



CLEVELAND HEIGHTS

Public Safety and Health Committee
April 22, 2025
5:00 PM
City Hall – Executive Conference Room

Signs & Signals, Traffic & Transportation, Health Services, Police & Fire Protection,
Safety Education
Council members

Chair: Jim Posch | Vice Chair: Gail Larson | Member: Craig Cobb

Agenda

- 1) Call to Order/Roll Call**
- 2) ETC Institute - Resident Satisfaction Survey Proposal**
Ryan Murray
 - a. 2025 CH Community Survey Proposal
 - b. 2020 CH Community Survey Presentation
- 3) Deer Population Public Hearing Planning**
Scheduled for 4/29 @ 6 pm
- 4) Parking Bans**
- 5) Old Business**
- 6) New Business**
- 7) Adjourn**

March 28, 2025

Subject: Proposal to Conduct a Community Survey for Cleveland Heights, Ohio

ETC Institute is pleased to submit a scope of work and quote to conduct a community survey for Cleveland Heights, Ohio. If selected for this project, ETC Institute will provide the following services:

Task 1: Design the Survey. Task 1 will include the following services:

- Working with City staff to develop the survey questions. The survey is expected to be approximately 12-15 minutes in length, which is about 6 printed pages. ETC Institute will provide sample surveys as a starting point, making sure that all City input is received to ensure the final survey is specifically designed to meet all project goals and objectives. ETC Institute will use past surveys administered for the City as a base for creating the 2025 survey.
- Participating in meetings by phone/video conference to develop the survey
- Developing on-line and printed versions of the survey as well as thorough QA/QC and creating proof for printed version of survey.
- Conducting a pilot test of the survey to ensure the questions are understood by residents. Based on the results of the pilot test, ETC Institute will recommend modifications (if needed) to the survey.

Deliverable Task 1. ETC Institute will provide a copy of the approved version of the printed survey along with a link to the on-line version.

Task 2: Develop the Sample for the Survey. Task 2 will include the following services:

- Acquiring the sample for the random sample. The sample will be designed to ensure the completion of at least 300, 400, or 500 completed surveys. The overall results of 300 completed surveys will have a precision of at least +/-5.6% at the 95% level of confidence. The overall results of 400 completed surveys will have a precision of at least +/-4.9% at the 95% level of confidence. The overall results of 500 completed surveys will have a precision of at least +/-4.4% at the 95% level of confidence. The goals of 300, 400, and 500 completed surveys will ensure a statistically valid sample size. A sample size of 400 or 500 completed surveys would better ensure statistically valid data from each of the City's five neighborhood areas.

Deliverable Task 2. An email confirming that the sample has been acquired.

Task 3: Administer the Survey. ETC Institute will administer the survey as follows

- ETC Institute will initially select a random sample of households to receive the survey. The sample will be address-based, which means all households in the City will have an equal probability of being selected.
- ETC Institute will mail the survey and a cover letter (on official letterhead) to all households selected for the random sample. Residents who receive the survey by mail will have the option of completing it in one of the following three ways:
 - By mail using a postage-paid return envelope, which will be included with the survey
 - By going on-line to a website, which will be printed on the survey. Residents who respond on-line will be required to provide their home address so ETC Institute can verify that the respondent is part of the random sample. If someone responds on-line that is not part of the sample or does not provide their address, ETC Institute will process these surveys separately from the random sample.
 - By calling a toll-free number, which will be printed on the survey; ETC Institute will have interviewers to answer inbound calls from residents who prefer to complete the survey by phone in English and Spanish.
- ETC Institute will follow-up with households that do not respond to the mail survey within 10 days to maximize participation in the survey. These follow-ups will be conducted as follows:
 - By sending reminder e-mails and texts to households for whom email addresses and text numbers can be obtained. These emails and texts will contain a link to the on-line version.
 - By calling households and leaving voice messages about the survey with households that do not answer their phone. ETC Institute will give those who do answer their phone an opportunity to complete the survey by phone. Most phone surveys will be completed as inbound calls to ETC Institute's call center.
- To maximize the number of residents who complete the survey, ETC Institute's survey administration fees include one \$500 Visa gift card. This gift card will be used as an incentive to encourage residents to complete the survey. The Visa gift card will be awarded by randomly selecting one person from all respondents to the survey. There is no additional charge for the gift card to the City.
- ETC Institute will send follow-up emails/texts and make phone calls until a minimum of 300, 400, or 500 surveys are completed. If more residents respond, ETC Institute will process all completed surveys for no additional fee.
- ETC Institute will monitor the distribution of the sample to ensure that the sample reasonably reflects the demographic composition of the City with regard to age, geographic dispersion, gender, race, and Hispanic/Latino ancestry. ETC Institute will weight the data as needed if one or

more demographic groups is over/underrepresented relative to recent Census estimates for the City's population.

Deliverable Task 3. ETC Institute will provide a copy of the overall results for each question on the survey.

Task 4: Analysis and Final Report. ETC Institute will conduct analysis of the data and submit a final report to the City. At a minimum, the analysis and report will include the following items:

- Formal report that includes an executive summary of survey methodology, a description of major findings, and charts that show the overall results of the survey as well as trends to prior surveys
- Benchmarks that show how the City's performance compares to other communities in Florida and a national average
- Importance Satisfaction Ratings that show the services which should receive the most emphasis in order to improve overall satisfaction
- Tabular data that shows the results of each question on the survey, including open ended responses
- A copy of the survey instrument

Deliverable Task 4: ETC Institute will submit the final report in a pdf format.

Project Schedule

Listed below is ETC Institute's typical timeline for administering a survey. We are available to start at a date most convenient for the City.

- **Month 1**
Design survey instrument
Finalize sampling plan
- **Month 2-3**
Administer the survey
- **Month 3-4**
Draft Report Submitted for review
Prepare and Deliver the Final Report

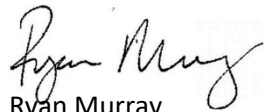
Fee

The table below shows a breakdown of the fees for the services described in this proposal.

Fees for Cleveland Heights, Ohio	Number of Surveys and MOE		
	300 +/-5.6%	400 +/-4.9%	500 +/-4.4%
Task			
Design Survey and Prepare Sampling Plan	\$ 2,250.00	\$ 2,500.00	\$ 3,000.00
Administration of Survey	\$ 8,250.00	\$ 11,250.00	\$ 14,250.00
Reporting and Analysis	\$ 2,750.00	\$ 2,750.00	\$ 2,750.00
TOTAL	\$ 13,250.00	\$ 16,500.00	\$ 20,000.00
Optional Services			
Webinar Presentation of Results			\$ 775.00
On-Site Presentation of Results			\$ 2,750.00
Crosstabulations of the Results by Key Demographics			\$ 1,500.00
GIS Maps of the Results as Maps of the City			\$ 1,500.00

CLOSING: We appreciate your consideration of this proposal and look forward to your decision. If you have any questions, please do not hesitate to call me at (913) 254-4598.

Sincerely,



Ryan Murray

Assistant Director of Community Research

ETC Institute

725 W. Frontier Circle

Olathe, KS 66061

(913) 254-4598

Ryan.Murray@etcinstitute.com

2020 Community Survey

City of Cleveland Heights, OH

Presented by



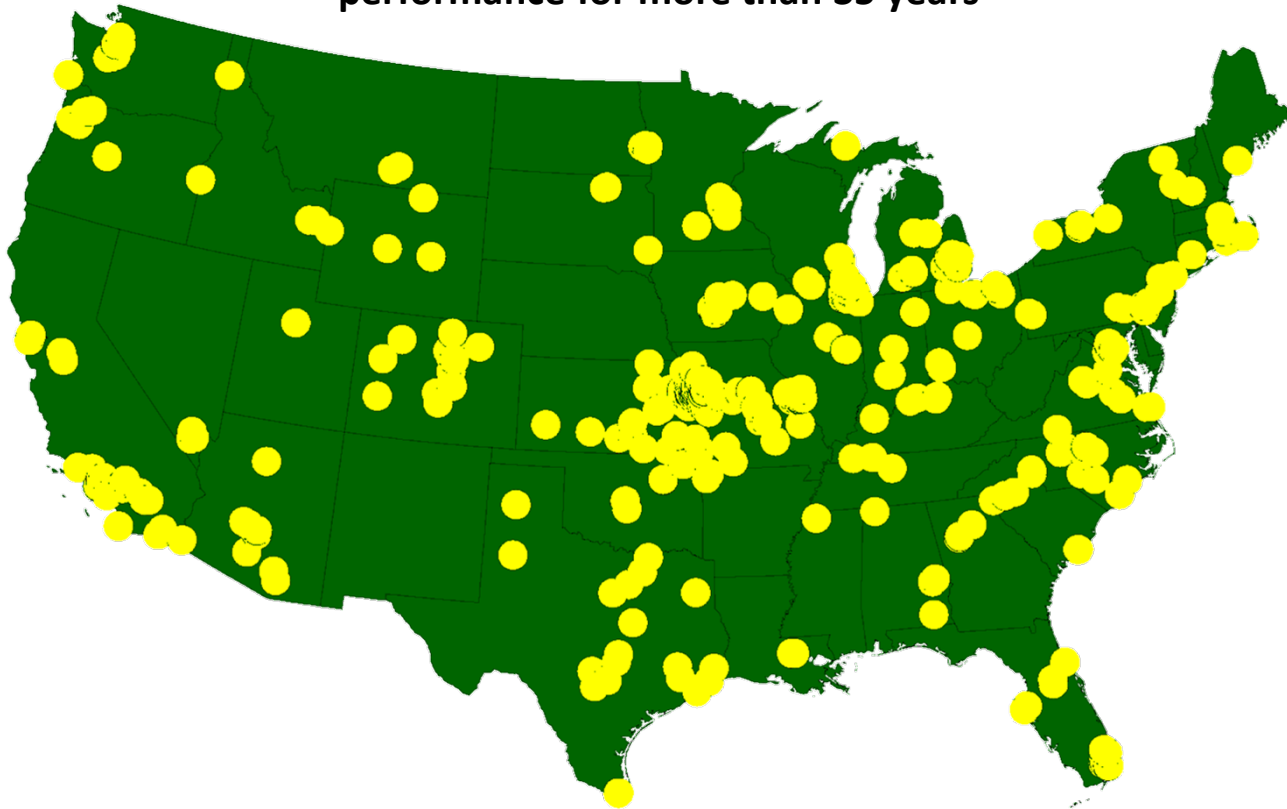
ETC
INSTITUTE

October 2020

ETC Institute

A National Leader in Market Research for Local Governmental Organizations

...helping local governments gather and use survey data to enhance organizational performance for more than 35 years



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**

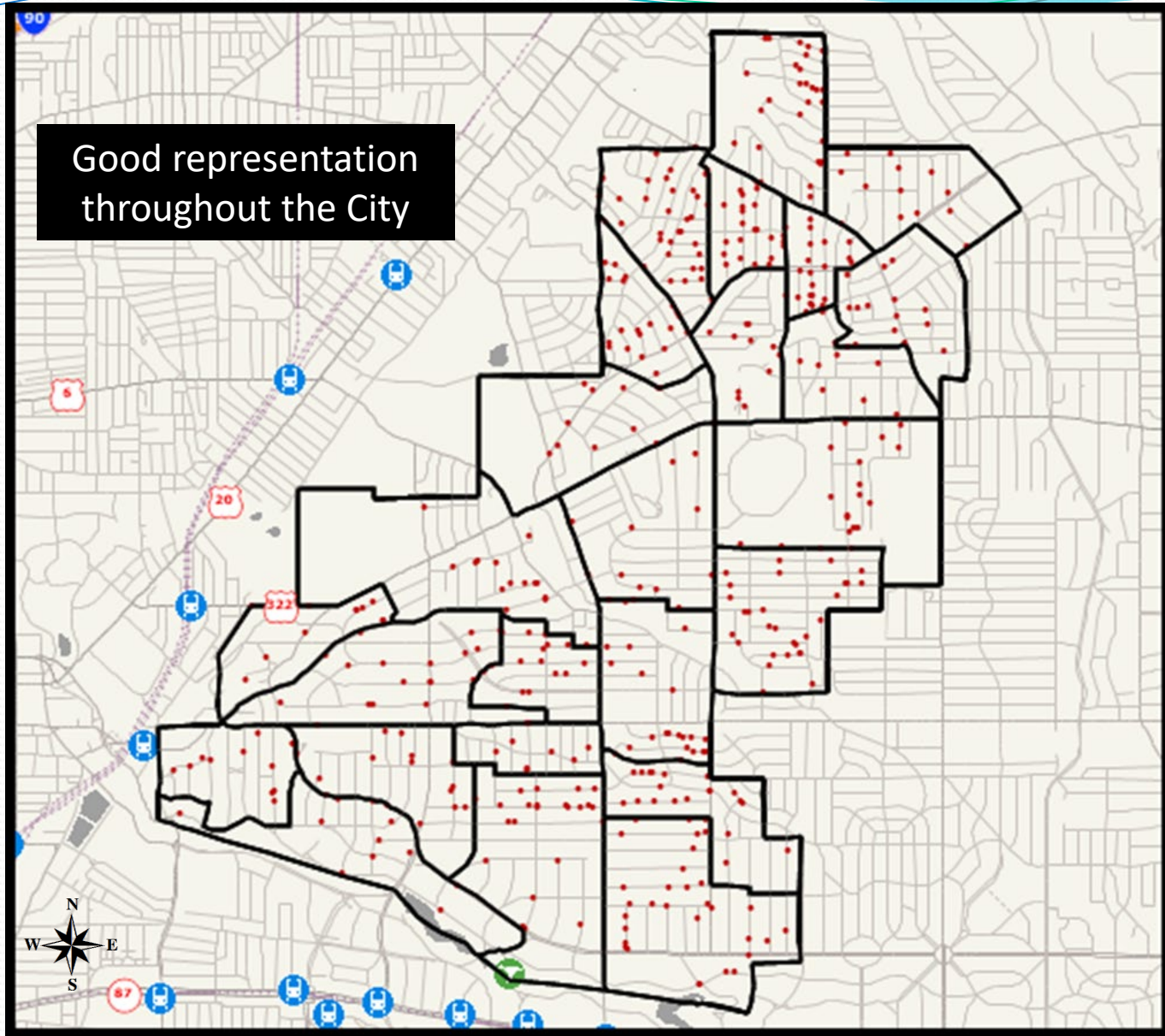
Purpose

- **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

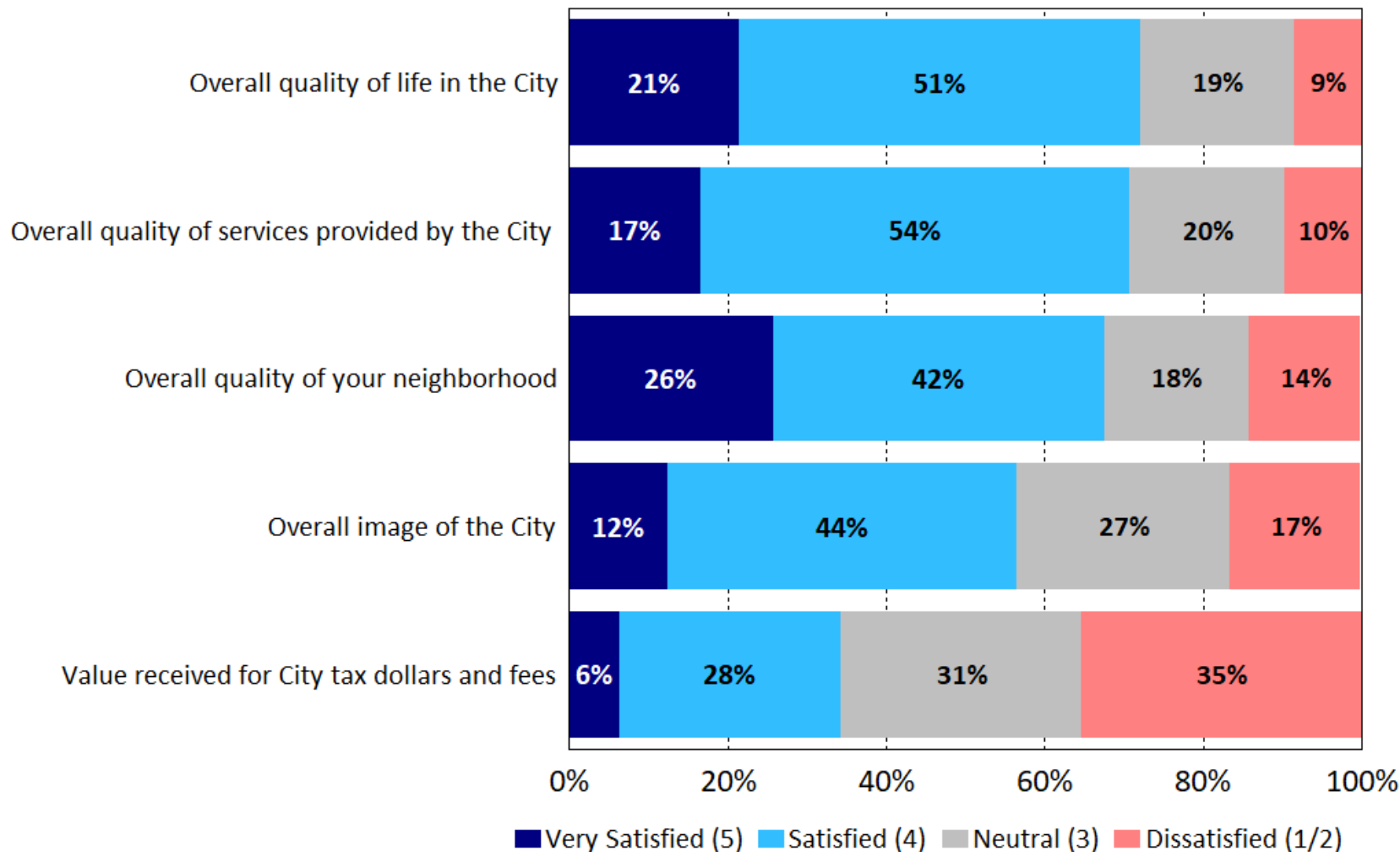
- **Residents Have a Positive Perception of the City**
 - ❑ 84% rated Cleveland Heights as excellent or good place to live; only 6% gave a rating of below average or poor
- **Overall Satisfaction Ratings Are Similar to 2018**
- **Satisfaction with City Services Is Much Higher in Cleveland Heights Than 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")

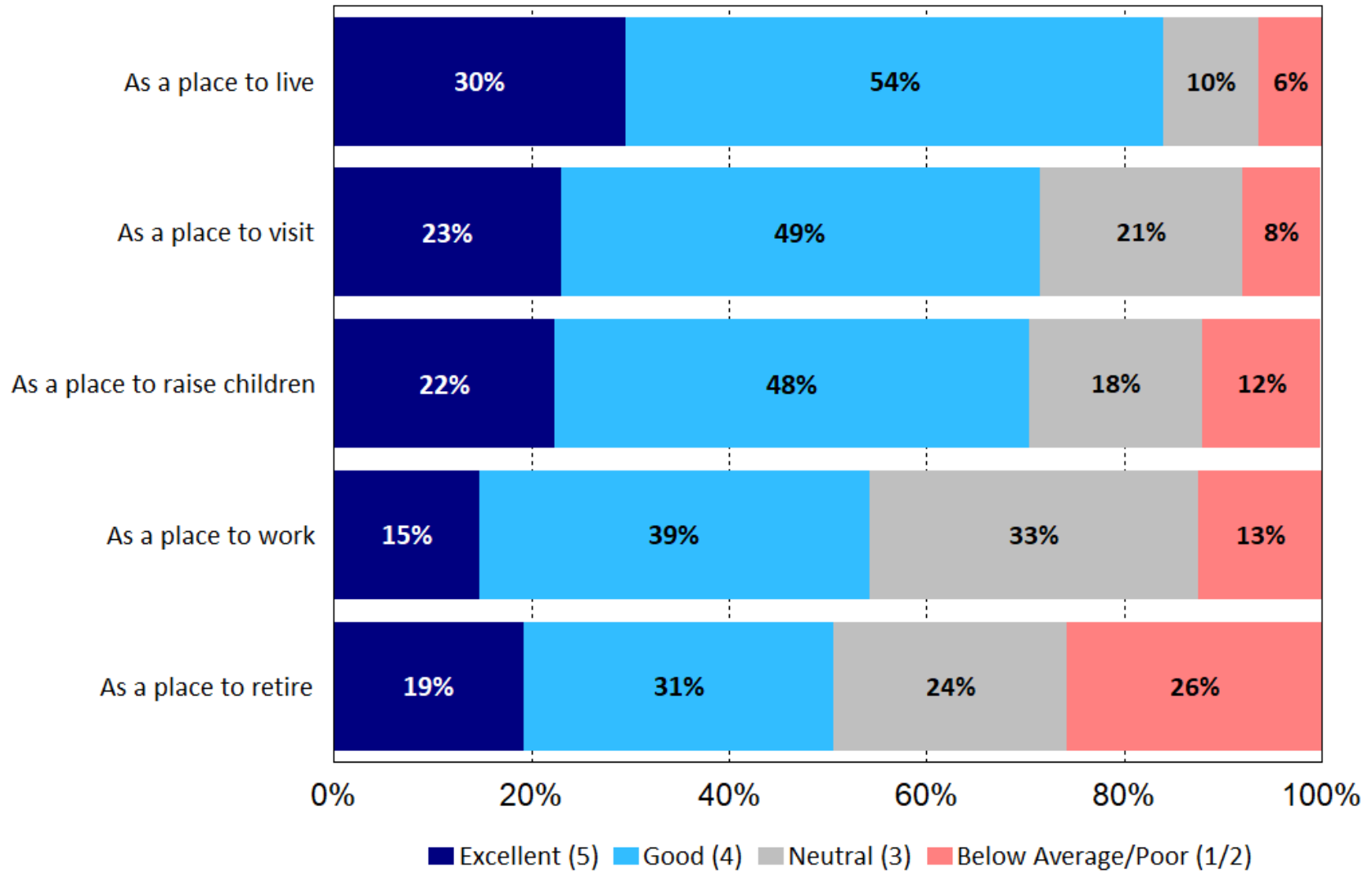


Source: ETC Institute (2020 - Cleveland Heights, OH)

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")

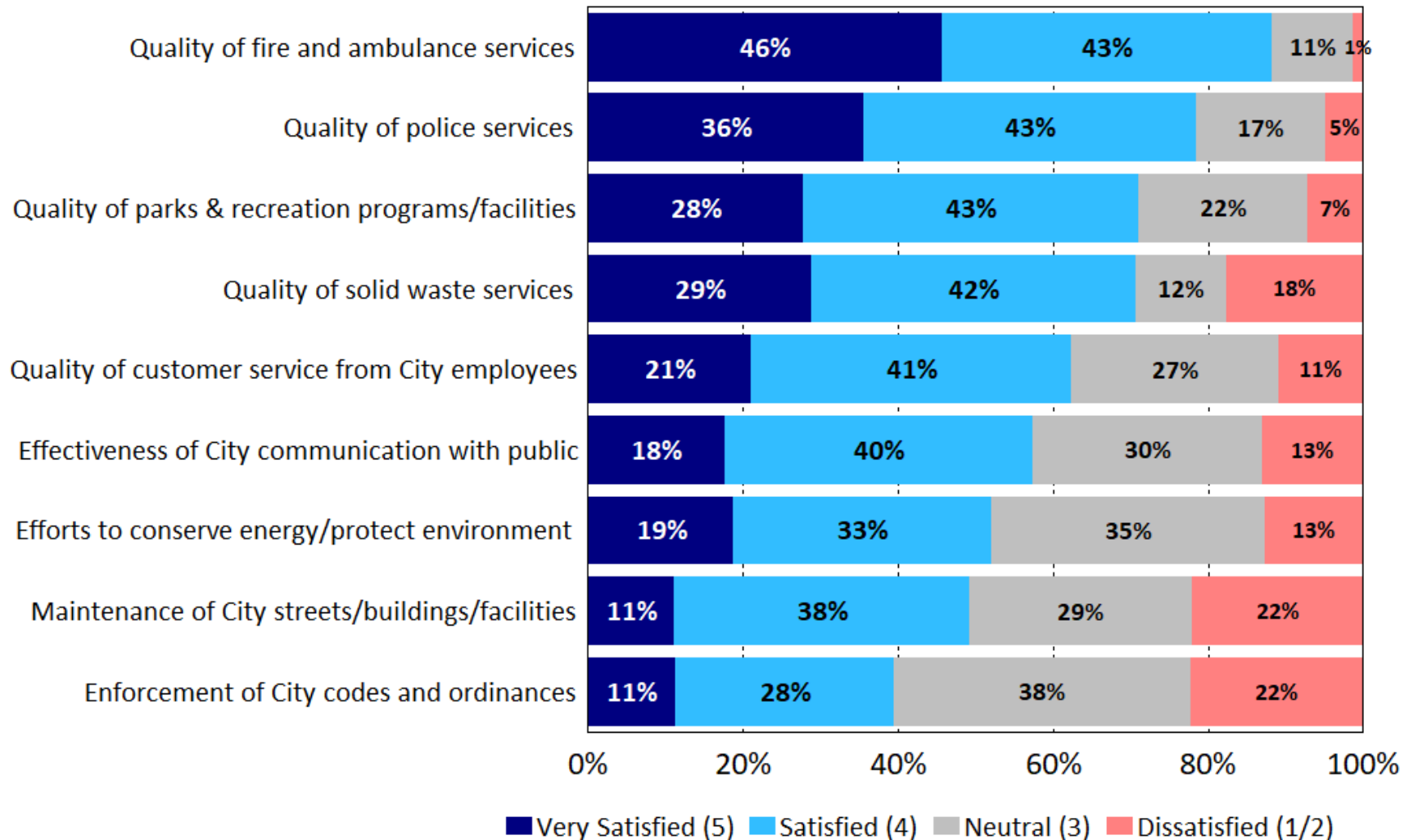


Source: ETC Institute (2020 - Cleveland Heights, OH)

**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")

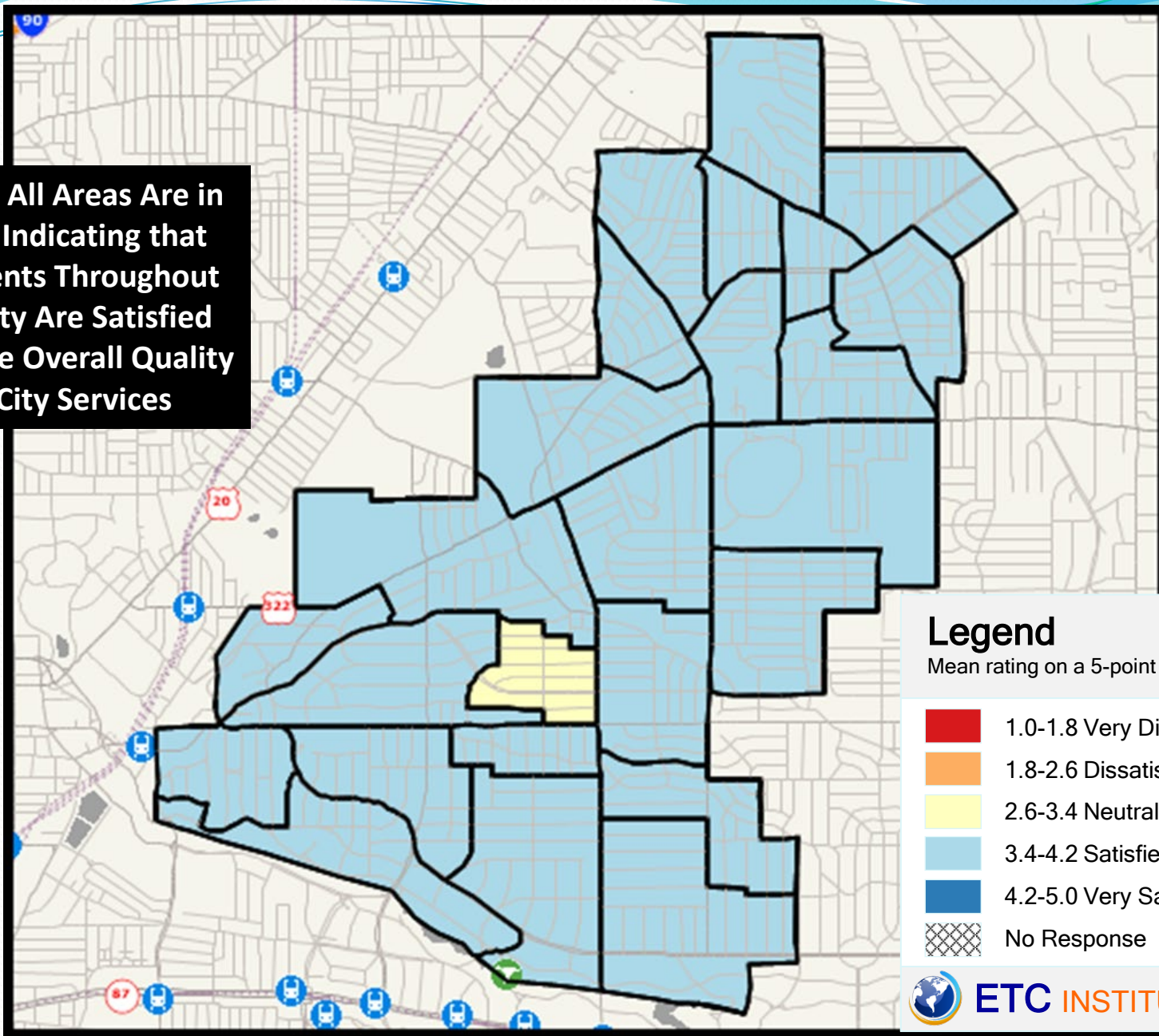


Source: ETC Institute (2020 - Cleveland Heights, OH)

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

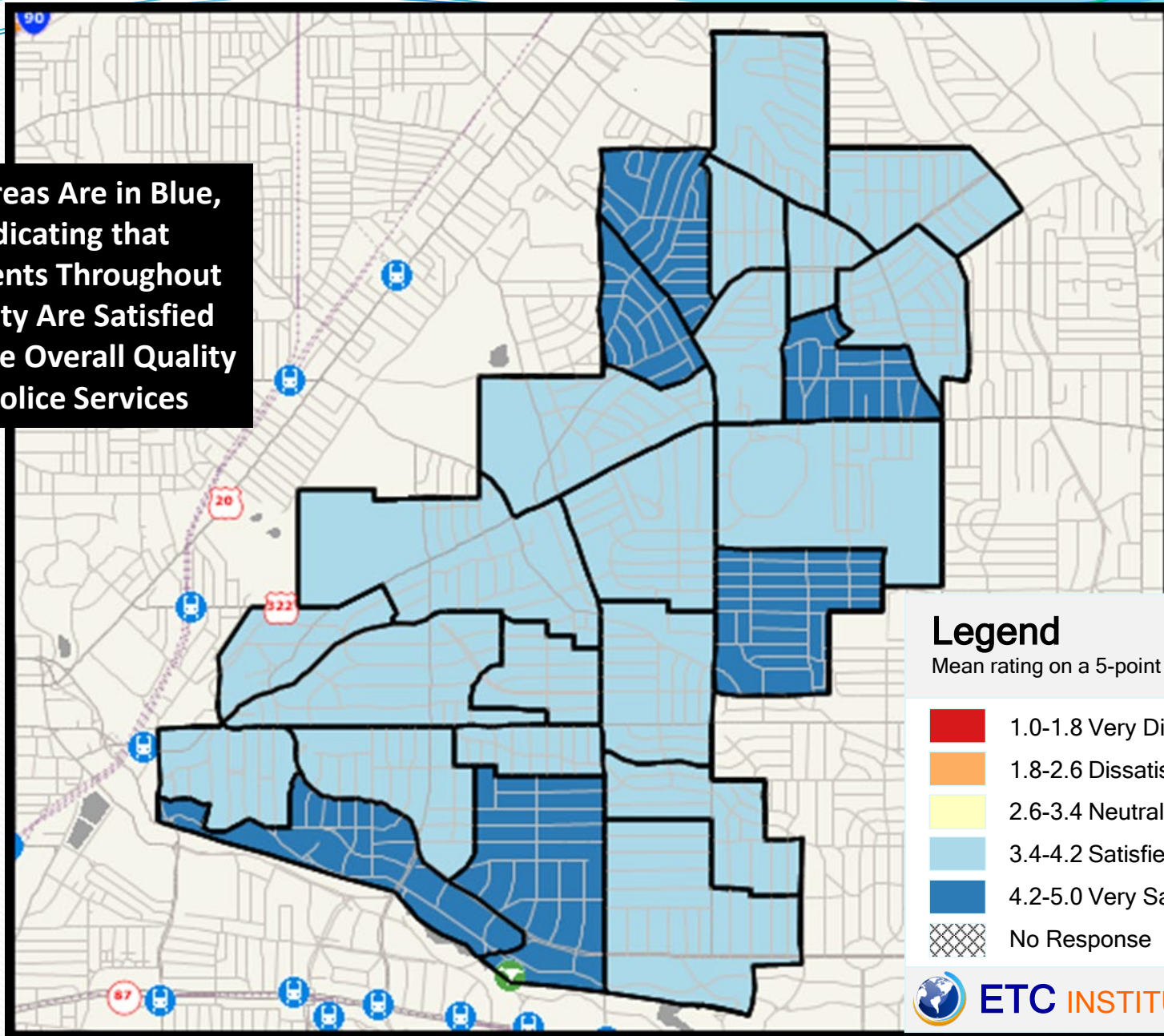


Legend
Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response

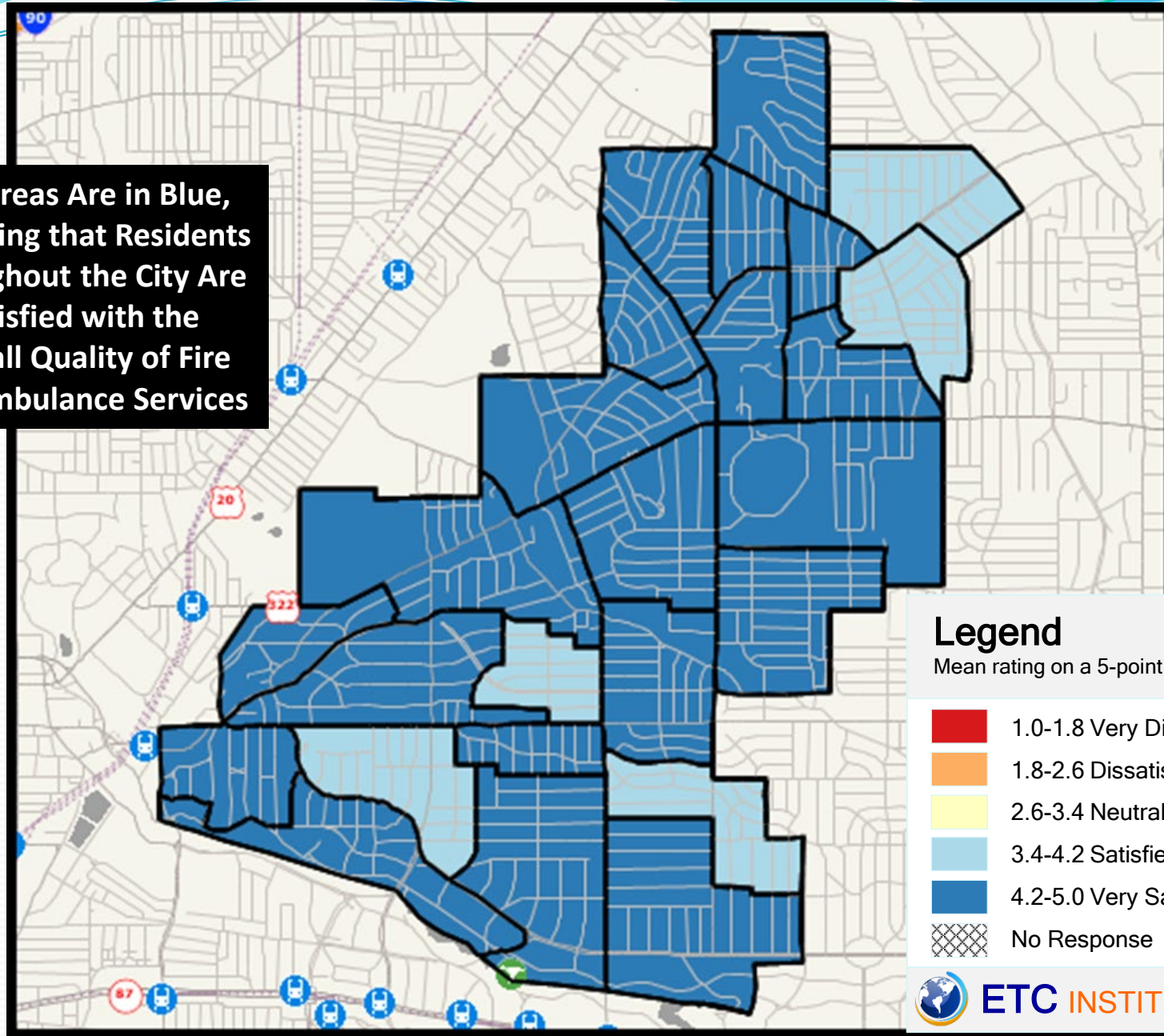
Overall Quality of Police Services

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



Legend
Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response

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%)

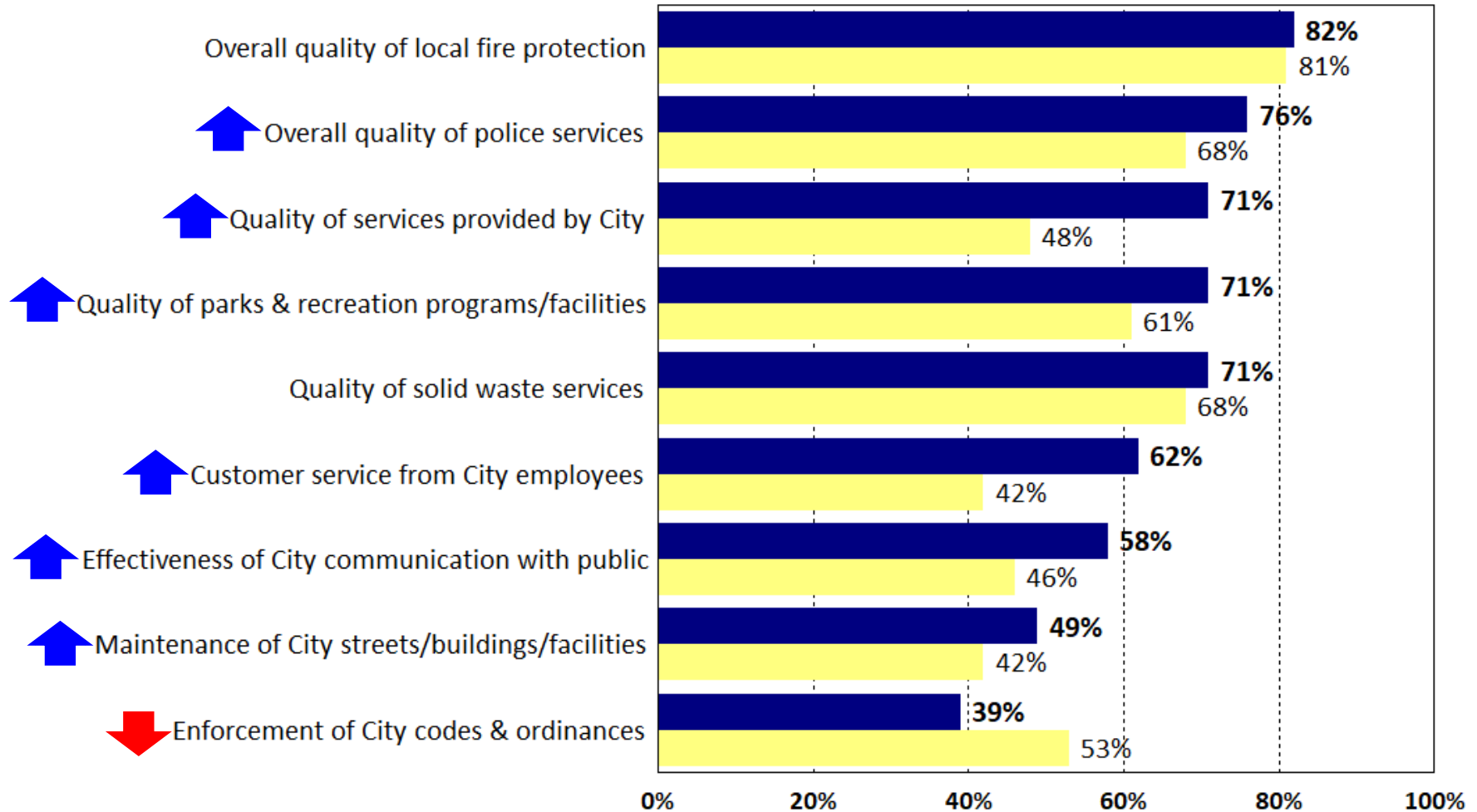
Major Finding #3

**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

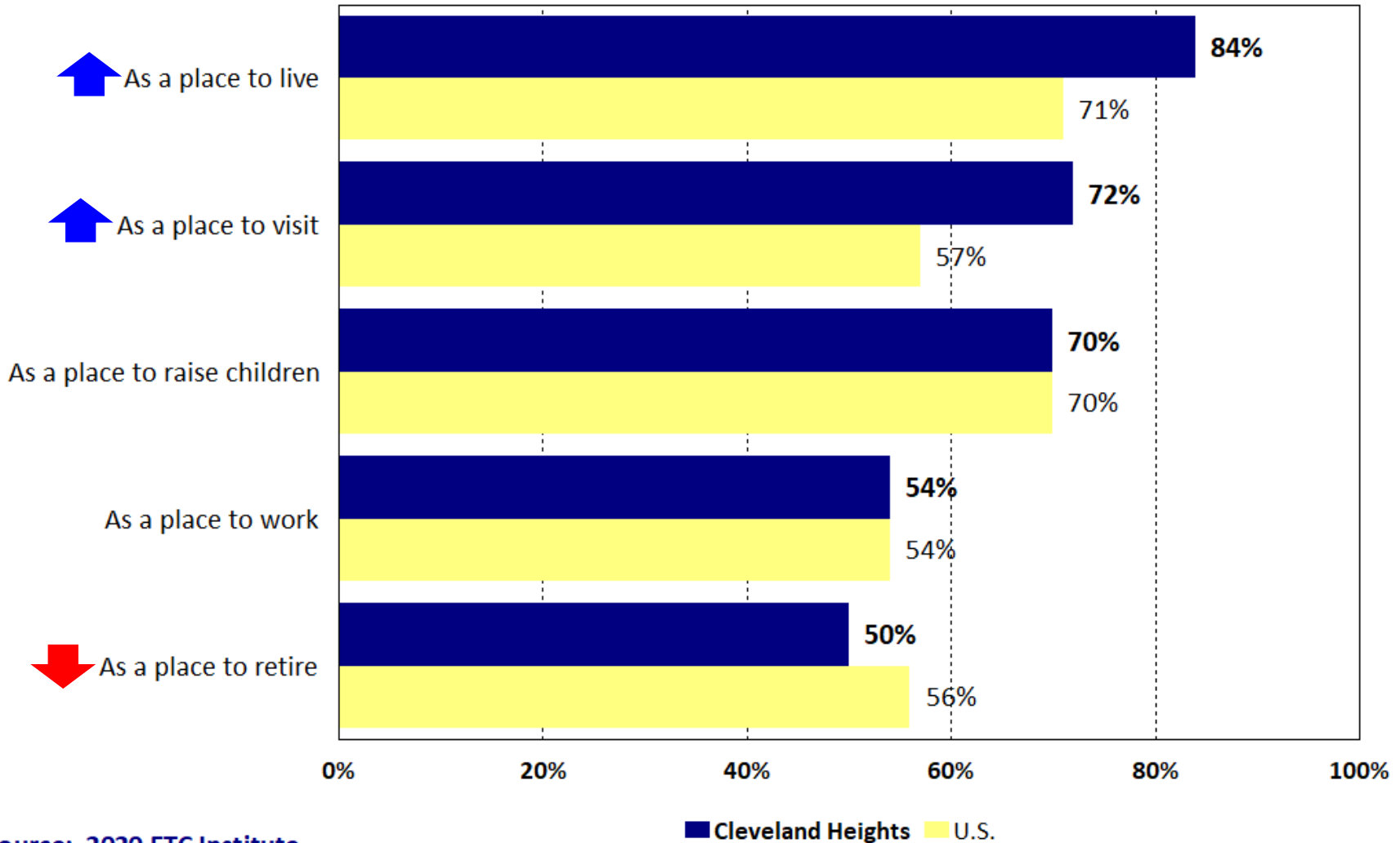
■ Cleveland Heights ■ U.S.

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)



Source: 2020 ETC Institute

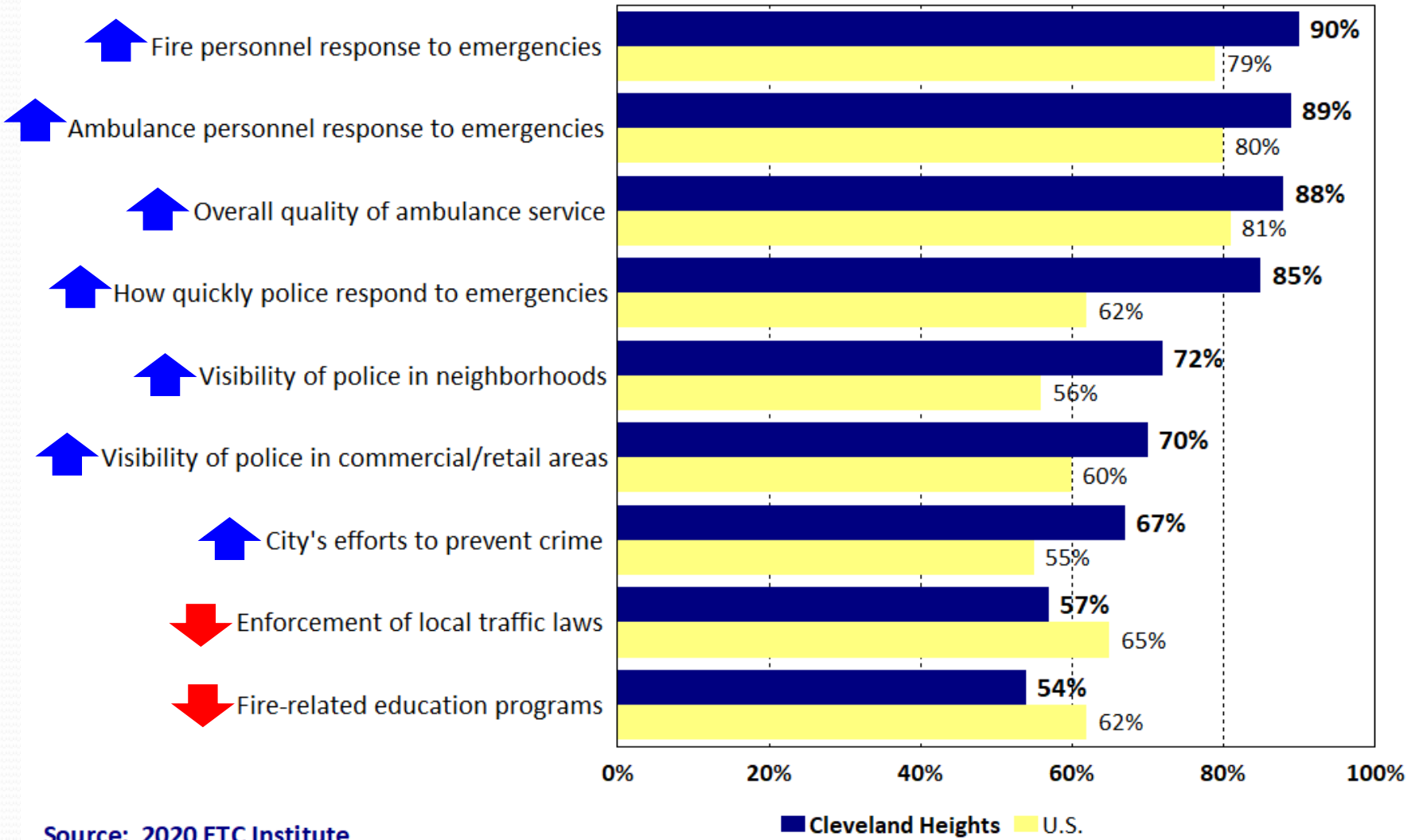
Significantly Higher: ↑

Significantly Lower: ↓

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

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)

↑ Snow removal on major City streets

↑ Mowing/trimming along City streets/public areas

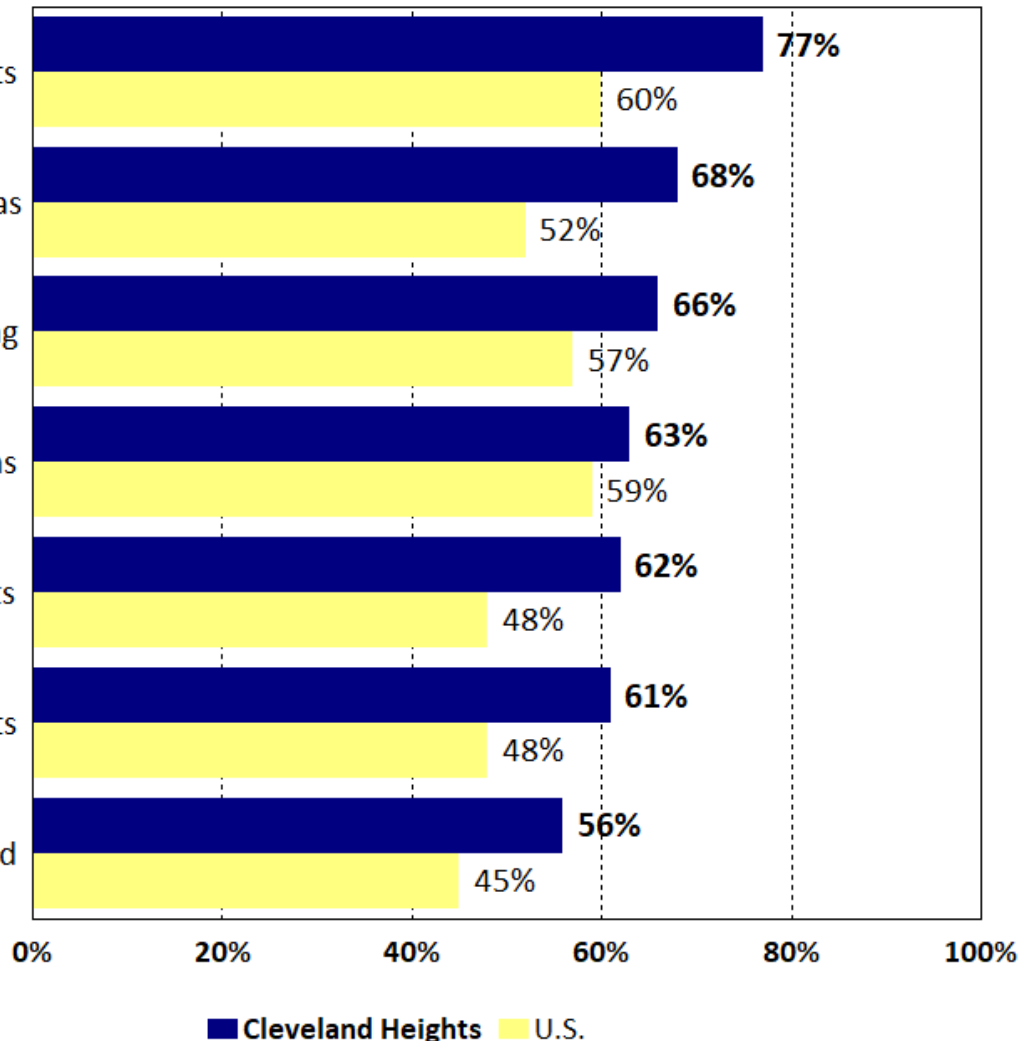
↑ Adequacy of City street lighting

Cleanliness of City streets & other public areas

↑ Snow removal on neighborhood streets

↑ Maintenance of major city streets

↑ Maintenance of streets in your neighborhood



Source: 2020 ETC Institute

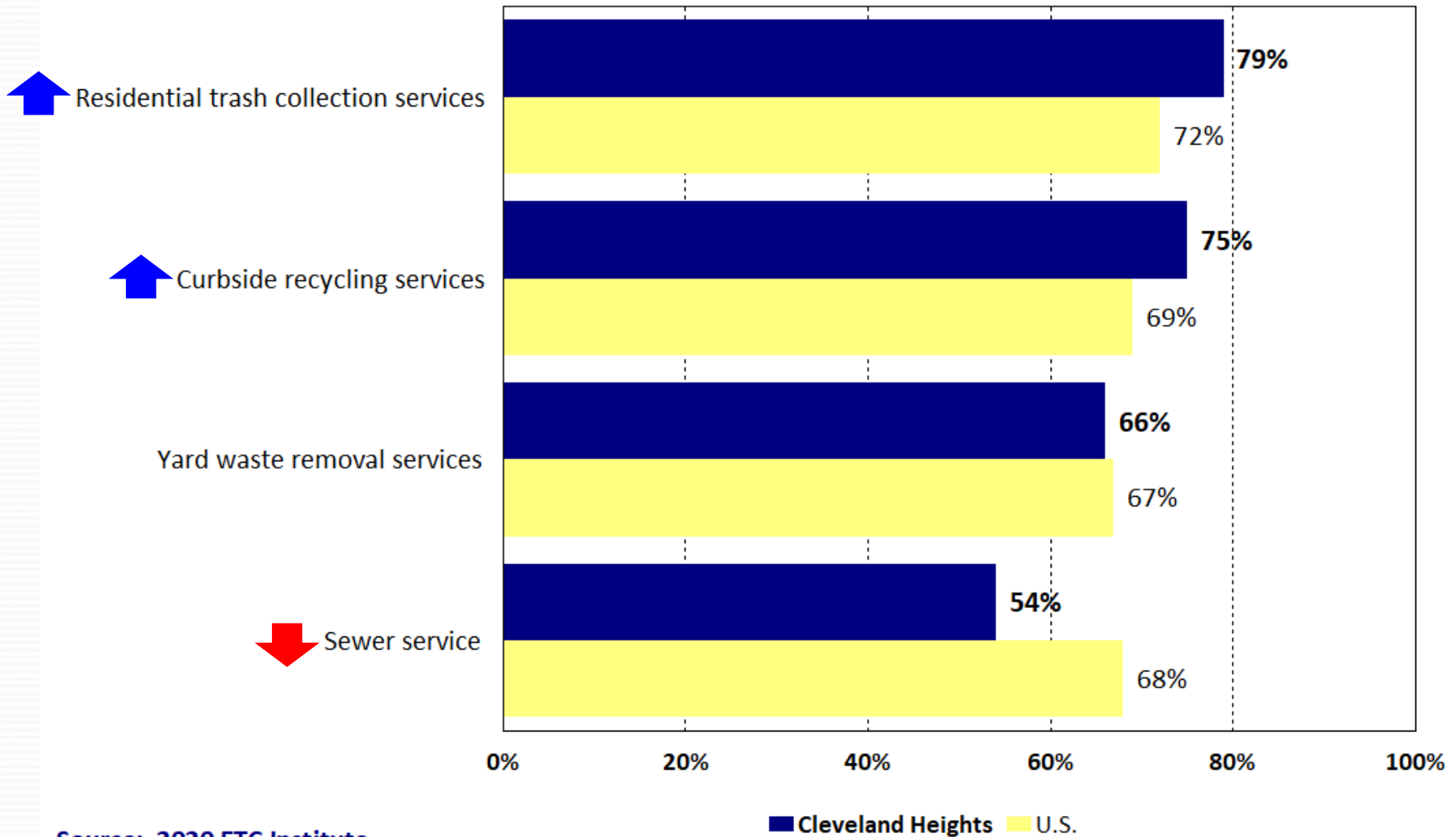
Significantly Higher: ↑

Significantly Lower: ↓

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.

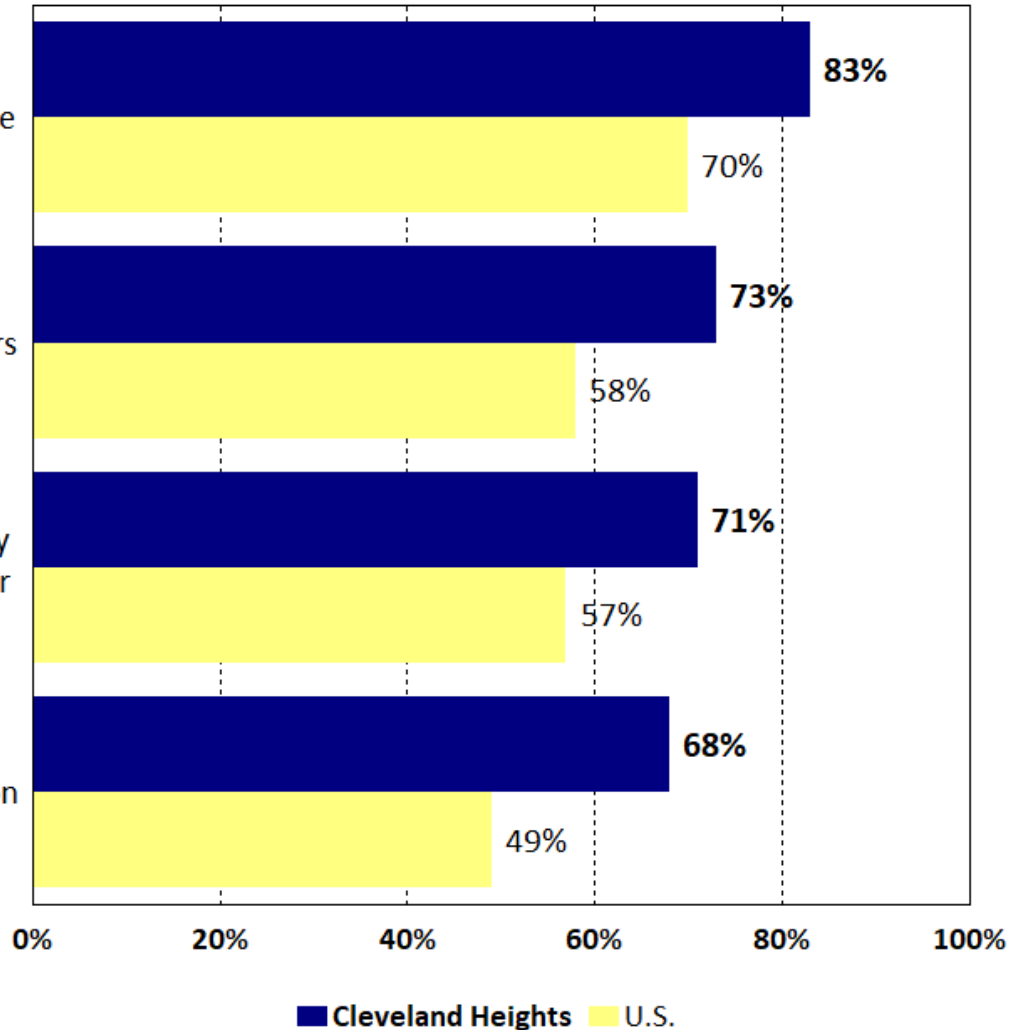
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

↑ They were courteous and polite

↑ They gave prompt/accurate/complete answers

↑ They did what they said they would in a timely manner

↑ They helped resolved an issue to your satisfaction



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

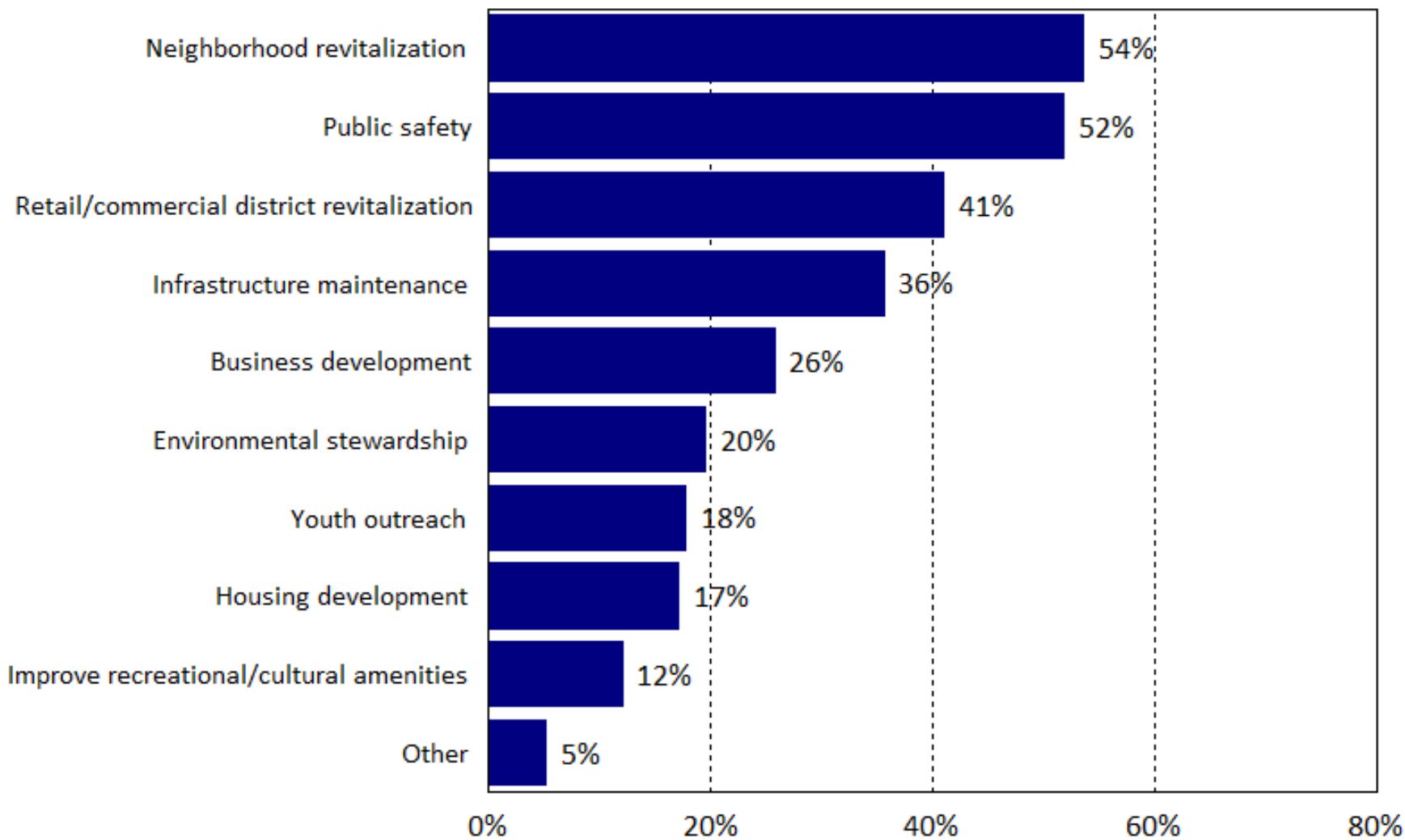
- Maintenance of City parks
- Youth recreation programs

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!!