

Recreation Program Plan

July 2026

PROS Consulting



What is a Recreation Program Plan?



Provides strategic guidance to staff and leadership for evolving and strengthening the recreation program portfolio.



Offers direction and clear, actionable recommendations rather than prescriptive solutions.



Connects data and assessment findings directly to recommendations and decision-making.



Supports the Department's pursuit of CAPRA accreditation by aligning with industry best practices.



Creates a roadmap that enhances recreation programs and services, responds to community needs, and aligns with the City's operational and performance goals.

Built on Community Engagement

Staff Focus Groups

SCOT Analysis - Strengths

- Creative and innovative
- Passionate and dedicated staff committed to serving the community
- We know the community; high level of engagement; great job of cross-promoting activities – nimble and responsive
- Great park operations team – responsive, hard working
- Fast to take community feedback and create change; flexible
- Wonderful team of volunteers, especially in senior programming and youth basketball
- Youth basketball program is really strong
- Summer camp programs are also really strong, both inhouse and contracted
- 200 meals served to seniors weekly
- Engagement with Arts program and opportunity to showcase community art in facilities
- Community events are strong and well attended
 - Senior events
 - Derby Days
 - Redmond Lights

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Redmond PTRC and Stakeholder Groups Input



Project Website and Online Survey

- 333 online survey responses
- 41 interactive map contributions

Redmond Recreation Program Plan



Help Create the Vision for the Future of Recreation in Redmond!

The City of Redmond is developing a Recreation Program Plan to create fun, accessible and engaging recreational opportunities for residents of all ages. This plan will guide how we expand desired programs, improve recreation facilities and open spaces and also ensure everyone has access to quality recreation experiences.

We want to hear from YOU! What recreation activities, programs, classes and improvements matter most to you and your family? Your input will help shape the future of Redmond's recreation system.

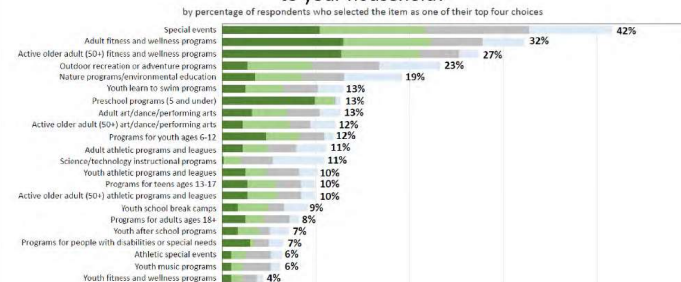
To help us plan for the future, please take 3 to 5 minutes and complete the following exercises:



Statistically Valid Survey

- 403 responses
- +/- 4.9%, 95% confidence

Q8. Which FOUR of the programs/activities are MOST IMPORTANT to your household?



Current Participation & Community Interests

Activity	2021 Enrollments	2022 Enrollments	2023 Enrollments	2024 Enrollments	2025 Enrollments	Total Enrollments	Enrollment Growth (2021 to 2025)
Special Events*	8,151	9,034	9,083	2,555	2,480	31,303	-5,671
Seniors	140	505	822	9,214	17,616	28,297	17,476
Summer Camps	4,523	5,068	5,512	4,935	4,498	24,536	-25
Fitness & Wellness	1,467	1,869	2,339	3,298	4,671	13,644	3,204
Farm & Nature	670	882	1,590	1,153	2,664	6,959	1,994
Arts & Culture	103	783	1,274	1,354	1,240	4,754	1,137
Sports Leagues	1,161	1,132	1,003	770	663	4,729	-498
Sports/Athletics	269	551	909	840	1,684	4,253	1,415
Equestrian	632	1,025	915	635	679	3,886	47
Drama, Music, and Dance	3	625	964	439	1,743	3,774	1,740
Adaptive	78	116	118	107	413	832	335
Outdoor		237	151	135	204	727	204
STEM	175	134	102	126	71	608	-104
Virtual Recreation**	420	9				429	-420
Pet	91	72	11	32	92	298	1
Community & Culture	15	63	76		139	293	124
Total	17,898	22,105	24,869	25,593	38,857	129,322	20,959

NOTE: Teen services specifically were not included in this analysis because that programming group was not consistently separated from youth enrichment data before 2025; since then, data for teen services includes 437 participants and drop-ins in 2025 and 387 in 2026.

*'Special Events' programming includes community recreation events; this does not include signature events; Redmond Lights, Derby Days, or any permitted events held on city property. Due to a software change in 2024 Rockin' on the River was not included in special event totals, impacting overall recorded enrollments.

**'Virtual Recreation' was discontinued starting in 2023. This was a program area in response to COVID.

• Highest Priority Investment Areas

- Outdoor recreation and adventure programs
- Fitness and wellness programs for active older adults
- Nature-based and environmental education programs
- Adult arts, dance, and performing arts programs

Service Gap Summary

Adult Programs

Fitness and Wellness

Outdoor Recreation
and
Nature/Environmental

Geographic Areas

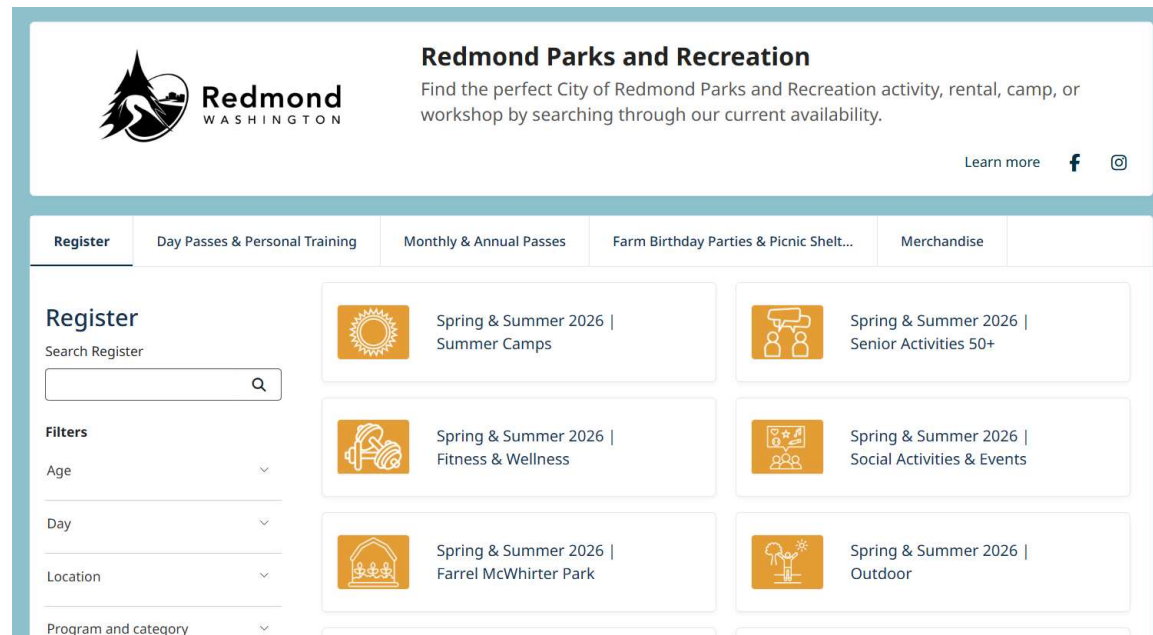
Cultural Gaps

Aquatics

Youth Sports

Addressing the “Activation” Gap

- High level of Parks and Rec facility usage in the community (94%)
- Higher than national average in program participation (39% vs. 36%)
- Low conversion/recruitment rate from website and online registration
 - 61% of residents visit website
 - Only 39% register for programming
 - “Create an account or log in” and “Find the program you wanted” lowest scoring attributes of the website (redmond.gov/register)



Key Takeaways

Our assessment identified several key themes that will shape the future of Redmond Parks & Recreation over the next three years:

A Growing Community – Redmond's population is expected to grow by **31%**, creating new and evolving recreation needs.

Strong Foundation, Opportunity to Grow – A robust portfolio of 240+ programs provides a solid base, with opportunities to improve quality, address service gaps, and better meet community needs.

Facilities Matter – Recreation programs depend on facilities that vary in age and condition, highlighting the need for strategic investment.

Better Access for the Community – Improving the website and registration experience will make programs easier to find and access.

Organizational Excellence – Investing in staff, clear roles, and collaboration will strengthen the department and position it as an employer of choice.

These findings informed the five strategic pillars that will guide implementation of the Recreation Program Plan over the next three years.

Grow and Refine the Program Portfolio

Recommendation:

Implement a quarterly program evaluation system using defined KPIs to improve portfolio performance, adhere to cost recovery goals, and evaluate and discontinue underperforming programs. Reduce total program offerings over three years by discontinuing or consolidating low-performing programs and prioritizing high-demand, high-impact services.

Outcome:

Leaner, higher-performing program portfolio aligned with community needs and diverse offerings.

Improve Access and Discoverability

Recommendation:

Investigate the online program and registration experience to improve clarity, discoverability, and account access, targeting measurable increases in participation conversion rates.

Outcome: The website serves all community members, offering a clear opportunity for community members to engage and increases program participation.

Invest in Infrastructure and Facilities

Recommendation:

Continue to monitor facility needs and redevelopment through a 5 to 10-year capital strategy focused on aging infrastructure, geographic service gaps, and identified areas of unmet needs.

Outcome: A modernized, strategically maintained recreation facility system that meets current and future community needs.

Activate Underserved Communities and Spaces

Recommendation:

Develop targeted service expansion strategies for underserved areas using a combination of programming, partnerships, and facility planning.

Outcome:

More equitable and strategically distributed recreation services that better meet the needs of underserved geographic areas and populations.

Modernize the Organization

Recommendation:

Implement a standardized training, performance management, and professional development framework to strengthen service consistency, accountability, and staff retention.

Outcome:

A high-performing, future thinking Recreation Division positioned as a top employer and capable of delivering consistent, high-quality services.

Thank You

Any Questions?

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