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
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.
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
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

- 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
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.
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
Weekly Traffic Advisories

Traffic Advisories

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.

FULL CLOSURE:

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)
Project celebrations

Your West Lake Sammamish Parkway is DONE
and it's time to Celebrate!

Thurs., Oct. 10, 2013 • 1-2:30 p.m.
SAMBICA Dining Hall
4114-W. Lk. Sammamish Pkwy SE
Feedback tools:

Survey Monkey

Ideascale

https://bellevuesbestideas.ideascale.com
Questions and Comments