

Methodology



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Engaging the Community: Input on Health and Human Services Needs

To obtain a comprehensive picture of human services needs and issues in Bellevue, a blend of quantitative and qualitative data was collected. Staff met or talked with a diverse group of stake holders who live, provide services and/or work in the City. Data used in the report comes from a number of surveys -the phone/online, consumer, Next Door and provider; Community Conversations; key informant interviews; and extensive review of reports and websites. Care was taken to include, whenever possible, those groups or individuals that might be underrepresented in more traditional data gathering methods.

This section outlines the many ways community engagement was accomplished and describes the organization of the report.

Public Meetings with City Council and the Human Services Commission:

CITY COUNCIL STUDY SESSION	APRIL 10, 2017
Human Services Commission public meetings	February 23, 2017 May 16, 2017 June 6, 2017 Oct. 3, 2017 Nov. 21, 2017

Bellevue Residents Phone and Web-based Survey:

Between February 13 and March 20, 2017 Northwest Research Group conducted a survey of 484 Bellevue residents: 123 by phone, (51 landline, 67 cell phone and 5 call-in); 361 online, (264 via mailed letters and 82 via email invitation). This represents a statistically valid sample

to project to the entire population at a 95% confidence level (Error Rate: $\pm 4.4\%$). This year, the sampling and data collection methodology again used addresses (address-based sampling, ABS) rather than listed phone numbers. It included a web-based option and a phone option, similar to 2011, 2013 and 2015. In 2017, the ABS methodology was enhanced with the introduction of email addresses to increase response rates and reduce survey costs. This multi-modal approach compensates for the increase of cell phone-only and primarily cell phone households (previously unaccounted for in strictly address-based sampling). Estimates today are that as many as 46% of all households in King County no longer have a landline phone and rely on a cell phone or other mobile device to make and receive calls. An additional 17 percent of households have both landline and cell phone numbers but rely primarily on their cell phones.¹ For more information about the methodology of the phone/online survey, please see Appendix D.

Centris Marketing Intelligence describes a few of the advantages of using address-based sampling in this way: "Given the evolving problems associated with telephone surveys on the one hand, and the exorbitant cost of on-site enumeration of housing units in area probability sampling applications on the other, many researchers are considering the use of [USPS databases] for sampling purposes. Moreover, the growing problem of non-response—which is not unique to any individual mode of survey administration—suggests that more innovative approaches will be necessary to improve survey participation. These are among the reasons why multi-mode methods for data collection are gaining increasing popularity among survey and market researchers. It is in this context that address-based sample designs provide a convenient framework for an effective administration of surveys that employ multi-mode alternatives for data collection."²

Similar to past years, phone survey respondents were offered the option of answering the survey in languages other than English through the use of a Telephone Language Line. All outreach materials (letters and emails) contained information in four additional languages: Chinese, Russian, Korean, and Spanish. The information gave a brief introduction to the study and then provided a toll-free number to call where they could take the survey over the phone. The toll-free number was directed to the City's new Language Line Service. The Language Line employees were instructed to call a dedicated phone number to reach a specially trained survey interviewer. The survey was then offered over the phone via the Language Line relay service. Although these efforts were taken, all completed surveys were done so in English and none of the invited residents called the language line.

However, 36% of phone/online surveys were completed in English by a person who speaks a native language other than English at home similar to 2015 and 53% (compared to 44% in 2015) of the households that participated in the survey spoke a language other than English at home. In all, participants in the survey spoke 29 languages other than English at home compared to 23 in 2015. For more information about languages of households completing the survey, please see Appendix B.

Cell phone usage is higher and there is lower penetration of landline telephones in non-Caucasian households.³ It seems possible that either individuals were fluent enough for online completion or a household member spoke English well enough to help complete the survey.

All respondents rated a series of 24 potential community problem areas and 22 household problem areas as 'major,' 'moderate,' 'minor,' or 'no problem.' The average survey time was just under 15 minutes. In both areas, most key measures were retained from previous years, but several questions were dropped or revised to provide higher quality data, and a few new questions were added to address current issues. For example, in 2011 and 2013, the survey asked a series of questions designed to measure the effects of

the recession on Bellevue households. In 2015, the recession had ended so the questions were revised and focused on employment issues. The questions asked in 2017 were also related to employment:

- Employment status
- Do you have more than one job?
- (If has more than one job) If you only had one job, could you afford your mortgage or rent?
- (If currently employed) Were you unemployed any time during the past two years?

In 2017 a new question was added to gauge residents overall well-being. In addition, respondents answered questions about accessibility to and quality of human services, and demographics.

Consumer Survey: Unlike the phone and online survey, this survey specifically targeted Bellevue residents receiving human services. This survey was distributed between March and August 2017 and completed by about 30 participants in English-as-a-Second-Language classes at Hopelink, City of Bellevue community centers, and the Crossroads Shopping Center Mini-City Hall. Surveys were available in English, Spanish, Russian, Vietnamese, Korean and Chinese; however, though some people completed the survey in English, 85% of the

LANGUAGES SPOKEN BY CONSUMER SURVEY RESPONDENTS	
Primary Language Spoken at Home	Number of respondents
English	4
Mandarin	5
Farsi	1
Spanish	4
Cantonese	7
Russian	2
Other	8

respondents indicated that the primary language spoken at their homes was not English. This further increased the diversity of the group completing this survey. Over half of these respondents earned less than \$20,000 a year and 30% were unemployed.

Respondents were asked to rate the degree to which 30 household issues were or were not a problem, as well as service accessibility. Due to the nonrandom nature and small sample size, these results are not statistically valid. However, they can be used anecdotally to demonstrate general themes about human services needs within groups underrepresented in the phone/online survey.

Community Conversations: Bellevue residents or service providers participated in 31 informal focus groups for the Needs Update, called Community Conversations. Different races and ethnicities were included among the participants, mirroring the large diverse population in Bellevue. Over 200 individuals were contacted in this manner. See Appendix E for a detailed listing of these groups and dates they were conducted.

Other Surveys

Provider Surveys: Thirty nine health and human services providers that serve Bellevue residents completed an online survey summarizing service trends, utilization rates, gaps, and barriers. This represents a 54% return rate.

Next Door Survey: Over 300 Bellevue residents completed an online survey on the City's Next Door blog during the month of June. Respondents were asked to rate the 24 problems in the community, the top ten issues mirrored what phone/online survey respondents selected including lack of affordable housing, people not having jobs that do not pay enough for the basics of food, shelter and clothing, inadequate public transportation, lack of affordable medical insurance, homelessness and lack of affordable childcare. Of the 17 household problems, Next Door respondents rated inadequate public transportation as the top problem followed by having a lot of anxiety, stress and depression

which interferes with your daily life, not being able to find work that supports yourself or your family, and finding it difficult to budget money that's available. The majority of people who completed this survey lived in the Lake Hills neighborhood and owned their homes. Twenty percent of respondents of the whole sample were non-Caucasian, and 38% either spoke a language other than English in their homes, or had someone in their households who did.

Key Informant Interviews: Seven individuals were interviewed either in person or on the phone between March and September 2017. Key informant interviews provide insights into the needs and issues experienced by a particular population when other information is not available. Interviewees included service providers to or members of groups such as:

- Older Adults
- Immigrants and Refugees
- People with disabilities
- Low-income consumers of human services
- Health care professionals

A complete list of who was interviewed can be found in Appendix F of this report.

Input from Faith Communities on the Eastside: Faith communities provide a variety of basic need services that are rarely formally counted as community resources. Three Eastside faith communities completed interviews and described which human services their members most often request and what their organization could or could not provide. The interviewees were also asked how the Human Services Commission could do more to help faith communities.

Other Sources of Information

Reports, Studies and Websites: Many public and private organizations produce in-depth reports focusing on specific topic areas including housing, unemployment, older adults, youth, or

public health. These reports offer a broad national, statewide, or regional perspective useful for trend comparison. Examples of those referenced in this report include:

- Healthy Youth Survey
- Seattle/King County Aging and Disability Services, Area Plan on Aging 2015-2018
- King County Status of Veterans and Veterans Services in King County 2017
- All Home (formerly known as the Committee to End Homelessness) Strategic Plan
- Public Health Seattle and King County Health Indicators
- Communities Count Social and Health Indicators across King County
- AARP Public Policy Review
- Washington Association of Sheriffs and Police Chiefs 2016 Annual Report

Data Limitations: The data in the Needs Update came from reliable sources. However, as in all reports, care must be taken in interpreting the data because of the presence of certain variables over which the researcher have no control. For example, changes in public awareness of certain community-level problems like domestic violence or homelessness can affect the public perception of their prevalence. A highly publicized case of youth violence can lead to increased reports for a short period of time, which then may drop off to previous levels. Typically, observing a trend over a period of several years better indicates the extent of the problem. Whenever possible, trends observed over at least three years are included. Other issues affecting data quality or quantity:

- Inability to obtain unduplicated counts of certain populations (e.g. the homeless, who are difficult to track because of their mobility);
- Under-reporting of certain topics given their personal nature, such as income or problems like ethnic or racial discrimination and domestic violence;
- Lack of data for a smaller geographic area like Bellevue, so estimates must be protected from a larger area like the county or based on national prevalence;
- Lack of access to underrepresented groups, such as those who are disabled, those who speak languages other than English, or the frail elderly; and
- Changes in data collection and reportage methods.

Endnotes

1. National Health Statistics Reports December 18, 2013, "% Distribution of Household Telephone Status for Adults Aged 18 and Over," <http://www.cdc.gov/nchs/data/nhsr/nhsr070.pdf>
2. White Paper, Address-based Sampling, Centris Marketing Intelligence, December, 2008.
3. American Association for Public Opinion Research. (N.D.). "Coverage and sampling for RDD Cell Phone Surveys. Available at: http://aapor.org/AM/Template.cfm?Section=Cell_Phone_Task_Force&Template=/CM/ContentDisplay.cfm&ContentID=2740