



DATE: October 12, 2020

TO: Mayor Robinson and City Councilmembers

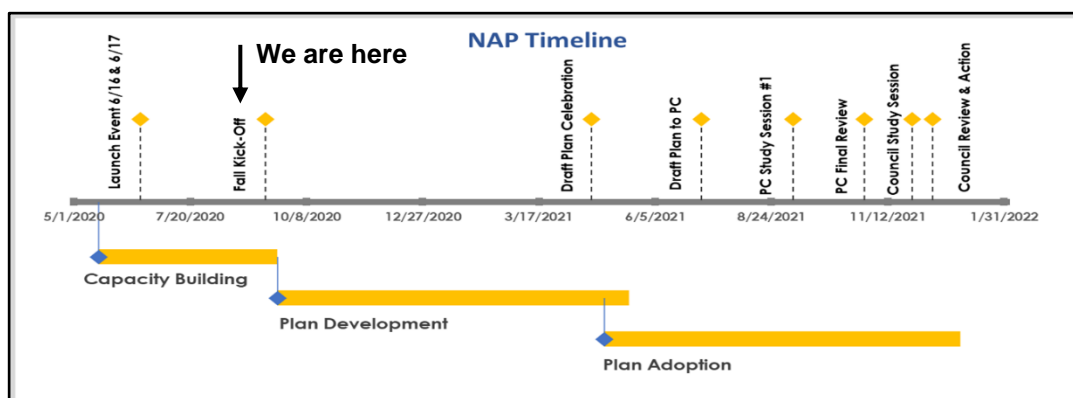
FROM: Mac Cummins AICP, Director, 452-6191
Emil King AICP, Assistant Director, 452-7223
Nicholas Matz AICP, Senior Planner, 452-5371
Elizabeth de Regt AIA, Senior Planner, 452-2890
Brooke Brod, Community Engagement Lead, 452-6930
Community Development

SUBJECT: Status Report on the Neighborhood Area Planning program: Great Neighborhoods in Northwest Bellevue and Northeast Bellevue

Neighborhood plans bring the City's broader Comprehensive Plan to life in a local way. The plans provide guidance as each neighborhood grows and evolves. The Great Neighborhoods program is developing these plans. Staff, residents, and stakeholders, using creative and inclusive outreach and engagement adapting to COVID-19 realities, will develop plans that secure our neighborhoods' future as livable, inspiring, vibrant, and equitable communities.

Progress to date

This management brief reports on the Great Neighborhoods plan and engagement progress since the program launch was introduced to City Council in a June 1 management brief. The three-phase process (Capacity Building, Plan Development, and Plan Adoption) will deliver Northwest and Northeast Bellevue plans for adoption action by City Council in December 2021.




Phase 1 capacity building has creatively taken full advantage of the willingness of our residents, businesses, schools, city staff, and other stakeholders to work on inclusive online engagement and meeting tools across a variety of platforms (see chart below). Staff are supplementing this online work with extensive, old-fashioned telephone work, as well as the City's first use of language-specific Cultural Outreach Assistants to engage with hard[er]-to-reach immigrant and Black, Indigenous, and People of Color (BIPOC) communities.

The Phase 1 capacity building process includes three of its own specific stages:

- *Initial engagement* to identify, meet, and invite people into the program (Soft Launch, virtual coffee chats, establishing the Engaging Bellevue web site);
- *Beginning to create* the plan vision (Vision statement online exercise, survey, soliciting neighborhood stories, Vision statement workshops); and
- *Data walks* (online workshops and exercises to create a shared Neighborhood Profile).

Capacity Building Highlights Chart

Event/Tool	Purpose	Participants/users
Platform		
Cultural Outreach Assistants <ul style="list-style-type: none"> • Real Person/Zoom 	Inclusive knowledge and understanding of their community to help the city build trusting relationships, connect residents with chances to engage, and elevate needs and concerns.	Four hired for Mandarin, Spanish, Korean, and (Indian) Hindi, Punjabi & Urdu.
June 16/17 online Soft Launch <ul style="list-style-type: none"> • Zoom 	Introduce the Great Neighborhoods program.	<ul style="list-style-type: none"> • 96 registrations • 64 participants
July 22/23, September 3 Values Conversations <ul style="list-style-type: none"> • Zoom 	<p>The Values workshops started conversations around the Vision Statement as a foundation for the rest of the plan policies and actions.</p> <p>Online exercises and group and breakout room discussions and Mad Libs exercise!</p>	<ul style="list-style-type: none"> • 79 registrations • 52 participants
Engaging Bellevue <ul style="list-style-type: none"> • Web 	<p>www.EngagingBellevue.com is the centralized information hub for all things Great Neighborhoods, both for education and interaction.</p>	 <ul style="list-style-type: none"> • 61 registered users
Community Values Survey <ul style="list-style-type: none"> • Web 	Respondents update and prioritize the values list from previous Great Neighborhoods (2018) work.	<ul style="list-style-type: none"> • 110 surveys returned to date (ongoing through October)
Virtual coffee chats <ul style="list-style-type: none"> • Zoom and Skype 	Staff and stakeholder one-on-ones; includes homeowner association and neighborhood associations.	<ul style="list-style-type: none"> • 22 virtual coffee chats to date
Neighborhood Outreach Ambassadors (NOA) <ul style="list-style-type: none"> • Zoom and Skype 	Neighborhood Outreach Ambassadors are volunteers who serve as points of contact.	<ul style="list-style-type: none"> • 7 ambassadors signed on to date
Homeowner Association and multifamily building managers engagement	Contacts with HOA representatives and with same multifamily building managers as with NEP	<ul style="list-style-type: none"> • 8 HOA (NW) • 4 managers
Area school engagement with focus on youth and family topics <ul style="list-style-type: none"> • Zoom and Teams 	<ul style="list-style-type: none"> • Medina and Chinook Elementary PTSA • Ardmore Elementary/principal and PTSA • Interlake High School/principal and International Baccalaureate Coordinator • Sherwood Forest Elementary/principal and Family Services coordinator 	<ul style="list-style-type: none"> • Contacted all seven public schools in NW and NE Bellevue • Also met with two independent schools

Event/Tool	Purpose	Participants/users
Platform		
Social media awareness • Next Door and Facebook	Engaging residents where they live in the web-sphere.	<ul style="list-style-type: none"> • 12,758 reached the Facebook survey ad • 155-625 Next Door use respond to each post • 840 unique email mailing list addresses
Hard copy materials • Paper	Provide as requested alternative formats including hard copy flyers and surveys. Distributed via the Neighborhood Outreach Ambassadors and in A-board pockets. Will begin direct mail after the November elections.	<ul style="list-style-type: none"> • Distributed 150 flyers; also translated to Chinese and Spanish.
Neighborhood stories • Web	User-generated written and photo content to illustrate the different parts of the plan.	<ul style="list-style-type: none"> • Aligns with elementary school curriculum

Additional online engagement data:

- Great Neighborhoods is soliciting written and pictorial neighborhood stories. This will be user-generated content to illustrate the different parts of the plans. Elementary school officials responded positively to this engagement tool aligning with school curriculums.
- Eight City staff volunteered to work the online engagement workshops, assuring adequate resources for residents and communities to have effective online support.
- A hearing-impaired resident requested that accommodations be provided, and the City conducted a Values Conversation workshop using the Otter AI descriptive reading software, providing real time reading access for hearing impaired participants.
- Again, at the suggestion of residents, the City will conduct an online scavenger hunt in October. Similar to geocaching exercises, and with complete awareness around the State Stay Home Stay Healthy protocols, the Goose Chase scavenger hunt software will invite more participants to explore their neighborhoods in a new way.

What's Next

Event/Tool	Purpose	Registered participants/users
Platform		
Sept 30 and Oct 1 second set: Vision Statement Workshops • Zoom	User-directed work to develop a neighborhood-specific vision, but will remain open for review throughout planning process.	N/A yet
October / November Neighborhood Profile • Zoom	Bring together vision statements, demographics ; data walks (focused discussion on area specifics) to develop a Community Profile.	N/A yet

Great Neighborhoods is both a challenge and an opportunity related to COVID-19. When people have been feeling isolated and powerless about their futures, thinking about where they live can offer deliberate opportunities to rebuild community.

Great Neighborhoods – Many Voices. One Vision. Our Future.