

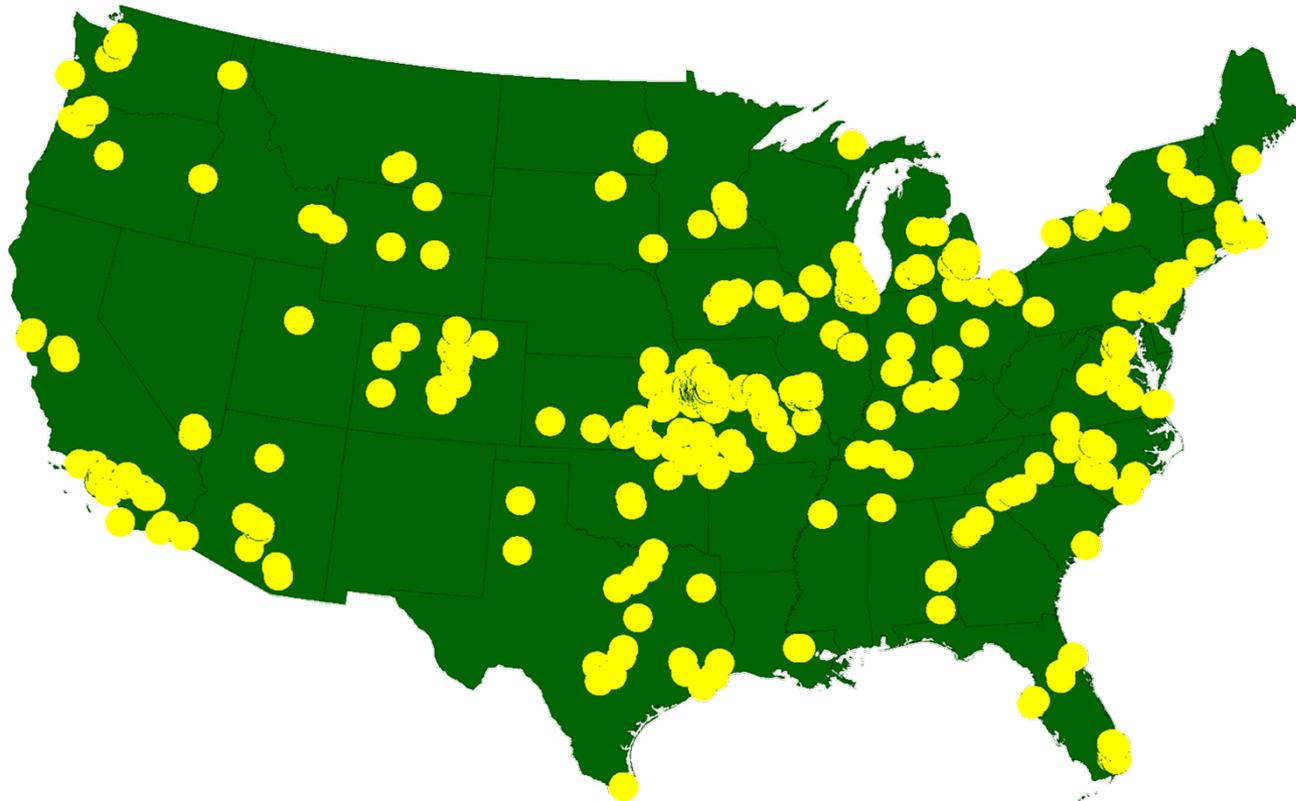
City of Cleveland Heights DirectionFinder[®] Survey Findings

Presented by
ETC Institute

September 2014

A National Leader in Market Research for Local Governmental Organizations

**...helping city and county governments gather and use survey data to enhance
organizational performance for more than 30 years**



**More than 1,850,000 Persons Surveyed Since 2006 for
more than 700 cities in 49 States**

Agenda

- Purpose
- Methodology
- Bottom Line Up Front
- Major Findings
- Summary
- Questions

Purpose

- ❑ To objectively assess citizen satisfaction with the delivery of City services
- ❑ To set a baseline for future surveys
- ❑ To help determine priorities for the community so that tax dollars are spent wisely
- ❑ To compare Cleveland Heights' performance with other communities across the U.S.

Methodology

Survey Description

- The survey took most residents approximately 15-20 minutes to complete

Method of Administration

- By mail and phone

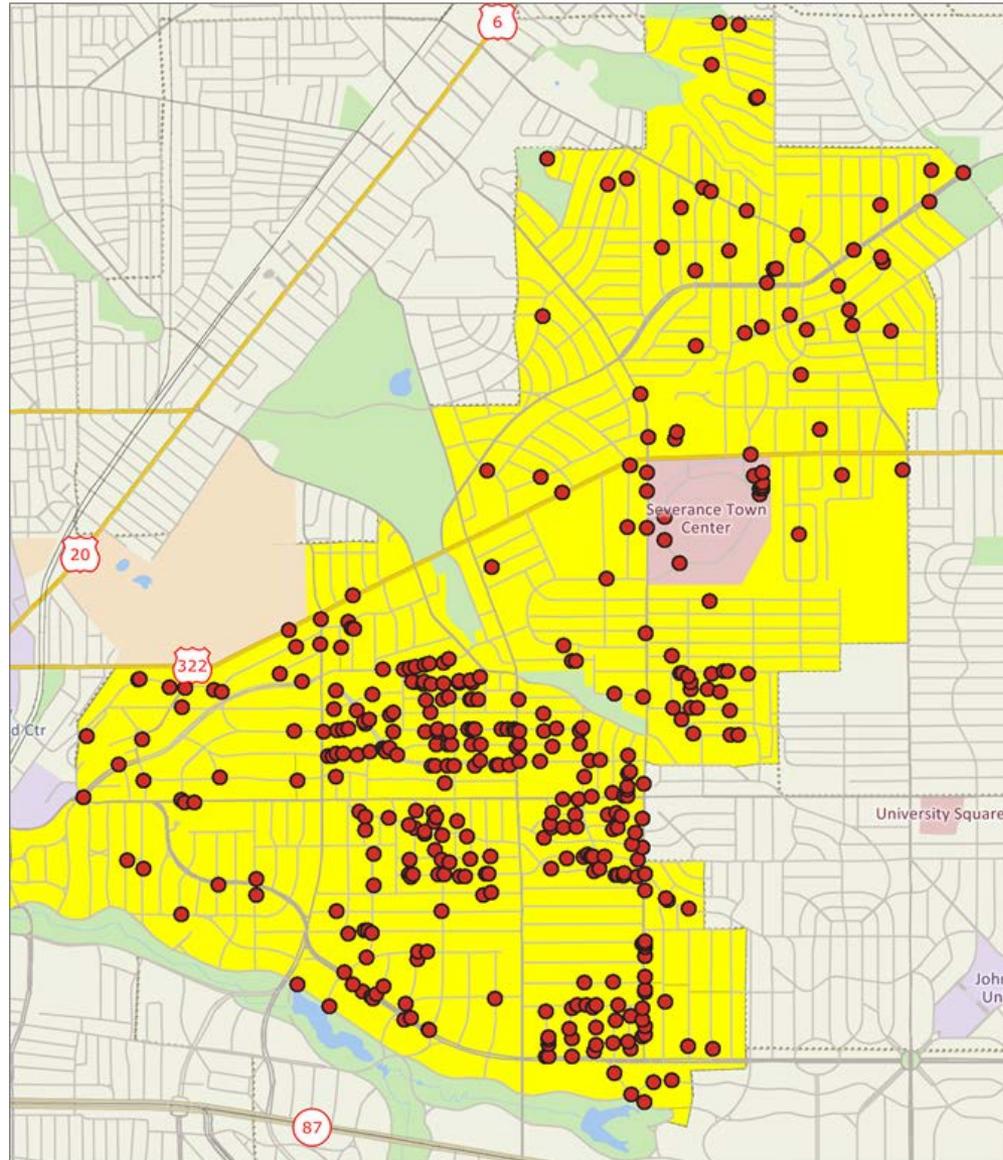
A total of 403 residents completed the survey

- Goal was 400 completes

Confidence level: 95%; Margin of error: +/-5%

Composition of the survey sample is representative of the actual population of the City when compared to the 2010 Census

Location of Survey Respondents



Good Representation By LOCATION

Bottom Line Up Front

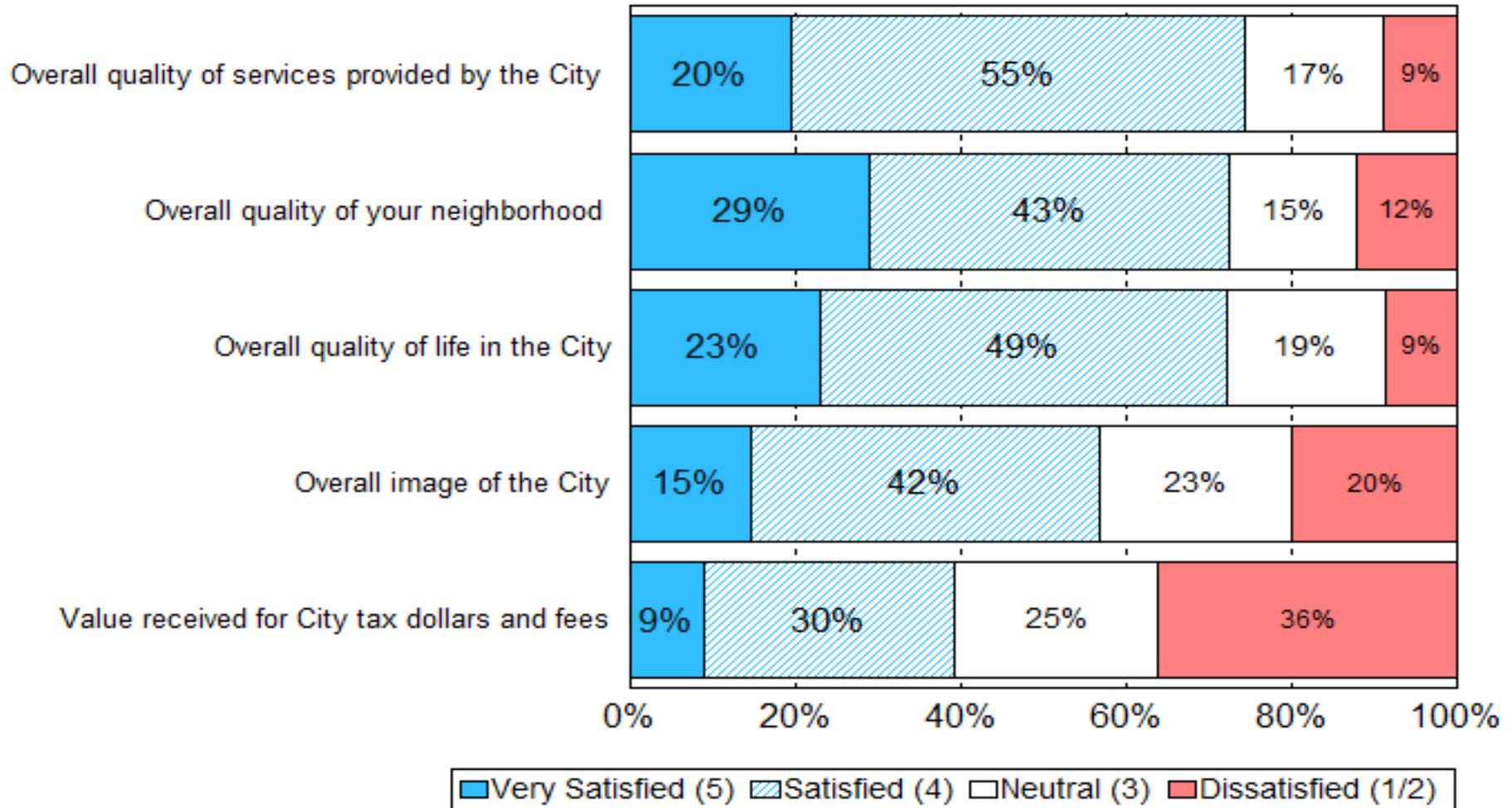
- ❑ The City of Cleveland Heights is moving in the right direction
- ❑ Overall Satisfaction with City Services Is Generally the Same Throughout the City
- ❑ Cleveland Heights is Setting the Standard for Customer Service Among U.S. cities
 - Overall Satisfaction with City Services Rated 18% above the National Average
- ❑ Maintenance of City Streets, Buildings and Facilities and Quality of Police Services Will Have the Most Impact on Overall Satisfaction with City Services Over the Next Two Years

Major Finding #1

**Cleveland Heights is Moving in
the Right Direction**

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

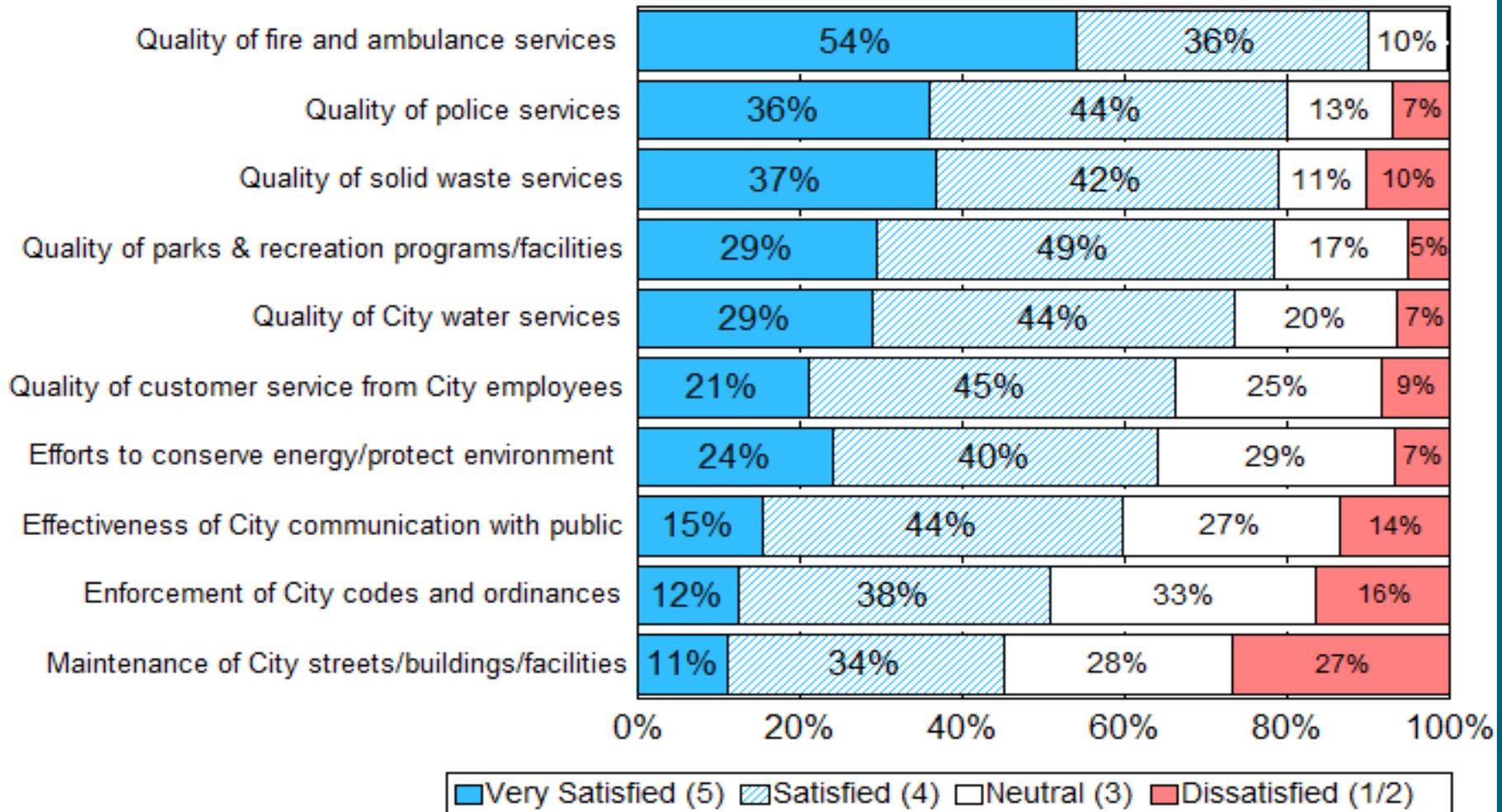
by percentage of respondents (excluding "don't know")



Only 9% of Residents Were Dissatisfied with the Overall Quality of Services Provided by the City

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

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

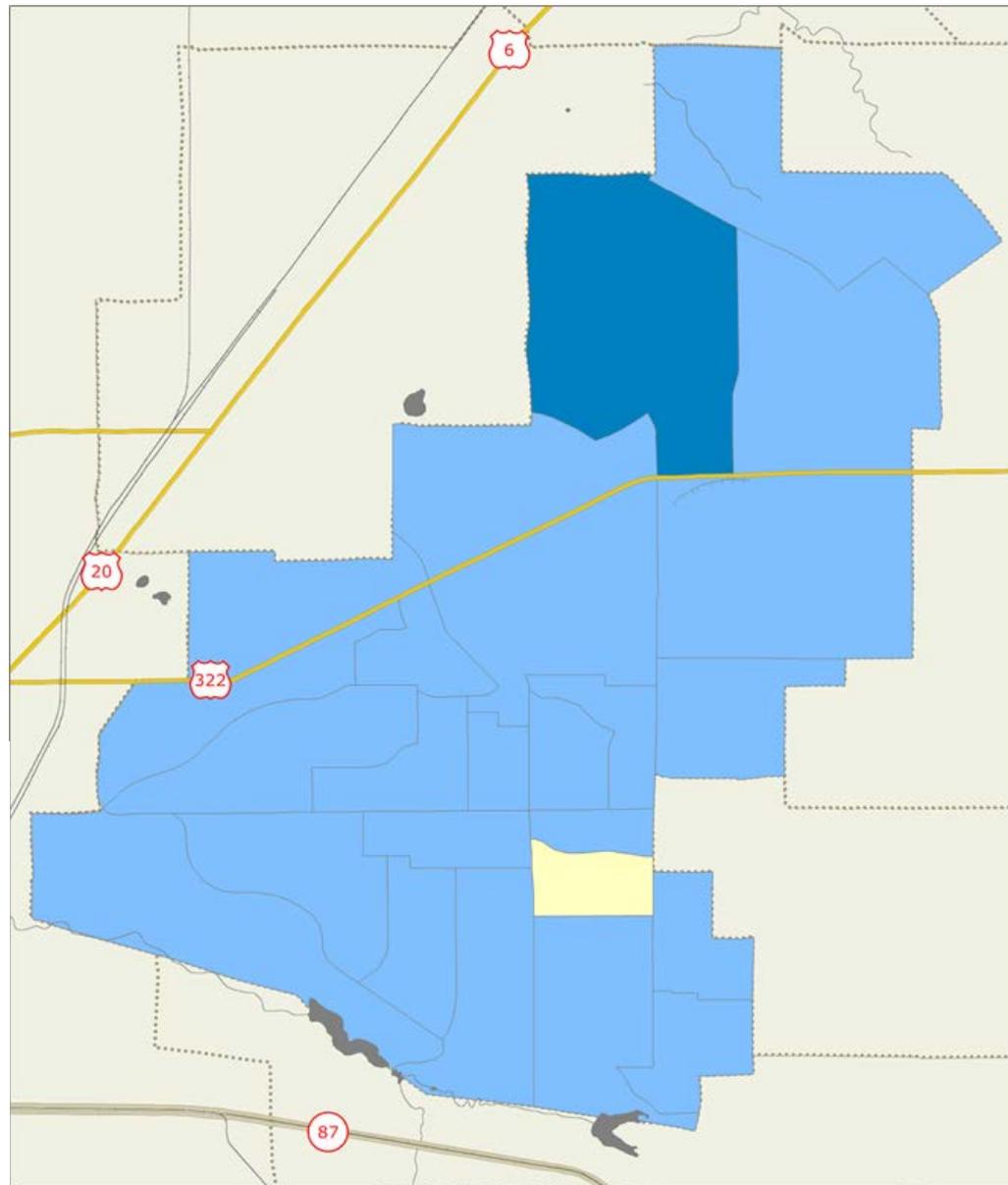


Maintenance of City Streets, Buildings and Facilities Was the Only Major Service Category with Dissatisfaction Levels Above 20%

Major Finding #2

Overall Satisfaction with City Services Is Generally the Same Throughout the City

Satisfaction with the Overall Quality of City Services



LEGEND

Mean rating
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

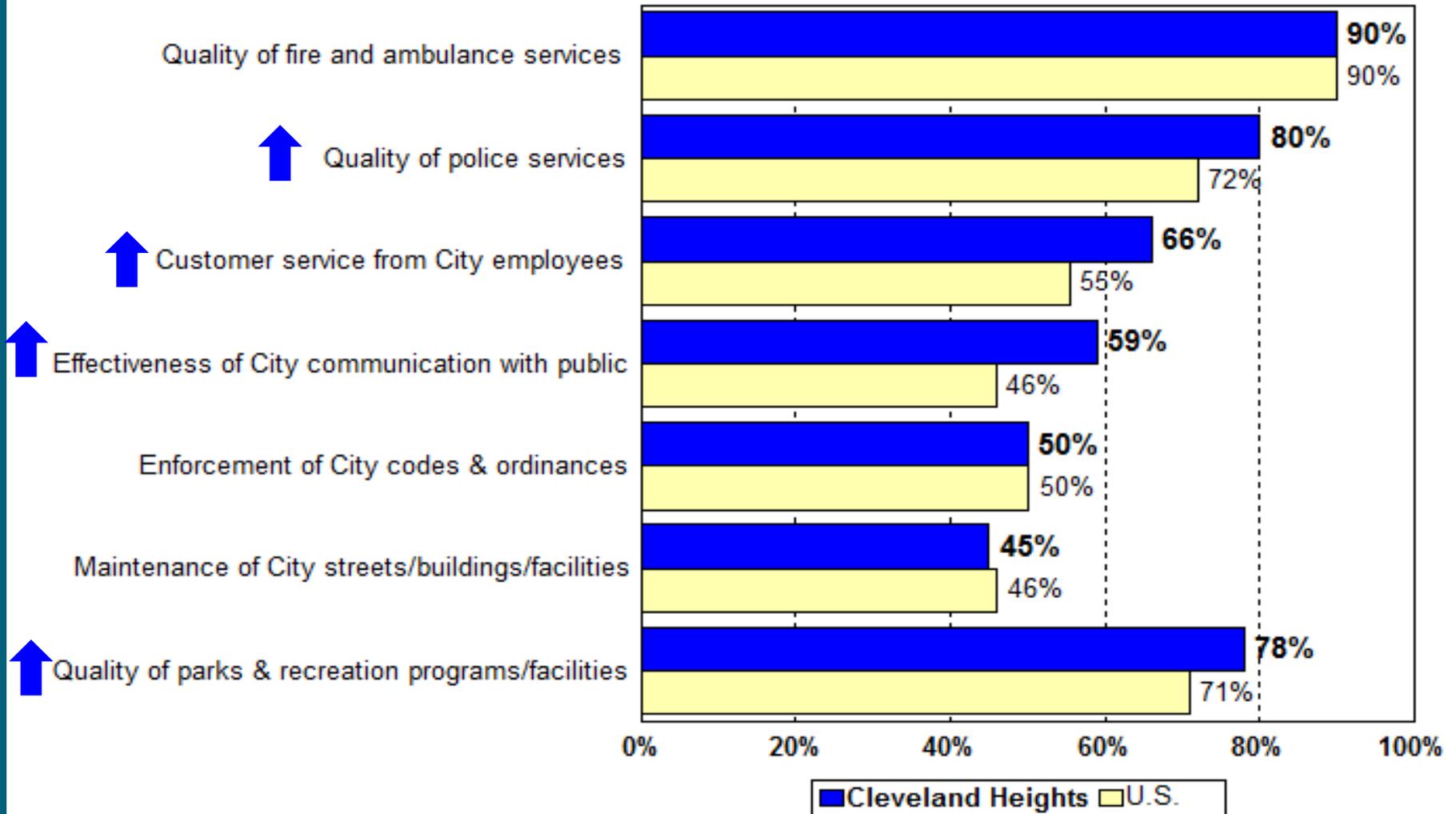
Overall Satisfaction With the Quality of City Services Is Generally the Same Throughout the City

Major Finding #3

**Cleveland Heights is Setting
the Standard for Customer
Service Among U.S. cities**

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)

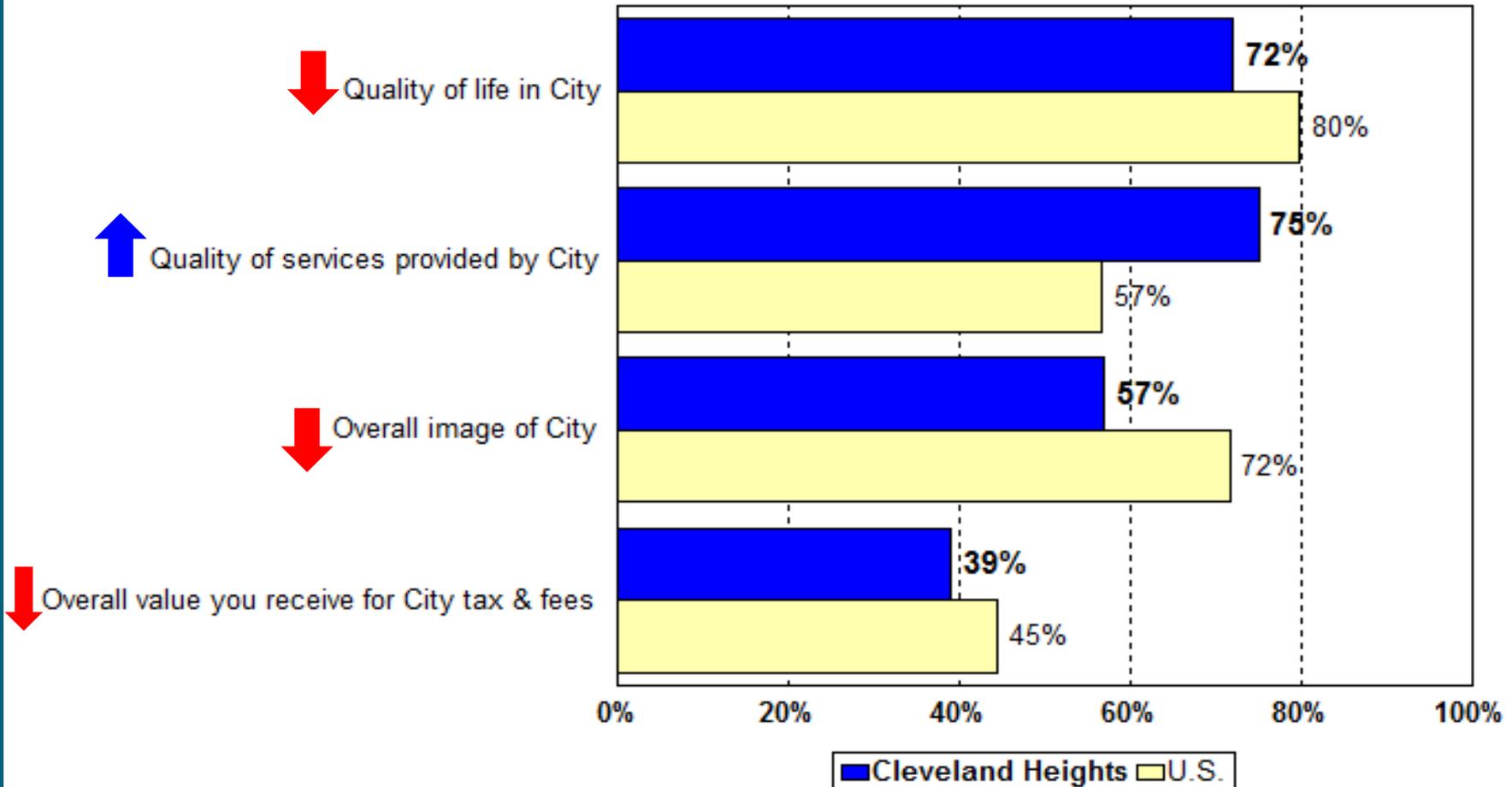


The City is Setting the Standard in Many Areas

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)

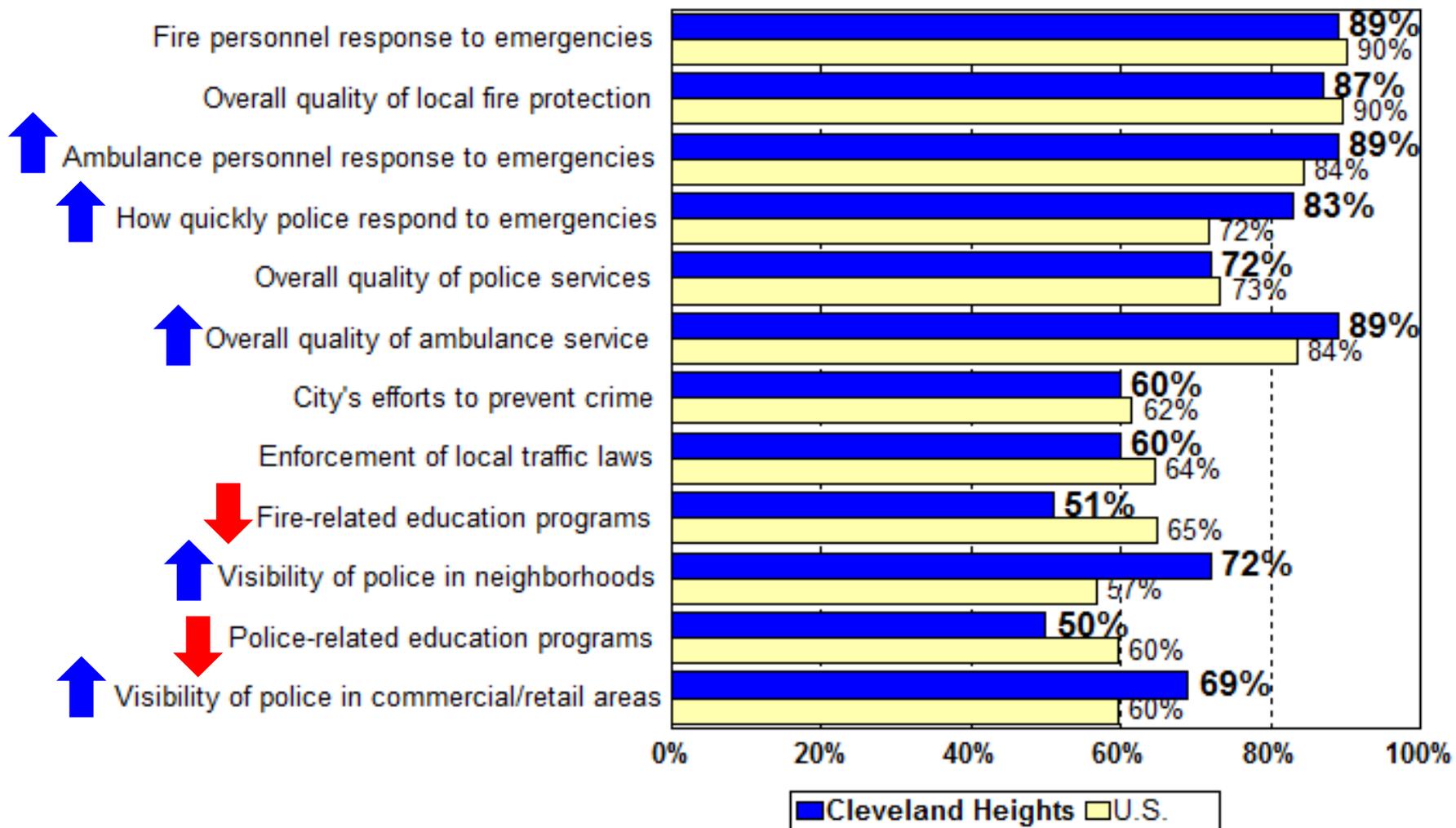


Despite Opportunities for Improvement in Certain Areas, the City's Overall Satisfaction Rating is 18% Above the National Average

Satisfaction with Public Safety

Cleveland Heights vs. the U.S.

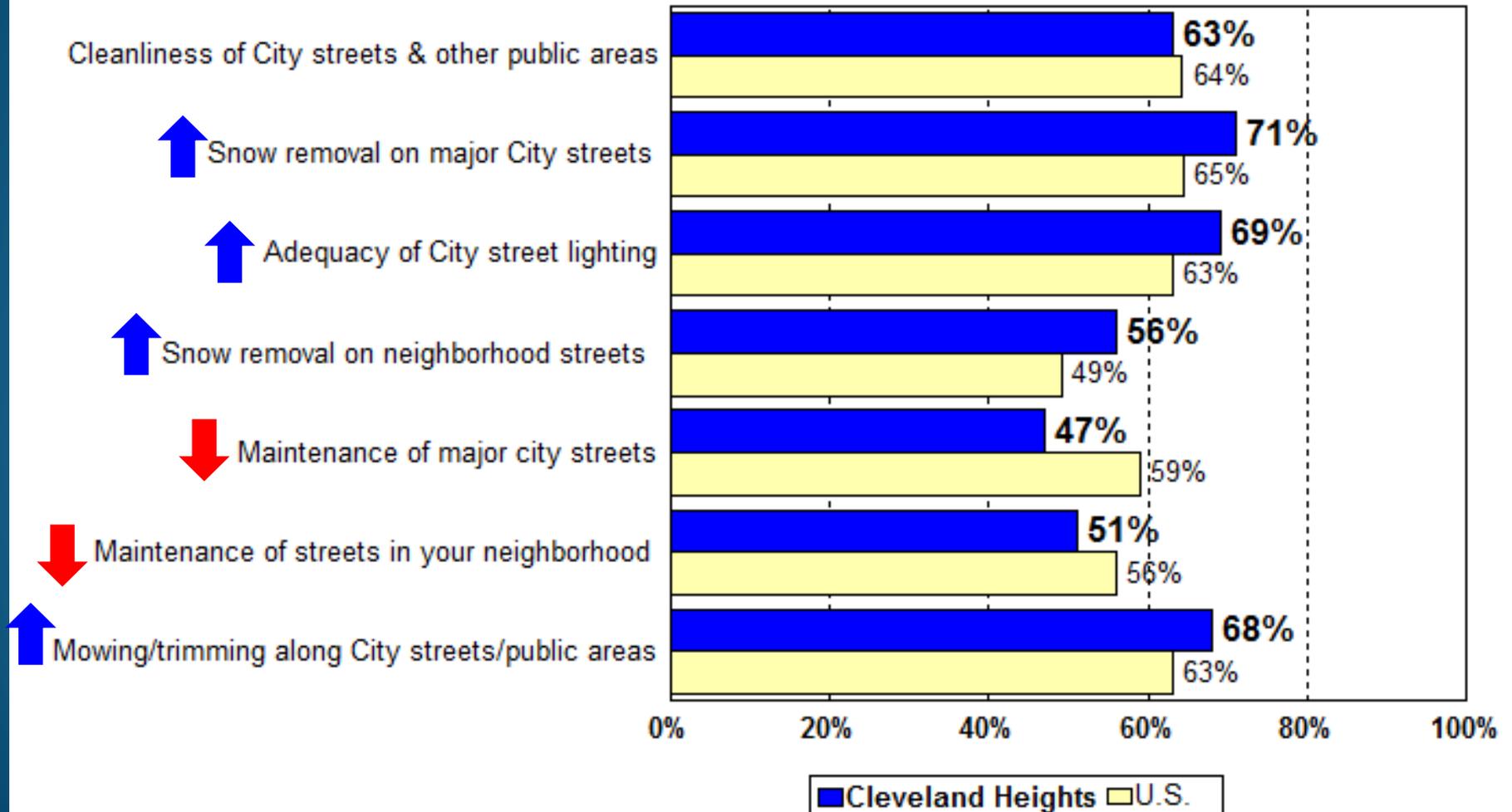
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with City Maintenance

Cleveland Heights vs. the U.S.

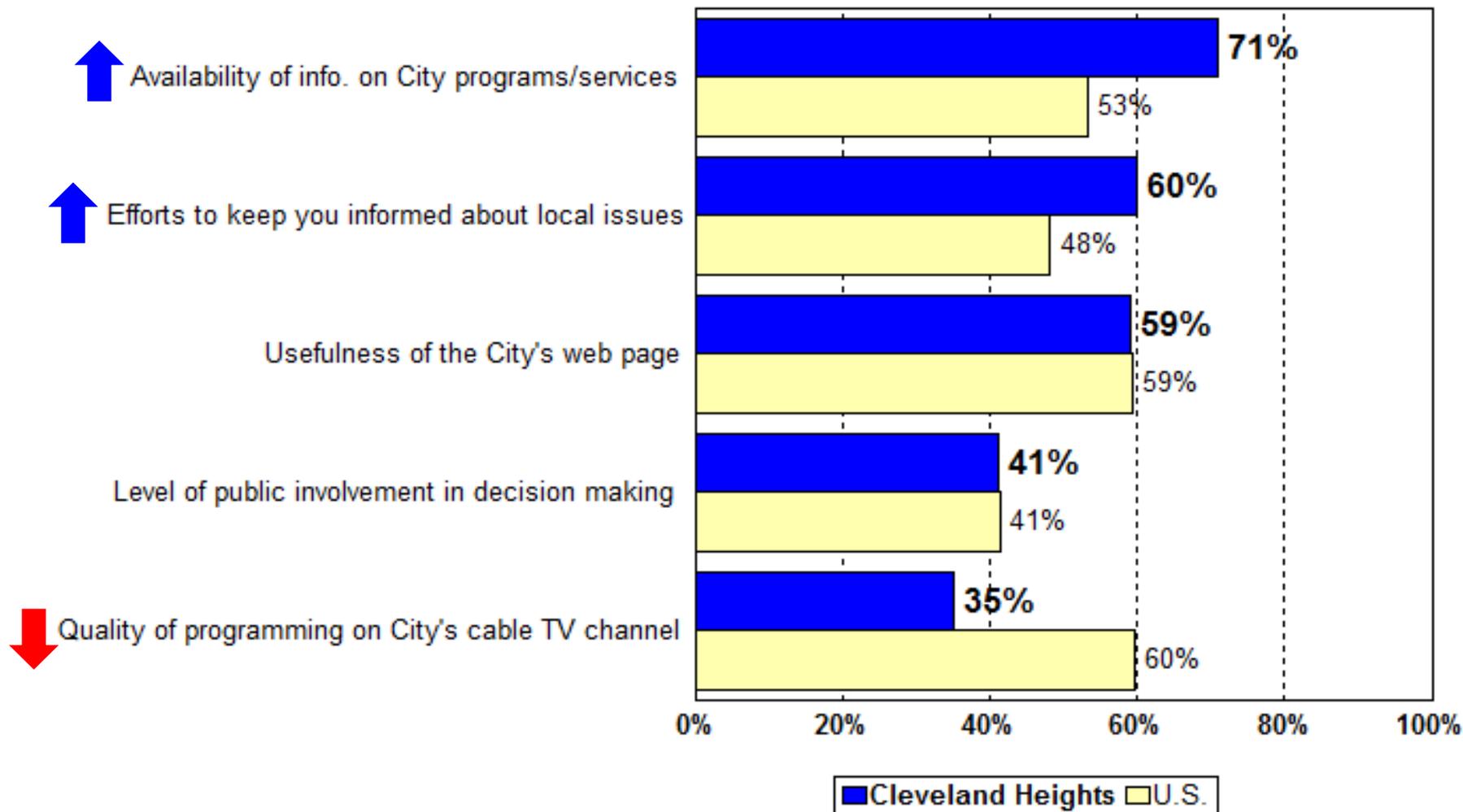
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with City Communications

Cleveland Heights vs. the U.S.

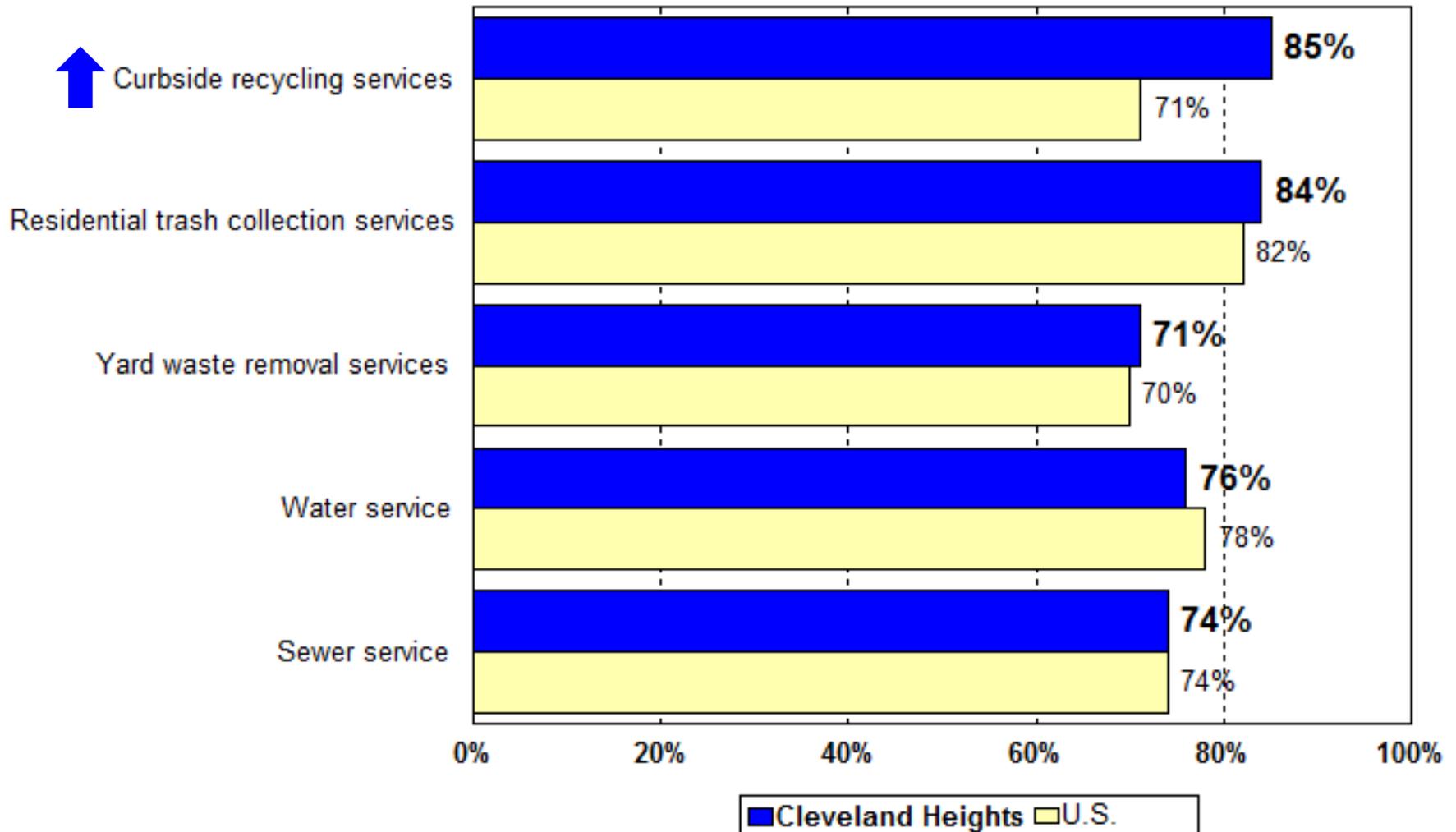
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



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)



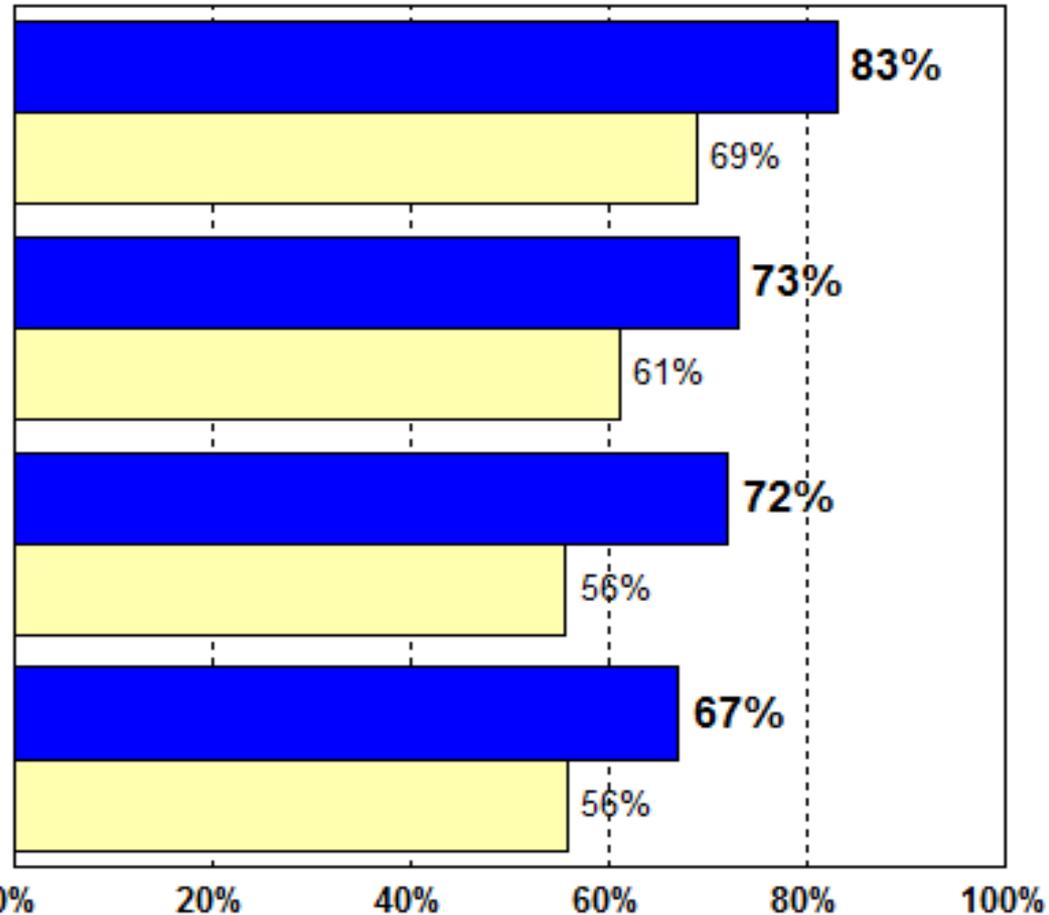
Satisfaction with Customer Service Behaviors

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 "always" and 1 was "never" (excluding don't knows)



They were courteous & polite



Gave prompt/accurate/complete answers



Did what they said they would in a timely manner

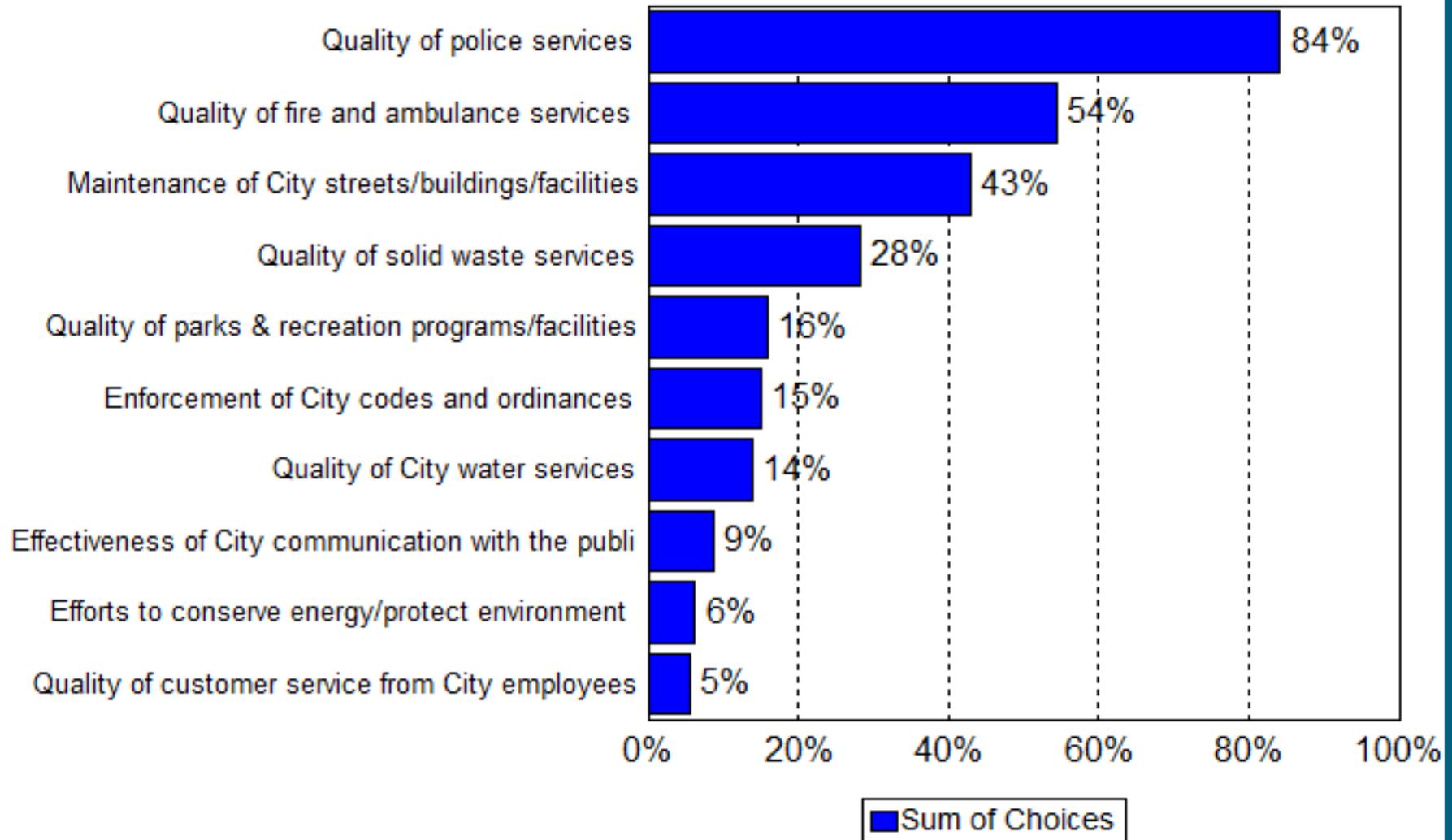


Helped resolve an issue to your satisfaction

■ Cleveland Heights ■ U.S.

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

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



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
<i>Very High Priority (IS >.20)</i>						
Overall maintenance of City streets/buildings/facilities	43%	3	45%	10	0.2360	1 ←
<i>High Priority (IS .10-.20)</i>						
Overall quality of police services	84%	1	80%	2	0.1699	2 ←
<i>Medium Priority (IS <.10)</i>						
Overall enforcement of City codes and ordinances	15%	6	51%	9	0.0733	3
Overall quality of solid waste services	28%	4	79%	3	0.0597	4
Overall quality of fire and ambulance services	54%	2	90%	1	0.0554	5
Overall quality of City water services	14%	7	73%	5	0.0370	6
Overall effectiveness of City communication with the public	9%	8	60%	8	0.0351	7
Overall quality of parks & recreation programs/facilities	16%	5	78%	4	0.0347	8
City's efforts to conserve energy and protect the environment	6%	9	64%	7	0.0223	9
Overall quality of customer service from City employees	6%	10	66%	6	0.0186	10

Highest Priority: ←

Highest Priorities for Improvement by Category (based on the I-S Rating Analysis)

Overall Priorities

- Overall maintenance of City streets, buildings and facilities
- Overall quality of police services

Utility Service Priorities

- Water service

Development and Redevelopment Priorities

- Redevelopment of abandoned or under-utilized properties
- Efforts to attract new businesses to the community

Public Safety Priorities

- The City's efforts to prevent crime
- Visibility of police in neighborhoods

Code Enforcement Priorities

- Enforcing the exterior maintenance of residential property
- Enforcing the clean-up of debris on private property

Maintenance Service Priorities

- Maintenance of major City streets
- Maintenance of neighborhood streets

Parks and Recreation Priorities

- Maintenance of City parks
- Number of walking and biking trails

Summary of Major Findings

- ❑ The City of Cleveland Heights is moving in the right direction
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Questions?

THANK YOU