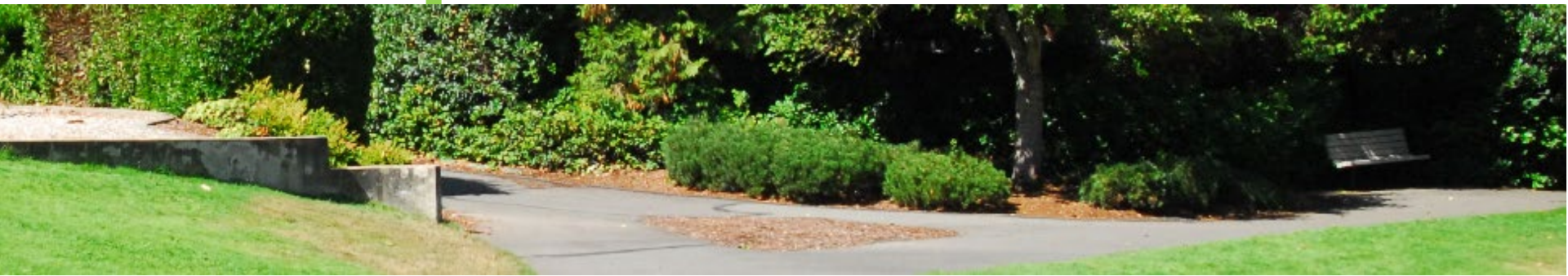




City of Bellevue

# Keep Bellevue Beautiful



**Mark Heilman, Neighborhood Outreach Manager**

**Mike McCormick-Huentelman, Assistant Director**

**Community Development**

**May 1, 2023**



# Keep Bellevue Beautiful

*Partnering with the community to keep Bellevue litter-free!*

**Presentation is for information only.**

# AGENDA



**Background**



**City Approach**



**Program Elements**



**Community Partnerships**



**Timeline**

# Background



***A safe, clean and vibrant city initiative***

**97% residents agree or strongly agree that Bellevue has attractive and well-maintained neighborhoods.**

2021 Annual Performance Survey



# City Approach



**Large debris**

**Hazardous materials**

**Streetscape maintenance**

**Projects clean up**

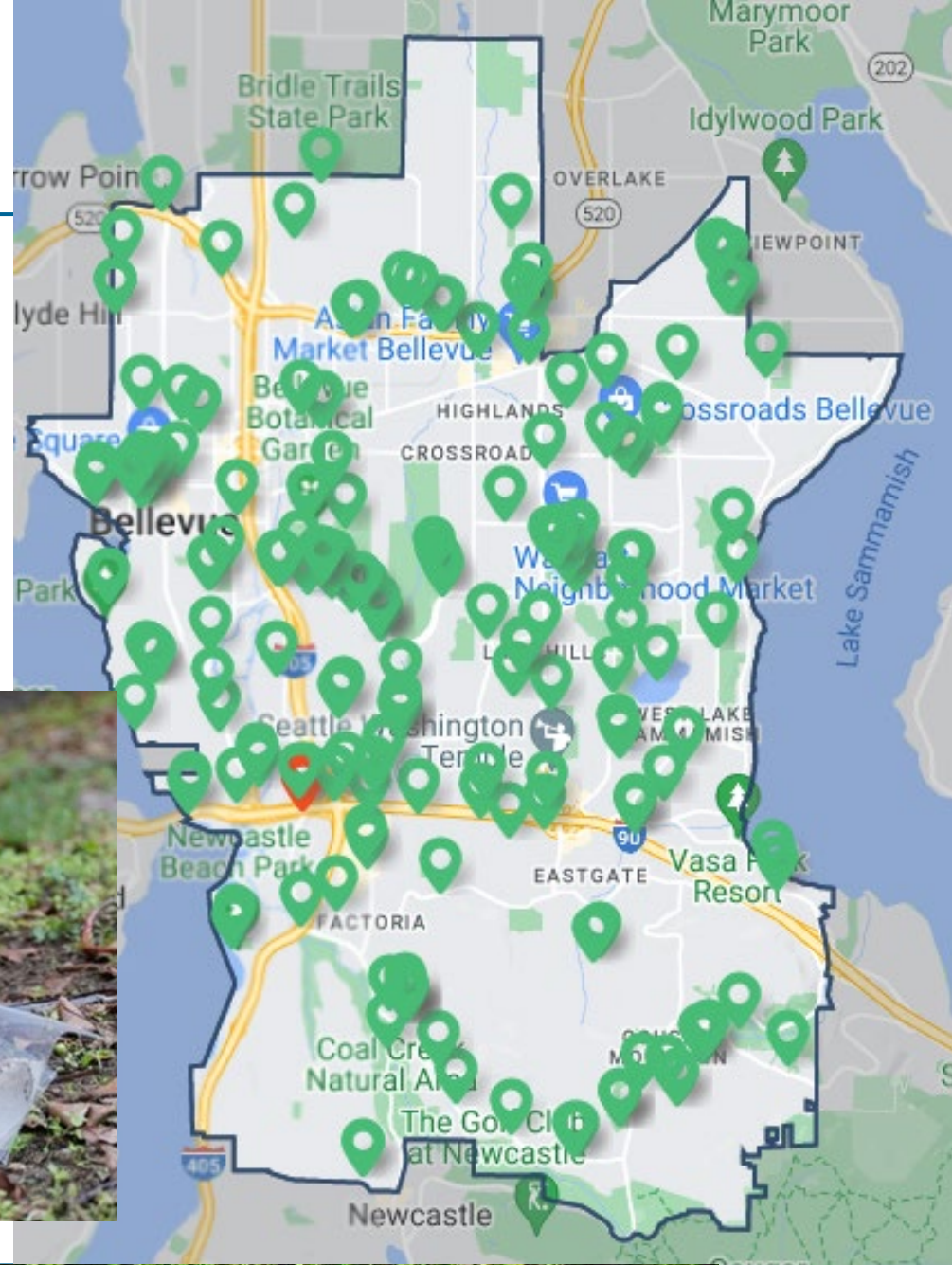
**Parks volunteer engagement**

**Community efforts**



# Litter-free

**200 My Bellevue app  
submissions for  
trash removal  
2020-Present**





# Summer Cleanups

Keep Bellevue Beautiful



## Downtown Volunteer Event July 29





# Summer Cleanups

Keep Bellevue Beautiful



## Factoria Volunteer Event August 12





# Education and Outreach



## Greener Living Classes

### Conservation and the Environment

#### Education Resources for Students and Teachers

Waste Reduction Assistance

Assemblies and Classroom Workshops

Events and Field Trips

Student Action Campaigns

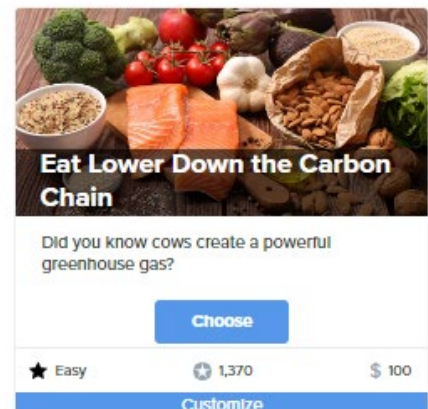
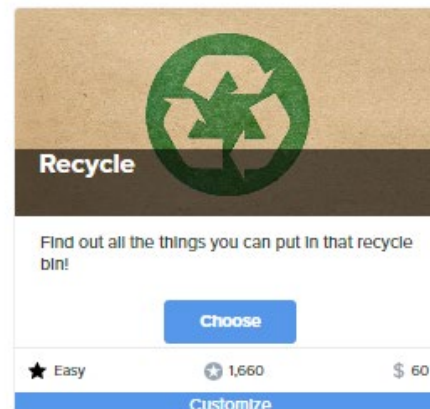
Contests and Recognition Opportunities



Eat Green & Waste Less



Learn which foods are lower impact and Go C



# Signature Streets

## Keep Bellevue Beautiful

*Shaping our first and lasting impressions*

- **Bridle Trails (148th Ave NE)**
- **Downtown (NE 8th and Main St)**
- **BelRed (BelRed Rd)**
- **Crossroads (156<sup>th</sup> Ave NE)**
- **Lake Hills (148th Ave NE)**
- **Lake Hills Connector**
- **Factoria Blvd**





# Adopt-A-Street

**Keep Bellevue Beautiful**

*Partnering with the community to keep Bellevue litter-free!*

**Education and outreach materials**

**Ease of application**

**Safety Training**

**Appropriate PPE:**

**Gloves, bags, pick-up sticks, etc.**

**Ability to report hazardous materials, oversized debris**



# Adopt-A-Street

**Keep Bellevue Beautiful**

*Partnering with the community to keep Bellevue litter-free!*

- Mapping of adopted street locations
- Earning Adopt-A-Street signage, after one year completion
- Business sponsorships
- Track key performance indicators





# Community Partnerships

**Keep Bellevue Beautiful**

*Partnering with the community to keep Bellevue litter-free!*



- **Neighborhood and community associations**
- **Faith communities**
- **Schools**
- **Business associations**
- **Corporate partnerships**



# Timeline

**Keep Bellevue Beautiful**

*Partnering with the community to keep Bellevue litter-free!*

## PHASE ONE

Summer 2023

Volunteer  
Recruitment

Cleanup Events  
in Downtown  
and Factoria

## PHASE TWO

Fall/Winter 2023-24

Education and  
Outreach

Signature  
Streets

## PHASE THREE

Spring 2024

Community and  
Corporate  
Sponsorships

Adopt-A-Street  
campaign

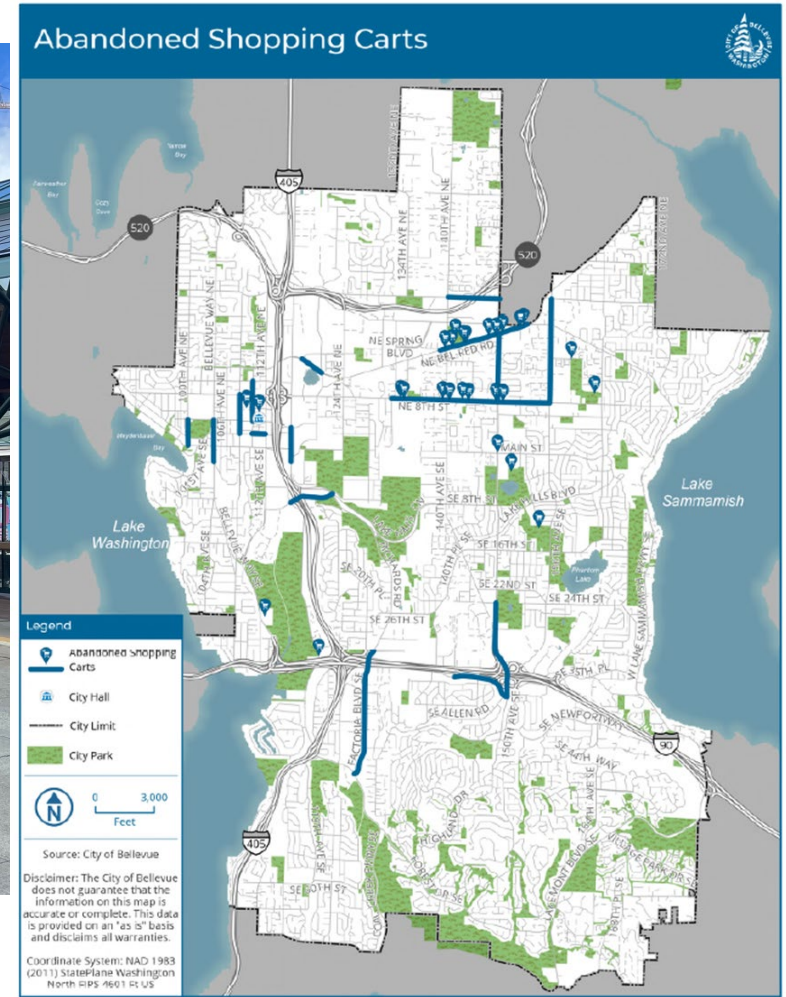


# Abandoned Shopping Carts

*Partnering with the community to keep Bellevue litter-free!*



**Providing weekly sweeps  
of "hot spots" of abandoned  
shopping carts**



# A One City Approach

**City staff remove large debris and hazardous materials**

**City staff maintain streetscapes**

**Parks and Utilities volunteer events and programs**

**Launch Keep Bellevue Beautiful**

- One-day volunteer events**
- Adopt-A-Street ongoing volunteer program**
- Manage Shopping Cart removal**
- Advance graffiti abatement options**







City of Bellevue

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