

March 20, 2017

## CITY COUNCIL AGENDA MEMORANDUM

### **SUBJECT**

Ordinance amending the 2017-2023 Capital Investment Program (CIP) Plan to authorize a budget transfer of \$100,000 from the Interlocal Council Contingency project (CIP Plan No. G-106) to the East Link Analysis and Development project (CIP Plan No. PW-R-159).

### **FISCAL IMPACT**

This action will authorize a budget transfer of \$100,000 from the Interlocal Council Contingency project (CIP Plan No. G-106) to the East Link Analysis and Development project (CIP Plan No. PW-R-159) to fund the city's East Link public relations and marketing campaign (titled Access Bellevue) as discussed with Council at its February 27 Study Session. This transfer, combined with \$70,200 existing budget allocation remaining in PW-R-159, will provide a total of \$170,200 to support the effort, particularly for 2017 and 2018.

<i>CIP Plan No.</i>	<i>Description</i>	<i>Adopted Budget</i>			<i>Expenditures to Date</i>	<i>Staff's Funding Proposal</i>	<i>Comments</i>
		<i>2016 Budget</i>	<i>2017 Budget</i>	<i>2018 Budget</i>			
PW-R-159	East Link Public Relations/Outreach	\$75,000	-	-	\$4,800	\$70,200	Maintain existing budget allocation
G-106 ( <b>Transfer</b> )	Interlocal Council Contingency for East Link (Public Relations Placeholder)	-	\$100,000	-	-	\$100,000	<b>Tonight's Action:</b> Authorize transfer of 2017 budget in G-106 to PW-R-159
G-106 ( <b>Placeholder</b> )	Interlocal Council Contingency for East Link (Public Relations Placeholder)			\$90,000		\$0	Public relations placeholder in G-106, available for allocation per council's discretion.
				<b>Total Requested Funding</b>		<b>\$170,200</b>	

After transferring the funding from G-106 to PW-R-159, \$90,000 will remain in this biennium as a public relations placeholder in G-106, available for allocation per council's discretion.

### **STAFF CONTACTS**

Dave Berg, Director, 452-6468

Nancy LaCombe, Regional Transportation Project Manager, 452-4382

Maher Welaye, East Link Engineering Manager, 452-4879

Jason Bentosino, Fiscal Manager, 452-4495

*Transportation Department*

### **POLICY CONSIDERATION**

*The general policy guidance below informs the City's work on this final design phase of the East Link Project.*

#### Comprehensive Plan Policies:

The Comprehensive Plan contains a body of adopted policy, which emerged from the Light Rail Best Practices work, to frame the City's role in light rail project development, including advancing the City's land use and transportation objectives and minimizing neighborhood and environmental impacts.

#### MOU with Sound Transit:

The City and Sound Transit entered into an Amended and Restated Umbrella Memorandum of Understanding (MOU) in May 2015 that defines City contributions to a downtown light rail tunnel and includes terms for both agencies regarding the Operation and Maintenance Satellite Facility (OMSF); project coordination; 130th Avenue NE parcels; permitting, project certainty and mitigation; and, conveyance of property between the agencies. The MOU also calls for outreach efforts including a neighborhood involvement process regarding traffic mitigation and a public relations/marketing campaign that messages "Bellevue is open for business" through construction.

#### **BACKGROUND**

Community stakeholders raised concerns about the impacts to individual businesses adjacent to Sound Transit's construction activity, as well as the broader region. The concerns stem from the perception that Sound Transit's construction, as well as growth and construction projects elsewhere in Bellevue, may deter folks from coming to Bellevue for work, leisure, and other activities. Council directed staff to proactively address this concern through a broad public relations informational campaign. As a result, the MOU includes language for *"a regional marketing campaign focused on the message that "Bellevue is open for business" through construction."* Council also set aside funding under the Interlocal Council Contingency project (CIP Plan No. G-106) until the details of the public relations campaign were identified and approved.

#### Plan Development:

A multi-departmental team, including the city's Economic Development group, developed a draft communications plan in September 2016. Input on the draft, named "Access Bellevue", was received by the Bellevue Downtown Association, Meydenbauer Center and Sound Transit (Outreach). The Access Bellevue Plan was also shared with the recently formed Access Bellevue Communications Committee, comprised of City, business and community stakeholders.

Observations about the Access Bellevue Plan included the viewpoint that information networks across a variety of platforms to a variety of consumers already exist; and that to be successful, the Access Bellevue Plan did not need to create a whole new network or messaging platform. Those involved with the Access Bellevue Plan acknowledged ground work done by Council and staff, along with collaboration with Sound Transit, which identified key traffic management strategies that will be implemented to minimize disruption.

The Access Bellevue Plan is intended to complement Sound Transit's on-going community outreach programs. Sound Transit's programs generally focus resources, outreach, and assistance to businesses immediately adjacent to construction, where localized access impacts may occur. The Access Bellevue Plan will enhance and extend Sound Transit's more localized efforts to ensure the information needs of the community are met during East Link light rail and surrounding major construction. The Access Bellevue Plan does not solely focus on East Link construction, but also coordinates communication related to East Link with construction of the City's roadway infrastructure projects and private development projects near the East Link alignment and throughout the City.

The goals of the Access Bellevue Plan are to effectively communicate construction information to those who live, work, and visit Bellevue; to promote Bellevue as accessible and thriving; to care for businesses, neighborhoods and travelers during construction; and to broadly promote various transportation options to/from Bellevue.

To date, East Link construction has been limited to early utility relocation (in Bel-Red and South Bellevue) and the beginning of the south portal tunnel construction. It is anticipated that construction of the South Bellevue Segment, the Downtown Segment and the Bel-Red Segment will all begin construction in 2017.

In order to communicate effectively about the ability to move around, to and from Bellevue, staff identified strategies that could be covered under existing East Link funding (CIP Plan No. PW-R-159), but also requested a budget adjustment to allow for flexibility to implement targeted communications should the need arise in the next two years.

Previous Council:

On September 6, 2016 staff provided a brief overview of the proposed plan, including project expenditures through 2016.

On December 12, 2016 staff provided a more comprehensive overview of the proposed plan and outlined key funding for 2017-2020. It was at the December 2016 Council meeting that Council raised concerns about the proposed budget and the need for the expenditures at this time. Council requested staff to return with a more cost efficient plan for the next two years (2017-2018) and a clear understanding of what would be included as part of the Access Bellevue Plan.

On February 27, 2017 staff outlined specific elements for a refined, two-year (2017-2018) Access Bellevue Communications Plan. Council directed staff to return with an ordinance to transfer funding from the Interlocal Council Contingency project (CIP Plan No. G-106) to the East Link Analysis and Development project (CIP Plan No. PW-R-159). The table below provides a summary of the adopted budgets for public outreach funding in each project and staff's funding proposal presented that evening.

### **EFFECTIVE DATE**

If approved, this Ordinance becomes effective on March 30, 2017.

### **OPTIONS**

1. Approve the Ordinance amending the 2017-2023 Capital Investment Program (CIP) Plan to authorize a budget transfer of \$100,000 from the Interlocal Council Contingency project (CIP Plan No. G-106) to the East Link Analysis and Development project (CIP Plan No. PW-R-159).
2. Do not approve the Ordinance and provide alternative direction to staff.

### **RECOMMENDATION**

Option 1

### **MOTION**

Move to approve Ordinance No. 6348 amending the 2017-2023 Capital Investment Program (CIP) Plan

to authorize a budget transfer of \$100,000 from the Interlocal Council Contingency project (CIP Plan No. G-106) to the East Link Analysis and Development project (CIP Plan No. PW-R-159).

**ATTACHMENTS**

A. CIP Project Descriptions (G-106, PW-R-159)  
Proposed Ordinance No. 6348

**AVAILABLE IN COUNCIL DOCUMENT LIBRARY**

N/A