

Transportation Communication/ Public Involvement



Transportation Commission, July 9, 2015

The City's overall communications vision

- Communications team at City consists of 10 staff, most PIOs
- Chief Comms. Off. in charge of city's overall communications
- Most PIOs report to their depts., indirectly to CCO
- Transportation Department has two PIOs

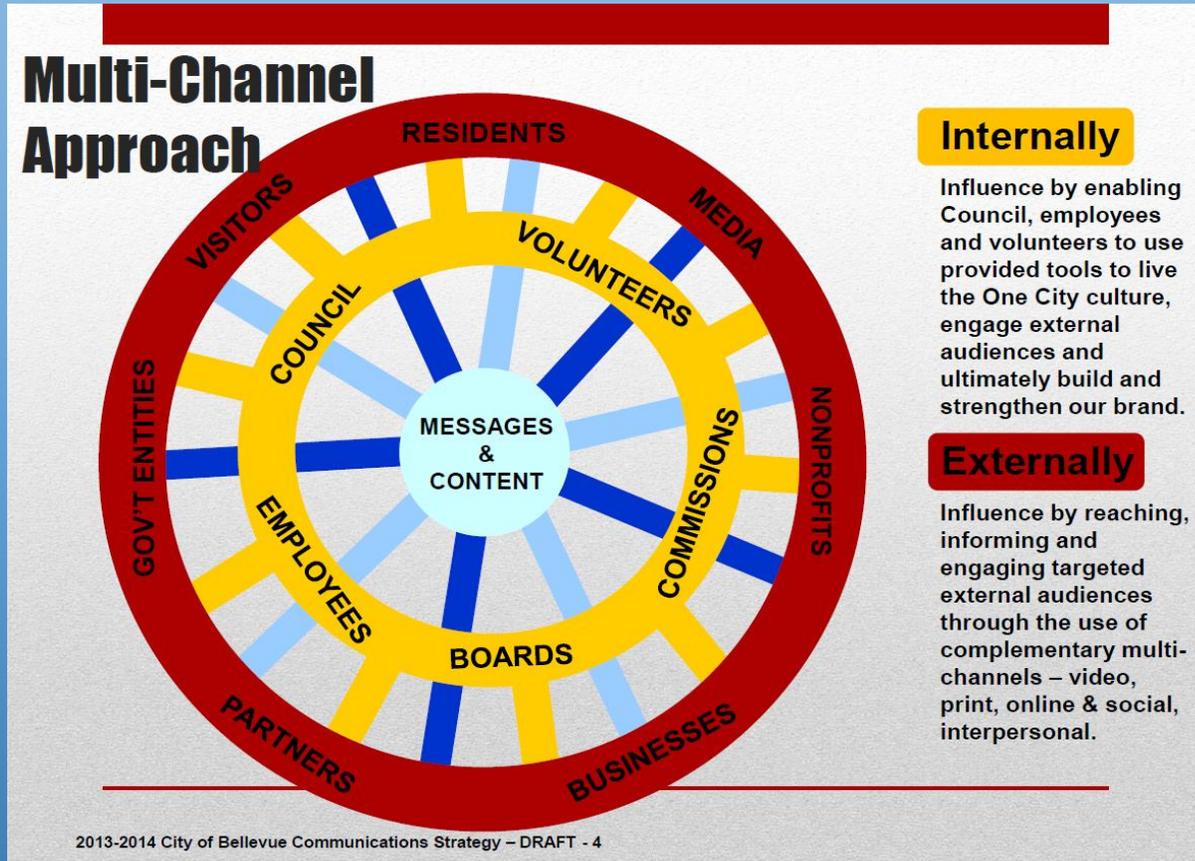
Vision

City of Bellevue Communications Network

To be a cohesive and collaborative team of trusted advisors who effectively communicate with an informed and engaged public*.

*Includes internal and external audiences

Who are our audiences?



- Internal and external audiences
- Internal: Employees, Council, boards & commissions
- External: Residents, businesses, media, visitors, governments
- Information flows in both directions

How do we communicate?

- Staff use variety of communications tools.
- More important than how (tool) is what (content) we communicate.
- Telling a story people find compelling, understandable.
- Choosing the appropriate tool helps us do that.

What's in our Channel 	
Internal	External
Online & Social <ul style="list-style-type: none"> - Intranet – Raves, announcements, Carousel, OC stories, story comments (TBD), Sound Off - All-staff Email - LT – Incl. weekly email, website, Ask LT - A Message from Brad - Department Newsletters, Director Msgs - Internal mobile applications 	Online & Social <ul style="list-style-type: none"> - City Website - Twitter, Facebook, LinkedIn, YouTube, Flickr - Email List Servs (Gov alerts) - Neighborhood News (Monthly) - Mobile application (coming early 2014) - IdeaScale - Department e-newsletters
Print <ul style="list-style-type: none"> - Facility Posters/Banners - Department Newsletters - Employee Direct Mail 	Print <ul style="list-style-type: none"> - Direct Mailers - It's Your City - Media Outreach - Op-eds, News Releases
Multi-Media (Video) <ul style="list-style-type: none"> - Online stories - Training, such as orientation 	Multi-Media (Video) <ul style="list-style-type: none"> - BTV Website - Community TV Channel, incl. Lake to Lake
Interpersonal <ul style="list-style-type: none"> - All-staff events, (All Hands, Brown Bags/Lunch and Learns, Forums) - Department Meetings 	Interpersonal <ul style="list-style-type: none"> - Direct email, phone, meetings - City Open Houses & Community Meetings - Volunteer events, outreach - Public events (Council and/or city staff)

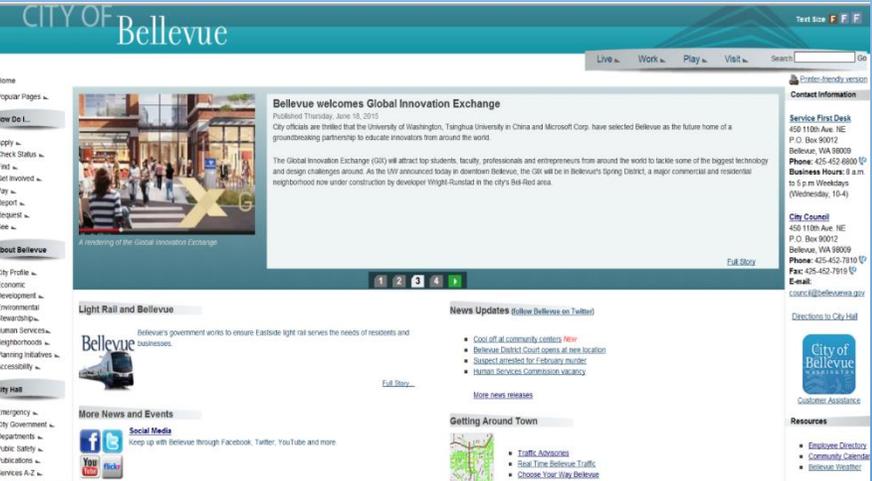
Transportation: What do we communicate?

Examples of communication topics:

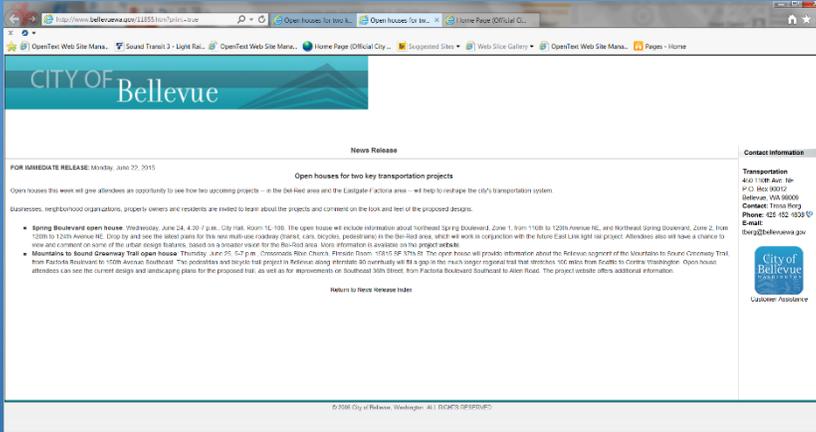
- Construction impacts
- Emergency road closures
- Project and program information
- Long-range planning initiatives
- Transit, car/vanpool, walking, bicycling options
- Open houses, other public meetings
- Other (awards, innovations, project celebrations etc.)

Communication tools:

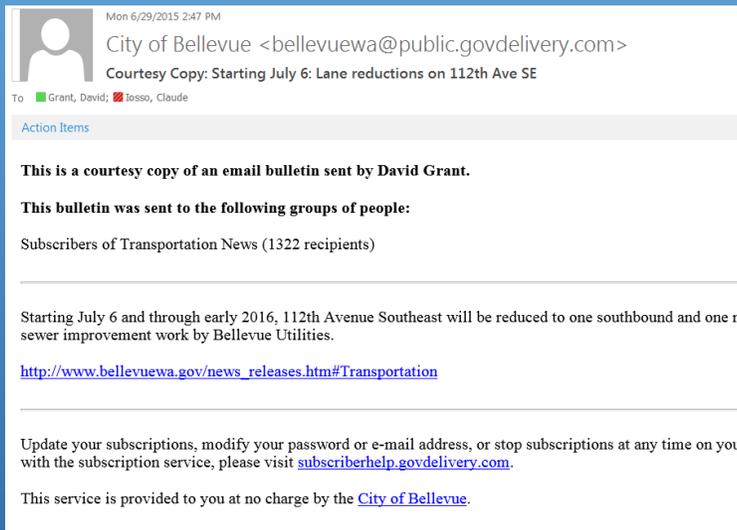
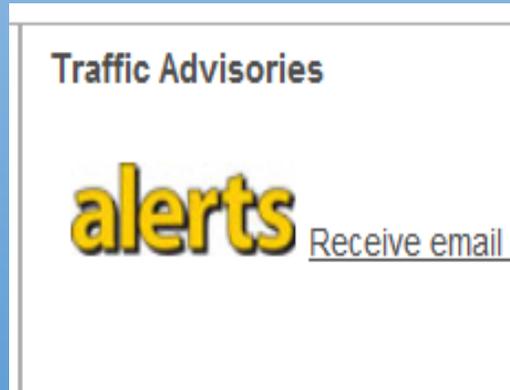
- Internet homepage
- Traffic advisories, Choose your Way Bellevue
- Traffic cameras page popular
- Good anchor for social media



- News releases posted on Internet
- Emailed to 30 media outlets, other organizations
- Auto-fed to COB Twitter page



Communication tool: GovAlert emails



- Upper image, example of “Alert” logo on a web page.
- This alert is for 1,322 subscribers for “Transportation News” notifications.
- Lower image, example of email notification sent to subscribers
- Combined, more than 130 topics
- Includes 10 transportation-related
- Total of 45,000 subscriptions

Communication tools:

- E-newsletter: “Neighborhood News”
- Emailed monthly by Neighborhood Outreach Group
- More than 1,600 subscribers

- Print newsletter: “It’s Your City”
- 3 issues per year (Feb., June, Oct.)
- Mailed to more than 60,000 residential

neighborhood news  April 2015
news for and about Bellevue neighborhoods

Green Clean Workshop & Film Event
Workshop:
Monday, April 6, 7-8pm
Lake Hills King County Library
15590 Lake Hills Blvd
Thursday, April 23, 7-8pm
Newport Way Library
14250 SE Newport Way
Film Event:
Tuesday, May 5, 7-8pm
City Hall Council Chambers

The City of Bellevue is offering fun, hands-on “green cleaning” classes and a film event this spring. People who live or work in Bellevue can learn how to avoid toxic cleaners and learn to make their own green cleaners in these workshops.

Transportation Improvement Program Update
Thursday, April 9, 6:30pm
Bellevue City Hall Room 1E-113

You are invited to a public hearing on the proposed 2016-2021 Transportation Improvement Program (TIP), the draft six-year work plan for the city’s transportation systems. Unlike the Capital Investment Program and the Transportation Facilities Plan, the TIP is not budget-constrained, so it represents all ideal transportation projects, regardless of funding.

If you think certain transportation projects should be prioritized in the TIP, please come to this public hearing and share your opinions with the Transportation Commission. Following the public hearing, the Transportation Commission will make a recommendation to City Council, which will review and

Bellevue
IT'S YOUR CITY  www.bellevuewa.gov

JUNE 2015
INSIDE Agreement ensures East Link works for Bellevue

1.5 million visitors to Bellevue
\$736 million in new revenue

Tourism worth millions
Page 3

Team leads diversity initiative
Page 4

By Kate March, East Link Outreach Coordinator
In April, the City Council and Sound Transit Board unanimously approved a revised agreement between the agencies that allows the East Link light rail project to move forward and begin construction early next year. This landmark agreement

East Link and address a potential light rail maintenance base. The agreement also provides greater certainty for Sound Transit with respect to permit costs, and timelines and for the city with respect to mitigation impacts. The amended MOU confirms the city’s financial contribution to the project at \$100 million.

identified the Bel-Red site as the preferred alternative for the maintenance yard. Since then, the city and Sound Transit have engaged with stakeholders to ensure the facility is designed in a way that is not detrimental to the city’s vision for Bel-Red as a transit-oriented community with mixed-use development around planned East Link stations at 120th and 130th avenues.

The agreement reduces the size of the maintenance yard to add 1.6 million square feet of potential commercial and residential development space on the perimeter of the property.

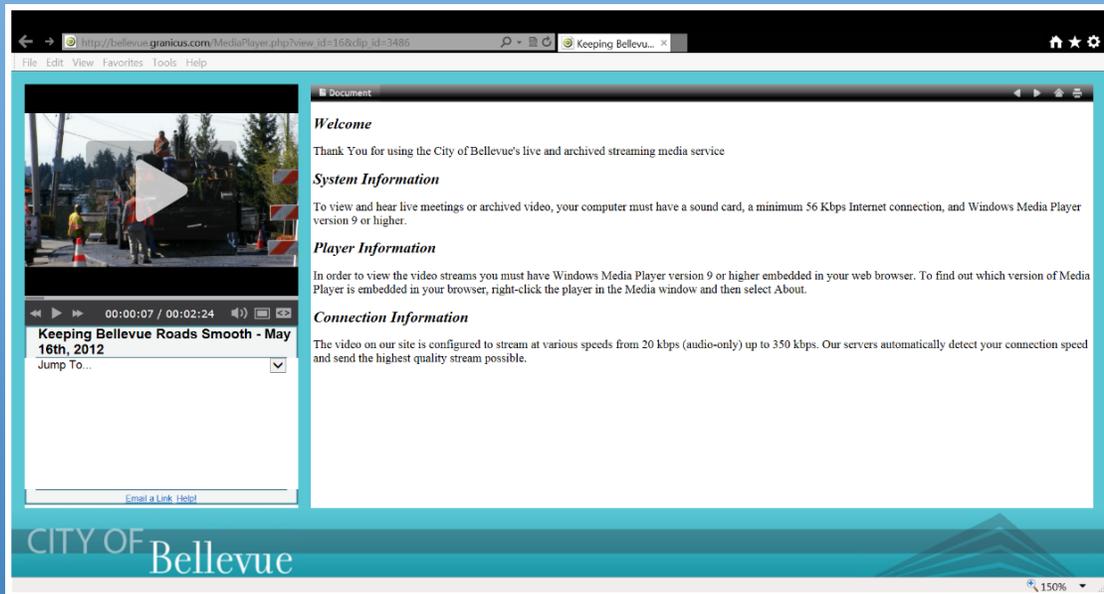
The MOU also establishes goals and approaches to minimize construction impacts throughout the project, particularly in regard to noise and traffic mitigation.

The city regulates construction mitigation through its right-of-way, building and clearance-setback permits. Although mitigation goals and approaches are included within the agreement, the permitting process is still underway and

City Manager Brad Mitchell, SR, and Sound Transit Acting CEO Mike Harbour sign the MOU.

Communication tool:

- Bellevue TV Channel 21
- Available to cable subscribers in Bellevue
- Main Content: Live council meetings
- Monthly Lake to Lake news show
- Shows archived on website
- Production facilities at Bellevue College (ILA)



MyBellevue App

- App launched in 2014
- Transportation tools: Capital Projects Interactive Map, Traffic Advisories, Real Time Cameras
- Access social media sites
- Trans. Dept. receives Appx. 15 questions/comments per week
- Common topics: traffic signals, crosswalks



Social media tools:



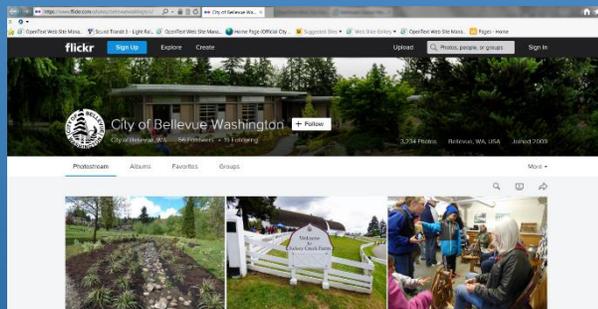
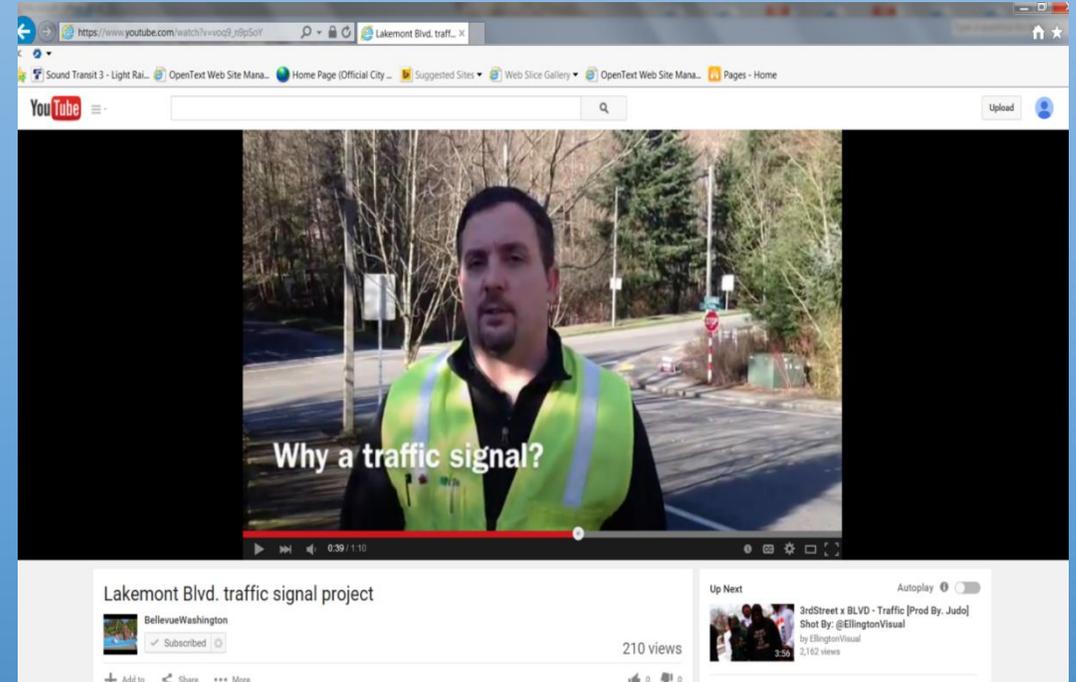
- Transportation Twitter called @BvueTrans
- 779 followers, including several media outlets
- Police Twitter (6,917), citywide (5,473)

- Citywide Facebook page includes transportation-related items
- Launched city page is 2009; now has 2,400 followers



Social media tools:

- Citywide YouTube channel
- 254 videos, 117,000 views, 215 subscribers (as of 2015)
- Two of the top 5 most-viewed are transportation videos
- “Flashing Yellow Arrow,”
“Driving in Ice and Snow”



- Flickr photo archive site
- Currently underutilized

Recently added social media tool: Nextdoor



Nextdoor for Public Agencies

Nextdoor is a free, private social network used by 1 in 3 U.S. neighborhoods. Residents get to know each other, ask questions, share recommendations, and discuss safety.

[Get started with Nextdoor](#)

The best way to engage with the communities you serve

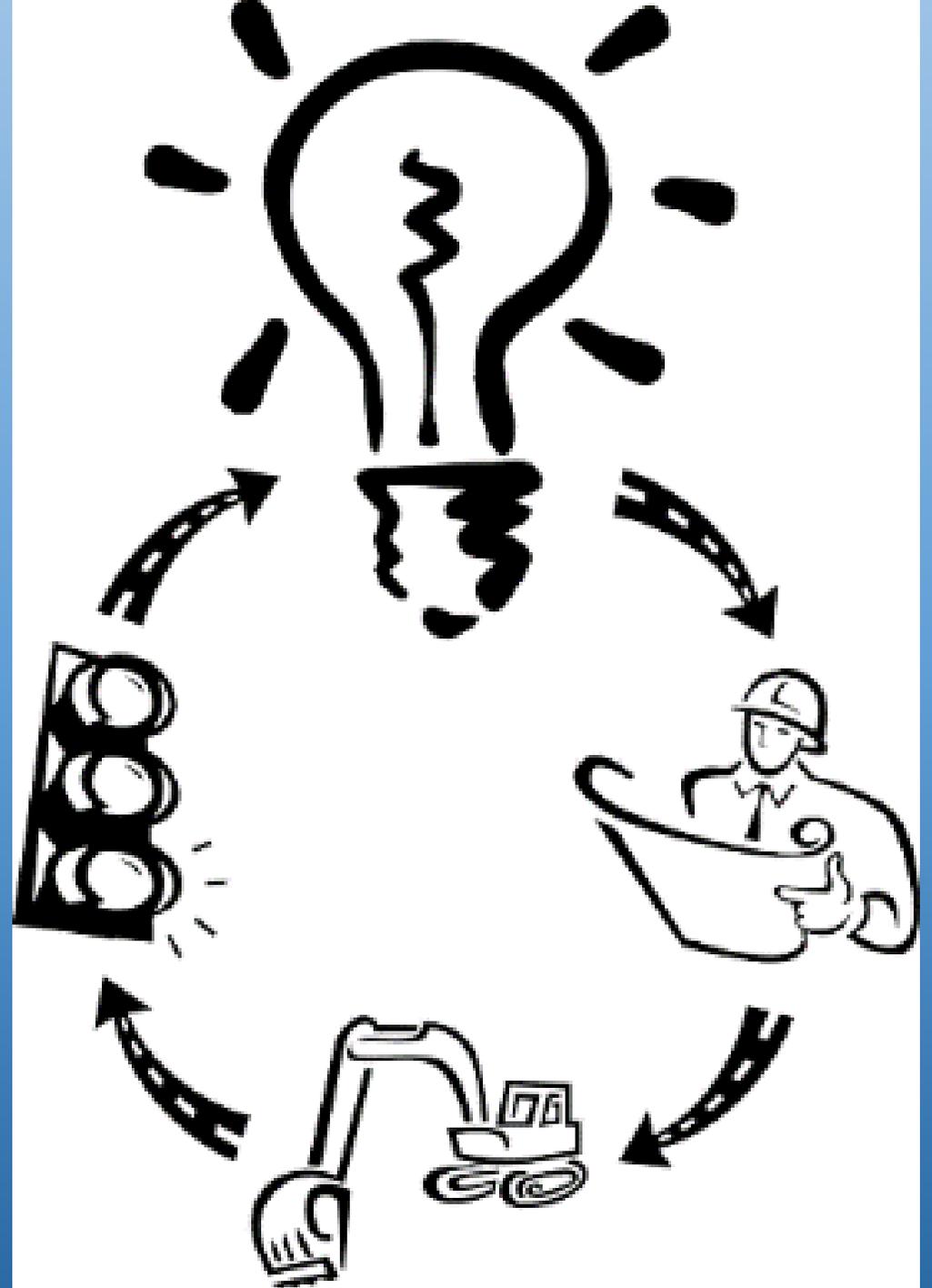
- Reach actual residents**
All members are verified residents of your community.
- Target your message**
Send messages to one or many neighborhoods, service areas, or your entire community.
- Get better results**
Messages that request action or information result in positive and constructive responses.



03:12 HD vimeo

- Neighborhood residents can sign up and have access to private social network.
- City can post to targeted neighborhoods and receive direct replies
- City CANNOT see other posts and comments.

Public involvement: design through construction



Public Involvement Strategies & Title VI

PUBLIC INVOLVEMENT (PI) and TITLE VI TRACKING **for Transportation Projects**

It doesn't matter how big or how small your project is, public involvement is a critical project component throughout the lifecycle of the project.

This will help guide you through the public involvement process by:

1. Creating a strategy at the start of your project
2. Tracking your public involvement activities throughout the project.



PROJECT DETAILS and STRATEGY

Start here. Contains basic project background info, identifying stakeholders, running demographic reports, and more.



DESIGN

Required for Title VI requirements. Contains environmental, consultant, construction, and **real property** considerations.



OUTREACH

If there are demographic triggers, certain actions must be taken to ensure we are providing outreach to all impacted parties.



TRACKING

Update this section as the project moves forward. Log major events (both project-based and PI-based) and outcomes.



REPORT

The report view provides a customizable view of all information input into the form. Use the report to take to meetings and share with others.

Interactive “Projects in Your Neighborhood” Map

This map includes Parks & Community Services, Transportation & Utilities CIP Projects.

Help

[11th Avenue NE Corridor
Play & Rechannelization](#)

11th and Wilburton Area

[11th St Neighborhood
Traffic Plan](#)

[12th Street Extension](#)

[11th Ave NE and NE 16th St
Spring Boulevard](#)

**11th St and 120th Ave NE
Improvements**

[11th St Extension Phase 1](#)

[11th St Extension Phase 2](#)

[11th Ave NE Stage 1: NE 4th
NE 7th St](#)

[11th Ave NE Stage 2: NE 7th
NE 12th St](#)

[11th Ave NE Stage 3: NE 12th
NE 16th St](#)

**11th Ave NE Corridor
Improvements**

[11th Ave NE: NE 8th St to NE
Spring Blvd](#)

[11th Ave NE: NE Spring Blvd
Northrup Way](#)

[11th Ave NE: NE Spring Blvd
Wilburton Streetscape
Improvements](#)

PROJECTS IN YOUR NEIGHBORHOOD

Results (1)

Project Name: *NE 4th Street Extension:
116th Ave NE to 120th Ave NE*

CIP Number: PW-R-160

Phase: Construction

Department: Transportation

Displaying 1 - 1 (Total: 1)

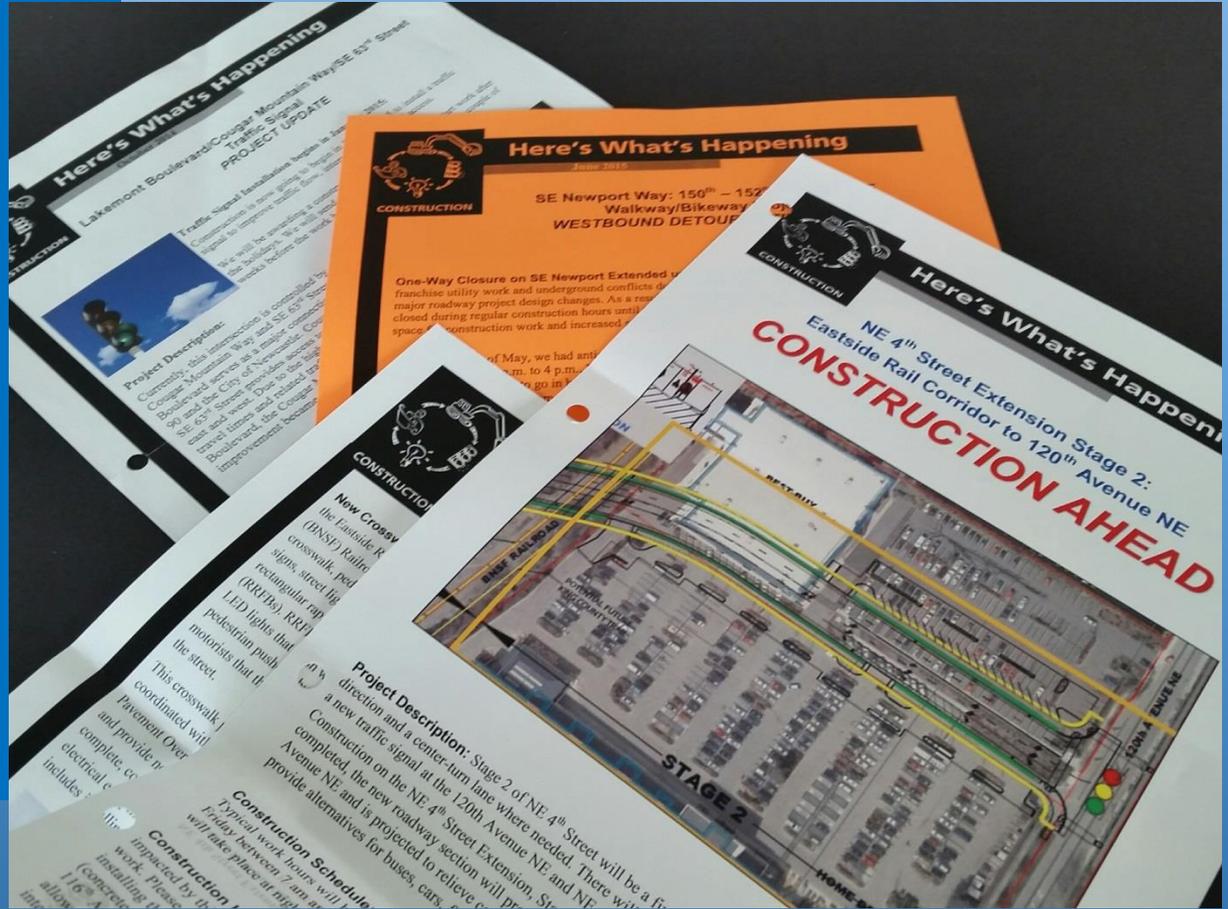
Page 1 of 1

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Bellevue, Esri,...

Here's What We're
Thinking (Design)

Here's What's
Happening
(Construction)



Project display & presentation materials:

Brochures

Fact Sheets

F.A.Q.s

Door Hangers

Informational cards

Posters

Sign Boards

Neighborhood associations, project open houses & meetings



Information & comment tool: Online Open House

ONLINE OPEN HOUSE WELCOME PAGE



FORMING OUR FUTURE

ONLINE OPEN HOUSE: February 13 to March 3, 2015

Select Language ▾

Welcome Growth Neighborhoods Mobility Natural Environment Community Stewardship Economic Prosperity Comment Thank You

Welcome Next

At this online open house you can:

- Learn about the issues covered in the Comprehensive Plan Update.
- Read specific policies that have been updated or added to the plan.
- Take notes as you go on policies or issues that are important to you.
- Send us your **comments** and help shape the Bellevue of tomorrow.

Laying the foundation for the future

A city's comprehensive plan is vital in preparing for future growth and emerging challenges such as traffic congestion, housing needs, and environmental stewardship. Bellevue's comprehensive plan captures community goals and establishes specific policies that directly influence how our city will grow and change over time. Learn more about the Comprehensive Plan Update [here](#).

How do you fit into the comprehensive plan?

You may not realize it, but your daily life is impacted by Bellevue's comprehensive plan. Bellevue uses the comprehensive plan to develop regulations, programs, and services, all of which affect your daily life in large or small ways. Learn more about the policies in the following pages and let us know what you think on the **Comment** page.

Next station

Take notes as you go

You can use these notes later in the comments section.

Sign up to stay informed

Enter your email to receive project updates.

[Visit the project website](#)

Weekly Traffic Advisories

← → http://www.bellevuewa.gov/traffic_advisories.htm Traffic - Traffic A... ×

File Edit View Favorites Tools Help

How Do I...

- Apply
- Check Status
- Find
- Get Involved
- Pay
- Report
- Request
- See

About Bellevue

- City Profile
- Economic Development
- Environmental Stewardship
- Human Services
- Neighborhoods
- Planning Initiatives
- Accessibility

City Hall

- Emergency
- City Government
- Departments
- Public Safety
- Publications
- Services A-Z

Available Languages

- Русский
- Español
- 中文
- 한국어
- Tiếng Việt

Real-time Traffic Map

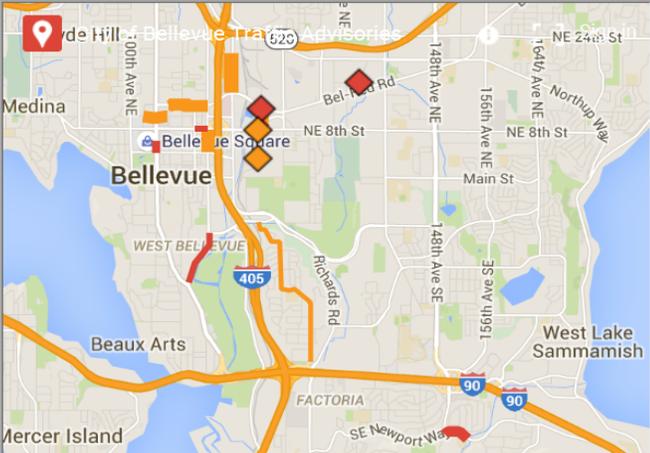
Traffic Advisories

Traffic Advisories

alerts [Receive email or text notification when this page is updated](#)

Updated July 2
for the week of July 4 - 10

CITY TRAFFIC INFORMATION (NOTE: For information on road closures related to ice, snow or flooding, please see the city's [Emergencies](#) and [Extreme Weather](#) page)



SE Newport Way, 150th Ave SE to 152nd Ave SE: Closed to westbound traffic 6 a.m.-3 p.m., Mon.-Fri, through July. Drivers will need to follow detour via 152nd Ave SE. ([SE Newport Way sidewalk project](#))

Contact Information

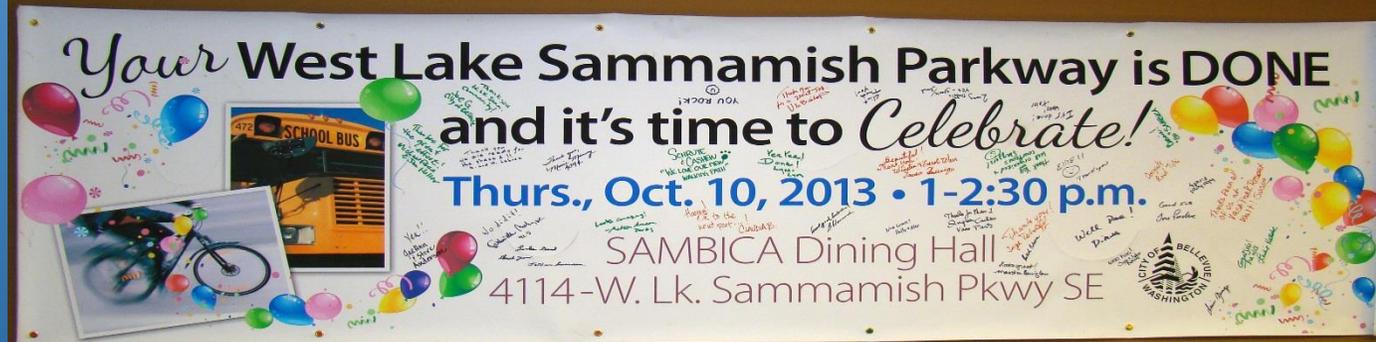
Transportation
450 110th Ave. NE
P.O. Box 90012
Bellevue, WA 98009
Contact: Tresa Berg
Phone: 425-452-4638
E-mail: tberg@bellevuewa.gov



[Customer Assistance](#)

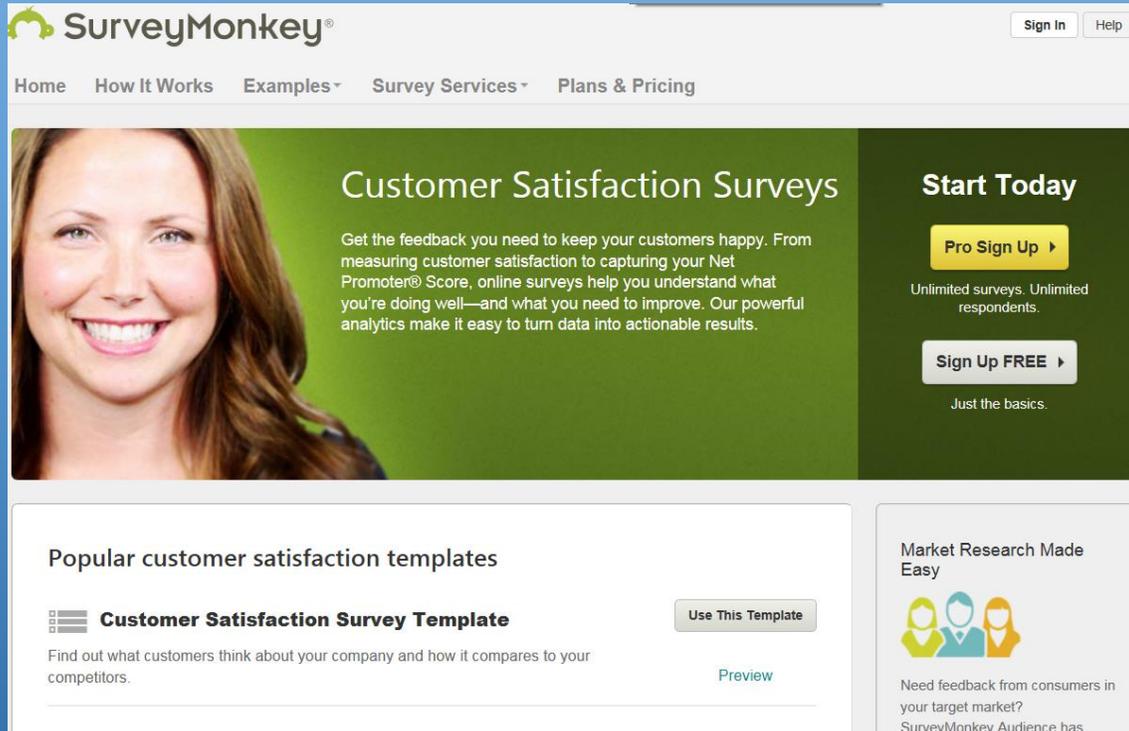
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Project celebrations



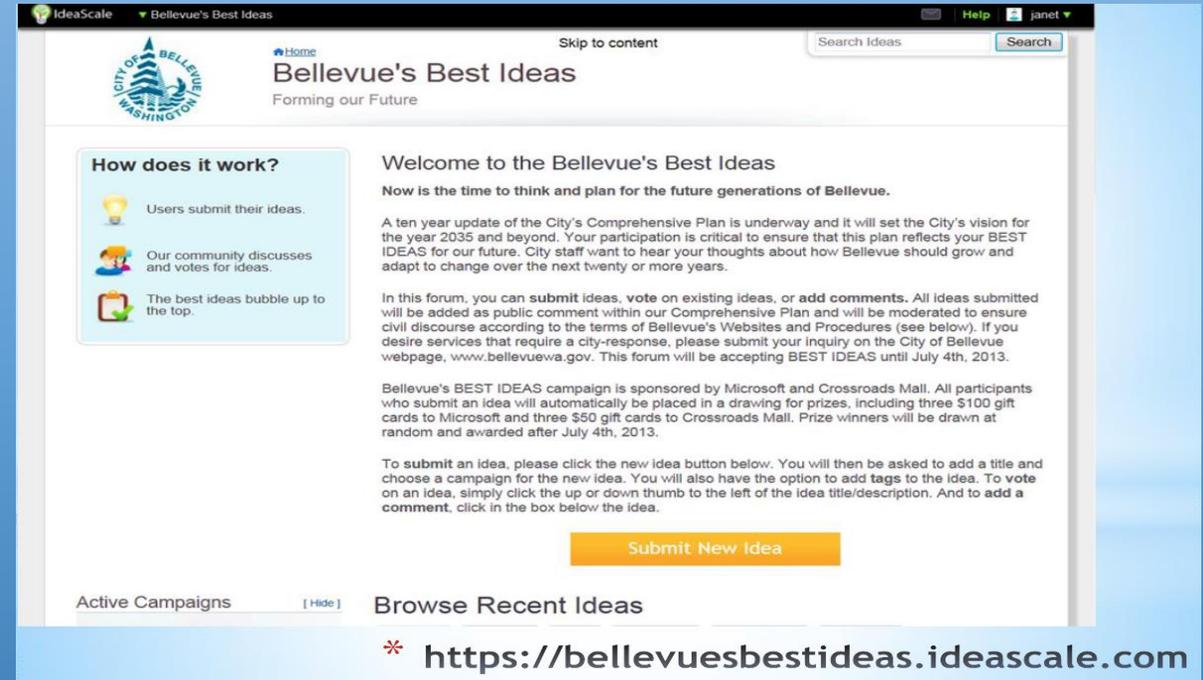
Feedback tools:

Survey Monkey



The screenshot shows the SurveyMonkey homepage. At the top left is the SurveyMonkey logo. To its right are 'Sign In' and 'Help' buttons. Below the logo is a navigation menu with 'Home', 'How It Works', 'Examples', 'Survey Services', and 'Plans & Pricing'. The main content area features a large green banner for 'Customer Satisfaction Surveys' with a photo of a smiling woman. Text on the banner describes the benefits of online surveys. To the right of the banner are two buttons: 'Pro Sign Up' and 'Sign Up FREE'. Below the banner, there are two sections: 'Popular customer satisfaction templates' featuring a 'Customer Satisfaction Survey Template' with a 'Use This Template' button and a 'Preview' link, and 'Market Research Made Easy' with an icon of three people and text about getting feedback from consumers.

Ideascale



The screenshot shows the Ideascale website for 'Bellevue's Best Ideas'. The top navigation bar includes the Ideascale logo, the page title 'Bellevue's Best Ideas', a 'Skip to content' link, and a search bar. The main content area features a 'How does it work?' section with three bullet points: 'Users submit their ideas.', 'Our community discusses and votes for ideas.', and 'The best ideas bubble up to the top.' To the right is a 'Welcome to the Bellevue's Best Ideas' section with a 'Submit New Idea' button. Below this is a 'Browse Recent Ideas' section. At the bottom right, there is a URL: <https://bellevuesbestideas.ideascale.com>.

Questions and Comments

