



***Bellevue Parks &
Community Services***

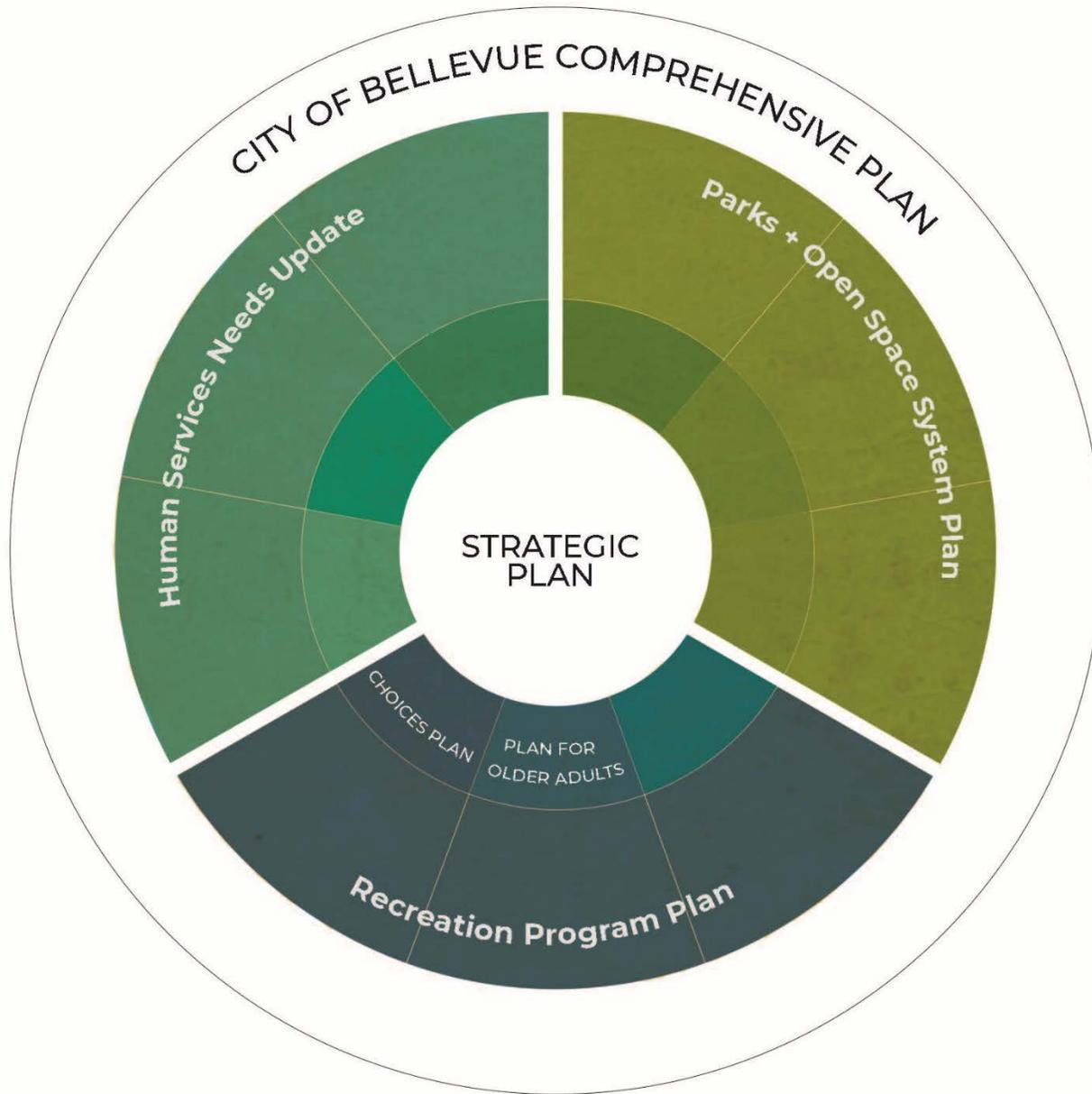
2020 Strategic Plan



Purpose of the Plan

- ▶ Establishes a shared understanding of the department's vision, mission, and guiding principles.
- ▶ Prioritizes the department's key areas of focus over the next 5 years.
- ▶ Translates policy-level guidance from city- and department-level plans into actionable goals and strategies.
- ▶ Meets CAPRA accreditation requirements.

Planning Framework



Plan Components



A future-oriented declaration of the organization's purpose and aspirations

The organization's reason for being, and how it aims to serve its key stakeholders

[or Guiding Principles] The fundamental beliefs or guiding standards of conduct of an organization

A specific target, an end-result, a major step in achieving the vision [a "What"]

An approach you take to achieve a goal [a "How"]

Current Plan (2015)

Our Mission

We build a healthy community through an integrated system of exceptional parks, open space, recreation, cultural arts, and human services.

Guiding Principles

- ▶ *Commit to Excellence*
- ▶ *Be a Learning Organization*
- ▶ *Deliver Highly Relevant and Effective Services*
- ▶ *Maximize the Value of Resources*
- ▶ *Apply the One City and High-Performance Organization Philosophy*
- ▶ *Actively Manage Organizational Health*

Current Plan (2015)

Foundation for a Healthy Community

- ▶ *Active minds and healthy lifestyles*
- ▶ *A caring and committed community*
- ▶ *Heart and soul*
- ▶ *Environmental sustainability*
- ▶ *A vibrant economy*



Current Plan (2015)

Goals + Strategies

- I. Advance our Mission of Building a Healthy Community.
 - A. Uphold and advance the vision of Bellevue as a “City in a Park.”
 - B. Promote healthy lifestyles.
 - C. Celebrate Bellevue’s cultural arts, cultural diversity, and rich heritage.
 - D. Practice environmental stewardship.
 - E. Nurture a caring and committed community.





Goals + Strategies

- II. Assess Relevancy and Effectiveness of Programs and Partnerships.
 - A. Implement the goals and tactics of the Marketing and Communications Plan.
 - B. Update user-group program reviews.
 - C. Conduct additional program reviews.
- III. Leverage the Value of Assets, Resources, Technology, External Funding, and Partnerships.
 - A. Expand the department's role as facilitator to address gaps and leverage community resources for services relevant to our Mission.
 - B. Create a department Technology Plan.
 - C. Implement fund development plan activities.



Goals + Strategies

- IV. Integrate Parks & Community Services into Local and Regional Economic Development Strategies.
 - A. Identify Parks & Community Services' role in major economic development catalyst projects.
 - B. Collaborate with others to preserve and enhance neighborhood vitality.
 - C. Facilitate the creation of a regional Parks and Recreation Coalition to leverage the collective value of the City, County, and State parks systems on the Eastside.

- V. Support Policy Outcomes that Advance our Mission.
 - A. Sustain and strengthen community support for parks, open spaces, recreation, and human services.



Goals + Strategies

- VI. Align Organizational Development Activities with Department Guiding Principles.
 - A. Work through the One City initiative to apply High-Performance Organization strategies and performance metrics to department services and programs.
 - B. Implement relevant marketing and communications strategies to enhance internal communication and staff understanding of the full spectrum of department services.

Plan Update Process

SCOPING

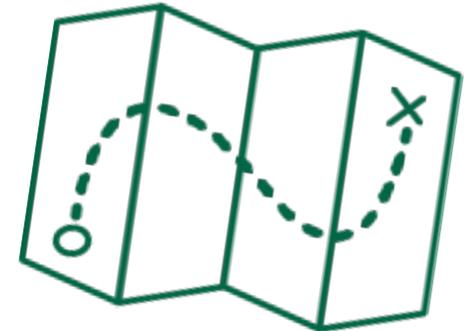
- Staff Management Team retreat: Fall 2018
- Development of draft core components: Winter 2019

REVISION

- Engagement with boards and commissions: Summer 2019
- Update goals + strategies: Summer-Fall 2019

DRAFT PLAN

- Development of draft plan: Fall 2019
- Review and endorsement by Parks & Community Services Board: Winter 2020



Draft Core Components

Vision

Parks & Community Services supports all community members in achieving their full potential, advances values of stewardship and equity citywide, and cultivates Bellevue's legacy as a City in a Park.

Mission

We build a healthy community through an integrated system of exceptional parks, recreation, natural areas, arts and culture, and community services.



Draft Core Components

Equity: A System of Fairness

Equity acknowledges and removes disparities in opportunities, power, and resources so that everyone can reach their full potential to thrive. Bellevue Parks & Community Services practices equity, which is the responsibility of every individual in the department. Equitable access is a right and not a privilege and is fundamental to our mission of serving all people. Through the practice of equity, we cultivate ties that connect people to the fabric of our community.



Guiding Principles

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Foundation for a Healthy Community

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The Continuum of Services: Achieving a Common Focus Across Diverse Programs + Services





Discussion