

2016 City of Cleveland Heights Community Survey

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Final Report

Submitted to the City of Cleveland Heights, Ohio

by:

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2016 DirectionFinder® Survey

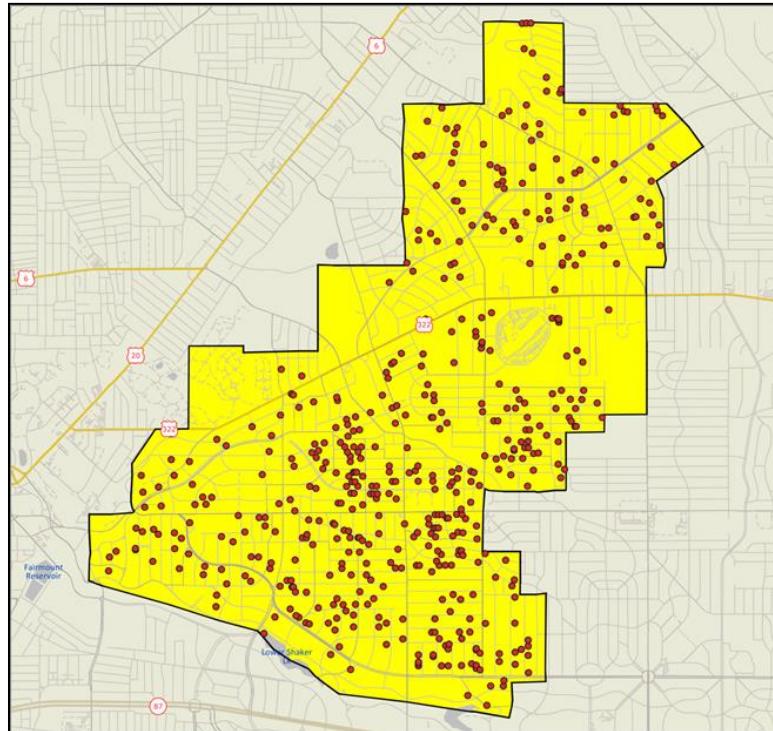
Executive Summary Report

Purpose and Methodology

ETC Institute administered the *DirectionFinder®* survey for the City of Cleveland Heights during the summer of 2016. The survey was administered as part of the City's effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will help the City align its priorities with the needs of residents. This is the second time that Cleveland Heights has administered a community survey with ETC Institute; the first survey was conducted in 2014.

Resident Survey. A seven-page survey was mailed to a random sample of households in the City of Cleveland Heights. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 523 completed the survey. The results for the random sample of 523 households have a 95% level of confidence with a precision of at least $+\/-4.3\%$.

In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map on the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the City of Cleveland Heights with the results from other communities in the *DirectionFinder®* database. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion*.”

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts and graphs, including trends comparing results from 2014 to 2016
- benchmarking data that show how the results for the City of Cleveland Heights compare to other U.S. cities
- Importance-Satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument
- GIS maps that show the results of selected questions on maps of the City (Appendix A)

Major Findings

- **Satisfaction with City Services.** Ninety-one percent (91%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of fire and ambulance services; 85% were satisfied with the quality of police services, 82% were satisfied with the quality of solid waste services, and 76% were satisfied with the quality of parks and recreation programs and facilities. Residents were least satisfied with maintenance of City streets, buildings and facilities (47%).
- **City Services That Are Most Important for the City to Provide.** Based on the sum of their top three choices, the services that residents indicated are most important for the City to provide are: (1) quality of police services (2) quality of fire and ambulance services, and 3) the maintenance of City streets, buildings and facilities.

- **Perceptions of the City.** Seventy-three percent (73%) of residents surveyed, *who had an opinion*, indicated that they were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of services provided by the City; 71% were satisfied with the overall quality of life in the City, and 70% were satisfied with the overall quality of the neighborhood in which they live. Residents were least satisfied with the value they received for their City tax dollars and fees (34%).
- **Ratings of the City of Cleveland Heights.** Eighty-one percent (81%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with Cleveland Heights as a place to live, and 73% were satisfied with the City as a place to visit. Residents were least satisfied with the City as a place to retire (47%).
- **Utility Services.** Eighty-nine percent (89%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection services in Cleveland Heights, and 88% were satisfied with curbside recycling services. Residents were least satisfied with sewer service (69%).
- **Development and Redevelopment.** Fifty-seven percent (57%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the diversity of existing retail, restaurant and commercial businesses in the City, and 38% were satisfied with the quality of new retail development. Residents were least satisfied with the redevelopment of abandoned or under-utilized properties in Cleveland Heights (17%).
- **Public Safety.** Eighty-eight percent (88%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with how quickly fire personnel respond to emergencies; 86% were satisfied with how quickly ambulance personnel respond to emergencies; 85% were satisfied with how quickly police respond to emergencies, and 81% were satisfied with the overall quality of ambulance service. Residents were least satisfied with police-related education programs (54%).
- **Perceptions of Safety in the City.** Ninety-three percent (93%) of residents surveyed, *who had an opinion*, felt safe (rating of 4 or 5 on a 5-point scale) in their neighborhood during the day, and 87% felt safe in commercial and retail areas during the day. Residents felt the least safe in City parks (52%).
- **Code Enforcement.** Fifty percent (50%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of the building and permit process; 46% were satisfied with the enforcement of exterior maintenance of business property, and 45% were satisfied with the enforcement of exterior maintenance of residential property. Residents were least satisfied with the enforcement of snow removal on sidewalks (25%).

- **Transportation.** Fifty-five percent (55%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of public transportation in the City, and 48% were satisfied with the availability of bicycle lanes. Residents were least satisfied with the condition of sidewalks in the City (45%).
- **Maintenance Services.** Seventy-one percent (71%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with snow removal on major City streets; 67% were satisfied with the adequacy of street lighting, and 63% were satisfied with mowing and trimming along City streets and other public areas. Residents were least satisfied with the maintenance of neighborhood streets (51%).
- **Parks and Recreation.** Eighty-one percent (81%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance and appearance of the Community Center; 72% were satisfied with the maintenance of City parks; 71% were satisfied with the number of City parks, and 70% were satisfied with programs and activities offered at the Community Center. Residents were least satisfied with the fees charged for recreation programs (56%).

Of the 40% of households that indicated they had attended a concert or show at Cain Park during the previous 12 months, 97% of those surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of the facility; 89% were satisfied with the overall quality of shows and events at Cain Park, and 82% were satisfied with ease of purchasing tickets for shows and events. Residents were least satisfied with the overall quality of concessions at Cain Park (72%).

- **City Communications.** Seventy-three percent (73%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the usefulness of *Focus* magazine; 69% were satisfied with the availability of information about City programs and services, and 55% were satisfied with the City's efforts to keep them informed about local issues. Residents were least satisfied with the level of public involvement in the City's budget process (25%).

Other Findings

- Of the 61% of residents who contacted the City with a question, problem or complaint during the past year, 80% indicated that it was "very easy" or "easy" to contact the person they needed to reach. With regard to the quality of customer service they received, 81% of residents surveyed, *who had an opinion*, indicated City employees were "always" or "usually" courteous and polite (rating of 4 or 5 on a 5-point scale), while 68% indicated City employees "always" or "usually" gave prompt, accurate and complete answers to questions.

- 73% of residents surveyed indicated they get information about the City of Cleveland Heights from *Focus* magazine; 57% get their City information from the *Heights Observer*, and 46% get information from *Plain Dealer/Sun Press*.

Trends

The most significant increases and decreases from 2014 to 2016 are provided on the following page. ***Changes of more than +/-4% are considered statistically significant.***

Significant Increases

- Overall feeling of safety in Cleveland Heights (+13%)
- Feeling of safety in commercial and retail areas at night (+13%)
- Affordability of shows and events at Cain Park (+10%)
- Overall quality of police services (Public Safety category) (+9%)
- The City's efforts to prevent crime (+9%)
- Fire-related education programs (+9%)
- Ease of purchasing ticket for shows and events at Cain Park (+9%)
- Visibility of police in commercial and retail areas (+8%)
- Feeling of safety in neighborhoods at night (+8%)
- Feeling of safety in City parks (+8%)
- Enforcement of local traffic laws (+6%)
- Yard waste removal services (+6%)
- Availability of bicycle lanes (+6%)
- Maintenance of major City streets (+6%)
- Overall quality of the facility at Cain Park (+6%)
- Overall quality of concessions at Cain Park (+6%)
- Quality of police services (Major Categories of Service) (+5%)
- Residential trash collection services (+5%)
- Number of walking and biking trails (+5%)

Significant Decreases

- Quality of new residential development (-11%)
- Convenience of parking in the City (-11%)
- Condition of sidewalks in the City (-10%)
- Diversity of existing retail, restaurant, and commercial businesses (-10%)
- Quality of City water services (-9%)
- Efforts to attract new businesses to the community (-9%)
- Overall quality of ambulance service (-8%)
- Overall quality of local fire protection (-8%)
- Frequency that City employees did what they said they would do in a timely manner (-8%)

- Maintenance of City parks (-8%)
- Enforcing exterior maintenance of business property (-7%)
- Enforcing clean-up of debris on private property (-7%)
- Efforts to conserve energy/protect the environment (-7%)
- Adult recreation opportunities (-7%)
- Quality of outdoor athletic fields (-7%)
- Usefulness of the City's web page (-7%)
- Ease of registering for parks and recreation programs (-6%)
- Water service (-5%)
- Sewer service (-5%)
- Overall image of the City (-5%)
- Value received for City tax dollars and fees (-5%)
- Mowing and trimming along City streets and public areas (-5%)
- Tree trimming and urban forestry along City streets and public areas (-5%)
- Enforcing exterior maintenance of residential property (-5%)
- Enforcing snow removal on sidewalks (-5%)
- Ratings of the City as a place to work (-5%)
- Ratings of the City as a place to retire (-5%)
- Frequency that City employees gave prompt, accurate, and complete answers to questions (-5%)
- Senior recreation opportunities (-5%)
- Efforts to inform about local issues (-5%)
- Quality of programming on the City's cable TV channel (-5%)

Opportunities for Improvement

In order to help the City identify opportunities for improvement, ETC Institute conducted an Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize improvements in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

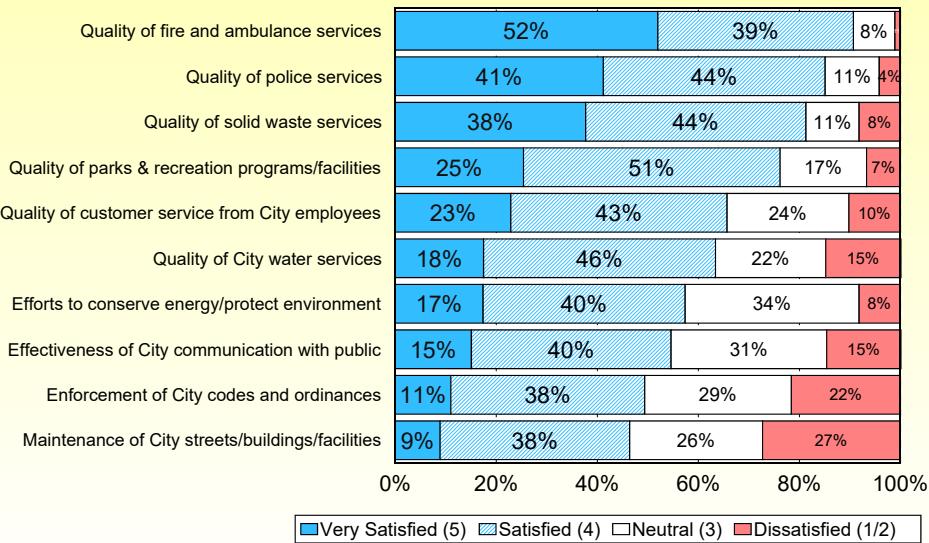
Based on the results of the Importance-Satisfaction (I-S) Priorities Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Overall maintenance of City streets, buildings and facilities
 - Overall quality of police services
- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Utility Services:** water service.
 - **Development and Redevelopment:** redevelopment of abandoned or under-utilized properties, efforts to attract new businesses to the community, quality of new retail development, and quality of new residential development.
 - **Public Safety Services:** the City's efforts to prevent crime and visibility of police in neighborhoods.
 - **Code Enforcement:** enforcing the exterior maintenance of residential property, enforcing the clean-up of debris on private property, enforcing the exterior maintenance of business property, enforcing the mowing and cutting of weeds and tall grass on private property, and enforcing snow removal on sidewalks.
 - **Maintenance Services:** maintenance of major City streets, maintenance of neighborhood streets, snow removal on major City streets, snow removal on neighborhood streets, and overall cleanliness of City streets and other public areas.
 - **Parks and Recreation:** maintenance of City parks.

Section 1:
Charts and Graphs

Q1. Satisfaction with Major Categories of Services Provided by the City

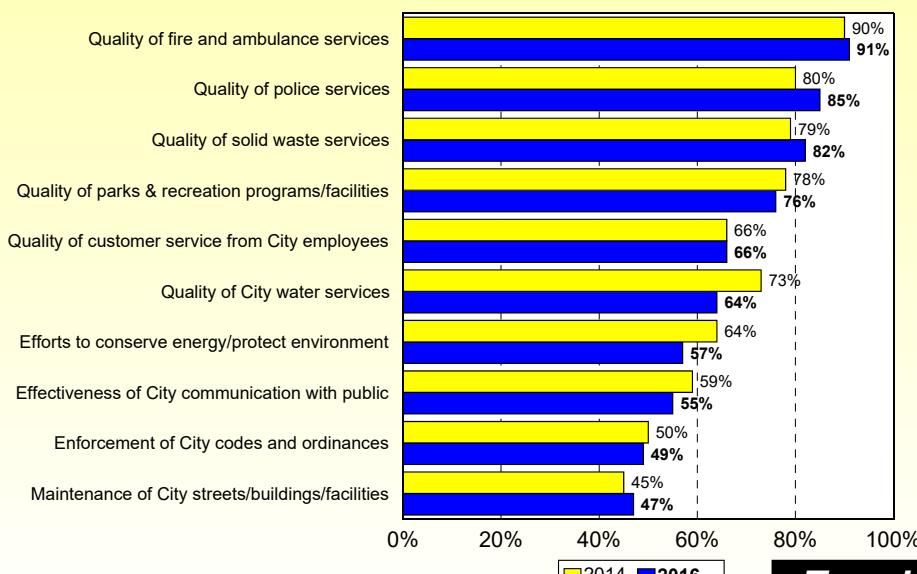
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Satisfaction with Major Categories of Services Provided by the City

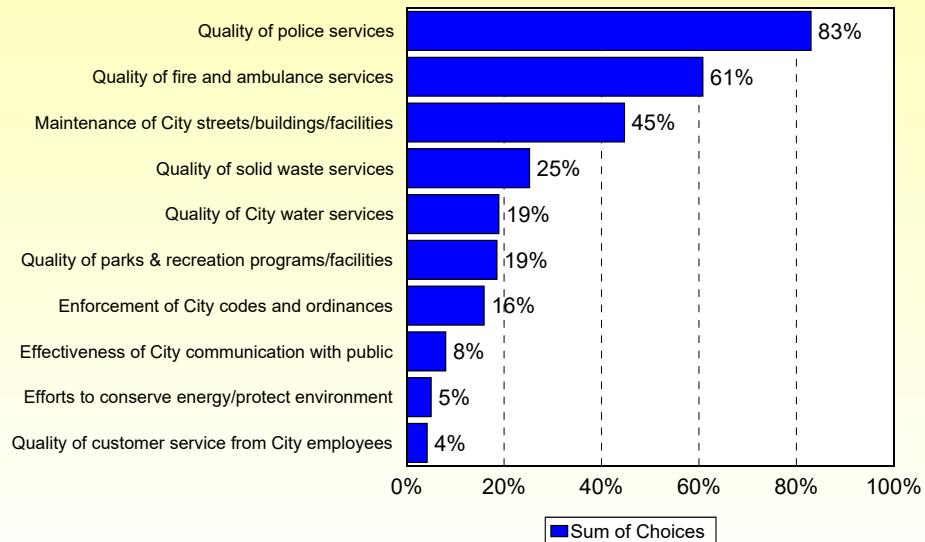
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q2. City Services That Are Most Important for the City to Provide

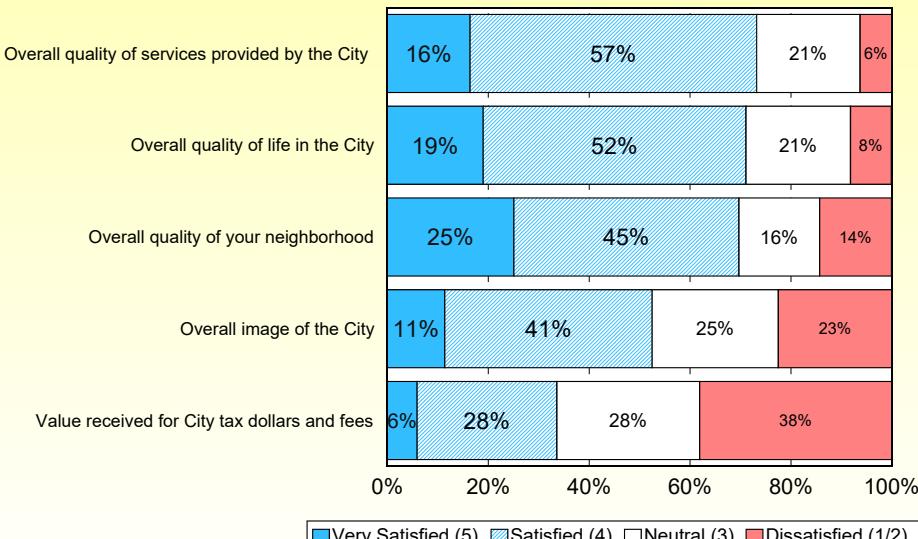
by percentage of respondents who selected the item as one of their top three choices



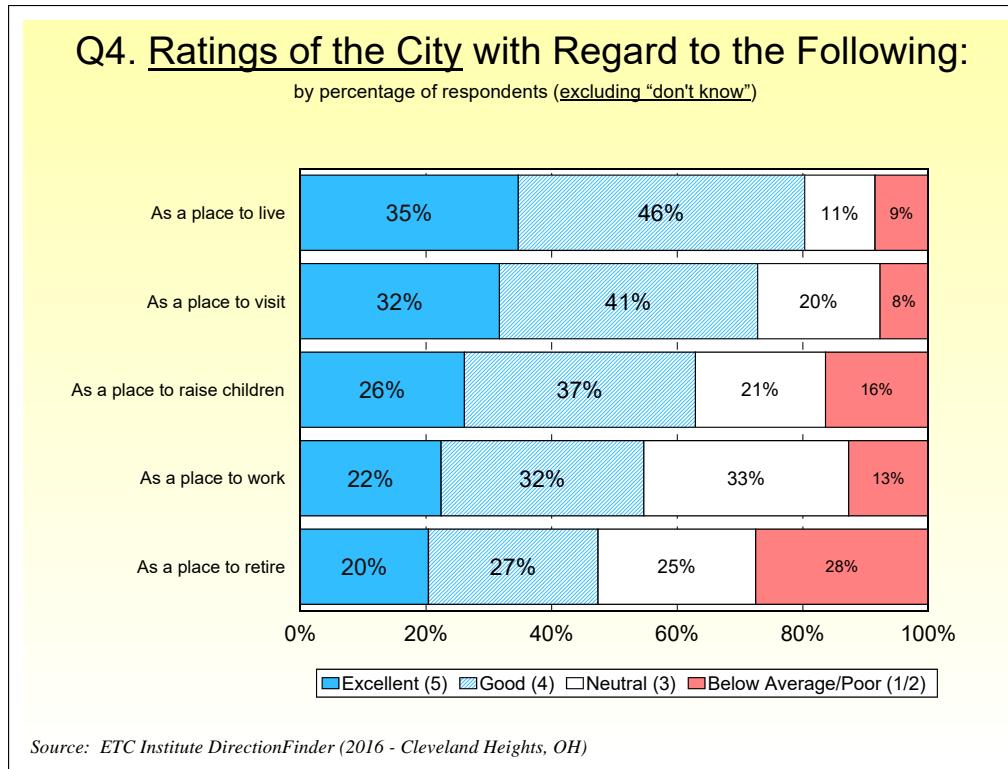
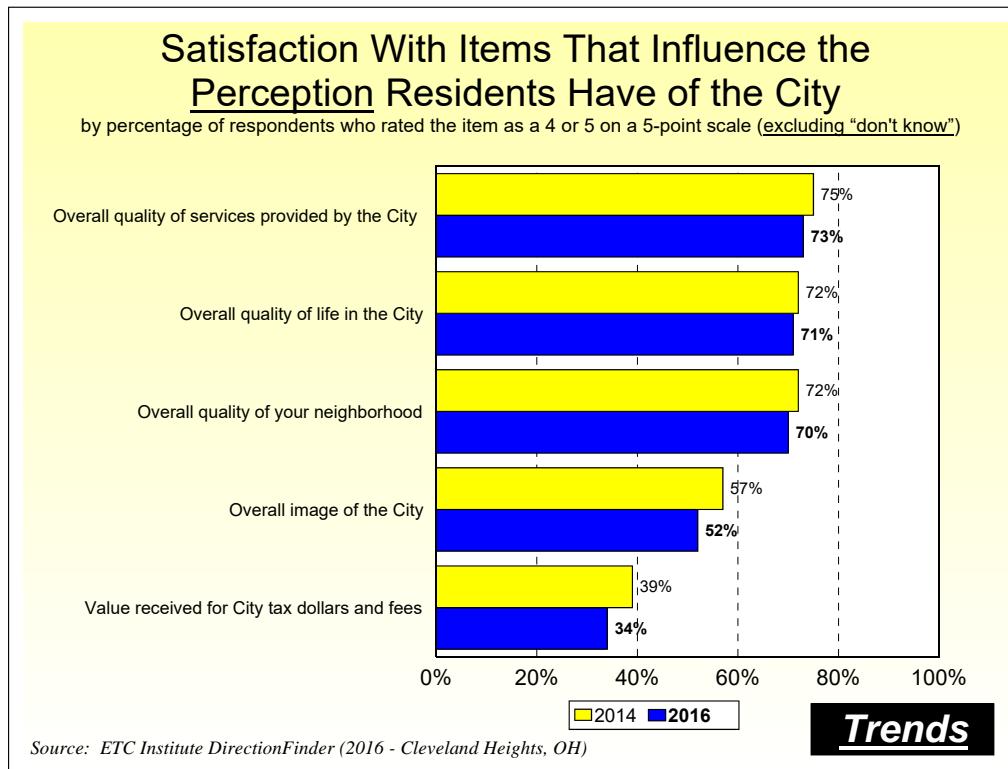
Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

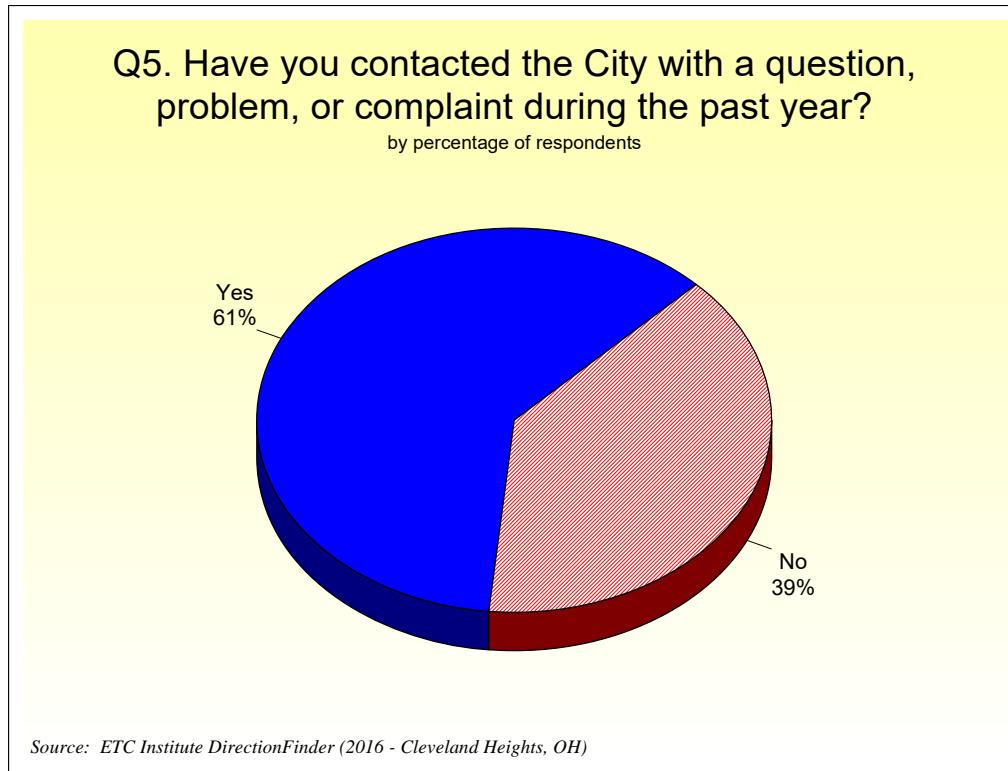
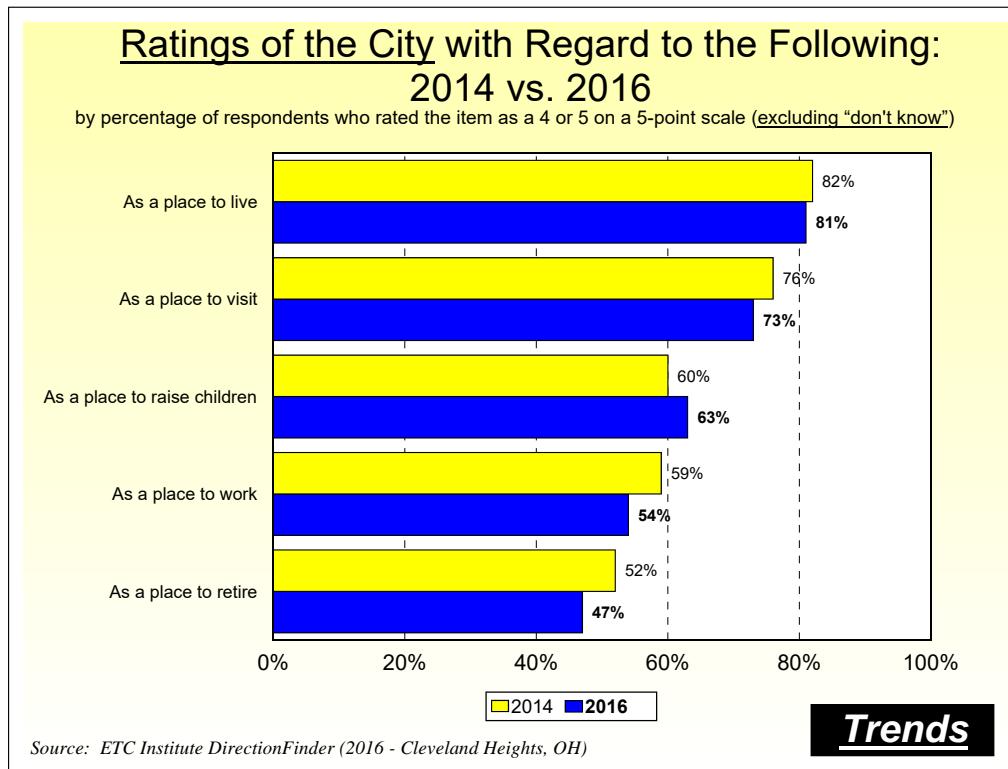
Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding "don't know")



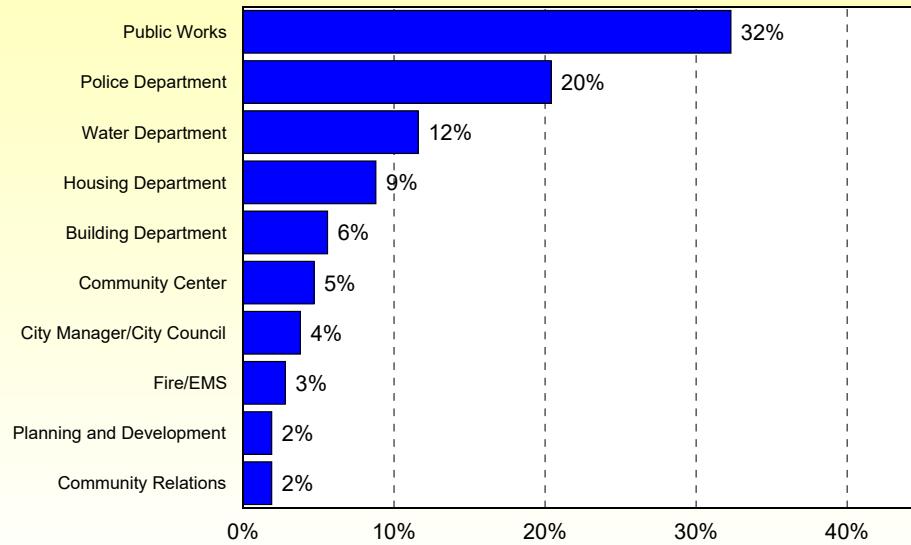
Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)





Q5a. If YES, which department did you contact most recently?

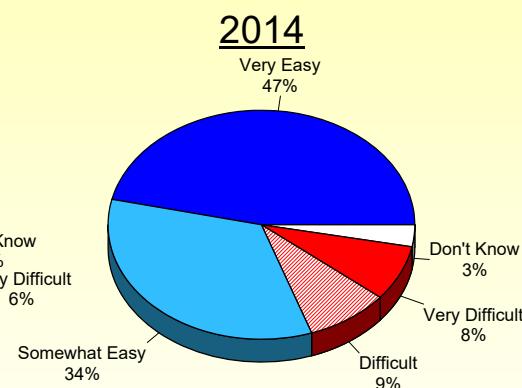
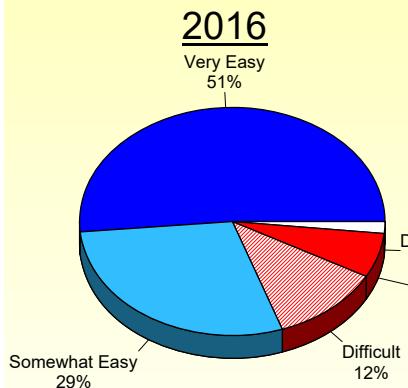
by percentage of respondents who contacted the City (multiple responses could be made)



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q5b. How easy was it to contact the person you needed to reach in the Department?

by percentage of respondents who contacted the City

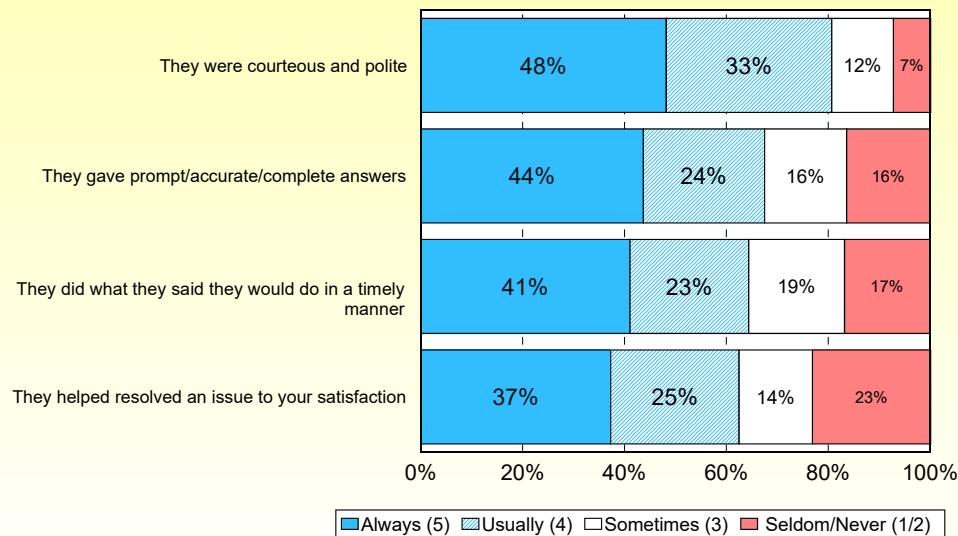


Trends

Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q5c. Ratings of Customer Service Behaviors

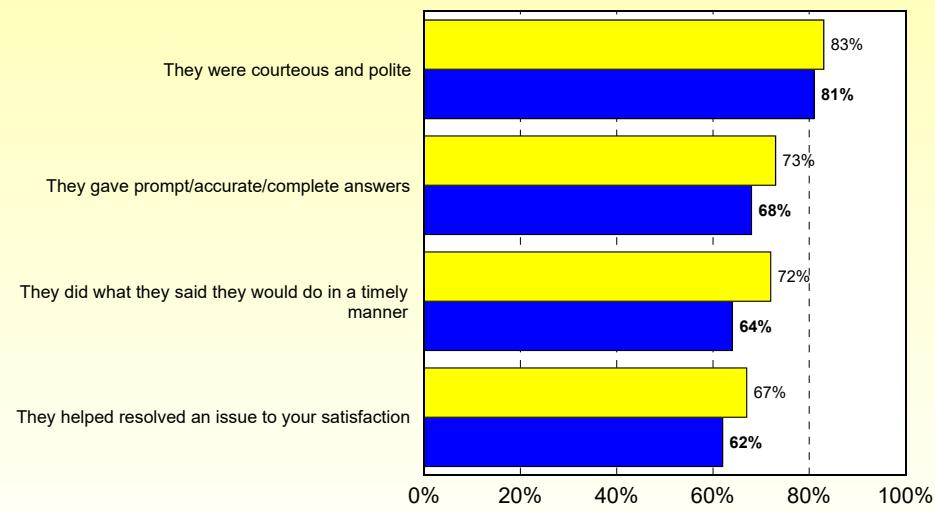
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

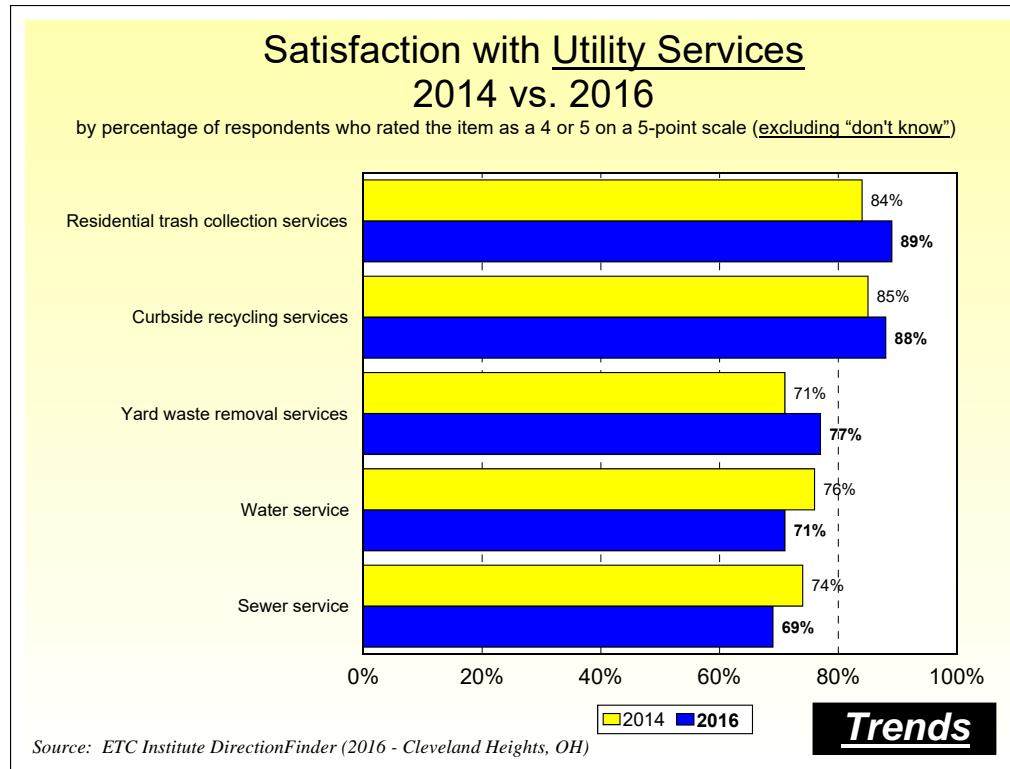
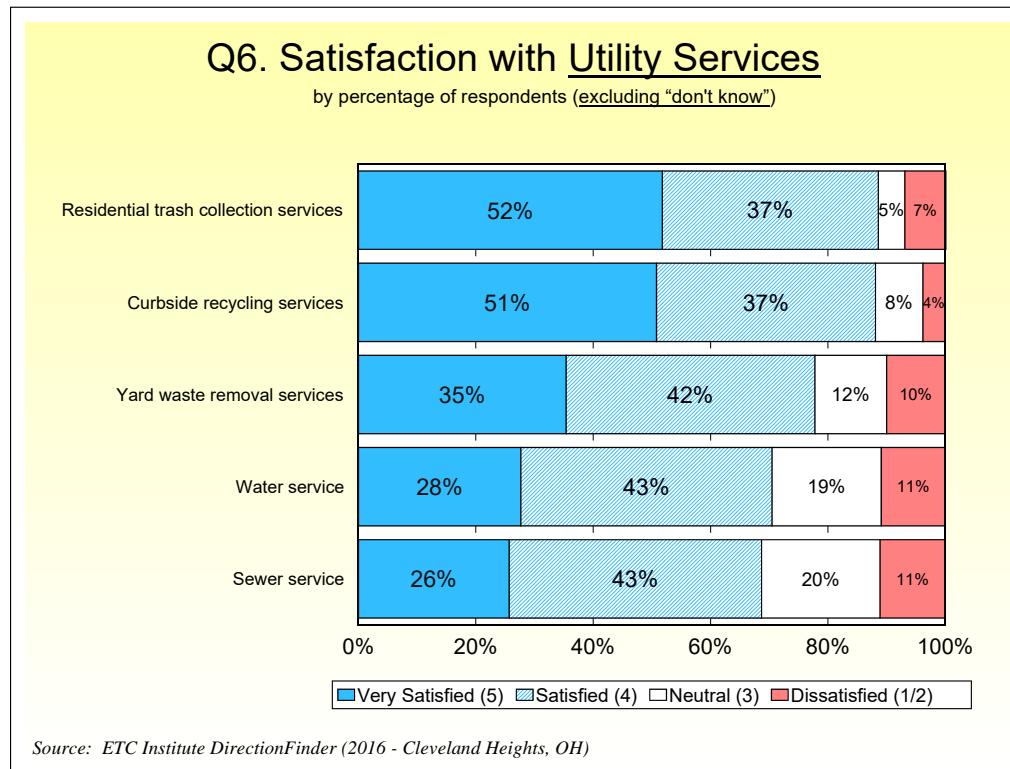
Ratings of Customer Service Behaviors 2014 vs. 2016

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



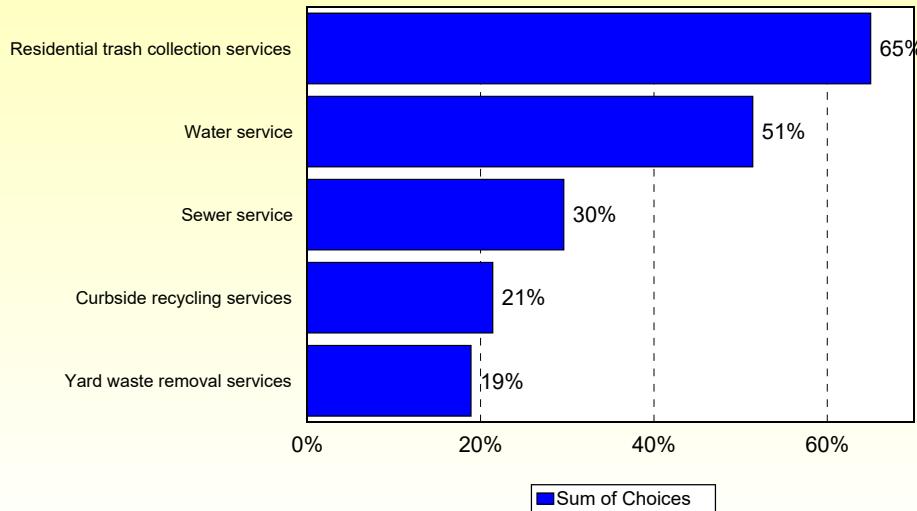
Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Trends



Q7. Utility Services That Are Most Important for the City to Provide

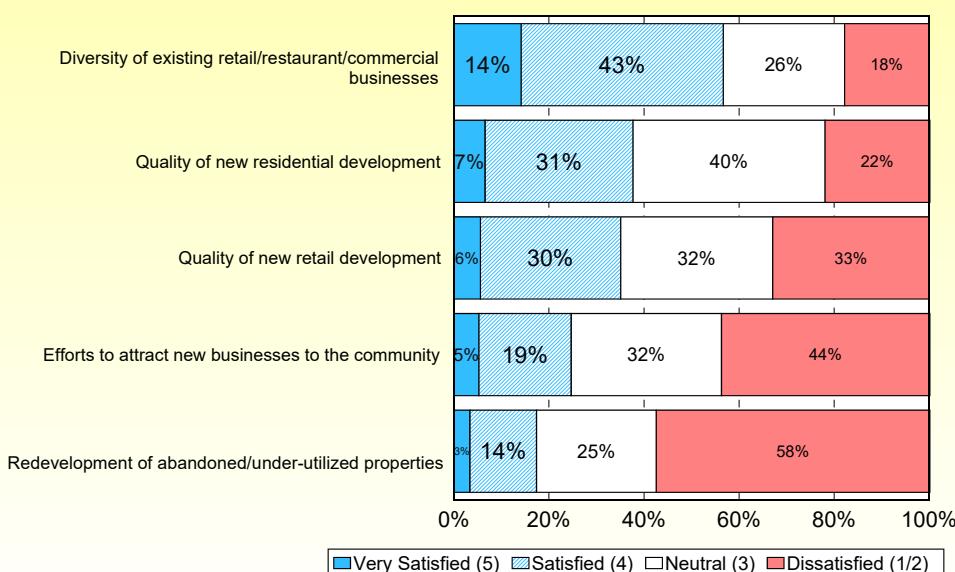
by percentage of respondents who selected the item as one of their top two choices



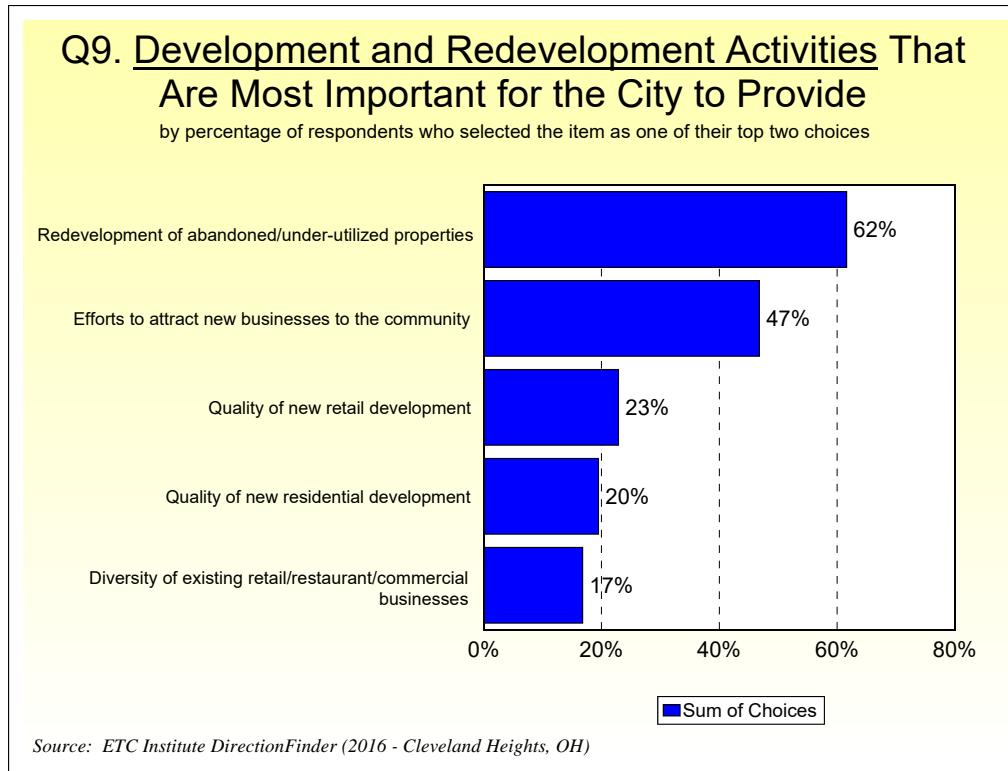
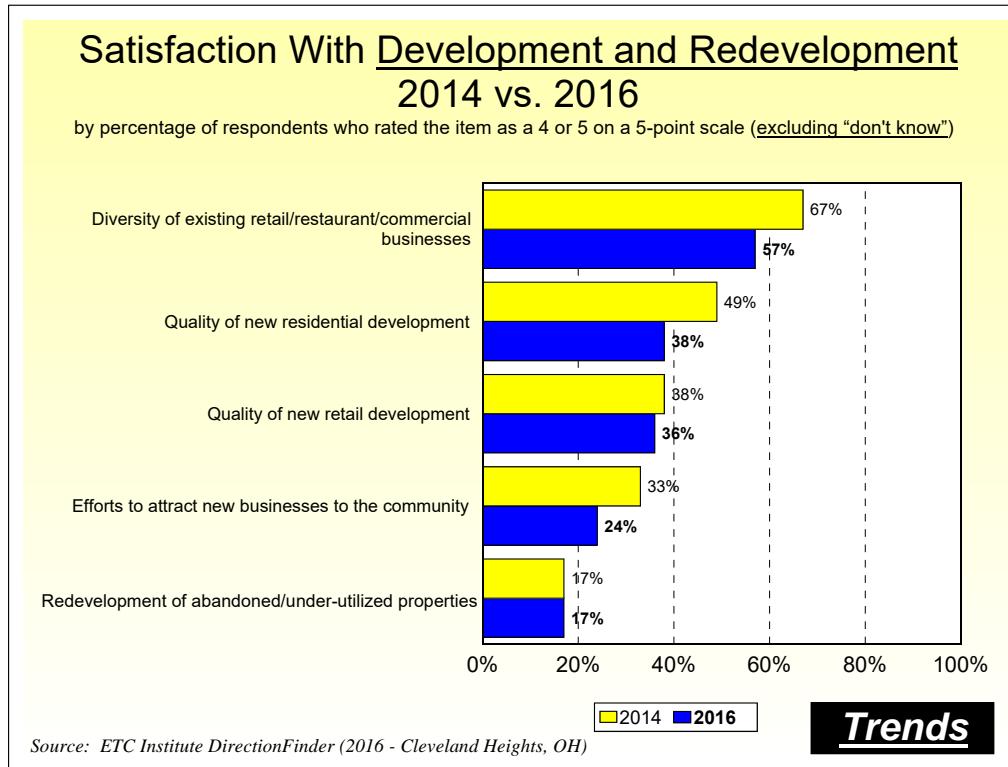
Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

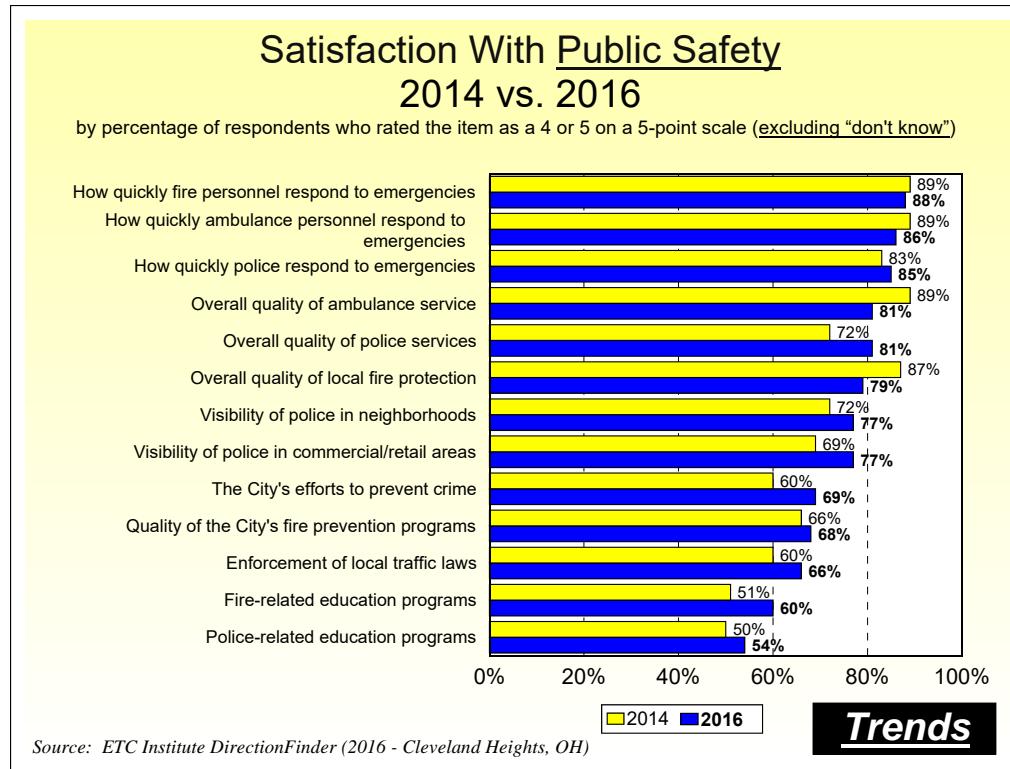
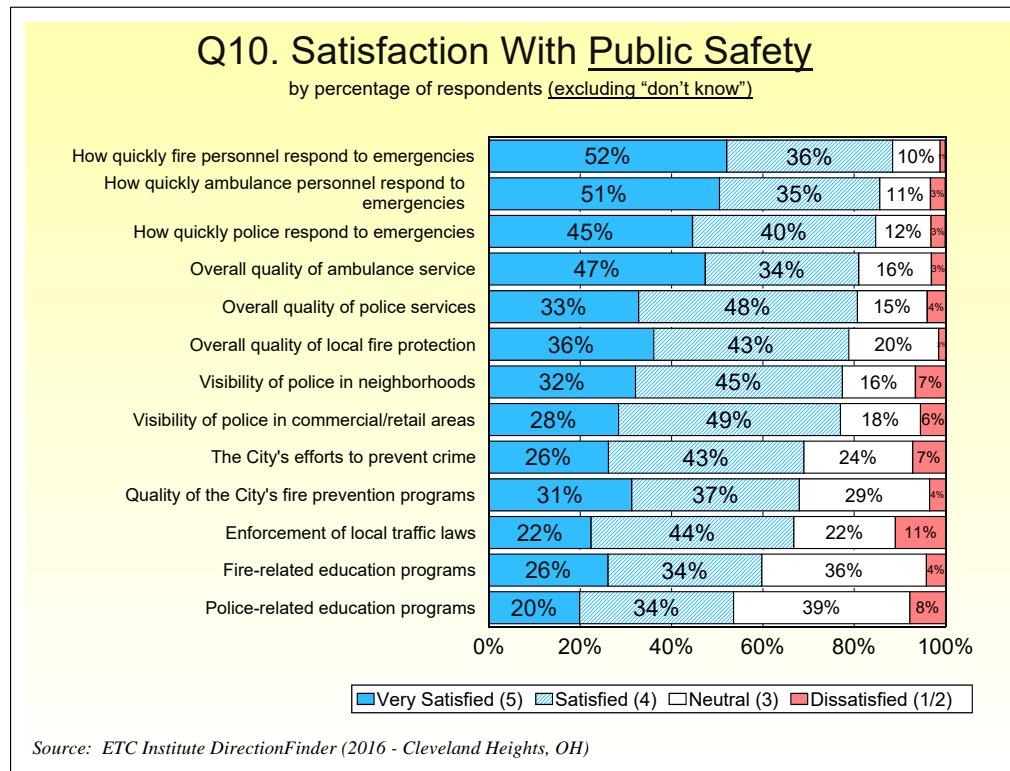
Q8. Satisfaction With Development and Redevelopment

by percentage of respondents (excluding "don't know")



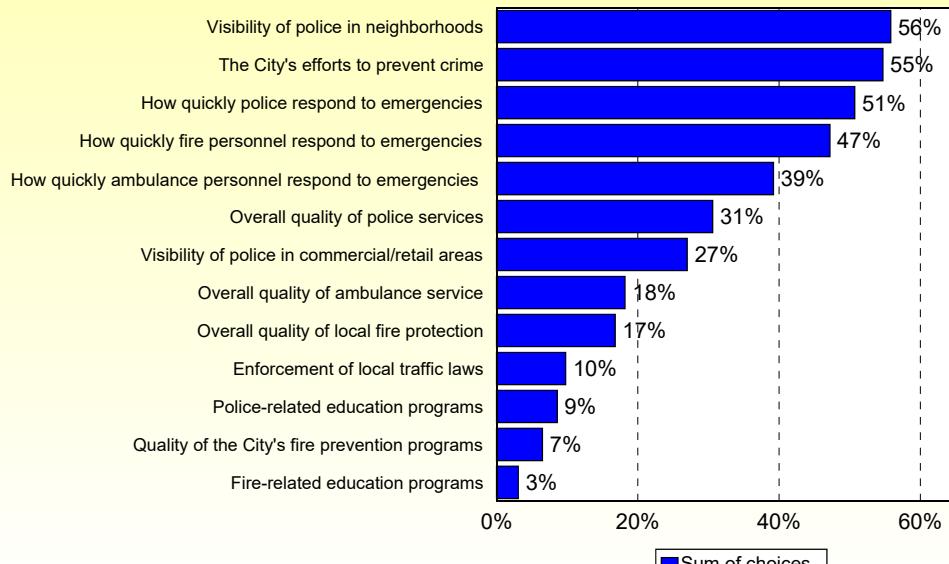
Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)





Q11. Public Safety Services That Are Most Important for the City to Provide

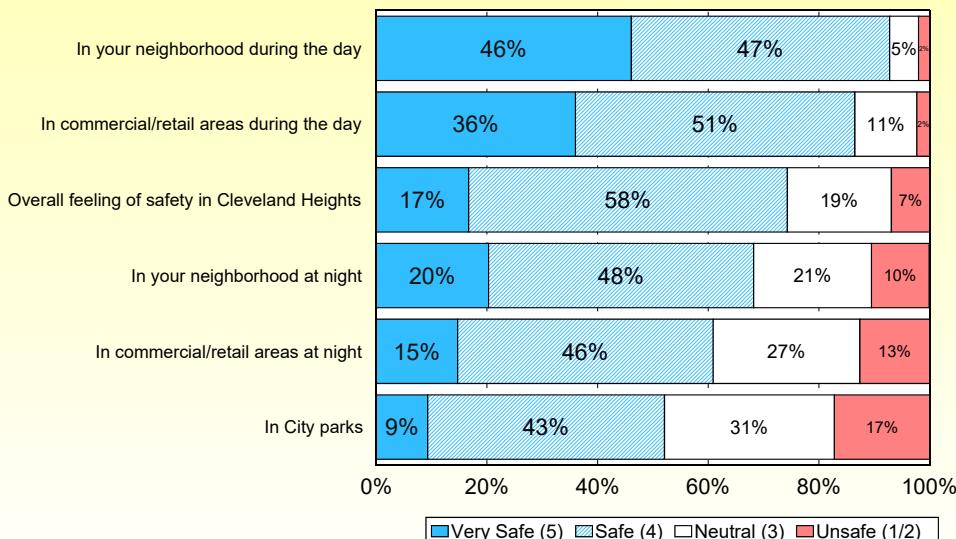
by percentage of respondents who selected the item as one of their top four choices



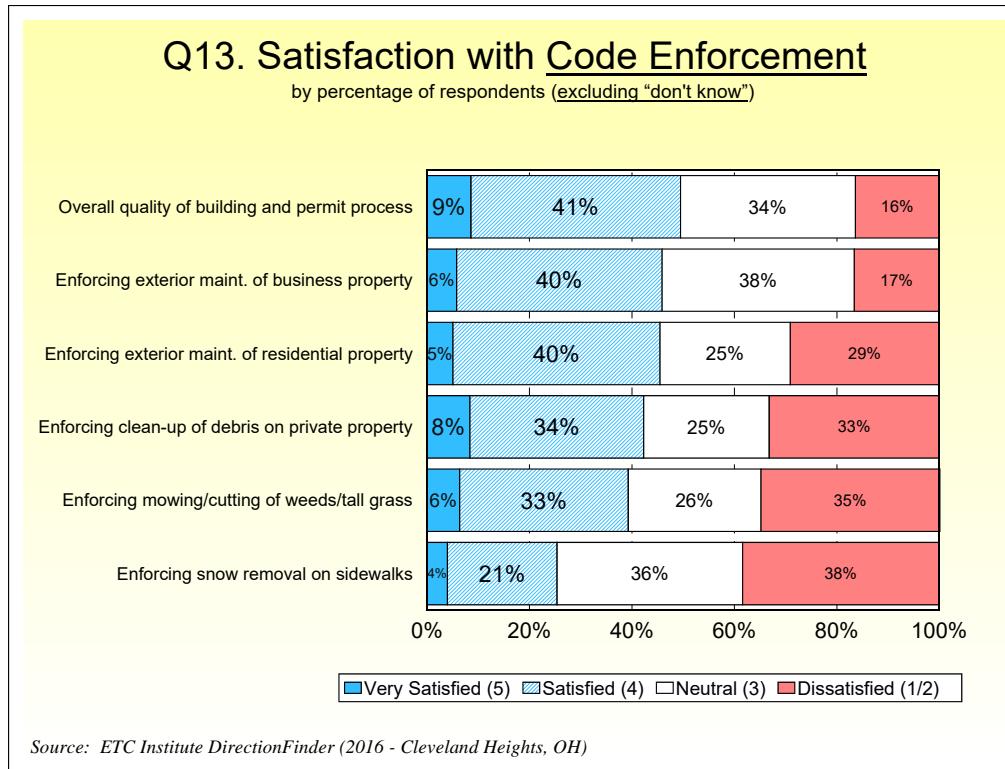
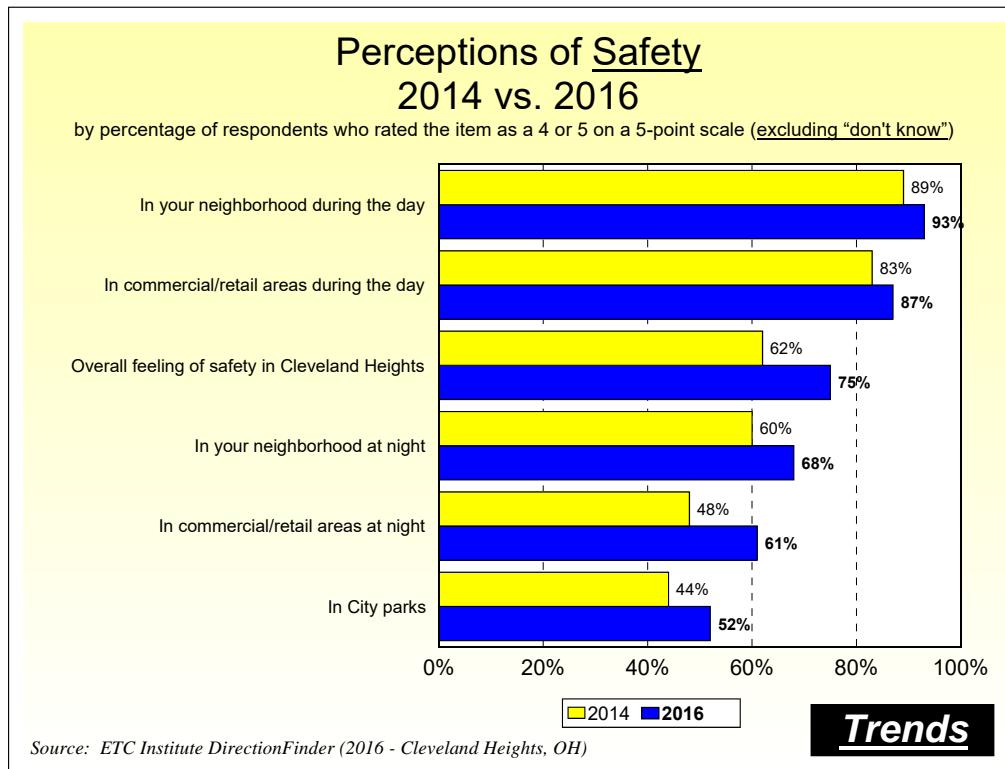
Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

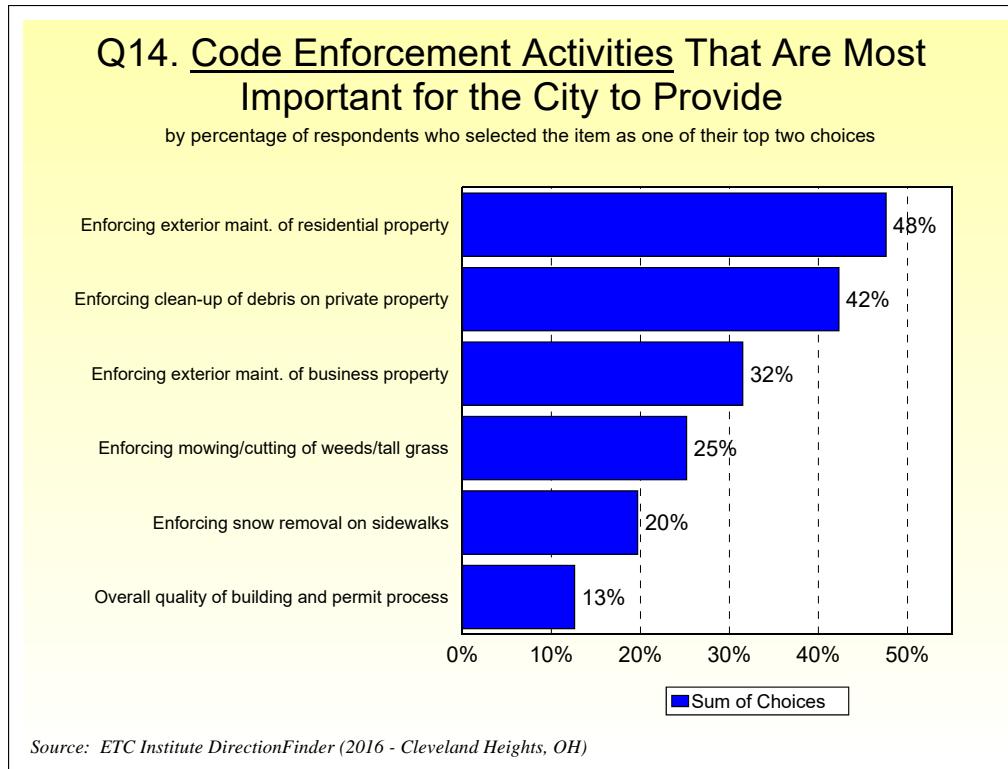
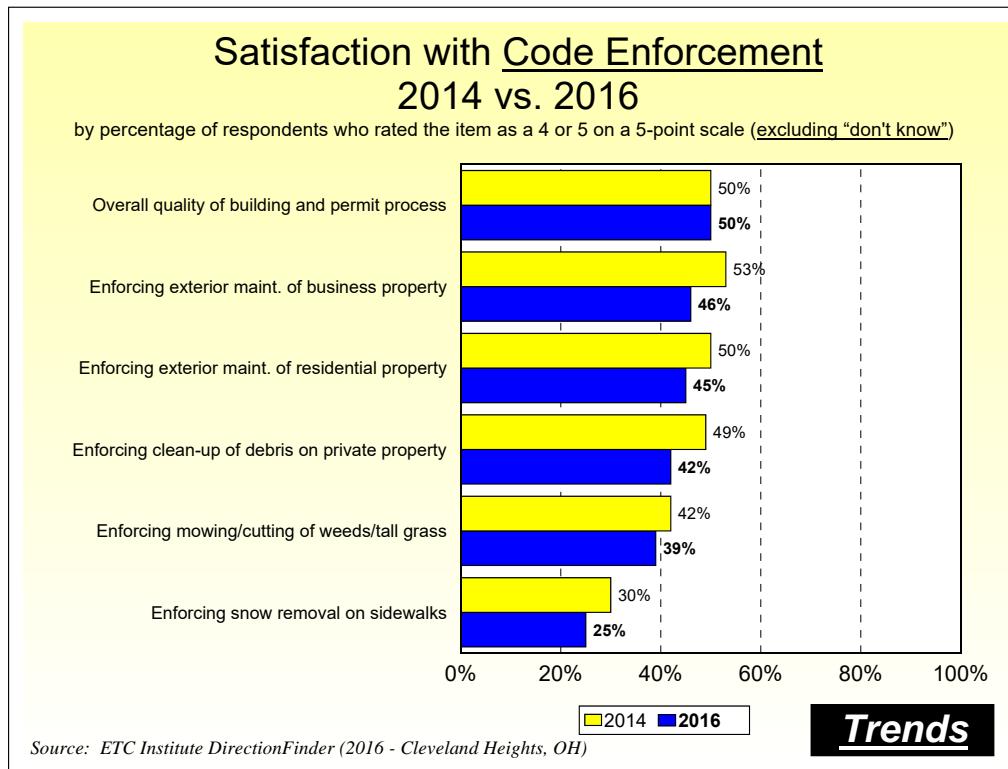
Q12. Perceptions of Safety

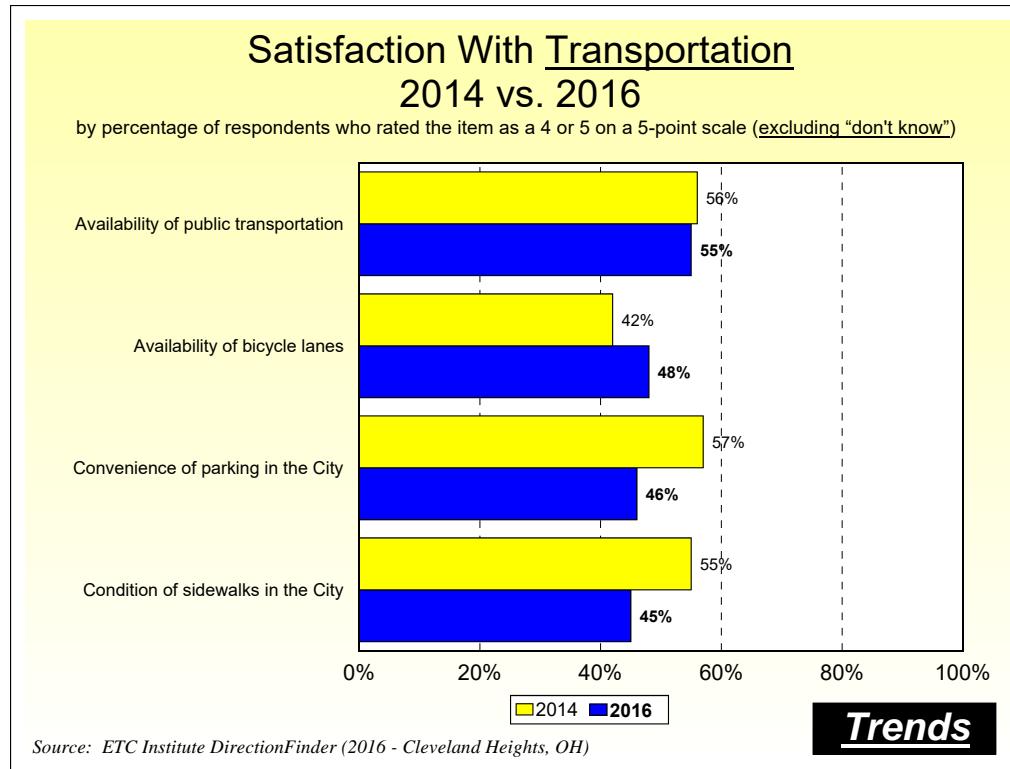
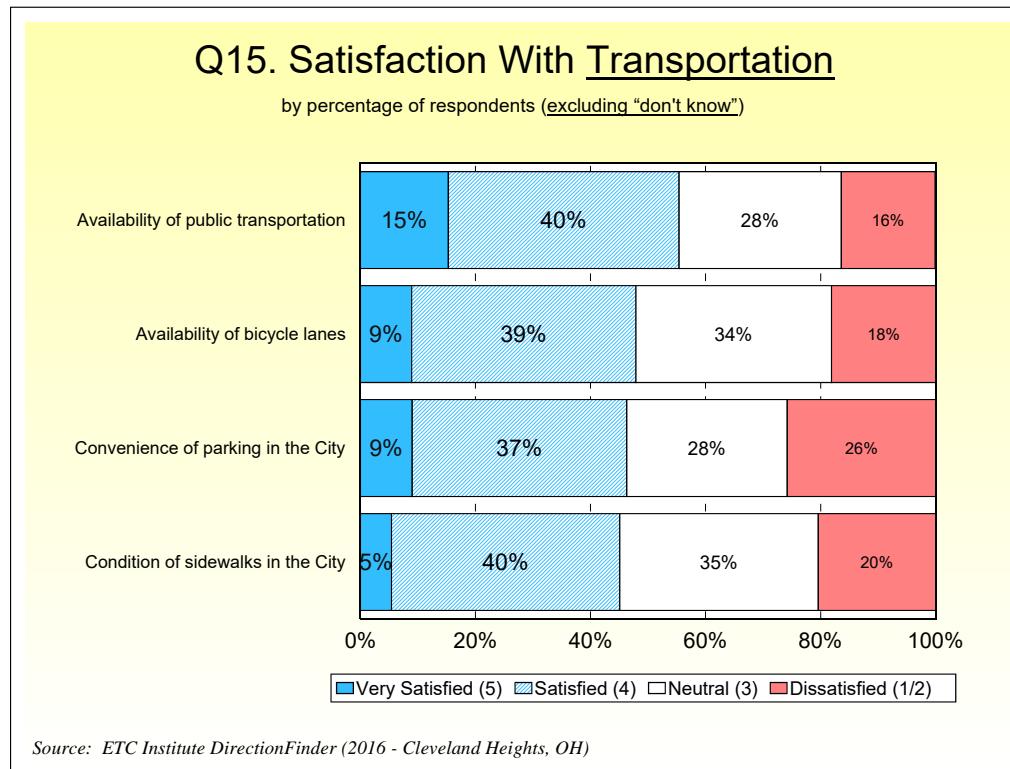
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

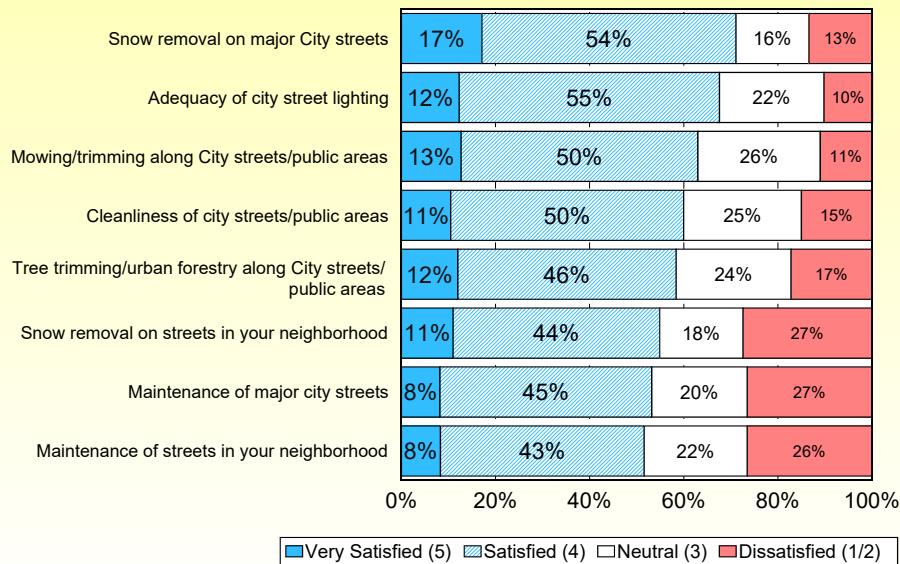






Q16. Satisfaction With City Maintenance

by percentage of respondents (excluding "don't know")



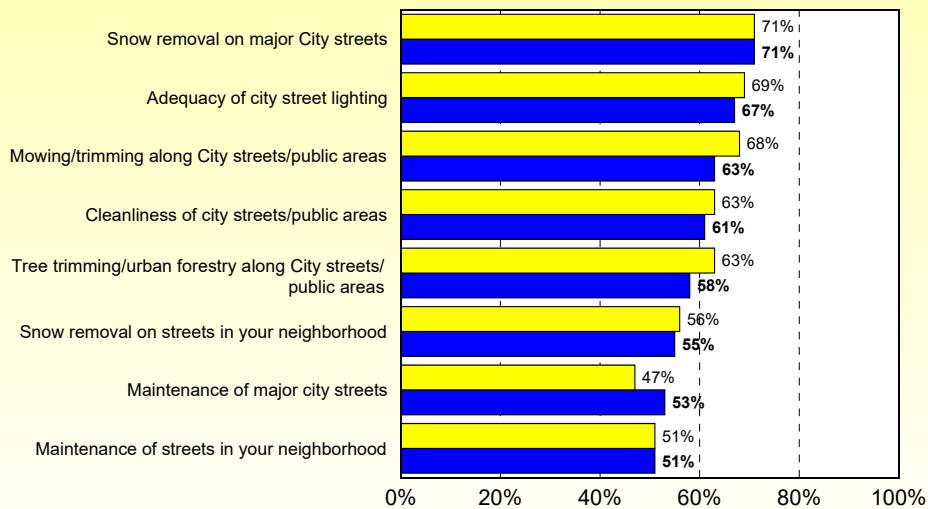
Legend: Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (1/2)

Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Satisfaction With City Maintenance

2014 vs. 2016

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



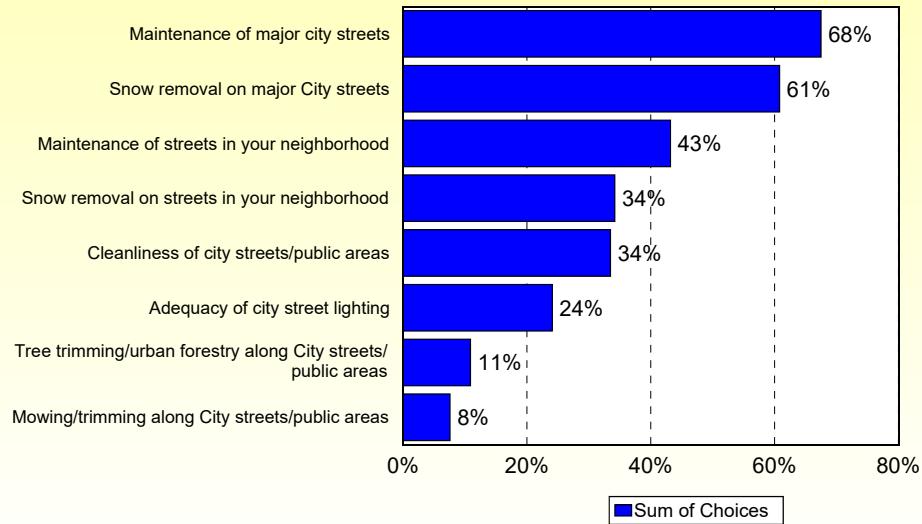
Legend: 2014 2016

Trends

Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q17. City Maintenance Services That Are Most Important for the City to Provide

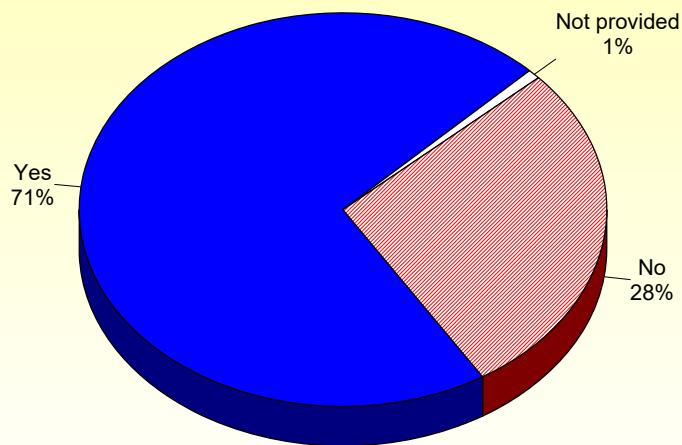
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q18a. Have you or other members of your household visited a Cleveland Heights City park during the past 12 months?

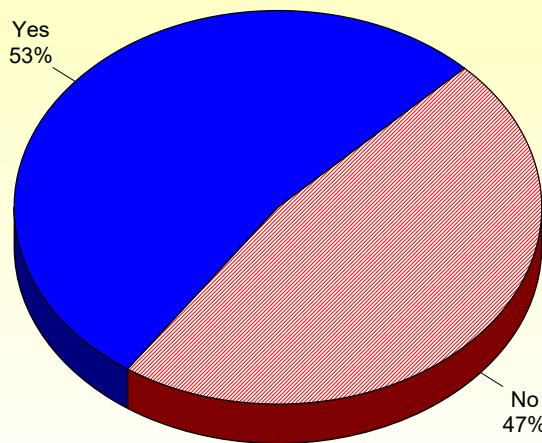
by percentage of respondents



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q18b. Have you or other members of your household visited the Cleveland Heights Community Center during the past 12 months?

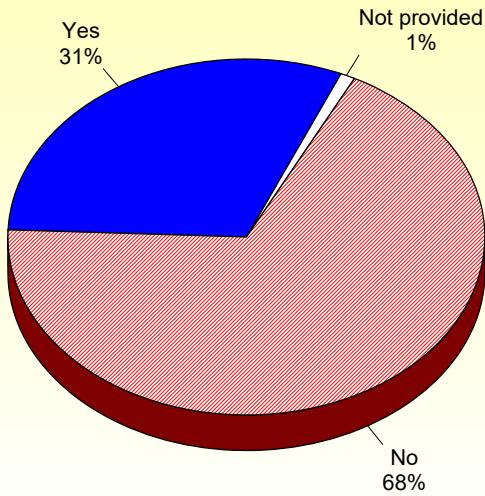
by percentage of respondents



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q18c. Have you or other members of your household participated in any Parks and Recreation programs offered by the City of Cleveland Heights during the past 12 months?

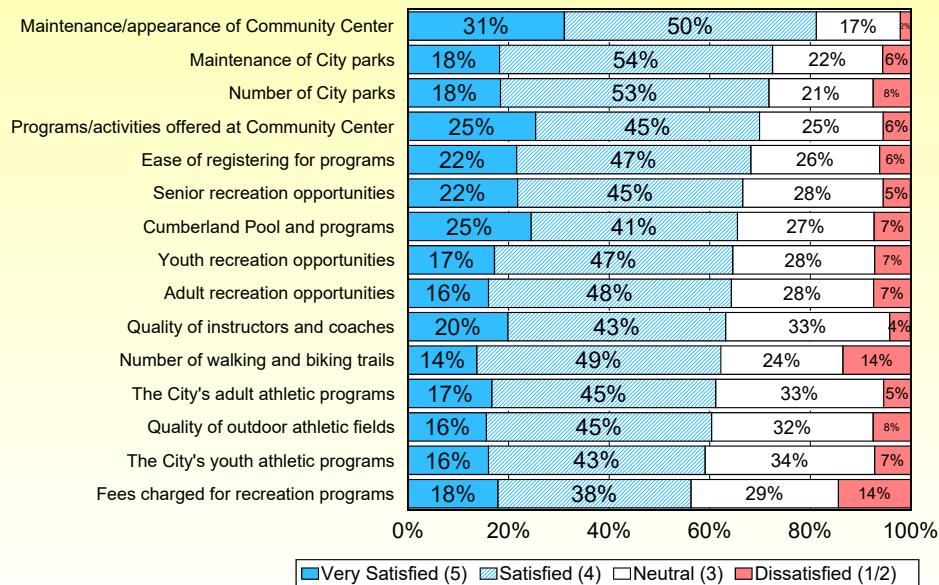
by percentage of respondents



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q19. Satisfaction with Parks and Recreation

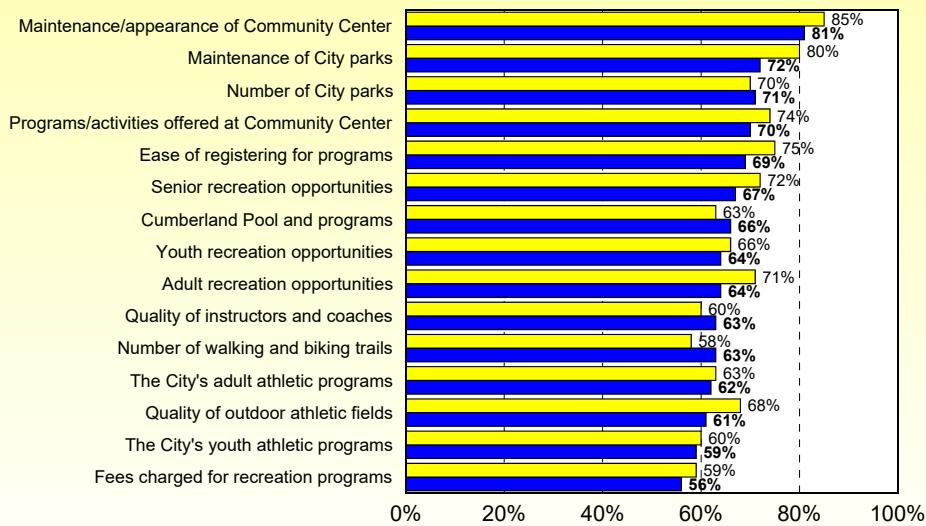
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Satisfaction with Parks and Recreation 2014 vs. 2016

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

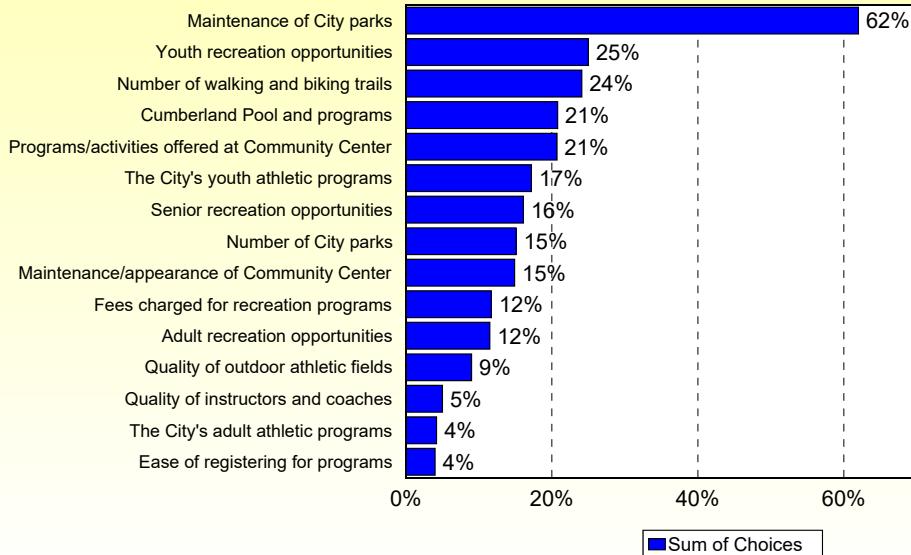


Trends

Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q20. Parks and Recreation Services That Are Most Important for the City to Provide

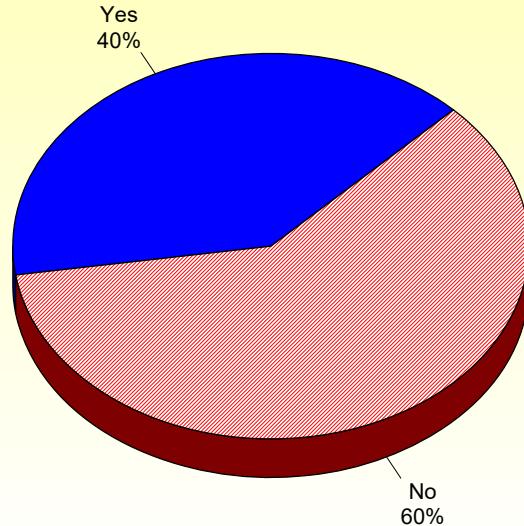
by percentage of respondents who selected the item as one of their top three choices



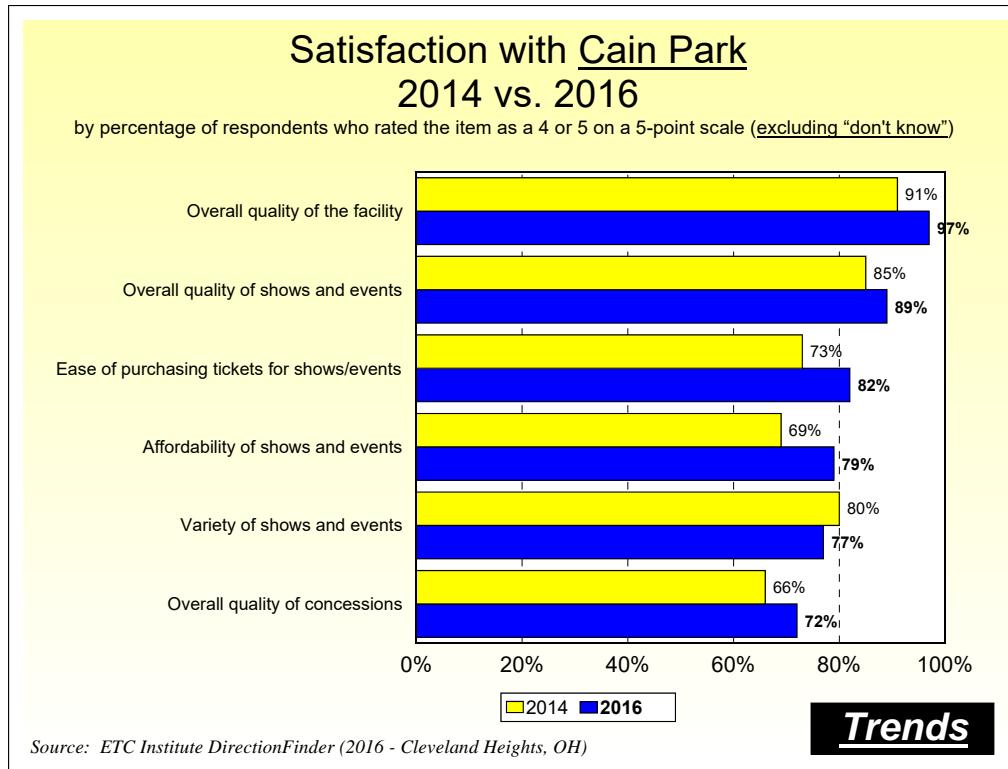
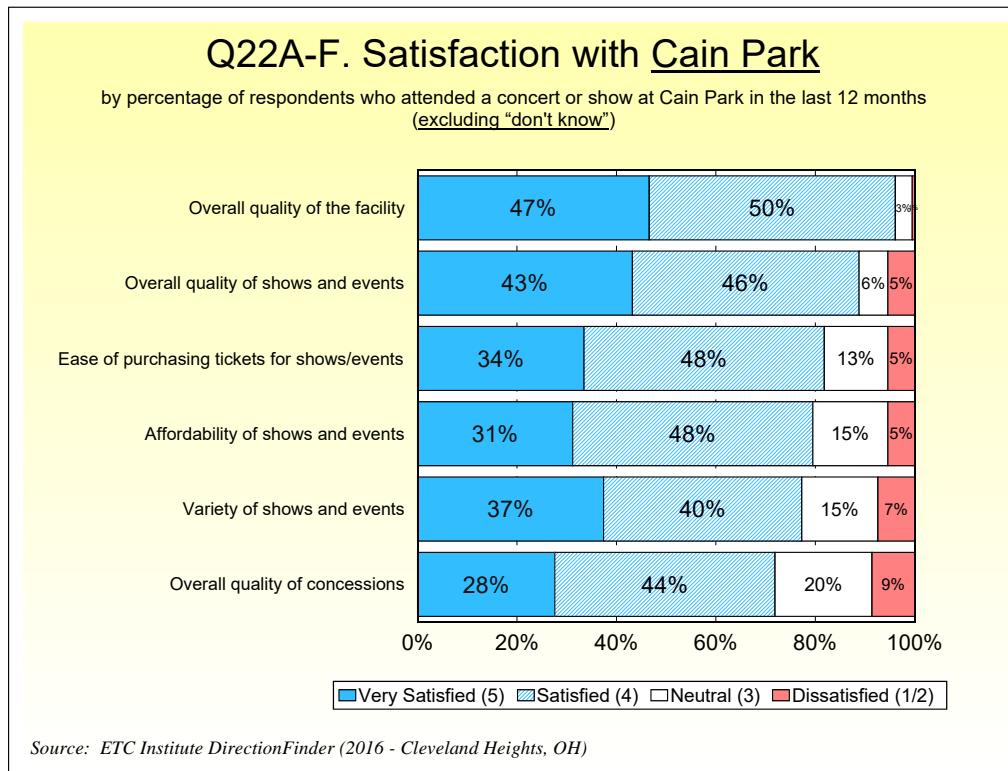
Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q22. Have you or other members of your household attended a concert or show at Cain Park during the last 12 months?

by percentage of respondents

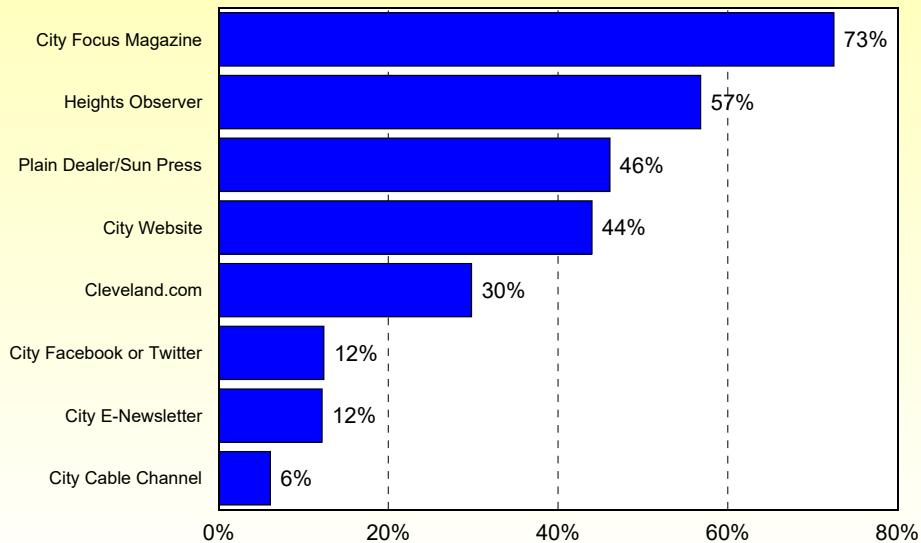


Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)



Q23. How Residents Currently Get Information About the City of Cleveland Heights

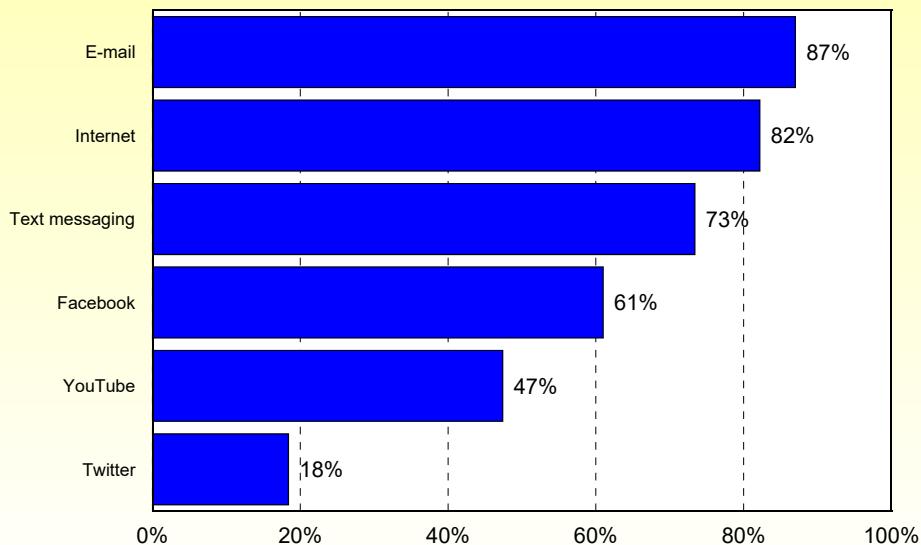
by percentage of respondents (multiple responses could be made)



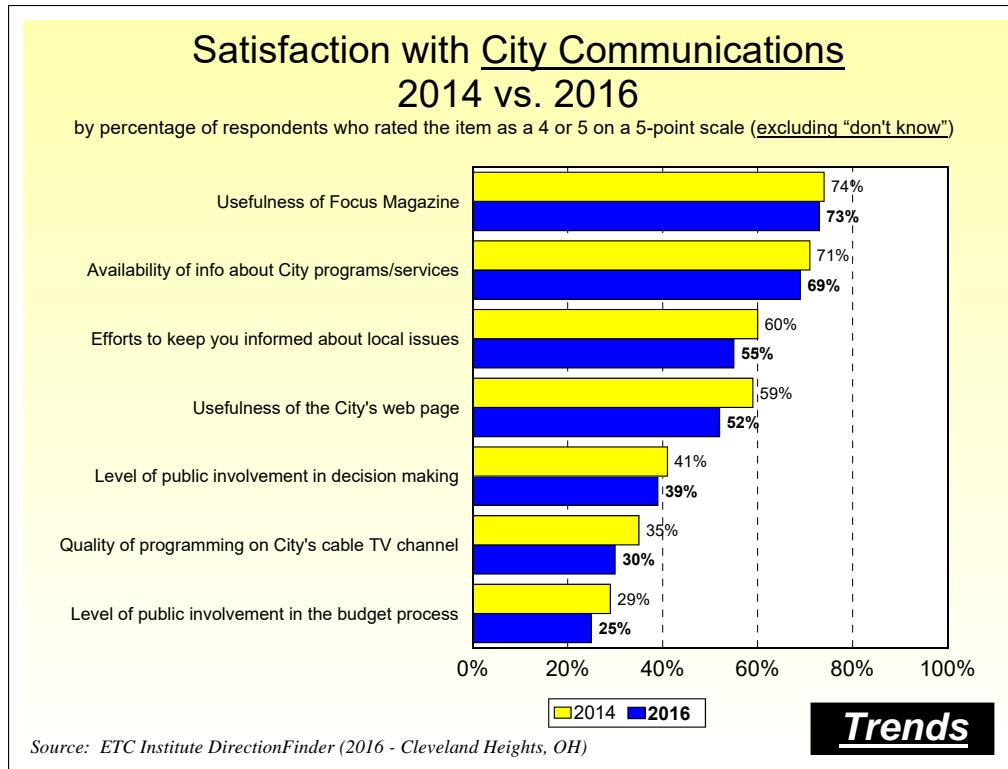
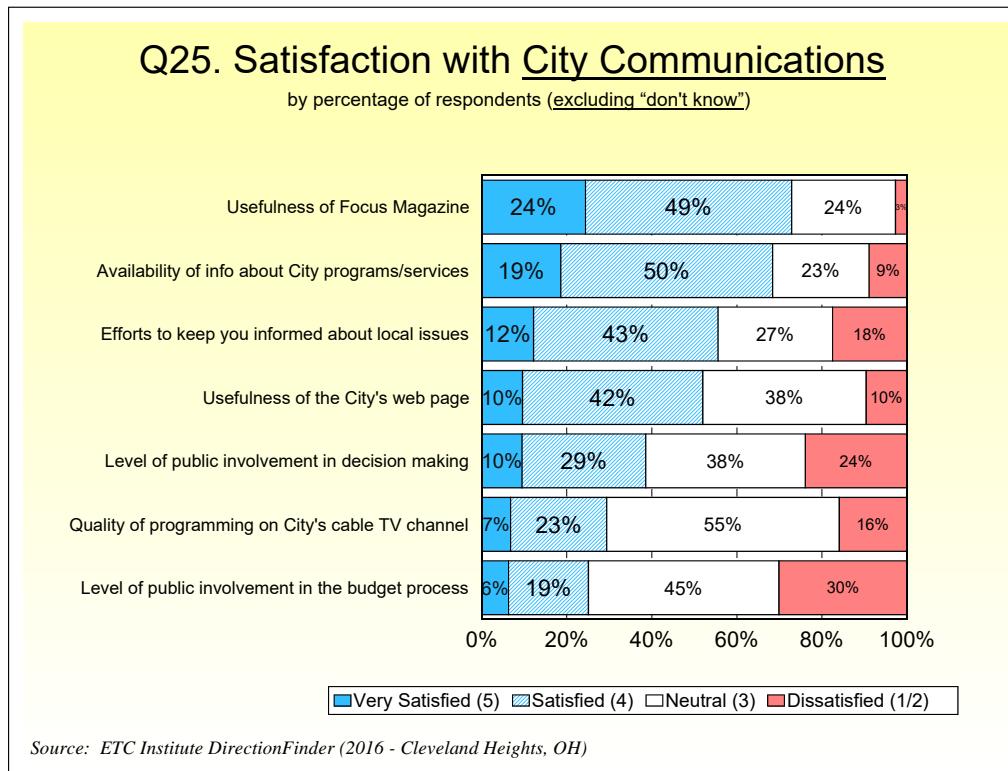
Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q24. Which of the following do you currently use at home?

by percentage of respondents (multiple responses could be made)

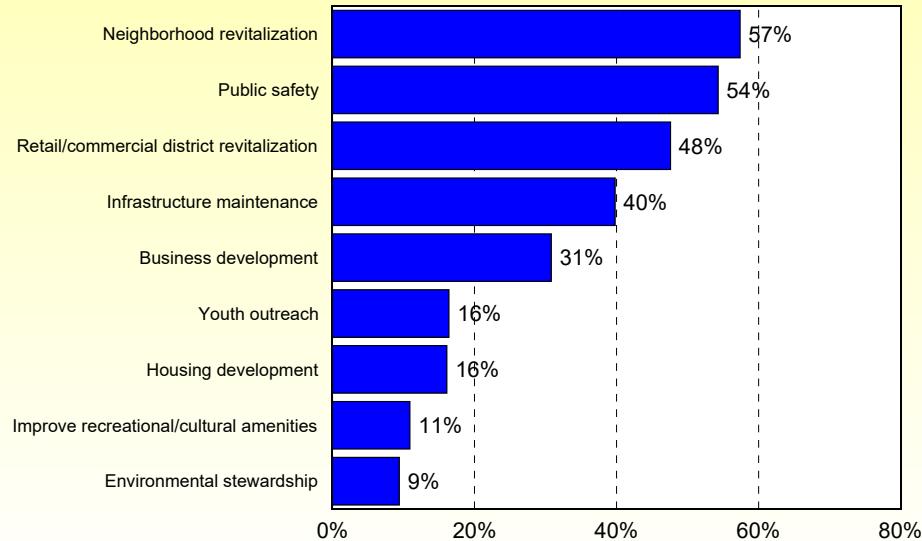


Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)



Q26. Community Issues That Should be the City's Top Priorities Over the Next 2 Years

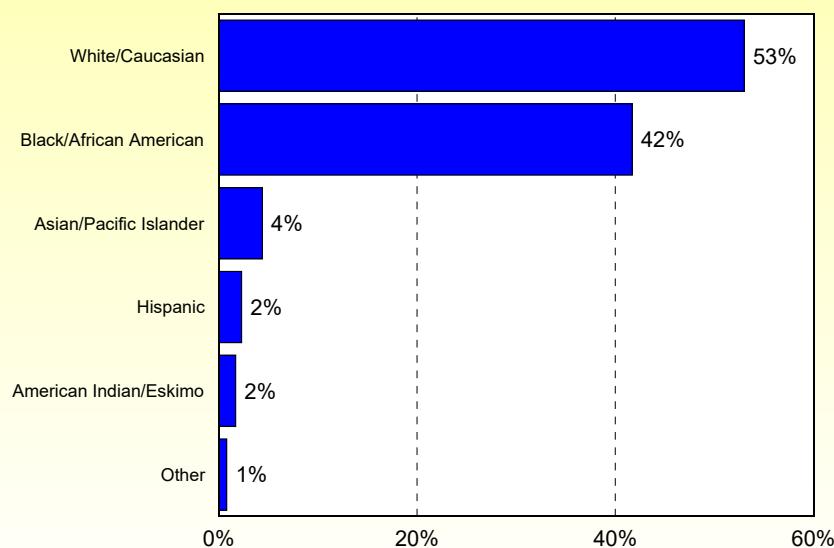
by percentage of respondents (up to three items could be selected)



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q27. Demographics: Race/Ethnicity

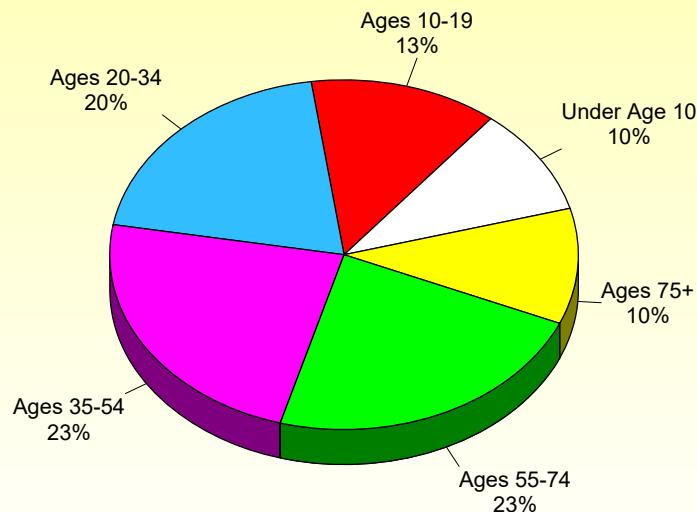
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q28. Demographics: Ages of Household Members

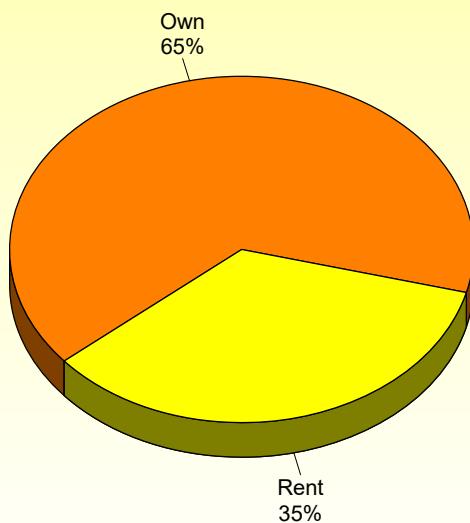
by percentage of persons in households



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q29. Demographics: Do you own or rent your home?

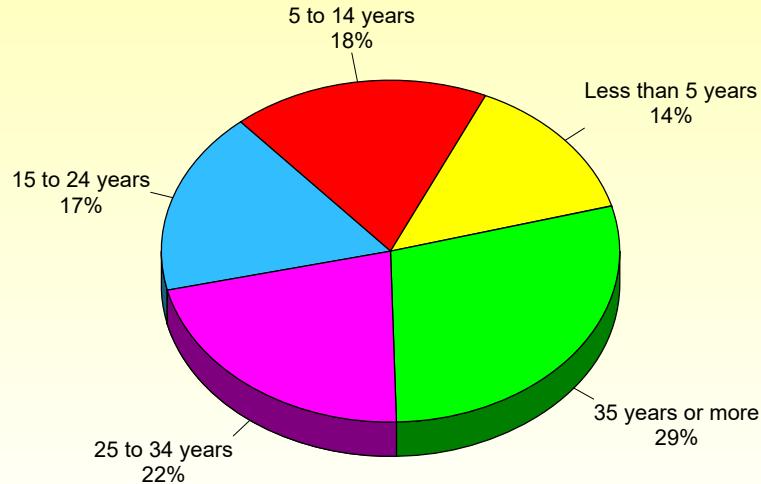
by percentage of respondents



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q30. Demographics: Approximately how many years have you lived in the City of Cleveland Heights?

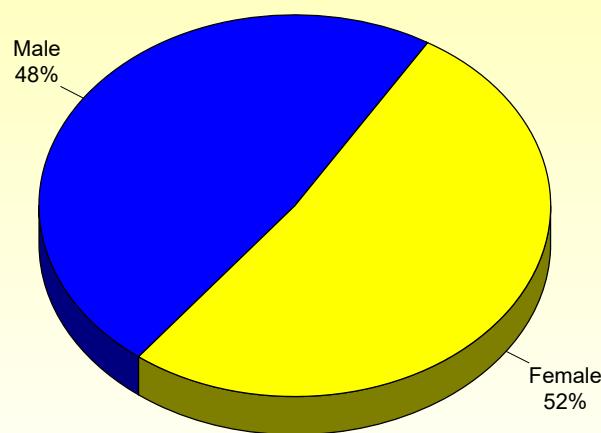
by percentage of respondents



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Q31. Demographics: Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2016 - Cleveland Heights, OH)

Section 2:
Benchmarking Analysis

Benchmarking Summary Report

Cleveland Heights, Ohio

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 210 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute to a random sample of more than 4,000 residents across the United States and (2) individual communities with a population of less than 50,000 where ETC Institute has administered the *DirectionFinder*® survey between July 2011 and January 2015; the 28 communities included in this comparisons are listed below.

- Bensenville, IL
- Clayton, MO
- Coffeyville, KS
- Edgerton, KS
- Fruita, CO
- Garden City, KS
- Gardner, KS
- Grain Valley, MO
- Grandview, MO
- Hallandale Beach, FL
- Harrisonville, MO
- Hyattsville, MD
- Indian Trail, NC
- Johnston, IA
- Junction City, KS
- Lenexa, KS
- Merriam, KS
- Mission, KS
- Narragansett, RI
- Platte City, MO
- Raymore, MO
- Rio Blanco, CO
- Riverside, MO
- Vestavia Hills, AL
- Village of Pinehurst, NC
- Wentzville, MO
- Westlake, TX
- Winchester, VA

Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall results for Cleveland Heights compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents.

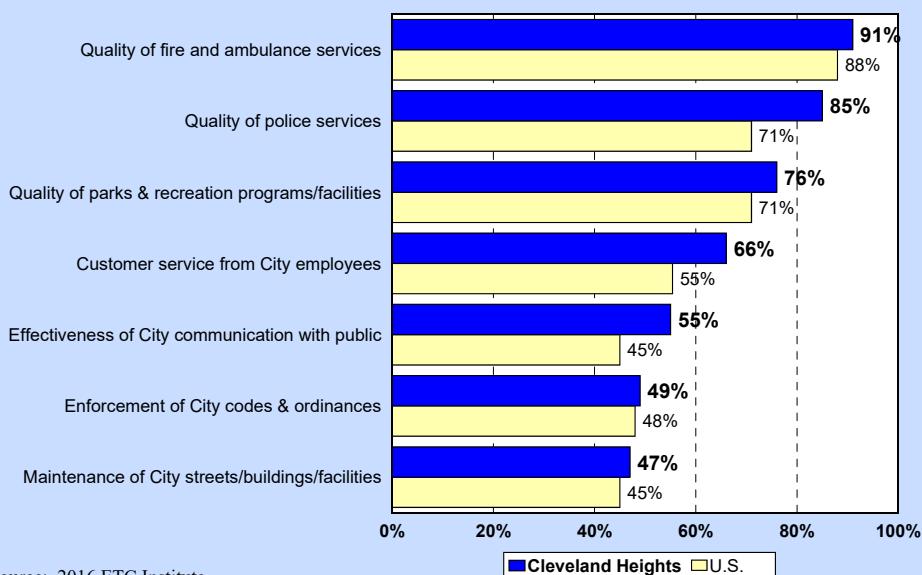
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 28 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 28 communities. The actual ratings for Cleveland Heights are listed to the right of each chart. The dot on each bar shows how the results for Cleveland Heights compare to the other communities with a population of less than 50,000 where the *DirectionFinder*® survey has been administered since 2011.

National Benchmarks

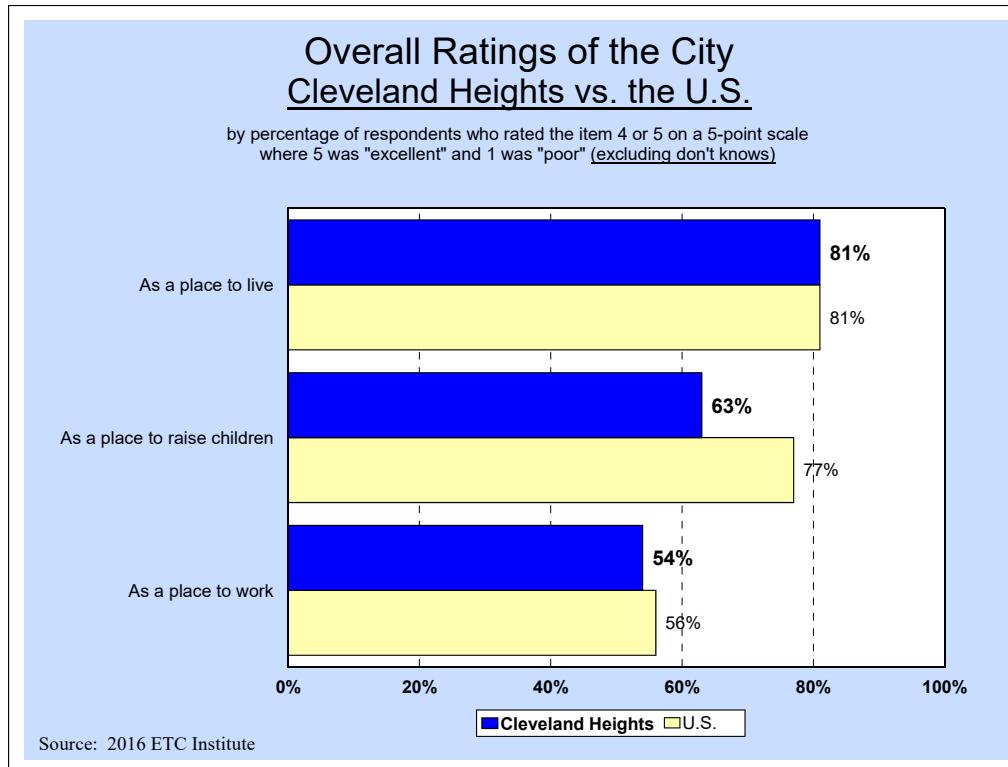
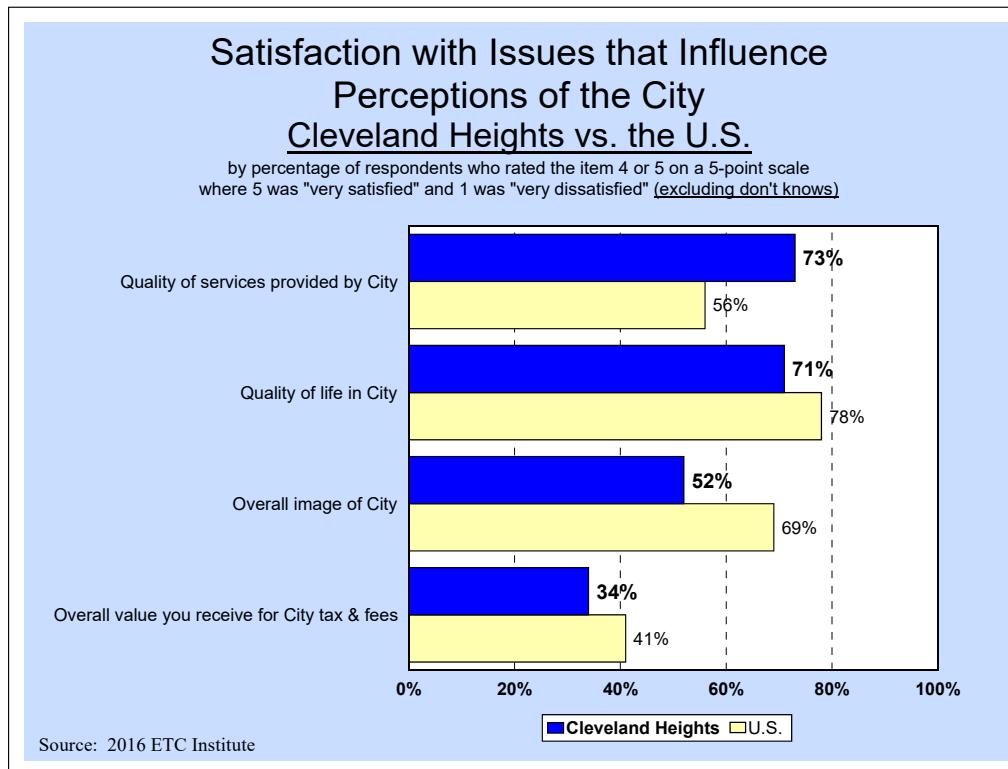
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Cleveland Heights, OH is not authorized without written consent from ETC Institute.

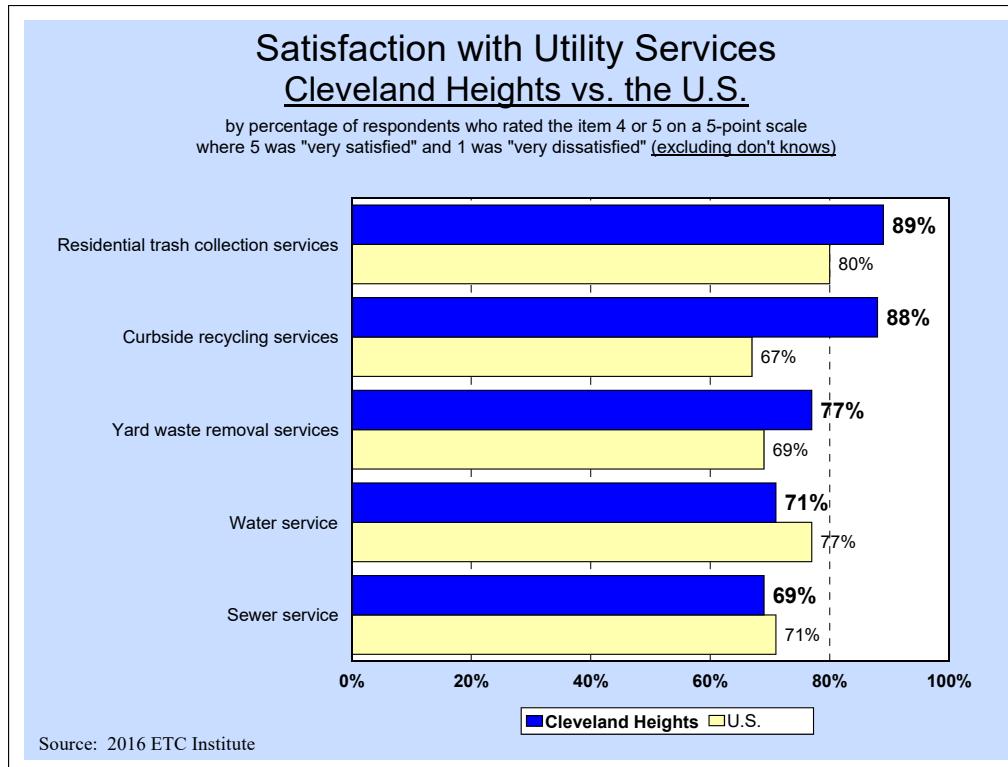
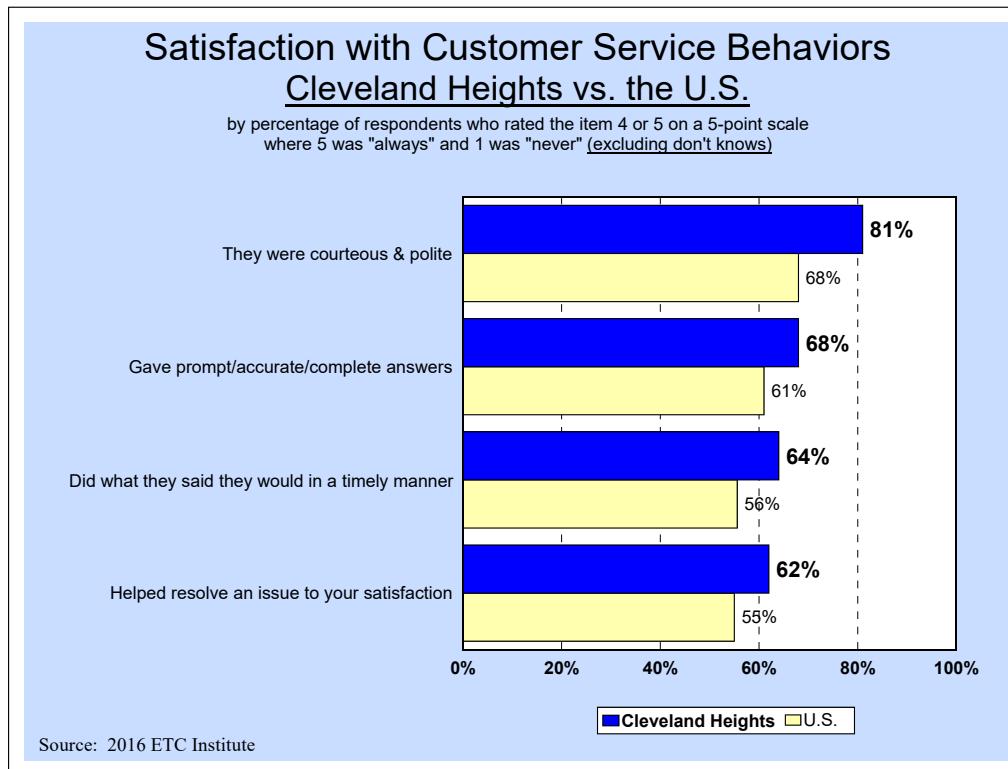
Overall Satisfaction with Major Categories of City Services Cleveland Heights vs. the U.S.

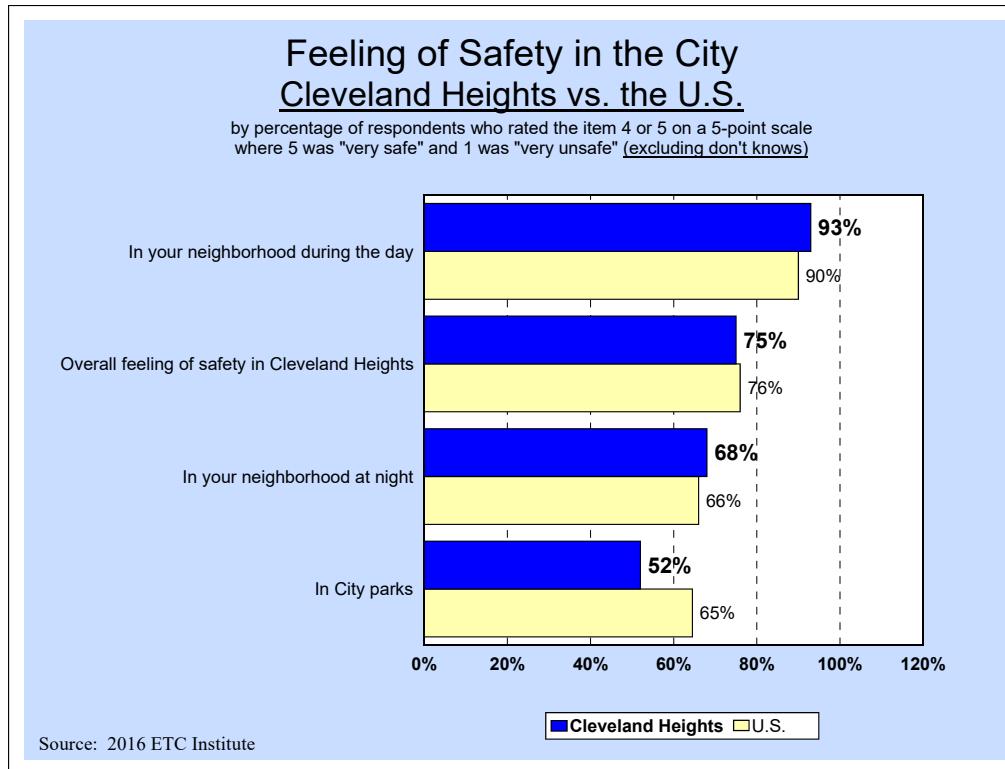
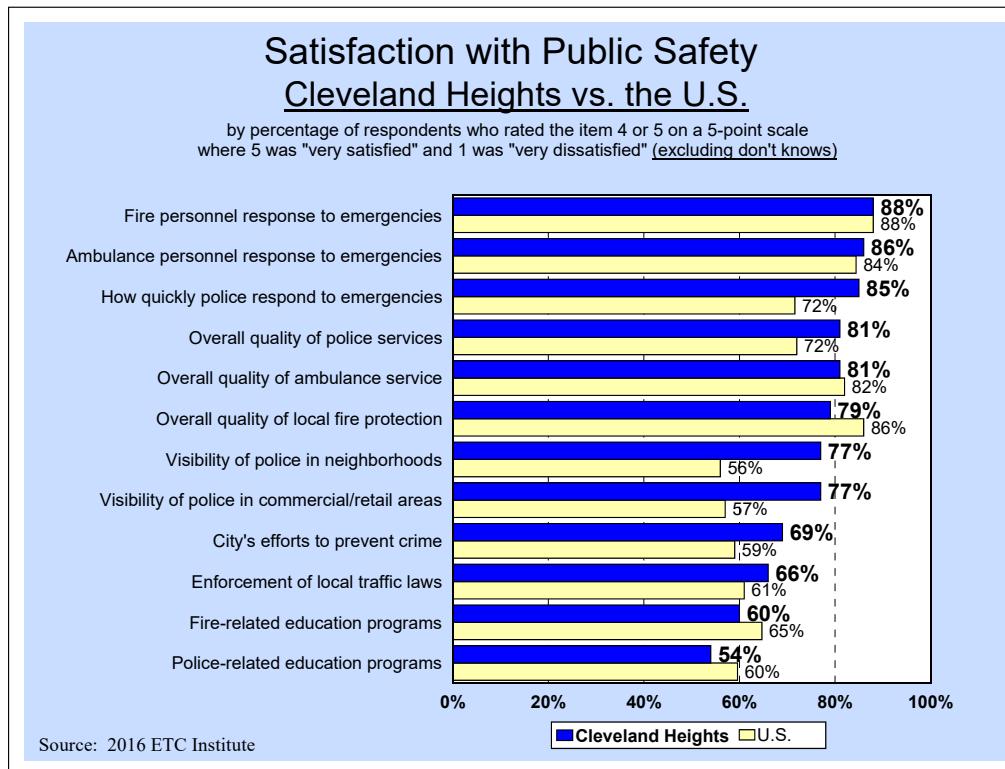
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2016 ETC Institute

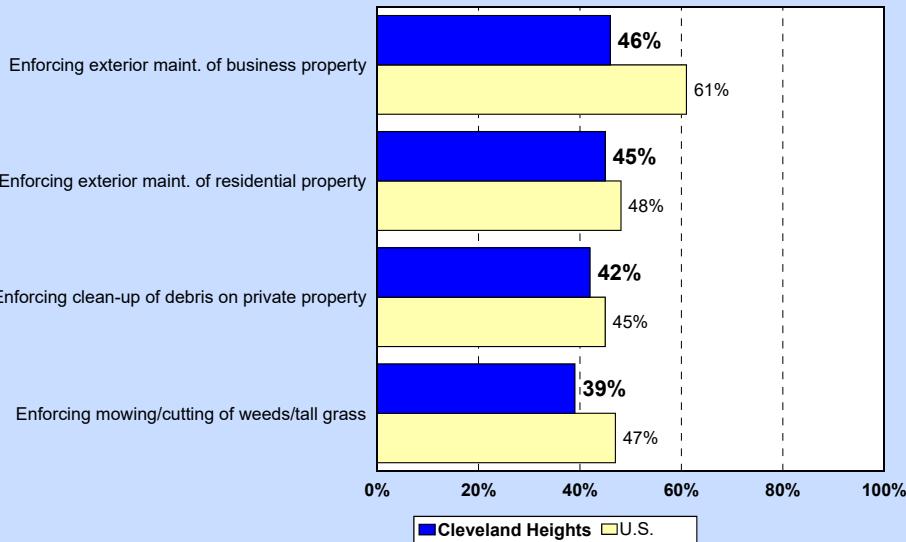






Satisfaction with the Enforcement of City Codes and Ordinances - Cleveland Heights vs. the U.S.

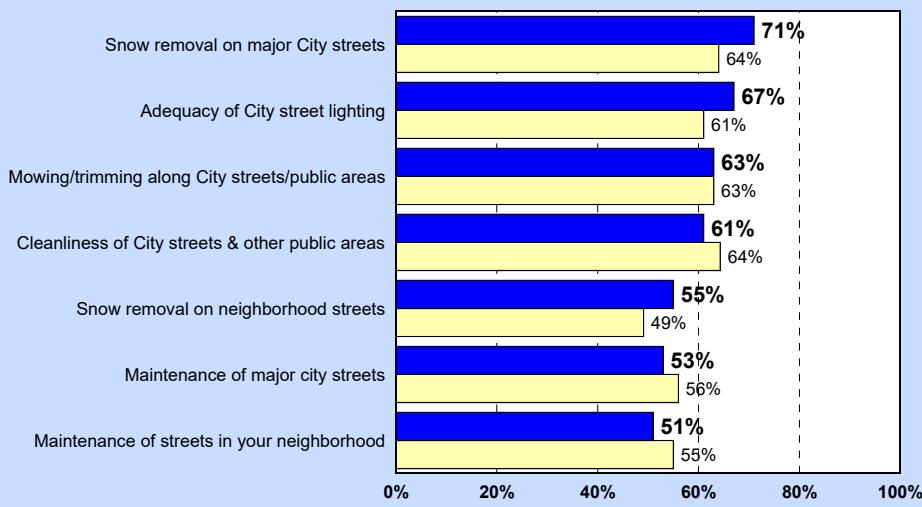
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



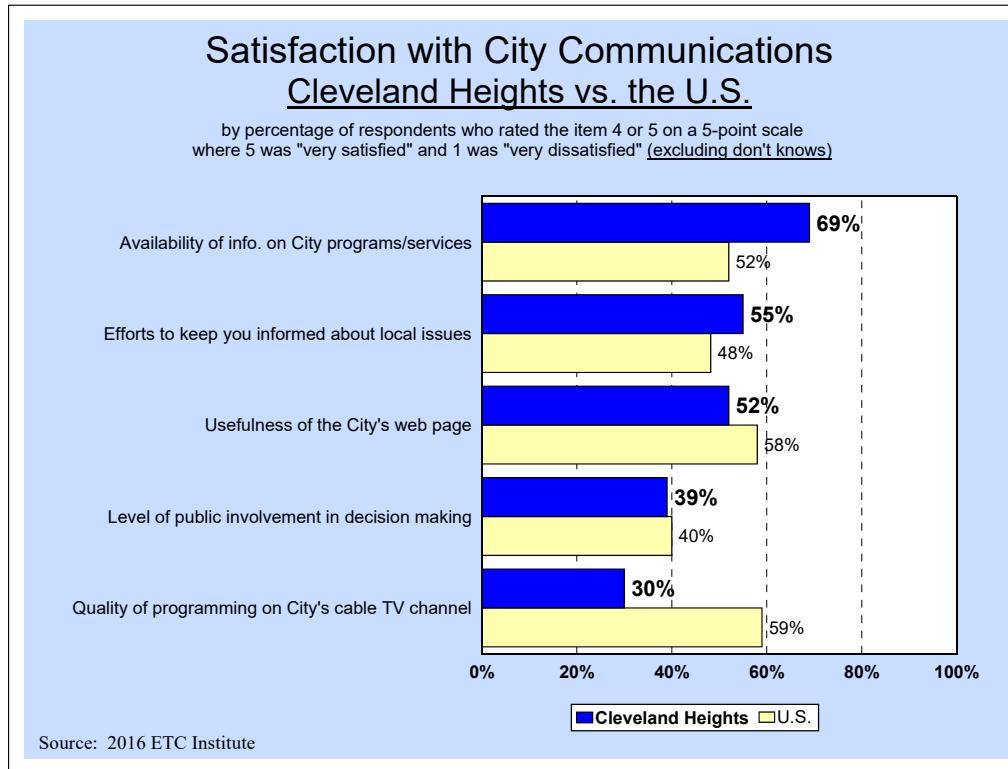
Source: 2016 ETC Institute

Satisfaction with City Maintenance Cleveland Heights vs. the U.S.

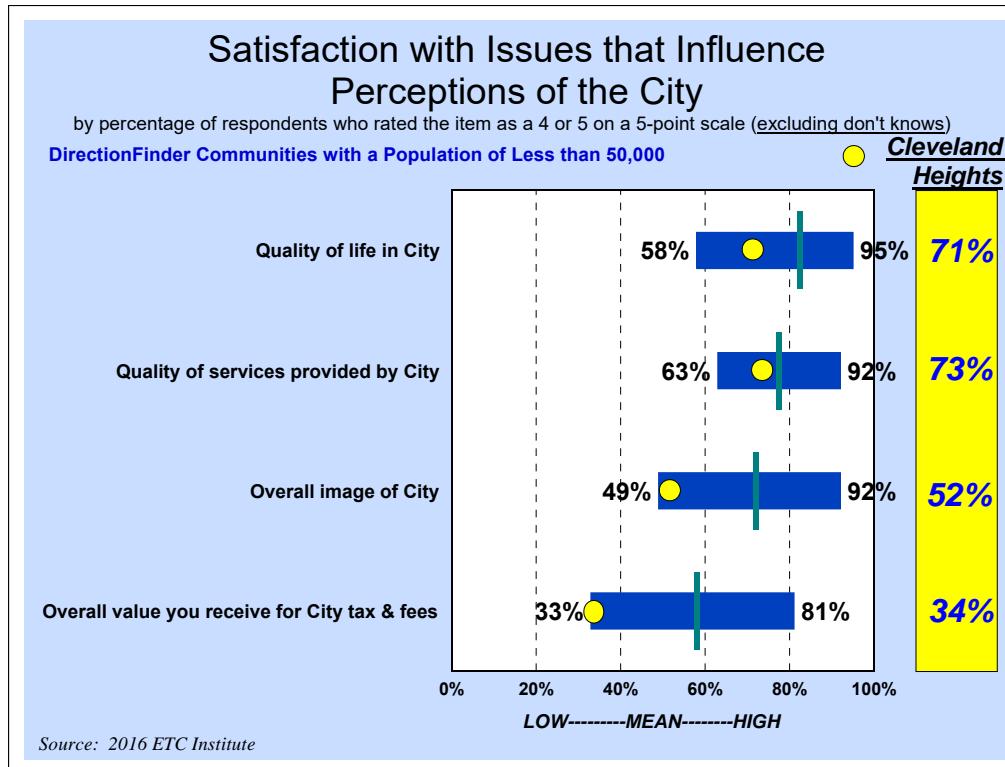
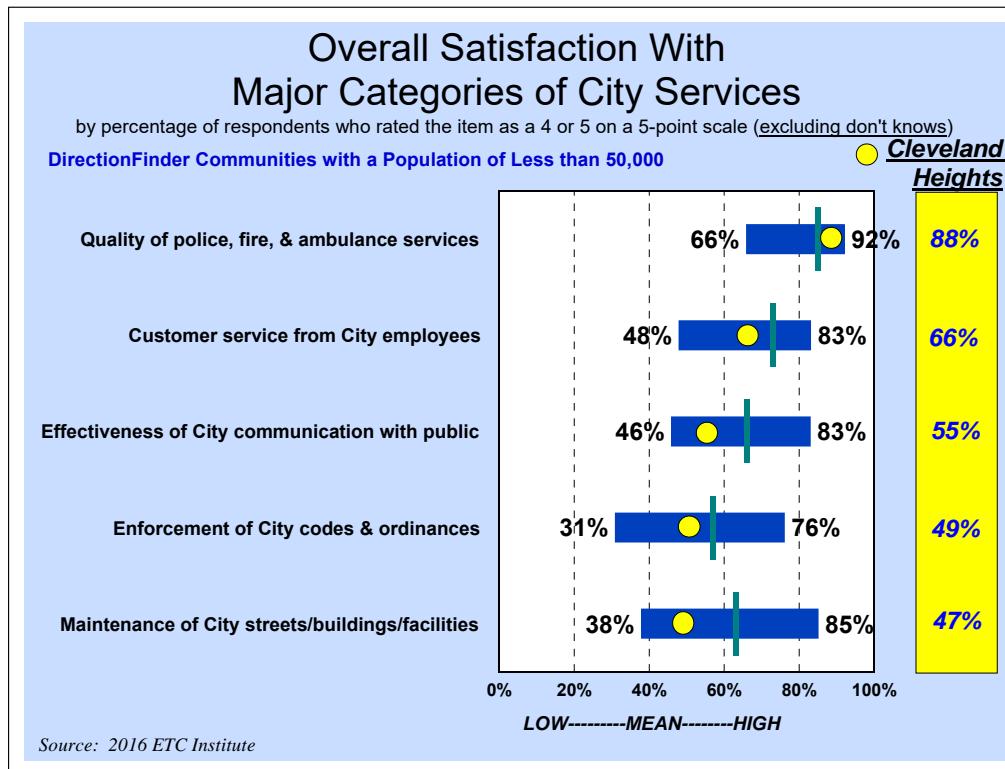
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

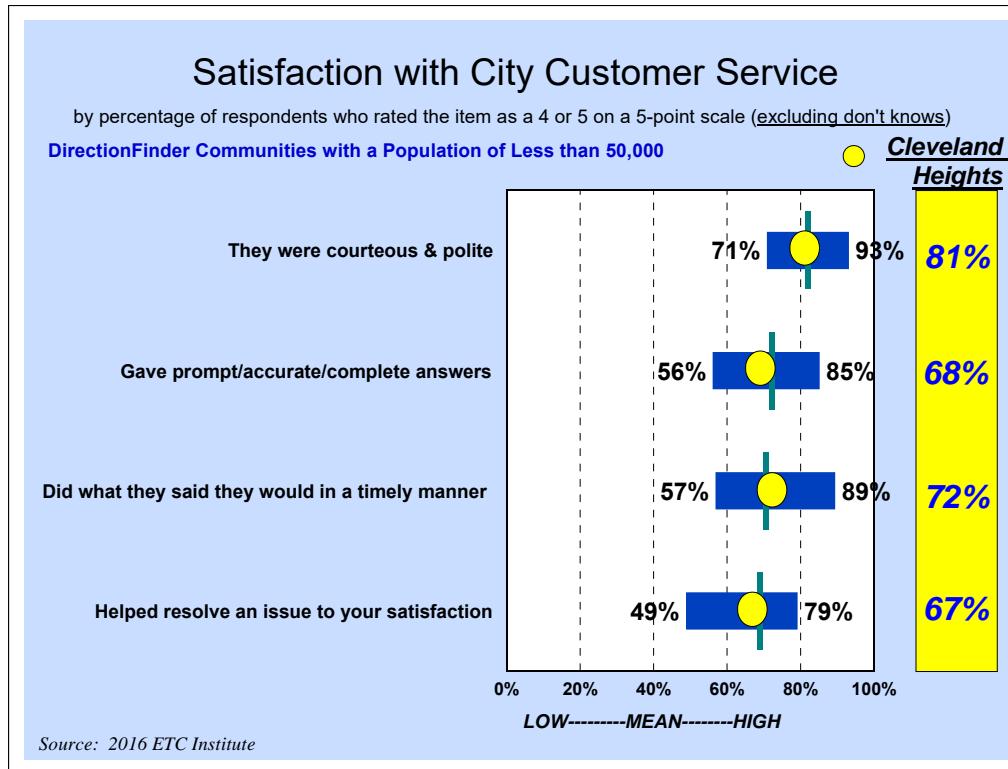
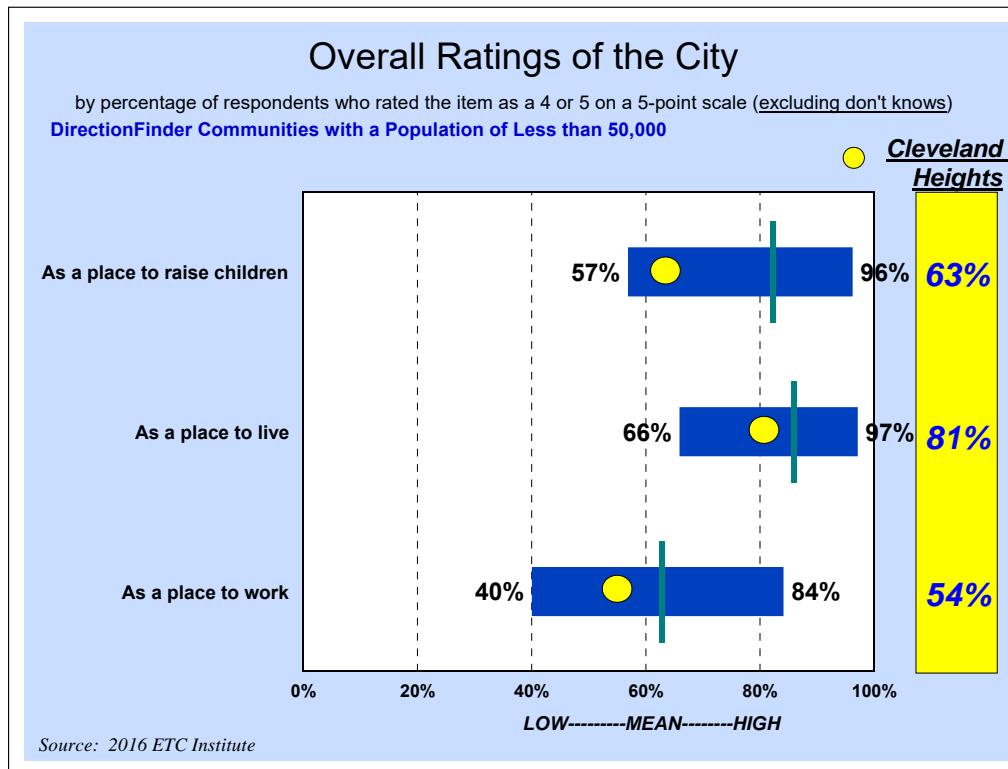


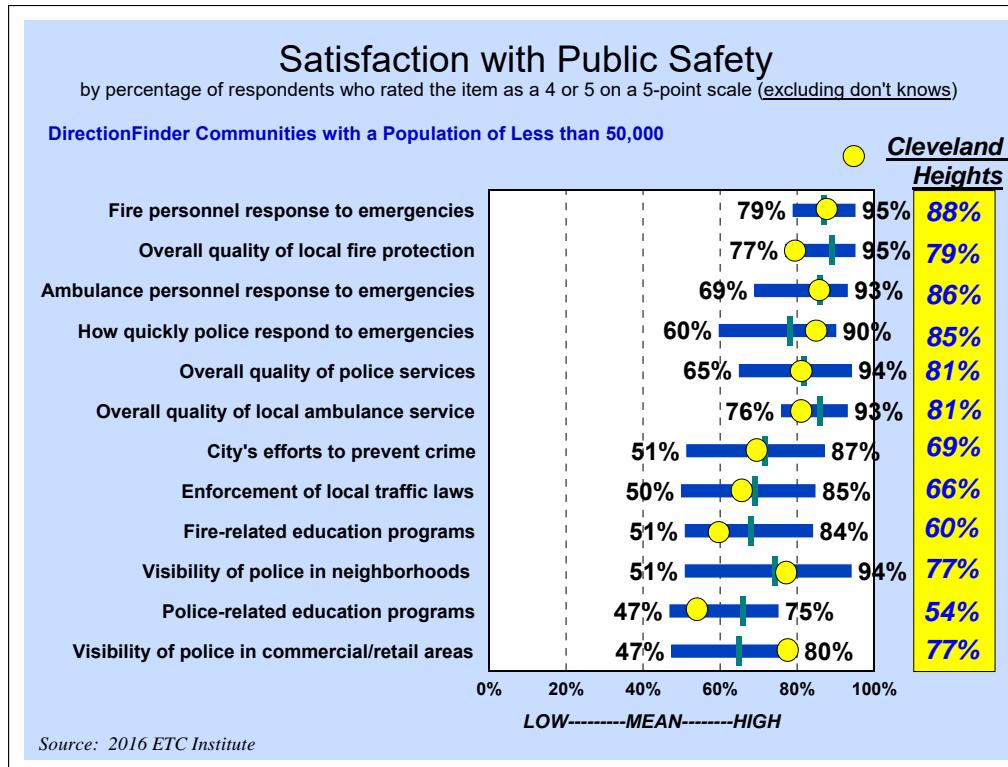
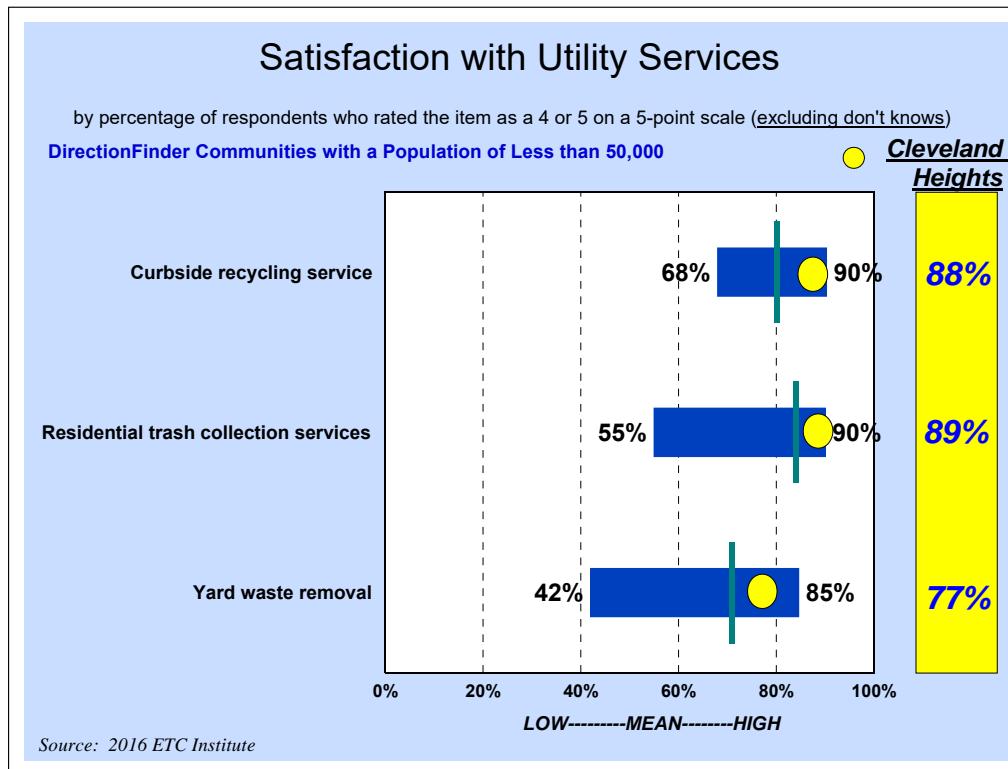
Source: 2016 ETC Institute

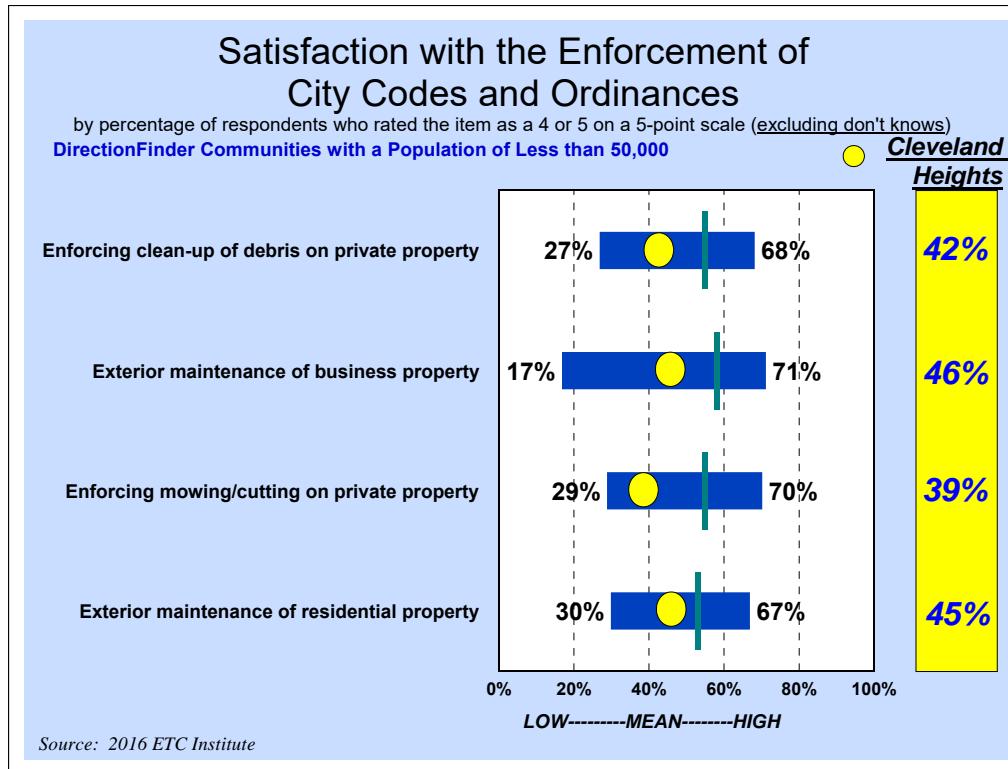
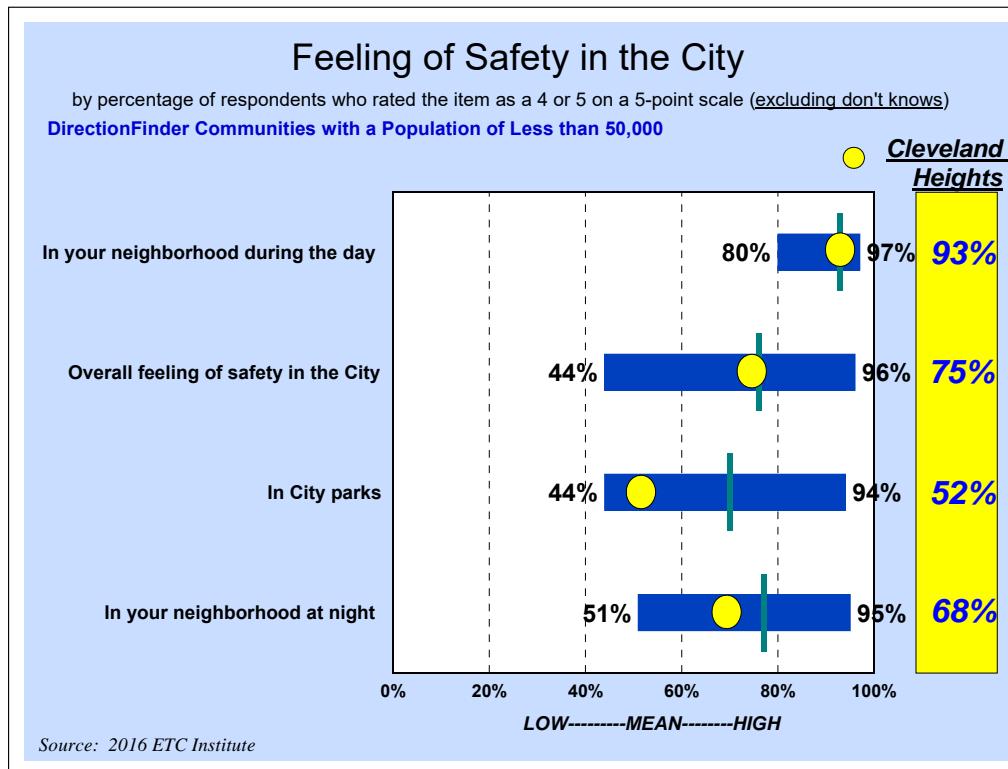


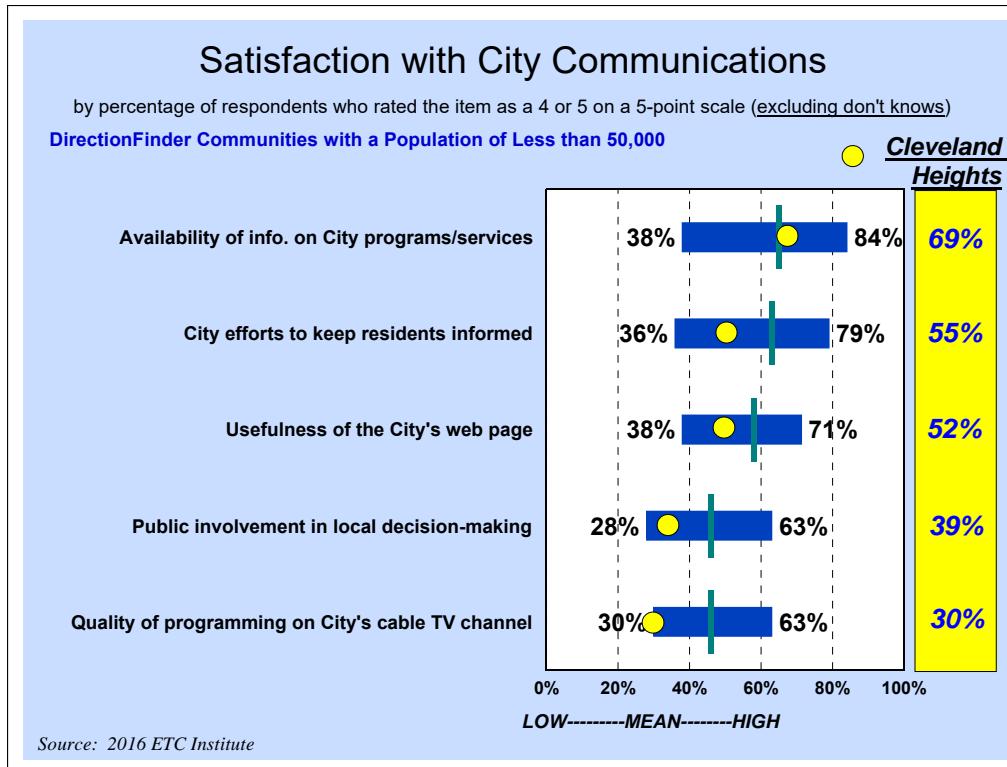
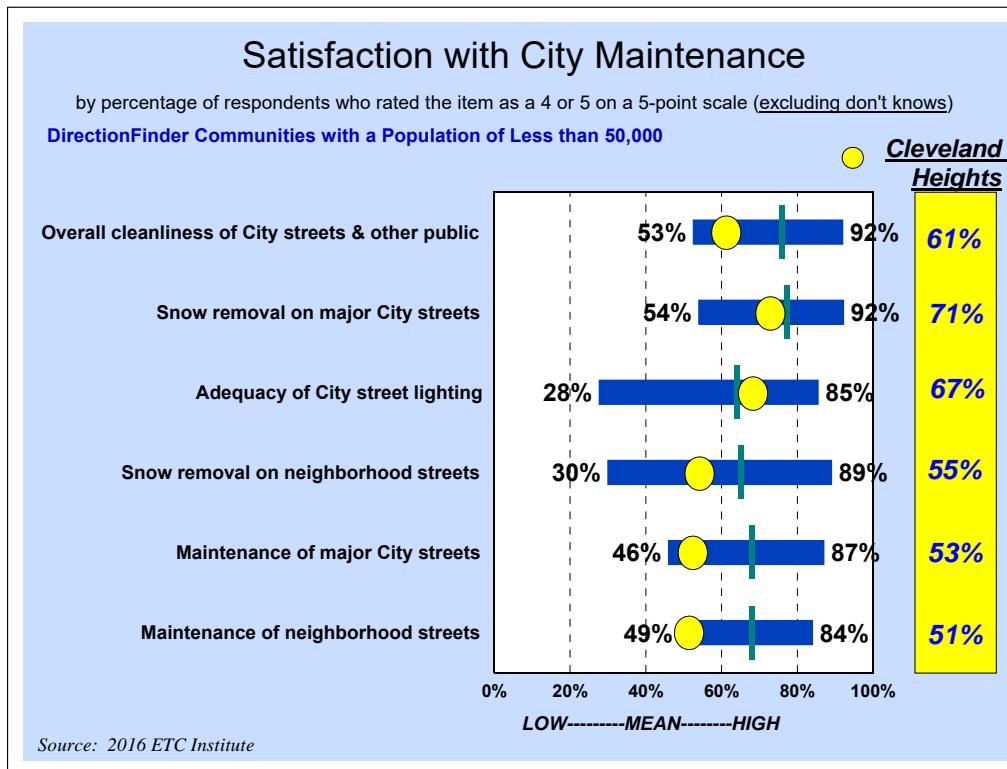
Performance Ranges











Section 3:
Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

City of Cleveland Heights, OH

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to provide. Approximately forty-five percent (44.7%) of residents selected "overall maintenance of City streets, buildings & facilities" as one of the most important major services to provide.

With regard to satisfaction, 47% of the residents surveyed rated their overall satisfaction with “overall maintenance of City streets, buildings & facilities” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “overall maintenance of City streets, buildings & facilities” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 44.7% was multiplied by 53% (1-0.47). This calculation yielded an I-S rating of 0.2369, which ranked first out of ten major City services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top choices to emphasize over the next two years and 0% indicates that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Cleveland Heights are provided on the following pages.

Importance-Satisfaction Rating

City of Cleveland Heights

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets/buildings/facilities	45%	3	47%	10	0.2369	1
<u>High Priority (IS .10-.20)</u>						
Quality of police services	83%	1	85%	2	0.1245	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of City codes and ordinances	16%	7	49%	9	0.0811	3
Quality of City water services	19%	5	64%	6	0.0680	4
Quality of fire and ambulance services	61%	2	91%	1	0.0547	5
Quality of solid waste services	25%	4	82%	3	0.0454	6
Quality of parks & recreation programs/facilities	19%	6	76%	4	0.0444	7
Effectiveness of City communication with public	8%	8	55%	8	0.0360	8
Efforts to conserve energy/protect environment	5%	9	57%	7	0.0215	9
Quality of customer service from City employees	4%	10	66%	5	0.0143	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Cleveland Heights

Utility Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Water service	51%	2	71%	4	0.1491	1
<u>Medium Priority (IS <.10)</u>						
Sewer service	30%	3	69%	5	0.0918	2
Residential trash collection services	65%	1	89%	1	0.0715	3
Yard waste removal services	19%	5	77%	3	0.0435	4
Curbside recycling services	21%	4	88%	2	0.0257	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Cleveland Heights

Development and Redevelopment

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Redevelopment of abandoned/under-utilized properties	62%	1	17%	5	0.5113	1
Efforts to attract new businesses to the community	47%	2	24%	4	0.3557	2
<u>High Priority (IS .10-.20)</u>						
Quality of new retail development	23%	3	36%	3	0.1466	3
Quality of new residential development	20%	4	38%	2	0.1209	4
<u>Medium Priority (IS <.10)</u>						
Diversity of existing retail/restaurant/commercial businesses	17%	5	57%	1	0.0722	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Cleveland Heights

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
The City's efforts to prevent crime	55%	2	69%	9	0.1696	1
Visibility of police in neighborhoods	56%	1	77%	7	0.1283	2
<u>Medium Priority (IS <.10)</u>						
How quickly police respond to emergencies	51%	3	85%	3	0.0761	3
Visibility of police in commercial/retail areas	27%	7	77%	8	0.0621	4
Overall quality of police services	31%	6	81%	5	0.0581	5
How quickly fire personnel respond to emergencies	47%	4	88%	1	0.0566	6
How quickly ambulance personnel respond to emergencies	39%	5	86%	2	0.0549	7
Police-related education programs	9%	11	54%	13	0.0396	8
Overall quality of local fire protection	17%	9	79%	6	0.0353	9
Overall quality of ambulance service	18%	8	81%	4	0.0346	10
Enforcement of local traffic laws	10%	10	66%	11	0.0333	11
Quality of the City's fire prevention programs	7%	12	68%	10	0.0208	12
Fire-related education programs	3%	13	60%	12	0.0124	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Cleveland Heights

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcing exterior maint. of residential property	48%	1	45%	3	0.2618	1
Enforcing clean-up of debris on private property	42%	2	42%	4	0.2453	2
<u>High Priority (IS .10-.20)</u>						
Enforcing exterior maint. of business property	32%	3	46%	2	0.1701	3
Enforcing mowing/cutting of weeds/tall grass	25%	4	39%	5	0.1537	4
Enforcing snow removal on sidewalks	20%	5	25%	6	0.1478	5
<u>Medium Priority (IS <.10)</u>						
Overall quality of building and permit process	13%	6	50%	1	0.0630	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Cleveland Heights

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of major city streets	68%	1	53%	7	0.3173	1
Maintenance of streets in your neighborhood	43%	3	51%	8	0.2117	2
<u>High Priority (IS .10-.20)</u>						
Snow removal on major City streets	61%	2	71%	1	0.1763	3
Snow removal on streets in your neighborhood	34%	4	55%	6	0.1539	4
Cleanliness of city streets/public areas	34%	5	61%	4	0.1307	5
<u>Medium Priority (IS <.10)</u>						
Adequacy of city street lighting	24%	6	67%	2	0.0795	6
Tree trimming/urban forestry along City streets/public a	11%	7	58%	5	0.0458	7
Mowing/trimming along City streets/public areas	8%	8	63%	3	0.0281	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Cleveland Heights Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Maintenance of City parks	62%	1	72%	2	0.1736	1
<i>Medium Priority (IS <.10)</i>						
Youth recreation opportunities	25%	2	64%	8	0.0900	2
Number of walking and biking trails	24%	3	63%	11	0.0892	3
Cumberland Pool and programs	21%	4	66%	7	0.0707	4
The City's youth athletic programs	17%	6	59%	14	0.0705	5
Programs/activities offered at Community Center	21%	5	70%	4	0.0621	6
Senior recreation opportunities	16%	7	67%	6	0.0531	7
Fees charged for recreation programs	12%	10	56%	15	0.0515	8
Number of City parks	15%	8	71%	3	0.0438	9
Adult recreation opportunities	12%	11	64%	9	0.0414	10
Quality of outdoor athletic fields	9%	12	61%	13	0.0351	11
Maintenance/appearance of Community Center	15%	9	81%	1	0.0283	12
Quality of instructors and coaches	5%	13	63%	10	0.0185	13
The City's adult athletic programs	4%	14	62%	12	0.0160	14
Ease of registering for programs	4%	15	69%	5	0.0124	15

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Analysis

Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

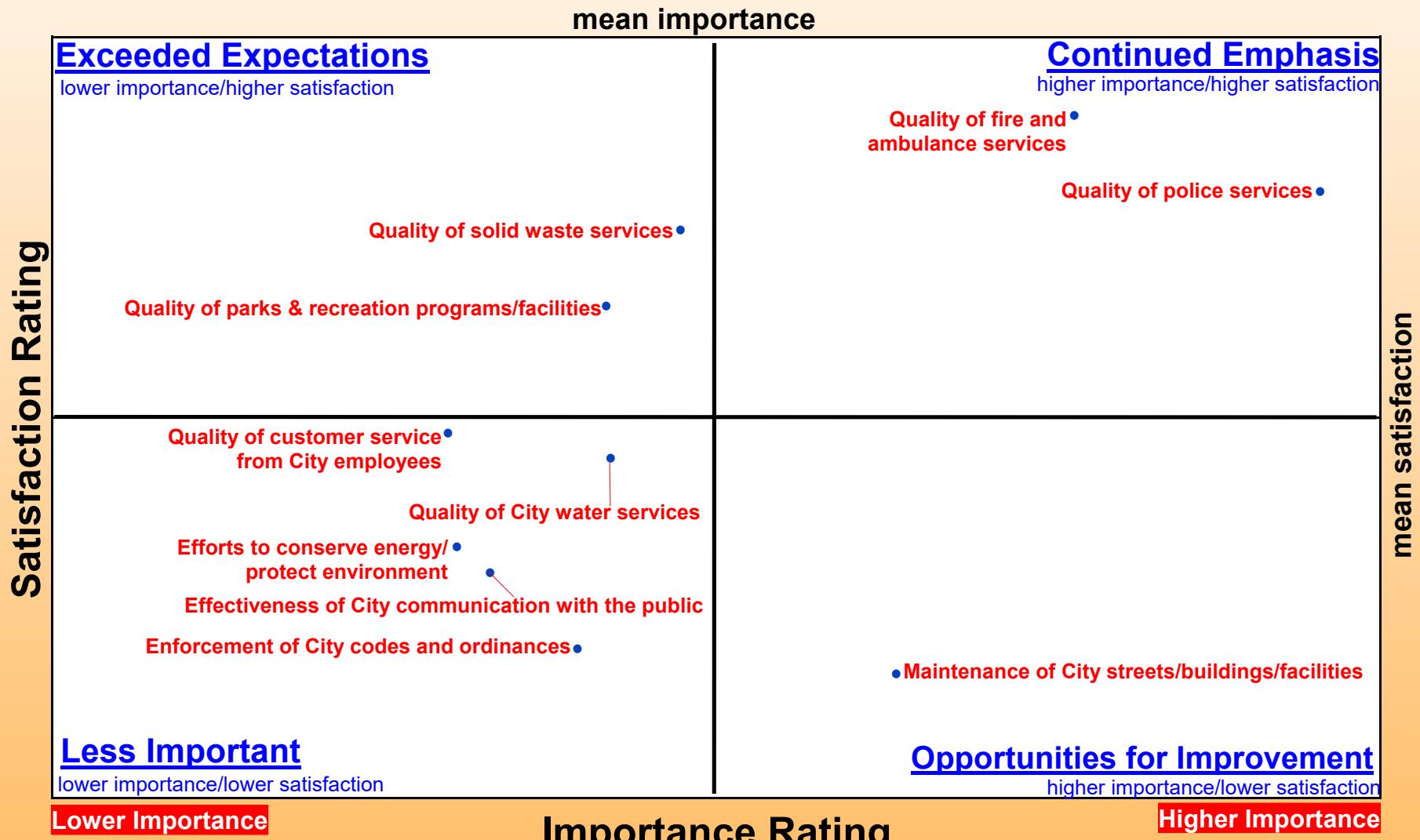
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Cleveland Heights are provided on the following pages.

2016 City of Cleveland Heights DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

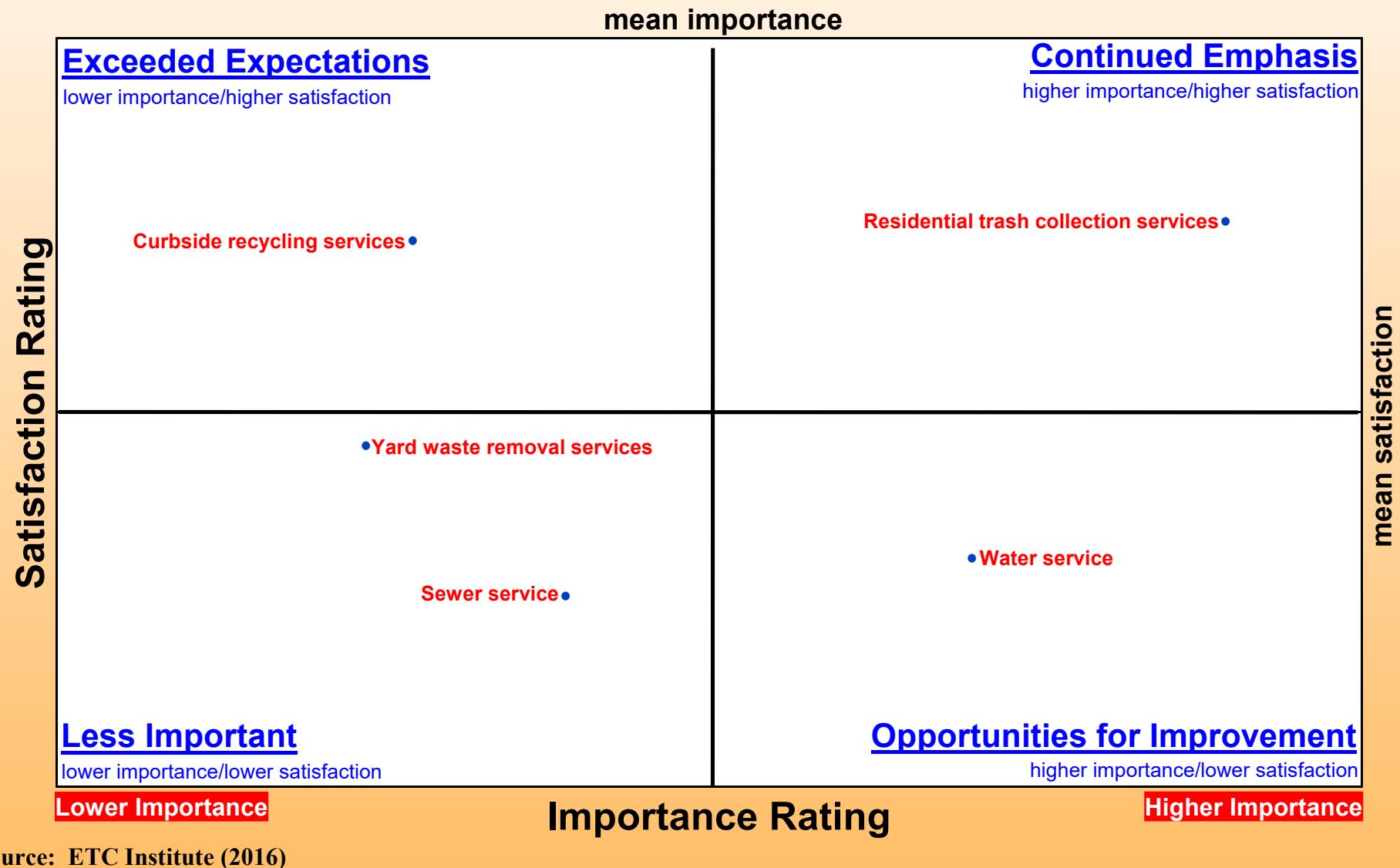


Source: ETC Institute (2016)

2016 City of Cleveland Heights DirectionFinder Importance-Satisfaction Assessment Matrix

-Utility Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



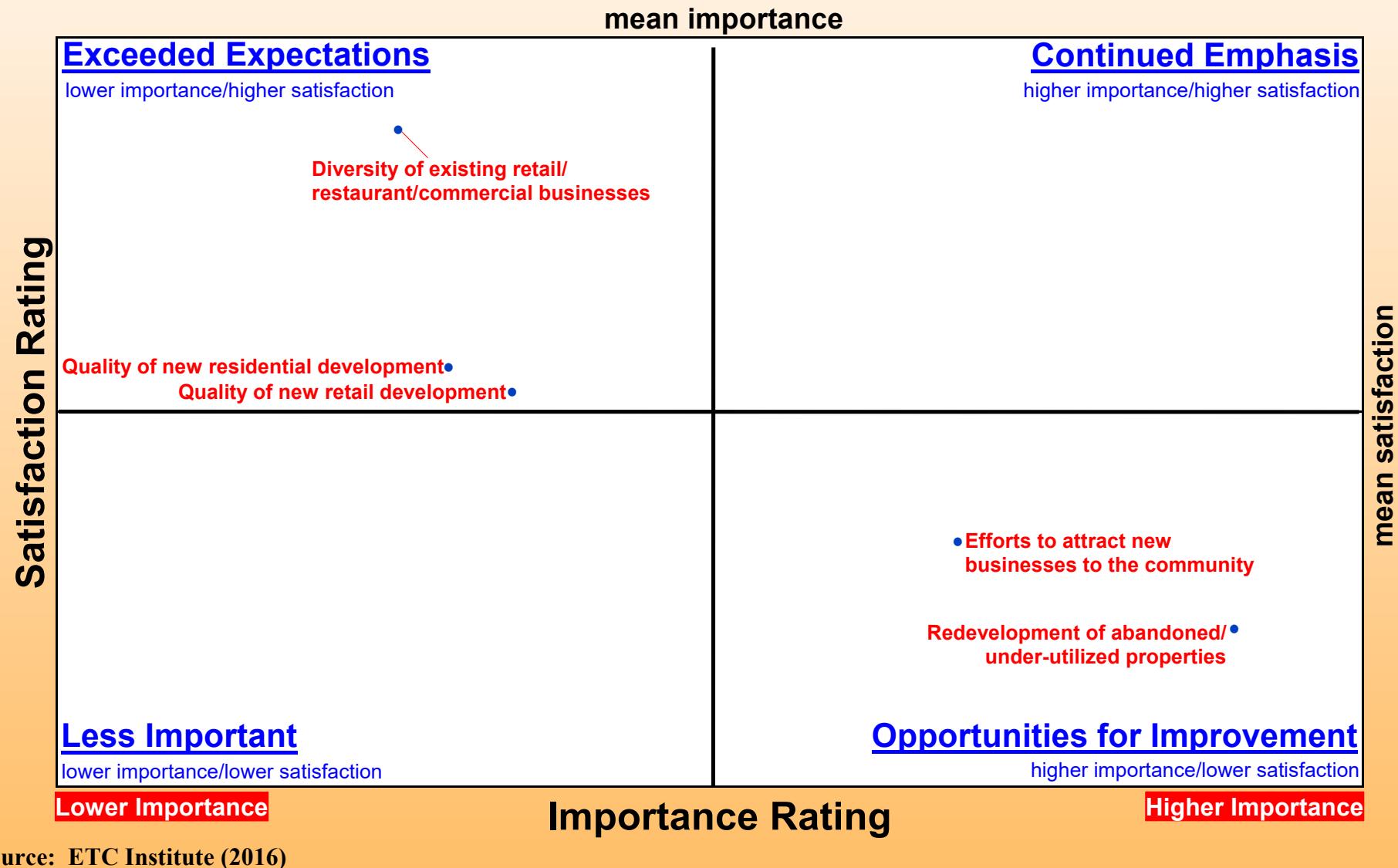
Source: ETC Institute (2016)

2016 City of Cleveland Heights DirectionFinder

Importance-Satisfaction Assessment Matrix

-Development and Redevelopment-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

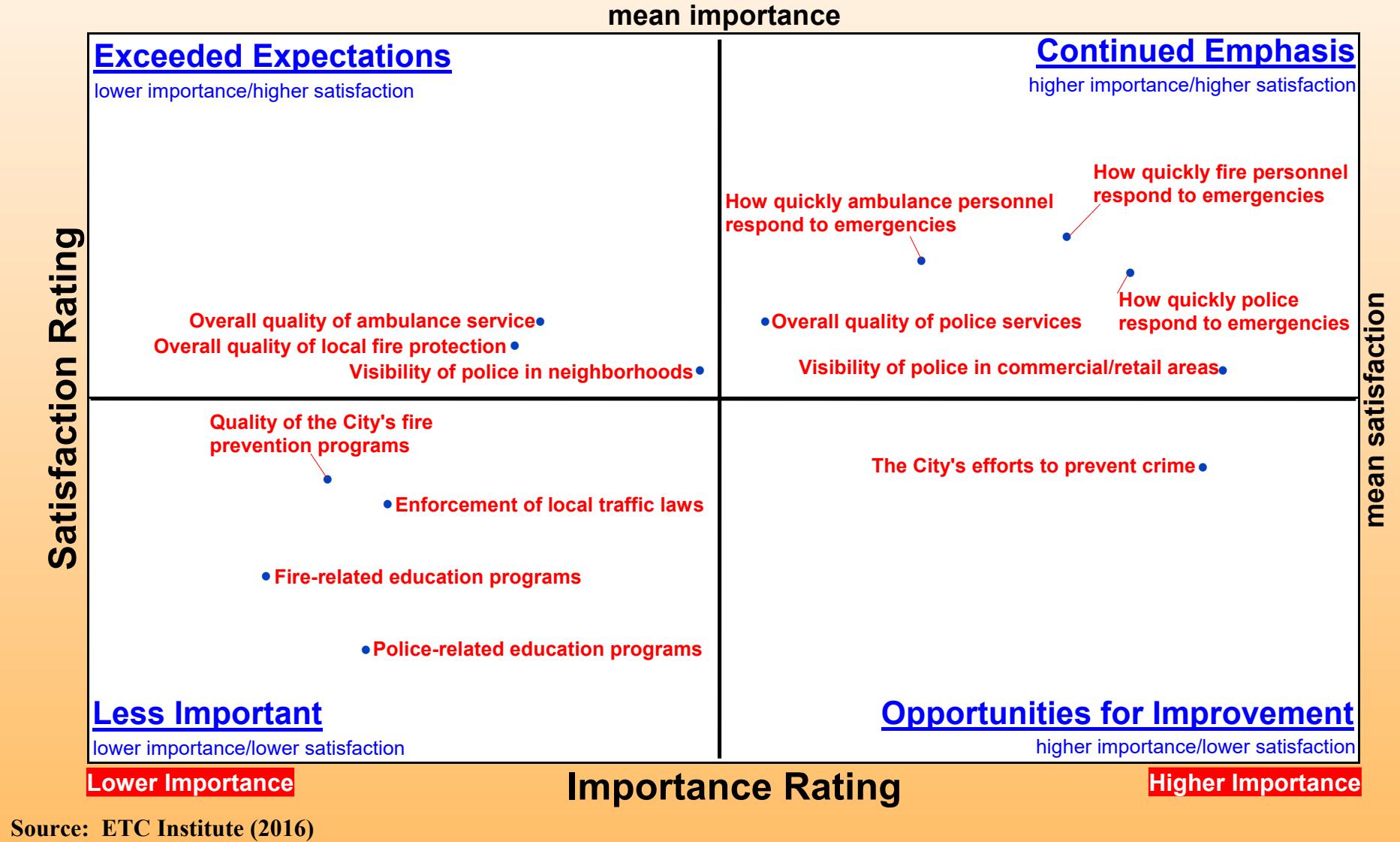


Source: ETC Institute (2016)

2016 City of Cleveland Heights DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



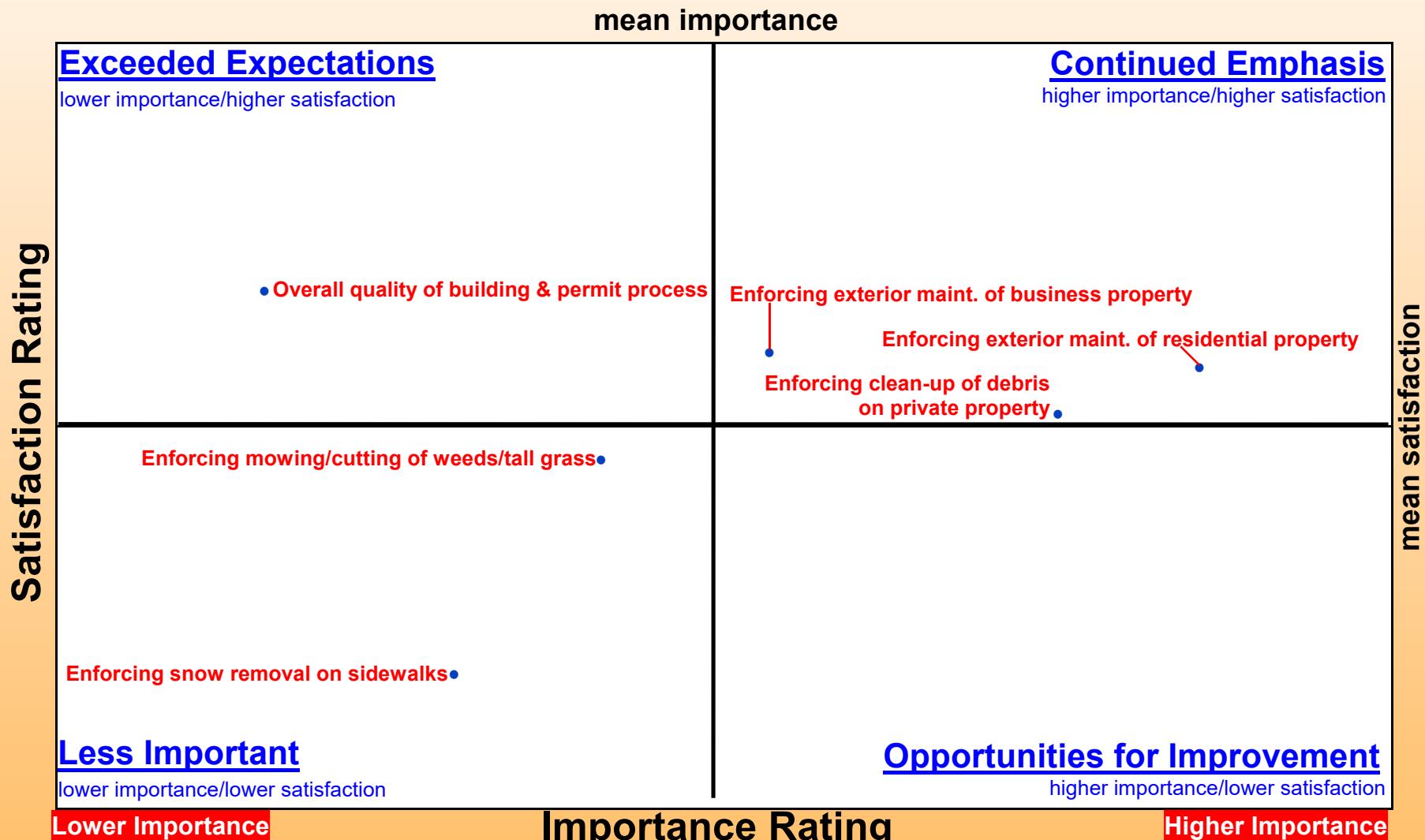
Source: ETC Institute (2016)

2016 City of Cleveland Heights DirectionFinder

Importance-Satisfaction Assessment Matrix

-Code Enforcement-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



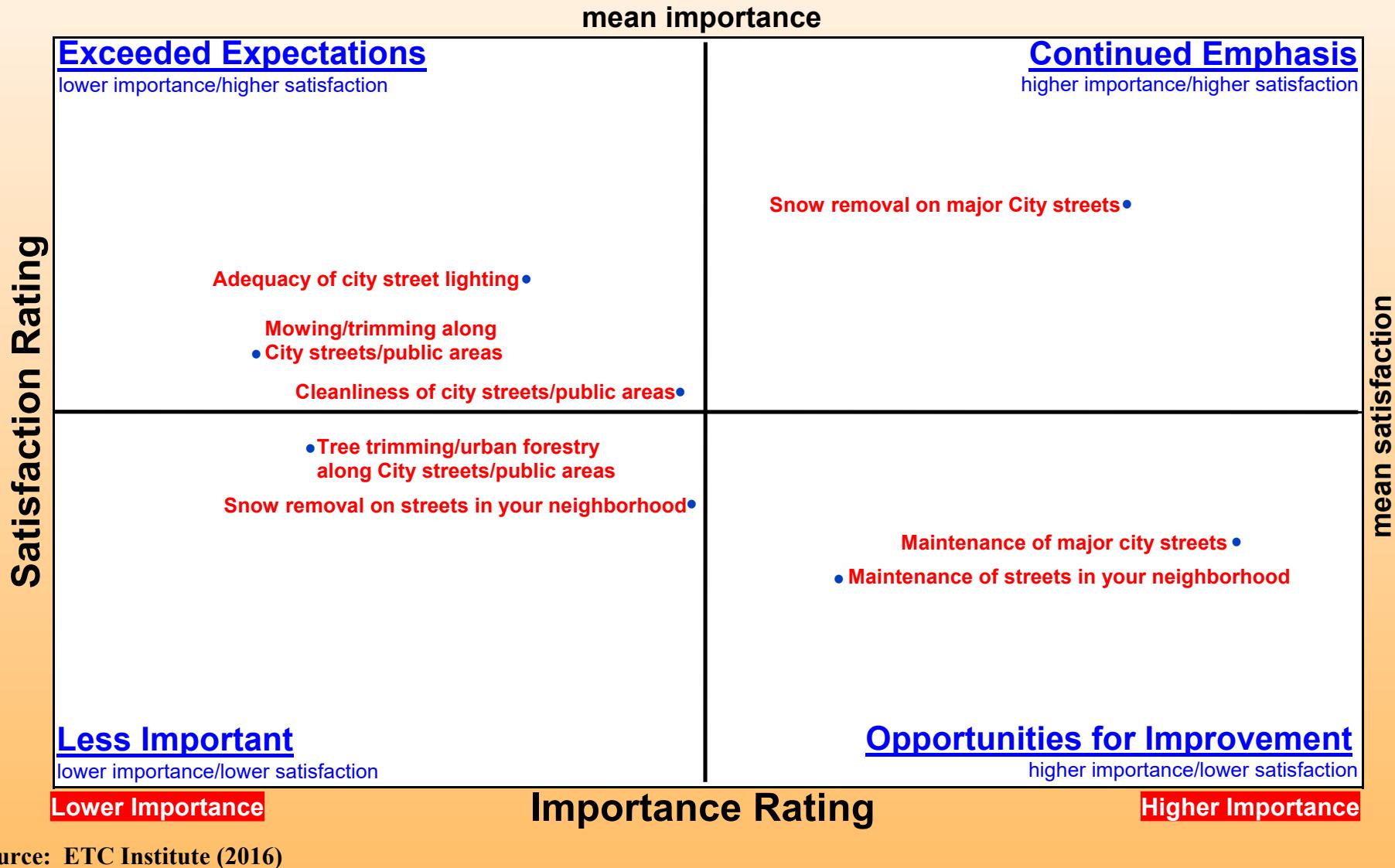
Source: ETC Institute (2016)

2016 City of Cleveland Heights DirectionFinder

Importance-Satisfaction Assessment Matrix

-Maintenance Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



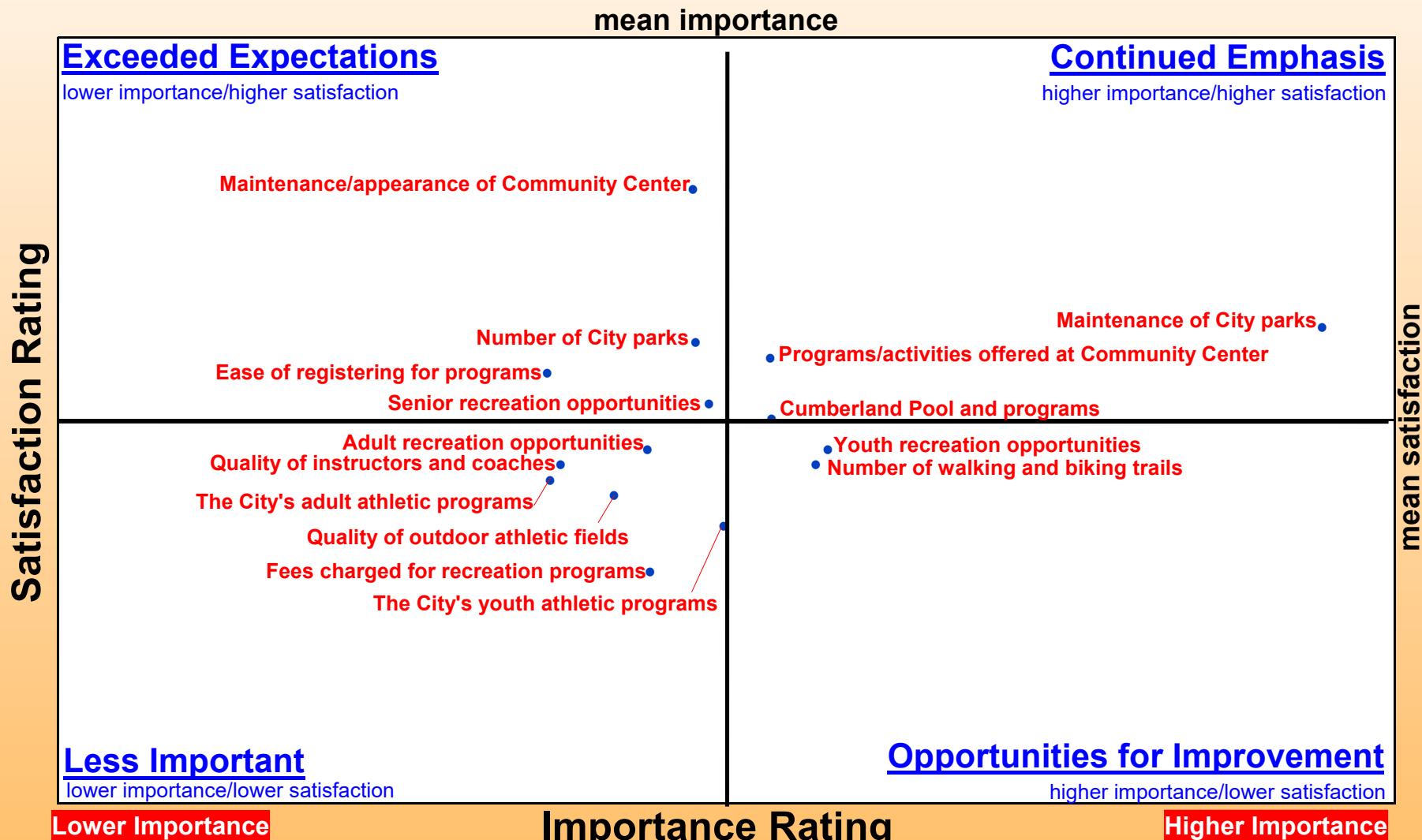
Source: ETC Institute (2016)

2016 City of Cleveland Heights DirectionFinder

Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2016)

Section 4:
Tabular Data

Q1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services provided by the City of Cleveland Heights on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Overall quality of police services	40.0%	42.7%	10.4%	2.5%	1.5%	2.9%
Q1-2. Overall quality of fire & ambulance services	43.1%	32.0%	6.8%	0.2%	0.8%	17.2%
Q1-3. Overall quality of City parks & recreation programs & facilities	24.0%	48.1%	16.2%	5.2%	1.2%	5.4%
Q1-4. Overall maintenance of City streets, buildings & facilities	8.8%	37.1%	26.0%	20.0%	6.9%	1.2%
Q1-5. Overall quality of City water services	17.1%	45.0%	21.3%	11.0%	3.7%	1.9%
Q1-6. Overall enforcement of City codes & ordinances	10.2%	35.7%	27.0%	14.5%	5.6%	6.9%
Q1-7. Overall quality of customer service you receive from City employees	21.2%	39.7%	22.4%	5.6%	3.9%	7.3%
Q1-8. Overall effectiveness of City communication with the public	14.2%	37.3%	29.0%	8.5%	5.4%	5.6%
Q1-9. Overall quality of solid waste services (trash, recycling, yard waste)	37.0%	42.7%	10.3%	5.9%	2.1%	1.9%
Q1-10. City's efforts to conserve energy & protect the environment	14.4%	33.0%	28.4%	5.4%	1.3%	17.6%

EXCLUDING DON'T KNOWS**Q1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services provided by the City of Cleveland Heights on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Overall quality of police services	41.2%	43.9%	10.7%	2.6%	1.6%
Q1-2. Overall quality of fire & ambulance services	52.0%	38.7%	8.2%	0.2%	0.9%
Q1-3. Overall quality of City parks & recreation programs & facilities	25.4%	50.8%	17.1%	5.5%	1.2%
Q1-4. Overall maintenance of City streets, buildings & facilities	8.9%	37.5%	26.3%	20.2%	7.0%
Q1-5. Overall quality of City water services	17.5%	45.9%	21.8%	11.2%	3.7%
Q1-6. Overall enforcement of City codes & ordinances	11.0%	38.4%	29.0%	15.6%	6.0%
Q1-7. Overall quality of customer service you receive from City employees	22.9%	42.8%	24.1%	6.0%	4.2%
Q1-8. Overall effectiveness of City communication with the public	15.1%	39.5%	30.8%	9.0%	5.7%
Q1-9. Overall quality of solid waste services (trash, recycling, yard waste)	37.7%	43.6%	10.5%	6.1%	2.1%
Q1-10. City's efforts to conserve energy & protect the environment	17.4%	40.0%	34.4%	6.5%	1.6%

Q2. Which THREE of the Major Categories of City Services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. Top choice</u>	Number	Percent
Overall quality of police services	354	67.7 %
Overall quality of fire & ambulance services	41	7.8 %
Overall quality of City parks & recreation programs & facilities	7	1.3 %
Overall maintenance of City streets, buildings & facilities	43	8.2 %
Overall quality of City water services	11	2.1 %
Overall enforcement of City codes & ordinances	11	2.1 %
Overall quality of customer service you receive from City employees	4	0.8 %
Overall effectiveness of City communication with the public	8	1.5 %
Overall quality of solid waste services (trash, recycling, yard waste)	14	2.7 %
City's efforts to conserve energy & protect the environment	6	1.1 %
<u>None chosen</u>	24	4.6 %
Total	523	100.0 %

<u>Q2. 2nd choice</u>	Number	Percent
Overall quality of police services	53	10.1 %
Overall quality of fire & ambulance services	237	45.3 %
Overall quality of City parks & recreation programs & facilities	30	5.7 %
Overall maintenance of City streets, buildings & facilities	68	13.0 %
Overall quality of City water services	32	6.1 %
Overall enforcement of City codes & ordinances	28	5.4 %
Overall quality of customer service you receive from City employees	5	1.0 %
Overall effectiveness of City communication with the public	13	2.5 %
Overall quality of solid waste services (trash, recycling, yard waste)	29	5.5 %
City's efforts to conserve energy & protect the environment	3	0.6 %
<u>None chosen</u>	25	4.8 %
Total	523	100.0 %

<u>Q2. 3rd choice</u>	Number	Percent
Overall quality of police services	27	5.2 %
Overall quality of fire & ambulance services	40	7.6 %
Overall quality of City parks & recreation programs & facilities	60	11.5 %
Overall maintenance of City streets, buildings & facilities	123	23.5 %
Overall quality of City water services	56	10.7 %
Overall enforcement of City codes & ordinances	44	8.4 %
Overall quality of customer service you receive from City employees	13	2.5 %
Overall effectiveness of City communication with the public	21	4.0 %
Overall quality of solid waste services (trash, recycling, yard waste)	89	17.0 %
City's efforts to conserve energy & protect the environment	17	3.3 %
<u>None chosen</u>	33	6.3 %
Total	523	100.0 %

Q2. Which THREE of the Major Categories of City Services listed in Question 1 do you think are MOST IMPORTANT for the City to provide? (top 3)

<u>Q2. Sum of Top 3 choices</u>	Number	Percent
Overall quality of police services	434	83.0 %
Overall quality of fire & ambulance services	318	60.8 %
Overall quality of City parks & recreation programs & facilities	97	18.5 %
Overall maintenance of City streets, buildings & facilities	234	44.7 %
Overall quality of City water services	99	18.9 %
Overall enforcement of City codes & ordinances	83	15.9 %
Overall quality of customer service you receive from City employees	22	4.2 %
Overall effectiveness of City communication with the public	42	8.0 %
Overall quality of solid waste services (trash, recycling, yard waste)	132	25.2 %
City's efforts to conserve energy & protect the environment	26	5.0 %
<u>None chosen</u>	24	4.6 %
Total	1511	

Q3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Cleveland Heights are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-1. Overall quality of services provided by the City	16.2%	56.1%	20.2%	4.6%	1.5%	1.3%
Q3-2. Overall image of the City	11.4%	40.8%	24.9%	17.9%	4.4%	0.6%
Q3-3. Overall quality of life in the City	18.9%	51.8%	20.6%	5.8%	2.3%	0.6%
Q3-4. Overall quality of your neighborhood	25.0%	44.4%	15.9%	10.1%	4.1%	0.6%
Q3-5. Overall value you receive for your City tax & fees	5.8%	27.0%	27.6%	22.4%	14.8%	2.5%

EXCLUDING DON'T KNOWS

Q3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Cleveland Heights are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-1. Overall quality of services provided by the City	16.4%	56.8%	20.5%	4.7%	1.6%
Q3-2. Overall image of the City	11.4%	41.1%	25.0%	18.0%	4.5%
Q3-3. Overall quality of life in the City	19.0%	52.1%	20.7%	5.8%	2.3%
Q3-4. Overall quality of your neighborhood	25.1%	44.6%	16.0%	10.1%	4.1%
Q3-5. Overall value you receive for your City tax & fees	5.9%	27.7%	28.3%	22.9%	15.2%

Q4. Please rate Cleveland Heights on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following:

(N=523)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4-1. As a place to live	34.6%	45.4%	11.2%	6.0%	2.5%	0.4%
Q4-2. As a place to raise children	24.4%	34.4%	19.4%	10.7%	4.6%	6.5%
Q4-3. As a place to visit	31.4%	40.8%	19.3%	5.2%	2.5%	0.8%
Q4-4. As a place to work	17.4%	25.1%	25.3%	6.4%	3.5%	22.2%
Q4-5. As a place to retire	18.5%	24.5%	22.8%	14.5%	10.4%	9.3%

EXCLUDING DON'T KNOWS

Q4. Please rate Cleveland Heights on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following: (without "don't know")

(N=523)

	Excellent	Good	Neutral	Below Average	Poor
Q4-1. As a place to live	34.7%	45.6%	11.2%	6.0%	2.5%
Q4-2. As a place to raise children	26.1%	36.8%	20.7%	11.5%	4.9%
Q4-3. As a place to visit	31.7%	41.1%	19.5%	5.2%	2.5%
Q4-4. As a place to work	22.4%	32.3%	32.6%	8.2%	4.5%
Q4-5. As a place to retire	20.4%	27.0%	25.1%	16.0%	11.5%

Q5. CUSTOMER SERVICE. Have you contacted the City with a question, problem, or complaint during the past year?

Q5. Have you contacted City during past year	Number	Percent
Yes	319	61.0 %
No	204	39.0 %
Total	523	100.0 %

Q5a. (If YES to Question 5) Which Department did you contact most recently?

Q5a. Which Department did you contact most recently	Number	Percent
Public Works	103	32.3 %
Police department	65	20.4 %
Fire/EMS	9	2.8 %
Community Center	15	4.7 %
City Manager/City Council	12	3.8 %
Water Department	37	11.6 %
Planning & Development	6	1.9 %
Community Relations	6	1.9 %
Building Department	18	5.6 %
Housing Department	28	8.8 %
Other	18	5.6 %
<u>None selected</u>	2	0.6 %
Total	319	100.0 %

Q5b. (If YES to Question 5) How easy was it to contact the person you needed to reach in the Department you listed in Question 5a?

Q5b. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	164	51.4 %
Somewhat easy	92	28.8 %
Difficult	38	11.9 %
Very difficult	20	6.3 %
<u>Don't know</u>	5	1.6 %
Total	319	100.0 %

Q5c. (If YES to Question 5) Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=319)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q5c-1. They were courteous & polite	46.5%	31.3%	11.7%	4.1%	2.8%	3.5%
Q5c-2. They gave prompt, accurate, & complete answers to questions	42.9%	23.3%	15.8%	9.8%	6.3%	1.9%
Q5c-3. They did what they said they would do in a timely manner	37.5%	21.3%	17.1%	8.6%	6.7%	8.9%
Q5c-4. They helped you resolve an issue to your satisfaction	35.8%	24.2%	13.8%	11.0%	11.3%	3.8%

EXCLUDING DON'T KNOWS

Q5c. (If YES to Question 5) Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=319)

	Always	Usually	Sometimes	Seldom	Never
Q5c-1. They were courteous & polite	48.2%	32.5%	12.1%	4.3%	3.0%
Q5c-2. They gave prompt, accurate, & complete answers to questions	43.7%	23.8%	16.1%	10.0%	6.4%
Q5c-3. They did what they said they would do in a timely manner	41.1%	23.3%	18.8%	9.4%	7.3%
Q5c-4. They helped you resolve an issue to your satisfaction	37.3%	25.2%	14.4%	11.4%	11.8%

Q6. UTILITY SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6-1. Residential trash collection services	51.1%	36.3%	4.4%	4.6%	2.3%	1.3%
Q6-2. Curbside recycling services	48.4%	35.5%	7.7%	2.5%	1.2%	4.8%
Q6-3. Yard waste (leaves, brush, etc.) removal services	34.0%	40.7%	11.7%	6.9%	2.7%	4.0%
Q6-4. Water service	26.8%	41.4%	18.0%	7.5%	3.1%	3.3%
Q6-5. Sewer service	24.3%	40.8%	19.2%	8.2%	2.3%	5.2%

EXCLUDING DON'T KNOWS

Q6. UTILITY SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6-1. Residential trash collection services	51.8%	36.8%	4.5%	4.7%	2.3%
Q6-2. Curbside recycling services	50.8%	37.3%	8.1%	2.6%	1.2%
Q6-3. Yard waste (leaves, brush, etc.) removal services	35.4%	42.4%	12.2%	7.2%	2.8%
Q6-4. Water service	27.7%	42.8%	18.6%	7.7%	3.2%
Q6-5. Sewer service	25.7%	43.0%	20.2%	8.7%	2.4%

Q7. Which TWO of the Utility Services listed in Question 6 above do you think are MOST IMPORTANT for the City to provide?

<u>Q7. Top choice</u>	Number	Percent
Residential trash collection services	251	48.0 %
Curbside recycling services	21	4.0 %
Yard waste (leaves, brush, etc.) removal services	18	3.4 %
Water service	177	33.8 %
Sewer service	24	4.6 %
<u>None chosen</u>	32	6.1 %
Total	523	100.0 %

<u>Q7. 2nd choice</u>	Number	Percent
Residential trash collection services	89	17.0 %
Curbside recycling services	91	17.4 %
Yard waste (leaves, brush, etc.) removal services	81	15.5 %
Water service	92	17.6 %
Sewer service	131	25.0 %
<u>None chosen</u>	39	7.5 %
Total	523	100.0 %

Q7. Which TWO of the Utility Services listed in Question 6 above do you think are MOST IMPORTANT for the City to provide? (top 2)

<u>Q7. Top 2 choices</u>	Number	Percent
Residential trash collection services	340	65.0 %
Curbside recycling services	112	21.4 %
Yard waste (leaves, brush, etc.) removal services	99	18.9 %
Water service	269	51.4 %
Sewer service	155	29.6 %
<u>None chosen</u>	32	6.1 %
Total	1007	

Q8. DEVELOPMENT AND REDEVELOPMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Cleveland Heights:

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8-1. Overall quality of new residential development	5.6%	26.3%	34.2%	13.1%	5.6%	15.2%
Q8-2. Overall quality of new retail development (stores, restaurants, etc.)	5.2%	27.4%	29.7%	21.4%	9.1%	7.3%
Q8-3. Redevelopment of abandoned or under-utilized properties	3.1%	12.7%	22.9%	33.5%	18.9%	8.9%
Q8-4. Diversity of existing retail, restaurant & other commercial businesses	13.3%	39.8%	23.8%	12.5%	4.2%	6.3%
Q8-5. Efforts to attract new businesses to the community	4.4%	16.2%	26.3%	21.9%	14.6%	16.5%

EXCLUDING DON'T KNOWS

Q8. DEVELOPMENT AND REDEVELOPMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Cleveland Heights: (without "don't know")

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8-1. Overall quality of new residential development	6.6%	31.1%	40.4%	15.4%	6.6%
Q8-2. Overall quality of new retail development (stores, restaurants, etc.)	5.6%	29.5%	32.0%	23.1%	9.8%
Q8-3. Redevelopment of abandoned or under-utilized properties	3.4%	14.0%	25.2%	36.8%	20.7%
Q8-4. Diversity of existing retail, restaurant & other commercial businesses	14.2%	42.5%	25.5%	13.3%	4.5%
Q8-5. Efforts to attract new businesses to the community	5.3%	19.4%	31.6%	26.3%	17.5%

Q9. Which TWO of the Development and Redevelopment activities listed in Question 8 above do you think are MOST IMPORTANT for the City to provide?

<u>Q9. Top choice</u>	Number	Percent
Overall quality of new residential development	60	11.5 %
Overall quality of new retail development (stores, restaurants, etc.)	50	9.6 %
Redevelopment of abandoned or under-utilized properties	191	36.5 %
Diversity of existing retail, restaurant & other commercial businesses	22	4.2 %
Efforts to attract new businesses to the community	118	22.6 %
<u>None chosen</u>	82	15.7 %
Total	523	100.0 %

<u>Q9. 2nd choice</u>	Number	Percent
Overall quality of new residential development	42	8.0 %
Overall quality of new retail development (stores, restaurants, etc.)	70	13.4 %
Redevelopment of abandoned or under-utilized properties	131	25.0 %
Diversity of existing retail, restaurant & other commercial businesses	66	12.6 %
Efforts to attract new businesses to the community	127	24.3 %
<u>None chosen</u>	87	16.6 %
Total	523	100.0 %

Q9. Which TWO of the Development and Redevelopment activities listed in Question 8 above do you think are MOST IMPORTANT for the City to provide? (top 2)

<u>Q9. Top 2 choices</u>	Number	Percent
Overall quality of new residential development	102	19.5 %
Overall quality of new retail development (stores, restaurants, etc.)	120	22.9 %
Redevelopment of abandoned or under-utilized properties	322	61.6 %
Diversity of existing retail, restaurant & other commercial businesses	88	16.8 %
Efforts to attract new businesses to the community	245	46.8 %
<u>None chosen</u>	82	15.7 %
Total	959	

Q10. PUBLIC SAFETY SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Cleveland Heights:

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10-1. Visibility of police in neighborhoods	31.6%	44.6%	15.7%	5.4%	1.1%	1.5%
Q10-2. Visibility of police in commercial/retail areas	27.3%	46.8%	16.8%	4.4%	1.0%	3.6%
Q10-3. City's efforts to prevent crime	23.6%	38.6%	21.5%	4.8%	1.7%	9.8%
Q10-4. How quickly police respond to emergencies	38.3%	34.5%	10.4%	1.7%	1.0%	14.1%
Q10-5. Enforcement of local traffic laws	21.3%	42.1%	21.1%	7.5%	3.1%	5.0%
Q10-6. Police-related education programs	12.7%	21.5%	24.6%	3.1%	1.9%	36.3%
Q10-7. Overall quality of police services	31.2%	45.5%	14.5%	2.7%	1.1%	5.0%
Q10-8. How quickly fire personnel respond to emergencies	35.7%	24.9%	7.1%	0.6%	0.2%	31.5%
Q10-9. Quality of City's fire prevention programs	17.0%	19.8%	15.4%	1.5%	0.4%	45.9%
Q10-10. Fire-related education programs	13.3%	17.1%	18.3%	1.7%	0.4%	49.1%
Q10-11. Overall quality of local fire protection	27.4%	32.4%	14.9%	0.8%	0.4%	24.1%
Q10-12. How quickly ambulance personnel respond to emergencies	35.8%	24.8%	7.9%	1.7%	0.6%	29.2%
Q10-13. Overall quality of ambulance service	34.3%	24.3%	11.5%	1.9%	0.4%	27.6%

EXCLUDING DON'T KNOWS

Q10. PUBLIC SAFETY SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Cleveland Heights: (without "don't know")

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10-1. Visibility of police in neighborhoods	32.1%	45.3%	16.0%	5.4%	1.2%
Q10-2. Visibility of police in commercial/retail areas	28.4%	48.6%	17.5%	4.6%	1.0%
Q10-3. City's efforts to prevent crime	26.2%	42.8%	23.8%	5.3%	1.9%
Q10-4. How quickly police respond to emergencies	44.6%	40.1%	12.1%	2.0%	1.1%
Q10-5. Enforcement of local traffic laws	22.4%	44.4%	22.2%	7.9%	3.2%
Q10-6. Police-related education programs	19.9%	33.7%	38.6%	4.8%	3.0%
Q10-7. Overall quality of police services	32.8%	47.9%	15.3%	2.8%	1.2%
Q10-8. How quickly fire personnel respond to emergencies	52.1%	36.3%	10.4%	0.8%	0.3%
Q10-9. Quality of City's fire prevention programs	31.3%	36.7%	28.5%	2.8%	0.7%
Q10-10. Fire-related education programs	26.1%	33.7%	36.0%	3.4%	0.8%
Q10-11. Overall quality of local fire protection	36.1%	42.7%	19.7%	1.0%	0.5%
Q10-12. How quickly ambulance personnel respond to emergencies	50.5%	35.1%	11.1%	2.4%	0.8%
Q10-13. Overall quality of ambulance service	47.4%	33.6%	15.9%	2.6%	0.5%

Q11. Which FOUR of the Public Safety items listed in Question 10 above do you think are MOST IMPORTANT for the City to provide?

<u>Q11. Top choice</u>	Number	Percent
Visibility of police in neighborhoods	184	35.2 %
Visibility of police in commercial/retail areas	17	3.3 %
City's efforts to prevent crime	92	17.6 %
How quickly police respond to emergencies	77	14.7 %
Enforcement of local traffic laws	10	1.9 %
Police-related education programs	10	1.9 %
Overall quality of police services	43	8.2 %
How quickly fire personnel respond to emergencies	26	5.0 %
Quality of City's fire prevention programs	2	0.4 %
Overall quality of local fire protection	3	0.6 %
How quickly ambulance personnel respond to emergencies	21	4.0 %
Overall quality of ambulance service	10	1.9 %
<u>None chosen</u>	28	5.4 %
Total	523	100.0 %

<u>Q11. 2nd choice</u>	Number	Percent
Visibility of police in neighborhoods	38	7.3 %
Visibility of police in commercial/retail areas	64	12.2 %
City's efforts to prevent crime	77	14.7 %
How quickly police respond to emergencies	81	15.5 %
Enforcement of local traffic laws	11	2.1 %
Police-related education programs	10	1.9 %
Overall quality of police services	36	6.9 %
How quickly fire personnel respond to emergencies	95	18.2 %
Quality of City's fire prevention programs	5	1.0 %
Fire-related education programs	2	0.4 %
Overall quality of local fire protection	33	6.3 %
How quickly ambulance personnel respond to emergencies	32	6.1 %
Overall quality of ambulance service	8	1.5 %
<u>None chosen</u>	31	5.9 %
Total	523	100.0 %

Q11. Which FOUR of the Public Safety items listed in Question 10 above do you think are MOST IMPORTANT for the City to provide?

<u>Q11. 3rd choice</u>	Number	Percent
Visibility of police in neighborhoods	20	3.8 %
Visibility of police in commercial/retail areas	36	6.9 %
City's efforts to prevent crime	58	11.1 %
How quickly police respond to emergencies	71	13.6 %
Enforcement of local traffic laws	11	2.1 %
Police-related education programs	9	1.7 %
Overall quality of police services	38	7.3 %
How quickly fire personnel respond to emergencies	76	14.5 %
Quality of City's fire prevention programs	13	2.5 %
Fire-related education programs	7	1.3 %
Overall quality of local fire protection	22	4.2 %
How quickly ambulance personnel respond to emergencies	85	16.3 %
Overall quality of ambulance service	36	6.9 %
<u>None chosen</u>	41	7.8 %
Total	523	100.0 %

<u>Q11. 4th choice</u>	Number	Percent
Visibility of police in neighborhoods	50	9.6 %
Visibility of police in commercial/retail areas	24	4.6 %
City's efforts to prevent crime	59	11.3 %
How quickly police respond to emergencies	36	6.9 %
Enforcement of local traffic laws	19	3.6 %
Police-related education programs	16	3.1 %
Overall quality of police services	43	8.2 %
How quickly fire personnel respond to emergencies	50	9.6 %
Quality of City's fire prevention programs	14	2.7 %
Fire-related education programs	7	1.3 %
Overall quality of local fire protection	30	5.7 %
How quickly ambulance personnel respond to emergencies	67	12.8 %
Overall quality of ambulance service	41	7.8 %
<u>None chosen</u>	67	12.8 %
Total	523	100.0 %

11. Which FOUR of the Public Safety items listed in Question 10 above do you think are MOST IMPORTANT for the City to provide? (top 4)

Q11. Top 4 choices	Number	Percent
Visibility of police in neighborhoods	292	55.8 %
Visibility of police in commercial/retail areas	141	27.0 %
City's efforts to prevent crime	286	54.7 %
How quickly police respond to emergencies	265	50.7 %
Enforcement of local traffic laws	51	9.8 %
Police-related education programs	45	8.6 %
Overall quality of police services	160	30.6 %
How quickly fire personnel respond to emergencies	247	47.2 %
Quality of City's fire prevention programs	34	6.5 %
Fire-related education programs	16	3.1 %
Overall quality of local fire protection	88	16.8 %
How quickly ambulance personnel respond to emergencies	205	39.2 %
Overall quality of ambulance service	95	18.2 %
<u>None chosen</u>	28	5.4 %
Total	1953	

Q12. PERCEPTIONS OF SAFETY. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:

(N=523)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q12-1. In your neighborhood during the day	45.6%	46.2%	5.2%	1.5%	0.4%	1.1%
Q12-2. In your neighborhood at night	20.1%	47.3%	21.1%	8.4%	1.9%	1.1%
Q12-3. In City parks	8.3%	38.1%	27.3%	13.5%	1.9%	11.0%
Q12-4. In commercial & retail areas during the day	35.1%	49.3%	10.9%	1.9%	0.4%	2.3%
Q12-5. In commercial & retail areas at night	13.8%	43.6%	25.0%	10.2%	1.7%	5.8%
Q12-6. Overall feeling of safety in Cleveland Heights	16.5%	57.0%	18.6%	5.4%	1.5%	1.0%

EXCLUDING DON'T KNOWS

Q12. PERCEPTIONS OF SAFETY. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations: (without "don't know")

(N=523)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q12-1. In your neighborhood during the day	46.1%	46.7%	5.2%	1.6%	0.4%
Q12-2. In your neighborhood at night	20.3%	47.9%	21.3%	8.5%	1.9%
Q12-3. In City parks	9.3%	42.8%	30.7%	15.1%	2.2%
Q12-4. In commercial & retail areas during the day	36.0%	50.5%	11.2%	2.0%	0.4%
Q12-5. In commercial & retail areas at night	14.7%	46.2%	26.5%	10.8%	1.8%
Q12-6. Overall feeling of safety in Cleveland Heights	16.7%	57.6%	18.8%	5.4%	1.6%

Q13. CODE ENFORCEMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13-1. Enforcing clean-up of debris on private property	7.5%	30.3%	21.9%	21.3%	8.4%	10.6%
Q13-2. Enforcing mowing & cutting of weeds & tall grass on private property	5.8%	29.8%	23.4%	22.6%	8.8%	9.6%
Q13-3. Enforcing snow removal on sidewalks	3.7%	19.4%	32.9%	17.7%	17.1%	9.2%
Q13-4. Enforcing exterior maintenance of residential property	4.8%	37.8%	23.8%	19.2%	8.1%	6.3%
Q13-5. Enforcing exterior maintenance of business property	5.0%	34.8%	32.5%	10.0%	4.4%	13.3%
Q13-6. Overall quality of the building & permit process	6.2%	29.3%	24.5%	8.3%	3.5%	28.2%

EXCLUDING DON'T KNOWS**Q13. CODE ENFORCEMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")**

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13-1. Enforcing clean-up of debris on private property	8.4%	33.9%	24.5%	23.8%	9.4%
Q13-2. Enforcing mowing & cutting of weeds & tall grass on private property	6.4%	32.9%	25.9%	25.1%	9.8%
Q13-3. Enforcing snow removal on sidewalks	4.0%	21.4%	36.2%	19.5%	18.9%
Q13-4. Enforcing exterior maintenance of residential property	5.1%	40.4%	25.4%	20.5%	8.6%
Q13-5. Enforcing exterior maintenance of business property	5.8%	40.1%	37.5%	11.5%	5.1%
Q13-6. Overall quality of the building & permit process	8.6%	40.9%	34.1%	11.6%	4.8%

Q14. Which TWO of the Code Enforcement activities listed in Question 13 above do you think are MOST IMPORTANT for the City to provide?

<u>Q14. Top choice</u>	Number	Percent
Enforcing clean-up of debris on private property	143	27.3 %
Enforcing mowing & cutting of weeds & tall grass on private property	37	7.1 %
Enforcing snow removal on sidewalks	57	10.9 %
Enforcing exterior maintenance of residential property	153	29.3 %
Enforcing exterior maintenance of business property	55	10.5 %
Overall quality of the building & permit process	27	5.2 %
<u>None chosen</u>	51	9.8 %
Total	523	100.0 %

<u>Q14. 2nd choice</u>	Number	Percent
Enforcing clean-up of debris on private property	78	14.9 %
Enforcing mowing & cutting of weeds & tall grass on private property	95	18.2 %
Enforcing snow removal on sidewalks	46	8.8 %
Enforcing exterior maintenance of residential property	96	18.4 %
Enforcing exterior maintenance of business property	110	21.0 %
Overall quality of the building & permit process	39	7.5 %
<u>None chosen</u>	59	11.3 %
Total	523	100.0 %

Q14. Which TWO of the Code Enforcement activities listed in Question 13 above do you think are MOST IMPORTANT for the City to provide? (top 2)

<u>Q14. Top 2 choices</u>	Number	Percent
Enforcing clean-up of debris on private property	221	42.3 %
Enforcing mowing & cutting of weeds & tall grass on private property	132	25.2 %
Enforcing snow removal on sidewalks	103	19.7 %
Enforcing exterior maintenance of residential property	249	47.6 %
Enforcing exterior maintenance of business property	165	31.5 %
Overall quality of the building & permit process	66	12.6 %
<u>None chosen</u>	51	9.8 %
Total	987	

Q15. TRANSPORTATION. How satisfied are you with the following aspects of transportation in the City of Cleveland Heights:

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15-1. Availability of public transportation	12.1%	31.7%	22.3%	10.6%	2.3%	21.1%
Q15-2. Availability of bicycle lanes	7.9%	34.7%	30.3%	12.7%	3.5%	11.0%
Q15-3. Condition of sidewalks in the City	5.2%	38.4%	33.4%	14.5%	5.2%	3.3%
Q15-4. Convenience of parking in the City	8.7%	36.0%	26.9%	15.2%	9.8%	3.5%

EXCLUDING DON'T KNOWS**Q15. TRANSPORTATION. How satisfied are you with the following aspects of transportation in the City of Cleveland Heights: (without "don't know")**

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15-1. Availability of public transportation	15.3%	40.1%	28.2%	13.4%	2.9%
Q15-2. Availability of bicycle lanes	8.9%	39.0%	34.0%	14.3%	3.9%
Q15-3. Condition of sidewalks in the City	5.4%	39.7%	34.5%	15.0%	5.4%
Q15-4. Convenience of parking in the City	9.0%	37.3%	27.9%	15.7%	10.2%

Q16. MAINTENANCE SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City:

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16-1. Maintenance of major City streets	8.1%	44.5%	20.0%	18.7%	7.5%	1.2%
Q16-2. Maintenance of streets in your neighborhood	8.3%	42.9%	21.7%	18.3%	7.9%	1.0%
Q16-3. Snow removal on major City streets	16.9%	53.5%	15.4%	9.2%	4.0%	1.0%
Q16-4. Snow removal on streets in your neighborhood	10.9%	43.2%	17.4%	16.5%	10.5%	1.6%
Q16-5. Mowing & trimming along City streets & other public areas	12.3%	48.7%	25.2%	8.1%	2.5%	3.3%
Q16-6. Overall cleanliness of City streets & other public areas	10.4%	49.1%	24.9%	11.9%	2.9%	0.8%
Q16-7. Adequacy of City street lighting	12.1%	54.6%	21.9%	6.9%	3.3%	1.2%
Q16-8. Tree trimming & urban forestry along City streets & other public areas	11.6%	44.7%	23.5%	11.9%	4.6%	3.7%

EXCLUDING DON'T KNOWS

Q16. MAINTENANCE SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City: (without "don't know")

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16-1. Maintenance of major City streets	8.2%	45.0%	20.3%	18.9%	7.6%
Q16-2. Maintenance of streets in your neighborhood	8.3%	43.3%	21.9%	18.4%	8.0%
Q16-3. Snow removal on major City streets	17.1%	54.0%	15.5%	9.3%	4.1%
Q16-4. Snow removal on streets in your neighborhood	11.0%	43.9%	17.7%	16.7%	10.6%
Q16-5. Mowing & trimming along City streets & other public areas	12.7%	50.3%	26.0%	8.3%	2.6%
Q16-6. Overall cleanliness of City streets & other public areas	10.5%	49.5%	25.0%	12.0%	2.9%
Q16-7. Adequacy of City street lighting	12.3%	55.3%	22.2%	7.0%	3.3%
Q16-8. Tree trimming & urban forestry along City streets & other public areas	12.0%	46.4%	24.4%	12.4%	4.8%

Q17. Which THREE of the City Maintenance services listed in Question 16 above do you think are MOST IMPORTANT for the City to provide?

<u>Q17. Top choice</u>	Number	Percent
Maintenance of major City streets	264	50.5 %
Maintenance of streets in your neighborhood	45	8.6 %
Snow removal on major City streets	83	15.9 %
Snow removal on streets in your neighborhood	38	7.3 %
Mowing & trimming along City streets & other public areas	7	1.3 %
Overall cleanliness of City streets & other public areas	24	4.6 %
Adequacy of City street lighting	29	5.5 %
Tree trimming & urban forestry along City streets & other public areas	7	1.3 %
<u>None chosen</u>	26	5.0 %
Total	523	100.0 %

<u>Q17. 2nd choice</u>	Number	Percent
Maintenance of major City streets	52	9.9 %
Maintenance of streets in your neighborhood	136	26.0 %
Snow removal on major City streets	128	24.5 %
Snow removal on streets in your neighborhood	73	14.0 %
Mowing & trimming along City streets & other public areas	19	3.6 %
Overall cleanliness of City streets & other public areas	48	9.2 %
Adequacy of City street lighting	25	4.8 %
Tree trimming & urban forestry along City streets & other public areas	15	2.9 %
<u>None chosen</u>	27	5.2 %
Total	523	100.0 %

<u>Q17. 3rd choice</u>	Number	Percent
Maintenance of major City streets	37	7.1 %
Maintenance of streets in your neighborhood	45	8.6 %
Snow removal on major City streets	107	20.5 %
Snow removal on streets in your neighborhood	68	13.0 %
Mowing & trimming along City streets & other public areas	14	2.7 %
Overall cleanliness of City streets & other public areas	103	19.7 %
Adequacy of City street lighting	72	13.8 %
Tree trimming & urban forestry along City streets & other public areas	35	6.7 %
<u>None chosen</u>	42	8.0 %
Total	523	100.0 %

Q17. Which THREE of the City Maintenance services listed in Question 16 above do you think are MOST IMPORTANT for the City to provide? (top 3)

Q17. Top 3 choices	Number	Percent
Maintenance of major City streets	353	67.5 %
Maintenance of streets in your neighborhood	226	43.2 %
Snow removal on major City streets	318	60.8 %
Snow removal on streets in your neighborhood	179	34.2 %
Mowing & trimming along City streets & other public areas	40	7.6 %
Overall cleanliness of City streets & other public areas	175	33.5 %
Adequacy of City street lighting	126	24.1 %
Tree trimming & urban forestry along City streets & other public areas	57	10.9 %
<u>None chosen</u>	26	5.0 %
Total	1500	

Q18a. Have you or other members of your household visited a Cleveland Heights City Park during the past 12 months?

Q18a. Have you visited a Cleveland Heights City park during past 12 months	Number	Percent
Yes	373	71.3 %
No	146	27.9 %
<u>Not provided</u>	4	0.8 %
Total	523	100.0 %

Q18b. Have you or other members of your household visited the Cleveland Heights Community Center during the past 12 months?

Q18b. Have you visited the Cleveland Heights Community Center during past 12 months	Number	Percent
Yes	275	52.6 %
No	245	46.8 %
<u>Not provided</u>	3	0.6 %
Total	523	100.0 %

Q18c. Have you or other members of your household participated in any Parks and Recreation programs offered by the City of Cleveland Heights during the past 12 months? (fitness class, summer camp, outdoor sports, etc.)

Q18c. Have you participated in any Parks and Recreation programs during past 12 months	Number	Percent
Yes	161	30.8 %
No	357	68.3 %
Not provided	5	1.0 %
Total	523	100.0 %

Q19. How satisfied are you with the following aspects of Parks and Recreation in the City of Cleveland Heights:

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19-1. Maintenance of City parks	15.9%	47.5%	19.2%	4.0%	1.0%	12.5%
Q19-2. Number of City parks	16.5%	48.0%	18.6%	5.6%	1.2%	10.2%
Q19-3. Number of walking & biking trails	11.5%	40.7%	20.3%	9.2%	2.1%	16.1%
Q19-4. Cumberland Pool & Programs	15.4%	25.8%	17.1%	2.7%	1.9%	37.0%
Q19-5. Quality of outdoor athletic fields	10.4%	29.9%	21.4%	3.7%	1.3%	33.3%
Q19-6. Youth recreation opportunities	11.3%	31.3%	18.7%	3.3%	1.5%	33.8%
Q19-7. Adult recreation opportunities	11.7%	35.4%	20.8%	3.7%	1.7%	26.7%
Q19-8. Senior recreation opportunities	13.8%	28.4%	17.7%	1.9%	1.5%	36.7%
Q19-9. City's youth athletic programs	9.4%	25.4%	19.8%	3.3%	1.0%	41.0%
Q19-10. City's adult athletic programs	9.7%	25.7%	19.3%	2.1%	1.0%	42.2%
Q19-11. Maintenance & appearance of Community Center	25.4%	41.0%	13.7%	1.2%	0.6%	18.3%
Q19-12. Programs & activities offered at Community Center	19.4%	34.0%	18.8%	3.1%	1.2%	23.5%
Q19-13. Quality of instructors & coaches	11.2%	24.3%	18.3%	1.4%	1.0%	43.8%
Q19-14. Ease of registering for programs	14.4%	31.1%	17.1%	2.7%	1.5%	33.2%
Q19-15. Fees charged for recreation programs	12.9%	27.8%	21.2%	6.8%	3.7%	27.6%

EXCLUDING DON'T KNOWS**Q19. How satisfied are you with the following aspects of Parks and Recreation in the City of Cleveland Heights: (without "don't know")**

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19-1. Maintenance of City parks	18.2%	54.3%	21.9%	4.6%	1.1%
Q19-2. Number of City parks	18.4%	53.4%	20.7%	6.2%	1.3%
Q19-3. Number of walking & biking trails	13.7%	48.5%	24.3%	11.0%	2.5%
Q19-4. Cumberland Pool & Programs	24.5%	41.0%	27.2%	4.3%	3.1%
Q19-5. Quality of outdoor athletic fields	15.6%	44.8%	32.1%	5.5%	2.0%
Q19-6. Youth recreation opportunities	17.2%	47.4%	28.2%	4.9%	2.3%
Q19-7. Adult recreation opportunities	16.0%	48.3%	28.3%	5.0%	2.4%
Q19-8. Senior recreation opportunities	21.8%	44.8%	27.9%	3.0%	2.4%
Q19-9. City's youth athletic programs	16.0%	43.1%	33.7%	5.6%	1.6%
Q19-10. City's adult athletic programs	16.7%	44.5%	33.4%	3.7%	1.7%
Q19-11. Maintenance & appearance of Community Center	31.1%	50.1%	16.7%	1.4%	0.7%
Q19-12. Programs & activities offered at Community Center	25.4%	44.5%	24.6%	4.0%	1.5%
Q19-13. Quality of instructors & coaches	19.9%	43.3%	32.6%	2.4%	1.7%
Q19-14. Ease of registering for programs	21.6%	46.6%	25.6%	4.0%	2.3%
Q19-15. Fees charged for recreation programs	17.9%	38.4%	29.3%	9.3%	5.1%

Q20. Which THREE of the Parks and Recreation services listed in Question 19 above do you think are MOST IMPORTANT for the City to provide?

<u>Q20. Top choice</u>	Number	Percent
Maintenance of City parks	247	47.2 %
Number of City parks	14	2.7 %
Number of walking & biking trails	25	4.8 %
Cumberland Pool & Programs	27	5.2 %
Quality of outdoor athletic fields	9	1.7 %
Youth recreation opportunities	36	6.9 %
Adult recreation opportunities	3	0.6 %
Senior recreation opportunities	21	4.0 %
City's youth athletic programs	21	4.0 %
City's adult athletic programs	2	0.4 %
Maintenance & appearance of Community Center	17	3.3 %
Programs & activities offered at Community Center	19	3.6 %
Quality of instructors & coaches	2	0.4 %
Ease of registering for programs	2	0.4 %
Fees charged for recreation programs	18	3.4 %
<u>None chosen</u>	60	11.5 %
Total	523	100.0 %

<u>Q20. 2nd choice</u>	Number	Percent
Maintenance of City parks	40	7.6 %
Number of City parks	47	9.0 %
Number of walking & biking trails	56	10.7 %
Cumberland Pool & Programs	56	10.7 %
Quality of outdoor athletic fields	19	3.6 %
Youth recreation opportunities	63	12.0 %
Adult recreation opportunities	29	5.5 %
Senior recreation opportunities	24	4.6 %
City's youth athletic programs	32	6.1 %
City's adult athletic programs	5	1.0 %
Maintenance & appearance of Community Center	25	4.8 %
Programs & activities offered at Community Center	35	6.7 %
Quality of instructors & coaches	6	1.1 %
Ease of registering for programs	6	1.1 %
Fees charged for recreation programs	16	3.1 %
<u>None chosen</u>	64	12.2 %
Total	523	100.0 %

Q20. Which THREE of the Parks and Recreation services listed in Question 19 above do you think are MOST IMPORTANT for the City to provide?

<u>Q20. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	37	7.1 %
Number of City parks	18	3.4 %
Number of walking & biking trails	45	8.6 %
Cumberland Pool & Programs	26	5.0 %
Quality of outdoor athletic fields	19	3.6 %
Youth recreation opportunities	32	6.1 %
Adult recreation opportunities	28	5.4 %
Senior recreation opportunities	39	7.5 %
City's youth athletic programs	37	7.1 %
City's adult athletic programs	15	2.9 %
Maintenance & appearance of Community Center	36	6.9 %
Programs & activities offered at Community Center	54	10.3 %
Quality of instructors & coaches	18	3.4 %
Ease of registering for programs	13	2.5 %
Fees charged for recreation programs	27	5.2 %
<u>None chosen</u>	<u>79</u>	<u>15.1 %</u>
Total	523	100.0 %

Q20. Which THREE of the Parks and Recreation services listed in Question 19 above do you think are MOST IMPORTANT for the City to provide? (top 3)

<u>Q20. Top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	324	62.0 %
Number of City parks	79	15.1 %
Number of walking & biking trails	126	24.1 %
Cumberland Pool & Programs	109	20.8 %
Quality of outdoor athletic fields	47	9.0 %
Youth recreation opportunities	131	25.0 %
Adult recreation opportunities	60	11.5 %
Senior recreation opportunities	84	16.1 %
City's youth athletic programs	90	17.2 %
City's adult athletic programs	22	4.2 %
Maintenance & appearance of Community Center	78	14.9 %
Programs & activities offered at Community Center	108	20.7 %
Quality of instructors & coaches	26	5.0 %
Ease of registering for programs	21	4.0 %
Fees charged for recreation programs	61	11.7 %
<u>None chosen</u>	<u>60</u>	<u>11.5 %</u>
Total	1426	

Q21. Are there any parks and recreation programs or facilities that you think the City should provide that are not currently offered by the City?

- A dog park between Coventry & Lee west of Cedar
- A POOL LIKE BEACHWOOD
- ADULT REC OPPORTUNITIES FOR PEOPLE WHO WORK WEEKEDAYS
- ADULT SWIMMING
- AFTER BUSINESS HOUR, CLASSES FOR YOUNG PROFESSIONALS
- ALLOW DOGS IN CITY PARKS
- ANOTHER DOG PARK
- ANOTHER PARK VENUE BY FAIRMOUNT AND LEE
- ANOTHER POOL
- AQUATIC CENTER
- ARTS CAMP
- Baseball tournaments
- BASKETBALL COURT
- better maintenance of city parks, mowing
- BETTER USE OF PARKS
- BICYCLE LAWS/SAFETY COURSE
- BIKE TRAIL
- BIKING CLUB
- Bowling
- BOXING
- Bring back Denison Pool
- children playgrounds
- COMMUNITY INDOOR POOL
- COORDINATION OF USE OF NEW HIGH SCHOOL IN DOOR POOL
- DESIGNATED SKATE BOARD SECTION ONE OF THE PARKS
- disability programs in every area
- Dog parks
- EXERCISE STATIONS THRUOUT CAIN PARK
- FAMILY BIKE PATHS
- Farmers market
- FENCING
- FIELD HOCKEY
- FIREWORKS ON FOURTH OF JULY
- FREE SUMMER TUTORIAL READING PROGRAMS
- FREE USE OF ROOM FOR GROUPS
- FREE YOGA
- Free youth programs
- Frisbee golf course (a la Sims Park)

- INDOOR POOL EXPAND REC CTR
- INDOOR POOL IN A SCHOOL
- Indoor roller rink
- Indoor swimming and diving
- indoor swimming pool instead of of 2nd hockey rink
- INDOOR YEAR ROUND POOL
- July 4th parade fireworks
- LEASHED DOG WALKING IN ALL CITY PARKS
- Make the pool a more fun area for young kids.
- MINI PARKS
- MONTHLY FREE CHILDCARE FOR 2-3 HRS
- more activities in line with after school and summer schedules
- More art and music.
- MORE BIKE TRAILS
- MORE CHILDREN/YOUTH UNITY/REC OPPORTUNITIES
- MORE COOKING CLASSES
- MORE INDOOR BASKETBALL COURTS
- More services for youth
- More teen programs.
- More walking/biking trails
- More youth clubs
- No dogs in parks
- Not adequate indoor swimming
- Not at this time.
- Outdoor swimming
- Painting
- PICNIC IN TE PARK
- PLACE FOR TEENAGERS TO LISTEN TO THEIR MUSIC
- Plant / nature walks to learn more about the local wildlife
- POLICE MONITORED
- Pool needs to be kid friendly. Too outdated.
- Provide more security at outdoor parks.
- PUBLIC GYM
- Public small 'Sunday' type concerts at Cumberland
- Rec center - improve exercise equipment
- REC FOR DISABLE ADULTS UNDER 55
- RECYCLING PROGRAMS
- REDUCE FEES FOR RESIDENTS
- ReOpen Denison Pool
- Replace a skating rink with an indoor pool
- ROLLER SKATING
- ROLLER SKATING
- Rollerskating
- senior
- Senior Center

- Seniors weekend classes for seniors that work M-F.
- Skate park
- SKATEBOARD
- SKATING RINK
- Something asthma friendly
- SUMMER JOBS
- Swimming lessons
- TEACHING WORKSHOPS FOR SENIORS TO MAINTAIN OUTSIDE HOME
- TENNIS LEAGUES
- THEATER
- Trips
- VARMINT REMOVAL
- Volleyball
- VOLLEYBALL/ADULT CO-ED
- We should have built a pool at rec center
- why can't we collaborate so our residents can use south Euclid pools
- WINTER SWIMMING FACILITY
- Winter swimming options
- YEAR ROUND POOL
- Youth fair
- Youth lacrosse
- Youth yoga or zumba
- yr round swimming pool

Q22. Have you or other members of your household attended a concert or show at Cain Park during the last 12 months?

Q22. Have you attended a concert or show at Cain Park

during last 12 months

Number

Percent

Yes

208

39.8 %

No

315

60.2 %

Total

523

100.0 %

Q22a. (If YES to Question 22) For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=208)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q22a-1. Overall quality of the facility	46.4%	49.3%	3.4%	0.5%	0.0%	0.5%
Q22a-2. Overall quality of shows & events	43.0%	45.4%	5.8%	4.8%	0.5%	0.5%
Q22a-3. Variety of shows & events	36.9%	39.3%	15.0%	6.3%	1.0%	1.5%
Q22a-4. Affordability of shows & events	30.9%	47.8%	15.0%	3.9%	1.4%	1.0%
Q22a-5. Ease of purchasing tickets for shows & events	32.9%	47.3%	12.6%	5.3%	0.0%	1.9%
Q22a-6. Overall quality of concessions	24.6%	39.6%	17.4%	7.2%	0.5%	10.6%

EXCLUDING DON'T KNOWS**Q22a. (If YES to Question 22) For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=208)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q22a-1. Overall quality of the facility	46.6%	49.5%	3.4%	0.5%	0.0%
Q22a-2. Overall quality of shows & events	43.2%	45.6%	5.8%	4.9%	0.5%
Q22a-3. Variety of shows & events	37.4%	39.9%	15.3%	6.4%	1.0%
Q22a-4. Affordability of shows & events	31.2%	48.3%	15.1%	3.9%	1.5%
Q22a-5. Ease of purchasing tickets for shows & events	33.5%	48.3%	12.8%	5.4%	0.0%
Q22a-6. Overall quality of concessions	27.6%	44.3%	19.5%	8.1%	0.5%

Q23. COMMUNICATIONS. Which of the following sources do you currently use to get information about City of Cleveland Heights?

Q23. What sources do you currently use to get information about City of Cleveland Heights	Number	Percent
City Focus Magazine	379	72.5 %
City E-Newsletter	64	12.2 %
City Website	230	44.0 %
City Facebook or Twitter	65	12.4 %
City Cable Channel	32	6.1 %
Plain Dealer/Sun Press	241	46.1 %
www. cleveland.com	156	29.8 %
Heights Observer	297	56.8 %
Other	32	6.1 %
Total	1496	

Q23. Other

Q23. Other	Number	Percent
NEXTDOOR.COM	4	12.5 %
Neighbors	3	9.4 %
FRIENDS	2	6.3 %
Bulletin Boards	1	3.1 %
PATCH	1	3.1 %
U-TUBE	1	3.1 %
LOCAL JEWISH NEWS	1	3.1 %
husband on city commission	1	3.1 %
Cleveland Heights Patch	1	3.1 %
Call City Hall.	1	3.1 %
FORREST HILL NEIGHBOR LETTER	1	3.1 %
LIBRARY	1	3.1 %
WORD OF MOUTH	1	3.1 %
US MAIL	1	3.1 %
APP	1	3.1 %
Cleveland Scene	1	3.1 %
FHHA	1	3.1 %
NEXT DOOR E-MAIL	1	3.1 %
Sun Press	1	3.1 %
NEXT DOOR SHAHER FARM	1	3.1 %
cleveland scene magazine	1	3.1 %
Local TV/radio	1	3.1 %
My children's school.	1	3.1 %
SEASONAL RECREATION PROGRAM BOOKLET	1	3.1 %
Cain Park brochure/schedule	1	3.1 %
Neighbors, email and website	1	3.1 %
Total	32	100.0 %

Q24. Which of the following do you currently use at home?

Q24. What do you currently use at home	Number	Percent
Facebook	319	61.0 %
YouTube	248	47.4 %
Twitter	96	18.4 %
Text Messaging	384	73.4 %
Email	455	87.0 %
Internet	430	82.2 %
Other	43	8.2 %
<u>None</u>	23	4.4 %
Total	1998	

Q24. Other

Q24. Other	Number	Percent
Instagram	9	22.0 %
Newspaper	5	12.2 %
NextDoor	3	7.3 %
Telephone	2	4.9 %
CABLE CHANNEL	1	2.4 %
snapchat	1	2.4 %
CABLE	1	2.4 %
Cup & string	1	2.4 %
TV, cable	1	2.4 %
TV	1	2.4 %
Books/newspapers	1	2.4 %
Good old fashioned land line telephone.	1	2.4 %
TV AND RADIO	1	2.4 %
PAPER	1	2.4 %
Instagram, LinkedIn	1	2.4 %
LAND LINE TELEPHONE	1	2.4 %
various social media	1	2.4 %
PHONE	1	2.4 %
TALKING WITH NEIGHBORS	1	2.4 %
IG	1	2.4 %
plain dealer san press	1	2.4 %
Netflix	1	2.4 %
Playstation network, Netflix, Pluto	1	2.4 %
Telephone and letters	1	2.4 %
Word of mouth/phone	1	2.4 %
Videophone	1	2.4 %
Total	41	100.0 %

Q25. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following aspects of communication provided by the City of Cleveland Heights:

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q25-1. Availability of information about City programs & services	17.6%	47.1%	21.4%	7.5%	1.0%	5.4%
Q25-2. City efforts to keep you informed about local issues	11.7%	41.5%	25.8%	14.4%	2.3%	4.2%
Q25-3. Level of public involvement in local decision making	8.3%	25.4%	32.7%	16.5%	4.2%	12.9%
Q25-4. Level of public involvement in City's budget process	4.6%	13.8%	33.1%	15.6%	6.7%	26.2%
Q25-5. Quality of programming on City's cable television channel	3.1%	10.4%	25.0%	5.1%	2.2%	54.2%
Q25-6. Usefulness of City's web page	7.6%	33.3%	30.2%	6.0%	1.6%	21.3%
Q25-7. Usefulness of Focus Magazine	21.8%	43.4%	21.8%	1.5%	1.0%	10.6%

EXCLUDING DON'T KNOWS

Q25. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following aspects of communication provided by the City of Cleveland Heights: (without "don't know")

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q25-1. Availability of information about City programs & services	18.6%	49.8%	22.7%	8.0%	1.0%
Q25-2. City efforts to keep you informed about local issues	12.2%	43.4%	26.9%	15.1%	2.4%
Q25-3. Level of public involvement in local decision making	9.5%	29.1%	37.5%	19.0%	4.9%
Q25-4. Level of public involvement in City's budget process	6.3%	18.8%	44.8%	21.1%	9.1%
Q25-5. Quality of programming on City's cable television channel	6.8%	22.6%	54.7%	11.1%	4.7%
Q25-6. Usefulness of City's web page	9.6%	42.4%	38.4%	7.6%	2.0%
Q25-7. Usefulness of Focus Magazine	24.4%	48.5%	24.4%	1.7%	1.1%

Q26. Which THREE of the following community issues do you think should be the City's top priorities over the next TWO years?

Q26. What community issues should be City's top priorities over next two years	Number	Percent
Neighborhood Revitalization	300	57.4 %
Public Safety	284	54.3 %
Environmental Stewardship	49	9.4 %
Infrastructure Maintenance	208	39.8 %
Youth Outreach	86	16.4 %
Housing Development	84	16.1 %
Retail/Commercial District Revitalization	249	47.6 %
Business Development	161	30.8 %
Improve Recreational/Cultural Amenities	57	10.9 %
<u>Other</u>	18	3.4 %
Total	1496	

Q26. Other

Q26. Other	Number	Percent
SCHOOLS	2	11.1 %
Providing more grants , partnerships, and programs to help home owners maintain properties	1	5.6 %
RACE RELATIONS	1	5.6 %
abolish section 8	1	5.6 %
LOWER TAXES	1	5.6 %
BOOSTING PUBLIC SCHOOL ATTENDANCE ENROLLMENT	1	5.6 %
TAXES ARE A HUGE PROBLEM THIS NEEDS TO BE ADDRESSED	1	5.6 %
Trash pickup (use cans!)	1	5.6 %
TRAFFIC MANAGEMENT	1	5.6 %
QUALITY SCHOOLS	1	5.6 %
SENIOR AWARENESS	1	5.6 %
ROADS	1	5.6 %
Senior transportation	1	5.6 %
SENIORS HELP FOR ASSISTANCE.	1	5.6 %
Tax reduction	1	5.6 %
Lower taxes	1	5.6 %
<u>Not sure, moved here 8mo ago.</u>	1	5.6 %
Total	18	100.0 %

Q27. Which of the following best describes your race/ethnicity?

<u>Q27. Your race/ethnicity</u>	Number	Percent
Asian/Pacific Islander	23	4.4 %
Black/African American	218	41.7 %
White	277	53.0 %
Hispanic	12	2.3 %
American Indian/Eskimo	9	1.7 %
Other	4	0.8 %
Total	543	

Q28. How many (counting yourself) people in your household are?

	Mean	Sum
number	2.47	1276
Under age 10	0.25	130
Ages 10-19	0.32	165
Ages 20-34	0.50	256
Ages 35-54	0.58	298
Ages 55-74	0.57	294
Ages 75+	0.26	133

Q29. Do you own or rent your home?

<u>Q29. Do you own or rent your home</u>	Number	Percent
Own	338	64.6 %
Rent	182	34.8 %
Not provided	3	0.6 %
Total	523	100.0 %

Q30. Approximately how many years have you lived in the City of Cleveland Heights?

Q30. How many years have you lived in City of Cleveland Heights

	Number	Percent
Under 5	74	14.1 %
5-14	94	18.0 %
15-24	90	17.2 %
25-34	114	21.8 %
35+	150	28.7 %
<u>Not provided</u>	1	0.2 %
Total	523	100.0 %

Q31. Your gender:

Q31. Your gender

	Number	Percent
Male	252	48.2 %
Female	271	51.8 %
Total	523	100.0 %

Section 5: Survey Instrument



2016 Cleveland Heights Resident Survey

Dear Fellow Cleveland Heights Resident,

On behalf of the City of Cleveland Heights, thank you for your commitment to our community. This letter is a request for your assistance in building an even better Cleveland Heights. Your input on the enclosed survey is extremely important. Over the next few months, we will be making decisions that affect a wide range of City services, including public safety, parks and recreation, streets and infrastructure maintenance, and more. To help us align City priorities with our residents' priorities, we need to know what you think before we make any decisions.

We realize the survey takes time to complete, but every question is important. The time you invest in the survey will assist Council in making decisions about the City's future. Your responses will also allow City leadership and staff to identify and address many of the opportunities and challenges facing the community.

The City has contracted with ETC Institute to administer the survey on our behalf. Please return your completed survey, sometime during the next week, in the enclosed postage-paid envelope to ETC Institute. Your responses are confidential. The results of the survey will be tabulated and summarized by ETC Institute. The City will only receive summary information, not individual responses.

Should you have any questions, please call the City Manager's Office at (216) 291-3737. City staff will be happy to assist you. Thank you again for taking the time to help keep Cleveland Heights a safe, desirable and thriving community!

Sincerely,

A handwritten signature in black ink, appearing to read "Cheryl Stephens".

Cheryl Stephens
Mayor



2016 City of Cleveland Heights Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve residents in long-range planning and improving the quality of City services. If you have questions, please call the City Manager's Office at (216) 291-3737.

THANK YOU!

1. MAJOR CATEGORIES OF CITY SERVICES Please rate your overall satisfaction with major categories of services provided by the City of Cleveland Heights on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Major Categories of City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of police services	5	4	3	2	1	9
2. Overall quality of fire and ambulance services	5	4	3	2	1	9
3. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
4. Overall maintenance of City streets, buildings & facilities	5	4	3	2	1	9
5. Overall quality of City water services	5	4	3	2	1	9
6. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
7. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
8. Overall effectiveness of City communication with the public	5	4	3	2	1	9
9. Overall quality of solid waste services (trash, recycling, yard waste)	5	4	3	2	1	9
10. City's efforts to conserve energy and protect the environment	5	4	3	2	1	9

2. Which THREE of the Major Categories of City Services do you think are MOST IMPORTANT for the City to provide?
[Write in the numbers below using the numbers from the list in Question 1 above.]

1st: _____ 2nd: _____ 3rd: _____

3. PERCEPTIONS OF THE CITY Several items that may influence your perception of the City of Cleveland Heights are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Quality of Life	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City	5	4	3	2	1	9
2. Overall image of the City	5	4	3	2	1	9
3. Overall quality of life in the City	5	4	3	2	1	9
4. Overall quality of your neighborhood	5	4	3	2	1	9
5. The overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9

4. Please rate Cleveland Heights on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following:

Rating of the City	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to visit	5	4	3	2	1	9
4. As a place to work	5	4	3	2	1	9
5. As a place to retire	5	4	3	2	1	9

5. **CUSTOMER SERVICE** Have you contacted the City with a question, problem, or complaint during the past year?

(1) Yes [Answer Question 5a-c]
 (2) No [Go to Question 6]

5a. [If YES to Question 5] Which Department did you contact most recently?

<input type="checkbox"/> (01) Public Works (street maintenance, trash, recycling, yard waste, forestry)	<input type="checkbox"/> (06) Water Department
<input type="checkbox"/> (02) Police Department	<input type="checkbox"/> (07) Planning and Development
<input type="checkbox"/> (03) Fire/EMS	<input type="checkbox"/> (08) Community Relations
<input type="checkbox"/> (04) Community Center	<input type="checkbox"/> (09) Building Department
<input type="checkbox"/> (05) City Manager/City Council	<input type="checkbox"/> (10) Housing Department
	<input type="checkbox"/> (11) Other: _____

5b. [If YES to Question 5] How easy was it to contact the person you needed to reach in the Department you listed in Question #5a?

<input type="checkbox"/> (1) Very Easy	<input type="checkbox"/> (3) Difficult	<input type="checkbox"/> (9) Don't know
<input type="checkbox"/> (2) Somewhat Easy	<input type="checkbox"/> (4) Very Difficult	

5c. [If YES to Question 5] Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never".

	Always	Usually	Sometimes	Seldom	Never	Don't Know
(1) They were courteous and polite	5.....	4.....	3.....	2.....	1.....	9
(2) They gave prompt, accurate, and complete answers to questions	5.....	4.....	3.....	2.....	1.....	9
(3) They did what they said they would do in a timely manner.....	5.....	4.....	3.....	2.....	1.....	9
(4) They helped you resolve an issue to your satisfaction.....	5.....	4.....	3.....	2.....	1.....	9

6. **UTILITY SERVICES** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Utility Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential trash collection services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Yard waste (leaves, brush, etc.) removal services	5	4	3	2	1	9
4. Water service	5	4	3	2	1	9
5. Sewer service	5	4	3	2	1	9

7. Which TWO of the Utility Services listed above do you think are MOST IMPORTANT for the City to provide? [Write in the numbers below using the numbers from Question 6 above.]

1st: _____ 2nd: _____

8. **DEVELOPMENT AND REDEVELOPMENT** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following areas of development and redevelopment in Cleveland Heights:

Ratings of the Development and Redevelopment	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of new residential development	5	4	3	2	1	9
2. Overall quality of new retail development (stores, restaurants, etc.)	5	4	3	2	1	9
3. Redevelopment of abandoned or under-utilized properties	5	4	3	2	1	9
4. Diversity of existing retail, restaurant and other commercial businesses	5	4	3	2	1	9
5. Efforts to attract new businesses to the community	5	4	3	2	1	9

9. Which TWO of the **Development and Redevelopment** activities listed above do you think are MOST IMPORTANT for the City to provide? [Write in the numbers below using the numbers from Question 8 above.]

1st: _____ 2nd: _____

10. **PUBLIC SAFETY SERVICES** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following public safety services provided by the City of Cleveland Heights:

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The visibility of police in neighborhoods	5	4	3	2	1	9
2. The visibility of police in commercial/retail areas	5	4	3	2	1	9
3. The City's efforts to prevent crime	5	4	3	2	1	9
4. How quickly police respond to emergencies	5	4	3	2	1	9
5. Enforcement of local traffic laws	5	4	3	2	1	9
6. Police-related education programs	5	4	3	2	1	9
7. Overall quality of police services	5	4	3	2	1	9
8. How quickly fire personnel respond to emergencies	5	4	3	2	1	9
9. Quality of the City's fire prevention programs	5	4	3	2	1	9
10. Fire-related education programs	5	4	3	2	1	9
11. Overall quality of local fire protection	5	4	3	2	1	9
12. How quickly ambulance personnel respond to emergencies	5	4	3	2	1	9
13. Overall quality of ambulance service	5	4	3	2	1	9

11. Which FOUR of the **Public Safety** items listed above do you think are MOST IMPORTANT for the City to provide? [Write in the numbers below using the numbers from the list in Question 10 above.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

12. **PERCEPTIONS OF SAFETY** On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe", please rate how safe you feel in the following situations:

Feeling of Safety	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In City parks	5	4	3	2	1	9
4. In commercial and retail areas during the day	5	4	3	2	1	9
5. In commercial and retail areas at night	5	4	3	2	1	9
6. Overall feeling of safety in Cleveland Heights	5	4	3	2	1	9

13. **CODE ENFORCEMENT** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following:

Enforcement of City Codes and Ordinances	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the clean-up of debris on private property	5	4	3	2	1	9
2. Enforcing the mowing and cutting of weeds and tall grass on private property	5	4	3	2	1	9
3. Enforcing snow removal on sidewalks	5	4	3	2	1	9
4. Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
5. Enforcing the exterior maintenance of business property	5	4	3	2	1	9
6. Overall quality of the building and permit process	5	4	3	2	1	9

14. Which TWO of the Code Enforcement activities listed above do you think are MOST IMPORTANT for the City to provide? [Write in the numbers below using the numbers from Question 13 above.]

1st: _____ 2nd: _____

15. **TRANSPORTATION** How satisfied are you with the following aspects of transportation in the City of Cleveland Heights:

Transportation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of public transportation	5	4	3	2	1	9
2. Availability of bicycle lanes	5	4	3	2	1	9
3. Condition of sidewalks in the City	5	4	3	2	1	9
4. Convenience of parking in the City	5	4	3	2	1	9

16. **MAINTENANCE SERVICES** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following services provided by the City:

City Maintenance	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of major city streets	5	4	3	2	1	9
2. Maintenance of streets in your neighborhood	5	4	3	2	1	9
3. Snow removal on major City streets	5	4	3	2	1	9
4. Snow removal on streets in your neighborhood	5	4	3	2	1	9
5. Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
6. Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
7. Adequacy of city street lighting	5	4	3	2	1	9
8. Tree trimming and urban forestry along City streets and other public areas	5	4	3	2	1	9

17. Which THREE of the **City Maintenance** services listed above do you think are MOST IMPORTANT for the City to provide? [Write in the numbers below using the numbers from the list in Question 16 above.]

1st: _____ 2nd: _____ 3rd: _____

18. **PARKS AND RECREATION**

18a. Have you or other members of your household visited a Cleveland Heights City Park during the past 12 months? _____ (1) Yes _____ (2) No

18b. Have you or other members of your household visited the Cleveland Heights Community Center during the past 12 months? _____ (1) Yes _____ (2) No

18c. Have you or other members of your household participated in any Parks and Recreation programs offered by the City of Cleveland Heights during the past 12 months? (fitness class, summer camp, outdoor sports, etc.) _____ (1) Yes _____ (2) No

19. How satisfied are you with the following aspects of Parks and Recreation in the City of Cleveland Heights:

Parks and Recreation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of city parks	5	4	3	2	1	9
2. Number of city parks	5	4	3	2	1	9
3. Number of walking and biking trails	5	4	3	2	1	9
4. Cumberland Pool and programs	5	4	3	2	1	9
5. Quality of outdoor athletic fields	5	4	3	2	1	9
6. Youth recreation opportunities	5	4	3	2	1	9
7. Adult recreation opportunities	5	4	3	2	1	9
8. Senior recreation opportunities	5	4	3	2	1	9
9. The city's youth athletic programs	5	4	3	2	1	9
10. The city's adult athletic programs	5	4	3	2	1	9
11. Maintenance and appearance of the Community Center	5	4	3	2	1	9
12. Programs and activities offered at the Community Center	5	4	3	2	1	9
13. Quality of instructors and coaches	5	4	3	2	1	9
14. Ease of registering for programs	5	4	3	2	1	9
15. Fees charged for recreation programs	5	4	3	2	1	9

20. Which THREE of the Parks and Recreation services listed above do you think are **MOST IMPORTANT for the City to provide? [Write in the numbers below using the numbers from Question 19 above.]**

1st: _____ 2nd: _____ 3rd: _____

21. Are there any parks and recreation programs or facilities that you think the City should provide that are not currently offered by the City?

1st suggestion: _____ 2nd suggestion: _____

22. CAIN PARK

Have you or other members of your household attended a concert or show at Cain Park during the last 12 months? _____ (1) Yes [Answer 22.1 - 22.6 below] _____ (2) No [Go to Question 23]

[Only if YES to Question 22.] For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Cain Park	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of the facility	5	4	3	2	1	9
2. Overall quality of shows and events	5	4	3	2	1	9
3. Variety of shows and events	5	4	3	2	1	9
4. Affordability of shows and events	5	4	3	2	1	9
5. Ease of purchasing tickets for shows and events	5	4	3	2	1	9
6. Overall quality of concessions	5	4	3	2	1	9

23. COMMUNICATIONS Which of the following sources do you currently use to get information about City of Cleveland Heights? (Check all that apply)

____ (1) City Focus Magazine ____ (6) Plain Dealer/Sun Press
 ____ (2) City E-Newsletter ____ (7) www.cleveland.com
 ____ (3) City Website ____ (8) Heights Observer
 ____ (4) City Facebook or Twitter ____ (9) Other: _____
 ____ (5) City Cable Channel

24. Which of the following do you currently use at home? (Check all that apply)

<input type="checkbox"/> (1) Facebook	<input type="checkbox"/> (6) Internet
<input type="checkbox"/> (2) YouTube	<input type="checkbox"/> (7) Other: _____
<input type="checkbox"/> (3) Twitter	<input type="checkbox"/> (9) None
<input type="checkbox"/> (4) Text Messaging	
<input type="checkbox"/> (5) E-mail	

25. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following aspects of communication provided by the City of Cleveland Heights:

City Communications	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about City programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9
3. The level of public involvement in local decision making	5	4	3	2	1	9
4. The level of public involvement in the City's budget process	5	4	3	2	1	9
5. The quality of programming on the City's cable television channel	5	4	3	2	1	9
6. The usefulness of the City's web page	5	4	3	2	1	9
7. The usefulness of the Focus Magazine	5	4	3	2	1	9

26. Which THREE of the following community issues do you think should be the City's top priorities over the next TWO years? (Check up to 3 items)

<input type="checkbox"/> (01) Neighborhood Revitalization	<input type="checkbox"/> (07) Retail/Commercial District Revitalization
<input type="checkbox"/> (02) Public Safety	<input type="checkbox"/> (08) Business Development
<input type="checkbox"/> (03) Environmental Stewardship	<input type="checkbox"/> (09) Improve Recreational/Cultural Amenities
<input type="checkbox"/> (04) Infrastructure Maintenance	<input type="checkbox"/> (10) Other: _____
<input type="checkbox"/> (05) Youth Outreach	
<input type="checkbox"/> (06) Housing Development	

27. Which of the following best describes your race/ethnicity? (Check all that apply.)

<input type="checkbox"/> (01) Asian/Pacific Islander	<input type="checkbox"/> (04) Hispanic
<input type="checkbox"/> (02) Black/African American	<input type="checkbox"/> (05) American Indian/Eskimo
<input type="checkbox"/> (03) White	<input type="checkbox"/> (06) Other: _____

28. How many (counting yourself) people in your household are?

Under age 10 _____ Ages 20-34 _____ Ages 55-74 _____
Ages 10-19 _____ Ages 35-54 _____ Ages 75+ _____

29. Do you own or rent your home?

(1) Own
 (2) Rent

30. Approximately how many years have you lived in the City of Cleveland Heights? _____ years

31. Your gender:

(1) Male
 (2) Female

32. Do you have any other suggestions for improving the quality of City services? If so, please write your suggestion in the space provided below.

OPTIONAL: If you would like to participate in future on-line surveys or would be willing to attend focus groups that are sponsored by the City of Cleveland Heights, please provide your contact information below:

Your Name: _____

Phone: _____

Your Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the lower right will ONLY be used to help identify your area of the City. If your address is not correct, please provide the correct information. Thank you.