



# 2014 Bellevue Budget Survey

Final Report

Prepared Exclusively for:

City of Bellevue, WA

Northwest Research Group, LLC

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## EXECUTIVE SUMMARY

### BACKGROUND AND METHODOLOGY

The City of Bellevue’s Budget Survey has been performed on a biennial basis since 1998 and is designed to provide a statistically valid tool to enhance the city’s knowledge of Bellevue residents’ perceptions about the city and to better understand community priorities for and expectations regarding city services. The 2014 survey was conducted between January 10 and February 6, 2014, using a mixed-mode address-based methodology and resulted in a total of 403 interviews—218 completed over the telephone and 185 completed via the Web.

### KEY METRICS

Bellevue receives high ratings for all of its key metrics. These key metrics provide an overall picture of the health of the city from the perspective of its residents:

- Ninety-seven percent (97%) of all residents rate the quality of life in Bellevue as good (49%) or excellent (48%)—this is the same as in 2010 and 2012.
- The vast majority (94%) of Bellevue residents feel that the quality of life in their neighborhood is good (47%) or excellent (47%). There is a significant increase from 2010 in those giving an “excellent” rating (36% in 2010 versus 47% in 2012).
- Nearly four out of five (78%) Bellevue residents feel they are “strongly” (35%) or “somewhat” (43%) getting their money’s worth—this is similar to 2010 and 2012.<sup>1</sup>

Three out of four (75%) residents feel that Bellevue should keep both taxes and services at their current levels. This is the same as in 2010 and 2012.<sup>2</sup>

Traffic (39%), followed closely by transportation issues (21%), continue to be the most commonly mentioned responses when residents were asked to name the biggest problems facing Bellevue.

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<sup>1</sup> Results exclude “don’t know” responses.

<sup>2</sup> Results exclude “don’t know” and “it depends” responses.

## PRIORITIES FOR CITY SERVICES

Most (27 of 39) city services evaluated are considered to be at least somewhat important, receiving a rating of 5 or higher on a 7-point scale. All city services received a rating of 4 or higher (4 is the midpoint)

The seven most important services are similar to 2012 and in generally the same rank order. In 2010 and 2012, maintaining street lights and traffic signals had the 6th highest importance; this has dropped to the 9th highest in 2014. Keeping Bellevue streets clean has increased from 11th in 2010 and 17th in 2012 to 7th highest in 2014.

Satisfaction with city services remains high, with residents giving most (27 of 39) services a score of 5 or higher, and all services received a score of 4 or higher on a 7-point scale.

Many of the seven highest rated services are the same as in 2010 and 2012. While less important, satisfaction with maintaining street lights and traffic signals has decreased from 5th highest in 2010 and 4th highest in 2012 to 9th highest in 2014. Additionally, satisfaction with maintaining existing streets and sidewalks has increased from 9th in 2010 and 19th in 2012 to 6th highest in 2014.

Table 1: Top Importance Services

Rank 2010	Rank 2012	Rank 2014	Service Description
1	1	1	Responding to fires
2	3	2	Responding to calls for police assistance
4	2	3	Providing emergency medical services
3	4	4	Investigating and solving felony crimes
5	5	5	Protecting water in lakes and streams
7	7	6	Maintaining existing streets and sidewalks
11	17	7	Keeping Bellevue streets clean

Ranking is based on standardized scores for importance.

Base: Two groups of randomly selected respondents:

2010 (n1 weighted=365 ; n2 weighted=366)

2012 (n1 weighted=263 ; n2 weighted=199)

2014 (n1 weighted=199 ; n2 weighted=204)

Table 2: Top Performing Services

Rank 2010	Rank 2012	Rank 2014	Service Description
1	1	1	Responding to fires
2	2	2	Providing emergency medical services
6	3	3	Responding to calls for police
4	7	4	Keeping Bellevue streets clean
3	5	5	Ensuring clean and well-maintained parks and facilities
9	19	6	Maintaining existing streets and sidewalks
7	6	7	Protecting water in lakes and streams

Ranking is based on standardized scores for satisfaction.

Base: Two groups of randomly selected respondents:

2010 (n1 weighted=365 ; n2 weighted=366)

2012 (n1 weighted=263 ; n2 weighted=199)

2014 (n1 weighted=199 ; n2 weighted=204)

A quadrant analysis was done to identify how to best allocate resources across these services based on what is most important to residents and relative satisfaction with these items.

The analysis showed that Bellevue is doing a good job providing for most of the services that are most important to city residents. These are areas where current efforts should be maintained.

*Table 3: Services with Above-average Importance and Satisfaction*

Importance Rank	Satisfaction Rank	Service Description
1	1	Responding to fires
2	3	Responding to citizen calls for police assistance
3	2	Providing emergency medical services such as Medic One
4	8	Investigating and solving felony crimes
5	7	Protecting the quality of water in Bellevue's lakes and streams
6	6	Maintaining existing streets and sidewalks
7	4	Keeping Bellevue streets clean
9	9	Maintaining street lights and traffic signals
11	10	Preserving open spaces and natural areas
13	5	Ensuring clean and well-maintained parks and park facilities
14	20	Providing support services for residents in need
15	14	Prosecuting misdemeanor and gross misdemeanor crimes committed in Bellevue
17	15	Community policing
18	19	Providing recreation programs for youth, seniors, and residents with special needs

*Ranking is based on standardized scores for importance and satisfaction.*

*Base: Two groups of respondents: (n1 weighted=199; n2 weighted=204)*

The analysis also identified five areas that are of above-average importance but received at- or below-average satisfaction scores. These are areas where additional resources and efforts may be needed.

Connecting people through an adequate and accessible system of walkways is a new service added to the survey in 2014. While not on this list, reducing traffic problems in downtown Bellevue has the lowest satisfaction of all service elements. Importance of this service has dropped between 2012 and 2014 and is now considered to have below-average importance.

*Table 4: Services with Above-average Importance and Below-average Satisfaction*

Importance Rank	Satisfaction Rank	Service Description
8	32	Managing Bellevue's residential development through planning and zoning
10	34	Promoting jobs and economic development
12	23	Preparing for natural disasters, such as earthquakes and major storms
16	26	Managing development in downtown Bellevue through planning and zoning
19	29	Connecting people where they want to go through an adequate and accessible system of walkways

*Ranking is based on standardized scores for importance and satisfaction.*

*Base: Two groups of respondents: (n1 weighted=199; n2 weighted=204)*

## BUDGET PRIORITIES

Improving traffic and transportation services as well as providing public safety services remain the top two priorities.

The biggest shift is the drop in economic growth and competitiveness from number three in 2012 to number six in 2014.

Having an innovative, vibrant, and caring community has been steadily increasing as a priority.

Priority 2010	Priority 2012	Priority 2014	Service Description
6	2	1	Improved Mobility: Improving traffic and transportation services
1	1	1	Safe Community: Providing public safety services
2	4	3	Healthy and Sustainable Environment: Managing water/waste management/open spaces
5	5	4	Responsive Government: Maintaining a responsive city government
6	7	5	Innovative, Vibrant, and Caring Community: Maintaining city parks, fields, community programs
4	3	6	Economic Growth and Competitiveness: Attracting businesses to Bellevue
3	6	7	Quality neighborhoods: Providing quality neighborhood services

*Note: Descriptions for each of the priorities changed in 2014 to be more specific as to what is included in each budget area.*

*Priorities were determined using MaxDiff analysis.*

*Base: All respondents (n2010=745; n2012 = 462; n2013=403)*

## TRAFFIC AND CONGESTION

Nearly all (90%) Bellevue residents agree that the city should work with regional transit agencies to improve local and regional public transportation serving Bellevue; this is up significantly from 2010. Two out of three (65%) residents **strongly agree** with this strategy.

With just over half (51%) agreeing, the idea of creating additional capacity by widening the roads received only modest support. Support for this has remained relatively unchanged since 2010.

Bellevue residents have mixed opinions as to whether to divert traffic away from local neighborhoods, even if it increases travel time—48 percent agree, 34 percent disagree. Support for this has remained relatively unchanged since 2010.

## ENVIRONMENTAL STEWARDSHIP

Environmental stewardship by managing water, waste management, and open spaces is considered to be a moderately high priority by Bellevue residents—it ranks as number three on budget priorities. The city has been improving on facilitating and encouraging environmentally sustainable practices in the community. Three-quarters (74%) of residents are happy with Bellevue’s environmental and sustainable practices; just over one-quarter (28%) strongly agree that they are happy with Bellevue’s environmental and sustainable practices. There has been a significant decline compared to 2010 and 2012 in those who disagree that they are happy with Bellevue’s environmental and sustainable practices.

Nearly nine in ten (89%) residents recognize that careful and balanced stewardship of the environment will result in a long-term increase in the quality of life, a significant increase over 2010 and 2012. Eighty percent (80%) also recognize that careful and balanced stewardship of the environment will result in a long-term increase in the economic vitality of Bellevue.

## PROJECT OVERVIEW

### BACKGROUND AND OBJECTIVES

The City of Bellevue's budget is produced every two years and includes a seven-year capital improvement plan. The budget serves as a major policy document and describes how the city intends to finance its services and infrastructure. The city government is responsible for building and repairing roads; providing police and fire protection; and maintaining parks, open space, and recreational centers, which help contribute to the high quality of life Bellevue residents enjoy.

The Budget Survey is designed to provide a statistically valid tool to enhance the city's knowledge of Bellevue residents' perceptions of the city and to better understand community priorities for and expectations regarding city services. It has been performed on a biennial basis since 1998 to help support decision making for each upcoming budget. The 2014 Budget Survey is one part of the greater framework for making city budget decisions.

The survey addresses the following areas:

- Attitudes toward quality of life at citywide and neighborhood levels,
- Biggest problems at citywide and neighborhood levels,
- Importance and satisfaction ratings for specific city facilities and services,
- Priority outcomes for the city budget,
- Preferences on strategies for addressing traffic congestion, and
- Value received for tax dollars and opinion of tax and service levels.

### QUESTIONNAIRE

Each cycle, the questionnaire is carefully reviewed. Key measures are retained, and questions are dropped or revised to provide higher-quality data. New questions are also added to address current issues. The average survey time for the 2014 survey was 20 minutes and included questions regarding:

- Bellevue as a place to live
- Taxes and spending
- Budget priorities
- Environmental stewardship
- City services
- Demographics

## METHODOLOGY

To address the high incidence of cell phone–only households or households whose members primarily use cell phones, a major methodological change was implemented beginning with the 2010 Budget Survey. In the past, a random-digit dialing (RDD) telephone survey was used. The new methodology, introduced in 2010, uses an address-based sample and a mixed mode of data collection.

The sample frame consisted of all households in Bellevue including those indicating that post office boxes are the only way they get mail. The sample frame was then matched against a comprehensive database to determine if the household had a listed or published telephone number. These households were sent an advance letter notifying them of the survey and indicating that they would be contacted by telephone.

Addresses without a matching landline telephone number were sent a letter signed by the city manager asking them to complete the survey online. Each of these households was also sent a reminder.

Regardless of data-collection mode, respondents were screened to ensure that they were a head of a household in Bellevue who was 18 years of age or older. This approach yielded a total of 403 total interviews—218 completed over the telephone and 185 completed via the Web. More information on address-based sampling and methodology can be found in Appendix I.

Respondents were assured that all responses would be kept confidential. No answers or opinions are tied back to individual residents, and responses are aggregated by neighborhood and analyzed by groups.

## MARGIN OF ERROR

The margin of error is a statistic expressing the amount of random 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. The margin of error in Bellevue's Budget Survey is generally no greater than plus or minus 4.9 percentage points at a 95 percent confidence level.

## DEMOGRAPHIC PROFILE AND WEIGHTING

Post-stratification weighting was used to ensure that results of the 2014 Budget Survey are generally representative of the population of Bellevue according to the 2012 American Community Survey data. The address-based sampling methodology did an excellent job of collecting an accurate representation of men and women, family and non-family households. However, as is common in this type of research, younger households and those living in multi-family dwelling types were under-represented. The weighting methodology used adjusts for this under-representation and ensures that the results from this research can be projected to the general population of Bellevue. Details on the weighting methods used and a comparison of the weighted and unweighted sample to the Bellevue population can be found in Appendix II.

## REPORTING CONVENTIONS

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

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

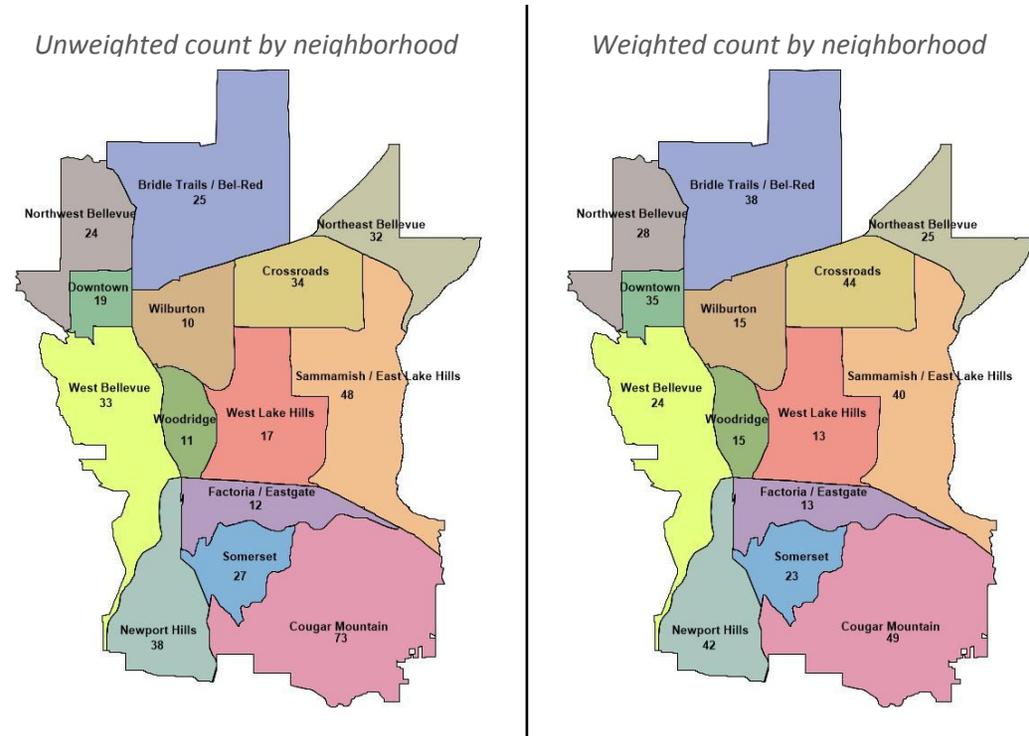
The left side of Figure 1 shows the total unweighted, number of interviews conducted in each neighborhood. The study was not designed to control for neighborhood level populations so the number of completed interviews may not match the actual population distribution of Bellevue.

The right side of Figure 1 shows the total weighted number of interviews conducted in each neighborhood. Post-stratification weighting was performed to ensure that the weighted sample closely matched the age and gender characteristics of the entire City of Bellevue. No weighting was done at the neighborhood level. Once the data was weighted, the distribution of weighted interviews across neighborhoods did change (see Figures 1 and 2). This is normal and does not impact the integrity of the data or the survey results.

Throughout the survey the term “residents” is used when discussing results that can be projected to the population (e.g. city-wide findings). The term “respondents” is used when sample sizes are smaller and caution should be used in projecting the results (e.g. neighborhood findings).

Unless otherwise noted, **weighted** data is used throughout this report.

Figure 1: Unweighted vs. Weighted Distribution of Interviews by Bellevue Neighborhood



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

- Downtown ( $n=19$ )
- Factoria/Eastgate ( $n=12$ )
- Northwest Bellevue ( $n=24$ )
- Westlake Hills ( $n=17$ )
- Wilburton ( $n=10$ )
- Woodridge ( $n=11$ )

## KEY FINDINGS—QUALITY OF LIFE

### QUALITY OF LIFE IN BELLEVUE

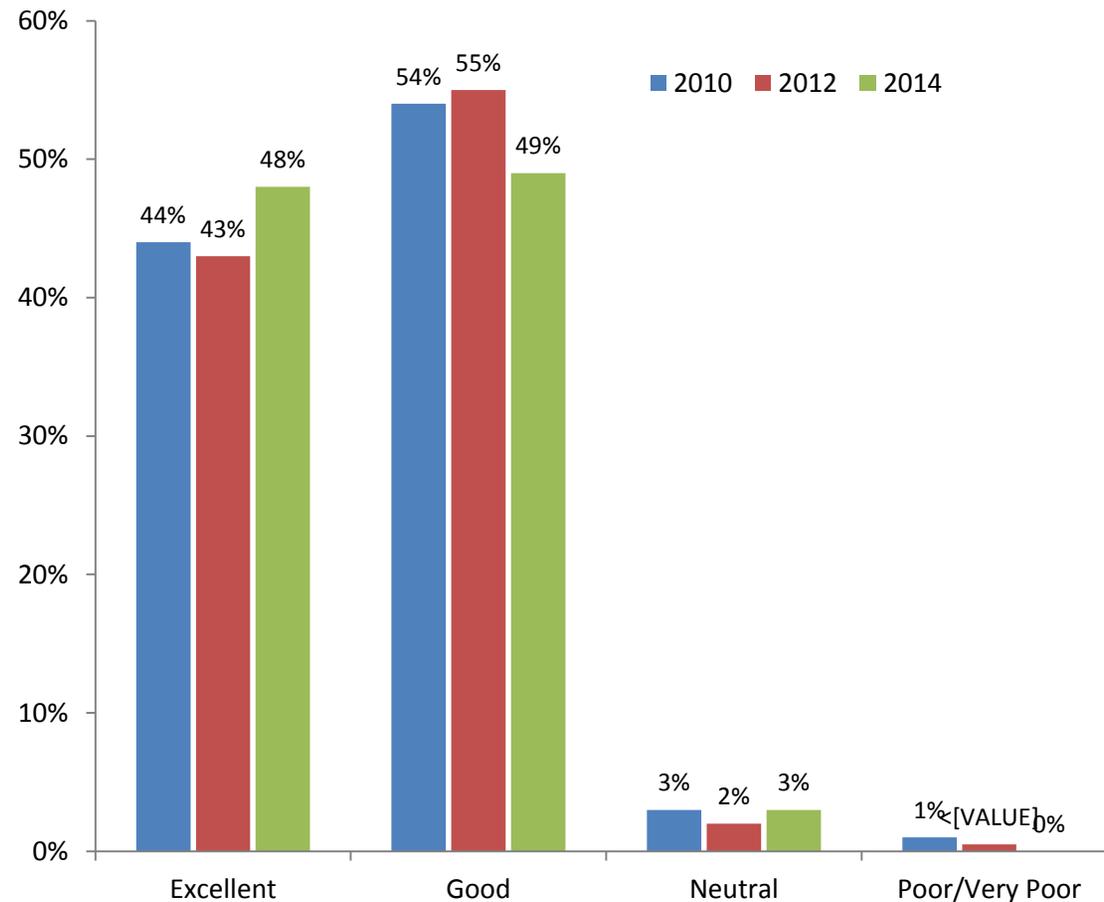
Similar to previous years, nearly all (97%) residents rate the quality of life in Bellevue as good (49%) or excellent (48%).

- While not statistically significant, there has been a shift from good to excellent between 2010 and 2014, and the mean score has increased each year since 2010.

Respondents in Cougar Mountain provide the highest rating for Bellevue; nearly three-quarters (72%) rate the overall quality of life in Bellevue as excellent. Average (mean) ratings are comparable across other neighborhoods in Bellevue.

Additionally, younger residents—those under 35—and households with children rate the quality of life higher than older residents and adult-only households.

Figure 2: City of Bellevue as a Place to Live



QA1—How do you rate the quality of life in Bellevue? Mean based on 5-point scale where “1” means “very poor” and “5” means “excellent.”  
Base: All respondents (n2010 = 745; n2012 = 462; n2013 = 403)

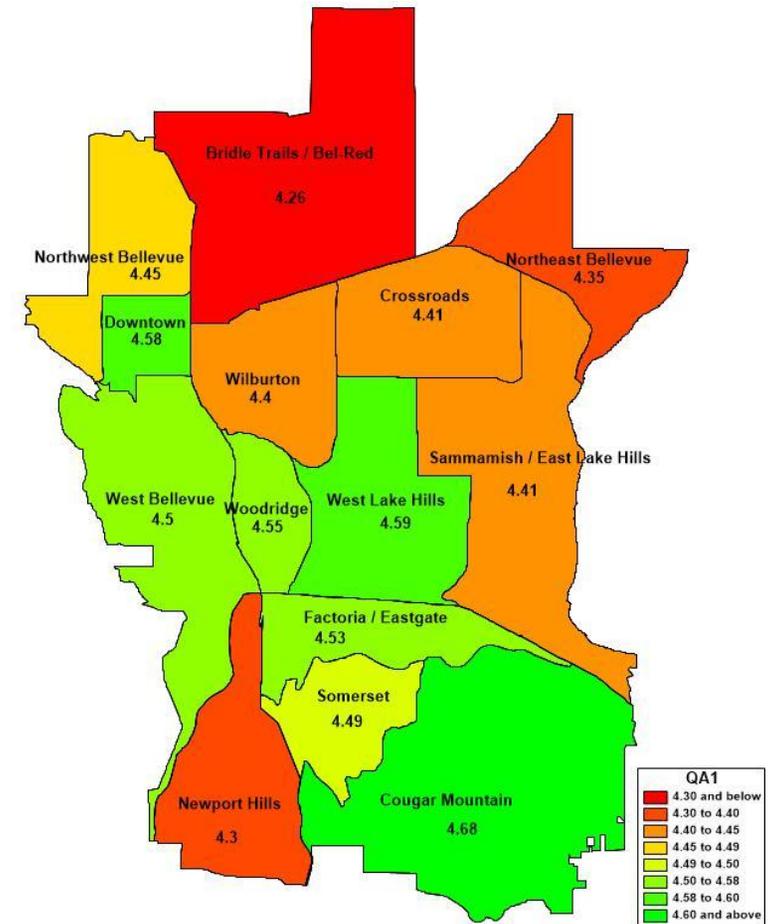
Table 5: City of Bellevue as a Place to Live by Neighborhood

	Overall (n=403)	Bridle Trails (n <sub>w</sub> =38)	Cougar Mountain (n <sub>w</sub> =49)	Crossroads (n <sub>w</sub> =44)	Downtown (n <sub>w</sub> =35)
<b>Excellent</b>	48%	27%	<b>72%</b>	45%	58%
<b>Good</b>	49%	<b>74%</b>	23%	50%	42%
<b>Neutral</b>	3%	0%	5%	5%	0%
<b>Poor/Very Poor</b>	0%	0%	0%	0%	0%
<b>Mean</b>	4.45	4.26	<b>4.68</b>	4.41	4.58
	Factoria/Eastgate (n <sub>w</sub> =13)	Newport Hills (n <sub>w</sub> =42)	N.E Bellevue (n <sub>w</sub> =25)	N.W. Bellevue (n <sub>w</sub> =28)	Sammamish /E Lake Hills (n <sub>w</sub> =40)
<b>Excellent</b>	63%	32%	38%	45%	43%
<b>Good</b>	27%	65%	59%	55%	55%
<b>Neutral</b>	10%	3%	3%	0%	2%
<b>Poor/Very Poor</b>	0%	0%	0%	0%	0%
<b>Mean</b>	4.53	4.30	4.35	4.45	4.41
	Somerset (n <sub>w</sub> =23)	W. Bellevue (n <sub>w</sub> =24)	W. Lake Hills (n <sub>w</sub> =13)	Wilburton (n <sub>w</sub> =15)	Woodridge (n <sub>w</sub> =15)
<b>Excellent</b>	49%	51%	59%	55%	57%
<b>Good</b>	51%	47%	41%	31%	42%
<b>Neutral</b>	0%	2%	0%	14%	1%
<b>Poor/Very Poor</b>	0%	0%	0%	0%	0%
<b>Mean</b>	4.49	4.50	4.59	4.40	4.55

QA1—How do you rate the quality of life in Bellevue? Mean based on 5-point scale where “1” means “very poor” and “5” means “excellent.”

Base: All respondents (n = 403)

Figure 3: City of Bellevue as a Place to Live 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 midpoint on a 5-point scale.

## BIGGEST PROBLEM FACING BELLEVUE

Traffic (39%) continues to be the most commonly mentioned response when residents were asked to name the biggest problems facing Bellevue.

- Traffic is mentioned by most often by respondents who live in West Lake Hills (58%), West Bellevue (55%), Downtown (53%), Northeast Bellevue (52%), and Cougar Mountain (51%).

One in five (21%) Bellevue residents feel that transportation (not including traffic issues) is the biggest problem facing Bellevue.

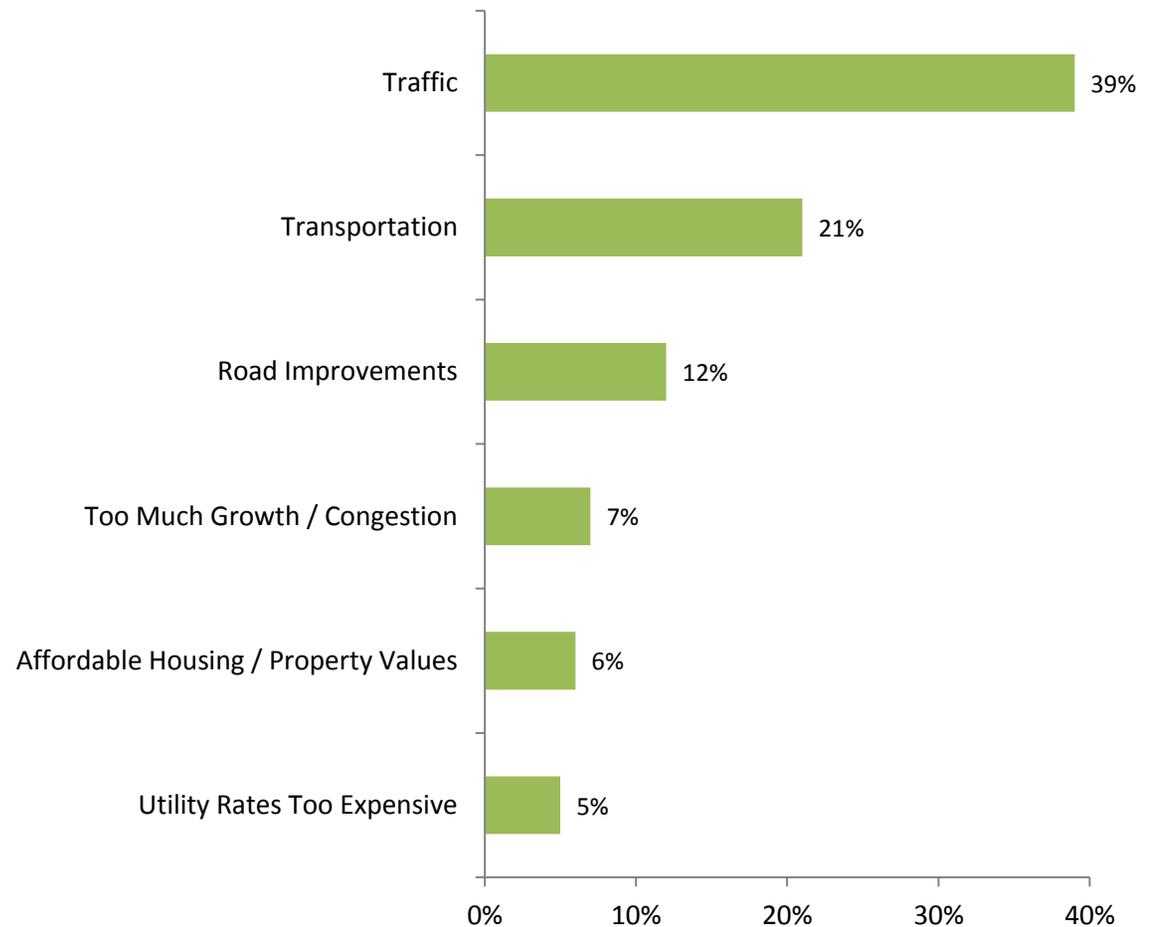
- Most mentions are about public transportation options such as light rail into Bellevue as well as increasing or improving bike and pedestrian pathways.
- Respondents in Bridle Trails / Bel-Red (38%) and Downtown Bellevue (34%) are significantly more likely to say transportation is an issue.

Road improvements (12%) and growth and congestion (7%) are also issues, especially for respondents in Newport Hills.

High utility rates were seen for the first time in 2014. Although only 15 respondents mentioned high utility rates—specifically water/sewer—this has not been seen any year prior to 2014.

- This was mentioned primarily by new and younger residents.

Figure 4: Top Five Mentioned Biggest Problems Facing Bellevue



QA1A—What, if anything, is the biggest problem facing Bellevue that you feel the city should do something about over the next two years?

Base: All respondents (n = 403). Open-ended multiple-response question: sums may add to greater than 100%.

## BIGGEST PROBLEM FACING BELLEVUE BY NEIGHBORHOOD

Table 6: Biggest Problem Facing Bellevue by Neighborhood

	Overall (n=403)	Bridle Trails (n <sub>w</sub> =38)	Cougar Mountain (n <sub>w</sub> =49)	Crossroads (n <sub>w</sub> =44)	Downtown (n <sub>w</sub> =35)	Factoria/Eastgate (n <sub>w</sub> =13)	Newport Hills (n <sub>w</sub> =42)	N.E Bellevue (n <sub>w</sub> =25)
Traffic	39%	42%	51%	21%	53%	27%	39%	52%
Transportation	21%	38%	23%	23%	34%	3%	15%	8%
Road Improvements	12%	11%	13%	5%	0%	26%	25%	17%
Too Much Growth/ Congestion	7%	2%	8%	6%	10%	5%	9%	7%
Affordable Housing	6%	7%	1%	6%	26%	0%	5%	0%
Utility Rates Too Expensive	5%	0%	2%	10%	0%	0%	9%	8%
	N.W. Bellevue (n <sub>w</sub> =28)	Sammamish /E Lake Hills (n <sub>w</sub> =40)	Somerset (n <sub>w</sub> =23)	W. Bellevue (n <sub>w</sub> =24)	W. Lake Hills (n <sub>w</sub> =13)	Wilburton (n <sub>w</sub> =15)	Woodridge (n <sub>w</sub> =15)	
Traffic	31%	23%	46%	55%	58%	17%	24%	
Transportation	9%	25%	21%	9%	14%	3%	33%	
Road Improvements	1%	18%	17%	14%	3%	14%	0%	
Too Much Growth/ Congestion	8%	4%	0%	7%	11%	4%	16%	
Affordable Housing	7%	6%	5%	0%	2%	0%	0%	
Utility Rates Too Expensive	2%	3%	0%	0%	2%	33%	6%	

QA1A—What, if anything, is the biggest problem facing Bellevue that you feel the city should do something about over the next two years?

Base: All respondents (n = 403)

## NEIGHBORHOOD QUALITY OF LIFE

The vast majority (94%) of Bellevue residents feel that the quality of life in their neighborhood is good (47%) or excellent (47%).

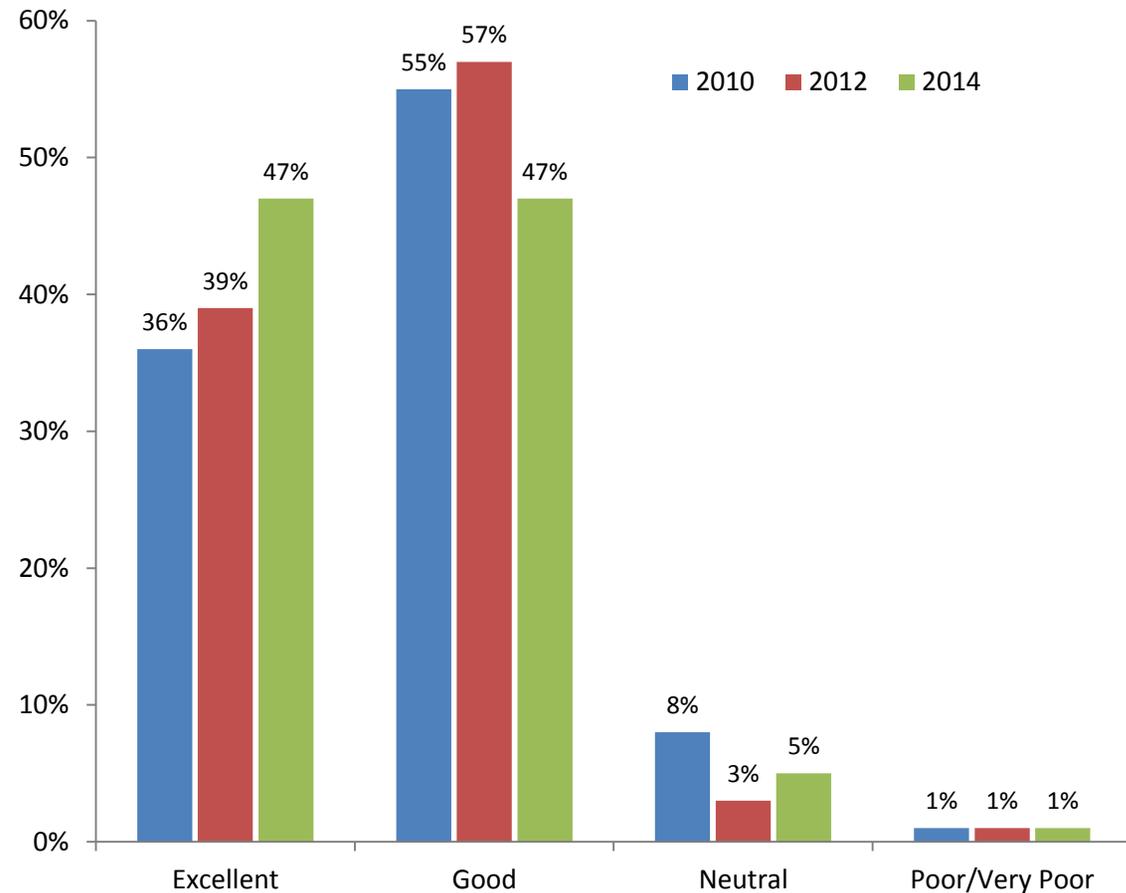
- Top box ratings have remained significantly higher than 2010.
- Ratings of excellent are significantly higher than in 2010 and 2012.
- Additionally, the mean score has increased each cycle and is significantly higher than in 2010.

There are a few differences in the total percentage giving their neighborhoods a combined good or excellent rating:

- All (100%) respondents in Cougar Mountain say the quality of life in their neighborhood is good (23%) or excellent (77%).
- The same is true with Downtown respondents Downtown (42% good, 58% excellent), Factoria/Eastgate (53% good, 47% excellent), and West Lake Hills (34% good, 66% excellent).

Respondents in Crossroads give significantly lower scores than other neighborhoods.

Figure 5: Neighborhood as a Place to Live



Q1B—How do you rate the quality of life in your own neighborhood? Mean based on 5-point scale where “1” means “very poor” and “5” means “excellent.”

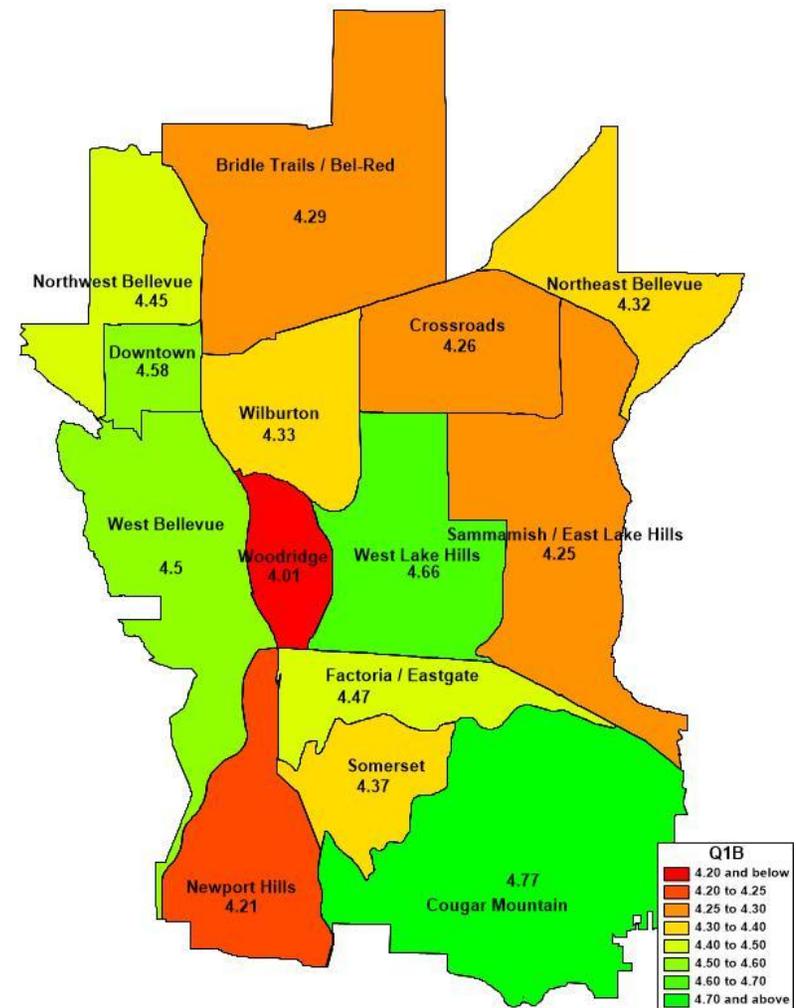
Base: All respondents (n2010 = 745; n2012 = 462; n2013 = 403)

Table 7: Neighborhood as a Place to Live by Neighborhood

	Overall (n=403)	Bridle Trails (n <sub>w</sub> =38)	Cougar Mountain (n <sub>w</sub> =49)	Crossroads (n <sub>w</sub> =44)	Downtown (n <sub>w</sub> =35)
Excellent	47%	35%	<b>77%</b>	42%	58%
Good	47%	60%	23%	43%	42%
Neutral	5%	6%	0%	15%	0%
Poor/Very Poor	1%	0%	0%	0%	0%
Mean	4.40	4.29	<b>4.77</b>	4.26	<b>4.58</b>
	Factoria/ Eastgate (n <sub>w</sub> =13)	Newport Hills (n <sub>w</sub> =42)	N.E Bellevue (n <sub>w</sub> =25)	N.W. Bellevue (n <sub>w</sub> =28)	Sammamish /E Lake Hills (n <sub>w</sub> =40)
Excellent	47%	33%	42%	46%	39%
Good	53%	61%	52%	53%	51%
Neutral	0%	1%	4%	1%	7%
Poor/Very Poor	0%	5%	3%	0%	3%
Mean	4.47	4.21	4.32	<b>4.45</b>	4.25
	Somerset (n <sub>w</sub> =23)	W. Bellevue (n <sub>w</sub> =24)	W. Lake Hills (n <sub>w</sub> =13)	Wilburton (n <sub>w</sub> =15)	Woodridge (n <sub>w</sub> =15)
Excellent	48%	52%	<b>66%</b>	47%	15%
Good	42%	46%	34%	38%	72%
Neutral	11%	2%	0%	14%	14%
Poor/Very Poor	0%	0%	0%	0%	0%
Mean	4.37	<b>4.50</b>	<b>4.66</b>	4.33	4.01

Q1B—How do you rate the quality of life in your own neighborhood? Mean based on 5-point scale where “1” means “very poor” and “5” means “excellent.”  
Base: All respondents (n = 403)

Figure 6: Neighborhood as a Place to Live 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 midpoint on a 5-point scale.

## KEY FINDINGS—TAXES AND SERVICES

### VALUE OF SERVICES

Respondents were told which key services—such as fire, police, recreation, and transportation were paid for by city tax dollars. Then they were asked if they felt they were getting value for their tax dollars.

In previous years, a significant portion of respondents replied “don’t know” (17% in 2012 and 22% in 2010). In 2014, less than 1 percent replied “don’t know.” For comparison purposes, “don’t know” responses have been removed from the base of respondents.

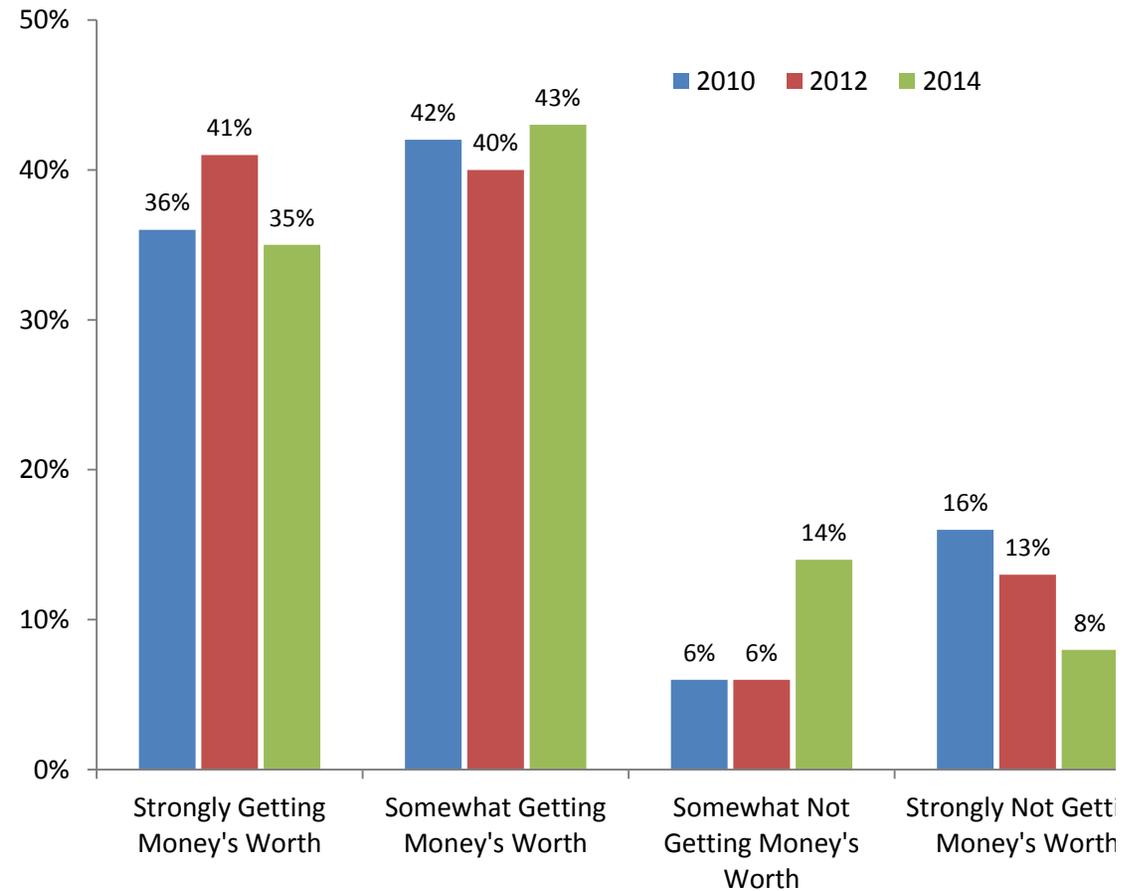
Nearly four out of five (78%) of residents feel they are getting value for their tax dollars.

- There has been a significant shift in 2014 from “strongly” to “somewhat” for both those who feel they are and are not getting their money’s worth.

While there are no significant differences across demographics, the perceived value of tax dollars varies across neighborhoods.

- Respondents in Westlake Hills (98%), Northwest Bellevue (95%), Downtown (89%), and Cougar Mountain (85%) say they are getting their money’s worth.
- Conversely, two-thirds (66%) of respondents in Woodridge say they are not getting their money’s worth.

Figure 7: Value of Services



Q4L—Thinking about City of Bellevue services and facilities, do you feel you are getting your money's worth for your tax dollars or not? (Excludes “Don’t Know” responses)

Base: All respondents (n2010 = 745; n2012 = 462; n2013 = 403)

Table 8: Value of Services by Neighborhood

	Overall (n=403)	Bridle Trails (n <sub>w</sub> =38)	Cougar Mountain (n <sub>w</sub> =49)	Crossroads (n <sub>w</sub> =44)	Downtown (n <sub>w</sub> =35)	Factoria/Eastgate (n <sub>w</sub> =13)	Newport Hills (n <sub>w</sub> =42)	N.E Bellevue (n <sub>w</sub> =25)
Strongly Getting Money's Worth	35%	42%	40%	36%	41%	56%	26%	43%
Somewhat Getting Money's Worth	43%	23%	45%	50%	48%	31%	38%	36%
Somewhat Not Getting Money's Worth	14%	33%	9%	11%	6%	0%	8%	15%
Strongly Not Getting Money's Worth	8%	2%	6%	3%	6%	13%	27%	5%
	N.W. Bellevue (n <sub>w</sub> =28)	Sammamish / E Lake Hills (n <sub>w</sub> =40)	Somerset (n <sub>w</sub> =23)	W. Bellevue (n <sub>w</sub> =24)	W. Lake Hills (n <sub>w</sub> =13)	Wilburton (n <sub>w</sub> =15)	Woodridge (n <sub>w</sub> =15)	
Strongly Getting Money's Worth	22%	36%	35%	30%	44%	26%	9%	
Somewhat Getting Money's Worth	73%	36%	44%	54%	54%	47%	25%	
Somewhat Not Getting Money's Worth	4%	23%	6%	15%	0%	13%	63%	
Strongly Not Getting Money's Worth	1%	6%	15%	1%	2%	14%	3%	

Q4L—Thinking about City of Bellevue services and facilities, do you feel you are getting your money's worth for your tax dollars or not? (Excludes "don't know" responses)

Base: All respondents (n = 403)

## FUNDING OF CITY SERVICES AND FACILITIES

In previous years, a significant portion replied “it depends” (8% in 2010 and 7% in 2012) or “no opinion” (14% in 2010 and 13% in 2012) when asked whether they would like to see taxes and services increased, decreased, or kept at current levels.

In 2014, less than 1 percent replied “it depends” or “no opinion.” For comparison purposes, those responses have been removed from the base of respondents.

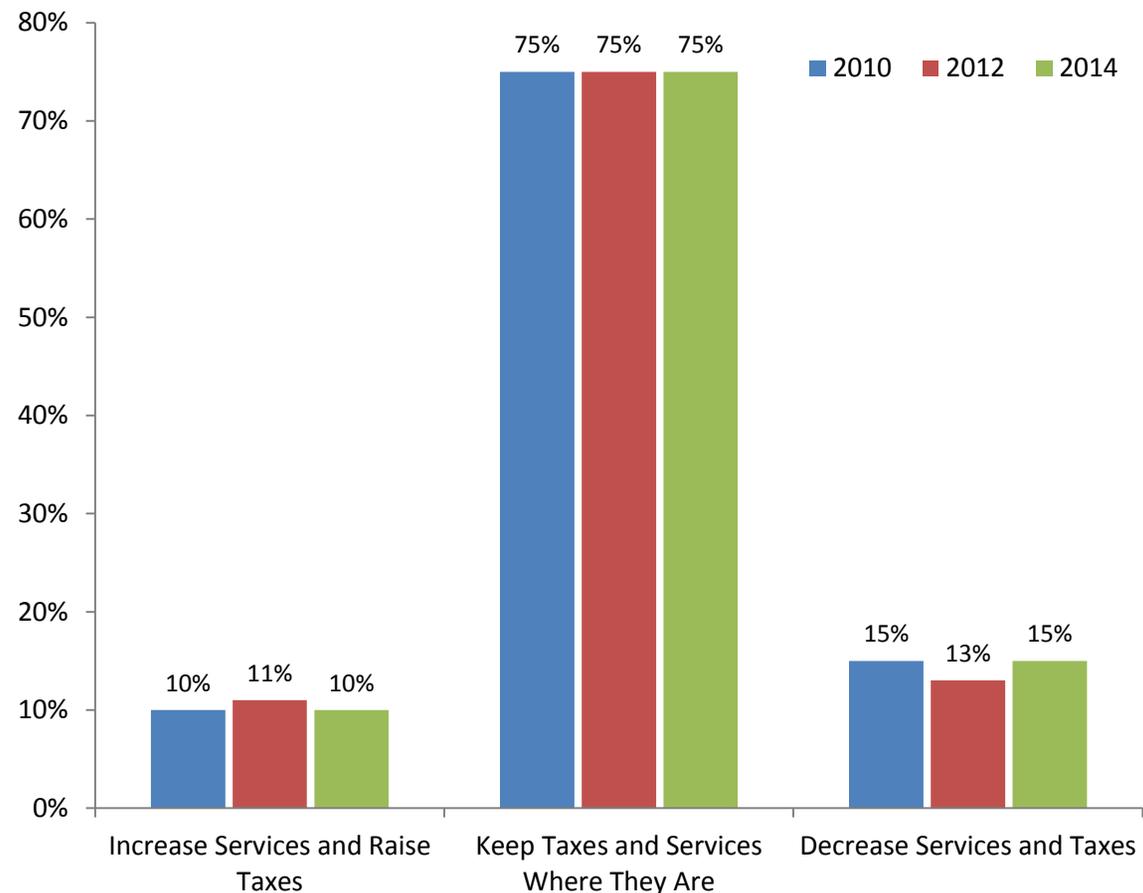
Three out of four (75%) Bellevue residents feel the city should strive to maintain its current levels of services and taxes. This has not changed when compared to the 2010 and 2012 results.

Overall, 15 percent of Bellevue residents feel the city should decrease services and taxes, and 10 percent suggest that services and taxes should be increased.

- One-third of the respondents in Newport Hills (35%) feel the city should decrease taxes and services.
- At the same time, 36 percent of respondents in Woodridge would prefer to increase taxes and services.

Because so few provided answers to what services and facilities need to be decreased or increased, analysis was not undertaken on those segments.

Figure 8: Taxes and Funding of Services and Facilities



Q58—You support city services and facilities through a portion of property, sales and other taxes. Considering all city services on the one hand and taxes on the other, which of the following statements comes closest to your view?  
 Base: All respondents (n2010 = 745; n2012 = 462; n2013 = 403)

Table 9: Taxes and Funding of Services and Facilities by Neighborhood

	Overall (n=403)	Bridle Trails (n <sub>w</sub> =38)	Cougar Mountain (n <sub>w</sub> =49)	Crossroads (n <sub>w</sub> =44)	Downtown (n <sub>w</sub> =35)	Factoria/Eastgate (n <sub>w</sub> =13)	Newport Hills (n <sub>w</sub> =42)	N.E Bellevue (n <sub>w</sub> =25)
Increase Services and Raise Taxes	10%	27%	12%	1%	4%	0%	11%	21%
Keep Taxes and Services Where They Are	75%	57%	79%	85%	80%	87%	55%	72%
Decrease Services and Taxes	15%	16%	10%	14%	16%	13%	35%	6%
	N.W. Bellevue (n <sub>w</sub> =28)	Sammamish/ E Lake Hills (n <sub>w</sub> =40)	Somerset (n <sub>w</sub> =23)	W. Bellevue (n <sub>w</sub> =24)	W. Lake Hills (n <sub>w</sub> =13)	Wilburton (n <sub>w</sub> =15)	Woodridge (n <sub>w</sub> =15)	
Increase Services and Raise Taxes	4%	8%	7%	8%	3%	2%	36%	
Keep Taxes and Services Where They Are	89%	77%	79%	88%	80%	86%	44%	
Decrease Services and Taxes	7%	15%	14%	5%	19%	13%	21%	

Q58—You support city services and facilities through a portion of property, sales and other taxes. Considering all city services on the one hand and taxes on the other, which of the following statements comes closest to your view?

Base: All respondents (n = 403)

## KEY FINDINGS—PRIORITIES FOR CITY SERVICES

### IMPORTANCE OF CITY SERVICES

Respondents were read a list of 39 city services and programs and were asked to indicate the importance of each. Because of the large number of items to be rated, respondents were randomly assigned to one of two groups; each rated a subset of items.

All city services evaluated are considered to be at least somewhat important, receiving a rating of 4 or higher on a 7-point scale (4 is the midpoint).

The seven most important services are similar to 2012 and are in generally the same rank order. In 2010 and 2012, maintaining street lights and traffic signals had the 6th highest importance; this has dropped to the 9th highest in 2014. Keeping Bellevue streets clean has increased from 11th in 2010 and 17th in 2012 to 7th highest in 2014.

Table 11: Second-Tier Importance

Rank 2010	Rank 2012	Rank 2014	Service Description
N/A	20	8	Managing residential development
6	6	9	Maintaining street lights and traffic signals
12	8	10	Promoting jobs and economic development
13	14	11	Preserving open spaces
9	9	12	Preparing for natural disasters, such as earthquakes and major storms
8	16	13	Clean and well-maintained parks
15	13	14	Supporting residents in need
14	11	15	Prosecuting misdemeanor crimes
N/A	21	16	Managing downtown development
22	12	17	Community policing
23	30	18	Providing recreation programs for youth, seniors, and residents with special needs
N/A	N/A	19	Connecting people to where they want to go through an adequate and accessible system of walkways*

\*New question in 2014. Ranking is based on standardized scores for importance.

Base: Two groups of randomly selected respondents:

2010 (n1 weighted = 365 ; n2 weighted = 366)

2012 (n1 weighted = 263 ; n2 weighted = 199)

2014 (n1 weighted = 199 ; n2 weighted = 204)

Table 10: Most Important Services

Rank 2010	Rank 2012	Rank 2014	Service Description
1	1	1	Responding to fires
2	3	2	Responding to calls for police assistance
4	2	3	Providing emergency medical services
3	4	4	Investigating and solving felony crimes
5	5	5	Protecting water in lakes and streams
7	7	6	Maintaining existing streets and sidewalks
11	17	7	Keeping Bellevue streets clean

Ranking is based on standardized scores for importance.

Base: Two groups of randomly selected respondents:

2010 (n1 weighted = 365 ; n2 weighted = 366)

2012 (n1 weighted = 263 ; n2 weighted = 199)

2014 (n1 weighted = 199 ; n2 weighted = 204)

Twelve additional items were also identified as important.

While most services in this tier are the same as in previous years, managing residential development has increased to 8th most important.

Providing recreation programs for youth, seniors, and residents with special needs moved up from third-tier services.

While still important (mean rating greater than 4 on a 7-point scale), the remaining 20 items are comparatively less important than those discussed previously.

The largest notable difference is the drop in reducing traffic problems in downtown Bellevue from 10th highest in 2012 to number 23 in 2014.

Table 12: Less Important Services

Rank 2010	Rank 2012	Rank 2014	Service Description
20	23	20	Preventing fires through education
17	24	21	Neighborhood improvements
27	37	22	Enhance system of parks as community grows
N/A	10	23	Reduce traffic problems in downtown Bellevue
17	15	24	Provide recreation programs and facilities for individuals to lead healthy and active lifestyles
19	19	25	Enforcing traffic laws
30	28	26	Building neighborhood sidewalks
27	26	27	More sidewalks along major roads
28	32	28	Responding to code violations
31	27	29	Easy to get information on services
29	34	30	Affordable housing
18	18	31	Build or widen city streets to help ease congestion
N/A	25	32	Reducing residential traffic
N/A	N/A	33	Connect people to where they want to go through an adequate system of bikeways*
33	31	34	Outreach and programs to give neighborhoods better access to city services
25	38	35	More recreation trails
34	33	36	Sponsoring festivals and events
32	29	37	Improvements for bicycle riders
35	36	38	Support the arts
26	22	39	Traffic enforcement in neighborhoods

\*New question in 2014. Ranking is based on standardized scores for importance.

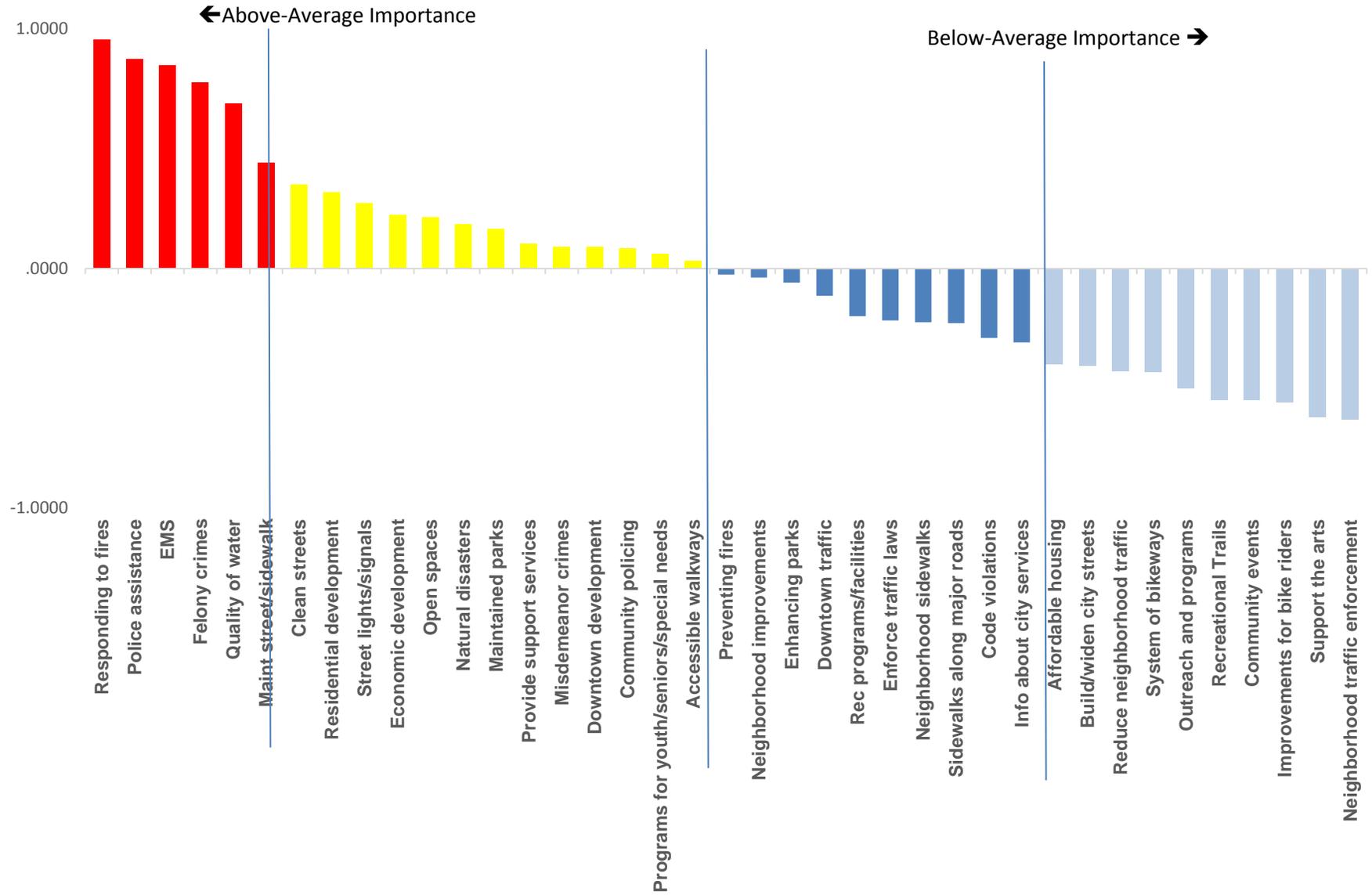
Base: Two groups of randomly selected respondents:

2010 (n1 weighted = 365 ; n2 weighted = 366)

2012 (n1 weighted = 263 ; n2 weighted = 199)

2014 (n1 weighted = 199 ; n2 weighted = 204)

Figure 9: Importance of City Services



## SATISFACTION WITH SERVICE DELIVERY

Residents' satisfaction with each of the individual aspects of city services received relatively high ratings—a mean of 4.37 or greater on a 7-point scale. As with the importance ratings, for each respondent, items were standardized and ranked from most to least satisfied.

Seven items were rated the highest. Six of the seven are the same as in 2010 and 2012.

- Maintaining existing streets and sidewalks moved up from 9th in 2010 and 19th in 2012 to 6th in 2014.
- Satisfaction with maintaining street lights and traffic signals dropped from fourth in 2012 to ninth in 2014

Table 13: Top Performing Services

Rank 2010	Rank 2012	Rank 2014	Service Description
1	1	1	Responding to fires
2	2	2	Providing emergency medical services
6	3	3	Responding to calls for police
4	7	4	Keeping Bellevue streets clean
3	5	5	Ensuring clean and well-maintained parks and facilities
9	19	6	Maintaining existing streets and sidewalks
7	6	7	Protecting water in lakes and streams

Ranking is based on standardized scores for importance.

Base: Two groups of randomly selected respondents:

2010 (n1 weighted = 365 ; n2 weighted = 366)

2012 (n1 weighted = 263 ; n2 weighted = 199)

2014 (n1 weighted = 199 ; n2 weighted = 204)

While still receiving satisfaction ratings above the midpoint (4) on the seven-point scale, six items have the lowest satisfaction scores and represent areas for improvement.

- Satisfaction with reducing traffic problems downtown now has the lowest satisfaction.
- Satisfaction with affordable housing remains very low.
- New in 2014, satisfaction is relatively low for connecting people through an adequate system of bikeways.
- While still low, satisfaction with managing residential development has increased from 35th in 2012 to 32nd in 2014.

Table 14: Areas for Improvement

Rank 2010	Rank 2012	Rank 2014	Service Description
N/A	37	39	Reducing traffic problems downtown
35	38	38	Affordable housing
31	33	37	Building or widening streets
29	34	36	Improvements for bicycle riders
N/A	N/A	35	Connecting people through an adequate system of bikeways
28	36	34	Promoting jobs and economic development

\*New question in 2014. Ranking is based on standardized scores for importance.

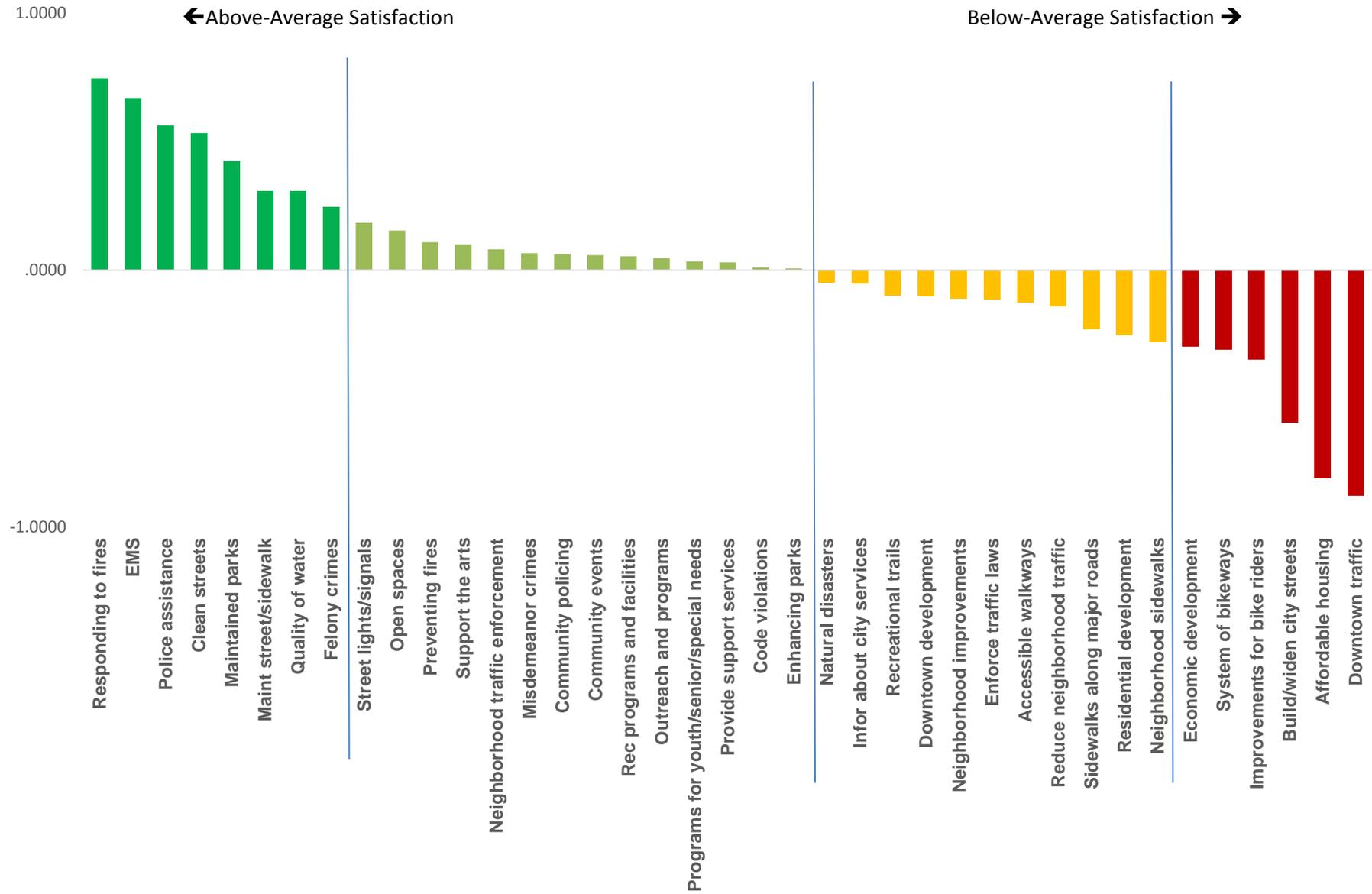
Base: Two groups of randomly selected respondents:

2010 (n1 weighted = 365 ; n2 weighted = 366)

2012 (n1 weighted = 263 ; n2 weighted = 199)

2014 (n1 weighted = 199 ; n2 weighted = 204)

Figure 10: Satisfaction with City Services



## QUADRANT ANALYSIS

A quadrant analysis was done to identify how best to allocate resources across these services based on what is most important to residents and their relative satisfaction with city services. Overall, most services have similar ratings as when this study was performed in 2012.

- **Quadrant A—Above-Average Importance/Above-Average Satisfaction:** This quadrant contains those elements of service that are of above-average importance and for which current perceptions of service are also above average. This quadrant represents Bellevue’s greatest strengths in terms of service delivery. Current levels of service should be maintained for all attributes in this quadrant. Particular attention should be paid to maintaining or even improving social resources such as:
  - Providing support services for residents in need—while less important, this attribute has the lowest satisfaction rating of any service in this quadrant.
  - Providing recreation programs for youth, seniors, and residents with special needs—similar to providing support services for residents in need, this attribute is slightly less important but has the second lowest satisfaction rating of any service in this quadrant.

Improvement has been made in investigating and solving felony crimes. In 2012, satisfaction was borderline for this attribute but has now improved to be on-par with most other attributes in this quadrant.

- **Quadrant B—Above-Average Importance/Below-Average Satisfaction:** This quadrant also contains those elements of service that are of above-average importance. However, current perceptions of service are below average. These elements of service should be considered potential problem areas, and resources should be allocated for improvements to improve resident satisfaction:
  - Managing development has increased in importance from 2012—both managing downtown and residential development have moved from Quadrant C in 2012 to Quadrant B in 2014.
  - New in 2014, connecting people to where they want to go through an adequate and accessible system of walkways appears in Quadrant B.
  - Preparing for natural disasters and promoting jobs both remain in this quadrant, suggesting that the city still has work to do to improve these services.
- **Quadrant C—Below-Average Importance/Below-Average Satisfaction:** This quadrant contains elements of service for which current perceptions of service are below average. However, they are less important elements of service than those in Quadrant B and should be considered secondary problem areas. If additional resources are available, they should be allocated to the items in this quadrant.
  - Downtown traffic has moved from Quadrant B in 2012 to Quadrant C in 2014; however, it is the most important attribute in this section and has the lowest satisfaction out of all attributes.
  - Affordable housing—while less important, this has the second lowest satisfaction of all attributes.
  - Build and widen city streets has the third lowest satisfaction of all attributes.
- **Quadrant D—Below-Average Importance/Above-Average Satisfaction:** This quadrant contains those elements of service for which current perceptions of service are above average but that are less important to citizens. Like Quadrant A, this quadrant also represents Bellevue’s strengths. However, these elements are somewhat less important than those strengths noted in Quadrant A. No additional resources should be allocated to items in this area.

Figure 11: Quadrant Analysis

Quadrant D: Below-Average Importance / Above-Average Satisfaction

Quadrant A: Above-Average Importance / Above-Average Satisfaction

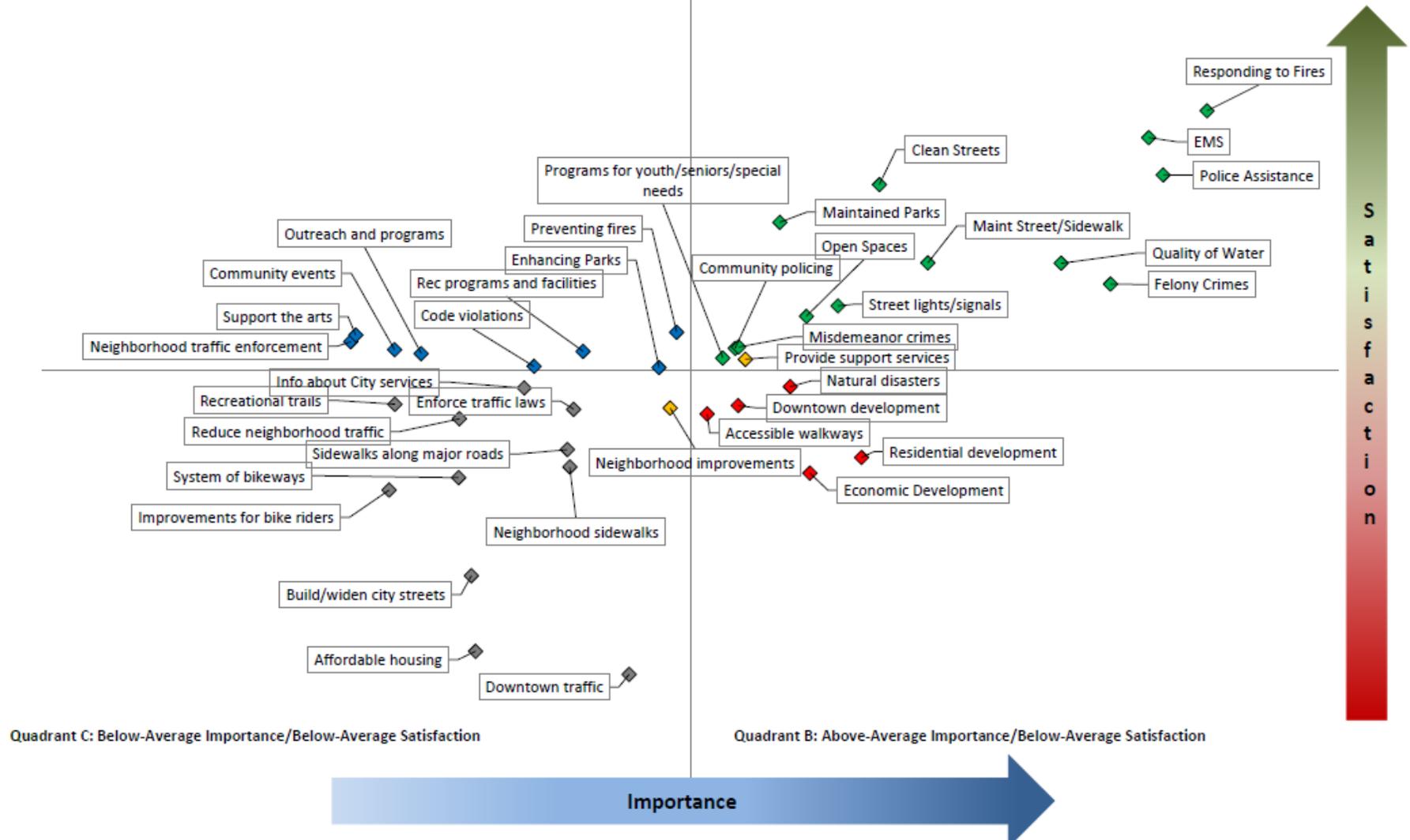


Table 15: Quadrant Analysis Key

Phrase	Question Text
Rec programs and facilities	Providing recreation programs and facilities for individuals to lead healthy and active lifestyles
Maintained parks	Ensuring clean and well maintained parks and park facilities
Enhancing system of parks	Enhancing its system of parks as the community grows
Open spaces	Preserving open spaces and natural areas
Protect quality of water	Protecting the quality of water in Bellevue's lakes and streams
Recreational trails	Expanding the system of recreational trails
Enforce traffic laws	Reducing traffic accidents through enforcing traffic laws
Build/widen city streets	Building or widening City streets and roads to help ease traffic congestion
Reduce neighborhood traffic	Reducing traffic problems in residential neighborhoods
Downtown traffic	Reducing traffic problems in downtown Bellevue
Street lights and traffic signals	Maintaining street lights and traffic signals
Neighborhood traffic enforcement	Providing police traffic enforcement in residential neighborhoods
Preventing fires	Preventing fires through public education and safety inspections
Responding to fires	Responding to fires
EMS	Providing emergency medical services such as Medic One
Natural disasters	Preparing for natural disasters, such as earthquakes and major storms
Affordable housing	Promoting affordable housing for City residents
Info about City services	Making it easy to get information about City services and programs
Programs for youth/seniors/special needs	Providing recreation programs for youth, seniors, and residents with special needs
Community events	Sponsoring community festivals and events
Provide support services	Providing support services for residents in need
Support the arts	Supporting the arts
Outreach and programs	Providing outreach and programs to give neighborhoods better access to City services
Neighborhood improvements	Neighborhood improvements, such as sidewalks and crosswalks
Maint street/sidewalk	Maintaining existing streets and sidewalks
Neighborhood sidewalks	Building additional neighborhood sidewalks
Sidewalks along major roads	Building additional sidewalks along major roads
Improvements for bike riders	Making improvements for bicycle riders
Clean Streets	Keeping Bellevue streets clean
System of walkways	Connecting people to where they want to go through an adequate and accessible system of walkways
System of bikeways	Connecting people to where they want to go through an adequate system of bikeways
Code violations	Responding to citizens' complaints about code violations, like illegal housing additions or junk vehicles
Community policing	Community policing
Police Assistance	Responding to citizen calls for police assistance
Felony Crimes	Investigating and solving felony crimes
Misdemeanor crimes	Prosecuting misdemeanor and gross misdemeanor crimes committed in Bellevue
Residential development	Managing Bellevue's residential development through planning and zoning
Downtown development	Managing development in downtown Bellevue through planning and zoning
Promote jobs	Promoting jobs and economic development

## KEY FINDINGS—BUDGET PRIORITIES

In 2010 and 2014, MaxDiff Scaling was used to determine budget priorities. MaxDiff is a technique to derive importance or preference scores by showing respondents groupings of four (4) elements and asking them to indicate which is the most important and which is the least important city service. The results are preference scores, which add up to 100. The wording of each budget priority was changed to make them easier for respondents to understand what services are included in each budget priority area. See Appendix III for a direct comparison between the two years. A slightly different methodology known as partial ranking was used in 2012, which may account for some of the movement seen in 2012 when compared to 2010 and 2014. However, improved mobility and a safe community have been trending steadily through each cycle.

Prioritization of improved mobility has increased every survey cycle from 2010 and is now tied for the top overall budget priority.

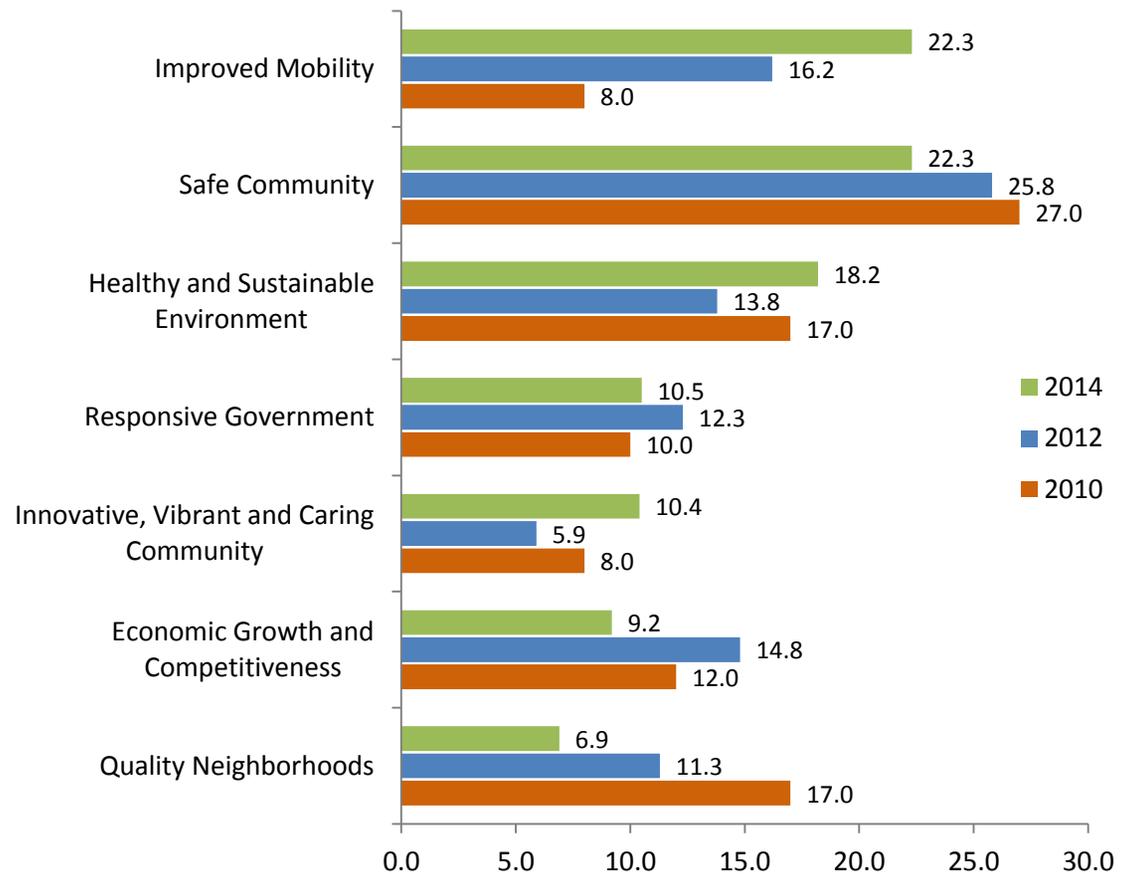
Safe community still remains high but has decreased every survey cycle relative to traffic and transportation.

Healthy and sustainable environment as well as responsive government and innovative, vibrant, and caring Community have returned to near 2010 levels.

Economic growth and competitiveness has decreased from third highest priority in 2012 to sixth highest in 2014.

The relative importance of quality neighborhoods has decreased each survey cycle and is now the lowest priority.

Figure 12: Overall Budget Priorities



MaxDiff analysis base: All respondents (n = 403)

Table 16: Budget Priorities by Neighborhood

	Overall		Bridle Trails/Bel-Red		Cougar Mountain		Crossroads		Downtown		Factoria /Eastgate		Newport Hills		Northeast Bellevue	
	Rank	Rank Score	Rank	Rank Score	Rank	Rank Score	Rank	Rank Score	Rank	Rank Score	Rank	Rank Score	Rank	Rank Score	Rank	Rank Score
Improved Mobility	1	22.3	1	25.56	1	24.04	1	25.07	2	21.28	3	19.72	1	27.06	1	22.90
Safe Community	2	22.3	3	20.43	2	22.24	3	19.07	1	22.64	2	21.30	2	19.14	3	19.07
Healthy and Sustainable Environment	3	18.2	2	22.29	3	17.45	2	20.02	3	21.07	1	26.32	3	17.68	2	19.31
Responsive Government	4	10.5	6	5.49	4	10.14	7	6.51	4	13.29	4	11.89	6	7.79	5	11.13
Innovative, Vibrant, and Caring Community	5	10.4	4	14.46	6	8.91	4	11.42	5	9.69	7	5.92	5	9.16	4	13.38
Economic Growth and Competitiveness	6	9.2	7	4.31	7	8.14	5	10.58	7	5.90	6	7.15	4	11.64	6	7.89
Quality Neighborhoods	7	6.9	5	7.47	5	9.07	6	7.33	6	6.13	5	7.71	7	7.53	7	6.32
	Northwest Bellevue		Sammamish/East		Somerset		West Bellevue		West Lake Hills		Wilburton		Woodridge			
	Rank	Rank Score	Rank	Rank Score	Rank	Rank Score	Rank	Rank Score	Rank	Rank Score	Rank	Rank Score	Rank	Rank Score		
Improved Mobility	3	17.55	1	21.75	1	25.28	2	22.87	2	22.60	4	15.67	3	22.67		
Safe Community	1	24.76	2	20.46	2	22.39	1	25.61	1	28.27	2	22.04	1	23.70		
Healthy and Sustainable Environment	2	22.51	3	17.94	3	15.02	3	15.02	3	14.41	1	22.38	2	22.72		
Responsive Government	5	8.24	5	12.05	7	7.34	4	11.01	4	12.58	6	5.90	4	13.75		
Innovative, Vibrant and Caring Community	4	11.26	6	9.93	4	11.53	5	10.58	6	7.75	3	16.10	5	7.43		
Economic Growth and Competitiveness	7	7.78	4	12.55	5	10.48	6	9.91	7	3.83	5	15.25	7	4.26		
Quality Neighborhoods	6	7.90	7	5.32	6	7.95	7	5.02	5	10.57	7	2.66	6	5.48		

MaxDiff analysis base: All respondents (n = 403)

## KEY FINDINGS—SPECIAL TOPICS

### TRAFFIC AND CONGESTION

Residents’ opinions on how to handle traffic and congestion remain similar to previous years.

Nearly all (90%) Bellevue residents agree that the city should work with regional transit agencies to improve local and regional public transportation serving Bellevue; this has gone up each cycle from 2010, and agreement is up significantly from 2010.

Agreement with encouraging people to choose alternative transportation modes has increased since 2010 as well, and now 4 out of 5 respondents (80%) agree that the city should do something here.

With just over half (51%) agreeing, the idea of creating additional capacity by widening the roads received only modest support. Support for this has remained relatively unchanged since 2010.

Bellevue residents have mixed opinions as to whether to divert traffic away from local neighborhoods, even if it increases travel time—48 percent agree; 34 percent disagree. Support for this has remained relatively unchanged since 2010.

New to 2014, residents were asked about agreement on working with the state to widen highways. Three out of five (60%) residents agree with this statement; however, agreement is not very strong as only one-third (33%) strongly agree and one-quarter of residents (26%) disagree.

Table 17: Preferred Ways to Manage Increased Traffic Congestion

	2010	2012	2014
<b>Work with Regional Agencies to Improve Transit Service</b>			
Strongly Agree	60%	61%	65%
Somewhat Agree	24%	22%	25%
Neither Agree nor Disagree	4%	5%	6%
Disagree	12%	11%	5%
<b>Encourage People to Choose Alternative Transportation Modes</b>			
Strongly Agree	45%	n/a	49%
Somewhat Agree	29%	n/a	31%
Neither Agree nor Disagree	8%	n/a	9%
Disagree	18%	n/a	11%
<b>Widen Major City Roads</b>			
Strongly Agree	21%	18%	23%
Somewhat Agree	29%	28%	28%
Neither Agree nor Disagree	14%	17%	17%
Disagree	35%	37%	33%
<b>Divert Traffic Away from Neighborhoods</b>			
Strongly Agree	18%	15%	19%
Somewhat Agree	28%	32%	29%
Neither Agree nor Disagree	22%	18%	18%
Disagree	32%	34%	34%
<b>Work with the State to Widen Highways</b>			
Strongly Agree	n/a	n/a	33%
Somewhat Agree	n/a	n/a	27%
Neither Agree nor Disagree	n/a	n/a	14%
Disagree	n/a	n/a	26%

Q56—In order to deal with increase traffic congestion, the city should...

Base: All respondents (n = 403)

Table 18: Preferred Ways to Manage Increased Traffic Congestion by Neighborhood (Top Box Scores)

	Overall (n=403)	Bridle Trails (n <sub>w</sub> =38)	Cougar Mountain (n <sub>w</sub> =49)	Crossroads (n <sub>w</sub> =44)	Downtown (n <sub>w</sub> =35)	Factoria/Eastgate (n <sub>w</sub> =13)	Newport Hills (n <sub>w</sub> =42)	N.E Bellevue (n <sub>w</sub> =25)
Work with Regional Agencies	90%	96%	88%	95%	100%	88%	90%	88%
Encourage Alternative Transportation	80%	96%	83%	75%	93%	88%	77%	90%
Widen Major Roads	51%	42%	42%	58%	34%	31%	72%	47%
Divert Traffic Away from Neighborhoods	48%	43%	52%	35%	53%	64%	45%	49%
Work with state to Widen Highways	60%	51%	57%	73%	33%	38%	79%	62%
	N.W. Bellevue (n <sub>w</sub> =28)	Sammamish/E Lake Hills (n <sub>w</sub> =40)	Somerset (n <sub>w</sub> =23)	W. Bellevue (n <sub>w</sub> =24)	W. Lake Hills (n <sub>w</sub> =13)	Wilburton (n <sub>w</sub> =15)	Woodridge (n <sub>w</sub> =15)	
Work with Regional Agencies	88%	87%	95%	75%	95%	83%	73%	
Encourage Alternative Transportation	53%	82%	82%	79%	60%	83%	68%	
Widen Major Roads	35%	65%	54%	48%	82%	64%	35%	
Divert Traffic Away from Neighborhoods	45%	55%	24%	53%	61%	53%	63%	
Work with state to Widen Highways	62%	63%	58%	58%	91%	64%	51%	

Q56—In order to deal with increase traffic congestion, the city should...

Base: All respondents (n = 403)

## ENVIRONMENTAL STEWARDSHIP

Environmental stewardship by managing water, waste management, and open spaces is considered to be a moderately high priority by Bellevue residents—it ranks as number three on budget priorities.

Nearly 9 in 10 (89%) residents recognize that careful and balanced stewardship of the environment will result in a long-term increase in the quality of life; a significant increase over 2010 and 2012. Eighty percent (80%) also recognize that careful and balanced stewardship of the environment will result in a long-term increase in the economic vitality of Bellevue.

The city has been improving on facilitating and encouraging environmentally sustainable practices in the community. Three-quarters (74%) of residents are happy with Bellevue’s environmental and sustainable practices, just over one-quarter (28%) strongly agree that they are happy with Bellevue’s environmental and sustainable practices. There has been a significant decline compared to 2010 and 2012 in those who disagree that they are happy with Bellevue’s environmental and sustainable practices.

Table 19: Support for Environmental Stewardship

	2010	2012	2014
<b>Having safe drinking water and clean air are important factors for quality of life</b>			
Strongly Agree	83%	83%	86%
Somewhat Agree	7%	8%	8%
Neither Agree nor Disagree	2%	2%	1%
Disagree	8%	7%	5%
<b>Stewardship of our environment and resources will increase the quality of life</b>			
Strongly Agree	58%	57%	66%
Somewhat Agree	24%	23%	23%
Neither Agree nor Disagree	4%	5%	5%
Disagree	14%	16%	6%
<b>Stewardship of our environment and resources will increase the economic vitality</b>			
Strongly Agree	45%	41%	54%
Somewhat Agree	32%	37%	26%
Neither Agree nor Disagree	8%	9%	10%
Disagree	15%	14%	10%
<b>I am happy with how much the City is doing to facilitate and encourage environmentally sustainable practices</b>			
Strongly Agree	29%	25%	28%
Somewhat Agree	39%	44%	46%
Neither Agree nor Disagree	15%	15%	18%
Disagree	17%	16%	8%

Q5–Q6—Please tell me how much you agree or disagree with the following statements.  
Base: All respondents (n = 403)

Table 20: Environmental Stewardship by Neighborhood (Top Box Scores)

	Overall (n=403)	Bridle Trails (n <sub>w</sub> =38)	Cougar Mountain (n <sub>w</sub> =49)	Crossroads (n <sub>w</sub> =44)	Downtown (n <sub>w</sub> =35)	Factoria/Eastgate (n <sub>w</sub> =13)	Newport Hills (n <sub>w</sub> =42)	N.E Bellevue (n <sub>w</sub> =25)
Safe Water and Clean Air	94%	95%	94%	100%	90%	100%	84%	97%
Stewardship Increases Quality of Life	89%	94%	88%	100%	90%	96%	80%	94%
Stewardship Increases Economic Vitality	80%	79%	81%	92%	88%	77%	66%	82%
Happy with the City's Sustainable Practices	74%	77%	76%	78%	51%	76%	62%	80%
	N.W. Bellevue (n <sub>w</sub> =28)	Sammamish/E Lake Hills (n <sub>w</sub> =40)	Somerset (n <sub>w</sub> =23)	W. Bellevue (n <sub>w</sub> =24)	W. Lake Hills (n <sub>w</sub> =13)	Wilburton (n <sub>w</sub> =15)	Woodridge (n <sub>w</sub> =15)	
Safe Water and Clean Air	100%	95%	99%	96%	82%	87%	100%	
Stewardship Increases Quality of Life	79%	88%	92%	91%	74%	87%	84%	
Stewardship Increases Economic Vitality	60%	89%	82%	77%	69%	87%	84%	
Happy with the City's Sustainable Practices	75%	84%	93%	64%	76%	68%	92%	

Q5–Q6—Please tell me how much you agree or disagree with the following statements.

Base: All respondents (n = 403)

## APPENDIX I—ADDRESS BASED SAMPLING

In the past, a random-digit dialing (RDD) telephone survey was used. Strict quotas were used to ensure representation of men and women, different age groups, and residents of multi-family versus single-family dwelling types was roughly proportionate to their actual incidence in the population. While RDD telephone survey research continues to be used widely, it has come under increased scrutiny due to the proliferation of cell phones as well as declining response rates. This has called into question the representativeness of surveys conducted using traditional RDD samples. Estimates today are that as many as 46 percent of all households in King County no longer have a landline telephone and rely strictly 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.<sup>3</sup>

Some studies address the problem of cell phone sampling by including a cell phone sample. In the case of Bellevue, this is an expensive and inefficient solution. It is inefficient because it is impossible to target cell phone households living in Bellevue as most of East King County shares the 425 area code. An alternative solution that is being increasingly used is address-based sampling with a dual mode for collecting the data among hard-to-reach populations as well as the growing number of cell phone-only and cell phone-primary households. As described earlier in the report, this study used address based sampling. The table below shows the results. As expected, less than one-quarter (22%) of households contacted by phone report only or primarily having a cell phone, where as 63 percent of those contacted via an invitation to take the survey online are cell phone-only or cell phone-primary households.

Table 21: Distribution of Landline versus Cell Phone Households

	Unweighted			Weighted			Population Estimate (King County) <sup>3</sup>
	Phone Sample	Web Sample	Total Sample	Phone Sample	Web Sample	Total Sample	
<b>Only have a cell phone</b>	2%	48%	19%	1%	58%	39%	46%
<b>Primarily use a cell phone</b>	20%	15%	18%	19%	14%	16%	17%
<b>Use landline and cell phone</b>	46%	26%	38%	46%	19%	28%	21%
<b>Primarily use a landline</b>	27%	10%	21%	30%	9%	16%	10%
<b>Only have a landline</b>	5%	1%	4%	4%	0%	2%	5%

<sup>3</sup> 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>

Additionally, as the table below indicates, residents without landline numbers (those invited to take the survey online) are demographically different from those contacted via telephone. As would be expected, web respondents are more likely to be male, younger, and newer residents—demographics that are more difficult to contact with traditional telephone dialing. For a full break-out of demographics surveyed versus the population of Bellevue, see Appendix II.

Table 22: Distribution of Landline versus Cell Phone Households

Gender			Household Type			Age			Length of Residence		
	Phone Sample	Web Sample		Phone Sample	Web Sample		Phone Sample	Web Sample		Phone Sample	Web Sample
Male	49%	56%	Single Family	76%	63%	18 to 34	2%	22%	0-3 years	10%	32%
Female	51%	44%	Multi-Family	24%	37%	35 to 54	38%	54%	4-9 years	11%	28%
						55+	60%	24%	10 years or more	79%	39%

The passage below from Centris Marketing Intelligence sums up a few of the key advantages of using address-based sampling.

*Recent advances in database technologies along with improvements in coverage of household addresses have provided a promising alternative for surveys that require representative samples of households. Obviously, each household has an address and virtually all households receive mail from the U.S. Postal Service (USPS)... 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.<sup>4</sup>*

<sup>4</sup> White Paper, Address Based Sampling, Centris Marketing Intelligence, December 2008.

## APPENDIX II—WEIGHTING

The weights were applied in two stages. The first-stage weight adjusted for sample type (phone vs. online) by taking the proportion in the sample frame and dividing it by the proportion of completed interviews for each sample type (phone vs. online). 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 dwelling type, gender, and age distributions of the sample match that of all Bellevue residents.

Because of the change in methodology and the introduction of post-stratification weighting in 2010, comparing the current survey results with those of years prior to 2010 could be misleading. Therefore the 2010 Budget Survey is considered a new baseline measure against which to measure current and future trends.

Table 23: Weighting—Unweighted and Weighted Data Compared to Bellevue Population

	2010 Budget Survey (unweighted)	2012 Budget Survey (unweighted)	2014 Budget Survey (unweighted)	Bellevue Population*	2014 Budget Survey (weighted)
Gender					
Male	58%	60%	51%	51%	51%
Female	42%	40%	49%	49%	49%
Age**					
18–34	<b>20%</b>	20%	9%	29%	29%
35–54	39%	41%	44%	37%	37%
55 Plus	41%	39%	47%	34%	34%
Household Size					
Single Adult	30%	34%	24%	29%	32%
Two or More Adults	70%	66%	76%	71%	68%
Children in Household					
None	73%	70%	67%	71%	68%
One or More	27%	30%	33%	29%	32%
Dwelling Type					
Single-Family	57%	52%	71%	53%	50%
Multi-Family	43%	48%	29%	47%	50%
Income					
Less than \$35,000	10%	8%	6%	18%	7%
\$35,000–\$75,000	24%	27%	20%	21%	21%
\$75,000–\$150,000	46%	40%	41%	38%	43%

	2010 Budget Survey (unweighted)	2012 Budget Survey (unweighted)	2014 Budget Survey (unweighted)	Bellevue Population*	2014 Budget Survey (weighted)
\$150,000 or Greater	21%	25%	34%	24%	29%
Median	\$81,012	\$101,020	\$115,123	\$91,449	\$110,693
Race/Ethnicity					
White	78%	78%	81%	64%	74%
Asian	20%	20%	18%	34%	24%
African American	1%	2%	1%	4%	2%
Other	3%	6%	4%	5%	8%
% Hispanic	1%	2%	4%	5%	7%
Years Lived in Bellevue					
0–3	25%	23%	18%		33%
4–9	22%	17%	17%	n.a.	21%
10 or More	53%	60%	64%		46%
Mean	15.1	17.0	17.9 yrs.		13.4 yrs.

\*Source for population figures: All data are 2012 American Community Survey one-year estimates.

\*\*Note: Age was imputed for respondents who refused their age.

## APPENDIX III—UNWEIGHTED AND WEIGHTED BASE SIZES

Unless otherwise noted, all reported statistics are based on weighted base sizes. For reference, the table below provides both weighted and unweighted base sizes for each subgroup of respondents shown in this report.

Weighted versus Unweighted Base Sizes	
All Respondents	By Neighborhood
2010 (n = 745)	Bridle Trails (n = 25, nw = 38)
2012 (n = 462)	Cougar Mountain (n = 73, nw = 49)
2014 (n = 403)	Crossroads (n = 34, nw = 44)
<b>Groups of Respondents</b>	Downtown (n = 19, nw = 35)
<b>Group 1</b>	Factoria/Eastgate (n = 12, nw = 13)
2010 (n1 = 355, n1 weighted = 365)	Newport Hills (n = 38, nw = 42)
2012 (n1 = 263, n1 weighted = 263)	N.E. Bellevue (n = 32, nw = 25)
2014 (n1 = 202, n1 weighted = 199)	N.W. Bellevue (n = 24, nw = 28)
<b>Group 2</b>	Sammamish/E Lake Hills (n = 48, nw = 40)
2010 (n2 = 364, n2 weighted = 366)	Somerset (n = 27, nw = 23)
2012 (n2 = 199, n2 weighted = 199)	W. Bellevue (n = 33, nw = 24)
2014 (n2 = 201, n2 weighted = 204)	W. Lake Hills (n = 17, nw = 13)
	Wilburton (n = 10, nw = 15)
	Woodridge (n = 11, nw = 15)

## APPENDIX IV—MAXDIFF/BUDGET PRIORITIES COMPARISON

In 2014, MaxDiff scaling was used to determine budget priorities. MaxDiff is a technique to derive importance or preference scores by showing respondents groupings of four (4) elements and asking them to indicate which is the most important and which is the least important city service. The results are preference scores, which add up to 100. The wording of each budget priority was changed to make them easier for respondents to understand what services are included in each budget priority area.

2014 Budget Wording	2010 / 2012 Wording
Maintaining a Responsive City Government	Responsive government
Managing water, waste management and open spaces	Healthy and sustainable environment
Maintaining city parks, sports fields and community programs	Innovative, vibrant and caring community
Providing quality neighborhood services	Quality neighborhoods
Providing public safety services	Safe community
Improving traffic and transportation services	Improved mobility
Attracting businesses to Bellevue	Economic growth and competitiveness

## APPENDIX V—TRENDS IN IMPORTANCE AND SATISFACTION

The tables on the next few pages summarize trends in ratings and gaps for all service areas between 2002 and 2014. Importance and satisfaction mean scores that have increased significantly over any of the previous survey years are in **bold**. Between 2012 and 2014 only, significant decreases at the 95% confidence level are in **red bold** and significant increases at the 95% confidence level are in **green bold**; significant differences at the 90% confidence level are indicated by *purple italics*. Significant differences between 2010 and 2014 are noted in parentheses. Within the tables, city services are listed in descending order by the average importance score in 2014 (by tier of importance). Note that this table is sorted using the mean score whereas the rankings shown earlier in this report are determined by using standardized scores, so there will be some differences when comparing this table to the results above.

Because of the change in methodology and the introduction of post-stratification weighting in 2010, comparing the current survey results with those of years prior to 2010 could be misleading; please use caution if comparing to years prior to 2010.

Table 24: Trends in Importance and Satisfaction

	Importance											Satisfaction						
	2002	2004	2006	2008	2010	2012	2014	Order 2008	Order 2010	Order 2012	Order 2014	2002	2004	2006	2008	2010	2012	2014
Responding to Fires	6.78	6.81	6.77	6.78	6.56	6.37	<b>6.65</b>	1	1	2	1	6.44	6.41	6.47	6.32	6.22	6.13	6.30
Providing Emergency Medical Services such as Medic One	6.78	6.75	6.70	6.75	6.26	6.06	<b>6.53</b>	2	4	5	2	6.41	6.41	6.40	6.32	6.12	5.78	<b>6.24</b>
Responding to Citizen Calls for Police Assistance	6.52	6.62	6.58	6.66	6.50	6.43	6.47	3	2	1	3	5.74	<b>5.93</b>	<b>5.96</b>	5.92	5.83	5.94	<b>5.44</b>
Investigating and Solving Felony Crimes	6.45	6.46	6.47	6.51	6.39	6.34	6.32	4	3	3	4	5.47	5.56	5.58	5.42	5.60	5.48	5.14 <i>(down significantly from 2010)</i>

	Importance											Satisfaction						
	2002	2004	2006	2008	2010	2012	2014	Order	Order	Order	Order	2002	2004	2006	2008	2010	2012	2014
Protecting Water Quality in Bellevue's Lakes and Streams ( <i>New in 2006</i> )	*	*	6.36	6.34	6.14	6.18	6.28	6	5	4	5	*	*	5.52	5.50	5.75	5.71	5.82
Maintaining Existing Streets and Sidewalks	6.06	6.09	6.01	5.99	5.81	5.94	5.90	11	7	7	6	4.98	5.28	5.33	5.36	5.33	5.38	5.24
Maintaining Street Lights and Traffic Signals	6.42	6.46	6.32	6.42	6.14	5.96	5.80	5	6	6	7	5.72	5.77	5.78	5.82	5.90	5.72	5.54 <i>(down significantly from 2010)</i>
Keeping Bellevue Streets Clean	5.84	5.93	5.89	5.80	5.56	5.57	5.79	18	10	11	8	5.60	<b>5.81</b>	<b>5.81</b>	5.74	5.71	5.70	5.47
Preserving Open Spaces and Natural Areas	5.81	5.82	5.98	6.03	5.50	5.70	5.72	10	12	10	9	5.01	<b>5.29</b>	<b>5.58</b>	<b>5.51</b>	<b>5.61</b>	5.60	5.62
Managing Bellevue's Residential Development through Planning and Zoning ( <i>New in 2012</i> )	*	*	*	*	*	5.24	<b>5.70</b>	*	*	14	10	*	*	*	*	*	4.98	4.60

	Importance											Satisfaction						
	2002	2004	2006	2008	2010	2012	2014	Order	Order	Order	Order	2002	2004	2006	2008	2010	2012	2014
Preparing for Emergencies such as Earthquakes and Major Storms	6.06	5.97	6.13	6.09	5.58	5.71	5.69	9	9	9	11	5.27	5.41	5.19	4.78	5.11	5.40	5.33
Ensuring Clean and Well-Maintained Parks and Park Facilities	6.00	6.14	6.16	6.16	5.71	5.47	5.68	8	8	12	12	5.62	5.82	5.99	5.99	5.97	5.78	5.95
Promoting Jobs and Economic Development	5.70	5.80	5.77	5.78	5.50	5.75	5.64	19	12	8	13	4.80	4.68	5.17	5.30	4.85	5.03	4.62
Community Policing such as Bike Patrols and Neighborhood Police Officers	5.72	5.83	5.78	5.63	5.15	4.93	5.44	21	18	21	14	5.26	5.25	5.44	5.12	5.14	5.07	4.99
Preventing Fires	5.88	5.86	5.77	5.85	5.14	5.19	5.43	15	19	15	15	5.51	5.54	5.70	5.51	5.46	5.68	5.53
Prosecuting Misdemeanor and Gross Misdemeanor Crimes (New in 2004)	*	6.26	6.13	6.20	5.54	5.33	5.42	7	11	13	16	*	5.31	5.38	5.19	5.31	4.93	4.98

	Importance											Satisfaction						
	2002	2004	2006	2008	2010	2012	2014	Order	Order	Order	Order	2002	2004	2006	2008	2010	2012	2014
Enhancing Its System of Parks as the Community Grows <i>(New in 2014)</i>	*	*	*	*	*	*	5.41	*	*	*	17	*	*	*	*	*	*	5.45
Providing Services for Residents in Need	5.91	<b>6.07</b>	5.84	5.80	5.32	5.03	5.38	18	14	19	18	5.20	5.12	5.14	5.38	5.41	5.04	5.01 <i>(down significantly from 2010)</i>
Managing Development in Downtown Bellevue through Planning and Zoning <i>(New in 2012)</i>	*	*	*	*	*	5.19	5.36	*	*	16	19	*	*	*	*	*	5.35	4.75
Connecting People to Where They Want to Go through an Adequate and Accessible System of Walkways <i>(New in 2014)</i>	*	*	*	*	*	*	5.31	*	*	*	20	*	*	*	*	*	*	4.85

	Importance											Satisfaction						
	2002	2004	2006	2008	2010	2012	2014	Order	Order	Order	Order	2002	2004	2006	2008	2010	2012	2014
Providing Recreation Programs for Youth, Seniors, and Special-Needs Populations ( <i>New in 2006</i> )	*	*	5.83	5.77	4.99	4.83	5.30	20	22	23	21	*	*	5.40	5.29	5.51	5.15	5.05 <i>(down significantly from 2010)</i>
Building Neighborhood Improvements such as Sidewalks, Crosswalks, and Neighborhood Parks+	5.73	5.68	5.90	5.84	5.25	4.61	5.24	16	15	29	22	5.11	5.34	5.43	5.43	5.14	4.99	4.75 <i>(down significantly from 2010)</i>
Providing Opportunities for Leading Healthy, Active Lifestyles+	*	*	6.04	5.95	5.42	5.02	5.23	13	13	20	23	*	*	5.61	5.61	5.51	5.43	5.51
Reducing Traffic Problems in Downtown Bellevue	*	*	*	*	*	5.08	5.22	*	*	17	24	*	*	*	*	*	4.31	4.37
Reducing Traffic Accidents through Enforcing Traffic Laws	5.87	5.96	5.88	5.78	5.19	4.64	5.14	19	17	27	25	5.13	5.30	5.34	5.31	5.47	5.24	5.31



	Importance											Satisfaction						
	2002	2004	2006	2008	2010	2012	2014	Order	Order	Order	Order	2002	2004	2006	2008	2010	2012	2014
Making It Easier to Get Information about City Services and Programs	5.43	5.42	5.57	5.53	4.50	5.08	5.12	23	30	18	26	5.20	5.22	5.39	5.34	5.13	5.46	5.28
Building Additional Neighborhood Sidewalks	5.18	5.29	5.32	5.30	4.52	4.38	5.06	26	29	35	27	4.71	4.95	4.96	4.66	4.91	4.91	4.59
Building Additional Sidewalks along Major Roads	5.40	5.50	5.55	5.47	4.81	4.54	5.04	24	26	33	28	4.77	4.99	4.93	5.01	4.91	4.92	4.72
Responding to Citizen Complaints about Code Violations like Illegal Housing Additions or Junk Vehicles	5.35	5.28	5.25	5.04	4.77	4.88	4.96	29	27	22	29	4.97	5.09	5.19	5.08	4.99	5.41	4.95
Promoting Affordable Housing for City Residents	5.23	5.34	5.44	5.29	4.59	4.69	4.96	27	28	26	30	4.35	4.31	4.43	4.45	4.37	4.66	4.55
Expanding the System of Recreational Trails <i>(Wording change in 2014)</i>	5.30	5.37	5.50	5.39	4.92	4.70	4.93	25	24	25	31	5.09	5.33	5.43	5.44	5.40	5.15	5.27



	Importance											Satisfaction						
	2002	2004	2006	2008	2010	2012	2014	Order	Order	Order	Order	2002	2004	2006	2008	2010	2012	2014
Reducing Traffic Problems in Residential Neighborhoods	5.79	5.73	5.56	5.53	5.11	4.58	4.91	23	21	30	32	4.50	4.74	4.99	4.73	4.63	4.94	5.23
Building or Widening City Roads to Help Ease Traffic Congestion	6.00	6.11	5.85	5.89	5.20	4.72	4.88	14	16	24	33	4.34	4.76	4.80	4.73	4.73	4.69	4.62
Connecting People to Where They Want to Go through an Adequate System of Bikeways (New in 2014)	*	*	*	*	*	*	4.71	*	*	*	34	*	*	*	*	*	*	4.66
Providing Outreach and Programs to Give Neighborhoods Better Access to City Services.	5.30	5.33	5.30	5.29	4.42	3.99	4.68	27	31	37	35	5.06	5.12	5.16	5.16	5.34	5.27	5.06
Providing Traffic Enforcement in Residential Neighborhoods	5.59	5.63	5.70	5.61	4.91	4.55	4.63	22	25	31	36	5.24	5.20	5.38	5.14	5.35	5.14	5.45

	Importance											Satisfaction						
	2002	2004	2006	2008	2010	2012	2014	Order	Order	Order	Order	2002	2004	2006	2008	2010	2012	2014
Sponsoring Community Festivals and Events <i>(New in 2006)</i>	*	*	5.01	4.98	4.07	4.13	4.56	30	32	36	37	*	*	5.24	5.04	5.50	5.32	5.06 <i>(down significantly from 2010)</i>
Making Improvements for Bicycle Riders	4.90	5.02	5.23	5.06	4.42	4.51	4.49	28	31	34	38	4.57	4.81	4.78	4.63	4.83	4.72	4.60
Supporting the Arts	4.85	4.97	4.98	4.78	3.98	3.91	4.45	31	33	38	39	5.00	4.84	5.01	5.04	5.53	5.13	5.11 <i>(down significantly from 2010)</i>
Further Developing Neighborhood Parks <i>(Only asked in 2012)</i>	*	*	*	*	*	4.62	*	*	*	28	*	*	*	*	*	*	5.30	*
Further Developing Major Parks <i>(Removed/changed in 2014)</i>	5.66	5.80	5.80	5.81	4.96	4.55	*	17	23	32	*	4.77	4.99	4.93	5.01	4.91	5.58	*
Managing the City's Planning and Zoning <i>(Removed in 2012)</i>	5.92	5.89	5.94	5.98	5.54	n/a	*	12	11	n/a	*	4.70	5.06	5.18	5.01	4.89	n/a	*

## APPENDIX VI—QUESTIONNAIRE

**SCREENING QUESTIONS**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

INTROTEL Hello. This is \_\_\_\_\_ with Bernett Research, calling on behalf of the City of Bellevue. We are conducting a survey to help the City build its budget for 2015 to 2016 and would like to include the opinions of your household.

The information will be used to help Bellevue plan for the future and improve City services to the community. Let me assure you that this is not a sales call. This study is being conducted for research purposes only, and everything you say will be kept strictly confidential. This call may be monitored and/or recorded for quality control purposes.

To ensure equal representation of all residents in the City, our system is designed to first ask for the male, female or youngest head of household. For this particular call, may I speak with the **[RANDOM SELECTION OF MALE / FEMALE/YOUNGEST] 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.

SCR1 **PHONE SHOW:** To confirm, are you an adult head of your household and 18 years of age or older?

**WEB SHOW:** Are you an adult head of your household and 18 years of age or older?

1 YES

2 NO **[ASK TO SPEAK TO AN ADULT 18 OR OLDER.]**

999 DON'T KNOW/REFUSED **[SKIP TO THANK8]**

PRESCR Do you live within the Bellevue city limits?

1 YES

2 NO **[SKIP TO THANK]**

999 DON'T KNOW/REFUSED **[SKIP TO THANK8]**

SCR 2 How many years have you lived in Bellevue?  
**[ALLOW FRACTIONAL ANSWERS]**  
**[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)  
998 DON'T KNOW  
999 REFUSED

Q2 Do you live in a . . .  
**[READ LIST AND SELECT ONE ANSWER]**  
01 Single-family detached house (AS NEEDED: A house detached from any other house)  
02 Single-family attached house (AS NEEDED: A house attached to one or more houses)  
05 Apartment or Condominium with Two to Four Units  
06 Apartment or Condominium with Five or More Units  
07 Mobile home  
95 OTHER [SPECIFY]  
998 DON'T KNOW  
999 REFUSED

**PROGRAMMER: CREATE VARIABLE, "DWELLING\_TYPE" MONITOR FOR DISTRIBUTION IN PORTAL**

**VALUE LABELS FOR DWELLING\_TYPE (LOGIC IN PARENTHESIS)**

**01 MULTI-FAMILY (Q2 = 02, 05, 06)**

**02 SINGLE FAMILY (Q2 = 01, 07)**

**99 OTHER/NONE (Q2= 95, 998, 999)**

Q76 **PHONE SHOW:** Just to make sure that our study is representative of the City of Bellevue, may I please have your age?  
**WEB SHOW:** Please enter your age.

**[INTERVIEWER NOTE: ENTER "99" IF AGE IS 100+]**

\_\_\_\_ ENTER AGE [RANGE 18:99] **[IF UNDER 18 TERMINATE – THANK22]**  
 998 DON'T KNOW  
 999 REFUSED

**ASK Q76A IF Q76 = 998 OR 999**

Q76A 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 older  
 998 DON'T KNOW  
 999 REFUSED

**TERMINATE IF RESPONDENT IS LESS THAN 18 (INDICATED IN Q76 OR Q76A)**

**PROGRAMMER: CREATE VARIABLE, "AGE" MONITOR FOR DISTRIBUTION IN PORTAL**

**VALUE LABELS FOR AGE (LOGIC IN PARENTHESIS)**

**01 18 TO 34 [((Q76 GE 18) AND (Q76 LE 34)) OR (Q76A = 01, 02)]**

**02 35 TO 54 [((Q76 GE 35) AND (Q76 LE 54)) OR (Q76A = 03, 04)]**

**03 55 PLUS [((Q76 GE 55) AND (Q76 LE 98)) OR (Q76A = 05, 06)]**

**99 UNKNOWN [Q76A = 98, 99]**

Q80 **PHONE SHOW:** **[RECORD RESPONDENT'S GENDER]** **[IF NEEDED ASK "Are you male or female?"]**

**WEB SHOW:** Are you . . .

- 1 MALE
- 2 FEMALE

**GENERAL FEELINGS TOWARD CITY AND NEIGHBORHOOD / COMMUNITY NEEDS**

**[BASE: ALL]  
[NEW SECTION FOR TIMING]**

QA1 How do you rate the overall quality of life in Bellevue? Would you say it is...  
**[WEB ONLY: ROTATE ORDER OF ANSWER PRESENTATION 1 TO 5 AND 5 TO 1]**

- 5 Excellent,
- 4 Good,
- 3 Neither good nor poor,
- 2 Poor, or
- 1 Very poor?
- 998 DON'T KNOW
- 999 REFUSED

QA1A What, if anything, is the biggest problem **FACING BELLEVUE** that you feel the City should do something about over the next two years?

**[OPEN-END]**

**[PROBE TO CLARIFY]**

**[Q1B – NEW SECTION FOR TIMING]**

**[WEB ONLY: ROTATE ORDER OF ANSWER PRESENTATION 1 TO 5 AND 5 TO 1]**

Q1B How do you rate the quality of life in your own neighborhood? Would you say it is...

- 5 Excellent,
- 4 Good,
- 3 Neither good nor poor,

- 2 Poor, or
- 1 Very poor?
- 998 DON'T KNOW
- 999 REFUSED

**[Q5INT – NEW SECTION FOR TIMING]**

- Q5INT Do you “strongly agree”, “somewhat agree”, “neither agree nor disagree”, “somewhat disagree”, or “strongly disagree” with the following statements.
- 1 STRONGLY DISAGREE
  - 2 SOMEWHAT DISAGREE
  - 3 NEITHER AGREE NOR DISAGREE
  - 4 SOMEWHAT AGREE
  - 5 STRONGLY AGREE
  - 998 DON'T KNOW
  - 999 REFUSED

**RANDOMIZE Q5 THROUGH Q6**

- Q5. Careful and balanced stewardship of our natural environment and natural resources will result in a long term increase in the quality of life in Bellevue.
- Q5a. Careful and balanced stewardship of our natural environment and natural resources will result in a long term increase in the economic vitality of Bellevue.
- Q5b. I am happy with how much the City is doing to facilitate and encourage environmentally sustainable practices in the community.
- Q6. Having safe drinking water and clean air are important factors in the quality of life in Bellevue.

**PRIORITIES FOR CITY SERVICES**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

- INTA **PHONE SHOW:** Next I’m going to read you a list of services and facilities provided by the city. Please tell me how **important** it is that the City provide each of these services and facilities. Please use a 1 to 7 scale, with 1 meaning “not at all important,” and 7 meaning “extremely important.”



As you think about each item, please consider that the City must set priorities and make tradeoffs for use of limited funds.

**[IF RESPONDENT SAYS “IT DEPENDS”, RESPOND WITH:** “Thinking about [this item] in general, how important is it to you?”]

**WEB SHOW:** Please indicate how **important** it is that the City provide each of these services and facilities. Please use a 1 to 7 scale, with 1 meaning “not at all important,” and 7 meaning “extremely important.”

As you think about each item, please consider that the City must set priorities and make tradeoffs for use of limited funds.

**SAMPLE WILL BE SPLIT INTO TWO GROUPS AND ASKED A SUBSET OF QUESTIONS AS NOTED**

**GROUP 1 WILL BE ASKED BLOCKS 01, 02, 03, AND 04**

**GROUP 2 WILL BE ASKED BLOCKS 05, 06, 07, AND 08**

**RANDOMIZE THE ORDER THE BLOCKS ARE SHOWN**

**BLOCK 1 – ASKED OF GROUP 1, RANDOMIZE ORDER OF QUESTIONS**

- Q21C Providing recreation programs and facilities for individuals to lead healthy and active lifestyles **[AS NEEDED:** “Such as ball fields, trails, swimming, etc.”]
- Q25A Ensuring clean and well-maintained parks and park facilities
- Q27A Enhancing its system of parks as the community grows
- Q29A Preserving open spaces and natural areas
- Q29C Protecting the quality of water in Bellevue’s lakes and streams  
**[AS NEEDED:** within parks and between major destinations.]
- Q30A Expanding the system of recreational trails

**BLOCK 2 – ASKED OF GROUP 1, RANDOMIZE ORDER OF QUESTIONS**

- Q39A Reducing traffic accidents through enforcing traffic laws.
- Q43A Building or widening City streets and roads to help ease traffic congestion
- Q47A Reducing traffic problems in residential neighborhoods
- Q47AA Reducing traffic problems in downtown Bellevue
- Q50A Maintaining street lights and traffic signals.
- Q51C Providing police traffic enforcement in residential neighborhoods

**BLOCK 3 – ASKED OF GROUP 1, RANDOMIZE ORDER OF QUESTIONS**

- Q14A Preventing fires through public education and safety inspections
- Q15A Responding to fires
- Q17A Providing emergency medical services such as Medic One
- Q18A Preparing for natural disasters, such as earthquakes and major storms

**BLOCK 4 – ASKED OF GROUP 1, RANDOMIZE ORDER OF QUESTIONS**

- Q12A Promoting affordable housing for City residents
- Q35A Making it easy to get information about City services and programs

**BLOCK 5 – ASKED OF GROUP 2, RANDOMIZE ORDER OF QUESTIONS**

- Q20C Providing recreation programs for youth, seniors, and residents with special needs  
[AS NEEDED: “Such as the disabled”]
- Q22C Sponsoring community festivals and events
- Q28A Providing support services for residents in need  
[AS NEEDED: “Such as crisis hot lines, local food banks, and help to victims of domestic violence.”]
- Q49A Supporting the arts
- Q51A Providing outreach and programs to give neighborhoods better access to City services  
[AS NEEDED: An example would be the mini-City Hall at Crossroads.]

**BLOCK 6 – ASKED OF GROUP 2, RANDOMIZE ORDER OF QUESTIONS**

- Q36A Neighborhood improvements, such as sidewalks and crosswalks
- Q42A Maintaining existing streets and sidewalks.
- Q44A Building additional neighborhood sidewalks
- Q45A Building additional sidewalks along major roads
- Q46A Making improvements for bicycle riders
- Q48A Keeping Bellevue streets clean.
- 52A Connecting people to where they want to go through an adequate and accessible system of walkways.
- 52C Connecting people to where they want to go through an adequate system of bikeways

**BLOCK 7 – ASKED OF GROUP 2, RANDOMIZE ORDER OF QUESTIONS**

- Q11A Responding to citizens’ complaints about code violations, like illegal housing additions or junk vehicles
- Q37A Community policing  
**[AS NEEDED: Bike patrols and neighborhood police officers.]**
- Q38A Responding to citizen calls for police assistance
- Q40A Investigating and solving felony crimes  
**[AS NEEDED: “The federal government defines a felony as a crime punishable by death or imprisonment in excess of one year Murder, rape, aggravated assault, arson etc.”]**
- Q40C Prosecuting misdemeanor and gross misdemeanor crimes committed in Bellevue  
**[AS NEEDED: “Such as: thefts of less than \$250 in value, driving under the influence of alcohol or driving with a suspended license, and misdemeanor assaults involving domestic violence]**  
**[AS NECESSARY: “The County is responsible for handling prosecution of all felony crimes in King County while prosecution of misdemeanors that occur in cities is handled by cities. Given this, how important is it that the City is prosecuting misdemeanor crimes committed in Bellevue?”]**

**BLOCK 8 – ASKED OF GROUP 2, RANDOMIZE ORDER OF QUESTIONS**

- Q33A Managing Bellevue’s residential development through planning and zoning
- Q33AA Managing development in downtown Bellevue through planning and zoning
- Q34A Promoting jobs and economic development

**SCALE FOR ABOVE IMPORTANCE QUESTIONS**

- 1 NOT AT ALL IMPORTANT
- 2
- 3
- 4
- 5
- 6
- 7 EXTREMELY IMPORTANT
- 998 DON’T KNOW
- 999 REFUSED

**INTROB – NEW SECTION FOR TIMING**

- INTROB **PHONE SHOW:** Now I would like you to tell me how **satisfied** you are with each of the following. Using a 1 to 7 scale, with 1 meaning “not at all satisfied” and 7 meaning “completely satisfied.”  
**[IF NECESSARY: “I understand that you may not have personal experience with this, however to preserve the validity of the survey we are required to ask everyone the same questions. If you do not know, please feel free to say so. However, please keep in mind that your answers do not need to be based on personal experience with each item, but may be based on your general perceptions.”]**

**WEB SHOW:** Now, please indicate how **satisfied** you are with each of the following. Using a 1 to 7 scale, with 1 meaning “not at all satisfied” and 7 meaning “completely satisfied.”

Your answers do not need to be based on personal experience with each item, but may be based on your general perceptions.”

**SAMPLE WILL BE SPLIT INTO TWO GROUPS AND ASKED A SUBSET OF QUESTIONS AS NOTED**

**GROUP 1 WILL BE ASKED BLOCKS 09, 10, 11, AND 12**

**GROUP 2 WILL BE ASKED BLOCKS 13, 14, 15, AND 16**

**RANDOMIZE THE ORDER THE BLOCKS ARE SHOWN**

**BLOCK 1 – ASKED OF GROUP 1, RANDOMIZE ORDER OF QUESTIONS**

- Q21D Providing recreation programs and facilities for individuals to lead healthy and active lifestyles [AS NEEDED: “Such as ball fields, trails, swimming, etc.”]
- Q25B Ensuring clean and well-maintained parks and park facilities
- Q27B Enhancing its system of parks as the community grows
- Q29B Preserving open spaces and natural areas
- Q29D Protecting the quality of water in Bellevue’s lakes and streams  
[AS NEEDED: within parks and between major destinations.]
- Q30B Expanding the system of recreational trails

**BLOCK 2 – ASKED OF GROUP 1, RANDOMIZE ORDER OF QUESTIONS**

- Q39B Reducing traffic accidents through enforcing traffic laws.
- Q43B Building or widening City streets and roads to help ease traffic congestion
- Q47B Reducing traffic problems in residential neighborhoods
- Q47BB Reducing traffic problems in downtown Bellevue
- Q50B Maintaining street lights and traffic signals.
- Q51D Providing police traffic enforcement in residential neighborhoods

**BLOCK 3 – ASKED OF GROUP 1, RANDOMIZE ORDER OF QUESTIONS**

- Q14B Preventing fires through public education and safety inspections

- Q15B Responding to fires
- Q17B Providing emergency medical services such as Medic One
- Q18B Preparing for natural disasters, such as earthquakes and major storms

**BLOCK 4 – ASKED OF GROUP 1, RANDOMIZE ORDER OF QUESTIONS**

- Q12B Promoting affordable housing for City residents
- Q35B Making it easy to get information about City services and programs

**BLOCK 5 – ASKED OF GROUP 2, RANDOMIZE ORDER OF QUESTIONS**

- Q20D Providing recreation programs for youth, seniors, and residents with special needs  
[AS NEEDED: “Such as the disabled”]
- Q22D Sponsoring community festivals and events
- Q28B Providing support services for residents in need  
[AS NEEDED: “Such as crisis hot lines, local food banks, and help to victims of domestic violence.”]
- Q49B Supporting the arts
- Q51B Providing outreach and programs to give neighborhoods better access to City services  
[AS NEEDED: An example would be the mini-City Hall at Crossroads.]

**BLOCK 6 – ASKED OF GROUP 2, RANDOMIZE ORDER OF QUESTIONS**

- Q36B Neighborhood improvements, such as sidewalks and crosswalks
- Q42B Maintaining existing streets and sidewalks.
- Q44B Building additional neighborhood sidewalks
- Q45B Building additional sidewalks along major roads
- Q46B Making improvements for bicycle riders
- Q48B Keeping Bellevue streets clean.
- 52B Connecting people to where they want to go through an adequate and accessible system of walkways.
- 52D Connecting people to where they want to go through an adequate system of bikeways

**BLOCK 7 – ASKED OF GROUP 2, RANDOMIZE ORDER OF QUESTIONS**

- Q11B Responding to citizens’ complaints about code violations, like illegal housing additions or junk vehicles
- Q37B Community policing  
[AS NEEDED: Bike patrols and neighborhood police officers.]

- Q38B Responding to citizen calls for police assistance
- Q40B Investigating and solving felony crimes  
**[AS NEEDED:** “The federal government defines a felony as a crime punishable by death or imprisonment in excess of one year Murder, rape, aggravated assault, arson etc.”**]**
- Q40D Prosecuting misdemeanor and gross misdemeanor crimes committed in Bellevue  
**[AS NEEDED:** “Such as: thefts of less than \$250 in value, driving under the influence of alcohol or driving with a suspended license, and misdemeanor assaults involving domestic violence**]**  
**[AS NECESSARY:** “The County is responsible for handling prosecution of all felony crimes in King County while prosecution of misdemeanors that occur in cities is handled by cities. Given this, how important is it that the City is prosecuting misdemeanor crimes committed in Bellevue?”**]**

**BLOCK 8 – ASKED OF GROUP 2, RANDOMIZE ORDER OF QUESTIONS**

- Q33B Managing Bellevue’s residential development through planning and zoning
- Q33BB Managing development in downtown Bellevue through planning and zoning
- Q34B Promoting jobs and economic development

**SCALE FOR ABOVE SATISFACTION QUESTIONS**

- 1 NOT AT ALL SATISFIED
- 2
- 3
- 4
- 5
- 6
- 7 COMPLETELY SATISFIED
- 998 DON’T KNOW
- 999 REFUSED

**BUDGET PRIORITIES**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

- MAXDIFF Respondents will be shown four elements from the list below and asked to indicate which of these is the most important aspect of service and which is the least important as illustrated below. They will then be shown another four elements and asked the same question. The number of times they will be shown groupings of 4 elements and asked to identify most / least important is dependent on the number of attributes
- BUD1A **Maintaining a Responsive City Government**  
**[AS NEEDED:** *Maintaining services within the city government such as the City Attorney’s office, legal advice services for the city, city management, and the City Council.***]**

- BUD1B **Managing water, waste management and open spaces**  
*[AS NEEDED: Managing clean water, sewer, trash and recycling, open spaces and green areas such as Nature Parks and visitor centers.]*
- BUD1C **Maintaining city parks, sports fields and community programs**  
*[AS NEEDED: Maintaining community programs and services such as city parks; community, art and learning centers; sports fields; and youth centers.]*
- BUD1D **Providing Quality neighborhood services**  
*[AS NEEDED: Such as neighborhood parks, code compliance, mediation and family services.]*
- BUD1E **Providing Public Safety services**  
*[AS NEEDED: Such as police and fire services, ticket enforcement, criminal prosecution, youth programs and the public defender's office.]*
- BUD1F **Improving traffic and transportation services**  
*[AS NEEDED: Such as road maintenance, traffic signaling, modeling, and planning; connections to public transportation, and the creation and maintenance of bike and pedestrian pathways.]*
- BUDG **Attracting businesses to Bellevue**  
*[AS NEEDED: Developing and attracting businesses to Bellevue through planning, business marketing, and land use..]*

TABLE BELOW FOR ILLUSTRATIVE PURPOSES ONLY

Thinking about where the City of Bellevue should prioritize it's budget, among the three attributes shown here, which of these is the <b>most</b> and <b>least</b> important?		
Most Important		Least Important
<input type="radio"/>	Maintaining a Responsive City Government	<input type="radio"/>
<input type="radio"/>	Managing water, waste management and open spaces	<input type="radio"/>
<input type="radio"/>	Maintaining city parks, sports fields and community programs	<input type="radio"/>

Q56INT – NEW SECTION FOR TIMING

Q56INT Do you “strongly agree”, “somewhat agree”, “neither agree nor disagree”, “somewhat disagree”, or “strongly disagree” with the following statements.

ROTATE Q56A TO Q56E

- Q56A In order to help people get around in Bellevue, the city should...  
Widen major City roads.
- Q56C In order to help people get around in Bellevue, the city should...  
Work with regional agencies to improve local and regional transit services within and coming into Bellevue.
- Q56D In order to address the issue of non-local traffic cutting through Bellevue neighborhoods, the city should...  
Divert traffic away from local neighborhoods even if it may increase travel time.
- Q56E In order to help people get around in Bellevue, the city should...

Q56F Encourage and make it more attractive for people to choose transportation alternatives.  
 In order to help people get around in Bellevue, the city should. . .  
 Work with the State Department of Transportation to widen highways.

**SCALE FOR ABOVE IMPORTANCE QUESTIONS**

- 1 STRONGLY AGREE
- 2 SOMWHAT DISAGREE
- 3 NEITHER AGREE NOR DISAGREE
- 4 SOMEWHAT AGREE
- 5 STRONGLY AGREE
- 998 DON'T KNOW
- 999 REFUSED

**GENERAL SERVICE LEVELS AND SPENDING**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

Q4L Thinking about City of Bellevue services and facilities, do you feel you are getting your money's worth for your tax dollar?  
 1 YES, GETTING MONEY'S WORTH  
 2 NO, NOT GETTING MONEY'S WORTH  
 998 DON'T KNOW  
 999 REFUSED

**ASK Q4L\_1 IF Q4L = 1**

Q4L\_1 Would that be strongly or somewhat getting your money's worth?  
 1 STRONGLY GETTING MONEY'S WORTH  
 2 SOMEWHAT GETTING MONEY'S WORTH  
 998 DON'T KNOW  
 999 REFUSED

**ASK Q4L\_2 IF Q4L = 2**

Q4L\_2 Would that be strongly or somewhat not getting your money's worth?  
 1 STRONGLY NOT GETTING MONEY'S WORTH  
 2 SOMEWHAT NOT GETTING MONEY'S WORTH  
 998 DON'T KNOW  
 999 REFUSED

Q58 You support City services and facilities through a portion of property, sales and other taxes. Considering all City services on one hand, and taxes on the other, which of the following statements comes closest to your view? The city should . . .

**[ PHONE ONLY -READ ALL 3 OPTIONS BEFORE ACCEPTING ANSWER]**

- 1 Decrease services and taxes,
- 2 Keep taxes and services about where they are, or
- 3 Increase services and raise taxes?
- 4 NO OPINION/DON'T KNOW
- 5 IT DEPENDS
- 6 REFUSED

**Q58A – NEW SECTION FOR TIMING**  
**ASK Q58A IF Q58 = 1**

Q58a What services or facilities should be decreased?

**[OPEN-END]**

**[PROBE TO CLARIFY]**

**Q58B – NEW SECTION FOR TIMING**  
**ASK Q58B IF Q58 = 3**

Q58b What services or facilities should be increased?

**[OPEN-END]**

**[PROBE TO CLARIFY]**

**DEMOGRAPHICS**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

INTROB The following question are for classification purposed only.

Q71 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
- 998 DON'T KNOW
- 999 REFUSED

HISPAR Are you Spanish, Hispanic, or Latino?

**[PROBE ONLY IF RESPONDENT SEEMS UNSURE: "Are you or were your ancestors **Mexican**, Puerto Rican, Cuban, Central or South American, or from Spain?"]**

- 1 YES
- 2 NO
- 999 DON'T KNOW / REFUSED

RACE **PHONE SHOW:** I am going to read a list of race categories. Please choose one or more races you consider yourself to be:

**[READ LIST AND SELECT ALL THAT APPLY]**

**[NOTE: IF THEY SAY "HISPANIC" PROBE: "In addition to Hispanic, what other race categories do you consider yourself to be?"]**

**WEB SHOW:** Please choose one or more races you consider yourself to be:

- 1 White
- 2 Black or African American
- 3 American Indian or Alaskan Native
- 4 Asian or Pacific Islander
- 6 HISPANIC
- 777 OTHER (SPECIFY)
- 999 DON'T KNOW / REFUSED

Q80 What is the approximate total annual income of all members of your household? Would you say it is. . .

**[READ LIST AND STOP WHEN RESPONDENT SAYS YES TO CATEGORY]**

- 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?
- 998 Don't know
- 999 Refused

TEL Which of the following best describes how you make or receive calls at home?

- 1 Only have a cell phone (to make or receive calls)
- 2 Primarily use a cell phone
- 3 Use both a landline or cell phone equally
- 4 Primarily use a landline
- 5 Only have a landline (to make or receive calls)
- 999 DON'T KNOW / REFUSED

**[NEW SECTION FOR TIMING]**

Q81 Would you be willing to participate in additional research about the City of Bellevue?

**[IF NEEDED: "Such as focus groups around important topics, or responding over the internet to short surveys from time to time."]**

- 1 Yes
- 2 No

**ASK Q81\_A IF Q81 = 01**

Q81\_A Is it best to reach you via phone or email?

- 1 PHONE
- 2 EMAIL

**ASK Q81\_PHONE IF Q81\_A = 01**

Q81\_PHONE May I please get the best number to reach you?

**ASK Q81\_WEB IF Q81\_A = 02**

Q81\_WEB What is your email address \_\_\_\_\_ **VERIFY EMAIL**

**THANK YOU**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

- THANK Those are all the questions we have. On behalf of the City of Bellevue and Northwest Research Group I'd like to thank you for participating in our survey today/tonight. Your opinions are important to us! If you would like any additional information about programs and services provided by the City of Bellevue, please call the City Hall Information Desk at (425) 452-6800 or I can provide you with the City's Website address if you would like. (BellevueWA.gov)
- THANK1 I'm sorry we are only interviewing those who live within the City of Bellevue. Those are all the questions we have. Have a good day/evening.
- THANKOQ I'm sorry we have completed the number of interviews needed for the group you represent. Those are all the questions we have. Have a good day/evening.
- THANK8 I'm sorry we cannot continue without that information. Those are all the questions we have. Have a good day/evening.
- THANK22 I'm sorry we are only interviewing those who are 18 years of age or older. Those are all the questions we have. Have a good day/evening.