

# 2021 - 2023 STRATEGIC PLAN

#### **OUR MISSION**

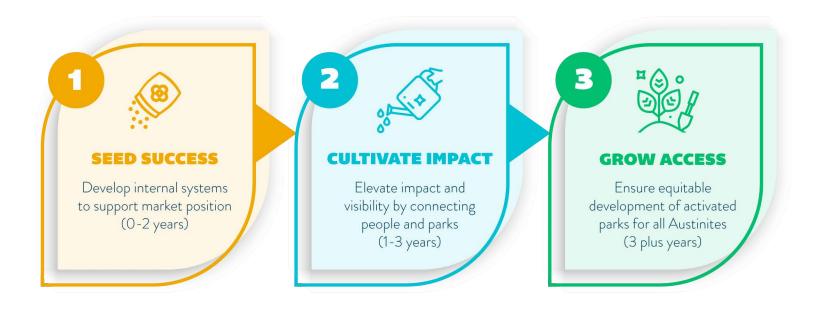
Austin Parks Foundation partners with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support.

#### **OUR IMPACT**

- Improve the lives of the community by ensuring access to high-quality parks in Austin
- Austinites understand the true value of our parks
- Parks are a priority in the minds (and wallets) of the Austin community (i.e. improving existing parks, advocating for parks/park issues, volunteering)
- Increased accessibility to parks and leveling the playing field for all members of the community, especially those with less access to parks
- Expand existing footprint of parks for Austinites

### **OUR STRATEGY**

Austin Parks Foundation will continue to grow its impact by creating better and more equitable access to Austin parks for all through the following three phases.



## **PRIORITY AREAS**



## **FOCUS ON APF'S UNIQUE VALUE: PEOPLE + PARKS**

Build a community of park lovers through inclusive volunteer opportunities and park activations.



# **CREATE EQUITABLE PARKS ACCESS**

Ensure all Austinites have equitable access to quality parks, ideally living within a ten-minute walk from a park or green space, in order to align with TPL's campaign and Mayor Adler's commitment to the 10-minute walk to a park standard for all.



### **DEVELOP SIGNATURE PARKS PROJECTS**

Develop multi-year, transformative projects that allow more people to engage with Austin's parks.



## **DIVERSIFY APF'S FUNDING**

Diversify funding and further develop a concrete rationale and sustainable approach for fund development.



### POSITION APF AS THE GO-TO PARKS ORG

Internally embrace our position as the go-to parks organization in Austin and promote ourselves as such within the community.