

MEMORANDUM



Bellevue Parks &
Community Services

Date: February 4, 2020

To: Parks & Community Services Board

From: Betsy Anderson, Senior Planner
Parks & Community Services

Subject: 2020 Recreation Program Plan overview
(*Board action requested—review and endorse plan*)

SUGGESTED MOTION

Move that the Parks & Community Services Board endorse the 2020 Recreation Program Plan as presented.

Parks & Community Services has completed the update to the department's Recreation Program Plan (included in your packet), and staff will present it to the Board on February 11 for review and endorsement. The Board received information about the plan update at its April and October 2019 meetings.

BACKGROUND

First developed in the late 1990s, the Recreation Program Plan guides the department's investment in recreation programming. It has been updated approximately every five years, in step with the department's reaccreditation cycle. Parks & Community Services is one recreation provider among many in Bellevue, and the plan defines the city's role within this larger system. The plan also describes the city's policies for recreation program pricing.

While the core tenets of the plan remain relevant and have served the department well, staff have identified the 2020 plan as an opportunity to provide a few key updates to the plan's focus and structure. Notably, the plan format has been streamlined to be more user-friendly, and the plan goals and strategies have been revised to align with the City Council-adopted Diversity Advantage Initiative. The updated plan goals, strategies, and actions more strongly emphasize the importance of equity, diversity, accessibility, and cultural responsiveness in program planning and delivery.

Staff also embraced the plan update as an opportunity to engage with the community to learn about recreational interests, as well as barriers to participation. The enclosed plan summarizes the outreach process, which included 13 meetings or interviews with city boards, commissions, advisory groups, community organizations, and department staff. Public engagement also included two focus groups and 376 responses to a survey distributed through multiple formats in several languages (Spanish, simplified Chinese, Korean, Russian, and Hindi).

The Board had the opportunity to review the proposed public engagement approach in April and was briefed on the results of outreach in October. Feedback received during outreach and engagement was analyzed by the planning team along with data from the City's recurring surveys and performance measures to inform the development and prioritization of the plan's actions.

CURRENT STATUS

Once endorsed by the Board, the Recreation Program Plan will be submitted as part of the supporting documentation for the accreditation process. The information will be submitted for review to the team of three CAPRA officials evaluating our department's documentation, the organization, and our park system.

If you have any questions prior to the meeting, please contact me at 425-452-4280 or EHAnderson@bellevuewa.gov.