



2015 Bellevue Performance Survey Final Report

6/30/15

SUBMITTED TO:

City of Bellevue, WA

Northwest Research Group, LLC

[Page intentionally left blank for pagination purposes]



*Use caution, small sample sizes for these subgroups

TABLE OF CONTENTS

CONTENTS

- Table of Contents 3
 - Contents 3
 - List of Figures 6
 - List of Tables..... 8
- Executive Summary 11
 - Background and Objectives..... 11
 - Key Metrics..... 12
 - Key Community Indicators 14
 - Key Drivers 15
 - Other Key Findings 17
- Study Background 19
 - Background and Objectives..... 19
 - Questionnaire Design..... 19
 - Methodology..... 20
 - Margin of Error..... 21
 - Demographic Profile and Weighting..... 21
 - Benchmarking 22
 - Reporting Conventions..... 23
- Key Findings..... 24
 - Overall Quality of Life in Bellevue 24
 - Overall Quality of City Services 27
 - Comparability to Other Communities..... 30
 - Direction City Is Headed..... 33
 - Value of Services for Tax Dollars Paid 38
- Bellevue’s 5-Star Rating 41
 - Overall 5-Star Rating 41
 - 5-Star Rating by Neighborhood..... 43



*Use caution, small sample sizes for these subgroups

Perceptions of Bellevue as a Place to Live	44
Key Community Indicators	48
• Overall Ratings	48
• Grouped Ratings.....	51
Key Drivers Analysis	55
Bellevue Neighborhoods.....	63
• Neighborhood as a Place to Live	63
• Sense of Community	65
• Crime-Related Problems	67
Parks and Recreation	68
• Use of Parks and Recreation Programs	68
• Perceptions of Bellevue Parks and Recreation	69
• Quality of Bellevue’s Parks.....	71
• Ratings of Parks.....	72
Bellevue Utilities	73
• Overall Satisfaction	73
• Value of Bellevue Utility Services.....	75
• Services	77
PCD.....	79
• Code Enforcement	79
Public Safety.....	80
• Perceptions of Safety in Neighborhoods and Downtown.....	80
• Police Contact	81
• Confidence in Fire Department.....	82
• Quality of Fire / EMS Services	83
• Household Safety Measures	84
Transportation	85
• Maintenance	85
• Cleanliness of Streets.....	87
• Satisfaction with Neighborhood Street Sweeping	88



- Availability and Ease of Transportation 89
- Availability and Ease of Transportation – Trended 90
- City Employees 91
 - Overall Quality of Service 91
 - City Website 93
- Tourism 94
- Appendix I—Address-Based Sampling 96
- Appendix II—Weighting 98
- Appendix III—Unweighted and Weighted Base Sizes 101
- Appendix IV—Margin of Error..... 102
- Appendix V —Questionnaire..... 103
- Appendix VI —Open End Responses to Direction City is Headed..... 128



*Use caution, small sample sizes for these subgroups

LIST OF FIGURES

Figure 1: Key Drivers of Bellevue’s 5-Star Rating	15
Figure 2: Unweighted vs. Weighted Distribution of Interviews by Bellevue Neighborhood	23
Figure 3: Overall Quality of Life in Bellevue	24
Figure 4: Overall Quality of Life by Neighborhood.....	25
Figure 5: Overall Quality of Life Benchmarks	26
Figure 6: Overall Quality of City Services	27
Figure 7: Quality of City Services by Neighborhood.....	28
Figure 8: Quality of City Services Benchmarks	29
Figure 9: Comparability to Other Communities	30
Figure 10: Comparability to Other Communities by Neighborhood.....	31
Figure 11: Comparability to Other Communities Benchmarks	32
Figure 12: Direction City Is Headed	33
Figure 13: Direction City Is Headed by Neighborhood.....	34
Figure 14: Direction City is Headed Benchmarks	37
Figure 15: Value of Services for Tax Dollars Paid	38
Figure 16: Value for Tax Dollars Paid by Neighborhood	39
Figure 17: Value for Tax Dollars Paid Benchmarks.....	40
Figure 18: Bellevue’s 5-Star Rating	41
Figure 19: 5-Star Rating by Neighborhood.....	43
Figure 20: Perceptions of Bellevue as a Place to Live	44
Figure 21: Bellevue as a Place to Live by Neighborhood	45
Figure 22: Overall Performance on Key Community Indicator Dimensions	50
Figure 23: Key Drivers Analysis—Overall Dimensions.....	56
Figure 24: Key Drivers Analysis—Engaged Community	57
Figure 25: Key Drivers—Competitiveness.....	58
Figure 26: Key Drivers—Healthy	58
Figure 27: Key Drivers—Safe Community	59
Figure 28: Key Drivers—Neighborhoods.....	59
Figure 29: Key Drivers—Mobility	60
Figure 30: Perceptions of Bellevue’s Neighborhoods	63
Figure 31: Perception of Neighborhood by Neighborhood	64
Figure 32: Perceptions of Bellevue’s Sense of Community.....	65
Figure 33: Sense of Community by Neighborhood	66
Figure 34: Experience with Crime-Related Problems	67
Figure 35: Police-Related Problems in Neighborhoods	67



*Use caution, small sample sizes for these subgroups

Figure 36: Overall Satisfaction with Bellevue Parks and Recreation	69
Figure 37: Satisfaction with Parks by Neighborhood	70
Figure 38: Overall Satisfaction with Bellevue Utilities	73
Figure 39: Satisfaction with Utilities by Neighborhood	74
Figure 40: Value of Bellevue Utility Services	75
Figure 41: Value of Bellevue Utility Services by Neighborhood.....	76
Figure 42: Problems with Nuisance Lots in Neighborhoods	79
Figure 43: Nature of Police Contact	81
Figure 44: Ratings of Police Contact.....	81
Figure 45: Confidence in Bellevue’s Fire Department Overall	82
Figure 46: Quality of Fire and Emergency Medical Services	83
Figure 47: Bellevue Homes with Smoke Detectors	84
Figure 48: Satisfaction with Maintenance of Sidewalks and Walkways	85
Figure 49: Ratings of Neighborhood Street and Road Conditions	86
Figure 50: Cleanliness of Streets	87
Figure 51: Satisfaction with Neighborhood Street Sweeping	88
Figure 52: Overall Satisfaction with Bellevue City Employees by Mode of Contact	91
Figure 53: Overall Satisfaction with Contact with Bellevue City Employees	91
Figure 54: Reason for Visiting Website	93
Figure 55: Overall Satisfaction with Website	93
Figure 56: Number of Visitors to Bellevue	94
Figure 57: Total Number of Nights Visitors Spend in Bellevue	94
Figure 58: Tourism Information Sources.....	95
Figure 59: Tourist Activities and Attractions.....	95



*Use caution, small sample sizes for these subgroups

LIST OF TABLES

Table 1: Overall Quality of Life by Neighborhood.....	25
Table 2: Ratings for Overall Quality of City Services by Income	27
Table 3: Quality of City Services by Neighborhood.....	28
Table 4: Comparability to Other Communities by Neighborhood	31
Table 5: Direction City Is Headed by Household Composition.....	33
Table 6: Direction City Is Headed by Neighborhood	34
Table 7: Reasons Why Bellevue Is Headed in Right Direction.....	36
Table 8: Reasons Why Bellevue Is Headed in Wrong Direction	36
Table 9: Value for Tax Dollars Paid by Length of Residence	38
Table 10: Value for Tax Dollars Paid by Neighborhood	39
Table 11: 5-Star Rating by Neighborhood.....	43
Table 12: Bellevue as a Place to Live by Age	44
Table 13: Bellevue as a Place to Live by Neighborhood.....	45
Table 14: Bellevue’s Best Attributes	47
Table 15: Key Community Indicators and Corresponding Dimensions.....	49
Table 16: Performance on Key Community Indicators—Safe.....	51
Table 17: Performance on Key Community Indicators—Neighborhoods.....	51
Table 18: Performance on Key Community Indicators—Healthy Living	52
Table 19: Performance on Key Community Indicators—Engaged	52
Table 20: Performance on Key Community Indicators—Competitive	53
Table 21: Performance on Key Community Indicators—Mobility	54
Table 22: Resource Allocation Analysis.....	62
Table 23: Perception of Neighborhood by Age.....	63
Table 24: Perception of Neighborhood by Neighborhood.....	64
Table 25: Sense of Community by Home Ownership.....	65
Table 26: Sense of Community by Neighborhood	66
Table 27: Usage of Park Facilities and Recreation Programs	68
Table 28: Satisfaction with Parks by Neighborhood	70
Table 29: Quality of Bellevue’s Parks	71
Table 30: Ratings for Bellevue’s Parks.....	72
Table 31: Satisfaction with Utilities by Neighborhood.....	74
Table 32: Value of Bellevue Utility Services by Income	75
Table 33: Value of Bellevue Utility Services by Neighborhood	76
Table 34: Ratings for Bellevue Utilities’ Services – 11 Point Scale Means	77
Table 35: Ratings for Bellevue Utilities’ Services – Top Box.....	77



*Use caution, small sample sizes for these subgroups

Table 36: Key Drivers of Overall Satisfaction with Bellevue Utilities	78
Table 37: Problems with Nuisance Lots by Neighborhood	79
Table 38: Ratings of Neighborhood Safety by Neighborhood	80
Table 39: Perceptions of Safety in Neighborhoods and Downtown	80
Table 40: Confidence in Fire Department by Length of Residency	82
Table 41: Length of Food, Water, and Medication Supplies During a Disaster	84
Table 42: Satisfaction with Maintenance of Sidewalks and Walkways by Neighborhood	85
Table 43: Satisfaction with Streets and Roads by Neighborhood	86
Table 44: Satisfaction with Cleanliness of Streets by Neighborhood	87
Table 45: Satisfaction with Neighborhood Street Sweeping by Neighborhood	88
Table 46: Transportation Compared to Other Cities.....	89
Table 47: Transportation Compared to Other Cities – Trended	90
Table 48: Key Drivers of Overall Satisfaction with Bellevue City Employees.....	92
Table 49: Satisfaction with City Employees	92
Table 50: Distribution of Landline versus Cell Phone Households.....	97
Table 51: Respondent Demographics by Phone versus Web Sample (unweighted)	97
Table 52: Weighting—Unweighted and Weighted Data Compared to Bellevue Population	99
Table 53: Error Associated with Different Proportions at Different Sample Sizes.....	102



*Use caution, small sample sizes for these subgroups

[Page intentionally left blank for pagination purposes]



*Use caution, small sample sizes for these subgroups

EXECUTIVE SUMMARY

BACKGROUND AND OBJECTIVES

The City of Bellevue conducts a Performance Survey annually to gauge residents' satisfaction with services. The survey is intended to collect statistically reliable data that represents all Bellevue residents. Findings contribute to budgetary performance measures, ICMA Comparable Cities reporting (survey measures identified by the International City/County Management Association), and certain survey measures that departments track for their own quality assurance, planning and reporting purposes. This is the 18th Performance Survey conducted by the City. The 2015 survey was conducted January 30 to February 28, 2015, using a mixed-mode address-based methodology and resulted in a total of 516 interviews—202 completed online, 158 completed by landline, and 156 completed by cell phone. Throughout the report, trends in key measures are reported, and changes that are both significant (that is, are unlikely to have occurred by chance or because of sampling) and meaningful are noted.



*Use caution, small sample sizes for these subgroups

KEY METRICS

In 2010, NWRG introduced a proprietary index and benchmarking tool, the 5-Star Rating System, designed to measure quality of governance and vision as a complement to traditional measures of the quality of life and delivery of services in a city. Five powerful measures of performance are used to create the 5-Star Rating.

While ratings decreased when compared to 2014 for four out of five of the 5-Star Rating questions, it should be noted that most ratings continue to be near 2013 and other historical scores. It should be noted that, when compared to other years, 2014 had significantly higher scores. The decreases seen in 2015, may be a result of results “normalizing” back to historic trends.

		2012	2013	2014	2015
Overall Quality of Life	% Top Two Box	95%	95%	95%	98% ↑
	% Greatly Exceeds Expectations	30%	30%	40% ↑	35%
	% Exceeds Expectations	65%	65%	55% ↓	63% ↑
	Mean	4.24	4.24	4.32	4.33

		2012	2013	2014	2015
Overall Quality of City Services	% Top Two Box	92%	94%	94%	92%
	% Greatly Exceeds Expectations	28%	29%	38% ↑	32%
	% Exceeds Expectations	64%	65%	56% ↓	60%
	Mean	4.15	4.21	4.28	4.20 ↓

		2012	2013	2014	2015
Compared to Other Cities	% Top Two Box	91%	87%	96%	96%
	% Significantly Better than Other Cities	29%	27%	52% ↑	49%
	% Better than Other Cities	62% ↑	60%	44% ↓	47%
	Mean	4.17	4.09	4.44	4.43

		2012	2013	2014	2015
Value of Services for Tax Dollars Paid	% Top Two Box	82%	83%	85%	81%
	% Strongly Receive Value	20% ↓	23%	27%	23%
	% Somewhat Receive Value	62% ↑	60%	58%	58%
	Mean	3.94 ↓	3.99	4.06	3.96 ↓

		2012	2013	2014	2015
Direction City Is Headed	% Top Two Box	79%	83%	86%	82%
	% Strongly Right Direction	22% ↓	26%	32%	25% ↓
	% Somewhat Right Direction	57% ↑	57%	54%	57%
	Mean	3.92 ↓	4.00	4.12	4.00 ↓

↑ = Significant increase (95% confidence level) compared to prior year; **↓** = Significant decrease (95% confidence level) compared to prior year

While Bellevue remains a 4.5-Star community, most ratings decreased have slightly from 2014, notably the Quality of City Services, Value of Services, and the Direction the City is Headed. Although lower than in 2014 they are similar to or greater than in 2012 and 2013.



In general, ratings of Bellevue are comparable to those whose ratings indicate that they live in a 4.5-Star City for four out the five key questions.

Bellevue residents rate the city more in line with ratings given by those whose ratings indicate they live in a 4-Star City for the direction the city is headed.



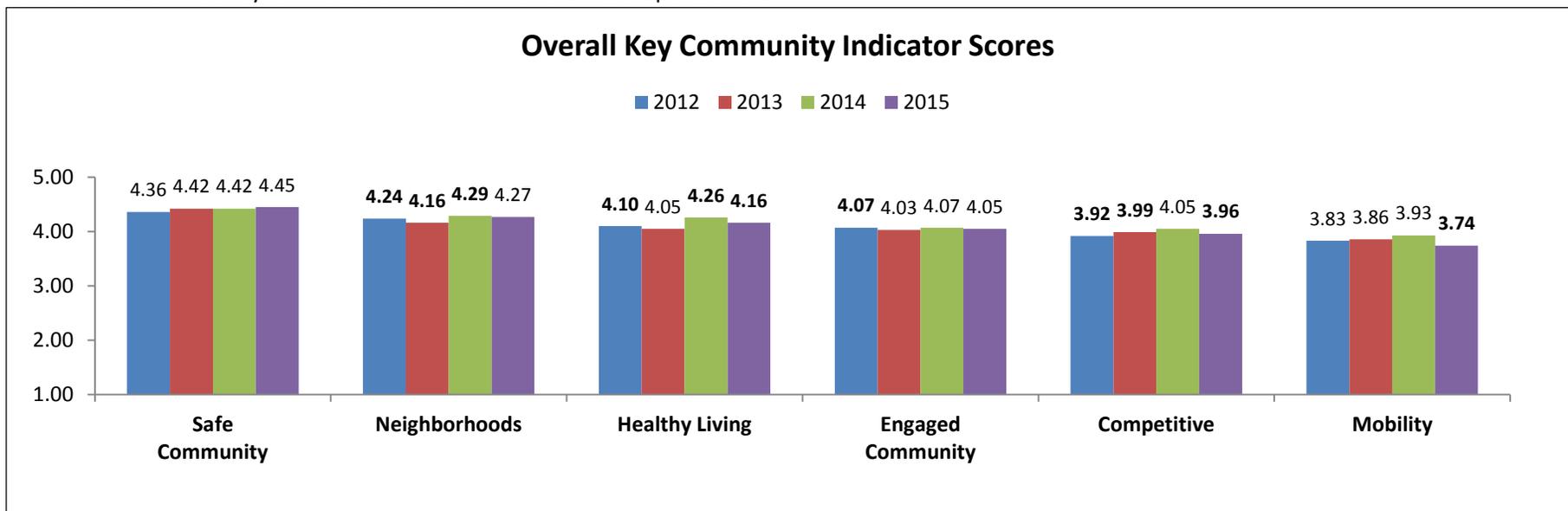
KEY COMMUNITY INDICATORS

In 2011, Bellevue identified 24 items as Key Community Indicators (KCI). During the review process for the 2013 survey, the list was modified and expanded to 27 questions. The addition of three KCIs was due to splitting double-barreled questions. Respondents were asked the extent to which they agreed or disagreed that each of these indicators described Bellevue. Factor analysis was used to identify the major themes or underlying principles among the KCIs. From this analysis the items were grouped into five dimensions or categories. These five categories were named based on the indicators included in each of the categories. In 2013, the factor analysis was repeated and new dimension emerged that focused specifically on neighborhoods. This Key Drivers Analysis delivered better results than previous years using the now six dimensions including neighborhoods.

When the additional KCIs were introduced in 2014, factor analysis was repeated and the analysis resulted in the same six dimensions used in 2013, and the new questions fit into the existing categories. The KCIs remained the same in 2015 so the factor analysis was not repeated. For more information on factor analysis, see the full description on page 48 of this report.

Bellevue continues to be strongest in terms of being safe. Neighborhoods continues to be Bellevue’s second strongest area.

While overall scores for Competitiveness Healthy Living and Mobility are all down significantly from 2014, it should be noted that Healthy Living has increased significantly from 2012 and 2013 and that Competitiveness continues to be above 2012 levels and is back near 2013 levels. However, the decline for Mobility is an issue and is now at the lowest reported level.



Bold indicates a significant difference from prior year.



*Use caution, small sample sizes for these subgroups

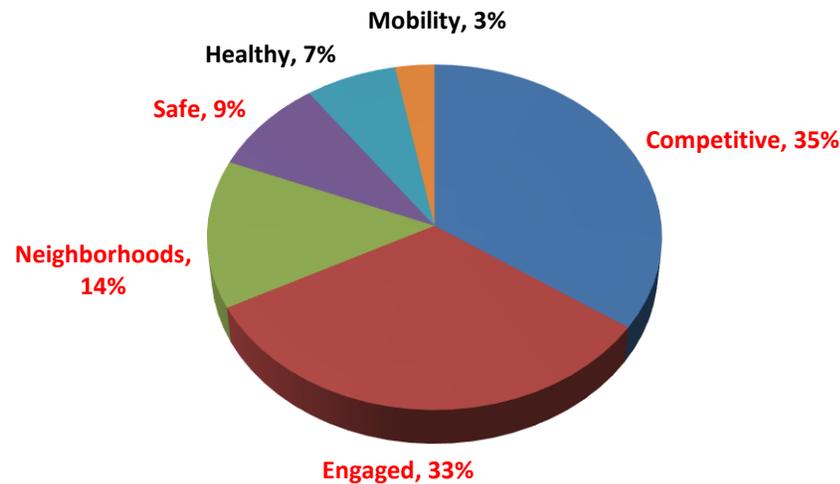
KEY DRIVERS

The same dimensions created during the factor analysis were run against Bellevue’s key 5-Star rating in a Key Drivers Analysis. All dimensions in the following figure except healthy and mobility have a significant impact on Bellevue’s 5-Star rating:

- Unlike previous years where Citizen engagement (Engaged Community) was the primary driver of Bellevue’s 5-Star rating, followed by competitiveness, in 2015 the dimensions swapped places. Competitiveness—those KCI’s that represent attractive aspects of Bellevue as a place to live when compared to other cities and towns—is now the leading driver of Bellevue’s 5-Star rating.
 - This means that those aspects, such as fostering a diverse community, creating a competitive business environment, fostering creativity, and others (shown in the table on page 55) have the largest impact on Bellevue’s 5-Star Rating. Continued improvements in these key areas will see the biggest gains when it comes to resident’s overall ratings of the City.
- Mobility and Healthy living are **not** drivers.

Key Drivers Analysis uses a combination of factor and regression analysis to identify which of the KCIs have the greatest impact on residents’ overall impressions of Bellevue—as measured by its 5-Star rating. The purpose of these analyses is to determine which KCIs contained in the survey are most closely associated with Bellevue’s 5-Star rating. The KCI-identified drivers are not those that do better or worse in terms of describing Bellevue. Rather, these are the items that explain the variation in Bellevue’s 5-Star rating and are items to focus on to maintain or improve this rating. Competitiveness and Engaged community continue to have the most influence on the 5-Star rating and should continue to be areas of focus. More details on how key driver analysis was performed can be found on page 55 of this report.

Figure 1: Key Drivers of Bellevue’s 5-Star Rating



Improve

(Key Community Indicators receiving below the overall average ratings)

Maintain

(Key Community Indicators receiving above the overall average ratings)

Targeted Improvements

Mobility	<ul style="list-style-type: none"> • Doing a good job of planning for and implementing transportation options 	
Healthy	<ul style="list-style-type: none"> • Doing a good job of maintaining and enhancing a healthy natural environment 	<ul style="list-style-type: none"> • Provides an environment that supports my personal health and well-being
Competitive	<ul style="list-style-type: none"> • Doing a good job planning for growth in ways that add value to quality of life 	<ul style="list-style-type: none"> • Being a good place to raise children • Fostering and supporting a diverse community
Safe Community		<ul style="list-style-type: none"> • Providing a safe community in which to live, work, and play
Engaged Community	<ul style="list-style-type: none"> • Creating a welcoming and supportive community that demonstrably cares about residents 	<ul style="list-style-type: none"> • Keeping residents informed
Neighborhoods		<ul style="list-style-type: none"> • Attractive and well-maintained neighborhoods • Neighborhoods that provide convenient access to day-to-day activities • Safety within neighborhoods

OTHER KEY FINDINGS

Overall Quality of Life	<p>Nearly all Bellevue residents feel that the overall quality of life in Bellevue meets or exceeds their expectations. While a percentage of people who felt it “greatly exceeds” expectations shifted to “exceeds” in 2015, the overall percentage of people who feel it “does not meet” remains very small and is an indication that overall Bellevue is meeting the needs of its residents.</p>
Bellevue’s Neighborhoods	<p>Nearly all Bellevue residents continue to describe their neighborhoods as a good to excellent place to live. Overall ratings shifted from extremely positive to moderately positive, which is a common trend in many of the 2015 results.</p> <p>The extent to which Bellevue residents feel there is a sense of community in their neighborhood remained the same from 2014.</p>
Parks and Recreation Programs	<p>Three in five Bellevue residents do not have a problem with code enforcement in their neighborhoods; this is up for the third year in a row. Crossroads is one of the few neighborhoods to report “big” problems for the second year in a row.</p> <p>Use of Bellevue parks continues to be high. Over four out of five residents have personally used park facilities, while nearly half report their family members have used park facilities – a significant increase from 2014.</p> <p>Personal participation in recreation programs has remained constant at 15 percent.</p> <p>The majority of Bellevue residents continue to say they are satisfied with Bellevue’s parks and recreation programs and facilities; the percentage “very satisfied” significantly decreased in 2015, due to a shift in responses toward simply “satisfied” or “neutral.”</p>
Bellevue Utilities	<p>As with many other key measures, overall satisfaction with Bellevue utilities continues to be high. A significant percent of responses shifted from “very satisfied” to merely “satisfied” causing the overall rating to decrease slightly.</p> <p>Bellevue continues to receive relatively high ratings for all utility services. The city continues to receive highest ratings for maintaining an adequate and uninterrupted supply of water. Ratings for providing effective drainage programs, including flood control fell in 2015, though not significantly it is again the lowest rated utilities service, the city should continue to monitor this attribute.</p>
Fire Department	<p>Nearly all residents have confidence in Bellevue’s fire department; three out of four are “very” confident in the ability of the fire department to respond to emergencies.</p>



*Use caution, small sample sizes for these subgroups

Public Safety

While a significant percent of residents shifted from feeling “very safe” to simply “safe” walking around downtown Bellevue during the day, nobody said they felt “unsafe.” In general, Bellevue residents continue to feel safe walking in Bellevue during the day.

Residents who indicate they feel “very safe” after dark in Downtown Bellevue and in their neighborhoods remain relatively consistent to previous years.

One out of five residents say there are *no* serious police-related problems in their neighborhoods. This is consistent with previous years.

Of those saying there are problems, property crimes and burglaries remain the most serious problem.

One in four Bellevue residents had contact with the police in the past year. Among those with a contact, the percent saying the experience was “excellent” has remained around half of all respondents.

Street/Sidewalk Maintenance

The majority of Bellevue residents are satisfied with the maintenance of sidewalks and walkways.

Only three neighborhoods report that their streets and roads have many bad spots – Wilburton, Downtown, and West Bellevue.

City Employees

Slightly over one-fifth of Bellevue residents have had a recent (in the past 12 months) contact with a City of Bellevue employee. This has been a decreasing trend where one-quarter of residents had contact in 2014 which was lower than in previous years when a third of residents had contact.

The overall satisfaction with the quality of service received during a contact with a Bellevue city employee increased in 2015. Over three-fifths of Bellevue residents who had contact with an employee were “very” satisfied with that interaction overall.

Tourism

Questions were asked to the first 401 respondents about whether they had any guests travel out of town and stay overnight in their home. Over two-thirds of Bellevue residents had at least one overnight guest in the past 12 months.

Most used an internet search or the local newspaper for information on things to do in Bellevue.

The most popular activities included dining in restaurants, shopping, going to Seattle, and visiting a park.

STUDY BACKGROUND

BACKGROUND AND OBJECTIVES

The City of Bellevue conducts an ongoing Performance Survey to gauge Bellevue residents' satisfaction with services delivered by the city. The research is designed to provide a statistically valid survey of resident opinions about the community and services delivered by local government. Findings contribute to Budget One performance measures, ICMA Comparable Cities surveys (survey measures identified by the International City/County Management Association), and survey measures that departments track for their own quality assurance and planning purposes. Results are used by staff, elected officials, and other stakeholders for planning and resource allocation decisions, program improvement, and policy making. This report focuses on the results of the most recent survey, which was conducted between January 30 and February 28, 2015.

QUESTIONNAIRE DESIGN

The questionnaire was carefully reviewed. While key measures were retained, questions were dropped or revised to provide higher quality data. In addition, new questions were added to address current issues. The average survey time was just under 25 minutes and included questions regarding:

- Bellevue as a place to live
- The future direction of the city
- Taxes and spending
- Parks and recreation
- Utilities
- Neighborhood problems
- Public safety
- Contact with city employees/Bellevue police
- City services
- Tourism
- Demographics



*Use caution, small sample sizes for these subgroups

METHODOLOGY

To address the high incidence of cell phone–only households or households whose members primarily use cell phones, a major methodological change to address-based sampling (ABS) implemented beginning with the 2010 Performance Measures Survey. In 2015 the ABS methodology was enhanced with the introduction of geo-targeted cell phone sample.

The sample frame was composed of two parts:

- 1) A list of all addresses in Bellevue—as defined by census block groups—including those indicating that post office boxes are the only way they get mail. This list was then matched against a comprehensive database to determine if the household had a listed or published landline telephone number.
 - a. If a matching phone number was found, the household was called via landline and asked to complete the survey by phone.
 - b. If no matching phone number was found, the household was sent a letter signed by the city manager asking them to complete the survey online.
 - c. In order to obtain a representative sample of multi-family households the ABS sample was appended with a dwelling-type indicator (single vs. multi-family home) and addresses marked as multi-family were over-sampled during the mailing of the invitations.
- 2) Cell phone numbers were obtained based on census block groups located in the City limits. Traditionally, dialing cell phone numbers has been very inefficient for small geographic areas such as cities. This is due to the portable nature of cell phones—people move from place to place and do not update their phone numbers. This means that a cell number with a 425 area code (the area code for Bellevue) may be dialed, but the owner may no longer live in Bellevue. Conversely, many new residents choose not to switch their phone numbers to “local” numbers so they cannot be reached via traditional RDD cell phone techniques. To address this problem, sample providers have been working on methods to match address or location data with cell phone numbers. While the methodology is still in its infancy, the geo-targeted cell phone numbers are fairly accurate and reliable.

With all data collection modes, respondents were screened to ensure that they were a head of a household (18 years of age or older) and living within Bellevue’s city limits. This approach yielded a total of 516 interviews—202 completed online, 158 completed by landline, and 156 completed by cell phone. The approach yielded a more representative sample than previous years, specifically with regard to multi-family homes and younger respondents. 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 Performance Measures Survey is generally no greater than plus or minus 4.3 percentage points at a 95 percent confidence level. Appendix IV provides additional insights into the margin of error with different sample sizes.

Total Sample	n = 491
Overall Precision 95% confidence	+/- 4.3%

DEMOGRAPHIC PROFILE AND WEIGHTING

Post-stratification weighting was used to ensure that results of the 2015 Performance Measures Survey are generally representative of the population of Bellevue according to 2013 American Community Survey (ACS) 1-Year estimates. Reflecting the growing number of multifamily dwelling types in Bellevue (mostly downtown), the percentage of residents who are renters has increased significantly since 2011. Renters are typically newer residents and are less engaged. It is important for Bellevue to understand this segment's unique needs and expectations; they might not always be renters and will ultimately look to buy depending on the economy and economic circumstances.

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.

BENCHMARKING

Benchmarking is defined as “the routine comparison with similar organizations of administrative processes, practices, costs and staffing, to uncover opportunities to improve services and/or to lower costs.”¹ Benchmarking enables communities such as Bellevue to:

- Quantify measures of performance
- Quantify the gap between your community and best practices
- Encourage focus on outcomes rather than simply performance

NWRG’s benchmarks for these questions are based on a national sample of over 2,400 households. We do not aggregate results from studies we complete for other jurisdictions or that are available in the public domain.

For benchmarking, Bellevue’s results for key questions are compared to

- All respondents Nationwide
- Other respondents in the Pacific West census division (Washington, Oregon, California, Hawaii, and Alaska).
- Other respondents in the Puget Sound Area

The sample frame for the benchmarking data consists of over 2,400 randomly selected households from across the United States. The sample frame was not designed to gather a specific number of completed surveys from a select number of cities. Therefore, there is no specific list of benchmark cities from which to compare. Benchmarking is performed against individuals residing in specific geographic areas.

The contents of all benchmark data available in this report are copyrighted by Northwest Research Group LLC, unless otherwise indicated. All rights are reserved by Northwest Research Group, and benchmark data may not be reproduced, downloaded, disseminated, published, or transferred in any form or by any means except with the prior written permission of Northwest Research Group.

¹ Mark Howard & Bill Kilmartin, “Assessment of Benchmarking within Government Organizations,” Accenture White Paper, May 2006.



*Use caution, small sample sizes for these subgroups

REPORTING CONVENTIONS

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

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

The left side of Figure 2 shows the total unweighted, number of interviews conducted in each neighborhood, and the right side of Figure 2 shows the total weighted number of interviews conducted in each neighborhood.

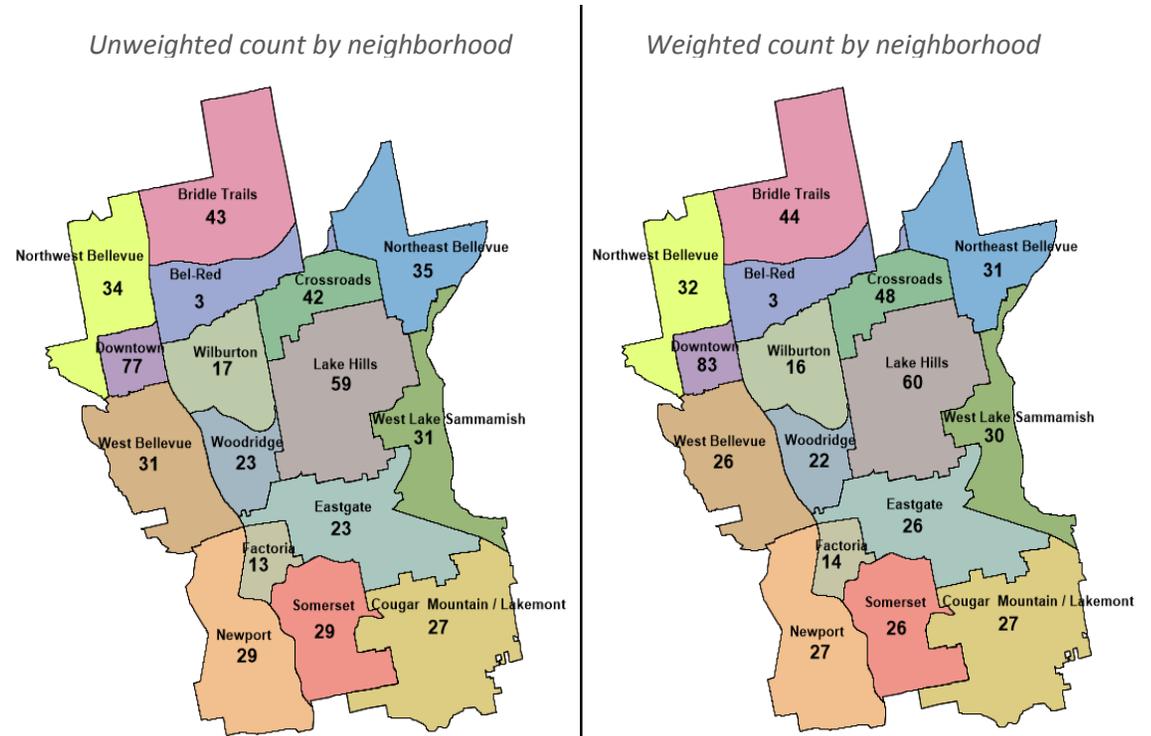
The study was not designed to control for neighborhood level populations, so the number of completed interviews may not match the actual population distribution of Bellevue.

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. This may change the neighborhood distribution of responses slightly. This is normal and does not impact the integrity of the survey.

Throughout the survey the term “residents” is used when discussing results that can be projected to the population. The term “respondents” is used when **unweighted** sample sizes are smaller, and caution should be used in projecting the results.

Unless otherwise noted, **weighted** data is used throughout this report. More information on weighting is located in Appendix II.

Figure 2: 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 ($n \leq 25$). While comparisons by neighborhoods can be made, margins of error and differences between neighborhoods mean responses may not be statistically significant.

- Bel-Red ($n=3$)
- Factoria ($n=13$)
- Eastgate ($n=23$)
- Wilburton ($n=17$)
- Woodridge ($n=23$)

KEY FINDINGS

OVERALL QUALITY OF LIFE IN BELLEVUE

Ninety-eight percent of Bellevue residents say that the overall quality of life in Bellevue meets or exceeds their expectations. The mean score for the overall quality of life increased significantly between 2013 and 2014, and has remained the same between 2014 and 2015, indicating this may be a sustainable increase.

While the percent saying the quality of life “greatly exceeds” expectations declined from 2014, this is not a significant decline, and the result remains higher than 2012 and 2013.

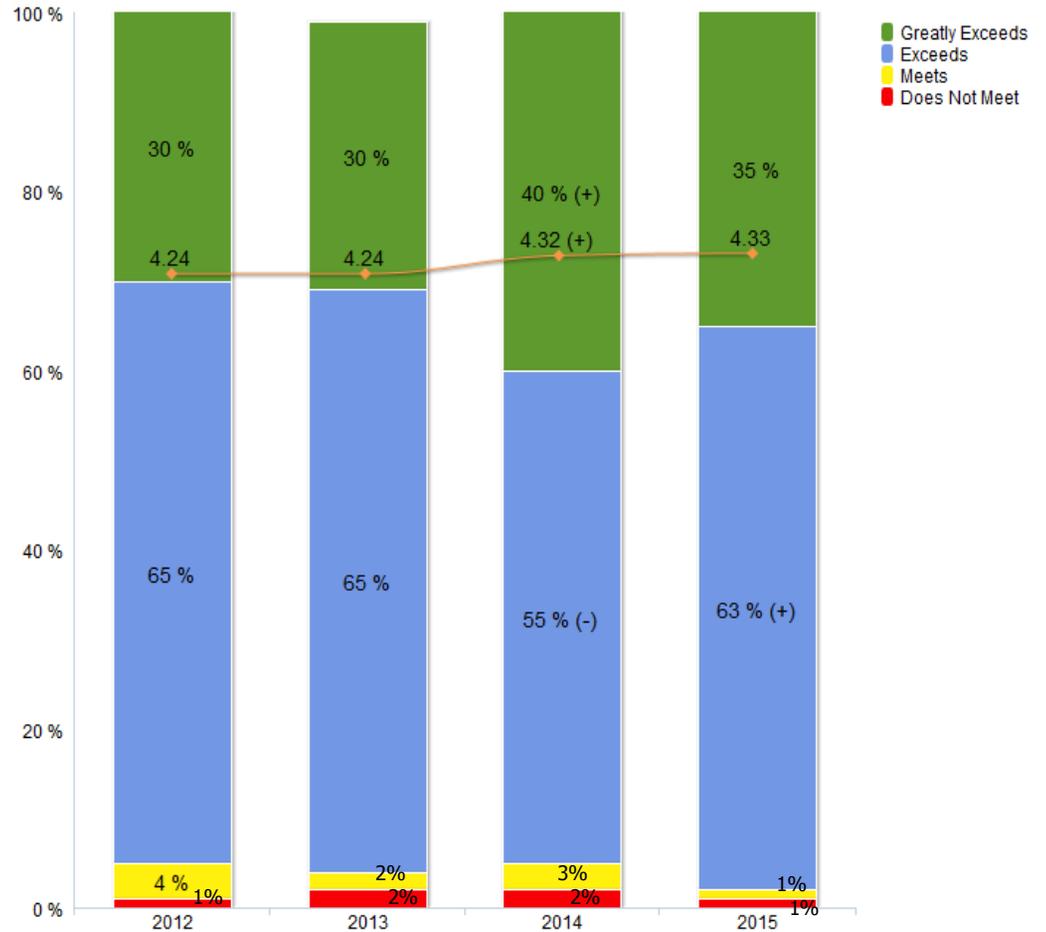
The quality of life is rated highest by Woodridge* respondents—nine in ten residents report Bellevue exceeds their expectations for a mean of 4.44. Northeast Bellevue had the second highest rating with all respondents replying it exceeds expectations.

While still rating it fairly high, respondents in Bel-Red* and Wilburton* give the lowest ratings for quality of life.

- These results may be a result of the small sample size in these neighborhoods, Bel-Red $n=3$ and Wilburton $n=17$. Compared to other neighborhoods, very few residents currently reside in the Bel-Red. Future light rail and residential/commercial development is planned for the future.

Between the 2014 and 2015 surveys the City of Bellevue changed the neighborhood boundaries and added two more neighborhoods for a total of 16. Year over year analysis by neighborhood is not possible due to this change.

Figure 3: Overall Quality of Life in Bellevue



NWRG1—How would you rate the overall quality of life in the City of Bellevue?

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

Mean based on five-point scale where “1” means “does not meet expectations at all” and “5” means “greatly exceeds expectation.”

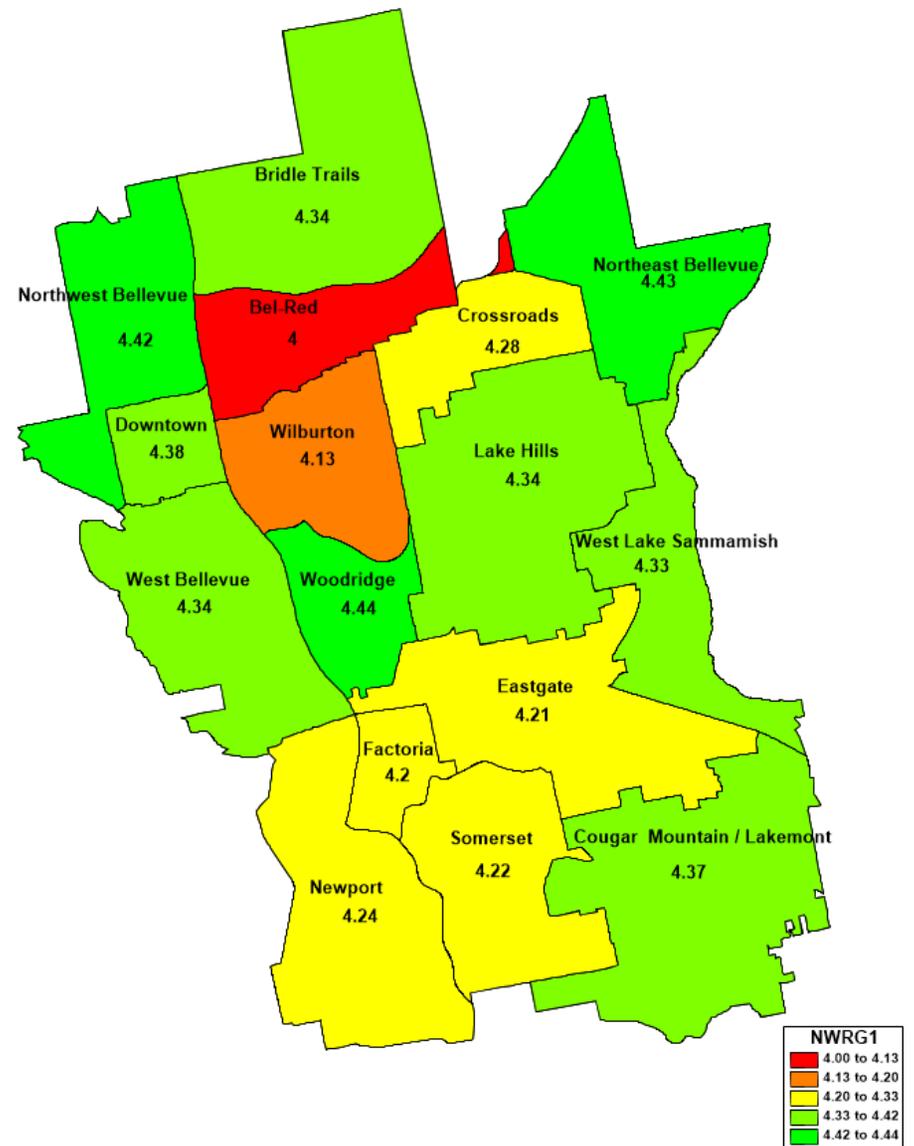
Base: All respondents 2012 ($n = 405$); 2013 ($n = 518$); 2014 ($n = 491$); 2015 ($n = 516$)

Table 1: Overall Quality of Life by Neighborhood

	Greatly Exceeds	Exceeds	Meets	Does Not Meet	Mean
Overall	35%	63%	1%	1%	4.33
Bel-Red *	29%	42%	29%	0%	4.00
Bridle Trails	34%	66%	0%	0%	4.34
Cougar Mountain / Lakemont	44%	53%	0%	3%	4.37
Crossroads	28%	72%	0%	0%	4.28
Downtown	38%	62%	0%	0%	4.38
Eastgate *	21%	79%	0%	0%	4.21
Factoria *	29%	62%	9%	0%	4.20
Lake Hills	38%	60%	0%	2%	4.34
Newport	24%	76%	0%	0%	4.24
Northeast Bellevue	43%	57%	0%	0%	4.43
Northwest Bellevue	44%	54%	2%	0%	4.42
West Lake Sammamish	33%	67%	0%	0%	4.33
Somerset	22%	78%	0%	0%	4.22
West Bellevue	37%	59%	3%	0%	4.34
Wilburton *	29%	63%	0%	8%	4.13
Woodridge *	60%	29%	5%	6%	4.44

NWRG1—How would you rate the overall quality of life in the City of Bellevue?
 Mean based on five-point scale where “1” means “does not meet expectations at all” and “5” means “greatly exceeds expectation.” Base: All respondents (n = 516).

Figure 4: Overall Quality of Life by Neighborhood

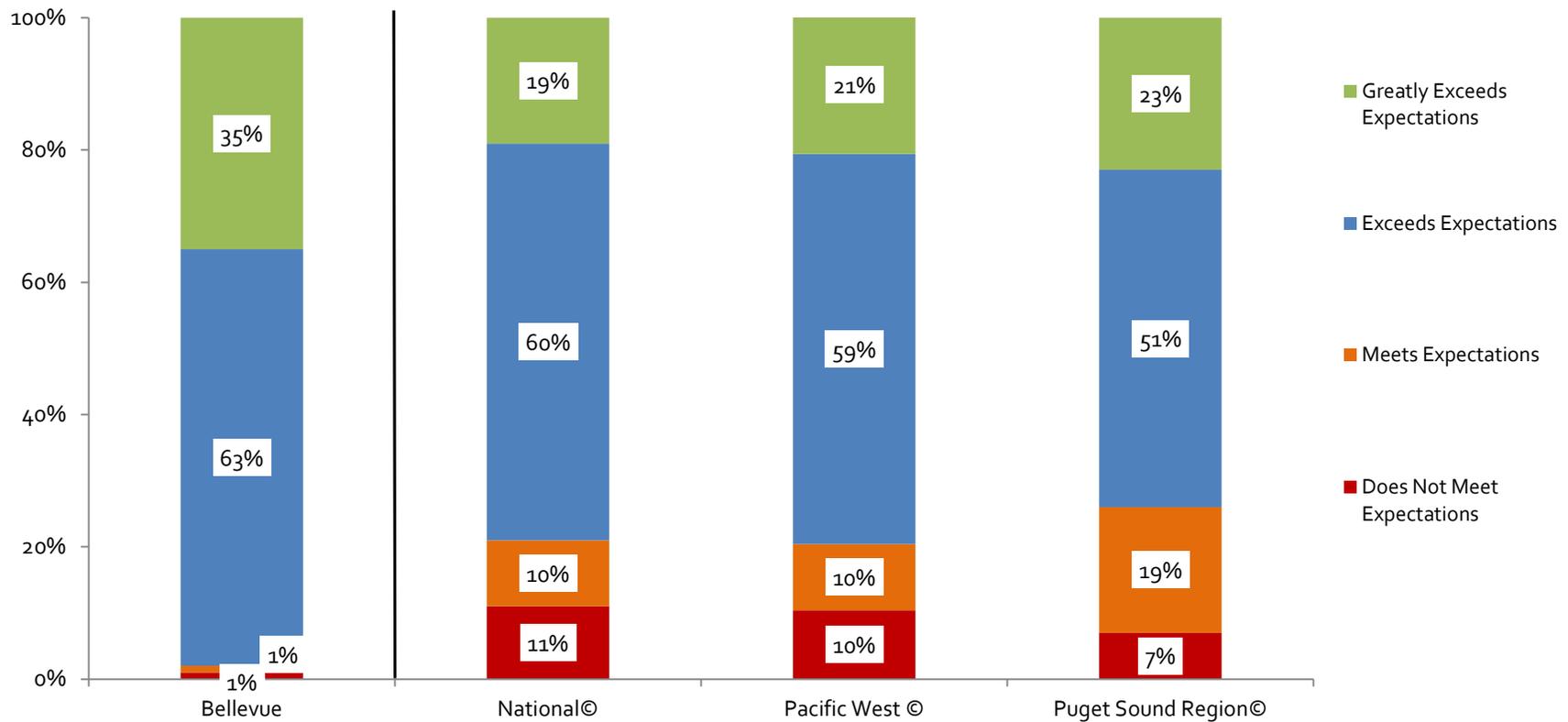


Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) is red. Note that these are relative ratings and red does **not** indicate an “absolute” bad score.

Overall Quality of Life Compared to Benchmark Results

Bellevue performs well, specifically in regard to the percent of residents who feel that the quality of life “Greatly Exceeds” expectations, when compared to National, Pacific West, and other Puget Sound Cities.

Figure 5: Overall Quality of Life Benchmarks



NWRG1—How would you rate the overall quality of life in the City of Bellevue?

Base: Bellevue all respondents: (n = 516)

© Copyright 2015, Northwest Research Group, LLC. All rights reserved; benchmark numbers should not be reproduced or used in any form without written permission.



*Use caution, small sample sizes for these subgroups

OVERALL QUALITY OF CITY SERVICES

While the overall quality of city services decreased in 2015, they have remained the same as 2013 levels and continue to be above 2012. The decrease between 2014 and 2015 is due to a shift in responses from “greatly exceeds” expectations to “exceeds” expectations.

While still relatively high, ratings from those who live in Cougar Mountain / Lakemont are low when compared to other neighborhoods. Other notable neighborhood findings are as follows:

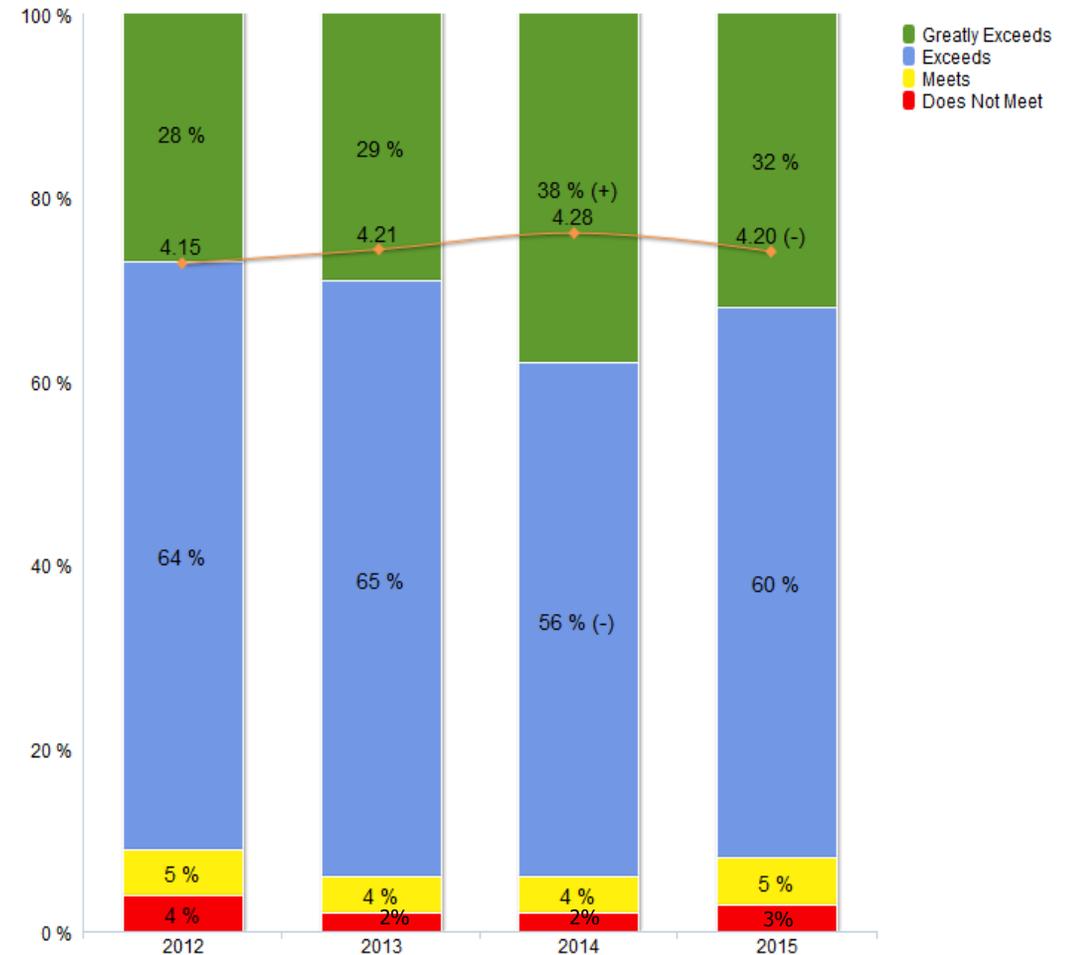
- Respondents in West Lake Sammamish and Northwest Bellevue give the highest overall rating.

Bellevue’s residents with incomes under \$75,000 give the highest ratings for service, significantly higher than those with incomes between \$75,000 and \$150,000.

Table 2: Ratings for Overall Quality of City Services by Income

	(a) Less than \$35,000	(b) \$35,000 to \$74,999	(c) \$75,000 to \$149,999	(d) \$150,000 or More
Greatly Exceeds	37%	36%	27%	33%
Exceeds	63%	60%	65%	56%
Meets	0%	4%	4%	8%
Does Not Meet	0%	0%	4%	3%
Mean	4.37 (c+)	4.32 (c+)	4.12 (a-,b-)	4.18

Figure 6: Overall Quality of City Services



NWRG2—How would you rate the overall quality of services provided by the City of Bellevue? (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level. Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.” Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)



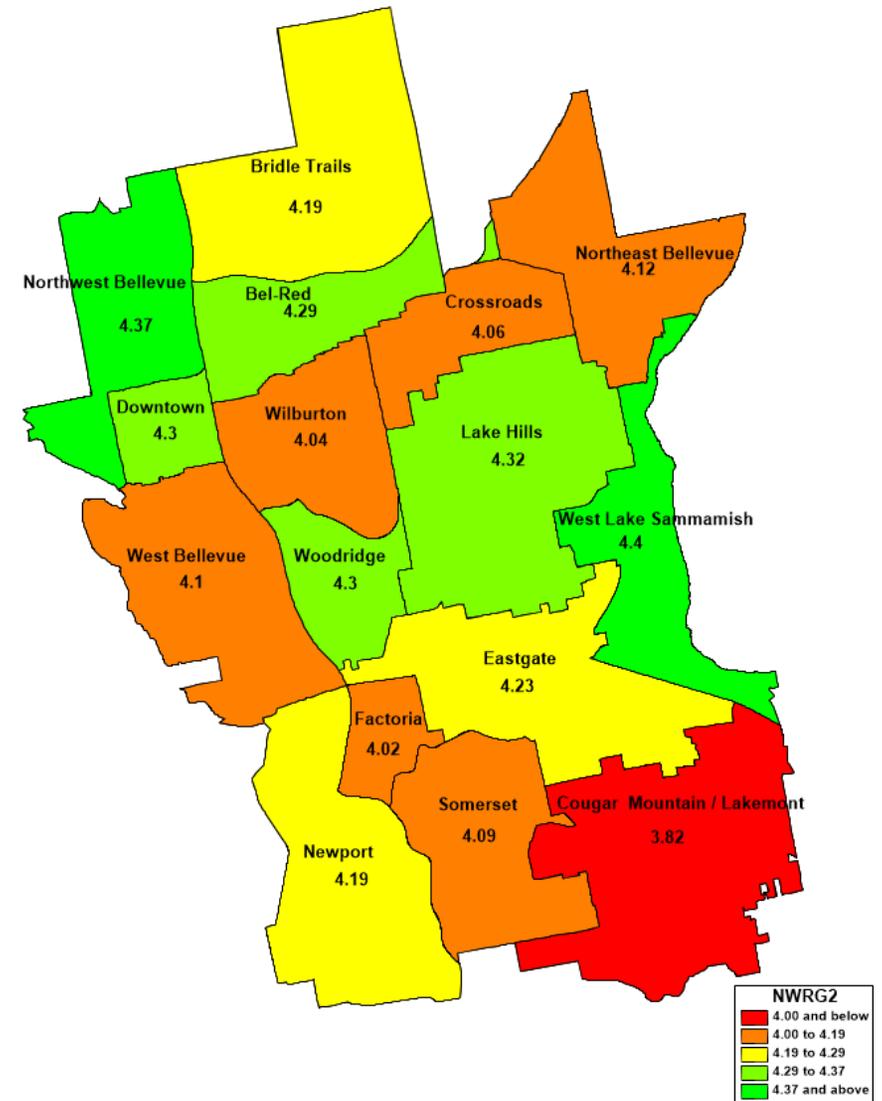
*Use caution, small sample sizes for these subgroups

Table 3: Quality of City Services by Neighborhood

	Greatly Exceeds	Exceeds	Meets	Does Not Meet	Mean
Overall	32%	60%	5%	3%	4.20
Bel-Red *	29%	71%	0%	0%	4.29
Bridle Trails	33%	55%	9%	3%	4.19
Cougar Mountain / Lakemont	12%	72%	3%	14%	3.82
Crossroads	31%	52%	8%	9%	4.06
Downtown	33%	63%	3%	0%	4.30
Eastgate *	40%	48%	6%	6%	4.23
Factoria *	11%	80%	9%	0%	4.02
Lake Hills	34%	64%	2%	0%	4.32
Newport	29%	61%	10%	0%	4.19
Northeast Bellevue	26%	62%	10%	2%	4.12
Northwest Bellevue	41%	57%	0%	2%	4.37
West Lake Sammamish	40%	60%	0%	0%	4.40
Somerset	19%	73%	6%	2%	4.09
West Bellevue	27%	64%	2%	6%	4.10
Wilburton *	31%	58%	3%	8%	4.04
Woodridge *	53%	36%	2%	8%	4.30

NWRG2—How would you rate the overall quality of services provided by the City of Bellevue?
 Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.”
 Base: All respondents (n = 516)

Figure 7: Quality of City Services by Neighborhood

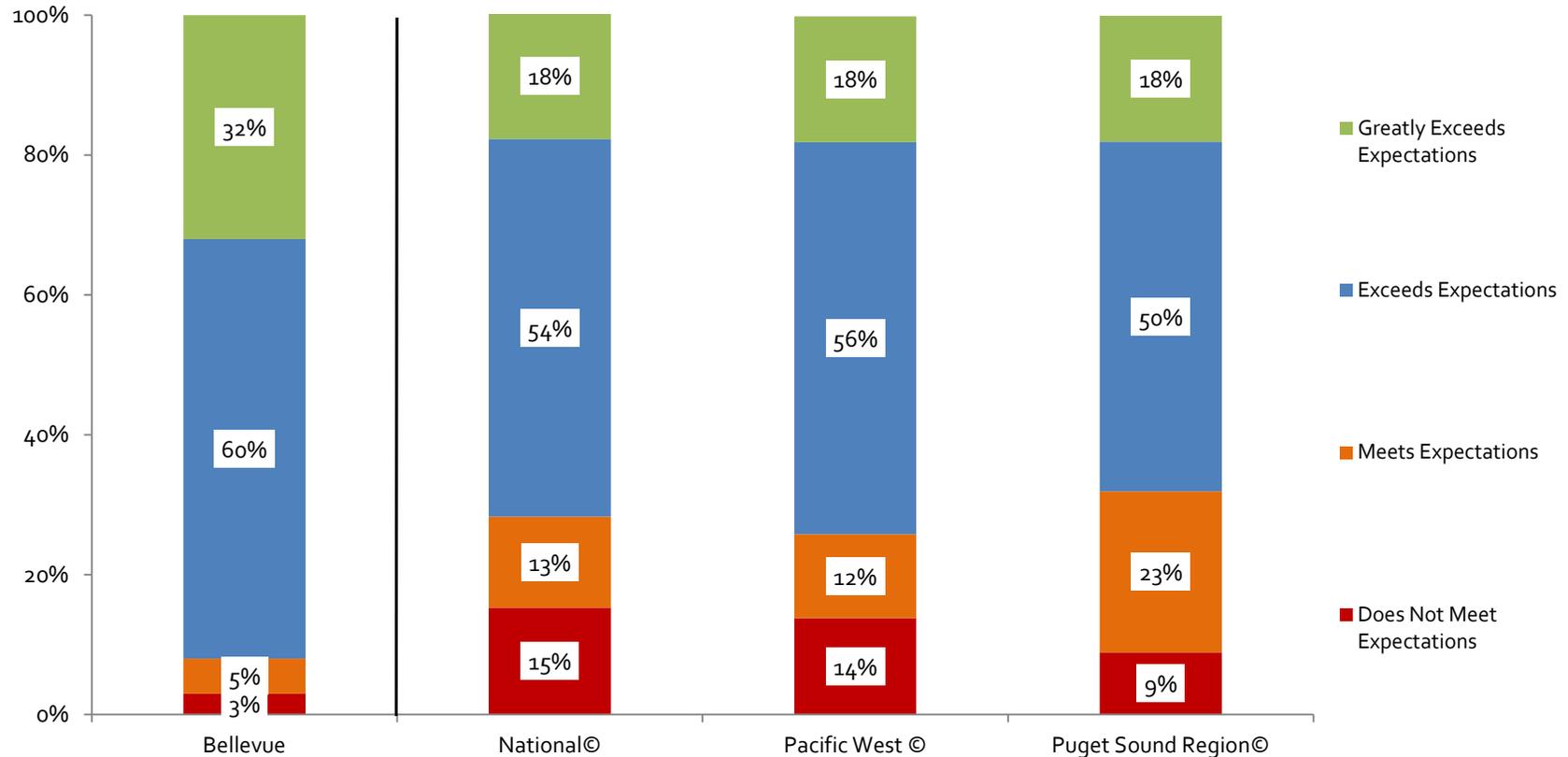


Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) is red. Note that these are relative ratings and red does **not** indicate an “absolute” bad score.

Overall Quality of Services Compared to Benchmark Results

Bellevue also outperforms national and regional benchmarks for the overall Quality of Services provided.

Figure 8: Quality of City Services Benchmarks



NWRG2—How would you rate the overall quality of services provided by the City of Bellevue?

Base: Bellevue all respondents: (n = 516)

© Copyright 2015, Northwest Research Group, LLC. All rights reserved; benchmark numbers should not be reproduced or used in any form without written permission.



*Use caution, small sample sizes for these subgroups

COMPARABILITY TO OTHER COMMUNITIES

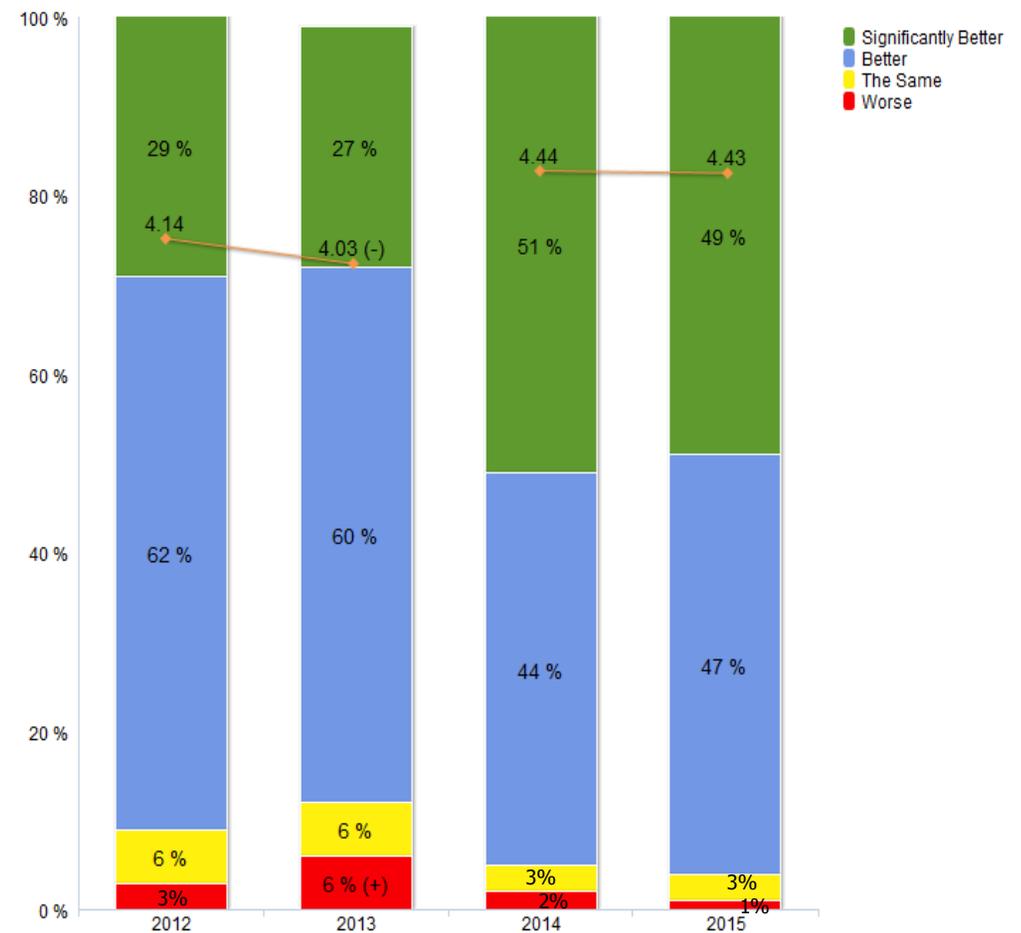
Rating for how Bellevue compares to other communities were nearly the same in 2015 as in 2014. In 2014 the wording for the question changed from “how closely does Bellevue match your ideal city to live” to “compared with other cities and towns, how would you rate Bellevue as a place to live.” This change in wording may have had an impact on ratings.

When comparing neighborhoods, those in Cougar Mountain / Lakemont and Northeast Bellevue are the most likely to report Bellevue is better than other cities and towns.

Overall ratings for comparability to other communities are consistent across demographic groups such as age, income, household type, and owners vs. renters.

While there are no significant differences in the mean score across race categories, Asian respondents are significantly more likely than Caucasian respondents to say that Bellevue is “significantly” better than other cities and towns—57% vs. 46% respectively.

Figure 9: Comparability to Other Communities



NWRG3—Compared with other cities and towns, how would you rate Bellevue as a place to live?

^ In 2012 and 2013 the question was worded: “How closely does Bellevue match your view of an ‘ideal’ city to live in?”

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level. Mean based on five-point scale where “1” means “much worse” and “5” means “significantly better.”

Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n=516)



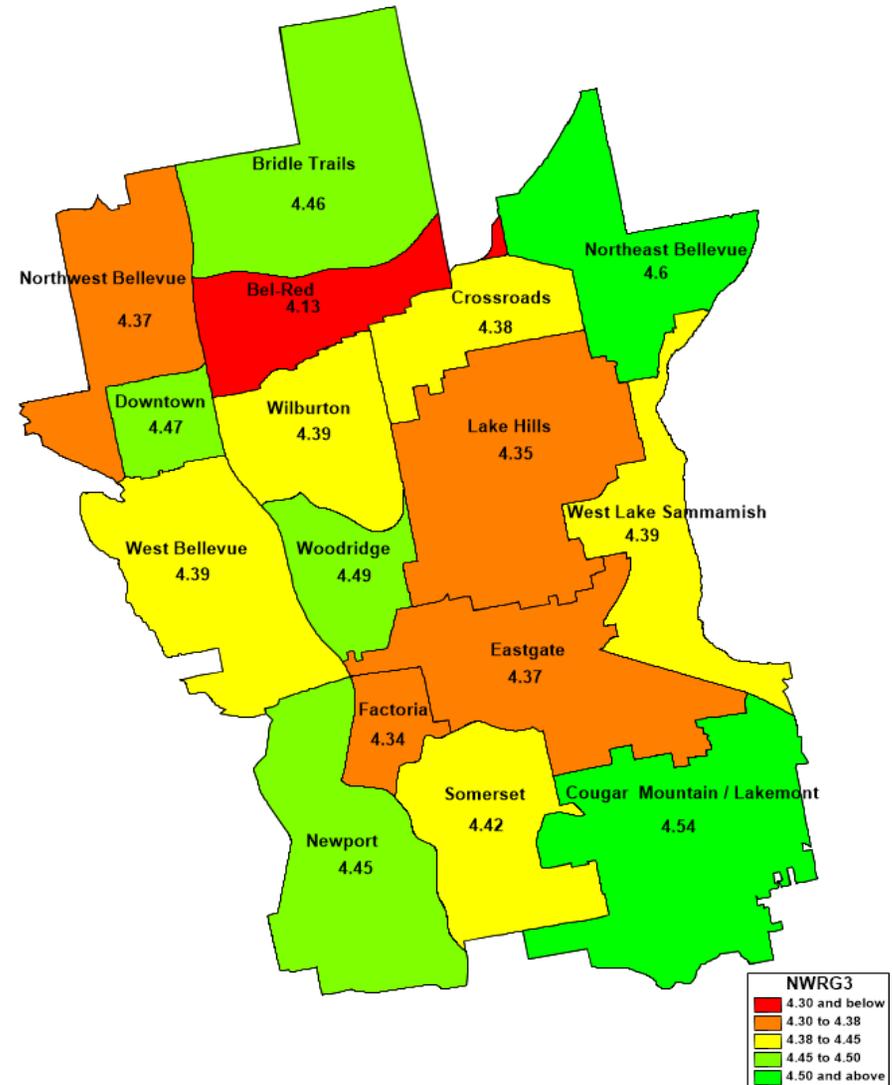
*Use caution, small sample sizes for these subgroups

Table 4: Comparability to Other Communities by Neighborhood

	Significantly Better	Better	The Same	Worse	Mean
Overall	49%	47%	3%	1%	4.43
Bel-Red *	71%	0%	0%	29%	4.13
Bridle Trails	52%	46%	0%	3%	4.46
Cougar Mountain / Lakemont	54%	46%	0%	0%	4.54
Crossroads	49%	42%	6%	3%	4.38
Downtown	47%	53%	0%	0%	4.47
Eastgate *	37%	63%	0%	0%	4.37
Factoria *	43%	48%	9%	0%	4.34
Lake Hills	44%	50%	4%	2%	4.35
Newport	45%	55%	0%	0%	4.45
Northeast Bellevue	68%	24%	8%	0%	4.60
Northwest Bellevue	39%	58%	2%	0%	4.37
West Lake Sammamish	47%	46%	7%	0%	4.39
Somerset	46%	51%	4%	0%	4.42
West Bellevue	39%	61%	0%	0%	4.39
Wilburton *	55%	37%	0%	8%	4.39
Woodridge *	67%	19%	7%	6%	4.49

NWRG3—Compared with other cities and towns, how would you rate Bellevue as a place to live?
 Mean based on five-point scale where “1” means “much worse” and “5” means “significantly better.”
 Base: All respondents (n =516)

Figure 10: Comparability to Other Communities by Neighborhood

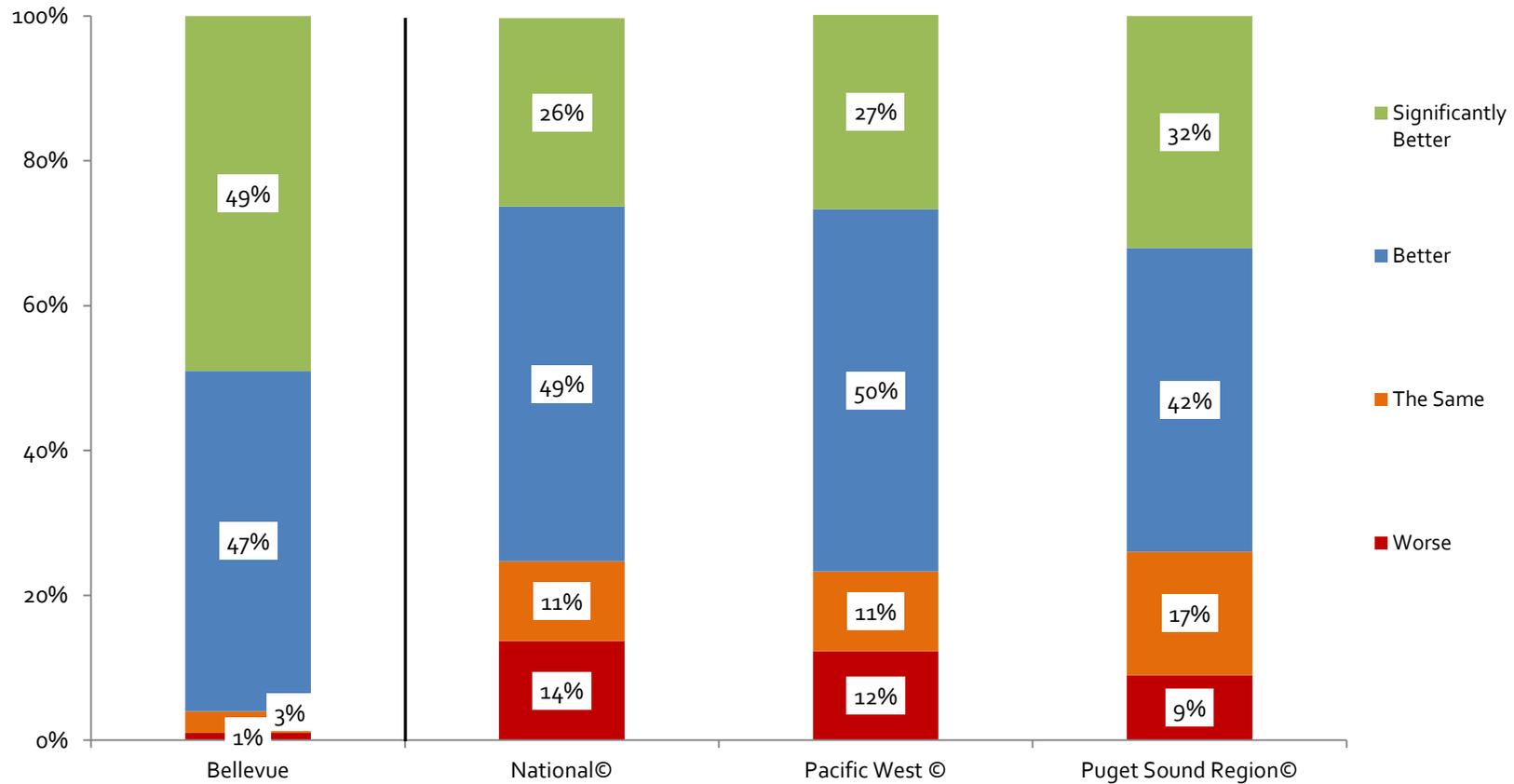


Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) is red. Note that these are relative ratings and red does **not** indicate an “absolute” bad score.

Comparability to Other Communities Compared to Benchmark Results

When compared to national and regional benchmark cities, Bellevue’s performance regarding comparability to other communities is incredibly strong—the strongest performance of the 5-Star Rating questions.

Figure 11: Comparability to Other Communities Benchmarks



NWRG3—Using a scale from 0 to 10 where “0” means “much worse than other cities and towns” and “10” means “significantly better than other cities and towns,” how would you rate Bellevue as a place to live?

Base: Bellevue all respondents: (n = 516)

© Copyright 2015, Northwest Research Group, LLC. All rights reserved; benchmark numbers should not be reproduced or used in any form without written permission.



*Use caution, small sample sizes for these subgroups

DIRECTION CITY IS HEADED

The majority of Bellevue residents continue to feel the city is headed in the right direction. However, the overall rating decreased from 2014 and is now back to 2013 levels. This was a result of a significant change in residents feeling the city is moving in the “strongly right” direction and shifting to “somewhat right” direction.

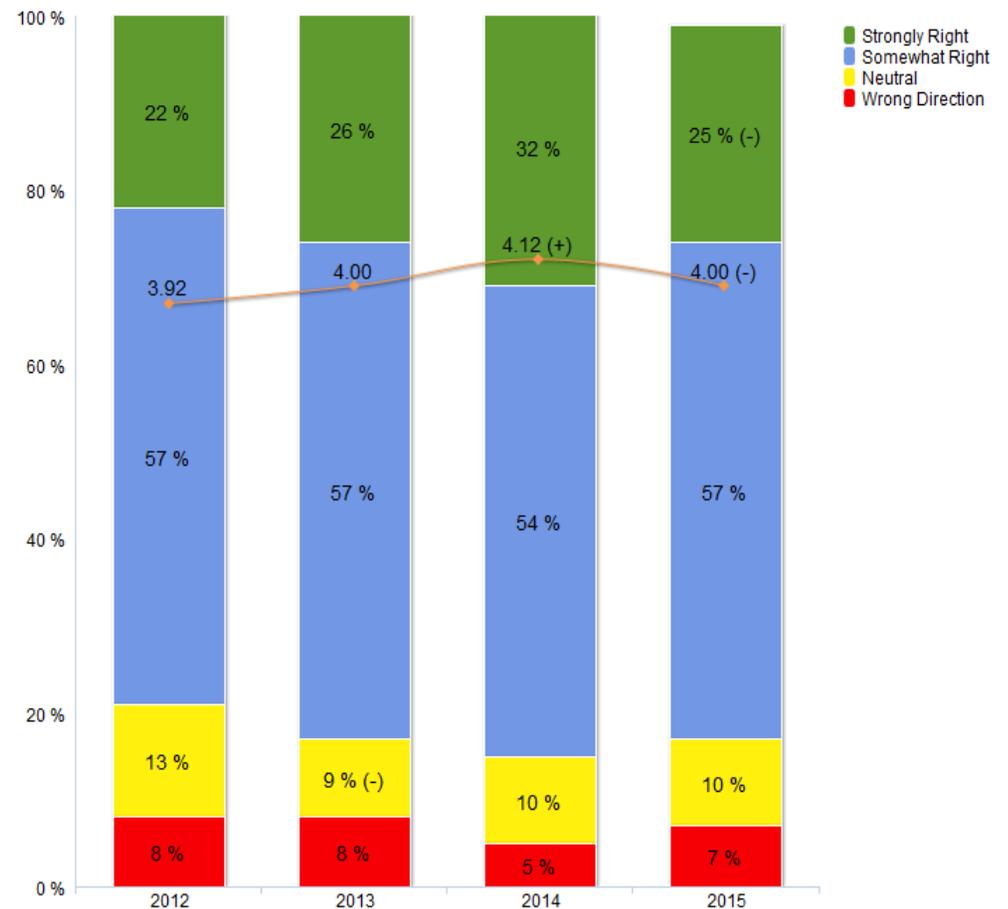
While most demographic groups presented minor differences between 2013 and 2014, respondents age 55 and older significant differences in both the 2014 survey (increase) and 2015 survey (decrease). Despite these changes, residents 55 and older continue to be less likely to believe that Bellevue is headed in the “right direction” than younger residents.

Households with children rate Bellevue significantly higher, while adult-only households and residents age 55 to 64 are significantly more likely to report Bellevue is moving in the “wrong direction.”

Table 5: Direction City Is Headed by Household Composition

	(a) Single-person	(b) Adults only	(c) Has Kids
Strongly Right	27%	25%	26%
Somewhat Right	54%	56%	61%
Neutral	15%	9%	8%
Wrong Direction	4% (b-)	10% (a+)	5%
Mean	4.05	3.92 (c-)	4.09 (b+)

Figure 12: Direction City Is Headed



NWRG4—Overall, would you say that Bellevue is headed in the right or wrong direction? (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level. Mean based on five-point scale where “1” means “strongly headed in wrong direction” and “5” means “strongly headed in right direction.”

Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)

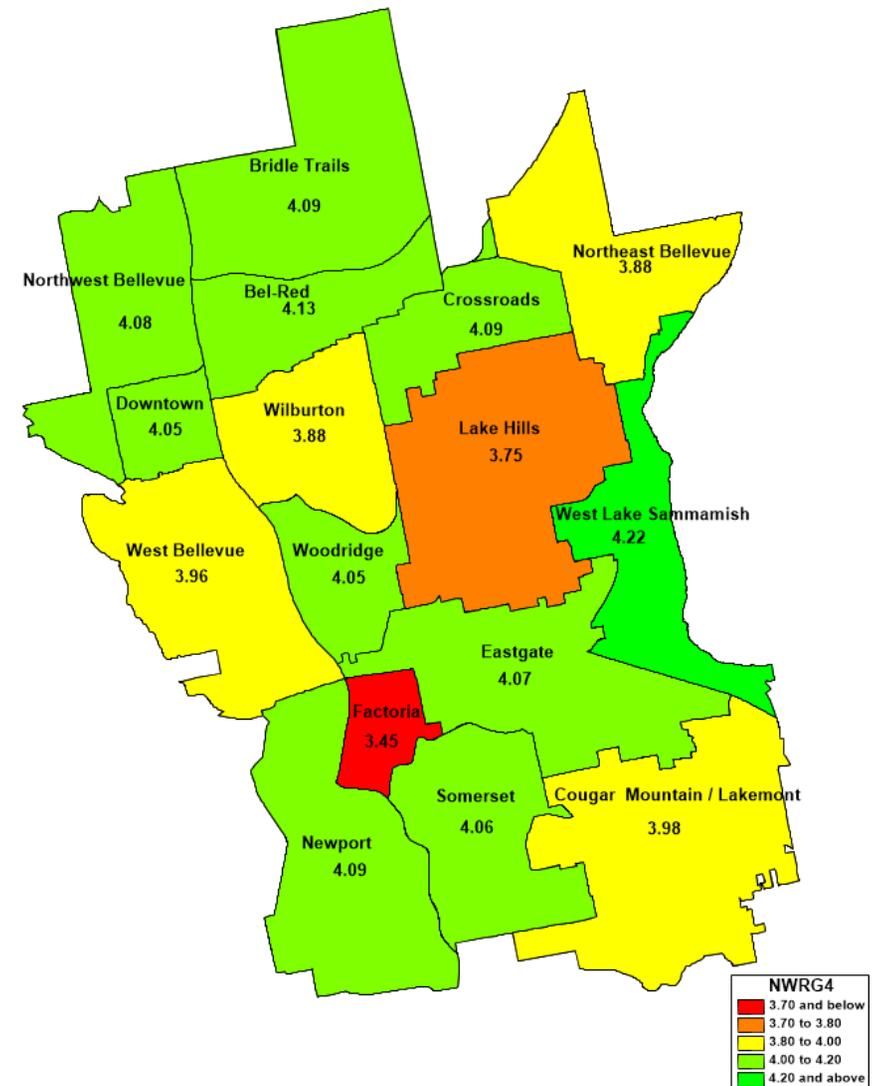
Table 6: Direction City Is Headed by Neighborhood

	Strongly Right	Somewhat Right	Neutral	Wrong Direction	Mean
Overall	25%	57%	10%	7%	4.00
Bel-Red *	71%	0%	0%	29%	4.13
Bridle Trails	24%	67%	1%	7%	4.09
Cougar Mountain / Lakemont	25%	58%	9%	8%	3.98
Crossroads	23%	67%	6%	4%	4.09
Downtown	33%	46%	14%	7%	4.05
Eastgate *	21%	65%	14%	0%	4.07
Factoria *	20%	40%	22%	18%	3.45
Lake Hills	17%	52%	23%	9%	3.75
Newport	16%	79%	2%	3%	4.09
Northeast Bellevue	17%	67%	6%	10%	3.88
Northwest Bellevue	31%	54%	7%	8%	4.08
West Lake Sammamish	31%	60%	9%	0%	4.22
Somerset	23%	65%	5%	6%	4.06
West Bellevue	32%	47%	8%	14%	3.96
Wilburton *	15%	66%	11%	8%	3.88
Woodridge *	41%	41%	8%	11%	4.05

NWRG4—Overall, would you say that Bellevue is headed in the right or wrong direction? Mean based on five-point scale where “1” means “strongly headed in wrong direction” and “5” means “strongly headed in right direction.”

Base: All respondents (n = 516)

Figure 13: Direction City Is Headed by Neighborhood



Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) is red. Note that these are relative ratings and red does not indicate an “absolute” bad score.

Reasons Why City Is Headed in Right or Wrong Direction

A follow-up question asks respondents their number one and number two reasons why they believe Bellevue is headed in the right or wrong direction. Among responses received answering the question why Bellevue is headed in the right direction, planning for growth and schools are the top reasons. Very few respondents (n = 38) thought Bellevue is headed in the wrong direction. Among the responses received, traffic/congestion is the top mentioned response. For a full list of comments see Appendix VI.

Moving in the right direction



*Use caution, small sample sizes for these subgroups

Coded Results for Reasons why Bellevue is Heading in the Right / Wrong Direction

Table 7: Reasons Why Bellevue Is Headed in Right Direction

	First Response		Second Response	
	N	%	N	%
Development / Growth	78	20%	25	9%
Planning / Infrastructure	40	10%	19	7%
Business Growth / Friendliness / Economy	32	8%	25	8%
Politicians / Leadership / City Council / Government	29	7%	17	6%
Public Transportation	26	7%	8	3%
Downtown Development / Redesign / Updating / Modern	22	6%	11	4%
Congestion / Crowding / Traffic / Overbuilding	22	6%	27	9%
Schools / Education	21	5%	18	6%
I like it / It's good / Quality of Life / Other generic positive statements	21	5%	7	2%
Other	16	4%	27	9%
Low Crime / Safe	12	3%	16	5%
Sense of Community / Family Friendly	11	3%	14	5%
Environmentally conscious or friendly / Parks	11	3%	14	5%
Light Rail	10	3%	10	3%

Table 8: Reasons Why Bellevue Is Headed in Wrong Direction

	First Response		Second Response	
	N	%	N	%
Congestion / Crowding / Traffic / Overbuilding	12	35%	9	33%
Cost of Living / Expensive / Taxes	5	14%	6	21%
Other	4	12%	-	-
Politicians / Leadership / City Council / Government	3	7%	1	2%
Business Growth / Friendliness / Economy	3	7%	-	-
Downtown Development / Redesign / Updating / Modern	2	6%	1	2%
Planning/Infrastructure	2	6%	-	-
Public Transportation	1	3.6	2	7%
Services / Utilities / Facilities	1	3.6	2	7%
Housing	-	-	2	7%

Q6—Using a one or two word phrase, what are the reasons why you think Bellevue is headed in the [right/wrong] direction?

Base: Respondents who believe Bellevue is headed in the right (n = 423 n_w= 422) / wrong (n = 38 n_w= 36) direction.

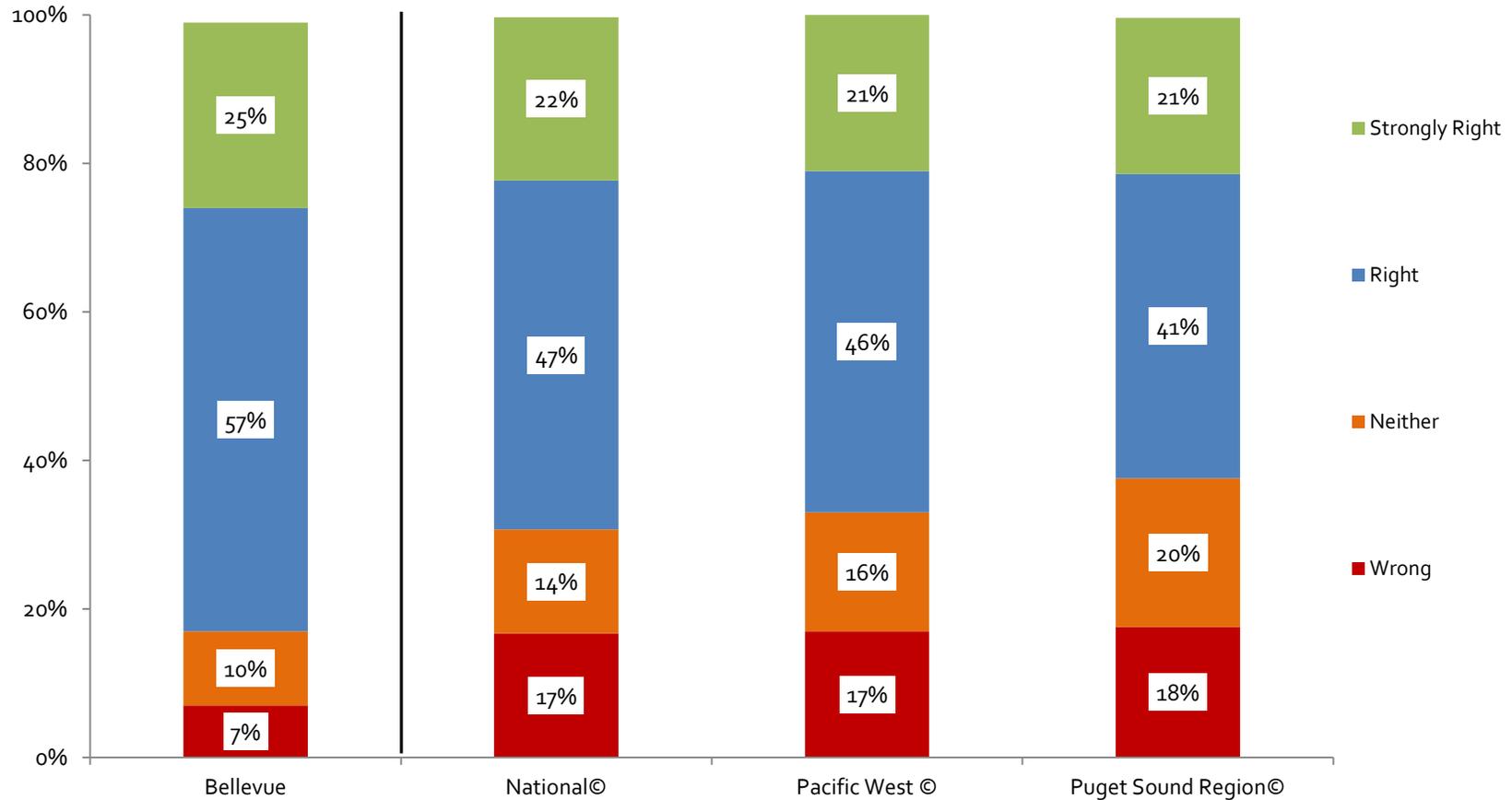


*Use caution, small sample sizes for these subgroups

Direction City Is Headed Compared to Benchmark Results

While overall, Bellevue outperforms other cities regarding the direction the city is headed, this is primarily due to the share of residents who feel that Bellevue is headed “Somewhat” in the right direction—the share of those feel the City is “Strongly” headed in the right direction is similar to national and regional benchmarks.

Figure 14: Direction City is Headed Benchmarks



NWRG4—Overall, would you say that Bellevue is headed in the right or wrong direction?

Base: Bellevue all respondents: (n = 516)

© Copyright 2015, Northwest Research Group, LLC. All rights reserved; benchmark numbers should not be reproduced or used in any form without written permission.



*Use caution, small sample sizes for these subgroups

Value of Services for Tax Dollars Paid

While resident's overall feeling towards the value of services for tax dollars paid decreased between 2014 and 2015, attitudes have remained relatively consistent with 2012 and 2013 and have been generally increasing since 2010.

Residents who have lived in Bellevue between 10 and 24 years are the most likely to feel they are getting their money's worth for their tax dollar.

Figure 15: Value of Services for Tax Dollars Paid

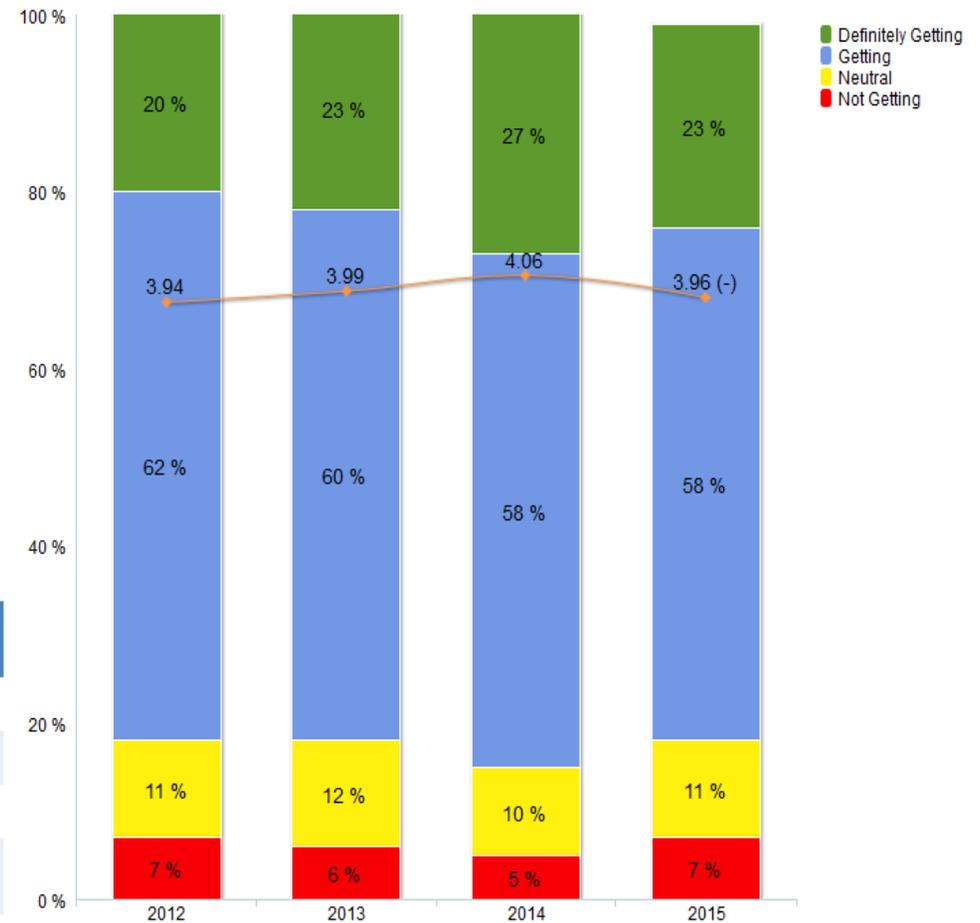


Table 9: Value for Tax Dollars Paid by Length of Residence

	(a) Less than 4 years	(b) 4-9 years	(c) 10-24 years	(d) 25 years+
Definitely Getting	26%	21%	22%	24%
Getting	52%	64%	62%	56%
Neutral	14%	8%	13%	10%
Not Getting	8% (c+)	7%	3% (a-,d-)	10% (c+)
Mean	3.94	3.96	4.03	3.91

NWRG5—Do you feel you are getting your money's worth for your city tax dollar?
 (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.
 Mean based on five-point scale where "1" means "definitely not getting money's worth" and "5" means "definitely getting money's worth."

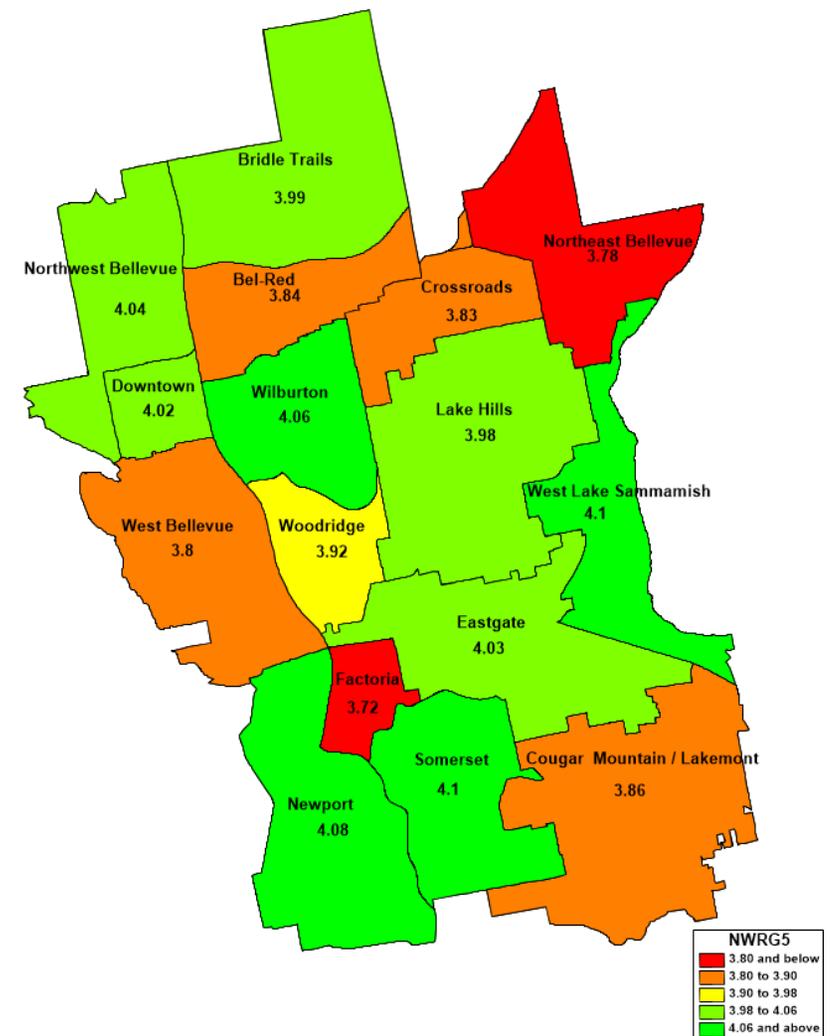
Base: All respondents 2012 (n = 405); 2013 (n = 518); 2013 (n = 491); 2015 (n = 516)

Table 10: Value for Tax Dollars Paid by Neighborhood

	Definitely Getting	Getting	Neutral	Not Getting	Mean
Overall	23%	58%	11%	7%	3.96
Bel-Red *	42%	29%	0%	29%	3.84
Bridle Trails	26%	56%	12%	6%	3.99
Cougar Mountain / Lakemont	15%	63%	16%	6%	3.86
Crossroads	13%	69%	6%	12%	3.83
Downtown	26%	58%	10%	6%	4.02
Eastgate *	36%	35%	26%	4%	4.03
Factoria *	18%	55%	19%	9%	3.72
Lake Hills	26%	53%	16%	6%	3.98
Newport	15%	77%	8%	0%	4.08
Northeast Bellevue	18%	61%	6%	16%	3.78
Northwest Bellevue	32%	45%	18%	5%	4.04
West Lake Sammamish	23%	66%	9%	2%	4.10
Somerset	19%	72%	9%	0%	4.10
West Bellevue	27%	48%	6%	19%	3.80
Wilburton *	27%	60%	5%	8%	4.06
Woodridge *	25%	57%	9%	8%	3.92

NWRG5—Do you feel you are getting your money’s worth for your city tax dollar? Mean based on five-point scale where “1” means “definitely not getting money’s worth” and “5” means “definitely getting money’s worth.” Base: All respondents (n = 516)

Figure 16: Value for Tax Dollars Paid by Neighborhood

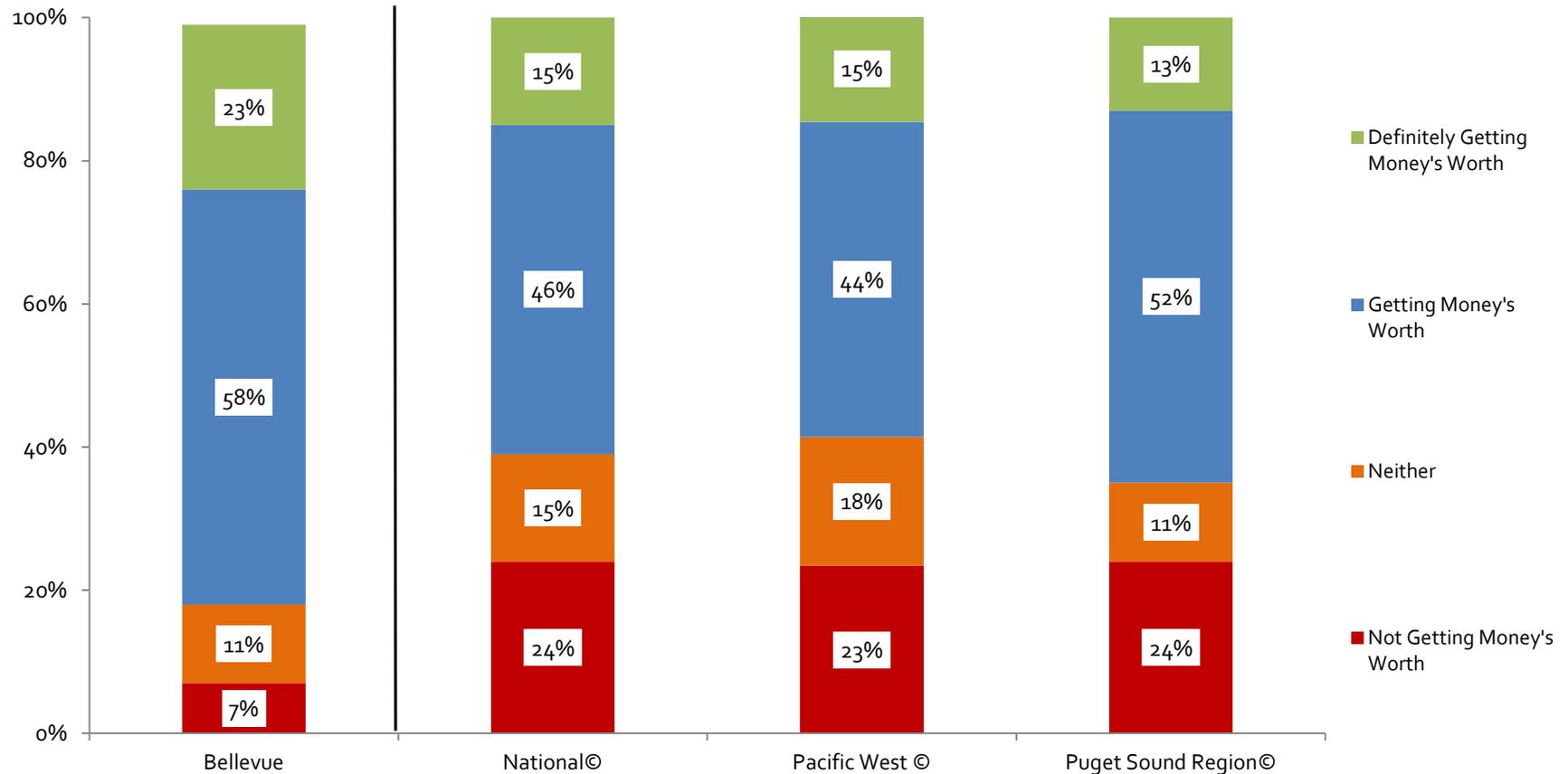


Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) is red. Note that these are relative ratings and red does **not** indicate an “absolute” bad score.

Value for Tax Dollars Paid Compared to Benchmark Results

Comparative findings for value for tax dollars paid are similar to those regarding the direction the city is headed. That is, Bellevue outperforms national and regional benchmarks primarily due to those who feel they are getting their money’s worth rather than “Definitely” getting their money’s worth.

Figure 17: Value for Tax Dollars Paid Benchmarks



NWRG5—Do you feel you are getting your money’s worth for your city tax dollar?

Base: Bellevue all respondents: (n = 516)

© Copyright 2015, Northwest Research Group, LLC. All rights reserved; benchmark numbers should not be reproduced or used in any form without written permission.



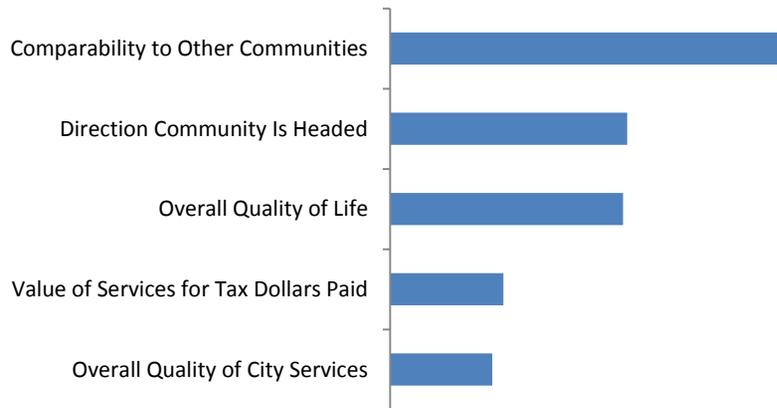
*Use caution, small sample sizes for these subgroups

BELLEVUE'S 5-STAR RATING

OVERALL 5-STAR RATING

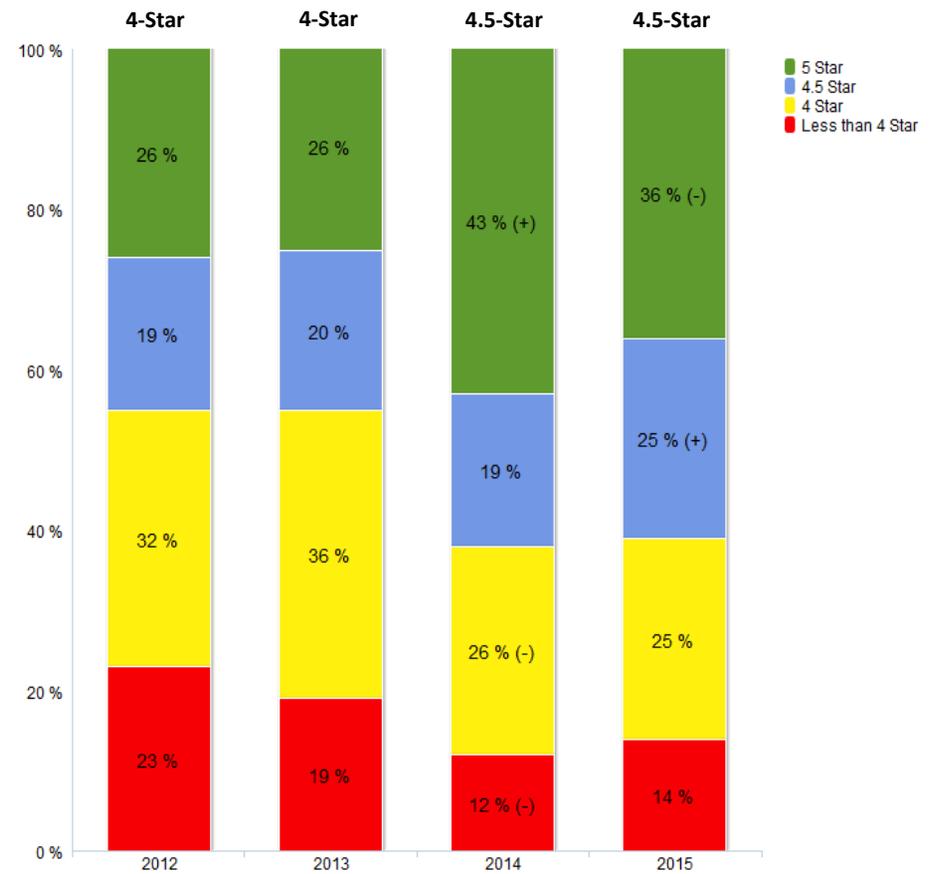
The 5-Star Rating is a composite index that captures the essence of how well a city meets the critical needs and expectations of its residents and that uses a robust theoretical and mathematical model. The model is based on a weighted sum of five questions: (1) overall quality of life, (2) overall quality of city services, (3) perceived comparability to other communities (that is, is Bellevue seen as better or worse than other communities), (4) direction the community is headed, and (5) perceived value of services for tax dollars paid.

Relative Weight in Model



Bellevue is again rated a 4.5-Star city. While the percentage of residents who rate Bellevue as a 5-Star city significantly decreased from 2014, the responses shifted from 5-Star to 4.5-Star. A solid quarter of all residents rate Bellevue as a 4.5-Star city—more than any other year. The percent of residents rating Bellevue as a 5-Star City is higher than all previous years with the exception of 2014.

Figure 18: Bellevue's 5-Star Rating



(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.
 Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)



*Use caution, small sample sizes for these subgroups

In general, Bellevue is comparable to other 4.5-star cities nationwide. Bellevue outperforms other 4.5-star cities on the Overall Quality of Life and Comparability to Other Cities and Towns.

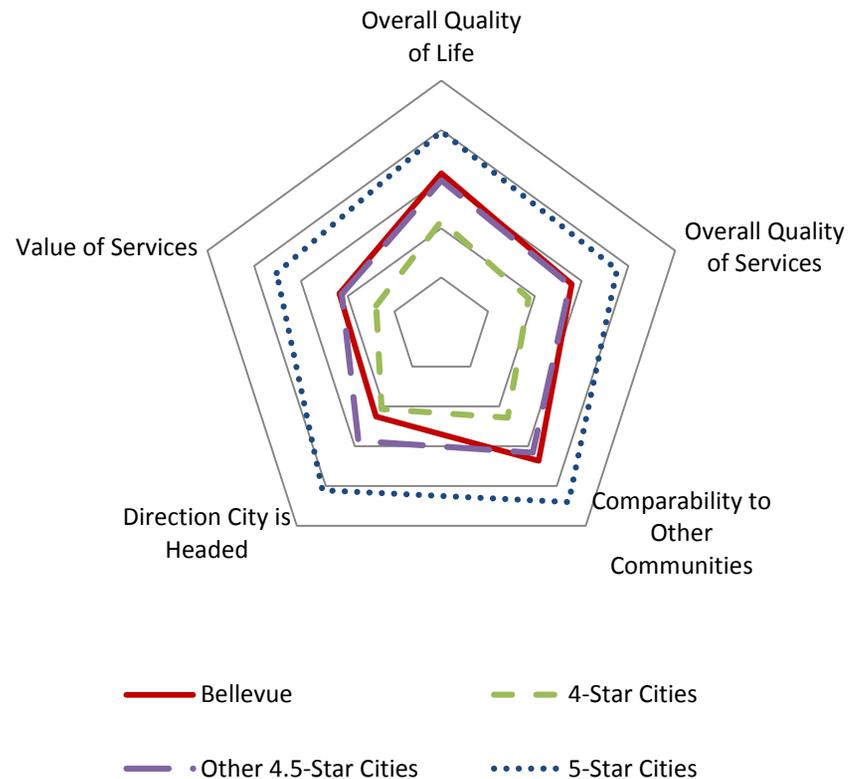
Bellevue is on-par with other 4.5-star cities regarding the Value of Services Received for Tax Dollars Paid and the Overall Quality of City Services. Bellevue is below other 4.5-star cities when it comes to the Direction the City is Headed.

Those most likely to say Bellevue is a 5-Star City:

- Asian residents
- Residents living in multi-family housing
- Residents living in Bel-Red* and Woodridge* (note small sample sizes)

Those least likely to rate Bellevue as a 5-Star City:

- Residents living here between 4 and 9 years
- Those living in single family housing—in fact this is the most likely group to rate Bellevue as a 4-Star City
- Residents living in Somerset



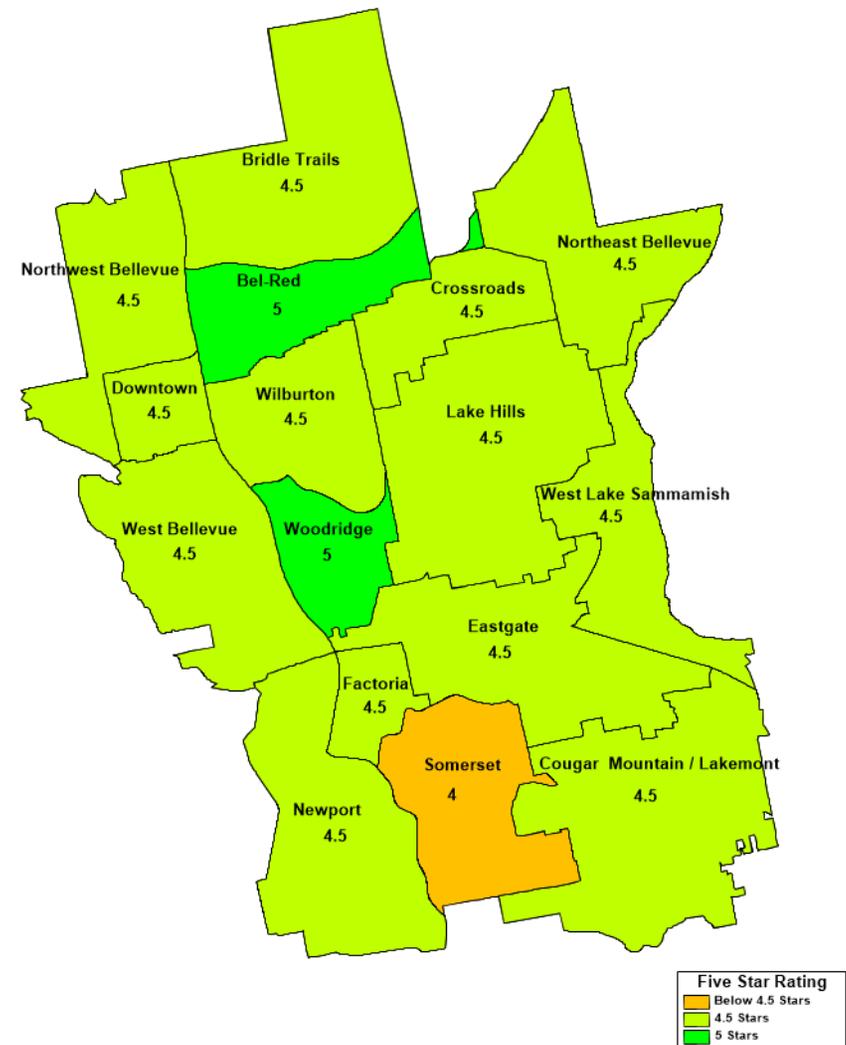
5-STAR RATING BY NEIGHBORHOOD

Table 11: 5-Star Rating by Neighborhood

	5 Star	4.5 Star	4 Star	Less than 4 Star	Median
Overall	36%	25%	25%	14%	4.50
Bel-Red *	71%	0%	0%	29%	5.00
Bridle Trails	33%	30%	31%	6%	4.50
Cougar Mountain / Lakemont	38%	29%	16%	16%	4.50
Crossroads	32%	28%	26%	14%	4.50
Downtown	38%	27%	16%	18%	4.50
Eastgate *	25%	44%	21%	10%	4.50
Factoria *	20%	36%	16%	28%	4.50
Lake Hills	28%	23%	33%	16%	4.50
Newport	45%	11%	40%	4%	4.50
Northeast Bellevue	44%	26%	19%	12%	4.50
Northwest Bellevue	39%	16%	32%	13%	4.50
West Lake Sammamish	37%	31%	20%	12%	4.50
Somerset	29%	19%	37%	15%	4.00
West Bellevue	32%	21%	28%	19%	4.50
Wilburton *	42%	12%	26%	19%	4.50
Woodridge *	59%	15%	13%	13%	5.00

5-Star Rating is a computed variable.
Base: All respondents (n = 516)

Figure 19: 5-Star Rating by Neighborhood



Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) is red. Note that these are relative ratings and red does not indicate an “absolute” bad score.

PERCEPTIONS OF BELLEVUE AS A PLACE TO LIVE

Similar to previous years, nearly all Bellevue residents continue to say Bellevue is a good or excellent place to live. While the overall mean rating decreased compared to 2014, it remains on-par with 2012 and 2013 levels. The decrease between 2014 and 2015 was primarily due to a shift from those who feel Bellevue is an “excellent” place to live to a “good” place to live.

Bellevue’s youngest residents, those under age 35, were significantly less likely to feel that Bellevue is an “excellent” place to live; however, they were also more likely to feel Bellevue is a “good” place to live.

Figure 20: Perceptions of Bellevue as a Place to Live

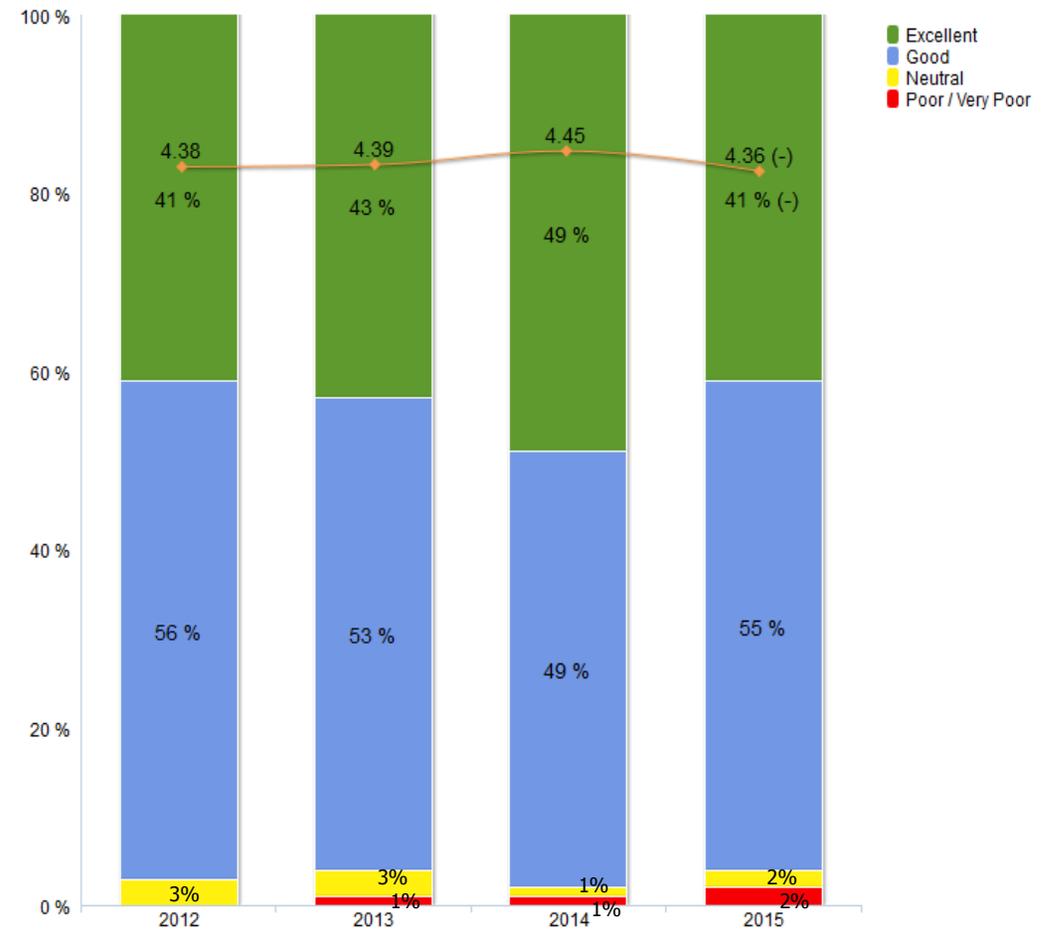


Table 12: Bellevue as a Place to Live by Age

	(a) Under 35	(b) 35 to 54	(c) 55 or Over
Excellent	29% (b-,c-)	45% (a+)	48% (a+)
Good	66% (c+)	55%	46% (a-)
Neutral	3% (b+)	0% (a-)	2%
Poor / Very Poor	2%	0% (c-)	4% (b+)
Mean	4.23 (b-,c-)	4.43 (a+)	4.38 (a+)

Q1A—Overall, how would you describe the City of Bellevue as a place to live?
 (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.
 Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.”
 Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)



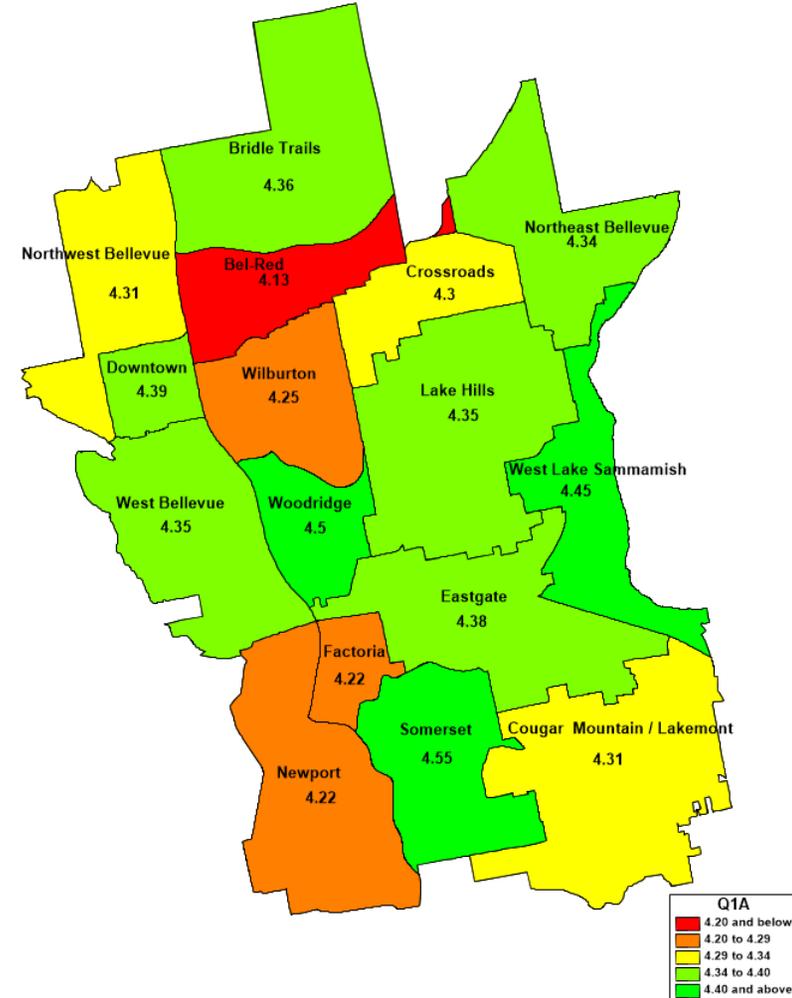
*Use caution, small sample sizes for these subgroups

Table 13: Bellevue as a Place to Live by Neighborhood

	Excellent	Good	Neutral	Poor / Very Poor	Mean
Overall	41%	55%	2%	2%	4.36
Bel-Red *	71%	0%	0%	29%	4.13
Bridle Trails	41%	54%	5%	0%	4.36
Cougar Mountain / Lakemont	38%	58%	0%	3%	4.31
Crossroads	30%	70%	0%	0%	4.30
Downtown	39%	61%	0%	0%	4.39
Eastgate *	51%	38%	8%	3%	4.38
Factoria *	40%	51%	0%	9%	4.22
Lake Hills	41%	55%	2%	2%	4.35
Newport	31%	64%	0%	5%	4.22
Northeast Bellevue	39%	59%	0%	2%	4.34
Northwest Bellevue	38%	56%	3%	2%	4.31
West Lake Sammamish	45%	55%	0%	0%	4.45
Somerset	55%	45%	0%	0%	4.55
West Bellevue	38%	58%	4%	0%	4.35
Wilburton *	41%	51%	0%	8%	4.25
Woodridge *	67%	23%	5%	6%	4.50

Q1A—Overall, how would you describe the City of Bellevue as a place to live?
 Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.”
 Base: All respondents (n = 516)

Figure 21: Bellevue as a Place to Live by Neighborhood



Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) is red. Note that these are relative ratings and red does **not** indicate an “absolute” bad score.

When asked about Bellevue's best attributes residents mentioned several things with parks, schools, safety, and clean city being the most mentioned attributes.



Bellevue's Best Attributes – Coded

Table 14: Bellevue's Best Attributes

	First Response		Second Response	
	N	%	N	%
Clean	52	10%	33	7%
Convenient	57	11%	43	10%
Schools / Education	50	10%	42	9%
Diverse	14	3%	16	4%
Location	30	6%	15	3%
Mall / Shopping	11	2%	21	5%
Parks / Green Space	73	15%	49	11%
Public Transportation	2	0%	4	1%
Safe	61	12%	57	13%
Friendly	6	1%	15	3%
Quiet / Peaceful	7	1%	11	2%
Attractive / Nice Neighborhoods / Pretty	13	3%	13	3%
Easy to get around	8	2%	9	2%
Good atmosphere / Quality of Life	29	6%	25	6%
Upscale / Modern / Urban	17	3%	14	3%
Activities	10	2%	17	4%
City Management / Government	13	3%	7	2%
Infrastructure / Upkeep of roads, sidewalks	4	1%	9	2%
Community Oriented / Child-Friendly	7	1%	8	2%
Good Services (fire, police, library)	7	1%	6	1%
Other	31	6%	40	9%



*Use caution, small sample sizes for these subgroups

KEY COMMUNITY INDICATORS

OVERALL RATINGS

The City of Bellevue has identified a total of 27 items as Key Community Indicators (KCI). Respondents were asked the extent to which they agreed or disagreed that each of these indicators described Bellevue.

In 2011, NWRG began using factor analysis to analyze the KCIs. Factor analysis is a type of advanced analytics that looks at the responses to multiple questions and group questions with highly correlated responses into factors. For example, all 27 of Bellevue's KCIs were analyzed, and the results showed that many of the answers were highly related (e.g., individual responses to questions dealing with safety were very similar). We then combine the scores of the related questions to create a new variable, in this case called a dimension. Table 12, on the next page, shows which questions were highly related to one another and how they were grouped to create each of the six dimensions: Safe Community, Neighborhoods, Healthy Living, Engaged Community, Mobility, and Competitive. The analysis is performed each year, and the dimensions are updated as needed.

The resulting factors are similar to the city's Key Strategic Planning Areas but more closely represent how Bellevue residents think when grouping the KCIs.

The use of factor analysis to create Bellevue's dimensions simplifies reporting and provides for a more stable model when running other analytics such as the Key Drivers Analysis, discussed on page 55.



*Use caution, small sample sizes for these subgroups

Table 15: Key Community Indicators and Corresponding Dimensions

Dimension	Attributes	2011/2012	2013	2014	2015
Competitive	Is a good place to raise children	X	X	X	X
	Fosters and supports a diverse community in which all residents have the opportunity to live well, work, and play	X	X	X	X
	Is doing a good job helping to create a competitive business environment that supports entrepreneurs and creates jobs	X	X	X	X
	Is a visionary community in which creativity is fostered	X	X	X	X
	Is doing a good job of planning for growth in ways that add value to the quality of life	X	X	X	X
	Is doing a good job of looking ahead and seeking innovative solutions to regional and local challenges	X	X		
	Is doing a good job of looking ahead to meet regional challenges			X	X
	Is doing a good job of looking ahead to meet local challenges			X	X
Engaged Community	Does a good job of keeping residents informed	X	X	X	X
	Is a welcoming and supportive community that demonstrates caring for people through its actions	X	X	X	X
	Encourages citizen engagement such as volunteering or participating in community activities	X	X	X	X
	Listens to its residents and seeks their involvement	X	X	X	X
Healthy	Has attractive neighborhoods that are well maintained	X			
	Offers me and my family opportunities to experience nature where we live, work, and play	X	X	X	X
	Environment supports my personal health and well-being	X	X	X	X
	Is doing a good job of maintaining and enhancing a healthy, natural environment for current and future generations	X	X	X	X
	I live in a neighborhood that supports families, particularly those with children	X			
	Can rightfully be called a “city in a park”	X	X	X	X
	Provides water, sewer, and waste water services and infrastructure that reliably ensures public health			X	X
	Provides water, sewer, and waste water services and infrastructure that protects the environment			X	X
Safe Community	Is a safe community in which to live, learn, work, and play	X	X	X	X
	Is well-prepared to respond to routine emergencies	X	X	X	X
	Plans appropriately to respond to major emergencies	X	X	X	X
	Has attractive neighborhoods that are safe	X			
Mobility	Neighborhood provides convenient access to my day-to-day activities	X			
	Provides a safe transportation system for all users	X	X	X	X
	Allows for travel within the City of Bellevue in a reasonable and predictable amount of time	X	X	X	X
	Is doing a good job of planning for and implementing a range of transportation options	X	X	X	X
Neighborhoods	Has attractive and well-maintained neighborhoods		X	X	X
	Has neighborhoods that are safe		X	X	X
	I live in a neighborhood that supports families, particularly those with children		X	X	X
	Neighborhood provides convenient access to my day-to-day activities		X	X	X

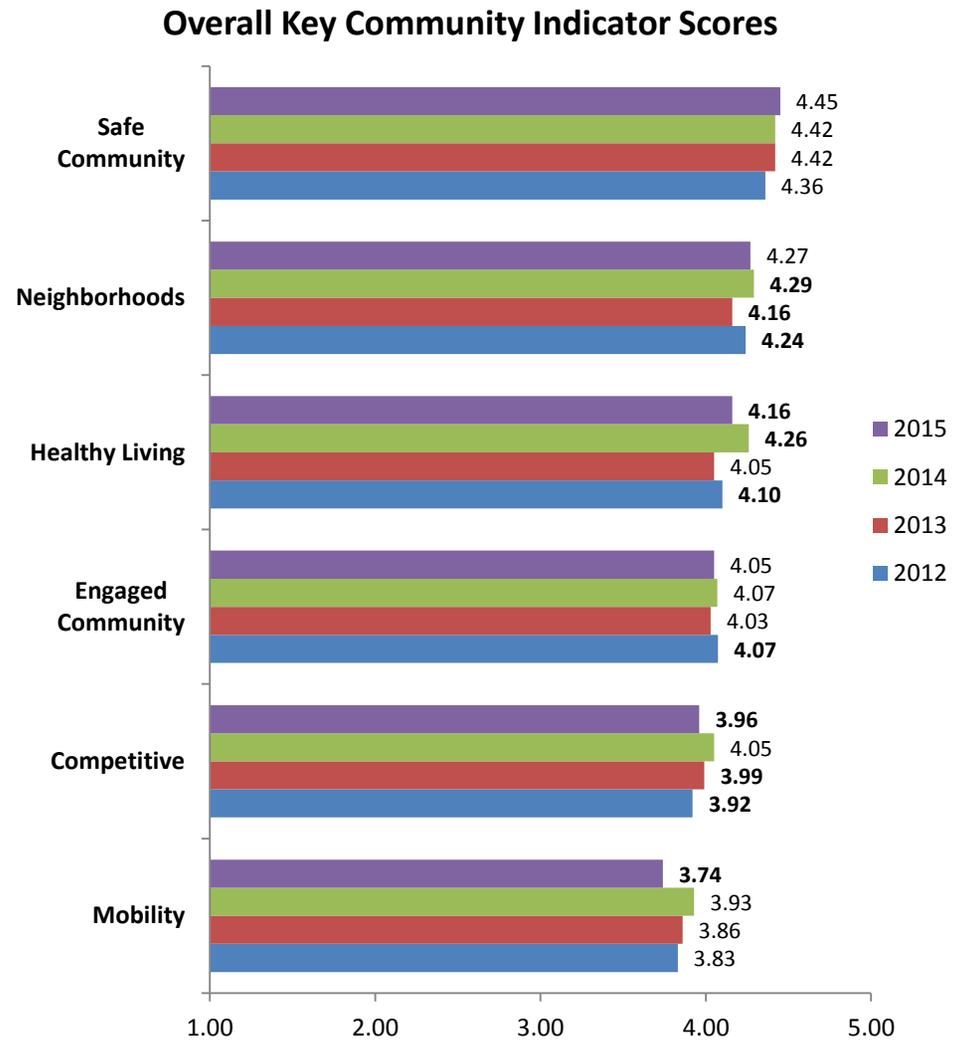
As in previous years, Bellevue does best in terms of its overall performance for being safe. In addition to being the only dimension to increase year-over-year, Safe Community is the only dimension to remain the same or increase each year since 2012.

Bellevue’s ratings for competitiveness and mobility are the lowest and below the average for all KCI dimensions. Both of these dimensions received significantly lower ratings from 2014. Mobility in particular is at the lowest recorded level.

After a significant increase in 2014, the rating for Healthy Living significantly decreased in 2015 but is still above the 2013 rating.

Ratings are generally stable between 2014 and 2015 for Neighborhoods and Engaged Community.

Figure 22: Overall Performance on Key Community Indicator Dimensions



Bolding indicates a significant difference from prior year.

GROUPED RATINGS

Respondents were read a list of statements—Key Community Indicators—and asked to indicate their agreement in the following manner:

To what extent do you agree or disagree with each of the following statements about the City of Bellevue?

As in 2014, Bellevue's high rating for being a safe community in which to live, learn, work, and play continues to be the primary factor in the safety dimension.

Residents feel that while the city is well prepared for routine emergencies, confidence is less when it comes to planning for major emergencies.

Ratings for neighborhoods did not significantly change between 2014 and 2015.

Neighborhoods with convenient access to activities has remained stable over the years and is the highest rated neighborhood attribute.

Neighborhoods support families, particularly those with children, is the only attribute to rate below the overall Neighborhood mean.

Table 16: Performance on Key Community Indicators—Safe

Key Community Indicators	2012	2013	2014	2015
Overall	4.36↓	4.42	4.42	4.45
Provides a safe community in which to live, learn, work, and play	4.52	4.56	4.61	4.61
Is well prepared to respond to routine emergencies			4.43	4.50
Plans appropriately to respond to major emergencies			4.20	4.21
Plans appropriately to respond to emergencies	4.28↓	4.34		

Note: Red dividing lines in tables indicates the overall mean of the KCIs contained in that dimension. ↓ / ↑ = significant decrease/increase (95% confidence). Base: random selection SAFE (see Appendix III)

Table 17: Performance on Key Community Indicators—Neighborhoods

Key Community Indicators	2012	2013	2014	2015
Overall	4.24↓	4.16↓	4.29↑	4.27
Neighborhood provides convenient access to activities	4.35	4.32	4.34	4.37
Bellevue neighborhoods are safe	4.34	4.28	4.45↑	4.36
Has attractive and well-maintained neighborhoods	4.31	4.26	4.38	4.34
Neighborhoods support families, particularly those with children	3.94	3.76↓	3.99↑	4.02

Note: Red dividing lines in tables indicates the overall mean of the KCIs contained in that dimension. ↓ / ↑ = significant decrease/increase (95% confidence). Base: random selection NEIGHBORHOODS (see Appendix III)

Bellevue continues to be seen as being particularly strong in terms of providing water and sewer that reliably ensure public health.

After a significant increase in 2014, the overall rating for healthy living decreased significantly between 2014 and 2015. This was due to a decrease in nearly all the attributes that make up Healthy Living.

- The rating for Bellevue can rightfully be called a “city in a park” decreased significantly and is well below the Healthy Living average.

Bellevue’s ratings for citizen engagement remain stable in 2015.

As in previous years, Bellevue does best in terms of keeping its residents informed.

Table 18: Performance on Key Community Indicators—Healthy Living

Key Community Indicators	2012	2013	2014	2015
Overall	4.10↓	4.05	4.26↑	4.16↓
Provides, water, sewer that reliably ensures public health			4.44	4.44
Offers opportunities to experience nature where we live, work, and play	4.25	4.23	4.35	4.25
Provides an environment supports my personal health and well-being	4.19	4.14	4.28	4.23
Provides, water, sewer that protects the environment			4.32	4.22
Does a good job of creating a natural environment that supports healthy living	4.15	4.13	4.24	4.16
Can rightfully be called a “city in a park”	3.81	3.69	3.96↑	3.65↓

Note: Red dividing lines in tables indicates the overall mean of the KCIs contained in that dimension.

↓ / ↑ = significant decrease/increase (95% confidence). Base: random selection HEALTHY (see Appendix III)

Table 19: Performance on Key Community Indicators—Engaged

Key Community Indicators	2012	2013	2014	2015
Overall	4.07↓	4.03	4.07	4.05
Keeps residents informed	4.15↓	4.13	4.17	4.15
Is a welcoming and supportive community that demonstrates caring for people through its actions	4.06	4.01	4.11	4.05
Listens to its residents and seeks their involvement	4.03	4.03	4.01	4.02
Encourages citizen engagement	4.05	3.95	4.00	3.99

Note: Red dividing lines in tables indicates the overall mean of the KCIs contained in that dimension.

↓ / ↑ = significant decrease/increase (95% confidence). Base: random selection ENGAGED (see Appendix III)



*Use caution, small sample sizes for these subgroups

Following a two-year increase in overall competitiveness, ratings fell significantly in 2015. Interestingly, all the above-average attributes stayed nearly the same or slightly increased, while all the attributes below the average fell at least one tenth of a point.

- There was a significant decrease in the rating for whether Bellevue does a good job looking ahead to meet local challenges.
- Residents feel Bellevue is doing a slightly better job looking ahead to meet regional challenges as opposed to local challenges.

Bellevue continues to be seen as a good place to raise children and a place that fosters and supports a diverse community.

Table 20: Performance on Key Community Indicators—Competitive

Key Community Indicators	2012	2013	2014	2015
Overall	3.92↓	3.99↑	4.05	3.96↓
Is a good place to raise children	4.29↓	4.39	4.37	4.39
Fosters and supports a diverse community in which all residents have good opportunities	4.06↓	4.05	4.11	4.12
Does a good job of creating a supportive and competitive business environment	3.86↓	3.99	4.03	4.03
Does a good job of looking ahead to meet regional challenges			3.96	3.82
Does a good job of planning for growth in ways that add value to quality of life	3.77↓	3.93↑	3.97	3.81
Is a visionary community in which creativity is fostered	3.74↓	3.77	3.92	3.80
Does a good job of looking ahead to meet local challenges			3.98	3.78↓
Does a good job of looking ahead and seeking innovative solutions	3.80↓	3.81		

Note: Red dividing lines in tables indicates the overall mean of the KCIs contained in that dimension.

↓ / ↑ = significant decrease/increase (95% confidence). Base: random selection COMPETITIVE (see Appendix III)

Overall, mobility continues to be the lowest-rated overall indicators and saw a significant decrease in 2015. All the mobility attributes ratings decreased significantly.

Residents feel Bellevue does best at providing a safe transportation system for all users.

Bellevue is given the lowest rating for being able to travel within Bellevue in a reasonable and predictable amount of time. Of all 27 indicators, this continues to receive the lowest rating.

Table 21: Performance on Key Community Indicators—Mobility

Key Community Indicators	2012	2013	2014	2015
Overall	3.83	3.86	3.93	3.74↓
Provides a safe transportation system for all users	3.97	4.00	4.13	3.95↓
Does a good job of planning for and implementing a range of transportation options	3.71	3.68	3.86	3.64↓
Can travel within Bellevue in a reasonable and predictable amount of time	3.82	3.90	3.81	3.62↓

Note: *Red dividing lines* in tables indicates the overall mean of the KCIs contained in that dimension.
 ↓ / ↑ = significant decrease/increase (95% confidence). Base: random selection MOBILITY (see Appendix III)

KEY DRIVERS ANALYSIS

Key Drivers Analysis uses a combination of factor and regression analysis to identify which of Key Community Indicators (KCIs) have the greatest impact on residents' overall impressions of Bellevue as measured by its 5-Star rating. The purpose of these analyses is to determine which KCIs contained in the survey are most closely associated with Bellevue's 5-Star rating. While Key Drivers Analysis is somewhat complex, and a full description is beyond the scope of this report, in its simplest form, Key Drivers Analysis looks for a correlation between a respondent's 5-Star rating and how he or she responded to each of the KCIs. If there is a significant correlation between the two, then the KCI (or dimension) is considered to be a "driver" of the 5-Star rating.

Key Drivers Analysis is useful as it provides the city with specific areas of focus in which to improve. For example, the KCI "doing a good job planning for growth in ways that add value to your quality of life" is a key driver of Bellevue's 5-Star rating; however, satisfaction is relatively low with this KCI compared to other KCIs. Key Drivers Analysis suggests that if Bellevue were to focus on improving in this area—and residents recognize this improvement—Bellevue's overall 5-Star rating should increase.

Conversely, "Living in a neighborhood that supports families, particularly those with children" is not a key driver of the 5-Star rating. This does not mean that residents do or do not agree with this statement or that it is not important. In this case it means that there is little variance in resident's feelings and that there is no strong correlation between their agreement with living in a neighborhood that supports families and Bellevue's 5-Star rating.



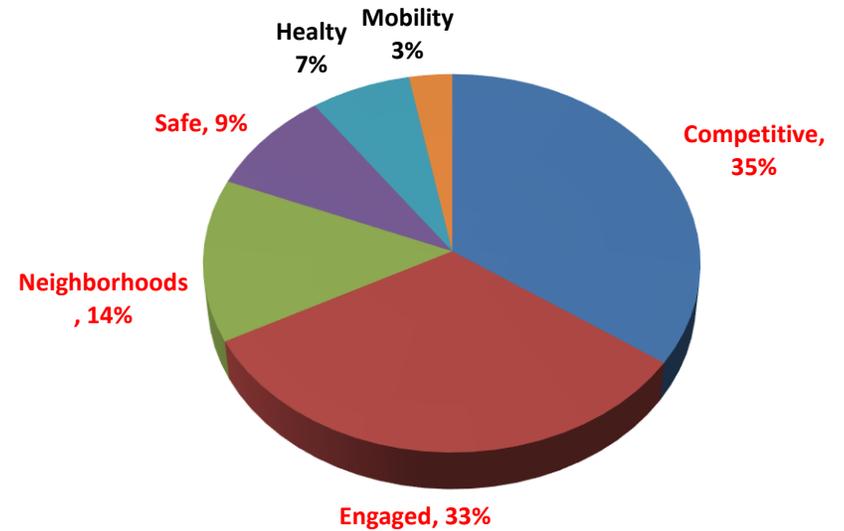
The first step in the analysis identifies the extent to which the five overall dimensions identified earlier impact Bellevue’s 5-Star rating.

All dimensions except Health and Mobility have a significant impact on Bellevue’s 5-Star rating:

- Similar to previous years Competitiveness and Citizen Engagement continue to be the primary drivers of Bellevue’s 5-Star rating.
- Mobility and Healthy are **not** drivers.

Key Drivers Analysis looks at relationships between individual survey questions or combinations of these questions and Bellevue’s 5-Star rating and identifies the questions that have the greatest influence on Bellevue’s 5-Star rating.

Figure 23: Key Drivers Analysis—Overall Dimensions



Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Bellevue’s 5-Star rating.

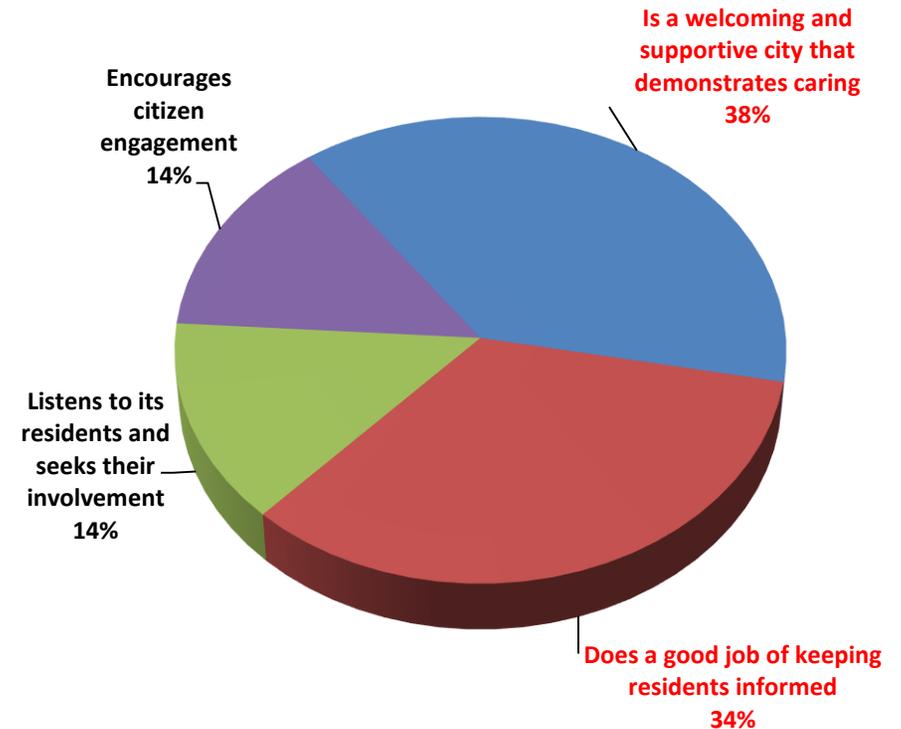
Those factors in black are not drivers—that is, a change in these areas does not significantly impact Bellevue’s 5-Star Rating.

The second step in the analysis identifies the extent to which each of the individual KCIs contained within the overall dimension is a key driver. Again regression analysis is used to identify KCIs that drive Bellevue’s 5-Star rating.

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

- **Engaged**
 - Welcoming and supportive community that demonstrates it cares about its residents through its actions
 - Does a good job of keeping residents informed
- **Competitiveness**
 - Is a good place to raise children
 - Is doing a good job planning for growth in ways that add value to your quality of life
 - Fosters and supports a diverse community
- **Healthy**
 - Provides an environment that supports my personal health and well-being
- **Safety**
 - Is a safe community in which to live, learn, work, and play
- **Neighborhoods**
 - Attractive, well-maintained neighborhoods
 - Neighborhood provides convenient access to activities
 - Neighborhoods are safe
- **Mobility**
 - Doing a good job planning and implementing a range of transportation options

Figure 24: Key Drivers Analysis—Engaged Community



Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Bellevue’s 5-Star rating. Those factors in black are not drivers—that is, a change in these areas does not significantly impact Bellevue’s 5-Star rating.

Figure 25: Key Drivers—Competitiveness

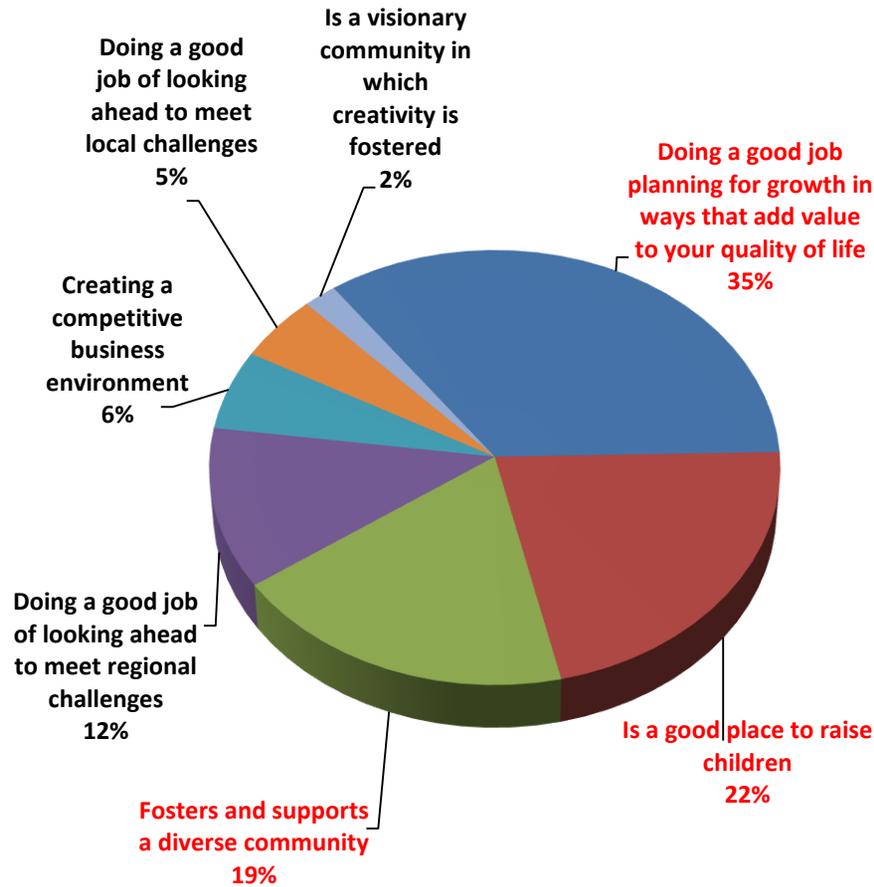
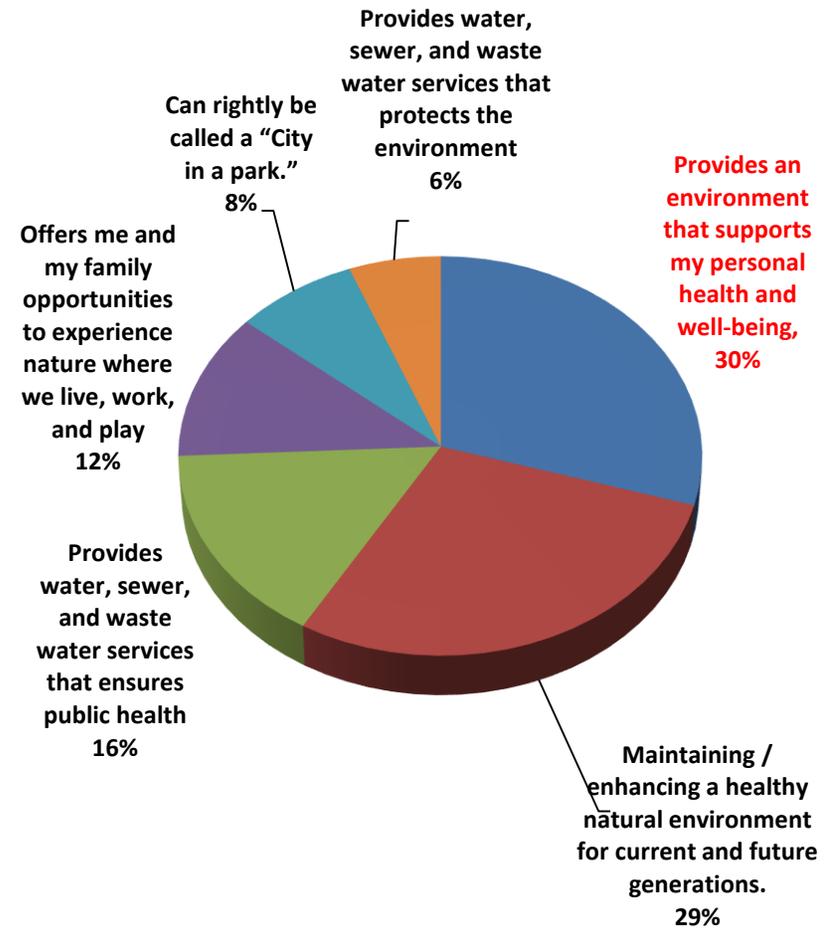


Figure 26: Key Drivers—Healthy



Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Bellevue’s 5-Star rating.

Those factors in black are not drivers—that is, a change in these areas does not significantly impact Bellevue’s 5-Star rating.



*Use caution, small sample sizes for these subgroups

Figure 27: Key Drivers—Safe Community

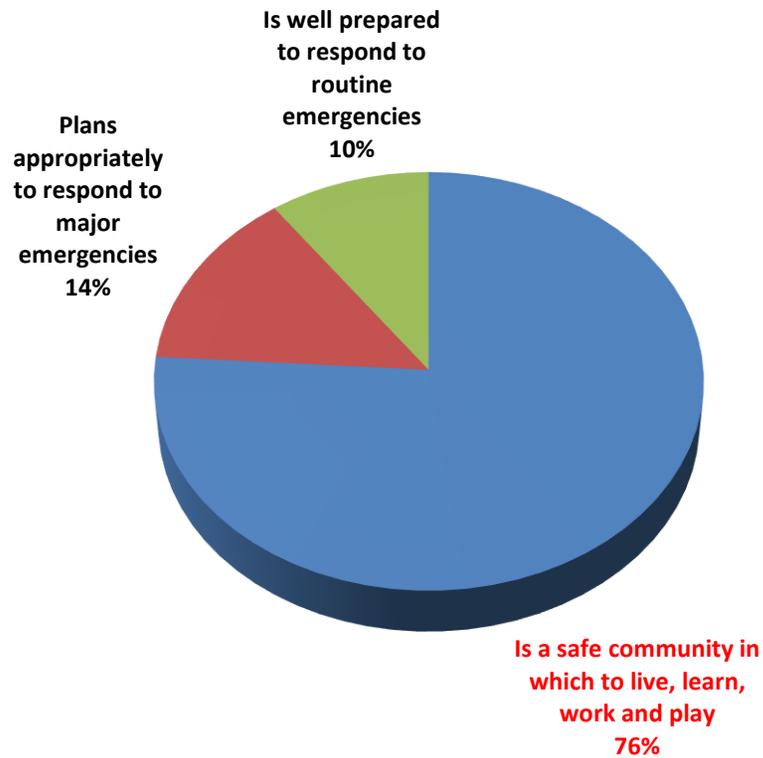
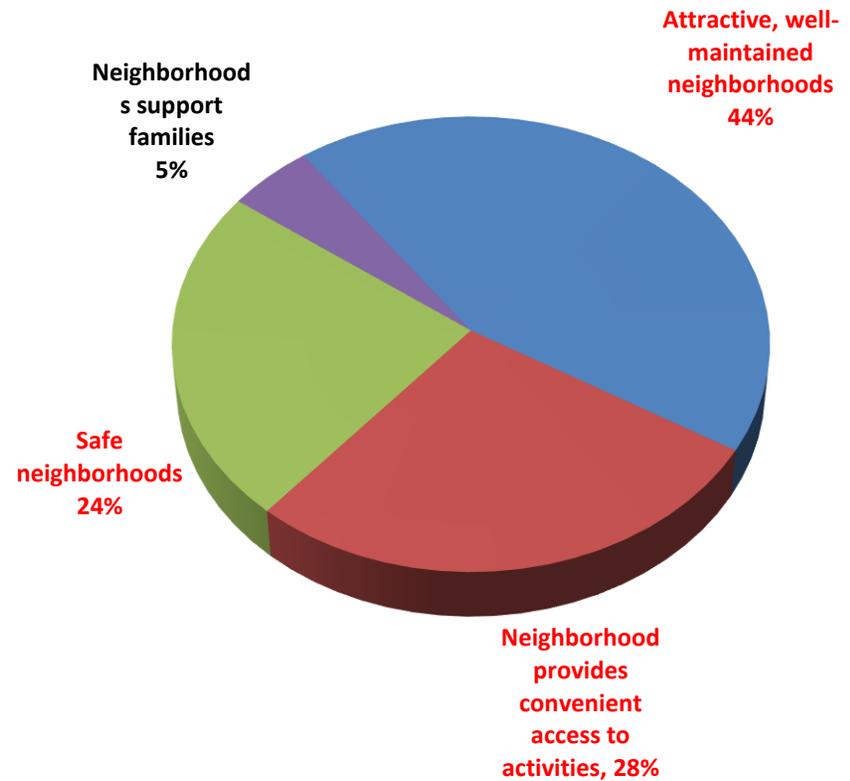
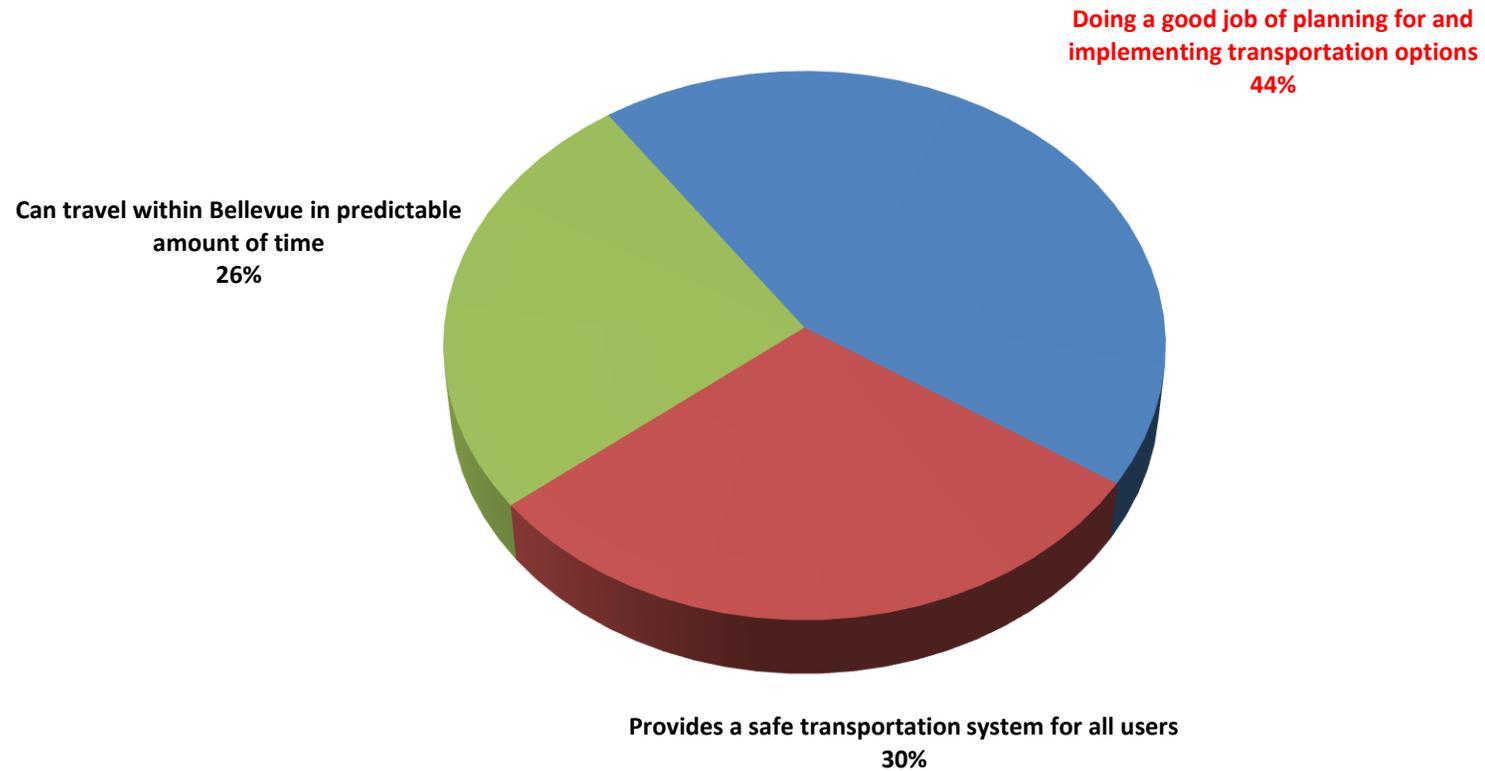


Figure 28: Key Drivers—Neighborhoods



Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Bellevue’s 5-Star rating. Those factors in black are not drivers—that is, a change in these areas does not significantly impact Bellevue’s 5-Star rating.

Figure 29: Key Drivers—Mobility



Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Bellevue’s 5-Star rating.
Those factors in black are not drivers—that is, a change in these areas does not significantly impact Bellevue’s 5-Star rating.



*Use caution, small sample sizes for these subgroups

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

1. **Invest:** These are areas that are key drivers of Bellevue's 5-Star rating and where residents' agreement is below average when compared to the overall mean of the KCIs in each dimension. Investing in these areas would have a significant impact on Bellevue's 5-Star rating. In the table on the next page, these KCIs are highlighted in dark red.
2. **Maintain:** These are areas identified as key drivers of Bellevue's 5-Star rating and where residents' agreement is above average agreement when compared to the overall mean of the KCIs in each dimension. Because of the impact of these items on Bellevue's rating, it is important to maintain existing levels of service in these areas as a decrease in the level of service would have a negative impact on Bellevue's 5-Star rating. These KCIs are highlighted in dark green.
3. **Monitor:** These are areas identified as key drivers of Bellevue's 5-Star rating and where residents' agreement is at or near average agreement when compared to the overall mean of the KCIs in each dimension. Because of the impact of these items on Bellevue's rating and their mid-level satisfaction, these are areas to monitor and invest additional resources as available to improve performance. These items are highlighted in dark yellow.
4. **Non-Drivers:** These are areas not identified as key drivers of Bellevue's 5-Star rating and fall into three categories:
 - a. **Lower than average agreement:** These are areas where residents' agreement is below average when compared to the overall mean of the KCIs in each dimension. In Table 19 these KCIs are highlighted in light red.
 - b. **Above average agreement:** These are areas where residents' agreement is above average when compared to the overall mean of the KCIs in each dimension. In Table 19 these KCIs are highlighted in light green.
 - c. **Average Agreement:** These are areas where residents' agreement is at or near average when compared to the overall mean of the KCIs in each dimension. In Table 19 these KCIs are highlighted in light yellow.

Table 22: Resource Allocation Analysis

Competitive 🗳️	Engaged 🗳️	Neighborhoods 🗳️	Safe 🗳️	Healthy	Mobility
Doing a good job planning for growth in ways that add value to your quality of life 🗳️	Welcoming and supportive community that demonstrably cares about residents 🗳️	Has attractive and well-maintained neighborhoods 🗳️	Safe community in which to live, work, and play 🗳️	Provides an environment that supports my personal health and well-being 🗳️	Doing a good job of planning for and implementing transportation options 🗳️
Is a good place to raise children 🗳️	Keeps residents informed 🗳️	I live in a neighborhood that provides convenient access to my day-to-day activities 🗳️	Plans appropriately for major emergencies	Doing a good job of maintaining and enhancing a healthy natural environment	Provides a safe transportation system for all users
Fosters and supports a diverse community 🗳️	Listens to residents and seeks their input	Bellevue neighborhoods are safe 🗳️	Is well-prepared for routine emergencies	Provides water, sewer, and waste water that reliably ensures public health	Can travel within Bellevue in predictable amount of time
Is doing a good job of looking ahead to meet regional challenges	Promotes community that encourages citizen engagement	I live in a neighborhood that supports families		Offers me and my family opportunities to experience nature	
Doing a good job helping to create a competitive business				Can rightly be called a “City in a park.”	
Is doing a good job of looking ahead to meet local challenges				Provides water, sewer, and waste water that protects the environment	
Is a visionary community in which creativity is fostered					

🗳️ = Key Driver;

■ = Key driver, lower-than-average agreement, invest;
 ■ = Key driver, above-average agreement, maintain;
 ■ = Key driver, near average agreement, invest as resources allow;
 ■ = Not a driver, lower than-average agreement;
 ■ = Not a driver, above-average agreement;
 ■ = Not a driver, near average agreement;



*Use caution, small sample sizes for these subgroups

BELLEVUE NEIGHBORHOODS

NEIGHBORHOOD AS A PLACE TO LIVE

Nearly all Bellevue residents feel positive about their neighborhood as a place to live.

Demographically, the biggest differences are between those under 35 and over 65—older residents are significantly more likely to say their neighborhood is an “excellent” place to live whereas residents under 35 are the least likely to say their neighborhood is an “excellent” place to live.

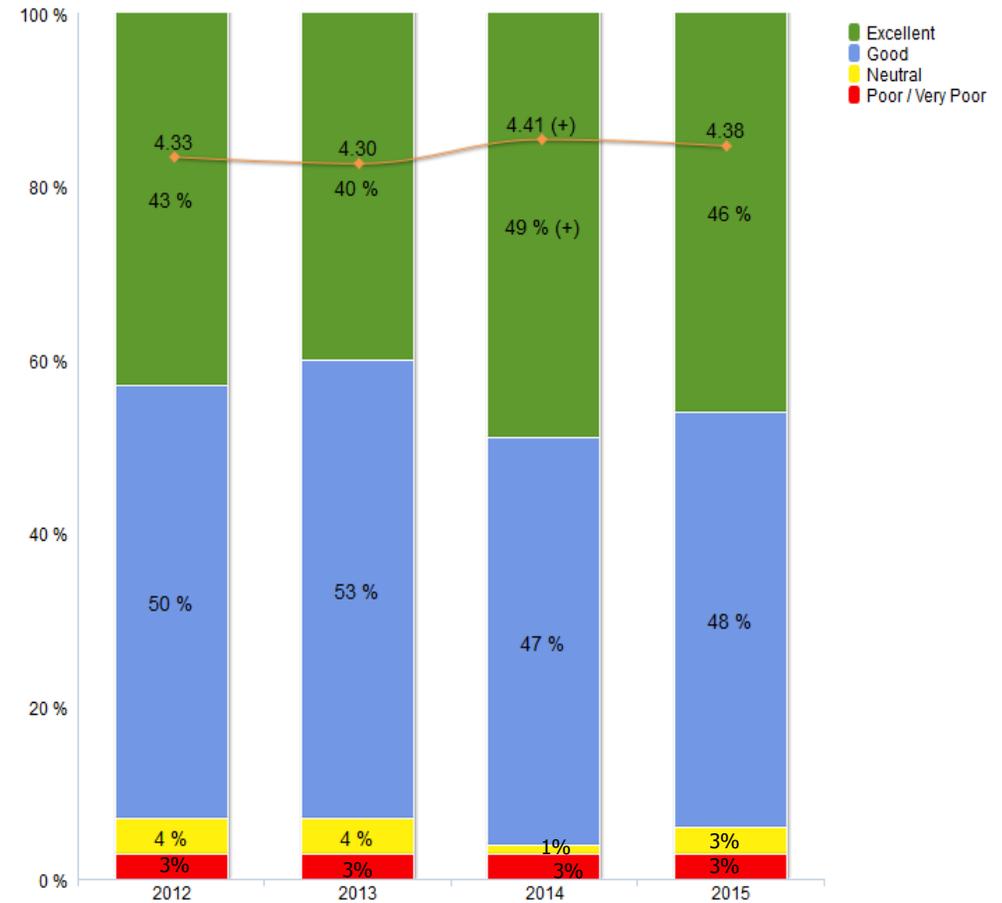
Notable findings across neighborhoods include the following:

- All respondents living in Downtown, Somerset, and Newport rate their neighborhood as a good or excellent place to live.
- Cougar Mountain / Lakemont and West Lake Sammamish rated their neighborhoods highest, due in part to a large percentage of residents feeling their neighborhood is “excellent.”
- Factoria* and Wilburton* reported the lowest mean scores; however, residents in these neighborhoods are quite satisfied with two out of three residents rating their neighborhood a “good” place to live.

Table 23: Perception of Neighborhood by Age

	(a) Under 35	(b) 35 to 54	(c) 55 to 64	(d) 65 or Over
Excellent	40% (d-)	45% (d-)	47%	60% (a+,b+)
Good	54% (d+)	49% (d+)	46%	36% (a-,b-)
Neutral	2%	3%	4%	4%
Poor / Very Poor	4%	3%	3%	1%
Mean	4.29 (d-)	4.37 (d-)	4.37 (d-)	4.55 (a+,b+,c+)

Figure 30: Perceptions of Bellevue’s Neighborhoods



Q5A—Overall, how would you describe your neighborhood as a place to live?
 (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.
 Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.”
 Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n=491); 2015 (n = 516)



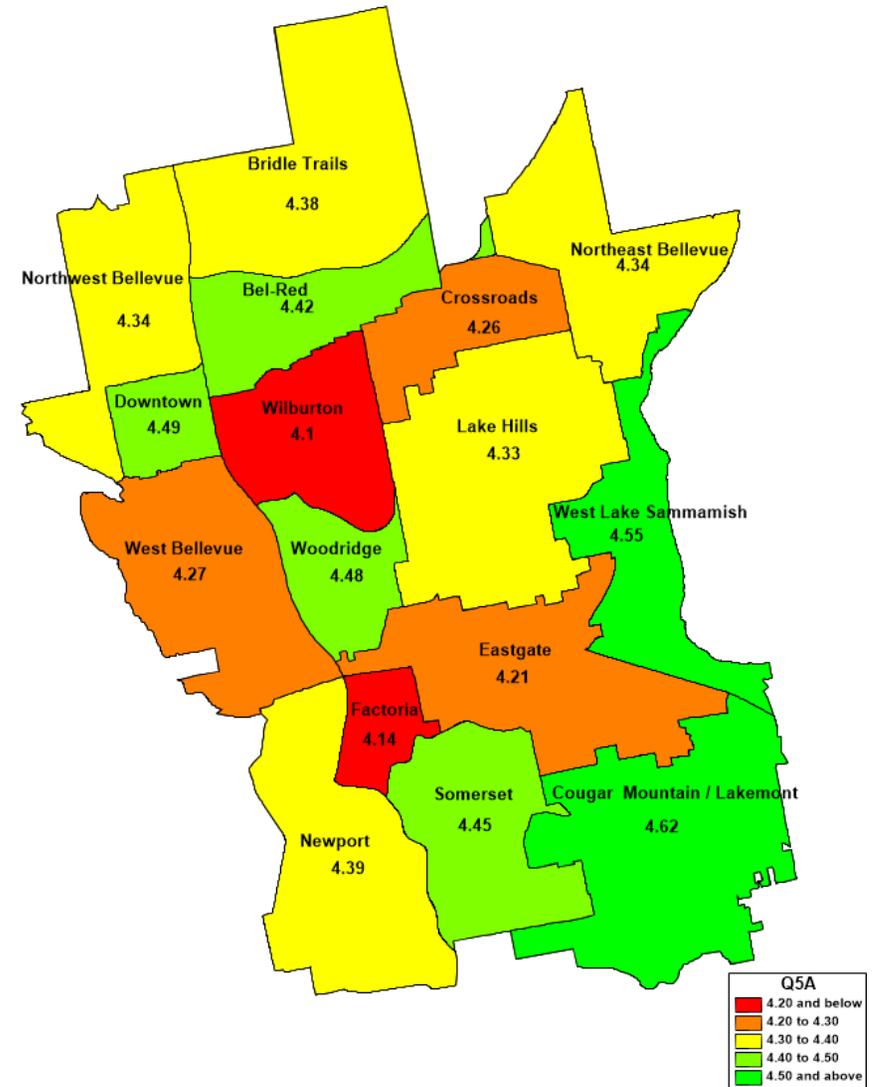
*Use caution, small sample sizes for these subgroups

Table 24: Perception of Neighborhood by Neighborhood

	Excellent	Good	Neutral	Poor / Very Poor	Mean
Overall	46%	48%	3%	3%	4.38
Bel-Red *	71%	0%	29%	0%	4.42
Bridle Trails	59%	29%	4%	8%	4.38
Cougar Mountain / Lakemont	69%	27%	0%	3%	4.62
Crossroads	42%	47%	7%	5%	4.26
Downtown	49%	51%	0%	0%	4.49
Eastgate *	29%	62%	8%	0%	4.21
Factoria *	23%	68%	9%	0%	4.14
Lake Hills	42%	51%	4%	2%	4.33
Newport	39%	61%	0%	0%	4.39
Northeast Bellevue	47%	44%	5%	4%	4.34
Northwest Bellevue	44%	51%	0%	5%	4.34
West Lake Sammamish	57%	41%	2%	0%	4.55
Somerset	45%	55%	0%	0%	4.45
West Bellevue	40%	53%	3%	5%	4.27
Wilburton *	26%	66%	0%	8%	4.10
Woodridge *	54%	40%	6%	0%	4.48

Q5A—Overall, how would you describe your neighborhood as a place to live?
 Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.”
 Base: All respondents (n = 516)

Figure 31: Perception of Neighborhood by Neighborhood



Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) are red. Note that these are relative ratings and red does **not** indicate an “absolute” bad score.

SENSE OF COMMUNITY

Ratings for whether or not neighborhoods have a sense of community were relatively unchanged from 2014.

Downtown and Wilburton* are most likely to report their neighborhoods have “little” to “no” sense of community. Alternatively, Newport, Cougar Mountain / Lakemont, and West Bellevue are most likely to feel their neighborhood has a “strong” sense of community.

Those most likely to say their community has a strong sense of community are:

- Houses with children
- Owners—particularly those who own single family houses. However, owners in multi-family buildings are significantly happier than renters.

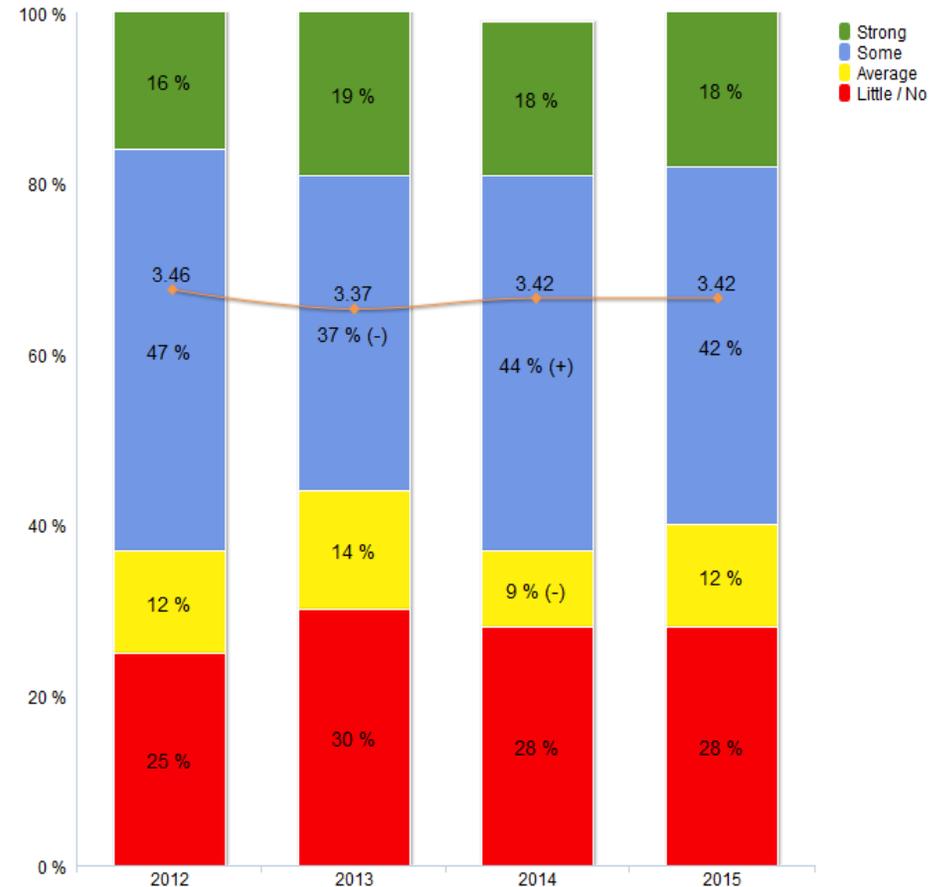
Those least likely to say their community has a strong sense of community are:

- Residents under 35 years old
- Renters—regardless of where they live, and
- New residents—those living in Bellevue for less than four years

Table 25: Sense of Community by Home Ownership

	(a) Own	(b) Rent
Strong	24% (b+)	6% (a-)
Some	43%	40%
Average	13%	11%
Little / No	20% (b-)	43% (a+)
Mean	3.67 (b+)	2.93 (a-)

Figure 32: Perceptions of Bellevue’s Sense of Community



Q5B—Some neighborhoods have what is called a “sense of community.” Would you say your neighborhood has a...? (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level. Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.” Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)



*Use caution, small sample sizes for these subgroups

Table 26: Sense of Community by Neighborhood

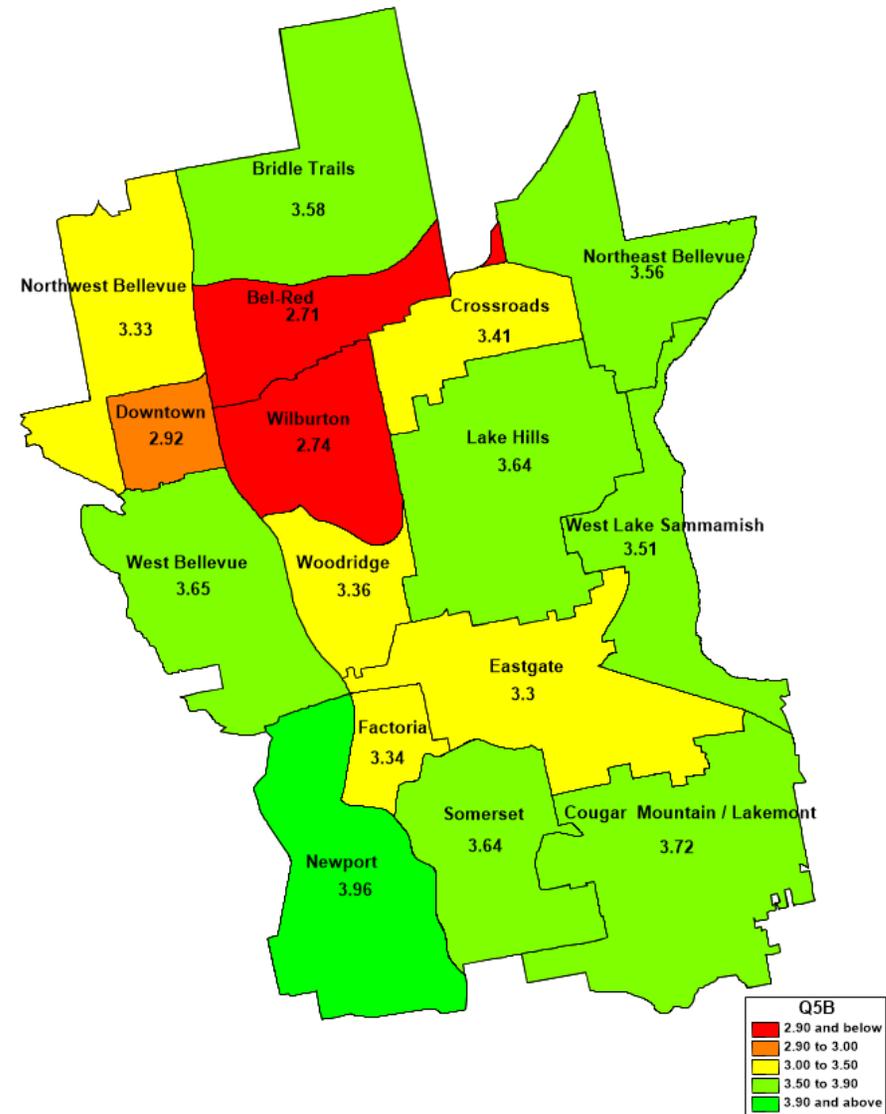
	Strong	Some	Average	Little / No	Mean
Overall	18%	42%	12%	28%	3.42
Bel-Red *	0%	29%	42%	29%	2.71
Bridle Trails	19%	51%	5%	25%	3.58
Cougar Mountain / Lakemont	27%	43%	10%	20%	3.72
Crossroads	22%	37%	9%	33%	3.41
Downtown	7%	40%	9%	44%	2.92
Eastgate *	18%	32%	22%	29%	3.30
Factoria *	6%	57%	7%	30%	3.34
Lake Hills	20%	49%	12%	20%	3.64
Newport	25%	55%	12%	9%	3.96
Northeast Bellevue	24%	38%	10%	28%	3.56
Northwest Bellevue	13%	41%	24%	21%	3.33
West Lake Sammamish	22%	44%	3%	31%	3.51
Somerset	22%	46%	11%	21%	3.64
West Bellevue	28%	42%	2%	28%	3.65
Wilburton *	4%	23%	34%	39%	2.74
Woodridge *	16%	31%	31%	22%	3.36

Q5B—Some neighborhoods have what is called a “sense of community.” Would you say your neighborhood has a...?

Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.”

Base: All respondents (n = 516)

Figure 33: Sense of Community by Neighborhood



Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) is red. Note that these are relative ratings and red does not indicate an “absolute” bad score.

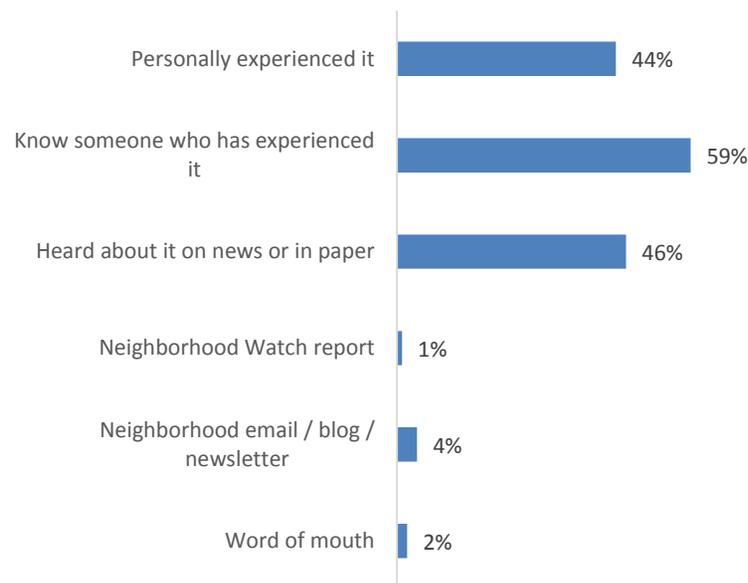
CRIME-RELATED PROBLEMS

Respondents were read a list of police-related problems and then asked which they believe is the most serious police-related problem in their neighborhood. One in five Bellevue residents report that there are no serious crime related problems in their neighborhood—this is consistent with previous years.

As in previous years, property crime and burglaries was rated as the most serious problem.

Nearly three out of five people who mentioned some police-related problem based their response to this question on knowing someone who has experienced the problem, while over two in five report they have personally seen or experienced the problem (multiple responses were allowed).

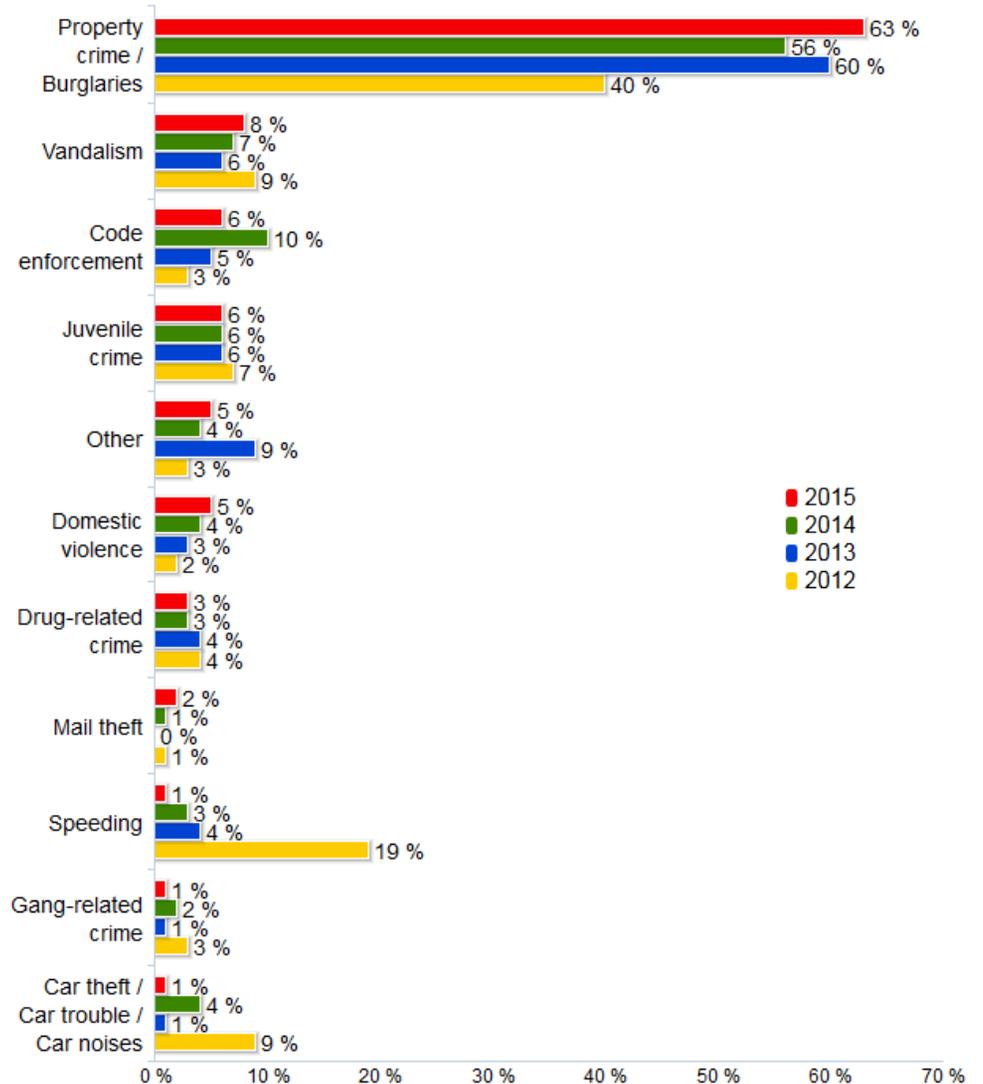
Figure 34: Experience with Crime-Related Problems



Q69A—Do you feel that way because...?

Base: Residents who report problems in their neighborhood (n = 405) (n_w = 401)

Figure 35: Police-Related Problems in Neighborhoods



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

Base: All respondents 2012 (n = 405), 2013 (n = 518), 2014 (n = 491); 2015 (n = 516)

Chart excludes respondents stating "none" or "did not know"



*Use caution, small sample sizes for these subgroups

PARKS AND RECREATION

USE OF PARKS AND RECREATION PROGRAMS

Use of Bellevue’s parks continues to be high—nearly the same number of residents report having personally visited a park or park facility in the past 12 months in 2015 as in previous years. The percentage of households that report a family member used a park facility significantly increased in 2015. Over the same time, the percentage reporting that no one in their household has visited a park is relatively unchanged.

- Residents who have been living in Bellevue between 4 and 9 years are significantly more likely to have personally used a park facility and significantly less likely to have had no one in their household visit a park.
- Nearly all (greater than 90%) residents in the neighborhoods of West Lake Sammamish and Northeast Bellevue have visited a park in the last 12 months.

Participation in a recreation program has remained constant.

- Those ages 35–54 are significantly more likely to have a household member participate.
- Respondents in Northeast Bellevue, Factoria*, and Lake Hills are most likely to report a family member participated in a recreation program.

Table 27: Usage of Park Facilities and Recreation Programs

	Park Facility				Recreation Program			
	2012	2013	2014	2015	2012	2013	2014	2015
Personally Have Used	86%	88%	86%	84%	21%	16%	15%	15%
Family Members Have Used	42%	45%	39% (-)	49% (+)	19%	17%	20%	18%
No One in Household Has Used	11%	9%	12%	12%	68%	74% (+)	73%	75%

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

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

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)



*Use caution, small sample sizes for these subgroups

PERCEPTIONS OF BELLEVUE PARKS AND RECREATION

After a significant increase between 2012 and 2013, mean satisfaction with Bellevue Parks and Recreation decreased in 2014, and again in 2015—returning to 2012 levels. Between 2014 and 2015, the percentage of residents who feel “very satisfied” significantly decreased. It should be noted, even though ratings have decreased over the past few years, 90 percent of respondents are either “satisfied” or “very satisfied” with Bellevue’s parks and recreation activities.

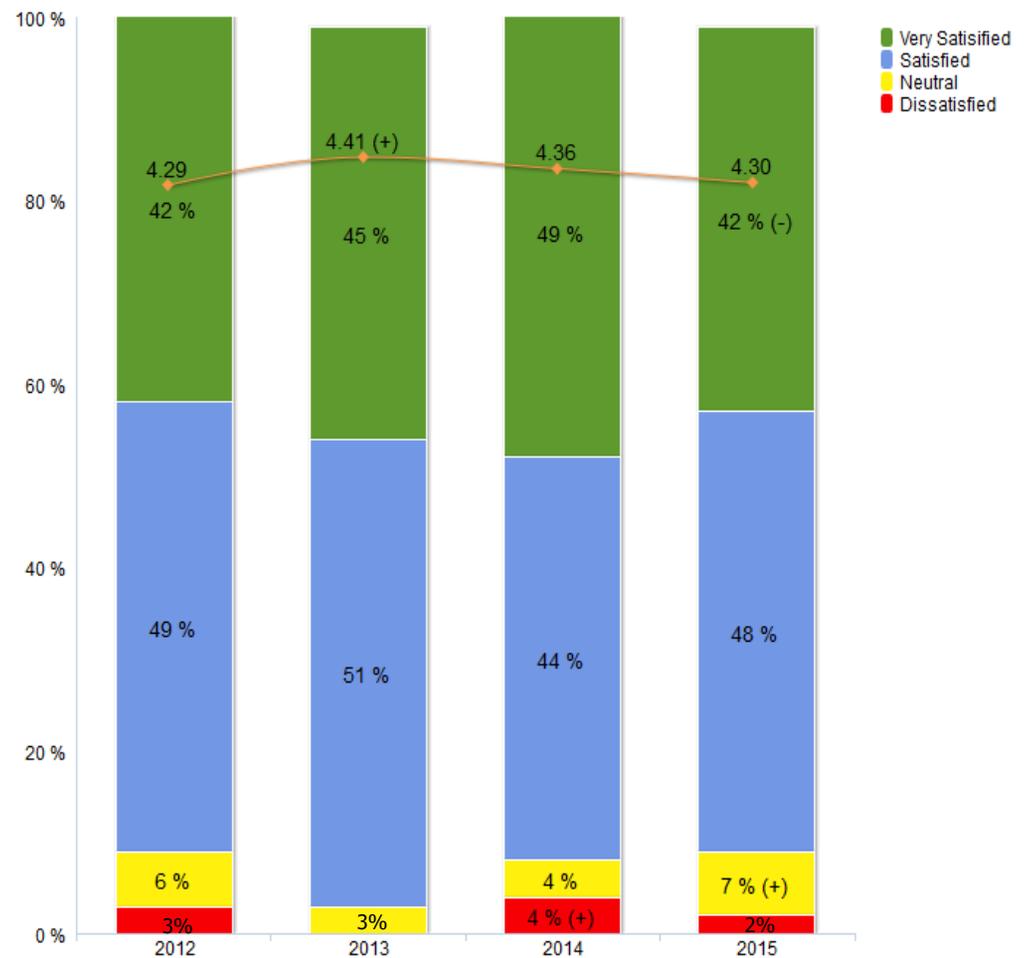
Respondents in homes where someone has visited a park in the past year are significantly more satisfied than those in households who have not taken advantage of Bellevue’s parks.

There are no differences in satisfaction with Bellevue parks and recreation between households with or without kids, by age, by dwelling type, or ownership/

There are a few differences when satisfaction is examined across neighborhoods. Those neighborhoods with the highest satisfaction ratings are:

- Bel-Red*, Lake Hills and Eastgate*

Figure 36: Overall Satisfaction with Bellevue Parks and Recreation



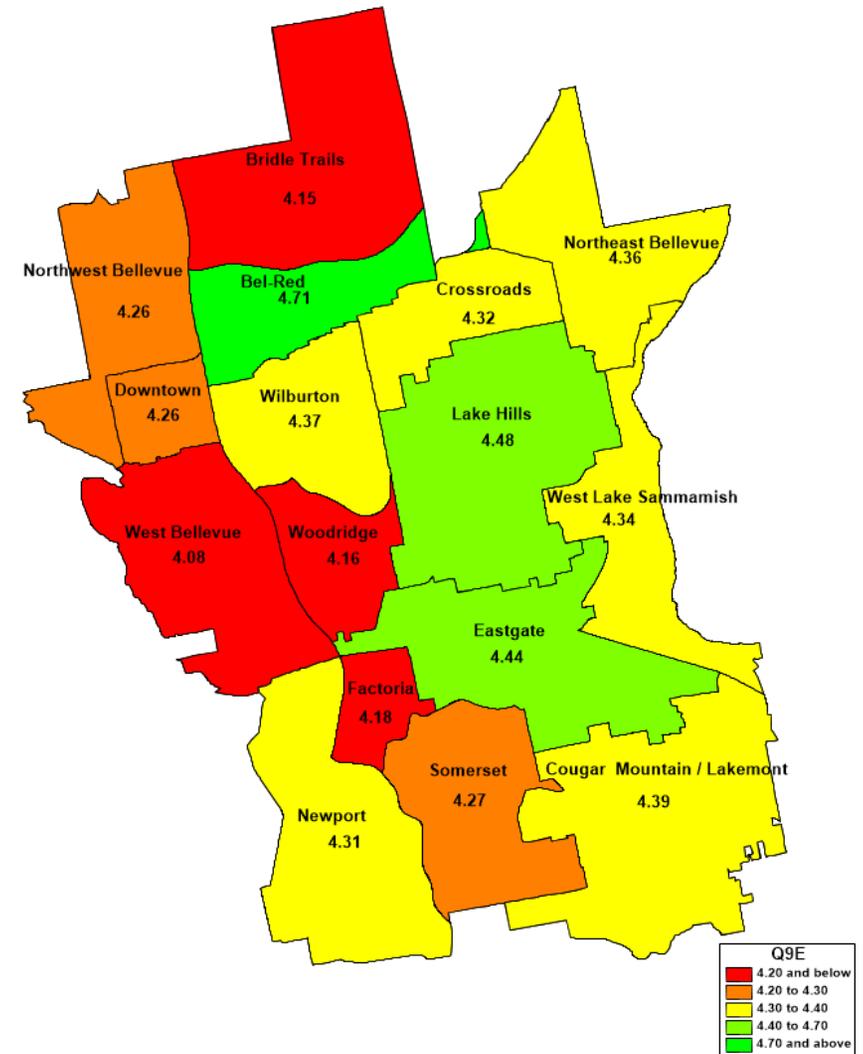
Q9E—Overall, how satisfied are you with parks and recreation in Bellevue?
 (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.
 Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.”
 Base: All respondents 2012 (n = 405); 2013 (n = 518) ; 2014 (n = 491); 2015 (n = 516)

Table 28: Satisfaction with Parks by Neighborhood

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Mean
Overall	42%	48%	7%	2%	4.30
Bel-Red *	71%	29%	0%	0%	4.71
Bridle Trails	29%	61%	7%	3%	4.15
Cougar Mountain / Lakemont	48%	47%	2%	3%	4.39
Crossroads	40%	54%	5%	1%	4.32
Downtown	39%	49%	13%	0%	4.26
Eastgate *	56%	33%	11%	0%	4.44
Factoria *	33%	52%	15%	0%	4.18
Lake Hills	51%	46%	3%	0%	4.48
Newport	40%	55%	3%	3%	4.31
Northeast Bellevue	44%	51%	4%	2%	4.36
Northwest Bellevue	35%	55%	9%	0%	4.26
West Lake Sammamish	48%	45%	0%	7%	4.34
Somerset	37%	55%	6%	2%	4.27
West Bellevue	40%	36%	15%	9%	4.08
Wilburton *	58%	28%	5%	8%	4.37
Woodridge *	42%	40%	9%	9%	4.16

Q9E – Overall, how satisfied are you with parks and recreation in Bellevue?
 Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.”
 Base: All respondents (n = 516)

Figure 37: Satisfaction with Parks by Neighborhood



Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) is red. Note that these are relative ratings and red does **not** indicate an “absolute” bad score.



*Use caution, small sample sizes for these subgroups

QUALITY OF BELLEVUE'S PARKS

While there has been some minor fluctuation between 2014 and 2015 regarding the quality of parks and recreation facilities in Bellevue, the percent of respondents who say that the quality “greatly exceeds” their expectations has increased significantly when compared to 2013.

The biggest area for improvement is recreation centers and classes—only one-quarter of respondents feel that the quality “greatly exceeds” their expectations.

Table 29: Quality of Bellevue’s Parks

		2013	2014	2015
Neighborhood Parks	% Greatly Exceeds Expectations	36%	49% ↑	44%
	Mean	4.26	4.28	4.36
City Parks	% Greatly Exceeds Expectations	32%	44% ↑	47%
	Mean	4.21	4.24	4.38 ↑
Recreation Centers & Classes	% Greatly Exceeds Expectations	23%	23%	26%
	Mean	3.99	3.83	3.97
Sports Fields	% Greatly Exceeds Expectations	N/A	N/A	30%
	Mean			4.09

Q82A-C—Based on what you have experienced, seen or heard, please rate the quality of parks and recreation facilities in Bellevue.

Base: Randomly selected respondents (n = 211; n_w = 214)

RATINGS OF PARKS

As with previous years, Appearance of Parks continues to be the highest rated attribute and Range and Variety of Recreation Activities continues to be the lowest rated.

While the percentage of respondents reporting “excellent” ratings decreased for all four attributes in 2015 – when compared to 2012 and 2013 Appearance and Safety have remained relatively flat while ratings for the Range and Variety of Recreation Activities has decreased slightly and Number of Parks has decreased significantly.

The primary changes between 2014 and 2015 are the movement of responses from “excellent” to “good”. This movement is significant regarding the Number of Parks and Range and Variety of Recreation Activities.

Table 30: Ratings for Bellevue’s Parks

		2012	2013	2014	2015
Appearance	% Excellent	47%	49%	56%(+)	48%(-)
	% Good	50%	47%	41%(-)	47%
	Mean	4.43	4.44	4.49	4.42
Safety	% Excellent	42%	46%	51%	47%
	% Good	53%	49%	46%	47%
	Mean	4.35	4.39	4.45	4.39
Number of Parks	% Excellent	43%	44%	50%	40%(-)
	% Good	50%	50%	40%(-)	47%(+)
	Mean	4.31	4.36	4.33	4.21(-)
Range and Variety of Recreation Activities	% Excellent	28%	29%	34%	27%(-)
	% Good	59%	58%	50%(-)	58%(+)
	Mean	4.11	4.12	4.09	4.07

Q8A-D—Based on what you have experienced, seen or heard, please rate the quality of parks and recreation facilities in Bellevue.

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level. Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)

BELLEVUE UTILITIES

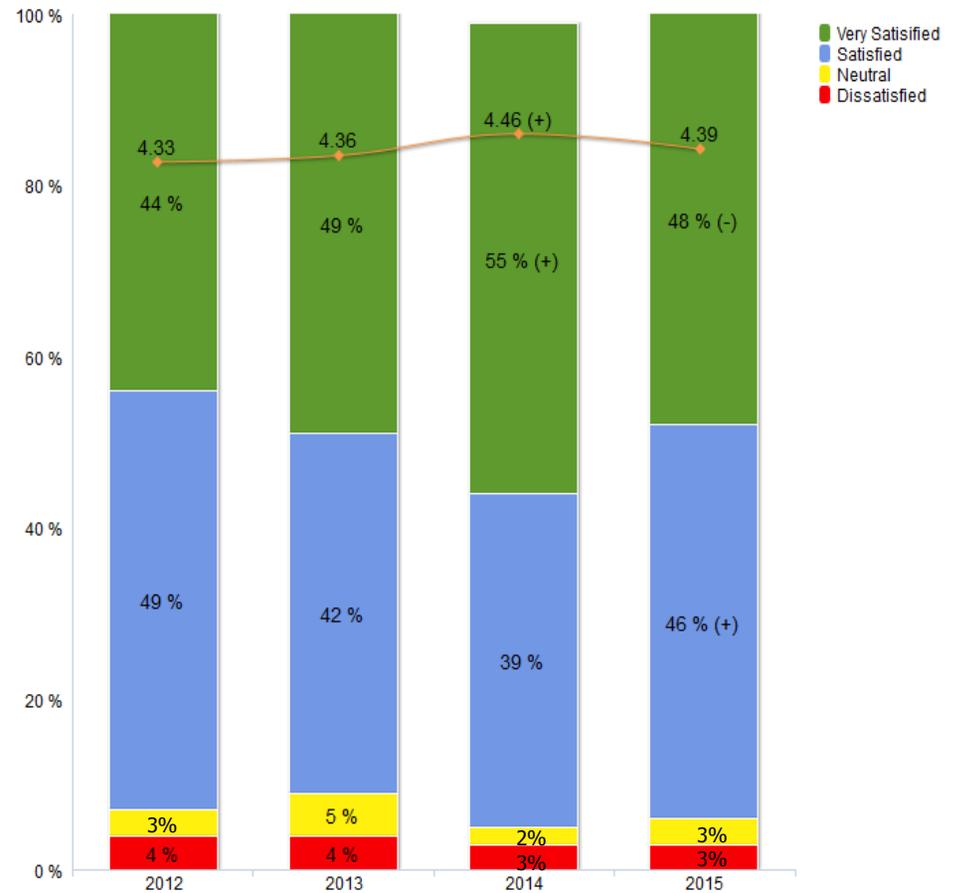
OVERALL SATISFACTION

Consistent with most of the other findings in this report, , significantly fewer Bellevue residents report they are “very satisfied” with the utilities department when compared to 2014, yet the ratings are consistent—even slightly above—2012 and 2013 levels.

There are a few key differences across neighborhoods:

- Residents of Cougar Mountain / Lakemont and Northwest Bellevue are most satisfied with the utilities department.

Figure 38: Overall Satisfaction with Bellevue Utilities



Q16—Overall, how satisfied are you as a customer of the Bellevue Utilities Department?
 (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.
 Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.”
 Base: All respondents 2012 (n = 405); 2013 (n = 518) ; 2014 (n = 491); 2015 (n = 516)



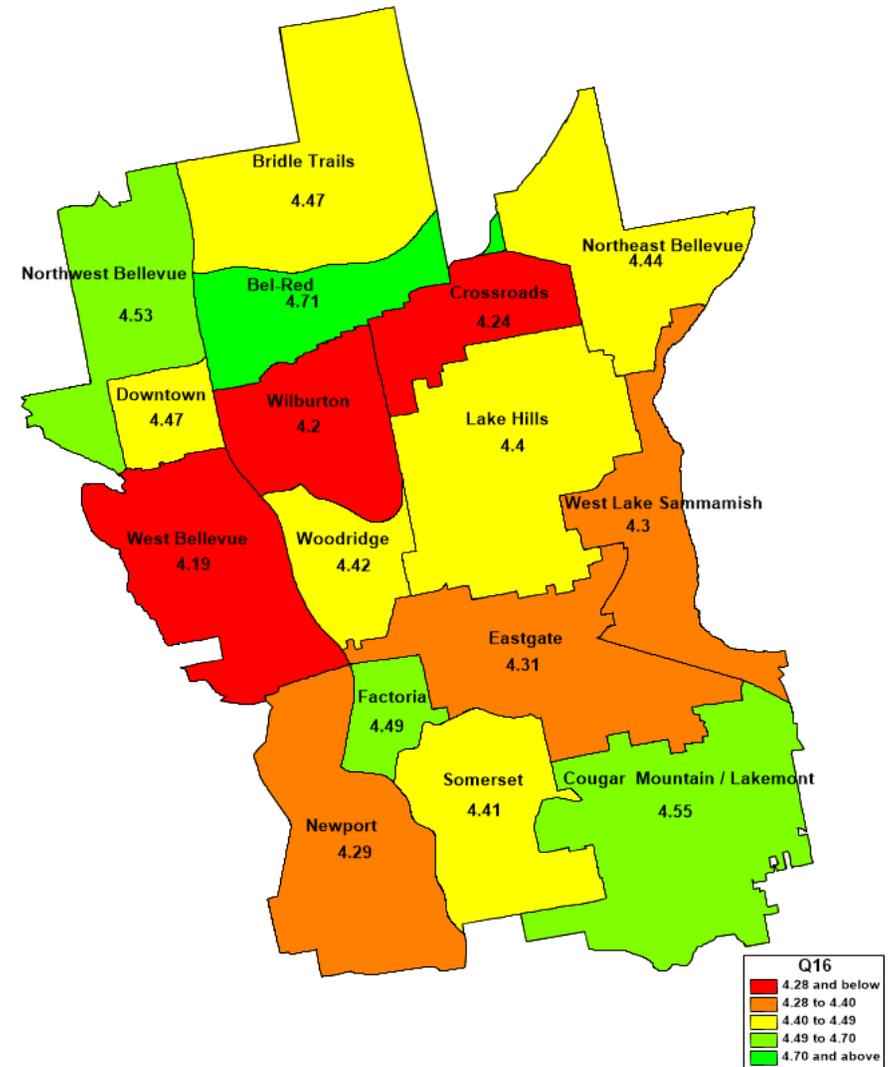
*Use caution, small sample sizes for these subgroups

Table 31: Satisfaction with Utilities by Neighborhood

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Mean
Overall	48%	46%	3%	3%	4.39
Bel-Red *	71%	29%	0%	0%	4.71
Bridle Trails	57%	36%	4%	3%	4.47
Cougar Mountain / Lakemont	60%	34%	5%	0%	4.55
Crossroads	32%	60%	8%	0%	4.24
Downtown	48%	50%	2%	0%	4.47
Eastgate *	49%	38%	8%	5%	4.31
Factoria *	49%	51%	0%	0%	4.49
Lake Hills	53%	39%	3%	5%	4.40
Newport	29%	71%	0%	0%	4.29
Northeast Bellevue	52%	42%	2%	3%	4.44
Northwest Bellevue	53%	47%	0%	0%	4.53
West Lake Sammamish	38%	53%	9%	0%	4.30
Somerset	49%	47%	0%	4%	4.41
West Bellevue	37%	53%	3%	8%	4.19
Wilburton *	44%	44%	0%	12%	4.20
Woodridge *	64%	24%	4%	8%	4.42

Q16—Overall, how satisfied are you as a customer of the Bellevue Utilities Department?
 Mean based on five-point scale where “1” means “very poor” and “5” means “excellent.”
 Base: All respondents (n = 516)

Figure 39: Satisfaction with Utilities by Neighborhood



Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) is red. Note that these are relative ratings and red does **not** indicate an “absolute” bad score.

VALUE OF BELLEVUE UTILITY SERVICES

Overall ratings for value received by utilities increased from 2012 to 2014 and has remained consistent in 2014. There has been a shift from “excellent” to “good” value when compared to 2014. This shift should be monitored over the next few survey cycles to see if it remains consistent or continues to drop.

Wealthier Bellevue residents are less likely to report they receive excellent value for their money.

Figure 40: Value of Bellevue Utility Services

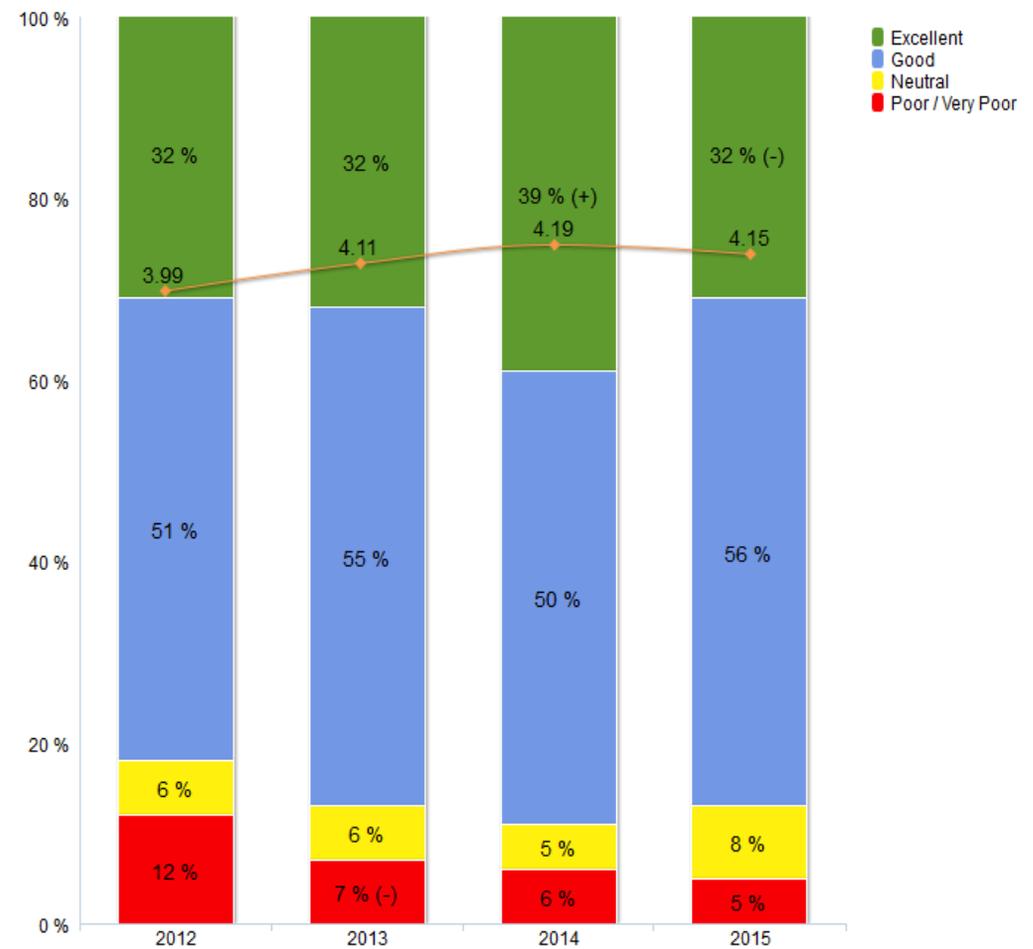


Table 32: Value of Bellevue Utility Services by Income

	(a) Less than \$35,000	(b) \$35,000 to \$74,999	(c) \$75,000 to \$149,999	(d) \$150,000 or More
Excellent	40%	42% (c+,d+)	30% (b-)	28% (b-)
Good	60%	48%	56%	58%
Neutral	0% -	7%	8%	8%
Poor / Very Poor	0% -	2%	6%	5%
Mean	4.40 (c+,d+)	4.29 (c+,d+)	4.08 (a-,b-)	4.09 (a-,b-)

Q18—Taking Bellevue utility services as a whole, do you feel you receive good value for your money or poor value for your money?

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

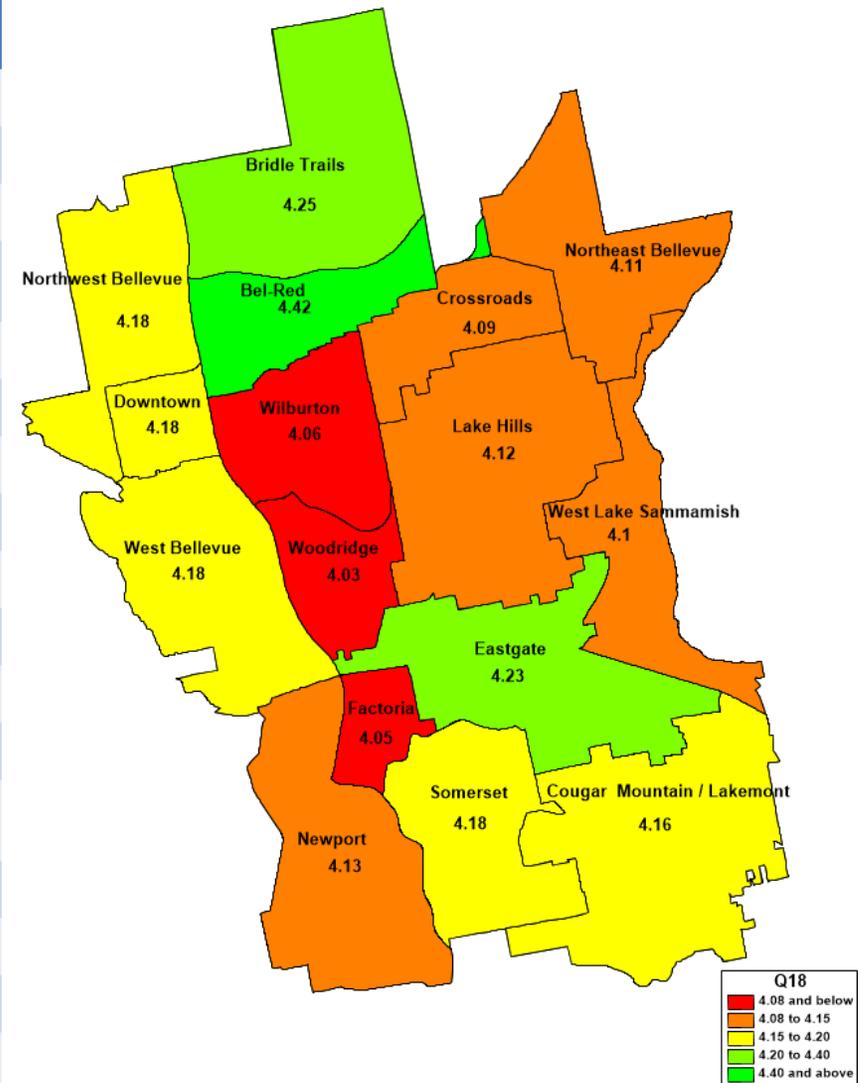
Mean based on five-point scale where “1” means “a very poor value” and “5” means “an excellent value.”

Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)

Table 33: Value of Bellevue Utility Services by Neighborhood

	Excellent	Good	Neutral	Poor / Very Poor	Mean
Overall	32%	56%	8%	5%	4.15
Bel-Red *	71%	0%	29%	0%	4.42
Bridle Trails	39%	52%	6%	3%	4.25
Cougar Mountain / Lakemont	33%	53%	10%	4%	4.16
Crossroads	28%	58%	10%	5%	4.09
Downtown	35%	52%	8%	5%	4.18
Eastgate *	35%	54%	11%	0%	4.23
Factoria *	14%	77%	9%	0%	4.05
Lake Hills	34%	52%	8%	6%	4.12
Newport	16%	80%	3%	0%	4.13
Northeast Bellevue	23%	71%	0%	5%	4.11
Northwest Bellevue	37%	48%	11%	4%	4.18
West Lake Sammamish	29%	60%	2%	9%	4.10
Somerset	29%	61%	11%	0%	4.18
West Bellevue	37%	47%	14%	3%	4.18
Wilburton *	33%	52%	3%	12%	4.06
Woodridge *	43%	37%	6%	14%	4.03

Figure 41: Value of Bellevue Utility Services by Neighborhood



Q18—Taking Bellevue utility services as a whole, do you feel you receive good value for your money or poor value for your money?
 Mean based on five-point scale where “1” means “a very poor value” and “5” means “an excellent value.”
 Base: All respondents (n = 516).

Maps illustrate differences in mean ratings by neighborhood when compared to the citywide mean. Neighborhoods above the citywide mean are green, those near the citywide mean are yellow, those below the citywide mean are orange, and the lowest scoring neighborhood(s) is red. Note that these are relative ratings and red does not indicate an “absolute” bad score.

SERVICES

Ratings for Bellevue utilities services are nearly the same as 2014 with few significant differences.

- Similar to previous years, ratings are highest for maintenance of an adequate and uninterrupted supply of water.
- After a significant increase in ratings for providing effective drainage programs, including flood control in 2014, ratings fell in 2015, nearly back to 2013 levels. This was due to a significant shift in ratings from “excellent” to “good.”

Table 34: Ratings for Bellevue Utilities’ Services – 11 Point Scale Means

	2012	2013	2014	2015
Maintaining an adequate and uninterrupted supply of water	9.02	9.10	9.23	9.13
Protecting and restoring Bellevue’s streams, lakes and wetlands	8.05	7.95	8.06	8.01
Providing effective drainage programs, including flood control	7.94	7.96	8.20(+)	7.98
Providing reliable recycling, yard waste and garbage collection services	8.50	8.56	8.70	8.74
Providing reliable, uninterrupted sewer service	8.88	8.95	9.00	9.05
Providing water that is safe and healthy to drink	8.82	8.73	9.07(+)	8.94

Q10–15—Please tell me how good a job Bellevue is doing on each of these items.
 (+) or (-) Indicates a significant increase or decrease from the previous year.
 Mean based on 11-point scale where “0” means “very poor” and “11” means “excellent”

Table 35: Ratings for Bellevue Utilities’ Services – Top Box

		2012	2013	2014	2015
Maintaining an adequate and uninterrupted supply of water	Excellent	72%	77%	82%	77%
	Good	25%	20%	16%	21%
Protecting and restoring Bellevue’s streams, lakes and wetlands	Excellent	46%	40%	45%	41%
	Good	47%	51%	45%	49%
Providing effective drainage programs, including flood control	Excellent	44%	40%	51% (+)	42% (-)
	Good	46%	49%	40% (-)	49% (+)
Providing reliable recycling, yard waste and garbage collection services	Excellent	59%	59%	66% (+)	65%
	Good	36%	34%	29%	32%
Providing reliable, uninterrupted sewer service	Excellent	67%	71%	74%	73%
	Good	29%	26%	22%	26%
Providing water that is safe and healthy to drink	Excellent	67%	68%	76% (+)	71%
	Good	30%	27%	21% (-)	26%

Q10–15—Please tell me how good a job Bellevue is doing on each of these items.
 Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)
 (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.



*Use caution, small sample sizes for these subgroups

Key Drivers Analysis (explained in more detail on page 55) shows that four of the six services have a significant influence on overall satisfaction with Bellevue utilities. The two that have the greatest impact on satisfaction are:

- Protecting and restoring Bellevue’s streams, lakes and wetlands
- Providing water that is safe and healthy to drink. Performance in this area is fairly high.

All attributes except for maintaining an adequate and uninterrupted supply of water and providing reliable recycling, yard waste, and garbage collection services have a significant impact on overall satisfaction. This is not to say that these attributes are not important; rather, satisfaction was very high with each of these and there was so little variance in these questions that they are not seen as drivers.

Table 36: Key Drivers of Overall Satisfaction with Bellevue Utilities

	Impact on Overall Satisfaction	2012 Performance	2013 Performance	2014 Performance	2015 Performance
Providing reliable uninterrupted sewer service	14.4*	8.88	8.95	9.00	9.05
Providing water that is safe and healthy to drink	24.7*	8.82	8.73	9.07	8.94
Protecting and restoring Bellevue’s streams, lakes, and wetlands	32.0*	8.05	7.95	8.06	8.01
Providing effective drainage programs, including flood control	19.5*	7.94	7.96	8.20	7.98
Providing reliable recycling, yard waste, and garbage collection services	5.6	8.50	8.56	8.70	8.74
Maintaining an adequate and uninterrupted supply of water	3.8	9.02	9.10	9.23	9.13
Mean		8.54	8.56	8.72	8.65

* indicates statistical significance

Bold indicates a significant difference from the prior year.



*Use caution, small sample sizes for these subgroups

PCD

CODE ENFORCEMENT

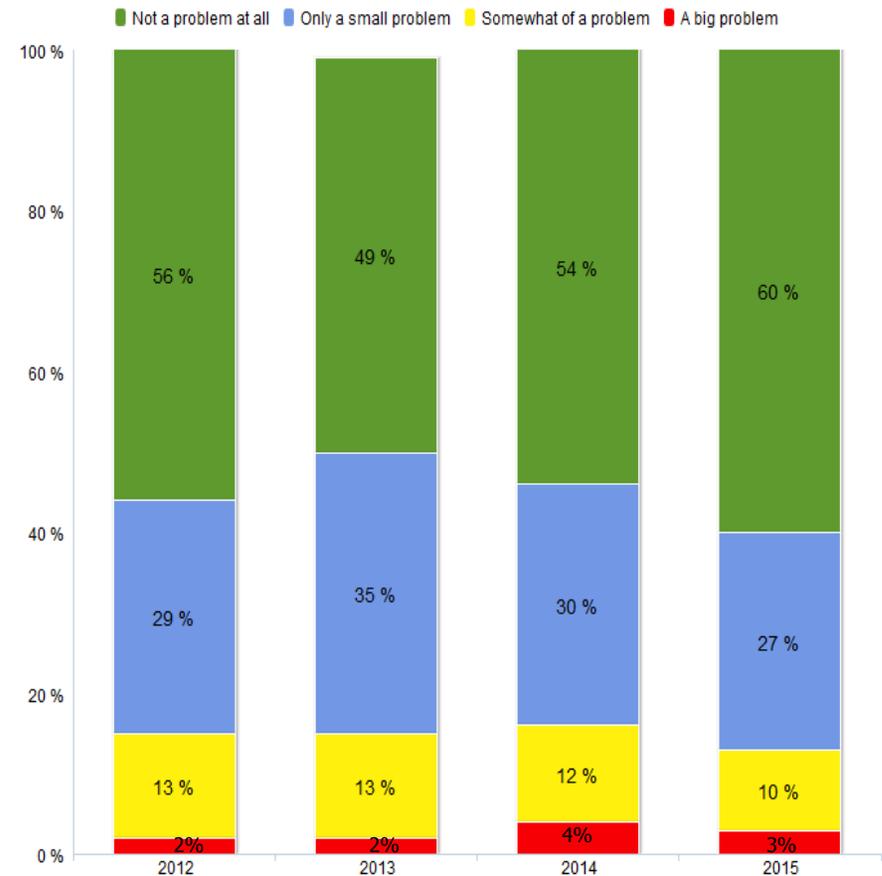
As in past years, the majority of Bellevue residents do not report problems with weed lots, junk lots, graffiti, abandoned automobiles and shopping carts, and dilapidated houses or buildings in their neighborhoods.

Neighborhoods most likely to report no problems include Somerset and Northwest Bellevue. Neighborhoods that report the greatest problems (combined “big” and “somewhat a problem”) include Crossroads and Northeast Bellevue.

Table 37: Problems with Nuisance Lots by Neighborhood

	A big problem	Somewhat of a problem	Only a small problem	Not a problem at all
Eastgate *	12%	0%	28%	60%
Wilburton *	8%	4%	22%	66%
Crossroads	7%	16%	33%	44%
Newport	6%	13%	16%	65%
Northeast Bellevue	5%	17%	36%	41%
West Bellevue	3%	14%	36%	48%
Lake Hills	2%	15%	29%	55%
Downtown	2%	5%	21%	73%
Bel-Red *	0%	0%	71%	29%
Bridle Trails	0%	12%	35%	53%
Cougar Mountain / Lakemont	0%	3%	23%	74%
Factoria *	0%	19%	30%	51%
Northwest Bellevue	0%	2%	21%	77%
West Lake Sammamish	0%	10%	30%	59%
Somerset	0%	5%	12%	83%
Woodridge *	0%	25%	27%	48%

Figure 42: Problems with Nuisance Lots in Neighborhoods



Q26—To what extent are weed lots, junk lots, graffiti, abandoned automobiles and shopping carts, and dilapidated houses or buildings currently a problem in your neighborhood? (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)



*Use caution, small sample sizes for these subgroups

PUBLIC SAFETY

PERCEPTIONS OF SAFETY IN NEIGHBORHOODS AND DOWNTOWN

Keeping with the trend of 2015, responses shifted from “very safe” to simply “safe” - significantly for walking downtown during the day and walking alone in general. However, very few, if any, respondents report feeling “unsafe” when walking alone in Bellevue during daylight hours.

Cougar Mountain / Lakemont, Downtown, and Northwest Bellevue are rated as the safest neighborhoods in general. Cougar Mountain / Lakemont is also rated the safest neighborhood after dark.

Table 38: Ratings of Neighborhood Safety by Neighborhood

	Walking alone in neighborhood in general *	Walking alone in neighborhood after dark *
Cougar Mountain / Lakemont	4.77	4.53
Downtown	4.71	4.30
Northwest Bellevue	4.71	4.45
Somerset	4.68	4.43
Woodridge *	4.66*	4.31*
West Lake Sammamish	4.64	4.01
Northeast Bellevue	4.63	4.39
Bridle Trails	4.61	4.06
West Bellevue	4.60	4.42
Lake Hills	4.56	4.04
Newport	4.51	4.05
Eastgate	4.49*	4.10*
Wilburton *	4.46*	3.85*
Crossroads	4.45	4.12
Bel-Red *	4.29*	4.29*
Factoria *	4.24*	3.84*

** The overlap between Downtown neighborhood and downtown business area is unknown.

Table 39: Perceptions of Safety in Neighborhoods and Downtown

		2012**	2013	2014	2015
Walking alone in downtown business area during the day	% Very Safe	84%	81%	86%	78%(-)
	% Safe	16%	18%	14%	22%(+)
	% Unsafe	-	1%	1%	-
	Mean	4.79	4.80	4.84	4.77(-)
Walking alone in neighborhood in general	% Very Safe	71%	60%(-)	72%(+)	66%(-)
	% Safe	28%	38%(+)	27%(-)	32%(+)
	% Unsafe	1%	3%	2%	2%
	Mean	4.64	4.53(-)	4.63(+)	4.60
Walking alone in neighborhood after dark	% Very Safe	47%	41%	48%(+)	46%
	% Safe	43%	50%	41%(-)	46%
	% Unsafe	10%	9%	11%	9%
	Mean	4.20	4.15	4.19	4.21
Walking alone in downtown business area after dark	% Very Safe	45%	40%	47%(+)	41%
	% Safe	48%	54%	47%(-)	52%
	% Unsafe	7%	6%	7%	6%
	Mean	4.22	4.19	4.24	4.19

**To maintain comparability over the years, the neutral category is excluded in column percent calculations for all years.

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)



*Use caution, small sample sizes for these subgroups

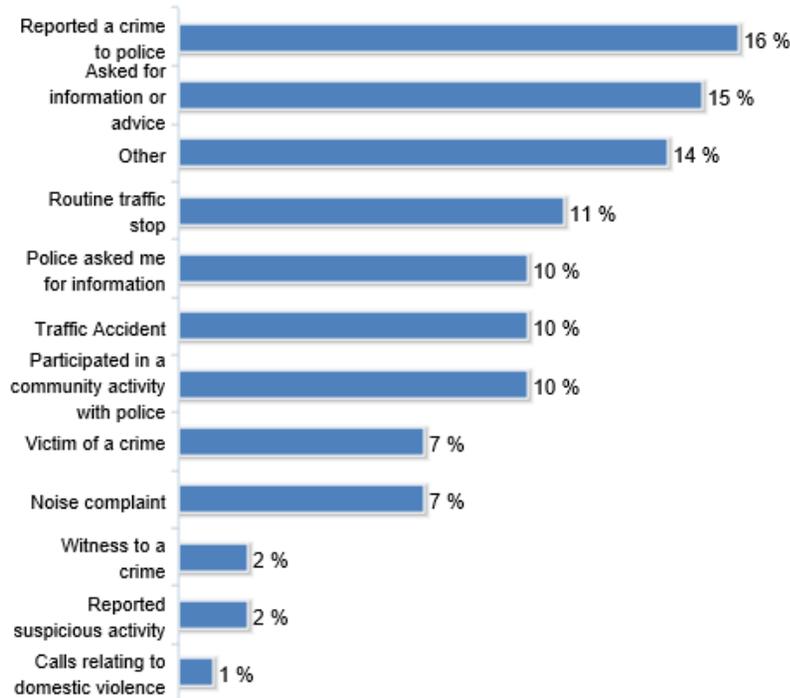
POLICE CONTACT

One in ten Bellevue residents report being the victim of a crime in the last 12 months, out of those victims, three in five reported the crime to police.

As in 2014 and 2013, a total of one in four Bellevue residents had contact with the Police in the last 12 months. The most frequent contacts were to report a crime to police, or to ask for information or advice.

Eight out of ten residents who had contact with the police reported a positive experience—half said the contact was “excellent.”

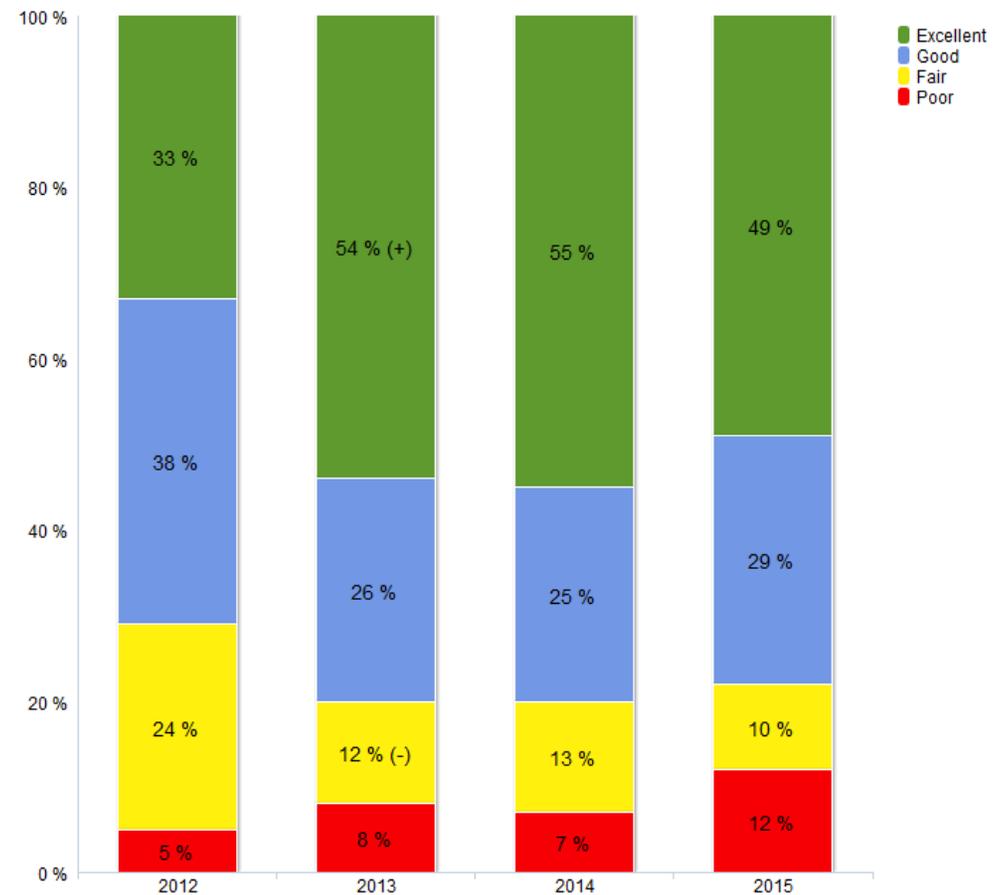
Figure 43: Nature of Police Contact



Q67A—What was the nature of that contact with police?

Base: Had contact with Bellevue's police in past 12 months (n = 117, n_w = 117)

Figure 44: Ratings of Police Contact



Q68—How would you rate the handling of the contact by police?

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

Base: Had interaction with Bellevue Police 2012 (n = 104, n_w = 111); 2013 (n = 157, n_w = 148); 2014 (n = 143, n_w = 138); 2015 (n = 151, n_w = 150)



*Use caution, small sample sizes for these subgroups

CONFIDENCE IN FIRE DEPARTMENT

Nearly all residents have confidence in Bellevue’s fire department. The percent of those who are very confident has decreased slightly in 2015; however three in four Bellevue residents still feel “very confident” in the ability of the fire department to respond to emergencies.

As in 2014, confidence varies by length of residency, with Bellevue’s long-term residents having the highest levels of confidence.

Figure 45: Confidence in Bellevue’s Fire Department Overall

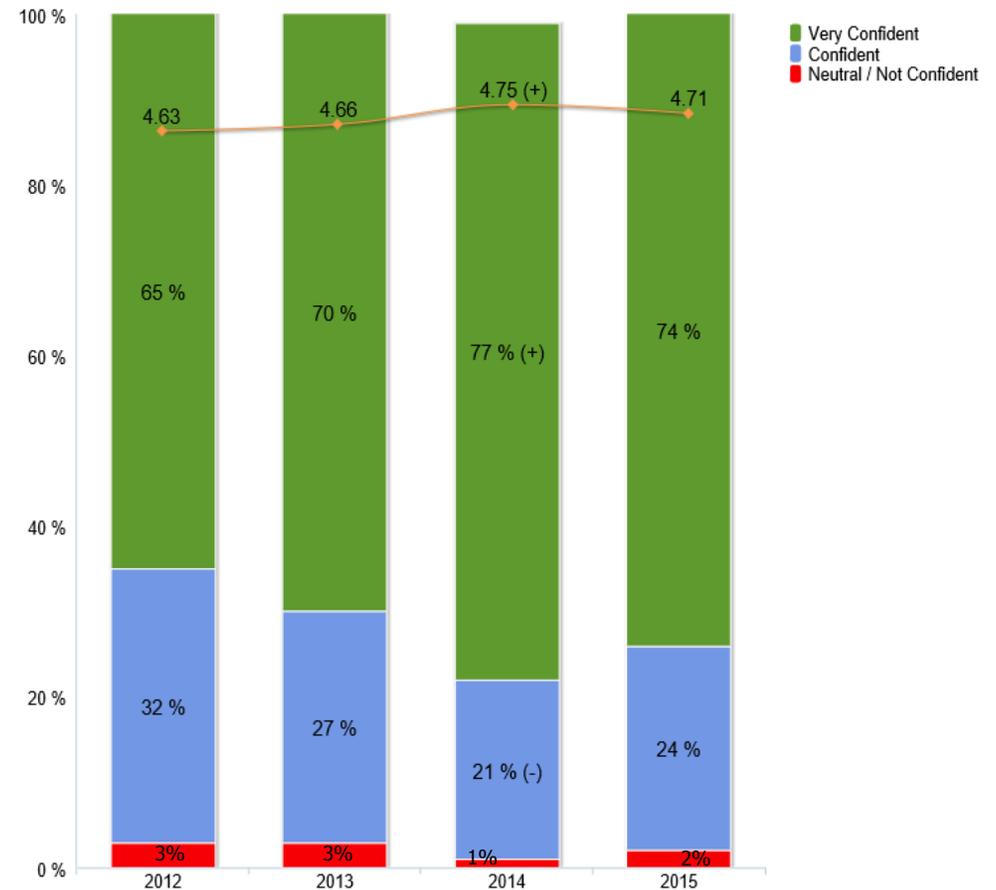


Table 40: Confidence in Fire Department by Length of Residency

	(a) Less than 4 years	(b) 4-9 years	(c) 10 years+
Very Confident	63% (c-)	56% (c-)	85% (a+,b+)
Confident	32% (c+)	41% (c+)	15% (a-,b-)
Neutral / Not Confident	5% (c+)	3%	1% (a-)
Mean	4.58 (c-)	4.53 (c-)	4.84 (a+,b+)

Q71—How confident are you in the ability of the Bellevue fire department to respond to emergencies? (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

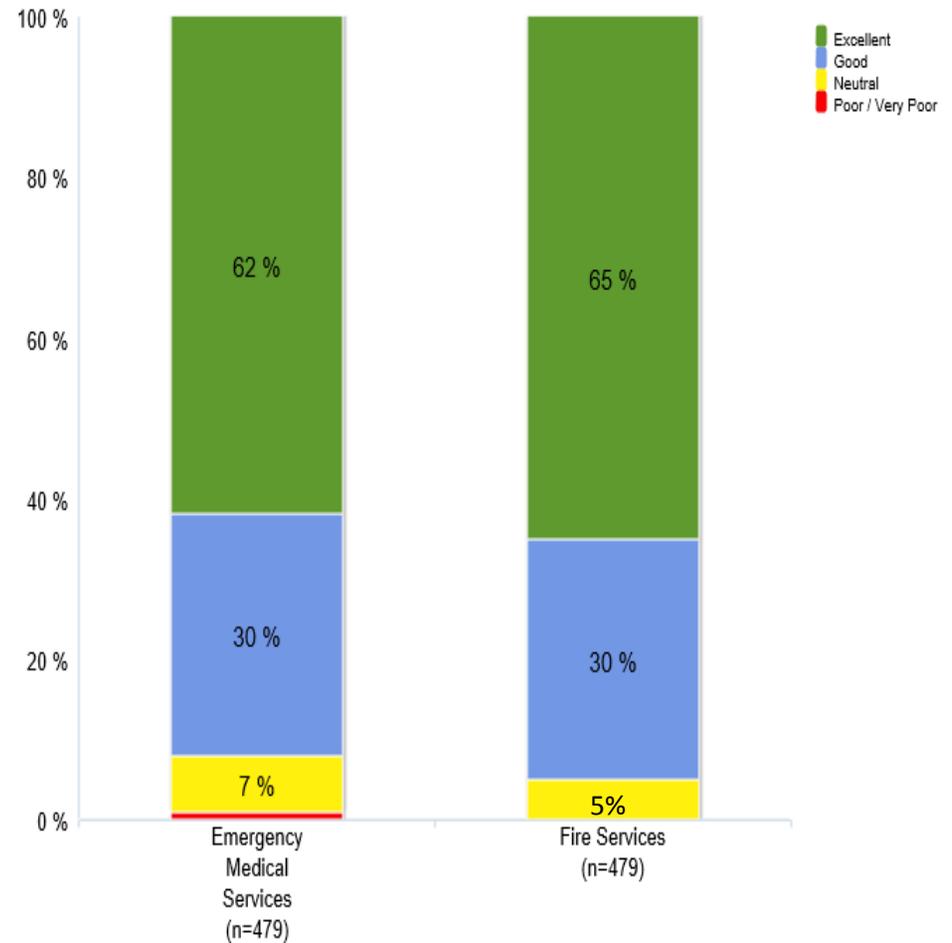
Base: All respondents 2012 (n = 405); 2013 (n = 518); 2014 (n = 491); 2015 (n = 516)

QUALITY OF FIRE / EMS SERVICES

Two questions were added to the 2015 survey. The questions asked respondents to rate the quality of fire services and of Emergency Medical Services.

More than 9 out of 10 residents rate the quality of both Emergency Medical and Fire services as “good” or “excellent.”

Figure 46: Quality of Fire and Emergency Medical Services



Q70—How would you rate each of the following: quality of Emergency Medical Services / quality of fire services (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

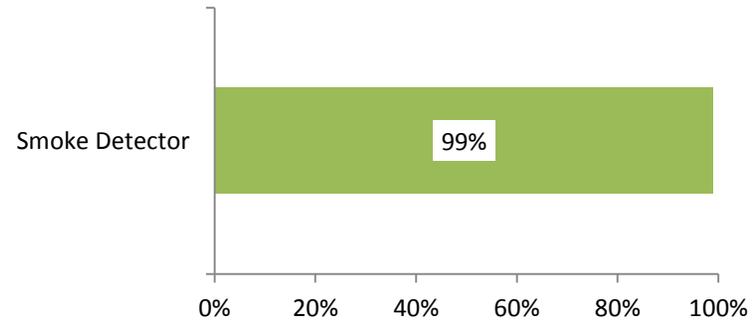
Base: All respondents 2015 (n = 516)

HOUSEHOLD SAFETY MEASURES

Nearly all Bellevue residents having a smoke detector in their home.

Almost two thirds of Bellevue residents have enough food, water, medications, etc. to last in a disaster for at least five days.

Figure 47: Bellevue Homes with Smoke Detectors



Q59—Does your home have a smoke detector?

Base: Randomly selected respondents (n = 211; n_w = 214)

Table 41: Length of Food, Water, and Medication Supplies During a Disaster

0-2 days	13%
3 days	19%
4 days	6%
5 days	19%
6-7 days	20%
8-14 days	14%
15+ days	10%

Q61N—During a disaster, how many days would your current supply of food, water, medications, and other necessary items last? Base: Randomly selected respondents (n = 285; n_w = 286)

TRANSPORTATION

MAINTENANCE

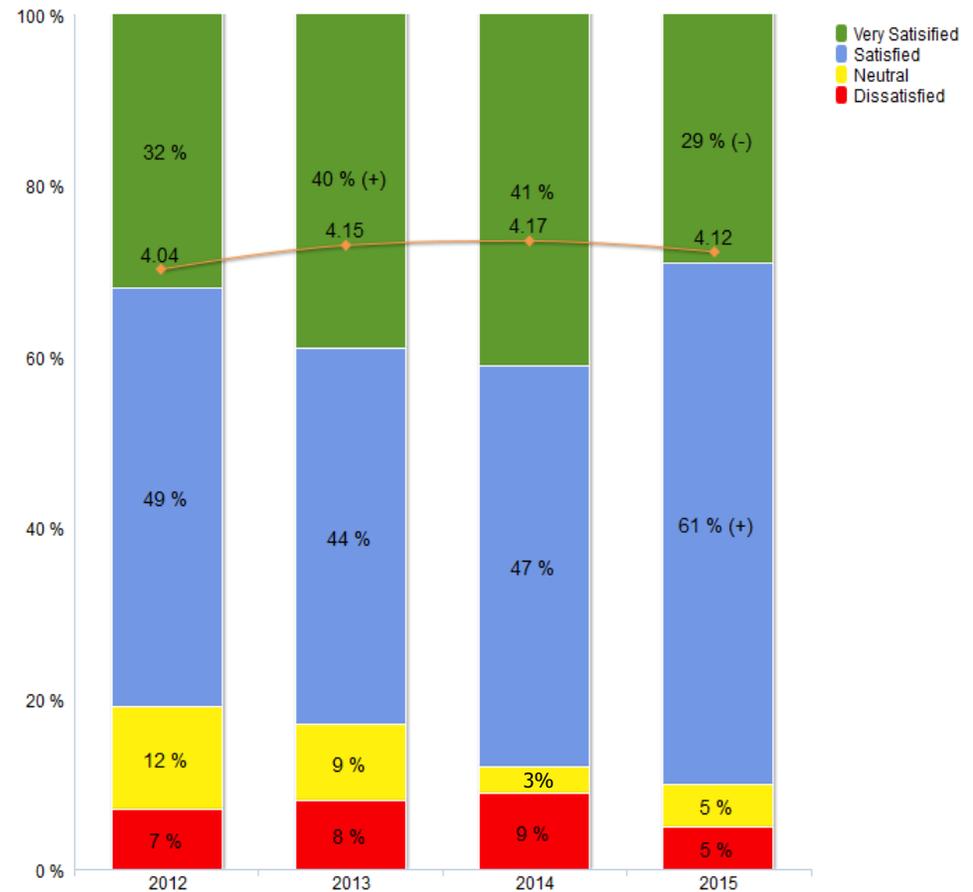
The majority of Bellevue residents are satisfied with the maintenance of sidewalks and walkways. Although more overall residents are satisfied overall, a significant amount shifted from “very satisfied” to “satisfied” in 2015.

- Ratings are highest in Newport*, Eastgate* and Northwest Bellevue*.
- Somerset*, Factoria*, and West Lake Sammamish are the neighborhoods with the lowest ratings.

Table 42: Satisfaction with Maintenance of Sidewalks and Walkways by Neighborhood

Newport *	4.67
Eastgate *	4.52
Northwest Bellevue *	4.46
Crossroads *	4.40
Cougar Mountain / Lakemont *	4.31
Bridle Trails *	4.28
Lake Hills	4.24
Woodridge *	4.19
Northeast Bellevue *	4.14
Downtown	3.99
Wilburton *	3.83
West Bellevue *	3.80
West Lake Sammamish *	3.78
Factoria *	3.69
Somerset *	3.60
Bel-Red	-

Figure 48: Satisfaction with Maintenance of Sidewalks and Walkways



Q29—How satisfied are you with the City’s maintenance of its sidewalks and walkways?

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

Mean based on five-point scale where “1” means “very dissatisfied” and “5” means “very satisfied.”

Base: All respondents 2012 (n = 405);

Randomly selected respondents 2013 (n = 222, n_w = 229); 2014 (n = 223, n_w = 234); 2015 (n = 214, n_w = 218)

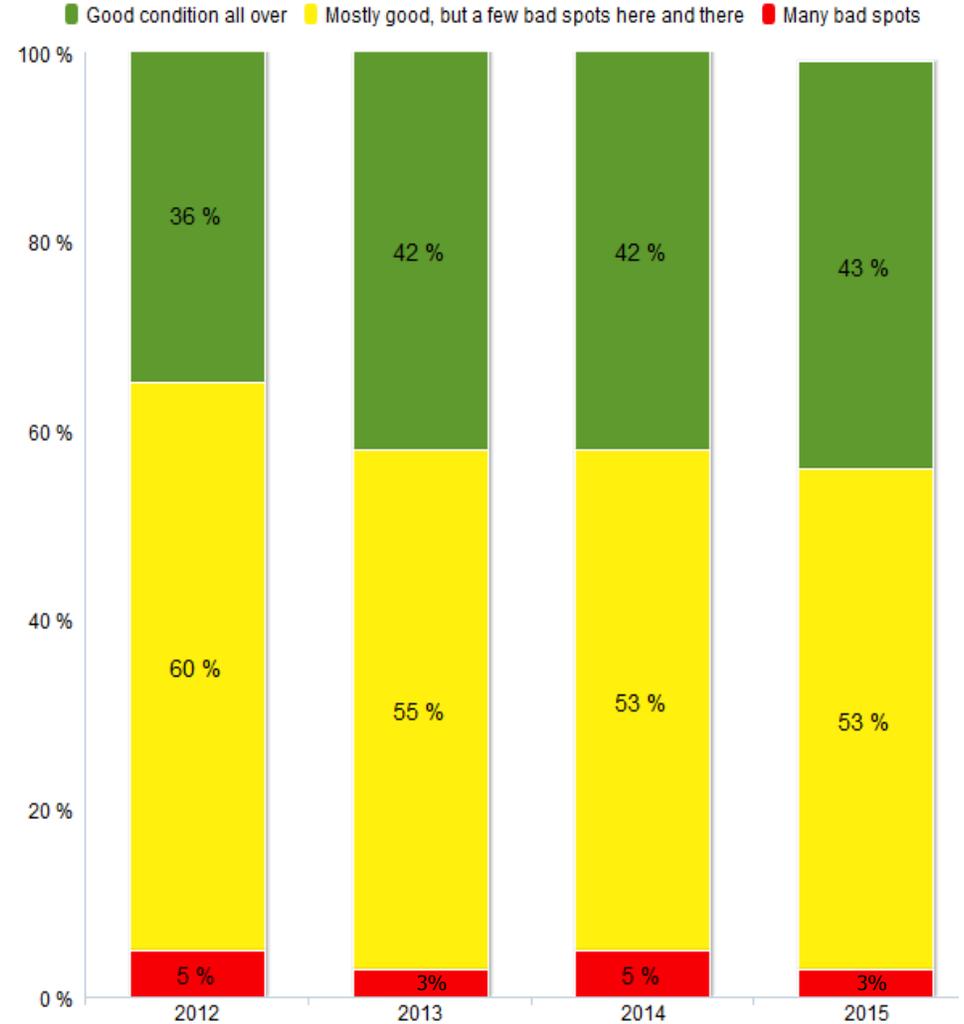
Most Bellevue residents describe the condition of streets and roads in their neighborhood as in good condition all over or mostly good with a few bad spots. This remains nearly unchanged since 2013.

Very few neighborhoods report there are “many bad spots” on streets and roads - Downtown, Wilburton*, and West Bellevue* being the only ones.

Table 43: Satisfaction with Streets and Roads by Neighborhood

	Good condition all over	Mostly good, but a few bad spots here and there	Many bad spots
Cougar Mountain / Lakemont *	68%	32%	0%
Eastgate *	67%	33%	0%
Bridle Trails *	66%	34%	0%
Northwest Bellevue *	64%	36%	0%
Woodridge *	56%	44%	0%
Somerset *	56%	44%	0%
Crossroads *	52%	48%	0%
Lake Hills	43%	57%	0%
West Lake Sammamish *	41%	59%	0%
Downtown	33%	56%	11%
Northeast Bellevue *	31%	69%	0%
Factoria *	22%	78%	0%
West Bellevue *	21%	71%	8%
Newport *	19%	81%	0%
Wilburton *	0%	86%	14%
Bel-Red	-	-	-

Figure 49: Ratings of Neighborhood Street and Road Conditions



Q30—How would you rate the condition of streets and roads in your neighborhood?
 (+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.
 Base: All respondents 2012 (n = 405);
 Randomly selected respondents 2013 (n = 224, n_w = 229); 2014 (n = 225, n_w = 234); 2015 (n = 215, n_w = 218)



*Use caution, small sample sizes for these subgroups

CLEANLINESS OF STREETS

In 2014, the response options for this question changed from a “poor to excellent” rating to an “expectations” scale. Nearly all Bellevue residents report the cleanliness of streets meets or exceeds their expectations.

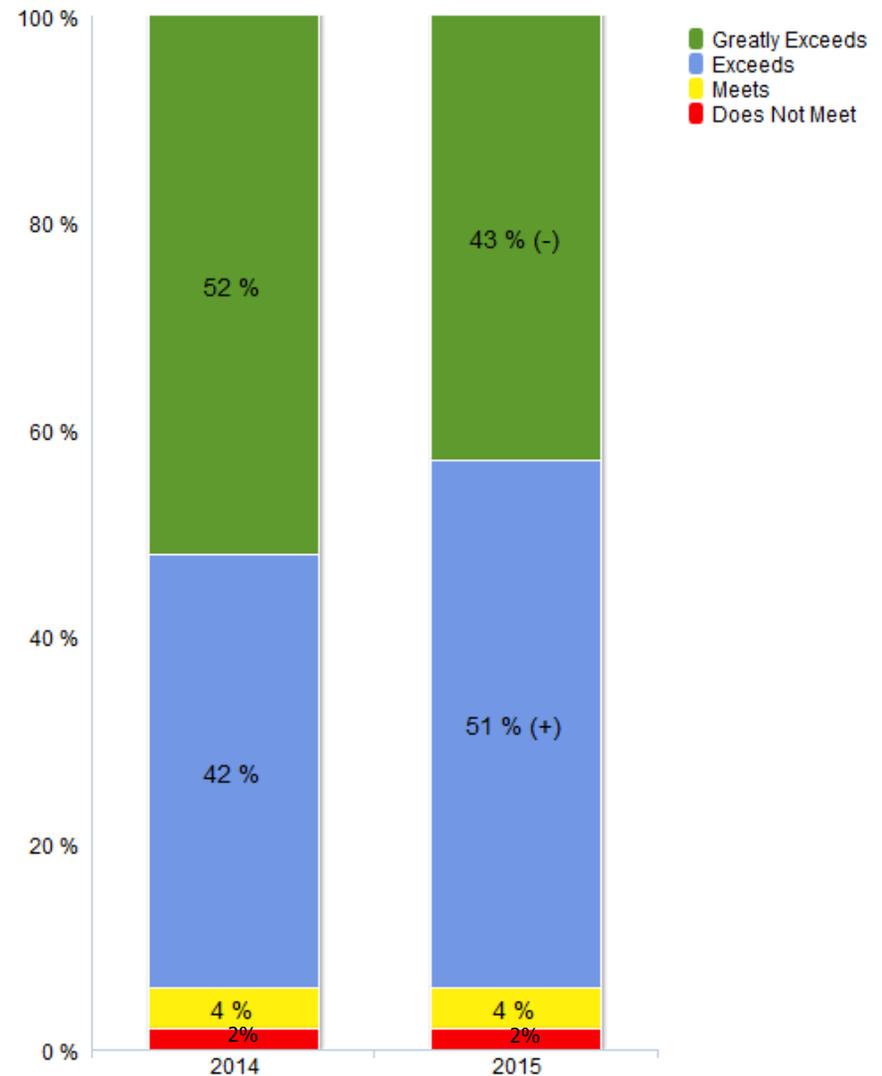
Ratings are highest in Factoria* and Northwest Bellevue.

Neighborhoods with below-average ratings are: Eastgate*, Lake Hills*, Northeast Bellevue*, Somerset*, Wilburton*, and Woodridge*.

Table 44: Satisfaction with Cleanliness of Streets by Neighborhood

Factoria *	5.00
Northwest Bellevue *	4.64
Crossroads *	4.51
West Bellevue *	4.49
Cougar Mountain / Lakemont *	4.47
Bridle Trails *	4.42
Downtown	4.42
Newport *	4.38
West Lake Sammamish *	4.38
Northeast Bellevue *	4.19
Somerset *	4.19
Lake Hills	4.19
Eastgate *	4.18
Woodridge *	3.91
Wilburton *	3.85
Bel-Red	-

Figure 50: Cleanliness of Streets



Q31A—How would you rate the cleanliness of streets in Bellevue?

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

Base: Randomly selected respondents 2014 (n = 225; n_w = 234); 2015 (n = 215; n_w = 218)

SATISFACTION WITH NEIGHBORHOOD STREET SWEEPING

In 2014 the response options changed from a “satisfaction” scale to an “expectations” scale. As in 2014, four out of five residents say that street sweeping exceeds their expectations.

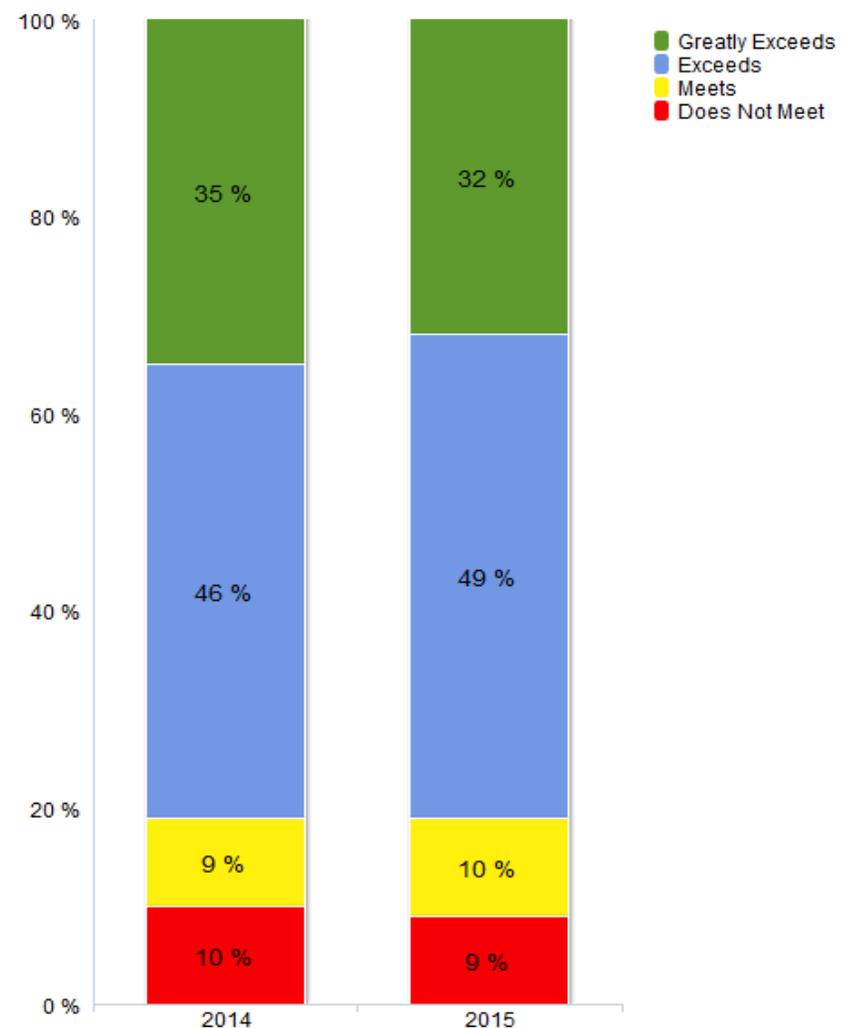
Ratings are highest in Newport*, Wilburton*, and Cougar Mountain / Lakemont*.

Neighborhoods below average include: Eastgate*, Lake Hills*, Northeast Bellevue*, Northwest Bellevue*, Somerset*, and Woodridge*.

Table 45: Satisfaction with Neighborhood Street Sweeping by Neighborhood

Newport *	4.53
Wilburton *	4.39
Cougar Mountain / Lakemont *	4.31
West Lake Sammamish *	4.27
Factoria *	4.23
Bridle Trails *	4.21
Downtown	4.17
Crossroads *	4.11
West Bellevue *	4.04
Northwest Bellevue *	3.95
Somerset *	3.88
Woodridge *	3.82
Lake Hills *	3.69
Northeast Bellevue *	3.68
Eastgate *	3.53
Bel-Red	-

Figure 51: Satisfaction with Neighborhood Street Sweeping



Q31—How would you rate the street sweeping in your neighborhood, specifically the frequency, quality, and availability?

^ In 2012 and 2013, the rating scale was Very Satisfied, Satisfied, Neutral, and Dissatisfied.

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

Base: All respondents 2012 (n = 405); Randomly selected respondents 2013 (n = 224; n_w = 229); 2014 (n = 225; n_w = 234); 2015 (n = 210; n_w = 214)

AVAILABILITY AND EASE OF TRANSPORTATION

As shown on the next page, the ease of getting around by car has decreased significantly when compared to previous years. In fact, ratings for this are significantly lower than nearly all groupings of benchmark cities. The exception is 4-Star Cities where Bellevue receives a comparable rating.

Bellevue is rated higher than most benchmarks on availability of public transportation and walkability. Bellevue is comparable to other Puget Sound cities and 4.5-Star Cities, yet below 5-Star Cities.

Bicycling is another area of improvement for Bellevue. While ratings are above 4-Star cities and comparable to national benchmarks, Bellevue is below other Pacific West, Puget Sound, 4.5-Star and 5-Star Cities.

Table 46: Transportation Compared to Other Cities

		Bellevue	National	Pacific West	Puget Sound Cities	4-Star Cities	4.5-Star Cities	5-Star Cities
Easy to Get Around by Car	% Significantly Better	32%						
	Mean	3.97						
Availability of Public Transportation	% Significantly Better	33%						
	Mean	3.73						
Easy to Walk to Different Places	% Significantly Better	29%						
	Mean	3.77						
Easy to Bicycle to Different Places	% Significantly Better	22%						
	Mean	3.63						

Q83A–D—From what you have experienced, seen, or heard, how would you rate Bellevue on each of the following statements?

Base: Randomly selected respondents (n = 173, n_w = 169)

Green shading indicates areas where Bellevue exceeds national benchmarks; **yellow** shading indicates areas where Bellevue is comparable to national benchmarks; **red** shading indicates areas where Bellevue is below national benchmarks.

AVAILABILITY AND EASE OF TRANSPORTATION – TRENDED

Over the years, ratings have remained relatively consistent for public transportation, walking, and bicycling.

There has been a significant drop in ratings for ease to get around by car—now at the lowest recorded ratings. Ratings for this measure have dropped across all demographic groupings, but notably large drops are seen from the following people:

- Respondents between 55 and over
- Those who live in single family homes
- Households without children, specifically households with only one person.

Table 47: Transportation Compared to Other Cities – Trended

		2013	2014	2015
Easy to Get Around by Car	% Greatly Exceeds Expectations	44%	43%	32% ↓
	Mean	4.21	4.24	3.97 ↓
Availability of Public Transportation	% Greatly Exceeds Expectations	26	33	33
	Mean	3.60	3.78	3.73
Easy to Walk to Different Places	% Greatly Exceeds Expectations	24	25	29
	Mean	3.69	3.70	3.77
Easy to Bicycle to Different Places	% Greatly Exceeds Expectations	18	20	22
	Mean	3.52	3.64	3.63

Q83A-D—From what you have experienced, seen, or heard, how would you rate Bellevue on each of the following statements?

Base: Randomly selected respondents (n = 173, n_w = 169)

CITY EMPLOYEES

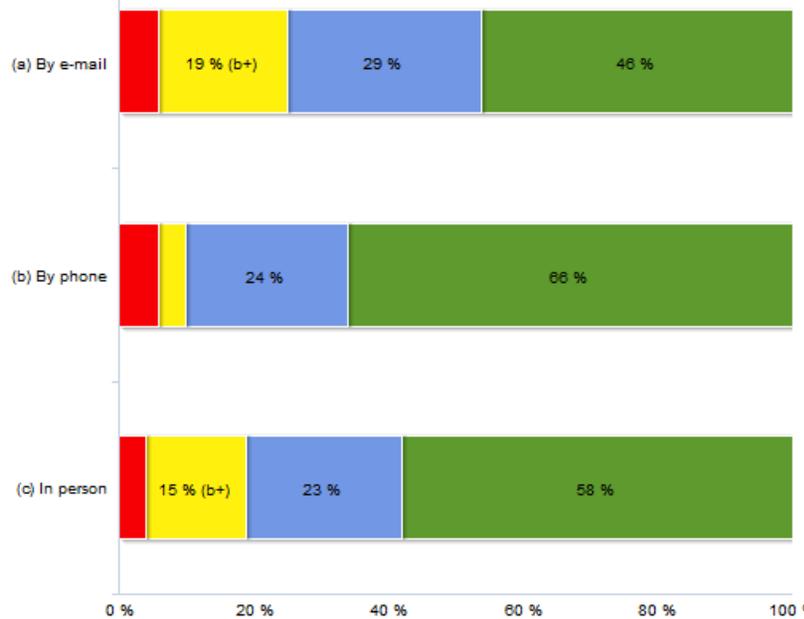
OVERALL QUALITY OF SERVICE

Just over one-in-five Bellevue residents have had a recent (in the past 12 months) contact with a city employee; this is lower than 2014 when a quarter had contact and even lower than in 2011 and 2012, when a third of residents had contact.

Overall satisfaction with the quality of service received during a contact with a Bellevue city employee is higher than in 2014. While this increase is not statistically significant, even at 90% confidence, this is likely a result of the small sample size.

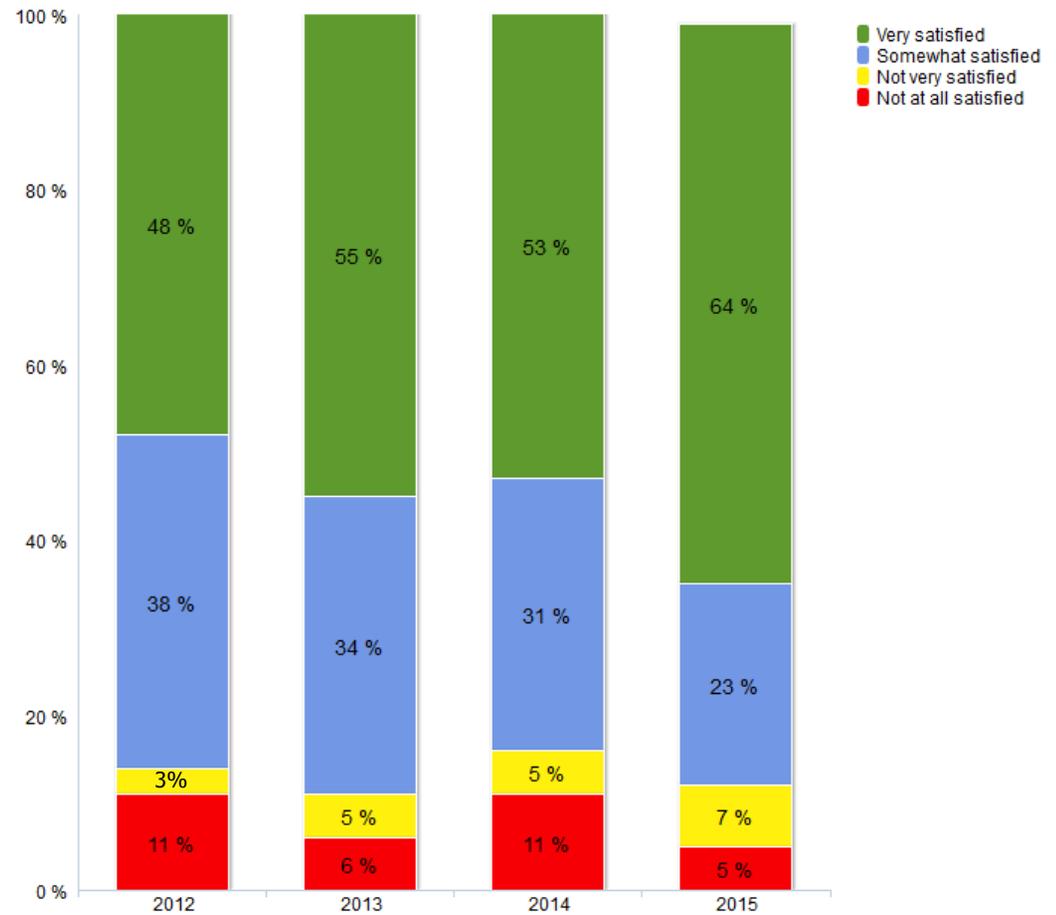
Overall satisfaction is highest for phone.

Figure 52: Overall Satisfaction with Bellevue City Employees by Mode of Contact



Base: E-mail (n = 28) (n_w = 24); Phone (n = 77) (n_w = 71); In-person (n = 35) (n_w = 30)

Figure 53: Overall Satisfaction with Contact with Bellevue City Employees



QOS2E—How satisfied are you with the following aspect of your contact with City of Bellevue employees—Overall satisfaction?

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

Base: Respondents who had contact 2012 (n = 156, n_w = 136); 2013 (n = 127, n_w = 114); 2014 (n = 161, n_w = 136); 2015 (n = 118, n_w = 107)

Ratings of Specific Aspects of Service

Residents who have had contact with Bellevue city employees continue to be most are most satisfied with their courtesy. While not significant, satisfaction with all aspects has dropped from the previous year.

Key Drivers Analysis (explained in more detail on page 55) clearly shows that responsiveness is the most important driver of residents' overall satisfaction with their contacts with Bellevue city employees.

Table 48: Key Drivers of Overall Satisfaction with Bellevue City Employees

	Impact on Overall Satisfaction
Responsiveness	67.3
Courtesy	17.2
Accuracy of information provided	13.8
Easy to reach right person	1.6

* indicates statistical significance

Table 49: Satisfaction with City Employees

		2012	2013	2014	2015
Courtesy	% In Every Way	56%	62%	68%	51%
	% Strongly	34%	32%	21%	34%
	% Neutral	3%	3%	4%	9%
	% Not at all	7%	3%	8%	6%
	Mean	4.37	4.52	4.46	4.26
Easy to reach Right Person	% In Every Way			45%	34%
	% Strongly			41%	44%
	% Neutral		New/changed question in 2014	5%	12%
	% Not at all			8%	10%
	Mean			4.19	3.98
Accuracy of Information Provided	% In Every Way	52%	55%	52%	45%
	% Strongly	36%	31%	37%	33%
	% Neutral	6%	4%	2%	11%
	% Not at all	6%	11%	8%	11%
	Mean	4.33	4.27	4.28	4.08
Responsiveness	% In Every Way	49%	53%	59%	42%
	% Strongly	42%	32%	29%	39%
	% Neutral	3%	6%	3%	9%
	% Not at all	6%	9%	9%	10%
	Mean	4.30	4.26	4.32	4.08

Base: Respondents who had contact 2012 (n = 156, n_w = 136); 2013 (n = 127, n_w = 114); 2014 (n = 161, n_w = 136); 2015 (n = 120, n_w = 108). Response wording change in 2014: 2011–2013 was “satisfaction” scale. 2014-2015 used the extent to which each of the following describes Bellevue’s local government employees.

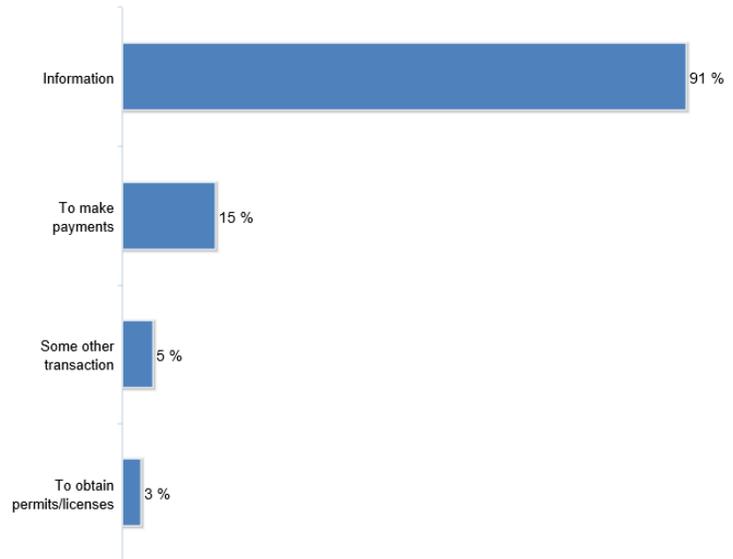
Bold indicates significant change from previous year.

CITY WEBSITE

Four out of five Bellevue residents are familiar with the City of Bellevue’s website. Of those, almost two-thirds have used the website in the past 12 months. The majority of visits to the website were to find information.

Overall satisfaction with the website has remained constant over the years. It should be noted that twice as many users are simply satisfied as opposed to very satisfied suggesting room for improvement.

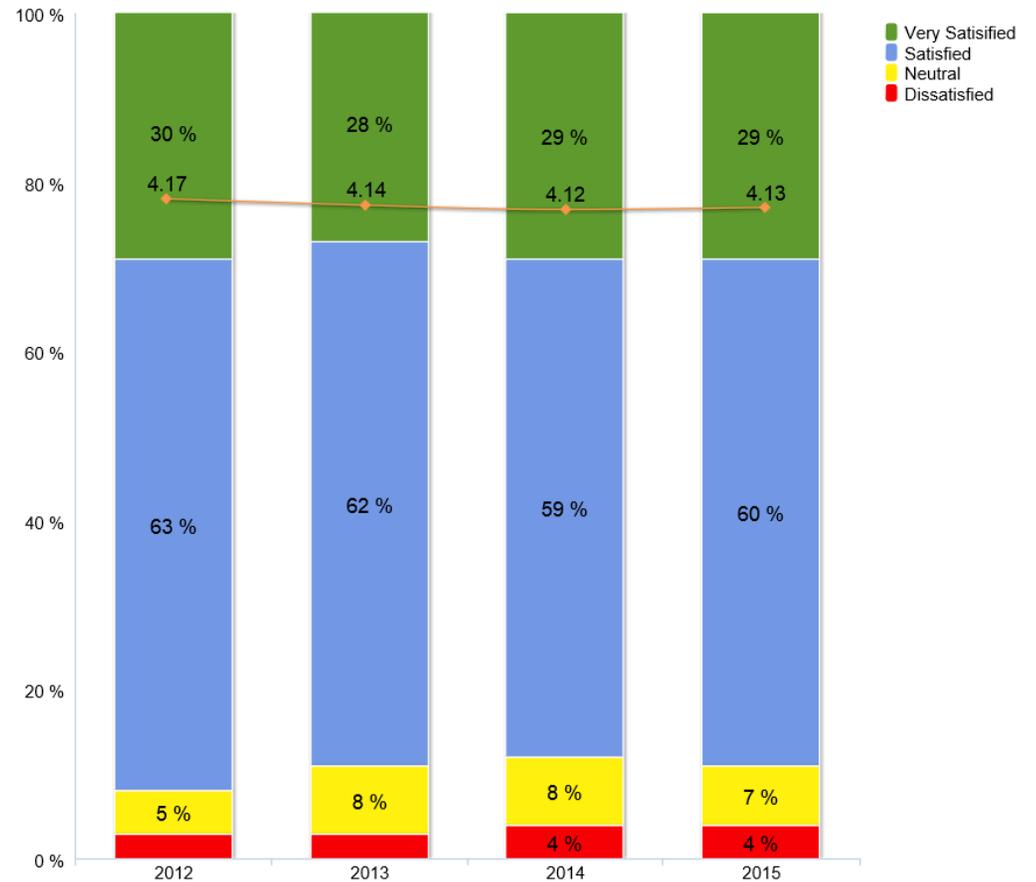
Figure 54: Reason for Visiting Website



Q48N—What was the purpose of your visit?

Base: Visited website in past 12 months (n = 269, n_w = 262)

Figure 55: Overall Satisfaction with Website



Q48—How satisfied are you with the City of Bellevue’s website?

(+) or (-) Indicates a significant increase or decrease from the previous year at a 95% confidence level.

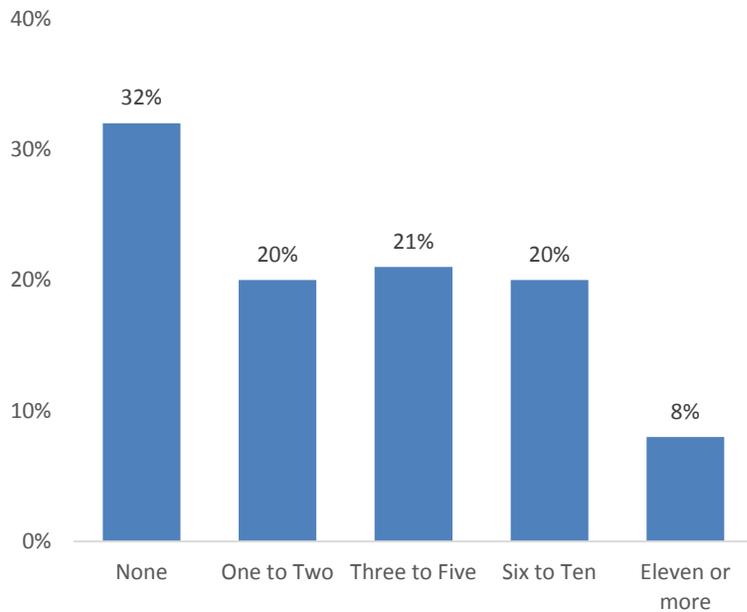
Base: Respondents who visited website in past 12 months: 2012 (n = 209, n_w = 206); 2013 (n = 267, n_w = 264); 2014 (n = 264, n_w = 262); 2015 (n = 268, n_w = 261)

TOURISM

In 2015, a new group of questions were added to the survey asking Bellevue residents if they have had visitors stay with them over the past 12 months and if so, for how long and what kind of activities and attractions did they visit. The questions were asked of the first 401 respondents and then were removed from the survey for length.

Over 2/3 of Bellevue residents had at least one visitor stay overnight in their home over the past year. Of those who had a guest, the average total number of guests over the year is six, and the average total number of nights spent having guests is thirteen.

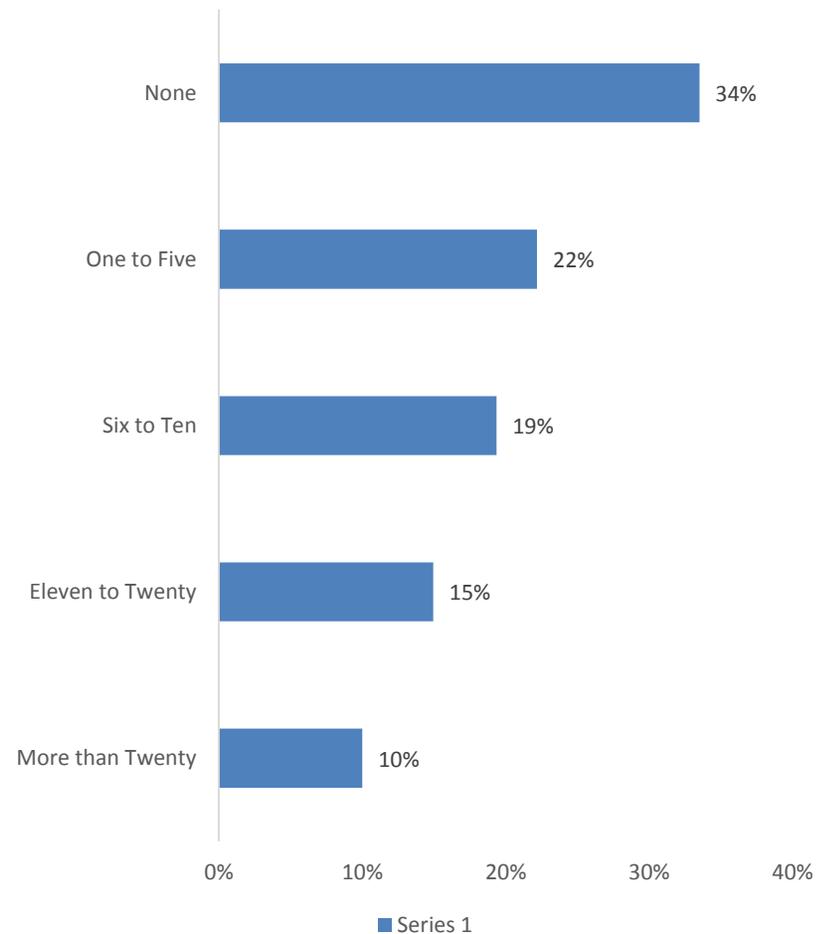
Figure 56: Number of Visitors to Bellevue



TOURIST4—Which of the following information sources have you used when looking for events and things to do in Bellevue?

Base: First 401 respondents who had a guest stay overnight in the past 12 months (n = 266) (n_w = 259)

Figure 57: Total Number of Nights Visitors Spend in Bellevue



TOURIST3—What activities and attractions did your visiting friends and family participate in while they were staying with you?

Base: First 401 respondents who had a guest stay overnight in the past 12 months (n = 266) (n_w = 259)

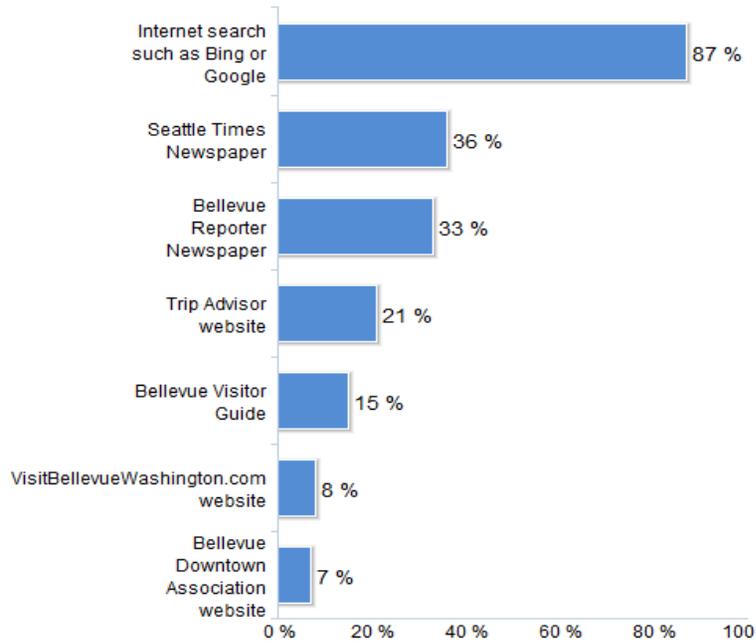


*Use caution, small sample sizes for these subgroups

When residents have guests, the most popular activities are dining, shopping and heading to Seattle. Visiting a park and other family and friends in the area are also popular activities.

The vast majority of residents use internet search engines when looking for events and things to do with guests in Bellevue. Residents are also somewhat likely to use the Seattle Times or Bellevue Reporter newspapers.

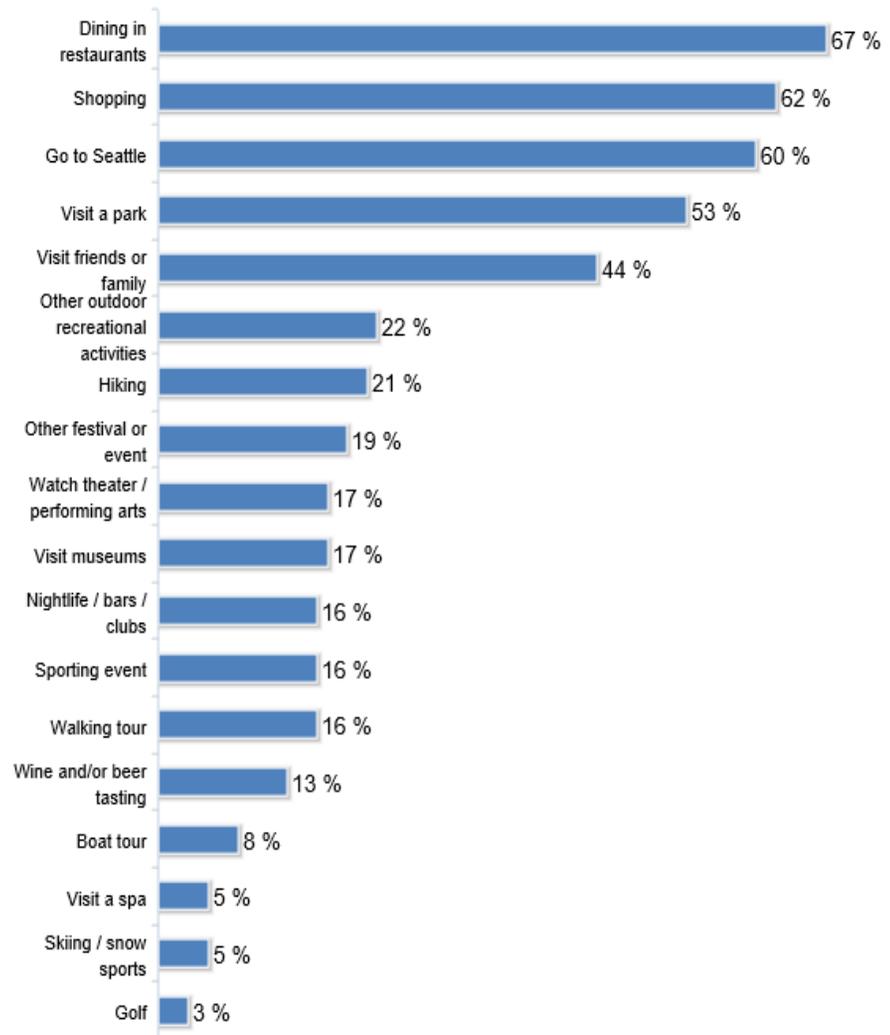
Figure 58: Tourism Information Sources



TOURIST4—Which of the following information sources have you used when looking for events and things to do in Bellevue?

Base: First 401 respondents who had a guest stay overnight in the past 12 months (n = 266) (n_w = 259)

Figure 59: Tourist Activities and Attractions



TOURIST3—What activities and attractions did your visiting friends and family participate in while they were staying with you?

Base: First 401 respondents who had a guest stay overnight in the past 12 months (n = 266) (n_w = 259)

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 multifamily 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.²

To address the high incidence of cell phone-only households or households whose members primarily use cell phones, a major methodological change to address-based sampling (ABS) implemented beginning with the 2010 Performance Measures Survey. In 2015 the ABS methodology was enhanced with the introduction of geo-targeted cell phone sample.

The sample frame was composed of two parts:

- 1) A list of all addresses in Bellevue—as defined by census block groups—including those indicating that post office boxes are the only way they get mail. This list was then matched against a comprehensive database to determine if the household had a listed or published landline telephone number.
 - a. If a matching phone number was found, the household was called via landline and asked to complete the survey by phone.
 - b. If no matching phone number was found, the household was sent a letter signed by the city manager asking them to complete the survey online.
 - c. In order to obtain a representative sample of multi-family households the ABS sample was appended with a dwelling-type indicator (single vs. multi-family home) and addresses marked as multi-family were over-sampled during the mailing of the invitations.
- 2) Cell phone numbers were pulled based on census block groups located in the City limits. Traditionally, dialing cell phone numbers has been very inefficient for small geographic areas such as cities. This is due to the portable nature of cell phones—people move from place to place and do not update their phone numbers. This means that a cell number with a 425 area code (the area code for Bellevue) may be dialed, but the owner may no longer live in Bellevue. Conversely, many new residents choose not to switch their phone numbers to “local” numbers so they cannot be reached via traditional RDD cell phone techniques. To address this problem, sample providers have been working on methods to match address or location data with cell phone numbers. While the specifics are proprietary, the general methods are to purchase personal information from a variety of sources (websites, ring tone purchases, etc.) then cross-reference that data to verify and match phone numbers. While the methodology is still in its infancy, the geo-targeted cell phone numbers are fairly accurate and reliable.

² 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>



*Use caution, small sample sizes for these subgroups

Table 50: Distribution of Landline versus Cell Phone Households

	Unweighted				Weighted				Population Estimate (King County) ^{footnote 3}
	Cell Sample	Landline Sample	Web Sample	Total Sample	Cell Sample	Landline Sample	Web Sample	Total Sample	
Only have a cell phone	45%	2%	60%	38%	46%	2%	64%	45%	46%
Primarily use a cell phone	28%	18%	21%	22%	28%	18%	20%	23%	17%
Use landline and cell phone	25%	48%	11%	26%	24%	49%	10%	23%	21%
Primarily use a landline	2%	24%	6%	11%	2%	23%	5%	7%	10%
Only have a landline	1%	8%	2%	3%	1%	8%	1%	2%	5%

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.

Table 51: Respondent Demographics by Phone versus Web Sample (unweighted)

	Gender			Household Type				Age			
	Cell Sample	Landline Sample	Web Sample		Cell Sample	Landline Sample	Web Sample		Cell Sample	Landline Sample	Web Sample
Male	56%	38%	69%	Single Family	72%	67%	31%	18 to 34	17%	2%	32%
Female	44%	62%	38%	Multi-Family	26%	33%	69%	35 to 54	39%	29%	46%
								55+	44%	69%	22%

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.³

³ White Paper, Address-based Sampling, Centris Marketing Intelligence, December 2008.



*Use caution, small sample sizes for these subgroups

[Page intentionally left blank for pagination purposes]

APPENDIX II—WEIGHTING

The weights were applied in two stages. The first-stage weight adjusted for sample frame type by taking the proportion in the sample frame and dividing by the proportion of completed interviews for each sample type. 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 those of all Bellevue residents.

While quotas were created to minimize the differences between the sampled population and the actual population, it is common to find that older individuals—those 55 years old and older—are over-represented in general population studies. Conversely, younger residents—those between 18 and 24 years of age—are under-represented in general population studies. The enhanced methodology used in 2015 improved the representation by a large margin, but weighting was still used to ensure that differences in responses over the years are not a factor of differences in the characteristics of the respondents in the final sample. The purpose of weighting is to create a multiplier to adjust the final sample distribution so that the survey results better reflect the population. This is done by applying a multiplier to each individual based on that person’s age and gender. Older residents receive a smaller multiplier (e.g., 0.8) while younger residents receive a higher multiplier (e.g., 1.2).

One of the effects of weighting is that it does realign the distribution of responses by neighborhood. For example, when looking at the unweighted sample, those who live in downtown Bellevue are typically younger, so they receive a larger multiplier—this is why there are more “respondents” in the weighted downtown sample than the unweighted downtown sample. Conversely, those residents who we spoke to in Cougar Mountain were typically older residents—those 55 years old or older—and they received a smaller multiplier, which is why the weighted results have fewer respondents than the unweighted results. Again, this effect was minimized with the enhanced sampling technique used in 2015.

It is important to note that the study was **not** designed to get a representative sample of age within gender at the neighborhood level. The study was specifically designed to get an accurate representation of age within gender at the city level.

Table 52: Weighting—Unweighted and Weighted Data Compared to Bellevue Population

	2015 Performance Survey (unweighted)	2015 Performance Survey (weighted)	Bellevue Population*	2014 Performance Survey (unweighted)	2014 Performance Survey (weighted)	2013 Performance Survey (weighted)
Gender						
Male	53%	51%	51%	54%	51%	51%
Female	47%	49%	49%	46%	49%	49%
Age**						
18–34	18%	29%	29%	10%	29%	28%
35–54	38%	37%	37%	39%	37%	37%
55 Plus	44%	34%	34%	51%	34%	35%
Household Size						
Single Adult	22%	21%	29%	28%	30%	33%
Two or More Adults	49%	49%	71%	72%	70%	67%



*Use caution, small sample sizes for these subgroups

	2015 Performance Survey (unweighted)	2015 Performance Survey (weighted)	Bellevue Population*	2014 Performance Survey (unweighted)	2014 Performance Survey (weighted)	2013 Performance Survey (weighted)
Children in Household						
None	71%	69%	71%	70%	66%	68%
One or More	29%	31%	29%	30%	34%	32%
Dwelling Type						
Single-Family	55%	53%	53%	61%	49%	51%
Multifamily	45%	46%	47%	39%	51%	49%
Home Ownership						
Own	70%	65%	54%	76%	66%	62%
Rent	30%	35%	46%	24%	34%	38%
Income						
Less than \$35,000	6%	5%	18%	13%	12%	10%
\$35,000–\$75,000	22%	22%	21%	21%	20%	19%
\$75,000–\$150,000	39%	40%	38%	34%	37%	47%
\$150,000 or Greater	33%	33%	24%	33%	31%	23%
Median	\$117,058	\$117,513	\$91,449	\$103,526	\$109,457	\$106,306
Race/Ethnicity						
White	80%	78%	64%	83%	81%	78%
Asian	19%	21%	34%	16%	18%	19%
African American	2%	2%	4%	1%	1%	1%
Other	3%	4%	5%	3%	4%	2%
% Hispanic	2%	3%	5%	4%	6%	2%
(multiple responses)						
Years Lived in Bellevue						
0–3	22%	26%		18%	27%	32%
4–9	18%	19%	n.a.	15%	20%	20%
10 or More	60%	55%		67%	54%	45%
Mean	18.2 yrs	16.2 yrs		19.4 yrs	15.4 yrs	13.3 yrs
Language Spoken at Home						
English only	77%	74%	58%	78%	73%	71%
Other than English	33%	26%	42%	22%	27%	29%

*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
2012 (n = 405)	Bel-Red (n = 3, n _w = 3)
2013 (n = 518)	Bridle Trails (n = 43, n _w = 44)
2014 (n = 491)	Cougar Mountain / Lakemont (n = 27, n _w = 27)
2015 (n = 516)	Crossroads (n = 42, n _w = 48)
	Downtown (n = 77, n _w = 83)
	Eastgate (n = 23, n _w = 26)
	Factoria (n = 13, n _w = 14)
	Lake Hills(n = 59, n _w = 60)
	Newport (n = 29, n _w = 27)
	Northeast Bellevue (n = 35, n _w = 31)
	Northwest Bellevue (n = 34, n _w = 32)
	West Lake Sammamish (n = 31, n _w = 30)
	Somerset (n = 29, n _w = 26)
	West Bellevue (n = 31, n _w = 26)
	Wilburton (n = 17, n _w = 16)
	Woodridge (n = 23, n _w = 22)
Groups of Respondents	
KCI Safe	
2012 (n = 274, n _w weighted = 331)	
2013 (n = 288, n _w weighted = 297)	
2014 (n = 286, n _w weighted = 278)	
2015 (n = 292, n _w weighted = 292)	
KCI Healthy	
2012 (n = 273, n _w weighted = 329)	
2013 (n = 225, n _w weighted = 234)	
2014 (n = 225, n _w weighted = 214)	
2015 (n = 211, n _w weighted = 213)	
KCI Engaged	
2012 (n = 277, n _w weighted = 334)	
2013 (n = 518, n _w weighted = 518)	
2014 (n = 491, n _w weighted = 491)	
2015 (n = 516, n _w weighted = 516)	
KCI Competitive	
2012 (n = 277, n _w weighted = 334)	
2013 (n = 227, n _w weighted = 249)	
2014 (n = 225, n _w weighted = 249)	
2015 (n = 211, n _w weighted = 213)	
KCI Mobility	
2012 (n = 405, n _w weighted = 405)	
2013 (n = 294, n _w weighted = 307)	
2014 (n = 286, n _w weighted = 304)	
2015 (n = 290, n _w weighted = 291)	
KCI Neighborhoods	
2012 (n = 405, n _w weighted = 405)	
2013 (n = 229, n _w weighted = 239)	
2014 (n = 223, n _w weighted = 214)	
2015 (n = 211, n _w weighted = 213)	



*Use caution, small sample sizes for these subgroups

APPENDIX IV—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, that is, the figures for the whole population. The margin of error decreases as the sample size increases, but only to a point. Moreover, the margin of error is greater when there is more dispersion in responses—for example, 50 percent respond yes and 50 percent respond no—than when opinions are very similar—for example, 90 percent respond yes and 10 percent respond no. The margin of error in Bellevue's Performance Measures Survey for the entire sample is generally no greater than plus or minus 4.3 percentage points around any given percentage at a 95 percent confidence level. This means that if the same question were asked of a different sample but using the same methodology, 95 times out of 100 the same result within the stated range would be achieved.

The following table provides additional insights into the margin of error with different sample sizes. The proportions shown in the table below

Table 53: Error Associated with Different Proportions at Different Sample Sizes

Sample Size	Maximum Margin of Error
30	17.8%
50	13.9%
100	9.8%
200	6.9%
300	5.7%
400	4.9%
600	4.0%
800	3.5%

APPENDIX V —QUESTIONNAIRE

- Questions in **pink highlight** are survey measures recognized by the International City and County Management Association (ICMA)
- Text in **light blue highlight** means that the data is benchmarkable against NWRG’s nation-wide CityMarks
- Text in **yellow highlight** was removed from the questionnaire after reaching 400 respondents.

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

INTROTEL Hello. This is _____ with **Northwest Research Group**, calling on behalf of the City of Bellevue. We are conducting a survey to help the City improve services for your community 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?

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.

Your household is one of a small number of households randomly selected to participate in Bellevue’s annual Community Survey so your participation is vital to the success of this research. Your responses will help the City better meet residents’ needs and expectations, decide how to best use its resources, and set goals.

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

- 01 YES
- 02 NO **[ASK TO SPEAK TO AN ADULT 18 OR OLDER.]**
- 999 DON'T KNOW/PREFER NOT TO ANSWER **[SKIP TO THANK8]**

PRESCR Do you live within the Bellevue city limits?



*Use caution, small sample sizes for these subgroups

- 01 YES
- 02 NO **[SKIP TO THANK]**
- 999 DON'T KNOW/PREFER NOT TO ANSWER **[SKIP TO THANK8]**

PRESCR2 In which Bellevue Neighborhood do you live?

- 01 Bel-Red
- 02 Bridle Trails
- 03 Cougar Mountain / Lakemont
- 04 Crossroads
- 05 Downtown
- 06 Eastgate
- 07 Factoria
- 08 Lake Hills
- 09 Newport
- 10 Northeast Bellevue
- 11 Northwest Bellevue
- 12 West Lake Sammamish
- 13 Somerset
- 14 West Bellevue
- 15 Wilburton
- 16 Woodridge
- 999 DON'T KNOW/PREFER NOT TO ANSWER

PRESCR2A To better place you within a neighborhood, may I please get the two nearest cross-streets to where you live?

[OPEN END]

999 DON'T KNOW/PREFER NOT TO ANSWER

SCR 2 How many years have you lived in Bellevue?

- ___ ENTER NUMBER OF YEARS LIVED IN BELLEVUE
- 997 DO NOT LIVE IN BELLEVUE
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

SCR3A Do you own or rent your residence?



- 01 OWN
- 02 RENT
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

SCR3B 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
- 888 OTHER [SPECIFY]
- 998 DON'T KNOW
- 999 REFUSED

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

- ___ ENTER AGE [RANGE 18:99] **[IF UNDER 18 TERMINATE – THANK22]**
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

Q76A Which of the following categories does your age fall into?

[READ OPTIONS]

- 01 18-24
- 02 25-34
- 03 35-44
- 04 45-54
- 05 55-64
- 06 65 or older
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

Q80 Are you . . .

- 1 MALE



*Use caution, small sample sizes for these subgroups

2 FEMALE

HISPAR Are you Spanish, Hispanic, or Latino?

[IF NECESSARY: “Are you, or were your ancestors Mexican, Puerto Rican, Cuban, Central or South American, or from Spain?”]

- 01 YES
- 02 NO
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

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

IF RESPONDENT SAYS “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.

- 01 White
- 02 Black or African American
- 03 American Indian or Alaskan Native
- 04 Asian or Pacific Islander
- 06 **[DO NOT READ]** Hispanic
- 888 **[DO NOT READ]** OTHER (SPECIFY)
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

SCR_INC Is your total household income above or below \$50,000?

- 01 Above
- 02 Below
- 999 PREFER NOT TO ANSWER

KEY PERFORMANCE RATING QUESTIONS
[BASE: ALL]
[NEW SECTION FOR TIMING]

Q1A **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “very poor” and “10” means “excellent”, how would you describe the City of Bellevue as a place to live?
WEB SHOW: Overall, how would you describe the City of Bellevue as a **place to live**?



*Use caution, small sample sizes for these subgroups

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

998 DON'T KNOW

999 PREFER NOT TO ANSWER

QA1HN. Using a **one or two word phrase**, what are Bellevue's two best attributes?

#1 Attribute

#2 Attribute

NWRG1 **PHONE SHOW:** Using a scale from 0 to 10 where "0" means the quality of life in Bellevue "does not meet your expectations at all" and "10" means the quality of life "greatly exceeds your expectations", how would you rate the overall quality of life in Bellevue?

WEB SHOW: How would you rate the overall quality of life in Bellevue?

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

998 DON'T KNOW

999 PREFER NOT TO ANSWER

NWRG2 **PHONE SHOW:** Using the same expectations scale, how would you rate the overall quality of services provided by the City of Bellevue?

WEB SHOW: How would you rate the overall **quality of services** provided by the City of Bellevue?

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

998 DON'T KNOW

999 PREFER NOT TO ANSWER

NWRG3 Compared with other cities and towns, how would you rate Bellevue as a place to live?

MUCH WORSE THAN OTHER CITIES AND TOWNS											SIGNIFICANTLY BETTER THAN OTHER CITIES AND TOWNS
0	1	2	3	4	5	6	7	8	9	10	

998 DON'T KNOW / NOT FAMILIAR WITH OTHER CITIES AND TOWNS

999 PREFER NOT TO ANSWER

NWRG4 **PHONE SHOW:** Using a scale from "0" to "10" where "0" means "Strongly headed in the wrong direction" and 10 means "Strongly headed in the right direction", overall, would you say that Bellevue is headed in the right or wrong direction?

WEB SHOW: Overall, would you say that **Bellevue** is headed in the right or wrong direction?

STRONGLY HEADED IN THE WRONG DIRECTION											STRONGLY HEADED IN RIGHT DIRECTION
0	1	2	3	4	5	6	7	8	9	10	

998 DON'T KNOW
 999 PREFER NOT TO ANSWER

Q6. Using a **one or two word phrase**, what are the reasons why you **[feel Bellevue is headed in the right/wrong direction]**?

#1 Attribute

#2 Attribute

NWRG5

PHONE SHOW: Thinking about services and facilities in Bellevue, do you feel you are getting your money's worth for your tax dollar or not? Please use a scale from 0 to 10 where "0" means "definitely not getting your money's worth" and "10" means "definitely getting your money's worth."

WEB SHOW: Thinking about services and facilities in Bellevue, do you feel you are getting your money's worth for your tax dollar or not?

DEFINITELY NOT GETTING MY MONEY'S WORTH											DEFINITELY GETTING MY MONEY'S WORTH
0	1	2	3	4	5	6	7	8	9	10	

998 DON'T KNOW
 999 PREFER NOT TO ANSWER

KEY COMMUNITY INDICATORS
[BASE: ALL]
[NEW SECTION FOR TIMING]

- KCI **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree”, please tell me the extent to which you agree or disagree with each of the following statements about the City of Bellevue. . .
WEB SHOW: To what extent do you agree or disagree with each of the following statements about the City of Bellevue?
- KCI1 Is doing a good job planning for growth in ways that add value to your quality of life.
- KCI2 Is doing a good job helping to create a competitive business environment that supports entrepreneurs and creates jobs.
- KCI9 Fosters and supports a diverse community where all residents have the opportunity to live well, work and play.
- KCI10 Is a visionary community in which creativity is fostered.
- KCI18A Is doing a good job of looking ahead to meet **regional** challenges.
- KCI18B Is doing a good job of looking ahead to meet **local** challenges.
- KCI21 Is a good place to raise children

MUCH WORSE THAN OTHER CITIES											SIGNIFICANTLY BETTER THAN OTHER CITIES
0	1	2	3	4	5	6	7	8	9	10	

998 DON'T KNOW
 999 PREFER NOT TO ANSWER

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

- Q5A** **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “very poor” and “10” means excellent”, how would you describe your neighborhood as a place to live?
WEB SHOW: How would you describe your neighborhood as a place to live?

VERY POOR											EXCELLENT
0	1	2	3	4	5	6	7	8	9	10	

998 DON'T KNOW
 999 PREFER NOT TO ANSWER

- Q5B** **PHONE SHOW:** Some neighborhoods have what is called a “sense of community”. People know their neighbors, may form Block



*Use caution, small sample sizes for these subgroups

Watches or have block parties, and truly think of the others in the same area as “neighbors.” Using a scale from 0 to 10 where “0” means “no sense of community at all” and “10” means “strong sense of community”, how would you rate your neighborhood?

WEB SHOW: Some neighborhoods have what is called a “sense of community”. People know their neighbors, may form Block Watches or have block parties, and truly think of the others in the same area as “neighbors.” How would you rate your neighborhood?

NO SENSE OF COMMUNITY AT ALL										STRONG SENSE OF COMMUNITY
0	1	2	3	4	5	6	7	8	9	10

998 DON'T KNOW

999 PREFER NOT TO ANSWER

KCI **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree”, please tell me the extent to which you agree or disagree with each of the following statements about the City of Bellevue. . .

WEB SHOW: To what extend to do you agree or disagree with each of the following statements about the City of Bellevue?

KCI13A Bellevue has attractive and well-maintained neighborhoods.

KCI13B Bellevue neighborhoods are safe.

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

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

STRONGLY DISAGREE										STRONGLY AGREE
0	1	2	3	4	5	6	7	8	9	10

998 DON'T KNOW

999 PREFER NOT TO ANSWER

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

PARKS Next, we’d like to ask you some questions about Parks and Recreation programs and facilities operated by the City of Bellevue. In the past 12 months, have you or anyone in your household . . .

Q6A_P Visited a Bellevue park of park facility?

[IF NECESSARY: “These include trails, nature parks, beach parks, neighborhood parks, golf courses, playgrounds and sports fields.”]

Q6B_P Participated in a Bellevue recreation program?

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

[INTERVIEWER INSTRUCTIONS: IF RESPONDENT SAYS “YES” PLEASE PROBE: “Did you personally, or was it a family member”]

01 Yes – Respondent personally has



*Use caution, small sample sizes for these subgroups

- 02 Yes – Family member has
- 03 Yes – Respondent and family member has
- 04 No – No one in the household has
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

Q6A_W Visited a Bellevue park or park facility?
 These include trails, nature parks, beach parks, neighborhood parks, golf courses, playgrounds and sports fields.

Q6B_W Participated in a Bellevue recreation program?
 This includes recreation activities such as senior and teen activities, day camps, swimming and tennis.

- 01 I have personally
- 02 I have not, but a family member has
- 03 Both I and family members have
- 04 No one in the household has
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

Q9E **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “very dissatisfied” and “10” means “very satisfied”, overall, how satisfied are you with parks and recreation in Bellevue?

WEB SHOW: Overall, how satisfied are you with parks and recreation in Bellevue?

VERY DISSATISFIED										VERY SATISFIED
0	1	2	3	4	5	6	7	8	9	10

- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

82 **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “does not meet my expectations at all” and “10” means “greatly exceeds my expectations”, based on what you have experienced, seen, or heard, please rate the quality of Bellevue’s . . .
WEB SHOW: Based on what you have experienced, seen, or heard, please rate the quality of parks and recreation facilities in Bellevue.

- Q82A Neighborhood parks
- Q82B Citywide parks
- Q82C Recreation centers and classes
- Q82D Sports fields



*Use caution, small sample sizes for these subgroups

DOES NOT MEET MY EXPECTATIONS AT ALL											GREATLY EXCEEDS MY EXPECTATIONS
0	1	2	3	4	5	6	7	8	9	10	

998 DON'T KNOW
 999 PREFER NOT TO ANSWER

Q8 **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “very poor” and “10” means “excellent”, please rate Bellevue’s parks and recreation activities in terms of . . .

WEB SHOW: How do you rate Bellevue’s parks and recreation activities on each of the following?

- Q8A Number of parks
- Q8B Range and variety of recreation activities
- Q8C Appearance
- Q8D Safety

VERY POOR										EXCELLENT
0	1	2	3	4	5	6	7	8	9	10

998 DON'T KNOW
 999 PREFER NOT TO ANSWER

KCI **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree”, please tell me the extent you agree or disagree with each of the following statements about the City of Bellevue. . .

WEB SHOW: To what extent do you agree or disagree with each of the following statements about the City of Bellevue

- KCI12 Can rightly be called a “City in a park.”
- KCI3 Offers me and my family opportunities to experience nature where we live, work, and play.
- KCI4 Is doing a good job of maintaining and enhancing a healthy natural environment for current and future generations.
- KCI5 Provides an environment that supports my personal health and well-being
- KCI5A Provides water, sewer, and waste water services and infrastructure that reliably ensures public health
- KCI5B Provides water, sewer, and waste water services and infrastructure that protects the environment

STRONGLY DISAGREE										STRONGLY AGREE
0	1	2	3	4	5	6	7	8	9	10

998 DON'T KNOW
 999 PREFER NOT TO ANSWER



*Use caution, small sample sizes for these subgroups

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

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

Using a scale from 0 to 10 where “0” means “very poor” and “10” means “excellent,” please tell me how well Bellevue is doing on each of the following items. . .

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

How good a job is Bellevue doing on each of the items listed below?

- Q10 Providing water that is safe and healthy to drink.
- Q11 Maintaining an adequate and uninterrupted supply of water.
- Q12 Providing reliable, uninterrupted sewer service.
- Q13 Providing effective drainage programs, including flood control.
- Q14 Protecting and restoring Bellevue’s streams, lakes and wetlands.
- Q15 Providing reliable recycling, yard waste and garbage collection services.

VERY POOR										EXCELLENT
0	1	2	3	4	5	6	7	8	9	10

- 998 DON’T KNOW
- 999 PREFER NOT TO ANSWER

Q16 **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “very dissatisfied” and “10” means “very satisfied”, overall, how satisfied are you as a customer of the Bellevue Utilities Department?

WEB SHOW: Overall, how satisfied are you as a customer of the Bellevue Utilities Department?

VERY DISSATISFIED										VERY SATISFIED
0	1	2	3	4	5	6	7	8	9	10

- 998 DON’T KNOW



*Use caution, small sample sizes for these subgroups

999 PREFER NOT TO ANSWER

Q18 **PHONE SHOW:** Thinking about Bellevue utility services as a whole and using a scale from 0 to 10 where “0” means “a very poor value” and “10” means “an excellent value”, what value do you feel you receive for your money?

WEB SHOW: Taking Bellevue utility services as a whole, what value do you feel you receive for your money?

VERY POOR VALUE										EXCELLENT VALUE
0	1	2	3	4	5	6	7	8	9	10

998 DON'T KNOW

999 PREFER NOT TO ANSWER

PCD – CODE ENFORCEMENT
[BASE: ALL]
[NEW SECTION FOR TIMING]

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

[IF NECESSARY: “A weed lot is an area of dirt or grass full of weeds.”]

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

A weed lot is an area of dirt of grass full of weeds.

- 01 Not a problem at all
- 02 Only a small problem
- 03 Somewhat of a problem
- 04 A big problem
- 98 DON'T KNOW
- 99 PREFER NOT TO ANSWER

Q26A Which of the following items are specific problems in your neighborhood?

[READ LIST AND CHECK ALL THAT APPLY]

[IF NECESSARY: “A weed lot is an area of dirt or grass full of weeds.”]



*Use caution, small sample sizes for these subgroups

- 01 Weed lots
- 02 Junk lots
- 03 Graffiti
- 04 Abandoned automobiles
- 05 Abandoned shopping carts
- 06 Dilapidated houses or buildings
- 07 Something else [PLEASE DESCRIBE]
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

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

Q29 **PHONE SHOW:** The next series of questions relates to the maintenance of Bellevue’s sidewalks and roads.
 Using a scale from 0 to 10 where “0” means “very dissatisfied” and “10” means “very satisfied”, how satisfied are you with the City’s maintenance of its sidewalks and walkways?

WEB SHOW: The next series of questions relates to the maintenance of Bellevue’s sidewalks and roads.
 How satisfied are you with the City’s maintenance of its sidewalks and walkways?

VERY DISSATISFIED											VERY SATISFIED
0	1	2	3	4	5	6	7	8	9	10	

- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

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

- 01 Good condition all over
- 02 Mostly good, but a few bad spots here and there
- 03 Many bad spots
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

Q31A **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “does not meet my expectations at all” and “10” means “greatly exceeds



*Use caution, small sample sizes for these subgroups

my expectations”, how would you rate the cleanliness of streets in Bellevue?

WEB SHOW: How would you rate the cleanliness of streets in Bellevue?

DOES NOT MEET MY EXPECTATIONS AT ALL											GREATLY EXCEEDS MY EXPECTATIONS
0	1	2	3	4	5	6	7	8	9	10	

998 DON'T KNOW

999 PREFER NOT TO ANSWER

Q31 **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “does not meet my expectations at all” and “10” means “greatly exceeds my expectations”, how would you rate street sweeping in your neighborhood?

This would include the frequency, quality, and availability of street sweeping.

WEB SHOW: How would you rate street sweeping in your neighborhood?

This would include the frequency, quality, and availability of street sweeping.

DOES NOT MEET MY EXPECTATIONS AT ALL											GREATLY EXCEEDS MY EXPECTATIONS
0	1	2	3	4	5	6	7	8	9	10	

998 DON'T KNOW

999 PREFER NOT TO ANSWER

KCI **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree”, please tell me the extent you agree or disagree with each of the following statements about Bellevue. . .

WEB SHOW: To what extent do you agree or disagree with each of the following statements about Bellevue

KCI6 Provides a safe transportation system for all users.

KCI7 Allows for travel within the City of Bellevue in a reasonable and predictable amount of time

KCI8 Is doing a good job of planning for and implementing a range of transportation options.

[IF NECESSARY SAY: “Such as bikeways, walkways, streets and helping transit agencies.”]

[WEB – KCI8 DISPLAY HOVER TEXT ““Such as bikeways, walkways, streets and helping transit agencies.””]

STRONGLY DISAGREE											STRONGLY AGREE
0	1	2	3	4	5	6	7	8	9	10	

998 DON'T KNOW

999 PREFER NOT TO ANSWER



*Use caution, small sample sizes for these subgroups

Q83 **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “much worse than other cities” and “10” means “significantly better than other cities”, from what you have experienced, seen, or heard, please rate Bellevue on each of the following...

DK/PREFER NOT TO ANSWER – PROBE FOR ANSWER BEFORE USING THIS OPTION -PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANSWERS

WEB SHOW: From what you have experienced, seen, or heard, how would you rate Bellevue on each of the following statements?

- Q83A It is easy to get around by car
- Q83B Public transportation is available from where I live to where I need to go
- Q83C It is easy to walk to many different places in Bellevue
- Q83D It is easy to bicycle to many different places in Bellevue

MUCH WORSE THAN OTHER CITIES											SIGNIFICANTLY BETTER THAN OTHER CITIES
0	1	2	3	4	5	6	7	8	9	10	

- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

INFORMATION TECHNOLOGY – COMPUTER AND INTERNET
[BASE: ALL]
[NEW SECTION FOR TIMING]

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

- 01 YES
- 02 NO
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

Q47 Have you used the web site in the past 12 months?

- 01 YES
- 02 NO
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

Q48N What was the purpose of your visit?

[READ LIST AND CHECK ALL THAT APPLY]

- 01 Information



*Use caution, small sample sizes for these subgroups

- 02 To make payments
- 03 Some other transaction (specify)
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER
- Q48B What information were you looking for? **OPEN ENDED RESPONSE**

Q48 **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “very dissatisfied” and “10” means “very satisfied”, how satisfied are you with the City of Bellevue’s web site?

WEB SHOW: How satisfied are you with the City of Bellevue’s web site?

VERY DISSATISFIED										VERY SATISFIED
0	1	2	3	4	5	6	7	8	9	10

- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

PUBLIC SAFETY
[BASE: ALL]
[NEW SECTION FOR TIMING]

Q59 Does your home have one or more working smoke detectors?

- 01 YES
- 02 NO
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

Q61N During a disaster such as an earthquake, snowstorm, or extended power outage, you might be asked to stay at home for an extended period of time. For how many days would your current supply of food, water, medications and other necessary items last?

- _____ DAYS **[WHOLE NUMBERS ONLY. RANGE: 0 TO 10,000]**
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

Q62 **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “very unsafe” and “10” means “very safe”, how do you feel when walking alone. . .

WEB SHOW: How safe or unsafe do you feel in each of the following situations when walking alone in Bellevue?

Q62A In your neighborhood **In General.**

Q62B In your neighborhood **After Dark.**



*Use caution, small sample sizes for these subgroups

Q62C In downtown Bellevue **During the Day.**

Q62D In downtown Bellevue **After Dark**

VERY UNSAFE										VERY SAFE
0	1	2	3	4	5	6	7	8	9	10

998 DON'T KNOW

999 PREFER NOT TO ANSWER

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

01 YES

02 NO

998 DON'T KNOW

999 PREFER NOT TO ANSWER

Q66B Did you, or a member of your household report the crime(s) to the police?

01 YES

02 NO

998 DON'T KNOW

999 PREFER NOT TO ANSWER

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

01 YES

02 NO

998 DON'T KNOW

999 PREFER NOT TO ANSWER

Q67A What was the nature of that contact?

01 REPORTED A CRIME TO POLICE

02 ROUTINE TRAFFIC STOP

03 TRAFFIC ACCIDENT

04 ASKED FOR INFORMATION OR ADVICE

05 PARTICIPATED IN A COMMUNITY ACTIVITY WITH POLICE

06 CALLS RELATING TO DOMESTIC VIOLENCE

08 ARRESTED OR SUSPECTED OF A CRIME

09 WITNESSED A CRIME

10 VICTIM OF A CRIME

11 NOISE COMPLAINT

888 OTHER TYPE OF CONTACT [PLEASE DESCRIBE] _____

998 DON'T KNOW



999 PREFER NOT TO ANSWER

Q68 **PHONE SHOW:** How would you rate the handling of the contact by police? Would you say . . .

WEB SHOW: How would you rate the handling of the contact by police?

01 Excellent

02 Good

03 Fair

04 Poor

998 DON'T KNOW

999 PREFER NOT TO ANSWER

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

01 Property crime / burglaries

02 Juvenile crime

03 Drug-related crime

04 Gang-related crime

05 Vandalism

06 Code enforcement

07 Domestic violence

09 **[DO NOT READ]** MAIL THEFT

10 **[DO NOT READ]** SPEEDING

11 **[DO NOT READ]** CAR THEFT/CAR TROUBLE/CAR NOISES

888 **[DO NOT READ]** Something else – please describe

997 **[DO NOT READ]** NONE

998 DON'T KNOW

999 PREFER NOT TO ANSWER

Q69A Do you feel that way because. . .

[SELECT ALL THAT APPLY]

01 You have personally seen or experienced it

02 You know someone who has experienced it

03 You have heard about incidences on the news or in the newspaper

888 OTHER (SPECIFY)

998 DON'T KNOW

999 PREFER NOT TO ANSWER

Q70 **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “very poor” and “10” means “excellent”, how would you rate each of the

following?

WEB SHOW: How would you rate each of the following?

Q70A The quality of Emergency Medical Services (EMS)

Q70B The quality of fire services

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

998 DON'T KNOW

999 PREFER NOT TO ANSWER

Q71 **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “not at all confident” and “10” means “very confident”, how confident are you in the ability of the Bellevue fire department to respond to emergencies?

WEB SHOW: How confident are you in the ability of the Bellevue fire department to respond to emergencies?

NOT AT ALL CONFIDENT										VERY CONFIDENT
0	1	2	3	4	5	6	7	8	9	10

998 DON'T KNOW

999 PREFER NOT TO ANSWER

KCI **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree”, please tell me the extent you agree or disagree with each of the following statements about the City of Bellevue.

WEB SHOW: To what extent do you agree or disagree with each of the following statements about the City of Bellevue?

KCI19 Is a safe community in which to live, learn, work, and play.

KCI20A Plans appropriately to respond to major emergencies.

[IF NECESSARY SAY: “Such as wind storms and earthquakes.”]

KCI20B Is well prepared to respond to routine emergencies.

[IF NECESSARY SAY: “Such as fires, calls for police and emergency medical.”]

STRONGLY DISAGREE										STRONGLY AGREE
0	1	2	3	4	5	6	7	8	9	10

998 DON'T KNOW

999 PREFER NOT TO ANSWER



*Use caution, small sample sizes for these subgroups

COMMUNICATIONS AND CIVIC INVOLVEMENT
[BASE: ALL]
[NEW SECTION FOR TIMING]

INTERACTN During the past 12 months, did you contact the City of Bellevue with a question or a problem?

- 01 YES
- 02 NO
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

INTERACT1N Was that contact . . .

READ LIST: SELECT ALL THAT APPLY

- 01 By e-mail
- 02 By phone
- 03 In person
- 04 Using social media
- 05 Other (specify)
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

QOS2 **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “not at all” and “10” means “in every way possible”, please specify the extent to which each of the following describes Bellevue’s local government employees....

WEB SHOW: Please specify the extent to which each of the following describes Bellevue’s local government employees....

- A Respond Promptly to my concerns
- B Courteous and Helpful
- C Provide accurate answers the first time asked
- D Easy to reach the right person

NOT AT ALL											IN EVERY POSSIBLE WAY
0	1	2	3	4	5	6	7	8	9	10	

- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

QOS2E **PHONE SHOW: Overall,** how satisfied are you with your contact with City of Bellevue employees? Would that be . . .

WEB SHOW: Overall, how satisfied are you with your contact with City of Bellevue employees?

- 04 Very satisfied



*Use caution, small sample sizes for these subgroups

- 03 Somewhat satisfied
- 02 Not very satisfied, or
- 01 Not at all satisfied
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

KCI **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree”, please tell me the extent you agree or disagree that the City of Bellevue.

WEB SHOW: To what extent do you agree or disagree with each of the following statements about the City of Bellevue?

- KCI11A Promotes a community that encourages civic engagement
[IF NECESSARY: such as volunteering or participating in community activities]
- KCI11B Is a welcoming and supportive city that demonstrates caring for people through its actions
- KCI16A Does a good job of keeping residents informed.
- KCI16B Listens to its residents and seeks their involvement

STRONGLY DISAGREE										STRONGLY AGREE
0	1	2	3	4	5	6	7	8	9	10

- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

OPEN **PHONE SHOW:** Using a scale from 0 to 10 where “0” means “not at all open or accessible” and “10” means “extremely open or accessible”, please tell me how open and accessible you feel the City’s planning efforts are when you want to be involved with . . .

WEB SHOW: How open and accessible do you feel the City’s planning efforts are when you want to be involved with the following?

- OPENA1 Land Use
- OPENA2 Transportation
- OPENA3 Parks and Community Services Department

NOT AT ALL OPEN / ACCESSIBLE										EXTREMELY OPEN / ACCESSIBLE
0	1	2	3	4	5	6	7	8	9	10

- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

SPECIAL TOPICS
[BASE: ALL]
[NEW SECTION FOR TIMING]

TOURIST1 In the past 12 months, have you had friends or relatives who live at least 50 miles away come to visit and spend at least one night



*Use caution, small sample sizes for these subgroups

staying in your home?

- 01 YES
- 02 NO
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

TOURIST1A How many people would that be? If someone visited on multiple occasions, please count each visit as a separate visitor.

[AS NEEDED: Your best guess is fine]

- _____ Total number of visitors who stayed in your home
- 998 DON'T KNOW
 - 999 PREFER NOT TO ANSWER

TOURIST2 In the past 12 months, how many nights have friends or family spent the night?

[AS NEEDED: Your best guess is fine.]

- _____ Enter the number
- 998 Don't know
 - 999 Prefer not to answer

TOURIST3 What activities and attractions did your visiting friends and family participate in while they were staying with you?

- 01 Shopping
- 02 Dining in restaurants
- 03 Visit friends or family
- 04 Nightlife/bars/clubs
- 05 Visit museums
- 06 Visit a park
- 07 Visit a spa
- 08 Watch theater/performing arts
- 09 Wine and/or beer tasting
- 10 Boat tour
- 11 Walking tour
- 12 Golf
- 13 Hiking
- 14 Skiing/snow sports
- 15 Other outdoor recreational activities
- 16 Sporting event
- 17 Other festival or event
- 18 Go to Seattle **[INTERVIEWER NOTE: "visit Pike Place/Space Needle" here]**

- 997 NONE OF THE ABOVE
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

TOURIST4 Which of the following information sources have you used when looking for events and things to do in Bellevue?

- 01 Internet search such as Google or Bing
- 02 Bellevue Visitor Guide
- 03 Trip Advisor website
- 04 Bellevue Downtown Association Website
- 05 VisitBellevueWashington.com website
- 06 Bellevue Reporter newspaper
- 07 Seattle Times newspaper
- 997 NONE OF THE ABOVE
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

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

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

DEMO1 Including yourself, how many people live in your household?

- _____ Enter the number
- 998 Don't know
- 999 Prefer not to answer

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

[IF NECESSARY: "Please include yourself when answering this question."]

- _____ Under 5
- _____ 5 – 12
- _____ 13 – 17
- _____ 18 – 64
- _____ 65 and over
- 999 PREFER NOT TO ANSWER

LANG Do you speak a language other than English at home?

- 01 YES



*Use caution, small sample sizes for these subgroups

- 02 NO
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

LANG2 What language

[DO NOT READ LIST]

- 01 SPANISH
- 02 CHINESE / CANTONESE / MANDARIN
- 03 VIETNAMESE
- 04 KOREAN
- 05 RUSSIAN
- 06 JAPANESE
- 07 HINDI
- 10 GERMAN
- 11 FRENCH
- 12 TAMIL
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

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

- 01 Less than \$20,000
- 02 \$20,000 to less than \$35,000
- 03 \$35,000 to less than \$50,000
- 04 \$50,000 to less than \$75,000
- 05 \$75,000 to less than \$100,000
- 06 \$100,000 to less than \$150,000
- 07 \$150,000 to less than \$200,000
- 08 \$200,000 or more
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

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

- 01 Only have a cell phone
- 02 Primarily use a cell phone
- 03 Use a landline and cell phone equally
- 04 Primarily use a landline
- 05 Only have a landline at home
- 998 DON'T KNOW

999 PREFER NOT TO ANSWER



*Use caution, small sample sizes for these subgroups

APPENDIX VI — OPEN END RESPONSES TO DIRECTION CITY IS HEADED

Headed in the right direction (first response)		
A person with a 'normal' salary has a difficult time purchasing a home/condo	Good planning- Downtown area planned out to live and grow	Not state organized
A trucking business	Good representation	Nothing bad has happened
Accessibility	Good schools	Organized
According to BPD, Crossroads is the "armpit of Bellevue"	Good services	Over concerned with money
Adaptable	Government	Over growing
Adequate investments	Governments ignorance	Paced development
All the growth down town	Great overall master planning of developments	Parks
Always new culture events	Great schools	Parks and recreation
Area have not been developed as I prefer	Great schools	Parks are great
At least	Greater focus on public private partnerships	Places around me are growing
Balancing city growth with keeping the natural feeling of Washington's habitat	Group planning	Planned grow
Becoming more convenient	Growing	Planned growth downtown, spring district
Becoming too expensive to live in Bellevue	Growing	Planning
Bellevue has many plans that head the right direction (especially in transportation with the Transit and Pedestrian / Bike plans) but never fully implements them	Growing Businesses	Planning and advocacy
Bellevue is an expensive place to live	Growing city	Planning for the Growth
Better businesses	Growing diversity	Planning seems strong
Better public transport coming	Growing too fast	Plans for Transportation
Booming market	Growth	Politics
Buildings	Growth	Pro-business
Bus route re-organization with road re-organization	Growth & Expansion	Progress
Bus schedule is getting better	Growth in population and opportunities	Progressive
Business	Growth is controlled	Progressive development
Business development	Growth of downtown	Progressiveness
Business growth	Growth, money being invested	Property values going up
Businesses	Have parks and good schools	Prosperous development
Careful planning	Healthy business	Public transits improving
City council	High quality	Public transportation (need more)
City council	High rise development is contained	Quality



*Use caution, small sample sizes for these subgroups

City is working on transportation	How the city contributes to the quality of life in Bellevue	Quality of life
City leadership	I am happy to know about nice projects going on in the city through your newsletter	Quality of life is good
City management	I don't know of any problems	Quality of service
City planning	I moved for the schools, I researched before I moved	Redevelopment
City planning	I see improvements	Reliability
City supports schools	I see some of the plans they have for bell red road and downtown	Remains safe
Civic pride	I think it is planning for its growth	Rent rates
Clean and friendly	I think the medical facilities that are available	Republicans lessened
Collaborative planning	I think they are making things accessible to people without costing a lot of money	Revitalizing downtown
Commitment to schools	I want more transportation	Road construction
Commitment to Businesses, Startups	I'm happy	Safe community
Communities	Improved downtown amenities	Safety
Community	Improving traffic situation	Safety
Community input	Increasing congestion	School systems
Concern about the residents well-being	Infrastructure	Schools
	Infrastructure Development	Secure
Considers the environment	Infrastructure investment	Seems to be excellent communication
Constantly improving resources to family communities	Infrastructure investments	Service delivery
Constriction	Infrastructure issues	Services
Constructing stores	Infrastructure projects have been timely and pace with growth	Services
Construction	Infrastructure replacements	Shopping centers are nice
Construction	Infrastructure in downtown Bellevue	Sidewalk improvements
Construction is improving life	Innovative	Smart Population
Continue to build	Invest in public places	Social responsibility
Continued commitment to parks	Investment in parks	Strong building codes
Continued improvement in all amenities needed for great & healthy living	Investment in Sound Transit East Link	Strong community
Continued investment	Involvement of government	Strong educational and public infrastructure in place
Continuing to grow residential and business base	It has in the past and I don't see any change	Strong eye on the future
Control growth	It has plenty of good neighborhoods	Strong Leadership
Control of Urban growth and development	It is getting very crowded	Sustainable economic growth
Conveniences	It is just a comfortable place to live	Technology



*Use caution, small sample sizes for these subgroups

Convenient	It is planning public transportation	Technology growth
Convenient for seniors	It seems better the other cities	The area that I live in is not well developed
Corporate pandering	It's a good place to do business	The city keeps evolving
Create jobs by allowing large companies to do business or have offices	It's a good place to live	The diversity and its expanding
Creating employment	It's safe	The education
Crime control	It's what the people want	The growth
Demographics	It's a better place to live compared to other cities	The infrastructure
Desirable jobs	It's safer than other cities	The quality of life as it is
Developing city	Job growth	The renovations
Developing transit	Keep Bellevue residents in Bellevue school district	The schools
Development	Keep improving education	The traffic problems
Developments	Keeping the city clean	The way the conditions of the roads are and the traffic
Diligent police	Keeping things maintained	Their planning is good
Diversity (good)	Leadership	There's always improvement in roads
Don't know	Less crime	They are always keeping up and improving all the time
Downtown Bellevue is getting bigger/ more new buildings	Less homeless	They are building too many buildings
Downtown living	Light rail	They are fixing up old main street
Downtown change	Light rail	They are focused on the community and it is a place to grow
Easy to find	Light rail	They are keeping the environment safe
Economic growth	Light rail coming	They are on top of everything
Economic growth	Light rail coming	They are trying
Economically	Light rail expansion	They do a good job of planning
Economy	Link rail	They focus on safety
Economy	Listens to its citizens	They maintain the streets well
Education importance	Living Cost	They want the schools to be the best
Education of Schools	Local companies	Thriving economically
Educational system and willingness to be diverse	Logical growth	Too much traffic
Effective use of funds	Logical improvements	Too congested
Endless fight over mass transit	Long-term planning	Too much congestion
Environmental awareness	Looking ahead	Too much fancy development downtown
Excellent school system	Lot of great growth	Traffic



*Use caution, small sample sizes for these subgroups

Expanding and growing with new shopping centers	Low crime	Traffic congestion
Expanding rapidly and widely	Maintaining good infrastructure of roads and signage	Traffic improvements
Expanding the city	Maintaining the infrastructure	Traffic red light cameras
Expansion	Maintaining the public spaces	Traffic renovation
Expansion	Managed growth	Transit
Facilities	Managed growth	Transportation
Fast progression	Management	Transport
Feels like it's every other city, it's not unique	Management of one way streets	Transportation
Financially	Mass transit	Transportation improvements
Financially helpful	Mayor Balducci really seems to have her act together and instills confidence	Transportation system
Fixing things quick	Meeting demand	Upgraded schools and business buildings
Focus on neighborhoods and schools	Metro help with traffic congestion	Updating existing structures
Forward thinking	Minimal development	Urban design
Fostering businesses	Modernization	Urban growth
Future planning	Modernizing	Urban vision in place
Getting public transit	Money	Very consistent management
Getting rapid transit coming	More high-rise	Very good
Good at providing services that help keep citizens safe	More jobs	Very progressive thinking
Good city planning	More sidewalks, more bike lanes	Vibrant downtown
Good economy	More things to do	Want the bus stations more functional
Good economy	More transit coming	We are fixing the Light Rail
Good for business	New buildings	Well cared for
Good government	New construction	Well managed
Good government	New construction	Well managed
Good highways	New development	Well organized
Good industry	New jobs	Well run
Good investments	Nice management	Well, I may have hit that too soon as don't like light rail going down Bel-Red
Good living environment	No arena	Wise spending
Good maintenance	No negative effects	Wonderful stores
Good management	No reason to believe otherwise	Working fine
Good planning	No services being cut	Working with mass transit
Good planning	Not adequate transport	
Good planning	Not pandering to homeless and socialist issues like Seattle	



*Use caution, small sample sizes for these subgroups

Headed in the right direction (Second response)

A lot of good, stable businesses	Good schools	No drama
A lot of opportunities	Good transportation	Opinions
Access	Good transportation	Parking
Accommodating traffic expansion	Good workplaces	Parking options
Accountability	Great community outreach programs	Parks
Added good restaurants	Great environment	People friendly adjustments like bike lanes, etc.
Amazing schools	Great schools	Planned growth
Amount of outreach to citizens is encouraging	Great schools	Planning
Ample supply of churches and schools	Green spaces	Planning for future growth
Appeal	Growing	Population
Appealing	Growing community	Population growth
Attracts great people	Growing fast, trying to control growth in population	Preservation of green space
Availability	Growth	Priorities are straight
Be a better place to work	Growth rate	Property values
Becoming more liberal	Growth skeptical	Public education (not equitable)
Betraying neighborhoods	Growth/expansion	Public Safety
Better business opportunities	Happenings in and around	Public transportation
Better services are available.	High income	Public transportation is reasonably planned
Bringing in light rail	High income population	Quality
Bringing industry	Honest government	Quality employment growth
Budgeting	Housing	Quality of food sources
Building more affordable houses	I can't think of anything else	Quality of life
Building more stores	I don't know	Quality of life is good
Building to many high rises	I like a lot of things that are happening, the diversity that is happening	Railway is coming
Business friendly	I like how clean it is downtown, and the artwork	Rapid sense of planning
But does not seem to have the problems that other "armpits" (Ferguson, MO) have	I like it here	Remains clean
Centrally located	I wish there was more mixing in the neighborhoods of people with different income levels, cultures, and ages	Remodeling and charge for water is outlandish
Citizen participation	Improvements in utilities	Responsible expansion



*Use caution, small sample sizes for these subgroups

City Council emphasis on quality of residence lives	Improving situations	Road improvement
City Hall specialists are out of date	Improving transit	Roads expansion
City planning	In demand	Robust business
Clean	Inclusion	Safe
Clean and well maintained	Income disparity	Safe and clean
Clean environment	Increase cost of everything	Safe and convenience
Clean of city	Increased density of population	Safe infrastructure
Cleanliness	Increasing low income areas	Safe neighborhood
Close to necessities	Information availability	Safety
Close to shopping and hospitals	Infrastructure	Safety
Commitment to supporting infrastructure and businesses	Infrastructure	School district
Community	Infrastructure investing	School focus
Community engagement	Innovative	School is the best
Community resources	Interests of the government is not always in accordance with that of citizens, which creates bumps in the system	School rebuild
Constructing new buildings while keeping the natural resources	It has the right businesses and economy	School support
Construction	It is protecting it's neighborhoods	School system
Continued great fire and police protection	It wants to increase pedestrian areas, denser neighborhoods	Schools
Cost effective	It's a great place to be	Services
Cost of living with raising a family can be difficult	It's citizens	Services provided
Creating a community that is available to people	Job market	Services, storm clean up, utilities
Cultural awareness	Job Market	Solid Goals
Culture	Jobs	Some buildings being torn down
Decent leadership	Keep up their parks	Sought-after neighborhoods
Dense population around the bus route	Keeping it clean	Starting to feel crowded
Development	Keeping sense of community	Strives to maintain and encourage high tech upscale lifestyle regardless of incomes
Diversity of employment opportunities	Keeping things relatively stable during the process	Strong schools
Don't have to go anywhere	Keeping up with traffic lights and road maintenance	Strong taxes
Downtown buildup	Lack of future planning	Stronger core
Downtown improvements	Land use	Tax base
Downtown renovation	Less arts and entertainment	Tech growth



*Use caution, small sample sizes for these subgroups

Economic vision in place	Liberal city council	Tech industry
Economy	Light rail	That if you have a problem and need help they are there
Educated populace	Light rail	The quality of life and low crime
Education	Light rail	They are hiring more police officers
Education	Listen to members	They care about the citizens
Education improvement	Living Facilities	They're trying
Educational options are great	Location	Think they're trying to keep it less urban
Effective budget	Low crime	Too dense of a growth rate
Embraces change	Low crime	Too expensive
Embracing diversity	Low crime	Too many people
Entertainment options	Low progression	Traffic
ERC seems to be a priority and it would benefit many	Low taxes	Traffic control
Everything is taken care of like the work and requirement of the services	Maintaining safety	Traffic lights are getting better
Excellent schools	Maintains infrastructure	Traffic problems
Excellent services	Many parks	Transportation
Excellent transportation system	Meeting the needs of a growing city	Transportation
Expanding	Modern	Transportations
Expansion	Modern management	Un-biased
Expensive	Modern thinking	Updated properties
Expensive	Modernizing	Upgrading
Experience in work force	Money is put in the city for the people	Uptightness (bad)
Facilities	More amenities being built	Urban planning
Far sight	More crime	Valuable amenities
Financial prudence	More done for public transportation	Value of our place is higher
Focus on infrastructure needs	More facilities	Variety of boards and commissions assisting in decision-making
Friendliness	More infrastructure projects	Very clean
Friendliness	More parks	Vibrant business community
Friendly	More parks and schools are good	Vibrant downtown
Future vision	More parks coming	We are fixing the low income housing.
Getting more child friendly	Nature symbiosis	Wealthy
Good administration	New businesses	Well-maintained roads
Good city planning	New immigrants	Where we're going



*Use caution, small sample sizes for these subgroups

Good city planning	Nice commercial areas	White rail is coming to Bellevue
Good companies/employers	Nice environment	You always see construction and things going on. The parks are maintained well.
Good investments	Neighborhoods	
Good police and firemen protection		

Headed in the Wrong Direction (First Response)	Headed in the Wrong Direction (Second Response)
Bad zoning plans	Downtown construction current/planned
Cost of Living very high	Allowing building that does not make sense - mega houses on tiny lots that aren't even occupied
Cutting trees	Cost of living
Destroying the view of Bellevue	Crime
Developing greenspace	Development is way too slow and Roads are worst
Facilities are adequate	Don't think the city council is protecting neighborhoods
Government regulations	Driving/ Congested traffic
High cost of living	Growth without a plan
I don't care for the way downtown is growing	Increased housing costs for decent housing, and the rest is turning into rental property. Losing the middle class.
Increase population	Lack of infrastructure
Lacking mass transit	Lack of job opportunities
Living cost	LIV Apartments
Losing trees	Money focused
Luxury high-rise condo	More cars
Not making decisions to preserve the community feeling here - not listening to constituents	No diversity
Over-development	Over building
Overcrowded	Over population
Poor planning (traffic)	Population density
Population	Population growth
Road expansion in my area is ruining the quality of life in my condominium.	Pretentious houses
Taking down a lot of good businesses	Skyscrapers worse than Seattle
Taxes	Social services are lacking
The race relations	Spending
To many new buildings are being built now which makes the city more crowd	The school system is not very effective running
Too much construction and traffic	Toll bridge (soon to be bridges)



*Use caution, small sample sizes for these subgroups

Too much downtown development	Too much Bel-red development
Too much growth	Too much traffic
Too much growth for the infrastructure	Traffic Congestion
Traffic	Transportation seems to be getting worse
Traffic	Very high electricity Bills
Traffic congestion	Unaddressed traffic congestion
Two crowded	Uncooperative city council
Way too much emphasis on development of infrastructure solely for business	

Neither Right nor Wrong (First Response)	Neither Right nor Wrong (Second Response)
Aiming towards Seattle	City is losing the closeness/small town feel that it used to have
Bad traffic	Construction delays
Because there are things being done that should not being done	Excess expansion
Because we are overpopulated	Good schools
City council	Housing developments
cost of living	I'm not into a lot of change
Costing increase	Is becoming unsafe
Crowdedness	light rail resistance
Don't know direction	n/a
Excessive development	No road expansion to accommodate the potential traffic increase due to the future new residents
Excessive growth	Not focused on people
Expensive	Not paying attention to older patrons
Focus on being world class (macro level) / neglect of individual needs (micro level)	Office Zoning
High-rises	Overbuilding
I am new to the city and do not know much of the city leadership as yet	Red light cameras are stupid
I don't expect the government to do anything	Resistance against public transit
I like it the way it is	Sky high rent
I think traffic can be improved	So many resources being used mostly positively, exciting times
I'm just cautious because I don't know how my words are being used	Stable
I'm not really from here, so I don't if they are heading in the wrong direction or not	Terrible Traffic
Is growing up very fast	Things are getting more and more expensive
It's getting much more difficult to live in downtown	Too commercial
Lack of leadership	Too many panhandlers and vagrants
Lack of synchronized traffic signals & one way street make intra-city traffic slow	Too many permits are being given for buildings
New services	Too much dense housing being constructed where schools will be impacted
No changes	Traffic
None of your damn business	Traffic cameras on street corners
Not familiar	Traffic congestion increasing yearly
Not informed	Transportation through the city is difficult
Overpopulation	
People losing their property	



*Use caution, small sample sizes for these subgroups

Poor planning for bicycles and pedestrians	
Prices getting too high	
Rising crime	
So many buildings	
Sometimes I feel they don't know what they're doing	
The way we are headed might not be good	
To focused on money	
Too big	
too crowded	
too many constructions	
Too many developments in downtown Bellevue.	
too much growth	
Too much pressure from big businesses	
Traffic	
traffic congestion	
Traffic. Too many people in a small area.	



*Use caution, small sample sizes for these subgroups