

PUBLIC OUTREACH PLAN

WORKING WITH THE COMMUNITY

ASHWOOD PARK MASTER PLAN UPDATE



City of Bellevue

March 2024

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PROJECT PURPOSE

The City of Bellevue is updating the master plan for Ashwood Park, located at 10820 NE 10th St. In 1990, the City Council adopted a Master Plan for Ashwood Park. A master plan update is required due to dramatic population growth and demographic changes in the downtown area.

COMMUNITY OUTREACH

STAKEHOLDERS AND OUTREACH OPPORTUNITIES

The project team will reach out to interested parties including city staff, neighbors, and existing park users. Other target audiences include people who work and/or live in Bellevue.

A Title VI demographic report of census block groups within the 1/3-mile walkable access service area of the park describes the local community and informs the methods and tools for inclusive and equitable public engagement (see [Appendix](#) for details).

GOALS AND OBJECTIVES

Community outreach efforts will:

- A Provide a range of opportunities for the community to be included and inform the park planning process to update the Ashwood Park master plan.**
 - Host community open houses, workshops, and meetings including pop-up events in and near the park to engage with community members. Virtual engagement for those who cannot attend in person will be an option for some events.
 - Use multiple communication methods including: mail; posters; City website; media outlets; email; online polling and surveys; and social media such as Nextdoor, X (formerly Twitter), Instagram, and Facebook to notify, update, and gather community preferences.

- B Generate broad-reaching, cross-cultural, and multi-generational public input.**
 - Engage with community stakeholders, including Bellevue Downtown Association, Downtown residents, businesses and employees, and residents in surrounding neighborhoods.
 - Develop and regularly update a stakeholder list that includes hard-to-reach populations, such as people who rent and cross-cultural audiences, including residents who speak languages other than English, and people living with disabilities.
 - Leverage relationships with existing neighbors, including the Ten20, Firenze, and Pacific Regent residential buildings, KidsQuest Children’s Museum, and the Bellevue King County Library.

C Keep the public and the Parks & Community Services Board and City Council informed.

- Use mailings, emails, and social media to share updates.
- Maintain progress updates on project website.
- Amplify message through media by providing press releases or contact with individual reporters.
- Maintain and post public responses and summaries of public meetings, media coverage, surveys, etc.

MASTER PLAN PROCESS AND TIMELINE

The City and design team will work alongside the community and stakeholders in our process for informing an updated Ashwood Park program and design. We expect the work to occur over a period of 18 to 24 months.



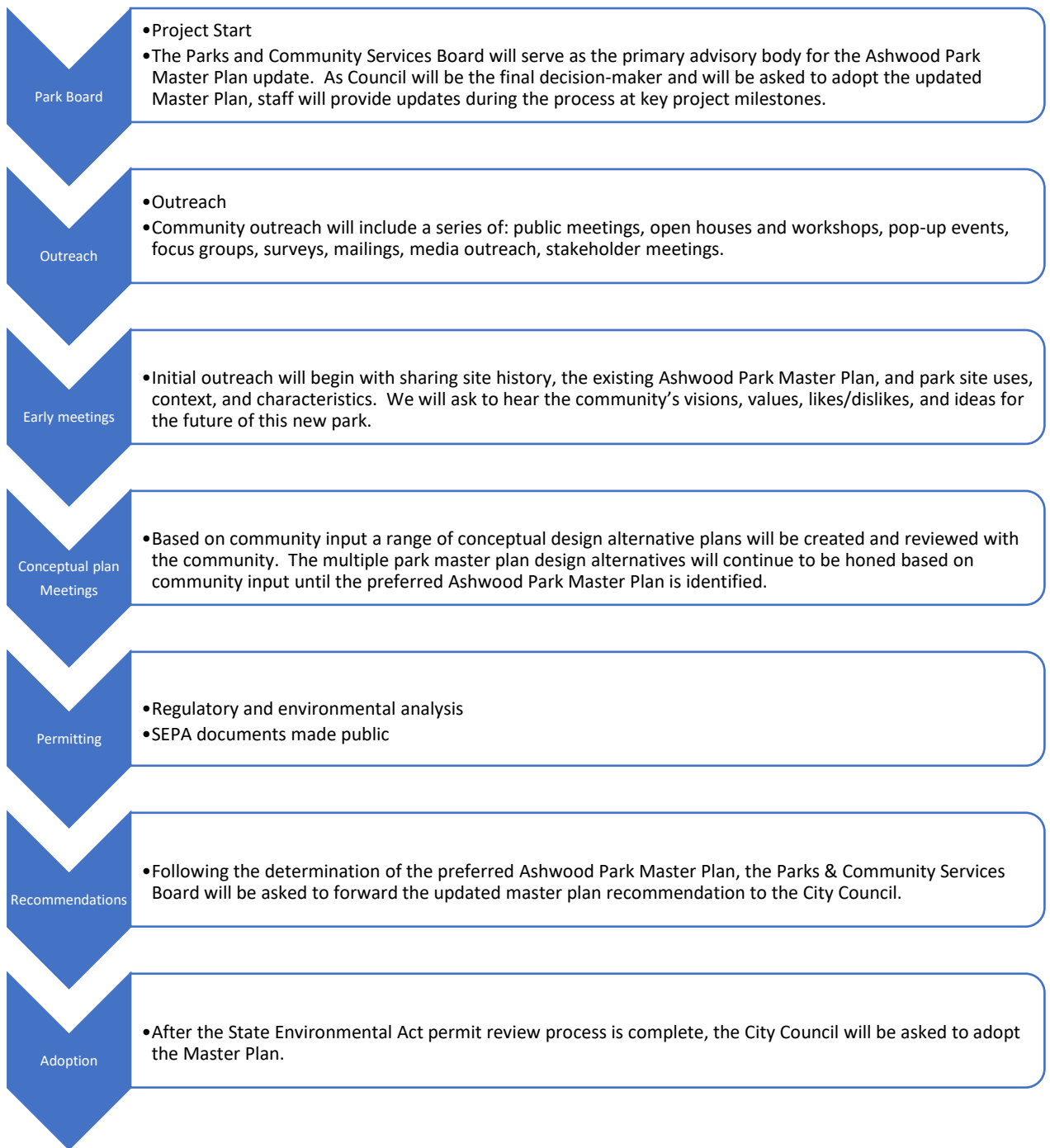


Figure 4: Master Plan Update Process Overview

COMMUNITY MEETINGS AND EVENTS

COMMUNITY MEETINGS

Meetings – formal presentations or organized as workshops – will be structured to encourage widespread participation and constructive public comment, provide accessible and understandable information, quickly raise and respond to issues and concerns, identify opportunities and constraints, and generate enthusiasm and support.

A series of community meetings will be conducted throughout the master planning process, in or as close to the park as is feasible and scheduled at a variety of days and times to help encourage a broader range of community participation. In-person meetings will be held at the park or local library.

POP-UP EVENTS

Two pop-up events will be held in the park or at the King County Bellevue Library to share information and gather preferences for park development from park visitors and people in the adjacent neighborhoods. Pop-up events will be scheduled on high-traffic days/times mindful of the season, weather, and scheduled park events with the goal of reaching as many community members as possible who regularly use the park.

FOCUS GROUPS – BUSINESS/TECH ECONOMIC DEVELOPMENT

City Staff will coordinate with the City of Bellevue Community Development Department (Economic Development Division) to schedule focus group meetings to determine how businesses can be involved in updating the master plan.

COMMUNITY GROUPS/STAKEHOLDER MEETINGS

In consideration of groups that have an existing meeting schedule, project staff are available to meet with individuals or groups at their pre-existing meetings as opportunities to gather input, answer questions, and provide project updates.

PARK BOARD AND CITY COUNCIL MEETINGS

Staff will provide project updates and seek City Council and the Parks & Community Services Board's feedback throughout the master plan update process. City Park Board and Council meeting agendas are posted on the City's website prior to each meeting.

- **City Council:**
<https://bellevuewa.gov/city-government/city-council>
- **Parks & Community Services Board:**
<https://bellevuewa.gov/city-government/departments/city-clerks-office/boards-and-commissions/parks-and-community-services-board>

The Parks & Community Services Board and City Council welcome community attendance and participation at their meetings. Comments from the public are welcome during the "Oral Communications" portion of the agenda.

Presentations and discussion specific to the Ashwood Park Master Plan update will occur at two to four Park Board meetings. The Park Board will forward an updated master plan to the City Council.

Presentations and discussion specific to the Ashwood Park Master Plan update will consist of Study Sessions before the Council's adoption of the updated master plan.

COMMUNICATION TOOLS

Printed, digital, and in-person communication methods will be used to ensure a multi-layered approach to outreach, using a variety of tools tailored to the audience and engagement platform. The City will provide materials in multiple languages as identified in the demographics overview with the recommendations of English, Japanese, Simplified Chinese, Korean, Russian, and Spanish.

Staff will use the following tools to inform, gather, and share information:

MAIL AND POSTERS

Postcard invitations will be distributed prior to each project meeting to provide information, advertise the event, and obtain feedback. Postcards will also be delivered to apartment building property managers, Bellevue Library, and KidsQuest.

- The postcards will provide clear instructions on how to comment on, and be involved in, the master plan update process. The postcards will also be used as a handout at workshops and will be available to any interested parties who request them.
- Postcards will be mailed at least two weeks before each community meeting.

Distribution lists: The initial mailing list will include neighbors living and working within a quarter mile of the park, as well as the Parks & Community Services Board, City Council, and any persons or organizations that have expressed interest in participating in the park planning effort.

Poster distribution: Posters with project information such as meeting date(s), website, will be distributed to stakeholders who wish to post. Posters will be distributed to local businesses and at gathering places, such as community centers, libraries, public kiosks, shopping areas, coffee shops, and posted to bulletin boards, with an emphasis on locations within a quarter mile, or a ten-minute walk to the park.

PROJECT WEBSITE AND SOCIAL MEDIA

Project website: Public outreach will be chronicled on the City's project website:

<https://bellevuewa.gov/Ashwood-Master-Plan>

The City's park website will be updated throughout the planning process with information such as project announcements, meeting notifications, workshop materials, survey opportunities and results. The project website will have an email sign-up option so that community members can join a distribution list and be notified when the project website is updated and when there are engagement opportunities.

The website will be live prior to or directly after the Parks and Community Services Board Meeting in March with Ashwood Park Master Plan Update on the agenda.

Social media: Content will be developed and posted to Nextdoor, X (formerly Twitter), Instagram, and Facebook to inform, update, and gather community preferences.

nextdoor.com/neighborhood/ashwoodwa--bellevue--wa

facebook.com/pages/Ashwood%20Park/175934119243376

twitter.com/bvueparks

instagram.com/explore/locations/10828160/ashwood-park

MEDIA OUTREACH

Outreach will be coordinated with media – including City Communications “It’s Your City”, the “Bellevue Reporter”, and Neighborhood News – to feature articles about the Ashwood Park master plan update process. Articles will share information about the process and inform people on how to comment through the website, participate in surveys, and attend workshops and meetings.

PUBLIC INVOLVEMENT REPORT

The comments and results gathered online and through meetings, events, surveys, and other public involvement activities will be summarized and available to the public throughout the planning process on the project website. Before the Master Plan is adopted, a final Public Outreach Summary will be posted and provided to City Council. Information from the report will be used to inform final decisions about the park.

PROJECT CONTACT INFORMATION

Name	Zachariah Collom, Project Manager
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Mail	Bellevue City Hall, P.O. Box 90012, Bellevue WA 98009-9012
Website	https://bellevuewa.gov/ashwood-master-plan

APPENDIX

ASHWOOD PARK SITE

The Ashwood Park property is 3.82 (inclusive of the plazas, as shown below) acres and offers a multi-use field. Several events come to the field every year, ranging from food truck rodeos to summer youth soccer camps.



Figure 1: Vicinity Map Ashwood Park

TITLE VI DEMOGRAPHICS AND CONSIDERATIONS

A Title VI demographic report within census block groups within the 1/3-mile Walkable Access Service Area of the park describes the local community and influences the methods and tools recommended for inclusive and equitable public engagement.

Data points in this section come from the U.S. Census Bureau Decennial Census (2000, 2010, 2020) and the 2017-2021 American Community Survey (ACS) 5-Year Estimates. Block groups included in the Title VI demographic report are shown in the map below and include 530330238052, 530330238061, 530330238062, 530330238063, 530330238071, 530330238073, 530330240011.

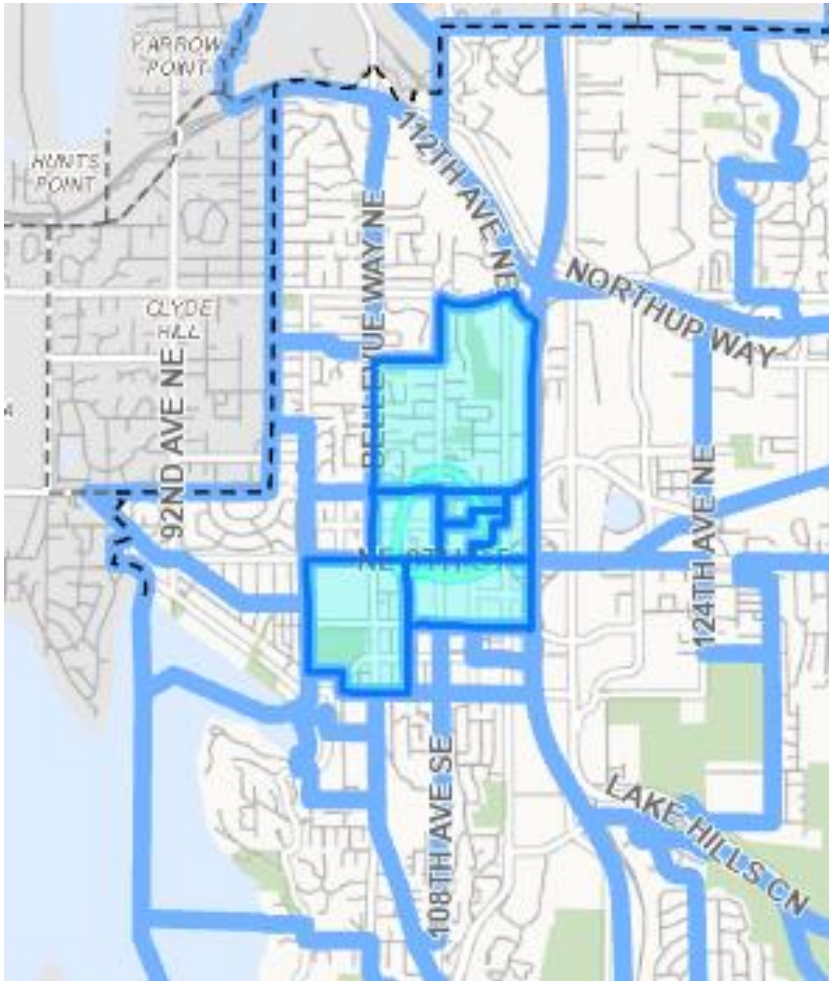


Figure 3: Ashwood Park Vicinity Block Groups

AGE

- Age < 5 = 3.43%
- Age 5 to 17 = 4.12%
- Age 18 to 24 = 7.1%
- Age 25 to 34 = 37.52%
- Age 34-44 = 13.12%
- Age 45 to 64 = 19.16%
- Age > 65 = 15.55%

The City of Bellevue is home to an estimated 151,854 residents, including 120,263 people over the age of 18 and 31,591 people under the age of 18. Based on age demographics, outreach recommendations may focus on the majority age group represented as 25-34, followed by 45-64. When planning public outreach meetings or events, consideration and design for caregivers that accommodate for childcare, time of day, and other amenities that are beneficial across age ranges is recommended. Additionally, consideration for older adults for engagement, such as size of text on materials, printed vs. digital engagement, and accommodations at in-person meetings such as audio equipment and easy access to entrances is recommended.

RACE AND ETHNICITY

- White = 48.46%
- Asian = 39.43%
- Two or More Races = 4.95%
- Hispanic = 2.72%
- Black = 2.71%
- Other Race = 1.57%
- Native Hawaiian/Pacific Islander = 0.16%
- Native American or Alaskan Native = 0%

The majority race/ethnicity group represented is white followed closely by Asian. Outreach recommendations include providing materials in languages other than English, including transcreation (not only translation). To reach Asian audiences, promotion of engagement opportunities on popular platforms used by Asian cultures such as posting information at cultural markets and working with community-based organizations to reach members of the Asian population is suggested.

LANGUAGE USE

Bellevue is home to many people who are multilingual. The following languages represent the top 5 most spoken languages in addition to English across seven block groups according to the 2019 American Community Survey and Bellevue School District data from the 2020-2021 school year.

- Japanese
- Chinese-Mandarin
- Korean
- Russian
- Spanish

Recommendations for outreach include providing materials translated in the top 5 most represented languages. This includes the transcreation of materials, which involves not only direct word to word translation, but including adjustments for meaning and context. Providing interpreters during meetings is also recommended.

INCOME AND POVERTY

- Population in poverty = 4.36%
- < \$35,000 = 6.46%
- \$35,000 - \$49,000 = 6.91%
- \$50,000 - \$99,999 = 20.01%
- \$100,000 – \$124,000 = 8.41%
- > \$125,000 = 58.21%

Although the majority of the population surveyed has an income of over \$50,000, accommodation for accessing opportunities to respond and participate in outreach activities will be considered. Holding meetings at varying times to accommodate people employed

outside of traditional weekday business hours, such on weekends and at locations where people gather on the way to and from work, will be included during scheduling.

EDUCATION INFORMATION

- Advanced degree = 33.94%
- Bachelors degree = 32.99%
- Associate degree = 3.15%
- Some college = 7.95%
- High school = 6.52%
- No high school degree = 0.79%

Over 75% of the population surveyed has an education above high school level. It is still recommended that the level of reading for reports and collateral should remain accessible for most educational levels, the recommended standard is an 8th grade reading level.

DISABILITY INFORMATION

- Any disability = 8.87%
- Walking disability = 5.91%
- Individual living = 4.21%
- Cognitive disability = 2.73%
- Hearing disability = 2.23%
- Self-care disability = 1.87%
- Vision disability = 0.86%

About 9% of the population surveyed has a disability, with Individual Learning and Walking as the most represented disability. Accommodation will be considered during meetings, for public input tools, and in the design of outreach materials including easy access to meeting places, use of adaptive technology, and providing ASL interpreters when requested.

VEHICLE INFORMATION

Households with No Vehicle by block group, from 1,017 responses total.

- 530330238062 = 37.43%
- 530330238071 = 20.48%
- 530330238061 = 20.34%
- 530330238063 = 23.54%
- 530330238052 = 9.52%
- 530330238073 = 6.61%
- 530330240011 = 2.57%

An average of 17% of the population surveyed does not own a vehicle. An understanding of how people will use the transportation system and alternative modes of transportation and any additional accommodation they may need will be addressed. For example, holding meetings at the park during hours that allow for walking and biking.