



Bellevue Parks &  
Community Services

# RECREATION PROGRAM PLAN

2020 Edition (2023 Update)



For alternate formats, interpreters, or reasonable modification requests please phone at least 48 hours in advance 425-452-6885 (voice) or email [cwalker@bellevuewa.gov](mailto:cwalker@bellevuewa.gov). For complaints regarding modifications, contact the City of Bellevue ADA, Title VI, and Equal Opportunity Officer at [ADATitleVI@bellevuewa.gov](mailto:ADATitleVI@bellevuewa.gov).





# TABLE OF CONTENTS

Department Vision.....	6
Department Mission.....	6
Equity: A System of Fairness.....	6
Introduction.....	9
Purpose and Philosophy of Recreation.....	11
Program Planning Model and Framework.....	13
The Recreation System in Bellevue .....	13
Community Perceptions of City-Provided Recreation.....	13
Existing City of Bellevue Data Collection .....	13
Public Outreach.....	17
Results of Recreation Outreach.....	19
Evaluation of Programs.....	28
Recreation Planning Process.....	29
Vision for Recreation .....	29
Guiding Principles for Recreation.....	30
Priority Goals for Recreation .....	33
Appendix I: Community Profile.....	49
Appendix II: Summary of Public Outreach Methods .....	79
Appendix III: Inventory of Recreation Service Providers.....	85
Appendix IV: Recreation Program Pricing Policy.....	113
Appendix V: Program and Services Management Matrix.....	119
Appendix VI: Evaluation Forms.....	120
Appendix VII: Organizational Charts.....	121
Appendix VIII: Document Links.....	122

# ACKNOWLEDGMENTS

## Bellevue City Council

Mayor Lynne Robinson  
Deputy Mayor Jared Nieuwenhuis  
Councilmember Jeremy Barksdale  
Councilmember Conrad Lee  
Councilmember Jennifer Robertson  
Councilmember John Stokes  
Councilmember Janice Zahn

## Parks & Community Services Board

Paul Clark, Chair  
Rowena Clima, Vice-Chair  
Eileen Chou  
David Hamilton  
Elizabeth Kronoff  
Heather Trescases  
Michelle Valverde

## Human Services Commission

Ted Mansfield, Chair  
Jaskaran Singh Sarao, Vice-Chair  
Someireh Amirfaiz  
Chad Halsted  
Akshi Jain  
Benjamin Piper  
Angela White

## Youth Link Board

Richard Li, Co-Chair  
Devika Vyas, Co-Chair  
Vita Grace Cabanilla  
Daniel Domingos  
Mehr Grewal  
Rashim Gupta  
Christina Kirkpatrick  
Liam Krol  
Cheryl Lee  
Vishnu Mangipudi  
Neha Mukhara  
Max Navas  
Jeremiah Opong-Blanks  
Jabes Otieno  
Adam Roble  
Sophia Sekits  
Alexandra Tay  
Mia Trenbeath

*The project team additionally thanks the Bellevue Network on Aging, the North Bellevue Community Center Advisory Board, the Youth Council, the Bellevue Diversity Advisory Network, and the Bellevue Police Department Advisory Councils for their input on recreation programming provided by the city.*

## Parks & Community Services

Michael Shiosaki, Director  
Shelley McVein, Deputy Director  
Shelley Brittingham, Assistant Director  
Toni Esparza, Assistant Director  
Camron Parker, Assistant Director  
Jenny (Guozhen) Zheng, Fiscal Manager

*The project team gratefully acknowledges the contributions of department divisions and work groups to the development of this plan, in particular the guidance of program staff.*

## Project Team

Ryan Walker, Senior Planner, Project Lead  
Shelley Brittingham, Assistant Director  
Toni Esparza, Assistant Director  
Brad Bennett, Parks & Community Services Manager  
Jennifer Newton, Parks & Community Services Manager  
Colin Walker, Department Marketing Administrator  
Saliymah Jones, Accreditation and DEI Administrator  
Anna Reeder, Marketing Intern





## WHO WE ARE



## DEPARTMENT VISION

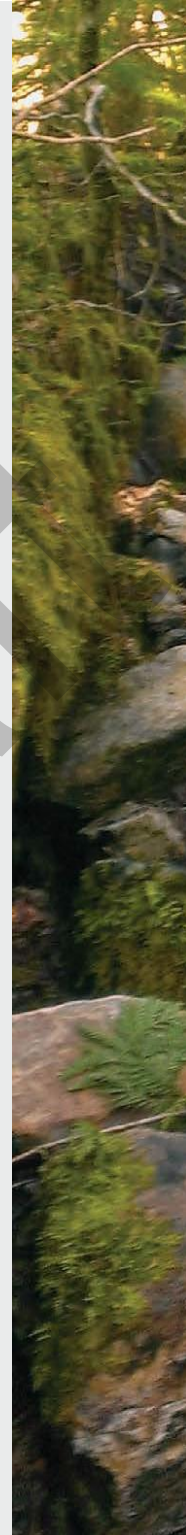
In Bellevue everyone can connect to each other and to nature through experiences that help them to live, grow, and thrive.

## DEPARTMENT MISSION

We build a healthy community through an integrated system of exceptional parks, natural areas, recreation, arts and culture, and a broad base of community services.

## EQUITY: A SYSTEM OF FAIRNESS

Equity acknowledges and removes disparities in opportunities, power, and resources so that everyone can reach their full potential to thrive. Bellevue Parks & Community Services practices equity, which is the responsibility of every individual in the department. Equitable access is a right, not a privilege, and is fundamental to our mission of serving all people. Through equitable policies and practices, we cultivate ties that connect people to the fabric of our community.





We build a healthy  
community





## INTRODUCTION

Bellevue Parks & Community Services, nationally accredited since 2005, operates an extensive array of recreation programs. However, the City of Bellevue is far from alone in the provision of recreation activities. Many Bellevue residents have access to a wide variety of recreational opportunities offered by other public agencies, private non-profit organizations, and private for-profit companies (See Appendix V: Programs and Services Management Matrix). Recognizing that Parks & Community Services is one provider among many, the *Recreation Program Plan* defines the City of Bellevue's role as a recreation provider within this system. The plan establishes a set of core goals for Parks & Community Services and sets a pricing policy (see Appendix IV: Recreation Program Pricing Policy) to guide the investment of public resources in support of recreation programs.

Department programs and events offer important opportunities for community members to connect with one another, especially as the city grows and becomes increasingly diverse. In 2022, the citywide population was estimated at 153,900, with non-white residents comprising 50 percent of the population and 41 percent of residents born outside the United States (see Appendix I: Bellevue Community Profile). By comparison, the U.S. Census of 2000 documented a population of 109,827, with 28.3 percent non-white residents, and 25 percent born outside the United States. Between 2000 and 2010, foreign-born residents comprised about 107 percent of Bellevue's population growth. Between 2010 and 2019, foreign-born residents represented 73 percent of the city's growth. Given the diverse and changing needs of Bellevue's residents, one of the department's key roles is to offer accessible, equitable, and inclusive programs and services, providing a safe and gracious space where the entire community can connect with one another.

Recreation program participants in Bellevue consistently give the city high marks for both the quality and type of offerings. The department regularly conducts a recreation user survey to document participant feedback about programs. In 2022, 95 percent of participants rated programs good or above and 97 percent indicated they would recommend Parks & Community Services programs to others. In a representative sample survey of Bellevue residents taken in 2021, 94 percent of respondents report satisfaction with Bellevue's parks and recreation activities.

The *Recreation Program Plan* works in concert with other key Parks & Community Services documents, including the *Parks and Open Space System Plan* and the *Human Services Needs Update*, to convey the department's role in providing parks, recreation, and community services to Bellevue residents. The *Parks and Open Space System Plan* guides the long-term growth and development of Bellevue's parks and open space system and serves as the department master plan for facilities. The *Parks and Open Space System Plan* contains the Community Inventory, as Appendix I of that document, and can be found on the City of Bellevue website at [www.bellevuewa.gov/park-plan](http://www.bellevuewa.gov/park-plan).

The policy bases for these functions are established in the *City of Bellevue Comprehensive Plan*, as well as department-specific plans including *Parks & Community Services Strategic Plan* and *Parks & Community Services Diversity Strategic Plan*. The *Parks & Community Services Diversity Strategic Plan* aims to identify and implement strategies that create an equitable culture of inclusion and belonging for staff, participants, and the community. The plan is a guide for the department and is referenced in multiple actions within this *Recreation Program Plan* as a policy basis for making recreation programming more inclusive of the community and culturally relevant.

To provide program-level analysis and short-term strategic direction, Parks & Community Services maintains a series of program plans focused on specific population groups, facilities, or programs (for example the *Choices for People with Disabilities* plan). These plans are updated as necessary to maintain a nimble, relevant, and effective response to ever-changing community needs.

Core to the planning process is a series of program proposals that are drafted every two years for funding consideration through the City of Bellevue's budget process. These proposals are derived from higher-level planning documents and include performance measures that are continually tracked for evaluation purposes.

This *Recreation Program Plan* is structured to progress from the general to the specific. The opening sections discuss the role that recreation plays in the community and the nature of Bellevue's existing recreation system, including community perceptions of current recreation opportunities. This is followed by a discussion of the vision and principles that have guided the development of this plan. The next section describes overarching goals for Bellevue's involvement as a recreation provider. Finally, the document outlines actions that will be undertaken to implement these policies.

**(INSET BOX) 2023 Update:** This plan largely retains the structure from the 2020 edition, with some updates incorporated based upon staff review and additional outreach. The 2023 update is substantially informed by the operational changes since 2020 related to the Covid-19 pandemic, which impacted staffing, community interaction, and how programs are offered. There are several objectives to the 2023 update.

(1) Provide the latest information, such as updated survey statistics and recreation service

**Commented [RW1]:** Added narrative describing System Plan and Diversity Plan and their relationship to Rec Plan

**Commented [RW2]:** Added text describing 2023 update objectives

providers.

- (2) Add elements to the plan in accordance with the latest accreditation standard.
- (3) Review plan elements considering staff and community feedback to insert more contemporary language and identify pertinent changes that ensure the plan's relevance given trends and changes since 2020. For instance, the world faced the Covid-19 pandemic since the 2020 edition was issued. Narrative and actions were adjusted to acknowledge resulting impacts to recreation programming, such as increased interest in virtual programming. Particular attention was paid to goals, objectives, and implementation actions that need to be added or edited.

## Purpose and Philosophy of Recreation

Recreation and the use of leisure time have long been considered an integral part of both individual and community well-being. In the United States, the public sector became heavily involved in recreation as the country became increasingly urbanized during the 19th and 20th centuries. Since that time, public sector recreation has evolved through four stages:

- Regaining natural settings in urbanized areas in order to allow people, mostly youth, to engage in play (recreation) activities that mimic those available in rural settings;
- Providing safe activities that improve the physical, intellectual, and civic life of urban residents;
- Meeting consumer demand for specific recreation activities and services; and, finally,
- Providing geographically distributed access to parks, open space, and other facilities that can be used for whatever recreation purpose individuals find enjoyable and practical.

Governments reassessed their role in service delivery beginning in the late 1990s, and since then public recreation agencies have taken a more holistic view of service provision. They are now providing access to recreation in ways that tap the full capacity of a community's public and private recreation resources. This involves close collaboration with other city departments, public agencies, schools, and private and non-profit organizations to provide equitable access to recreational opportunities community-wide.

The National Recreation and Park Association (NRPA) describes the role of park and recreation agencies using three pillars: Health & Wellness, Conservation, and Social Equity. Together, these pillars articulate current values and approaches to park and recreation services, acknowledging that community health and wellness are inextricably linked to protecting open space, engaging communities with nature, and ensuring that all people have access to these benefits and opportunities.

*(Inset Box) "Equity" means that each person has the resources and services to thrive, such that racial and socioeconomic disparities are eliminated, and outcomes improve for all. Simply put, in an equitable society, one's identities (white, female, disabled, etc.) are not accurate predictors of an individual's future outcomes. Different from equality, equity accounts for the unique identities,*

**Commented [RW3]:** Added equity definition

*circumstances, and histories of different people as well as different experiences with institutions and systems.”*

Today, Bellevue’s recreation services reflect the legacy of these philosophies. The city’s delivery model of recreation and leisure service provision is based upon individual health and well-being, building community connections and resilience, and environmental stewardship. While recreation in general provides an opportunity for personal choice and individual expression or development, Bellevue’s programs and services further focus on exploring and cultivating the full richness of community diversity through social interactions. Program staff research and create recreational activities that support both individual and community well-being.

A clear understanding of the conceptual foundations of parks and recreation informs the department’s program offerings. Leisure and recreation are associated with positive experiences of freedom, learning, mental and physical development, companionship, and creativity. Leisure time can be a respite from stress, provides a venue for rest and relaxation, and creates opportunities for “re-creation” by restoring depleted energies. The importance of play has also become increasingly evident as a means to enhance individual and collective health for all ages. Engaging in play has been demonstrated to reduce multiple health and social ailments.

As a recreation provider in an urban setting, Bellevue Parks & Community Services also recognizes the importance of connecting all residents to the natural environment through its programs, parks, and facilities. By providing recreational, educational, and service-learning opportunities that are close to home, the department facilitates lifelong connections to the natural world and inspires future generations of environmental stewards.



# PROGRAM PLANNING MODEL AND FRAMEWORK

## The Recreation System In Bellevue

The City of Bellevue operates an extensive parks and recreation system. With over 2,700 acres of parks and open space owned and managed by the city, Bellevue Parks & Community Services helps to foster Bellevue's identity as a "City in a Park" by offering both passive and active recreation opportunities. In addition to city amenities and services, many other public and private recreational and leisure opportunities are available for Bellevue residents to access.

The recreational system in Bellevue is a complex network of private, non-profit, and public service providers. Each has their own specific focus within the overall market. Most providers find their market niche based on motivations for profit or organizational mission. See Appendix III: Inventory of Recreation Service Providers for a full list. The *Recreation Program Plan* places the city's programmatic emphasis on filling gaps rather than competing with other local providers.

## Community Perceptions Of City-Provided Recreation

### Existing City of Bellevue Data Collection

Survey data are helpful in evaluating Bellevue Parks & Community Services' role in providing recreation services to Bellevue residents. This role considers the highest and best use of the City of Bellevue's inventory of indoor and outdoor recreational facilities. It also considers how the department can be a community partner, working with other recreation providers to provide Bellevue residents with the highest level of recreation access possible.

The city of Bellevue's statistically valid performance measures survey, administered annually, has consistently shown about 90 percent of residents visit a Bellevue park or recreation facility within a 12 month period; 2021 data show an 88% visitation rate. To collect more detailed information, Parks & Community Services conducts a random sample survey every six years to inform planning and decision-making about program and service offerings and future park system development. The most recent iteration of the random sample survey, completed in 2021-22 as part of the *2022 Parks and Open Space System Plan* community engagement process, collected data from 469 Bellevue residents to gauge what types of recreation facilities (public or private) are commonly used by community members.

According to the 2021-22 survey, the facilities used within the prior 12 months by anyone in the household are:

- multi-use paved or gravel trails (80 percent);
- trails through forests, wetlands, or other natural areas (80 percent);
- community beaches (68 percent);

**Commented [RW4]:** Updated statistics throughout this section

- parks with display gardens (62 percent);
- and open areas for unstructured play or picnicking (61 percent).

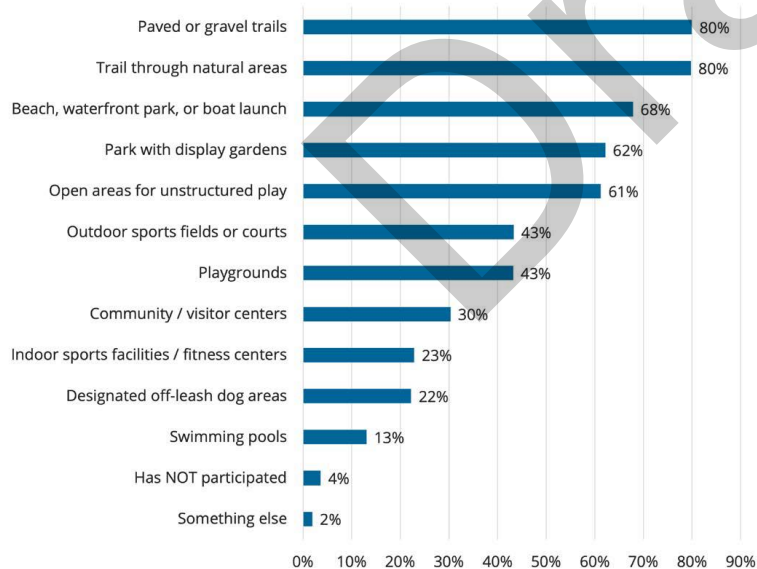
A separate question asked about the facilities used within the past 12 months by children under age 18. They are:

- playgrounds (66 percent);
- trails through forests, wetlands, or other natural areas (65 percent);
- and multi-use paved or gravel trails (64 percent);

Respondents with children reported more use of playground, outdoor sports fields and courts, and swimming pools compared to adults solely. Respondents were also asked how many times they used each type of facility during the year. The same facilities generally saw the most recurring use during the year. Nearly all residents surveyed reported that Bellevue's parks and recreation opportunities enhance their quality of life (95 percent).

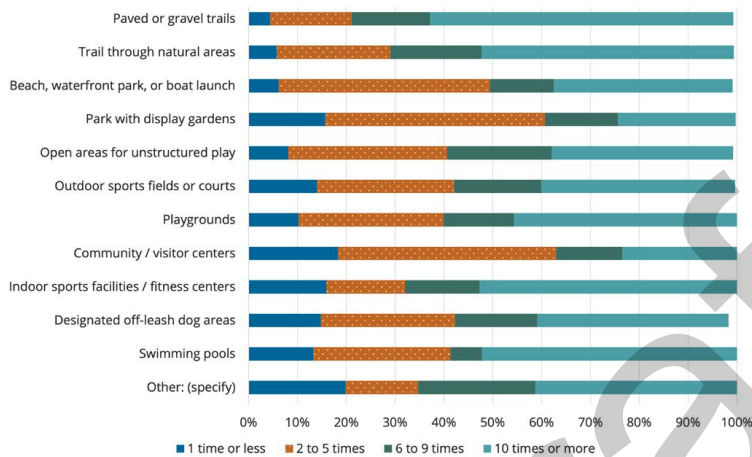
#### Figure 1: Use of Parks and Recreation Facilities

**2021-22 Survey Question - In the past 12 months, have you or someone in your household visited any of the following types of public or private parks or recreation facilities in Bellevue?**



**Figure 2: Frequency of Parks and Recreation Facilities Use**

**2021-22 Survey Question - In the past 12 months, how often have you personally visited the following types of parks or recreation facilities in Bellevue?**



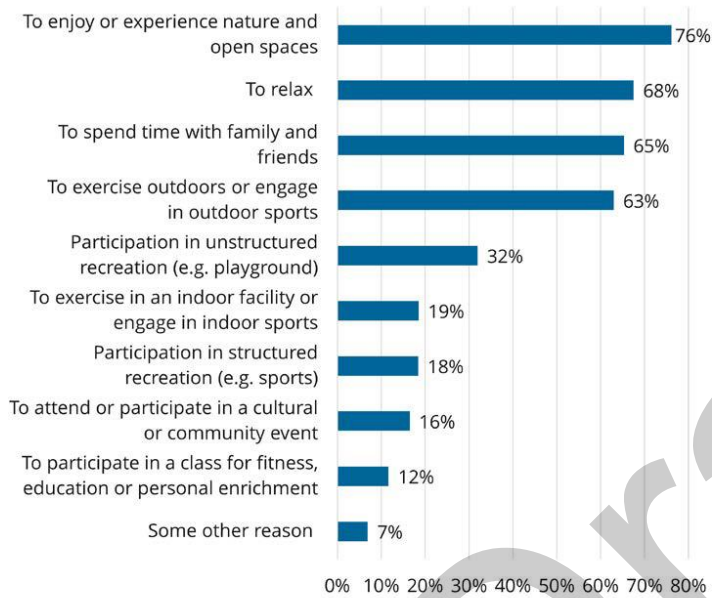
The preferences of Bellevue residents are largely consistent with recreation and leisure trends documented both nationally and regionally. The National Recreation and Park Association (NRPA) indicates in their *2023 Engagement with Parks Report* that Americans' top three recreational activities were visiting local parks, playgrounds, dog parks, or other open spaces; hiking, biking, or walking on a trail; and playing basketball, golf, tennis or other sport with family or friends. The Washington State Recreation and Conservation Office (RCO) tracks statewide data on outdoor recreation demand and found in their *2022 State Assessment of Outdoor Recreation Demand Report*, which contributed to the *2023 State Recreation and Conservation Plan (SCORP)*, that the most popular activities in King County were walking/day hiking on trails, walking on roads or sidewalks, wildlife and nature viewing, scenic driving, and hanging out.

When asked how they use Parks & Community Services facilities, Bellevue residents most commonly indicated that they use them:

- to enjoy or experience nature and open spaces (76 percent),
- to relax (68 percent)
- to spend time with family and friends (65 percent),
- and to exercise outdoors or engage in outdoor sports (63 percent).

**Figure 3: Reasons for Visiting Parks and Recreation Facilities**

**2021-22 Survey Question — For what purposes did you personally visit a Bellevue park or recreation facility?**



Most Bellevue residents said they use parks and facilities primarily for individual or family activities. This reflects national recreation and leisure trends, with NRPA reporting that most Americans spend time in parks or recreation facilities to gather with family and friends, enjoy a break from daily stress, exercise or be physically fit, and be closer to nature.

A survey conducted in conjunction with the *2023 State Recreation and Conservation Plan (SCORP)* update asked respondents statewide to choose their top motivations for spending time outside. The top reasons were to exercise, connect with nature, for fun or adventure, for peace and quiet, to improve mental health, and spend time with family, friends, and/or pets. This is consistent with many of the top reasons that Bellevue residents choose to recreate outside.

In 2019, Bellevue respondents reported a slightly higher preference for exercising outdoors (35 percent prefer) than indoors (27 percent), with about a third saying they prefer both equally (35 percent). The 2021-22 resident survey found that exercising in an indoor facility scored lower as a reason to visit (19 percent), but that remains a significant portion of users. This is similar to participation in organized sports (18 percent). It should be noted that the 2021-22 survey was conducted during the Covid-19 pandemic. During this time, many indoor facilities were closed or limited in use. Overall, data shows strong demand for all types of facilities and programs to serve



people's recreational and leisure preferences.

## Public Outreach

Bellevue Parks & Community Services conducted significant public outreach in spring and summer 2019 to inform the 2020 *Recreation Program Plan* update. These additional outreach efforts focused on 1) engaging community members who don't typically participate in city programs, 2) identifying barriers to program participation, and 3) raising awareness about the department's program offerings. The goal was to gather qualitative data that would lead to equitable and inclusive action items designed by and for all people who interact with the city's recreation programs, with an emphasis on underrepresented groups. As part of the 2023 update, outreach was supplemented and validated through a series of stakeholder meetings with Bellevue boards and committees.

The methods and strategies used for outreach were informed by existing public participation processes used by the City of Bellevue and a review of literature on community engagement in recreation planning, public sector program evaluation, equitable community engagement, and participatory action research. The outreach effort conducted by the department employed a layered approach of mixed methods including surveys, focus groups, listening sessions, and individual interviews. The diversity of research tools allowed participants to respond in the manner most appropriate and suitable to their needs. All outreach included information on current opportunities for recreation programming and distribution of the department's *Connections* program brochure.

## Surveys

As part of the public engagement effort, a recreation survey was distributed in 2019 to a wide variety of community members through in-person intercepts, online outreach, and promotion at community centers and other local organizations. The survey included questions related to recreational interests, use of existing Parks & Community Services facilities, program awareness and communication preferences, and barriers to program participation. To increase accessibility and inclusion, the survey was available in digital and hard copy format with translations in Spanish, simplified Chinese, Korean, Hindi, and Russian (the primary languages spoken in Bellevue other than English). While the results of the survey are not statistically valid, they represent a broad diversity of backgrounds and identities.

Parks & Community Services staff conducted intercept surveys at Crossroads Community Center, Mini City Hall (at Crossroads Mall), Highland Community Center, South Bellevue Community Center, and North Bellevue Community Center (including general programming and Chinese Information Service Center and SeaMar programming).

The survey was distributed by employees and leaders in the following organizations, including Bellevue Special Needs PTA, The Arc of King County, NISO Promotores, Asian Counseling and Referral Service, the Islamic Center of Eastside, Kinderling Center, Parents and Friends of Lesbians and Gays (PFLAG) Bellevue chapter, Washington State Fathers Network—Bellevue chapter, and the King County Library System. Department staff provided each organization with digital

and hard copy versions of the survey through their preferred and routine outreach methods, which included e-newsletters, meetings, in-person programming, listservs, social media, e-mail correspondence, and distribution at designated community information hubs.

Within the City of Bellevue, digital and hard copy surveys were distributed to all Parks & Community Services facilities, the Parks & Community Services Board, the Human Services Commission, the Youth Link Board and Youth Council, the North Bellevue Community Center Advisory Board, the Bellevue Network on Aging, Bellevue Police Department Advisory Councils, and the Bellevue Diversity Advisory Network. Three hundred seventy-six people responded to the survey between July 31, 2019 and September 30, 2019. Additional information about survey participants and corresponding outreach activity is provided in Appendix II: Summary of Public Outreach Methods.

### Focus Groups

Two focus groups were conducted by Hardwick Research in September 2019. The focus groups were designed to assist staff in understanding residents' awareness of Parks & Community Services programs and to determine their barriers and motivators to participation in recreational programs in general and with the City of Bellevue's programs in particular. The two focus groups were composed of Bellevue residents who had not participated in a Parks & Community Services recreational program within the past five years. The groups were selected to reflect a variety of ages, income levels, ethnicities, and gender identities. The first group included residents without children under the age of 13, and the second group was dedicated to residents with children under the age of 13. The focus groups discussed topics similar to those included in the survey, namely current recreational habits, awareness of program offerings, barriers to participation, and communication preferences.



### Listening Sessions and Interviews

Staff conducted 13 stakeholder meetings between April and October 2019, soliciting input from city boards and commissions, advisory groups, community organizations, and department staff. A full list of listening sessions and interviews is included in Appendix II: Summary of Public Outreach Methods. Stakeholders were asked to share their insights about community recreational interests, barriers to program access, and department marketing and communications.

As part of the 2023 update, staff conducted six meetings between July and October 2023, with city boards and committees. This outreach represented the needs of a broad range of the community and those who are connected most closely to recreation programming issues. Boards and committees included the Bellevue Diversity Advantage Network, the Bellevue Network on Aging, the Parks and Community Services Board, and the Youth Link Board. Stakeholders were asked about their recreational interests, how changes in the city and world since 2020 impacted recreation programs, and any barriers remaining to access programs in follow-up from 2019 engagement.

**Commented [RW5]:** Added narrative describing 2023 outreach

## Results of Recreation Outreach

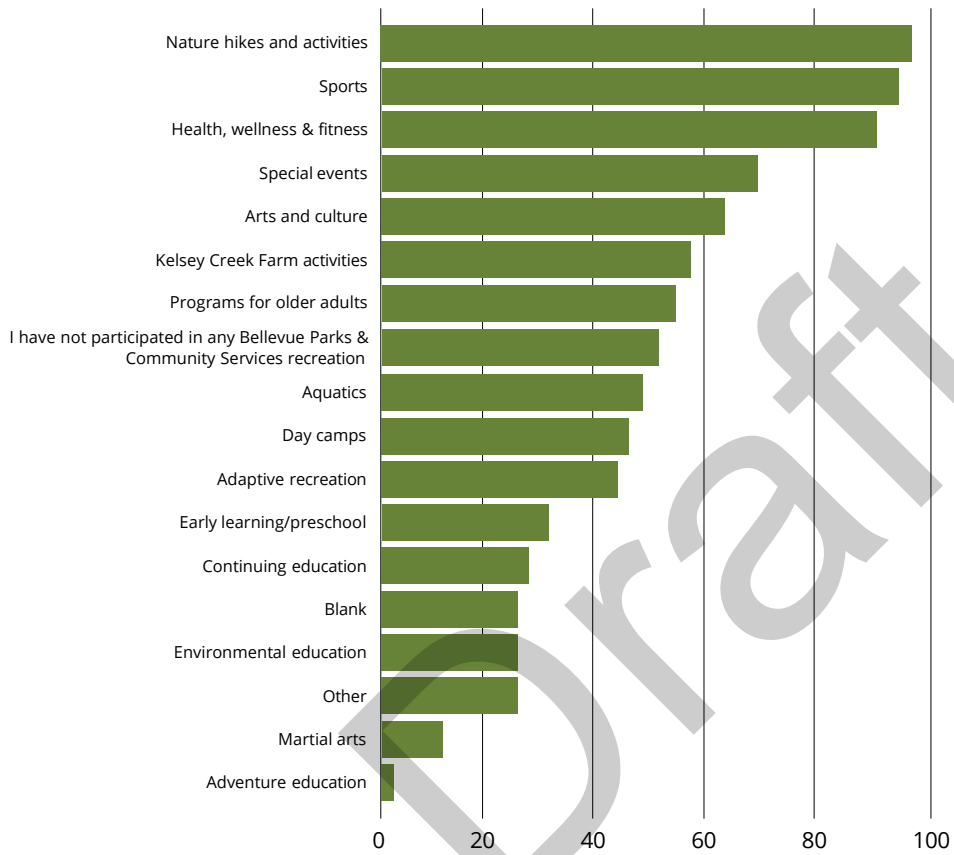
Information received through public outreach fell into four broad categories: current recreational habits, marketing and program awareness, programming needs, and barriers to access. The qualitative data gathered through public engagement was summarized and evaluated by the planning team to identify and prioritize areas of focus for the recreation program from 2020 to 2026. While outreach tactics and respondents varied widely, several common themes emerged in discussions with residents in 2020. Similar themes emerged from outreach in 2023, with slight nuance from 2020 outreach.

### Recreation Habits

Survey respondents and focus group participants were asked how they like to spend their free time. Responses ranged from outdoor activities such as walking, hiking, biking, exploring parks, gardening, and team sports to pursuits such as reading, language classes, shopping, watching movies, art, music, dance, and indoor athletic activities. Many people indicated that they share these activities with family or friends. This was especially true of respondents with children.

A majority of 2019 survey respondents and many stakeholders interviewed had previously participated in City of Bellevue recreation programming. Approximately 70 percent of survey respondents had participated in a Bellevue Parks & Community Services recreation activity. The most popular activities cited were nature hikes and activities; sports; and health, wellness, and fitness activities; followed by special events and arts and culture activities. Most survey respondents participated in activities at parks and open space, nature trails, community centers, public beaches, and in their own homes.



**Figure 4: Participation in Recreation Activities**

2019 Survey Question 3: Which Parks & Community Services recreation activities have you participated in?

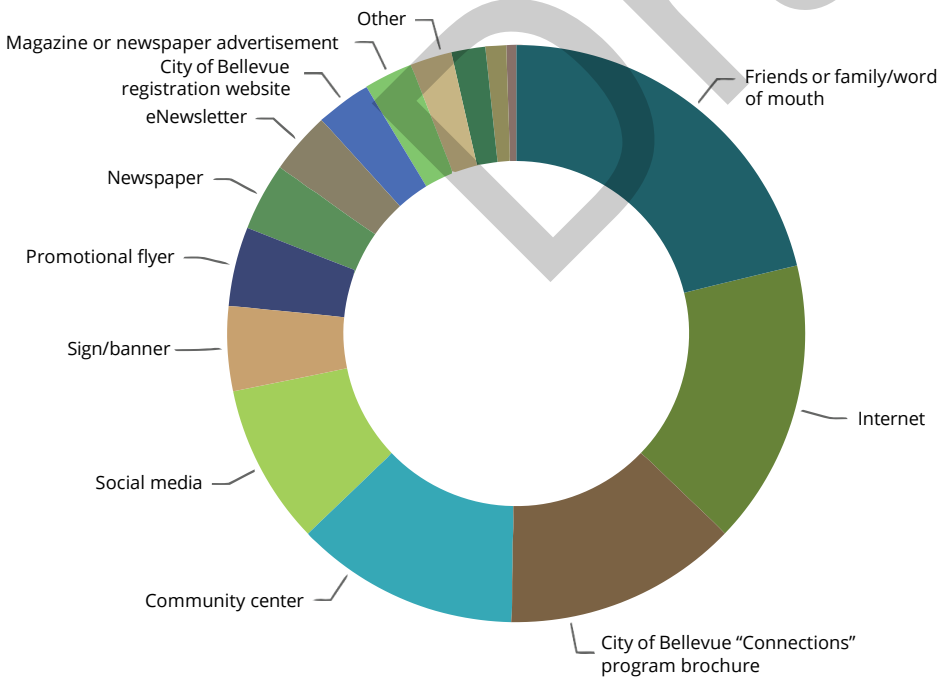
### Marketing and Program Awareness

Among 2019 survey participants, word of mouth was the most popular source of information about recreational opportunities. Twenty-one percent reported that they normally learn about programs from family and friends. This was followed by 16 percent who learn about activities from the internet and 13 percent from the department’s program brochure, *Connections*. Community centers are also an important place to find out about activities, with 12.5 percent of respondents indicating that they rely on department facilities for information about City of Bellevue programs. Only nine percent of survey participants learn about recreation activities through social media.

While not focusing solely on recreation programs, the 2021-22 random sample survey conducted as part of the *2022 Parks and Open Space System Plan*, asked respondents to identify all sources of information that they currently use to find details on local parks, trails, recreational facilities, and programs and then select their preferred method. The top choice selected to both questions was the internet, with 70 percent currently using it and 45 percent preferring to use it. Word of mouth from friends and family was cited as the second highest method currently used (48 percent), with 12 percent identifying it as preferred.

Commented [RW6]: Updated statistics

Figure 5: Program Awareness



*2019 Survey Question 4: Where do you normally find out about recreation activities?*

Nearly all the focus group participants noted that they rely on social media, particularly Facebook, for communication about program opportunities. Instagram was also popular in the group with children, while the group without children used Twitter/X, Nextdoor, and Snapchat in addition to Instagram. In general, the *Connections* brochure was not well-known or used by focus group participants. Once introduced to the brochure, most indicated that a searchable electronic version of the catalog would make it more user-friendly.

In interviews and listening sessions, stakeholders described similar communication preferences, although *Connections* was much more frequently used by this group. Several interviewees indicated that it is important to preserve a hard copy version of the brochure, particularly for older adults, and to provide additional copies in gathering places such as schools and community centers. A majority of stakeholders expressed an interest in greater digital access to program information and registration, for example through a smartphone app and website.

Most also suggested that a more prominent presence on social media would help them to be more aware of programs and services. The department was asked to continue efforts to provide information in multiple languages and to consider alternative, culturally responsive media formats, for example radio or TV. Lastly, several respondents stressed the importance of personal connections with community leaders and groups and in-person invitations to participate in programs.

Community input continues to indicate that a variety of communication methods are needed to advertise recreation programs. Bellevue residents who already participate in Parks & Community Services programs are more likely to be aware of program offerings and understand how to participate. This group is also more likely to receive program recommendations from family and friends or see programs advertised in places they visit frequently, such as community centers. To effectively reach residents who aren't regular program participants, the department should explore using social media more extensively and strategically to publicize opportunities and should work to make program information and registration simpler and more easily accessible using digital tools. In 2023, the department implemented a new activity registration and facility scheduling system with built-in accessibility features, which will help the department continue to remove barriers to access.

**Commented [RW7]:** Added department updates in this section

The department should also continue to develop new materials in formats and with content that is accessible and culturally responsive. In addition, Parks & Community Services should continue to work with existing partners to make hard copy and digital information about programs more easily available in places where people spend a lot of time, for example schools, community- or faith-based organizations, and other centers of civic life.

## Programming Needs

Survey respondents, focus group participants, and interviewed stakeholders were asked if there were any additional recreation activities that they would like to see offered by the city. Many participants indicated that they are happy with the opportunities provided by Parks & Community Services. However, several respondents suggested additional programming needs that they would like the department to consider.

A significant number of community members indicated that it would be beneficial to provide additional opportunities for unstructured play—for example through an increase in unprogrammed gym and field time and increased open drop-in hours at community centers. Several people noted that they would like to see an increase in cross-cultural and cross-generational activities. Some suggested that health-focused programs or cooking classes could be widely appealing for different cultural and age groups, and other respondents stressed the importance of providing integrated facilities that have equipment and spaces that facilitate play and exercise for all ages and abilities.

The department was asked to consider developing programs that center the experiences of non-dominant cultures, for example recent immigrants, those of diverse ethnicities and religious backgrounds, those in the disability community, and those in the LGBTQ community, among others. There was also strong interest in additional programs to foster youth skills and leadership development, including experiences that might encourage career exploration and programs that could allow youth to design and develop camps and other activities for themselves. A few respondents highlighted the growing need for programs for people with cognitive impairments, particularly as the baby boomer generation ages. These commenters suggested that the department could provide valuable continuing education and volunteer opportunities that support brain health.

Multiple comments were submitted with specific ideas for new sports facilities or program options, such as additional drop-in times, ranging from courts for badminton, pickleball, racquetball, tennis, basketball, and volleyball to soccer and baseball fields, cricket pitches, bowling lanes, and additional swimming pools (in particular a full-sized pool for competitions). Many of these sports are reflected as future capital objectives in the *Parks and Open Space System Plan*. Several respondents expressed their interest in other programs that the department already offers, such as community gardening, day camp opportunities, dance, yoga, and art, among others.

The number and variety of responses submitted by the community suggest that Bellevue residents are enthusiastic about recreation opportunities and that program interests are diverse and dynamic. The responses also underscore the importance of regular program reviews to ensure that programs offered by the department are relevant and responsive to community needs.





bicycle routes to parks and facilities.

Regional and national data also reflect that transportation is one of the most significant barriers to recreation program participation. The 2019 *State of Play* report for Seattle and King County, produced by the Aspen Institute and the University of Washington, observes that transportation and cost are the two most substantial challenges faced in providing access to physical activity for young people. The RCO 2022 *State Assessment of Outdoor Recreation Demand* similarly cites limited access as the second largest barrier to outdoor recreation opportunities among Washington residents of all ages, closely following behind crowdedness of recreation areas.

### Cost

The cost of recreation programs was another significant concern described by community members of all ages, especially families with children and older adults on a fixed income. Free programs and financial assistance are offered by Parks & Community Services and stakeholders expressed interest in maintaining or expanding free or low-cost options. While helpful for many residents, financial assistance provided by the department doesn't stretch very far, particularly for families with multiple children and for more expensive programs like summer day camps that also require up-front payment. The financial assistance application process can be lengthy and can sometimes prevent participants from registering for popular programs that fill quickly.

Some families who don't qualify for financial assistance because of their higher income level may still find programs unaffordable due to the high cost of living in the Seattle-Tacoma-Bellevue metro area. Respondents also observed that using the word "scholarship" to describe the department's financial assistance gives older adults the impression that the assistance is only for school-aged children and youth. The department has expanded use of the term "financial assistance" in addition to "scholarship" to more effectively increase awareness of the program across all demographics. The cost of transportation and childcare necessary to participate in recreation programming exacerbated the issue of affordability.

As indicated above, overall cost is cited as a barrier to recreation participation both regionally and nationwide. For the 2018 *Outdoor Participation Report*, the Outdoor Foundation surveyed Americans over 6 years old and indicates that the expense of equipment and the cost of accessing outdoor recreation facilities are among the top ten reasons that people don't get outside. NRPA's 2023 *Engagement with Parks Report* lists excessive cost as the fourth-most significant barrier to enjoying parks and recreation, after a lack of time and concerns over safety at facilities or traveling to facilities. The 2019 *State of Play* research found that 13 percent of youth surveyed in King County have never participated in organized sports or physical activities due to their expense, and another 11 percent indicated that they dropped out of programs due to cost.

### Time of Day and Available Free Time

A large and diverse number of respondents cited time as a barrier to participation—both the timing of programs offered and their available free time to participate. Many people expressed frustration

**Commented [RW8]:** Additional discussion related to financial assistance in this section

with rush hour traffic in and around Bellevue and the challenge or impossibility of getting to programs that are scheduled for time windows after work. However, respondents also indicated that the department should consider offering additional evening programs, especially for older adults who may still be working and are not available during the day. Several individuals indicated that they were simply too busy or had time conflicts with programs they were interested in.

For many of those interviewed, the timing of programs was closely connected to child care needs. For families with both parents working or with single parents, recreation programs for children that don't fill the full window of the work day create a barrier, as they additionally require supplemental daycare and transportation assistance. Respondents also cited challenges posed by having one child participate in a program without finding a corresponding program for other children in the same location. The issues of transportation, childcare, and time of day were interconnected for many participants.

The department has also heard through both qualitative and quantitative outreach efforts that summer programs are relied upon by many families during the work day. In a customer survey conducted after the 2021 summer day camp season, 47 percent of respondents reported that a primary motivation for registering for summer day camps is to allow a parent and/or caregiver to work. Thirty-five percent of respondents indicated that extended care is a key factor when making a registration decision. Qualitative data from the department's Wraparound Services Coordinators indicate that lack of extended care is a barrier which prevents lower-income families from accessing summer day camps.

Commented [RW9]: Paragraph added

The 2020 *Recreation Program Plan* identified the time of day for opening of program registration, then set at midnight, as a barrier to access. With the implementation of the new activity registration and facility scheduling system, the department shifted registration start time so customers needing assistance had access to staff either in person or over the telephone. Timing will be assessed regularly to ensure that it is meeting the needs of as many users as possible.

Commented [RW10]: This section supplemented with new stats and department updates

A lack of time is identified as an impediment to recreation nationally, as noted above. The 2023 NRPA *Engagement with Parks Report* finds nationally that a lack of time is a primary impediment to enjoying park and recreation facilities, leading all responses as it was selected by 33 percent of respondents. The 2018 *Outdoor Participation Report* lists it as the number one reason Americans surveyed don't take part in recreational activities. The RCO 2022 *State Assessment of Outdoor Recreation Demand* found that a lack of time and other commitments is the third-largest barrier to participation, with about 41 percent of respondents identifying it.

**Communication and Cultural Responsiveness** As noted in the "Marketing and Program Awareness" section, community members learn about program opportunities in a variety of ways. Several people interviewed were not aware of programs offered by the department. Participants identified issues both with delivery of information (i.e., ease of access) and



with content. Communication challenges are faced by older adults, who may be isolated and unaware of activities, as well as by recent immigrant groups who may not know about city-provided programs.

Many individuals identified language as a barrier for learning about, registering for, and participating in programs. Nearly all materials are provided in English. Some respondents noted other impediments that could be corrected with more culturally responsive programming, for example activities and facilities that don't accommodate cultural or religious practices. Community members expressed a clear need for more programs that not only welcome people of diverse identities, but also programs that are grounded in and celebrate their cultures and values in their native languages. Cultural responsiveness is also an issue of safety for many immigrant and refugee communities who lack trust in government.

Language and cultural barriers were also identified in the 2019 *State of Play* survey in King County, which asked young people whether they had participated in a recreation program or organized sports. Forty-three percent of youth who don't speak English at home had never participated, compared with 14 percent of youth who speak English at home. Similar to Bellevue, *State of Play* respondents noted that registration and scholarship materials and systems are often only in English and pose challenges, and many immigrant families are concerned about filling out additional forms and submitting them to recreation agencies.



## Evaluation of Programs

Commented [RW11]: Section added

The city of Bellevue evaluates recreation programming using a variety of tools and methodologies. Numerous performance measures are tracked related to Parks & Community Services, including several directly related to recreation programming. Results are gathered primarily from post-program evaluation surveys offered periodically to registered participants. See Appendix VI: Evaluation Forms for additional detail.

One performance measure – the percent of program participants that rank programs as ‘good’ or better – is a department key performance indicator (KPI). KPIs are a smaller subset of performance measures tracked by the Finance and Asset Management department and reported to city leadership on a regular basis. The 2022 participant survey yielded a 95 percent rating on this value, consistent with prior years, and meeting the target of 90 percent.

Other performance measures related to the suite of recreation programs include the number of registrants for city recreation programs, percent of participants rating various aspects of the program experience as good or excellent, percent of program participants that register online, and total number of children and youth served annually. Trendlines have stayed consistent for most measures. An exception is for measures assessing number of participants served or registered. Rates of participation declined during the Covid-19 pandemic in 2020 and 2021, largely because of public health mandates, department staffing shortages, and lighter facility availability. As of the 2023 update, many values have recovered and are approaching pre-pandemic values.

In addition to reviewing quantitative data, staff regularly review qualitative program feedback from participants in conjunction with general recreation input received from the community. Recreation program staff and other staff also fill out an annual questionnaire to identify progress on each implementation action in this *Recreation Program Plan* and share accomplishments. All information allows staff to assess individual program performance, how each program fits with the greater suite of programs, and how the program helps to make progress towards the implementation actions in this *Recreation Program Plan*.

## Recreation Planning Process

The planning team evaluated the information gathered during public outreach and established a series of goals, strategies, and actions for Parks & Community Services to undertake between 2020 and 2026. The planning team then conducted a prioritization process to arrive at the final list of actions. Criteria used to prioritize actions included:

- Effectiveness and Impact
  - How likely is it the action will work to implement the strategy?
  - Does the action address multiple goals, or other department or city objectives?
  - Does the action provide any efficiencies?
- Equity
  - Does the action address the needs of historically underrepresented populations and those who are currently underserved?
  - Does it help assure equitable access for all residents?
- Speed and Urgency
  - How quickly will the impact be achieved?
  - Does the action leverage a window of opportunity?
- Feasibility and Effort
  - Is it possible to implement the action with current capacities within the department?
  - What is the relative ease of covering the cost of the action with the department budget or other resources?
  - Who do we need to talk with to ensure that this action is feasible?
- Public and Staff Input
  - Does this action reflect feedback received from the public and from staff?

The vision, guiding principles, and goals, strategies, and actions that follow will guide the department in the provision of programs, placing special emphasis on serving the needs of community members who would otherwise have limited opportunities to participate in recreational activities.



## VISION FOR RECREATION

Bellevue is a healthy community where all people participate in a range of recreation activities of their choice, offered by any service provider, allowing greater physical and mental health and increased connections to their neighbors and the community.

Draft



## GUIDING PRINCIPLES FOR RECREATION



### **Health-Focused**

We implement and support services, programs, and initiatives that promote the physical, mental, and emotional health of individuals, families, neighborhoods, and the community.



### **Building Community**

We are a trusted resource that creates and enhances relationships and connections between our residents.







### **Culture of Excellence**

We provide and/or facilitate inclusive, accessible, and equitable recreation programs for all, where everyone can expect quality staff, programs, and facilities.



### **Dynamic and Resourceful**

We are highly responsive to an ever-changing and diverse community, providing opportunities that are relevant and well-coordinated.







# GOALS

for the City of Bellevue's Involvement in Recreation





## GOAL I

**Ensure that every Bellevue resident can access recreational opportunities and community services.**



## Strategy A

Evaluate and improve department programs, systems, and resources to ensure that recreational programs and community services are diverse, equitable, and accessible in development and delivery.

### Actions

1. Identify barriers to participation and prioritize their removal.
2. Increase data collection and analysis to better understand our current and potential customer base, service gaps, and programmatic needs, with a specific focus on the needs of underserved populations.
  - Increase collection of demographic data to inform program design and development.
3. Design programs and services whose timing, content, language, and format are culturally relevant and accessible for communities represented in Bellevue.
4. Provide multiple methods to promote and provide equitable access to program information, including online, hard copy, smartphone, telephone, and in-person opportunities. Ensure that information-sharing and registration methods are as simple as possible and keep pace with technology and user trends.
  - Update the online registration system to allow financial assistance applicants to register before their application is processed.
5. Develop evaluation standards and training materials for city and contracted programs and services to ensure that practices are accessible, equitable, and inclusive.
6. Working with the Diversity Advantage Team, provide diversity, equity, and inclusion education and training to all staff.
7. Offer virtual programming opportunities to enhance accessibility based upon program type and customer interest.
8. Continue to provide and regularly evaluate additional options for free or low-cost programs.

Commented [RW12]: Addition

Commented [RW13]: Edit

Commented [RW14]: Addition

Commented [RW15]: Addition

## Strategy B

Connect with new audiences through expanded outreach and communication efforts.

### Actions

1. Develop an outreach approach to connect with communities with a need for program opportunities. Work closely with trusted community leaders, community center staff, advisory groups, and other city employees or volunteers who communicate regularly with residents.
2. Ensure compliance with language access requirements in Title VI of the Civil Rights Act by translating program information, forms, and registration materials to languages represented in Bellevue where documents are deemed vital or a request is made. Continue to increase equitable access by incrementally translating additional items.
3. Improve messaging around the department's financial assistance program to more clearly communicate that it exists to provide financial assistance to people of all ages.
4. Adapt marketing and social media communications to include channels and content that are relevant to individuals who are currently not adequately served by the department.
  - Explore using diverse, equitable, and culturally responsive communication media in addition to standard printed or online materials; for example, TV, radio, newspaper, and in-person presentations.
5. As recommended by the department's *Diversity Strategic Plan*, identify best practices, and develop and implement procedures to recruit recreation staff and select contractors whose demographics reflect the community.
6. Share information about programs and services with other departments, boards, commissions, and City Council to raise awareness about department offerings.

Commented [RW16]: Edit

Commented [RW17]: Edit







## GOAL II

**Offer programs and services that are consistent with our guiding principles and reflect the community's interests and needs, specifically those of underserved groups.**



### Strategy A

Identify and address gaps in program and service delivery in collaboration with community members and organizations.

#### Actions

---

1. Conduct systematic, department-wide evaluation of programs and regular community assessments to identify gaps and receive community feedback on current programs.
2. Compare the department's full suite of program offerings, and offerings from other providers, to current needs and trends to ensure balanced, relevant, and culturally responsive programming system-wide.
3. Use information gathered from the *Human Services Needs Update* and knowledge from the Human Services Division to inform planning for recreation and community services.

### Strategy B

Empower staff to respond nimbly to the changing recreational needs of a growing city.

#### Actions

---

1. Define and reinforce an organizational culture that is committed to the equitable and accessible delivery of programs and services.
2. In collaboration with other city departments, develop and deliver a comprehensive onboarding program for staff at all levels of the department and for both full time and partially benefitted employees, as recommended in the *Diversity Strategic Plan*.
3. Develop and implement customer service standards and training for the Recreation Division.

## Strategy C

Engage with new and established partners to enhance program and service delivery.

### Actions

---

1. Create a living database of recreation providers and partner organizations that is kept up-to-date and accessible for all staff.
2. Enhance the city's partnership with other educational providers and non-profit organizations to collectively address program and service gaps and increase capacity.
3. Enhance the city's partnership with the Bellevue School District to communicate about program opportunities and to maximize programming options and facility resources for residents.

Commented [RW18]: Edit

Draft







### GOAL III

**Promote community well-being through programs and services that instill a sense of belonging and inclusion.**

## Strategy A

To better connect residents to the community, expand program choice for those who would otherwise have limited opportunities for recreation.

### Actions

---

1. Distribute programming geographically to improve access and reflect demographic trends, in partnership with community organizations and entities.
  - Advocate and encourage the expansion of accessible physical access to programming locations via mass transit and active transportation means in collaboration with other city departments, such as Transportation.
2. Design and adapt accessible facilities that foster intergenerational participation, unstructured play, and informal gathering opportunities.
3. Further implement the goals and strategies outlined in the department's *Choices for People with Disabilities* plan to promote both adaptive recreation opportunities and inclusion services throughout the system.
4. Increase the use of language access tools and services in program offerings, and explore additional communication technology that is user-friendly, efficient, and provides access.
5. Provide public information indicating the availability of accessible and culturally responsive programs and services.

Commented [RW19]: Addition

## Strategy B

Promote recreation, gathering places, special events, and time to connect as important facets of a livable community and healthy economy.

### Actions

---

1. Continue to take an active role in facilitating and producing community events.
2. Continue to engage volunteers to advance our mission and vision and encourage a sense of community contribution and civic engagement.
3. Incorporate intergenerational and multicultural activities into program development.



## GOAL IV

**Foster individual health and wellness through opportunities for structured and unstructured play, exercise, and recreation.**

## Strategy A

Provide resources and programs that promote lifelong fitness and healthy lifestyles.

### Actions

---

1. Provide programs focused on nutrition, fitness, and healthy lifestyle choices for individuals at a variety of income levels.
2. Ensure that staff can access and share information about human services resources available in the community.
3. Establish standards for city-run fitness classes to ensure that they are consistently of high value and meeting community needs.
4. Collaborate with other service providers to promote and/or offer continuing education opportunities for older adults to support cognitive health.
5. Continue to provide healthy food choices in vending machines and, where applicable, encourage healthy food choices in programs.

Commented [RW20]: Edit

## Strategy B

Develop programs and tools that get people outside and encourage exploration of parks and trails.

### Actions

1. Promote and expand the breadth of programs offered in parks, with the goal of welcoming new participants and inspiring a sense of wonder about our natural environment.
2. Learn more about historical and lived experiences and current perceptions that Bellevue's communities have about the outdoors through listening and outreach, and target programming to reduce any barriers that may exist.
  - Improve park signage using universal design and language access principles to enhance access to park rules, wayfinding, and general park information.
  - Install interpretative and informational signage that is culturally responsive and reflects the full history of the region.
3. Expand the department's use of tools and programs, including digital resources, to promote engagement with parks and programs.
4. Increase coordination among the Park Ranger Program, community centers, and educational providers to expand environmental education and service-learning opportunities.

Commented [RW21]: Edit

Commented [RW22]: Addition

Commented [RW23]: Addition

## Strategy C

Design programs and facilities that provide opportunities for play for, and between, residents of all ages.

### Actions

1. Continue to engage the principles of universal design to develop and renovate parks and facilities so that they are adaptable and accessible for all ages and abilities.
2. During new development or planned renovation, design facilities to be as flexible as possible to accommodate future changes in recreation trends.
3. Continue to integrate creative play opportunities for all age groups into the design and development of parks and facilities.



## Strategy D

Provide recreation programs and community services that support children, youth, and teens in the development of physical, cognitive, and social skills; leadership experience; expanded learning opportunities; and risk reduction.

## Actions

1. In partnership with educational and social service providers, identify how programs can support expanded learning opportunities.
2. Working with community organizations, continue to build and strengthen citywide collaborations to increase program access and improve overall outcomes for youth.
3. Reference the Washington State *Quality Standards for Afterschool & Youth Development Programs* in developing both city and contracted youth programs and services.





# APPENDIX I

## Community Profile, Bellevue Human Services Needs Update 2021-2022



# Bellevue Community Profile

This chapter provides a general overview of changing demographics in Bellevue. For specific information about these topics as they relate to Human Services, see the following chapters:

- Goal 1: Food to Eat and Roof Overhead
- Goal 2: Supportive Relationships
- Goal 3: A Safe Haven from All Forms of Violence
- Goal 4: Health Care to be a Physically and Mentally Fit as Possible
- Goal 5: Education and Job Skills to Help Individuals Reach their Full Potential
- Specific Population Chapters:
  - Older Adults
  - Refugees and Immigrants
  - People with Disabilities
  - School-Aged Children and Youth
  - Veterans
- Special Focus Area: Homelessness

## Land Acknowledgement

The City of Bellevue acknowledges that we are on the Indigenous Land of Coast Salish people who have reserved treaty rights to this land, including the Duwamish, Suquamish Tribe, Muckleshoot Indian Tribe, Tulalip Tribe, and Snoqualmie Indian Tribe. We thank these caretakers of this land who have lived, and continue to live, here since time in memory.

## Population

### Existing Snapshot

On April 1, 2021, Bellevue's population was estimated to be 149,900, making Bellevue the fifth largest city in Washington state; just behind the cities of Seattle, Spokane, Tacoma and Vancouver, Washington.<sup>1</sup>

#### Top Ten Largest Washington City Populations, 2021

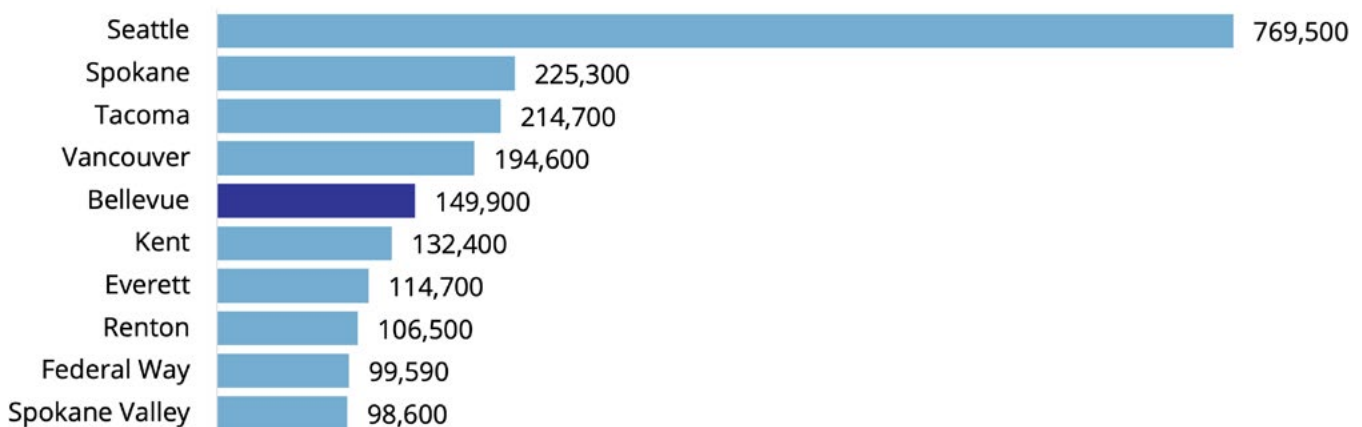


Figure 1 | Source: Washington State Office of Financial Management, Population Estimates Division.

Bellevue’s population is just under two percent of the state’s total population and about seven percent of King County’s population. The City covers an area of approximately 33.5 square miles resulting in a population density of 4,475 people per square mile.

Lake Hills is the city’s largest neighborhood area in terms of population followed by Downtown and Crossroads. BelRed, Factoria, Wilburton and Woodridge are neighborhoods with the smallest populations.

## Trends and Projections

Since Bellevue incorporated in 1953, the city’s population has grown at an average annual rate of 4.9 percent per year. However, much of that growth was due to annexation, especially annexation that occurred during the 1950s and 1960s when Bellevue quintupled in size annexing nearly 19 square miles. The city’s population ballooned by a factor of ten, climbing from 5,950 in 1953 to 61,196 in 1970.<sup>2</sup>

### Bellevue Population 1953 to 2021 with Shares of Growth from Annexation and Natural Increase/Immigration, and Forecast Population to 2035

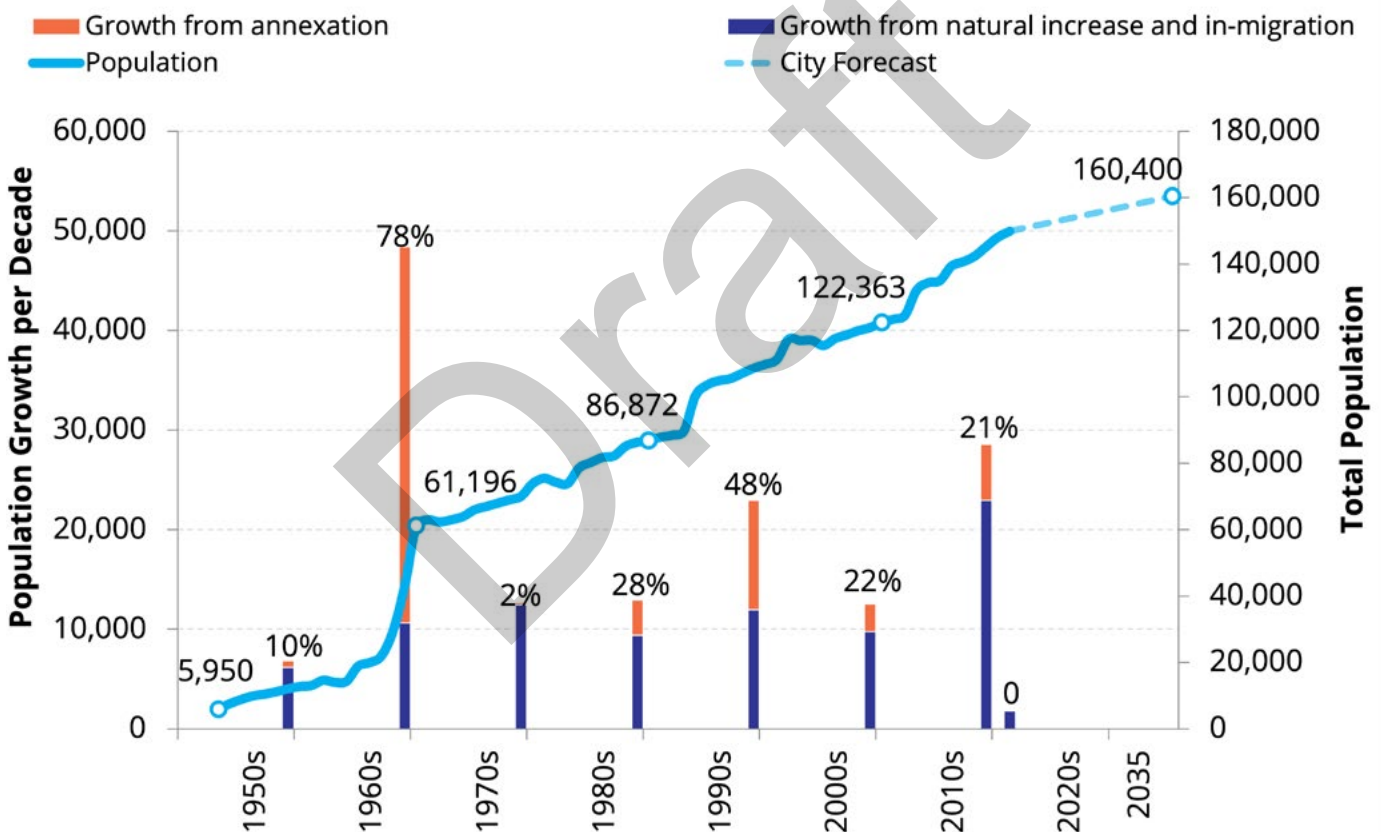


Figure 2 | Sources: Population estimates prior to 2000 are from the City of Bellevue with decade points from the U.S. Census Bureau. Estimates from 2000 on are from Washington State’s Office of Financial Management. Official population estimates are for April 1st of the specified year. Forecast is from the City of Bellevue’s Comprehensive Plan adopted in July 2015.

Since 1970, annexations have represented 26 percent of Bellevue’s population growth, and population has grown on average 1.8 percent per year.

Between 2010 and 2021, Bellevue’s population, not including population in annexation areas, grew by 17.9 percent, slower than King County overall at 18.7 percent, yet faster than Washington State at 15.5 percent. Since 2010, populations in Seattle and Eastside cities including Issaquah,

Redmond, Newcastle, Kirkland, and Sammamish all grew faster than Bellevue, while populations in Mercer Island, Woodinville, Renton, and the Points communities grew slower.

The city and the county are in the process of adopting new growth targets for 2044 that will be the basis for the City's 2024 Comprehensive Plan. The city expects to grow by an average of 1% to 2% annually between now and 2044.

## Neighborhood Patterns

Downtown and BelRed are projected to be the city's fastest growing neighborhood areas over the next 20 years.<sup>3</sup>

## Characteristics

### Place of Birth

For decades, most of Bellevue's residents have come to Bellevue from other states or from abroad. In 1970, about 49 percent of Bellevue's residents had been born in another state, five percent had been born outside of the United States (including those who were born in Puerto Rico, U.S. Island areas, or born abroad to an American parent) and five percent had been born in a foreign country (includes anyone who is not a U.S. citizen at birth, including those who have become U.S. citizens through naturalization). Since 1970, the share of Bellevue's residents who were born in a foreign country has increased steadily, climbing from five percent in 1970 to 41 percent in 2019.<sup>4</sup>

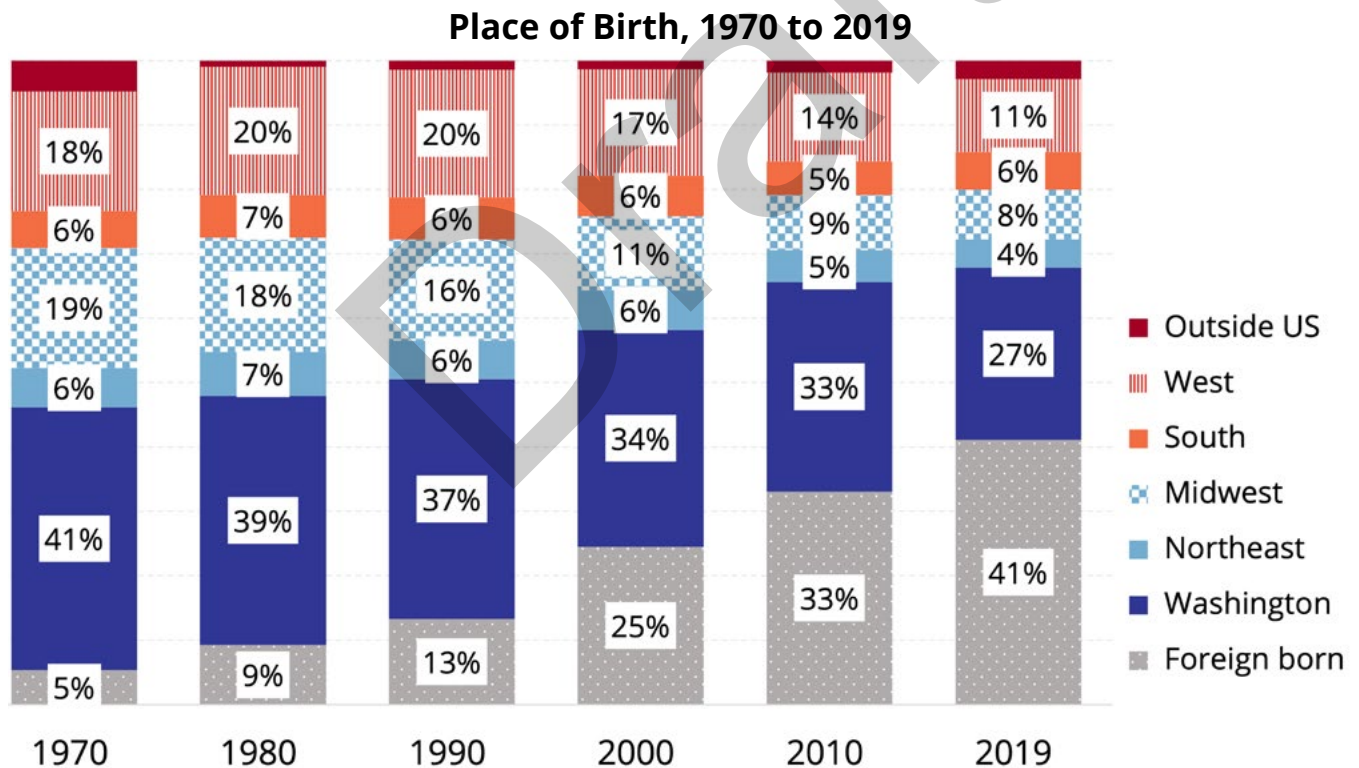


Figure 3 | Sources: IPUMS-USA, University of Minnesota, www.ipums.org and U.S. Census Bureau, 2019 American Community Survey, Table B05002.

Beginning in the 1990s, Bellevue's industries began shifting towards technology. Many early immigrants working in the technology field settled in Bellevue to be close to work. Communities grew around these individuals and families, some of whom worked in technology fields but others working in other fields and contexts. Between 1990 and 2000, immigrants from foreign countries comprised about 67 percent of Bellevue's population growth. Between 2000 and 2010,

immigrants comprised about 107 percent of Bellevue’s growth, while the US born\* population shrank in size.<sup>5</sup> This phenomenon occurred in metropolitan areas across the country. Governing magazine found that 37 growing metro areas would have lost population had it not been for new residents from abroad.<sup>6</sup> Since 2010, immigrants have contributed to about 73 percent of Bellevue’s population growth. With greater shares of people moving to Bellevue from overseas, this has influenced Bellevue’s increasing cultural diversity. (\*US born includes people with citizenship born outside the US.)

### US born and Foreign-born Shares of Population Growth, 1990 to 2019

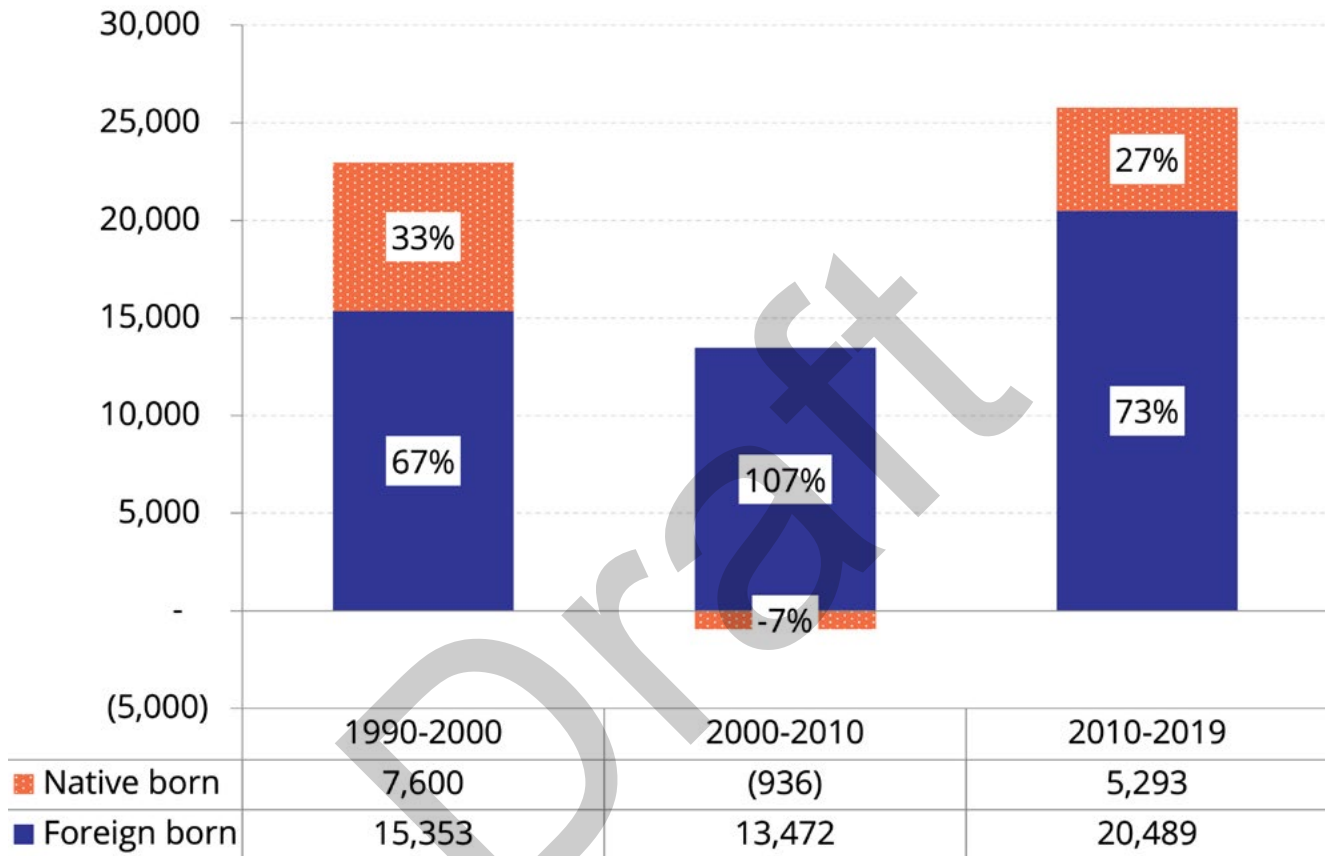


Figure 4 | Sources: U.S. Census Bureau, 1990 Census, 2000 Census and 2010 and 2019 American Community Surveys.

## Cultural Diversity

### Existing Snapshot

The City acknowledges that racial and cultural diversity are different. Racial groups contain many different cultural backgrounds and some cultural backgrounds are held by people identifying with different racial categories.

“Bellevue welcomes the world. Our diversity is our strength. We embrace the future while respecting our past.”

~ Bellevue City Council Vision

When looking at race/ethnicity in this report, Hispanic/Latino populations are grouped separately from racial categories where possible. Any individual who reported being Hispanic/Latino,

regardless of their race, is categorized as Hispanic/Latino, and White refers to all White residents who are not Hispanic/Latino.

With over 41 percent of its population having been born in over 90 different foreign countries, Bellevue is culturally diverse. About 50 percent of its population are people of color and about 44 percent of its population over five speak a language other than English at home.

### Bellevue’s Race and Ethnicity Distribution, 2019

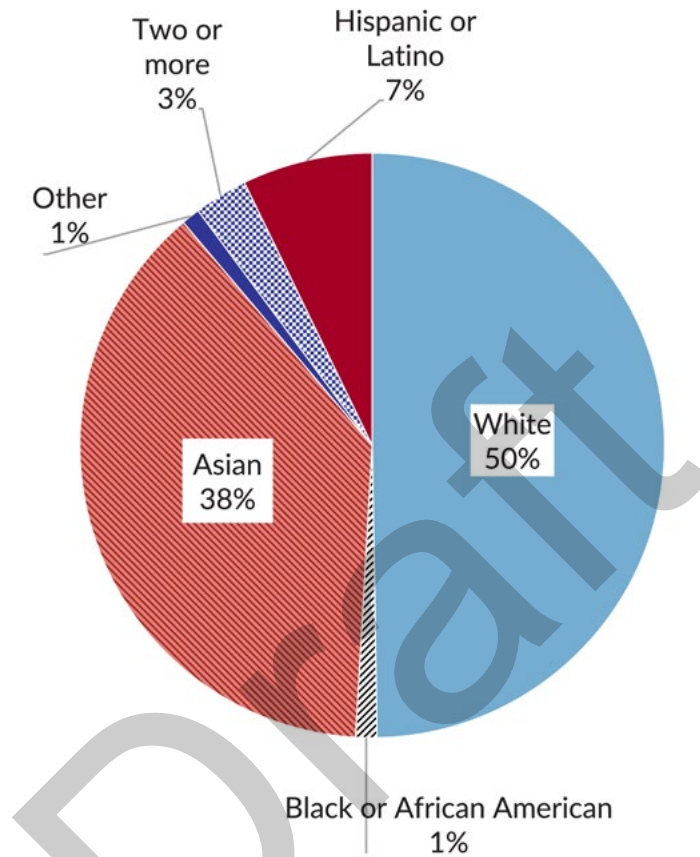


Figure 5 | Source: U.S. Census Bureau, 2019 American Community Survey, table DP057.

Asians comprise about 38 percent of Bellevue’s population, making it the second largest racial category in Bellevue. Among cities across the nation with 100,000 in population or more, Bellevue has the 9<sup>th</sup> largest Asian population as a percent of the total population and the highest percentage in the nation outside of California and Hawaii.

Hispanics/Latinos are Bellevue’s third largest population group comprising about seven percent of Bellevue’s population. People of two or more races comprise three percent of Bellevue’s population followed by Blacks or African Americans who comprise about one percent.

### Neighborhood Patterns

The population in all neighborhoods is at least 30 percent people of color. The majority of residents in Crossroads, Factoria, Bridle Trails, Somerset, Wilburton, and Woodridge neighborhoods are people of color. West Lake Sammamish, West Bellevue, Northeast Bellevue, and BelRed are the neighborhood areas with the smallest proportions of people of color.

Crossroads, Somerset, and Bridle Trails have the highest percentages of Asian residents at just shy of 50 percent of the population. Factoria and Wilburton have the highest percentages of Black



or African American residents. Eastgate and Factoria, have the highest percentages of multi-racial residents, and Lake Hills, Crossroads, and Factoria have the highest percentages of Hispanic/Latino residents.<sup>8</sup>

## Comparisons

Nationally, the largest racial group is White with Hispanic/Latino as the second largest racial group, followed by Black or African American and then Asian. In King County, Seattle and Bellevue, Asians comprise the second-largest racial group after White, followed by Hispanic/Latinos. In King County and Seattle, Black or African American is the fourth largest racial group. However, in Bellevue, people of two or more races are more populous than Black or African American.<sup>9</sup>

### Race/Ethnicity Comparisons, United States, Washington, King County, Bellevue, and Seattle, 2019

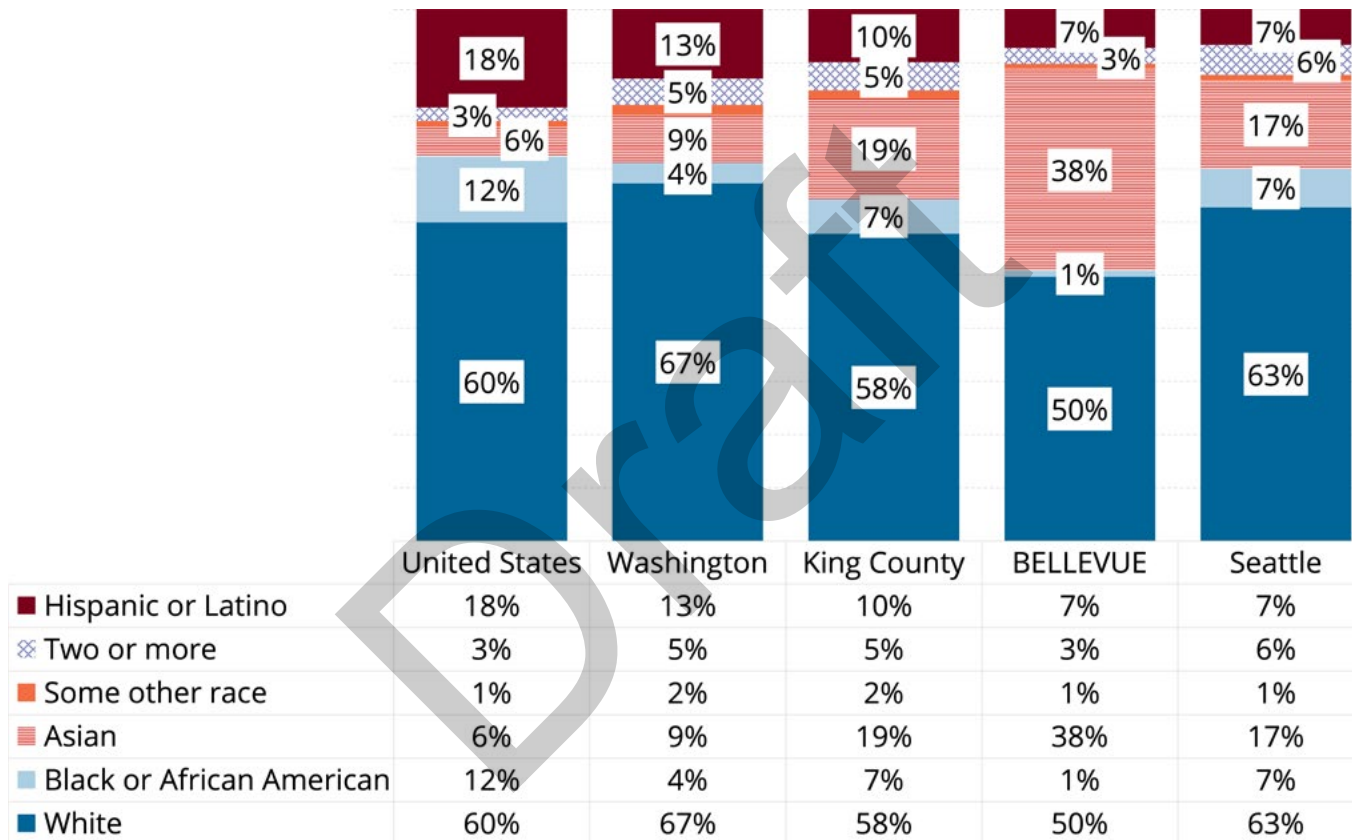


Figure 6 | Source: U.S. Census Bureau, 2019 American Community Survey

# Characteristics

## Race and Ethnicity by Age

Each racial/ethnic group in Bellevue includes people of all ages but the distribution of ages varies across groups. About 21 percent of Bellevue’s White residents are older adults versus 4 percent of Bellevue’s Hispanic/Latino residents. About 48 percent of Bellevue’s multi-racial residents are under the age of 18 compared to 16 percent of White residents.<sup>10</sup>

**Race and Ethnicity Distribution by Age, 2015-2019**

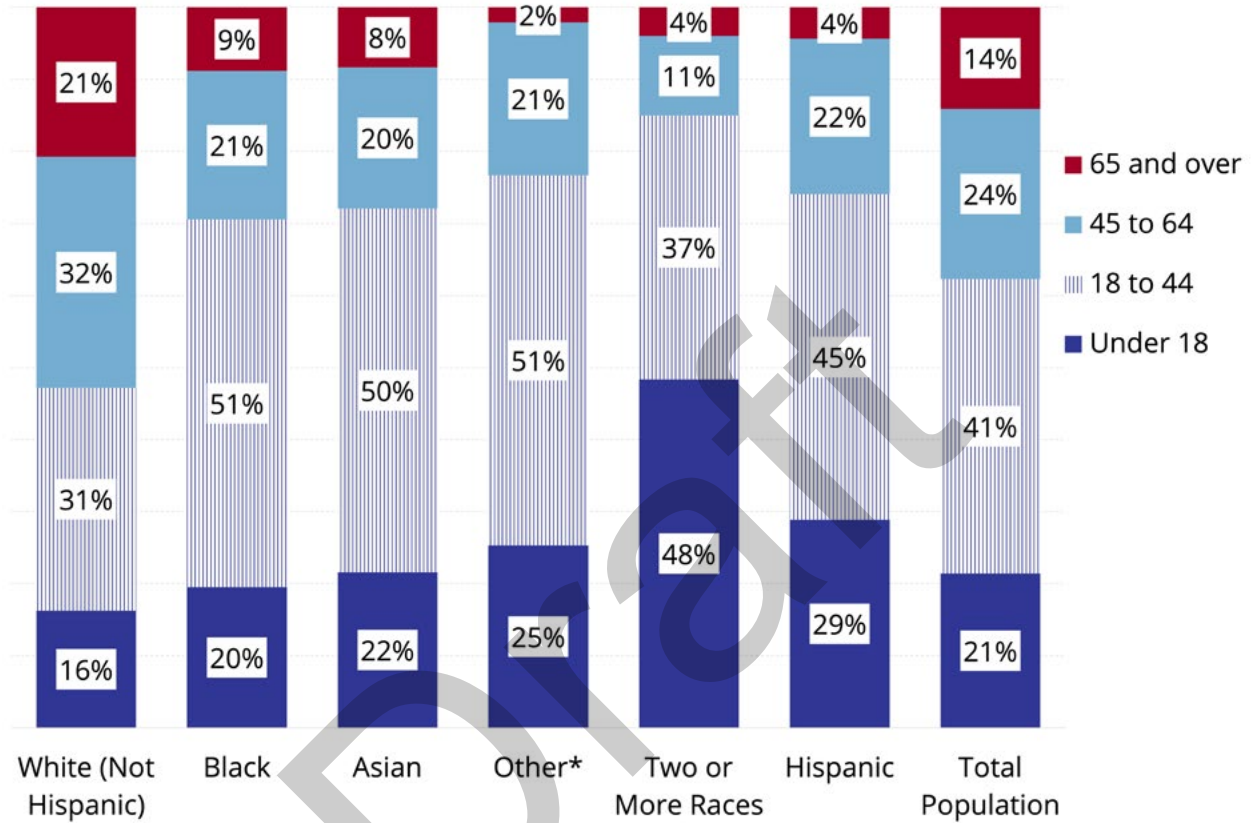


Figure 7 | Source: U.S. Census Bureau, 2015-2019 American Community Survey

## Language Spoken at Home

As Bellevue’s foreign-born population has increased, so has the percentage of people who speak a language other than English at home. Over the past three decades, the percentage has climbed from 14 percent in 1990 to 44 percent in 2019.<sup>11</sup>

Nearly 15 percent of Bellevue residents reported they spoke English less than “very well.” During the 2020-2021 school year, about 100 different first languages were spoken by students enrolled in Bellevue School District.<sup>12</sup>

Starting with 2016 datasets, the U.S. Census Bureau stopped reporting on languages at the same level of detail for geographies smaller than counties. Bellevue City staff developed a method of combining data on language groups from the American Community Survey with data on languages spoken by elementary school students in Bellevue School District and surrounding school districts to estimate the top 10 languages spoken in Bellevue. The most spoken language after English is Mandarin Chinese (about 10 percent of the population speak this at home), followed by Spanish (about 5 percent of the population), Korean (3 percent), Russian (2 percent),

and Japanese (2 percent). Other common languages are Vietnamese, Hindi, Telugu, Cantonese, and Tamil (all spoken by 1 to 2 percent of the population).

### Neighborhood Patterns

At least a quarter of residents in every neighborhood speak a language other than English at home. Over half of people age 5 and over in the Crossroads and Bridle Trails neighborhoods speak a language other than English at home. About a quarter of people in Crossroads speak English less than “very well”. About 2 in 10 people in Wilburton, Bridle Trails, Factoria, and Lake Hills speak English less than “very well”. At least 1 in 10 residents speak English less than “very well” in every neighborhood in Bellevue.”<sup>13</sup>

### Trends and Projections

**Trends in the Percentage of People who Speak a Language Other than English, 1990 to 2019**

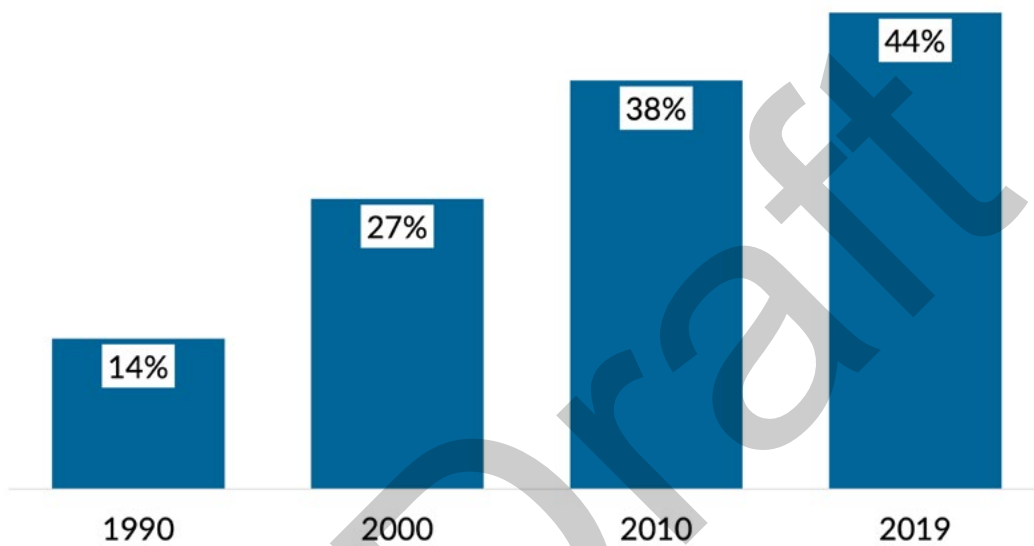


Figure 8 | Sources: U.S. Census Bureau, 1990 Census, 2000 Census and 2010 and 2019 American Community Surveys

The percentage of the population of people of color in Bellevue has tripled over the past three decades climbing from 15 percent in 1990 to about 50 percent in 2019. This trend mirrors national trends where the proportion of people of color has increased from 24 percent to 40 percent during the same period. It also brings Bellevue more in line with the Western region of the United States, which has had higher proportions of people of color over the decades. <sup>14</sup>

## Trends in the Percent of People of Color in the United States, the Western Region of the U.S. and in Bellevue, 1990-2019

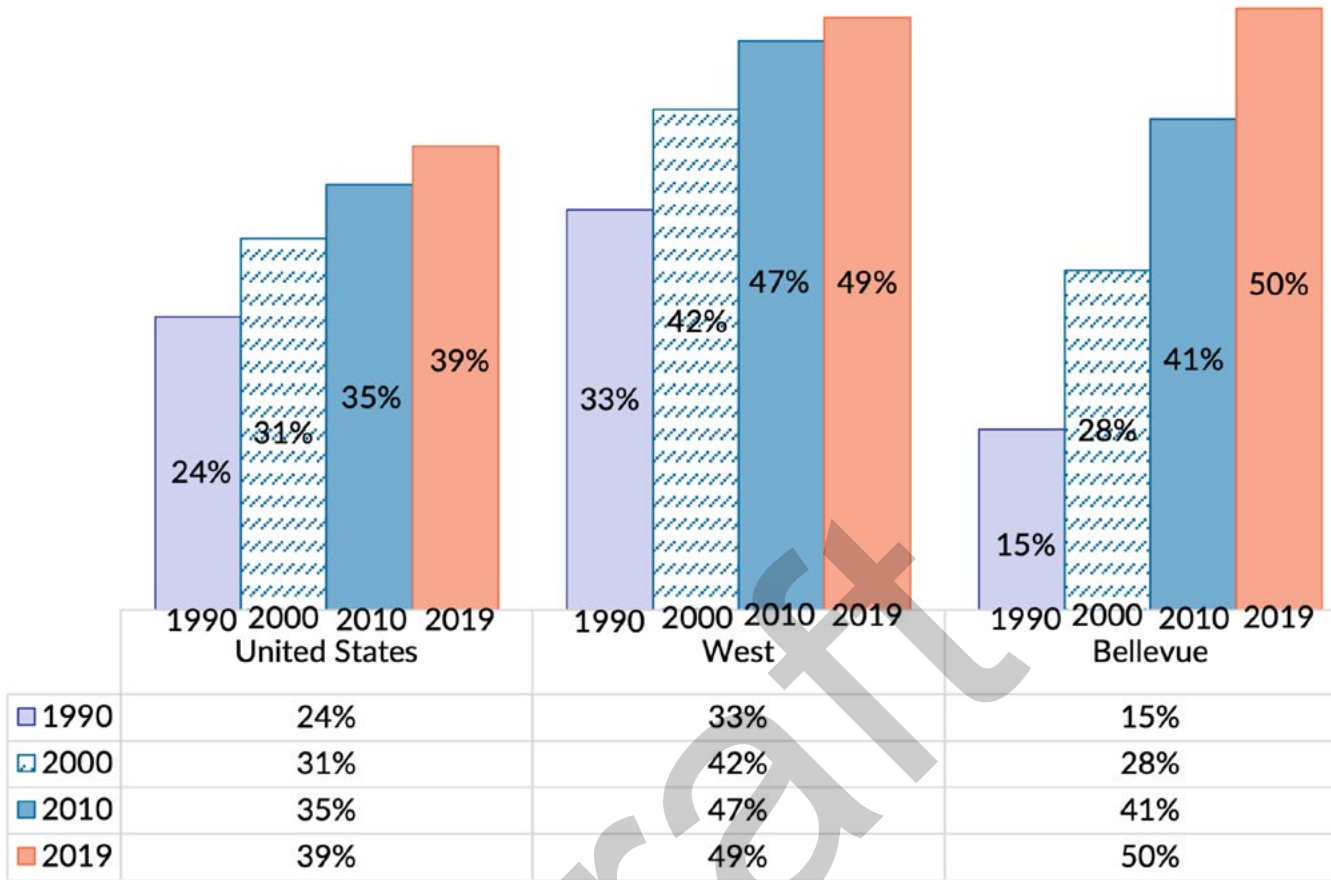


Figure 9 | Source: U.S. Census Bureau, 1990 Census, 2000 Census, 2010 Census and 2019 American Community Survey.

Bellevue’s Asian population has been the fastest growing non-White population group since 1990, growing from just under ten percent of the population to about 38 percent in 2019.<sup>15</sup>

Within Bellevue’s Asian population, Chinese and Asian Indian residents have increased in number the most. The number of Chinese residents has grown from just over 2,600 in 1990 to about 21,000 in 2019. Asian Indians have witnessed similar rates of growth, especially since 2000. Bellevue’s Japanese and Korean populations have been relatively stable since 2010.<sup>16</sup>

## Population Trends of Bellevue's Largest Asian Populations: 1990 to 2019

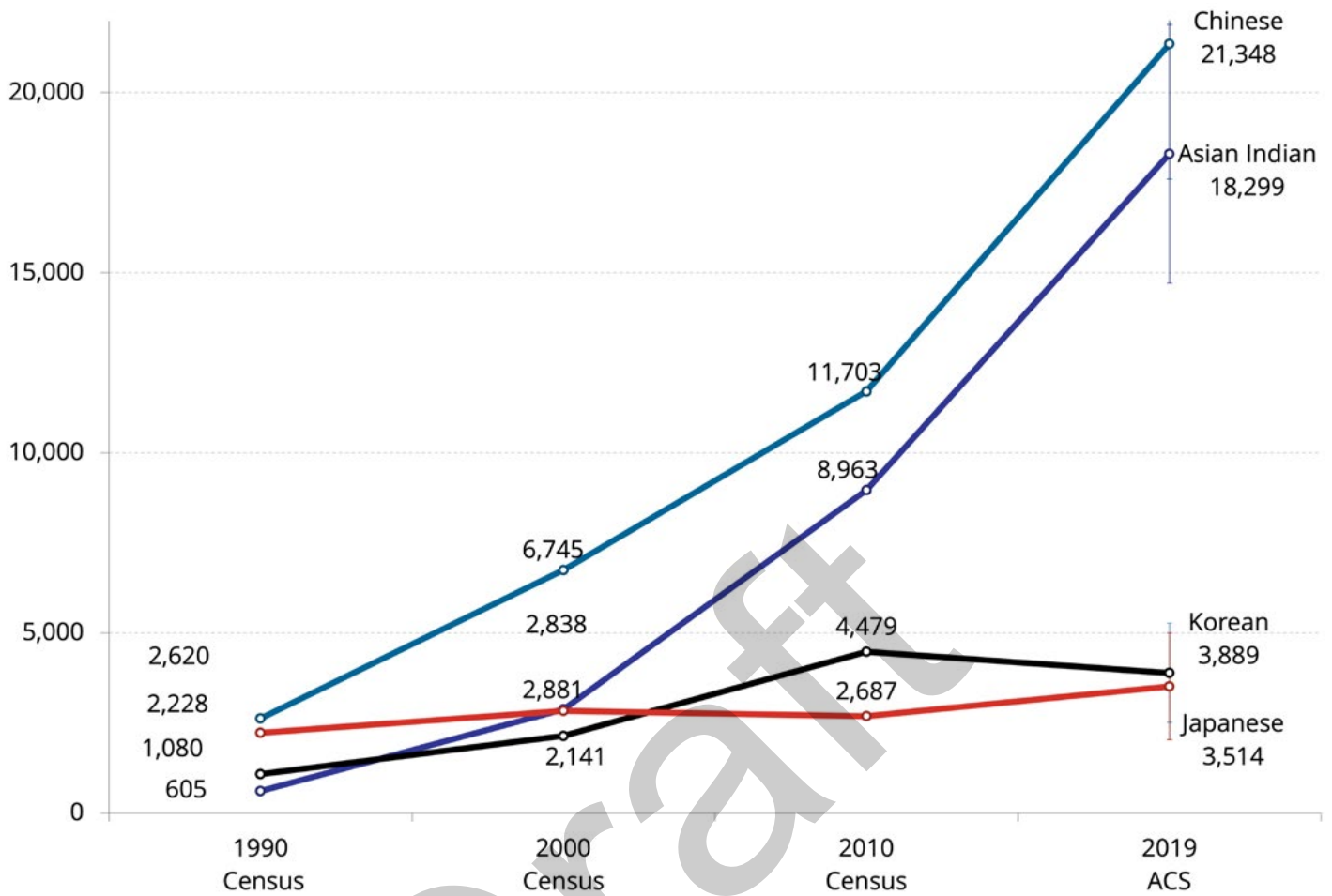


Figure 10 | Source: U.S. Census Bureau, 1990 Census, 2000 Census, 2010 Census, 2019 American Community Survey

The proportion of Hispanics/Latinos living in Bellevue has gradually increased over the decades. Hispanics/Latinos comprised about three percent of Bellevue's population in 1990 and by 2019, they comprised about seven percent. The proportions of people in Bellevue who are of two or more races or who are Black or African American have remained relatively steady over the decades.<sup>17</sup>

## Trends in the Percentage of Black or African Americans, Hispanics/Latinos and People of Two or More Races in Bellevue: 1990 to 2019

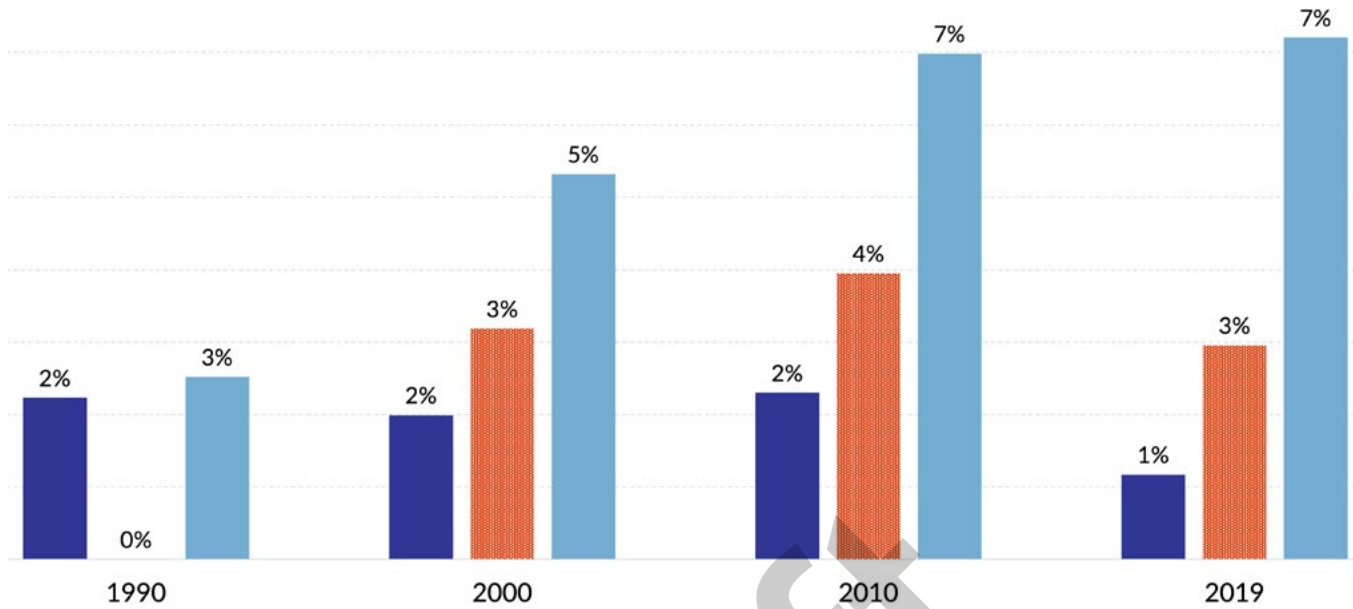


Figure 11 | Source: U.S. Census Bureau, 1990 Census, 2000 Census, 2010 Census, 2019 American Community Survey.

Bellevue’s cultural diversity is likely to be a permanent characteristic of the population into the future. The population has been about half people of color since about 2015. However, the cultural background of residents continues to change. Trends indicate that the number of residents of Chinese and Asian Indian ancestry will likely continue to grow, and the trend toward more diverse language groups continues as well.

# Age Diversity

## Existing Snapshot

In 2019, Bellevue residents early in their career, ages 18 to 44, were the city's largest age cohort at 41 percent. The next largest age cohort was Bellevue residents late in their career, 45 to 64, at 24 percent, children under the age of 18 were 21 percent of the population and older adults, 65 years and older, were 14 percent.<sup>18</sup>

**Bellevue Age Distribution, 2019**

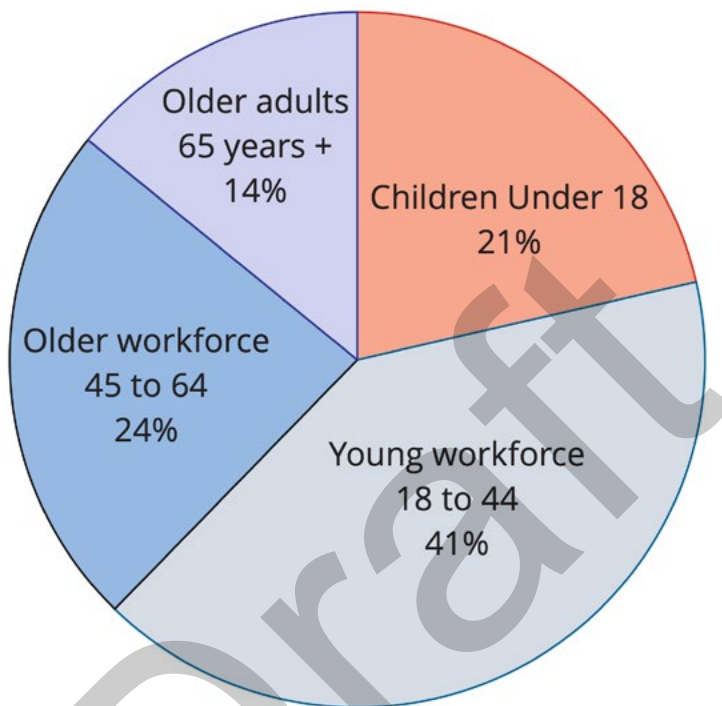


Figure 12 | Source: U.S. Census Bureau, 2019 American Community Survey, table DP05.

Bellevue's median age in 2019 was 36.5 years. Because Bellevue's estimate has such a large margin of error (1.7 years), it is not statistically different from the median age of the U.S. (38.5), Washington State (37.9), King County (36.9), or Seattle (34.7).

Bellevue currently has a very similar age distribution as King County. Its age distribution, however, differs markedly from that of Seattle, which has an even larger share of the population in the young working age cohort.

## Age Distribution Comparisons, 2017

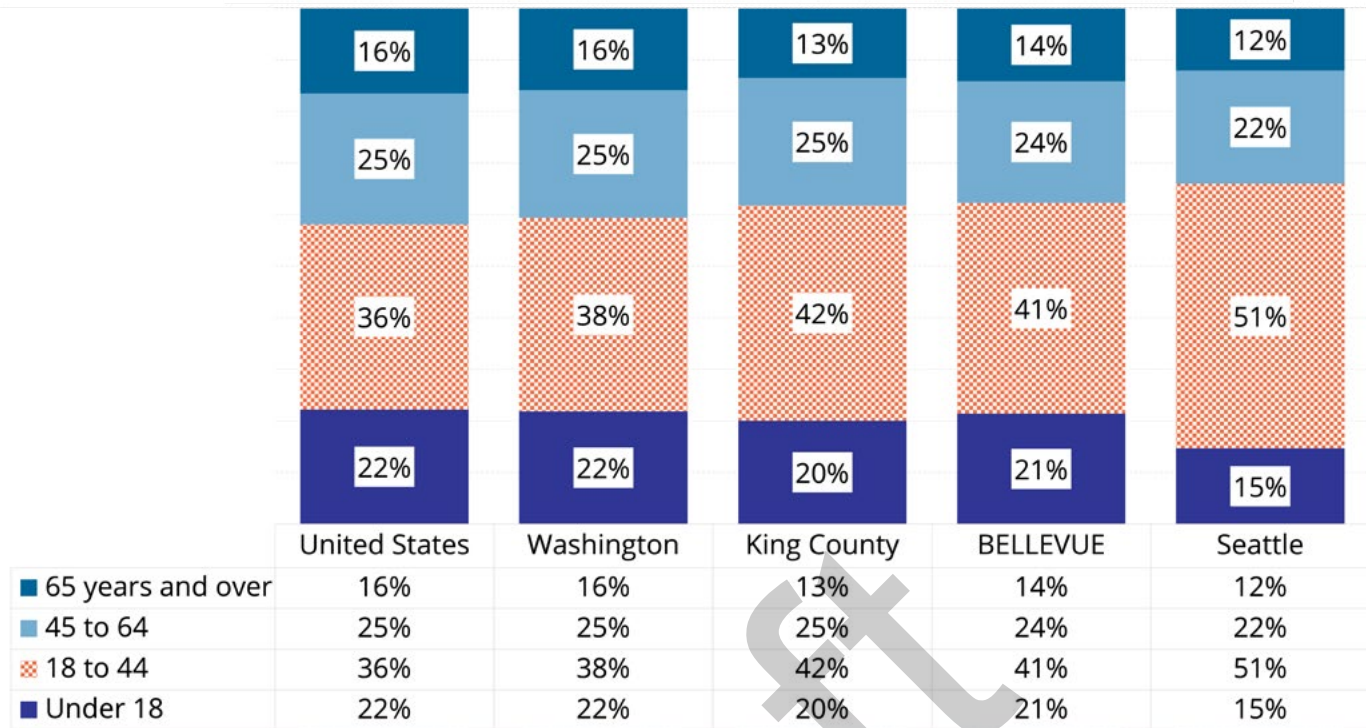


Figure 13 | Source: U.S. Census Bureau, 2019 American Community Survey.

### Neighborhood Patterns

About a quarter of residents in the Somerset, Cougar Mountain / Lakemont, Northeast Bellevue, and West Lake Sammamish neighborhoods are under 18. BelRed, Downtown, Northeast Bellevue, Northwest Bellevue, and West Lake Sammamish have the largest share of their residents in the older adult cohort, 65 years and over. Crossroads and Downtown stand out with over half of their population in the young working-age cohort, 18 to 44. And Factoria and Somerset have over a third of their populations in the older working age cohort, 45 to 64.<sup>19</sup>



# Characteristics

## Age by Gender

While gender is a spectrum that includes transgender people and those who identify as neither male nor female, the sources referenced in this chapter reported data by male and female and did not report data encompassing the entire gender spectrum.

While the median age for Bellevue's population as a whole was 36.5, the median age for males was lower at 34.2 than the median age for females at 38.6. Because they have such large margins of error, the difference is not statistically significant. However, in looking at Bellevue's age population pyramid, which shows the distribution of the population in five-year age increments by gender, it is clear that men outnumber women in the young working age cohort (18 to 44). The proportion of males in Bellevue at 51 percent was slightly higher than the proportion of females at 49 percent.

### Bellevue Age Pyramid

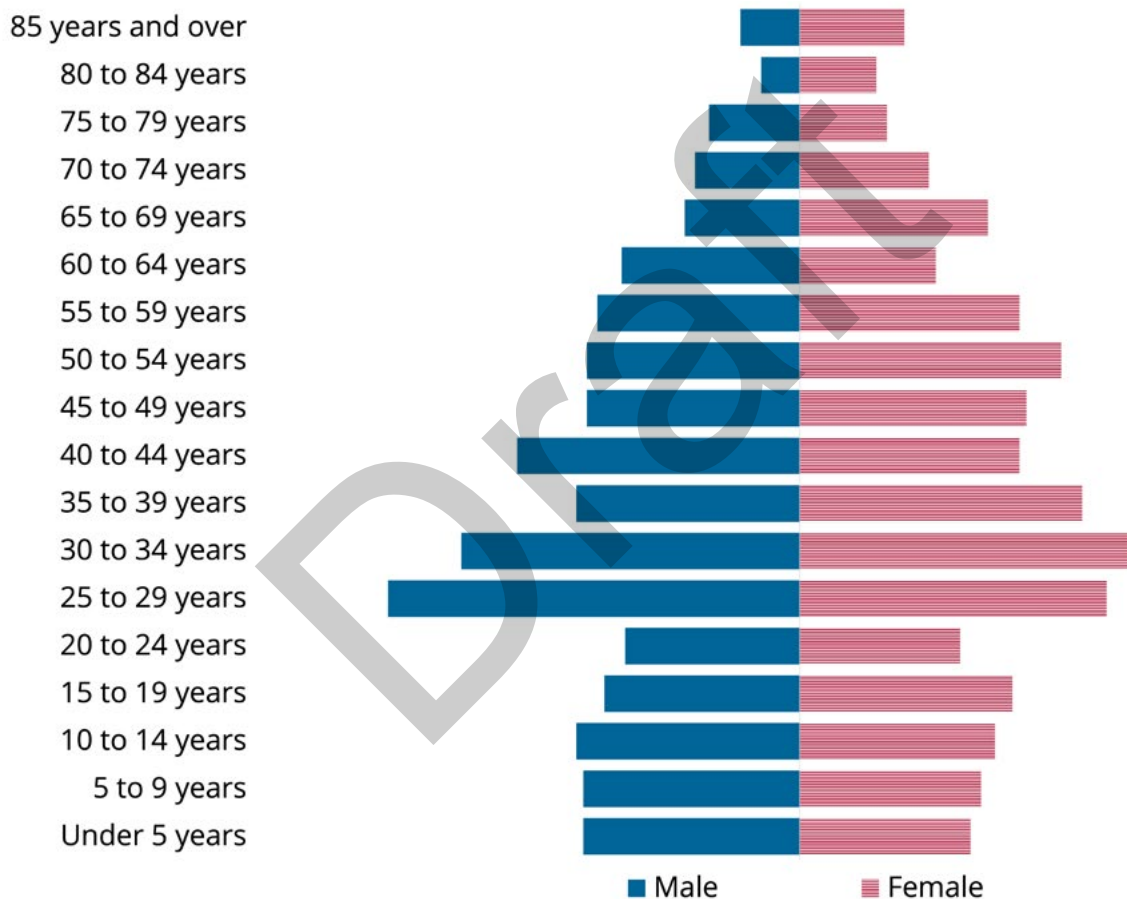


Figure 14 | Source: U.S. Census Bureau, 2019 American Community Survey, table S0101.

## Age by Race/Ethnicity

Age also differed by race and ethnicity. At the high end, Bellevue's White population had a median age of 46.7 in 2015-2019. In contrast, Bellevue's multi-racial population had a median age of 19.2. Median ages of other racial and ethnic population groups in Bellevue were in the lower to mid-thirties.<sup>20</sup>

### Median Age by Race/Ethnicity Comparisons, 2015-2019

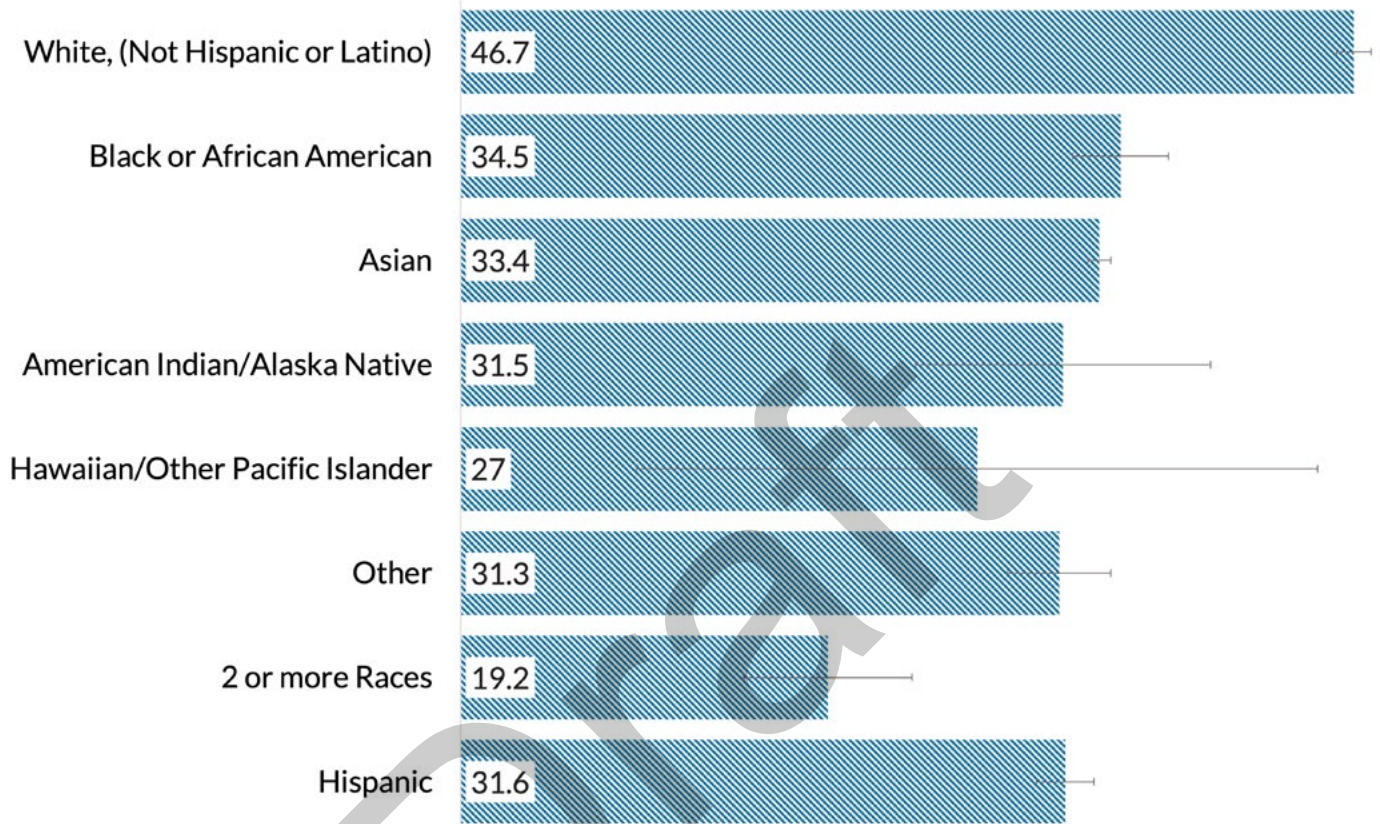


Figure 15 | Source: U.S. Census Bureau, 2015-2019 American Community Survey

Bellevue's children had the highest percentage of people of two or more races at 9 percent, whereas Bellevue's young workforce had the highest percentage of Asians at 42 percent. Bellevue's residents 45 to 64 years of age were less racially/ethnically diverse with White residents comprising 63 percent of their population. Bellevue's older adults, 65 years and over, were the least racially/ethnically diverse with 74 percent of their population being White.<sup>21</sup>

## Age Distribution by Race/Ethnicity, 2015-2019

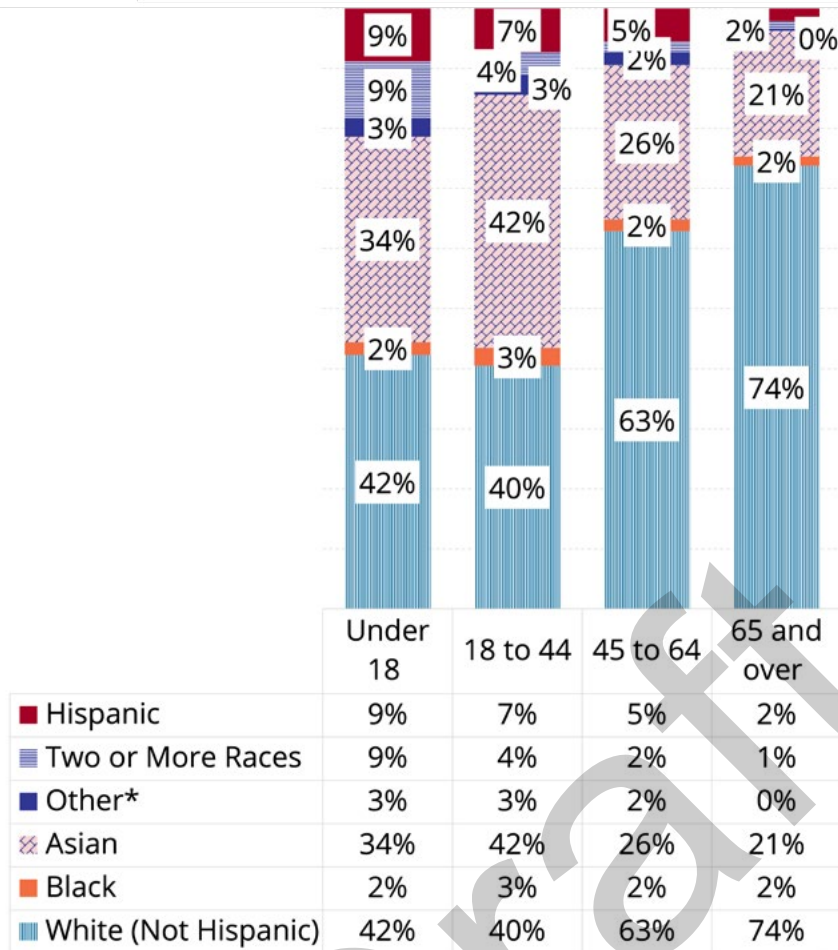


Figure 16 | Source: U.S. Census Bureau, 2015-2019 American Community Survey

### Trends and Projections

While the number of people within each age cohort has increased over the decades, certain cohorts have grown faster than others resulting in shifts in their proportions over time. In 1970, most neighborhoods were filled with new homes occupied by first-time home buyers and nearly 57 percent of its households were married-couple families with children. Over 41 percent of its population was under the age of 18, another 39 percent between the ages of 18 and 44, 17 percent between the ages of 45 and 64 and only three percent were 65 years or older.

As the city matured so did its residents, creating a more diverse age distribution of the population. By 1980, young adults had become the largest age cohort and remain so today, yet their proportion declined from 1990 to 2010 as the older workforce (45 to 64) and older adults (65 plus) increased in size. In 2015, the young adult cohort began to increase again after the steady decreases since 1990, and in 2019, this cohort was 39 percent of the population. Growth in the proportion of older adults has slowed despite increases in the older adult population statewide.<sup>22</sup>

As baby boomers (born between 1944 and 1964) continue to age into the older adult cohort, the proportion of people over 65 within Bellevue is expected to increase. Nationwide, older adults are projected to comprise over 20 percent of U.S. residents by 2030, and if projections hold true, by 2035 the population 65 and older would outnumber people younger than 18 for the first time in U.S. history.<sup>23</sup>

## Trends and Projections of Annual Increases in the Older Adult Population (65 years and over) for Washington State, 1971-2040

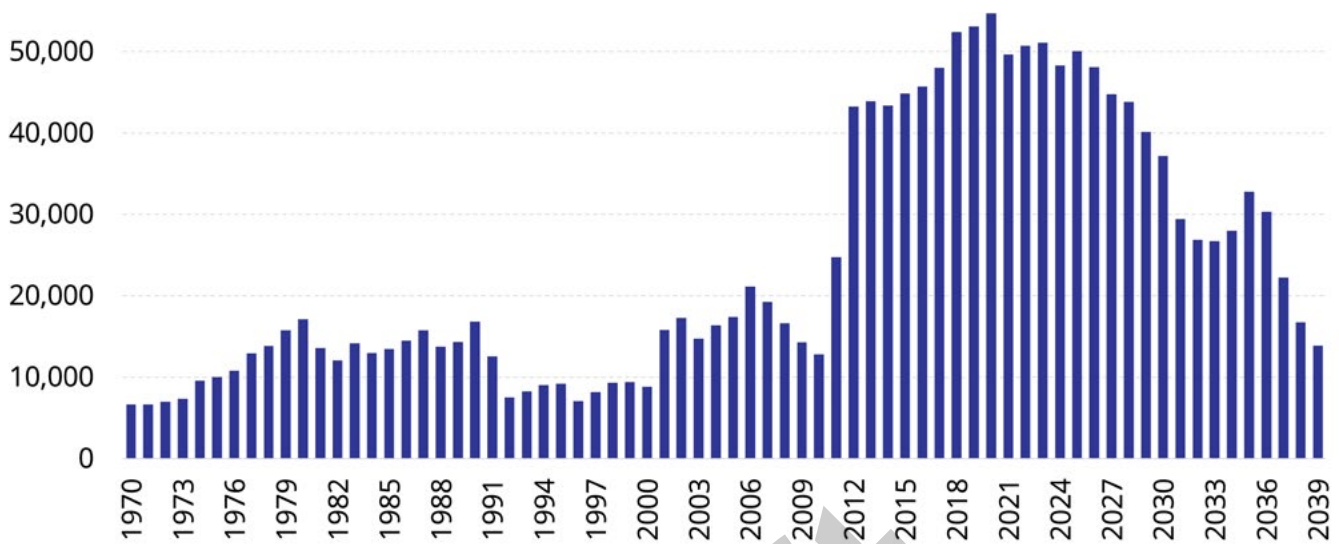


Figure 17 | Source: Washington State Office of Financial Management, Forecasting and Research Division, State Population Forecast 2010-2040, November 2018.<sup>24</sup>

Whether Bellevue will witness the same rate of increase in its older adult population as the state and nation is difficult to predict. As jobs in Bellevue’s Information Technology cluster grow, Bellevue will likely continue to attract the young, educated and relatively well-paid workforce. This new young population could be added on top of Bellevue’s existing population, or it could displace some of Bellevue’s older residents who may look to find more affordable housing options outside of the city.

## Prosperity

### Labor Force Participation and Employment Rates

About 69 percent of Bellevue’s population 16 years and over were in the labor force in 2019. For men age 20 to 64, about 91 percent were in the labor force. Only 75 percent of women in the same age bracket were in the labor force. Women with children under six years old were less likely to be in the labor force (63 percent) than those whose children at home were all age six to 17 (79 percent).<sup>25</sup>

About 50 percent of people with incomes below the poverty level were in the labor force, yet 43.2 percent of them were unemployed. About 57 percent of people with any disability were in the labor force, yet about 18 percent of them were unemployed.

In 1990, labor force participation in Bellevue was 73. Since 2010, labor force participation has hovered between 65 and 69 percent. This lower rate could be due in part to the larger share of Bellevue’s population who are older adults who have lower rates of labor force participation.

### Jobs

With an estimated 158,805 total /145,145 covered jobs, Bellevue had the second highest employment base of Central Puget Sound cities in 2018 after Seattle and followed by Tacoma, Redmond, and Everett. Bellevue employment comprised seven percent of all jobs in the region.<sup>26</sup>

## Top Ten Largest Central Puget Sound Cities in Terms of Covered Employment, 2020

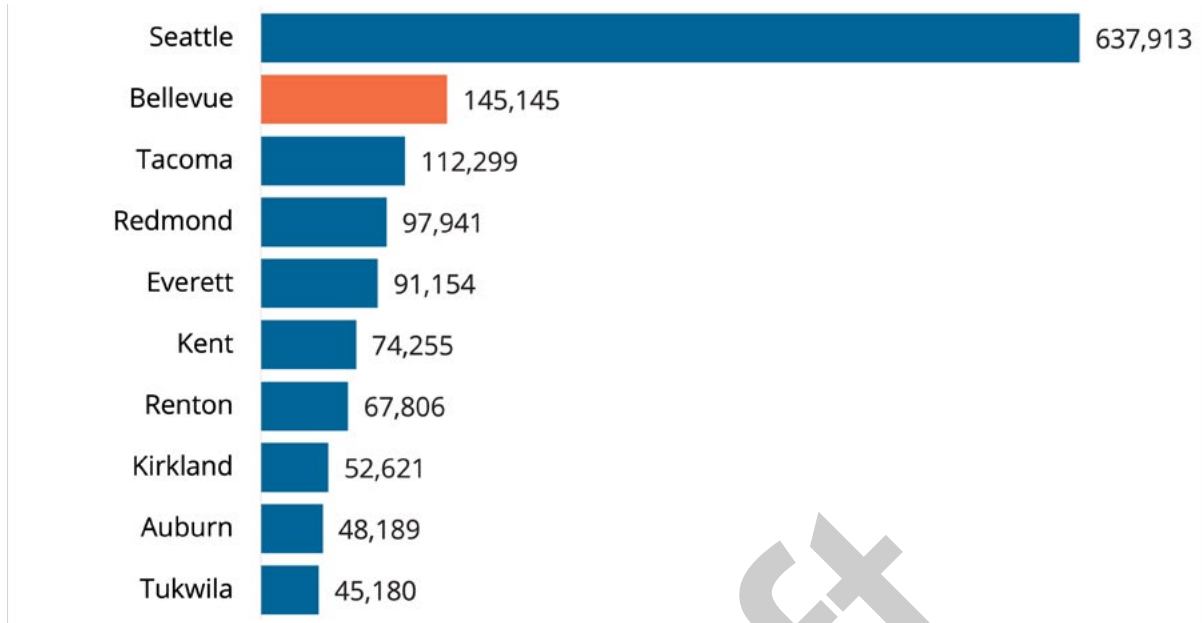


Figure 18 | Source: Puget Sound Regional Council, 2020 Covered Employment Estimates by Jurisdiction

Despite fluctuations in economic cycles, the number of jobs in Bellevue has grown at an average annual rate of 1.2 percent since 2000. Currently, Bellevue's rate of job growth is on target to reach a total of 192,800 by 2035. As the region updates its vision for 2050 and cities update their Comprehensive Plans for 2043, Bellevue's targeted rate of job growth could change.

### Job estimates to 2020 and projections to 2035

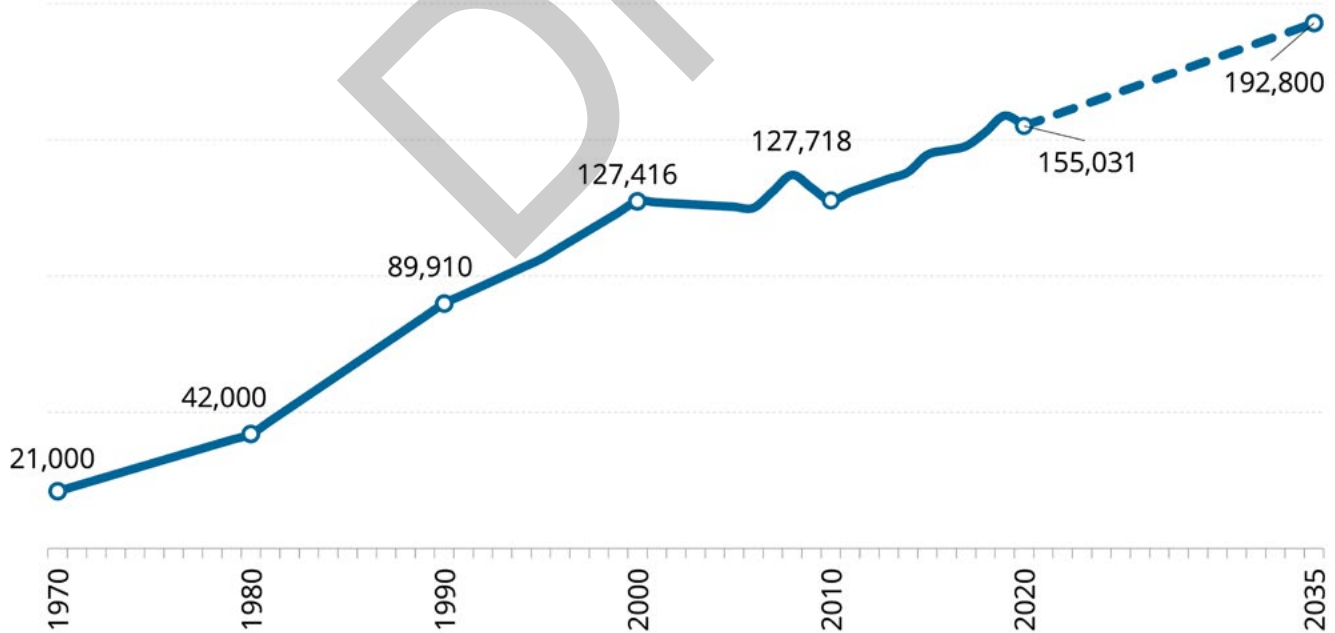


Figure 19 | Source: Puget Sound Regional Council, 2020 All Job Estimates, Bellevue & Major Employment Centers

## Industry Shifts

Beginning in the 1990s, the service sector began to make up a larger and larger share of total employment. This was mainly caused by the growing information industry, one of several industries that make up the service sector in Bellevue. In 2020, the Service sector had about 61 percent of jobs in Bellevue, up from 53 percent in 2000 and 46 percent in 1995.<sup>27</sup>

### Citywide 2020 Employment by Major Industrial Sector

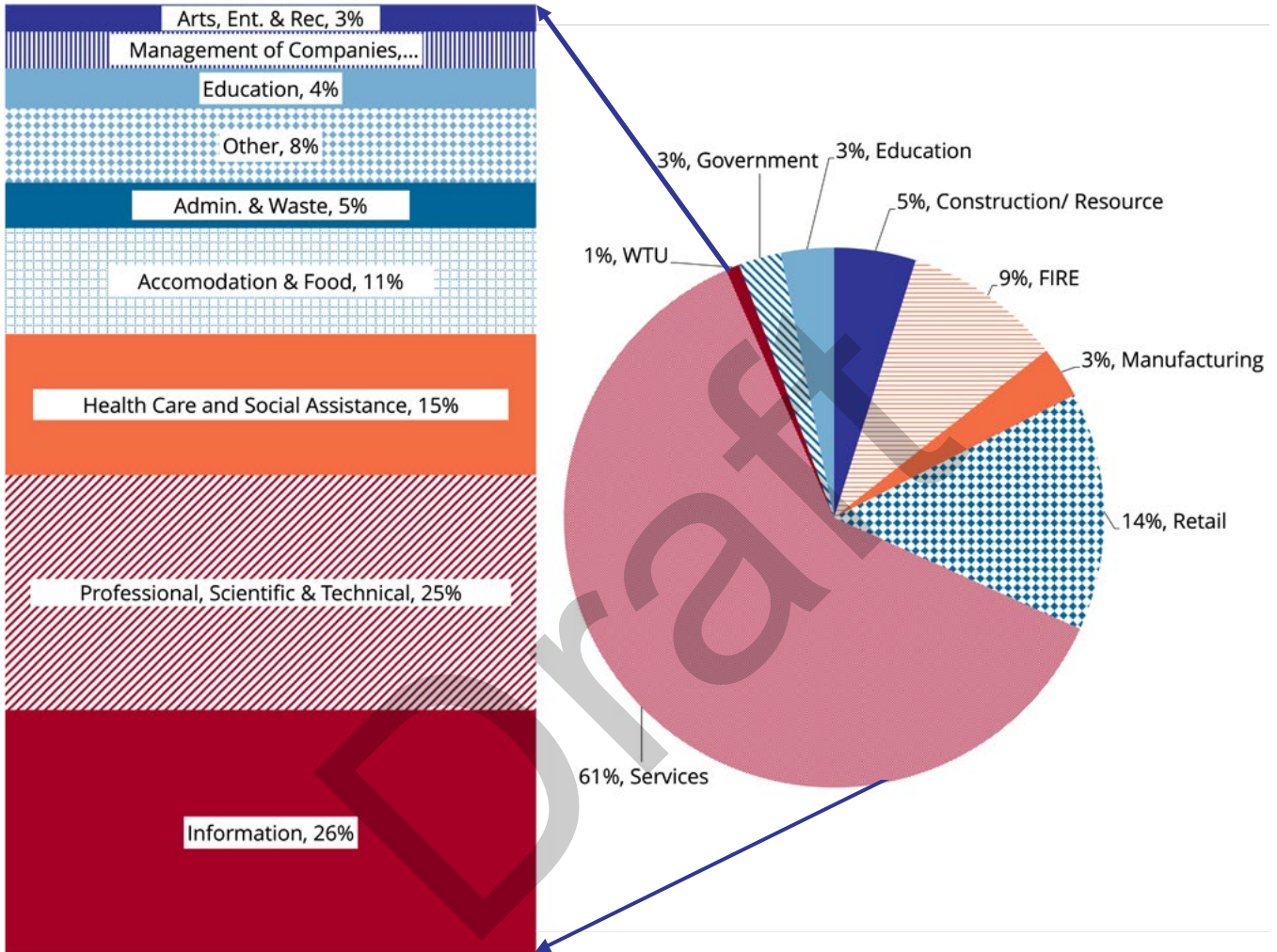


Figure 20 | Source: Puget Sound Regional Council, 2020 All Job Estimates, Bellevue & Major Employment Centers

In 2020, Redmond, Bellevue, Seattle, Kirkland, and Tacoma all had over 50 percent of their jobs in the Services sector, which included jobs in the Information, Professional, Scientific and Technical Services, Health Care and Social Assistance and other Services sectors.

# Occupation Shifts

With a shift in industry came shifts in occupation. In 2019, about 67 percent of Bellevue residents who work were in management, business, science, and arts occupations up from 53 percent in 2000 and 40 percent in 1990. In contrast, the percentage of residents in sales and office occupations declined from 38 percent in 1990 to about 15 percent in 2019.<sup>28</sup>

## Trends in Occupation, 1990 to 2019

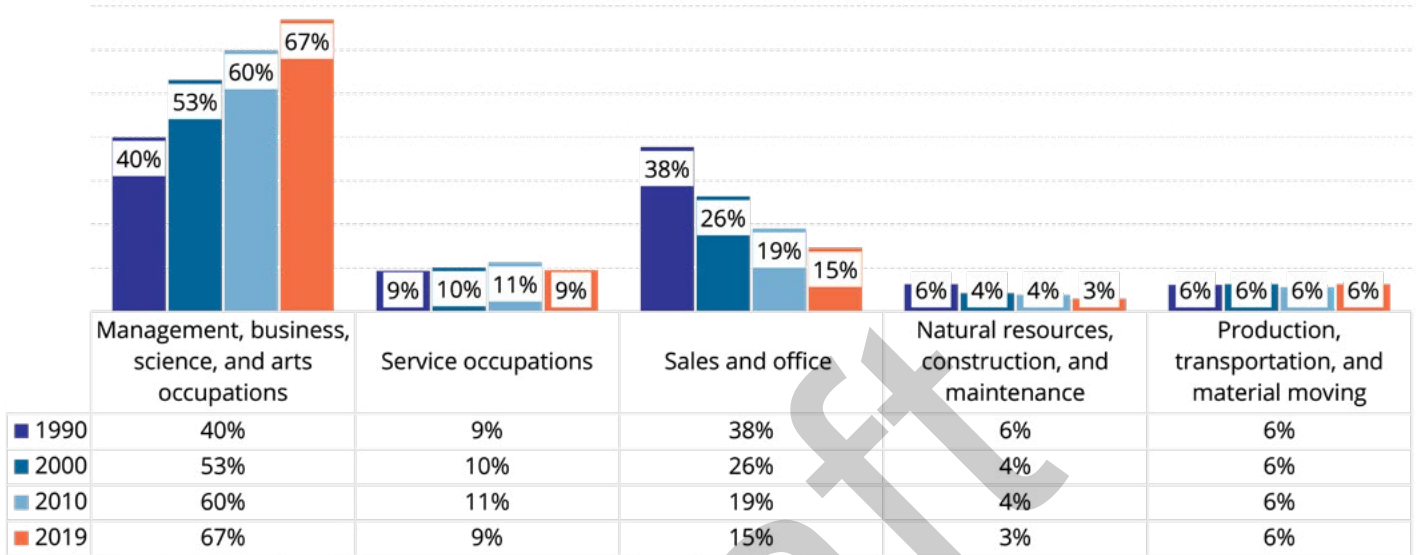


Figure 21 | Source: U.S. Census, 1990 Census, 2000 Census, 2010 and 2019 American Community Survey

Not all the shift in occupations can be attributed to the shift in industry. As shown in the chart above comparing occupations of workers who work and live in Bellevue, a higher proportion of workers who live in Bellevue work in management, science, business, and arts occupations, which has been noted has the highest median earnings. With job growth outpacing housing growth, competition for housing in Bellevue has led to increased housing values and those with higher earnings have been able to out-compete those with lower earnings resulting in a disproportionate share of people in management, science, business, and arts occupations living in Bellevue.

## Neighborhood Patterns

About 1 in 5 workers in Factoria and were employed in Service occupations. About 1 in 5 workers were employed in Sales and Office occupations in Northwest Bellevue, Newport, Cougar Mountain/Lakemont, Eastgate and West Bellevue. Almost 4 in 5 people were employed in Management, Business, Science and the Arts in Downtown and about three-quarters of workers in Bridle Trails were employed in that occupation group. About 1 in 10 people were employed in Production, Transportation and Material Moving occupations in Lake Hills and Wilburton. Very few workers in any neighborhood are employed in Natural Resources, Construction and Maintenance Occupation but the neighborhood with the most was Lake Hills at about 5 percent.<sup>29</sup>

## Comparison of Occupations of Workers who Work and Live in Bellevue, 2013-2019

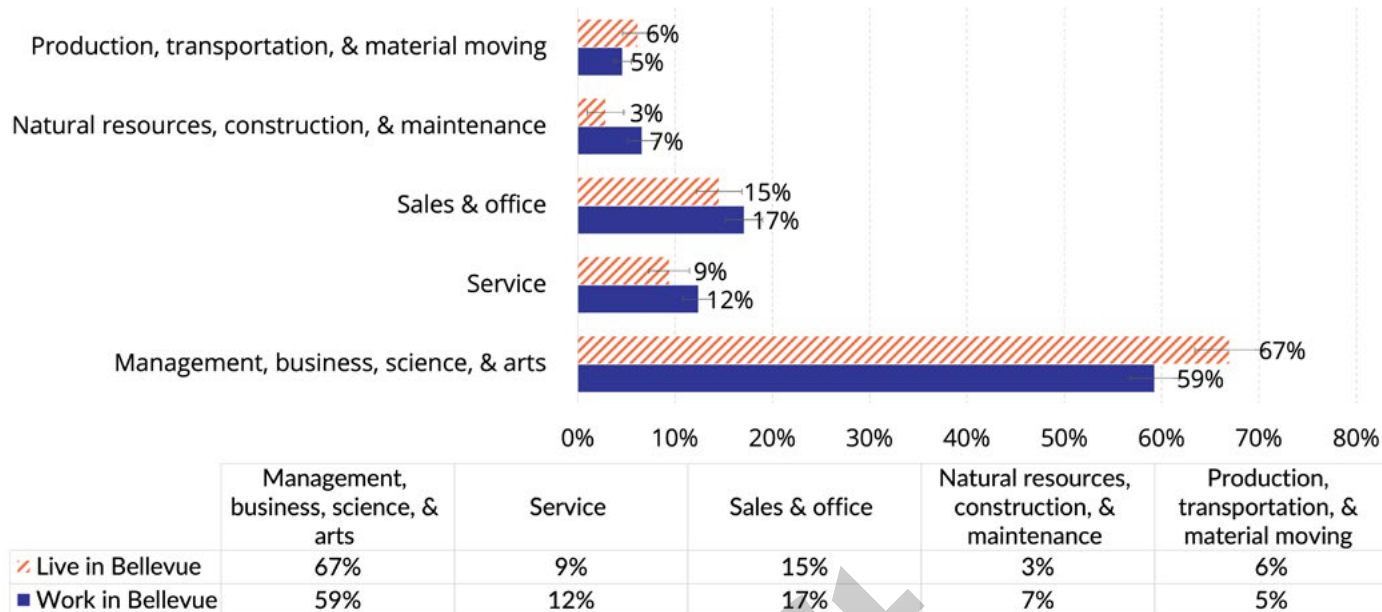


Figure 22 | Source: U.S. Census Bureau, 2015-2019 American Community Survey, Tables S0802 and S0804

## Earnings

Median earnings of Bellevue residents who work were higher than those in the county and state for all occupations except for Natural Resource, Construction and Maintenance occupations. Yet, earnings varied significantly by occupation in 2019. Full-time workers in Management, Business, Science, and Arts occupations had median earnings of \$122,482 compared to median earnings of \$39,051 for full-time workers in Service occupations.<sup>30</sup>

## Comparisons of Median Earnings by Occupation, 2019

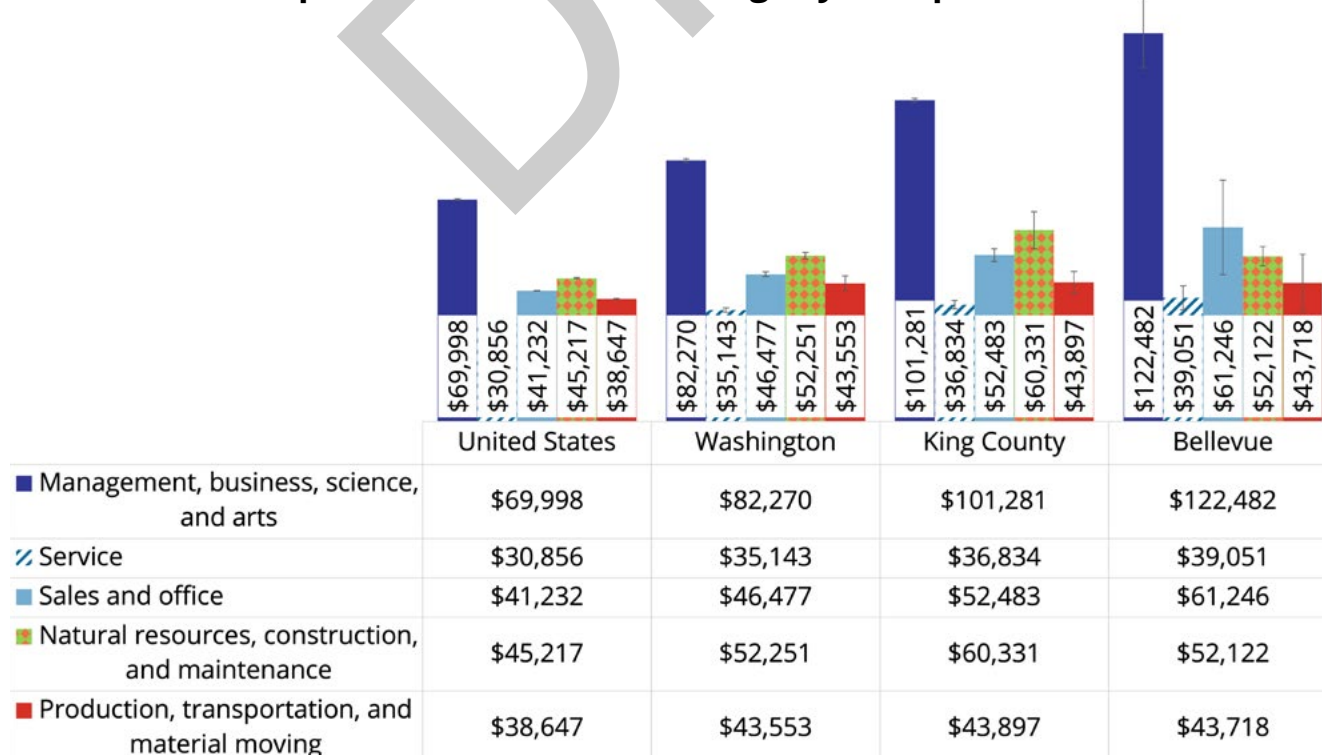


Figure 23 | Source: U.S. Census Bureau, 2019 American Community Survey, Table S2412



In 2019, over half of Bellevue’s residents who worked full-time had relatively high earnings at or above \$100,000 annually. Another 28 percent had moderate earnings between \$50,000 and \$100,000, and the remaining 20 percent of residents working full-time had relatively low earnings of less than \$50,000.<sup>31</sup>

### Earnings Distribution of Full Time Workers, 2019

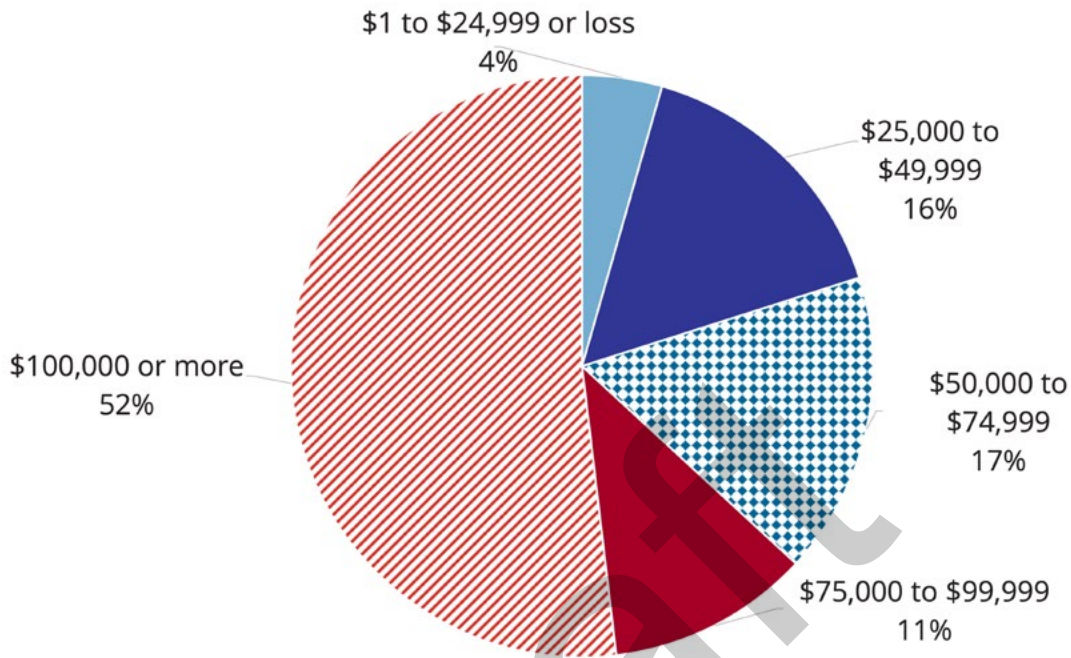


Figure 24 | Source: U.S. Census Bureau, 2019 American Community Survey, Table S2001

Median earnings varied by educational attainment with residents who did not graduate from high school having median earnings of about \$46,000 and those with a graduate or professional degree having median earnings of about \$100,000 annually.<sup>32</sup>

### Median Earnings by Educational Attainment. 2019

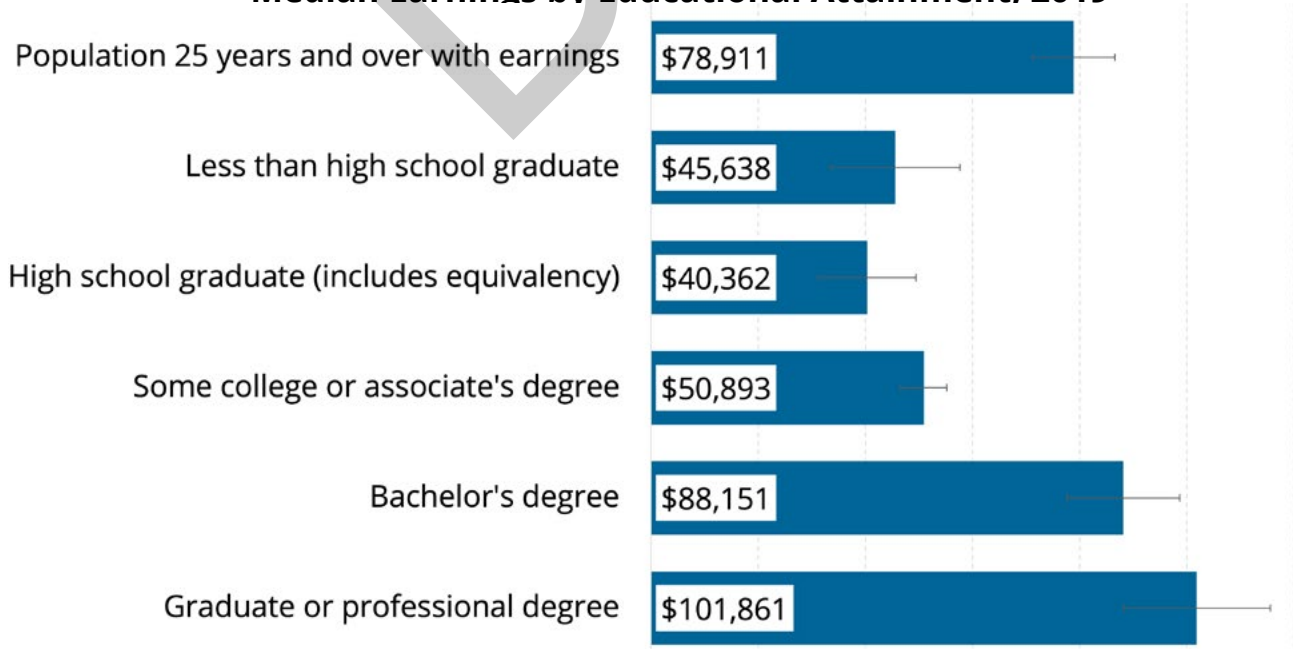


Figure 25 | Source: U.S. Census Bureau, 2019 American Community Survey, Table S2001

## Educational Attainment

Bellevue’s population has become more highly educated over time with the percentage of residents with a bachelor’s degree or higher climbing from 46 percent in 1990 to 54 percent in 2000 to 59 percent in 2010 and finally to 71 percent in 2019. The largest increase occurred in the segment of the population with a graduate or professional degree, which jumped from about 19 percent in 2000 to about 36 percent in 2019.<sup>33</sup>

### Bellevue Educational Attainment Distribution Trends, 1970 to 2019

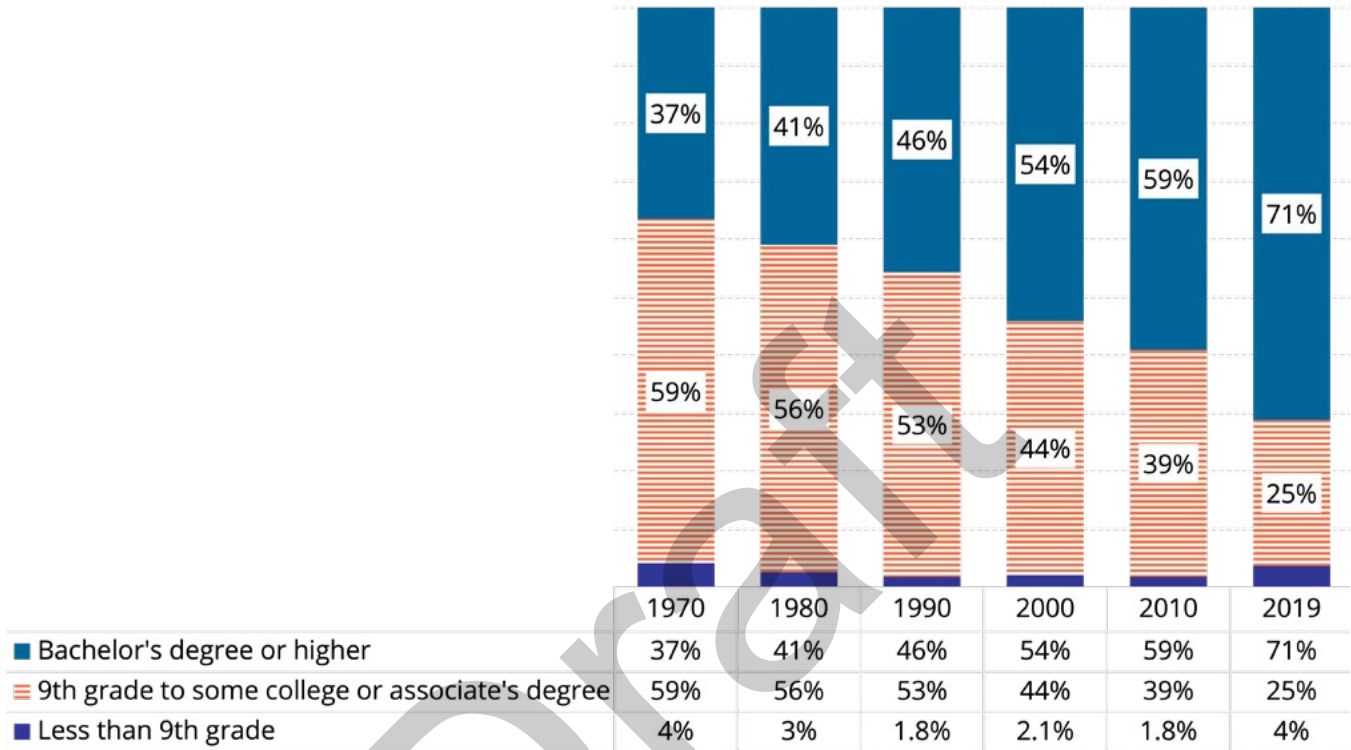


Figure 26 | Source: Minnesota Population Center. National Historical Geographic Information System: Version 11.0 [Database]. Minneapolis: University of Minnesota 2016. <http://doi.org/10.18128/D050.V11.0>. <http://www.nhgis.org>; U.S. Census Bureau, 2010 and 2019 American Community Surveys.

In 2019, about 36 percent of Bellevue’s adult population 25 years and over had a bachelor’s degree, another 17 percent had an associate degree or attended some college, seven percent had graduated from high school, and about five percent had less than a high school education.<sup>34</sup>

## Educational Attainment Distribution, 2019

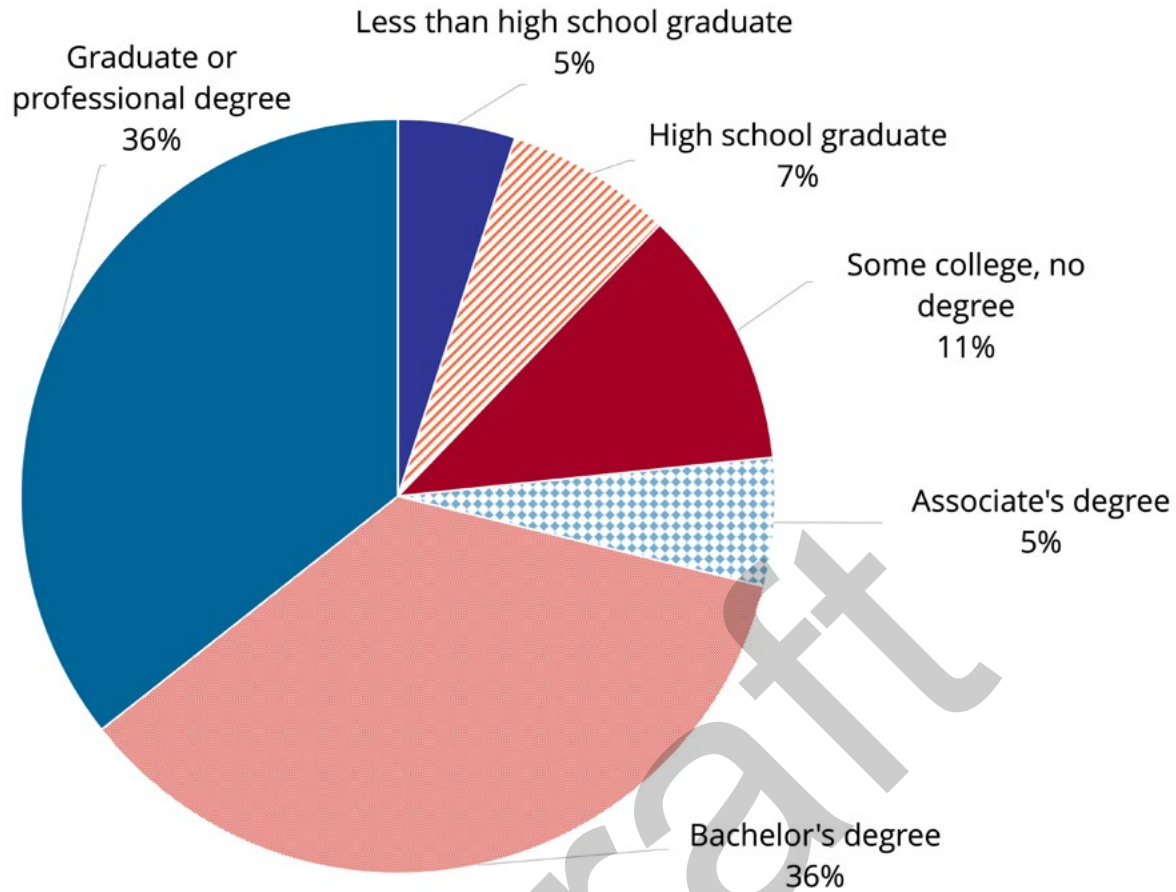


Figure 27 | Source: U.S. Census Bureau, 2019 American Community Survey

### Neighborhood Patterns

At least half of residents age 25 or older in all neighborhoods had a bachelor's degree or more education. More than 75 percent of residents age 25 and older in Bridle Trails, Downtown, and Somerset had bachelor's degrees or more. In contrast, more than seven percent of residents age 25 and older in Lake Hills, Factoria and Crossroads had not graduated from high school.<sup>35</sup>

# Household Income

Bellevue continues to have a disproportionate share of households with high incomes. In 2019, 31 percent of Bellevue’s households had incomes of \$200K or more compared to 21 percent of all households in King County, and 11 percent in Washington state. Forty-one percent of Bellevue households have a household’s income between \$75K and \$200K, similar to King County (42 percent) However, in Bellevue has a lower proportion of households with household income under \$75K, 28 percent compared to 37 percent in the county.<sup>36</sup>

In 2019, about a fifth of Bellevue’s households had incomes less than \$50K. About another fifth had incomes between \$50K and \$100K and the remaining 62 percent of households had incomes of \$100K or more.

## Comparisons of Household Income Distribution, 2019

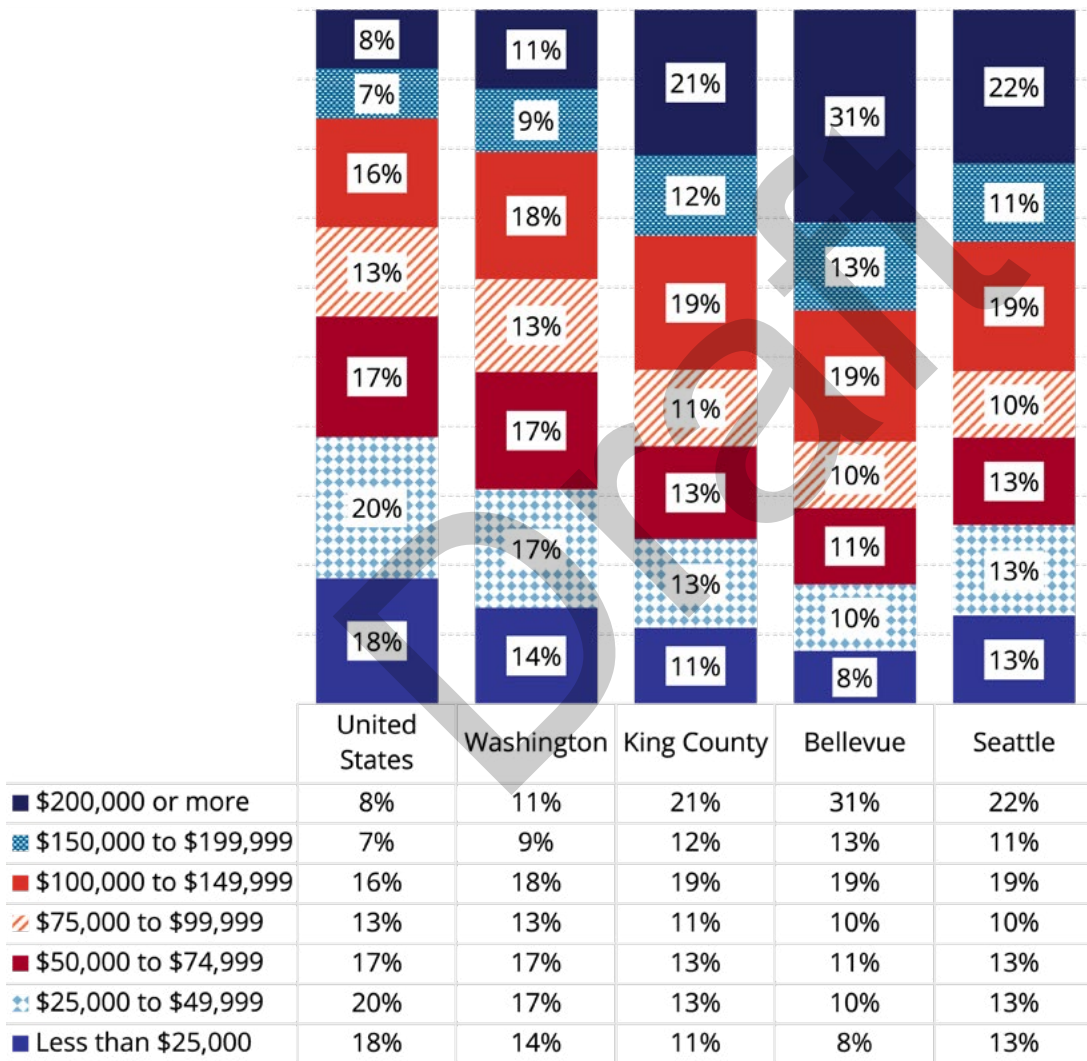


Figure 28 | Source: U.S. Census Bureau, 2019 American Community Survey, Table DP03

## Neighborhood Patterns

Downtown and Northwest Bellevue had per capita incomes of over \$85,000. Per capita income was lowest in Crossroads, Lake Hills and Factoria, all under \$50,000. Average household income was highest in Cougar Mountain/Lakemont, Somerset, and Northwest Bellevue and lowest in Crossroads and BelRed.<sup>37</sup>

## Poverty

The percentage of individuals in Bellevue who have incomes below the poverty level has remained relatively constant over the decades. Both the 1990 and 2000 decennial censuses estimated the poverty rate for Bellevue to be about six percent. In 2010, it was estimated at nine percent. However, in 2019 the estimate was back down to about six percent.<sup>38</sup>

In 2019, about 7.9 percent of children, 7.5 percent of adults 65 years and over, and 14.6 percent of female single-parent families were in poverty.<sup>39</sup>

## Households

### Household Growth

As of April 1, 2021, an estimated 64,295 households were located in Bellevue housing units. By 2035, 70,300 households are projected to be living within the city of Bellevue.<sup>40</sup>

### Household Types

From 2010 to 2019, all household types except single-parent households grew in number. However, as a percent of all households, only married couple households with children grew slightly. All household types have remained relatively stable as a percent of all households since 2010. The one exception is single-parent families, which have had a small but steady decline in the city as a percent of all households since 1980.<sup>41</sup>

Bellevue had higher proportions of married couples without and with children than the nation, state, county, or the City of Seattle. Its household type proportions came closest to those of Kirkland. Bellevue also had a lower share of 2+ person non-family households than the state, county, or the City of Seattle.<sup>42</sup>

**Household Type Distribution Comparisons, 2019**

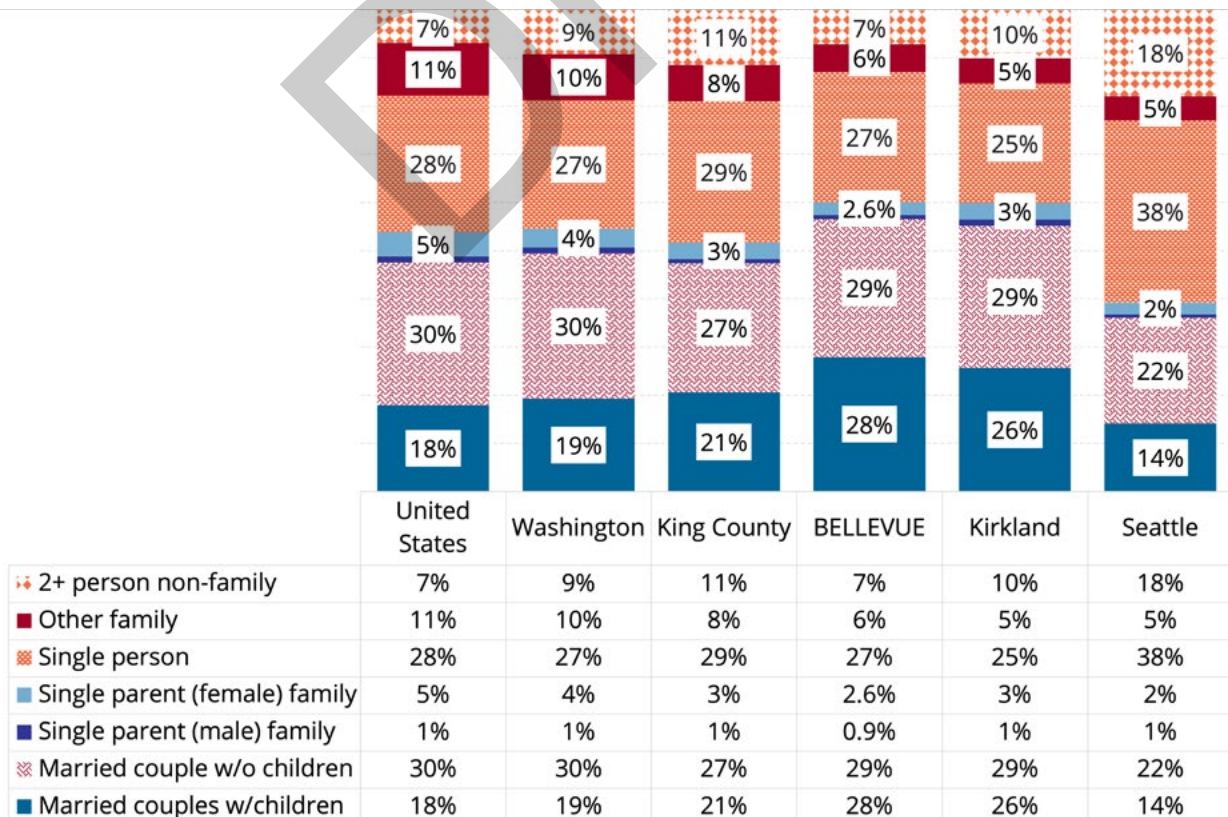


Figure 29 | Source: U.S. Census Bureau, 2019 American Community Survey

## Household Size

From 1970 to 2000 Bellevue's average household size decreased from 3.4 to 2.37. It then climbed back up to 2.41 in 2010, and in 2019 it was estimated to be 2.47. This reversal in average household size was unforeseen; a contributing factor may be growth in Bellevue's foreign-born population, who on average have a larger household size than Bellevue's US born\* population.<sup>43</sup> (\*US born includes those born outside the US with US citizenship.)

Bellevue's average household size is about the same as King County's and the state's but smaller than the nation's average household size. It is much larger than the City of Seattle's.<sup>44</sup>

### Average Household Size Trends, 1970-2019 and Comparisons, 2019



Figure 30 | Source: 1970, 1980, 1990, 2000, 2010 Census and 2019 American Community Survey

## Tenure

About 50 percent of Bellevue's households owned their own home in 2019 and 50 percent rented. Owner households were larger on average than renter households containing 2.68 people per household compared to 2.27 people for renter households.<sup>45</sup>

In 2019, about 68 percent of Bellevue's households had moved into their units since 2010 with 40 percent having moved in since 2017. Another 16 percent had moved in during the 2000s, eight percent in the 1990s, nine percent before 1990.<sup>46</sup>

Recently, much of Bellevue's new housing construction has been in rental units. The percentage of households renting in Bellevue has therefore increased. Most new multi-family units have been studios and one-bedrooms, many of which are rental units. Most new single-family units have been four-bedrooms and larger, leaving a gap in new construction of family-sized units for both the rental and ownership markets.

## Neighborhood Patterns

The neighborhood with the highest percent of renter-occupied housing units were BelRed at over 90% renter-occupied. Crossroads and Downtown both have high renter occupancy with over 80% of units occupied by renters. On the flip side, over 90 percent of units in Somerset are owner-occupied. Cougar Mountain/Lakemont, Newport, and Northeast Bellevue also had over

80% of units occupied by owners. While these extremes are good to note, also important to this discussion is that an equal number of neighborhoods are very close to the city's over 50-50 split between owner and renter occupied units.<sup>47</sup>

## Housing Value, Cost and Affordability

In 2019, 41 percent reported the value of their housing unit was one million dollars or more and about 45 percent of owner households reported the value of their housing unit fell between \$500K and \$1M. About another 10 percent reported the value of their unit was between \$300K and \$500K and two percent reported the value of their unit was less than \$300K.<sup>48</sup>

In 2019, households with a mortgage were paying a median of \$3,126 on housing a month and about 28 percent of these households were paying 30 percent or more of their incomes on housing. In comparison, homeowners without a mortgage had a median monthly housing cost of \$1,033 and 15 percent were paying 30 percent or more of their incomes on housing. Median gross rent in Bellevue in 2019 was about \$2,119 and 38 percent of renters were paying 30 percent or more of their incomes on housing.<sup>49</sup>

As job growth continues in Bellevue, demand for housing will increase, pushing prices higher if the increase in housing units does not keep pace with the job growth. Strategies for increasing the supply of housing for all economic levels will help Bellevue meet demand and maintain affordability for all segments of the population.

## Implications

### Growth

It is likely Bellevue will continue to experience job and population growth.

- Increased job growth will result in greater demands for housing, which could lead to cost escalations and increasing housing unaffordability if job growth is not balanced by housing growth. If housing costs increase, workers in occupations with lower earnings will continue to be less likely to be able to afford housing within the city requiring them to travel longer distances to get to work.
- Job growth could lead to greater traffic congestion if more workers are traveling to Bellevue from outside of the city.
- A variety of opportunities will be made available to tap efficiencies gained by increased job and population concentrations including more frequent bus service and access to a greater variety of goods and services.
- An increased imbalance of jobs and housing will diminish access to jobs and services for lower income households further degrading racial and social equity.
- Denser development requires more recreation and open space for a diversity of ages.

### Diversity

It is likely Bellevue will continue to diversify both in terms of age and race and ethnicity.

- A greater proportion of older adults will require additional caregiver services, transportation services, and health and medical emergency services.
- Additionally, public spaces will need to be better equipped to accommodate people with hearing and ambulatory disabilities, which increase with age.

- A greater proportion of people from places abroad where English is not spoken as the primary language, will require continued translations of city information into other languages.
- A greater diversity of cultures would benefit from increased cross-cultural forums and events to enhance cultural knowledge, awareness, and competency.

## Prosperity and Households

It is likely Bellevue will continue to attract businesses in the tech sector that pay high wages, and it is also likely there will be greater demand for employees who work in lower paying jobs such as food service, retail, and maintenance jobs.

- The gap between rich and poor in the community could further increase.
- Further displacement of lower income households could occur especially for those who pay market rents.
- Continuing to implement the Affordable Housing Strategy and looking for additional opportunities to increase the supply and variety of housing types would help ensure household types from all income levels could live in Bellevue and benefit from the high quality of opportunities the city provides.



---

## Endnotes

- 1 State of Washington Office of Financial Management, April 1, 2021 population of cities, towns, and counties used for the allocation of selected state revenues. <https://www.ofm.wa.gov/washington-data-research/population-demographics/population-estimates/april-1-official-population-estimates>
- 2 Population estimates prior to 2000 are from the City of Bellevue with decade points from the U.S. Census Bureau's decennial censuses. Estimates from 2000 on are from State of Washington Office of Financial Management. Official population estimates are for April 1st of the specified year. Forecast is from the Land Use element of the City of Bellevue's Comprehensive Plan adopted in July 2015, page 37. <https://bellevuewa.gov/sites/default/files/media/file/2019-07/Land%20Use%20August%202019%200519.pdf>
- 3 Land Use element of the City of Bellevue's Comprehensive Plan adopted in July 2015, pages 38 and 39. <https://bellevuewa.gov/sites/default/files/media/file/2019-07/Land%20Use%20August%202019%200519.pdf>
- 4 IPUMS-USA, University of Minnesota, [www.ipums.org](http://www.ipums.org) and U.S. Census Bureau, 2019 American Community Survey, Table DP02.
- 5 U.S. Census Bureau, 1990 Census, 2000 Census and 2010 and 2019 American Community Surveys, Table DP02.
- 6 "Immigrant Population Growing Faster Than Natives in Many Metro Areas," Governing Magazine, March 26, 2013 by Mike Maciag, <https://www.governing.com/blogs/by-the-numbers/international-migration-immigrant-population-growth-data-for-metro-areas.html>.
- 7 Source: U.S. Census Bureau, 2019 American Community Survey, Tables DP05 and DP02.
- 8 Calculated based on housing unit data from the King County Assessor parcel table and estimates from the U.S. Census Bureau, 2015-2019 American Community Survey, Tables B25024, B25032, B25033, and DP05.
- 9 U.S. Census Bureau, 2019 American Community Survey, Table DP05.
- 10 Ibid, Tables B01001A-I.
- 11 U.S. Census Bureau, 1990 Census, 2000 Census and 2010 and 2019 American Community Surveys, Table DP02.
- 12 Personal communication, Bellevue School District, 2020-2021 school year.
- 13 Calculated based on housing unit data from the King County Assessor parcel table and estimates from the U.S. Census Bureau, 2015-2019 American Community Survey, Tables B25024, B25032, B25033, and C16001.
- 14 U.S. Census Bureau, 1990 Census, 2000 Census, 2010 Census and 2019 American Community Survey, Table DP05.
- 15 Ibid.
- 16 U.S. Census Bureau, 1990 Census, 2000 Census, 2010 Census, and 2019 American Community Survey, Table C01015.
- 17 U.S. Census Bureau, 1990 Census, 2000 Census, 2010 Census, and 2019 American Community Survey, Table DP05.
- 18 U.S. Census Bureau, 2019 American Community Survey, Table DP05.
- 19 Calculated based on housing unit data from the King County Assessor parcel table and estimates from the U.S. Census Bureau, 2015-2019 American Community Survey, Tables B25024, B25032, B25033, and DP05.

- 20 U.S. Census Bureau, 2015-2019 American Community Survey, Tables B01002B-I.
- 21 U.S. Census Bureau, 2015-2019 American Community Survey, Tables B01001A-F.
- 22 IPUMS-USA, University of Minnesota, [www.ipums.org](http://www.ipums.org) and U.S. Census Bureau, 2019 American Community Survey, Table DP05.
- 23 Vespa, Jonathan, David M. Armstrong, and Lauren Medina, "Demographic Turning Points for the United States: Population Projections for 2020 to 2060," Current Population Reports, P25-1144, U.S. Census Bureau, Washington, DC, 2018.
- 24 Washington State Office of Financial Management, Forecasting and Research Division, State Population Forecast 2010-2040, November 2018.
- 25 U.S. Census Bureau, 2019 American Community Survey, Table S2301.
- 26 Puget Sound Regional Council, 2018 Covered Employment Estimates by Jurisdiction and 2018 PSRC All Job Estimates, Bellevue & Major Employment Centers.
- 27 Puget Sound Regional Council, 1995 Covered Employment Estimates by Jurisdiction, 2000 and 2018 PSRC All Job Estimates, Bellevue & Major Employment Centers.
- 28 U.S. Census, 1990 Census, 2000 Census, 2010 and 2019 American Community Survey, Table DP03.
- 29 Calculated based on housing unit data from the King County Assessor parcel table and estimates from the U.S. Census Bureau, 2015-2019 American Community Survey, Tables B25024, B25032, B25033, and DP03.
- 30 U.S. Census Bureau, 2019 American Community Survey, Table S2412.
- 31 U.S. Census Bureau, 2019 American Community Survey, Table S2001.
- 32 Ibid.
- 33 Minnesota Population Center. National Historical Geographic Information System: Version 11.0 [Database]. Minneapolis: University of Minnesota 2016. <http://doi.org/10.18128/D050.V11.0>. <http://www.nhgis.org>; U.S. Census Bureau, 2010 and 2019 American Community Surveys, Table DP02.
- 34 U.S. Census Bureau, 2019 American Community Survey, Table DP02.
- 35 Calculated based on housing unit data from the King County Assessor parcel table and estimates from the U.S. Census Bureau, 2015-2019 American Community Survey, Tables B25024, B25032, B25033, and DP02.
- 36 U.S. Census Bureau, 2019 American Community Survey, Table DP03.
- 37 Calculated based on housing unit data from the King County Assessor parcel table and estimates from the U.S. Census Bureau, 2015-2019 American Community Survey, Tables B25024, B25032, B25033, and DP03.
- 38 U.S. Census Bureau, 1990 Census, 2000 Census, and 2010 and 2019 American Community Surveys, Table DP03.
- 39 U.S. Census Bureau, 2019 American Community Survey, Table DP03.
- 40 State of Washington Office of Financial Management, April 1, 2021 Housing units. <https://www.ofm.wa.gov/washington-data-research/population-demographics/population-estimates/april-1-official-population-estimates>; projection from the Land Use element of the City of Bellevue's Comprehensive Plan adopted in July 2015, page 37. <https://bellevuewa.gov/sites/default/files/media/file/2019-07/Land%20Use%20August%202019%200519.pdf>
- 41 Minnesota Population Center. National Historical Geographic Information System: Version 11.0 [Database]. Minneapolis: University of Minnesota 2016. <http://doi.org/10.18128/D050.V11.0>. <http://www.nhgis.org>; U.S. Census Bureau, 2010 and 2019 American Community Surveys, Table DP02.

- 42 U.S. Census Bureau, 2019 American Community Survey, Table DP02.
- 43 U.S. Census Bureau, 1970, 1980, 1990, 2000, 2010 Census and 2019 American Community Survey, Table DP02.
- 44 U.S. Census Bureau, 2019 American Community Survey, Table DP02.
- 45 U.S. Census Bureau, 2019 American Community Survey, Table DP04.
- 46 U.S. Census Bureau, 2019 American Community Survey, Table DP02.
- 47 Calculated based on housing unit data from the King County Assessor parcel table and estimates from the U.S. Census Bureau, 2015-2019 American Community Survey, Tables B25024, B25032, B25033, and DP04.
- 48 U.S. Census Bureau, 2019 American Community Survey, Table DP04.
- 49 Ibid.

Draft





## APPENDIX II

### Summary of Public Outreach Methods

To supplement existing statistically valid survey data, Bellevue Parks & Community Services conducted additional public outreach for the *Recreation Program Plan* between April and October 2019. The outreach and engagement process consisted of a public survey; two focus groups; and meetings with city boards, commissions, and advisory groups. Bellevue Parks & Community Services conducted additional outreach corresponding with the 2023 update, including meetings with several City boards and committees. The findings of this process were aimed at understanding how the City of Bellevue can improve its delivery of recreation programs and services to advance the department's vision for recreation.

### Surveys

Parks & Community Services staff distributed the 2019 survey to a wide variety of community members through in-person intercepts, online outreach, and promotion at community centers and other local organizations. The survey was available in online and hard copy form with translations in Spanish, simplified Chinese, Korean, Hindi, and Russian. While the results of the survey are not statistically valid, they represent respondents with a broad diversity of backgrounds and identities.

The following table summarizes the responses received from the public survey.



<b>Total Surveys Completed: 376</b>	
Total number of online surveys: 143	Total number of hard copy surveys: 233
<b>Survey Responses by Group</b>	
<b>Group</b>	<b>Number of Respondents</b>
Chinese Information Service Center (CISC)	28
Bellevue Police Department Advisory Councils	5
Kindering Center	2
Highland Community Center	28
South Bellevue Community Center	5
SeaMar	30
North Bellevue Community Center	39
Bellevue Natural Resource Division and Park Rangers	1
City of Bellevue Boards, Commissions, and Advisory Groups	6
Parents and Friends of Lesbians and Gays (PFLAG)	1
Washington State Fathers Network	1
Arc of King County	5
Parks eNewsletter recipients	84
NISO Promotores	103
India Association of Western Washington (IAWW)	19
King County Library System (Bellevue branches)	14
Crossroads Community Center	3
Special Needs PTA	2

## Focus Groups

Focus groups provide qualitative rather than quantitative information: findings are based on small groups of individuals sharing their expertise and opinions. Two focus groups were held at Bellevue City Hall in 2019: one for parents of children under 13 years and one for adults with no children or children over 13. Nine individuals participated in the group with children under 13 and ten individuals participated in the group without children under 13.

Participants were Bellevue residents who had not participated in any city recreation programs in the past five years. Conducted by Hardwick Research, the focus groups were designed to understand residents' awareness of department programs and to determine their barriers and motivators to participate in recreation programs in general and with the City of Bellevue's programs in particular. A screening form was developed by the consultant to ensure that focus group composition reflected a range of ages, income levels, ethnicities, and gender identities.

The focus group discussions covered current recreation habits, awareness of programs offered by the city, barriers to participation, communication about program opportunities (including a review of the *Connections* brochure), and specific feedback for Bellevue Parks & Community Services.

See "Community Perceptions of City-Provided Recreation" in the first part of this document for a summary of key insights received from focus group participants.





## Listening Sessions and Interviews

The project team solicited input on the plan from numerous city boards, commissions, advisory groups, partner organizations, and department staff. This was accomplished through individual meetings or interviews. A list of formal meetings and interviews is provided below. The project team also conducted several informal interviews with department staff in 2018 to identify an appropriate scope for the plan update and public outreach.

List of 2019 Meetings and Interviews:

- Parks & Community Services Board: April 2019
- Bellevue Diversity Advisory Network (BDAN): April 2019
- Human Services Commission: May 2019
- North Bellevue Community Center Advisory Board: May 2019
- Parks & Community Services Wraparound Services Coordinators: May 2019
- Bellevue School District Family Connections Center staff: May 2019
- Youth Council: June 2019
- Bellevue School District Department of Equity: June 2019
- Bellevue Network on Aging (BNOA): August 2019
- Parks & Community Services Managers and Supervisors: August 2019
- Parks & Community Services Administrative Services Team: September 2019
- Parks & Community Services Recreation Program Coordinators: October 2019
- Youth Link Board: October 2019

As part of the 2023 plan update, staff conducted outreach and engagement between May and October 2023. Initial engagement was with recreation staff to review progress towards implementation actions in this plan and assess needs for edits to existing plans or additions. Various additional department staff also reviewed the plan. Outreach occurred to various city boards and committees from July to October 2023 to follow-up on progress towards plan actions, understand what needs remain around recreation programming, and consider changes needed to the plan based on trends since 2020 that might impact recreation programming.

**Commented [RW24]:** Detail added on 2023 outreach

List of 2023 Meetings:

- Parks & Community Services Board: July 2023
- Bellevue Diversity Advisory Network (BDAN): July 2023
- Bellevue Network on Aging (BNOA): August 2023
- Youth Link Board: October 2023
- Parks & Community Services Board: October 2023
- Parks & Community Services Board: November 2023





**APPENDIX III**  
**Inventory of Recreation Service Providers**

The list below documents other recreation and summer day camp providers that are available to Bellevue residents. The inventory primarily focuses on opportunities in Bellevue but includes some representative providers in neighboring cities. This information is not exhaustive and is subject to change.

### Recreation Provider Inventory

**Commented [RW25]:** Final design will include a more user-friendly version

Draft

Category	Organization	Min Age	Max Age	Location	Address
After school	The Artsci Company	5	14	Bellevue	3003 Northup Way, Ste 100, Bellevue, WA 98004
After school	Asia Pacific Language School	2.5	18	Bellevue	14042 NE 8th St, 1st floor, Bellevue, WA 98007
After school	Birch Tree Academy	2	6	Bellevue	1405 134th Ave NE, Bellevue, WA 98005
After school	Birch Tree Academy	2	6	Bellevue	655 156th Ave SE, Bellevue, WA 98007
After school	Blossoms Childcare	0	5	Bellevue	11511 NE 21st St, Bellevue, WA 98004
After school	Bellevue Children's Academy	5	11	Bellevue	14600 NE 24th St, Bellevue, WA 98007
After school	Bellevue Children's Academy	3	5	Bellevue	14719 NE 29th St, Bellevue, WA 98007
After school	Bellevue Children's Academy	8	10	Bellevue	14640 NE 24th St, Bellevue, WA 98007
After school	Bellevue Montessori School	1.5	12	Bellevue	2411 112th Ave NE, Bellevue, WA 98004
After school	Bellevue Montessori School	1.5	12	Bellevue	11033 NE 24th St, Bellevue, WA 98004
After school	Bellevue Montessori School	1.5	12	Bellevue	10909 NE 24th St, Bellevue, WA 98004
After school	Bellevue School District	5	18	Bellevue	12111 NE 1st St, Bellevue, WA 98005
After school	Best Brains Learning Center	3	14	Bellevue	14320 NE 20th St, C, Bellevue, WA 98007
After school	Best in Class Education Center	4	18	Bellevue	919 124th Ave NE Ste 104, Bellevue, WA 98005
After school	Best in Class Education Center	4	18	Sammamish	825 228th Ave NE, Sammamish, WA 98074
After school	Best in Class Education Center	4	18	Redmond	16981 Redmond Way, Redmond, WA 98052
After school	Best in Class Education Center	4	18	Issaquah	1505 NW Gilman Blvd Ste 6, Issaquah, WA 98027
After school	Best in Class Education Center	4	18	Issaquah	2550 NE Park Dr, Issaquah, WA 98029
After school	Best in Class Education Center	4	18	Redmond	10315 Cedar Park Crescent NE, Redmond,
After school	Boys & Girls Clubs of Bellevue	2.5	18	Bellevue	209 100th Ave NE, Bellevue, WA 98004
After school	Boys & Girls Clubs of Bellevue	2.5	18	Bellevue	14509 SE Newport Way, Bellevue, WA 98006
After school	Chess4Life	5	18	Bellevue	13219 NE 20th St, Suite 203, Bellevue, WA 98005
After school	Children's Academy Sarodgini	1.5	12	Bellevue	1919 152nd Pl NE, Bellevue, WA

After school	Childtime of Redmond	2	6 Redmond	4306 156th Street NE #Nn Ste Nn, Redmond, WA
After school	Creative Coding	6	12 Bellevue	3000 Landerholm Cir SE, Bellevue, WA 98007
After school	The Coder School	7	18 Bellevue	1101 106th Ave NE, Bellevue, WA 98004
After school	Digipen ProjectFUN	5	18 Bellevue	9931 Willows Rd NE, Redmond, WA 98052
After school	Discovery Center	0	11 Kirkland	13111 NE 85th St, Kirkland, WA 98033
After school	Drama Kids	3	18 Bellevue	2320 130th Ave NE, Bellevue, WA 98005
After school	Early World Children's School	1	7 Bellevue	13831 Bel Red Rd, Bellevue, WA 98005
After school	Eastgate Cooperative Preschool	3	4 Bellevue	15318 SE Newport Way, Bellevue, WA 98006
After school	Eton School	5	18 Bellevue	2701 Bel-Red Rd, Bellevue, WA 98008
After school	Eyas Global Montessori	2.5	6 Bellevue	14219 Lake Hills Blvd, Bellevue, WA 98007
After school	The Goddard School	0	12 Bellevue	14404 NE 20th Street, Suite 250, Bellevue, WA
After school	The Goddard School	0	12 Kirkland	8525 120th Ave NE, Suite 100, Kirkland, WA 98033
After school	The Goddard School	0	12 Redmond	4200 228th Ave NE, Redmond, WA 98053
After school	The Goddard School	0	12 Redmond	10611 Redmond Ridge Dr NE, Redmond, WA 98053
After school	The Goddard School	0	12 Issaquah	5716 E. Lake Sammamish Parkway SE, Issaquah, WA
After school	The Growing Tree Playcare & Preschool	0	5 Bellevue	12831 NE 21st Pl, Bellevue, WA 98005
After school	Hillside Student Community School	4	11 Bellevue	5027 159th Pl SE, Bellevue, WA 98006
After school	Huntington Learning Center	4	19 Bellevue	13218 NE 20th St, Suite 300, Bellevue, WA 98005
After school	iCode	6	18 Bellevue	1415 158th Pl NE, Bellevue, WA 98008
After school	Issaquah School District	5	13 Issaquah	5150 220th Ave SE, Issaquah, WA 98029
After school	International Montessori Academy	1.25	6 Bellevue	2227 112th Ave NE, Bellevue, WA
After school	Kiddie Academy	0	12 Bellevue	990 102nd Avenue NE, Bellevue, WA 98004
After school	Kumon	4	18 Bellevue	1075 Bellevue Way Ne, Space B - 5, Bellevue, WA

After school	Kumon	4	18 Bellevue	13112 Northeast 20th Street, Suite #250,
After school	Kumon	4	18 Bellevue	12838 Southeast 40th Place, Suite #102,
After school	Kumon	4	18 Bellevue	14904 B Bel-red Road, Bellevue, WA 98007
After school	Kumon	4	18 Mercer Island	2827 80th Avenue Se, Mercer Island, WA 98040
After school	Kumon	4	18 Bellevue	5800 119th Ave SE, Bellevue, WA 98006
After school	Kumon	4	18 Bellevue	4957 Lakemont Blvd SE, Bellevue, WA 98006
After school	Lakemont Academy	1.5	6 Bellevue	5015 Lakemont Blvd SE, Bellevue, WA 98006
After school	Little Champs DayCare	0	18 Bellevue	1115 160th Ave SE, Bellevue, WA 98008
After school	Learning Horizon Learning Center	6	11 Kirkland	13935 122nd Ave NE, Kirkland, WA 98034
After school	The Little School	3	11 Bellevue	2812 116th Ave NE, Bellevue, WA 98004
After school	Living Montessori Education Community	2	11 Bellevue	2445 140th Ave NE Ste B-200, Bellevue, WA 98005
After school	Mad Science of Sno-King	4	12 Redmond	2529 152nd Ave NE, Redmond, WA 98052
After school	Math Abacus School of Seattle	4	12 Bellevue	2320 130th Ave NE Bldg E Ste LL-50, Bellevue, WA
After school	Mathnasium	4	19 Bellevue	1313 156th Ave NE Ste 220, Bellevue, WA 98007
After school	Mini Mountain Indoor Ski Ctr	5	19 Bellevue	1900 132nd Ave NE, Bellevue WA 98005
After school	Megumi Preschool	0	5 Bellevue	2750 Northup Way, Bellevue, WA 98004
After school	Newport Children's School	2.5	10 Bellevue	12930 SE Newport Way, Bellevue, WA 98006
After school	Pinecone Academy	12	17 Bellevue	3120 139th Ave SE, Bellevue, WA 98007
After school	Primrose Schools	4	10 Bellevue	1150 114th Avenue SE, Bellevue, WA 98004
After school	Pro Club	2	5 Bellevue	4455 148th Ave NE, Bellevue, WA 98007
After school	Rainbow Learning Academy	2	5 Bellevue	2281 116th Ave NE, Bellevue, WA 98004
After school	Russian School of Mathematics	4	19 Redmond	8299 161st Ave NE Ste 103, Redmond, WA 98052
After school	Singapore Maths Club	5	12 Bellevue	15015 Main St, Ste 117, Bellevue, WA 98007

After school	StemLabs	4	14 Bellevue	14510 NE 20th St Ste 201, Bellevue, WA 98007
After school	Stellar Montessori Academy	2	6 Bellevue	2015 Richards Rd, Bellevue, WA 98005
After school	Studio East	4	19 Kirkland	348 Kirkland Ave, Kirkland, WA 98033
After school	South Bellevue Community Center	1	19 Bellevue	14509 SE Newport Way, Bellevue, WA 98006
After school	Sylvan Learning	4	19 Bellevue	4140 Factoria Blvd SE Ste 2A, Bellevue, WA 98006
After school	The Growing Tree Playcare & Preschool	0	5 Bellevue	12831 NE 21st Place, Bellevue, WA 98005
After school	World for Kids	2	6 Bellevue	834 Bellevue Way SE, Bellevue, WA, 98004
After school	Yellow Wood Academy	4	19 Bellevue	9655 SE 36th St Ste 103, Mercer Island, WA 98040
Art	AI Studio	4	99 Bellevue	4122 Factoria Blvd SE Ste 204, Bellevue, WA 98006
Art	AI Studio	4	99 Kirkland	1425 Market St, Kirkland, WA 98033
Art	Art by Fire	5	99 Issaquah	195 Front St N, Issaquah, WA 98027
Art	Bellevue Art Museum	4	18 Bellevue	510 Bellevue Way Ne, Bellevue, WA 98004
Art	Ben Franklin	4	99 Redmond	15756 Redmond Way, Redmond, WA 98052
Art	Cork and Click	21	99 Redmond	14344 Woodinville Redmond Rd NE,
Art	Drawn2Art	4	99 Redmond	17210 Redmond Way, Redmond, WA 98052
Art	KidzWorkshop2	2	18 Bellevue	827 Bellevue Way NE Ste 208, Bellevue, WA 98004
Art	Kirkland Arts Center	2	99 Kirkland	620 Market St, Kirkland, WA 98033
Art	The Master's Carving School	18	99 Renton	10722 151st Ave SE, Renton, WA 98059
Art	Museo Art Academy	2	99 Issaquah	160 NW Gilman Blvd Ste 255, Issaquah, WA 98027
Art	PaintAway!	6	99 Redmond	7345 164th Ave NE, Redmond, WA 98052
Art	Redmond ArtWorks	4	99 Redmond	6825 - 176th Ave #A110, Redmond, WA 98052
Art	Studio Fine Art Classes	3	99 Bellevue	1075 Bellevue Way NE, Bellevue, WA 98004
Art	Studio Fine Art Classes	3	99 Bellevue	15600 NE 8th St Ste 13, Bellevue, WA 98009



Art	The Painted Palace	4	99 Redmond	1813 130th Ave NE Ste 210, Bellevue, WA 98005
Art	Wyldwood Creative	13	99 Renton	822 South 3rd St, Renton, WA 98057
Badminton	Bellevue Badminton Club	10	99 Bellevue	13405 SE 30th St Ste 2C, Bellevue, WA 98005
Badminton	Bellevue Badminton Club	10	99 Renton	846 Lind Ave SW, Renton, WA 98057
Badminton	Northwest Badminton Academy	6	99 Bellevue	13203 NE Spring Blvd, Bellevue, WA 98005
Badminton	Seattle Badminton Club	6	99 Kirkland	10858 117th Pl NE, Kirkland, WA 98033
Basketball	Bellevue Family YMCA	4	99 Bellevue	14230 Bel Red Rd, Bellevue, WA 98007
Basketball	Boys & Girls Club	2.5	18 Bellevue	209 100th Ave NE, Bellevue, WA 98004
Basketball	Boys & Girls Club	2.5	18 Bellevue	1424 148th Ave SE, Bellevue, WA 98007
Basketball	Boys & Girls Club	2.5	18 Bellevue	1903 112th Ave NE, Bellevue, WA 98004
Basketball	Local Hoops	7	18 Bellevue	1903 112th Ave NE, Bellevue, WA 98004
Basketball	R.E.D Basketball League	18	99 Bellevue	
Cheerleading	Connect Cheer Northwest	8	18 Bellevue	1733 136th Pl NE, Bellevue, WA 98005
Cooking Class	Sizzleworks	18	99 Bellevue	14111 NE 24th St, Bellevue, WA 98007
Cooking Class	Whisk	8	99 Bellevue	10385 Main St, Bellevue, WA 98004
Crafts	Cork and Click	21	99 Redmond	14344 Woodinville Redmond Rd NE,
Crafts	Sew Maris	8	99 Bellevue	12618 NE 2nd St, Bellevue, WA 98005
Dance	Arpan Performing Arts	6	99 Redmond	24311 NE 80th St, Redmond, WA 98053
Dance	Backstage Dance Studio	2	99 Bellevue	13420 SE 32nd St, Bellevue, WA 98005
Dance	BollyWorks	17	99 Redmond	8226 196th Ave NE, Redmond, WA 98053
Dance	BollyWorks	17	99 Bellevue	9825 NE 24th Street Bellevue, WA 98004
Dance	Dance Tantra	5	99 Bellevue	8210 154th Ave NE Ste 250, Redmond, WA 98052
Dance	Emerald Ballet Theatre	4	99 Bellevue	12368 Northup Way, Bellevue, WA 98005

Dance	Gotta Dance	2	99 Redmond	17945 NE 65th St Ste 100, Redmond, WA 98052
Dance	Issaquah Dance Theatre	2	99 Issaquah	320 3rd Ave NE, Issaquah, WA 98027
Dance	Kirkland Dance Center	1	99 Kirkland	835 7th Ave, Kirkland, WA 98033
Dance	LaVida Dance & Yoga Studio	1	99 Kirkland	11961 124th Ave NE, Kirkland, WA 98034
Dance	Nalini Dance	6	99 Bellevue	13635 NE 8th St Ste 104, Bellevue, WA 98005
Dance	Northwest Aerials	0	99 Redmond	12328 134th Ct Redmond, Wa 98052
Dance	NrityaShastra School of Dance	5	99 Redmond	16641 Redmond Way, 98052
Dance	Pacific Dance Center	10	99 Bellevue	12611 Northup Way Ste 210, Bellevue, WA 98005
Dance	Premiere Dance Center	2.5	99 Redmond	14787 NE 95th St, Redmond, WA 98052
Day Camps	Adventure Kids Playcare	0	12 Bellevue	1100 Bellevue Way NE #1, Bellevue, WA 98004
Day Camps	Adventure Kids Playcare	0	12 Issaquah	775 NW Gilman Blvd C-3, Issaquah, WA 98027
Day Camps	Bellevue Family YMCA	0	99 Bellevue	14230 Bel-Red Rd, Bellevue, WA 98007
Day Camps	Best in Class Education Center	4	18 Bellevue	919 124th Ave NE Ste 104, Bellevue, WA 98005
Day Camps	Best in Class Education Center	4	18 Issaquah	1505 NW Gilman Blvd Ste 6, Issaquah, WA 98027
Day Camps	Best in Class Education Center	4	18 Redmond	16981 Redmond Way, Redmond, WA 98052
Day Camps	Compass Outdoor Adventures	6	99 North Bend	14303 436th Ave SE, North Bend, WA 98045
Day Camps	Digipen Project FUN	5	18 Mercer Island	9931 Willows Rd NE, Redmond, WA 98052
Day Camps	Kids Quest Children's Museum	0.75	99 Bellevue	1116 108th Ave NE, Bellevue, WA 98004
Day Camps	Legacy Hunters and Jumpers	7	99 Woodinville	19802 NE 148th St, Woodinville, WA 98077
Day Camps	Open Window School	5	13 Bellevue	6128 168th PI SE, Bellevue, WA 98006
Day Camps	Oxbow Farm & Conservation Center	4	99 Carnation	10819 Carnation Duvall Rd NE, Carnation, WA 98014
Day Camps	Paint Away!	6	99 Redmond	7345 164th Ave NE, Redmond, WA 98052
Day Camps	Phoenix Farm Hunters & Jumper	5.5	99 Woodinville	8832 222nd St SE, Woodinville, WA 98077

Day Camps	RainCity Fencing Center	8	99 Bellevue	1776 136th PI NE, Bellevue, WA 98005
Day Camps	Sambica	5	99 Bellevue	4114 W. Lake Sammamish Pkwy SE, Bellevue, WA
Day Camps	Steve and Kate's Camp	4	12 Bellevue	556 124th Ave NE, Bellevue, WA 98005
Day Camps	Studio East	4	18 Kirkland	348 Kirkland Ave, Kirkland, WA 98033
Day Camps	Wilderness Awareness School	4	18 Duvall	20410 320th Ave NE, Duvall, WA
Day Camps	Wolf Camp	6	99 Issaquah	4460 E Lake Sammamish Pkwy SE, Issaquah, WA
Drill Team	Eastside Precision Drill Team	8	18 Redmond	16803 425th Ave SE, North Bend, WA 98045
Farm	Farrel-McWhirter Farm Park	2	99 Redmond	19545 NE Redmond Rd, Redmond, WA 98053
Farm	Fox Hollow Farm	0	99 Issaquah	12123 Issaquah Hobart Rd SE, Issaquah, WA 98027
Farm	Little Bit Therapeutic Riding Center	0	99 Redmond	18675 NE 106th St, Redmond, WA 98052
Farm	Remlinger Farms	0	99 Bellevue	32610 NE 32nd St, Carnation, WA 98014
Farm/Produce	Bellevue Farmers Market	0	99 Bellevue	1717 Bellevue Way NE, Bellevue, WA 98004
Farm/Produce	Issaquah Farmers Market	0	99 Issaquah	1730 10th Ave NW, Issaquah, WA 98027
Farm/Produce	Kirkland Wednesday Market	0	99 Kirkland	25 Lakeshore Plaza, Kirkland, WA 98033
Farm/Produce	Newcastle Fruit and Produce	0	99 Newcastle	13013 Newcastle Way, Newcastle, WA 98059
Farm/Produce	Redmond Saturday Market	0	99 Redmond	9900 Willows Rd NE, Redmond, WA 98052
Fencing	RainCity Fencing Center	8	99 Bellevue	1776 136th PI NE, Bellevue, WA 98005
Fitness	Barre 3	18	99 Bellevue	1020 108th Ave NE, Bellevue, WA 98004
Fitness	Barre 3	18	99 Kirkland	233 Kirkland Ave Ste 103, Kirkland, WA 98033
Fitness	BellevueFamilyYMCA	0	99 Bellevue	14230 Bel-Red Rd, Bellevue, WA 98007
Fitness	bStrong Bellevue	18	99 Bellevue	11000 NE 10th St, Bellevue, WA 98004
Fitness	Club Pilates	18	99 Bellevue	1910 132nd Ave NE Ste 8, Bellevue, WA 98005
Fitness	Crossfit Amped	18	99 Bellevue	399 114th Ave NE, Bellevue, WA 98004

Fitness	Crunch Gym	15	99 Bellevue	15600 NE 8th St, Bellevue, WA 98008
Fitness	Elevate Fit Life	18	99 Bellevue	258 106th Ave NE #201, Bellevue, WA 98004
Fitness	Fit4Mom	18	99 Bellevue	4053 Factoria Square Mall SE, Bellevue, WA 98006
Fitness	Infrared Yoga and Barre	18	99 Bellevue	1032 106th Ave NE Ste 124B, Bellevue, WA 98004
Fitness	Jabx Kickboxing	18	99 Bellevue	1331 188th Ave SE Ste 200, Bellevue, WA 98005
Fitness	Jazzercise	18	99 Bellevue	4063 148th Ave NE, Bellevue, WA 98007
Fitness	Jazzercise	18	99 Bellevue	14500 SE Newport Way, Bellevue, WA 98006
Fitness	Jazzercise	18	99 Bellevue	9825 NE 24th St, Bellevue, WA 98004
Fitness	Jazzercise	18	99 Redmond	17945 NE 65th St Ste 100, Redmond, WA 98052
Fitness	Jazzercise	18	99 Redmond	6505 176th Ave NE, Redmond, WA 98052
Fitness	Jazzercise	18	99 Mercer Island	8236 SE 24th St, Mercer Island, WA 98040
Fitness	John Reed Fitness	18	99 Bellevue	12708 Northup Way, Bellevue, WA 98005
Fitness	LA Fitness	18	99 Bellevue	15053 Main St, Bellevue, WA 98007
Fitness	LA Fitness	18	99 Kirkland	12321 120th PI NE, Kirkland, WA 98034
Fitness	Lifetime Athletic	18	99 Bellevue	11111 NE 8th St, Bellevue, WA 98004
Fitness	Renew Fitness	18	99 Bellevue	1200 112th Ave NE #C-186, Bellevue, WA 98004
Fitness	The Little Gym of Bellevue-Redmond	0.33	99 Bellevue	1800 130th Avenue NE, Bellevue, WA 98005
Fitness	Nancy Wallace Pilates	18	99 Bellevue	990 102nd Ave NE Ste 200, Bellevue, WA 98004

Fitness	Orange Theory Fitness	16	99 Mercer Island	2601 76th Ave SE, Mercer Island, WA 98040
Fitness	Orange Theory Fitness	16	99 Redmond	2690 152nd Ave NE #150, Redmond, WA 98052
Fitness	Orange Theory Fitness	16	99 Redmond	7525 166th Ave NE Ste D105
Fitness	Orange Theory Fitness	16	99 Bellevue	30 Bellevue Way NE, Bellevue, WA 98004
Fitness	Orange Theory Fitness	16	99 Issaquah	1676 9th Ave NE Ste 100, Issaquah, WA 98029
Fitness	Pivot Movement Studio	18	99 Bellevue	1950 130th Ave NE Ste 2, Bellevue, WA 98005
Fitness	Pure Barre	18	99 Bellevue	909 112th Ave NE, Suite 107, Bellevue, WA 98004
Fitness	Pure Barre	18	99 Redmond	16015 Cleveland St, Redmond, WA 98052
Fitness	Pure Barre	18	99 Sammamish	22526 SE 4th St Ste A, Sammamish, WA 98074
Fitness	Pure Barre	18	99 Kirkland	12675 120th Ave NE Ste 197, Kirkland, WA 98034
Fitness	The Pursuit: a lagree fitness studio	18	99 Kirkland	9758 NE 119th Way, Kirkland, WA 98034
Fitness	Samena Swim & Recreation Club	12	99 Bellevue	15231 Lake Hills Blvd, Bellevue, WA 98007
Fitness	Shawn Casey Results Fitness	18	99 Bellevue	155 108th Ave NE, Bellevue, WA 98004
Fitness	SoulCycle	18	99 Bellevue	10470 NE 4th St, Bellevue, WA 98004
Fitness	Sweat Circuit	18	99 Bellevue	10245 Main St Ste 104, Bellevue, WA 98004
Fitness	TITLE Boxing Club	18	99 Redmond	7325 166th Ave NE Ste F255, Redmond, WA

Fitness	Tru Fusion	18	99 Bellevue	Lincoln Square South, 500 Bellevue Way Ste 230,
Fitness	212 Health & Fitness	18	99 Mercer Island	2558 76th Ave SE, Mercer Island, WA 98040
Fitness	24 Hour Fitness	18	99 Redmond	7320 170th Ave NE, Redmond, WA 98052
Fitness	24 Hour Fitness	18	99 Issaquah	5712 E Lake Sammamish Pkwy SE, Issaquah, WA
Gardening	Bellevue Nursery	18	99 Bellevue	842 104th Ave SE, Bellevue, WA 98004
Golf	Golf Club at Newcastle	18	99 Newcastle	15500 6 Penny Ln, Newcastle, WA 98059
Golf	Willows Run Golf Complex	16	99 Redmond	10402 Willows Rd NE, Redmond, WA 98052
Gymnastics	La Luna Rhythmic Gymnastics Academy	4	12 Kirkland	11251 120th Ave NE, Kirkland, WA 98033
Gymnastics	Northwest Aerials	0.83	19 Kirkland	12328 134th Ct Redmond, WA 98052
Language	Asia Pacific Language School	2.5	18 Bellevue	14042 NE 8th St, 1st floor, Bellevue, WA 98007
Language	Eastside German Language School	2	99 Bellevue	1934 108th Ave NE, Bellevue, WA 98004
Language	eLearning Chinese Studio	4	17 Bellevue	15935 NE 8th St, Bellevue, WA 98008
Music	Allegro Music Lessons	0	99 Redmond	16320 Redmond Way, Redmond, WA 98052
Music	Bellevue Music Academy	0	99 Bellevue	1020 108th Ave NE, Bellevue, WA 98004
Music	Half Note Music School	0	99 Bellevue	14340 NE 20th St., Suite D, Bellevue, WA 98007
Music	Kennelly Keys Music	0	99 Bellevue	14315 NE 20th St, Bellevue, WA 98007
Music	Moore Brothers music	0	99 Sammamish	22820 NE 8th St Ste 102, Sammamish, WA 98074
Music	Music Works Northwest	0	99 Bellevue	1331 118th Ave SE, Suite 400, Bellevue, WA 98005
Music	Music & Arts	0	99 Bellevue	13500 Bel Red Road, Suite A, Bellevue, WA 98005
Music	Music & Arts	0	99 Redmond	16611 Redmond Way, Redmond, WA 98052
Music	Music & Arts	0	99 Issaquah	6130 E Lake Sammamash Pkwy SE Ste E, Issaquah,
Music	School of Rock	0	99 Bellevue	14330 NE 20th Street, Suite C/D, Bellevue, WA
Music	4/4 School of Music	0	99 Redmond	8900 161st Ave NE Ste 140, Redmond, WA 98052

Music	4/4 School of Music	0	99 Bellevue	14825 Main St, Bellevue, WA 98007
Music	4/4 School of Music	0	99 Kirkland	1417 Market St, Kirkland, WA 98033
Music	4/4 School of Music	0	99 Newcastle	6931 Coal Creek Pkwy SE, Newcastle, WA 98059
Martial Arts	Bellevue Taekwondo	5	99 Bellevue	13300 SE 30th St. Suite 105, Bellevue, WA 98005
Martial Arts	Bellevue Family YMCA	3	99 Bellevue	14230 Bel-Red Rd, Bellevue, WA 98007
Martial Arts	Eastside Family Karate	4	99 Redmond	4076 148th Ave NE, Redmond, WA 98052
Martial Arts	Elite Martial Arts	3	99 Kirkland	11743 124th Ave NE, Kirkland, WA 98034
Martial Arts	Hwang's Tae Kwon Do Martial Arts	4	99 Redmond	18210 Redmond Way, Redmond, WA 98052
Martial Arts	Jungyae Martial Arts of Kirkland	5	99 Kirkland	6601 132nd Ave NE, Kirkland, WA 98033
Martial Arts	Karate West	4	99 Issaquah	75 NE Creek Way, Issaquah, WA 98027
Martial Arts	Kirkland School of Oom Yung Doe	4	99 Kirkland	11506 124th Ave NE
Martial Arts	Miller's Martial Arts Academy	4	99 Bellevue	8920 122nd Ave NE, Kirkland, WA 98033
Martial Arts	Seiei Dojo	3	99 Bellevue	12611 Northup Way Ste 300, Bellevue, WA 98005
Martial Arts	True Martial Arts Redmond	4	99 Redmond	15123 NE 24th St, Redmond, WA 98052
Martial Arts	Washington Karate Association, Bellevue	3	99 Bellevue	14906 NE Bel Red Rd, Bellevue, WA 98007
Martial Arts	Washington Shotokan Association	5	99 Bellevue	12754 Bel-Red Road, Bellevue, WA 98005
Martial Arts	Western Washington Shotokan Karate Club	6	99 Bellevue	12611 Northup Way, Bellevue, WA 98005
Rock Climbing	Edgeworks	6	99 Bellevue	15600 NE 8th St Ste C-1, Bellevue, WA 98008
Rock Climbing	Vertical World	3	99 Redmond	15036 NE 95th St, Redmond, WA 98052
Soccer	Bellevue Youth Soccer Club	5	18 Bellevue	
Soccer	Eastside Youth Soccer Association	5	18 Bellevue	15600 NE 8th St Ste B1 Pmb 323, Bellevue, WA
Soccer	ISC Gunners FC	4	99 Bellevue	
Soccer	Lake Hills Soccer Club	4	18 Bellevue	2107 170th Ave NE, Bellevue, WA 98008

Soccer	Lake Washington Youth Soccer Association	5	18 Kirkland	12530 128th Lane NE, Kirkland, WA 98034
Swim	Angelfish Swimming	0	99 Kirkland	10203 116th Ave NE, Kirkland, WA 98033
Swim	Bellevue Family YMCA	0	99 Bellevue	14230 Bel-Red Rd, Bellevue, WA 98007
Swim	Coal Creek Family YMCA	0	99 Newcastle	13750 Newcastle Golf Club Rd, Newcastle, WA 98059
Swim	Cyan Swim Academy	0.3	12 Kirkland	6601 132nd Ave NE, Kirkland, WA 98033
Swim	Edgebrook Swim and Tennis Club	3	99 Bellevue	13454 SE Newport Way, Bellevue, WA 98006
Swim	Orca Swim School	18	99 Bellevue	601 143rd Ave NE, Bellevue, WA 98007
Swim	SafeSplash Swim School	0.5	18 Bellevue	15053 Main St, Bellevue, WA 98007
Swim	SafeSplash Swim School	0.5	18 Redmond	7320 170th Ave NE, Redmond, WA 98052
Swim	SafeSplash Swim School	0.5	18 Kirkland	12321 120th Pl NE, Kirkland, WA 98034
Swim	SafeSplash Swim School	0.5	18 Renton	715 N Landing Way, Renton, WA 98057
Swim	Samena Swim & Recreation Club	2	99 Bellevue	15231 Lake Hills Blvd, Bellevue, WA 98007
Swim	Strattonwood Swim Club	2	99 Redmond	7616 139th Pl NE, Redmond, WA 98052
Swim	Suzie's Swim School	0	5 Newcastle	11804 SE 87th St, Newcastle, WA 98056
Swim	Wave Swim School	0	99 Redmond	10601 NE 132nd St, Kirkland, WA 98034
Swim	Woodridge Swim Club	3	99 Bellevue	12320 SE 14th St, Bellevue, WA 98005
Tennis	Bellevue Club Tennis Courts	3	99 Bellevue	11200 SE 6th St, Bellevue, WA 98004
Tennis	Gorin Tennis Academy	5	99 Bellevue	13203 NE Spring Blvd, Bellevue, WA 98005
Tennis	Gorin Tennis Academy	5	99 Redmond	10600 231st Way NE Ste B, Redmond, WA 98053
Tennis	Central Park Tennis Club	3	99 Kirkland	5820 125th Ln NE, Kirkland, WA 98033
Tennis	Eastside Tennis Center	3	99 Kirkland	10822 117th Pl NE, Kirkland, WA 98033
Tennis	Newport Hills Swim & Tennis Club	5	99 Bellevue	5464 119th Ave SE, Bellevue, WA 98006
Theater	Redmond Academy of Theatre Arts	3	18 Redmond	18001 NE 76th St, Redmond, WA 98052



Theater	Second Story Repertory	5	18 Redmond	7325 166th Ave NE Ste F250, Redmond, WA
Theater	Studio East	3	18 Kirkland	348 Kirkland Ave, Kirkland, WA 98033
Theater	Village Theatre	4	18 Issaquah	303 Front St N, Issaquah, WA 98027
Volleyball	Northwest Juniors Elite Volleyball Club	10	18 Redmond	15801 NE 85th St, Redmond, WA 98052
Volleyball	Sudden Impact Volleyball Club	11	18 Bellevue	13405 SE 30th St Ste 1b, Bellevue, WA 98005
Yoga	Alive and Shine	18	99 Bellevue	2255-140th Ave NE Ste F, Bellevue, WA 98005
Yoga	Bsod Nams Yoga	18	99 Bellevue	1802 136th PI NE Ste 1, Bellevue, WA 98005
Yoga	Corepower Yoga	18	99 Bellevue	10307 NE 10th St, Bellevue, WA 98004
Yoga	Discover Yoga	18	99 Redmond	15744 Redmond Way, Redmond, WA 98052
Yoga	Infrared Yoga and Barre	18	99 Bellevue	1032 106th Ave NE Ste 124B, Bellevue, WA 98004
Yoga	New Me Yoga	18	99 Bellevue	13620 NE 20th St Ste G, Bellevue, WA 98005
Yoga	The Practice Space	18	99 Bellevue	4038 Factoria Blvd SE Ste C, Bellevue, WA 98006
Yoga	Tru Fusion	18	99 Bellevue	Lincoln Square South, 500 Bellevue Way Ste 230, Bellevue, WA 98004
Yoga	Yogabliss	18	99 Mercer Island	8236 SE 24th St, Mercer Island, WA 98040
Yoga	YogaSix	18	99 Mercer Island	2601 76th Ave SE Ste 104, Mercer Island, WA 98040
Yoga	YogaSix	18	99 Redmond	7425 166th Ave NE C245, Redmond, WA 98052
Yoga	YogaSix	18	99 Sammamish	22526 SE 4th St Ste B1, Sammamish, WA 98074
Adaptive Recreation	World for Kids	2	6 Bellevue	834 Bellevue Way SE, Bellevue, WA, 98004
Adaptive Recreation	Engage Thru Tech	7	13 Bellevue	
Adaptive Recreation	Aspiring Youth	8	18 Bellevue	12700 SE 32nd St, Bellevue, WA, 98005
Adaptive Recreation	Aspiring Youth	8	18 Redmond	NE Marymorr Way, Redmond, WA 98052
Adaptive Recreation	Aspiring Youth	8	18 Kirkland	308 4th Ave S, Kirkland, WA 98033
Adaptive Recreation	C.A.S.T for Kids	6	99 Renton	

Adaptive Recreation	Theater of Possibility	13	99 Bellevue	16051 NE 10th St, Bellevue, WA 98008
Adaptive Recreation	TOP soccer	4	99 Redmond	9040 Willows Rd, Redmond, WA
Adaptive Recreation	Community Adventure Program	8	25 Lynnwood	2018 44th Ave W Ste 270, Lynnwood, WA 98036

Draft







**APPENDIX IV**  
**Recreation Program Pricing Policy**



The Pricing Policy for Bellevue Parks & Community Services achieves two main goals:

1. To give Bellevue residents priority access to recreation activities and programs.
2. To set fees so that tax revenues used to support recreation activities are directed to the services that are more sharply focused on meeting the needs of community members who would otherwise have limited opportunities to participate in recreational activities.

In 1993, the city established the Enterprise Division within Parks & Community Services. This marked the beginning of an effort to develop an overall pricing structure that would allow the department to differentiate among various recreation users when charging fees for recreation activities. In addition, the creation of this division allowed for a more entrepreneurial approach to managing these services.

## Key Pricing Concepts

Setting prices for recreation services involves two key concepts: 1) subsidy and 2) a public/private continuum.

### Subsidy

Virtually all recreation classes and activities (public and private) are subsidized. The fees associated with a class or program often do not cover the full set of program and related facility costs. In the private for-profit sector, sign-up fees, dues, advertising, product placement, and sales of materials can offset the marginal cost one pays for any specific activity. An art class offered through an art store provides an example. The cost of the class often covers only the direct cost of the instructor's time and part of the materials used. The actual user fee or class charge is held down in anticipation that participants will purchase supplies from that store.

In the private non-profit sector, organizations like the Boys & Girls Club or the YMCA receive charitable contributions and dues. These organizations use dues and contributions to both offset the costs charged to the broad membership and to provide scholarships, which allow for greater access. In the public sector, often the actual cost to the user is subsidized from general tax revenues. This Pricing Policy defines the manner in which the City of Bellevue applies this subsidy.

### Public Good/Private Good Continuum

Taken as a whole, recreation programs span a continuum ranging from programs that serve the public good to programs serving the private good.

**Public good** programs are designed not only to be recreationally attractive, but also to meet some broader community goal. Public good programs are also characterized by their indivisible nature. Many people can simultaneously make use of a trail, a beach park or a drop-in time at a

community center. Their use of that facility or service does not preclude use by others; use by more than one person does not diminish the benefit any individual user derives from an activity.

On the operational level, there is no practical way to assign an individual cost to, or to charge a fee for, purely public good. These programs exist and provide benefits whether ten or 10,000 people make use of them. Bellevue's public good programs include teen services at Crossroads Community Center, older adult programming, adaptive recreation programs for people with disabilities, Bellevue Youth Theatre productions, and special events like the 4th of July celebration in Downtown Park and Movies in the Park.

**Private good** programs are those developed to respond to the expressed needs of consumers for particular activities. Their benefit is primarily to the individual user. The consumption of this good is divisible and the supply is finite. One person's use of a facility or program by definition limits the availability of that facility or program to all others. One person's consumption or use of a service or program can be distinguished from another. Examples of Bellevue's private good programs include golf played at the Bellevue Golf Course, tennis facilities, and rental of picnic shelters.

**Merit good.** Programs are rarely strictly private or public good. Merit good programs provide a substantial degree of indivisible personal benefit and also serve a broad public purpose. The Skate Park (in-line and skateboards) meets a specific need for teen and young adult recreation. It meets the broad public goal to engage teens in recreation. By its nature, the Skate Park has limited capacity and is somewhat like a private good. Merit good programs meet the goals of both public and private good. The public's interest is served by simply having these programs available, and the participants undeniably receive individual benefit from the activity. As such, these types of programs merit subsidy and are excellent candidates for substantial cost recovery.

### **Resident Preference for Recreation Services**

The Bellevue City Council has determined that Bellevue residents will be given priority in the use of city-sponsored recreation services. This preference can take one or more of three forms. First, is lower pricing for services. Fees charged to non-residents for participation in "Merit-Priced" programs will be higher than those for Bellevue residents. Second, is preference in registration. Bellevue residents get an opportunity to register for classes and activities before non-residents. Third, preference can be expressed in terms of targeting program activities. An example of the latter is providing Wraparound Services coordinators at Title I schools in the Bellevue School District.

### **Pricing Policy Established**

Consistent with the vision for recreation, the city's recreation services are designed to complement those offered elsewhere in the community, so that all residents have the opportunity

to participate in recreation programs of their choice. The figures that follow display how the city decides whether or not to offer or facilitate a service. Once a decision is made to offer a service, a price will be set. For purposes of this policy, three distinct categories or programs are established: Full Subsidy, Merit Pricing, and Full Cost Recovery.

### **Full Subsidy**

Programs in this category are those that meet the city's goals to provide broad access to recreation through community and special events. Full subsidy programs include those activities that serve a broader public purpose and have largely an indivisible set of benefits. In some instances, nominal fees may be charged in order to regulate attendance or to promote a more orderly activity. Residents will be given preference in signing up and registering, where feasible. There is no expectation of any specific cost recovery objective.

### **Merit-Priced**

Programs in this category provide broad community benefit, though they are delivered for the most part as classes and activities and have many attributes of private good programs. The broad public purpose is achieved in activities that serve priority and underrepresented groups. Merit-priced activities have a goal to recover direct program costs. These costs represent the costs directly attributable to the delivery of an activity. This includes direct program staff fees/costs, materials and supplies, and immediate program administration overhead.

### **Full Cost Recovery**

In setting prices for these activities, the goal is to recover full costs and to price the activity competitively within the local market. Full costs are calculated to be the total of all staff costs associated with an activity, materials and supplies, departmental overhead, and city overhead. For golf activities only, full cost recovery includes the costs of capital (i.e., golf revenues fully fund debt services and capital improvements at the golf course). Bellevue residents will be given preference for signup and reservations, where feasible. However, because full cost recovery services are already priced at market rates, non-residents and residents are charged the same fees.

### **Non-Resident Fees**

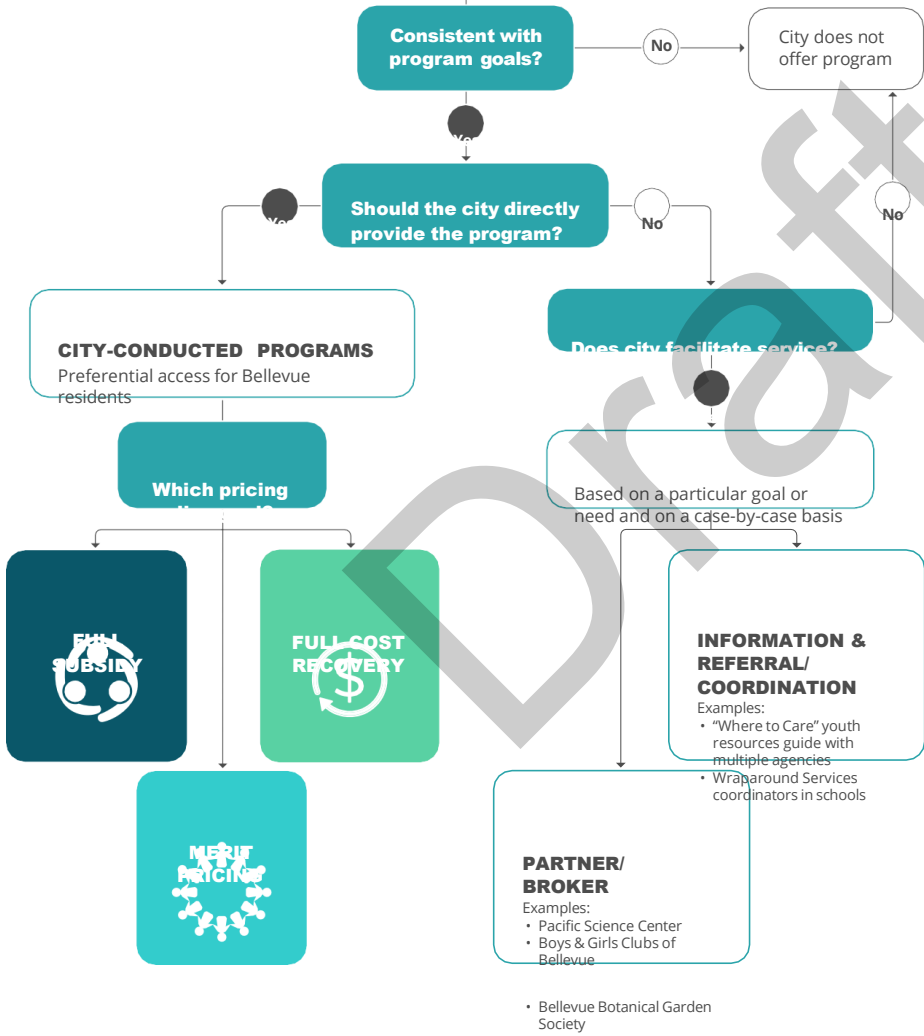
Non-residents of Bellevue will be charged fees for merit-priced programs based on full cost recovery goals unless one of the following conditions is met:

1. Non-resident participation is necessary to make a program viable.
2. Non-resident participation reduces the city's net cost of operating a program.
3. Interlocal agreements are in place with other municipalities that subsidize their residents' participation in Bellevue's program.






### SERVICE DELIVERY MODEL

**PARKS & COMMUNITY SERVICES MISSION:**  
 We build a healthy community through an integrated system of exceptional parks, natural areas, recreation, arts and culture, and a broad base of community services.



Note: Scholarships available for merit pricing and full cost recovery programs. Eligibility determined based on HUD Low/Moderate Income and USDA Free and Reduced Price School Meal guidelines.

**RECREATION PROGRAM PRICING POLICY**

	Public Good		Private Good
	Indivisible Benefit	Community Benefit	Individual Benefit
	FULL SUBSIDY 	MERIT PRICING 	FULL COST RECOVERY 
Examples	Drop-In Special Events Youth Link Promotions Private Subsidy Grants/Donations	Day Camps Youth Sports Skate Park Adaptive Recreation Cultural Arts (Youth) Older Adult Classes	Enterprise Programs: • Aquatic Center • Tennis • Golf Adult Sports Adult Field Rentals Adult Classes Facility Rentals
Cost Recovery	No cost recovery goal.	Goal is to recover direct program costs and to provide affordable and accessible programs.	Goal is full cost recovery for all activities.
Resident/Non-Resident	Resident preference for sign-up and registration where feasible.	Residents have preference for sign-ups and pay Merit Price. Non-Residents pay full costs unless: 1. Non-Resident participation is necessary to make program viable. 2. Non-Resident participation helps reduce net costs to offer program. 3. Interlocal agreements are in place. In all other instances Non-Residents will pay at least a 20% surcharge.	Resident preference for sign-ups/registrations/reservations.

Note: Scholarships available for merit pricing and full cost recovery programs. Eligibility determined based on HUD Low/Moderate Income and USDA Free and Reduced Price School Meal guidelines.

APPENDIX V

Programs and Services Management Matrix

**Commented [RW26]:** For this plan, a sample will be included along with a link to the full matrix to be added upon final formatting

Draft

Program Category	Typical Activities	Proficiency Levels	Fee/No Fee	Population Served (Genders, Life Stage, Age Groups)	User Group (Merge with Population Served)	Program Type	Scope of Program Opportunities/Classification Formats	Program Objectives
<b>Adaptive Recreation</b>								
Drop-In Programs	Wheelchair Basketball, Quad Rugby, Exercise	Beginner through Advanced	Fee-Based	Individuals with Disabilities	Adult, Older Adult	Facilitated	Open to All	Provide adaptive recreational sports, fitness and social opportunities for people with disabilities.
Events	Halloween Howl, Barn Dance, Seafair Cruise, Ballroom Dance	Beginner through Intermediate	Free and Fee-Based	Individuals with Disabilities	Teens, Adults	Facilitated	Open to All	Provide adaptive social activities and events for people with disabilities.
Adaptive Programs	Stoneware Creations, Full Fitness Fun, Highland Hangout	Beginner through Intermediate	Fee-Based	Individuals with Disabilities	Teens, Adults	Instructor-Led	Open to All, with some programs designed specifically for people with physical disabilities.	Provide adaptive recreation, fitness and social programs and activities for people with disabilities.

## APPENDIX VI

### Evaluation Forms

**Commented [RW27]:** To be inserted through formatting process

Draft

APPENDIX VII

Organizational Charts (Agency & Staff)

**Commented [RW28]:** To be inserted through formatting process

Draft

## APPENDIX VIII

### Document Links

**Commented [RW29]:** To be inserted through formatting process

Participant and Spectator Code of Conduct

Community Inventory

([https://bellevuewa.gov/sites/default/files/media/pdf\\_document/2023/Parks-Open-Space-System-Plan-2022.pdf](https://bellevuewa.gov/sites/default/files/media/pdf_document/2023/Parks-Open-Space-System-Plan-2022.pdf))

Draft







Bellevue Parks &  
Community Services

[www.bellevuewa.gov](http://www.bellevuewa.gov)

Endorsed by the Parks & Community Services Board | \_\_\_\_\_, 2023

Contact:

Ryan Walker, Senior Planner  
Parks & Community Services

P.O. Box 90 012 | Bellevue, WA 980 09-9012  
425-452-4280 | [rwalker@bellevuewa.gov](mailto:rwalker@bellevuewa.gov)