



# CITIZEN SURVEY RESULTS

August 28, 2015

# CITIZEN SURVEY

## Objectives

### OBJECTIVES

1. The primary objective of this research is to determine what the residents want from the City.
2. A secondary objective is to measure any perceptual changes in future surveys.

### METHODOLOGY

A total of 1,879 Surveys were mailed based on the municipal database of addresses for residential utility customers. Commercial utility customers were not used due to an overlap in residential and commercial respondents.

# CITIZEN SURVEY

## Summary

Of the **1,879** Surveys were mailed:

1. A total of **453** surveys were returned by 8/26/15, a **24.1%** response rate, well beyond staff expectation.
2. All surveys were individually numbered. A total of **8** completed surveys had altered the numbering system for unknown reasons, however does not change overall outcome.
3. A majority of respondents had selected more than one answer per question. All selections were counted.
4. Not all survey questions were answered.
5. Several respondents have commented, a majority are not pleasant. The goal is to improve services by focusing on these concerns and finding solutions. Staff recommends performing an annual survey to measure improvements.

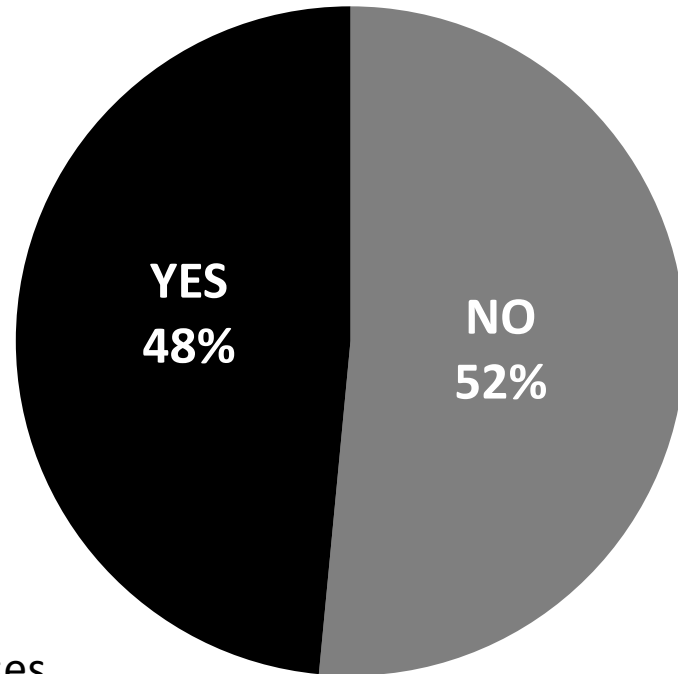
# CITIZEN SURVEY

## Question #1

Should the City spend funds, approximately \$150,000, to rehabilitate the public swimming pool or spend these funds for other infrastructure needs such as road repairs and improvements?

No = Permanent closure of swimming pool

Yes = Swimming pool would be open next season

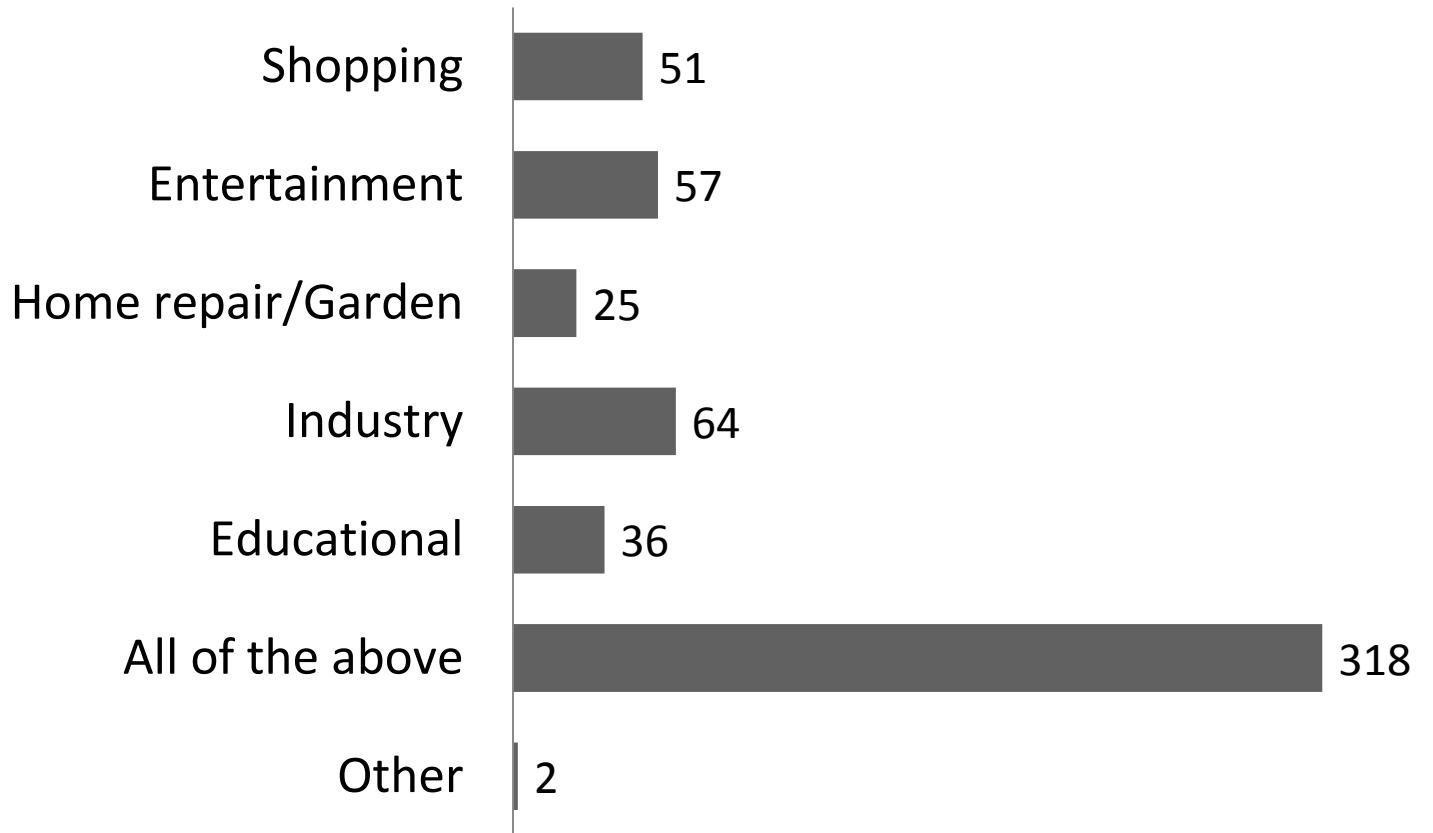


398 Responses

# CITIZEN SURVEY

## Question #2

What type business would you like to see attracted to Cleveland?

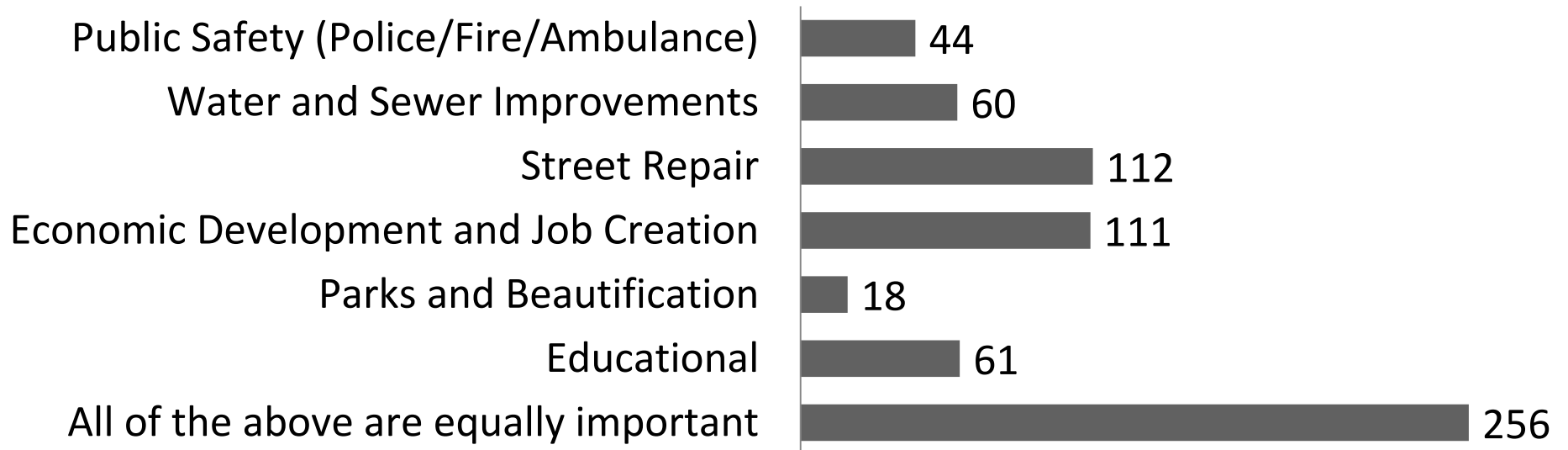


553 Responses

# CITIZEN SURVEY

## Question #3

What services or programs should the City primarily focus on to make Cleveland a better place to live?

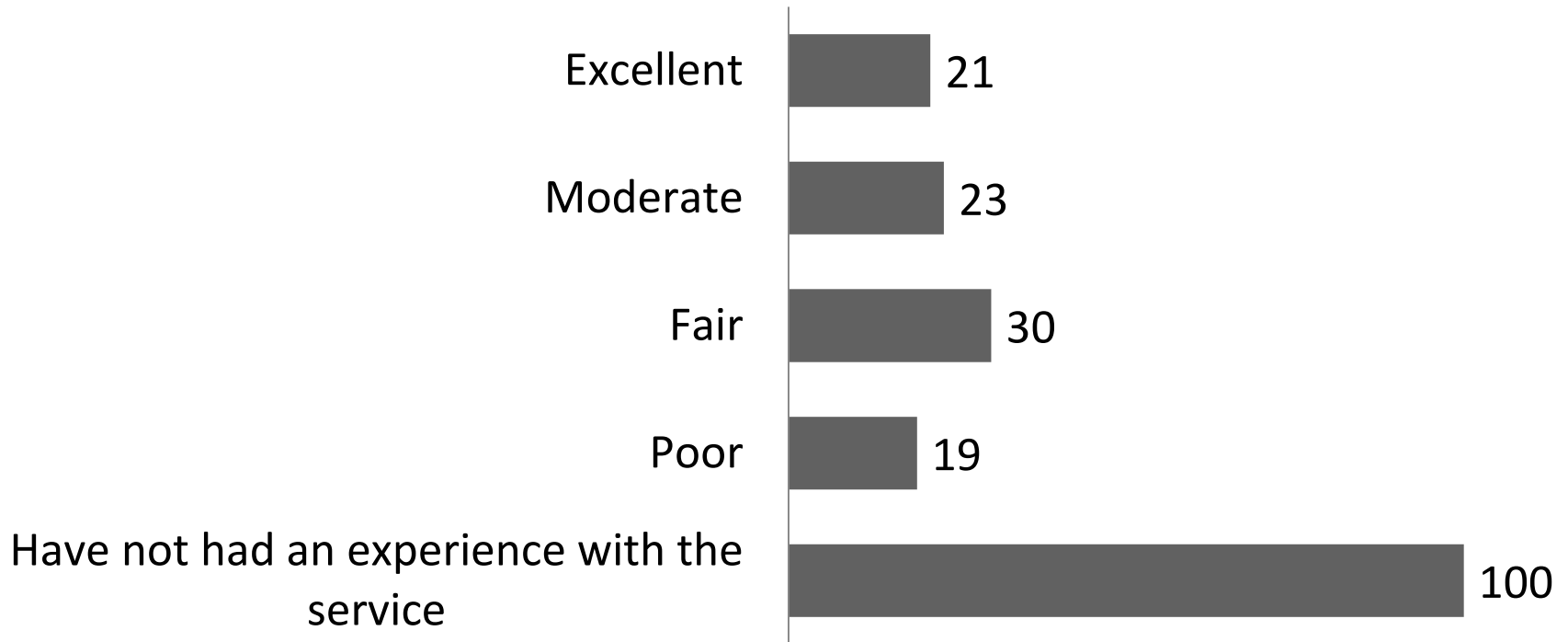


662 Responses

# CITIZEN SURVEY

## Question #4

How would you rate the current ambulance service provided in the city?

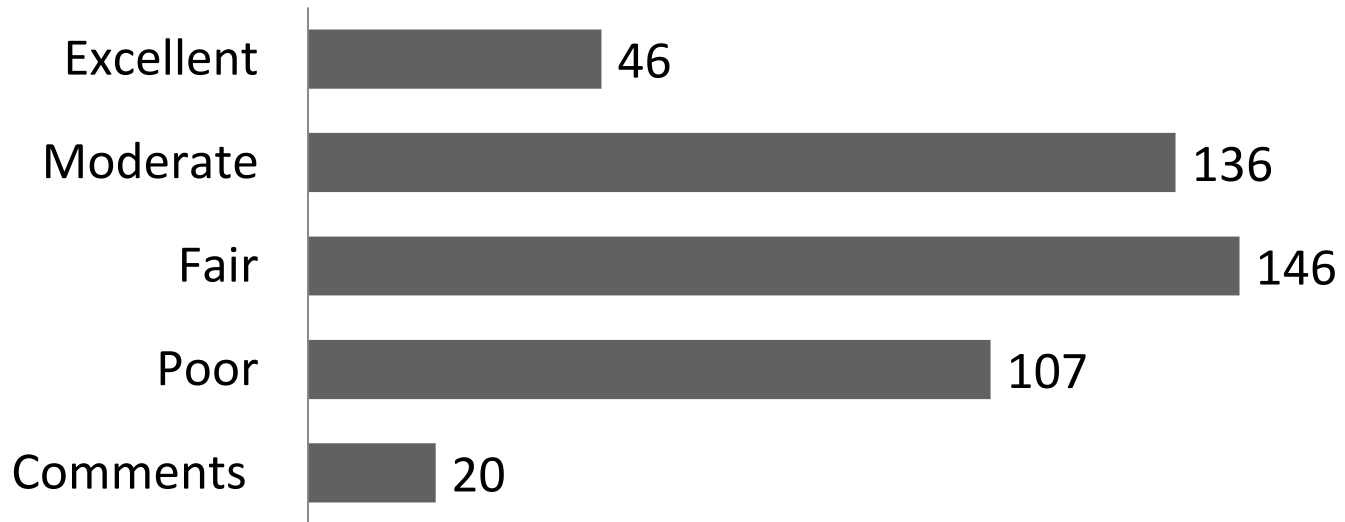


451 Responses

# CITIZEN SURVEY

## Question #5

How would you rate overall services provided by the city (water, sewer, street, parks)?



455 Responses



# CITIZEN SURVEY

## Research Conclusions

Respondents generally want the city to focus on the following in order of importance:

1. Street improvements,
2. Providing citizens access to a local hospital,
3. Improving water quality.

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## Verbatims

*“Our Children need local activities to keep them busy, there is nothing here for kids!”*

*“No, I do not believe they should spend \$150,000 on rehabilitation [pool] but on the other hand, I do not want it closed down.”*

*“Maintain it [pool] so this does not happen again!”*

*“We can’t ignore either of these [pool, road repairs] if we seriously want to attract quality businesses and residents.”*

*“Please forget the pool and everything else- If you’ll just get us a hospital.”*

# CITIZEN SURVEY

## Verbatims

*“The streets in Cleveland are the worst”*

*“Repave more streets west of Railroad.”*

*“I see only emergency repairs.”*

*“Repair the city waterlines and then the streets.”*

*“Roads are hazardous.”*

*“We need a hospital!”*