



**Date:** January 31, 2013  
**To:** Parks & Community Services Board  
**From:** Kevin Henry, Cultural Diversity Program Coordinator  
Camron Parker, Senior Planner  
Parks & Community Services  
**Subject:** Bellevue Diversity Initiative  
*(Board feedback requested)*

The City has launched an initiative focused on using diversity as a tool to achieve higher outcomes in developing an active and engaged residential and business community. This is a city-wide initiative that is being facilitated by Planning & Community Development and Parks & Community Services. In the first phase of the initiative, staff collected information and opinion through targeted focus groups, public events and individual interviews from a wide range of community stakeholders. A summary of the key messages heard from that outreach is attached.

After reviewing the feedback from the first phase, the City's executive Leadership Team affirmed that the topic of diversity is critically important to all departments and agreed to collectively oversee the second phase of the project. This phase will occur largely in 2013 and includes additional outreach to other public and private institutions and individuals in Bellevue.

### Planning and Implementation Framework



In the coming year, a cross-departmental staff team, working under the guidance of the Leadership Team, will undertake a city-wide effort to listen, lead and connect with the Bellevue community on the topic of diversity. This includes an internal, organizational focus and an external, community-oriented focus. The internal focus will turn a critical eye toward how the organization can continue to improve as a culturally competent service provider.

The external focus will be organized around six focus areas originally discussed and directed by the City Council. These include:

<b>Civic Engagement</b> <b>Economic Development</b> <b>Public Safety</b>	<b>Human Services</b> <b>Education</b> <b>Cultural Competence</b>
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The methods of outreach will, fittingly, be diverse.

- Produce a documentary style video describing Bellevue’s diversity and examining the implications of that diversity on each focus area. Content includes a balance of statistics, subject matter experts and experiential stories of people who live and work in Bellevue.
- Field a community survey and set of discussion questions customized to each focus area.
- Distribute the video and surveys to business, community and neighborhood associations and individuals through facilitated viewing/discussion sessions, web-based surveys and discussion forums, and self-service “meetings in a box.” Target will be 20-30 wide-ranging community groups reaching a minimum of 600 individuals.
- Host a roundtable discussion event for each focus area, designed to connect and facilitate discussions among community partners on how to improve outcomes in their particular focus area.
- Engage City employees in similar discussions, focusing on City service provision.

A process map is attached.

At the conclusion of the second phase, the findings will be molded into a set of proposed action items. These will be reviewed by the Parks & Community Services Board and forwarded to the City Council with a recommendation for their consideration.

**Attachments**

- Listening Phase (Phase I) Messages from the Community
- Lead & Connect Phase (Phase II) Project Map

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Phase I: Summary Messages

- Bellevue's DIVERSITY PROVIDES TEACHING OPPORTUNITIES and helps people build relationships with people who are different than them.
- Acceptance of racially and culturally diverse people definitely has improved over the years. However, there is plenty of ROOM FOR IMPROVEMENT (examples included things like: not being waited on in stores; teachers not trying to communicate with kids or parents).
- For corporations, MOVING BEYOND CELEBRATING diversity to get TO LEVERAGING diversity as an integral part of the business model to attract the finest talent and to offer the best products in the marketplace.
- People want more PLACES to engage multi-culturally. Crossroads is good, but more attention should be devoted to the need for multicultural gathering places.
- People would like to SEE more cultural diversity among community leaders and in the staff of public agencies.
- Businesses build a corporate culture of diversity and inclusion by giving weight and VISIBILITY to the issue AT THE EXECUTIVE LEVEL and expressing diversity-related policy across the corporation
- More opportunities for multicultural INTERACTION and EDUCATION (e.g., walking tours, different types of training – leadership, etc.)
- TARGETED outreach – do not expect people from diverse racial and cultural groups to come and speak out at big public gatherings. COME TO US; ask us to have gatherings in our homes or locations that are comfortable for us.
- INDIVIDUAL RESPONSIBILITY – in the long run, individuals make all the difference – in whether people feel accepted, included and valued – or not.
- There are PEOPLE FROM ALL CULTURES WITH LEADERSHIP ABILITIES. The need training and the tools and confidence to get involved and become more engaged.
- The WELCOMING ENVIRONMENT here and quality of life is UNIQUELY IMPORTANT as prospective job candidates around the world will ask themselves, “To advance my career, am I willing to move to Bellevue/Redmond?”



# Community Diversity Plan

Project Map

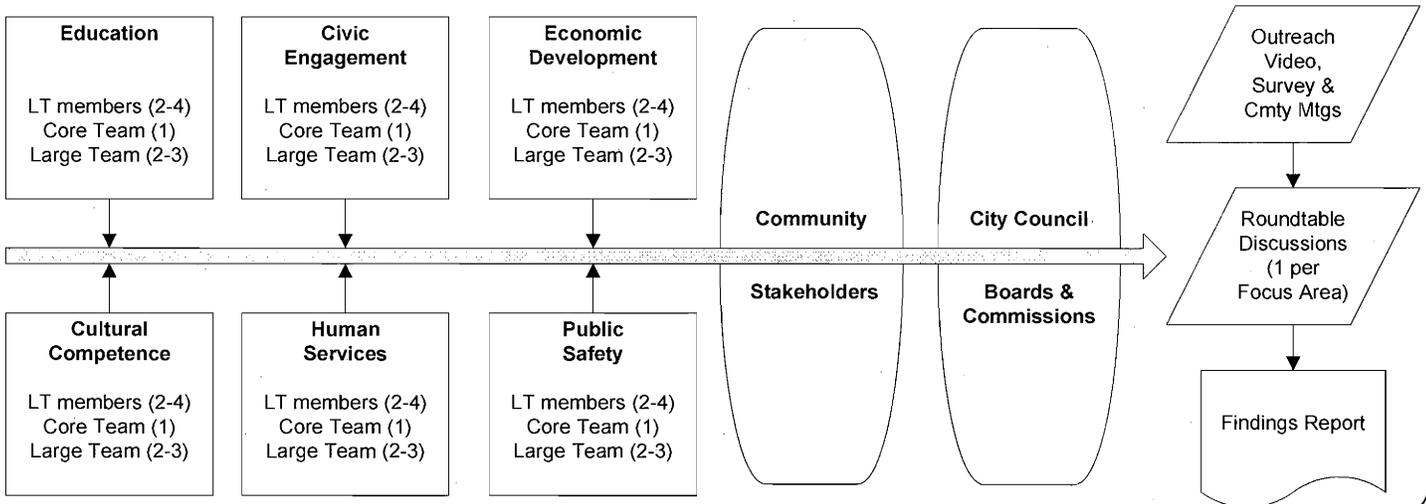
10/3/2012

Leadership Team

## Steps 1-2: Leadership Formation



## Steps 3-4: Lead & Connect



## Steps 5-6: Launch & Activate

