



*Bellevue Parks &  
Community Services*

# **Marketing & Communications Plan Update**

**April 14, 2015**

**Bellevue Parks & Community Services Board**

# Objectives

- ▶ Review the Accreditation standards addressed by the Plan
- ▶ Overview of the Plan's structure
- ▶ Discuss goals and objectives identified in the Plan



# Accreditation Standards

- ▶ **3.3: Internal Communications \***
- ▶ **3.4: Public Information Policy and Procedure \***
- ▶ **3.4.1: Public Information and Community Relations Responsibility**
- ▶ **3.4.2: Community Relations Plan**
- ▶ **3.4.3: Marketing Plan**
- ▶ **3.4.3.1: Marketing Responsibility**

Standards marked with a star(\*) are fundamental standards and are required of all agencies seeking accreditation.





# Bellevue Parks & Community Services Marketing Program

## ...By the Numbers

- ▶ Only major discretionary service provider in City
- ▶ Over \$10M in user fees and charges collected each year
- ▶ 20+ business lines, each with unique customer needs
- ▶ 14,373 unique recreation participants served
- ▶ 33,205 roster spots filled (programs, leagues, memberships)
- ▶ 720 outdoor rental reservations
- ▶ 34,104 e-newsletter subscribers
- ▶ 34% of registrations completed online
  - ▶ 61% of day camp registrations online
  - ▶ 13.8% of health and fitness registrations online



# ***Parks & Community Services Marketing Model***



# Action Items

- A. Position Bellevue as a cohesive force that improves the quality of life and economic prospects for all residents, integrating concepts from the Diversity Advantage Plan in the department's marketing and communications efforts.





# Action Items

- B. Improve the Bellevue Parks & Community Services website to enhance information access and dissemination.
  
- C. Implement new registration and scheduling system, and seek opportunities to leverage improvements in reporting, analytics, and communications tools.



# Action Items

- D. Explore opportunities to promote programs and services beyond current customer base using a combination of print and digital tools.
- E. Continue to evaluate opportunities to enhance the Marketing & Communications program.





# Questions



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# **Strategic Plan Update**

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# Strategic Plan: Mission

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

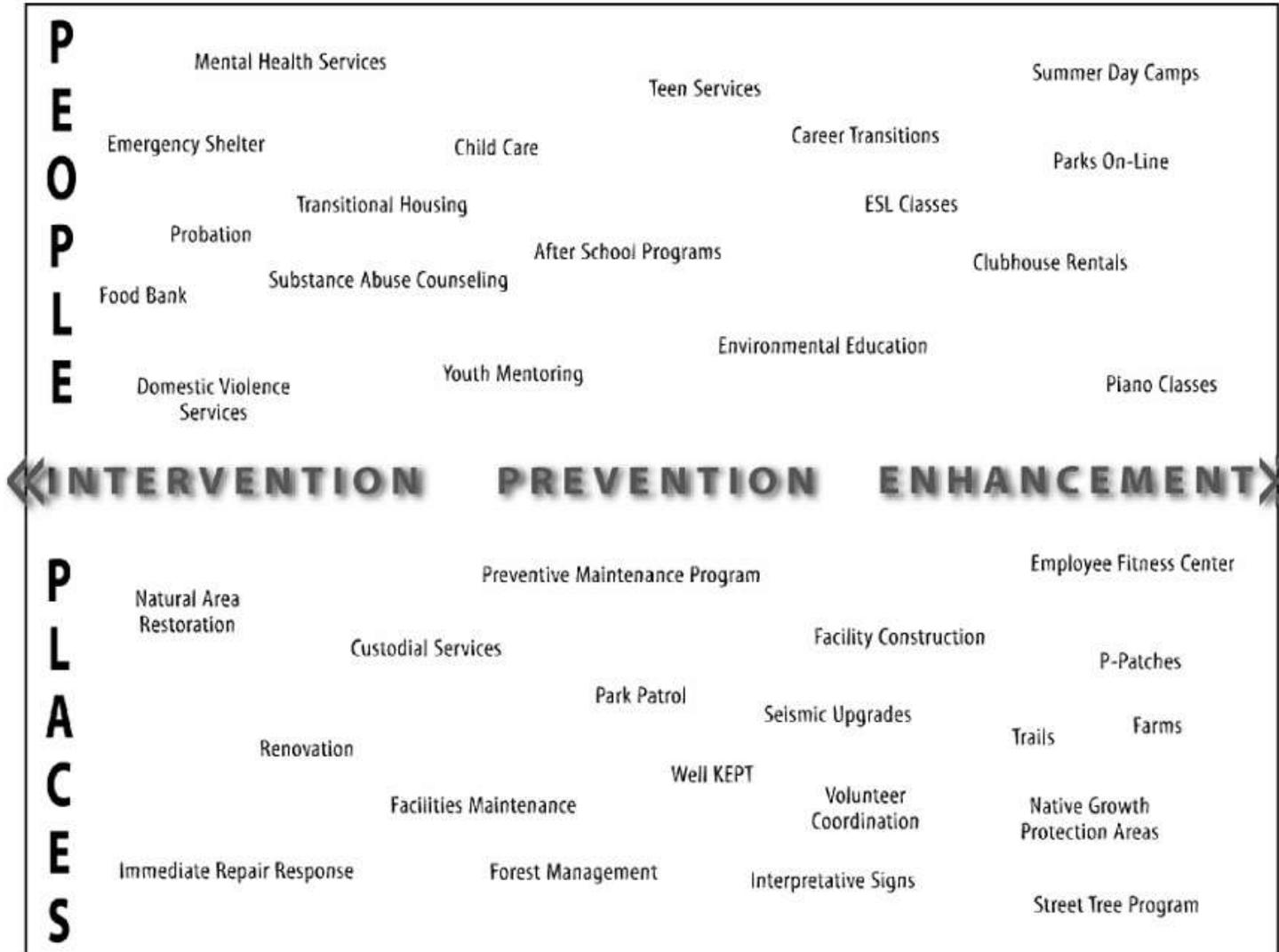


# Strategic Plan: Guiding Principles for Organizational Culture

- ▶ 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



# Strategic Plan: Continuum of Services



# Strategic Plan: Implementation Goals

- ▶ Advance our **Mission** of Building a Healthy Community
- ▶ Assess **Relevancy and Effectiveness** of Programs and Partnerships
- ▶ **Leverage** the Value of **Assets**, Resources, Technology, External Funding and Partnerships
- ▶ **Integrate** Parks & Community Services into Local and Regional **Economic Development** Strategies
- ▶ Support **Policy Outcomes** that Advance our Mission
- ▶ Align **Organizational Development** Activities with Department Guiding Principles



# Strategic Plan Updates

- ▶ Added City Council Vision and Parks & Community Services Board Retreat Summaries (inside cover)
- ▶ Updated One City and High Performance Organization Guiding Principle
- ▶ Added language supporting citywide Environmental Stewardship Initiative



# Strategic Plan Updates

- ▶ Referenced the Collective Impact service delivery model (aligned with 2015 Recreation Program Plan)
- ▶ Updated Implementation Strategies based on:
  - ▶ 2014 City Council Vision
  - ▶ 2014 Parks & Community Services Board Retreat
  - ▶ 2015-16 Operating Budget Priorities





Questions?



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