



Bellevue Parks &  
Community Services

# **Marketing & Communications Plan Update**

**March 10, 2020**

Bellevue Parks & Community Services Board

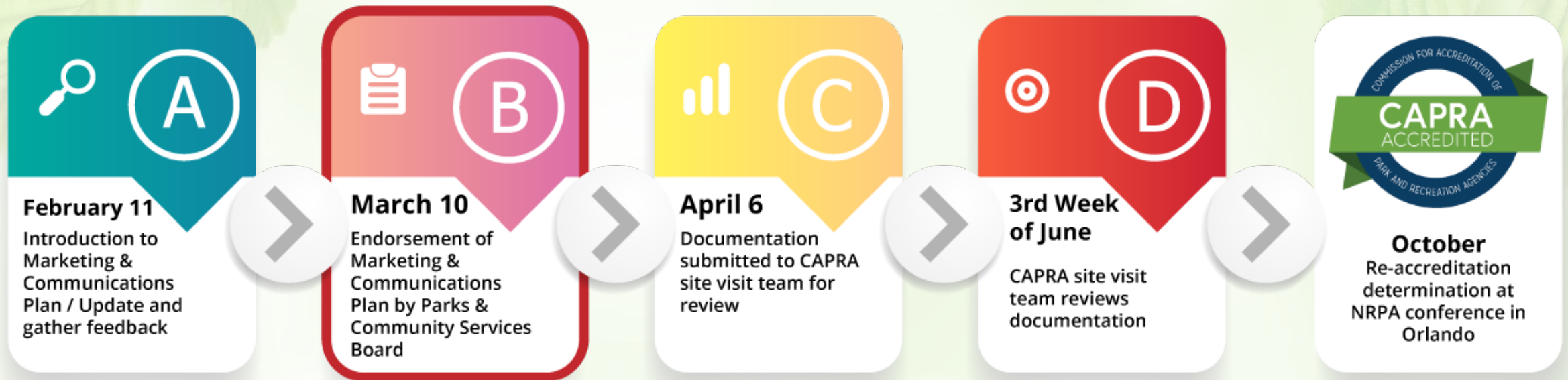


# Today's Goals

- Overview of changes since last month
- Board endorsement of Marketing & Communications Plan



# Plan update process / next steps





# Department Marketing Philosophy

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



# Changes Since February: Demographics & Economic Climate

- Demographic trend data updated to reflect recently revised analysis.
  - Consistent with Community Development data
  - Aligned with Human Services Needs Update
- Economic Climate section directly aligns to Human Services Needs Update

# Changes Since February: Recreation User Survey

- Clarifies how Recreation User Survey data are used
  - Supports department performance metrics established during the biennial budget process
  - Incorporated into recreation program planning efforts by staff





# Questions?





# **Suggested Motion**

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