

City of Bellevue, Washington

Comprehensive Communications Plan

March 1, 2024



Table of Contents

- 1. Overview of the City2
- 2. Communications Team: Mission, Goals and Purpose.....4
- 3. Communications Team:
 Structure, Priorities and Key Performance Indicators6
- 4. Commitment to Diversity, Equity, Inclusion and Belonging.....14
- 5. External Communications16
- 6. Tools and Resources18
- 7. Planning for the Future.....22



1. Overview of the City

The City of Bellevue is the fifth largest city in Washington, with an estimated population of more than 150,000 diverse community members and more than half of the city's population belonging to communities of color. Bellevue is the third largest city in the Seattle-Tacoma metropolitan area. Since incorporation in 1953, the city has grown from a bedroom community supporting Seattle into a thriving city and major employment center with a strong business presence, innovative technology focus, international influence and cultural vibrancy. Bellevue is the high-tech and retail center of the Eastside, with more than 150,000 jobs and a downtown skyline of business and residential high-rises. With nearly 100 parks, Bellevue is known as a "city in a park" with natural beauty adding to its livability. Bellevue welcomes the world, embraces its diversity as a strength and actively supports its diverse business community. Bellevue is the city where residents, workers and visitors alike want to be.

Four major industry clusters drive Bellevue's economy: information technology, business services, retail, and tourism. Bellevue is routinely ranked among the best mid-sized cities in the country — and is positioned for continued growth in a rapidly transforming environment that will require more housing, human services, and transportation infrastructure in the near-term future.

Mission, Vision and Guiding Principles

Bellevue cares for the community by listening to, being accountable to and engaging with residents and partners. The City Council Vision and Priorities, adopted in 2014 and since updated every few years, set the city's community vision and highlight Bellevue's ambition to lead and collaborate throughout the region. Bellevue is respectful of and respected by our neighbors.

The City of Bellevue's staff mission is to provide exceptional customer service, uphold the public interest and use the Council Vision and Priorities to advance the community vision, which is to be a collaborative and innovative organization that is future-focused and committed to excellence. The city's communications and outreach teams help achieve this mission by:

- Ensuring residents understand city services, policies and actions.
- Supporting meaningful opportunities for community members to engage and build relationships.

- Delivering credible information that demonstrates the value of city services and reinforces the City of Bellevue as a trusted source of news and information.
- Communicating with the public to help them prepare for and respond to emergencies.
- Preparing city staff and leadership, including the City Council, to effectively communicate with the public, media, key partners and other agencies.
- Advancing diversity, equity, inclusion and belonging through accessible and inclusive communications.
- Living the city's core values of exceptional public service, stewardship, commitment to employees, integrity, innovation, and diversity, equity and inclusion. The city operates by these essential and enduring core values that guide individual actions, interactions, and decision making in the organization.
- Upholding the status of Bellevue as a trusted, high-performance government agency.

“Bellevue cares for the community by listening to, being accountable to and engaging with residents and partners.”



2. Communications Team: Mission, Goals and Purpose

Bellevue's Communications team, in the City Manager's Office, is committed to establishing and achieving communication goals aligned with the city's overarching purpose, mission and values, as well as the City Council Vision and Priorities.

Purpose Statement

The Communications team oversees citywide communications, disseminating timely information about city services and programs to the public, businesses, media, employees and other stakeholders. This information is delivered through essential and emergency communications, media relations, the internet and intranet, emails, texts, mailers and flyers, marketing materials and publications such as It's Your City, as well as video production through Bellevue Television. The team engages with community members and other stakeholders via social media and our interactive EngagingBellevue website, which facilitates input on city projects.

Mission and Values

Our mission is to deliver timely, useful, inclusive, transparent and coordinated communications to the community, city staff and councilmembers. Our efforts support Bellevue's vision, tell the story of Bellevue as "the city where you want to be" and aim to be responsive to the communication needs of the city. We are partners with leaders and subject matter experts across the city who ensure our messaging is accurate.

We value integrity, relationships, commitment to quality, accountability, creativity, strategic thinking and equity in all we do. As a team, we are committed to helping each other do our best work through collaboration and trust. Further, we strive to embrace innovation and advance our line of business through new tools, techniques and best practices.

As a team, **we recognize the need to support each other** through difficult times and stressful situations, which can be commonplace during the execution of our duties. It's critical that we work to create an atmosphere that nurtures a healthy work-life balance. Just like other high-performing teams, we celebrate our successes, while proactively looking for ways to improve.

Overarching Goals and Objectives – 2024

- Advance the City Council Vision and Policy Priorities related to high-performance government and, specifically, communications.
- Represent Bellevue’s brand and reputation by sharing what the city does and how it operates through proactive messaging aligned to the city’s vision, mission and major initiatives. This work is further accomplished through effective management of key social media channels, sharing of immediate/emergency communications and telling the city’s story through creative, compelling writing and innovative video productions.
- Provide agile and adaptable communication services across the city’s functions and departments while maintaining a culture of innovation, collaboration and high standards, a commitment to accurate, timely, relevant and transparent communications.
- Support the city’s diversity-related work through accessible and inclusive communications and continued outreach that gives all residents in the community the opportunity to engage.
- Support city-related initiatives and crisis/emergency/issue communications work, as assigned.

“The communications team is committed to establishing and achieving communication goals aligned with the city’s overarching purpose, mission and values.”



3. Communications Team: Structure, Priorities and Key Performance Indicators

The Communications function at the City of Bellevue is performed by several strategic communicators, digital strategists, public information officers, and content developers who work collaboratively to share timely and useful information with Bellevue residents, businesses and other stakeholders. Not all of these professionals are in the City Manager’s Office. Some Communications team members report directly to department leadership but collaborate closely with the Chief Communications Officer (e.g. Police and Fire public information officers) and serve as members of the broader Communications team.

Key Initiatives in 2023 and 2024

- The Communications team prioritized **future-focused growth messaging** during this time including the city’s Comprehensive Plan Update, bringing on new transportation options including light rail, continued economic development and recovery, and a robust forward-looking strategy for several key city initiatives. Our messages sought to clarify what growth means and might look like for Bellevue residents and communicate how the city is ensuring growth is **smart, sustainable and equitable** as we meet the needs and challenges of a growing community.

- The team focused on maintaining **flexible and responsive communications**, working quickly to **address emerging issues** for the city and **ensure timely and transparent information** through a newly formed centralized team structure and citywide operational model.
- Ongoing Priorities and Best Practices
- Expand the team’s reach to engage more people who live, work and play in Bellevue.
- Support communication for major city initiatives on the horizon both outside and inside the organization.
- Work collaboratively as a function to study, suggest and follow best practices and pursue thoughtful innovations.
- Continue to analyze the current landscape of tools and leverage effective new channels where appropriate.

Meeting Cadence and Purpose

The Communications team meets regularly, typically every week. The chief communications officer or their delegate leads the meeting, with input on content from the group.

The goal of these meetings is to:

- Share information
- Flag emerging and potentially challenging issues

- Analyze the successes or challenges of recent case studies for continuous improvement
- Learn about and coordinate communications approaches for city, agency, or other partner projects
- Host professional learning events
- Collaborate with other teams in the city to better understand their work and its intersections with communications
- Celebrate achievements and build team trust, camaraderie and accountability
- In certain instances, an ad hoc meeting or series of meetings will be called to leverage the group’s assistance in an emergency or crisis situation

Employee Titles and Roles

Chief Communications Officer

The Chief Communications Officer manages the city’s external communications, leading a team of Public Information Officers (PIOs) primarily supporting the Community Development, Development Services, Fire, Parks & Community Services, Police, Transportation, and Utilities departments in addition to all other functional areas in the city. They also lead the city’s internal video production function, Bellevue Television, and contribute to the city’s internal communications strategies and content. This role oversees media relations, emergency public information and public outreach strategies, among other responsibilities.

Deputy Communications Officer

The Deputy Communications Officer helps manage the city’s internal and external communication strategies in support of the entire Communications team and with specific functional teams or groups without dedicated PIO support. This role works closely with the Chief Communications Officer to strategize communications tactics and prioritize communications support for the City Council, the city’s diversity, equity, inclusion and belonging work, Human Resources and internal communications, and other various departments in the city, to communicate with staff and residents on key initiatives, happenings, and city council matters.

Digital Communications Coordinator

The Digital Communications Coordinator ensures quality and consistency in all city communications, editing and writing news releases, providing content for Bellevue’s external and intranet web sites, and the “It’s Your City” publication delivered to all Bellevue mailboxes three times per year. This role also manages and monitors the city’s social media sites and must continually research ways to ensure residents have equitable access to city communications, the city is using the most effective communication channels, all messages align with the city’s voice and brand, and residents can easily learn about what the city is doing and give feedback.

Bellevue Television: Multimedia Content Developers who produce, shoot video, and edit video content

Bellevue Television programming includes content for social media channels, coverage of live events, broadcasting of city meetings, department feature stories to help share city programs and services with the public, public service announcements, a full channel of public access content, and the monthly “Lake to Lake” news program. The team also supports the internal organizational video needs of the city.

Community Development Public Information Officer

The Community Development PIO primarily supports communications for programs, projects and initiatives in the Community Development department, including the city’s Arts, Economic Development, Neighborhoods, Environmental Stewardship and Planning teams.

Transportation Public Information Officers (two)

The city’s Transportation PIOs inform and educate the public about what the city is doing to make their travels reliable and predictable, regardless of their choice of transportation mode. This includes communications related to a variety of mobility improvements such as bike lanes, multipurpose paths and mass transit projects, in addition to road maintenance, construction and any pertinent closures. They also support communications about partner projects, such as Sound Transit light rail implementation and Washington State Department of Transportation construction and maintenance work.

Utilities Public Information Officer

The Utilities PIO keeps customers informed about the city’s delivery of drinking water as well as services for wastewater, storm and surface water, and solid waste/garbage service.

Parks & Community Services Public Information Officer

The Parks PIO shares information with the public about the Parks and Community Service Department’s many programs and projects, including community events, park openings, youth and outdoor education programming and parks planning.

Development Services Public Information Officer

The city’s Development Services PIO educates the community and responds to inquiries about growth and development in Bellevue and the work of Development Services, from project application and review to permits and inspections to changes in land use code.

City Speechwriter/Communications Coordinator

The city speechwriter supports all written communications for the City Council in collaboration with the chief communications officer and broader communications team. This includes support for speaking engagements, presentations, appearances, letters, proclamations, commendations and other council communications.

Community Engagement Lead, Community Development

The Community Engagement Lead for Community Development works closely with the PIO group as they create opportunities for residents to have their voices heard on issues ranging from affordable housing to neighborhood planning to environmental stewardship.

Fire and Police Public Information Officers

Bellevue Fire and Bellevue Police each have a dedicated PIO. Both are a part of the broader PIO team, but report through their individual departments rather than into the centralized PIO structure in the City Manager's Office, as their roles are unique to the fire and police functions and primarily focus on emergency response and immediate media requests.

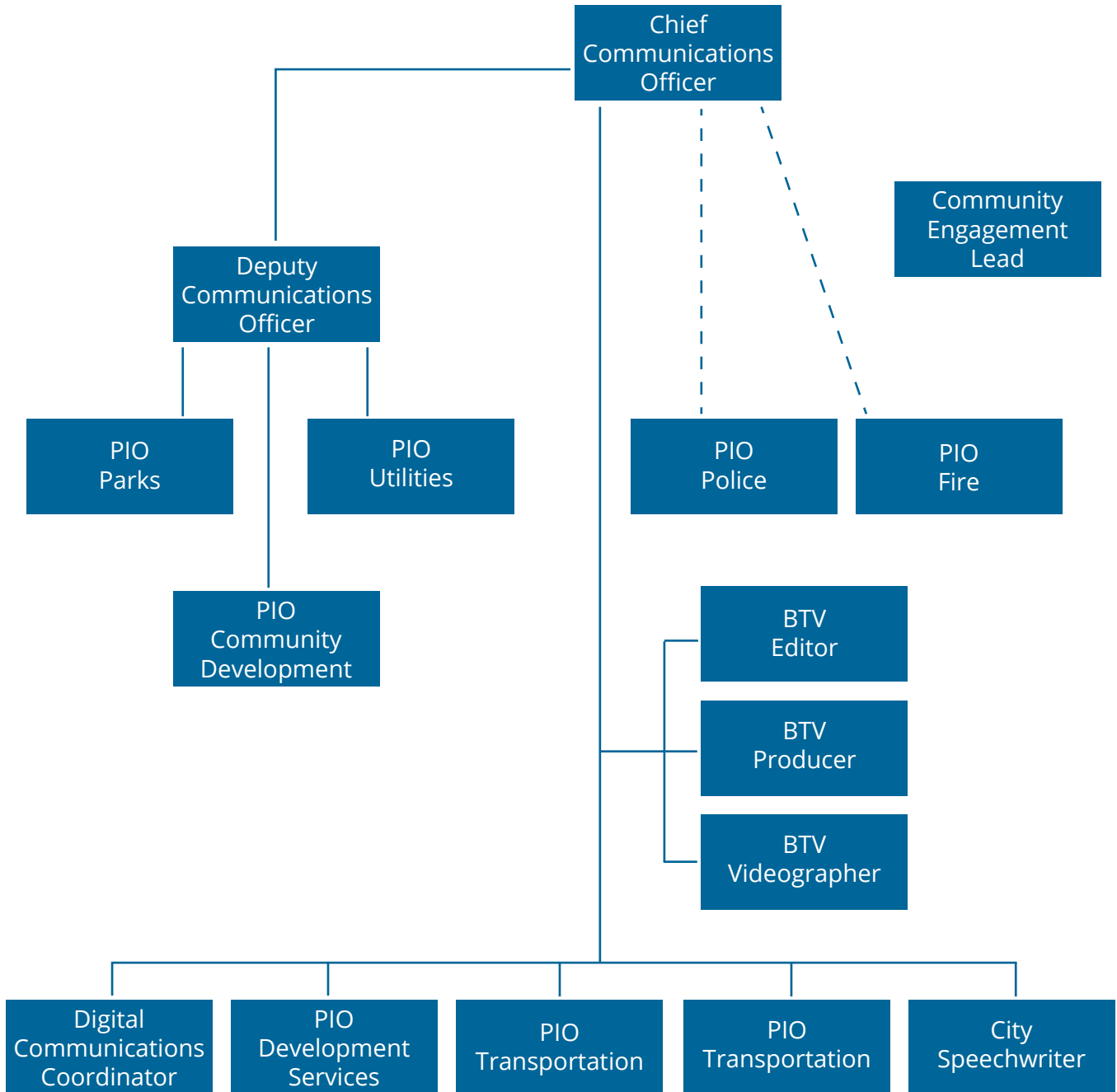


“The Communications function is performed by several strategic communicators, digital strategists, public information officers, and content developers.”

Organizational Chart

Effective Nov. 18, 2024

*Note: Police and Fire continue to be in the matrixed reporting structure



Team Member Conduct and Norms

Each teammate makes the following commitment to each other during meetings and/or in the course of city-related work:

- Be open to giving and receiving honest, considerate feedback
- Be timely and responsive
- Embrace collaboration with each other, across the city organization and externally
- Hold each other accountable
- Always be respectful, even when challenged or during a disagreement
- Look for team-building opportunities
- Share opportunities for individual and team growth
- Study, suggest and follow leading practices
- Be engaged

External Partners

- [DH](#) – The Communications team partners with DH (formerly Nyhus), to produce monthly social media content aligned with city priorities, and to provide crisis communications support as needed.
- The team works closely with community partners including the [Bellevue Chamber of Commerce](#), the [Bellevue Downtown Association](#) and [Visit Bellevue](#) in promotion of and support for mutually beneficial events, initiatives and community activities.
- Communications team members work closely with marketing and outreach vendors when outside resources are required or budgeted for specific projects and initiatives.

Inter-departmental Partnerships and Initiatives

The Communications team PIOs and communications professionals based in the City Manager’s Office (including Bellevue Television), report to the chief communications officer or deputy communications officer. The PIO roles primarily support the **Transportation, Utilities, Parks & Community Services, Community Development and Development Services departments**.

Two additional PIOs directly report to the chiefs in the **Police and Fire departments**.

Outreach-focused staff based in **Community Development** are invited to meetings in a partnership and information sharing role and assist the PIOs with outreach-specific questions.

The Communications team partners with the City Clerks Office to support the needs of the City Council.

In partnership with the **Digital Government Team** in the IT department, the Communications team launched a new city website and continue to coordinate on its ongoing evolution. The city's mapping and graphics teams support communications work by providing compelling visuals, such as mailers, maps and posters.

The Communications team partnered with the **Neighborhoods** division in Community Development to launch the city's Nextdoor account and the Engaging Bellevue engagement website, and regularly partners on outreach events and initiatives, including Bellevue Essentials, Neighborhood Walks and the Experience Bellevue Neighborhoods Conference.

The Communications team supports a One City organization-wide approach to the city's **Future of Work** efforts, with certain members serving on a dedicated team to deliver staff education and support materials for hybrid work and new technology tools to continue our path of innovative service delivery and flexibility.

The Communications team partners with the city's **Human Resources** department and **executive leadership** to deliver important internal staff communications in alignment with the city's core values and mission.

The centralized Communications team supports all communications needs of the city across city departments and functions beyond dedicated PIO support including the city's **Diversity Advantage Team, Homelessness Outreach Team, City Attorney's Office, City Clerk's Office, Finance & Asset Management department, IT department**, and executive leadership in the **City Manager's Office**.

Awards, Recognition and KPIs

Bellevue won a [Savvy Award](#) from 3CMA (the City County Communications and Marketing Association) in 2021 for its special edition of the It's Your City community newsletter in 2020 focused on **connecting residents to relief resources** during the pandemic.

- The special "[Apart Together](#)" edition featured a map of food banks and other resources, presented in multiple languages.
- The team partnered with Neighborhood Outreach, Parks & Community Services, and the Diversity Advantage teams to compile an insert in the edition with resources and expertise serving as **an impactful, physical communications tool** for residents in an uncertain time.

Results from the [2021 Performance Measures Survey](#) indicate that the majority (87%-91%) of Bellevue residents agree that the **information the city provides to the public is credible, accurate and useful**. These ratings have been consistent over the past three years.

In early 2022, the Bellevue Communications team conducted a survey of residents' views of city government communications through Elway Research. Key findings of this research include:

- **Cost of living** and **crime** were the top conversation topics among residents.
- **Attention to city government has remained constant**, with about half of respondents paying *more than occasional* attention to city government.
 - ◇ The most attentive respondents pay closest attention to specific city projects, such as sidewalk and street projects.
- **Social media were the #1 or #2 source for information** about Bellevue—regardless of attention to city government.
 - ◇ Facebook and Instagram dominate as the top two platforms used by residents.
- Most respondents, 78%, rated information from the city as **useful and credible**.
- The **city website is a pillar** for information sharing; it was rated by far (76%) the **most useful** city information source.
- The percentage of City Television viewers rose from **16% to 20%** since 2018.
- **Email** is the most popular method residents use to share their views with city hall, while the second most popular method is online surveys, followed by Nextdoor, city meetings and online forums.

For the third time in five years, Bellevue took **first place in the 2022 Digital Cities Survey** by the Center for Digital Government (CDG) for innovations that improve digital access for residents. In part, the innovations that led to this recognition were:

- Leveraging traffic camera footage to track near-crashes between drivers, pedestrians and bicyclists to help the city determine the most helpful locations for safety improvements.
- Adding free public Wi-Fi to affordable housing properties and upgrading Wi-Fi access at parks and other city facilities.
- Supporting integration of smart water meter data for Bellevue Utilities.
- Launching additions to the city's data portal, including data tracking progress on City Council priorities and police data, to add transparency and facilitate data-driven decision-making.

Bellevue won fourth place for **“Overall City Government Experience”** through the Center for Digital Government in 2022.

4. Commitment to Diversity, Equity, Inclusion and Belonging

Communications DEIB priorities

The Communications team strives to develop inclusive content reflecting the rich and diverse array of cultures, genders, abilities and identities in Bellevue and promoting cross-cultural engagement and respect. This content often includes:

- Recognition of major cultural holidays and resources that celebrate and promote awareness of Bellevue’s diversity.
- Translation of important city information and resources into eight languages representing those most spoken throughout the city: English, Spanish, Cantonese, Mandarin, Korean, Japanese, Russian and Vietnamese. Other languages are supported upon request.
- The Communications team prioritizes accessibility of its content and resources, meeting residents where they are by using shared tools to communicate information and partnering with other departments and community groups to make language accessible and resource navigation user-friendly. The team creates accessibility through:
 - ◇ Use of communications tools used most by residents, informed by city-wide surveys.

- ◇ Assisting with or advising on translation and distribution of resources.
- ◇ Coordination with IT department to create user-friendly and accessible web experiences.
- ◇ Use of language that is engaging, understandable and easily translated.

Diversity Advantage Initiative

The City Council’s vision statement begins, “Bellevue welcomes the world. Our diversity is our strength.” In 2014, the city adopted [Bellevue’s Diversity Advantage Plan](#) and the work of making this vision a reality has informed and fueled citywide efforts to grow as a culturally competent organization and to broaden community member engagement. To accomplish this, Bellevue adopted a distinctive approach by forming a [Diversity Advantage Team](#) (including community engagement, organizational development and ADA/504/Title VI) to drive organizational and community change.

The [Diversity Advantage Plan](#) identified improving communication tools as a critical need. Efforts to create translation, interpretation and accommodation policies have been completed or underway since the plan’s inception. The Communications team works in strong partnership with the Diversity Advantage Team, the city’s ADA and Title VI Officer and other stakeholders to continue supporting key initiatives in diverse outreach and engagement.

Language Access Plan

The Communications team worked in partnership with the city's Office of Emergency Management to develop an **Emergency Communications Plan for residents with limited English proficiency** and supported the city's ADA and Title VI Officer in developing an overall **Language Access Plan** that gives city staff guidance and resources for supporting language access in their daily work.

The Communications team helped create campaign materials, including signs and stickers for community members and businesses to display as a public stand against hate, and our Police PIO assisted the department in holding community forums to raise awareness and encourage reporting.

Council Pledge

In 2020, Mayor Lynne Robinson, with the support of the City Council, pledged to **review police use of force in Bellevue** to identify whether any reforms were needed and announced a [Council Pledge](#) to undertake an independent review. The council considered the findings and recommendations in the report from third-party reviewing agency Office of Independent Review (OIR) Group on Bellevue's police use-of-force policy. The Bellevue Police Department has worked its way through the list of 47 recommendations, assessing them all and adopting many changes where appropriate. The department worked closely with city officials to coordinate public meetings, phone and online surveys, written communications, and community listening sessions to involve the community as part of this effort.

“Inclusive content reflecting the rich and diverse array of cultures, genders, abilities and identities in Bellevue.”



5. External Communications

One of the Communication team's primary goals is to reach key external city audiences and stakeholders including community members, business owners and employees who live and work in Bellevue. In communicating with core audiences, the Communications team establishes messaging, fosters public engagement, facilitates outreach efforts, partners with city departments and shares information with local and national press. These strategies uphold the city's commitment to sharing timely information about city services and programs with the public.

Messaging Goals

The messages and tools the team uses to communicate externally to primary audiences seek to:

- Ensure residents understand city services, policies and actions.
- Support meaningful opportunities to engage.
- Uphold the status of the City of Bellevue as a high-performing government agency and demonstrate the value of city services.
- Offer information to help the public prepare for and respond to emergencies or unforeseen events.

Engagement and Outreach

The Communications team collaborates with project managers and subject matter experts from across city departments to engage with members of the Bellevue community on a variety of topics. The outreach and engagement methods vary based on the topic and target audience, and can include diverse options ranging from an in-person open house to attending a local community meeting.

Engaging Bellevue

- The city developed [Engaging Bellevue](#) as a tool to solicit input from and respond to residents.
- Engaging Bellevue allows residents to learn about happenings across the city and contribute to city-wide conversations about projects. The portal contains content in multiple languages.

Cross-department collaboration

- By maintaining open lines of communication and nurturing relationships, the Communications team seamlessly works alongside all city departments to advance city-wide priorities and communicate to external audiences, including efforts to provide enhanced community outreach and engagement across city functions.

Media Relations

- The city and Communications team members are committed to engaging the media with respect and transparency for their role as a key communications channel with the public. The following information supports interaction with the media.

Processes – For the Media

- General media inquiries are handled during office hours (8 a.m.-5 p.m., Monday through Friday.) During regular business hours, contact the [Chief Communications Officer](#) by phone or email.
- The city has a [media inquiry page](#) and lists contact information for reporters to reach spokespeople and members of the city's Communications team, including department public information officers.
- The media page includes a media kit with links to background information including:
 - ◇ Bellevue at a Glance
 - ◇ Bellevue's History
 - ◇ Economic Development
 - ◇ City in a Park
 - ◇ Neighborhood Area Map

Media Contact Roles

Media inquiries will be forwarded to the subject matter expert on the Communications team, particularly PIOs in the various city departments, to work with subject matter experts if necessary and initiate a response.

See above in Section 4 for specific roles and responsibilities of the Communications team.

Crisis Management

The Communications team is responsible for responding to crises that take place in the city of Bellevue. This work often takes place when information quickly changes and it is imperative that community members get the latest information. During a crisis,

the Communications team takes care to provide accurate information and works to deliver timely, useful, accessible, transparent and coordinated communications to impacted communities.

Roles and Responsibilities

Internal team

- The Chief Communications Officer leads the Communications team and coordinates with PIOs to effectively address city crises when they arise.

Spokesperson

- The Chief Communications Officer or designee is the city's primary spokesperson for media engagement during crises, consulting with city leadership to determine the best subject matter experts.

Outside counsel

- Occasionally, the Communications team seeks support from outside counsel on addressing a crisis, including reviewing media statements and advising on media relations.

Protocol

- When an emergency occurs that requires activation of the city's Emergency Operations Center, the Communications team members also activate as PIOs for the emergency incident. The team has protocols for personnel rotation and specific EOC instructions for handling PIO duties and interaction with the other functional areas within the EOC for the duration of the incident.

6. Tools and Resources

The city leverages several tools, resources and applications to deliver news and gather input from community members. As a city with a significant tech presence, Bellevue works to innovate information sharing and improve its toolkit to meet residents where they are.

Newsletters

- [It's Your City](#) – A seasonal newsletter in digital and mailed hardcopy format providing news, events and city highlights.
- [Neighborhood News](#) – A monthly digital and printed newsletter from the Neighborhood Outreach Office that keeps residents informed about city and neighborhood events and projects. The newsletter is shared on the website and in key gathering locations throughout the city.

Email and SMS Alerts: GovDelivery

- The City of Bellevue uses [GovDelivery](#) to offer free Alerts to residents who opt-in on topics including city news, jobs, events, programs and more.
- The city sends two to three messages a day typically, to thousands of people who have opted in for the updates. Open rates are consistently around 30% for news and project updates.

City News and News Releases

- The city posts all news releases (about 150 per year) to its website and amplifies on social media. Releases are archived after five years.

Social Media (follower count as of Aug. 2023)

- [Facebook](#) – 10,000 followers
- [Instagram](#) – 4,096 followers
- [X/Twitter](#) – 16,444 followers
- [YouTube](#) – 2,210 subscribers
- [NextDoor](#) – 53,947 members
- [LinkedIn](#) – 8,234 followers

City of Bellevue Website

- [Bellevuewa.gov](#)
- [Hot Topics](#)
- [Engaging Bellevue \(for input\)](#)
- [Council Roundups](#)

Bellevue TV

[Bellevue Television](#) is the city's government access cable channel, available 24/7 on cable channel 21 and the Bellevue TV YouTube channel.

Development Activity

The [Development Activity page](#) tracks and collects information on construction activity in Bellevue, including:

- Interactive map with real-time information about major projects.
- Permit status tracker and permit data spanning the past five years.
- Processes for permits.
- Public records request submissions.
- Bulletin of applications, public meetings, decisions, hearings and appeals on land use.

City Calendar – Meetings and Events

- The [City Calendar](#) includes city events sortable by category, department and date. The calendar allows residents to register for events, find contact information, directions and reasonable accommodation guidelines.
- These events range from community meetings and events on local government, cultural exchange, arts, transportation, parks, education, recreation and youth activities.

MyBellevue

MyBellevue is a mobile app that allows residents to request services and access city news, social media and jobs easily with their phones and other portable devices. The app is also available on the city website as a [customer assistance portal](#).

The app brings convenience to local government and empowers residents to engage with the city. With MyBellevue, residents can:

- Easily report issues in the moment.
- Attach a photo and use GPS to locate issues.
- Track reported issues.
- Quickly access city news, events and jobs.
- Easily connect with the city's social media.
- The app is available on Android and iPhone.

Traffic Advisories

- The [Traffic Advisories webpage](#) is updated weekly with the latest road closures, construction impacts, and partner agency projects affecting transportation in Bellevue.
- Residents can receive weekly updates [via text, email, X \(formerly Twitter\) and Nextdoor.](#)

Processes for Adopting New Tools

- For communications channels (i.e., social media, email delivery and digital platforms) the Chief Communications Officer is responsible for reviewing and approving new channels and tools. Community surveys help inform decisions for adopting new tools.
- The efficacy of the city's communications tools is re-evaluated every two years through resident communication surveys.
- For tech-intensive tools, such as apps or website additions, the IT department is consulted and partners in the development and deployment of new technology applications.
- The infographic on next page visualizes a snapshot of the tools available to the team.

“The city leverages several tools, resources and applications to deliver news and gather input from community members.”





Get Involved

The City Council welcomes your feedback. Resident participation contributes to the overall health of Bellevue, "The City Where You Want To Be!" council@bellevuewa.gov

Stay Connected with the City of Bellevue

BellevueWA.gov/Newsroom



Bellevue's Website

BellevueWA.gov
Easy to navigate on your computer or mobile device.



Alerts

Go to BellevueWA.gov/City-News and click on the "Subscribe" button under "Alerts." You can also sign-up on individual project pages. Keep up-to-date with city news and events by email or text.



Social Media

"Like" or "Follow" our channels to receive the latest news.



[Facebook.com/
BellevueWashington](https://www.facebook.com/BellevueWashington)



[@BellevueWA](https://twitter.com/BellevueWA)

Look for our neighborhood specific updates on



[Nextdoor.com](https://www.nextdoor.com)



Bellevue TV

Live and recorded broadcasts of City Council meetings, "Lake to Lake" monthly magazine, arts, culture, education, local community events and special programming on major issues.



Entertaining and informative content.
[YouTube.com/BellevueWashington](https://www.youtube.com/BellevueWashington)



MyBellevue App

Request services and access city news, jobs and social media.

Available for free in the App Store, Google Play and Windows Store.

Requests can be also be submitted via:
BellevueWA.gov/MyBellevue

7. Planning for the Future

The Communications team is committed to sharing thoughtful, transparent information about Bellevue's continued growth and city management as it seeks to help foster an accessible, inclusive vision for the future.

Priorities for the Future

Goals the Communications team aims to achieve over the next 1-3 years

- Expand the team's reach to engage more Bellevue residents.
- Study, suggest and follow best practices in communications.
- Provide explicit, helpful guidance and resources to communications staff on city voice, current messaging priorities and use of culturally competent language.
- Leverage effective new channels where appropriate.

Potential Tactics

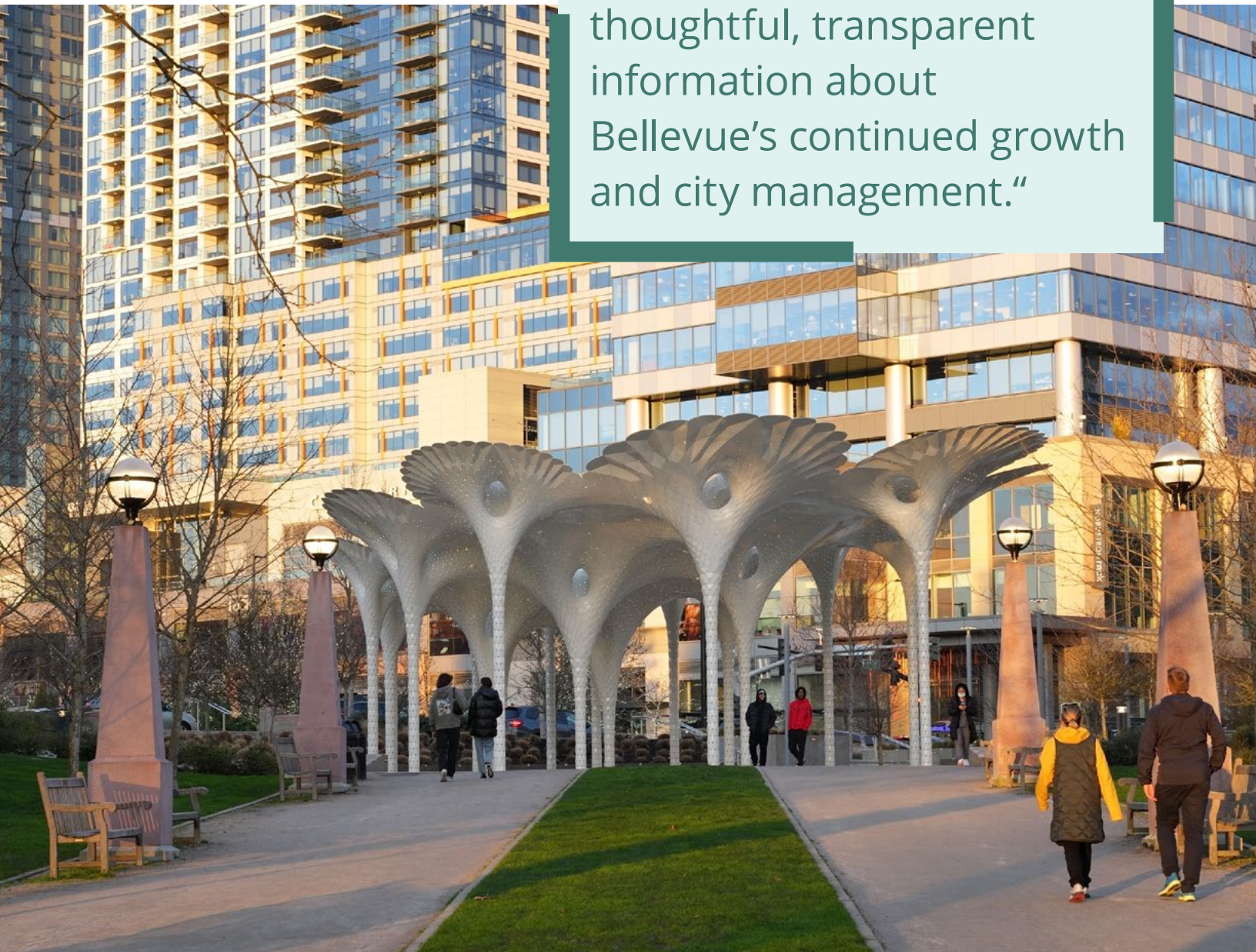
- Work closely with the core team tasked with exploring ways to enhance the city's outreach and engagement efforts, the Diversity Advantage Team, the Neighborhoods group and cultural outreach assistants to leverage contacts in community-based organizations and groups who can help amplify city messages within diverse communities. Build relationships with these groups to enhance the effectiveness and reach of communications.

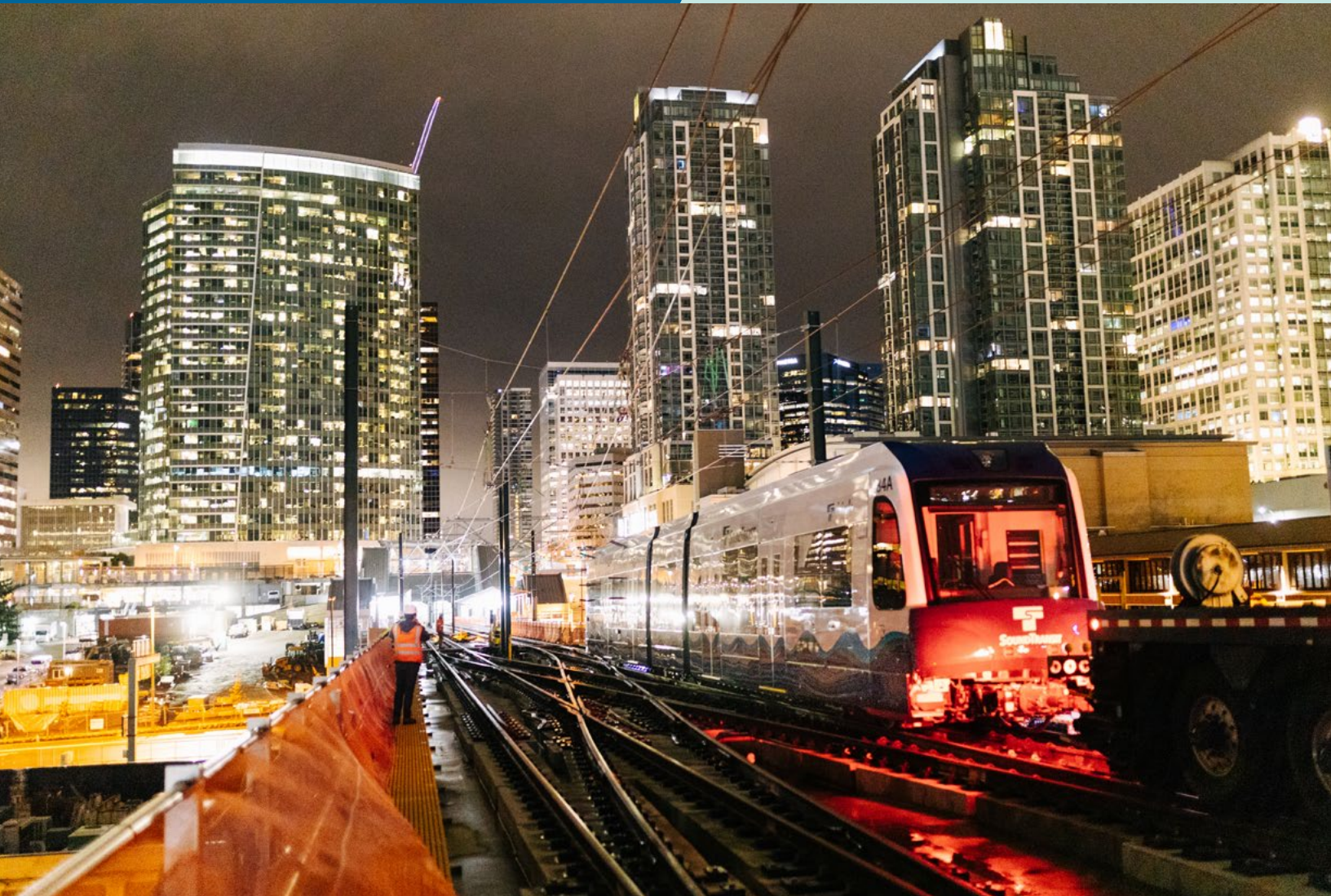
- Update distribution lists to reflect these connections.
- Continue working with regional PIO group to share experiences, lessons learned and best practices.
- Deploy small sub-teams within the Communications team to lead innovation and strategic planning for the team's top functions/areas of work including social media, video, data and analytics, outreach and engagement, and more.
- The Communications team recommends the development of a plain-language communications policy and a city-wide diversity, equity and inclusion glossary. These tools would create consistency across all communications regarding attention to accessible communications and best practices for use of cultural, ethnic/racial, gender, disability, and other terminology. A glossary would ensure all city communications reflect the latest recommendations for inclusive, non-harmful language.
- Develop messaging guide annually for key priority areas for the city, to be used by any staff who broadly communicate externally or internally.
- Study and remain abreast of recent social media trends to understand where the best opportunities are for the city to most effectively reach and engage residents.

Measuring Success

- Track number of added/removed contacts from news distribution lists annually.
- Meet with four community-based organizations or agencies annually to discuss communications preferences to best meet the needs of the community and engage in two-way dialogue.
- Meet with regional PIO group four times per year.
- Track completion of two goals per year for each sub-team in the functional communications areas.
- Include question about culturally competent and inclusive language in next communications survey and upon completion of the DEI style guide.
- Continue tracking followers and engagements on social media channels and analyzing trends and changes quarterly with an annual assessment of actions for the coming year.

“Committed to sharing thoughtful, transparent information about Bellevue’s continued growth and city management.”





For alternate formats, interpreters, or reasonable modification requests please phone at least 48 hours in advance 425-452-4346 (voice) or email mdegrand@bellevuewa.gov. For complaints regarding modifications, contact the City of Bellevue ADA, Title VI, and Equal Opportunity Officer at ADATitleVI@bellevuewa.gov.

