

# Cross-Cultural Programming Public Outreach Study



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# Direction Needed from Council

Request that Council provide direction on whether to pursue the recommendations of the Cross-Cultural Programming Public Outreach Study, including Phase 2 of the Council's process.



# Timeline



# Council Process

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Phase 1: Assess existing programming

Cross-Cultural Programming

Public Outreach Study

Phase 2: Study whether prospective spaces (existing & coming) can adequately serve programming needs

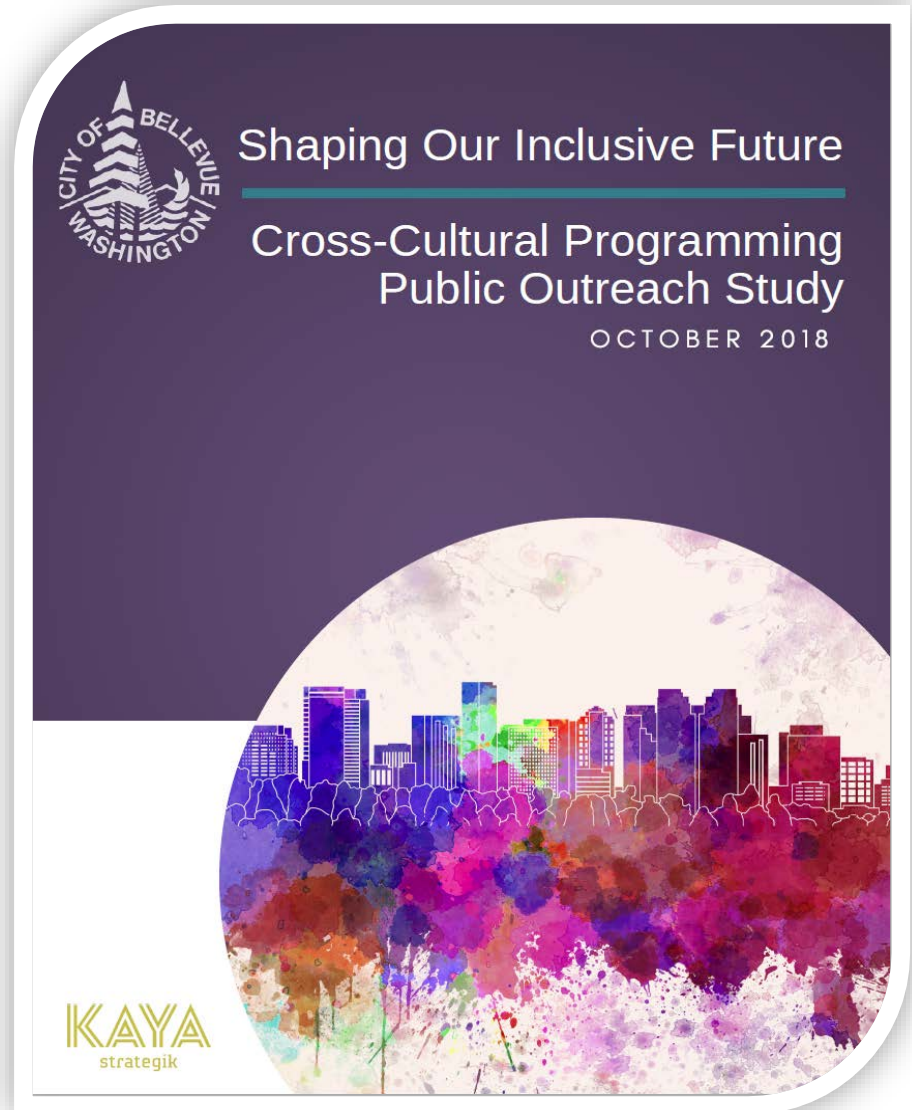
Phase 3: Design architectural concepts





# Scope of Study

- Public engagement
- Analysis of local resources
- Research
- Findings



# Methods of Public Engagement

- Public forum
- Survey
- Focus groups
- Cultural liaisons
- Bellevue Diversity Advisory Network



*“Have time to talk. Enjoy food together. More community gathering. Opportunity to have deeper connection.”*  
- Survey Respondent

# Statistics and Research

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- **443 participants** in a Community Survey.
- Paper and online survey in **6 languages**: English, Russian, Hindi, traditional and simplified Chinese; and Spanish.
- **125 attendees** of a public forum engaged in table discussions and through an audio response system.
- **Research** included regional, national and international case studies.



# Findings

- Effective programs and events
- Participants are pleased
- Preference for community-led activities
- Challenged by access
  - Across generations
  - Time of day
  - Cost





# Recommendations

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- 1) Assess **access** and inclusion of existing City programs.
  - Time of day
  - Multi-generational participation
  - Affordability
- 2) Strengthen **marketing** of City programs.
- 3) Explore **partnerships** to form community-led program models.
- 4) Implement **phase two** analyzing the capacity of prospective **spaces** to serve programming needs.
- 5) Strengthen the use of Bellevue **community liaisons**.



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