



Comprehensive Plan Periodic Update Engagement Plan

PROJECT BACKGROUND & TIMELINE

Bellevue’s ongoing transition from suburb to major urban center is grounded in a comprehensive plan that is strategic and intentional. Previous updates to the city’s Comprehensive Plan have led to the creation of new residential areas like BelRed and the transformation of existing neighborhoods like Downtown. Anticipated growth will continue to drive transformative change and this next update should position the city to deliver on its vision as an innovative, diverse, equitable, and sustainable community.

This growth is creating both opportunities and challenges that will need to be explored as part of the planning process. A successful engagement plan will prepare people to participate in informed discussions about the various tensions and trade-offs of different goals and strategies. Bellevue’s status as one of the most diverse cities in the state and new requirements around equitable engagement means that this engagement plan also needs to be intentional about outreach to different groups and creating a wide variety of opportunities to participate. This engagement plan is broken into three phases and work with other technical work such as the EIS timeline.

YEAR	TIME	PHASE	FOCUS	ENGAGEMENT GOALS
2022	Mar-Apr	1	Affirm the Vision	<ul style="list-style-type: none"> Build awareness of the periodic update process and education surrounding the purpose of the Comprehensive Plan Build list of people who wish to participate in process Build relationships with diverse community groups Collect input to be used to refine Comprehensive Plan Vision Statement
	May-Jul	2a	Explore Livability	<ul style="list-style-type: none"> Ensure the public understands goals and targets related to growth Build understanding of key data & trends Collect input to be used to develop EIS alternatives and policies for Land Use, Housing and Transportation elements
	Sep-Nov	2b	Lay the Foundation for Future Planning	<ul style="list-style-type: none"> Build understanding of other plan elements Collect input to help strengthen other elements of the plan and lay foundation for future updates to functional plans
2023	Jan-Mar	2c	Explore Growth Alternatives	<ul style="list-style-type: none"> Public has the opportunity to discuss and consider alternative approaches to growth Collect input to be used to draft proposed land use map amendments Collect input to be used to further develop Land Use, Housing and Transportation policies
	Jul-Oct	3	Refine Plan & Policies	<ul style="list-style-type: none"> Public and stakeholders are able to provide input on draft Comprehensive Plan.

ENGAGEMENT SCOPE

Bellevue's Comprehensive Plan lays a foundation for the future, by describing what makes the city unique, laying out a vision for livability, and defining the goals and policies that guide decision-making. It's a forward-looking document, grounded in core city values of inclusion, equity, sustainability and innovation.

Bellevue, and the entire Puget Sound region, is undergoing major changes. Our population is growing, getting more diverse, and aging. Housing prices are rising; travel times are increasing; and the impacts of climate change are being felt more than ever. Growth also creates opportunities for creating economic vitality, placemaking and more livable neighborhoods.

The comprehensive planning process provides the community with the opportunity to grapple with both the opportunities and challenges by asking key questions and developing a common understanding of our path forward. Topics that need to be explored include:

- **What makes Bellevue unique?** How do we stand out from and how do we complement other cities in the region?
- **How can we ensure that people and families can live in Bellevue throughout their lives?**
- **What does a diverse city look like in the future?** How do we support socio-economic as well as racial diversity?
- **What are the key ingredients of a livable city? What does that look like at the neighborhood level?** Should every neighborhood have every ingredient, or will some neighborhoods have more or less?
- **How can we ensure that all of Bellevue's community members are included in considerations for the future?** How do we consider and address past inequities? What are our responsibilities for addressing them?
- **How can Bellevue grow sustainably?** How will we meet the needs of new residents, workers, and visitors? What kind of housing, parks, transportation, and energy will people need? What is the best way to distribute this growth sustainably and equitably, so people have access to resources?

Though the update process will touch on every element of the Comprehensive Plan, the primary focus will be on the Land Use, Housing, Neighborhoods, and Transportation elements. Discussion and dialogue will be people focused and framed through the lenses of livability, equity, sustainability, and economic vitality.

STAKEHOLDER OVERVIEW

With a project of this scope and magnitude it can be difficult to think strategically; everyone who lives, works, studies, or plays in the city will be impacted by the policies in the plan. It's critical that planners understand the values and interest of various groups and work to find balance in the Comprehensive Plan. Stakeholder analysis for this project looked at interest groups and constituencies through several different lenses.

By Interest/Affinity

The first lens to look through is group affiliation. Understanding which interests certain groups will help the team understand the topics specific groups will be interested in and which groups have important subject

matter expertise and perspective. Key groups that we will want to engage with during this project include, but aren't limited to:

- **Business & Development Community** – major employers, small business owners, developers, Chamber, BDA, etc.
- **Workers/Commuters** – Unions, ERGs at Major Employers, Commuter Groups (Choose Your Way)
- **Residents** – Neighborhood & community associations, PTSA, Students, Youth, etc.
- **Human Services CBOs** – YMCA, Boys & Girls Clubs, YES!, Jubilee Reach, Faith Community, HopeLink, etc.
- **Advocacy Organizations** – People for Climate Action, Eastside Housing Roundtable, 300 Trees, Housing Development Consortium, Congregations for the Homeless, etc.
- **Institutional Partners** – Bellevue School District, King County Housing Authority, ARCH, etc.

By Level of Influence/Access and Impact

It is also important to look at the various interest groups through the lens of impact and influence. Groups who are already well connect with city government, have resources and knowledge of civic processes will need less assistance in participating. **Managing** their engagement through regular communications and invitations to participate strategically will be all that's necessary. Voices that aren't typically heard, who don't have many resources or who have other barriers to participation need to be **elevated** to bring balance to the conversation and ensure all interests and perspectives are considered.

- **Manage** – Bellevue Chamber, BDA, Eastside Housing Roundtable, Housing Development Consortium, major employers, developers, homeowners, key advocacy groups (PCA, 300 Trees) etc.
- **Elevate** – Youth, college students, renters, Eastside for All, CBOs representing immigrant and low-income groups, commuters/workers

By Awareness and Impact

The third lens used for stakeholder analysis is awareness and impact. The Comprehensive Plan is focused on high level policy and a long-term time horizon. For many groups making the connection between the Comprehensive Plan and immediate concerns is not obvious and the team will need to **Motivate** these groups to participate. An additional factor to pay attention to is the size of a group's network. Groups who are connected to constituents who don't typically participate should be **empowered** to engage their networks by providing them with resources, arranging presentations, and recruiting leaders to serve as trusted messengers. Looking at stakeholders through this lens the team has identified the following key groups:

- **Empower & Motivate:** PTSA, Bellevue College, KCHA, Eastside for All, faith communities, some neighborhood associations, Youth Eastside Services, Family Connections staff with BSD.

ENGAGEMENT OVERVIEW

Summary of Approach

By definition, engagement for the Comprehensive Plan will need to be wide-ranging and inclusive. A variety of input will be needed to craft the vision, goals and policies for each element ranging from broad public sentiment, to subject matter expertise, to key lived experience. To provide overall structure we will design engagement around the following key audiences:

Public: Residents, workers, and visitors make up the largest audience we need to reach. This audience is diverse in age, race, abilities, and viewpoints. There will be individuals who participate in a single survey or event and there will others who follow the comprehensive planning process closely and participate in multiple events. Meeting people where they're at and providing people with a range of in-person, direct, and on-demand engagement opportunities is key to maximizing participation. To ensure diverse and broad participation the engagement plan includes specialized roles.

- **Cultural and Youth Outreach Assistants:** To support participation from all of Bellevue's diverse communities we will resume the use of four Outreach Assistants. Three will be focused on key cultural communities – Chinese, Latinx, and South Asian and one will focus on youth – high school and college students. The Cultural and Youth Outreach Assistants encourage participation by promoting engagement opportunities on culturally specific social media outlets, giving presentations to community groups in other languages, supporting tabling at key locations, and assisting with facilitation at in-person events.
- **Comprehensive Plan Ambassadors:** Bellevue is fortunate to have many residents who are already engaging with the city and active in their neighborhood and broader community. Investments in capacity building through the Bellevue Essentials program, Neighborhood Leadership Gatherings, and other programs has helped residents develop their civic engagement muscles and prepared them to engage with the city. The Comprehensive Plan Update presents a great opportunity for these neighborhood leaders to contribute at a high level and they will be invited to participate as Comprehensive Plan Ambassadors. To become a Plan Ambassador, they must:
 - Attend a training
 - Commit to hosting one house-meeting (in-person or virtual) and share input with staff
 - Commit to sharing opportunities for further engagement with their networks
 - Comprehensive Plan Ambassadors may also have the opportunity to assist at in-person or virtual events

Input gathered by Comprehensive Plan Ambassadors will be tracked and incorporated into other input streams to be considered by staff in drafting the plan.

Strategy Teams: This update to the comprehensive plan will tackle some critical issues related to growth, housing, equity, and sustainability. We will need to hear from people with subject matter expertise and/or lived experience to better understand these issues and craft goals and policies. To support these needed conversations, we will convene representatives from businesses, non-profits, neighborhoods, and other community groups into four different strategy teams

- **Livability – Housing & Mobility:** This group would be comprised of representatives from Neighborhood Associations, developers, non-profit housing groups, homelessness service providers, advocacy organizations, and agency partners.
- **Placemaking - Economic & Cultural Vitality:** This group would be comprised of groups like the Bellevue Chamber, Bellevue Downtown Association (BDA), representatives from major employers, representatives from Neighborhood Associations, arts and other business groups. We would also seek to include the voices of people who commute into Bellevue to work and will reach out to unions, major employers, and work with the Economic Development team to make connections.
- **Diversity – Equity & Lived Experience:** This cycle of comprehensive planning places and important emphasis on equity as does the City of Bellevue. Although the entire engagement effort will seek to hear from diverse voices; it's necessary to convene a group focused on equity considerations. Best practices call for creating safe and brave spaces for having frank conversations. This group will consist of both representatives from organizations and individuals that these organizations serve.
- **Sustainability – Climate & Resilience:** in the interest of not overburdening the community with requests for input and participation, we will coordinate with the existing Sustainability Leaders group that is part of the Environmental Stewardship Initiative's enhanced engagement to foster conversation and solicit feedback.

The strategy teams will be convened throughout the planning process both separately and in combination; this will ensure opportunity for both focused conversation and for cross-pollination between strategy teams. Each team will look at multiple Comprehensive Plan elements, bringing their unique perspective and subject matter expertise to issues related to growth, housing, transportation, and other key issues being addressed through this planning process. This will support a more holistic discussion that fosters cross-pollinations and removes silos. At each phase of the process these groups will have a clear remit designed to drive towards consensus around the vision, goals, and priorities plan and provide structure to the input. Reports that come out of these convenings will be presented to Boards and Commissions and Council to help inform their discussions.

Group size will be limited to ensure discussions can go deep and participation will be by invitation.

Boards and Commissions: The Planning Commission is the body that will have the most involvement with the Comprehensive Plan Update and will provide the formal recommendation to the City Council in early 2024. In Phase 1 and 2 they will receive regular briefings and have the opportunity to provide feedback on the Vision Statement. In Phase 3 they receive more structured briefings on the draft policy amendments along with an opportunity to provide feedback. Finally, over several sessions, the Planning Commission will review the draft plan and suggest any desired alterations before providing their recommendation.

The Transportation Commission will include five touch points throughout the process where they will receive briefings and be able to provide feedback on the transportation-related amendments to the Comprehensive Plan. The Environmental Services Commission will meet four times with a potential additional session depending on pending state legislation around climate and resilience. The Parks and Community Services Board and Human Services Commission will receive three touch points throughout the process where they will receive briefings and be able to provide feedback on the relevant Comprehensive Plan element. Those sessions will be planned with and delivered by relevant department staff.

All other boards and commissions will receive two briefings: one during Phase 1 to share information on the planning and engagement process and one during Phase 3 to review relevant changes.

Summary of Engagement Techniques

Phase 1: Affirm the Vision

Time Frame: March – May 2022

Deliverable: An updated Vision Statement that affirms the City Council's Vision & Core Values.

Engagement Goals

For such a large and important endeavor, the first step is to build awareness of the Comprehensive Plan Update and prepare people to participate. Establishing relationships with key community groups will be key. Engagement activities will focus on informing people about the Comprehensive Plan, the city's vision, the purpose the plan plays in defining how the city grows, and the tangible outcomes that have happened because of previous comprehensive plans.

Doing this kind of capacity building is critical for equitable engagement. This early education work gives the team a chance to establish relationships with key groups, ensures they know their participation is important, and builds their civic engagement muscles.

Engagement Objectives – Input Needed

The input gathered during this phase will be used to craft a Vision Statement that affirms the broader City Council Vision and grounds the community in the shared values that underpin this vision.

Input will also be used to identify the community's perspective on the key strengths and challenges. This information will be used to guide the development of content for the next phase of engagement where the public will be able view data related to strengths and challenges and discuss what needs to change and what needs to stay the same.

Engagement – General Public

- **Mailed Questionnaire:** every household in Bellevue will receive a questionnaire that invites them to share feedback related to our key questions. This mailer also serves as an important awareness building tool as it will include a one-pager explaining the comprehensive planning process. The mailer will also include instructions and links to fill out the questionnaire in other languages and for other household members to fill out the questionnaire. The questionnaire will also be an important list building tool as people will be invited to provide contact information to receive future information.
- **Online Questionnaire:** The mailed questionnaire will be duplicated online so additional household members can participate and so people who wish to participate in a different language have the option to do so.
- **Pop-Up Events:** Meeting people where they gather is key to building awareness and connecting with people who might not otherwise participate. Pop-up events will include information table, opportunity for people to sign-up for ongoing communication and a brief engagement exercise to gather feedback. Locations will target constituency groups that are harder to reach – cultural groups, commuters, families, young professionals, youth, etc.

- **Libraries** – Downtown branch and Lake Hills
- **Grocery Stores** – Especially ethnic grocery store like H-Mart, Jing-Jing, International Food Bazaar
- **School Events** – Curriculum nights, all-school gatherings
- **Transit Hubs** – Connecting with workers and commuters
- **Workshops/Presentations:** An interactive workshop will introduce community members to the comprehensive planning process through a mix of presentation, discussion, and exercises. Workshop format will allow for some customization to meet the needs of different groups. This workshop will be offered as follows:
 - **2-3 scheduled workshops**
 - **1 virtual workshop/kick-off**
 - **2-4 workshops scheduled through COAs**
 - **Presentations as requested by neighborhood groups or other community-based organizations**

Input gathered through these efforts will be reported out to the public and in briefings to the Planning Commission and Council. Input will be synthesized and incorporated along with input from the Strategy Teams to develop the updated Vision Statement for the Comprehensive Plan.

Engagement – Strategy Teams

During this first phase of engagement, the strategy teams will be tasked with coming up with a set of statements that outline how Bellevue can realize its vision for the future. Strategy Teams will meet both collectively and individually in order to foster relationship building and collaboration while also creating space for frank conversation. The meetings will be sequenced intentionally to support looking at this work through equity and sustainability lenses.

- **Meeting 1 – Kick-Off:** Members of all four Strategy Teams will meet to get an introduction to the comprehensive planning process, their role and build relationships with one another.
- **Meeting 2 –Equity and Sustainability:** Members of these teams will meet separately to develop set of 10-12 statements.
- **Meeting 3 – Housing & Livability and Economic & Cultural Vitality:** Members of these teams will meet to develop set of 10-12 statements. They will use the statements developed by the Equity and Sustainability Teams as inputs for consideration.

The Comprehensive Planning group with input from staff SMEs will identify areas of consensus, synthesize the findings, and incorporate them into the Vision Statement.

Engagement Targets/Metrics

- 10% of households return mailed questionnaire
- Acquire 3000 new contacts who opt in to receiving communications about the comprehensive plan
- Develop relationships with key organizations who are critical for equitable engagement
- 150 people take the online questionnaire in a language other than English

Phase 2a: Growth & Livability Discussions

Time Frame: May – Aug 2022

Deliverable: Report on community and Strategy Team views related to key opportunities and challenges. Report will be used to loop back with community, brief Planning Commission and City Council. Community members will also have the opportunity to identify questions or issues to include as part of the EIS scope. Finally, through this process the team will identify issues where there is the greatest divergence of opinion and use that information to create a statistically valid survey to gain further understanding of community sentiment.

Engagement Focus – Community Needs

The conversations around growth and the questions they raise around housing, land use and transportation are ones that the community cares about a great deal. Everyone is feeling the impact of growth. In order to have productive conversations on these issues, the community needs to be grounded in current policy, requirements that are coming from the state, county and PSRC, and what data is telling us about current and future trends. This information will be provided via community engagement events and through communications including online data walks and an explainer video.

Engagement Focus – Input Needed

The input gathered during this phase will be used to inform the EIS scoping work and the development of alternatives. Input may consist of specific ideas and solutions that are incorporated into the policy development work as well. The key questions that residents, the broader community, Strategy Teams will be asked to consider are:

- Given what the data shows us about Bellevue’s strengths and challenges, what needs to change and what needs to stay the same?
- What other data do we need to analyze through the EIS?

Engagement – General Public

- **Data Walks:** data walks are an effective way to hold informed conversations with community members. A Data Walk consists of two parts; first, unstructured time for participant to take in a variety of data points and second, small group discussion on key takeaways. These data walks will focus on information related to growth, housing & land-use and provide opportunities for participants to consider these issues through an equity lens.

- **4 scheduled data walks + 4 virtual data walks**
- **Online, recorded data walks that can be accessed at any time**
- **2 data walks scheduled through COAs**

Coordinating with the EIS

At this point, we will also be scoping the EIS and determining the land use alternatives to be analyzed within the EIS. Data Walks provide a good opportunity to identify areas that warrant analysis by showing us where there may be gaps in knowledge or a desire for more info.

Engagement – Strategy Teams

- **Data Walks:** The Strategy Teams will also have the opportunity to participate in data walks. They will convene together to review data and then breakout for team level discussions.
 - **2 scheduled data walks**

Engagement Targets/Metrics

- 10% of existing contact list takes part in at least one engagement opportunity
- Grow contact list by an additional 300 individual

Phase 2b: Laying the Foundation for Future Planning

Time Frame: September – November 2022

Deliverable: Report on community and Strategy Team views on how to strengthen the Comprehensive Plan in support of other citywide plans.

Engagement Focus – Community Needs

This is an opportunity for the community to learn about other city plans and understand how all these planning efforts are informed by the Comprehensive Plan. Community members will need to understand how those other plans (ESI, Economic Development, Parks, Pedestrian and Bicycle, etc.) were developed, how community and stakeholder input was used to develop them, and plans for future updates

Engagement Focus – Input Needed

This phase of engagement provides an opportunity to lay the groundwork for future updates to the city's various functional plans. Using a longer time-horizon staff can solicit input on longer term goals that may be more aggressive or visionary than what currently exists in the functional plans.

Engagement – General Public

- **Open Houses:** Using a traditional open house format, participants will have the opportunity to engaged in self-paced learning about the other comprehensive plan elements, ask questions of relevant staff, engage in discussion and provide feedback.
- **Online Open House:** Community members who cannot attend a scheduled event will have the opportunity to review material online, at their convenience, and provide feedback. Content will mirror the in-person events.

Statistically Valid Survey

- Input gathered through the data walks will be used to create a statistically valid survey. This survey will provide more reliable information about how the broader Bellevue community feels about issues where there is the greatest divergence of opinion. The responses from the survey will be used to inform discussion of various land use approaches and draft polices.

Engagement – Strategy Teams

- **Topic Specific Convenings:** The four strategy teams will be invited to meetings to provide feedback on specific Comprehensive Plan elements.

Engagement Targets/Metrics

- 10% of existing contact list takes part in at least one engagement opportunity

Phase 2c: Discussion of Land Use Approaches

Time Frame: January – March 2023

Deliverable: Identified proposed set of land use map amendments and associated policies through both community input and technical work.

Engagement Focus – Community Needs

Community will need to understand how previous engagement has led to the development of the land use approaches. Reiteration of growth targets, City Council Vision & Priorities, and the EIS process will also be needed. Summaries of the approaches that incorporate a variety of technical analysis – equity, economic, etc. – will also be need so the community can have informed discussions.

Engagement Focus – Input Needed

Input will focus on getting feedback on the land use approaches that can be used to identify a final proposed set of land use map amendments and associated policies, particularly those within the Housing, Land Use and Transportation elements.

Engagement – General Public

- **Deliberative Dialogue Workshops:** Through the engagement process and a variety of technical analyses, staff will develop several approaches to growth. Each approach will have a different set of pros and cons that need to be weighed. Complex decisions always require some give and take, some compromise. Fostering dialogue that gives community members an opportunity to think about their values, evaluate data, and consider different perspectives will help the city arrive at an approach that the community can support.

Members of the community will be invited to attend workshops where they have the opportunity to learn about different land use approaches and engage in discussions with other community members about which approach will best meet the needs of the broader community and ensure a future where people of all backgrounds can flourish.

In order to capture community members who might not normally participate in city sponsored civic engagement opportunities we will take engagement to the public by hosting several pop-up, mini deliberations. These events will be hosted in places where people already gather – Crossroads Mall, Community Centers, Libraries, etc. – and require a minimal investment of time in order to participate.

Engagement – Strategy Teams

- **Strategy Team Deliberative Dialogue:** Members from the four Strategy Teams will be invited to participate in a parallel deliberative dialogue. This process will create a structured format for a wide cross-section of interests and opinions to work together to arrive at a set of cohesive recommendations.

The deliberative process will result in a formal report that summarizes the dialogue and presents a recommendation that can be considered alongside other inputs.

Engagement Targets/Metrics

- 10% of existing contact list takes part in at least one engagement opportunity

Coordinating with the EIS

After this period of dialog, the staff along with consultant will complete the Draft EIS. There will then be a period where engagement is focused on gathering public comment on the DEIS through the formal process. This phase of engagement will be run by the EIS consultant.

There will be public meetings where community members can learn about the alternatives in the DEIS, ask questions, and find out how to submit public comment.

Phase 3: Reviewing & Refining the Draft Plan and Policies

Time Frame: July – November 2023

Deliverable: Draft Comprehensive Plan and map amendments that are ready to go through the formal review and adoption process with Planning Commission, City Council and EBCC.

Engagement Focus – Community Needs

At this point we will have a draft that has already received considerable input. It will be important to remind the community of all the input that has gone into the draft thus far.

Engagement Focus – Input Needed

This is an opportunity for staff to ensure that all community concerns and ideas have been received and consider how to refine the draft comprehensive plan before it goes on to the formal review and adoption process.

Engagement – General Public

- **Online Questionnaire:** community members will have the opportunity to review the draft comprehensive plan and provide specific feedback on key amendments that are being proposed
- **Open Houses:** A series of open houses will give members of the public and opportunity to review various elements, ask questions of staff and share any concerns or ideas for further consideration.

Engagement – Strategy Teams

- **Panel Convenings:** We will also convene our three special topics panels to review the draft plans and discuss any concerns or ideas they have for further consideration.

Engagement Targets/Metrics

- 10% of existing contact list takes part in at least one engagement opportunity

COMMUNICATIONS & OUTREACH OVERVIEW

Key Messages

Key messages about the Comprehensive Plan will emphasize the role this document plays as a north star for the city's vision. Messages should reinforce that Bellevue is a city that will continue to:

- Embrace diversity – both ethnic and socio-economic
- Live up to its motto as a “City in a Park”
- Work to ensure people and families have housing for a lifetime
- Pursue bold action on climate change and sustainability
- Foster innovation and economic vitality
- Create great public spaces, cultural opportunities, and places where people want to be
- Welcome the world.

Contact Lists

Currently, there are 5,266 people subscribed to planning related lists in Gov Delivery. 4589 have opted in to receive emails and 677 have opted in to receive text messaging. This represents approximately 3% of the population of Bellevue. We have higher than average open rates for our email and can expect approximately 35% - 47% of people to open our emails and 2% - 7% to click on any links include in an email.

In order to drive participation and get feedback from a broad number of people we will need to add to our existing list of contacts. List building will be most important at the launch of the effort but will be a continuous process. Tactics for increasing out list of contacts include:

- **Mailed Questionnaire:** based on previous experience we can expect a significant number of people to share their email and opt-in to receiving communications on the comprehensive plan.
- **Pop-Up Events:** tabling out in the community is an effective way to meet people who might not otherwise find out about the comprehensive planning process. Having sign-up sheets at those events will be a good way to add people to contact list
- **Digital Advertising:** A robust digital advertising campaign will be critical to building out our list of contacts. Placing ads on social media and through local media is a good way to build awareness. Ads will invite people to participate in surveys where they can also leave their email address.

We can also work through other departments to communicate via their email lists. Economic Development, Transportation, and Parks have significant email lists with which the team can collaborate.

We are also able to reach people via our social media accounts. We have:

- 10,061 followers on Facebook – post impressions range between 900-1500
- 47596 people connected to the city via Nextdoor – post impressions can range from 200-1200
- 15,500 followers on Twitter – tweet impressions range between 3000-7000
- 3269 followers on Instagram – post impressions range 200-700

Note, these numbers do not represent unique individuals as one person may be on multiple email lists and follow multiple social media accounts.

Key Messengers

Recruiting trusted messengers who can share social media and emails with their networks will help us expand our reach. Having a corps of trusted messengers is also critical for equitable engagement, as community members are more likely to participate if they receive an invitation from someone they know. Groups that the team will reach out to serve as key messengers include:

- Neighborhood Association Board Members
- Bellevue Essentials Alumni
- Non-profit Leaders
- Faith Leaders
- Youth Link Board Members
- BDAN & other Diverse Community Groups
- Business groups
- Advocacy Groups

Some of these trusted messengers would be cultivated through topic specific panels, which would be convened early on for an overview of the planning process and provided with guidelines and materials for sharing information with their networks.

Neighborhood Association Leaders and Bellevue Essentials alumni will be invited to a special kick-off event designed to provide them with an in-depth overview of the planning process and prepare them to engage their networks.

All key messengers will be invited to join a special “talkers & tweeters” group that will receive periodic emails that include newsletter blurbs and suggested social media posts for sharing.

Communication Tactics

Regular communications to the broader public and people signed up to receive communications about the Comprehensive Plan update will be used to inform people about the progress of the update and opportunities to engage.

- **It's Your City.** We will ensure there is a regular update or feature on the comprehensive plan update in each issue of It's Your City through 2023. Article length and ask will depend on where we are in the process. Special inserts may be used to promote engagement events or opportunities.
- **City Newsletters.** Department specific newsletters like Neighborhood News and the Parks Department Newsletters are useful outlets for more frequent updates to residents about opportunities to engage or provide input on the comprehensive plan.
- **Comprehensive Plan Update Specific Bulletin.** For residents and stakeholders who sign up to follow the Comprehensive Plan Update via Gov Delivery or EngagingBellevue we will provide regular updates at the end of each phase. These bulletins will ensure that people who are closely following the update always understand where we are at in the process, who is being engaged, and how their input is being used to shape various elements.