

MEMORANDUM



Bellevue Parks &
Community Services

Date: February 11, 2020

To: Parks & Community Services Board

From: Betsy Anderson, Senior Planner
Parks & Community Services

Subject: 2020 Strategic Plan overview
(Board action requested—review and endorse plan)

SUGGESTED MOTION

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

Parks & Community Services has completed the update to the department's Strategic 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 June and October 2019 meetings.

BACKGROUND

The Strategic Plan is an internal planning tool that prioritizes the department's key areas of focus over the next five years. The Strategic Plan acts like a bridge—it helps staff translate policy-level guidance from city- and department-level initiatives and plans into actionable goals and strategies. This is the third update for the plan, which is one of the documents required for the department's CAPRA accreditation.

In developing the plan, staff solicited input from the Board, as well as from the Human Services Commission, the Youth Link Board, and all department divisions and work groups. The Board reviewed the plan core components in June, which were revised to reflect Board feedback on the department vision. The Board additionally emphasized the importance of staff engagement with the plan update process and the importance of addressing access to parks and trails in the plan's goals and strategies. These suggestions are reflected in the planning process and plan content.

In October, the Board participated in a retreat and offered their input about the value of the department, as well as feedback for staff to consider in developing the plan's goals and strategies. Staff have drafted a statement reflecting the Board's comments on the purpose and value of Parks & Community Services. In addition, the plan's guiding principles, goals, and strategies align with Board recommendations to prioritize communication and outreach, partnerships, expansion of the park system, support for human services, long-term funding strategies, and the importance of environmental stewardship.

CURRENT STATUS

Once endorsed by the Board, the Strategic 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.