



Memorandum

Date: 7/14/2026
Meeting of: City Council Study Session

File No. SS 26-069
Type: Study Session

TO: Members of the City Council
FROM: Mayor Angela Birney
DEPARTMENT DIRECTOR CONTACT(S):

Parks	Loreen Hamilton	425-556-2336
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DEPARTMENT STAFF:

Parks	Erica Chua	Recreation Manager
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TITLE:

Recreation Program Plan Overview

OVERVIEW STATEMENT:

The City of Redmond is proud to present its first-ever Recreation Program Plan, a milestone that establishes a clear, community-driven vision for the future of recreation programs and services. Developed in partnership with PROS Consulting, this plan reflects extensive community engagement and careful analysis of community needs, interests, and priorities. At the July 14 Study Session, staff and PROS Consulting will present key themes from community engagement and seek Council's input to help shape future iterations of the plan, which is reviewed every three years to inform the future of recreation in Redmond.

☒ **Additional Background Information/Description of Proposal Attached**

REQUESTED ACTION:

☒ **Receive Information** ☐ **Provide Direction** ☐ **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
2017/2023 PARCC Plan, Redmond 2050, Cost of Service Policy
- **Required:**
N/A
- **Council Request:**
N/A
- **Other Key Facts:**
N/A

OUTCOMES:

A comprehensive recreation program plan that reviews demographics, community needs, and key trends and allows the City to make informed, strategic decisions about how resources are allocated. By aligning programs to serve the growing community and how it is changing. We hope we can improve participation, advance equity, and ensure services remain relevant and sustainable over time.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
May 2025: Contract Approval by City Council
June 2025: Kick Off of Recreation Program Plan Project
June-November 2025: Community Engagement
November 2025-January 2026: Program Analysis
January-June 2026: Recreation Program Plan Edits and departmental review
July-December 2026: Recreation Program Plan Implementation and action plan development
- **Outreach Methods and Results:**
Key stakeholder interviews and focus groups, statistically valid survey, social pinpoint website that provided for a public online survey, mapping tool, and recreation vision sharing.
- **Feedback Summary:**
Community feedback indicates that Redmond's parks and facilities are highly utilized and well regarded, with 94% of respondents visiting a park or recreation facility in the past year and 90% rating quality as good or excellent. While program quality is also rated highly by participants (90% good or excellent), only 39% of respondents reported participating in a recreation program or event, suggesting potential challenges related to awareness or access to program information. The highest areas of unmet demand identified were adult fitness and wellness, outdoor recreation and adventure, nature and environmental education, special events, and adult arts and performing arts.

BUDGET IMPACT:

Total Cost:

\$74,255

Approved in current biennial budget: ☒ Yes ☐ No ☐ N/A

Budget Offer Number:

0000311

Budget Priority:

One-Time Service Enhancements

Other budget impacts or additional costs: ☐ Yes ☒ No ☐ N/A

If yes, explain:

N/A

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Funding source(s):

General Fund

Budget/Funding Constraints:

N/A

☐ **Additional budget details attached**

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
2/9/2026	Committee of the Whole - Parks and Environmental Sustainability	Receive Information
5/6/2025	Business Meeting	Receive Information

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

Time Constraints:

This item is a one-time service enhancement in the 2025-2026 budget. Completion in this timeframe dictates implementation of the plan by end Q3 2026. Delays could push this work into the next biennium.

ANTICIPATED RESULT IF NOT APPROVED:

The Recreation Division would be unable to ensure a citywide, comprehensive approach that provides alignment with the PARCC Plan, Cost of Service Policy, and Redmond 2050.

ATTACHMENTS:

Attachment A: Recreation Program Plan Draft

Attachment B: Recreation Program Plan Presentation