



DATE: October 5, 2023
TO: Environmental Services Commission
FROM: Michaelene Fowler, Public Information Officer
SUBJECT: Bellevue Utilities Communications Strategy and Workplan

ACTION REQUIRED

No action required. This is an informational briefing.

BACKGROUND / ANALYSIS

Bellevue Utilities Public Information Officer develops the Department's communication strategy in alignment with Bellevue Utilities leadership team's mission and direction.

Bellevue Utilities communication strategy is to establish, nurture, and sustain a high level of trust among residents, businesses, visitors, and other key parties. Staff uses the Utilities Strategic Communication Plan to share the work of Bellevue Utilities effectively and ensure engagement between the Department and the community is implemented in a timely and effective manner designed to clearly define the messages, priorities, strategies, and tools Bellevue Utilities uses when communicating with the public at large. The Plan aligns with the strategic priorities of Utilities Leadership, furthering the City's mission, and enhancing community pride.

The objective of Bellevue Utilities Strategic Communications Plan is to deliver an actionable work plan that increases public engagement and understanding of Bellevue Utilities services, initiatives, projects, and resources, and to develop and record measurable outcomes that inform future communications. The Plan guides the priorities and work plan of Bellevue Utilities Public Information Officer.

Bellevue Utilities Strategic Communications Plan is based on the following priorities:

- Lead Strategic Communication Efforts
- Create Opportunities for Effective Participation and Collaboration
- Provide Open and Timely Communications
- Reinforce Brand Identity
- Ensure a Well-Informed Staff
- Provide Measurements of Progress and Success

Staff will present an overview of the Strategic Communication Plan and the work developed from the plan's priorities, including the public-facing communications on the work of Bellevue Utilities.

POLICY ISSUES

N/A

FISCAL IMPACT

Bellevue Utilities Public Information Officer has an annual budget of \$32,200 for costs associated with implementing and delivering communications derived from the Plan.