

**CITY COUNCIL STUDY SESSION**

Cross-Cultural Programming and Public Outreach Study

Nathan McCommon, Deputy City Manager, 452-4194  
*City Manager's Office*

**DIRECTION NEEDED FROM COUNCIL****DIRECTION**

Request that Council provide direction on whether to pursue the recommendations of the Cross-Cultural Programming Public Outreach Study, including Phase 2 of the Council's process.

**RECOMMENDATION**

Pursue all five recommendations of KAYA Strategik, including the Phase 2 study of the adequacy and effectiveness of physical spaces that can support cross-cultural programming.

**BACKGROUND & ANALYSIS**

A key aspect of the Diversity Advantage Plan, adopted by Council in 2014, is to support the development of cultural competency in the community at large. This includes recommendations to invest in "third places" for community connection, increase opportunities for cultural interaction and education, improve outreach to isolated communities, develop a network of cultural liaisons, and coordinate with community groups and organizations dedicated to issues of diversity and culture. Much of these efforts is in practice with refinement over time.

At the November 28, 2016, Council Meeting, at the request of Council, Patrick Foran, Director of Parks and Community Services, proposed three phases that staff could follow to evaluate the potential for a multicultural center as (1) program planning/public outreach, (2) detailed analysis of supply and demand of facilities that might be available, and (3) hiring an architect, using the research of the first two phases, to develop architectural elements that could deliver a facility that would meet the demands of the program plan. As proposed by Councilmember Slatter at that time, taking note that no study had yet determined that a facility would be the best approach, the Phase 1 study would consider ways to facilitate a community dialogue through programming that would not necessitate a new building. Accordingly, the Council subsequently appropriated \$50,000 to fund Phase 1 in the FY 2017-2018 budget.

Pursuant to Council's direction, in 2018 via a public procurement process the City contracted with KAYA Strategik to conduct a cross-cultural programming public outreach study. Again, the goal of Phase 1 was to conduct research and engage in a public outreach process that facilitated feedback on the adequacy and effectiveness of existing cross-cultural programming. To complete this work, KAYA Strategik engaged key stakeholders, compiled listings of cross-cultural resources, researched comparative programming, and analyzed community interest and opportunities for cross-cultural engagement. Public engagement utilized diverse approaches, including a community resources mapping process, networking through cultural community liaisons, survey administration, and a hosted diversity forum. Finally, the firm conducted research of regional, national, and international case studies

of cross-cultural programming.

After a process that engaged 443 survey participants and followed with 125 attendees at the June 30, 2018 Diversity Forum, KAYA Strategik determined that the adequacy and effectiveness of existing cross-cultural programming are strong for those who participate, yet the greatest barrier identified through the study was access. Therefore, the consultant recommends:

1. Conduct an assessment of access and inclusion of existing City-directed cross-cultural activities and programs with particular attention to accessibility regarding time of day, geography, multi-generational participation, and affordability to evaluate opportunity for improvement.
2. Strengthen the marketing and communications about the City of Bellevue's cross-cultural programming with an internal team to centrally coordinate information, engagement, partnerships, space and explore 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 2 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's diversity programming and social/human resources.

With public outreach feedback presenting significant interest in a multicultural center space, KAYA Strategik recommends that the City move to Phase 2 of the study, completing a detailed analysis of the supply and demand of facilities available for cross-cultural programming and meetings.

Note: This study looked at the broadest and most inclusive view of cultural programming across Bellevue. In coming Study Sessions, the Council will hear updates on more specific cultural programming within arts programs and at the Bellevue Botanical Garden, which are a subset of this study.

## **POLICY & FISCAL IMPACTS**

### **Policy Impact**

Diversity Advantage Plan

*Cultural Competence in the Community*

- Invest in more public gathering spaces, or Third Places, throughout Bellevue for people to connect, celebrate and interact.
- Support and produce special events, art exhibits and performances, educational materials, festivals and public information that increase opportunities for cultural interaction and education.
- Improve outreach and engagement to build relationships with isolated communities and establish trust and affinity.
- Develop a Cultural Liaison Program, where representatives of culture groups work as liaisons between their group and the City, or other community institutions.

- Coordinate with local community groups and organizations dedicated to issues of diversity and culture.

### **Fiscal Impact**

Phase 2 of the study, a detailed analysis of the effectiveness and adequacy of the places of cross-cultural programming and gatherings as recommended by KAYA Strategik, is estimated to cost \$50,000. If Council decides to pursue Phase 2, funding could be found within the 2019-2020 General Fund Budget.

### **OPTIONS**

1. Pursue all five recommendations of KAYA Strategik, including the Phase 2 study of the adequacy and effectiveness of physical spaces that can support cross-cultural programming.
2. Advance recommendations 1, 2, 3, and 5 of KAYA Strategik. These efforts are in practice today and would be enhanced per these recommendations within existing resources.
3. Continue existing work to advance the Diversity Advantage Plan and decline the recommendations of KAYA Strategik.
4. Provide other direction.

### **ATTACHMENTS & AVAILABLE DOCUMENTS**

- A. Executive Summary of Shaping Our Inclusive Future: Cross-Cultural Programming Public Outreach Study

### **AVAILABLE IN COUNCIL LIBRARY**

Shaping Our Inclusive Future: Cross-Cultural Programming Public Outreach Study