

Methodology



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Public Involvement: Input on Health and Human Services Needs

To obtain a comprehensive picture of human services needs and issues in Bellevue, staff met or talked with a diverse group of stakeholders who live, provide services and/or work in the City. Data used in the report comes from the telephone/online survey, consumer and provider survey, Community Conversations, key informant interviews, and extensive review of reports and websites. Care was taken to include, whenever possible, those groups or individuals that might be underrepresented in more traditional data gathering methods.

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

Public Meetings with City Council, Human Services Commission and Parks & Community Services Board:

• Human Services Commission public meetings	February 3, 2015
• City Council study session	May 18, 2015
• Parks & Community Services Board public meeting	June 9, 2015
• Human Services Commission public meetings	June 16, 2015 Sept. 15, 2015 Nov. 17, 2015

Bellevue Residents

Telephone and web-based survey:

Between March 18 and April 12, 2015 a local research firm conducted a survey of 423 Bellevue residents (249 by phone, 171 online). This represents a statistically valid sample to project to the entire population at a 95% confidence level (Error Rate: $\pm 4.7\%$). This year, the sampling and data collection methodology again used addresses (address-based sampling, ABS) rather than listed phone numbers that included a web-based option and a phone option, similar

to 2011 and 2013. In 2015, the ABS methodology was enhanced with the introduction of geo-targeted cell phone samples to increase representation of younger residents and residents without landlines. This multi-modal approach compensates for the increase of cell phone-only and primarily cell phone households (previously unaccounted for in strictly address-based sampling). For more information about the methodology of the phone/online survey, please see Appendix F.

Centris Marketing Intelligence describes a few of the advantages of using address-based sampling in this way: “Given the evolving problems associated with telephone surveys on the one hand, and the exorbitant cost of on-site enumeration of housing units in area probability sampling applications on the other, many researchers are considering the use of [USPS databases] for sampling purposes. Moreover, the growing problem of non-response – which is not unique to any individual mode of survey

administration – suggests that more innovative approaches will be necessary to improve survey participation. These are among the reasons why multi-mode methods for data collection are gaining increasing popularity among survey and market researchers. It is in this context that address-based sample designs provide

a convenient framework for an effective administration of surveys that employ multi-mode alternatives for data collection.”¹

In past years, phone survey respondents were offered the option of answering the survey in languages other than English through the use of a Telephone Language Line. In 2009, 32 interviews in foreign languages were conducted using a third-party translator over the telephone. As a result of switching to mixed-mode in 2011, only two foreign language

surveys were conducted over the phone—one in Mandarin, one in Farsi. In 2013, there were no surveys that were completed in a language other than English even though the surveys again were offered in a variety of languages using the Telephone Language Line. In 2015, the surveys were only available in English, due to rising costs and increased outreach efforts to distribute consumer surveys translated to other languages within the community. However, 35% of phone/online surveys were completed in English by a person who speaks a native language other than English at home and 44% of the households that participated in the survey spoke a language other than English at home. In all, participants in the survey spoke 23 languages other than English at home. For more information about languages of households completing the survey, please see Appendix B.

Cell phone usage is higher and there is lower penetration of landline telephones in non-Caucasian households.² It seems possible that either individuals were fluent enough for online completion or a household member spoke English well enough to help complete the survey.

All respondents rated a series of 32 potential community problem areas and 30 household problem areas as ‘major,’ ‘moderate,’ ‘minor,’ or ‘no problem.’ The average survey time was just under 25 minutes. In both areas, most key measures were retained from previous years, but several questions were dropped or revised to provide higher quality data, and a few new questions were added to address current issues. For example, in 2011 and 2013, the survey asked a series of questions designed to measure the effects of the recession on Bellevue households. In 2015, the recession has been considered to have passed so the questions were revised and now focus on employment issues. The questions asked in 2015 were:

- Employment status
- *(If has more than one job)* If you only had one job, could you afford your mortgage or rent?
- *(If currently employed)* Were you unemployed anytime during the past two years?
- *(If previously unemployed and now employed)*

Thinking about the job you had BEFORE you were last out of work, were you employed full-time or part-time?

- *(If previously unemployed and now employed)* Does your current job pay more, less or about the same as your last job?
- *(If previously unemployed and now employed)* Does your new job have better benefits, worse benefits or about the same benefits as your last job?
- *(If previously unemployed and now employed)* Considering everything, is your new job better, worse or about the same as your last job?
- *(If living with another adult)* Are you or anyone else in your household living together in order to make it easier to afford housing in Bellevue?

In previous years questions about household problems regarding children, elderly or disabled, or English proficiency were asked of all respondents. In 2015, the questionnaire was revised so that only those households with children under the age of 18 were asked about household problems involving children. Similarly only households with someone over the age of 65 or a disabled individual were asked household questions regarding elderly or disability care, and only households that contain non-English speaking individuals were asked about household issues involving English language proficiency. Appendix H contains the list of questions affected by this change.

In addition, respondents answered questions about accessibility to and quality of human services, demographics and community support.

Consumer Survey: Unlike the phone and online survey, this survey specifically targeted Bellevue residents receiving human services. This survey was distributed between March and June 2015 and completed by over 100 participants in English-as-a-Second-Language classes at Bellevue College and Jubilee REACH; City of Bellevue community centers, Bellevue School District Latino Parent Group and the Crossroads Shopping Center Mini-City Hall. Surveys were available in English, Spanish, Russian, Vietnamese, Korean and Chinese;

however, though some people completed the survey in English, 80% of the respondents indicated that the primary language spoken at their homes was not English. This further increased the diversity of the group completing this survey.

Languages Spoken by Consumer Survey Respondents		
Primary Language Spoken at Home	Number of respondents	Percentage
English	21	20.59
Mandarin	29	28.43
Vietnamese	1	.98
Spanish	14	13.7
Cantonese	2	1.96
Russian	23	22.55
Other	17	16.67

Note: "Other" included the following languages: Arabic, Turkish, Korean, Hindi, Thai, Ukrainian, Teluga and Apmschkuu.

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

Community Conversations: Bellevue residents or service providers participated in 20 informal focus groups for the Needs Update, called Community Conversations. Different races and ethnicities were included among the participants, mirroring the large diverse population in Bellevue. Almost 400 individuals were contacted in this manner. See Appendix C for a detailed listing of these groups and dates they were conducted.

Human Services Providers and Administrators

Provider Surveys: Fifty four health and human services providers that serve Bellevue residents completed an online survey summarizing

service trends, utilization rates, gaps, and barriers. This represents a 54% return rate.

Key Informant Interviews: Sixteen individuals were interviewed either in person or on the phone between March and September 2015.

Key informant interviews provide insights into the needs and issues experienced by a particular population when other information is not available. Interviewees included service providers to or members of groups such as:

- U.S. Military Veterans
- Immigrants and Refugees
- Lesbian, Gay, Bisexual, Transgender and Questioning Youth
- Low-income consumers of human services
- Health care professionals

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

Input from Faith Communities on the Eastside

Faith communities provide a variety of basic need services that are rarely formally counted as community resources. Five Eastside faith communities were interviewed and described which human services their members most often request and what their organization could or could not provide. The interviewees were also asked how the Human Services Commission could do more to help faith communities. Also, 12 representatives from faith communities attending Eastside Interfaith Social Concerns Council completed short questionnaires listing the top human services needs in their congregations.

Other Sources of Information

Reports, Studies and Websites: Many public and private organizations produce in-depth reports focusing on specific topic areas like housing, unemployment, older adults, youth, or public health. These reports offer a broad national, statewide, or regional perspective useful for trend comparison. Examples of those referenced in this report include:

- Healthy Youth Survey
- Seattle/King County Aging and Disability Services, Area Plan on Aging 2015-2018

- King County Status of Veterans and Veterans Services in King County 2013
 - The Committee to End Homelessness Strategic Plan
 - The East King County Plan to End Homelessness
 - Communities Count Social and Health Indicators across King County
 - AARP Public Policy Review
 - Washington Association of Sheriffs and Police Chiefs 2014 Annual Report
2. American Association for Public Opinion Research. (N.D.). "Coverage and sampling for RDD Cell Phone Surveys. Available at: http://aapor.org/AM/Template.cfm?Section=Cell_Phone_Task_Force&Template=/CM/ContentDisplay.cfm&ContentID=2740

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

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

Endnote

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