

CITY COUNCIL STUDY SESSION**Keep Bellevue Beautiful Program**

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DIRECTION NEEDED FROM COUNCIL**INFORMATION
ONLY**

Information on a new Safe, Clean and Vibrant City Initiative, Keep Bellevue Beautiful, focused on keeping Bellevue litter-free.

RECOMMENDATION

N/A

BACKGROUND & ANALYSIS

Residents and businesses alike praise Bellevue for being a safe, clean, and vibrant city. These qualities among others have persuaded many to invest their lives and vocations here. The City of Bellevue has for years provided for removal of illegal dumping, litter and hazardous materials, encampment clean ups, and graffiti on public property. When city crews are working in the field, customary practice is to remove debris and litter from around the work site and leave it better than before the work. Similarly, to the extent allowed by law and on a complaint basis, the city has enforced nuisance and health risks on private property.

In 2022, Council adopted a new 2023-24 biennium budget that included a focus on safe, clean and vibrant initiatives, including a new adopt-a-street program focused on partnering with Bellevue's community to keep Bellevue litter free. Keep Bellevue Beautiful will work proactively with our community targeting local clean-up efforts through an adopt-a-street program, recruiting and coordinating community volunteer teams for Bellevue signature streets, collaborating with other city programs to provide environmental stewardship and waste reduction education, managing other related city programs and coordinating annual public events to promote a clean community. As the program develops, Keep Bellevue Beautiful will expand to manage shopping cart retrieval contracts.

Keep Bellevue Beautiful will roll out different program elements in 2023-24 through a phased approach including the following elements:

Volunteer Engagement Keep Bellevue Beautiful will establish and maintain strong working relationships with community partners, including neighborhood and community associations, non-profit organizations, schools, faith communities and businesses that support volunteerism and civic pride. The program will support safe volunteer opportunities with appropriate safety training, resources, and PPE (such as gloves, vests, pick up grabbers, bags, etc.).

Education and Outreach Education and outreach to help Bellevue become litter-free will begin this year, coordinating with Environmental Stewardship events and Utilities recycling education events. Volunteers who participate through Keep Bellevue Beautiful will learn about additional ways to participate in the [Zero Waste Challenge](#) and the [Bellevue Climate Challenge](#). Additionally, the city will collaborate with neighborhood associations, Bellevue School District and local non-profits (Bellevue YMCA, Jubilee Reach, Boys and Girls Clubs, Bellevue Green and Clean, etc.) with their educational programming and provide opportunities for community service.

Summer 2023 Citywide Events This summer, Keep Bellevue Beautiful will launch two Saturday clean up events in major commercial areas, Downtown and Factoria. We will be looking for community partners to help sponsor these events. Community teams will have designated streets for cleanup in a designated grid to cover the entire area. Clean Up events will be scheduled for July and August 2023. The two launch events will address locations that have been highlighted by the public and business community and will give us an opportunity to raise awareness for the beginning of the program and recruit volunteers and partners for future events and adopt-a-street opportunities. Future one-day events will coincide with Earth Day, Arbor Day or Recycle Day.

Fall/Winter 2023-4 Signature Streets There are signature streets that provide important first and lasting impressions for Bellevue, as well as streets that have frequently been “hot spots” for reported litter. Beginning this fall, the city will focus on key locations for volunteers to direct litter clean up events throughout the academic calendar year. These locations will be determined by high level of visibility, amount of litter ‘hot spots’, and geographic locations across the city. Preliminary locations for Signature Streets include:

- Bridle Trails (148th Ave NE, NE 30th to NE 57th)
- Downtown (NE 8th from 112th to Bellevue Way and Main Street from 112th to Bellevue Way)
- BelRed (BelRed Rd from 124th Ave NE to 140th Ave NE)
- Crossroads (156th from NE8th to Northrup Way)
- Lake Hills (148th Ave NE, from SE16th to NE 8th)
- Lake Hills Connector
- Factoria (Factoria Blvd, Newport Way to SE 36th)

Spring 2024 Adopt-A-Street Campaign Local community groups and businesses will have an opportunity to adopt a location of their choosing to maintain the local street with quarterly pick-up events. Locations will be approved by the city to ensure safety and all volunteer groups will receive safety orientations and appropriate PPE (gloves, bags, grabbers, signage, flags, etc.). After the successful completion of a year’s commitment, community groups may request a local Adopt-a-Street sign for their location, which will remain during the length of their sustained volunteer commitment.



Abandoned Shopping Cart Retrieval Services The city has contracted with a service provider to begin a new abandoned shopping cart retrieval service, providing weekly sweeps of identified ‘hot spots’ of abandoned shopping carts. The contractor will return shopping carts to the retailers identified on the shopping cart by signage, logo or other marking. Unidentified carts will be returned to a recycling facility or landfill. This is an interim service, expected to retrieve an average of 50-75 carts a week and is a supplement to individual business efforts to address this issue. Future steps include additional emphasis on business responsibility for cart retrieval, including potential code amendments.

POLICY & FISCAL IMPACTS

Policy Impact

Keep Bellevue Beautiful will advance the following policy objectives:

N-1. Maintain neighborhoods as safe and welcoming environments for everyone to enjoy.

UD-9. Enhance the appearance of neighborhoods with targeted city programs and right-of-way improvements.

Fiscal Impact

The 2023-4 biennium budget allocated \$200,000 in 2023 and \$100,000 in 2024 for Safe, Livable and Vibrant initiatives, including an Adopt-a-Street program. Additional funding may be required as the Keep Bellevue Beautiful program elements develop.

OPTIONS

N/A

ATTACHMENTS

A. Keep Bellevue Beautiful Signature Streets Map

AVAILABLE IN COUNCIL LIBRARY