



***Bellevue Parks &
Community Services***

2020 Recreation Program Plan

Parks & Community Services Board

February 11, 2020

Agenda:

- ▶ Purpose of the Recreation Program Plan
- ▶ Plan update process
- ▶ Overview of outreach
- ▶ Plan content
- ▶ Discussion + next steps





Purpose of the Plan

- ▶ Guides the department's investment in recreation programs, with a focus on programming and spending to meet the needs of those with limited opportunities for recreation
- ▶ Establishes a specific role for the city as a recreation service provider in relation to other providers
- ▶ Advances the policy framework provided by the City of Bellevue Comprehensive Plan—Parks, Recreation, & Open Space element (PA-18 to PA-28)
- ▶ Meets CAPRA accreditation requirements



Plan Update Process

SCOPING

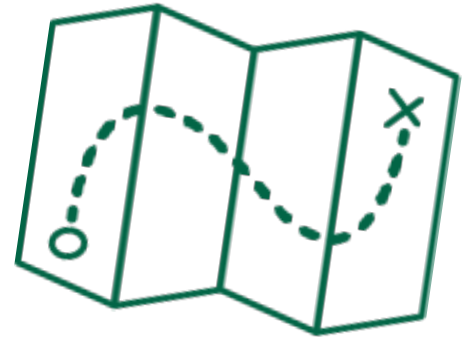
- Core Team review of current plan: Fall 2018
- Development of draft planning framework: Winter 2019

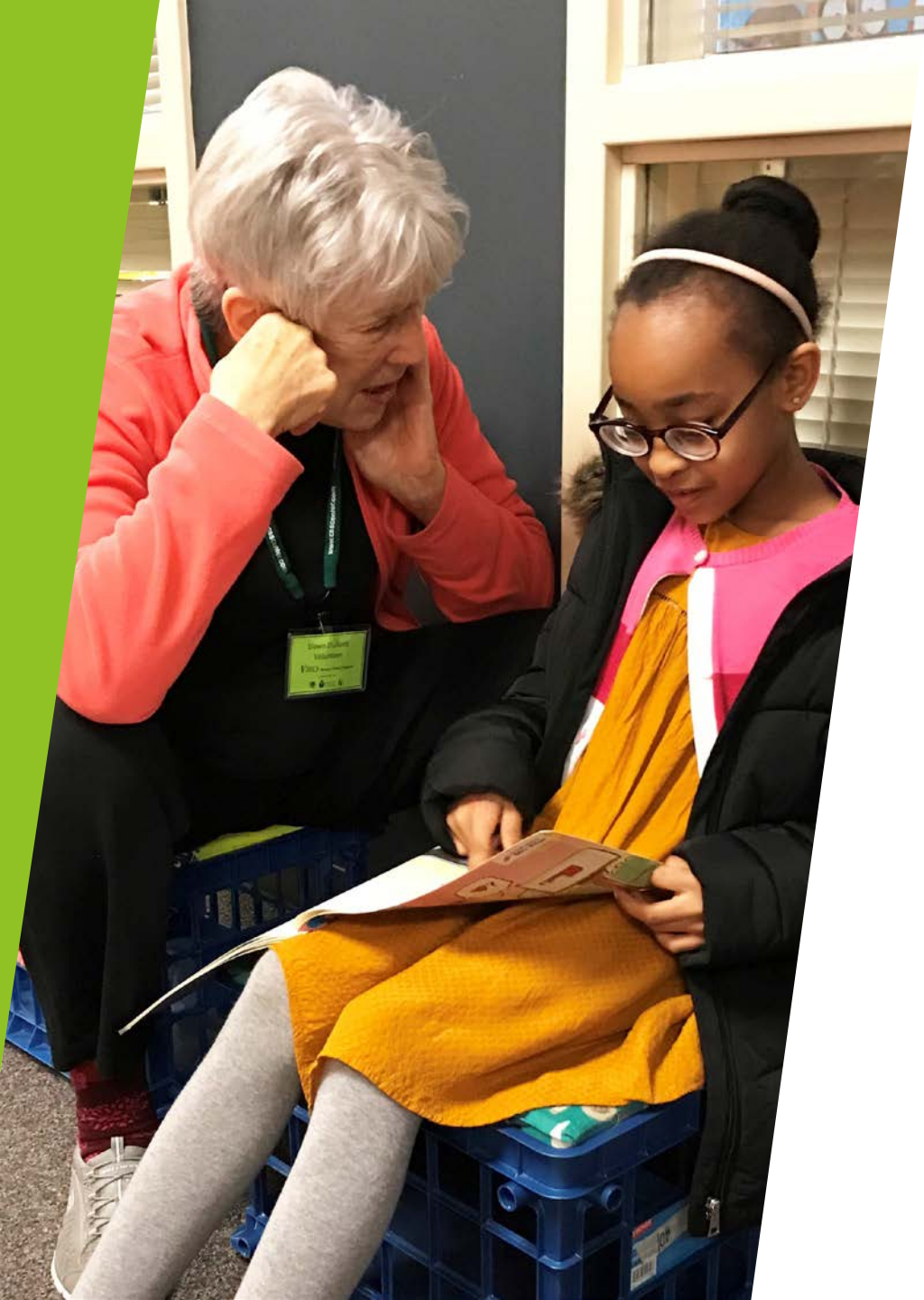
OUTREACH

- Engagement with boards, commissions, advisory groups: Spring—Summer 2019
- Community outreach: Summer 2019

DRAFT PLAN

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





Outreach Methods

▶ Meetings and Interviews:

- ▶ Parks & Community Services Board
- ▶ Human Services Commission
- ▶ Bellevue Diversity Advisory Network
- ▶ Bellevue Network on Aging
- ▶ North Bellevue CC Advisory Board
- ▶ Youth Council
- ▶ Youth Link Board
- ▶ Bellevue School District Family Connections Centers
- ▶ Bellevue School District Department of Equity

▶ Focus Groups:

- ▶ Two focus groups: 1) parents of children under 13 years old; 2) adults with no children or with children over 13.
- ▶ All Bellevue residents who had not participated in any city recreation programs.

▶ Surveys:

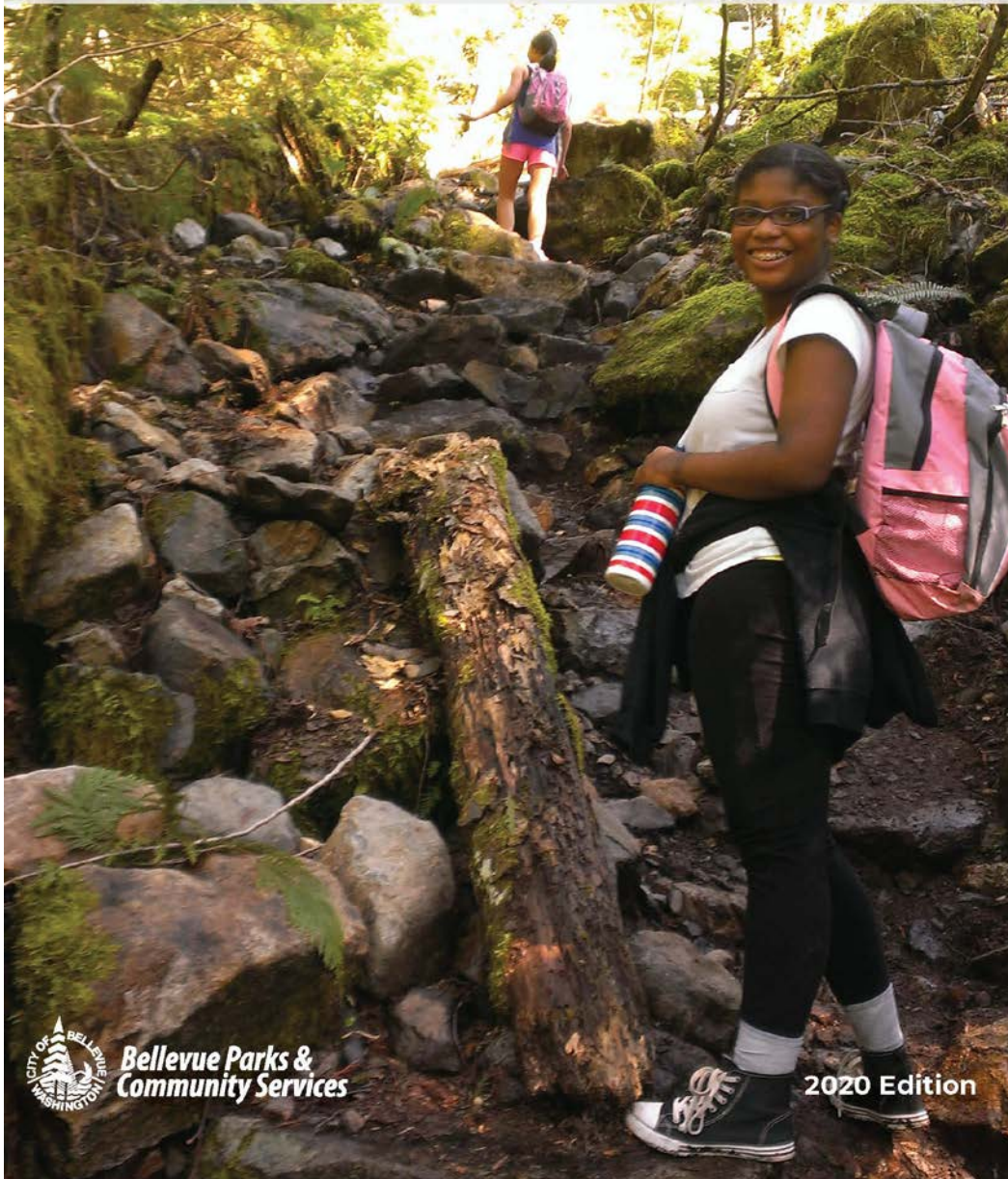
- ▶ Distributed through in-person intercepts, online outreach, and promotion at community centers and other organizations.
- ▶ 376 surveys completed.



Key Insights from Outreach

- ▶ Recreation habits are consistent with those reported from other surveys in Bellevue, King County, Washington State, and nationally.
- ▶ Most respondents learn about programs by word-of-mouth. Opportunities exist to enhance existing communications and outreach efforts.
- ▶ Participants expressed an interest in additional opportunities for:
 - ▶ unstructured play
 - ▶ intergenerational and multicultural programs
 - ▶ programs that center the experiences of non-dominant cultures
 - ▶ programs that foster youth skills and leadership
 - ▶ programs to promote brain health
- ▶ Barriers to access include:
 - ▶ Access and transportation
 - ▶ Cost
 - ▶ Time of day and available free time
 - ▶ Communication and cultural responsiveness

Recreation Program Plan



Plan Content

► Part I: Background + Research

- Department vision statement
- Department mission statement
- Department equity statement
- Purpose and philosophy of recreation
- The recreation system in Bellevue
- Community perceptions of city-provided recreation
- Recreation planning process

► Part II: Core Plan

- Vision for recreation
- Guiding principles for recreation
- Priority goals for recreation

► Part III: Appendices

- Appendix I: Community Profile
- Appendix II: Summary of Public Outreach Methods
- Appendix III: Inventory of Recreation Service Providers
- Appendix IV: Recreation Program Pricing Policy



Core Plan

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.



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.




Priority Goals for Recreation

- I. **Ensure that every Bellevue resident can access recreational opportunities and community services.**
 - 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.
 - B. Connect with new audiences through expanded outreach and communication efforts.



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

- A. Identify and address gaps in program and service delivery in collaboration with community members and organizations.
- B. Empower staff to respond nimbly to the changing recreational needs of a growing city.
- C. Engage with new and established partners to enhance program and service delivery.



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

- A.** To better connect residents to the community, expand program choice for those who would otherwise have limited opportunities for recreation.
- B.** Promote recreation, gathering places, special events, and time to connect as important facets of a livable community and healthy economy.



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

- A.** Provide resources and programs that promote lifelong fitness and healthy lifestyles.
- B.** Develop programs and tools that get people outside and encourage exploration of parks and trails.
- C.** Design programs and facilities that provide opportunities for play for residents of all ages.
- D.** Provide recreation programs and community services that support children and youth in the development of physical, cognitive, and social skills; leadership experience; expanded learning opportunities; and risk reduction.



**Discussion +
Next Steps**