

CITY COUNCIL STUDY SESSION

City of Bellevue Cross-Cultural Feasibility Study – exploration of public and private gathering spaces dedicated to providing services and cross-cultural programming in the City of Bellevue.

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City Manager's Office

DIRECTION NEEDED FROM COUNCIL**INFORMATION
ONLY**

Staff will present preliminary findings of the study, approved by Council on May 6, 2019. City staff will be joined by consultants from AECOM Technical Services. Tonight's presentation is for information only, and any feedback or questions will be used to inform the consultant's final report.

RECOMMENDATION

N/A

BACKGROUND & ANALYSIS

In 2018 the City of Bellevue conducted an extensive public outreach study to assess residents' values, concerns, and aspirations. The *Cross-Cultural Programming Public Outreach Study* gathered community feedback from 443 survey participants and 125 workshop attendees. The study found that the adequacy and effectiveness of existing cross-cultural programming is strong for those who participate. Barriers to participating in existing programs include the range of culturally relevant programs offered, cost of facility use and/or cost of programs, transportation, the time of day the programs were held and childcare among others. Community feedback also emphasized a significant desire to have a multicultural facility gathering space and programming from community-based cultural organizations, in partnership and supported by the City of Bellevue.

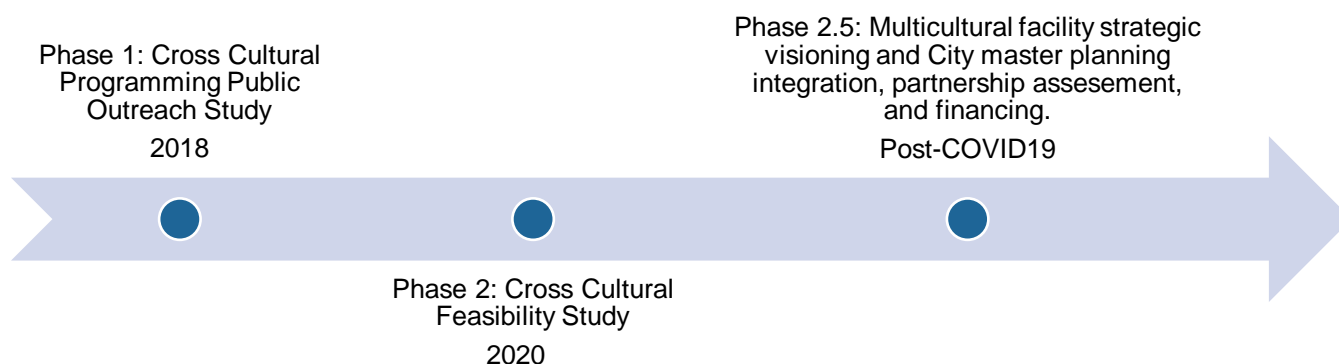
- In May 2019, the City Council explored the results of the Cross-Cultural Programming Public Outreach Study and approved a feasibility study of physical spaces in the community that could support the ongoing and increasing demand for cross-cultural programming. Phase 2 of the Cross-Cultural Programming Public Outreach Study, the Cross-Cultural Facilities Feasibility Study explores public and private gathering spaces dedicated to providing services and cross-cultural programming in the City of Bellevue. On May 6, 2019, Council directed staff to conduct a feasibility study to explore available space (including city owned facilities, schools, libraries, privately owned space, and faith-based organizations) and programming needs within the community. Created financial, operating, and development cost models

Tonight, consultants from AECOM will present their draft findings (Attachment C). The feasibility study evaluates current physical gatherings spaces, both public and private within the City of Bellevue, where community organizations and individuals convene to educate, celebrate, challenge and inspire a welcoming and inclusive community. Assessment from the study includes:

- Stakeholder interviews with City staff, including community engagement staff and planners, community multicultural nonprofit organizations and leaders;
- Review of existing facilities: City owned and operated community centers, and other public and private facilities in Bellevue;
- Site opportunity analysis in BelRed, Downtown, Wilburton and other development areas;
- Assessment of operating models for a new facility; and
- Financial analysis for cross cultural facility hypothetical programs.

While recognizing that a pandemic currently affects the way residents gather and acknowledging that the fiscal impacts to the City from COVID-19 will likely persist for several years, consultants determined that there is a continued strong interest and enthusiasm for a cross-cultural center in Bellevue that is specifically designated and mission-driven. The following is a summary of the consultants' findings:

- Integrate into community and economic development
- Cultivate champion/proponent
- Start formal stakeholder group with representatives from the City, community, corporate, and education groups
- Develop interim programming and marketing resources
- Address performing arts needs issue
- Determine best site options
- Conduct detailed demand and programming analysis –partners / residents, resident tenants, frequency of utilization, exhibits program



POLICY & FISCAL IMPACTS

Policy Impact

Diversity Advantage Plan

Cultural Competence in the Community

- Invest in more public gathering spaces, or Third Places, throughout Bellevue for people to connect, celebrate and interact.

- Support and produce special events, art exhibits and performances, educational materials, festivals and public information that increase opportunities for cultural interaction and education.
- Improve outreach and engagement to build relationships with isolated communities and establish trust and affinity.
- Coordinate with local community groups and organizations dedicated to issues of diversity and culture.

Cross Cultural Programming Public Outreach Study

- Conduct an assessment of access and inclusion of existing City-directed cross-cultural activities and programs with particular attention to accessibility regarding, for example time of day, geography, multi-generational participation, and affordability to evaluate opportunity for improvement.
- Explore options to form community-centered program models that will work in partnership with the City.
- Implement phase two of the Council's approach that would analyze the effectiveness and adequacy of the places of cross-cultural programming and gatherings.

Fiscal Impact

Funding for the Cross-Cultural Feasibility study was allocated within the City Manager's Office budget. Findings of the consultant study will include estimated operating costs if a center is developed.

OPTIONS

N/A

ATTACHMENTS & AVAILABLE DOCUMENTS

A. Draft Cross-Cultural Feasibility Study – Executive Summary

AVAILABLE IN COUNCIL LIBRARY

Diversity Advantage Plan

Cross Cultural Programming Public Outreach Study