



# Bellevue City Council 2021-2023 Vision & Priorities

2023 Year-end Report  
January 1, 2024





# Bellevue City Council Priorities 2023 Year-end Report

On May 19, 2014, the City Council approved a 20-year vision for Bellevue, including strategic target areas and two-year priorities, and has continued to refine and set new priorities every two to three years. The seven strategic target areas are:

- 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

In early 2021, the Council deliberated and reached consensus on a list of 22 priorities to support the seven strategic target areas for the 2021-23 term. This report provides a high-level overview of key accomplishments, ongoing actions and next steps in the implementation of each of these 22 priorities. In order to ensure effective implementation of the priorities, the Leadership Team has assigned a sponsor and lead staff member for each priority who identified tasks and milestones to support the outcomes outlined by the Council. For the most part, the 2021-23 priorities represent a continuation of initiatives that were already underway with allocated staff and budget. The Council added four new priorities to this ongoing work in 2021-23. Together, this represents a significant body of work – 22 priorities with over 100 supporting workplan items.

At the end of the three-year priorities, the majority of supporting actions are on track and 86% of the work plan has been completed. Staff is fully engaged in this work and focused on meeting Council and community expectations. At this time, less than 5% of actions are experiencing some level of disruption. This is primarily due to conditions currently impacting many industries such as supply chain constraints, material costs or staff vacancies. Despite these disruptions and additional challenges posed by the COVID-19 pandemic, staff made significant progress in advancing each of the 22 priorities. The Council may consider updates to the priorities list in early 2024.

Quarterly status reports on Council Priorities are provided to the Council and posted on the Bellevue Performance dashboard at [performance.bellevuewa.gov](https://performance.bellevuewa.gov).



# Economic Development

**Priority 1: Implement the direct strategies of the Economic Development Plan, addressing: Capacity building and partnerships, small business and entrepreneurship, workforce, retail, creative economy, and tourism.**

**2023 Accomplishments:**

- In partnership with the City of Redmond, Bellevue city council approved the creation of a Tourism Promotion Area in Q1 that will add resources for tourism marketing and event incubation. Revenue collection began on July 1, 2023.
- The city hired two “entrepreneurs in residence” in June to lead Startup 425, a collaborative initiative of Eastside cities to provide services for founders and entrepreneurs. The current focus is on rebuilding programming around co-work sessions that sync with the ongoing workforce efforts.
- Community Attributes, a contractor hired by Bellevue to complete a citywide retail study, completed its final report and recommendations that identify gaps in the market, changing consumer habits, and strategies to encourage more locally owned businesses.
- Phase two of the Artspace Study to identify community needs for artist housing, performance space, and supporting services was completed in Q3.
- The BelRed Arts District Alliance was incorporated as a non-profit in May to organize efforts around the arts district and is receiving support from city staff.

**Looking Ahead:** Implementation will continue on the Economic Development Plan. This includes:

- Looking for a partner to do a small accelerator and capital access program.
- Working on a variety of items in the BelRed neighborhood to implement the needs for both working space and affordable residences.



# Transportation & Mobility

**Priority 2: Continue to execute our transportation capital plans for future growth and mobility of the city. Use the funding provided by the Neighborhood Safety, Connectivity and Congestion Levy to improve safety, transportation, and quality of life in neighborhoods.**

**2023 Accomplishments:**

- The Neighborhood Safety, Connectivity and Congestion Levy program recently completed ten new and enhanced crosswalks in the Lakemont, Eastgate and Lake Hills neighborhoods.
- Construction is progressing well on the TIFIA projects, with two more segments reaching substantial completion.
- The Vision Zero program has completed all eight of the grant-funded roadway Roadway Safety Assessments (RSA) and has published the final report.
- The Bike Bellevue project began its public outreach campaign with the publishing of the Concept Guide in September.



# Transportation & Mobility

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## Looking Ahead

- Design continues to progress on multiple levy projects, including a new traffic signal on 156th Ave SE at Lake Hills Blvd, a large pedestrian safety project on NE 8th St at the I-405 interchange and the next phase of improvements associated with the transformational sidewalk and safety project in Northwest Bellevue along 100th Ave NE. Construction is almost complete on the levy-funded congestion improvement project at 148th Ave NE at Lake Hills Blvd. Design is beginning on multiple new levy projects including a jointly funded grant and levy safety project on Coal Creek Parkway to address speeding on this corridor.
- Work has begun on the project evaluation and prioritization for all the concerns identified through the RSA process.
- The final stage of 124th Ave NE - Ichigo to Northup Way is under construction and scheduled to be complete by Q2 2024.
- Staff have kicked off the public outreach portion of the Bike Bellevue project with the council and the Transportation Commission. Public outreach will continue through Q1 2024.
- The final TIFIA project, 130th Ave NE from Bel-Red Rd to NE 20th St, is on-track to advertise early in 2024. Work has begun on two other major arterial projects needed to complete the arterial network in the BelRed neighborhood, 120th Ave NE Stage 4, NE 16th St to Northup Way and Spring Blvd Zone 3, 124th Ave NE to 130th Ave NE. The 120th Ave NE Stage 4 project has reached 100% design and has received grant funding to begin the right-of-way acquisition. Spring Blvd Zone 3 recently completed the public outreach to determine the preferred alternative for the roadway cross-section and will be moving forward with the 15% conceptual design. Both projects will be pursuing additional funding to bring the projects to completion.

**Priority 3: Advocate with the state Department of Transportation and regional agencies for acceleration of the I-405 Corridor Program and completion of SR 520 improvements, including Bellevue projects (i.e. NE Sixth St., 124th Ave. NE Interchange, braided ramps, Coal Creek Parkway).**

## 2023 Accomplishments:

- Together with stakeholders, the City successfully advocated to legislative leadership on the importance of near-term funding for WSDOT's SR 520/124th Avenue NE Interchange Project. Funding for design of the SR 520/124th project was reinstated in the 2023-2025 biennium.
- WSDOT and Sound Transit awarded the I-405/Brickyard to SR 527 project and construction has begun, enabling future Sound Transit Stride bus rapid transit service on I-405.
- WSDOT and Bellevue have completed the SR 520/124th Avenue NE Interchange to the 5% concept plan.



# Transportation & Mobility

**Priority 3: Advocate with the state Department of Transportation and regional agencies for acceleration of the I-405 Corridor Program and completion of SR 520 improvements, including Bellevue projects (i.e. NE Sixth St., 124th Ave. NE Interchange, braided ramps, Coal Creek Parkway).**

## Looking Ahead

- Advancement of the NE 6th Street Extension alternatives (5-lane arterial or no arterial) through the city's Comprehensive Plan Periodic Update environmental analysis process. A preferred land use alternative has been selected, for analysis and transportation modeling results will be included in the Final Environmental Impact Statement in February 2024.
- WSDOT has identified a funding gap for several projects along the I-405/SR 167 corridor, which would significantly impact the schedule for the NE 6th Extension project and the Coal Creek Roundabout project that is part of Renton to Bellevue Contract 3. The I-405/SR 167 Executive Advisory Committee met in December and an updated Financial Plan will be provide shared with the Legislature in advance of the 2024 session.
- WSDOT is planning for an open house and access hearing for the SR 520/124th Avenue NE Interchange in early-2024.

**Priority 4: Continue oversight of light rail construction and ensure that we implement an effective strategy for construction mitigation for neighborhoods, traffic and business.**

**2023 Accomplishments:** Civil construction of the light rail in Bellevue is complete. The "starter line" is anticipated to begin revenue service in spring 2024 and the connection to Seattle is anticipated in Q2 2025. Construction mitigation has been successfully managed for neighborhoods, businesses, and the traveling public. In 2023, City staff worked with Sound Transit to create an O&M Agreement that outlines responsibilities and procedures for both agencies. A draft agreement was completed in Q4 2023, with a final document expected in Q1 2024.



# High Quality Built & Natural Environment

**Priority 5: Execute Affordable Housing strategy, including: 1. Look at code amendments instead of comprehensive plan amendments for projects with exceptional amounts of low-and middle-income housing; and 2. Strengthen housing bonus program.**

## 2023 Accomplishments:

- This year saw a significant increase in use of the multifamily tax exemption (MFTE) program, with 62 affordable housing units and an additional 58 units in the pipeline.
- Released a community engagement guide for supportive housing that will provide a resource for developers and operators of supportive housing projects in Bellevue.
- Completed the funding processes under the Housing Stability Program (HB 1590) for behavioral health and human services and capital investment.



# High Quality Built & Natural Environment

**Priority 5: Execute Affordable Housing strategy, including: 1. Look at code amendments instead of comprehensive plan amendments for projects with exceptional amounts of low-and middle-income housing; and 2. Strengthen housing bonus program.**

## **2023 Accomplishments (Continued):**

- A Regional Coalition for Housing (ARCH) Housing Trust Fund projects were awarded in May 2023, which included the BelRed Bridge Housing project and Factoria Habitat for Humanity project within Bellevue, in addition to projects in other ARCH cities.
- The city provided capital funding for the newly constructed men's shelter, Plymouth Supportive Housing and Illahee.
- The adoption of the C-1 Phase 2 Faith-Based Properties LUCA will allow added development intensity for affordable housing on qualifying faith-based sites.
- Release of the draft environmental impact statement for the city's comprehensive plan periodic update and Wilburton.
- Adoption of the downtown residential floor area ratio (FAR) increase and affordable housing interim official control in May and October 2023.
- To encourage developers of very small dwelling units to utilize the MFTE program, the code was amended and a micro-apartments LUCA was adopted in June 2023.
- The city's Development Services department created a permitting fee waiver for affordable housing which was adopted by the city council in July 2023.
- Updates were made to the city's land use code in July 2023 to encourage the development of attached accessory dwelling units (ADUs). This increases ADU size limits, removes restriction on second front entry doors used for ADUs, streamlines process requirements, removes owner occupancy requirement, allows for separate ownership of ADUs, and revises parking standards to allow for greater flexibility.
- A Bellevue City Code Amendment (BCCA) on maximizing state environmental policy act categorical exemptions was adopted in September 2023.

**Looking Ahead:** The city will continue to provide support for existing programs, partnerships and planning efforts, such as the multifamily tax exemption program, ARCH, housing stability program (HB 1590), and regional affordable housing planning. Moving forward, specific planning and policy efforts will include:

- Continued processing and adoption of items developed under the city's "Next Right Work" process, a suite of planning initiatives aiming to further increase housing opportunities and diversity within Bellevue. This includes phase two of the increased residential FAR LUCA; encouragement of accessory dwelling units and other types of housing such as duplexes, triplexes and quadplexes; and simplification and expediting of permitting for housing projects.
- In parallel, staff will continue to identify additional tools to implement the Affordable Housing Strategy and update the affordable housing target.
- Through the comprehensive plan periodic update efforts are underway to create additional housing supply and move forward the city's affordable housing work. This will include the environmental review of a wide range of potential housing concepts as well as analysis of either voluntary or incentive-based affordable housing versus mandatory inclusionary requirements.



# High Quality Built & Natural Environment

**Priority 5: Execute Affordable Housing strategy, including: 1. Look at code amendments instead of comprehensive plan amendments for projects with exceptional amounts of low-and middle-income housing; and 2. Strengthen housing bonus program.**

**Looking Ahead (Continued):**

- Components of the Wilburton LUCA will include strategies to add to the neighborhood's housing supply, encourage affordable housing, and target housing land use districts. The BelRed Look Forward LUCA effort will include a similar focus on housing supply and affordable housing for that area of the city.
- Staff will conduct analysis of new state legislation, such as HB 1110 (middle housing), and HB 1337 (ADUs), as well as and SB 5290 (permit streamlining), as well as additional assessment of any land use and housing related legislation from the upcoming 2024 session.
- City consideration of the ARCH Rent Stabilization policy ideas/policies, as well as a potential subsequent LUCA.
- Staff will conduct a clean-up of the MFTE code to increase effectiveness and administration of the program.

**Priority 6: Complete construction of Phase One of Meydenbauer Bay Park by 2018 and the Downtown Park Gateway by the end of 2019 and synchronize with the Grand Connection as possible. Include celebration of the connection of downtown to the waterfront.**

**2023 Accomplishments:** Phase One of Meydenbauer Bay Park and the Downtown Park Gateway are complete. A grand celebration of the NE Gateway Plaza was held on June 24, which included the installation of the artwork 'Piloti'.

**Priority 7: Advance implementation of the Smart City Strategy, including advanced transportation technology and autonomous, connected, electric and shared vehicle technologies.**

**2023 Accomplishments:**

- Completed a traffic data dashboard for internal monitoring of key operational metrics for the adaptive signal system and bicycle network.
- Completed the Autonomous Vehicle Strategic Vision, which looked to define how Bellevue should prepare for autonomous vehicle technology.
- Deployed weather sensors at strategic locations around the city to improve forecasting during winter weather events and to gather more accurate pavement temperature information to support the anti-icing program for critical hills and bridges.
- To date, the city has installed 39,000 smart water meters and 38,500 cellular transmitters.

**Looking Ahead:**

- Upgrades to Wi-Fi infrastructure ongoing to keep pace with the latest capabilities.
- Staff is currently working on new video analytics study on the ability to actively adjust pedestrian signal timing based on the volume and speed of pedestrians.
- In coordination with King County Metro, staff are also advancing the development of Next Generation Transit Signal Priority (TSP) system. The new system is expected to be deployed for the B-Line in early 2024.



## High Quality Built & Natural Environment

**Priority 8: Implement the Environmental Stewardship Plan, which identifies actions in five focus areas: Climate change, Energy, Materials management and waste, Mobility and land use, and Natural systems.**

**2023 Accomplishments:** To date, of the 78 actions in the plan staff have initiated the implementation of 68 actions and completed seven actions. Highlights include:

- 209 buildings have been enrolled in the Clean Buildings Incentive program, which has completed 130 energy benchmarks with another 79 in progress. The team has completed 21 building scoping assessments, plus another 21 in progress. A further 13 buildings are being supported by staff in applying for WA State Department of Commerce Clean Buildings Act Early Adopter Incentives.
- Received a \$1,000,000 grant from the Department of Commerce Building Electrification for the Energy Smart Eastside program to install energy-efficient heat pumps. 26 applications have been received for low-income heat pump installations. The program also launched the fuel switch incentive for moderate-income households.
- Launched the Sustainable Bellevue Climate Challenge Team Leaders program and enrolled 173 households.
- Completed the air quality and land use planning report, climate vulnerability assessment, and 2021 tree canopy assessment.
- Launched the Wilburton Sustainable District Opportunity Assessment as part of the Wilburton Vision implementation.
- Launched the EV Roadmap strategic planning process to identify sites for EV charging infrastructure and strategies to support EV adoption.
- Applied for a \$295,000 climate planning grant and \$690,000 EV charging infrastructure grant from the Washington State Department of Commerce.
- Completed a tree giveaway which distributed 800 trees to Bellevue residents and community organizations.
- Completed hiring and onboarding for the five new ESI positions.

**Looking Ahead:** Staff will continue to implement the plan with newly hired staff. This includes identifying state and federal grants, as well as and other funding opportunities, to accelerate the plan , as well as hiring additional staff to provide the capacity needed to support implementation.

**Priority 9: Advance a park funding strategy, including consideration of new funding sources for operations, maintenance and construction.**

**2023 Accomplishments:** The Bellevue Parks and Open Space System Plan was adopted by the City Council on July 11, 2022, by Resolution 10110. In subsequent Council meetings, a parks levy package was compiled and approved by the Council for consideration on the November ballot. That voter initiative was subsequently approved. Levy projects approved in the voter initiative are being sequenced and prepared for Council consideration in a future budget amendment in 2023.





## High Quality Built & Natural Environment

**Priority 10: Proceed with site selection and feasibility analysis for a major aquatic center in Bellevue.**

**2023 Accomplishments:** In 2023, the city council endorsed the recommended Bellevue Airfield Park Master Plan which includes an aquatic facility among other park elements. State Environmental Policy Act (SEPA) review documents have been submitted to the city's Development Services Department.

**Looking Ahead:** After a SEPA determination is made the master plan update will return to the city council for consideration and adoption.



## Bellevue: Great Places Where You Want to Be

**Priority 11: Continue to advance the Grand Connection as the city's signature gathering place. Establish the preferred crossing of I-405 and begin design discussions with WSDOT; build public support by completing city projects in the early implementation plan; educate key public and private funders on the unique opportunities available; and integrate the vision of the Grand Connection into the Wilburton plan.**

**2023 Accomplishments:** Staff stood up core teams in Q1 to advance the catalyst I-405 bridge crossing, which includes both the capital construction of the crossing and the operations work to ensure the space is well managed and programmed for community use.

- Friends of the Grand Connection was officially organized in Q2 and created a working executive committee to support the overall program work.
- A design contractor for the non-motorized crossing was selected in Q3.
- Raised intersections have been installed at NE 6th/108th and NE 6th/110th.

**Looking Ahead:**

- Wilburton Vision implementation work is underway and being developed in concert with the periodic update to the Comprehensive Plan.
- Continued work with private-sector developers to further the Grand Connection vision along the corridor.



# Bellevue: Great Places Where You Want to Be

**Priority 12: Work with King County and Sound Transit to ensure that Eastrail from Renton to the Wilburton Trestle is completed; complete the section of the trail from Kirkland to the Light Rail Maintenance Facility East; complete the interim connection through the Spring District; and begin to establish community connection points to Eastrail.**

## **2023 Accomplishments:**

- The final design is complete for the Eastrail to Spring Blvd Connector. This work was led by the city alongside ongoing coordination with Sound Transit and King County.
- The Wilburton Trestle project, led by King County, completed its final design and went out to bid in late-2023. This project was supported by a \$2 million city contribution approved by the council in June.
- The Northup Way (SR 520 Trail) Connector project, led by Eastrail Partners, opened in December 2024.

## **Looking Ahead:**

- Staff will continue working with King County Parks on a Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant proposal ahead of the February 2024 deadline.
- The NE 8th Street Overcrossing bridge will open in May 2024 after the anticipated start of light rail service. The north mixing zone and connection to the Hospital District will be open by the beginning of Sound Transit service.



# Regional Leadership

**Priority 13: Be an active regional partner, whether it is with cities east of the lake, Seattle and King County, schools and special purpose districts, or the state and federal government. Strategically pursue public and/or private funding and partnerships where beneficial to Bellevue and the region. Establish a partnership with the Port of Seattle on our mutual areas of interest, including attraction of international business and tourism.**

## **2023 Accomplishments:**

- The city council approved the 2023-24 federal legislative agenda in June and the state legislative agenda in October.
- Bellevue secured four Sound Cities Association appointments for 2023 and two appointments through the Association of Washington Cities.
- In preparation for the 2024 Sound Cities Association appointments, staff have drafted an appointment process and supporting materials that incorporate city council direction from the March 2023 retreat.
- The city hosted several legislators in 2023, including a visit from Senator Patty Murray Bellevue Fire Station #1 in May to learn more about Bellevue's initiative with Redmond to electrify our fire stations and State Representative Tana Senn's tour of the Mountains to Sound Greenway project.
- Bellevue staff is implementing a \$120,000 Economic Development Partnership Grant from the Port of Seattle.



# Achieving Human Potential

**Priority 14: Leverage the higher education institutions in Bellevue to benefit our residents and businesses. The Global Innovation Exchange and its partners present an opportunity to dramatically grow human potential in the field of technology innovation. The city should support GIX and take advantage of the financial and human benefits that will come from it. Bellevue College is an important partner in providing workforce development. The city should support the college, the faculty and students in the city's transportation and affordable housing plans. The city should implement the TechHire initiative to benefit the region's technology companies.**

**2023 Accomplishments:** This year, Bellevue's workforce specialist collaborated with educational institutions and economic development staff in neighboring cities. This includes:

- A partnership with the City of Redmond on a workforce survey to better understand the needs of Eastside workers.
- An agreement with Mentors in Tech to sponsor a pilot project that provides mentorship and micro-internships to Bellevue College Computer Science program students.
- Holding regular office hours at Mini City Hall which has allowed residents of diverse backgrounds to get connected and get help with job needs.

**Priority 15: Continue to implement the Diversity Plan, including determining the availability of and need for multicultural programming in the city and completing the cross-cultural study already underway.**

**2023 Accomplishments:**

- Completion of a series of community conversations centered on racial equity and the cross-cultural project. This includes three workshops to design the pilot Cross-Cultural Center without Walls and a community conversation to lay the foundation for a Diversity Advantage Plan update.
- In partnership with staff, the Bellevue Diversity Advisory Network (BDAN) hosted the 2023 Welcoming Week Resource Fair and held a retreat to develop initial committee 2024 work plans.
- Completed phases one and two of the Communities of Color Coordinating team (CCC) work plan.
- Completed the development of a new diversity, equity and inclusion training framework for city staff. The implicit bias and microaggression training have been delivered to approximately 400 staff to date.

**Looking Ahead:**

- Staff will draft the new diversity advantage plan, incorporating the valuable insights including key outcomes, city-wide actions, and proposed departmental objectives gathered over the past year.
- Staff will work with CCC to translate approved policy recommendations into actionable steps that align with the city's collective goals.
- In partnership with staff, BDAN will cohost a pivotal Comprehensive Plan community forum, fostering community engagement and collaboration.
- Staff will host two technical workshops, opening a Request for Proposal process, and selecting organizations for potential collaboration as part of Cross-Cultural Center without Walls.



## Achieving Human Potential

**Priority 16: Work toward an Eastside solution for a permanent location for a men's homeless shelter.**

**2023 Accomplishments:** Construction is complete on the 100-bed permanent men's shelter, which has begun providing services at the Eastgate Housing Campus.

**Priority 17: Explore a safe parking program for homelessness response.**

**2023 Accomplishments:** This year, staff developed the program framework, selected the Lincoln Center as the host site for the pilot program, completed the state environmental policy act (SEPA) review and obtained land use approval, ran an extensive request for proposals process to identify a program operational partner, and negotiated a contract and lease agreement. The safe parking pilot program will host up to 20 vehicles, with site and case management services, as well as outreach to religious organizations to support the expansion of safe parking programs. Program funding was approved by the council and included in the city's 2023-2024 budget.

**Looking Ahead:** The city council is expected to approve the contract with the program operator and a lease in Q1 2024. In the meantime, staff will continue to work with the operator on site improvements in preparation for the program's Q1 launch.



## High Performance Government

**Priority 18: Build trust in government by developing and implementing a comprehensive communication plan with proactive strategies and systems, and robust, transparent, open public engagement processes. Characteristics that were discussed include: Share clear and timely information; engagement – getting input; and the more we listen, the more responsive we are.**

**2023 Accomplishments:** Following the creation of a draft comprehensive communications plan by strategic communications firm DH in Q4 2022, the plan has undergone significant staff and leadership review in 2023 and is effectively complete.

**Looking Ahead:** Moving forward, staff will incorporate work plan items for the upcoming year into the draft plan before city leadership completes a final review and provides approval (expected Q1 2024). The team will also develop a subsequent companion internal strategic communication plan with more tactical details for use by staff to guide work plans related to communications approaches. The final comprehensive communications plan will be posted to the city's website, expected in Q2 2024.



# High Performance Government

## **Priority 19: Identify and implement technologies that improve customer service by the City of Bellevue.**

### **2023 Accomplishments:**

- Completion of the Open Data Enhancement project, which enables public access to up-to-date city data via an online portal. This includes the provision of data in expanded downloadable formats such as metadata and integration with web maps and applications.
- Completed implementation of an enterprise service management platform that includes a customer service management module. The City Manager's Office will be piloting the customer service module for public-facing service requests.
- The city is actively piloting a new version of the MyBellevue chatbot. This will enable enhanced discovery and delivery of information from the city's website.

**Looking Ahead:** The Information Technology and Utilities departments have partnered on a customer portal upgrade project which is expected to be completed in Q1 Q3 2024 alongside an upgrade to the customer information billing system.

## **Priority 20: Establish a long-range financial strategy that includes options that respond to the future operating and capital needs of the city.**

**2023 Accomplishments:** The 2023-24 Adopted Budget continues implementation strategies to provide fiscal sustainability for the City including continuing prior cost reductions and increasing revenue to address a growing and urbanizing city. The near-term outlook shows the fiscal gap narrowing substantially in the years 2025/2026 barring a severe recession or other economic downturn. The main drivers for the City are twofold: Revenue structural imbalance not keeping pace with expenditure growth and urbanization and new growth creating additional expenditure pressures.

**Looking Ahead:** Preparations for the 2025-26 budget development process which will begin Q1 2024. In addition, staff will continue conversations from the mid-biennium with the council and the public regarding a review of the city's financial policies and code. This will ensure that they continue to serve as best practice and manage the city's resources in alignment with efforts to advance the council's vision, strategic target areas and priorities.

## **Priority 21: Develop and establish a new brand identity for the City of Bellevue that reflects both our past and our future; an identity that is iconic and leaves a lasting impression that Bellevue is a place that people want to live, work, learn and play.**

**Looking Ahead:** The branding initiative is in-progress, contingent upon advancements made on Priority #18 (Comprehensive Communications Plan). Further progress toward the completion of a comprehensive communications plan is expected to inform the objectives and outcomes of this initiative. The advancements made on Priority #18 in 2023 and its implementation in 2024 will allow efforts around Priority #21 to be refined and ramp up in the next year.



# High Performance Government

**Priority 22: Leverage data and technology to enhance community engagement, equity, and accountability. Measure and share interactive reports of key performance indicators across city services. Increase the reporting of correlated and aggregated community inputs to inform future policies. Set up a dashboard to continuously report on progress against council priorities/vision.**

**2023 Accomplishments:**

- Launched an internal data hub as part of a pilot project for the city's Utilities department. This centralized data cloud warehouse is intended to serve as a foundational piece to support future analytics projects which will provide insights and enhance the data-driven decision-making capabilities of the organization.
- Launched a public safety digital communications system. This technology enables the city's Police department to build and maintain a trusted relationship with the community. The system will increase efficiency internally by enabling community members to connect with and provide feedback to the department directly in five languages (English, Chinese, Hindi, Russian, and Spanish). It also seamlessly integrates with Police technology systems, reporting real-time statistics and survey insights via an internal dashboard.
- The Bellevue Equity Atlas project is under final review by the city's Diversity Advantage Team. The goal of this work is to create a racial and social equity composite index to aid in data-driven decision-making during city planning, budgeting, and investment activities.

**Looking Ahead:** Staff will continue work on identifying and implementing a replacement for the city's current performance management software (expected 2024).