



Bellevue City Council

2024-2026 Vision & Priorities

Q2 2025 Progress Report
July 01, 2025



Bellevue welcomes the world. Our diversity is our strength. We embrace the future while respecting our past.



Bellevue is a city of diverse and connected neighborhoods.

Our inclusive residential communities are safe, friendly and welcoming, with gathering places that connect neighbors to each other. Housing options abound, with many choices in a range of affordability levels.



Bellevue is a great place for business.

Businesses choose Bellevue. We compete with the world, and collaborate with local and global business partners to help them achieve success. We value our talented workforce. Entrepreneurs turn their vision into reality through access to human, intellectual and monetary capital. We welcome and support our businesses, from small mom-and-pop shops to world headquarters.



Education is a core value.

We are well-educated, well-trained and prepared for life in the 21st century, where we create the future. Students of all abilities are prepared and supported for success in their future, and we continuously strive for improvement.



We celebrate all aspects of our culture.

We embrace our many diverse cultures through arts, history, business, entertainment, food, community gatherings and nightlife. Cross-cultural connections enrich our community and sense of belonging.



We are a “City in a Park.”

We value our abundant open space – whether it be the tranquility of a wooded trail or a paddle through the Mercer Slough. Everyone has access to activities and amenities, be they people-watching in an urban plaza, enjoying our trails, playing a favorite sport or gazing at the shimmering sun on a bright blue lake.



Bellevue is an equitable community.

Bellevue is diverse and welcoming, and everyone, from newborn babies to people with decades of life experience, feels a sense of belonging, with opportunities to engage and thrive. Equity is a core value, and we actively work to build an inclusive community, free from racism, hate or bias.



Innovation is an integral part of our community.

We embrace and support innovation in all aspects of our community – systems, institutions, businesses, schools and government. This innovative spirit is crucial to Bellevue’s success.



Environmental sustainability drives our long- and short-term actions.

Our natural environment is an integral part of our sense of place, and its preservation is paramount. We focus on reducing our environmental impacts in order to support the health, wellbeing, and resilience of individuals, our community and the region.



Our elected leaders share these goals and this vision.

Bellevue cares for all people by listening, being accountable to and engaging with residents and stakeholders. We provide the vision and strategy needed to fulfill our ambition for excellence and be leaders and collaborators throughout the region. Bellevue is respectful of and respected by our neighbors.

The future of Bellevue is multidimensional, and city government will keep the trust of its residents by focusing on:

- High performance government
- Vibrant economy
- Safe and efficient transportation system
- High quality built and natural environment
- Community safety and health
- Thriving people and communities

Bellevue City Council

2024-26 Priorities



1. Identify and implement enterprise approaches to service management, community engagement and data analytics to improve customer service, access and transparency.

Progress Update:

- The second phase of the Utilities customer portal went live in June, providing users with water consumption data; analytics and dashboards; and customer-selected notification and self-help features in addition to billing and payment capabilities.
- As part of an effort to improve Utilities customer service, the city recently completed an options analysis project to enhance call center capabilities.

Looking Ahead:

- The city is exploring opportunities to improve permitting application timelines by leveraging emerging technologies to enhance permit delivery.
- The city will be leveraging an existing service management platform to provide a streamlined electronic application process for those who may qualify for the utility billing assistance program. The program is slated for a soft launch in July 2025, and an anticipated go live in August 2025.

2. Develop and establish an updated brand identity for the City of Bellevue that reflects both our past and our future; an identity that is iconic and leaves a lasting impression that Bellevue delivers high quality services and is a place that people want to live, work, learn and play.

Progress Update:

The scope for this project has been defined and the contract finalized. A strategy session with the consultant has been held and outreach in progress to internal teams to plan for their involvement in elements of this project.

Looking Ahead:

In the next quarter, staff will hold focus groups, conduct a communications survey, and complete a gap analysis. A summary report and recommendations will be developed in Q4 2025.

Bellevue City Council

2024-26 Priorities



3. Explore options to expand arts funding through mechanisms such as the annual grant process, direct investment in the BelRed Arts District or others.
-

Progress Update:

This quarter, the Arts Commission received an update on the annual Arts Project Grant award amounts. Applicants for arts grants can choose from pre-set award amounts, from \$1,000, \$2,000, and \$3,000 for individual projects. In the 2026 granting cycle the amounts will be \$3,000, \$5,000 and \$7,000. The new awards levels will help organizations keep up with rising operating costs. For example, in recent years the Meydenbauer Center Theater has increased in cost for a nightly rental from approximately \$3,000 to between \$4,000 and \$5,000 or more depending on the size and needs of a show. The new award amounts will help keep pace with the costs of arts presentation in Bellevue.

Looking Ahead:

Staff will open the Art Project Grant call and award recommendations will be presented to City Council in Q4.

4. Update the Affordable Housing strategy and targets with a focus on implementing high-priority actions.
-

Progress Update:

Staff are developing draft actions for the Affordable Housing Strategy, emphasizing alignment with goals, impacts, and effectiveness. Actions are informed by targeted engagement with organizational partners and those most impacted by housing affordability. Council received a mid-project briefing on progress and community engagement.

Looking Ahead:

Staff will continue to refine and prioritize actions and then plans to advance a draft strategy and action plan to City Council for consideration by the end of the year.

Bellevue City Council

2024-26 Priorities



5. Identify and implement strategies to facilitate use of city-owned property for affordable housing development.
-

Progress Update:

The Office of Housing has completed two rounds of evaluation for both city-owned parcels slated for affordable housing (Wilburton and Kelly). Teams are now moving into the third phase of selection, which will result in a final recommendation for each site.

Looking Ahead:

Staff are moving into the final selection phase for both city-owned parcels (early Q3). Once selection is complete, a final recommendation will be forwarded to the City Manager's Office leadership to update City Council and move forward with contracting and negotiation with the respective development teams for each parcel. Staff anticipates bringing the contract to City Council in early Q4.

6. Simplify the permitting process for Accessory Dwelling Units by offering pre-approved plans for Detached Accessory Dwelling Units.
-

Progress Update:

On June 24, City Council adopted new regulations allowing Detached Accessory Dwelling Units (DADUs). This provides a framework for developing pre-approved DADU plans. Council also expanded this priority to include pre-approved Cottage Housing plans. Staff is currently in the "pre-launch phase" and preparing to initiate work on this program with Council in the fall (September/October). The "pre-launch" phase includes developing the community outreach plan, assembling the internal team, and identifying external stakeholders and design professionals who will contribute to the effort.

Looking Ahead:

City Council will review the scope of the pre-approved DADU and Cottage Housing program in September or October and consider directing staff to begin work on it, with the program expected to be completed and publicly launched in spring 2026.

Bellevue City Council

2024-26 Priorities



7. Develop policy tools to preserve the architectural character of Old Bellevue and support the retention of existing businesses as redevelopment occurs.
-

Progress Update:

This priority is included in the 2025-26 Land Use Planning Initiatives workplan and is scheduled to begin once previously initiated code amendments are completed and resources become available.

Looking Ahead:

The Downtown Livability Amendments 2.0 LUCA will incorporate this priority as part of its scope, with City Council initiation expected in Q1 2026.

8. Work with King County and partner agencies to develop the Eastrail from Renton to Snohomish, including key projects and local connections in Bellevue.
-

Progress Update:

Key design and construction milestones are on track. King County's projects on the Eastrail mainline are proceeding on schedule.

Looking Ahead:

Preliminary design for the Eastrail connection to Main Street will begin in Q3.

9. Update the Diversity Advantage Plan and implement the near-term actions.
-

Progress Update:

The draft Diversity Advantage Plan 2035 is complete, along with a separate plan for implementation. At the end of Q2, 80 percent of city staff have finished training.

Looking Ahead:

The plan will come to City Council for a study session and consideration of adoption. The city will create opportunities to inform residents of the plan's update and how community feedback informed its development.

Bellevue City Council

2024-26 Priorities



10. Enhance community engagement efforts to increase equitable public participation in city decision-making and improve the reach and effectiveness of the city's engagement strategies.
-

Progress Update:

The community engagement team has completed an audit and internal review of current practices and support for ongoing city-wide initiatives. The program has initiated stakeholder engagement.

Looking Ahead:

Additional focus groups and stakeholder engagement are planned for Q3 2025 on improving community engagement. An update to City Council is anticipated in September.

11. In alignment with the Human Services Strategic Plan, support human services programs to meet community needs and increase equitable access and outcomes.
-

Progress Update:

- Staff have executed the contracts for 79 human services agencies funded for 2025-26. Per the strategic plan, the work of contracted agencies addresses the most significant gaps and disparities, as indicated by data, which include culturally and linguistically-specific services, shelter/housing/housing stability, food/basic needs, behavioral health, and childcare.
- The 2025 Human Services Needs Update survey is complete and data from the survey, focus groups, and subject matter expert interviews are being analyzed.
- Human Services staff updated the public-facing [human services dashboard](#) with 2024 metrics.

Looking Ahead:

The 2025 Human Services Needs Update is anticipated to be completed next quarter. In Q3 - Q4, staff will conduct annual provider site visits and monitoring with all contracted agencies.

Bellevue City Council

2024-26 Priorities



12. Support programs related to homelessness prevention and programs that help quickly house individuals experiencing homelessness.
-

Progress Update:

- Staff have executed the 2025-26 contracts for the human services agencies providing shelter and other homelessness-related work.
- The Homelessness Outreach program public dashboard with data on the program's performance, including the number of clients housed with assistance from staff, is in its final stages and will be published in early Q3.
- Bellevue, other Eastside cities, and the King County Regional Homelessness Authority (KCRHA) are working to create an interlocal agreement to expand severe weather response.
- City Council approved an extension of the Safe Parking program to continue operating through 2025-26. In the spring, the program had to vacate its day center space at Lincoln Center due to structural concerns with the building.

Looking Ahead:

- Human Services staff will schedule annual monitoring visits with agencies at the program site to directly observe the provision of services, build relationships with providers, get updated information on program successes and challenges, and ensure contact compliance.
- Staff are focused on maintaining the Safe Parking program, including identifying new temporary and long-term locations for the program pilot.
- KCRHA will release a request for proposals to facilitate severe weather response on the Eastside.
- Bellevue staff will begin contributing to a joint database co-hosted with the cities of Kirkland and Redmond, which will enhance the city's ability to track and report on data.