

## DRAFT BIKE BELLEVUE COMMUNITY ENGAGEMENT PLAN

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The City of Bellevue's Transportation Department has started work on [Bike Bellevue](#), which will implement bicycle network improvements in the city's urban core – including the Downtown, Wilburton and BelRed neighborhoods. The goal of Bike Bellevue is to enhance the city's multimodal transportation system and help make it safer and more equitable, sustainable, and accessible for everyone.

### PROJECT PRINCIPLES

On March 27, 2023, the City Council approved Bike Bellevue project principles and directed staff to work with the Transportation Commission to prepare a recommendation to the Transportation Director for implementation. The following two project principles inform this engagement plan:

- **Engagement: Engage community stakeholders in setting priorities for Bike Bellevue investments.** A targeted public engagement strategy will seek input on bicycle priorities from a range of stakeholders including residents, businesses, major institutions, under-represented communities, neighboring cities, transportation agencies, and others.
- **Equity: Promote equity and inclusion in the development and delivery of bicycle projects.** Consistent with the city's Diversity Advantage Plan, Bike Bellevue will center equity, access, inclusion, and opportunity in project delivery.

### ENGAGEMENT COMPONENTS

Bike Bellevue's public engagement consists of the following components:

- **Transportation Commission.** The Transportation Commission – with support from city staff – will meet throughout 2023 to develop Bike Bellevue. The Transportation Commission will transmit Bike Bellevue to the Transportation Director for approval.
- **Focus Groups.** Staff will conduct up to five focus groups, facilitated by a consultant, to document community input and priorities for Bike Bellevue investments.
- **Online Presence.** Staff have developed a city webpage to provide information about the project. An online project design feedback tool will capture community feedback on bicycle facility corridor concepts and an Engaging Bellevue webpage, including a questionnaire, will invite community suggested design refinements and input on corridor prioritization.
- **Public Open House.** City staff will host one public open house at Bellevue City Hall to provide information and solicit design refinement and prioritization feedback on the bicycle facility corridor concepts.
- **Direct Engagement and Feedback.** City staff will conduct a minimum of five direct engagement briefings to invite input from diverse community members on Bike Bellevue. These opportunities will be made available to neighborhood associations as well as business and community-based organizations.
- **Mailer/Media.** A postcard mailer will be sent to every address in the project area referencing the online questionnaire and open house. Announcements regarding the questionnaire and open house will be made on the city's social media outlets and online forums. Input gathered through these engagement strategies will be reported in briefings to the Transportation Commission.

### ENGAGEMENT TIMELINE AND OUTCOMES

Bike Bellevue incorporates oversight by the Transportation Commission with community engagement to identify investment priorities for rapid build bicycle improvements that will fill network gaps in the project area. Engagement activities will be advertised through city social media channels as appropriate (Twitter, Nextdoor, Facebook, etc.). In addition, staff will: (i) prepare a State Environmental Policy Act (SEPA) Checklist that will be made available for public review; (ii) work with Community Development's Cultural Outreach Assistants to tailor communications, build awareness, and engage Bellevue's LatinX, Chinese and South Asian communities; and (iii) coordinate with community-based organizations who have insights from underserved and disadvantaged groups who are hard to reach with traditional engagement strategies.

Reflected below are the completed and anticipated engagement activities (subject to change) and outcomes through Q2 2024.

#### April 2023

- Presentation to the Bellevue Chamber of Commerce Transportation Committee.
- Project flyer distributed to businesses in Spring District.
- Project flyer distributed to Bellevue Downtown Association members.
- Project flyer distributed to City of Bellevue youth sports program families.
- Project flyer available at Lake Hills and Downtown Boys & Girls Clubs of Bellevue locations.

*Engagement outcomes: Build awareness of Bike Bellevue, foster relationships with diverse community groups and identify people and groups for engagement opportunities.*

#### May 2023

- Transportation Commission: Project overview and approval of community engagement plan (May 11 and May 25).
- Project flyer distributed to small businesses in BelRed neighborhood and Wilburton neighborhood.
- Project flyer distributed at Hope Fest, a resource fair serving low-income families.
- *Neighborhood News* article published on project overview.
- Presentation to Eastside Easy Rider Collaborative.
- Communications with Bellevue YouthLink Board.
- Presentation to Bellevue YouthLink Council.
- Coordination meeting with City of Redmond staff on Bel-Red Road bike lane design concepts.

*Engagement outcome: Affirm engagement plan with the Transportation Commission.*

#### June 2023

- Project flyer distributed at Lake-To-Lake Bike Ride.

## **DRAFT BIKE BELLEVUE COMMUNITY ENGAGEMENT PLAN**

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- *It's Your City* article published on project overview and providing information on upcoming engagement opportunities.
- Presentation to the Bellevue Downtown Association Transportation Committee.
- Communications with Youth Link Board and Council.

*Engagement outcome: Promote upcoming engagement opportunities.*

### **July 2023**

- Presentation to King County Metro.
- Presentation to Washington State Department of Transportation.

*Engagement outcomes: Briefings to public agency partners.*

### **August 2023**

- Presentation to Sound Transit.
- Overlake Medical Center Transportation Fair.
- Bellevue College Transportation Fair.

*Engagement outcomes: Briefings to public agency partners and other organizations.*

### **September 2023**

- Transportation Commission: Draft Bike Bellevue Design Concepts Guide, online project design feedback tool and engagement plan updates (September 14).
- Launch online project design feedback tool of bicycle facility corridor concepts for a two-month comment period.
- Post Draft Bike Bellevue Design Concepts Guide to city webpage.
- Online recording posted to the city Bike Bellevue webpage on using the online project design feedback tool.
- Presentation to Bellevue Downtown Association Transportation Committee.
- Presentation to Bellevue Chamber of Commerce Transportation Committee.
- Presentation to Bellevue Network on Aging.
- Presentation to Eastside Easy Rider Collaborative.
- Presentation at Welcoming Week Resource Fair at Crossroads Mall.
- Shared the Bike Bellevue project overview, digital poster, offer for physical poster pick up or delivery, and the link to the online design feedback tool and engagement plan with the Commuter Trip Reduction network, reaching over 52,000 employees in Bellevue.
- Mailer sent to all addresses in the project area providing a project overview and information on how to get involved and provide feedback.
- Distribute project flyer #2 in English and in other languages. Cultural Outreach Assistants will distribute project flyers through various channels (e.g., the Mandarin language flyer will be shared via WeChat, WeChat Group and Little Masters Club).
- Distribute posters (11x17) to bike shops and other stakeholders with QR code to encourage participation in online project design feedback tool.

## **DRAFT BIKE BELLEVUE COMMUNITY ENGAGEMENT PLAN**

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- Place yard sign with QR code encouraging community participation with online project design feedback tool along Bike Bellevue corridors.
- Email 4,310 people on various City of Bellevue transportation listservs to share information on the online project design feedback tool.

*Engagement outcomes: Encourage community engagement with online project design feedback tool.*

### **October 2023**

- *Neighborhood News* article published encouraging community participation in online project design feedback tool of bicycle facility corridor concepts.
- Participated in 929 Office Transportation Fair to encourage community participation in online project design feedback tool of bicycle facility corridor concepts.
- Presentation to the Bellevue Chamber of Commerce PLUSH Committee.
- Presentation to the Commute Trip Reduction/Employee Transportation Coordinator Networking Meeting.
- Consultant begins refinement of Bike Bellevue DRAFT Design Concepts Guide based on community feedback.
- *It's Your City* article published encouraging community participation in online project design feedback tool of bicycle facility corridor concepts.

*Engagement outcomes: Encourage community engagement with online project design feedback tool.*

### **November 2023**

- Transportation Commission: Bike Bellevue DRAFT Design Concepts Guide and email communications (November 9).
- Online project design tool closes November 17.
- Consultant continues to make refinements to Bike Bellevue DRAFT Design Concepts Guide based on community feedback.

*Engagement outcomes: Refine preliminary corridor designs based on community and Transportation Commission feedback.*

### **December 2023**

- Transportation Commission: Findings from online project design tool (December 14).
- Consultant continues to make refinements to the Bike Bellevue DRAFT Design Concepts Guide based on community feedback.
- Presentation to Bellevue Downtown Association Transportation Committee.
- Presentation to Bellevue Chamber of Commerce Transportation Committee.

*Engagement outcomes: Refine preliminary corridor designs and prioritization based on community and Transportation Commission feedback.*

### January 2024

- Focus group sessions (5 total) and stakeholder interviews (10 total) occurring in January-February.

*Engagement outcome: Refine preliminary Bike Bellevue recommendation based on Transportation Commission feedback.*

### February 2024

- Transportation Commission: Bike Bellevue DRAFT Design Concepts Guide, DRAFT Community Engagement Report, and State Environmental Policy Act (SEPA) Checklist (February 8).
- Focus group sessions (5 total) and stakeholder interviews (10 total) occurring in January-February.
- Presentation to Bellevue Downtown Association Transportation Committee.
- Presentation to Bellevue Chamber of Commerce Transportation Committee.

*Engagement outcome: Refine preliminary Bike Bellevue recommendation based on Transportation Commission feedback.*

### March 2024

- Transportation Commission: Bike Bellevue DRAFT Design Concepts Guide and DRAFT Community Engagement Report (March 14).
- Virtual Open House using the Engaging Bellevue platform seeking community input on project designs and prioritization.
- In-Person Open House at City Hall seeking community input on project designs and prioritization.
- Cultural Outreach Assistants will attend Open House to provide support to Spanish and Mandarin speaking populations.
- *Neighborhood News* article published sharing dates of the virtual and in-person open houses.
- *It's Your City* article published sharing dates of the virtual and in-person open houses and an update on Bike Bellevue progress (Dependent on open house dates and *It's Your City* publication date).

*Engagement outcome: Refine preliminary Bike Bellevue recommendation based on Transportation Commission feedback.*

### April 2024

- Transportation Commission: Bike Bellevue DRAFT Design Concepts Guide and DRAFT Community Engagement Report (April 11).
- Virtual Open House using the Engaging Bellevue platform seeking community input on project designs and prioritization concludes in April.

## **DRAFT BIKE BELLEVUE COMMUNITY ENGAGEMENT PLAN**

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*Engagement outcome: Refine preliminary Bike Bellevue recommendation based on Transportation Commission feedback.*

### **May 2024**

- Transportation Commission: Bike Bellevue DRAFT Design Concepts Guide and DRAFT Community Engagement Report (Date TBD).

*Engagement outcome: Refine preliminary Bike Bellevue recommendation based on Transportation Commission feedback.*

### **June 2024**

- Transportation Commission: Approve Bike Bellevue recommendation to the Transportation Director (Date TBD).

*Engagement outcome: Bike Bellevue recommendation on project designs and prioritization.*