



Access Bellevue Communications Plan Update

**City Council Study Session
Feb. 27, 2017**

Marie Jensen

**East Link Community Relations
Transportation Department**

James Henderson

**Economic Development Director
Planning & Community
Development Department**

Nancy LaCombe

**Regional Project Manager
Transportation Department**

Access Bellevue Communications Plan

Prior Council Updates

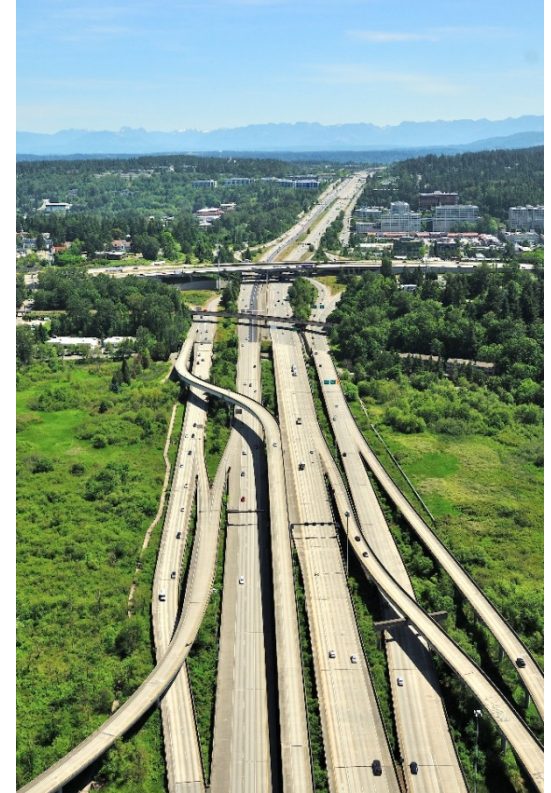
- Basic plan and communications strategies (Sept. 2016)
- Proposed six-year budget and strategies (Dec. 2016)

Tonight

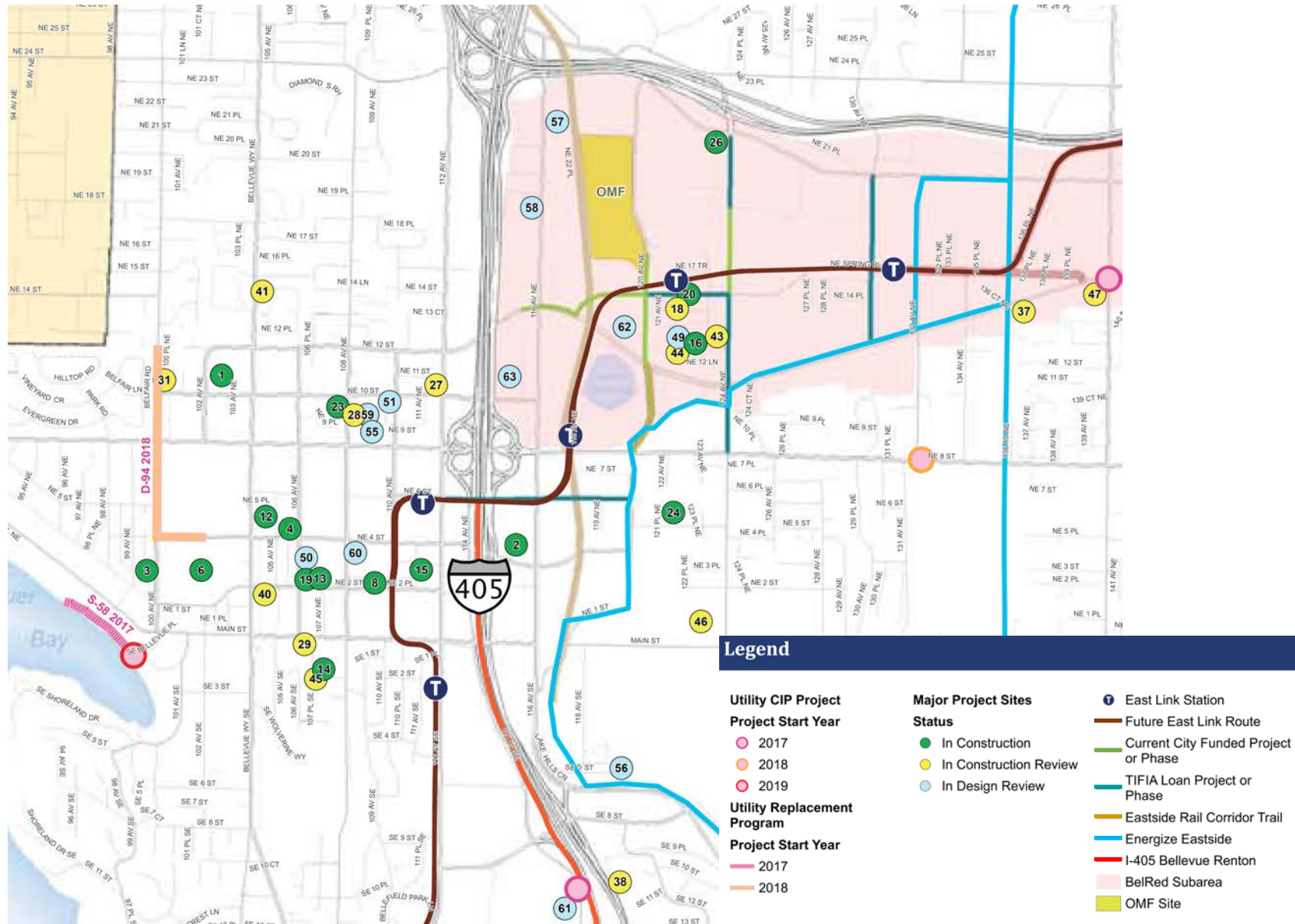
- Revisions based on Council feedback
- Two-year plan; strategies are within existing budget
- Seek placeholder transfer in case of specific need

Council action

- Direct staff to return with budget amendment to transfer funding from Interlocal Project Contingency to East Link Analysis & Development



Snapshot: Major Public & Private Projects 2017-2018-2019



Goals: Access Bellevue Communications Plan

- Coordination

- East Link and major construction communications
- Capital Improvement projects, particularly BelRed
- Other public and private development projects
- Access Bellevue Communications Committee

- Enhancement

- Extend beyond Sound Transit's outreach programs
- Broad-based communications using City tools



Goals:

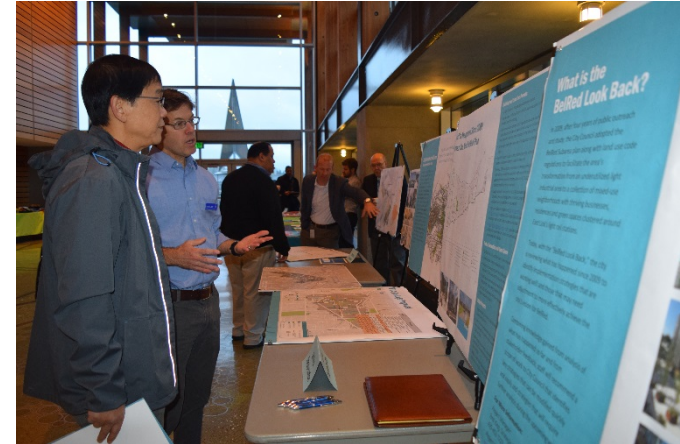
Access Bellevue Communications Plan

- Support
 - Local businesses and tourism during construction
 - Office of Economic Development “Tool Kit”
- Provide flexibility
 - Implement targeted communications to address specific need
 - Budget transfer would allow for flexibility



Funding: Access Bellevue Communications Plan

- 2016 Allocation = \$75,000
 - Less than \$5,000 spent to-date
- 2017 Allocation
 - Planned strategies (mailer & public involvement events) = \$70,000
 - City wide mailing (1/year)
 - Business Forums (2/year)
 - Open Houses (2/year)
 - Transfer \$100,000 as placeholder
 - Not seeking new funding



Council Action

- Direct staff to return with a budget amendment
 - Transfer of East Link Interlocal Project Contingency Funding (G-106) to East Link Analysis & Development Funding (PW-R-159) as placeholder
- Used for targeted communications to address specific need
- Budget amendment request in March

