

INDIVIDUAL WELLBEING

Physical Wellbeing: *Access to play, exercise, and a healthy lifestyle*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Expand drop-in and open play availability, especially for athletics or sports-related uses.</p>	<p>Calculate open play opportunities using data, and collaborate with staff to understand current drop-in activities citywide.</p>	<ol style="list-style-type: none"> 1. Establish a sustainable, citywide model for open and drop-in play that formalizes hours of play and geographic coverage, increases participation for target age groups, and uses participation data and feedback to refine scheduling, supervision, and safety. To inform future scheduling/future use. 2. Create a consistent calendar of accessible drop-in arts offerings across multiple centers, build partnerships with local artists, and track attendance and satisfaction to show growth and equity in arts access.
	<p>Promote, partner, and pilot programs for athletic field drop-in play, addressing staffing and liability needs, and specifically focusing on outreach to new users.</p>	
	<p>Study current drop-in programs including sensory-friendly events, gallery exhibits, and public art installation to inform future pilot open/drop-in arts and cultural activities.</p>	

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Create programs along greenway trails that better activate the greenway trails. Programs could include history, nature, or art-themed events that align with the Public Art Plan.	Evaluate programming at staffed centers along the greenway system, such as community centers, nature preserves, and art centers. Where capacity is revealed, expand/add programming and marketing/outreach efforts targeting greenway users.	<ol style="list-style-type: none">1. Establish a greenway program schedule for evening, nature, history, and art events; standardize planning and staffing processes; and use marketing to increase awareness and use.2. Pilot scaled wheeled and active recreation activities on greenways, streamline interdepartmental permitting and logistics, expand partner-led programming, and track participation and user feedback.

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Expand offerings for wheeled resources for all ages. This could include all-ages recreation and education facilities like skate parks, Traffic Gardens, pump tracks, natural surface trails for mountain biking, and bike repair stations.	<p>Expand wheeled recreation through skateboarding, mountain biking, and youth learn-to-ride programs, supported by pop-up events and the Mountain Bike Trail Extension.</p> <p>Kick off the Skate and Wheeled Resources Master Plan.</p>	<ol style="list-style-type: none">1. Complete the Skate and Wheeled Recreation Master Plan.2. Ensure that physical wheeled opportunities are incorporated into upcoming COR Comprehensive Plan and future Bonds.3. Integrate wheeled features into park and greenway projects.4. Grow recurring pop-up and learn-to-ride programs with a goal to realize measurable increases in participation.

INDIVIDUAL WELLBEING

Mental Wellbeing: *The ability to pursue emotional, psychological, and social wellbeing*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Identify mental health “hubs” - or distributed clusters of resources - throughout city, expanding the pilot mental health programming already provided at Dix Park.</p>	<p>Inventory & track the expansion of mental health programming with staff trainings, mindfulness activities, and partnerships to support youth and community wellbeing.</p>	<p>Scale drop-in mental health and wellness programming at a Raleigh Parks pilot site, expand mindfulness and partner-led workshops, train staff in empathy and crisis prevention, and measure participation and wellbeing outcomes.</p>
<p>Expand shade citywide (trees/constructed shade) through the Street Tree Equity Project and through parks and facilities reinvestment projects.</p>	<p>Complete the Street Tree Equity Project.</p> <p>Advance canopy and shade efforts by reforesting FEMA lots, unifying maintenance standards, and completing a Level 1 arboretum.</p>	<p>Increase citywide shade by expanding tree plantings and constructed shade at priority sites, adopt formal shade policies for projects, and track equitable access to shade.</p>

INDIVIDUAL WELLBEING

Inclusion & Relevance: *Reduced barriers and something for everybody*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Expand inclusive policies to support a full spectrum of users, including people who are neurodivergent, have visual impairments, physical disabilities, or language isolation.</p>	<p>Inventory, categorize, and map current program offerings to assess gaps in inclusive opportunities.</p> <p>Advance inclusive programming by supporting accommodations, integrating sensory elements, and training staff to further embed accessibility into program planning.</p>	<p>Inform, educate and increase staff awareness in disability culture and universal design, engage Raleigh Commission for Persons with Disabilities, embed accessibility standards across programs and projects, and increase inclusive and sensory-friendly offerings while tracking requests, participation, and feedback.</p>
	<p>Develop inclusive program design standards (including checklists, training tools, and accountability measures) and identify partners for disability awareness and cultural competency training.</p>	
	<p>Design accessibility advisory resources to guide future public art project design and outreach.</p>	

INDIVIDUAL WELLBEING

Inclusion & Relevance: *Reduced barriers and something for everybody*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Leverage partnerships and internal capacity to increase the number of free activities, programs, and events.</p>	<p>Standardize processes and tools for community partnerships and sponsorships to strengthen program delivery and fundraising capacity.</p>	<ol style="list-style-type: none"> 1. Assess free activities across the city, using performance data to guide offerings in alignment with organizational goals. Secure sustainable sponsorships and partnerships to support delivery of these offerings while tracking attendance, satisfaction, and financial efficiency. 2. The Raleigh Parks financial assistance program purpose is to ensure cost is not a barrier to participate in department programs and activities. Over the next five years, the Department will focus on the financial sustainability of the program through a combination of private donations, corporate sponsorships, and grants. Targeted fundraising initiatives will be utilized to support the program priorities identified by the assessment of current activities. Annual review of program performance will assess funding effectiveness, community impact, and equity outcomes. This will inform the department on the adjustments necessary to meet evolving program and service needs while maintaining financial sustainability.
	<p>Inventory, categorize, and map current free program offerings.</p>	

INDIVIDUAL WELLBEING

Inclusion & Relevance: *Reduced barriers and something for everybody*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Strengthen Financial Assistance programs and funding to reduce barriers for households to participate in programs.</p>	<p>Inventory, categorize, and map current participants to assess gaps.</p> <p>Use public feedback to strengthen accessibility and fundraising strategies for Play It Forward and Give Play, expanding participation and long-term sustainability.</p> <p>Raise awareness of current offerings.</p>	<p>Remove cost barriers by providing flexible, needs-based assistance, streamlining applications, and aligning incentives and partnerships with program demand to increase participation among high-need households.</p>
<p>Expand active adult program offerings and craft a marketing strategy to more effectively reach seniors who are unaware of program availability.</p>	<p>Inventory and map existing programs to identify service gaps.</p> <p>Expand Active Adult offerings with a geographic equity focus</p> <p>Implement a targeted marketing strategy to reach new senior participants.</p>	<p>Broaden active adult program types across neighborhoods, strengthen partnerships with senior organizations, and implement coordinated marketing to grow participation, diversity of offerings, and retention.</p>

INDIVIDUAL WELLBEING

Inclusion & Relevance: *Reduced barriers and something for everybody*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Strive for building amenities beyond ADA-accessibility and universal design.</p>	<p>Install sensory elements at community centers and integrate SRIS in project planning to ensure accessibility is embedded in design.</p>	<p>Adopt universal design guidelines and planning processes that embed sensory and cognitive accommodations into all capital and renovation projects; ensure early accessibility review and track facility upgrades, staff training, and user feedback.</p>
	<p>Integrate accessibility into capital projects by identifying opportunities early, coordinating with advocates, and updating project tracking tools.</p>	
<p>Implement the Raleigh Parks Programming Assessment.</p>	<p>Create framework for implementing and operationalizing the 2024 Raleigh Recreation Assessment Final Report.</p>	<p>Satisfy CAPRA reporting requirements for the Raleigh Parks Programming Plan by publishing a report documenting successful implementation of the Raleigh Parks Programming Assessment.</p>

COMMUNITY COHESION

Belonging: A sense of community identity and belonging

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Integrate arts and culture in projects and programs.</p>	<p>Collaborate with community center staff to identify & inventory existing classes and programs that support "community culture".</p>	<ol style="list-style-type: none"> 1. Five percent of all Community Center classes are "Culturally-Based" (either Arts, Historic, or Cultural Enrichment) and no Community Center has less than three percent of classes that are "Culturally-Based". 2. Historic Resources develops exhibits, co-created with community center staff and community members, to exist in their community center. 3. Established art "hubs" in Raleigh Parks facilities, outside of dedicated arts centers, where more than 50 percent of all Community Center classes and programs are Arts-based.
	<p>In preparation for FY28, highlight existing programs and/or locations believed to have the most "growth potential" (i.e., existing programs with the potential to increase the number of participants and/or locations with the potential to expand community culture classes/programming).</p>	
	<p>Partner with the Public Arts and HRM teams to co-create an exhibit for the City of Raleigh Museum that uplifts immigrant voices and experiences as part of the America250 initiative, drawing from the curriculum and materials used in the free English language classes.</p>	

COMMUNITY COHESION

<p>Expand community gardens, especially in neighborhoods with mixed use or high-density zoning or a food desert.</p>	<p>Inventory existing community gardens in Raleigh (both Raleigh Parks and external organizations). Complete a gap analysis, set goals, and develop a multi-phase roadmap for implementation.</p>	<ol style="list-style-type: none"> 1. For each location identified in the FY27 gap analysis, develop a business plan that identifies the resources needed for implementation. Implementation will be prioritized based on community need, resources available through Raleigh Parks, and support provided by partner organizations. 2. Establish a training and education programming series about gardening, offered at every site with a community garden.
<p>Expand the Welcome to Raleigh Parks program, providing a landing resource for newcomers to the city.</p>	<p>Create an action plan for future Welcome to Raleigh Parks programs, including participant selection processes, retention mechanisms, and potential funding sources, based on evaluation of previous participant experience.</p>	<p>Establish a sustainable Welcome to Raleigh Parks program, consistent with the FY27 Action Plan.</p>

COMMUNITY COHESION

Relationships: *Strong relationships with communities*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Revisit policies for volunteer work to strengthen and expand volunteerism and community park stewardship.</p>	<p>Complete 5 policy reviews and update volunteer-related Standard Operating Procedures (SOPs), in alignment with CAPRA requirements. Conduct national benchmarking and industry research to identify enhancements to volunteer policies and guidelines.</p> <p>Conduct a "Gap Analysis," identifying five areas of need where we have insufficient volunteer participation (e.g., community centers, cultural programs, etc.).</p>	<p>Increase volunteer participation in the five areas that were identified in the FY27 Gap Analysis.</p>
<p>Translate Raleigh Planning Academy to a Park-specific program that encourages community and department dialogue.</p>	<p>Determine purpose and vision for the "Park Planning Academy", including desired audience (e.g., if participation should be a pipeline for PRGAB, CAGs, and/or volunteers).</p>	<p>Launch the Raleigh Planning Academy; utilize community input and insights from the program in planning, programming, and policy decision; and utilize it as a pipeline for volunteering, marketing ambassadors, CAGs, Parks boards, and other engagement and partnerships.</p>

COMMUNITY COHESION

<p>Partner to provide assistance to unhoused community members and persons experiencing mental health crises.</p>	<p>Provide Narcan and opioid response training to Raleigh Parks staff, as part of a broader effort to promote compassionate, trauma-informed care.</p>	<p>Raleigh Parks should have an active and defined role in helping reduce the number of unhoused community members and people experiencing mental health crises.</p>
	<p>Expand resources available to Raleigh Parks staff regarding working with homeless populations, including launching staff trainings and publishing a resource booklet for staff and public use.</p>	
	<p>Convene local stakeholders that provide support for the unhoused community for ongoing, recurring meetings to build networks and share resources.</p>	

COMMUNITY COHESION

<p>Pilot marketing and communications programs with various workgroups to increase and inform relationships with the Raleigh community, especially those who do not participate in programs today.</p>	<p>Conduct a "Gap Analysis," identifying groups that are under-represented, under-enrolled, and under-informed of parks programming</p>	<p>Develop new strategies, techniques, and investments to reach groups identified in the FY27 Gap Analysis.</p>
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COMMUNITY COHESION

Development: *Balanced growth and a robust local economy*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Partner across departments to identify and establish policies that incentivize the creation of publicly accessible parks and greenways as part of the land development process.</p>	<p>Complete Phase 2 of Greenway UDO edits.</p> <p>Develop guidelines with the Urban Projects Group for the new TIG policy.</p>	<p>Ensure Raleigh's new Comprehensive Plan advances Raleigh Parks' goals of publicly accessible park spaces and integrates the Greenway Master Plan.</p>
<p>Provide revenue-generating services along greenways like food trucks and events that engage small and minority businesses.</p>	<p>Conduct a business analysis to evaluate the potential for the Lake Johnson Boathouse into a new concession opportunity, with a focus on small businesses.</p> <hr/> <p>Add 5 new locations to the Greenway Food Vendor Program by Spring 2027.</p>	<p>Support 20 established food vendor locations throughout the Raleigh park system and greenway network with 300+ rentals per year.</p>

COMMUNITY COHESION

Implement the next phases of the Dix Park Master Plan, and prioritize build-out of parks with multi-phase master plans and pre-development assessment plans.	Implement the 2026 items of the Dix Park Master Plan, including: West Campus demolition; demolition, stabilization, and utility decommission service contract; warehouse upfit; utility corridor design; Creek and Grove schematic design; bike and pedestrian projects; wayfinding plan; and adaptive reuse of Brown Building and Flowers Cottage.	<ol style="list-style-type: none">1. Initiate/complete all projects outlined from 2025-2030 in the 10-Year Implementation Plan for Dix Park.2. Utilize the Park Master Plan tracking tool to inform future bond project selection.
	Develop a framework for a centralized Park Master Plan tracking location, including built/unbuilt phases and equity scores, and update the Park Experience tracker to include elements from recent master plans.	

COMMUNITY COHESION

Connectivity: Connections between people, places, and communities

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Expand the Neighborhood & Community Connections Program through capital improvement as well as public-private partnerships.</p>	<p>Advance design and permitting for the 4 current Neighborhood & Community Connections projects.</p>	<p>Determine existing gaps in greenway trail connectivity, via GIS mapping, to inform the next bond.</p>
	<p>Advance greenway trail-oriented design UDO text changes, focusing on connection to the greenway network.</p>	<p>Work with Urban Projects Group to utilize TIG for matching private developer contributions of greenway trail buildout and to more proactively purchase Easement Reservations with Facility Fee waivers.</p>
<p>Enhance design to activate the greenway and ensure it is welcoming to all visitors.</p>	<p>Develop wayfinding and signage action plan.</p> <p>Implement solar lighting pilot.</p> <p>Advance multi-use street side trail standard detail.</p>	<p>Complete replacement/installation of all signage included in the Capital Area Greenway System Wayfinding Plan.</p> <p>Advance solar lighting pilot.</p>

COMMUNITY COHESION

<p>Collaborate with other city departments and promote and incorporate greenway trails to support multimodal, active transportation.</p>	<p>Determine documentation available & documentation gaps, regarding current greenway trail maintenance obligations and connection identification.</p>	<p>Strengthen collaboration with Raleigh Water, Raleigh Stormwater, and Raleigh Transportation, to co-fund, advance, and deliver projects. Track completed collaboration projects.</p>
	<p>Advance 2022 Parks Bond projects focused on greenways (Big Branch Greenway Connector, Lake Lynn Trail Improvements, Marsh Creek Greenway Feasibility Study, Mine Creek Greenway Improvements, Neighborhood & Community Connections, Walnut Creek Greenway Improvements).</p> <p>Develop a standardized, thorough, and coordinated process (between PRCR-Planning, PRCR-Greenway Development, and PRCR-Greenway Maintenance) for reviewing Raleigh Water projects early in design and incorporated desired greenway improvements.</p> <p>Update "CONCRETE MULTI-USE STREET SIDE TRAIL" Standard Detail.</p>	
<p>Advance innovative solutions to bring Park facilities within a 10-minute walk of more Raleigh residents.</p>	<p>Complete GIS modeling for full build-out walkable service areas, including HOA and WCPSS park data and greenway fee simple properties.</p>	<p>Increase percentage of Raleigh residents within a 10-minute walk of a park or green space by 10%, utilizing tools such as joint-use agreements with Wake County Schools, improved documentation of HOA park space, public-private partnerships, etc.</p> <p>Incorporate 10-Minute Walk Goal into upcoming COR Comprehensive Plan.</p>

ENVIRONMENTAL RESILIENCE

Ecology: *A sustainable, resilient, citywide ecological framework*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Expand natural areas and connected wildlife corridors through investments in existing Raleigh Parks properties, easements, and land acquisition opportunities.</p>	<p>Track and share progress on land acquisitions and greenway easements by setting clear annual measures, finalizing the park access story map with GIS, and working with partners like TPL to evaluate both current and future access across Raleigh.</p>	<p>Adopt a formal land acquisition and disposal policy, identify funding tools, and maintain GIS tracking to support strategic park, easement, and corridor investments.</p>
<p>Develop a City of Raleigh Natural Resources Strategic Plan that aligns with both the Comprehensive Plan and the Parks Plan Update and reflects external input.</p>	<p>Define the scope, partners, purpose, and outcomes for a Natural Resources Strategic Plan by identifying interdepartmental teams and external advocates, setting a timeline for drafting, identifying funding, and ensuring alignment with the Citywide GSI Plan, Citywide Strategic Plan and the upcoming Comprehensive Plan update.</p>	<p>Finalize and begin implementing the Natural Resources Strategic Plan, establish interdepartmental teams, set maintenance and restoration standards, and track metrics for ecological outcomes and partner engagement.</p>

ENVIRONMENTAL RESILIENCE

Sites & Facilities: *Best design, management, and operational practices in all sites and facilities*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Use existing standards or create a new Raleigh Parks green building standard for all capital improvement projects and develop guidelines for eco-friendly operations in all facilities.</p>	<p>Promote sustainable landscaping by planting native and pollinator plantings, documenting eco-friendly maintenance practices, and highlighting program examples such as Leaf Out & fleet electrification.</p>	<p>Adopt a Raleigh Parks green building and operations standard, move pilots into broader practice, monitor performance of green technologies and native plantings, document maintenance and resource needs, and strengthen communications that highlight departmental successes.</p>
	<p>Integrate green building practices into capital projects through EV charging, solar, and GSI installations, while developing SOPs to capture and standardize eco-friendly operations.</p>	

ENVIRONMENTAL RESILIENCE

Sites & Facilities: *Best design, management, and operational practices in all sites and facilities*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Minimize environmental impacts, including to animal and plant habitats, for development and maintenance projects. Consider the tradeoffs to requiring the use of adaptive planting.</p>	<p>Advance native plant policies and material standards by formalizing guidance, and educating project managers on best-practice closeout procedures to support the proper removal of temporary materials.</p>	<p>Implement planting SOPs and site-specific native plant lists, integrate adaptive planting approaches, coordinate with Stormwater on sediment and erosion controls, and monitor habitat protection and contractor compliance.</p>
	<p>Finalize SOPs for planting and site improvements, publish a recommended plant list with site-specific guidance, and clarify how adaptive planting should be applied across PRCR sites.</p>	
	<p>Support invasive-species prevention by offering training for grounds staff on equipment-related best practices and piloting approaches that can guide future standards, and align municipal planting and maintenance standards with state and county regulations.</p>	
<p>Pilot green stormwater infrastructure (GSI) in parks with community centers and tie programming to those GSI investments.</p>	<p>Maintain Green Stormwater Infrastructure at priority parks and tie maintenance directly to design.</p>	<p>Scale GSI at priority parks, align maintenance with design, expand staff and volunteer training, and track device performance, volunteer hours, and related educational programs.</p>

ENVIRONMENTAL RESILIENCE

Stewardship: A community of active and passionate stewards

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Increase environmental literacy and engagement in stewardship through strengthening program content connections to the Environmental Education continuum.</p>	<p>Develop a process to evaluate Raleigh Parks program content for alignment with Wake County and North Carolina environmental and science education standards, ensuring our offerings support school curricula and environmental literacy goals</p>	<p>Standardize departmental environmental education priorities and terminology, expand programs and volunteer workshops, and measure participation and learning outcomes.</p>
<p>Increase and actively steward Raleigh’s urban tree canopy through a combination of city-led efforts on public land as well as partnerships with community groups and private property owners.</p>	<p>Track and share outcomes of everyday forestry work (such as developer-planted street trees, established tree conservation areas, and urban forestry tree planting efforts) to demonstrate the long-term value of tree canopy and protection policies. Work with the Sustainability, Wildlife, and Urban Trees Committee to finalize the Leaf Out plan.</p>	<p>Implement the Leaf Out plan by expanding the city tree canopy through coordinated plantings, conservation areas, nursery expansion, and community partnerships, and by reporting progress through GIS layers and public story maps.</p>

ENVIRONMENTAL RESILIENCE

Protection: *Sensitive habitats and corridors are protected*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Increase use of Protected Natural Area designation (or create new designation/definition) to support consideration of sensitive species and habitats in planning and design.</p>	<p>Convene staff and stakeholders to define Protected Natural Area criteria, continue GIS mapping, and start to develop recommendations for sensitive species and habitat consideration in planning and design.</p> <p>Monitor and survey sites, recommend standard management approaches, and collaborate on GIS mapping of priority areas to support consistent documentation and planning coordination.</p>	<p>Strengthen the City’s use of PNA designations by sharing criteria & data interdepartmentally, mapping priority areas to support planning/design projects and development review, and creating a shared GIS resource that informs early site assessments. Support long-term expansion of PNAs with the goal of identifying, mapping, and doubling designated areas by 2030 for review.</p>
<p>Strengthen invasive species removal, especially in riparian corridors and in natural areas and parks with significant natural resources.</p>	<p>Sustain invasive species management and provide ongoing staff education on safe, effective control practices.</p>	<p>Strengthen invasive species management by increasing staffing, establishing a volunteer and internship task force, implementing Early Detection Rapid Response (EDRR) monitoring, standardizing site visits and staff training, and tracking reductions in invasive species, cost per acre, and long-term maintenance outcomes across natural areas and riparian corridors.</p>

ORGANIZATIONAL COMMITMENT

Support: *Difference embraced and invested in, in all its forms*

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Collaborate with staff to update the Department's values using the Parks Plan Update as a guide.</p>	<p>Build awareness of new departmental values, via integration on the Raleigh Parks Hub Site and updating physical signage in public locations (i.e., Optimist Pool), as well as staff trainings and onboarding materials, community engagement, and incorporation into programming, policies, and customer-facing materials.</p>	<p>In 2031, revisit the departmental values and complete an update, if needed.</p>
<p>Create staff wellbeing programs for year-round support.</p>	<p>Create working definition of "wellbeing" and assess current staff wellbeing opportunities to measure their influence on employee satisfaction, retention, and the City's ability to attract talent.</p>	<p>The department will increase and strengthen its ability to attract, support, and retain a high-quality workforce by improving employee experience, enhancing professional growth opportunities, increasing wellness benefits, and fostering a positive workplace culture. These efforts will result in a higher staff retention ratio, reduced turnover rates, increased internal promotions, and improved employee satisfaction.</p>

ORGANIZATIONAL COMMITMENT

Cultivate: A workforce representative of the community

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Expand part-time employee inclusion through cross training, committee engagement, and initiatives.</p>	<p>Launch the Permanent Part-Time Orientation Academy, executing 2+ orientations.</p>	<p>Raleigh Parks will strengthen support for part-time and permanent part-time employees by expanding growth and development opportunities, establishing a comprehensive orientation program, and improving access to training , communication, and career pathways. These efforts will enhance employee engagement, improve performance and create a more inclusive and supported workplace.</p>
	<p>Facilitate and promote opportunities for part-time staff to engage with the department, through participation in Raleigh Parks Shares, Raleigh Parks Cares, and the internship program.</p>	

ORGANIZATIONAL COMMITMENT

Innovate: A culture of innovation, creativity, and collaboration

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Achieve national accreditation (CAPRA) by upholding high standards in staff performance, customer service, and overall departmental excellence.</p>	<p>Prepare for the internal Fall 2026 CAPRA audit process.</p>	<p>Successfully achieve CAPRA Re-Accreditation in 2030, with on-time annual interim reporting.</p>
<p>Prioritize existing operation and maintenance reinvestment.</p>	<p>Launch initial training/coursework for "Budget Academy" for department staff.</p>	<p>Ensure all staff at the "supervisor" level, as well as other positions identified by department leadership, complete the Raleigh Parks Budget Academy, and increase staff involvement in the department's budgeting process.</p>
<p>Develop a process for using data to drive equitable budgeting for capital investment in Raleigh Parks.</p>	<p>Collaborate with other City of Raleigh departments and peer agencies to compare current reinvestment approaches.</p>	<p>The department will design and implement a data-driven decision-making process that ensures capital investments in parks are allocated equitably, transparently, and in line with the mission of the department and the community needs. The process will use demographic, environmental, infrastructure, and usage data to prioritize these investments and promote fair access to high-quality parks across the city.</p>

ORGANIZATIONAL COMMITMENT

Empower: A model parks and recreation agency committed to equity and effectiveness

Action	FY27 Goal(s)	Long-Term (5 year) Goal(s)
<p>Update Raleigh Parks' code of ethics.</p>	<p>Build awareness of new departmental code of ethics, via integration on the Raleigh Parks Hub Site, in the new employee handbook, and in departmental trainings.</p>	<p>Raleigh Parks staff are aware of the content of the Code of Ethics and utilize it in day-to-day work.</p>
<p>Expand sponsorship, partnership, and philanthropy opportunities, and fortify the department's reputation so that Raleigh Parks is a partner of choice for external agencies.</p>	<p>Implement Year 1 projects from the "Partnership & Sponsorship Strategic Plan 2025-2027", which includes: connecting with 5-10 leading businesses across the region who will provide funding to Raleigh Parks; make deeper connections with current partners who are engaged in volunteerism, community gardens, and health; and contact and build relationships with new contacts.</p>	<p>Over the next five years the PRCR Department will create a robust, mutually beneficial partnership program in which local businesses will invest in community wellbeing through sponsorships, partnerships and philanthropic initiatives. The city along with the business community will co-create economic growth, improve quality of life and enhance civic engagement. Have sponsors approach Raleigh Parks at a greater rate than Raleigh Parks approaches potential sponsors.</p> <p>Build a sustainable partnership with the City of Oaks Foundation to strengthen Raleigh's parks, programs, and cultural resources. Leverage the City of Oaks Foundation's consulting, fiscal sponsorship, and donor recruitment to expand funding, remove financial barriers, and deepen community connection.</p>