

# City of Bellevue 2010 Budget Survey

**Prepared Exclusively For: The City of Bellevue**



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## **EXECUTIVE SUMMARY**

### **Background and Objectives**

The City of Bellevue's budget is produced every two years and includes a seven-year Capital Improvement Plan. The budget serves as a major policy document and describes how the city intends to finance its services and infrastructure. The Operating Budget Survey is designed to provide a statistically valid tool to enhance the city's knowledge of Bellevue residents' perceptions about the city and to better understand community priorities and expectations regarding city services. It has been performed on a biennial basis since 1998 to help support decision making for each upcoming budget.

The methodology was changed in 2010 to address the high incidence of cell phone-only households or households whose members primarily use cell phones. All Bellevue households were sampled using an address-based sample. Those sampled who had a listed or published telephone number were sent an advance letter notifying them of the upcoming survey and were contacted by telephone. Sampled households without a listed or published phone were assumed to be cell phone-only or primarily cell phone households. These households were sent a letter and three reminders asking them to participate in the survey by going online or calling a toll-free number. This methodology resulted in a total of 745 total interviews—205 completed over the telephone and 540 completed via the Web—nearly twice as many as in previous years. In addition, this methodology yielded a much more representative sample in terms of respondent demographics and household characteristics.

### **Key Metrics**

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

- 97 percent of all residents rate Bellevue as a good (52%) to excellent (44%) place to live.
- 91 percent of all residents rate their neighborhoods as good (55%) to excellent (36%) places to live.
- 79 percent rate Bellevue as being close to very close to meeting their expectations for an ideal quality of life.
- 95 percent say the quality of city services meets (19%) or exceeds (76%) their expectations.
- 87 percent of all residents say that Bellevue is headed in the right direction.
- 78 percent of all Bellevue residents feel they are getting value (i.e., their money's worth) for the tax dollars they pay.

Three out of four (75%) residents feel that Bellevue should keep both taxes and services at their current levels, nearly the same as in 2008.



## Priorities for City Services

While all of the 35 city services evaluated were considered to be at least somewhat important, receiving a rating of 4 or higher on a 7-point scale (4 is the midpoint), seven items were identified as being the most important:

- Responding to fires
- Responding to citizen calls for police
- Investigating and solving crimes
- Providing emergency medical services
- Protecting water quality in Bellevue's lakes and streams
- Maintaining street lights and traffic signals
- Maintaining existing streets and sidewalks

With the exception of maintaining existing streets and sidewalks, these items were also ranked as the most important in 2008. Maintaining existing streets and sidewalks increased from the 11th most important item in 2008 to the 7th most important item in 2010.

Consistent with the earlier finding that the overall quality of city services meets or exceeds Bellevue residents' expectations, their satisfaction with each of these individual aspects of city services receives relatively high ratings—a mean of 4.37 or greater on a 7-point scale (4 is the midpoint).

Residents are most satisfied with six items:

- Responding to fires
- Providing emergency medical services
- Ensuring clean and well-maintained parks
- Keeping Bellevue streets clean
- Maintaining street lights and traffic signals
- Responding to citizen calls for police

While still generally satisfied, residents are the least satisfied with:

- Promoting affordable housing
- Community policing
- Reducing traffic problems in neighborhoods
- Prosecuting misdemeanor crimes in Bellevue
- Building or widening city roads
- Providing outreach to give neighborhoods access to City services
- Making improvements for bicycle riders
- Promoting jobs and economic development

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

- Quadrant A contains those items that are most important to Bellevue residents and have the highest satisfaction ratings. This quadrant includes (in order of satisfaction):
  - Responding to fires
  - Providing emergency medical services
  - Ensuring clean and well-maintained parks
  - Keeping Bellevue streets clean
  - Maintaining street lights and traffic signals
  - Responding to citizen calls for police
  - Protecting water quality of Bellevue lakes and streams
  - Maintaining existing streets and sidewalks
  - Preserving open spaces and natural areas
  - Providing opportunities for healthy lifestyles
  - Building neighborhood improvements
  - Investigating and solving crimes

Current levels of service should be maintained for all attributes in this quadrant. Particular attention should be paid to maintaining resources for investigating and solving crimes. While this attribute experienced a significant increase in resident satisfaction between 2008 and 2010, this attribute has the lowest satisfaction rating of any service in this quadrant, and satisfaction is only slightly above average.

- Quadrant B contains those items that are most important to Bellevue residents but have below-average satisfaction ratings. This quadrant includes (in order of satisfaction):
  - Preparing for disasters
  - Managing the city's planning and zoning
  - Providing services for citizens in need
  - Promoting jobs and economic development
  - Prosecuting major crimes

Resources should be devoted to improving levels of service in these areas. Particular emphasis should be placed on promoting jobs and economic development and providing services for citizens in need. Reflecting the economy, the importance of these two items increased significantly in 2010. Satisfaction with economic development decreased significantly from 2008. At the same time, satisfaction with the level of service provided for citizen in need has been increasing steadily since 2006.

Particular attention should also be paid to managing the city's planning and zoning practices. Satisfaction with this important element of service has been decreasing steadily since 2006.

## Budget Priorities

In the past Budget Surveys, respondents were read a list of six items and asked to indicate which of the items were the most important, second most important, and third most important items for the City to give priority to over the next two years. In 2010, an alternative methodology, MaxDiff Scaling, was used. MaxDiff is more powerful than traditional rating scales or ranking questions as it forces respondents to choose between items much as they would do in real life. Results suggest there are four primary priorities for service:

- Priority One: Public safety
- Priority Two: Neighborhood quality and the environment
- Priority Three: Economic growth and responsive government
- Priority Four: Mobility and community

## Traffic and Congestion

Traffic and congestion continues to be a major issue for Bellevue residents. However, there have been improvements:

- Resident satisfaction with the reduction in traffic accidents by enforcing traffic laws is at its highest level ever—mean rating of 5.47 on a 7-point scale.
- Resident satisfaction with the number of traffic patrols in neighborhoods has also increased—mean satisfaction rating of 5.35.

On the other hand, resident satisfaction with traffic problems in neighborhoods has continued to decrease from its high of 4.99 in 2006 to 4.63 today.

Bellevue residents agree most strongly that the City should work with regional transit agencies to improve local and regional public transportation serving Bellevue. Three out of five residents strongly agree with this strategy. There is also relatively strongly support for encouraging people to use alternative modes of transportation such as carpooling, vanpooling, or using transit (45% strongly agree).

## **Police and Safety**

Slightly less than one-third (31%) of Bellevue residents have had direct contact with the Bellevue police in the past year. Of those with direct contact, satisfaction is relatively high. Roughly two-thirds (63%) of residents reported that they are either completely (37%) or very (26%) satisfied with the quality of services provided by the Bellevue police department.

Citizen satisfaction with Bellevue police has increased in several areas:

- Investigating and solving crimes increased from a mean of 5.42 in 2008 to 5.60 in 2010.
- Prosecuting misdemeanor and gross misdemeanor crimes increased from a mean of 5.19 in 2008 to 5.31 in 2010.

At the same time, attention should be paid to responsiveness to citizen calls for assistance. Mean satisfaction has decreased from a high of 5.96 in 2006 to 5.83 in 2010. This element of service is the second most important to citizens.

## **Environmental Stewardship**

Environmental stewardship is considered to be a high priority by Bellevue residents. More than four out of five (83%) residents strongly agree that safe drinking water and clean air are critical components of the environment.

There has been a significant increase in citizen satisfaction with the water quality in Bellevue's lakes and streams—from a mean of 5.50 in 2008 to 5.75 in 2010.

## **Communications**

While not as important as other elements of service, there has been a decrease in resident satisfaction with the ease of getting information about city services and programs—from a high of 5.39 in 2006 to 5.13 in 2010.

Just over two in five (42%) residents who have used a social networking site in the past 12 months report that they would be interesting in using social media to communicate with the city. This equates to a total of 28 percent of all Bellevue residents.

## **PROJECT OVERVIEW**

### **Introduction**

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

The Operating Budget Survey is designed to provide a statistically valid tool to enhance the city's knowledge of Bellevue residents' perceptions about the city and to better understand community priorities and expectations regarding city services. It has been performed on a biennial basis since 1998 to help support decision making for each upcoming budget. The 2010 Budget Survey is one part of the greater framework for making city budget decisions.

The survey addresses the following areas:

- General feelings about the direction in which the city is headed
- Attitudes toward quality of life at citywide and neighborhood levels
- Biggest problems at citywide and neighborhood levels
- Satisfaction with the Bellevue Police Department on different measures
- Importance and satisfaction ratings for specific city facilities and services
- Priorities for the city budget
- Preferences on strategies for addressing traffic congestion
- Value received for tax dollars and opinion of tax and service levels

### **Sampling and Data Collection**

To address the high incidence of cell phone–only households or households whose members primarily use cell phones, the 2010 Budget Survey methodology was changed significantly.

In the past, a random-digit dialing (RDD) telephone survey was used. Strict quotas were used to ensure representation of men and women, different age groups, and residents of multi-family versus single-family dwelling types 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 20 to 30 percent of all individuals no longer have a landline telephone and rely strictly on a cell phone or other mobile device to make and receive calls. An additional 20 to 35 percent have both landline and cell phone numbers but rely primarily on their cell phones.

Some studies address the problem of cell phone sampling by including a cell phone sample. In the case of Bellevue, this is an expensive and inefficient solution. It is inefficient because it is impossible to target cell phone households living in Bellevue as most of East King County shares the 425 area code. An alternative solution that is being increasingly used is address-based sampling with a dual mode for collecting the data among hard-to-reach populations as well as the growing number of cell phone-only and cell phone-primary households. The benefits of address-based sampling are described in the passage below from Centris Marketing Intelligence.

*Recent advances in database technologies along with improvements in coverage of household addresses have provided a promising alternative for surveys that require representative samples of households. Obviously, each household has an address and virtually all households receive mail from the U.S. Postal Service (USPS)... Given the evolving problems associated with telephone surveys on the one hand, and the exorbitant cost of on-site enumeration of housing units in area probability sampling applications on the other, many researchers are considering the use of [USPS databases] for sampling purposes. Moreover, the growing problem of non-response—which is not unique to any individual mode of survey administration—suggests that more innovative approaches will be necessary to improve survey participation. These are among the reasons why multi-mode methods for data collection are gaining increasing popularity among survey and market researchers. It is in this context that address-based sample designs provide a convenient framework for an effective administration of surveys that employ multi-mode alternatives for data collection.<sup>1</sup>*

The sample frame consisted of all households in Bellevue. The sample frame was then matched against Infogroup's comprehensive database to determine if the household had a listed or published telephone number. All listed and published telephone numbers are landline numbers, and research indicates that those individuals who choose to list or publish their landline numbers are also likely to answer their landline telephone. These households were sent an advance letter notifying them of the survey and its purpose and indicating that they would be contacted by telephone. Standard dialing protocols were used to reach these households. For example, every household that received an advance letter was contacted by telephone; on average a minimum of two telephone attempts were made to these households.

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<sup>1</sup> White Paper, Address Based Sampling, Centris Marketing Intelligence, December 2008.

Addresses without a matching landline telephone number were assumed to be cell phone–only households or those with both a landline and cell phone but who primarily use their cell phone. In addition, it was believed that the demographics of these households would be different, notably that they would be younger and more likely to be residents of multi-family dwelling types. These households were sent a letter, signed by the Bellevue city manager, asking them to complete the survey online. Each of these households was sent up to two personalized reminders asking them to complete the survey.

Regardless of data collection mode, respondents were screened to ensure that they were a head of a household in Bellevue who was 18 years of age or older.

This approach yielded a total of 745 total interviews—205 completed over the telephone and 540 completed via the Web. In previous years, a total of just over 400 surveys were completed each year. Therefore, the revised methodology yielded nearly a 100 percent increase in the number of surveys completed. In addition, the sample is more representative as it includes households with landline telephones as well as those that are cell phone–only or that primarily use their cell phones.

In addition to changing the sampling plan to ensure a more representative sample, the questionnaire was carefully reviewed. Key measures were retained. At the same time, questions were dropped or revised to provide higher-quality data. In addition, new questions were added to address current issues. The average survey time was 27 minutes and included questions regarding:

- Bellevue as a place to live
- The future direction of the city
- Taxes and spending
- Budget priorities
- Environmental stewardship
- Contact / satisfaction with Bellevue police
- City services
- Demographics

Virtually all survey samples today require some degree of weighting to ensure the results can be projected to the general population of interest. The weights were applied in two stages. The first-stage weight adjusted for the response rates between the two survey modes. The second weight is a post-stratification weight to make adjustments for imperfections in the sample and to ensure that the final sample represents the general population in Bellevue. Specifically, a post-stratification weight was applied to ensure that the gender and age distributions of the sample match that of all Bellevue residents.

Because of the change in methodology and the differences in the final sample makeup, changes to the questionnaire, and the introduction of post-stratification weighting, comparing the current survey results with previous years could be misleading. Therefore, there are limited comparisons to previous years. Instead, the 2010 Budget Survey should be considered a new baseline measure against which to measure future trends.

## 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 surveys' reported results are close to the true figures; that is, the figures for the whole population. The margin of error decreases as the sample size increases, but only to a point. The margin of error in Bellevue's Budget Survey for the entire sample is generally no greater than plus or minus 3.6 percentage points around any given percent 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.

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

Sample Size	Proportions				
	10% / 90%	20% / 80%	30% / 70%	40% / 60%	50% / 50%
30	10.7%	14.3%	16.4%	17.5%	17.8%
50	8.3%	11.1%	12.7%	13.6%	13.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
200	4.2%	5.5%	6.4%	6.8%	6.9%
300	3.4%	4.5%	5.2%	5.5%	5.7%
400	2.9%	3.9%	4.5%	4.8%	4.9%
600	2.4%	3.2%	3.7%	3.9%	4.0%
800	2.1%	2.8%	3.2%	3.4%	3.5%



## Demographic Profile

The use of an address-based sample method resulted in a demographic profile of respondents that more closely matched the population of Bellevue residents 18 years of age and older than in previous surveys. Specifically, the 2010 Budget Survey had greater representation of:

- Newer and younger residents
- Households with children
- Residents who are Asian

Post-stratification weighting was used to ensure that results of the 2010 Budget Survey generally represent the population of Bellevue. Because the unweighted profile was so similar to Bellevue’s population, minimal weighting (gender and age) was required.

**Table 2: Survey Respondent Demographic Profile**

	2008 Budget Survey (unweighted)	2010 Budget Survey (unweighted)	Bellevue Population*	2010 Budget Survey (weighted)
Gender				
Male	50%	58%	49%	49%
Female	50%	42%	51%	51%
Age				
18–34	8%	<b>20%</b>	20%	20%**
35–54	35%	39%	40%	40%**
55 Plus	57%	41%	40%	40%**
Household Size				
Single Adult	28%	30%	38%	32%
Two or More Adults	72%	70%	62%	68%
Children in Household				
None	77%	73%	71%	75%
One or More	23%	27%	29%	25%
Dwelling Type				
Single-Family	55%	57%	52%	52%
Multi-Family	45%	43%	48%	48%

	2008 Budget Survey (unweighted)	2010 Budget Survey (unweighted)	Bellevue Population*	2010 Budget Survey (weighted)
Income				
Less than \$35,000	16%	10%	19%	11%
\$35,000–\$75,000	32%	24%	26%	24%
\$75,000–\$150,000	32%	46%	33%	44%
\$150,000 or Greater	20%	21%	21%	21%
Median	\$78,669	\$81,012	\$81,184	\$82,505
Race / Ethnicity				
White	84%	78%	72%	78%
Asian	10%	20%	25%	20%
African American	2%	1%	3%	1%
Other	4%	3%	4%	3%
% Hispanic	2%	1%	5%	1%
<i>(multiple responses allowed)</i>				
Years Lived in Bellevue				
0–3	21%	25%		28%
4–9	28%	22%	n.a.	22%
10 or More	51%	53%		50%
Mean	20.1	15.1		14.2 yrs.

\* Source for Population Figures: Age within gender data are 2009 estimates projected from the Census 2000 by SCAN/US, Inc. All other population data are 2006–2008 American Community Survey three-year estimates.

\*\*Note: Age was imputed for seven (7) respondents who refused their age.

## Reporting Conventions

This report is divided into four primary sections:

- Key metrics of overall government performance
- Importance of and satisfaction with service delivery
- Budget priorities
- Special topics

Columns generally sum to 100 percent except in cases of rounding. In some instances, bars add to more than 100 percent due to multiple responses given to a single question; these cases are noted.

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

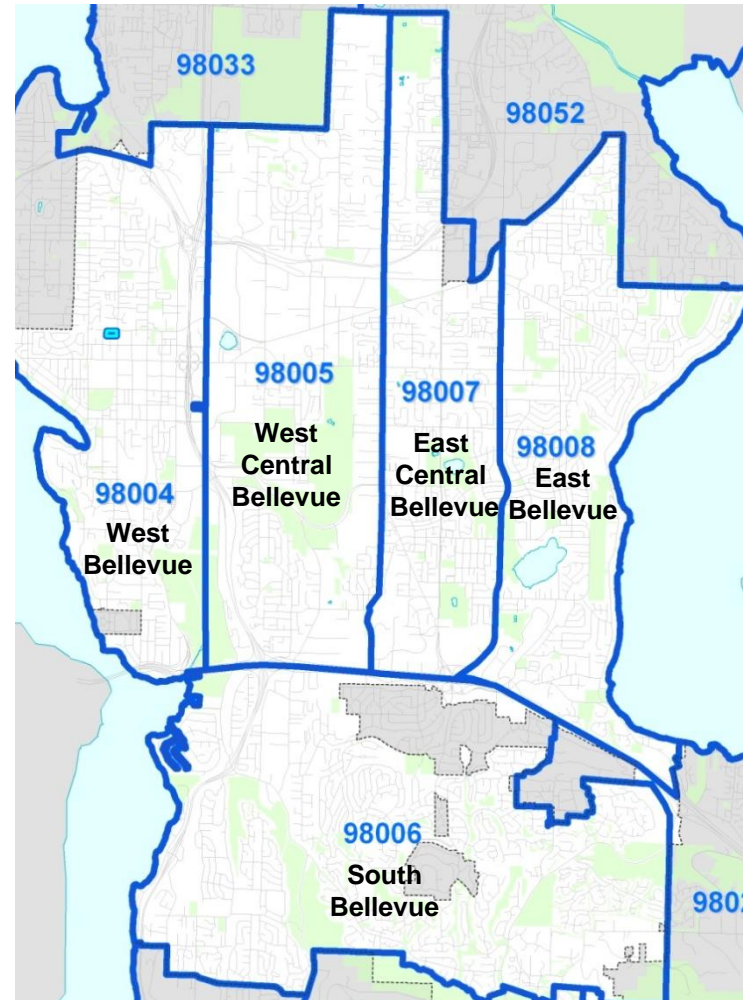
The sample sizes for each question are the total number of weighted cases with valid responses for that question. Unweighted cell sizes were used for testing for associations and/or differences between groups. Differences that are statistically significant are outlined in the text of the report. Complete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

In addition to analysis by key demographic segments, the analysis looked at differences in results by city sectors. City sectors are defined by ZIP code as follows:

- West Bellevue (98004)
- West Central Bellevue (98005)
- South Bellevue (98006)
- East Central Bellevue (98007)
- East Bellevue (98008)

The adjacent map illustrates the locations of these city sectors. There are some additional ZIP codes (98027 and 98059) that are partially included in Bellevue and are included in the data. However, the number of respondents in these ZIP codes is too small to analyze separately and so are not included in these geographic analyses. They are, however, represented in the balance of the data.

**Figure 1: Bellevue City Sectors (as defined by ZIP code)**



## **KEY PERFORMANCE METRICS**

For years, Bellevue has asked its citizens to provide input on the following four measures:

- Bellevue as a place to live
- Neighborhood quality
- The direction the city is headed
- Perceived value of services provided by the city

As noted in the methodology section, due to the extensive changes in the survey methodology to gain a more representative sample of all Bellevue residents, as well as changes to the survey questionnaire and the addition of post-stratification weighting, most data from 2010 is not compared to results from the previous years. Instead, results from the 2010 Performance Budget Survey should be used to establish a new baseline for performance going forward. ORC recommends a careful review of the survey methodology approximately every five years.

## City of Bellevue as a Place to Live

Historically, Bellevue has included a measure of citizen perceptions of quality of life measured on a 5-point scale ranging from “excellent” to “very poor.” Note that this scale is different than the scale used in the recently conducted Performance Measures Survey, which uses a 4-point scale. Therefore, these ratings are not comparable across the surveys.

The majority (96%) consider Bellevue to be either an excellent (44%) or good (52%) place to live.

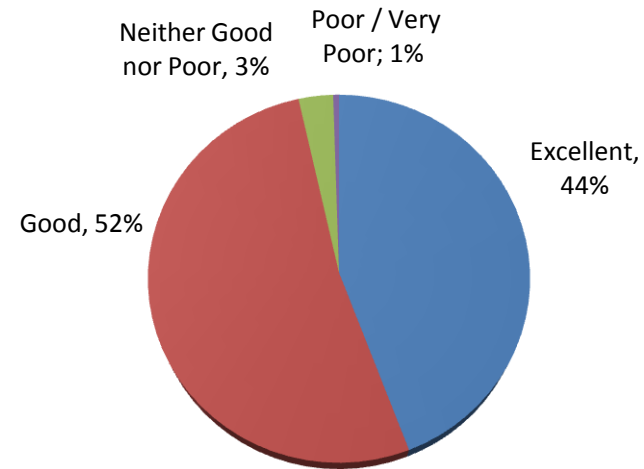
- Although average (mean) ratings are comparable across the five city sectors in terms of perceptions of Bellevue as a place to live, residents in West (98004) and West Central (98005) Bellevue are the most likely to report that the city is an excellent place to live.

Residents most likely to give the city an excellent rating include:

- Those between the ages of 55 and 64 (52%)
- Those living in the city four to nine years (50%) and, to a lesser extent, those living in the city 10 or more years (48%)

Two out of three (66%) residents under the age of 35 give Bellevue a “good” rating.

**Figure 2: City of Bellevue as a Place to Live by City Sector**



**Table 3: City of Bellevue as a Place to Live by City Sector**

	West (98004)	West Central (98005)	South (98006)	East Central (98007)	East (98008)
Excellent	48%	49%	43%	33%	41%
Good	47%	47%	53%	66%	54%
Fair	4%	2%	4%	1%	2%
Poor/Very Poor	1%	3%	1%	---	2%
Mean	4.40	4.41	4.37	4.31	4.35

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

Base: All respondents (n = 745)

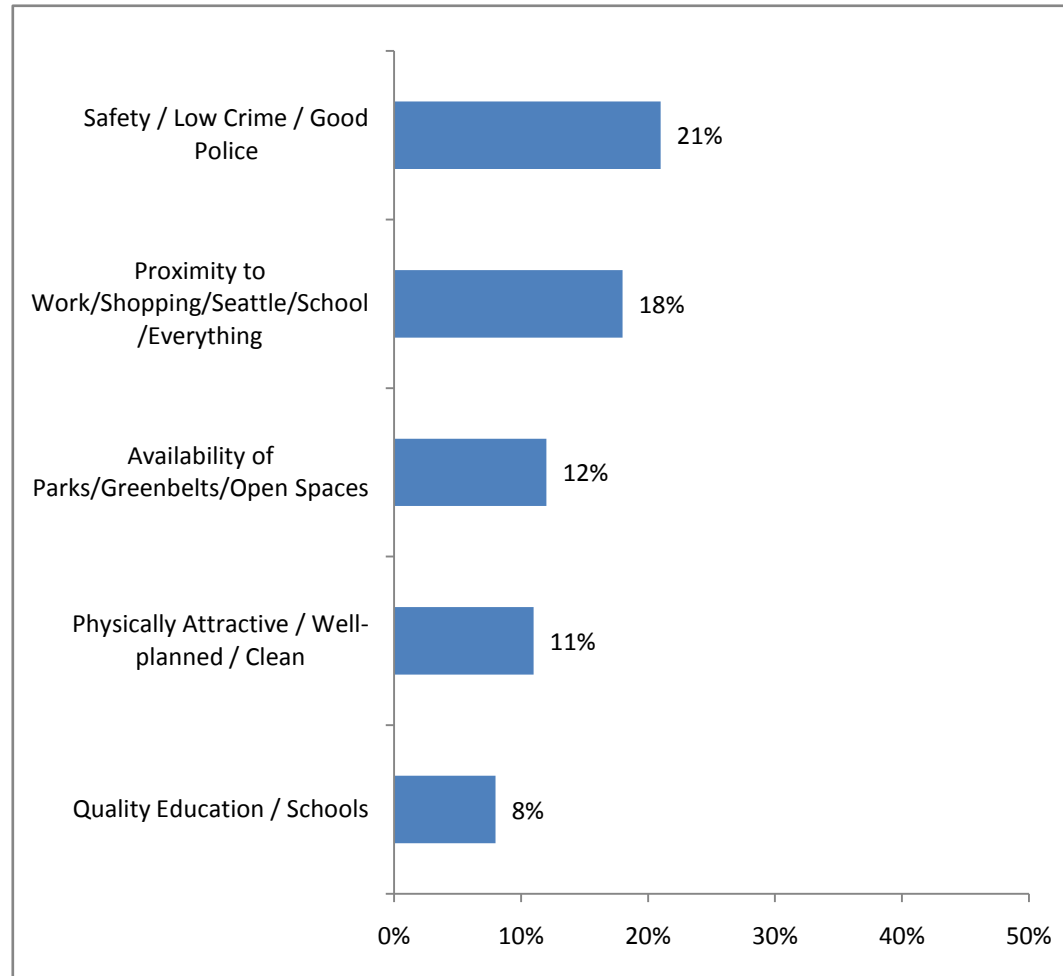
### Single Most Important Reason Bellevue Is an Excellent Place to Live

Residents who reported that Bellevue is an excellent place to live (44% of all residents) were then asked to indicate the reasons behind their rating.

Roughly one in five residents cited either safety (21%) or proximity to needed resources (18%) as the reason they feel Bellevue is an excellent place to live.

- No significant differences are seen across geographic or demographic sub-groups in terms of safety being mentioned as the most important reason Bellevue is excellent.
- The notion that Bellevue provides proximity to needed resources and places is strongest (32%) among those who live in West Bellevue (98004).
- Proximity is also mentioned more often by those without children (21% for those without children compared to 10% for those with children—and residents of multi-family dwelling types (23% for multi-family compared to 14% for single-family).

**Figure 3: Top 5 Mentioned Reasons Bellevue Is an Excellent Place to Live**



QA1A—What is the single most important reason that you feel Bellevue is an excellent place to live?

Base: Respondents who rate Bellevue as an excellent place to live (n = 325)

Note: Multiple responses were permitted.

### Changes to Make Bellevue an Excellent Place to Live

Those who rated Bellevue as a good place to live (52% of all residents) were asked to indicate what would need to change in order for them to feel it was excellent.

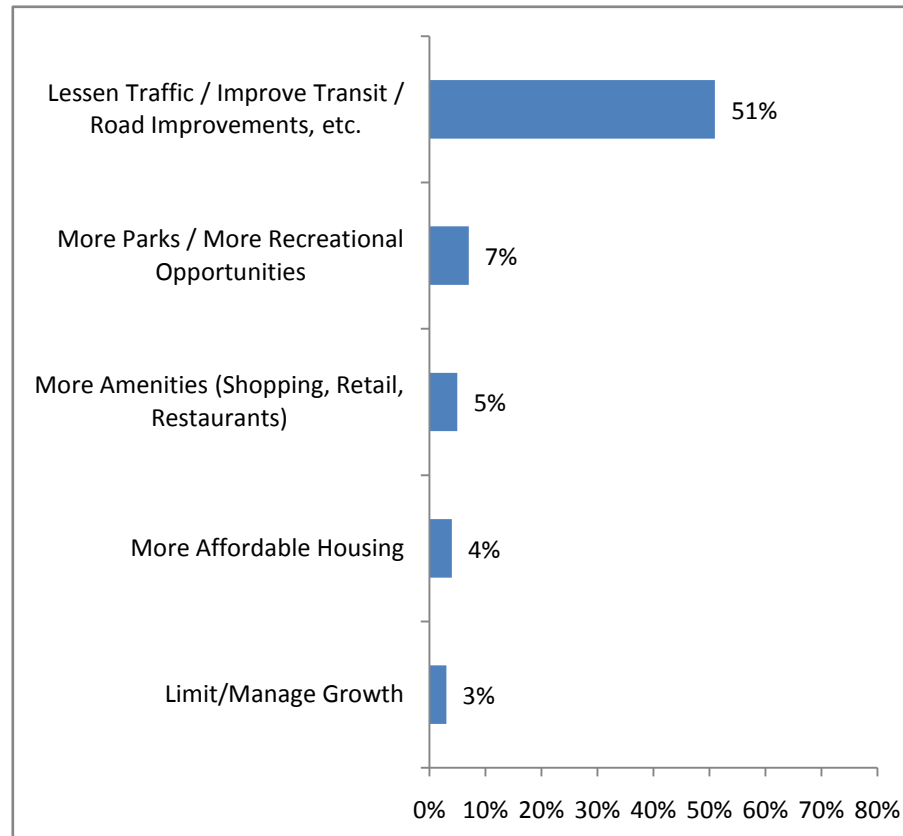
More than half (51%) of residents who feel Bellevue is a good place to live reported that transportation improvements would be needed. This was mentioned more than nine times as often as the second most common improvement, more parks and recreation (7%).

- While residents throughout the city mentioned transportation in general as the single most needed improvement, there are some differences in the frequency of mentions for some subcategories:
  - Central West (98005): 29 percent ask for less traffic
  - South (98006): 11 percent suggest improved sidewalks

Residents who did not give Bellevue a good or excellent rating were asked to indicate what would need to change or improve in order for them to feel it is a good or excellent place to live. Only 4 percent, or 34 respondents, fall into this category.

Transportation improvements were mentioned most often by these residents. Other improvements included economic development and more parks and recreation opportunities.

**Figure 4: Top 5 Mentioned Changes to Make Bellevue an Excellent Place to Live**



QA1B—In your opinion, what would need to change or improve for the quality of life in Bellevue to be excellent?

Base: Respondents who rate Bellevue a good place to live (n = 388)

Note: Multiple responses were permitted.



## Quality of Life and Residents' Ideal

A new measure added in 2010 looks at the extent to which Bellevue's quality of life meets residents' ideal.

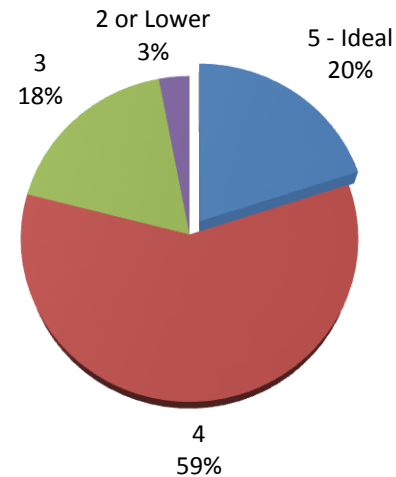
Nearly four out of five (79%) residents report that the quality of life in Bellevue is ideal (20%; 5 on a 5-point scale) or nearly ideal (59%; 4 on a 5-point scale).

- Ratings of Bellevue as being ideal are particularly high in West (98004) and West Central (98005) (27%) Bellevue.
- While still relatively high, a greater percentage of those in East Central (98007) and, to a lesser extent, East Bellevue (98008) rate the city as nearly ideal rather than ideal.

With the exception of the aforementioned geographic differences, ratings of Bellevue are relatively consistent across different resident segments. The one exception is age.

- A greater percentage of those less than 35 years of age rate the city as nearly ideal (67%) compared to all other residents (57%).

**Figure 5: Ratings of Quality of Life Relative to Citizens' Ideal Point**



**Table 4: Quality of Services Relative to Citizen Expectations by City Sector**

	West (98004)	West Central (98005)	South (98006)	East Central (98007)	East (98008)
5 (Ideal)	24%	27%	20%	13%	14%
4	53%	55%	61%	68%	64%
3	19%	16%	16%	18%	20%
≤ 2 (Not Close to Ideal)	4%	2%	4%	2%	2%
Mean	3.97	4.04	3.96	3.92	3.91

ORC2—Still thinking about the overall quality of life in Bellevue, would you consider it to be close to your ideal or not close to your ideal?  
 Base: All respondents (n = 745)

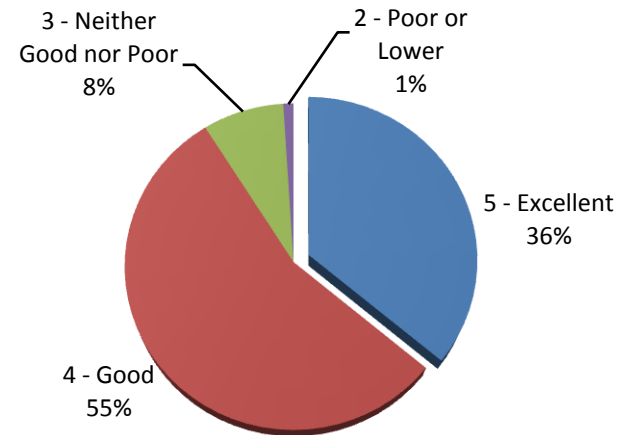
## Neighborhood as a Place to Live

In addition to rating Bellevue as a place to live, residents were asked to offer their impressions of their specific neighborhood.

The vast majority (91%) of Bellevue residents feel that the quality of their neighborhood is good (55%) or excellent (36%). Only one in 100 (1%) residents indicated that their neighborhood is poor.

- While there are no significant differences in the total percentage giving their neighborhoods a combined good or excellent rating, there are differences between city sectors in terms of those giving excellent versus good ratings:
  - The highest percentage of excellent ratings occur in West Central (98005), West (98004), and South (98006) Bellevue.
  - Those living in East Central (98007) Bellevue are more likely to rate their neighborhood as good.
- Other segments more likely to give their neighborhood an excellent rating include:
  - Those 55 and older (45%)
  - Residents of single-family dwelling types (40%)
  - Those living in Bellevue 4 or more years (39%)
- Twelve percent of those living in multi-family residences say the quality of their neighborhood is neither good nor poor.

**Figure 6: Neighborhood as a Place to Live**



**Table 5: Neighborhood as a Place to Live by City Sector**

	West (98004)	West Central (98005)	South (98006)	East Central (98007)	East (98008)
5 (Excellent)	37%	42%	38%	25%	34%
4 (Good)	54%	47%	52%	68%	56%
3 (Neither Good nor Poor)	6%	11%	9%	6%	8%
≤ 2 (Poor)	3%	1%	1%	<1%	1%
<i>Mean</i>	4.25	4.30	4.26	4.18	4.24

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

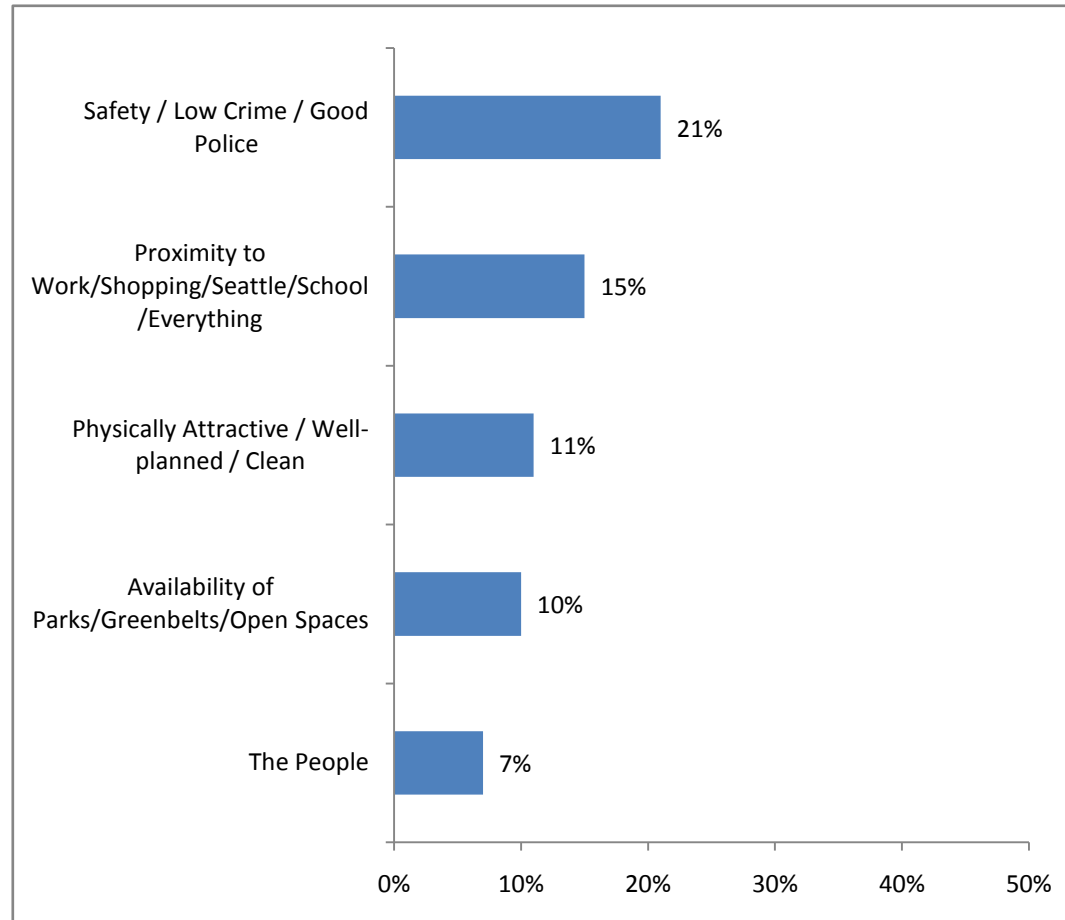
Base: All respondents (n = 745)

**Single Most Important Reason Your Neighborhood Is an Excellent Place to Live**

Residents who feel their neighborhood is an excellent place to live (36% of all residents) were asked to indicate the single most important reason why.

The reasons residents feel their neighborhood is an excellent place to live closely resemble those for Bellevue as a whole, with safety (21%) being mentioned by an equal proportion and proximity to resources (15%) being the second most commonly cited reason.

**Figure 7: Top 5 Mentioned Reasons Your Neighborhood Is an Excellent Place to Live**



Q1C—What is the single most important reason that you feel your neighborhood is an excellent place to live?

Base: Respondents who rate their neighborhood an excellent place to live (n = 268)

Note: Multiple responses were permitted.

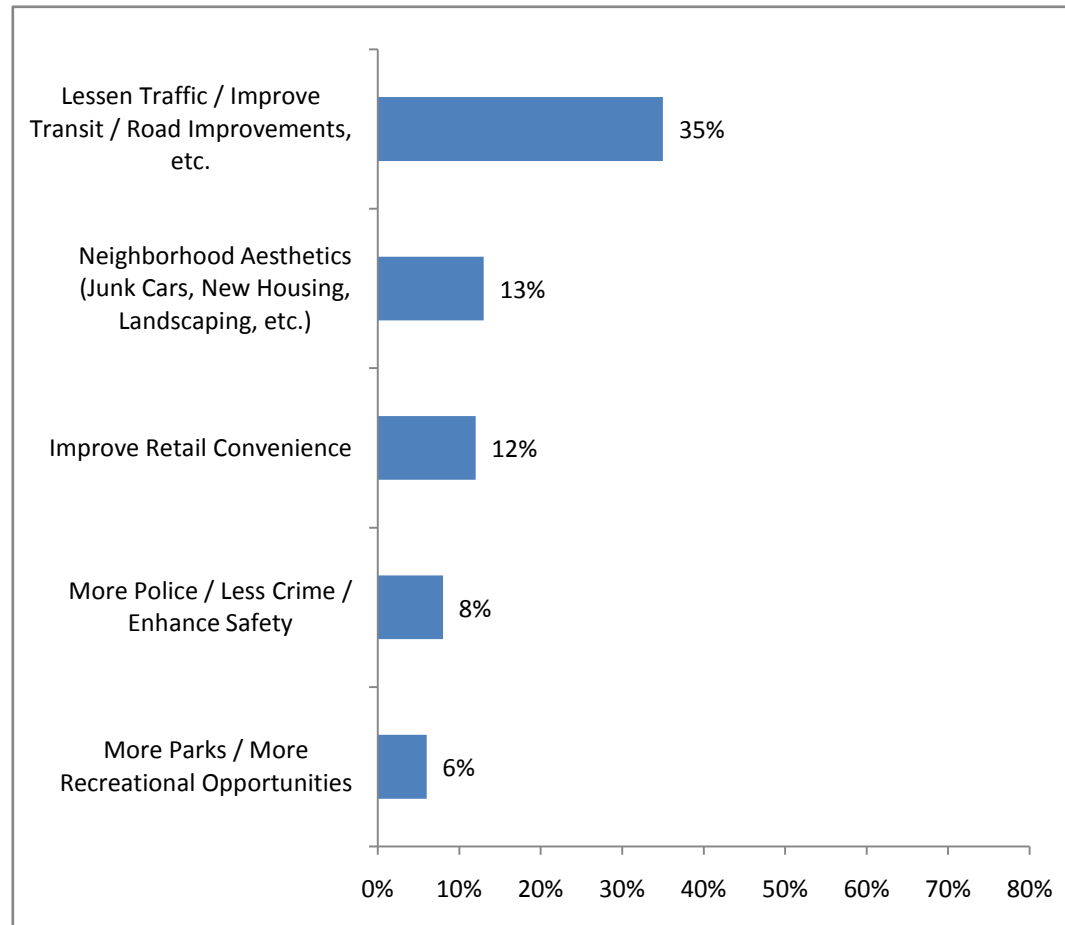
### Changes to Make Your Neighborhood an Excellent Place to Live

Residents who feel that their neighborhood is a good place to live (55% of all residents) were asked what would need to change or be improved in order to make them feel it is excellent.

Transportation (35%) continues to be mentioned most often by people who feel that improvements can be made to either the city as a whole or their neighborhood. It is nearly three times as likely to be mentioned as the second most desired improvement, neighborhood aesthetics (13%).

- As with overall improvements, residents of West Central (98005) Bellevue are the most likely to mention less traffic (23%).
- 17 percent of those living in South (98006) Bellevue mentioned sidewalk improvements.

**Figure 8: Top 5 Mentioned Changes to Make Your Neighborhood an Excellent Place to Live**



Q1D—In your opinion, what would need to change or improve for the quality of life in your neighborhood to be excellent?

Base: Respondents who rate their neighborhood a good place to live (n = 406)

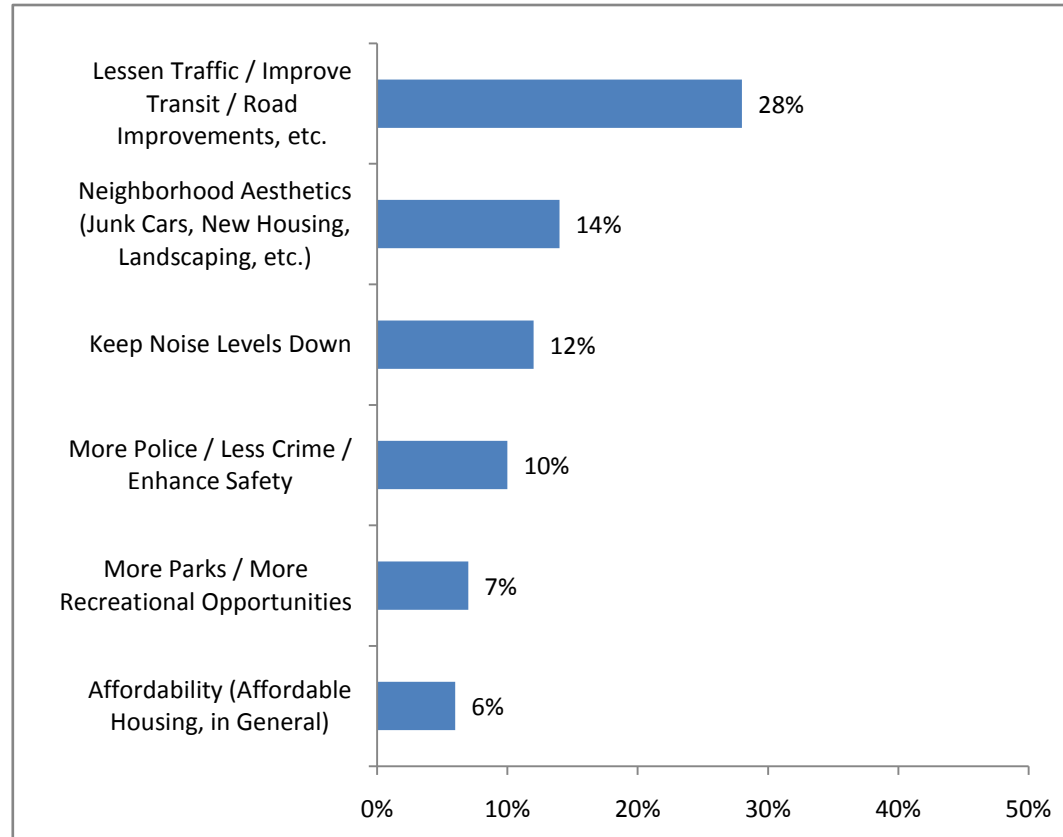
Note: Multiple responses were permitted.

Residents who do not feel their neighborhood is either a good or excellent place to live (9 percent of all residents or 70 respondents) were asked to indicate what could be improved to drive their impressions upward.

Improvements mentioned most often include:

- Transportation
- Neighborhood aesthetics
- Noise

**Figure 9: Top 6 Mentioned Changes to Make Your Neighborhood a Good or Excellent Place to Live**



QA1C—In your opinion, what would need to change or improve for the quality of life in your neighborhood to be good or excellent?

Base: Respondents who rate their neighborhood as a very poor, poor, or neither good nor poor as a place to live (n = 70)

Note: Multiple responses were permitted.

## Quality of City Services

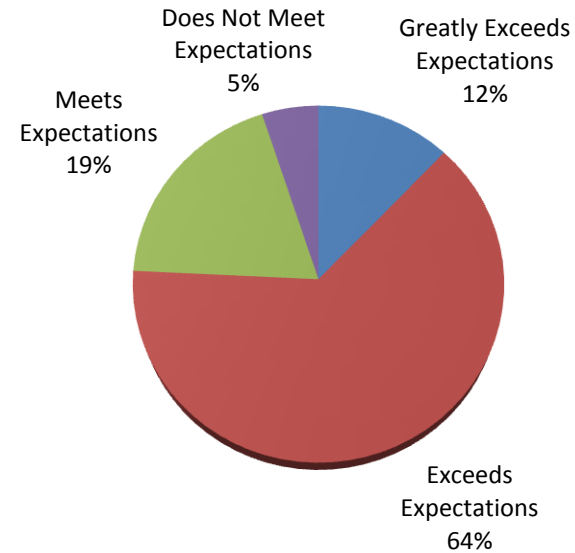
A new measure added in 2010 looks at the extent to which the quality of city services meets residents' expectations.

Nearly all (95%) Bellevue residents say that the quality of services meets or exceeds their expectations.

More than three out of four Bellevue residents feel that the overall quality of services greatly exceeds (12%) or exceeds (64%) their expectations.

While a greater percentage of those living in West (98004) say that quality of city services greatly exceeds their expectations, ratings for the quality of city service are generally consistent across the city. There are also no differences across the different demographic segments.

**Figure 10: Overall Rating for Quality of City Services**



**Table 6: Quality of Services Relative to Citizen Expectations by City Sector**

	West (98004)	West Central (98005)	South (98006)	East Central (98007)	East (98008)
Greatly Exceeds	17%	6%	13%	10%	14%
Exceeds	59%	67%	65%	63%	66%
Meets	22%	22%	16%	22%	15%
Does Not Meet	3%	6%	6%	5%	5%
<i>Mean</i>	<i>3.88</i>	<i>3.72</i>	<i>3.82</i>	<i>3.79</i>	<i>3.87</i>

ORC4—How would you rate the overall quality of services provided by the City of Bellevue?

Base: All respondents (n = 745)

## Direction City Is Headed

One of the legacy questions asks Bellevue residents to indicate whether they feel Bellevue is headed in the right or the wrong direction. To provide greater insights into the results, a follow-up question was added to determine whether residents felt that the city is strongly or somewhat headed in the right direction. This format allows for the ability to see changes from previous research but also to provide greater insights into the data.

A significant percentage (21%) of residents indicated that they don't know whether the city is headed in the right or the wrong direction. This is more than twice as many as in 2008, when just 8 percent indicated that they did not know.

- This significant jump in “don't know” responses may reflect residents' uncertainty about the future as a result of the economy and what the impact of the current economic situation will be on the city. It is also more prevalent among those responding online, potentially reflecting the demographic differences between those responding online versus by phone. It may also be a function of the mode of data collection itself, with phone respondents being more likely to provide a response as they were not provided aurally with a “don't know” response.

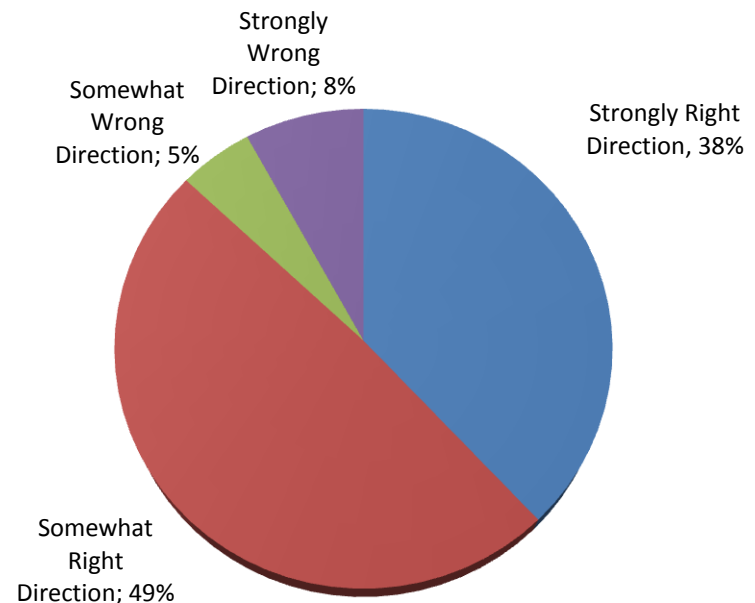
Among those providing a rating (591 respondents), 87 percent of Bellevue residents say the city is headed in the right direction.

- Among these, 38 percent strongly feel the city is headed in the right direction; 49 percent somewhat feel that way.

Thirteen percent (13%) of Bellevue residents feel the city is headed in the wrong direction.

- Among this small segment, 8 percent feel it is strongly headed in the wrong direction.

**Figure 11: Direction City Is Headed**



*ORC3—Would you say that for the city as a whole, things are generally headed in the right direction or wrong direction?*

*Base: All respondents (n = 745)*

Younger residents (those under the age of 35) are the most likely to feel that Bellevue is headed in the right direction—95 percent right direction.

On the other hand, there is a small but significant segment of older residents (18%) that feels the city is headed in the wrong direction.

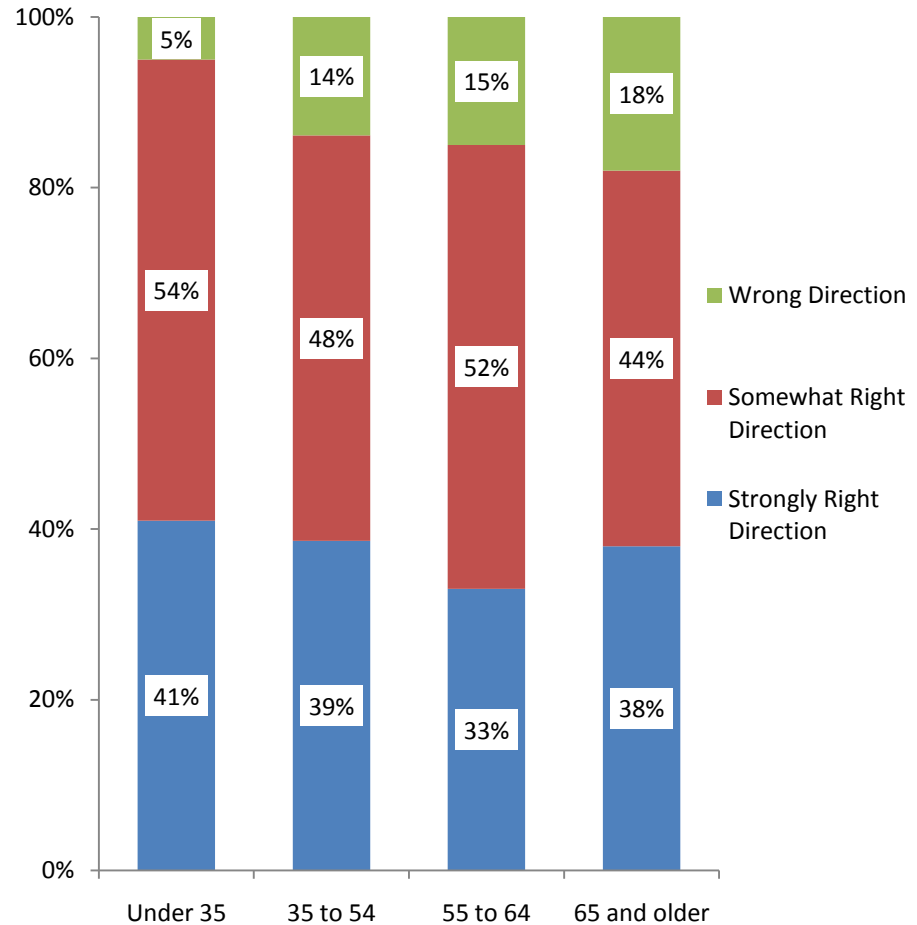
Ratings also vary by length of residency.

- Seventeen percent (17%) of those living in Bellevue for 10 or more years suggest that the city is heading the wrong direction. The city has changed significantly in recent years. This would suggest that at least some long-term residents do not view these changes positively.

**Table 7: Direction City Is Headed by Length of Residency**

	0 to 3 Years	4 to 9 Years	10+ Years
Strongly Right	36%	39%	38%
Somewhat Right	55%	50%	45%
Wrong Direction	9%	12%	17%

**Figure 12: Direction City Is Headed by Age**



ORC3—Would you say that for the city as a whole, things are generally headed in the right direction or wrong direction?

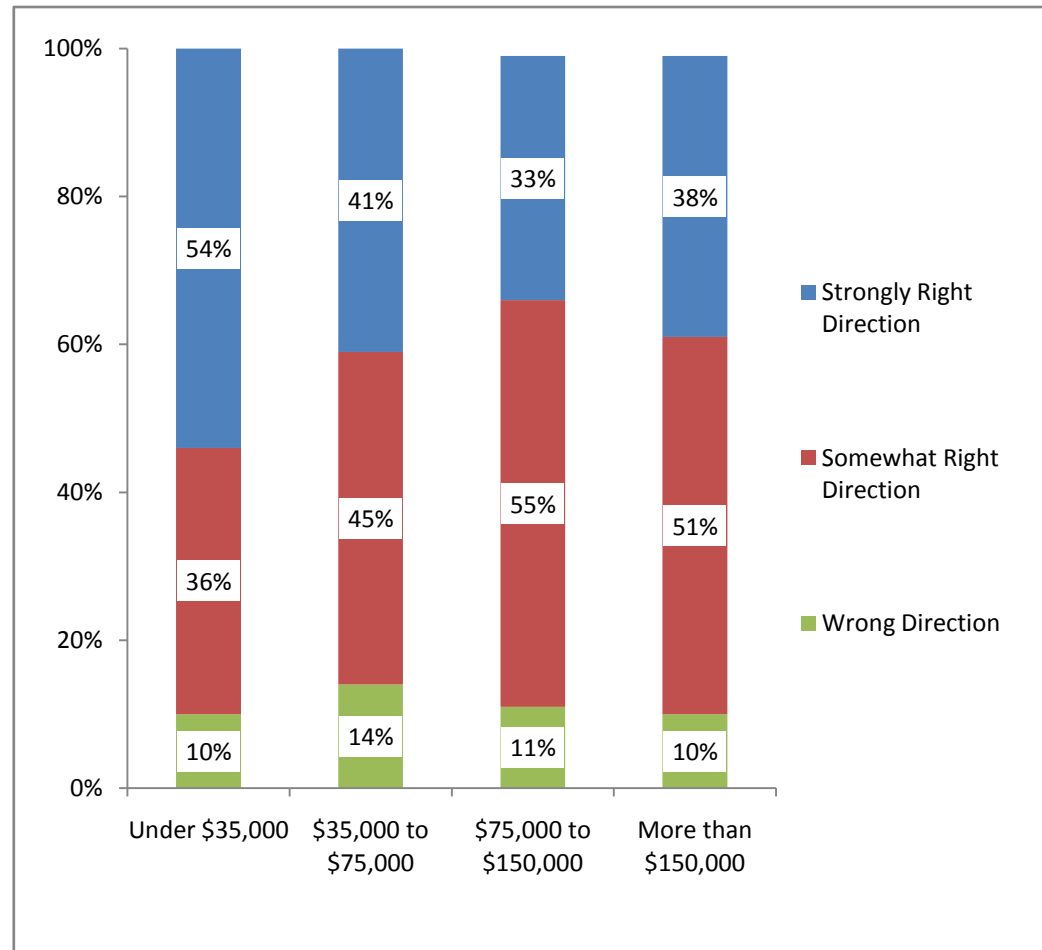
Base: All respondents (n = 745)



Overall there are no differences in the percentage of those with different household incomes who believe the city is headed in the right direction. There are, however, differences in the strength of that belief.

- Those with household incomes of \$35,000 or less are the most likely to feel the city is strongly headed in the right direction.
- On the other hand, those with household incomes between \$75,000 and \$150,000 and, to a lesser extent, those with incomes of \$150,000 or greater are more likely to say the city is somewhat headed in the right direction.

**Figure 13: Direction City Is Headed by Income**



ORC3—Would you say that for the city as a whole, things are generally headed in the right direction or wrong direction?

Base: All respondents (n = 745)

## Value of Services

One of the other legacy questions asks Bellevue residents to indicate whether they feel they are getting value for their tax dollars. To provide greater insights into the results, a follow-up question was added to determine whether residents strongly or somewhat feel they are getting their money’s worth for their tax dollars.

As with the direction the city is headed, a significant percentage (22%) of respondents responded “don’t know.” This large percentage of “don’t know” responses occurs primarily among those responding to the online survey and may reflect the demographics of these respondents or the tendency of online respondents to use this response.

More than three out of four (78%) residents giving a rating ( $n = 576$ ) say that they are getting their money’s worth.

- Opinions are divided as to whether they are strongly getting their money’s worth (36%) versus somewhat getting their money’s worth (42%).

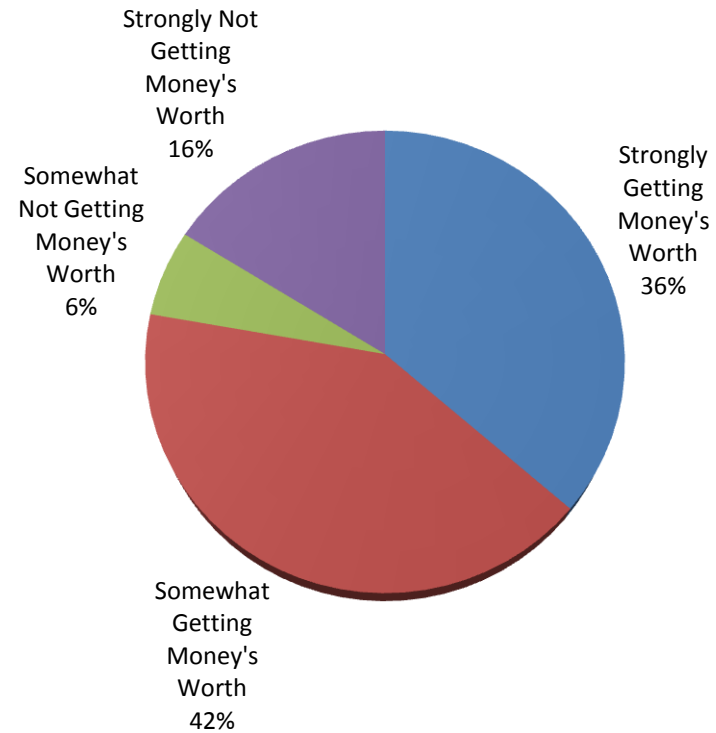
More than one out of five (22%) residents feels they are not getting value for their tax dollars.

- Nearly three times as many feel they are strongly not getting their money’s worth as compared to just somewhat not getting their money’s worth—16 percent compared to 6 percent, respectively.

These figures are lower than in the Performance Measures survey conducted several months earlier in 2010. In this survey, 86 percent responded they were getting their money’s worth. This difference may be due to the fact that many of the questions asked specifically about citizen satisfaction with city services. This may have influenced responses to this question.

Responses are the same across all subgroups.

**Figure 14: Value of Services**



Q4L—Thinking about City of Bellevue services and facilities, do you feel you are getting your money's worth for your tax dollars or not?

Base: All respondents ( $n = 745$ )

## Funding of City Services and Facilities

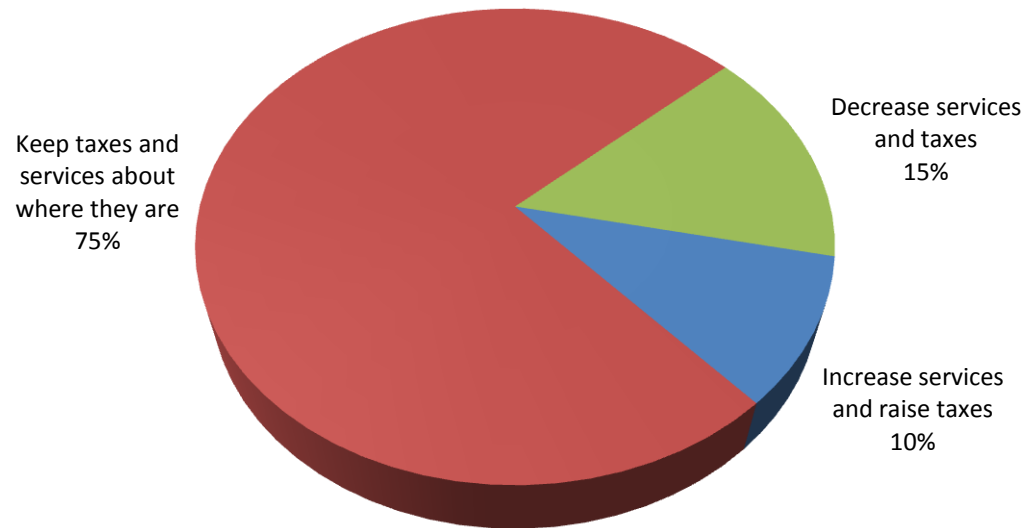
One of Bellevue’s legacy questions asks about whether residents would like to see taxes and services increased, decreased, or kept at current levels or if it depends on other factors. As with other measures, there is a significant increase in the percentage saying “it depends.” This increase appears to be completely related to the mode of survey administration. As a result only those who gave an opinion are included.

Three out of four (75%) Bellevue residents feel the city should strive to maintain its current levels of services and taxes. This is somewhat lower than in 2008 when 79 percent of Bellevue residents felt that the city should maintain existing services and taxes. This difference is not statistically significant.

Despite the economy, only one out of eight (15%) Bellevue residents feel the city should decrease services and taxes. At the same time, 10 percent suggest that services and taxes should be increased.

Results are similar across all demographic and geographic subgroups.

**Figure 15: Taxes and Funding of Services and Facilities**



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

## **PRIORITIES FOR CITY SERVICES**

### **Importance of City Services**

Respondents were read a list of 35 city services and programs and were asked to indicate the importance of each. To ensure that these ratings were in the appropriate context of budgeting, respondents were told to consider that the city must set priorities and make tradeoffs for use of limited funds. Because of the large number of items to be rated, respondents were randomly assigned to one of two groups. Each rated a subset of items.

All services were considered to be at least somewhat important, receiving a rating of 4 or higher on a 7-point scale (4 is the midpoint). Therefore, to identify what services are most versus least important, for each respondent ratings across all items were standardized and are then ranked from most to least important.

Seven items were identified as the most important city services (highlighted in red in Figure 16):

- Responding to fires
- Responding to citizen calls for police
- Investigating and solving crimes
- Providing emergency medical services
- Protecting water quality in Bellevue's lakes and streams
- Maintaining street lights and traffic signals
- Maintaining existing streets and sidewalks

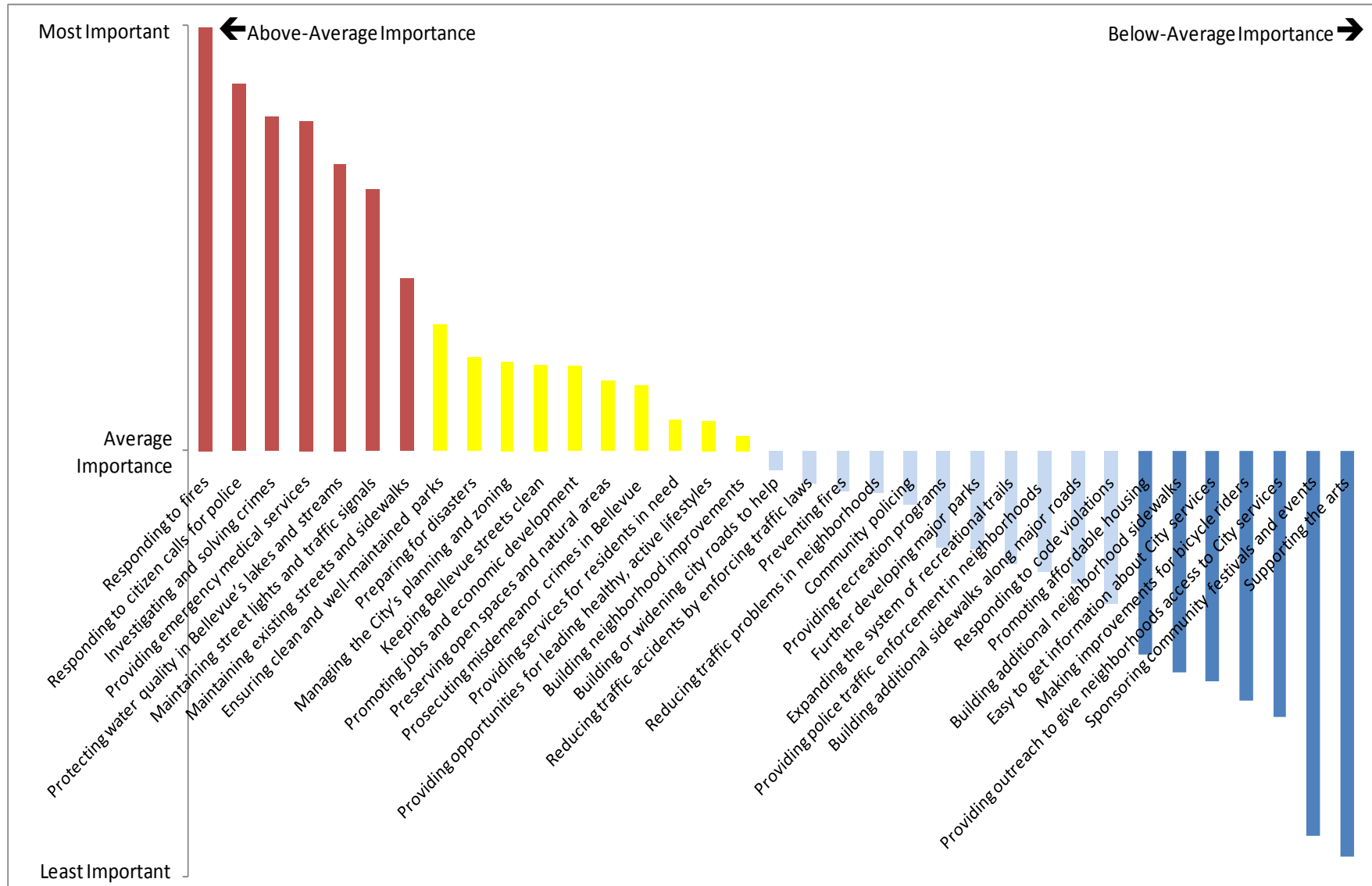
Ten additional items were also identified as important (highlighted in yellow in Figure 16):

- Ensuring clean and well-maintained parks
- Preparing for disasters
- Managing the city's planning and zoning
- Keeping Bellevue streets clean
- Promoting jobs and economic development
- Preserving open spaces and natural areas
- Prosecuting misdemeanor crimes in Bellevue
- Providing services for residents in need
- Providing opportunities for leading healthy, active lifestyles
- Building neighborhood improvements

While still important, the remaining 18 items are comparatively less important (highlighted in blue in Figure 16):

- Promoting affordable housing
- Building additional neighborhood sidewalks
- Easy to get information about city services
- Making improvements for bicycle riders
- Providing outreach to give neighborhoods access to city services
- Sponsoring community festivals and events
- Supporting the arts

Figure 16: Importance of City Services



## Satisfaction with Service Delivery

Respondents were then asked to indicate their satisfaction with these same service elements.

Consistent with the earlier finding that the overall quality of city services meets or exceeds Bellevue residents' expectations, their satisfaction with each of these individual aspects of city services received relatively high ratings—a mean of 4.37 or greater on a 7-point scale (4 is the midpoint). As with the importance ratings, for each respondent, items were standardized and ranked from most to least satisfied.

Residents are most satisfied with six items (highlighted in dark blue on Figure 17):

- Responding to fires
- Providing emergency medical services
- Ensuring clean and well-maintained parks
- Keeping Bellevue streets clean
- Maintaining street lights and traffic signals
- Responding to citizen calls for police

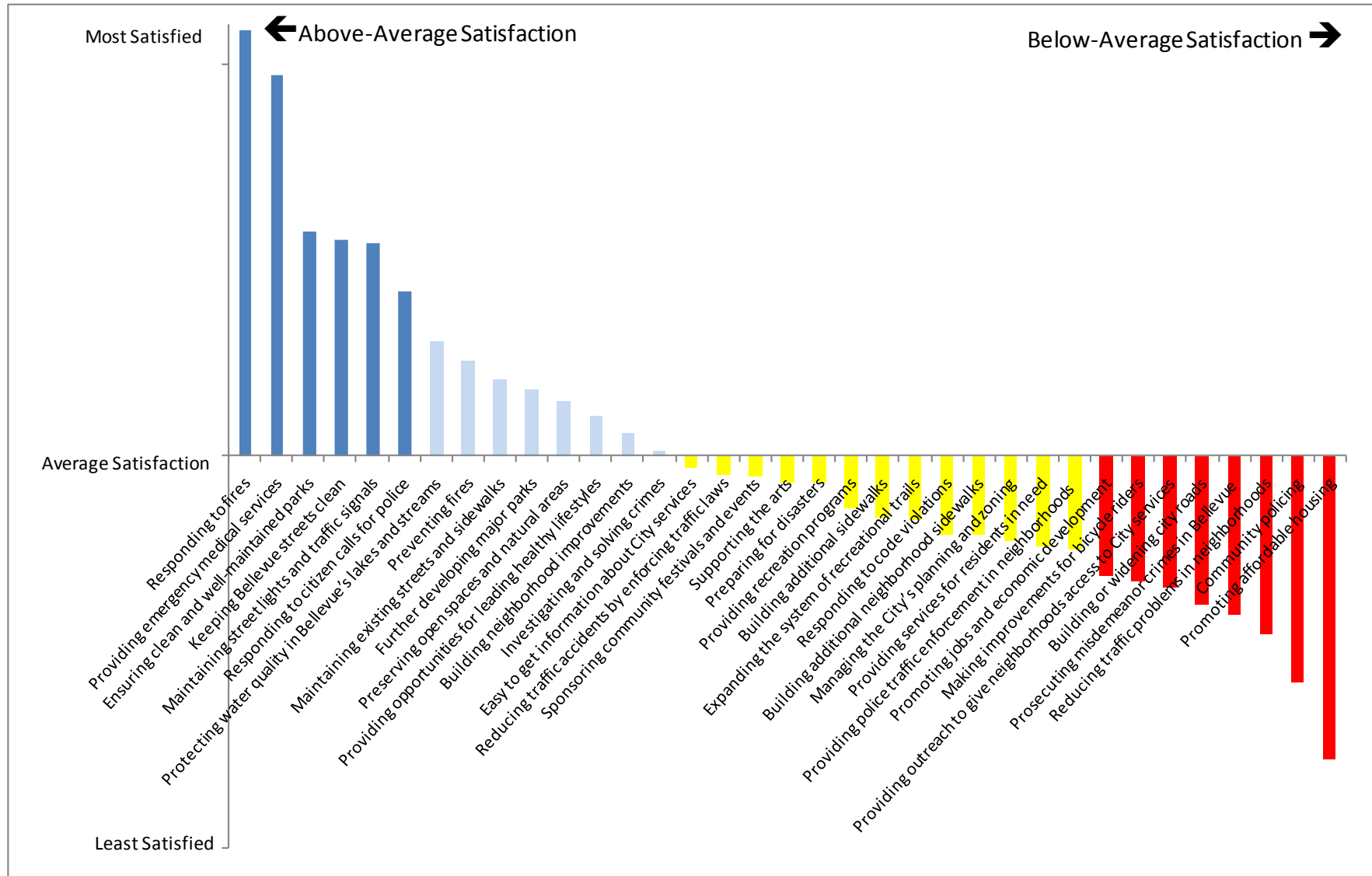
They also have higher than average satisfaction with seven additional items (highlighted in light blue on Figure 17):

- Protecting water quality in Bellevue's lakes and streams
- Preventing fires
- Maintaining existing streets and sidewalks
- Further developing major parks
- Preserving open spaces and natural areas
- Providing opportunities for leading healthy, active lifestyles
- Building neighborhood improvements
- Investigating and solving crimes

While still generally satisfied, residents are the least satisfied with the following items (highlighted in red [lowest satisfaction ratings] or yellow [below-average satisfaction ratings] on Figure 17):

- Promoting affordable housing
- Community policing
- Reducing traffic problems in neighborhoods
- Prosecuting misdemeanor crimes in Bellevue
- Building or widening city roads
- Providing outreach to give neighborhoods access to city services
- Making improvements for bicycle riders
- Promoting jobs and economic development

Figure 17: Satisfaction with Delivery of City Services



## Trends in Importance and Satisfaction

The tables on the next few pages summarize trends in ratings and gaps for all service areas between 1998 and 2008. Importance and satisfaction mean scores that have increased significantly over any of the previous survey years are in **bold**. Within the tables, city services are listed in descending order by the average importance score in 2010 (by tier of importance).

For nearly every element of service, importance ratings went down. However, the relative order of their importance did not change significantly. The change in the magnitude of the ratings is likely an effect of a change in the order in which questions were given. In the past surveys, respondents were first asked to indicate the importance of an item and then their satisfaction. In 2010, respondents were first asked to rate the importance for all items and then to rate their satisfaction. In addition, because the importance section was asked first, the instructions to the respondents “to think about each item and consider that the City must set priorities and make tradeoffs for use of limited funds” as they rated each item were more clearly stated than in the past.

For those seven items identified as the most important elements of service, the greatest change in rank order is noted for:

- Maintaining existing streets and sidewalks—moving from the 11th most important to the 7th most important item
- Providing emergency medical services such as Medic One—moving from the 2nd most important item to the 4th most important item

Satisfaction levels increased for three of these seven elements of service. The greatest increases in satisfaction are noted for:

- Protecting water quality in Bellevue’s lakes and streams
- Investigating and solving crimes

Satisfaction levels decreased for four of these seven items. The greatest decrease in satisfaction is noted for:

- Providing emergency medical services such as Medic One



**Table 8: Trends in Importance and Satisfaction—Elements of Service Rated as Most Important**

	<u>Importance</u>										<u>Satisfaction</u>						
	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>	<u>Order</u> <u>2008</u>	<u>Order</u> <u>2010</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>	
Responding to Fires	Rank order stable										Decreasing since 2006						
	6.77	6.80	6.78	6.81	6.77	6.78	6.56	1	1	6.36	6.37	6.44	6.41	6.47	6.32	6.22	
Responding to Citizen Calls for Police Assistance	Rank order increased slightly										Continued decrease since 2006						
	6.57	6.57	6.52	6.62	6.58	6.66	6.50	3	2	5.75	5.75	5.74	<b>5.93</b>	<b>5.96</b>	5.92	5.83	
Investigating and Solving Crimes	Rank order increased slightly										Significant increase						
	6.44	6.40	6.45	6.46	6.47	6.51	6.39	4	3	5.38	5.31	5.47	5.56	5.58	5.42	5.60	
Providing Emergency Medical Services such as Medic One	Rank order decreased significantly										Significant decrease						
	6.66	6.81	6.78	6.75	6.70	6.75	6.26	2	4	6.26	6.35	6.41	6.41	6.40	6.32	6.12	
Protecting Water Quality in Bellevue's Lakes and Streams <i>(New in 2006)</i>	Rank order increased slightly										Significant increase						
	*	*	*	*	6.36	6.34	6.14	6	5	*	*	*	*	5.52	5.50	5.75	
Maintaining Street Lights and Traffic Signals	Rank order decreased slightly										Slight increase						
	6.27	6.37	6.42	6.46	6.32	6.42	5.81	5	<b>6</b>	5.73	5.69	5.72	5.77	5.78	5.82	5.90	
Maintaining Existing Streets and Sidewalks	Rank order increased significantly										Stable						
	5.98	6.00	6.06	6.09	6.01	5.99	5.81	11	7	5.02	5.04	4.98	5.28	5.33	5.36	5.33	

As with those items listed as the most important, importance ratings those elements of service rated as the second tier of importance all decreased, again reflecting the change in question order. Noteworthily, however, in this instance the order of importance changed. Specifically,

- Keeping Bellevue streets clean was ranked as the 18th most important item in 2008 and is now the 10th most important item.
- Prosecuting misdemeanor and gross misdemeanor crimes was ranked as the 7th most important item in 2008 but dropped to the 11th most important item in 2010.
- Reflecting the current economy, promoting jobs and economic opportunities jumped from the 19th most important item in 2008 to the 12th most important item in 2010.
- Also reflecting the economy, providing services for citizens in need also increased from the 18th to 14th most important item.

Satisfaction increased significantly for emergency preparedness.

On the other hand, satisfaction decreased for some items, reversing previous upward trends:

- Promoting jobs and economic development
- Building neighborhood improvements

Satisfaction with the management of the city’s planning and zoning has continued its decline first noted in 2006.

**Table 9: Trends in Importance and Satisfaction—Elements of Service Rated as Second Tier of Importance**

	<u>Importance</u>									<u>Satisfaction</u>						
									<u>Order</u>	<u>Order</u>						
	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>	<u>2008</u>	<u>2010</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>
Ensuring Clean and Well-Maintained Parks and Park Facilities	Rank order stable										Stable					
	5.88	5.90	6.00	<b>6.14</b>	6.16	6.16	5.71	8	8	5.70	5.61	5.62	<b>5.82</b>	<b>5.99</b>	<b>5.99</b>	<b>5.97</b>
Preparing for Disasters such as Earthquakes and Major Storms	Rank order stable										Increased significantly					
	5.77	5.84	6.06	5.97	6.13	6.09	5.58	<b>9</b>	9	4.63	<b>5.10</b>	<b>5.27</b>	<b>5.41</b>	<b>5.19</b>	4.78	<b>5.11</b>

	<u>Importance</u>										<u>Satisfaction</u>						
	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>	<u>Order</u>	<u>Order</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>	
								<u>2008</u>	<u>2010</u>								
Keeping Bellevue Streets Clean	Rank order increased significantly										Stable						
	5.84	5.81	5.84	5.93	5.89	5.80	5.56	18	10	5.72	5.60	5.60	<b>5.81</b>	<b>5.81</b>	5.74	5.71	
Prosecuting Misdemeanor and Gross Misdemeanor Crimes ( <i>Added in 2004</i> )	Rank order decreased										Significantly increased from 2008; returning to previous levels						
	*	*	*	6.26	6.13	6.20	5.54	7	11	*	*	*	5.31	5.38	5.19	5.31	
Managing the City's Planning and Zoning	Rank order stable										Decreasing since 2006						
	5.94	5.80	5.92	5.89	5.94	5.98	5.54	12	11	4.69	4.64	4.70	<b>5.06</b>	<b>5.18</b>	<b>5.01</b>	4.89	
Promoting Jobs and Economic Development	Rank order increased										Significantly decreased after increasing In 2006 and 2008						
	5.43	5.50	5.70	5.80	5.77	5.78	5.50	19	12	5.01	5.14	4.80	4.68	<b>5.17</b>	<b>5.30</b>	4.85	
Preserving Open Spaces and Natural Areas	Rank order decreased slightly										Generally increasing with a significant increase since 2004						
	5.98	5.81	5.81	5.82	5.98	6.03	5.50	10	12	4.97	4.70	5.01	<b>5.29</b>	<b>5.58</b>	<b>5.51</b>	<b>5.61</b>	
Providing Opportunities for Leading Healthy, Active Lifestyles	Rank order stable										Decreased						
	*	*	*	*	6.04	5.95	5.42	13	13	*	*	*	*	5.61	5.61	5.51	
Providing Services for Residents in Need	Rank order increased significantly										Increasing since 1998						
	5.77	5.92	5.91	<b>6.07</b>	5.84	5.80	5.32	18	14	4.94	4.84	5.20	5.12	5.14	5.38	5.41	
Building Neighborhood Improvements such as Sidewalks, Crosswalks, and Neighborhood Parks	Rank order stable										Significantly decreased after increasing						
	5.48	5.46	5.73	5.68	<b>5.90</b>	5.84	5.25	16	15	5.03	5.04	5.11	<b>5.34</b>	<b>5.43</b>	<b>5.43</b>	5.14	

Several items increased in importance since 2008 (as indicated by their rank order). Increase in rank order of importance was greatest for:

- Responding to code violations—increasing from 29th most important to 20th most important element of service

At the same time, several other items decreased in importance. Decrease in rank order of importance was greatest for:

- Further developing major parks—decreasing in rank from 17th most important to 23rd most important
- Preventing fires—decreasing from 15th most important to 19th

Increases in satisfaction were greatest for:

- Providing recreation opportunities for youth, seniors, and special-needs populations
- Reducing traffic accidents by enforcing traffic laws

At the same time, decreases in satisfaction were significant for:

- Reducing traffic problems in residential neighborhoods
- Building sidewalks along major roads
- Further development of major parks

**Table 10: Trends in Importance and Satisfaction—Elements of Service Rated as Somewhat Below Average in Importance**

	<u>Importance</u>										<u>Satisfaction</u>						
	1998	2000	2002	2004	2006	2008	2010	Order 2008	Order 2010	1998	2000	2002	2004	2006	2008	2010	
Building or Widening City Roads to Help Ease Traffic Congestion	Rank order decreased										Stable						
	5.90	5.80	6.00	<b>6.11</b>	5.85	5.89	5.20	14	16	4.18	4.43	4.34	<b>4.76</b>	<b>4.80</b>	<b>4.73</b>	<b>4.73</b>	
Reducing Traffic Accidents Through Enforcing Traffic Laws	Rank order increased										Significantly increased, to highest levels ever						
	5.81	5.71	5.87	5.96	5.88	5.78	5.19	19	17	5.17	5.14	5.13	5.30	<b>5.34</b>	5.31	5.47	
Community Policing such as Bike Patrols and Neighborhood Police Officers	Rank order increased										Stable after significant decrease from 2006						
	5.83	5.69	5.72	5.83	5.78	5.63	5.15	21	18	5.08	5.09	5.26	5.25	<b>5.44</b>	5.12	<b>5.14</b>	

	<u>Importance</u>										<u>Satisfaction</u>						
	1998	2000	2002	2004	2006	2008	2010	Order 2008	Order 2010	1998	2000	2002	2004	2006	2008	2010	
Preventing Fires	Rank order decreased significantly										Decreasing slightly						
	5.65	5.76	5.88	5.86	5.77	5.85	5.14	15	19	5.31	5.47	5.51	5.54	<b>5.70</b>	5.51	5.46	
Responding to Code Violations	Rank order increased significantly										Decreasing slightly						
	5.13	5.11	<b>5.35</b>	5.28	5.25	5.04	5.13	29	20	4.74	4.98	4.97	5.09	<b>5.19</b>	5.08	4.99	
Reducing Traffic Problems in Residential Neighborhoods	Rank order increased										Decreasing since 2006						
	5.76	5.52	<b>5.79</b>	5.73	5.56	5.53	5.11	23	21	4.35	4.50	4.50	<b>4.74</b>	<b>4.99</b>	<b>4.73</b>	4.63	
Providing Recreation Programs for Youth, Seniors, and Special-Needs Populations ( <i>New in 2006</i> )	Rank order decreased										Significantly increased						
	*	*	*	*	5.83	5.77	4.99	20	22	*	*	*	*	5.40	5.29	5.51	
Further Developing Major Parks	Rank order decreased significantly										Decreased						
	5.47	5.50	5.66	<b>5.80</b>	<b>5.80</b>	<b>5.81</b>	4.96	17	23	4.76	4.60	4.77	<b>4.99</b>	4.93	5.01	4.91	
Expanding the System of Recreational Trails Within Parks and Between Major Destinations	Rank order stable										Stable						
	5.12	5.20	5.30	5.37	5.50	5.39	4.92	25	24	4.97	5.02	5.09	<b>5.33</b>	<b>5.43</b>	<b>5.44</b>	<b>5.40</b>	
Providing Traffic Patrols in Residential Neighborhoods	Rank order decreased										Significantly increase						
	<b>5.59</b>	5.26	<b>5.59</b>	<b>5.63</b>	<b>5.70</b>	<b>5.61</b>	4.91	22	25	5.11	5.14	5.24	5.20	5.38	5.14	5.35	
Building Additional Sidewalks Along Major Roads	Rank order decreased										Significantly decreased						
	5.32	5.23	5.40	5.50	5.55	5.47	4.81	24	26	4.76	4.60	4.77	<b>4.99</b>	4.93	5.01	4.91	
Responding to Citizen Complaints About Code Violations Like Illegal Housing Additions or Junk Vehicles	Rank order increased										Significantly decreased						
	5.13	5.11	<b>5.35</b>	5.28	5.25	5.04	4.77	29	27	4.74	4.98	4.97	5.09	<b>5.19</b>	5.08	4.99	

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The relative importance of two items (as measured by their rank order) decreased significantly from 2008:

- Making it easier to get information about city services and programs
- Providing outreach and programs to give neighborhoods better access to city services

Satisfaction increased significantly in several areas. The increase was greatest for the city’s support for the arts and sponsorship of community festivals and events.

At the same time, satisfaction decreased significantly for the ease of getting information about city services and programs.

**Table 11: Trends in Importance and Satisfaction—Least Important Elements of Service**

	<u>Importance</u>										<u>Satisfaction</u>						
	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>	<u>Order</u> <u>2008</u>	<u>Order</u> <u>2010</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>	
Promoting Affordable Housing for City Residents	Rank order stable										Decreasing						
	5.35	5.23	5.23	5.34	5.44	5.29	4.59	27	28	3.92	4.02	<b>4.35</b>	<b>4.31</b>	<b>4.43</b>	<b>4.45</b>	4.37	
Building Additional Neighborhood Sidewalks	Rank order decreased										Significantly increased						
	4.94	4.94	<b>5.18</b>	<b>5.29</b>	<b>5.32</b>	<b>5.30</b>	4.52	26	29	4.66	4.59	4.71	<b>4.95</b>	<b>4.96</b>	4.66	4.91	
Making It Easier to Get Information About City Services And Programs	Rank order decreased significantly										Significantly decreased						
	5.32	5.23	5.43	5.42	5.57	5.53	4.50	23	30	4.96	4.96	5.20	5.22	5.39	5.34	5.13	
Providing Outreach and Programs to Give Neighborhoods Better Access to City Services.	Rank order decreased significantly										Significantly increased						
	5.05	5.15	<b>5.30</b>	<b>5.33</b>	<b>5.30</b>	<b>5.29</b>	4.42	27	31	4.93	4.93	5.06	5.12	5.16	5.16	5.34	
Making Improvements for Bicycle Riders	Rank order decreased										Significantly increased						
	4.89	4.82	4.90	5.02	<b>5.23</b>	5.06	4.42	28	31	4.42	4.36	4.57	<b>4.81</b>	4.78	4.63	4.83	
Sponsoring Community Festivals and Events ( <i>New in 2006</i> )	Rank order decreased										Significantly increased						
	*	*	*	*	5.01	4.98	4.07	30	32	*	*	*	*	5.24	5.04	5.50	
Supporting the Arts	Rank order decreased										Significantly increased						
	4.83	4.69	4.85	4.97	4.98	4.78	3.98	31	33	4.90	4.85	5.00	4.84	5.01	5.04	5.53	

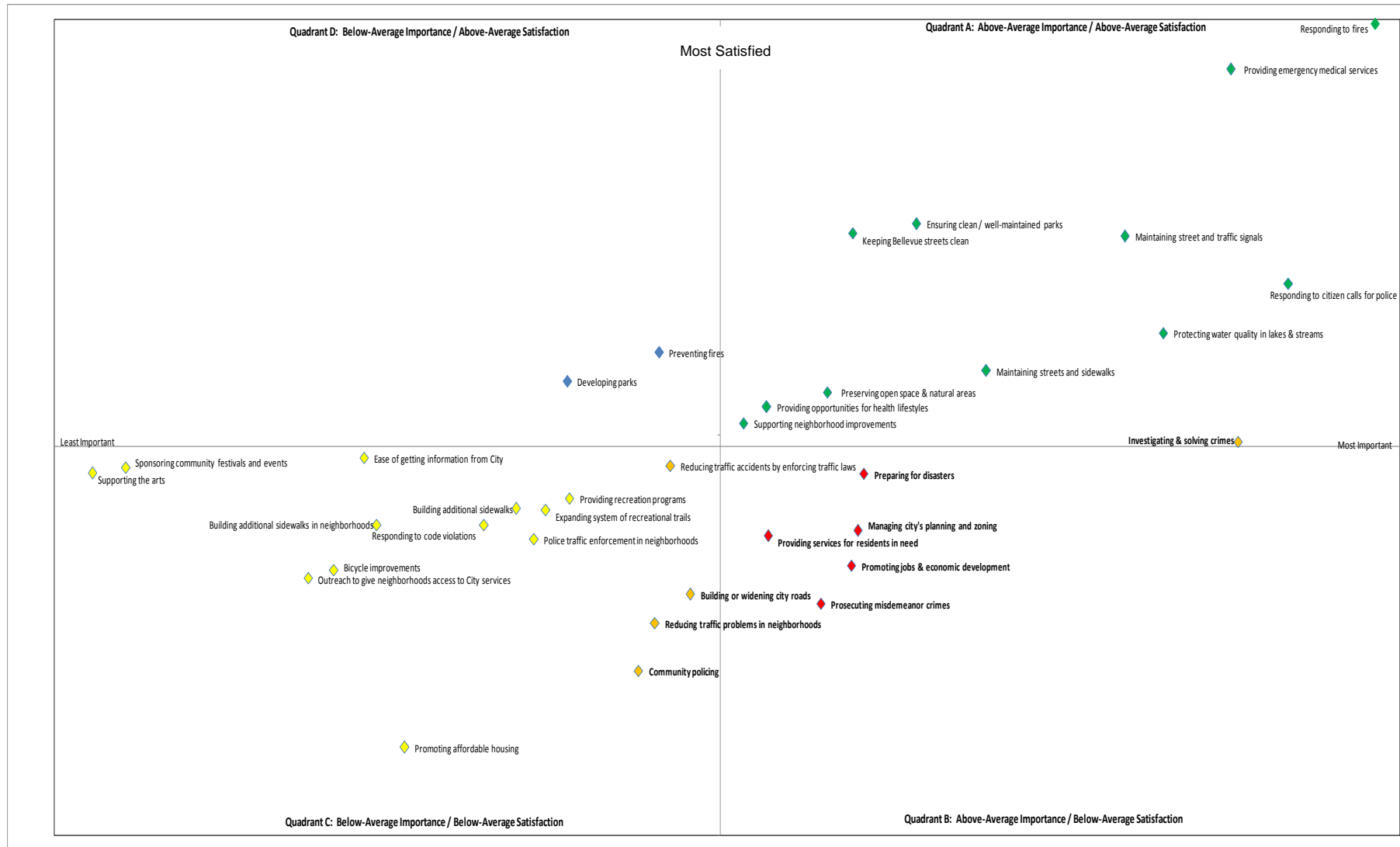
## Quadrant Analysis

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

- **Quadrant A—Above-Average Importance / Above-Average Satisfaction:** This quadrant contains those elements of service that are of above-average importance and for which current perceptions of service are also above average. This quadrant represents Bellevue’s greatest strengths in terms of service delivery. Current levels of service should be maintained for all attributes in this quadrant. Particular attention should be paid to maintaining resources for:
  - Investigating and solving crimes—this attribute has the lowest satisfaction rating of any service in this quadrant and satisfaction is only slightly above average (highlighted in orange in quadrants).
- **Quadrant B—Above-Average Importance / Below-Average Satisfaction:** This quadrant also contains those elements of service that are of above-average importance. However, current perceptions of service are below average. These elements of service should be considered potential problem areas, and resources should be allocated for improvements to improve resident satisfaction:
  - Prosecuting misdemeanor crimes
  - Promoting jobs and economic development
  - Providing services for people in need
  - Managing the city’s planning and zoning
  - Preparing for disasters
- **Quadrant C—Below-Average Importance / Below-Average Satisfaction:** This quadrant contains elements of service for which current perceptions of service are below average. However, they are less important elements of service than those in Quadrant B and should be considered secondary problem areas. If additional resources are available, they should be allocated to the items in this quadrant. Notably, additional resources should be considered for the following items as they are only slightly below average in importance (highlighted as orange in quadrant):
  - Community policing
  - Neighborhood traffic problems
  - Building or widening city roads
  - Reducing traffic accidents
- **Quadrant D—Below-Average Importance / Above-Average Satisfaction:** This quadrant contains those elements of service for which current perceptions of service are above average but that are less important to citizens. Like Quadrant A, this quadrant also represents Bellevue’s strengths. However, these elements are somewhat less important than those strengths noted in Quadrant A. No additional resources should be allocated to items in this area.



Figure 18: Quadrant Analysis



Key: ◆ = Strengths / Maintain Resources; ◆ = Potential Weaknesses / Allocate Resources; ◆ = Areas to Monitor; Yellow = Secondary Weaknesses / Allocate Resources if Available; ◆ = Strengths / Monitor

## **BUDGET PRIORITIES**

### **Overview of Approach**

In the past Budget Surveys, respondents were read a list of six items and asked to indicate which of the items were the most important, second most important, and third most important items for the City to give priority to over the next two years. Results were limited to the frequency of rating each item.

In 2010, an alternative methodology, MaxDiff Scaling, was used. MaxDiff is an approach for obtaining importance scores for multiple items. MaxDiff is more powerful than traditional rating scales or ranking questions as it forces respondents to choose between items much as they would do in real life. As a result, MaxDiff scores demonstrate greater discrimination among items and between respondents on the items than is generally seen with rating scales. In addition, because respondents make choices rather than expressing strength of preference using some numeric scale, there is no opportunity for scale use bias.

For the 2010 budgeting process, Bellevue City Council endorsed seven priorities or outcome areas.

<http://bellevuewa.gov/council-roundup-2-8-10.htm>

These seven areas were used for the survey.

#### **2010 Budget Priorities**

<b>Safe Community</b>
<b>Improved Mobility</b>
<b>Healthy and Sustainable Environment</b>
<b>Responsive Government</b>
<b>Economic Growth and Competitiveness</b>
<b>Quality Neighborhoods</b>
<b>Innovative, Vibrant, and Caring Community</b>

Respondents were presented with a series of seven questions. Each question contained three of the budget items. Respondents were asked to indicate which of the three items was most important and which was least important.

For the phone survey, interviewers read the three budget items and then asked respondents to choose. A sample of the online question is shown.

**For each of the 3 budget items I want you to tell me which of these items is most important and which one is least important.**

<b>Most Important</b>		<b>Least Important</b>
<input type="radio"/>	<b>Safe Community</b>	<input type="radio"/>
<input type="radio"/>	<b>Economic Growth and Competitiveness</b>	<input type="radio"/>
<input type="radio"/>	<b>Responsive Government</b>	<input type="radio"/>

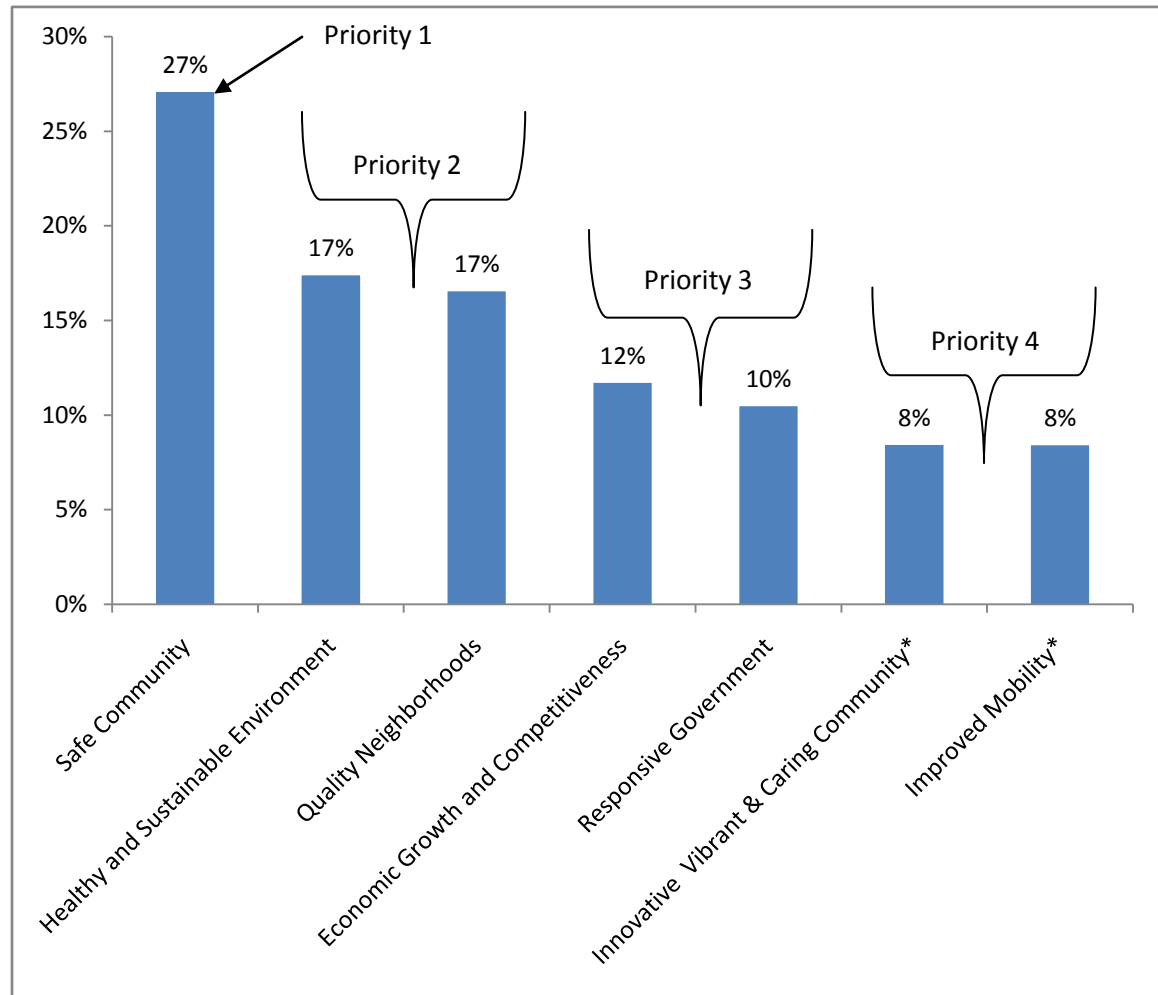
## Results

Two types of analysis result from this exercise. The first is the computation of a scale which represents the allocation of budget across the seven items based on their overall importance to Bellevue residents. Results suggest there are four primary buckets:

- Priority One: Public safety
- Priority Two: Neighborhood quality and the environment
- Priority Three: Economic growth and responsive government
- Priority Four: Mobility and community

Note that in previous budget surveys in which respondents were asked to provide the most important budget priorities, transportation improvements were always highly ranked. It is likely that the use of the broader term “improved mobility” rather than the specific term “improved transportation” may have under-represented the importance of this attribute. As noted on page 24, when asked what the city should improve, transportation improvements were mentioned most often (51%).

**Figure 19: Overall Budget Priorities**



\* While the terms “innovative, vibrant and caring community” and “improved mobility” were used by the city in establishing its budget priorities, these terms may not have been fully understood by respondents.

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The second level of analysis is called TURF Analysis. TURF stands for "total unduplicated reach and frequency." It is an optimization approach for finding a subset of items that are most important to the maximum number of residents.

The idea here is that after allocating the basic budget amount to each of the seven areas to maintain an acceptable level of service, the city may have a limited number of dollars unallocated. Assuming that it is possible to only allocate these remaining dollars to three areas, the city wants to maximize the chance that Bellevue residents will support these additional allocations.

Seven possible combinations appeal to 90 percent or more Bellevue residents.

- Public safety is included in all seven possible combinations and should be a priority for any additional funding.
- A healthy and sustainable environment is included in five of the seven possible combinations and should be considered a second priority for additional funding.
- Economic growth and competitiveness is included in three of the seven possible combinations and thus should be considered as a third priority for additional funding.
- Improved mobility is included in two of the seven possible combinations and thus should be considered a fourth priority for additional funding. As noted above, the use of the term "mobility" rather than "transportation" may not have been fully understood by respondents and as a result the importance of this budget item may be underestimated in this analysis.

**Table 12: Top Budget Priorities for Additional Funding**

<b>Safe Community</b>	<b>Healthy Environment</b>	<b>Economic Growth</b>
<b>Safe Community</b>	Healthy Environment	Quality Neighborhoods
<b>Safe Community</b>	Healthy Environment	Improved Mobility
<b>Safe Community</b>	Healthy Environment	Responsive Government
<b>Safe Community</b>	Healthy Environment	Vibrant Community
<b>Safe Community</b>	Quality Neighborhoods	Economic Growth
<b>Safe Community</b>	Improved Mobility	Economic Growth

## **SPECIAL TOPICS**

### **Traffic and Congestion**

Traffic and congestion has long been an issue for Bellevue residents. Questions are included to solicit resident support for different ways to address this issue. Respondents were asked the extent to which they agree or disagree with four different strategies to minimize the effects of traffic and congestion.

Bellevue residents agree most strongly that the city should work with regional transit agencies to improve local and regional public transportation serving Bellevue. Three out of five residents strongly agree with this strategy. Those segments most likely to support this strategy include:

- Long-term residents—64 percent of those who have lived in Bellevue 10 or more years strongly agree.
- Those between the ages of 55 and 64 and, to a lesser extent, those between the ages of 35 and 54—68 percent and 63 percent strongly agree, respectively.

There is also relatively strongly support for encouraging people to use alternative modes of transportation such as carpooling, vanpooling, or using transit. Support for this strategy is strongest among:

- Those living in East Central Bellevue (98007)—54 percent strongly agree
- Women—49 percent strongly support

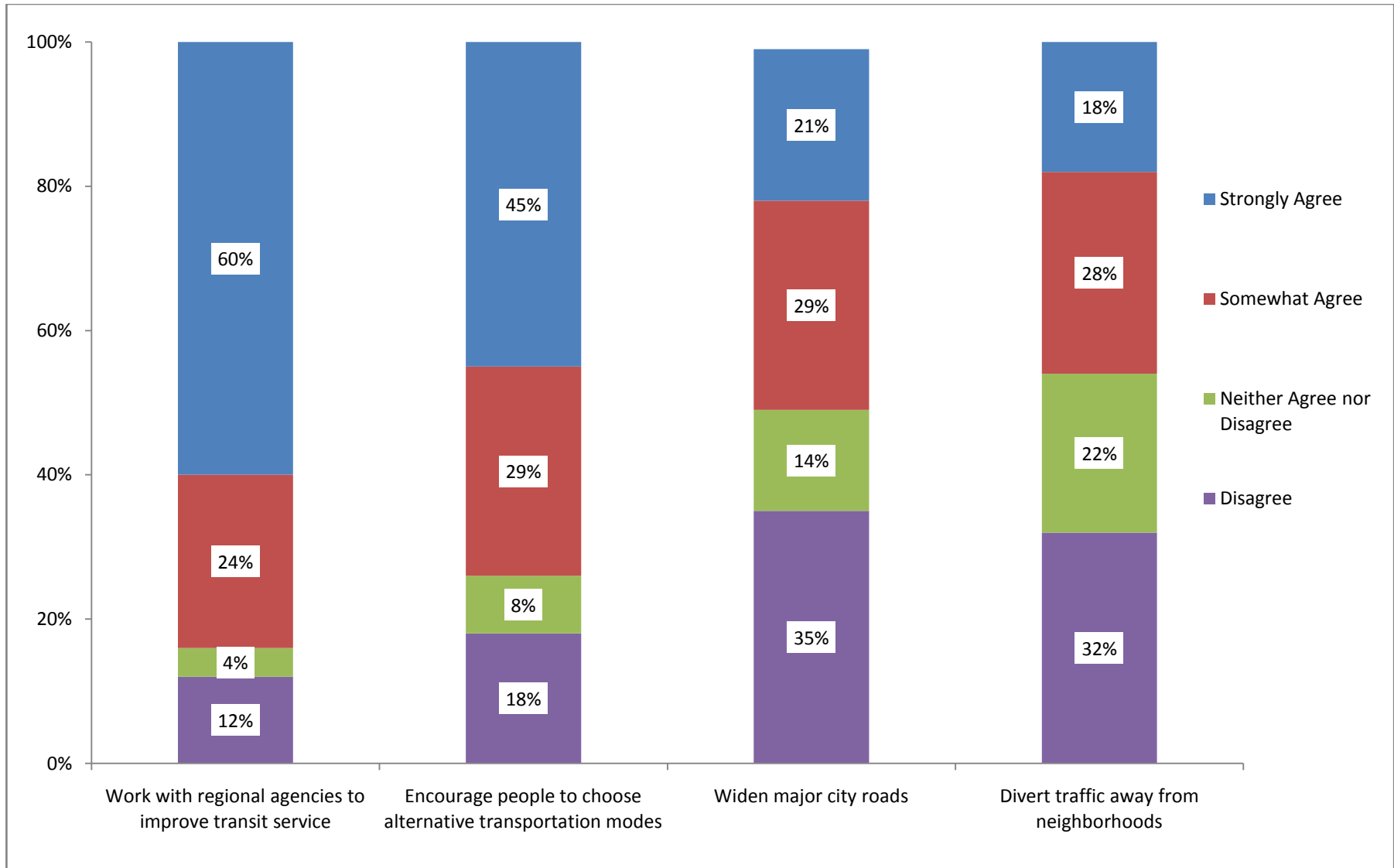
By way of contrast, only two out of five (21%) Bellevue residents support adding additional capacity by widening the roads; an additional 29 percent somewhat agree (total residents who agree equals 50%).

- Those living in East Bellevue (98008) are the most likely to agree (58% agree) that Bellevue should add additional capacity to current roads.

Bellevue residents have mixed opinions as to whether to divert traffic away from local neighborhoods, even if it increases travel time—46 percent agree; 32 percent disagree.

- Those living in South (98006) and East Central (98007) Bellevue are the most likely to disagree (38%) with this strategy to manage traffic.
- Long-term residents (those living in Bellevue 10 or more years) are the most likely to see this as a viable strategy—54 percent agree. On the other hand, 45 percent of those living in Bellevue between 4 and 9 years and 38 percent of those living in Bellevue 3 or fewer years disagree with this strategy.

**Figure 20: Preferred Ways to Manage Increased Traffic Congestion**



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

Base: All respondents (n = 745)

## Environmental Stewardship

As the budget analysis shows, environmental stewardship should be a high priority for the city. Respondents were asked the extent to which they agree or disagree with four statements regarding environmental stewardship.

It is clear that Bellevue residents strongly feel that safe drinking water and clean air are critical components of the environment.

- Safe drinking water and clean air are important citywide. However, an above-average percentage (16%) of respondents in East Bellevue (98008) disagree with this statement.

At the same time, there appears to be room for improvement in the extent to which the city facilitates and encourages sustainable practices in the community.

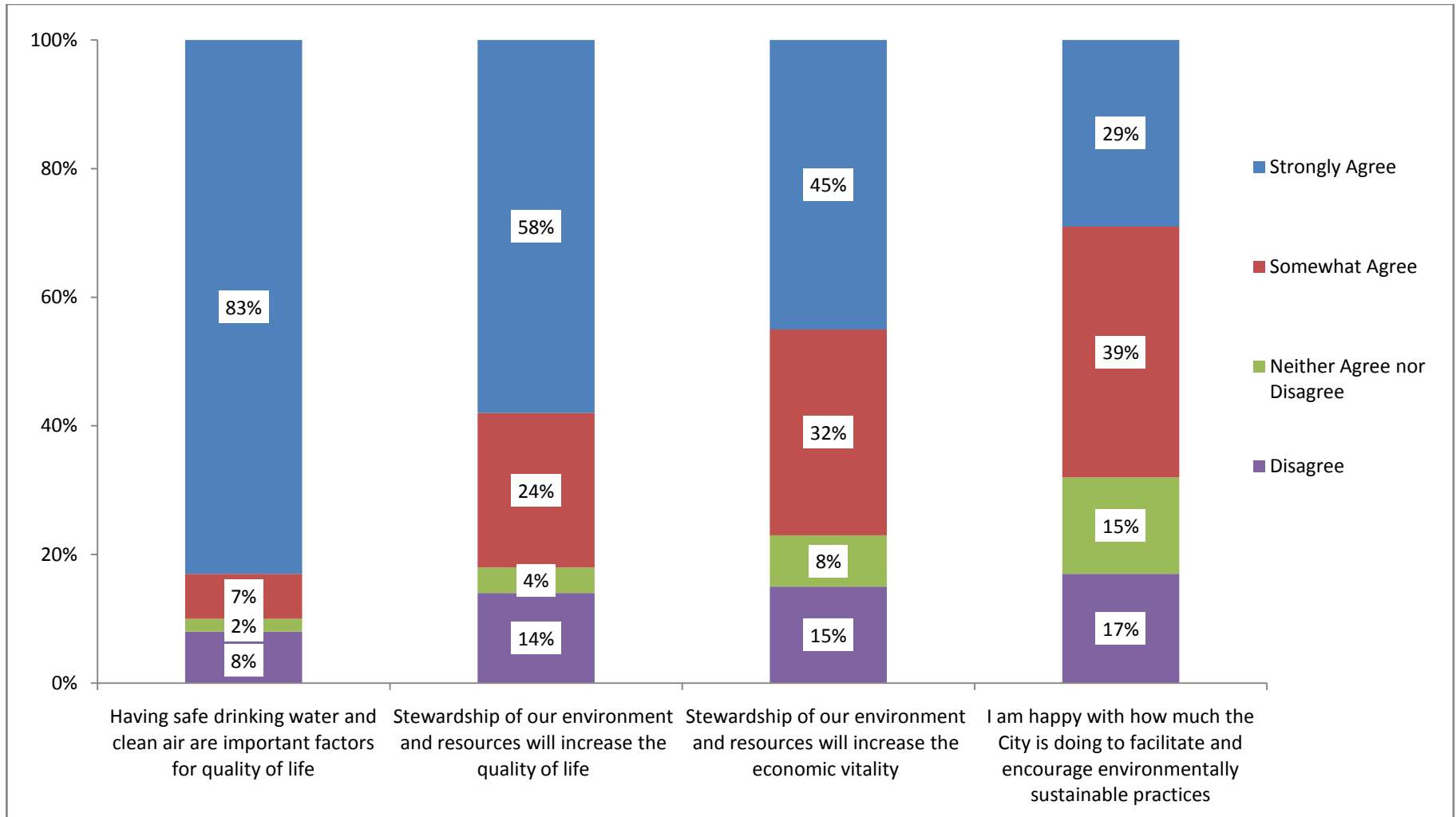
- Those under the age of 35 are the most likely to strongly agree (37%) that Bellevue is doing enough in this regard. On the other hand, those between the ages of 55 and 64 are only somewhat likely to agree (48%) with this statement.

Residents recognize that careful and balanced stewardship of the environment is important to the quality of life and, to a somewhat lesser extent, economic vitality of Bellevue.

- Women are more likely than men to feel that careful and balanced stewardship of the environment is important to the economic vitality of Bellevue—51 percent of women strongly agree compared to 39 percent of men.



**Figure 21: Support for Environmental Stewardship**



Q5-Q6—Please tell me how much you agree or disagree with the following statements.  
 Base: All respondents (n = 745)

**Police and Safety**

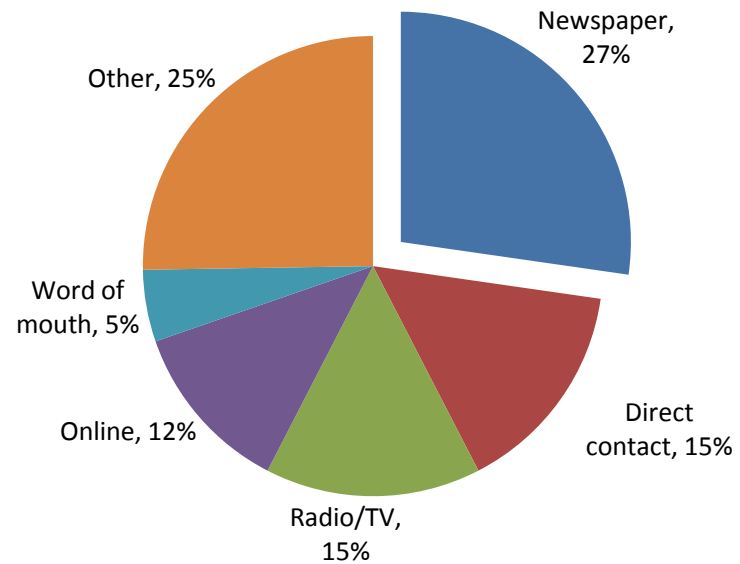
Public safety is clearly the number one priority for Bellevue residents. Respondents were asked a series of follow-up questions to determine their interactions with and attitudes toward the Bellevue police department.

**Sources of Information About Bellevue Police Department**

The largest proportion of residents (27%) primarily gets their information regarding the Bellevue police department from the newspaper. Direct contact (15%), radio and television (15%), and online (12%) are also fairly common sources of information about the Bellevue police.

- Residents under the age of 35 (11%) are significantly less likely than all other age segments (25% or more) to get their information about the Bellevue police department primarily from the newspaper. The most common source of information among this age group is the Internet (24%).

**Figure 22: Information About Bellevue Police Department**



Q7G—What would you say is your primary source of information about the Bellevue police department and its officers?

Base: All respondents (n = 745)

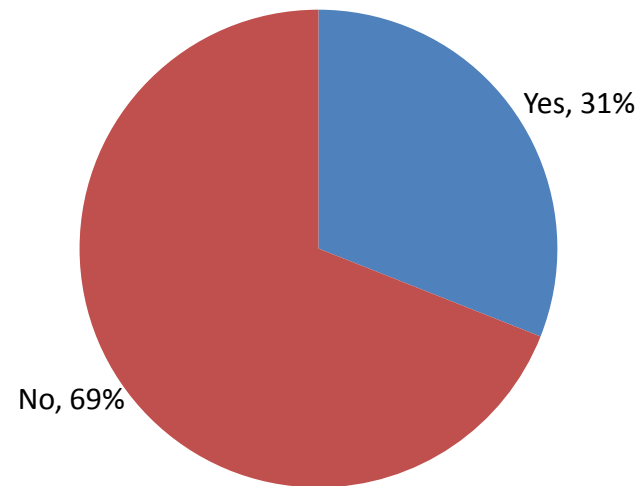
**Contact with Bellevue Police Department**

Thirty-one percent of Bellevue residents report having recent contact with the Bellevue police department.

- Police contact is particularly common among residents of East Bellevue (98008).

Though very few significant differences are seen across demographic subpopulations in terms of police contact, residents 65 years of age and older (35%) are the most likely to report that they have had contact with Bellevue police in the past 12 months, a significantly higher proportion than those under 35 (24%).

**Figure 23: Contact with the Bellevue Police Department**



**Table 13: Contact with the Bellevue Police Department by City Sector**

	West (98004)	West Central (98005)	South (98006)	East Central (98007)	East (98008)
Yes	31%	33%	24%	29%	42%
No	69%	67%	76%	71%	58%

*Q7H—Have you had any contact with the Bellevue Police Department in the past 12 months?  
Base: All respondents (n = 745)*

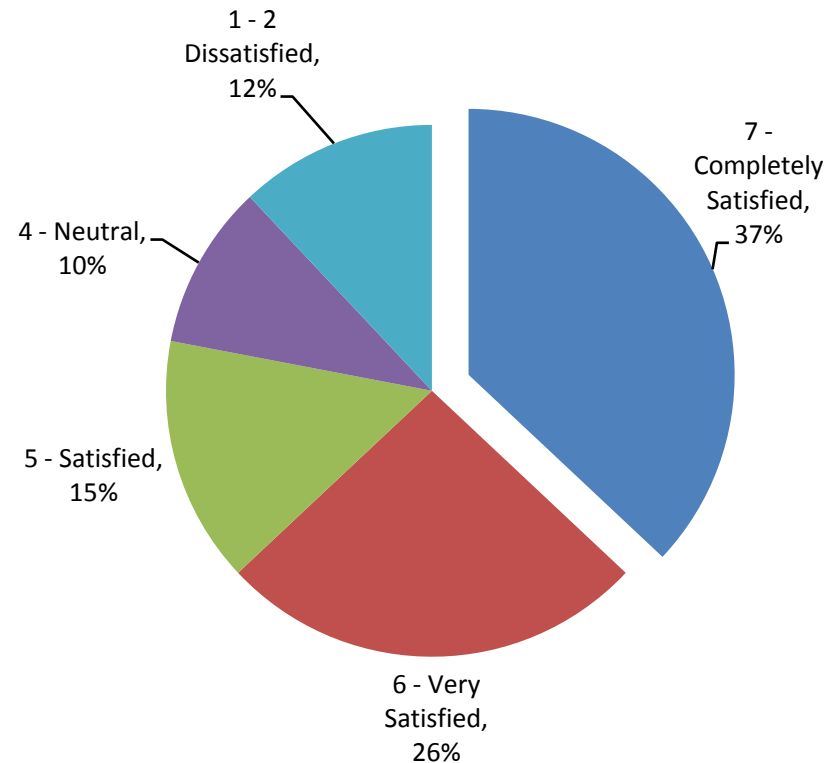
### Satisfaction with the Bellevue Police Department

Residents who indicated that they had indeed had contact with the police in the past 12 months (31%) were then asked to rate their overall satisfaction with the quality of services provided by the Bellevue police department on a 7-point scale.

Roughly one-third (63%) of residents report that they are either completely (37%) or very (26%) satisfied with the quality of services provided by the Bellevue police department.

- Residents 65 years of age and older (60%) are nearly twice as likely as any other age group (31% or less) to indicate that they are completely satisfied with the services provided by the Bellevue police department.
- Those between the ages of 55 and 64 give the police department the lowest overall ratings due primarily to a higher percentage of neutral ratings.
- Those under 35 also give somewhat lower ratings due to a high percent of those saying they are just “satisfied.”

Figure 24: Overall Satisfaction with the Bellevue Police Department



Q8—Overall, how satisfied are you with the quality of services provided by the Bellevue Police Department?

Base: Respondents who have had contact with the Bellevue Police Department in the past 12 months (n = 230)

Table 14: Satisfaction with Police Department by Age

	< 35	35 to 54	55 to 64	65 Plus
7 (Completely Satisfied)	31%	30%	27%	<b>60%</b>
6 (Very Satisfied)	21%	27%	30%	26%
5 (Satisfied)	<b>24%</b>	<b>19%</b>	7%	7%
4 (Neutral)	6%	<b>11%</b>	<b>21%</b>	2%
1–3 (Dissatisfied)	19%	13%	17%	5%
Mean	5.24	5.33	5.20	6.32

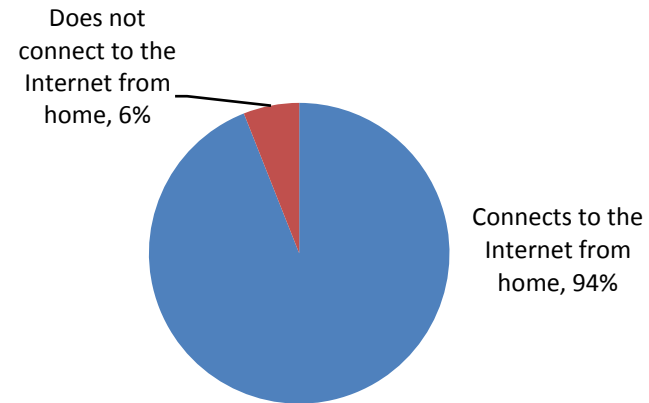
## Internet Access and Social Media

### Internet Access

Nearly all (94%) Bellevue residents connect to the Internet from home.

- Income is an important determinant of Internet connectivity, as those who have an annual household income of under \$35,000 are significantly more likely than those who make \$35,000 or more to report that they do not access the Internet from home (18% compared to 3% or less for all other measured income segments). Furthermore, nearly all Bellevue residents who have household incomes of \$75,000 or more connect to the Internet from home.
- Apart from this difference between income groups, no significant differences are seen across demographic groups in terms of home Internet connectivity.

**Figure 25: Internet Connectivity at Home**



**Table 15: Internet Connectivity at Home by Income**

	Under \$35,000	\$35,000 to \$75,000	\$75,000 to \$150,000	Over \$150,000
Yes	82%	97%	100%	100%
No	18%	3%	<1%	0%

NET3 – Do you or does anyone in this household connect to the Internet from home?

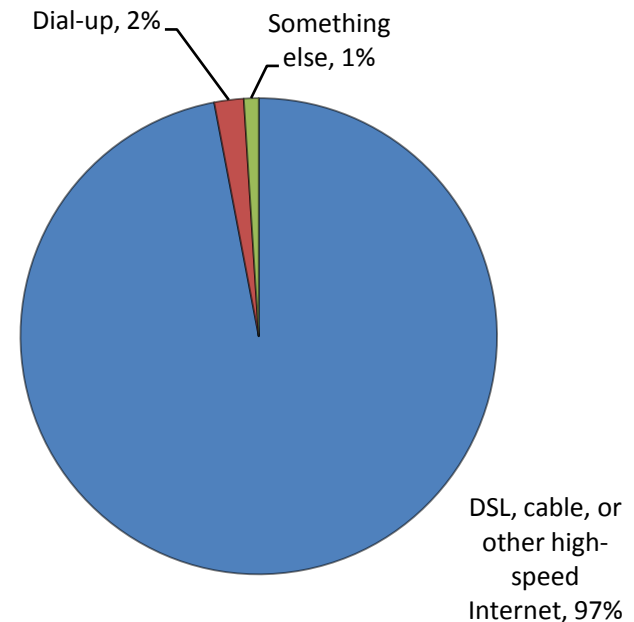
Base: All respondents (n=745)

### Type of Internet Access

Nearly all (97%) of residents who access the Internet from home do so with a DSL, cable, or other high-speed connection. Only one in 50 (2%) residents who use the Internet at home do so with a dial-up connection.

- Residents 65 years of age and older (92%) are significantly less likely than all other measured age groups (98% or higher) to use a high-speed Internet at home.
- Residents with children in the household (99%) show a significantly higher level of high-speed Internet access at home than those without children (96%).
- Access to the Internet is also related to income—those with household incomes below \$35,000 are significantly less likely to have high-speed access.

**Figure 26: Type of Internet Access**



**Table 16: Demographics and High Speed Internet Access**

	% w/ High-Speed Internet
<b>Age</b>	
35 or Younger	99%
35 to 54	98%
55 to 64	98%
65 and Older	92%
<b>Children in Household</b>	
Yes	99%
No	96%
<b>Income</b>	
\$150,000 or More	100%
\$75,000 to \$150,000	99%
\$35,000 to \$75,000	96%
Under \$35,000	87%

NET4—Do you or does anyone in this household currently access the Internet from home using...

Base: Respondents who access in the Internet from home (n = 696)

## Social Media

One out of three (34%) Bellevue residents do not use any social networking websites. Those used most often include:

- Facebook—56 percent of all Bellevue residents
- LinkedIn—38 percent of all Bellevue residents

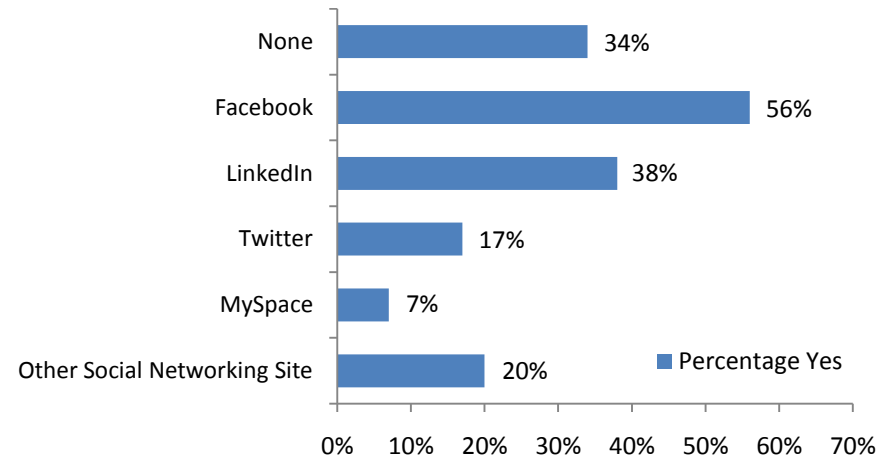
Facebook usage is very common among younger residents, with nearly nine out of 10 (85%) of those under 35 reporting that have used it in the past year, a significantly higher proportion than seen among all other measured age groups (61% or less). Only one in four (25%) residents 65 or over have used it in the last year.

Males (44%) are significantly more likely than females (33%) to have used LinkedIn over the past year, while females (60%) are significantly more likely than males (51%) to use Facebook.

Both Facebook and LinkedIn usage are significantly more common among parents (65% and 53%, respectively) than among those without children (52% and 33%, respectively).

Just over two in five (42%) of residents who have used a social networking site in the past 12 months report that they would interesting in using social media to communicate with the city. This equates to a total of 28 percent of all Bellevue residents, or 26,032 residents.

**Figure 27: Social Networking Sites Used**

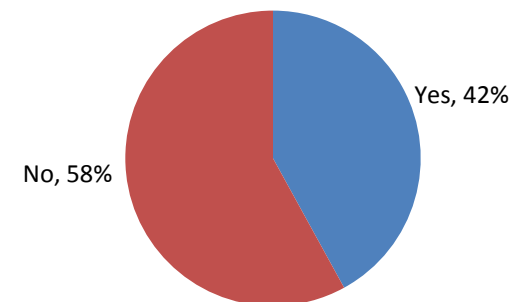


Q59—Which of the following social networking sites have you used in the past 12 months?

Base: All respondents (n = 745)

Note: Sums to over 100% due to multiple responses being permitted.

**Figure 28: Using Social Networking to Communicate with the City**



Q60—Would you want to be provided with information and be able to communicate with the City via social networking sites such as Twitter, Facebook, MySpace or LinkedIn?

Base: Respondents who used at least one social networking site in the past 12 months (n = 489)

**APPENDIX**

**Questionnaire**

**City of Bellevue  
BUDGET SURVEY**

INTROTEL Hello. This is \_\_\_\_\_ with Opinion Research Corporation, calling on behalf of the City of Bellevue. Recently you received a letter notifying you that your household has been randomly selected from among all households in Bellevue to participate in a brief, but very important study for the City. We are contacting you today to complete this survey. Your input will be used to help the City build its budget for 2010 to 2011.

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, I need to ask to speak with the youngest [RANDOM SELECTION OF MALE / FEMALE/YOUNGEST] **head** of household who is age 18 or older?

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

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

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

**INTRODUCTION/SCREENING QUESTIONS**

- SCR1 To confirm are you an adult head of the household and 18 years of age or older?
- 1 YES
  - 2 NO ONE IN HOUSEHOLD IS 18 OR OLDER [SKIP TO THANK2, DISPOS=22]
  - 3 NO [ASK TO SPEAK TO AN ADULT 18 OR OLDER.]
  - 9 DON'T KNOW/REFUSED [SKIP TO THANK8, DISPOS=8]



- PRESCR Do you live in Bellevue or...  
(If census block ID = 247023, 247024 or 247025) Newcastle?  
(If census block ID = 250033 or 250034) Issaquah?  
(If census block ID = 250041 or 250043) somewhere else in King County?
1. Bellevue
  2. Newcastle [SKIP TO THANK 4]
  3. Issaquah [SKIP TO THANK 4]
  4. Somewhere else in King County [SKIP TO THANK 4]
  5. DON'T KNOW [SKIP TO THANK 8]
  6. REFUSED [SKIP TO THANK 8]
- PRESCR1 (IF CENSUS BLOCK STRADDLES TWO CITIES) What City do you live in?
- 1 Bellevue
  - 2 Other (SKIP TO THANK 4)
- PRESCR Have you participated in a survey for the City of Bellevue within the past 6 months?
- 1 YES [SKIPTO THANK29 – DISPOS = 29]
  - 2 NO [CONTINUE]
  - 8 DON'T KNOW [CONTINUE]
  - 9 REFUSED [SKIPTO THANK8 – DISPOS=8]
- SCR 2 How many years have you lived in Bellevue?  
**[IF LESS THAN 6 MONTHS, ENTER "0"]**  
**[IF 6 MONTHS TO 1 YEAR, ENTER "1"]**
- \_\_\_ ENTER NUMBER OF YEARS LIVED IN BELLEVUE
- 998 DON'T KNOW
- 999 REFUSED
- SCR3A Do you own or rent your residence?
- 1 OWN
  - 2 RENT
  - 8 DON'T KNOW

- Q2 Do you live in an . . . [READ LIST AND SELECT ONE]
- 1 Apartment, [MULTI-FAMILY]
  - 2 A one family house detached from any other house, [SINGLE-FAMILY]
  - 3 Trailer or mobile home, [SINGLE-FAMILY SEPARATE]
  - 4 Townhouse, or [MULTI-FAMILY SEPARATE]
  - 5 Condominium? [MULTI-FAMILY]
  - 6 OTHER - SPECIFY [CODE AS APPROPRIATE [SINGLE-FAMILY SEPARATE]
  - 7 DON'T KNOW [PROBE: Which of these best describes the home in which you live?] [SKIP TO THANK8, DISPOS=8]
  - 8 REFUSED [SKIP TO THANK8, DISPOS=8]
- Q76 Just to make sure that our study is representative of the City of Bellevue, may I please have your age?
- \_\_\_\_ ENTER AGE
- 998 DON'T KNOW
  - 999 REFUSED
- Q76A **[ASK IF Q76 = 998 OR 999]** Which of the following categories does your age fall into? [READ OPTIONS]
- 1 18-24
  - 2 25-34
  - 3 35-44
  - 4 45-54
  - 5 55-64
  - 6 65-74
  - 7 75-84, or
  - 8 85 or over?
  - 98 DON'T KNOW
  - 99 REFUSED
- Q80 [RECORD RESPONDENT'S GENDER]
- 1 MALE
  - 2 FEMALE

[QAL STATEMENT HERE]

[IF (Q2 = 1, 4 or 5) AND Q80=1] QUOTA = MULTI-FAMILY MALE, N=91

[IF (Q2 = 1, 4 or 5) AND Q80=2] QUOTA = MULTI-FAMILY FEMALE, N=91

[IF (Q2 = 2, 3 or 6) AND Q80=1] QUOTA = SINGLE-FAMILY MALE, N=111

[IF (Q2 = 2, 3 or 6) AND Q80=2] QUOTA = SINGLE-FAMILY FEMALE, N=111

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

QA1 How do you rate the quality of life in Bellevue? Would you say...

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

QA1a [IF QA1 = 1] What is the single most important reason that you feel Bellevue is an excellent place to live?

**[OPEN-END] [ACCEPT SINGLE RESPONSE – PROBE IF NO RESPONSE GIVEN]**

QA1b [IF QA1 = 2] In your opinion, what would need to change or improve for the quality of life in your neighborhood to be excellent?

**[OPEN-END] [ACCEPT SINGLE RESPONSE – PROBE IF NO RESPONSE GIVEN]**

QA1c [IF QA1 = 3, 4 OR 5] In your opinion, what would need to change or improve for the quality of life in Bellevue to be good or excellent?

**[OPEN-END] [PROBE TO CLARIFY]**

ORC2 Still thinking about the overall quality of life in Bellevue, would you consider it to be close to your ideal or not close to your ideal? Use a 5-point scale where “1” means it is “not at all close to your ideal” and “5” means “it is ideal.”

- 1 NOT AT ALL CLOSE TO IDEAL
- 2
- 3
- 4
- 5 IDEAL
- 98 DON'T KNOW
- 99 PREFER NOT TO ANSWER

ORC 3 Would you say that for the City as a whole, things are generally headed in the right or wrong direction?

- 1 RIGHT DIRECTION
- 2 WRONG DIRECTION
- 8 DON'T KNOW
- 9 REFUSED

**ORC 3A** [ASKIF: ORC3 EQ 1] Would that be strongly or somewhat headed in the *right direction*?

- 1 STRONGLY RIGHT DIRECTION
- 2 SOMEWHAT RIGHT DIRECTION
- 8 DON'T KNOW
- 9 REFUSED

Q3B [ASKIF: ORC3 EQ 2] Would that be strongly or somewhat headed in the *wrong direction*?

- 1 STRONGLY WRONG DIRECTION
- 2 SOMEWHAT WRONG DIRECTION
- 8 DON'T KNOW
- 9 REFUSED

ORC4 The City of Bellevue provides its citizens with a wide range of services..

How would you rate the overall quality of services provided by the City of Bellevue? [REREAD SCALE AS NECESSARY: Please use a five-point scale where “1” means the quality of services “does not meet your expectations at all” and “5” means the quality of services “greatly exceeds your expectations.”]

- 1 DOES NOT MEET EXPECTATIONS AT ALL
- 2
- 3
- 4
- 5 GREATLY EXCEEDS EXPECTATIONS
- 98 DON'T KNOW
- 99 PREFER NOT TO ANSWER

Q1 Considering the City as a whole, what, if anything, is the biggest problem you feel the City should do something about over the next two years?

[OPEN-END] [ACCEPT SINGLE RESPONSE – PROBE IF NO RESPONSE GIVEN]

Q1b How do you rate the quality of life in your own neighborhood? Would you say...

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

Q1c [IF Q1B EQ 1] What is the single most important reason that you feel Bellevue is an excellent place to live?

[OPEN-END] [ACCEPT SINGLE RESPONSE – PROBE IF NO RESPONSE GIVEN]

Q1d [IF Q1B = 2] In your opinion, what would need to change or improve for the quality of life in your neighborhood to be excellent?

[OPEN-END] [PROBE TO CLARIFY] [PROBE ONCE FOR ANY OTHER REASONS]

Q1e [IF Q1B = 3, 4 OR 5] In your opinion, what would need to change or improve for the quality of life in your neighborhood to be good or excellent?

[OPEN-END] [PROBE TO CLARIFY] [PROBE ONCE FOR ANY OTHER REASONS]

Q3 What, if anything, is the biggest problem IN YOUR NEIGHBORHOOD that you feel the City should do something about over the next two years?

**[OPEN-END] [PROBE TO CLARIFY]**

**Q5INTRO** Please tell me if you “strongly agree”, “somewhat agree”, “neither agree nor disagree”, “somewhat disagree”, or “strongly disagree” with the following statements.

Q5. Careful and balanced stewardship of our natural environment and natural resources will result in a long term increase in the quality of life of Bellevue.

- 1 STRONGLY DISAGREE
- 2 SOMEWHAT DISAGREE
- 3 NEITHER AGREE NOR DISAGREE
- 4 SOMEWHAT AGREE
- 5 STRONGLY AGREE
- 8 DON'T KNOW
- 9 REFUSED

Q5a. Careful and balanced stewardship of our natural environment and natural resources will result in a long term increase in the economic vitality of Bellevue.

- 1 STRONGLY DISAGREE
- 2 SOMEWHAT DISAGREE
- 3 NEITHER AGREE NOR DISAGREE
- 4 SOMEWHAT AGREE
- 5 STRONGLY AGREE
- 8 DON'T KNOW
- 9 REFUSED

Q5b. I am happy with how much the City is doing at facilitating and encouraging environmentally sustainable practices in the community.

- 1 STRONGLY DISAGREE
- 2 SOMEWHAT DISAGREE
- 3 NEITHER AGREE NOR DISAGREE
- 4 SOMEWHAT AGREE
- 5 STRONGLY AGREE
- 8 DON'T KNOW
- 9 REFUSED

Q6. Having safe drinking water and clean air are important factors in your quality of life in Bellevue.

- 1 STRONGLY DISAGREE
- 2 SOMEWHAT DISAGREE
- 3 NEITHER AGREE NOR DISAGREE
- 4 SOMEWHAT AGREE
- 5 STRONGLY AGREE
- 8 DON'T KNOW
- 9 REFUSED

INTPD The next few questions are about the Bellevue Police Department.

Q7G. What would you say is your primary source of information about the

Bellevue police department and its officers?

**[DO NOT READ LIST - SELECT PRIMARY SOURCE OF INFORMATION]**

- 1 WORD OF MOUTH: FRIENDS / FAMILY / CO-WORKERS
- 2 NEWSPAPER (SPECIFY: \_\_\_\_\_)
- 3 RADIO TELEVISION
- 4 CONTACT DIRECTLY WITH THE POLICE
- 5 ONLINE / INTERNET
- 6 MAILER / FLYER / SOMETHING IN THE MAIL
- 7 OTHER (SPECIFY: \_\_\_\_\_)
- 8 DON'T RECALL
- 88 DON'T KNOW
- 99 REFUSED

Q7H. Have you had any contact with the Bellevue Police Department in the past 12 months?

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

Q8. (If Q7H =1, ASK) Overall, how satisfied are you with the quality of services provided by the Bellevue Police Department? Would you say 7 meaning "completely satisfied," 1 meaning "not at all satisfied," or some number in between?

- 1 NOT AT ALL SATISFIED
- 2
- 3
- 4
- 5
- 6
- 7 COMPLETELY SATISFIED
- 8 DON'T KNOW
- 9 REFUSED

**PRIORITIES FOR CITY SERVICES**

INTRO A Next, I'm going to read you a list of services and facilities provided by the City.

I would like you to tell me how important it is that the City provide each of these services and facilities For each please use a 1 to 7 scale, with 1 meaning "not at all important" and 7 meaning "extremely important."

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

**GO OVER THE BELOW DURING TRAINING AND PROVIDE TO DCS ON PAPER IF NECESSARY:**

[IF RESPONDENT SAYS "IT DEPENDS": Then thinking about [this item] in general, how important is it to you?/How satisfied are you with the job the City is doing on this?]

**[ROTATE ALL 11a – 51c]**



**Q11a Responding to citizens' complaints about code violations like illegal housing additions or junk vehicles?**

- 1 NOT AT ALL IMPORTANT
- 2
- 3
- 4
- 5
- 6
- 7 EXTREMELY IMPORTANT
- 8 DON'T KNOW
- 9 REFUSED

Q12a Promoting affordable housing for City residents

Q14a Preventing fires through public education and safety inspections

Q15a Responding to fires

Q17a Providing emergency medical services such as Medic One

Q18a Preparing for disasters, such as earthquakes and major storms

**RECREATION**

NOTE: This section is split into two parts: Q20C-Q27A & Q28A-Q30A, noted by the line. Respondents will randomly get one of the two sections.

Q20c Providing recreation programs for youth, seniors, and special needs populations such as the disabled

Q21c Providing opportunities for individuals to lead healthy and active lifestyles, including ball fields, trails, swimming . etc.

Q22c Sponsoring community festivals and events in the City and its neighborhoods

Q25a Ensuring clean and well-maintained parks and park facilities

Q27a Further developing major parks serving all areas of the City, such as the Downtown Park, Botanical Garden, and Crossroads Park.

Q28a Providing services for residents in need, such as support for crisis hot lines, local food banks, and help to victims of domestic violence. **[NOTE: MOVE TO “OTHER CATEGORY in Final Report”]**

Q29a Preserving open spaces and natural areas for people, fish, birds, and other animals

Q29c Protecting water quality in Bellevue's lakes and streams

Q30a Expanding the system of recreational trails within parks and between major destinations.

Q33a Managing the City's physical development through planning and zoning.

Q34a Promoting jobs and economic development.

Q35a Making it easier to get information about City services and programs.

Q36a Building neighborhood improvements, such as sidewalks, crosswalks and neighborhood parks.

Q37a Community policing, such as bike patrols and neighborhood police officers.

Q38a Responding to citizen calls for police assistance.

Q39a Reducing traffic accidents through enforcing traffic laws.

Q40a Investigating and solving crimes.

Q40c **[THIS ITEM MUST ALWAYS FOLLOW INVESTIGATING AND SOLVING CRIMES]**

Prosecuting misdemeanor and gross misdemeanor crimes committed in Bellevue, such as: thefts of less than \$250 in value, driving under the influence of alcohol or driving with a suspended license, and misdemeanor assaults involving domestic violence.

**[If the respondent say's "don't know" when asked to provide an importance rating or asks for clarification, read following statement and probe again for an importance rating:] "I can tell you that the County is responsible for handling prosecution of all felony crimes in King County while prosecution of misdemeanors that occur in cities is handled by cities. Given this, how important is it that the City is prosecuting misdemeanor crimes committed in Bellevue?"**

Q42a Maintaining existing streets and sidewalks.

Q43a Building or widening City roads to help ease traffic congestion.

Q44a Building additional neighborhood sidewalks.

Q45a Building additional sidewalks along major roads.

Q46a Making improvements for bicycle riders.

Q47a Reducing traffic problems in residential neighborhoods.

Q48a Keeping Bellevue streets clean.

Q49a Supporting the arts.

Q50a Maintaining street lights and traffic signals.

Q51a Providing outreach and programs to give neighborhoods better access to City services.

Q51c Providing police traffic enforcement in residential neighborhoods

INTRO B [READ] Now I would like you to tell me satisfied you are with each. Again, each will use a 1 to 7 scale, with 1 meaning “not at all satisfied” and 7 meaning “ completely satisfied.”

[IF NECESSARY: I understand that you may not have personal experience with this, however to preserve the validity of the survey we are required to ask everyone the same questions. If you do not know, please feel free to say so. However, please keep in mind that your answers do not need to be based on personal experience with each item, but may be based on your general perceptions.]

**[PROGRAMMER NOTE: ROTATE ALL, 11B – 51D]**

Q11b Responding to citizens’ complaints about code violations like illegal housing additions or junk vehicles?

- 1 NOT AT ALL SATISFIED
- 2
- 3
- 4
- 5
- 6
- 7 COMPLETELY SATISFIED
- 8 DON'T KNOW
- 9 REFUSED

Q12b Promoting affordable housing for City residents

Q14b Preventing fires through public education and safety inspections

Q15b Responding to fires

Q17b Providing emergency medical services such as Medic One

Q18b Preparing for disasters, such as earthquakes and major storms

## **RECREATION**

NOTE: This section is split into two parts: Q20D-Q27B & Q28B-Q30B, noted by the line. Respondents will randomly get one of the two sections.

Q20d Providing recreation programs for youth, seniors, and special needs populations such as the disabled

Q21d Providing opportunities for individuals to lead healthy and active lifestyles, including ball fields, trails, swimming . etc.

Q22d Sponsoring community festivals and events in the City and its neighborhoods

Q25b Ensuring clean and well-maintained parks and park facilities

Q27b Further developing major parks *servicing all areas of the City*, such as the Downtown Park, Botanical Garden, and Crossroads Park.

Q28b Providing services for residents in need, such as support for crisis hot lines, local food banks, and help to victims of domestic violence.

Q29b Preserving open spaces and natural areas for people, fish, birds, and other animals

Q29d Protecting water quality in Bellevue's lakes and streams

Q30b Expanding the system of recreational trails within parks and between major destinations.

Q33b Managing the City's physical development through planning and zoning.

Q34b Promoting jobs and economic development.

Q35b Making it easier to get information about City services and programs.

- Q36b Building neighborhood improvements, such as sidewalks, crosswalks and neighborhood parks.
- Q37b Community policing, such as bike patrols and neighborhood police officers.
- Q38b Responding to citizen calls for police assistance.
- Q39b Reducing traffic accidents through enforcing traffic laws.
- Q40b Investigating and solving crimes.
- Q40d **[THIS ITEM MUST ALWAYS FOLLOW INVESTIGATING AND SOLVING CRIMES]**  
Prosecuting misdemeanor and gross misdemeanor crimes committed in Bellevue, such as: thefts of less than \$250 in value, driving under the influence of alcohol or driving with a suspended license, and misdemeanor assaults involving domestic violence.
- Q42b Maintaining existing streets and sidewalks.
- Q43b Building or widening City roads to help ease traffic congestion.
- Q44b Building additional neighborhood sidewalks.
- Q45b Building additional sidewalks along major roads.
- Q46b Making improvements for bicycle riders.
- Q47b Reducing traffic problems in residential neighborhoods.
- Q48b Keeping Bellevue streets clean.
- Q49b Supporting the arts.
- Q50b Maintaining street lights and traffic signals.
- Q51b Providing outreach and programs to give neighborhoods better access to City services.
- Q51d Providing police traffic enforcement in residential neighborhoods

**BUDGET PRIORITIES**

MD1 – MD21 [PROGRAM AS MAX DIFF] Next I am going to ask you to tell me what you feel are the most and least important areas for budgeting. For each question I am going to read [show] you three budget items and I want you to tell me which of these items is “most important” and which one is “least important.”

**[RESPONDENT WILL BE RANDOMLY ASSIGNED TO ONE OF THREE GROUPS, AND SHOWN SEVEN SCREENS – MAX DIFF ATTRIBUTES ARE AS FOLLOWS:]**

- 1 Responsive Government
- 2 Healthy and Sustainable Environment
- 3 Innovative, Vibrant & Caring Community
- 4 Quality Neighborhoods
- 5 Safe Community
- 6 Improved Mobility
- 7 Economic Growth and Competitiveness

	Group 1 (MD1 – MD7)	Group 2 (MD8 – MD14)	Group 3 (MD15 – MD21)
Screen 1	5 Safe Community 7 Economic Growth and Competitiveness 1 Responsive Government	3 Innovative, Vibrant & Caring Community 1 Responsive Government 5 Safe Community	1 Responsive Government 3 Innovative, Vibrant & Caring Community 4 Quality Neighborhoods
Screen 2	4 Quality Neighborhoods 5 Safe Community 6 Improved Mobility	7 Economic Growth and Competitiveness 4 Quality Neighborhoods 6 Improved Mobility	6 Improved Mobility 1 Responsive Government 2 Healthy and Sustainable Environment
Screen 3	7 Economic Growth and Competitiveness 2 Healthy and Sustainable Environment 5 Safe Community	4 Quality Neighborhoods 7 Economic Growth and Competitiveness 1 Responsive Government	4 Quality Neighborhoods 6 Improved Mobility 5 Safe Community

Screen 4	6 Improved Mobility 1 Responsive Government 2 Healthy and Sustainable Environment	5 Safe Community 6 Improved Mobility 3 Innovative, Vibrant & Caring Community	2 Healthy and Sustainable Environment 3 Innovative, Vibrant & Caring Community 7 Economic Growth and Competitiveness
Screen 5	1 Responsive Government 4 Quality Neighborhoods 3 Innovative, Vibrant & Caring Community	2 Healthy and Sustainable Environment 4 Quality Neighborhoods 7 Economic Growth and Competitiveness	7 Economic Growth and Competitiveness 5 Safe Community 1 Responsive Government
Screen 6	2 Healthy and Sustainable Environment 3 Innovative, Vibrant & Caring Community 4 Quality Neighborhoods	1 Responsive Government 2 Healthy and Sustainable Environment 6 Improved Mobility	5 Safe Community 2 Healthy and Sustainable Environment 4 Quality Neighborhoods
Screen 7	3 Innovative, Vibrant & Caring Community 6 Improved Mobility 7 Economic Growth and Competitiveness	3 Innovative, Vibrant & Caring Community 5 Safe Community 2 Healthy and Sustainable Environment	6 Improved Mobility 7 Economic Growth and Competitiveness 3 Innovative, Vibrant & Caring Community

Q56INT Please tell me if you “strongly agree”, “somewhat agree”, “neither agree nor disagree”, “somewhat disagree”, or “strongly disagree” with the following statements.

**[ROTATE Q56A TO Q56E]**

Q56a In order to deal with increased traffic congestion, the city should

**Widen major City roads.**

Would you say you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree?

- 1 STRONGLY DISAGREE
- 2 SOMEWHAT DISAGREE
- 3 NEITHER AGREE NOR DISAGREE
- 4 SOMEWHAT AGREE
- 5 STRONGLY AGREE
- 8 DON'T KNOW
- 9 REFUSED

- Q56c In order to deal with increased traffic congestion, the city should  
**Work with regional agencies to improve local and regional transit service within and coming to Bellevue.**
- Q56d In order to deal with increased local traffic congestion on city streets, the city should  
**Divert traffic away from local neighborhoods even if it may increase travel time.**
- Q56e In order to deal with increased traffic congestion, the city should  
**Encourage and make it more attractive for people to choose transportation alternatives such as riding the bus, carpooling, and vanpooling. This could include building more carpool lanes and working to get more reliable and frequent bus service.**

**GENERAL SERVICE LEVELS & SPENDING**

Q4L Thinking about City of Bellevue services and facilities, do you feel you are getting your money's worth for your tax dollar?

- 1 YES, GETTING MONEY'S WORTH
- 2 NO, NOT GETTING MONEY'S WORTH
- 8 DON'T KNOW
- 9 REFUSED

Q4L.1 **[ASKIF Q4L EQ 1]** Would that be strongly or somewhat *getting your money's worth*?

- 1 STRONGLY GETTING MONEY'S WORTH
- 2 SOMEWHAT GETTING MONEY'S WORTH
- 8 DON'T KNOW
- 9 REFUSED

Q4L.2 **[ASKIF Q4L EQ 2]** Would that be strongly or somewhat *not getting your money's worth*?

- 1 STRONGLY NOT GETTING MONEY'S WORTH
- 2 SOMEWHAT NOT GETTING MONEY'S WORTH
- 8 DON'T KNOW
- 9 REFUSED



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

**[READ ALL 3 OPTIONS BEFORE ACCEPTING ANSWER]**

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

Q58a **[IF Q58=1]** What services or facilities should be decreased?

**[OPEN-END] [PROBE TO CLARIFY]**

Q58b **[IF Q58=3]** What services or facilities should be increased?

**[OPEN-END] [PROBE TO CLARIFY]**

Q59 Which of the following social networking sites have you used in the past 12 months? **[READ ALL]**

- A. Twitter
- B. Facebook
- C. Myspace
- D. Linked-in
- E. Any other social networking sites
  - 1 Yes
  - 2 No
  - 8 DON'T KNOW
  - 9 REFUSED

Q60 (If Q59 = 1 TO ANY ASK) Would you want to be provided with information and be able to communicate with the City via social networking sites such as Twitter, Facebook, Myspace and Linked-in?

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

**DEMOGRAPHICS**

INTROB THE FOLLOWING QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY

Q71 Including yourself how many people currently live in your household in each of the following age categories?

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

NET1 Do you or does anyone in this household use the Internet at any location?

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

NET3 [IF NET1=1] Do you or does anyone in this household connect to the Internet from home?

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

NET4 [IF NET3=1] Do you or does anyone in this household currently access the Internet from home using...

- 1 A regular "dial-up telephone"
- 2 DSL, cable modem, satellite, wireless (such as Wi-Fi), mobile phone or PDA, fiber optics, or some other broadband Internet connection
- 3 Something else
- 9 DON'T KNOW / REFUSED

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

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

? Q80 What is the approximate total annual family income of all members of your household?

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

Q111 And finally, just to verify, did I reach you by dialing (###) ### - ####?

- 1 YES [SKIP TO PART]
- 2 NO [SKIP TO Q112]
- 9 DON'T KNOW / REFUSED [SKIP TO PART]

Q112 May I please have your correct phone number?

(###) ### - #### ENTER CORRECT 10 DIGIT NUMBER DIALED

(999) 999 – 9999 DON'T KNOW REFUSED

**THANK YOU**

THANK Those are all the questions we have. On behalf of the City of Bellevue and Northwest Research Group I'd like to thank you for participating in our survey today/tonight. Your opinions are important to us! If you would like any additional information about programs and services provided by the City of Bellevue, please call the City Hall Information Desk at (425) 452-6800 or I can provide you with the City's Website address if you would like. (BellevueWA.gov)

**[DISPOS = 40]**

THANK1 I'm sorry we are only interviewing those who live within the City of Bellevue. Those are all the questions we have. Have a good day/evening. [ALTERNATE THANK / LIVE IN NON-BELLEVUE AREA (BEAUX ARTS, CLYDE HILL, HUNTS POINT, MEDINA, YARROW BAY, OR EASTGATE:

I'm sorry, but we have completed the number of interviews needed in your area.

Those are all the questions we have. Have a good day / evening.]

**[DISPOS = 23]**

THANK2 I'm sorry we have completed the number of interviews needed for the group you represent. Those are all the questions we have. Have a good day/evening.

**[DISPOS = 28]**

THANKOQ I'm sorry we have completed the number of interviews needed for the group you represent. Those are all the questions we have. Have a good day/evening.

**[IF (Q2 = 1 OR 3) AND Q80=1] DISPOS = 24**

**[IF (Q2 = 1 OR 3) AND Q80=2] DISPOS = 25**

**[IF (Q2 = 2) AND Q80=1] DISPOS = 26**

**[IF (Q2 = 2) AND Q80=2] DISPOS = 27**

THANK8 I'm sorry we cannot continue without that information. Those are all the questions we have. Have a good day/evening.

**[DISPOS = 8]**

THANK22 I'm sorry we are only interviewing those who are 18 years of age or older. Those are all the questions we have. Have a good day/evening.

**[DISPOS = 22]**

THANK29 Great. Thank you for participating in that survey with the City of Bellevue; we won't take up any more of your time with another survey. Have a good day/evening.

**[DISPOS = 29]**

## Sample Banner Pages

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

Figure 29: Banner 1

City of Bellevue  
2010 Budget Survey

SCR2 - How many years have you lived in Bellevue?  
BASE = ALL RESPONDENTS

	Region						Years in City			Age				HH w/kids		Gender		HH Income				Type of Residence		Survey Mode	
	2010 Total	West 98004	Cen W 98005	South 98006	Cen E 98007	East 98008	0-3	4-9	10+	<35	35-54	55-64	65+	Yes	No	Male	Female	<\$35k	\$35k- \$75k	\$75k- \$150k	\$150k+	Multi	Single	Phone	Online
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
TOTAL	745	201	150	164	112	117	207	166	369	150	297	135	155	189	556	364	381	66	140	264	124	355	390	115	630
TOTAL RESPONDING	742	200	150	162	112	117	207	166	369	148	297	134	155	189	553	364	378	65	140	264	124	353	389	115	627
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	745	191	140	170	112	131	188	161	394	145	289	137	168	199	546	430	315	59	142	274	126	319	426	205	540
0 to 1 years	115	45	15	21	27	6	115	-	-	55	39	6	12	28	87	62	54	18	24	38	13	87	28	2	113
	16%	23%	10%	13%	24%	5%	55%			37%	13%	4%	8%	15%	16%	17%	14%	28%	17%	15%	11%	25%	7%	2%	18%
		CDF		F	CDF					KLM	L			15%	16%	17%	14%	TU				W			X
2 to 5 years	166	54	37	24	27	24	92	73	-	70	70	17	8	59	107	91	75	6	19	70	39	108	58	11	155
	22%	27%	24%	15%	24%	21%	45%	44%		47%	23%	13%	5%	31%	19%	25%	20%	10%	14%	27%	32%	31%	15%	9%	25%
		D	D							KLM	LM	M		O						RS	RS	W			X
6 to 10 years	125	28	25	39	18	14	-	92	32	12	75	20	18	44	81	61	64	9	21	46	24	54	71	17	108
	17%	14%	17%	24%	16%	12%		56%	9%	8%	25%	15%	11%	23%	15%	17%	17%	14%	15%	17%	19%	15%	18%	15%	17%
				BF				I			JLM			O											
11 to 15 years	68	20	12	14	7	16	-	-	68	2	46	12	9	25	43	31	37	9	4	24	19	27	41	13	55
	9%	10%	8%	8%	6%	13%			18%	1%	16%	9%	6%	13%	8%	8%	10%	14%	3%	9%	15%	8%	11%	11%	9%
											JLM	J	J					S		S	S				
16 to 20 years	61	10	10	18	13	9	-	-	61	4	25	19	10	13	48	28	32	6	14	20	6	22	38	15	45
	8%	5%	7%	11%	12%	8%			16%	3%	8%	14%	7%	7%	9%	8%	9%	9%	10%	8%	5%	6%	10%	13%	7%
											J	JM													Y

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

Comparison Groups: BCDEF/GHI/JKLM/NO/PQ/RSTU/VW/XY  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Prepared by infogroup/ORC

Figure 30: Banner 2

City of Bellevue  
2010 Budget Survey

SCR2 - How many years have you lived in Bellevue?

BASE = ALL RESPONDENTS

	MEAN IMPORTANCE			MEAN SATISFACTION			TAX VIEW		FIRST CHOICE BUDGET PRIORITY							ETHNICITY		
	2010 Total	>=6.0	<6.0 >5.0	<=5.0 >=5.5	<5.5 >4.5	<=4.5	Decrs Same	Decrs Incrs	Respon Gov't	Helthy Envir	Innov Commu	Quality Neighb	Safe Commu	Improv Moblty	Econom Growth	Cauc	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	745	158	304	283	363	225	137	522	58	33	125	36	56	376	45	74	527	166
TOTAL RESPONDING	742	158	301	283	362	224	137	520	58	33	124	36	56	374	45	74	525	166
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	745	151	308	286	356	233	138	550	57	38	118	35	57	371	45	81	532	165
0 to 1 years	115	34	37	44	44	44	17	68	5	5	18	7	12	47	10	16	64	37
	16%	21%	12%	16%	12%	19%	13%	13%	9%	16%	14%	20%	21%	13%	23%	21%	12%	22%
		C				E												Q
2 to 5 years	166	28	65	73	82	47	31	110	11	5	26	13	15	80	7	20	99	60
	22%	17%	22%	26%	23%	21%	22%	21%	20%	16%	21%	36%	27%	21%	16%	27%	19%	36%
				B														Q
6 to 10 years	125	15	60	49	58	42	23	92	10	9	23	2	6	63	5	16	83	34
	17%	10%	20%	17%	16%	19%	17%	18%	17%	26%	19%	5%	11%	17%	12%	22%	16%	20%
			B	B						L	L			L		L		
11 to 15 years	68	16	27	25	31	24	13	46	8	2	11	2	7	35	4	8	54	10
	9%	10%	9%	9%	9%	11%	9%	9%	14%	5%	9%	5%	13%	9%	8%	10%	10%	6%
16 to 20 years	61	18	17	25	27	20	14	41	4	2	12	2	1	34	8	2	45	11
	8%	12%	6%	9%	7%	9%	10%	8%	7%	6%	9%	4%	2%	9%	17%	3%	8%	7%
														MP	MP			
21 to 25 years	62	14	29	19	38	11	11	46	8	3	10	2	1	37	5	3	55	4
	8%	9%	10%	7%	10%	5%	8%	9%	14%	9%	8%	6%	2%	10%	12%	4%	10%	2%
					F									MP			R	

Comparison Groups: BCD/EFG/HI/JKLMNOP/QR  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Prepared by infogroup/ORC

Capital letter indicates significant difference between column B and D at the 95% Confidence Interval.

**Figure 31: Banner 3**

City of Bellevue  
2010 Budget Survey

ORC2 - Still thinking about the overall quality of life in Bellevue, would you consider it to be close to your ideal or not close to your ideal?

BASE = ALL RESPONDENTS

	5-STAR RATING				
	TOTAL	5-Star	4.5-Star	4-Star	<4-Star
	(A)	(B)	(C)	(D)	(E)
TOTAL	745	140	156	81	100
TOTAL RESPONDING	732	139	153	78	99
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	745	137	160	85	105
5 - Ideal	149	39	31	13	18
	20%	28%	21%	17%	18%
4	433	79	82	45	60
	59%	57%	53%	58%	60%
3	129	15	36	16	19
	18%	11%	24%	20%	19%
			B		
2	17	5	3	1	2
	2%	3%	2%	1%	3%
1 - Not at all close to ideal	4	-	1	2	0
	1%		1%	3%	*%
Top Box (4-5)	582	119	113	59	77
	79%	86%	74%	75%	78%
		C			

Comparison Groups: BCDE  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Prepared by infogroup/ORC

Capital letter indicates significant difference between column B and C at the 95% Confidence Interval.