City of Bellevue

MANAGEMENT BRIEF

DATE: May 20, 2013

TO: Mayor Lee and City Councilmembers

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SUBJECT: 2013 Annual Performance Measures Survey Topline Results

Introduction and Key Findings

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

The survey was conducted from January 19 to February 8, 2013 using a mixed-mode address-based methodology and resulted in a total of 518 interviews—270 completed over the telephone and 248 completed via the Web.

Bellevue continues to achieve high ratings on all key metrics. This year, ratings are consistent with 2012 and the declines seen last year have not continued into 2013. Three of seven key metrics (shown in bold) saw a slight increase, two remained the same, and two declined. Although the increases were not statistically significant they might be the start of an upward trend.

Topline Comparisons of Key Indicators 2010 to 2013

	2010	2011	2012	2013
Bellevue as a good to excellent place to live	97%	95%	97%	96%
Overall quality of life meets or exceeds expectations as an ideal city	84%	94%	95%	95%
Overall quality of services meets or exceeds expectations	79%	90%	92%	**94%**
Headed in the right direction	73%	84%	79%	**83%**
Getting money's worth for city tax dollar (definitely not to definitely)	71%	85%	82%	**83%**
Strong sense of community (no sense to strong sense)	36%	64%	63%	56%
Neighborhood as a place to live (poor to excellent)	89%	93%	93%	93%

Additional Comments on the Topline Survey Results

- Nearly all (95%) Bellevue residents feel that the overall quality of life in Bellevue meets or exceeds their expectations as an ideal city. This has been consistent over the past three years and is an indication that, overall, Bellevue is meeting the needs of its residents.

- Most (93%) 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 63 percent in 2012 to 56 percent in 2013. However, the percentage who feel that their neighborhood has a "strong sense of community" is beginning to move back up toward 2011 levels– from 16 percent in 2012 to 19 percent in 2013. While this may not be a significant increase, it is a positive indicator.

- Use of Bellevue parks continues to be high—88 percent of all Bellevue residents have visited a park in the past year

- Generally, Bellevue residents continue to feel safe walking in Bellevue's business area during the day. Feeling of neighborhood safety has decreased significantly from 71 percent feeling "very" safe in 2012 to 60% feeling "very" safe in 2013. The decrease in perceptions of safety are likely due to the increase in the percentage of residents this year who have heard about crime in the news—30 percent in 2012 up to 44 percent in 2013.

- Perceptions of safety after dark show decreases for feeling "very" safe for both Bellevue (40%) and neighborhoods (41%), although these decreases are not significant.

- Nearly one quarter (22%) of Bellevue residents have had a recent (in the past 12 months) contact with a City of Bellevue employee, this is lower than in previous years when a third of residents had contact.

- The overall satisfaction (89%) with the quality of service received during a contact with a Bellevue city employee is similar to 2012 (86%). The percentage who are "very" satisfied has increased slightly in 2013 to 55 percent from 48 percent in 2012. No matter how (email, phone, in-person) the contact was made, satisfaction levels are similar.

Key Community Indicators

In preparation for the 2011 – 2012 Budget, Bellevue created 24 Key Community Indicators (KCI's). These indicators reflected the community value statements of each of the 7 city Outcome areas such as Safe Community, Quality Neighborhoods, and Responsive Government.

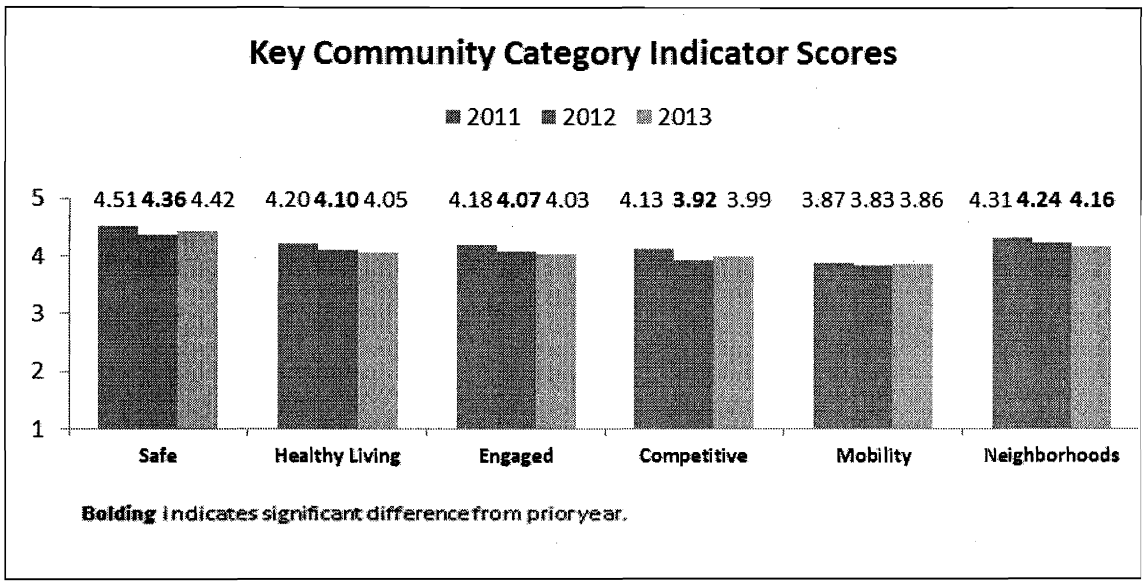
In both the 2012 and the 2013 Performance Surveys the community value statements were refined and included in the surveys as Key Community Indicators. Respondents were asked to what extent they agreed or disagreed that each of these indicators described Bellevue.

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 planning job 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 2013 Performance Survey results revealed that responses related to the KCI's could be summed up into six categories:

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

The chart below shows the results of the six categories from 2011 to 2013. Bellevue continues to be strongest in terms of being a safe community. Neighborhoods is the second strongest area. While still relatively high, Bellevue's ratings are lower and below the mid-point for its competitiveness and mobility. Competitiveness is however, significantly higher this year than last year. This may be a reflection of an improving economy.



Methodology

To address the high incidence of cell phone–only households or households whose members primarily use cell phones, a major methodological change was implemented beginning with the 2010 Performance Measures Survey. In the past, a random-digit dialing (RDD) telephone survey was used. The new methodology, introduced in 2010, uses an address-based sample and a mixed mode of data collection.

The sample frame consisted of all households in Bellevue (including those recently annexed) excepting those with Post Office boxes. The sample frame was then matched against a comprehensive database to determine if the household had a listed or published telephone number.

Addresses without a matching landline telephone number were sent an invitation asking them to complete the survey online. Each of these households was also sent a reminder.

Regardless of data collection mode, respondents were screened to ensure that they were a head of household in Bellevue who was 18 years of age or older. This approach yielded a total of 518 interviews—270 completed over the telephone and 248 completed via the Web.

Respondents were assured that all responses would be kept confidential. Answers or opinions were not tied back to individual residents and responses were aggregated by neighborhood and analyzed by groups.

Due to the changes in the survey methodology, comparisons are limited prior to 2010. More information on address-based sampling and methodology can be found in in the full report which will be published in late May.