

# City of Cleveland Heights Community Survey

## Findings Report

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2020

**Submitted to the City of Cleveland Heights, OH**

**by:**

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# Contents

**Executive Summary** ..... i

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

**Section 2: Benchmarking Analysis**..... 59

**Section 3: Importance-Satisfaction Analysis** ..... 82

**Section 4: Tabular Data** ..... 100

**Section 5: Survey Instrument**..... 150

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# 2020 City of Cleveland Heights Community Survey Executive Summary Report

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## Purpose and Methodology

ETC Institute administered a community survey for the City of Cleveland Heights during the summer of 2020. 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 fourth 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, 452 completed the survey. The results for the random sample of 452 households have a 95% level of confidence with a precision of at least +/-4.6%.

The percentage of "don't know/not provided" 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. Since the number of "don't know/not provided" responses often reflects the utilization and awareness of City services, the percentage of "don't know/not provided" responses has been provided in the tabular data section of this report. When the "don't know/not provided" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase *"who had an opinion"* or *"who provided a response."*

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts and graphs, including trends comparing results from 2014 to 2020
- 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

## Major Findings

- **Impacts of COVID-19 Pandemic.** Survey respondents were asked to select various financial situations that have impacted their household as a result of the COVID-19 outbreak. Twenty-six percent (26%) of residents indicated their financial situation has worsened because of COVID-19; 12% indicated their work hours have been reduced, 12% indicated projects/contracts have been postponed, and 10% indicated that sales are down at their company/business. Fifty-six percent (56%) of respondents indicated they have not been impacted financially because of COVID-19.

Eighty-six percent (86%) of respondents, *who had an opinion*, indicated that they have had, or think they will have, problems paying for necessities such as rent/mortgage, food, utilities, etc. during the pandemic. Sixty-nine percent (69%) of respondents surveyed, *who had an opinion*, believe their financial situation will stay the same in the months ahead. Nineteen percent (19%) of residents, *who provided a response*, indicated they or someone in their household has filed for unemployment. Of those who have lost their job, 34% *who provided a response* worked in restaurants, hospitality/entertainment, or the retail industry before the pandemic.

- **Satisfaction with City Services.** Eighty-nine percent (89%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of fire and ambulance services; 79% were satisfied with the quality of police services, 71% 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 (39%).
- **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) quality of solid waste services.
- **Perceptions of the City.** Seventy-two percent (72%) 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; 71% were satisfied with the overall quality of services provided by the City, and 68% were satisfied with the overall quality of the neighborhood in which they live. Residents were least satisfied with the value they received for their City tax dollars and fees (34%).
- **Ratings of the City of Cleveland Heights.** Eighty-four percent (84%) 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 72% were satisfied with the City as a place to visit. Residents were least satisfied with the City as a place to retire (50%).

- **Utility Services.** Seventy-nine percent (79%) 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 75% were satisfied with curbside recycling services. Residents were least satisfied with sewer service (54%).
- **Development and Redevelopment.** Fifty-five percent (55%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the diversity of existing retail, restaurant and commercial businesses in the City, and 31% were satisfied with the quality of new residential development. Residents were least satisfied with the redevelopment of abandoned or under-utilized properties in Cleveland Heights (19%).
- **Public Safety.** Ninety percent (90%) 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; 89% were satisfied with how quickly ambulance personnel respond to emergencies; 88% were satisfied with the overall quality of ambulance service, and 85% were satisfied with how quickly police respond to emergencies. Residents were least satisfied with police-related education programs (53%).
- **Perceptions of Safety in the City.** Ninety-three percent (93%) of residents surveyed, *who had an opinion*, felt safe (rating of 4 or 5 on a 5-point scale) in their neighborhood during the day, and 84% felt safe in commercial and retail areas during the day. Residents felt the least safe in City parks (52%).
- **Code Enforcement.** Forty-seven percent (47%) 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; 47% were satisfied with the enforcement of exterior maintenance of residential property, and 40% were satisfied with the enforcement of clean-up of debris on private property. Residents were least satisfied with the enforcement of snow removal on sidewalks (28%).
- **Transportation.** Fifty-five percent (55%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the convenience of parking in the City, and 54% were satisfied with the availability of bicycle lanes. Residents were least satisfied with the condition of sidewalks in the City (50%).
- **Maintenance 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 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 (56%).

- **Parks and Recreation.** Eighty percent (80%) 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; 73% were satisfied with the maintenance of City parks, 67% were satisfied with the number of City parks, and 67% were satisfied with the ease of registering for programs. Residents were least satisfied with the City's youth athletic programs (59%).

Of the 35% of households that indicated they had attended a concert or show at Cain Park during the previous 12 months, 90% 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; 87% were satisfied with the overall quality of shows and events at Cain Park, and 80% were satisfied with the variety of shows and events. Residents were least satisfied with the overall quality of concessions at Cain Park (62%).

- **City Communications.** Seventy-two percent (72%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information about City programs and services; 70% were satisfied with the usefulness of *Focus* magazine, and 62% were satisfied with the City's efforts to keep them informed about local issues. Residents were least satisfied with the level of public involvement in the City's budget process (25%).

### **Other Findings**

- Of the 57% 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, 83% 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 73% indicated City employees "always" or "usually" gave prompt, accurate and complete answers to questions.
- 65% of residents surveyed indicated they get information about the City of Cleveland Heights from *Focus* magazine; 45% get their City information from the *Heights Observer*, and 42% get information from the City website.

## Short-Term Trends

Satisfaction stayed the same or increased in 56 of the 97 services that were assessed in 2018 and 2020. The City showed significant increases (5% or more) in 10 of these areas. The table below shows the areas where satisfaction has stayed the same or increased since 2018.

Service	2020	2018	Difference	Category
Level of public involvement in decision making	37%	20%	17%	City Communications
Enforcing exterior maint. of residential property	47%	39%	8%	Code Enforcement
Convenience of parking in the City	55%	49%	6%	Transportation
Availability of bicycle lanes	54%	48%	6%	Transportation
Maintenance of City streets/buildings/facilities	49%	43%	6%	Major Categories of City Services
As a place to raise children	70%	64%	6%	Overall Ratings of the City
They gave prompt/accurate/complete answers	73%	67%	6%	Customer Service
Maintenance of major city streets	61%	55%	6%	City Maintenance
Level of public involvement in the budget process	25%	20%	5%	City Communications
Availability of info about City programs/services	72%	67%	5%	City Communications
Diversity of existing retail/restaurant/commercial businesses	55%	51%	4%	Development and Redevelopment
Snow removal on streets in your neighborhood	62%	58%	4%	City Maintenance
Usefulness of the City's web page	54%	50%	4%	City Communications
Redevelopment of abandoned/under-utilized properties	19%	15%	4%	Development and Redevelopment
Quality of programming on City's cable TV channel	32%	28%	4%	City Communications
As a place to live	84%	80%	4%	Overall Ratings of the City
They were courteous and polite	83%	79%	4%	Customer Service
They did what they said they would do in a timely manner	71%	67%	4%	Customer Service
Quality of customer service from City employees	62%	59%	3%	Major Categories of City Services
As a place to retire	50%	47%	3%	Overall Ratings of the City
Overall feeling of safety in Cleveland Heights	73%	70%	3%	Perceptions of Safety
In City parks	52%	49%	3%	Perceptions of Safety
Efforts to keep you informed about local issues	62%	59%	3%	City Communications
Overall quality of services provided by the City	71%	68%	3%	Perceptions of the City
Overall quality of life in the City	72%	70%	2%	Perceptions of the City
Overall image of the City	56%	54%	2%	Perceptions of the City
Residential trash collection services	79%	77%	2%	Utility Services
Quality of new residential development	31%	29%	2%	Development and Redevelopment
How quickly fire personnel respond to emergencies	90%	88%	2%	Public Safety
How quickly ambulance personnel respond to emergencies	89%	87%	2%	Public Safety
The City's efforts to prevent crime	67%	65%	2%	Public Safety
In your neighborhood during the day	93%	91%	2%	Perceptions of Safety
Enforcing clean-up of debris on private property	40%	38%	2%	Code Enforcement
Maintenance of streets in your neighborhood	56%	54%	2%	City Maintenance
Number of walking and biking trails	62%	60%	2%	Parks and Recreation
Enforcing exterior maint. of business property	47%	45%	2%	Code Enforcement
Effectiveness of City communication with public	58%	57%	1%	Major Categories of City Services
Overall quality of your neighborhood	68%	67%	1%	Perceptions of the City
They helped resolved an issue to your satisfaction	68%	67%	1%	Customer Service
Sewer service	54%	53%	1%	Utility Services
Efforts to attract new businesses to the community	23%	22%	1%	Development and Redevelopment
Overall quality of ambulance service	88%	87%	1%	Public Safety
Enforcing mowing/cutting of weeds/tall grass	39%	38%	1%	Code Enforcement
Enforcing snow removal on sidewalks	28%	27%	1%	Code Enforcement
Tree trimming/urban forestry along City streets/public areas	61%	60%	1%	City Maintenance
Overall quality of shows and events	87%	86%	1%	Cain Park
Quality of solid waste services	71%	71%	0%	Major Categories of City Services
As a place to work	54%	54%	0%	Overall Ratings of the City
In commercial/retail areas at night	57%	57%	0%	Perceptions of Safety
Overall quality of building and permit process	40%	40%	0%	Code Enforcement
Condition of sidewalks in the City	50%	50%	0%	Transportation
Snow removal on major City streets	77%	77%	0%	City Maintenance
Mowing/trimming along City streets/public areas	68%	68%	0%	City Maintenance
Adequacy of city street lighting	66%	66%	0%	City Maintenance



## Long-Term Trends

Satisfaction stayed the same or increased in 37 of the 96 services that were assessed in 2014 and 2020. The City showed significant increases (5% or more) in 13 of these areas. The table below shows the areas where satisfaction has stayed the same or increased since 2014.

Service	2020	2014	Difference	Category
Maintenance of major city streets	61%	47%	14%	City Maintenance
Availability of bicycle lanes	54%	42%	12%	Transportation
Overall feeling of safety in Cleveland Heights	73%	62%	11%	Perceptions of Safety
As a place to raise children	70%	60%	10%	Overall Ratings of the City
In commercial/retail areas at night	57%	48%	9%	Perceptions of Safety
In City parks	52%	44%	8%	Perceptions of Safety
The City's efforts to prevent crime	67%	60%	7%	Public Safety
In your neighborhood at night	66%	60%	6%	Perceptions of Safety
Snow removal on major City streets	77%	71%	6%	City Maintenance
Affordability of shows and events	75%	69%	6%	Cain Park
Snow removal on streets in your neighborhood	62%	56%	6%	City Maintenance
Maintenance of streets in your neighborhood	56%	51%	5%	City Maintenance
Quality of the City's fire prevention programs	71%	66%	5%	Public Safety
Overall quality of police services	76%	72%	4%	Public Safety
In your neighborhood during the day	93%	89%	4%	Perceptions of Safety
Number of walking and biking trails	62%	58%	4%	Parks and Recreation
Ease of purchasing tickets for shows/events	77%	73%	4%	Cain Park
Maintenance of City streets/buildings/facilities	49%	45%	4%	Major Categories of City Services
Fire-related education programs	54%	51%	3%	Public Safety
As a place to live	84%	82%	2%	Overall Ratings of the City
How quickly police respond to emergencies	85%	83%	2%	Public Safety
Overall quality of shows and events	87%	85%	2%	Cain Park
Efforts to keep you informed about local issues	62%	60%	2%	City Communications
Redevelopment of abandoned/under-utilized properties	19%	17%	2%	Development and Redevelopment
They helped resolved an issue to your satisfaction	68%	67%	1%	Customer Service
How quickly fire personnel respond to emergencies	90%	89%	1%	Public Safety
Visibility of police in commercial/retail areas	70%	69%	1%	Public Safety
In commercial/retail areas during the day	84%	83%	1%	Perceptions of Safety
Availability of info about City programs/services	72%	71%	1%	City Communications
Overall quality of life in the City	72%	72%	0%	Perceptions of the City
They were courteous and polite	83%	83%	0%	Customer Service
They gave prompt/accurate/complete answers	73%	73%	0%	Customer Service
How quickly ambulance personnel respond to emergencies	89%	89%	0%	Public Safety
Visibility of police in neighborhoods	72%	72%	0%	Public Safety
Mowing/trimming along City streets/public areas	68%	68%	0%	City Maintenance
Cleanliness of city streets/public areas	63%	63%	0%	City Maintenance
Variety of shows and events	80%	80%	0%	Cain Park



## 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:
  - Maintenance of City streets, buildings and facilities
  - Quality of police services
  - Quality of solid waste services
- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
  - **Utility Services:** residential trash collection services and sewer service.
  - **Development and Redevelopment:** redevelopment of abandoned or under-utilized properties and efforts to attract new businesses to the community.
  - **Public Safety Services:** the City's efforts to prevent crime and visibility of police in neighborhoods.

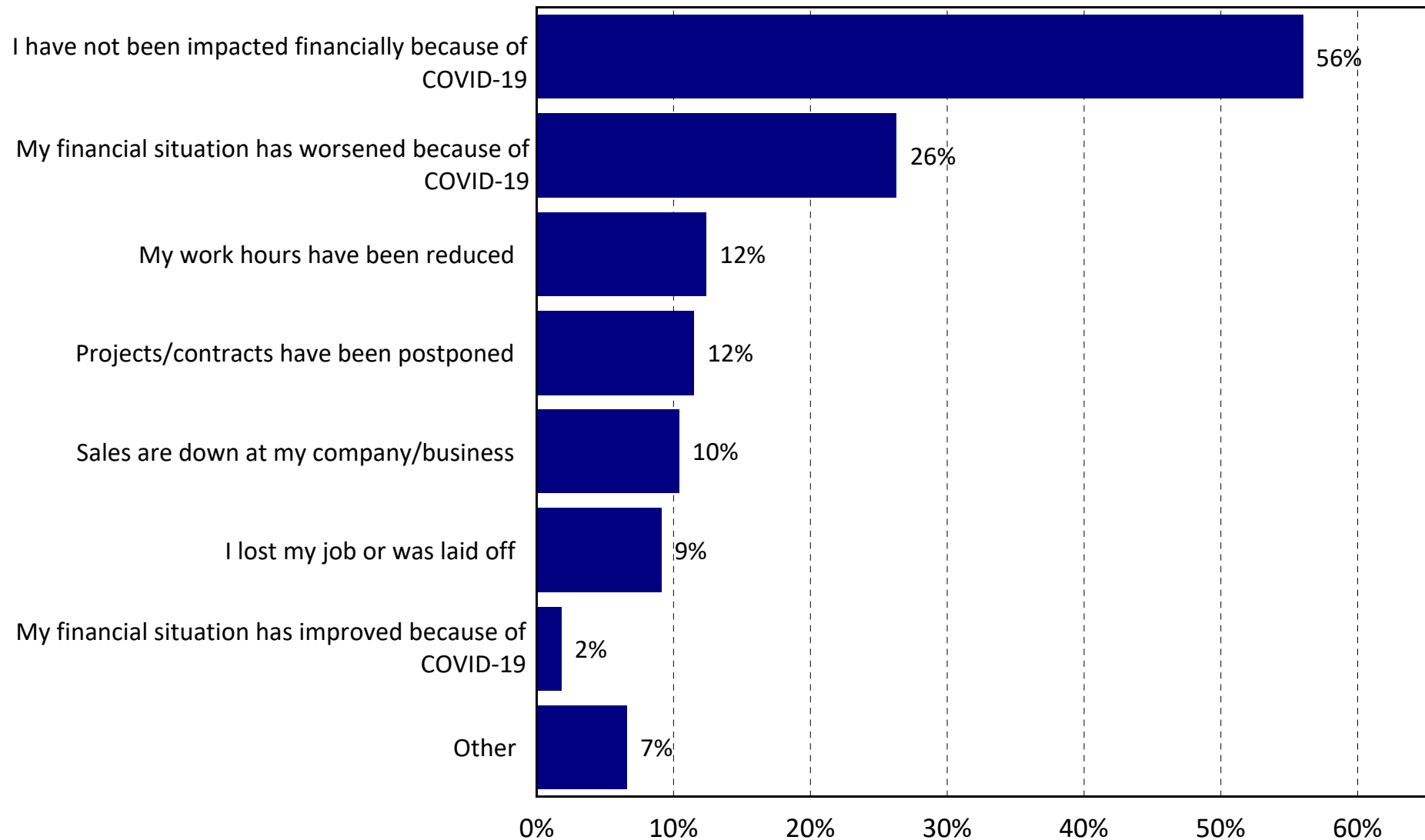
- **Code Enforcement:** enforcing the clean-up of debris on private property and enforcing the exterior maintenance of residential property.
- **Maintenance Services:** maintenance of major City streets and maintenance of neighborhood streets.
- **Parks and Recreation:** maintenance of City parks and youth recreation opportunities.

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

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# Q1. How Residents' Financial Situation Has Been Impacted As a Result of the COVID-19 Outbreak

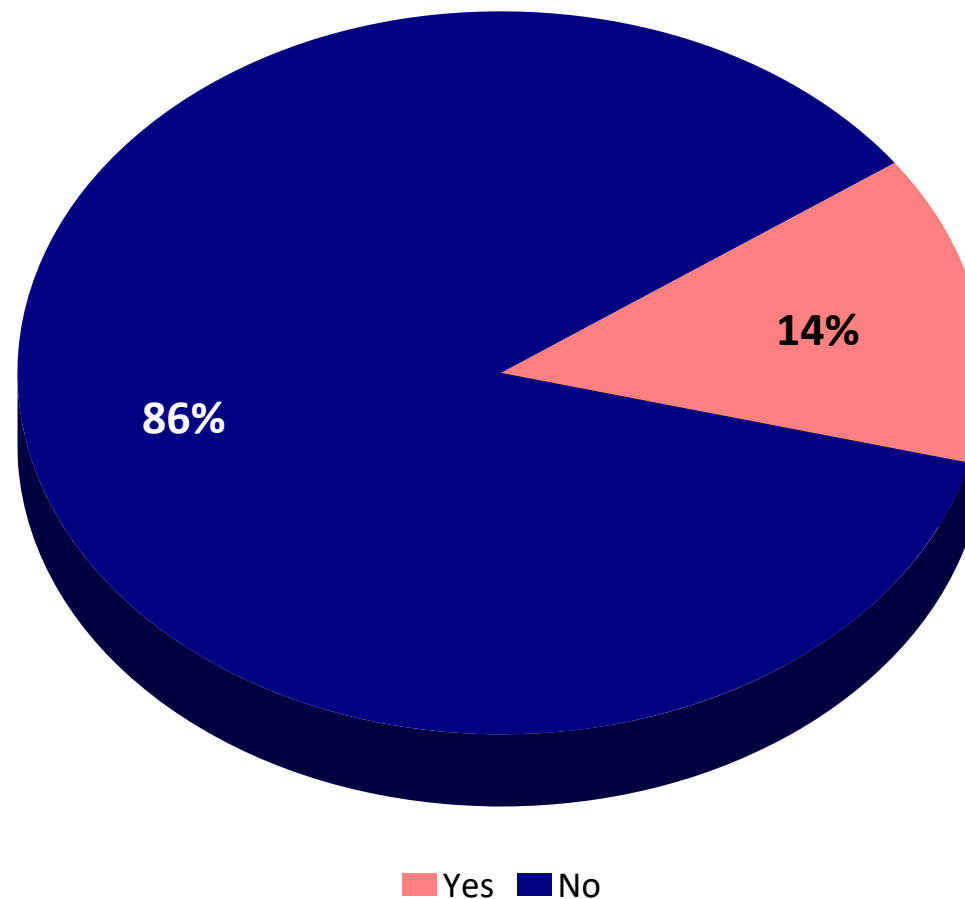
by percentage of respondents (multiple choices could be made)



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q2. Have you had, or do you think you will you have, problems paying for necessities such as rent/mortgage, food, utilities, etc. during the COVID-19 pandemic?

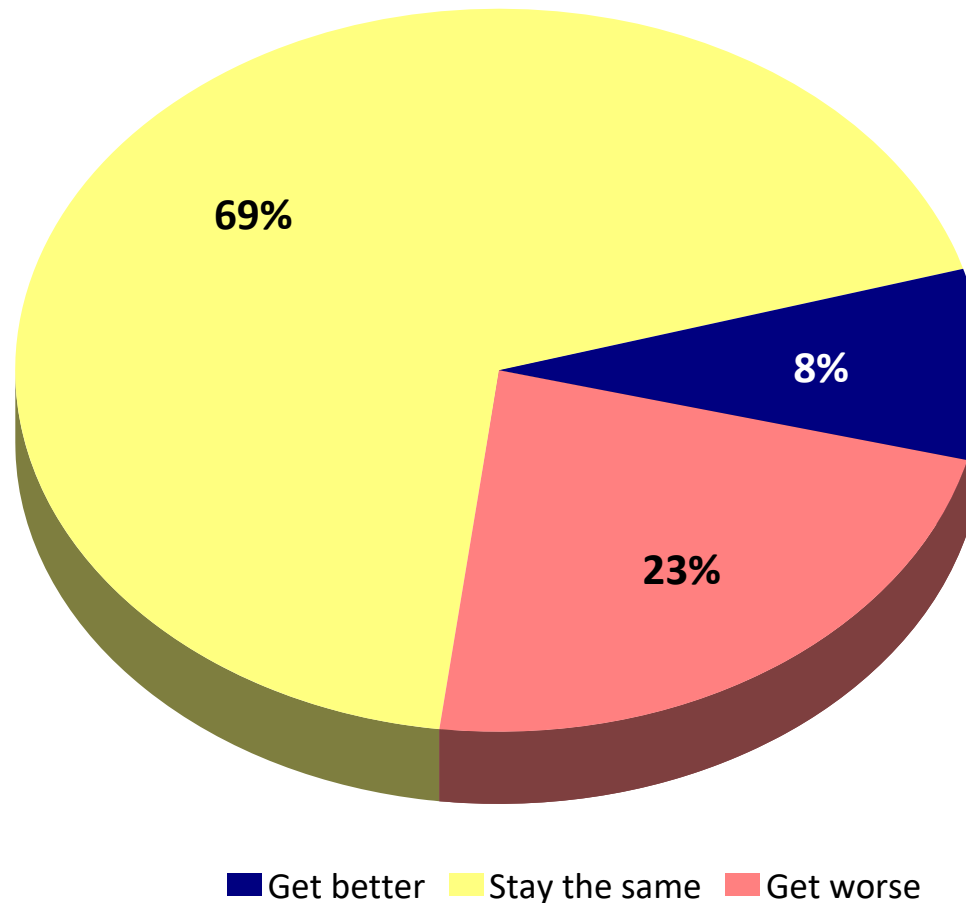
by percentage of respondents (excluding “don't know”)



*Source: ETC Institute (2020 - Cleveland Heights, OH)*

### Q3. How do you think your financial situation will change in the months ahead?

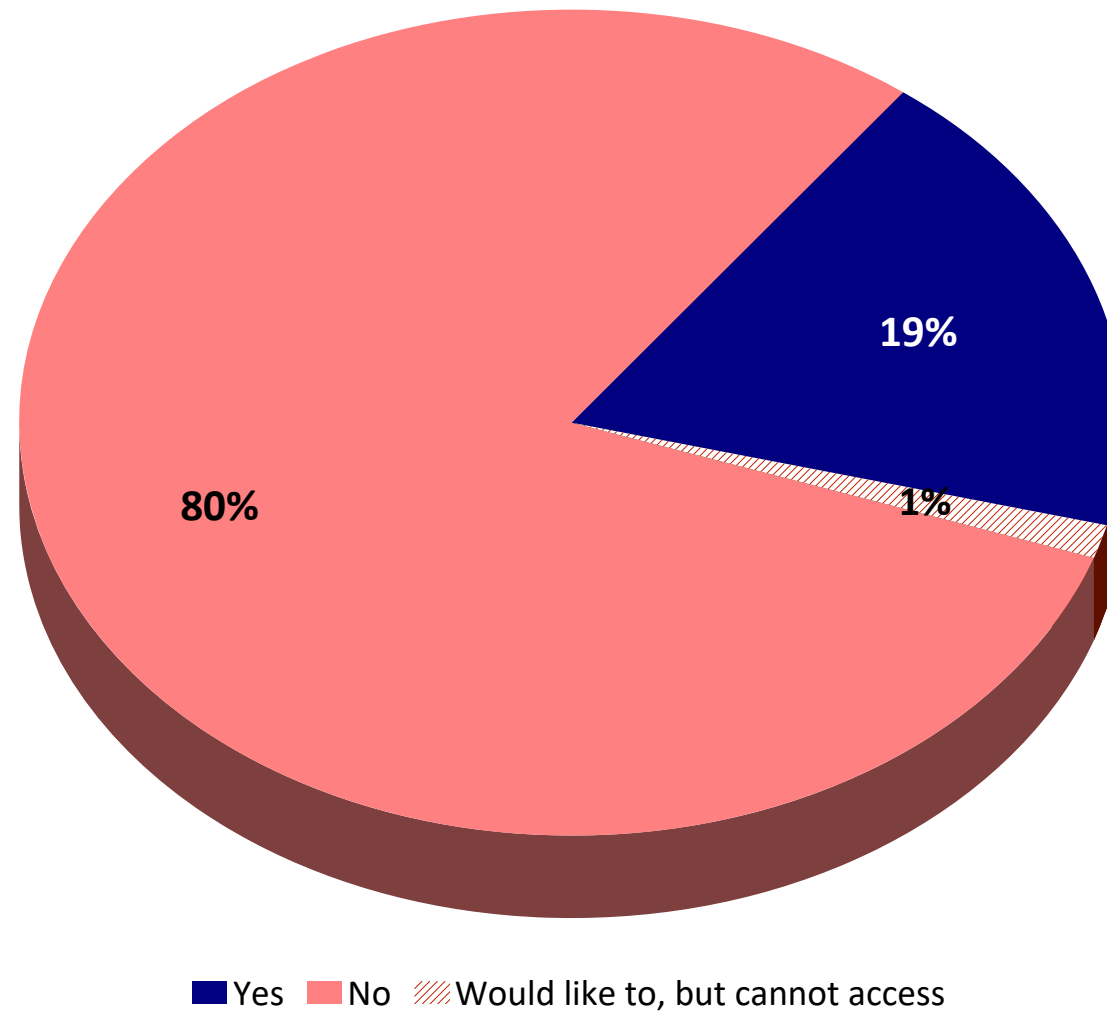
by percentage of respondents (excluding “don't know”)



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q4. Have you or someone in your household filed for unemployment?

by percentage of respondents (excluding “not provided”)

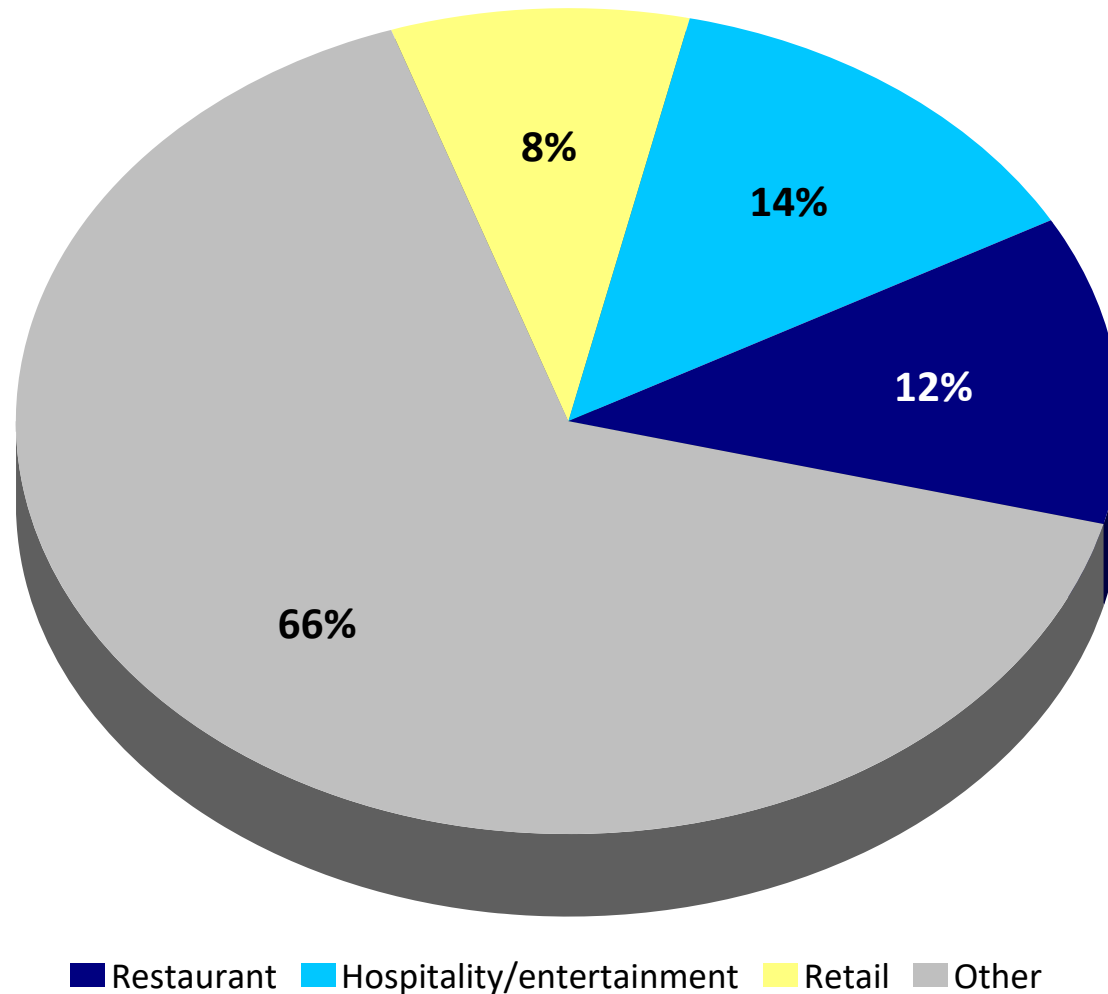


**Source: ETC Institute (2020 - Cleveland Heights, OH)**



## Q5. If you lost your job, what industry did you work in before the COVID-19 pandemic?

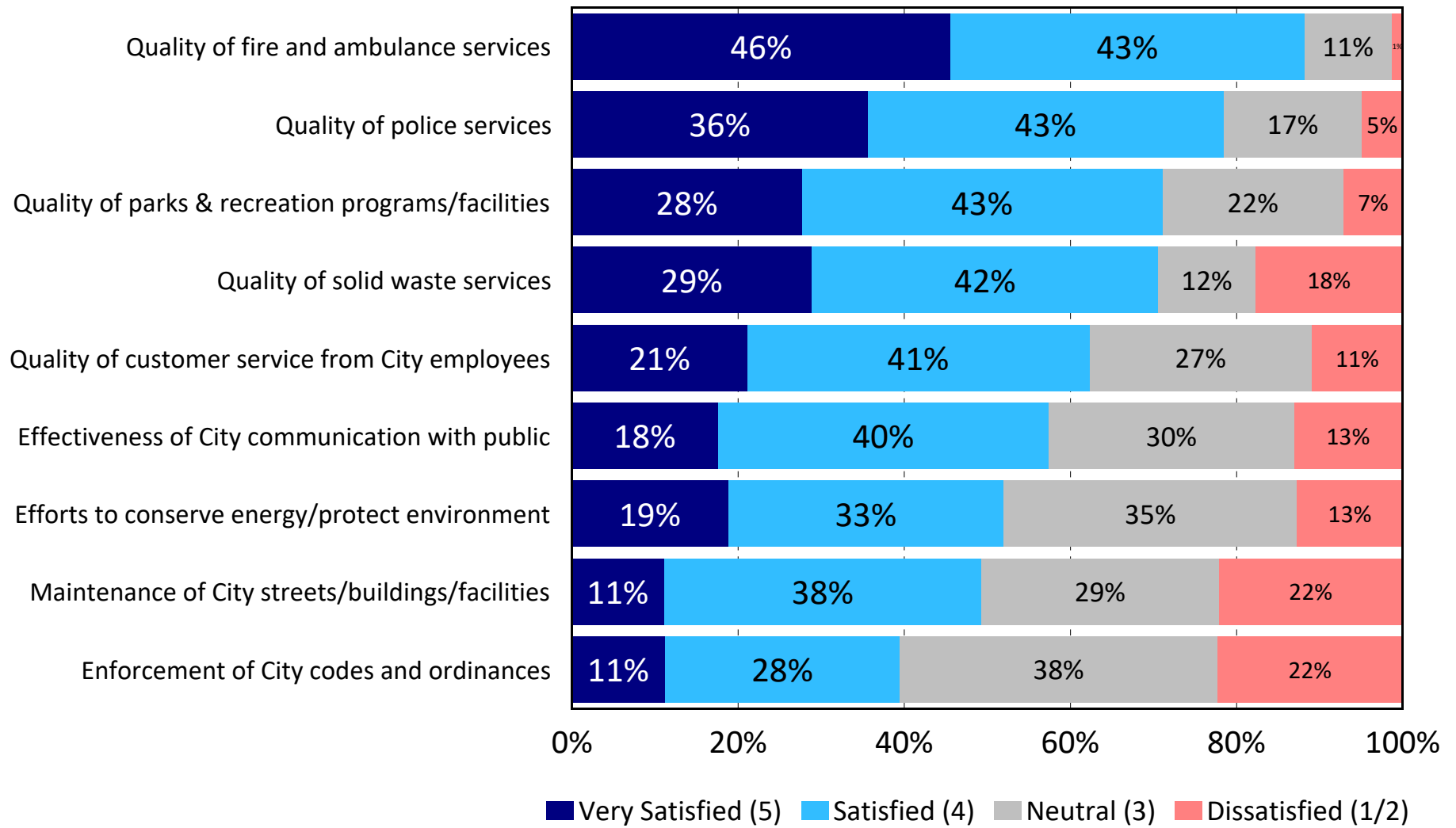
by percentage of respondents who have lost their job (excluding “not provided”)



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q6. Satisfaction with Major Categories of Services Provided by the City

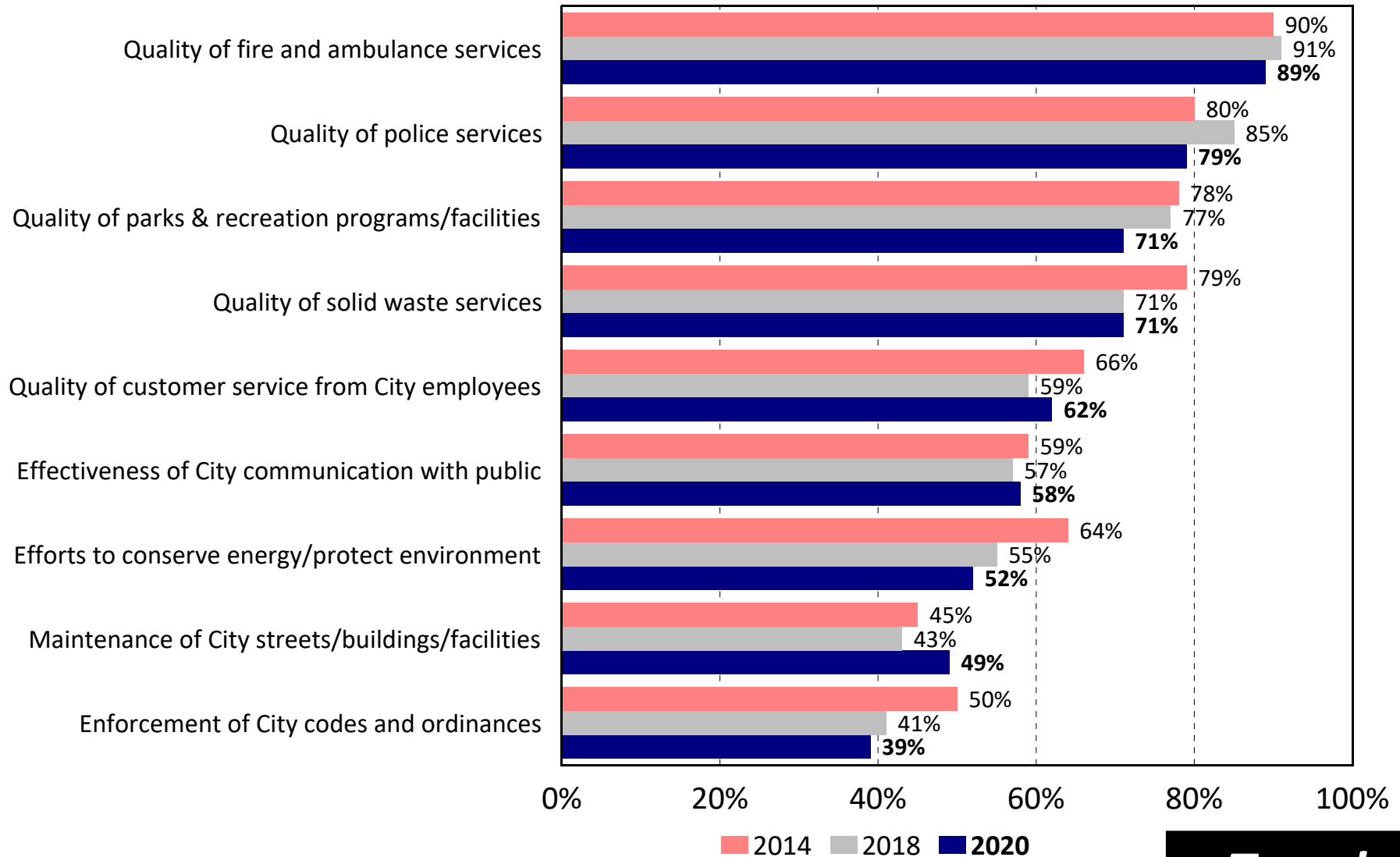
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020 - Cleveland Heights, OH)

# Satisfaction with Major Categories of Services Provided by the City - 2014 to 2020

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

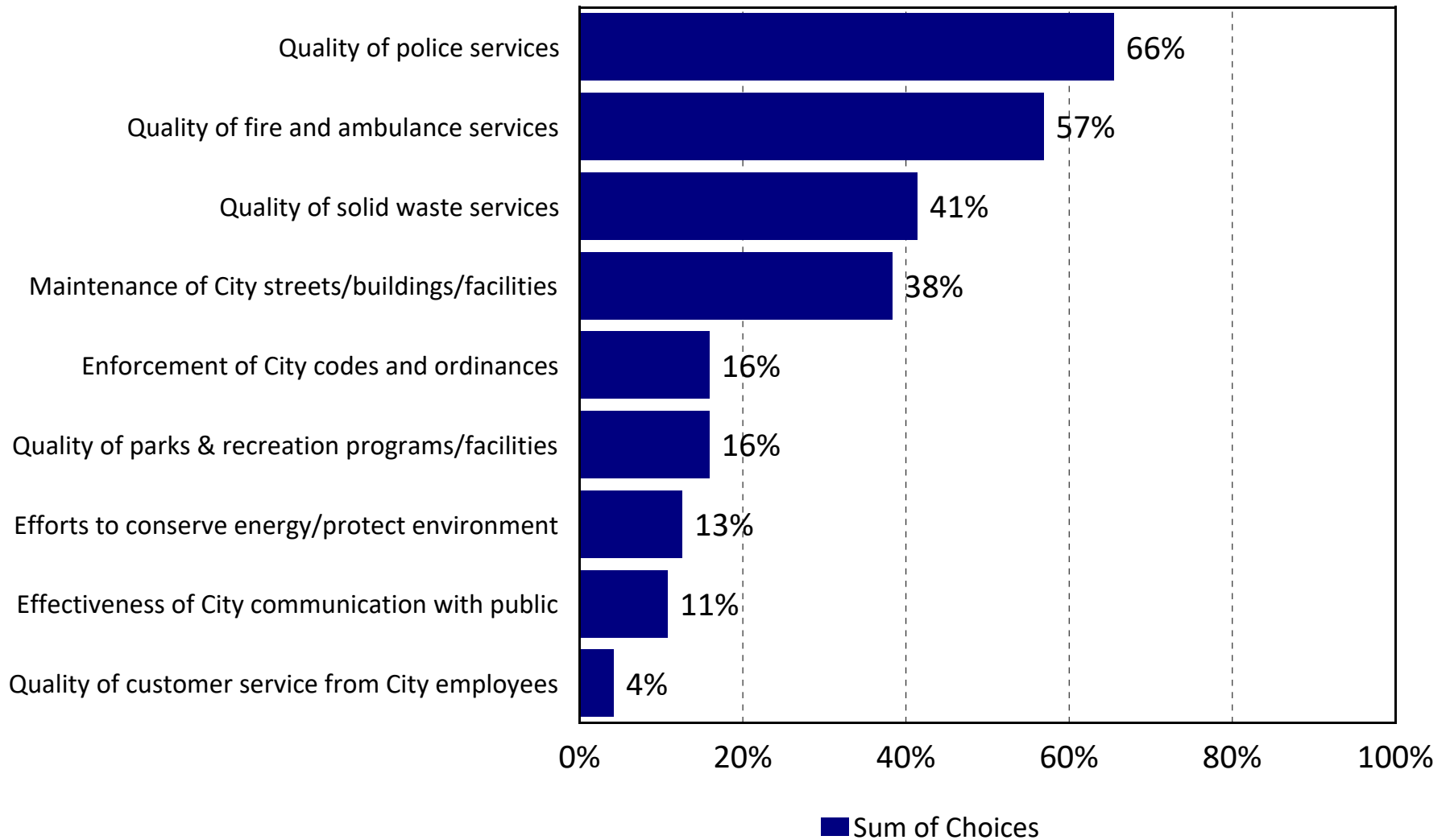


***Trends***

Source: ETC Institute (2020 - Cleveland Heights, OH)

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

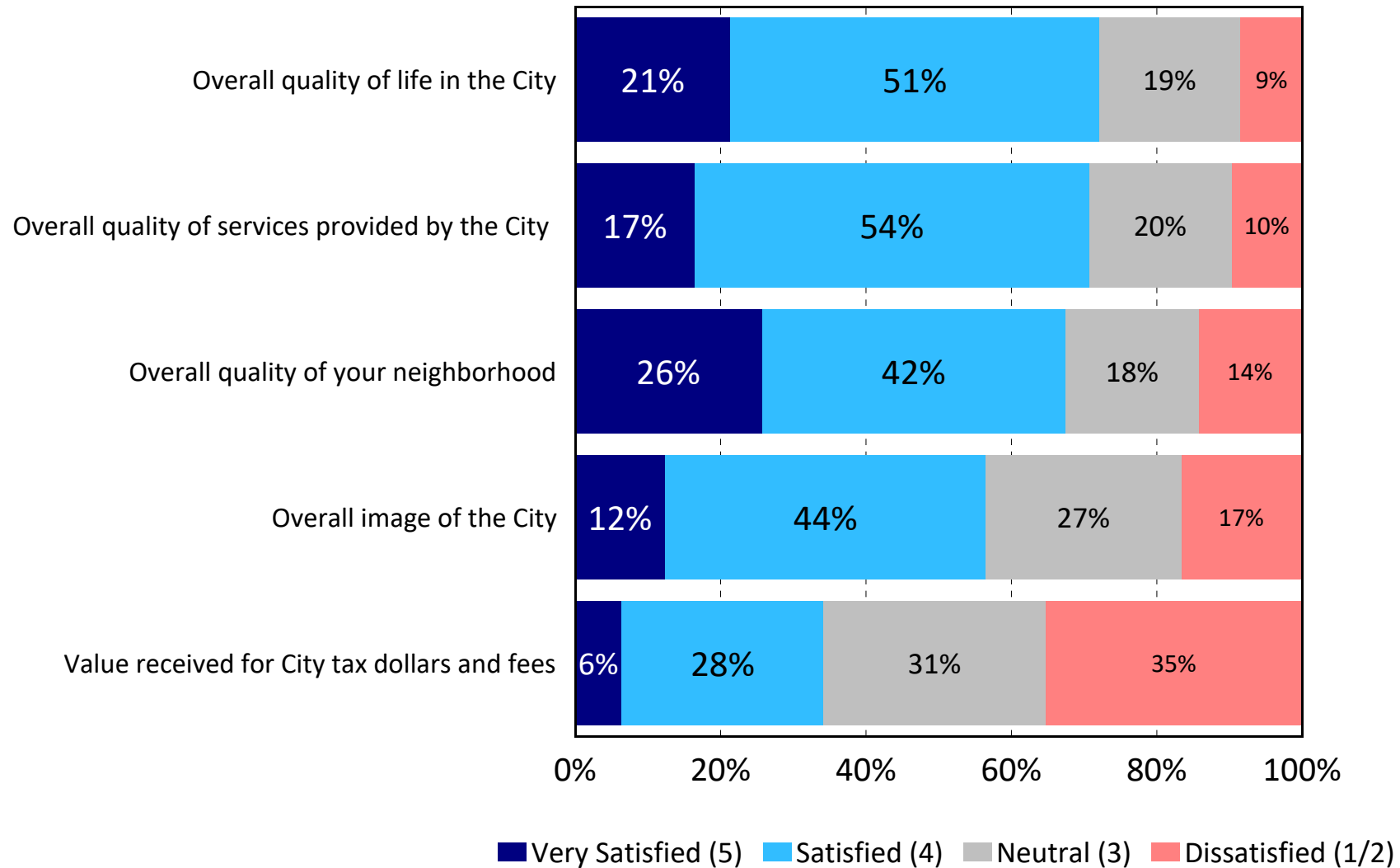
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q8. Satisfaction With Items That Influence the Perception Residents Have of the City

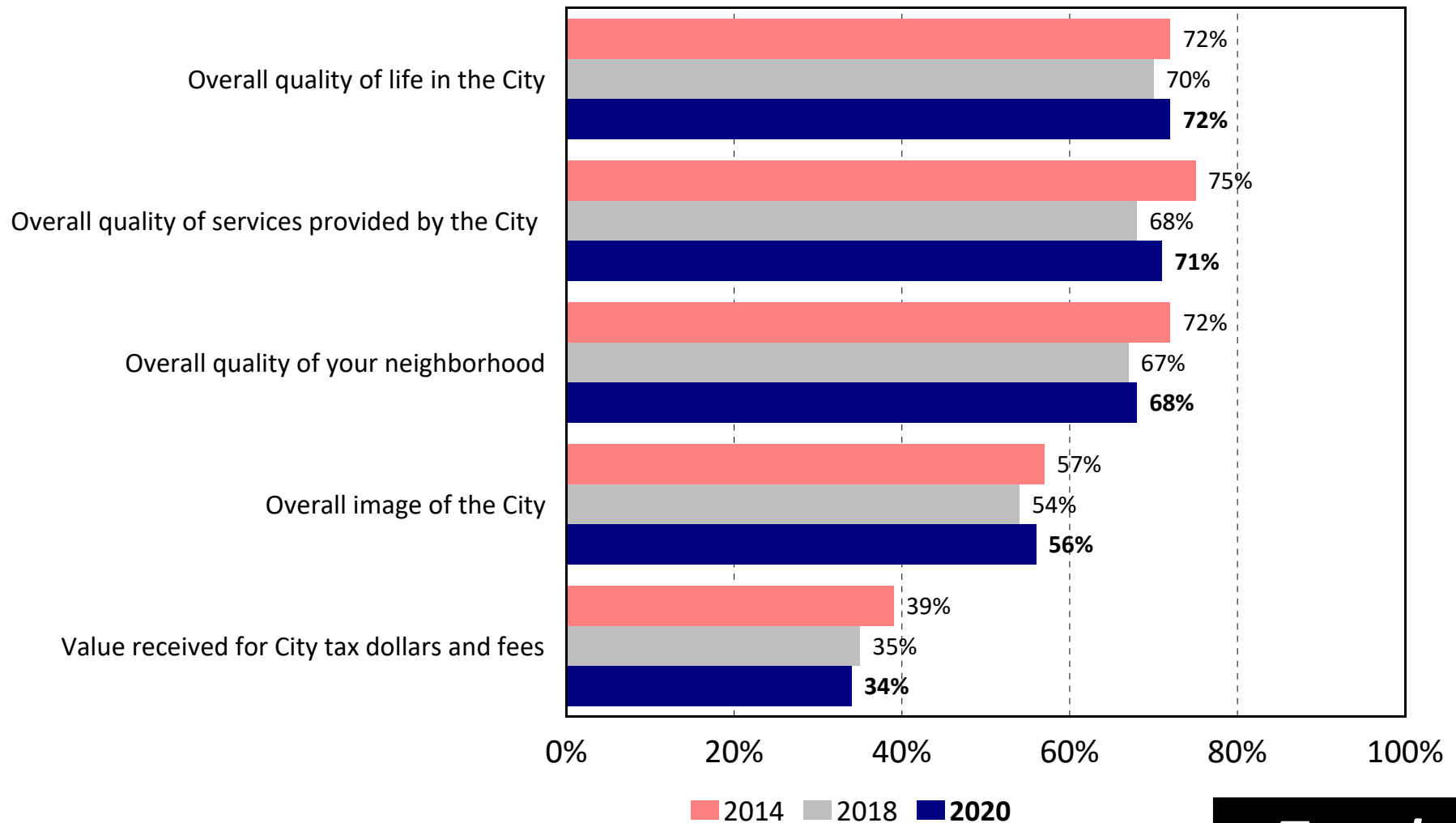
by percentage of respondents (excluding "don't know")



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

# Satisfaction With Items That Influence the Perception Residents Have of the City 2014 to 2020

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

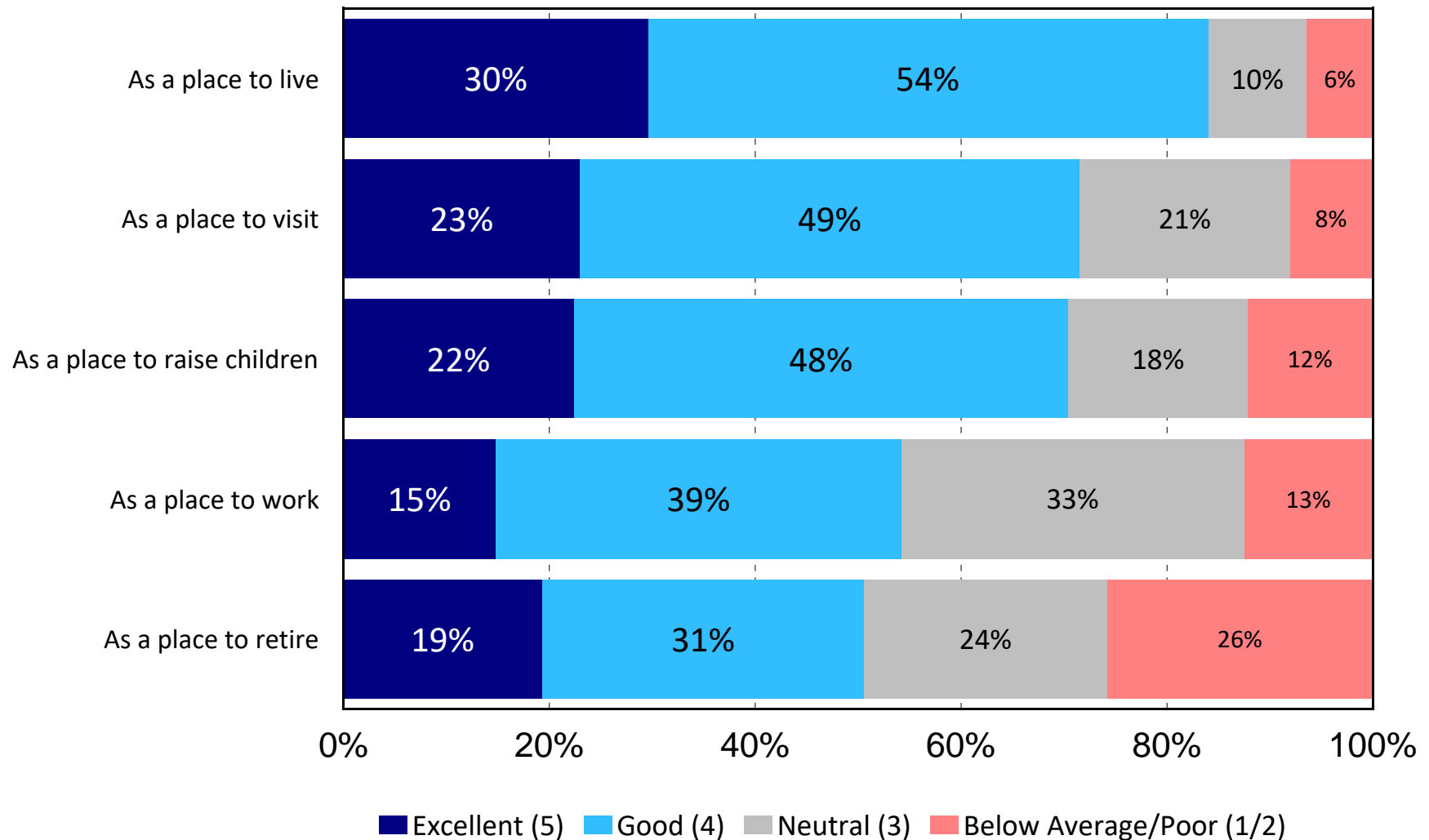


**Trends**

Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q9. Ratings of the City with Regard to the Following:

by percentage of respondents (excluding “don't know”)

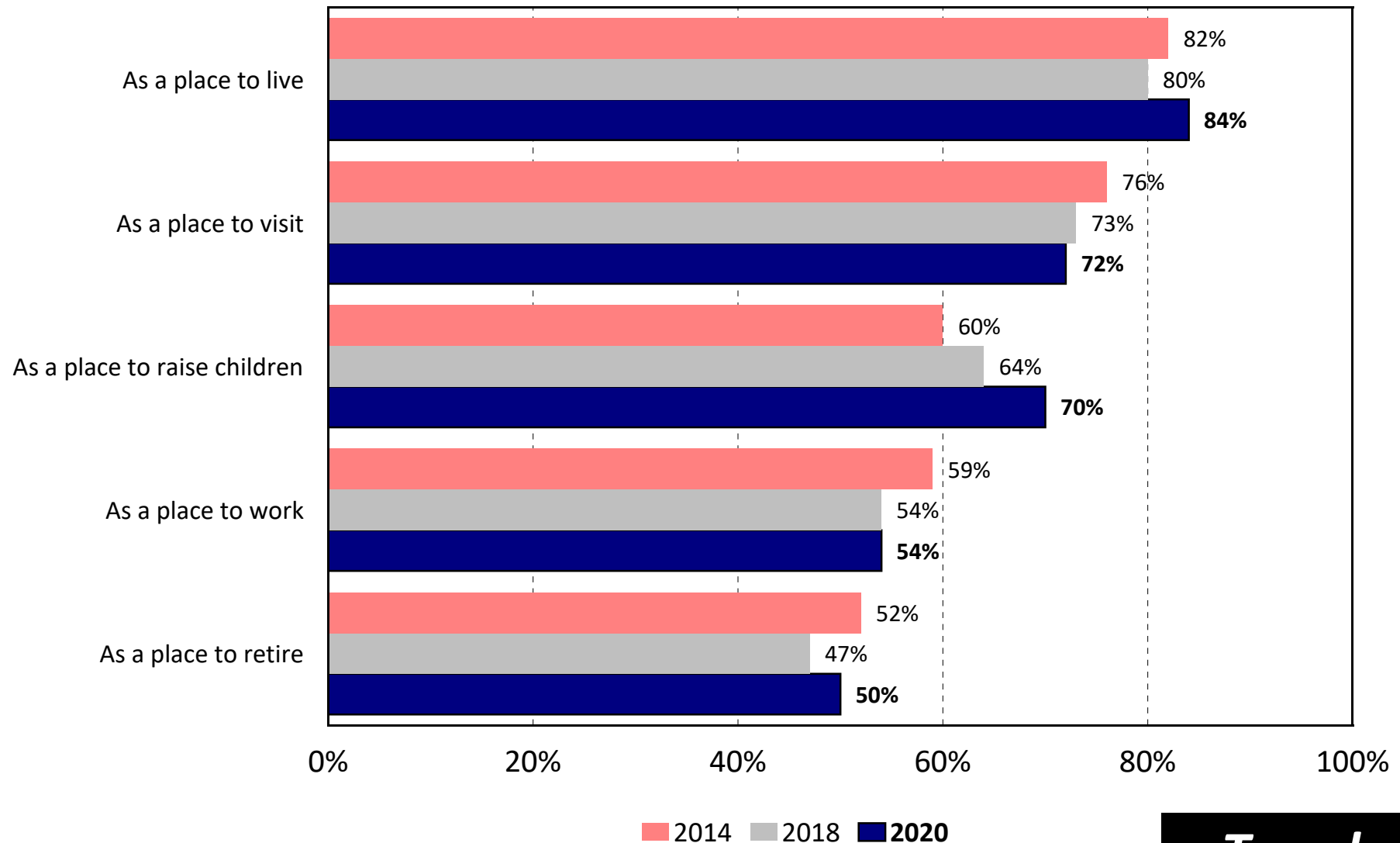


**Source: ETC Institute (2020 - Cleveland Heights, OH)**



## Ratings of the City with Regard to the Following: **2014 to 2020**

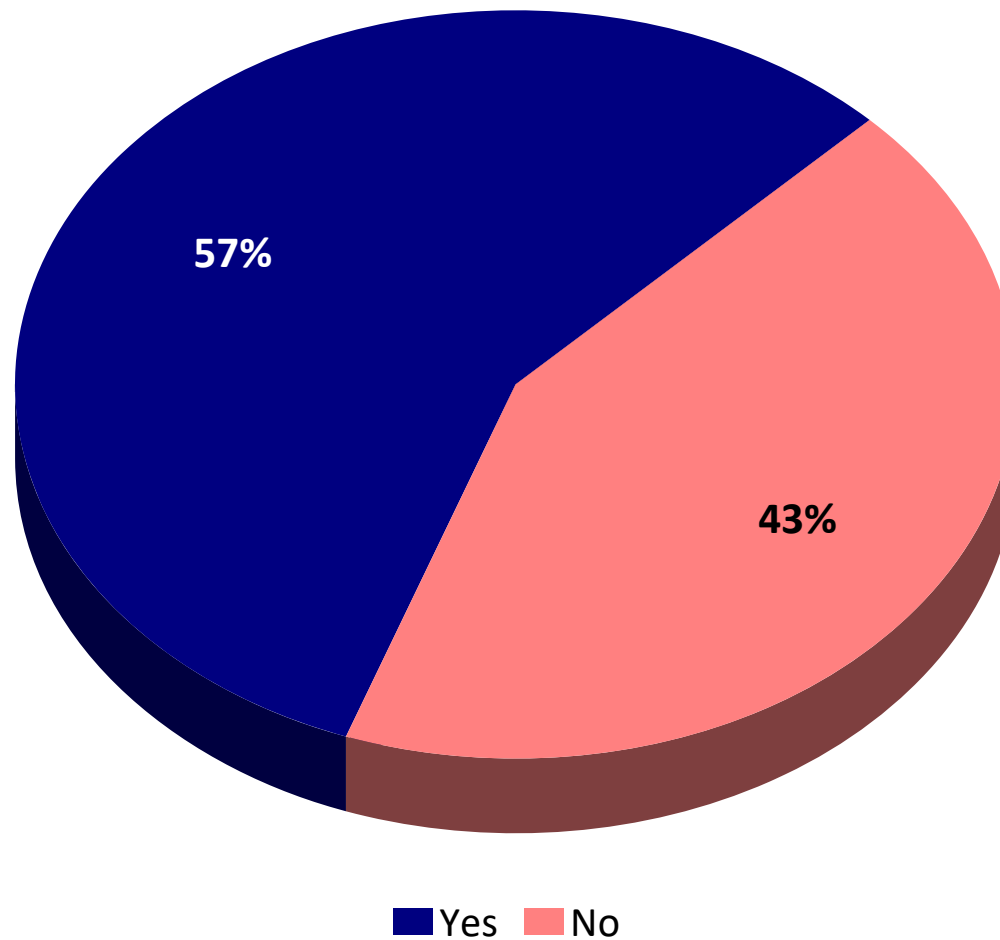
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q10. Have you contacted the City with a question, problem, or complaint during the past year?

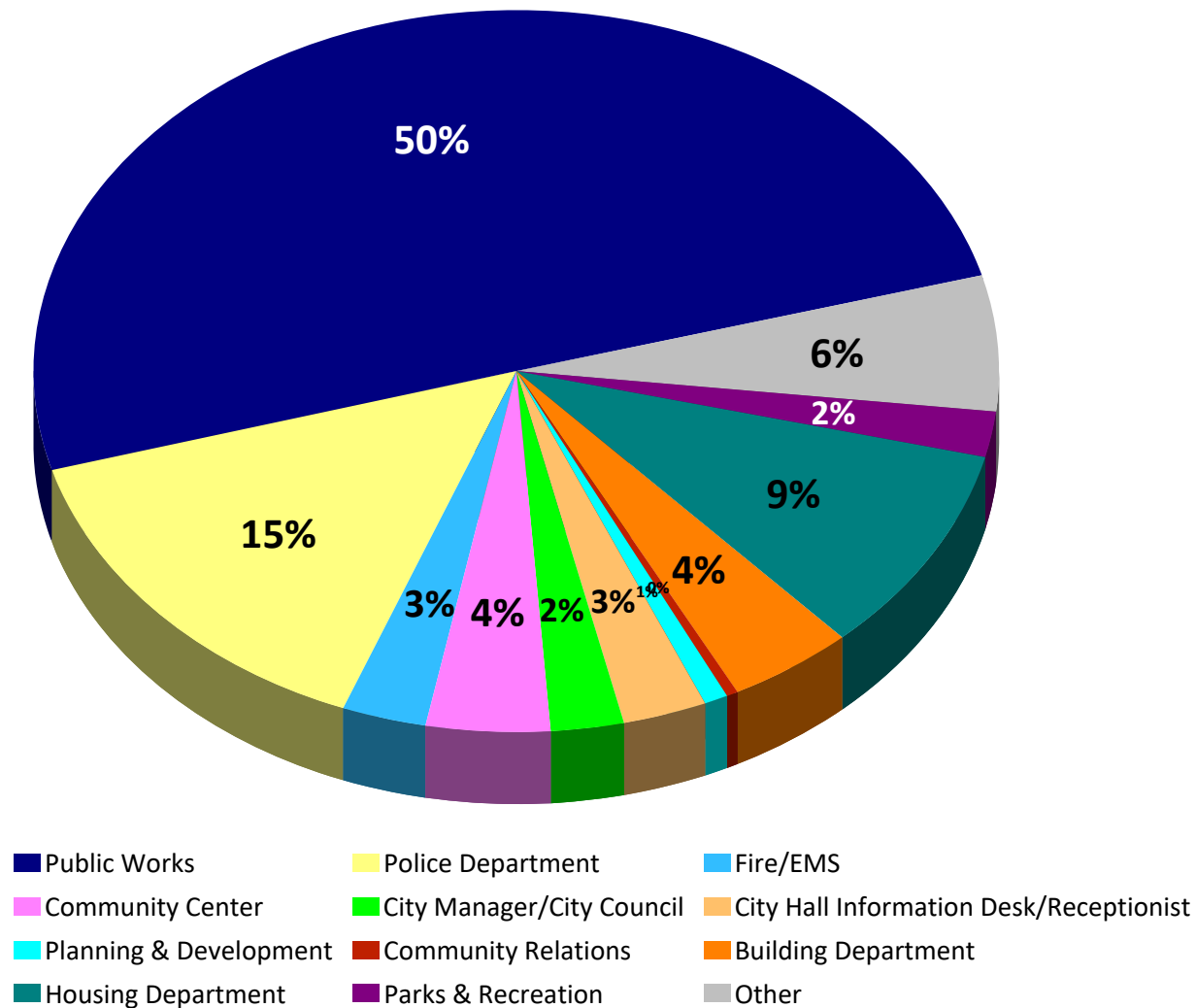
by percentage of respondents



*Source: ETC Institute (2020 - Cleveland Heights, OH)*

## Q10a. If YES, which department did you contact most recently?

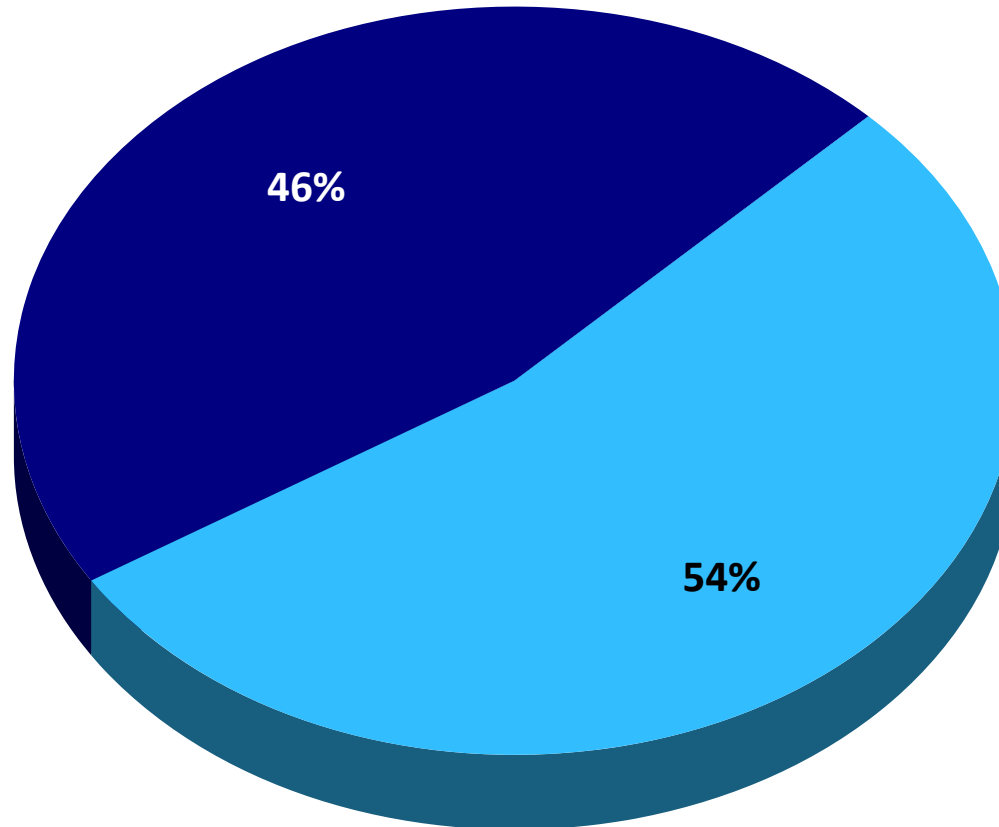
by percentage of respondents who contacted the City (excluding “not provided”)



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q10b. When did you contact the Department?

by percentage of respondents who contacted the City (excluding “not provided”)



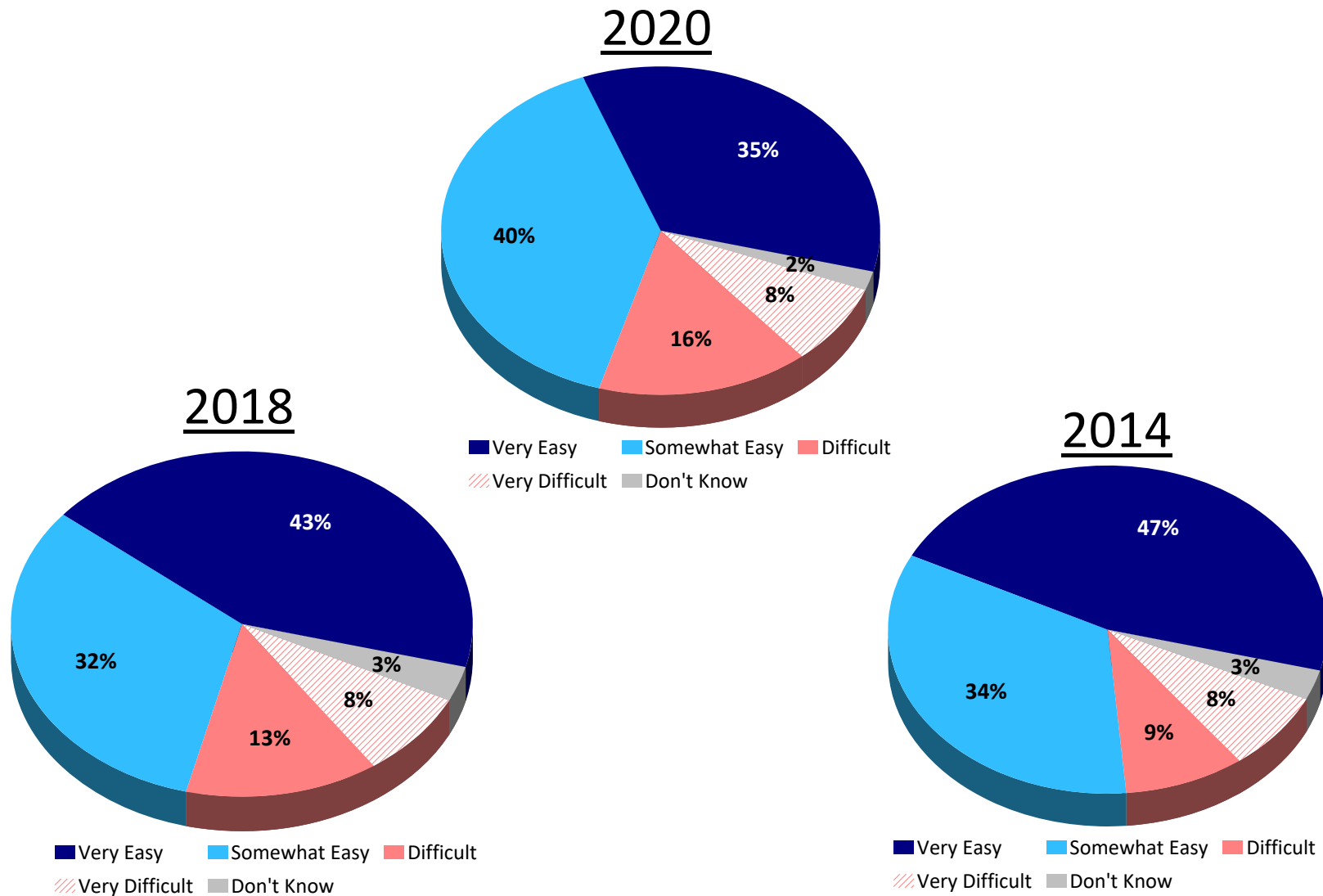
■ Before COVID-19 pandemic (before March 2020)

■ During COVID-19 pandemic (March 2020 through today)

**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q10c. How easy was it to contact the person you needed to reach in the Department?

by percentage of respondents who contacted the City



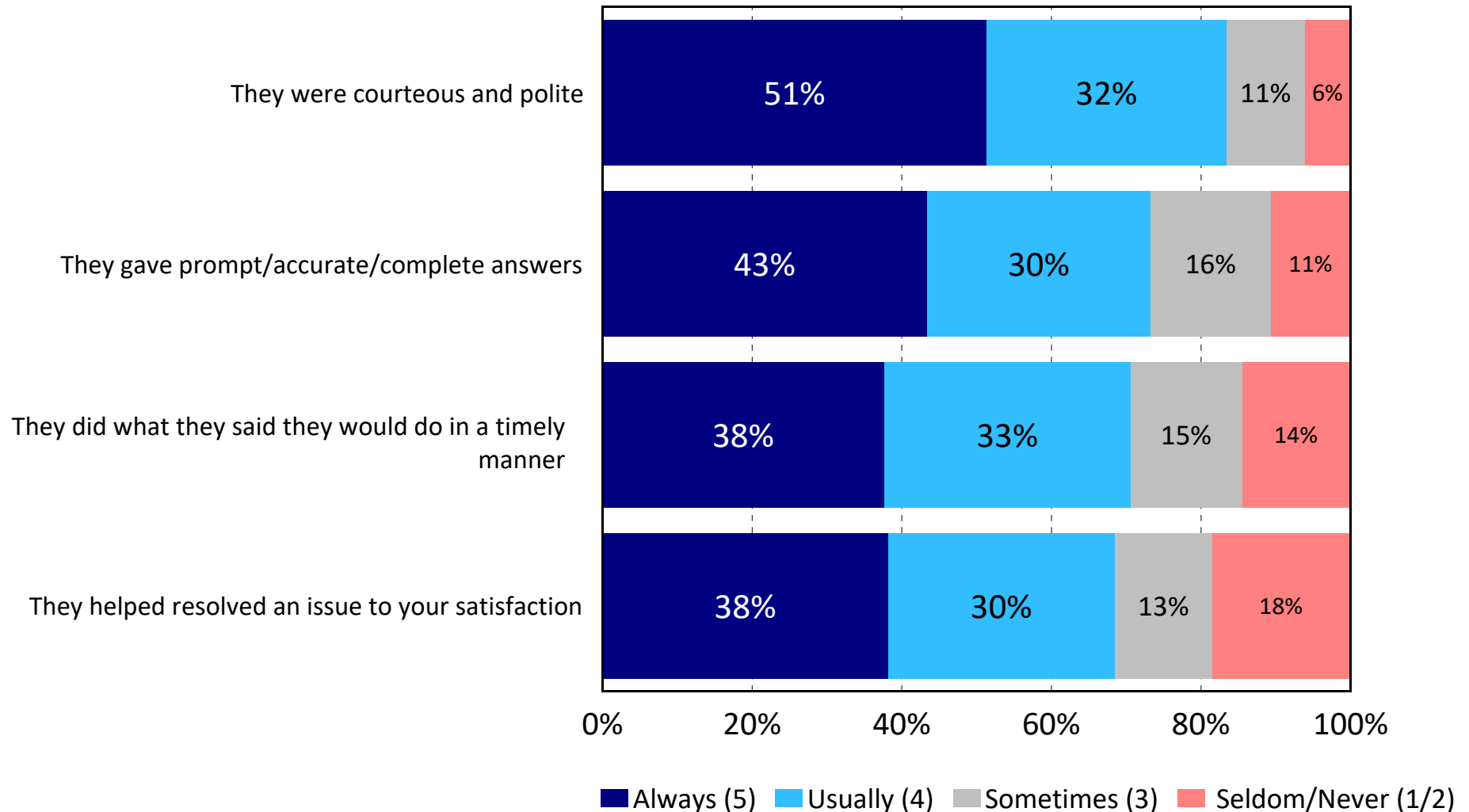
Source: ETC Institute (2020 - Cleveland Heights, OH)

ETC Institute (2020)

***Trends***

## Q10d. Ratings of Customer Service Behaviors

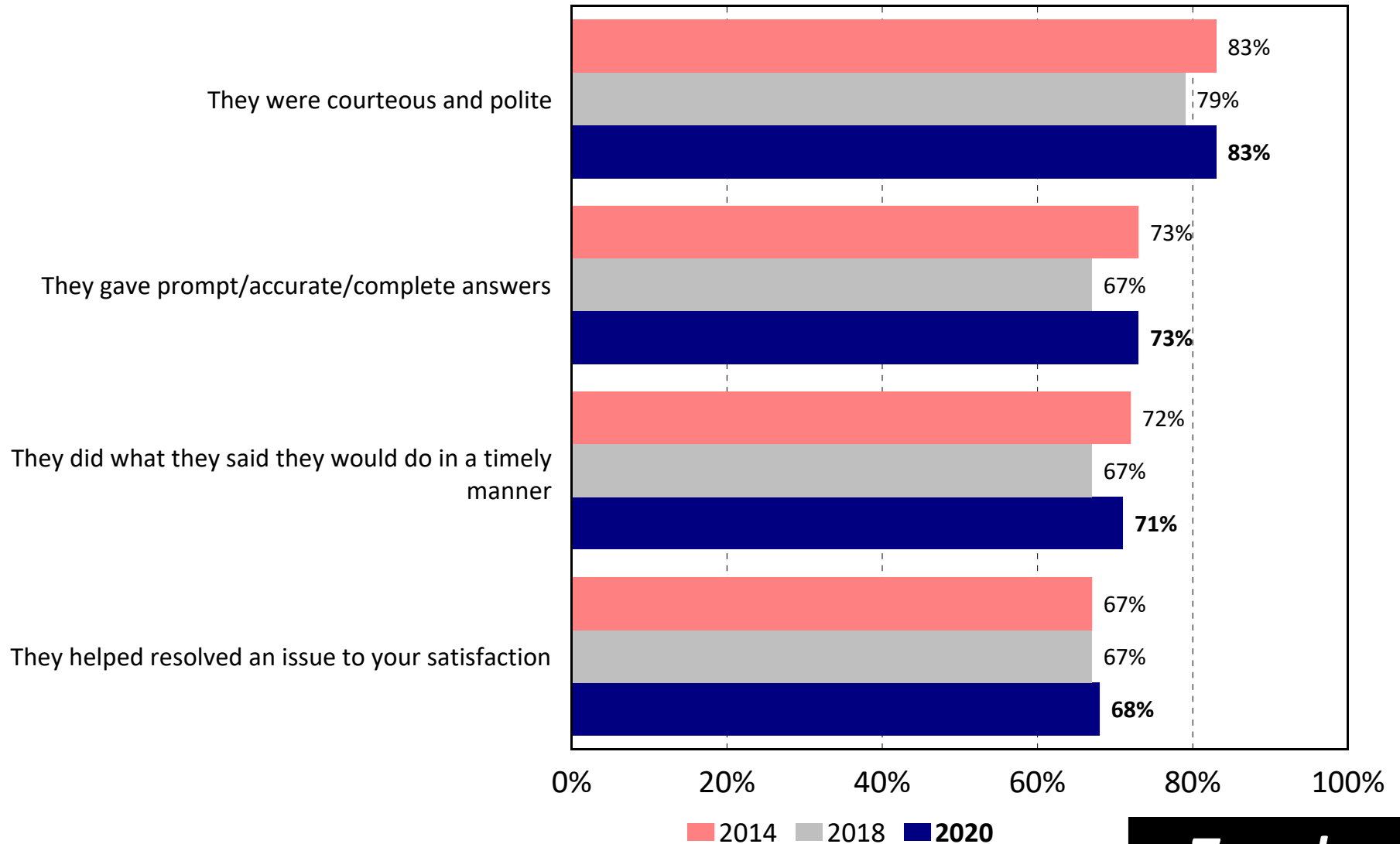
by percentage of respondents (excluding “don't know”)



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

# Ratings of Customer Service Behaviors 2014 to 2020

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



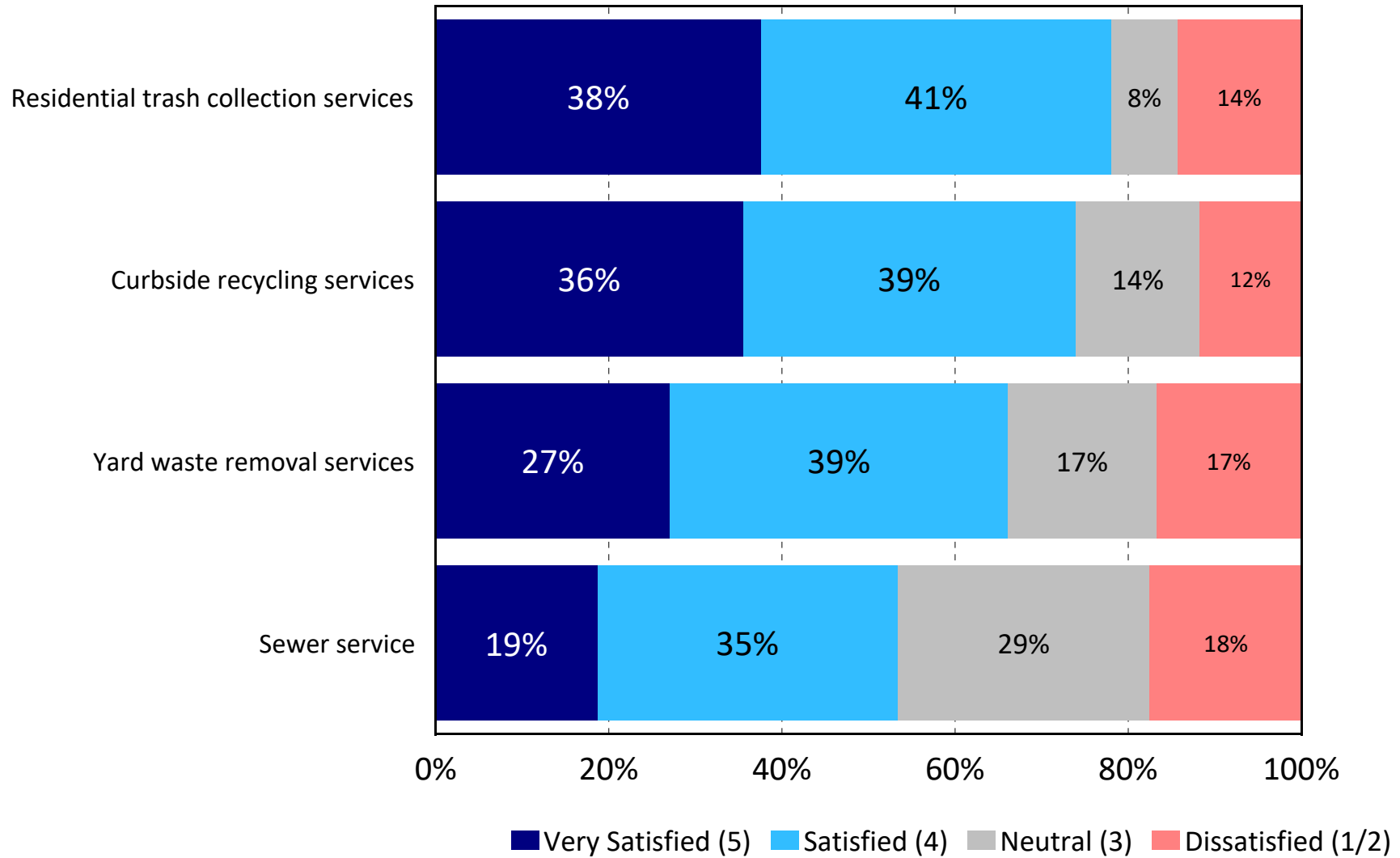
**Trends**

Source: ETC Institute (2020 - Cleveland Heights, OH)



## Q11. Satisfaction with Utility Services

by percentage of respondents (excluding “don't know”)

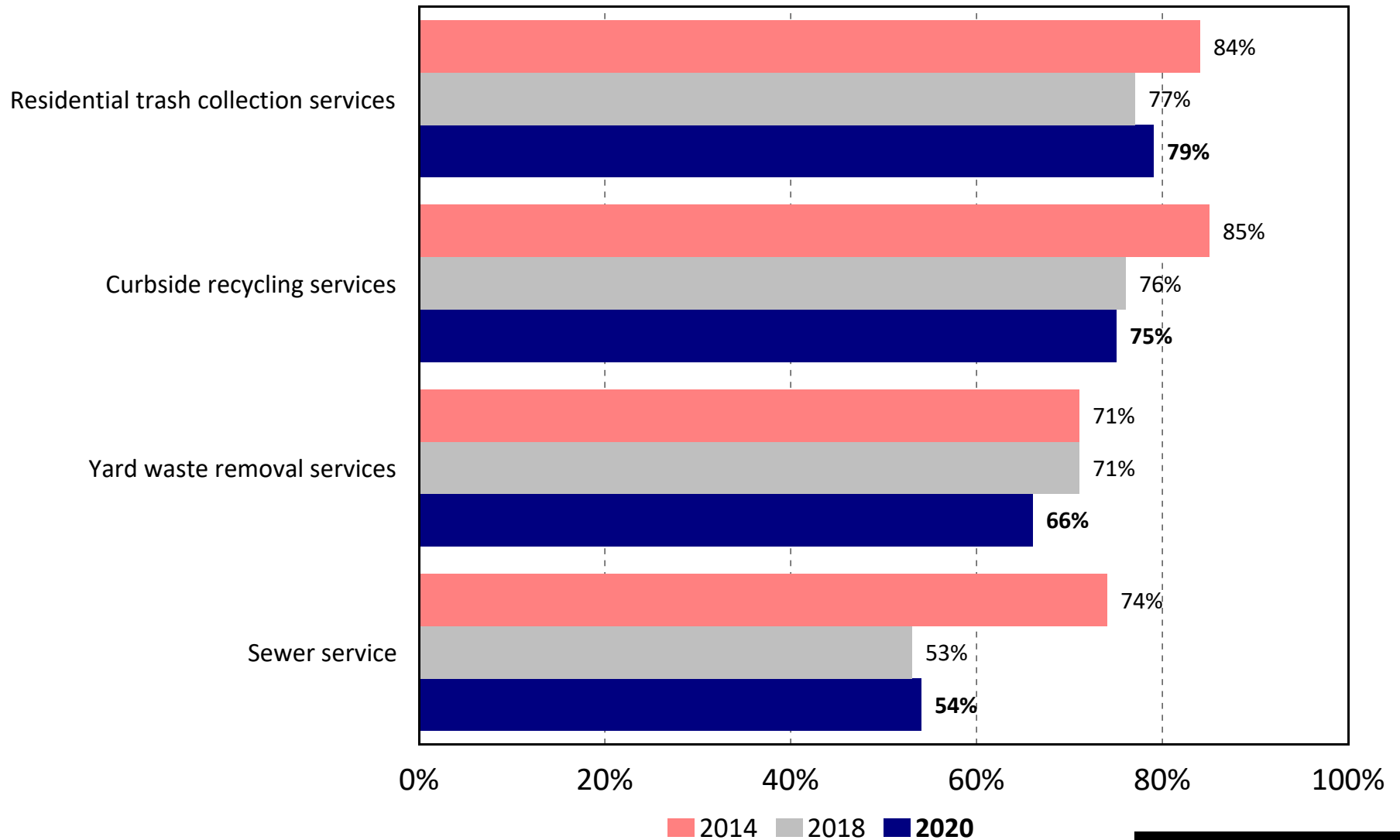


**Source: ETC Institute (2020 - Cleveland Heights, OH)**

# Satisfaction with Utility Services

## 2014 to 2020

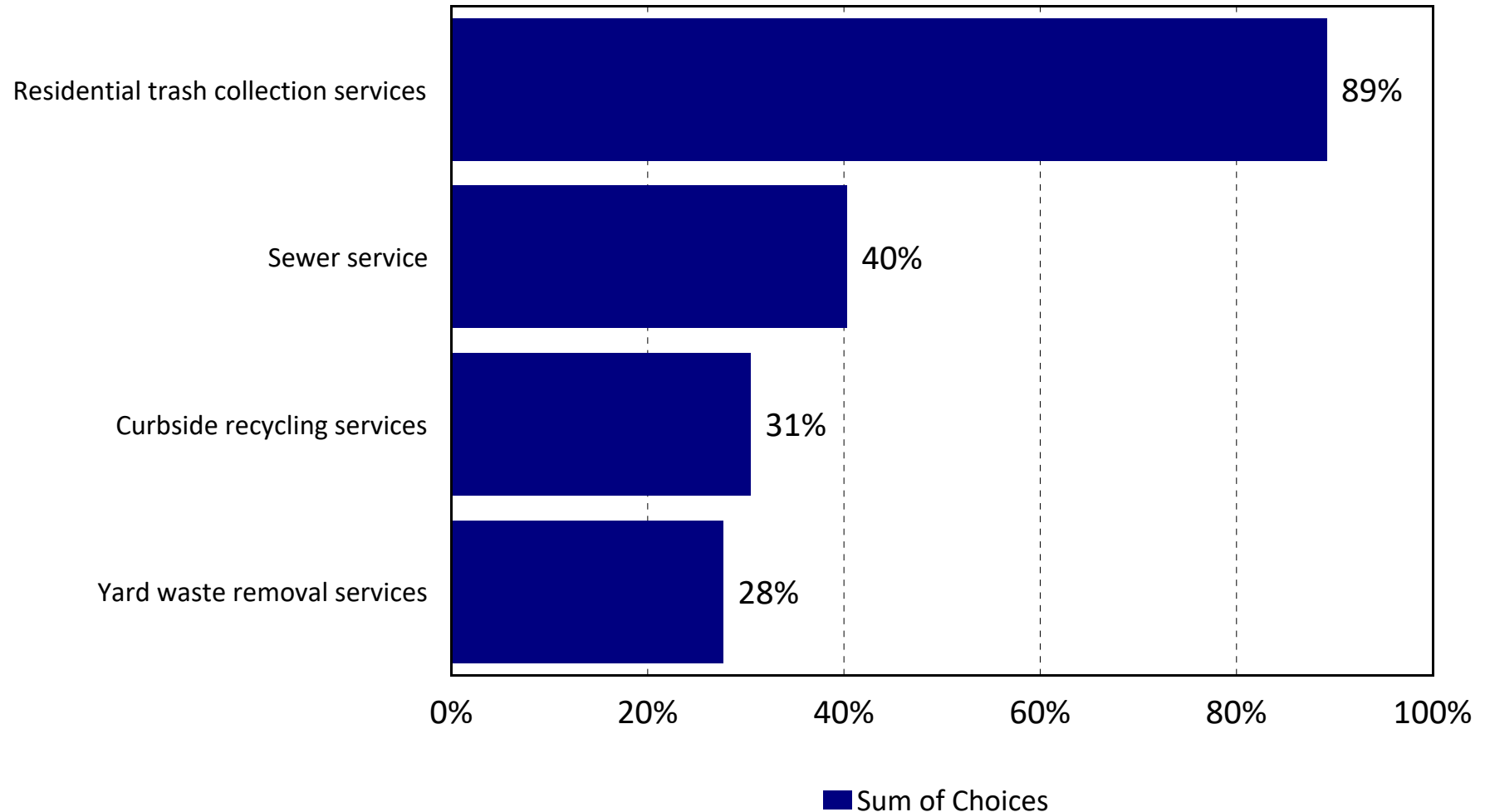
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q12. Utility Services That Are Most Important for the City to Provide

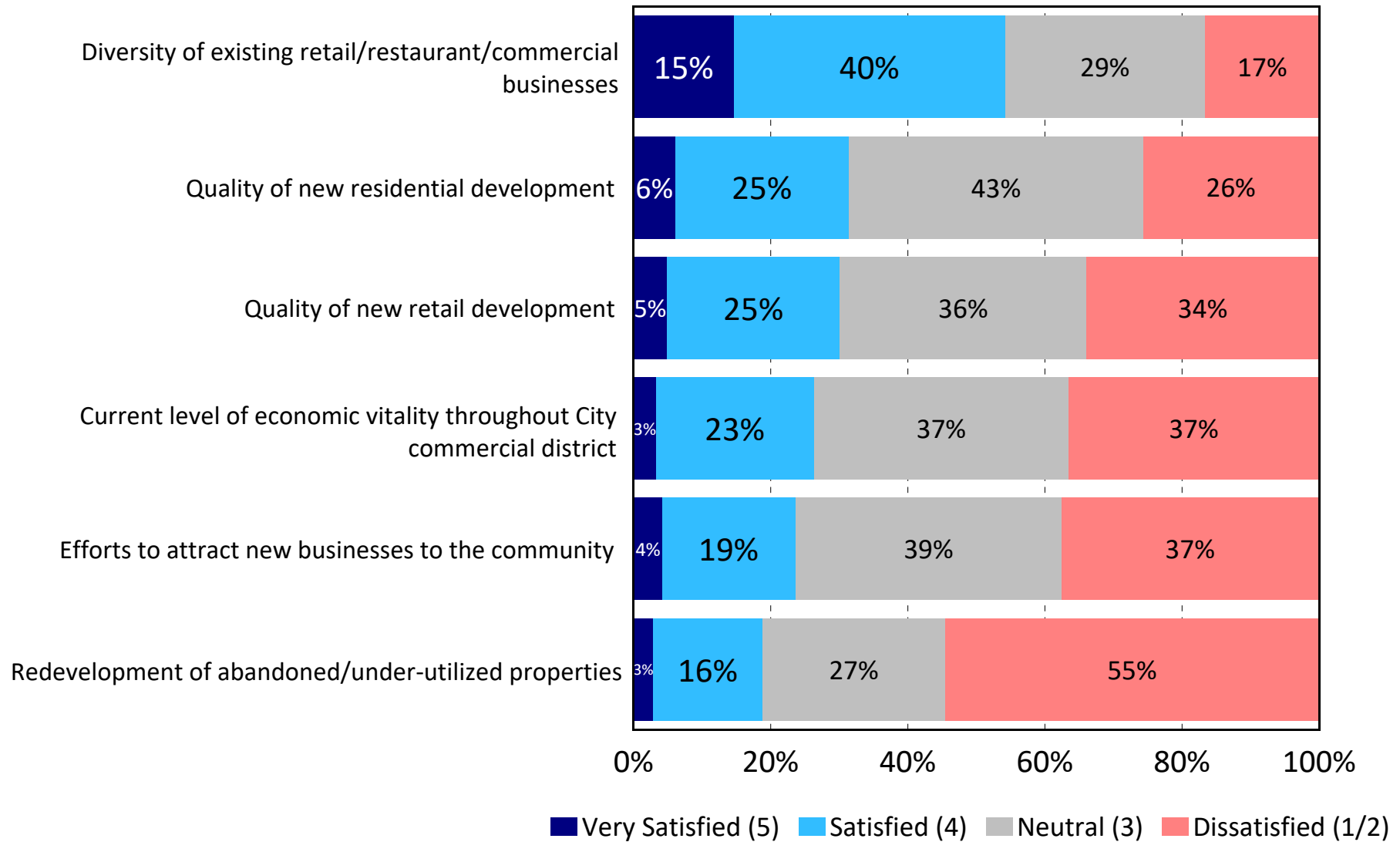
by percentage of respondents who selected the item as one of their top two choices



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q13. Satisfaction With Development and Redevelopment

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

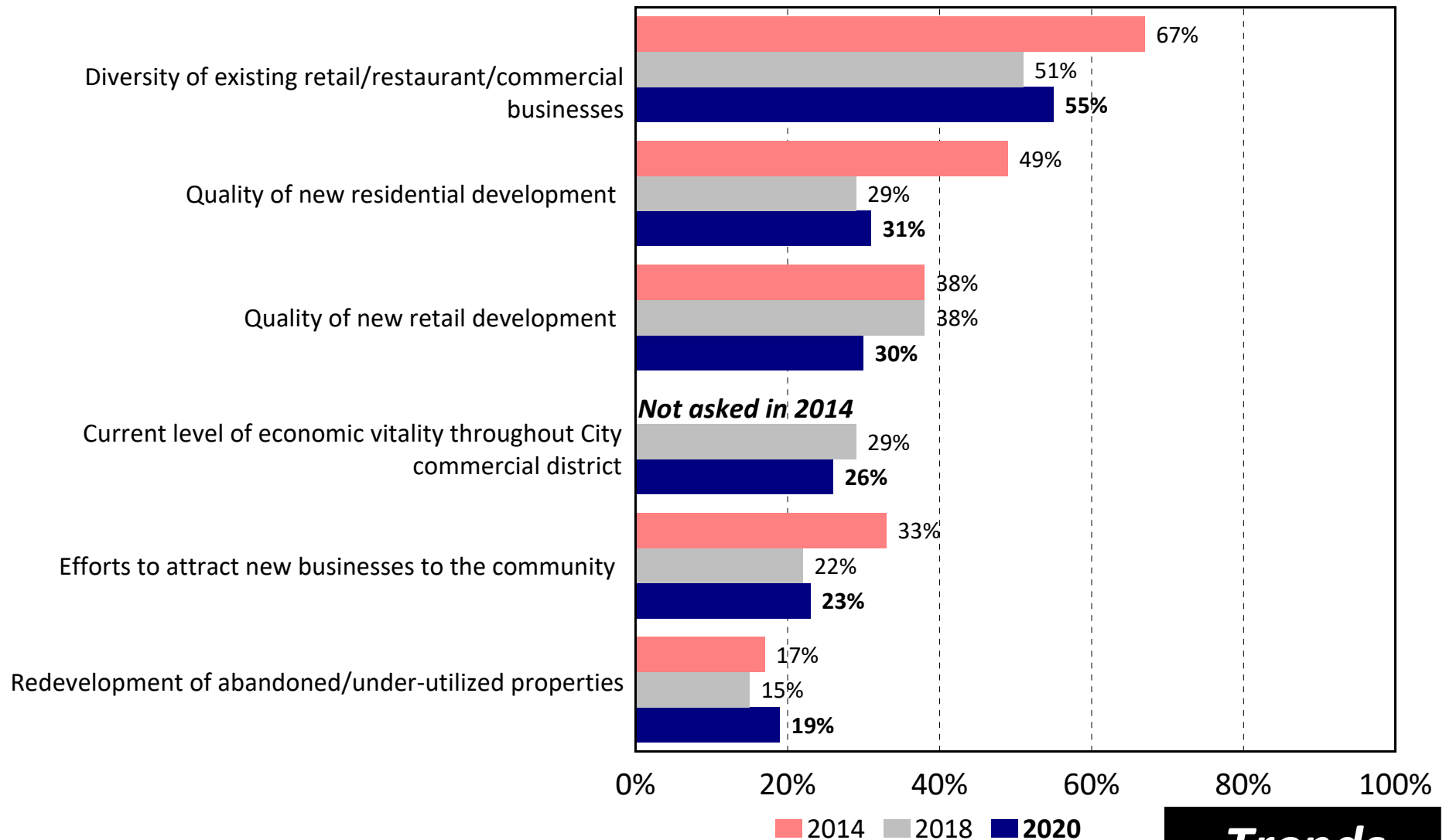


Source: ETC Institute (2020 - Cleveland Heights, OH)

# Satisfaction With Development and Redevelopment

## 2014 to 2020

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

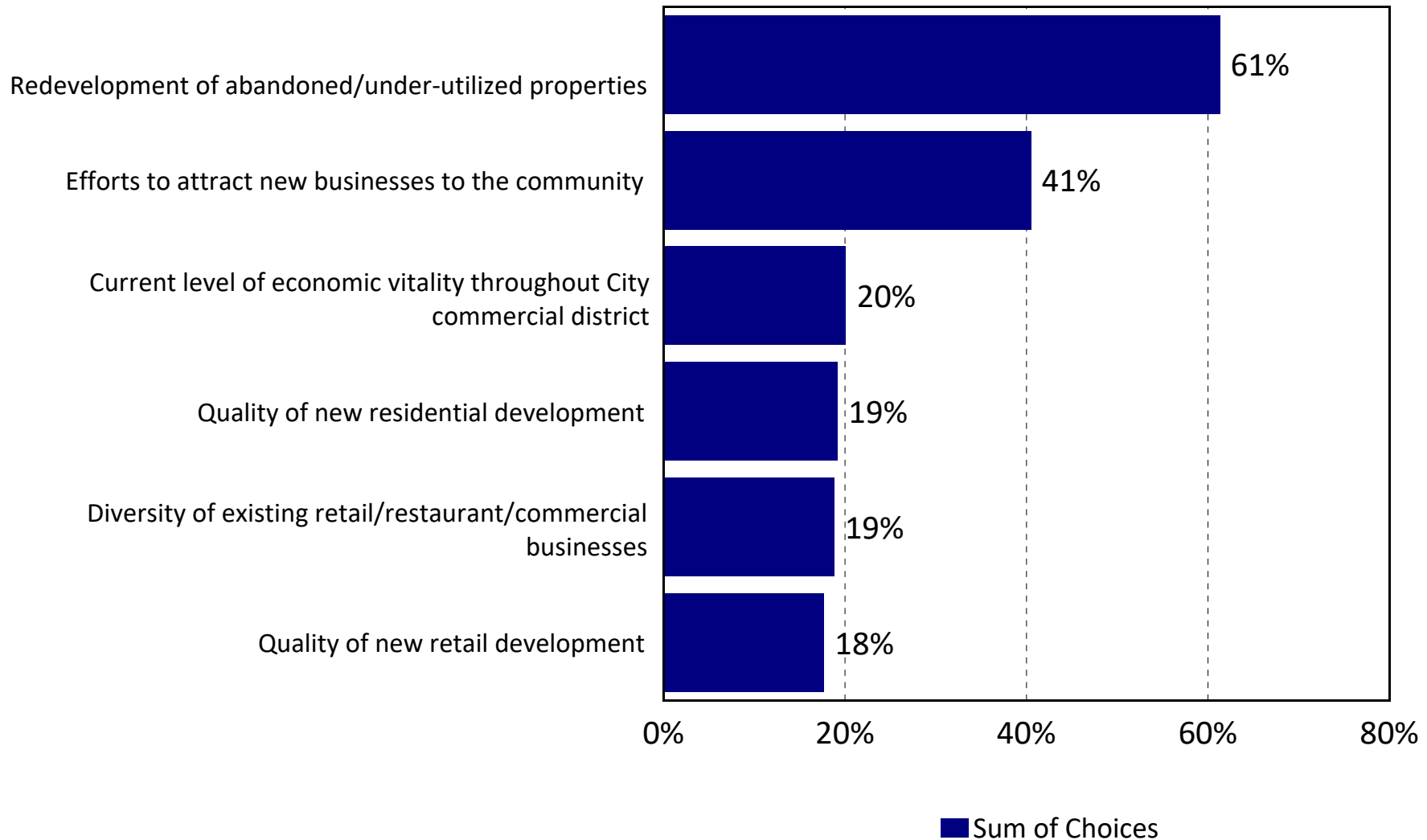


***Trends***

Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q14. Development and Redevelopment Activities That Are Most Important for the City to Provide

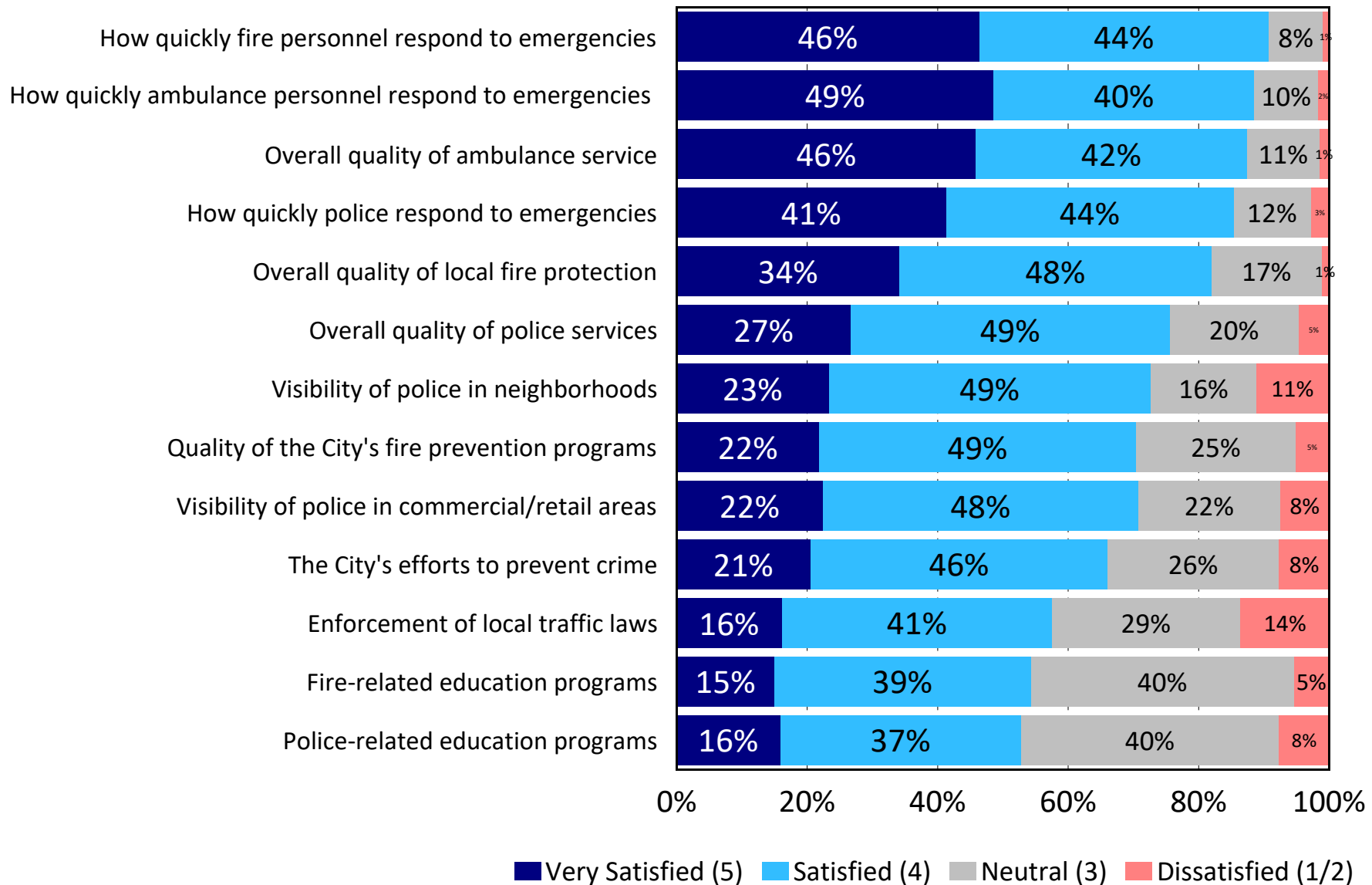
by percentage of respondents who selected the item as one of their top two choices



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q15. Satisfaction With Public Safety

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



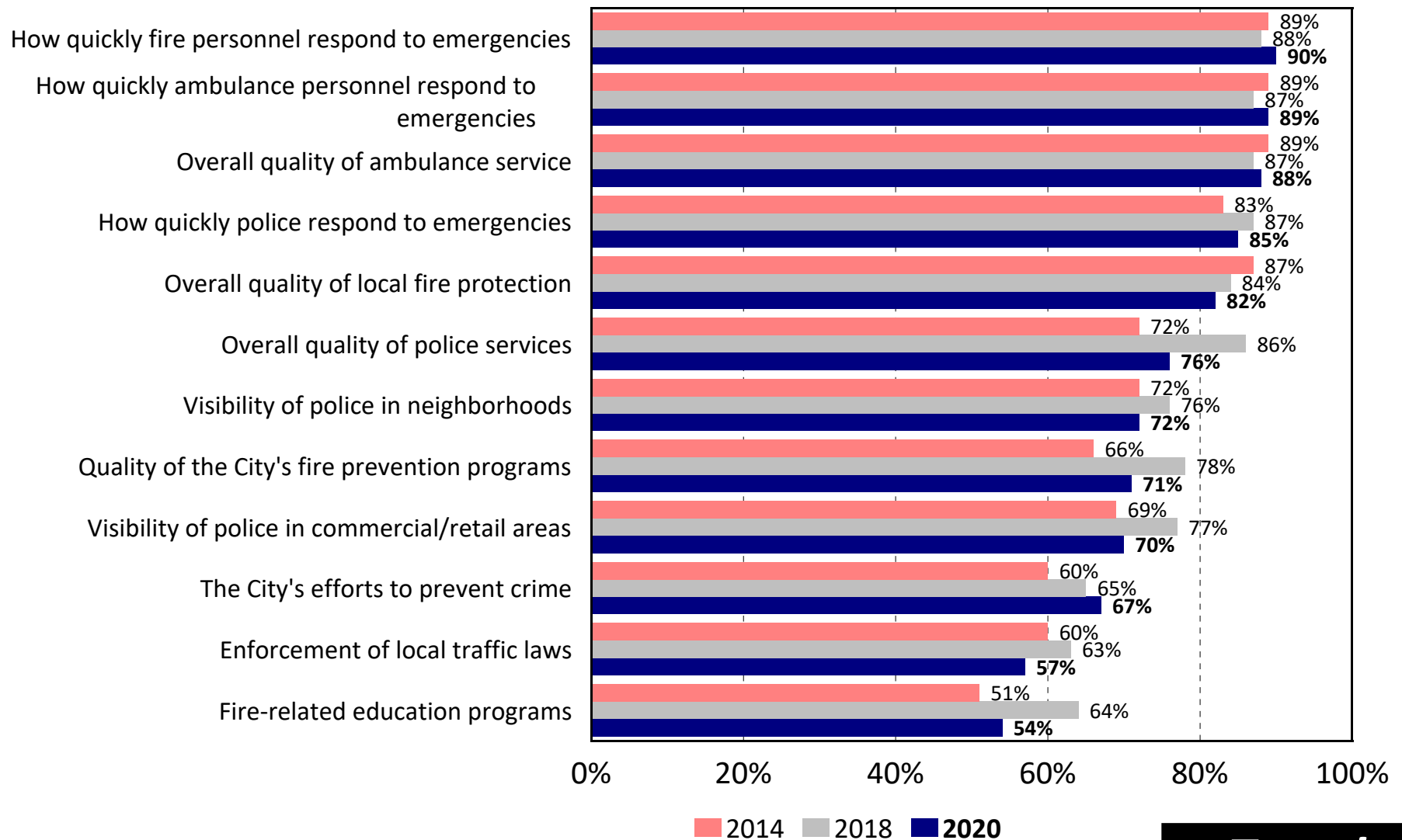
Source: ETC Institute (2020 - Cleveland Heights, OH)



# Satisfaction With Public Safety

## 2014 to 2020

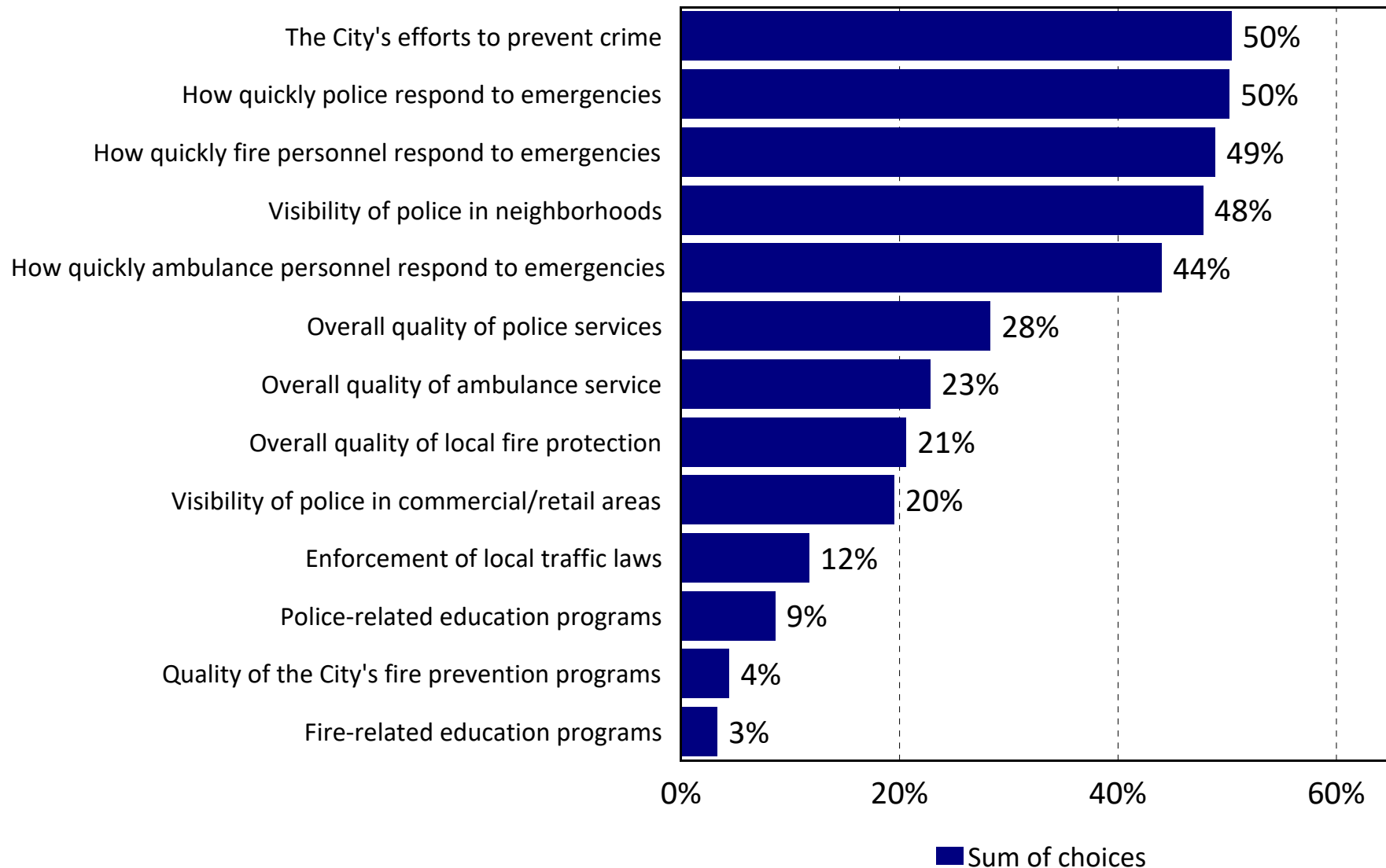
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q16. Public Safety Services That Are Most Important for the City to Provide

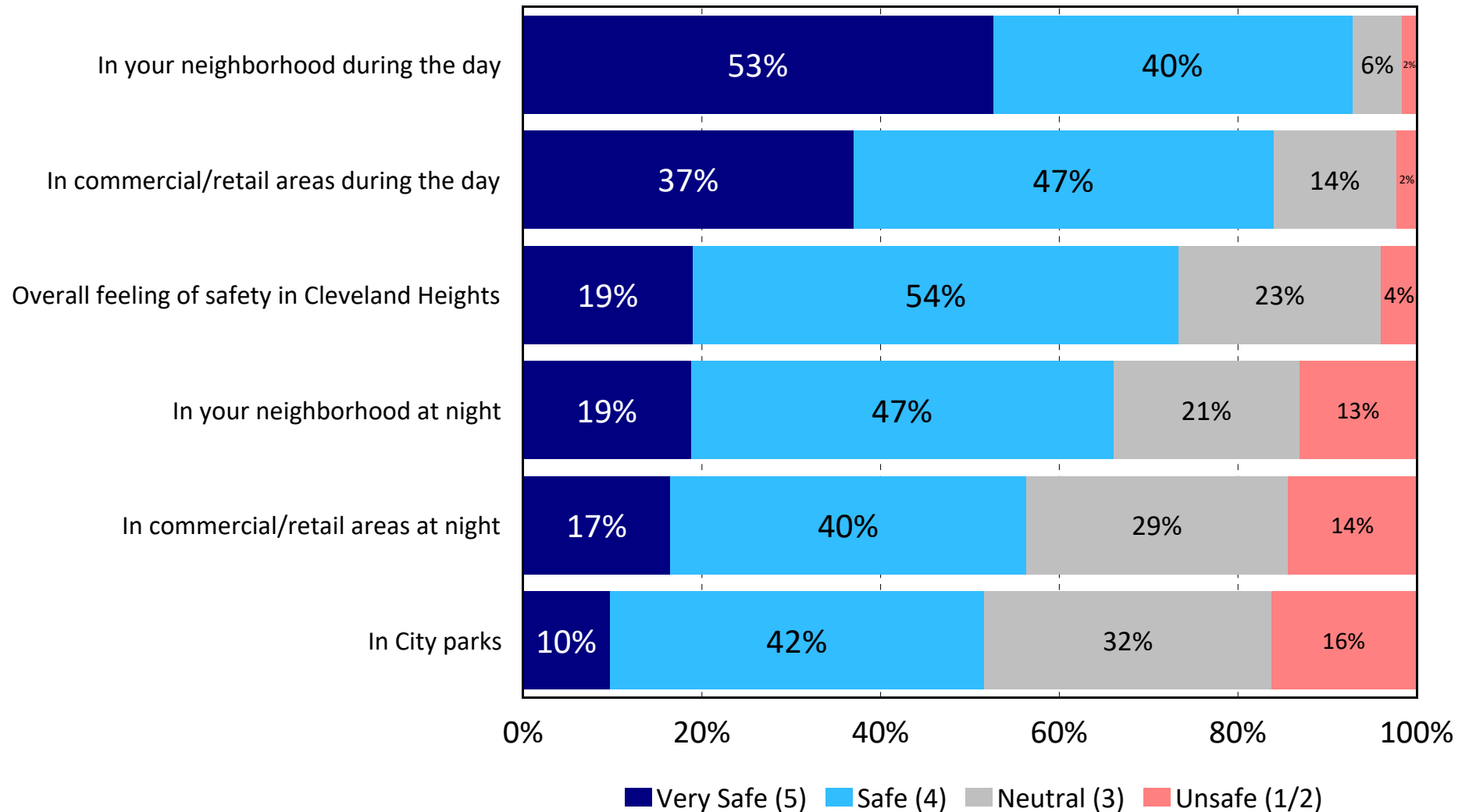
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q17. Perceptions of Safety

by percentage of respondents (excluding “don't know”)

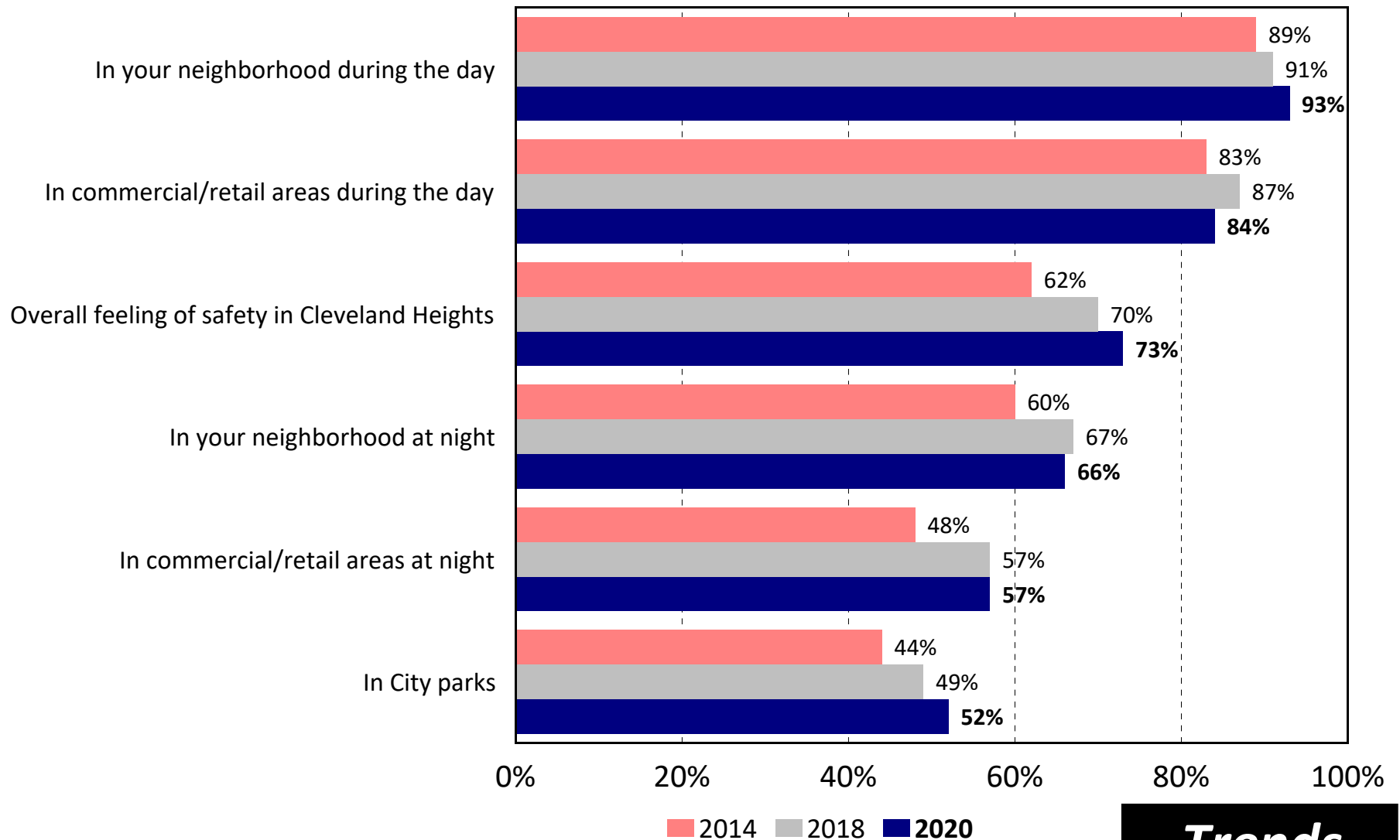


**Source: ETC Institute (2020 - Cleveland Heights, OH)**

# Perceptions of Safety

## 2014 to 2020

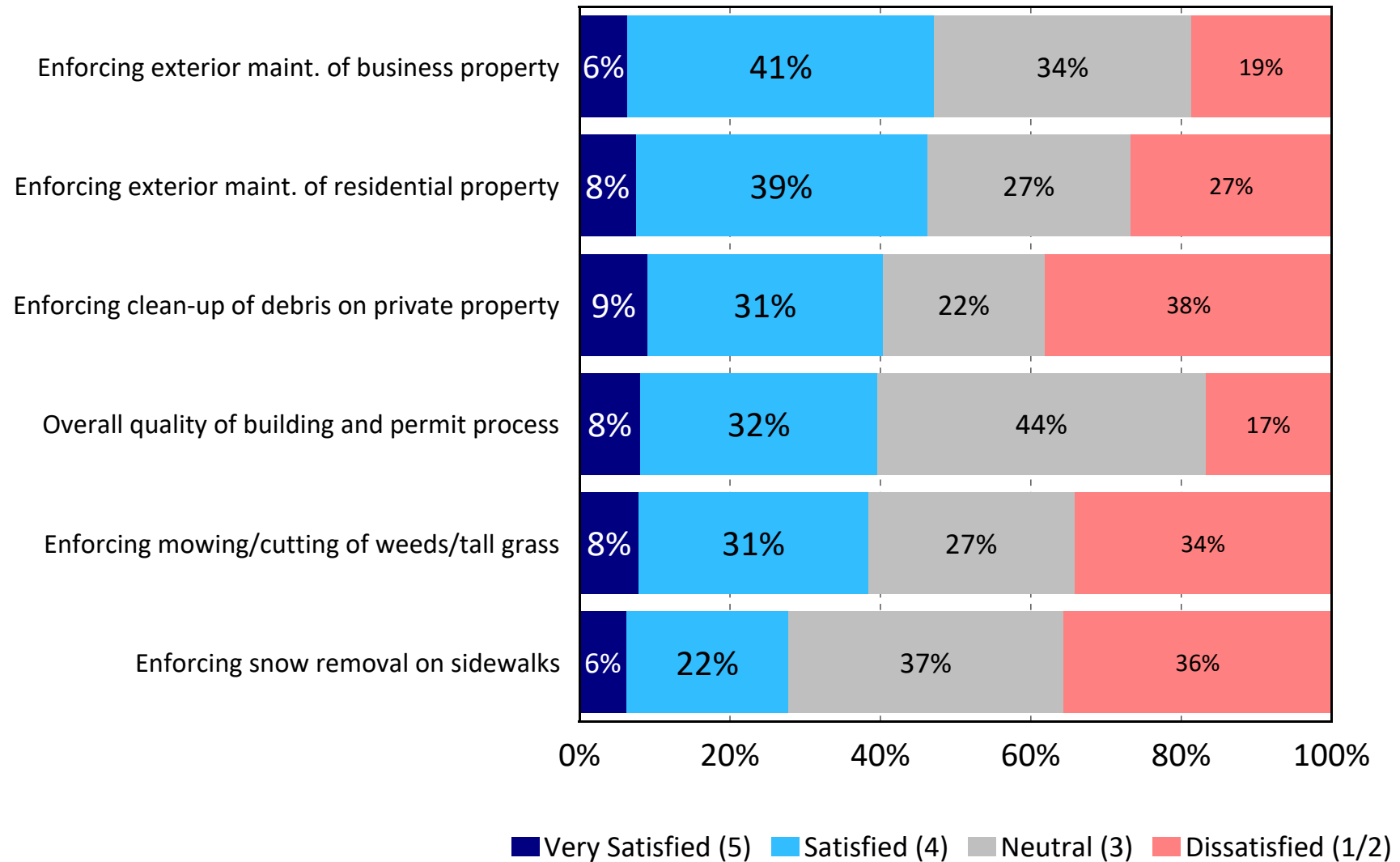
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q18. Satisfaction with Code Enforcement

by percentage of respondents (excluding “don't know”)

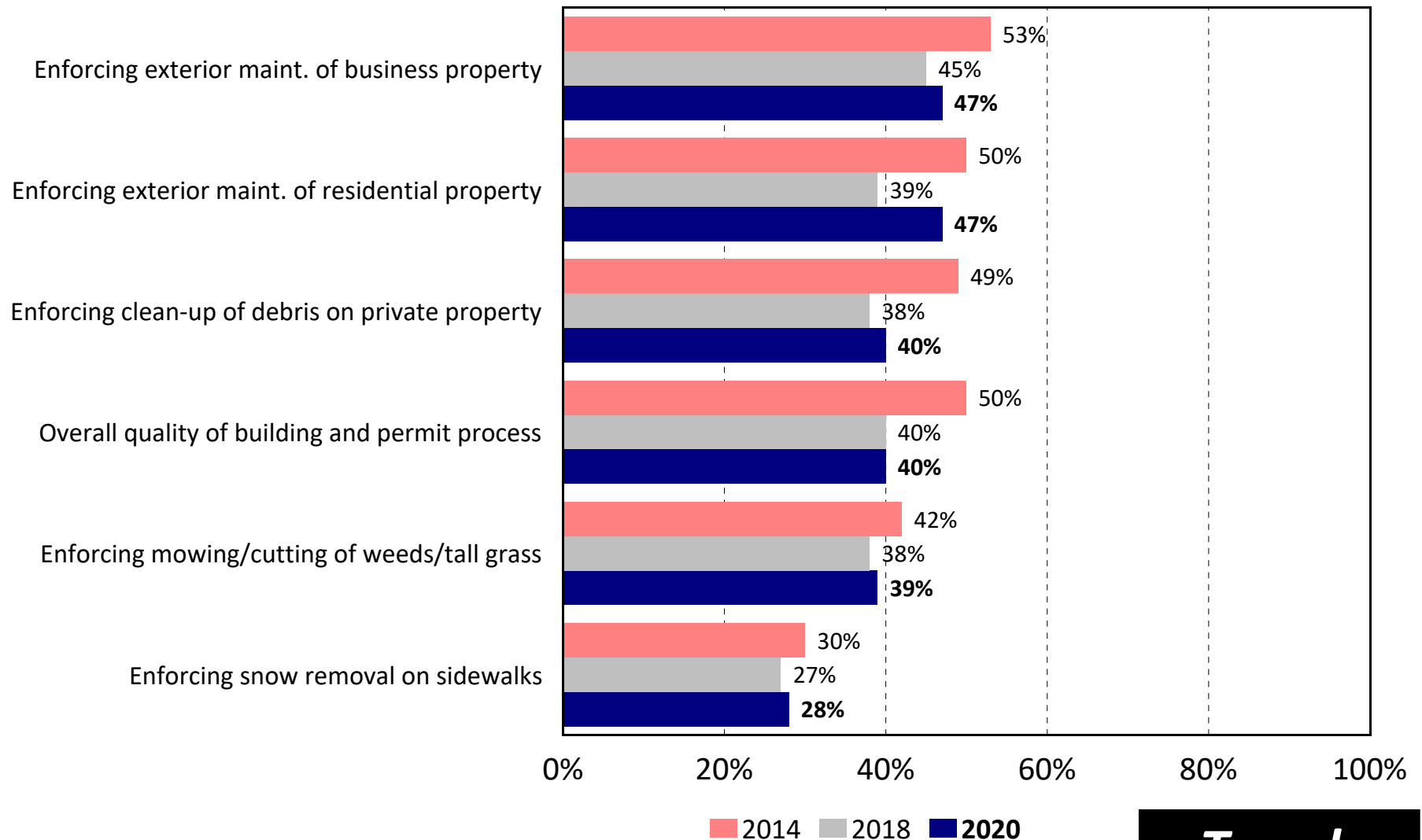


**Source: ETC Institute (2020 - Cleveland Heights, OH)**

# Satisfaction with Code Enforcement

## 2014 to 2020

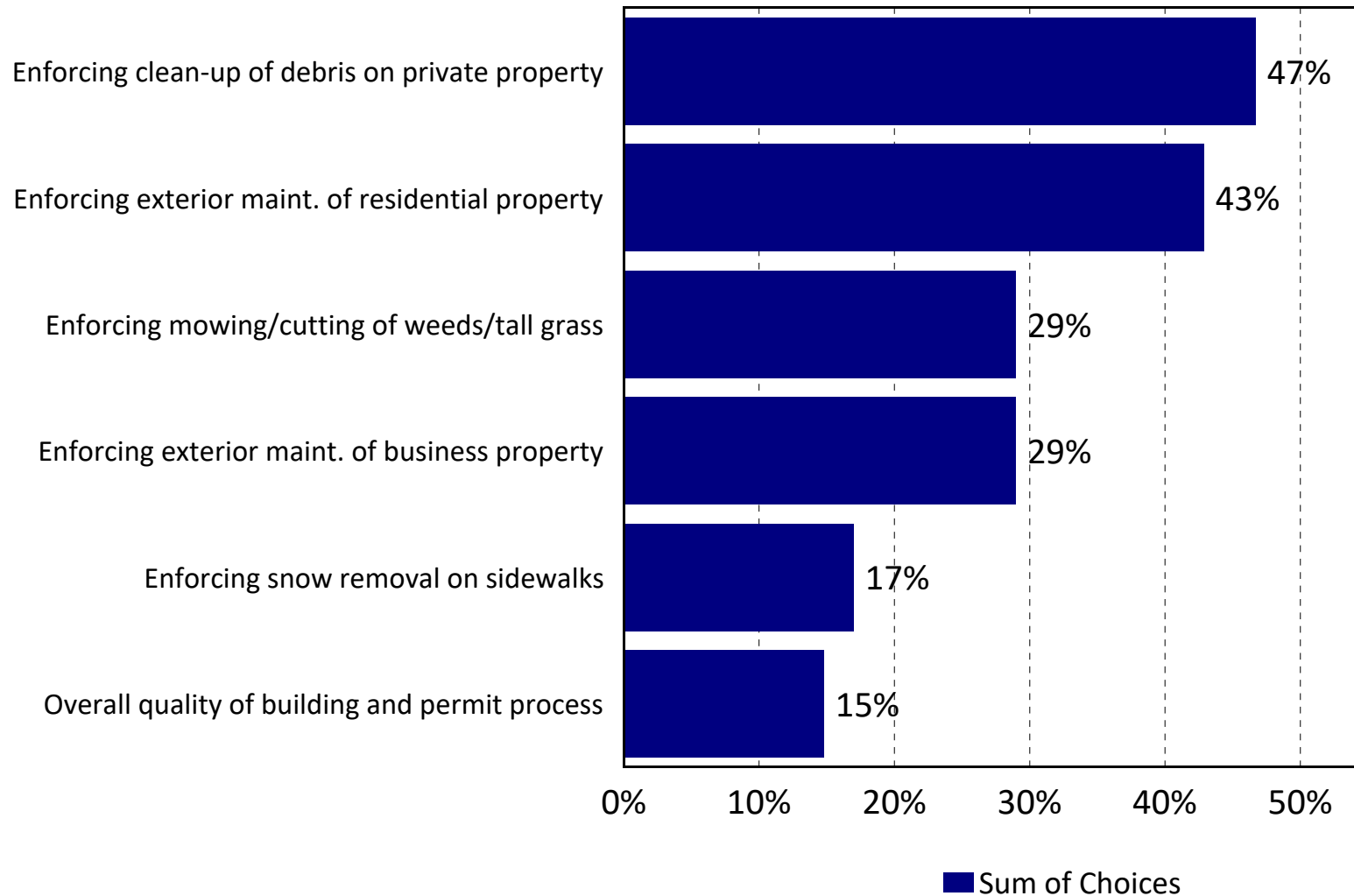
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q19. Code Enforcement Activities That Are Most Important for the City to Provide

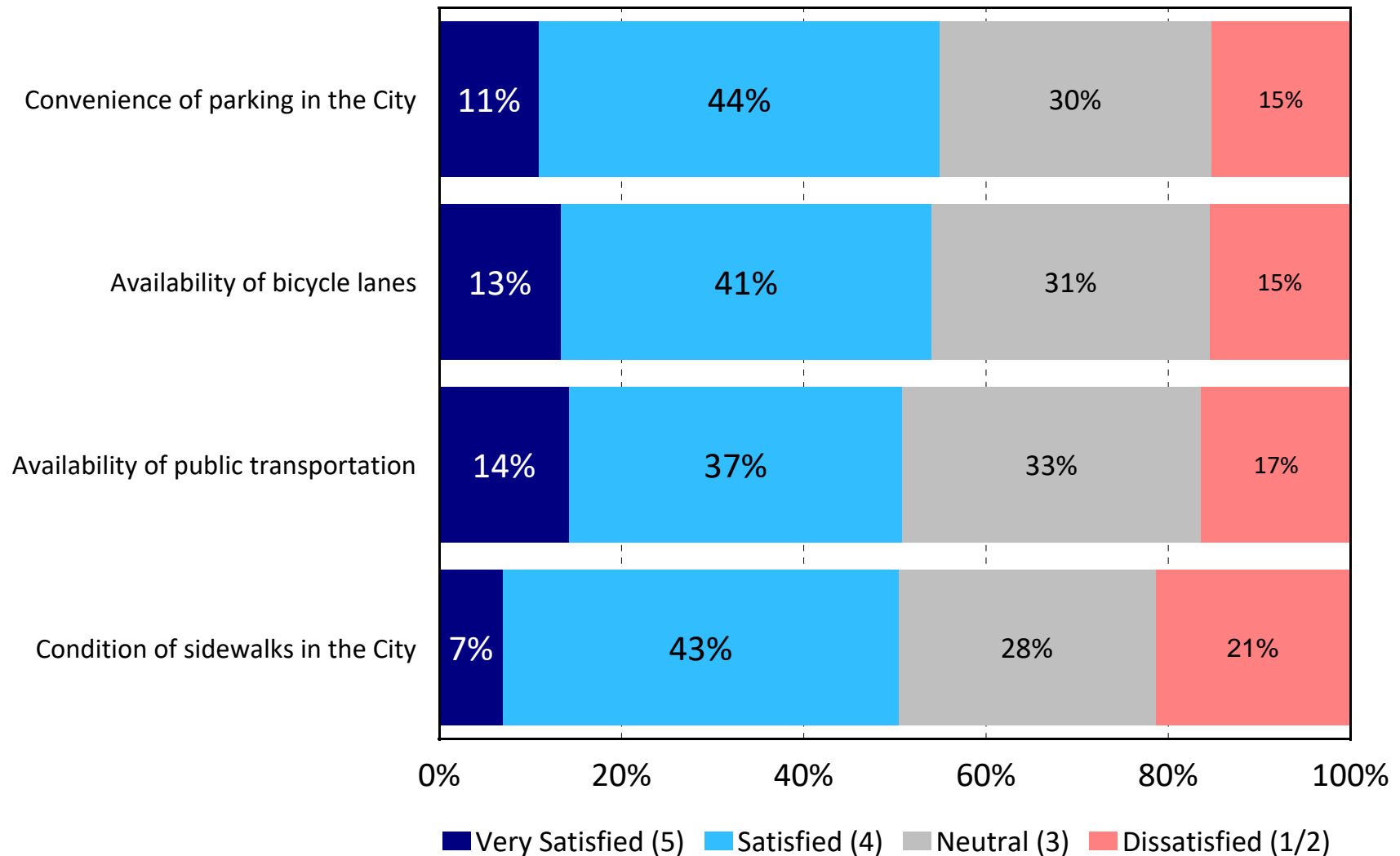
by percentage of respondents who selected the item as one of their top two choices



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q20. Satisfaction With Transportation

by percentage of respondents (excluding “don't know”)



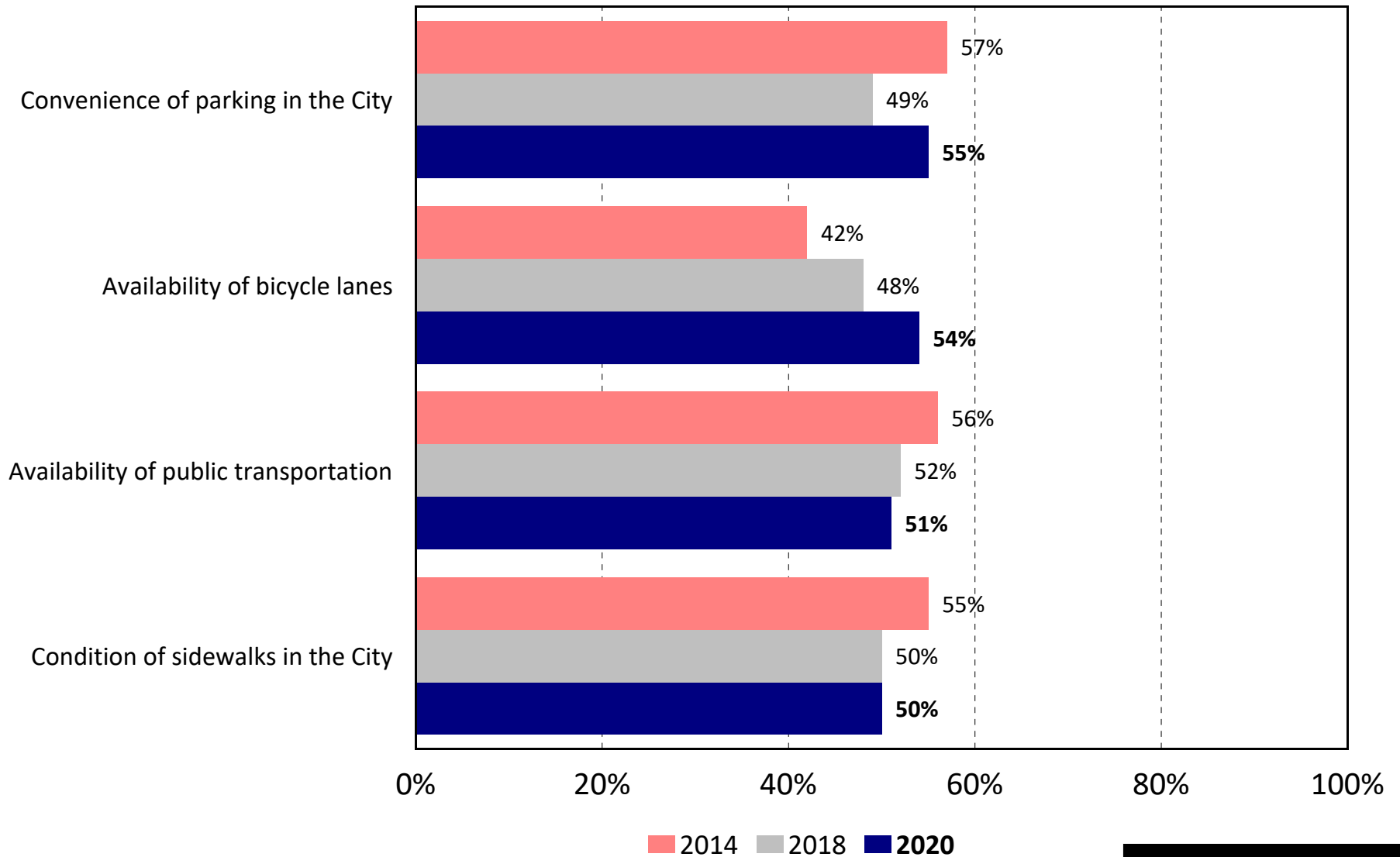
**Source: ETC Institute (2020 - Cleveland Heights, OH)**



# Satisfaction With Transportation

## 2014 to 2020

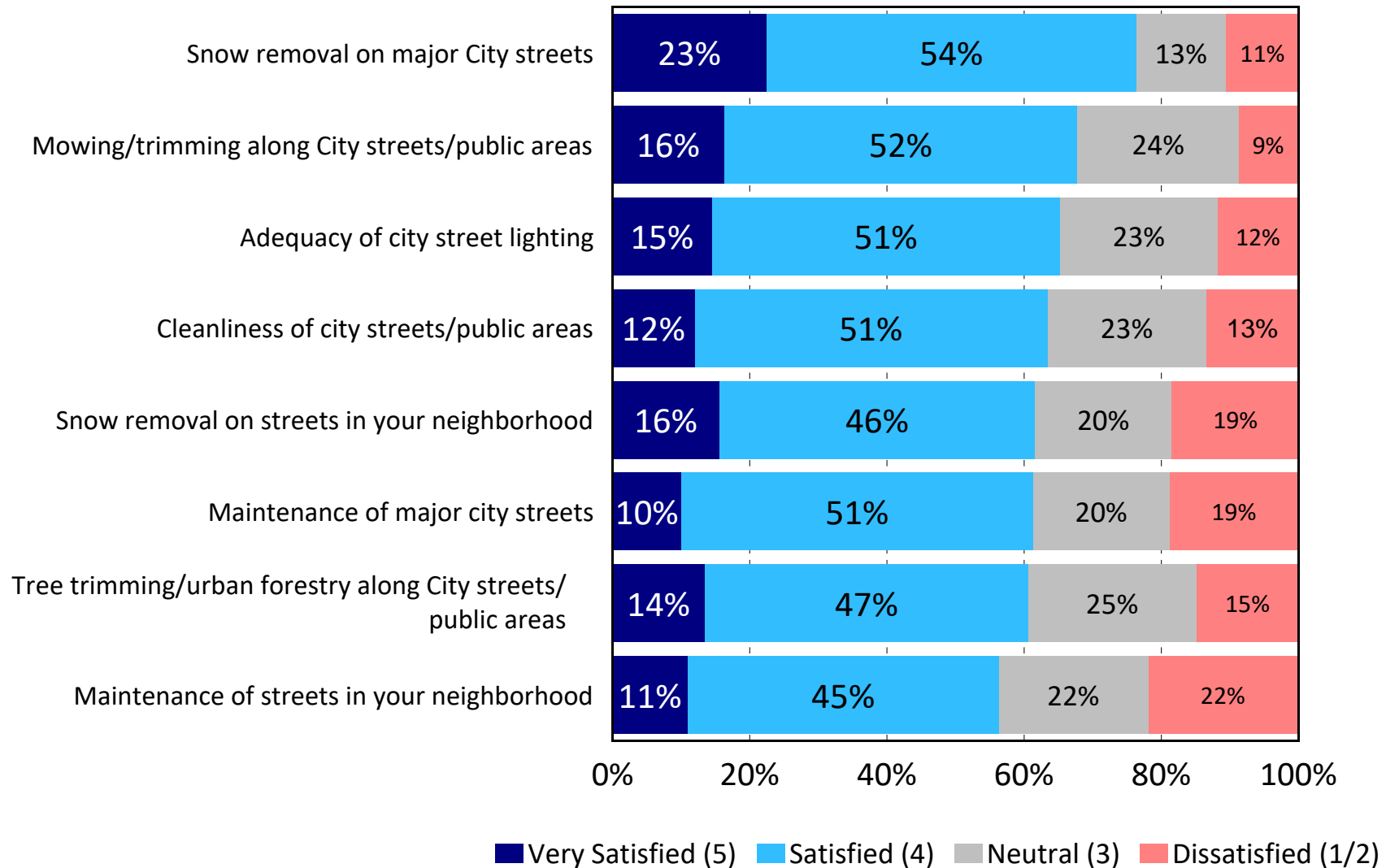
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q21. Satisfaction With City Maintenance

by percentage of respondents (excluding “don't know”)

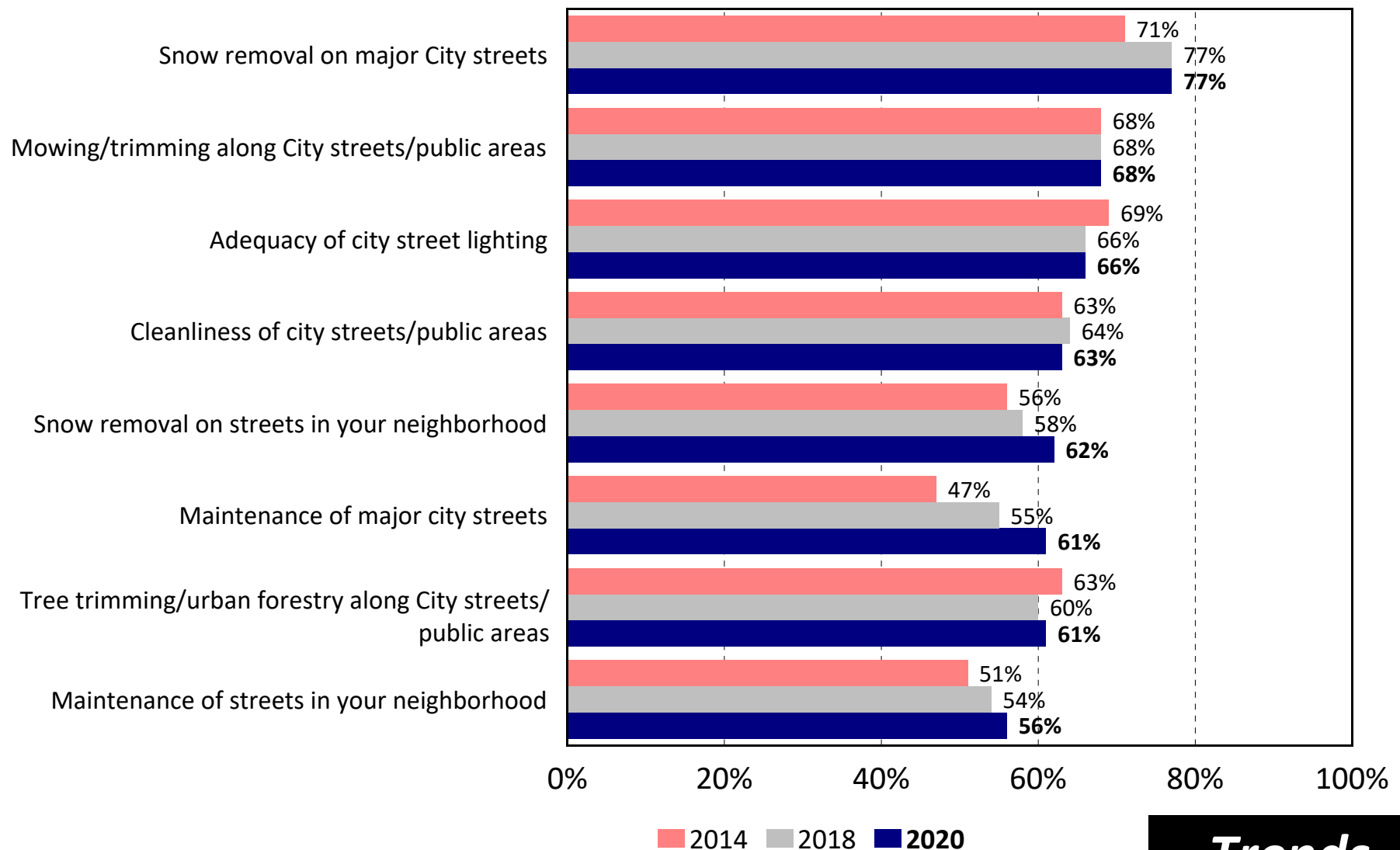


Source: ETC Institute (2020 - Cleveland Heights, OH)

# Satisfaction With City Maintenance

## 2014 to 2020

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

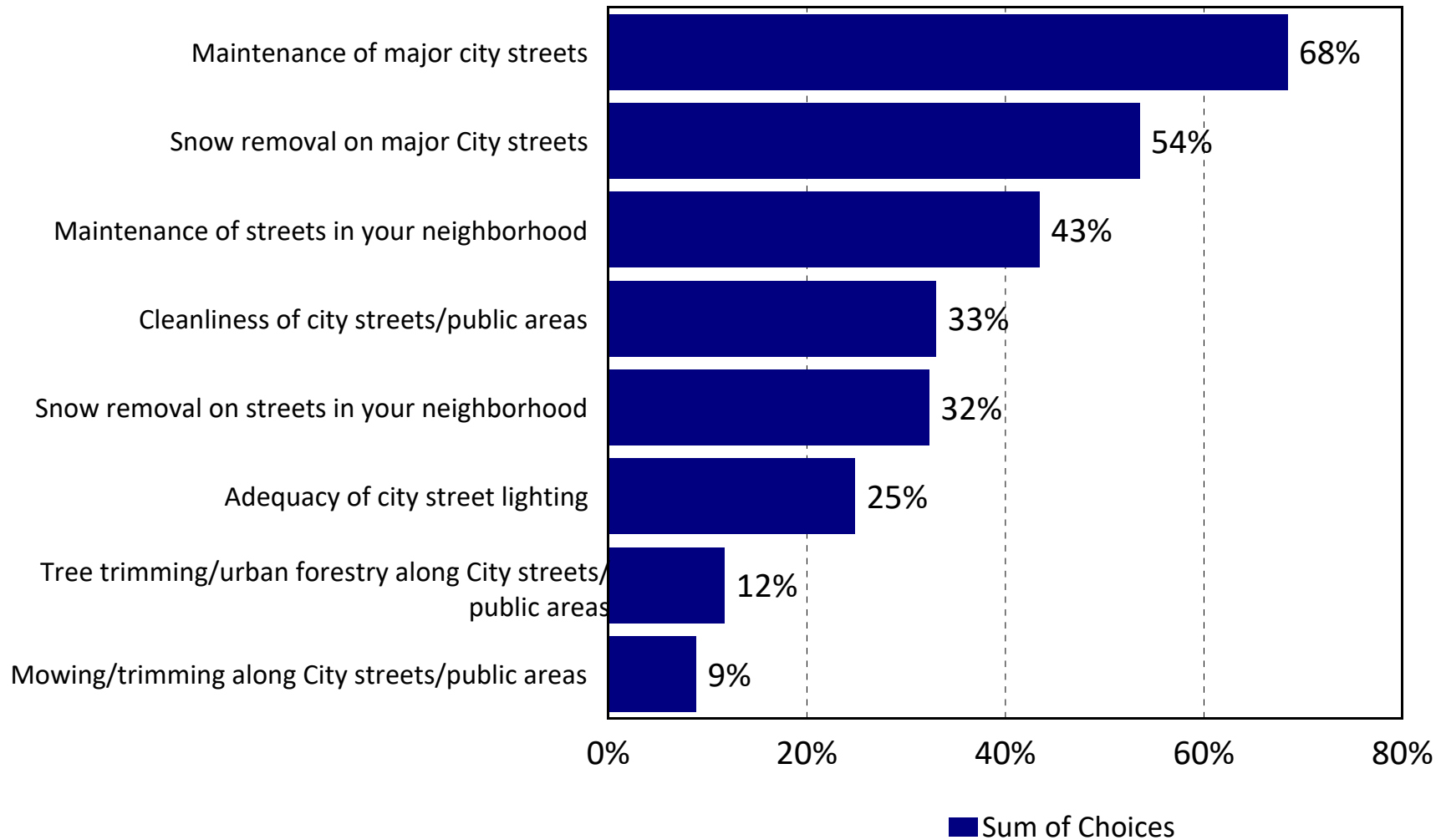


***Trends***

Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q22. City Maintenance Services That Are Most Important for the City to Provide

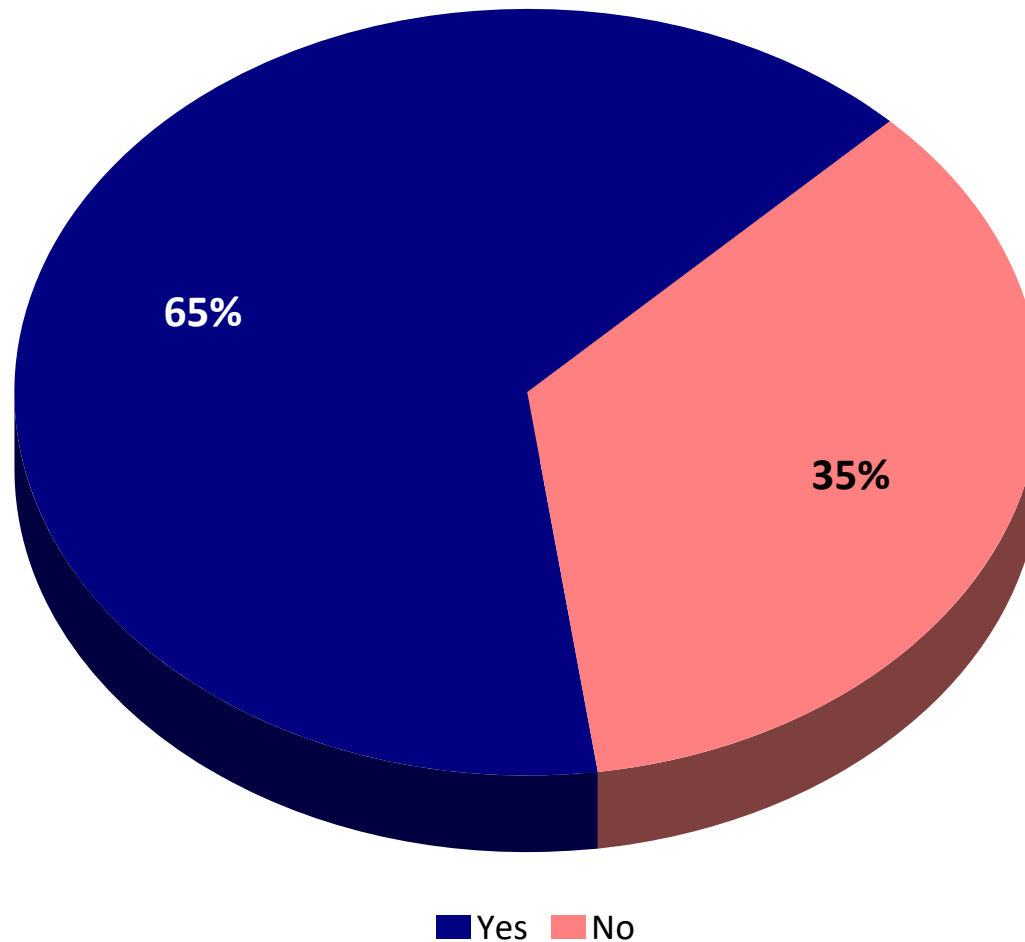
by percentage of respondents who selected the item as one of their top three choices



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q23a. Have you or other members of your household visited a Cleveland Heights City park during the past 12 months before the COVID-19 pandemic?

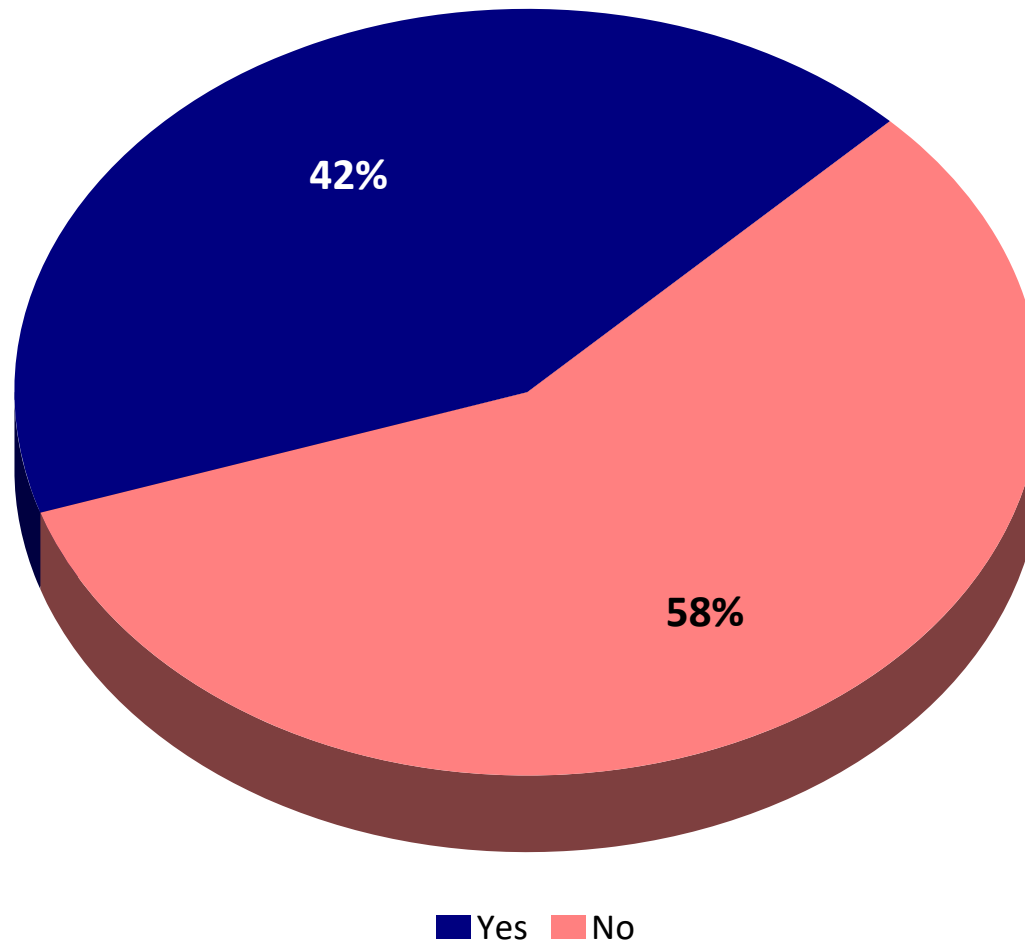
by percentage of respondents



*Source: ETC Institute (2020 - Cleveland Heights, OH)*

## **Q23b. Have you or other members of your household visited the Cleveland Heights Community Center during the past 12 months before the COVID-19 pandemic?**

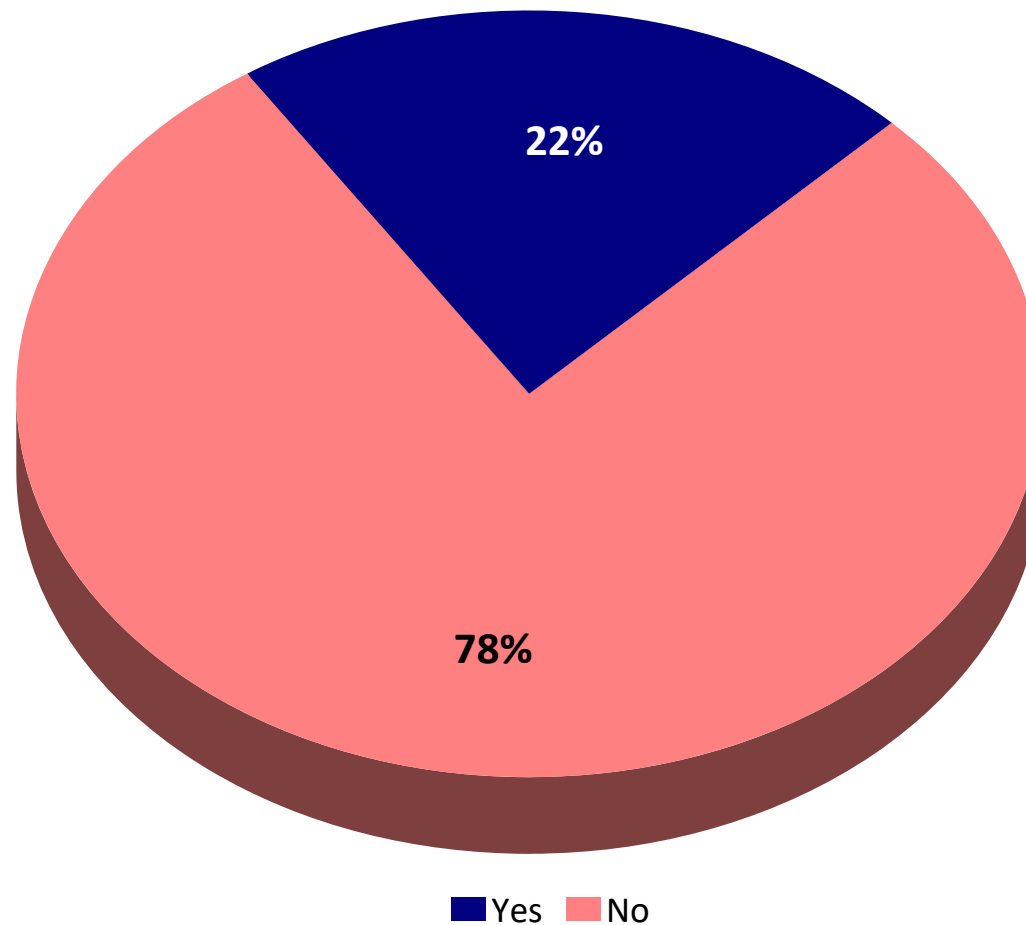
by percentage of respondents



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

**Q23c. 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 before the COVID-19 pandemic?**

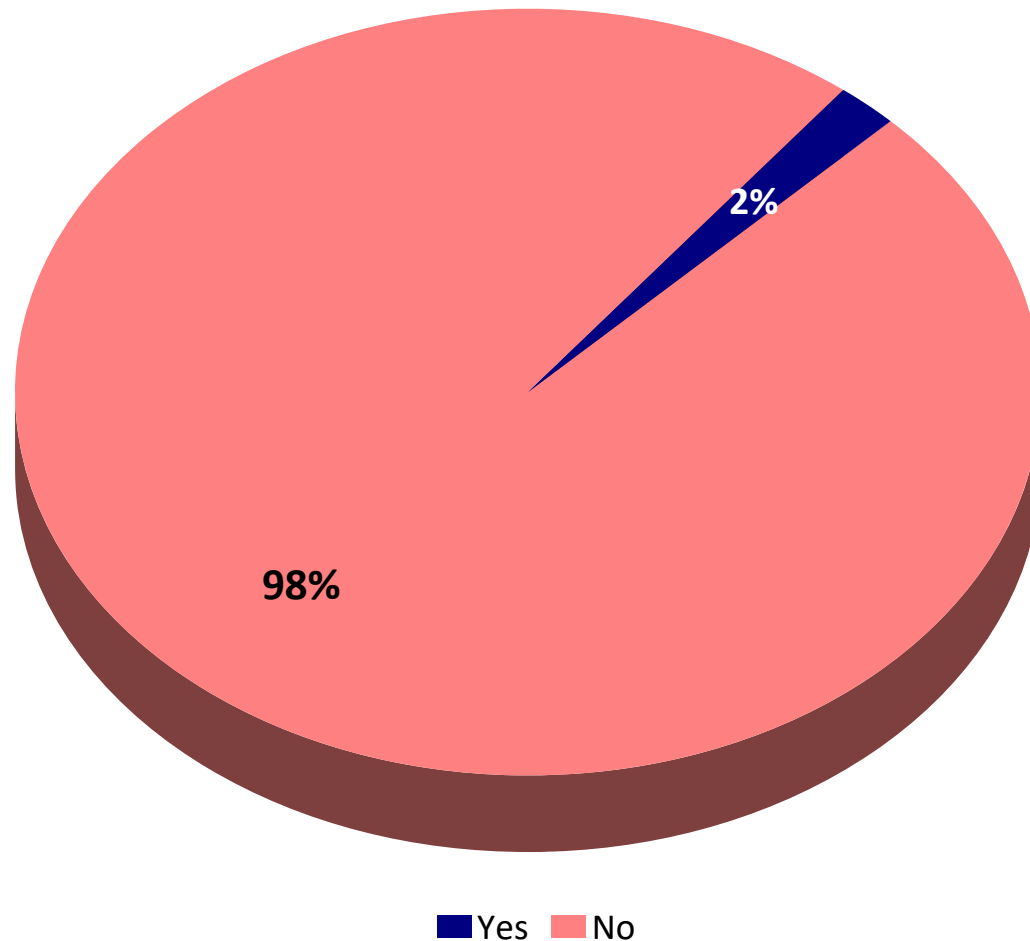
by percentage of respondents



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

**Q23d. Have you or other members of your household participated in any virtual Parks and Recreation programs offered by the City of Cleveland Heights during the past 4 months DURING the COVID-19 pandemic?**

by percentage of respondents

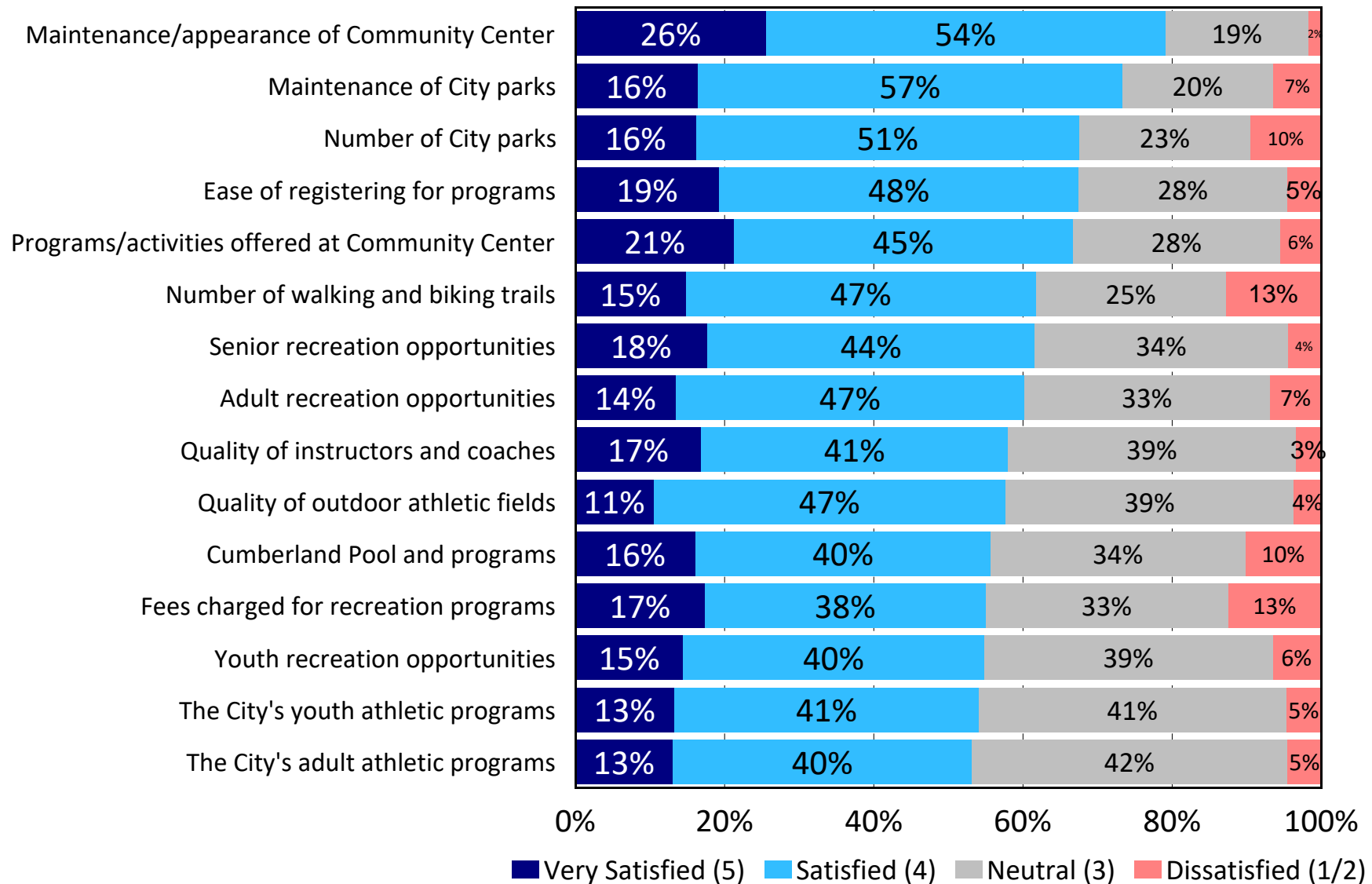


**Source: ETC Institute (2020 - Cleveland Heights, OH)**



## Q24. Satisfaction with Parks and Recreation

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

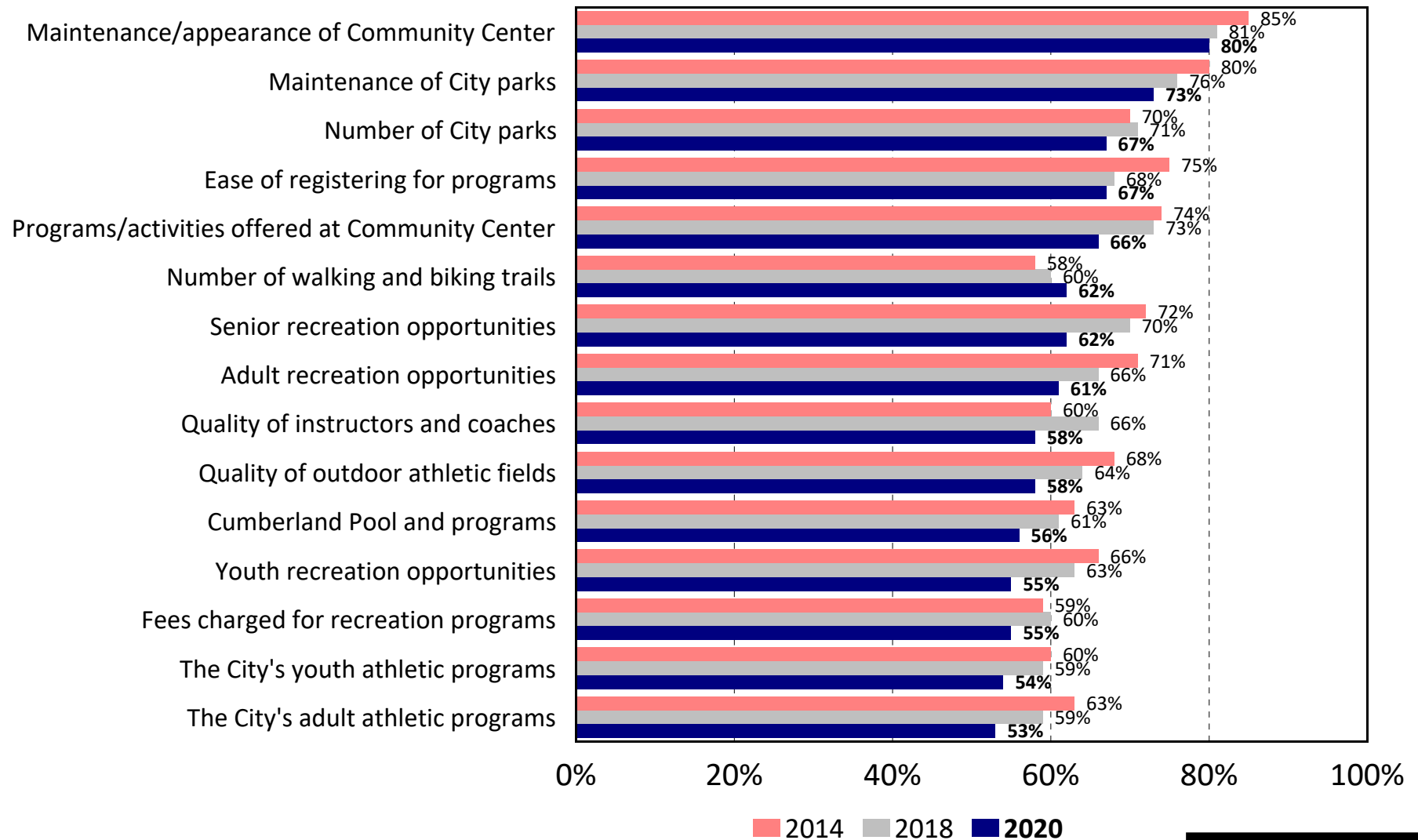


Source: ETC Institute (2020 - Cleveland Heights, OH)

# Satisfaction with Parks and Recreation

## 2014 to 2020

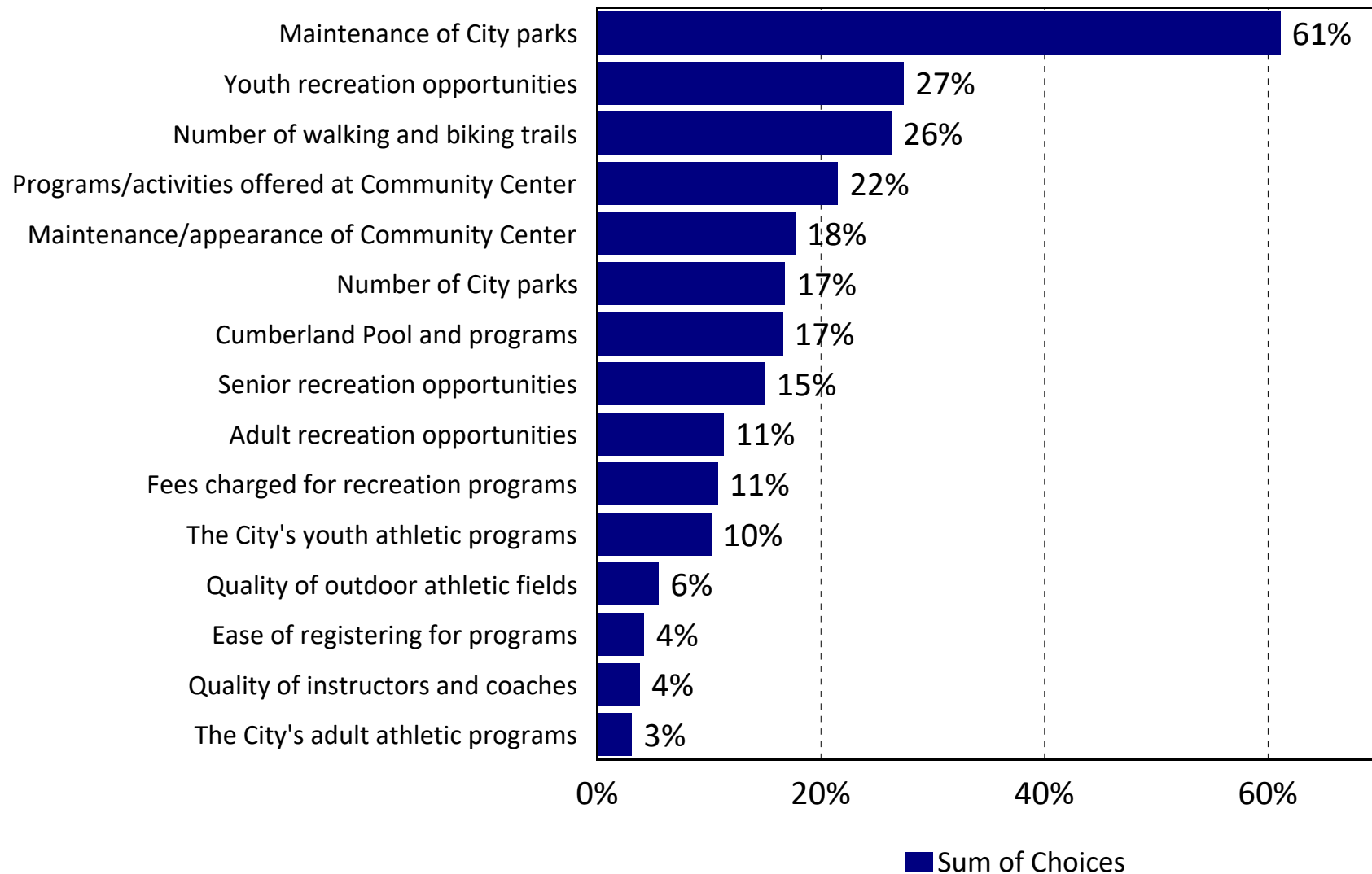
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q25. Parks and Recreation Services That Are Most Important for the City to Provide

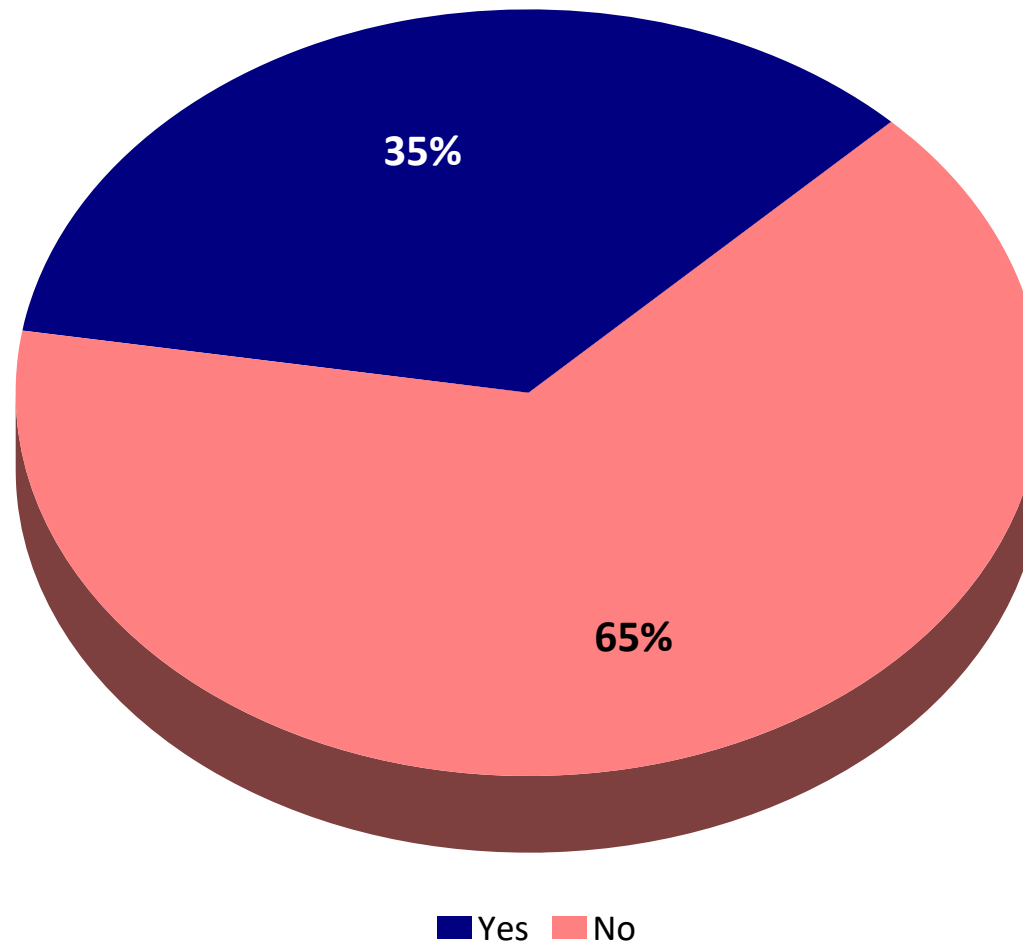
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q27. Have you or other members of your household attended a concert or show at Cain Park during the last 12 months?

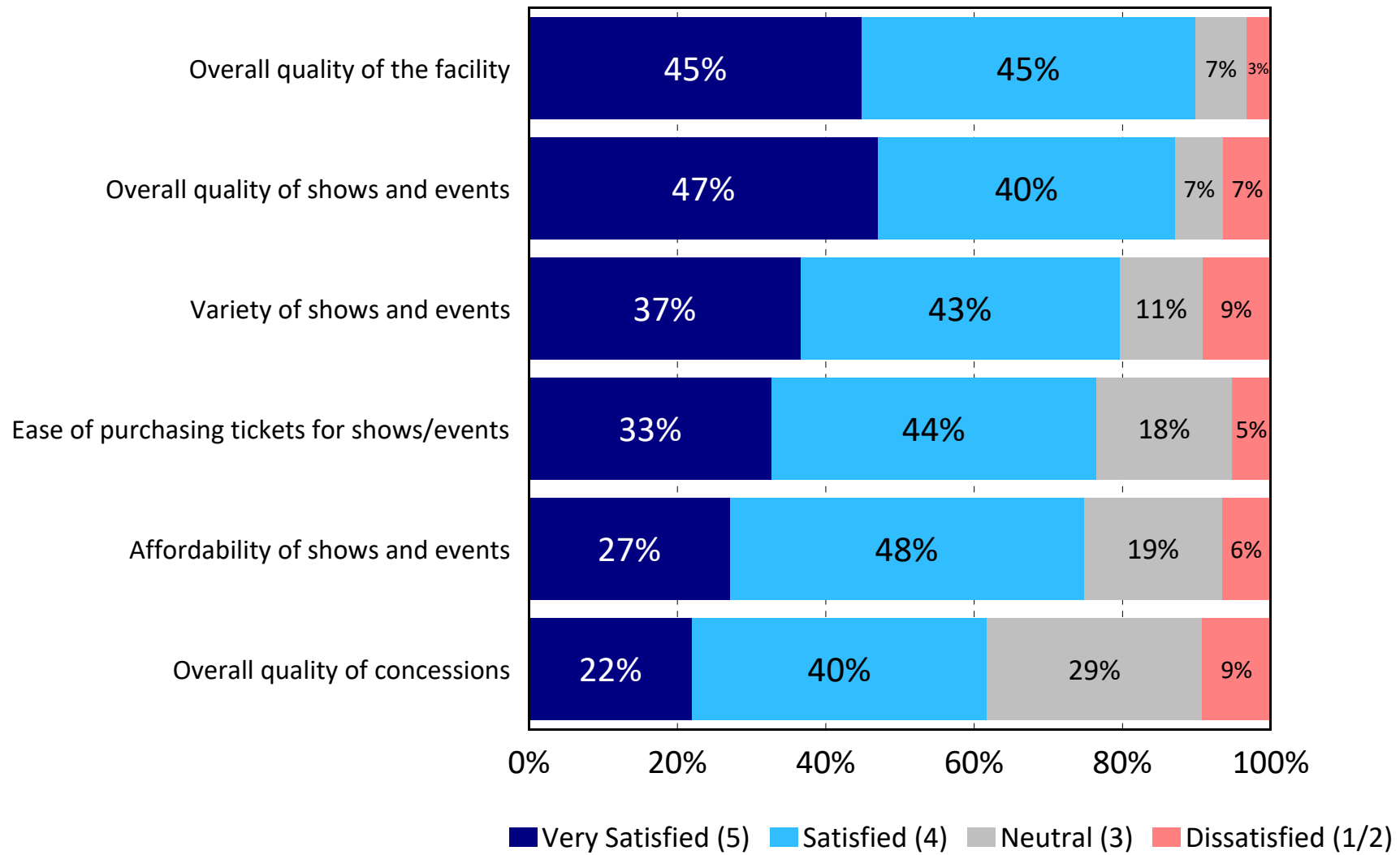
by percentage of respondents



*Source: ETC Institute (2020 - Cleveland Heights, OH)*

## Q27a. 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")

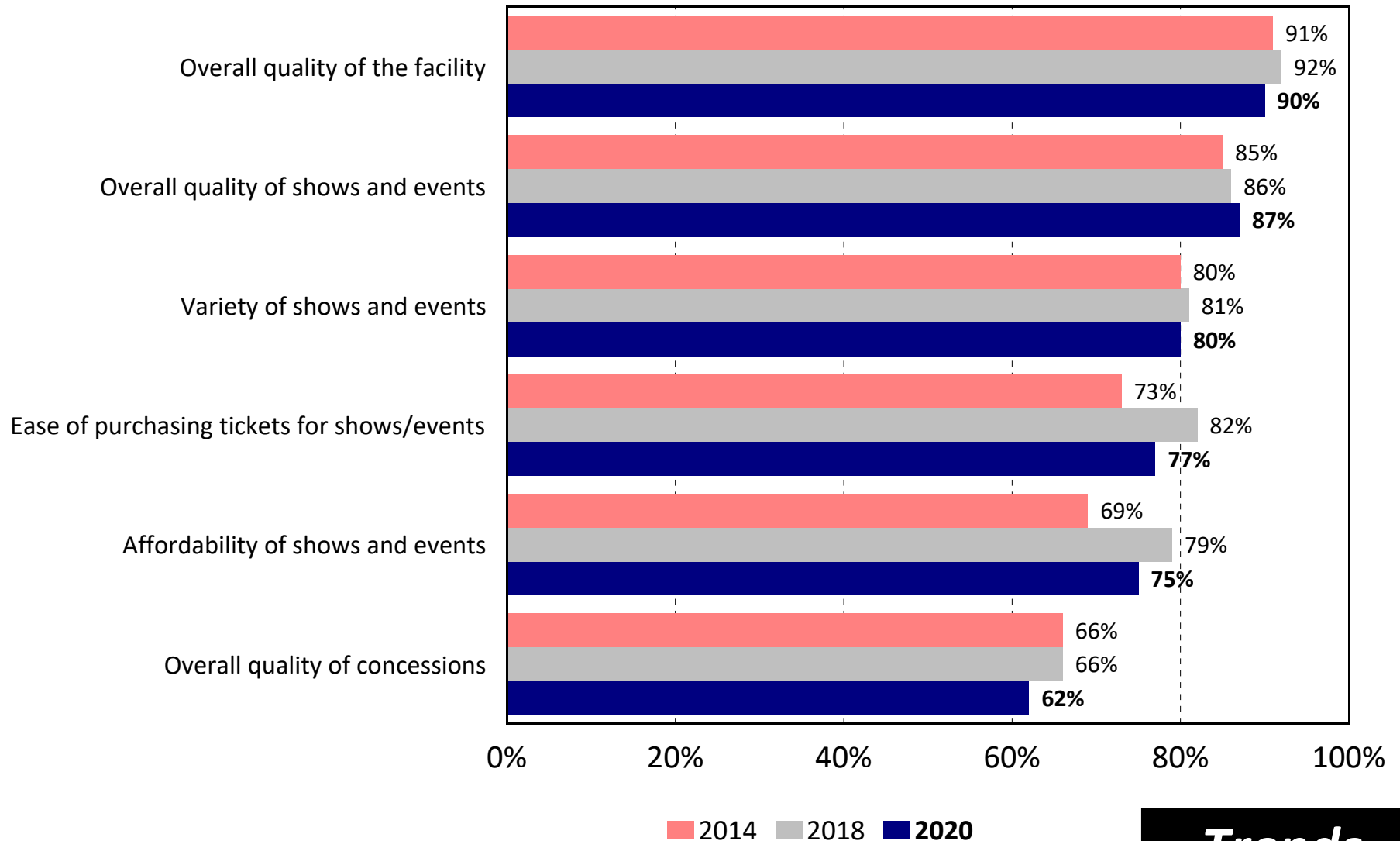


Source: ETC Institute (2020 - Cleveland Heights, OH)

# Satisfaction with Cain Park

## 2014 to 2020

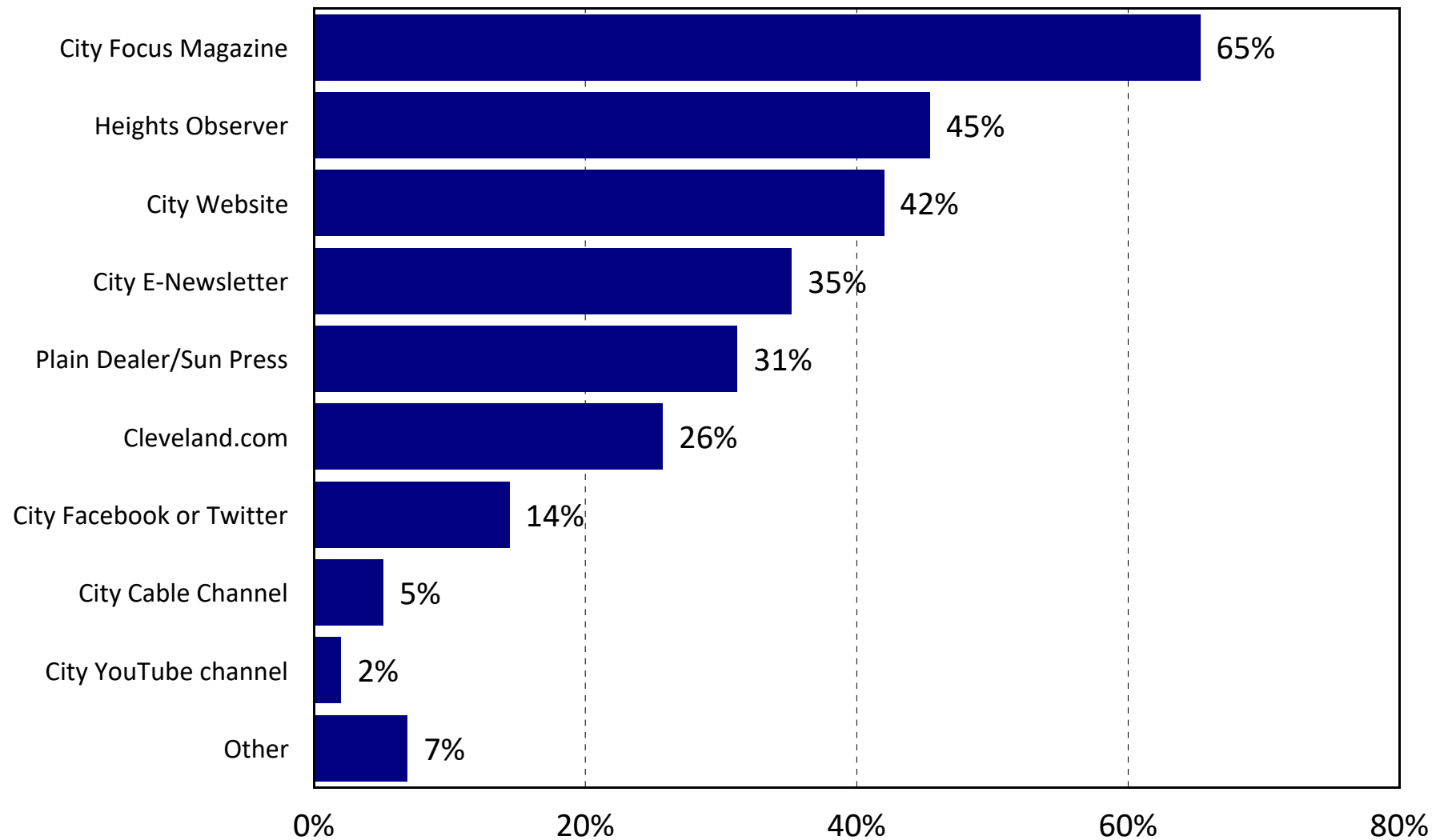
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q28. How Residents Currently Get Information About the City of Cleveland Heights

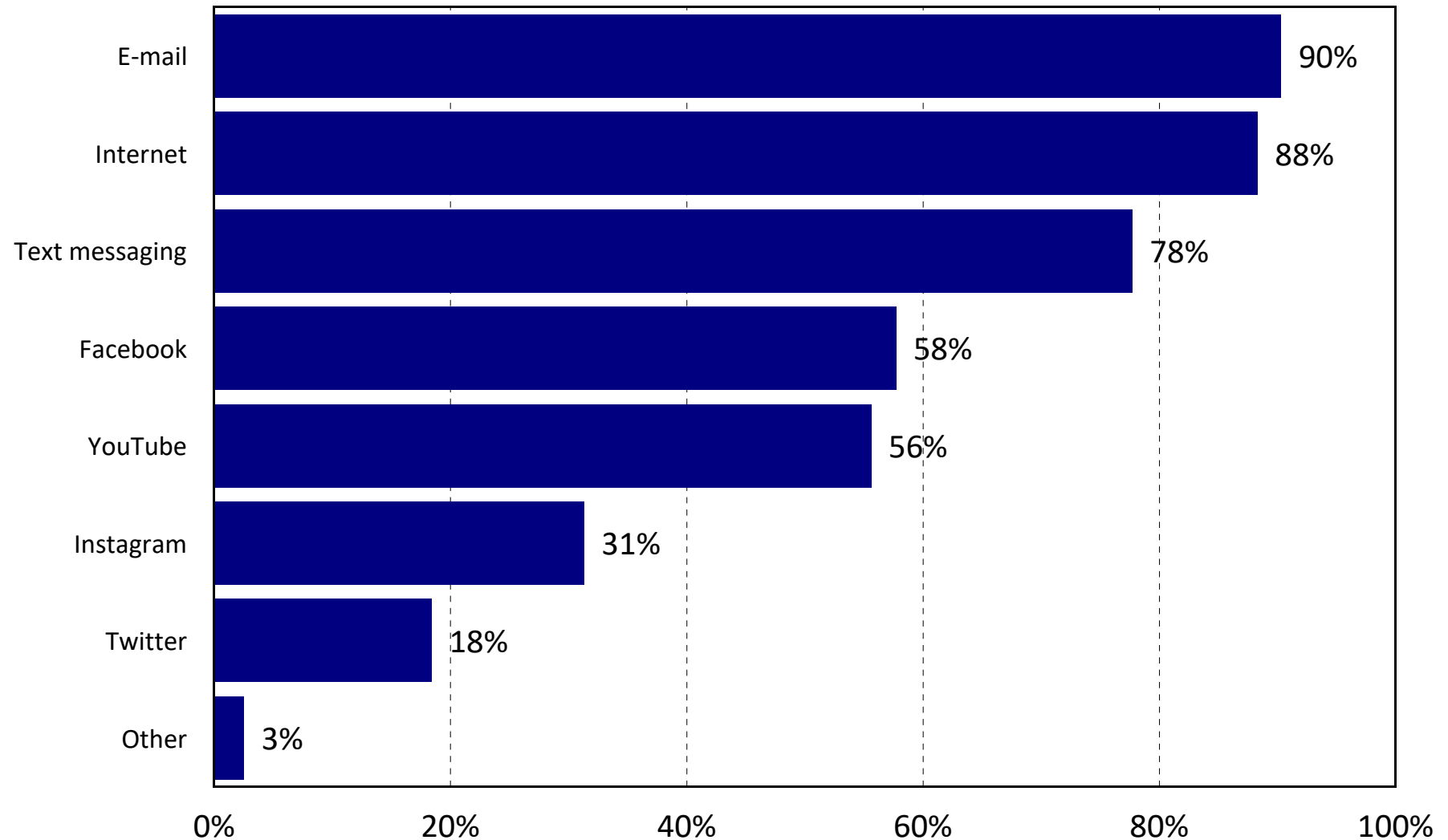
by percentage of respondents (multiple responses could be made)



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q29. Which of the following do you currently use at home?

by percentage of respondents (multiple responses could be made)

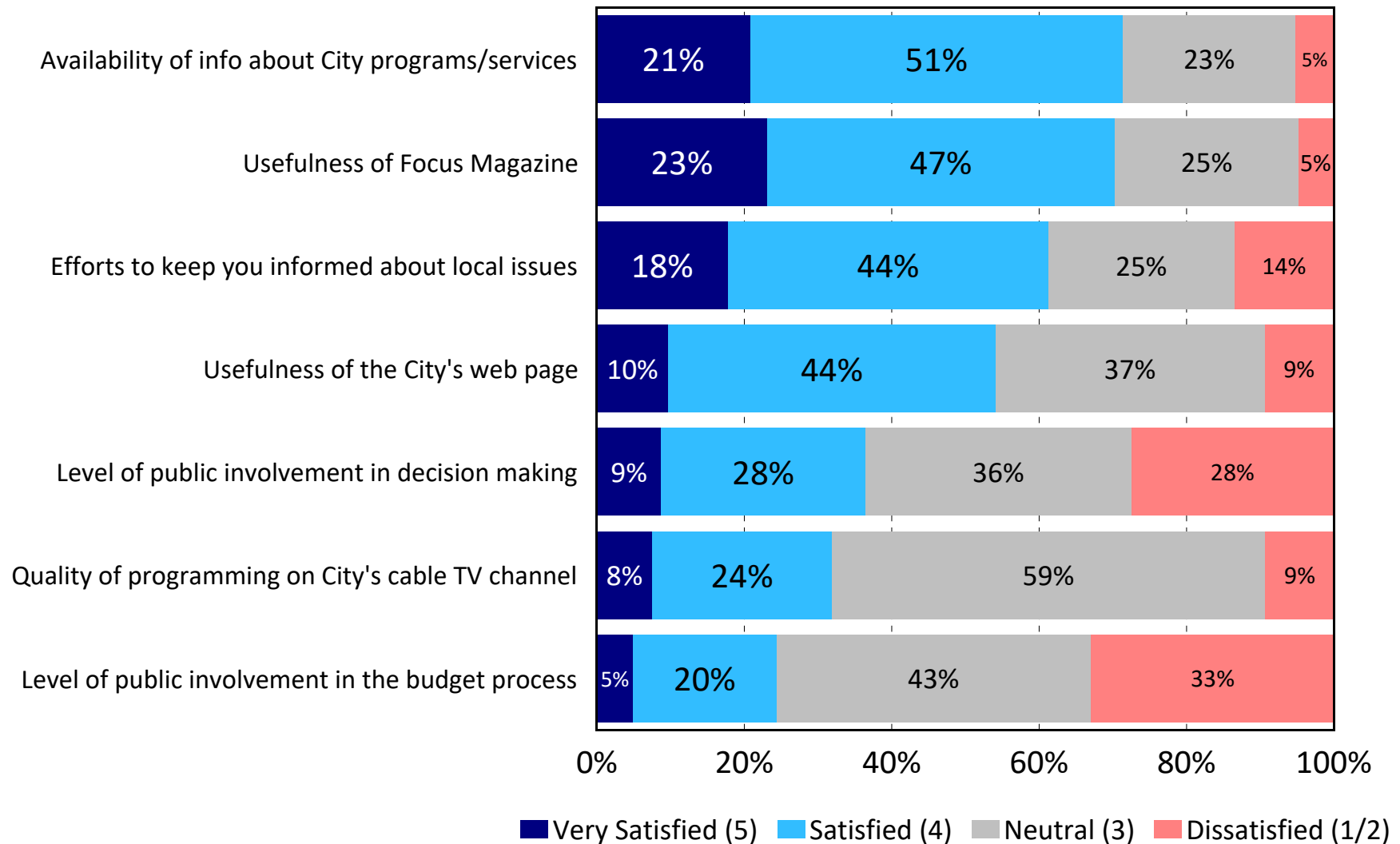


**Source: ETC Institute (2020 - Cleveland Heights, OH)**



## Q30. Satisfaction with City Communications

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

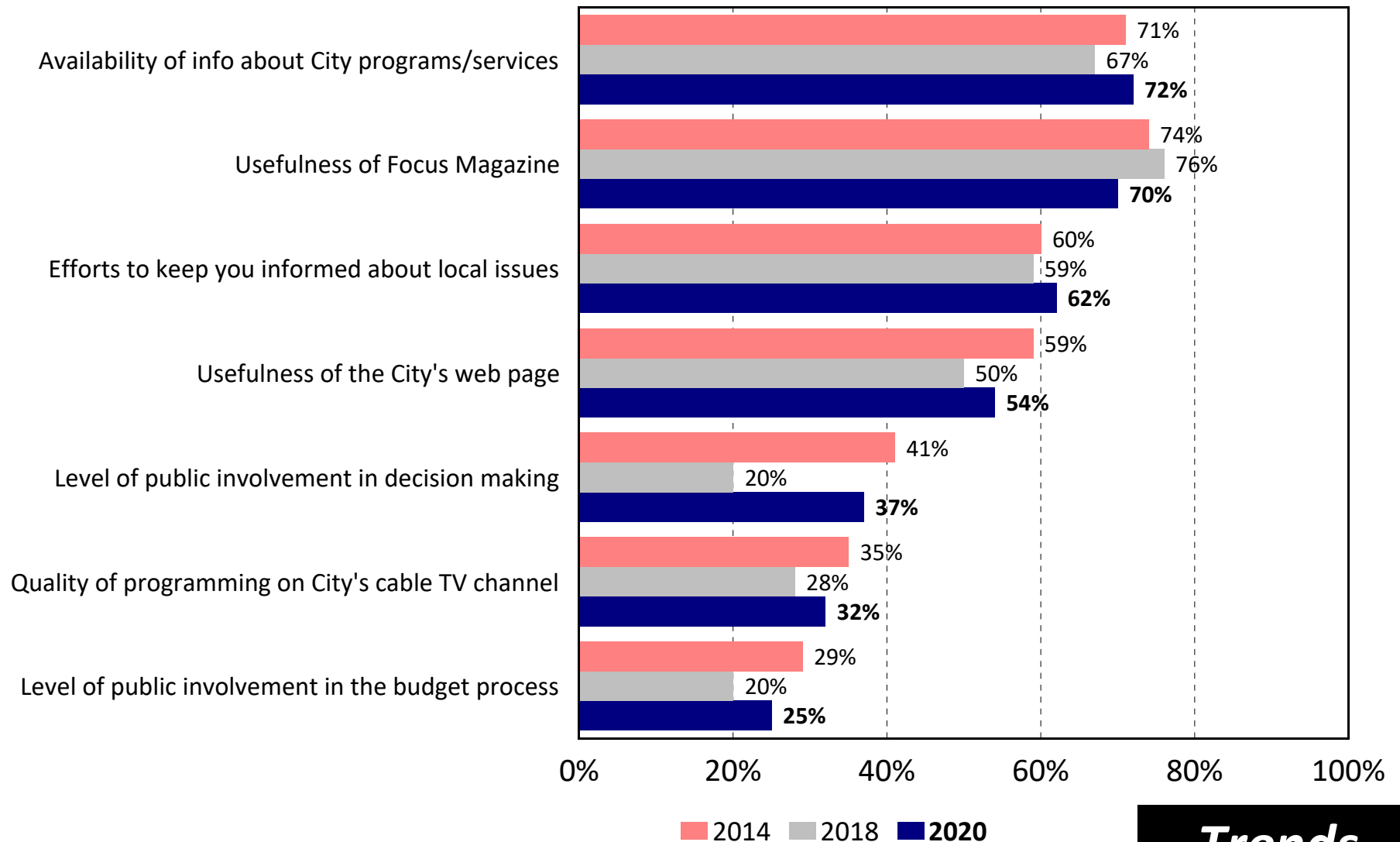


**Source: ETC Institute (2020 - Cleveland Heights, OH)**

# Satisfaction with City Communications

## 2014 to 2020

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

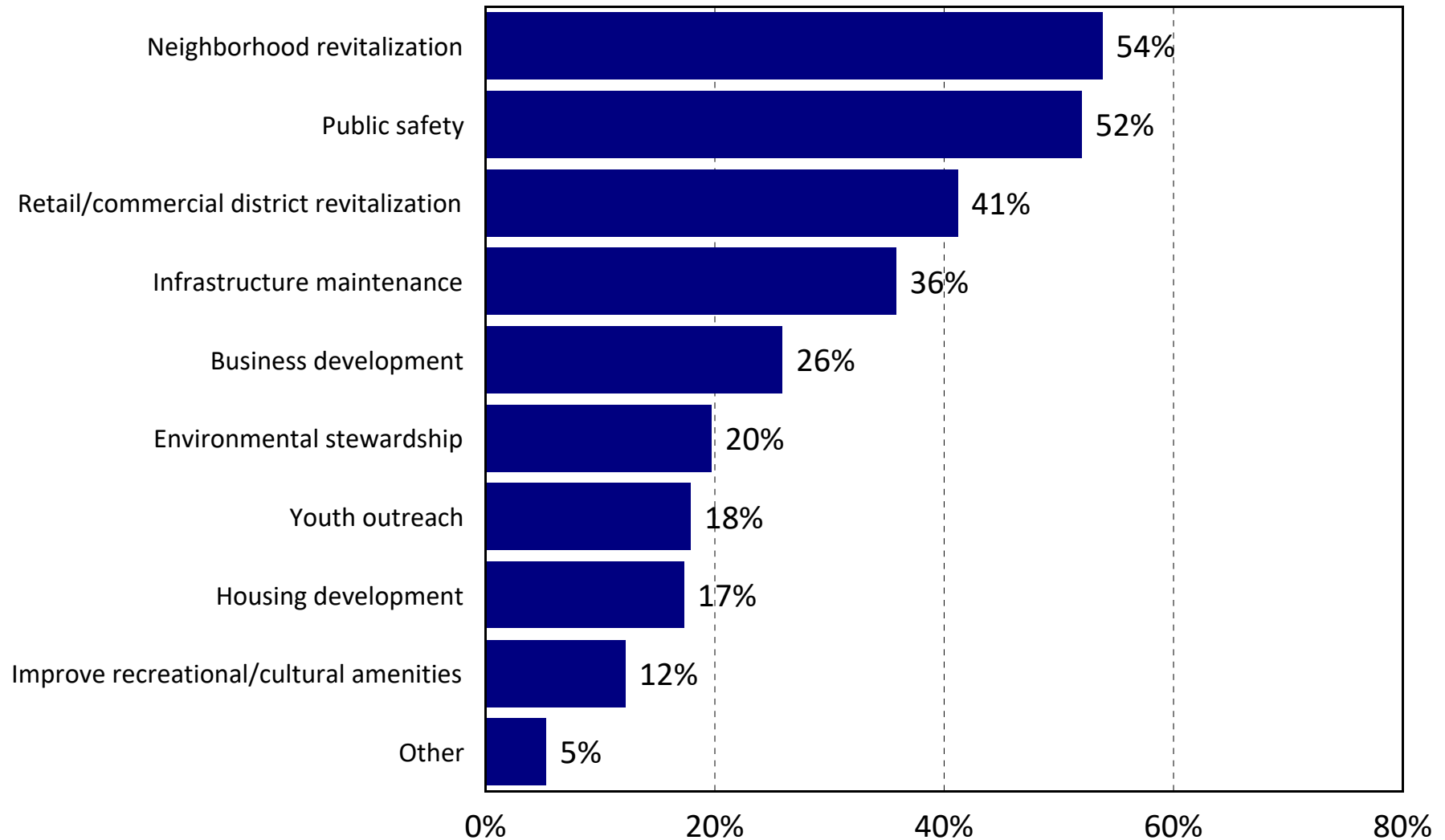


***Trends***

Source: ETC Institute (2020 - Cleveland Heights, OH)

## Q31. Community Issues That Should be the City's Top Priorities Over the Next 2 Years

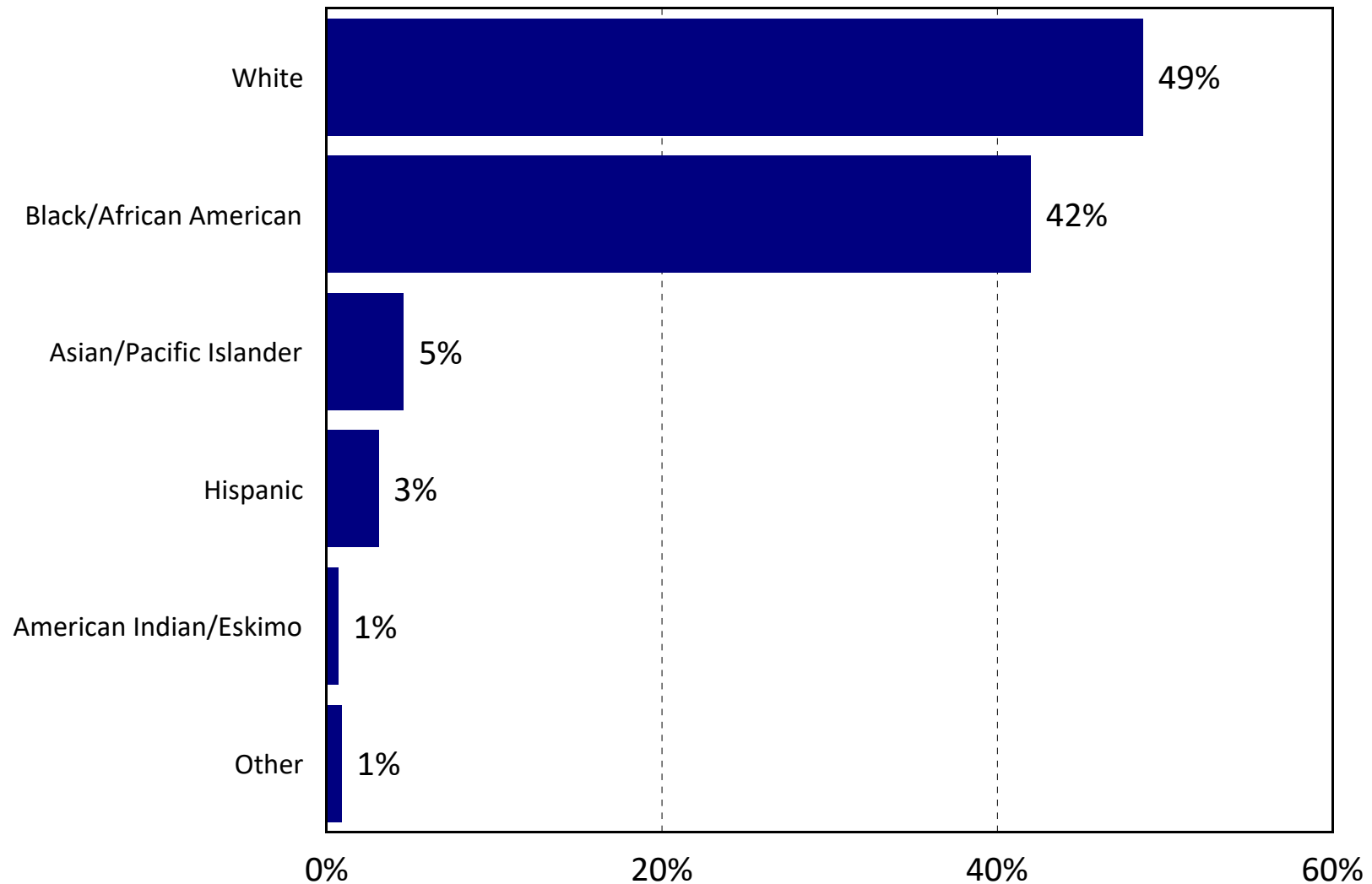
by percentage of respondents (up to three items could be selected)



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q32. Demographics: Race/Ethnicity

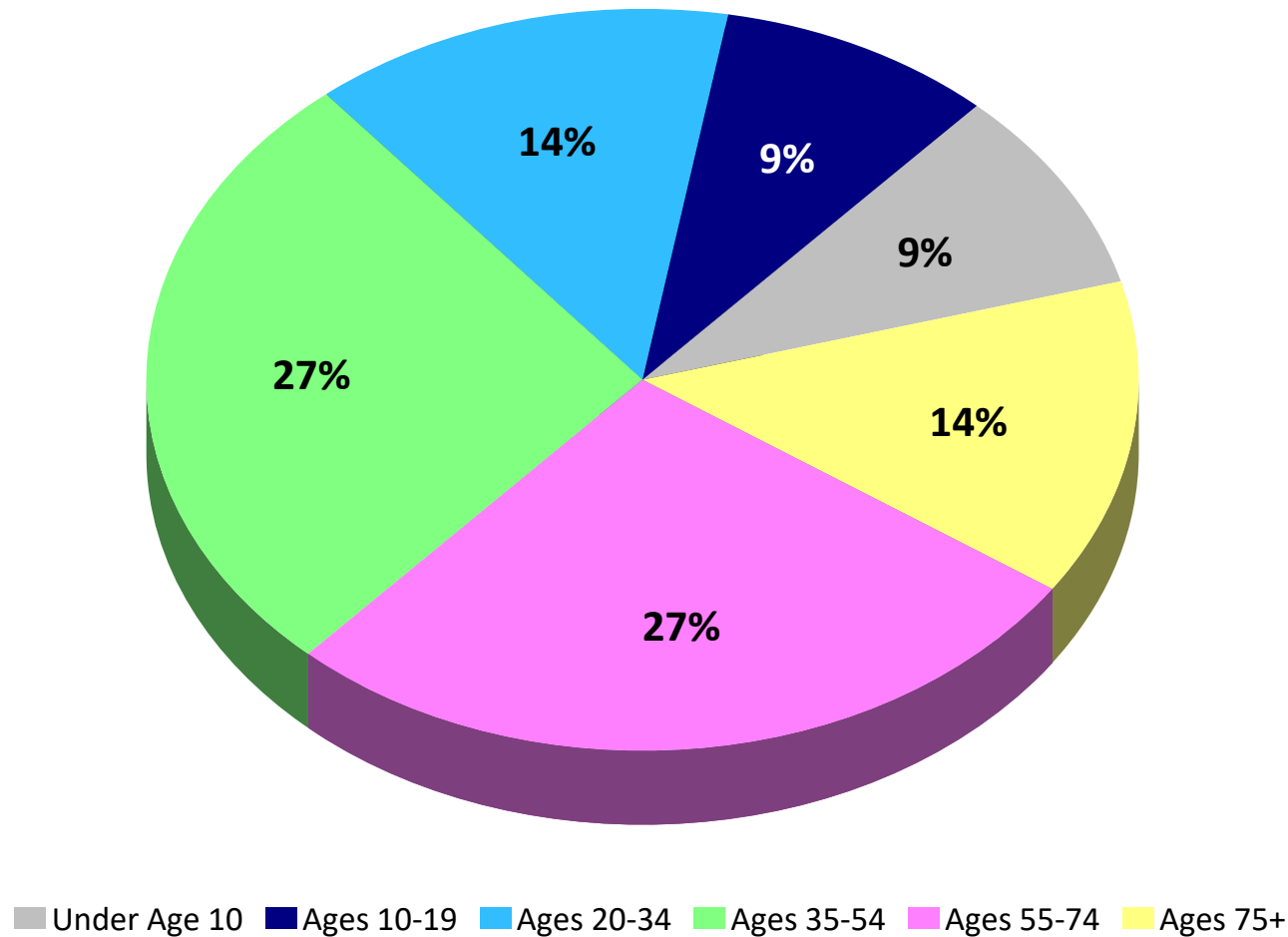
by percentage of respondents (multiple selections could be made)



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q33. Demographics: Ages of Household Members

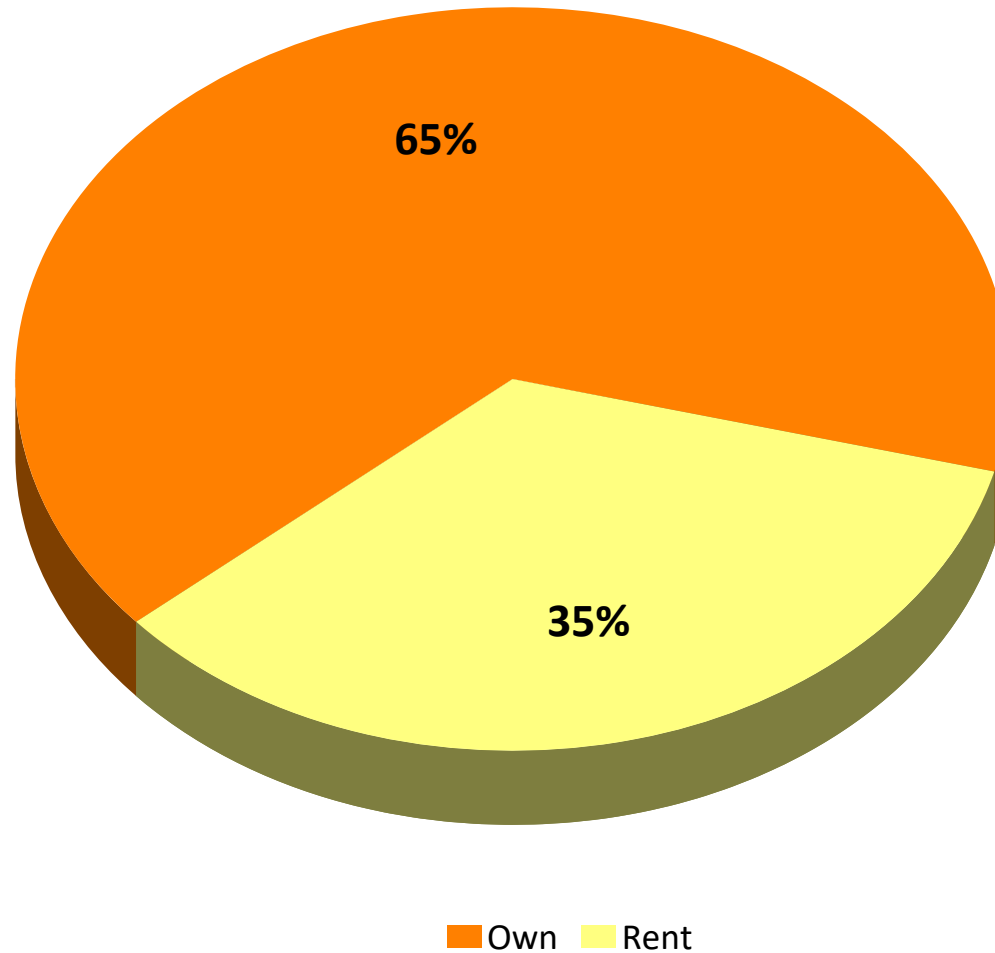
by percentage of persons in households



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q34. Demographics: Do you own or rent your home?

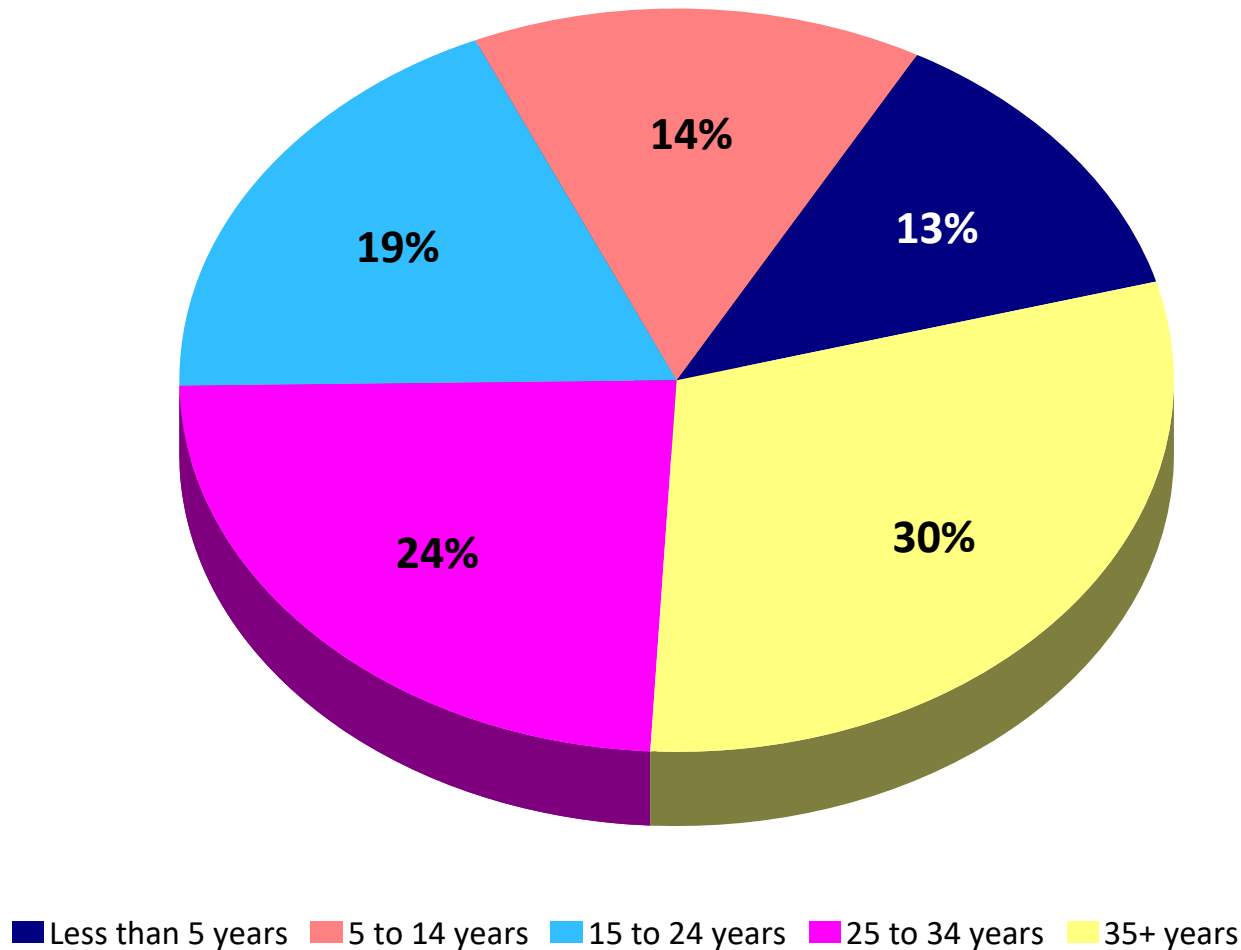
by percentage of respondents



**Source: ETC Institute (2020 - Cleveland Heights, OH)**

## Q35. Demographics: Approximately how many years have you lived in the City of Cleveland Heights?

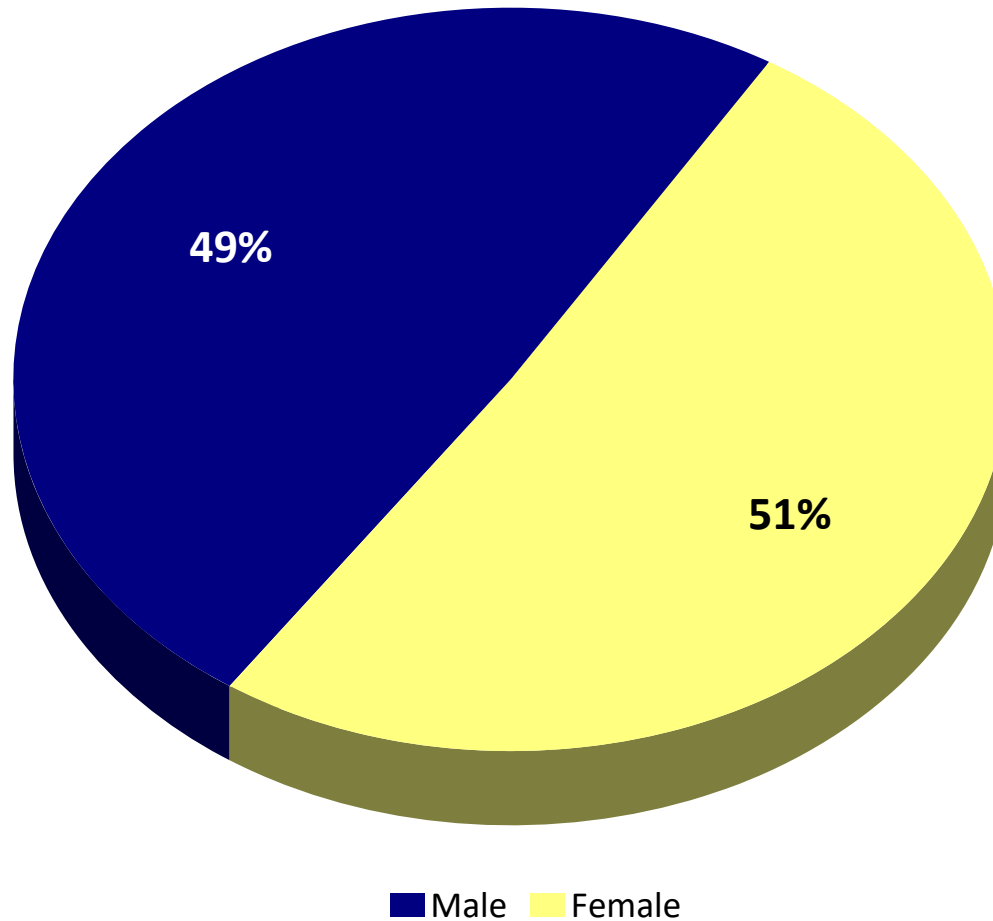
by percentage of respondents



**Source:** ETC Institute (2020 - Cleveland Heights, OH)

## Q36. Demographics: Gender

by percentage of respondents



***0.2% self-identified as "Other"***

***Source: ETC Institute (2020 - Cleveland Heights, OH)***



## ***Section 2: Benchmarking Analysis***

---

## Benchmarking Summary Report

### Cleveland Heights, Ohio

#### Overview

Since November of 1999, ETC Institute's community surveys have 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 2019 and (2) individual communities with a population of less than 50,000 where ETC Institute has administered a citizen survey between January 2018 and August 2020; the 50 communities included in this comparison are listed below.

- Addison, TX
- Atchison, KS
- Basehor, KS
- Bensenville, IL
- Branson, MO
- Buchanan, WI
- Camas, WA
- Cedar Hill, TX
- Clayton, MO
- Creve Coeur, MO
- Durant, OK
- Edgerton, KS
- Enterprise, AL
- Fairway, KS
- Gallatin, TN
- Gardner, KS
- Glencoe, IL
- Glenview, IL
- Grain Valley, MO
- Grandview, MO
- Johnston, IA
- Kirkwood, MO
- Lebanon, MO
- Manassas, VA
- Maryland Heights, MO
- Mercer Island, WA
- Merriam, KS
- Mooresville, NC
- Newcastle, WA
- North Kansas City, MO
- Norwalk, IA
- Oregon City, OR
- Pinehurst, NC
- Pitkin County, CO
- Platte City, MO
- Pleasant Hill, IA
- Prairie Village, KS
- Raymore, MO
- Richmond, MO
- Riverside, MO
- Roeland Park, KS
- Rolla, MO
- Schertz, TX
- Smithville, MO
- Spring Hill, KS
- St. Charles, IL
- Trussville, AL
- University City, MO
- Washougal, WA
- Wauwatosa, WI

## 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 50 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 50 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 citizen surveys have been administered since 2018.

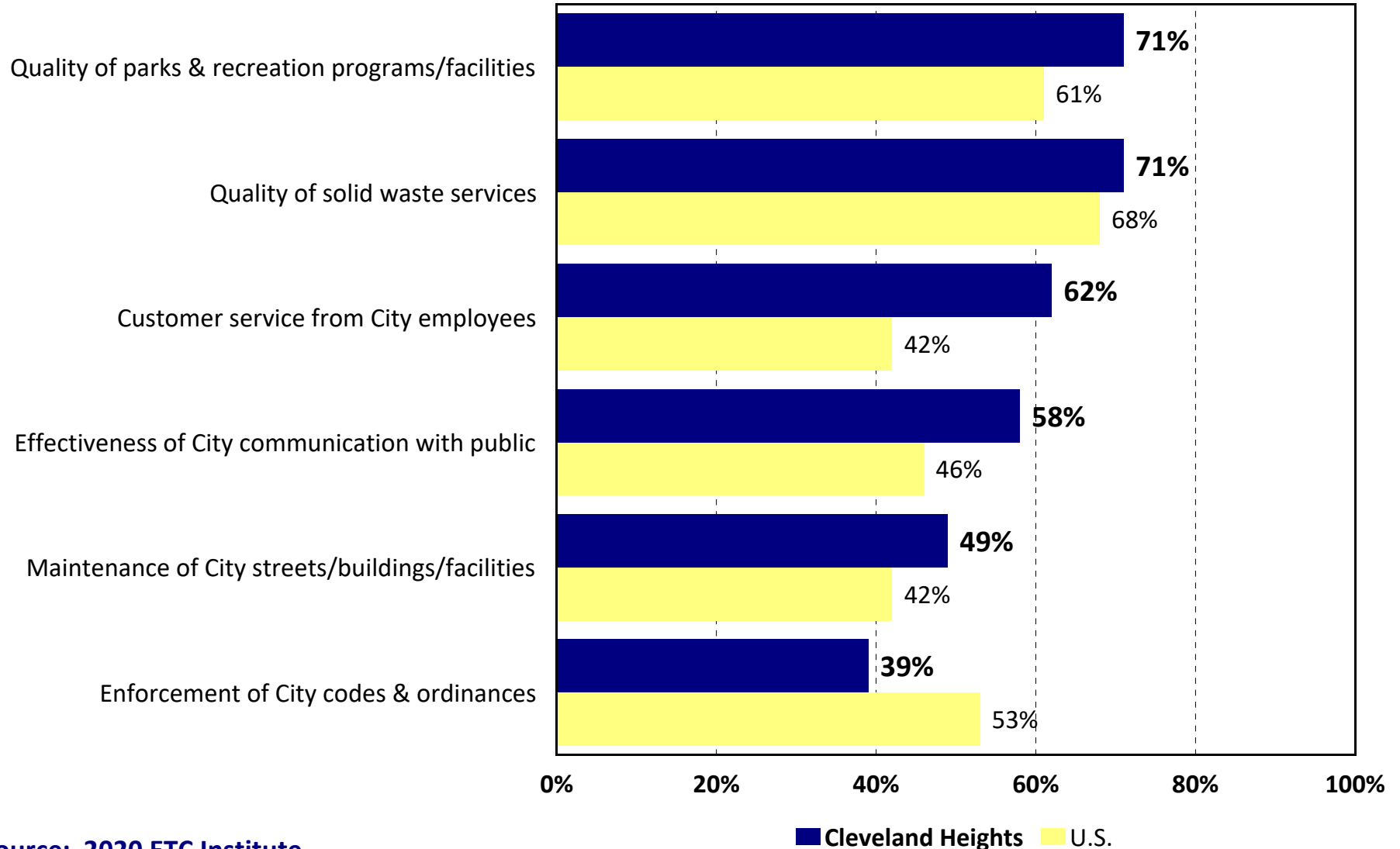
# National Benchmarks

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

# Overall Satisfaction with Major Categories of City Services

## Cleveland Heights vs. the U.S.

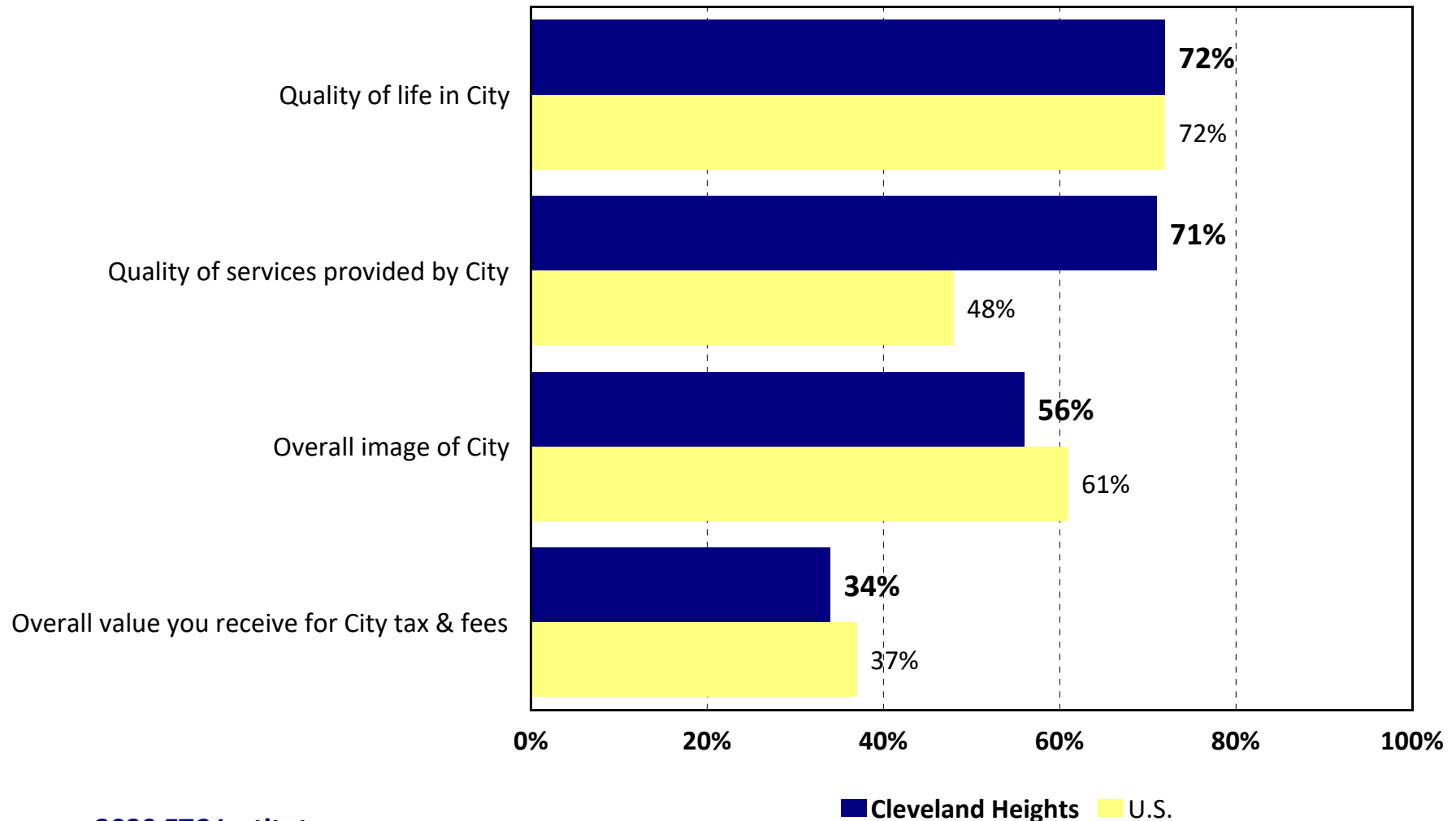
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

# Satisfaction with Issues that Influence Perceptions of the City Cleveland Heights vs. the U.S.

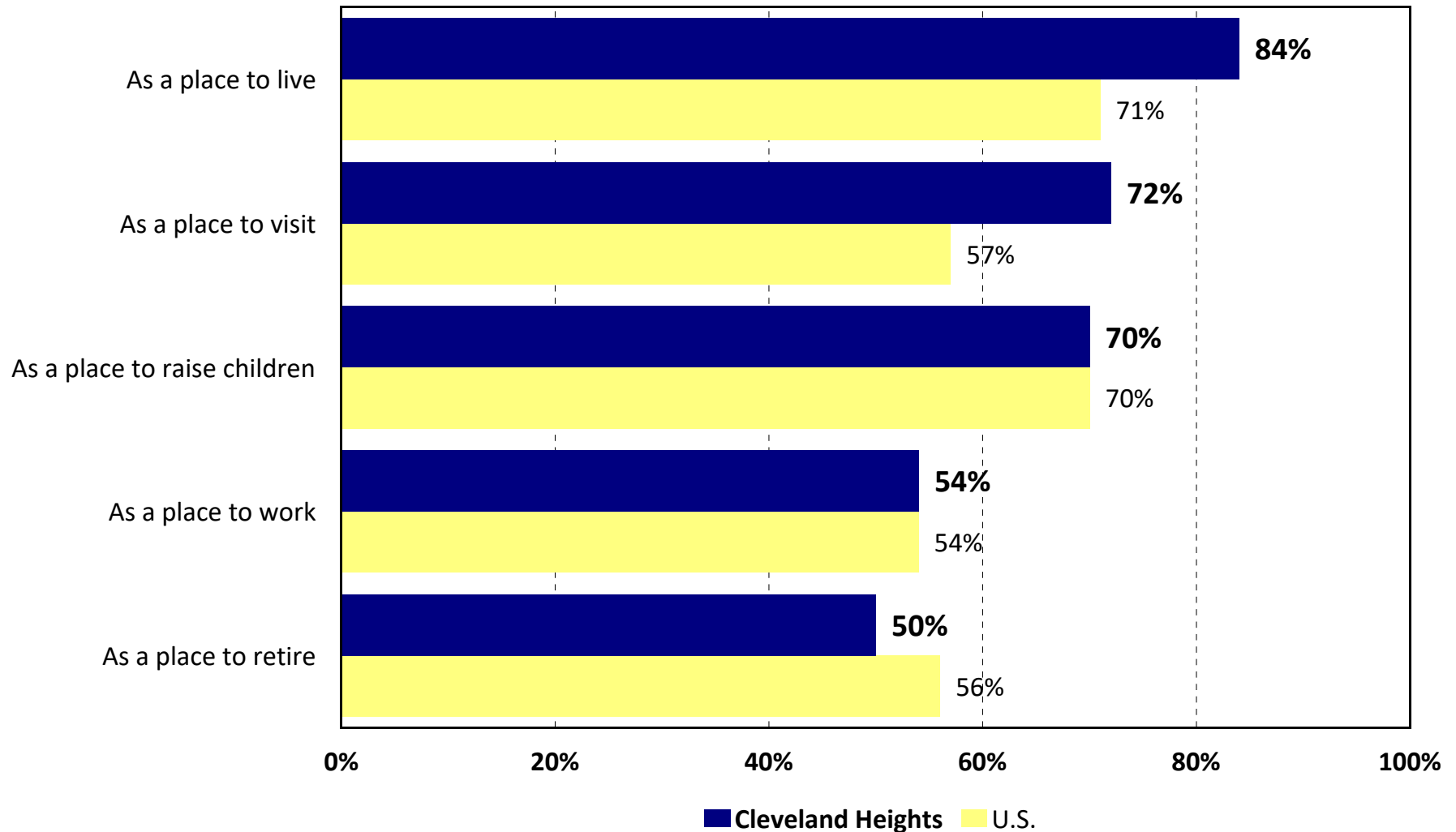
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

## Overall Ratings of the City 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 "excellent" and 1 was "poor" (excluding don't knows)

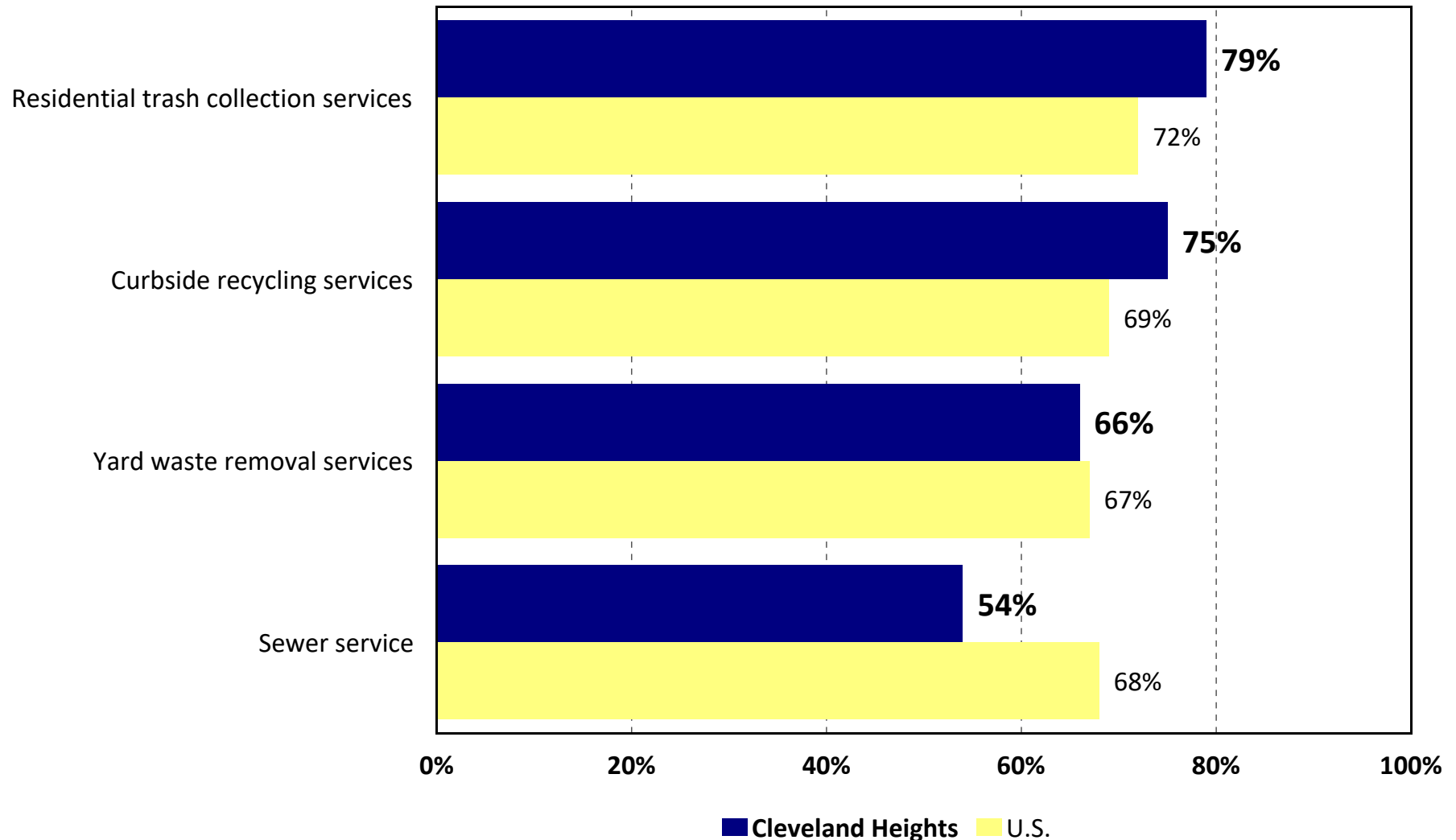


Source: 2020 ETC Institute

# Satisfaction with Utility Services

## Cleveland Heights vs. the U.S.

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



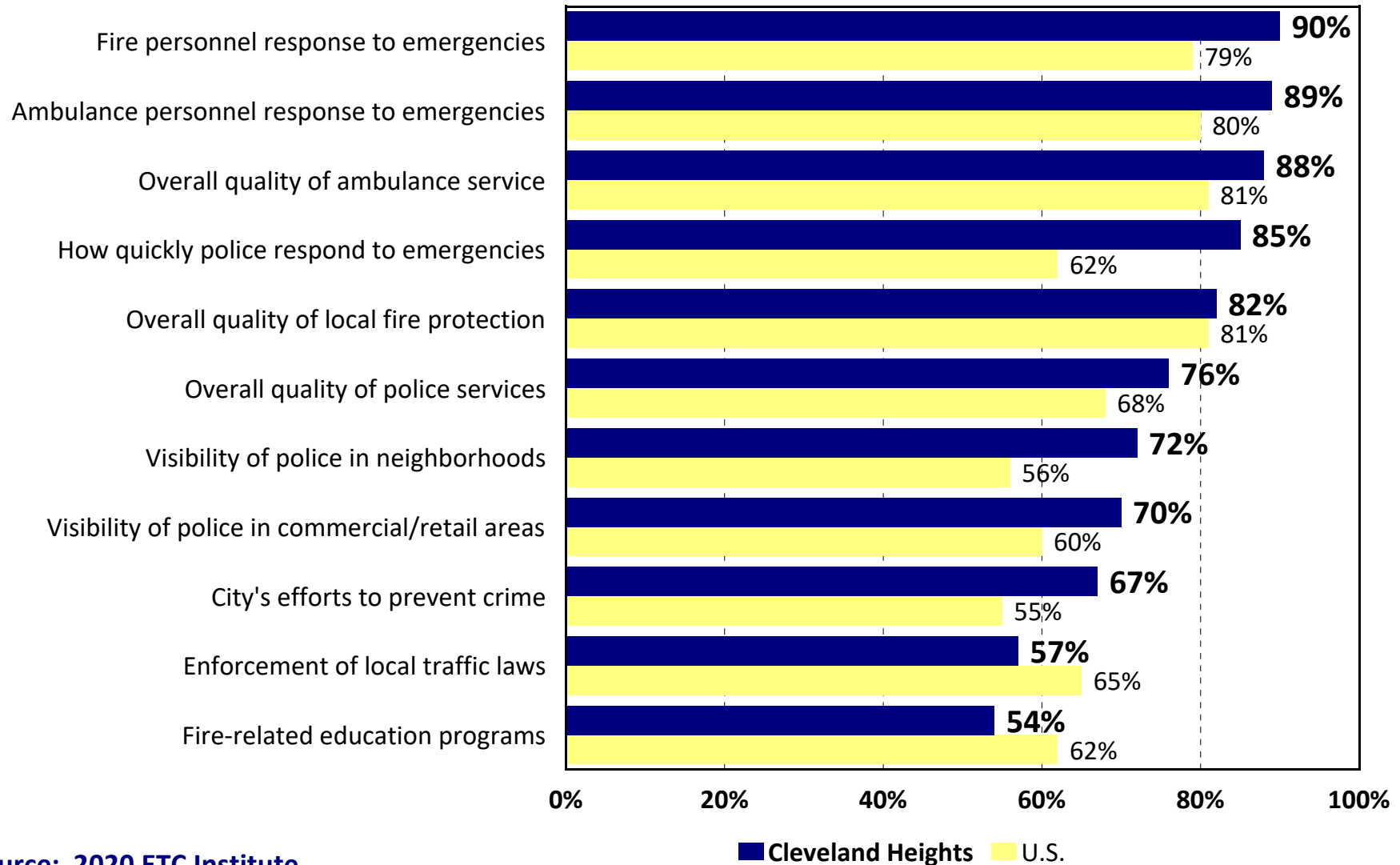
Source: 2020 ETC Institute



# Satisfaction with Public Safety

## Cleveland Heights vs. the U.S.

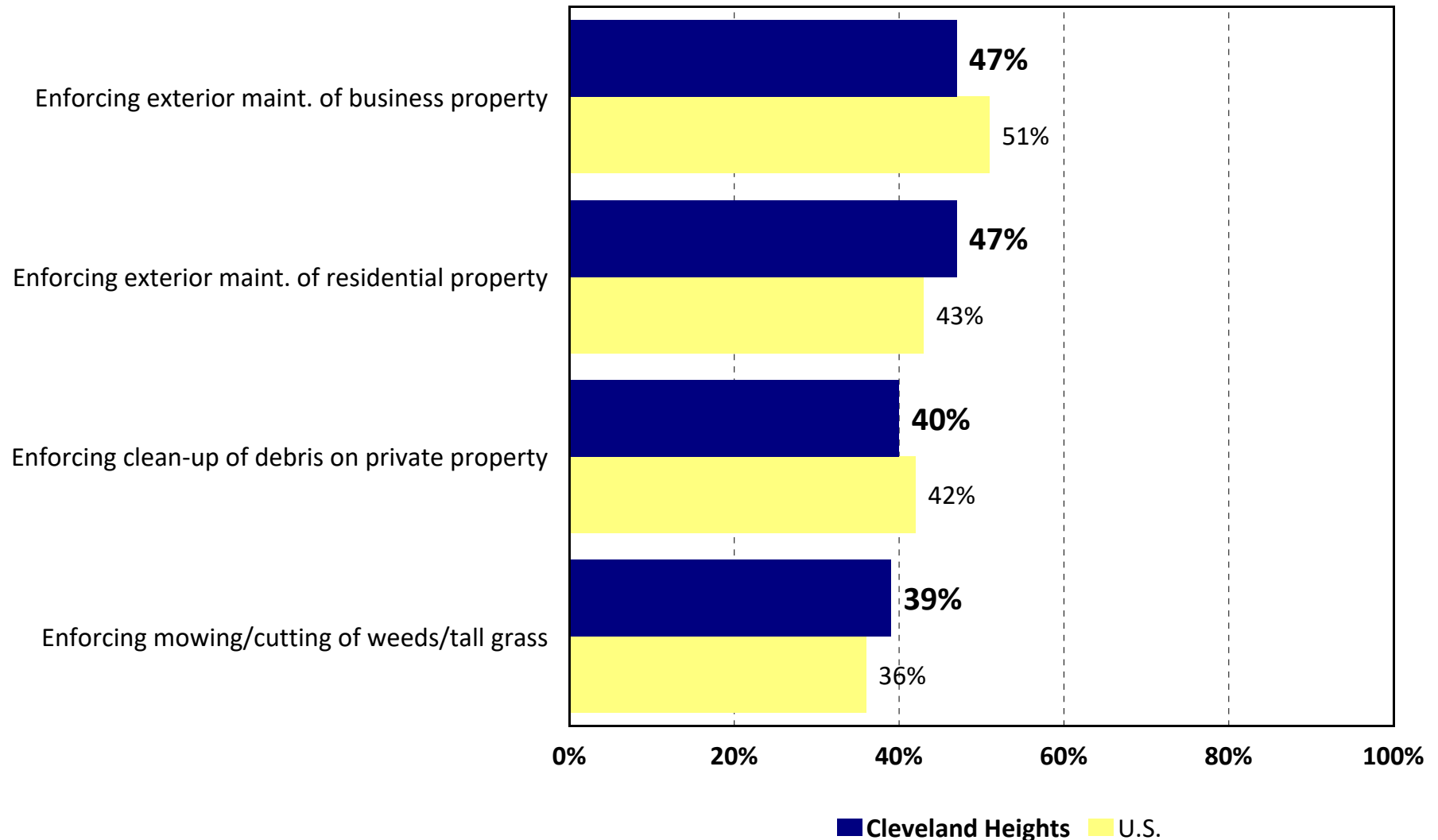
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

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

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

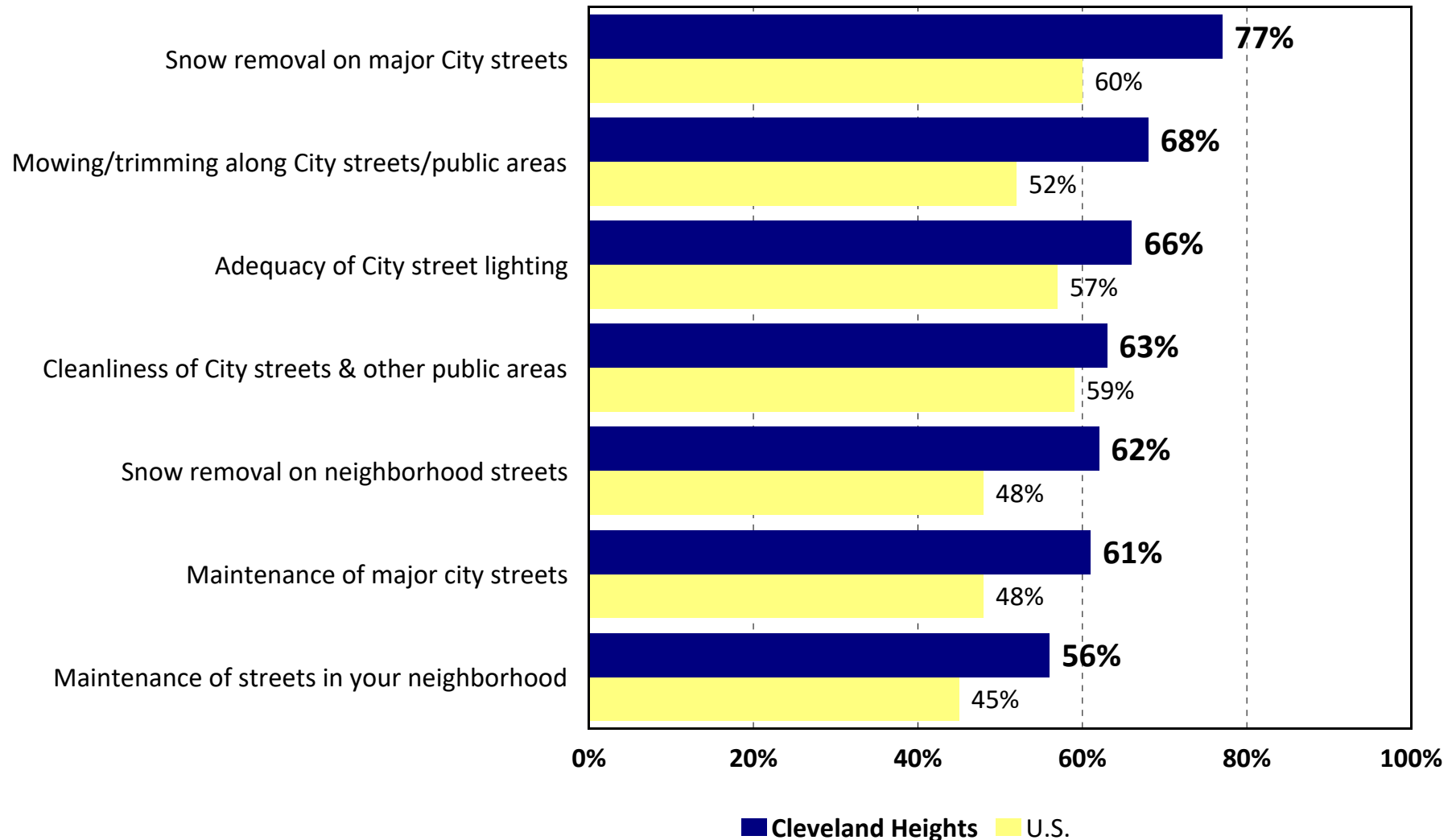


Source: 2020 ETC Institute

## Satisfaction with City Maintenance

### Cleveland Heights vs. the U.S.

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

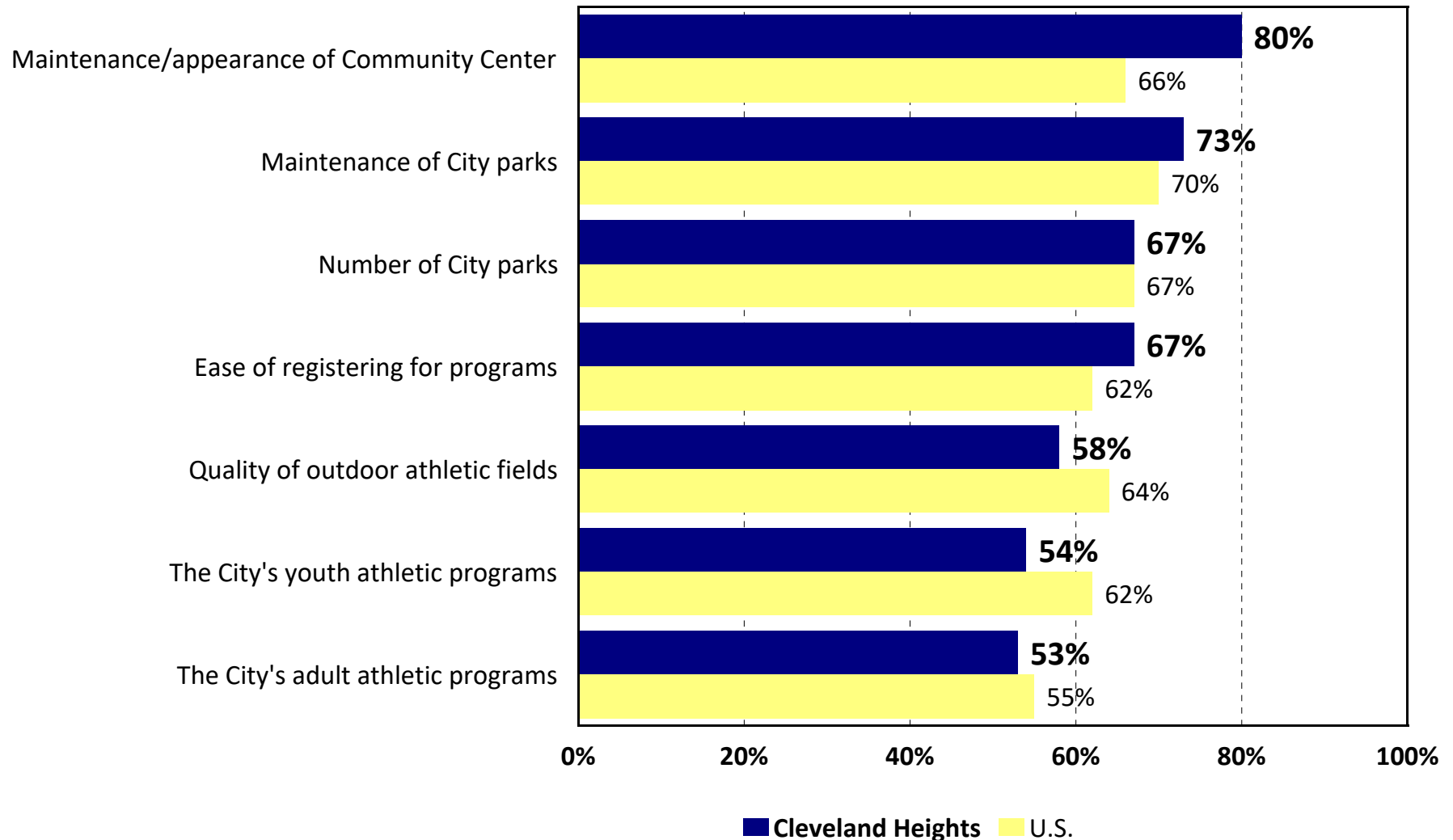


Source: 2020 ETC Institute

# 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)

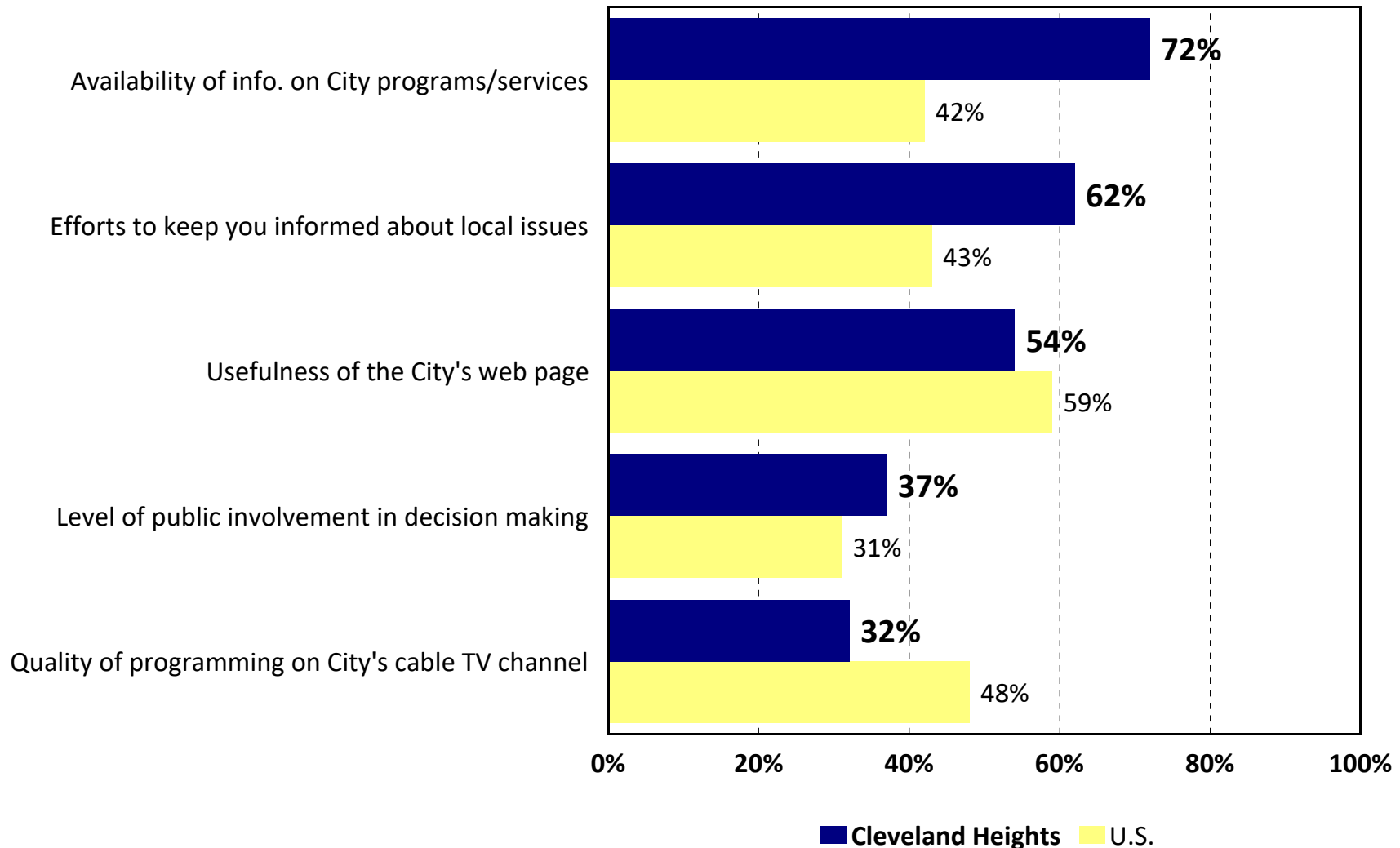


Source: 2020 ETC Institute

# Satisfaction with City Communications

## Cleveland Heights vs. the U.S.

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



Source: 2020 ETC Institute

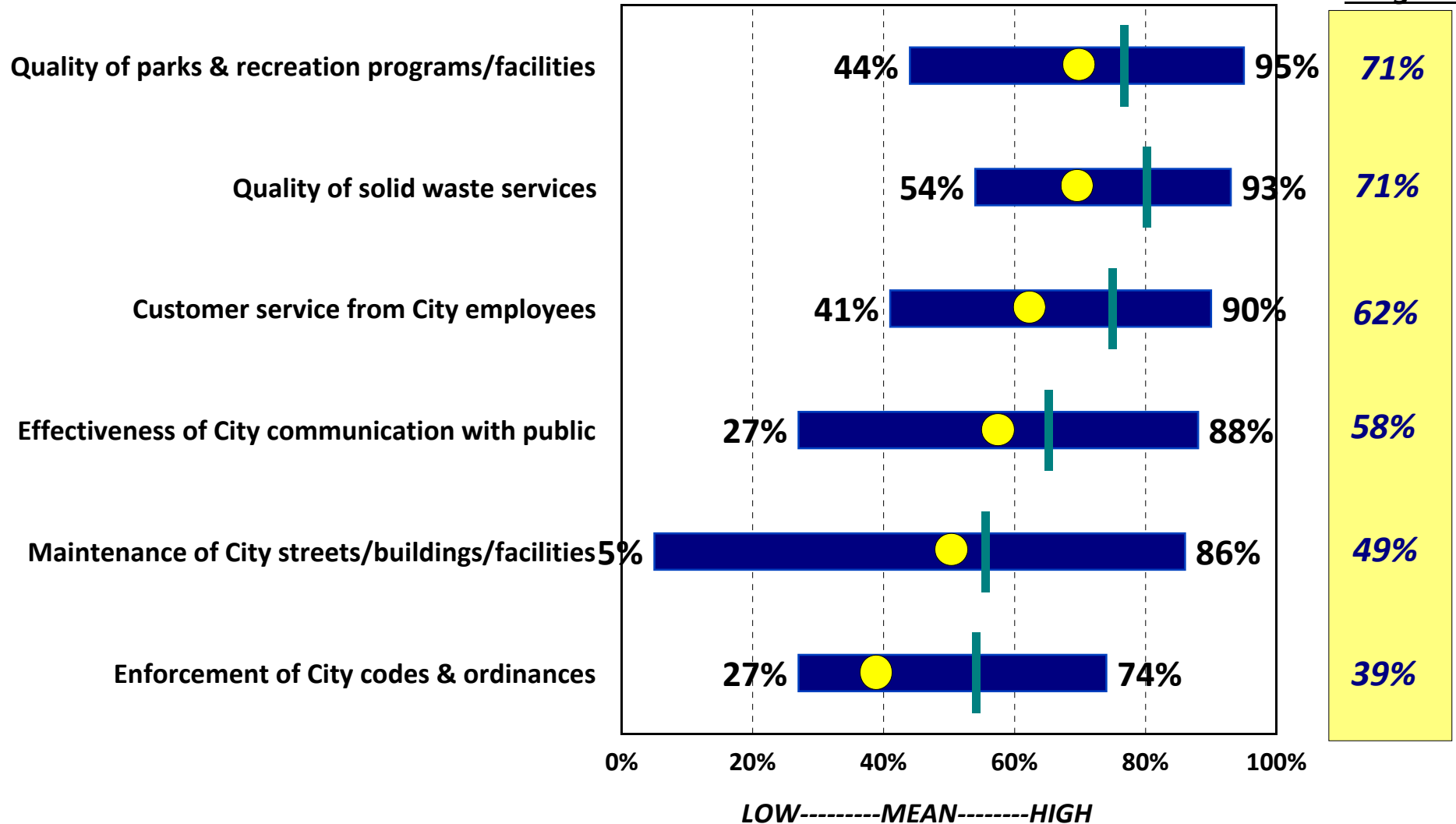
# Performance Ranges

# Overall Satisfaction With Major Categories of City Services

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

Communities with a Population of Less than 50,000

**Cleveland Heights**



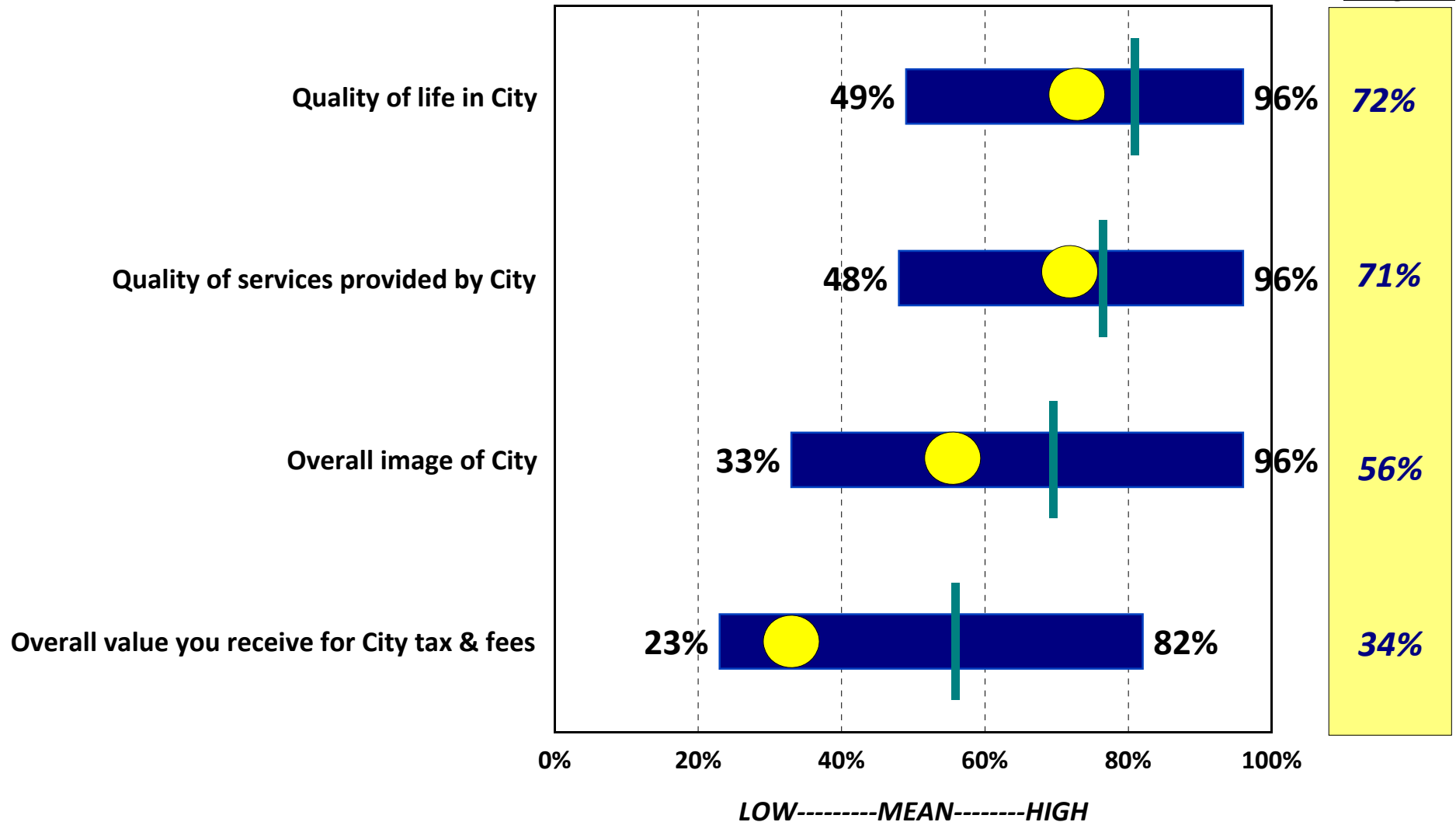
Source: 2020 ETC Institute

# Overall Satisfaction With Perceptions of the City

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

Communities with a Population of Less than 50,000

**Cleveland  
Heights**



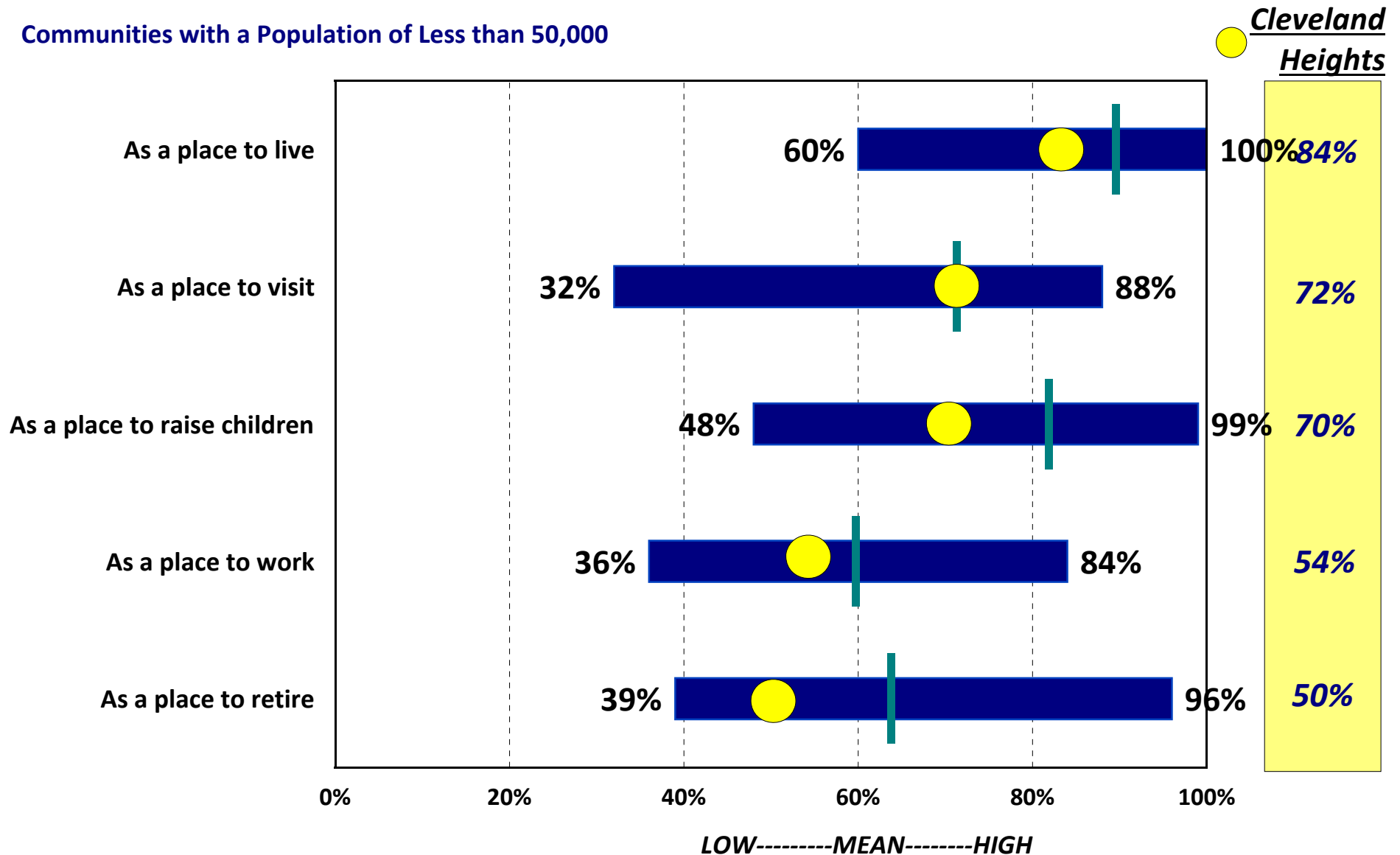
Source: 2020 ETC Institute



# Overall Ratings of the City

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

## Communities with a Population of Less than 50,000



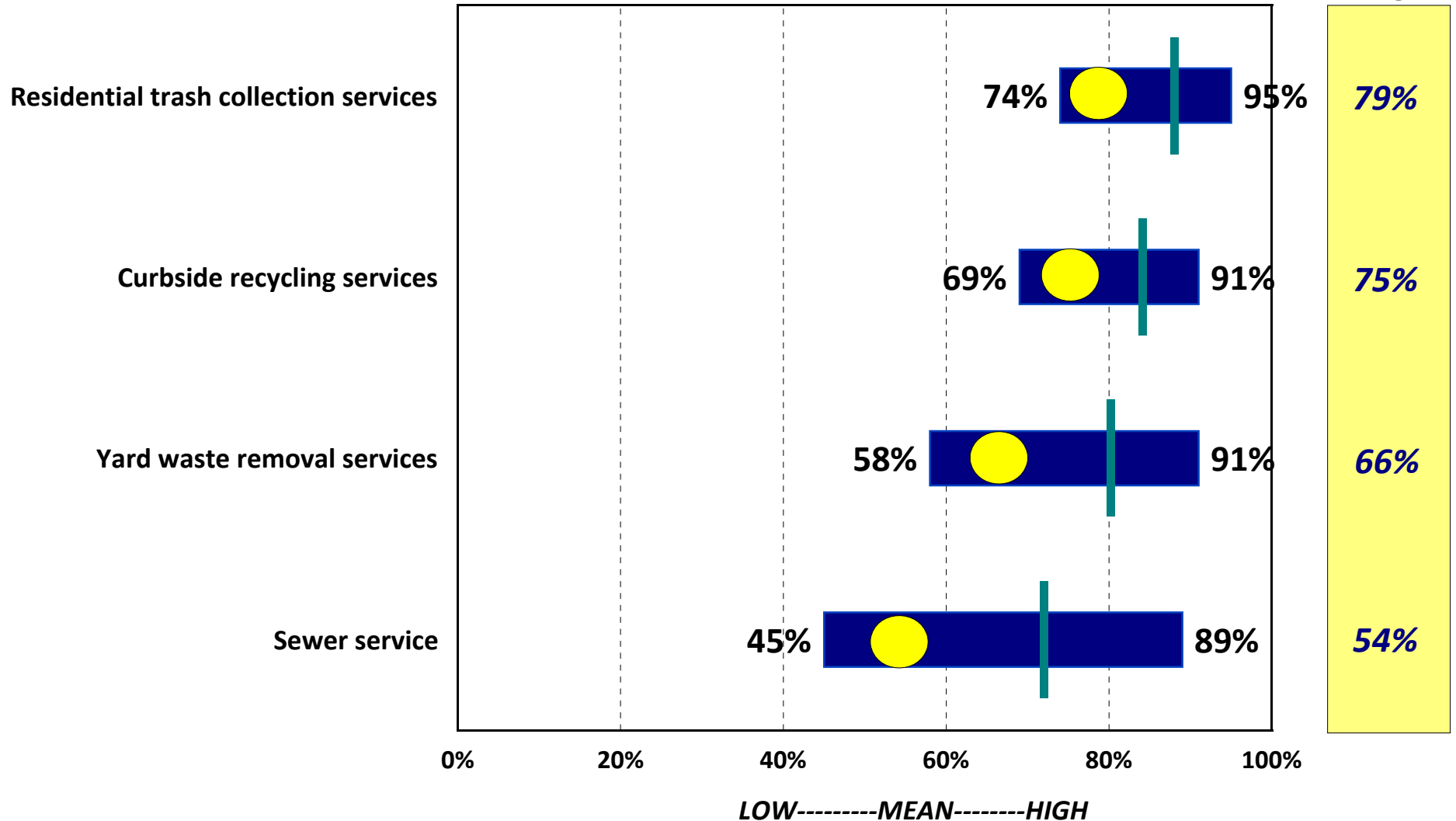
Source: 2020 ETC Institute

# Satisfaction with Utility Services

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

Communities with a Population of Less than 50,000

**Cleveland Heights**

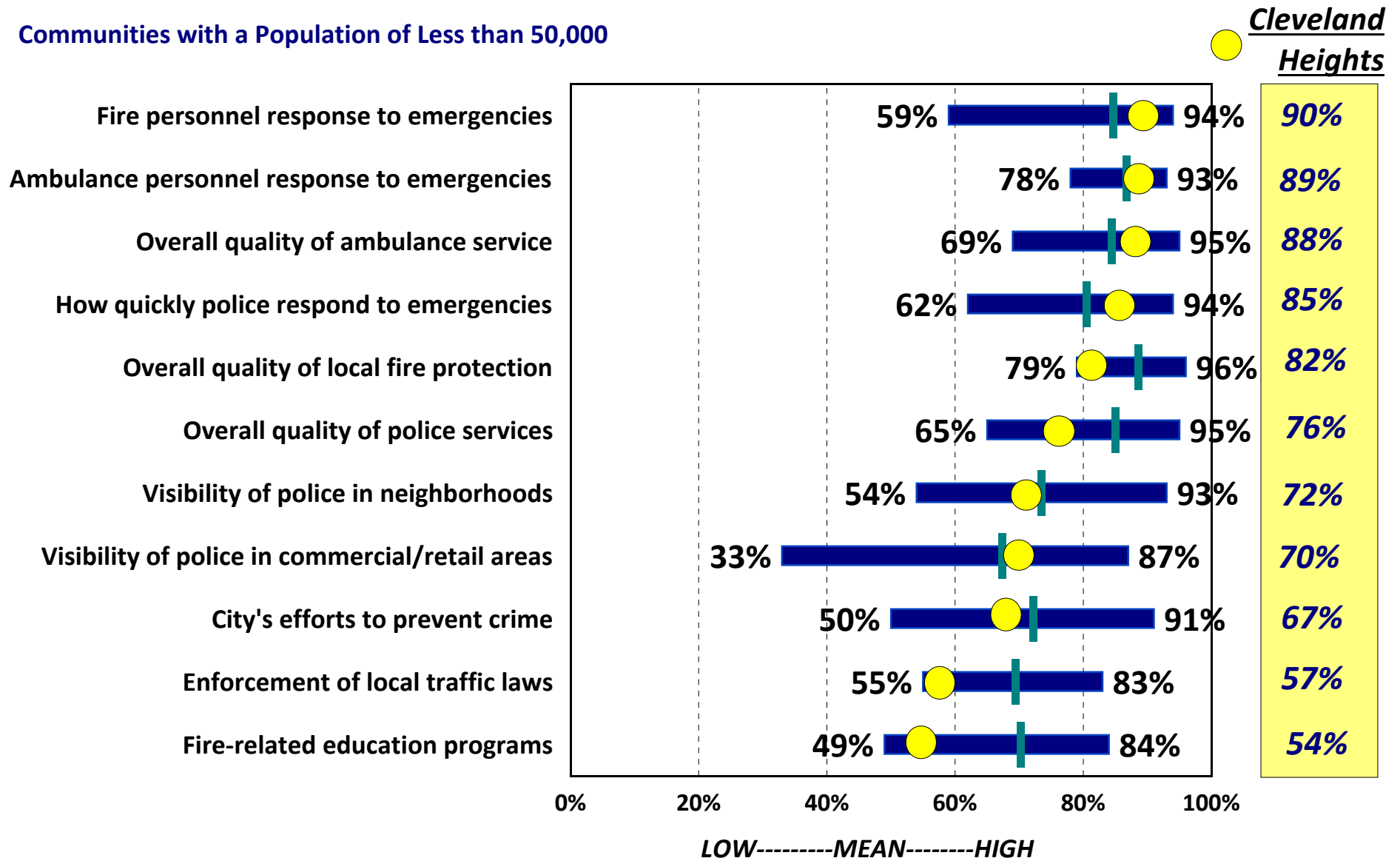


Source: 2020 ETC Institute

# Satisfaction with Public Safety

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

## Communities with a Population of Less than 50,000



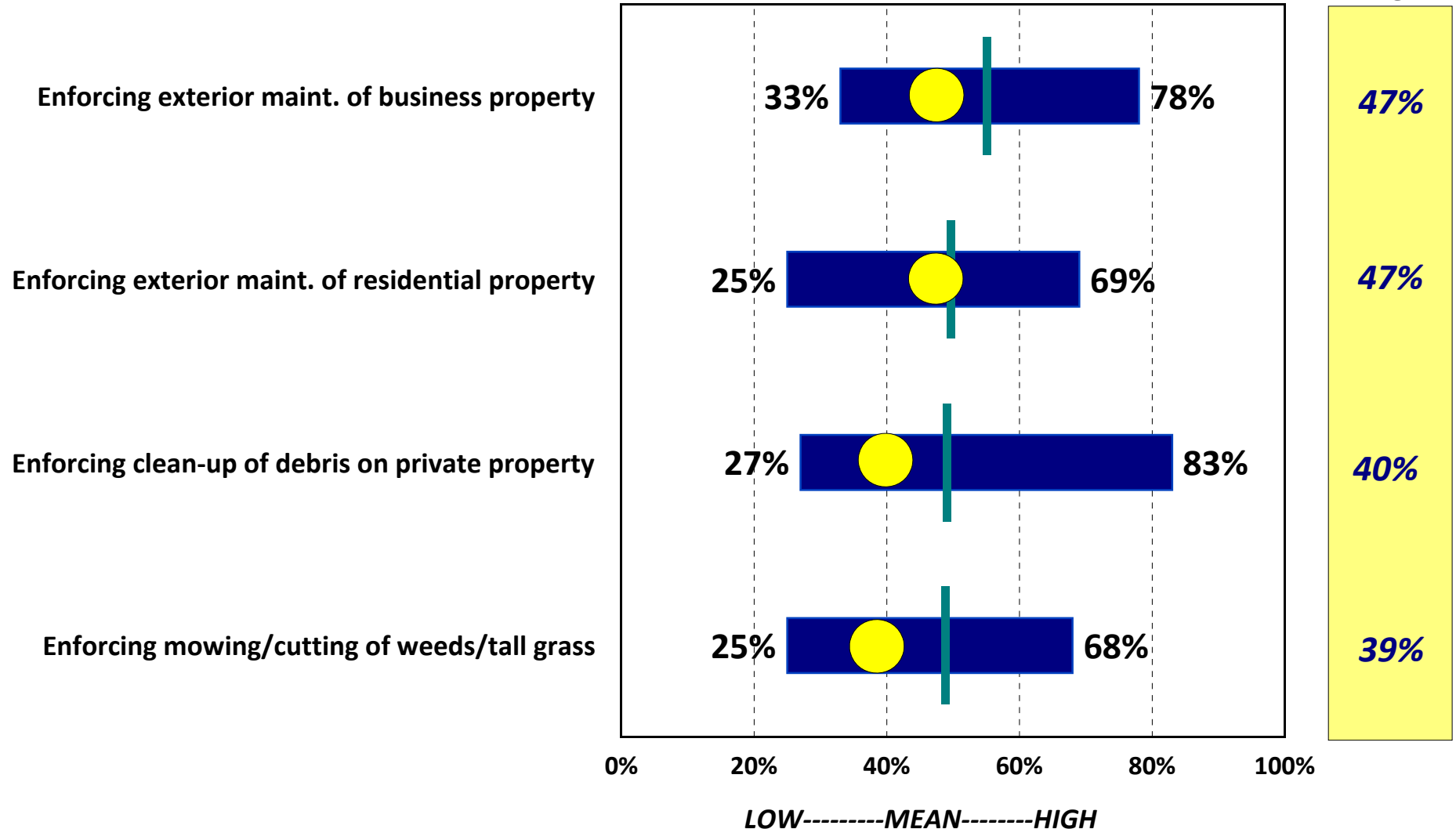
Source: 2020 ETC Institute

# 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)

Communities with a Population of Less than 50,000

**Cleveland Heights**

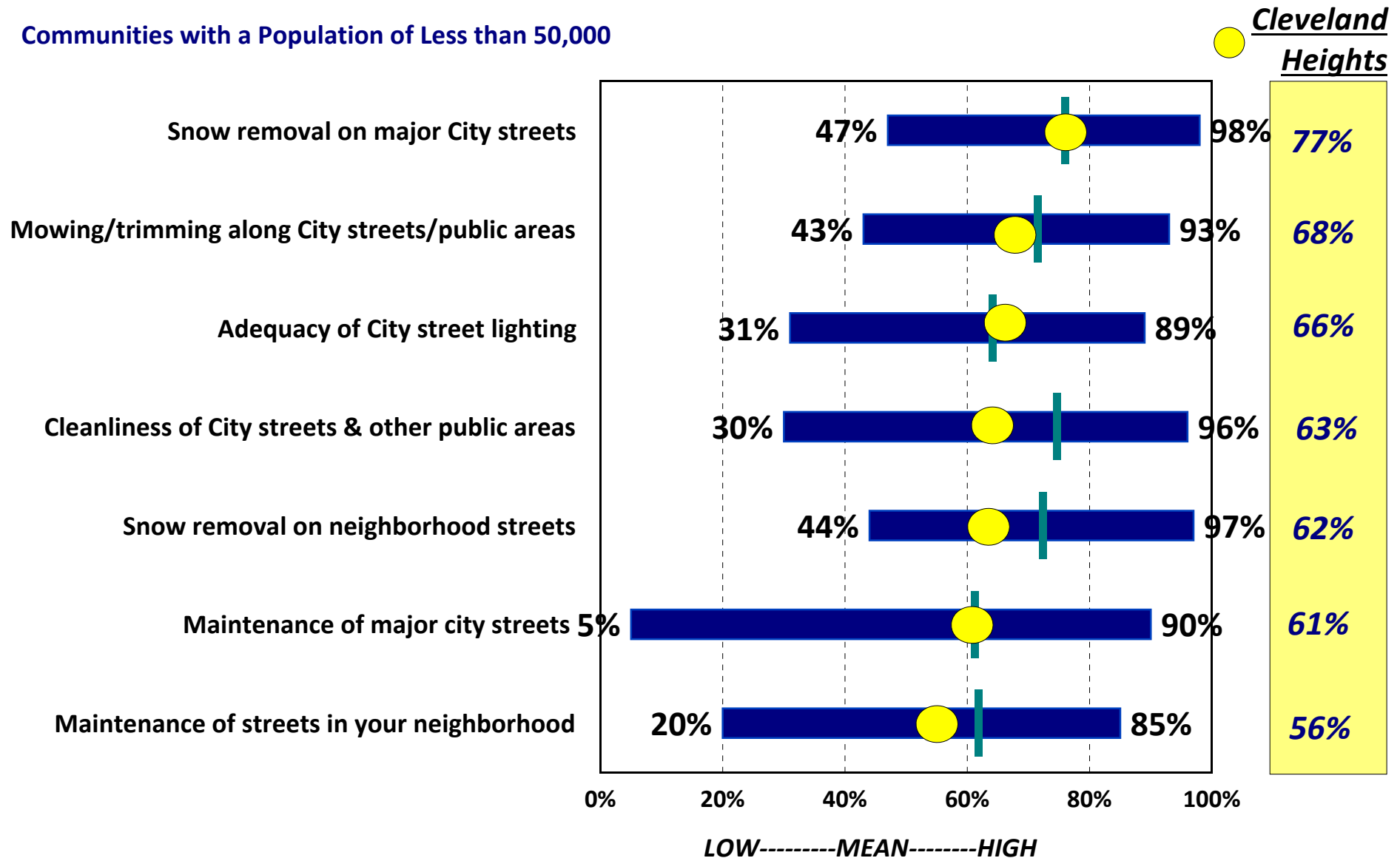


Source: 2020 ETC Institute

# 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)

## Communities with a Population of Less than 50,000

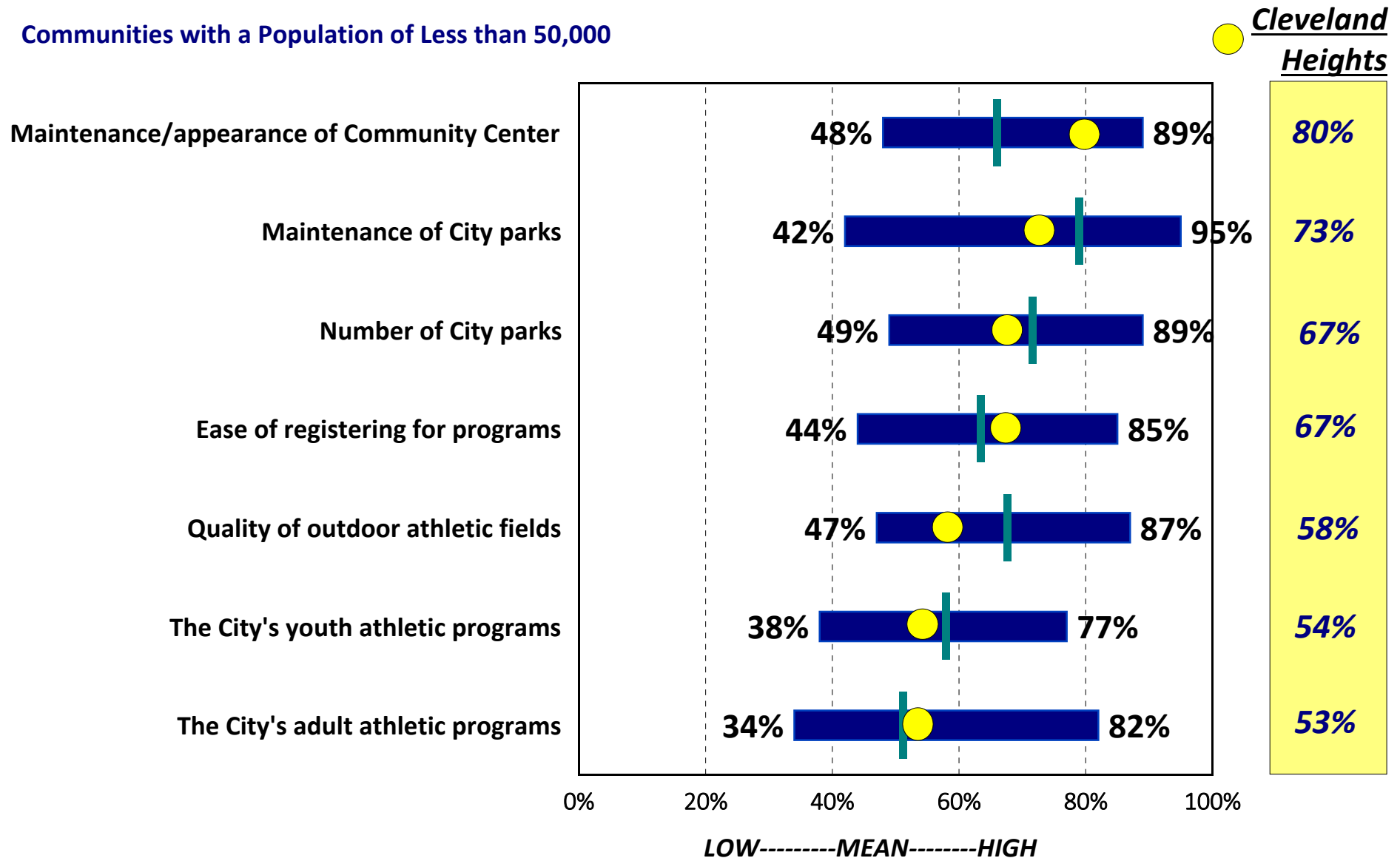


Source: 2020 ETC Institute

# Satisfaction with Parks and Recreation

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

## Communities with a Population of Less than 50,000



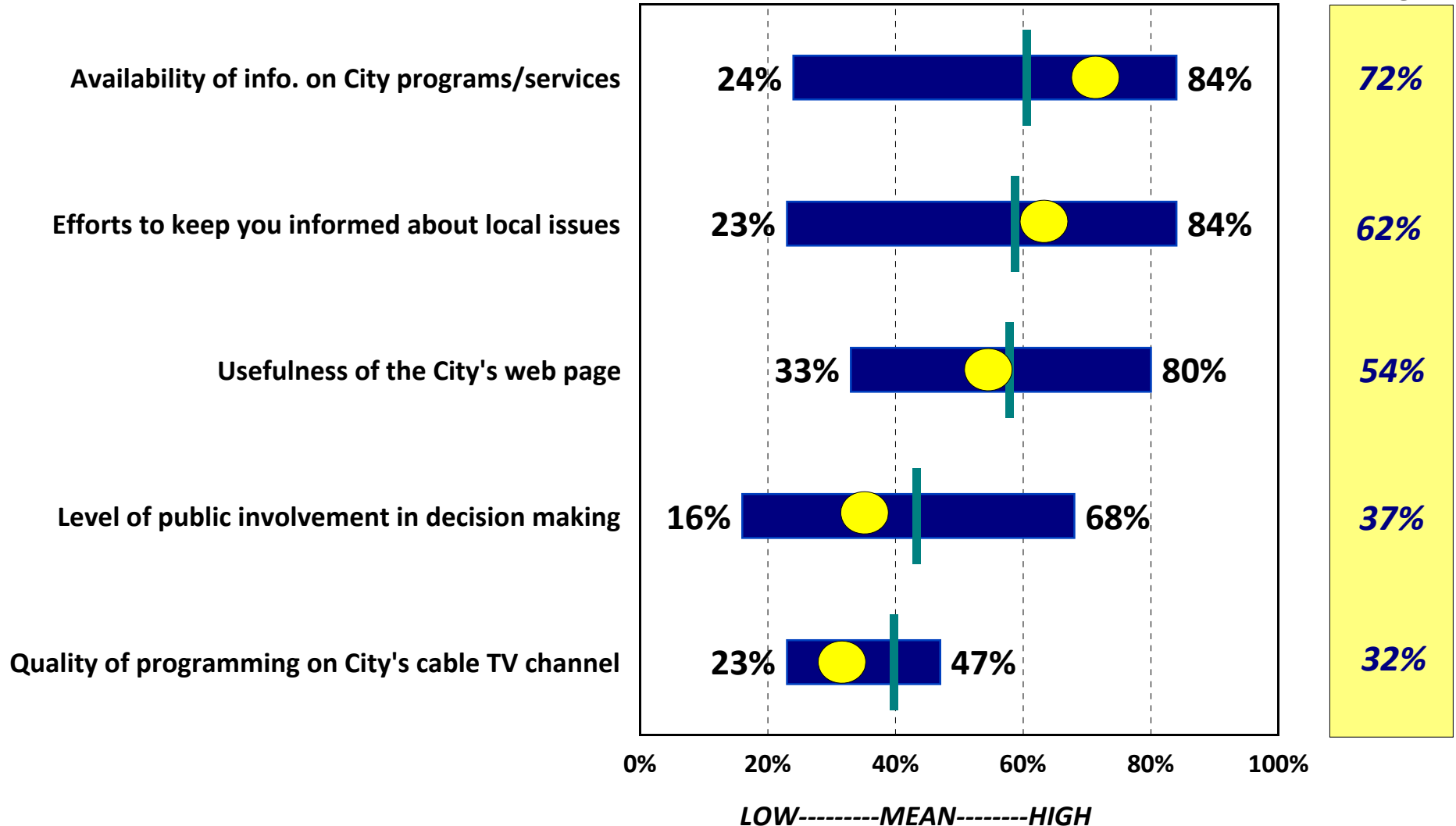
Source: 2020 ETC Institute

# Overall Satisfaction With City Communications

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

## Communities with a Population of Less than 50,000

**Cleveland  
Heights**



Source: 2020 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 thirty-eight percent (38.3%) of residents selected "maintenance of City streets, buildings & facilities" as one of the most important major services to provide.

With regard to satisfaction, 49% 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 was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 38.3% was multiplied by 51% (1-0.49). This calculation yielded an I-S rating of 0.1953, 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
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of City streets/buildings/facilities	38%	4	49%	8	0.1953	1
Quality of police services	66%	1	79%	2	0.1376	2
Quality of solid waste services	41%	3	71%	4	0.1201	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of City codes and ordinances	16%	5	39%	9	0.0970	4
Quality of fire and ambulance services	57%	2	89%	1	0.0626	5
Efforts to conserve energy/protect environment	13%	7	52%	7	0.0605	6
Quality of parks & recreation programs/facilities	16%	6	71%	3	0.0461	7
Effectiveness of City communication with public	11%	8	58%	6	0.0454	8
Quality of customer service from City employees	4%	9	62%	5	0.0160	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
<b><i>High Priority (IS .10-.20)</i></b>						
Residential trash collection services	89%	1	79%	1	0.1873	1
Sewer service	40%	2	54%	4	0.1854	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Yard waste removal services	28%	4	66%	3	0.0942	3
Curbside recycling services	31%	3	75%	2	0.0763	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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Redevelopment of abandoned/under-utilized properties	61%	1	19%	6	0.4965	1
Efforts to attract new businesses to the community	41%	2	23%	5	0.3119	2
<b><u>High Priority (IS .10-.20)</u></b>						
Current level of economic vitality throughout City commercial district	20%	3	26%	4	0.1487	3
Quality of new retail development	19%	4	31%	2	0.1325	4
Quality of new residential development	18%	6	30%	3	0.1239	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Diversity of existing retail/restaurant/commercial businesses	19%	5	55%	1	0.0846	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
<b><u>High Priority (IS .10-.20)</u></b>						
The City's efforts to prevent crime	50%	1	67%	10	0.1663	1
Visibility of police in neighborhoods	48%	4	72%	7	0.1338	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How quickly police respond to emergencies	50%	2	85%	4	0.0753	3
Overall quality of police services	28%	6	76%	6	0.0679	4
Visibility of police in commercial/retail areas	20%	9	70%	9	0.0585	5
Enforcement of local traffic laws	12%	10	57%	11	0.0503	6
How quickly fire personnel respond to emergencies	49%	3	90%	1	0.0489	7
How quickly ambulance personnel respond to emergencies	44%	5	89%	2	0.0484	8
Police-related education programs	9%	11	53%	13	0.0404	9
Overall quality of local fire protection	21%	8	82%	5	0.0371	10
Overall quality of ambulance service	23%	7	88%	3	0.0274	11
Fire-related education programs	3%	13	54%	12	0.0152	12
Quality of the City's fire prevention programs	4%	12	71%	8	0.0128	13

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

**Most Important %:**

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

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Enforcing clean-up of debris on private property	47%	1	40%	3	0.2802	1
Enforcing exterior maintenance of residential property	43%	2	47%	2	0.2274	2
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcing mowing/cutting of weeds/tall grass	29%	3	39%	5	0.1769	3
Enforcing exterior maintenance of business property	29%	4	47%	1	0.1537	4
Enforcing snow removal on sidewalks	17%	5	28%	6	0.1224	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Overall quality of building and permit process	15%	6	40%	4	0.0888	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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of major city streets	68%	1	61%	3	0.2668	1
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of streets in your neighborhood	43%	3	56%	2	0.1910	2
Snow removal on major City streets	54%	2	77%	7	0.1231	3
Snow removal on streets in your neighborhood	32%	5	62%	6	0.1227	4
Cleanliness of city streets/public areas	33%	4	63%	4	0.1221	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Adequacy of city street lighting	25%	6	66%	1	0.0843	6
Tree trimming/urban forestry along City streets/public areas	12%	7	61%	5	0.0456	7
Mowing/trimming along City streets/public areas	9%	8	68%	8	0.0282	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
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of City parks	61%	1	73%	2	0.1650	1
Youth recreation opportunities	27%	2	55%	12	0.1233	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Number of walking and biking trails	26%	3	62%	6	0.0999	3
Programs/activities offered at Community Center	22%	4	66%	5	0.0731	4
Cumberland Pool and programs	17%	7	56%	11	0.0730	5
Senior recreation opportunities	15%	8	62%	7	0.0570	6
Number of City parks	17%	6	67%	3	0.0554	7
Fees charged for recreation programs	11%	10	55%	13	0.0486	8
The City's youth athletic programs	10%	11	54%	14	0.0469	9
Adult recreation opportunities	11%	9	61%	8	0.0441	10
Maintenance/appearance of Community Center	18%	5	80%	1	0.0354	11
Quality of outdoor athletic fields	6%	12	58%	10	0.0231	12
Quality of instructors and coaches	4%	14	58%	9	0.0160	13
The City's adult athletic programs	3%	15	53%	15	0.0146	14
Ease of registering for programs	4%	13	67%	4	0.0139	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 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.

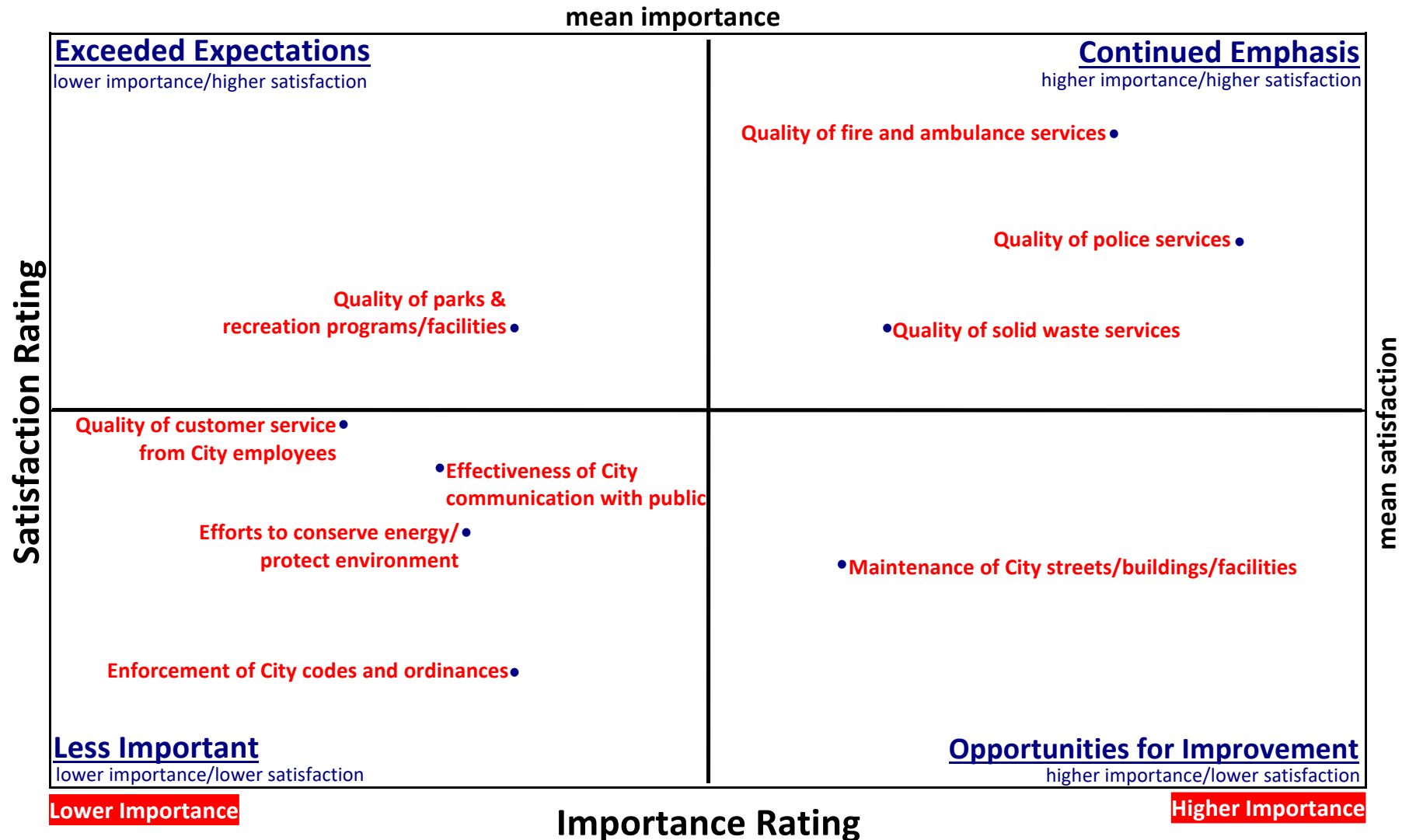
Matrices showing the results for Cleveland Heights are provided on the following pages.

# 2020 City of Cleveland Heights Community Survey

## Importance-Satisfaction Assessment Matrix

### -Overall-

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



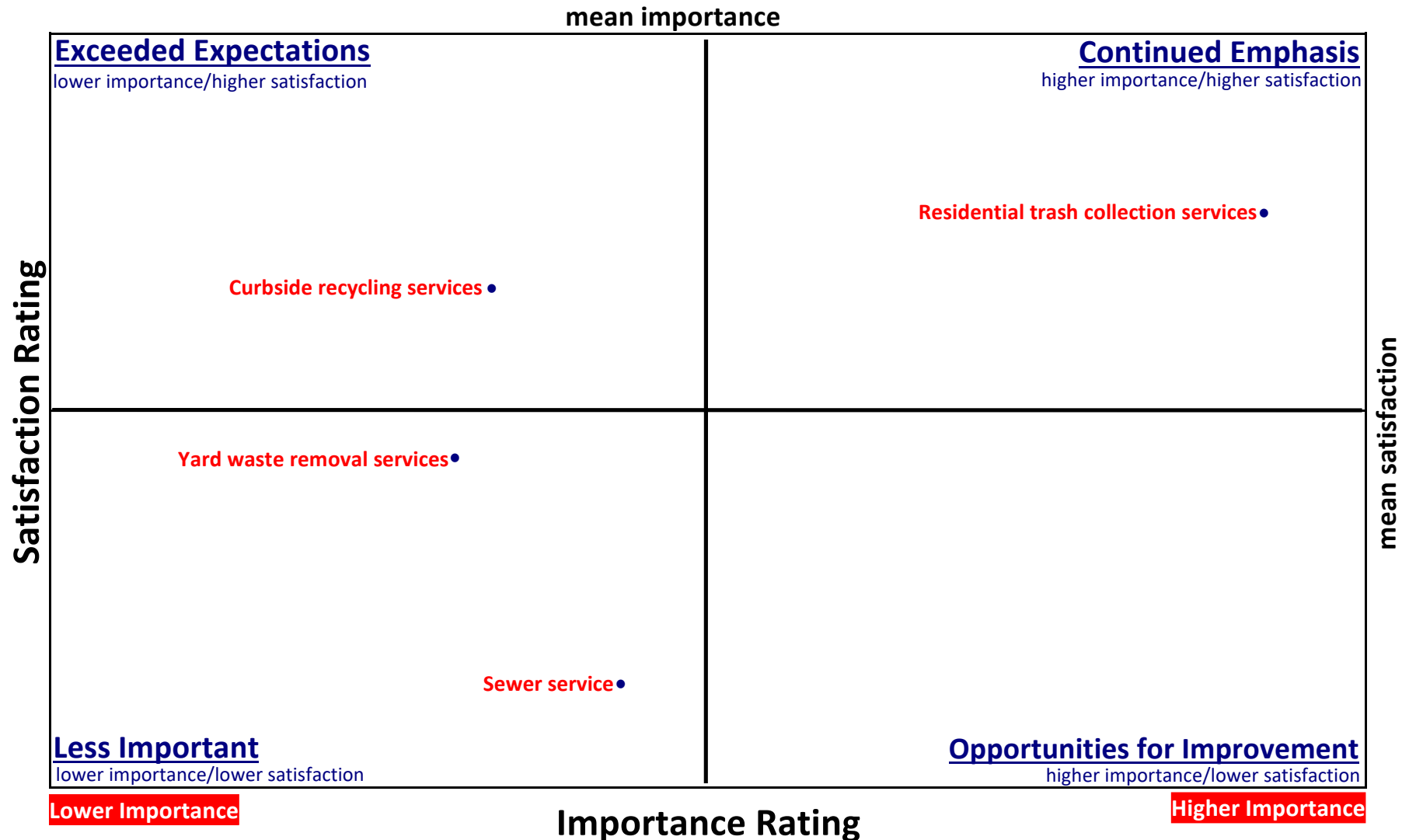
Source: ETC Institute (2020)

# 2020 City of Cleveland Heights Community Survey

## 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)



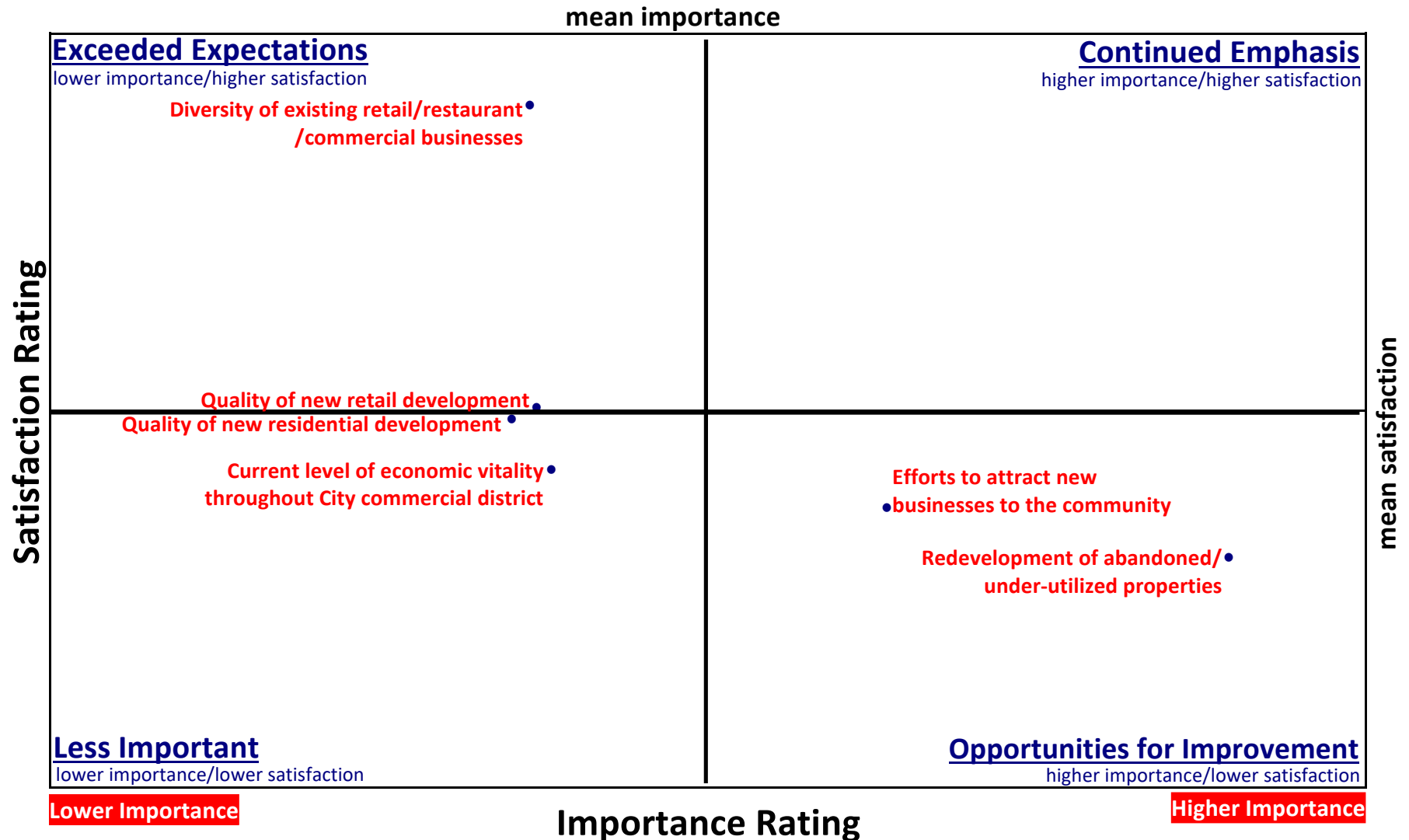
Source: ETC Institute (2020)

# 2020 City of Cleveland Heights Community Survey

## 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)



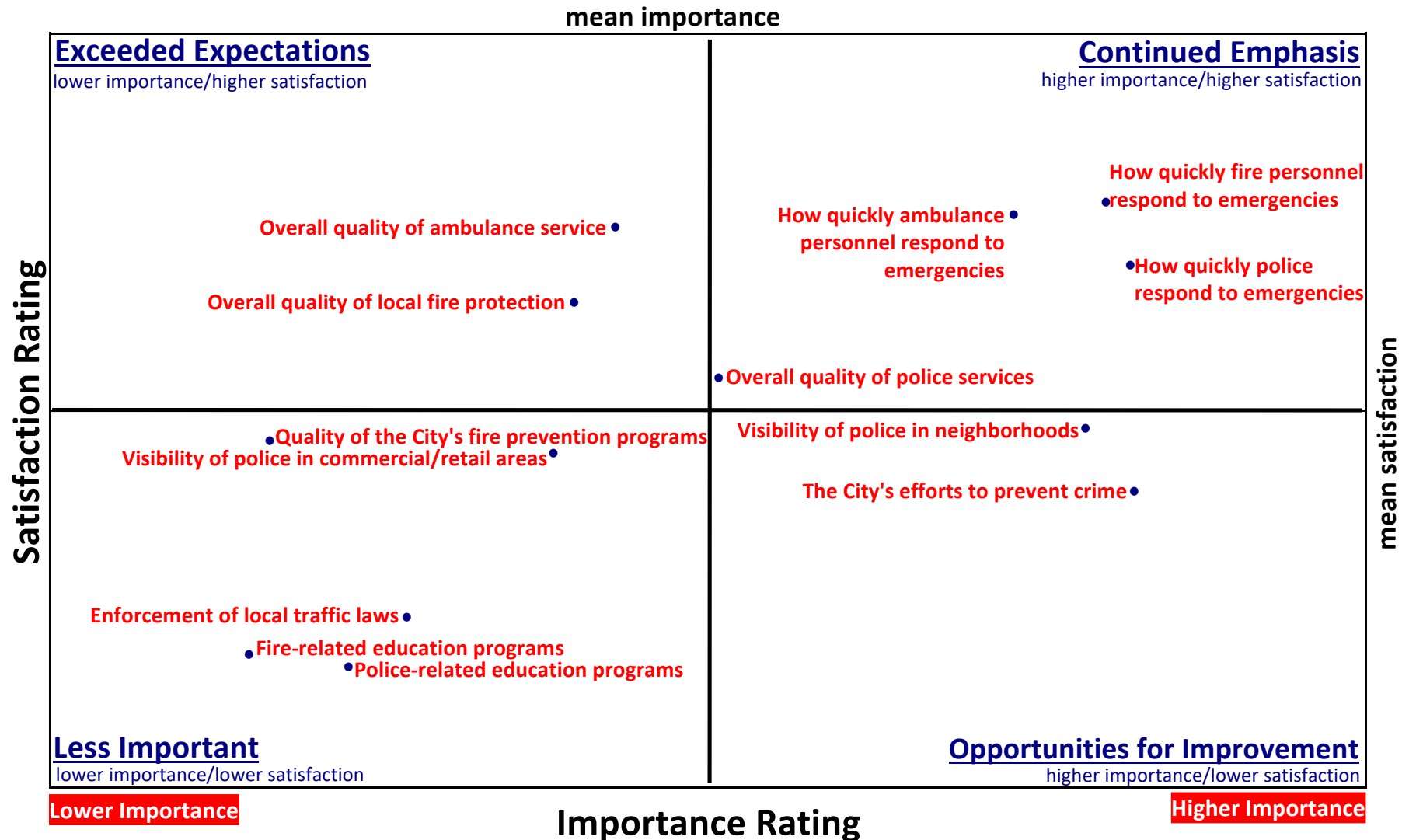
Source: ETC Institute (2020)

# 2020 City of Cleveland Heights Community Survey

## 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)



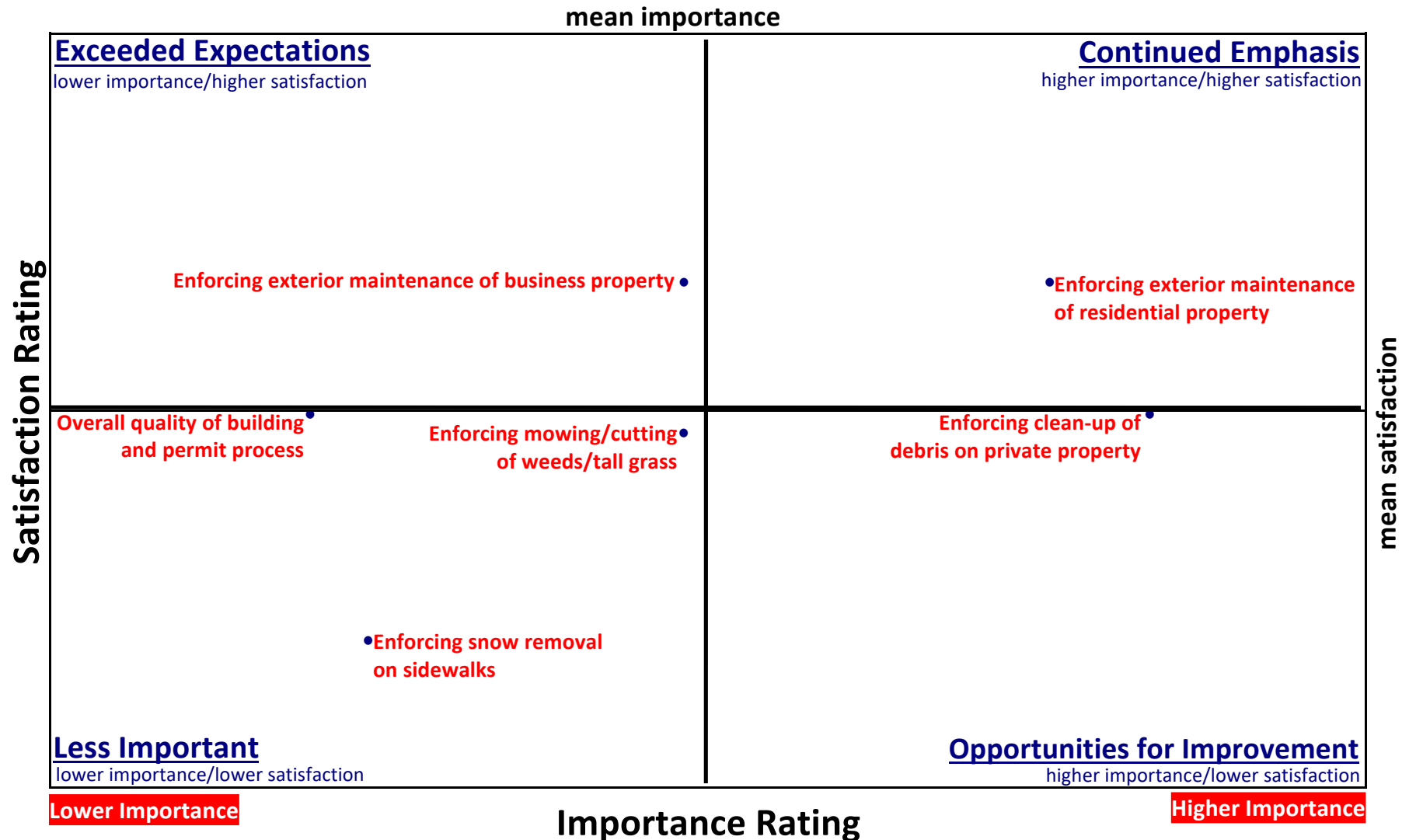
Source: ETC Institute (2020)

# 2020 City of Cleveland Heights Community Survey

## 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)



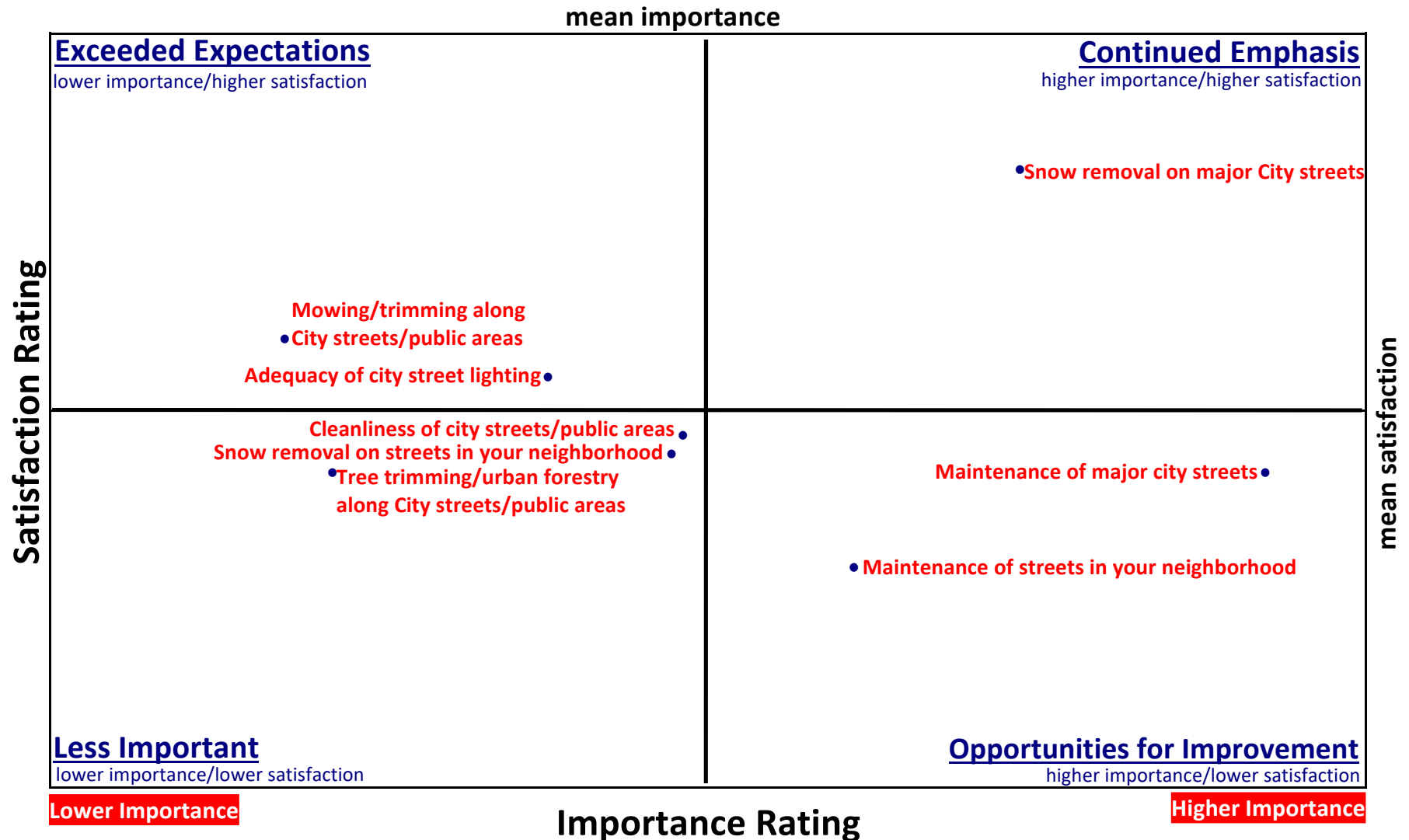
Source: ETC Institute (2020)

# 2020 City of Cleveland Heights Community Survey

## 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 (2020)

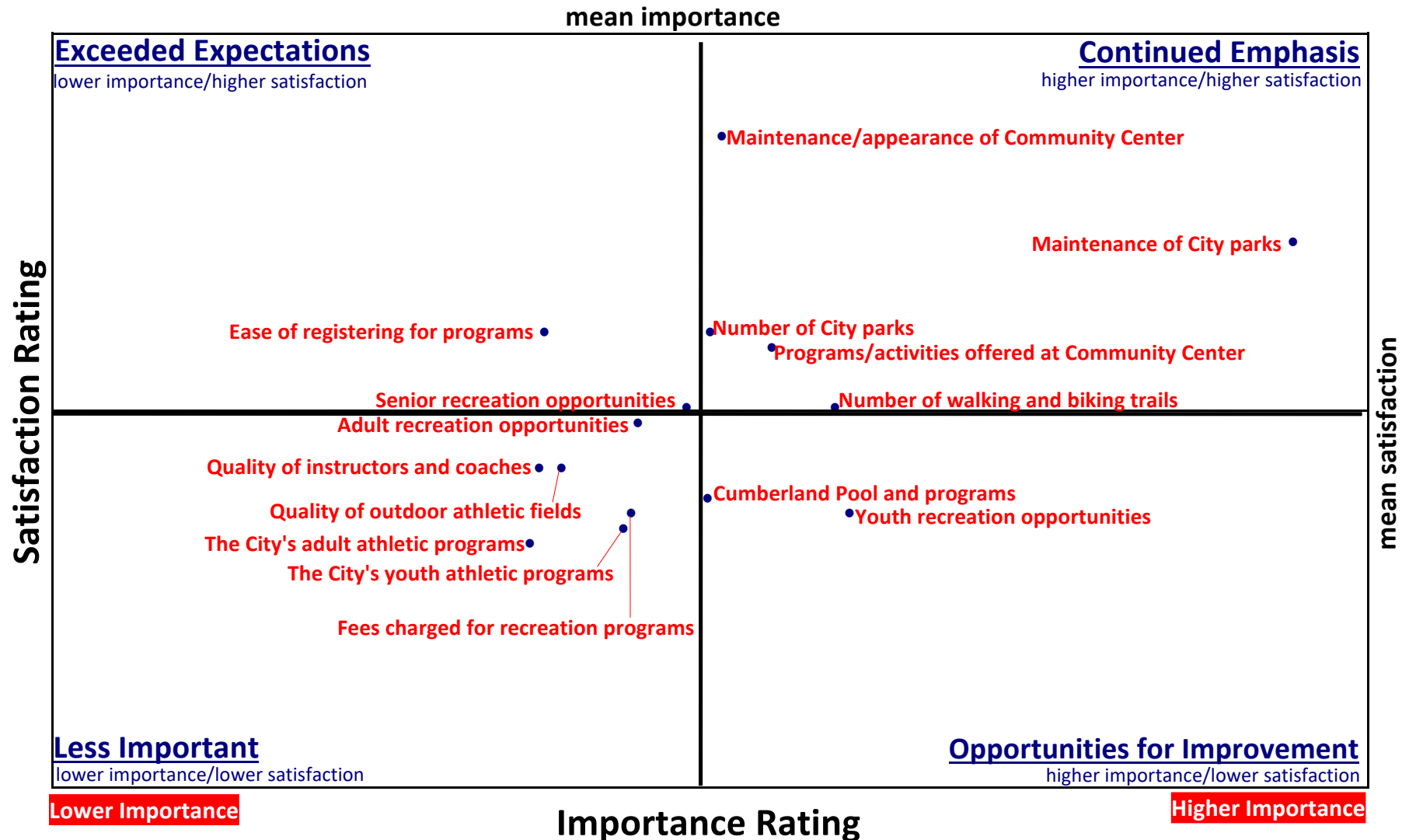


# 2020 City of Cleveland Heights Community Survey

## 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 (2020)

***Section 4:***  
***Tabular Data***

---

**Q1. Please indicate how your financial situation has been impacted as a result of the COVID-19 outbreak by checking all that apply.**

Q1. How has your financial situation been impacted as a result of COVID-19 outbreak	Number	Percent
I have not been impacted financially because of COVID-19	253	56.0 %
My financial situation has improved because of COVID-19	8	1.8 %
My financial situation has worsened because of COVID-19	119	26.3 %
My work hours have been reduced	56	12.4 %
I lost my job or was laid off	41	9.1 %
My projects/contracts have been postponed	52	11.5 %
Sales are down at my company/business	47	10.4 %
Other	30	6.6 %
Total	606	

**Q2. Have you had, or do you anticipate you will have, problems paying for necessities such as rent/mortgage, food, utilities, etc. during the COVID-19 Pandemic?**

Q2. Have you had, or will you have problems paying for necessities during COVID-19 pandemic	Number	Percent
Yes	50	11.1 %
No	315	69.7 %
Don't know	87	19.2 %
Total	452	100.0 %

**WITHOUT "DON'T KNOW"**

**Q2. Have you had, or do you anticipate you will have, problems paying for necessities such as rent/mortgage, food, utilities, etc. during the COVID-19 Pandemic? (without "don't know")**

Q2. Have you had, or will you have problems paying for necessities during COVID-19 pandemic	Number	Percent
Yes	50	13.7 %
No	315	86.3 %
Total	365	100.0 %

**Q3. How do you think your financial situation will change in the months ahead?**

Q3. How will your financial situation change in months ahead	Number	Percent
Get better	40	8.8 %
Stay the same	231	51.1 %
Get worse	55	12.2 %
Don't know	126	27.9 %
Total	452	100.0 %

**WITHOUT "DON'T KNOW"****Q3. How do you think your financial situation will change in the months ahead? (without "don't know")**

Q3. How will your financial situation change in months ahead	Number	Percent
Get better	40	12.3 %
Stay the same	231	70.9 %
Get worse	55	16.9 %
Total	326	100.0 %

**Q4. Have you or someone in your household filed for unemployment?**

Q4. Have you or someone in your household filed for unemployment	Number	Percent
Yes	83	18.4 %
No	356	78.8 %
Would like to but cannot access	6	1.3 %
Not provided	7	1.5 %
Total	452	100.0 %

**WITHOUT "NOT PROVIDED"****Q4. Have you or someone in your household filed for unemployment? (without "not provided")**

Q4. Have you or someone in your household filed for unemployment	Number	Percent
Yes	83	18.7 %
No	356	80.0 %
Would like to but cannot access	6	1.3 %
Total	445	100.0 %

**Q5. If you lost your job, what industry did you work in before the COVID-19 pandemic?**

Q5. What industry did you work in before COVID-19

pandemic	Number	Percent
Restaurant	7	8.4 %
Hospitality/entertainment	8	9.6 %
Retail	5	6.0 %
Other	39	47.0 %
Not provided	24	28.9 %
Total	83	100.0 %

**WITHOUT "NOT PROVIDED"****Q5. If you lost your job, what industry did you work in before the COVID-19 pandemic? (without "not provided")**

Q5. What industry did you work in before COVID-19

pandemic	Number	Percent
Restaurant	7	11.9 %
Hospitality/entertainment	8	13.6 %
Retail	5	8.5 %
Other	39	66.1 %
Total	59	100.0 %

**Q5-5. Other**

<u>Q5-5. Other</u>	<u>Number</u>	<u>Percent</u>
Education	4	9.8 %
NON PROFIT	3	7.3 %
SELF EMPLOYED	2	4.9 %
Maintenance	2	4.9 %
Medical	1	2.4 %
Teacher	1	2.4 %
Group health classes-Exercise & Pain Redux	1	2.4 %
PUBLIC	1	2.4 %
TAX OFFICE	1	2.4 %
BEAUTY SALON	1	2.4 %
PROFESSIONAL SERVICES	1	2.4 %
MUSEUM	1	2.4 %
CONSTRUCTION MANAGEMENT	1	2.4 %
FREELANCE MUSICIAN	1	2.4 %
ECONOMIC DEVELOPMENT/DIGITAL MARKETING	1	2.4 %
FURLOUGHED THE SUMMER FOR WORKING AT A COLLEGE	1	2.4 %
HEALTHCARE	1	2.4 %
SCHOOL	1	2.4 %
BEAUMONT HIGH SCHOOL	1	2.4 %
IT	1	2.4 %
HEALTH CARE CONSULTING	1	2.4 %
TECH	1	2.4 %
FINANCE	1	2.4 %
MEDIA RECREATION 2 PEOPLE LOST JOBS	1	2.4 %
PUBLIC SERVICE LIBRARY	1	2.4 %
MANUFACTURING	1	2.4 %
AUTOMOTIVE	1	2.4 %
ENGINEERING	1	2.4 %
Sales and marketing	1	2.4 %
Independent contractor artisan painter	1	2.4 %
Aerospace Manufacturing	1	2.4 %
ADVERTISING	1	2.4 %
Arts/creative	1	2.4 %
I was a Facility Operations Manager for an environmental waste company	1	2.4 %
Total	41	100.0 %

**Q6. 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=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Overall quality of police services	33.6%	40.5%	15.7%	3.1%	1.5%	5.5%
Q6-2. Overall quality of fire & ambulance services	37.4%	35.0%	8.6%	0.9%	0.2%	17.9%
Q6-3. Overall quality of City parks & recreation programs & facilities	24.1%	37.8%	19.0%	4.4%	1.8%	12.8%
Q6-4. Overall maintenance of City streets, buildings & facilities	10.8%	37.2%	27.9%	15.9%	5.5%	2.7%
Q6-5. Overall enforcement of City codes & ordinances	10.0%	25.2%	34.1%	14.4%	5.5%	10.8%
Q6-6. Overall quality of customer service you receive from City employees	18.8%	36.7%	23.9%	6.6%	3.1%	10.8%
Q6-7. Overall effectiveness of City communication with the public	16.6%	37.4%	27.9%	9.1%	3.1%	6.0%
Q6-8. Overall quality of solid waste services (trash, recycling, yard waste)	28.5%	41.2%	11.5%	11.7%	5.8%	1.3%
Q6-9. City's efforts to conserve energy & protect the environment	14.4%	25.4%	27.0%	6.4%	3.3%	23.5%

**WITHOUT "DON'T KNOW"**

**Q6. 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=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Overall quality of police services	35.6%	42.9%	16.6%	3.3%	1.6%
Q6-2. Overall quality of fire & ambulance services	45.6%	42.6%	10.5%	1.1%	0.3%
Q6-3. Overall quality of City parks & recreation programs & facilities	27.7%	43.4%	21.8%	5.1%	2.0%
Q6-4. Overall maintenance of City streets, buildings & facilities	11.1%	38.2%	28.6%	16.4%	5.7%
Q6-5. Overall enforcement of City codes & ordinances	11.2%	28.3%	38.2%	16.1%	6.2%
Q6-6. Overall quality of customer service you receive from City employees	21.1%	41.2%	26.8%	7.4%	3.5%
Q6-7. Overall effectiveness of City communication with the public	17.6%	39.8%	29.6%	9.6%	3.3%
Q6-8. Overall quality of solid waste services (trash, recycling, yard waste)	28.9%	41.7%	11.7%	11.9%	5.8%
Q6-9. City's efforts to conserve energy & protect the environment	18.8%	33.2%	35.3%	8.4%	4.3%



**Q7. Which THREE of the major categories of City Services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	213	47.1 %
Overall quality of fire & ambulance services	50	11.1 %
Overall quality of City parks & recreation programs & facilities	11	2.4 %
Overall maintenance of City streets, buildings & facilities	35	7.7 %
Overall enforcement of City codes & ordinances	16	3.5 %
Overall quality of customer service you receive from City employees	2	0.4 %
Overall effectiveness of City communication with the public	12	2.7 %
Overall quality of solid waste services (trash, recycling, yard waste)	42	9.3 %
City's efforts to conserve energy & protect the environment	19	4.2 %
None chosen	52	11.5 %
Total	452	100.0 %

**Q7. Which THREE of the major categories of City Services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?**

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	58	12.8 %
Overall quality of fire & ambulance services	177	39.2 %
Overall quality of City parks & recreation programs & facilities	19	4.2 %
Overall maintenance of City streets, buildings & facilities	49	10.8 %
Overall enforcement of City codes & ordinances	19	4.2 %
Overall quality of customer service you receive from City employees	6	1.3 %
Overall effectiveness of City communication with the public	10	2.2 %
Overall quality of solid waste services (trash, recycling, yard waste)	42	9.3 %
City's efforts to conserve energy & protect the environment	14	3.1 %
None chosen	58	12.8 %
Total	452	100.0 %

**Q7. Which THREE of the major categories of City Services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?**

Q7. 3rd choice	Number	Percent
Overall quality of police services	25	5.5 %
Overall quality of fire & ambulance services	30	6.6 %
Overall quality of City parks & recreation programs & facilities	42	9.3 %
Overall maintenance of City streets, buildings & facilities	89	19.7 %
Overall enforcement of City codes & ordinances	37	8.2 %
Overall quality of customer service you receive from City employees	11	2.4 %
Overall effectiveness of City communication with the public	27	6.0 %
Overall quality of solid waste services (trash, recycling, yard waste)	103	22.8 %
City's efforts to conserve energy & protect the environment	24	5.3 %
None chosen	64	14.2 %
Total	452	100.0 %

**SUM OF TOP 3 CHOICES**

**Q7. 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)**

Q7. Sum of top 3 choices	Number	Percent
Overall quality of police services	296	65.5 %
Overall quality of fire & ambulance services	257	56.9 %
Overall quality of City parks & recreation programs & facilities	72	15.9 %
Overall maintenance of City streets, buildings & facilities	173	38.3 %
Overall enforcement of City codes & ordinances	72	15.9 %
Overall quality of customer service you receive from City employees	19	4.2 %
Overall effectiveness of City communication with the public	49	10.8 %
Overall quality of solid waste services (trash, recycling, yard waste)	187	41.4 %
City's efforts to conserve energy & protect the environment	57	12.6 %
None chosen	52	11.5 %
Total	1234	

**Q8. Perceptions of the City. Several items that may influence your perception of the City of Cleveland Heights are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Overall quality of services provided by City	16.2%	53.1%	19.2%	7.7%	1.8%	2.0%
Q8-2. Overall image of City	12.2%	43.1%	26.3%	13.5%	2.7%	2.2%
Q8-3. Overall quality of life in City	21.0%	49.8%	19.0%	6.9%	1.5%	1.8%
Q8-4. Overall quality of your neighborhood	25.4%	41.4%	18.1%	11.1%	2.9%	1.1%
Q8-5. Overall value that you receive for your City tax & fees	6.2%	26.8%	29.4%	21.2%	12.8%	3.5%

**WITHOUT "DON'T KNOW"**

**Q8. Perceptions of the City. Several items that may influence your perception of the City of Cleveland Heights are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied". (without "don't know")**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Overall quality of services provided by City	16.5%	54.2%	19.6%	7.9%	1.8%
Q8-2. Overall image of City	12.4%	44.1%	26.9%	13.8%	2.7%
Q8-3. Overall quality of life in City	21.4%	50.7%	19.4%	7.0%	1.6%
Q8-4. Overall quality of your neighborhood	25.7%	41.8%	18.3%	11.2%	2.9%
Q8-5. Overall value that you receive for your City tax & fees	6.4%	27.8%	30.5%	22.0%	13.3%

**Q9. Please rate Cleveland Heights on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following.**

(N=452)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q9-1. As a place to live	29.4%	54.2%	9.5%	5.3%	1.1%	0.4%
Q9-2. As a place to raise children	20.1%	43.1%	15.7%	7.7%	3.1%	10.2%
Q9-3. As a place to visit	22.6%	47.6%	20.1%	6.2%	1.5%	2.0%
Q9-4. As a place to work	11.3%	30.1%	25.4%	7.3%	2.2%	23.7%
Q9-5. As a place to retire	17.7%	28.8%	21.7%	12.2%	11.5%	8.2%

**WITHOUT "DON'T KNOW"****Q9. Please rate Cleveland Heights on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following. (without "don't know")**

(N=452)

	Excellent	Good	Neutral	Below average	Poor
Q9-1. As a place to live	29.6%	54.4%	9.6%	5.3%	1.1%
Q9-2. As a place to raise children	22.4%	48.0%	17.5%	8.6%	3.4%
Q9-3. As a place to visit	23.0%	48.5%	20.5%	6.3%	1.6%
Q9-4. As a place to work	14.8%	39.4%	33.3%	9.6%	2.9%
Q9-5. As a place to retire	19.3%	31.3%	23.6%	13.3%	12.5%

**Q10. Customer Service. Have you contacted the City with a question, problem, or complaint during the past year?**

Q10. Have you contacted City with a question, problem, or complaint during past year

	Number	Percent
Yes	258	57.1 %
No	194	42.9 %
Total	452	100.0 %

**Q10a. Which Department did you contact most recently?**

Q10a. Which Department did you contact most recently	Number	Percent
Public Works (street maintenance, trash, recycling, yard waste, forestry)	127	49.2 %
Police Department	38	14.7 %
Fire/EMS	7	2.7 %
Community Center	10	3.9 %
City Manager/City Council	6	2.3 %
City Hall Information Desk/Receptionist	7	2.7 %
Planning & Development	2	0.8 %
Community Relations	1	0.4 %
Building Department	11	4.3 %
Housing Department	24	9.3 %
Parks & Recreation	5	1.9 %
Other	15	5.8 %
Not provided	5	1.9 %
Total	258	100.0 %

**WITHOUT "NOT PROVIDED"****Q10a. Which Department did you contact MOST RECENTLY? (without "not provided")**

Q10a. Which Department did you contact most recently	Number	Percent
Public Works (street maintenance, trash, recycling, yard waste, forestry)	127	50.2 %
Police Department	38	15.0 %
Fire/EMS	7	2.8 %
Community Center	10	4.0 %
City Manager/City Council	6	2.4 %
City Hall Information Desk/Receptionist	7	2.8 %
Planning & Development	2	0.8 %
Community Relations	1	0.4 %
Building Department	11	4.3 %
Housing Department	24	9.5 %
Parks & Recreation	5	2.0 %
Other	15	5.9 %
Total	253	100.0 %

**Q10a. Other**

<u>Q10a-12. Other</u>	<u>Number</u>	<u>Percent</u>
Forestry	3	20.0 %
Utilities, problem with one passive aggressive employee	1	6.7 %
ANIMAL CONTROL	1	6.7 %
PARKING	1	6.7 %
Utilities	1	6.7 %
RITA	1	6.7 %
ACCESS CH APP	1	6.7 %
SEWER AND LANDFILL BILLING	1	6.7 %
SEWER/TREES	1	6.7 %
NAMES OF RECOMMENDED LANDSCAPERS	1	6.7 %
SEWER DIVISION	1	6.7 %
City Manager, Chief of Police	1	6.7 %
I had a question about a traffic light. I'm not sure whom I contacted	1	6.7 %
Total	15	100.0 %

**Q10b. When did you contact the Department?**

<u>Q10b. When did you contact the Department</u>	<u>Number</u>	<u>Percent</u>
Before COVID-19 pandemic (before March 2020)	116	45.0 %
During COVID-19 pandemic (March 2020 through today)	134	51.9 %
Not provided	8	3.1 %
Total	258	100.0 %

**WITHOUT "NOT PROVIDED"****Q10b. When did you contact the Department? (without "not provided")**

<u>Q10b. When did you contact the Department</u>	<u>Number</u>	<u>Percent</u>
Before COVID-19 pandemic (before March 2020)	116	46.4 %
During COVID-19 pandemic (March 2020 through today)	134	53.6 %
Total	250	100.0 %

**Q10c. How easy was it to contact the person you needed to reach in the Department you listed in Question 10a?**

Q10c. How easy was it to contact the person you needed to reach in the Department	Number	Percent
Very easy	89	34.5 %
Somewhat easy	103	39.9 %
Difficult	40	15.5 %
Very difficult	21	8.1 %
Don't know	5	1.9 %
Total	258	100.0 %

**WITHOUT "DON'T KNOW"**

**Q10c. How easy was it to contact the person you needed to reach in the Department you listed in Question 10a? (without "don't know")**

Q10c. How easy was it to contact the person you needed to reach in the Department	Number	Percent
Very easy	89	35.2 %
Somewhat easy	103	40.7 %
Difficult	40	15.8 %
Very difficult	21	8.3 %
Total	253	100.0 %

**Q10d. 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=258)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q10d-1. They were courteous & polite	49.2%	30.6%	10.1%	2.3%	3.5%	4.3%
Q10d-2. They gave prompt, accurate, & complete answers to questions	41.1%	28.3%	15.1%	6.2%	3.9%	5.4%
Q10d-3. They did what they said they would do in a timely manner	33.3%	29.1%	13.2%	8.5%	4.3%	11.6%
Q10d-4. They helped you resolve an issue to your satisfaction	35.3%	27.9%	12.0%	10.5%	6.6%	7.8%

#### **WITHOUT "DON'T KNOW"**

**Q10d. 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=258)

	Always	Usually	Sometimes	Seldom	Never
Q10d-1. They were courteous & polite	51.4%	32.0%	10.5%	2.4%	3.6%
Q10d-2. They gave prompt, accurate, & complete answers to questions	43.4%	29.9%	16.0%	6.6%	4.1%
Q10d-3. They did what they said they would do in a timely manner	37.7%	32.9%	14.9%	9.6%	4.8%
Q10d-4. They helped you resolve an issue to your satisfaction	38.2%	30.3%	13.0%	11.3%	7.1%



**Q11. Utility Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Residential trash collection services	37.2%	40.0%	7.5%	9.5%	4.6%	1.1%
Q11-2. Curbside recycling services	34.1%	36.9%	13.7%	6.6%	4.6%	4.0%
Q11-3. Yard waste (leaves, brush, etc.) removal services	26.1%	37.6%	16.6%	12.4%	3.8%	3.5%
Q11-4. Sewer service	15.5%	28.8%	24.1%	8.4%	6.2%	17.0%

**WITHOUT "DON'T KNOW"**

**Q11. Utility Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Residential trash collection services	37.6%	40.5%	7.6%	9.6%	4.7%
Q11-2. Curbside recycling services	35.5%	38.5%	14.3%	6.9%	4.8%
Q11-3. Yard waste (leaves, brush, etc.) removal services	27.1%	39.0%	17.2%	12.8%	3.9%
Q11-4. Sewer service	18.7%	34.7%	29.1%	10.1%	7.5%

**Q12. Which TWO of the Utility Services listed in Question 11 do you think are MOST IMPORTANT for the City to provide?**

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	324	71.7 %
Curbside recycling services	28	6.2 %
Yard waste (e.g. leaves, brush) removal services	10	2.2 %
Sewer service	65	14.4 %
None chosen	25	5.5 %
Total	452	100.0 %

**Q12. Which TWO of the Utility Services listed in Question 11 do you think are MOST IMPORTANT for the City to provide?**

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	79	17.5 %
Curbside recycling services	110	24.3 %
Yard waste (e.g. leaves, brush) removal services	115	25.4 %
Sewer service	117	25.9 %
None chosen	31	6.9 %
Total	452	100.0 %

**SUM OF TOP 2 CHOICES****Q12. Which TWO of the Utility Services listed in Question 11 do you think are MOST IMPORTANT for the City to provide? (top 2)**

<u>Q12. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	403	89.2 %
Curbside recycling services	138	30.5 %
Yard waste (e.g. leaves, brush) removal services	125	27.7 %
Sewer service	182	40.3 %
None chosen	25	5.5 %
Total	873	

**Q13. Development and Redevelopment. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Cleveland Heights.**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Overall quality of new residential development	4.6%	19.2%	32.7%	13.5%	6.0%	23.9%
Q13-2. Overall quality of new retail development (stores, restaurants, etc.)	4.2%	21.7%	31.0%	19.9%	9.3%	13.9%
Q13-3. Redevelopment of abandoned or under-utilized properties	2.4%	13.3%	22.3%	26.8%	18.8%	16.4%
Q13-4. Diversity of existing retail, restaurant & other commercial businesses	13.5%	36.3%	26.8%	10.6%	4.6%	8.2%
Q13-5. Efforts to attract new businesses to the community	3.3%	15.3%	30.5%	17.9%	11.5%	21.5%
Q13-6. Current level of economic vitality throughout City's commercial districts	2.9%	19.9%	32.3%	22.1%	9.5%	13.3%

**WITHOUT "DON'T KNOW"**

**Q13. Development and Redevelopment. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Cleveland Heights. (without "don't know")**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Overall quality of new residential development	6.1%	25.3%	43.0%	17.7%	7.8%
Q13-2. Overall quality of new retail development (stores, restaurants, etc.)	4.9%	25.2%	36.0%	23.1%	10.8%
Q13-3. Redevelopment of abandoned or under-utilized properties	2.9%	15.9%	26.7%	32.0%	22.5%
Q13-4. Diversity of existing retail, restaurant & other commercial businesses	14.7%	39.5%	29.2%	11.6%	5.1%
Q13-5. Efforts to attract new businesses to the community	4.2%	19.4%	38.9%	22.8%	14.6%
Q13-6. Current level of economic vitality throughout City's commercial districts	3.3%	23.0%	37.2%	25.5%	11.0%

**Q14. Which TWO of the Development and Redevelopment activities listed in Question 13 do you think are MOST IMPORTANT for the City to provide?**

Q14. Top choice	Number	Percent
Overall quality of new residential development	59	13.1 %
Overall quality of new retail development (e.g. stores, restaurants)	53	11.7 %
Redevelopment of abandoned or under-utilized properties	164	36.3 %
Diversity of existing retail, restaurant & other commercial businesses	35	7.7 %
Efforts to attract new businesses to community	72	15.9 %
Current level of economic vitality throughout City's commercial districts	24	5.3 %
None chosen	45	10.0 %
Total	452	100.0 %

**Q14. Which TWO of the Development and Redevelopment activities listed in Question 13 do you think are MOST IMPORTANT for the City to provide?**

Q14. 2nd choice	Number	Percent
Overall quality of new residential development	28	6.2 %
Overall quality of new retail development (e.g. stores, restaurants)	27	6.0 %
Redevelopment of abandoned or under-utilized properties	113	25.0 %
Diversity of existing retail, restaurant & other commercial businesses	50	11.1 %
Efforts to attract new businesses to community	111	24.6 %
Current level of economic vitality throughout City's commercial districts	67	14.8 %
None chosen	56	12.4 %
Total	452	100.0 %

**SUM OF TOP 2 CHOICES****Q14. Which TWO of the Development and Redevelopment 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
Overall quality of new residential development	87	19.2 %
Overall quality of new retail development (e.g. stores, restaurants)	80	17.7 %
Redevelopment of abandoned or under-utilized properties	277	61.3 %
Diversity of existing retail, restaurant & other commercial businesses	85	18.8 %
Efforts to attract new businesses to community	183	40.5 %
Current level of economic vitality throughout City's commercial districts	91	20.1 %
None chosen	45	10.0 %
Total	848	

**Q15. Public Safety Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Cleveland Heights.**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Visibility of police in neighborhoods	22.6%	47.8%	15.7%	6.6%	4.0%	3.3%
Q15-2. Visibility of police in commercial/retail areas	20.4%	44.0%	19.7%	4.9%	2.0%	9.1%
Q15-3. City's efforts to prevent crime	17.5%	38.9%	22.3%	5.1%	1.5%	14.6%
Q15-4. How quickly police respond to emergencies	33.2%	35.4%	9.5%	1.1%	1.1%	19.7%
Q15-5. Enforcement of local traffic laws	14.4%	36.7%	25.7%	9.1%	3.1%	11.1%
Q15-6. Police-related education programs	9.5%	22.1%	23.7%	3.1%	1.5%	40.0%
Q15-7. Overall quality of police services	23.7%	43.4%	17.5%	3.1%	1.1%	11.3%
Q15-8. How quickly fire personnel respond to emergencies	31.2%	29.9%	5.5%	0.2%	0.4%	32.7%
Q15-9. Quality of City's fire prevention programs	11.3%	25.0%	12.6%	2.4%	0.2%	48.5%
Q15-10. Fire-related education programs	6.9%	17.9%	18.4%	2.2%	0.2%	54.4%
Q15-11. Overall quality of local fire protection	22.8%	31.9%	11.3%	0.4%	0.2%	33.4%
Q15-12. How quickly ambulance personnel respond to emergencies	31.2%	25.7%	6.2%	0.4%	0.7%	35.8%
Q15-13. Overall quality of ambulance service	29.9%	27.0%	7.3%	0.2%	0.7%	35.0%

**WITHOUT "DON'T KNOW"**

**Q15. Public Safety Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Cleveland Heights. (without "don't know")**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Visibility of police in neighborhoods	23.3%	49.4%	16.2%	6.9%	4.1%
Q15-2. Visibility of police in commercial/retail areas	22.4%	48.4%	21.7%	5.4%	2.2%
Q15-3. City's efforts to prevent crime	20.5%	45.6%	26.2%	6.0%	1.8%
Q15-4. How quickly police respond to emergencies	41.3%	44.1%	11.8%	1.4%	1.4%
Q15-5. Enforcement of local traffic laws	16.2%	41.3%	28.9%	10.2%	3.5%
Q15-6. Police-related education programs	15.9%	36.9%	39.5%	5.2%	2.6%
Q15-7. Overall quality of police services	26.7%	48.9%	19.7%	3.5%	1.2%
Q15-8. How quickly fire personnel respond to emergencies	46.4%	44.4%	8.2%	0.3%	0.7%
Q15-9. Quality of City's fire prevention programs	21.9%	48.5%	24.5%	4.7%	0.4%
Q15-10. Fire-related education programs	15.0%	39.3%	40.3%	4.9%	0.5%
Q15-11. Overall quality of local fire protection	34.2%	47.8%	16.9%	0.7%	0.3%
Q15-12. How quickly ambulance personnel respond to emergencies	48.6%	40.0%	9.7%	0.7%	1.0%
Q15-13. Overall quality of ambulance service	45.9%	41.5%	11.2%	0.3%	1.0%



**Q16. Which FOUR of the Public Safety items listed in Question 15 do you think are MOST IMPORTANT for the City to provide?**

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	137	30.3 %
Visibility of police in commercial/retail areas	12	2.7 %
City's efforts to prevent crime	88	19.5 %
How quickly police respond to emergencies	72	15.9 %
Enforcement of local traffic laws	5	1.1 %
Police-related education programs	4	0.9 %
Overall quality of police services	19	4.2 %
How quickly fire personnel respond to emergencies	24	5.3 %
Quality of City's fire prevention programs	2	0.4 %
Overall quality of local fire protection	5	1.1 %
How quickly ambulance personnel respond to emergencies	35	7.7 %
Overall quality of ambulance service	17	3.8 %
<u>None chosen</u>	<u>32</u>	<u>7.1 %</u>
Total	452	100.0 %

**Q16. Which FOUR of the Public Safety items listed in Question 15 do you think are MOST IMPORTANT for the City to provide?**

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	31	6.9 %
Visibility of police in commercial/retail areas	43	9.5 %
City's efforts to prevent crime	64	14.2 %
How quickly police respond to emergencies	75	16.6 %
Enforcement of local traffic laws	11	2.4 %
Police-related education programs	8	1.8 %
Overall quality of police services	32	7.1 %
How quickly fire personnel respond to emergencies	76	16.8 %
Quality of City's fire prevention programs	7	1.5 %
Fire-related education programs	1	0.2 %
Overall quality of local fire protection	27	6.0 %
How quickly ambulance personnel respond to emergencies	28	6.2 %
Overall quality of ambulance service	15	3.3 %
<u>None chosen</u>	<u>34</u>	<u>7.5 %</u>
Total	452	100.0 %

**Q16. Which FOUR of the Public Safety items listed in Question 15 do you think are MOST IMPORTANT for the City to provide?**

Q16. 3rd choice	Number	Percent
Visibility of police in neighborhoods	20	4.4 %
Visibility of police in commercial/retail areas	11	2.4 %
City's efforts to prevent crime	43	9.5 %
How quickly police respond to emergencies	50	11.1 %
Enforcement of local traffic laws	16	3.5 %
Police-related education programs	10	2.2 %
Overall quality of police services	46	10.2 %
How quickly fire personnel respond to emergencies	80	17.7 %
Quality of City's fire prevention programs	5	1.1 %
Fire-related education programs	8	1.8 %
Overall quality of local fire protection	31	6.9 %
How quickly ambulance personnel respond to emergencies	64	14.2 %
Overall quality of ambulance service	25	5.5 %
None chosen	43	9.5 %
Total	452	100.0 %

**Q16. Which FOUR of the Public Safety items listed in Question 15 do you think are MOST IMPORTANT for the City to provide?**

Q16. 4th choice	Number	Percent
Visibility of police in neighborhoods	28	6.2 %
Visibility of police in commercial/retail areas	22	4.9 %
City's efforts to prevent crime	33	7.3 %
How quickly police respond to emergencies	30	6.6 %
Enforcement of local traffic laws	21	4.6 %
Police-related education programs	17	3.8 %
Overall quality of police services	31	6.9 %
How quickly fire personnel respond to emergencies	41	9.1 %
Quality of City's fire prevention programs	6	1.3 %
Fire-related education programs	6	1.3 %
Overall quality of local fire protection	30	6.6 %
How quickly ambulance personnel respond to emergencies	72	15.9 %
Overall quality of ambulance service	46	10.2 %
None chosen	69	15.3 %
Total	452	100.0 %

**SUM OF TOP 4 CHOICES****Q16. Which FOUR of the Public Safety items listed in Question 15 do you think are MOST IMPORTANT for the City to provide? (top 4)**

<u>Q16. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	216	47.8 %
Visibility of police in commercial/retail areas	88	19.5 %
City's efforts to prevent crime	228	50.4 %
How quickly police respond to emergencies	227	50.2 %
Enforcement of local traffic laws	53	11.7 %
Police-related education programs	39	8.6 %
Overall quality of police services	128	28.3 %
How quickly fire personnel respond to emergencies	221	48.9 %
Quality of City's fire prevention programs	20	4.4 %
Fire-related education programs	15	3.3 %
Overall quality of local fire protection	93	20.6 %
How quickly ambulance personnel respond to emergencies	199	44.0 %
Overall quality of ambulance service	103	22.8 %
None chosen	32	7.1 %
Total	1662	

**Q17. 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=452)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q17-1. In your neighborhood during the day	51.5%	39.4%	5.5%	1.3%	0.2%	2.0%
Q17-2. In your neighborhood at night	18.4%	46.2%	20.4%	11.3%	1.5%	2.2%
Q17-3. In City parks	8.4%	36.3%	27.9%	11.3%	2.7%	13.5%
Q17-4. In commercial & retail areas during the day	35.4%	44.9%	13.1%	1.8%	0.4%	4.4%
Q17-5. In commercial & retail areas at night	15.3%	36.7%	27.0%	11.5%	1.8%	7.7%
Q17-6. Overall feeling of safety in Cleveland Heights	18.6%	53.3%	22.1%	2.7%	1.3%	2.0%

**WITHOUT "DON'T KNOW"**

**Q17. 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=452)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q17-1. In your neighborhood during the day	52.6%	40.2%	5.6%	1.4%	0.2%
Q17-2. In your neighborhood at night	18.8%	47.3%	20.8%	11.5%	1.6%
Q17-3. In City parks	9.7%	41.9%	32.2%	13.0%	3.1%
Q17-4. In commercial & retail areas during the day	37.0%	47.0%	13.7%	1.9%	0.5%
Q17-5. In commercial & retail areas at night	16.5%	39.8%	29.3%	12.5%	1.9%
Q17-6. Overall feeling of safety in Cleveland Heights	19.0%	54.4%	22.6%	2.7%	1.4%

**Q18. Code Enforcement. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Enforcing clean-up of debris on private property	7.7%	26.5%	18.4%	21.9%	10.6%	14.8%
Q18-2. Enforcing mowing & cutting of weeds & tall grass on private property	6.9%	26.5%	23.9%	19.9%	10.0%	12.8%
Q18-3. Enforcing snow removal on sidewalks	5.5%	19.2%	32.5%	21.9%	10.0%	10.8%
Q18-4. Enforcing exterior maintenance of residential property	6.9%	35.4%	24.8%	16.2%	8.2%	8.6%
Q18-5. Enforcing exterior maintenance of business property	5.3%	33.8%	28.3%	11.1%	4.4%	17.0%
Q18-6. Overall quality of building & permit process	5.3%	20.6%	28.5%	7.1%	3.8%	34.7%

**WITHOUT "DON'T KNOW"**

**Q18. Code Enforcement. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Enforcing clean-up of debris on private property	9.1%	31.2%	21.6%	25.7%	12.5%
Q18-2. Enforcing mowing & cutting of weeds & tall grass on private property	7.9%	30.5%	27.4%	22.8%	11.4%
Q18-3. Enforcing snow removal on sidewalks	6.2%	21.6%	36.5%	24.6%	11.2%
Q18-4. Enforcing exterior maintenance of residential property	7.5%	38.7%	27.1%	17.7%	9.0%
Q18-5. Enforcing exterior maintenance of business property	6.4%	40.8%	34.1%	13.3%	5.3%
Q18-6. Overall quality of building & permit process	8.1%	31.5%	43.7%	10.8%	5.8%

**Q19. Which TWO of the Code Enforcement activities listed in Question 18 do you think are MOST IMPORTANT for the City to provide?**

Q19. Top choice	Number	Percent
Enforcing clean-up of debris on private property	150	33.2 %
Enforcing mowing & cutting of weeds & tall grass on private property	43	9.5 %
Enforcing snow removal on sidewalks	38	8.4 %
Enforcing exterior maintenance of residential property	95	21.0 %
Enforcing exterior maintenance of business property	51	11.3 %
Overall quality of building & permit process	34	7.5 %
None chosen	41	9.1 %
Total	452	100.0 %

**Q19. Which TWO of the Code Enforcement activities listed in Question 18 do you think are MOST IMPORTANT for the City to provide?**

Q19. 2nd choice	Number	Percent
Enforcing clean-up of debris on private property	61	13.5 %
Enforcing mowing & cutting of weeds & tall grass on private property	88	19.5 %
Enforcing snow removal on sidewalks	39	8.6 %
Enforcing exterior maintenance of residential property	99	21.9 %
Enforcing exterior maintenance of business property	80	17.7 %
Overall quality of building & permit process	33	7.3 %
None chosen	52	11.5 %
Total	452	100.0 %

**SUM OF TOP 2 CHOICES**

**Q19. Which TWO of the Code Enforcement activities listed in Question 18 do you think are MOST IMPORTANT for the City to provide? (top 2)**

Q19. Sum of top 2 choices	Number	Percent
Enforcing clean-up of debris on private property	211	46.7 %
Enforcing mowing & cutting of weeds & tall grass on private property	131	29.0 %
Enforcing snow removal on sidewalks	77	17.0 %
Enforcing exterior maintenance of residential property	194	42.9 %
Enforcing exterior maintenance of business property	131	29.0 %
Overall quality of building & permit process	67	14.8 %
None chosen	41	9.1 %
Total	852	

**Q20. Transportation. How satisfied are you with the following aspects of transportation in the City of Cleveland Heights?**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Availability of public transportation	10.4%	26.5%	23.9%	8.8%	3.1%	27.2%
Q20-2. Availability of bicycle lanes	11.1%	33.4%	25.2%	10.4%	2.2%	17.7%
Q20-3. Condition of sidewalks in City	6.6%	41.2%	26.8%	15.5%	4.9%	5.1%
Q20-4. Convenience of parking in City	10.4%	41.4%	28.1%	10.0%	4.4%	5.8%

**WITHOUT "DON'T KNOW"****Q20. Transportation. How satisfied are you with the following aspects of transportation in the City of Cleveland Heights? (without "don't know")**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Availability of public transportation	14.3%	36.5%	32.8%	12.2%	4.3%
Q20-2. Availability of bicycle lanes	13.4%	40.6%	30.6%	12.6%	2.7%
Q20-3. Condition of sidewalks in City	7.0%	43.4%	28.2%	16.3%	5.1%
Q20-4. Convenience of parking in City	11.0%	43.9%	29.8%	10.6%	4.7%



**Q21. Maintenance Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Maintenance of major City streets	10.0%	50.7%	19.7%	15.5%	3.1%	1.1%
Q21-2. Maintenance of streets in your neighborhood	10.8%	44.5%	21.5%	16.8%	4.6%	1.8%
Q21-3. Snow removal on major City streets	21.9%	52.4%	12.6%	7.5%	2.9%	2.7%
Q21-4. Snow removal on streets in your neighborhood	15.0%	44.5%	19.2%	12.8%	5.1%	3.3%
Q21-5. Mowing & trimming along City streets & other public areas	15.5%	48.9%	22.3%	5.5%	2.7%	5.1%
Q21-6. Overall cleanliness of City streets & other public areas	11.7%	50.0%	22.6%	9.5%	3.5%	2.7%
Q21-7. Adequacy of City street lighting	14.2%	49.6%	22.3%	8.2%	3.3%	2.4%
Q21-8. Tree trimming & urban forestry along City streets & other public areas	12.8%	44.7%	23.2%	10.8%	3.3%	5.1%

**WITHOUT "DON'T KNOW"**

**Q21. Maintenance Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City. (without "don't know")**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Maintenance of major City streets	10.1%	51.2%	19.9%	15.7%	3.1%
Q21-2. Maintenance of streets in your neighborhood	11.0%	45.3%	21.8%	17.1%	4.7%
Q21-3. Snow removal on major City streets	22.5%	53.9%	13.0%	7.7%	3.0%
Q21-4. Snow removal on streets in your neighborhood	15.6%	46.0%	19.9%	13.3%	5.3%
Q21-5. Mowing & trimming along City streets & other public areas	16.3%	51.5%	23.5%	5.8%	2.8%
Q21-6. Overall cleanliness of City streets & other public areas	12.0%	51.4%	23.2%	9.8%	3.6%
Q21-7. Adequacy of City street lighting	14.5%	50.8%	22.9%	8.4%	3.4%
Q21-8. Tree trimming & urban forestry along City streets & other public areas	13.5%	47.1%	24.5%	11.4%	3.5%

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

<u>Q22. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	242	53.5 %
Maintenance of streets in your neighborhood	46	10.2 %
Snow removal on major City streets	55	12.2 %
Snow removal on streets in your neighborhood	23	5.1 %
Mowing & trimming along City streets & other public areas	6	1.3 %
Overall cleanliness of City streets & other public areas	24	5.3 %
Adequacy of City street lighting	15	3.3 %
Tree trimming & urban forestry along City streets & other public areas	8	1.8 %
None chosen	33	7.3 %
Total	452	100.0 %

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

<u>Q22. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	43	9.5 %
Maintenance of streets in your neighborhood	116	25.7 %
Snow removal on major City streets	112	24.8 %
Snow removal on streets in your neighborhood	64	14.2 %
Mowing & trimming along City streets & other public areas	9	2.0 %
Overall cleanliness of City streets & other public areas	42	9.3 %
Adequacy of City street lighting	21	4.6 %
Tree trimming & urban forestry along City streets & other public areas	11	2.4 %
None chosen	34	7.5 %
Total	452	100.0 %

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

<u>Q22. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	24	5.3 %
Maintenance of streets in your neighborhood	34	7.5 %
Snow removal on major City streets	75	16.6 %
Snow removal on streets in your neighborhood	59	13.1 %
Mowing & trimming along City streets & other public areas	25	5.5 %
Overall cleanliness of City streets & other public areas	83	18.4 %
Adequacy of City street lighting	76	16.8 %
Tree trimming & urban forestry along City streets & other public areas	34	7.5 %
None chosen	42	9.3 %
Total	452	100.0 %

**SUM OF TOP 3 CHOICES**

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

<u>Q22. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	309	68.4 %
Maintenance of streets in your neighborhood	196	43.4 %
Snow removal on major City streets	242	53.5 %
Snow removal on streets in your neighborhood	146	32.3 %
Mowing & trimming along City streets & other public areas	40	8.8 %
Overall cleanliness of City streets & other public areas	149	33.0 %
Adequacy of City street lighting	112	24.8 %
Tree trimming & urban forestry along City streets & other public areas	53	11.7 %
None chosen	33	7.3 %
Total	1280	

**Q23a. Parks and Recreation. Have you or other members of your household visited a Cleveland Heights City park during the past 12 months before the COVID-19 pandemic?**

Q23a. Have you visited a City park during past 12 months before COVID-19 Pandemic	Number	Percent
Yes	292	64.6 %
No	160	35.4 %
Total	452	100.0 %

**Q23b. Have you or other members of your household visited the Cleveland Heights Community Center during the past 12 months before the COVID-19 pandemic?**

Q23b. Have you visited Cleveland Heights Community Center during past 12 months before COVID-19 pandemic	Number	Percent
Yes	192	42.5 %
No	260	57.5 %
Total	452	100.0 %

**Q23c. 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, etc.) during the past 12 months before the COVID-19 pandemic?**

Q23c. Have you participated in City Parks & Recreation programs during past 12 months before COVID-19 pandemic	Number	Percent
Yes	98	21.7 %
No	354	78.3 %
Total	452	100.0 %

**Q23d. Have you or other members of your household participated in any virtual Parks and Recreation programs offered by the City of Cleveland Heights during the past 4 months DURING the COVID-19 pandemic?**

Q23d. Have you participated in any virtual Parks & Recreation programs during past 4 months during COVID-19 pandemic	Number	Percent
Yes	9	2.0 %
No	443	98.0 %
Total	452	100.0 %

**Q24. How satisfied are you with the following aspects of Parks and Recreation in the City of Cleveland Heights.**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Maintenance of City parks	13.7%	47.8%	16.8%	4.2%	1.3%	16.2%
Q24-2. Number of City parks	13.9%	44.2%	19.7%	7.5%	0.7%	13.9%
Q24-3. Number of walking & biking trails	11.9%	38.1%	20.6%	9.1%	1.3%	19.0%
Q24-4. Cumberland Pool & programs	9.1%	22.3%	19.2%	4.0%	1.8%	43.6%
Q24-5. Quality of outdoor athletic fields	6.2%	27.9%	22.8%	1.5%	0.7%	40.9%
Q24-6. Youth recreation opportunities	8.0%	22.1%	21.2%	2.7%	0.9%	45.1%
Q24-7. Adult recreation opportunities	9.1%	31.4%	22.1%	3.8%	0.9%	32.7%
Q24-8. Senior recreation opportunities	10.6%	26.3%	20.4%	2.0%	0.7%	40.0%
Q24-9. City's youth athletic programs	6.9%	21.0%	21.2%	1.8%	0.7%	48.5%
Q24-10. City's adult athletic programs	6.9%	21.0%	22.1%	1.8%	0.7%	47.6%
Q24-11. Maintenance & appearance of Community Center	19.5%	40.7%	14.6%	0.4%	0.9%	23.9%
Q24-12. Programs & activities offered at Community Center	15.3%	32.5%	19.9%	3.1%	0.9%	28.3%
Q24-13. Quality of instructors & coaches	8.8%	21.5%	20.1%	1.1%	0.7%	47.8%
Q24-14. Ease of registering for programs	11.9%	29.9%	17.3%	1.5%	1.3%	38.1%
Q24-15. Fees charged for recreation programs	11.9%	25.9%	22.3%	5.3%	3.3%	31.2%

**WITHOUT "DON'T KNOW"****Q24. How satisfied are you with the following aspects of Parks and Recreation in the City of Cleveland Heights. (without "don't know")**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Maintenance of City parks	16.4%	57.0%	20.1%	5.0%	1.6%
Q24-2. Number of City parks	16.2%	51.4%	22.9%	8.7%	0.8%
Q24-3. Number of walking & biking trails	14.8%	47.0%	25.4%	11.2%	1.6%
Q24-4. Cumberland Pool & programs	16.1%	39.6%	34.1%	7.1%	3.1%
Q24-5. Quality of outdoor athletic fields	10.5%	47.2%	38.6%	2.6%	1.1%
Q24-6. Youth recreation opportunities	14.5%	40.3%	38.7%	4.8%	1.6%
Q24-7. Adult recreation opportunities	13.5%	46.7%	32.9%	5.6%	1.3%
Q24-8. Senior recreation opportunities	17.7%	43.9%	33.9%	3.3%	1.1%
Q24-9. City's youth athletic programs	13.3%	40.8%	41.2%	3.4%	1.3%
Q24-10. City's adult athletic programs	13.1%	40.1%	42.2%	3.4%	1.3%
Q24-11. Maintenance & appearance of Community Center	25.6%	53.5%	19.2%	0.6%	1.2%
Q24-12. Programs & activities offered at Community Center	21.3%	45.4%	27.8%	4.3%	1.2%
Q24-13. Quality of instructors & coaches	16.9%	41.1%	38.6%	2.1%	1.3%
Q24-14. Ease of registering for programs	19.3%	48.2%	27.9%	2.5%	2.1%
Q24-15. Fees charged for recreation programs	17.4%	37.6%	32.5%	7.7%	4.8%

**Q25. Which THREE of the Parks and Recreation services listed in Question 24 do you think are MOST IMPORTANT for the City to provide?**

Q25. Top choice	Number	Percent
Maintenance of City parks	207	45.8 %
Number of City parks	19	4.2 %
Number of walking & biking trails	13	2.9 %
Cumberland Pool & programs	29	6.4 %
Quality of outdoor athletic fields	6	1.3 %
Youth recreation opportunities	40	8.8 %
Adult recreation opportunities	7	1.5 %
Senior recreation opportunities	21	4.6 %
City's youth athletic programs	6	1.3 %
Maintenance & appearance of Community Center	12	2.7 %
Programs & activities offered at Community Center	14	3.1 %
Quality of instructors & coaches	2	0.4 %
Ease of registering for programs	3	0.7 %
Fees charged for recreation programs	9	2.0 %
None chosen	64	14.2 %
Total	452	100.0 %

**Q25. Which THREE of the Parks and Recreation services listed in Question 24 do you think are MOST IMPORTANT for the City to provide?**

Q25. 2nd choice	Number	Percent
Maintenance of City parks	44	9.7 %
Number of City parks	35	7.7 %
Number of walking & biking trails	63	13.9 %
Cumberland Pool & programs	26	5.8 %
Quality of outdoor athletic fields	9	2.0 %
Youth recreation opportunities	47	10.4 %
Adult recreation opportunities	24	5.3 %
Senior recreation opportunities	22	4.9 %
City's youth athletic programs	21	4.6 %
City's adult athletic programs	4	0.9 %
Maintenance & appearance of Community Center	39	8.6 %
Programs & activities offered at Community Center	31	6.9 %
Quality of instructors & coaches	4	0.9 %
Ease of registering for programs	2	0.4 %
Fees charged for recreation programs	7	1.5 %
None chosen	74	16.4 %
Total	452	100.0 %



**Q25. Which THREE of the Parks and Recreation services listed in Question 24 do you think are MOST IMPORTANT for the City to provide?**

Q25. 3rd choice	Number	Percent
Maintenance of City parks	25	5.5 %
Number of City parks	22	4.9 %
Number of walking & biking trails	43	9.5 %
Cumberland Pool & programs	20	4.4 %
Quality of outdoor athletic fields	10	2.2 %
Youth recreation opportunities	37	8.2 %
Adult recreation opportunities	20	4.4 %
Senior recreation opportunities	25	5.5 %
City's youth athletic programs	19	4.2 %
City's adult athletic programs	10	2.2 %
Maintenance & appearance of Community Center	29	6.4 %
Programs & activities offered at Community Center	52	11.5 %
Quality of instructors & coaches	11	2.4 %
Ease of registering for programs	14	3.1 %
Fees charged for recreation programs	33	7.3 %
None chosen	82	18.1 %
Total	452	100.0 %

**SUM OF TOP 3 CHOICES**

**Q25. Which THREE of the Parks and Recreation services listed in Question 24 do you think are MOST IMPORTANT for the City to provide? (top 3)**

Q25. Sum of top 3 choices	Number	Percent
Maintenance of City parks	276	61.1 %
Number of City parks	76	16.8 %
Number of walking & biking trails	119	26.3 %
Cumberland Pool & programs	75	16.6 %
Quality of outdoor athletic fields	25	5.5 %
Youth recreation opportunities	124	27.4 %
Adult recreation opportunities	51	11.3 %
Senior recreation opportunities	68	15.0 %
City's youth athletic programs	46	10.2 %
City's adult athletic programs	14	3.1 %
Maintenance & appearance of Community Center	80	17.7 %
Programs & activities offered at Community Center	97	21.5 %
Quality of instructors & coaches	17	3.8 %
Ease of registering for programs	19	4.2 %
Fees charged for recreation programs	49	10.8 %
None chosen	64	14.2 %
Total	1200	

**Q27. Cain Park. Have you or other members of your household attended a concert or show at Cain Park during the last 12 months before the COVID-19 pandemic?**

Q27. Have you attended a concert or show at Cain Park during last 12 months before COVID-19 pandemic	Number	Percent
Yes	158	35.0 %
No	294	65.0 %
Total	452	100.0 %

**Q27a. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=158)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q27a-1. Overall quality of facility	44.9%	44.9%	7.0%	2.5%	0.6%	0.0%
Q27a-2. Overall quality of shows & events	46.2%	39.2%	6.3%	3.8%	2.5%	1.9%
Q27a-3. Variety of shows & events	35.4%	41.8%	10.8%	5.1%	3.8%	3.2%
Q27a-4. Affordability of shows & events	26.6%	46.8%	18.4%	4.4%	1.9%	1.9%
Q27a-5. Ease of purchasing tickets for shows & events	31.6%	42.4%	17.7%	3.8%	1.3%	3.2%
Q27a-6. Overall quality of concessions	19.6%	35.4%	25.9%	7.0%	1.3%	10.8%

**WITHOUT "DON'T KNOW"**

**Q27a. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=158)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q27a-1. Overall quality of facility	44.9%	44.9%	7.0%	2.5%	0.6%
Q27a-2. Overall quality of shows & events	47.1%	40.0%	6.5%	3.9%	2.6%
Q27a-3. Variety of shows & events	36.6%	43.1%	11.1%	5.2%	3.9%
Q27a-4. Affordability of shows & events	27.1%	47.7%	18.7%	4.5%	1.9%
Q27a-5. Ease of purchasing tickets for shows & events	32.7%	43.8%	18.3%	3.9%	1.3%
Q27a-6. Overall quality of concessions	22.0%	39.7%	29.1%	7.8%	1.4%

**Q28. Communications. Which of the following sources do you currently use to get information about City of Cleveland Heights?**

Q28. What following sources do you currently use to get City information

	Number	Percent
City Focus magazine	295	65.3 %
City e-Newsletter	159	35.2 %
City website	190	42.0 %
City Facebook, Twitter, or Instagram	65	14.4 %
City cable channel	23	5.1 %
Plain Dealer/Sun Press	141	31.2 %
www.cleveland.com	116	25.7 %
Heights Observer	205	45.4 %
City's YouTube channel	9	2.0 %
Other	31	6.9 %
Total	1234	

**Q28-10. Other**

Q28-10. Other	Number	Percent
Nextdoor app	8	25.8 %
Neighborhood website	2	6.5 %
Cleveland Heights Patch	2	6.5 %
WORD OF MOUTH	2	6.5 %
Word of mouth or other web advertisement	1	3.2 %
Neighborhood Facebook group	1	3.2 %
FUTURE HEIGHTS	1	3.2 %
Patch.com	1	3.2 %
TWITTER	1	3.2 %
GOOGLE	1	3.2 %
THE PATCH	1	3.2 %
TELEPHONE	1	3.2 %
NEXTDOOR COMMUNITY CHAT	1	3.2 %
NEIGHBORS	1	3.2 %
NEXTDOOR EMAIL IN FOREST HILL	1	3.2 %
REGULAR NEWS CHANNEL	1	3.2 %
INTERNET	1	3.2 %
NEXTDOOR, WIKI	1	3.2 %
Neighborhood	1	3.2 %
FRIENDS	1	3.2 %
Newsletter	1	3.2 %
Total	31	100.0 %

**Q29. Which of the following do you currently use at home?**

Q29. What following do you currently use at home	Number	Percent
Facebook	251	55.5 %
YouTube	242	53.5 %
Twitter	80	17.7 %
Instagram	136	30.1 %
Text messaging	338	74.8 %
Email	393	86.9 %
Internet	384	85.0 %
Other	11	2.4 %
None	17	3.8 %
Total	1852	

**WITHOUT "NONE"****Q29. Which of the following do you currently use at home? (without "none")**

Q29. What following do you currently use at home	Number	Percent
Facebook	251	57.7 %
YouTube	242	55.6 %
Twitter	80	18.4 %
Instagram	136	31.3 %
Text messaging	338	77.7 %
Email	393	90.3 %
Internet	384	88.3 %
Other	11	2.5 %
Total	1835	

**Q29-8. Other**

Q29-8. Other	Number	Percent
ZOOM	2	18.2 %
NEXTDOOR	2	18.2 %
TIKTOK, NEXTDOOR	1	9.1 %
WHATS APP/MARCO POLO	1	9.1 %
INSTAGRAM	1	9.1 %
GMAIL	1	9.1 %
LOCAL TV	1	9.1 %
NEWSPAPER	1	9.1 %
NETFLIX	1	9.1 %
Total	11	100.0 %

**Q30. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of Cleveland Heights.**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q30-1. Availability of information about City programs & services	19.5%	47.3%	21.9%	3.1%	1.8%	6.4%
Q30-2. City efforts to keep you informed about local issues	16.6%	40.5%	23.5%	8.8%	3.8%	6.9%
Q30-3. Level of public involvement in local decision making	7.1%	22.6%	29.2%	15.9%	6.4%	18.8%
Q30-4. Level of public involvement in City's budget process	3.5%	14.2%	31.0%	16.6%	7.5%	27.2%
Q30-5. Quality of programming on City's cable television channel	2.7%	8.6%	20.8%	2.2%	1.1%	64.6%
Q30-6. Usefulness of City's web page	7.1%	32.3%	26.5%	4.9%	2.0%	27.2%
Q30-7. Usefulness of Focus magazine	19.5%	39.8%	21.0%	2.7%	1.3%	15.7%

**WITHOUT "DON'T KNOW"**

**Q30. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of Cleveland Heights. (without "don't know")**

(N=452)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q30-1. Availability of information about City programs & services	20.8%	50.6%	23.4%	3.3%	1.9%
Q30-2. City efforts to keep you informed about local issues	17.8%	43.5%	25.2%	9.5%	4.0%
Q30-3. Level of public involvement in local decision making	8.7%	27.8%	36.0%	19.6%	7.9%
Q30-4. Level of public involvement in City's budget process	4.9%	19.5%	42.6%	22.8%	10.3%
Q30-5. Quality of programming on City's cable television channel	7.5%	24.4%	58.8%	6.3%	3.1%
Q30-6. Usefulness of City's web page	9.7%	44.4%	36.5%	6.7%	2.7%
Q30-7. Usefulness of Focus magazine	23.1%	47.2%	24.9%	3.1%	1.6%

**Q31. Which THREE of the following Community issues do you think should be the City's TOP PRIORITIES over the next TWO years?**

Q31. What community issues should be City's top priorities over next two years

	Number	Percent
Neighborhood revitalization	243	53.8 %
Public safety	235	52.0 %
Retail/commercial district revitalization	186	41.2 %
Infrastructure maintenance	162	35.8 %
Business development	117	25.9 %
Environmental stewardship	89	19.7 %
Youth outreach	81	17.9 %
Housing development	78	17.3 %
Improve recreational/cultural amenities	55	12.2 %
Other	24	5.3 %
Total	1270	

**Q31-10. Other**

Q31-10. Other	Number	Percent
MAKE TRASH CANS A PRIORITY	1	4.2 %
LEE-MEADOWBROOK DEVELOPMENT	1	4.2 %
TOWN CENTER REDEVELOPMENT, MUNICIPAL BROADBAND/FIBER INTERNET	1	4.2 %
UTILITY SERVICES	1	4.2 %
EDUCATION	1	4.2 %
REDUCE TAXES	1	4.2 %
EDUCATION, PUBLIC	1	4.2 %
Lower taxes	1	4.2 %
HOME AND COMMERCIAL BUILDING MAINTENANCE	1	4.2 %
HELPING SENIOR CITIZENS	1	4.2 %
WASTE REMOVAL	1	4.2 %
LACK OF AFFORDABLE INTERNET. ONLY ATT AND SPECTRUM AVAILABLE	1	4.2 %
Fiscal responsibility, lower taxes	1	4.2 %
REDUCING PROPERTY TAXES WATER AND SEWER	1	4.2 %
GETTING RID OF RODENTS	1	4.2 %
FIX ELECTRICAL GRID ON DELAWARE DR	1	4.2 %
IT LOOKS TERRIBLE THAT TRASH IS LEFT OVER NIGHT ON CURBS	1	4.2 %
PUBLIC INVOLVEMENT IN LOCAL DECISIONS AND BUDGET	1	4.2 %
LET US GET TRASH CANS	1	4.2 %
ATTRACT YOUNGER FAMILIES	1	4.2 %
HOUSING FOR ELDERLY	1	4.2 %
Improving schools to educate youth in community & attract new residents	1	4.2 %
Defund police, use resources to help African Americans	1	4.2 %
The development of the Severance mall space is critical	1	4.2 %
Total	24	100.0 %



**Q32. Which of the following best describes your race/ethnicity?**

<u>Q32. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	21	4.6 %
Black/African American	190	42.0 %
White	220	48.7 %
Hispanic	14	3.1 %
American Indian/Eskimo	3	0.7 %
Other	4	0.9 %
Total	452	

**Q32-6. Other**

<u>Q32-6. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	4	100.0 %
Total	4	100.0 %

**Q33. Including yourself, how many people in your household are...**

	<u>Mean</u>	<u>Sum</u>
number	2.2	956
Under age 10	0.2	102
Ages 10-19	0.2	104
Ages 20-34	0.3	151
Ages 35-54	0.6	242
Ages 55-74	0.6	241
Ages 75+	0.3	116

**Q34. Do you own or rent your home?**

Q34. Do you own or rent your home	Number	Percent
Own	294	65.0 %
Rent	157	34.7 %
Not provided	1	0.2 %
Total	452	100.0 %

**WITHOUT "NOT PROVIDED"****Q34. Do you own or rent your home? (without "not provided")**

Q34. Do you own or rent your home	Number	Percent
Own	294	65.2 %
Rent	157	34.8 %
Total	451	100.0 %

**Q35. Approximately how many years have you lived in the City of Cleveland Heights?**

Q35. How many years have you lived in City of Cleveland Heights	Number	Percent
Less than 5 years	56	12.4 %
5-14 years	63	13.9 %
15-24 years	81	17.9 %
25-34 years	104	23.0 %
35+ years	130	28.8 %
Not provided	18	4.0 %
Total	452	100.0 %

**WITHOUT "NOT PROVIDED"****Q35. Approximately how many years have you lived in the City of Cleveland Heights? (without "not provided")**

Q35. How many years have you lived in City of Cleveland Heights	Number	Percent
Less than 5 years	56	12.9 %
5-14 years	63	14.5 %
15-24 years	81	18.7 %
25-34 years	104	24.0 %
35+ years	130	30.0 %
Total	434	100.0 %

**Q36. Your gender:**

Q36. Your gender	Number	Percent
Male	221	48.9 %
Female	229	50.7 %
Other	1	0.2 %
Not provided	1	0.2 %
Total	452	100.0 %

**WITHOUT "NOT PROVIDED"****Q36. Your gender: (without "not provided")**

Q36. Your gender	Number	Percent
Male	221	49.0 %
Female	229	50.8 %
Other	1	0.2 %
Total	451	100.0 %

## ***Section 5: Survey Instrument***

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## 2020 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. With our community and the nation facing the many challenges brought by the coronavirus pandemic, your input on the enclosed survey is more important than ever. Over the next few months, we will be making decisions that affect a wide range of City services, including public safety, parks and recreation, streets and infrastructure maintenance, and more. To help us align City priorities with our residents' priorities, we need to know what you think before we make any decisions.

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

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

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

Sincerely,

A handwritten signature in dark ink, appearing to read "Jason Stein".

Jason Stein  
Mayor

---

40 SEVERANCE CIRCLE, CLEVELAND HEIGHTS, OHIO 44118

216•291•4444 FAX 291•2064 [www.clevelandheights.com](http://www.clevelandheights.com)



## 2020 City of Cleveland Heights Community Survey

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

***The COVID-19 Pandemic has affected everyone in our community. As federal, state, and local governments work to address the needs of those most affected, it is important for the City to better understand the impacts to residents so we can better provide city services.***

**1. Please indicate how your financial situation has been impacted as a result of the COVID-19 outbreak by checking all that apply.**

- ☐ (1) I have not been impacted financially because of COVID-19      ☐ (5) I lost my job or was laid off  
☐ (2) My financial situation has improved because of COVID-19      ☐ (6) My projects/contracts have been postponed  
☐ (3) My financial situation has worsened because of COVID-19      ☐ (7) Sales are down at my company/business  
☐ (4) My work hours have been reduced      ☐ (8) Other: \_\_\_\_\_

**2. Have you had, or do you anticipate you will have, problems paying for necessities such as rent/mortgage, food, utilities, etc. during the COVID-19 Pandemic?**

- ☐ (1) Yes      ☐ (2) No      ☐ (9) Don't know

**3. How do you think your financial situation will change in the months ahead?**

- ☐ (1) Get Better      ☐ (2) Stay the Same      ☐ (3) Get Worse      ☐ (9) Don't Know

**4. Have you or someone in your household filed for unemployment?**

- ☐ (1) Yes      ☐ (2) No      ☐ (3) Would like to but cannot access

**5. If you lost your job, what industry did you work in before the COVID-19 pandemic?**

- ☐ (1) Restaurant      ☐ (3) Retail      ☐ (5) Other: \_\_\_\_\_  
☐ (2) Hospitality/Entertainment      ☐ (4) Travel

***Thank you for providing information about how the COVID-19 Pandemic has affected you and your family. Now we will ask you questions about your satisfaction levels with City services in general.***

**6. Major Categories of City Services. Please rate your overall satisfaction with major categories of services provided by the City of Cleveland Heights on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

Major Categories of City Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of police services	5	4	3	2	1	9
2.	Overall quality of fire and ambulance services	5	4	3	2	1	9
3.	Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
4.	Overall maintenance of City streets, buildings 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

**7. 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 6.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

8. **Perceptions of the City.** Several items that may influence your perception of the City of Cleveland Heights are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

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

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

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

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

\_\_\_\_(1) Yes [Answer Q10a-d.]      \_\_\_\_ (2) No [Skip to Q11.]

**10a. 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 & Recreation       |
| ____(06) City Hall Information Desk/Receptionist                                   | ____(12) Other: _____             |

**10b. When did you contact the Department?**

- \_\_\_\_(1) Before the COVID-19 Pandemic (before March 2020)  
 \_\_\_\_ (2) During the COVID-19 Pandemic (March 2020 through today)

**10c. How easy was it to contact the person you needed to reach in the Department you listed in Question 10a?**

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

**10d. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never".**

Behavior	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

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

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

12. 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 11.]

1st: \_\_\_\_ 2nd: \_\_\_\_

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

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

14. 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 13.]

1st: \_\_\_\_ 2nd: \_\_\_\_

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

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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. Police-related education programs	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

16. 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 15.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_



17. **Perceptions of Safety.** On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe", please rate how safe you feel in the following situations.

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

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

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

19. 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 18.]*

1st: \_\_\_\_ 2nd: \_\_\_\_

20. **Transportation.** How satisfied are you with the following aspects of transportation in the City of Cleveland Heights?

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

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

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

22. 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 21.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

**23a. Parks and Recreation. Have you or other members of your household visited a Cleveland Heights City Park during the past 12 months before the COVID-19 Pandemic?**

\_\_\_\_(1) Yes      \_\_\_\_ (2) No

**23b. Have you or other members of your household visited the Cleveland Heights Community Center during the past 12 months before the COVID-19 Pandemic?**

\_\_\_\_(1) Yes      \_\_\_\_ (2) No

**23c. 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 before COVID-19 Pandemic? (fitness class, summer camp, outdoor sports, etc.)**

\_\_\_\_(1) Yes      \_\_\_\_ (2) No

**23d. Have you or other members of your household participated in any virtual Parks and Recreation programs offered by the City of Cleveland Heights during the past 4 months DURING the COVID-19 Pandemic?**

\_\_\_\_(1) Yes      \_\_\_\_ (2) No

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

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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

**25. 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 24.]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

**26. 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: \_\_\_\_\_

**27. Cain Park. Have you or other members of your household attended a concert or show at Cain Park during the last 12 months before the COVID-19 Pandemic?**

\_\_\_\_(1) Yes [Answer Q27a.]      \_\_\_\_ (2) No [Skip to Q28.]

**27a. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

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

**28. 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      \_\_\_\_ (06) Plain Dealer/Sun Press  
 \_\_\_\_ (02) City E-Newsletter      \_\_\_\_ (07) www. cleveland.com  
 \_\_\_\_ (03) City Website      \_\_\_\_ (08) Heights Observer  
 \_\_\_\_ (04) City Facebook, Twitter, or Instagram      \_\_\_\_ (09) City's YouTube Channel  
 \_\_\_\_ (05) City Cable Channel      \_\_\_\_ (10) Other: \_\_\_\_\_

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

\_\_\_\_(1) Facebook      \_\_\_\_ (4) Instagram      \_\_\_\_ (7) Internet  
 \_\_\_\_ (2) YouTube      \_\_\_\_ (5) Text Messaging      \_\_\_\_ (8) Other: \_\_\_\_\_  
 \_\_\_\_ (3) Twitter      \_\_\_\_ (6) E-mail      \_\_\_\_ (9) None

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

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

**31. 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: \_\_\_\_\_

**32. 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: \_\_\_\_\_

**33. 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+:

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

**35. Approximately how many years have you lived in the City of Cleveland Heights?**      \_\_\_\_\_ years

**36. Your gender:**      ☐ (1) Male      ☐ (2) Female      ☐ (3) Other

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

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

Your Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Your Email Address: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**  
Please return your completed survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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