

MEMORANDUM



Bellevue Parks & Community Services

Date: January 21, 2026

To: Parks & Community Services Board

From: Bridgette Larsen – Marketing Coordinator, Parks & Community Services

Subject: Connecting community members with Parks & Community Services
For information only - no Board action requested

At the Wednesday, Jan. 21, Parks & Community Services Board meeting, I will present how Parks & Community Services connects community members to department programs and services, and the primary marketing tools used to support awareness, access and participation.

Our outreach is built around three core tools that work together as an integrated system. The Activity Guide provides a comprehensive, seasonal overview of offerings and serves as a trusted planning resource. Social media builds awareness and connection by highlighting people, places and experiences across our parks and facilities. eNews, our monthly digital newsletter, delivers timely, targeted information that supports participation, registration and program success. Together, these channels reinforce a consistent Parks & Community Services voice while supporting equitable access for all community members.

Our approach is grounded in the following principles:

- **Equitable access:** Providing multiple ways for community members to discover and engage with programs
- **Clarity and transparency:** Clearly communicating what programs are, who they are for and how to participate
- **Connection and belonging:** Using visual storytelling to reflect the diversity of our community and the experiences we offer
- **Responsiveness:** Sharing timely information that helps community members plan, participate and stay informed
- **Consistency and trust:** Aligning messaging and tone across channels to build understanding and confidence

Current examples of outreach include:

- **Parks & Community Services eNews, January 2026:**
<https://conta.cc/4qz8wpw>
- **Activity Guide, January through April 2026:**
<https://online.flipbuilder.com/BellevueWAParks/kbgj/>
- **Parks & Community Services on Facebook:**
<https://www.facebook.com/bellevueparks/>

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- **Parks & Community Services on Instagram:**
<https://www.instagram.com/bellevuewaparks/>

This integrated marketing approach supports participation, strengthens community connections and helps ensure Parks & Community Services programs are welcoming, visible and accessible to all.