

DATE: April 6, 2015

TO: Mayor Balducci and City Councilmembers

FROM: Rich Siegel, Performance and Outreach Coordinator
Finance Department

PHONE: 425-452-7114

SUBJECT: 2015 Annual Performance Measures Survey Topline Results

Introduction and Key Findings

The City of Bellevue conducts a Performance Survey of its service delivery programs annually to gauge residents' satisfaction with services. The survey is intended to collect statistically reliable data that represents all Bellevue residents. Findings contribute to Budgetary Performance Measures, ICMA measures (survey measures identified by the International City/ County Management Association), and certain survey performance measures that departments track for their own quality assurance and planning purposes. This is the eighteenth consecutive Performance Survey conducted by the City of Bellevue.

The survey was conducted from January 30 to February 28, 2015 using a mixed-mode address-based methodology and resulted in a total 516 interviews—202 completed over the telephone, 156 by mobile phone, and 158 completed via the Web by invitation. Bellevue continues to achieve high ratings on all key metrics. This year, ratings are generally consistent with previous years.

Topline Comparisons of Key Indicators 2012 to 2015

Measures	2012	2013	2014	2015
Bellevue as a good to excellent place to live	97%	96%	98%	96%
Overall quality of life meets or exceeds expectations	95%	95%	95%	98%
Overall quality of services meets or exceeds expectations	92%	94%	94%	92%
Headed in the right direction	79%	83%	86%	82%
Getting money's worth for city tax dollar	82%	83%	85%	81%
Feeling safe walking alone in the neighborhood after dark	90%	91%	89%	92%
Feeling safe walking alone in the downtown business area after dark	93%	94%	94%	93%

Additional Comments on the Topline Survey Results

- Nearly all Bellevue residents feel that the overall quality of life in Bellevue meets or exceeds their expectations. While a percentage of people who felt it “greatly exceeds” expectations shifted to “exceeds” in 2015, the overall percentage of people who feel it “does not meet” remains very small and is an indication that overall Bellevue is meeting the needs of its residents.
- Nearly all Bellevue residents continue to describe their neighborhoods as a good to excellent place to live.
- Use of Bellevue parks continues to be high. More than four out of five residents have personally used park facilities, while nearly half report their family members have used park facilities – a noteworthy increase from 2014.
- Most (94%) Bellevue residents continue to describe their neighborhoods as a good to excellent place to live.
- The extent to which Bellevue residents feel there is an overall positive “sense of community” in their neighborhood has decreased slightly—from 62 percent in 2014 to 58 percent in 2015. However, the percent who feel that their neighborhood has a “strong sense of community” is similar to 2014.
- Responses of residents who indicate they feel “very safe” after dark in Downtown Bellevue and in their neighborhoods in 2015 remain relatively consistent to previous years.
- One out of five residents say there are no serious crime-related problems in their neighborhoods. This is consistent with previous years.
- Of those saying there are problems, property crimes and burglaries remain the most serious problem.
- One in four Bellevue residents had contact with the police in the past year. Among those with a contact, the percent saying the experience was “excellent” has remained around half of all respondents.
- Slightly over one-fifth of Bellevue residents have had a recent (in the past 12 months) contact with a City of Bellevue employee. This has been a decreasing trend where one-quarter of residents had contact in 2014 which was lower than in previous years when a third of residents had contact.
- The overall satisfaction with the quality of service received during a contact with a Bellevue city employee increased in 2015. Over three-fifths of Bellevue residents who had contact with an employee were “very” satisfied with that interaction overall.

Key Community Indicators

Key Community Indicators (KCI's) are high level indicators that can be influenced by municipal operations or things that happen locally, nationally, or around the world. For example, an increasing number of building permits may signal a growth in a local economy and make you feel that your government is doing a good job in planning for the

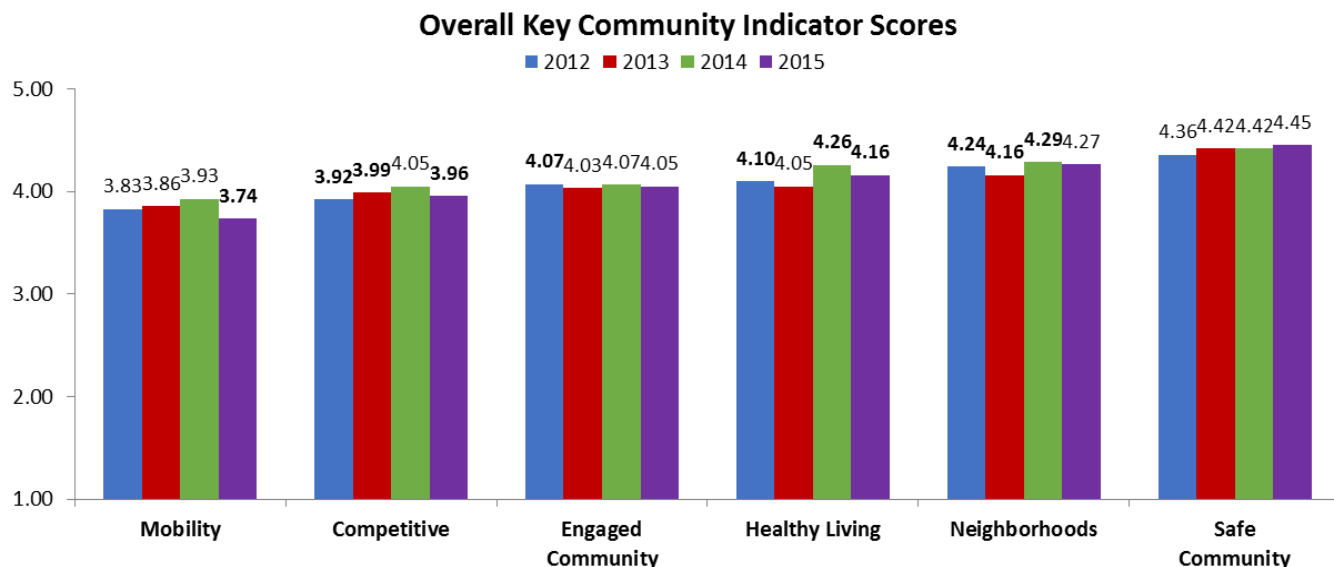
community's future or stimulating economic growth. A decreasing rate of crime may positively influence residents' feeling of safety. Conversely, an increasing crime rate may cause residents to feel less safe.

Analysis of the 2015 Performance Survey results revealed that responses related to the KCI's could be summed up into six categories (similar to, but not the same as, Budget Outcomes):

1. Safe Community
2. Healthy Living
3. Engaged Community
4. Competitive
5. Mobility
6. Neighborhoods.

The chart below shows the results of the six categories from 2012 to 2015. Bellevue continues to be strongest in terms of being a safe community. As in previous years, Bellevue does best in terms of its overall performance for being safe. In addition to being the only dimension to increase year-over-year, Safe Community is the only dimension to remain the same or increase each year since 2012.

Bellevue's ratings for competitiveness and mobility are the lowest for all KCI dimensions. Both of these dimensions received lower ratings than in 2014. Mobility, in particular, is at the lowest recorded level.



Note: ***Bolding** indicates a significant difference from prior year.*

Methodology

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

The sample frame was composed of two parts:

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

Regardless of data collection mode, respondents were screened to ensure that they were a head of a household (18 years of age or older) living within Bellevue’s city limits. The approach yielded a more representative sample than in previous years, specifically with regard to multi-family homes and younger respondents.

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