

## Outreach & Engagement FAQs

### Northwest Bellevue



MANY VOICES · ONE VISION · OUR FUTURE

#### How many people were invited to participate?

A wide variety of communication tools were used to let people know about the neighborhood planning process and invite them to attend including – mailers, emails, flyers, social media, and digital advertising.

2 mailers were sent to all 4001 households in NW Bellevue. Social media posts reached between 200-1250 people, and the digital advertising campaigns reached 2300-7900 people.

#### Adapting to COVID

The Great Neighborhoods program relaunched in June 2020. At the time in-person gatherings and activities were prohibited and it was unclear how long restrictions would be in place.

The Great Neighborhoods team had to pivot. In-person events became virtual events. The use of mailers sent to every household replaced activities like tabling or canvassing.

#### How many people participated?

Participation was based on interest in neighborhood area planning. Despite challenges presented by COVID, engagement on this project matched or exceeded similar, neighborhood area focused projects.

- 222 people provided feedback online at [www.engagingbellevue.com](http://www.engagingbellevue.com)
- 66 people participated in one or more virtual events
- 269 returned our mailed survey

#### How was participation from diverse communities supported?

Great Neighborhoods program piloted the use of Cultural Outreach Assistants. Part-time staff with connections and experience working with key cultural communities conducted one-on-one meetings delivered presentations and promoted participation on social media. This innovative approach to outreach and engagement resulted in:

- 76 one-on-one meetings with individuals and organizational leaders
- 7 presentations to community groups
- Reaching over 2500 people via culturally specific social media channels
- 24% of participants at virtual events were people of color
- 34% of participants online were people of color

#### What kinds of opportunities were available for participation?

Throughout the process people were able to participate in a variety of ways. The Great Neighborhoods team hosted 11 virtual events; events were held during the day and evening to accommodate busy schedules. Online surveys, brainstorming tools, and comment boards gave people an opportunity to participate at their convenience. And a mailed questionnaire to every household ensured that every resident had an opportunity to provide input.

#### How did community voice shape the process and the plans?

Resident input was used to inform each step of the engagement process. Community values developed in the previous effort became the basis for the Values Survey that kicked off the effort. Strengths and challenges identified by residents in the data walks became the topic areas for Brainstorming Sessions. Ideas shared in those sessions influenced the development of policy. Virtual open houses and small group meetings with residents further refined the draft neighborhood plans.

# Outreach & Engagement Timeline - Northwest Bellevue

