



Bellevue Parks &
Community Services

Marketing & Communications Plan Update

February 11, 2020

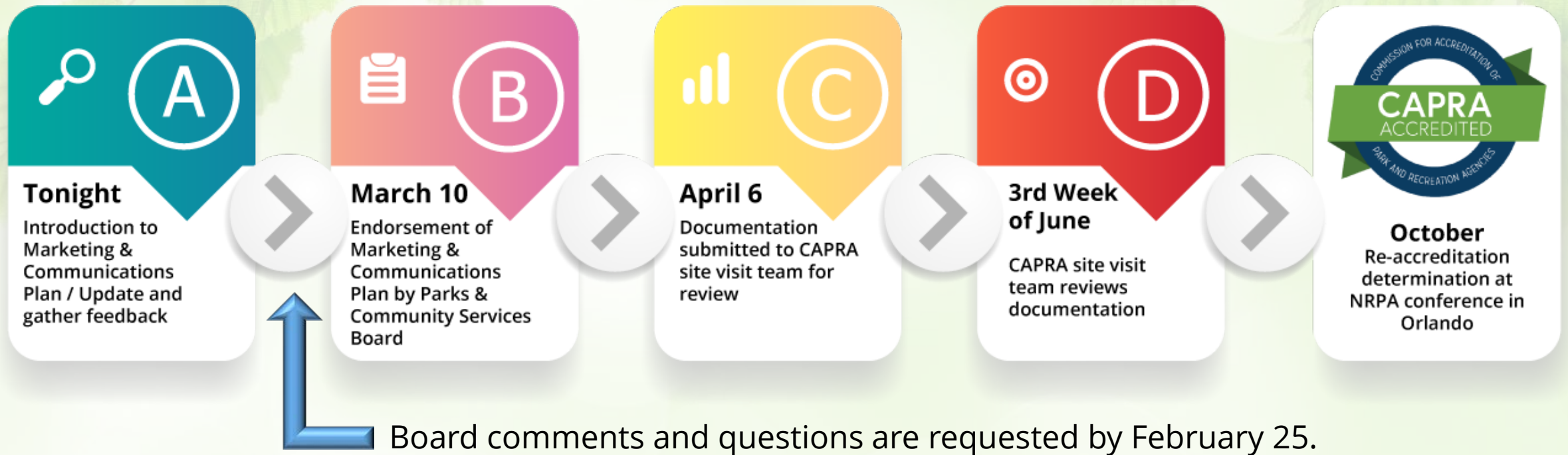
Bellevue Parks & Community Services Board

Today's Goals

- Review the Accreditation standards addressed by the Plan
- Overview of the Plan's structure
- Discuss strategies identified in the Plan



Plan update process / next steps



Accreditation Standards

Community Relations & Public Information

Community Relations/Public Information standards are met through citywide plans, which will be included as attachments to the Marketing & Communications Plan.

3.3

INTERNAL COMMUNICATIONS

A communication system shall be established to ensure the accurate and timely transfer of internal information among staff.

3.4

PUBLIC INFORMATION POLICY & PROCEDURE

The agency shall have approved policies that govern what information shall be released, when it should be released, and by whom it should be released and that demonstrate the agency's commitment to inform the community and news media of events involving the agency.

3.4.2

COMMUNITY RELATIONS PLAN

The agency shall have an established community relations plan that identifies and addresses community needs for all segments of its service population, which is evaluated periodically for effectiveness.

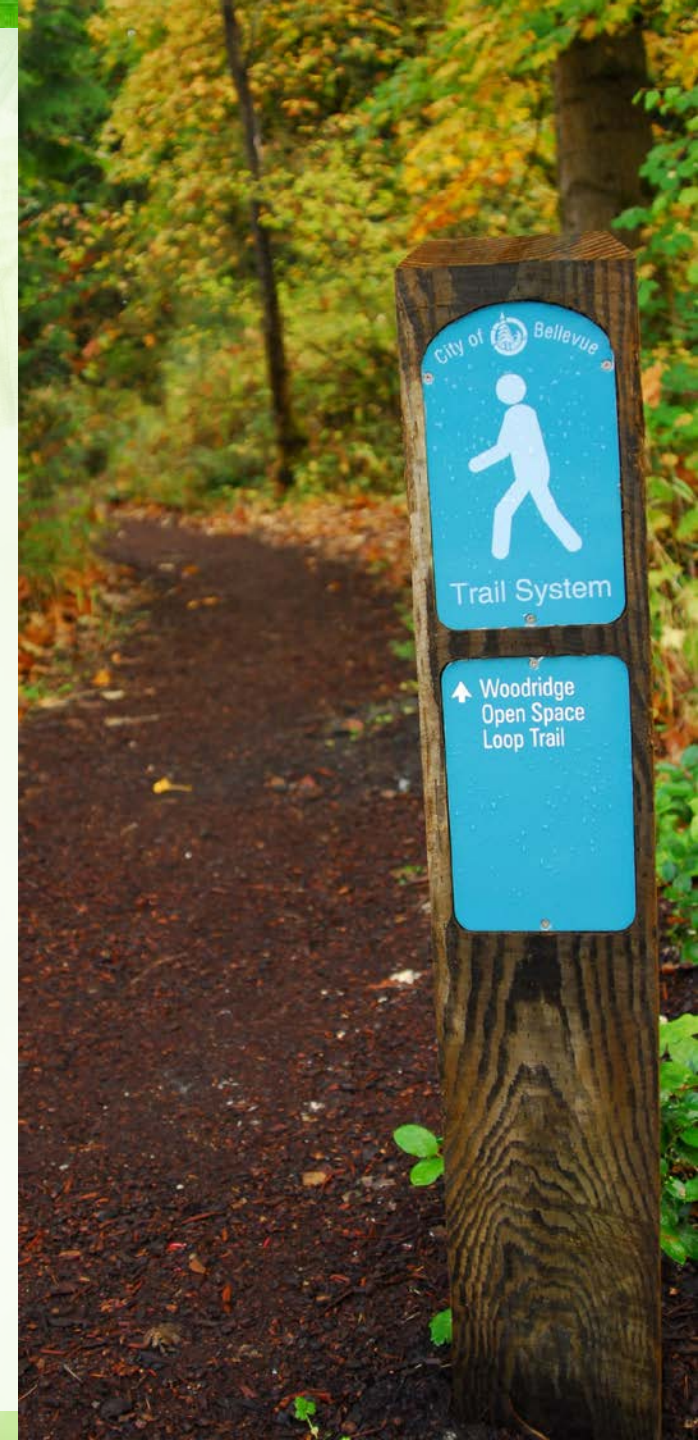
Accreditation Standard

Marketing

3.4.3

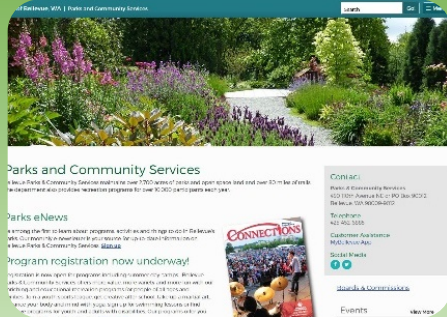
MARKETING PLAN

The agency shall have an established marketing plan, based on market research that is evaluated periodically for effectiveness. The fundamental principle of marketing is to gain an understanding of customer needs, wants, concerns and behaviors. The marketing plan addresses the appropriate mix of communications tools to promote agency programs, facilities, events and services and to provide accurate, timely and useful information to the various segments of the target audience.



Parks & Community Services Outreach Structure

Program Staff



Department Website Administrator

Post and maintain content, collaborate with program staff on website strategy



Department Public Information Officer

Communications strategy, media relations and outreach, Council relations, social media, event planning



Department Marketing Administrator

Marketing strategy, program and product evaluation, advertising, branding, social media, primary focus revenue-generating activities

Overview of the Plan's Structure

- Represents an update to the existing plan
 - Consistent with 2015 Marketing & Communications Plan
 - Overall strategies and tactics largely remain the same
 - Citywide policies updated where relevant
- Incorporates recent research and recommendations from department planning efforts
- Focus on diversity, equity and inclusion



Department Marketing Philosophy

- “Three Legged Stool” model
- Recreation Program Plan – service delivery philosophy



2020-2025 Marketing Strategies

Position Bellevue as a cohesive force that improves the quality of life and economic prospects for all residents, integrating recommendations from the Department Diversity Strategic Plan in the department's marketing and communications efforts.



2020-2025 Marketing Strategies

Enhance the Bellevue Parks & Community Services website to increase information access and dissemination.



2020-2025 Marketing Strategies

Increase data collection and analysis to better understand our current and potential customer base, service gaps, and programmatic needs, with a specific focus on underrepresented populations.



2020-2025 Marketing Strategies

Explore opportunities to promote programs and services beyond current customer base using a combination of print and digital tools.



2020-2025 Marketing Strategies

Participate in citywide rebranding efforts, positioning the department to differentiate its programs and services from those offered by other service providers in the community.



2020-2025 Marketing Strategies

Continue to evaluate opportunities to enhance the Marketing & Communications program.





Questions?

