



DATE: February 1, 2021
TO: Bellevue Parks and Community Services Board
FROM: Yuriana Garcia Tellez, City Manager's Office
SUBJECT: Cross-Cultural Feasibility Study Update
(No Board action requested)

In the adoption of the Diversity Advantage Plan (DAP) of 2014, recommendations called for the City's commitment to convene *to educate, celebrate, challenge and inspire Bellevue [residents] to be a welcoming and inclusive community* (Cultural Comp. in the Community Rec #3). Recommendations in the DAP were tied with direction from Bellevue City Council to examine current programs and spaces providing such opportunities to those who live, work, and play in Bellevue.

Phase 1: In October 2018, as directed by City Council, a cross-cultural programming public outreach study, "[Shaping Our Inclusive Future](#)" was conducted to explore how to better support and advance local cross-cultural programs and services. The City, with the assistance of consultant KAYA Strategik, conducted research and engaged in a public outreach process that facilitated feedback on the adequacy and effectiveness of existing cross-cultural programming. The conclusions of the Phase 1 study included that the adequacy and effectiveness of existing cross-cultural programming are strong for those who participate. Community feedback emphasized a desire to privately retain control of programming while wanting endorsement by, support from, and partnership with the City of Bellevue. Barriers to participation were identified including access, affordability, and capacity.

This work established that residents' value and aspire to:

- 1) Increase knowledge and awareness, particularly with historically underrepresented communities, of existing cross-cultural programs, services and spaces.
- 2) Address social-cultural barriers to participation in existing programs and services.
- 3) Increase and expand cross-cultural programming and community partnerships that prioritize multi-generational, arts and performance, social service, civic learning and action; and gathering space resources.
- 4) Affordable, accessible convening space(s) of various size and location.

Phase 2: The second phase of the study, [Cross-Cultural Feasibility Study](#), was conducted by the AECOM firm who has extensive experience with public, private, and nonprofit clients and the intersection of community needs, policy goals, development and land use economics, and cultural facility financial viability. This work included interviews of over 40 stakeholders, conducting market, demographic and economic analysis, assessing existing facilities. The study also looked at operations and financial metrics and identifying possible public and private sites by criteria. As well as the development a high-level financial model and possible development strategies of different operating models. The key findings include:

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- Current demand and supply analysis of City-owned facilities, as well as, private and public owned spaces
- Developed an illustrative building program based on a needs assessment of 20,000 to 30,000 square feet
- Identified current planning and development efforts in Bellevue that may provide opportunities for partnership or coordination
- Developed evaluation criteria to use in identifying and evaluating possible sites including: access, proximity to light rail, complementary surrounding uses and critical mass of activity, sufficient space for parking and facility, outdoor programming space, visibility, and ability to leverage and support other City and community economic development efforts and investments

Phase 3: At the December 14, 2020 City Council Regular Session, as a part of the 2021-2022 biennial budget, Council approved a one-time \$200,000 to fund the next phase of the cross-cultural feasibility study. With assistance from our consultants, we are now refining the scope of work for this final phase of the cross-cultural programming study to explore how to better support and advance local cross-cultural programs and services.

City staff will provide an update to the City Council about the third phase of the study, tentatively scheduled for the City Council meeting on March 8, 2021.

Phase 1 (Cross-Cultural Programming Public Outreach Study):

https://bellevuewa.gov/sites/default/files/media/pdf_document/Cross-Cultural%20Programming%20Public%20Outreach%20Study%20Oct.%202018.pdf

Phase 2 (Cross-Cultural Feasibility Study):

https://bellevuewa.gov/sites/default/files/media/pdf_document/2021/Cross-Cultural%20Feasibility%20Assessment.pdf