

DATE: September 25, 2017

TO: Mayor Stokes and City Councilmembers

FROM: Lenka Wright, Chief Communications Officer

SUBJECT: Citywide Communications Update

This management brief is for information only; no action is required.

Implementation of Proactive Communication Strategies

In its 2016-17 Council Priorities, the City Council included emphasis on developing proactive communication strategies with the community and using technology to improve customer service. The City Manager's Communications Office has taken steps to support these priorities. Specifically, these actions have involved enhancing the methods that the city connects with the community; providing clear, easy-to-understand information about city issues to our diverse population; and using technology to enrich the way the city engages with its residents, businesses and visitors.

As noted below, the City of Bellevue is receiving recognition from peer organizations for its tactics in achieving strategic communication goals in the areas of transparency, increasing awareness of city programs and services, and enhancing how the community can connect with its elected officials.

Building Foundation for Effective Communications

For effective communications, the city uses a variety of communication tools and innovative methods to inform the public and tell the city's story, with accuracy, consistency and transparency in mind. Here is an overview of recently updated or new communication channels used to deliver city information:

- Online Platforms
 - Redesigned BellevueWA.gov better reflects city's values, priorities, identity and diversity while increasing usability and functionality.
 - [Online city newsroom](#) establishes central location for the public to stay informed about the city and its elected officials.
 - [MyBellevue app](#) provides opportunity for requesting services and easily accessing city news, events, job opportunities and social media.

- Digital Media
 - [Social media](#) continues to enhance city's connections with the community through engaging photos, video and topical posts published on Facebook, Flickr, LinkedIn, Nextdoor, Twitter, and YouTube.
 - [Bellevue Police Department](#) utilizes Facebook Live when appropriate, enabling the public to watch events online as they unfold.
 - Development Services Department's page on home remodeling and design web platform, [Houzz](#), engages homeowners and renters.
- Print Publications
 - Bellevue's first [Annual Report](#) highlights the city's significant accomplishments, initiatives and milestone events over the last year.
 - "[Stay Connected](#)" campaign simplifies how to contact staff and the City Council, and how to stay informed about city matters.
- Video Communications
 - [Bellevue Television](#) features council meetings, monthly magazine show, new public affairs show BellevueNOW, and PSAs among other content.
 - Many departments are using video to demystify city services and build stronger relations within the community.

When resources are available, providing critical information in multiple languages is considered. During significant weather-related events, the Communications Office works closely with the Office of Emergency Management and the Diversity Team in providing life-safety information in multiple languages on social media and BellevueWA.gov.

National Recognition of Citywide Communications

This year, the City of Bellevue is the recipient of several national awards for communications. These recognitions include:

- [City-County Communications and Marketing Association](#) (3CMA)
 - 2017 Savvy Awards Printed Publications – Annual Report (Population 87,000 and up): Award of Excellence for City of Bellevue Annual Report
- [National Association of Telecommunications Officers and Advisors](#) (NATOA)
 - 32nd Annual Government Programming Awards
 - Ethnic Experience: Third place for [Ebony Fashion Fair](#) video
 - Magazine Format Series (Operating Budget over \$300,000): Honorable mention for BTV's [Lake to Lake](#) show
- [The 2017 Telly Awards](#)
 - Bronze winner for non-broadcast productions in three categories (General-Government, General-Lifestyle and General-Public Relations) for the [Business in Bellevue](#) video

In addition, [BellevueWA.gov](#) is a finalist for the [National Association of Government Web Professionals](#) (NAGW) 2017 Members' Choice Award in the city/county medium population group (between 95,000 and 150,000 residents) category.