

City Brand Identity Update

Community Feedback Review

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Information Only

Provide feedback to staff on preferred brand enhancement focus areas to inform development of a work plan reflective of community input and the goals of Council Priority #2.

AGENDA

Project Background

Outreach Methodologies

Key Findings

Community Focus Areas and Suggestions

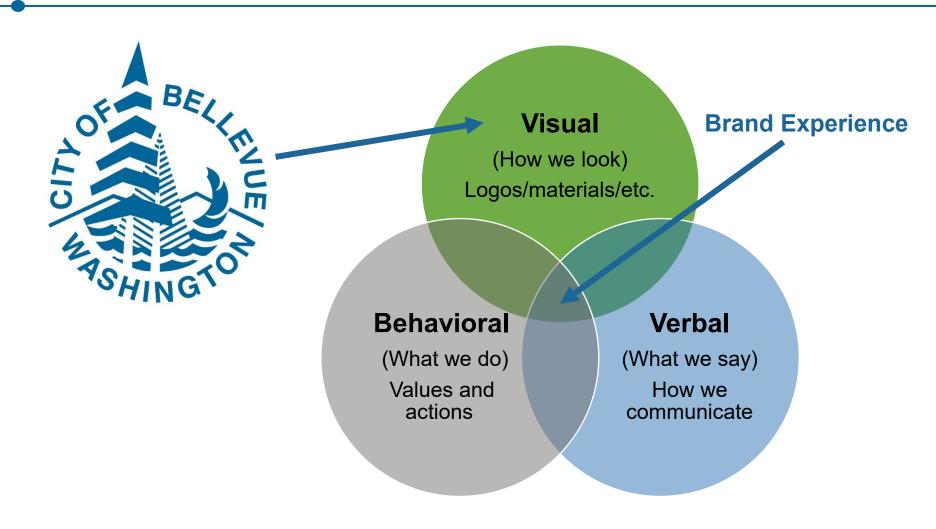
Next Steps

Council Priorities 2 and 10

"Develop and establish an updated brand identity for the City of Bellevue that reflects both our past and our future; an identity that is iconic and leaves a lasting impression that Bellevue delivers high quality services and is a place where people want to live, work, learn and play."

"Enhance community engagement efforts to increase equitable public participation in city decision-making and improve the reach and effectiveness of the city's engagement strategies."

What is a Brand?



Outreach Methodologies

Methodologies for Data Collection

- Focus groups
- Community listening session
- Community survey
- Engagement with internal groups of city staff and city councilmembers
- Small business outreach

Community Listening Session: Exploring Bellevue's Identity Together

September 25, 2025





Key Findings

Community Brand Perception

- What are the first words or phrases that come to mind when you think about Bellevue?
- Beauty, parks, greenspace
- Clean, safe
- Expensive, rich, affluent, exclusive
- Growth, development, business, economy
- Unique neighborhoods, quality of life
- Diversity, culture, international
- Friendly, welcoming community



City Government Brand Perception

- What are the first words that come to mind when you think about the City of Bellevue government?
- Well-managed, efficient, responsive
- Growth/business-focused
- Inefficient, bureaucratic
- Does not represent residents
- Supports quality of life, community, culture
- Wrong focus, out of touch
- Rich/expensive/taxes



Opportunities to Close Gaps

What concepts do you associate with Bellevue?

- 1. Beautiful natural areas
- 2. Clean and safe city
- 3. Shopping/retail
- 4. Growth and development
- 5. Technology and innovation
- 6. Diverse cultures
- 7. Vibrant economy
- 8. High-quality services
- 9. International cuisine
- 10. Caring community
- 11. Efficient transportation system

What concepts align with your values?

- 1. Clean and safe city
- 2. Beautiful natural areas
- 3. High-quality services
- 4. Caring community
- 5. Vibrant economy
- 6. Efficient transportation system
- 7. Diverse cultures
- 8. Technology and innovation
- 9. Shopping/retail
- 10. International cuisine
- 11. Growth and development

Visual and Verbal Identity Feedback

- Resources are professional but dense with text. Materials (including website) should be easy to scan with critical information prioritized.
- Use of more visuals. More graphic and photographic content should be used to communicate information rather than overly "wordy" content.
- Visuals should reflect the city's diversity. Some participants felt city materials lacked representation of the many communities and vibrancy in Bellevue.
- Expanded translation offerings. Communications should be available in more languages when possible.
- Branding and materials are "sterile", not reflective of the city's beauty and vibrant communities.

Engagement Feedback

- Ongoing, relational engagement opportunities are preferred over transactional activities and outreach.
- Engage with communities where they are, don't ask communities to come to you to engage.
- Partner with community organizations to engage them as trusted messengers in diverse communities.
- More opportunities to co-create and collaborate on projects.
 Participants feel decisions are often set prior to public involvement.
- Create inclusive ways for people to engage across all learning styles, abilities, languages and personal preferences.

Preferred Communications Channels



- City of Bellevue website.
- City of Bellevue newsletters and email announcements.
- 3 It's Your City newspaper.

- Social media, Facebook and Instagram mentioned most.
- Word of mouth, at community events and gatherings.
- 6 City hosted gatherings and meetings, open to the entire community.

- Contacting local officials.
- 8 Local media outlets.

9 My Bellevue app.

Community Focus Areas and Suggestions

Community Focus Areas & Suggestions



- Maximize high-touch, trusted communications. People want to hear from people, and the use of trusted messengers and community-based organizations can help carry a message further.
- of community voices in citywide materials.
 Whenever possible, the voices and opinions of community members and business owners should be spotlighted in communications.
- Communications
 should be proactive,
 not retroactive,
 whenever possible.
 City communications
 are currently
 perceived as mostly
 backward looking.
 People are interested
 in knowing what's
 coming up.

Community Focus Areas & Suggestions



Visuals used in city communications should reflect the beauty and diversity of the city.

The city brand and materials are perceived as "sterile" and formal, not in line with Bellevue's "vibrant" community. Desire for more color and photos.

Further language accessibility.

People value and celebrate the city's diversity and suggest an expansion of multilingual materials in city communications and plainer language that can be easily translated.

Transparency as a priority. People want to understand what is happening and how they can be involved. Desire for expanded availability of materials, including in physical spaces and on specific social media channels.

Next Steps

Timeline

- Develop initial scope
- Define key questions
- Conduct outreach
- Build web resources

- Analyze data
- Develop report with findings
- Present outreach findings to council

- Implement low-cost updates
- Further research as needed
- Develop work plan

- Begin implementing work plan
- Identify further updates, budget needs
- Maintenance

Q1-Q3 2025 Q4 2025

Q1 2026 Q2+ 2026

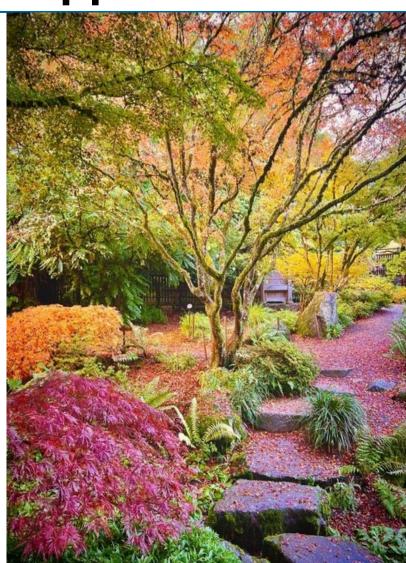
Work Already Underway



- Developing a plain language framework
- Expanding technology tools to assist in communications and community engagement work
 - (e.g. standard survey and event registration tools, web data analysis)
- Providing language access for vital information (Title VI compliance) and pursuing key areas to exceed compliance
- Strengthen communication and community engagement to enhance reach, trust and community touch-points on key initiatives

Initial Takeaways and Opportunities

- Parks, natural beauty and community vibrancy are key visual values
- Gap between Bellevue perception and community values for some topics
- Desire for content that is more visual and easier to understand
- Regular engagement, transparency and community voices desired
- People have limited time but engage with projects they care about through trusted channels
- Top sources of information to focus enhancements include city website, publications, emails and social media



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