



***Bellevue Parks &
Community Services***

2020 Recreation Program Plan

Parks & Community Services Board

April 9, 2019



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



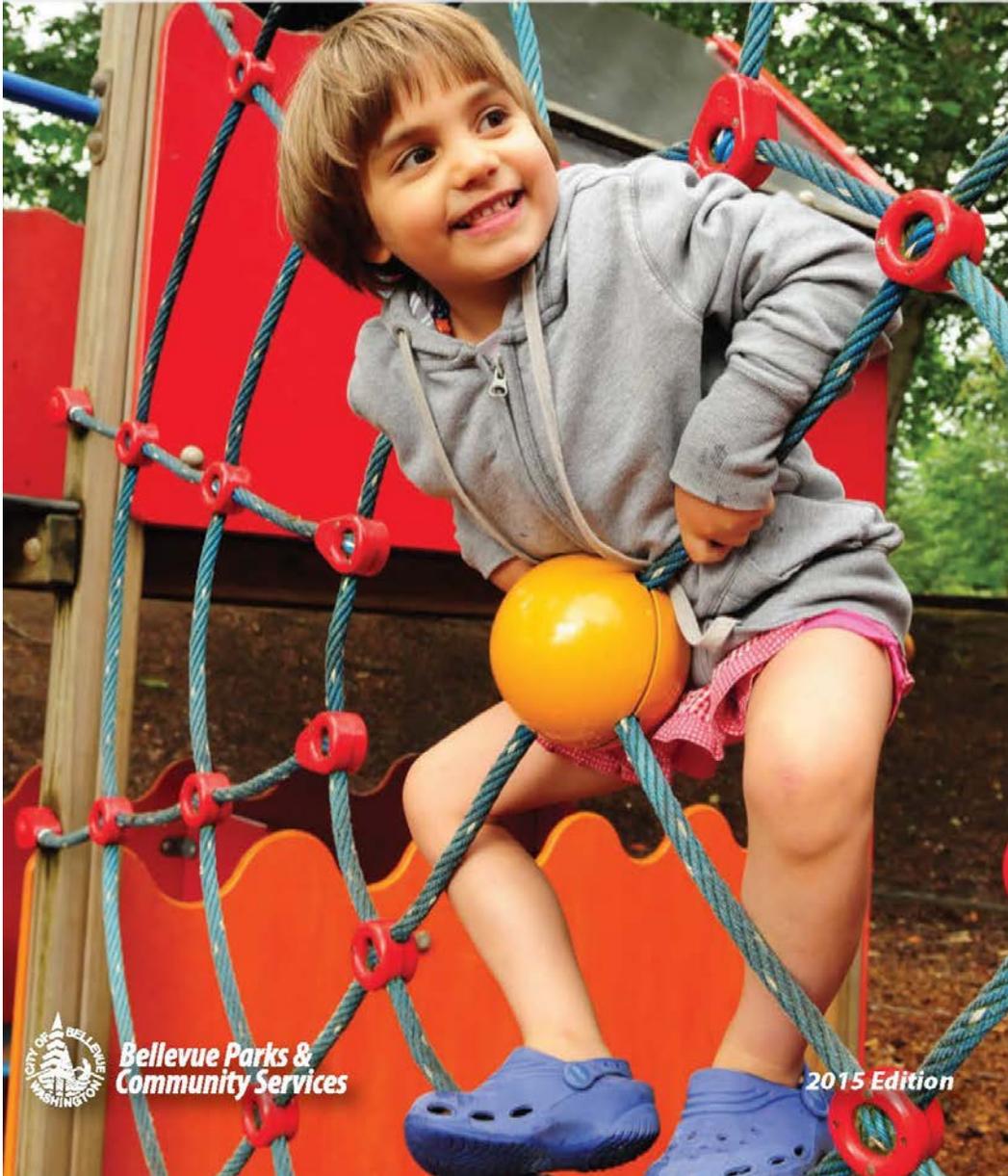


CAPRA Accreditation

Commission for Accreditation of Park and Recreation Agencies

- ▶ Process for evaluating the efficiency and effectiveness of agency operations by comparing practices to generally accepted professional standards
- ▶ Assures that Parks & Community Services meets national standards in delivering high-quality services and experiences
- ▶ Accreditation occurs every 5 years. 2020 will represent Bellevue's fourth accreditation process.
- ▶ The Recreation Program Plan is one of 37 fundamental standards required for accreditation.

Recreation Program Plan



Current Plan (2015)

Progress to meet plan goals—a few examples:

- 1. To ensure that the City provides recreation opportunities that allow all residents to enjoy the positive benefits of recreation.**
 - ▶ *Completion of Inspiration Playground in collaboration with Rotary Club of Bellevue (2017)*
 - ▶ *Wraparound Services provides access to after-school programming*
 - ▶ *New fitness equipment at Highland Community Center*
 - ▶ *English Language Learners Alliance program at Crossroads Community Center*

2. To place special emphasis on the City's recreation programming and spending to meet the needs of teens, youth, older adults (seniors), persons with disabilities, and those with limited opportunities for recreation.

- ▶ *Choices for People with Disabilities plan updated 2018*
- ▶ *Update of Aging Services Plan underway*
- ▶ *Increased outreach to community groups, including the India Association of Western Washington, the Chinese Information Service Center, and Sea Mar*
- ▶ *Collaboration with Boys & Girls Clubs of Bellevue to provide programs for teens*
- ▶ *Highland Community Center collaboration with Bellevue School District and Bridge of Promise to provide programs for medically fragile students*



3. To design and deliver programs collectively with other service providers in the City of Bellevue.

- ▶ *Pacific Science Center partnership at Mercer Slough EEC*
- ▶ *Eastside Pathways partnership*
- ▶ *Crossroads Community Center collective impact model to deliver relevant programs and services*

4. To promote the full utilization of the City's current and future recreation facilities as appropriate.

- ▶ *Joint use agreements with the Bellevue School District and with the Boys & Girls Clubs of Bellevue*
- ▶ *Regular renovation of Bellevue Indoor Skate Park*
- ▶ *Community facility rentals*

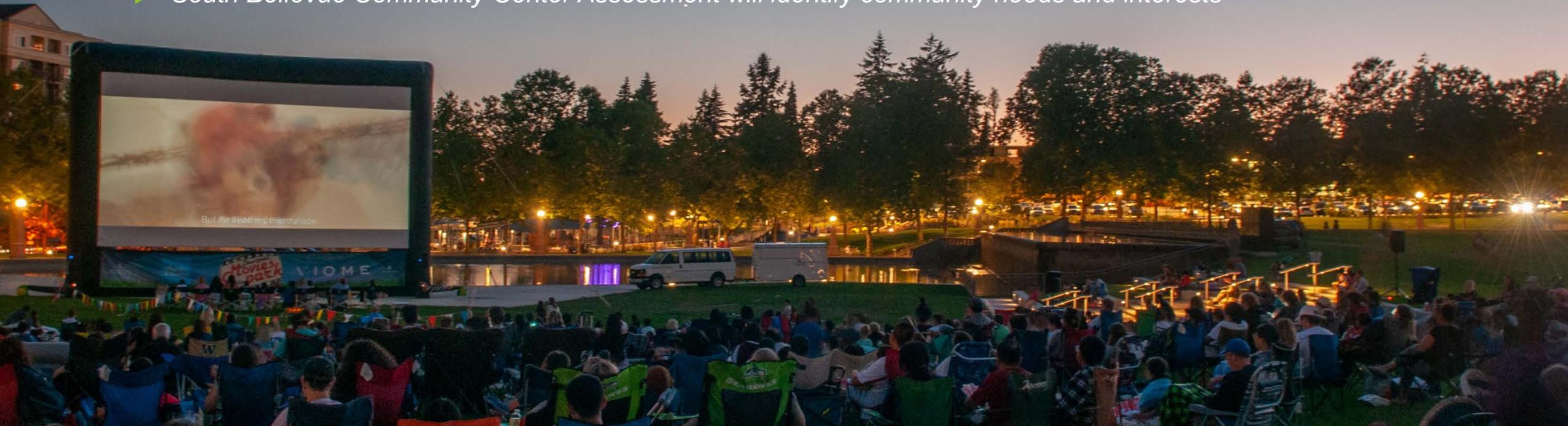


5. To build a healthy community through recreation programs, facilities, and special events.

- ▶ *Host annual special events, including Bellevue Family Fourth of July, Garden D'Lights, Downtown and Crossroads outdoor movies, Lake to Lake Bike Ride, Earth Day/Arbor Day, Kelsey Creek Farm Fair and Sheep Shearing*
- ▶ *2,500 program choices; 26,000 roster spots filled annually*
- ▶ *New facilities completed, including Inspiration Playground, Meydenbauer Bay Park phase I, Surrey Downs Park*

6. To understand and plan for future needs and trends in recreation.

- ▶ *Data collection for Parks & Open Space System Plan update, quarterly program evaluations*
- ▶ *City of Bellevue Play Pass tracks participant use to denote levels of demand for drop-in activities*
- ▶ *South Bellevue Community Center Assessment will identify community needs and interests*



Implementation Strategy	Examples of progress to date
<p>1. Ensure that residents are aware of and can easily access recreation services and programs provided by the city and other community organizations.</p>	<ul style="list-style-type: none"> • <i>Monthly e-newsletter, Connections brochure, video monitors at facilities promoting site-specific and citywide programs and events</i> • <i>City website redevelopment/update; regularly reviewed for relevance and effectiveness</i> • <i>Language translation capabilities increased; use of language line and TTY service</i>
<p>2. Effectively use technology to build healthy individuals and families.</p>	<ul style="list-style-type: none"> • <i>Deployment of new activity registration and facility scheduling system</i> • <i>Computer education sessions at North Bellevue Community Center</i>
<p>3. Research, evaluate, and where appropriate provide new programming addressing evolving community recreation needs</p>	<ul style="list-style-type: none"> • <i>Existing facilities offering new sports: pickle ball at Tennis Center; Footgolf at Par 3 course, Crossroads</i> • <i>Advisory boards for Bellevue Youth Theatre and North Bellevue Community Center</i> • <i>Bellevue Botanical Garden Leadership Summits</i>
<p>4. Maintain a multi-faceted evaluation program to ensure relevant, effective, and flexible service delivery</p>	<ul style="list-style-type: none"> • <i>Online departmental surveys, citywide performance survey, program reviews by participants</i> • <i>UW Livable City Year evaluation of existing data sets and steps needed to create a business intelligence dashboard</i>

Implementation Strategy

Examples of progress to date

5. Implement a pricing policy which meets revenue targets while maintaining affordability to the general public.

- *Update of scholarship policy to increase accessibility*
- *Routinely conduct market analysis of like-program pricing as a factor to consider when setting our prices*

6. Increase rental use of facilities to enhance revenue.

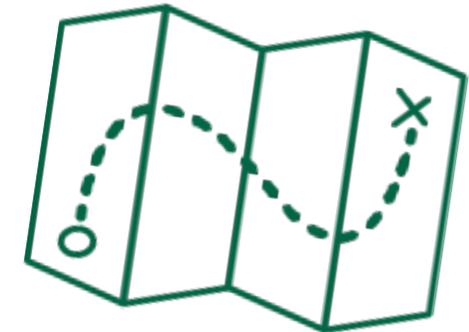
- *Half-day picnic rentals to serve more guests and generate more revenue*
- *Sites actively market facilities for community rentals; department programs and services remain the first priority*

7. Leverage partnerships to coordinate and jointly offer programs that address recreation needs in our community.

- *Eastside Pathways partnership*
- *Bellevue Botanical Garden manager realizes the garden's mission with 11 horticultural partner groups*
- *TRACKS partnership with the Mountaineers*



Plan Update Process





Scope of Plan Update

Core Similarities with Existing Plan

The plan update will continue to:

- ▶ Focus on meeting the needs of residents with limited opportunities for recreation and filling needs not provided by other entities;
- ▶ Emphasize well-coordinated recreation programs and collaboration with partners;
- ▶ Focus on health and community building;
- ▶ Identify the need for ongoing data collection to inform program offerings; and
- ▶ Include elements required by CAPRA



Scope of Plan Update

Key Differences from Existing Plan

- ▶ The plan structure is streamlined so that it will be more user-friendly.
- ▶ In alignment with the citywide Diversity Advantage Initiative, the plan more strongly emphasizes the role of equity, diversity, accessibility, and cultural competence in program planning and delivery.
- ▶ The staff planning team will undertake public outreach to vet the proposed goals and strategies and collect information to help refine the plan's actions.



Draft Planning Framework

Vision for Recreation

Bellevue is a healthy community where all people participate in a range of recreation activities of their choosing, offered by any service provider, allowing them to be physically and mentally healthier and better connected to their neighbors and to 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 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 community, providing opportunities that are relevant and well-coordinated.

Goals and Strategies

- I. **Ensure that every Bellevue resident can access recreational opportunities and community services.**
 - ▶ Evaluate and improve department programs, systems, and resources to ensure that recreational programs and community services are equitable and accessible in development and delivery.
 - ▶ Connect with new audiences through expanded outreach and communication efforts.
 - ▶ Identify opportunities to expand program access for those who work or go to school in Bellevue.





- II. Offer programs and services that are consistent with our guiding principles and reflect the community's interests and needs, specifically those of underserved groups.**
- ▶ Place special emphasis on programming and spending to meet the needs of those with limited opportunities for recreation.
 - ▶ Identify and address gaps in program and service delivery in collaboration with community members and organizations.
 - ▶ Empower staff to respond nimbly to the changing recreational needs of a growing city.
 - ▶ 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.

- ▶ Expand recreation choice for people with disabilities by promoting both adaptive recreation opportunities and inclusion services throughout the system, to better connect residents to the community.
- ▶ 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.**
- ▶ Provide resources and programs that promote lifelong fitness and healthy lifestyles.
 - ▶ Develop programs and tools that get people outside and encourage exploration of parks and trails.
 - ▶ Design programs and facilities that provide opportunities for play for residents of all ages.
 - ▶ Provide recreation programs and community services that support children and youth in the development of physical, cognitive, and social skills; expanded learning opportunities; and risk reduction.



Outreach Methods

- ▶ Meet with boards, commissions, advisory groups, including:
 - ▶ Parks & Community Services Board
 - ▶ Human Services Commission
 - ▶ Bellevue Diversity Advisory Network
 - ▶ Bellevue Network on Aging
 - ▶ Youth Link Board
 - ▶ Youth Council
 - ▶ Police Department Advisory Groups
- ▶ Focus groups and stakeholder meetings
 - ▶ Emphasize working with existing community groups
 - ▶ Focus groups designed to engage existing participants and those who haven't historically participated
- ▶ Open web survey
- ▶ Questionnaires + in-person engagement
- ▶ E-newsletter, social media, flyers

Next Steps

- ▶ Community engagement: **Summer 2019**
- ▶ Park Board update: **Fall 2019**
- ▶ Plan endorsement: **Early 2020**





Questions?