

# Environmental Stewardship Plan Implementation Enhanced Engagement Strategy: Sustainable Bellevue Partnership

## Executive Summary

### Overview

This document outlines the goals, objectives, and approach for “Enhanced Engagement” for the implementation of the Environmental Stewardship Plan. It will use a framework referred to as the Sustainable Bellevue Partnership, which continues stakeholder engagement with the Sustainability Leaders Group formed during the Environmental Stewardship Plan update, and includes targeted resident engagement. During finalization of the Environmental Stewardship Plan and 2021-2022 budget adoption process at the end of 2020, Council provided additional funding to support enhanced engagement with stakeholders and residents for the implementation of the Environmental Stewardship Plan.

### Goals and Objectives

The goal and objectives of this enhanced engagement is to:

- Collaborate with stakeholders to support the implementation of the plan.
- Leverage subject matter expertise to implement actions in the City’s annual Environmental Stewardship Plan implementation workplan.
- Provide advice on opportunities to incorporate equity into program design and engagement.
- Support outreach and education.
- Connect, network, and find opportunities to partner.
- Share best practices.
- Mobilize the community to reduce their environmental footprint.

### Approach

Staff recommend a two-pronged approach for the Sustainable Bellevue Partnership:

**Strategy 1: Stakeholder engagement.** Continue to engage with the Sustainability Leaders Group of stakeholders representing local organizations (listed on page 3), who provided valuable subject matter expertise for the development of the Environmental Stewardship Plan. This group was instrumental in building support for the plan, beginning to build partnerships, and providing advice to help shape the plan. Staff will update the goals and purpose for this group, with a focus on plan implementation. The group will be expanded to include representatives from resident environmental advocacy groups, such as 300 Trees and the People for Climate Action (PCA).

**Strategy 2: Resident engagement.** Continue and build on the engagement with residents for the plan update, focusing on providing opportunities for involvement in the implementation of relevant resident-oriented actions, such as through volunteer efforts, environmental education, and engagement on actions benefiting or impacting residents, such as a home energy retrofit program. Continue to update residents on implementation progress and opportunities to be involved.

Support for this Enhanced Engagement is currently funded for 2021-2022. Additional funding beyond this time period will likely be required to continue to support the Sustainable Bellevue Partnership.

## Outreach and Engagement Design

### Sustainable Bellevue Partnership Framework

The model and framework for the Sustainable Bellevue Partnership will be informed by elements of a Collective Impact Model. A Collective Impact approach, such as Eastside Pathways, involves a number of organizations coming together to address a common set of challenges and goals. The Collective Impact approach can be used for topics ranging from education to the environment and includes the following five conditions:

- A common agenda
- Shared measurement system
- Mutually reinforcing activities
- Continuous communication
- Backbone support organization

As with other Collective Impact groups, there will be an overarching group and several ad hoc committees, focused on specific topics or actions outlined in the plan, such as achieving our tree canopy goal, energy efficiency in existing buildings, and climate resilience. For the Sustainable Bellevue Partnership, the common agenda will be implementing the Environmental Stewardship Plan, the shared measurement system is the goals and targets in the plan, and the mutually reinforcing activities are the efforts of the various organizations to support achievement of Bellevue's environmental goals.

The Sustainability Leaders Group formed during development of the Environmental Stewardship Plan was valuable in building relationships with a number of Bellevue organizations on environmental issues. The organizations involved in the Sustainability Leaders Group were all businesses or organizations with interests in Bellevue, had established goals related to sustainability and climate change, and/or provide services which align with the focus areas of the Environmental Stewardship Plan. The Sustainable Bellevue Partnership will include the organizations involved in the Sustainability Leaders Group, along with representatives from local environmental organizations. Representatives to the group will provide input and subject matter expertise to staff on program design and policy issues, for the actions in the plan which require further policy analysis, and will support the identification and potential formation of partnerships to advance the plan implementation.

### Strategy 1: Stakeholder Engagement through the Sustainable Bellevue Partnership

The primary focus of the Sustainable Bellevue Partnership will be to convene the stakeholder group as a whole to share progress updates and in ad hoc committees, to provide subject matter expertise, to support the implementation of the Environmental Stewardship Plan.

#### **Sustainable Bellevue Partnership Organization**

There will be an overarching Sustainable Bellevue Partnership stakeholders group and ad hoc committees formed on an as-needed basis to provide subject matter expertise to support the

implementation of specific actions defined in the annual workplan for the Environmental Stewardship Plan. The Sustainable Bellevue Partnership representatives will be able to self-select to participate in various ad hoc committees based on their areas of expertise. Specific members may be asked to participate in the ad hoc committees.

City of Bellevue staff will determine which projects or programs to bring to the Sustainable Bellevue Partnership stakeholder group for input. Some projects may opt to directly engage with the Sustainable Bellevue Partnership stakeholder group, such as for the Watershed Management Plan. Other projects, such as the Mobility Implementation Plan, will have its own public outreach and engagement process, which will separate from the Sustainable Bellevue Partnership. The Environmental Stewardship Program Manager will work with other City of Bellevue project managers to determine if the Sustainable Bellevue Partnership stakeholder group is a good fit for engagement on different projects.

### **Sustainable Bellevue Partnership Stakeholders Role and Responsibilities**

- Provide advice to staff on the implementation of the community actions identified by the City for the annual workplan for the Environmental Stewardship Plan implementation.
- Leverage expertise of local stakeholders and subject matter experts in the implementation of the plan.
- Advise staff on opportunities to realize equity and fairness across the diverse communities of Bellevue in sustainability programs that support the Environmental Stewardship Plan.
- Provide suggestions for engagement strategies to reach a diverse group of Bellevue residents and businesses on sustainability issues and implementation of the plan.
- Support outreach and education to Bellevue businesses and residents and raise awareness around environmental stewardship and sustainability.
- Identify opportunities for partnerships to scale up actions.
- Participate in quarterly partnership meetings and ad hoc committees as relevant.

## Proposed Sustainable Bellevue Partnership Organizations

*Organizations involved in the Sustainability Leaders Group*

- Amazon
- ARCH
- Bellevue Chamber of Commerce
- Bellevue College
- Bellevue Downtown Association
- Bellevue School District
- Cedar Grove
- Climate Solutions
- Forth Mobility
- GLY
- Hopelink
- King County Housing Authority
- King County Metro
- Master Builders/Built Green
- Mercer Slough Environmental Education Center
- Microsoft
- PCC
- Puget Sound Energy
- REI
- Republic Services
- Sound Transit
- Su Development
- T-Mobile
- Unico Properties
- Urban Sustainability Directors Network
- Vulcan

Additional organizations to include:

- ERIC
- Ethnic Business Coalition
- Forterra
- The Nature Conservancy
- 300 Trees
- People for Climate Action
- Sierra Club
- 350.org
- Architecture 2030
- Facebook
- BOMA

## **City of Bellevue Role and Responsibilities**

City staff will organize and oversee the Sustainable Bellevue Partnership, with consultant support, and will have the following responsibilities:

- Develop the annual workplan for the implementation of the Environmental Stewardship Plan
- Invite organizations to participate in the Sustainable Bellevue Partnership
- Develop the agenda for the Sustainable Bellevue Partnership and ad hoc committee meetings
- Facilitate the Sustainable Bellevue Partnership meetings and work sessions
- Support and foster relationships and partnerships amongst the participants
- Seek authentic input and engagement with Sustainable Bellevue Partnership stakeholders
- Provide regular communications with stakeholders in between meetings.

The Environmental Stewardship Program Manager will be primarily responsible for providing staff support to the Sustainable Bellevue Partnership, with support from the Resource Conservation Manager Community Engagement Lead. Additional support for coordinating and running the group will be provided by a consultant. For any projects led by other departments, the relevant department staff will lead discussions with the relevant ad hoc committee (e.g. for the Watershed Management Plan).

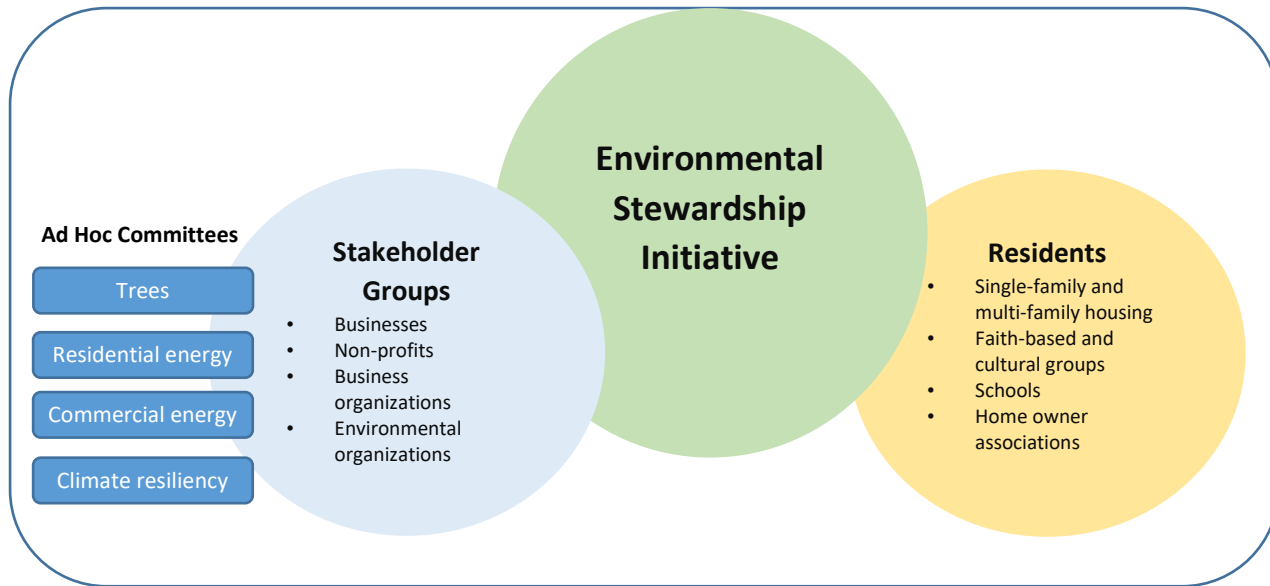
## **Funding**

The 2021-2022 City of Bellevue budget includes funding of \$25,000 per year to support enhanced engagement for 2021 and 2022. This funding will be used for consultant support to assist with staffing, coordinating, scheduling, and managing the Sustainable Bellevue Partnership. To continue the Sustainability Bellevue Partnership beyond 2022, additional funding would be required, either through the City budget and/or external funding sources.

## **Membership**

Stakeholder organizations which participated in the Sustainability Leaders Group in 2019-2020 for the plan update will be invited to continue to participate. This will be an invitation from staff, as was the case with the invitation to participate in the plan update. Stakeholder groups invited to participate in the Sustainable Bellevue Partnership will be asked to have one to two representatives participate in the group, to ensure parity amongst the organizations. Additional subject matter experts from the stakeholder organizations may participate in the ad hoc committees based on their expertise.

**Sustainable Bellevue Partnership Illustration**



The Sustainable Bellevue Partnership stakeholder group is a broad-based coalition with members from different sectors. The ad hoc committee structure is set up to give members the opportunity to provide input where a city program intersects with their area of expertise or where the program specifically impacts them. Residents will also have the opportunity to engage on projects which impact or benefit residents.

The following ad hoc committees have been identified for 2021, which will provide specific input into the projects identified below. The schedule for the ad hoc committees will be dependent on the timing of the various projects and programs under development. These will act more as focus groups for each project, and the schedule for each will be determined as the committee is being formed. The meeting frequency will be approximately once a month or every two months, once a project is initiated.

**2021 Sustainable Bellevue Partnership Stakeholder Ad hoc committees and Projects**

Ad hoc committees	City of Bellevue Project/ Program	Possible External Stakeholders and Subject Matter Experts	Meeting Timing (Estimated)	Note
Trees	Tree planting and tree giveaway	<ul style="list-style-type: none"> <li>• 300 Trees</li> <li>• Residents</li> <li>• Faith-based institutions</li> <li>• Schools</li> </ul>	April – November (approx. monthly)	Staff have already begun meeting with 300 Trees and forming a partnership to achieve our mutual goals.
Residential Energy	Home Energy Retrofit program	<ul style="list-style-type: none"> <li>• Hopelink</li> <li>• PSE</li> <li>• Jubilee Reach (TBD)</li> <li>• Built Green (TBD)</li> <li>• KCHA</li> <li>• Low-moderate income residents</li> </ul>	July– October (approx. monthly)	The Home Energy Retrofit program will be designed to complement existing programs and support low to moderate income residents in reducing energy use.

Ad hoc committees	City of Bellevue Project/ Program	Possible External Stakeholders and Subject Matter Experts	Meeting Timing (Estimated)	Note
Commercial and Multi-family Energy Efficiency and Green Building	Green building / Clean Building Act Technical Support	<ul style="list-style-type: none"> <li>• Property Managers of buildings over 50,000 SF</li> <li>• Bellevue BOMA (Building Operators and Managers)</li> <li>• Chamber</li> <li>• BDA</li> <li>• PSE</li> <li>• Seattle 2030 District (SME)</li> <li>• PCA</li> </ul>	June – September (approx. monthly)	Goal will be to encourage and support property managers in early compliance with the Clean Buildings Act to take advantage of early adopter incentives.
Climate Resiliency	Climate vulnerability assessment	<ul style="list-style-type: none"> <li>• Hospitals</li> <li>• PSE</li> <li>• BSD</li> <li>• MBA</li> <li>• BDA / Chamber</li> </ul>	TBD – likely December 2021- March 2022	This assessment may be of interest to a larger group of Sustainability Leader members
Stormwater - TBD	Watershed Management Plan (WMP)	TBD	TBD	TBD – Utilities is interested in possibly engaging with an ad hoc committee for the WMP

Many of the actions in the Environmental Stewardship Plan will have an existing board or commission providing input and recommendations, so not every action within the plan will have an associated ad hoc committee through the Sustainable Bellevue Partnership. Annually, staff will share the ad hoc committee opportunities with the partnership members, as the ad hoc committees may vary from year to year depending on upcoming projects and planning efforts. Sustainable Bellevue Partnership members will be encouraged to participate in an ad hoc committee, but will not be required to.

## Strategy 2: Continued Resident Engagement

Building on the success of the resident engagement during the plan update, the outreach and engagement approach for implementation will focus on three key components:

1. Updates on plan implementation progress
2. Engagement on actions which impact residents
3. Environmental education and volunteer opportunities

This engagement will fall under the umbrella of the Sustainable Bellevue Partnership and will take the form of an annual sustainability summit, newsletter updates, environmental events such as a speaker series or trainings, and other strategies to gather input from residents on the design of new programs or projects. Staff will setup a new project on EngagingBellevue.com to facilitate information sharing and engagement with residents. Specific projects, such as the home energy retrofit program, may involve a resident engagement component to gather input on the program design.

For the environmental education aspect of the plan implementation, this could be co-delivered with some of the local environmental advocacy groups, other Eastside cities, and/or the King County Cities

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Climate Collaboration, along with other City of Bellevue environmental education programs through the Parks and Utilities Departments.

## Appendix

### Budget Summary of Enhanced Engagement

#### 12/7 Agenda Memo Description

Propose up to \$20,000 out of Council Contingency (onetime) in order to support opportunities for utilizing the specialized expertise and knowledge of the stakeholder groups that have been heavily invested in and been very active in providing feedback during the creation of our City policies for the Environmental Stewardship Initiatives. Many of these stakeholders are willing to donate their time and energy to help the City government achieve the goals of the ESI. After the City Council adopts the new plan that will advance the ESI, implementation will directly follow and include significant public engagement. This proposal would ensure that staff has the needed resources to consider how we can best consult and tap into these active stakeholders' expertise.

Utilizing their expertise to provide input and ideas for best practices or other relevant technical ideas to implement given policy objectives within the plan can be very cost-effective for the City. Additionally, there may be opportunities to capacity build by utilizing the various stakeholder groups' passion for the ESI subjects/policies through an expanded ambassador program that the staff could coordinate and oversee as we move into implementation.

Investment at \$20,000 will allow, for example:

- Engagement with resident experts and key stakeholders on program design for home energy retrofit program and commercial energy benchmarking technical assistance program.
- Facilitation of expert/ stakeholder work sessions to provide input into ESI Plan implementation and program design.

#### 12/1 Agenda Memo Description

Enhanced Stakeholder Group/Public Engagement, Environmental Stewardship Initiative (ESI), \$50,000 onetime, funded through Council Contingency: The Council budget supports opportunities for utilizing the specialized expertise and knowledge of the stakeholder groups that have been heavily invested in and been very active in providing feedback during the creation of our City policies for the Environmental Stewardship Initiative. This funding will ensure we have effective ways to gather input and ideas for best practices or other relevant technical ideas for consideration by staff for inclusion in implementation of given ESI policy objectives. (Note: The cost and scope was updated on December 7.)