



## 2011 Performance Measures Survey Report

Prepared Exclusively for:

City of Bellevue, WA

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## Executive Summary

### Background and Objectives

The City of Bellevue conducts the Performance Measures Survey annually to gauge residents' satisfaction with services delivered by the City. The survey is intended to collect statistically reliable data. Findings contribute to Budgetary Performance Measures, "ICMA Comparable Cities reporting" (survey measures identified by the International City/ County Management Association), and certain survey measures that departments track for their own quality assurance and planning purposes. This is the fourteenth Performance Measures Survey conducted by the City. This report focuses on the results of the most recent survey that was conducted in February of 2011.

### Methodology

In 2010, ORC introduced a new methodology: address-based sampling (ABS). In the past, random-digit dialing (RDD) telephone or mail surveys were typically used to conduct citizen surveys. Recent research has identified coverage problems with the RDD telephone approach as more and more households move to cell phone-only or cell phone-primary households. This is particularly true of the harder-to-reach, younger segments of the population, as well as those living in multi-unit households.

Address-based sampling pulls a random sample of all Bellevue households from the U.S. Postal Service Delivery Sequence File (DSF). This file encompasses nearly all U.S. households. Addresses from that list were matched against key databases to provide telephone numbers where possible. If a phone number was appended, that household was then contacted by phone to complete the interview. If no telephone number was available, a letter was mailed to the address asking the respondent to complete the survey online. This is the third year that the City of Bellevue has used address based sampling for the Performance Measures survey. Additionally, the Budget survey and the Human Needs survey used the same methodology.

The end result was a total of 515 surveys completed for the 2011 Performance Measures Survey: 304 by phone and 211 online. More information is provided in the "Sampling and Data Collection" and "Demographic Profiles and Weighting" sections.

## Key Metrics and Trends

In 2010, ORC introduced a proprietary index and benchmarking tool, a Five-Star Rating System, designed to measure quality of governance and vision as a complement to traditional measures of the quality of life and delivery of services in a city. Five powerful measures of performance are used to create the Five-Star rating:

- The overall quality of life in Bellevue
- The direction the city is headed
- The perceived value of services provided by the city
- How closely Bellevue matches the ideal city
- The overall quality of services provided by the City of Bellevue

An algorithm based on a sample of cities across the United States is used to compute a cities Five-Star Rating.



**Overall, Bellevue is a solid 4.5-Star City,**  
with nearly three out of five (59%) residents Bellevue as a 4.5- or 5-Star City.

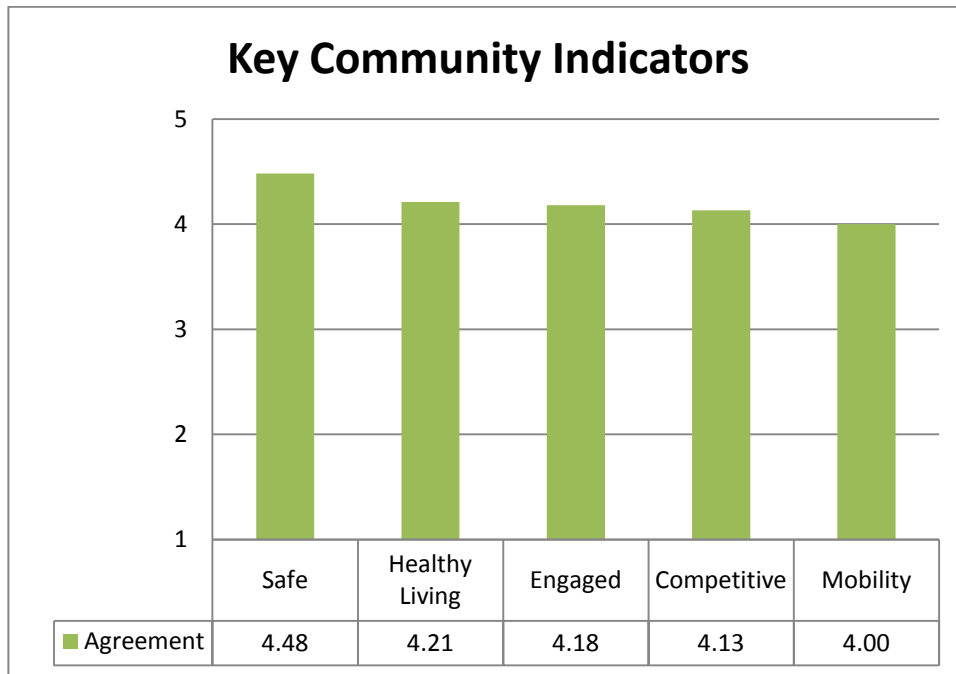
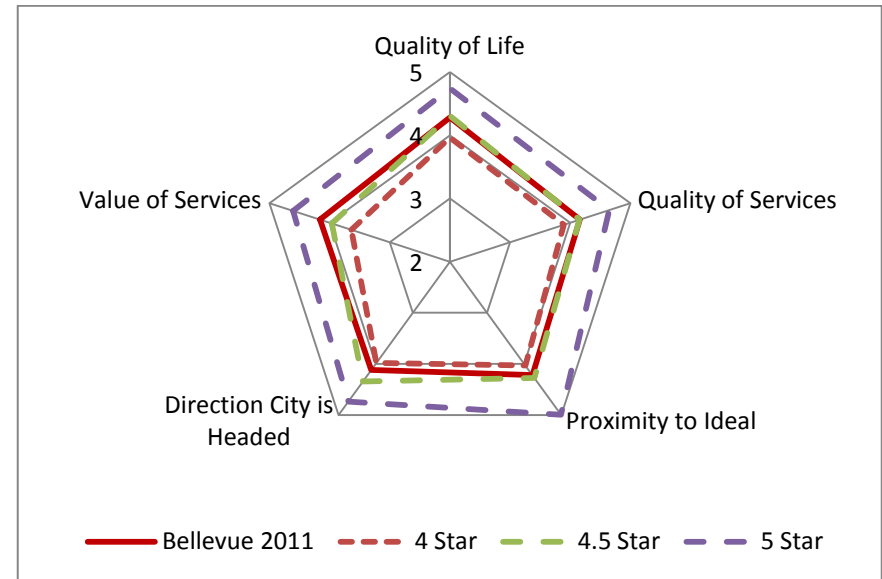
- More than nine out of ten (94%) residents report the quality of life in Bellevue exceeds (59%) or greatly exceeds (35%) expectations.
- Nine out of ten (90%) residents say the quality of city services exceeds (60%) or greatly exceeds (30%) their expectations.
- Nine out of ten (90%) residents report that the quality of life in Bellevue is ideal (37%) or nearly ideal (53%).
- More than four out of five (85%) residents feel they are definitely (38%) or somewhat (47%) getting their money's worth.
- More than four out of five (84%) residents report that Bellevue is strongly headed (38%) or heading (46%) in the right direction.

Compared to other 4.5-Star cities, Bellevue does *better* on value of services provided.

Bellevue performs consistently with other 4.5-Star cities for the extent to which:

- Bellevue’s quality of life exceeds citizen expectations
- The quality of services in Bellevue exceeds citizen expectations
- The quality of life in Bellevue meets its citizens’ ideal

Comparisons to the benchmarks suggest the city could improve in terms of the direction the city is headed.



The City of Bellevue has identified 24 items as Key Community Indicators, which residents believe correlate with five dimensions:

1. Competitive
2. Healthy
3. Safe
4. Engaged
5. Mobility

In general, Bellevue residents agree the city performs well on all dimensions—mean ratings are 4 or higher on a five-point scale. Bellevue does best in terms of being safe. Bellevue also does well for creating an environment that promotes healthy living and for engaging its citizens.

Somewhat lower ratings for competitiveness and mobility suggest potential areas for improvement.

## Special Topics

### Parks and recreation programs

- Satisfaction is high (93% satisfied)
- Fewer residents report park visits/personal participation in programs

### Bellevue Utilities

- Overall satisfaction of 94 percent—significant improvement from 2010 (89%)

### Mini-City Hall

- Awareness at 64 percent
- Significant decrease in usage from 14 percent in 2010 to 11 percent in 2011

### Fire Department

- High level of confidence in Bellevue's fire department (74% very confident and 24% confident)

### Transportation

- Nine out of ten (91%) are satisfied with maintenance of sidewalks and walkways
- 86 percent satisfied with street sweeping in their neighborhood

### Satisfaction with City Employees

- 39% of Bellevue residents have had contact with a city employee
- 94% are satisfied with the quality of service

### City Website

- Awareness remains the same (77%)
- Usage has increased slightly from 54 percent in 2010 to 57 percent in 2011

## Study Background

### Objectives and Methodology

The City of Bellevue conducts an ongoing Performance Measures Survey to gauge Bellevue residents' satisfaction with services delivered by the City. The research is designed to provide a statistically valid survey of resident opinions about the community and services delivered by local government. Findings contribute to Budgetary Performance Measures, "ICMA Comparable Cities reporting" (survey measures identified by the International City/County Management Association), and survey measures that departments track for their own quality assurance and planning purposes. Results are used by staff, elected officials, and other stakeholders for planning and resource allocation decisions, program improvement, and policy making. This report focuses on the results of the most recent survey that was conducted in February of 2011.

### Questionnaire Design

The questionnaire was carefully reviewed. While key measures were retained, at the same time, questions were dropped or revised to provide higher quality data. In addition, new questions were added to address current issues. The average survey time was 21.6 minutes and included questions regarding:

- Bellevue as a Place to Live
- The Future Direction of the City
- Taxes and Spending
- Parks and Recreation
- Utilities
- Neighborhood Problems
- Public Safety
- Contact with City Employees / Bellevue Police
- City Services
- Demographics

In addition, because of the mixed mode of data collection and the differences in the way that those who are shown a scale (online) versus having the scale description read to them (telephone) the scale length was changed to an 11-point scale and then for analytical purposes converted to a five-point scale. ORC International has done extensive research on this approach and has demonstrated that this minimizes the measurement effect resulting from the dual modes of collecting data.

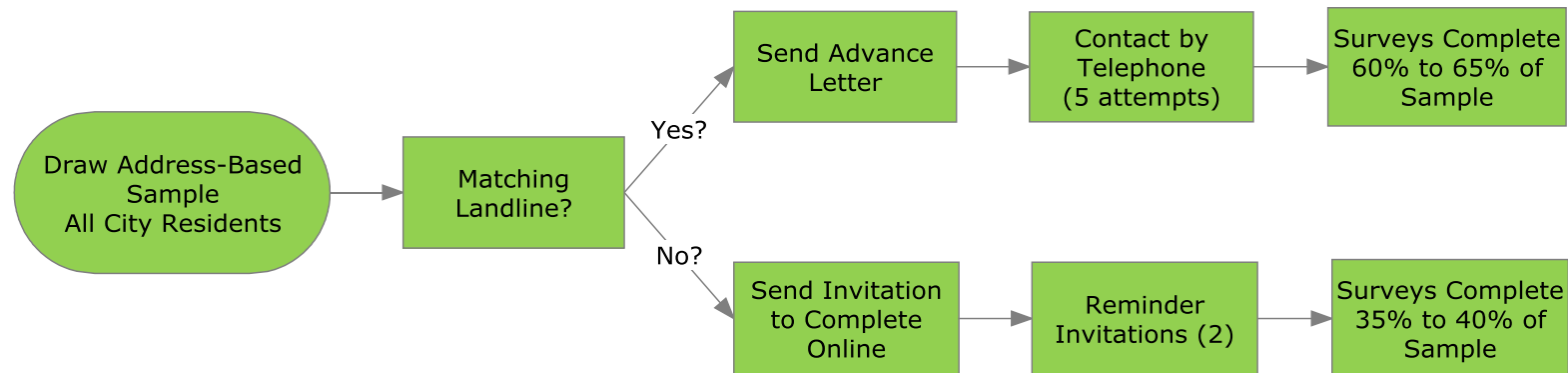
### Sampling and Data Collection

In 2010, the sampling and data collection methodology was changed from a Random Digit Dialing (RDD) telephone survey to ORC International's CDP Sampling™ process. This approach compensates for the proliferation of cell phone-only and primarily cell phone households by coupling the use of an address-based sample (ABS) with multiple modes of data collection. This process, designed to reach all Bellevue households, uses phone and web-based surveys to achieve a more representative sample, and enhances citizens' experience with the survey by letting them respond through the channel they prefer, achieving response rates higher than would be achieved through a single approach.

The sample frame is all households in Bellevue in the U.S. Postal Service (USPS) Delivery Sequence File (DSF), a computerized database that contains all delivery point addresses. This database provides the following features: address validation and standardization, ZIP+4 and carrier routing coding, delivery sequence, detection of addresses that are potentially undeliverable, delivery-type code that indicates whether the address is business or residential, and seasonal delivery information. This database is updated nearly continuously and provides the most comprehensive and unbiased sample frame of Bellevue residents.

ORC couples the use of this database with a data collection methodology that best suits the nature of the household that is being reached. Households with associated landline telephone numbers can continue to be contacted by telephone. Those without associated landline telephone numbers can be reached by mail and offered alternative means to respond. Use of an address-based sampling methodology and appropriate use of different data collection techniques can provide response rate improvements, ensures better coverage of all households in Bellevue. The sampling and data collection approach used is illustrated below, followed by a more detailed written description:

**Figure 1: CDP Sampling™**



- Develop an Address-Based Sample.** ORC drew a random sample of households from among the universe of addresses in Bellevue. Using census blocks within the city boundaries, only residences in the city are included in the sample frame. The sample was then matched against a number of different databases to obtain telephone numbers (where available) and other data on household characteristics—for instance, dwelling type, age of household members, household size, language spoken at home, and race or ethnicity. This allows us to target these harder-to-reach and often underrepresented segments or specific geographic areas and ensure representation of these households consistent with their incidence in the general population. Forty-three percent of the address-based sample in Bellevue had a matching landline telephone number.

- **Advance Letters to All Sampled Households.** An advance letter was sent to all households in the sample. The letter was carefully constructed using well-researched and documented principles of social exchange to engage respondents in the research effort.<sup>1</sup> Letters were printed on city letterhead, signed by Bellevue's City Manager, and sent in city envelopes.
- **Use a Mixed Mode of Data Collection.** Two methods for data collection—telephone and mail to online—were used as follows:
  - **All households in the sample with an associated telephone number were contacted by telephone to complete the survey.** All of these households have elected to list or publish their telephone number in the phone book or other databases. Therefore, they are less likely than those with unlisted or unpublished telephone numbers to screen their calls and are hence more likely to complete the survey by telephone.

Strict dialing protocols were used to maximize the response rates within this sample. Notably, a minimum of five attempts are made to each sample element on different days and at different times. Use of the advance letter also serves to increase response rates among this group and decreases the number of attempts required. The advance letter includes a toll-free number inviting those in sampled households to call in at their convenience to complete the survey.

Three hundred four surveys were completed by telephone.

- **The advance letter to households without telephone numbers asked residents to complete the survey online or by calling in to complete the survey by phone.** This approach reaches those households without listed telephone numbers as well as those that are cell phone-only or are mostly cell phone and are thus less likely to complete a telephone survey. The letter included a survey URL and a household-specific username and password for logon. It also included ORC International's toll-free number for residents to call and complete the survey. Their household-specific username and password was required if they call in. Two mailings were sent.

Two hundred eleven surveys were completed online.

Using ORC's CDP Sampling™ process, **a total of 515 surveys were completed**, with a resulting level of error of plus or minus 4.3 percent overall. This means that if the same question was asked of a different sample but using the same methodology, 95 times out of 100, the same result within the stated range would be achieved.

The **margin of error** is a statistic expressing the amount of sampling error in a survey's results. The larger the margin of error, the less faith one should have that the survey's reported results are close to the "true" figures; that is, the figures for the whole population. The margin of error decreases as the sample size increases, but only to a point. The following provides additional insights into the margin of error with different sample sizes.

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<sup>1</sup> Dillman, Don, *Internet, Mail and Mixed-Mode Surveys: The Tailored Design Method*.

**Table 1: Error Associated With Different Proportions at Different Sample Sizes**

Sample Size	Proportions				
	10% / 90%	20% / 80%	30% / 70%	40% / 60%	50% / 50%
<b>30</b>	10.7%	14.3%	16.4%	17.5%	17.8%
<b>50</b>	8.3%	11.1%	12.7%	13.6%	13.9%
<b>100</b>	5.9%	7.8%	9.0%	9.6%	9.8%
<b>200</b>	4.2%	5.5%	6.4%	6.8%	6.9%
<b>300</b>	3.4%	4.5%	5.2%	5.5%	5.7%
<b>400</b>	2.9%	3.9%	4.5%	4.8%	4.9%
<b>600</b>	2.4%	3.2%	3.7%	3.9%	<b>4.0%</b>

## Respondent Characteristics and Weighting

Use of an address-based sampling frame and dual modes for data collection clearly result in a final sample that is more representative of the general population that would be achieved through a phone only study. As Table 2 clearly illustrates, those responding online (that is, do not have a published landline telephone) were more likely than those reached by phone to be renters, residents of multi-family dwelling types, and newer Bellevue residents. In addition, they are more likely to be male and younger. More than half (52%) of those responding online were cell-phone only households.

While the resulting sample is more representative of the general population, weighting was used to further ensure that results reported appropriately represent key resident groups. The weights were applied in two stages. The first-stage weight adjusted for the response rates between the two survey modes. The second weight is a post-stratification weight to make adjustments for imperfections in the sample and to ensure that the final sample represents the general population in Bellevue. Specifically, a post-stratification weight was applied to ensure that the gender and age distributions of the sample match that of all Bellevue residents.

**Table 2: Household Characteristics**

	CATI	Online	Total	CATI	Online	Total	Population*
	Unweighted			Weighted			
Home Ownership							
Own	83%	58%	73%	86%	62%	70%	59%
Rent	17%	42%	27%	14%	38%	30%	41%
Dwelling Type							
Single-family	68%	36%	55%	76%	44%	55%	57%
Multi-family	32%	64%	45%	24%	56%	45%	43%
Length of Residency							
0 – 3	7%	41%	21%	6%	39%	28%	



	CATI	Online	Total	CATI	Online	Total	Population*
	Unweighted			Weighted			
4 – 9	15%	19%	17%	15%	18%	17%	n.a.
10 – 24	45%	27%	38%	44%	28%	33%	
25 or more	33%	13%	25%	36%	15%	22%	
Mean	20.7 yrs.	10.9 yrs.	16.7 yrs.	21.5 yrs.	11.4 yrs.	14.6 yrs.	
Phone Type							
Cell Phone Only	0%	52%	21%	0%	50%	34%	34.9%
Landline and Cell Phone	91%	46%	73%	91%	48%	62%	(King County)
Landline Only	9%	2%	6%	9%	2%	4%	

\* Source for Population Figures: 2010 Census, except for dwelling type and phone type. The dwelling type population is from the 2009 American Community Survey 1-year estimates.

\*\*Wireless Substitution: State-level Estimates From the National Health Interview Survey, Direct estimates of the percentage of adults aged 18 years and over living in wireless-only households by selected geography, January–June 2010.

**Table 3: Demographics**

	CATI	Online	Total	CATI	Online	Total	Population*
	Unweighted			Weighted			
Gender							
Male	41%	52%	45%	42%	53%	49%	50%
Female	59%	43%	55%	58%	47%	51%	50%
Age**							
18-34	7%	33%	17%	6%	32%	24%	27%
35-54	43%	40%	42%	39%	37%	38%	39%
55 Plus	50%	27%	41%	55%	30%	38%	34%
Household Size							
Single Adult	25%	29%	27%	23%	26%	25%	28%
Two or More Adults	75%	71%	73%	77%	74%	75%	72%

\* Source for Population Figures: Age within Gender data are 2010 estimates projected from the Census 2000 by SCAN/US, Inc. All other population data are 2009 American Community Survey 1-year estimates

## Reporting Conventions

This report is divided into three primary sections. The first reports on a series of key metrics of overall performance. The second section provides insights into how Bellevue rates relative to other cities nationwide using ORC's proprietary 5-Star Rating Model. This model was officially launched in January 2010. Bellevue is the first city to have access to this data. The third section presents detailed findings of the balance of the survey.

Tables and charts provide supporting data. In most charts and tables, unless otherwise noted, column percents are used. Percents are rounded to the nearest whole number. Columns generally sum to 100 percent except in cases of rounding. In some instances, bars add to more than 100 percent due to multiple responses given to a single question; these cases are noted.

On many questions in the survey, respondents may have answered "don't know." In some cases, this is because the respondent does not use a specific service and indicated that they did not have adequate information to respond. In others, it is an indication that they did not have a specific opinion and because of the nature of the response categories in some legacy questions respondents were unable to indicate a neutral stance. In general, "don't know" responses are not included in the analysis of the distribution of responses. In those instances, where a large percentage of respondents gave a "don't know" response, this finding is pointed out. Then the distribution of responses excluding don't know is presented.

The sample sizes for each question are the total number of weighted cases with valid responses for that question. Unweighted cell sizes are used for testing for associations and/or differences between groups. Differences that are statistically significant are outlined in the text of the report. Complete documentation of results in the form of banner tabulations is presented under separate cover.

In addition to analysis by key demographic segments, analysis looks at differences in results by neighborhoods.

Neighborhoods are defined by census blocks as follows:

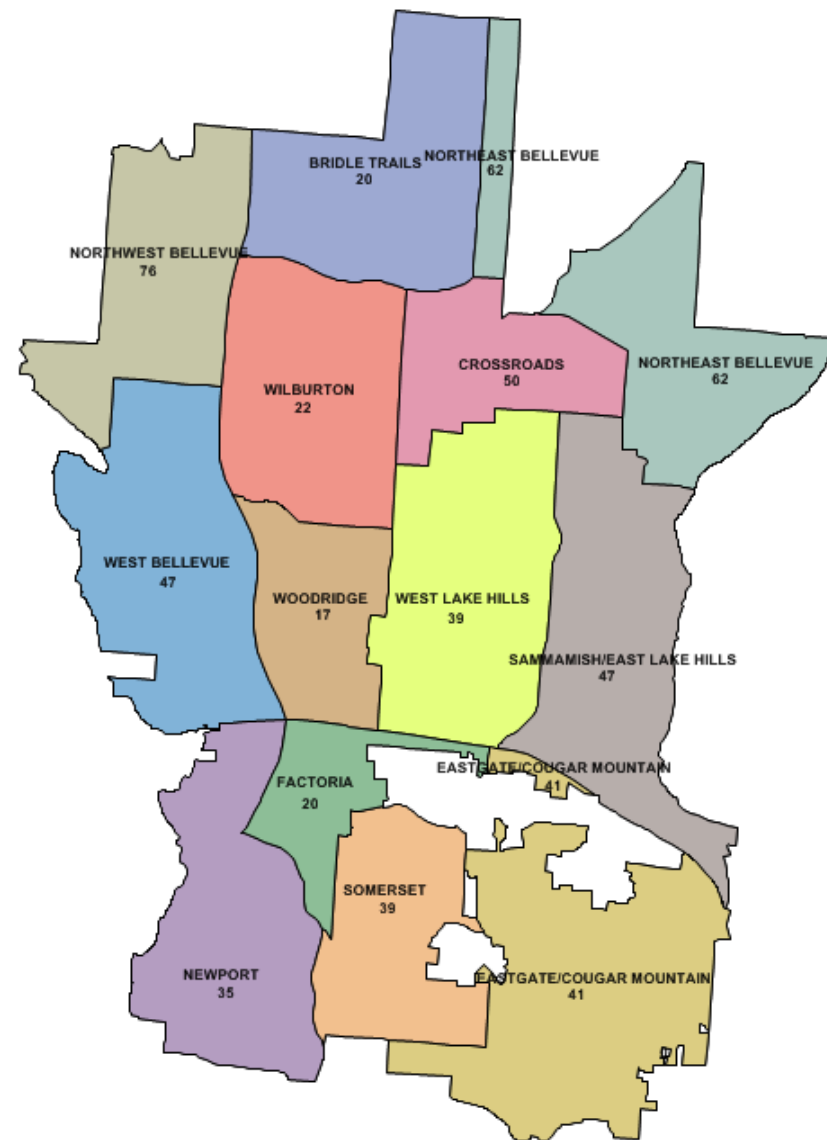
- Bridle Trails
- Crossroads
- Eastgate / Cougar Mountain
- Factoria
- Newport
- Northeast Bellevue
- Northwest Bellevue
- Sammamish / East Lake Hills
- Somerset
- West Bellevue
- West Lake Hills
- Wilburton
- Woodridge

The adjacent map illustrates the locations of these neighborhoods and the number of respondents in each neighborhood. Sample sizes are small ( $n < 25$ ) in several neighborhoods:

- Bridle Trails
- Factoria
- Wilburton
- Woodridge

Care should be used in interpreting results within smaller communities when sample sizes are small ( $n \leq 25$ ). While comparisons by neighborhoods can be made, margins of error and differences between neighborhood mean responses may not be statistically significant.

**Figure 2: Bellevue Neighborhoods**



## Key Findings

### Key Performance Metrics

Beginning in 2010, Bellevue has asked its citizens to provide input on the following five measures:

1. Extent to which quality of life meets residents' expectations
2. Proximity of quality of life to residents' ideal
3. Overall quality of city services
4. The direction the city is headed
5. Perceived value of services provided by a city

Use of the first five measures allows Bellevue to benchmark itself against cities nationwide using ORC's proprietary 5-Star Rating, providing a single, reliable national measure of citizen perceptions of city governance. Because of the extensive changes to the research methodology and questionnaire, the 2010 Performance Measures survey established a new baseline measure for understanding changes in resident ratings on these key measures over time.

In addition, Bellevue included several open-ended questions to provide additional insights into reasons for some of these key measures. Bellevue also included ratings of its neighborhoods, including:

1. Overall quality of neighborhoods as place to live
2. Sense of community

## Overall Quality of Life in Bellevue

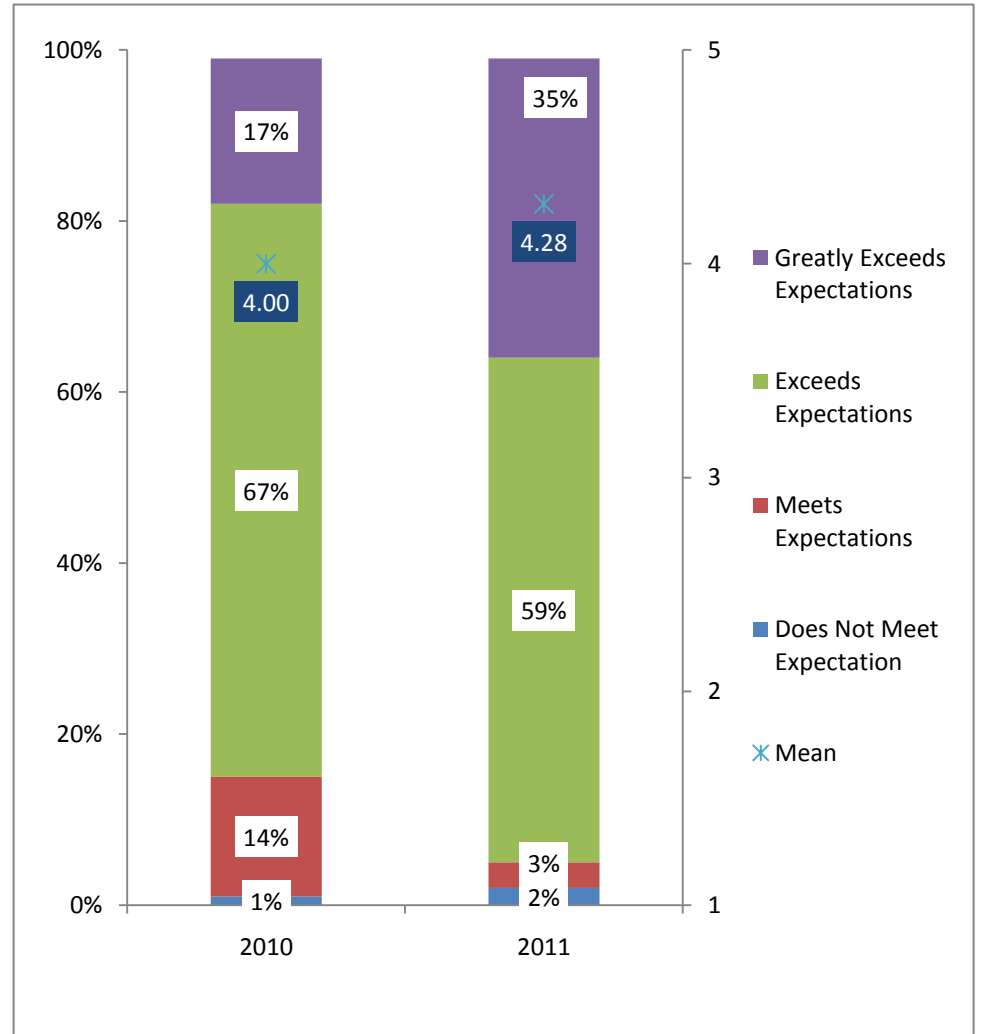
In 2011, twice as many Bellevue residents say that the overall quality of life in Bellevue greatly exceeds their expectations compared to 2010—35 percent compared to 17 percent, respectively. At the same time, there was a significant decrease in the percentage of Bellevue residents saying that the overall quality of life simply meets their expectations—14 percent compared to 3 percent, respectively.

Women are significantly more likely than men to say that the quality of life in Bellevue greatly exceeds their expectations while men are more likely to say it exceeds their expectations.

**Table 4: Ratings for Overall Quality of Life by Gender**

	Women	Men
Greatly Exceeds Expectations	42%	28%
Exceeds Expectations	52%	67%
Meets Expectations	3%	3%
Does Not Meet Expectations	3%	2%

**Figure 3: Overall Quality of Life in Bellevue**



ORC1 – How would you rate the overall quality of life in the City of Bellevue?  
Base: All respondents 2010 (n=646); 2011 (n = 515)

While perceptions of the overall quality of life in Bellevue is generally high in all neighborhoods—well above the scale mid-point (3)—perceptions do vary by neighborhood.

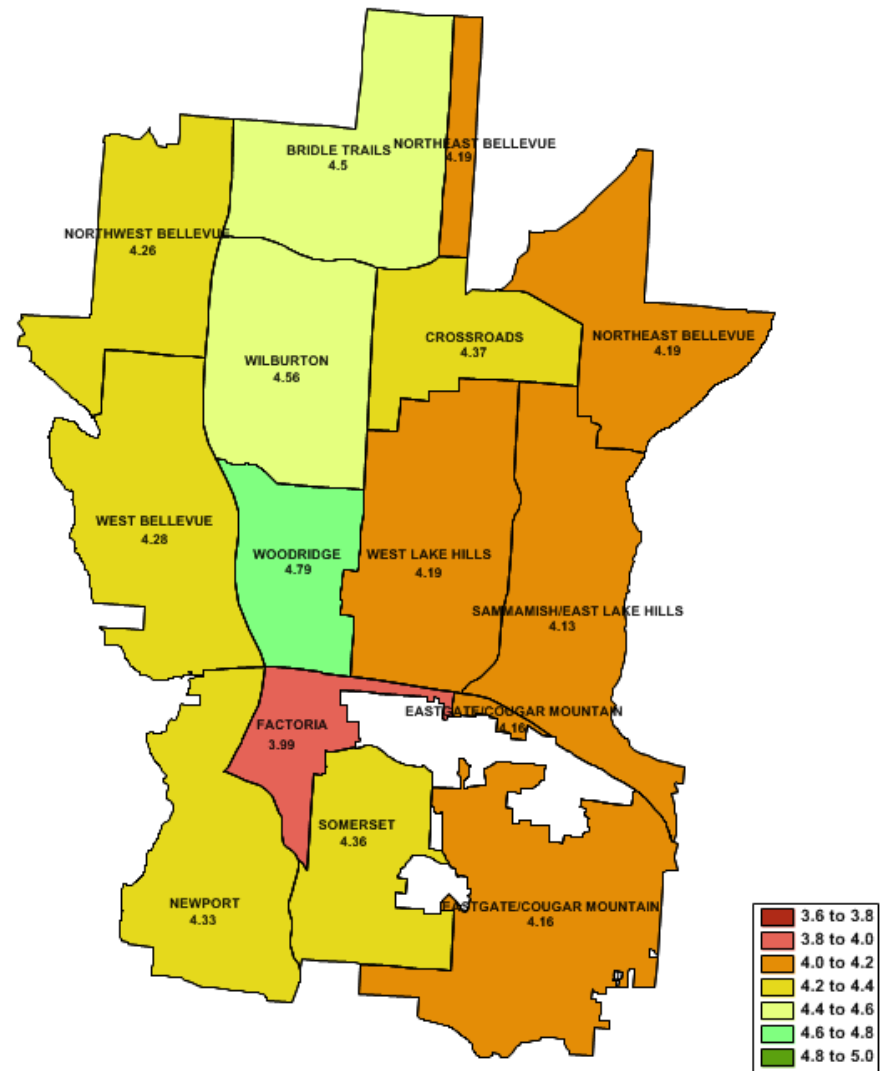
Residents in Woodridge give the highest rating for overall quality of life.

Those living in Wilburton, Bridle Trails, and Crossroads also give ratings that are above the overall mean for quality of life across all neighborhoods.

On the other hand, residents of Factoria gave the lowest ratings as compared to other Bellevue neighborhoods, although the rating is still generally high and above the mid-point.

*Maps illustrate differences in mean ratings by neighborhood showing how neighborhoods compare on a relative basis. In all instances, neighborhoods score above the mid-point on a five-point scale.*

**Figure 4: Overall Quality of Life by Bellevue Neighborhoods**



*Note: Care should be used in interpreting results within smaller communities when sample sizes are small ( $n < 25$ ). While comparisons by neighborhoods can be made, margins of error and differences between neighborhood mean responses may not be statistically significant.*

## Overall Quality of City Services

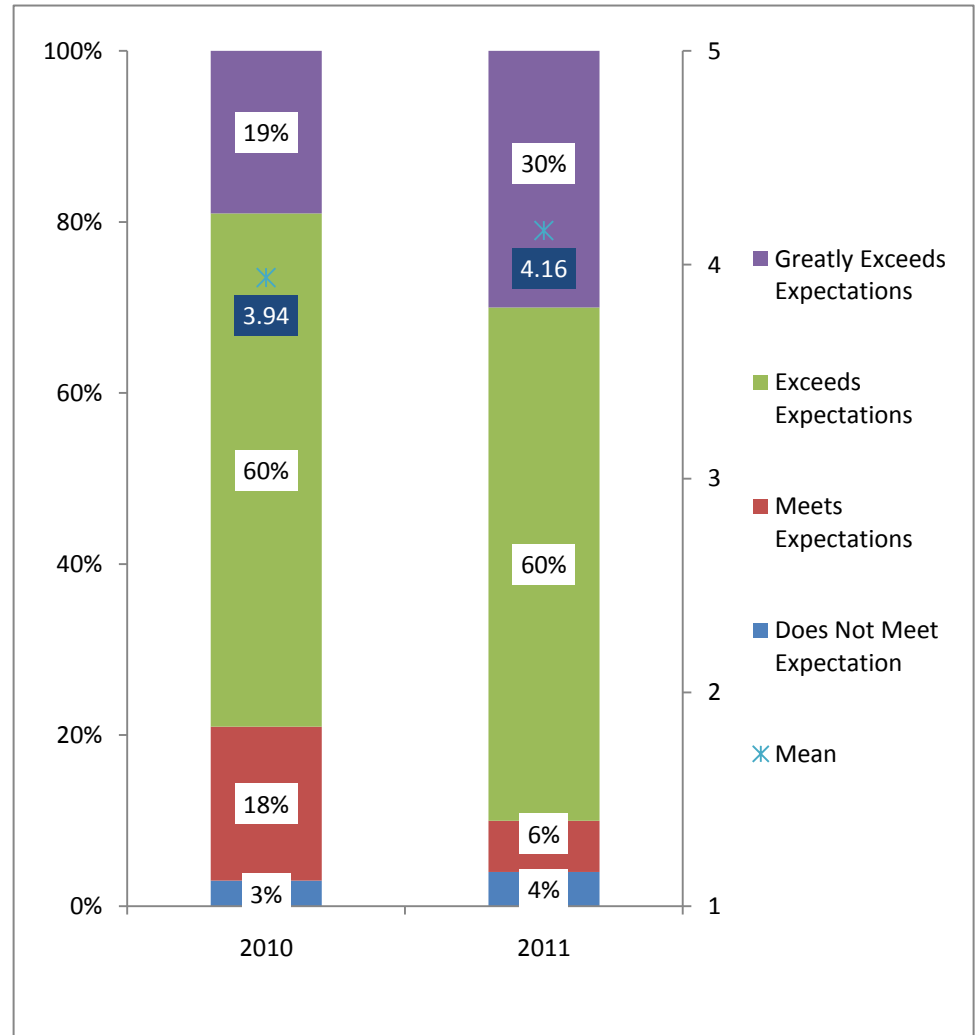
Ratings for overall quality of city services improved significantly, with the percentage saying the quality of services exceeds their expectations increasing from 79 percent in 2010 to 90 percent in 2011. At the same time, there was a significant decrease in the percentage of Bellevue residents saying that the overall quality of services just meets their expectations—18 percent compared to 6 percent, respectively.

Older residents, notably those 65 and older, are the most likely to say that the quality of city services greatly exceeds their expectations.

**Table 5: Ratings for Overall Quality of City Services by Age**

	18 – 34	35 – 54	55 – 64	65 Plus
Greatly Exceeds Expectations	25%	23%	36%	49%
Exceeds Expectations	68%	66%	52%	45%
Meets Expectations	7%	6%	7%	4%
Does Not Meet Expectations	0%	6%	5%	3%

**Figure 5: Overall Quality of City Services**



ORC2 – How would you rate the overall quality of services provided by the City of Bellevue?

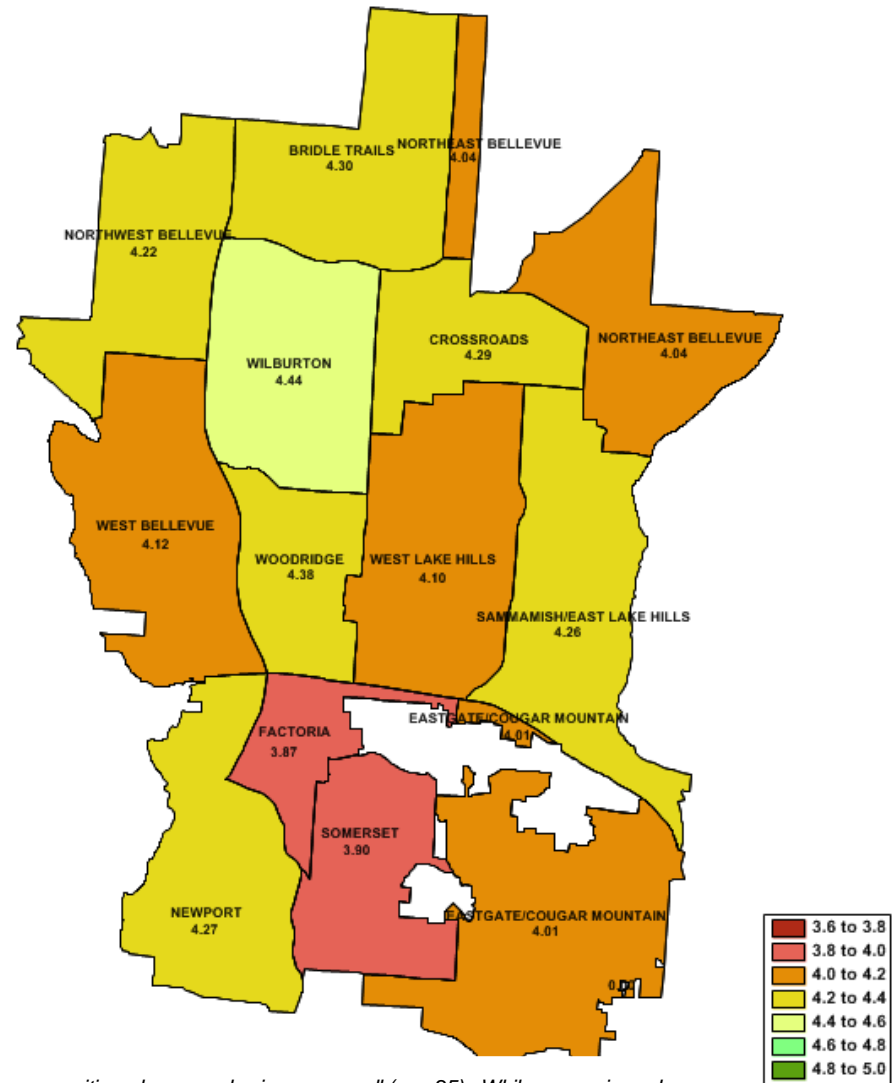
Base: All respondents 2010 (n=646); 2011 (n = 515)

Wilburton residents give Bellevue the highest rating for the overall quality of city services.

Those living in Woodridge also give Bellevue a higher than the rating for quality of city services across all neighborhoods.

While still above the scale mid-point of three (3), Factoria and Somerset give Bellevue lower ratings as compared to those living in other neighborhoods.

**Figure 6: Overall Quality of Services by Bellevue Neighborhoods**



*Maps illustrate differences in mean ratings by neighborhood showing how neighborhoods compare on a relative basis. In all instances, neighborhoods score above the mid-point on a five-point scale.*

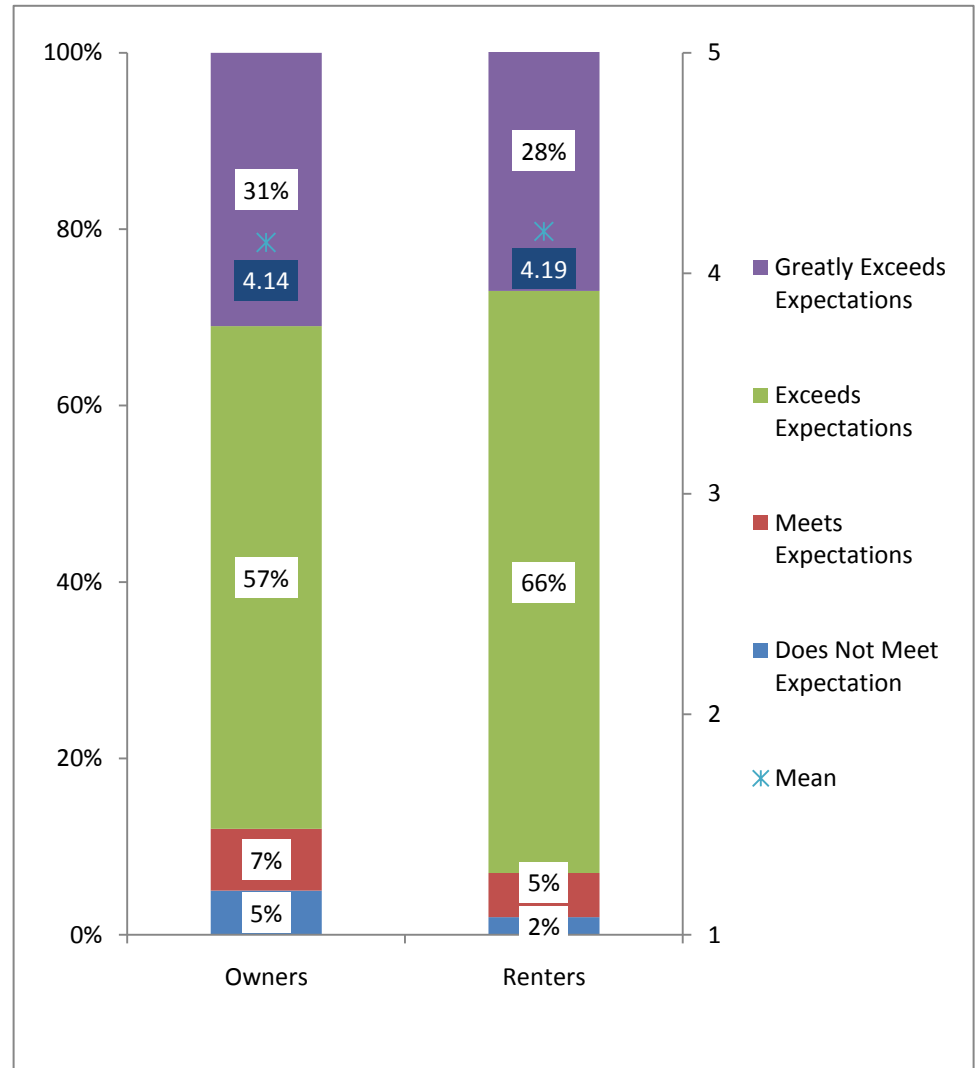
*Note: Care should be used in interpreting results within smaller communities when sample sizes are small (n < 25). While comparisons by neighborhoods can be made, margins of error and differences between neighborhood mean responses may not be statistically significant.*



Explaining in part the increase in rating for overall quality of city services are the higher ratings given by renters compared to homeowners—94 percent exceeds expectations compared to 88 percent, respectively. More renters were surveyed in 2011 than in 2010—30 percent compared to 26 percent, respectively.

While a relatively small number, homeowners are more likely than renters to say that the overall quality of services in Bellevue does not meet their expectations—5 percent compared to 2 percent, respectively. Similarly, those living in single-family homes are more likely than those living in multi-family dwelling types to say the overall quality of city services does not meet their expectations—6 percent compared to 1 percent, respectively.

**Figure 7: Overall Quality of City Services by Home Ownership**



ORC2 – How would you rate the overall quality of services provided by the City of Bellevue?  
Base: All respondents 2010 (n=646); 2011 (n = 515)

### Proximity of Quality of Life to Residents' Ideal

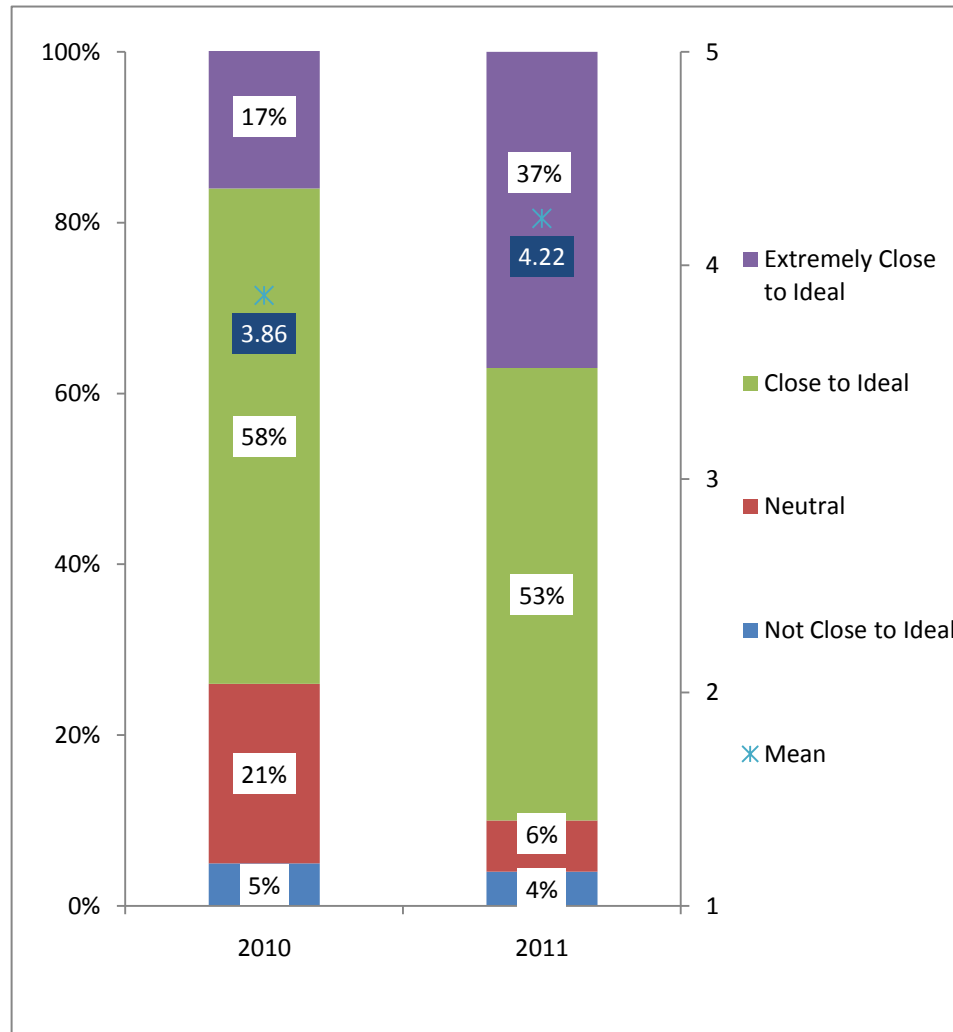
Nearly two out of five (37%) Bellevue residents say that the overall quality of life in Bellevue is extremely close to their ideal—up from 17 percent in 2010. As with the other key metrics, there was a significant decrease in the percentage of Bellevue residents giving a neutral—21 percent in 2010 compared to 6 percent in 2011.

Consistent with their higher ratings for overall quality of life, women are more likely than men to say that the overall quality of life in Bellevue is extremely close to their ideal.

**Table 6: Ratings for Proximity of Quality of Life to Ideal by Gender**

	Women	Men
Extremely Close to Ideal	42%	30%
Close to Ideal	49%	58%
Neutral	5%	8%
Not Close to Ideal	4%	3%

**Figure 8: Proximity of Quality of Life to Residents' Ideal**



ORC2 – How would you rate the overall quality of services provided by the City of Bellevue?  
Base: All respondents 2010 (n=646); 2011 (n = 515)



As a follow-up, residents who indicated that the overall quality of life is less than extremely close to their ideal were asked what Bellevue would need to do to match what they feel is an ideal city.

The most frequently mentioned idea is to reduce traffic congestion—18%. Reducing congestion was mentioned most often by:

- Homeowners—23%
- Older (55 and older) residents—26%

Providing more community services to meet the needs of all residents including seniors and low-income residents is a close second (17%). This was suggested most often by:

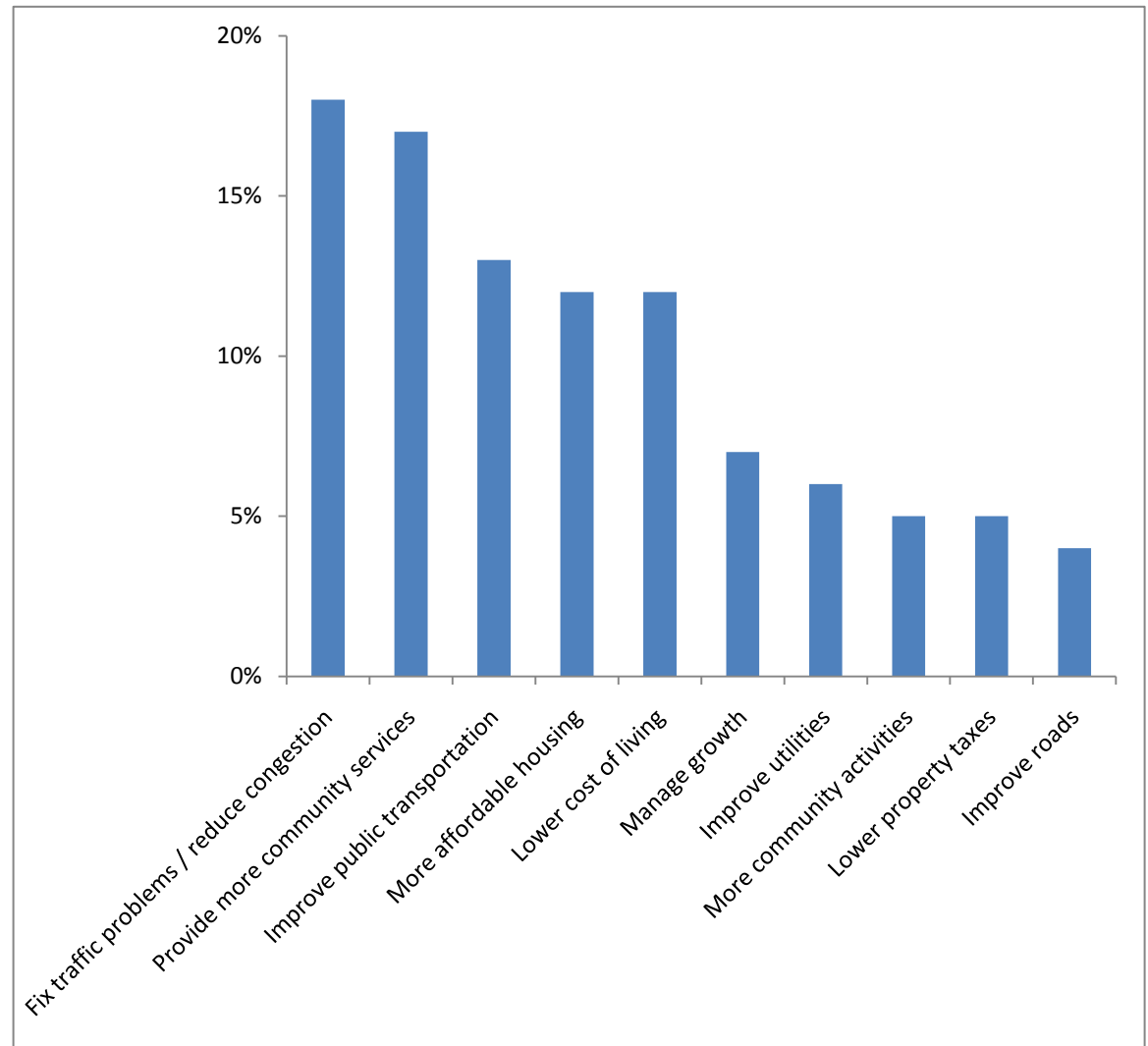
- Renters—26%
- Younger (between 18 and 54) residents—21%

Three other items mentioned by more than 10 percent of Bellevue residents who indicated that Bellevue is not extremely close to their ideal were:

- Improved public transportation—13%
- More affordable housing—12%
- Lower cost of living—12%

Cost of living was a greater concern for newer and younger residents.

**Table 7: Suggestions for Making Bellevue an Ideal City**



ORC3A – You indicated that the quality of life in Bellevue is less than completely ideal. What would Bellevue need to do to match what you feel is an ideal city? Base: Residents saying overall quality of life is not extremely close to ideal (n = 285)

### Direction City is Headed

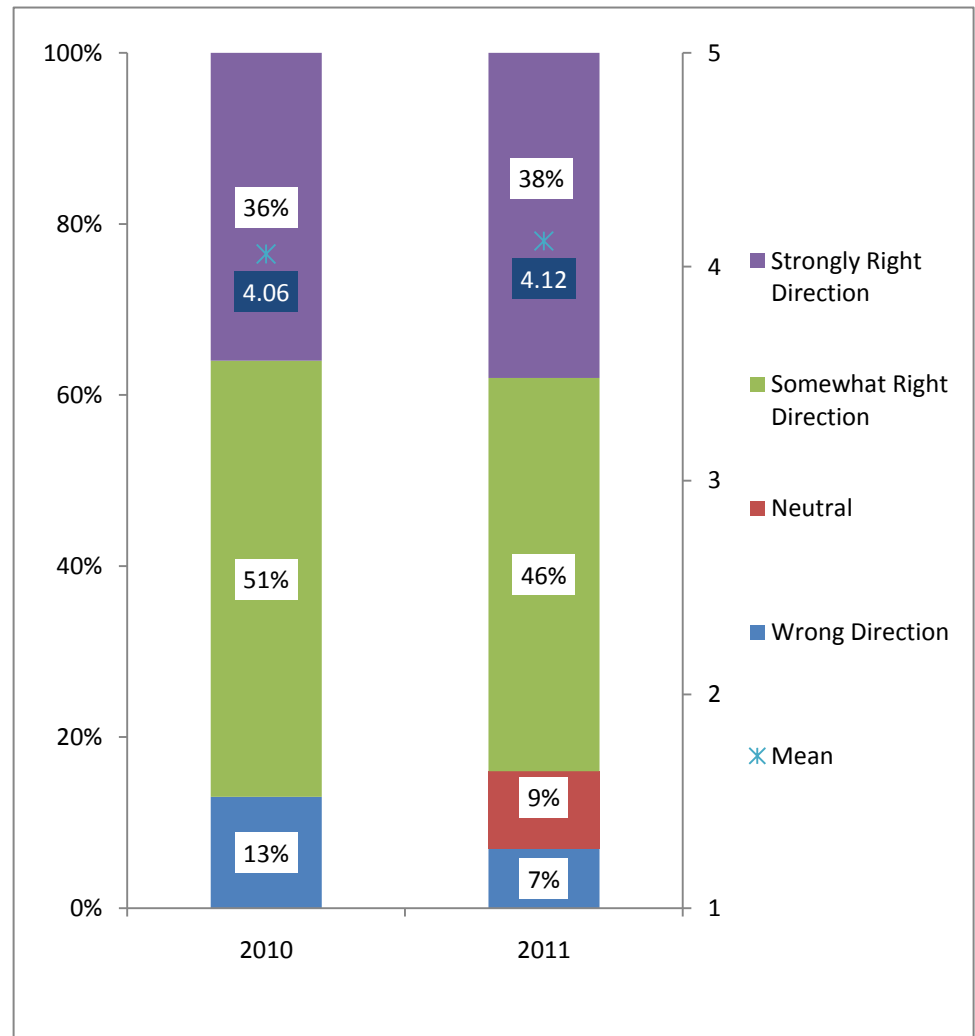
As in 2010, the majority of Bellevue residents feel the city is headed in the right direction—87 percent in 2010 and 84 percent in 2011. The difference between the two years is not significant. Perhaps reflecting the slowly improving economy, there has been a significant decrease in the percentage of Bellevue residents saying the Bellevue is headed in the wrong direction—13 percent in 2010 compared to 7 percent in 2011. There has been a corresponding increase in the percentage giving a neutral rating, suggesting that these residents may be waiting to see the direction the city takes as the economy continues to improve.

Bellevue’s long-time residents are the most likely to say that Bellevue is headed in the wrong direction. This most likely is due to the many changes in the city since they first moved to what was originally a suburban community.

**Table 8: Direction City is Headed by Length of Residency**

	0 – 3 Years	4 -9 Years	10 – 24 Years	25 Plus Years
Strongly Right Direction	45%	37%	35%	34%
Right Direction	47%	46%	49%	40%
Neutral	5%	14%	8%	13%
Wrong Direction	3%	3%	8%	13%

**Figure 10: Direction City is Headed**



ORC4 – Overall, would you say that Bellevue is headed in the right or wrong direction?

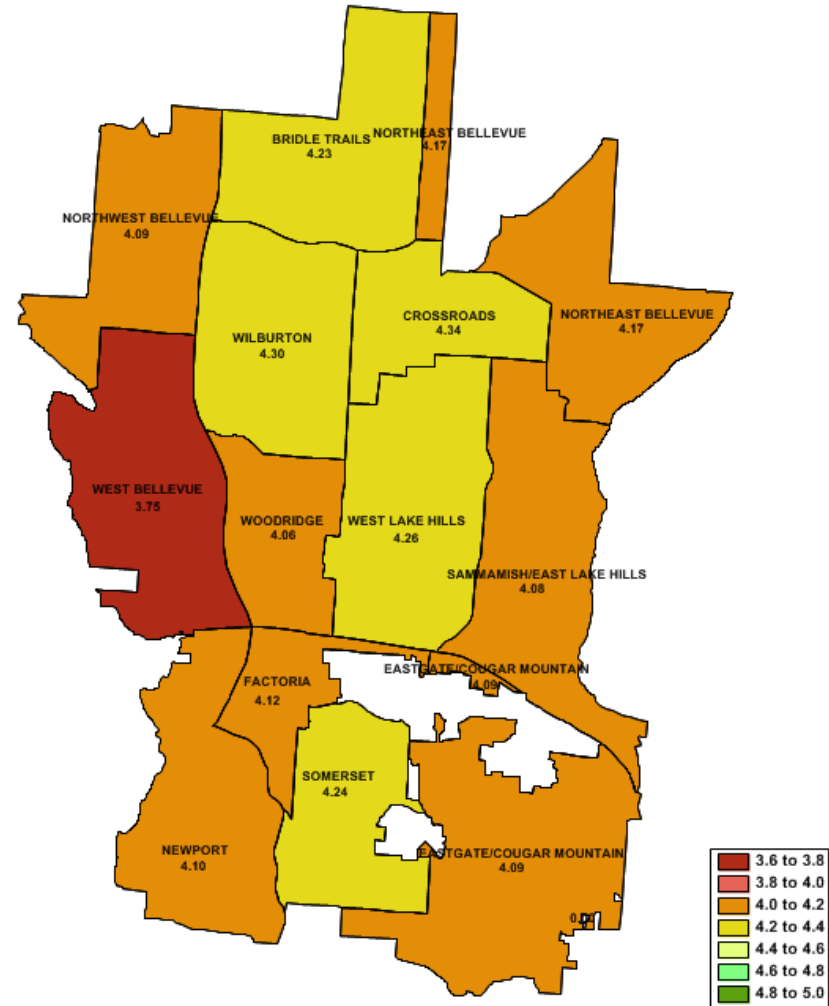
Base: All respondents 2010 (n=646); 2011 (n = 515)

Ratings here are relatively consistent across the neighborhoods. Those living in Crossroads, Wilburton, West Lake Hills, and Somerset give somewhat higher than average ratings compared to those living in other neighborhoods.

It is noteworthy that West Bellevue residents give the city lower ratings (mean of 3.75) for the direction the city is headed. This may reflect the impact of tolling on the 520 Bridge that might result in increased traffic on neighborhood arterials, or challenges surrounding light rail placement. While outside the city's control, both of these decisions may potentially affect the lifestyles of those living in this sector of the community.

*Maps illustrate differences in mean ratings by neighborhood showing how neighborhoods compare on a relative basis. In all instances, neighborhoods score above the mid-point on a five-point scale.*

**Figure 11: Direction City is Headed by Neighborhood**



Note: Care should be used in interpreting results within smaller communities when sample sizes are small (n < 25). While comparisons by neighborhoods can be made, margins of error and differences between neighborhood mean responses may not be statistically significant.

### Value of Services for Tax Dollars Paid

As in 2010, the majority of Bellevue residents feel they are getting their money's worth for the tax dollars they pay—86 percent in 2010 and 85 percent in 2011.

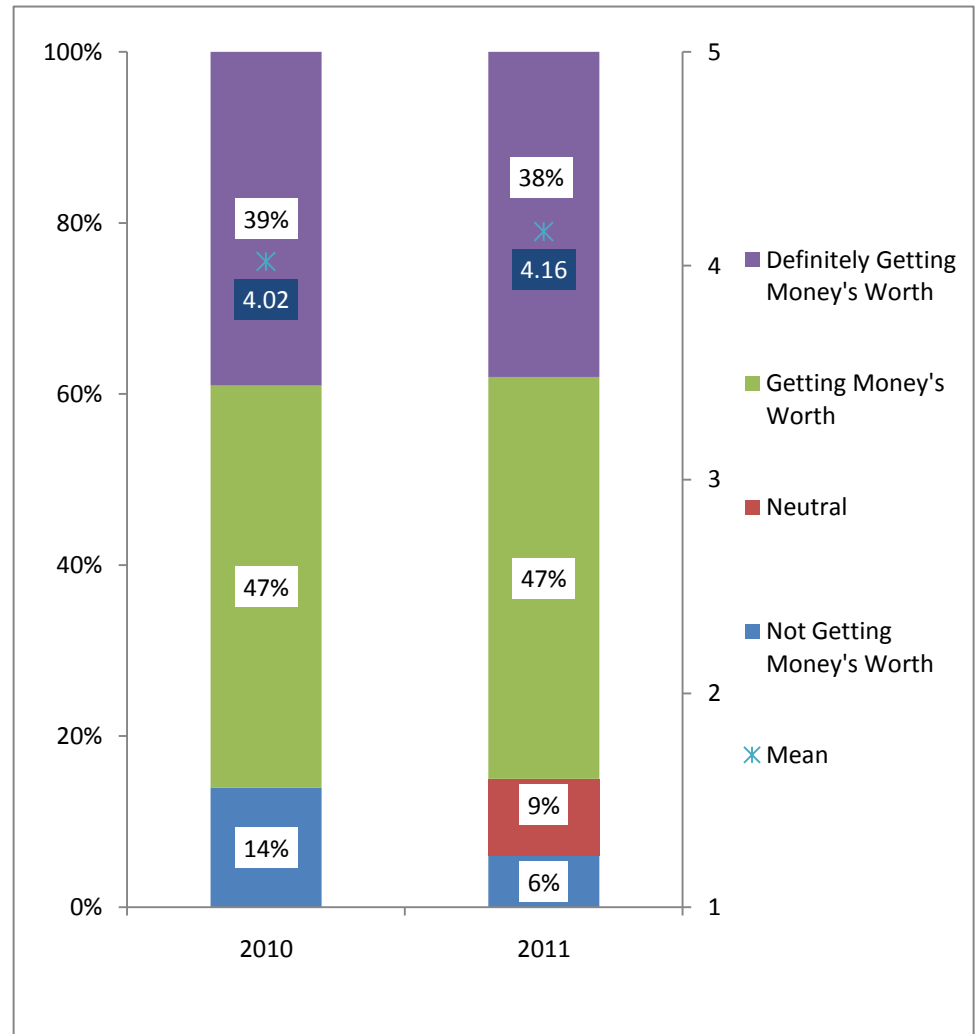
At the same time and reflecting the decrease in the percentage of Bellevue residents feeling the city is headed in the wrong direction, there has also been a decrease in the percentage saying that they are not getting their money's worth —14 percent in 2010 compared to 6 percent in 2011. There has been a corresponding increase in the percentage giving a neutral rating.

Women, 55 years of age and older, are the most likely to feel they are definitely get their money's worth for the tax dollars they pay. Among men, those 18 to 34 and, to a lesser extent, those 35 to 54 are the most likely to feel they are definitely getting good value for their tax dollars.

**Table 9: Value of Services for Tax Dollars Paid by Age and Gender**

	18 – 34	35 – 54	55 Plus
<b>Women</b>			
Definitely Getting Value	28%	35%	<b>57%</b>
Somewhat Getting Value	54%	52%	35%
Neutral	14%	6%	6%
Not Getting Value	4%	6%	3%
<b>Men</b>			
Definitely Getting Value	<b>42%</b>	38%	29%
Somewhat Getting Value	48%	48%	47%
Neutral	6%	6%	14%
Not Getting Value	5%	8%	9%

**Figure 12: Value of Services for Tax Dollars Paid**



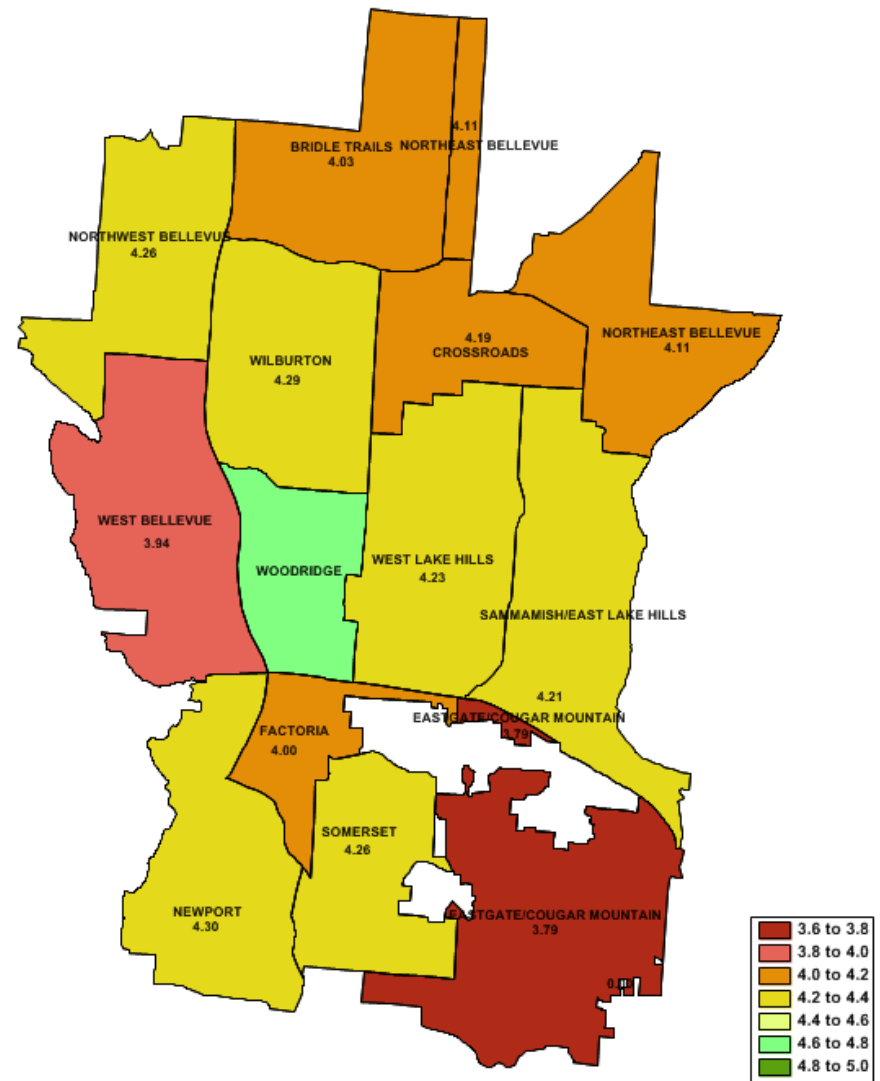
ORC5 – – Thinking about City of Bellevue services and facilities, do you feel you are getting your money's worth for your tax or not?  
Base: All respondents 2010 (n=646); 2011 (n = 515)

Woodridge gives Bellevue the highest ratings for the value of services for the tax dollars they pay—higher than nearly every other neighborhood.

Conversely, Eastgate / Cougar Mountain residents give Bellevue the lowest rating compared to other neighborhoods.

Those living in West Bellevue also give the city a lower-than-average rating (relative to other neighborhoods) for this attribute.

**Figure 13: Value of Services for Tax Dollars Paid by Neighborhood**



*Maps illustrate differences in mean ratings by neighborhood showing how neighborhoods compare on a relative basis. In all instances, neighborhoods score above the mid-point on a five-point scale.*

*Note: Care should be used in interpreting results within smaller communities when sample sizes are small (n < 25). While comparisons by neighborhoods can be made, margins of error and differences between neighborhood mean responses may not be statistically significant.*



## Bellevue's Five-Star Rating

In 2010, ORC introduced a unique and proprietary mathematical model that rates cities on a 5-star point system. Application of the model to an individual city's ratings on these five power questions yields a rating that ranges from a one to a five-star rating. There are nine possible ratings. To be a five-star city, citizens in that city would need to universally give the city the highest ratings on all five questions. Similarly, to be a one-star city, citizens in that city would need to universally give the city the lowest ratings for all five questions. Therefore, the majority of cities are likely to be two to four star cities.

Bellevue is a solid 4.5-Star City. Nearly three out of five (59%) Bellevue residents rate Bellevue as a 4.5- or 5-Star city. Moreover, Bellevue's rating as a highly rated city has solidified, with a greater percentage of respondents rating Bellevue as a 5-Star city—36 percent in 2011 compared with 25 percent in 2010.

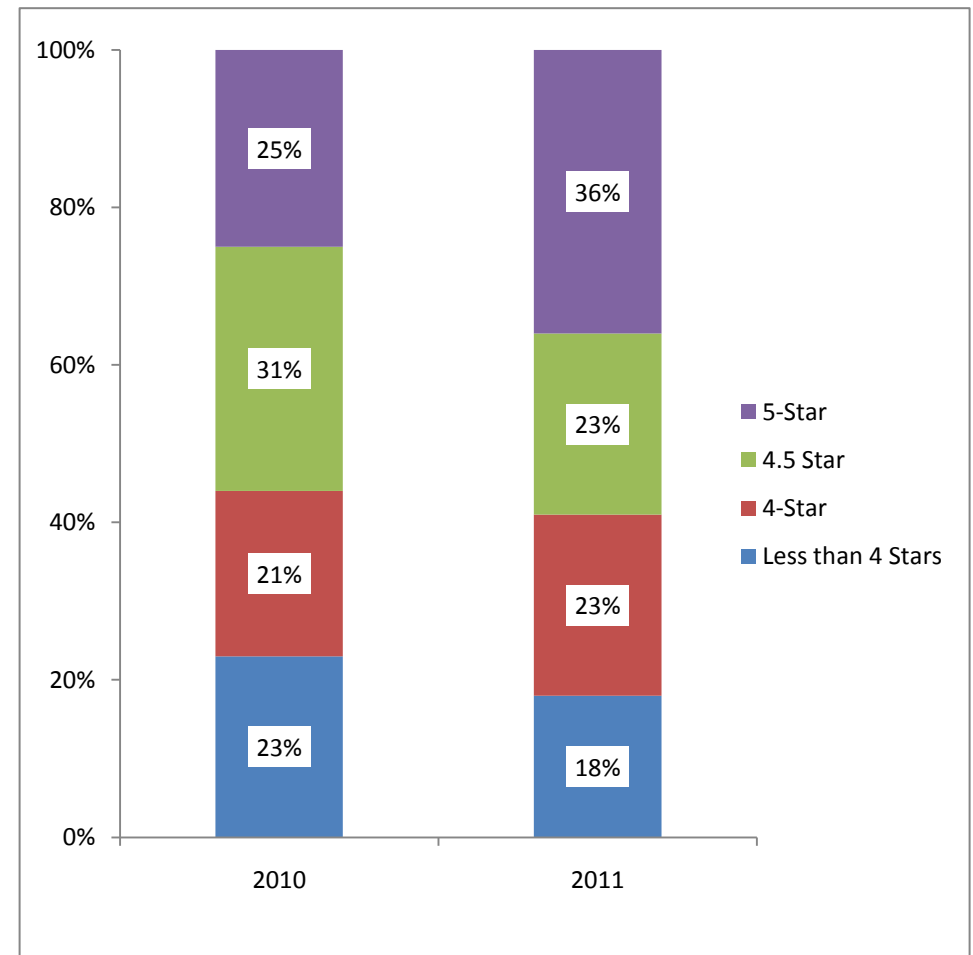
Ratings vary significantly by age and gender, reflecting some of the earlier differences noted for the individual questions. Notably,

- Women 55 and older are the most likely to rate Bellevue as a 5-Star city while men in this age group are the most likely to rate Bellevue as a 4-Star city or lower.
- Those between the ages of 35 and 54 are the most likely to give Bellevue a rating below 4.5 (47%). This is true for both men (45%) and women (48%) This is primarily driven by those between the ages of 45 and 54 (51%), with women in this age group being the most likely to give Bellevue a 4.0 rating or lower (59%).

**Table 10: Five-Star Ratings by Age and Gender**

	18 – 34	35 – 54	55 Plus
	Women		
5-Star	33%	32%	<b>60%</b>
4.5-Star	30%	20%	18%
4.0 Star or Lower	37%	48%	22%
	Men		
5-Star	45%	26%	21%
4.5-Star	20%	29%	27%
4.0 Star or Lower	35%	45%	<b>52%</b>

**Figure 14: Bellevue's Five-Star Rating**

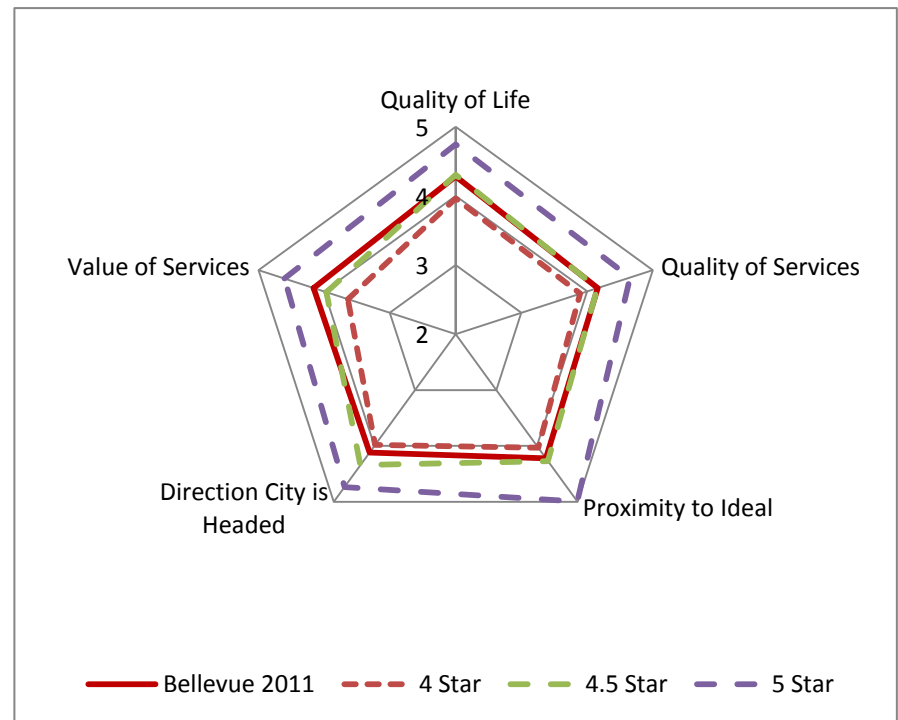
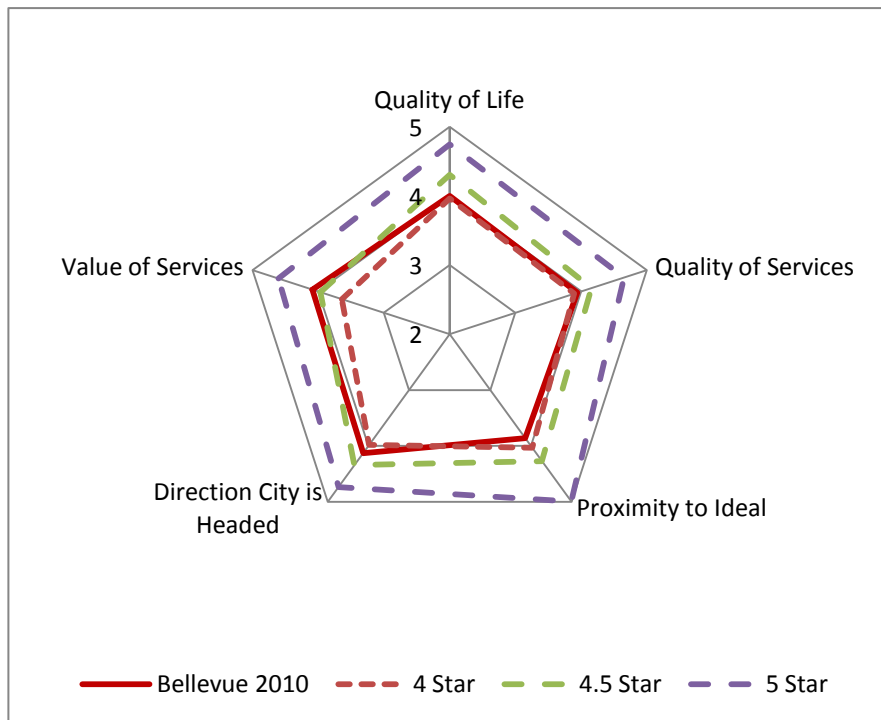


Use of the 5-Star rating yields immediate and robust insights while at the same time laying the foundation for deeper analysis and understanding to enable civic leaders to identify areas of strengths and areas for improvements. Specifically, the 5-Star Rating allows Bellevue and other participating cities to obtain a robust view of how satisfied its citizens are, in a way that is consistent and comparable between cities of all sizes and in all parts of the country.

In 2010, a comparison of Bellevue to other 4.5-Star cities suggested two areas for improvement—(1) the extent to which the quality of life in Bellevue meets its citizens’ ideal point for quality of life and (2) overall quality of life. In addition, the 2010 analysis indicated that Bellevue’s performance was very consistent with other 4.5-Star cities in terms of the value of services the city provides for the tax dollars paid.

The 2011 analysis continues to show that Bellevue performs as well as or better than other 4.5-Star cities in terms of the value of services provided. Moreover, Bellevue’s ratings are closely aligned with other 4.5-Star cities for those two areas identified as improvements needed in 2010. One area where Bellevue continues to under-perform relative to other 4.5-Star cities is the direction the city is headed.

**Figure 15: Bellevue’s Performance versus National Benchmarks – 2010**    **Figure 16: Bellevue’s Performance versus National Benchmarks – 2011**



Looking at the combined ratings for these five questions as represented by Bellevue's Five-Star Rating clearly shows that while the over rating is high, there is variation in responses by neighborhood.

Wilburton and Woodridge have the highest overall Star Ratings.

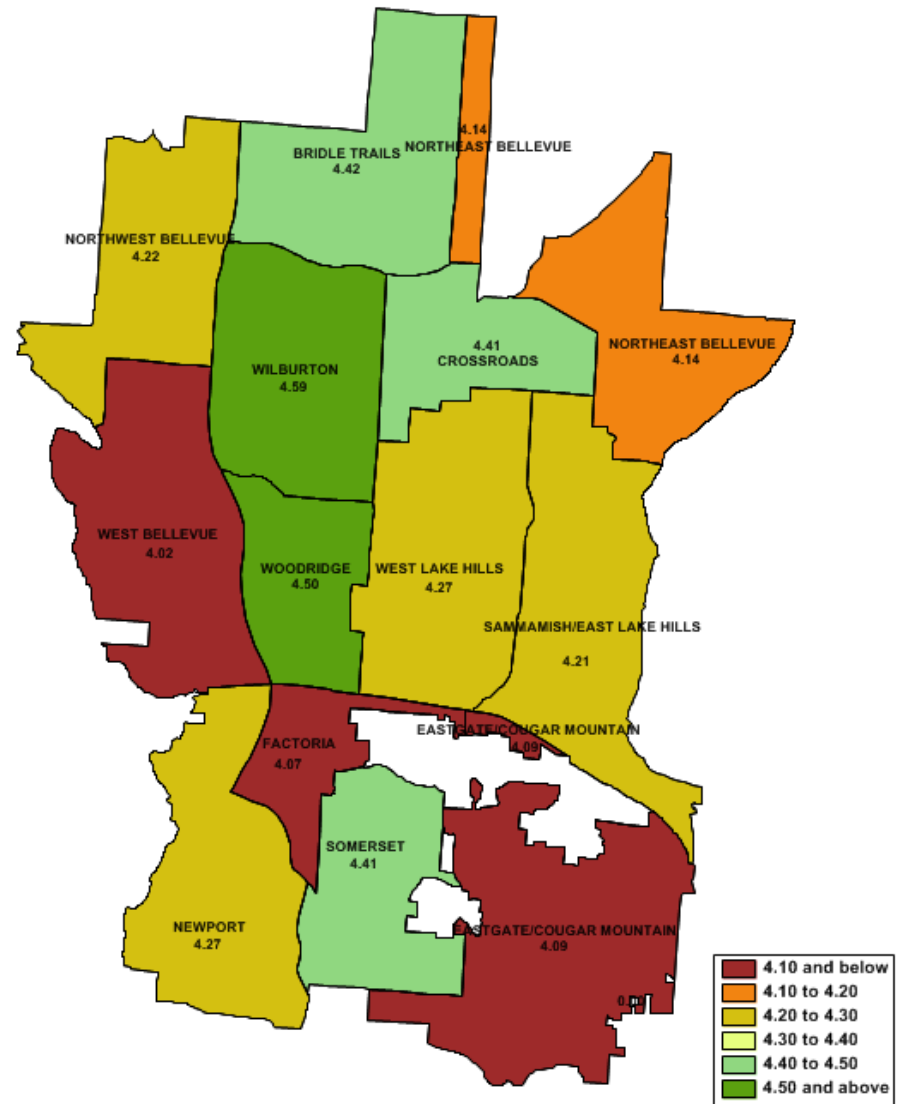
	Citywide	Wilburton	Woodridge
Five-Star	4.24	4.59	4.50
Overall Quality of Life	4.28	4.56	<b>4.78</b>
Overall Quality of Services	4.16	4.44	4.37
Proximity to Ideal	4.22	4.50	4.51
Direction City is Headed	4.12	<b>4.30</b>	4.06
Value of Services	4.16	<b>4.29</b>	4.16

On the other hand, three neighborhoods gave lower overall star ratings. Differences by questions included in this rating suggest some potential issues:

- Eastgate / Cougar Mountain: Overall quality of life and proximity to ideal point as well as value of services
- Somerset: Overall quality of services
- West Bellevue: Direction city is headed and value of services

	Citywide	Eastgate / Cougar Mt.	Somerset	West Bellevue
Five-Star	4.24	4.09	4.07	4.02
Overall Quality of Life	4.28	<b>4.16</b>	4.36	4.28
Overall Quality of Services	4.16	<b>4.01</b>	<b>3.90</b>	4.12
Proximity to Ideal	4.22	4.10	4.47	4.23
Direction City is Headed	4.12	4.09	4.24	<b>3.75</b>
Value of Services	4.16	<b>3.79</b>	4.26	<b>3.94</b>

**Figure 17: Bellevue's Five-Star Rating by Neighborhood**



Note: Care should be used in interpreting results within smaller communities when sample sizes are small ( $n < 25$ ). While comparisons by neighborhoods can be made, margins of error and differences between neighborhood mean responses may not be statistically significant.

### Perceptions of Bellevue as a Place to Live

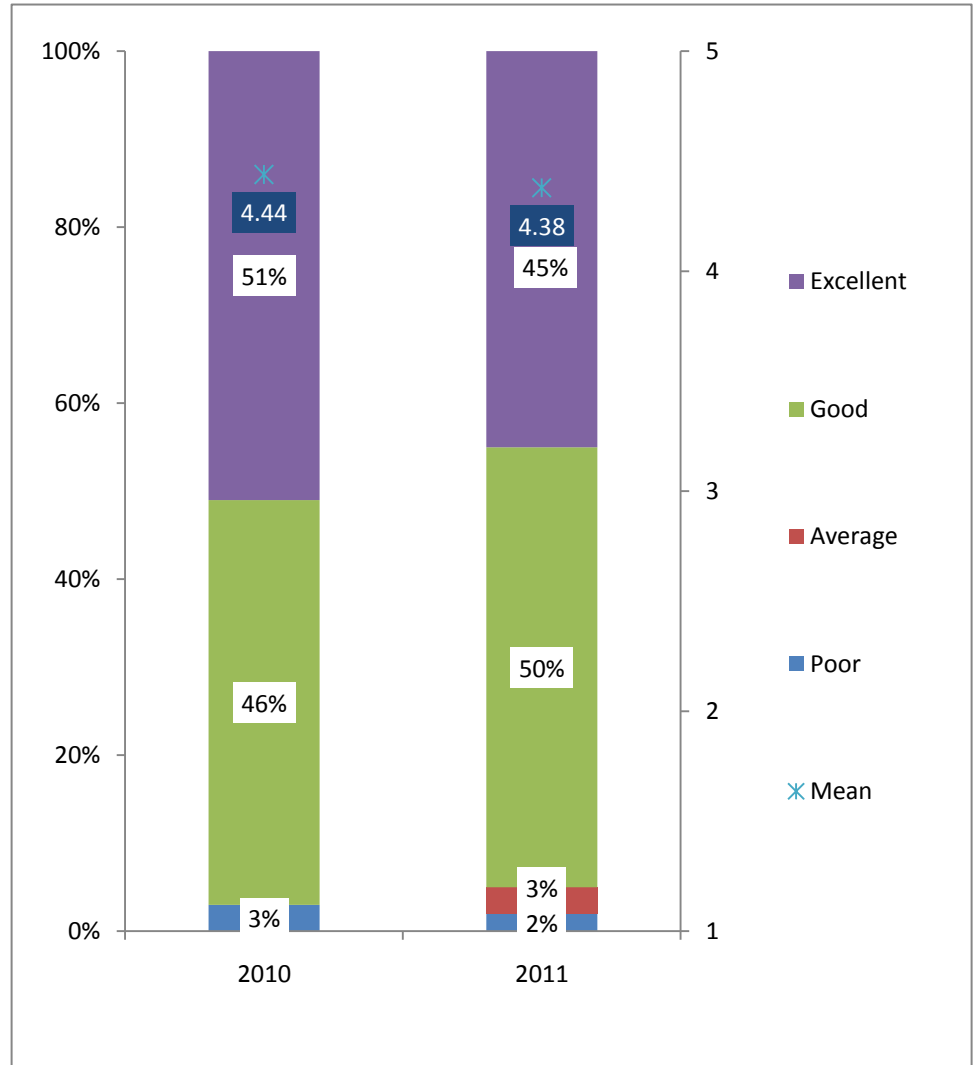
The majority of Bellevue residents say that Bellevue is a good to excellent place to live. While there have been some shifts in the distribution of the percent who rate Bellevue as excellent or good as well as decrease in the overall mean, these changes are not statistically significant but should be monitored.

Women, notably older women, rate Bellevue higher as a place to live than do men.

**Table 11: Perceptions of Bellevue as a Place to Live by Age and Gender**

	18 - 34	35 - 54	55 Plus
<b>Women</b>			
Excellent	51%	45%	<b>58%</b>
Good	46%	51%	37%
Average	4%	2%	2%
Poor	0%	2%	3%
<b>Men</b>			
Excellent	42%	37%	39%
Good	54%	59%	54%
Average	5%	2%	5%
Poor	0%	2%	2%

**Figure 18: Perceptions of Bellevue as a Place to Live**



Q1 – Overall, how would you describe the City of Bellevue as a place to live?  
Base: All respondents 2010 (n=646); 2011 (n = 515)

When asked what makes Bellevue a good place to live, low crime rates were mentioned most often—31 percent of Bellevue residents—notably by:

- Renters—45%
- Residents of multi-family dwelling types—39%
- New residents (lived in Bellevue less than 4 years)—45%
- Younger residents (between 18 and 34)—44%

The number and convenience of the different amenities, such as shopping and restaurants, was mentioned by one out of four (25%) residents.

- Those living in Bellevue between four and nine years were most likely to mention amenities—38%

**Table 12: Reasons Why Bellevue is a Good Place to Live**

	Total
Low Crime / Safe	31%
Numerous / Convenient Amenities	25%
Schools	18%
Clean	18%
Good Park System	11%
Green Space	10%
Convenient to Everything	7%
Nice People / Friendly	6%

A1H - What makes Bellevue a good place to live?  
Base: All respondents 2011 (n = 515)

When asked what Bellevue could do better, most residents focused on reduced traffic congestion and improved public transportation services (e.g., more routes, more stops, more bus shelters).

**Table 13: Areas for Improvement**

	Total
Traffic	18%
Public Transportation	17%
Road Maintenance	7%
More Activities	7%
Better Law Enforcement	7%
More Sidewalks	6%
Nothing	6%

A1I - What would you like the City to do better?  
Base: All respondents 2011 (n = 515)

## Key Community Indicators

### Overall Ratings

The City of Bellevue has identified a total of 24 items as Key Community Indicators. These indicators are included in the City's 2011-2012 Budget. Respondents were asked the extent to which they agreed or disagreed that each of these indicators described Bellevue.

Factor analysis was used to identify whether there were combinations of indicators that are correlated. This analysis suggests that Bellevue residents think about these indicators in terms of five dimensions. The indicators contained within each dimension are outlined in the adjacent table. Dimensions are named based the indicators in that dimension.

**Table 14: Key Community Indicators and Corresponding Dimensions**

Dimension	Indicators
<b>Competitive</b>	<ul style="list-style-type: none"> <li>• Bellevue is a good place to raise children</li> <li>• Bellevue fosters and supports a diverse community in which all generations have opportunities to live well, work, and play</li> <li>• Bellevue is doing a good job helping to create a business environment that is competitive, supports entrepreneurs, creates jobs, and supports the economic environment of the community</li> <li>• Bellevue is a visionary community in which creativity is fostered</li> <li>• Bellevue is doing a good job of planning for growth in ways that add value to the quality of life</li> <li>• Bellevue is doing a good job of looking ahead and seeking innovative solutions to regional and local challenges</li> </ul>
<b>Healthy</b>	<ul style="list-style-type: none"> <li>• Bellevue has attractive neighborhoods that are well-maintained</li> <li>• Bellevue offers me and my family opportunities to experience nature where we live, work, and play</li> <li>• Bellevue's environment supports my personal health and well-being</li> <li>• Bellevue is doing a good job of creating a healthy, natural environment that supports healthy living for current and future generations</li> <li>• I live in a neighborhood that supports families particularly those with children</li> <li>• Bellevue can rightfully be called a "city in a park."</li> </ul>
<b>Safe</b>	<ul style="list-style-type: none"> <li>• Bellevue is a safe community in which to live, learn, work, and play</li> <li>• Bellevue is well-prepared to respond to emergencies</li> <li>• Bellevue plans well to respond to emergencies</li> <li>• Bellevue has attractive neighborhoods that are safe</li> </ul>
<b>Engaged</b>	<ul style="list-style-type: none"> <li>• Bellevue does a good job of keeping residents informed</li> <li>• Bellevue is a welcoming and supportive community that demonstrates it cares for its residents through its actions</li> <li>• Bellevue promotes a community that encourages citizen engagement</li> <li>• Bellevue listens to its residents and seeks their involvement</li> </ul>
<b>Mobility</b>	<ul style="list-style-type: none"> <li>• I live in a neighborhood that provides convenient access to my day-to-day activities</li> <li>• Bellevue is providing a safe transportation system for all users</li> <li>• I can travel within Bellevue in a reasonable and predictable amount of time</li> <li>• Bellevue is doing a good job of planning for and implementing a range of transportation options such as light rail, bus, bikeways, walkways, and streets</li> </ul>

An overall rating is computed for each of these dimensions that indicates how well Bellevue is doing in each of the five areas.

In general, Bellevue residents agree that Bellevue performs well on all dimensions—mean ratings of 4 or higher on a five-point scale.

Bellevue does best in terms of being safe, notably for:

- Being a safe community in which to live, work, and play
- Planning for / being able to respond to emergencies

Bellevue also does well for creating an environment that promotes healthy living, notably by:

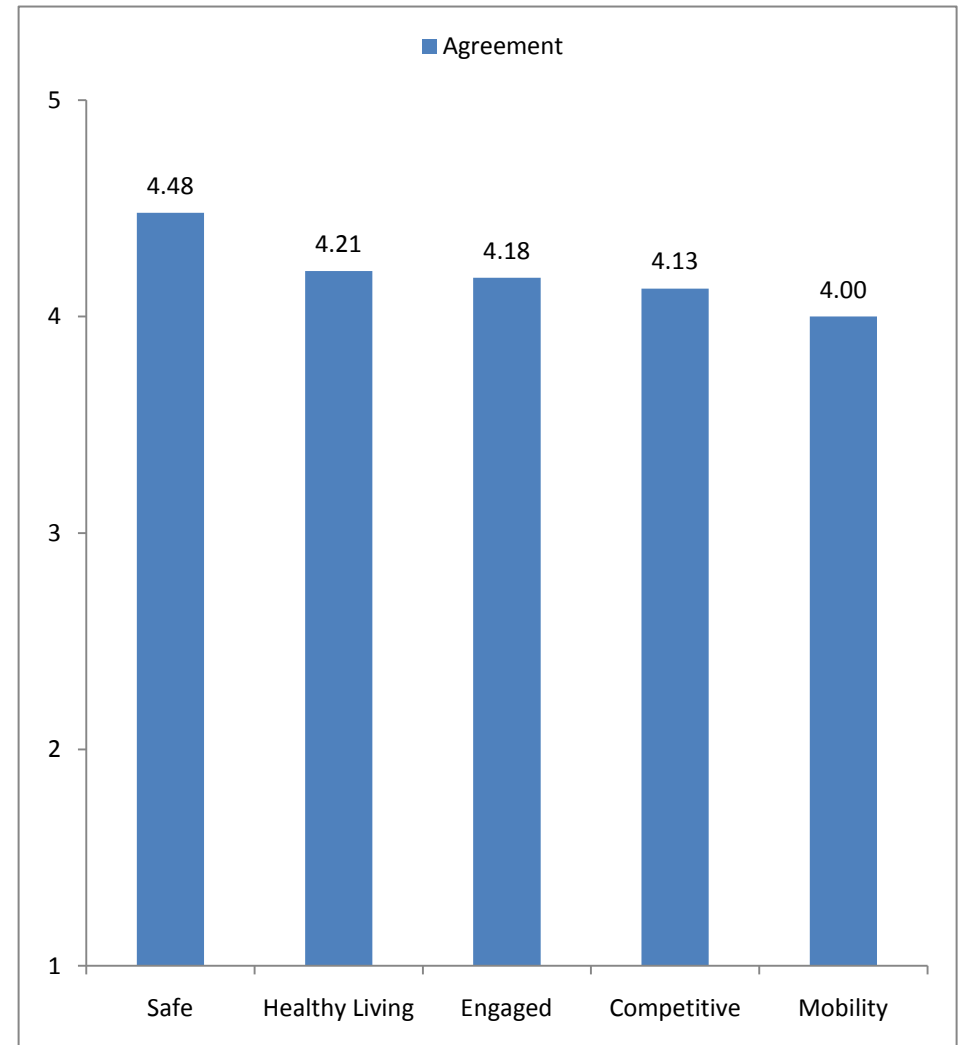
- Maintaining its neighborhoods
- Offering opportunities for families to experience nature

While Bellevue is seen as doing a good job for engaging its citizens, notably by keeping its citizens informed, it could do a better job listening to its residents and encouraging their involvement.

Somewhat lower ratings for competitiveness and mobility suggest potential areas for improvement. Of note, Bellevue is seen as being able to do better in:

- Looking ahead and seeking innovative solutions to regional and local challenges
- Planning for and implementing a range of transportation options

**Figure 19: Performance on Key Community Indicator Dimensions**



**Table 15: Performance on Key Community Indicators—Safe**

Key Community Indicators	% Strongly Agree/Agree	Mean
Safe community in which to live, learn, work, and play	96%	4.58
Well-prepared to respond to emergencies	95%	4.48
Plans appropriately to respond to emergencies	93%	4.48
Has attractive neighborhoods that are safe	93%	4.39

**Table 16: Performance on Key Community Indicators—Competitive**

Key Community Indicators	% Strongly Agree/Agree	Mean
Is a good place to raise children	92%	4.43
Fosters and supports a diverse community in which all generations have good opportunities	87%	4.22
Doing a good job of helping to create a supportive and competitive business environment	84%	4.10
Is a visionary community in which creativity is fostered	82%	4.04
Doing a good job of planning for growth in ways that add value to quality of life	82%	4.00
Doing a good job of looking ahead and seeking innovative solutions to regional and local challenges	82%	3.99

**Table 17: Performance on Key Community Indicators—Mobility**

Key Community Indicators	% Strongly Agree/Agree	Mean
Live in neighborhood that provides convenient access to my day-to-day activities	90%	4.38
Providing a safe transportation system for all users	82%	4.06
Can travel within Bellevue in a reasonable and predictable amount of time	77%	3.85
Doing a good job of planning for and implementing a range of transportation options	71%	3.70

**Note:** *Red dividing lines in tables indicates the overall mean of the KCIs contained in that dimension (shown in Figure 19 on page 39)*



**Table 18: Performance on Key Community Indicators—Engaged**

Key Community Indicators	% Strongly Agree/Agree	Mean
Keeps residents informed	91%	4.29
Welcoming and supportive community that demonstrates it cares for its residents through its actions	85%	4.15
Promotes a community that encourages citizen engagement	85%	4.14
Listens to its residents and seeks their involvement	84%	4.12

**Table 19: Performance on Key Community Indicators—Healthy Living**

Key Community Indicators	% Strongly Agree/Agree	Mean
Attractive neighborhoods that are well-maintained	94%	4.39
Offers me and my family opportunities to experience nature where we live, work, and play	91%	4.32
Environment supports my personal health and well-being	89%	4.29
Doing a good job of creating a natural environment that supports healthy living for current and future generations	90%	4.27
I live in a neighborhood that supports families particularly those with children	82%	4.08
Bellevue can rightfully be called a “city in a park”	77%	3.92

**Note:** *Red dividing lines in tables indicates the overall mean of the KCIs contained in that dimension (shown in Figure 19 on page 39)*

## Key Drivers Analysis

Key Drivers Analysis uses a combination of factor and regression analysis to identify which of Key Community Indicators (KCIs) have the greatest impact on residents' overall impressions of Bellevue—as measured by its 5-Star Rating. The purpose of these analyses is to determine which KCIs contained in the survey are most closely associated with Bellevue's 5-Star Rating.

If a respondent strongly agrees that all of the KCIs identified are key drivers, it can be predicted that person's ratings on the five power questions contained in the 5-Star Rating would also be very high. Conversely, residents who do not strongly agree that the majority of the KCIs are key drivers are also likely to give lower ratings on the five questions that comprise Bellevue's 5-Star Rating. The KCIs identified drivers are not those that do better or worse in terms of describing Bellevue. These are the items that explain the variation in Bellevue's 5-Star Rating and are items to focus on to maintain or improve this rating.

The first step in the analysis identifies the extent to which the five overall dimensions identified on page 38 impact Bellevue's 5-Star Rating.

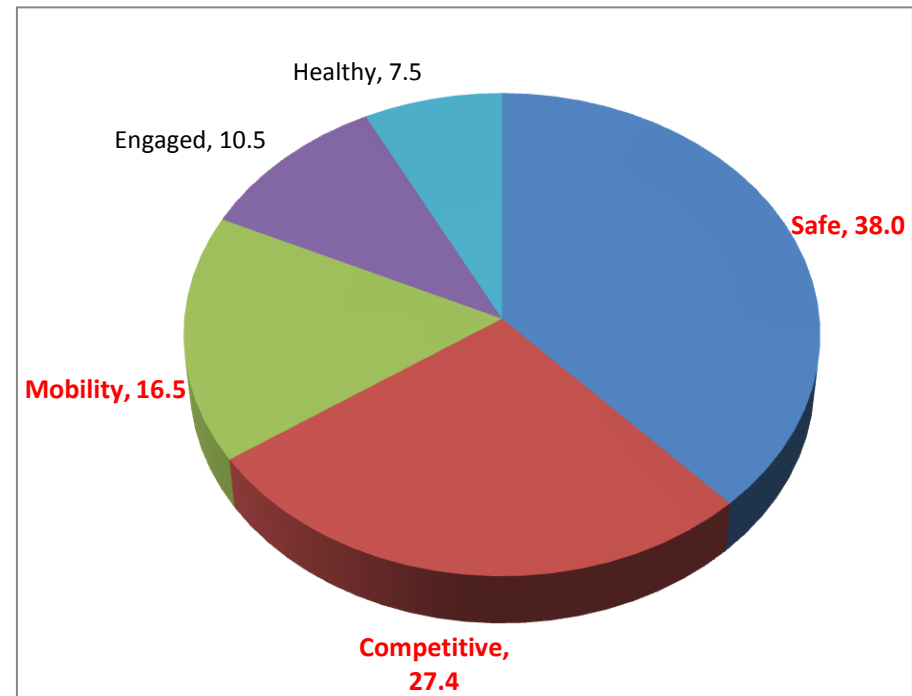
Three of the five dimensions have a significant impact on Bellevue's 5-Star Rating:

- Safety
- Competitiveness
- Mobility

Improvements to these three areas overall will have the greatest impact on Bellevue's rating.

*Key Driver Analysis looks at relationships between individual survey questions or combinations of these questions and Bellevue's Five-Star Rating and identifies the questions that have the greatest influence on Bellevue's Five-Star Rating.*

**Figure 20: Key Drivers Analysis—Overall Dimensions**



Factors highlighted in red are key drivers—that is, a change in these primary dimensions would have a significant impact on Bellevue's 5-Star Rating.

The second step in the analysis identifies the extent to which each of the individual Key Community Indicators contained within the overall dimension is a key driver. Again regression analysis is used to identify which KCIs are significant drivers of Bellevue's 5-Star Rating.

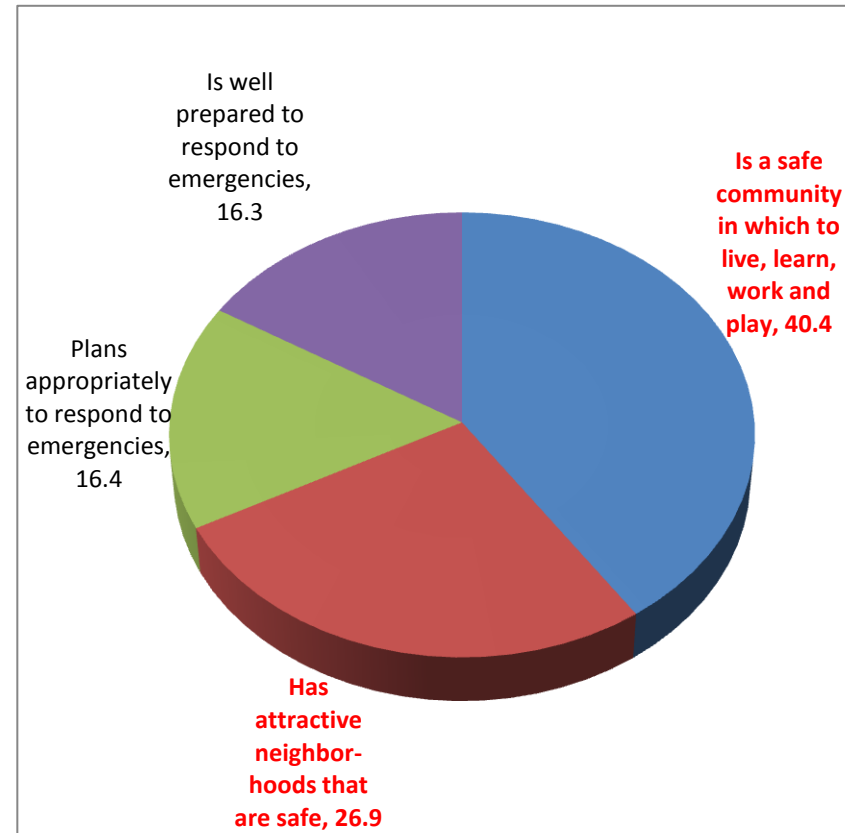
Within those dimensions identified as key drivers, the following individual KCIs contribute significantly to Bellevue's rating:

- Safety
  - Is a safe community in which to live, learn, work, and play
  - Has attractive neighborhoods that are safe
- Competitiveness
  - Good place to raise children
  - Fosters and supports a diverse community in which all generations have good opportunities
  - Is a visionary community that fosters creativity
- Mobility
  - Lives in neighborhood that has convenient access to day to day activities
  - Provides a safe transportation system for all users
  - Is doing a good job of planning for and implementing transportation options

While the remaining two dimensions were not identified as key drivers, several Key Community Indicators do have a significant impact on Bellevue's Five-Star Rating. These include:

- Engaged
  - Is a welcoming and supportive community that demonstrates it cares about its residents through its actions
- Healthy
  - Has attractive neighborhoods that are well-maintained
  - Does a good job of creating a healthy natural environment that supports healthy living for current and future generations

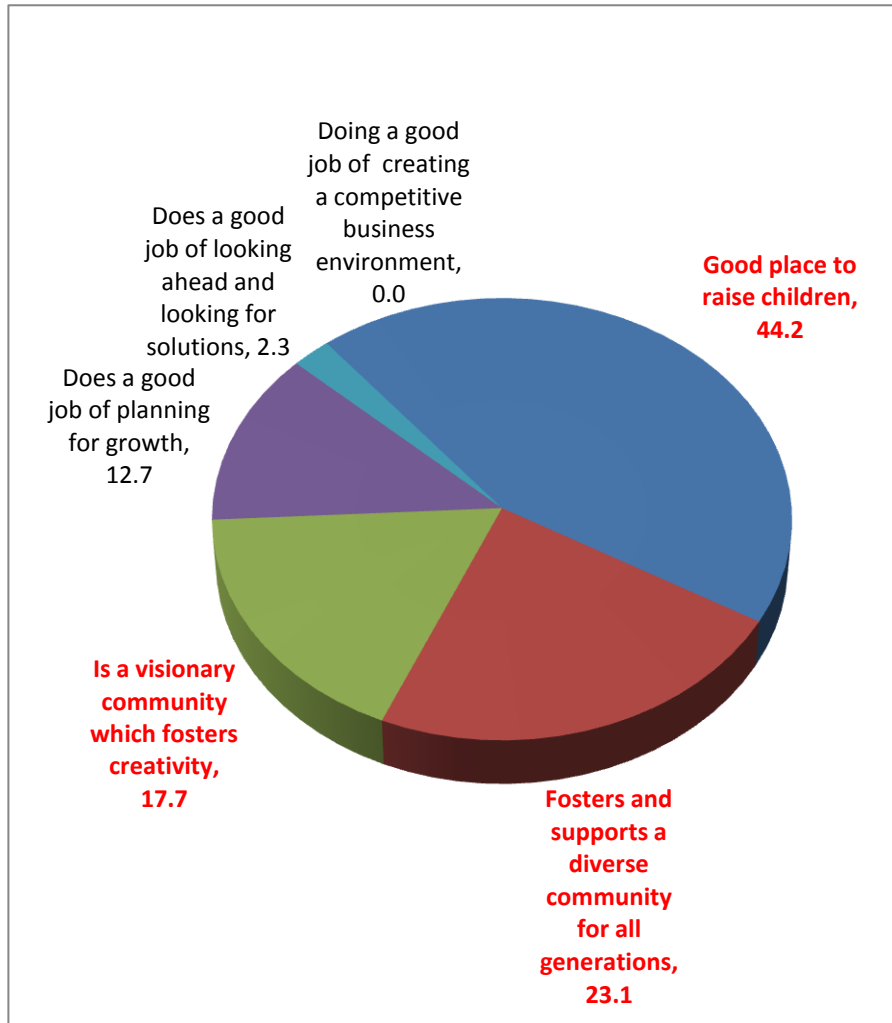
**Figure 21: Key Drivers Analysis—Safe**



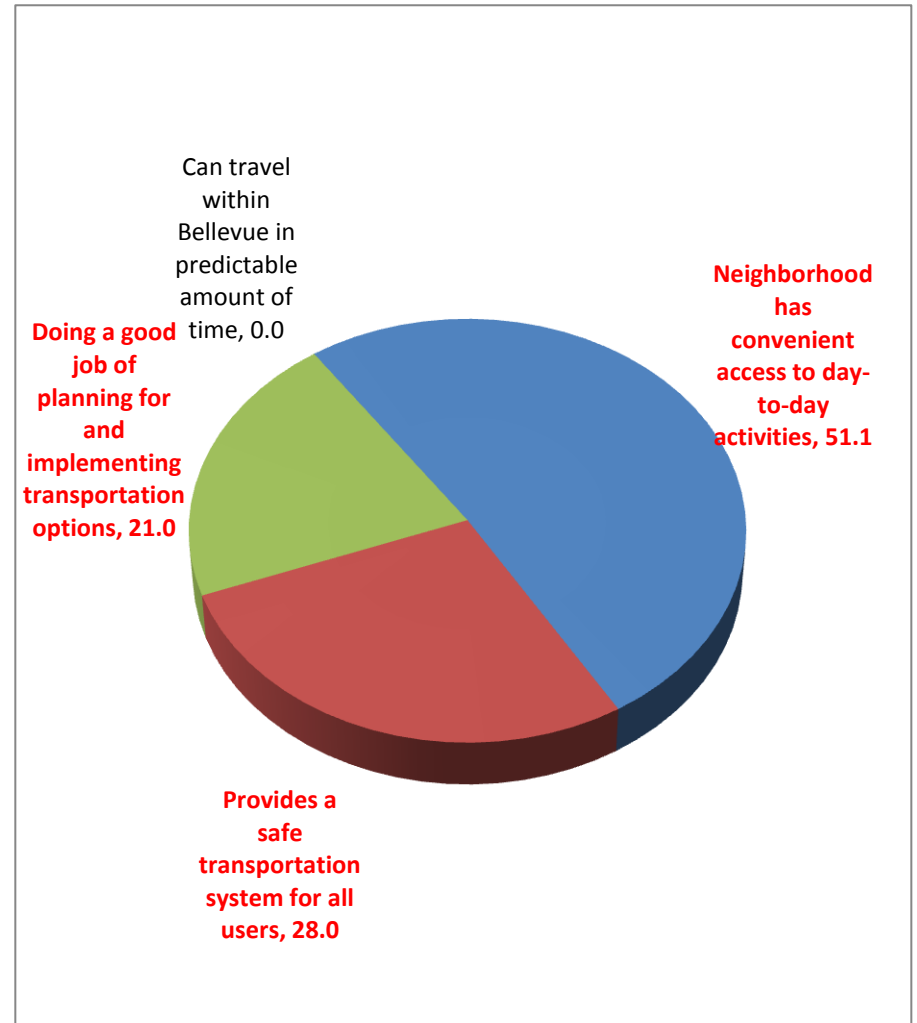
*Those factors highlighted in red are key drivers—that is, a change in these areas would have a significant impact on Bellevue's 5-Star Rating.*

- Lives in a neighborhood that supports families, particularly those with children

**Figure 22: Key Drivers--Competitive**

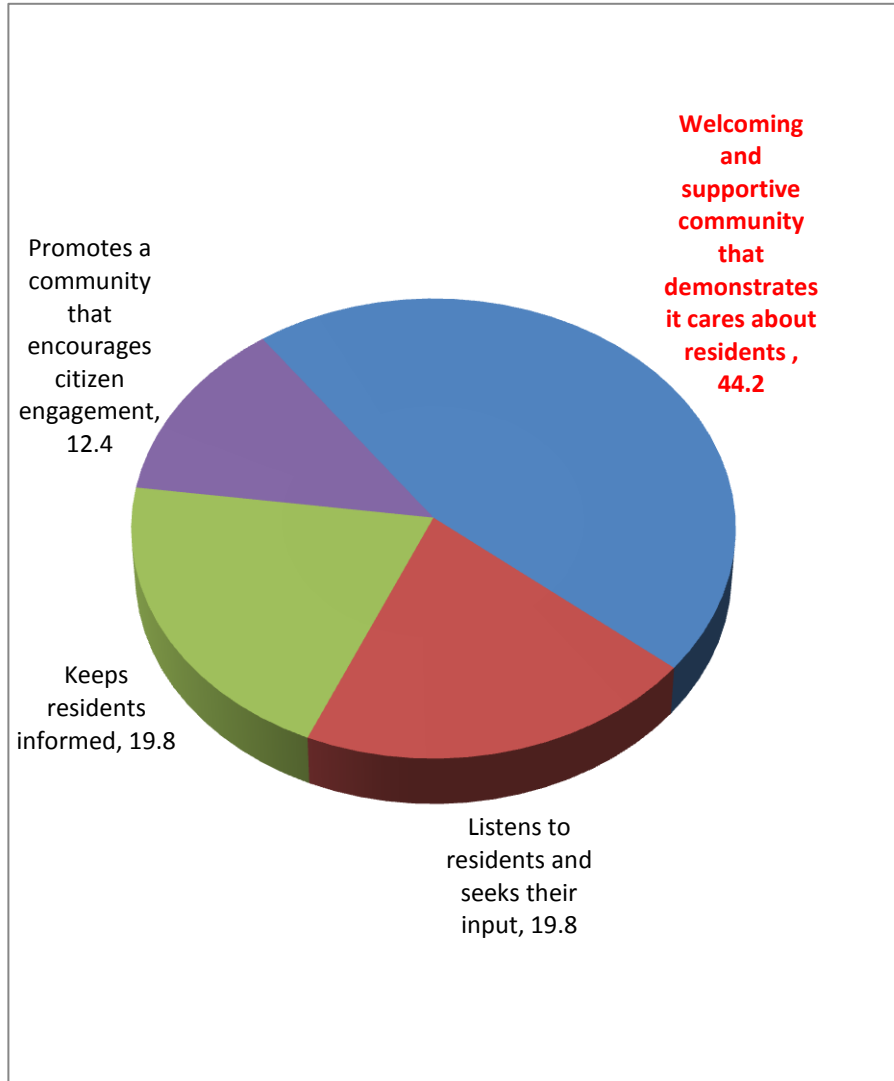


**Figure 23: Key Drivers--Mobility**

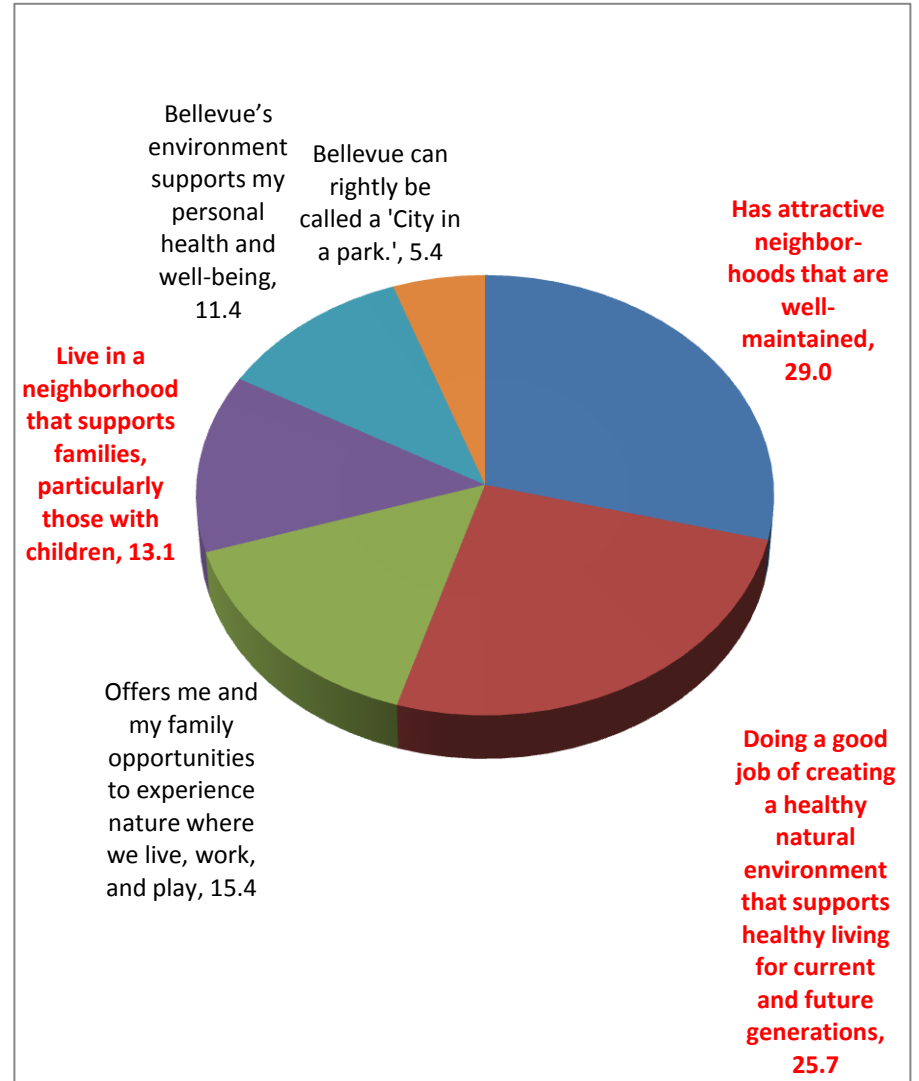


Note: Those factors *highlighted in red* are key drivers—that is, a change in these areas would have a significant impact on Bellevue’s 5-Star Rating.

**Figure 24: Key Drivers--Engaged**



**Figure 25: Key Drivers--Healthy**



Those factors *highlighted in red* are key drivers—that is, a change in these areas would have a significant impact on Bellevue's 5-Star Rating.

The final step in the analysis is to identify key areas where Bellevue may wish to allocate additional resources based on what is most important to residents (i.e., are key drivers of Bellevue's 5-Star Rating) and current performance on the individual Key Community Indicators. Three resource allocation strategies are identified:

1. **Invest:** These are areas that are Key Drivers of Bellevue's 5-Star Rating and where residents do **not** strongly agree that the KCI describes Bellevue. Investing in these areas would have a significant impact on Bellevue's 5-Star Rating. In the supporting table these KCIs are highlighted in red.
2. **Maintain:** These are areas identified as Key Drivers of Bellevue's 5-Star Rating and where residents strongly agree that the KCI describes Bellevue. Because of the impact of these items on Bellevue's rating it is important to maintain existing levels of service in these areas as a decrease in the level of service would have a negative impact on Bellevue's 5-Star Rating. These KCIs are highlighted in green in the table below.
3. **Monitor:** This grouping contains two types of KCIs.
  - a. KCIs that are not individually a key driver of Bellevue's 5-Star Rating but are part of an overall dimension that is a key driver and residents do **not** strongly agree that the KCI describes Bellevue. At a minimum, current level of resources should be maintained in these areas. Additional resources could be allocated to these areas if available to improve performance.
  - b. KCIs are individually a key driver of Bellevue's 5-Star Rating but are part of an overall dimension that is not a key driver and residents do **not** strongly agree that the KCI describes Bellevue. These indicators should be monitored to ensure that they do not at some point become Key Drivers.

These items are highlighted in yellow in the following table.

**Figure 26: Resource Allocation Analysis**

Safe 🐾	Competitive 🐾	Mobility 🐾	Engaged	Healthy
Safe community in which to live, work, and play 🐾	Good place to raise children 🐾	Neighborhood has convenient access to day-to-day activities 🐾	Welcoming and supportive community that demonstrates it cares about residents 🐾	Has attractive neighborhoods that are well-maintained 🐾
Has attractive neighborhoods that are safe 🐾	Fosters and supports a diverse community for all generations 🐾	Provides a safe transportation system for all users 🐾	Listens to residents and seeks their input	Doing a good job of creating a healthy natural environment that supports healthy living for current and future generations 🐾
Plans appropriately for emergencies	Is a visionary community which fosters creativity 🐾	Doing a good job of planning for and implementing transportation options 🐾	Keeps residents informed	Offers me and my family opportunities to experience nature where we live, work, and play
Is well-prepared for emergencies	Does a good job of planning for growth	Can travel within Bellevue in predictable amount of time	Promotes a community that encourages citizen engagement	Live in a neighborhood that supports families, particularly those with children 🐾
	Does a good job of looking ahead and looking for solutions			Bellevue's environment supports my personal health and well-being
	Doing a good job of creating a competitive business environment			Bellevue can rightly be called a 'City in a park.'

🐾 = Key Driver;      = Key driver; lower-than-average agreement; invest;

     = Key driver; above-average agreement; maintain;      = areas to monitor or invest if resources are available

## Bellevue Neighborhoods

### As a Place to Live

Ninety-three percent (93%) describe their neighborhood as a good or excellent place to live—up from 89 percent in 2011.

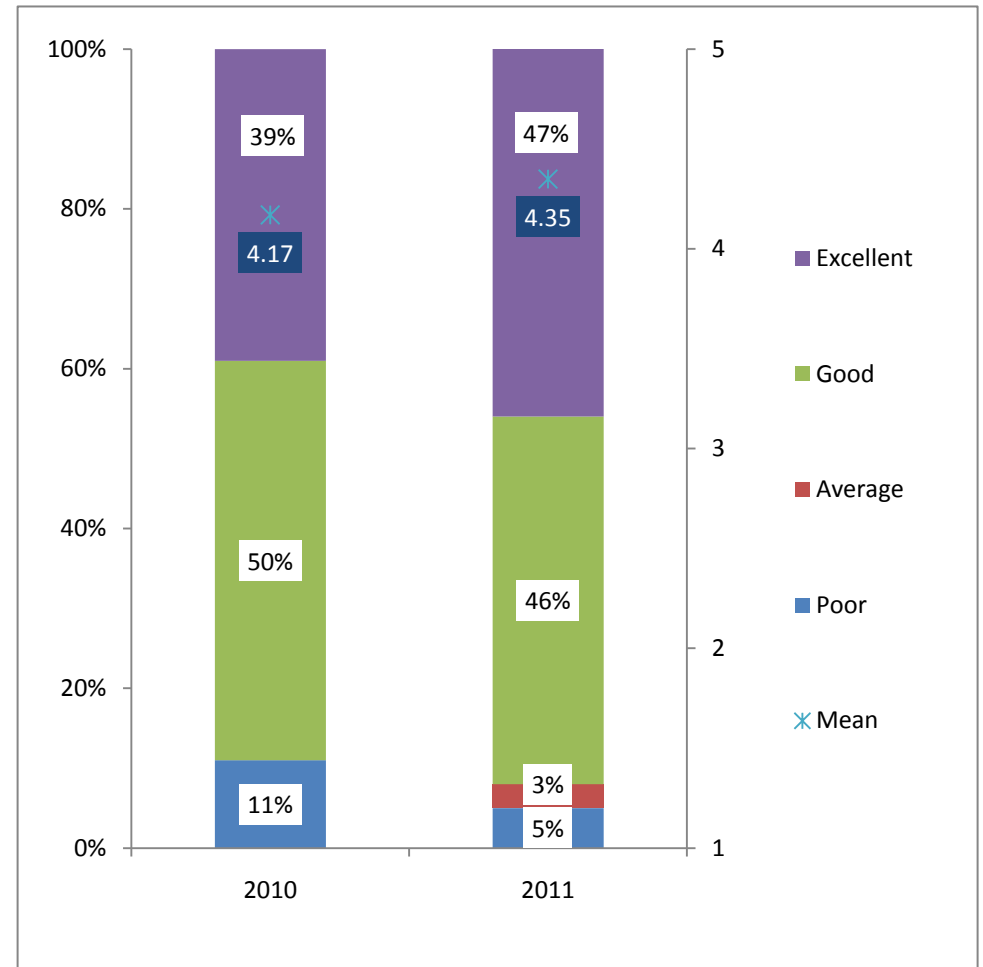
Older residents and those who have lived in Bellevue for 25 or more years are the most likely to describe their neighborhood as an excellent place to live.

**Table 20: Perceptions of Bellevue’s Neighborhoods by Length of Residency**

	0 to 3 Years	4 to 9 Years	10 to 24 Years	25 Plus Years
Excellent	42%	37%	50%	<b>59%</b>
Good	<b>51%</b>	<b>56%</b>	44%	33%
Average	4%	2%	2%	1%
Poor	4%	6%	4%	6%
Mean	4.30	4.24	4.38	4.44

In addition, those living in single-family dwelling types are more likely than those living in multi-family housing to describe their neighborhood as excellent – 52 percent compared to 41 percent, respectively. This is true for both renters and homeowners.

**Figure 27: Perceptions of Bellevue’s Neighborhoods**



Q1 – Overall, how would you describe your neighborhood as a place to live?  
Base: All respondents 2010 (n=646); 2011 (n = 515)





## Sense of Community

Nearly two out of three (64%) Bellevue residents feel that their neighborhood has a sense of community – 22 percent feel their neighborhood has a strong sense of community.

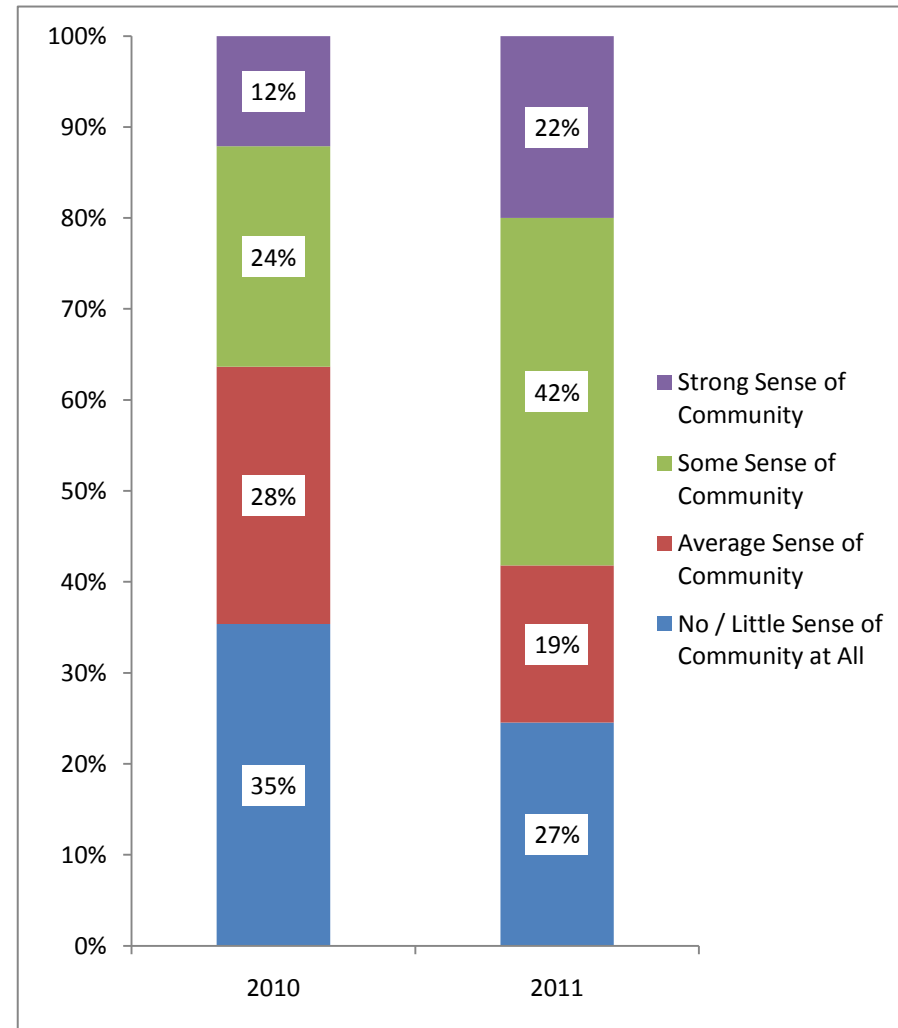
Long-term residents are the most likely to say that their neighborhood has a strong sense of community. More than one out of three (35%) new residents say that their neighborhood has little or no sense of community.

**Table 21: Sense of Community by Length of Residency**

	0 to 3 Years	4 to 9 Years	10 to 24 Years	25 Plus Years
Strong Sense of Community	16%	17%	25%	<b>29%</b>
Some Sense of Community	42%	40%	39%	48%
Average	7%	<b>15%</b>	<b>12%</b>	5%
No / Little Sense of Community	<b>35%</b>	28%	24%	19%

Those living in multi-family dwelling times are more likely than those living in single-family homes to say that their neighborhood has no or little sense of community—35 percent compared to 20 percent, respectively. This is noteworthy for renters in multi-family housing—41 percent.

**Figure 29: Perceptions of Bellevue’s Sense of Community**



Q1 – Some neighborhoods have what is called a 'sense of community.'? Would you say your neighborhood has a...?

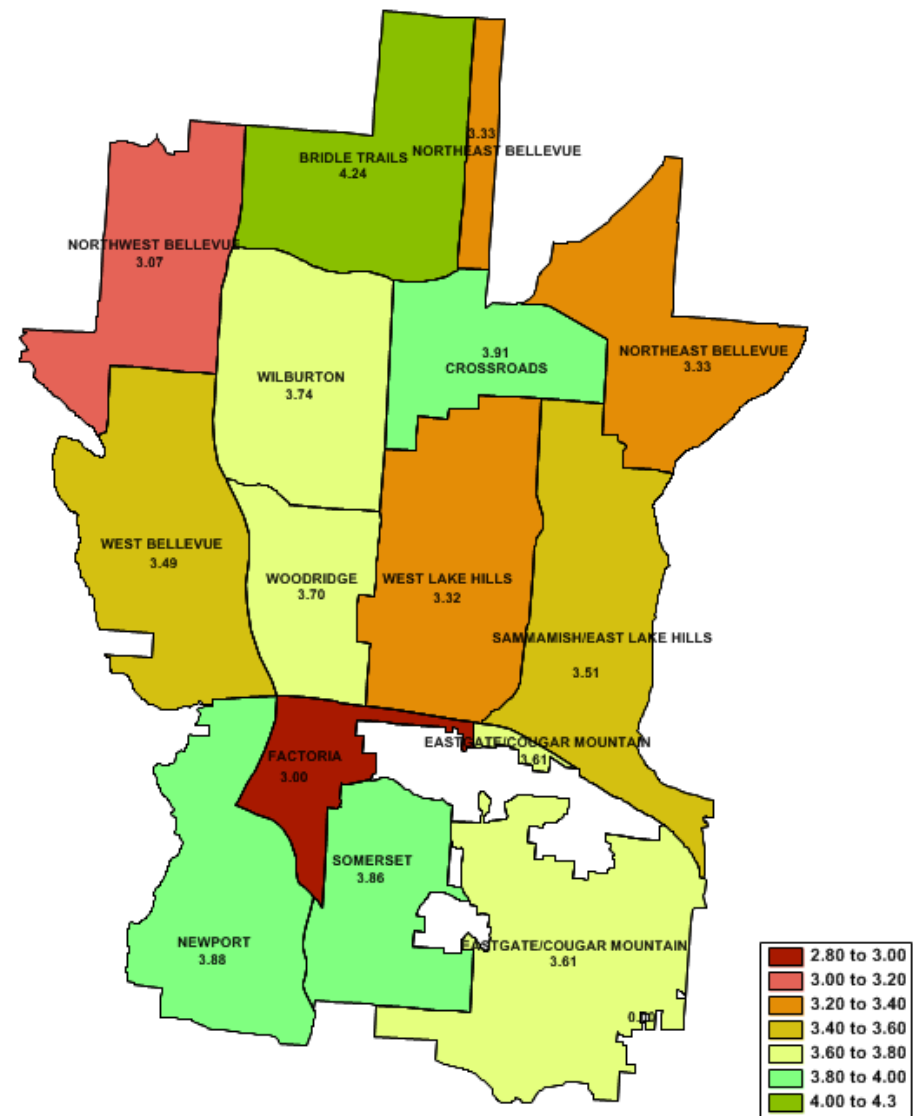
Base: All respondents 2010 (n=646); 2011 (n = 515)

Those living in Bridle Trails also give their neighborhood the highest rating for a sense of community. Other neighborhoods with above-average ratings for sense of community include:

- Crossroads
- Newport
- Somerset

On the other hand, those living in Factoria also give their neighborhood the lowest rating for a sense of community relative to other Bellevue neighborhoods. Northwest Bellevue residents also give their neighborhood a somewhat lower rating for sense of community as compared to other Bellevue neighborhoods.

**Figure 30: Ratings for Sense of Community by Neighborhood**



*Maps illustrate differences in mean ratings by neighborhood showing how neighborhoods compare on a relative basis. In all instances, neighborhoods score above the mid-point on a five-point scale.*

*Note: Care should be used in interpreting results within smaller communities when sample sizes are small (n < 25). While comparisons by neighborhoods can be made, margins of error and differences between neighborhood mean responses may not be statistically significant.*

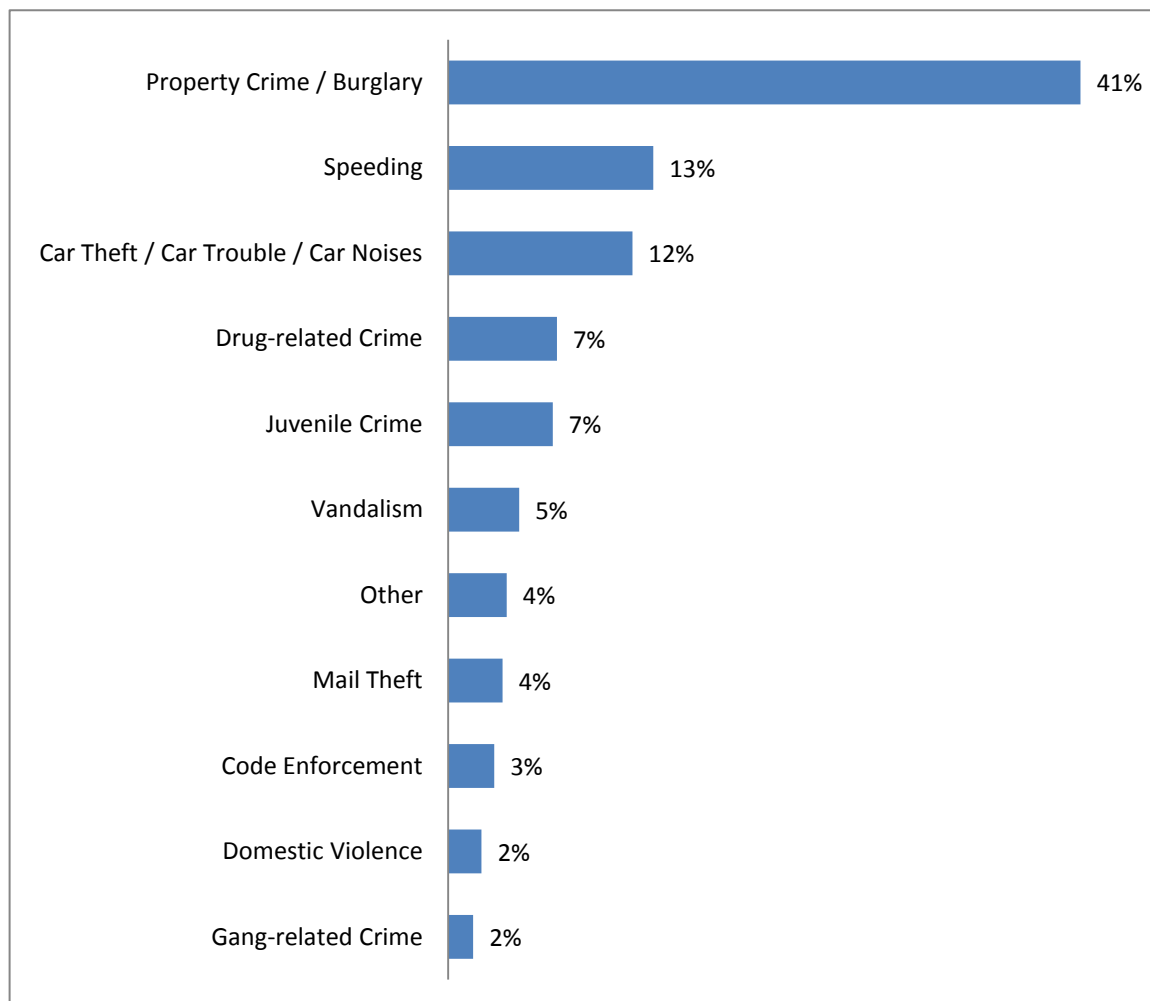
## Police-Related Problems in Neighborhoods

Respondents were asked what they believe is the most serious police-related problem in their neighborhood. They were read a list and asked to provide a single answer.

More than one out of four respondents (29%) said that there was no serious police-related problem in their neighborhood (11%) or they did not know of any serious police-related problems in their neighborhood (18%).

Of those who reported experiencing or knowing of police-related problems, 41 percent respondents said Property crimes and burglaries were by far the most frequent neighborhood crime problems.

**Figure 31: Police-Related Problems in Neighborhoods**



Q69 – What do you believe is the most serious police-related problem in your neighborhood?  
Base: (n=364), respondents excluding those stating “none” (n=55) or “did not know” (n=94)

## Parks and Recreation

### Use of Parks and Recreation Programs

While use of Bellevue’s parks continues to be high, somewhat fewer residents report having personally visited a park or park facility in the past 12 months in 2011 than in 2010—85 percent compared to 90 percent, respectively. At the same time, the percentage reporting that no one in their household has visited a park nearly doubled—from 6 percent in 2010 to 11 percent in 2011.

- Bellevue’s youngest residents (those less than 35) and oldest residents (those 65 and older) are the most likely to indicate they have not visited a park in the past year—19 percent and 16 percent, respectively.
- Residents without children are also more likely to say they have not visited a park in the past year—14%.

Similarly, personal participation in a recreation program decreased from 23 percent in 2010 to 16 percent in 2011.

- Given the nature of Bellevue’s recreation programs (fee-based and targeted toward specific age and lifecycle segments), those with children are the most likely to have participated in a recreation program in the past year—47 percent participation rate for those with children compared to 19 percent for those without children.

There is no difference in use of Bellevue’s parks and recreation programs by gender.

**Table 22: Use of Bellevue’s Parks and Recreation Programs**

	Parks and Park Facilities		Recreation Programs	
	2010	2011	2010	2011
Personally Used	90%	85%	23%	16%
Family Members Have Used	32%	36%	15%	15%
No One in Household	6%	11%	69%	74%

## Perceptions of Bellevue Parks and Recreation

### Overall Satisfaction

While still high—93 percent satisfied—there has been some shift in levels of satisfaction since 2010, a shift which should be carefully monitored given Bellevue’s focus on being a “city in a park.”

- Specifically, there has been a decrease in the percentage of Bellevue residents who say they are very satisfied—from 57 percent in 2010 to 47 percent in 2011—and a corresponding increase in the percentage who are simply satisfied—from 35 percent in 2010 to 46 percent in 2011.
- In addition, while a relatively small number, the percentage of Bellevue residents saying they are dissatisfied with Bellevue parks and recreation has more than doubled—from 2 percent in 2010 to 5 percent in 2011.

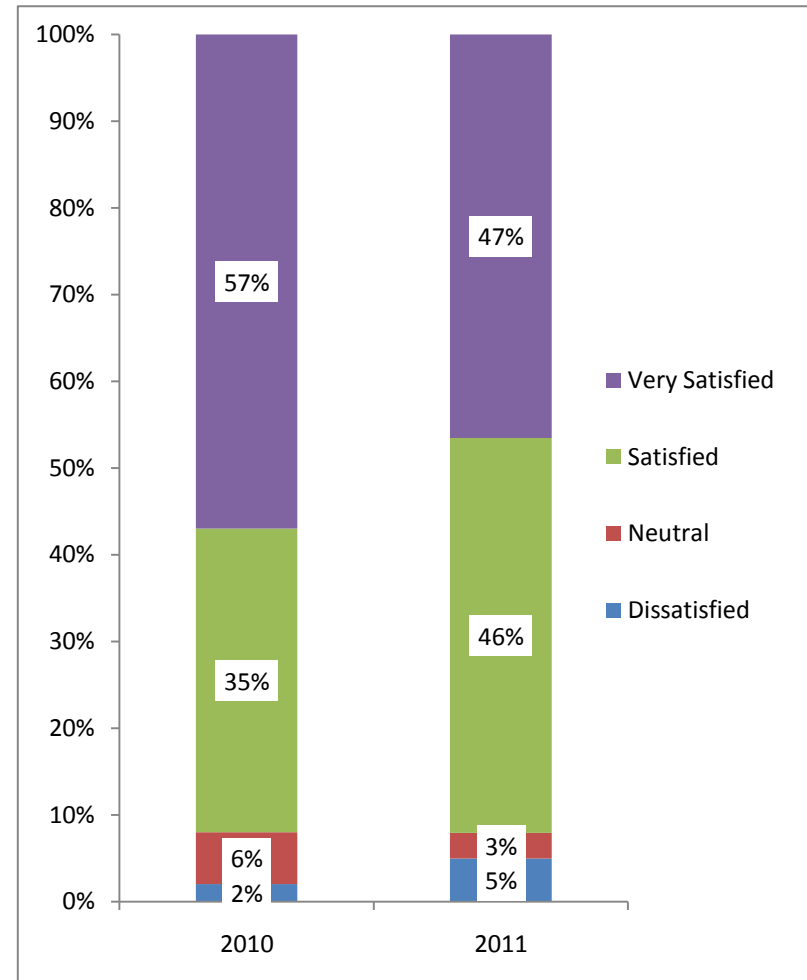
Women are significantly more likely than men to say they are very satisfied with Bellevue’s parks and recreation programs—54 percent compared to 49 percent, respectively. As noted on the previous page, there is no difference in use by gender, suggesting that there is something about existing programs and facilities that is less appealing to men.

In addition, Bellevue’s long-time residents are the most likely to suggest that they are very satisfied with parks and recreation while Bellevue’s newest residents are the most likely to say they are just satisfied or even dissatisfied, suggesting that they have different needs and expectations.

**Table 23: Satisfaction with Parks and Recreation by Length of Residency**

	0 to 3 Years	4 to 9 Years	10 to 24 Years	25 Plus Years
Very satisfied	39%	44%	49%	<b>54%</b>
Satisfied	48%	52%	44%	40%
Neutral	4%	1%	2%	4%
Dissatisfied	<b>9%</b>	3%	4%	2%

**Figure 32: Overall Satisfaction with Bellevue Parks and Recreation**



Q9E – Overall, how satisfied are you with parks and recreation in Bellevue?  
Base: All respondents 2010 (n=646); 2011 (n = 515)

## Ratings of Parks

Bellevue's parks receive the highest ratings for their safety—94 percent good or excellent. Moreover, ratings for the safety in Bellevue's parks increased significantly since 2010—from 40 percent excellent in 2010 to 50 percent excellent in 2011.

While still relatively high, Bellevue's parks receive the lowest rating for the range and variety of recreation activities—85 percent good or excellent. And perhaps explaining the decrease in overall satisfaction is the decrease in ratings for the range and variety of recreation activities—from 91 percent positive in 2010 to 84 percent in 2011. It is also noteworthy that men rate the range and variety of recreation activities lower than do women—32 percent excellent compared to 45 percent, respectively.

Ratings are also somewhat lower for the number of parks—90 percent good or excellent.

Key Drivers Analysis (explained in more detail on page Key Drivers Analysis 42) clearly shows that the range and variety of recreation activities and the number of parks are the most important drivers of residents' overall satisfaction with Bellevue's parks and recreation.

**Table 24: Key Drivers of Overall Satisfaction with Bellevue's Parks**

	Impact on Overall Satisfaction
Range and variety of recreation activities	34.0
Number of parks	32.3
Appearance	25.0
Safety	8.8

**Table 25: Ratings for Bellevue's Parks**

		2010	2011
Safety	% Excellent	40%	50%
	% Good	52%	44%
	Mean	4.31	4.41
Appearance	% Excellent	52%	56%
	% Good	43%	39%
	Mean	4.45	4.49
Number of Parks	% Excellent		49%
	% Good	n.a.	41%
	Mean		4.34
Range and Variety of Recreation Activities	% Excellent	42%	39%
	% Good	49%	46%
	Mean	4.23	4.18

## Bellevue Utilities

### Overall Satisfaction

Satisfaction with Bellevue Utilities has improved significantly since 2010—increase from 89 percent positive in 2010 to 94 percent positive in 2011.

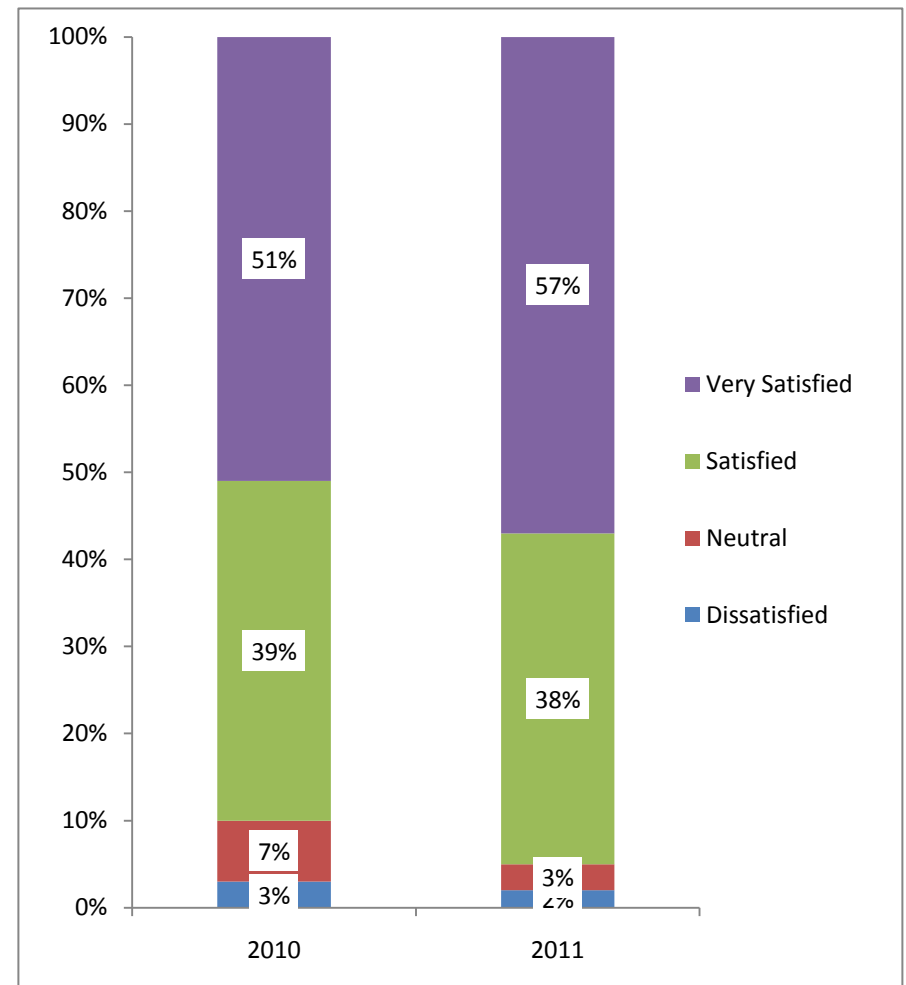
- There has been an increase in the percentage saying they are very satisfied—from 51 percent to 57 percent—and a decrease in those giving neutral or dissatisfied ratings—from 10 percent to 5 percent.

Bellevue’s long-time residents are the most likely to suggest that they are very satisfied with Bellevue Utilities.

**Table 26: Satisfaction with Parks and Recreation by Length of Residency**

	0 to 3 Years	4 to 9 Years	10 to 24 Years	25 Plus Years
Very satisfied	48%	51%	56%	<b>74%</b>
Satisfied	43%	46%	39%	21%
Neutral	7%	0%	2%	3%
Dissatisfied	2%	3%	3%	2%

**Figure 33: Overall Satisfaction with Bellevue Utilities**



Q16 – Overall, how satisfied are you as a customer of the Bellevue Utilities Department?  
Base: All respondents 2010 (n=646); 2011 (n = 515)



## Services

Bellevue Utilities receives relatively high ratings for all of its services.

- Ratings are highest for maintenance of an adequate and uninterrupted supply of water.
- While still high, Bellevue receives lower ratings for protection and restoration of its streams, lakes, and wetlands and for providing effective drainage programs.

Consistent with the increase in overall satisfaction, ratings for the individual services also increased. The increase is greatest for effective drainage programs, followed by protection and restoration of streams, lakes, and wetlands and recycling, yard waste, and garbage collection services.

**Table 27: Ratings for Bellevue Utilities' Services**

		2010	2011
Maintaining an adequate and uninterrupted supply of water	% Excellent / Very Good	73%	78%
	Mean	9.00	9.22
Providing reliable uninterrupted sewer service	% Excellent / Very Good	71%	75%
	Mean	8.93	9.14
Providing water that is safe and healthy to drink	% Excellent / Very Good	67%	74%
	Mean	8.72	8.96
Providing reliable recycling, yard waste, and garbage collection services	% Excellent / Very Good	58%	67%
	Mean	8.48	8.79
Protecting and restoring Bellevue's streams, lakes, and wetlands	% Excellent / Very Good	44%	52%
	Mean	7.96	8.31
Providing effective drainage programs, including flood control	% Excellent / Very Good	43%	53%
	Mean	7.93	8.31

Key Drivers Analysis (explained in more detail on page 42) clearly shows that three services have the greatest influence on overall satisfaction with Bellevue Utilities:

- Providing reliable recycling, yard waste, and garbage collection services. Relative to other Bellevue Utilities services, performance in this area is average.
- Protecting and restoring Bellevue’s streams, lakes, and wetlands. Relative to other utility services, performance in this area is below average.
- Providing water that is safe and healthy to drink. Performance in this area is above average.

Two other services are also significant but less important drivers:

- Providing reliable, uninterrupted sewer service. Performance in this area is above average.
- Providing effective draining programs, including flood control. Performance in this area is below average.

Maintaining an adequate and uninterrupted supply of water is not a key driver of overall satisfaction. This most likely suggests that this is a basic expectation for service. Bellevue Utilities receives the highest rating for this aspect of service.

**Table 28: Key Drivers of Overall Satisfaction with Bellevue Utilities**

	Impact on Overall Satisfaction	Performance
Providing reliable recycling, yard waste, and garbage collection services	28.3	8.79
Protecting and restoring Bellevue’s streams, lakes, and wetlands	25.5	8.31
Providing water that is safe and healthy to drink	22.9	8.96
Providing reliable uninterrupted sewer service	12.9	9.14
Providing effective drainage programs, including flood control	10.4	8.31
Maintaining an adequate and uninterrupted supply of water	0.0	9.22
Mean		8.79

## PCD

### Neighborhood and Community Outreach

Awareness of the Mini-City Hall at Crossroads remains relatively high—64 percent. Awareness is lowest among Bellevue’s:

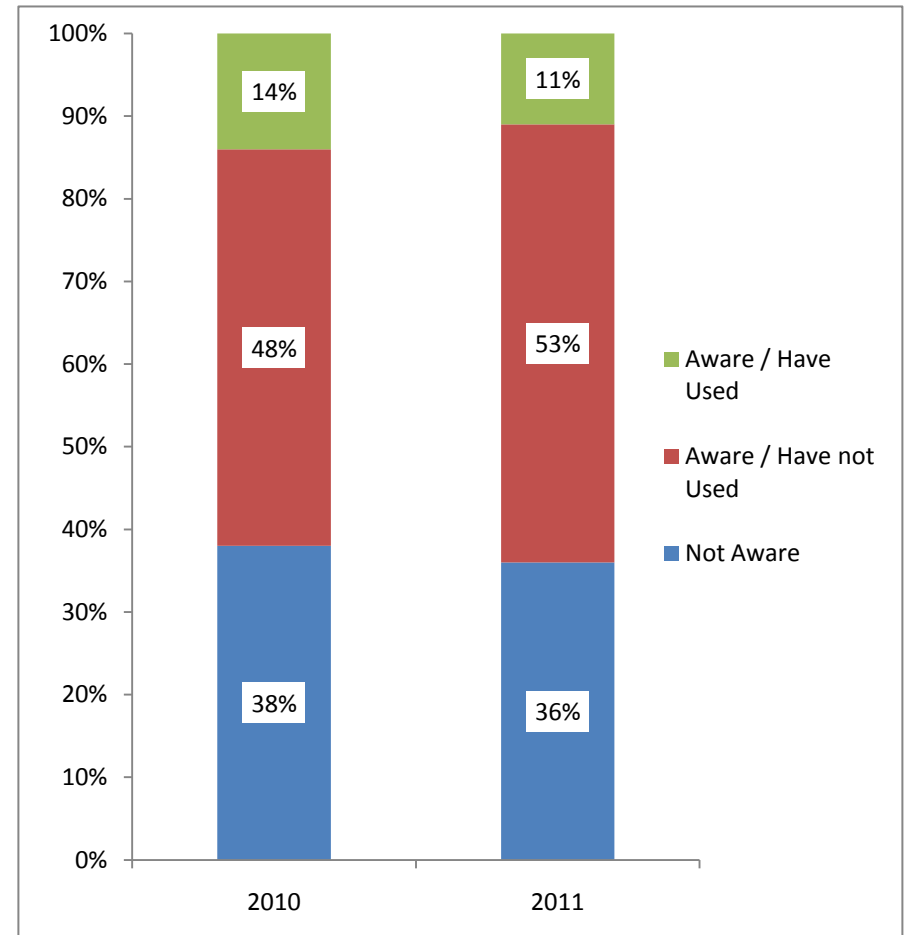
- Youngest residents—60 percent of those under 35 are not aware
- Newest residents—66 percent of those who have lived in Bellevue for three or fewer years are not aware and 55 percent of those who have lived in Bellevue between four and nine years are not aware

Use decreased slightly—from 14 percent in 2010 to 11 percent in 2011. This decrease is significant and should be monitored. As would be expected, use varies significantly by neighborhood and proximity of the neighborhood to Crossroads.

**Table 29: Use of Mini-City Hall by Neighborhood**

	% Use Mini-City Hall
Crossroads	26%
Sammamish / East Lake Hills	22%
Northeast Bellevue	15%
Wilburton	12%
Newport	11%
Factoria	10%
Somerset	10%
West Lake Hills	9%
Bridle Trails	8%
Northwest Bellevue	6%
Eastgate / Cougar Mountain	5%
West Bellevue	0%
Woodbridge	0%

**Figure 34: Awareness and Use of Mini City Hall at Crossroads**



Q37 – Are you aware of the Mini-City Hall at Crossroads?

Q38 - Have you used the Mini-City Hall at Crossroads?

Base: All respondents 2010 (n=646); 2011 (n = 515)

## Code Enforcement

As in 2010, the majority of Bellevue residents do not have problems with weed lots, junk lots, graffiti, abandoned automobiles and shopping carts and dilapidated houses or buildings in their neighborhoods.

Neighborhoods most likely to report no problems include:

- Woodridge and
- Factoria

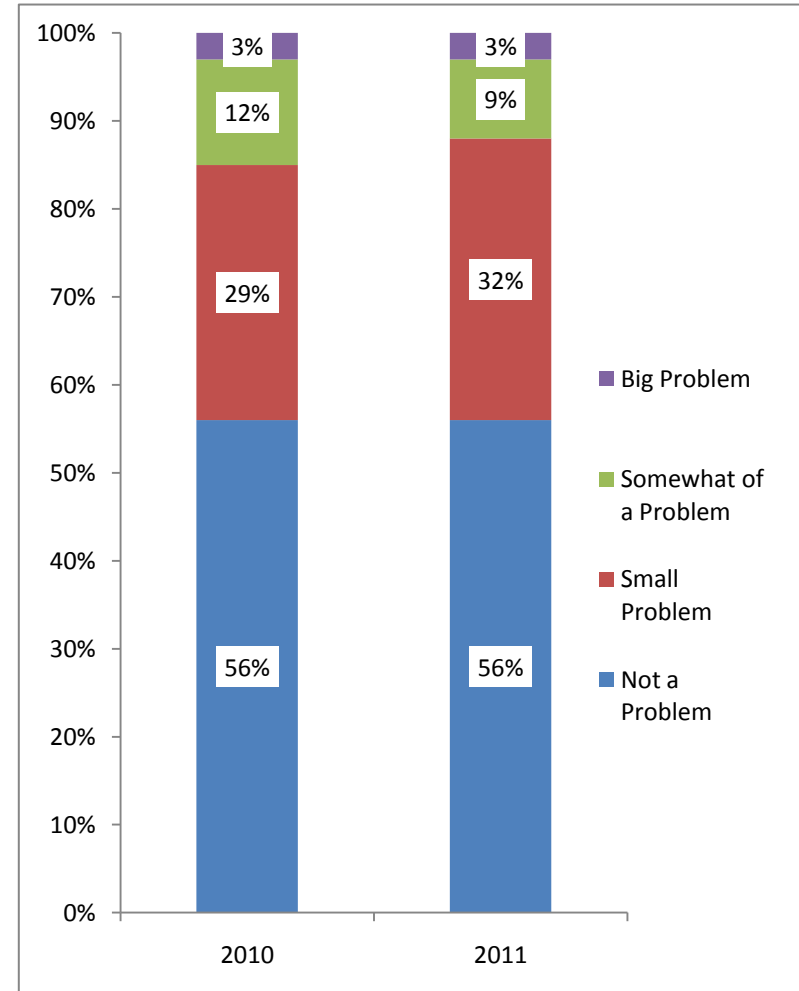
Neighborhoods that report the greatest problems include:

- West Lake Hills
- West Bellevue
- Northeast Bellevue
- Somerset

**Table 30: Problems with Nuisance Lots by Neighborhood**

	Big Problem	Somewhat a Problem	Small Problem	Not a Problem
West Lake Hills	8%	14%	33%	44%
West Bellevue	8%	13%	44%	35%
Sammamish / East Lake Hills	6%	8%	35%	51%
Eastgate / Cougar Mountain	5%		16%	80%
Northeast Bellevue	3%	19%	30%	48%
Crossroads	0%	10%	32%	58%
Somerset		19%	22%	59%
Wilburton		13%	29%	58%
Newport		9%	26%	65%
Bridle Trails		7%	14%	79%
Northwest Bellevue		4%	40%	56%
Woodridge		0%	31%	69%
Factoria			42%	58%

**Figure 35: Problems with Nuisance Lots in Neighborhoods**



Q37 – To what extent are weed lots, junk lots, graffiti, abandoned automobiles and shopping carts and carts and dilapidated houses or buildings currently a problem in your neighborhood?

Base: All respondents 2010 (n=646); 2011 (n = 515)

## Public Safety

### Perceptions of Safety in Neighborhoods and Downtown

As in 2010, Bellevue residents feel safe in downtown Bellevue during the day. More than four out of five (82%) residents say they feel very safe walking alone in the downtown business area during the day.

Perceptions of safety have increased in all areas from 2010. It is noteworthy that residents' perceptions of safety after dark increased the most.

- The percentage feeling very safe walking alone in their neighborhood after dark increased 36 percent—from 31 percent in 2010 to 42 percent in 2011.
- The percentage feeling very safe walking alone in downtown Bellevue after dark increased 31 percent—from 32 percent in 2010 to 42 percent in 2011.

Woodridge and Bridle Trails are rated as the two safest neighborhoods in general. Bridle Trails is also rated as the safest neighborhood after dark.

Crossroads and Newport have the lowest ratings for neighborhood safety in general. Crossroads and West Bellevue have the lowest ratings for neighborhood safety after dark.

**Table 31: Ratings of Neighborhood Safety by Neighborhood**

	Neighborhood in General	Neighborhood After Dark
Woodridge	4.93	4.35
Bridle Trails	4.85	4.64
Northwest Bellevue	4.77	4.19
Wilburton	4.75	4.37
Eastgate / Cougar Mountain	4.75	4.09
Factoria	4.68	4.04
Somerset	4.67	4.41
West Bellevue	4.63	3.81
Northeast Bellevue	4.62	4.22
West Lake Hills	4.59	4.20
Sammamish / East Lake Hills	4.59	4.04
Crossroads	4.54	3.92
Newport	4.51	4.25

**Table 32: Perceptions of Safety in Neighborhoods and Downtown**

		2010	2011
Walking alone in downtown business area during the day	% Very Safe	82%	82%
	% Safe	18%	17%
	% Unsafe	1%	<1%
	Mean	4.80	4.81
Walking alone in neighborhood in general	% Very Safe	55%	69%
	% Safe	42%	29%
	% Unsafe	3%	1%
	Mean	4.48	4.66
Walking alone in downtown business area after dark	% Very Safe	32%	42%
	% Safe	56%	45%
	% Unsafe	12%	8%
	Mean	4.07	4.22
Walking alone in neighborhood after dark	% Very Safe	31%	42%
	% Safe	53%	42%
	% Unsafe	16%	10%
	Mean	3.97	4.15

## Police Contact

Slightly less than one out of three (31%) Bellevue residents had contact with the police in the past year.

- Contact with the police is related to age with the highest contact rates among those between the ages of 55 and 64 (39%) and 35 to 54 (34%) and the lowest contact rates among those under the age of 35 (23%) and those 65 and older (24%).

Most contacts were to report a crime (34%). The second most frequent contacts were for a routine traffic stop (20%) or a traffic accident (4%). Eleven percent (11%) of those with police contact indicated that they were a victim of a crime.

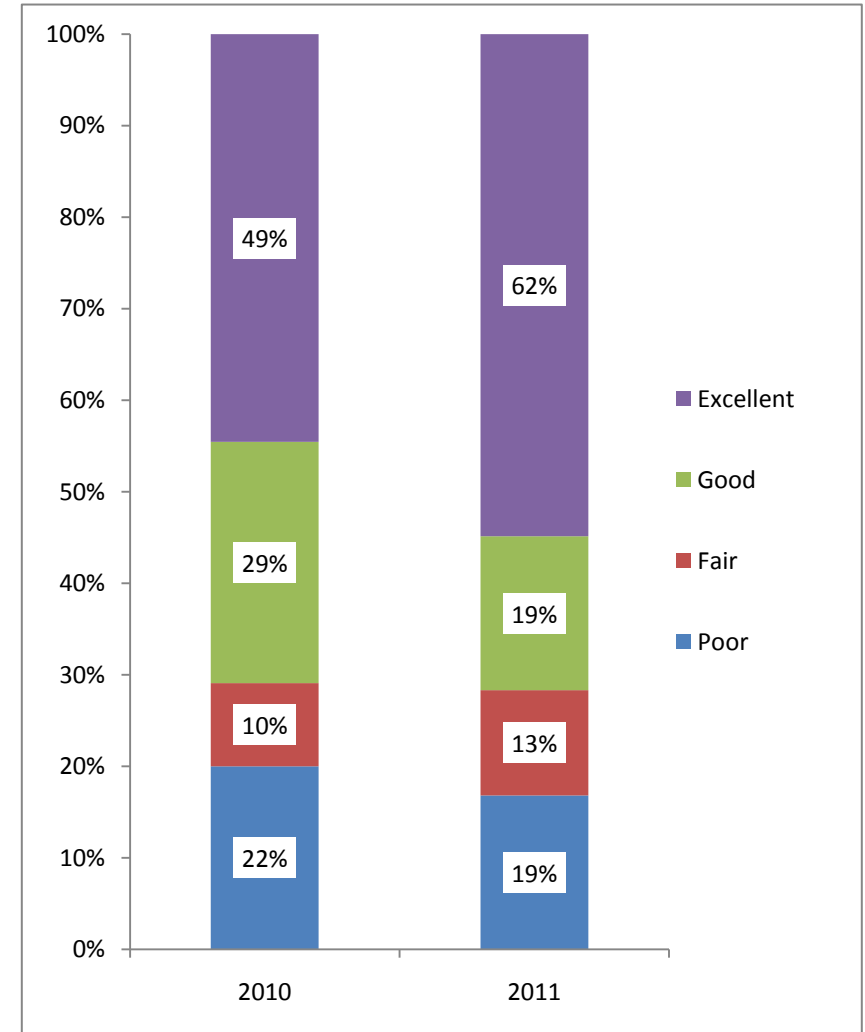
More than four out of five (81%) residents who had contact with the police reported a positive experience—62 percent excellent and 19 percent good. As would be expected, those who contacted the police to report a crime were more positive than those whose contact was a traffic stop. These lower ratings may simply be a function of the situation rather than police handling of the stop.

- There has been a significant increase in the percentage giving Bellevue police an excellent rating—49 percent in 2010 to 62 percent in 2011.
- It is noteworthy that while the positive ratings for reporting a crime and routine traffic stop increased at the same rate, the decrease in negative ratings for routine traffic stops was significantly higher—decreasing from 51 percent fair or poor in 2010 to 23 percent in 2011, a decrease of 55 percent.

**Table 33: Satisfaction with Police Contact by Type of Contact**

	Report a Crime	Routine Traffic Stop
Excellent	71%	61%
Good	15%	16%
Fair	10%	13%
Poor	4%	10%

**Figure 36: Ratings of Police Contact**



Q68 – How would you rate the handling of the contact by police?  
Base: All respondents 2010 (n=646); 2011 (n = 515)

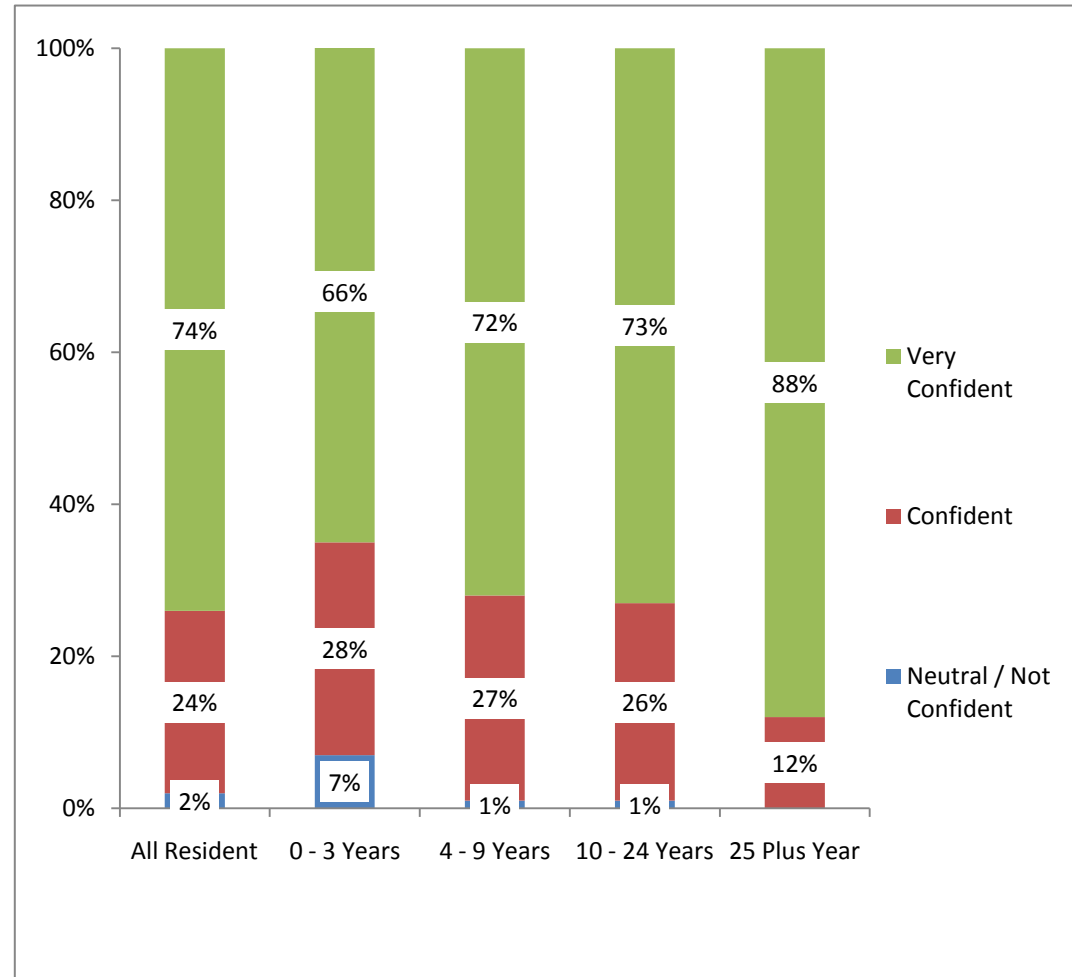
## Confidence in Fire Department

A new question was added in 2011 to measure Bellevue residents' confidence in Bellevue's fire department response to emergencies.

There is a high level of confidence in Bellevue's fire department—74 percent very confident.

Confidence does vary by length of residency with Bellevue's long-term residents (25 or more years) have the highest levels of confidence—88 percent. On the other hand, those new to the city (three or fewer years) are less confident—66 percent. This may be a function of experience and knowledge rather than any real concern about the fire department. At the same time, Bellevue may wish to gain a greater understanding of the perceptions of this segment.

**Figure 37: Confidence in Bellevue's Fire Department Overall and by Length of Residency**



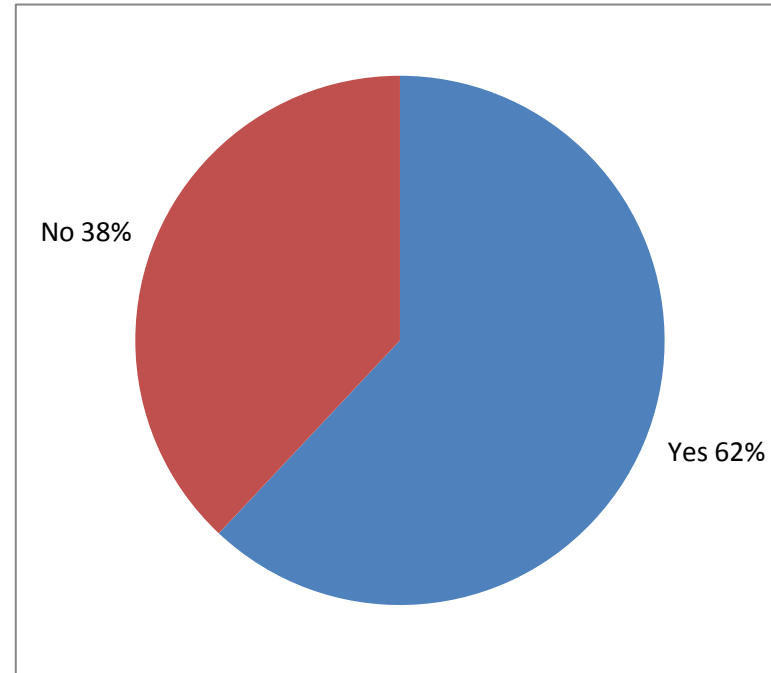
Q71 - How confident are you in the ability of the Bellevue fire department to respond to emergencies?  
Base: All respondents (n = 515)

## CPR Training

The City was interested in knowing how many residents had been trained in Cardio-Pulmonary Resuscitation, commonly known as CPR.

The majority (62%) of respondents have been trained in CPR. When asked how likely these respondents would be to perform CPR if they were confronted with a situation that required it, more than three out of four (82%) would be very likely (52%) or likely (30%).

**Figure 38: Bellevue Residents with CPR Training**



Q58A - Have you ever been trained in Cardio-Pulmonary Resuscitation, commonly known as CPR? (BASE = 515)



## Transportation

### Maintenance

The majority (91%) of Bellevue residents are satisfied with the maintenance of sidewalks and walkways.

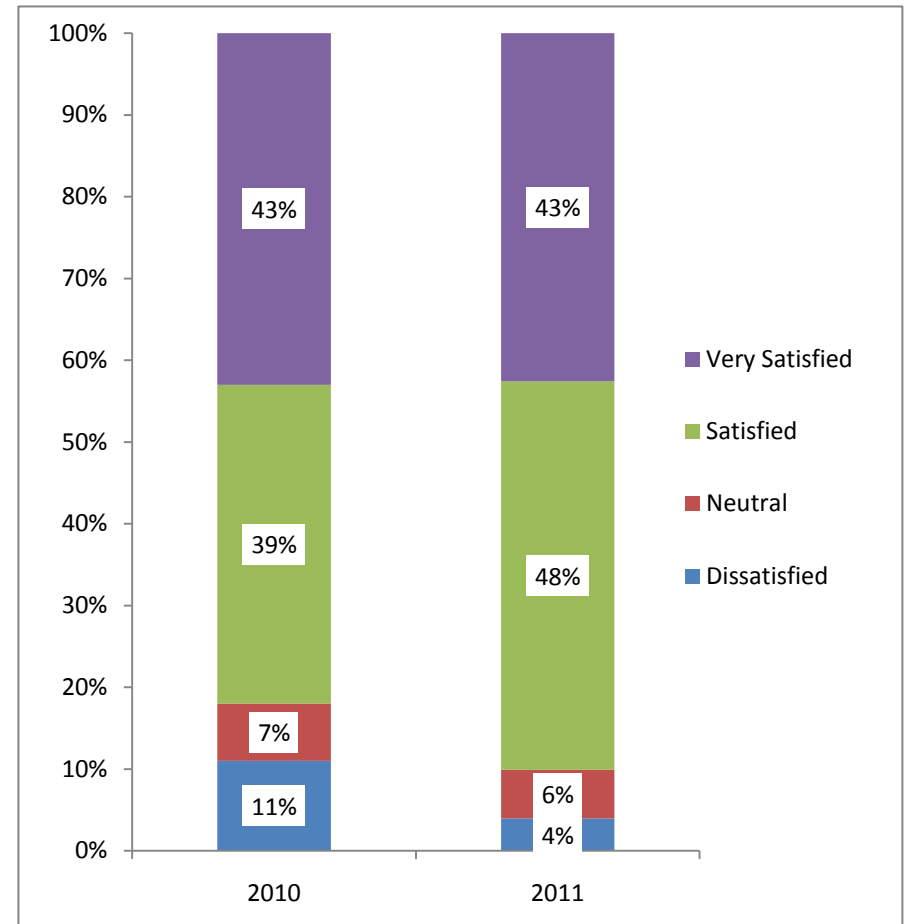
While there has been no change in the percent of Bellevue residents who are very satisfied, there has been a significant increase in the percentage who are satisfied—from 39 percent in 2010 to 48 percent in 2011—and a decrease in the percentage who are dissatisfied—from 11 percent in 2010 to 4 percent in 2011.

Ratings are highest in Woodridge. They are below the overall average (mean of 4.29) in three areas: West Bellevue, Somerset, and Sammamish / East Lake Hills. They are also below the average in Eastgate / Cougar Mountain.

**Table 34: Satisfaction with Maintenance of Sidewalks and Walkways by Neighborhood**

	Mean Rating (based on 5-point scale)
Woodridge	4.75
Wilburton	4.57
Crossroads	4.54
Newport	4.50
Northeast Bellevue	4.36
Factoria	4.35
Bridle Trails	4.33
Northwest Bellevue	4.32
West Lake Hills	4.31
Eastgate / Cougar Mountain	4.20
Sammamish / East Lake Hills	4.06
Somerset	4.02
West Bellevue	3.92

**Figure 39: Satisfaction with Maintenance of Sidewalks and Walkways**



Q29 – How satisfied are you with the City’s maintenance of its sidewalks and walkways?  
Base: All respondents 2010 (n=646); 2011 (n = 515)

Most Bellevue residents describe the condition of streets and roads in their neighborhood as in good condition all over (42%) or mostly good with a few bad spots (42%). There has been no significant change in these ratings from 2010.

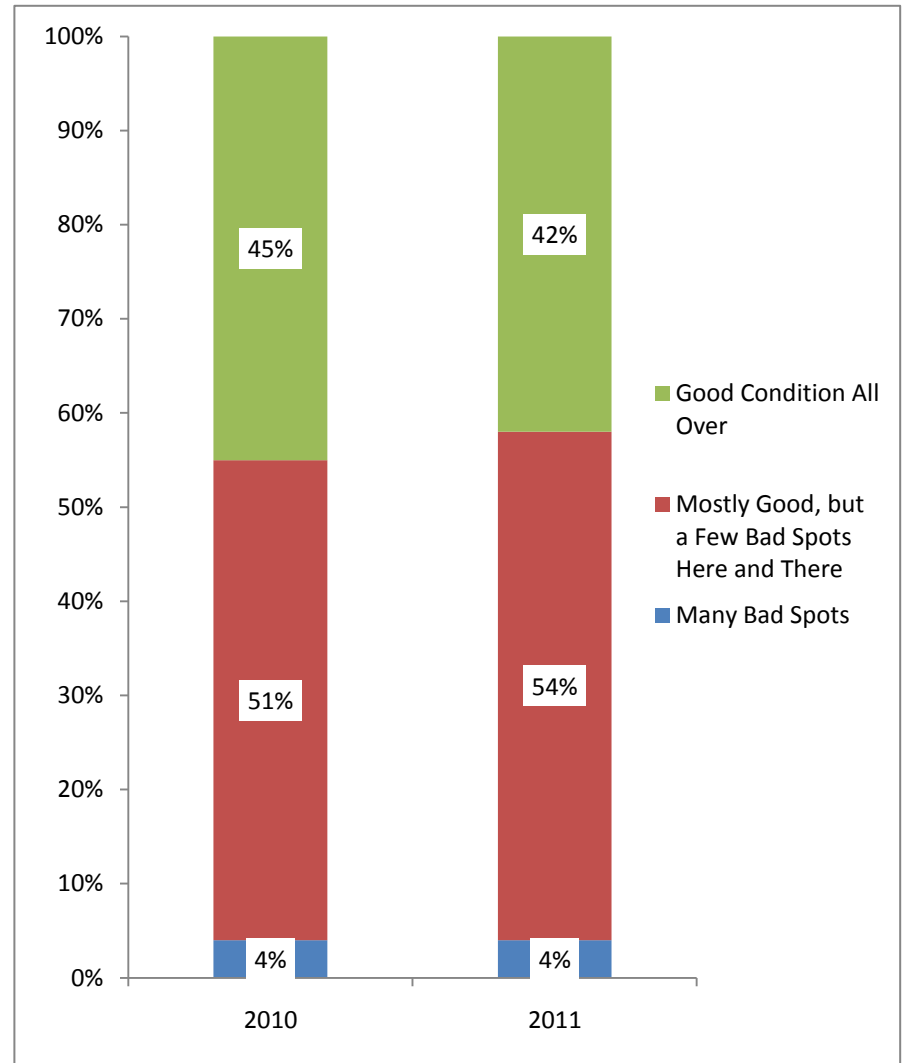
Ratings are highest in Woodridge.

Two neighborhoods—West Lake Hills and West Bellevue—are the most likely to report many bad spots.

**Table 35: Satisfaction with Maintenance of Sidewalks and Walkways by Neighborhood**

	Good Condition All Over	Mostly Good / Some Bad Spots	Many Bad Spots
Woodridge	76%	24%	
Factoria	60%	35%	5%
Bridle Trails	57%	43%	
Wilburton	50%	50%	
Newport	49%	51%	
Eastgate / Cougar Mountain	48%	48%	5%
Northwest Bellevue	46%	51%	3%
West Bellevue	42%	48%	10%
Crossroads	40%	58%	2%
Somerset	36%	64%	
Northeast Bellevue	34%	59%	6%
Sammamish / East Lake Hills	27%	67%	6%
West Lake Hills	23%	63%	14%

**Figure 40: Ratings of Neighborhood Street and Road Conditions**



Q30– How would you rate the condition of streets and roads in your neighborhood?  
Base: All respondents 2010 (n=646); 2011 (n = 515)

## Street Sweeping

The majority (86%) of Bellevue residents are satisfied with the maintenance of sidewalks and walkways.

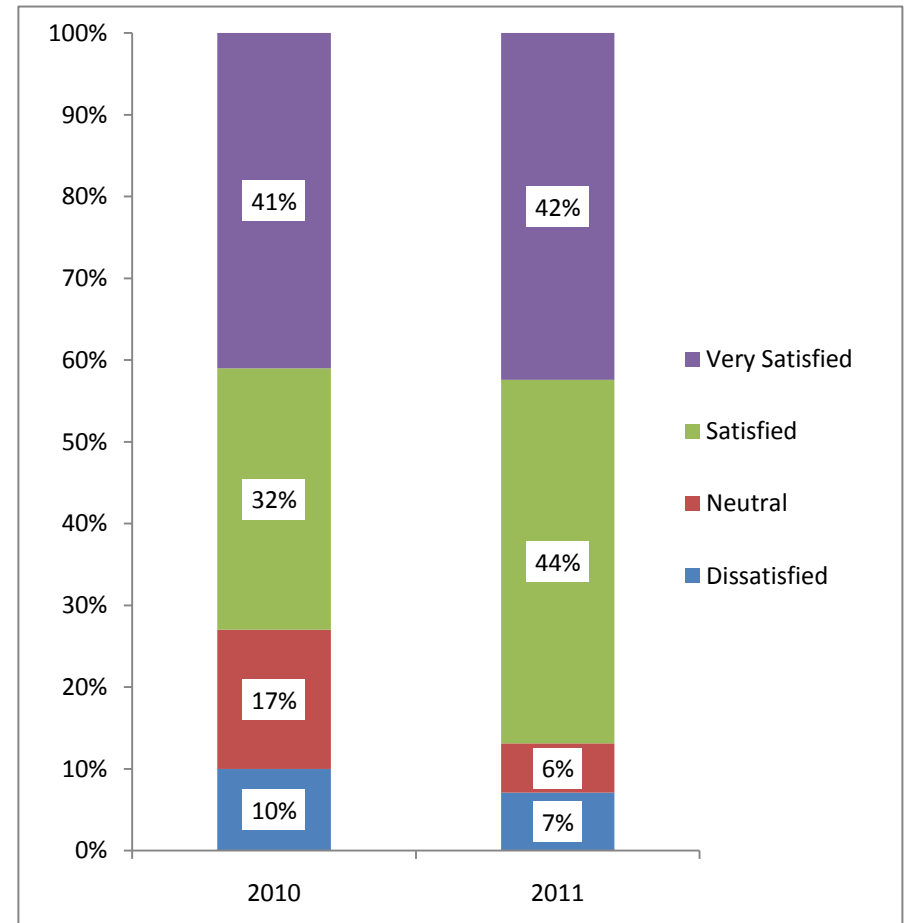
While there has been no change in the percent of Bellevue residents who are very satisfied with street sweeping, there has been a significant increase in the percentage who are satisfied—from 32 percent in 2010 to 47 percent in 2011. This is due to a significant decrease in the percentage giving a neutral response.

Ratings are highest in Wilburton. They are below the overall average (mean of 4.19) in these four areas: Factoria, Somerset, and Eastgate / Cougar Mountain, and Newport. They are also below the average in Northeast Bellevue.

**Table 36: Satisfaction with Neighborhood Street Sweeping by Neighborhood**

	Mean Rating (based on 5-point scale)
Wilburton	4.70
Crossroads	4.49
Northwest Bellevue	4.38
Woodridge	4.33
Bridle Trails	4.32
West Bellevue	4.22
Sammamish / East Lake Hills	4.20
West Lake Hills	4.19
Northeast Bellevue	4.11
Newport	3.92
Eastgate / Cougar Mountain	3.88
Somerset	3.87
Factoria	3.82

**Figure 41: Satisfaction with Neighborhood Street Sweeping**



Q31 – How satisfied are you with street sweeping in your neighborhood, specifically the frequency, quality, and availability?

Base: All respondents 2010 (n=646); 2011 (n = 515)

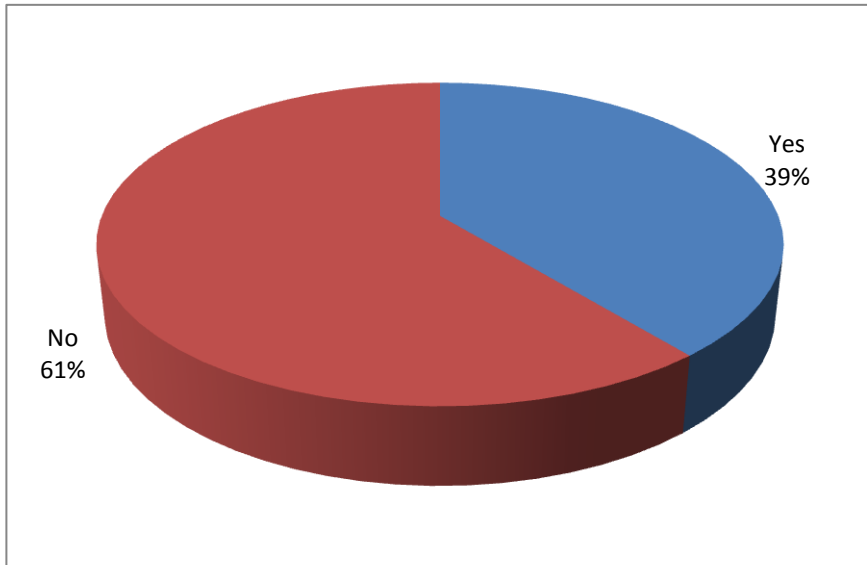
## City Employees

### Contact

Nearly two out of five (39%) Bellevue residents have had a recent (in the past 12 months) contact with a City of Bellevue employee.

Of those who responded they had contact with employees, mode of interaction was almost equally divided by e-mail (20%), phone (22%), and in-person (22%). Note that respondents could indicate multiple types of contacts. Most (63%) reported using a single type of contact.

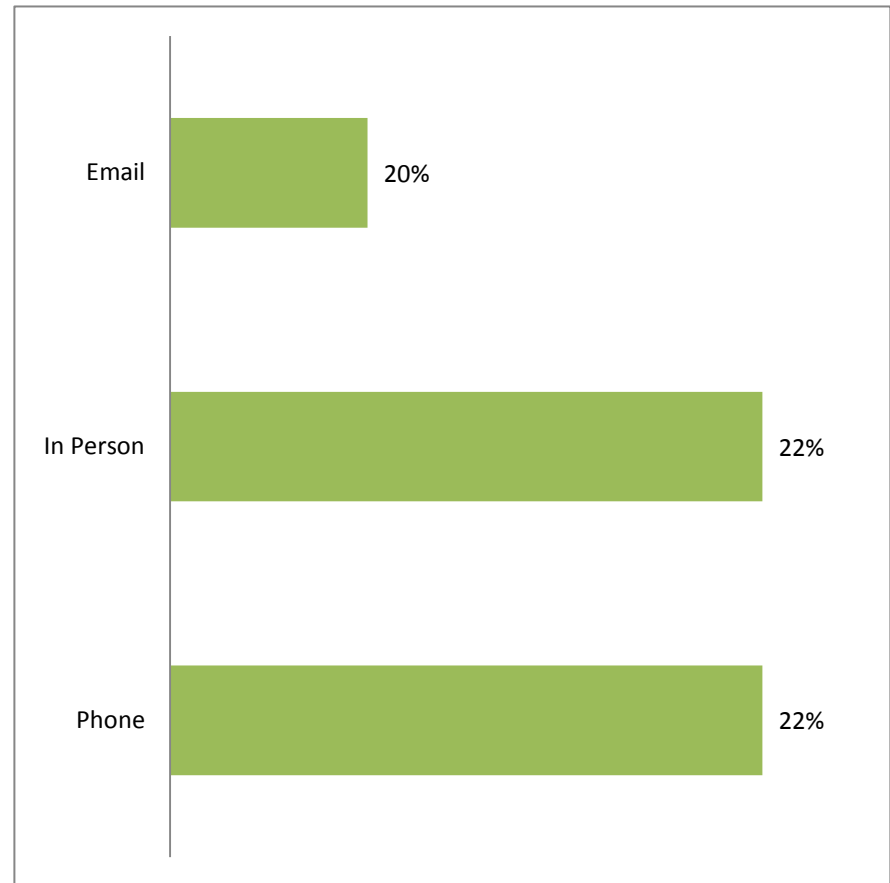
**Figure 42: Contact with City Employee**



QINTERACT1 -- Have you had any interactions with City of Bellevue employees in the past 12 months (via email, in person, phone)?

Base: All respondents (n = 515)

**Figure 43: Mode of Interaction with City Employees**



QINTERACT1 -- Have you had any interactions with City of Bellevue employees in the past 12 months (via email, in person, phone)?

Base: Respondents answering "yes" for having interactions with City of Bellevue employees in the past 12 months (via email, in person, phone). (n = 194)

## Satisfaction with City Employees

### Overall Quality of Service

Overall satisfaction with the quality of service received during a contact with a Bellevue city employee is high—94 percent satisfied. While there is no significant change in the percentage very or somewhat satisfied since 2010, the combined satisfaction total increased significantly—from 83 percent in 2010 to 94 percent in 2011, a 13 percent increase in total satisfaction.

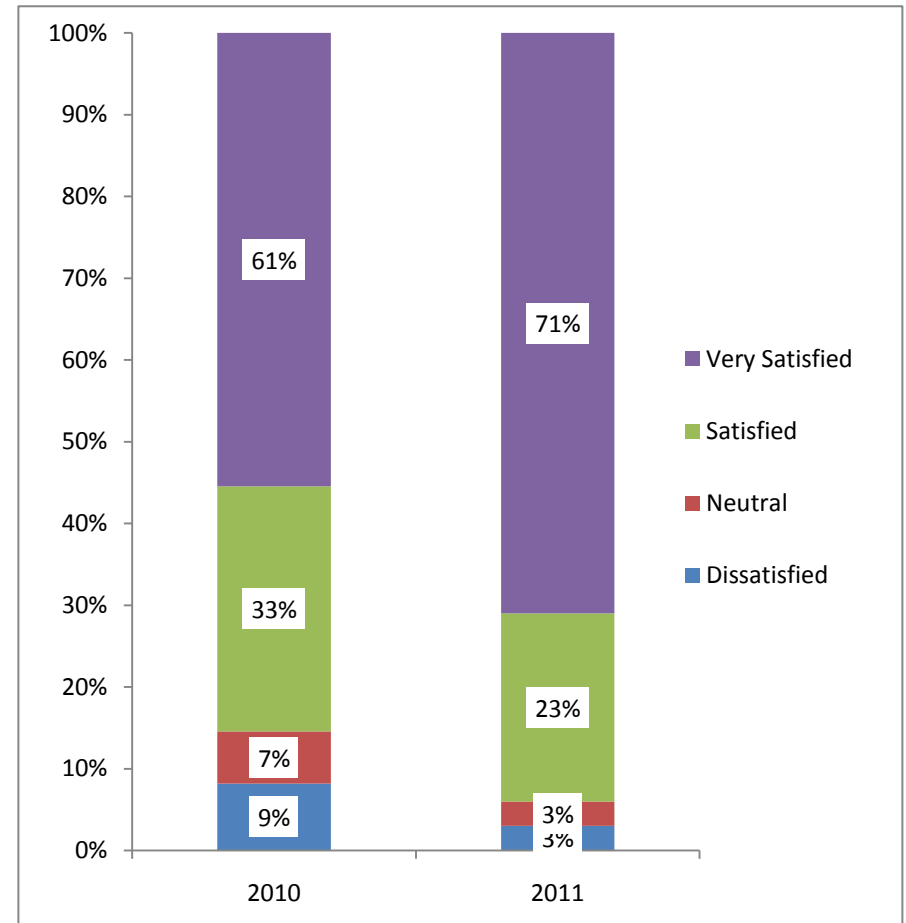
Overall satisfaction is highest for in-person contacts with Bellevue city employees—74 percent very satisfied.

While still high, overall satisfaction is somewhat lower for phone contacts—67 percent very satisfied.

**Table 37: Overall Satisfaction with Bellevue City Employees by Mode of Contact**

	E-Mail	Phone	In-Person
Very Satisfied	70%	67%	74%
Satisfied	22%	26%	18%
Neutral	4%	4%	4%
Dissatisfied	4%	4%	4%

**Figure 44: Overall Satisfaction with Contact with Bellevue City Employees**



Q16 – How satisfied are you with the following aspect of your contact with City of Bellevue employees – Overall satisfaction?

Base: All respondents 2010 (n=646); 2011 (n = 515)

**Ratings of Specific Aspects of Service**

As in 2010, residents who have had contact with Bellevue city employees are most satisfied with their courtesy.

Consistent with the increase in overall satisfaction, there has been an increase in satisfaction with all aspects of service. The increase is greatest for the accuracy of information provided and responsiveness.

Key Drivers Analysis (explained in more detail on page42) clearly shows that responsiveness and, to a lesser extent, the accuracy of the information provided are the most important drivers of residents' overall satisfaction with their contacts with Bellevue city employees. These are also the two lowest rated attributes. Therefore while satisfaction with these attributes increased, continued attention should be paid to these areas.

**Table 38: Key Drivers of Overall Satisfaction with Bellevue City Employees**

	<b>Impact on Overall Satisfaction</b>
Responsiveness	54.8
Accuracy of information provided	26.9
Knowledge	11.5
Courtesy	6.8

**Table 39: Satisfaction with City Employees**

		<b>2010</b>	<b>2011</b>
Courtesy	% Very Satisfied	73%	77%
	% Satisfied	17%	18%
	% Dissatisfied	6%	3%
	Mean	4.52	4.66
Knowledge	% Very Satisfied	63%	67%
	% Satisfied	23%	28%
	% Dissatisfied	9%	3%
	Mean	4.34	4.56
Accuracy of Information Provided	% Very Satisfied	61%	71%
	% Satisfied	24%	25%
	% Dissatisfied	8%	3%
	Mean	4.32	4.61
Responsiveness	% Very Satisfied	60%	70%
	% Satisfied	23%	21%
	% Dissatisfied	10%	7%
	Mean	4.27	4.51

## City Website

### Use of City Website

More than three out of four (77%) Bellevue residents are aware of the city's website—the same as in 2010. Awareness of Bellevue's website is lower among

- New residents (those living in Bellevue three or fewer years)—66 percent aware
- Renters—67 percent aware
- Older residents (those 65 and older)—60 percent aware

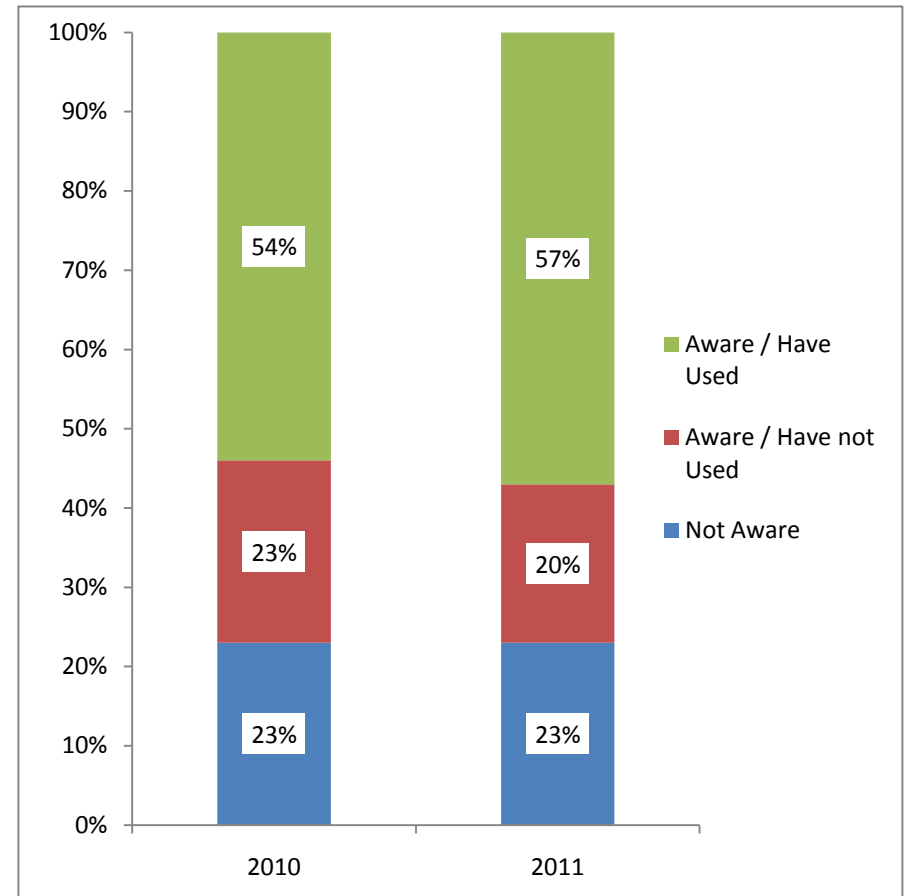
There has been a slight increase in the use of the city's website—from 54 percent in 2010 to 57 percent in 2011.

- The most frequent use of the website is to obtain information on parks and recreation programs. Use of the website for this purpose increased from 2010 to 2011.

**Table 40: Use of City's Website**

	2010	2011
Information on parks and recreation programs	55%	60%
Information on how to contact city hall	35%	37%
Information on permits	32%	30%
Visitor information or calendar of events	29%	22%
Information on police department	24%	19%
Information on garbage or recycling services	22%	24%
Information on political initiatives, proposals, elections, city council meetings	22%	16%
Information on schools	20%	23%
Information on construction and other projects	19%	18%
Property valuation or property tax information	14%	15%
Bill payment	12%	16%
Check sex offender list	12%	8%
Employment	12%	13%
Nothing specific, just browsing	11%	14%

**Figure 45: Awareness and Use of City's Website**



Q37 – Are you aware of the City of Bellevue's web site ([www.bellevuewa.gov](http://www.bellevuewa.gov) or [www.cityofbellevue.org](http://www.cityofbellevue.org))?

Q38 - Have you used it (City of Bellevue's web site)?

Base: All respondents 2010 (n=646); 2011 (n = 515)

## Satisfaction With Website

Overall satisfaction with the city’s website is high—93 percent satisfied. However, more users are just satisfied (52%) than very satisfied (41%) suggesting some opportunities for improvement.

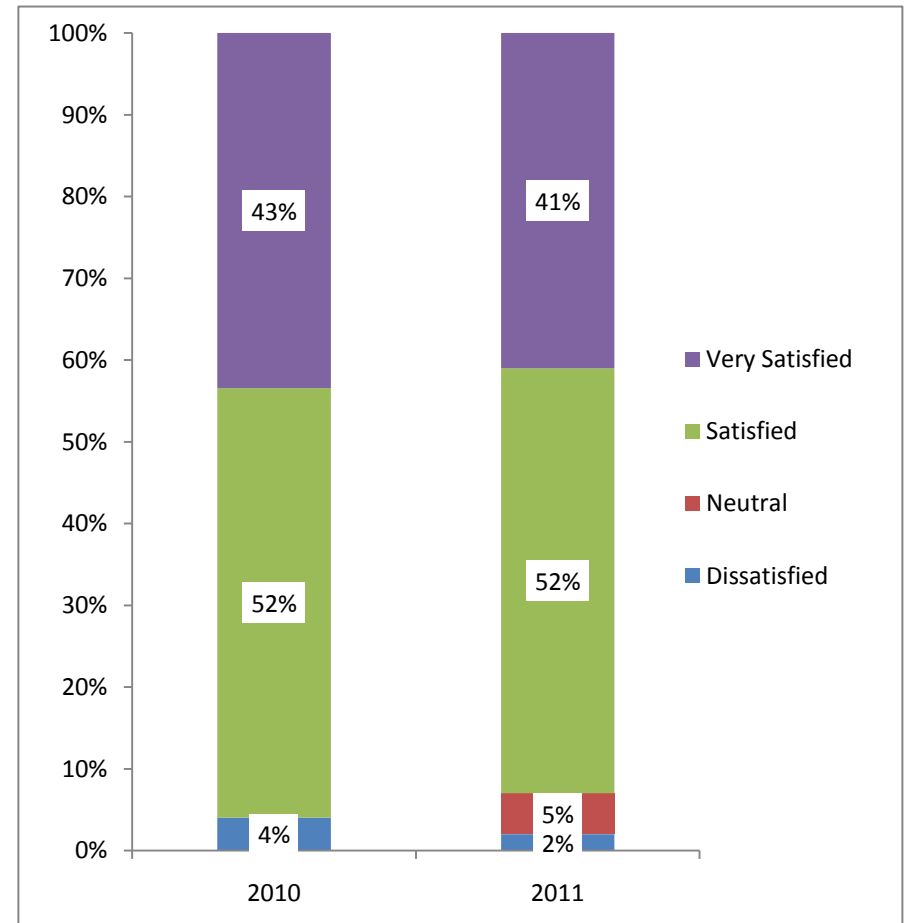
Those with the highest levels of satisfaction report visiting the website for:

- Information on garbage and recycling services—52 percent very satisfied
- Employment—53 percent very satisfied
- Bill payment—48 percent very satisfied
- Information on police department—47 percent very satisfied

Those with the somewhat lower levels of satisfaction report visiting the website for:

- Information on permits—30 percent very satisfied and 14 percent neutral or dissatisfied
- Property valuation or property tax information—35 percent very satisfied and 12 percent neutral or dissatisfied
- Information on political initiatives, proposals, elections, city council meetings—36 percent very satisfied and 6 percent neutral or dissatisfied
- Information on construction and construction projects—38 percent very satisfied and 11 percent neutral or dissatisfied.

**Figure 46: Overall Satisfaction with City’s Website**



Q48 – How satisfied are you with it (City of Bellevue’s web site)?

Base: All respondents 2010 (n=646); 2011 (n = 515)



# Appendix

## Questionnaire

**2011 Performance Measure Survey**  
**Final Questionnaire**

### LEGEND OF SYMBOLS

New or changed from 2010 =



*Budget* Performance Measure in Annual Scorecard =



*Budget* Performance Measure in Annual Scorecard & ORC 5-Star Rating



Key Community Indicator New In 2011



### INTRODUCTION

**INTROTEL** Hello. This is \_\_\_\_\_ with ORC International, calling on behalf of the City of Bellevue. Recently you received a letter notifying you that your household has been randomly selected from among all households in Bellevue to participate in a brief, but very important study for the City. We are contacting you today to complete this survey. Your input will be used to better understand ways in which Bellevue improve City services for the community. I do have to notify you that for quality purposes, this call may be monitored and/or recorded.

To ensure equal representation of all residents in the City our system is designed to first ask for either the male or female head of household, for this particular call, I need to ask to speak with the youngest [RANDOM SELECTION OF MALE / FEMALE] **head of household** who is age 18 or older?

[IF NECESSARY: Your phone number has been randomly chosen for this study.]

[ONCE CORRECT PERSON IS ON THE LINE, REINTRODUCE AND CONTINUE]

**INTROWEB** Thank you for agreeing to complete this important survey for the City of Bellevue. Your input will be used to improve City services to the community.

**SCREENING**

SCR1 To confirm are you an adult head of the household and 18 years of age or older?

- 1 YES
- 2 NO ONE IN HOUSEHOLD IS 18 OR OLDER [SKIP TO THANK2]
- 3 NO [ASK TO SPEAK TO AN ADULT 18 OR OLDER.]
- 9 DON'T KNOW/REFUSED [SKIP TO THANK8, DISPOS=8]

PRESCR [IF SCREENERFLAG=1] Do you live within Bellevue city limits?

- 1 YES
- 2 NO [SKIP TO THANK4]
- 8 DON'T KNOW [SKIP TO THANK8]
- 9 REFUSED [SKIP TO THANK8]

PRESCR1 Have you participated in a survey for the City of Bellevue within the past 6 months?

- 1 YES [SKIP TO THANK29]
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED [SKIP TO THANK8]

SCR2 How many years have you lived in Bellevue?

[IF LESS THAN 6 MONTHS, ENTER "0"]

[IF 6 MONTHS TO 1 YEAR, ENTER "1"]

\_\_\_ ENTER NUMBER OF YEARS LIVED IN BELLEVUE

- 998 DON'T KNOW
- 999 REFUSED

SCR3A Do you own or rent your residence?

- 1 OWN
- 2 RENT
- 3 OTHER (SPECIFY)
- 8 DON'T KNOW
- 9 REFUSED

SCR3B Do you live in an . . . [READ LIST AND SELECT ONE]

- 1 Apartment, [**MULTI-FAMILY**]
- 2 A one family house detached from any other house, [**SINGLE-FAMILY**]
- 3 Trailer or mobile home, [**SINGLE-FAMILY SEPARATE**]
- 4 Townhouse, or [**MULTI-FAMILY SEPARATE**]
- 5 Condominium? [**MULTI-FAMILY**]
- 6 OTHER [SPECIFY & CODE AS APPROPRIATE] [**SINGLE-FAMILY SEPARATE**]
- 8 DON'T KNOW [PROBE: Which of these best describes the home in which you live?] [SKIP TO THANK8]
- 9 REFUSED [SKIP TO THANK8]

Q76 Just to make sure that our study is representative of the City of Bellevue, may I please have your age?

- \_\_\_ ENTER AGE
- 998 DON'T KNOW
- 999 REFUSED

Q76A [ASK IF Q76 = 998 OR 999] Which of the following categories does your age fall into? [READ OPTIONS]

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65 or over
- 98 DON'T KNOW
- 99 REFUSED

GENDERTEL [PHONE:] [ENTER RESPONDENT'S GENDER; IF UNCERTAIN ASK]

- 1 MALE
- 2 FEMALE

GENDERWEB [WEB:] Are you . . .

- 1 Male or
- 2 Female

**KEY RATING AND NEW KEY PERFORMANCE RATING QUESTIONS**

**FOR 2011 ALL SCALES WILL USE AN 11-POINT SCALE. THIS WILL MINIMIZE THE EFFECT ON RESPONSES RESULTING FROM THE DIFFERENT MODES. FOR ANALYTICAL PURPOSES SCALES WILL THEN BE CONVERTED TO A FIVE-POINT SCALE ALLOWING FOR COMPARISONS TO PREVIOUS YEARS.**

Q1 Overall, how would you describe the City of Bellevue as a place to live? Use a scale from 0 to 10 where “0” means “very poor” and “10” means “excellent.”.

Very Poor										Excellent
0	1	2	3	4	5	6	7	8	9	10

98 DON'T KNOW

99 PREFER NOT TO ANSWER

A1H What makes [INSERT CITY] a good place to live?

[OPEN ENDED RESPONSE - TAKE ONLY THE FIRST RESPONSE]

1	<i>Overall Good Services / Resources</i>
2	<i>Good Quality Of Life / High Standard of Living</i>
3	<i>Good Schools, Education</i>
4	<i>Good Community Programs</i>
5	<i>Numerous Or Convenient Amenities (Shopping, Retail, Mall, Restaurants)</i>
6	<i>Good Parks / Trails / Sports Facilities / Ball Fields / Park System – Well Maintained</i>
7	<i>Good Police Service / Police Presence</i>
8	<i>Low Crime / Safe</i>
9	<i>Good Fire Dept. Service</i>
10	<i>Good Medics / Medic One Service</i>
11	<i>Good Hospitals</i>
12	<i>Good Transportation Options / Bus Service</i>
13	<i>Good Roads / Streets (Laid Out Nicely) / Traffic Planning</i>
14	<i>Easy Access To Freeways</i>
15	<i>Convenient To Everything/ “Location” Or “Convenience”</i>
16	<i>Clean City</i>
17	<i>Everything Is Well Maintained</i>
18	<i>Good Planning / Long Range Planning</i>

19	<i>City Is Responsive To People / "Addresses Public's Needs"/ Good City Gov't, Officials</i>
20	<i>Good For Families</i>
21	<i>Diverse City / Multiracial</i>
22	<i>Quiet Area / Peaceful Neighborhoods</i>
23	<i>Taxes Haven't Gone Up / Taxes Lower Than Other Communities</i>
24	<i>Money Is Wisely Spent / Get What I Pay For</i>
25	<i>No Real Complaints / We Like Where We Live</i>
26	<i>Other – Positive</i>
27	<i>Fine Arts / Arts Fair / The Museum</i>
28	<i>The Library</i>
29	<i>Good Churches</i>
30	<i>Nice People / Friendly Community</i>
31	<i>Maintaining Green Areas / Less "Sprawl" / Greenery Interspersed Through Business Areas / Care For Environment / Development Not Out Of Control</i>
32	<i>Effort Made To Improve Traffic</i>
33	<i>Nice Houses / Homes Well Kept</i>
34	<i>Good Utilities / Public Works</i>
35	<i>Bellevue Is Attractive / Nice Looking</i>
36	<i>City gives to poor / low income families</i>
37	<i>Everything is Good / Nice (General comment without supporting information)</i>
38	<i>Downtown Core / Technology Corridor / Wired DT</i>
50	<i>Nothing Is High Quality</i>
66	<i>Negative Comments (High Taxes, Traffic Etc.)</i>
77	<i>Other</i>
88	<i>Don't Know</i>
99	<i>Refused</i>

A11 What would you like the City to do better?

[OPEN ENDED RESPONSE - TAKE ONLY THE FIRST RESPONSE]

1	<i>Pay Too Much In Taxes / Wish Taxes Were Lower</i>
2	<i>Costs More Than Other Cities</i>
3	<i>Don't Know Where My Money Goes</i>
4	<i>Money Is Wasted / Not Spent Wisely / Poor Planning</i>
5	<i>High Cost Of Living / Bills / Taxes / Drainage / Sewer</i>
6	<i>Too Much Traffic</i>
7	<i>Need More Roads</i>
8	<i>Bad Road Conditions / Streets Need Help/ Too Many Pot Holes</i>
9	<i>Unclean Streets (Don't Clean Enough)</i>
10	<i>No Sidewalks / Not Enough Sidewalks / Not Pedestrian Friendly</i>
12	<i>Parks Are Inconvenient</i>
13	<i>Need More Kid Facilities (Includes Boys &amp; Girls Club, YMCA Type Facilities)</i>
14	<i>Not Enough Money / Consideration Given To Schools/Education</i>
15	<i>Not Enough Police / Enforcement of Laws</i>
17	<i>Not Enough Activities (Includes Entertainment, Night Life)</i>
18	<i>General Dissatisfaction</i>
19	<i>New To City</i>
20	<i>Other – Negative</i>
21	<i>Not Enough Cultural Diversity</i>
22	<i>Road Design Impedes Traffic Flow</i>
23	<i>Housing / Real Estate Is Too Expensive</i>
24	<i>Spread Of Development / Too Dense / Keep Developments Out Of Single Family Areas</i>
25	<i>Too Much Construction / Construction Takes Too Long To Complete</i>
26	<i>Gov't Doesn't Listen / Doesn't Represent Community / Has Own Agenda / Poor Planning</i>
27	<i>Too Much Crime (Includes Car Break-In's And Vandalism)</i>
28	<i>Not Enough Bike Lanes</i>
29	<i>Not Enough Street Lights</i>
30	<i>Traffic Signals Impede Car and Pedestrian Traffic / Not coordinated</i>
31	<i>Complaints About Transportation System (Not Enough Stops, Limited Bus Routes, Not Enough Bus Shelters)</i>
32	<i>Building Are Old / Need Restoring</i>
33	<i>Ill-Kept Homes (Includes Unmowed Lawns, Junk Cars In Yards)</i>
34	<i>People On Street Corners Begging For Money</i>
35	<i>Not Enough Sports Fields</i>
36	<i>Parks are Not Kept Clean</i>

38	<i>Sections of Low Quality Housing / 'Bad' Neighborhoods</i>
39	<i>No one Speaks English / Too Much Immigration</i>
40	<i>City doesn't support Business Owners / Anti-business climate</i>
41	<i>The People / Lack of Friendliness / Involvement</i>
42	<i>Parking / Not Enough / Costs Too Much</i>
43	<i>Feel Intimidated By Police (i.e. What have I done wrong? Am I going to get pulled over?)</i>
44	<i>Complaints About Utilities</i>
45	<i>Bureaucratic (Permits, Codes, Zoning)</i>
46	<i>Nothing</i>
77	<i>Other</i>
88	<i>Don't Know</i>
99	<i>Refused</i>

**ORC1** How would you rate the overall quality of life in the City of Bellevue? Please use scale where “0” means the quality of life in Bellevue “does not meet your expectations at all” and “10” means the quality of life “greatly exceeds your expectations.”

Does Not Meet Expectations at All											Greatly Exceeds Expectations
0	1	2	3	4	5	6	7	8	9	10	

**ORC2** How would you rate the **overall quality of services** provided by the City of **Bellevue**, where “0” means “does not meet your expectations at all” and “10” means the quality of services “greatly exceeds your expectations”?

Does Not Meet Expectations at All											Greatly Exceeds Expectations
0	1	2	3	4	5	6	7	8	9	10	

**ORC3** Still thinking about the overall quality of life, how closely does **Bellevue** match your view of an 'ideal' city to live in, where “0” means the quality of life is “Not at all close to ideal” and “10” means the quality of life is “Extremely close to ideal”?

Not at All Close to Ideal										Extremely Close to Ideal
0	1	2	3	4	5	6	7	8	9	10

**ORC3A** [ASKIF ORC2 LT 9] You indicated that the quality of life in Bellevue is less than completely ideal. What would Bellevue need to do to match what you feel is an ideal city?

[OPEN-ENDED RESPONSE]

1	<i>(-) Improve Traffic / Fix Traffic Problems / Less Cars / Congestion</i>
2	<i>(-) Roads Need Improvements</i>
3	<i>(-) Improve Public Transportation / Limited Transportation Options</i>
4	<i>(-) Complaints About Traffic Lights (e.g. Not Synchronized)</i>
5	<i>(-) Parking Problems/Costs</i>
6	<i>(-) Too Much Growth And Development / Crowded (Buildings) / High-Rises</i>
7	<i>(-) Overpopulated / Overcrowded (People)</i>
8	<i>(-) Job Market / Economy Not Flourishing / Create More Jobs</i>
9	<i>(-) Cost Of Living Is Too High / City Is Too Expensive / More Expensive Than Other Cities Around</i>
10	<i>(-) Lower Taxes / Decrease Property Taxes</i>
11	<i>(-) Improve Schools</i>
12	<i>(-) Not Enough Police Presence / Get A Better Handle On Crime</i>
13	<i>(-) Attract More Businesses / Support Small Businesses</i>
14	<i>(-) Provide More Community Services For All Community Members / Seniors / Low-Income</i>
15	<i>(-) Have More Community Activities / Events (Cultural, Music, Family-Friendly, etc).</i>
16	<i>(-) Need More Affordable Housing / Rents Too Expensive</i>
17	<i>(-) More Parks / Greenspace / Parks Need Updating / Maintaining</i>
18	<i>(-) More Pedestrian / Bike Friendly (More Walking Or Bike Paths) / Bellevue Is Not Walkable Enough</i>
19	<i>(-) Negative Comments About Utilities</i>
20	<i>(-) Need To Get More Input From Residents / More Communication</i>
21	<i>(-) Other – Negative</i>
22	<i>(+) Doing Okay / City Is Doing Fine</i>



23	(+) Other – Positive
77	Other (e.g. Weather-Related Comments)
88	Don't Know
99	Refused

**ORC4**

Using a scale from “0” to “10” where “0” means “Strongly headed in the wrong direction” and 10 means “Strongly headed in the right direction”, overall, would you say that **Bellevue** is headed in the right or wrong direction?

Strongly Headed in Wrong Direction											Strongly Headed in Right Direction
0	1	2	3	4	5	6	7	8	9	10	

**ORC4A**

[ASKIF ORC4 LT 9] You indicated that you do not feel that Bellevue is strongly headed in the right direction. What are the reasons you do not feel this way?

[OPEN-ENDED RESPONSE]

1	(+) Working On Traffic Problems
2	(+) City is Well- Maintained
3	(+) Good Schools
4	(+) New Development / Buildings
5	(+) Controlling Apartments And Other Growth
6	(+) Improving Roads
7	(+) Nice Parks / Greenbelts / Open Space
8	(+) Good Police Protection
9	(+) Good Fire Protection
10	(+) Good Medics / Medic One Service
11	(+) Good Access To Amenities (Shopping, Arts, Entertainment)
12	(+) Good Medical Care / Hospitals
13	(+) Preserving Open Space And Parks
14	(+) Trying To Vitalize Downtown
15	(+) Good Government Services / Gov't Serves Community
16	(+) Good Communication From City (Gov't)
17	(+) Community Events

18	(+) <i>Community Meetings</i>
19	(+) <i>Progressive / Modern</i>
20	(+) <i>Overall Well Planned / Organized / Good Planning</i>
21	(+) <i>City Is Doing Everything They Need To Do</i>
22	(+) <i>Things Are Good / Don't See Anything Negative</i>
23	(+) <i>Other - Positive</i>
24	(+) <i>Because of the People</i>
26	(+) <i>Like It Here / Nice Place To Live</i>
27	(+) <i>Housing is Good</i>
28	(+) <i>City has Diversity</i>
29	(+) <i>Public Transportation Headed In Right Direction</i>
31	(-) <i>Traffic / Congestion</i>
32	(-) <i>Transportation Problems</i>
33	(-) <i>Too Much Growth / Development / High Rises</i>
34	(-) <i>Too Many People / Congestion / Overcrowded / Housing Density / Growing Too Fast</i>
35	(-) <i>Too Many Businesses</i>
36	(-) <i>Too Many Apartment And Condominium Complexes Downtown And Other Areas</i>
37	(-) <i>Too Much Construction</i>
38	(-) <i>High Prices / High Taxes / High Cost Of Land</i>
39	(-) <i>Downtown Is Congested / Downtown Density</i>
40	(-) <i>Downtown Is Not Affordable</i>
41	(-) <i>Poor Planning</i>
42	(-) <i>Increasing Crime in Bellevue</i>
43	(-) <i>Other - Negative</i>
44	(-) <i>Budget / Spending Issues / Don't Have the Money To Get Things Done / Wasting Money</i>
45	(-) <i>Schools Not Of Best Quality</i>
46	(-) <i>City Not Kept Clean</i>
47	(-) <i>Parks Not Clean / Maintained</i>
48	(-) <i>Caters To The Rich, Not The Entire Community Or To Low-Income</i>
49	(+) <i>City is Clean</i>
50	(+) <i>Bellevue is Safe / Low Crime</i>
51	(+) <i>Improving the City / Improvement Projects</i>
52	(+) <i>Taxes are Okay</i>
77	<i>Other</i>
88	<i>Don't Know</i>
99	<i>Refused</i>

**ORC5** Thinking about services and facilities in **Bellevue**, do you feel you are getting your money’s worth for your city tax dollar or not? Please use a scale from 0 to 10 where “0” means “definitely not getting your money’s worth and “10” means “Definitely getting your money’s worth. **[INTERNAL NOTE: This meets KCI17]**

Definitely Not Getting Money’s Worth										Definitely Getting Money’s Worth
0	1	2	3	4	5	6	7	8	9	10

**KCI** Please tell me the extent you agree or disagree with each of the following statements about your neighborhood. Use a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree.”

**[RANDOMIZE]**

- KCI1** Bellevue is doing a good job in planning for growth in ways that will add value to your quality of life.
- KCI2** Bellevue is doing a good job helping create a business environment that is competitive, supports entrepreneurs, creates jobs, and supports the economic environment of the community.
- KCI9** Bellevue fosters and supports a diverse community in which all generations have good opportunities to live well, work and play.
- KCI10** Bellevue as a visionary community in which creativity is fostered.
- KCI18** Bellevue is doing a good job of looking ahead and seeking innovative solutions to regional and local challenges.
- KCI21** Bellevue is a good place to raise children

Strongly Disagree										Strongly Agree
0	1	2	3	4	5	6	7	8	9	10

- 98 DON’T KNOW
- 99 PREFER NOT TO ANSWER

**NEIGHBORHOODS**

The next questions are about your neighborhood.

**Q5A** How would you describe your neighborhood as a place to live? Answering using a scale from 0 to 10 where “0” means “very poor” and “10” means excellent”

Very Poor										Excellent
0	1	2	3	4	5	6	7	8	9	10

98 DON'T KNOW

99 PREFER NOT TO ANSWER

**Q5B** Some neighborhoods have what is called a “sense of community.” People know their neighbors, may form Block Watches or have block parties, and truly think of the others in the same area as “neighbors.” Using a scale from 0 to 10 where “0” means “no sense of community at all” and “10” means “strong sense of community” how would you rate your neighborhood?

No Sense of Community at All										Strong Sense of Community
0	1	2	3	4	5	6	7	8	9	10

98 DON'T KNOW

99 PREFER NOT TO ANSWER

**KCI** Please tell me the extent you agree or disagree with each of the following statements about your neighborhood. Use a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree.”

**KCI13A** Bellevue has attractive neighborhoods that are well-maintained.

**KCI13B** Bellevue has attractive neighborhoods that are safe.

**KCI14** I live in a neighborhood that supports families, particularly those with children.

**KCI15** I live in a neighborhood that provides convenient access to my day-to-day activities

Strongly Disagree										Strongly Agree
0	1	2	3	4	5	6	7	8	9	10

98 DON'T KNOW

99 PREFER NOT TO ANSWER

## PARKS

Now I'd like to ask you some questions about Parks and Recreation programs and facilities operated by the City of Bellevue.

**Q6A** Have you, yourself, or anyone in your household visited a Bellevue park or park facility in the past 12 months?

[PHONE:] IF NECESSARY: These includes trails, nature parks, beach parks, neighborhood parks, golf courses, playgrounds and sports fields.

[WEB:] These includes trails, nature parks, beach parks, neighborhood parks, golf courses, playgrounds and sports fields.

[PROBE FOR WHETHER INDIVIDUAL OR FAMILY MEMBER. CHECK ALL THAT APPLY]

- 1 YES – RESPONDENT PERSONALLY HAS VISITED
- 2 YES – FAMILY MEMBER HAS VISITED
- 3 NO – NO ONE IN HOUSEHOLD HAS VISITED
- 8 DON'T KNOW
- 9 REFUSED

**Q6B** Have you, yourself, or anyone in your household participated in a Bellevue recreation program in the past 12 months?

[PHONE:] IF NECESSARY: This includes recreation activities such as senior and teen activities, day camps, swimming and tennis.

[WEB:] This includes recreation activities such as senior and teen activities, day camps, swimming and tennis.

[PROBE FOR WHETHER INDIVIDUAL OR FAMILY MEMBER. CHECK ALL THAT APPLY]

- 1 YES – RESPONDENT PERSONALLY HAS VISITED
- 2 YES – FAMILY MEMBER HAS VISITED
- 3 NO – NO ONE IN HOUSEHOLD HAS VISITED
- 8 DON'T KNOW
- 9 REFUSED

Q8 How do you rate Bellevue’s parks and recreation activities on each of the following items. Use a scale from 0 to 10 where “0” means “very poor” and “10” means “excellent.”

Q8A Number of parks

Q8B Range and variety of recreation activities

Q8C Appearance

Q8D Safety

Very Poor										Excellent
0	1	2	3	4	5	6	7	8	9	10

98 DON’T KNOW

99 PREFER NOT TO ANSWER

KCI Please tell me the extent you agree or disagree with each of the following statements about Bellevue. Use a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree.”

**KCI12** Bellevue can rightly be called a "City in a park."

**KCI3** Bellevue offers me and my family opportunities to experience nature where we live, work, and play.

**KCI4** Bellevue is doing a good job of creating a healthy natural environment that supports healthy living for current and future generations.

**KCI5** Bellevue’s environment supports my personal health and well-being.

Strongly Disagree										Strongly Agree
0	1	2	3	4	5	6	7	8	9	10

98 DON’T KNOW

99 PREFER NOT TO ANSWER

Q9E Overall, how satisfied are you with parks and recreation in Bellevue? Use a scale from 0 to 10 where “0” means “very dissatisfied” and “10” means “very satisfied.”

Very Dissatisfied										Very Satisfied
0	1	2	3	4	5	6	7	8	9	10

98 DON'T KNOW

99 PREFER NOT TO ANSWER

### UTILITIES

INT3 The next series of questions deals with the City’s Utilities Department which provides water, sewer and drainage services for most City locations. The City also contracts with Allied Waste to provide garbage collection for City residences and businesses. Utilities handled by the City do not include such things as gas, electricity, internet service and telephone service, which are provided by private companies.

I am going to read a list of services that Bellevue’s Utility Department provides. Using a scale from 0 to 10 where “0” means “very poor” and “10” means “excellent,” please tell me how good a job Bellevue is doing on each of these items.

**[ROTATE Q10 – Q15]**

Q11 Maintaining an adequate and uninterrupted supply of water.

Q10 Providing water that is safe and healthy to drink.

Q12 Providing reliable, uninterrupted sewer service.

Q13 Providing effective drainage programs, including flood control.

Q14 Protecting and restoring Bellevue’s streams, lakes and wetlands.

Q15 Providing reliable recycling, yardwaste and garbage collection services.

Very Poor										Excellent
0	1	2	3	4	5	6	7	8	9	10

98 DON'T KNOW

99 PREFER NOT TO ANSWER

Q16 Overall, how satisfied are you as a customer of the Bellevue Utilities Department? Use a scale from 0 to 10 where “0” means “very dissatisfied” and “10” means “very satisfied.

Very Dissatisfied										Very Satisfied
0	1	2	3	4	5	6	7	8	9	10

98 DON'T KNOW

99 PREFER NOT TO ANSWER

Q18 Taking Bellevue utility services as a whole, do you feel you receive good value for your money or poor value for your money? Use a scale from 0 to 10 where “0” means “a very poor value” and “10” means “an excellent value.”

Very Poor Value										Excellent Value
0	1	2	3	4	5	6	7	8	9	10

98 DON'T KNOW

99 PREFER NOT TO ANSWER

**PCD—CODE ENFORCEMENT**

Q26 The next question is about planning and code enforcement. To what extent are weed lots, junk lots, graffiti, abandoned automobiles and shopping carts, and dilapidated houses or buildings currently a problem in your neighborhood? Would you say...

- 1 Not a problem at all,
- 2 Only a small problem,
- 3 Somewhat of a problem, or
- 4 A big problem?
- 8 DON'T KNOW
- 9 REFUSED



Q26A [ASKIF Q26=2, 3 or 4] Which of the following items are specific problem in your neighborhood? [READ LIST AND CHECK ALL THAT APPLY]

- 1 Weed lots
- 2 Junk lots
- 3 Grafitti
- 4 Abandoned automobiltes
- 5 Abandoned shopping carts
- 6 Dilapidated houses or buildings
- 7 Something else [PLEASE DESCRIBE]
- 8 DON'T KNOW
- 9 REFUSED

**TRANSPORTATION**

Q29INT The next series of questions relate to the maintenance of Bellevue's sidewalks and roads.

Q29 How satisfied are you with the City's maintenance of its sidewalks and walkways? Use a scale from 0 to 10 where "0" means "very dissatisfied" and "10" means "very satisfied.

Very Dissatisfied										Very Satisfied
0	1	2	3	4	5	6	7	8	9	10

- 98 DON'T KNOW
- 99 PREFER NOT TO ANSWER

Q30 How would you rate the condition of streets and roads in your neighborhood? Would you say they are in ...?

- 1 Good Condition All Over,
- 2 Mostly Good, but a few bad spots here and there, or
- 3 Many Bad Spots?
- 8 DON'T KNOW
- 9 REFUSED

Q31 How satisfied are you with street sweeping in your neighborhood [**SHOW ONLINE:** specifically the frequency, quality, and availability]? Use a scale from 0 to 10 where “0” means “very dissatisfied” and “10” means “very satisfied.”

[INTERVIEWER NOTE: if respondent asks this means: FREQUENCY, QUALITY, AVAILABILITY]

Very Dissatisfied										Very Satisfied
0	1	2	3	4	5	6	7	8	9	10

- 98 DON'T KNOW
- 99 PREFER NOT TO ANSWER

KCI Please tell me the extent you agree or disagree with each of the following statements about Bellevue. Use a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree.”

- KCI6** Bellevue is providing a safe transportation system for all users .
- KCI7** I can travel within the City of Bellevue in a reasonable and predictable amount of time.
- KCI8** Bellevue is doing a good job of planning for and implementing a range of transportation options such as light rail, bus, bikeways, walkways and streets.

Strongly Disagree										Strongly Agree
0	1	2	3	4	5	6	7	8	9	10

- 98 DON'T KNOW
- 99 PREFER NOT TO ANSWER

**PCD – NEIGHBORHOOD AND COMMUNITY OUTREACH**

Q37 Are you aware of the Mini-City Hall at Crossroads?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED



Q38 [ASKIF Q37 EQ 1] Have you used it (Mini-City Hall at Crossroads)?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

Q39 [ASKIF Q38 EQ 1] How satisfied are you with it (Mini City Hall at Crossroads)? Use a scale from 0 to 10 where "0" means "very dissatisfied" and "10" means "very satisfied."

Very Dissatisfied											Very Satisfied
0	1	2	3	4	5	6	7	8	9	10	

- 98 DON'T KNOW
- 99 PREFER NOT TO ANSWER

**INFORMATION TECHNOLOGY – COMPUTER AND INTERNET**

Q46 Are you aware of the City of Bellevue's web site – (www.bellevuewa.gov or www.cityofbellevue.org?)

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

Q47 [ASKIF Q46 EQ 1] Have you used it? [web site]

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

Q48a [ASKIF Q47 EQ 1] During the past 12 months, what have you used the city website for?  
[READ LIST AND CHECK ALL THAT APPLY]

- 1 Information on parks and recreation programs, classes, etc.
- 2 Bill payment
- 3 Information on permits – [AS NEEDED: How to get one, rules, codes, zoning, licensing, etc.]
- 4 Information on garbage / recycling service
- 5 Information on the police department
- 6 Information on schools
- 7 Information on how to contact the city [AS NEEDED: Address, phone number, city department]
- 8 Visitor information and/or calendar of events
- 9 Property valuation / property tax information
- 10 Information on political initiatives, proposals, elections, city council meetings
- 11 Information on construction and other projects
- 12 Check sex offender list
- 13 Employment
- 14 Something Else [PLEASE DESCRIBE]
- 15 Nothing specific / just browsing
- 98 DON'T KNOW
- 99 REFUSED

Q48 [ASKIF Q47 EQ 1] How satisfied are you with the web site? Use a scale from 0 to 10 where “0” means “very dissatisfied” and “10” means “very satisfied.”

Very Dissatisfied											Very Satisfied
0	1	2	3	4	5	6	7	8	9	10	

- 98 DON'T KNOW
- 99 PREFER NOT TO ANSWER

**PUBLIC SAFETY**

INT4 The next series of questions relate to personal safety.

Q58A Have you ever been trained in Cardio-Pulmonary Resuscitation, commonly known as CPR?

[IF NEEDED: Have you ever been trained in CPR, not necessarily by the City of Bellevue?]

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 9 REFUSED

Q58B [ASK IF Q58A=1] How likely would you be to perform CPR if you were confronted with a situation that required it? Please use a scale from 0 to 10 where "0" means "not at all likely" and "10" means "very likely?"

Not At All Likely										Very Likely
0	1	2	3	4	5	6	7	8	9	10

Q62 How safe or unsafe do you feel in each of the following situations when walking alone in Bellevue. Use a scale from 0 to 10 where "0" means "very unsafe" and "10" means "very safe."

Q62A Walking alone in your neighborhood in general

Q62B Walking alone in your neighborhood after dark

Q62C Walking alone in Bellevue's downtown business area during the day

Q62D Walking alone in Bellevue's downtown business area After dark

Very Unsafe										Very Safe
0	1	2	3	4	5	6	7	8	9	10

98 DON'T KNOW

99 PREFER NOT TO ANSWER

Q66A During the past 12 months, were you or anyone in your household the victim of any crime in Bellevue?

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 9 REFUSED

Q66B [ASK IF Q66A=1] Did you, or a member of your household report the crime(s) to the police?

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 9 REFUSED

Q67 Have you had any contact with Bellevue's police during the past 12 months?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

Q67A [ASKIF Q67 EQ 1] What was the nature of that contact?

- 1 REPORTED A CRIME TO POLICE
- 2 ROUTINE TRAFFIC STOP
- 3 TRAFFIC ACCIDENT
- 4 ASKED FOR INFORMATION OR ADVICE
- 5 PARTICIPATED IN A COMMUNITY ACTIVITY WITH POLICE
- 6 CALLS RELATING TO DOMESTIC VIOLENCE
- 8 ARRESTED OR SUSPECTED OF A CRIME
- 9 WITNESSED A CRIME
- 10 VICTEM OF A CRIME
- 88 OTHER TYPE OF CONTACT [PLEASE DESCRIBE] \_\_\_\_\_
- 98 DON'T KNOW
- 99 REFUSED

Q68 [ASKIF Q67 = 1] How would you rate the handling of the contact by police? Would you say...

- 1 Excellent,
- 2 Good,
- 3 Fair, or
- 4 Poor?
- 8 DON'T KNOW
- 9 REFUSED

Q69 What do you believe is the most serious police-related problem in your neighborhood?

[READ LIST AND CHECK ONE ROTATE LIST 1 - 7]

- 1 Property crime / burglaries
- 2 Juvenile crime
- 3 Drug-related crime
- 4 Gang-related crime
- 5 Vandalism
- 6 Code enforcement
- 7 Domestic violence
- 9 MAIL THEFT
- 10 SPEEDING
- 11 CAR THEFT/CAR TROUBLE/CAR NOISES
- 88 Something else – please describe
- 97 NONE
- 98 DON'T KNOW
- 99 REFUSED

69A. [ASK IF Q69<97] Why do feel that way? Is it because [MULTIPLE CHOICE]

- 1 You have personally seen or experienced it
- 2 You know someone who has experienced it
- 3 You have heard about incidences on the news or in the newspaper
- 88 OTHER
- 98 DON'T KNOW
- 99 REFUSED

**Q71** How confident are you in the ability of the Bellevue fire department to respond to emergencies. **IF NECESSARY:** (respond to general emergencies, emergency preparedness, fire, rescue, EMS) Use a scale from 0 to 10 where “0” means “not at all confident” and “10” means “very confident.”

Not at all confident										Very confident
0	1	2	3	4	5	6	7	8	9	10

**KCI** Please tell me the extent you agree or disagree with each of the following statements about Bellevue. Use a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree.”

**KCI19** Bellevue is a safe community in which to live, learn, work and play.

**KCI20A** Bellevue plans appropriately to respond to emergencies.

**KCI20B** Bellevue is well prepared to respond to emergencies.

Strongly Disagree										Strongly Agree
0	1	2	3	4	5	6	7	8	9	10

98 DON'T KNOW

99 PREFER NOT TO ANSWER

**COMMUNICATIONS AND CIVIC INVOLVEMENT**

**INTERACT1.** Have you had any interactions with City of Bellevue employees by email, in-person, or by phone in the past 12 months?  
[IF YES PROBE FOR TYPE OF CONTACT AND CHECK ALL THAT APPLY

- 1 YES – E-MAIL
- 2 YES – PHONE
- 3 YES—IN PERSON
- 4 NO
- 8 DON'T KNOW
- 9 REFUSED



QOS2. [ASK Q3J1 LE 3] How satisfied are you with each of the following aspects of your contact with City of Bellevue employees? Use a scale from 0 to 10 where “0” means “very dissatisfied” and “10” means “very satisfied.”

- A Responsiveness
- B Knowledge
- C Courtesy
- D Accuracy of information provided
- E Overall satisfaction – SHOW THIS AS FOLLOW-UP STAND ALONE

Very Dissatisfied										Very Satisfied
0	1	2	3	4	5	6	7	8	9	10

- 98 DON'T KNOW
- 99 PREFER NOT TO ANSWER

KCI Please tell me the extent you agree or disagree with each of the following statements about Bellevue. Use a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree.”

- KC11A** Bellevue promotes a community that encourages citizen engagement.  
[PROGRAMMERS NOTE: Online have hover text on “citizen engagement” that says “such as volunteering or participating in community activities”]  
[INTERVIEWER INSTRUCTIONS: If prompted for citizen engagement say “such as volunteering or participating in community activities”]
- KC11B** Bellevue is a welcoming and supportive community that demonstrates it cares for its residents through its actions.
- KC16A** Bellevue does a good job of keeping residents informed.
- KC16B** Bellevue listens to its residents and seeks their involvement.

Strongly Disagree										Strongly Agree
0	1	2	3	4	5	6	7	8	9	10

- 98 DON'T KNOW
- 99 PREFER NOT TO ANSWER

**DEMOGRAPHICS**

INT6 The following questions are for classification purposes only. Your answers will remain strictly confidential and will only be used to help us group your answers with other respondents to the survey

DEMO4 Including yourself how many people currently live in your household in each of the following age categories?

- \_\_\_\_\_ 18 and over
- \_\_\_\_\_ 15 to 17
- \_\_\_\_\_ 10 to 14
- \_\_\_\_\_ 5 to 9
- \_\_\_\_\_ Under the age of 5

Q77 Which of the following best describes your race and/or ethnic background? [Enter all that apply]

- 1 African American,
- 2 Asian/Pacific Islander,
- 3 Native American, or
- 4 Hispanic / Latino / Mexican, and/or
- 5 Caucasian?
- 6 OTHER [SPECIFY]
- 8 DON'T KNOW
- 9 REFUSED

INCOME1 What is the approximate total annual family income of all members of your household?

- 1 Less than \$20,000,
- 2 \$20,000 to less than \$35,000,
- 3 \$35,000 to less than \$50,000,
- 4 \$50,000 to less than \$75,000,
- 5 \$75,000 to less than \$100,000,
- 6 \$100,000 to less than \$150,000,
- 7 \$150,000 to less than \$200,000
- 8 \$200,000 or more?
- 98 Don't know
- 99 Refused

- TEL1 [ASK IF ONLINE SAMPLE] Do you have a landline telephone in your home that is used to make and receive calls?  
[IF NECESSARY] By landline telephone we mean a “regular” telephone in your home that is connected to outside telephone lines through a cable or cord and is used to make and receive calls.
1. YES
  2. NO
  9. PREFER NOT TO ANSWER
- TEL2. [ASK IF ONLINE SAMPLE] Do you have a cell-phone in your home that is used to make and receive calls?
1. YES
  2. NO
  9. PREFER NOT TO ANSWER
- TEL3. [ASK IF TELEPHONE SAMPLE] In addition to your normal telephone, do you have a cell-phone in your home that is used to make and receive calls?
1. YES
  2. NO
  9. PREFER NOT TO ANSWER
- TEL4 [ASK IF: (TEL1=1 AND TEL2=1) OR TEL3=1]] Do you primarily use your cell phone or landline to make and receive calls?
- 1 PRIMARILY CELL PHONE
  - 2 PRIMARILY LANDLINE
  - 3 BOTH EQUALLY
  - 9 DON'T KNOW / REFUSED

**THANKS**

- THANK1 Thank you very much for your time. Your opinions are important to us! On behalf of the City of Bellevue and [RESEARCH FIRM], I'd like to thank you for participating in our survey tonight/today. Have a good day/evening.
- THANK2 I'm sorry, but we are only interviewing people who are 18 or older.  
Have a good day/evening.
- THANK4 I'm sorry, but we are only interviewing households within Bellevue's city limits today. Have a good day/evening.
- THANK8 I'm sorry, but we cannot continue without that information.  
Have a good day/evening.
- THANK29 Great. Thank you for participating in that survey with the City of Bellevue; we won't take up any more of your time with another survey. Have a good day/evening.
- THANKOQ Those are all the questions we have. Have a good day/evening

## Sample Banner Pages

As the data is a mix of scaled variables, ordinal and interval, frequency and percentile representations are tabulated and presented. Cross-tabulations also answer the question of how variables are related. A banner page format is used which presents the question of interest at the top of the page (banner) with the relevant cross-tabulation variables presented by frequency, percentile and level of significance. The ORC team worked with the City of Bellevue to determine these relevant cross-tabulation variables. The following banner points were selected:

### Banner #1: Demographics

Category	Banner Point	Description
Total		All respondents
Homeowner	Own	Own their home (SCR3A)
	Rent	Rent their home (SCR3A)
Type of Residence	Single Family	Resides in a one family house detached from any other house, a trailer or a mobile home (SCR3B)
	Multi Family	Resides in an apartment, a townhouse or a condominium (SCR3B)
Years living in Bellevue	0 to 3	Lived in Bellevue 3 years or less (SCR2)
	4 to 9	Lived in Bellevue 4 to 9 years (SCR2)
	10 to 24	Lived in Bellevue 10 to 24 years (SCR2)
	25 or more	Lived in Bellevue 25 years or more (SCR2)
Gender	Male	Male (GENDER)
	Female	Female (GENDER)
Age	Under 35	Age 18 to 34 years old (Q76 & Q76A)
	35 to 54	Age 35 to 54 years old (Q76 & Q76A)
	55 to 64	Age 55 to 64 years old (Q76 & Q76A)
	65 or older	Age 65 years or older (Q76 & Q76A)
Annual Income	Under \$75,000	Annual income is below \$75,000 (Q80)
	\$75,000 to \$150,000	Annual income is between \$75,000 and \$150,000 (Q80)
	\$150,000 and up	Annual income is above \$150,000 (Q80)
Zip Code	98004	Resides in the 98004 zip code (ZIPCODE)
	98005	Resides in the 98005 zip code (ZIPCODE)
	98006	Resides in the 98006 zip code (ZIPCODE)
	98007	Resides in the 98007 zip code (ZIPCODE)
	98008	Resides in the 98008 zip code (ZIPCODE)
Mode	Web	Survey mode by web (MODE)
	Phone	Survey mode by phone (MODE)

**Banner #2: As a place to live, Direction, Future Planning & Sense of Community**

Category	Banner Point	Description
Total		All respondents
Bellevue as a place to live	Excellent	Gives a 5 on a 5 point scale to describe Bellevue as a place to live (Q1)
	Good	Gives a 4 on a 5 point scale to describe Bellevue as a place to live (Q1)
	Fair/Poor	Gives a 3, 2, or 1 on a 5 point scale to describe Bellevue as a place to live (Q1)
Neighborhood as a place to live	Excellent	Gives a 5 on a 5 point scale to describe Neighborhood as a place to live (Q5A)
	Good	Gives a 4 on a 5 point scale to describe Neighborhood as a place to live (Q5A)
	Fair/Poor	Gives a 3, 2, or 1 on a 5 point scale to describe Neighborhood as a place to live (Q5A)
Direction is which the city is headed	Right	Gives a 4 or 5 on a 5 point scale to describe direction city is heading (ORC4)
	Wrong	Gives a 3, 2, or 1 on a 5 point scale to describe direction city is heading (ORC4)
	Neither	Don't know which direction the City of Bellevue is headed in (ORC4)
Sense of Community	Strong	Neighborhood has a strong sense of community (Q5B)
	Average	Neighborhood has an average sense of community (Q5B)
	Not Very Strong to No Sense at all	Neighborhood has less than an average sense of community (Q5B)

**Banner #3: Utility Satisfaction, Contact with City Employees, Ethnicity & Children in Household**

Category	Banner Point	Description
Total		All respondents
Satisfaction with Utilities	Very Satisfied	Gives a 5 on a 5 point scale to describe satisfaction as a customer of Bellevue Utilities overall (Q16)
	Fairly Satisfied	Gives a 4 on a 5 point scale to describe satisfaction as a customer of Bellevue Utilities overall (Q16)
	Neutral to Dissatisfied	Gives a 3, 2, or 1 on a 5 point scale to describe satisfaction satisfied as a customer of Bellevue Utilities overall (Q16)
Contact with City Employees	Yes	Has had contact with a City of Bellevue employee in the past 12 months (INTERACT1=1-3)
	No	Has not had contact with a City of Bellevue employee in the past 12 months (INTERACT=4)
Ethnicity	Caucasian	Caucasian (Q77)
	Non-Caucasian	Other ethnic group (Q77)
Children	No Children	No children in the household (DEMO4)
	Has Children	Have children in the household (DEMO4)

**Banner #4: Neighborhoods**

Category	Banner Point	Description
Total		All respondents
Neighborhoods	Bridle Trails	NEParea - defined by census block
	Crossroads	
	Eastgate / Cougar Mountain	
	Factoria	
	Newport	
	Northeast Bellevue	
	Northwest Bellevue	
	Sammamish / East Lake Hills	
	Somerset	
	West Bellevue	
	West Lake Hills	
	Wilburton	
	Woodridge	

An example of a cross-tabulation follows. A capital letter under a percentile refers to a nearby column letter (and associated variable) for which there is a 95 percent confidence of statistically significant difference between the two variables.

**Figure 2: Sample Banner Page**

City of Bellevue  
2010 Performance Measures Survey

Gender

BASE = ALL RESPONDENTS

	HOMEOWNER		RESIDNC TYPE		YRS LIVE IN BELLEVUE				GENDER		AGE CATGORIES				ANNUAL INCOME			ZIPCODE					MODE		
	TOTAL	Own	Rent	Single	Multi	0-3	4-9	10-24	25+	Male	Female	<35	35-54	55-64	65 +	<\$75K	\$75-150K	\$150K+	98004	98005	98006	98007	98008	Web	Phone
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
TOTAL	515	356	155	281	234	145	87	171	111	253	262	121	191	110	81	149	166	103	121	86	134	90	84	349	166
TOTAL RESPONDING	515	356	155	281	234	145	87	171	111	253	262	121	191	110	81	149	166	103	121	86	134	90	84	349	166
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	515	370	140	282	233	109	85	193	127	234	281	87	213	109	99	159	170	97	121	88	135	87	84	211	304
Male	253	170	80	139	114	79	47	83	43	253	-	65	97	48	37	66	92	57	55	42	69	47	39	184	69
	49%	48%	52%	49%	49%	55%	54%	48%	39%	100%		53%	51%	43%	45%	44%	55%	55%	46%	49%	52%	53%	46%	53%	42%
						I																			Y
Female	262	186	75	142	120	66	40	89	67	-	262	57	94	62	45	83	74	46	66	44	65	42	45	165	97
	51%	52%	48%	51%	51%	45%	46%	52%	61%		100%	47%	49%	57%	55%	56%	45%	45%	54%	51%	48%	47%	54%	47%	58%
									F																X

Capital letter indicates significant difference between column F and I at the 95% Confidence Interval.

Comparison Groups: BC/DE/FGHI/JK/LMNO/PQR/STUVW/XY  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Prepared by ORC International - Conducted January 2010