



DATE: December 13, 2021

TO: Mayor Robinson and City Councilmembers

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SUBJECT: 2021 Resident Performance Survey Topline Data

This year marks the 24th resident Performance Survey conducted by the City of Bellevue. In addition to the key marque indicators of quality of life, quality of City services, value for the tax dollar, direction the City is headed, and Bellevue as a place to live, the survey included, 12 questions regarding the respondent's sense of belonging in the community. As a reminder, the City conducts a performance survey to collect statistically reliable data. Findings help the City to understand how residents perceive City services and to make service delivery adjustments accordingly.

Key Results

Performance Survey results are similar to previous years. Overall, residents have positive opinions of Bellevue's quality of life, the value for tax dollar, the quality of City services, and other characteristics.

For the first time, the City added questions to the 2021 survey to understand residents' sense of belonging in their community. Since this is the first time, the data serves as an initial baseline as the City continues to gather this information in subsequent surveys. Staff continues to delve further into the data to better understand potential conclusions and opportunities for further analysis. The results show that Bellevue residents have an emotional connection to their community and believe their needs are being fulfilled. Results also show that residents, to a lesser extent, feel that they are influenced by the community, or have a strong sense of membership in their community.

Top line data results are presented on the following pages. The Performance Survey Report will be available in the first quarter of 2022.

Background

A total of 439 responded via the internet or phone. Since 2017, the survey is conducted in five languages: English, Chinese, Korean, Russian, and Spanish. The survey had a margin of error of +/- 4.6 percent at a 95 percent confidence level, which means if the City surveyed another 439 random residents, 95 percent of the time the results would be within 4.6 percent of this year's survey response.

Quality of Life, Quality of City Services, Bellevue as a Place to Live, and Neighborhoods as a Place to Live

Bellevue residents continue to have very high opinions of the quality of life in Bellevue, the quality of City services, and Bellevue and its neighborhoods as places to live. In these areas, Bellevue has excelled for years and consistently exceeds external benchmarks, and the 2021 results are no different.

Respondents who noted “exceeds or greatly exceeds expectations”

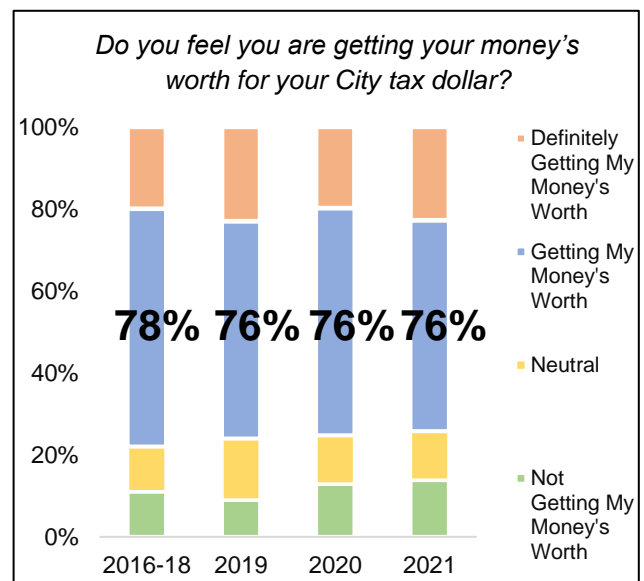
Quality of Life	Quality of City Services
94%	90%

Respondents who noted “Good to excellent place to live”

Bellevue as a Place to Live	Neighborhoods as Places to Live
97%	95%

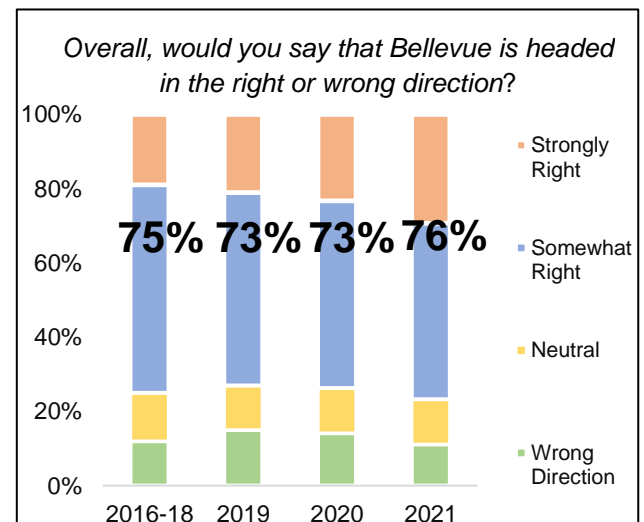
Value for the Tax Dollar

Respondents say they are getting value from their tax dollar – more than three out of four (76 percent) believe they are getting or getting their money’s worth for their tax dollar. This is consistent with prior years.



Direction the City is Headed

More than three out of four respondents (76 percent) say the City is headed in the right direction. This is consistent with historical results. The top reasons given for why the City is headed in the right direction include City leadership/priorities, growth, strong economy/business climate, and safety. The top reasons given for why the City is headed in the wrong direction are growth/construction, cost of living/expenses, city government, and crime.



Sense of Belonging Background

In 2021, questions were added to the Performance Survey to obtain a better sense of the extent to which Bellevue residents feel that they are part of or “belong” to their community. This is baseline data and the first of its kind for Bellevue. This data will provide another lens for future discussions. It is an area of surveying that is relatively new. Overall, this data shows that people are connected to the community and find that their needs are met. As the final report is completed, more information will be available. Trending over time will assist in determining actions and/or next steps.

The survey questions are based on the most frequently used quantitative measure of sense of community in the social sciences. There are four different categories of belonging (Emotional Connection, Needs Fulfillment, Influence, and Membership), with a total of 12 statements (denoted below with a Q: under each category below) on the survey. Each statement has an 11-point response option from Strongly Disagree (0) to Strongly Agree (10).

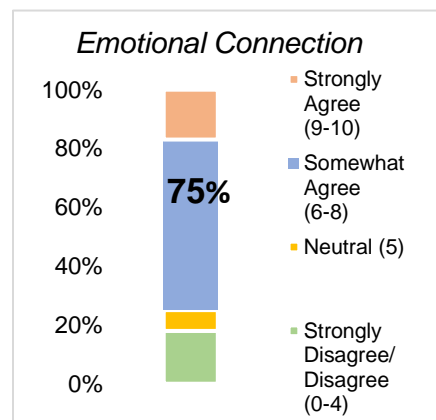
Topline of the Four Categories of Belonging

Overall, in reviewing the data respondent set, the largest factor across all four categories is the age of the respondent. The older the respondent, the higher the scores. There is a statistically significant difference when comparing residents under 35 to those age 35 and older across all categories.

Emotional Connection:

- Q: People in my community generally get along with each other.
- Q: It is very important to me to live in my community.
- Q: I expect to live in my community for a long time.

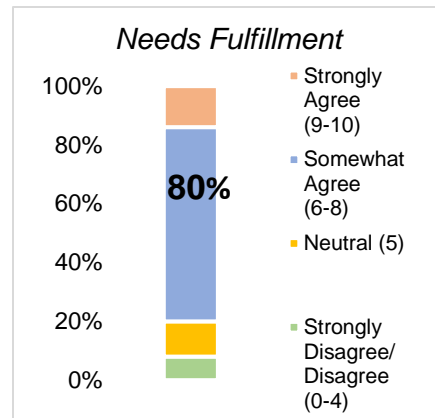
Three out of four respondents (75 percent) say that they have an emotional connection to their community, with age as the largest determining factor.



Needs Fulfillment:

- Q: I think my community is a good place for me to live.
- Q: People living in my community and I want the same things for this area.
- Q: People living in my community and I share the same values.

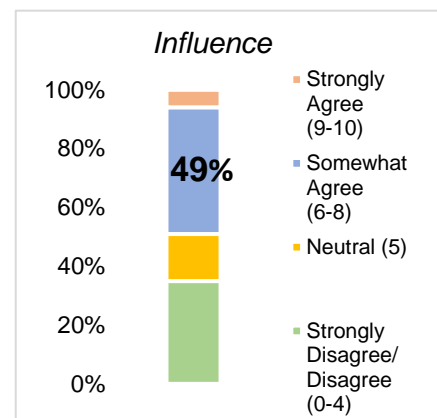
Eight out of ten respondents (80 percent) agree that their needs are met by the resources available in the community, with age as the largest determining factor.



Influence:

- Q: If there is a problem in my community, people who live here can get it solved.
- Q: I care about what other people in my community think of me.
- Q: I have influence over what my community is like.

Almost half (49 percent) of respondents say that they are influenced by or influence the community.

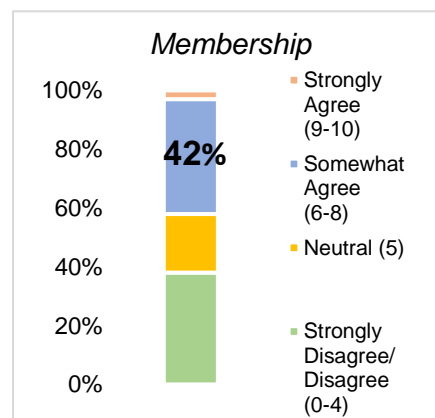


In addition to age (noted above), other demographic cross tabs indicate that dwelling and presence of children are also contributors to influence. Residents with children have a higher sense of influence, similarly residents in single family homes have significantly higher feelings of influence than residents in multi-family homes.

Membership:

- Q: I feel at home living in my community.
- Q: I can recognize most of the people who live in my community.
- Q: Many of the people living in my community know me.

Over four out of nine (42 percent) strongly agree or somewhat agree that the community is a group that they feel part of.



In relation to factors that drive feelings of membership, the same findings of the Influence category are relevant here as well – age, dwelling, and presence of children.

In addition, specifically regarding membership, those who have lived in Bellevue less than four years are significantly less likely to have a strong sense of membership compared to those who are long term residents.

Next Steps

The final performance report will be available in January 2022, as well as more detailed information regarding the topline metrics including additional demographic analysis. Staff will delve deeper into all the metrics to get further understanding on how residents perceive City services to inform any service delivery adjustments accordingly.