

2020 Community Survey

City of Cleveland Heights, OH



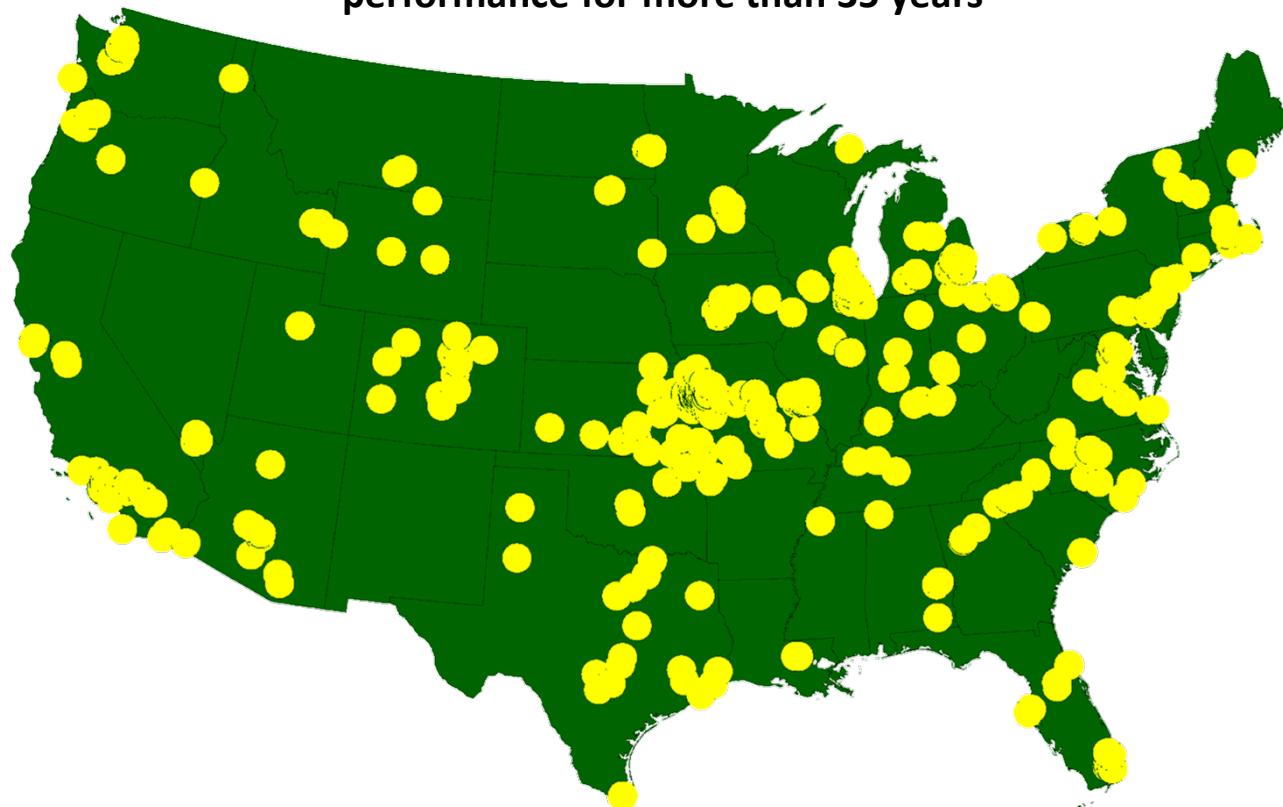
Presented by



October 2020

A National Leader in Market Research for Local Governmental Organizations

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**More than 2,200,000 Persons Surveyed Since 2010
for more than 900 communities in 49 States**

Agenda

- Purpose and Methodology
- Bottom Line Upfront
- Major Findings
- Summary
- Questions

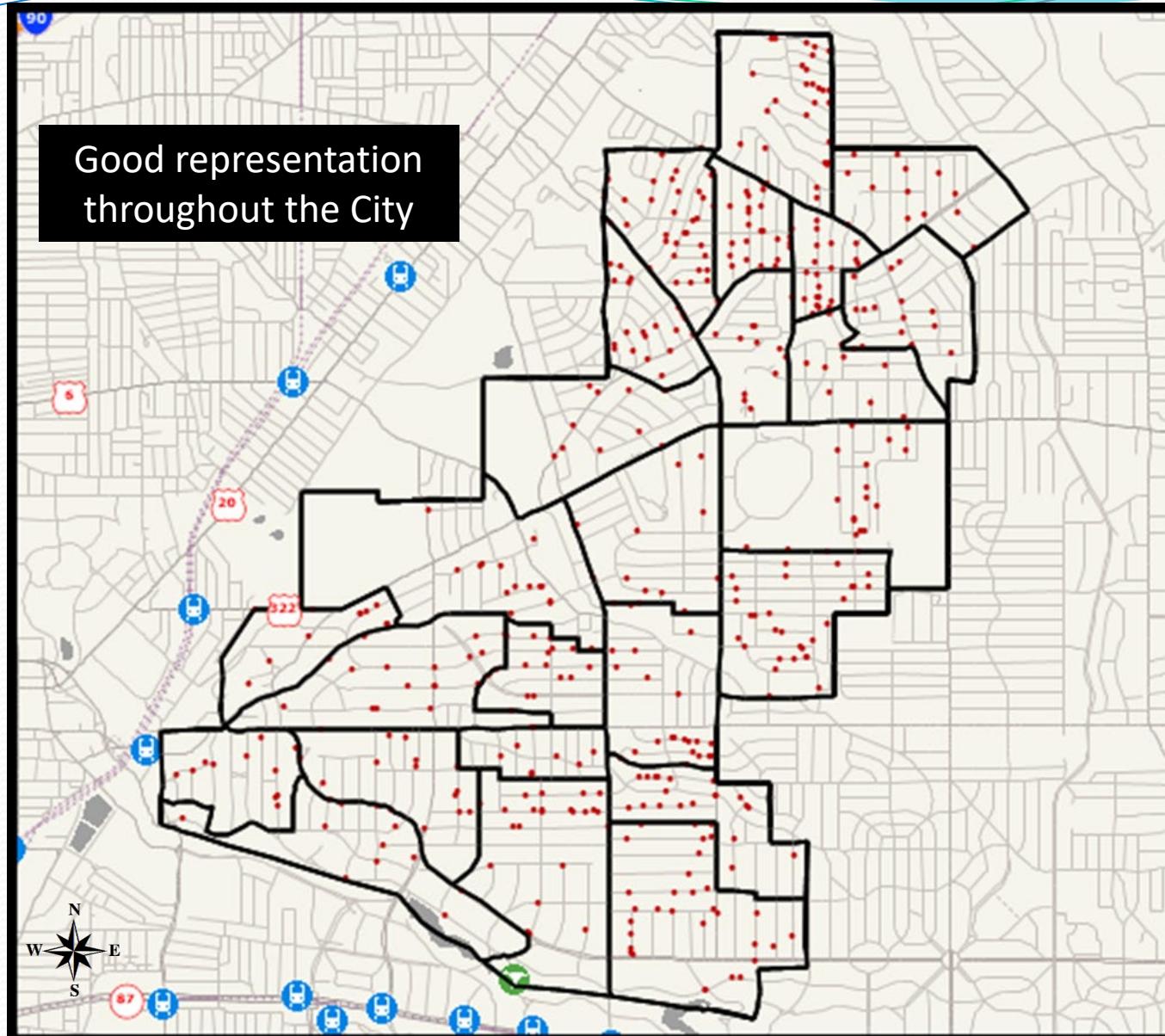
Purpose

- **To objectively assess resident satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare the City's performance with other cities regionally and nationally**

Methodology

- **Survey Description**
 - seven-page survey; included many of the same questions that were asked in previous years
 - 4th Community Survey conducted for the City
- **Method of Administration**
 - by mail and online to a random sample of City residents
 - each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - completed surveys: 452 (exceeded goal of 400)
 - demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 4.6% overall

Location of Survey Respondents



City of Cleveland Heights 2020 Resident Survey

Bottom Line Up Front

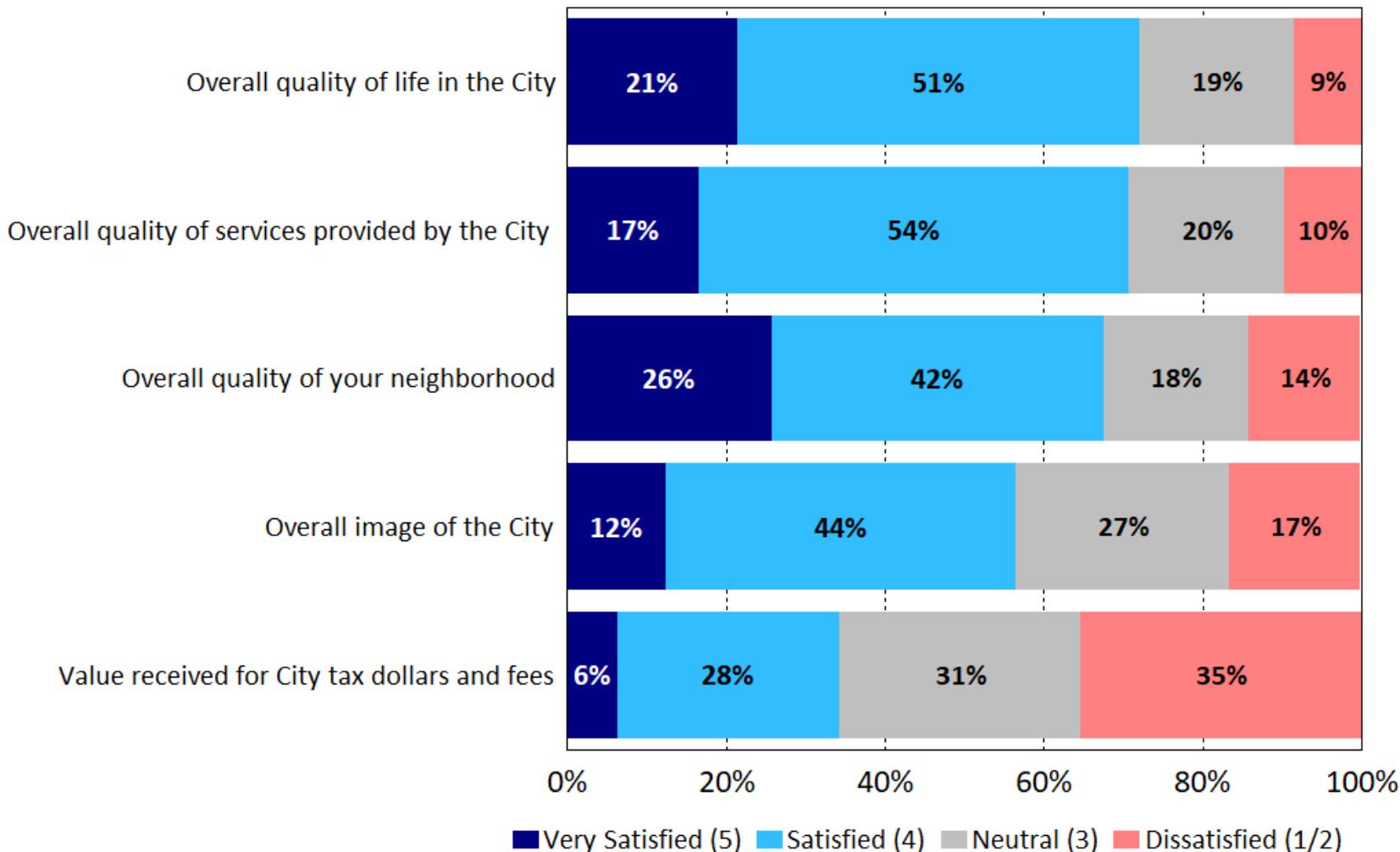
- **Residents Have a Positive Perception of the City**
 - 84% rated Cleveland Heights as excellent or good place to live; only 6% gave a rating of below average or poor
- **Overall Satisfaction Ratings Are Similar to 2018**
- **Satisfaction with City Services Is Much Higher in Cleveland Heights Than Other Communities**
 - Cleveland Heights rated at or above the U.S. Average in 42 of 57 areas
 - Satisfaction with the Overall Quality of City Services rated 23% above the U.S. Average
 - Satisfaction with Customer Services from City Employees rated 20% above the U.S. Average
- **Overall Community Priorities:**
 - Maintenance of City Streets/Buildings/Facilities
 - Police Services
 - Solid Waste Services

Major Finding #1

Residents Have a Positive
Perception of the City

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

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

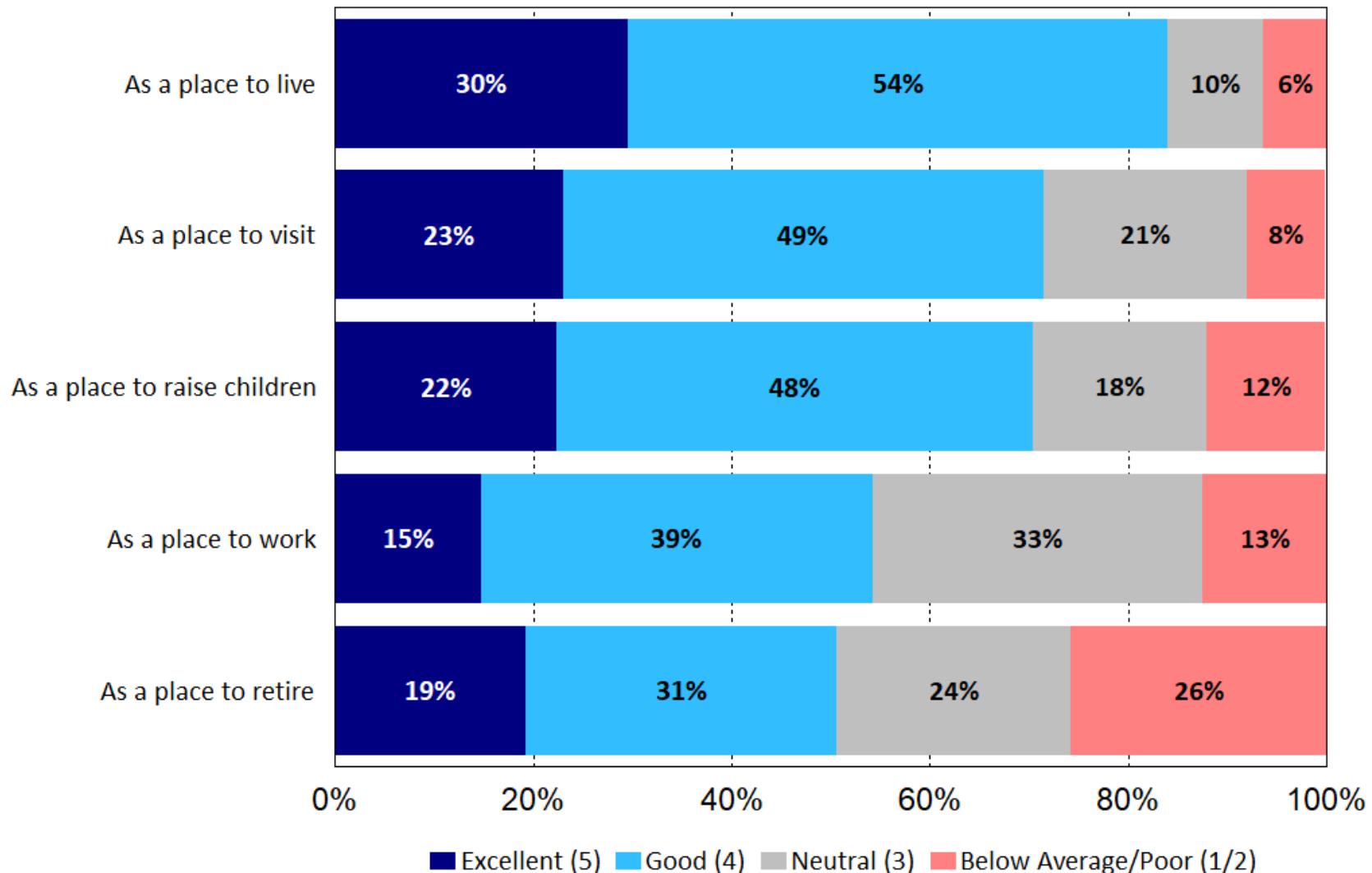


Source: ETC Institute (2020 - Cleveland Heights, OH)

More Than a 7-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied with the Overall Quality of City Services (71% vs. 10%)

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

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

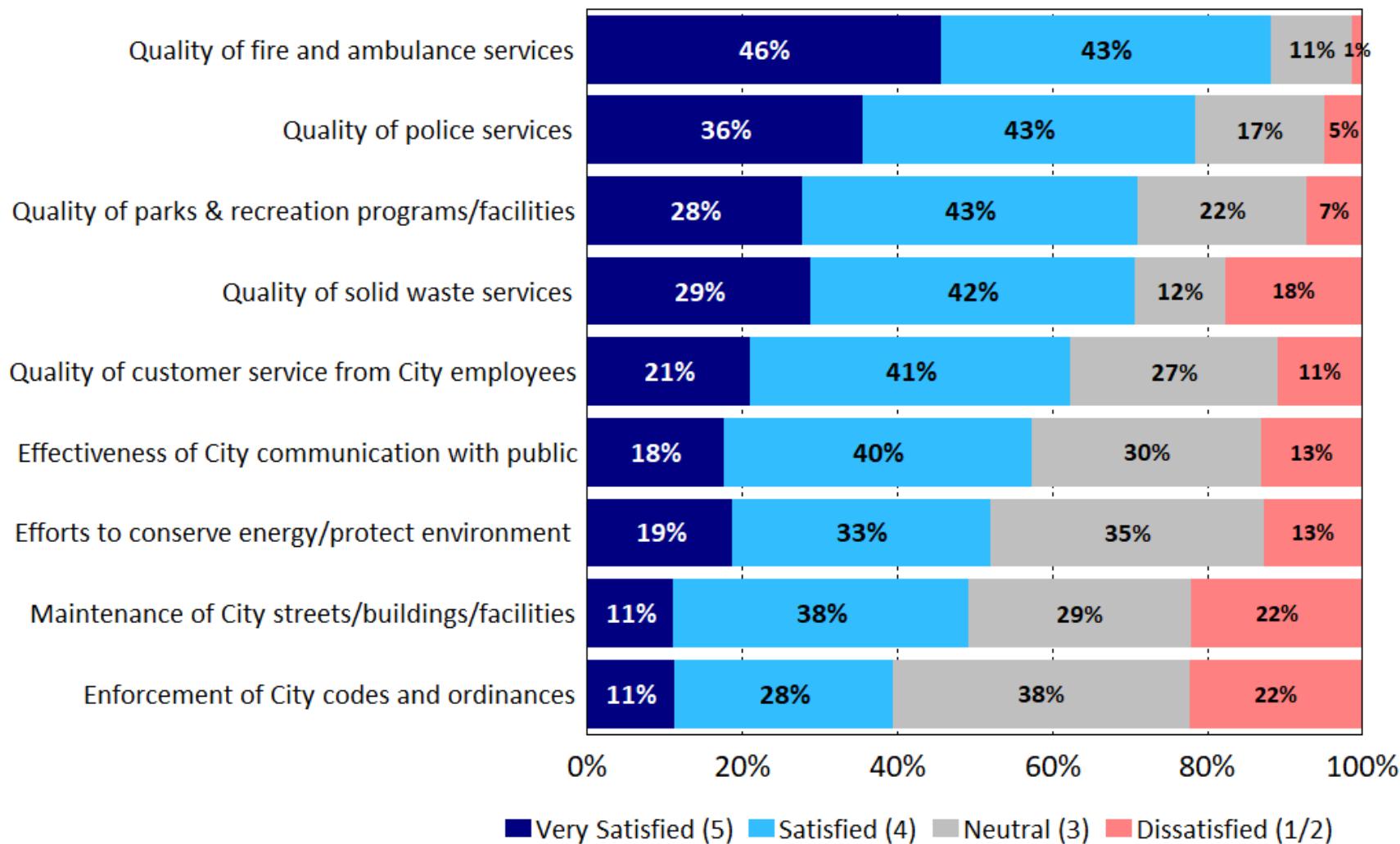


Source: ETC Institute (2020 - Cleveland Heights, OH)

84% of Residents Feel Cleveland Heights Is an Excellent or Good Place to Live;
Only 6% Gave a Rating of Below Average or Poor

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

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

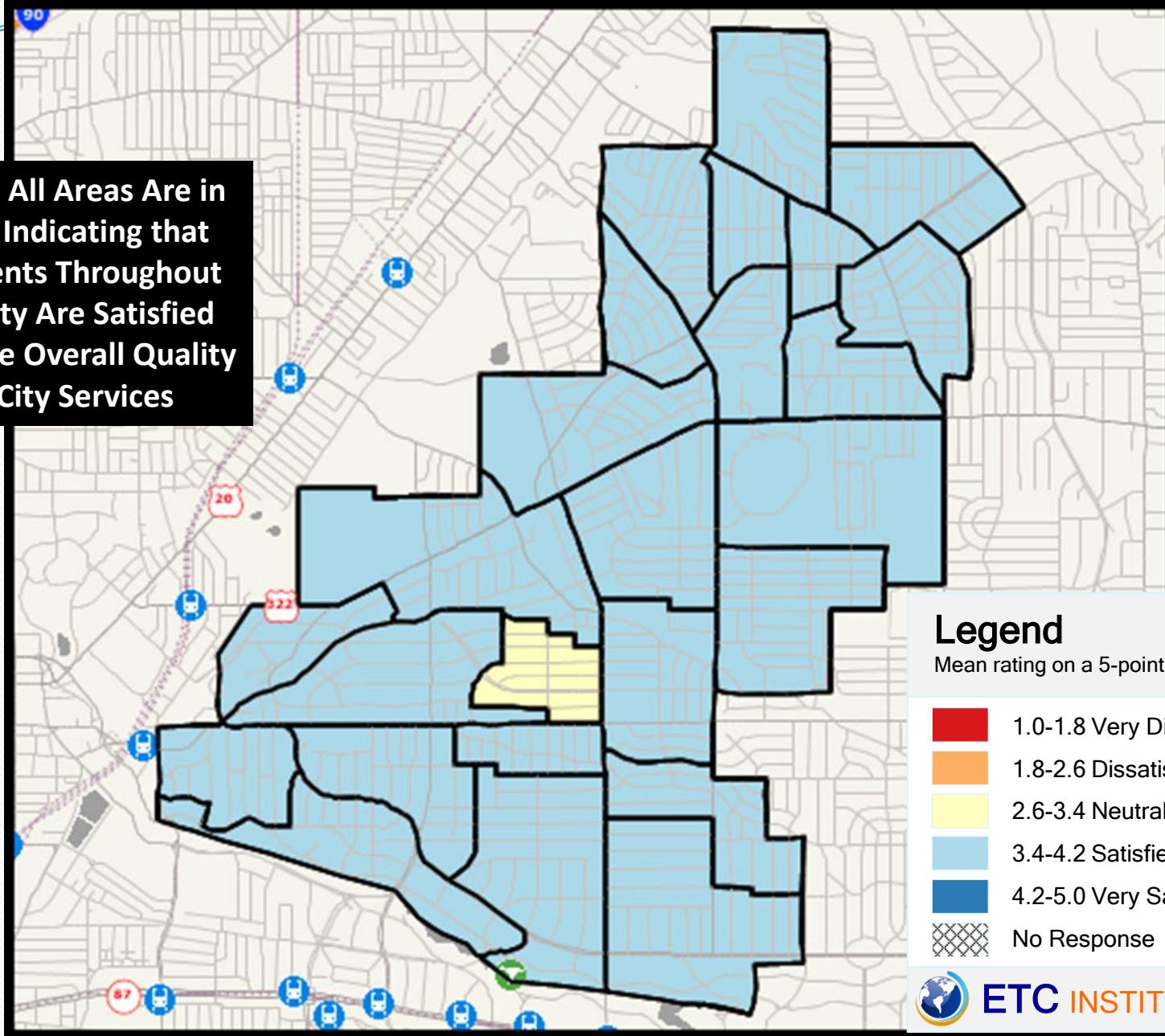


Source: ETC Institute (2020 - Cleveland Heights, OH)

Satisfaction Is High for City Services

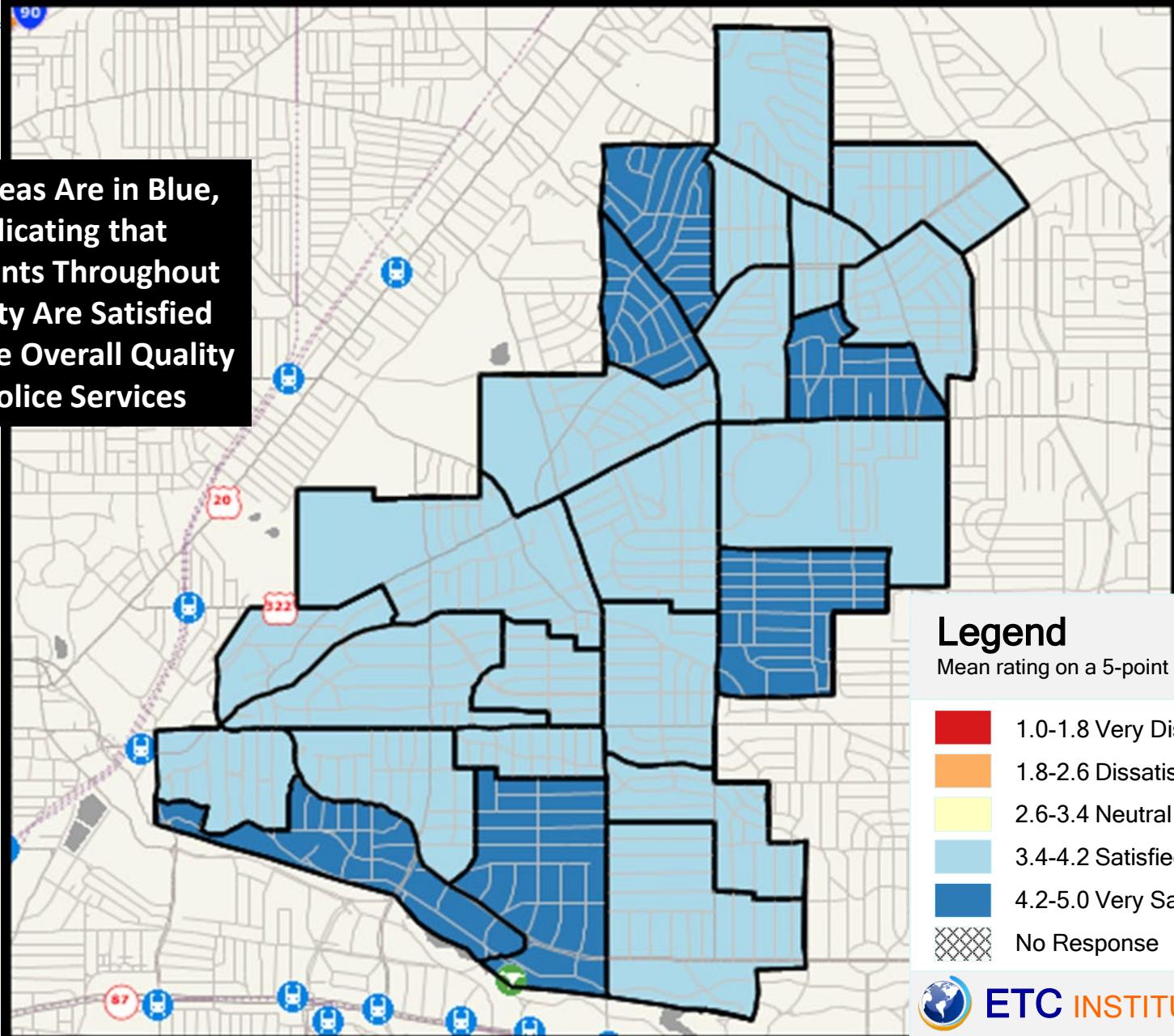
Overall Quality of Services Provided by the City of Cleveland Heights

Nearly All Areas Are in Blue, Indicating that Residents Throughout the City Are Satisfied with the Overall Quality of City Services



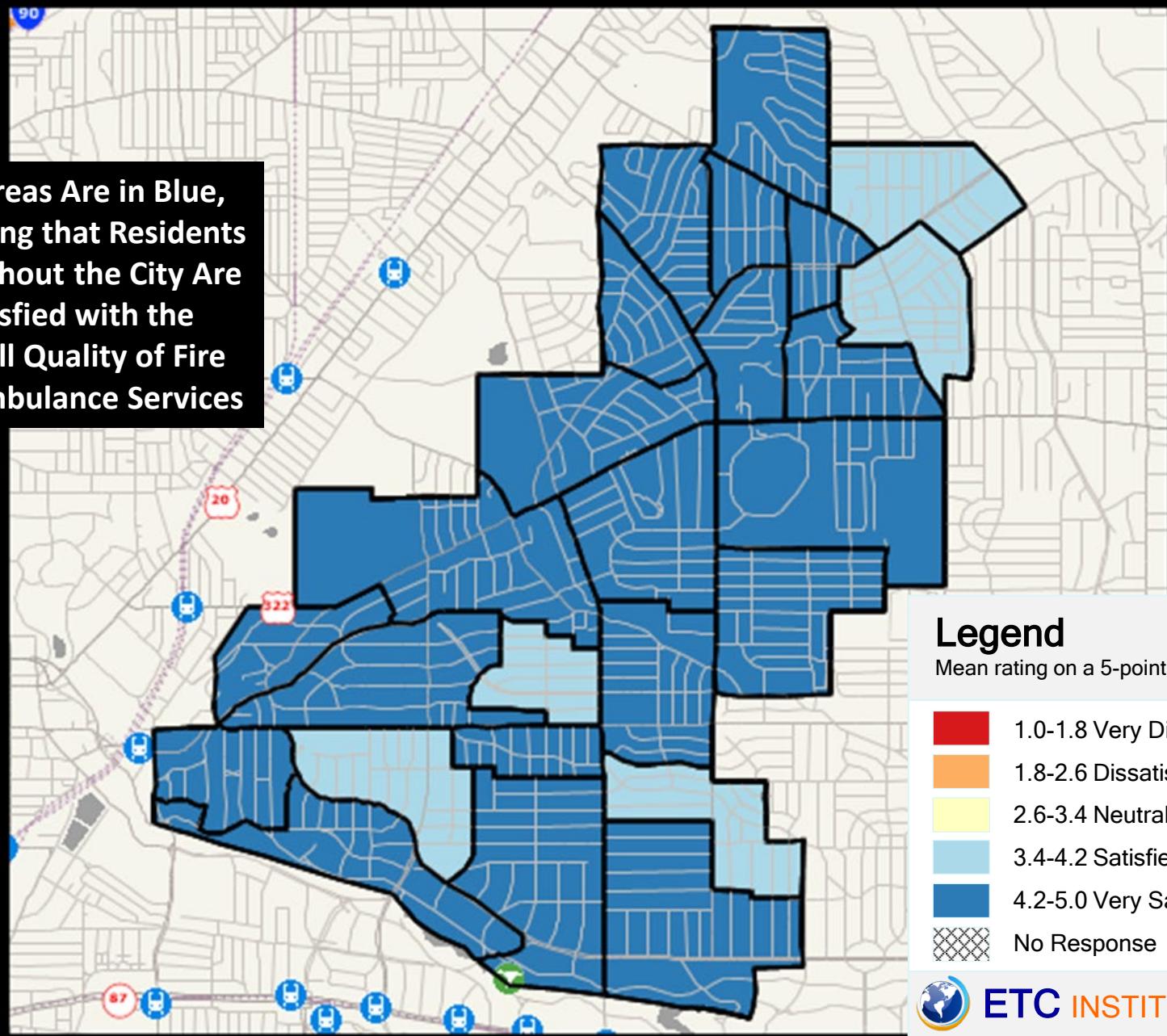
Overall Quality of Police Services

**ALL Areas Are in Blue,
Indicating that
Residents Throughout
the City Are Satisfied
with the Overall Quality
of Police Services**



Overall Quality of Fire and Ambulance Services

ALL Areas Are in Blue,
Indicating that Residents
Throughout the City Are
Satisfied with the
Overall Quality of Fire
and Ambulance Services



Major Finding #2

Trend Analysis

Trends

Notable Satisfaction Increases Since 2020

- ❑ Level of public involvement in decision making (+17%)
- ❑ Enforcing exterior maintenance of residential property (+8%)
- ❑ Overall maintenance of streets/buildings/facilities (+6%)
- ❑ The City as a place to raise children (+6%)
- ❑ Employees gave prompt/accurate/complete answers (+6%)
- ❑ Convenience of parking in the City (+6%)

Notable Satisfaction Decreases Since 2020

- ❑ Fire-related education programs (-10%)
- ❑ Overall quality of police services (-10%)
- ❑ Youth recreation opportunities (-8%)
- ❑ Senior recreation opportunities (-8%)
- ❑ Programs/activities offered at the Community Center (-7%)
- ❑ Visibility of police in commercial/retail areas (-7%)

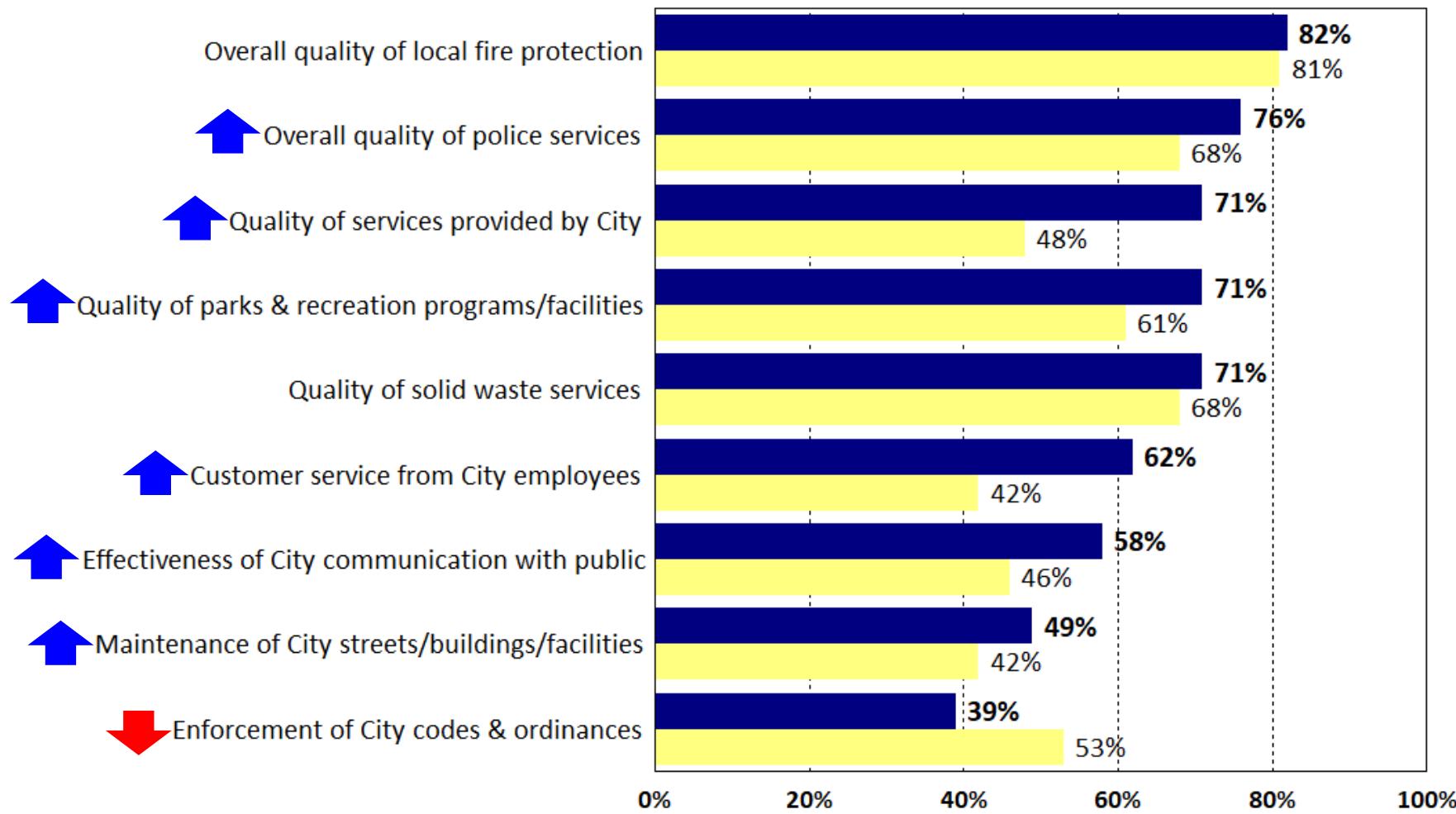
Major Finding #3

**Satisfaction with City Services Is
Much Higher in Cleveland Heights
Than in Other Communities**

Overall Satisfaction with Major Categories of City Services

Cleveland Heights vs. the U.S.

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



Source: 2020 ETC Institute

Cleveland Heights U.S.

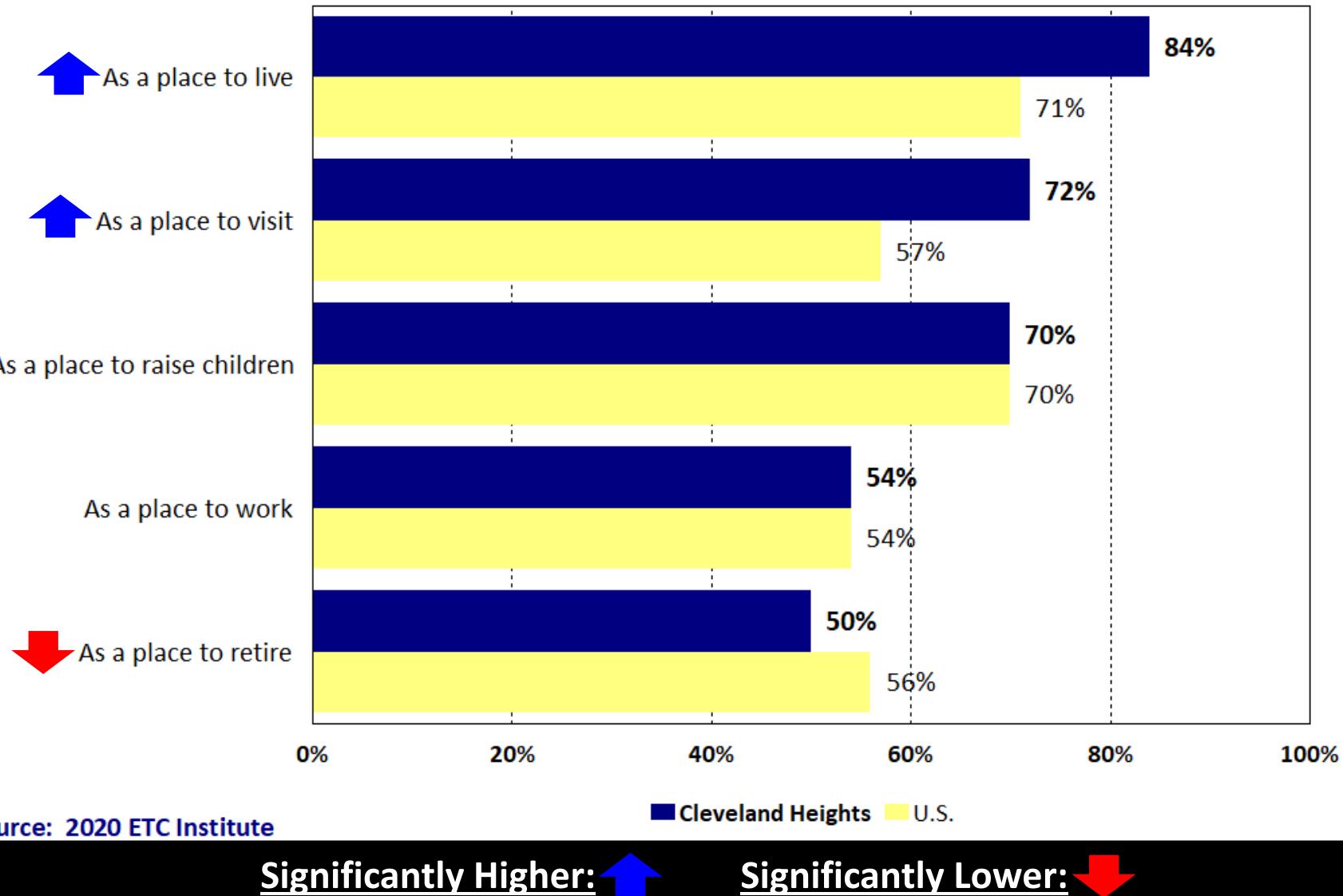
Significantly Higher:

Significantly Lower:

Overall Ratings of the City

Cleveland Heights vs. the U.S.

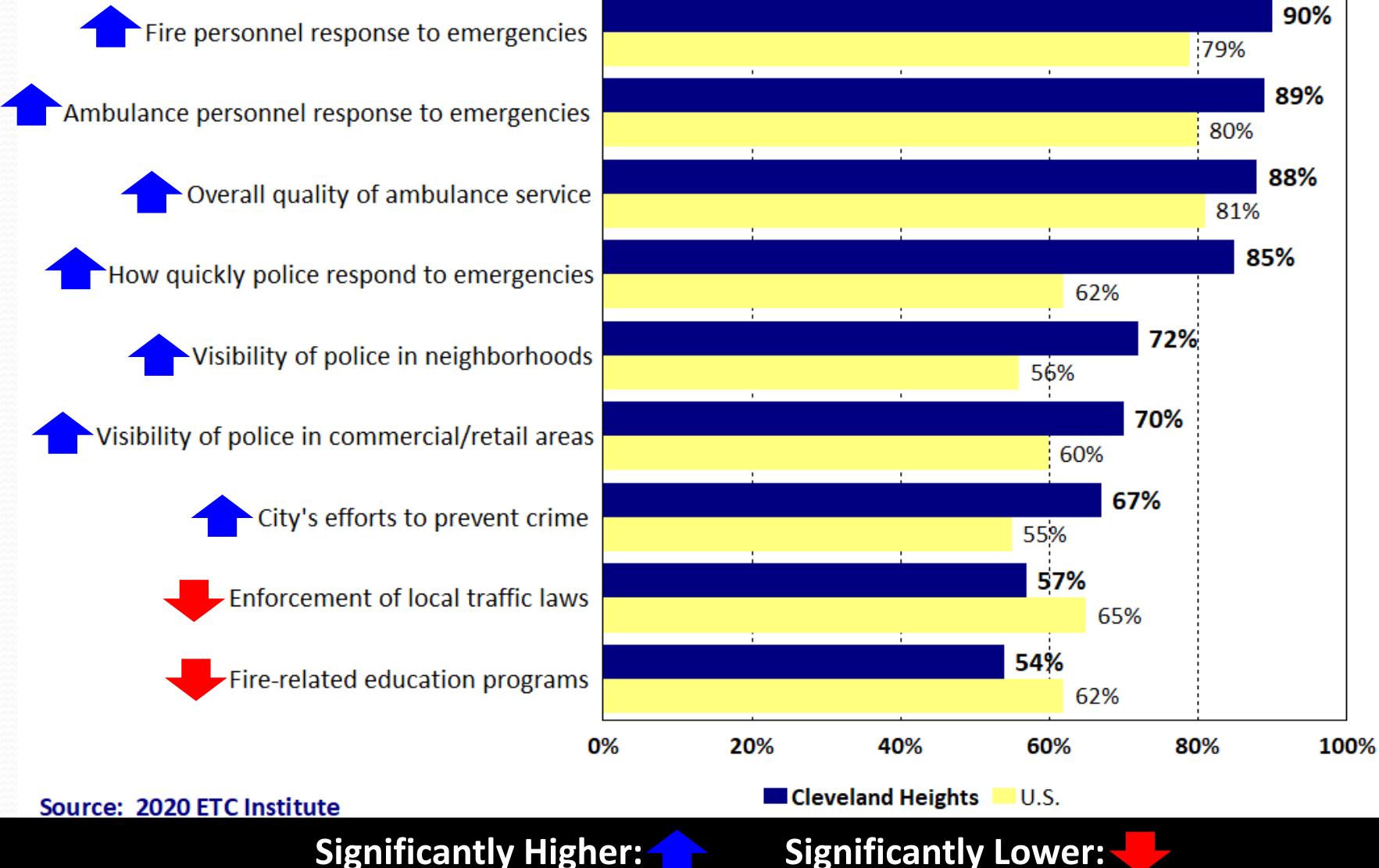
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Satisfaction with Public Safety

Cleveland Heights vs. the U.S.

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



Source: 2020 ETC Institute

■ Cleveland Heights ■ U.S.

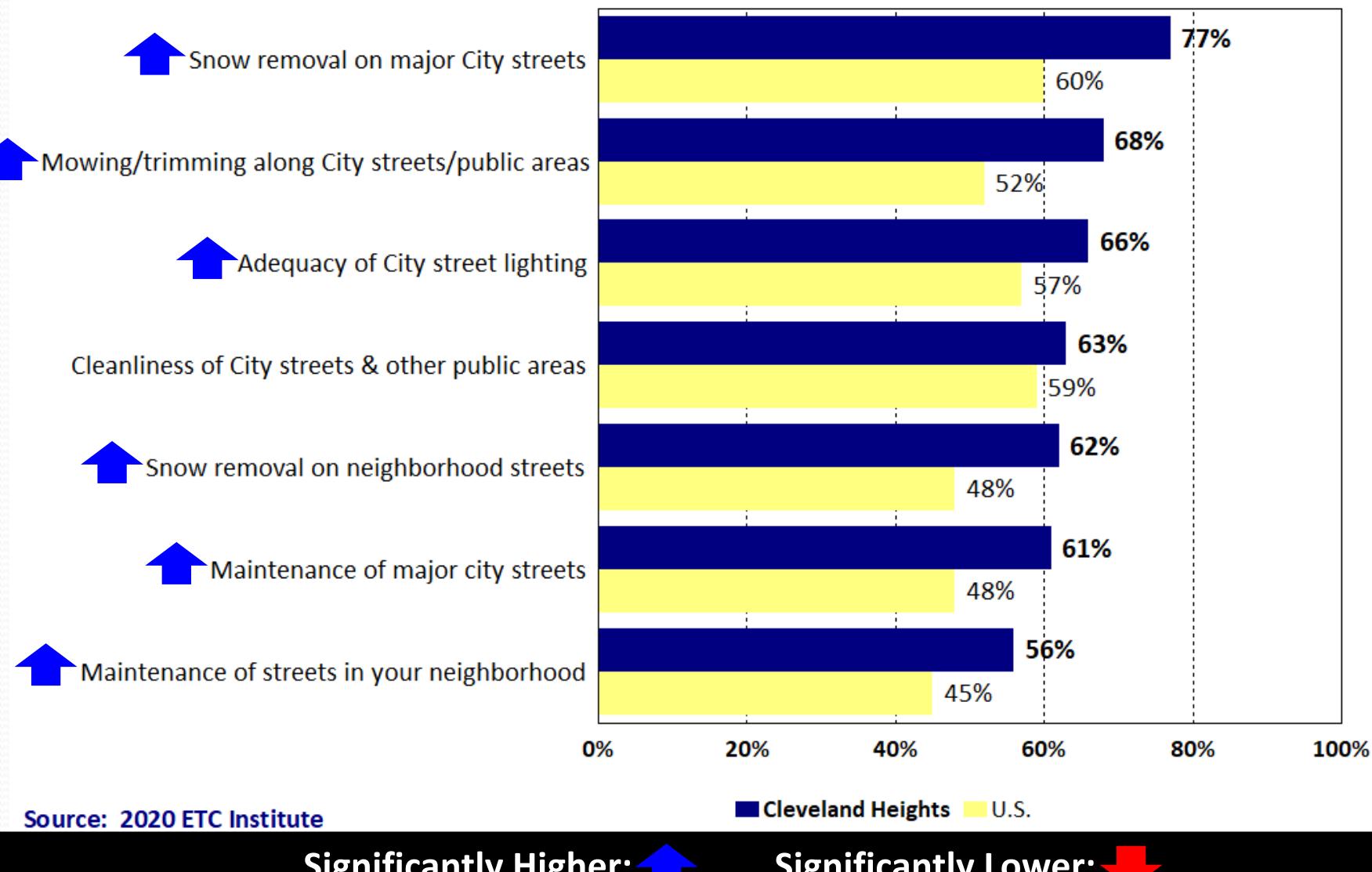
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with City Maintenance

Cleveland Heights vs. the U.S.

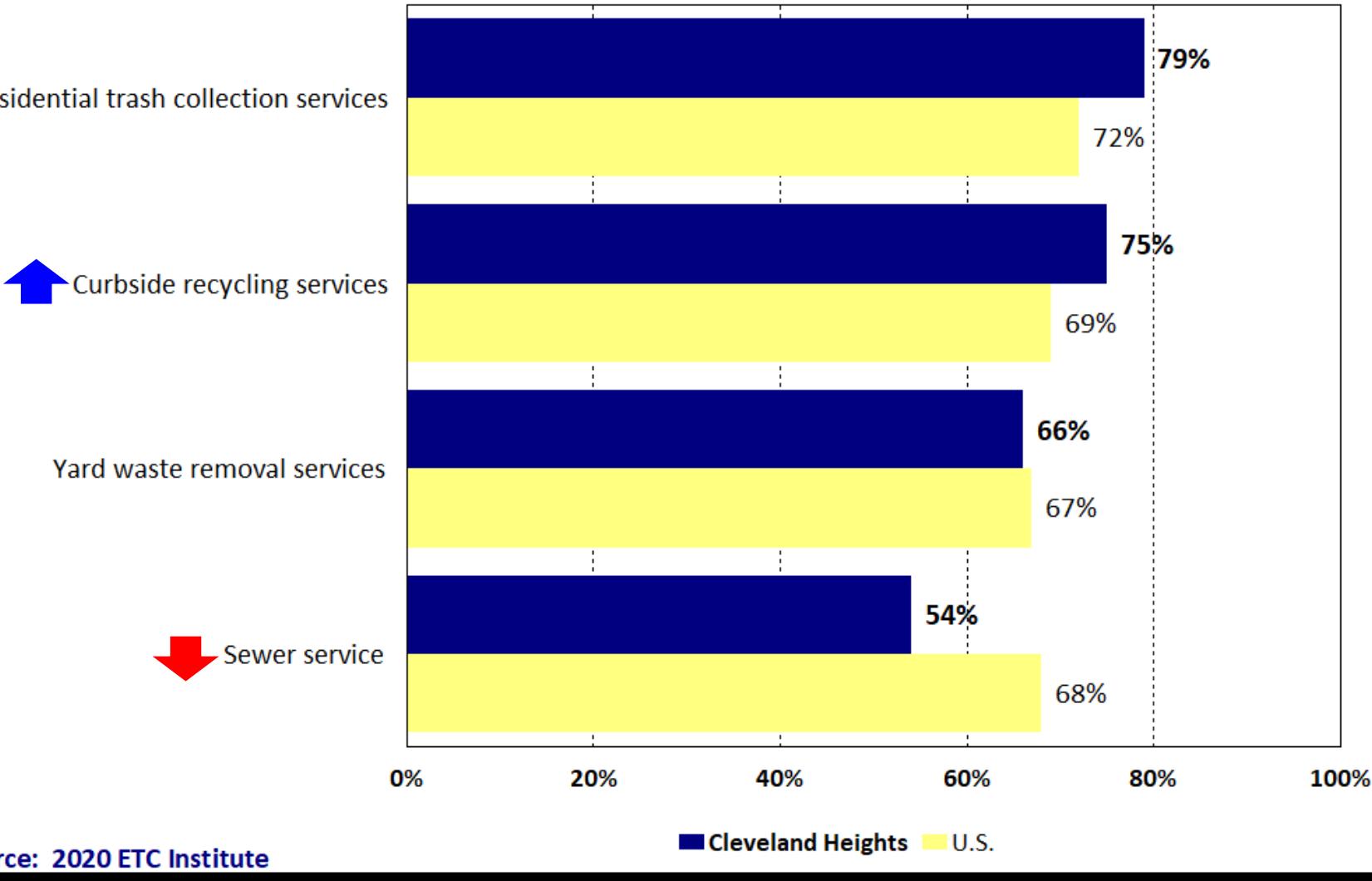
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Utility Services

Cleveland Heights vs. the U.S.

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



Source: 2020 ETC Institute

Significantly Higher:

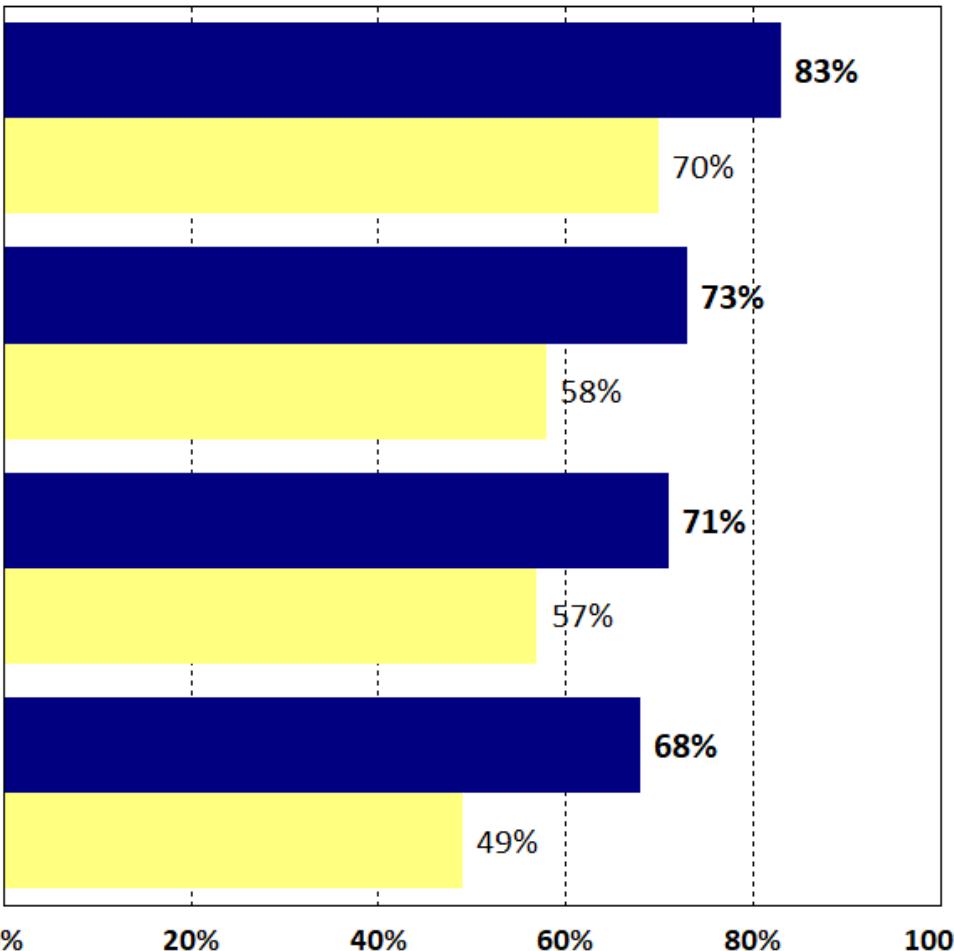
Significantly Lower:

Satisfaction with Customer Service

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)

↑ They were courteous and polite



Source: 2020 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #4

Community Priorities

Top Overall Priorities

- Maintenance of City Streets/Buildings/Facilities
- Police Services
- Solid Waste Services

Other High Priorities by Category

Public Safety

- Efforts to prevent crime
- Visibility of police in neighborhoods

Maintenance

- Maintenance of major City streets
- Maintenance of neighborhood streets

Utilities

- Trash collection services
- Sewer services

Other High Priorities by Category

Code Enforcement

- Enforcing cleaning-up debris on private property
- Enforcing exterior maintenance of residential property

Parks and Recreation

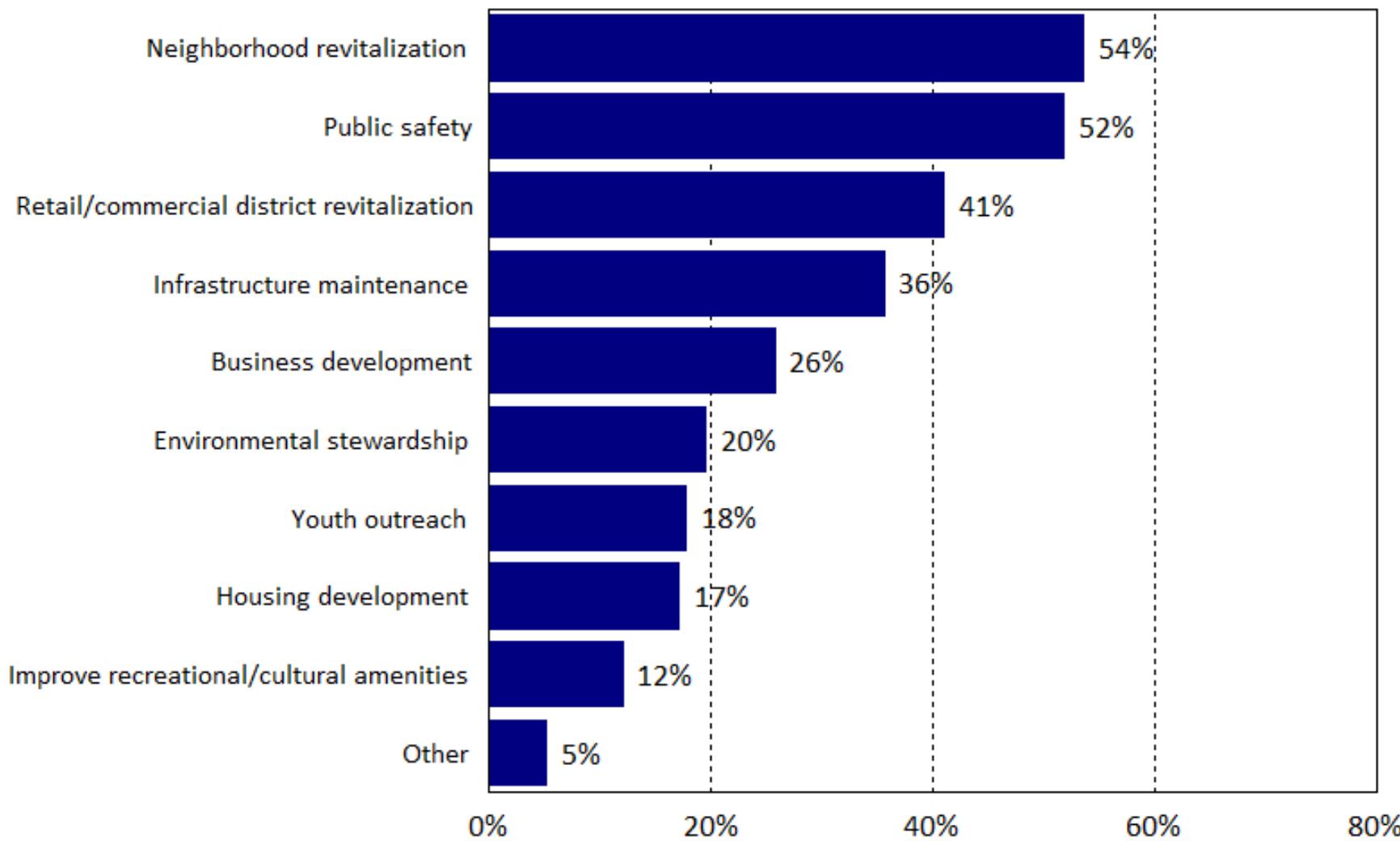
- Maintenance of City parks
- Youth recreation programs

Development and Redevelopment

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

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

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



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

Summary

Bottom Line Up Front

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Questions?

THANK YOU!!