



CONTRACTS & AGREEMENTS

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Description: MEMORANDUM OF AGREEMENT BETWEEN COB & BELLEVUE
DOWNTOWN ASSOCIATION FOR THE DOWNTOWN ACTIVATION
AND PLACEMAKING PARTNERSHIP
PO 2250127-000

Notes:

CR# 79484 DATE 8/10/22 LOC 2250127_000

**MEMORANDUM OF AGREEMENT BETWEEN THE CITY OF BELLEVUE AND THE
BELLEVUE DOWNTOWN ASSOCIATION
for the
DOWNTOWN ACTIVATION AND PLACEMAKING PARTNERSHIP**

This agreement (“Agreement”) sets forth the roles, responsibilities and rights of the City of Bellevue (“City”), a Washington municipal corporation, and the Bellevue Downtown Association (“BDA”), a Washington non-profit corporation, collectively the “Parties”, regarding the operating, funding and management of the Downtown Activation and Placemaking Partnership (the “Program”) described herein.

1. Program Overview

The Program builds on the successful foundation and approach behind the 2020 and 2021 “Heart of Bellevue” recovery campaigns and the 2019 “Grand Connection” activation pilot.

These programs have resulted in placemaking activations along the Grand Connection over the summer, the collection of public feedback on desired activities and events along the Grand Connection, and reconstruction of the Grand Connection website to share the benefits and progress of the project with Bellevue’s citizens and workers. They provided critical marketing, stakeholder outreach, and communications support during the COVID-19 pandemic and supported activation efforts, including the “al fresco” outdoor dining program, holiday light installations, and yellow lanterns along the Grand Connection, to drive patrons to support downtown businesses and organizations. These efforts have demonstrated the value of targeted support for the public realm.

In 2022-2023, the City will again partner with the Bellevue Downtown Association on efforts related to placemaking and activation of the public realm, including:

- **Public realm furniture program.** Management of a public outdoor furniture and décor program, including tables, chairs, umbrellas, banners, and potential seasonal lighting.
- **Wayfinding.** Pilot improvement of the existing wayfinding infrastructure, including new temporary signage and “string of pearls” connections between destinations.
- **Downtown Experience Ambassadors.** Pilot an active place management program with two or three staff, including table/chair management, marketing, and on-the-ground support for BDA programs and events.
- **Downtown district support.** Manage the Main Street al fresco program in cooperation with restaurants. Evaluate opportunities for expansion of Main Street activation efforts, including banners, planter boxes, holiday lighting, and merchant organizing.
- **Public parking communications.** Explore ways to better communicate parking options in downtown Bellevue, with an emphasis on southwest downtown near Main Street.

The intent of the Program is to delivery citywide benefits, such as increased downtown visits, customer spending, and associated tax revenue; retention of businesses and jobs as businesses; activations in the public realm encouraging visitation, leisure, recreation, and general enjoyment;

robust stakeholder conversations that can better connect and inform businesses of available resources; and increased private-sector participation, support, and contributions to public realm activations and placemaking efforts.

2. Bellevue Downtown Association Responsibilities

- A. The BDA will develop and operate a multi-faceted marketing and economic activation program that engages residents, workers, visitors, businesses and property owners to support economic activity and small business downtown.
- B. The BDA will leverage virtual and physical means to engage and connect downtown stakeholders, including residents, workers, visitors, businesses and property owners with the marketing and economic activation program.
- C. The BDA Program will focus on people and places with an active campaign element of bringing life back to the downtown core through patronage of restaurants, retailers, and cultural institutions.
- D. The BDA will develop unified and colorful themes for use along the Grand Connection and throughout downtown, highlighted with small-scale outdoor activations with key properties, with the goal of building awareness and drawing people out to patronize local businesses.
- E. The BDA will provide and maintain movable tables and chairs for the public to entice foot traffic and patronage of downtown businesses. The BDA will obtain written permission from property owners where tables and chairs will be placed on private property.
- F. The BDA will engage downtown stakeholders and document feedback for future placemaking opportunities and potential guidelines for public realm activations.
- G. The BDA is responsible for tracking metrics, reporting key findings and documenting the Program through survey feedback, qualitative feedback, comments from stakeholders, website analytics, social media engagement, and photography.
- H. Consistent with City branding standards and guidelines for use of its marks, the BDA will include the City logo and references to the City's sponsorship of the Program in program materials and communications. The standards and guidelines are included as Attachment A.
- I. The BDA will procure any licenses, permits or other documentation required under applicable local, state and federal laws and safety requirements for those portions of the Program for which it is responsible.
- J. The BDA shall take all necessary precautions for the safety of employees, volunteers, and the public by ensuring all elements of the Program are performed in compliance with all applicable provisions of federal, state and local regulations, ordinances or codes.
- K. The BDA will creatively and thoughtfully engage the downtown community—including residents, workers, and visitors—about the benefits of an active, vibrant downtown and the level of private investment required to sustain these activities.
- L. The BDA will engage in careful strategic planning for the organization's long-term future, including around a potential new funding model that could increase the organization's annual budget and program capacity.
- M. The BDA will engage Cultural and Economic Development staff in the strategic planning process, with a particular focus on stakeholder management, risk management, and meeting the needs of the City's Finance and Asset Management (FAM) Department and City Attorney's Office (CAO) as the organization begins to create its new financial model.

3. City of Bellevue Responsibilities

- A. The City will be an active participant in stakeholder meetings when appropriate.
- B. The City will support BDA staff in obtaining permits and other City regulations relevant to proposed activations.
- C. Where appropriate, the City will share available data and information to support outcome measurement for the project.
- D. The City will participate in regular oversight and coordination meetings with BDA staff to ensure coordination and timely navigation of issues.
- E. Provide all required and necessary documentation for the Agreement in a timely manner.

4. Joint Responsibilities of the City of Bellevue and the Bellevue Downtown Association

- A. Each party shall strive to ensure timely response to inquiries.
- B. Each party shall share relevant data, information, and relationships as necessary.

5. Budget Expenditure

City will pay BDA for services described in this Agreement and as further detailed in Attachment “B,” no more than \$90,000 for all services performed plus all applicable taxes.

This includes up to \$77,000 for the base sponsorship, plus no more than \$13,000 in one-time costs related to the public realm furniture/décor and wayfinding projects. Payment shall be in accordance with Section 6 of this Agreement. Expenditures for this program shall be distributed in accordance with the program budget estimates proposed, discussed and agreed upon by both parties, and as set forth in Attachment B. However, some program activity costs may increase or decrease over the duration of the program and reallocation of funds between management and materials costs may be necessary. Should the BDA anticipate a change in management or materials costs that exceeds 10 percent of the proposed budget, the BDA will notify the City of the proposed change in writing and the City will have three (3) business days to respond in writing to approve or reject the proposed change. Non-response by the City within three business days will be deemed a rejection of the proposed change. Any approved change to the budget shall be processed as a contract amendment in accordance with Section 16 of this Agreement.

6. Payment

- A. The BDA shall submit invoices to the City for payment of work in accordance with the schedule set forth in Attachment “B”.
- B. Invoices shall be in a format acceptable to the City. The BDA will furnish such receipts, documents and other supporting materials as City reasonably may request to verify the contents of any invoice.
- C. The City shall pay all invoices from the BDA by mailing a City warrant within 30 days of receipt of a properly completed invoice including compliance with all required public works and prevailing wage processes.

- D. All records and accounts pertaining to this Agreement are to be kept available for inspection by representatives of the City for a period of six (6) years after final payment. Copies shall be made available to the City upon request
- E. If during the course of the Agreement, the work performed does not meet the requirements set forth in the Agreement, the BDA shall correct or modify the work to comply with the Agreement requirements and the City shall have the right to withhold payment for such work until it meets the requirements of the Agreement.

7. Meet and Confer

Both parties agree to meet regularly to discuss program status and review progress towards program activities and goals. Additionally, the BDA agrees to submit to the City a written quarterly report detailing program activities and budget expenditures.

8. Compliance with Laws

- A. The BDA agrees not to discriminate against any employee or applicant for employment or any other persons in the performance of this Agreement because of race, color, creed, religion, gender, age, national origin, pregnancy, genetic information, marital status, sexual orientation (including gender identity), or the presence of any sensory, physical, or mental disability or other circumstances as may be defined by federal, state or local law or ordinance, except for a bona fide occupational qualification. The BDA agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the BDA setting forth the provisions of this nondiscrimination clause.
- B. The BDA shall comply with all federal, state and local regulations and ordinances applicable to the work to be done under this Agreement.
- C. Any violation of the provisions of this Paragraph 8 shall be considered a violation of a material provision of this Agreement and shall be grounds for cancellation, termination or suspension of the Agreement by the City, in whole or in part, and may result in ineligibility for further work for the City.

9. Termination of Agreement

- A. This agreement may be terminated by either party without cause upon thirty days written notice, in which event all finished or unfinished material or work of the BDA pursuant to this Agreement shall be submitted to the City, and the BDA shall be entitled to just and equitable compensation at the rate set forth in Section 5 or as specified in Attachment "B" for any satisfactory work completed prior to the date of termination.
- B. In the event this Agreement is terminated by the City, the BDA shall not be entitled to receive any further amounts due under this Agreement until the work specified in Attachment "B" is satisfactorily completed, as scheduled, up to the date of termination. At such time, if the unpaid balance of the amount to be paid under this contract exceeds the expense incurred by the City in finishing the work, and all damages sustained by the City or which may be sustained by reason of such refusal, neglect, failure or discontinuance of employment, such excess shall be paid by the City to the BDA. If the City's expense and damages exceed the unpaid balance, the BDA and its surety shall be jointly and severally liable therefore to the City and shall pay such difference

10. Ownership of Documents

All finished or unfinished documents and material prepared by the BDA as deliverables for the City as described in Attachment "B" with funds paid by the City under this Agreement shall become the property of the City and shall be forwarded to the City upon its request.

11. Claims

Any claim against the City for damages, expenses, costs or extras arising out of the performance of this Agreement must be made in writing to the City within thirty (30) days after the discovery of such damage, expense or loss, and in no event later than the time of approval by the City for final payment. The BDA, upon making application for final payment, shall be deemed to have waived its right to claim for any other damages for which a claim has not been made, unless such application for final payment includes notice of additional claim and fully describes such claim

12. Indemnification

- A. The BDA shall protect, defend, indemnify and save harmless the City, its officers, employees and agents from any and all costs, claims, judgments or awards of damages, arising out of or in connection with the performance of this Agreement, including but not limited to the acts or omissions of the BDA, its employees, agents, contractors, subcontractors, and/or the users of the BDA's services and/or products, except for injuries and damages caused by the sole negligence of the City. The BDA agrees that its obligations under this subparagraph extend to any claim, demand, and/or cause of action brought by, or on behalf of, any of its employees or agents. In the event the City obtains any judgment or award, and/or incurs any cost arising therefrom including attorneys' fees to enforce the provisions of this Section, all such fees, expenses, and costs shall be recoverable from the BDA. The provisions of this section shall survive the expiration or termination of this Agreement.
- B. The City shall protect, defend, indemnify and save harmless the BDA, its officers, employees and agents from any and all costs, claims, judgments or awards of damages, directly caused by the sole negligence of the City. The City agrees that its obligations under this subparagraph extend to any claim, demand, and/or cause of action brought by, or on behalf of, any of its employees or agents. In the event the BDA obtains any judgment or award, and/or incurs any cost arising therefrom including attorneys' fees to enforce the provisions of this article, all such fees, expenses, and costs shall be recoverable from the City. The provisions of this section shall survive the expiration or termination of this Agreement.
- C. Should a court of competent jurisdiction determine that this Agreement is subject to RCW 4.24.115, then, in the event of liability for damages arising out of bodily injury to persons or damages to property caused by or resulting from the concurrent negligence of the BDA and the City, or each party's respective officers, officials, employees, and agents, the indemnifying party's liability hereunder shall be only to the extent of the indemnifying party's negligence. It is further specifically and expressly understood that the indemnification provided herein constitutes the parties' waiver of immunity under

Industrial Insurance, Title 51 RCW, solely for the purposes of this indemnification. This waiver has been mutually negotiated by the parties. The provisions of this section shall survive the expiration or termination of this Agreement.

- D. The BDA will indemnify, defend, and hold the City (and its elected officials, officers, employees, successors, assigns, insurers, licensees, distributors, independent BDA, and agents) harmless from all claims, damages, losses, and expenses (including reasonable attorney's fee's incurred on such claims and in proving the right to indemnification) arising out of or resulting from any claim, action, or other proceeding that is based upon (a) the BDA 's breach of any obligations, representations, or warranties under the Agreement, (b) the BDA outside business activities, or (c) the infringement or misappropriation by the BDA of any foreign or United States patent, copyright, trade secret, or other proprietary right in results. The provisions of this section shall survive the expiration or termination of this Agreement.

13. Insurance

The City will provide the BDA with a letter indicating its status as self-insured. The BDA will comply with the insurance requirements set forth in Attachment "C" of this Agreement. Insurers with an AM Best rating of A-minus or higher.

14. Independent Contractor

The BDA is and shall be at all times during the term of this Agreement an independent contractor and not an employee of the City. Any and all employees of the BDA, while engaged in the performance of any work or services required by the BDA under this Agreement, shall be considered employees of the BDA only and not of the City. Any and all claims that may arise under the Worker's Compensation Act on behalf of said employees, while engaged, and all claims made by the third party as consequence of any negligent act or omission on the part of the BDA's employees, while so engaged on any of the work or services provided or rendered herein, shall not be the obligation of the City.

15. Force Majeure

Neither party shall be deemed in default hereunder and neither shall be liable to the other if either is substantially unable to perform its obligations hereunder by reason of any fire, earthquake, flood, tsunami, hurricane, epidemic, accident, explosion, strike, riot, civil disturbance, act of public enemy, embargo, war, military necessity or operations, act of God, any municipal county, state or national ordinance or law, any executive or judicial order, or similar event beyond such party's control; provided, however, that no party shall be entitled to relief under this Section unless such party shall have given the other party reasonable written notice of its intention to invoke the privileges of this section and shall have exhausted all reasonable means of complying or implementing alternative means of compliance with its contractual obligations hereunder. The Parties agree that either party acting in good faith may cancel any program or event in the event of extreme weather conditions or natural disaster, e.g. heavy winds or lightning, that may create a significant risk to public health and safety. In such circumstances, the parties are absolved of any and all responsibilities or liability arising under this Agreement.

16. Extent of Agreement and Modification

This Agreement, together with the attachments and/or addenda, represents the entire and integrated Agreement between the parties hereto with respect to the scope of work described herein and supersedes all prior negotiations, representations, or agreements, either written or oral with respect to such scope of work. This contract may be amended, modified or added to only by written instrument properly signed by both parties hereto

17. General Terms and Conditions

- A. Governing Law; Forum. The Agreement will be governed by the laws of Washington and its choice of law rules. The BDA consents to the exclusive personal jurisdiction and venue of the federal and state courts located in King County, Washington, with respect to any dispute arising out of or in connection with the Agreement.
- B. Severability. If any provision of the Agreement is held to be invalid or unenforceable for any reason, the remaining provision will continue in full force without being impaired or invalidated in any way. The City and the BDA agree to replace any invalid provision with a valid provision that most closely approximates the intent and economic effect of the invalid provision.
- C. Nonwaiver. Any failure by the City to enforce strict performance of any provision of the Agreement will not constitute a waiver of the City's right to subsequently enforce such provision or any other provision of the Agreement.
- D. No Assignment. Neither the Agreement nor any of the rights or obligations of the BDA arising under the Agreement may be assigned, without the City's prior written consent. Subject to the foregoing, the Agreement will be binding upon, enforceable by, and inure to the benefit of, the parties and their successors and assigns.
- E. City Marks. The BDA will not use any trade name, trademark, service mark, or logo of the City (or any name, mark, or logo confusingly similar thereto) in any advertising, promotions, or otherwise, without the City's express prior written consent.
- F. Notices. All notices and other communications under the Agreement must be in writing, and must be given by registered or certified mail, postage prepaid, electronic mail, or delivered by hand to the party to whom the communication is to be given, at its address set forth below.

Notices shall be sent to:

City of Bellevue
Attention: Anthony Gill
Community Development Dept.
PO Box 90012
Bellevue, WA 98009-9012
Email: agill@bellevuewa.gov

Bellevue Downtown Association
Attn: Apryl Battin
Bellevue Downtown Association
400 108th Avenue NE, Suite 110
Bellevue, WA 98004
Email: apyrl@bellevuedowntown.com

- G. Legal Fees. In any lawsuit between the parties with respect to the matters covered by the Agreement, the prevailing party will be entitled to receive its reasonable attorney's fees and costs incurred in the lawsuit, in addition to any other relief it may be awarded.


- H. Counterparts. The Agreement may be signed in counterparts, each of which shall be deemed an original, and all of which, taken together, shall be deemed one and the same
- I. Public Records. This Agreement, communications with the City, and any work product may be subject to disclosure under Washington’s Public Records Act, Chapter 42.56 RCW.

IN WITNESS WHEREOF the parties have executed this Agreement and it shall be effective as of the last date written below.

CITY OF BELLEVUE COMMUNITY DEVELOPMENT DEPARTMENT

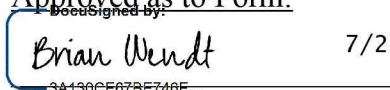
Name: Jesse Canedo

Title: Chief Economic Development Officer

Signature:  Date: 7/29/2022

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Approved as to Form:

 7/25/2022


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Assistant City Attorney

BELLEVUE DOWNTOWN ASSOCIATION

Name: Patrick Bannon

Title: President

Signature:  Date: 7/25/2022

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Attachments:

- ATTACHMENT A City of Bellevue Branding Standards and Guidelines
- ATTACHMENT B BDA Partnership Program 2022 – Scope of Work
- ATTACHMENT C Insurance Requirements



City of Bellevue
Branding Standards and Guidelines
V.2 · December, 2019

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Contacts and Resources

For more information

Please direct all questions concerning these guidelines or use of the logo to the Communications Office. Contact: communications@bellevuewa.gov.

How to obtain logo files

Digital files of approved art are available for download from **S:/CITY LOGO AND BRAND ASSETS** and the Information Technology Department, Graphic Services team. Submit [Graphics Request](#) Sharepoint > Applications > IT Request > Graphics or email: graphics@bellevuewa.gov.

Public website

Please direct questions to the ITD Web Team at: itdwebteam@bellevuewa.gov

If you need additional help, submit a web request at <https://helpdesk.bellevuewa.gov/footprints/web.html> or email: webrequest@bellevuewa.gov

Introduction

The City of Bellevue's logo is a distinct graphic representative of the city government. Its purpose is to serve as a visual identifier to the public, assuring that any document, business card, uniform, etc. displaying the logo is official for the City of Bellevue.

To help achieve maximum impact from the logotype, it is important that no modifications or alterations be made to any of its parts. Any variation from the authorized City of Bellevue logotype will dilute the effectiveness of the city's identity.

The official logo design as it appears in this guide should replace any older versions as materials are printed or reordered.

Purpose

These guidelines establish and maintain specific standards for the use of the City of Bellevue's logo on all communications generated by and for Bellevue city government.

The City Logo–History

The city logo is a symbol that reflects the youth of the city and the many visible attributes that Bellevue has to offer.

Around 1969, the original city logo was designed by a city employee. Today, it is essentially the same design but has undergone lettering changes and cleaner design for reproduction purposes. The images that are captured within the city logo are an evergreen, the mountains, a lake, a sailboat and a salmon. The words, “City of Bellevue, Washington,” act as the circular border of the logo.

The logo is usually depicted in the primary color of blue, although black or white may be used at times.

The examples shown below are the changes the logo has undergone from inception to present day.



Images from the original “*Graphic Standards*” book.

The City Seal



The city seal was adopted by the Bellevue City Council in April 1953. Originally, it was used as the city logo prior to the logo’s development in 1969. Today, the seal should only be used on legal documents.

Logo Standards

The blue color logo should be the primary image used in all print and digital instances where color is an option. COB website is an exception. Blue, black or white color are the only color options. The official City branding to be prioritized over departments or other sub-brands.

Official logo



Printing

CMYK

99 56 18 5

PMS

Uncoated

301U

PMS Coated

2384C

When adapting the logo for usage for digital or offset printing, the following colors are to be used.

Preferred blue color.

Web

RGB

0 101 151

Hex

#006598

When adapting the logo for usage in digital mediums, the following web-safe colors are to be used.

Preferred blue color.



Minimum size

Do not reproduce stand-alone logo at less than 0.35" wide for print or 75 px wide for web.



Bellevue Parks &
Community Services

Minimum size

Do not reproduce department logos at less than 5/16" or 0.3125" wide for print and 50 px wide for web.



Black

This version is to be used in instances where color is absent or the blue clashed with surrounding colors.



White on dark background

If the area around the logo is dark in color, and full color is not an option, use the white version.

Alternative logo



City of Bellevue

Horizontal variant

Use when additional text is desired. Used when a horizontal application would be more effective.



City of Bellevue

Stacked variant

Use when additional text is desired. Used when a stacked application would be more effective.



City of Bellevue

Black

This version is to be used in instances where color is absent or the blue clashes with surrounding colors.



City of Bellevue

White

If the area around the logo is dark in color, and full color is not an option, use the white version.



City of Bellevue

Black

This version is to be used in instances where color is absent or the blue clashes with surrounding colors.

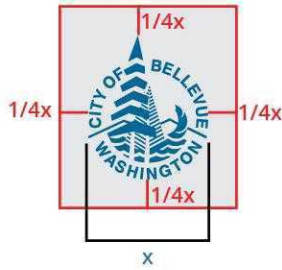


City of Bellevue

White

If the area around the logo is dark in color, and full color is not an option, use the white version.

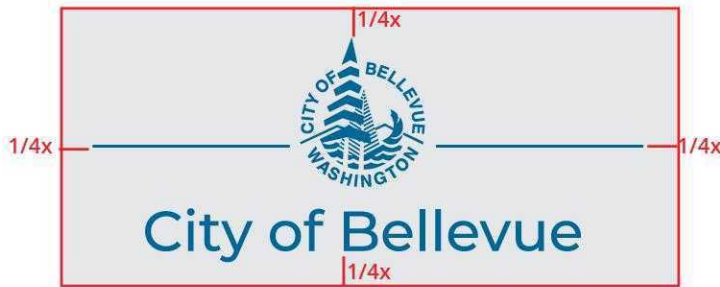
Positioning



A boundary around the logo protects its prominence. The logo should be a set distance from text, photos and other design elements. The minimum boundary is 1/4x the width of the logo.



The minimum boundary around logo with text is 1/4x the width of the logo.



The minimum boundary around logo with text is 1/4x the width of the logo.



Keep a minimum space of 1/2x width of the city logo between primary city logo and program/team logos.



Keep a minimum space of 1/2x width of the city logo between alternative city logo and other jurisdiction or company's logos.

Unacceptable Uses of the Logo

For maximum impact and recognition for the City of Bellevue, our logotype should always be used consistently and correctly, according to the guidelines outlined in this manual. For exceptions, please see page 12.

The following are some examples of misapplications of the logo and **must be avoided**:



City of Bellevue

Changing, modifying or rearranging the logo in any way



Your text should not go here

Your text should not go here

Interfering with the clear space of the logo



Adding drop shadow



Compressing or expanding the logo type



Rotating the logo

Unacceptable Uses of the Logo continued



Using logo in a standalone box or other unapproved shape and/or cutting parts off
* for exceptions, see page 6



Placing the logo inside another logo or making another logo out of the city logo



SCIENCE

Combining city logo with another logo to show partnership. Logos must be placed side by side instead.



Two or more color logo
* for exceptions, see page 12.



Low resolution logo



City of Bellevue

Partial logo

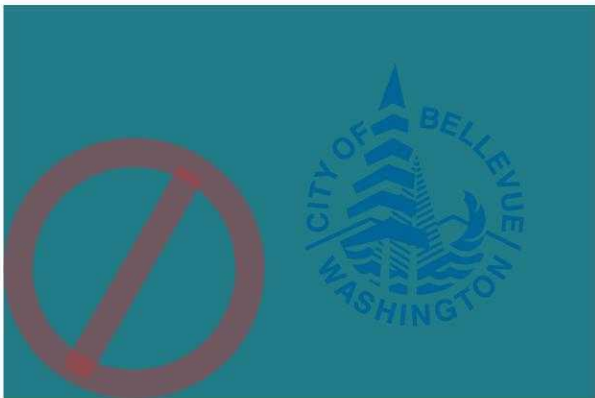


Northwest Bellevue Community Center

Do not create logos for community centers

Contrast

Make sure there is enough contrast between logo and its background. For more complex situations, please contact the Graphics Services team.



Do not use logos in white boxes.
Use logos as transparent .png in an appropriate color (color, black or white).
Need help? Please contact Graphic Services team for assistance.

Department Logos-alternative logo

These logos may be used in graphic applications at each department’s discretion for department-specific applications such as posters, flyers, documents, reports, promotional items, etc. These logos ensure a consistent use of the City of Bellevue’s logo. These logos are for internal and external use. All versions of department logos can be found on the shared drive: **S:/CITY LOGO AND BRAND ASSETS**



Standard for Dept

long version



Standard for Dept

stacked version

Long logo samples



City Clerk’s Office



Information Technology



Police Department



Community Development



Utilities



Development Services



City Attorney’s Office



Transportation



Human Resources



Fire Department



Finance & Asset Management



Bellevue Parks & Community Services



City of Bellevue



City Manager’s Office

Stacked logo samples



Secondary Logos

A logo is defined as a recognizable and distinctive graphic design, stylized name, unique symbol, or other device for identifying an organization, group, program or event. It's used in advertising and communication, on buildings and products.

The development or use of secondary identities detracts from the strength of the Bellevue's overall image and is strongly discouraged. Within the framework of the city's identity, however, some instances allow for a secondary logo. Exceptions are made for the departments listed below because of the nature of their services and the need for a public identity that was pre-existing prior to this formalized identity program. Police and Fire patches/badges to be used together with the official city logo, see page 13. Individual team logos are strongly discouraged.



Bellevue Police Department



Bellevue Fire Department



City of Bellevue
Cultural & Economic
Vitality Office

Cultural & Economic Vitality Office

Logo Exceptions

- Occasionally, logos are developed for public-facing city programs, initiatives and facilities. While development of individual logos should be limited, there are instances when a strong business case supports the logo development. Exception criteria for an alternate logo includes:
 - programs and facilities that operate as an enterprise that competes with non-city entities;
 - the initiative has a long-term mission and plan;
 - regional partnerships or intergovernmental efforts;
 - logo replicates a “best-practice” model in municipal service delivery;
 - and logo does not conflict with the city's branding efforts.
- Logo exceptions are generally not granted for small and/or non-public facing special events or short-term activities that would require an impractical investment of time and resources to market the event/activity for a limited period.
- The development of a new alternate logo must be approved by the department director and the Communications Office before submitting a request to Graphic Services team.
- When presented in digital, print and billboard materials, the alternate logo should have the city logo accompany it in order to reinforce the connection between the program/initiative/facility and the City of Bellevue.
- For marketing purposes, the Parks & Community Services Department may use the phrasing, “Bellevue Parks & Community Services”, for its department logo, based on long-term usage.
- In addition, city logo use in two or more colors for city vehicles and the city flag are exempted due to their pre-existing, widespread usage.

City, Department and Program Logo Placement

Please observe the minimum boundary around logo as explained on page 6. Police and Fire badges are considered to be **secondary** logos and should be used alongside primary COB logo.



When program and team logos are used, including ERGs, city logo must accompany it in equal weight. Use these secondary logos with the round city logo only. Positioning of the logos next to each other (left or right) is determined by the shape and visual weight.

An exception to this rule would be in certain layouts where a program logo needs to be highlighted. An example would be a banner, both logos are on the same page, but not next to each other. Questions? Contact Graphic Services.



City of Bellevue



Partner logos are okay to display next to the city logo with text or city logo without text. Positioning of these logos next to each other (left, right with wording / top, bottom without wording) would be determined by the shape and visual weight of each logo.



Community Development



Do not use department and city logos together.



Community Development



City of Bellevue

Do not use department and city logos together.



City of Bellevue

Do not use program or team logos with a city logo with text. Use the round logo instead.



Community Development

Do not use program or team logos with a department logo. Use the round logo instead.

Color for Printing



Name: Blue
Usage: Primary for all applications except on COB website

PMS Uncoated 301U
PMS Coated 2384C
CMYK 99 56 18 5

Typography (approved font faces, weights and sizes that are ADA accessible)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
(,,:? !\$&*)

Headline font:
Montserrat Medium Size: min. 16pt
Subheads min. 14pt
Leading or line space at 100%. Leave kerning at "0".

Prioritize Medium over Bold.
Don't use Bold for headlines over 48pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
(,,:? !\$&*)

Montserrat Bold Size: min. 16pt
Subheads: min. 14p
Leading or line space at 100%. Leave kerning at "0".

(Avoid thin, light, black and extra weights. They're hard to read online and in print, and may not be ADA accessible.)

Available for free through Google Fonts
<https://fonts.google.com/specimen/Montserrat>.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:? !\$&*)

Body font:
Open Sans Regular, Minimum Size: 9-11pt
Leading or line space at 135%. Leave kerning at "0".

(Avoid condensed, light versions and extra weight. They're hard to read online and in print, and may not be ADA accessible.) Do not use italicized text for anything longer than a simple sentence; It's not ADA accessible.

Available for free through Google Fonts
<https://fonts.google.com/specimen/Open+Sans>.

Color for COB Website Only



Name: Teal
Usage: Primary

RGB 34 124 135
Hex #227C87



Name: Dark teal
Usage: Secondary

RGB 26 101 107
Hex #1A656B



Name: Aqua
Usage: Accent

RGB 44 165 168
Hex #2CA5A8



Name: Lime
Usage: Highlight

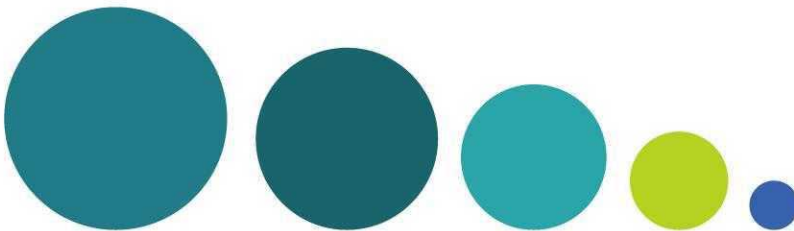
RGB 181 210 34
Hex #B5D222



Name: Indigo
Usage: Action (web links)

RGB 55 97 174
Hex #3761AE

Color ratio



Use teal as the primary color with other colors as accents.

Website Design

As part of a redesign for BellevueWA.gov, a modern color palette was developed for the city website (see page 15) The color scheme is reflected on the current website which launched in June 2017. When featured on the website, the city logo follows the standards as set forth in this guide.

Typography (approved font faces, weights and sizes that are ADA accessible)

Headline font:

h1 40px	Montserrat #217b87
h2 32px	Montserrat #217b87
h3 28px	Montserrat #3b95a1
h4 24px	Montserrat #3b95a
h5	Montserrat #124443
h6	Montserrat #124443

Body font:

p, li, ol, ul 16px Open Sans #494a4c

- Your page will always have h1-page name
- For accessibility, make sure h1 is followed by h2, then h3, h4, etc.
- More guidelines on webpages can be found on the SharePoint <https://cobweb.ci.bellevue.wa.us/teams/PubWebsite/SitePages/Home.aspx>

Images in City Materials

When putting together projects, do not use images from Google, Flickr, Bing, or other search engines. Oftentimes these photos or graphics require licensing fees. Make sure images have been paid for by your team, department or city (copyright violations) and are © sourced appropriately.

Avoid cheesy clipart, at all costs!



Images should be appropriate resolution, pixelated or blurry images are unacceptable.



Images should be sized proportionally, NO stretched/ disproportioned images.



Do not embed PDFs or JPG with text on screens, like in webpages, email or SharePoint.

What is Lorem Ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Why do we use it?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).



Stationery System | Business Card Fronts



FRONT - option 1

- Email line, email@bellevuewa.gov, is required
- Office or direct line is required
- Cell/Fax is optional
- Website is required
- Both addresses are required



FRONT - option 2

- Email line, email@bellevuewa.gov, is required
- Office or direct line is required
- Address is required
- Website is required

To order all COB business cards:

Go to: http://www.aaa-printing.com/customer_portal/login.html

Username: bellevue

Password: bellevue

Pay with your procurement card.

For assistance, contact your business administrator.

Stationery System | Business Card Backs



BACK - Core values - option 1



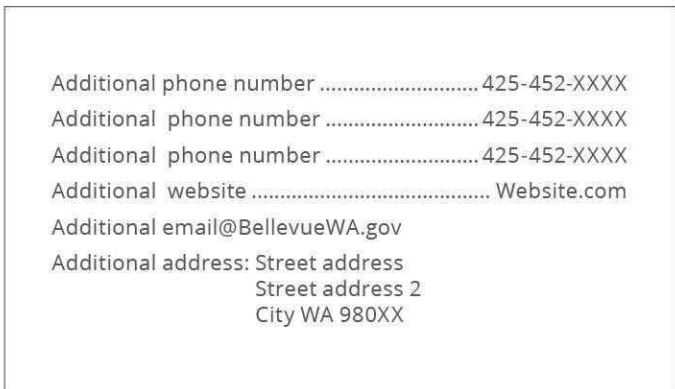
BACK - Core values - option 2



BACK (Optional) - Police



BACK (Optional) - Police



BACK (Optional) - Official required document

* Used for any department when additional information is required, such as phone numbers, emails, addresses, websites, etc.



BACK (Optional) - Fire



BACK (Optional) - BTV

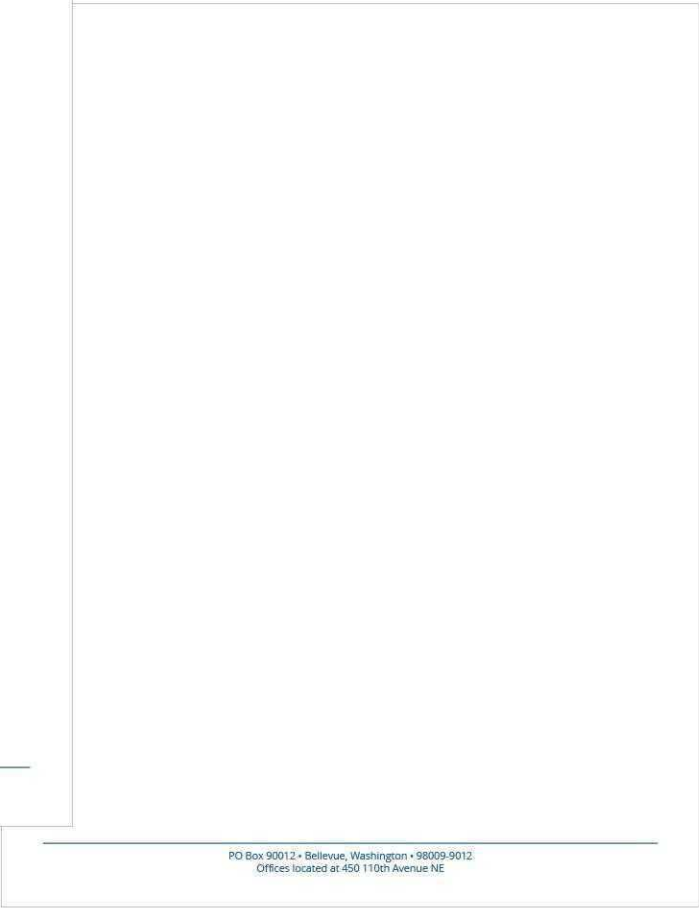
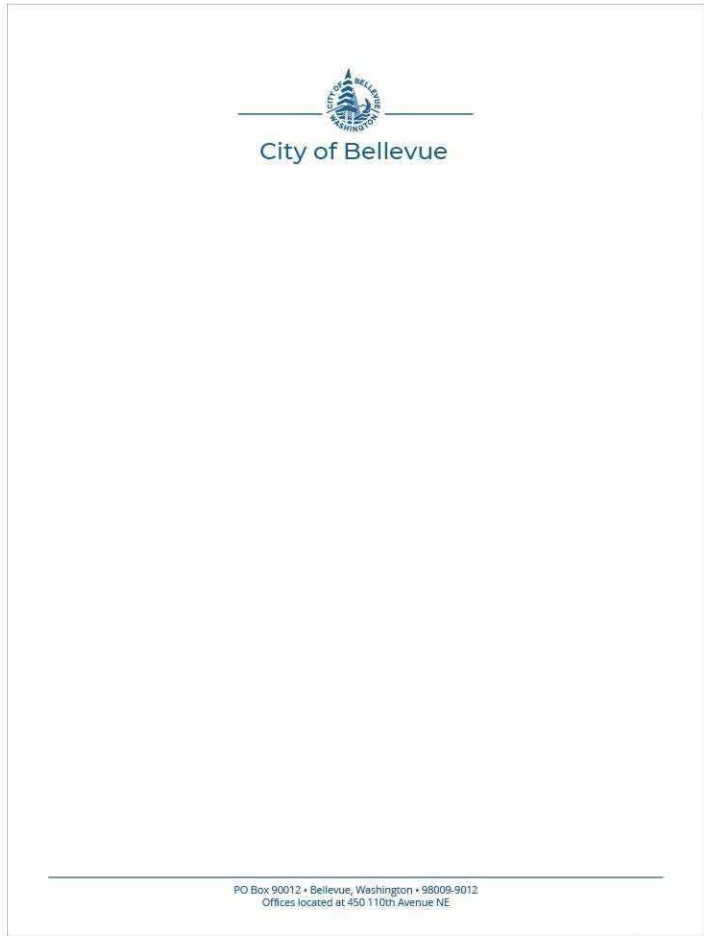
Stationery System | Letterheads

A stationery system has been created to give a professional and consistent impression of the City of Bellevue. All stationery and related items should be used according to the guidelines in this section. The type style, layout, placement and size relationships of each of the pieces within this system have been carefully designed to complement one another. Implementation must be consistently applied. Refer to paper stock for printing.

Samples of letterhead and envelope. If you cannot find desired files on **S:/CITY LOGO AND BRAND ASSETS**, please let Graphics know and the team will create a template for you.

Paper: white 70# text

Color: For offset use PMS 301U



page 2



#10 envelope

STATIONERY ITEMS

Email

Recommended Email Signatures

Email Signature lines should be formatted in a left-aligned table as below, replacing with your information. Note that the phone number is also set up as a tel: link to auto dial from mobile devices. If need assistance, please reach out to the Digital Government team.



Your Name

Job Title, Department/Office, City of Bellevue
 yourname@bellevuewa.gov | 425-452-XXXX | BellevueWA.gov

Email signatures should be used at the bottom of every out-bound email within the city.

Email Marketing

Email marketing efforts must align with the CAN-SPAM act for to ensure the city does not get blacklisted or must pay penalty fees. To that end, email marketing should:

- Use a trusted third-party tool to send your emails, like GovDelivery or MailChimp.
 - Sending directly out of Outlook puts the city at risk to blacklist all city emails and causes fees to rectify
 - This has happened before within the city
- Maintain a healthy email list by:
 - Manage unsubscribes by removing them immediately
 - Enact a double opt-in when adding people to your lists, especially with emails pulled from other sources
 - Do not use an email 'until opt out' strategy
 - Remove email addresses that never open our emails to help reduce spam flagging
 - Never, ever buy email lists

Formatting emails

- Format your emails to maximize CAN-SPAM compliance to help us avoid additional fees:
 - Have an unsubscribe link at the bottom of every email
 - Include a physical address or PO Box at the footer of every email. Include phone numbers, fax numbers, and social media as well to lend credibility
 - 'From' and 'Reply-To' Email should be accurately representing the city
 - Subject lines should accurately match the email content and follow best content practices - no all caps, alerts, or spam like open phrases
 - Create accessible emails:
 - Follow hierarchical content with headers
 - Do not use pictures as the sole body of the email; If any text is shown within images, back it up with actual text

- Ensure correct color contrast and type size for all content, especially links
- Provide two ways of identifying links in the design
- Use alternative text when images are used
- Provide a text-only version of each email
- Create responsive emails so they work across all platforms; don't exceed a max width of 600px
- Include any needed disclaimer information as text within the body of the email
- Never hide content visually within the body of the email
- City-focused email should use the primary Bellevue logo and follow the logo standards thereof.
- All images must be hosted by the email sender, not on bellevuewa servers. Make sure all images are properly re-linked.
- Test your emails before sending them:
 - Verify the inbox experience across platforms not just for Windows 10 Outlook
 - Proofing the content, include the email headers ("From", "Reply-to", Subject Line)
 - Get alignment with any key stakeholders before sending
 - Check all links and images within the content to make sure they work as expected
- Schedule your sends and align with any other content or channels in advance; emails should be set up 3-5 workdays in advance of their drop with all components equally prepped

Bellevue-branded accessible, responsive templates are available on **S:/CITY LOGO AND BRAND ASSETS**. You can also work with the Digital Government team to customize templates to ensure alignment and setting them up within your email system.

Promotional Items, City Shirts

Digital files of logos are available through the Graphic Services team. Most vendors will need an EPS file to recreate the City of Bellevue's logo correctly. Promotional items may have an unusual imprint area or the vendor may require a different format. It is recommended that the Graphic Services team is contacted when ordering promotional materials to ensure that the appropriate art is sent to the vendor. If other art formats are needed, Graphic Services team can provide a different file type.



Dark Background Items

Use the white version of the logo with text of the same color.



Light Background Items

Use the black or blue color version of the logo with text of the same color.



Color for Digital & Social Media



Name: Blue

Usage: Primary for all applications except on COB website

RGB 30 101 151

Hex #006598

Digital Files, Social Media

Bellevue Parks & Community Services is used as an example due to having the longest department name. City logo size exception, see page 4. An up-to-date social media size guide can be found: <https://sproutsocial.com/insights/social-media-image-sizes-guide/>



Facebook

180px x180px square. Use white background and COB logo in blue. Use appropriate setback from edges.

Use of reversed out logo is acceptable.

* Contact Graphic Services team for assistance creating these images.

For departments, the entire logo must be visible. Use stacked version.



Twitter

400px x 400px square will display as 200px circle. Use white background and COB logo in blue. Use appropriate setback from edges.

Use of reversed out logo is acceptable.

* Contact Graphic Services team for assistance creating these images.

For departments, the entire logo must be visible. Use stacked version.

- Header images on Social Media pages should follow best practices as described on page 16.
- Please scale images proportionally and create them at 100% their size.
- Images of City of Bellevue can be found on **Thirdlight**. Please contact Digital Government, if more information is needed.
- Social Media sizes can be found in Digital Government Guidelines, page 15.

Some examples of incorrect placement below.



Facebook

Incorrect placement, no margin and/or text cut off, logo is too large for the space.



Photos, images, or program/team logos.



Twitter

Incorrect placement, no margin and/or text cut off, logo is too large for the space.



Photos, images, or program/team logos.

ADA Statement

The following statement should accompany all informational and marketing materials. This includes flyers, posters, banners, invitations, etc. It applies to all departments. The statement cannot be shortened. Do not use a condensed font.

Minimum size for type is 8pt if using Open Sans. For other font faces use 9pt or larger. Always use standard fonts like Open Sans, Helvetica or Calibri. For accessibility, please avoid condensed font, light, thin, italic or bold versions.



For alternate formats, interpreters, or reasonable accommodation requests please phone at least 48 hours in advance 425-452-XXXX (your department contact phone number) (voice) or email (your department contact email) XXXX@bellevuewa.gov. For complaints regarding accommodations, contact City of Bellevue ADA/Title VI Administrator at 425-452-6168 (voice) or email ADATitleVI@bellevuewa.gov. If you are deaf or hard of hearing dial 711. All meetings are wheelchair accessible.

Please provide all necessary information mentioned above when submitting your Graphics request.

If you have any questions regarding the ADA statement above or need help, please reach out to ADA/Title VI Civil Rights Program Administrator Blayne Amson, bamson@bellevuewa.gov or 425-452-6168.

All public meetings must be accessible as per ADA and Title VI requirements, we have to fulfill reasonable accommodation requests. The statement above allows for residents' notification that we can provide these services upon request.

Title VI Statement

It is the City of Bellevue's policy to assure that no person shall on the grounds of race, color, national origin or sex as provided by Title VI of the Civil Rights Act of 1964, and related statutes, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any City of Bellevue program or activity. Any person who believes his/her Title VI protection has been violated may file a complaint with the ADA/Title VI Administrator.

Minimum size for type is 8pt if using Open Sans. For other font faces use 9pt or larger. Always use standard fonts like Open Sans, Helvetica or Calibri. For accessibility, please avoid condensed font, light, thin, italic or bold versions.

Graphics, see page 29, for either "Information", "Questions" or "Interpretation", should accompany all external informational and marketing material. This includes flyers, posters, banners, invitations, etc. This requirement applies to all departments.

Information graphic—default image for relevant materials.

Statement—all Federally funded projects mandate this verbiage on all materials.

Interpreter graphic—public meetings, open house.

Questions graphic—depends on information in materials..

Statement and Graphic—if space allows.

Graphics and verbiage, including translations, can be found on **S:/CITY LOGO AND BRAND ASSETS**.

If you have any questions regarding the Title VI above or need help please reach out to ADA/Title VI Administrator Blayne Amson, bamson@bellevuewa.gov or 425-452-6168.

Minimum height 1.25"



Minimum height 0.75"



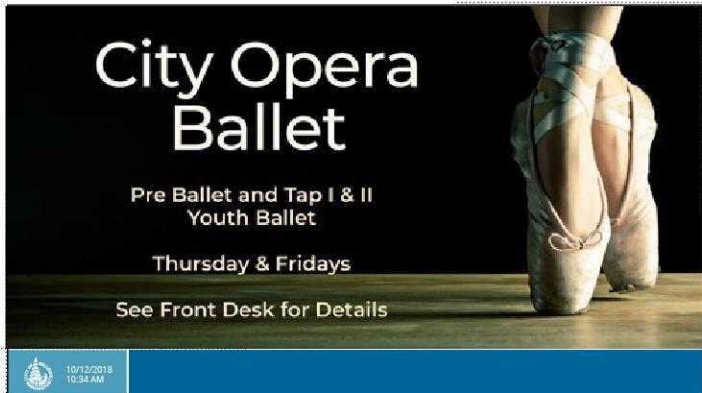
Digital Signage and PowerPoints

Digital Signage

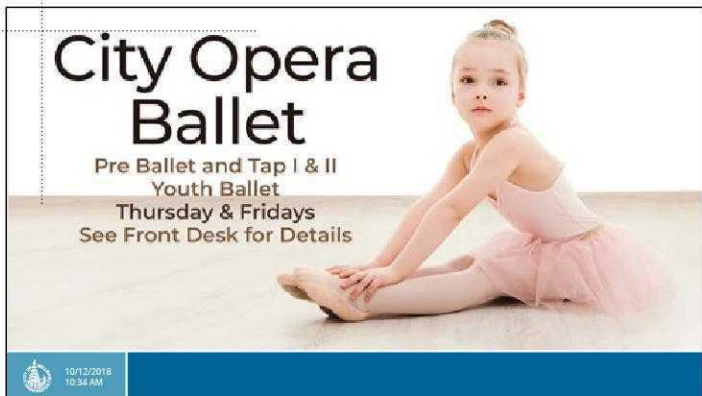
- Digital Signage is used to increase awareness, give a small call to action and “hook” the reader.
- It can be compared to a magazine cover that, if well designed, draws the reader in, either to read further or purchase the product.
- Because there is only a few seconds to grab one’s attention and minimal time to read the messages on the screen, images need to be large, with very few words.

Create a hierarchy of importance.

1. Large image to create interest and get attention.
1. Large brief title to say what is being featured.
1. Smaller info to inform or direct for more details.



- Full bleed is effective and useful in digital signage and PowerPoint.
- Create strong contrast, light lettering on dark background or dark lettering on light background.
- Keep information a safe distance from the edge of the screen. Make it feel comfortable within the perimeter of the message area.



- Have the people/objects pointed toward the center of the slide, if possible toward the information.
- The City Logo should not be repeated in the message area. It is placed in the bottom left corner to brand the screen as property of the City of Bellevue.
- Placement of sponsor logos should be carefully considered. See example on the next page.

PowerPoint

Headline-Montserrat

Body text-Open Sans

PowerPoint Accessibility

- Minimum font size for headlines 22 pt.
- Minimum font size for body text 18 pt.
- Use colors from the COB template, make sure there is enough contrast between text and background. Do not put busy images or textures behind text.
- Break up your content amongst several slides.
- Ensure each headline is unique.
- Templates can be found on **S:/CITY LOGO AND BRAND ASSETS**

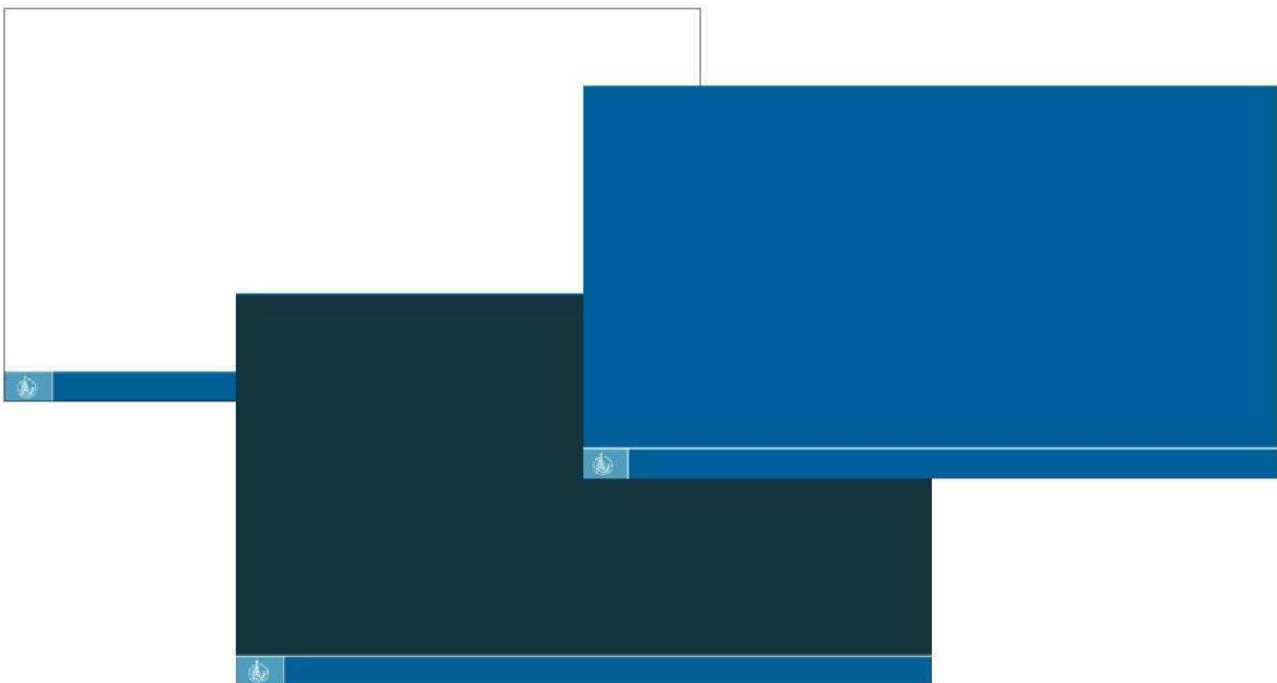
Slide Presentations

Slide presentation should support the speaker and their message. It is important to keep any information presented clear and minimal. Speakers need to express the greater amount of information. Please provide a printed handout of the detailed presentation for accessibility.

Template

Use the City of Bellevue PowerPoint template to create presentation slides. Open the template and save the new slide deck to your hard drive. Templates can be found on **S:/CITY LOGO AND BRAND ASSETS**

There are three background options available: **white**, **city blue** and **dark blue**. These can be used interchangeably to create variety and help emphasize chapters and/or divisions within the presentation. For city council presentations, please use templates available on the [City Clerk's SharePoint](#) page.



Design/Layout

- The slide deck should be accessible or “able to be read by all.”
- Text should be a Sans Serif font– fonts without the little flares on the letters. Use City branded fonts whenever possible: Montserrat for headlines and Open Sans for body text (embedded in the PowerPoint template)
- Titles should be no less than 22 pt.
- Text should be not less than 18 pt.
- A minimum of two bullet points in a list should be used.
- The amount of text after the title or heading should contain no more than 5 lines – 3 lines is better.
- Use City branded colors. Color Pallet for City of Bellevue is embedded in the PowerPoint template. (I will call out all colors with samples)
- If other colors are needed, consider contrast and color combinations for accessibility, including various colorblindness.
- No busy images or textures should be used as background text. Text will not be accessible.
- Photos are a great way to enhance the presentation and can hold the audience’s interest. Use one photo or limit to just a few, filling the area of the slide without using text. Use interesting, less busy or complicated photos.
- Charts and graphs should be clear and simple, calling attention to the purpose/intent of the intended information. Use the handout to print a more detailed chart/graph.
- Animation is a great attention getting tool and should be used to support the message of the presentation rather than distract away from what it being presented. But, should be used sparingly.
- White space – the space not used by text, photos, charts or graphs, is a good thing. It helps provide balance and a place for the eyes to rest. This gives the brain a chance to receive the information without having to filter through a busy, wordy environment. White space that is used well gives a sense of confidence, strength and stability to the message. It also supports accessibility.

Use Handouts

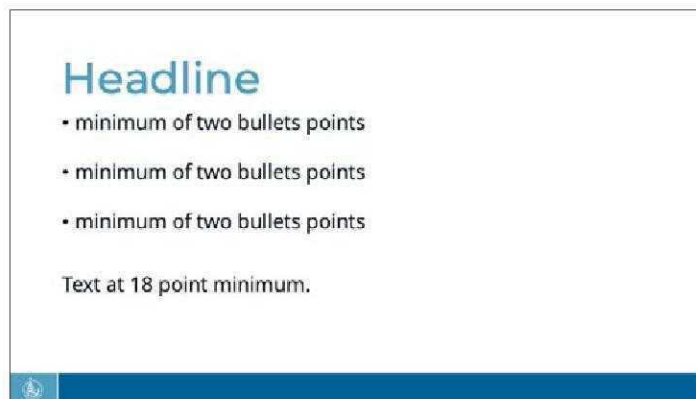
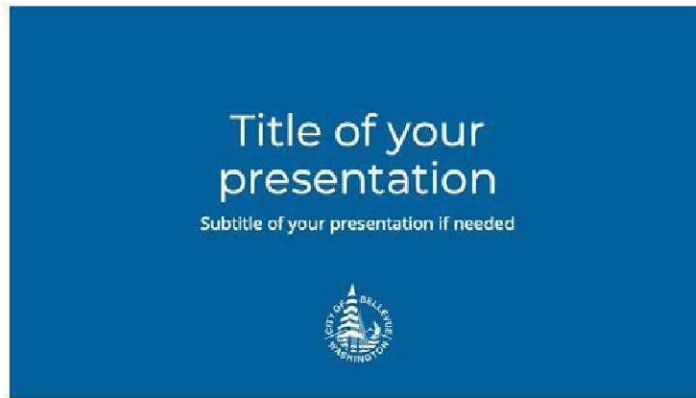
Presentation is about supporting the message and messenger. Detailed information can be used but should be presented in a way that does not immediately distract from the speaker. A printed version of the detailed main takeaways gives the intended audience opportunity to review what was said and adsorb it.

Sample Format

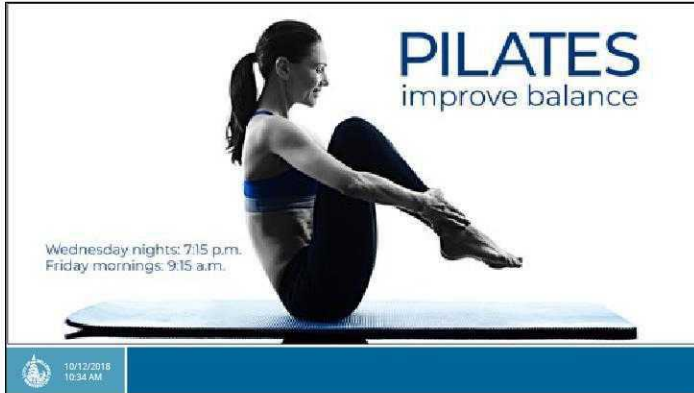
Each presentation given by a City of Bellevue employee should contain the following slides:

- The main title slide showing the City of Bellevue logo.
- A slide introducing the main idea of the presentation and who the presenter or presenters will be, this can be omitted for events.
- A slide outlining what will be presented – the agenda of the presentation.

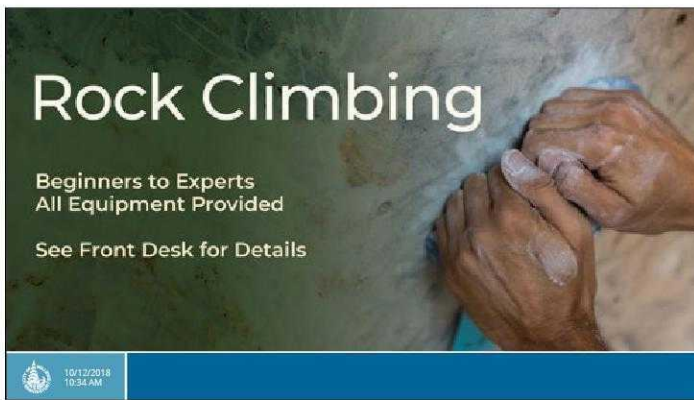
For event slides that play without a presentation, please follow the Digital Signage guidelines.



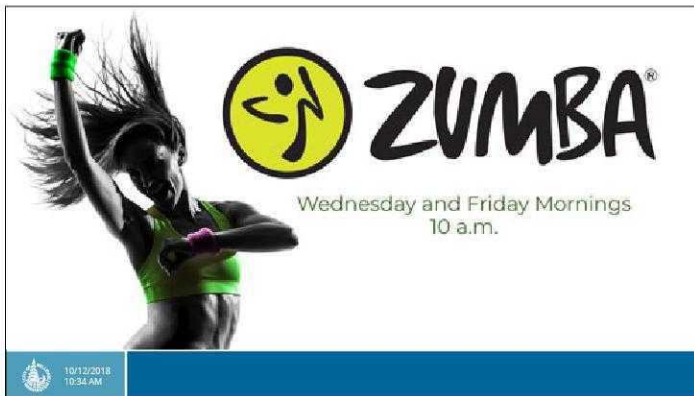
Examples of good design–Digital Signage



Images do not need to be full color to be effective.



If more information is needed, direct the reader to a place where more information can be obtained.

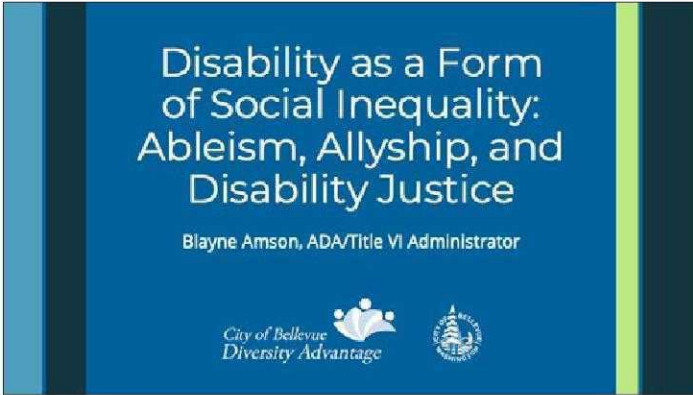


Because of its design, here is an effective use of a sponsor logo.



Department introductory slides. No additional department logos should be included in the slides.

Examples of good design–PowerPoint



Presentation headline, who is presenting and City logo included.



Use images to enhance the presentation and hold the audience's interest.

Categories of Ableism

- **Individual Ableism:** Ableism from an individual who is NOT disabled which is directed at a member or members with disabilities.
- **Structural Ableism:** A physical environment that is designed to meet the needs of the non-disabled.

Use at least two bullets in a list. Brake up large lists onto multiple slides.

What is Ableism?

Ableism is a set of thought practices and subconscious or conscious behaviors against people with disabilities and illnesses which assumes that "able" is the norm, and people who have disabilities must either strive to fit that norm or keep their distance from people who are "able".

"Ableism" often sees disability as an error of life, a wrong way to live, and therefore often negates any life experiences of the disabled.

Use appropriate contrast between background and text. No busy background below text.

Writing Style Guide

To ensure communications about city programs and events are consistent and readily understandable for a broad range of audiences, the City of Bellevue maintains a style guide, which is used for news releases, the website and other communications channels and tools.

While the City Attorney's Office and the City Clerk's Office have their own style guidelines for specialized kinds of documents (the [Council Meeting Packet Style Guide](#) is one), city staff is encouraged to follow this guide when preparing communications for external and internal audiences.

City communications are generally presented according to the guidelines in the Associated Press Stylebook, the style guide for newspapers and other popular media across the country. Rules in the AP Stylebook that come up often in city communications are highlighted here.

Acronyms – Avoid following an organization's full name with an abbreviation or acronym in parentheses or set off by dashes. Abbreviations and most acronyms should be avoided in headlines. There are going to be times when you need to do it but, in many cases, you can simply use the acronym on second reference within the next couple of sentences. Readers will know what it means. Names not commonly before the public should not be reduced to acronyms solely to save a few words. (AP: Abbreviations and Acronyms – awkward constructions)

BelRed – In 2015, the City Council changed the name of the area northeast of downtown from Bel-Red to BelRed. Refer to it as the BelRed area rather than "corridor." The arterial street that runs along the area's southern border is still called *Bel-Red Road*. (Note: The official name of the light rail station is Bel-Red/130th Station.)

Capitalization – In general, capitalization should be used sparingly and primarily only for proper nouns. Resist the temptation to capitalize an important document or project related to your program. For headlines, only the first word and proper nouns are capitalized. (AP: Headlines) For rules about capitalizing job titles, see Titles.

City v. city – The word "city" is capitalized only when used in the proper name "*City of Bellevue*." Otherwise, it's not a proper noun and all other references to the city should be lower case unless the word is used in the formal title of a document. This applies to all cities. The rule is similar for "state." (AP: Capitalization; City)

City Council – Capitalize when part of a proper name: *the Bellevue City Council*. Retain capitalization if the reference is to a specific council but the context does not require the city name: *The City Council approved the light rail agreement*. On second reference, lowercase council: *It was the third time the council accepted the award*. Please note that we say "the council" not just "council." Correct: *For the first time, the council tackled the issue*. Incorrect: *For the first time, council tackled the issue*.

City Council is considered a singular collective noun because it refers to a whole group as a single entity but also the members of that group. Collective nouns typically take singular verbs. Correct: *"At its meeting, the city council voted to approve the ordinance."*

City Hall – Capitalized when referring to Bellevue’s City Hall, whether Bellevue appears in front of it or not. Correct: *City Hall* incorrect: *city hall* (AP: City Hall)

Councilmember – It’s one word, not two. It’s capitalized when it comes immediately before the member’s name.

Commas – Do not use serial commas (the ones between the second-to-last item in a list and the “and”). For example: *We saw coyotes in Wilburton, Cougar Mountain and Factoria*. Not: *We saw coyotes in Wilburton, Cougar Mountain, and Factoria*. Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction: I registered for a tennis workshop, a canoeing demonstration, and an arts and crafts class. (AP: Comma)

Departments – Efforts to brand the departments have led to inconsistent rendering of their names. This can be acceptable, depending on the context. Guidance by department follows:

- **City Attorney’s Office:** Avoid CAO, unfamiliar to most people.
- **City Clerk’s Office:** Avoid CCO, unfamiliar to most people.
- **City Manager’s Office:** May use CMO on second reference with internal audiences.
- **Development Services Department:** Different from the line of business. Avoid using the acronym “DSD” since “department” is in every department’s name. Use context to distinguish the line of business from the department.
- **Finance & Asset Management Department:** For marketing purposes, may be referred to in some external contexts as Finance & Asset Management. Use “&” between names.
- **Fire Department:** Avoid “BFD.” Note that the Office of Emergency Management is part of the Fire Department.
- **Human Resources:** Can be interchangeable with “HR” for internal audiences.
- **Information Technology Department:** For external audiences, use “IT” on second reference. “ITD” is the department’s internal branding.
- **Parks & Community Services Department:** For marketing purposes, may be referred to in some external contexts as Bellevue Parks & Community Services. Use “&” between names. On second reference may be referred to as “Parks.”
- **Community Development Department:** On second reference, may be referred to as “CD.”
- **Police Department:** Avoid “BPD.”
- **Transportation Department:** Nothing tricky here.
- **Utilities Department:** “Bellevue Utilities” may be acceptable on first reference for external audiences when it’s the only department referenced.

Dimensions – Use figures and spell out inches, feet, yards, etc., to indicate depth, height, length and width. Hyphenate adjectival forms before nouns. *He is 5 feet 6 inches tall, the 5-foot-6-inch man. The building is 127 feet high.*

Legislative Titles – Use Rep., Reps., Sen., and Sens. as formal titles when they appear before one or more names. Spell out and lowercase representative and senator in all other uses. *I met with Sens. Murray and Cantwell yesterday. At lunch, I saw Rep. Adam Smith. Congressman and congresswoman* should only be used in reference to members of the U.S. House of Representatives. *Rep.* and *U.S. Rep.* are the preferred first-reference forms when a formal title is used before the name of a U.S. House member. *U.S. Rep. Pramila Jayapal.*

Formal titles, such as mayor, governor, councilmember, delegate, etc., should be capitalized when they appear before a name. They should be lowercase in other uses. *Councilmember Lynne Robinson. The councilmembers voted unanimously to approve the Affordable Housing Strategy.*

Add U.S. or state before a legislative title only when it is necessary to avoid confusion. For example: *U.S. Sen. Patty Murray of Washington stopped by the Olympia office of state Rep. Vandana Slatter.* (AP: Legislative Titles)

Money – With money, we do not include “.00” if no change is involved. For example: *The pet license fee is \$60, not \$60.00.* (AP: Cents)

Numbers – Use words to represent numbers and ordinals up to the number 10, then use numerals. For example: *The Seahawks finished first. She had two months to go. The South Bellevue Community Center is 30 minutes away by bus from Bellevue City Hall.* When you start talking millions, billions or trillions, use a numeral with million, billion or trillion. Examples: *29,000; 5 million.* (AP: Numerals)

Percent – Always write out “percent” and use numerals with it: *1 percent, 50 percent, 17 percent.* (AP: Percent)

Phone Numbers – *425-452-7999*, not *(425) 452-7999* or *425.452.7999*.

Staff – Like the City Council, “staff” is typically a singular, collective noun, so say, *staff is*, not *staff are*. However, if the actions of discrete individuals in the collective are emphasized, use the plural verb: *The staff are working on many projects for the holiday party.*

Streets and Addresses – When streets are referenced without an address, the name is written out, including the directional, i.e., *148th Avenue Northeast, Northeast Fourth Street.* Per numbers style above, streets with a number less than 10 are written out: *Fourth Street*, not *4th Street.* (AP: Addresses)

Time Element – Important rules related to presenting time of events (AP: Time Element):

- **Days of the week** – Unlike AP style, provide the day and date for events, even if they are within seven days of the communication. *“No resident will come away feeling fleeced at the sheep-shearing Saturday, Oct. 19.”* Do not include the year.
- **Month** – When a month is used with a specific date, abbreviate *Jan., Feb., Aug., Sept., Oct., Nov.* and *Dec.* The other months are never abbreviated. In some cases, when there is doubt that the audience will understand the abbreviation, long month names may be spelled out. Spell out all month names when using alone or with a year alone. (AP: Months)
- **No ordinal endings** – *May 24*, not *May 24th*; *Nov. 2*, not *Nov. 2nd*; *Jan. 31*, not *Jan. 31st* (AP: Dates).

Times – Times are rendered without the “:00.” Go lowercase, with periods for the “a.m.” and the “p.m.” Generally, use dashes without spaces, not “to” and “from.” (AP, Times)

- Good – *The event will be 9 a.m.-5:30 p.m.*
- Bad – *The event will be from 9:00 AM to 5:30 PM.*

Titles – In general, confine capitalization to formal titles used directly before an individual's name (AP: Capitalization – titles):

- **Lowercase** – Lowercase and spell out titles when they are not used with an individual's name: *The president issued a statement. The mayor hailed the new park. The city manager will appear at the ceremony.* Lowercase and spell out titles in constructions that set them off from a name by commas: *The deputy mayor, John Chelminiak, will present the award. Mike Brennan, director of Development Services, took the lead on the initiative.* Even when a title appears before a person's name, it's lower case if it's an occupational description – *firefighter Susan Jones or digital communications coordinator Margaret Mead.* (AP: Capitalization – titles)
- **Uppercase:** Capitalize formal titles when they are used immediately before one or more names: *City Manager Brad Miyake, Mayor John Chelminiak, Transportation Director Andrew Singelakis.*

Questions

If you have questions or suggestions for the style guide, please contact staff in the Communications Office, communications@bellevuewa.gov.

Vendor Requirements

If you're using an outside vendor, these requirements should be communicated to the vendor along with the Logo Standards and Guidelines.

If they don't understand the terminology below, please reconsider proceeding. Using non-designers to create design work will severely complicate the process causing impact to cost and timelines.

If additional work is required by Graphics or Web Team on a vendor project, timelines could be impacted significantly. If you have questions, please contact the Digital Government team.

It's **mandatory** that all original files created by the vendor are property of City of Bellevue. Please ensure that this is part of your vendor contracts. This will ensure an easy transition if Graphics or Web Team assists you with future work.

Graphics Vendor Recommendations

Design files:

- We accept InDesign (include .idml), Illustrator and PhotoShop files.
- All working files must contain properly defined paragraph and character styles.
- All files must have object, table, etc. styles defined when applicable.
- Text should read properly and not be hidden behind other objects.
- Delete all empty text boxes and unused images.
- Delete all unused colors and styles.
- Do not apply stroke or fills to text boxes.
- Include .125" bleed on all documents that bleed and make sure images/color fill that area.
- Accessibility and Universal design principles should be followed. Guidelines can be provided by the city if needed.

Images:

- Place images at 100% and 300 dpi.
- Delete all unused images from the pasteboard.
- Do not embed images; link and package them.
- Use vector files for logos when possible.
- Include all images with your packaged files (.ai, .eps, .jpeg, .png, .psd).

Logos & Branding:

- Bellevue branding must follow our Style Guide. The city can provide additional guidance as needed.
- Internal customers and vendors who do not follow the Style Guide are responsible for any incurred costs or delays from rejected deliverables.

Final files:

- Provide fully packaged files, see above, including fonts.
- Provide PDFs with all your files and double check that they're created properly as expected.
- For saddle stitched books, make sure you have generated an appropriate number of pages.

Digital Vendor Recommendations

When engaging in a new web or software project, we recommend engaging with Information Technology and Communications pre-emptively to ensure alignment with best practices and internal processes. If in doubt of whom to reach out to, one can contact digitalgovteam@bellevuewa.gov to get properly routed.

Here are recommendations at a high level to follow from the Web Governance Policy and the ITD best practices:

- Any new initiative for online marketing campaigns that may include new websites, blogs, software and web applications, social media, email or other digital campaigns must include Information Technology Department (ITD) and City Manager's Communications Office (CMCO) in the planning phase.
- Content that's distributed via blog, email, or social media are subject to state laws concerning records retention, public disclosure, open public meetings and use of government resources apply and must be routed with the CMCO.
- Use or registration of vanity domains or [BellevueWA](#) subdomains will be approved by the proposing department's director or his/her designee as well as the ITD and the CMCO. All initial and ongoing costs relating to the vanity domains will be assumed by the proposing department. All city domains must be registered and owned through ITD, not through a third-party vendor or the department.
- Vendors are expected to conform with the city policy for Level AA of the Web Content Accessibility Guidelines 2.0 (WCAG 2.0) developed by the World Wide Web Consortium (W3C). The accessibility guidelines are extended to electronic documents and other digital products and services. The city performs regular scans of the site for accessibility issues, which vendors are expected to correct with support from ITD or CMCO.
- Vendors are expected to include an instance of Google Universal Analytics to help measure business outcomes. All city domains must be registered and owned through ITD, not through a third-party vendor or the department. If vendors need access to this data or to create reports, it will be requested from ITD include a roll off date to ensure data security.
- All digital products are expected to conform with the city's security, privacy, and technology standards. Please work with ITD to ensure compliance with current policy and standards.

Graphics' Customer Guide

The Graphics Team is part of a larger Digital Government Team and is committed to helping staff with all their branding-related projects. Here are some tips to help with the request process:

- Contact the Graphics Team directly when developing City of Bellevue branded materials. Requests can be made through the city's SharePoint site via the [IT Help Desk](#).
- Priority is given to public facing projects and materials.
- Work with your department's public information officer (PIO) when developing content. Depending on the project, Graphics and the department PIO may consult with the chief communications officer for final approval.
- Graphics Request should be submitted when you have all content including copy, images, graphs, etc.
- Submit requests early; a minimum of two weeks before the final due date is recommended. Please avoid ambiguous deadlines.
- You should work directly with Postal Services when creating a mailer to assure all postage/address/BRM artwork is correct.

More questions? Check the Digital Government Guidelines on **S:/CITY LOGO AND BRAND ASSETS**

Glossary of Terms

Logotype—words or the name of a business that is designed in a customized way.

Logomark—identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.

A "logo" is often made of a logotype and a logomark. But not every business needs both.

Logo—recognizable and distinctive graphic design, stylized name, unique symbol, or other device for identifying an organization, group, program or event. It is used in advertising and communication, on buildings and products.

Brochure—a piece of paper, usually folded up, that informs new customers about your product or service. Common folds can be found on page 16 in the Digital Government Guidelines.

Booklet—a small book consisting of a few sheets, typically with paper covers. Saddle stitched, perfect bound or spiral bound. See page 17 in the Digital Government Guideline for reference.

Books—multi-page document, typically a report or guide. Saddle stitched, perfect bound or spiral bound. See page 17 in the Digital Government Guidelines for reference.

Poster—any piece of printed paper designed to be attached to a wall or vertical surface. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Most common sizes are 11"x17" and 12"x18".

Sign—any piece of printed paper, plastic, vinyl, etc. designed to be attached to any surface or staked in-ground. Typically, signs include both textual and graphic elements, although a sign may be either wholly graphical or wholly text. Most common sizes are 18"x24" and 24"x36".

Banner—a long strip of fabric or vinyl bearing a slogan or design, hung in a public place or carried in a demonstration or procession. For example, Concourse banner, overpass banner, etc.

Spot colors or PMS (Pantone Matching System)—ink that has been specifically mixed and calibrated to a Pantone color matching system. It's a process of picking out a paint swatch—a color is picked from a catalogue of PMS /Spot colors.

Spot colors are used in offset and screen printing, usually in large runs. Spot colors are recommended if color accuracy is essential. If two spot colors are used for a print project, it is called a 2 color job. A specific plate has to be made for each spot color so the costs for such a printing job can drastically increase.

CMYK Process color—used in commercial color printing, offset and digital. It is also used to describe the printing process itself. CMYK refers to the four ink plates used in offset color printing: cyan, magenta, yellow, and black.

RGB color—used onscreen, what you see on your mobile devices, computer monitors, laptops, TV and movie screens, games and illuminated signs. It's a combination of Red, Green and Blue.

HEX (hexadecimal color)—used by designers and developers of websites. Color is expressed as a six-digit combination of numbers and letters. It's defined by mix of red, green and blue (RGB).

Existing Misc. Exceptions



- 1. Using approved program, team, initiative, etc. logo is acceptable.
- 1. **Partnerships**
The department logo for Bellevue Parks & Community Services can be used in limited cases along with partner logos. For all other external promotional materials, please use the official city logo.



FRONT, these cards do not have a back.

Fire C.A.R.E.S. business cards for staff and students. These cards are grandfathered in for a program mostly staffed by volunteers.

To order C.A.R.E.S. business cards:

Go to:

aaa-printing.com/customer_portal/login.html

Username: bellevuefire

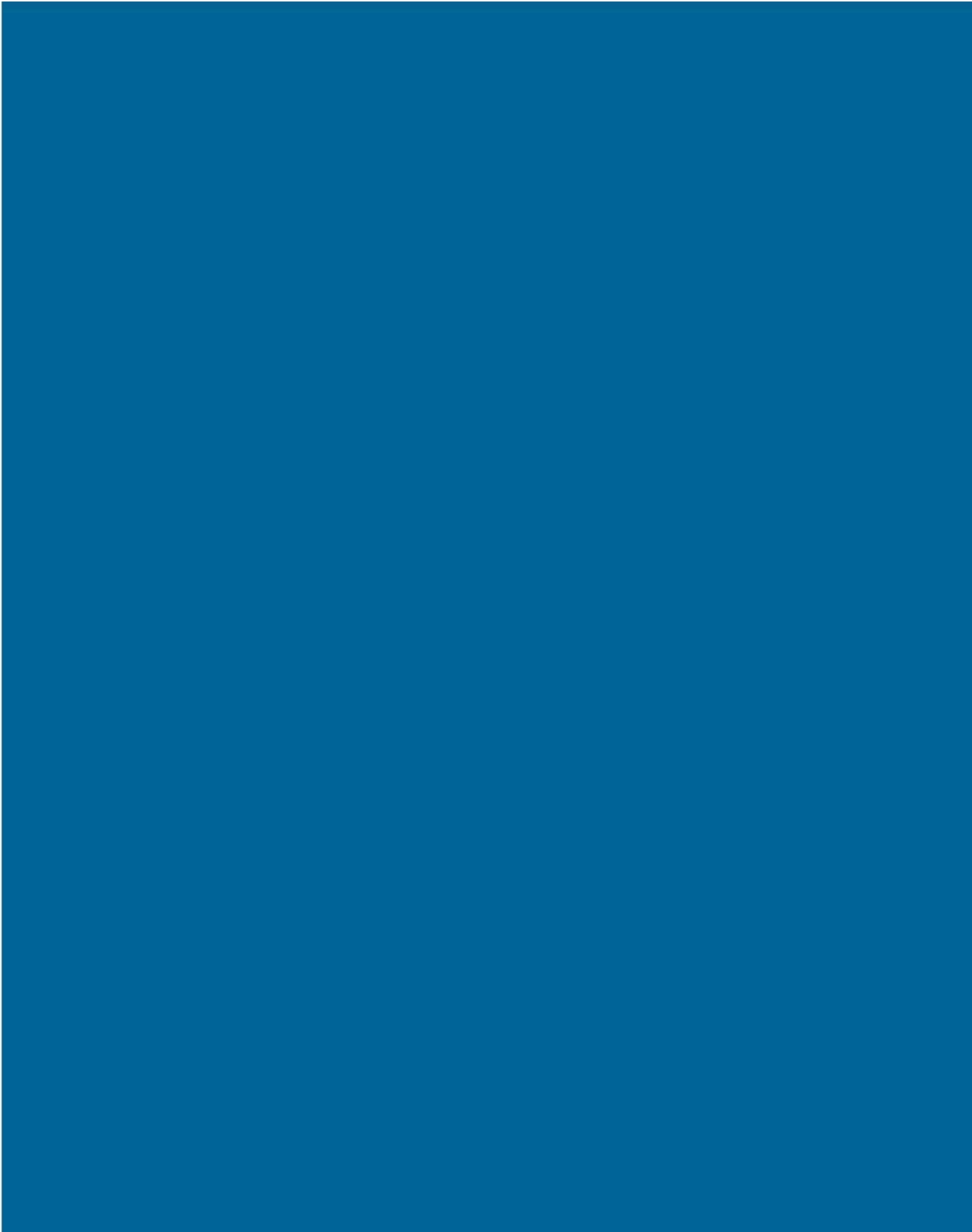
Password: *1bellevuefire



iPad stand

Notes

Inside cover, intentionally left blank, use for proper printing.



ATTACHMENT B
BDA PARTNERSHIP PROGRAM 2022-2023
SCOPE OF WORK

OVERVIEW AND OBJECTIVES

The City of Bellevue (“City”) partners with the Bellevue Downtown Association (“BDA”) to promote, activate, and support downtown. Historic partnerships have focused on piloting new work and assisting local small businesses during the COVID-19 pandemic.

In 2022-2023, the City and the BDA will partner on projects meant to welcome residents, visitors, and workers back to downtown Bellevue after two years of uncertainty and change. Programs will emphasize connections between people and place, with a particular focus on improving the downtown experience as more people return. The intent is to deliver citywide benefits, such as increased downtown visits, consumer spending, and associated tax revenue; retention of businesses and jobs; activations in the public realm encouraging visitation, leisure, and recreation; and increased private-sector participation, support, and contributions to public realm activations and placemaking efforts.

The City shall sponsor the programs described in this Scope of Work.

ONE-TIME FUNDING

Public Realm Furniture Program. The BDA will manage a public outdoor furniture and décor program in 2022-23, with a focus on the Grand Connection corridor, including Downtown Park (in close cooperation with the City’s Parks Department). The deliverables shall include:

- Add sturdy umbrellas or other furniture elements for comfort, shade, and visibility.
- Add waste or recycling cans in strategic locations, including their regular maintenance (in collaboration with property owners).
- Replace banner brackets as needed.
- Identify potential furniture locations and satisfy permitting and property owner agreements as needed.
- Evaluate proposals and potentially add temporary/seasonal lighting during winter months.
- Develop cleaning and management guidelines for furniture.
- Place, move, and manage colorful tables and chairs (in collaboration with property owners).

Wayfinding. The BDA will pilot a wayfinding and signage project starting in winter 2022-2023 in order to better understand the need for improved signage and visible connections between downtown destinations. The deliverables shall include:

- Develop pilot expectations and vision.
- Create a list of possible destinations and key signage locations.

- Deploy temporary wayfinding signage in key locations along the Grand Connection, particularly between 110th and Bellevue Way.
- Explore potential for expansion in summer 2023 to meet the Grand Opening of the 2 Line.
- Research opportunities for partnership with Sound Transit and the City in future iterations.

PROGRAM SUPPORT

Grand Connection Activation & Downtown Experience Ambassadors. In addition to management of Grand Connection lanterns, outdoor furniture and a pop-up farmers market, the BDA will pilot a “Downtown Experience Ambassador” program in summer and fall 2022, with a focus on the Grand Connection corridor, including Downtown Park (in close collaboration with the City’s Parks Department). The goal of this program will be to provide on-the-ground support dedicated to enriching the experience of downtown activations, events, and programs. The deliverables shall include:

- Recruit and train of 2-3 seasonal downtown “placemakers” or “experience ambassadors.”
- Manage tables, chairs, umbrellas, banners, lanterns or other designated furniture or fixtures.
- Launch, manage and evaluate a pop-up farmers market pilot in Compass Plaza, in conjunction with the BDA’s Bellevue Beats lunchtime concerts.
- Provide a customer service connection and downtown information for visitors, merchants, and residents of downtown.
- Develop and manage storytelling content, including feature stories, social media and video/photography about the Grand Connection vision, and people and projects bringing the vision to life.
- Identify and document issues or concerns with the public realm, coordinate reporting via MyBellevue app and/or with affected properties, i.e. shopping carts, graffiti, vandalism, etc.
- Provide on-the-ground, as-needed support for BDA-sponsored community events and programs.
- Report on the activities of the Grand Connection Activation and Downtown Experience Ambassadors, including key metrics and actions (i.e. number of tables/chairs deployed and locations, number of inquiries answered, etc.) no later than October 15, 2022.

Downtown Neighborhood/District Support. The BDA will again activate Main Street in Bellevue through the “Al Fresco” program in partnership with Old Bellevue restaurants and the City of Bellevue, in addition to promotional support for other programming throughout the year. The focus will be on exploring preferences among stakeholders and building the capacity of neighborhood properties/businesses on the street to self-organize for services. The deliverables shall include:

- Manage al fresco program logistics in partnership with City and restaurants.
- Work in cooperation with Main Street/Old Bellevue neighborhood businesses to evaluate shared staffing or contractor to support future Main Street place management activities, including outdoor dining, website/social media, planter boxes, banners, holiday lighting, marketing and events, merchant organizing, and dues collection.

- Support organizational development of the Old Bellevue Merchants' Association, including a formal plan, if agreed-to, for the next 3 to 5 years, with defined roles, implementation steps and milestones. This document should be developed in collaboration with CED and OBMA by June 2023.

Public Parking Research & Communication. Working with area businesses and the City, the BDA will facilitate an accurate inventory of available visitor parking in summer and fall 2022, with an emphasis on southwest downtown, including Downtown Park and the Main Street/Old Bellevue area. The intent is to better understand the current supply and potential communication needs and opportunities for improving the "guest experience" for visitor trips. The deliverables shall include:

- Publicly communicate/market parking options on Main Street and near Downtown Park.
- Communicate with developers, such as Vulcan Real Estate, to explore shared use of office building parking garages for after-hours and weekend public parking.
- Document use and identify improvements for pedestrian connections and walkability between parking garages and destinations like Main Street and Downtown Park.
- Conduct intercept surveys to understand how visitors travel to Downtown Park and Main Street, and if they drive, where they park.
- Explore development of an ongoing parking management program for Main Street and Downtown Park.
- Report on public parking research activities, including documentation of survey data and potential user experience and management improvement, by June 2023.

MEASUREMENT AND REPORTING

The BDA will continually measure program performance and periodically report on its activities to Cultural and Economic Development staff through a regular, biweekly collaboration meeting meant to share information and report on key activities of both organizations.

As outlined above, the following deliverables shall be provided to the City:

- Report on summer 2022 deployment of tables, chairs, umbrellas, and other street furniture no later than October 15, 2022.
- Report on deployment of wayfinding signage no later than June 2023.
- Report on the activities of the Grand Connection Activation and Downtown Experience Ambassadors, including key metrics and actions (i.e. number of tables/chairs deployed and locations, number of inquiries answered, etc.) no later than October 15, 2022.
- Depending on interest of key OBMA stakeholders, a formal plan for the organizational development of the Old Bellevue Merchants' Association outlining appropriate steps and milestones looking forward three to five years. This document should be developed in collaboration with CED and OBMA by June 2023.
- Report on public parking research activities, including documentation of survey data and potential user experience and management improvement, by June 2023. Additionally, any public marketing materials shall be shared with Cultural and Economic Development.

PROJECT BUDGET AND INVOICING

The City will fund each of the projects at the following estimated amounts, with the total contract not to exceed \$90,000:

Project	Management	"Hard" Cost	Total
Public Realm Furniture/Decor		\$8,000	\$8,000
Wayfinding Project		\$5,000	\$5,000
GC Activation & Ambassadors	\$45,000	\$5,000	\$50,000
Neighborhood District Support	\$15,000		\$15,000
Public Parking	\$11,000	\$1,000	\$12,000

On the following dates, the BDA may provide an invoice and a brief report of activities covered by the invoice. Invoices shall clearly enumerate all costs which are being invoice and shall include only activities which have taken place or been deployed prior to the invoice date. The City will promptly process the invoice and provide payment.

- August 15, 2022
- October 15, 2022
- December 15, 2022
- February 15, 2023
- April 15, 2023
- June 15, 2023

Additionally, the City is committed to working with the BDA to identify additional private- and nonprofit-sector funding for these projects and others on the BDA's work program. Many of these projects are competitive for small-scale grant programs, and we believe that we could work with major employers across downtown to build support for this work. Ultimately, our vision is that these types of programs could be **self-supported** across downtown, with City assistance for administration and support.



City of Bellevue
450 110th Ave. NE
Bellevue, WA 98004

Attachment "C" - Insurance Requirements

The Contractor shall procure and maintain for the duration of this Agreement insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Contractor, his agents, representatives, employees or subcontractors. The cost of such insurance shall be paid by the Contractor. Insurance shall meet or exceed the following unless otherwise approved by the City.

A. Minimum Insurance:

- Commercial General Liability coverage with limits not less than \$1,000,000 per occurrence/
\$2,000,000 annual aggregate.
- Business Automobile Liability Coverage with limits not less than \$1,000,000 per accident for any auto.
- Stop Gap/Employer's Liability coverage with limits not less than \$1,000,000 per accident/disease.
- Workers' Compensation coverage as required by the Industrial Insurance Laws of the State of Washington.

B. Additional Insurance: N/A

C. Self-Insured Retentions:

Self-insured retentions must be declared to and approved by the City.

D. Other Provisions:

1. Commercial General Liability policies must be endorsed to:
 - a. Include the City, its officials, employees and volunteers as additional insureds,
 - b. Provide that such insurance shall be primary as respects any insurance or self-insurance maintained by the City,
2. Contractor or its Insurance Agent/Broker shall notify the City of any cancellation, or reduction in coverage or limits, of any insurance within seven (7) days of receipt of insurers' notification to that effect.

E. Acceptability of Insurers:

Insurance shall be placed with insurers with an AM best rating of A:VII or better.

F. Verification of Coverage:

Contractor shall furnish the City with certificates of insurance required by this clause. The certificates are to be received and approved by the City before work commences. The City reserves the right to require complete, certified copies of all required insurance policies at any time.

G. Subcontractors:

Contractor shall require subcontractors to provide coverage which complies with the requirements stated herein.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
03/24/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Parker, Smith & Feek, Inc. 2233 112th Avenue NE Bellevue, WA 98004	CONTACT NAME: PHONE (A/C. No. Ext): 425-709-3600 E-MAIL ADDRESS:	FAX (A/C. No): 425-709-7460	
	INSURER(S) AFFORDING COVERAGE		NAIC #
INSURED Bellevue Downtown Association 10900 NE 4th Street, Suite 250 Bellevue, WA 98004	INSURER A: Great American Assurance Company		
	INSURER B: Great American Alliance Ins. Co.		
	INSURER C:		
	INSURER D:		
	INSURER E:		
	INSURER F:		

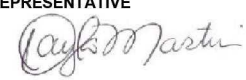
COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC			PAC556354115	04/18/2022	04/18/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 20,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			PAC556354115	04/18/2022	04/18/2023	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
B	UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000 SIR			UMB556354215	04/18/2022	04/18/2023	EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	PAC556354115 ** WA Stop Gap	04/18/2022	04/18/2023	<input type="checkbox"/> WC STATU-TORY LIMITS <input checked="" type="checkbox"/> OTH-ER WA Stop Gap E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
Exhibit of Insurance

CERTIFICATE HOLDER**CANCELLATION**

City of Bellevue PO Box 90012 Bellevue, WA 98009	<p>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</p> <p>AUTHORIZED REPRESENTATIVE</p> 
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City of Bellevue

May 17, 2022

The Bellevue Downtown Association
Attention: Mr. Patrick Bannon
10900 NE 4th St, Suite 250
Bellevue, WA 98004

RE: Written Acknowledgement of City of Bellevue Self Insurance

Dear Mr. Bannon:

Please be advised that the City of Bellevue is a municipal corporation that fully self-insures its general, auto, and professional liability loss exposures under the provisions of Chapter 48.62 Revised Code of Washington (RCW). The City of Bellevue is also a self-insured employer for workers' compensation claims. As a self-insured municipality, the City is unable to name the Bellevue Downtown Association or any other entity as an additional insured but is providing this letter as evidence of coverage.

Questions regarding the City's insurance program can be referred to the Risk Management Office at (425) 452-2011.

Sincerely,

Pete Bourgeault

Pete Bourgeault
Risk Manager

cc: Alexanna Minor



You have 2 new alerts
[Show / Hide Alerts](#)



Search

All Words

e.g. 1606N020Q02

Select Domain
Entity Information



All Entity Information

Entities

Disaster Response Registry

Exclusions

Filter By



Keyword Search

For more information on how to use our keyword search, visit our [help guide](#)

Any Words [\(i\)](#)

All Words [\(i\)](#)

Exact Phrase [\(i\)](#)

e.g. 123456789, Smith Corp

"Bellevue Downtown Association" ×

- Classification ∨
- Excluded Individual ∨
- Excluded Entity ∨
- Federal Organizations ∨
- Exclusion Type ∨
- Exclusion Program ∨
- Location ∨
- Dates ∨

Reset 

Sort by

Relevance

Showing 1 - 25 of 211 results

Downtown Chiropractic Active

Unique Entity ID

HSREM2GXALT4

CAGE Code

(blank)

Physical Address

707 State St., El Centro, CA 92243 USA

Exclusion

Classification

Firm

Activation Date

Mar 16, 2002

Termination Date

Indefinite

DOWNTOWN MEDICAL, PC Active

Unique Entity ID

HQRGZTLL2LC3

CAGE Code

(blank)

Physical Address

139 FULTON ST, STE 515, New York, NY 10038 USA

Exclusion

Classification

Firm



< Business Lookup

License Information:

[New search](#) [Back to results](#)

Entity name: BELLEVUE DOWNTOWN ASSOCIATION

Business name: TRANSMANAGE

Entity type: [Nonprofit Corporation](#)

UBI #: 601-156-177

Business ID: 001

Location ID: 0001

Location: Active

Location address: 10900 NE 4TH ST
STE 250
BELLEVUE WA 98004-8304

Mailing address: 10900 NE 4TH ST
STE 250
BELLEVUE WA 98004-8304

Excise tax and reseller permit status: [Click here](#)

Secretary of State status: [Click here](#)

Governing People May include governing people not registered with Secretary of State

Governing people



Title

Governing people

Title

BANNON, PATRICK

EISENHAUER, JULIE

HUTCHINSON, JIM

MINIKEN, DAVID

SCHEUERMANN, JILL

Registered Trade Names

Registered trade names	Status	First issued
TRANSMANAGE	Active	Oct-31-2006

The Business Lookup information is updated nightly. Search date and time: 7/20/2022 1:04:36 PM

Contact us

How are we doing?

Take our survey!

Don't see what you expected?

Check if your browser is supported



Contractors

BELLEVUE DOWNTOWN ASSOCIATION

Owner or tradesperson PATRICK BANNON
Doing business as
BELLEVUE DOWNTOWN ASSOCIATION

**10900 NE 4TH ST STE 250
BELLEVUE, WA 98004-8304**

WA UBI No.
601 156 177

Governing persons
PATRICK

**BANNON
ROSS JACOBSON;
DAVID MINIKEN;
SUSAN STEAD;**

Certifications & Endorsements

OMWBE Certifications

No active certifications exist for this business.

Apprentice Training Agent

No active Washington registered apprentices exist for this business. Washington allows the use of apprentices registered with Oregon or Montana. Contact the [Oregon Bureau of Labor & Industries](#) or [Montana Department of Labor & Industry](#) to verify if this business has apprentices.

Workers' Comp

Do you know if the business has employees? If so, verify the business is up-to-date on workers' comp premiums.

L&I Account ID
369,123-00

Account is current.

Doing business as

BELLEVUE DOWNTOWN ASSOCIATION

Estimated workers reported

Quarter 1 of Year 2022 "7 to 10 Workers"

L&I account contact

T4 / CASSANDRA SMITH (360)902-5632 - Email: SMCA235@lni.wa.gov

Public Works Requirements

Verify the contractor is eligible to perform work on public works projects.

Required Training— Effective July 1, 2019

Needs to complete training.

Contractor Strikes

No strikes have been issued against this contractor.

Contractors not allowed to bid

No debarments have been issued against this contractor.

Workplace Safety & Health

Check for any past safety and health violations found on jobsites this business was responsible for.

No inspections during the previous 6 year period.



CONTRACT FACE SHEET

Document Type:

- Contract
- MOU
- Interlocal Agreement
- Notice of Acceptance
- Retainage
- Franchise Agreement
- Right of Way Use Agreement
- Lien
- Correspondence
- Collective Bargaining Agreement

Status:

- New
- Amendment
- Change Order
- Renewal
- Cancellation

Contract Documents:

Scan and toss

Do *not* scan and toss (keep)

***Vendor Name:** Bellevue Downtown Association

***JDE PO Number:** 2250127.000

***Effective Date:** 7/1/2022

***Termination Date:** 9/30/2023

Amendment Effective Date: _____

***Clerk's Receiving Number:** 79484

Related Receiving Number: _____

Bid/RFP/RFQ/ITQ Number: _____

Ordinance Number: _____

Resolution Number: _____

CIP Number: _____

Project Name: MOU Partnership Agreement Placemaking & Activation Accross Downtown Bellevue

Site Name: _____

Vendor Number: 33980

File Location: _____

*Denotes mandatory fields. If referring to Retainage, please indicate the Termination Date same as the Contract Termination Date.

Face Sheet Date: _____

Scan Date: _____

Index Date: _____

CR# 79484 Date: 8/10/22 PO # & Loc: 2250127.000

City of Bellevue
Finance Department - Procurement Services
450 110th Ave. NE. Bellevue, WA 98004

Contract Routing Form

Current Contract Information:

Contract Title: Memorandum of Agreement between the City of Bellevue and the Bellevue Downtown Association for the Downtown Activation and Placemaking Partnership

Contract Description: An agreement to partner on placemaking and activation across downtown Bellevue

Total Contract Value: \$90,000.00

This Amendment Value: 0.00

Department: Economic Development - 652

Contract Manager: Anthony Gill

Contract Type: Memo of Understanding (MOU)

Contract Form: Custom contract document

Budget Expenditure: Expenditure Contract - Sufficient Funds

Grant Funded? If yes, please attach/e-mail copy of grant.

no

Maximo User: No

Vendor Information:

New Vendor? No **COB License #:** 36999

Vendor Name: Bellevue Downtown Association **UBI #:** 601156177

Vendor Email: patrick@bellevuedowntown.com

JDE Vendor Number: 33980 **Contractor's Lic. #:** na

Independent Contractor? No


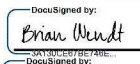
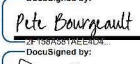

Contract Term:

Original Effective Date: 07/01/2022 **End Date:** 09/30/2023

Subject To: No Renewal

Council Approval:

Does this contract require council approval? No

Route:	Approvers Name or Designee	Signature	Date Signed
Vendor Contact Name:	<u>Patrick Bannon</u>		
Procurement Services:	<u>Angela Carlson</u>		<u>7/25/2022</u>
Information Technology:	Not Required		
Legal Reviewer:	<u>Brian Wendt</u>		<u>7/25/2022</u>
Insurance Reviewed By:	<u>Pete Bourgeault</u>		<u>7/25/2022</u>
Department Director:	<u>Jesse Canedo</u>		<u>7/29/2022</u>

Return To: Anthony Gill

City Clerk's Office: Sue Gunderson
Sue Gunderson 8/10/22

Related Contract Information:

Amendment/change order/renewal? No

Selection Method:

Selection Method: Interlocal/MOU

Budget Information:

Line #	Description	GL Date	Account #	Subtotal	Tax	Total
1	Grand Connection CIP	07/19/2022	864680001.541100.5880	\$25,000.00	No	\$25,000.00
2	Port of Seattle Grant	07/19/2022	038641005.541100.5930	\$20,000.00	No	\$20,000.00
4	CED CIP	07/19/2022	413680001.541100.5880	\$23,300.00	No	\$23,300.00
3	CED Operating	07/19/2022	71955.541100.5930	\$21,700.00	No	\$21,700.00

Additional Comments:

CONTRACT REVIEW CRITERIA

Dept.	PS	
<input type="checkbox"/>	<input type="checkbox"/>	Does the Contract Routing/Approval Form and Contract have consistent information? yes
<input type="checkbox"/>	<input type="checkbox"/>	Is the Contract Type and template appropriate for the services performed? yes
<input type="checkbox"/>	<input type="checkbox"/>	Are the contract values (i.e aggregate values, yearly budget totals, taxable amounts, acct. numbers, etc.) accurate? yes
<input type="checkbox"/>	<input type="checkbox"/>	Is the JDE vendor name and number accurate? yes
<input type="checkbox"/>	<input type="checkbox"/>	Does the Company have a Bellevue Business License? If not, date Tax Office was notified? _____ . yes
<input type="checkbox"/>	<input type="checkbox"/>	Do the Contract Start/End Dates comply with current policies (maximum 5 years unless exception noted)? yes
<input type="checkbox"/>	<input type="checkbox"/>	Is this an amendment or renewal? If so, are the original contract #'s and values indicated? na
<input type="checkbox"/>	<input type="checkbox"/>	Has the Selection Method been explained in Additional Comments? Are results attached? na
<input type="checkbox"/>	<input type="checkbox"/>	If there is an ordinance/resolution/motion for this contract, are the date and # noted and a copy attached? na
<input type="checkbox"/>	<input type="checkbox"/>	Does the contractor meet requirements of the Independent Contractor Threshold question? yes
<input type="checkbox"/>	<input type="checkbox"/>	Is Attachment "A" (Scope of Work and/or Services) attached? yes
<input type="checkbox"/>	<input type="checkbox"/>	Is Attachment "B" (Insurance Requirements) attached? ATTACHMENT C Yes

<input type="checkbox"/>	<input type="checkbox"/>	Does Insurer have a Best rating of AVII or better? yes A+, A+
<input type="checkbox"/>	<input type="checkbox"/>	Is the Contractor identified as the insured? yes
<input type="checkbox"/>	<input type="checkbox"/>	Does the Contractor have Commercial General Liability, Commercial Auto Liability, Worker's Compensation, and Employer's Liability/Stop Gap and special coverages as required? yes
<input type="checkbox"/>	<input type="checkbox"/>	Are the policy expiration date(s) on the Certificate of Insurance current? yes 4/18/2022-4/18/2023
<input type="checkbox"/>	<input type="checkbox"/>	Does the Contractor have a self-insured retention? If so, inform Risk. na
<input type="checkbox"/>	<input type="checkbox"/>	Is the City of Bellevue listed as the Certificate Holder? yes
<input type="checkbox"/>	<input type="checkbox"/>	Is the City of Bellevue (& contracting partners) listed as an additional insured on the Certificate of Insurance? yes
<input type="checkbox"/>	<input type="checkbox"/>	If this contract requires the payment of Prevailing Wages, are current Wage Rates referenced in Attachment "C"? no
<input type="checkbox"/>	<input type="checkbox"/>	Does the Contractor have an open account with the Washington State Department of Revenue? yes
<input type="checkbox"/>	<input type="checkbox"/>	Are the Contractor's worker's compensation premiums current? yes
<input type="checkbox"/>	<input type="checkbox"/>	Does the Vendor have an active Professional/Contractor License with the Washington State Department of Licensing? na
<input type="checkbox"/>	<input type="checkbox"/>	Have you checked the Office of Minority and Women-Owned Businesses website? na
<input type="checkbox"/>	<input type="checkbox"/>	Have you checked the King County Small Business Certification website? na
<input type="checkbox"/>	<input type="checkbox"/>	Is the Vendor on the Federal Debarred Suspended List? no https://sam.gov/SAM/pages/public/searchRecords/search.jsf
<input type="checkbox"/>	<input type="checkbox"/>	Verify LNI Debarment status at: yes https://secure.lni.wa.gov/debarandstrike/ContractorDebarList.aspx