

THE COMMUNITY PROJECT



ROADMAP 2025

BELLEVUE, IDAHO



PURPOSE

The Community Project is a collaborative initiative that brings together city leaders and residents to design and create an outdoor public space that encourages connection and a shared sense of place. In Idaho, our communities are shaped by the places where we gather — parks, town squares, and neighborhoods — that reflect our identity and where we call home.

Through this initiative, the Blue Cross of Idaho Foundation for Health partners with communities to build or reimagine public spaces that enhance

quality of life, strengthen community ties through a shared sense of belonging, and encourage civility. By actively involving residents in the process of defining and designing these spaces, the project ensures that each area is tailored to meet the unique needs of the community. The Foundation supports this work by facilitating conversations, developing customized communication tools, and providing essential funding to help bring the community's vision to life.

PARTNERSHIP

This roadmap serves as a high-level implementation guide for The Community Project, emphasizing our mission to foster connections, enhance public spaces, and strengthen community bonds. It outlines the project's goals, details the funding structure, and highlights the collaborative efforts

necessary for success. Additionally, the roadmap presents a timeline of key milestones, clarifying the roles and responsibilities of all participants. By working together, this comprehensive approach aims to create lasting, meaningful spaces that meet the needs of the community.

GRANT DETAILS



FUNDING

The Foundation will provide funding of up to \$85,000 for the construction of the project, along with technical assistance from Reynolds+Myers to enhance community engagement through focus groups and meaningful outreach. Our support includes the development of communication strategies such as surveys, mailers, and organizing ribbon-cutting celebrations as well as social media promotion. This grant emphasizes the

co-creation of a vibrant community space that fosters connections among neighbors and cultivates a strong sense of identity throughout the community. By aligning with or creating branding initiatives, we aim to create a central focus that resonates with residents, fostering pride and unity in our mission to build inclusive and engaging environments.

PROJECT MANAGEMENT

As a recipient of grant funding, you must allocate staff time or seek external support for community engagement, which is estimated to require about 80 hours throughout the project. The Foundation will provide a small stipend in addition to the grant to help manage this workload. It is crucial for the community to dedicate time to meaningful and

thoughtful engagement in order to incorporate a diverse range of voices into the project. Special attention should be given to those voices that are often underrepresented in city council meetings, including youth, seniors, and multilingual community members.

PROJECT ROADMAP



At every stage of the project, active participation from all key stakeholders is essential. This includes the established grant group from the City of Bellevue, as well as Courtney Frost from the Blue Cross of Idaho Foundation for Health

and Tawsha Box from Reynolds+Myers. There will also be opportunities for additional participants to get involved at various milestones throughout the project.

TIMELINE	ACTIVITY	LEAD	ACTION ITEMS
March - September	Bi-weekly meetings with BCIFH and Reynolds+Myers	BCIFH and Reynolds+Myers	Each meeting will include some or all of the following: <ul style="list-style-type: none"> • Project status • Training • Discussion • Next steps
March - April	Online survey	City Grant Group	Share survey via various methods (with assistance from Reynolds+Myers) and encourage community member participation.
March - August	Technical Assistance	Reynolds+Myers	Development of all communication-based assets and training. Needs are determined during the Communications + Engagement Audit process.
March - April	Communications + Engagement Audit	BCIFH & Reynolds+Myers	Review and determination of assets, coaching, and communication needs.
May	In Person Engagement	BCIFH & Reynolds+Myers with an assist from the City Grant Group	Courtney and Tawsha to set up at various locations in the city to gather feedback from different groups.
March - July	Civility Training	BCIFH	Trainings led by Blue Cross of Idaho Foundation for Health specific to the City of Bellevue.
April - June	Communications + Engagement Brainstorm	Reynolds+Myers	Determination of the needs to facilitate community engagement and effective city communication.
June-July	Implementation Plan	BCIFH & Reynolds+Myers	Project implementation details and outline for an effective build.
July -August	Insight Consolidation	Reynolds+Myers	Summary of all engagement sessions, assets, training, city identity, and project action steps.
September	Community Shareout	City Grant Group	Communication with the community utilizing new tools and training to announce the project.
Fall 2025/Spring 2026	Groundbreaking	City Grant Group	Party at the project site!