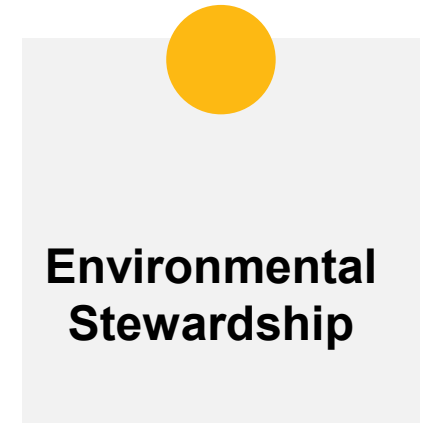
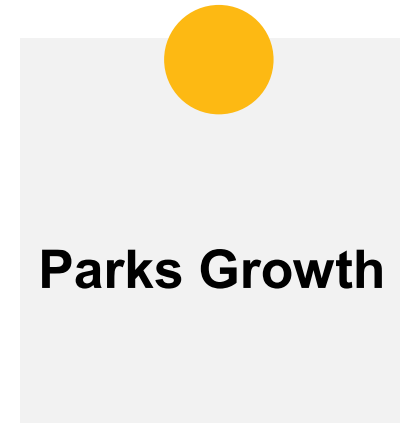
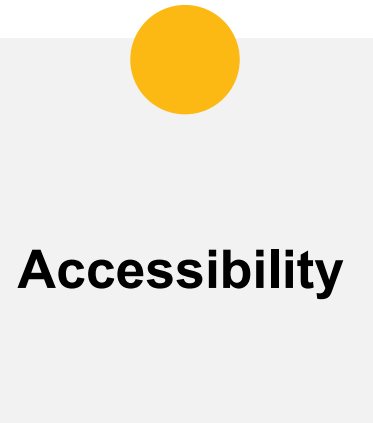
Two contrasting perspectives emerged during the engagement sessions. While some advocate for directing capital and human resources toward maintaining, enhancing, and protecting current assets, others believe OCPRC should continue to prioritize land expansion and acquisition to accommodate the County's population growth.

Parks for All

OCPRC and its stakeholders aim to expand efforts to create accessible and welcoming parks for people of all backgrounds, interests, abilities, and ages. This desire includes attracting the "not yet identified personas."

Survey Observations

Over 1,100 survey participants provided additional comments or feedback in addition to responding to the series of multiple-choice questions. Responses were reviewed and categorized based on reoccurring themes.





Mission, Vision, Values, Pillars & Projects

Mission

- Describes the **core purpose** of the OCPRC and why it exists, what it does, and who it serves.

Vision

- **Forward-looking, aspirational** statement describing OCPRC's ideal future.

Values

- Based on the Mission and Vision, these are the ideals that OCPRC strives to uphold when servicing the public.

Strategic Initiatives

- In alignment with OCPRC's Mission, Vision, and Values, these initiatives serve as an **actionable roadmap and decision-making tools**.

Projects

- **Activities executed** by OCPRC staff and stakeholders to implement the Strategic Plan and move toward the Commission's vision of the future.



Mission: To enhance well-being by stewarding a connected system of natural communities and promoting outdoor experiences.



Vision: The OCPRC will be a leader in creating a legacy of expansive, accessible, and biodiverse natural communities for all to enjoy.



Values: Accessibility, Education, Integrity, Health & Wellness, Sustainability, Collaboration



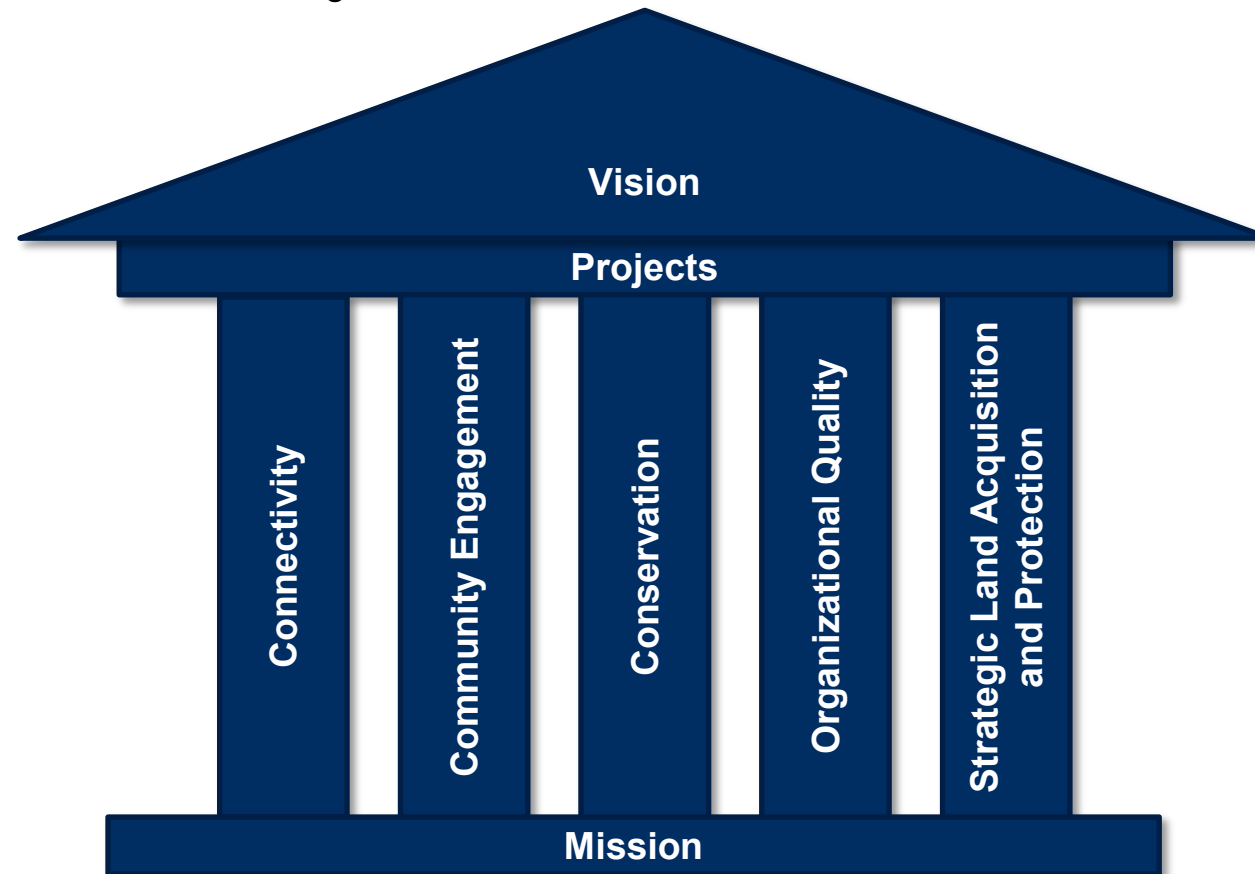
Strategic Initiatives: Connectivity, Community Engagement, Conservation, Organizational Quality, Strategic Land Acquisition & Protection



Example Projects: modernize restrooms, assess the population and land use areas in the County, reestablish land acquisition funds, increase the number of parks as “effectively invasive free”

Mission, Vision, Values, Initiatives & Projects

The five Initiatives serve as foundation for OCPRC's strategy. OCPRC leadership can determine whether to implement current and future projects based on their alignment with the Strategic Initiatives.



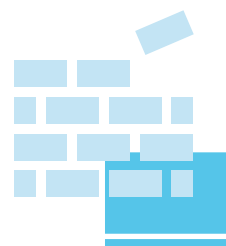


Values & Initiatives in Action



Vision & Values

- Does this project help OCPRC achieve its vision for the future?
- Does this project align with our values?



Pillars

- Does this project map to 1+ strategic initiative?
- Using the heat map, how strongly does this project drive our strategic plan forward?



! For Review !

Mission:

To enhance well-being by stewarding a connected system of natural communities and promoting outdoor experiences.

! For Review !

Proposed Vision:

The Ottawa County Parks and Recreation Commission will be a leader in creating a legacy of expansive, accessible, and biodiverse natural communities for all to enjoy.





! For Review !

Proposed Values:

- **Accessibility** - Provide inclusive and accessible parks, facilities, and programs.
- **Education** - Curate experiences to instill an awareness of the land's history and culture and appreciation for nature.
- **Integrity** – Demonstrate transparency, leadership, and commitment to care for the County's natural resources.
- **Health & Wellness** – Promote parks and recreational activities for the health and wellbeing of the community.
- **Sustainability** – Engage in sustainable practices to protect and improve the environmental health of natural communities.
- **Collaboration** – Facilitate partnerships with community and regional organizations and leverage science-based decision making.



Strategic Initiatives

Five initiatives emerged from input received during the strategic planning stakeholder engagement process. The Strategic Initiatives build upon past investments, goals, and objectives and will connect OCPRC’s mission with its current and future projects as it strives to achieve its vision.

| Strategic Initiative | Goal |
|---|--|
| Connectivity | OCPRC aims to connect people, expand greenways, and foster community appreciation for natural spaces. |
| Community Engagement | OCPRC educates and informs the public about what we’re doing, why we’re doing it, and how they can get involved. |
| Conservation | OCPRC acts as environmental stewards to respect, protect, and enhance our diverse natural communities. |
| Organizational Quality | OCPRC sustainably invests in our organization to ensure continued high-quality user experience for visitors and staff. |
| Strategic Land Acquisition and Protection | Ottawa County parks system serves our growing community by acquiring high-quality natural resources and recreational land near protected property, greenways, and underserved areas. |

Discussion & Questions



Ottawa County Parks & Recreation Commission

Strategic Plan – **DRAFT FOR REVIEW**



Additional Inputs

Community Benefits Survey

- Include tourism-based or driven projects
- Provide one-page summary in plan “background” section

Scientific Survey

- Added the “Organizational Quality” pillar
- Reimagined the “Strategic Land Acquisition & Protection” and “Community Engagement” pillars
- Additional investment in projects for the “Conservation” pillar