

**Bellevue welcomes the world.
Our diversity is our strength.
We embrace the future while respecting our past.**

Bellevue is a city of diverse and connected neighborhoods.

Our inclusive residential communities are safe, friendly, and welcoming, with gathering places that connect neighbors to each other. Housing options abound, with many choices in a range of affordability levels.

Bellevue is a great place for business.

Businesses choose Bellevue. We compete with the world and collaborate with local and global business partners to help them achieve success. We value our talented workforce. Entrepreneurs turn their vision into reality through access to human, intellectual, and monetary capital. We welcome and support our businesses, from small mom and pop shops to world headquarters.

Education is a core value.

We are well-educated, well-trained, and prepared for life in the 21st century, where we create the future. Students of all abilities are prepared and supported for success to succeed in their future, and we continuously strive for improvement.

We celebrate all aspects of our culture.

We embrace our many diverse cultures through arts, history, business, entertainment, food, community gatherings, and night life. Cross-cultural connections enrich our community and sense of belonging.

We are a “City in a Park.”

We value our abundant open space - whether it be the tranquility of a wooded trail or a paddle through the Mercer Slough. Everyone has access to activities and amenities, be they people-watching in an urban plaza, enjoying our trails, playing a favorite sport, or gazing at the shimmering sun on a bright blue lake.

Bellevue is an equitable community.

Bellevue is diverse and welcoming, and everyone, from newborn babies to people with decades of life experience, feels a sense of belonging, with opportunities to engage and thrive. Equity is a core value, and we actively work to build an inclusive community, free from racism, hate, and bias.

Innovation is an integral part of our community.

We embrace and support innovation in all aspects of our community – systems, institutions, businesses, schools, and government. This innovative spirit is crucial to Bellevue’s success.

Environmental sustainability drives our long- and short-term actions.

Our natural environment is an integral part of our sense of place and its preservation is paramount. We focus on reducing our environmental impacts to support the health, wellbeing, and resilience of individuals, our community, and the region.

Our elected leaders share these goals and this vision.

Bellevue cares for all people by listening, being accountable to, and engaging with residents and stakeholders. We provide the vision and strategy needed to fulfill our ambition for excellence and be leaders and collaborators throughout the region. Bellevue is respectful of and respected by our neighbors.

The future of Bellevue is multi-dimensional, and City government will keep the trust of its residents by focusing on:

- Economic development
- Transportation and mobility
- High quality built and natural environment
- Bellevue: great places where you want to be
- Regional leadership and influence
- Achieving human potential
- High performance government

Strategic Targets

Economic Development

Bellevue is known as a hub for local and global business. We attract the best – a highly educated, entrepreneurial, and talented workforce – and the best choose Bellevue – we are home to headquarters for global businesses and innovative start-ups moving beyond the garage. Innovation is key to our future.

The City provides an attractive business environment. Infrastructure is ample and in excellent condition, including roads, rails, high-speed data, reliable electricity, and clean water. Business regulation is fair and the tax structure is attractive. The City, region, and state offer appropriate incentives to locate business in Bellevue. Affordable and flexible workspaces nurture start-ups and entrepreneurial businesses.

We provide the lifestyles, amenities, and institutions that attract the next generation of business leaders and innovators: high-end entertainment, outdoor recreation, exceptional K-12 and higher education, high-capacity transit, and a green and sustainable environment. Our educational institutions inspire innovation and train the talent needed to support our diverse industry sectors.

We foster a diversified suite of business activities. We support our existing and traditional sectors, including retail, neighborhood centers, auto sales, financial services, aerospace, and light industrial businesses. We are a growing center for a broad range of technologies – including software, mobile communications, 5G, cloud computing, artificial intelligence, eco-districts, interactive media and entertainment, and medical devices and services. Our arts and cultural opportunities, shopping, and proximity to major recreational activities make us a premier destination for tourism and conventions.

Bellevue College, the Global Innovation Exchange (GIX), and our other institutes of higher learning are connected physically and digitally from Eastgate to Bel-Red, Downtown, and the University of Washington in Seattle. We've leveraged our commitment to higher education into some of the most successful new companies of the future.

Transportation and Mobility

We are a multi-modal and Vision Zero city with reliable and predictable transportation choices.

Bellevue is well connected to the rest of the region and its activities via roads and transit. Bellevue's entertainment, shopping, and commercial centers are bustling and convenient to get around.

Adequate regional road capacity handles a high volume of demand. Regional roads limit the impact to neighborhoods from cut-through traffic. A state-of-the-art intelligent transportation system minimizes traveler wait times and frustration as people are safely moved through the City. Public transportation is ample, with seamless, reliable connections and a wide variety of services, including local transit, circulator buses, taxis, and ride-sharing services. Walking and biking are safe and enjoyable ways to get around.

High Quality Built and Natural Environment

Bellevue's built environment has it all and people find exactly where they want to live and work. The diverse and well-balanced mix of business and commercial properties and the wide variety of housing types and affordability attract people who desire a safe, sustainable, inclusive, and accessible community.

Bellevue has an abundance of parks and natural open space. Known as a City in a Park, our park system is one of the best in the nation. Bellevue parks provide ample opportunities for all, including forested trails, neighborhood and regional parks, a regional aquatics center, and community gathering places. We enjoy a variety of recreational and sporting opportunities within walking distance of our homes and businesses.

Bellevue is a "Smart City" with a clean, high-quality environment and excellent and reliable infrastructure that supports our vibrant and growing city, including high-tech connectivity. The city has a connected multi-modal transportation system, which blends seamlessly with its buildings, plazas, and parks.

Whether it's an urban high rise, a classic Bellevue rambler, or a historic resource, the constant is our people. Our neighborhoods and businesses transcend age, ethnicity, and culture to create safe, welcoming places to live and work.

Bellevue: Great Places Where You Want to Be

For many of us, Bellevue is home. For the rest of the region and the world, Bellevue is a destination unto itself. Learn, relax, shop, eat, cook, read, play, or marvel at our natural environment. Whatever your mood, there is a place for you in Bellevue.

From the sparkling waters of Meydenbauer Bay Park, we can walk or bike east along the grand connection through Downtown, west to Wilburton for business and entertainment, or continue on to the EasTrail. Throughout the journey, nature, culture, street entertainment, an international fusion of food, and people from all over the world can be enjoyed by all.

Bellevue celebrates and honors an abundant arts scene. Artists, creative workers, and artisan groups are supported through a multitude of private philanthropy and arts funds, as well as direct investments by the City. Our residents have access to excellent and varied performance, visual, and literary arts in multiple venues within our city.

Cultural opportunities connect and attract many. Through art, history, food, celebrations, community gatherings, and nightlife, culture is shared, appreciated and enjoyed. There are opportunities and spaces for residents to gather, engage, and learn about the many cultures that call Bellevue home.

The past is honored. Residents work together, share our stories and experience a sense of place through an understanding of our experiences.

Our community buildings and centers, libraries, City Hall, and museums provide places where neighbors gather, connect with each other, and support our civic and business institutions.

From the constant beat of an urban center, we can quickly escape into nature in our parks, streams, trails, and lakes. We can kayak the slough, hike the lake-to-lake trail, bike the mountains to sound greenway and have the opportunity to enjoy the latest thrill sport.

Regional Leadership and Influence

Bellevue leads, catalyzes, and partners with our neighbors throughout the region to advance common goals. We are at the center of the lakeside crescent formed by the cities of Redmond, Kirkland, Bellevue, Issaquah, and Renton.

Public Safety, transportation, land use, and a common agenda are at the heart of our success. The Eastside represents a major political, economic, cultural, and educational force in the region. Bellevue, Seattle, and other King County cities collaborate, partner, and celebrate the benefits of working together as one region.

Achieving Human Potential

Bellevue is a caring community where all residents enjoy a high quality of life. People from around the world are welcomed by people from around the corner. Bellevue listens, engages, and values the many voices within our community, and residents know that they are an essential part of their community and have many opportunities to engage with the City and each other. The city's outreach is inclusive and culturally sensitive.

Our residents are invested in their community and connected to each other through a variety of organizations.

Bellevue is an intellectual community that values education. We have an array of excellent educational opportunities for life-long learning and workforce development, from one of the nation's best K-12 school districts to a variety of secondary and higher educational opportunities, including technical and trades education, college, and graduate programs at a top international research university.

Bellevue enjoys high community population health and attracts top health providers from around the region. Our entire community experiences equitable access to services.

High Performance Government

Bellevue is characterized by high performance government. Our residents live in a safe, clean city that promotes healthy living and well-being. The perception of safety contributes to the success of individuals,

businesses, and neighborhoods. Police, fire, public health professionals, and emergency personnel are seen by our community every day, and we ensure that services reflect high standards and pride.

People choose Bellevue because we are a well-managed City. Residents realize a direct link between their tax dollar investments and the services they receive. We make public investments wisely - assuring taxpayers that we are living within our means while also ensuring superb infrastructure to support growing businesses and desirable residential opportunities. We have beautiful public buildings that residents point to with pride. Government plays its role in supporting the careful balance of neighborhoods, commercial and retail growth, diverse residential living opportunities, and amenities that characterize Bellevue. City leadership fosters careful long-term planning, responsible financial policy, and thoughtful partnerships with businesses, the non-profit sector, and the region.

We support public engagement, innovation, and connectivity. Boards, Commissions, and other advisory groups assist City Council in providing superior leadership by representing the diverse interests of the City and providing thoughtful and creative ideas that assure sound policy direction and decisions. Bellevue does its business using data and cutting-edge technology. City government uses all forms of outreach, including technology, to connect with its residents, giving them voice and visibility into their community.

We seek input from our residents and businesses, and this input informs City decision-making. We make decisions in a transparent manner and support public engagement and connectivity.

Our residents are invested in Bellevue. They speak up and collectively work to address our mutual needs. In Bellevue, our residents know that their local government listens, cares about, and responds to them.