

## City of Bellevue - Budget One 2013-2014 Operating Budget Proposal

### Section 1: Proposal Descriptors

**Proposal Title:** Implementation of Electrical Reliability Recommendations

**Outcome:** Economic Growth and Competitiveness

**Primary Department:** City Manager

**List Parent/Dependent Proposals:** N/A

**Previous Proposal Number(s):** N/A

**Proposal Number:** 040.10NA

**Proposal Type:** New Service

**Proposal Status:** Not Funded

**Attachments:** Yes

**Primary Staff Contact:** Sheida Sahandy

**Version Tracking:** N/A

### Section 2: Executive Summary

The City expects highly reliable electrical service from Puget Sound Energy ("PSE"), its electrical service provider. Electrical reliability is critical to meet economic, public safety, and public health objectives, as well community expectations regarding convenience and quality of life. Bellevue's knowledge and technology-based economy requires reliable electric service to meet current and future demand. Electrical reliability is measured using two indicators: frequency of outages ("SAIFI") and the duration of outages ("SAIDI"). The Washington Utilities and Trade Commission ("WUTC") sets standards and regulates performance with respect to these measures. A consultant study confirmed that Bellevue measurements of SAIDI and SAIFI have met WUTC standards for the last five years. The consultants did, however, provide recommended actions if the city desires to proactively advance Council's Electrical Reliability Interest statement. This proposal requests enough new resource to create a centralized position to focus on electrical reliability, immediately implement the top two priorities in the recommendations, and to manage the gradual implementation of the remainder of the recommendations.

### Section 3: Requested Resources

Fund: 00100

Project Number: N/A

#### OPERATING

Expenditures	2013	2014
Personnel	\$ 0	0
Other	15,000	15,000
Capital	0	0
	\$ 15,000	15,000

Supporting Revenue	2013	2014
	\$ 0	0

**Rev-Exp Balance** \$ -15,000 -15,000

FTE/LTE	2013	2014
FTE	0.00	0.00
LTE	0.00	0.00
<b>Total Count</b>	0.00	0.00

#### Please briefly describe:

**A. "Other" Expenditures:** Funds requested to allow for consultancy support, community outreach and printing of publications

**B. "Capital" Expenditures:** NA

**C. Supporting Revenue:** NA

**D. Dedicated Revenue:** NA

**E. FTE/LTE:** .56 new FTE

### Section 4: Budget Proposal Description

In 2011, Council commissioned an Electrical Reliability Study (the "ERS") in order to receive an objective, expert, evaluation of the current state of the city's electrical reliability and the adequacy of

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plans for the future. Council's stated goals as they relate to Electrical Reliability are the following:

- Enhance the City's role as an informed stakeholder
- Ensure a highly reliable electric system is built and maintained
- Ensure the electric system keeps pace with future load growth
- Work collaboratively with PSE to site facilities ensuring sensitivity to neighborhood character
- Ensure fair and reasonable rates
- Improve PSE's transparency of operations

This study showed that Bellevue's reliability compares favorably to most but recommendations were provided in order to work towards meeting the Council goals stated above. The ERS report is available on the City Manager Office's Electrical Reliability SharePoint site. The consultants estimated that between 1.8 and 2.25 FTE would be required to implement all of their recommendations immediately. No resources have yet been allocated for implementation.

After internal conversations about the extent to which some of the work could be integrated into existing work plans, and a prioritization of the recommendations in collaboration with the consultants based on urgency, it was decided that .56 FTE would allow the two highest priority items to proceed (the annual reliability workshop and the annual planning workshop) and that the remainder of the recommendations could be addressed over time. This proposal could be scaled up to the full extent of the consultant recommendations in order to provide more rapid implementation of the recommendations and more in-depth treatment of the broader issues and goals.

The new staff resource would be responsible for:

- Implementing, and/or managing and coordinating the implementation of, the recommendations made in the ERS. Please see the attachment for a summary of all of the consultant recommendations – this proposal ensures that the annual planning meeting and the annual reliability meeting are implemented in the next budget cycle.
- Researching best practices, gathering and assimilating industry and organizational knowledge, tracking issues and departmental plans as they relate to electrical reliability, all with the goal of continuously and actively advancing Council's electrical reliability objectives.
- Serving as the single-point-of-contact regarding electrical reliability for PSE, residents, businesses and other stakeholders.
- Serving as an internal resource and consultant to inform city actions and decisions (such as permitting, land use decisions, long term planning efforts, capital projects, right of way projects, etc.), to ensure the city's desired electrical reliability objectives are integrated into those considerations.
- Working with Council and stakeholders to define specific reliability objectives for the city and to determine appropriate performance measures and targets to be used to measure progress towards the goals.

### **Section 5: Responsiveness to Request for Results**

#### **A. Factors/Purchasing strategies addressed by this proposal - for the PRIMARY outcome:**

This proposal primarily supports the Community and Utility Infrastructure sub-factor of the Land, Infrastructure and Planning factor. It does this by building internal capacity for the City to assume an active role in ensuring that rapidly growing community needs are being adequately responded to by PSE. Additionally, developing and marketing exceptional infrastructure for meeting data delivery needs (as increasingly needed by hospitals, health care providers, software companies and people working from home, just to name a few), will increase the city's competitive advantage as a place to which knowledge workers and industries chose to locate. This supports the Bellevue Reputation sub-factor of the City Brand factor. Lastly, adequate and well-planned electrical reliability systems ensure that proper communication and speedy recovery of service occurs during and after emergencies such as storms and earthquakes. This directly supports the Public Safety sub-factor of the Quality of Community factor. Improving emergency management protocols, better

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integrating emergency management systems with PSE, and continuously working to ensure the existence of robust and redundant systems are all within the purview of what this position accomplishes. The failure to engage on these issues may compromise public safety if inadequate communication occurs during emergencies and if residents, hospitals and first responders have to operate without electricity for extended periods.

**B. Citywide Purchasing Strategies and Factors/Purchasing strategies addressed by this proposal - for the OTHER outcome(s):**

This proposal is also responsive to the Safe Community outcome. Improved communications and coordination between the city's emergency operations center and the PSE emergency operations systems will result in improved emergency operations outcomes. This gap was identified in the recovery from the 2006 windstorm. Making improvements in this area supports the Emergency Management sub-factor of the Planning and Preparation factor in Safe Community.

Lastly, the electrical reliability effort has been supported by an engaged and devoted set of residents who are concerned about the reliability of the current system as well as the adequacy of planning to meet the city's future needs. Accordingly, as a resident-driven initiative, dedication of resource in this direction would support the Delivering Services the Customers Want sub-factor of the Responsive Government factors.

**C. Partnerships and Collaboration proposed:**

This work cannot be accomplished without close work with staff from multiple departments including Planning, Transportation, Development Services, Economic Development and IT. It is for this reason that the effort is being managed out of the City Manager's Office. Close continued work with PSE and the community stakeholders will also be critical.

**D. Activities in this proposal that support the work of other proposals, or save costs that would otherwise have to be expended:**

This proposal allows the city to be an informed and engaged participant in determining the city's electrical service future. Even though this proposal is not directly supporting other specific proposals failure, in the long term, to ensure electrical reliability could severely and negatively affect the economic viability and livability of the City.

## City of Bellevue - Budget One 2013-2014 Operating Budget Proposal

### Section 1: Proposal Descriptors

**Proposal Title:** Downtown Livability

**Proposal Number:** 115.05NA

**Outcome:** Economic Growth and Competitiveness

**Proposal Type:** New Service

**Proposal Status:** Not Funded

**Primary Department:** Planning & Community Development

**Attachments:** No

**Primary Staff Contact:** Emil King

**List Parent/Dependent Proposals:** None

**Previous Proposal Number(s):** 115.05NN

**Version Tracking:** N/A

### Section 2: Executive Summary

This proposal provides resources for refining the design guidelines, zoning incentive system, building form and height provisions, parking standards, and other regulations that are the foundation for development in Downtown Bellevue. These elements need to be updated prior to the next development cycle. This work stems from the Downtown Implementation Plan, which concluded that Downtown's competitive edge will increasingly depend on creating and maintaining a viable, livable and memorable environment in our major growth center.

### Section 3: Requested Resources

Fund: 00100

Project Number: N/A

#### OPERATING

Expenditures	2013	2014
Personnel	\$ 0	0
Other	200,000	100,000
Capital	0	0
	\$ 200,000	100,000

Supporting Revenue	2013	2014
	\$ 0	0

**Rev-Exp Balance** \$ -200,000 -100,000

FTE/LTE	2013	2014
FTE	0.00	0.00
LTE	0.00	0.00
<b>Total Count</b>	0.00	0.00

#### Please briefly describe:

**A. "Other" Expenditures:** Consultant support for density incentive system, urban form and building heights, design guidelines, parking, and environmental review.

**B. "Capital" Expenditures:** None

**C. Supporting Revenue:** None

**D. Dedicated Revenue:** None

**E. FTE/LTE:** A 0.5 LTE would be funded in 2013 in the Development Services Department to supplement other staff resources.

### Section 4: Budget Proposal Description

This proposal aims to make Downtown Bellevue a more livable place and higher quality urban environment by updating much of the design framework that guides private and public development. It will include both technical work by staff (PCD, Development Services, Transportation, Parks & Community Services) and consultants and significant engagement of citizens who live, work, and own property in the area. It will build upon the Downtown Transportation Plan Update that is planned to be completed in early 2013. The Downtown Livability proposal will likely take up to one and half years to complete. It includes \$300,000 in consulting resources and a 0.5 LTE in the Development Services Department in 2013 to supplement other City staff resources.

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The major components of this proposal will include the following:

Update amenity incentive system; fine tune to best support the Downtown vision. The incentive system is a foundational piece for Downtown development whereby additional building square footage and height are earned by providing features with special public benefit. The existing framework dates back to 1981; neither the specific bonus features nor bonus rates have been fundamentally updated in nearly 30 years. This work will refine the incentive system to promote Downtown livability, while providing a new economic/market-based foundation, and ensuring the system provides adequate flexibility to achieve the desired outcomes.

Analyze building form and height; identify potential areas for increased height limits. Possible height refinements could produce more interesting building and roof forms and allow for added density transfer opportunities, while generating additional or more meaningful public amenities through the related incentive system (see above).

Refine Downtown design guidelines to achieve improved pedestrian environment, stronger architectural interest, and sustainable building practices. The City currently has design guidelines in place that address building/sidewalk relationships, Downtown in general, Perimeter Design Districts (on the edges of Downtown), Old Bellevue, the Core, and the Civic Center District. Guidelines will be updated to incorporate Great Streets work, provide refinements to urban form, district character, open space, pedestrian orientation and other key design considerations. The work will also ensure that the design review process continues to be customer-focused, fair, predictable, and measurable.

Revise Downtown parking ratios and design standards; respond to shifts in demand, promote multi-modal mobility and economic vitality. With the continuing shift of Downtown to a more multi-modal urban center to be served by light rail, a number of parking components are in need of review. These include minimum parking ratios, parking dimensional standards, treatment of surface parking, garage design, and parking uses (shared, short term, long term).

Light rail interface to achieve maximum "connectivity" to attract ridership and encourage an active street environment. Existing Comprehensive Plan policies and the Light Rail Best Practices Report provide general guidance on integrating light rail into an urban downtown, but much more work is needed to translate these policies into specific urban design outcomes to create an attractive, vital environment and to ensure good pedestrian access in the vicinity of the Downtown light rail station.

Other Land Use Code amendments identified in recent years, along with minor "clean-up" amendments. The list of needs includes: nonconforming uses, sites, and structures; maintenance standards for vacant sites and buildings; mechanical screening; noise and odor control; recycling and solid waste criteria; signage (not part of the Land Use Code); heliport landing regulations; and vendor carts.

In the short-term, a new set of implementing regulations will be developed through a public process and adopted by Council prior to the next development cycle. Long-term the results would be evident as new development occurs as it would be consistent with the updated design framework.

A related, but not dependent proposal to update the vision for the NE 6th Street Pedestrian Corridor, is being considered by the CIP panel. The work would revise the design guidelines for NE 6th Street while incorporating a more livable and robust vision for the Corridor.

#### **Section 5: Responsiveness to Request for Results**

##### **A. Factors/Purchasing strategies addressed by this proposal - for the PRIMARY outcome:**

###### **PRIMARY OUTCOME: ECONOMIC GROWTH AND COMPETITIVENESS**

**City Brand:** A major component of this proposal is to further Downtown's attractiveness as a livable and memorable place to live, work or visit. The range of amenities and the character of Downtown are important part of promoting Bellevue as a great place for business and development. This includes portraying Downtown Bellevue as a great place for business, to live in diverse neighborhoods, and an area with a range of shopping, dining, and nightlife.

**Costs and Capital:** This proposal includes a review of incentives and other underlying cost components that affect Downtown development. As Downtown readies itself for the next development cycle, this proposal will have market-based tools and incentives in place, developed through a collaborative process involving the City and a full range of stakeholders.

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Land, Infrastructure, and Planning: This proposal will advance economic growth in Downtown Bellevue by updating a number of outdated Code provisions. The amenity incentive system is a zoning provision that applies to all Downtown development and has been an important part of the private sector helping to deliver public infrastructure (in the form of amenities). The current Code and incentive system will be improved to reflect today's market realities and provide greater flexibility in implementing desired amenities. This proposal also addresses the economics of parking as part of the development equation.

Quality of Community: This proposal will enhance Downtown's sense of place by improving the quality of the built environment and the community amenities that are both attractive to residents and the workers that are the backbone of successful companies. The proposal includes new guidelines to reflect the latest thinking in desirable urban form and design treatments, a refined set of public amenities, arts and cultural components, further definition of Downtown neighborhoods, open space and urban recreation elements, and enhanced streetscapes throughout Downtown. The goal is to develop a package of code and policy amendments that are economically grounded and "move the bar" for Downtown Bellevue to a heightened level of quality and livability.

### **B. Citywide Purchasing Strategies and Factors/Purchasing strategies addressed by this proposal - for the OTHER outcome(s):**

#### SECONDARY OUTCOME: INNOVATIVE, VIBRANT AND CARING COMMUNITY

Support Services: The work outlined in this proposal will help to strengthen the community partnership between the City and Downtown's growing residential population that is now near 10,200 persons. This will lead to better understanding the unique support service needs of the Downtown neighborhood, and how they might be most effectively provided.

Involved Citizens: This proposal will inform and involve citizens. The work to update the land use code is built around a full public involvement process that would include, among others, an emerging set of stakeholders – Downtown residents. This will provide an opportunity for them to become involved in character issues relating specifically to the downtown neighborhood, and meet others who are interested in civic engagement.

Opportunities for Interaction: This proposal will foster opportunities for interaction by improving the variety and quality of public spaces and activities available within Downtown. A key outcome is a revised framework for public spaces and associated amenities built through new development. Within Downtown, many of these public spaces are right at the center of where work, home, and leisure come together because of the close-knit nature and proximity of jobs, residents, shopping, and dining. These will help build social bonds by fostering more informal interactions by people from different backgrounds that might not otherwise interact.

Built Environment: This work will directly improve community design and Downtown livability. It will create a positive, more memorable experience for those who live, work, or visit Downtown. The design guidelines define the look and feel of the built environment, especially from the pedestrian's perspective. Design guidelines aim to ensure that all individual components fit together in a complementary and comprehensive manner. Improving outdoor spaces and connections via sidewalks and through-block connections, will make Downtown a more walkable, people-oriented place encouraging personal activity and health.

#### SECONDARY OUTCOME: QUALITY NEIGHBORHOODS

Sense of Community: This work will help foster the sense of Downtown as a series of unique neighborhoods. While it is still viewed as a somewhat homogeneous area with little differentiation in character, Downtown will be examined with a critical eye towards furthering the sense of distinct neighborhoods as envisioned in the Downtown Subarea Plan. This proposal will build neighborhood capacity as it involves Downtown residents as part of the process to rethink what public amenities are most important as we move forward.

Facilities & Amenities: This proposal will improve the quality of public amenities including open spaces and plazas. There will be a greater number and heightened sense of design aesthetic and function for these public gathering spaces.

Mobility: A key part of the Downtown transportation system is the pedestrian environment, including

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sidewalks and through-block connections. This proposal will incorporate the Great Streets concepts into the Downtown land use code. By making Downtown a more walkable place, the reliance on the automobile for short trips will be reduced.

### SECONDARY OUTCOME: IMPROVED MOBILITY

**Existing and Future Infrastructure:** This proposal will take a number of projects from the Downtown Transportation Plan Update (expected to be complete in early 2013) and integrate them in a manner that best meets the Downtown vision. In addition to City projects, this includes the critical integration of light rail.

**Traffic Flow:** The analysis of parking in this proposal will have a direct relationship to providing an efficient traffic system that maximizes existing capacity.

**Built Environment:** This proposal addresses mobility in two important ways. The first is improvement of the pedestrian system within Downtown through refinements to the building/sidewalk interface. The second is the work on parking standards that will respond to shifting demands and promote multi-modal mobility.

**Travel Options:** The elements of this proposal centered on the pedestrian environment (sidewalks, through-block connections) as well as the Pedestrian Corridor are important to bettering pedestrian travel options.

**CITYWIDE PURCHASING STRATEGIES:** The proposal most closely addresses the following citywide strategies.

- Provides the best value in meeting community needs by reexamining the list and calibration of the public amenities that are part of the Downtown incentive system, leveraging private investment to help provide these public amenities. Many of these amenities would otherwise need to be provided by the City.
- Provide for gains in efficiency and/or cost savings by undertaking a number of interrelated Downtown topics that would otherwise be done in a piecemeal fashion with redundant processes and public involvement.
- Leverages collaboration or partnerships with other departments and/or external organizations by utilizing a One-City approach to the work program and engaging and collaborating with key organizational stakeholders such as the Bellevue Downtown Association.
- Is a catalyst for increasing citizen participation and support by engaging long-standing and new stakeholder groups. Downtown residents have shown early interest in civic engagement and neighborhood building.
- Are innovative and creative in the manner in which land use, urban design, and transportation issues will be combined into a single process, both internally and for the public.
- Uses evidence-based approach to determine how to achieve outcomes through research and analysis of successes and areas for improvement in the on-the-ground results of the past two decades of Downtown growth.
- Considers short- and long-term financial impacts by doing work in the near-term to set up the City for longer-term benefits in leveraging the most productive outcomes from private investment in new development projects.

### **C. Partnerships and Collaboration proposed:**

Internally, this proposal will be a collaboration among PCD, DSD, Transportation, and Parks & Community Services. Externally, the process will include critical input from the design and development communities to help identify and review key issues and alternatives.

### **D. Activities in this proposal that support the work of other proposals, or save costs that would otherwise have to be expended:**

This proposal has a relationship to the on-going East Link work in that it supports the station area planning and implementation of light rail within Downtown Bellevue.

## City of Bellevue - Budget One 2013-2014 Operating Budget Proposal

### Section 1: Proposal Descriptors

**Proposal Title:** EB-5 Program

**Proposal Number:** 115.17NA

**Outcome:** Economic Growth and Competitiveness

**Proposal Type:** New Service

**Proposal Status:** Not Funded

**Primary Department:** Planning & Community Development

**Attachments:** No

**Primary Staff Contact:** Tom Boydell

**List Parent/Dependent Proposals:** None

**Previous Proposal Number(s):** None

**Version Tracking:** N/A

### Section 2: Executive Summary

This proposal is for creation of an EB-5 Program and Regional Center in Bellevue. EB-5 refers to a federal incentives program for foreign investors. Its more complete name is the Employment Based Immigration: Fifth Preference Immigrant Investor Program (EB-5). Associated with this is an application process and complex set of standards for establishing a local area (i.e., municipality or subarea) as a Regional Center under the Immigrant Investor Pilot Program. This proposal is to create a program under that federal authorization, which will take advantage of the incentives and status associated with it but which also adds some unique features and structure that will give Bellevue a competitive advantage nationally for attracting direct foreign investment and new companies, particularly those from Asia.

### Section 3: Requested Resources

Fund: 00100

Project Number: N/A

#### OPERATING

Expenditures	2013	2014
Personnel	\$ 0	0
Other	60,000	0
Capital	0	0
	\$ 60,000	0

Supporting Revenue	2013	2014
	\$ 0	0

**Rev-Exp Balance** \$ -60,000 0

FTE/LTE	2013	2014
FTE	0.00	0.00
LTE	0.00	0.00
<b>Total Count</b>	0.00	0.00

**Please briefly describe:**

**A. "Other" Expenditures:** Professional services as outlined in Section 4.

**B. "Capital" Expenditures:** N/A

**C. Supporting Revenue:** N/A

**D. Dedicated Revenue:** N/A

**E. FTE/LTE:** N/A

### Section 4: Budget Proposal Description

With Bellevue's international profile and presence as a global technology center, and with so much competition from other cities for foreign investment, it is a natural step to consider the USCIS EB-5 Regional Center program as a viable means to achieve multiple economic development goals.

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### PROPOSED IMPLEMENTATION STEPS

Prior Work: Economic Development plans to complete Phase I work in 2012. Phase I work consists of the following: Research the process and requirements of forming a USCIS Regional Center in order to facilitate foreign investment in economic development initiatives that will expand the City of Bellevue's capacity as a top tier City. This document will summarize what needs to be done in order clarify, develop and implement a Regional Center to function as a funding path for commercial real estate development, municipal projects, or other new commercial enterprises.

Product: Requirements Document.

Phase II Proposal: This 2013 budget proposal is for the following Phase II work:

**1. Planning for Program Structure and Related Requirements: \$10,000**

Under the program and structure to be developed, the foreign investment could be channeled into three programmatic areas: (1) Assist and encourage recruitment of the US headquarters of foreign companies, to be called a "soft landings program," (2) channel investment dollars to support real estate development projects, i.e., downtown office towers, entertainment centers, and Bel-Red office complexes, and (3) package investment dollars to support large special purpose projects, such as a sports arena, performing arts center, or expanded convention center. A potential fourth application may be to package investment to support a small business incubator or technology accelerator program.

Product: Business Plan Summary describing how the Regional Center program will operate, including governance, financial participation (i.e., fees to be paid to the City), and legal structure.

**2. Negotiations and Facilitated Discussion with City Leaders: \$5,000**

Engage in discussions with staff and City Council to sharpen the focus of what we want to accomplish, specifically the type of recruitment targets and development vision.

Product: Letter of Intent.

**3. Specifications Document and Application for the EB-5 Regional Center: \$35,000**

The Specifications Document will summarize how to apply for the opportunity to be formally recognized as a Regional Center, and it will outline the path for formal authorization of Bellevue for the EB-5 program. This will be followed by the formal Application and submittal. Successful completion should include a Regional Center general proposal, business plan, industry classification codes related to the identified CIP, direct and indirect economic indicators for job creation, and packaging of the I-924 required attachments. A geographic area and range of business investment types must be identified prior and included in any application for designation by USCIS as an approved Regional Center. Research into the highest value, best leverage opportunities will be refined into an approach providing a balance of direction with flexibility. Within this mix, an initial Capital Investment Project, "CIP," is identified. Second, the identification of potential stakeholders along with what actions each stakeholder must take in order to apply for Project Approval as part of the Regional Center designation will be clarified.

Products: Specification Document, Project Description(s), Application Documents

**4. Research Reports and Data Subscription for Performance Monitoring: \$10,000**

The Federal government requires very specific job creation and performance monitoring under the EB-5 program and preliminary feasibility analysis of project applications. There are certain accepted standards as to what data sources and calculations are allowed (e.g., IMPLAN, RIMS, or Washington State I/O Model based reports). Expenses related to these custom economic impact reports would be an additional project expense. Costs for this type of report typically range from \$7,500 to \$15,000.

Products: Performance Measurement System, Reports to Support Applications.

# City of Bellevue - Budget One

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### Section 5: Responsiveness to Request for Results

#### A. Factors/Purchasing strategies addressed by this proposal - for the PRIMARY outcome:

PRIMARY OUTCOME: ECONOMIC GROWTH AND COMPETITIVENESS

The goals of economic development are to increase private wealth and increase public revenues by recruiting businesses, help them survive and be successful, and support property owners and developers, that is to fill the existing and new buildings with successful businesses that can continue to pay market rents, and produce employees to buy goods and services locally, pay taxes, as well as bringing tourists that fill our hotels and shop locally. Therefore, directly and indirectly, meeting those goals plays a big role in sustaining city services and improves the city's excellent quality of life and business climate.

Timeframes: 5 to 10 year program horizon

Milestone targets:

- Completion of planning and application by September 2013.

Performance targets are as follows:

- Soft Landings Program – Recruit 1 or more new companies per year. Job creation typically 50 to 500 employees for corporate headquarters in manufacturing or technology. Leased space or built.
- Investment in Commercial Development - \$30 million in 2014, and \$200 million or more over the subsequent 8 years. Required minimum of 10 new jobs created for each \$1 million invested, over a designated monitoring period. Note that new commercial development could be matched with new company recruitments.
- Special Purpose Projects – to be determined.

Fee income: to be determined, on a percentage basis of the actual investment dollars, i.e., one half of one percent.

As a result, the EGC factors addressed include city brand, costs & capital, and workforce.

#### B. Citywide Purchasing Strategies and Factors/Purchasing strategies addressed by this proposal - for the OTHER outcome(s):

SECONDARY OUTCOME: RESPONSIVE GOVERNMENT

Responsive government goals are addressed through the new vision, strategic planning for specific projects and implementation of city priorities, and collaborative partnerships with foreign entities and local land developers to achieve new investment and job growth. Under EGC, Factors 3 and 4 are supported or addressed indirectly.

#### C. Partnerships and Collaboration proposed:

Substantial coordination with other City departments (Finance, IT, Parks, Transportation, Utilities), among others will be required on a project by project basis.

#### D. Activities in this proposal that support the work of other proposals, or save costs that would otherwise have to be expended:

This proposal supports the recruitment of investment and business recruitment to support city projects and accomplish development targets. It supports the proposals of other departments, particularly all of planning, utilities, and development services.

## City of Bellevue - Budget One 2013-2014 Operating Budget Proposal

### Section 1: Proposal Descriptors

**Proposal Title:** Citywide Environmental Review

**Proposal Number:** 115.19NA

**Outcome:** Economic Growth and Competitiveness

**Proposal Type:** New Service

**Proposal Status:** Not Funded

**Primary Department:** Planning & Community Development

**Attachments:** No

**Primary Staff Contact:** Paul Inghram

**List Parent/Dependent Proposals:** None

**Previous Proposal Number(s):** N/A

**Version Tracking:** N/A

### Section 2: Executive Summary

The Citywide Environmental Review proposal will generate new development, enhance the city's reputation, and result in greater investment in the city. The proposal funds the development of and completion of a citywide Environmental Impact Statement (EIS) that will streamline the development review process.

The city lacks a citywide EIS today. Completing one will be a major tool to support new development consistent with the city's Vision by opening up new categories of environmental review exemptions allowed by the state, reducing the potential for SEPA appeals, and thereby reducing the time, costs, and risk associated with the development review process. Furthermore, it sends a signal to the development community that Bellevue supports new development projects in its Downtown and other commercial centers. This EIS will be completed as part of the city's major Comprehensive Plan update scheduled to occur in 2013-2014.

### Section 3: Requested Resources

Fund: 00100

Project Number: N/A

#### OPERATING

Expenditures	2013	2014
Personnel	\$ 0	0
Other	200,000	200,000
Capital	0	0
	\$ 200,000	200,000

Supporting Revenue	2013	2014
	\$ 0	0
<b>Rev-Exp Balance</b>	<b>\$ -200,000</b>	<b>-200,000</b>

FTE/LTE	2013	2014
FTE	0.00	0.00
LTE	0.00	0.00
<b>Total Count</b>	<b>0.00</b>	<b>0.00</b>

**Please briefly describe:**

**A. "Other" Expenditures:** Consultant services to complete EIS.

**B. "Capital" Expenditures:** N/A

**C. Supporting Revenue:** N/A

**D. Dedicated Revenue:** N/A

**E. FTE/LTE:** Would require 0.5 LTE of staff time for 12 months to manage project.

### Section 4: Budget Proposal Description

The Citywide Environmental Review proposal would fund the development of an Environmental Impact Statement (EIS) consistent with state law that would facilitate new development, reduce process and cost, and increase the certainty of the development process. The EIS would be prepared as part of the

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city's major Comprehensive Plan update.

Bellevue has always been a leader in efficiently managing the environmental review process and is already known as a good place to do business. This proposal would further that reputation by eliminating duplicative environmental review steps. Under state law, environmental review (known as SEPA in reference to the State Environmental Policy Act) is required of most public and private development projects with a few exceptions. SEPA requires development to complete a checklist and to be reviewed for impacts to the natural environment, traffic, housing, and adjacent land uses. When a development has the potential for significant impacts under SEPA, an intensive environmental impact statement (EIS) may be required. An EIS often costs hundreds of thousands of dollars and about nine months to complete. Even when an EIS is not required, SEPA determinations can add time and costs to projects and open up the potential for appeals.

SEPA review is important because it can help ensure that development projects mitigate impacts to the community. Now, however, the city anticipates and seeks to encourage new development in areas like Downtown, BelRed and Eastgate. Development in these commercial centers is consistent with the City's vision for growth. And impacts that may have once been addressed by SEPA, are often now commonly addressed through development regulations and traffic impact fees.

The state offers three SEPA streamlining tools that can be used to encourage development and reduce the development review process:

- \* Planned Action EIS – Under this tool, a city may conduct a planned action EIS on a subarea plan as an upfront investment that avoids the need for more extensive SEPA review later during the development review stage. This can significantly reduce permit times and complexity and reduces appeal risks associated with development.

- \* Infill Development Exemption – In 2003, a new section was added to SEPA to encourage infill development at the densities and intensities designated by GMA cities and counties in their comprehensive plans. This new section allows GMA counties and cities to establish categorical exemptions for "...new residential or mixed-use development proposed to fill in an urban growth area..." This would allow the city to exempt much of the development anticipated in Downtown, BelRed and in other areas where growth is projected.

- \* ESHB 2538 – Passed by the state Legislature in 2010, this bill allows cities to complete SEPA review and a subarea plan for designated urban centers (like Downtown Bellevue) and other transit-oriented centers that then exempts development projects that are consistent with the adopted plan. Importantly, once the SEPA review is complete on the subarea plan, those projects that are exempt are not subject to SEPA appeal.

This proposal would look to conduct an Environmental Impact Statement as part of the Comprehensive Plan and the Downtown Subarea Plan updates that could be applied to these three categories of SEPA streamlining. As this project is scoped and defined, it will include outreach to the Downtown business community and developers and will focus on those particular tools that provide the greatest net benefit. While the city is budgeting separately for the update of the Comprehensive Plan, that project does not include funding for an EIS. This proposal would need to be approved to provide sufficient funding, if an EIS were to be required or deemed critical for the Comprehensive Plan update.

The state conducted a review of fifteen case studies of cities and counties that conducted early subarea planning and SEPA review with the intent of facilitating development. The study found that there are cost savings to be had by front-loading the environmental review during the planning process and that there are significant benefits from streamlining the permit process. The study drew the following conclusions:

- \* All of the case studies will eventually achieve a net benefit in direct costs. Even GMA plans that did not result in the adoption of a Planned Action Ordinance will result in the reduction of SEPA costs for projects within the planning area because of the additional environmental review done at the plan

stage.

\* The public bears the bulk of the planning and environmental costs at the front end while the public and private sector split the avoided SEPA costs about evenly at the project level. The developer avoids the costs of preparing SEPA documents and the public reduces the administrative costs of review.

\* The avoided SEPA costs, while not overwhelming, are significant to developers making decisions about where to build.

Perhaps, most importantly, the study noted how the upfront SEPA review reduced the risk to the investors and communicated the city's willingness to support development.

In addition to savings costs and reducing risks for private development projects, conducting a citywide EIS has the opportunity to reduce city costs. The city regularly spends hundreds of thousands of dollars conducting SEPA review on updates to the Comprehensive Plan, the TFP, on individual planning initiatives and code amendments, and individual city projects. While a citywide EIS won't be able to anticipate all future projects and replace all SEPA review, it has the potential to reduce SEPA costs by conducting environmental review upfront and establishing a basis for future reviews. In some cases, future EISs may be avoided by relying on this citywide analysis.

## **Section 5: Responsiveness to Request for Results**

### **A. Factors/Purchasing strategies addressed by this proposal - for the PRIMARY outcome:**

PRIMARY OUTCOME: ECONOMIC GROWTH & COMPETITIVENESS

The COSTS & CAPITAL purchasing strategy notes that the cost of doing business is critical to a firm's decision to develop. It calls for efficient, coordinated, predictable, and customer-focused development processes. By streamlining the SEPA review process, this proposal would enhance the development process in all those ways, reducing time, costs, and risks associated with development. In the state study it was found,

"Predictability, especially the component of reduced and more certain application review and processing time, is another benefit that was consistently stressed in the interviews as an overall objective. It was also noted in comments made by developers. Increasing the predictability amounts to reducing the risk and thereby increasing the return on investment."

The proposal also responds to the LAND, INFRASTRUCTURE AND PLANNING purchasing strategy in that it would bolster the city's planned Comprehensive Plan update and Downtown planning projects, completing a higher degree of environmental review for those projects, which would enhance the public outreach, background analysis, and ensure that that full spectrum of environmental impacts are analyzed. In short, conducting this citywide environmental review will make the city's Comprehensive Plan and subarea plans more valuable.

Lastly, this proposal not only streamlines duplicative permitting processes, it strengthens the CITY BRAND by communicating the city's support for development and signaling the city's commitment to its Vision. While the costs and time of development review are only some of the factors that go into the business decision of whether to begin a development project, city actions that streamline the process send a positive message that the city intends to be supportive.

### **B. Citywide Purchasing Strategies and Factors/Purchasing strategies addressed by this proposal - for the OTHER outcome(s):**

SECONDARY OUTCOME: IVCC

This proposal addresses responds to several of the IVCC purchasing requests: By supporting the Comprehensive Plan update and city subarea plans, the proposal responds to the BUILT ENVIRONMENT purchasing request by furthering the ability for the city to plan for its future and implement the Community Vision. It also enhances the opportunity for the public to be involved in considering alternatives and evaluating their consequences through required scoping and public review steps that are consistent with INVOLVED CITIZENS and OPPORTUNITIES FOR INTERACTION.

CITYWIDE PURCHASING STRATEGIES

Provide the best value in meeting community needs by conducting a single environmental review process on the Comprehensive Plan and select subareas, such as Downtown, to provide a base for

## **City of Bellevue - Budget One 2013-2014 Operating Budget Proposal**

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future environmental reviews and reducing the costs associated with individual projects. Conducting a citywide environmental review on the Comprehensive Plan should reduce the need to conduct an EIS on other city projects.

Leverage collaboration or partnerships with other departments and/or external organizations by performing environmental review in way that benefits both multiple departments in the city and private development. Upfront investments in comprehensive environmental review has been shown to reduce net costs as development occurs.

Are a catalyst for increasing citizen participation and support by engaging stakeholders and general public in a transparent and open process and by providing the public with greater access to information and opportunity to shape the planning process than they would without a comprehensive environmental review process.

As a new proposal it will provide net cost savings over time by reducing environmental review costs associated with city projects and it will stimulate the local economy by reducing costs, time and risks associated with private development.

### **C. Partnerships and Collaboration proposed:**

This proposal would be implemented in a close partnership between Development Services and Planning and Community Development. DSD is the city's lead for environmental review; while PCD leads planning initiatives such as the update to the Comprehensive Plan and the Downtown Livability project.

Conducting a citywide environmental review would provide an opportunity to work closely with other departments, especially those with capital programs, such as Parks, Transportation and Utilities, to programmatically address as much of the environmental review process associated with their plans as possible, to thereby reduce their future environmental review costs.

### **D. Activities in this proposal that support the work of other proposals, or save costs that would otherwise have to be expended:**

Conducting a citywide EIS would support the city's required update of the Comprehensive Plan, as well as efforts to update the Downtown Subarea Plan. It may also support and reduce the environmental review process and costs associated with the biennial TFP and other future planning initiatives. Those future plans, would be able to use the citywide EIS as a basis for their environmental review. Even when a new EIS might be required for a new planning effort, that new EIS would be able to use this proposal as a baseline for measuring new impacts and would be able to utilize data and analysis from this effort, significantly reducing future costs.

## City of Bellevue - Budget One 2013-2014 Operating Budget Proposal

### Section 1: Proposal Descriptors

**Proposal Title:** Pedestrian and Bicycle Education Program

**Outcome:** Improved Mobility

**Primary Department:** Transportation

**List Parent/Dependent Proposals:** No

**Previous Proposal Number(s):** New

**Proposal Number** 130.02NA

**Proposal Type:** New Service

**Proposal Status:** Not Funded

**Attachments:** No

**Primary Staff Contact:** Karen Gonzalez

**Version Tracking:** N/A

### Section 2: Executive Summary

Education efforts to change motorist, pedestrian, and cyclist behavior in particular, are recognized by traffic safety professionals as effective tools to decrease accidents and improve traffic safety. This proposal will fund a pedestrian and bicycle education program for all users of the transportation system as identified in the City's Comprehensive Plan and Policy TR-87. The proposal also supports the 2009 Council adopted Pedestrian and Bicycle Transportation Plan, which includes goals of completing a connected network of bicycle routes and sidewalk facilities, decreasing collisions, and increasing the amount of biking and walking. With the continued completion of key pedestrian and bicycle corridors, the Pedestrian and Bicycle Education Program promotes walking and biking in Bellevue and addresses the need to educate bicyclists, pedestrians and motorists on how to co-exist safely in the roadway environment.

### Section 3: Requested Resources

Fund: 00100

Project Number: N/A

#### OPERATING

Expenditures	2013	2014
Personnel	\$ 0	0
Other	76,871	76,885
Capital	0	0
	\$ 76,871	76,885

Supporting Revenue	2013	2014
	\$ 0	0

**Rev-Exp Balance** \$ -76,871 -76,885

FTE/LTE	2013	2014
FTE	0.00	0.00
LTE	0.00	0.00
<b>Total Count</b>	0.00	0.00

#### Please briefly describe:

**A. "Other" Expenditures:** Proposal includes primarily professional services, printing, minor software, training and association dues.

**B. "Capital" Expenditures:** NA

**C. Supporting Revenue:** NA

**D. Dedicated Revenue:** NA

**E. FTE/LTE:** This proposal includes the increase of 1.0 FTE.

### Section 4: Budget Proposal Description

Washington ranks tenth as a safe place to bike and fourteenth for pedestrian safety according to a new report, "Bicycling and Walking in the United States: 2012 Benchmarking Report", published by the Alliance for Biking & Walking. Although only 4.5% of work trips in Washington State are by bicycle or foot, 13.6% of traffic fatalities in Washington State involve bicyclists or pedestrians.

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Traditional engineering improvements, such as bike lanes and sidewalks, improve traffic safety. In addition to constructing these improvements, the City investigates and implements where appropriate, innovative measures, such as sharrows which promote safety for all users of the roadway system. While cutting-edge technologies and tools hold great potential to increase awareness of pedestrian and cyclists on city streets, complimentary education programs are required for many of these new treatments to be readily understood. This proposal heightens public awareness and knowledge amongst motorists, cyclists, and pedestrians about innovative measures.

Even traditional traffic improvements, such as crosswalks and bike lanes, must be used appropriately in order to be effective. This program addresses the unsafe behavior of bicyclists, pedestrians, and drivers through education efforts, which encourage the public to obey traffic laws and respect all users of the roadway system.

Program elements would include:

- Research and survey successful state and local level programs to guide campaign development;
- Conduct safety audits of select priority pedestrian and bicycle corridors;
- Identify key safety messages and themes to encourage safer travel behavior;
- Work closely in the design of the program with other City Departments and Transportation Commissioners, who have been strong advocates for this initiative;
- Create communication tools that incorporate multiple forms of media (including social media), in order to share compelling stories and communicate key messages;
- Develop and follow a well thought out community outreach strategy that targets audiences with various forms of media and in multiple languages (as an example update Bellevue's Bike Map that includes safety messages);
- Design specific outreach activities and/or events to promote safety for motorists, bicyclists, and pedestrians;
- Encourage other regional and local agencies, pedestrian and bicycle advocacy groups, and neighborhood associations to partner in the campaign; and,
- Evaluate the effectiveness of the campaign to determine changes in awareness and behavior.

**SCALABILITY:** The above pedestrian and bicycle traffic safety educational program will be accomplished with 1 FTE and includes a \$160,000 budget over a two year period, which would include the hiring of a marketing firm and production of promotional materials (which could be scaled back to \$80,000; necessitating an incremental approach to public service announcement (PSA) messaging).

### **Section 5: Responsiveness to Request for Results**

#### **A. Factors/Purchasing strategies addressed by this proposal - for the PRIMARY outcome:**

IMPROVED MOBILITY - This offer addresses the following strategies:

[EXISTING AND FUTURE INFRASTRUCTURE]: This proposal "optimizes the efficiency and value of the roadway system" by educating the public about pedestrian and bicycle safety, and encouraging more people to walk and bike. Surveys and focus groups conducted in support of Bellevue's 2009 Ped-Bike Plan confirm that many residents want to ride a bicycle or walk but are dissuaded by concerns about real and perceived traffic dangers. Research and case studies have shown that when these barriers are addressed, people start riding and walking more thereby ensuring that existing infrastructure performs to its full potential. Educational programs are even more important when it comes to implementing future infrastructure in increasingly complex and congested roadways.

[TRAFFIC FLOW]: This proposal aims to "prevent accidents that involve vehicles, pedestrians, and/or cyclists". Similar "share the road" programs in Tucson, AZ, Chicago, IL, Portland, ME and elsewhere have proven effective at increasing awareness of the responsibilities of pedestrians, bicyclists and motorists, and promoting tolerance among all roadway users. By way of example, in San Jose, CA a survey conducted six months after the start of the Street Smarts Program found

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that “62 percent of respondents felt raising awareness about behavior problems on roadways will encourage positive change, 32 percent had heard or seen Street Smart messages, and that 42 percent of those who had seen messages felt they had positively influenced their own behavior”.

[TRAVEL OPTIONS]: This proposal “increases potential users’ awareness” of walking and cycling as a safe means of transport, recreation, and physical activity in order to promote greater usage in the future. Replacing some car trips with walk and bike trips would be a worthwhile achievement for an education campaign, ultimately contributing to the “safety in numbers” effect (based on evidence that one of the main factors influencing the individual safety of pedestrians and cyclists is the number of other user groups sharing the roads).

### **B. Citywide Purchasing Strategies and Factors/Purchasing strategies addressed by this proposal - for the OTHER outcome(s):**

The proposal responds to several other Outcomes and factors/purchasing strategies, including:

- **QUALITY NEIGHBORHOODS – [MOBILITY].** The pedestrian and bicycle educational campaign referenced in this proposal will “increase public awareness among motorists, cyclists, and pedestrians to obey traffic laws and show respect to other road users” by targeting the issues noted on this topic in the public outreach process conducted in support of Bellevue’s 2009 Ped-Bike Plan. This awareness will help decrease the barriers of residents walking and biking within their neighborhood, thus adding alternative modes to driving to their sense of place and contributing to their neighborhood’s livability.
- **SAFE COMMUNITY – [PREVENTION].** This proposal works towards influencing driver, pedestrian and cyclist behavior that impacts traffic safety, through education and training efforts, such as hands on bicycle and pedestrian safety training for children and adults and bicycle commuter classes. These efforts also create community awareness through publications and social media outlets, such as Twitter. Careless pedestrian and bicycle accidents could be prevented by having the appropriate knowledge of “sharing the road” or awareness of the educational campaigns of this proposal.
- **HEALTHY AND SUSTAINABLE ENVIRONMENT – [CLEAN AIR].** This proposal will “promote energy efficient transportation options” by presenting short walking and cycling trips as safe, healthy, and environmentally friendly alternatives to driving. According to the National Household Travel Survey, nearly half of all travel trips taken in the United States are three miles or less in length and 28 percent less than one mile; yet 80 percent of these trips are made by car. By taking advantage of the opportunity to convert short automobile trips to bicycling and walking, communities benefit from reduced traffic congestion and improved air quality. If one of 10 commuters switched to a bike, CO2 emissions would be reduced by 25.4 million tons per year.

### **C. Partnerships and Collaboration proposed:**

Bellevue Comprehensive Plan Policy PB-28 acknowledges that a coordinated approach, supported by an ongoing, interdepartmental program is required to implement pedestrian and bicycle projects. Internally, the Police (crosswalk enforcement efforts), Transportation (collision assessments), and Parks and Community Services (cycling safety classes offered to residents) Departments are each involved in complementary initiatives to improve motorist, pedestrian, and bicycle safety. Externally, the Department of Licensing, FeetFirst, Bicycle Alliance of Washington, and Cascade Bicycle Club are some of the entities involved in the statewide “Share the Road” campaign aimed at producing and distributing education pamphlets and DVDs for driver education throughout Washington State. This proposal allows the City of Bellevue to collaborate with these various entities to encourage the public to obey traffic laws and show respect to other road users.

### **D. Activities in this proposal that support the work of other proposals, or save costs that would otherwise have to be expended:**

Because the ultimate goals of this proposal are to increase bicycling and walking and improve

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bicyclist and pedestrian safety, this proposal builds on current initiatives outlined in the 130.13 Long Range Transportation Planning Core Functions proposal that coordinate the data collection and development of the annual pedestrian and bicycle count report. This proposal also supports any capital proposals that construct new infrastructure that expand the bicycle and pedestrian facility networks as well as increase traffic safety such as 130.78 Major Safety Improvements, 130.83 Pedestrian Facilities Compliance Program, 130.98 Neighborhood Traffic Safety Program, 130.84 Pedestrian and Bicycle Access Improvements, and 130.30 Traffic Safety and Engineering.

## City of Bellevue - Budget One 2013-2014 Operating Budget Proposal

### Section 1: Proposal Descriptors

**Proposal Title:** Safe Community Engagement and Diversity Program

**Outcome:** Safe Community

**Primary Department:** Fire

**List Parent/Dependent Proposals:** None

**Previous Proposal Number(s):** New

**Proposal Number:** 070.13NA

**Proposal Type:** New Service

**Proposal Status:** Not Funded

**Attachments:** No

**Primary Staff Contact:** Lt Troy Donlin, X6995

**Version Tracking:** Initial

### Section 2: Executive Summary

In order to better engage diverse and vulnerable populations in the community, this proposal provides funding for a series of outreach activities that will familiarize these citizens with City Services prior to an emergency incident. Proactively providing programming will help city departments and populations learn how best to communicate with each other; decrease the population's anxiety when interacting with the City; and increase City staff awareness of diversity within our community. Additionally, the relationships developed, and lessons learned, will improve the City's ability to stay responsive to the needs of the entire community not only during emergency incidents, but on a daily basis.

### Section 3: Requested Resources

Fund: 00100

Project Number: N/A

#### OPERATING

Expenditures	2013	2014
Personnel	\$ 0	0
Other	61,800	61,800
Capital	0	0
	\$ 61,800	61,800

Supporting Revenue	2013	2014
	\$ 0	0

**Rev-Exp Balance** \$ -61,800 -61,800

FTE/LTE	2013	2014
FTE	0.00	0.00
LTE	0.00	0.00
<b>Total Count</b>	0.00	0.00

**Please briefly describe:**

**A. "Other" Expenditures:** Personnel Overtime, materials, and professional services

**B. "Capital" Expenditures:** NA

**C. Supporting Revenue:** NA

**D. Dedicated Revenue:** NA

**E. FTE/LTE:** NA

### Section 4: Budget Proposal Description

Globalism has brought an explosion of cultures and diverse languages to our community. In addition, our community is aging and with aging often comes changes in mobility, hearing, sight and memory, as well as access to resources. All indicators show that these changes will become more profound as time advances. To illustrate the magnitude of the changes that have occurred; in 1990, 14.7% of the population in Bellevue was foreign born, in 2010 the number equaled 40.8% of the people of our community. The 2010 Census reported that one third of Bellevue's population speaks a language other than English at home. In the Crossroads area, this figure jumps to over 50%. As well, it is well known that the population is aging. By 2050 twenty percent of Bellevue citizens will be over 65. Statistically older adults are more likely than the general population to have a disability that impedes

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their ability to communicate, therefore as the population of Bellevue ages, the number of individuals with access and functional challenges will also increase.

As part of our recent strategic planning process, the Fire Department conducted a series of surveys. In one of the surveys given to Fire Department staff, 23% indicated that they did not feel connected to the community for both cultural and social reasons. Staff expressed the feeling that there are not enough opportunities to engage with the public, in order to increase that connection. These sentiments are also reflected in the resident survey that was conducted at the same time in which forty-five percent of residents indicated that they were dissatisfied, or very dissatisfied, with the ability of the Fire Department to work with diverse populations.

In response to these surveys, we are proposing this community engagement program to increase our ability to effectively interact with the population regardless of communication, cultural and age barriers. The proposed programs foster a welcoming, inclusive community that increases both civic engagement and citizen involvement; and creates opportunities for interaction through stand-alone programs, presentations to businesses and groups, and by providing valuable referrals and resource information to city staff, the community and external organizations. This program will build upon existing city programs, by using their contacts to reach the community, but will have a public safety focus which is integral to citizen feeling safe in the community.

This proposal advocates the following Events and Programs to facilitate community engagement and open a dialogue with the culturally diverse segments of our community:

**HOME SAFETY SURVEYS** – National Fire Protection Agency (NFPA) studies have shown the most effective way to reduce home fires and related fire deaths is to improve the safety of homes by; installing smoke detectors, checking for fire hazards in the home, and using education to change behaviors. Home Safety Surveys address fire, crime, injury prevention, emergency preparedness, and human services. The surveys will be performed by a two person team comprised of a member of the Bellevue Fire Department, and another COB representative (Police, Neighborhood Outreach, etc.) determined by the interest of the resident. Recommendations and referrals will be made to the residents, and when appropriate, smoke detectors will be installed. The program will be marketed through Neighborhood Outreach, the Safe Community Engagement and Diversity Program, media outlets, mailers, Overlake Hospital Medical Center, Senior Services, and other community groups. When appropriate, a translator will accompany the survey team and information will be provided in the language spoken by the resident. Estimated program cost: \$34,600.

**PUBLIC SAFETY FIELD DAY** – This event will seek to bring members of our community together for two days of learning at the Public Safety Training Center, both inside the classroom and on the training ground. Interested Departments within COB will be given blocks of time to teach preparedness, team building, safety, and civic involvement. Focus will be placed on interactive training designed to bring the community together crossing cultural, language, ethnic, and disability boundaries.

Outreach materials will be designed specifically to meet the communication needs of our diverse community. These materials will recognize that there are members in our community that function under severe impediments to normal communication channels; they do not speak English, they cannot see, or have no access to technology. All materials we create will reflect a commitment to provide the richest information possible in the simplest way, will be created in multiple formats and languages, and will be able to be used for multiple purposes. Estimated program costs: \$27,200.

### **SCALABILITY:**

This proposal requests resources to complete 100 Home Safety Inspections and one Public Safety Field Day per year. Reducing the number of Home Safety Inspections would reduce program costs by \$320 for each less inspection conducted. Additional reductions could be achieved by eliminating the Public Safety Field Day.

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**Section 5: Responsiveness to Request for Results**

**A. Factors/Purchasing strategies addressed by this proposal - for the PRIMARY outcome:**

PREVENTION –

Education/Information - Prevents “high-risk” behavior and ensures public safety by providing educating members of the community unreachable through normal communication channels.

COMMUNITY ENGAGEMENT –

- Neighborhood Involvement - Creates community awareness with consistent communications to the public and media, and by engaging the community through participation in community events and outreach activities.
- Partnerships - Leverages City resources and public/private partnerships that enhance community awareness and preparedness to help the community become more self-sufficient.
- Trust & Accountability – Opens channels of communication and familiarizes at-risk populations with services and programs offered by the City.

**B. Citywide Purchasing Strategies and Factors/Purchasing strategies addressed by this proposal - for the OTHER outcome(s):**

Responsive Government –

- Customer Focused Service – 1) Delivers the services customers want; and 2) creates an equitable and inclusive process that; 3) facilitates all-way communications.

Innovative, Vibrant and Caring Community –

- Support Services – 1) Diverse programs through 2) community partnerships that result in 3) education.
- Involved Citizens – 1) Outreach strategies that reach 2) diversified groups and 3) create public interest.
- Opportunities for Interaction – 1) Events, 2) programs that occur in 3) public places and contribute to a diverse community where there are opportunities for all to live, work and play well.

Quality Neighborhoods –

- Sense of Community – 1) Diversity and 2) involvement are critical to a sense of inclusion and ownership for all.

City-wide purchasing strategies addressed by this proposal:

- Provides the best value in meeting community needs.
- Leverages collaborations with other departments and external organizations.

**C. Partnerships and Collaboration proposed:**

This proposals’ success is dependent on all COB departments working collaboratively to deliver timely, useful, and inclusive information to the public. The programming suggested meets a known need and serves to facilitate diverse viewpoints in the community.

**D. Activities in this proposal that support the work of other proposals, or save costs that would otherwise have to be expended:**

This proposal supports and extends the education and outreach activities detailed in the Fire Prevention Division proposal (070.06NA) and the Parks Department Cultural Diversity proposal (100.19NA).