

2018 City of Cleveland Heights Community Survey

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Survey Findings Report

Submitted to the City of Cleveland Heights, Ohio

by:

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2018 DirectionFinder® Survey

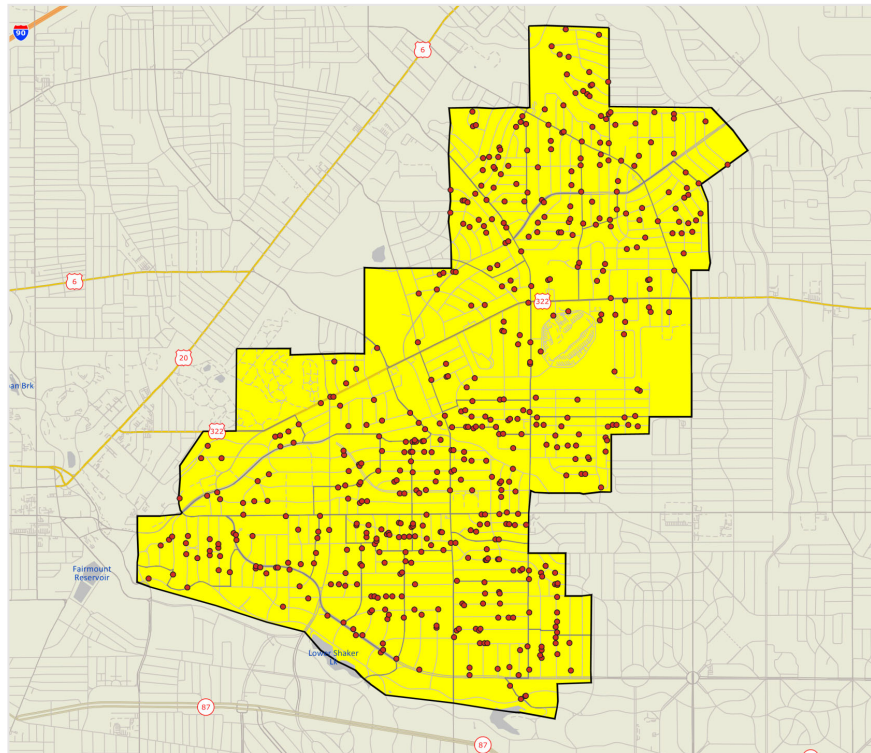
Executive Summary Report

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 third 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 e-mail to encourage participation, and were provided the link to the online survey. Of the households that received a survey, 547 completed the survey. The results for the random sample of 547 households have a 95% level of confidence with a precision of at least $\pm 4.2\%$.

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 through 2018
- 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, 77% were satisfied with the quality of parks and recreation programs and facilities, and 71% were satisfied with the quality of solid waste services. Residents were least satisfied with enforcement of City codes and ordinances (41%).
- **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 percent (70%) 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 life in the City; 68% were satisfied with the overall quality of services provided by the City, and 67% 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 (35%).

- **Ratings of the City of Cleveland Heights.** Eighty percent (80%) 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.** Seventy-seven percent (77%) 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 76% were satisfied with curbside recycling services. Residents were least satisfied with sewer service (53%).
- **Development and Redevelopment.** Fifty-one percent (51%) 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 (15%).
- **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; 87% were satisfied with how quickly ambulance personnel respond to emergencies; 87% were satisfied with how quickly police respond to emergencies, and 87% were satisfied with the overall quality of ambulance service. Residents were least satisfied with enforcement of local traffic laws (63%).
- **Perceptions of Safety in the City.** Ninety-one percent (91%) 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 (49%).
- **Code Enforcement.** Forty-five percent (45%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the enforcement of exterior maintenance of business property; 40% were satisfied with the overall quality of the building and permit process, and 39% were satisfied with the enforcement of exterior maintenance of residential property. Residents were least satisfied with the enforcement of snow removal on sidewalks (27%).
- **Transportation.** Fifty-two percent (52%) 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 50% were satisfied with the condition of sidewalks in the City. Residents were least satisfied with the availability of bicycle lanes (48%).
- **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; 68% were satisfied with mowing and trimming along City streets and other public areas, and 66% were satisfied with the adequacy of street lighting. Residents were least satisfied with the maintenance of neighborhood streets (54%).

- **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; 76% were satisfied with the maintenance of City parks, 70% were satisfied with programs and activities offered at the Community Center, and 71% were satisfied with the number of City parks. Residents were least satisfied with the City's youth athletic programs (59%).

Of the 38% of households that indicated they had attended a concert or show at Cain Park during the previous 12 months, 92% 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; 86% 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 (66%).

- **City Communications.** Seventy-six percent (76%) 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; 67% were satisfied with the availability of information about City programs and services, and 59% 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 (20%).

Other Findings

- Of the 56% of residents who contacted the City with a question, problem or complaint during the past year, 75% 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, 79% 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 67% indicated City employees "always" or "usually" gave prompt, accurate and complete answers to questions.
- 64% of residents surveyed indicated they get information about the City of Cleveland Heights from *Focus* magazine; 47% get their City information from the *Heights Observer*, and 36% get information from the City website.

Trends

The most significant increases and decreases from 2016 to 2018 are provided on the following page. ***Changes of more than +/-4% are considered statistically significant.***

Significant Increases

- Quality of the City's fire prevention programs (+10%)
- Overall quality of ambulance service (+6%)
- Snow removal on major City streets (+6%)
- Overall quality of police services (+5%)
- Overall quality of local fire protection (+5%)
- City employees helped resolve an issue (+5%)
- Condition of sidewalks in the City (+5%)
- Mowing and trimming along City streets and public areas (+5%)

Significant Decreases

- Level of public involvement in decision making (-19%)
- Sewer service (-16%)
- Residential trash collection services (-12%)
- Curbside recycling services (-12%)
- Quality of solid waste services (-11%)
- Overall quality of building and permit process (-10%)
- Quality of new residential development (-9%)
- Enforcement of City codes and ordinances (-8%)
- Quality of customer service from City employees (-7%)
- Diversity of existing retail, restaurant, and commercial businesses (-6%)
- Yard waste removal services (-6%)
- Enforcing exterior maintenance of residential property (-6%)
- Overall quality of concessions at Cain Park (-6%)
- Overall quality of services provided by the City (-5%)
- Overall feeling of safety in Cleveland Heights (-5%)
- Overall feeling of safety in Cleveland Heights (-5%)
- Cumberland Pool and programs (-5%)
- Overall quality of Cain Park facility (-5%)
- Level of public involvement in the budget process (-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:

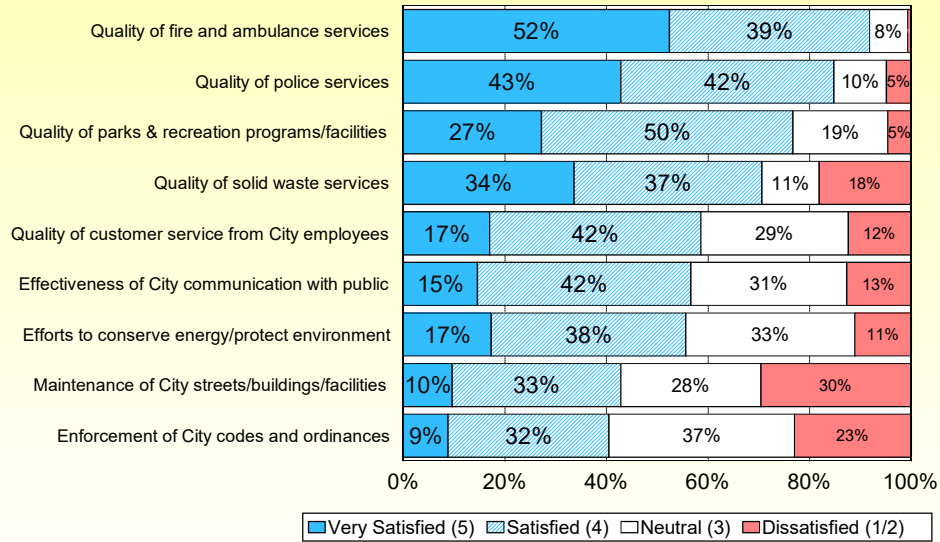
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services 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
 - Enforcement of City codes and ordinances
- **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:** residential trash collection services and sewer service.
 - **Development and Redevelopment:** redevelopment of abandoned or under-utilized properties, efforts to attract new businesses to the community, current level of economic vitality through City commercial district 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 mowing and cutting of weeds and tall grass on private property, enforcing the exterior maintenance of business property, and enforcing snow removal on sidewalks.

- **Maintenance Services:** maintenance of major City streets, maintenance of neighborhood streets, snow removal on major City streets, overall cleanliness of City streets and other public areas, and snow removal on neighborhood streets.
- **Parks and Recreation:** maintenance of City parks.

Section 1: ***Charts and Graphs***

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

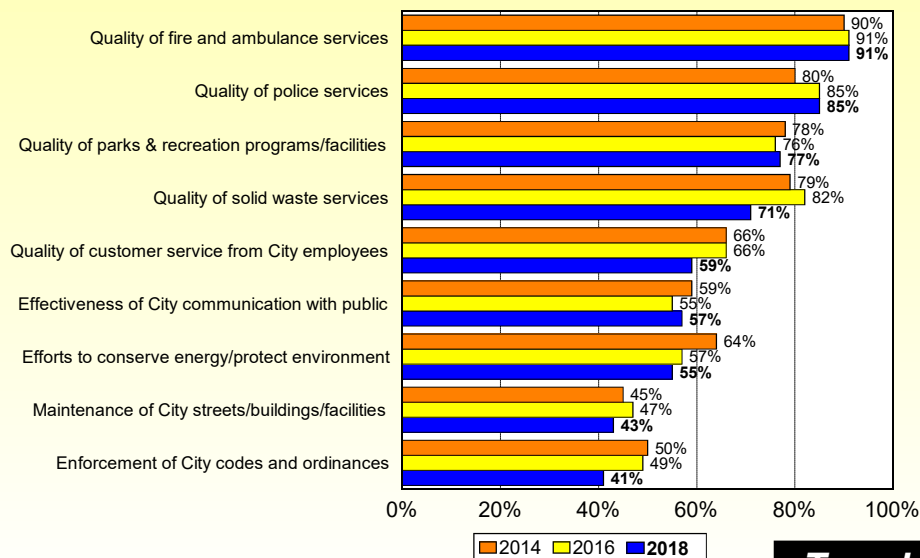
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Satisfaction with Major Categories of Services Provided by the City - 2014 to 2018

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

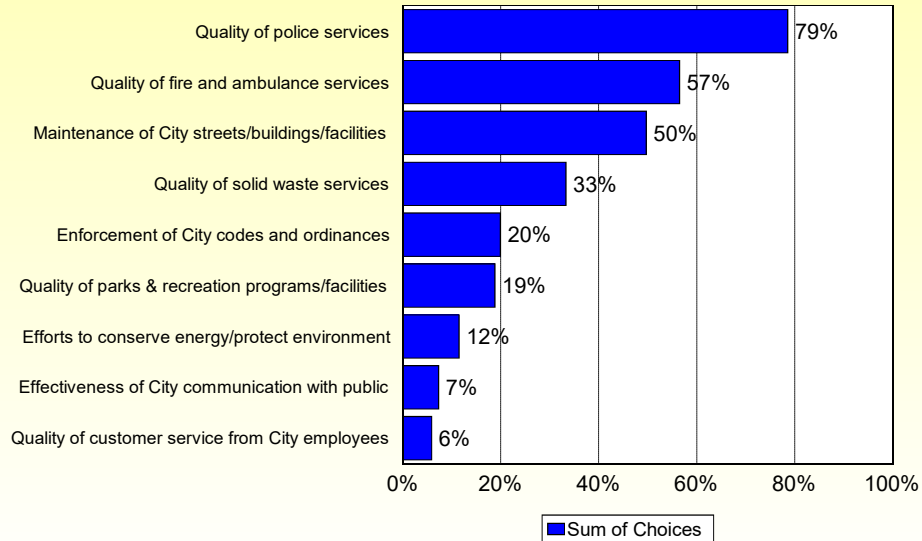


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

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

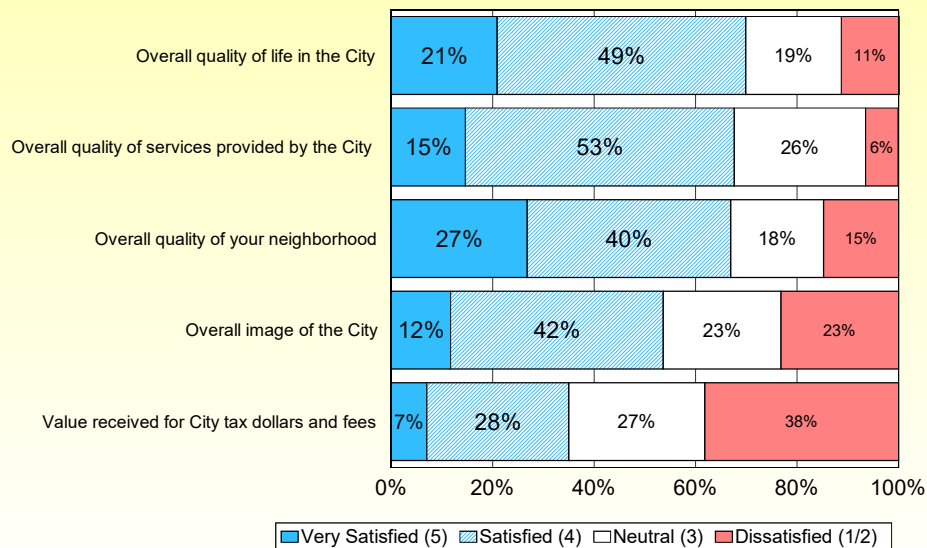
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

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

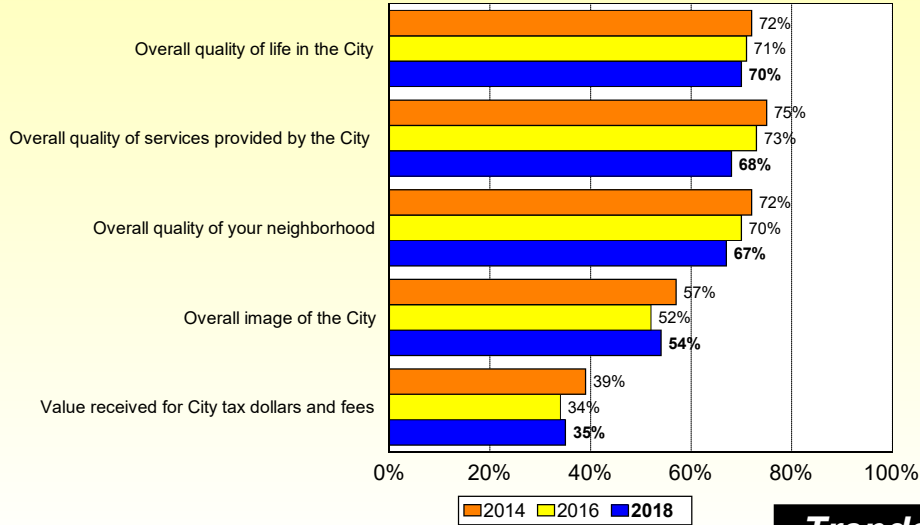
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Satisfaction With Items That Influence the Perception Residents Have of the City 2014 to 2018

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

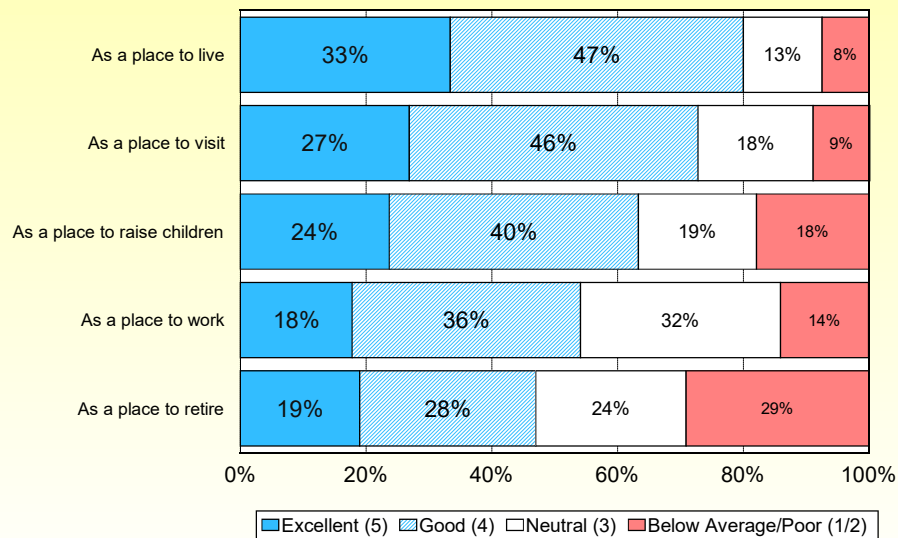


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

Q4. Ratings of the City with Regard to the Following:

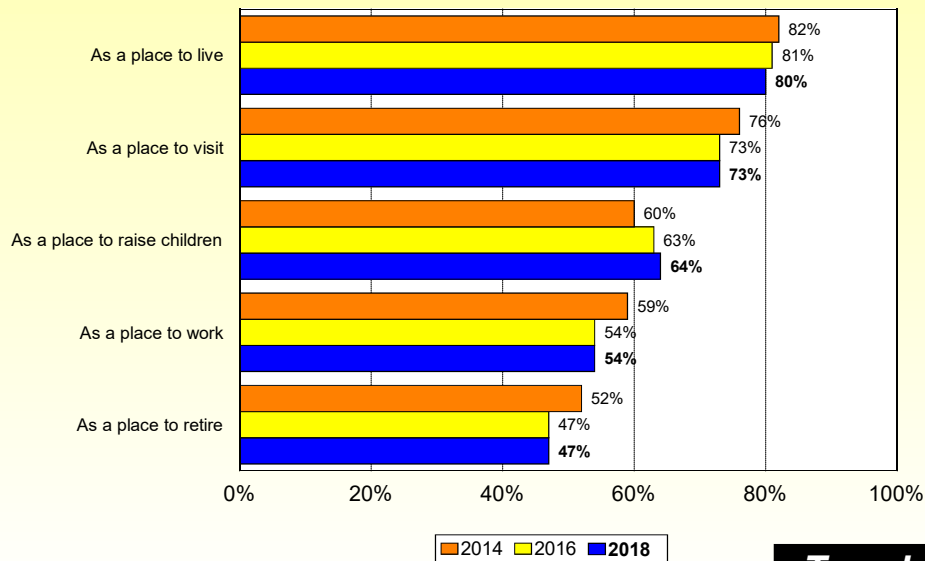
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Ratings of the City with Regard to the Following: 2014 to 2018

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

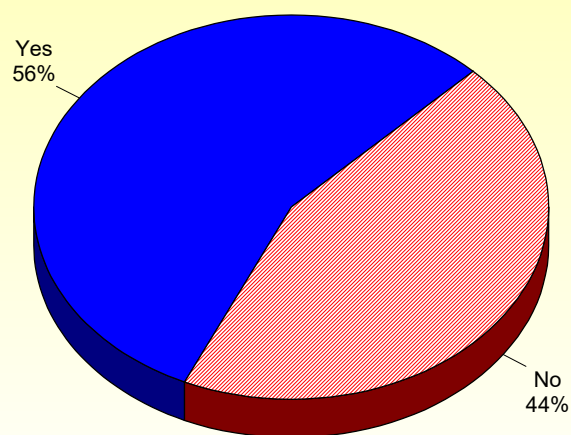


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

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

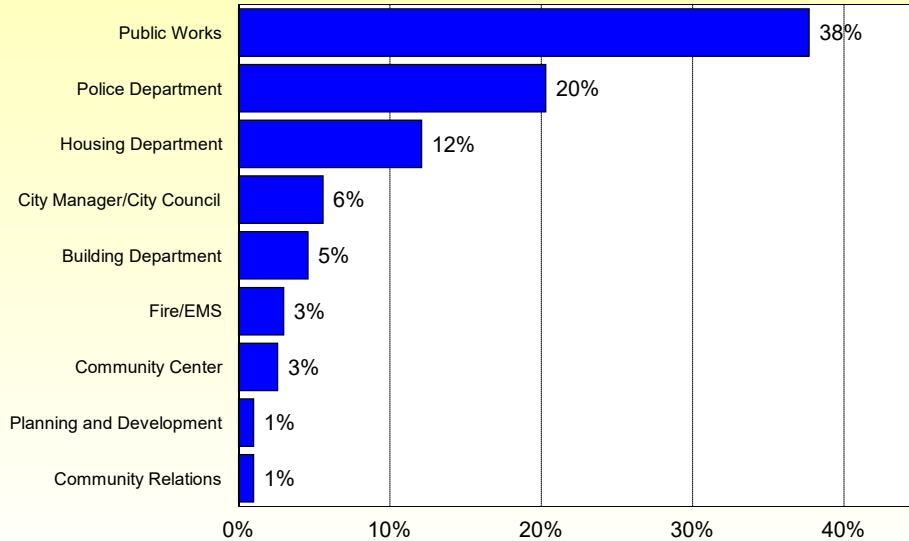
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

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

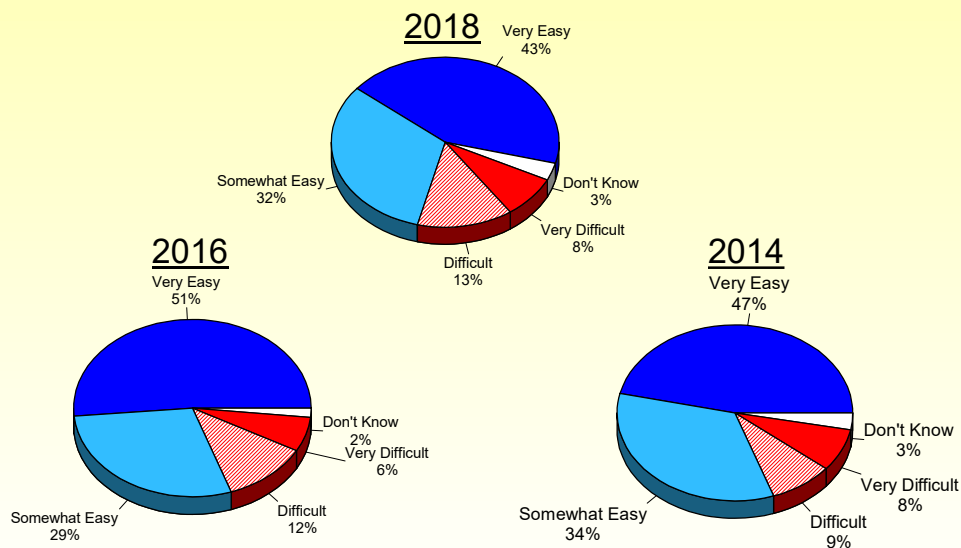
by percentage of respondents who contacted the City (multiple responses could be made)



Source: ETC Institute DirectionFinder (2018 - 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

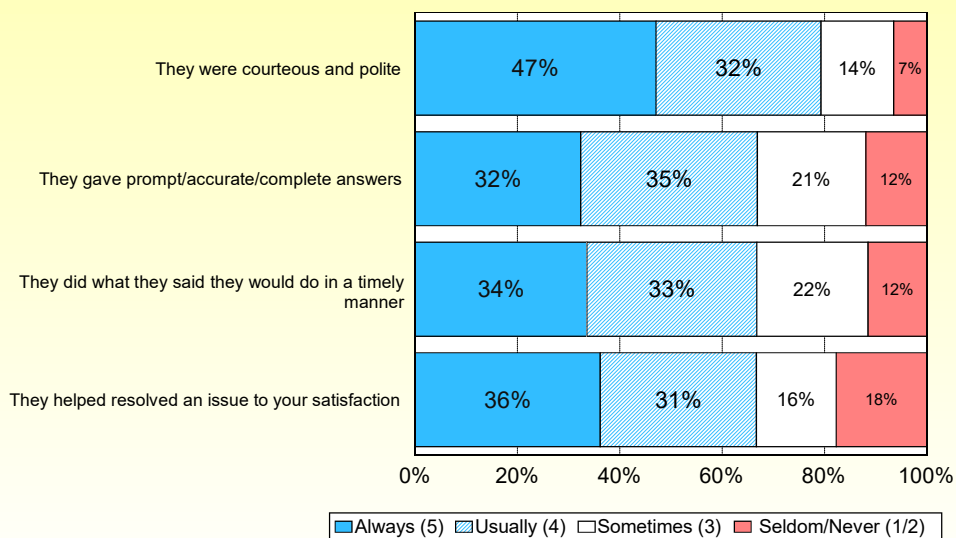


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

Q5c. Ratings of Customer Service Behaviors

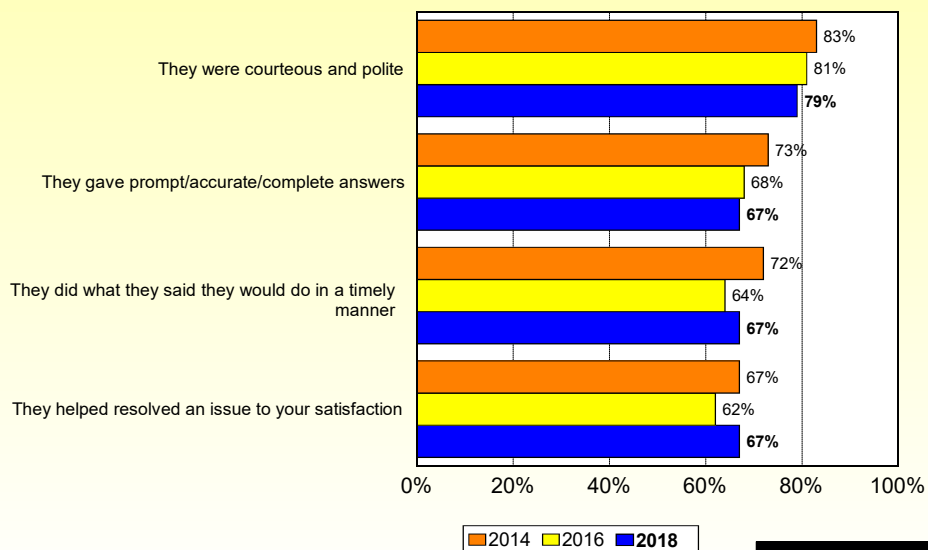
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Ratings of Customer Service Behaviors 2014 to 2018

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

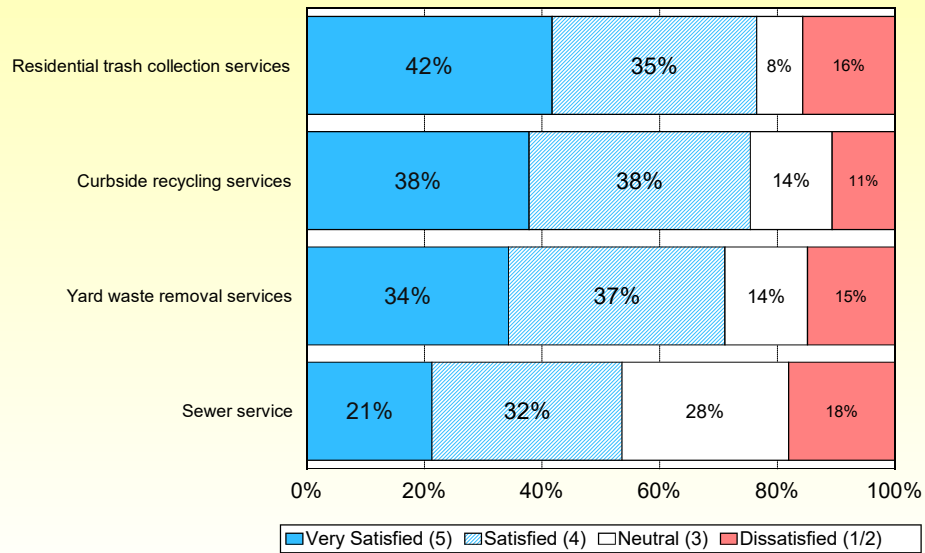


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

Q6. Satisfaction with Utility Services

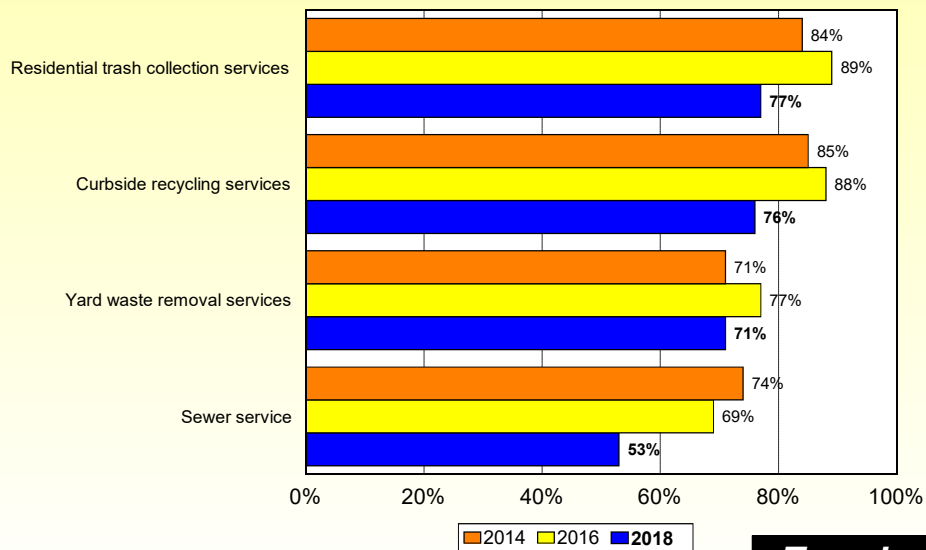
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Satisfaction with Utility Services 2014 to 2018

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

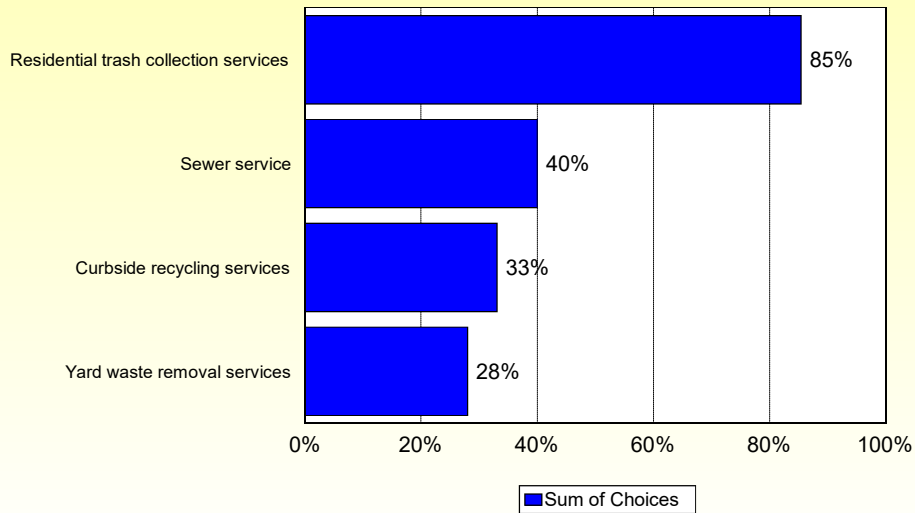


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

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

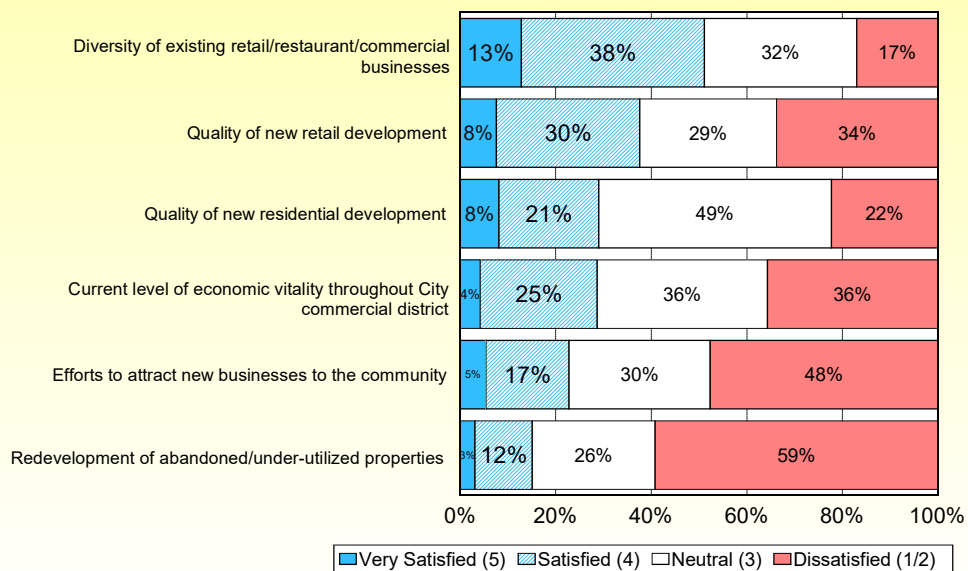
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q8. Satisfaction With Development and Redevelopment

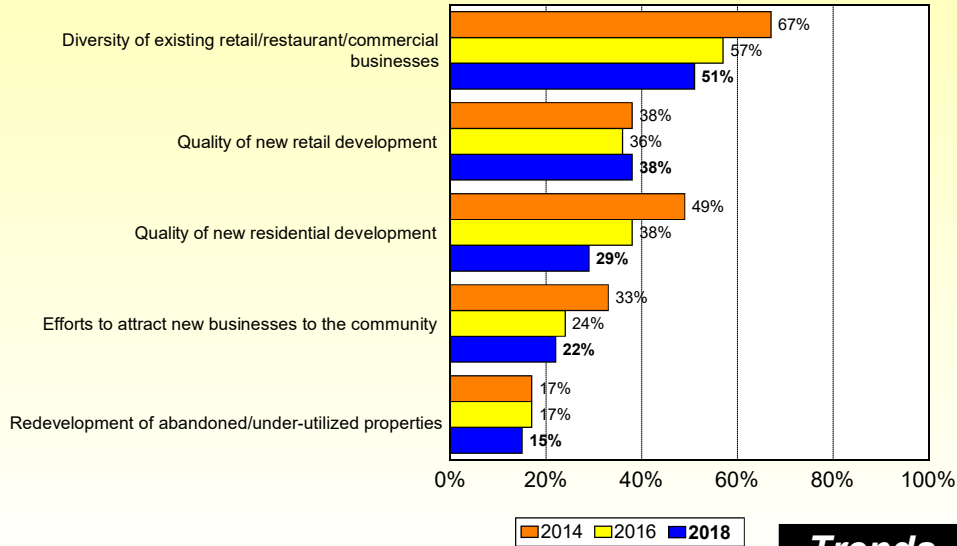
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Satisfaction With Development and Redevelopment 2014 to 2018

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

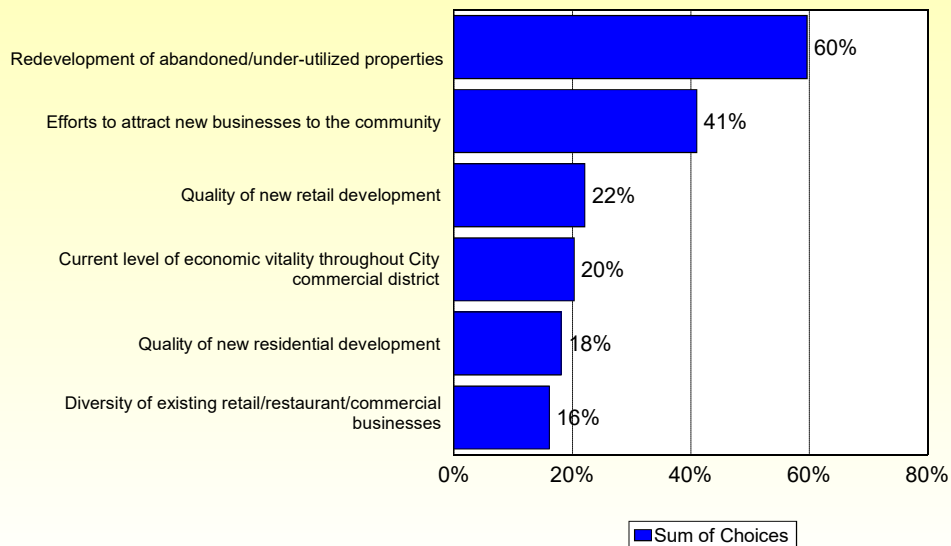


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

Q9. Development and Redevelopment Activities That Are Most Important for the City to Provide

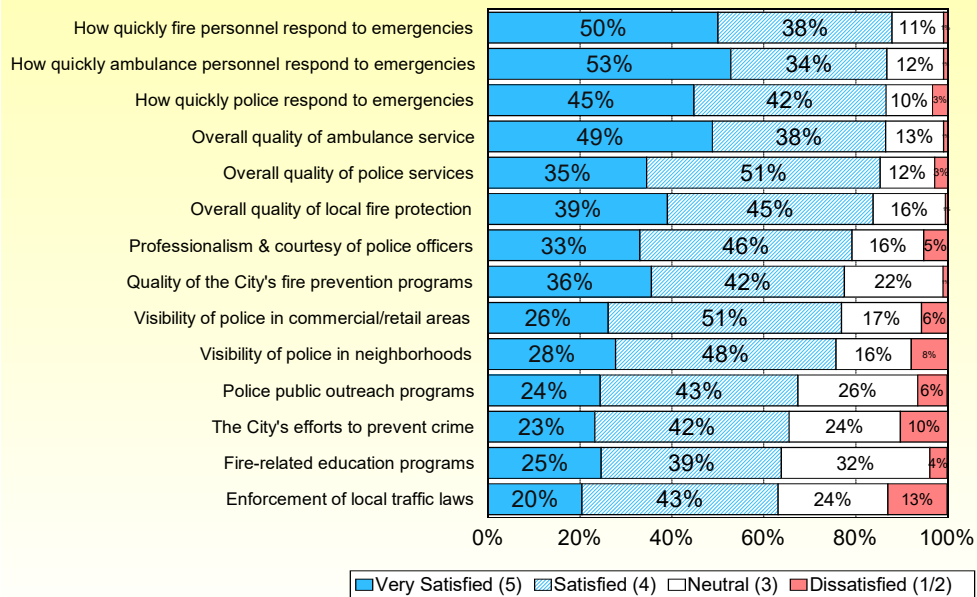
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q10. Satisfaction With Public Safety

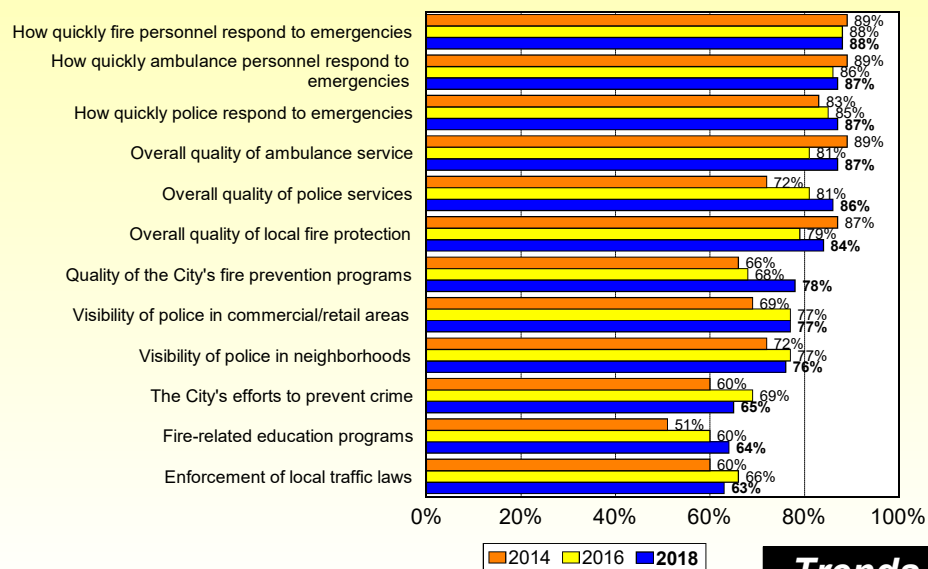
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Satisfaction With Public Safety 2014 to 2018

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

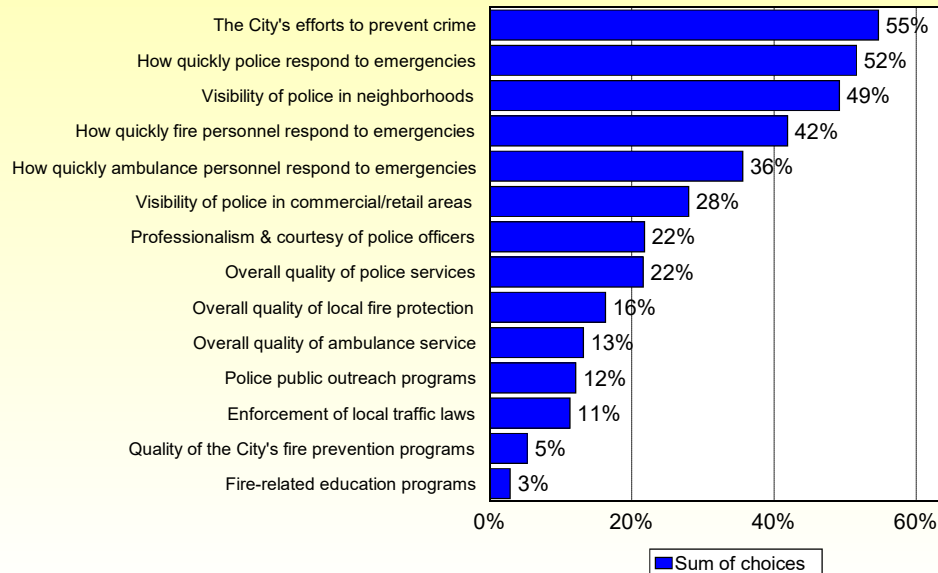


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

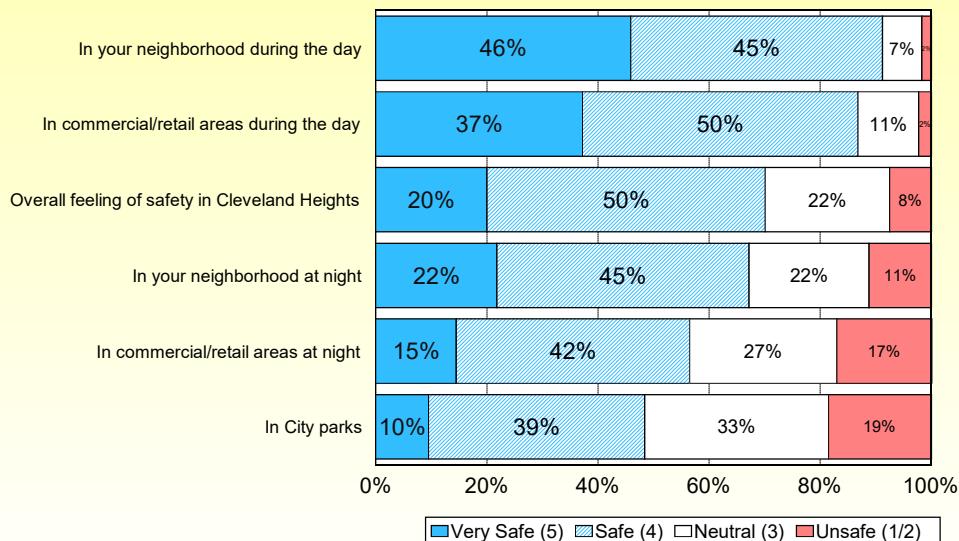
Q11. Public Safety Services That Are Most Important for the City to Provide

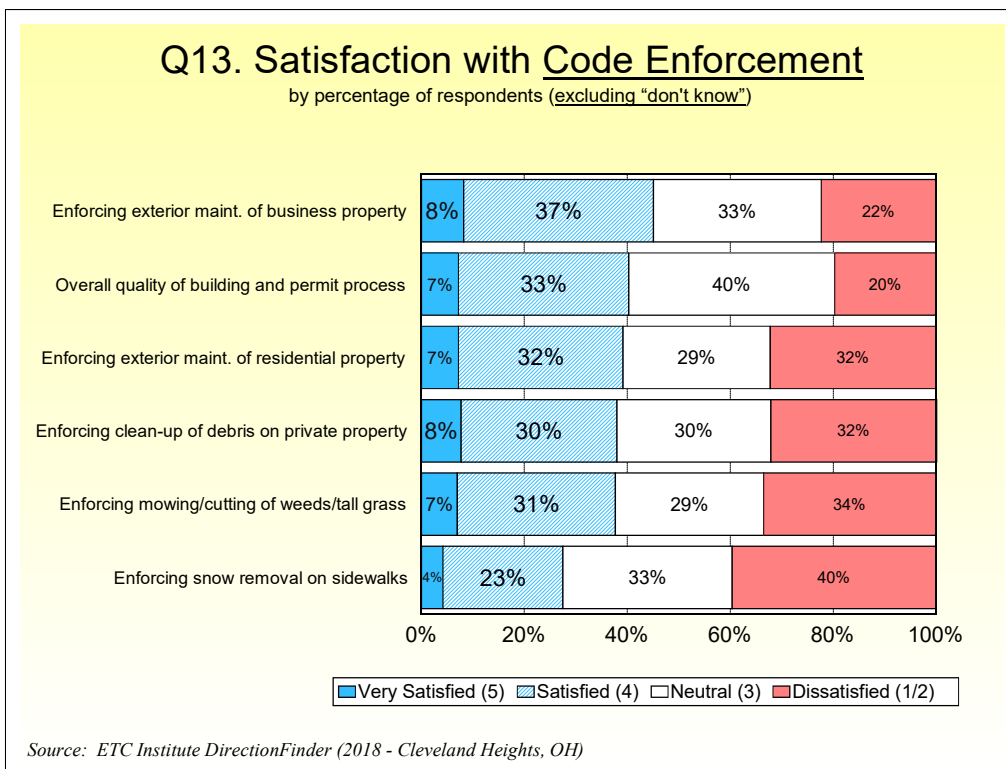
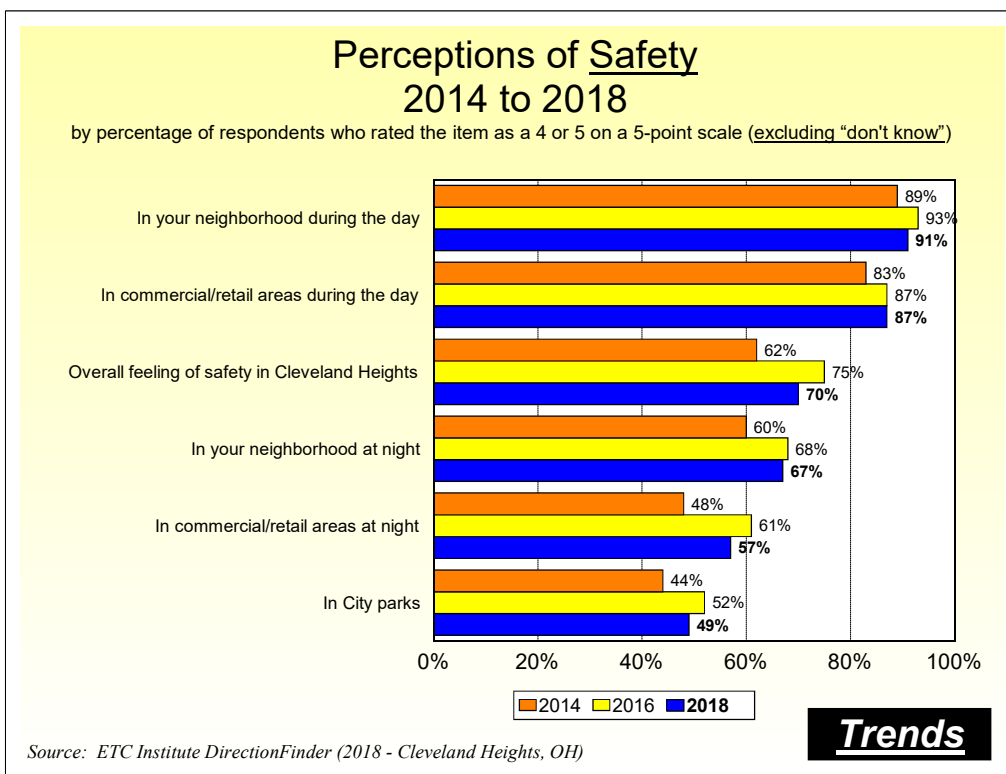
by percentage of respondents who selected the item as one of their top four choices



Q12. Perceptions of Safety

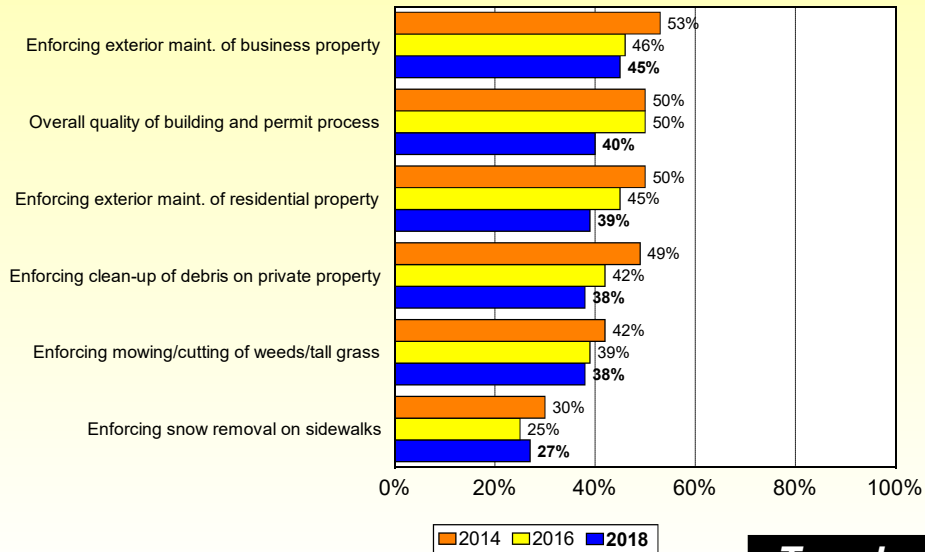
by percentage of respondents (excluding "don't know")





Satisfaction with Code Enforcement 2014 to 2018

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

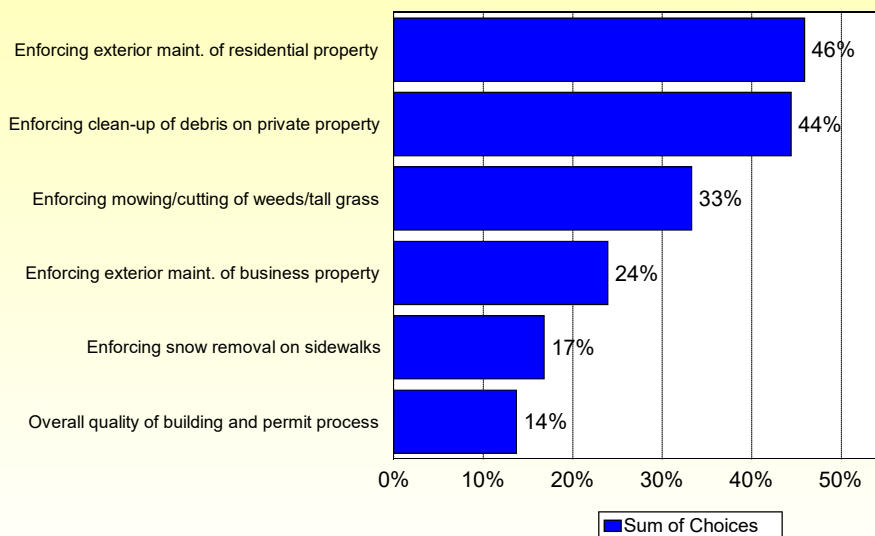


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

Q14. Code Enforcement Activities That Are Most Important for the City to Provide

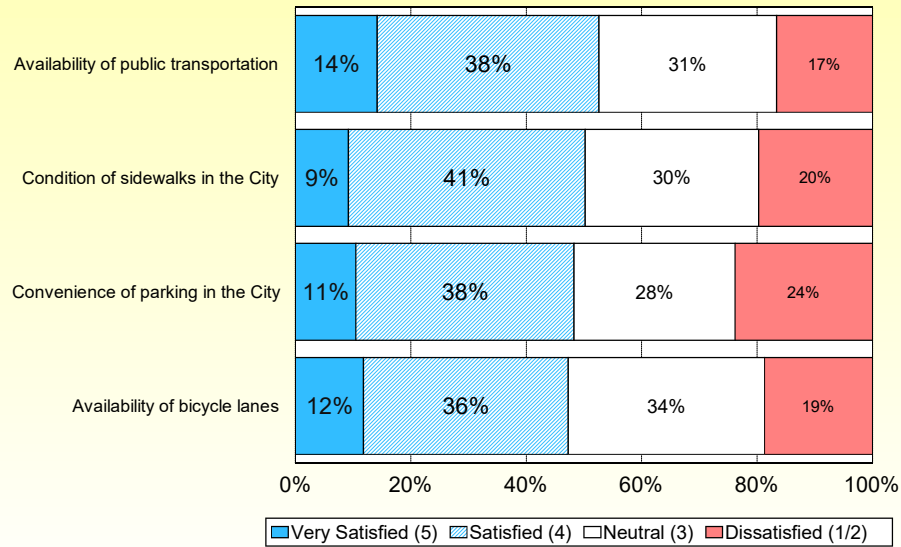
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q15. Satisfaction With Transportation

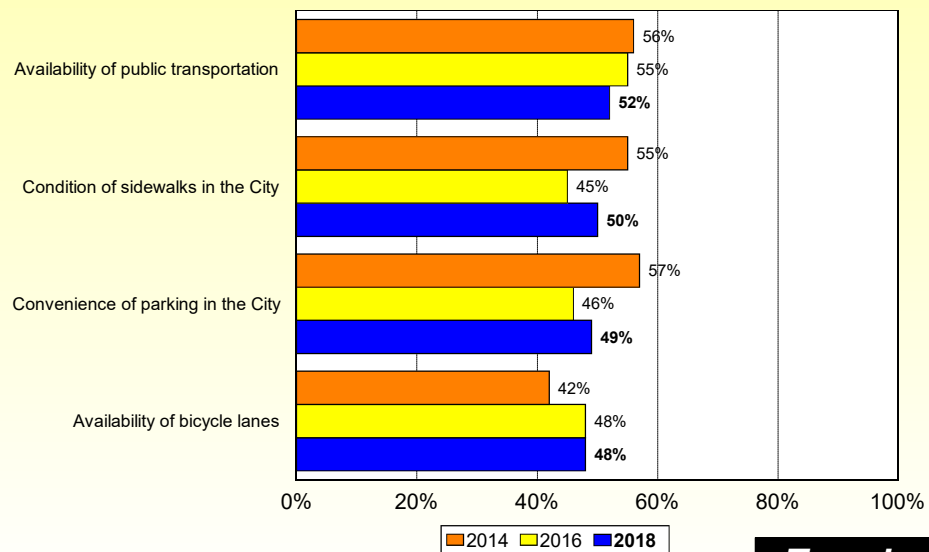
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Satisfaction With Transportation 2014 to 2018

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

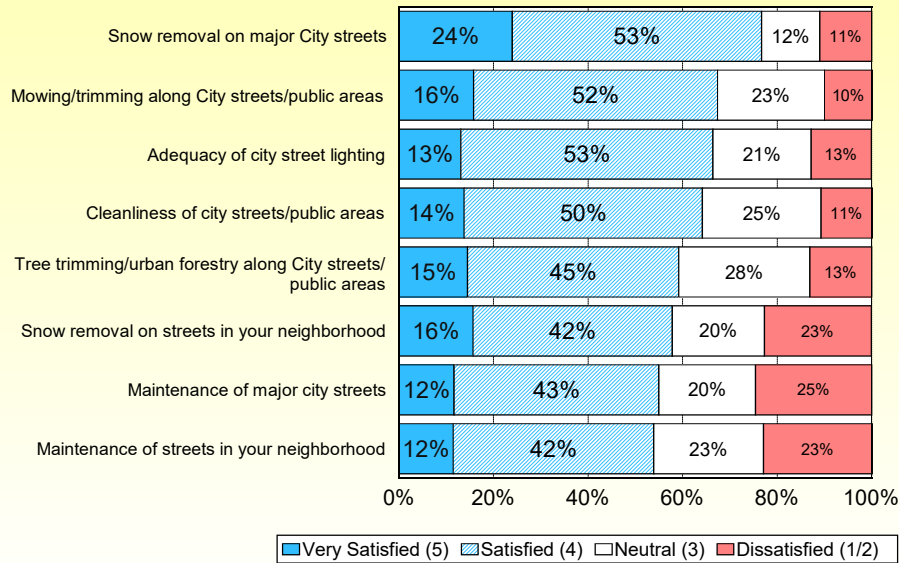


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

Q16. Satisfaction With City Maintenance

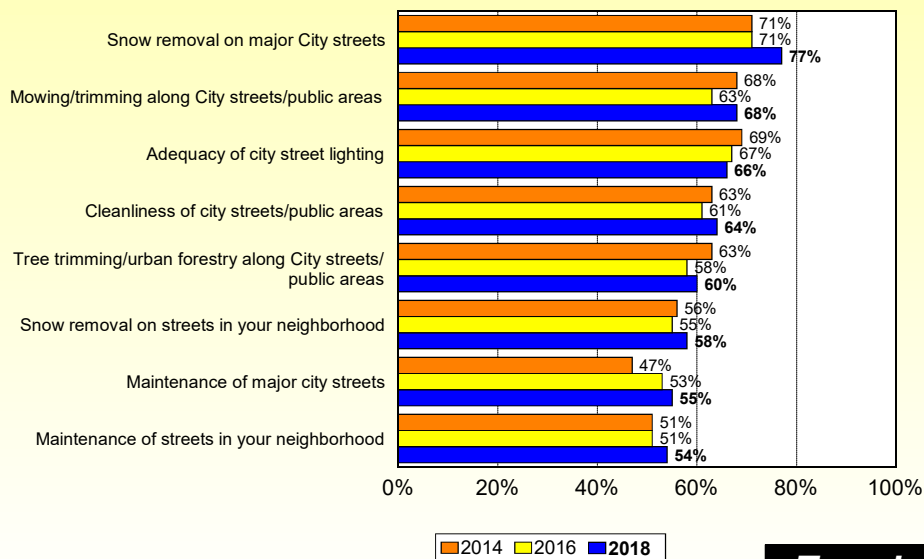
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Satisfaction With City Maintenance 2014 to 2018

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

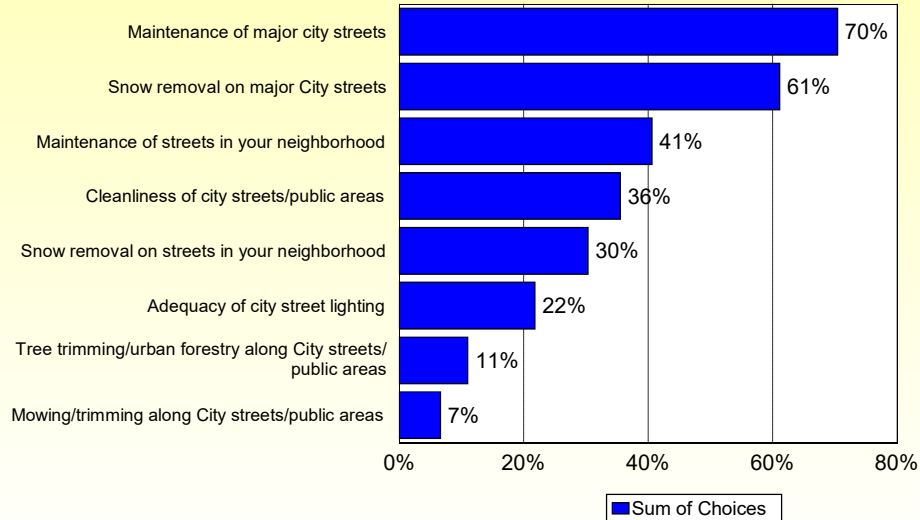


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

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

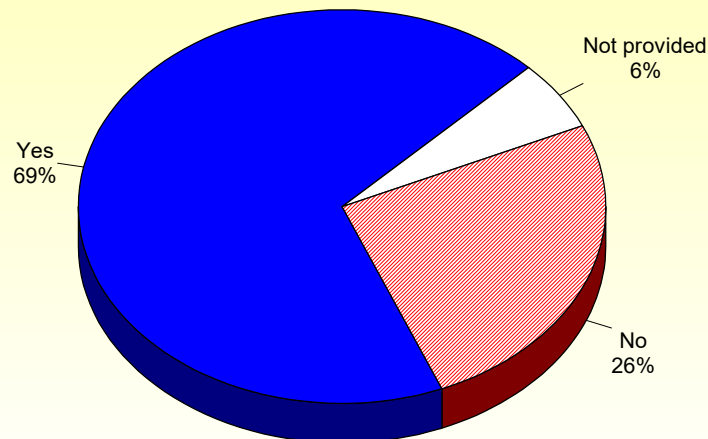
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q18. Have you or other members of your household visited a Cleveland Heights City park during the past 12 months?

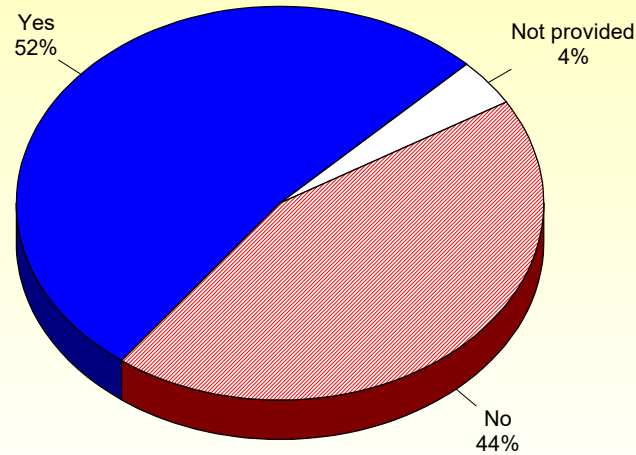
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q19. Have you or other members of your household visited the Cleveland Heights Community Center during the past 12 months?

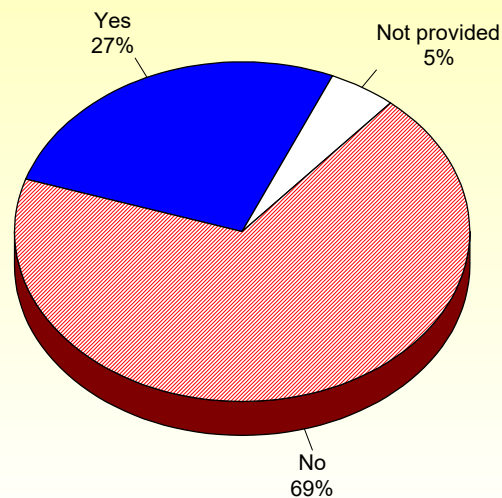
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q20. 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?

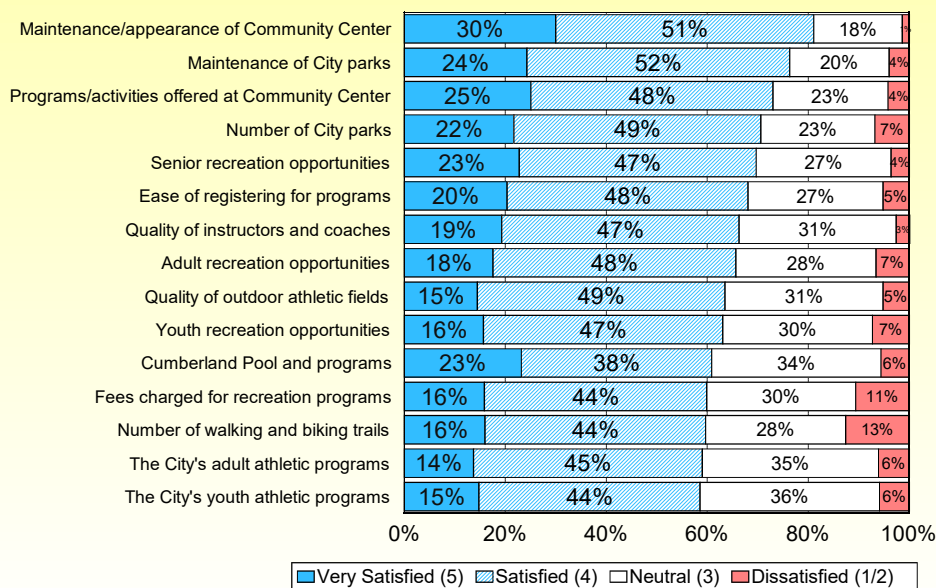
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q21. Satisfaction with Parks and Recreation

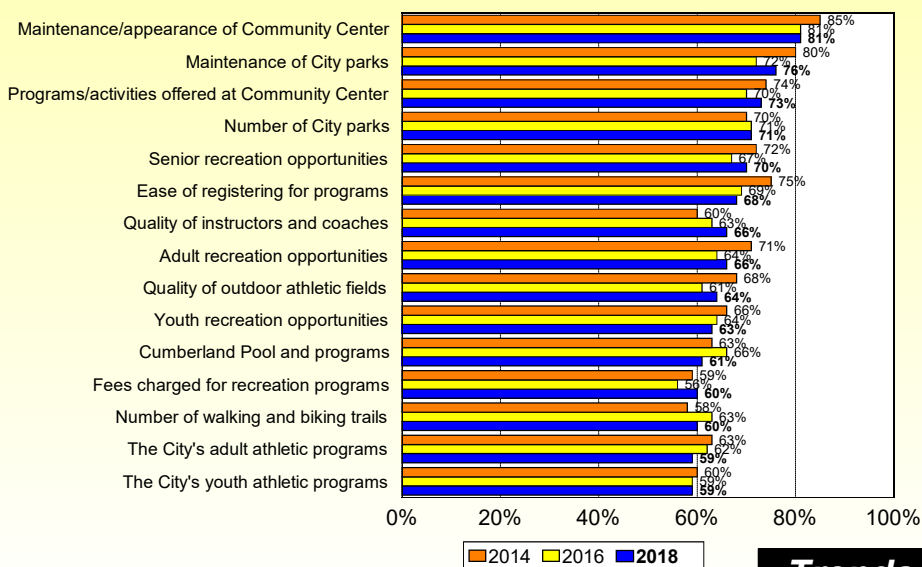
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Satisfaction with Parks and Recreation 2014 to 2018

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

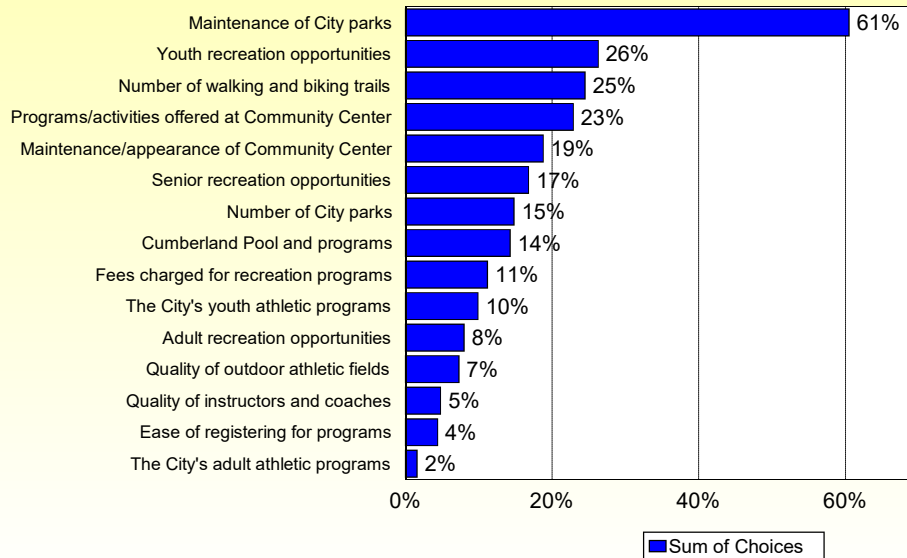


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

Q22. Parks and Recreation Services That Are Most Important for the City to Provide

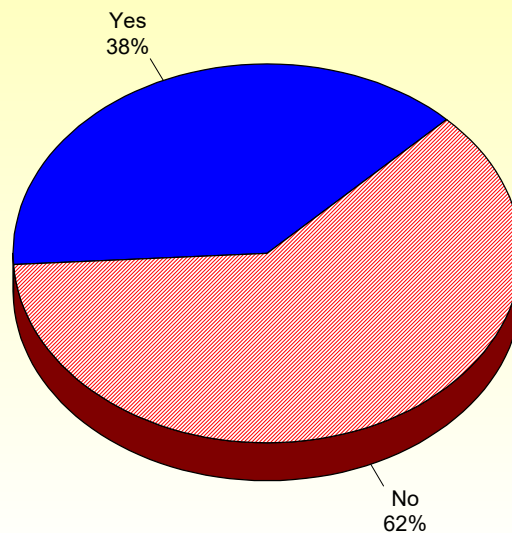
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q24. Have you or other members of your household attended a concert or show at Cain Park during the last 12 months?

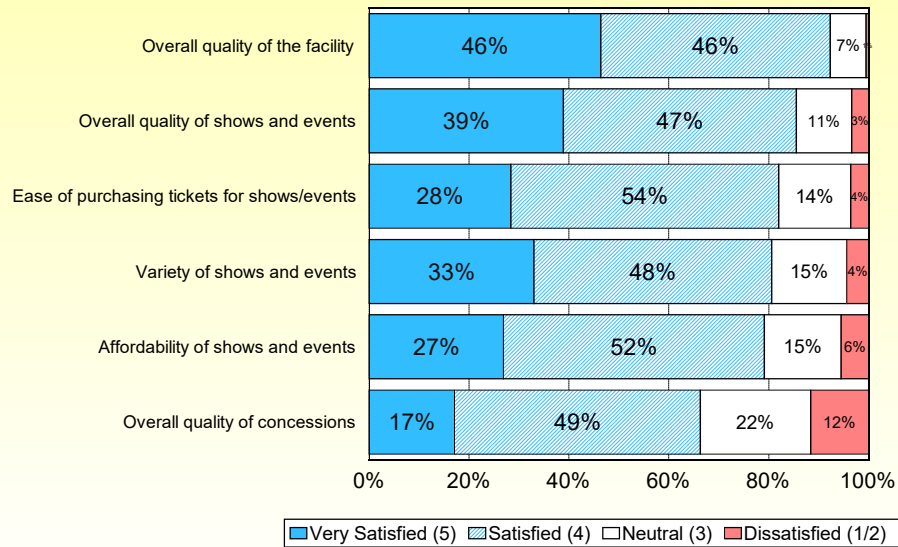
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q24a. Satisfaction with Cain Park

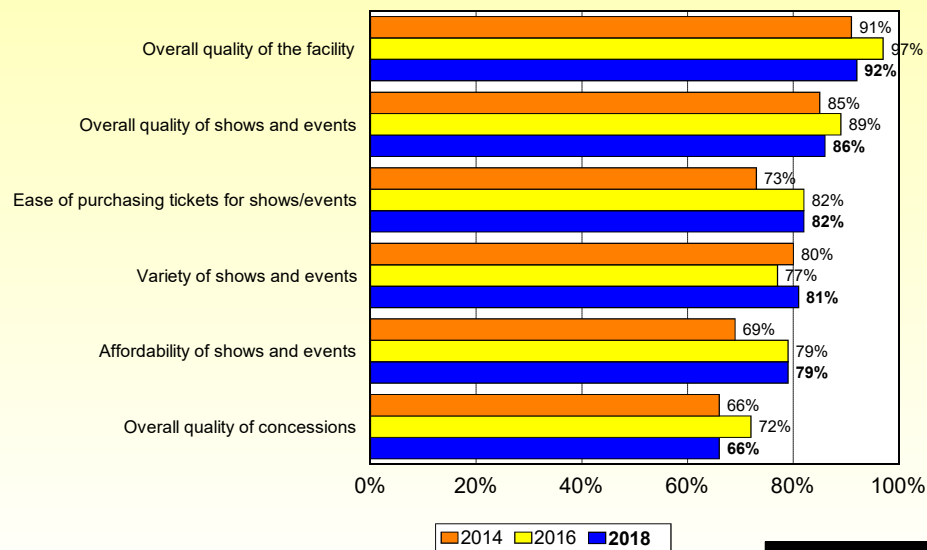
by percentage of respondents who attended a concert or show at Cain Park in the last 12 months
(excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Satisfaction with Cain Park 2014 to 2018

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

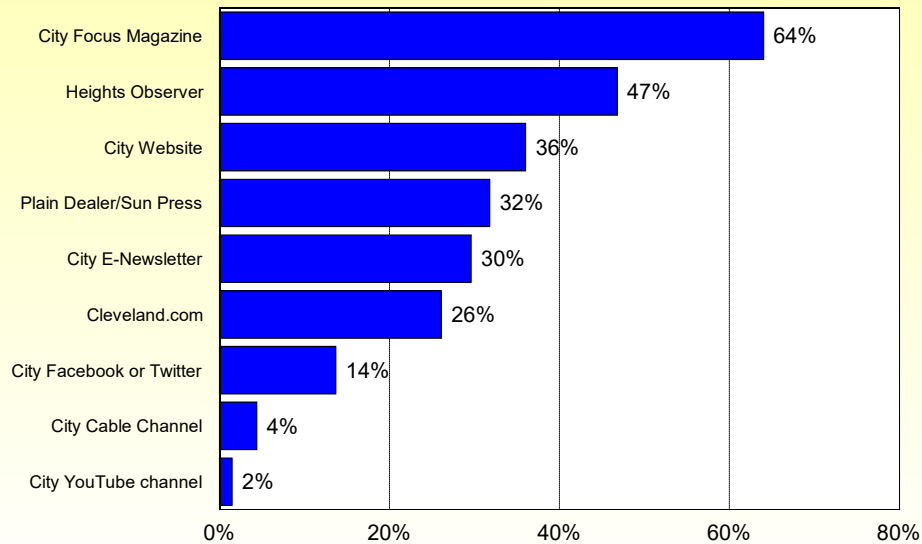


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

Q25. How Residents Currently Get Information About the City of Cleveland Heights

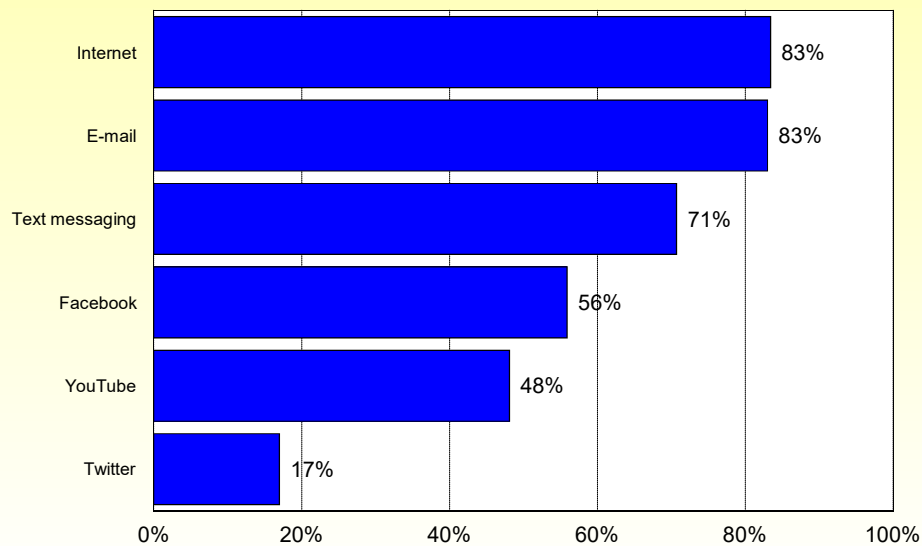
by percentage of respondents (multiple responses could be made)



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q26. Which of the following do you currently use at home?

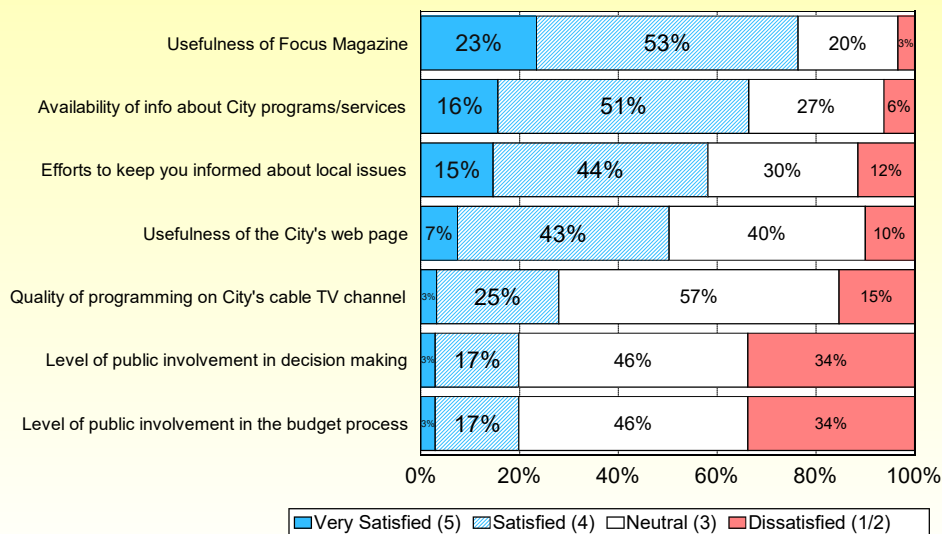
by percentage of respondents (multiple responses could be made)



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q27. Satisfaction with City Communications

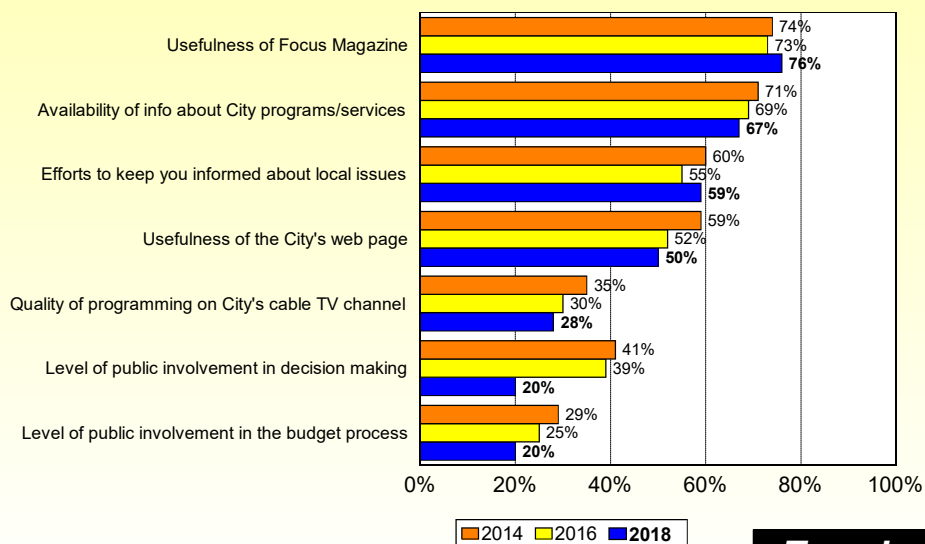
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Satisfaction with City Communications 2014 to 2018

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

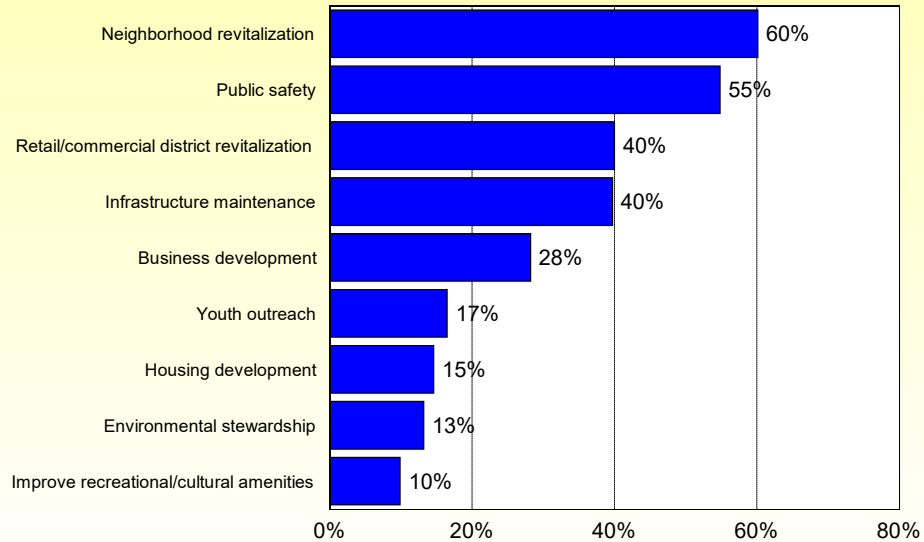


Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Trends

Q28. Community Issues That Should be the City's Top Priorities Over the Next 2 Years

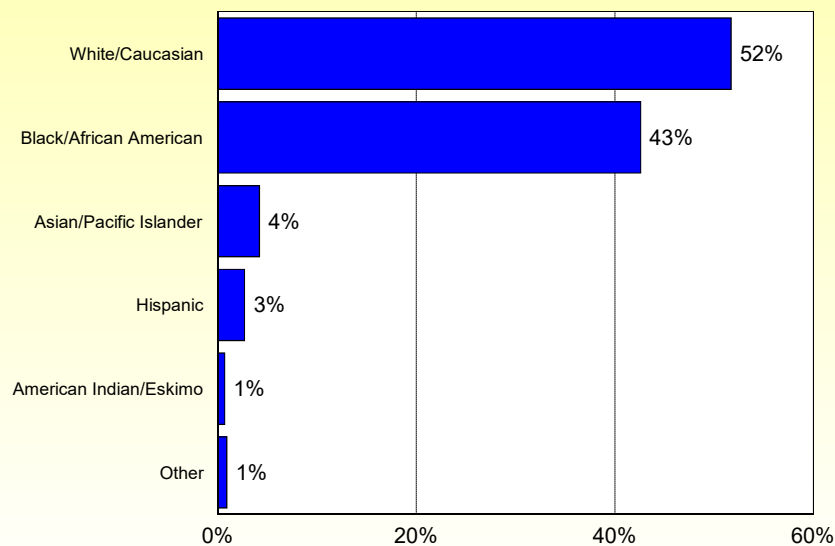
by percentage of respondents (up to three items could be selected)



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q29. Demographics: Race/Ethnicity

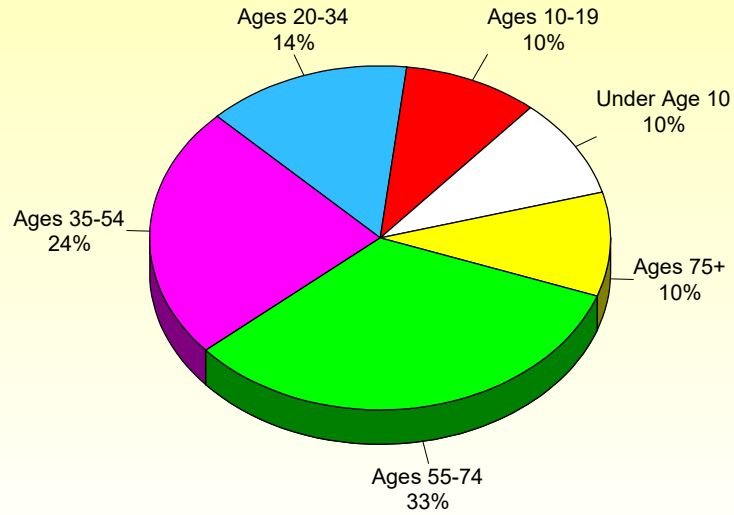
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q30. Demographics: Ages of Household Members

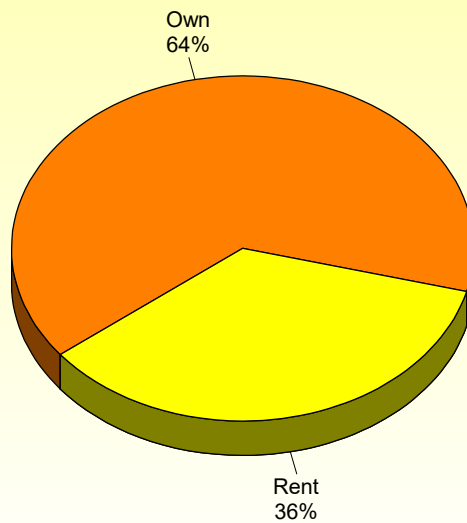
by percentage of persons in households



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q31. Demographics: Do you own or rent your home?

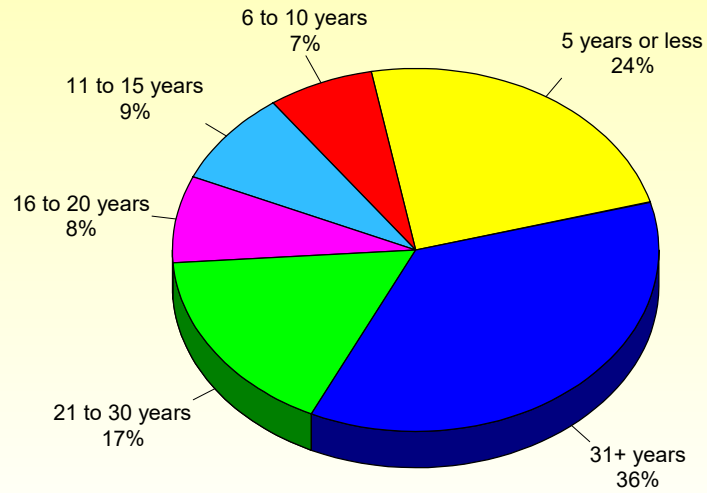
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q32. Demographics: Approximately how many years have you lived in the City of Cleveland Heights?

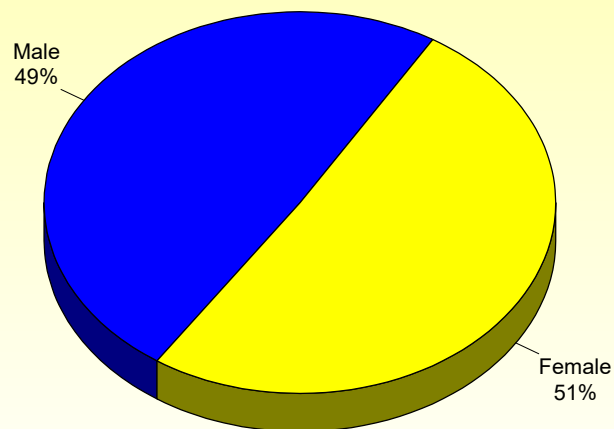
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Cleveland Heights, OH)

Q33. Demographics: Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - 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 in the summer of 2018 and (2) individual communities with a population of less than 50,000 where ETC Institute has administered the *DirectionFinder*® survey between January 2015 and July 2018; the 33 communities included in this comparisons are listed below.

- Auburn, CA
- Branson, MO
- Cedar Hill, TX
- Chickasha, OK
- Clayton, MO
- Gladstone, MO
- Glencoe, IL
- Glenview, IL
- Hallandale Beach, FL
- Hyattsville, MD
- Johnston, IA
- Kennesaw, GA
- Kirkwood, MO
- Lawrenceburg, IN
- Lenexa, KS
- Manassas, VA
- Mission, KS
- Newport, RI
- Oswego, IL
- Perryville, MO
- Pflugerville, TX
- Pinecrest, FL
- Pinehurst, NC
- Pitkin County, CO
- Portland, TX
- Raymore, MO
- Rifle, CO
- Roeland Park, KS
- Rolla, MO
- Spring Hill, KS
- Wauwatosa, WI
- Wentzville, MO
- Westlake, TX

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.

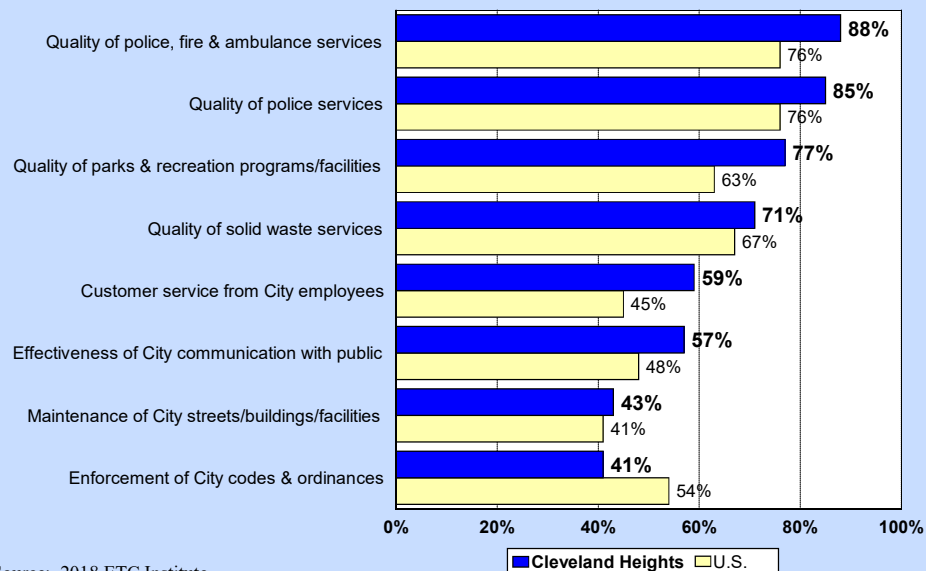
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 33 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 33 communities. The actual ratings 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 2015.

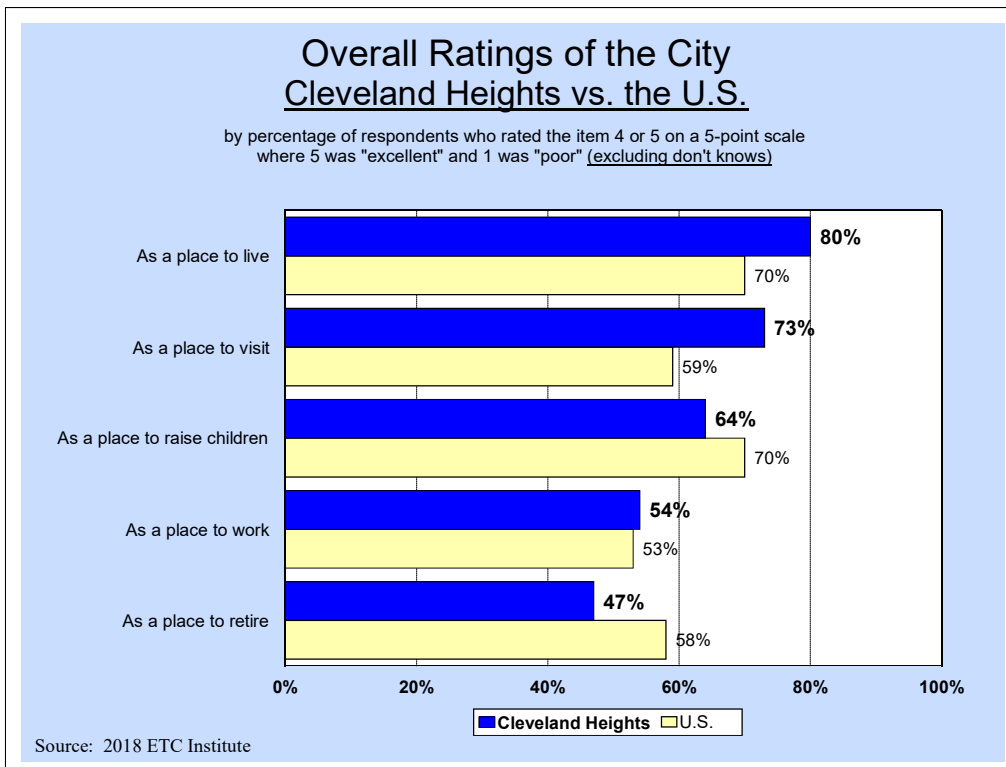
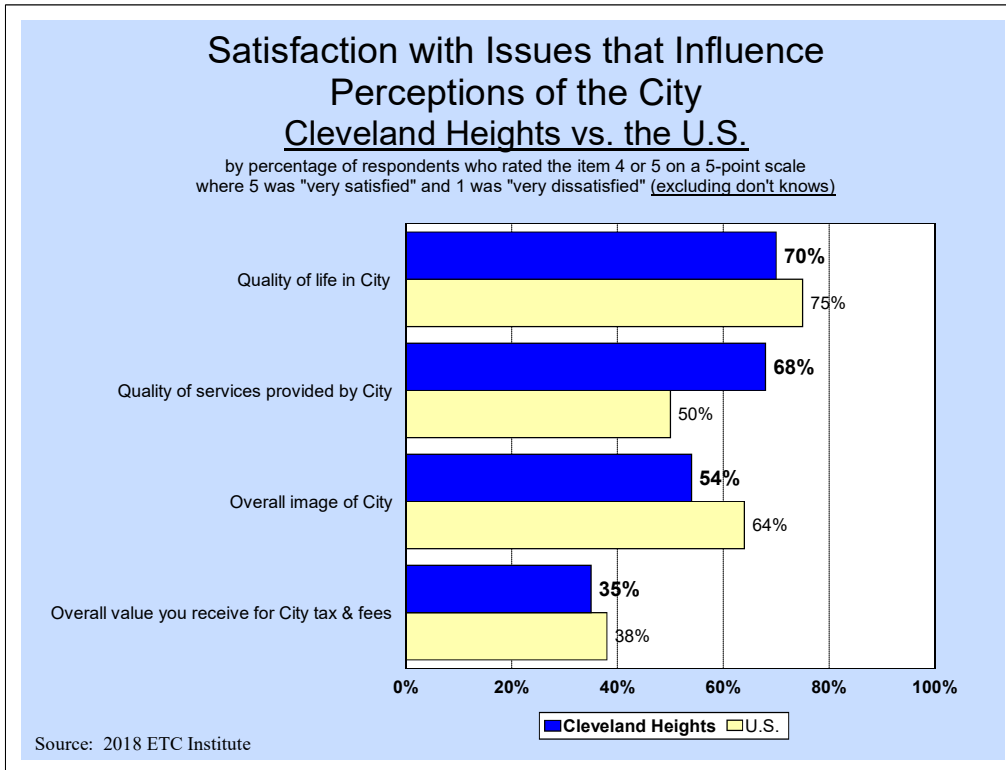
National Benchmarks

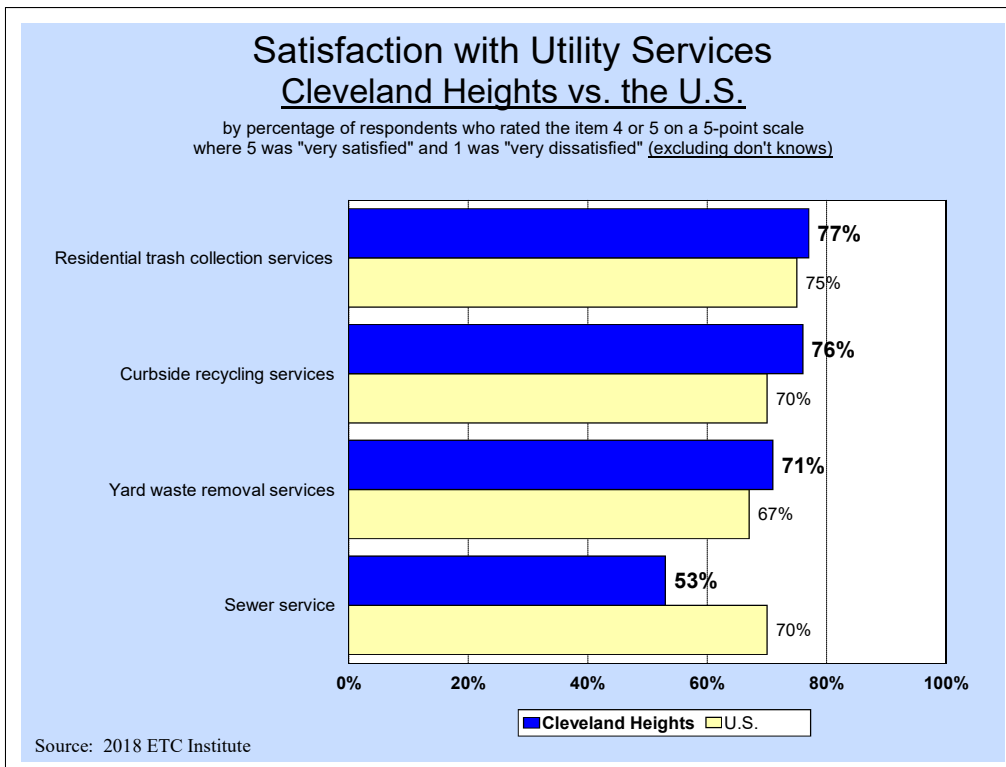
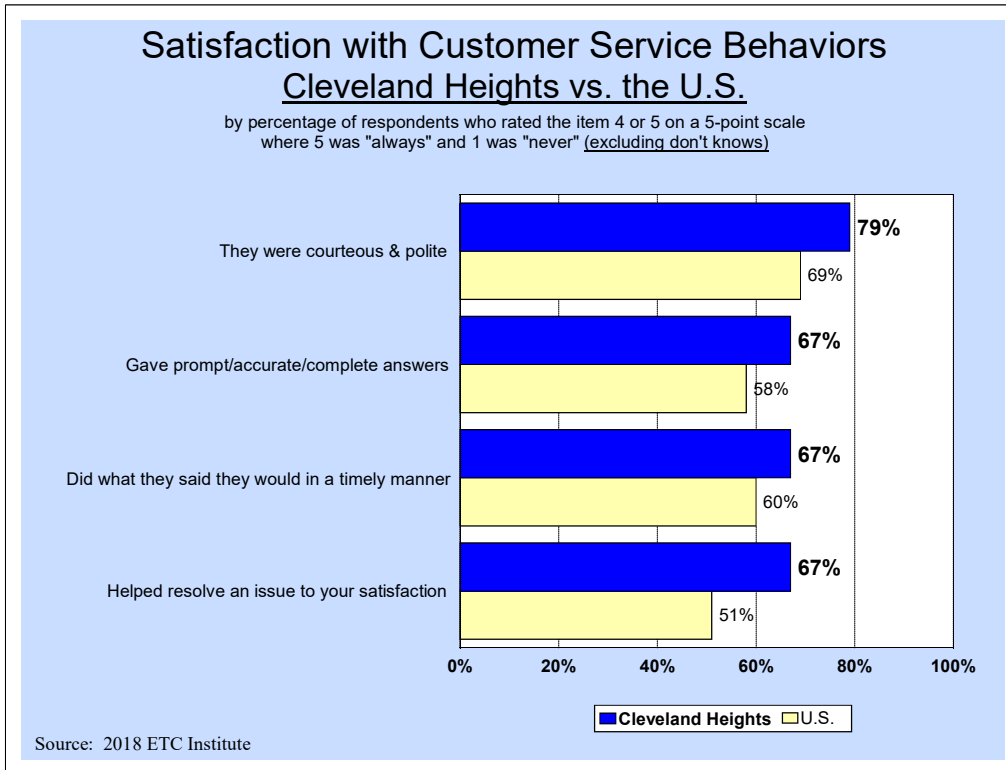
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Cleveland Heights, OH is not authorized without written consent from ETC Institute.

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)

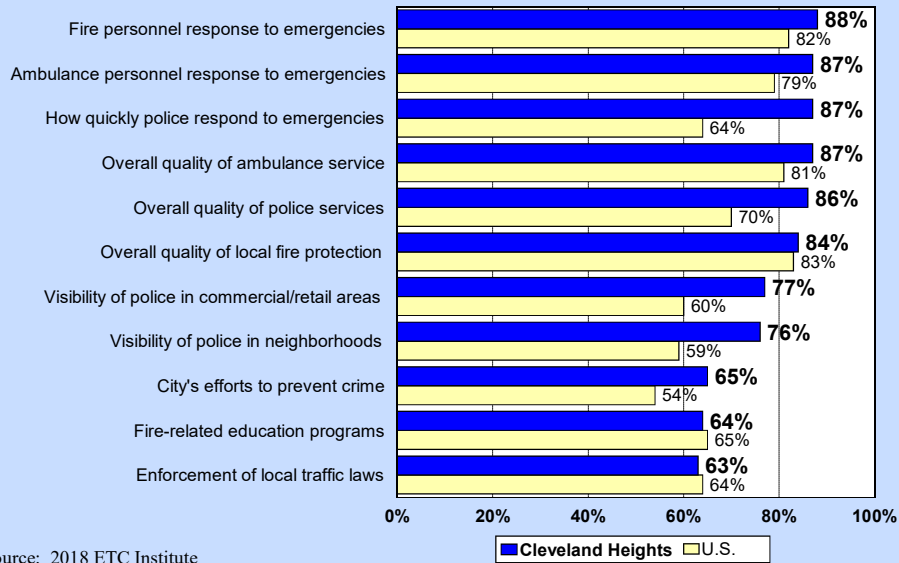






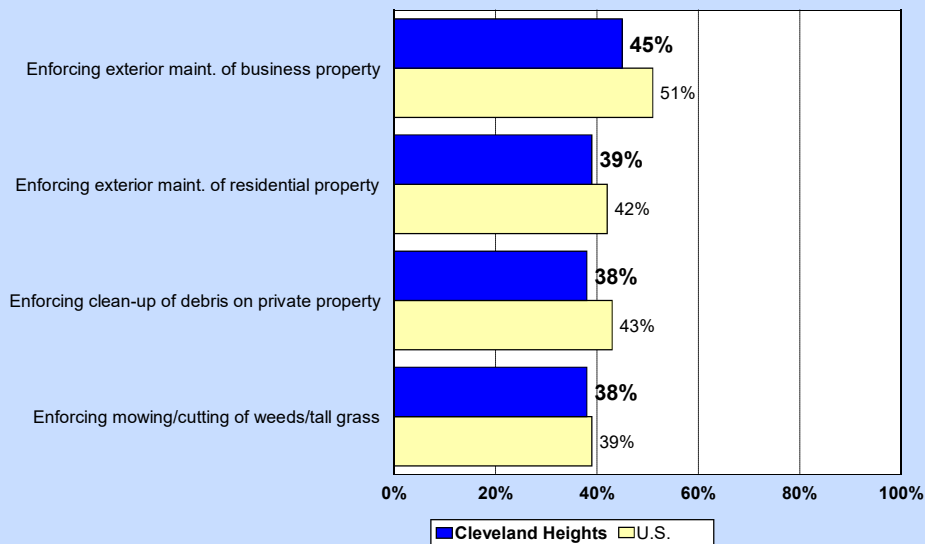
Satisfaction with Public Safety Cleveland Heights vs. the U.S.

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)



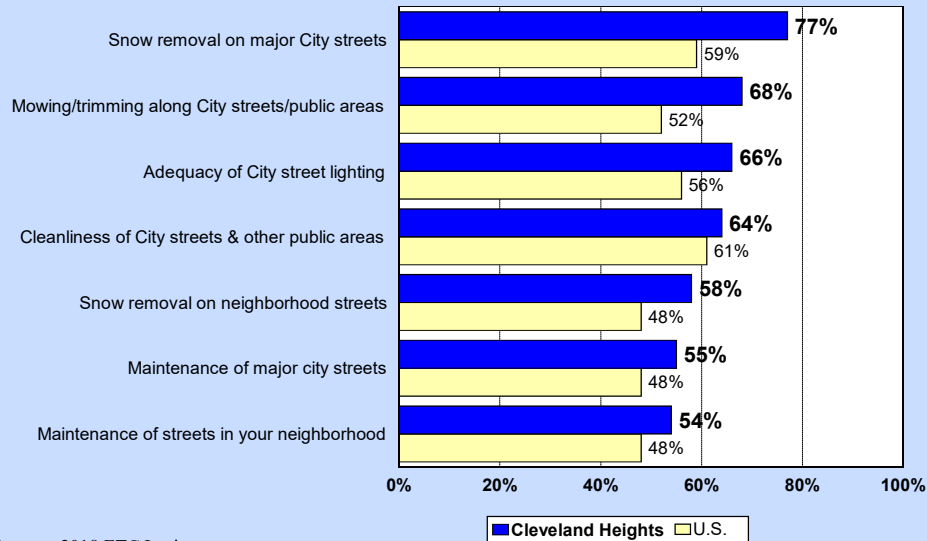
Satisfaction with the Enforcement of City Codes and Ordinances - Cleveland Heights vs. the U.S.

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)



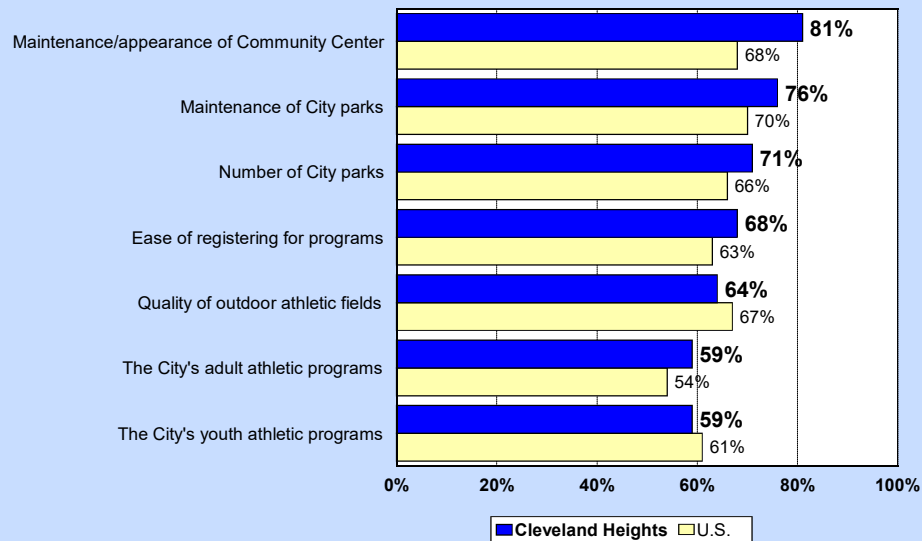
Satisfaction with City Maintenance Cleveland Heights vs. the U.S.

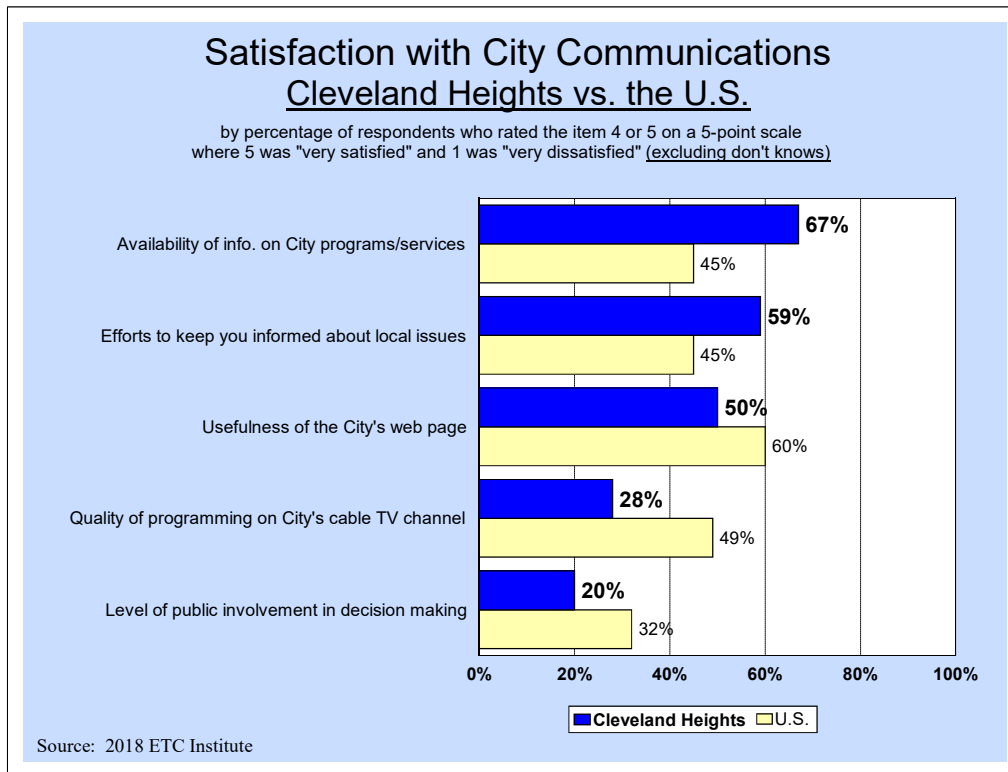
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



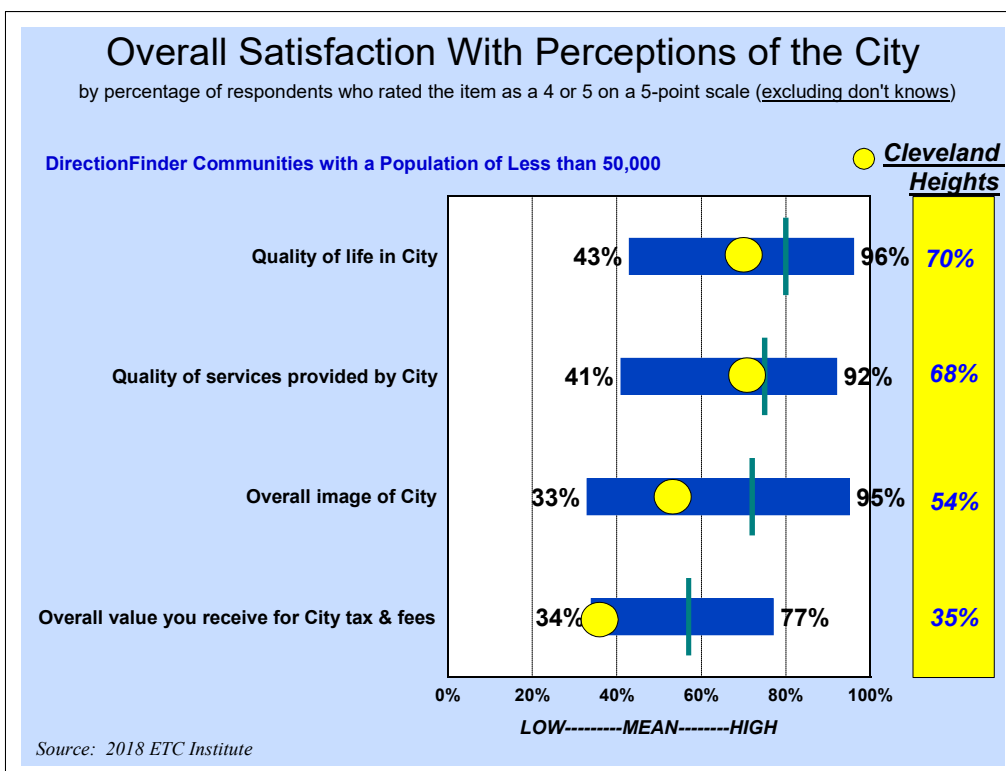
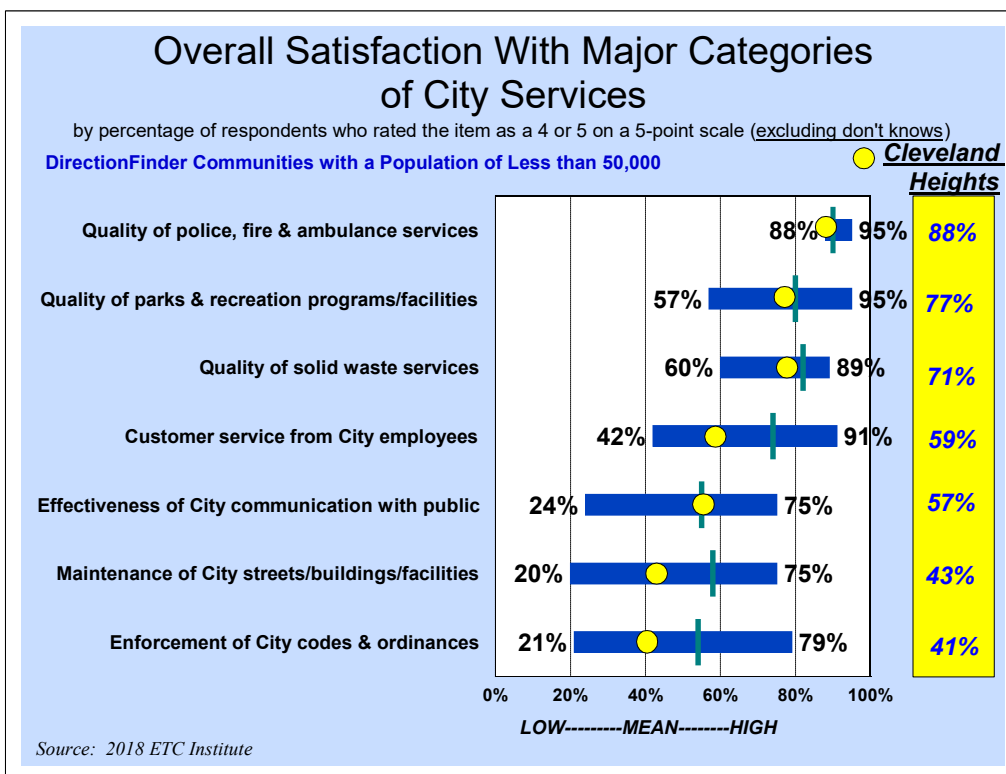
Satisfaction with Parks and Recreation Cleveland Heights vs. the U.S.

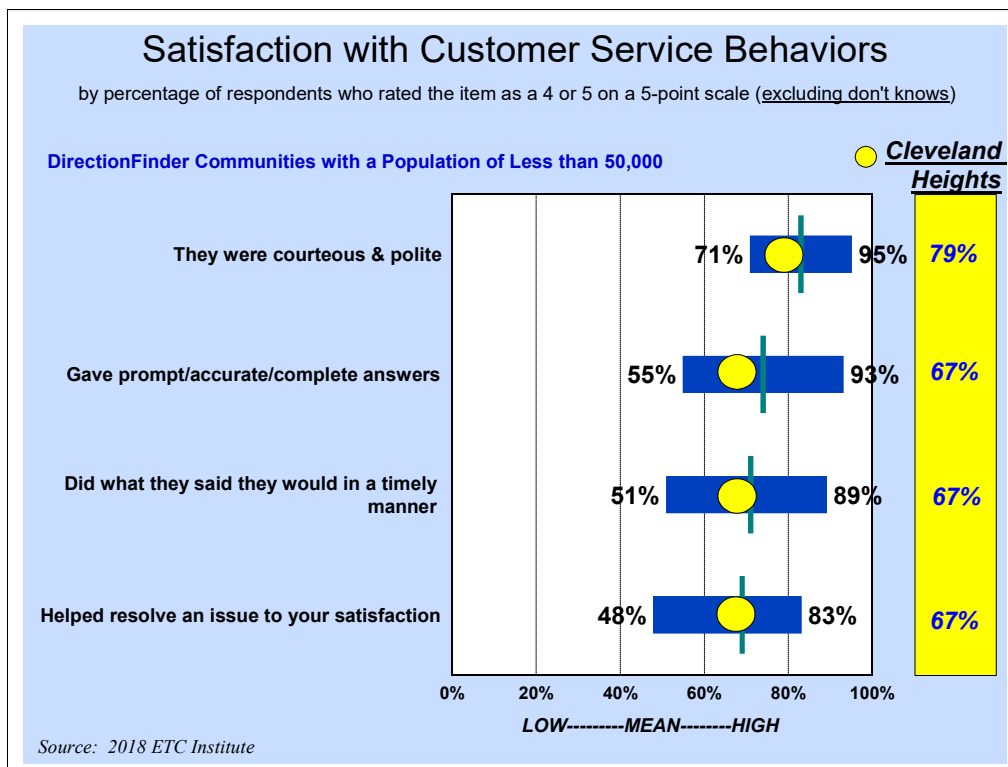
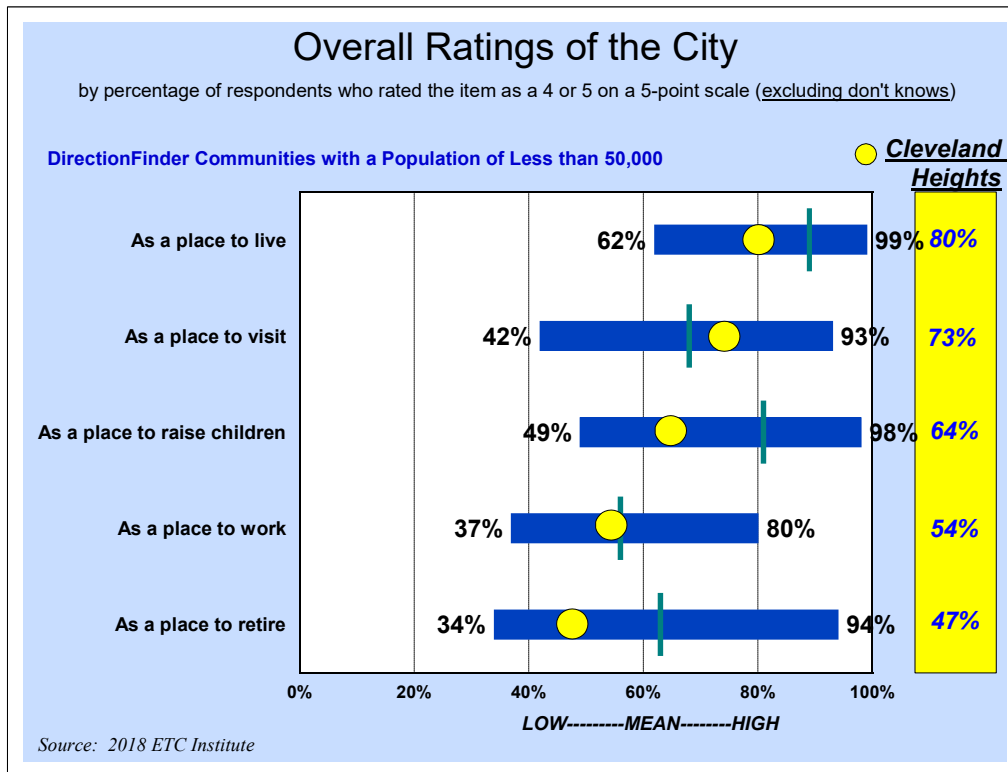
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

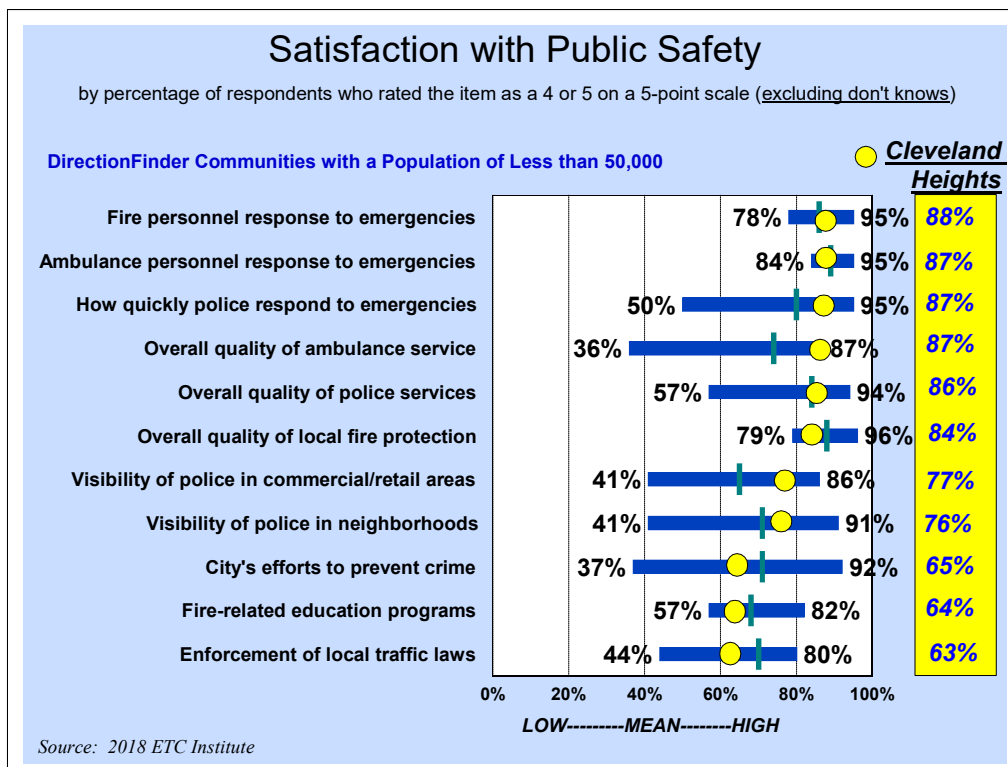
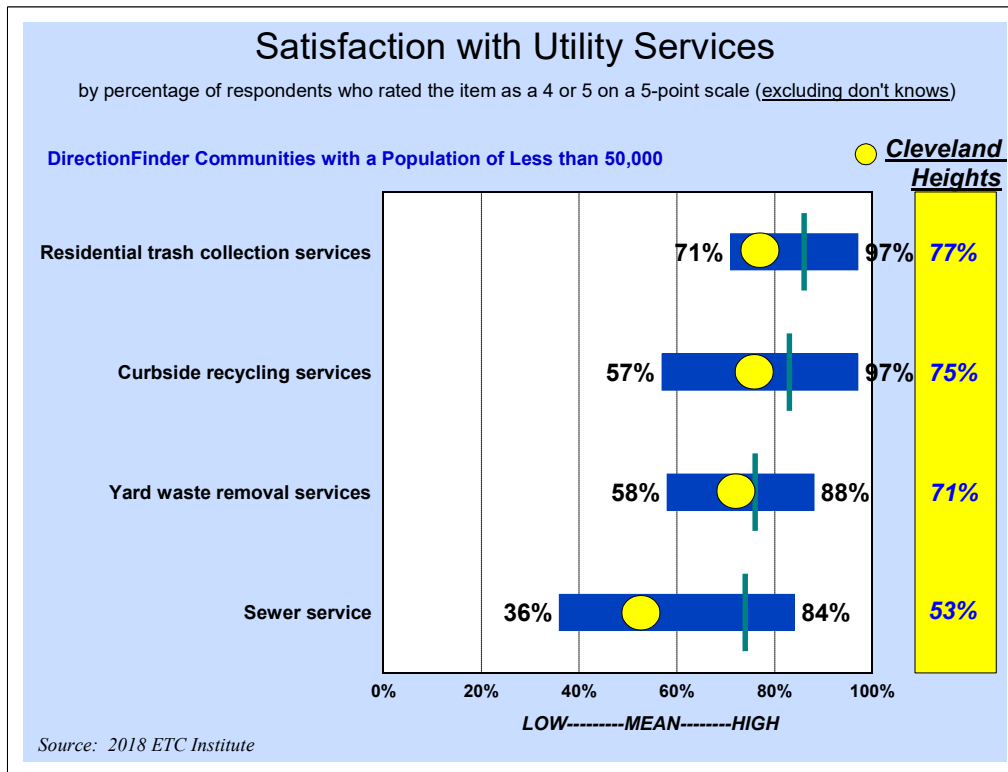




Performance Ranges





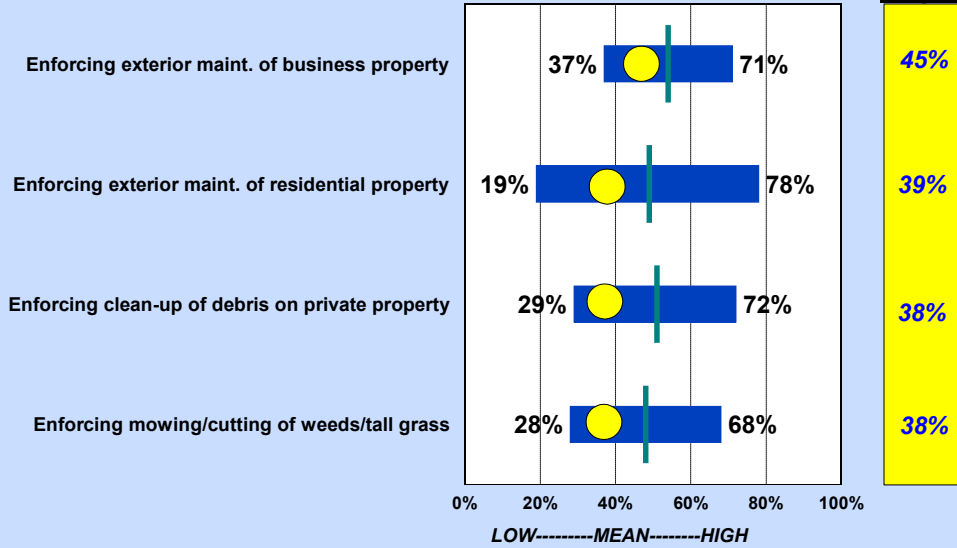


Satisfaction with Enforcement of Codes and Ordinances

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

DirectionFinder Communities with a Population of Less than 50,000

● **Cleveland Heights**



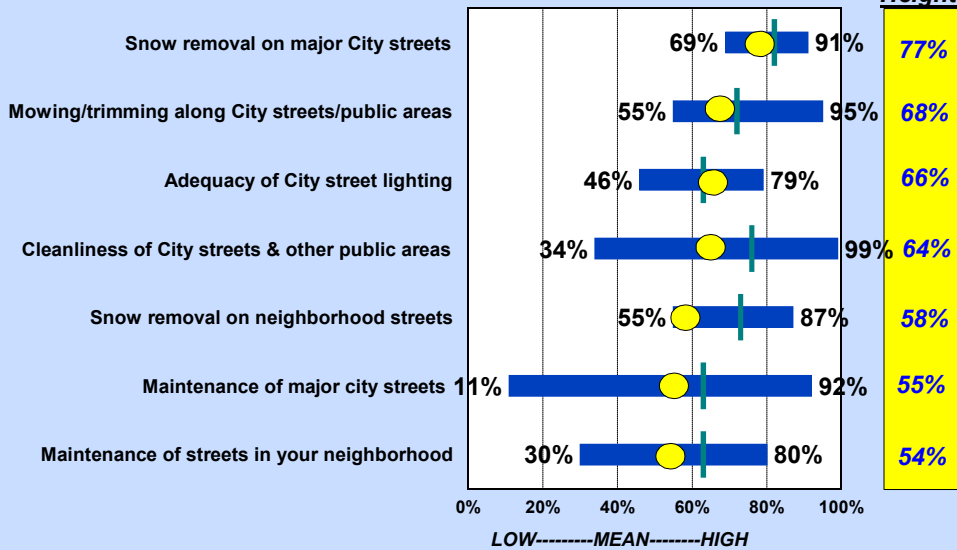
Source: 2018 ETC Institute

Satisfaction with City Maintenance

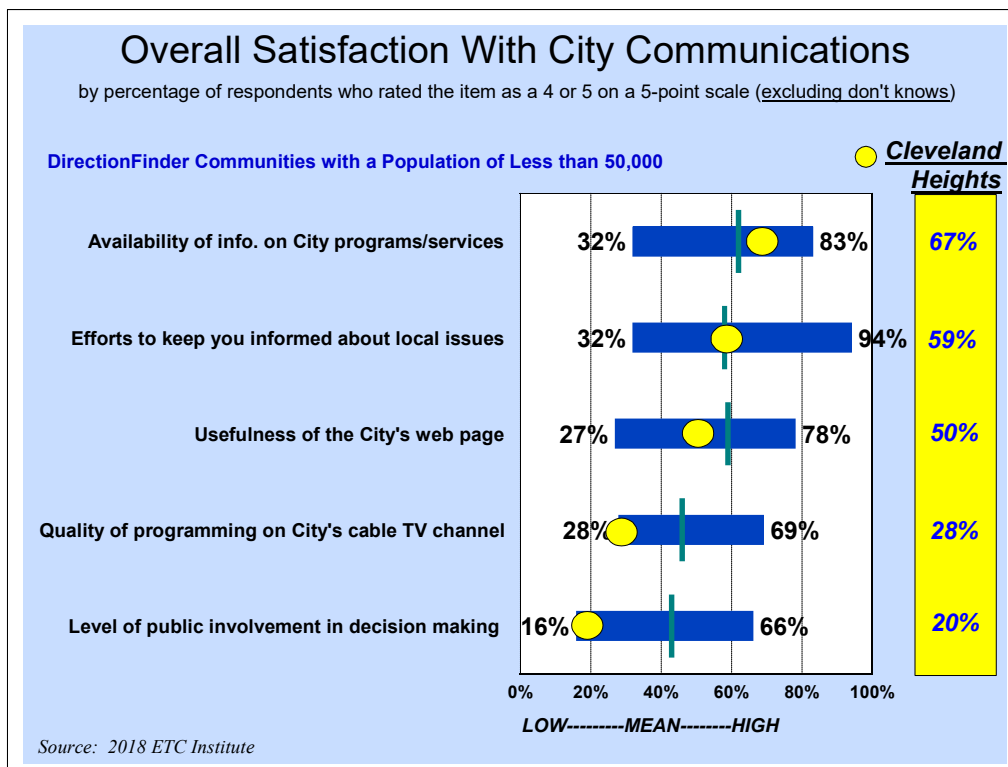
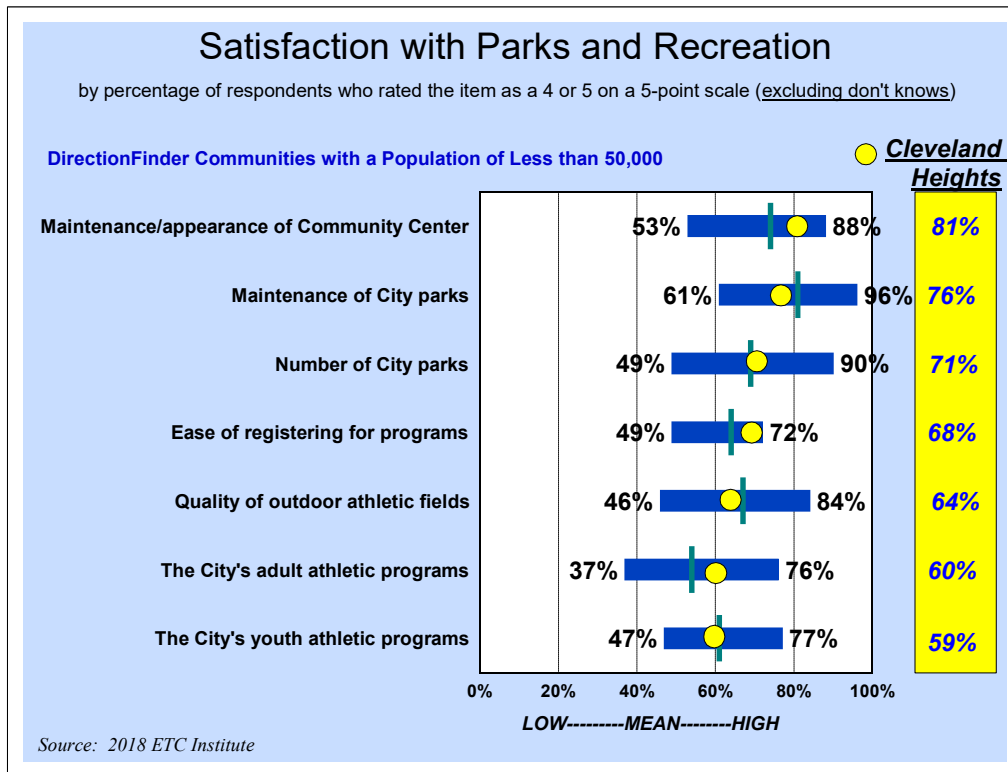
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

DirectionFinder Communities with a Population of Less than 50,000

● **Cleveland Heights**



Source: 2018 ETC Institute



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. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to provide. Approximately fifty percent (49.7%) of residents selected "maintenance of City streets, buildings & facilities" as one of the most important major services to provide.

With regard to satisfaction, 43% of the residents surveyed rated their overall satisfaction with “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 “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, 49.7% was multiplied by 57% (1-0.43). This calculation yielded an I-S rating of 0.2833, which ranked first out of nine 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	50%	3	43%	8	0.2833	1
<u>High Priority (IS .10-.20)</u>						
Quality of police services	79%	1	85%	2	0.1179	2
Enforcement of City codes and ordinances	20%	5	41%	9	0.1174	3
<u>Medium Priority (IS <.10)</u>						
Quality of solid waste services	33%	4	71%	4	0.0966	4
Efforts to conserve energy/protect environment	12%	7	55%	7	0.0518	5
Quality of fire and ambulance services	57%	2	91%	1	0.0509	6
Quality of parks & recreation programs/facilities	19%	6	77%	3	0.0432	7
Effectiveness of City communication with public	7%	8	57%	6	0.0314	8
Quality of customer service from City employees	6%	9	59%	5	0.0242	9

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 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>						
Residential trash collection services	85%	1	77%	1	0.1964	1
Sewer service	40%	2	53%	4	0.1880	2
<u>Medium Priority (IS <.10)</u>						
Yard waste removal services	28%	4	71%	3	0.0812	3
Curbside recycling services	33%	3	76%	2	0.0794	4

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	60%	1	15%	6	0.5066	1
Efforts to attract new businesses to the community	41%	2	22%	5	0.3198	2
<u>High Priority (IS .10-.20)</u>						
Current level of economic vitality throughout City commercial district	20%	4	29%	4	0.1441	3
Quality of new retail development	22%	3	38%	2	0.1370	4
Quality of new residential development	18%	5	29%	3	0.1285	5
<u>Medium Priority (IS <.10)</u>						
Diversity of existing retail/restaurant/commercial businesses	16%	6	51%	1	0.0789	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.

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

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%	1	65%	12	0.1915	1
Visibility of police in neighborhoods	49%	3	76%	10	0.1181	2
<u>Medium Priority (IS <.10)</u>						
How quickly police respond to emergencies	52%	2	87%	3	0.0671	3
Visibility of police in commercial/retail areas	28%	6	77%	9	0.0644	4
How quickly fire personnel respond to emergencies	42%	4	88%	1	0.0503	5
How quickly ambulance personnel respond to emergencies	36%	5	87%	2	0.0463	6
Professionalism & courtesy of police officers	22%	7	79%	7	0.0458	7
Enforcement of local traffic laws	11%	12	63%	14	0.0418	8
Police public outreach programs	12%	11	67%	11	0.0399	9
Overall quality of police services	22%	8	86%	5	0.0302	10
Overall quality of local fire protection	16%	9	84%	6	0.0261	11
Overall quality of ambulance service	13%	10	87%	4	0.0172	12
Quality of the City's fire prevention programs	5%	13	78%	8	0.0117	13
Fire-related education programs	3%	14	64%	13	0.0104	14

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.

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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	46%	1	39%	3	0.2800	1
Enforcing clean-up of debris on private property	44%	2	38%	4	0.2753	2
Enforcing mowing/cutting of weeds/tall grass	33%	3	38%	5	0.2065	3
<u>High Priority (IS .10-.20)</u>						
Enforcing exterior maint. of business property	24%	4	45%	1	0.1315	4
Enforcing snow removal on sidewalks	17%	5	27%	6	0.1226	5
<u>Medium Priority (IS <.10)</u>						
Overall quality of building and permit process	14%	6	40%	2	0.0822	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.

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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	70%	1	55%	7	0.3168	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of streets in your neighborhood	41%	3	54%	8	0.1868	2
Snow removal on major City streets	61%	2	77%	1	0.1405	3
Cleanliness of city streets/public areas	36%	4	64%	4	0.1278	4
Snow removal on streets in your neighborhood	30%	5	58%	6	0.1273	5
<u>Medium Priority (IS <.10)</u>						
Adequacy of city street lighting	22%	6	66%	3	0.0741	6
Tree trimming/urban forestry along City streets/public a	11%	7	60%	5	0.0440	7
Mowing/trimming along City streets/public areas	7%	8	68%	2	0.0211	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.

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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
<u>High Priority (IS .10-.20)</u>						
Maintenance of City parks	61%	1	76%	2	0.1452	1
<u>Medium Priority (IS <.10)</u>						
Number of walking and biking trails	25%	3	60%	13	0.0980	2
Youth recreation opportunities	26%	2	63%	10	0.0973	3
Programs/activities offered at Community Center	23%	4	73%	3	0.0618	4
Cumberland Pool and programs	14%	8	61%	11	0.0558	5
Senior recreation opportunities	17%	6	70%	5	0.0504	6
Fees charged for recreation programs	11%	9	60%	12	0.0448	7
Number of City parks	15%	7	71%	4	0.0429	8
The City's youth athletic programs	10%	10	59%	15	0.0406	9
Maintenance/appearance of Community Center	19%	5	81%	1	0.0357	10
Adult recreation opportunities	8%	11	66%	8	0.0272	11
Quality of outdoor athletic fields	7%	12	64%	9	0.0263	12
Quality of instructors and coaches	5%	13	66%	7	0.0163	13
Ease of registering for programs	4%	14	68%	6	0.0141	14
The City's adult athletic programs	2%	15	59%	14	0.0066	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 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.

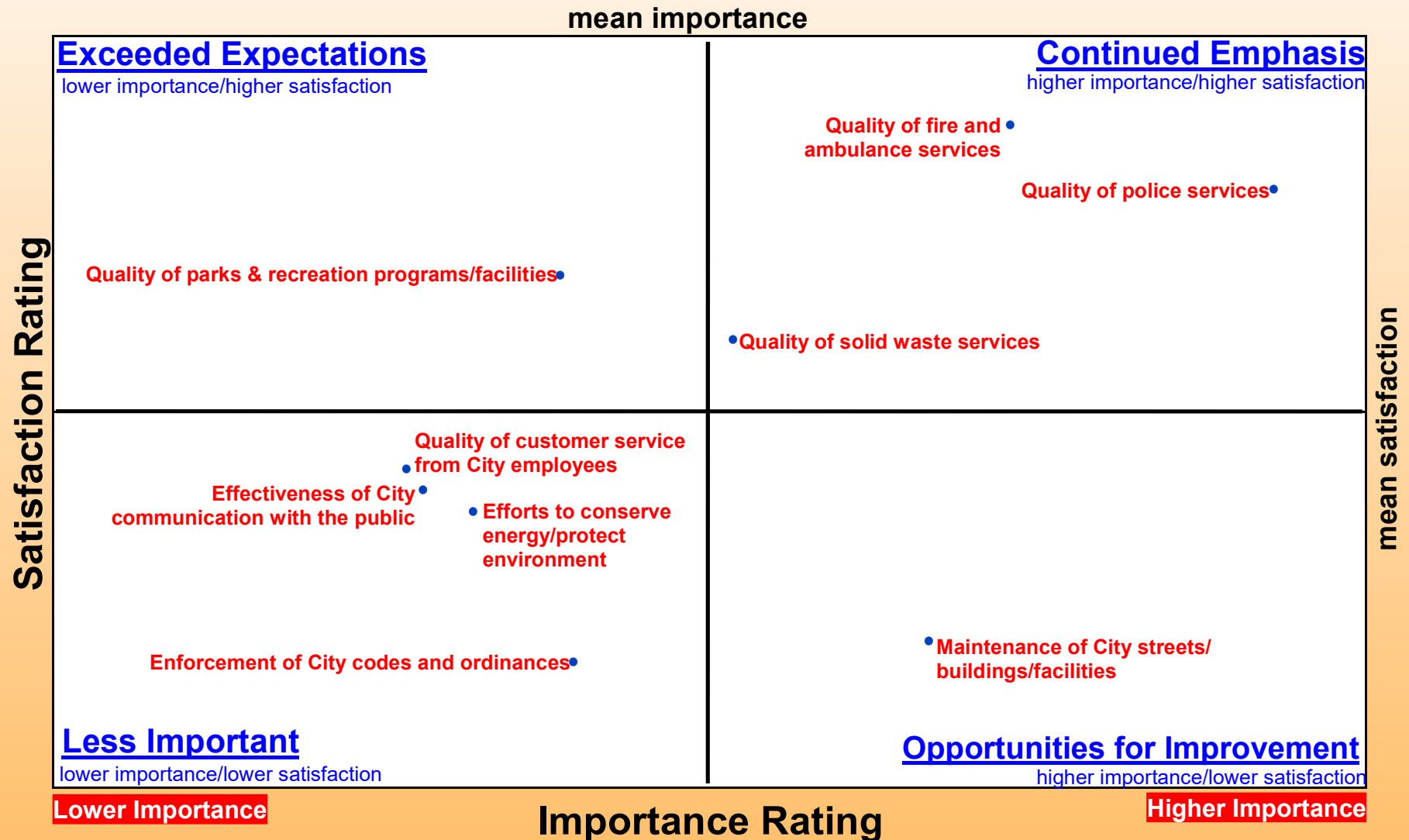
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.

2018 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)

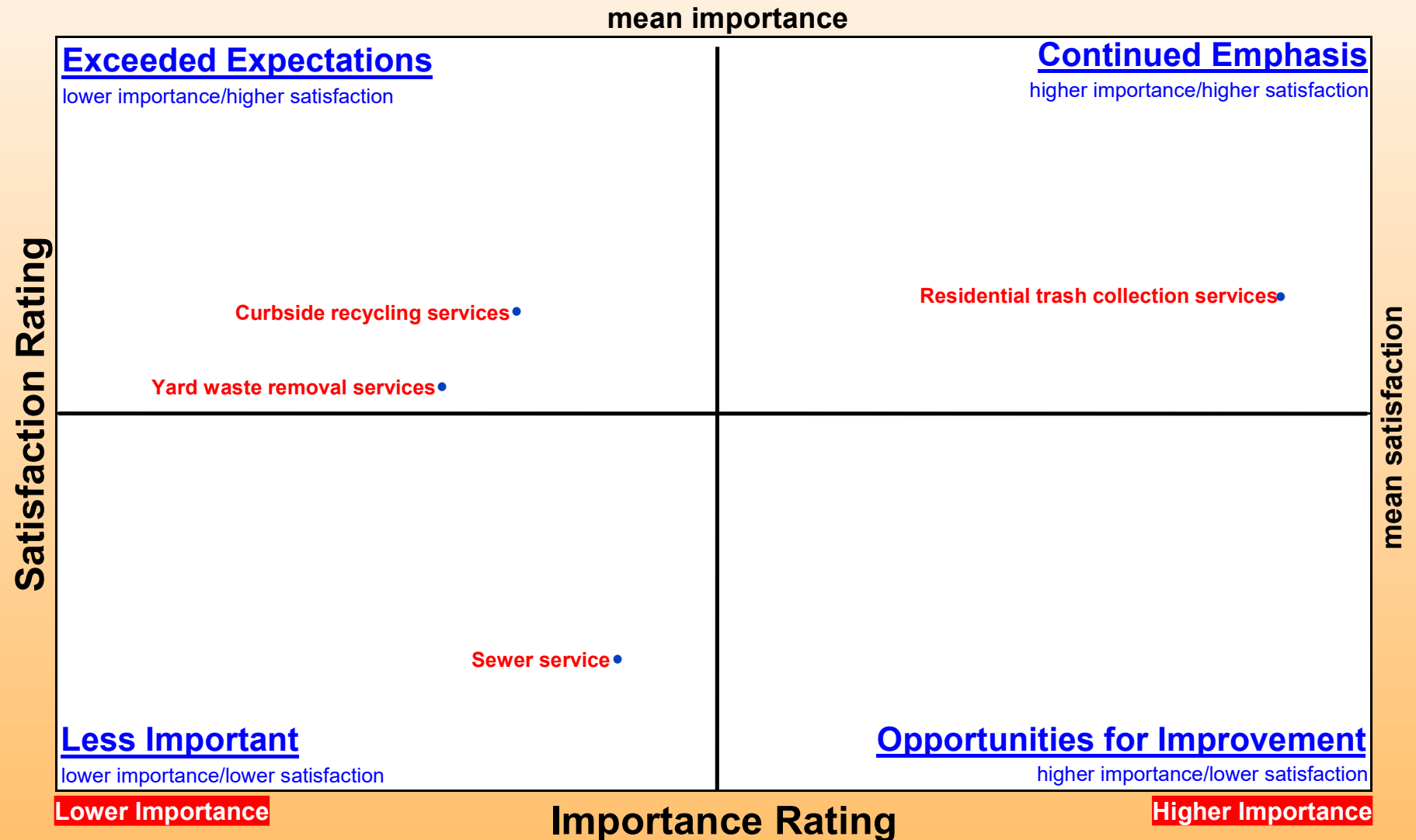


Source: ETC Institute (2018)

2018 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)

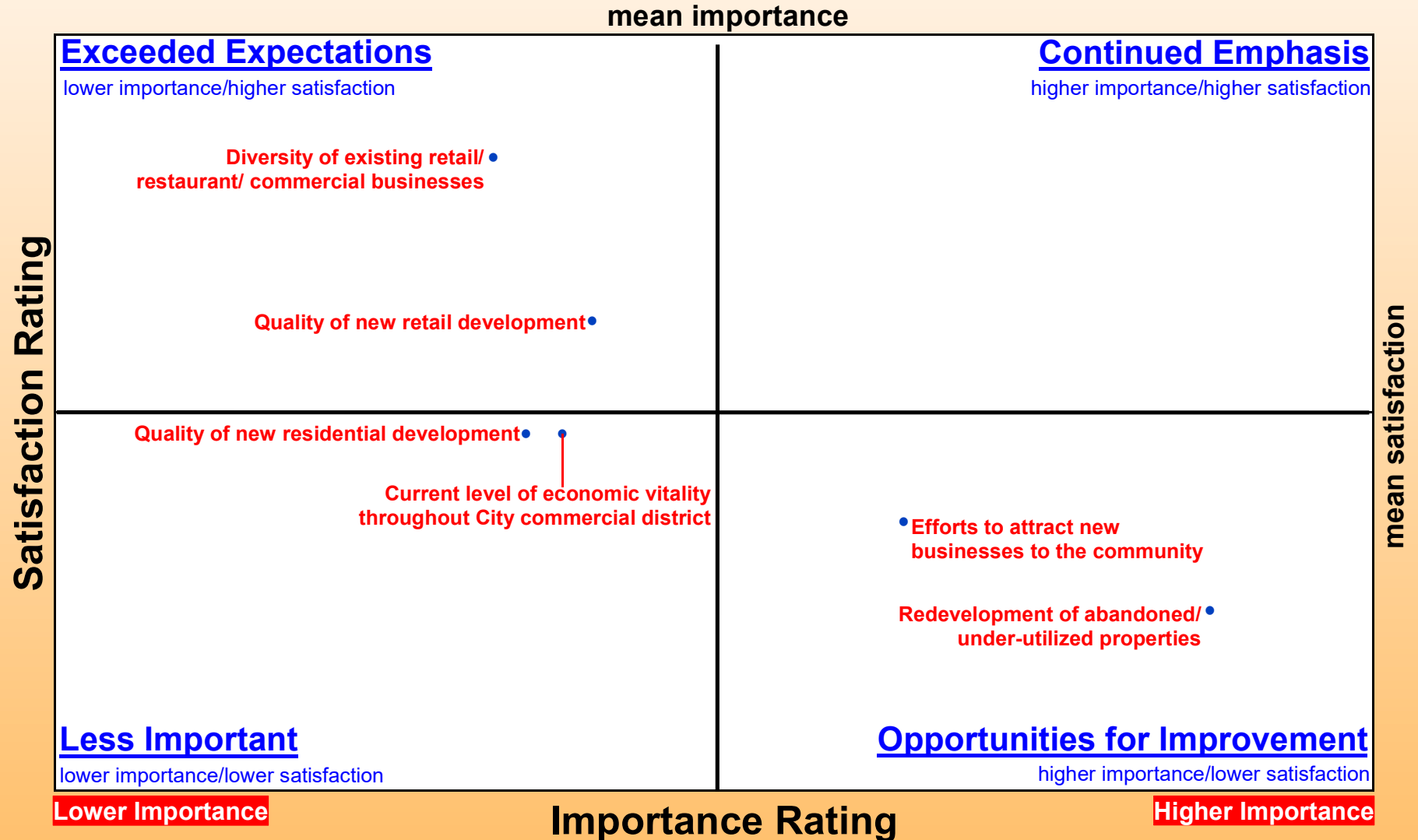


Source: ETC Institute (2018)

2018 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)

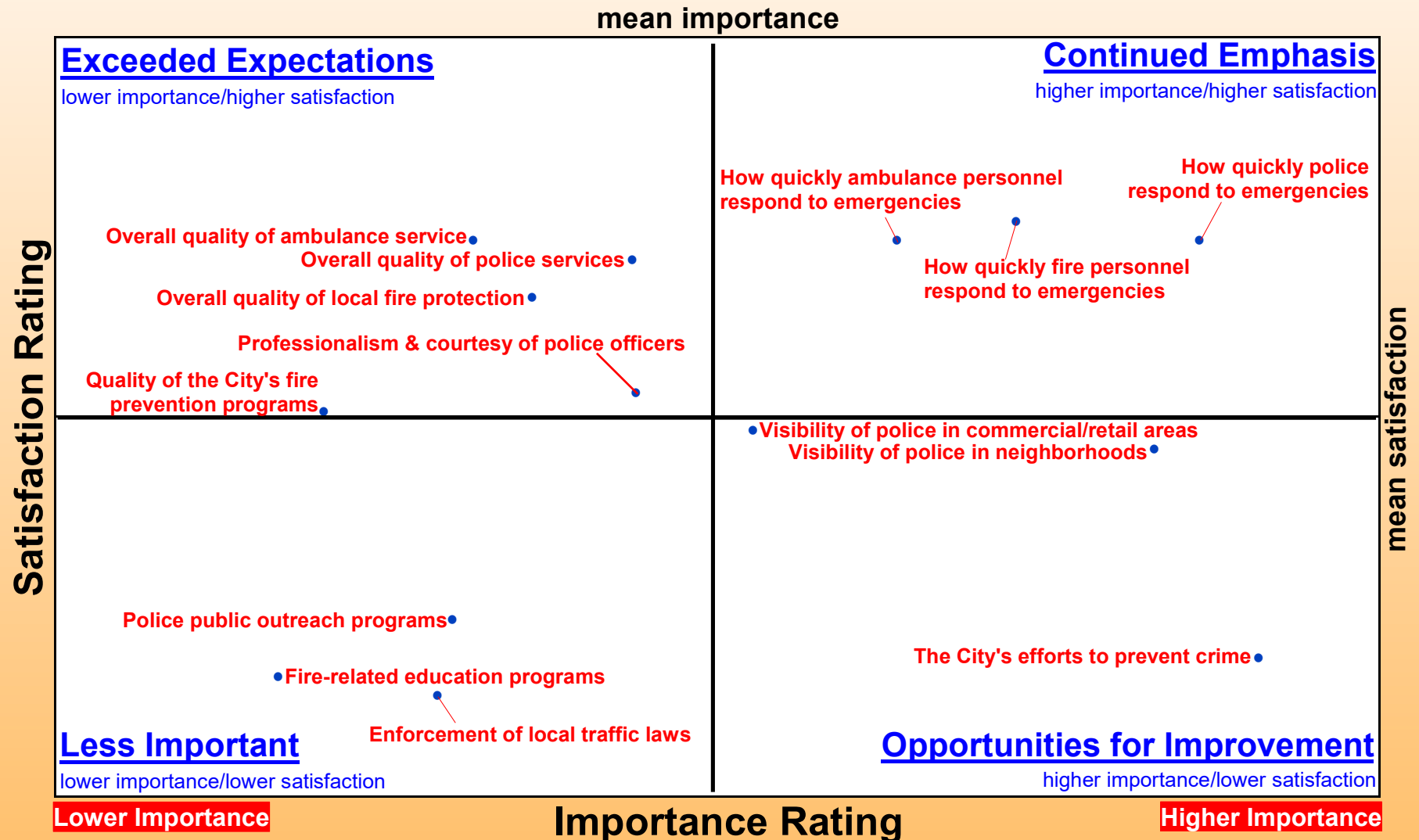


Source: ETC Institute (2018)

2018 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)

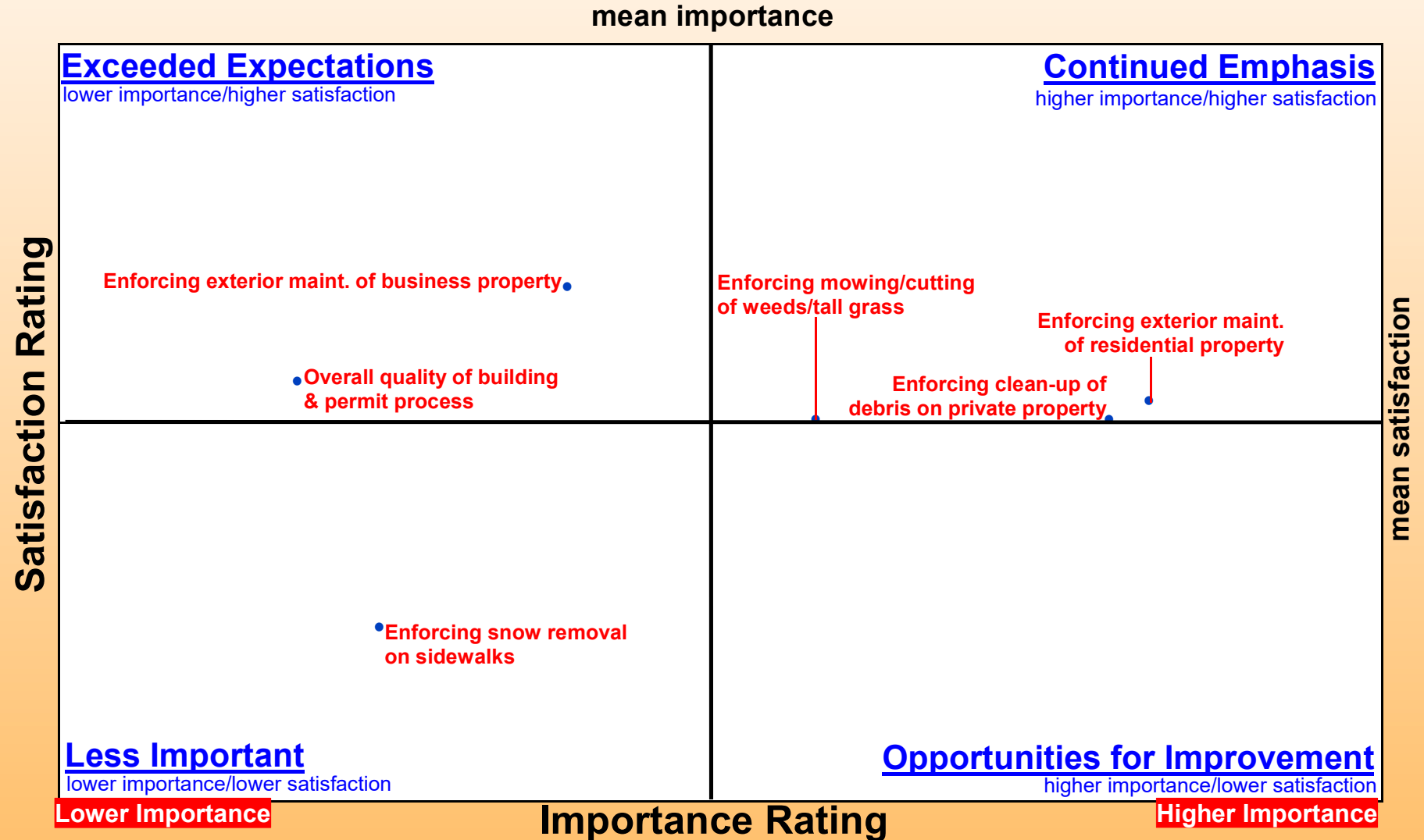


Source: ETC Institute (2018)

2018 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)

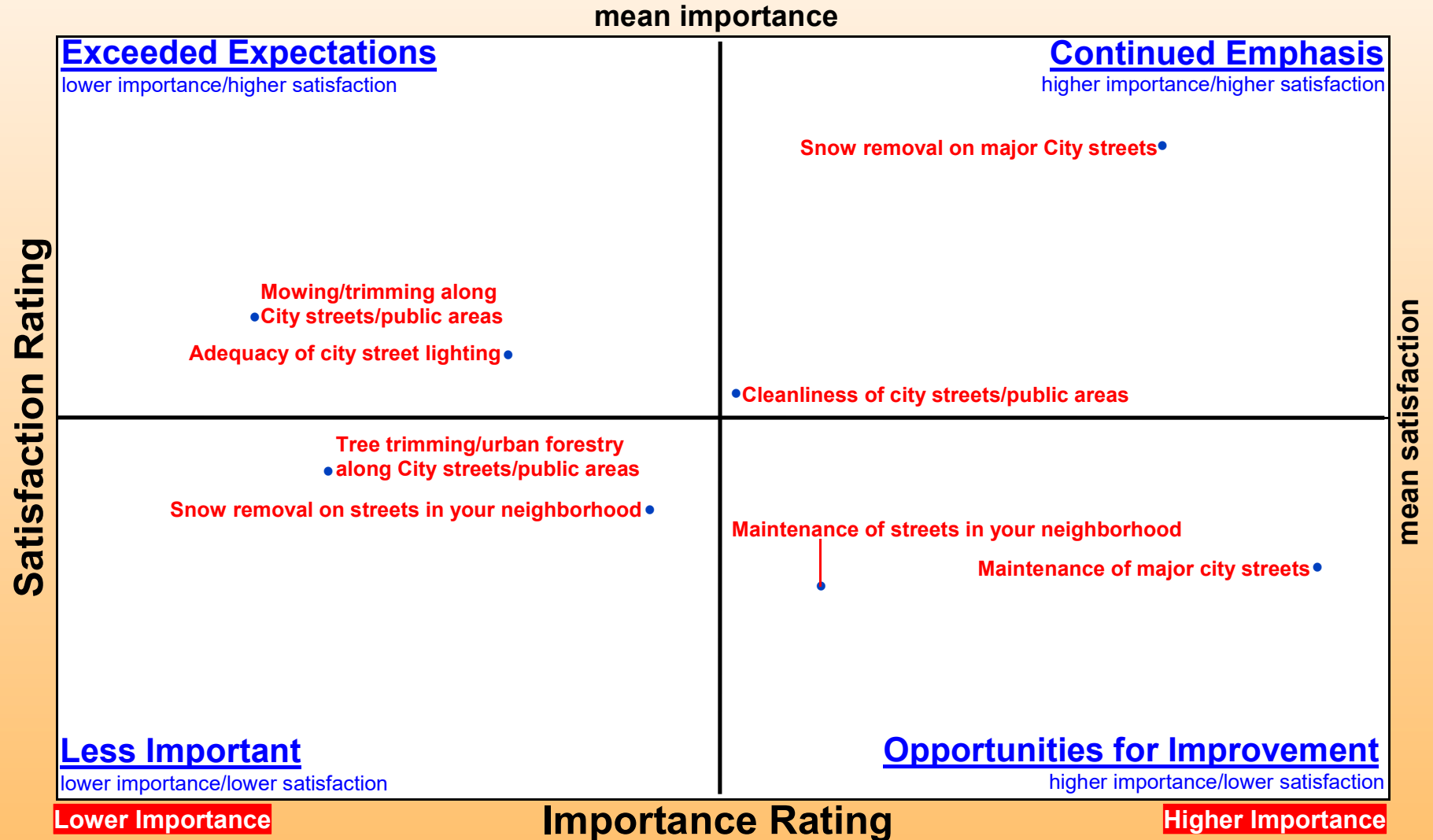


Source: ETC Institute (2018)

2018 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)

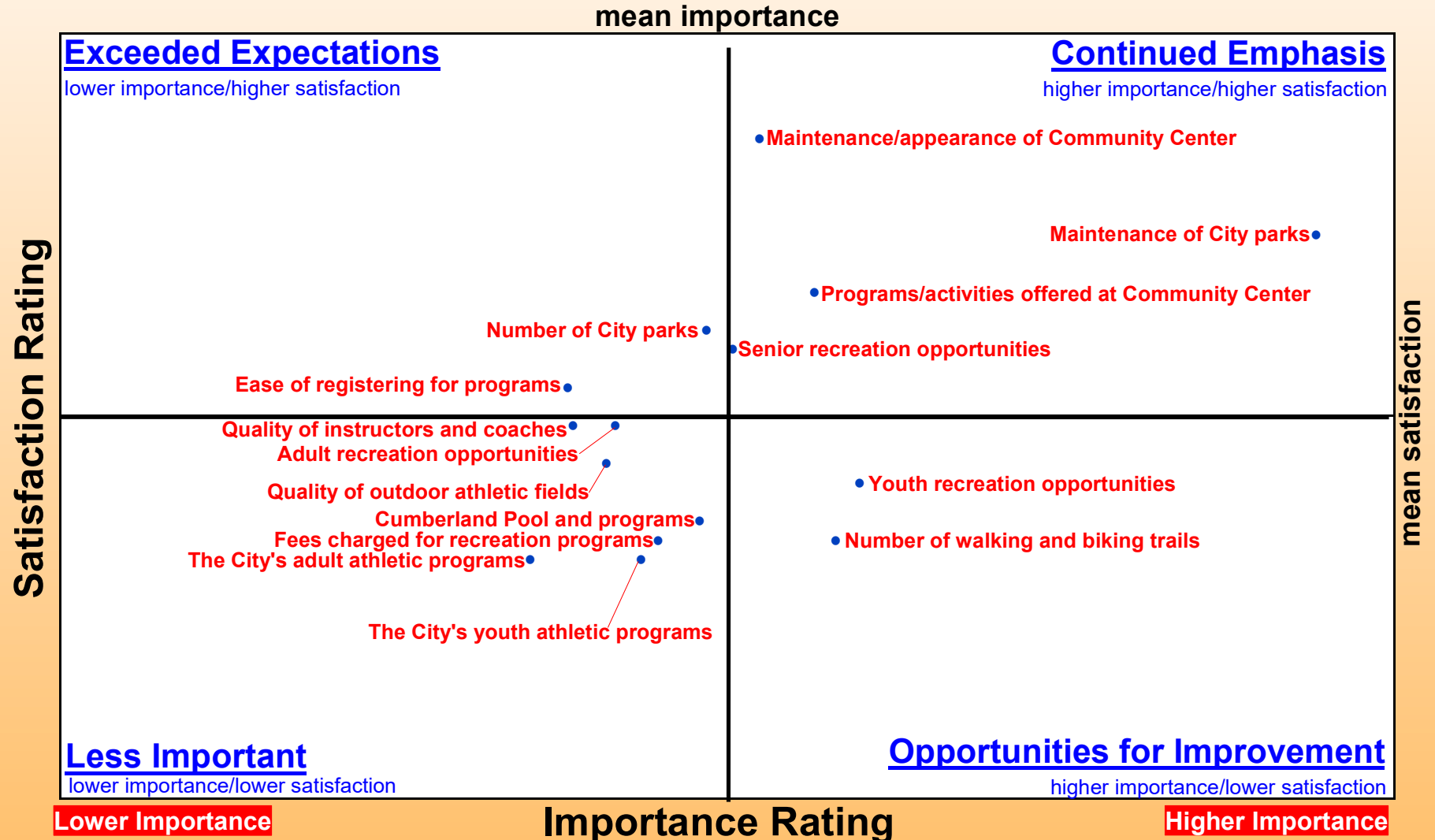


Source: ETC Institute (2018)

2018 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 (2018)

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 using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	40.2%	39.5%	9.7%	3.7%	0.9%	6.0%
Q1-2. Overall quality of fire & ambulance services	40.6%	30.5%	5.9%	0.5%	0.0%	22.5%
Q1-3. Overall quality of City Parks & Recreation programs & facilities	25.0%	45.5%	17.2%	2.9%	1.3%	8.0%
Q1-4. Overall maintenance of City streets, buildings, & facilities	9.5%	32.7%	27.2%	21.0%	8.0%	1.5%
Q1-5. Overall enforcement of City codes & ordinances	7.7%	27.6%	31.8%	14.1%	6.0%	12.8%
Q1-6. Overall quality of customer service you receive from City employees	15.4%	37.5%	26.1%	7.9%	3.3%	9.9%
Q1-7. Overall effectiveness of City communication with the public	13.7%	39.5%	28.9%	8.4%	3.5%	6.0%
Q1-8. Overall quality of solid waste services (trash, recycling, yard waste)	33.1%	36.4%	11.2%	10.6%	7.1%	1.6%
Q1-9. City's efforts to conserve energy & protect environment	13.7%	30.3%	26.3%	5.9%	2.9%	20.8%

WITHOUT "DON'T KNOW"

Q1. Major Categories of City Services. Please rate your overall satisfaction with major categories of services provided by the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	42.8%	42.0%	10.3%	3.9%	1.0%
Q1-2. Overall quality of fire & ambulance services	52.4%	39.4%	7.5%	0.7%	0.0%
Q1-3. Overall quality of City Parks & Recreation programs & facilities	27.2%	49.5%	18.7%	3.2%	1.4%
Q1-4. Overall maintenance of City streets, buildings, & facilities	9.6%	33.2%	27.6%	21.3%	8.2%
Q1-5. Overall enforcement of City codes & ordinances	8.8%	31.7%	36.5%	16.1%	6.9%
Q1-6. Overall quality of customer service you receive from City employees	17.0%	41.6%	29.0%	8.7%	3.7%
Q1-7. Overall effectiveness of City communication with the public	14.6%	42.0%	30.7%	8.9%	3.7%
Q1-8. Overall quality of solid waste services (trash, recycling, yard waste)	33.6%	37.0%	11.3%	10.8%	7.2%
Q1-9. City's efforts to conserve energy & protect environment	17.3%	38.3%	33.3%	7.4%	3.7%

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?

Q2. Top choice	Number	Percent
Overall quality of police services	333	60.9 %
Overall quality of fire & ambulance services	44	8.0 %
Overall quality of City Parks & Recreation programs & facilities	7	1.3 %
Overall maintenance of City streets, buildings, & facilities	56	10.2 %
Overall enforcement of City codes & ordinances	23	4.2 %
Overall quality of customer service you receive from City employees	5	0.9 %
Overall effectiveness of City communication with the public	6	1.1 %
Overall quality of solid waste services (trash, recycling, yard waste)	30	5.5 %
City's efforts to conserve energy & protect environment	10	1.8 %
None chosen	33	6.0 %
Total	547	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?

Q2. 2nd choice	Number	Percent
Overall quality of police services	66	12.1 %
Overall quality of fire & ambulance services	230	42.0 %
Overall quality of City Parks & Recreation programs & facilities	32	5.9 %
Overall maintenance of City streets, buildings, & facilities	70	12.8 %
Overall enforcement of City codes & ordinances	40	7.3 %
Overall quality of customer service you receive from City employees	10	1.8 %
Overall effectiveness of City communication with the public	12	2.2 %
Overall quality of solid waste services (trash, recycling, yard waste)	37	6.8 %
City's efforts to conserve energy & protect environment	18	3.3 %
None chosen	32	5.9 %
Total	547	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?

Q2. 3rd choice	Number	Percent
Overall quality of police services	31	5.7 %
Overall quality of fire & ambulance services	35	6.4 %
Overall quality of City Parks & Recreation programs & facilities	64	11.7 %
Overall maintenance of City streets, buildings, & facilities	146	26.7 %
Overall enforcement of City codes & ordinances	46	8.4 %
Overall quality of customer service you receive from City employees	17	3.1 %
Overall effectiveness of City communication with the public	22	4.0 %
Overall quality of solid waste services (trash, recycling, yard waste)	115	21.0 %
City's efforts to conserve energy & protect environment	35	6.4 %
None chosen	36	6.6 %
Total	547	100.0 %

SUM OF TOP 3 CHOICES

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)

Q2. Sum of top 3 choices	Number	Percent
Overall quality of police services	430	78.6 %
Overall quality of fire & ambulance services	309	56.5 %
Overall quality of City Parks & Recreation programs & facilities	103	18.8 %
Overall maintenance of City streets, buildings, & facilities	272	49.7 %
Overall enforcement of City codes & ordinances	109	19.9 %
Overall quality of customer service you receive from City employees	32	5.9 %
Overall effectiveness of City communication with the public	40	7.3 %
Overall quality of solid waste services (trash, recycling, yard waste)	182	33.3 %
City's efforts to conserve energy & protect environment	63	11.5 %
None chosen	33	6.0 %
Total	1573	

Q3. Perceptions of the City. Please rate your satisfaction with each of the following items that may influence your perception of the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City	14.1%	51.0%	24.9%	5.1%	1.1%	3.8%
Q3-2. Overall image of City	11.5%	41.3%	22.9%	19.0%	3.8%	1.5%
Q3-3. Overall quality of life in City	20.5%	48.1%	18.5%	9.7%	1.5%	1.8%
Q3-4. Overall quality of your neighborhood	26.5%	39.7%	18.1%	11.3%	3.3%	1.1%
Q3-5. Overall value you receive for your City tax & fees	6.8%	27.1%	26.0%	23.0%	13.9%	3.3%

WITHOUT "DON'T KNOW"

Q3. Perceptions of the City. Please rate your satisfaction with each of the following items that may influence your perception of the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	14.6%	53.0%	25.9%	5.3%	1.1%
Q3-2. Overall image of City	11.7%	41.9%	23.2%	19.3%	3.9%
Q3-3. Overall quality of life in City	20.9%	49.0%	18.8%	9.9%	1.5%
Q3-4. Overall quality of your neighborhood	26.8%	40.1%	18.3%	11.5%	3.3%
Q3-5. Overall value you receive for your City tax & fees	7.0%	28.0%	26.8%	23.8%	14.4%

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

(N=547)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	32.7%	45.7%	12.2%	5.3%	2.0%	2.0%
Q4-2. As a place to raise children	21.0%	35.1%	16.6%	10.2%	5.7%	11.3%
Q4-3. As a place to visit	26.3%	45.0%	17.9%	6.9%	1.8%	2.0%
Q4-4. As a place to work	13.7%	28.0%	24.5%	8.2%	2.6%	23.0%
Q4-5. As a place to retire	17.0%	25.0%	21.4%	15.0%	11.2%	10.4%

WITHOUT "DON'T KNOW"

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

(N=547)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	33.4%	46.6%	12.5%	5.4%	2.1%
Q4-2. As a place to raise children	23.7%	39.6%	18.8%	11.5%	6.4%
Q4-3. As a place to visit	26.9%	45.9%	18.3%	7.1%	1.9%
Q4-4. As a place to work	17.8%	36.3%	31.8%	10.7%	3.3%
Q4-5. As a place to retire	19.0%	28.0%	23.9%	16.7%	12.4%

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

Q5. Have you contacted City with a question, problem, or complaint during past year	Number	Percent
Yes	305	55.8 %
No	242	44.2 %
Total	547	100.0 %

Q5a. Which Department did you contact MOST RECENTLY?

Q5a. Which Department did you contact	Number	Percent
Public Works (street maintenance, trash, recycling, yard waste, forestry)	115	37.7 %
Police Department	62	20.3 %
Fire/EMS	9	3.0 %
Community Center	8	2.6 %
City Manager/City Council	17	5.6 %
City Hall Information Desk/Receptionist	12	3.9 %
Planning & Development	3	1.0 %
Community Relations	3	1.0 %
Building Department	14	4.6 %
Housing Department	37	12.1 %
Parks & Recreation	7	2.3 %
Other	14	4.6 %
None chosen	4	1.3 %
Total	305	100.0 %

WITHOUT "NONE CHOSEN"**Q5a. Which Department did you contact MOST RECENTLY? (without "none chosen")**

Q5a. Which Department did you contact	Number	Percent
Public Works (street maintenance, trash, recycling, yard waste, forestry)	115	38.2 %
Police Department	62	20.6 %
Fire/EMS	9	3.0 %
Community Center	8	2.7 %
City Manager/City Council	17	5.6 %
City Hall Information Desk/Receptionist	12	4.0 %
Planning & Development	3	1.0 %
Community Relations	3	1.0 %
Building Department	14	4.7 %
Housing Department	37	12.3 %
Parks & Recreation	7	2.3 %
Other	14	4.7 %
Total	301	100.0 %

Q5a. Other

Q5a. Other	Number	Percent
Water Department	3	21.4 %
FORESTRY DEPT	2	14.3 %
Utilities Dept	2	14.3 %
Parking Permit	1	7.1 %
RITA	1	7.1 %
Code enforcement Department	1	7.1 %
Law Dept	1	7.1 %
MAYORS OFFICE	1	7.1 %
Sewer Dept	1	7.1 %
ANIMAL WILDLIFE	1	7.1 %
Total	14	100.0 %

Q5b. How easy was it to contact the person you needed to reach in the Department you indicated in Question 5a?

Q5b. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	131	43.0 %
Somewhat easy	98	32.1 %
Difficult	41	13.4 %
Very difficult	25	8.2 %
Don't know	10	3.3 %
Total	305	100.0 %

WITHOUT "DON'T KNOW"**Q5b. How easy was it to contact the person you needed to reach in the Department you indicated in Question 5a? (without "don't know")**

Q5b. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	131	44.4 %
Somewhat easy	98	33.2 %
Difficult	41	13.9 %
Very difficult	25	8.5 %
Total	295	100.0 %

Q5c. 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 using a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=305)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q5c-1. They were courteous & polite	44.6%	30.5%	13.4%	3.9%	2.3%	5.2%
Q5c-2. They gave prompt, accurate, & complete answers to questions	31.1%	33.1%	20.3%	7.5%	3.9%	3.9%
Q5c-3. They did what they said they would do in a timely manner	30.5%	30.2%	19.7%	4.6%	5.9%	9.2%
Q5c-4. They helped you resolve an issue to your satisfaction	33.4%	28.2%	14.4%	8.2%	8.2%	7.5%

WITHOUT "DON'T KNOW"

Q5c. 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 using a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=305)

	Always	Usually	Sometimes	Seldom	Never
Q5c-1. They were courteous & polite	47.1%	32.2%	14.2%	4.2%	2.4%
Q5c-2. They gave prompt, accurate, & complete answers to questions	32.4%	34.5%	21.2%	7.8%	4.1%
Q5c-3. They did what they said they would do in a timely manner	33.6%	33.2%	21.7%	5.1%	6.5%
Q5c-4. They helped you resolve an issue to your satisfaction	36.2%	30.5%	15.6%	8.9%	8.9%

Q6. Utility Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Residential trash collection services	41.0%	34.2%	7.7%	8.4%	6.9%	1.8%
Q6-2. Curbside recycling services	36.7%	36.6%	13.5%	4.8%	5.7%	2.7%
Q6-3. Yard waste (e.g. leaves, brush) removal services	32.7%	35.1%	13.3%	10.4%	3.8%	4.6%
Q6-4. Sewer service	18.5%	28.0%	24.5%	10.1%	5.7%	13.3%

WITHOUT "DON'T KNOW"

Q6. Utility Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Residential trash collection services	41.7%	34.8%	7.8%	8.6%	7.1%
Q6-2. Curbside recycling services	37.8%	37.6%	13.9%	4.9%	5.8%
Q6-3. Yard waste (e.g. leaves, brush) removal services	34.3%	36.8%	14.0%	10.9%	4.0%
Q6-4. Sewer service	21.3%	32.3%	28.3%	11.6%	6.5%

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

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	380	69.5 %
Curbside recycling services	42	7.7 %
Yard waste (e.g. leaves, brush) removal services	14	2.6 %
Sewer service	77	14.1 %
None chosen	34	6.2 %
Total	547	100.0 %

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

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	87	15.9 %
Curbside recycling services	139	25.4 %
Yard waste (e.g. leaves, brush) removal services	139	25.4 %
Sewer service	142	26.0 %
None chosen	40	7.3 %
Total	547	100.0 %

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

<u>Q7. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	467	85.4 %
Curbside recycling services	181	33.1 %
Yard waste (e.g. leaves, brush) removal services	153	28.0 %
Sewer service	219	40.0 %
None chosen	34	6.2 %
Total	1054	

Q8. Development and Redevelopment. Please rate your satisfaction with the following areas of development and redevelopment in Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Overall quality of new residential development	6.2%	16.1%	37.5%	11.3%	5.9%	23.0%
Q8-2. Overall quality of new retail development (e.g. stores, restaurants)	6.9%	27.2%	26.0%	21.8%	9.0%	9.1%
Q8-3. Redevelopment of abandoned or under-utilized properties	2.7%	10.6%	22.7%	33.1%	19.0%	11.9%
Q8-4. Diversity of existing retail, restaurant & other commercial businesses	12.1%	36.2%	30.2%	11.3%	4.8%	5.5%
Q8-5. Efforts to attract new businesses to community	4.4%	14.3%	24.1%	25.4%	13.7%	18.1%
Q8-6. Current level of economic vitality throughout City commercial districts	3.8%	22.3%	32.4%	23.6%	8.8%	9.1%

WITHOUT "DON'T KNOW"

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

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Overall quality of new residential development	8.1%	20.9%	48.7%	14.7%	7.6%
Q8-2. Overall quality of new retail development (e.g. stores, restaurants)	7.6%	30.0%	28.6%	23.9%	9.9%
Q8-3. Redevelopment of abandoned or under-utilized properties	3.1%	12.0%	25.7%	37.6%	21.6%
Q8-4. Diversity of existing retail, restaurant & other commercial businesses	12.8%	38.3%	31.9%	12.0%	5.0%
Q8-5. Efforts to attract new businesses to community	5.4%	17.4%	29.5%	31.0%	16.7%
Q8-6. Current level of economic vitality throughout City commercial districts	4.2%	24.5%	35.6%	26.0%	9.7%

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

Q9. Top choice	Number	Percent
Overall quality of new residential development	58	10.6 %
Overall quality of new retail development (e.g. stores, restaurants)	63	11.5 %
Redevelopment of abandoned or under-utilized properties	202	36.9 %
Diversity of existing retail, restaurant & other commercial businesses	38	6.9 %
Efforts to attract new businesses to community	89	16.3 %
Current level of economic vitality throughout City commercial districts	37	6.8 %
None chosen	60	11.0 %
Total	547	100.0 %

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

Q9. 2nd choice	Number	Percent
Overall quality of new residential development	41	7.5 %
Overall quality of new retail development (e.g. stores, restaurants)	58	10.6 %
Redevelopment of abandoned or under-utilized properties	124	22.7 %
Diversity of existing retail, restaurant & other commercial businesses	50	9.1 %
Efforts to attract new businesses to community	135	24.7 %
Current level of economic vitality throughout City commercial districts	74	13.5 %
None chosen	65	11.9 %
Total	547	100.0 %

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

Q9. Sum of top 2 choices	Number	Percent
Overall quality of new residential development	99	18.1 %
Overall quality of new retail development (e.g. stores, restaurants)	121	22.1 %
Redevelopment of abandoned or under-utilized properties	326	59.6 %
Diversity of existing retail, restaurant & other commercial businesses	88	16.1 %
Efforts to attract new businesses to community	224	41.0 %
Current level of economic vitality throughout City commercial districts	111	20.3 %
None chosen	60	11.0 %
Total	1029	

Q10. Public Safety Services. Please rate your satisfaction with the following public safety services provided by the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Visibility of police in neighborhoods	26.9%	46.6%	15.9%	5.5%	2.2%	2.9%
Q10-2. Visibility of police in commercial/retail areas	25.0%	48.6%	16.6%	4.0%	1.5%	4.2%
Q10-3. City's efforts to prevent crime	21.2%	38.8%	22.1%	6.9%	2.6%	8.4%
Q10-4. How quickly police respond to emergencies	37.3%	34.7%	8.4%	1.6%	1.1%	16.8%
Q10-5. Enforcement of local traffic laws	19.0%	39.9%	22.3%	8.6%	3.5%	6.8%
Q10-6. Professionalism & courtesy of police officers	30.2%	42.2%	14.3%	2.7%	2.0%	8.6%
Q10-7. Overall quality of police services	31.8%	46.8%	11.0%	1.1%	1.5%	7.9%
Q10-8. How quickly fire personnel respond to emergencies	32.5%	24.7%	7.3%	0.2%	0.4%	34.9%
Q10-9. Quality of City's fire prevention programs	19.9%	23.6%	12.1%	0.0%	0.5%	43.9%
Q10-10. Fire-related education programs	11.7%	18.6%	15.4%	0.9%	0.9%	52.5%
Q10-11. Overall quality of local fire protection	25.8%	29.6%	10.4%	0.0%	0.4%	33.8%
Q10-12. How quickly ambulance personnel respond to emergencies	32.9%	21.2%	7.7%	0.4%	0.2%	37.7%
Q10-13. Overall quality of ambulance service	29.8%	23.0%	7.7%	0.0%	0.5%	38.9%
Q10-14. Police public outreach programs	15.9%	28.0%	17.0%	2.6%	1.6%	34.9%

WITHOUT "DON'T KNOW"

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

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Visibility of police in neighborhoods	27.7%	48.0%	16.4%	5.6%	2.3%
Q10-2. Visibility of police in commercial/retail areas	26.1%	50.8%	17.4%	4.2%	1.5%
Q10-3. City's efforts to prevent crime	23.2%	42.3%	24.2%	7.6%	2.8%
Q10-4. How quickly police respond to emergencies	44.8%	41.8%	10.1%	2.0%	1.3%
Q10-5. Enforcement of local traffic laws	20.4%	42.7%	23.9%	9.2%	3.7%
Q10-6. Professionalism & courtesy of police officers	33.0%	46.2%	15.6%	3.0%	2.2%
Q10-7. Overall quality of police services	34.5%	50.8%	11.9%	1.2%	1.6%
Q10-8. How quickly fire personnel respond to emergencies	50.0%	37.9%	11.2%	0.3%	0.6%
Q10-9. Quality of City's fire prevention programs	35.5%	42.0%	21.5%	0.0%	1.0%
Q10-10. Fire-related education programs	24.6%	39.2%	32.3%	1.9%	1.9%
Q10-11. Overall quality of local fire protection	39.0%	44.8%	15.7%	0.0%	0.6%
Q10-12. How quickly ambulance personnel respond to emergencies	52.8%	34.0%	12.3%	0.6%	0.3%
Q10-13. Overall quality of ambulance service	48.8%	37.7%	12.6%	0.0%	0.9%
Q10-14. Police public outreach programs	24.4%	43.0%	26.1%	3.9%	2.5%

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

Q11. Top choice	Number	Percent
Visibility of police in neighborhoods	175	32.0 %
Visibility of police in commercial/retail areas	23	4.2 %
City's efforts to prevent crime	98	17.9 %
How quickly police respond to emergencies	97	17.7 %
Enforcement of local traffic laws	13	2.4 %
Professionalism & courtesy of police officers	22	4.0 %
Overall quality of police services	27	4.9 %
How quickly fire personnel respond to emergencies	13	2.4 %
Quality of City's fire prevention programs	1	0.2 %
Overall quality of local fire protection	3	0.5 %
How quickly ambulance personnel respond to emergencies	28	5.1 %
Overall quality of ambulance service	7	1.3 %
Police public outreach programs	7	1.3 %
None chosen	33	6.0 %
Total	547	100.0 %

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

Q11. 2nd choice	Number	Percent
Visibility of police in neighborhoods	35	6.4 %
Visibility of police in commercial/retail areas	76	13.9 %
City's efforts to prevent crime	80	14.6 %
How quickly police respond to emergencies	84	15.4 %
Enforcement of local traffic laws	13	2.4 %
Professionalism & courtesy of police officers	24	4.4 %
Overall quality of police services	28	5.1 %
How quickly fire personnel respond to emergencies	91	16.6 %
Quality of City's fire prevention programs	3	0.5 %
Fire-related education programs	7	1.3 %
Overall quality of local fire protection	27	4.9 %
How quickly ambulance personnel respond to emergencies	25	4.6 %
Overall quality of ambulance service	9	1.6 %
Police public outreach programs	8	1.5 %
None chosen	37	6.8 %
Total	547	100.0 %

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

Q11. 3rd choice	Number	Percent
Visibility of police in neighborhoods	27	4.9 %
Visibility of police in commercial/retail areas	27	4.9 %
City's efforts to prevent crime	76	13.9 %
How quickly police respond to emergencies	58	10.6 %
Enforcement of local traffic laws	13	2.4 %
Professionalism & courtesy of police officers	36	6.6 %
Overall quality of police services	22	4.0 %
How quickly fire personnel respond to emergencies	82	15.0 %
Quality of City's fire prevention programs	12	2.2 %
Fire-related education programs	3	0.5 %
Overall quality of local fire protection	26	4.8 %
How quickly ambulance personnel respond to emergencies	79	14.4 %
Overall quality of ambulance service	22	4.0 %
Police public outreach programs	15	2.7 %
None chosen	49	9.0 %
Total	547	100.0 %

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

Q11. 4th choice	Number	Percent
Visibility of police in neighborhoods	32	5.9 %
Visibility of police in commercial/retail areas	27	4.9 %
City's efforts to prevent crime	45	8.2 %
How quickly police respond to emergencies	43	7.9 %
Enforcement of local traffic laws	23	4.2 %
Professionalism & courtesy of police officers	37	6.8 %
Overall quality of police services	41	7.5 %
How quickly fire personnel respond to emergencies	43	7.9 %
Quality of City's fire prevention programs	13	2.4 %
Fire-related education programs	6	1.1 %
Overall quality of local fire protection	33	6.0 %
How quickly ambulance personnel respond to emergencies	63	11.5 %
Overall quality of ambulance service	34	6.2 %
Police public outreach programs	36	6.6 %
None chosen	71	13.0 %
Total	547	100.0 %

SUM OF TOP 4 CHOICES**Q11. Which FOUR of the Public Safety items listed in Question 10 do you think are MOST IMPORTANT for the City to provide? (top 4)**

Q11. Sum of top 4 choices	Number	Percent
Visibility of police in neighborhoods	269	49.2 %
Visibility of police in commercial/retail areas	153	28.0 %
City's efforts to prevent crime	299	54.7 %
How quickly police respond to emergencies	282	51.6 %
Enforcement of local traffic laws	62	11.3 %
Professionalism & courtesy of police officers	119	21.8 %
Overall quality of police services	118	21.6 %
How quickly fire personnel respond to emergencies	229	41.9 %
Quality of City's fire prevention programs	29	5.3 %
Fire-related education programs	16	2.9 %
Overall quality of local fire protection	89	16.3 %
How quickly ambulance personnel respond to emergencies	195	35.6 %
Overall quality of ambulance service	72	13.2 %
Police public outreach programs	66	12.1 %
None chosen	33	6.0 %
Total	2031	

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=547)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q12-1. In your neighborhood during the day	44.6%	44.1%	6.9%	1.3%	0.4%	2.7%
Q12-2. In your neighborhood at night	21.2%	44.2%	21.0%	8.4%	2.6%	2.6%
Q12-3. In City parks	8.2%	33.8%	28.7%	12.2%	3.8%	13.2%
Q12-4. In commercial & retail areas during the day	36.2%	48.3%	10.6%	1.5%	0.7%	2.7%
Q12-5. In commercial & retail areas at night	13.7%	39.7%	25.0%	12.1%	4.0%	5.5%
Q12-6. Overall feeling of safety in Cleveland Heights	19.6%	49.0%	21.9%	6.2%	1.1%	2.2%

WITHOUT "DON'T KNOW"

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=547)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q12-1. In your neighborhood during the day	45.9%	45.3%	7.1%	1.3%	0.4%
Q12-2. In your neighborhood at night	21.8%	45.4%	21.6%	8.6%	2.6%
Q12-3. In City parks	9.5%	38.9%	33.1%	14.1%	4.4%
Q12-4. In commercial & retail areas during the day	37.2%	49.6%	10.9%	1.5%	0.8%
Q12-5. In commercial & retail areas at night	14.5%	42.0%	26.5%	12.8%	4.3%
Q12-6. Overall feeling of safety in Cleveland Heights	20.0%	50.1%	22.4%	6.4%	1.1%

Q13. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Enforcing clean-up of debris on private property	6.6%	26.0%	25.6%	18.5%	9.1%	14.3%
Q13-2. Enforcing mowing & cutting of weeds & tall grass on private property	6.2%	27.2%	25.6%	19.2%	10.6%	11.2%
Q13-3. Enforcing snow removal on sidewalks	3.7%	20.3%	28.7%	20.8%	13.7%	12.8%
Q13-4. Enforcing exterior maintenance of residential property	6.6%	29.1%	26.0%	19.6%	9.7%	9.1%
Q13-5. Enforcing exterior maintenance of business property	6.9%	31.3%	27.6%	12.4%	6.4%	15.4%
Q13-6. Overall quality of building & permit process	4.8%	21.8%	26.3%	8.8%	4.2%	34.2%

WITHOUT "DON'T KNOW"

Q13. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Enforcing clean-up of debris on private property	7.7%	30.3%	29.9%	21.5%	10.7%
Q13-2. Enforcing mowing & cutting of weeds & tall grass on private property	7.0%	30.7%	28.8%	21.6%	11.9%
Q13-3. Enforcing snow removal on sidewalks	4.2%	23.3%	32.9%	23.9%	15.7%
Q13-4. Enforcing exterior maintenance of residential property	7.2%	32.0%	28.6%	21.5%	10.7%
Q13-5. Enforcing exterior maintenance of business property	8.2%	36.9%	32.6%	14.7%	7.6%
Q13-6. Overall quality of building & permit process	7.2%	33.1%	40.0%	13.3%	6.4%

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

Q14. Top choice	Number	Percent
Enforcing clean-up of debris on private property	152	27.8 %
Enforcing mowing & cutting of weeds & tall grass on private property	56	10.2 %
Enforcing snow removal on sidewalks	53	9.7 %
Enforcing exterior maintenance of residential property	144	26.3 %
Enforcing exterior maintenance of business property	52	9.5 %
Overall quality of building & permit process	37	6.8 %
None chosen	53	9.7 %
Total	547	100.0 %

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

Q14. 2nd choice	Number	Percent
Enforcing clean-up of debris on private property	91	16.6 %
Enforcing mowing & cutting of weeds & tall grass on private property	126	23.0 %
Enforcing snow removal on sidewalks	39	7.1 %
Enforcing exterior maintenance of residential property	107	19.6 %
Enforcing exterior maintenance of business property	79	14.4 %
Overall quality of building & permit process	38	6.9 %
None chosen	67	12.2 %
Total	547	100.0 %

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

Q14. Sum of top 2 choices	Number	Percent
Enforcing clean-up of debris on private property	243	44.4 %
Enforcing mowing & cutting of weeds & tall grass on private property	182	33.3 %
Enforcing snow removal on sidewalks	92	16.8 %
Enforcing exterior maintenance of residential property	251	45.9 %
Enforcing exterior maintenance of business property	131	23.9 %
Overall quality of building & permit process	75	13.7 %
None chosen	53	9.7 %
Total	1027	

Q15. Transportation. Please rate your satisfaction with the following aspects of transportation in the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Availability of public transportation	11.0%	29.6%	23.8%	10.4%	2.4%	22.9%
Q15-2. Availability of bicycle lanes	9.9%	29.8%	28.5%	11.5%	4.2%	16.1%
Q15-3. Condition of sidewalks in City	8.6%	38.4%	28.2%	15.2%	3.3%	6.4%
Q15-4. Convenience of parking in City	9.9%	35.6%	26.3%	14.1%	8.4%	5.7%

WITHOUT "DON'T KNOW"

Q15. Transportation. Please rate your satisfaction with the following aspects of transportation in the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of public transportation	14.2%	38.4%	30.8%	13.5%	3.1%
Q15-2. Availability of bicycle lanes	11.8%	35.5%	34.0%	13.7%	5.0%
Q15-3. Condition of sidewalks in City	9.2%	41.0%	30.1%	16.2%	3.5%
Q15-4. Convenience of parking in City	10.5%	37.8%	27.9%	14.9%	8.9%

Q16. Maintenance Services. Please rate your satisfaction with the following services provided by the City using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Maintenance of major City streets	11.3%	41.9%	19.7%	16.6%	7.1%	3.3%
Q16-2. Maintenance of streets in your neighborhood	11.2%	41.1%	22.5%	15.9%	6.4%	2.9%
Q16-3. Snow removal on major City streets	23.2%	51.0%	11.9%	6.8%	3.8%	3.3%
Q16-4. Snow removal on streets in your neighborhood	15.2%	40.6%	18.8%	13.9%	7.9%	3.7%
Q16-5. Mowing & trimming along City streets & other public areas	14.8%	48.4%	21.2%	7.5%	2.0%	6.0%
Q16-6. Overall cleanliness of City streets & other public areas	13.3%	48.8%	24.3%	8.4%	2.0%	3.1%
Q16-7. Adequacy of City street lighting	12.8%	51.9%	20.3%	9.7%	2.7%	2.6%
Q16-8. Tree trimming & urban forestry along City streets & other public areas	13.7%	42.4%	26.3%	9.3%	3.1%	5.1%

WITHOUT "DON'T KNOW"

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

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Maintenance of major City streets	11.7%	43.3%	20.4%	17.2%	7.4%
Q16-2. Maintenance of streets in your neighborhood	11.5%	42.4%	23.2%	16.4%	6.6%
Q16-3. Snow removal on major City streets	24.0%	52.7%	12.3%	7.0%	4.0%
Q16-4. Snow removal on streets in your neighborhood	15.7%	42.1%	19.5%	14.4%	8.2%
Q16-5. Mowing & trimming along City streets & other public areas	15.8%	51.6%	22.6%	8.0%	2.1%
Q16-6. Overall cleanliness of City streets & other public areas	13.8%	50.4%	25.1%	8.7%	2.1%
Q16-7. Adequacy of City street lighting	13.1%	53.3%	20.8%	9.9%	2.8%
Q16-8. Tree trimming & urban forestry along City streets & other public areas	14.5%	44.7%	27.7%	9.8%	3.3%

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

Q17. Top choice	Number	Percent
Maintenance of major City streets	294	53.7 %
Maintenance of streets in your neighborhood	45	8.2 %
Snow removal on major City streets	81	14.8 %
Snow removal on streets in your neighborhood	23	4.2 %
Mowing & trimming along City streets & other public areas	3	0.5 %
Overall cleanliness of City streets & other public areas	35	6.4 %
Adequacy of City street lighting	24	4.4 %
Tree trimming & urban forestry along City streets & other public areas	8	1.5 %
None chosen	34	6.2 %
Total	547	100.0 %

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

Q17. 2nd choice	Number	Percent
Maintenance of major City streets	50	9.1 %
Maintenance of streets in your neighborhood	129	23.6 %
Snow removal on major City streets	161	29.4 %
Snow removal on streets in your neighborhood	74	13.5 %
Mowing & trimming along City streets & other public areas	11	2.0 %
Overall cleanliness of City streets & other public areas	39	7.1 %
Adequacy of City street lighting	29	5.3 %
Tree trimming & urban forestry along City streets & other public areas	15	2.7 %
None chosen	39	7.1 %
Total	547	100.0 %

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

Q17. 3rd choice	Number	Percent
Maintenance of major City streets	41	7.5 %
Maintenance of streets in your neighborhood	48	8.8 %
Snow removal on major City streets	92	16.8 %
Snow removal on streets in your neighborhood	69	12.6 %
Mowing & trimming along City streets & other public areas	22	4.0 %
Overall cleanliness of City streets & other public areas	120	21.9 %
Adequacy of City street lighting	66	12.1 %
Tree trimming & urban forestry along City streets & other public areas	37	6.8 %
None chosen	52	9.5 %
Total	547	100.0 %

SUM OF TOP 3 CHOICES

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

Q17. Sum of top 3 choices	Number	Percent
Maintenance of major City streets	385	70.4 %
Maintenance of streets in your neighborhood	222	40.6 %
Snow removal on major City streets	334	61.1 %
Snow removal on streets in your neighborhood	166	30.3 %
Mowing & trimming along City streets & other public areas	36	6.6 %
Overall cleanliness of City streets & other public areas	194	35.5 %
Adequacy of City street lighting	119	21.8 %
Tree trimming & urban forestry along City streets & other public areas	60	11.0 %
None chosen	34	6.2 %
Total	1550	

Q18. Parks and Recreation. Have you or other members of your household visited a Cleveland Heights City park during the past 12 Months?

Q18. Have you visited a Cleveland Heights City park during past 12 Months	Number	Percent
Yes	375	68.6 %
No	140	25.6 %
Don't know	32	5.9 %
Total	547	100.0 %

WITHOUT "DON'T KNOW"**Q18. Parks and Recreation. Have you or other members of your household visited a Cleveland Heights City park during the past 12 Months? (without "don't know")**

Q18. Have you visited a Cleveland Heights City park during past 12 Months	Number	Percent
Yes	375	72.8 %
No	140	27.2 %
Total	515	100.0 %

Q19. Have you or other members of your household visited the Cleveland Heights Community Center during the past 12 months?

Q19. Have you visited Cleveland Heights Community Center during past 12 months	Number	Percent
Yes	286	52.3 %
No	239	43.7 %
Don't know	22	4.0 %
Total	547	100.0 %

WITHOUT "DON'T KNOW"**Q19. Have you or other members of your household visited the Cleveland Heights Community Center during the past 12 months? (without "don't know")**

Q19. Have you visited Cleveland Heights Community Center during past 12 months	Number	Percent
Yes	286	54.5 %
No	239	45.5 %
Total	525	100.0 %

Q20. Have you or other members of your household participated in any Parks and Recreation programs offered by the City of Cleveland Heights (e.g. fitness class, summer camp, outdoor sports) during the past 12 months?

Q20. Have you participated in any Parks & Recreation programs offered by City of Cleveland Heights during past 12 months

	Number	Percent
Yes	145	26.5 %
No	375	68.6 %
Don't know	27	4.9 %
Total	547	100.0 %

WITHOUT "DON'T KNOW"

Q20. Have you or other members of your household participated in any Parks and Recreation programs offered by the City of Cleveland Heights (e.g. fitness class, summer camp, outdoor sports) during the past 12 months? (without "don't know")

Q20. Have you participated in any Parks & Recreation programs offered by City of Cleveland Heights during past 12 months

	Number	Percent
Yes	145	27.9 %
No	375	72.1 %
Total	520	100.0 %

Q21. Please rate your satisfaction with the following aspects of Parks and Recreation in the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Maintenance of City parks	20.1%	43.0%	16.3%	2.4%	0.9%	17.4%
Q21-2. Number of City parks	18.3%	41.1%	19.0%	4.8%	0.9%	15.9%
Q21-3. Number of walking & biking trails	12.8%	34.9%	22.1%	9.3%	0.7%	20.1%
Q21-4. Cumberland Pool & programs	13.2%	21.4%	19.0%	2.4%	0.7%	43.3%
Q21-5. Quality of outdoor athletic fields	8.2%	27.8%	17.7%	2.6%	0.4%	43.3%
Q21-6. Youth recreation opportunities	8.2%	24.9%	15.5%	2.6%	1.3%	47.5%
Q21-7. Adult recreation opportunities	11.7%	32.0%	18.5%	3.3%	1.1%	33.5%
Q21-8. Senior recreation opportunities	12.8%	26.3%	15.0%	1.1%	0.9%	43.9%
Q21-9. City's youth athletic programs	6.9%	20.5%	16.6%	2.0%	0.7%	53.2%
Q21-10. City's adult athletic programs	6.9%	23.0%	17.7%	2.4%	0.7%	49.2%
Q21-11. Maintenance & appearance of Community Center	23.2%	39.5%	13.5%	0.7%	0.4%	22.7%
Q21-12. Programs & activities offered at Community Center	17.4%	33.1%	15.7%	2.0%	0.9%	30.9%
Q21-13. Quality of instructors & coaches	9.3%	22.7%	15.0%	1.1%	0.2%	51.7%
Q21-14. Ease of registering for programs	12.2%	28.7%	16.1%	2.2%	0.9%	39.9%
Q21-15. Fees charged for recreation programs	10.4%	28.9%	19.4%	5.1%	1.8%	34.4%

WITHOUT "DON'T KNOW"

Q21. Please rate your satisfaction with the following aspects of Parks and Recreation in the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Maintenance of City parks	24.3%	52.0%	19.7%	2.9%	1.1%
Q21-2. Number of City parks	21.7%	48.9%	22.6%	5.7%	1.1%
Q21-3. Number of walking & biking trails	16.0%	43.7%	27.7%	11.7%	0.9%
Q21-4. Cumberland Pool & programs	23.2%	37.7%	33.5%	4.2%	1.3%
Q21-5. Quality of outdoor athletic fields	14.5%	49.0%	31.3%	4.5%	0.6%
Q21-6. Youth recreation opportunities	15.7%	47.4%	29.6%	4.9%	2.4%
Q21-7. Adult recreation opportunities	17.6%	48.1%	27.7%	4.9%	1.6%
Q21-8. Senior recreation opportunities	22.8%	46.9%	26.7%	2.0%	1.6%
Q21-9. City's youth athletic programs	14.8%	43.8%	35.5%	4.3%	1.6%
Q21-10. City's adult athletic programs	13.7%	45.3%	34.9%	4.7%	1.4%
Q21-11. Maintenance & appearance of Community Center	30.0%	51.1%	17.5%	0.9%	0.5%
Q21-12. Programs & activities offered at Community Center	25.1%	47.9%	22.8%	2.9%	1.3%
Q21-13. Quality of instructors & coaches	19.3%	47.0%	31.1%	2.3%	0.4%
Q21-14. Ease of registering for programs	20.4%	47.7%	26.7%	3.6%	1.5%
Q21-15. Fees charged for recreation programs	15.9%	44.0%	29.5%	7.8%	2.8%

Q22. Which THREE of the Parks and Recreation services listed in Question 21 do you think are MOST IMPORTANT for the City to provide?

Q22. Top choice	Number	Percent
Maintenance of City parks	251	45.9 %
Number of City parks	16	2.9 %
Number of walking & biking trails	25	4.6 %
Cumberland Pool & programs	24	4.4 %
Quality of outdoor athletic fields	5	0.9 %
Youth recreation opportunities	40	7.3 %
Adult recreation opportunities	5	0.9 %
Senior recreation opportunities	28	5.1 %
City's youth athletic programs	10	1.8 %
Maintenance & appearance of Community Center	14	2.6 %
Programs & activities offered at Community Center	23	4.2 %
Quality of instructors & coaches	3	0.5 %
Ease of registering for programs	4	0.7 %
Fees charged for recreation programs	10	1.8 %
None chosen	89	16.3 %
Total	547	100.0 %

Q22. Which THREE of the Parks and Recreation services listed in Question 21 do you think are MOST IMPORTANT for the City to provide?

Q22. 2nd choice	Number	Percent
Maintenance of City parks	47	8.6 %
Number of City parks	43	7.9 %
Number of walking & biking trails	66	12.1 %
Cumberland Pool & programs	34	6.2 %
Quality of outdoor athletic fields	14	2.6 %
Youth recreation opportunities	64	11.7 %
Adult recreation opportunities	24	4.4 %
Senior recreation opportunities	27	4.9 %
City's youth athletic programs	16	2.9 %
City's adult athletic programs	2	0.4 %
Maintenance & appearance of Community Center	45	8.2 %
Programs & activities offered at Community Center	43	7.9 %
Quality of instructors & coaches	5	0.9 %
Ease of registering for programs	8	1.5 %
Fees charged for recreation programs	11	2.0 %
None chosen	98	17.9 %
Total	547	100.0 %

Q22. Which THREE of the Parks and Recreation services listed in Question 21 do you think are MOST IMPORTANT for the City to provide?

Q22. 3rd choice	Number	Percent
Maintenance of City parks	33	6.0 %
Number of City parks	22	4.0 %
Number of walking & biking trails	43	7.9 %
Cumberland Pool & programs	20	3.7 %
Quality of outdoor athletic fields	21	3.8 %
Youth recreation opportunities	40	7.3 %
Adult recreation opportunities	15	2.7 %
Senior recreation opportunities	37	6.8 %
City's youth athletic programs	28	5.1 %
City's adult athletic programs	7	1.3 %
Maintenance & appearance of Community Center	44	8.0 %
Programs & activities offered at Community Center	59	10.8 %
Quality of instructors & coaches	18	3.3 %
Ease of registering for programs	12	2.2 %
Fees charged for recreation programs	40	7.3 %
None chosen	108	19.7 %
Total	547	100.0 %

SUM OF TOP 3 CHOICES

Q22. Which THREE of the Parks and Recreation services listed in Question 21 do you think are MOST IMPORTANT for the City to provide? (top 3)

Q22. Sum of top 3 choices	Number	Percent
Maintenance of City parks	331	60.5 %
Number of City parks	81	14.8 %
Number of walking & biking trails	134	24.5 %
Cumberland Pool & programs	78	14.3 %
Quality of outdoor athletic fields	40	7.3 %
Youth recreation opportunities	144	26.3 %
Adult recreation opportunities	44	8.0 %
Senior recreation opportunities	92	16.8 %
City's youth athletic programs	54	9.9 %
City's adult athletic programs	9	1.6 %
Maintenance & appearance of Community Center	103	18.8 %
Programs & activities offered at Community Center	125	22.9 %
Quality of instructors & coaches	26	4.8 %
Ease of registering for programs	24	4.4 %
Fees charged for recreation programs	61	11.2 %
None chosen	89	16.3 %
Total	1435	

Q24. Cain Park. Have you or other members of your household attended a concert or show at Cain Park during the last 12 months?

Q24. Have you attended a concert or show at Cain Park during last 12 months

	Number	Percent
Yes	210	38.4 %
No	337	61.6 %
Total	547	100.0 %

Q24a. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=210)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24a-1. Overall quality of facility	45.7%	45.2%	7.1%	0.5%	0.0%	1.4%
Q24a-2. Overall quality of shows & events	38.6%	46.2%	11.0%	2.4%	1.0%	1.0%
Q24a-3. Variety of shows & events	32.4%	46.7%	14.8%	3.8%	0.5%	1.9%
Q24a-4. Affordability of shows & events	25.7%	50.0%	14.8%	5.2%	0.0%	4.3%
Q24a-5. Ease of purchasing tickets for shows & events	26.2%	49.5%	13.3%	2.9%	0.5%	7.6%
Q24a-6. Overall quality of concessions	14.8%	42.4%	19.0%	9.5%	0.5%	13.8%

WITHOUT "DON'T KNOW"

Q24a. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=210)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24a-1. Overall quality of facility	46.4%	45.9%	7.2%	0.5%	0.0%
Q24a-2. Overall quality of shows & events	38.9%	46.6%	11.1%	2.4%	1.0%
Q24a-3. Variety of shows & events	33.0%	47.6%	15.0%	3.9%	0.5%
Q24a-4. Affordability of shows & events	26.9%	52.2%	15.4%	5.5%	0.0%
Q24a-5. Ease of purchasing tickets for shows & events	28.4%	53.6%	14.4%	3.1%	0.5%
Q24a-6. Overall quality of concessions	17.1%	49.2%	22.1%	11.0%	0.6%

Q25. Communications. Which of the following sources do you currently use to get information about City of Cleveland Heights?

Q25. What sources do you use to get information about

City of Cleveland Heights	Number	Percent
City Focus magazine	350	64.0 %
City e-Newsletter	162	29.6 %
City website	197	36.0 %
City Facebook/Twitter	75	13.7 %
City cable channel	24	4.4 %
Plain Dealer/Sun Press	174	31.8 %
www.cleveland.com	143	26.1 %
Heights Observer	256	46.8 %
City YouTube channel	8	1.5 %
Other	58	10.6 %
Total	1447	

Q25. Other

<u>Q25. Other</u>	<u>Number</u>	<u>Percent</u>
Nextdoor	36	62.1 %
Word of mouth	4	6.9 %
Public library, word of mouth	1	1.7 %
Talk to business owners	1	1.7 %
Future Heights	1	1.7 %
City website	1	1.7 %
Neighborhood emails	1	1.7 %
Facebook and social media, Cleveland Scene	1	1.7 %
Updates created by my landlord and postings in our lobby	1	1.7 %
Google	1	1.7 %
Neighbors	1	1.7 %
Call directly	1	1.7 %
Dispatch	1	1.7 %
TV	1	1.7 %
Newsletter	1	1.7 %
SIGNS/APP	1	1.7 %
COUNCIL MEETINGS	1	1.7 %
Board of Family Connections, PTA through Canterbury, Task Force for Dr. Dixon	1	1.7 %
Talking with other residents and my own personal contact with City	1	1.7 %
<u>STREET ASSOCIATION NEWSLETTER</u>	<u>1</u>	<u>1.7 %</u>
Total	58	100.0 %

Q26. Which of the following do you currently use at home?

<u>Q26. What do you currently use at home</u>	<u>Number</u>	<u>Percent</u>
Facebook	306	55.9 %
YouTube	263	48.1 %
Twitter	93	17.0 %
Text messaging	387	70.7 %
Email	454	83.0 %
Internet	456	83.4 %
Other	31	5.7 %
<u>None</u>	<u>25</u>	<u>4.6 %</u>
Total	2015	

WITHOUT "NONE"**Q26. Which of the following do you currently use at home? (without "none")**

Q26. What do you currently use at home	Number	Percent
Facebook	306	58.6 %
YouTube	263	50.4 %
Twitter	93	17.8 %
Text messaging	387	74.1 %
Email	454	87.0 %
Internet	456	87.4 %
Other	31	5.9 %
Total	1990	

Q26. Other

Q26. Other	Number	Percent
Instagram	14	45.2 %
Phone	6	19.4 %
Mail	3	9.7 %
Nextdoor	1	3.2 %
Reddit	1	3.2 %
Newspaper	1	3.2 %
Monthly newsletter	1	3.2 %
TV	1	3.2 %
Reddit, Instagram	1	3.2 %
Phone, & TV	1	3.2 %
School personnel updates	1	3.2 %
Total	31	100.0 %

Q27. Please rate your satisfaction with the following aspects of communication provided by the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q27-1. Availability of information about City programs & services	14.3%	46.4%	25.0%	4.2%	1.5%	8.6%
Q27-2. City efforts to keep you informed about local issues	13.5%	40.2%	28.2%	8.2%	2.4%	7.5%
Q27-3. Level of public involvement in local decision making	4.0%	24.5%	30.9%	15.5%	5.9%	19.2%
Q27-4. Level of public involvement in City's budget process	2.0%	11.9%	32.5%	16.1%	7.7%	29.8%
Q27-5. Quality of programming on City's cable television channel	1.1%	8.6%	19.7%	3.5%	1.8%	65.3%
Q27-6. Usefulness of City's web page	5.1%	29.8%	27.6%	5.5%	1.5%	30.5%
Q27-7. Usefulness of Focus magazine	18.6%	42.2%	16.1%	1.8%	0.9%	20.3%
Q27-8. Police Department efforts to keep you informed about local public safety issues	16.6%	27.1%	25.2%	6.2%	3.1%	21.8%

WITHOUT "DON'T KNOW"

Q27. Please rate your satisfaction with the following aspects of communication provided by the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=547)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q27-1. Availability of information about City programs & services	15.6%	50.8%	27.4%	4.6%	1.6%
Q27-2. City efforts to keep you informed about local issues	14.6%	43.5%	30.4%	8.9%	2.6%
Q27-3. Level of public involvement in local decision making	5.0%	30.3%	38.2%	19.2%	7.2%
Q27-4. Level of public involvement in City's budget process	2.9%	16.9%	46.4%	22.9%	10.9%
Q27-5. Quality of programming on City's cable television channel	3.2%	24.7%	56.8%	10.0%	5.3%
Q27-6. Usefulness of City's web page	7.4%	42.9%	39.7%	7.9%	2.1%
Q27-7. Usefulness of Focus magazine	23.4%	53.0%	20.2%	2.3%	1.1%
Q27-8. Police Department efforts to keep you informed about local public safety issues	21.3%	34.6%	32.2%	7.9%	4.0%

Q28. Which THREE of the following Community issues do you think should be the City's TOP PRIORITIES over the next TWO years?

Q28. What should be City's top priorities over next two

years	Number	Percent
Neighborhood revitalization	329	60.1 %
Public safety	300	54.8 %
Environmental stewardship	72	13.2 %
Infrastructure maintenance	217	39.7 %
Youth outreach	90	16.5 %
Housing development	80	14.6 %
Retail/commercial district revitalization	219	40.0 %
Business development	154	28.2 %
Improve recreational/cultural amenities	54	9.9 %
Other	24	4.4 %
Total	1539	

Q28. Other

Q28. Other	Number	Percent
Lower taxes	2	8.3 %
Trash collection	1	4.2 %
Education	1	4.2 %
Lower real estate taxes and city income taxes so they are affordable	1	4.2 %
Property tax relief	1	4.2 %
Quality of schools	1	4.2 %
Free ambulance service for residents and taxpayers	1	4.2 %
Redevelopment of abandoned or under utilized properties	1	4.2 %
Senior housing and center	1	4.2 %
Forestry maintenance	1	4.2 %
Severance Center	1	4.2 %
Green choices for housing	1	4.2 %
REDUCE POLICE HARASSMENT	1	4.2 %
RECYCLING AND WASTE REMOVAL	1	4.2 %
Less section 8 houses only in certain areas	1	4.2 %
Adult intramural athletic programs	1	4.2 %
VERY HIGH PROPERTY TAX	1	4.2 %
Vacant property	1	4.2 %
End redevelopment ideas	1	4.2 %
SOCIAL AND FINANCIAL EQUALITY	1	4.2 %
STREET CLEANING	1	4.2 %
LEAF REMOVAL	1	4.2 %
BRING A MOVIE THEATER BACK	1	4.2 %
Total	24	100.0 %

Q29. Which of the following best describes your race/ethnicity?

Q29. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	23	4.2 %
Black/African American	233	42.6 %
White	283	51.7 %
Hispanic	15	2.7 %
American Indian/Eskimo	4	0.7 %
Other	5	0.9 %
Total	563	

Q29. Other

Q29. Other	Number	Percent
Bi-racial	1	20.0 %
European Hispanic	1	20.0 %
Multi-racial	1	20.0 %
Celtic	1	20.0 %
NIGERIAN AMERICAN	1	20.0 %
Total	5	100.0 %

Q30. Including yourself, how many people in your household are...

	Mean	Sum
number	2.2	1161
Under age 10	0.2	119
Ages 10-19	0.2	98
Ages 20-34	0.3	181
Ages 35-54	0.5	291
Ages 55-74	0.7	368
Ages 75+	0.2	104

Q31. Do you own or rent your home?

Q31. Do you own or rent your home	Number	Percent
Own	352	64.4 %
Rent	195	35.6 %
Total	547	100.0 %

WITHOUT "NOT PROVIDED"**Q31. Do you own or rent your home? (without "not provided")**

Q31. Do you own or rent your home	Number	Percent
Own	352	64.4 %
Rent	195	35.6 %
Total	547	100.0 %

Q32. Approximately how many years have you lived in the City of Cleveland Heights?

Q32. How many years have you lived in City of Cleveland Heights	Number	Percent
0-5	124	22.7 %
6-10	37	6.8 %
11-15	45	8.2 %
16-20	40	7.3 %
21-30	89	16.3 %
31+	189	34.6 %
Not provided	23	4.2 %
Total	547	100.0 %

WITHOUT "DON'T KNOW"**Q32. Approximately how many years have you lived in the City of Cleveland Heights? (without "not provided")**

Q32. How many years have you lived in City of Cleveland Heights	Number	Percent
0-5	124	23.7 %
6-10	37	7.1 %
11-15	45	8.6 %
16-20	40	7.6 %
21-30	89	17.0 %
31+	189	36.1 %
Total	524	100.0 %

Q33. Your gender:

Q33. Your gender	Number	Percent
Male	267	48.8 %
Female	275	50.3 %
Other	1	0.2 %
Not provided	4	0.7 %
Total	547	100.0 %

WITHOUT "NOT PROVIDED"**Q33. Your gender: (without "not provided")**

Q33. Your gender	Number	Percent
Male	267	49.2 %
Female	275	50.6 %
Other	1	0.2 %
Total	543	100.0 %

Q33. Other

--- No Response ---

Section 5: *Survey Instrument*



2018 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. You may also complete the survey online at www.ClevelandHeightsSurvey.org. Your responses are confidential. The results of the survey will be tabulated and summarized by ETC Institute. The City will only receive summary information, 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 cursive script that reads "Carol Roe".

Carol Roe
Mayor



2018 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. If you would prefer to take this survey online, you can do so at www.ClevelandHeightsSurvey.org. 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 using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	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, and facilities	5	4	3	2	1	9
5. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
6. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
7. Overall effectiveness of city communication with the public	5	4	3	2	1	9
8. Overall quality of solid waste services (trash, recycling, yard waste)	5	4	3	2	1	9
9. 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 your answers below using the numbers from the list in Question 1.]

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

3. **Perceptions of the City.** Please rate your satisfaction with each of the following items that may influence your perception of the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	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 with regard to each of the following using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

	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 Q5a-c.] ____ (2) No [Skip to Q6.]

5a. Which Department did you contact MOST RECENTLY?

- | | |
|--|-----------------------------------|
| ____(01) Public Works (street maintenance, trash, recycling, yard waste, forestry) | ____(07) Planning and Development |
| ____(02) Police Department | ____(08) Community Relations |
| ____(03) Fire/EMS | ____(09) Building Department |
| ____(04) Community Center | ____(10) Housing Department |
| ____(05) City Manager/City Council | ____(11) Parks and Recreation |
| ____(06) City Hall Information Desk/Receptionist | ____(12) Other: _____ |

5b. How easy was it to contact the person you needed to reach in the Department you indicated in Question 5a?

- | | | |
|-----------------------|------------------------|--------------------|
| ____(1) Very easy | ____(3) Difficult | ____(9) Don't know |
| ____(2) Somewhat easy | ____(4) Very difficult | |

5c. 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 using 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. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	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 (e.g. leaves, brush) removal services	5	4	3	2	1	9
4. 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 your answers below using the numbers from the list in Question 6.]

1st: ____ 2nd: ____

8. **Development and Redevelopment.** Please rate your satisfaction with the following areas of development and redevelopment in Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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 (e.g. stores, restaurants)	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
6.	Current level of economic vitality throughout city commercial districts	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 your answers below using the numbers from the list in Question 8.]

1st: ____ 2nd: ____

10. **Public Safety Services.** Please rate your satisfaction with the following public safety services provided by the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	The visibility of police in neighborhoods	5	4	3	2	1	9
02.	The visibility of police in commercial/retail areas	5	4	3	2	1	9
03.	The city's efforts to prevent crime	5	4	3	2	1	9
04.	How quickly police respond to emergencies	5	4	3	2	1	9
05.	Enforcement of local traffic laws	5	4	3	2	1	9
06.	Professionalism and courtesy of police officers	5	4	3	2	1	9
07.	Overall quality of police services	5	4	3	2	1	9
08.	How quickly fire personnel respond to emergencies	5	4	3	2	1	9
09.	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
14.	Police public outreach programs	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 your answers below using the numbers from the list in Question 10.]

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.

	How safe do you feel...	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 with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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 your answers below using the numbers from the list in Question 13.]

1st: _____ 2nd: _____

15. **Transportation.** Please rate your satisfaction with the following aspects of transportation in the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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 with the following services provided by the city using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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 your answers below using the numbers from the list in Question 16.]

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

18. **Parks and Recreation.** Have you or other members of your household visited a Cleveland Heights City Park during the past 12 Months?

____(1) Yes ____ (2) No ____ (9) Don't know

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

____(1) Yes ____ (2) No ____ (9) Don't know

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

____(1) Yes ____ (2) No ____ (9) Don't know

21. Please rate your satisfaction with the following aspects of Parks and Recreation in the City of Cleveland Heights using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of city parks	5	4	3	2	1	9
02.	Number of city parks	5	4	3	2	1	9
03.	Number of walking and biking trails	5	4	3	2	1	9
04.	Cumberland Pool and programs	5	4	3	2	1	9
05.	Quality of outdoor athletic fields	5	4	3	2	1	9
06.	Youth recreation opportunities	5	4	3	2	1	9
07.	Adult recreation opportunities	5	4	3	2	1	9
08.	Senior recreation opportunities	5	4	3	2	1	9
09.	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

22. Which THREE of the Parks and Recreation services listed above do you think are MOST IMPORTANT for the city to provide? *[Write in your answers below using the numbers from the list in Question 21.]*

1st: ____ 2nd: ____ 3rd: ____

23. 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: _____

24. **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 Q24a.]* ____ (2) No *[Skip to Q25.]*

- 24a. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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

25. Communications. Which of the following sources do you currently use to get information about City of Cleveland Heights? [Check all that apply.]

- ☐ (01) City Focus Magazine
 ☐ (05) City Cable Channel
 ☐ (09) City YouTube Channel
☐ (02) City E-Newsletter
 ☐ (06) Plain Dealer/Sun Press
 ☐ (10) Other: _____
☐ (03) City Website
 ☐ (07) www.cleveland.com
☐ (04) City Facebook/Twitter
 ☐ (08) Heights Observer

26. Which of the following do you currently use at home? [Check all that apply.]

- ☐ (1) Facebook
 ☐ (3) Twitter
 ☐ (5) E-mail
 ☐ (7) Other: _____
☐ (2) YouTube
 ☐ (4) Text Messaging
 ☐ (6) Internet
 ☐ (8) None

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

		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
8.	Police Department efforts to keep you informed about local public safety issues	5	4	3	2	1	9

28. Which THREE of the following community issues do you think should be the city's TOP PRIORITIES over the next TWO years?

- ☐ (01) Neighborhood revitalization
 ☐ (06) Housing development
☐ (02) Public safety
 ☐ (07) Retail/Commercial district revitalization
☐ (03) Environmental stewardship
 ☐ (08) Business development
☐ (04) Infrastructure maintenance
 ☐ (09) Improve recreational/cultural amenities
☐ (05) Youth outreach
 ☐ (10) Other: _____

Demographics

29. Which of the following best describes your race/ethnicity? [Check all that apply.]

- ☐ (1) Asian/Pacific Islander
 ☐ (3) White
 ☐ (5) American Indian/Eskimo
☐ (2) Black/African American
 ☐ (4) Hispanic
 ☐ (6) Other: _____

30. Including yourself, how many people in your household are...

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

31. Do you own or rent your home? ☐ (1) Own ☐ (2) Rent

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

33. Your gender: ☐ (1) Male ☐ (2) Female ☐ (3) Other: _____

34. If you have any other suggestions for improving the quality of city services, please write your suggestions 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.

Name: _____

Phone: _____

Email: _____

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 to the 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.