



*Bellevue Diversity
Initiative*

The Diversity Advantage

Putting the positive power of diversity to work in our community





DIVERSITY INITIATIVE PURPOSE

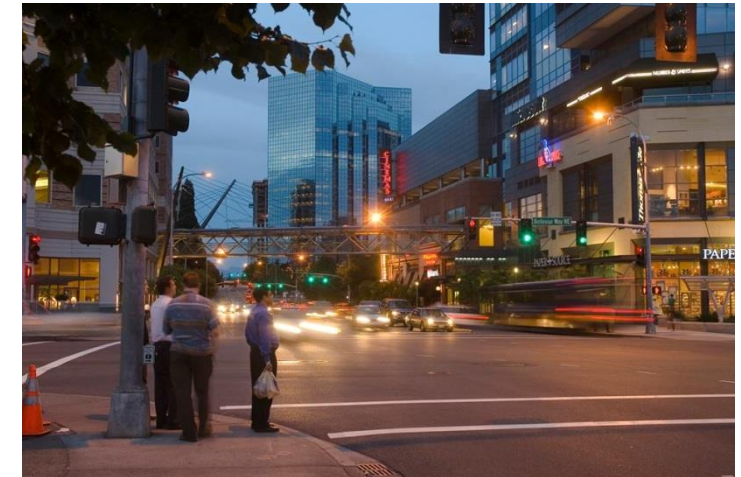
- ❖ Understand Bellevue's diversity
- ❖ Define the City's leadership role
- ❖ Empower the community
- ❖ Improve reach and effectiveness of public services
- ❖ Leverage the Diversity Advantage



DEFINITIONS: DIVERSITY



Diversity refers to people of all cultures, languages, classes, races, ethnic backgrounds, abilities, age, religions, genders, sexual orientation, and other diversity-related factors





DEFINITIONS: CULTURAL COMPETENCE

What is Culture?

Culture is a system of **shared values, beliefs, and rituals** that are learned and passed on through generations of families and social groups.

One's own culture is often taken for granted, not examined, and accepted as the norm.

Individual Cultural Competence

To be culturally competent doesn't mean you are an authority in the values and beliefs of every culture. What it means is that you hold a deep **respect for cultural differences and are eager to learn**, and willing to accept, that there are many ways of viewing the world. - Okokon Udo, Ph.D

Organizational Cultural Competence

A set of congruent **behaviors, attitudes and policies** that come together in a system or agency or among professionals **that enable effective interactions** in a cross-cultural framework.

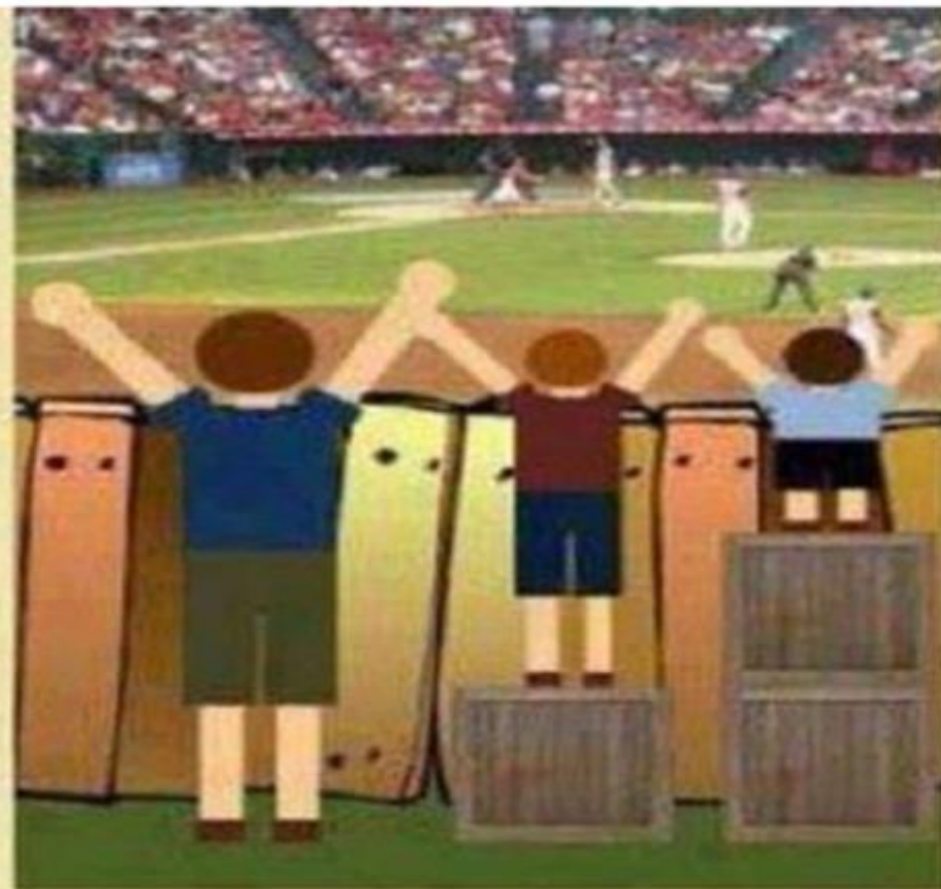
- Terry Cross (1989)



DEFINITIONS: EQUITY



Equal Access



Equitable Access



DIVERSITY IN BELLEVUE: CONSISTENT CHANGE

BELLEVUE'S DEMOGRAPHICS	1990 Census	2000 Census	2010 Census*
Median age (years)	35.4	38.2	38.5
Percent of population age 65 or older	10.4%	13.4%	13.9%
Average persons per household	2.41	2.37	2.41
Percent households of one person	26.0%	28.4%	28.1%
Percent of adults (age 25+) with at least a bachelor's degree*	45.7%	54.1%	62%
Percent minority race or ethnicity	13.3%	24.5%	40.8%
Percent of population (age 5+) that speak a language other than English*	13.6%	26.9%	38%

*During the 2013-2014 school year, Bellevue School district counted **84 different languages** being spoken at home.*

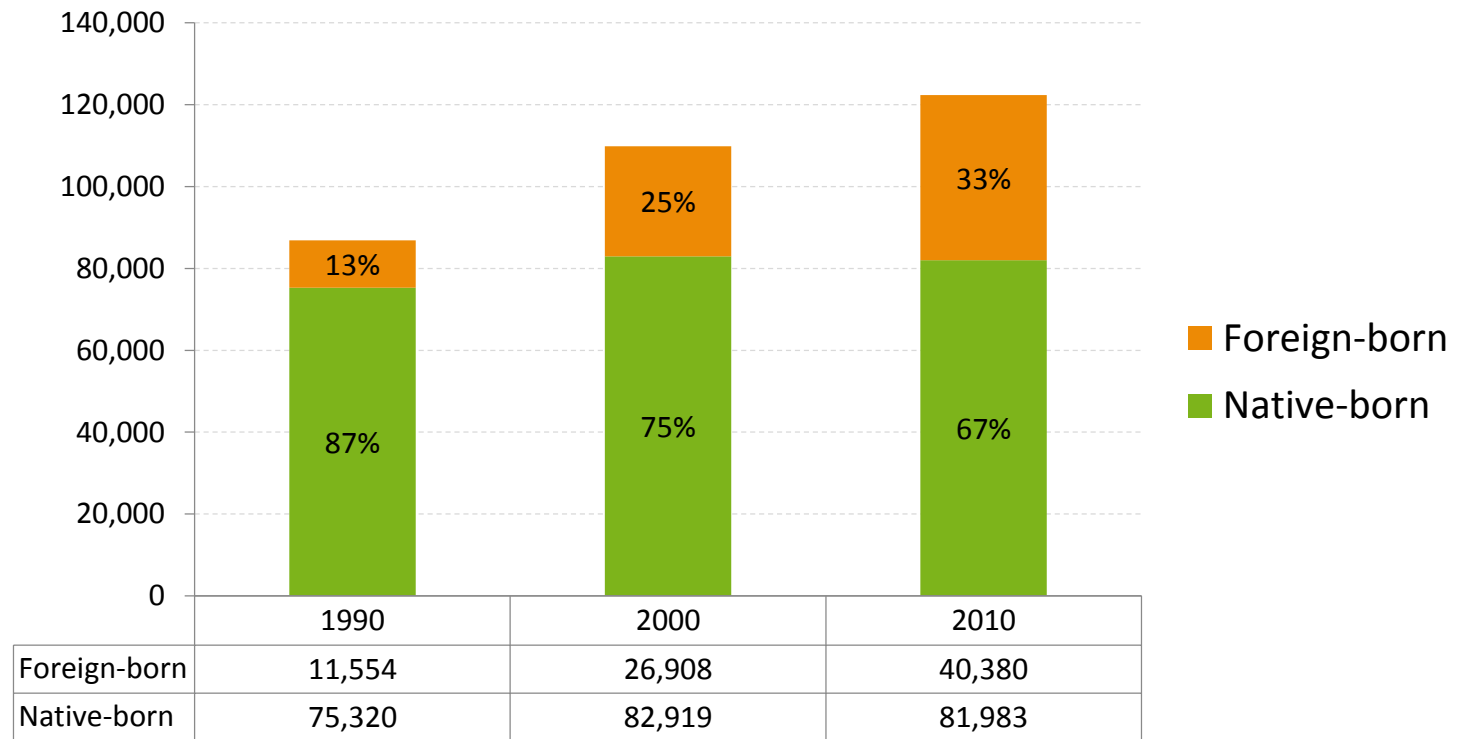
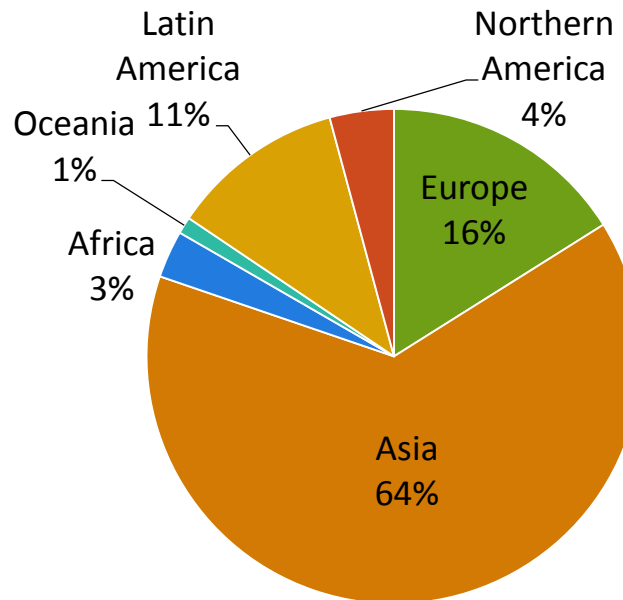


BELLEVUE'S DIVERSITY

The foreign born population comprised about 81 percent of Bellevue's growth from 1990 to 2010.

Percent Foreign Born

World Region of Birth



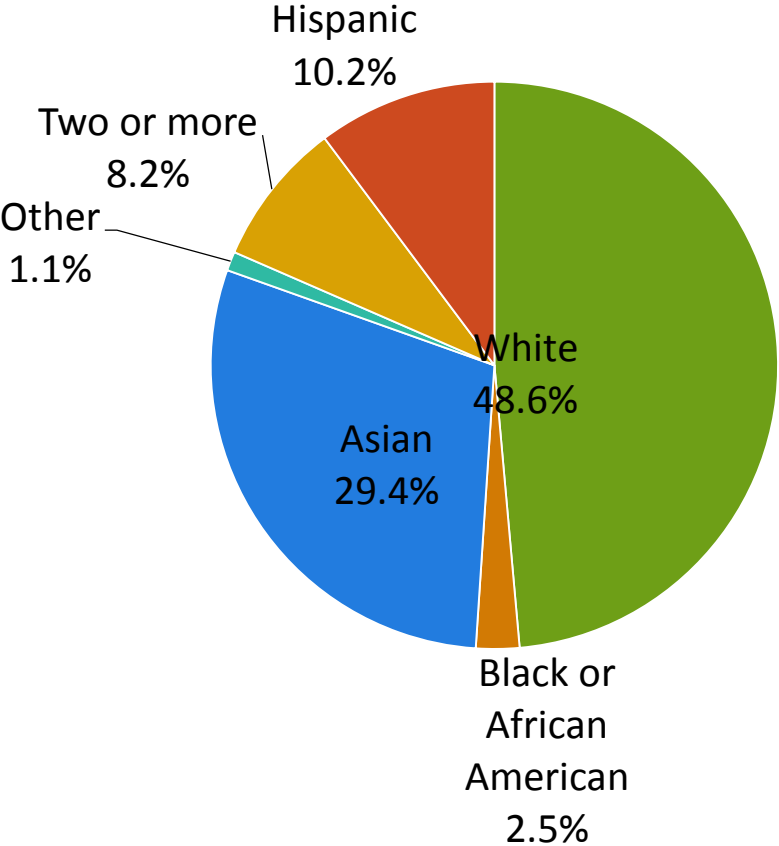
GROWTH OF FOREIGN-BORN

Bellevue Native and Foreign born populations from 1990 to 2010

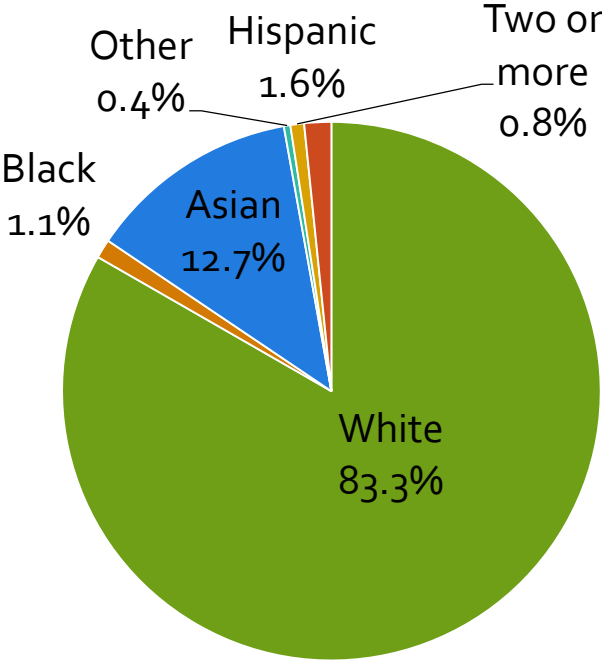


THERE IS DIVERSITY WITHIN DIVERSITY

Race / ethnicity of Bellevue's Population
Under 18 years

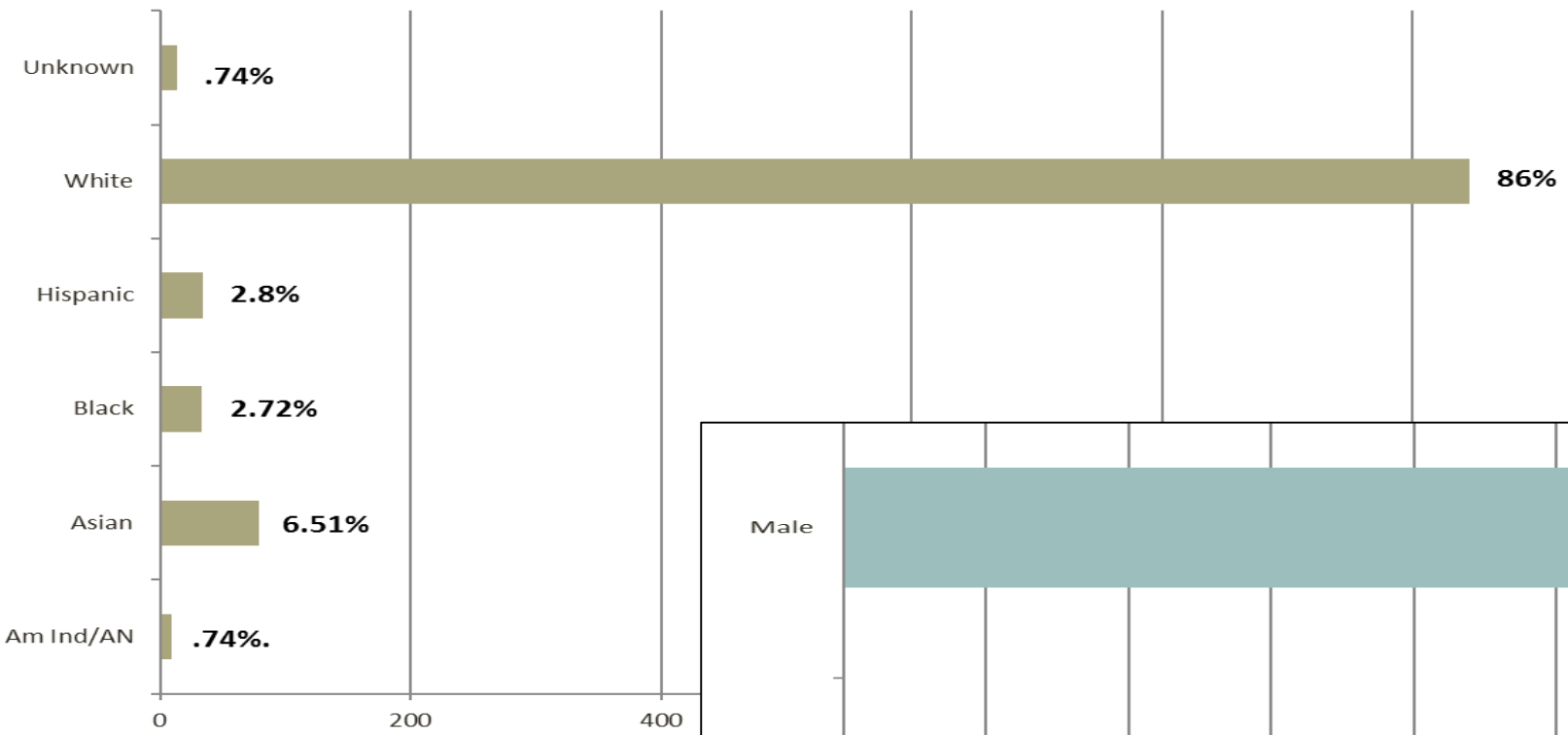


Race / ethnicity of Bellevue's Population
65 years and over

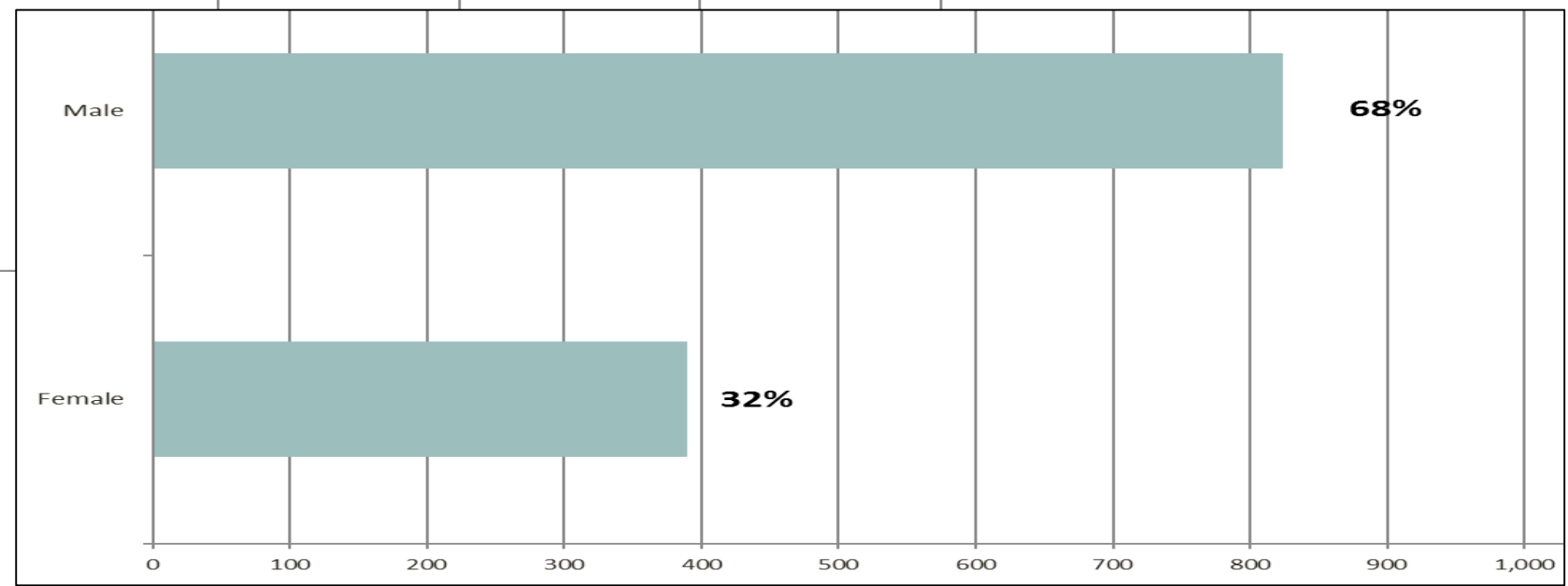


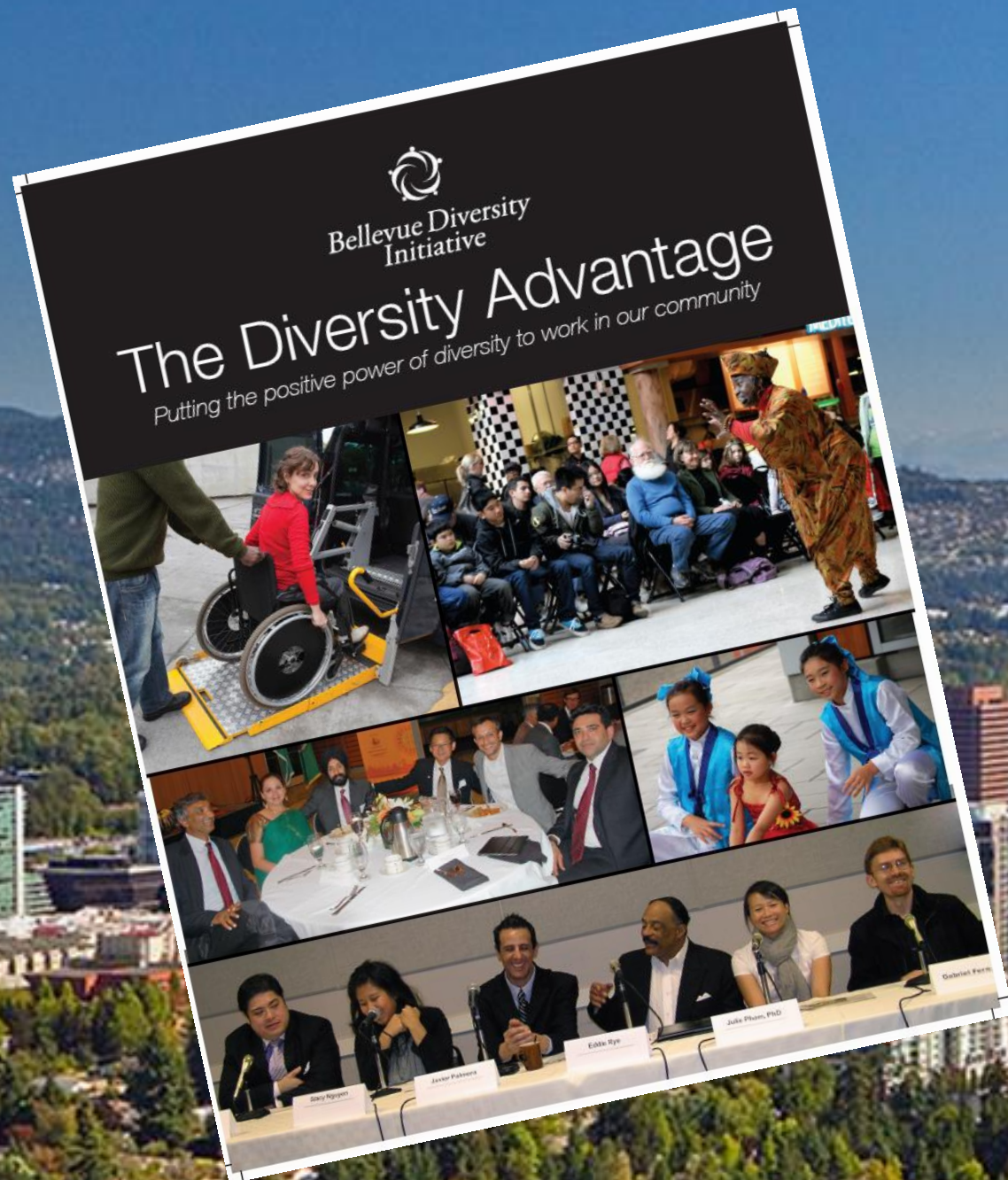


CITY EMPLOYEE DEMOGRAPHICS



On the whole, Bellevue employees are predominantly male, Caucasian, and over the age of 45.

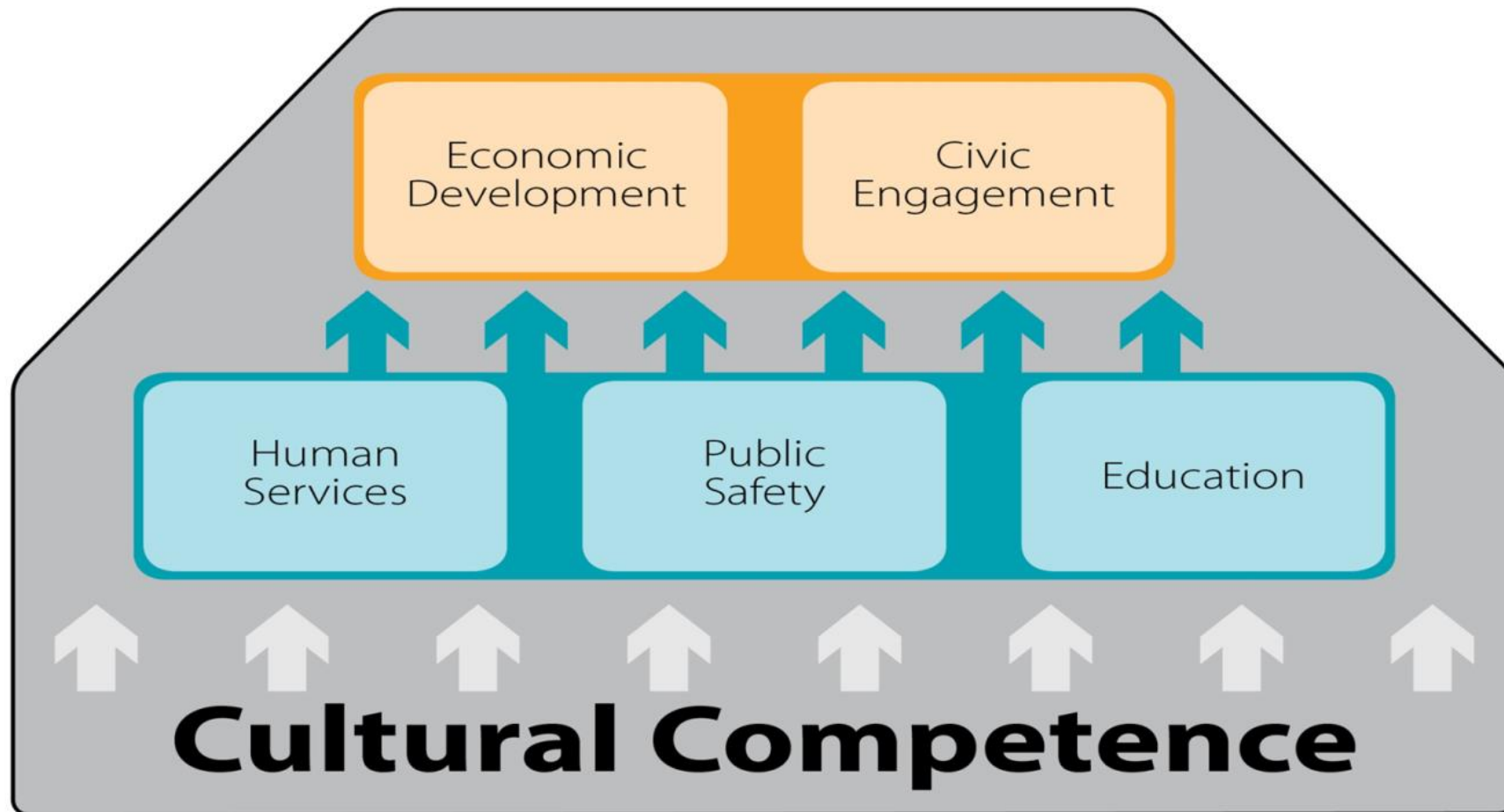




DIVERSITY ADVANTAGE PLAN



INITIATIVE FOCUS AREAS





INITIATIVE COMMITMENTS

To keep growing as a culturally competent **organization**, the City of Bellevue will:

- ❖ Enact and uphold equitable policies and practices
- ❖ Train and hire culturally competent staff
- ❖ Provide programs that are responsive and accessible to all



INITIATIVE COMMITMENTS

To keep growing as a culturally competent **city**, the Bellevue community must:

- ❖ Provide safe and welcoming living and working environments
- ❖ Collectively correct systemic inequities
- ❖ Respectfully engage cross-culturally in community life
- ❖ Express diversity through arts and culture



INITIATIVE COMMITMENTS

To keep growing as a culturally competent **economy**, the Bellevue community must:

- ❖ Attract a diverse workforce to live here and work in local businesses
- ❖ Empower entrepreneurs from diverse backgrounds to start and grow businesses
- ❖ Provide community services that facilitate and support small business start-ups and operations
- ❖ Make available culturally-specific goods and services sought by the diverse cultures living in Bellevue



IMPLEMENTATION



ACTION PLAN HIGHLIGHTS

- ❖ Cultural competence training for community leaders and strategies to increase diverse participation on boards, commission and advisory committees
- ❖ Establish city-wide standards for accessibility to public meetings and programs, including translation and interpretation services
- ❖ Invest in more public gathering spaces throughout Bellevue
- ❖ Support programs that provide employment opportunities for individuals with barriers to employment – ability, age, language
- ❖ Protect and improve transit services



IMPLEMENTATION IN PROGRESS

- ❖ Diversity is a theme in the Council Vision, Comprehensive Plan Update and Economic Development Strategy
- ❖ City staff participating in cultural competence training
- ❖ Cultural Conversations, Bellevue Essentials & Police Citizen Academy
- ❖ Increased commitment to the City's Diversity Program – 3 staff hired
- ❖ Received a 2015 National League of Cities Diversity Award



DISCUSSION

- ❖ Any questions about the Initiative?
- ❖ Thinking about Network on Aging – what are your cultural competence highlights? Where are potential areas of growth?
- ❖ What lines can we draw between BNoA and the Bellevue Diversity Initiative? How can we support each other?



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