



***Bellevue Parks &
Community Services***

2020 Strategic Plan

Parks & Community Services Board

February 11, 2020

Agenda:

- ▶ Purpose of the Strategic Plan
- ▶ Overview of planning process
- ▶ Plan content
- ▶ Discussion + next steps





Purpose of the Plan

- ▶ Establishes a shared understanding of the department's vision, mission, and guiding principles.
- ▶ Prioritizes the department's key areas of focus over the next 5 years.
- ▶ Translates policy-level guidance from city- and department-level plans into actionable goals and strategies.
- ▶ Meets CAPRA accreditation requirements.

Plan Update Process

SCOPING

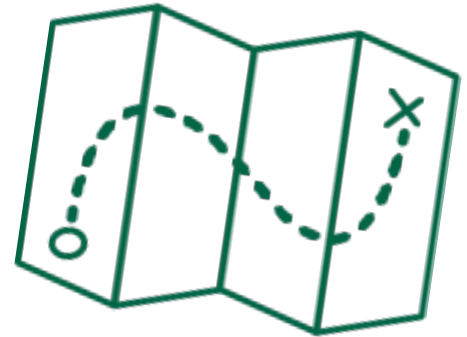
- Staff Management Team retreat: Fall 2018
- Development of draft core components: Winter-Spring 2019

REVISION

- Engagement with boards and commissions: Summer 2019
- Engagement with department staff: Summer-Late Fall 2019

DRAFT PLAN

- Revise draft plan: Fall 2019-Winter 2020
- Review and endorsement by Parks & Community Services Board: February 2020



Strategic Plan

Plan Content

- ▶ Purpose and Value of Parks & Community Services
- ▶ Vision statement
- ▶ Mission statement
- ▶ Equity statement
- ▶ Guiding Principles
- ▶ Foundation for a Healthy Community
- ▶ Goals and Strategies
- ▶ Appendix I: Planning Framework



The Purpose and Value of Parks & Community Services

Statement from the Parks & Community Services Board

Bellevue Parks & Community Services practices stewardship of natural and cultural resources and promotes well-being through a spectrum of services that support and enrich people's lives. The health of our park system is closely intertwined with that of the community. Bellevue's parks, programs, and services are treasured community assets, allowing everyone to gather, play, learn, and develop a relationship with nature. Within a fast-growing city, our parks, open spaces, and trails serve as a reminder of the natural world.

Plan Core Components

Vision

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

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.



Plan Core Components



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.

Plan Core Components

Guiding Principles

- ▶ *Commit to Excellence*
- ▶ *Be a Learning Organization*
- ▶ *Deliver Highly Relevant and Effective Services*
- ▶ *Achieve a Common Focus Across Diverse Programs and Services*
- ▶ *Maximize the Value of Resources*
- ▶ *Apply the One City Philosophy*
- ▶ *Actively Manage Organizational Health*

Foundation for a Healthy Community

- ▶ *Active minds and healthy lifestyles*
- ▶ *A caring and committed community*
- ▶ *Heart and soul*
- ▶ *Environmental sustainability*
- ▶ *A vibrant economy*



Goals

1. Uphold and advance Bellevue's identity as a *City in a Park*
2. Promote community well-being
3. Celebrate Bellevue's cultural diversity, arts community, and rich heritage
4. Practice environmental stewardship
5. Evaluate the relevance and effectiveness of programs, services, and operations
6. Leverage existing assets and partnerships and identify new opportunities to enhance resources
7. Sustain and strengthen community support for the work of the department
8. Foster employee growth, innovation, and leadership





Discussion + Next Steps