



Strategic Plan – Update

Executive Summary

The strategic plan for Desert Recreation District consists of high-level strategic priorities and objectives as well as annual work plan projects, and tasks that support them. This document focuses on the following high-level strategic priorities and objectives:

Mission Statement

Desert Recreation District enhances residents' quality of life by creating, maintaining, and preserving community focused recreation facilities and programs.

Vision Statement

Desert Recreation District's vision is to create a community where everyone has access to inclusive, innovative, and high-quality recreation facilities and programs that support health, connection, and well-being.

Organizational Values

This refers to the values the District set for itself to guide its operation and its conduct and relationships with society, customers, suppliers, team members, and other stakeholders.

Together we **S.T.R.I.V.E.** to serve our community and each other.

- **Support** – We **S.T.R.I.V.E.** to empower individuals and communities to thrive.
- **Teamwork** – We **S.T.R.I.V.E.** to collaborate and build trust to achieve shared goals.
- **Respect** – We **S.T.R.I.V.E.** to create inclusive spaces where everyone feels valued.
- **Integrity** – We **S.T.R.I.V.E.** to act with honesty, transparency, and accountability.
- **Value** – We **S.T.R.I.V.E.** to maximize resources for meaningful community impact.
- **Excellence** – We **S.T.R.I.V.E.** to improve and innovate for outstanding results.

Strategic Priority: Team Members and Workplace Culture – Foster a supportive, high-performing workplace at DRD that champions excellence, inclusion and team member well-being.

Objectives:

1. A highly skilled workforce equipped with the necessary expertise and competencies to excel in their roles.
2. A workplace environment that fosters teamwork, open communication, and independent decision-making.
3. Enhanced team member engagement and a strong sense of fulfillment in their work.
4. Attract, develop, and retain top-performing professionals.

Strategic Priority: Management & Operations – Ensure responsible stewardship of DRD's resources through effective policies and efficient operations.

Objectives:

1. Effective and accountable stewardship of resources to ensure sustainability and efficiency.
2. Proactively evaluate potential risks to mitigate impact.
3. Identify and resolve operational challenges, including policy, process, and system inefficiencies.
4. Deliver outstanding service and meaningful experiences to the community and guests.

Strategic Priority: Community Relationships – Foster trusted relationships with residents, partners, and local leaders to amplify DRD's impact.

Objectives:

1. Ensure that all services are designed to be inclusive, equitable, and accessible to everyone.
2. Foster strong and ongoing partnerships through meaningful collaboration and engagement.
3. Enhance visibility and awareness of the District and its associated brands.
4. Develop plans guided by open and transparent communication with the community and key stakeholders.
5. Provide comprehensive and timely outreach efforts to keep stakeholders and the community well informed.

Strategic Priority: Responsible Growth – Pursue prudent and practical expansion of DRD's services and facilities to meet the evolving needs of the District.

Objectives:

1. Implement governance strategies that prioritize long-term stability and sustainable expansion.
2. Ensure a strategic balance between maintaining current infrastructure and investing in new developments.
3. Align staffing levels with the District's growth to support efficiency and service delivery.
4. Develop new services that directly address identified community needs and service gaps.
5. Explore and secure diverse revenue streams to support financial sustainability.

Current Major Initiatives

1. District Expansion
 - a. Cathedral City – **In progress**
 - b. Desert Hot Springs – **No Progress**
 - c. Sky Valley - **No Progress**
 - d. Desert Edge - **No Progress**
2. New Park/Facility Development
 - a. Thermal Park – **In construction**
 - b. Oasis del Desierto – Phase II – **Seeking Funding**
 - c. Fairway Park - **Complete**
 - d. Bermuda Dunes Park - **No Progress**
 - e. Gymnastics Facility – **Acquired Metro 8**
 - f. N. Shore Resiliency Center – **In planning**
 - g. Corp. Yard Relocation - **Complete**
 - h. East Valley First Tee – **In progress**
 - i. Thousand Palms Legacy Park – **Seeking Funding**
 - j. Adaptive Facility – **No Progress**
3. Renovation of Parks/Facilities
 - a. Palm Desert Center - **Complete**
 - b. Pawley Pool – **Seeking Funding**
 - c. Thousand Palms Lighting – **Seeking Funding**
 - d. Parque de Pueblo Lighting - **Complete**
 - e. Indio Hills Lighting - **Complete**
 - f. Mecca Baseball Fields – **Seeking Funding**
 - g. Energy Conservation Improvements – **Postponed**
 - h. Golf Center Expansion - **Complete**
4. Long Term Planning
 - a. 5 Year Strategic Plan – **Postponed to FY26**
 - b. Community Parks and Recreation Masterplan – **Postponed to FY26**
 - c. Succession Plan/Workforce Forecast – **Continuous**
 - d. 5,10,20 Year Financial Plans – **No Progress**
 - e. County TCC Planning – **In Progress**
5. Administrative/Programmatic
 - a. Park Ranger Program – **No Progress**
 - b. Coachella Prospera Implementation – **In Progress**
 - c. Open Space Management - **Continuous**
 - d. Recreation Software Transition – **Postponed to FY26**

- e. Finance Software Transition – **Postponed to FY26**
- f. Lake Cahuilla Support - **Continuous**
- g. Torres Martinez – **Little Progress**

6. Communications

- a. State of DRD Event – **No progress**
- b. Revamp of Marketing Plan – **In Progress**
- c. Reestablish 2x2 Meetings - **Continuous**
- d. Internal Communications - **Continuous**

7. Workforce Development

- a. Internal Training Tracks – **In progress**
- b. Internship Expansion - **Continuous**
- c. Executive Recruitment Plan – **In progress**
- d. Enhanced Recognition Program – **No Progress**

8. Support Initiatives

- a. Desert Recreation Foundation - **Continuous**
- b. Coachella Youth Golf Foundation - **Continuous**
- c. Coachella Valley Desert and Mountains Recreation and Conservation Authority - **Continuous**
- d. Coachella Valley Conservation Commission - **Continuous**