



Shaping Our Inclusive Future

Cross-Cultural Programming Public Outreach Study

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Bellevue is made up of a large, diverse population - encouraging communication between individuals and providing activities for populations (youth, seniors) as well as services to those in the community only spreads the multi-generational impact.

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EXECUTIVE SUMMARY

BELLEVUE WELCOMES THE WORLD. OUR DIVERSITY IS OUR STRENGTH.

In the fall of 2016, the Bellevue City Council approved funding for a “Cross-Cultural Programming Public Outreach Study.” This study is the first of a three-phased approach by the Council to explore how to better support and advance local cross-cultural programs and services. The City desired to conduct research and engage in a public outreach process that facilitated feedback on the adequacy and effectiveness of existing cross-cultural programming.

Additional policy guidance comes from the 2014 Bellevue Diversity Advantage Plan, which highlights growing Bellevue's cross-cultural interaction and education under the action recommendation - "Cultural Competence in the Community". Cross-cultural interaction succeeds through community building, collaboration and partnership with community-based organizations. Cross-cultural programming helps build cohesion with the wide diversity of work currently happening in the community and may serve as a sustaining symbol of Bellevue's community-wide commitment to keeping diversity a priority.

To arrive at the findings of this report, KAYA Strategik engaged in a public outreach process that included a community survey translated in major languages and community listening sessions. They facilitated feedback on the values, concerns and aspirations for a shared strategy to support sustainable cross-cultural programming and activities that build community cohesion, collaboration, trust and celebrates all of Bellevue's diversity. Research included regional, national and international case studies for cross-cultural programming and space.

The adequacy and effectiveness of existing cross-cultural programming are strong for those who participate. Community feedback also emphasizes a significant desire to privately retain control of programming while wanting endorsement by, support from, and partnership with the City of Bellevue. The greatest barrier is access. The recommendations of this report, therefore, offer mechanisms for enhancing access to cross-cultural programming.

EXECUTIVE SUMMARY

Residents Value and Aspire to:

- 1) Increase knowledge and awareness, particularly with historically underrepresented communities, of existing cross-cultural programs, services and spaces.
- 2) Address social-cultural barriers to participation in existing programs and services
- 3) Increase and expand cross-cultural programming and community partnerships that prioritize multi-generational, arts and performance, social service, civic learning and action; and gathering space resources.
- 4) Affordable, accessible convening space(s) of various size and location.

Recommendations for Enhancing Access:

- 1) Conduct an assessment of access and inclusion of existing City-directed cross-cultural activities and programs with particular attention to accessibility regarding (e.g. time of day, geography, multi-generational participation, and affordability) to evaluate opportunity for improvement.
- 2) Strengthen the marketing and communications about a City of Bellevue cross-cultural programming with an internal team to centrally coordinate information, engagement, partnerships, space and explores opportunities to grow cross-cultural programs and services in Bellevue.
- 3) Explore options to form community-centered program models that will work in partnership with the City.
- 4) Implement phase two of the Council's approach that would analyze the effectiveness and adequacy of the places of cross-cultural programming and gatherings.
- 5) Strengthen the use of Bellevue community liaisons as they conduct culturally relevant outreach, education, and technical assistance to support the goal of maximizing public access and participation to Bellevue diversity programming and social/human resources.