



# City Council Vision Priorities 2018-2020







*From left to right: City Councilmembers Jared Nieuwenhuis, Jennifer Robertson, Conrad Lee, Mayor John L. Chelminiak, Deputy Mayor Lynne Robinson, Janice Zahn and John Stokes*

## Bellevue City Council Vision

Originally adopted May 19 2014, updated and adopted on May 7, 2018

### Bellevue 2035 – The City Where You Want To Be

Bellevue welcomes the world.

Our diversity is our strength.

We embrace the future while respecting our past.

**Bellevue's neighborhoods are defined by the people who live there.** All neighborhoods provide communities for residents that are safe and friendly, with gathering places that keep people connected to each other. Housing choices abound. There are neighborhoods complete with classic Bellevue ramblers and fenced yards. High-rise apartments provide a view over a vibrant urban landscape. And we

have every housing type in between. Bellevue is welcoming to everyone, from newborn babies to people with decades of life experience.

**Bellevue is open for business.** Entrepreneurs can turn their vision into reality. They have access to capital, both human and monetary. We celebrate successful companies. We compete with the world.

**Education is a core value.** Our people are well-educated and prepared for life in the 21st century. We are continually striving for improvement. We are creators of the future. Every child is prepared to succeed in that future.

**Our diverse cultures are a part of us.** We value and embrace all cultures through arts, food, history, business, entertainment and community gatherings. The arts are an integral part of our culture and are performed and featured. The city also embraces each ethnic culture through our community celebrations where all are welcomed.

**We are a “City in a Park.”** Enjoy the tranquility of a wooded trail or a paddle through the Mercer Slough. You can people-watch in an urban plaza, play your favorite sport, or gaze at the shimmering sun on a bright blue lake.

**Our residents have the services they need.**

In Bellevue, you find what you need at a neighborhood store, or shop at the world’s best retailers. And you can get there easily. We still drive our cars. And we can also walk, bike, rideshare, cab, bus or use rail to get there. Whatever mode we choose, it’s predictable and reliable.

**Bellevue’s elected leaders share these goals and this vision.** We provide the leadership and strategy needed to fulfill our ambition for excellence. We are leaders and collaborators throughout the region. Bellevue is respected by, and respectful of our neighbors.

The future of Bellevue is multi-dimensional, and city government will keep the trust of its residents by:

- Bringing economic prosperity to all.
- Providing a highly-functioning transportation system.

- Developing a quality built environment that serves all aspects of our community.
- Ensuring exceptional education opportunities for all ages.
- Supporting the cultural strengths of our city – arts, heritage, culture, parks, recreation and community events.
- Engaging with all residents and stakeholders and continuing to be a community that cares for all people.
- Influencing state and regional politics to help Bellevue advocate for a better quality of life for our citizens and region.
- Being environmental stewards conserving the eco-systems that make the Pacific Northwest special.

## Seven Strategic Target Areas



**Economic Development**



**Transportation and Mobility**



**High Quality Built and Natural Environment**



**Bellevue: Great Places Where You Want to Be**



**Regional Leadership and Influence**



**Achieving Human Potential**



**High Performance Government**



## Economic Development

Bellevue is known as a hub for global business. We attract the best - a highly educated, entrepreneurial, and talented work force. The best choose Bellevue - we are home to headquarters for global businesses as well as innovative startups that are moving beyond the garage. Bellevue business is global and local. Innovation is key to our future.

The city does all the things it needs to provide an attractive business environment. Infrastructure is ample and in excellent condition, including roads, rails, high-speed data, reliable electricity, and clean water. Business regulation is fair and the tax structure is attractive. The city, region, and state offer appropriate incentives to locate business in Bellevue. Affordable and flexible workspaces nurture small businesses, start-ups, and entrepreneurs.

We provide the lifestyle, amenities and institutions that attract the next generation of business leaders and innovators: high-end entertainment, outdoor recreation, exceptional K-12 and higher education, high capacity transit, and a green and sustainable environment. Our educational institutions inspire innovation and train the talent needed to support our high-tech sector right here in Bellevue.

We foster a diversified suite of business activities. We support our existing and traditional sectors including retail, auto sales, financial services, aerospace, and light industrial businesses. We are a growing center for a broad range of technologies – including software, mobile communications, and medical devices and services. Our arts and cultural opportunities, shopping, and proximity to major recreational activities make us a premier destination for tourism and conventions.

### CITY COUNCIL 3-YEAR PRIORITIES

- 1** Support and provide leadership in the Regional Economic Development Alliance to attract international and national business, and investment to the region. Leverage involvement to produce investment in Bellevue's identified growth corridor and near transit hubs.
- 2** Actively pursue business retention and growth at the local level, including diverse small, medium and large business with an emphasis on high-tech, tourism and international trade.



## Transportation and Mobility

Getting into, around and through Bellevue is a given. Transportation is both reliable and predictable. Mode choices are abundant and safe.

Bellevue is well connected to the rest of the region and its activities via roads and transit. Bellevue's commercial centers are bustling, but can be reliably traversed by their employees and customers even during commute hours and holidays. People come to Bellevue for entertainment and shopping because it is convenient to get around.

Adequate regional road capacity handles a high volume of demand. Regional trips are

accommodated on regional roads, thus limiting the impacts to neighborhoods from cut-through traffic. Roads are well designed and maintained and are managed to minimize congestion and keep people moving even at peak periods. A state-of-the-art intelligent transportation system moves people through the city with a minimum of wait times and frustration. Those who choose to drive can find convenient parking. Visitors and those who do not drive enjoy ample public transportation with seamless, reliable connections through a wide variety of services including local transit, circulator buses, taxis and ride-sharing services. Walking and biking is safe and enjoyable, and pedestrians are comfortable and safe.

### CITY COUNCIL 3-YEAR PRIORITIES

- 3** Continue to execute our transportation capital plans for future growth and mobility of the city. Use the funding provided by the Neighborhood Safety Connectivity and Congestion Levy to improve the safety, transportation and quality of life in neighborhoods.
- 4** Advocate with the state Department of Transportation and regional agencies for acceleration of the I-405 Corridor Program, completion of SR 520, including Bellevue projects (i.e. NE 6th, 124th NE Interchange, braided ramps, Coal Creek Parkway.)
- 5** Continue to fund, design and build projects within the Downtown Transportation Plan, Wilburton Connection and BelRed.
- 6** Continue the oversight of light rail construction and ensure that we implement an effective strategy for construction mitigation for neighborhoods, traffic and business.





## High Quality Built and Natural Environment

Bellevue has it all. From a livable high-rise urban environment to large wooded lots in an equestrian setting, people can find exactly where they want to live and work in Bellevue. The diverse and well-balanced mix of business and commercial properties and a wide variety of housing types attract workers and families who desire a safe, sustainable, and accessible community.

Bellevue has an abundance of parks and natural open space. Known as a “City in a Park,” our park system is one of the best in the nation due to its high park acreage-to-population ratio. From neighborhood walking paths and forested trails to a regional waterfront park, we enjoy

a variety of recreational opportunities within walking distance of our homes and businesses.

Bellevue is a “Smart City” with a clean, high-quality environment and excellent, reliable infrastructure that supports our vibrant and growing city, including high-tech connectivity. The city has a connected multi-modal transportation system which blends seamlessly with its buildings, plazas, and parks.

Whether it’s an urban high rise, a classic Bellevue Rambler, or a historic resource, the constant is our people. Our neighborhoods and businesses transcend age, ethnicity, and culture to create safe, welcoming places to live and work.

### CITY COUNCIL 3-YEAR PRIORITIES

- 7** Execute Phase One of the Affordable Housing Strategy Implementation Program.
- 8** Complete construction of Phase One of Meydenbauer Bay Park by 2018 and the Downtown Park Gateway by the end of 2019, and synchronize with the Grand Connection as possible. Include celebration of the connection of downtown to the waterfront
- 9** Advance implementation of the Smart City Strategy, including advanced transportation technology and autonomous, connected, electric and shared vehicle technologies
- 10** Strategically implement the neighborhood planning process.
- 11** Review the progress of the Environmental Stewardship Initiative and analyze additional steps that the city may wish to take to achieve environmental goals (including tree canopy.)
- 12** Update the Parks and Recreation Master Plan to include an analysis of the level of service for a growing population and the creation of a financial strategy for these services.
- 13** Following the staff report, determine whether to explore the possibility of a regional aquatic center in Bellevue.



## Bellevue: Great Places Where You Want to Be

Bellevue is the place to be inspired by culture, entertainment, and nature. Learn, relax, shop, eat, cook, read, play or marvel at our natural environment. Whatever your mood, there is a place for you in Bellevue.

From the sparkling waters of Meydenbauer Bay Park you can walk or bike east, through Downtown, across the Grand Connection to the Wilburton West center for business and entertainment. Along the way you enjoy nature, culture, street entertainment, a world fusion of food and people from all over the planet.

For many of us, Bellevue is home. For the rest of the region and the world, Bellevue is a destination unto itself.

The arts are celebrated. Bellevue's Performing Arts Center is a success, attracting the best in on-stage entertainment. Cultural arts organizations throughout the city are supported by private philanthropy and a cultural arts fund. Arts and cultural opportunities stimulate our creative class workers and residents, whether they are members of the audience or performers. The cultural arts

attract Fortune 500 companies to our community, whether it is to locate their headquarters or visit for a convention.

The past is honored. Residents experience a sense of place through an understanding of our history.

Our community buildings, libraries, community centers, City Hall and museums provide places where neighbors gather, connect with each other, and support our civic and business institutions.

Bellevue College, the Global Innovation Exchange (GIX), and our other institutes of higher learning are connected physically and digitally from Eastgate to Bel-Red, Downtown, and the University of Washington in Seattle. We've leveraged our commitment to higher education into some of the most successful new companies of the future.

From the constant beat of an urban center, you can quickly escape into nature in our parks, streams, trails and lakes. You can kayak the slough, hike the lake-to-lake trail, and have the opportunity to enjoy the latest thrill sport.

### CITY COUNCIL 3-YEAR PRIORITIES

- 14** Create a civic center plan integrating City Hall, the metro property, convention center expansion and the transit center.
- 15** Continue to advance the Grand Connection as the city's signature gathering place. Establish the preferred crossing of I-405 and begin design discussions with the state Department of Transportation; build public support by completing city projects in the early implementation plan; educate key public and private funders on the unique opportunities available; and integrate the vision of the Grand Connection into the Wilburton plan.
- 16** Work with the county and Sound Transit to ensure that the Eastside Rail Corridor (ERC) from Renton to the Wilburton Trestle is completed; complete the section of the trail from Kirkland to the OMFE; complete the interim connection through the Spring District; and begin to establish community connection points to the ERC.



## Regional Leadership and Influence

Bellevue will lead, catalyze and partner with our neighbors throughout the region. We are at the center of the lakeside crescent formed by the cities of Redmond, Kirkland, Bellevue, Issaquah, and Renton. The lakeside crescent is made up of distinct cities that share common goals.

Transportation, land use and a common agenda are at the heart of our success. The Eastside represents a major political, economic, cultural, and educational force in the region. Bellevue and Seattle collaborate, partner and celebrate the benefits of working together as one region.

### CITY COUNCIL 3-YEAR PRIORITIES

- 17** Be an active regional partner, whether it is with cities east of the lake, Seattle and King County, schools and special purpose districts, or the state and federal government. Strategically pursue public and/or private funding and partnerships where beneficial to Bellevue and the region. Establish a partnership with the Port of Seattle on our mutual areas of interest including attraction of international business and tourism.







## Achieving Human Potential

Bellevue is a caring community where all residents enjoy a high quality of life. People from around the world are welcomed by people from around the corner. People in Bellevue know that they are an important part of their community.

Our residents feel connected to each other and invested in their community. People connect to each other through a variety of organizations.

Bellevue is an intellectual community that values education. We have an array of excellent educational opportunities for life-long learning, from one of the nation's best K-12 school districts to a variety of secondary and higher educational opportunities including technical and trades education, college, and graduate programs at a top international research university.

We enjoy access to high-level medical services that attract top providers from around the region. We serve our entire community regardless of address, ethnicity, age or capability.

### CITY COUNCIL 3-YEAR PRIORITIES

- 18** Leverage the higher education institutions in Bellevue to benefit our residents and businesses.
  - GIX and its partners present the opportunity to dramatically grow human potential in the field of technology innovation. The city should support GIX and take advantage of the financial and human benefits that will come from it.
  - Bellevue College is an important partner in providing workforce development. The city should support the college, the faculty and students in the city's transportation and affordable housing plans. The city should implement the TechHire initiative to benefit the region's technology companies.
- 19** Continue to implement the Diversity Plan, including the availability of and need for multi-cultural programming in the city.
- 20** Work toward an Eastside solution for a permanent location for a men's winter homeless shelter.



## High Performance Government

Bellevue is characterized by high performance government. Our residents live in a safe, clean city that promotes healthy living. The perception of safety contributes to the success of businesses and neighborhoods. Police, fire and emergency personnel are seen by citizens every day, and we ensure that these services reflect high standards and pride.

People are attracted to live here because they see that city government is well managed. Our high quality of customer service ensures that residents realize a direct link between their tax dollar investments and the services they receive. We make public investments wisely, assuring taxpayers that we are living within our means, while also ensuring that we have superb infrastructure to support growing businesses and desirable residential opportunities. We have beautiful public buildings that residents point to with pride. Government plays its role in supporting the careful balance of neighborhoods, commercial and retail growth, diverse residential living opportunities, and amenities that characterize Bellevue. City

leadership fosters careful long-term planning, responsible financial policy, and thoughtful partnerships with businesses, the non-profit sector, and the region.

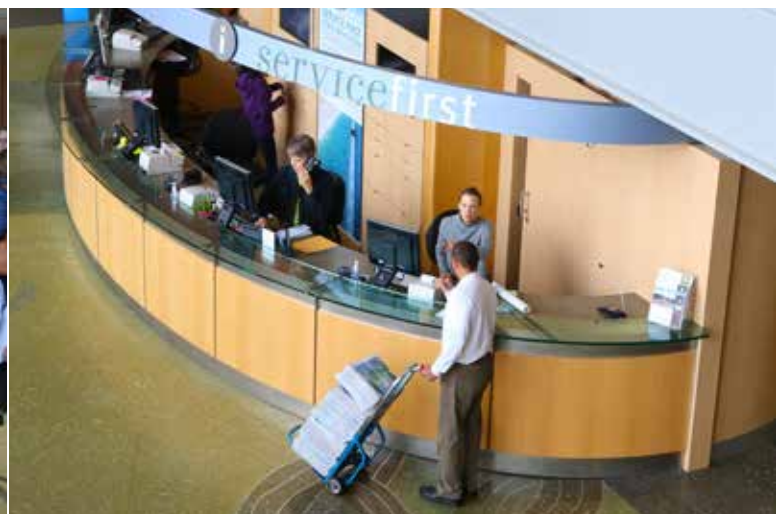
We seek input from our residents and businesses and this input informs city decision-making. We make decisions in a transparent manner. We support public engagement and connectivity. Bellevue does its business through cutting edge technology. City government uses technology to connect with its residents giving them voice in their community. Our boards, commissions, and other citizen advisory groups, assist the City Council in providing superior leadership by representing the diverse interests of the city and providing thoughtful and creative ideas that assure sound policy direction and decisions.

Our residents care for Bellevue. They speak up and collectively work to address our mutual needs. In Bellevue, our commitment to public service is paramount. Our residents know that their local government listens, cares about, and responds to them.



**CITY COUNCIL 3-YEAR PRIORITIES**

- 21** Complete implementation of hearing accessibility within the public meeting areas in the city.
- 22** Build trust in government by developing and implementing a comprehensive communication plan with proactive strategies and systems, and robust, transparent, open public engagement processes. Characteristics that were discussed include:
- Share clear and timely information
  - Engagement – getting input
  - The more we listen, the more responsive we are
- 23** Identify and implement technologies that improve customer service with the City of Bellevue.
- 24** Establish a long range financial strategy that includes options that respond to the future operating and capital needs of the city.
- 25** Develop and establish a new brand identity for the City of Bellevue that reflects both our past and our future; an identity that is iconic and leaves a lasting impression that Bellevue is a place that people want to live, work, learn and play.







**City Council**  
**450 110th Ave. NE**  
**P.O. Box 90012**  
**Bellevue, WA 98009**  
**Phone: 425-452-7810**  
**Fax: 425-452-7919**  
**Web: [BellevueWA.gov/CouncilVision](http://BellevueWA.gov/CouncilVision)**  
**Email: [council@bellevuewa.gov](mailto:council@bellevuewa.gov)**



**Stay Connected** with the City of Bellevue.

For the latest news and updates visit [BellevueWA.gov](http://BellevueWA.gov). Also look for us on:

