

MEMORANDUM



Bellevue Parks &
Community Services

Date: March 1, 2021
To: Parks & Community Services Board
From: Shelley Brittingham, Assistant Director
RE: Facility and Program Re-opening Communications Update

At the Park Board February meeting, members expressed an interest in how the department was communicating facility and program re-openings as they related to the Healthy Washington Roadmap to Recovery guidelines that would affect facility status or program offerings. Listed below are the communication tools the department uses to keep the community informed.

- Program information is distributed to customers on our email list, both broadly (monthly program listings to our entire list) and targeted (facility-specific information to smaller market segments).
- The department's website, along with individual community center pages, include up-to-date information on facility and program status. As information is updated, emails are sent to webpage subscribers with relevant information.
- Social media posts have featured information on facility re-openings, virtual programming opportunities, and in-person programming re-start. An example of this is our new South Bellevue Community Center Facebook page, which has been used to build community with the facility's customers, and re-engage with them as programs have resumed.
- News releases are sent to local media and posted on the city's news release page on the website.
- Facility and program status have been highlighted in the citywide It's Your City publication, which is mailed to all Bellevue residents, and through the Community Development Department's Neighborhood News monthly newsletter.

We always appreciate our supporters reposting this type of information to help us spread the word. Please let me know if you have further questions.