



DATE: January 25, 2021

TO: Mayor Robinson and City Councilmembers

FROM: Nav Ota, Director, 452-2041
Erin Hislop, Conservation and Outreach Program Administrator, 452-6197
Utilities

SUBJECT: Environmental Outreach in a COVID-19 Environment

Bellevue Utilities Conservation and Environmental Outreach Team provides outreach, education and technical assistance to the residential sector (including single-family and multifamily customers), commercial customers, and school-age children on the topics of waste prevention, recycling, composting, the proper disposal of household and moderate risk hazardous waste, and pollution prevention.

When in-person outreach and events were cancelled for the majority of 2020, the Team had to quickly rethink how to offer environmental outreach and education services during COVID-19. The Team wanted to continue sharing key environmental messages, while also considering the community's changing needs for information and service delivery.

The Team looked for ways to provide services in a new way for additional services that address a current need, and opportunities to create new sustainable programs to reach residents, assist businesses, and support Bellevue youth and schools even after the pandemic.

The City's Conservation and Outreach Program Administrator will present the Utilities' modified outreach strategies, as well as the feedback we received.