

DATE: October 9, 2023

TO: Mayor Robinson and City Councilmembers

FROM: Michael Kattermann, Director, 452-6191
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SUBJECT: Savvy Award recognition

Staff will provide a brief presentation about the 2023 Savvy Award Bellevue received in late September. “Savvies” are awarded by the City-County Communications and Marketing Association (3CMA) which honors excellence in local government communications, marketing, and resident-government relationships. Bellevue was selected for national recognition from over 200 entries submitted by local jurisdictions.

The City received top honors in the Graphic Design-Publications category for the [Planning for Housing Guide](#), which was developed to support community engagement for the Comprehensive Plan Periodic Update. This award recognizes the outstanding work of staff in two departments. In Community Development, the Comprehensive Plan Update team was led by Thara Johnson, Planning Manager; and included Brooke Brod, Community Engagement Lead; Kate Nesse, Senior Planner; and Bryce Williams-Tuggle, Demographer. The project would not have been successful or worthy of an award without the excellent work of Kristine Music, Senior Visual/Graphic Designer, in the Information Technology Department. Special thanks go to the City’s consultants from MIG, who helped develop a library of illustrations and graphics that were used in the document.

The 26-page document uses data, pictures, graphics, and personal stories to explain why and how Bellevue is planning for current and future housing needs. There is information about who lives and works in Bellevue, including brief stories from six people sharing their individual housing challenges. The Guide describes the various types of housing as well as different approaches for accommodating a wider range of housing types for all income levels. There are also questions for the reader to consider and provide feedback on to inform development of the Comprehensive Plan Periodic Update.

The Guide has been instrumental in spurring thoughtful community engagement about a complex issue. Hundreds of people have engaged in small-group discussion, sharing

their personal housing stories, or providing comments in-person or on the Engaging Bellevue website. The information provided in the guide helped participants be better informed by data and real life stories.

Judges wrote that the guide “was visually appealing and told a story with words and graphics. The inclusive language and illustrations were superb!” They noted the guide breaks down “a timely and important, albeit sometimes confusing and cumbersome topic” and does “an incredible job of tackling this issue and explaining it through easy-to-understand language, colorful and understandable graphics and accompanying outreach.”

Over 200 printed copies of the guide were distributed at three City Housing Forums that occurred in March, and 229 individuals have downloaded a copy from the City’s online engagement portal www.engagingbellevue.com. It is an example of Bellevue’s commitment to inclusive and welcoming community engagement that gives residents a voice in the decision-making process.