



# Parks and Forestry Strategic Plan Overview

# Process & Data

- ▶ Over 38 individuals commented in depth to answer the questions:
  - ▶ How are we doing (the Parks and Forestry Department)?
  - ▶ Are there things we aren't doing that we should be?
  - ▶ We received over 400 comments
- ▶ Our Leadership team met regularly to analyze comments, including an informal Strength, Weaknesses, Threats and Opportunities (SWOT)
- ▶ Census data and changes were reviewed, establishing a strong demand for outdoor engagement
- ▶ The Leadership Team, working with all levels of staff developed mission, vision and values for the Department



# Recommendations and Results



- ▶ **We developed Core Values** (how we want the community to view us)
  - ▶ Collaboration
  - ▶ Community
  - ▶ Environment
  - ▶ Innovation
  - ▶ Welcoming
- ▶ **& Supporting Values** (how we do things)
  - ▶ Attention to Detail
  - ▶ Cleanliness
  - ▶ Communication
  - ▶ Customer Focus
  - ▶ Safety
  - ▶ Sustainability (Fiscal)
  - ▶ Team Work
  
- ▶ **The main recommendation is to create a new Division focused on Natural Resources**





# What is the Natural Resources Division?

- ▶ Moves the following functions into Natural Resources:
  - ▶ Forestry
  - ▶ Wildlife Responses
  - ▶ Green Space
  - ▶ Clinton River
  - ▶ Deer Management Committee
  - ▶ Trails



- ▶ Creates new functions:
  - ▶ Outdoor Engagement Programs
  - ▶ Outreach to HOA's and businesses
  - ▶ Parkland Stewardship Planning
  - ▶ Pursuit of Natural Resource Related Grants



# Why Create a Natural Resources Division

- ▶ Many of the comments received related to the need for increased outreach and engagement to the community: This restructuring would develop an outdoor engagement function
- ▶ Reduces scope of functions in Parks Division, allowing the park team to focus on improving operations and implementing innovative new ideas
- ▶ Creates one team of staff focused on natural resource issues, developing the ability of our team to work together more
- ▶ Creates a one stop shop for Natural Resource issues

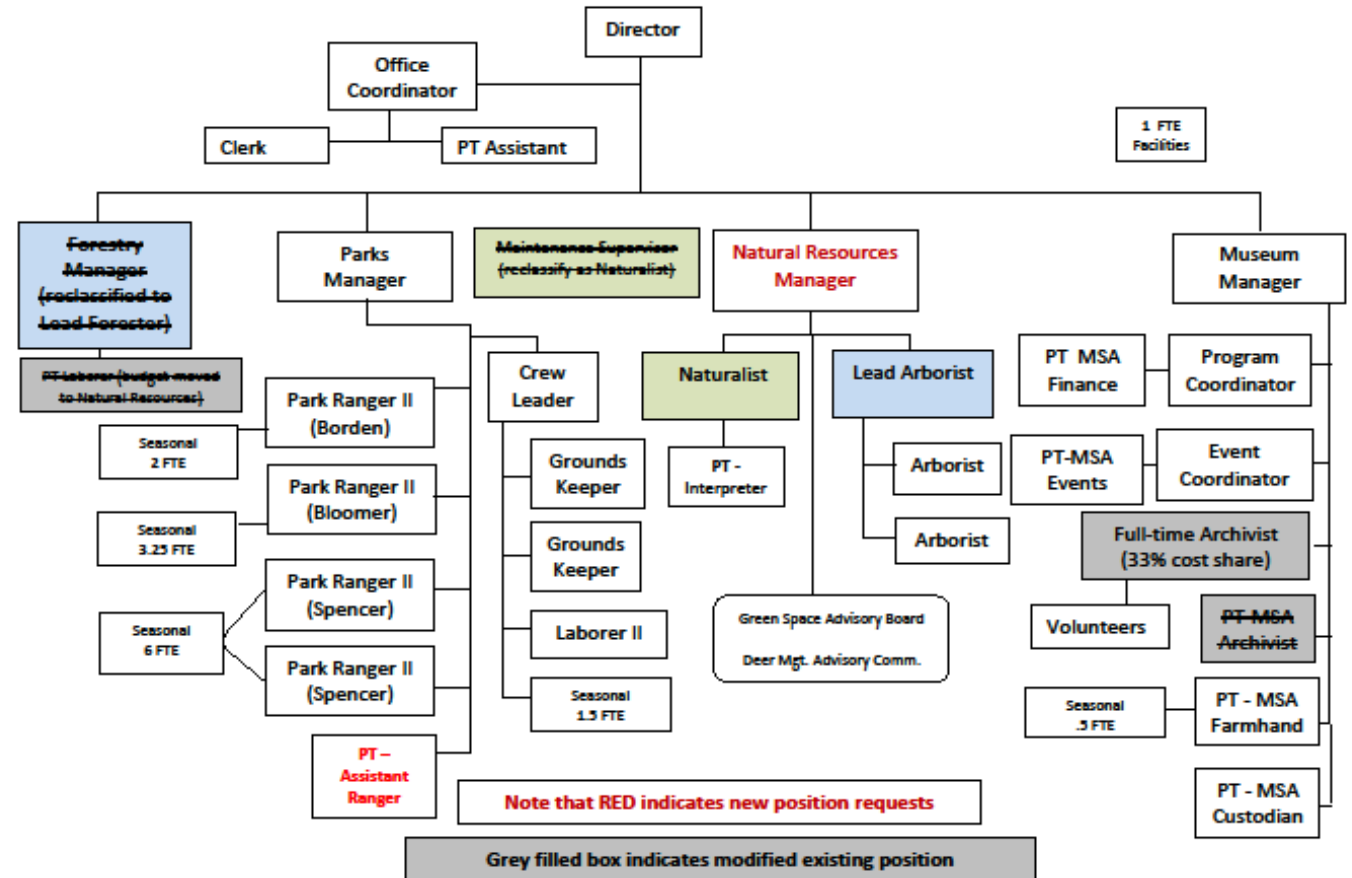


# Requested Structure Changes

1. Request for new Full-Time Natural Resources Manager
2. Reclassifies Maintenance Supervisor Position as a Naturalist, moving from Parks to Natural Resources (green boxes)
3. Reclassifies Forestry Manager position to a Lead Arborist (blue boxes)
4. Moves Forestry functions to underneath Natural Resources Division and removes free standing Forestry Division



FINAL DRAFT Parks Department Org Chart 2018



# 3-Year Focus Areas

- ▶ Develop a unique, regional eco-park (Recreation, Parks, Cultural)
- ▶ Restructure Department in line with Strategic Plan Recommendations (Environment; Community/Neighborhoods; Recreation Parks, Cultural)
- ▶ Increase Department Outreach (Community Trust & Participation)
- ▶ Create and increase an innovative culture (Effective Governance; Community Trust & Participation)
- ▶ Improve and document internal operations for the expected large number of retirements expected in next five years (Effective Governance)





# Recommended Mission & Vision

## Department Mission

- ▶ *We build connections in our community: Neighbor to Neighbor; Neighbor to Nature; and Neighbor to History. We do this by preserving our history, conserving our green infrastructure, and engaging our community in the outdoors.*



## Department Vision

- ▶ *For every resident in Rochester Hills to have a lasting memory of the community experiences we provide and to have a vibrant understanding of where we came from as a community; to provide an understanding of why the outdoors and our history is a crucial part of the premier place to work, live and raise a family.*

