

## IMPLEMENTATION STRATEGY

*ENSURE THAT RESIDENTS ARE AWARE OF AND CAN EASILY ACCESS RECREATION SERVICES AND PROGRAMS PROVIDED BY THE CITY AND OTHER COMMUNITY ORGANIZATIONS*

- Implement marketing strategies
- Provide robust scholarship opportunities
- Offer affordable special events and activities for families
- Reduce transportation barriers (youth, teens and seniors)

*EFFECTIVELY USE TECHNOLOGY TO BUILD HEALTHY INDIVIDUALS AND FAMILIES.*

- Use City websites and other internet and social media tools to promote services and provide an information and referral function that publicizes recreation opportunities in the community

*RESEARCH, EVALUATE AND WHERE APPROPRIATE PROVIDE NEW PROGRAMMING ADDRESSING EVOLVING COMMUNITY RECREATION NEEDS, SUCH AS:*

- Recreation for Early Childhood (Birth to 5 years old and their families)
- Evaluating the City's role in providing out-of-school time programming
- Responding to shifts in programming for older adults
- Responding to shifts in programming for an increasingly multi-cultural community

*MAINTAIN A MULTI-FACETED EVALUATION PROGRAM TO ENSURE RELEVANT, EFFECTIVE AND FLEXIBLE SERVICE DELIVERY.*

*IMPLEMENT A PRICING POLICY WHICH MEETS REVENUE TARGETS WHILE MAINTAINING AFFORDABILITY TO THE GENERAL PUBLIC. THIS POLICY PROVIDES FOR:*

- Preferential access to programs for Bellevue residents;
- Charging Non-Resident fees; and
- Increasing the percentage of cost recovery for adult programs as opposed to those for youth, teens, seniors, and persons with disabilities.
- Facility rental discounts for residents and non-profit organizations

*INCREASE RENTAL USE OF FACILITIES TO ENHANCE REVENUE.*

*LEVERAGE PARTNERSHIPS TO COORDINATE AND JOINTLY OFFER PROGRAMS THAT ADDRESS THE RECREATION NEEDS IN OUR COMMUNITY.*

- Eastside Pathways
- Pacific Science Center, REI, Cascade Bicycle Club, Mountaineers
- Boys and Girls Clubs of Bellevue, YMCA, Jubilee REACH
- Regional planning and partnerships with neighboring cities
- Expand partnerships internally with other departments
- Continue program partnerships with community organizations, businesses and service clubs