

Waynesville Parks and
Recreation Department
550 Vance Street
Waynesville, NC 28786

Strategic Plan

2017

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2022



Mission Statement:

To promote quality recreation opportunities for all citizens of the greater Waynesville area by providing indoor and outdoor facilities and activities and to be a resource for those who seek to improve their quality of life through recreation.

Vision Statement:

The vision for the Waynesville Parks and Recreation Department is to be the natural leader in promoting community health and well-being through fun, progressive and memorable parks and recreation experiences and activities for everyone by:

- Providing broad-based programs and services
- Providing safe, well-designed and maintained facilities
- Maximizing community resources



Goal 1

Develop communication standards that will allow more cohesiveness between all divisions within the Waynesville Parks & Recreation Department.

Objective 1

More interdepartmental communication and support between departments

Strategies

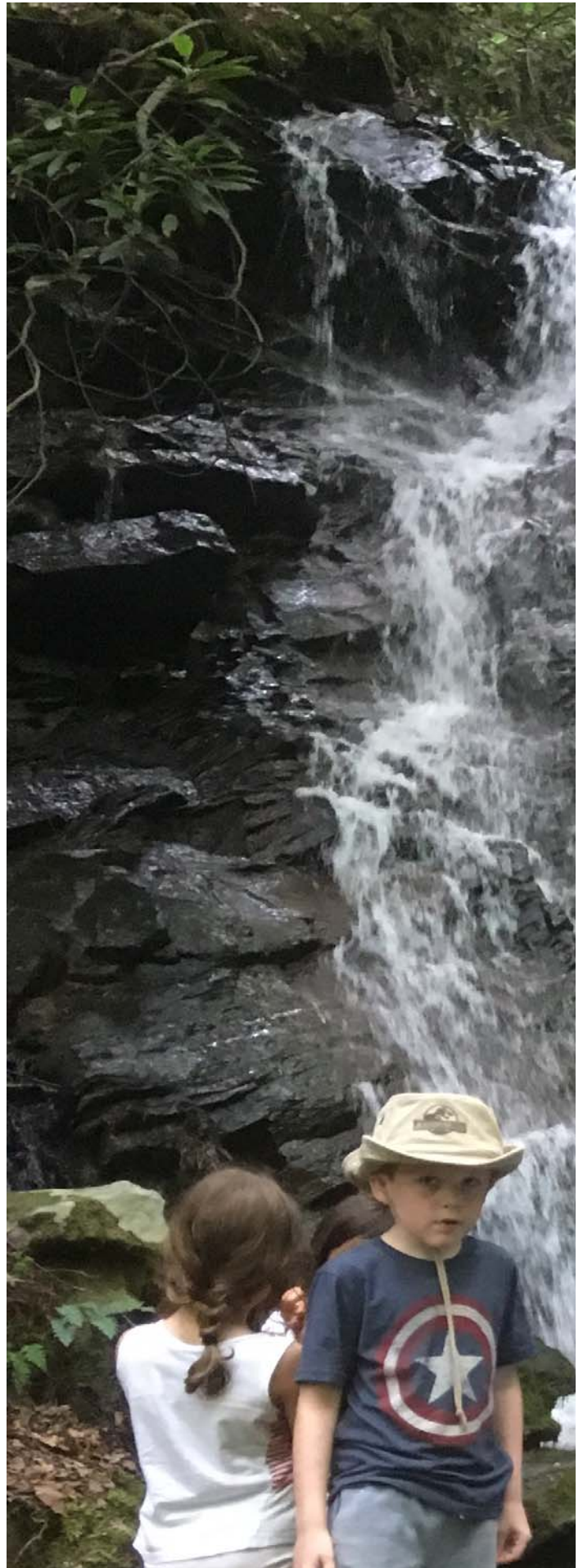
- Meet in June to establish divisional goals
- Divisional presentations at department meetings
- Simple communications at clock-in locations at the Waynesville Recreation Center and the Old Armory
- All employees fill out information blasts forms for easier communication

Objective 2

Remove the divisional isolation stigma that infers that we are separate teams and require behavior and communication exemplary of a unified entity.

Strategies

- All divisions will wear the same uniform color
- Everyone will be held accountable to the same standards
- Include video of our entire department for new employee orientation
- Meet and discuss any issues or problems immediately with the immediate supervisor



Goal 1 con't...

- All employees are expected to handle complaints from anyone in the public by placing the complaint in writing in the comment box

Objective 3

Implement a Manager on Duty (MOD) rotation among supervisors with the understanding that the supervisor on duty will interact across divisional lines in order to uphold the highest standard of operation during their weekend on duty.

Strategies

- Everyone must support any decision by the MOD
- The MOD can drop in as needed and just be on call

Objective 4

Optimize cross divisional work teams.

Strategies

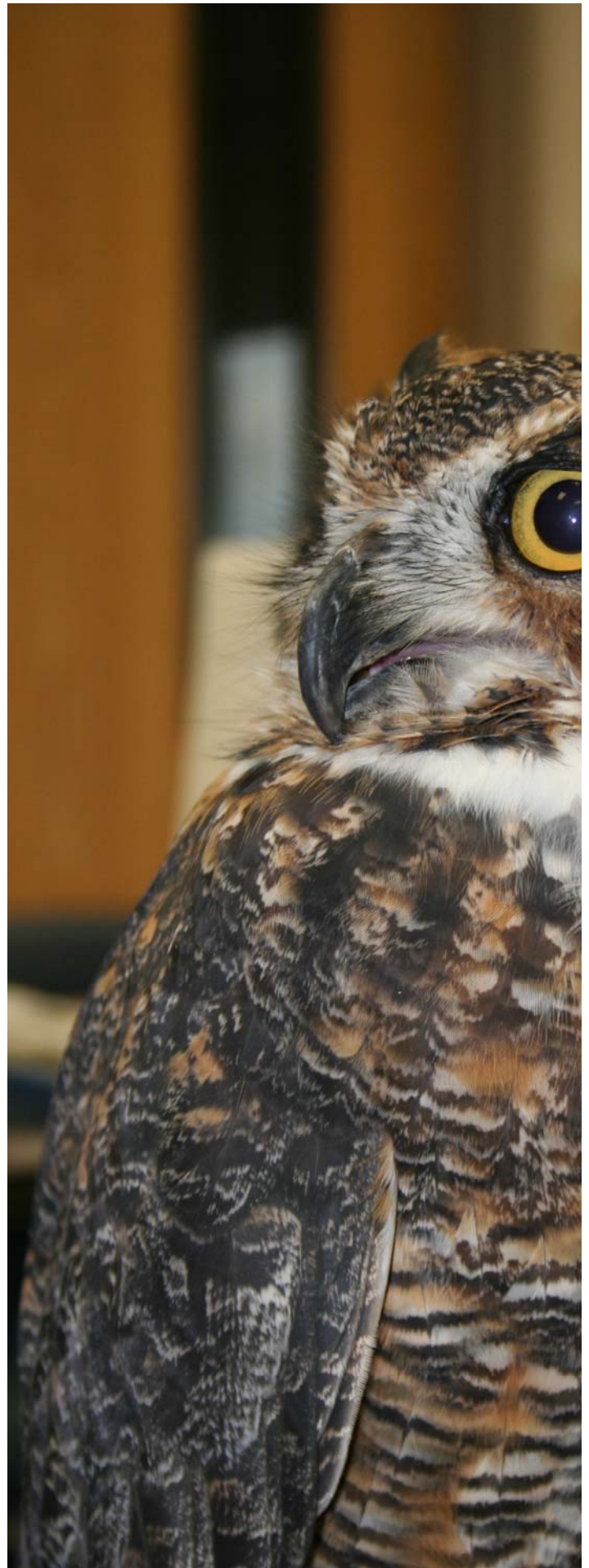
- Offer all employees the opportunity to cross train for another division but the pay remain the same and the employee will only be used as a substitute in another division

Objective 5

A priority level of customer service for both externally and internally from all divisions.

Strategies

- All promotional material for the next month should be ready by the 15th of the preceding month



Goal 2

Develop new and increase current facilities, programs, and self-directed activities to reach a broader range of cultures, abilities and generations.

Objective 1

More inclusive activities available to increase multicultural involvement

Strategies

- Offer “Community Outreach Day” at various locations in the community

Objective 2

Suitable activities and areas for 7—15 year olds during after school time

Strategies

- Do a needs assessment to K—8th grade

Objective 3

Develop site specific ecological restoration and conservation plans.

Strategies

- Complete master plan
- Complete site plan
- Refine capital improvement project forms to include ecological restoration and conservation projects
- Create an ecological team from the Town of Waynesville to identify projects



Goal 2 con't...

Objective 4

More inclusive activities available for special needs participants

Strategies

- Do a needs assessment with the ARC
- Do a needs assessment with the parents of special needs participants in Haywood County

Objective 5

Develop training for staff to be good stewards of the tax payer's resources

Strategies

- Educational session during department and divisional meetings

Objective 6

Increase ways to give and receive public feedback

Strategies

- Expand customer satisfaction survey program
- Online comment form
- Pictures on social media



Goal 3

Develop additional directional signage and better uniformed appearance of boundary markings to create an easily recognizable identification of an area as a Waynesville Parks and Recreation Department facility or park.

Objective 1

More directional street signs of how to get to the Waynesville Recreation Center and each park.

Strategies

- Sign with lights on top of WRC facing Howell Mill Road
- Walking markers
- Talk to the Haywood County Tourism Development Authority about ways to increase visibility

Objective 2

All facilities and parks have the same items.

Strategies

- Benches
- Signage
- Recycling stations
- Tables



Goal Four

Expand the ability to both recruit and keep high quality staff for the Waynesville Parks and Recreation Department

Objective 1

Implement recruitment options for each supervisor through:

Strategies

- Craigslist
- indeed.com
- Monster
- Facebook
- Newspaper ads

Objective 2

Encourage interdepartmental sharing of staff.

Strategies

- Offer all employees the opportunity to cross train for another division but the pay remain the same and the employee will only be used as a substitute in another division



Goal Five

Integrate proven technology and media to better fit what is happening and accepted in our culture in order to expand outreach and service.

Objective 1

Online registration, payments and credit / debit card payments

Strategies

- Paypal—\$30 a month and 3% per transaction
- Town of Waynesville may adapt a blanket policy for all departments

