



# STRATEGIC PLAN 2025-2027

## January 2026 Progress Report

 In Progress  Complete

### GOAL 1: SUSTAINABLE AND STRATEGIC GROWTH

#### OBJECTIVE 1.1 STRATEGIC LAND ACQUISITION

**Action Item A: 25% complete** 

The park district has expanded Orchard Oaks Preserve (3.7 acres), leased Seymour Woods SNP (106 acres), signed a purchase agreement to expand Deer Haven North (3.7 acres), and is negotiating on several additional properties.

#### OBJECTIVE 1.2 SUSTAINABLE GROWTH

**Action Item A: 75% complete** 

Staffing plans are ongoing to align with projected growth and service demands. Comprehensive equipment and infrastructure assessments, including fleet and facilities inventories, estimated lifecycle costs, and long-term replacement planning, are incorporated into the operations budget forecast spreadsheet. Implementation of a district-wide asset management platform (Brightly) in 2026 will further strengthen data-driven decision-making, lifecycle tracking, and long-range capital planning to support sustainable growth.

**Action Item B: 75% complete** 

Current forecasting tools include the capital project timeline, capital budget, district-wide trend analysis (includes capital and operations), and park operations budget forecast. Implementation of an asset management platform (Brightly) in 2026 will further improve capital forecasting.

#### OBJECTIVE 1.3 PROMOTE COMMUNITY AWARENESS OF NEW ACQUISITIONS & PARK DEVELOPMENT

**Action Item A: 100% complete** 

The park district implemented the marketing plan for the future Eagle Ridge Park, conducting a public open house, video <https://youtu.be/OObBuT6JhWo>, publishing the Master Plan on the website, and distributing information through internal and external communication channels to ensure broad public awareness of the new acquisition and forthcoming park development.

**Action Item B: 75% complete** 

For Hickory Woods Park and other existing properties, the park district will apply the communication approach used for the future Eagle Ridge Park by posting the Master Plan, schedule and information online, and distributing key updates through established internal channels, including staff meetings, News You Can Use emails, and monthly Department Reports.

**Action Item C: 100% complete** 

After discussion, this action item was combined into Action Item B.

#### OBJECTIVE 1.4 MISSION-DRIVEN DECISION MAKING

**Action Item A: 25% complete** 

The team is in the process of drafting a decision tree to be reviewed in February 2026.

### GOAL 2: ENHANCE AND MAINTAIN EXISTING PARKS AND SERVICES TO ENSURE EXCEPTIONAL VISITOR EXPERIENCES

#### OBJECTIVE 2.2 ALLOCATE & OPTIMIZE RESOURCES STRATEGICALLY

**Action Item B: 25% complete** 

A master spreadsheet was created to compile future projects from all park master plans. Future projects will be organized by park and assigned priority ratings. Major repair and replacement needs will also be included.

#### OBJECTIVE 2.3 IMPROVE & EXPAND SIGNAGE & WAYFINDING TO ENHANCE PARK ACCESSIBILITY AND VISIBILITY

**Action Item A: 50% complete** 

Existing sign lists from Marketing and Park Operations have been compiled. The team is reviewing signs on all Community Park and Trail Grant Projects.

#### OBJECTIVE 2.4 STRENGTHEN PROGRAMS, GROW PARTNERSHIPS, & INSPIRE CONNECTIONS

**Action Item B: 50% complete** 

Education staff will focus on 3rd grade, aligning with the State of Ohio's 3rd grade learning standards. Most field trips will take place at Gallant Farm to integrate relevant social studies and science standards, while smaller schools can opt for Deer Haven Park or another PPDC site. Staff will finalize a comprehensive field trip plan by Spring 2026.

**Action Item D: 50% complete** 

Participation data from the past three years have been analyzed for attendance. Staff focus will shift toward enhancing program quality rather than expanding program volume.

## GOAL 3: CULTIVATE A THRIVING AND SUPPORTED WORKFORCE TO ENSURE OPERATIONAL EXCELLENCE

### OBJECTIVE 3.1 ASSESS & STRATEGICALLY PLAN STAFFING NEEDS

#### Action Item A, B & C: started

Kickoff meeting was held and baseline statements established.

### OBJECTIVE 3.2 EVALUATE EMPLOYEE COMPENSATION & BENEFITS, & INCREASE STAFF AWARENESS

#### Action Item A: 100% complete

Experience Management Institute completed a Total Compensation Survey in November and that was shared with the Board of Park Commissioners and staff. New pay bands were recommended and approved by the Board in December.

#### Action Item B: 25% complete

Human Resources created Total Compensation Statements for staff. A Benefits Summary was created and posted on the PPDC website.

### OBJECTIVE 3.3 STRENGTHEN INTERNAL COMMUNICATION, COLLABORATION, & TRANSPARENCY

#### Action Item B: 25% complete

The team evaluated prior effective communication practices, noted interdepartmental communication as a primary challenge, and discussed Microsoft Teams as a potential solution.

### OBJECTIVE 3.5 EXPLORE & STRENGTHEN EMPLOYEE WELLNESS INITIATIVES

#### Action Item A: 25% complete

Wellness questions were included in the November 2024 staff survey, and the team will use the results to determine the best method for collecting updated wellness data.

## GOAL 4: DIVERSIFY REVENUE STREAMS AND BUILD FUTURE FINANCIAL SUPPORT

### OBJECTIVE 4.1 STRENGTHEN THE PRESERVATION PARKS FOUNDATION

#### Action Item B: 100% complete

Hired the park district's first Development Director in October 2025.

### OBJECTIVE 4.2 ENHANCE FINANCIAL SUSTAINABILITY WITH STRATEGIC FEE STRUCTURES

#### Action Item A: 25% complete

A list of programs, services, and amenities is being compiled. We will identify service categories and evaluate cost recovery goals for each category.

### OBJECTIVE 4.3 PURSUE GRANT AND/OR SPONSORSHIP FUNDING

#### Action Item A: 50% complete

Several grant-related improvements have been proposed, including maintaining a centralized list of grant opportunities, clarifying grant oversight responsibilities, evaluating tools that help identify funding opportunities, and noting which job roles currently include grant-related duties.

## GOAL 5: ENHANCE COMMUNICATION STRATEGIES TO FOSTER ENGAGEMENT AND COMMUNITY SUPPORT

### OBJECTIVE 5.1 STRENGTHEN BRAND IDENTITY

#### Action Item A: 25% complete

An updated draft marketing plan has been created and will be shared with the Leadership Team once the goals are fully refined.

#### Action Item B: 25% complete

The team is identifying ways to track park district projects and programs to highlight externally. We will communicate to staff the importance of telling the Preservation Parks story.

#### Action Item C: 25% complete

The team is contacting other park districts with merchandise stores for research, and brainstorming continues regarding potential merchandise to include.

#### Action Item D: 25% complete

Digital ads will begin in Spring 2026. A postcard will be mailed to new residents this spring.

### OBJECTIVE 5.2 ENHANCE COMMUNICATION & PUBLIC ENGAGEMENT

#### Action Item A: started

Reviewed current community engagement and how the park district shares park stories, promotes events, and drives participation in programs across digital platforms. A list of current promotions and digital interactions with the community will be created.

#### Action Item B: started

A review is underway to assess how volunteers are currently acting as ambassadors for the park district.

 In Progress  Complete

PRESERVATIONPARKS.COM



Preservation Parks of Delaware County  
STRATEGIC PLAN 2025-2027

JANUARY 2026  
PROGRESS REPORT

GOAL	OBJECTIVE	ACTION ITEM	START	END	% COMPLETE	
1. SUSTAINABLE AND STRATEGIC GROWTH	1.1 Strategic Land Acquisition	A. Strategically grow the Preservation Parks system by expanding existing parks and prioritizing protecting high-quality natural and historical areas, critical watersheds, and areas that improve equitable access.	2025	Winter 2027	25%	
		B. Update the land acquisition strategy to include assessing potential future development costs (infrastructure and amenities) and long-term maintenance costs and operational needs to ensure sustainability within current resource capacity.	2026	Fall 2026	Started	
	1.2 Sustainable Growth	A. Proactively assess and adjust staffing, equipment, and infrastructure to manage and maintain newly acquired land while preserving high service standards across all parks.	2026	Fall 2026	75%	
		B. Continue to integrate future capital and operational costs into the District's forecasting tools to prevent overextension and support high-quality service delivery.	2026	Fall 2026	75%	
	1.3 Promote Community Awareness of New Acquisitions & Park Development	A. Promote public awareness of new land acquisitions by highlighting their impact on the community, environment, and recreation and sharing the District's vision through targeted marketing and communication strategies.	2025	Winter 2027	100%	
		B. Communicate regular updates on construction timelines, project milestones, and upcoming park openings using various communication methods to keep the public informed and engaged.	2025	Winter 2027	75%	
		C. Increase internal and external communication regarding phased park development on existing properties to build awareness.	2025	Winter 2027	100%	
	1.4 Mission-Driven Decision Making	A. Ensure the mission remains central to land acquisition, park development, and District operations by reinforcing its importance in planning, communication, and decision making.	2025	Summer 2026	25%	
	2. ENHANCE & MAINTAIN EXISTING PARKS & SERVICES TO ENSURE EXCEPTIONAL VISITOR EXPERIENCES	2.1 Strengthen Sustainable & Responsive Park Maintenance	A. Strengthen the preventative maintenance program to improve asset management and long-term budget forecasting.	Winter 2025	Fall 2026	0
			B. Invest in durable, sustainable materials and high-quality equipment to reduce long-term costs and ensure fiscal responsibility and sustainability. (Continuous)	Winter 2025	Fall 2027	0
2.2 Allocate & Optimize Resources Strategically		A. Use community engagement and data collection to help inform maintenance and improvement priorities, emphasizing safety, protection of assets, and equitable service across all parks.	2026	Fall 2026	0	
		B. Establish a focused project inventory based on all park master plans to support readiness for grants, partnerships, and strategic growth.	2025	Spring 2026	25%	
		C. Continue to seek new and strengthen existing partnerships with community organizations and government entities to share resources and optimize the use of existing facilities to benefit the community.	2026/2027	Spring 2027	0	
2.3 Improve & Expand Signage & Wayfinding to Enhance Park Accessibility and Visibility		A. Conduct a system-wide signage audit to identify outdated, duplicated, or unclear signs and create a signage replacement plan with defined lifespans, materials, and timelines.	2025	2025	50%	
		B. Enhance trail navigation and emergency response by improving wayfinding signage, including consistent implementation of locator signs. (Continuous)	2026	2027	0	
		C. Expand roadway directional signage to improve public access and awareness of park locations. (Continuous)	2026/2027	2027	0	
		D. Continue to develop and install engaging and accessible interpretive signage at key locations to provide consistent, high-quality educational content about nature, conservation, and local history. (Continuous)	2026/2027	2027	0	
		E. Explore flexible and sustainable signage options for kiosks and other locations that allow quicker updates of maps and park information.	2026	2026	0	
2.4 Strengthen Programs, Grow Partnerships, & Inspire Connections		A. Continue cultivating partnerships with schools and community organizations to expand and diversify programming that aligns with the District's mission and responds to local needs. (Continuous)	2026	Fall 2027	0	
		B. Target a specific grade level to increase educational impact and develop engaging field trips and in-school programs that meet state curriculum standards.	2025	2026	50%	
		C. Design inclusive, affordable, and engaging programs for families and individuals that foster a connection to nature and increase access to outdoor learning opportunities. (Continuous)	2026	2027	0	
		D. Analyze participation data, community demographics, and feedback to refine program offerings, remove barriers, and focus resources on high-impact priorities.	2025	2026	50%	
		E. Expand self-guided experiences that empower all visitors to explore and learn at their own pace and ability.	2025	2026	0	
3. CULTIVATE A THRIVING AND SUPPORTED WORKFORCE TO ENSURE OPERATIONAL EXCELLENCE	3.1 Assess & Strategically Plan Staffing Needs	A. Continuously assess staffing levels across all departments to identify capacity and service delivery gaps. Include frontline staff in this process to ensure needs and ideas are accurately captured. (Continuous)	2025	Fall 2026	Started	
		B. Develop a multi-year staffing plan aligned with projected park growth, operational demands, required skill sets, and budget constraints.	2025	Fall 2026	Started	
		C. Continue to strategically engage volunteers in meaningful roles that support Park District initiatives. (Cont.)	2025	Fall 2026	Started	
	3.2 Evaluate Employee Compensation & Benefits, & Increase Staff Awareness	A. Conduct a total compensation survey to evaluate salary competitiveness and employee benefits and provide recommendations for improvements.	2025	Fall 2025	100%	
		B. Develop a multi-channel communication plan to raise awareness about the full value of the employee benefits package.	2025	2026	25%	
	3.3 Strengthen Internal Communication, Collaboration, & Transparency	A. Establish clear workflows, project timelines, and expectations for shared efforts to improve interdepartmental communication. This includes involving all relevant departments in new projects from the start.	2026	Summer 2027	0	
		B. Foster open communication between staff and administration, create clear channels for feedback, address concerns, ensure diverse perspectives, and promote a culture of respect and transparency. (Continuous)	2025	Summer 2026	25%	
		C. Create opportunities for peer-to-peer learning between departments to improve efficiency and the understanding of each team's role and responsibilities.	2026	Fall 2027	0	
	3.4 Support Professional Development & Leadership Growth	A. Implement comprehensive succession planning to develop future Park District leaders.	2025	Fall 2026	0	
		B. Support individual career development through access to training, certifications, and other professional growth opportunities. (Continuous)	2025	2027	0	
3.5 Explore & Strengthen Employee Wellness Initiatives	A. Conduct an employee interest survey to identify areas of interest for a future wellness plan.	2026/2027	Fall 2027	25%		
	B. Use employee input to research and explore feasible wellness options that support physical, mental, and emotional well-being across all staff roles and locations. (Continuous)	2026/2027	Fall 2027	0		
4. DIVERSIFY REVENUE STREAMS & BUILD FUTURE FINANCIAL SUPPORT	4.1 Strengthen the Preservation Parks Foundation	A. Raise awareness of the Preservation Parks Foundation through promotion on the Park District website, print materials, programs, and community events, both for the public and for staff.	2026	Fall 2027	0	
		B. Recruit a dedicated fundraiser or development professional to lead and coordinate fundraising efforts for Preservation Parks and the Foundation.	2025	Fall 2025	100%	
		C. Develop and implement a comprehensive fundraising strategy in partnership with the Foundation to support Preservation Parks long-term sustainability.	2026	Fall 2027	0	
		D. Identify and prioritize fundraising opportunities to support strategic initiatives, programs, and capital projects.	2025	Fall 2027	0	
	4.2 Enhance Financial Sustainability with Strategic Fee Structures	A. Complete a cost analysis of programs, rentals, and amenities to evaluate operating costs and determine when it is appropriate to subsidize or implement cost recovery.	2025	Spring 2026	25%	
		B. Based on cost analysis findings, identify and explore new or alternative revenue streams to support underfunded programs and ensure financial sustainability.	2026	Fall 2027	0	
	4.3 Pursue Grant &/or Sponsorship Funding	A. Continuously explore and collaborate across departments on new grant opportunities while proactively pursuing known and reliable funding sources.	2025	Fall 2026	50%	
		B. Streamline opportunities for sponsorships with local businesses and organizations that align with the mission and values of Preservation Parks.	2025	Fall 2026	Started	
4.4 Build Future Financial Support	A. Develop strategic messaging to communicate the value of tax dollars invested in Preservation Parks. Highlight the District's use of grants, partnerships, and private funding to maximize its impact and how these revenue streams help stretch tax dollars.	2025	Fall 2027	0		
	B. Engage community leaders, stakeholders, staff, and residents to promote transparency, communicate financial stewardship, and build trust through regular updates and opportunities for feedback.	2026	Fall 2027	0		
5. ENHANCE COMMUNICATION STRATEGIES TO FOSTER ENGAGEMENT & COMMUNITY SUPPORT	5.1 Strengthen Brand Identity & Visibility	A. Update the strategic marketing plan to include fine-tuning the social media strategy, strengthening digital and print deliverables, revising brand standards to include park logo signage, partnering with local schools and organizations, building and strengthening relationships with new and traditional media outlets, and using creative outreach campaigns to reach targeted age groups and demographics.	2025	2025	25%	
		B. Enhance brand visibility and attract new audiences by using compelling, theme-driven content that reveals the behind-the-scenes care, creativity, and expertise that showcase the quality of the District's parks and programs.	2026	2027	25%	
		C. Explore and lay the groundwork to create Park District merchandise that promotes brand identity and visibility; ready to launch promptly if research is favorable.	2026/2027	2026	25%	
		D. Continue to target new Delaware County residents through print and digital channels. (Continuous)	2025	Fall 2027	25%	
	5.2 Enhance Communication & Public Engagement	A. Deepen engagement with current followers and local community members by sharing inspiring park stories, promoting upcoming events, and driving participation in programs across digital platforms.	2026	2026	Started	
		B. Identify and support volunteer ambassadors interested in telling the Preservation Parks story.	2026/2027	2026	Started	
		C. Strengthen relationships with schools, community organizations, government agencies, libraries, and local businesses to increase Park District awareness and participation in programs and events.	2026	2026	Started	
		D. Maintain a dual approach to communication—continuing to offer digital content while ensuring printed brochures and program guides are available at key locations to reach non-digital users. (Continuous)	2025	Fall 2027	Started	