

City of Bellevue

2024 Strategic Target Areas and Objectives



Vibrant Economy

Bellevue is a city where innovation thrives.

Bellevue is a destination for residents, workers, visitors and learners from around the world. Home to leading global companies, Bellevue works with a variety of partners to welcome the world's visionaries to take on today's biggest challenges and build a better tomorrow. Whether it is an international corporation or a small business just getting started, Bellevue's culture of collaborating and supporting businesses strengthens our economy. We have a tradition of successful collaboration across government, business and non-profit sectors. We foster the conditions for economic success and support the capacity of public, private and non-profit partners to fuel prosperity and enrich the ability of every member of our community to thrive.

Bellevue has a diversified economy and is an inclusive economic hub. Our K-12 schools and higher education providers inspire innovation and train a culturally diverse workforce to support tomorrow's technologies. Our arts and cultural opportunities, abundant shopping, inspiring public spaces and proximity to major recreational activities make us a premier destination for visitors. With our skilled workforce, well-connected multimodal transportation system, reliable utilities, breathtaking beauty and innovation-oriented culture, businesses grow and prosper in Bellevue.

Objectives

- 1.1 Maintain and grow a diverse, thriving economy that can better withstand fluctuating regional, national and global conditions.
- 1.2 Support large and small businesses, including women/veteran/minority-owned businesses, by providing the resources and regulations that businesses need to start, stay, grow and thrive in Bellevue.
- 1.3 Identify and strategically implement financial mechanisms to spur/initiate growth in public and private investment.
- 1.4 Identify and enhance workforce development partnerships and efforts and actively serve as a conduit to residents, businesses and resource partners to attract, retain

and engage a talented workforce of various ages, skill sets and backgrounds to support a diverse, inclusive and growing economy.

- 1.5 Strategically invest in services and systems that support residents, entrepreneurs, workers and learners from historically marginalized communities, ensuring they have access to resources and opportunities that enable them to achieve their economic potential.
- 1.6 Build up Bellevue's arts providers' organizational capacity to increase the breadth and depth of artistic and entertainment offerings for Bellevue's residents and visitors.



Safe & Efficient Transportation System

Transportation is sustainable, reliable and predictable. Mode choices are abundant, clean and safe.

Bellevue offers a multitude of transportation options, with a commitment to Vision Zero and emphasis on reliable, predictable, and sustainable travel options for everyone from all walks of life. Bellevue is well-connected to the region via roads, trails, and transit. The transportation network is well-maintained to provide safe travel in neighborhoods, to schools, to health and wellbeing services, and to Bellevue's bustling entertainment, shopping and commercial centers.

Regional road capacity handles the movement of goods and vehicles, limiting the impact on neighborhoods from cut-through traffic. A state-of-the-art intelligent transportation system provides a predictable travel experience to improve mobility, increase safety, and reduce emissions.

As Bellevue's roadway network approaches full build-out, alternative modes of travel to private vehicle trips continue to grow. Public transportation is ample, with seamless, reliable connections and a variety of services, including regional high-capacity transit, local bus service, and park & ride facilities. Access to transit continues to expand with micromobility options, taxis, and ride-sharing services. Robust walking and biking networks provide safe and enjoyable ways to get around the city. Bellevue advances equity through transportation so that all individuals, irrespective of their backgrounds, can traverse the city safely and feel a sense of belonging.

Objectives

- 2.1 Deliver capital projects and programs that address the growth of the city, support accessibility and sustainability, capacity to handle movement, and provide equitable

services for all travelers in Bellevue with performance targets in the Mobility Implementation Plan as a gauge.

- 2.2 Eliminate fatal and serious injury collisions through the application of the Safe System Approach, with a particular focus on enhancing the safety of walking and biking near schools.
- 2.3 Provide a high level of proactive maintenance to protect the City's transportation facility investments.
- 2.4 Be a leader in innovation and connectivity through support of the expansion of next generation wireless technology and the integration of autonomous, connected, electric, and shared vehicles into the transportation system of Bellevue.
- 2.5 Expand travel choices and equitable access through improved transit service, new modes such as shuttles and micromobility, and safer, connected facilities for people walking and biking.
- 2.6 Diversify the use of our roadways and curb environment to balance the needs of all daily users and to create opportunities for placemaking, gathering and community building.
- 2.7 Work with regional partners to complete critical regional transportation infrastructure projects to provide reliable multimodal connections into and out of Bellevue.
- 2.8 Assure our transportation facilities, both new and existing, are physically accessible for all users.



High Quality Built & Natural Environment

Bellevue is a livable city with world-class places to live, work, play and learn.

We work to create iconic destinations and vibrant spaces for everyone to enjoy. Growth is focused on dense, mixed-use centers and transit while maintaining a well-balanced mix of business and commercial properties. Residents have access to a wide variety of housing types in Bellevue to meet the needs of households across all income bands and life stages. The City values neighborhood identities and character. Bellevue is a community of diverse, vibrant and well-maintained neighborhoods with connections to transportation, schools, parks, trails and the natural environment.

Environmental stewardship is intrinsic to a healthy community and economy. Bellevue is committed to reducing greenhouse gas emissions, enhancing climate resilience, preserving our natural environment, transitioning to clean energy and increasing equitable access for residents to transit, jobs, housing, parks and natural areas.

Known as a “City in a Park”, Bellevue’s parks and open space system is nationally recognized. We have something for everyone, from small parks for neighborhood gatherings to forested trails to large community parks with unique events and experiences. The community enjoys a variety of recreational and sporting opportunities within walking distance of homes and businesses. Our parks and recreation system connects residents and visitors to nature and provides opportunities for improved mental and physical health.

Bellevue is a “Smart City” with excellent infrastructure that supports our vibrant and growing community, including high-tech connectivity. Utility services such as drinking water, wastewater, storm and surface water, and solid waste management are reliable and environmentally responsible. The City recognizes the importance of high-quality public and private infrastructure that enhances livability and access to amenities for Bellevue’s community.

OBJECTIVES

- 3.1 Provide for a variety of housing types that support a range of needs and levels of affordability and enhance vibrant communities.
- 3.2 Work with Bellevue’s community to provide equitable long-term comprehensive and strategic planning that increases the ability of all Bellevue residents, businesses and visitors to thrive.
- 3.3 Preserve and protect the quality of public and private infrastructure, the safety and integrity of the built and natural environment, and address challenges of population growth, climate change and sustainable resource use.
- 3.4 Create iconic destinations and vibrant spaces.
- 3.5 Plan, implement and fund the acquisition, development, operations and maintenance of parks, community spaces and essential public infrastructure.
- 3.6 Invest in high-quality technology infrastructure to support smart city initiatives and improve high-speed internet access and affordability for residents and businesses.
- 3.7 Provide a mix of housing, office, service and retail uses in a compact walkable development pattern that optimizes the benefits of transit investment in Bellevue’s transit-oriented mixed-use areas.

- 3.8 Support efforts to preserve or enhance the physical and environmental amenities that bring distinctive artistic, cultural or natural character within Bellevue's diverse neighborhoods to life.



Community Safety & Health

All people feel safe, valued and welcome. Our systems and infrastructure are resilient and secure.

Bellevue promotes a community where all people can thrive, feel safe and enjoy access to city amenities and services. We are committed to providing a proactive range of prevention, intervention, enforcement and support activities to protect life, property and the environment.

The City utilizes innovative strategies to ensure safety and health services are provided equitably to our diverse community. These strategies include employing technology to improve response, resiliency and communication. We prioritize cybersecurity to maintain safety, continuation of services, reliable infrastructure and effective emergency preparedness.

Police, fire and emergency personnel provide services to the community every day that reflect our high standards. We work together with the community on education, prevention and preparedness. Bellevue takes a collaborative approach to public safety by partnering with agencies across the region. The City offers high quality services across the justice system, from prosecution of misdemeanors and traffic infractions to equitable access to public defense to probation services focused on support and accountability.

All people in Bellevue enjoy health and well-being. Bellevue customers experience reliable and high quality utility and public services that also advance a clean, healthy and sustainable environment. We are committed to preparing our City government, economy, ecosystems and communities for a changing climate.

OBJECTIVES

- 4.1 Deliver a high level of public safety services, with a focus on addressing community concerns such as property theft. Continue to build trust as the community grows through data-informed decision-making, maintaining national accreditation, and by leveraging partnerships.
- 4.2 Engage our diverse communities and businesses as active participants in public safety through increased awareness, collaborative prevention efforts, compassionate intervention strategies and equitable enforcement practices.

- 4.3 Provide and maintain reliable utility services and infrastructure that directly preserve and improve public health.
- 4.4 Protect mission-critical physical and technology infrastructure, in addition to sensitive data, against new and increasing threats.
- 4.5 Strengthen resiliency and preparedness with a focus on the communities most impacted.



Thriving People & Communities

Bellevue is an equitable and caring community where everyone can thrive and belong.

Bellevue is the cultural heart of the Eastside, where people from around the world and just around the corner are welcome. Residents have access to cultural opportunities and spaces within our city that bring people together, build bridges to understanding, and provide a sense of community identity and possibility.

Bellevue values, listens to and engages with many voices within our community and is responsive to emerging needs. Residents know they are an essential part of the community and have opportunities, with the necessary infrastructure, to engage with the City and each other. Our facilities and community centers, libraries, City Hall, parks and museums provide programs and spaces where neighbors gather, connect with each other and actively engage in the life of the community.

We strive toward creating a community where every individual has access to necessary resources, housing, and services. We recognize existing needs and disparities, including racial and socioeconomic, and work intentionally to address structural and systemic inequities. The City prioritizes the delivery of programs and services in ways that are equitable, inclusive, accessible and culturally responsive. The City partners with residents, schools, businesses, faith communities and non-profits to work together for the well-being of all.

OBJECTIVES

- 5.1 Advance Bellevue as a community in which each and every member has access and opportunity to meet their essential physical and behavioral health, economic, recreational, and social needs, feels a sense of belonging, and has an opportunity to thrive.

- 5.2 Increase opportunities throughout the city for all community members to have access to safe, affordable housing, with the supports needed to remain stable, and prevent homelessness.
- 5.3 Foster relationships and collaborate with residents to further develop cross-cultural connections and promote active engagement in community and city life.
- 5.4 Provide accessible programming opportunities and events that reflect Bellevue's growth and diversity, are culturally responsive, strategically distributed and driven by community needs and interests.
- 5.5 Increase public participation in City decision-making by promoting engagement with diverse communities and providing equitable and inclusive access to City programs.
- 5.6 Intentionally collaborate with community organizations, including educational institutions, human services providers, non-profits, faith communities, neighborhood and community associations, cultural organizations and private entities, to advance opportunities for every individual to flourish.
- 5.7 Build strong and connected neighborhoods where residents volunteer and contribute to solving emerging issues and the mutual flourishing of all.



High Performance Government

Bellevue's well-managed government is foundational to the success of the Council's Vision and City services.

Bellevue is committed to providing exceptional City services through data-informed and collaborative decision making, strategic investment of public resources, strong commitment to our employees and inclusive engagement.

Community members are informed about and understand how their local tax dollars are used and the services they receive. We make public investments wisely and equitably – providing valuable city services and ensuring superb infrastructure to support growing communities and businesses. City facilities are well-maintained and optimized to best serve the public.

Bellevue does business using data and innovative technology. The City is committed to continuous improvement, performance excellence and strategic use of resources. We ensure high performance by operating under core values that drive our behaviors and by

attracting, retaining and developing a diverse workforce. We model an inclusive and responsive work culture by providing growth opportunities and investing in our employees.

We support public engagement, innovation and connectivity using effective and inclusive forms of outreach. We make decisions in a transparent manner, work to address mutual needs and support public engagement. Our residents know their local government listens to, cares about and responds to them. We value strong regional partnerships, advance common goals and advocate for Bellevue's interests on issues including infrastructure, public services, growth, and finance.

OBJECTIVES

- 6.1 Align organizational resources and prioritize funding to meet the needs of a growing and diverse community. Strategically maintain and protect the city's assets while enhancing financial sustainability.
- 6.2 Promote and enhance inclusive, accessible community engagement in City services, programs and projects. Deliver responsive and efficient customer service to residents and businesses that foster trust and collaboration between the City and all members of the community.
- 6.3 Optimize data, technology and metrics to guide decisions, improve results and enhance service delivery in an equitable manner.
- 6.4 Advocate for the City's interests and foster supportive partnerships and dynamic leadership at the federal, state and regional levels.
- 6.5 Provide high-quality organizational leadership, management and collaboration.
- 6.6 Maintain public trust through organizational transparency, fiscal stewardship, legal and ethical behavior and regulatory compliance.