

# 2014 City of Cleveland Heights Community Survey

*...helping organizations make better decisions since 1982*

Final Report

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

**by:**

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# Contents

<b>Executive Summary</b> .....	i
<b>Section 1: Charts and Graphs</b> .....	1
<b>Section 2: Benchmarking Analysis</b> .....	21
<b>Section 3: Importance-Satisfaction Analysis</b> .....	35
<b>Section 4: Tabular Data</b> .....	53
<b>Section 5: Survey Instrument</b> .....	95

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# 2014 DirectionFinder<sup>®</sup> Survey

## Executive Summary Report

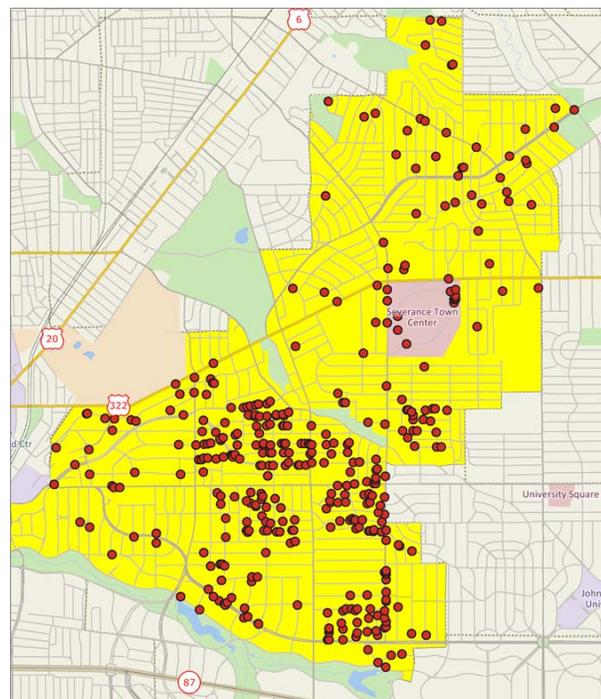
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### Purpose and Methodology

ETC Institute administered the *DirectionFinder*<sup>®</sup> survey for the City of Cleveland Heights during the summer of 2014. 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 first time that Cleveland Heights has administered a community survey with ETC Institute.

**Resident Survey.** A seven-page survey was mailed to a random sample of 1,200 households in the City of Cleveland Heights. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 403 completed the survey. The results for the random sample of 403 households have a 95% level of confidence with a precision of at least +/-5%.

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



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

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts and graphs
- benchmarking data that show how the results for the City of Cleveland Heights compare to other U.S. cities
- Importance-Satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument
- GIS maps that show the results of selected questions on maps of the City

## Major Findings

- **Satisfaction with City Services.** Ninety percent (90%) 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; 80% were satisfied with the quality of police services, 79% were satisfied with the quality of solid waste services, and 78% were satisfied with the quality of parks and recreation programs and facilities. Residents were least satisfied with maintenance of City streets, buildings and facilities (45%).
- **City Services That Are Most Important for the City to Provide.** Based on the sum of their top three choices, the services that residents indicated are most important for the City to provide are: (1) quality of police services (2) quality of fire and ambulance services, and 3) the maintenance of City streets, buildings and facilities.
- **Perceptions of the City.** Three-fourths (75%) of residents surveyed, *who had an opinion*, indicated that they were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of services provided by the City; 72% were satisfied with the overall quality of the neighborhood in which they live, and 72% were satisfied with the overall quality of life in the City. Residents were least satisfied with the value they received for their City tax dollars and fees (39%).
- **Ratings of the City of Cleveland Heights.** Eighty-two percent (82%) 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 76% were satisfied with the City as a place to visit. Residents were least satisfied with the City as a place to retire (52%).

- **Utility Services.** Eighty-five percent (85%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with curbside recycling services in Cleveland Heights, and 84% were satisfied with residential trash collection services. Residents were least satisfied with yard waste removal services (71%).
- **Development and Redevelopment.** Sixty-seven percent (67%) 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 49% were satisfied with the quality of new retail development. Residents were least satisfied with the redevelopment of abandoned or under-utilized properties in Cleveland Heights (17%).
- **Public Safety.** Eighty-nine percent (89%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with how quickly ambulance personnel respond to emergencies; 89% were satisfied with how quickly fire personnel respond to emergencies; 89% were satisfied with the overall quality of ambulance service, and 87% were satisfied with the overall quality of local fire protection. Residents were least satisfied with police-related education programs (50%).
- **Perceptions of Safety in the City.** Eighty-nine percent (89%) 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 83% felt safe in commercial and retail areas during the day. Residents felt the least safe in City parks (44%).
- **Code Enforcement.** Fifty-three percent (53%) 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; 50% were satisfied with the enforcement of exterior maintenance of residential property, and 50% were satisfied with the overall quality of the building and permit process. Residents were least satisfied with the enforcement of snow removal on sidewalks (30%).
- **Transportation.** Fifty-seven percent (57%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the convenience of parking in the City, and 56% were satisfied with the availability of public transportation. Residents were least satisfied with the availability of bicycle lanes (42%).
- **Maintenance Services.** Seventy-one percent (71%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with snow removal on major City streets; 69% were satisfied with the adequacy of street lighting, and 68% were satisfied with mowing and trimming along City streets and other public areas. Residents were least satisfied with the maintenance of major City streets (47%).

- **Parks and Recreation.** Eighty-five percent (85%) 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; 80% were satisfied with the maintenance of City parks; 75% were satisfied with the ease of registering for programs, and 74% were satisfied with programs and activities offered at the Community Center. Residents were least satisfied with the number of walking and biking trails (58%).

Of the 47% of households that indicated they had attended a concert or show at Cain Park during the previous 12 months, 91% 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; 85% were satisfied with the overall quality of shows and events at Cain Park, and 80% were satisfied with the variety of show and events. Residents were least satisfied with the overall quality of concessions at Cain Park (66%).

- **City Communications.** Seventy-four percent (74%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the usefulness of *Focus* magazine; 71% were satisfied with the availability of information about City programs and services, and 60% 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 (29%).

### **Other Findings**

- Of the 63% of residents who contacted the City with a question, problem or complaint during the past year, 81% 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.
- When asked about their willingness to pay an increase in City taxes and/or fees to maintain current levels of various public services in Cleveland Heights, 48% of residents surveyed, *who had an opinion*, indicated they were "very willing" or "willing" (rating of 4 or 5 on a 5-point scale) to pay an increase to maintain current levels of police service, and 48% were "very willing" or "willing" to pay an increase to maintain current levels of fire/EMS service.
- 67% of residents surveyed indicated they get information about the City of Cleveland Heights from *Focus* magazine; 52% get their City information from *Plain Dealer/Sun Press*, and 51% get information from the *Heights Observer*.

## Opportunities for Improvement

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

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

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
  - Overall maintenance of City streets, buildings and facilities
  - Overall quality of police services
  
- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
  - **Utility Services:** water service.
  
  - **Development and Redevelopment:** redevelopment of abandoned or under-utilized properties, efforts to attract new businesses to the community, quality of new residential development, and quality of new retail development.

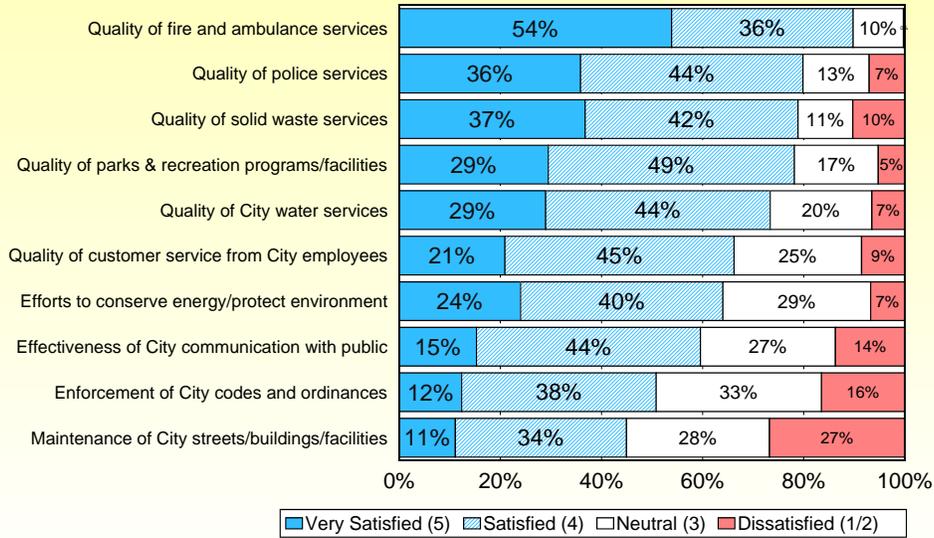
- **Public Safety Services:** the City's efforts to prevent crime, visibility of police in neighborhoods, and visibility of police in commercial/retail areas.
- **Code Enforcement:** enforcing the exterior maintenance of residential property, enforcing the clean-up of debris on private property, enforcing the mowing and cutting of weeds and tall grass on private property, enforcing the exterior maintenance of business property, and enforcing snow removal on sidewalks.
- **Maintenance Services:** maintenance of major City streets, maintenance of neighborhood streets, snow removal on major City streets, overall cleanliness of City streets and other public areas, and snow removal on neighborhood streets.
- **Parks and Recreation:** maintenance of City parks and number of walking and biking trails.

*Section 1:*  
*Charts and Graphs*

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

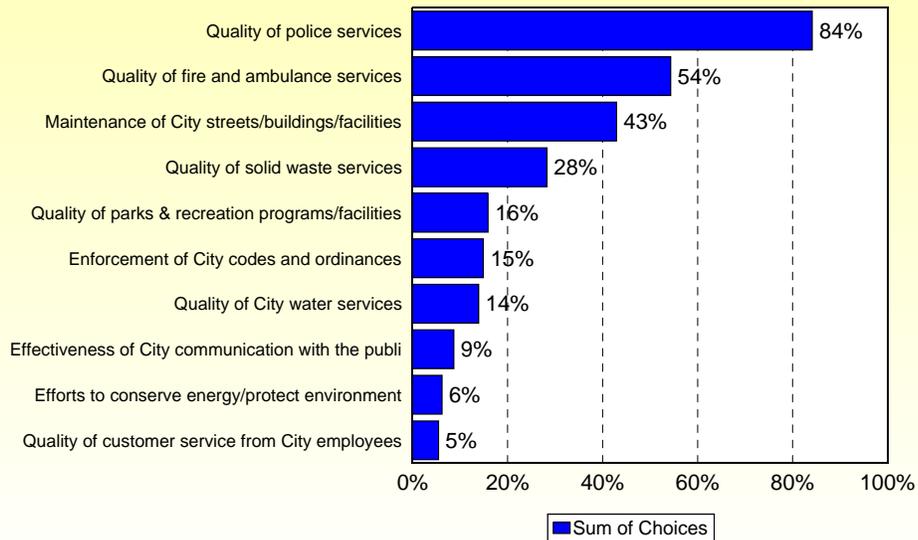
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

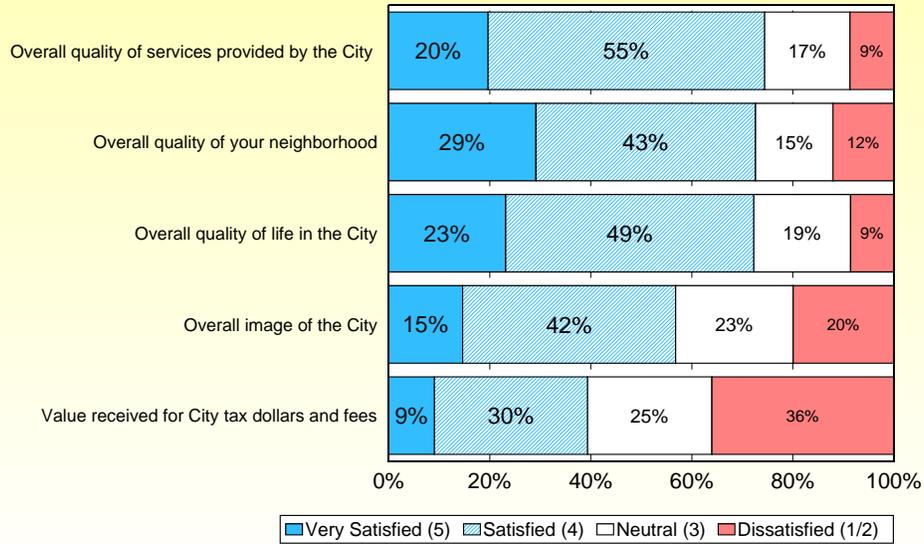
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

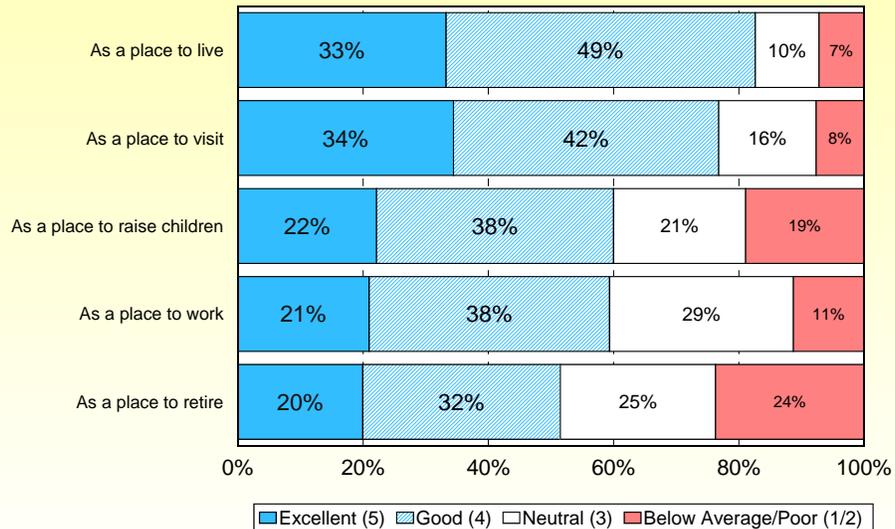
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

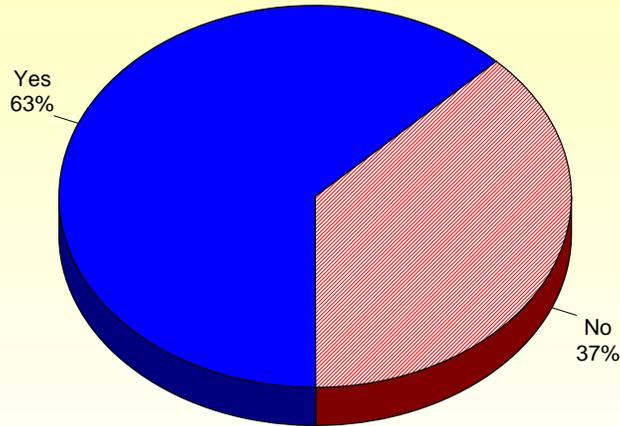
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

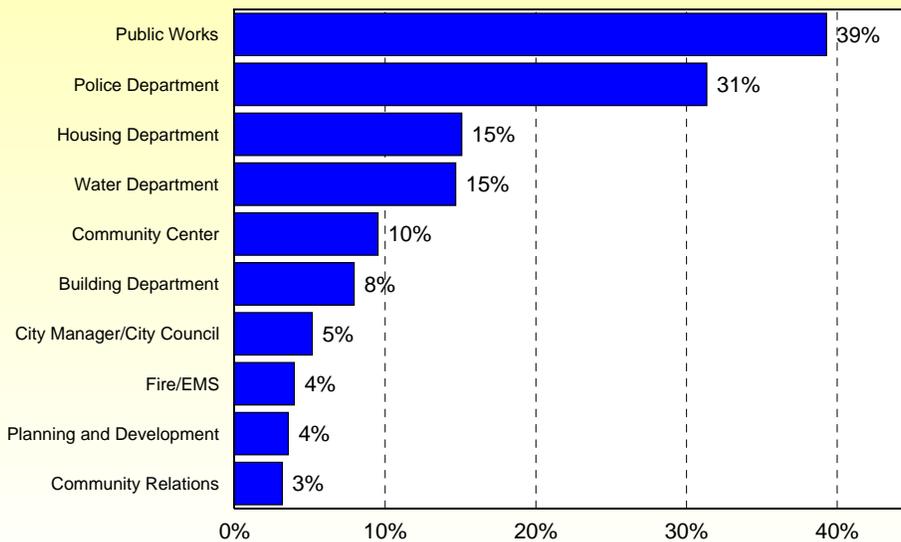
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

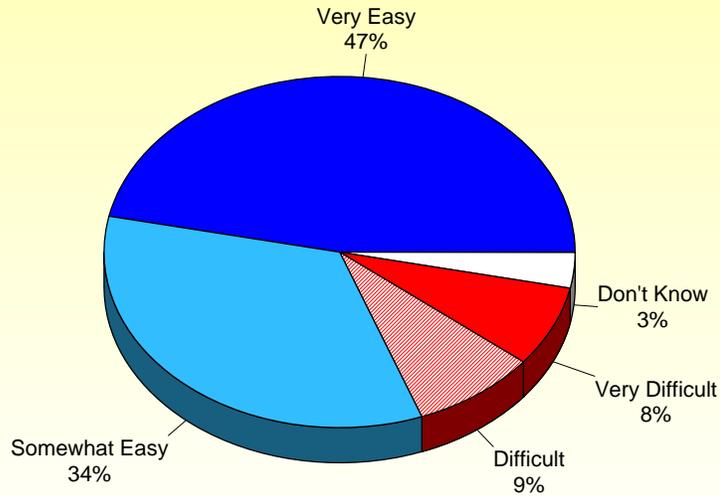
by percentage of respondents who contacted the City (multiple responses could be made)



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

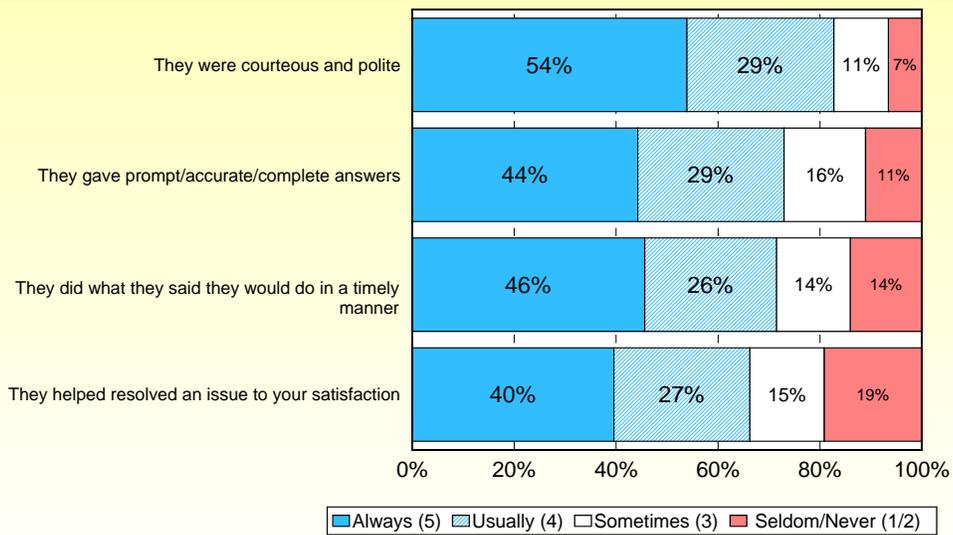
by percentage of respondents who contacted the City



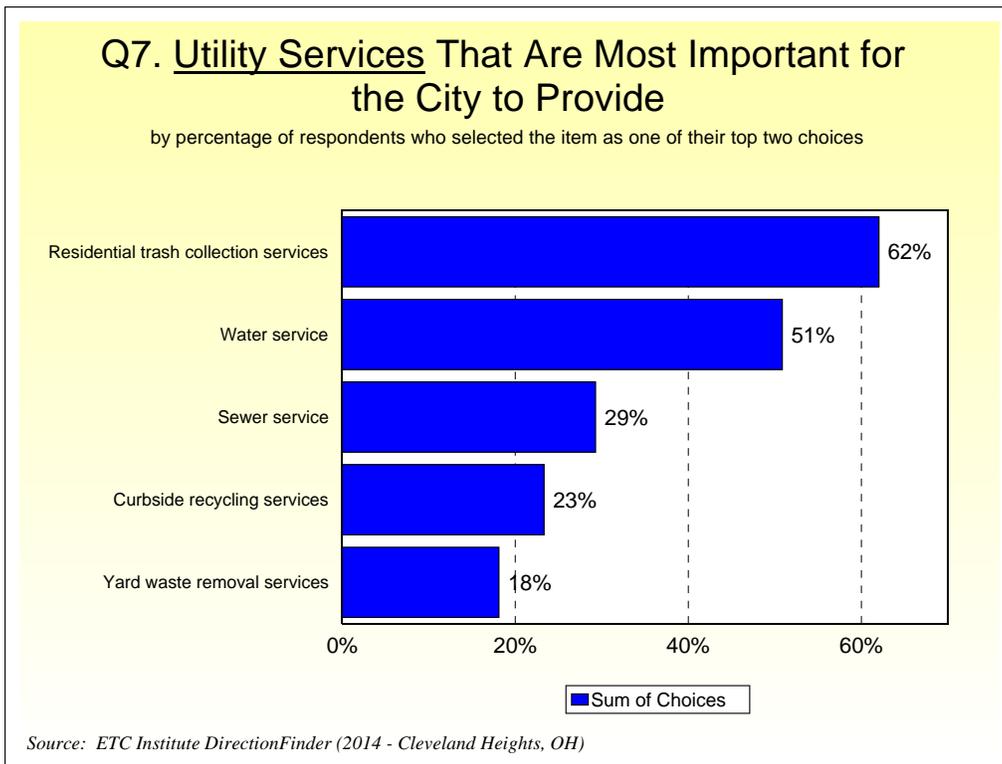
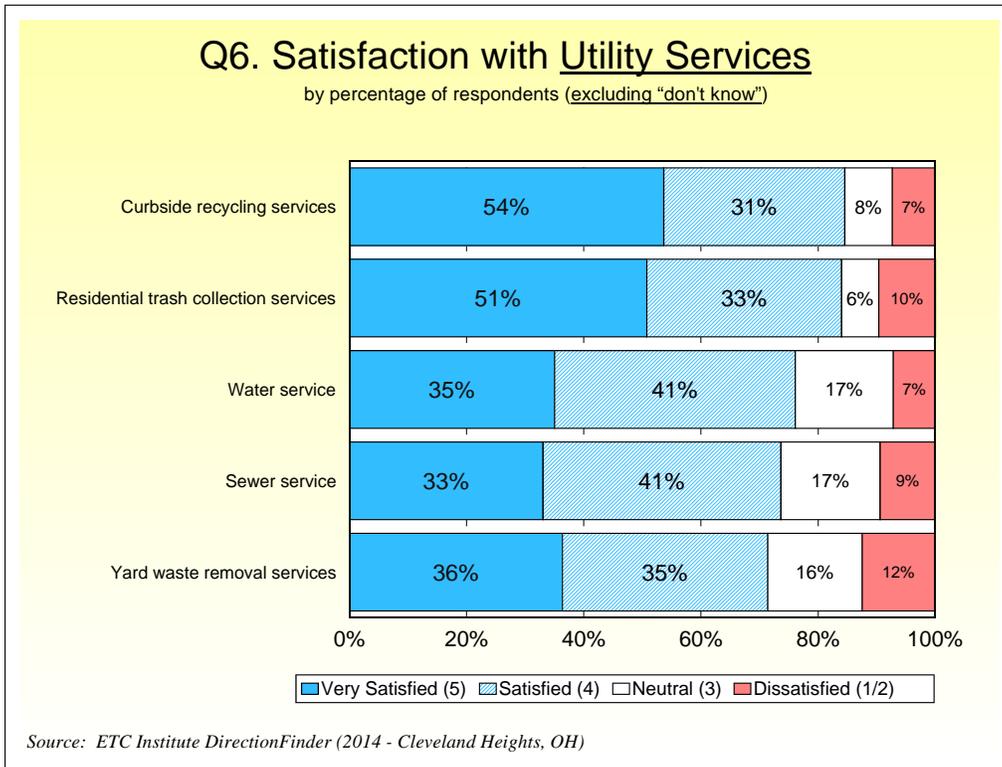
Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q5c. Ratings of Customer Service Behaviors

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

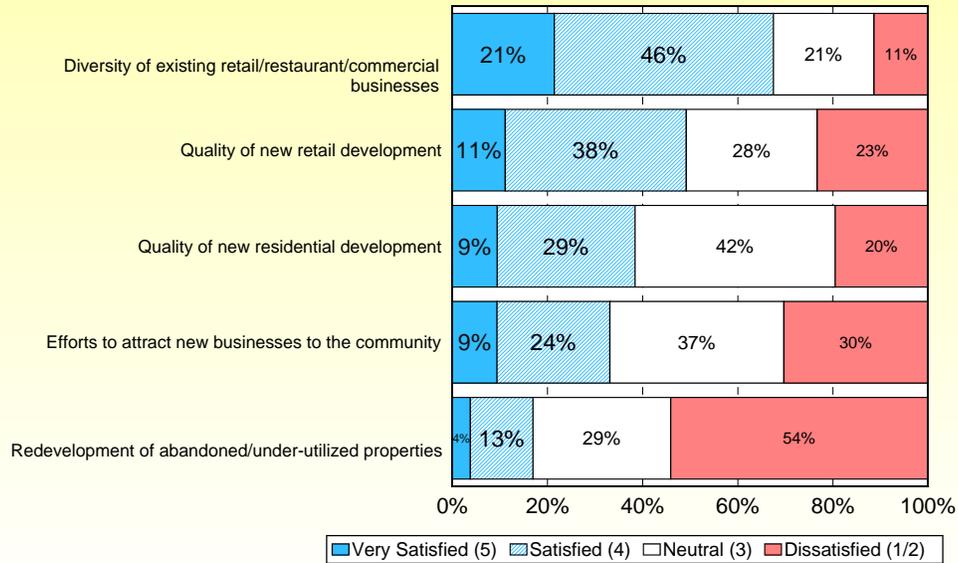


Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)



### Q8. Satisfaction With Development and Redevelopment

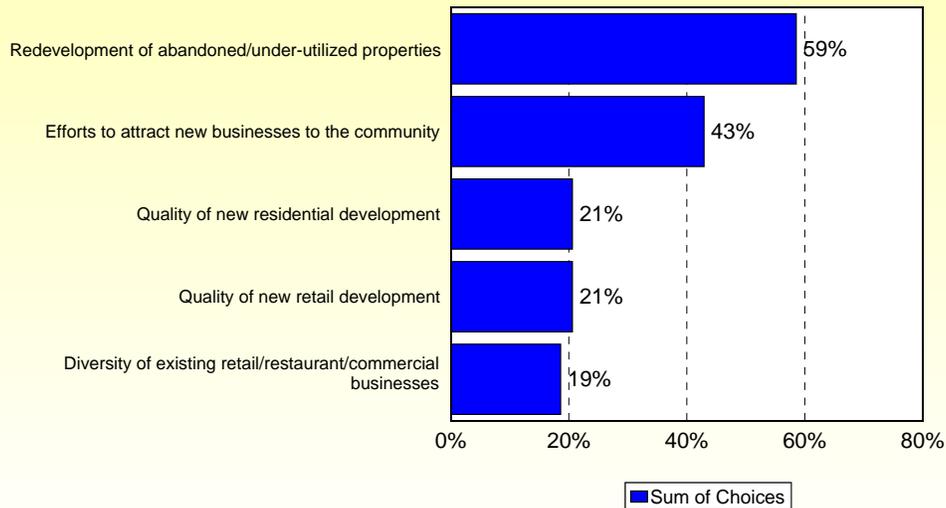
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

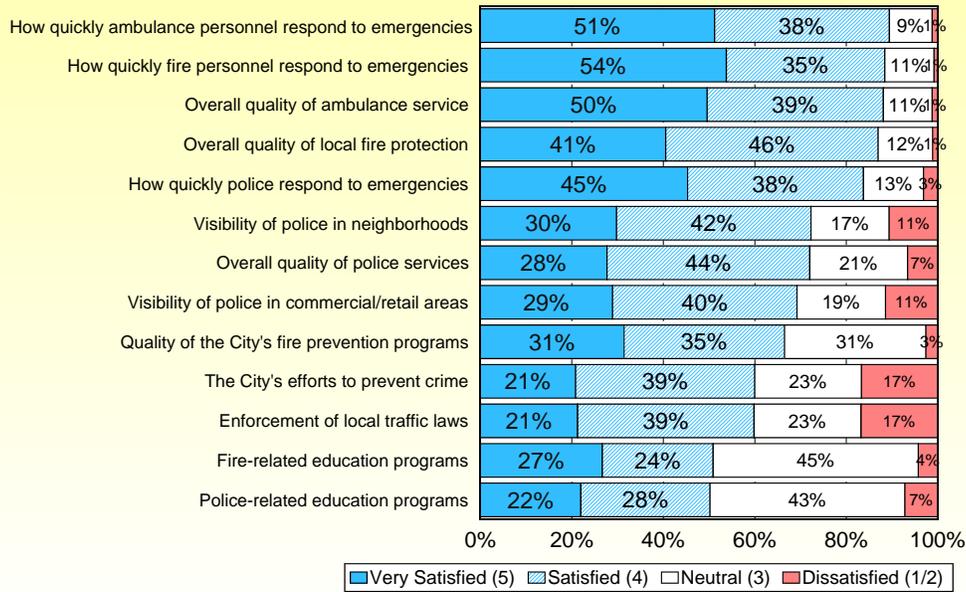
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q10. Satisfaction With Public Safety

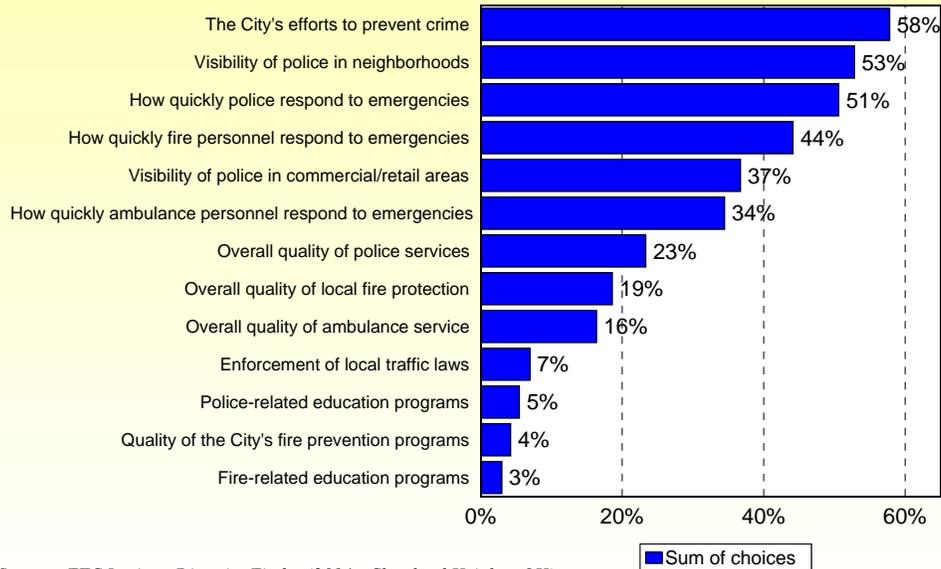
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

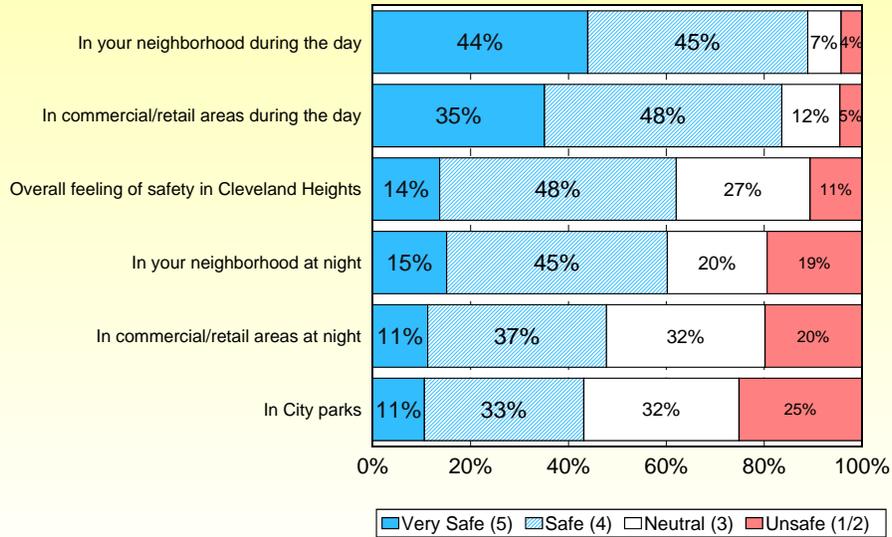
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q12. Perceptions of Safety

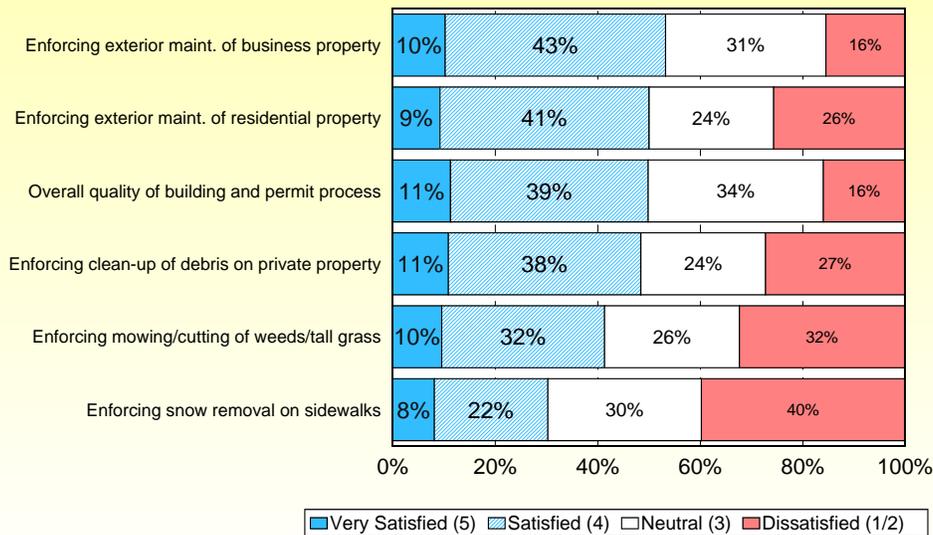
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q13. Satisfaction with Code Enforcement

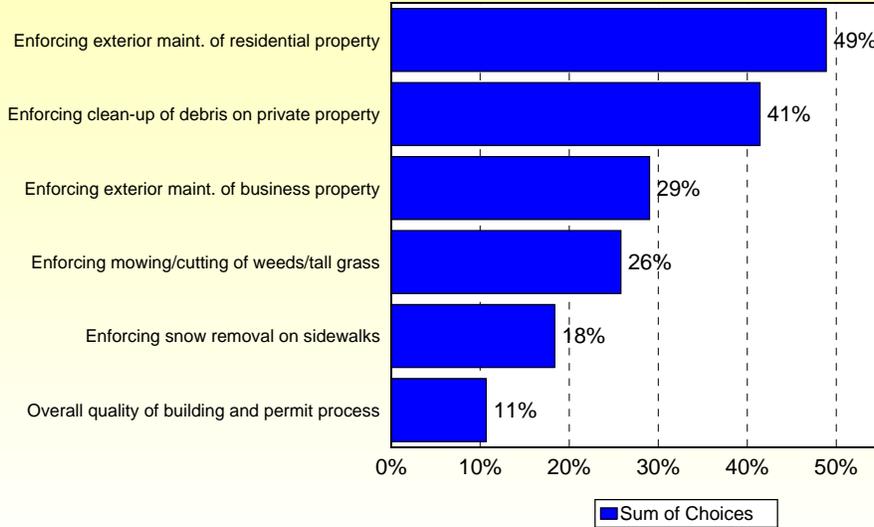
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

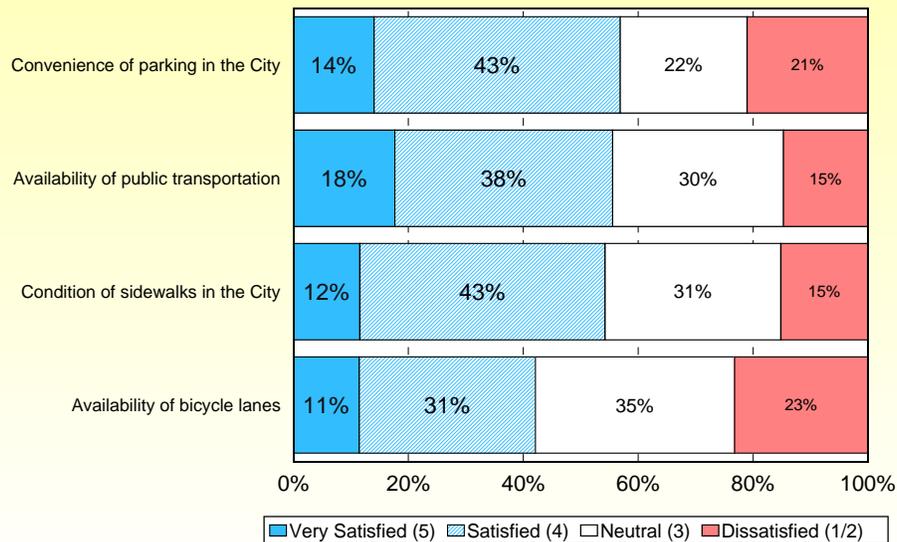
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q15. Satisfaction With Transportation

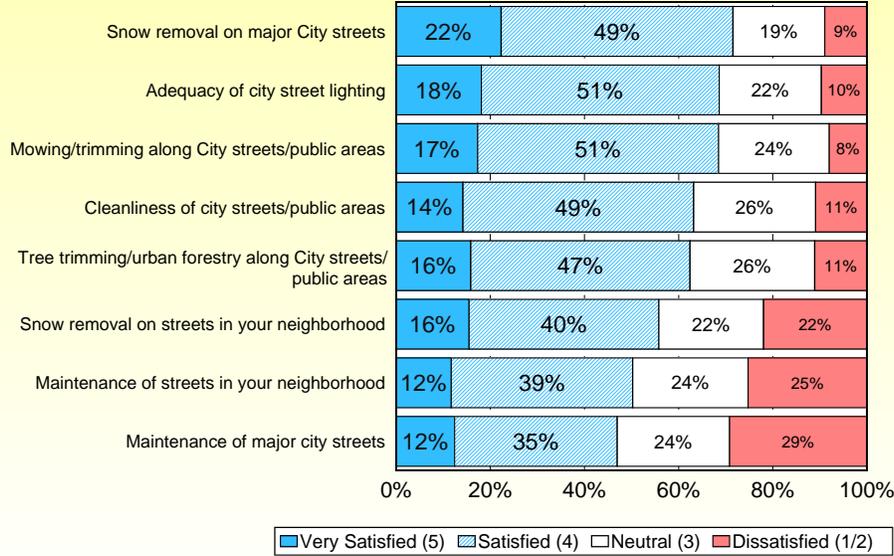
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q16. Satisfaction With City Maintenance

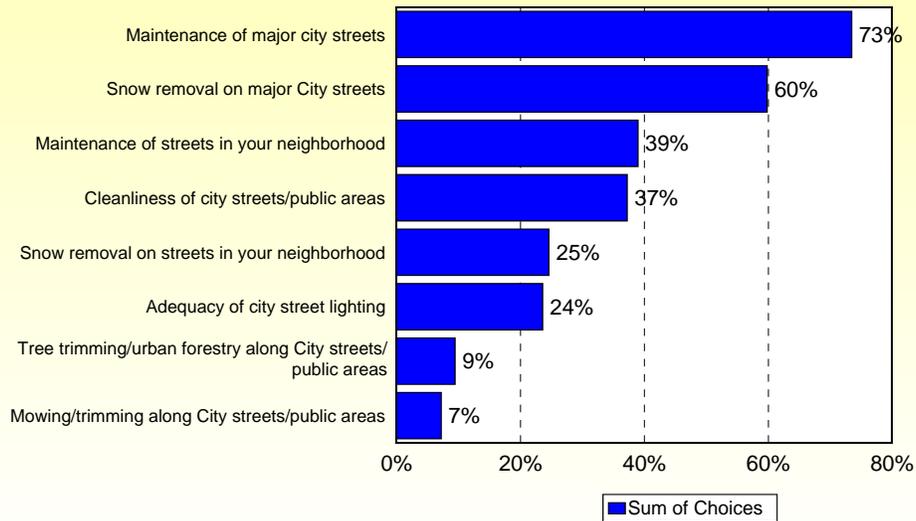
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

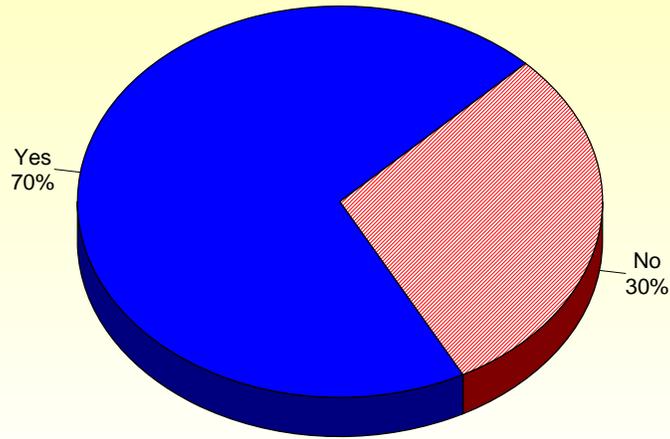
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

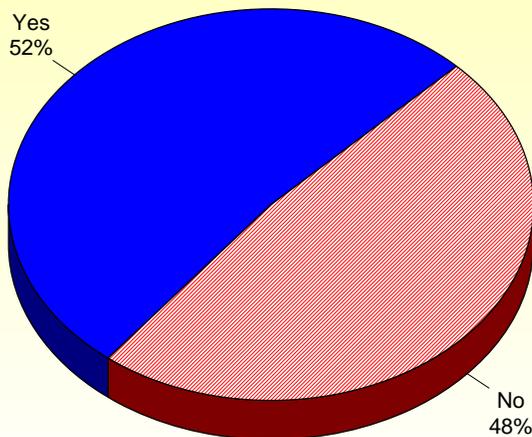
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

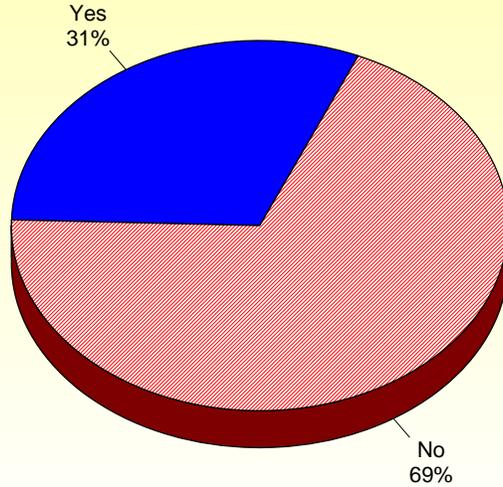
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

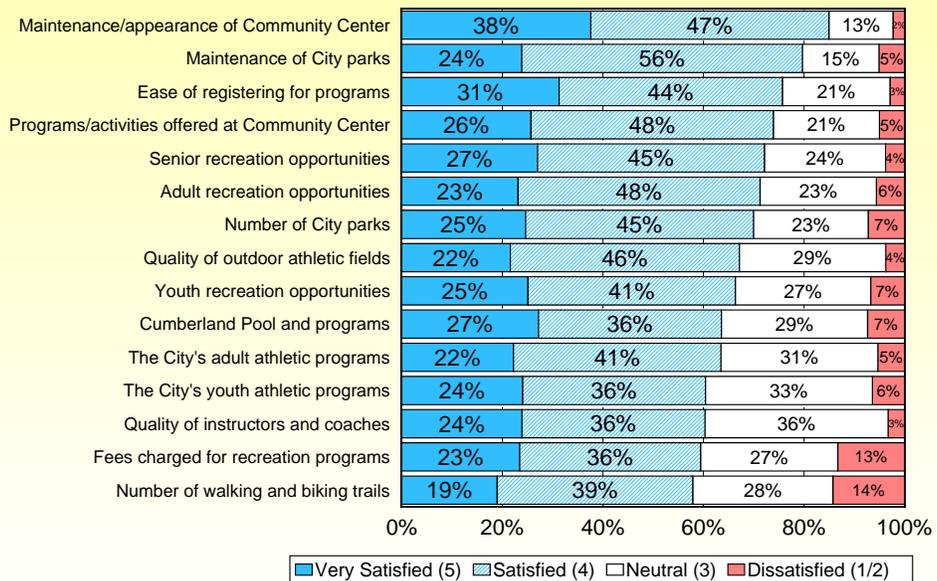
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

**Q19. Satisfaction with Parks and Recreation**

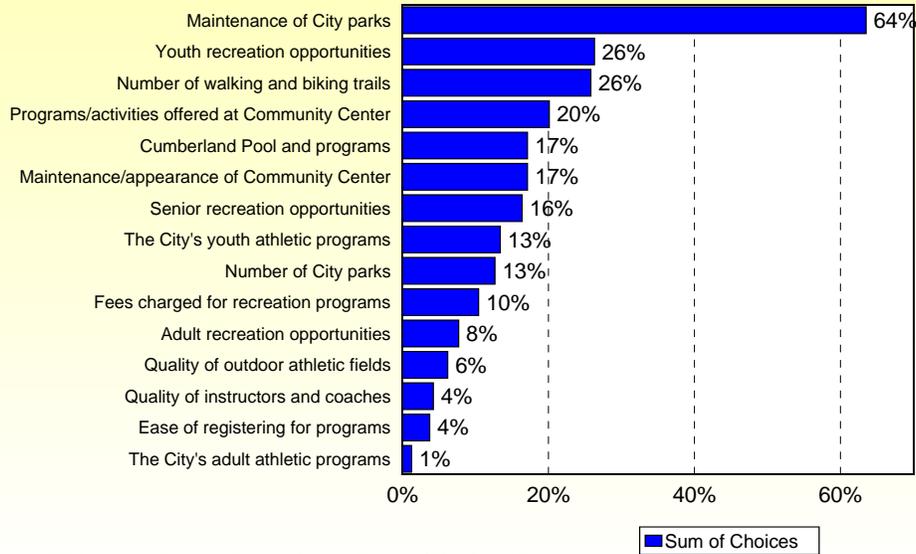
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

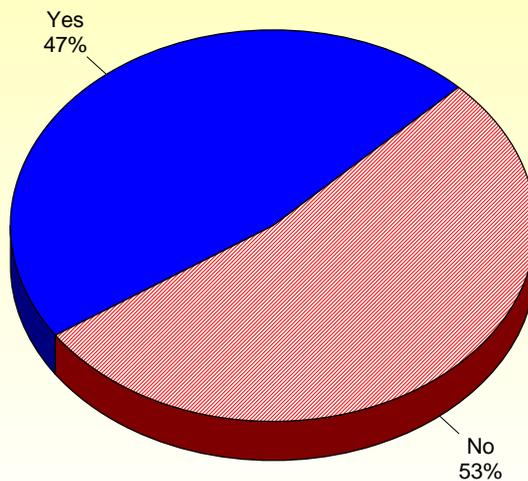
by percentage of respondents who selected the item as one of their top three choices



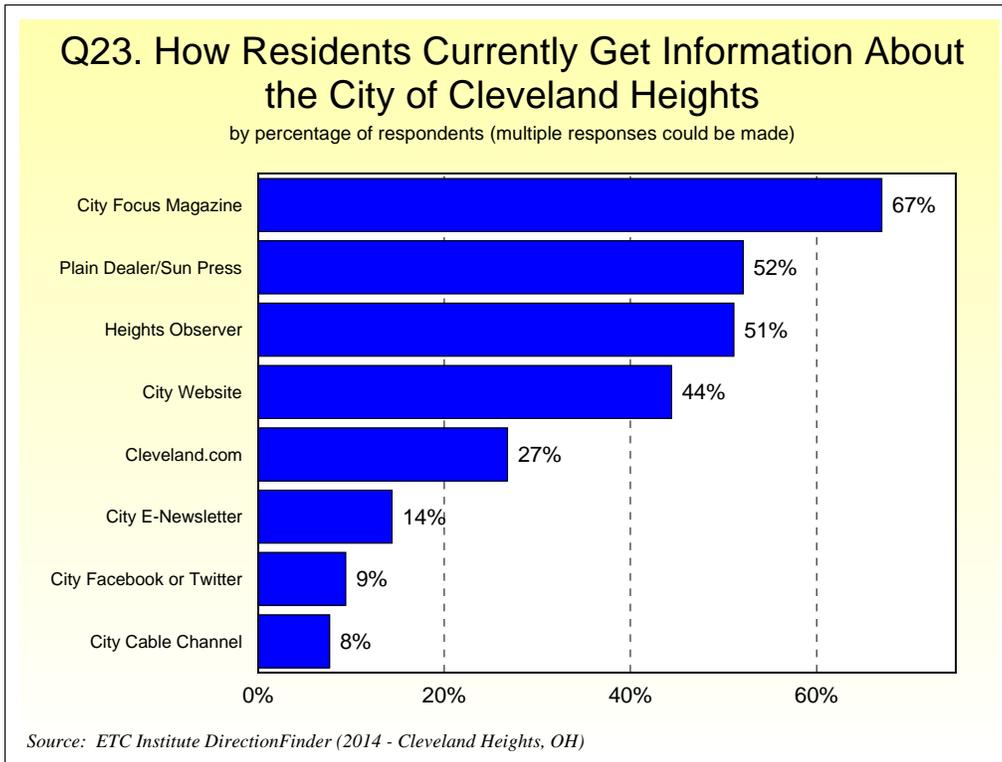
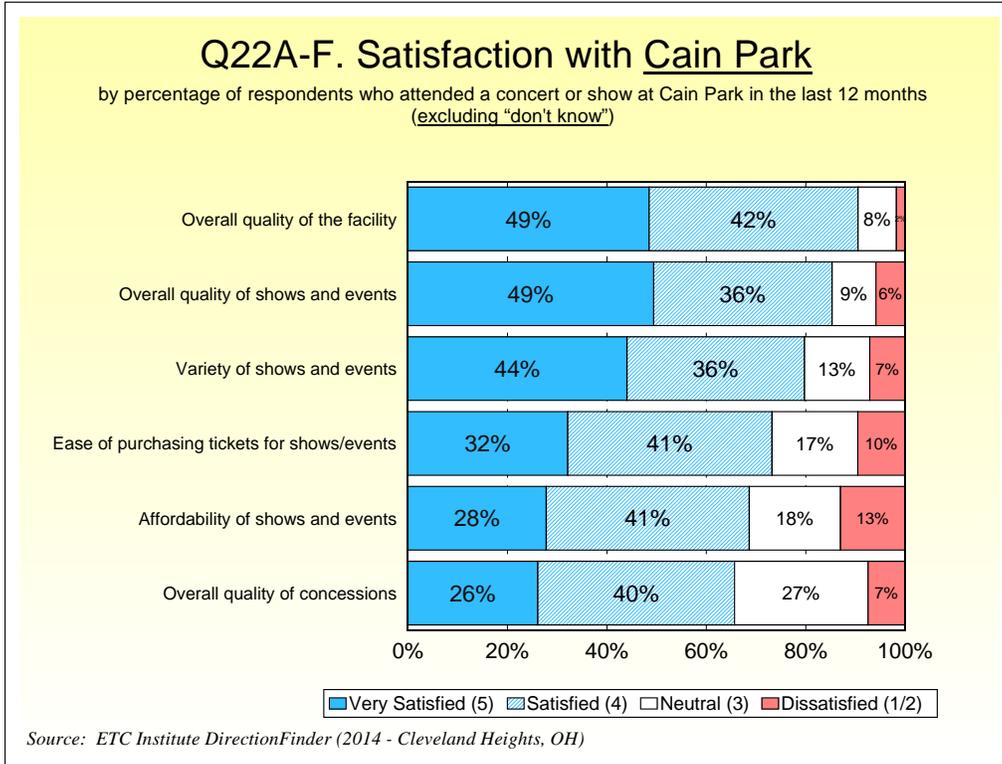
Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

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

by percentage of respondents

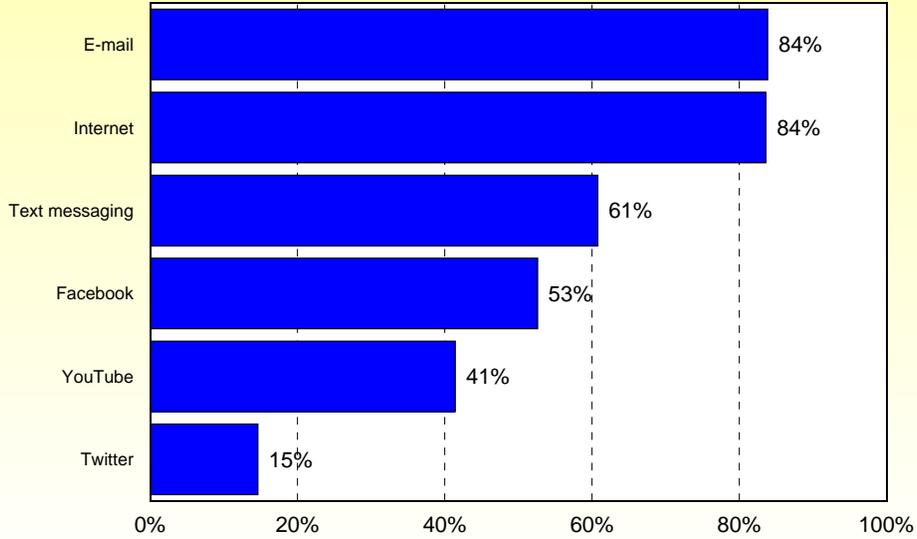


Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)



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

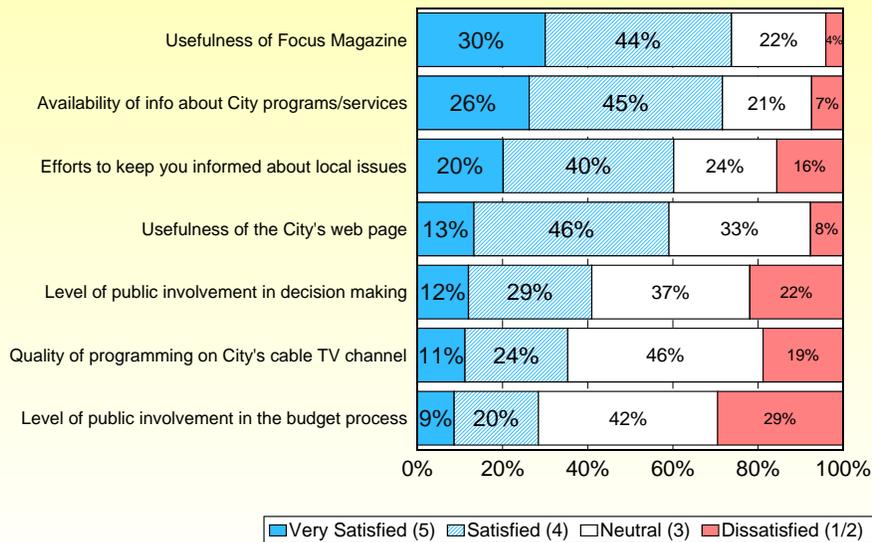
by percentage of respondents (multiple responses could be made)



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q25. Satisfaction with City Communications

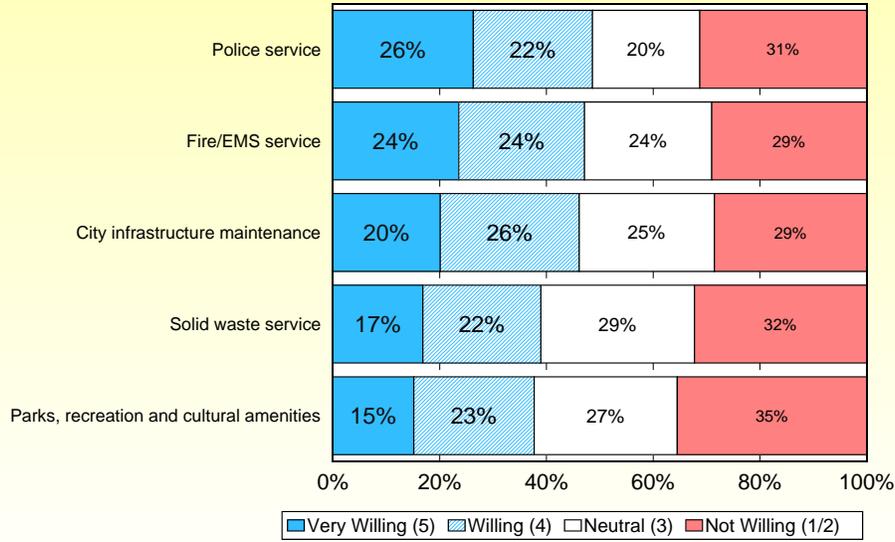
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q26. Willingness to Pay an Increase in City Taxes and/or Fees to Maintain Current Levels of Service

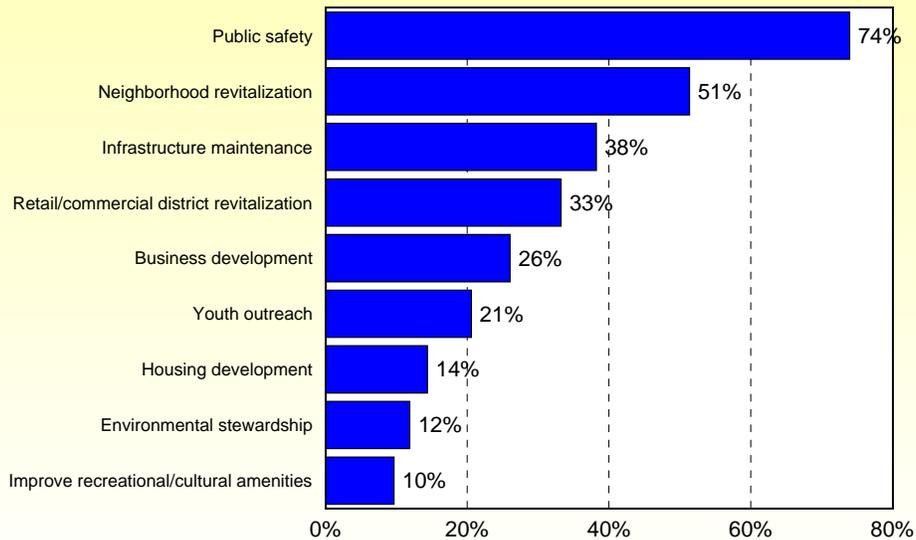
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q27. Community Issues That Should be the City's Top Priorities Over the Next 2 Years

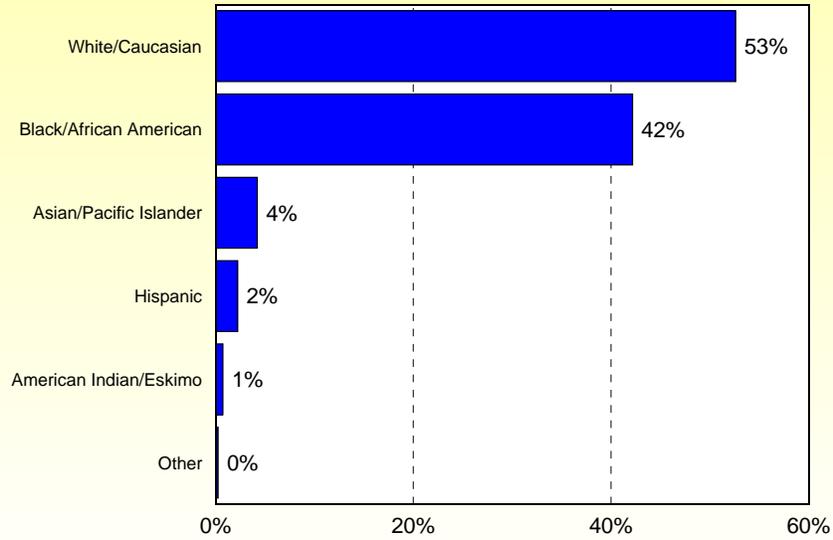
by percentage of respondents (up to three items could be selected)



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q28. Demographics: Race/Ethnicity

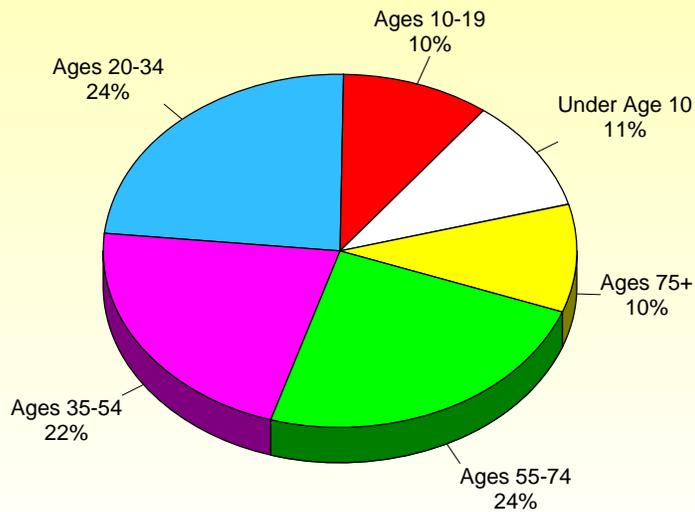
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q29. Demographics: Ages of Household Members

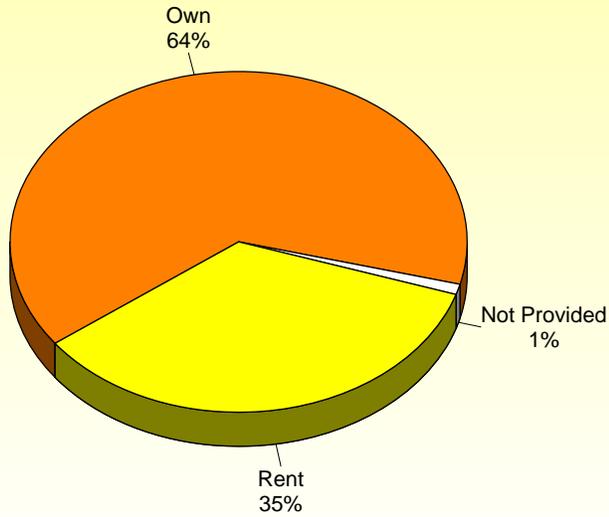
by percentage of persons in households



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q30. Demographics: Do you own or rent your home?

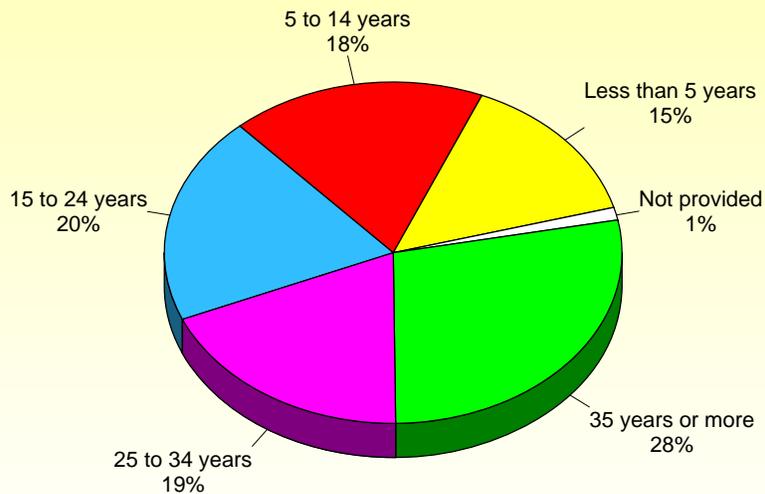
by percentage of respondents



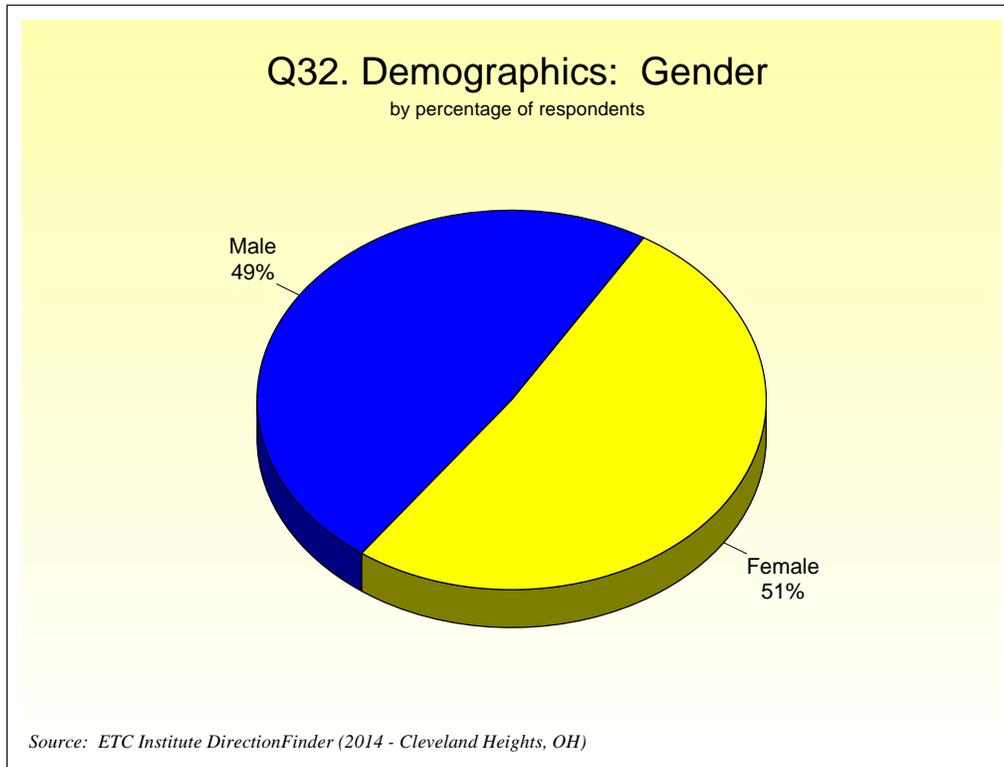
Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)

### Q31. Demographics: Approximately how many years have you lived in the City of Cleveland Heights?

by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Cleveland Heights, OH)



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

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## Benchmarking Summary Report

### Cleveland Heights, Ohio

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#### Overview

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

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute to a random sample of 4,000 residents across the United States and (2) individual communities with a population of less than 50,000 where ETC Institute has administered the *DirectionFinder*® survey between January 2010 and July 2014; the 28 communities included in this comparisons are listed below.

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

#### Interpreting the Charts

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

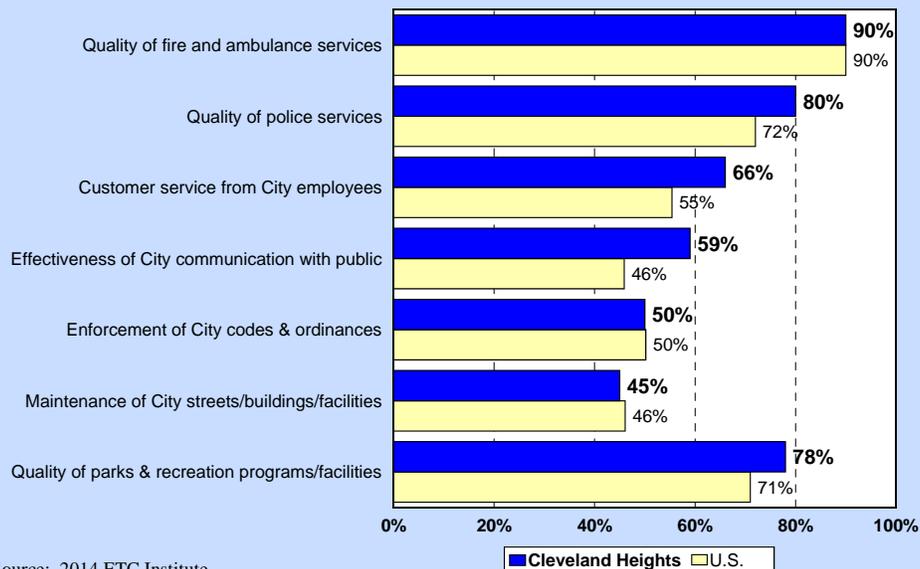
**Performance Ranges.** The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 28 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 28 communities. The actual ratings for Cleveland Heights are listed to the right of each chart. The dot on each bar shows how the results for Cleveland Heights compare to the other communities with a population of less than 50,000 where the *DirectionFinder*<sup>®</sup> survey has been administered since 2010.

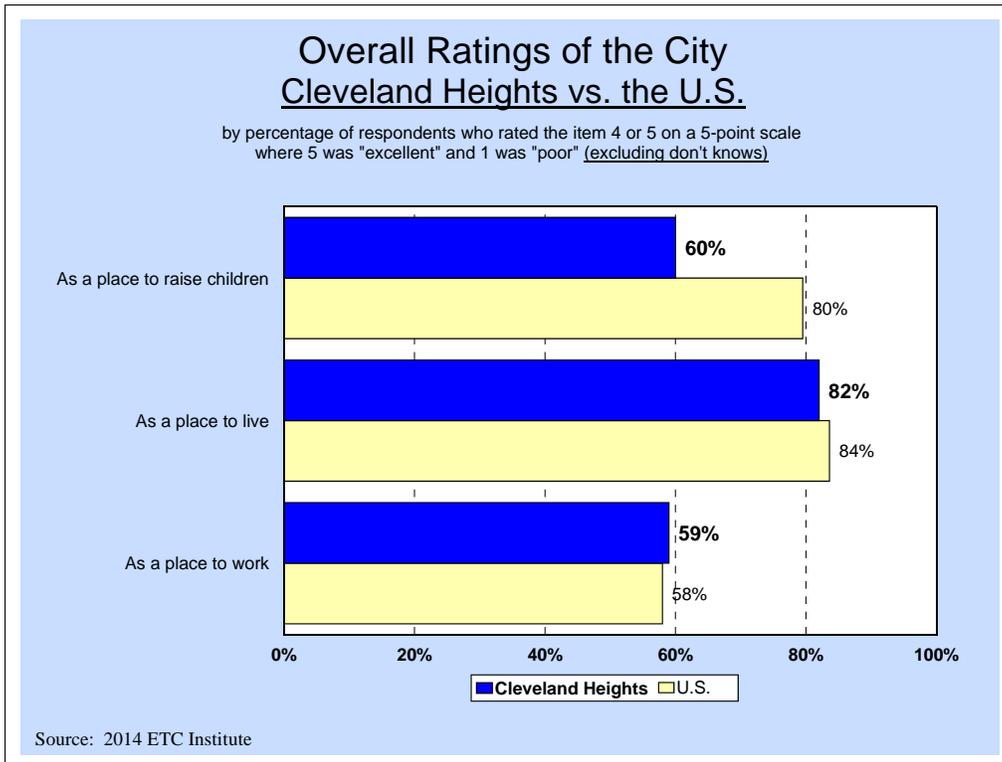
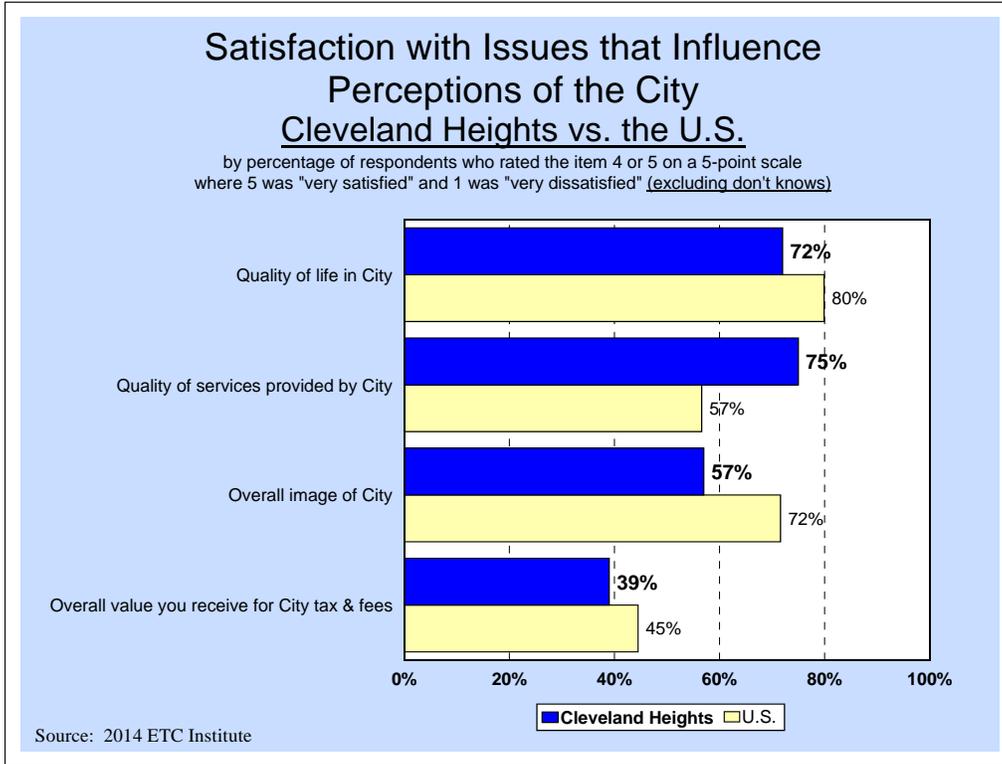
# National Benchmarks

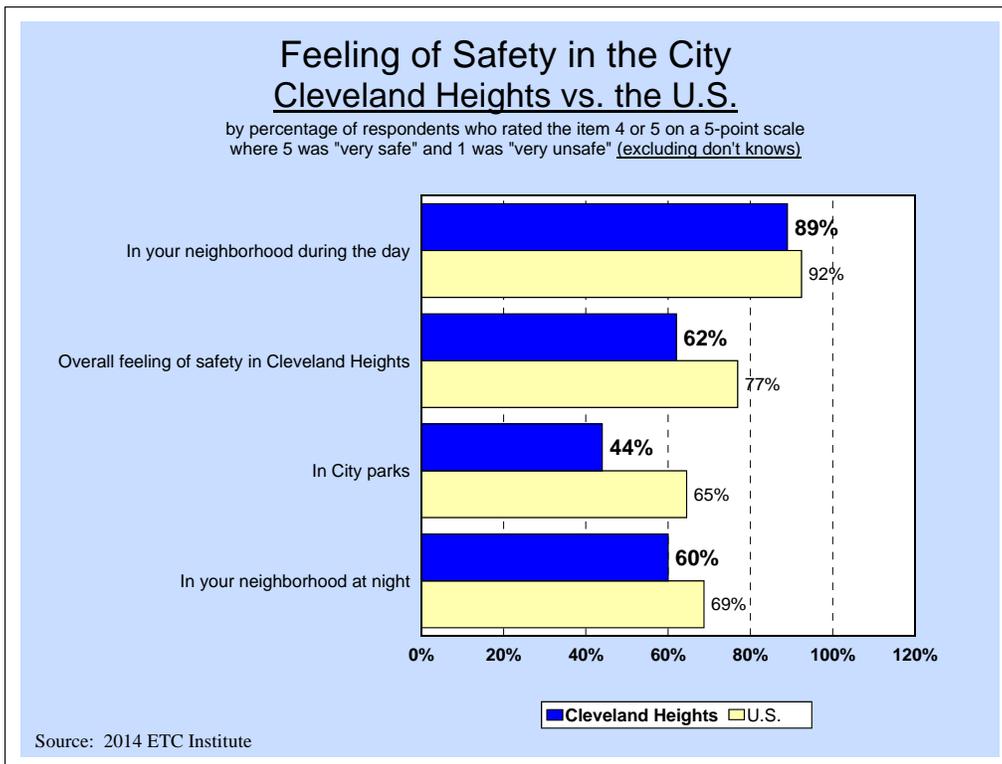
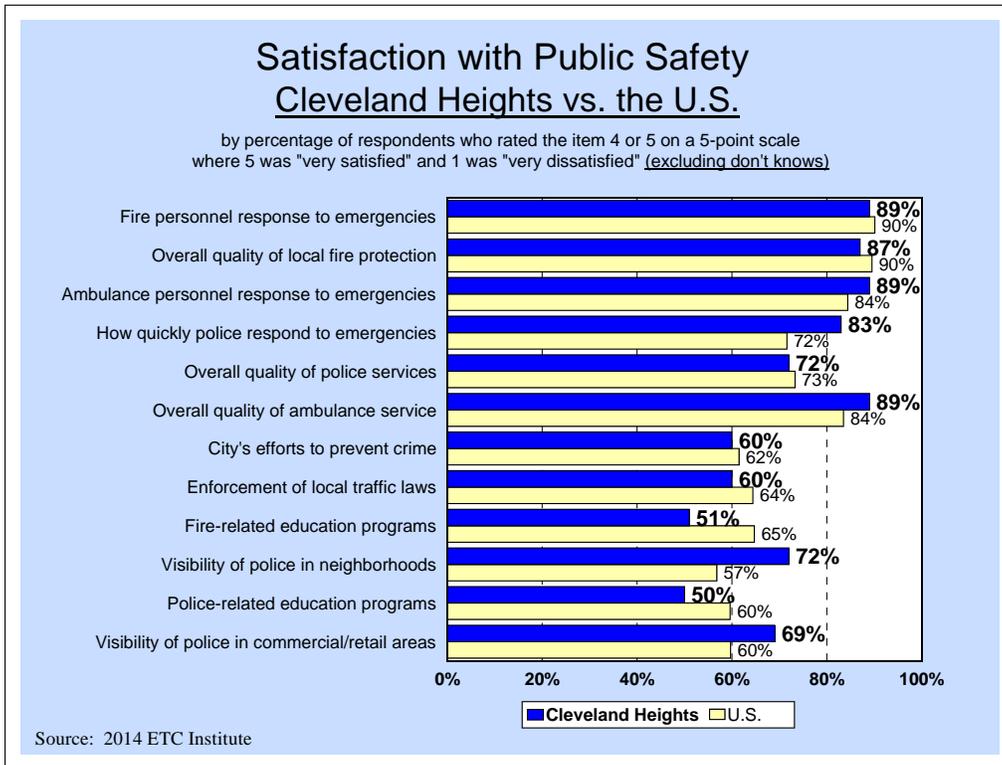
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Cleveland Heights, OH is not authorized without written consent from ETC Institute.**

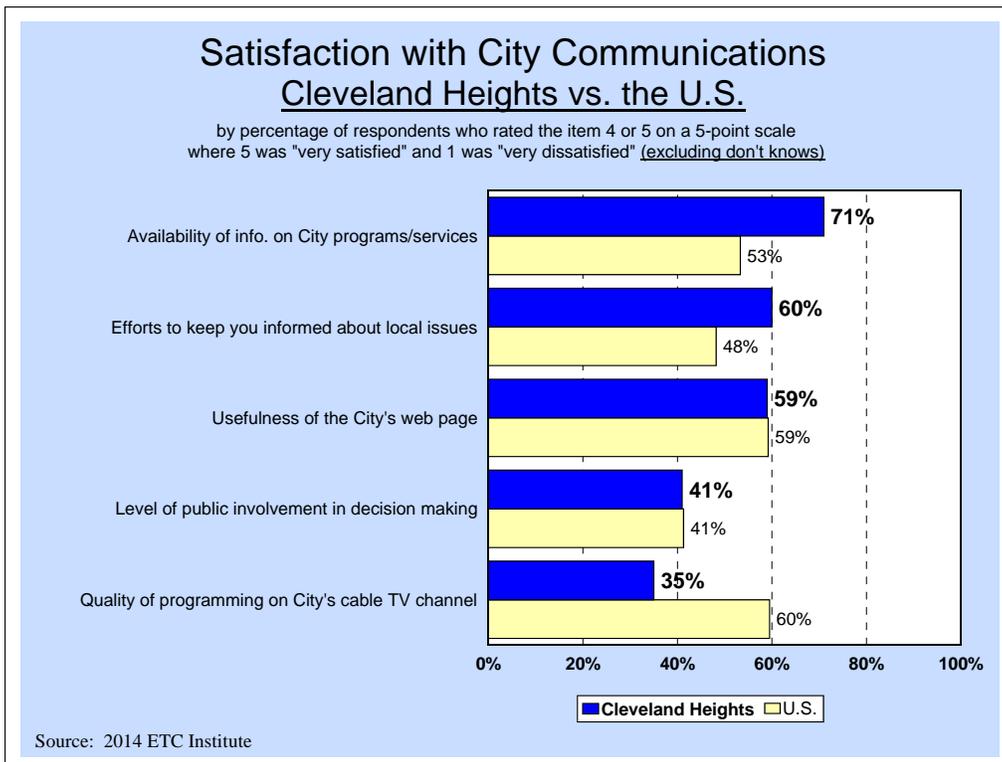
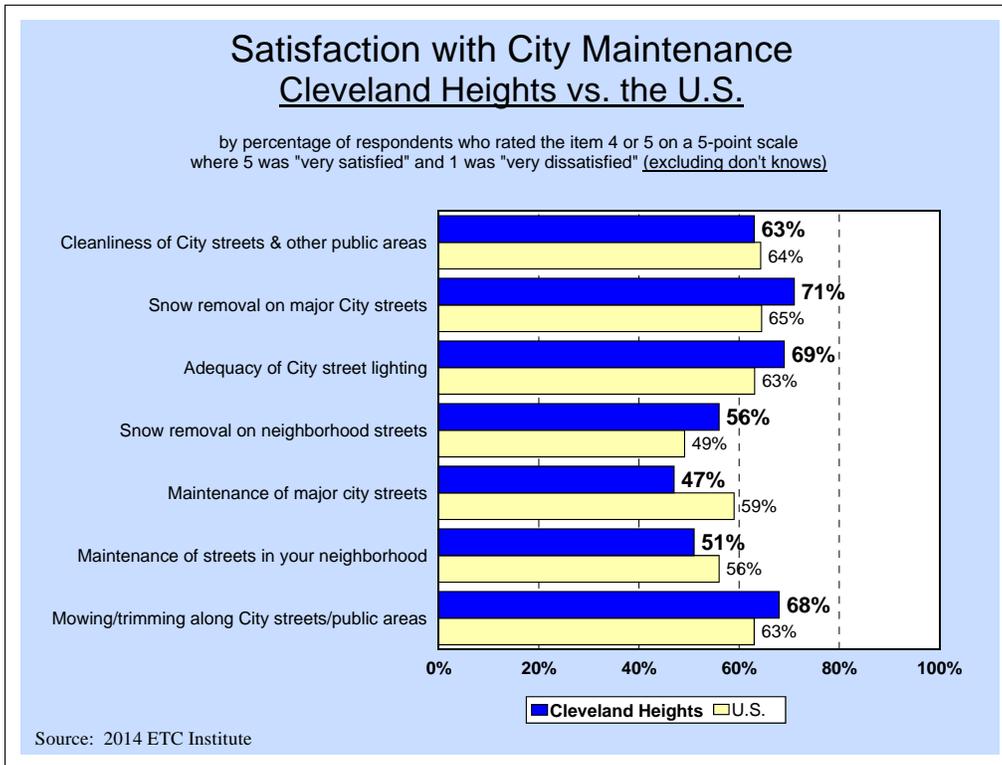
## Overall Satisfaction with Major Categories of City Services Cleveland Heights vs. the U.S.

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



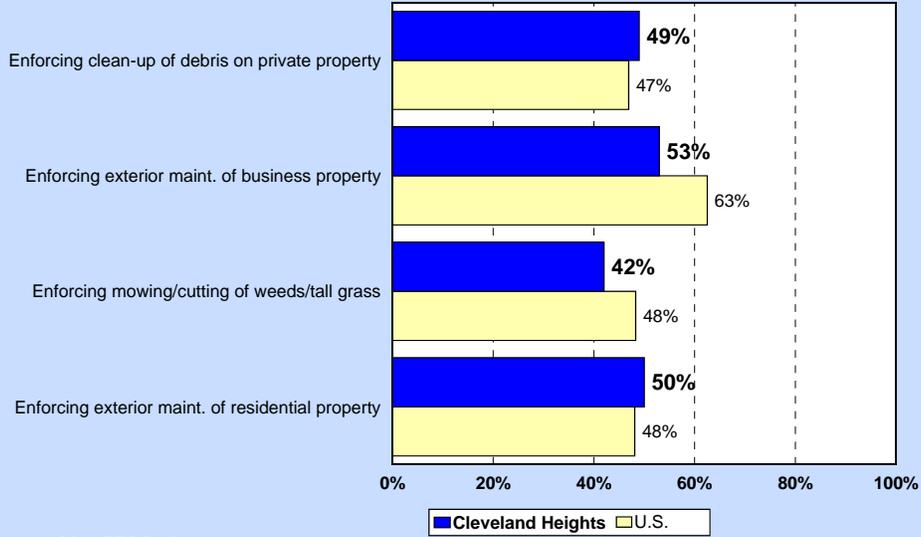






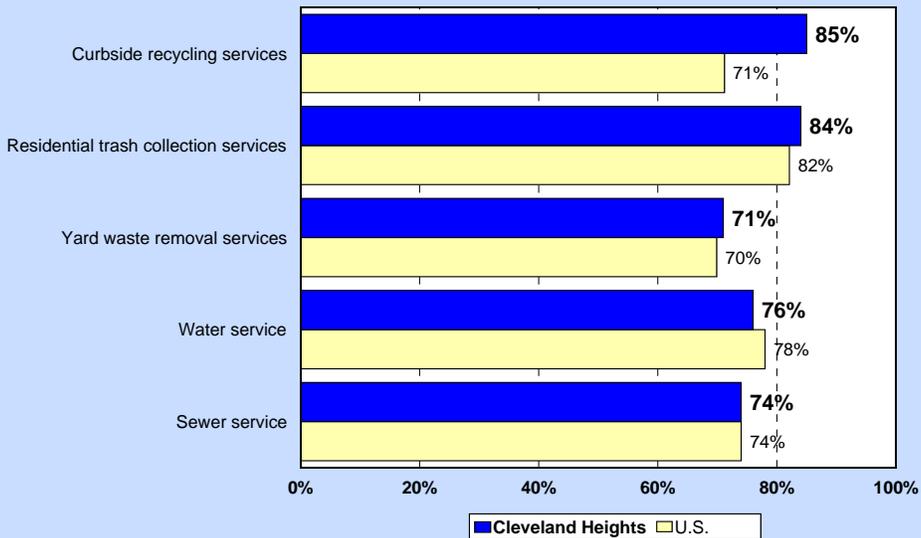
### Satisfaction with the Enforcement of City Codes and Ordinances - Cleveland Heights vs. the U.S.

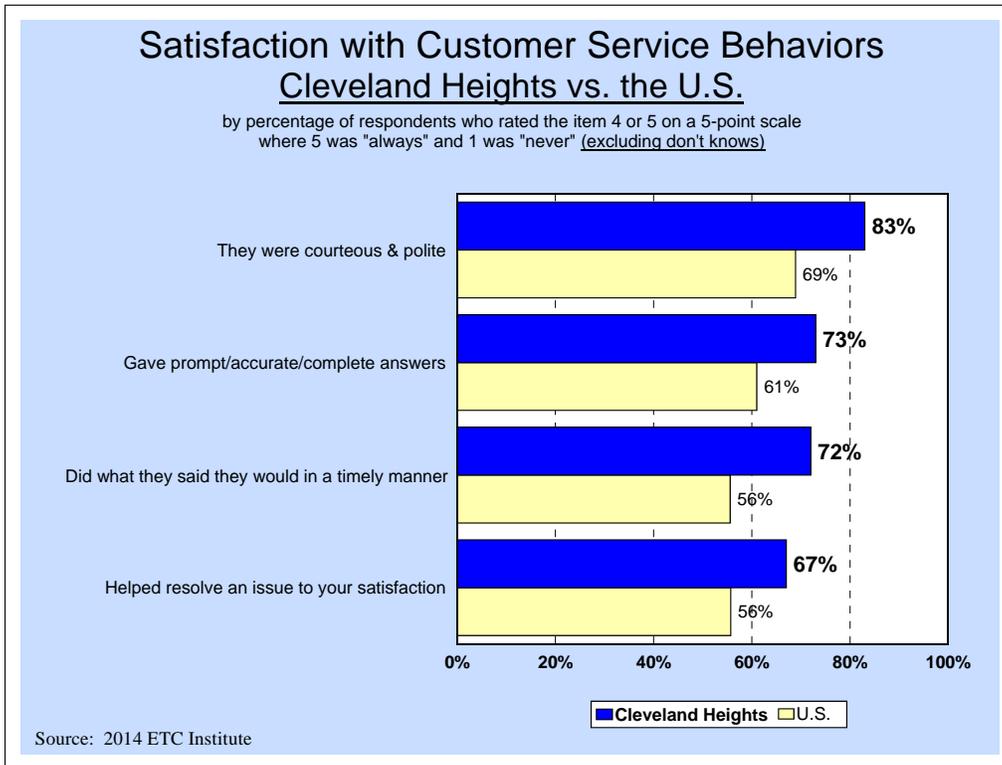
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



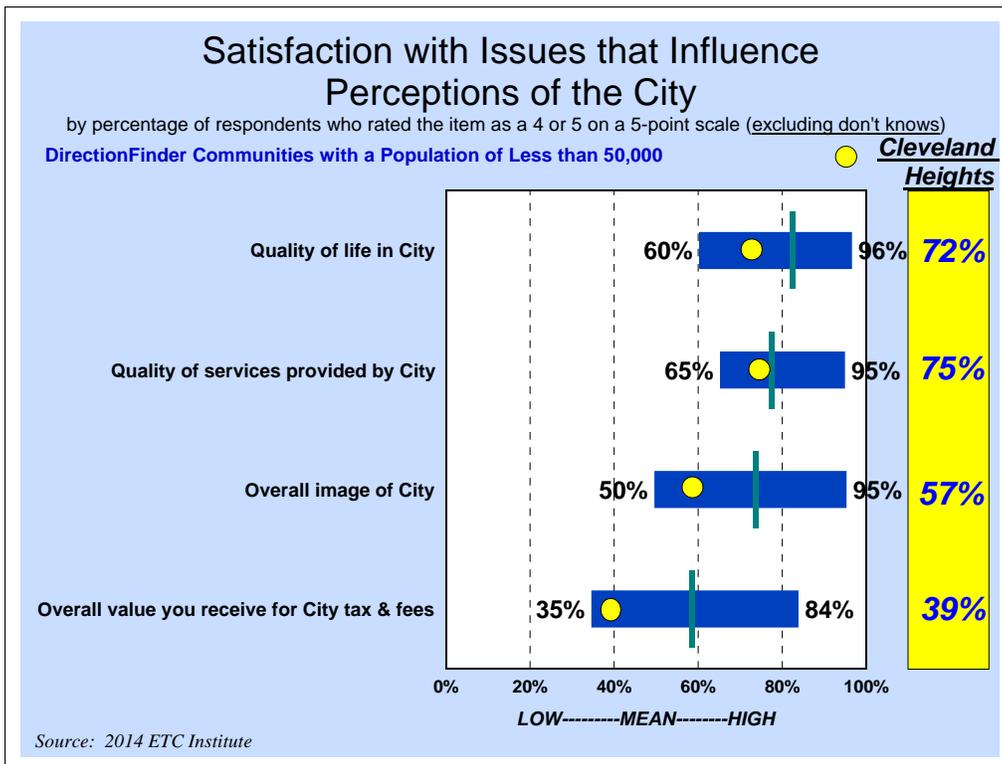
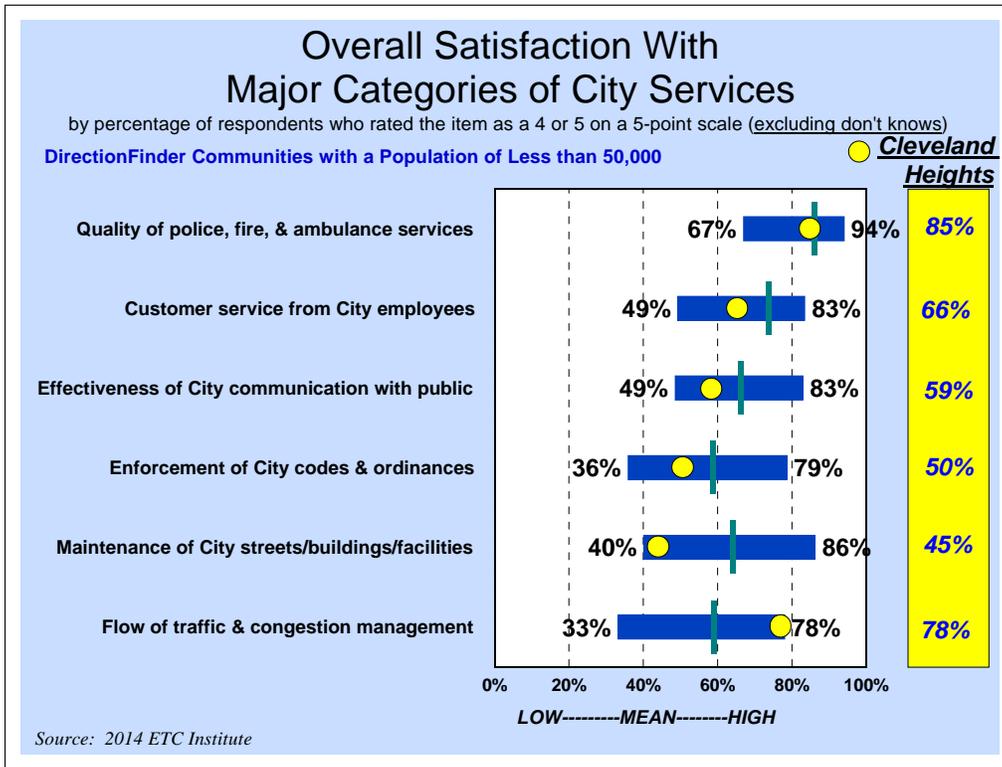
### Satisfaction with Utility Services Cleveland Heights vs. the U.S.

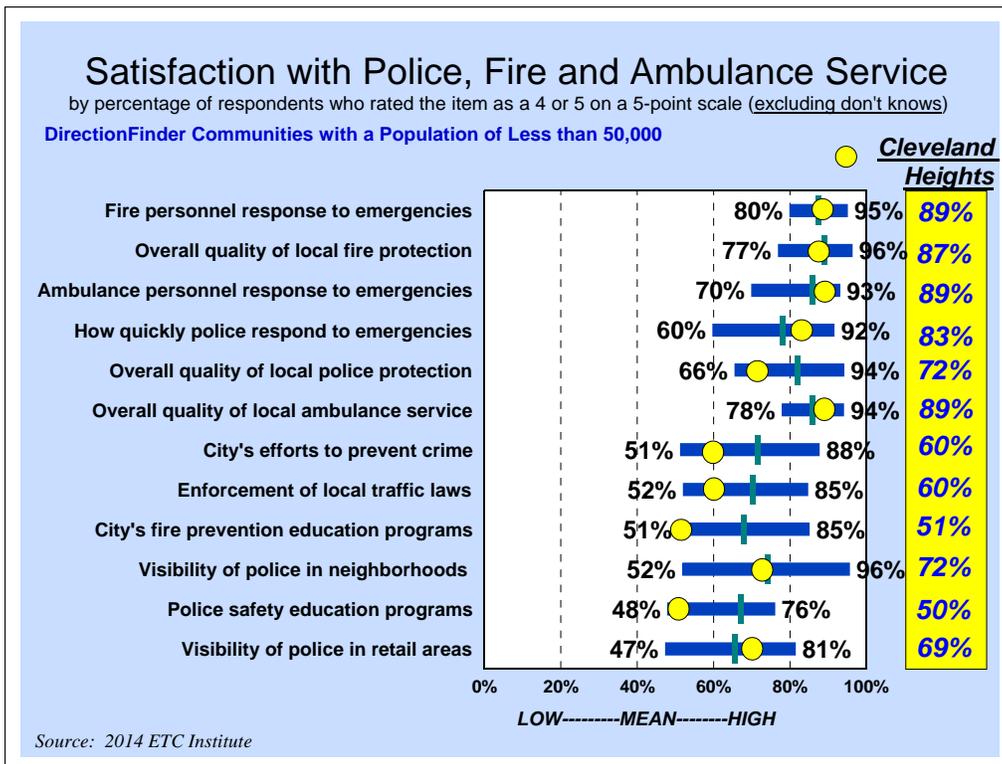
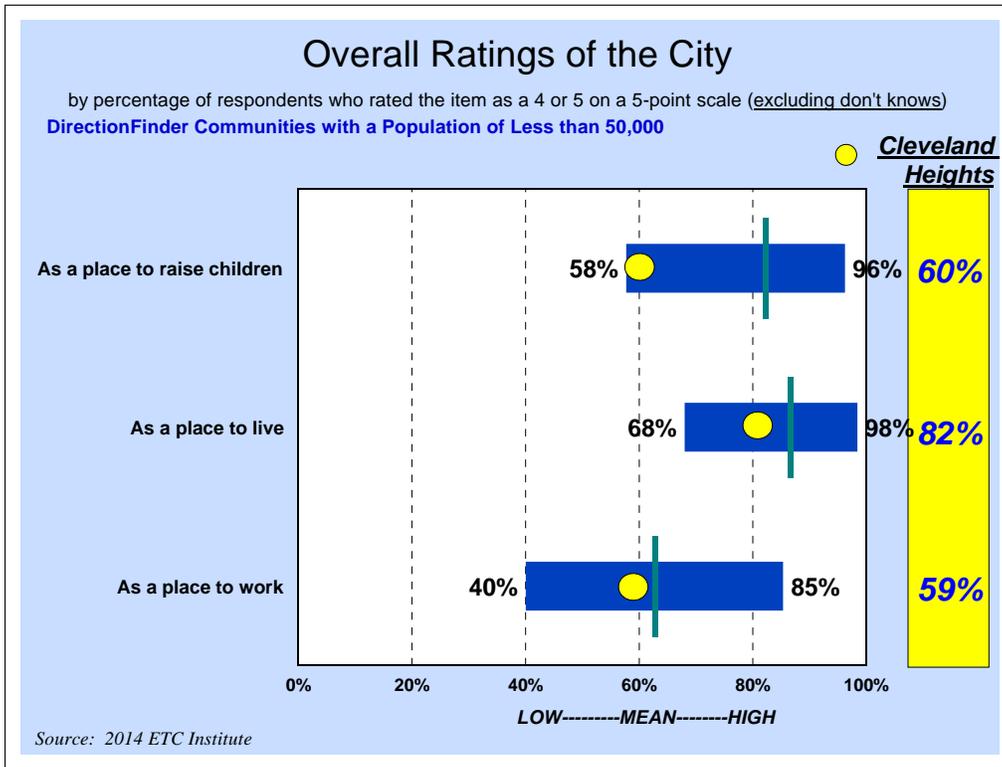
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

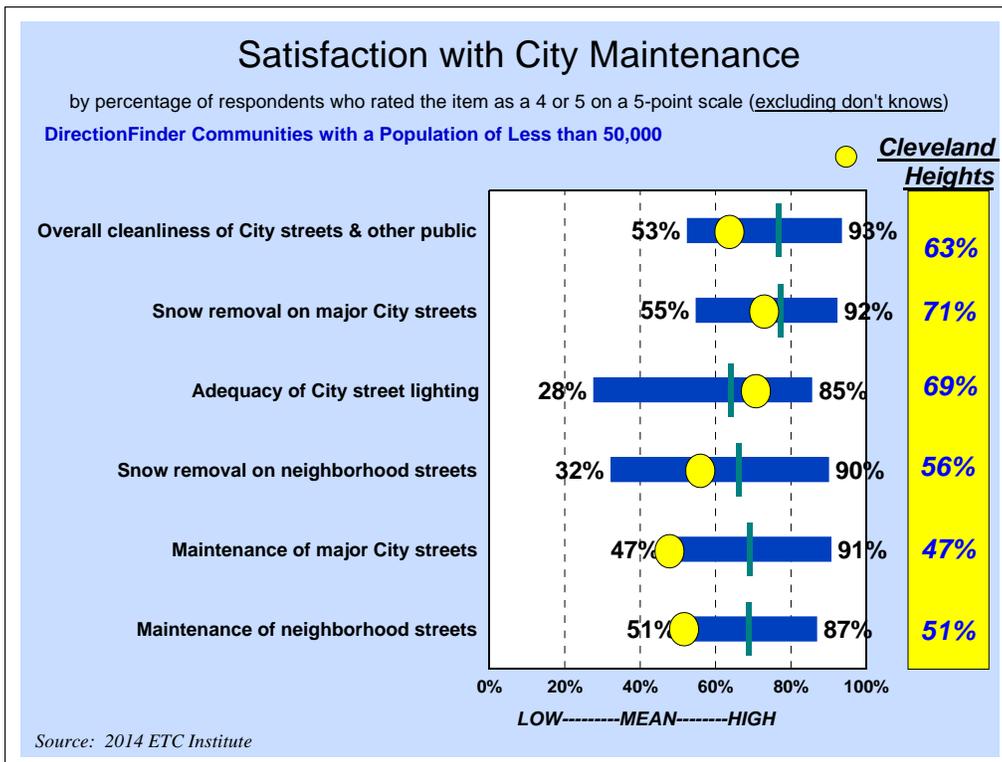
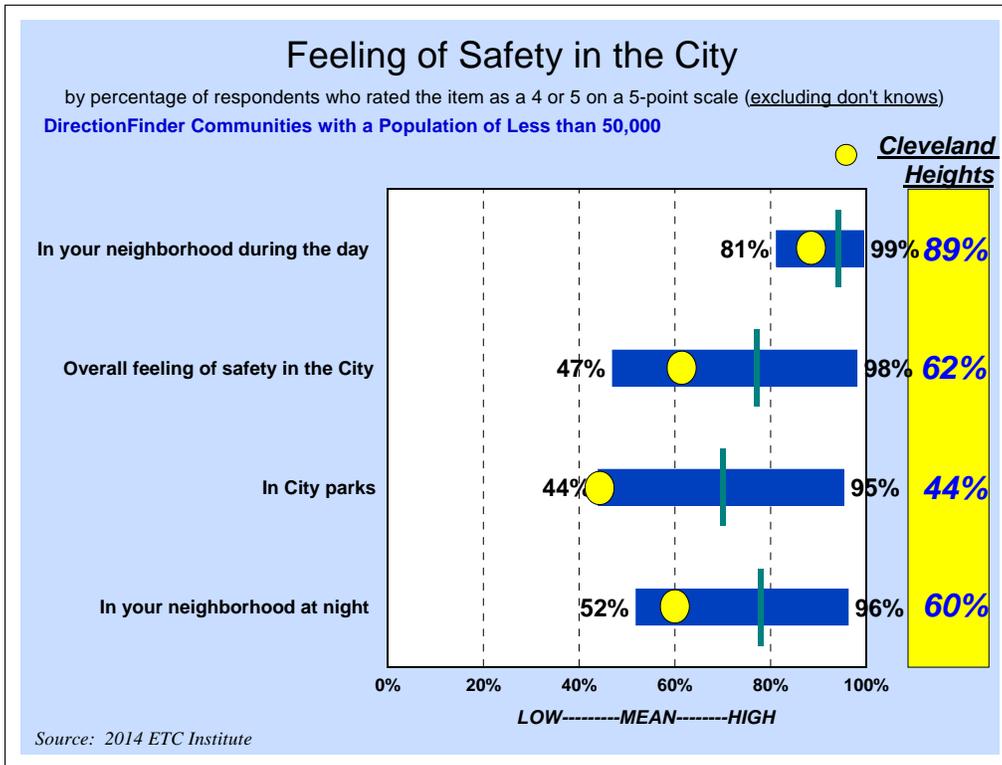


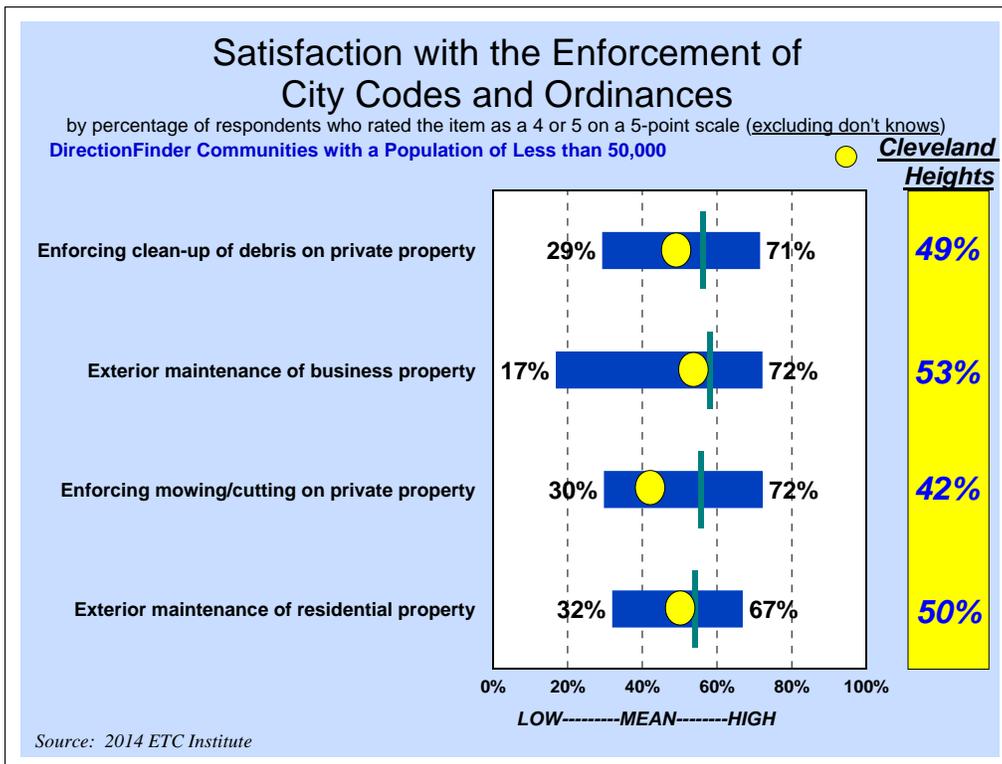
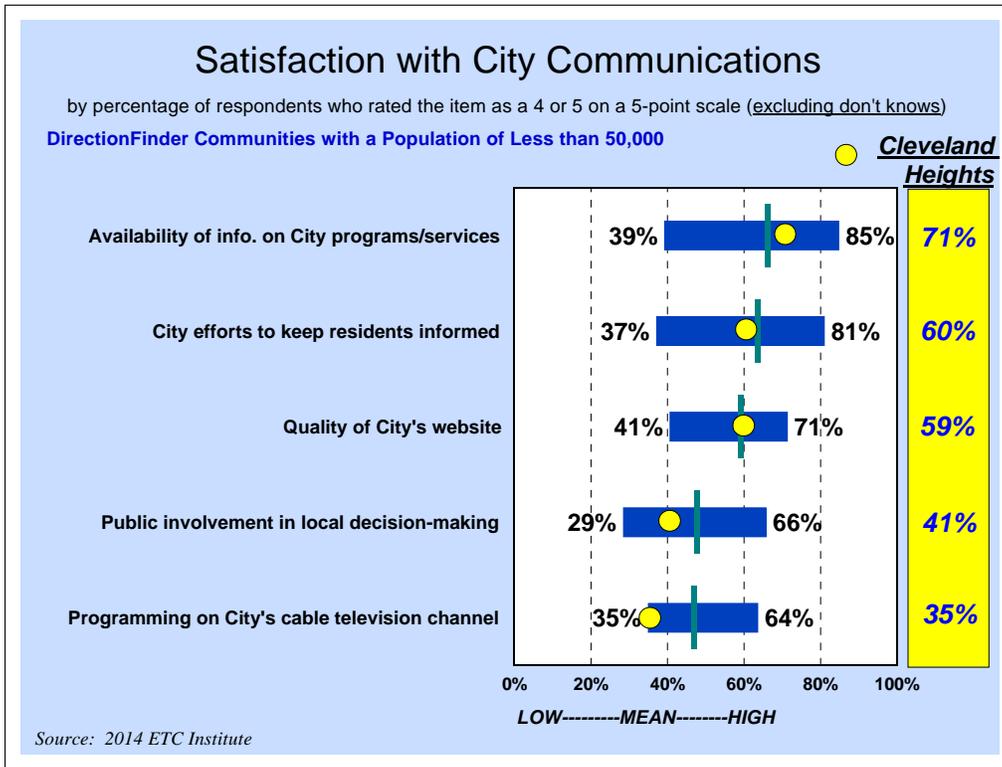


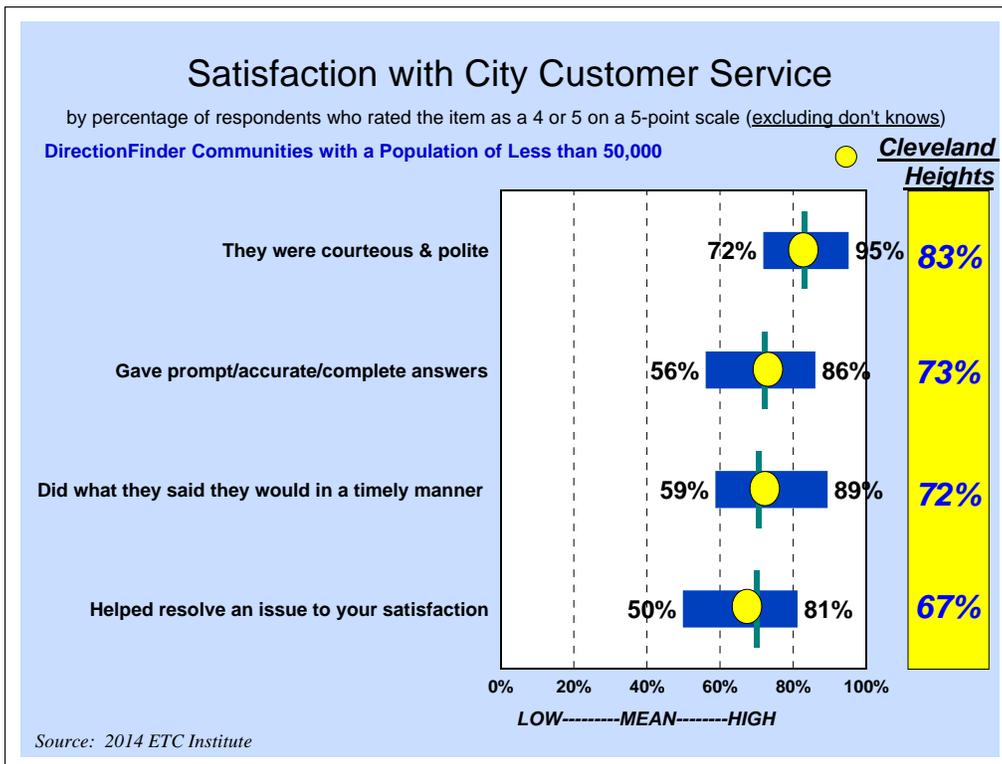
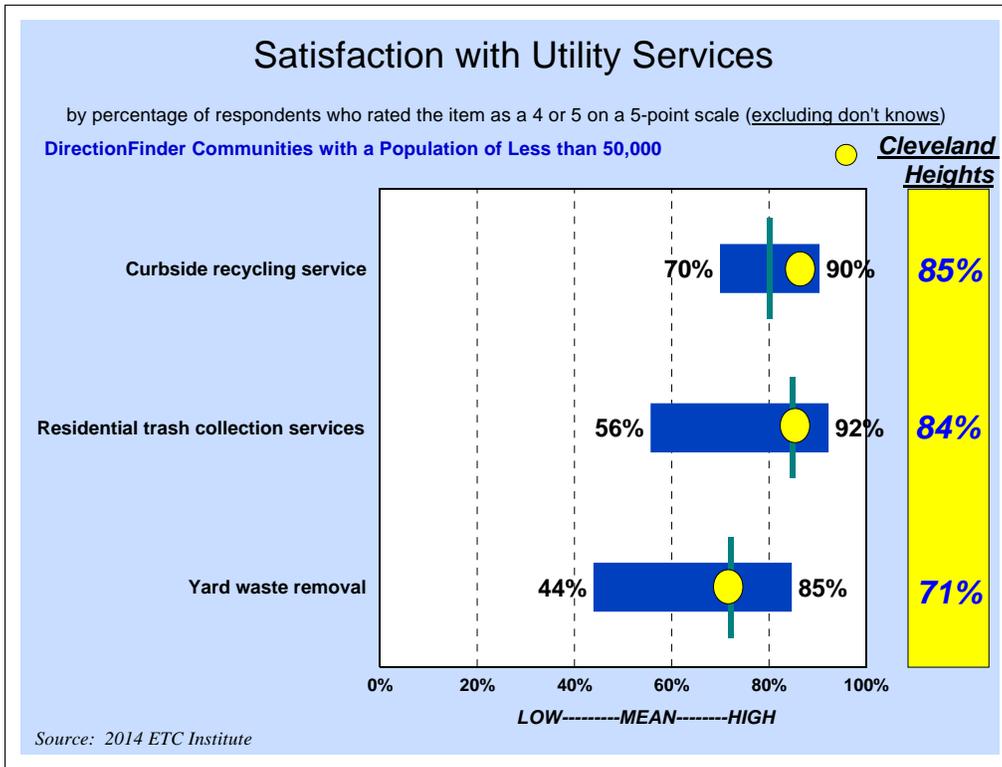
# Performance Ranges











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

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## Importance-Satisfaction Analysis

City of Cleveland Heights, OH

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### Overview

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

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

### Methodology

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

**Example of the Calculation.** Respondents were asked to identify the major services they thought were the most important for the City to provide. Approximately forty-three percent (42.9%) of residents selected "overall maintenance of City streets, buildings & facilities" as one of the most important major services to provide.

With regard to satisfaction, forty-five percent (45%) of the residents surveyed rated their overall satisfaction with “overall maintenance of City streets, buildings & facilities” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “overall maintenance of City streets, buildings & facilities” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 42.9% was multiplied by 55% (1-0.45). This calculation yielded an I-S rating of 0.2360, which ranked first out of ten major City services.

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

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

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

## Interpreting the Ratings

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

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

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

## Importance-Satisfaction Rating City of Cleveland Heights OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Overall maintenance of City streets/buildings/facilities	43%	3	45%	10	0.2360	1
<b><u>High Priority (IS .10-.20)</u></b>						
Overall quality of police services	84%	1	80%	2	0.1699	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
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

**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><u>High Priority (IS .10-.20)</u></b>						
Water service	51%	2	76%	3	0.1217	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Residential trash collection services	62%	1	84%	2	0.0992	2
Sewer service	29%	3	74%	4	0.0771	3
Yard waste removal services	18%	5	71%	5	0.0518	4
Curbside recycling services	23%	4	85%	1	0.0359	5

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

**Most Important %:**

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

**Satisfaction %:**

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

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# Importance-Satisfaction Rating

## City of Cleveland Heights

### Development and Redevelopment

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Redevelopment of abandoned/under-utilized properties	59%	1	17%	5	0.4864	1
Efforts to attract new businesses to the community	43%	2	33%	4	0.2870	2
<b><u>High Priority (IS .10-.20)</u></b>						
Quality of new residential development	21%	3	38%	3	0.1269	3
Quality of new retail development	21%	4	49%	2	0.1046	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Diversity of existing retail/restaurant/commercial businesses	19%	5	67%	1	0.0606	5

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

**Most Important %:**

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

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

## Importance-Satisfaction Rating City of Cleveland Heights Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
The City's efforts to prevent crime	58%	1	60%	10	0.2312	1
<b><u>High Priority (IS .10-.20)</u></b>						
Visibility of police in neighborhoods	53%	2	72%	6	0.1465	2
Visibility of police in commercial/retail areas	37%	5	69%	8	0.1130	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How quickly police respond to emergencies	51%	3	84%	5	0.0820	4
Overall quality of police services	23%	7	72%	7	0.0652	5
How quickly fire personnel respond to emergencies	44%	4	88%	2	0.0513	6
How quickly ambulance personnel respond to emergencies	34%	6	89%	1	0.0365	7
Enforcement of local traffic laws	7%	10	60%	11	0.0281	8
Police-related education programs	5%	11	50%	13	0.0269	9
Overall quality of local fire protection	19%	8	87%	4	0.0242	10
Overall quality of ambulance service	16%	9	88%	3	0.0195	11
Fire-related education programs	3%	13	51%	12	0.0147	12
Quality of the City's fire prevention programs	4%	12	66%	9	0.0141	13

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

**Most Important %:**

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

**Satisfaction %:**

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

# Importance-Satisfaction Rating

## City of Cleveland Heights

### Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Enforcing exterior maint. of residential property	49%	1	50%	2	0.2445	1
Enforcing clean-up of debris on private property	41%	2	48%	4	0.2136	2
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcing mowing/cutting of weeds/tall grass	26%	4	41%	5	0.1514	3
Enforcing exterior maint. of business property	29%	3	53%	1	0.1357	4
Enforcing snow removal on sidewalks	18%	5	30%	6	0.1282	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Overall quality of building and permit process	11%	6	50%	3	0.0537	6

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

**Most Important %:**

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

**Satisfaction %:**

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

# Importance-Satisfaction Rating

## City of Cleveland Heights

### Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of major city streets	73%	1	47%	8	0.3890	1
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of streets in your neighborhood	39%	3	50%	7	0.1938	2
Snow removal on major City streets	60%	2	72%	1	0.1710	3
Cleanliness of city streets/public areas	37%	4	63%	4	0.1369	4
Snow removal on streets in your neighborhood	25%	5	56%	6	0.1087	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Adequacy of city street lighting	24%	6	69%	2	0.0741	6
Tree trimming/urban forestry along City streets/public areas	9%	7	62%	5	0.0353	7
Mowing/trimming along City streets/public areas	7%	8	68%	3	0.0228	8

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

**Most Important %:**

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

**Satisfaction %:**

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

## Importance-Satisfaction Rating

### City of Cleveland Heights

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of City parks	64%	1	80%	2	0.1289	1
Number of walking and biking trails	26%	3	58%	15	0.1084	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Youth recreation opportunities	26%	2	66%	9	0.0884	3
Cumberland Pool and programs	17%	5	64%	10	0.0622	4
The City's youth athletic programs	13%	8	60%	12	0.0531	5
Programs/activities offered at Community Center	20%	4	74%	4	0.0525	6
Senior recreation opportunities	16%	7	72%	5	0.0456	7
Fees charged for recreation programs	10%	10	59%	14	0.0422	8
Number of City parks	13%	9	70%	7	0.0381	9
Maintenance/appearance of Community Center	17%	6	85%	1	0.0257	10
Adult recreation opportunities	8%	11	71%	6	0.0221	11
Quality of outdoor athletic fields	6%	12	67%	8	0.0204	12
Quality of instructors and coaches	4%	13	60%	13	0.0167	13
Ease of registering for programs	4%	14	76%	3	0.0090	14
The City's adult athletic programs	1%	15	63%	11	0.0044	15

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

**Most Important %:**

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

**Satisfaction %:**

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

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## Importance-Satisfaction Matrix Analysis

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

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

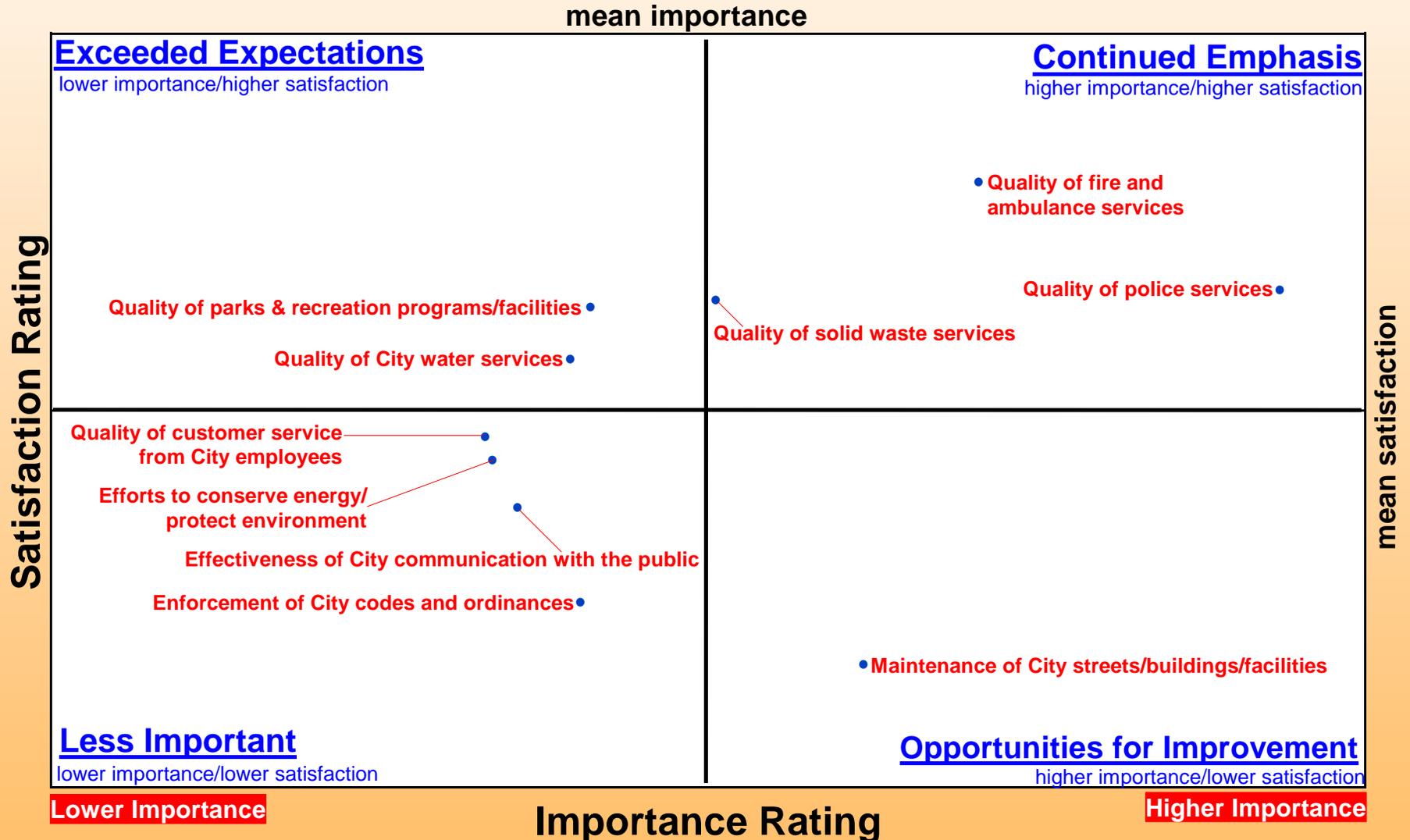
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

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

# 2014 City of Cleveland Heights DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

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

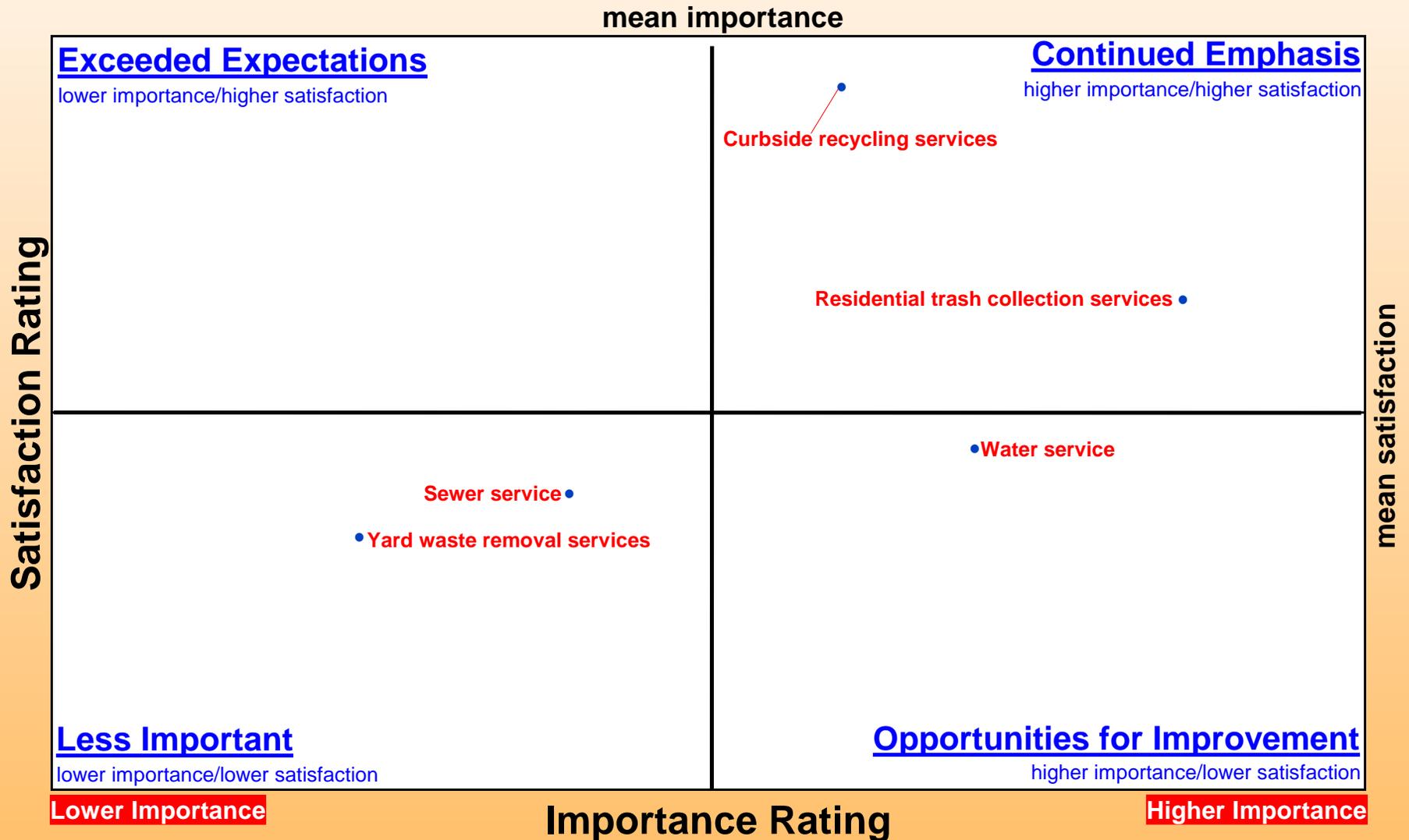


Source: ETC Institute (2014)

# 2014 City of Cleveland Heights DirectionFinder Importance-Satisfaction Assessment Matrix

## -Utility Services-

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

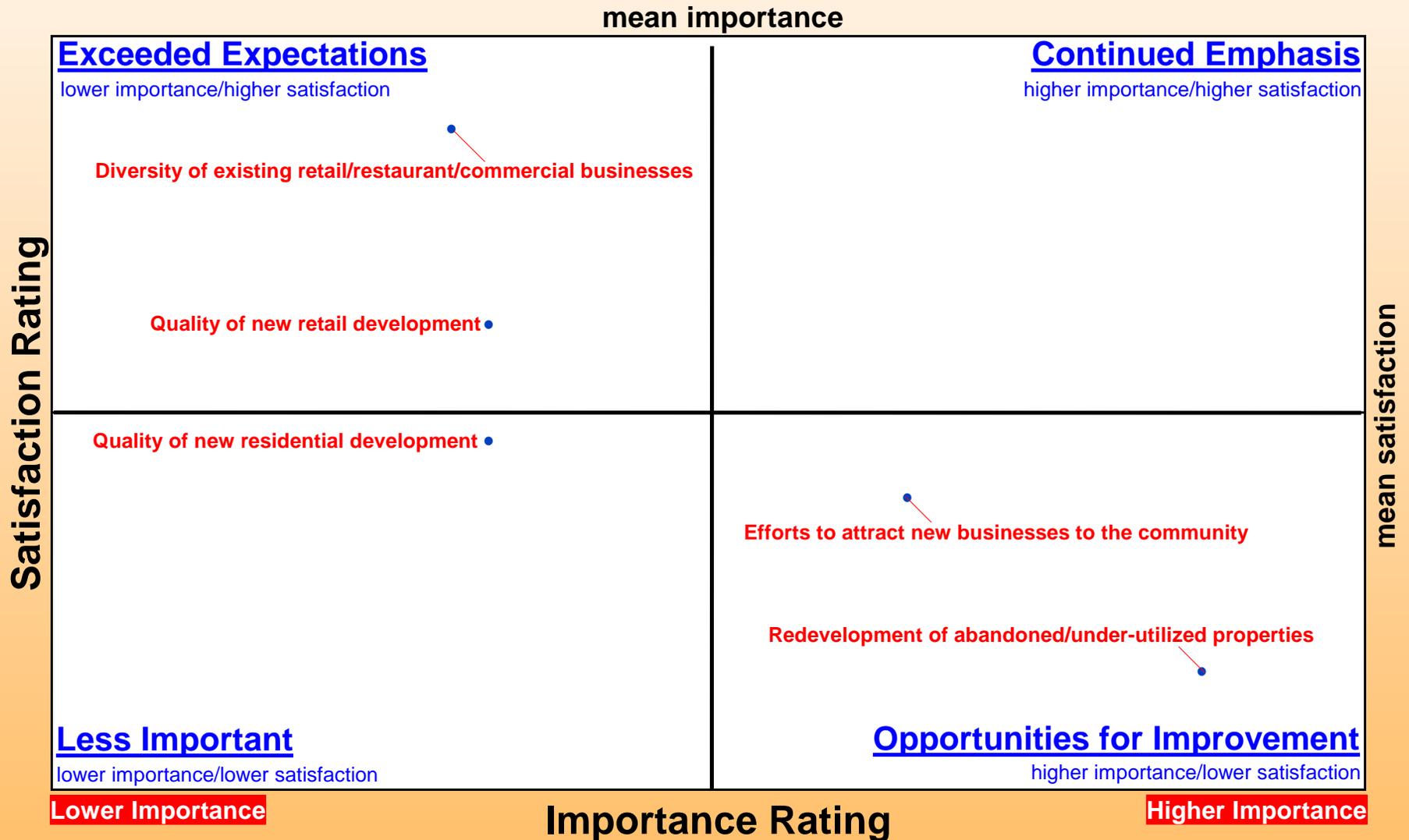


Source: ETC Institute (2014)

# 2014 City of Cleveland Heights DirectionFinder Importance-Satisfaction Assessment Matrix

## -Development and Redevelopment-

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

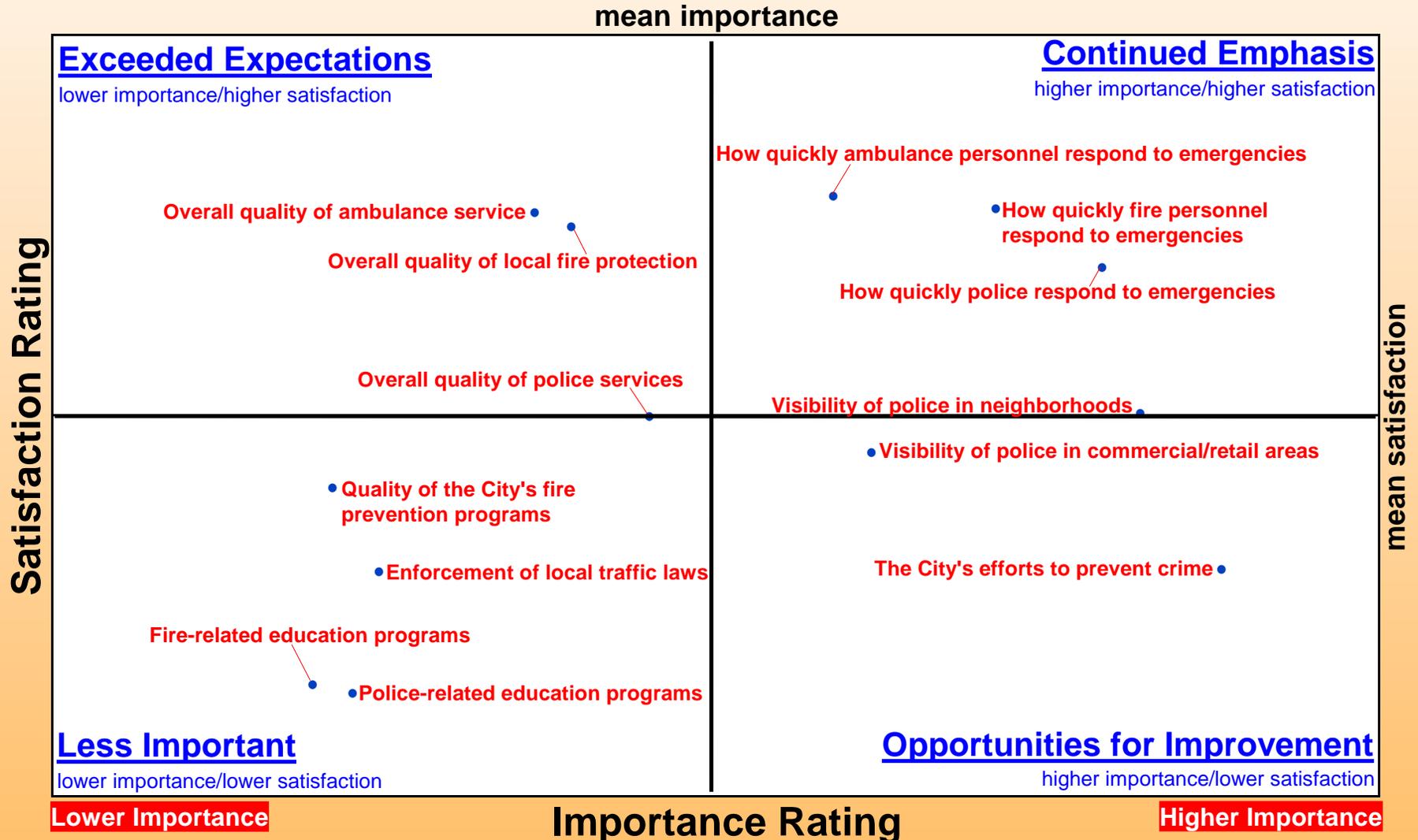


Source: ETC Institute (2014)

# 2014 City of Cleveland Heights DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Safety-

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

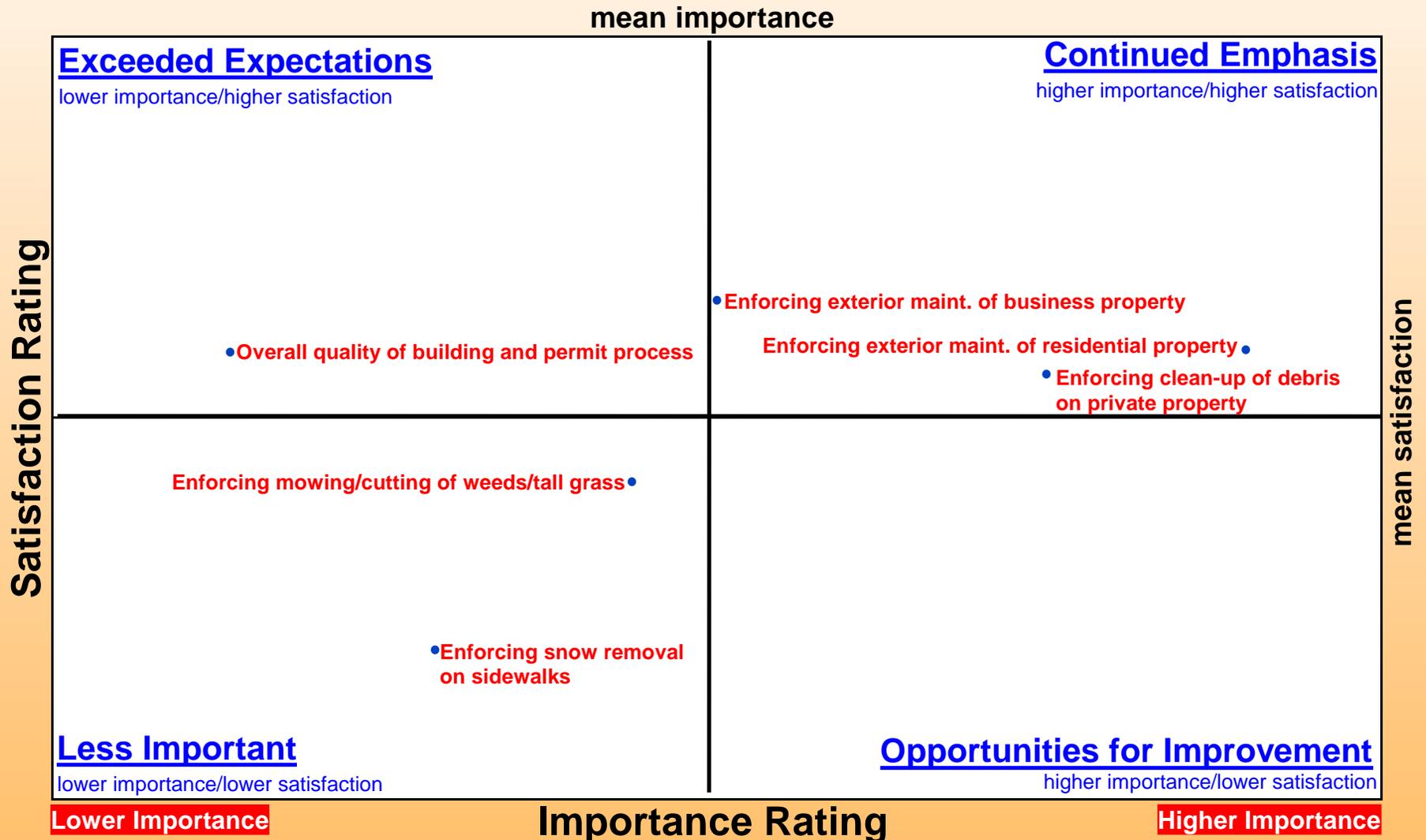


Source: ETC Institute (2014)

# 2014 City of Cleveland Heights DirectionFinder Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

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

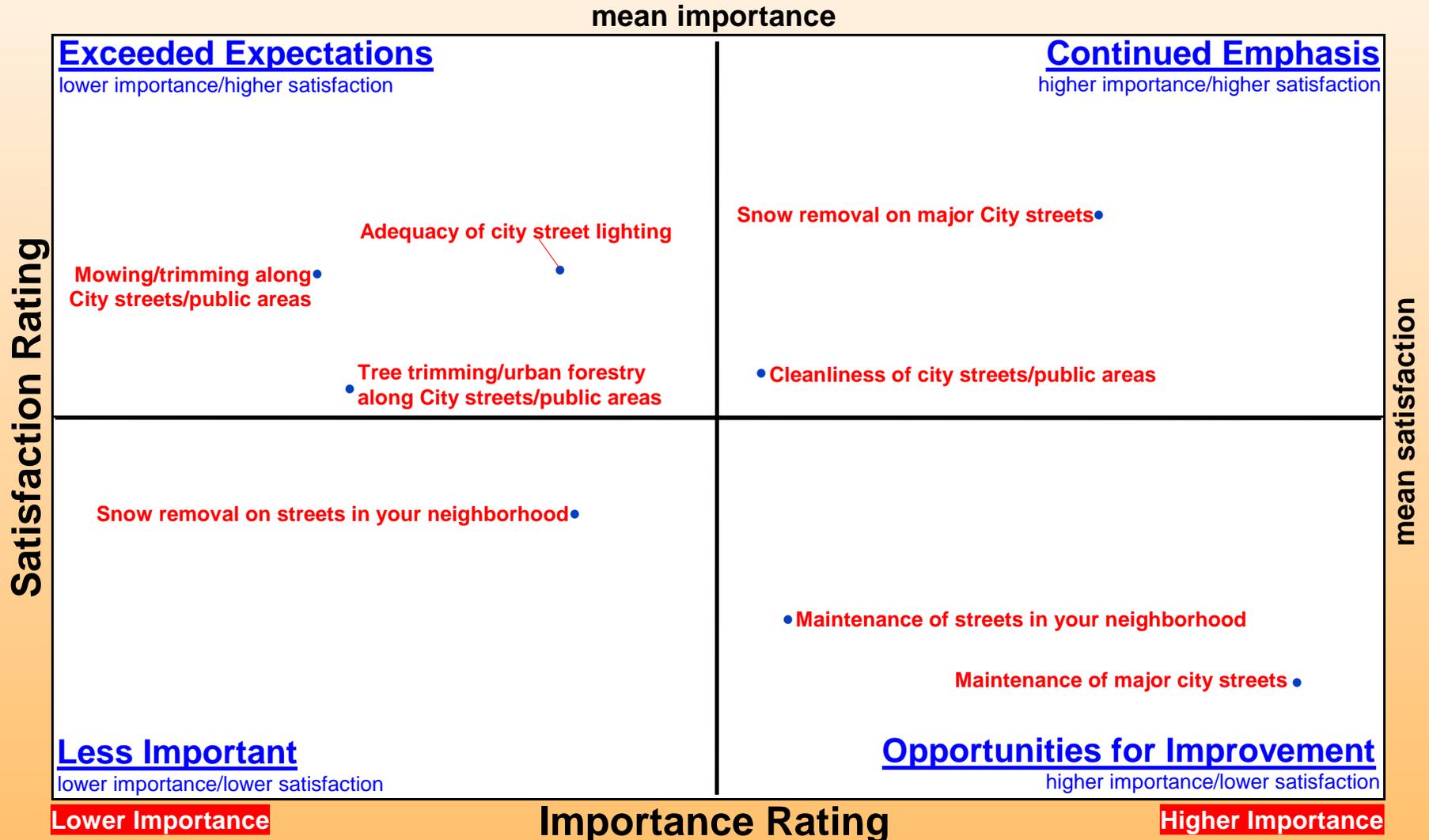


Source: ETC Institute (2014)

# 2014 City of Cleveland Heights DirectionFinder Importance-Satisfaction Assessment Matrix

## -Maintenance Services-

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

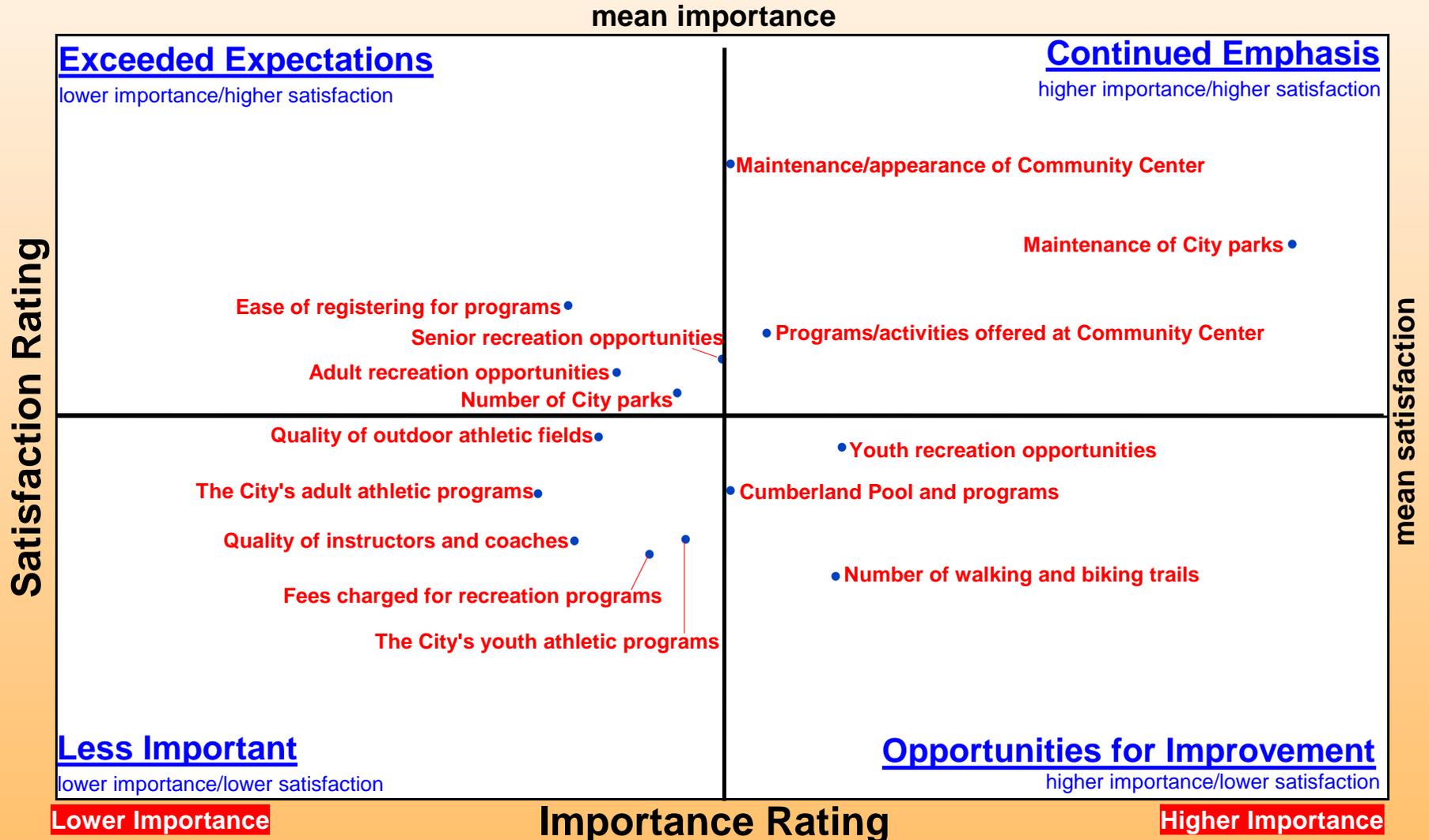


Source: ETC Institute (2014)

# 2014 City of Cleveland Heights DirectionFinder Importance-Satisfaction Assessment Matrix

## -Parks and Recreation-

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



Source: ETC Institute (2014)

***Section 4:  
Tabular Data***

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of police services	34.00%	41.69%	12.41%	5.96%	0.74%	5.21%
Q1b. Overall quality of fire and ambulance services	43.18%	28.78%	7.94%	0.00%	0.25%	19.85%
Q1c. Overall quality of City parks and recreation programs and facilities	27.79%	45.91%	15.63%	3.97%	0.99%	5.71%
Q1d. Overall maintenance of City streets, buildings & facilities	10.92%	33.25%	27.79%	18.86%	7.44%	1.74%
Q1e. Overall quality of City water services	27.54%	42.18%	19.11%	4.22%	1.99%	4.96%
Q1f. Overall enforcement of City codes and ordinances	11.17%	34.74%	29.53%	10.67%	4.22%	9.68%
Q1g. Overall quality of customer service you receive from City employees	19.35%	41.94%	23.33%	4.96%	2.98%	7.44%
Q1h. Overall effectiveness of City communication with the public	14.64%	42.43%	25.56%	9.18%	3.97%	4.22%
Q1i. Overall quality of solid waste services (trash, recycling, yard waste)	36.23%	41.44%	10.67%	6.70%	3.47%	1.49%
Q1j. City's efforts to conserve energy and protect the environment	19.35%	32.26%	23.57%	3.72%	1.74%	19.35%

**WITHOUT DON'T KNOW****Q1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services provided by the City of Cleveland Heights on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police services	35.86%	43.98%	13.09%	6.28%	0.79%
Q1b. Overall quality of fire and ambulance services	53.87%	35.91%	9.91%	0.00%	0.31%
Q1c. Overall quality of City parks and recreation programs and facilities	29.47%	48.68%	16.58%	4.21%	1.05%
Q1d. Overall maintenance of City streets, buildings & facilities	11.11%	33.84%	28.28%	19.19%	7.58%
Q1e. Overall quality of City water services	28.98%	44.39%	20.10%	4.44%	2.09%
Q1f. Overall enforcement of City codes and ordinances	12.36%	38.46%	32.69%	11.81%	4.67%
Q1g. Overall quality of customer service you receive from City employees	20.91%	45.31%	25.20%	5.36%	3.22%
Q1h. Overall effectiveness of City communication with the public	15.28%	44.30%	26.68%	9.59%	4.15%
Q1i. Overall quality of solid waste services (trash, recycling, yard waste)	36.78%	42.07%	10.83%	6.80%	3.53%
Q1j. City's efforts to conserve energy and protect the environment	24.00%	40.00%	29.23%	4.62%	2.15%

**Q2. Which THREE of the Major Categories of City Services do you think are most important for the City to provide?**

<u>Q2. Most Important</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	275	68.24 %
Overall quality of fire and ambulance services	22	5.46 %
Overall quality of City parks and recreation programs and facilities	8	1.99 %
Overall maintenance of City streets, buildings & facilities	30	7.44 %
Overall quality of City water services	8	1.99 %
Overall enforcement of City codes and ordinances	13	3.23 %
Overall quality of customer service you receive from City employees	1	0.25 %
Overall effectiveness of City communication with the public	8	1.99 %
Overall quality of solid waste services (trash, recycling, yard waste)	14	3.47 %
City's efforts to conserve energy and protect the environment	1	0.25 %
None Chosen	23	5.71 %
Total	403	100.00 %

**Q2. Which THREE of the Major Categories of City Services do you think are most important for the City to provide?**

<u>Q2. 2nd Most Important</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	42	10.42 %
Overall quality of fire and ambulance services	175	43.42 %
Overall quality of City parks and recreation programs and facilities	14	3.47 %
Overall maintenance of City streets, buildings & facilities	49	12.16 %
Overall quality of City water services	14	3.47 %
Overall enforcement of City codes and ordinances	24	5.96 %
Overall quality of customer service you receive from City employees	9	2.23 %
Overall effectiveness of City communication with the public	6	1.49 %
Overall quality of solid waste services (trash, recycling, yard waste)	33	8.19 %
City's efforts to conserve energy and protect the environment	5	1.24 %
None Chosen	32	7.94 %
Total	403	100.00 %

**Q2. Which THREE of the Major Categories of City Services do you think are most important for the City to provide?**

<u>Q2. 3rd Most Important</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	22	5.46 %
Overall quality of fire and ambulance services	22	5.46 %
Overall quality of City parks and recreation programs and facilities	42	10.42 %
Overall maintenance of City streets, buildings & facilities	94	23.33 %
Overall quality of City water services	34	8.44 %
Overall enforcement of City codes and ordinances	23	5.71 %
Overall quality of customer service you receive from City employees	12	2.98 %
Overall effectiveness of City communication with the public	21	5.21 %
Overall quality of solid waste services (trash, recycling, yard waste)	67	16.63 %
City's efforts to conserve energy and protect the environment	19	4.71 %
None Chosen	47	11.66 %
Total	403	100.00 %

**Q2. Which THREE of the Major Categories of City Services do you think are most important for the City to provide? (Sum of Top Three Choices)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	339	84.12 %
Overall quality of fire and ambulance services	219	54.34 %
Overall quality of City parks and recreation programs and facilities	64	15.88 %
Overall maintenance of City streets, buildings & facilities	173	42.93 %
Overall quality of City water services	56	13.90 %
Overall enforcement of City codes and ordinances	60	14.89 %
Overall quality of customer service you receive from City employees	22	5.46 %
Overall effectiveness of City communication with the public	35	8.68 %
Overall quality of solid waste services (trash, recycling, yard waste)	114	28.29 %
City's efforts to conserve energy and protect the environment	25	6.20 %
None Chosen	23	5.71 %
Total	1130	

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of services provided by the City	19.11%	53.10%	16.38%	7.20%	1.24%	2.98%
Q3b. Overall image of the City	14.39%	41.44%	22.83%	15.14%	4.47%	1.74%
Q3c. Overall quality of life in the City	22.83%	48.39%	18.86%	7.20%	1.24%	1.49%
Q3d. Overall quality of your neighborhood	28.78%	42.93%	15.14%	8.68%	3.23%	1.24%
Q3e. The overall value that you receive for your city tax dollars and fees	8.68%	29.03%	23.57%	20.10%	14.39%	4.22%

**WITHOUT DON'T KNOW**

**Q3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Cleveland Heights are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by the City	19.69%	54.73%	16.88%	7.42%	1.28%
Q3b. Overall image of the City	14.65%	42.17%	23.23%	15.40%	4.55%
Q3c. Overall quality of life in the City	23.17%	49.12%	19.14%	7.30%	1.26%
Q3d. Overall quality of your neighborhood	29.15%	43.47%	15.33%	8.79%	3.27%
Q3e. The overall value that you receive for your city tax dollars and fees	9.07%	30.31%	24.61%	20.98%	15.03%

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

(N=403)

	Excellent	Good	Neutral	Below average	Poor	Don't Know
Q4a. As a place to live	33.25%	49.38%	10.17%	5.21%	1.99%	0.00%
Q4b. As a place to raise children	20.35%	34.74%	19.35%	10.42%	6.95%	8.19%
Q4c. As a place to visit	33.50%	41.19%	15.14%	4.96%	2.48%	2.73%
Q4d. As a place to work	16.13%	29.53%	22.58%	5.21%	3.47%	23.08%
Q4e. As a place to retire	18.36%	29.03%	22.83%	11.66%	10.17%	7.94%

**WITHOUT DON'T KNOW**

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

(N=403)

	Excellent	Good	Neutral	Below average	Poor
Q4a. As a place to live	33.25%	49.38%	10.17%	5.21%	1.99%
Q4b. As a place to raise children	22.16%	37.84%	21.08%	11.35%	7.57%
Q4c. As a place to visit	34.44%	42.35%	15.56%	5.10%	2.55%
Q4d. As a place to work	20.97%	38.39%	29.35%	6.77%	4.52%
Q4e. As a place to retire	19.95%	31.54%	24.80%	12.67%	11.05%

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

Q5. Have you contacted the City with a question, problem, or complaint during the past year?	Number	Percent
Yes	252	62.53 %
No	151	37.47 %
Total	403	100.00 %

**Q5a. Which Department did you contact most recently?**

Q5a. Which Department did you contact most recently?	Number	Percent
Public Works (street maintenance, trash, recycling, yard waste, forestry)	99	39.29 %
Police Department	79	31.35 %
Fire/EMS	10	3.97 %
Community Center	24	9.52 %
City Manager/City Council	13	5.16 %
Water Department	37	14.68 %
Planning and Development	9	3.57 %
Community Relation	8	3.17 %
Building Department	20	7.94 %
Housing department	38	15.08 %
Other	23	9.13 %
None Chosen	3	1.19 %
Total	363	

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

Q5b. How easy was it to contact the person you needed to reach in the Department	Number	Percent
Very Easy	118	46.83 %
Somewhat Easy	85	33.73 %
Difficult	22	8.73 %
Very Difficult	19	7.54 %
Don't Know	8	3.17 %
Total	252	100.00 %

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

(N=252)

	Always	Usually	Sometimes	Seldom	Never	Don't Know
Q5c(1). They were courteous and polite	51.98%	27.78%	10.32%	3.97%	2.38%	3.57%
Q5c(2). They gave prompt, accurate, and complete answers to questions	42.86%	27.78%	15.48%	4.37%	6.35%	3.17%
Q5c(3). They did what they said they would do in a timely manner	41.27%	23.41%	13.10%	3.97%	8.73%	9.52%
Q5(4). They helped you resolve an issue to your satisfaction	37.70%	25.40%	13.89%	6.35%	11.90%	4.76%

**WITHOUT DON'T KNOW**

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

(N=252)

	Always	Usually	Sometimes	Seldom	Never
Q5c(1). They were courteous and polite	53.91%	28.81%	10.70%	4.12%	2.47%
Q5c(2). They gave prompt, accurate, and complete answers to questions	44.26%	28.69%	15.98%	4.51%	6.56%
Q5c(3). They did what they said they would do in a timely manner	45.61%	25.88%	14.47%	4.39%	9.65%
Q5(4). They helped you resolve an issue to your satisfaction	39.58%	26.67%	14.58%	6.67%	12.50%

**Q6. UTILITY SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Residential trash collection services	49.63%	32.51%	6.20%	6.20%	3.23%	2.23%
Q6b. Curbside recycling services	50.87%	29.28%	7.69%	4.22%	2.73%	5.21%
Q6c. Yard waste (leaves, brush, etc.) removal services	34.74%	33.50%	15.38%	7.20%	4.71%	4.47%
Q6d. Water service	32.75%	38.46%	15.63%	4.96%	1.74%	6.45%
Q6e. Sewer service	30.52%	37.47%	15.63%	5.96%	2.73%	7.69%

**WITHOUT DON'T KNOW**

**Q6. UTILITY SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Residential trash collection services	50.76%	33.25%	6.35%	6.35%	3.30%
Q6b. Curbside recycling services	53.66%	30.89%	8.12%	4.45%	2.88%
Q6c. Yard waste (leaves, brush, etc.) removal services	36.36%	35.06%	16.10%	7.53%	4.94%
Q6d. Water service	35.01%	41.11%	16.71%	5.31%	1.86%
Q6e. Sewer service	33.06%	40.59%	16.94%	6.45%	2.96%

**Q7. Which TWO of the Utility Services listed above do you think are most important for the City to provide**

<u>Q7. Most Important</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	209	51.86 %
Curbside recycling services	25	6.20 %
Yard waste (leaves, brush, etc.) removal services	7	1.74 %
Water service	121	30.02 %
Sewer service	13	3.23 %
None Chosen	28	6.95 %
Total	403	100.00 %

**Q7. Which TWO of the Utility Services listed above do you think are most important for the City to provide**

<u>Q7. 2<sup>nd</sup> Most Important</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	41	10.17 %
Curbside recycling services	69	17.12 %
Yard waste (leaves, brush, etc.) removal services	66	16.38 %
Water service	84	20.84 %
Sewer service	105	26.05 %
None Chosen	38	9.43 %
Total	403	100.00 %

**Q7. Which TWO of the Utility Services listed above do you think are most important for the City to provide? (Sum of Top Two Choices)**

<u>Q7. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	250	62.03 %
Curbside recycling services	94	23.33 %
Yard waste (leaves, brush, etc.) removal services	73	18.11 %
Water service	205	50.87 %
Sewer service	118	29.28 %
None Chosen	28	6.95 %
Total	768	

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Overall quality of new residential development	6.95%	21.34%	31.02%	11.17%	3.23%	26.30%
Q8b. Overall quality of new retail development (stores, restaurants, etc.)	9.93%	34.00%	24.57%	13.65%	7.20%	10.67%
Q8c. Redevelopment of abandoned or under-utilized properties	3.23%	11.17%	24.57%	31.76%	14.14%	15.14%
Q8d. Diversity of existing retail, restaurant and other commercial businesses	20.10%	43.18%	19.85%	6.95%	3.72%	6.20%
Q8e. Efforts to attract new businesses to the community	6.70%	16.87%	26.05%	12.90%	8.68%	28.78%

**WITHOUT DON'T KNOW**

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Overall quality of new residential development	9.43%	28.96%	42.09%	15.15%	4.38%
Q8b. Overall quality of new retail development (stores, restaurants, etc.)	11.11%	38.06%	27.50%	15.28%	8.06%
Q8c. Redevelopment of abandoned or under-utilized properties	3.80%	13.16%	28.95%	37.43%	16.67%
Q8d. Diversity of existing retail, restaurant and other commercial businesses	21.43%	46.03%	21.16%	7.41%	3.97%
Q8e. Efforts to attract new businesses to the community	9.41%	23.69%	36.59%	18.12%	12.20%

**Q9. Which TWO of the Development and Redevelopment activities listed above do you think are most important for the City to provide?**

<u>Q9. Most Important</u>	<u>Number</u>	<u>Percent</u>
Overall quality of new residential development	50	12.41 %
Overall quality of new retail development (stores, restaurants, etc.)	34	8.44 %
Redevelopment of abandoned or under-utilized properties	155	38.46 %
Diversity of existing retail, restaurant and other commercial businesses	21	5.21 %
Efforts to attract new businesses to the community	72	17.87 %
None Chosen	71	17.62 %
Total	403	100.00 %

**Q9. Which TWO of the Development and Redevelopment activities listed above do you think are most important for the City to provide?**

<u>Q9. 2nd Most Important</u>	<u>Number</u>	<u>Percent</u>
Overall quality of new residential development	33	8.19 %
Overall quality of new retail development (stores, restaurants, etc.)	49	12.16 %
Redevelopment of abandoned or under-utilized properties	81	20.10 %
Diversity of existing retail, restaurant and other commercial businesses	54	13.40 %
Efforts to attract new businesses to the community	101	25.06 %
None Chosen	85	21.09 %
Total	403	100.00 %

**Q9. Which TWO of the Development and Redevelopment activities listed above do you think are most important for the City to provide? (Sum of Top Two Choices)**

<u>Q9. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of new residential development	83	20.60 %
Overall quality of new retail development (stores, restaurants, etc.)	83	20.60 %
Redevelopment of abandoned or under-utilized properties	236	58.56 %
Diversity of existing retail, restaurant and other commercial businesses	75	18.61 %
Efforts to attract new businesses to the community	173	42.93 %
None Chosen	71	17.62 %
Total	721	

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. The visibility of police in neighborhoods	28.54%	40.69%	16.38%	6.95%	3.23%	4.22%
Q10b. The visibility of police in commercial/retail areas	27.05%	37.72%	18.11%	8.44%	2.23%	6.45%
Q10c. The City's efforts to prevent crime	18.61%	34.99%	20.84%	10.17%	4.71%	10.67%
Q10d. How quickly police respond to emergencies	35.98%	30.52%	10.42%	1.24%	1.24%	20.60%
Q10e. Enforcement of local traffic laws	19.85%	35.98%	21.84%	9.68%	5.96%	6.70%
Q10f. Police-related education programs	12.16%	15.63%	23.57%	2.98%	0.99%	44.67%
Q10g. Overall quality of police services	26.05%	41.69%	20.10%	4.22%	1.99%	5.96%
Q10h. How quickly fire personnel respond to emergencies	33.50%	21.59%	6.70%	0.00%	0.50%	37.72%
Q10i. Quality of the City's fire prevention programs	15.14%	16.87%	14.89%	0.99%	0.25%	51.86%
Q10j. Fire-related education programs	10.92%	9.93%	18.36%	1.49%	0.25%	59.06%
Q10k. Overall quality of local fire protection	27.05%	31.02%	7.94%	0.25%	0.50%	33.25%
Q10l. How quickly ambulance personnel respond to emergencies	31.27%	23.33%	5.71%	0.00%	0.74%	38.96%
Q10m. Overall quality of ambulance service	30.02%	23.33%	6.45%	0.25%	0.50%	39.45%

**WITHOUT DON'T KNOW**

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. The visibility of police in neighborhoods	29.79%	42.49%	17.10%	7.25%	3.37%
Q10b. The visibility of police in commercial/retail areas	28.91%	40.32%	19.36%	9.02%	2.39%
Q10c. The City's efforts to prevent crime	20.83%	39.17%	23.33%	11.39%	5.28%
Q10d. How quickly police respond to emergencies	45.31%	38.44%	13.13%	1.56%	1.56%
Q10e. Enforcement of local traffic laws	21.28%	38.56%	23.40%	10.37%	6.38%
Q10f. Police-related education programs	21.97%	28.25%	42.60%	5.38%	1.79%
Q10g. Overall quality of police services	27.70%	44.33%	21.37%	4.49%	2.11%
Q10h. How quickly fire personnel respond to emergencies	53.78%	34.66%	10.76%	0.00%	0.80%
Q10i. Quality of the City's fire prevention programs	31.44%	35.05%	30.93%	2.06%	0.52%
Q10j. Fire-related education programs	26.67%	24.24%	44.85%	3.64%	0.61%
Q10k. Overall quality of local fire protection	40.52%	46.47%	11.90%	0.37%	0.74%
Q10l. How quickly ambulance personnel respond to emergencies	51.22%	38.21%	9.35%	0.00%	1.22%
Q10m. Overall quality of ambulance service	49.59%	38.52%	10.66%	0.41%	0.82%

**Q11. Which FOUR of the Public Safety items listed above do you think are most important for the City to provide?**

<u>Q11. Most Important</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	122	30.27 %
The visibility of police in commercial/retail areas	17	4.22 %
The City's efforts to prevent crime	107	26.55 %
How quickly police respond to emergencies	43	10.67 %
Enforcement of local traffic laws	5	1.24 %
Police-related education programs	4	0.99 %
Overall quality of police services	30	7.44 %
How quickly fire personnel respond to emergencies	15	3.72 %
Quality of the City's fire prevention programs	1	0.25 %
Fire-related education programs	1	0.25 %
Overall quality of local fire protection	9	2.23 %
How quickly ambulance personnel respond to emergencies	12	2.98 %
Overall quality of ambulance service	5	1.24 %
<u>None Chosen</u>	<u>32</u>	<u>7.94 %</u>
Total	403	100.00 %

**Q11. Which FOUR of the Public Safety items listed above do you think are most important for the City to provide?**

<u>Q11. 2nd Most Important</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	34	8.44 %
The visibility of police in commercial/retail areas	72	17.87 %
The City's efforts to prevent crime	46	11.41 %
How quickly police respond to emergencies	78	19.35 %
Enforcement of local traffic laws	7	1.74 %
Police-related education programs	8	1.99 %
Overall quality of police services	23	5.71 %
How quickly fire personnel respond to emergencies	42	10.42 %
Quality of the City's fire prevention programs	4	0.99 %
Fire-related education programs	3	0.74 %
Overall quality of local fire protection	19	4.71 %
How quickly ambulance personnel respond to emergencies	19	4.71 %
Overall quality of ambulance service	11	2.73 %
<u>None Chosen</u>	<u>37</u>	<u>9.18 %</u>
Total	403	100.00 %

**Q11. Which FOUR of the Public Safety items listed above do you think are most important for the City to provide?**

<u>Q11. 3rd Most Important</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	37	9.18 %
The visibility of police in commercial/retail areas	31	7.69 %
The City's efforts to prevent crime	53	13.15 %
How quickly police respond to emergencies	38	9.43 %
Enforcement of local traffic laws	5	1.24 %
Police-related education programs	6	1.49 %
Overall quality of police services	21	5.21 %
How quickly fire personnel respond to emergencies	70	17.37 %
Quality of the City's fire prevention programs	6	1.49 %
Fire-related education programs	6	1.49 %
Overall quality of local fire protection	21	5.21 %
How quickly ambulance personnel respond to emergencies	46	11.41 %
Overall quality of ambulance service	20	4.96 %
None Chosen	43	10.67 %
Total	403	100.00 %

**Q11. Which FOUR of the Public Safety items listed above do you think are most important for the City to provide?**

<u>Q11. 4th Most Important</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	20	4.96 %
The visibility of police in commercial/retail areas	28	6.95 %
The City's efforts to prevent crime	27	6.70 %
How quickly police respond to emergencies	45	11.17 %
Enforcement of local traffic laws	11	2.73 %
Police-related education programs	4	0.99 %
Overall quality of police services	20	4.96 %
How quickly fire personnel respond to emergencies	51	12.66 %
Quality of the City's fire prevention programs	6	1.49 %
Fire-related education programs	2	0.50 %
Overall quality of local fire protection	26	6.45 %
How quickly ambulance personnel respond to emergencies	62	15.38 %
Overall quality of ambulance service	30	7.44 %
None Chosen	71	17.62 %
Total	403	100.00 %

**Q11. Which FOUR of the Public Safety items listed above do you think are most important for the City to provide? (Sum of Top Four Choices)**

<u>Q11. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	213	52.85 %
The visibility of police in commercial/retail areas	148	36.72 %
The City's efforts to prevent crime	233	57.82 %
How quickly police respond to emergencies	204	50.62 %
Enforcement of local traffic laws	28	6.95 %
Police-related education programs	22	5.46 %
Overall quality of police services	94	23.33 %
How quickly fire personnel respond to emergencies	178	44.17 %
Quality of the City's fire prevention programs	17	4.22 %
Fire-related education programs	12	2.98 %
Overall quality of local fire protection	75	18.61 %
How quickly ambulance personnel respond to emergencies	139	34.49 %
Overall quality of ambulance service	66	16.38 %
None Chosen	32	7.94 %
Total	1461	

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

(N=403)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q12a. In your neighborhood during the day	43.18%	44.17%	6.70%	3.72%	0.50%	1.74%
Q12b. In your neighborhood at night	14.89%	44.42%	20.10%	15.63%	3.47%	1.49%
Q12c. In City parks	9.18%	28.29%	27.54%	16.38%	5.46%	13.15%
Q12d. In commercial and retail areas during the day	34.49%	47.64%	11.66%	3.97%	0.50%	1.74%
Q12e. In commercial and retail areas at night	10.67%	34.74%	30.77%	14.39%	4.47%	4.96%
Q12f. Overall feeling of safety in Cleveland Heights	13.40%	47.39%	26.80%	8.44%	1.99%	1.99%

**WITHOUT DON'T KNOW**

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

(N=403)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q12a. In your neighborhood during the day	43.94%	44.95%	6.82%	3.79%	0.51%
Q12b. In your neighborhood at night	15.11%	45.09%	20.40%	15.87%	3.53%
Q12c. In City parks	10.57%	32.57%	31.71%	18.86%	6.29%
Q12d. In commercial and retail areas during the day	35.10%	48.48%	11.87%	4.04%	0.51%
Q12e. In commercial and retail areas at night	11.23%	36.55%	32.38%	15.14%	4.70%
Q12f. Overall feeling of safety in Cleveland Heights	13.67%	48.35%	27.34%	8.61%	2.03%

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Enforcing the clean-up of debris on private property	9.18%	31.76%	20.60%	14.39%	8.68%	15.38%
Q13b. Enforcing the mowing and cutting of weeds and tall grass on private property	8.19%	27.30%	22.58%	18.61%	9.18%	14.14%
Q13c. Enforcing snow removal on sidewalks	7.20%	19.60%	26.55%	19.11%	16.13%	11.41%
Q13d. Enforcing the exterior maintenance of residential property	8.44%	37.47%	22.33%	15.63%	7.94%	8.19%
Q13e. Enforcing the exterior maintenance of business property	8.68%	36.48%	26.55%	9.93%	3.23%	15.14%
Q13f. Overall quality of the building and permit process	7.69%	26.30%	23.33%	6.45%	4.47%	31.76%

**WITHOUT DON'T KNOW**

**Q13. CODE ENFORCEMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (Without "Don't Know")**

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Enforcing the clean-up of debris on private property	10.85%	37.54%	24.34%	17.01%	10.26%
Q13b. Enforcing the mowing and cutting of weeds and tall grass on private property	9.54%	31.79%	26.30%	21.68%	10.69%
Q13c. Enforcing snow removal on sidewalks	8.12%	22.13%	29.97%	21.57%	18.21%
Q13d. Enforcing the exterior maintenance of residential property	9.19%	40.81%	24.32%	17.03%	8.65%
Q13e. Enforcing the exterior maintenance of business property	10.23%	42.98%	31.29%	11.70%	3.80%
Q13f. Overall quality of the building and permit process	11.27%	38.55%	34.18%	9.45%	6.55%

**Q14. Which TWO of the Code Enforcement activities listed above do you think are most important for the City to provide?**

<u>Q14. Most Important</u>	<u>Number</u>	<u>Percent</u>
Enforcing the clean-up of debris on private property	122	30.27 %
Enforcing the mowing and cutting of weeds and tall grass on private property	29	7.20 %
Enforcing snow removal on sidewalks	44	10.92 %
Enforcing the exterior maintenance of residential property	103	25.56 %
Enforcing the exterior maintenance of business property	34	8.44 %
Overall quality of the building and permit process	23	5.71 %
None Chosen	48	11.91 %
Total	403	100.00 %

**Q14. Which TWO of the Code Enforcement activities listed above do you think are most important for the City to provide?**

<u>Q14. 2nd Most Important</u>	<u>Number</u>	<u>Percent</u>
Enforcing the clean-up of debris on private property	45	11.17 %
Enforcing the mowing and cutting of weeds and tall grass on private property	75	18.61 %
Enforcing snow removal on sidewalks	30	7.44 %
Enforcing the exterior maintenance of residential property	94	23.33 %
Enforcing the exterior maintenance of business property	83	20.60 %
Overall quality of the building and permit process	20	4.96 %
None Chosen	56	13.90 %
Total	403	100.00 %

**Q14. Which TWO of the Code Enforcement activities listed above do you think are most important for the City to provide? (Sum of Top Two Choices)**

<u>Q14. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing the clean-up of debris on private property	167	41.44 %
Enforcing the mowing and cutting of weeds and tall grass on private property	104	25.81 %
Enforcing snow removal on sidewalks	74	18.36 %
Enforcing the exterior maintenance of residential property	197	48.88 %
Enforcing the exterior maintenance of business property	117	29.03 %
Overall quality of the building and permit process	43	10.67 %
None Chosen	48	11.91 %
Total	750	

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Availability of public transportation	13.40%	28.78%	22.58%	9.43%	1.74%	24.07%
Q15b. Availability of bicycle lanes	9.18%	24.57%	27.79%	14.39%	4.22%	19.85%
Q15c. Condition of sidewalks in the City	11.17%	41.19%	29.53%	11.66%	2.98%	3.47%
Q15d. Convenience of parking in the City	13.40%	40.94%	21.09%	13.90%	6.20%	4.47%

**WITHOUT DON'T KNOW****Q15. TRANSPORTATION. How satisfied are you with the following aspects of transportation in the City of Cleveland Heights: (Without "Don't Know")**

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Availability of public transportation	17.65%	37.91%	29.74%	12.42%	2.29%
Q15b. Availability of bicycle lanes	11.46%	30.65%	34.67%	17.96%	5.26%
Q15c. Condition of sidewalks in the City	11.57%	42.67%	30.59%	12.08%	3.08%
Q15d. Convenience of parking in the City	14.03%	42.86%	22.08%	14.55%	6.49%

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Maintenance of major city streets	12.16%	33.75%	23.33%	18.36%	10.17%	2.23%
Q16b. Maintenance of streets in your neighborhood	11.41%	37.47%	23.82%	16.87%	7.69%	2.73%
Q16c. Snow removal on major City streets	21.59%	47.64%	18.86%	6.70%	1.99%	3.23%
Q16d. Snow removal on streets in your neighborhood	14.89%	38.71%	21.34%	15.14%	5.96%	3.97%
Q16e. Mowing and trimming along City streets and other public areas	16.63%	49.13%	22.58%	6.20%	1.49%	3.97%
Q16f. Overall cleanliness of city streets and other public areas	13.90%	47.89%	25.31%	7.69%	2.98%	2.23%
Q16g. Adequacy of city street lighting	17.62%	49.13%	21.09%	7.69%	1.74%	2.73%
Q16h. Tree trimming and urban forestry along City streets and other public areas	14.89%	43.67%	24.81%	6.70%	3.72%	6.20%

**WITHOUT DON'T KNOW**

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Maintenance of major city streets	12.44%	34.52%	23.86%	18.78%	10.41%
Q16b. Maintenance of streets in your neighborhood	11.73%	38.52%	24.49%	17.35%	7.91%
Q16c. Snow removal on major City streets	22.31%	49.23%	19.49%	6.92%	2.05%
Q16d. Snow removal on streets in your neighborhood	15.50%	40.31%	22.22%	15.76%	6.20%
Q16e. Mowing and trimming along City streets and other public areas	17.31%	51.16%	23.51%	6.46%	1.55%
Q16f. Overall cleanliness of city streets and other public areas	14.21%	48.98%	25.89%	7.87%	3.05%
Q16g. Adequacy of city street lighting	18.11%	50.51%	21.68%	7.91%	1.79%
Q16h. Tree trimming and urban forestry along City streets and other public areas	15.87%	46.56%	26.46%	7.14%	3.97%

**Q17. Which THREE of the City Maintenance services listed above do you think do you think are most important for the City to provide?**

Q17. Most Important	Number	Percent
Maintenance of major city streets	218	54.09 %
Maintenance of streets in your neighborhood	24	5.96 %
Snow removal on major City streets	68	16.87 %
Snow removal on streets in your neighborhood	11	2.73 %
Mowing and trimming along City streets and other public areas	1	0.25 %
Overall cleanliness of city streets and other public areas	22	5.46 %
Adequacy of city street lighting	21	5.21 %
Tree trimming and urban forestry along City streets and other public areas	12	2.98 %
None Chosen	26	6.45 %
Total	403	100.00 %

**Q17. Which THREE of the City Maintenance services listed above do you think do you think are most important for the City to provide?**

Q17. 2nd Most Important	Number	Percent
Maintenance of major city streets	42	10.42 %
Maintenance of streets in your neighborhood	99	24.57 %
Snow removal on major City streets	104	25.81 %
Snow removal on streets in your neighborhood	46	11.41 %
Mowing and trimming along City streets and other public areas	15	3.72 %
Overall cleanliness of city streets and other public areas	36	8.93 %
Adequacy of city street lighting	21	5.21 %
Tree trimming and urban forestry along City streets and other public areas	10	2.48 %
None Chosen	30	7.44 %
Total	403	100.00 %

**Q17. Which THREE of the City Maintenance services listed above do you think do you think are most important for the City to provide?**

Q17. 3rd Most Important	Number	Percent
Maintenance of major city streets	36	8.93 %
Maintenance of streets in your neighborhood	34	8.44 %
Snow removal on major City streets	69	17.12 %
Snow removal on streets in your neighborhood	42	10.42 %
Mowing and trimming along City streets and other public areas	13	3.23 %
Overall cleanliness of city streets and other public areas	92	22.83 %
Adequacy of city street lighting	53	13.15 %
Tree trimming and urban forestry along City streets and other public areas	16	3.97 %
None Chosen	48	11.91 %
Total	403	100.00 %

**Q17. Which THREE of the City Maintenance services listed above do you think do you think are most important for the City to provide? (Sum of Top Three Choices)**

<u>Q17. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major city streets	296	73.45 %
Maintenance of streets in your neighborhood	157	38.96 %
Snow removal on major City streets	241	59.80 %
Snow removal on streets in your neighborhood	99	24.57 %
Mowing and trimming along City streets and other public areas	29	7.20 %
Overall cleanliness of city streets and other public areas	150	37.22 %
Adequacy of city street lighting	95	23.57 %
Tree trimming and urban forestry along City streets and other public areas	38	9.43 %
None Chosen	26	6.45 %
Total	1131	

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

<u>Q18a. Have you visited a Cleveland Heights City park during the past 12 months?</u>	<u>Number</u>	<u>Percent</u>
Yes	280	69.48 %
No	119	29.53 %
Don't Know	4	0.99 %
Total	403	100.00 %

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

<u>Q18b. Have you visited the Cleveland Heights Community Center during the past 12 months?</u>	<u>Number</u>	<u>Percent</u>
Yes	207	51.36 %
No	192	47.64 %
Don't Know	4	0.99 %
Total	403	100.00 %

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

Q18c. Have you participated in any Parks and Recreation programs offered by the City during the past 12 months?

	Number	Percent
Yes	123	30.52 %
No	275	68.24 %
Don't Know	5	1.24 %
Total	403	100.00 %

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a. Maintenance of city parks	19.85%	46.40%	12.66%	2.73%	1.49%	16.87%
Q19b. Number of city parks	20.35%	37.47%	18.86%	5.21%	0.74%	17.37%
Q19c. Number of walking and biking trails	14.89%	30.52%	21.84%	9.18%	1.99%	21.59%
Q19d. Cumberland Pool and programs	14.64%	19.60%	15.63%	1.99%	1.99%	46.15%
Q19e. Quality of outdoor athletic fields	11.41%	24.07%	15.38%	1.24%	0.74%	47.15%
Q19f. Youth recreation opportunities	13.90%	22.83%	14.89%	1.99%	1.74%	44.67%
Q19g. Adult recreation opportunities	15.38%	32.01%	15.38%	2.48%	1.24%	33.50%
Q19h. Senior recreation opportunities	15.88%	26.55%	14.14%	1.24%	0.99%	41.19%
Q19i. The city's youth athletic programs	11.17%	16.87%	15.38%	2.48%	0.50%	53.60%
Q19j. The city's adult athletic programs	10.42%	19.35%	14.64%	1.49%	0.99%	53.10%
Q19k. Maintenance and appearance of the Community Center	28.54%	35.98%	9.68%	0.74%	0.99%	24.07%
Q19l. Programs and activities offered at the Community Center	17.87%	33.50%	14.64%	1.74%	1.74%	30.52%
Q19m. Quality of instructors and coaches recreation programs	10.92%	16.63%	16.63%	1.24%	0.25%	54.34%
Q19n. Ease of registering for programs	18.86%	26.80%	12.90%	1.74%	0.00%	39.70%
Q19o. Fees charged for recreation programs	15.38%	23.57%	17.87%	5.96%	2.73%	34.49%

**WITHOUT DON'T KNOW****Q19. How satisfied are you with the following aspects of Parks and Recreation in the City of Cleveland Heights: (Without "Don't Know")**

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a. Maintenance of city parks	23.88%	55.82%	15.22%	3.28%	1.79%
Q19b. Number of city parks	24.62%	45.35%	22.82%	6.31%	0.90%
Q19c. Number of walking and biking trails	18.99%	38.92%	27.85%	11.71%	2.53%
Q19d. Cumberland Pool and programs	27.19%	36.41%	29.03%	3.69%	3.69%
Q19e. Quality of outdoor athletic fields	21.60%	45.54%	29.11%	2.35%	1.41%
Q19f. Youth recreation opportunities	25.11%	41.26%	26.91%	3.59%	3.14%
Q19g. Adult recreation opportunities	23.13%	48.13%	23.13%	3.73%	1.87%
Q19h. Senior recreation opportunities	27.00%	45.15%	24.05%	2.11%	1.69%
Q19i. The city's youth athletic programs	24.06%	36.36%	33.16%	5.35%	1.07%
Q19j. The city's adult athletic programs	22.22%	41.27%	31.22%	3.17%	2.12%
Q19k. Maintenance and appearance of the Community Center	37.58%	47.39%	12.75%	0.98%	1.31%
Q19l. Programs and activities offered at the Community Center	25.71%	48.21%	21.07%	2.50%	2.50%
Q19m. Quality of instructors and coaches recreation programs	23.91%	36.41%	36.41%	2.72%	0.54%
Q19n. Ease of registering for programs	31.28%	44.44%	21.40%	2.88%	0.00%
Q19o. Fees charged for recreation programs	23.48%	35.98%	27.27%	9.09%	4.17%

**Q20. Which THREE of the Parks and Recreation services listed above do you think are most important for the City to provide?**

<u>Q20. Most Important</u>	<u>Number</u>	<u>Percent</u>
Maintenance of city parks	194	48.14 %
Number of city parks	10	2.48 %
Number of walking and biking trails	23	5.71 %
Cumberland Pool and programs	14	3.47 %
Quality of outdoor athletic fields	3	0.74 %
Youth recreation opportunities	26	6.45 %
Adult recreation opportunities	3	0.74 %
Senior recreation opportunities	22	5.46 %
The city's youth athletic programs	8	1.99 %
Maintenance and appearance of the Community Center	11	2.73 %
Programs and activities offered at the Community Center	11	2.73 %
Quality of instructors and coaches recreation programs	1	0.25 %
Ease of registering for programs	1	0.25 %
Fees charged for recreation programs	15	3.72 %
None Chosen	61	15.14 %
Total	403	100.00 %

**Q20. Which THREE of the Parks and Recreation services listed above do you think are most important for the City to provide?**

<u>Q20. 2nd Most Important</u>	<u>Number</u>	<u>Percent</u>
Maintenance of city parks	37	9.18 %
Number of city parks	25	6.20 %
Number of walking and biking trails	46	11.41 %
Cumberland Pool and programs	32	7.94 %
Quality of outdoor athletic fields	12	2.98 %
Youth recreation opportunities	51	12.66 %
Adult recreation opportunities	15	3.72 %
Senior recreation opportunities	17	4.22 %
The city's youth athletic programs	25	6.20 %
Maintenance and appearance of the Community Center	35	8.68 %
Programs and activities offered at the Community Center	18	4.47 %
Quality of instructors and coaches recreation programs	6	1.49 %
Ease of registering for programs	7	1.74 %
Fees charged for recreation programs	6	1.49 %
None Chosen	71	17.62 %
Total	403	100.00 %

**Q20. Which THREE of the Parks and Recreation services listed above do you think are most important for the City to provide?**

<u>Q20. 3rd Most Important</u>	<u>Number</u>	<u>Percent</u>
Maintenance of city parks	25	6.20 %
Number of city parks	16	3.97 %
Number of walking and biking trails	35	8.68 %
Cumberland Pool and programs	23	5.71 %
Quality of outdoor athletic fields	10	2.48 %
Youth recreation opportunities	29	7.20 %
Adult recreation opportunities	13	3.23 %
Senior recreation opportunities	27	6.70 %
The city's youth athletic programs	21	5.21 %
The city's adult athletic programs	5	1.24 %
Maintenance and appearance of the Community Center	23	5.71 %
Programs and activities offered at the Community Center	52	12.90 %
Quality of instructors and coaches recreation programs	10	2.48 %
Ease of registering for programs	7	1.74 %
Fees charged for recreation programs	21	5.21 %
<u>None Chosen</u>	<u>86</u>	<u>21.34 %</u>
Total	403	100.00 %

**Q20. Which THREE of the Parks and Recreation services listed above do you think are most important for the City to provide? (Sum of Top Three Choices)**

<u>Q20. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of city parks	256	63.52 %
Number of city parks	51	12.66 %
Number of walking and biking trails	104	25.81 %
Cumberland Pool and programs	69	17.12 %
Quality of outdoor athletic fields	25	6.20 %
Youth recreation opportunities	106	26.30 %
Adult recreation opportunities	31	7.69 %
Senior recreation opportunities	66	16.38 %
The city's youth athletic programs	54	13.40 %
The city's adult athletic programs	5	1.24 %
Maintenance and appearance of the Community Center	69	17.12 %
Programs and activities offered at the Community Center	81	20.10 %
Quality of instructors and coaches recreation programs	17	4.22 %
Ease of registering for programs	15	3.72 %
Fees charged for recreation programs	42	10.42 %
<u>None Chosen</u>	<u>61</u>	<u>15.14 %</u>
Total	1052	

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

Q21 Suggestion	Suggestion 2
A CLASS ON GEOCACHING	ADD MORE PARKS
A SIGNIFICANT COST SAVINGS TO USE FACILITIES PROGRAMS!	MORE VOLLEYBALL OR BADMINTON
ADD INDOOR POOL TO COMMUNITY CENTER!	---
ADDITIONAL YOUTH PROGRAMS	---
ALL YEAR CLEANUP SERVICE BY STUDENTS OLD ENOUGH TO WORK	CAMERAS OUTSIDE BUSINESS, INSIDE PARKS/PLAY AREAS
ARCHERY RANGE (INDOOR OR OUT) PLEASE	RAD - OR MORE SELF DEFENSE
ART SHOWS	MUSIC
BACKBOARD FOR HITTING TENNIS BALLS	REC CENTER EMPLOYEES SMILE MORE AND BE MORE GRACIOUS
BASEBALL/SOFTBALL FOR YOUTH/ADULTS	SWIM TEAMS
BENCHES IN CAIN PARK PLAYGROUND AREA FOR CAREGIVERS	---
BETTER WALKING AREAS	---
BICYCLE ROUTES	---
BOCCE	---
BOWLING ALLEY	---
BUILD AN INDOOR POOL AT COMMUNITY CENTER	OFFER ARTHRITIS FOUNDATION WATER EXERCISE CLASS
BUS SERVICE FOR WHEELCHAIR PATIENTS	---
CITY GARDEN	---
CITY GARDENS	INDOOR POOL
CITY OWNED INDOOR POOL	---
COMMUNITY CENTER SHOULD HAVE HAD AN INDOOR POOL	---
COMMUNITY FESTIVALS	COVENTRY FAIR WHEN THEY BLOCKED WHOLE STREET
CROSSFIT	---
DEDICATED BIKE LANES/PATHS	---
DOG PARK	---
DOG PARK	---
DOG PARK	WATER SLIDES
DOG PARK	ALLOW DOGS IN PARKS
DOG PARK - FENCED AREA	---
EDUCATION PROGRAM	---
ELIMINATE ONE SKATING RINK	BUILD A POOL
EXTENDED HOURS AFTER SCHOOL AND WEEKENDS	CO-ORDINATE W/P.A.L.
GROUP RUNS OR WALKS	---
HOPING THAT HS PROVIDES QUAL ACCESSIBLE INDOOR SWIMMING	---
INDOOR, YEAR-ROUND SWIMMING POOL	INDOOR, YEAR-ROUND SWIMMING POOL
INDOOR BASKETBALL AND OTHER SPORTS IN WINTER FOR KIDS	YEAR-ROUND LAP SWIMMING FACILITY
INDOOR POOL	---
INDOOR POOL	BOWLING ALLEY
INDOOR POOL	---
INDOOR POOL (OTHER THAN HTS HIGH)	MORE DAYTIME FITNESS FOR ADULTS (YOGA, ZUMBA, AEROBIC)
INDOOR POOL - YEAR ROUND	ALLOWING DOGS IN ALL AREAS OF THE PARKS
INDOOR POOL AT REC CENTER	---
INDOOR POOL NOT JUST HS SHARE	---
INDOOR SOCCER/FUTSAL	---
INDOOR SWIMMING	INDOOR TENNIS
INDOOR SWIMMING	ADULT EXERCISE PROGRAMS
INDOOR SWIMMING	---
INDOOR SWIMMING POOL	---

## 2014 City of Cleveland Heights Community Survey: Final Report

INDOOR SWIMMING POOL	---
INDOOR SWIMMING POOL	DOG PARK
INDOOR SWIMMING POOL	---
INDOOR SWIMMING POOL (NOT AT HIGH SCHOOL)	---
INDOOR SWIMMING POOL REC CENTER	---
INDOOR THEATER	---
INFANT PARKS	COFFEE SHOPS
INSIDE SWIM POOL	---
JOB TRAINING PROGRAM FOR YOUNG ADULT	RECYCLE BINS LIKE OTHER CITIES HAVE
LARGE INDOOR POOLS	DITTO
MARKSMANSHIP	ARCHERY
MORE ADULT RECREATION ACTIVITIES	SAFETY OF CAIN PARK DURING THE DAY
MORE AUTHORITY PRESENCE	BETTER CLEANUP
MORE BIKE PATHS	A MORE COMPREHENSIVE INDOOR SWIMMING POOL
MORE FOR SENIORS	EVENING HOURS
MORE FREE HEALTH EXERCISE	GETTING YOUNG PEOPLE WHAT THEY WANT AND NEED
MORE INDOOR BASKETBALL PROGRAMS	INDOOR SWIMMING OTHER THAN HIGH SCHOOL
MORE POCKET PARKS BUT ONLY IF MAINTAINED&SAFETY ENSURED	---
MORE POOLS	---
MORE SENIOR PROGRAMS	---
MORE SR PROGRAMS	---
MORE THINGS AT CAIN PARK	---
MORE YOUTH SOCCER	---
OPEN UP THE OTHER POOL	---
OUTDOOR POOL	---
PARK @ LEE MEADOWBROOK DOG PARK	BETTER AQUATIC FACILITY
PARK ON LEE RD - HONOR MR. BRENNAN	INDOOR SWIMMING POOL OTHER THAQN AT THE HIGH SCHOOL
PLAYGROUND AT HORSESHOE LAKE	---
POCKET PARKS	---
POLICE SUPERVISED YOUTH BBALL COURTS	---
PROTECTED BIKE PATHS	BIKE SAFETY RULES THAT ARE ENFORCED
RE-EVALUATE/REBUILD YOUTH SOCCER PROGRAM	RE-EVALUATE/REBUILD YOUTH FOOTBALL PROGRAM
RE-OPEN PARKS AT DENISON	RE-OPEN POOLS AT DENISON PARK
RENOVATE MILL	PLANT TREES AND REPLACE AGING TREES IN PARKS
ROCK WALL	SELF-DEFENSE
ROLLER BLADING	DISK GOLF
SAFE AREAS W/O FEAR OF BEING MUGGED, ASSAULTED OR SHOT!	---
SAFE CYCLING	---
SEE SEL COURSE OFFERINGS	---
SENIOR OPPORTUNITIES	REGISTERING FOR PROGRAMS
SENIOR OUTING W/TRANSPORTATION PROVIDED	WATER PARK IN CAIN
SENIOR WATER PROGRAMS	---
SKATE PARK?	DOG PARKS ON VACANT LOTS
SMALL NEIGHBORHOOD PARK AREAS	---
SNOW REMOVAL FOR SENIORS	LAWN MOWING FOR SENIORS
SUMMER DRAMA PROGRAMS FOR YOUTH	---
SUSTAINABLE PRACTICES	GARDENING
TAKE OVER ALL OF FH PARK OR GIVE IT TO METROPARKS	---
TENNIS INSTRUCTION	INDOOR POOL
WALK/RUN	COMMUNITY COOK-OUT
WALKING CLUB	---
WALKING TOURS	SHORT RUNS/HALF-MARATHONS?
WARM SWIMMING POOL	BETTER SENIOR TRANSPORT
WE NEED MORE PICNIC AREAS	INDOOR POOL-NOT AT THE HS. GET RID OF ONE OF THE ICE RINKS
WINTER POOL	BIGGER INDOOR TRACK
WINTER SWIM TEAM FOR YOUTH	MORE INDOOR SWIM CLASSES
WOMAN'S CURLING	---
YEAR ROUND POOL HOUSE	---
YEAR ROUND SWIMMING CH HIGH	---
YEAR ROUND SWIMMING LESSONS	MORE PROGRAMS FOR YOUNG CHILDREN

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

Q22. Have you attended a concert or show at Cain Park during the last 12 months?	Number	Percent
Yes	189	46.90 %
No	214	53.10 %
Total	403	100.00 %

**Q22a-f. 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=189)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q22a. Overall quality of the facility	43.39%	37.57%	6.88%	1.59%	0.00%	10.58%
Q22b. Overall quality of shows and events	44.44%	32.28%	7.94%	4.23%	1.06%	10.05%
Q22c. Variety of shows and events	39.15%	31.75%	11.64%	5.29%	1.06%	11.11%
Q22d. Affordability of shows and events	24.87%	36.51%	16.40%	8.47%	3.17%	10.58%
Q22e. Ease of purchasing tickets for shows and events	28.57%	36.51%	15.34%	6.35%	2.12%	11.11%
Q22f. Overall quality of concessions	18.52%	28.04%	19.05%	3.17%	2.12%	29.10%

**WITHOUT DON'T KNOW**

**Q22a-f. 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=189)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q22a. Overall quality of the facility	48.52%	42.01%	7.69%	1.78%	0.00%
Q22b. Overall quality of shows and events	49.41%	35.88%	8.82%	4.71%	1.18%
Q22c. Variety of shows and events	44.05%	35.71%	13.10%	5.95%	1.19%
Q22d. Affordability of shows and events	27.81%	40.83%	18.34%	9.47%	3.55%
Q22e. Ease of purchasing tickets for shows and events	32.14%	41.07%	17.26%	7.14%	2.38%
Q22f. Overall quality of concessions	26.12%	39.55%	26.87%	4.48%	2.99%

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

Q23. Which of the following sources do you currently use to get information about City of Cleveland Heights?	Number	Percent
City Focus Magazine	270	67.00 %
City E-Newsletter	58	14.39 %
City Website	179	44.42 %
City Facebook or Twitter	38	9.43 %
City Cable Channel	31	7.69 %
Plain Dealer/Sun Press	210	52.11 %
cleveland.com	108	26.80 %
Heights Observer	206	51.12 %
Other	45	11.17 %
None Chosen	17	4.22 %
Total	1162	

**Q23. Other**

Q23 Other

CALL CITY HALL	NEXT DOOR NEIGHBOR/ONLINE COM
CHPD FACEBOOK/POLICE REPORTS	NEXTDOOR
CITY FLIERS	OBSERVATION; LISTEN TO PEOPLE
CITY WEB APP	PATCH
CLEVELAND HTS POLICE WEBSITE	PATCH
COUNCIL MEETING	PATCH
COUNCILMAN JEFF	PATCH.COM/NEXTDOOR.COM
EMAIL LETTERS	POLICE FB
FRIENDS/WORD OF MOUTH	READY NOTIFY MOBILE APP
FUTURE HEIGHTS NEWSLETTER	SENIOR CENTER
LIBRARY & COMMUNITY CENTER	SUN PRESS
MAGNET	UNIVERSITY HTS CITY NEWSPAPER
MAIL	UTILITY BILL
MY BARBER	WALK A ROUND
NEIGHBOR-TO-NEIGHBOR WEBSITE	WATER BILL
NEIGHBORHOOD WEBSITE	WATER BILL NOTES
NEIGHBORS	WATER/SEWER BILLS
NEW APP	WORD OF MOUTH
NEWS	WORD OF MOUTH
NEWS	WORD OF MOUTH
NEWSLETTER	WORD OF MOUTH/WATER BILL

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

Q24. Which of the following do you currently use at home?	Number	Percent
Facebook	212	52.61 %
You Tube	167	41.44 %
Twitter	59	14.64 %
Text Messaging	245	60.79 %
E-mail	338	83.87 %
Internet	337	83.62 %
Other	27	6.70 %
None	43	10.67 %
Total	1428	

**Q24. Other**

- Q24-Other
- CABLE
  - CITY WEB APP
  - INSTAGRAM
  - INSTAGRAM
  - INSTAGRAM
  - LOCAL NEWSPAPER
  - LOTS!
  - NEWSPAPER
  - NEWSPAPER/TV
  - NEXTDOOR MEADOWBROOK
  - PHONE
  - PHONE
  - PHONE/SNAIL MAIL
  - PINTEREST
  - REDDIT
  - REDDIT
  - SKYPE;IMESSAGE
  - TELEPHONE
  - TELEPHONE
  - TV
  - TV/RADIO
  - USE LIBRARY COMPUTER
  - VOICE
  - WATER BILL
  - WRITE LETTERS

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q25a. The availability of information about City programs and services	24.57%	42.43%	19.60%	5.21%	1.74%	6.45%
Q25b. City efforts to keep you informed about local issues	18.61%	36.97%	22.33%	11.41%	2.98%	7.69%
Q25c. The level of public involvement in local decision making	10.17%	24.57%	31.51%	14.14%	4.47%	15.14%
Q25d. The level of public involvement in the City's budget process	5.96%	13.65%	29.03%	13.90%	6.45%	31.02%
Q25e. The quality of programming on the City's cable television channel	4.71%	10.17%	19.35%	4.96%	2.98%	57.82%
Q25f. The usefulness of the City's web page	9.43%	32.51%	23.57%	3.97%	1.49%	29.03%
Q25g. The usefulness of the Focus Magazine	25.56%	37.22%	18.86%	2.23%	1.24%	14.89%

**WITHOUT DON'T KNOW**

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

(N=403)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q25a. The availability of information about City programs and services	26.26%	45.36%	20.95%	5.57%	1.86%
Q25b. City efforts to keep you informed about local issues	20.16%	40.05%	24.19%	12.37%	3.23%
Q25c. The level of public involvement in local decision making	11.99%	28.95%	37.13%	16.67%	5.26%
Q25d. The level of public involvement in the City's budget process	8.63%	19.78%	42.09%	20.14%	9.35%
Q25e. The quality of programming on the City's cable television channel	11.18%	24.12%	45.88%	11.76%	7.06%
Q25f. The usefulness of the City's web page	13.29%	45.80%	33.22%	5.59%	2.10%
Q25g. The usefulness of the Focus Magazine	30.03%	43.73%	22.16%	2.62%	1.46%

**Q26. MAINTAINING CURRENT SERVICE LEVELS. Using a scale of 1 to 5, where 5 means "Very Willing" and 1 means "Not Willing At All," please rate your willingness to pay an increase in City taxes and/or fees to maintain current levels of service in the following areas:**

(N=403)

	Very Willing	Willing	Neutral/ undecided	Not Willing	Not willing at all	Don't Know
Q26a. Police service	26.30%	22.33%	15.63%	13.65%	17.62%	4.47%
Q26b. Fire/EMS service	23.57%	23.57%	17.87%	13.40%	15.63%	5.96%
Q26c. City infrastructure maintenance (streets, sewer lines, water lines, buildings, and facilities)	20.10%	26.05%	19.85%	11.91%	16.63%	5.46%
Q26d. Parks, recreation, and cultural amenities	15.14%	22.58%	21.84%	17.62%	17.87%	4.96%
Q26e. Solid waste service (trash, recycling, yard waste)	16.87%	22.08%	23.33%	15.38%	16.87%	5.46%

**WITHOUT DON'T KNOW**

**Q26. MAINTAINING CURRENT SERVICE LEVELS. Using a scale of 1 to 5, where 5 means "Very Willing" and 1 means "Not Willing At All," please rate your willingness to pay an increase in City taxes and/or fees to maintain current levels of service in the following areas: (Without "Don't Know")**

(N=403)

	Very Willing	Willing	Neutral/ undecided	Not Willing	Not willing at all
Q26a. Police service	26.30%	22.33%	20.10%	13.65%	17.62%
Q26b. Fire/EMS service	23.57%	23.57%	23.82%	13.40%	15.63%
Q26c. City infrastructure maintenance (streets, sewer lines, water lines, buildings, and facilities)	20.10%	26.05%	25.31%	11.91%	16.63%
Q26d. Parks, recreation, and cultural amenities	15.14%	22.58%	26.80%	17.62%	17.87%
Q26e. Solid waste service (trash, recycling, yard waste)	16.87%	22.08%	28.78%	15.38%	16.87%

**Q27. Which THREE of the following community issues do you think should be the City's top priorities over the next TWO years?**

Q27. Which THREE of the following community issues do you think should be the City's top priorities over the next TWO years?

	Number	Percent
Neighborhood Revitalization	207	51.36 %
Public Safety	298	73.95 %
Environmental Stewardship	48	11.91 %
Infrastructure Maintenance	154	38.21 %
Youth Outreach	83	20.60 %
Housing Development	58	14.39 %
Retail/Commercial District Revitalization	134	33.25 %
Business Development	105	26.05 %
Improve Recreational/Cultural Amenities	39	9.68 %
Other	27	6.70 %
None Chosen	12	2.98 %
Total	1165	

**Q27. Other**

Q27\_Other

#21

- ACADEMIC EXCELLENCE
- ADDRESS CRIME AREAS IN CH
- BETTER BUDGETING CITY FUNDS
- BRINGING IN NEW INTERNET/CABLE
- CITY CORRUPTION
- CODE ENFORCEMENT
- DEER POPULATION
- ENFORCE HOUSING RULES
- EVICITION COURT
- HELP FOR ELDERLY & HOMEBOUND
- IMPROVEMENT OF SCHOOLS
- LEARN TO BUDGET THEIR MONEY
- LOWER RENTERS IN CLEVELAND HTS
- LOWER TAXES,IMPROVE SCHOOL SYS
- RAISE EMPTYHOUSES NOTUPTO CODE
- REDEVLPMNT OF EXISTING HOUSES
- REDUCE TAXES/FEES
- SAFETY DIRECTOR
- SALT THE STREETS
- SCHOOLS! JOBS!
- SENIOR HOUSING AND TRANSPORT
- SEWERS - STORM MAINTENANCE
- TREE TRIMMING
- WASTE SERVICES

**Q28. Which of the following best describes your race/ethnicity?**

Q28. Which of the following best describes your race/ ethnicity?	Number	Percent
Asian/Pacific Islander	17	4.22 %
Black/African American	170	42.18 %
White/Caucasian	212	52.61 %
Hispanic	9	2.23 %
American Indian/Eskimo	3	0.74 %
Other	1	0.25 %
Not Provided	3	0.74 %
Total	415	

**Q29. How many (counting yourself) people in your household are?**

	Mean	Sum
number	2.26	900
Q29 Under age 10	0.24	95
Ages 10-19	0.23	90
Ages 20-34	0.54	213
Ages 35-54	0.50	198
Ages 55-74	0.55	218
Ages 75+	0.22	86

**Q30. Do you own or rent your home?**

Q30. Do you own or rent your home?	Number	Percent
Rent	140	34.74 %
Own	256	63.52 %
Not provided	7	1.74 %
Total	403	100.00 %

**Q31. Approximately how many years have you lived in the City of Cleveland Heights?**

Q31. Approximately how many years have you lived in the City of Cleveland Heights?	Number	Percent
Under 5	59	14.6 %
5 to 14	72	17.9 %
15 to 24	79	19.6 %
25 to 34	76	18.9 %
35+	112	27.8 %
Not Provided	5	1.2 %
Total	403	100.0 %

**Q32. Your gender:**

Q32. Your gender:	Number	Percent
Male	196	48.64 %
Female	207	51.36 %
Total	403	100.00 %

***Section 5:  
Survey Instrument***

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## 2014 Cleveland Heights Resident Survey

Dear Fellow Cleveland Heights Resident,

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

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

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

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

Sincerely,

A handwritten signature in black ink that reads "Dennis R. Wilcox". The signature is written in a cursive style with a large, looping initial "D".

Dennis R. Wilcox  
Mayor



# 2014 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 citizens in long-range planning and improving the quality of city services. If you have questions, please call Judy Hayes at (216) 291-3737. **THANK YOU!**

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

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

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

1<sup>st</sup>: \_\_\_\_ 2<sup>nd</sup>: \_\_\_\_ 3<sup>rd</sup>: \_\_\_\_

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

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

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

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

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

\_\_\_(1) Yes [answer Question 5a-c]                      \_\_\_(2) No [go to Question 6]

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

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

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

\_\_\_(1) Very Easy                      \_\_\_(3) Difficult                      \_\_\_(9) Don't know  
 \_\_\_(2) Somewhat Easy                      \_\_\_(4) Very Difficult

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

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

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

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

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

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

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

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

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

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

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

Public Safety		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The visibility of police in neighborhoods	5	4	3	2	1	9
B.	The visibility of police in commercial/retail areas	5	4	3	2	1	9
C.	The City's efforts to prevent crime	5	4	3	2	1	9
D.	How quickly police respond to emergencies	5	4	3	2	1	9
E.	Enforcement of local traffic laws	5	4	3	2	1	9
F.	Police-related education programs	5	4	3	2	1	9
G.	Overall quality of police services	5	4	3	2	1	9
H.	How quickly fire personnel respond to emergencies	5	4	3	2	1	9
I.	Quality of the City's fire prevention programs	5	4	3	2	1	9
J.	Fire-related education programs	5	4	3	2	1	9
K.	Overall quality of local fire protection	5	4	3	2	1	9
L.	How quickly ambulance personnel respond to emergencies	5	4	3	2	1	9
M.	Overall quality of ambulance service	5	4	3	2	1	9

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

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

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

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

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

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

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

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

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

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

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

City Maintenance	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of major city streets	5	4	3	2	1	9
B. Maintenance of streets in your neighborhood	5	4	3	2	1	9
C. Snow removal on major City streets	5	4	3	2	1	9
D. Snow removal on streets in your neighborhood	5	4	3	2	1	9
E. Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
F. Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
G. Adequacy of city street lighting	5	4	3	2	1	9
H. Tree trimming and urban forestry along City streets and other public areas	5	4	3	2	1	9

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

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

18. **PARKS AND RECREATION**

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

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

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

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

Parks and Recreation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of city parks	5	4	3	2	1	9
B. Number of city parks	5	4	3	2	1	9
C. Number of walking and biking trails	5	4	3	2	1	9
D. Cumberland Pool and programs	5	4	3	2	1	9
E. Quality of outdoor athletic fields	5	4	3	2	1	9
F. Youth recreation opportunities	5	4	3	2	1	9
G. Adult recreation opportunities	5	4	3	2	1	9
H. Senior recreation opportunities	5	4	3	2	1	9
I. The city's youth athletic programs	5	4	3	2	1	9
J. The city's adult athletic programs	5	4	3	2	1	9
K. Maintenance and appearance of the Community Center	5	4	3	2	1	9
L. Programs and activities offered at the Community Center	5	4	3	2	1	9
M. Quality of instructors and coaches recreation programs	5	4	3	2	1	9
N. Ease of registering for programs	5	4	3	2	1	9
O. Fees charged for recreation programs	5	4	3	2	1	9

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

1<sup>st</sup>: \_\_\_\_ 2<sup>nd</sup>: \_\_\_\_ 3<sup>rd</sup>: \_\_\_\_

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

1<sup>st</sup> suggestion: \_\_\_\_\_ 2<sup>nd</sup> suggestion: \_\_\_\_\_

**22. CAIN PARK**

Have you or other members of your household attended a concert or show at Cain Park during the last 12 months? \_\_\_\_ (1) Yes [answer A-F below] \_\_\_\_ (2) No [go to Question 23]

[Only if YES ] 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
A. Overall quality of the facility	5	4	3	2	1	9
B. Overall quality of shows and events	5	4	3	2	1	9
C. Variety of shows and events	5	4	3	2	1	9
D. Affordability of shows and events	5	4	3	2	1	9
E. Ease of purchasing tickets for shows and events	5	4	3	2	1	9
F. Overall quality of concessions	5	4	3	2	1	9

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

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

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

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

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

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

26. **MAINTAINING CURRENT SERVICE LEVELS.** Using a scale of 1 to 5, where 5 means "Very Willing" and 1 means "Not Willing At All," please rate your willingness to pay an increase in City taxes and/or fees to maintain current levels of service in the following areas:

Public Services	Very Willing	Willing	Neutral	Not Willing	Not Willing at All	Don't Know
A. Police service	5	4	3	2	1	9
B. Fire/EMS service	5	4	3	2	1	9
C. City infrastructure maintenance (streets, sewer lines, water lines, buildings, and facilities)	5	4	3	2	1	9
D. Parks, recreation, and cultural amenities	5	4	3	2	1	9
E. Solid waste service (trash, recycling, yard waste)	5	4	3	2	1	9

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

- (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: \_\_\_\_\_

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

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

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

Under age 10 \_\_\_\_\_

Ages 20-34 \_\_\_\_\_

Ages 55-74 \_\_\_\_\_

Ages 10-19 \_\_\_\_\_

Ages 35-54 \_\_\_\_\_

Ages 75+ \_\_\_\_\_

30. Do you own or rent your home? \_\_\_\_\_(1) Rent \_\_\_\_\_(2) Own

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

32. Your gender: \_\_\_\_\_(1) Male \_\_\_\_\_(2) Female

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

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

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

Phone: \_\_\_\_\_

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

**This concludes the survey. Thank you for your time!**

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information to the right will ONLY be used to help identify which printed areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.