

## **DRAFT BIKE BELLEVUE COMMUNITY ENGAGEMENT PLAN**

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The City of Bellevue's Transportation Department has started work on [Bike Bellevue](#), which will implement bicycle network improvements in the city's urban core – including the Downtown, Wilburton and BelRed neighborhoods. The goal of Bike Bellevue is to enhance the city's multimodal transportation system and help make it safer and more equitable, sustainable, and accessible for everyone.

### **PROJECT PRINCIPLES**

On March 27, 2023, the City Council approved Bike Bellevue project principles and directed staff to work with the Transportation Commission to prepare a recommendation for implementation. The following two project principles inform this engagement plan:

- **Engagement: Engage community stakeholders in setting priorities for Bike Bellevue investments.** A targeted public engagement strategy will seek input on bicycle priorities from a range of stakeholders including residents, businesses, major institutions, under-represented communities, neighboring cities, transportation agencies, and others.
- **Equity: Promote equity and inclusion in the development and delivery of bicycle projects.** Consistent with the city's Diversity Advantage Plan, Bike Bellevue will center equity, access, inclusion, and opportunity in project delivery.

### **ENGAGEMENT COMPONENTS**

Bike Bellevue's public engagement consists of the following components:

- **Transportation Commission.** The Transportation Commission – with support from city staff – will meet throughout 2023 to develop Bike Bellevue. The Transportation Commission will transmit Bike Bellevue to the Transportation Director for approval.
- **Focus Groups.** Staff will conduct up to five focus groups, facilitated by a consultant, to document community input and priorities for Bike Bellevue investments.
- **Online Presence.** Staff have developed a city webpage to provide information about the project. An online project design feedback tool will capture community feedback on bicycle facility corridor concepts and an Engaging Bellevue webpage, including a questionnaire, will invite community suggested design refinements and input on corridor prioritization.
- **Public Open House.** City staff will host one public open house at Bellevue City Hall to provide information and solicit design refinement and prioritization feedback on the bicycle facility corridor concepts.
- **Direct Engagement and Feedback.** City staff will conduct a minimum of five direct engagement briefings to invite input from diverse community members on Bike Bellevue. These opportunities will be made available to neighborhood associations as well as business and community-based organizations.
- **Mailer/Media.** A postcard mailer will be sent to every address in the project area referencing the online questionnaire and open house. Announcements regarding the questionnaire and open house will be made on the city's social media outlets and online

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forums. Input gathered through these engagement strategies will be reported in briefings to the Transportation Commission.

### **ENGAGEMENT TIMELINE AND OUTCOMES**

Bike Bellevue incorporates oversight by the Transportation Commission with community engagement to identify investment priorities for rapid build bicycle improvements that will fill network gaps in the project area. Engagement activities will be advertised through city social media channels as appropriate (Twitter, Nextdoor, Facebook, etc.). In addition, staff will: (i) prepare a State Environmental Policy Act (SEPA) Checklist that will be made available for public review; (ii) work with Community Development's Cultural Outreach Assistants to tailor communications, build awareness, and engage Bellevue's LatinX, Chinese and South Asian communities; and (iii) coordinate with community-based organizations who have insights from underserved and disadvantaged groups who are hard to reach with traditional engagement strategies.

Reflected below are the anticipated engagement activities (subject to change) and outcomes through Q1 2024.

#### **April 2023**

- Presentation to the Bellevue Chamber of Commerce Transportation Committee.
- Project flyer distributed to businesses in Spring District.
- Project flyer distributed to Bellevue Downtown Association members.
- Project flyer distributed to City of Bellevue youth sports program families.
- Project flyer available at Lake Hills and Downtown Boys & Girls Clubs of Bellevue locations.

*Engagement outcomes: Build awareness of Bike Bellevue, foster relationships with diverse community groups and identify people and groups for engagement opportunities.*

#### **May 2023**

- Transportation Commission: Project overview and approval of community engagement plan (May 11 and May 25).
- Project flyer distributed to small businesses in BelRed neighborhood and Wilburton neighborhood.
- Project flyer distributed at Hope Fest, a resource fair serving low income families.
- *Neighborhood News* article published on project overview.
- Presentation to Eastside Easy Rider Collaborative.
- Communications with Bellevue Youth Council.
- Coordination meeting with City of Redmond staff on Bel-Red Road bike lane design concepts.

*Engagement outcome: Affirm engagement plan with the Transportation Commission.*

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### **June 2023**

- Project flyer distributed at Lake-To-Lake Bike Ride.
- *It's Your City* article published on project overview and providing information on upcoming engagement opportunities.
- Presentation to the Bellevue Downtown Association Transportation Committee.
- Communications with Youth Link Board.

*Engagement outcome: Promote upcoming engagement opportunities.*

### **July 2023**

- Transportation Commission: Bike Bellevue Design Concepts Guide, online project design feedback tool and engagement plan updates (July 13).
- Launch online project design feedback tool of bicycle facility corridor concepts for a two-month comment period.
- *Neighborhood News* article published encouraging community participation in online project design feedback tool of bicycle facility corridor concepts.
- Workshop with the Bellevue Downtown Association Transportation Committee.
- Presentation to Eastside Easy Rider Collaborative.
- Communications with Bellevue Chamber of Commerce.
- Focus group sessions (5 total) and stakeholder interviews (10 total) occurring in July-September.
- Mailer sent to all residents in the project area providing a project overview and information on how to get involved and provide feedback.
- Online recording posted to the city Bike Bellevue webpage on using the online project design feedback tool.
- Produce project flyer #2 in English and in other languages. Cultural Outreach Assistants will distribute project flyer through various channels (e.g., the Mandarin language flyer will be shared via WeChat, WeChat Group and Little Masters Club).

*Engagement outcomes: Encourage community engagement with online project design feedback tool and invite input from focus group and stakeholder interview participants.*

### **August 2023**

- Gather community feedback on project designs through online project design feedback tool.
- Focus group sessions (5 total) and stakeholder interviews (10 total) occurring in July-September.

*Engagement outcomes: Encourage community engagement with online project design feedback tool and invite input from focus group and stakeholder interview participants.*

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### **September 2023**

- Transportation Commission: Preliminary update on public feedback from online project design feedback tool, focus groups, and stakeholder interviews (September 14).
- Focus group sessions (5 total) and stakeholder interviews (10 total) in July-September.
- Consultant begins refinement of Bike Bellevue Design Concepts Guide based on community feedback.

*Engagement outcomes: Encourage community engagement with online project design feedback tool and invite input from focus group and stakeholder interview participants.*

### **October 2023**

- Transportation Commission: Draft Community Engagement Report highlighting findings from feedback received on preliminary designs and potential design refinements for Open Houses (October 12).
- Consultant completes refinement of Bike Bellevue Design Concepts Guide.

*Engagement outcomes: Refine corridor designs based on community and Transportation Commission feedback.*

### **November 2023**

- Transportation Commission: Draft Community Engagement Report highlighting findings from feedback received on preliminary designs and proposed refinements in lead-up to Open Houses (November 9).
- Virtual Open House using the Engaging Bellevue platform seeking community input on project designs and prioritization.

*Engagement outcomes: Refine preliminary corridor designs based on community and Transportation Commission feedback.*

### **December 2023**

- In-Person Open House at City Hall seeking community input on project designs and prioritization.
- Cultural Outreach Assistants will attend Open House to provide support to Spanish and Mandarin speaking populations.

*Engagement outcomes: Refine preliminary corridor designs and prioritization based on community and Transportation Commission feedback.*

### **January 2024**

- Transportation Commission: Bike Bellevue Design Concepts Guide and Community Engagement Report updated with feedback from Open Houses on project designs and prioritization and Preliminary Bike Bellevue recommendation (January 11).

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*Engagement outcome: Refine preliminary Bike Bellevue recommendation based on Transportation Commission feedback.*

### **February 2024**

- Transportation Commission: Bike Bellevue recommendation (February 8).

*Engagement outcome: Bike Bellevue recommendation on project designs and prioritization that reflects community priorities.*