



DATE: October 8, 2018

TO: Mayor Chelminiak and City Councilmembers

FROM: Brad Harwood, Acting Chief Communications Officer, 452-6837
City Manager's Office

SUBJECT: Communications award & new residents guide

I am pleased to update you on a couple of notable successes involving the City's Communications team. First, on Sept. 6, Bellevue was recognized with a Savvy award from 3CMA for its 2018 Annual Report. Second, the City launched its first newcomers guide.

The annual report placed third, known as the "Award for Excellence," in the printed publications category for cities with populations of 100,000 and up. This is the second year Bellevue has produced a Citywide Annual Report, providing the community with an easy-to-read overview of the City's accomplishments over the last 12 months. The report is distributed widely at City facilities such as Mini City Hall and at popular events such as the Bellevue Downtown Association's "State of the City" breakfast every April. It is also available to view and download online.

The report was created in-house, thanks to the collaboration of all of the city's departments. Art direction and design was led by Graphic Services in the Information Technology Department.

The Savvy Awards, held in conjunction with 3CMA's Annual Conference, recognize outstanding local government achievements in communications, public-sector marketing and citizen-government relationships. Over 700 entries in 40 categories were submitted in 2018.

The online newcomers guide was rolled out earlier this year. The idea initially came from a Council discussion regarding the newly redesigned website in 2017. With people moving to Bellevue every week, an online resource for the essentials of residency, such as water service and school enrollment, can be a big help.

The Communications team took on the assignment, working with the Information Technology Department to develop a page design that would be intuitive, regardless of one's knowledge of city government and/or the type of device they're using. The result is a page with simple introductory text about Bellevue and 18 panels featuring icons, plus easy-to-use links for key resources including:

- Police and fire
- Water service
- Libraries
- Schools
- Voter registration

Recognizing that people want to know where to play in their new community too, the guide feature links for community centers, parks and even “fun stuff.”

A print version of the guide has also been developed, in consultation with Neighborhood Services. Since many new community members may not speak English as a first language, the guide has been translated into Chinese, Spanish, Russian, Vietnamese and Korean.

More than 200 copies of the guide have been printed for access at City Hall, Mini City Hall and all of our community centers. All versions, including the six languages, are available at BellevueWA.gov/NewcomersGuide.