



City of Bellevue

ACCESS BELLEVUE



Communications Plan

2017-2018

Communicating accurate, timely, and consistent information to the community during East Link light rail and surrounding construction.

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Access Bellevue Communications Plan

INTRODUCTION

Background

Bellevue, Washington is a major regional hub with more than 139,000 residents and nearly 150,000 jobs. The city supports planned growth and development. Its transit vision calls for providing efficient, useful, attractive service for most people to most destinations, most of the time, and serving a maximum ridership.



In 2008, voters of the Central Puget Sound Region approved Sound Transit's ballot measure to add commuter rail service and regional express bus service in various corridors within the region. The passage of Sound Transit 2 (ST20) brought the design and construction of East Link. East Link is a 14-mile extension of Sound Transit's regional light rail transit system. Ten East Link stations will serve Seattle, Mercer Island, Bellevue and Redmond. Six of the 10 stations are being built in Bellevue. East Link construction started in March 2016 and is projected for completion by the end of 2022. Sound Transit will test operations for one year before beginning service in 2023.

In addition to the seven-year construction and testing phase of East Link, Bellevue will continue to experience a high level of private and public construction – particularly in the Downtown and BelRed areas as well as other growth centers such as Factoria/Eastgate and Wilburton.

It is more important than ever for the City to lead a coordinated communications effort to ensure that city staff, community members and visitors know the best ways to access Bellevue during this period of heightened construction.

East Link and surrounding construction will include:

- lane and road closures, leading to detours;
- road, building (e.g. light rail station) and sidewalk construction;
- trenching and paving;
- installation of street lighting and traffic signals;
- light rail station finishes;
- roadway signing and striping; and
- utility relocation.

Purpose of Access Bellevue Communications Plan

This communications plan will ensure construction information is coordinated within the City and with community partners so that timely, accurate, and real-time information about East Link and nearby construction impacts is communicated predictably, proactively and interactively. This plan is a dynamic document that will be updated throughout construction based on changing conditions and ongoing community input.

The East Link 2015 Amended Memorandum of Understanding (Amended MOU) between the City of Bellevue and Sound Transit acknowledges that community outreach during the construction of East Link is critical. Although the Amended MOU calls for “Sound Transit to lead, in consultation with the City, all construction outreach to residents and businesses directly and indirectly by construction,” it also calls for the City to spearhead a campaign that messages “Bellevue is open for business.”

Section 23.2(c): To further complement Sound Transit's outreach work, the City shall lead, in consultation with Sound Transit, a regional public relations and marketing campaign focused on the message that “Bellevue is open for business” through construction.

At the time the Amended MOU was developed, the City Council wanted to make sure the City's outreach efforts extend beyond what Sound Transit's outreach efforts went even further than what Sound Transit would provide to residents, businesses, commuters and the general public.

This plan is based upon the successful efforts used during the Access Downtown campaign (2000-2005) when multiple agencies and local business representatives coordinated the planning and public messages regarding federal, state and city road improvement projects in Bellevue.

In addition to fulfilling the terms of the Amended MOU, Access Bellevue supports several other city priorities:

- The City Council's Two-Year Priorities (2016-2017) regarding light rail permitting and mitigation, transportation capital projects, economic development goals and development of the Grand Connection;
- Bellevue's “One City” vision to be a collaborative and innovative organization that is future focused and committed to excellence;
- The City Council's vision to “welcome the world,” and encourage cultural diversity, vibrant culture, community engagement, scenic experiences, and a stable; workforce; and
- The BelRed Corridor Subarea Plan, which is facilitating a graceful transition from a mostly light industrial area into a robust mixed-use neighborhood served by high-

capacity transit.

- The Transportation Mission, which is to provide a safe and efficient transportation system that supports livable neighborhoods and a vital economy in partnership with the community.

Coordinated Communications

This communications plan commits the City to inform the public not only about East Link construction but other construction happening near the light rail alignment. Some of the following key strategies and tactics for 2017 and 2018 may be in addition to what is provided by Sound Transit or other construction agencies.

Strategies

- **Access Bellevue Communications Committee** comprised of community partners who will share major construction and major event information for public release.
- **Real-time construction information distribution** to be enhanced using existing and possibly new tools and applications.
- **Construction Progress Community Meetings** to be held on a regularly scheduled basis to inform the public of current status.
- **General business outreach** about East Link and other major construction to identify business needs and provide resources.
- **Promotion of retail centers** not necessarily adjacent to or near the East Link alignment but to encourage exploring Bellevue's retail opportunities.
- **Enhanced marketing of Bellevue** should construction conditions warrant.

Tactics

- **Surveys** to gauge public awareness or interest in construction-related topics.
- **City-wide informational mailer** to Bellevue homes and businesses to include East Link, BelRed transportation projects, Grand Connection and capital improvements.

Goals

- **Build and sustain trust.**
 - Build confidence that construction is well-managed.
 - Respond quickly to construction-related issues.
 - Foster local and regional relationships.
 - Welcome input on how to improve construction communications.

- **Communicate effectively.**
 - Provide consistent and coordinated messages internally and externally.
 - Communicate predictably, proactively and interactively.
 - Inform the community in advance of major construction activities.
 - Keep elected officials, community influencers and the public informed with real time information to the extent possible.
 - Provide opportunities for public feedback.
 - Exchange information about events, activities, and other construction occurring in Bellevue.
 - Coordinate project and event planning within City departments and with outside agencies, including marking construction milestones.
 - Communicate through traditional and social media.
 - Address access issues for pedestrians and bicyclists in addition to drivers.

- **Promote Bellevue.**
 - Promote Bellevue through public relations, marketing and advertising.
 - Leverage free publicity provided by community partners.
 - Create campaign identity using consistent branding, logo and/or tagline, if deemed warranted.

- **Care for the community.**
 - **Businesses**
 - Promote access to businesses impacted by East Link and adjacent construction.
 - Integrate outreach programs to small businesses.
 - Provide resources to affected businesses.
 - Support businesses participating in Sound Transit's Business Relations Program.
 - Assure that emergency vehicle access is maintained.

 - **Neighborhoods**
 - Keep residents informed with timely and accurate information.
 - Respond quickly to concerns and inquiries.

- Assure that emergency vehicle access is maintained.
- Message park land, open space and connectivity improvements as a result of construction.
- **Travelers**
 - Apprise commuters and visitors of construction impacts.
- **Promote various transportation options**
 - Message that modes other than drive alone vehicle trips improve city-wide mobility.
 - Encourage modes of transportation other than drive-alone vehicle trips.
 - Enhance trip reduction outreach with current construction information.
 - Emphasize existing employer-based transportation programs and incentives.

Strategies

I. Develop Key Messages

- Message care and understanding about impacts of construction.
- Reflect commitment to community partnerships (local and regional).
- Reinforce Bellevue's attributes as a great place to live, work, and visit.

II. Identify Target Audiences

- **Internal**
 - Elected officials
 - Appointed officials (boards and commissions)
 - City employees
 - City vendors
- **External**
 - Travelers
 - Local
 - Non-local
 - City Hall visitors

III. Coordinate Communications

- **Create and participate in community engagement opportunities**
 - Construction relations communications committee
 - Celebrations and events
 - Targeted business outreach
 - Proactive neighborhood relations
 - Share successes of Sound Transit's Business Relations program
- **Implement coordinated communications to help public to safely navigate around construction areas**
 - Signage
 - Posters/Banners
 - Traffic updates/advisories
 - Public Safety Messaging
 - Utilize community partner communications

- **Extend multimedia reach through existing city and community information systems**
 - Print materials (posters, mailers, brochures, city publications)
 - Public and Media Relations
 - Digital messaging (social media)
 - Logo and tagline, if deemed appropriate
 - Promotional products
 - Paid advertising (Print, Social Media, Radio, TV, Web)
 - Video productions/Video streaming
 - East Link video series (Bellevue TV)
 - Construction Happens videos (Bellevue TV)
 - Share informative videos produced by Sound Transit
 - Shopper incentives
 - Explore new concepts
- **Gather and share feedback on keeping the public informed**
 - Surveys
 - Events (City, Sound Transit, & Community)
 - Interactive, mobile ways for input

IV. Identify Resources and Budget

- **Define multi-departmental and multi-agency roles and responsibilities**
 - Identify needs and resources
 - Inventory communications tools and other public relations initiatives; identify and fill gaps
- **Develop budget consistent with City's biennial budget adoption**
 - Identify in-house costs vs. contract services associated with construction milestones (e.g. major impacts, project completions)

V. Offer incentives for transportation alternatives

- **Create new and integrate existing promotional incentives to encourage travel alternatives**
 - Transit (bus, rail)
 - Bike
 - Walk
 - Carpool/Vanpool
 - Telecommute

VI. Evaluate effectiveness

- **Conduct periodic evaluations and share results**
- **Improve communications based upon feedback**
- **End of project satisfaction survey**

I. Key Messages

- **Bellevue is where you want to be.**

- Bellevue is a major regional hub with more than 139,000 residents and nearly 150,000 jobs.
- Downtown Bellevue is a thriving city core. It seeks to be viable, livable, memorable and accessible.
- Bellevue is vibrant, modern and growing.
- Bellevue is a “city in a park.”
- Bellevue supports planned growth and development with a bold transit vision that provides efficient, useful, attractive services for most people, to most destinations, most of the time, serving maximum ridership.

- **Bellevue’s transportation system is evolving.**

- Bellevue is evolving to a more transit oriented city to meet the needs of the business and residential community.
- Bellevue views transportation and mobility in a holistic way – planning and implementing safe networks for transit, bicycle, pedestrian and vehicle movement.
- Bellevue’s current key initiatives – Downtown Livability, BelRed Transformation, and The Grand Connection – will help to realize Bellevue’s great, distinct urban environment.
- Bellevue supports walking and biking as safe, healthy and attractive alternatives to driving. The City is activating the 2009 Bellevue Pedestrian and Bicycle Implementation Initiative that will make biking and walking in Bellevue safer and easier.
- Our public transportation and utility projects are intended to meet projected population and job growth, especially in the City’s downtown core.
- Bellevue is experiencing a high level of private and public construction activity:
 - Construction improves infrastructure and mobility.
 - Construction brings in revenues that support the City’s economic vibrancy.
 - Construction come with impacts to residents, businesses and the traveling public.

- **Bellevue cares about construction impacts.**

- We care about construction impacts to our residents, businesses and visitors and encourage all who live, work and here Bellevue to plan ahead, be informed and show patience.
- We carefully plan and coordinate construction projects to the extent possible.
- We will encourage pedestrians, drivers and commuters to be safe, especially near construction work zones.
- The City and its communications partners will
 - Help you get around in the way that works best for you, whether it's driving, transit, walking, biking or sharing the ride.
 - Share current and real time construction, traffic, and activity information internally and externally.
 - Promote Bellevue as a great destination, an economic center that has global reach and a community of diverse and vibrant neighborhoods.
 - Respond effectively and efficiently to complaints, concerns, and questions.
 - Use their respective communications tools to help the public safely navigate around construction areas.
- The construction of East Link light rail is the largest construction project in the City's history.
 - Traffic and noise impacts will cause frustration at times for residents, workers, visitors and delivery truck drivers.
 - The City and Sound Transit are committed to mitigating traffic and noise impacts.
 - While the process of building East Link will be tough, the City and Sound Transit believe the end result will bring a reliable transportation alternative.
 - Mitigation of traffic and construction is high priority for this complex, long-term project.
 - The City and Sound Transit are committed to ensuring efficient traffic movement during peak morning and afternoon times
 - Sound Transit is the agency responsible for building the rail line, the stations and all of the supporting infrastructures; the agency will hire contractors to complete each of the East Link Extension segments.
 - The City is responsible for the review, approval, and inspection of city-issued permits, including the Design & Mitigation Permits issued for the

South Bellevue, Central Bellevue, BelRed segments and the Spring District/120th Street station.

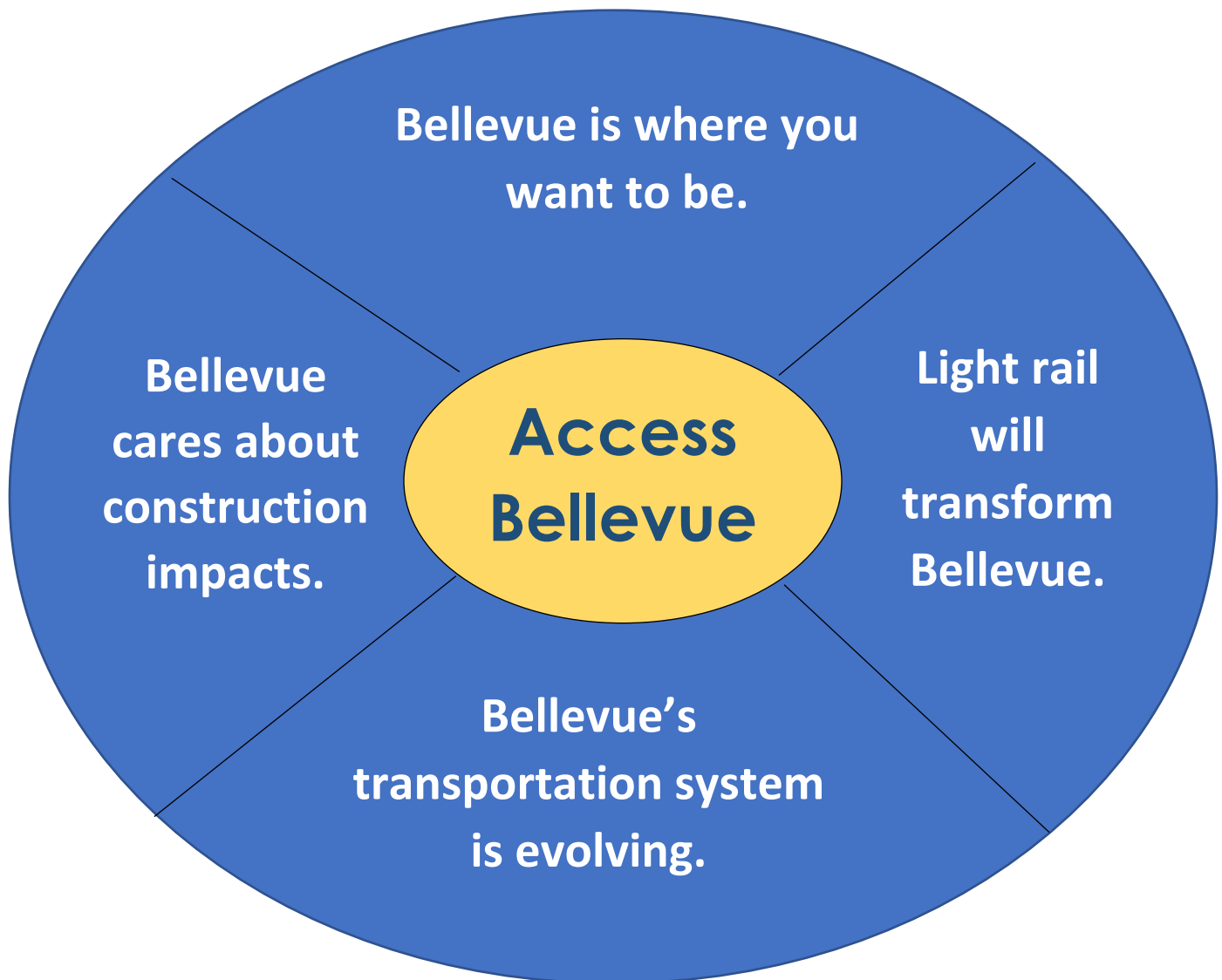
- Most construction for East Link will occur from 2016 through 2022; testing operations will occur for one year prior to beginning service in 2023.

- **Light rail will transform Bellevue.**

- East Link will elevate the public's perception of Bellevue as a regional destination and economic center.
- Transit ridership is increasing in Bellevue and is anticipated to more than double to 140,000 daily ridership by 2030.
- The City's goal is to maximize the region's investments in light rail and ensure that East Link fits Bellevue's vision for a well-planned community.
- East Link light rail will improve mobility, provide predictable travel times.
- East Link is electric, with no greenhouse gas emissions from the trains.
- East Link will attract businesses to Bellevue and retain existing companies because access to transit is an important amenity.
- East Link will enhance Bellevue's economic growth by connecting business and leisure travel.
- In addition to having a new transportation option, people who live, work and visit here will enjoy new and improved parks, transit-oriented housing, and more connectivity to the six light rail stations being built in Bellevue as a result of East Link.
 - The vision for BelRed's multimodal transportation system is being realized with improvements to the 124th Avenue NE Corridor and 120th Avenue NE Corridor and construction of NE Spring Boulevard happening 2016 through 2020.
 - The vision for Bellevue's Grand Connection is to connect Meydenbauer Bay to the Eastside Rail Corridor; bring connections to downtown districts and create connections to parks and open spaces.

The City will develop key messages to address specific community relations issues that may not necessarily be integrated into this Plan.

Access Bellevue Key Messages



II. Target Audiences

The Access Bellevue Communications Plan identifies strategies in which the City and community partners will effectively communicate construction information within and outside of the City organization.

INTERNAL AUDIENCES

For purposes of this Plan, internal audiences include:

- Bellevue City Council
- City of Bellevue Boards and Commissions
- City of Bellevue East Link Steering Committee
- City of Bellevue employees
- City of Bellevue Light Rail and Station Area Plan Citizen Advisory Committee members
- City of Bellevue vendors

The efforts of this plan will be complemented by the City's matrixed public information structure. Most City departments have dedicated public information personnel who are led by the Chief Communications Officer, City Manager's Office. Department Public Information Officers (PIOs) will be encouraged to share direct communication released by the East Link Outreach and Community Relations Manager, Transportation Department with their respective department employees and community stakeholders.

The Transportation Department's Capital Improvement Program (C.I.P.) Public Involvement Manager will be a key contributor of project information occurring near the East Link alignment within the BelRed Corridor.

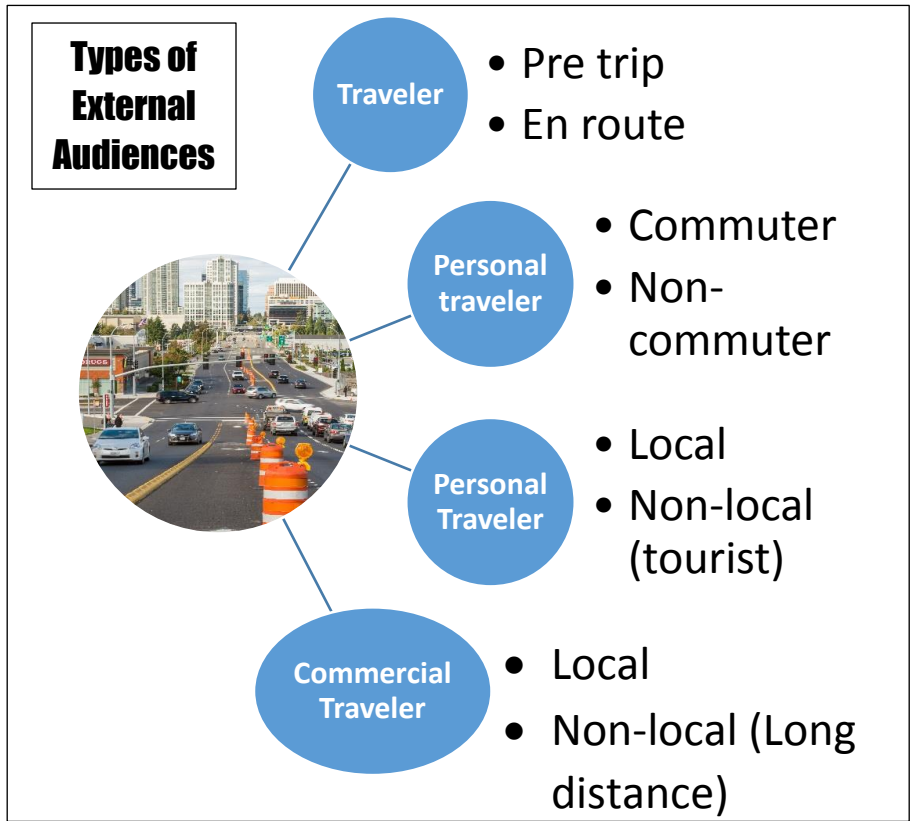
Additionally, the Planning and Community Development's BelRed Corridor Plan and Grand Connection initiatives will help to inform the outreach identified in this plan.

Internal communications will be vital when the Bellevue Downtown East Link light rail station is being constructed at City Hall and impacting visitor and employee access to the building and parking. Also, emergency responders need to have current traffic and road conditions to effectively respond to dispatched service calls.

EXTERNAL AUDIENCES

The outreach strategies in this plan seek to inform and engage external audiences which include residents, employers and their employees, visitors, media and the public. These

external target audiences can be further characterized as travelers, trip generators and people.¹



Travelers

The major audience for public information and outreach about a construction zone is travelers and potential travelers. Typically, travelers receive construction project information either before they set out (pre-trip) or once they are traveling (En route). Distinctions among travelers may be that they are commuters who rely on transportation services and non-commuters and that they are local and non-local travelers.

Commercial drivers are a type of traveler that needs construction information

because of schedules, loads, and overnight travel and will be considered a target audience for this outreach plan. Commercial drivers also include ambulance drivers.

Trip Generators

Major trip generators near a construction project area are considered a target audience for purposes of this plan and include:

- Major employers
- Retail centers
- Entertainment centers
- Medical institutions
- Colleges/Universities/Education institutions
- Transit centers
- Organizers of major special events
- Business associations
- Recreation and tourist attractions

¹ Source: US Department of Transportation, Federal Highway Administration

People

This Plan takes into consideration the different types of people affected by construction occurring within Bellevue and their different needs for receiving information. For purposes of this Plan, the target "people" audience includes:

- Residents, including neighborhood association leaders
- People with disabilities and special needs*
- People with limited English proficiency**

Notes:

*For purposes of this plan, the City of Bellevue will include language in its public meeting and event notices which commits that:

"Any public meeting will be wheelchair accessible and that American Sign Language (ASL) interpretation is available upon request. Advance requests can be made by calling 425-452-5262 (TDD) or 425-452-4162 (Voice)."

**The primary foreign languages in Bellevue are Spanish, Russian, Vietnamese and Chinese. The City of Bellevue has bilingual translation capability for its website and has other resources to communicate with non- or limited-English speakers.

III. Communications Strategies

This Plan intends to implement various strategies to achieve the goals communicating accurate, timely and consistent information to the community during East Link light rail and surrounding construction.

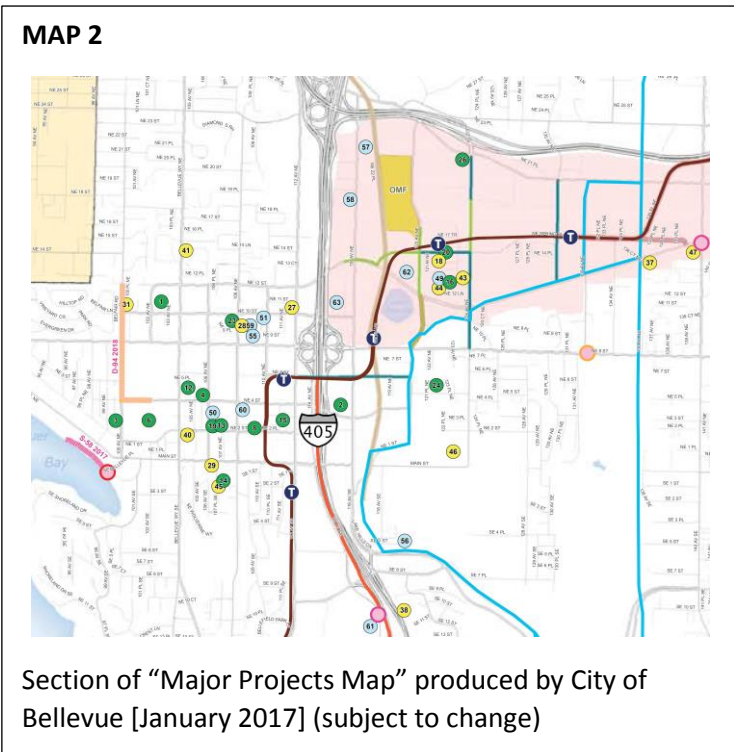
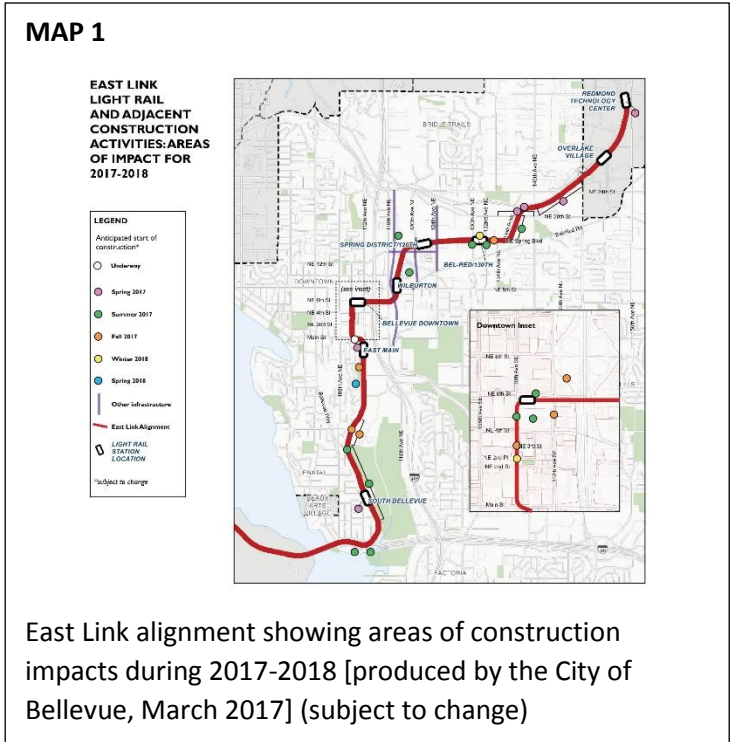
The map to the right (MAP 1) depicts the East Link alignment and key construction activities that the public would benefit from knowing in advance. (See Appendix A for full map. Construction timing is subject to change.)

The map below (MAP 2) is a snapshot of private and public development projects occurring in the BelRed area. (See Appendix B for full map. Construction timing is subject to change.)

East Link construction, coupled with infrastructure projects along the alignment, particularly in the BelRed area, will bring a level of construction that the City has not experienced.

The City's communications tools are intended to not only enhance construction information released by Sound Transit but to message the City's roles in:

- Permitting and inspection
- Maintenance of traffic
- Community relations



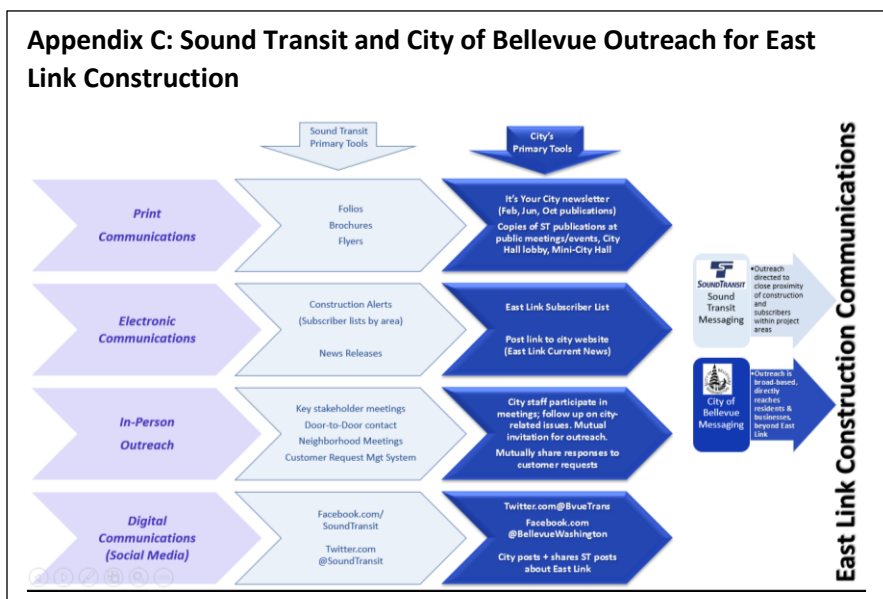
In addition to the City's dedicated East Link outreach staff, there are additional public information and involvement staff in the Transportation Department who support outreach and communications for capital projects and transportation and mobility initiatives. Additionally, there are public information officers in the City's Utilities, Development Services, Parks and Community Services, Police, Fire and City Manager's Office.

For purposes of the Access Bellevue effort, City communications tools primarily include:

- Print
 - Direct mailer
 - City Newsletter
 - Brochures/Folios/Fact Sheets
- Electronic
 - Project webpages
 - Subscriber list servs
 - News releases (distributed electronically)
 - Response to emails
- Digital
 - Facebook
 - Twitter
- In-person
 - Open Houses/Forums
 - Response to phone calls
 - Neighborhood/community meetings

A popular communications tool that the City uses but does not own is NextDoor – a private social networking service for neighborhoods.

Sound Transit's outreach is typically directed to those in close proximity of East Link construction and subscribers within project areas. The City's outreach uses broad-based tools that are naturally more directed to residents and businesses impacted by not just East Link construction but other construction occurring in Bellevue. (See Appendix C for a graphic generally detailing outreach for East Link construction).



The matrix on the following page depicts the primary strategies using City tools to reach community stakeholders for purposes of the Access Bellevue Communications Plan.

TACTICS

This Plan is intended to ensure communications strategies are implemented in 2017 and 2018. It will be modified for future years as East Link and other construction will extend past 2018. The City will primarily use the following communications tactics:

Electronic/Digital		
Types	Name	Notes
City List Servs	<ul style="list-style-type: none"> • East Link • Transportation News • Traffic Advisories • Neighborhood News 	<ul style="list-style-type: none"> • East Link construction info involving road impacts is shared with Transportation News
Access Bellevue Bulletin	<ul style="list-style-type: none"> • Regularly published electronic bulletin on project updates 	<ul style="list-style-type: none"> • Distribute through East Link and Transportation News List Servs
Respond to emails	<ul style="list-style-type: none"> • Council correspondence • Staff correspondence 	
@BvueTrans Twitter	<ul style="list-style-type: none"> • Construction photos • Traffic advisories 	<ul style="list-style-type: none"> • Photo approval by Sound Transit • Share Sound Transit posts <ul style="list-style-type: none"> • #EastLink • Request Retweets (City) <ul style="list-style-type: none"> • @bellevuewa • @Bvue PD • @Bvue FD • @BvueParks • Request Retweets (external) <ul style="list-style-type: none"> • @SoundTransit • @BellevueDT (BDA) • @dtBellevue (Chamber) • @Bellevuebuzz • @BelReporter (newspaper) • @MetroBus (King Co Metro Transit)
@bellevuewashington Facebook		<ul style="list-style-type: none"> • Share Sound Transit East Link posts • Post capital project updates
Online surveys	<ul style="list-style-type: none"> • Traffic information survey (June 2017) • Effectiveness of communications (TBD) 	
Media	<ul style="list-style-type: none"> • News Releases • Media Events 	<ul style="list-style-type: none"> • City's Capital Projects – City Lead agency • East Link – Sound Transit lead agency
Video – city produced	<ul style="list-style-type: none"> • Alternate commuter lots (March 2017) 	<ul style="list-style-type: none"> • Topics appropriate to construction impacts • Bellevue TV Lake To Lake Program

	<ul style="list-style-type: none"> Maintenance of Traffic – Bellevue Way (April/May 2017) 	<ul style="list-style-type: none"> Public Service Announcements (PSA)
Print		
Types	Name	Notes
Access Bellevue Direct Mailer	<ul style="list-style-type: none"> June 2017 (TBD)2018 	Feature East Link construction “look ahead” + BelRed project updates + Grand Connection & Wilburton Commercial Area Plan updates
East Link Fact Sheets	<ul style="list-style-type: none"> Construction Noise Mitigation SE 4th Street Closure 	Updated as needed
Capital Project Mailers	As needed (CIP Public Involvement Manager)	<ul style="list-style-type: none"> BelRed Bellevue Way HOV Design

Outreach		
Types	Name	Notes
East Link + City Projects Open House	<ul style="list-style-type: none"> (TBD) 2017 (TBD) 2017 (TBD) 2018 (TBD) 2018 	2017: Early Summer; late Fall 2018: TBD
Updates to neighborhood and business groups		<ul style="list-style-type: none"> Upon request With Sound Transit Community Outreach staff
Access Bellevue Communications Committee	Business, transportation, other community representatives	Ongoing. Meet to share information about upcoming construction and activities (e.g. special events) that will impact roads/access to/from Bellevue
City Project Open Houses/Workshops	As needed (CIP Public Involvement Manager)	

IV. Budget

Following the approval of the 2015 Amended Memorandum of Understanding (MOU) between the City and Sound Transit, The City Council earmarked contingency funding (G-106) for the purposes of supporting the “Bellevue is Open for Business” campaign.

In the 2015-2016 adopted budget, \$75,000 was allocated in the Transportation Department’s budget for East Link Outreach (PW-R-159).

In early 2017, the Council approved the use of the allocated budget to support ongoing communications for 2017-2018 including the following:

2017 and 2018	
Citywide mailer (1/year)	\$20,000 x 2 = \$40,000
Business forum (2/year)	\$5,000 x 4 = \$20,000
East Link-City Projects Open House (2/year)	\$5,000 x 4 = \$20,000
TOTAL (2 year)	\$80,000

Additionally, the City Council approved the transfer of \$100,000 from its contingency fund to the Transportation Department East Link Outreach fund as placeholder funding. This funding would be used to support communications to address a specific need. Total funding available for 2017-2018 is \$175,000.

V. Transportation Options

A key component to this communications plan is to message to those who live, work and visit here what transportation options are available to access Bellevue. The City of Bellevue has dedicated resources to support transportation demand management programs (TDM) that promote:

- Ridesharing (carpool, vanpool)
- Transit (bus)
- Walking
- Biking
- Teleworking
- Flexible work schedules

The TDM program applies to certain-size businesses, including the City of Bellevue organization, and encourages companies to incentivize employees not to drive alone to their workplace.

Additionally, the city provides funding to TransManage, a service of the Bellevue Downtown Association, for commute trip reduction education and outreach. For the City of Bellevue, TransManage works with property managers, employers and businesses in the downtown core on programs that encourage and educate commuters and businesses on the benefits of transit, walking, bicycling, ridesharing and working from home. TransManage also maintains content for the Choose Your Way Bellevue website (www.ChooseYourWayBellevue.org).

For purposes of this plan, ongoing coordination will occur with the City's TDM program staff who oversees the efforts of TransManage to raise more awareness of transportation options available to residents, employees, and visitors.

Sound Transit and King County Metro have launched a joint effort called "Just One Trip" which, through marketing efforts and a centralized website (www.JustOneTrip.org), also encourages transportation options as alternatives to drive alone trips.

VI. Evaluation

It will be extremely important to know if construction information is reaching intended audiences and if the information is deemed timely, accurate, and useful. Evaluating the effectiveness of the strategies defined in this Plan will occur over time and not every aspect of this Plan will be evaluated. Evaluating "success" will improve communications and allow for adjustments to strategies and allocate resources appropriately.

Specific to East Link construction, there will be an opportunity for the public to give feedback on the effectiveness of the City's communications efforts.

For purposes of this Plan, evaluation strategies may include tracking and reporting:

- Number of subscribers and open rates of email correspondence sent via City list servs (Gov Delivery/Granicus)
- Number of City issued news releases published and shared by other entities such as local media
- Number of public engaged at city sponsored events
- Number of visits to the City's East Link, Capital Improvement, Traffic Advisories and Traffic Camera webpages (e.g. web, interceptor)
- Results from surveys gauging satisfaction of distribution of construction information and seeking feedback for improvement
- Reach of digital and print advertising
- Social Media followers and shares/retweets of city posts and comments
- Number of in-person updates to neighborhood and business groups
- Feedback from Access Bellevue Communications Committee
- Media coverage (particularly positive media coverage)
- Number of public inquiries received and questions asked/concerns raised
- Number of contacts from residents, businesses and general public
- Regularly published progress reports and annual report
- Requests for interpretation services
- Submittal of Title VI/Civil Rights Act of 1964 voluntary data