



## Memorandum

**Date:** 10/26/2021  
**Meeting of:** City Council Study Session

**File No.** SS 21-081  
**Type:** Study Session

**TO:** Members of the City Council  
**FROM:** Mayor Angela Birney  
**DEPARTMENT DIRECTOR CONTACT(S):**

Executive	Malisa Files	425-556-2166
Executive	Lisa Maher	425-556-2427
Police	Chief Darrell Lowe	425-556-2529
Fire	Chief Adrian Sheppard	425-556-2201
Planning and Community Development	Carol Helland	425-556-2107

**DEPARTMENT STAFF:**

Executive	Jill Smith	Communications and Marketing Manager
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**TITLE:**  
Introduction of Redmond's Thrive program

**OVERVIEW STATEMENT:**

Redmond Thrive is a new umbrella branding campaign to package and promote the number of creative programs and efforts the City supports to ensure safety, stability, opportunity, and hope for anyone in need or crisis in our community. Often community members will contact city leadership requesting these types of programs as they are unaware that they already exist.

Moderated by Planning and Community Development Director Carol Helland, program staff will present 2-3 minutes each on the following individual programs. Staff will record the series of presentations and create a video to post on the program webpage and share with the community. Speakers and topics include:

- **Homelessness Response Program presented by Tisza Rutherford:**  
Helps unhoused and housing insecure community members on a path towards stability
- **Mental Health Professional (MHP) presented by Susie Kroll:**  
Deploys alongside police officers to resolve crisis calls for service
- **Mobile Integrated Health (MIH) presented by Liz Downs:**  
Resources to reduce unnecessary 911 calls and better the health of our community
- **Redmond Community Court presented by King County staff Callista Welbaum:**  
An alternative court for individuals who have committed low level offenses
- **Human Services Program presented by Brooke Buckingham:**  
Funding support to local non-profit partners who provide a range of supportive services to our community
- **Senior and Teen Services presented by Amanda Deml:**  
Provides nutrition services and connects teens to community services

- **Volunteer Opportunities presented by Amanda Deml:**

A variety of opportunities to volunteer and contribute to the programs and events that connect our community. The program name, *Thrive*, was chosen by program staff. The team found that the meaning of the word thrive embodied common desired outcomes across all of the individual programs. Definition - Thrive [verb] to prosper, flourish, grow, to progress toward a goal despite circumstance.

☐ **Additional Background Information/Description of Proposal Attached**

**REQUESTED ACTION:**

☒ **Receive Information**                      ☐ **Provide Direction**                      ☐ **Approve**

**REQUEST RATIONALE:**

- **Relevant Plans/Policies:**  
N/A
- **Required:**  
N/A
- **Council Request:**  
N/A
- **Other Key Facts:**  
N/A

**OUTCOMES:**

Council and community members will have a full understanding of each of the City's programs that offer unique public safety and human services in support to the Redmond community.

**COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:**

- **Timeline (previous or planned):**  
Ongoing with a kickoff of the new umbrella branding campaign on October 26 at Council Study Session.
- **Outreach Methods and Results:**  
Following with the kickoff at Council Study Session on October 26, we will use city channels for promoting the programs including sharing the recording of the presentation, article in the fall Focus print newsletter, November Mayor's Our Stories video topic, redmond.gov/Thrive webpage, enews, and social media
- **Feedback Summary:**  
N/A

**BUDGET IMPACT:**

**Total Cost:**

N/A

**Approved in current biennial budget:**

☐ Yes

☐ No

☒ N/A

**Budget Offer Number:**

The individual program that make up the Thrive program fall under their respective budgets.

**Budget Priority:**

Multiple

**Other budget impacts or additional costs:**

☐ Yes

☐ No

☒ N/A

***If yes, explain:***

N/A

**Funding source(s):**

N/A

**Budget/Funding Constraints:**

N/A

☐ Additional budget details attached

**COUNCIL REVIEW:**

**Previous Contact(s)**

Date	Meeting	Requested Action
2021	Item has not been presented to Council	N/A

**Proposed Upcoming Contact(s)**

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

**Time Constraints:**

N/A

**ANTICIPATED RESULT IF NOT APPROVED:**

N/A

**ATTACHMENTS:**

None