

WESTERVILLE

2014 RESIDENT SURVEY RESULTS



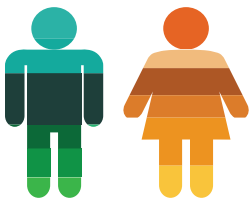
Survey

CITY OF WESTERVILLE

The City of Westerville is pleased to present the findings from the 2014 Resident Survey, the most recent of our biennial survey efforts to measure satisfaction levels and attitudes of Westerville residents. Based on the findings of this report, residents continue to demonstrate high levels of satisfaction, with consistently high rankings for City programs and services.

Westerville elected leadership, administration and staff thank residents for their participation in this important feedback program. For the full report, visit www.westerville.org/survey.

2014 SURVEY



Survey responses increased by more than 22%, with a total of 1,084 full and valid responses.

% 18-40 and 41-50 ↓
% 51-60, 61-70, and 71-older ↑

91.9% of residents are very satisfied with the overall quality of services provided by the City.

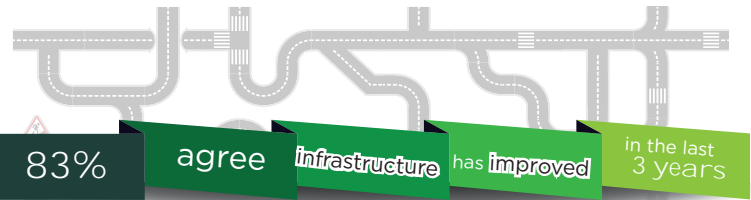


most important issue

1



Fiscal Management and Responsibility



But, consistent with other surveys, TRAFFIC continues to be viewed as a challenge and is most commonly cited as residents' chief complaint.

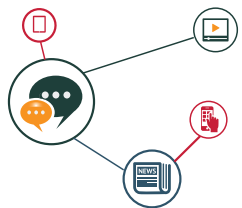


Perceived safety inside one's home and in Westerville as a whole increased significantly between 2012 and 2014.

emerging as more important

Green Space Preservation Homeland Security & Crisis Readiness

Residents continue to think of Westerville as "family friendly" with a high (or higher) quality of life than other communities.



% ↓ Suburban newspaper
% ↑ City website and social media

Residents are supportive of economic development efforts and respond favorably to the perception of the business environment.



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Executive Summary

The 2014 City of Westerville Resident Survey is the fourth survey of community residents commissioned by the City in the last 10 years. The Resident Survey seeks to evaluate residents' perception of city government, municipal services, community services, the City's economic status, and other aspects of community life. The 2014 survey retains many of the same items as the 2005, 2009, and 2012 surveys, but also includes new questions intended to capture current issues and pressing needs.

The 2014 survey was accessible to residents online between September 19 and October 20, 2014, for a total of 32 days; residents were invited to take the survey and were provided an access passcode via postcard. In total, 1,084 residents completed the survey.

As in previous years, residents' perceptions of Westerville, its government, and the various services and facilities it offers are quite positive overall. One clear sign of this sentiment is the large number of positive responses residents gave when asked to describe Westerville in their own words. Most commonly, residents describe Westerville as "friendly" or some variation thereof. "Safe" was mentioned second most often mentioned word, and "family," or variations such as "family-friendly" and "family-oriented" were mentioned third most often.

Along similar lines, when presented a list of potential reasons why they live in Westerville and asked to indicate how important each is to them, respondents gave "overall safety of the community" the highest rating by a wide margin, followed by "the family-friendly nature of the City."

Just as in previous years, "fiscal management and responsibility" was chosen as the most important issue for the City of Westerville by a wide margin. With regard to personal concerns for citizens, "routine patrol of residential areas" was most often identified as the most important issue, followed by "maintaining emergency response times," also mirroring results from previous years.

Residents continue to be satisfied issues related to land use, availability and pricing of housing, and management of economic growth. Further, 83% of respondents agree or strongly agree that the quality of Westerville's infrastructure has improved in the last three years, which is a significant increase from 69% in 2012. However, residents continue to express dissatisfaction with traffic congestion and parking availability. Only 41% of respondents feel that traffic flows on Westerville's main arteries have improved in the last two years. When asked what areas of concern, if unaddressed, would diminish the quality of life in Westerville in the future, the most commonly cited response was traffic.

The fairly high levels of perceived personal safety expressed in previous years, whether in one's own home or neighborhood in the day or night, remain high in 2014. As would be expected, residents' perceived safety is a bit lower in City parks, bikeways, and leisure paths than in their own homes or neighborhoods; however, perceived levels of safety in these locations still equate to ratings of "safe." Also of note, there has been a significant increase in the ratings for perceived safety inside one's home and in Westerville as a whole between 2012 and 2014.

Along similar lines, the relatively high levels of satisfaction with a range of City services and facilities expressed in previous years have largely held steady. Additionally, any changes in the ratings of perceptions of quality of services from 2012 to 2014 were increases. Respondents rated at least one,

and usually several, items in the City services sections (report sections 4-9) significantly higher in 2014 than 2012. No items received a lower rating in 2014 than 2012.

There were some changes in use of communication media from 2012 to 2014. A notably lower percentage of respondents chose Westerville's suburban weekly newspaper as the most useful way to stay informed about City issues in 2014 than 2012. Conversely, both the City website and social media were chosen by a larger percentage of respondents in 2014 than 2012. Additionally, the percentage of respondents who say they have watched City of Westerville programming on the public service channel in the past two years decreased. The frequency by which respondents visit the City website, however, did not change from 2012 to 2014.

Looking forward, respondents see traffic as a vital area of concern that, if unaddressed, would diminish the quality of life in Westerville in the future, as well as crime, high taxes/increasing costs and too much/too rapid growth. Still, residents are generally quite satisfied with their community. This is underscored by the pride they expressed in their neighborhood and in calling the City of Westerville their home; of all the survey items asking respondents to express their level of agreement or disagreement with an aspect of Westerville, these two items received the highest percentage of "strongly agree" responses.

Overview and Methodology

In order to better serve its constituents the City of Westerville commissions a public opinion survey of its residents on a regular basis. Strategic Research Group (SRG) has conducted this survey in 2005, 2009, 2012, and again in 2014.

The 2014 web-based survey was available to residents between September 19 and October 20, 2014, for a field period of 32 days. A postcard was sent to all Westerville households with instructions on how to access the survey and a unique identifier to be used as a passcode for accessing the survey. The Westerville City Manager's Office also issued a news release, which was covered by the local newspaper. Additionally, the survey was promoted on the City's social media accounts and its electronic newsletter.

A total of 1,135 Westerville residents accessed the survey and answered at least one question. However, the final respondent pool was limited to those who had answered at least 50% of the items. Fifty-one residents did not meet this threshold, resulting in a final number of 1,084 respondents. This is higher than the respondent pool of 837 for 2012 despite a comparable field period of 33 days.

The report is split into several sections that can be categorized into five overall themes:

- The first three sections deal with residents' overall opinions of Westerville and its city leaders and departments, as well as residents' perceptions about the issues facing the City, particularly with regard to safety.
- Sections 4-9 present the residents' responses to questions regarding city services and facilities, including parks and recreation, planning and development, public works, and utility services.
- Section 10, "Communication/Citizen Input Issues," looks at use of and opinions regarding the various information services that Westerville residents may use to gain information about their city.
- Section 11, "Current Events/Strategic Planning," is a new section in 2014 that assesses residents' opinions on issues pertaining to several planning initiatives the City of Westerville is working on, including economic development, branding, and comprehensive planning.
- Section 12 presents the respondents' demographic characteristics, which lends insight and context when interpreting the findings.

In each section, survey results are presented either as percentages or means (i.e., averages). Means can range from 1.00-4.00 (unless otherwise specified), and higher means always indicate a positive sentiment. In instances when mean findings are presented, percentage responses are provided in Appendix A.

Along with the 2014 survey results, results from 2012 are presented where appropriate and any significant differences in responses between 2012 and 2014 are reported.

In addition to computing frequencies and descriptive statistics for each of the survey items, SRG also ran appropriate statistical tests (e.g., chi-square, Analysis of Variance (ANOVA), and t-tests) to determine if the respondents' answers differed as a function of the following demographic variables:

- Years of residence in Westerville, coded into the following five categories: 1) one year or less, 2) 2-5 years, 3) 6-10 years, 4) 11-25 years, and 5) 26 years or more.
- Respondent age, coded into five categories: 1) 18-40, 2) 41-50, 3) 51-60, 4) 61-70, and 5) 71 or older.¹
- Whether the respondent owns or rents his or her home. (The option “Other” was also provided; however, only three respondents chose this option, and were excluded from this analysis).
- Zone 1-4, which indicates the municipal zones that were provided by the city (see Appendix B for a map of the zone areas).

The frequency distributions for these four breakout variables are provided in Section 12, along with the other demographic information that was collected from respondents.

For both the cross-year analysis and the group differences analysis, only those differences for each item that were found to be statistically significant at the $p < .05$ level with a 95% confidence interval are reported. The term “statistically significant” means that the differences are highly unlikely to be obtained as a result of chance. Please also note that finding that results changed “significantly” from 2012 and 2014 or that there is a “significant” difference in response between two or more groups does not indicate the magnitude of difference. Finally, for both the cross-year analysis and the group differences analysis, responses of “don’t know” and “not applicable” were excluded.

¹ When reviewing response differences by age groups, please keep in mind that the term “younger” is relative to others who participated in the survey and not the general language use of “young.”

Report Findings

1. General Perceptions of Westerville

This section provides the findings to a number of questions soliciting residents’ opinions on a number of general aspects of Westerville, such as commercial and residential land use, growth management, economic development, infrastructure, traffic, and City staff.

Residents were also given the opportunity to provide open-ended responses to two questions regarding their overall perceptions of Westerville. First, residents were asked, “What two words best describe Westerville?” Of the 1,084 survey respondents, 995 provided a response (not including three “non-responses” such as “no comment” or “nothing”). Responses were reviewed and coded into categorical themes based on those created for the 2009 and 2012 survey reports. Table 1.1 provides the categories as well as the percentage of respondents whose response fell into each category. Please note that only themes that were mentioned by at least 1% of respondents are presented in Table 1.1. Also note that, because up to two responses were coded for each respondent, the total percentage will exceed 100.

The trends in 2014 closely mirror those from 2012. There were no major shifts in the ranking of responses, and the top five responses are the same for both years (with just a minor switch in positions for the second and third most often mentioned categories). Just as in 2012, the most common word used to describe Westerville was “friendly” or a very similar word such as “caring,” “helpful,” or “welcome.” “Safe” was mentioned second most often, and “family,” or variations such as “family-friendly” and “family-oriented” was the third most popular category. Notably, with the exception of “high taxes/expensive,” all of the categories reflect a positive sentiment toward Westerville. Although there were some negative responses given, they were too few in number to be coded into a categorical theme.

Table 1.1. What two words best describe Westerville?

Categorical Response	%	Categorical Response	%
Friendly/caring/helpful/welcome	26.7%	Active/fun/vibrant/busy	4.1%
Safe	17.5%	Beautiful/appealing	4.0%
Family/family friendly/family-oriented	17.4%	High taxes/expensive	3.8%
Good/great/nice place	12.4%	Comfortable	3.1%
Quiet/small town/hometown/homey/peaceful/quaint	9.2%	Pleasant/charming/relaxed/easy	2.6%
Parks/bikeways/outdoors	7.0%	Community (driven; oriented)	2.5%
Convenient	6.9%	Diverse	1.6%
Clean	5.3%	Affordable	1.4%
Good management/good services	4.7%	Other	20.0%

Additionally, respondents were asked a second open-ended response question, “What do you like *least* about living in Westerville?” Of the 1,084 survey respondents, 870 provided a response (excluding a small number of “non-responses,” as well as 93 respondents who indicated that they like everything

about Westerville or who wrote something positive about the City). The responses were reviewed and coded into categorical themes, again using the categories created in 2009 and 2012 as a guide; however, categories were added to reflect new trends in 2014.

As seen in Table 1.2, traffic issues were cited most often by a wide margin (34%), as was the case in 2012. Taxes (type not specified) represent 18% of all responses, and property taxes were cited third most often. No other themes exceeded 6% of responses. One notable change in the pattern of response between 2012 and 2014 is the much less frequent mention of city taxes in 2014 as compared to 2012. In 2012, city taxes received 19% of mentions, as compared to 1% in 2014. This change is likely due to the timing of the survey field period; in 2012 the survey was fielded in February and March (i.e., tax season); the 2014 survey was fielded in September and October.

Table 1.2. What do you like LEAST about living in Westerville?

Categorical Response	%	Categorical Response	%
Traffic	33.9%	Road conditions	2.3%
Taxes (general)	18.0%	Streets with low speed limits	2.0%
Property taxes	10.1%	Inadequate parking	1.8%
Not enough development (especially commercial); lack of certain types of businesses; vacant/run-down commercial areas	5.6%	Poor conditions of/not enough sidewalks; City not pedestrian or bike friendly	1.5%
Other residents (e.g., their political leaning; inconsiderate; loud; etc.)	5.3%	Utility/public works services issues (street cleaning; snow removal; leaf/refuse collection; power outages)	1.5%
Poor spending by City; overspending; poor spending priorities	4.9%	Speeding drivers; speed limits not enforced	1.5%
Lack of quality of schools; dissatisfied with Win-Win policy; allowing Columbus students to attend Westerville schools	4.3%	City taxes	1.3%
Rapid expansion; overdevelopment; too much multi-unit housing; loss of “small town” feel	3.9%	Cost of utilities; utility options	1.1%
Lack of good and/or enough restaurants	3.6%	Lack of public transportation	1.0%
Commute to work; distance to work/ Columbus/OSU	3.2%	Run-down/vacant residential properties; lack of upkeep to homes and yards (especially rental properties)	1.0%
City staff or leaders	2.6%	Other	11.0%

Figures 1.1 and 1.2 present the respondents’ opinions regarding the variety of housing choices and the mix of land use in Westerville. The respondents believe Westerville has found a positive mix of land uses with 90% agreeing that Westerville offers a good mix of commercial, office and residential land uses. In addition to having a good land use mix, Westerville residents also believe the City offers a good variety of housing choices in terms of pricing and selection, with 87% of residents agreeing. For both items, the pattern of responses in 2014 does not differ significantly from 2012.

Figure 1.1. Westerville offers a good mix of commercial, office, and residential land uses.

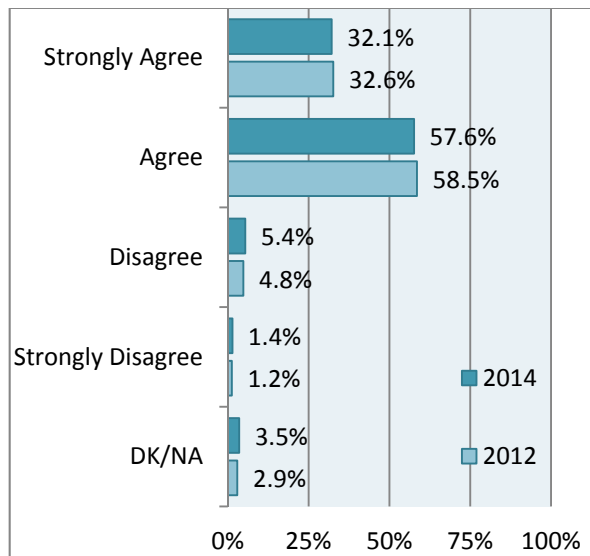
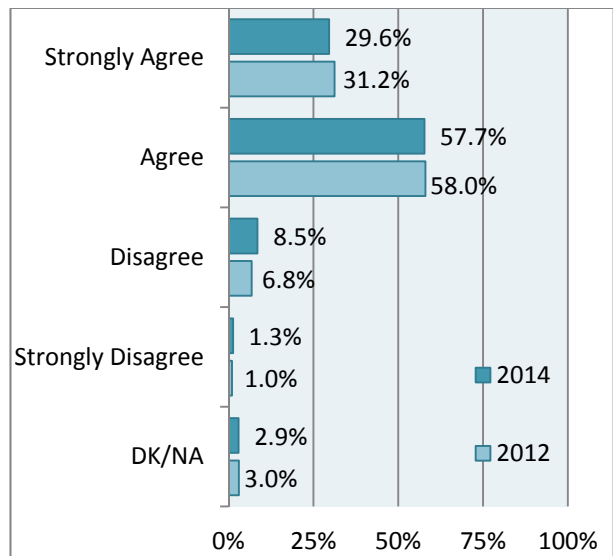


Figure 1.2. Westerville offers a good variety of housing choices in terms of pricing and selection.



Group Differences

Years of residence: Agreement that Westerville offers a good mix of commercial, office, and residential land uses progressively decreases as length of residency increases; 100% of residents who have lived in Westerville for one year or less agree, whereas 92% of residents who have lived in Westerville 11 years or more agree.

Age: No significant differences.

Rent or own home: Residents who own their home are more likely to agree that Westerville offers a good variety of housing choices in terms of pricing and selection than renters (91% versus 74%).

Zone: No significant differences.

Figures 1.3 and 1.4 indicate that a strong majority of survey respondents continue to believe that the City is doing a good job of managing the growth of housing, retail, and business. Overall, 72% agree the city is doing a good job of managing housing growth. With regard to managing retail and business growth, in 2014, 20% strongly agree and 77% agree overall compared to 17% strongly agree and 72% overall agreement in 2012; this increase in agreement from 2012 to 2014 is significant.

Figure 1.3. Westerville does a good job of managing housing growth.

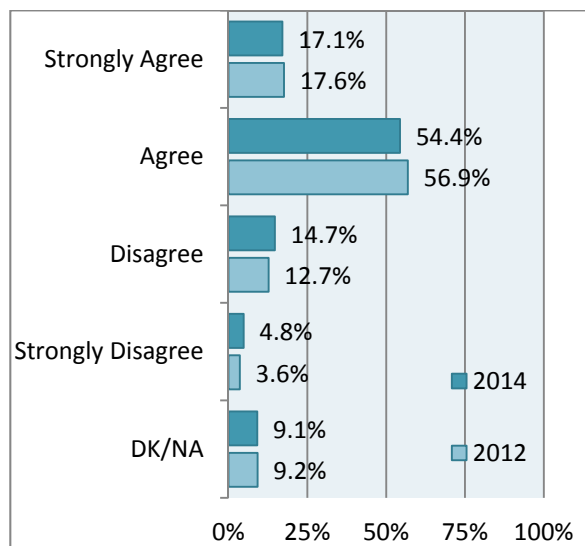
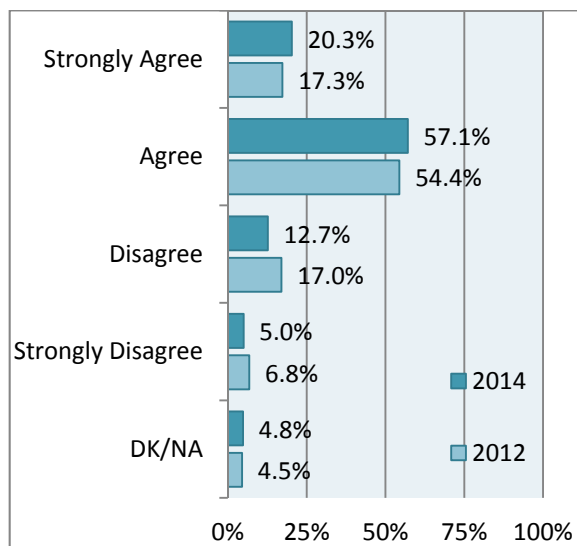


Figure 1.4. Westerville does a good job of managing retail and business growth.



Group Differences

Years of residence: Agreement that Westerville does a good job of managing retail and business growth progressively decreases as length of residency increases; 97% of residents who have lived in Westerville for one year or less agree, whereas 78% of residents who have lived in Westerville 26 years or more agree.

Age: No significant differences.

Rent or own home: No significant differences.

Zone: No significant differences.

As seen in Figures 1.5 and 1.6, the majority of survey participants believe the City promotes a positive business environment and should use tax breaks and financial incentives to attract new business (with overall agreement of 76% and 64%, respectively). For both items, the pattern of results has not changed significantly from 2012 to 2014.

Despite the overall agreement with the use of financial incentives, 28% disagree with the use of tax breaks and incentives—of the items pertaining to economic development (Figures 1.1 through 1.6), this issue garnered the highest disagreement (this was also true in 2012).

Figure 1.5. The City of Westerville promotes a business friendly environment to foster economic development.

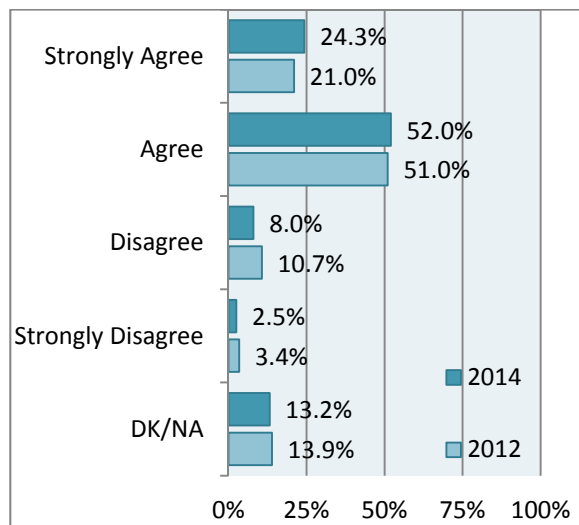
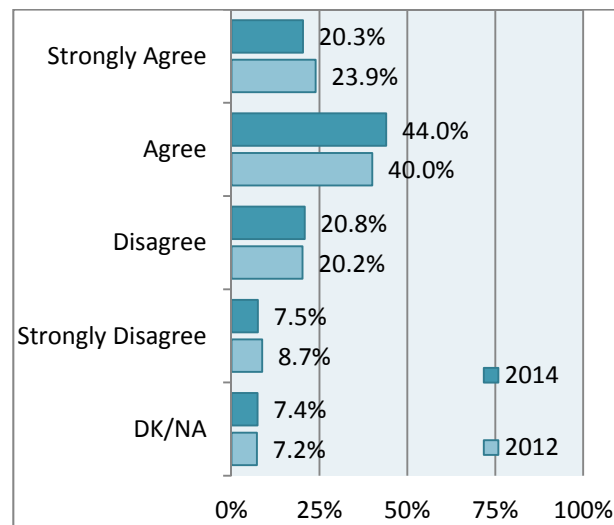


Figure 1.6. The City of Westerville should give tax breaks and other financial incentives to employers to bring new businesses into the City.



Group Differences

Years of residence: Agreement that Westerville promotes a business friendly environment to foster economic development progressively decreases as length of residency increases; 95% of residents who have lived in Westerville for one year or less agree, whereas 86% of residents who have lived in Westerville 11 years or more agree. Similarly, newer residents are more likely to agree that Westerville should give tax breaks and other financial incentives to employers to bring new businesses into the City than longer-term residents. For this item, however, agreement is lowest for those who have lived in Westerville 11-25 years (64% compared with 81% for those who have lived in Westerville for one year or less).

Age: No significant differences.

Rent or own home: No significant differences.

Zone: No significant differences.

As seen in Figure 1.7, in 2014 the majority of residents (69%) agree that Westerville traffic flows on main streets are at least as good as other Columbus suburbs, a figure that is largely unchanged from 2012. There is lower agreement that traffic flows on Westerville’s main arteries have improved in the last two years (Figure 1.8). Only 41% of residents agreed or strongly agreed with this item. The pattern of response for this item changed from 2012 to 2014. The direction of change, though, was inconsistent; the percentage of respondents who strongly agreed with this item increased from 7% to 11%, but the percentage of respondents who agreed decreased from 35% to 31%, resulting in no meaningful change in overall agreement from 2012 to 2014.

Similarly, there was a significant increase from 2012 to 2014 in the percentage of residents who agree that the quality of the City’s infrastructure has improved in the last two years (Figure 1.9), from 69% to 83%. The increase in residents who strongly agree with this item is particularly notable, having nearly doubled from 2012 to 2014. It should be noted that clarification was added to this item in 2014 (specifying to respondents that infrastructure referred to such things as roadways, alleys, and bridges), which may have impacted the pattern of response.

Figure 1.7. Westerville’s overall traffic flow on main streets is at least as good as traffic flow on main streets in other Central Ohio suburbs.

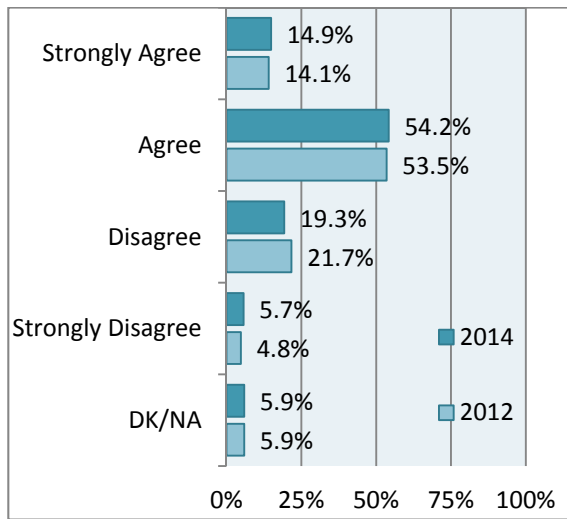


Figure 1.8. Traffic flows on Westerville’s main arteries have improved in the last two years.²

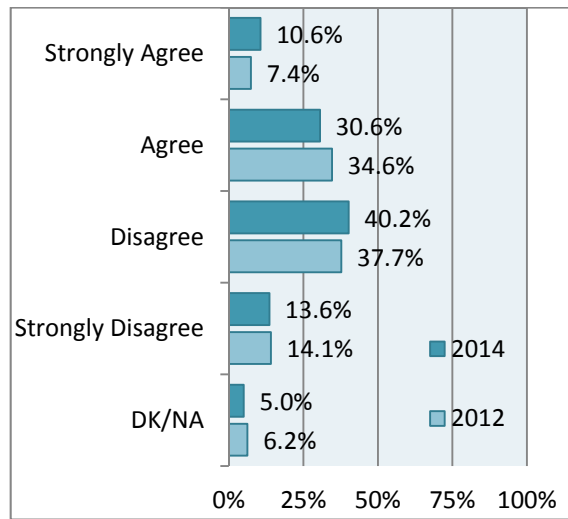
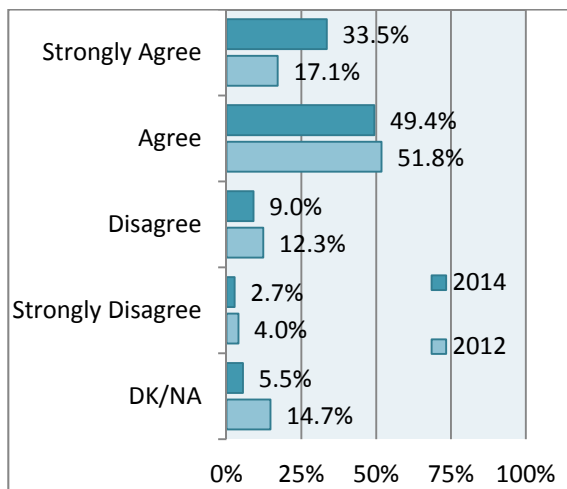


Figure 1.9. The quality of Westerville’s infrastructure (roadways, alleys, bridges) has improved in the last two years.³



Group Differences

Years of residence: Agreement that traffic flows on Westerville’s main arteries have improved in the last two years progressively decreases as length of residency increases; 69% of residents who have lived in Westerville for one year or less agree, whereas 40% of residents who have lived in Westerville 26 years or more agree.

Age: Agreement that Westerville’s overall traffic flow on main streets is at least as good as traffic flow on main streets in other Central Ohio suburbs progressively decreases for each age group; 83% of respondents ages 18-40 agree, whereas 69% of respondents ages 71 or older agree.

² In 2012, the item specified a timeframe of three years.

³ In 2012, the item specified a timeframe of three years. The 2014 item added “(roadways, alleys, bridges)” to clarify the meaning of “infrastructure” for respondents.

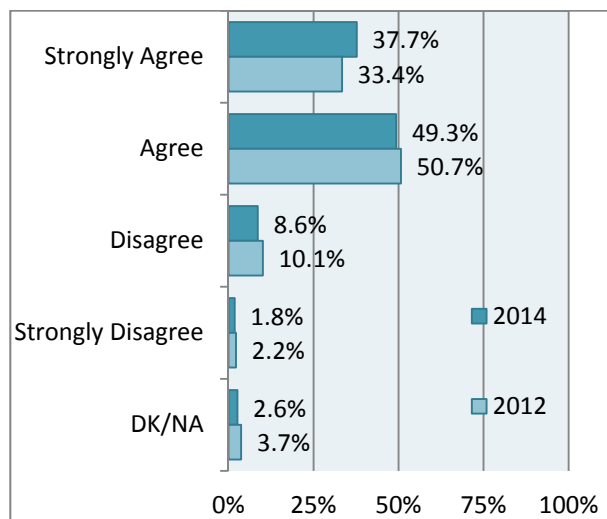
Rent or own home: No significant differences.

Zone: There are significant differences by zone for all three items.

- Zone 1 and Zone 4 residents are less likely to agree that Westerville’s overall traffic flow on main streets is at least as good as traffic flow on main streets in other Central Ohio suburbs than Zone 2 and Zone 3 residents (69% and 67% for Zone 1 and Zone 4 residents versus 76% and 74% for Zone 2 and Zone 3 residents).
- Zone 1 and Zone 4 residents are less likely to agree that traffic flows on Westerville’s main arteries have improved in the last two years than Zone 2 and Zone 3 residents (30% for residents in both Zone 1 and Zone 4 versus 49% and 45% for Zone 2 and Zone 3 residents).
- Zone 1 and Zone 4 residents are less likely to agree that the quality of the City’s infrastructure has improved in the last two years than Zone 2 and Zone 3 residents (83% and 86% for Zone 1 and Zone 4 residents versus 90% and 88% for Zone 2 and Zone 3 residents).

As seen in Figure 1.10, a substantial majority of residents, 87%, agree that the City of Westerville does a good job of promoting recycling and conservation. The pattern of responses did not differ significantly from 2012 to 2014.

Figure 1.10. I believe the City of Westerville does a good job of promoting recycling and conservation.



Group Differences

Years of residence: Residents who have lived in Westerville longer are more likely to agree that Westerville does a good job of promoting recycling and conservation than newer residents; the largest difference in agreement is between those who have lived in Westerville 6-10 years and those who have lived in Westerville 26 years or longer (83% versus 95%).

Age: Older respondents are more likely to agree that Westerville does a good job of promoting recycling and conservation than younger respondents; the largest difference in agreement is between respondents ages 41-50 and respondents ages 61-70 (84% versus 92%).

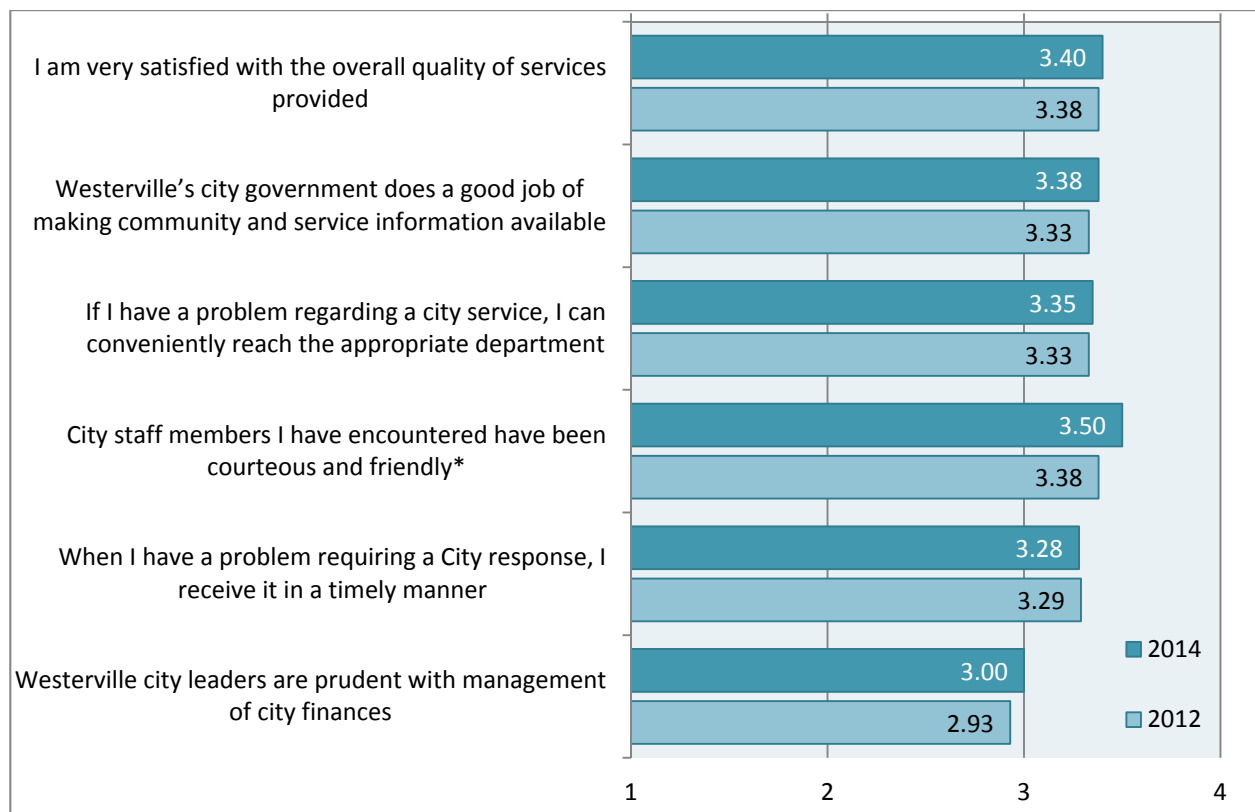
Rent or own home: No significant differences.

Zone: No significant differences.

Figure 1.11 presents mean ratings for several items regarding City departments and staff. Means can range from 1 (Strongly Disagree) to 4 (Strongly Agree). All of the scores for 2014 are above 3.00, which indicates that respondents are generally satisfied with various issues pertaining to City departments and staff. The means did not change significantly between 2012 and 2014 for any of the items with the exception of the item asking respondents to rate the courteousness and friendliness of City staff. It is important to note, however, that the specific wording of the item changed from “The City staff is courteous and friendly to the citizens of Westerville” in 2012 to “City staff members I have encountered have been courteous and friendly” in 2014. Thus, the items are not comparable.

As in previous years, the lowest score was assigned to “prudent management of finances,” which received a mean score of 3.00 for 2014. Despite the comparatively low mean score, however, 71% of resident agree or strongly agree that City leaders are prudent with their management of City finances (see Appendix A).

Figure 1.11. Mean Ratings for Departments and Staff



* In previous years, the item was phrased as, “The City staff is courteous and friendly to the citizens of Westerville.”

Group Differences

Years of residence: Respondents who have lived in Westerville for 1 year or less and 2-5 years report higher agreement that Westerville City leaders are prudent with their management of City finances than respondents who have lived in Westerville for 6-10 years. Similarly, respondents who have lived in Westerville for 1 year or less and 2-5 years report higher agreement that Westerville’s city government does a good job of making community and service information available than respondents who have lived in Westerville for 11-25 years

Age: Respondents ages 18-40 report higher agreement that Westerville City leaders are prudent with their management of City finances than respondents ages 51-60 and 61-70.

Rent or own home: Owners are more satisfied with the overall quality of services provided by the City than renters.

Zone: No significant differences.

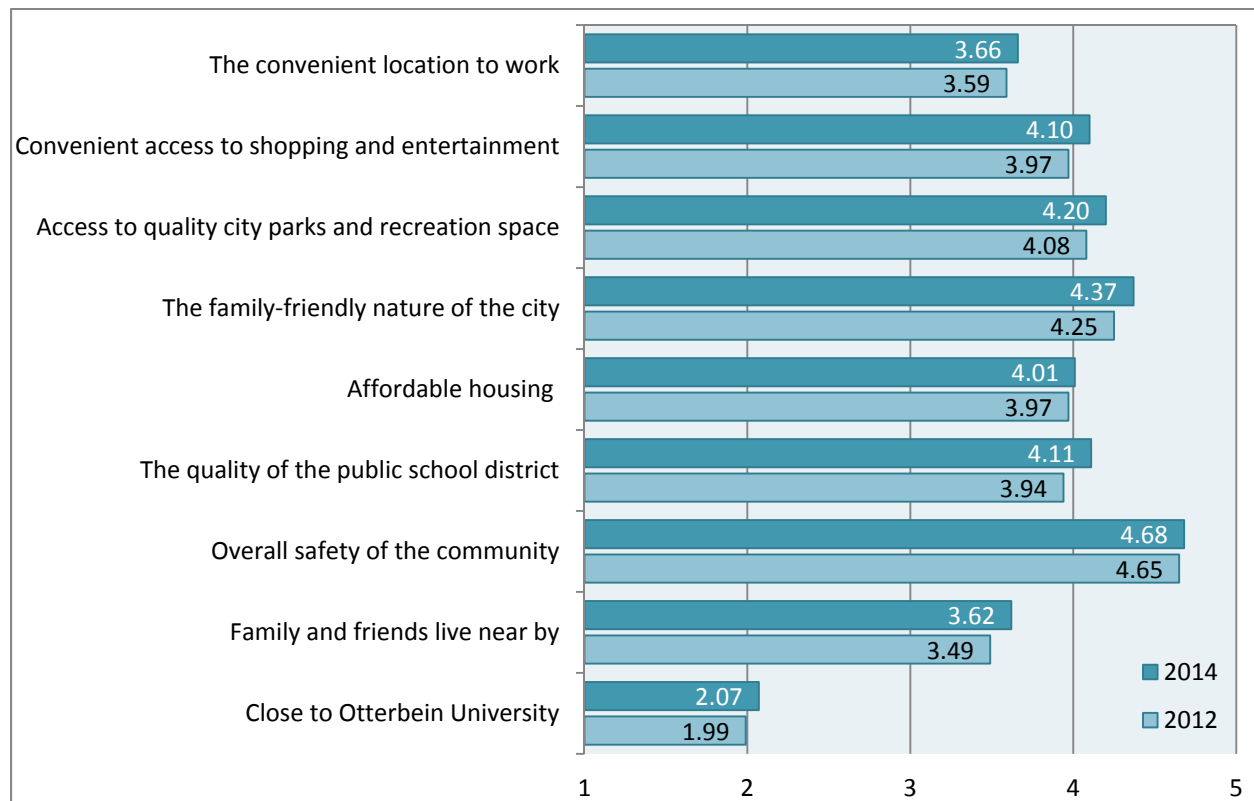
2. Community Priorities

Survey respondents were asked about a number of issues pertaining to their opinions on Westerville priorities, such as the reasons they chose Westerville as their home and their perceptions about the pressing issues facing the City.

First, they were presented a list of potential reasons why they live in Westerville, and were asked to indicate how important each is to them. Figure 2.1 presents the mean score for each item, on a scale from 1 (Not at all Important) to 5 (Extremely Important). Just as in 2012, “Overall safety of the community” received the highest mean (4.68) by a fairly wide margin over the second highest-scoring item, “The family friendly nature of the city” (4.37). Being close to Otterbein University received the lowest rating. Five of the nine items received a significantly higher score in 2014 than 2012:

- Convenient access to shopping and entertainment
- Access to quality city parks and recreation space
- The family friendly nature of the city
- The quality of the public school district
- Family and friends live near by

Figure 2.1. Please indicate how important each is to you when thinking about why you live in Westerville.



Group Differences

Years of residence: There were differences by years of residency for three items.

- Those who have lived in Westerville 2-5 years place greater importance on access to quality city parks and recreation space than those who have lived in Westerville longer. Additionally,

respondents who have lived in Westerville one year or less place greater importance on access to quality city parks and recreation space than those who have lived in Westerville 11-25 years.

- Respondents who have lived in Westerville for 26 or more years place greater importance on family and friends living nearby than respondents who have lived in Westerville for less than 26 years.
- Respondents who have lived in Westerville for 26 or more years place greater importance on being close to Otterbein University than respondents that have lived in Westerville 6-10 years and 11-25 years.

Age: There are age difference for five items.

- Respondents ages 18-40 place greater importance on access to quality city parks and recreation spaces than respondents in the other age groups.
- Respondents ages 18-40 place greater importance on the family friendly nature of the city than respondents ages 61-70.
- Respondents ages 18-40 place greater importance on the quality of the public school district than respondents 51 and older.
- Respondents ages 71 or older place greater importance on family and friends living nearby than respondents 18-60. Additionally, respondents ages 61-70 place greater importance on family and friends living nearby than respondents ages 18-40.
- Respondents ages 71 or older place greater importance on being close to Otterbein University than respondents in the other age groups. Additionally, respondents ages 61-70 place greater importance on being close to Otterbein University than respondents ages 18-40 and 51-60.

Rent or own home: Residents who rent place greater importance on the convenient location to work than those who own their home. Additionally, renters place greater importance on family and friends living nearby than homeowners.

Zone: Residents in Zone 4 place greater importance on the convenient location to work than residents in Zone 1 and Zone 2. Additionally, Zone 4 residents place greater importance on being close to Otterbein University than residents in Zone 2 and Zone 3.

In order to understand which issues are viewed by residents as most important for Westerville, respondents were presented a list of various issues related to City services, such as general infrastructure and economic issues, and asked to indicate which three they felt were most important. The items included in the list were the same in 2014 as 2012, with the exception of the addition of "Public safety and emergency management" in 2014. As can be seen in Table 2.1, in both 2012 and 2014, "fiscal management and responsibility" was chosen as the most important issue for the City of Westerville by a wide margin (34% in 2014 and 41% in 2012).

Looking at the percentage of respondents who chose a given item as their first, second, or third choice, the largest change between 2012 and 2014 is the decrease in the percentage of respondents who chose "fiscal management and responsibility;" 69% in 2012 versus 54% in 2014.

Table 2.1. Of the following potential issues, which is the MOST IMPORTANT issue for the City of Westerville?

	1 st Choice	1 st Choice	2 nd Choice	2 nd Choice	3 rd Choice	3 rd Choice
Response	2014	2012	2014	2012	2014	2012
Fiscal management and responsibility	33.4%	40.7%	10.3%	16.7%	9.8%	11.3%
Public safety and emergency management	18.9%	--*	14.3%	--*	9.5%	--*
Maintaining current safety services	14.6%	13.9%	13.9%	21.1%	8.8%	15.2%
Reliable and efficient utility services	9.6%	7.6%	23.1%	15.6%	16.4%	20.2%
Infrastructure and roadway maintenance	7.6%	11.2%	15.0%	15.4%	20.8%	15.7%
Green space preservation	5.2%	4.5%	7.1%	6.2%	12.0%	5.1%
Economic development and job creation	4.7%	9.4%	6.2%	9.9%	7.9%	10.2%
Maintaining current city services that are not related to safety	2.8%	5.2%	7.1%	9.3%	9.2%	13.6%
Communication of city information to residents	1.1%	1.4%	2.1%	0.8%	3.1%	2.3%
Other	1.7%	3.0%	0.4%	1.1%	0.9%	1.0%

* Option added in 2014.

Group Differences

Group difference analysis tested whether there were differences in the selection of “fiscal management and responsibility” at all (as a first, second, or third choice).

Years of residence: Respondents who have lived in Westerville for 1 year or less were less likely than respondents in all other residency groups to select “fiscal management and responsibility.”

Age: Respondents ages 18-40 were less likely than respondents in all other age groups to select “fiscal management and responsibility.”

Rent or own home: Homeowners were more likely to select “fiscal management and responsibility” than renters.

Zone: Respondents in Zone 4 were less “fiscal management and responsibility” than respondents in the other three zones.

A second item also asked respondents to select which issues facing the Westerville community they felt were most important (Table 2.2); however, the list predominately included issues pertaining to personal citizen concerns such as crime and safety issues. Just as in 2012, “routine patrol of residential areas” was most often identified as the most important issue, followed by “maintaining emergency response times.” However, the gap in the percentage of respondents who selected “routine patrol of residential areas” as the most important issue facing the Westerville community was much narrower in 2014 compared to 2012 (3% versus 11%, respectively). Overall, however, the patterns of response in 2012 and 2014 were quite similar.

Table 2.2. Which of the following issues facing the Westerville community is MOST IMPORTANT?

	1 st Choice	1 st Choice	2 nd Choice	2 nd Choice	3 rd Choice	3 rd Choice
Response	2014	2012	2014	2012	2014	2012
Routine patrol of residential areas	27.9%	36.3%	25.6%	24.2%	13.3%	13.4%
Maintaining emergency response times	24.6%	24.9%	16.7%	21.5%	10.2%	15.5%
Distracted driving (for example, texting while driving)	11.7%	9.1%	9.3%	9.4%	10.0%	6.8%
Burglary	9.5%	10.8%	7.8%	10.9%	8.9%	11.3%
Substance abuse and drug interdiction	6.4%	4.0%	7.5%	4.7%	7.7%	6.4%
Homeland security and crisis readiness	4.3%	1.9%	5.0%	2.5%	6.1%	3.9%
Traffic enforcement	4.2%	3.1%	7.6%	8.6%	11.4%	12.9%
Youth issues	3.0%	2.5%	5.9%	3.8%	8.8%	5.5%
Community outreach programs	2.5%	2.5%	3.3%	3.6%	5.9%	7.5%
Vandalism	1.6%	0.6%	5.5%	4.1%	9.3%	6.7%
Drinking while driving enforcement	1.1%	1.9%	2.6%	4.4%	4.1%	6.3%
Domestic violence	0.7%	0.6%	2.2%	1.0%	2.2%	2.2%
Other	2.1%	1.7%	0.5%	1.2%	0.9%	1.6%

Group Differences

Group differences analysis tested whether there were differences in the selection of “routine patrol of residential areas” at all (as a first, second, or third choice).

Years of residence: No significant differences.

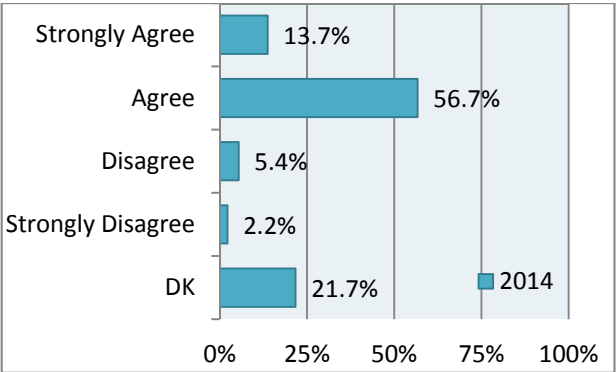
Age: Respondents ages 51-70 were more likely to select “routine patrols of residential areas” than respondents ages 18-50 and 71 or older.

Rent or own home: Homeowners were more likely to select “routine patrols of residential areas” than renters.

Zone: No significant differences.

Figure 2.2 shows that the majority of respondents (70%) agree that local government agencies, community leaders, and civic organizations tell a consistent story about the City of Westerville. Previous iterations of the survey asked respondents to rate their agreement or disagreement with the item, “It is important for all local government agencies, community leaders, and civic organizations to work together to tell a consistent story about the City of Westerville,” and 81% agreed. Also for the 2012 version of the item, 4% of respondents selected “don’t know,” as compared with 22% of respondents in 2014.

Figure 2.2. Local government agencies, community leaders, and civic organizations tell a consistent story about the City of Westerville.



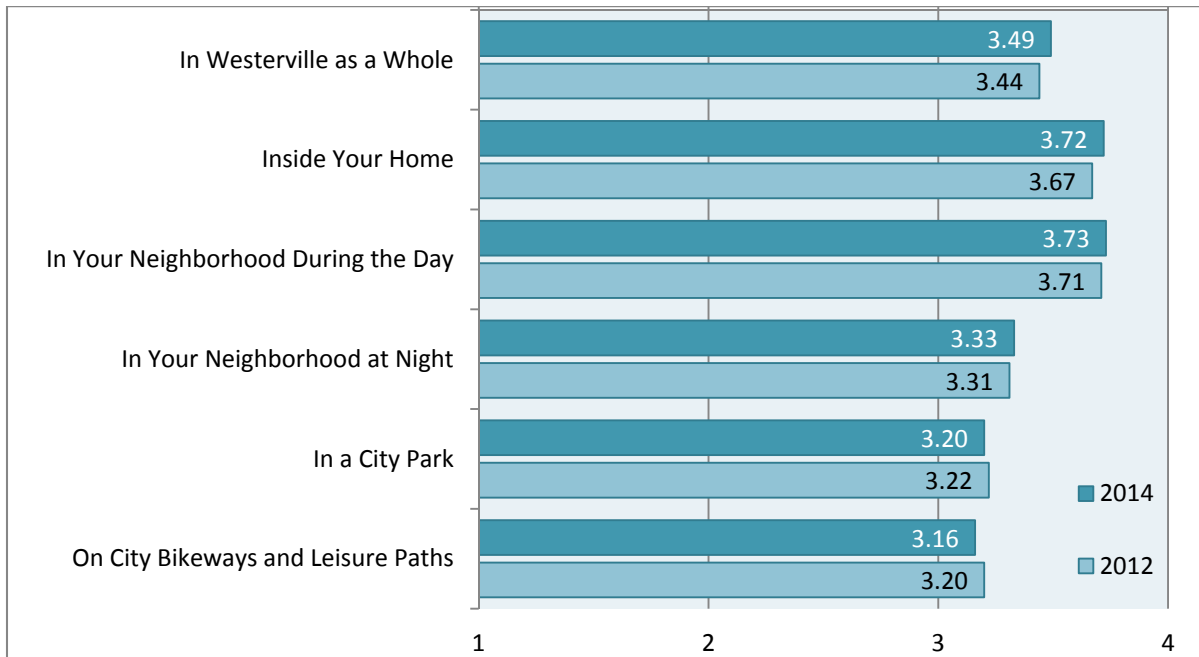
Group Differences

- Years of residence:** No significant differences.
- Age:** No significant differences.
- Rent or own home:** No significant differences.
- Zone:** No significant differences.

3. Safety

Respondents were asked to rate their perceived level of safety in different locations on a scale from 1 (Very Unsafe) to 4 (Very Safe). Mean scores for each location are presented in Figure 3.1. As seen in Figure 3.1, all means exceed 3.00, which indicates that, on average, residents feel at least “safe” in all of these various locations. In both 2012 and 2014, residents feel most safe in their own home, and least safe on City bikeways and leisure paths. Despite the similar pattern in scores, there has been a statistically significant increase from 2012 to 2014 in the score for perceived safety in Westerville as a whole, and also inside one’s home.

Figure 3.1. Mean Ratings for Personal Safety



Group Differences

Years of residence: Residents who have lived in Westerville 2-5 years feel safer on City bikeways and leisure paths than those who have lived in Westerville 26 years or more. Also, residents who have lived in Westerville 2-5 years feel safer in their neighborhood at night than those who have lived in Westerville 26 years or more.

Age: There are age difference for three items.

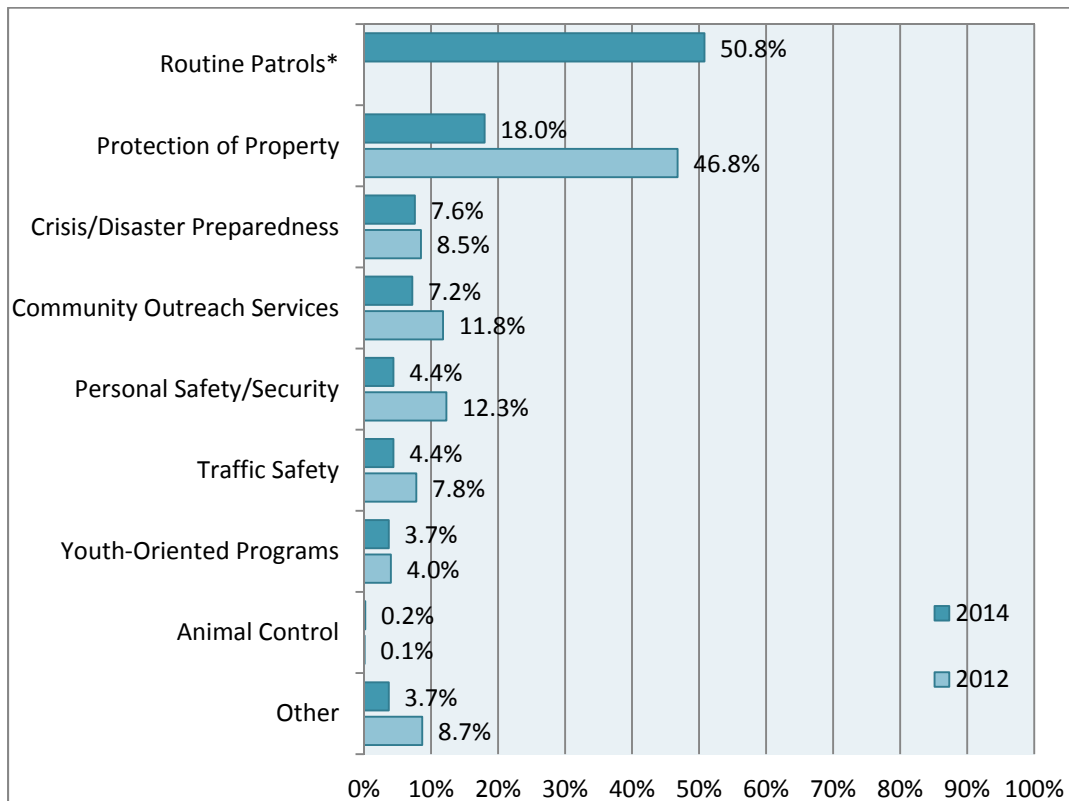
- Respondents ages 41-50 feel safer in their neighborhood during the day compared to respondents ages 61-70.
- Respondents ages 18-50 feel safer on City bikeway and leisure paths than respondents ages 61 and older.
- Respondents ages 18-50 feel safer in a City park than respondents ages 61 and older.

Rent or own home: Residents who own their home feel safer in their neighborhood during the day than renters.

Zone: Zone 1 and Zone 2 residents feel safer in their neighborhood at night than Zone 3 residents. Similarly, Zone 2 residents feel safer inside their own homes than Zone 3 residents.

Respondents were also asked to select from a list the one issue they felt is most important for Police Services. The list of options was the same in 2014 as 2012, with the exception of the addition of “routine patrols” in 2014. As is evident in Figure 3.2, the addition of this option resulted in a large decrease in the percentage of respondents who selected “protection of property” in 2014 as compared with 2012 (18% versus 47%).

Figure 3.2. Which of the following is the MOST IMPORTANT issue for Police Services?



* Option added in 2014.

Group Differences

Group differences analysis tested whether there were differences in the selection of “routine patrols.”

Years of residence: No significant differences.

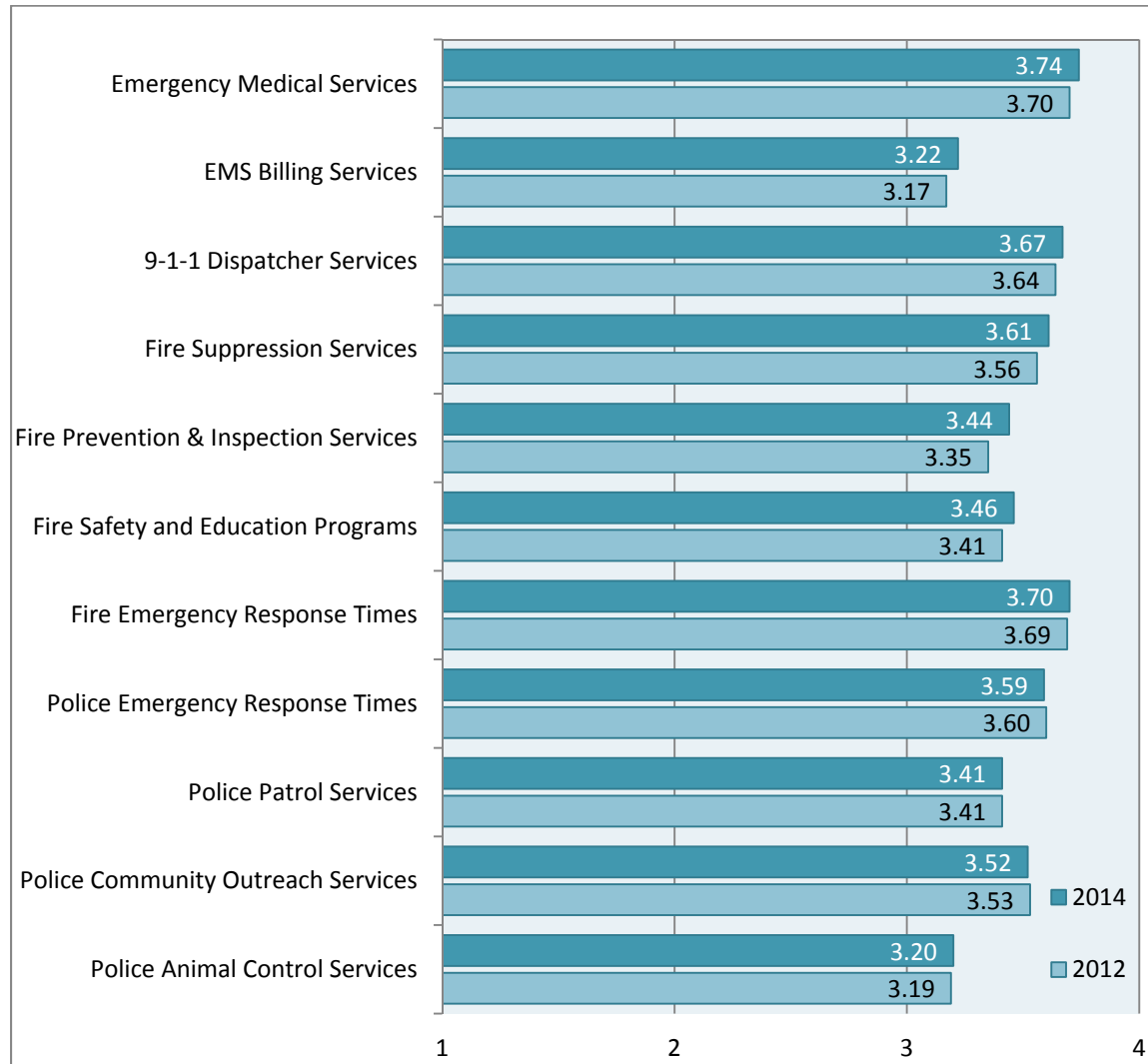
Age: Respondents ages 71 or older were less likely to select “routine patrols” than respondents in all other age groups.

Rent or own home: Homeowners were more likely to select “routine patrols” than renters.

Zone: No significant differences.

Figure 3.3 provides the mean ratings for each of Westerville’s public safety services. Survey participants were asked to rate each item on a scale from 1 (Very Poor) to 4 (Excellent). The pattern of responses in 2014 is similar to 2012; emergency medical services and fire emergency response times received the highest ratings, whereas EMS billing services and police animal control services received the lowest ratings. For these latter two services, it should be noted that a large percentage of respondents chose “Not applicable/No opinion/Not aware of this service” – 79% for EMS billing services and 49% for police animal control services. The score for one item, fire prevention and inspection services significantly increased from 2012 to 2014.

Figure 3.3. Mean Ratings for Public Safety Services



Group Differences

Years of residence: Residents who have lived in Westerville 2-10 years gave higher ratings to EMS billing services than residents who have lived in Westerville for 26 years or more.

Age: Respondents ages 41-50 gave higher ratings to police community outreach services than respondents ages 61-70.

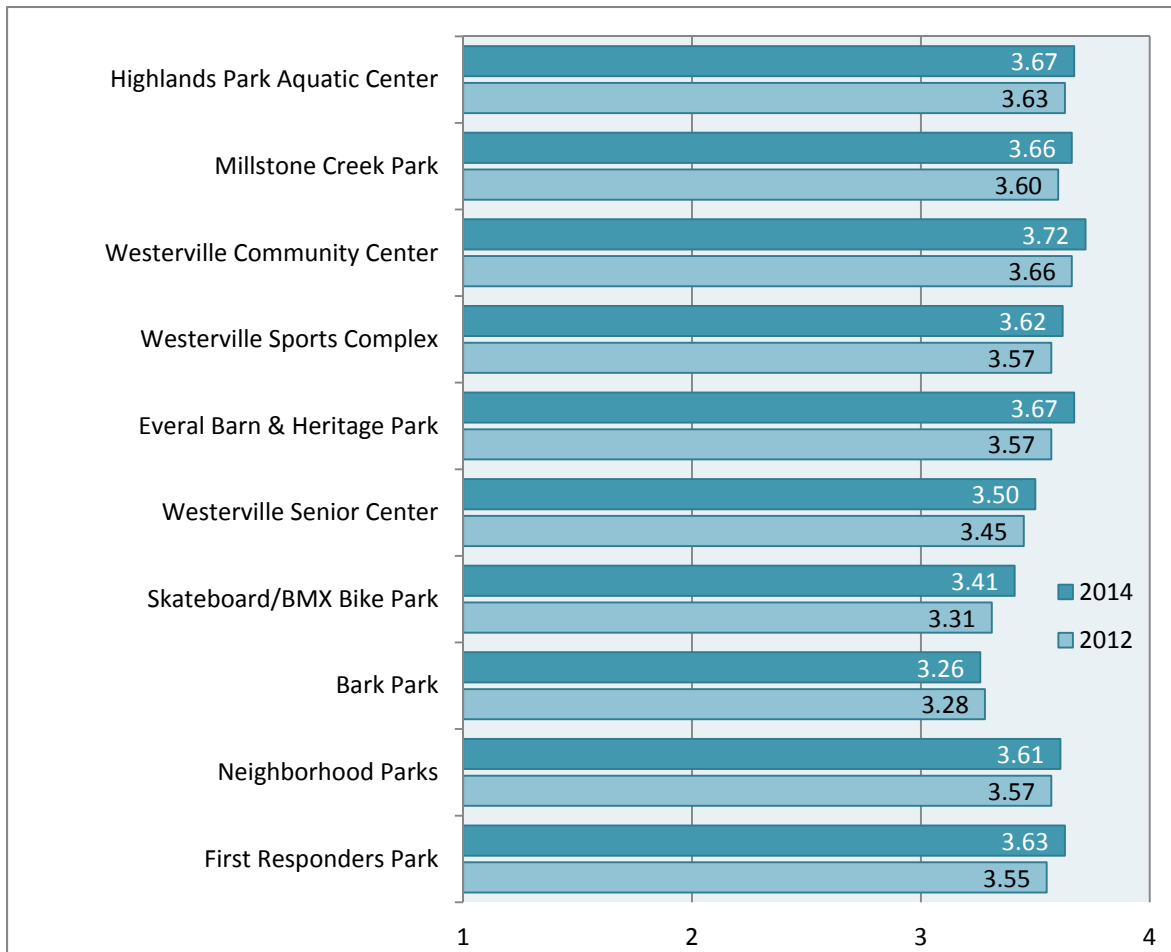
Rent or own home: No significant differences.

Zone: No significant differences.

4. Parks & Recreation Facilities

Figure 4.1 provides the mean ratings for each of Westerville’s park and recreation facilities. Survey participants were asked to rate each item on a scale ranging from 1 (Very Poor) to 4 (Excellent). Just as in 2012, the Westerville Community Center was rated highest, and Bark Park was rated lowest. Scores for three of the parks/facilities significantly increased from 2012 to 2014: the Community Center, Everal Barn and Heritage Park, and First Responders Park.⁴

Figure 4.1. Mean Ratings for Parks & Recreation Facilities



Group Differences

Years of residence: Residents who have lived in Westerville 2-5 years gave higher mean ratings to the Highlands Park Aquatic Center than residents who have lived in Westerville 11-25 years. Additionally, residents who have lived in Westerville 2-5 years gave higher mean ratings to the Westerville Community Center than residents who have lived in Westerville 11 or more years.

Age: No significant differences.

⁴ Means for three parks were incorrectly reported in the 2012 report. The means for Millstone Creek Park, Bark Park, and First Responders Park were reported as 3.63, 3.66, and 3.57, respectively. Figure 4.1 provides the correct means.

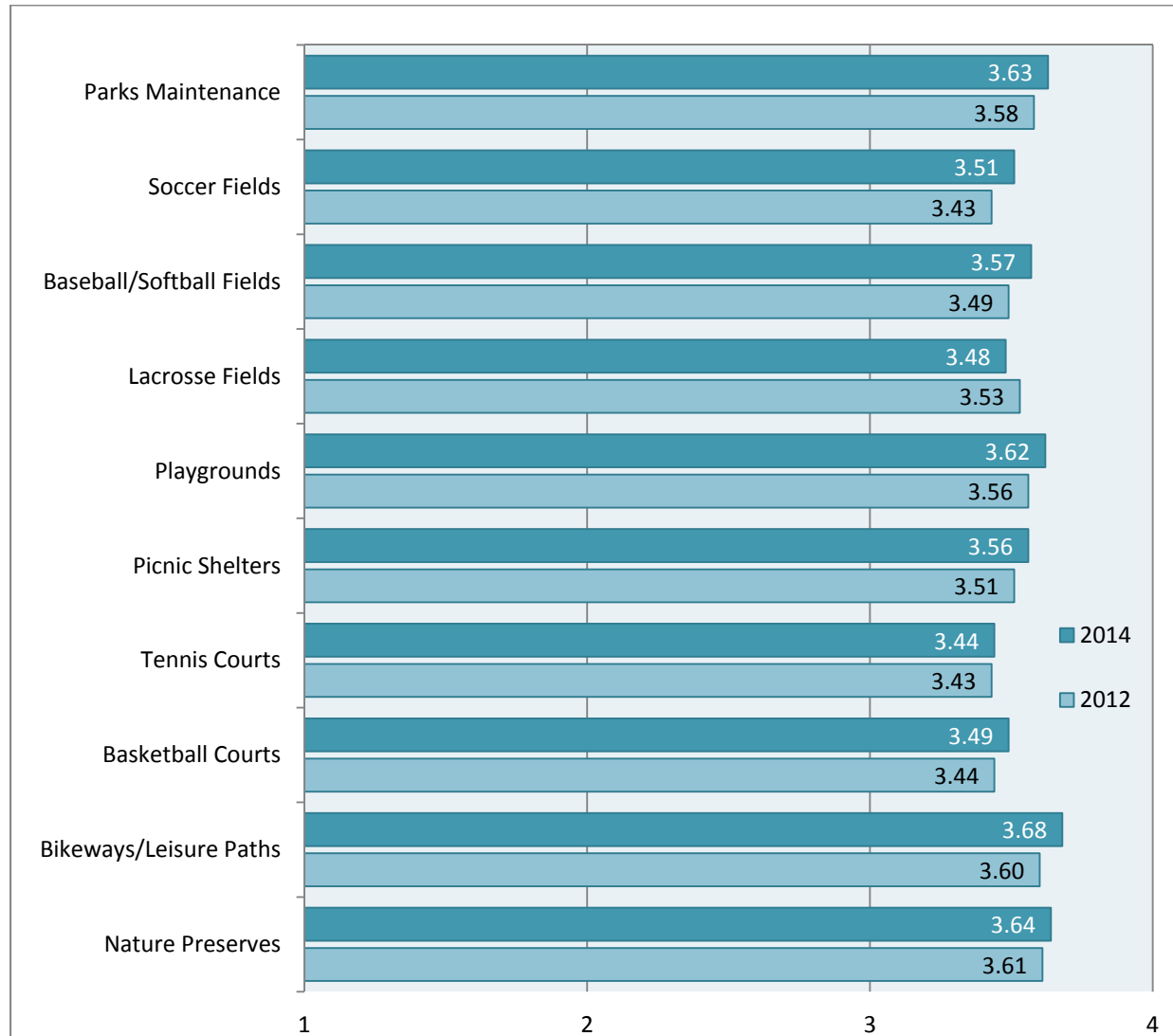
Rent or own home: Residents who rent gave higher mean ratings to five parks/facilities than residents who own their home: Everal Barn and Heritage Center, Westerville Senior Center, Bark Park, neighborhood parks, and First Responders Park.

Zone: No significant differences.

5. Parks Services

Figure 5.1 provides the mean ratings for each of Westerville’s park services. Survey participants were asked to rate each item on a scale ranging from 1 (Very Poor) to 4 (Excellent). Scores for six of the 10 services increased significantly from 2012 to 2014: parks maintenance, soccer fields, baseball/softball fields, playgrounds, picnic shelters, and bikeways and leisure paths.

Figure 5.1. Mean Ratings for Park Services



Group Differences

Years of residence: Residents who have lived in Westerville 2-5 years gave higher ratings to bikeways and leisure paths than residents who have lived in Westerville 26 or more years.

Age: No significant differences.

Rent or own home: Residents who rent gave higher ratings to parks maintenance, playgrounds, picnic shelters, baseball courts, and nature preserves than homeowners.

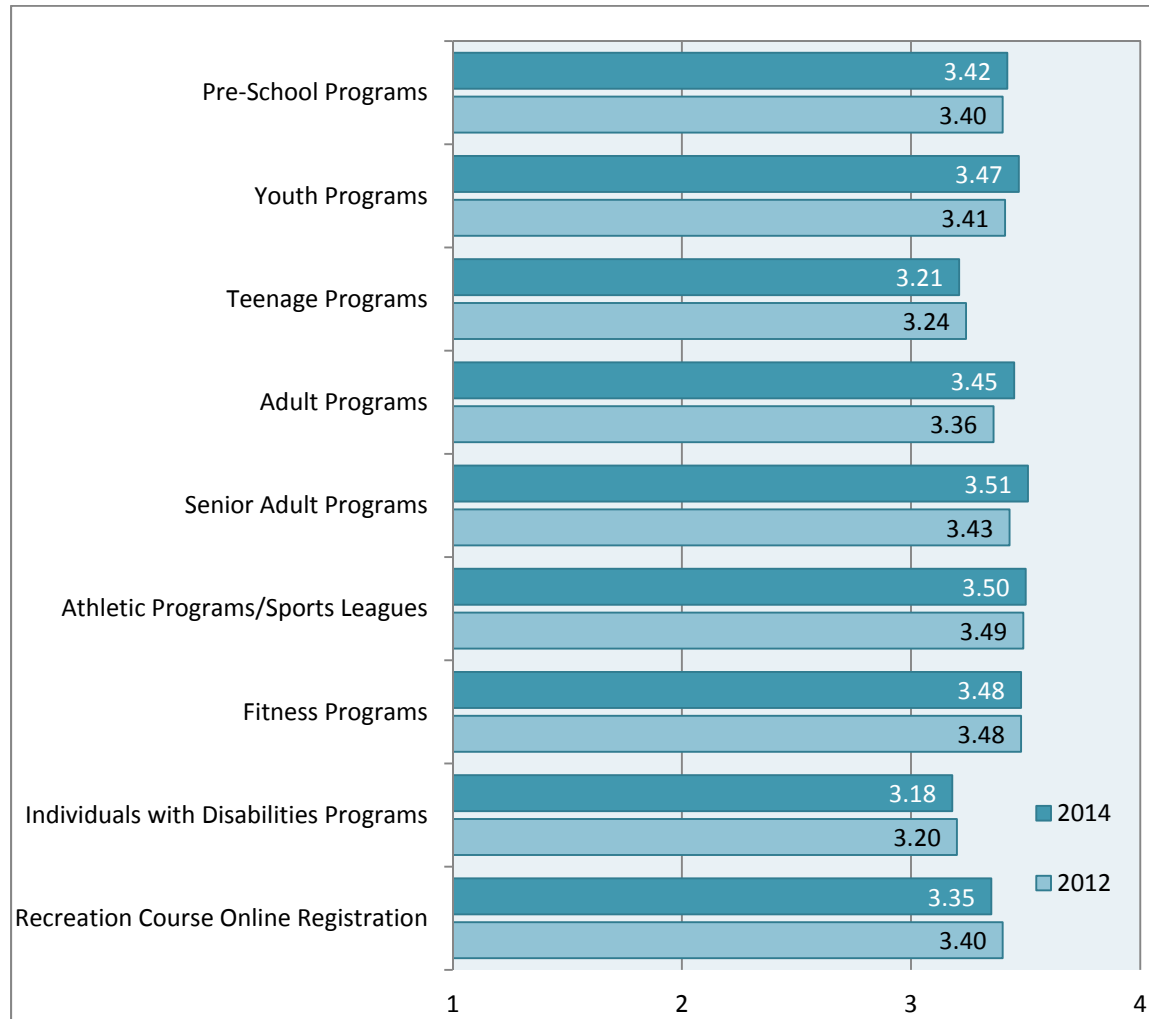
Zone: Residents in Zone 2 gave higher ratings to parks maintenance than residents in Zone 3. Although not statistically significant due to the relatively small number of Zone 4 residents who provided a

response to this item, it appears that mean ratings for Zone 4 residents are substantively higher than Zone 3 residents.

6. Recreation Services

Figure 6.1 provides the mean ratings for each of Westerville’s recreation services. Survey participants were asked to rate each item on a scale ranging from 1 (Very Poor) to 4 (Excellent). Scores for two of the services increased significantly from 2012 to 2014: adult programs and senior adult programs.

Figure 6.1. Mean Ratings for Recreation Services



Group Differences

Years of residence: There are differences by years of residence for three items.

- Residents who have lived in Westerville 2-5 years gave higher ratings to youth programs than residents who have lived in Westerville for 6 years or more. Although not statistically significant due to the relatively small group size, it appears that mean ratings for residents who have lived in Westerville for 2-5 years are substantively higher than for residents who have lived in Westerville for 1 year or less.
- Residents who have lived in Westerville 2-5 years gave higher ratings to teenage programs than residents who have lived in Westerville for 6-10 years.
- Residents who have lived in Westerville 2-5 years gave higher ratings to athletic programs/sports leagues than residents who have lived in Westerville 11-25 years. Although not statistically significant due to the relatively small group size, it appears that mean ratings for

residents who have lived in Westerville for 2-5 years are substantively higher than for residents who have lived in Westerville for 1 year or less.

Age: No significant differences.

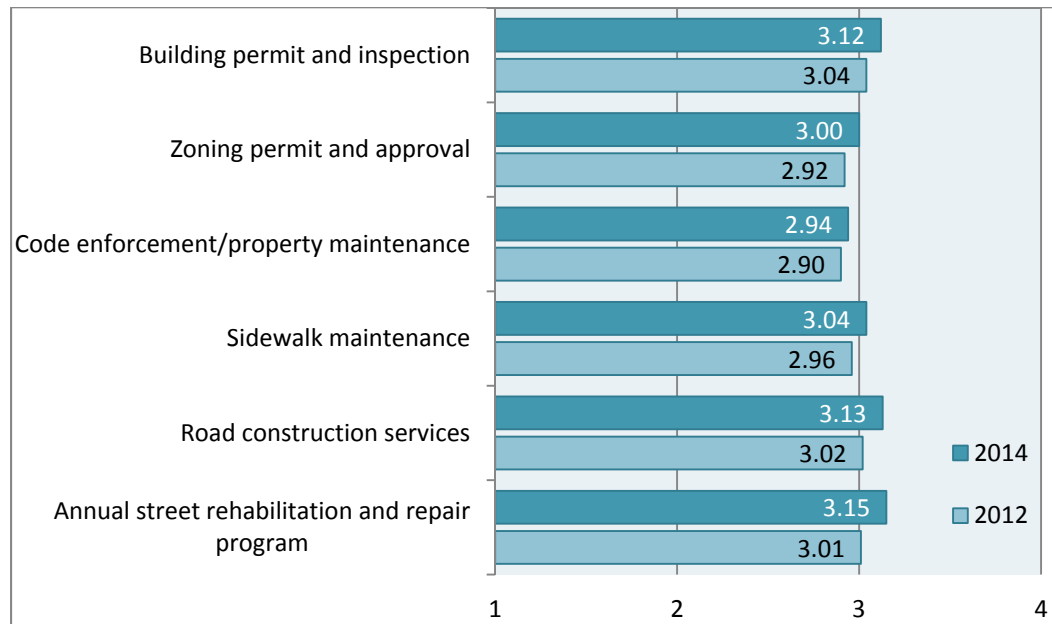
Rent or own home: Homeowners gave higher mean ratings to recreation course online registration than renters.

Zone: No significant differences.

7. Planning & Development Services

Figure 7.1 provides the mean ratings for Westerville’s planning and development services on a scale ranging from 1 (Very Poor) to 4 (Excellent). Scores for three of the services increased significantly from 2012 to 2014: sidewalk maintenance, road construction services, and annual street rehabilitation and repair program.

Figure 7.1. Mean Ratings for Planning & Development Services



Group Differences

Years of residence: Respondents who have lived in Westerville 1 year or less gave higher ratings to code enforcement/property maintenance than those who have lived in Westerville for 11 or more years. Additionally, respondents who have lived in Westerville for 2-5 years gave higher ratings to sidewalk maintenance than those who have lived in Westerville for 11-25 years. Also, respondents who have lived in Westerville for 2-5 years gave higher ratings to sidewalk maintenance than those who have lived in Westerville for 11-25 years.

Age: Respondents ages 18-40 gave higher ratings to zoning permit and approval than respondents ages 51-60.

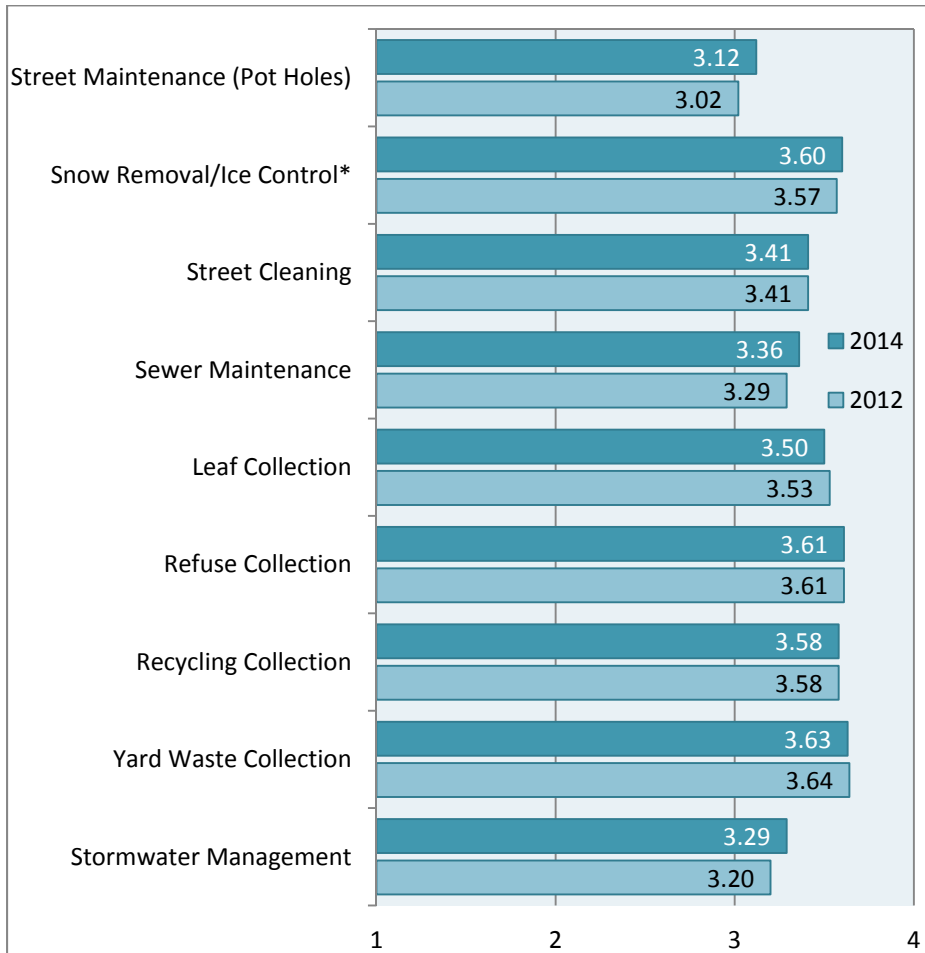
Rent or own home: No significant differences.

Zone: No significant differences.

8. Public Works Services

Figure 8.1 provides the mean ratings for each of Westerville’s public works services. Survey participants were asked to rate each item on a scale ranging from 1 (Very Poor) to 4 (Excellent). Scores for three of the services increased significantly from 2012 to 2014: street maintenance, sewer maintenance, and stormwater management.

Figure 8.1. Mean Ratings for Public Works Services



* "Ice Control" added in 2014.

Group Differences

Years of residence: No significant differences.

Age: No significant differences.

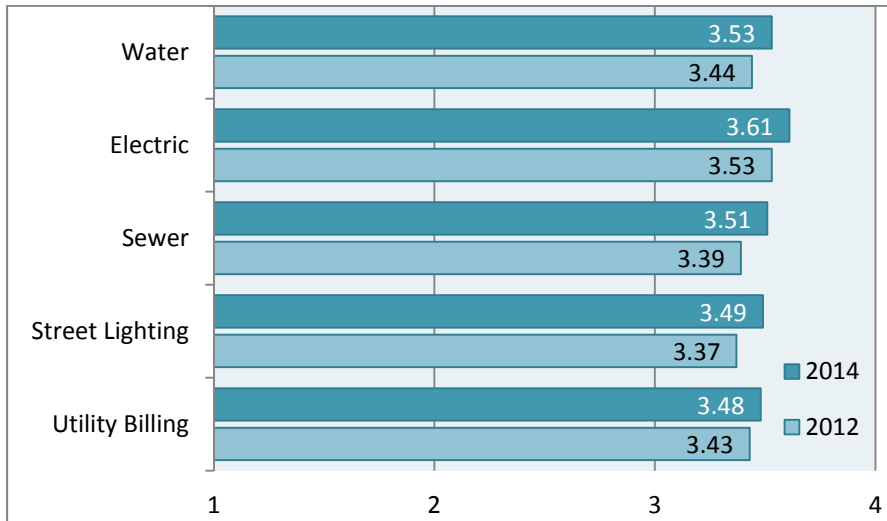
Rent or own home: Residents who own their own homes gave higher ratings to recycling collection than renters.

Zone: Residents in Zone 2 gave higher ratings to street maintenance than residents in Zone 3. Although not statistically significant due to the relatively small number of Zone 4 residents who provided a response to this item, it appears that mean ratings for Zone 2 residents are substantively higher than Zone 4 residents.

9. Utility Services

Figure 9.1 provides the mean ratings for each of Westerville’s utilities services. Survey participants were asked to rate each item on a scale ranging from 1 (Very Poor) to 4 (Excellent). Scores for all five services increased significantly from 2012 to 2014.

Figure 9.1. Mean Rating for Utility Services



Group Differences

Years of residence: No significant differences.

Age: No significant differences.

Rent or own home: No significant differences.

Zone: Residents in Zone 4 gave higher ratings to street lighting than residents in Zone 2 and Zone 3.

10. Communications/Citizen Input Issues

Respondents were asked several questions about the most useful sources of information about the City of Westerville issues and their level of use and satisfaction with specific communication media. This section summarizes the findings from these questions.

As seen in Table 10.1, the suburban newspaper (specifically, *ThisWeek Westerville News & Public Opinion*) was most often chosen as the most useful source of information about City issues (28%). The second most frequently mentioned source was City publications (19%) followed closely by the City website (17 percent).

There are three notable shifts in the pattern of response from 2012 to 2014. The largest change is a decrease in the percentage of respondents who selected the suburban newspaper as either their first or second choice (75% in 2012 versus 52% in 2014). Conversely, both the City website and social media were chosen by a larger percentage of respondents in 2014 as compared to 2012; 8% more respondents chose both sources in 2014 than 2012.

Table 10.1. What information source do you find MOST USEFUL/SECOND MOST USEFUL in staying informed of City related issues?

	1 st Choice	1 st Choice	2 nd Choice	2 nd Choice
Response	2014	2012	2014	2012
Suburban Weekly Newspaper (<i>ThisWeek Westerville News & Public Opinion</i>)	28.2%	55.8%	24.2%	19.5%
City Publications	19.1%	11.1%	15.8%	18.3%
City Website (www.westerville.org)	17.2%	11.5%	17.4%	15.0%
Broadcast (TV) News	9.2%	5.7%	7.7%	14.0%
Email	8.6%	6.4%	6.5%	6.1%
Social Media (e.g., Facebook, Twitter, YouTube)	6.3%	1.7%	6.2%	2.9%
Columbus Dispatch	5.4%	2.9%	7.9%	12.1%
Word of Mouth	3.7%	3.3%	10.1%	7.2%
Public Meetings	0.8%	0.2%	0.8%	1.3%
WOCC TV-3	0.8%	0.6%	0.7%	2.3%
Other	0.4%	0.7%	0.4%	1.2%

Group Differences

Group differences analysis tested whether there were differences in the selection of “suburban weekly newspaper” at all (as a first or second choice).

Years of residence: The likelihood of selecting “suburban weekly newspaper” progressively increases with length of residency; 29% of residents who have lived in Westerville for 1 year selected this option, compared to 62% of residents who have lived in Westerville 26 years or more.

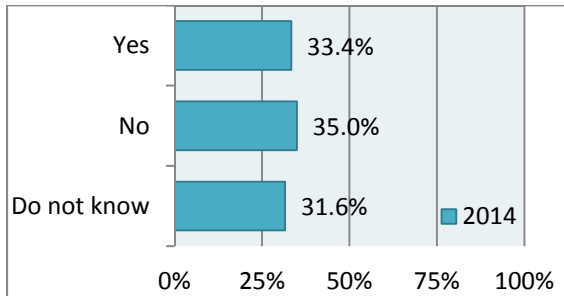
Age: The likelihood of selecting “suburban weekly newspaper” progressively increases for each age group; 23% of residents ages 18-40 selected this option, compared to 68% of residents ages 71 or older.

Rent or own home: Homeowners were more likely to select “suburban weekly newspaper” than renters (53% versus 36%).

Zone: No significant differences.

For the 2014 survey, a new question asked respondents if they would watch videos of various lengths about City programs and services if they were available on YouTube. As seen in Figure 10.1, responses are split fairly equally between “yes,” “no,” and “do not know.”

Figure 10.1. Would you watch videos of various lengths about City programs and services if they were available on YouTube?



Group Differences

Years of residence: No significant differences.

Age: Interest in watching YouTube videos about City programs and services progressively decreases for each age group; 58% of respondents ages 18-40 indicated they would watch YouTube videos, as compared to 28% of respondents ages 71 or older.

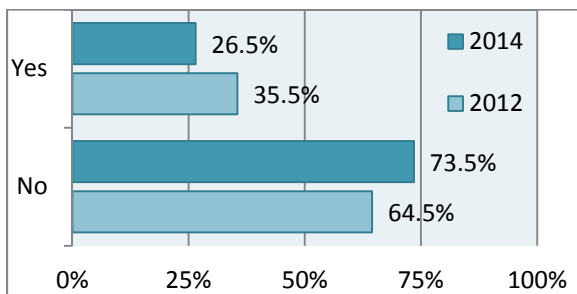
Rent or own home: No significant differences.

Zone: No significant differences.

Television

As seen in Figure 10.2, only a little more than a fourth of residents (27%) say they have watched City of Westerville programming on the public service channel (Channel 3 or WOCC-TV) in the past two years; this is a significant decline from 36% in 2012.

Figure 10.2. In the past two years, have you watched City of Westerville programming on the public service access channel (Ch. 3 or WOCC-TV)?



Group Differences

Years of residence: The likelihood of having watched City of Westerville television programming on the public service access channel in the past two year progressively increases for each residency group; 6% of respondents who have lived in Westerville for 1 year or less have watched this programming compared to 34% of respondents who have lived in Westerville 26 years or more.

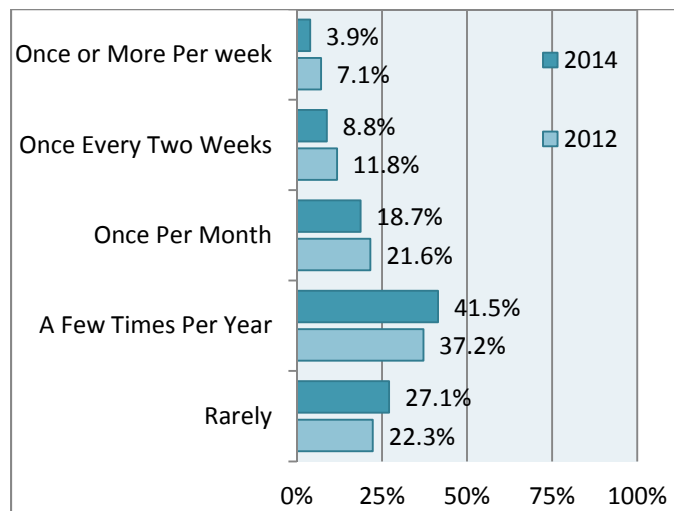
Age: Younger respondents are less likely to have watched City of Westerville television programming in the past two years than older respondents; 15% of respondents ages 18-40 have watched this programming compared to 37% of respondents ages 71 or older.

Rent or own home: No significant differences.

Zone: No significant differences.

The 37% of residents who reported having watched City of Westerville television programming in the past two years were asked additional questions regarding their frequency of viewing and their opinion of the quality of programming. As Figure 10.3 shows, 31% watch at least once per month, but only 4% watch once or more per week. The frequency of viewing did not change significantly from 2012 to 2014. Thus, the City of Westerville continues to have a core audience of viewership, albeit one that tunes in sporadically.

Figure 10.3. How frequently do you watch City of Westerville TV programs?



Group Differences

Years of residence: No significant differences.

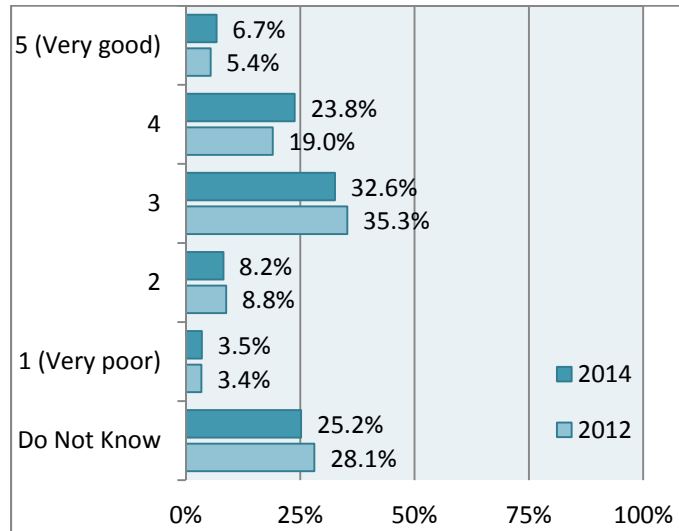
Age: No significant differences.

Rent or own home: No significant differences.

Zone: No significant differences.

With regard to the perceived quality of the City of Westerville TV programming, the most common rating given on a 5-point scale was a 3 (33%). Only 7% of respondents rated the programming as “very good.” A quarter of respondents were unsure. There were no changes in perceived quality from 2012 to 2014.

Figure 10.4. Perceived Level of Quality of City of Westerville TV Programming



Group Differences

Years of residence: No significant differences.

Age: Respondents ages 71 or older rated the quality of City of Westerville television programming higher than respondents in all other age groups; 20% of respondents ages 71 or older rated the programming a 5. The percentage of the other four age groups who rated the programming a 5 ranges from 5% to 9%.

Rent or own home: No significant differences.

Zone: No significant differences.

Residents who reported having watched City of Westerville programming in the past two years were also asked the types of programming in which they are most interested. It should be noted that, in 2012, all respondents were asked this question, not just those who indicated they had watched City of Westerville programming in the past two years. As a result of this change in 2014, the percentage of respondents who chose “None (I am not interested in watching public service channels)” is substantially lower in 2014 than 2012. Additionally, the percentage of respondents who chose “City Council meeting and/or work session” as their first choice increased substantially from 2012 to 2014. Despite these two changes, however, the overall results for both years are fairly similar.

Table 10.2. What type of programming would you be MOST INTERESTED/SECOND MOST INTERESTED in watching on public service channels like WOCC-TV?

	1 st Choice	1 st Choice	2 nd Choice	2 nd Choice
Response	2014	2012	2014	2012
City Council meeting and/or work session	50.7%	19.0%	12.1%	15.4%
Special events, such as annual 4 th of July parade	12.1%	7.6%	12.1%	8.7%
Westerville School Board meetings	9.2%	12.8%	21.3%	14.9%
High school sporting event	7.4%	7.4%	6.4%	6.1%
Interviews with City officials about current events	6.7%	8.8%	17.4%	9.8%
Promotional programming, featuring Westerville sites, information	6.4%	9.1%	16.0%	10.7%
Otterbein University events and information	1.4%	1.8%	4.3%	3.2%
Other Westerville City School events	1.1%	1.7%	3.2%	2.8%
Other	3.5%	2.2%	1.8%	1.1%
None (I am not interested in watching public service channels)	1.1%	29.6%	0.0%	27.4%

Group Differences

Group differences analysis tested whether there were differences in the selection of “City Council meeting and/or work session” at all (as a first or second choice).

Years of residence: The likelihood of selecting “City Council meeting and/or work session” progressively increases with length of residency; 3% of respondents who have lived in Westerville for 1 year or less selected this option compared to 22% of respondents who have lived in Westerville 26 years or more.

Age: No significant differences.

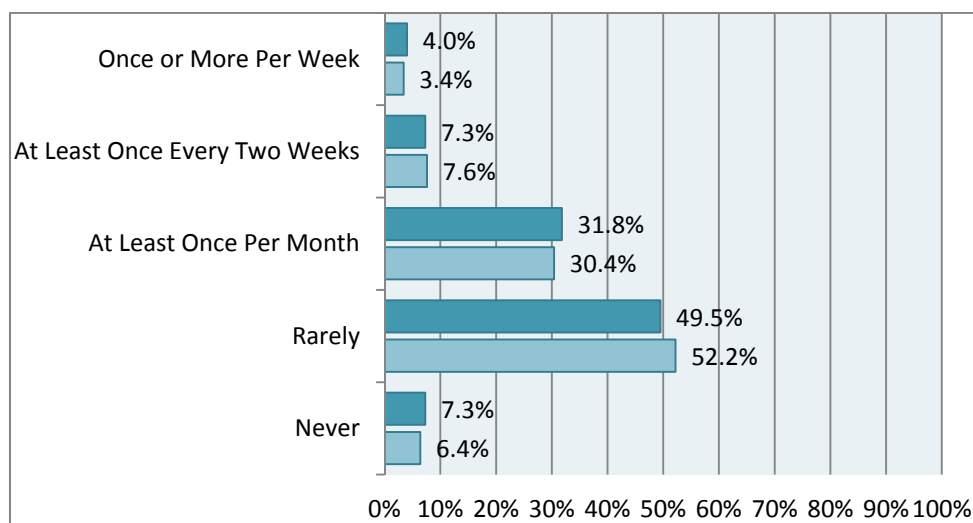
Rent or own home: No significant differences.

Zone: No significant differences.

Website Usage

Figure 10.5 shows that the majority of respondents have visited the City website (93%). However, half of respondents (50%) report visiting the website “rarely.” The frequency of visiting the website did not change significantly from 2012 to 2014.

Figure 10.5. How often do you visit the Westerville website?



Group Differences

Years of residence: Respondents who have lived in Westerville for 1 year or less are more likely to visit the City website at least once a month compared to respondents who have lived in Westerville for 26 years or more (50% versus 36%).

Age: The likelihood of visiting the City website at least once a month progressively decreases with each age group; 61% of residents ages 18-40 visit the website at least once a month compared to 25% of residents ages 71 or older.

Rent or own home: There is no significant difference in the percentage of renters and homeowners who visit the website at least once a month; however, renters are more likely to say they never visit the City website than homeowners (19% versus 7%).

Zone: No significant differences.

Respondents who reported that they visit the City website at least once per month or more (43% of respondents) were asked, “For what reason or reasons do you visit the City of Westerville website?” This question is new in 2014. Of the 464 survey respondents who were eligible to respond, 427 provided a response (not including four “non-responses”). Responses were reviewed and coded into categorical themes. Table 10.3 provides the categories as well as the percentage of respondents whose response fell into each category. Please note that only themes that were mentioned by at least 1% of respondents are presented. Also note that, because up to two responses were coded for each respondent, the total percentage will exceed 100.

Respondents most often visit the City of Westerville website to get general information, news, updates (type of update not specified), and answers to questions (specific type of question was not specified) (31%). A similar percentage of respondents (30%) visit the website to find out information about

activities, events, and festivals (for example, dates, times, and locations). The third most frequently cited reason for visiting the website is to get general information about City services (not including Parks and Recreation services, which is its own category), or specific information about services such as garbage collection, leaf collection, and utilities information (25%).

Table 10.3. For what reason or reasons do you visit the City of Westerville Website?

Categorical Response	%
General information, news, updates; looking for answers to questions	31.4%
Calendar of events; info about activities, events, or festivals; things to do around town	29.7%
Information on services/programs in general; or specific service info (garbage collection, leaf collection, utilities), not including Parks & Recreation services	25.1%
Information on Parks & Recreation services/events/classes (including rec center info, classes/signing up for classes)	19.2%
Contact information/phone numbers	7.3%
Construction updates/street maintenance info/road projects	6.1%
Hours of operation for city services or businesses	3.0%
Job opportunities/openings	2.3%
Register for classes (type of class unspecified)	2.3%
City planning/initiatives/how tax money is being spent	2.3%
Tax information/forms	2.1%
Senior info (e.g., Senior Golf League, Senior Center)	1.6%
Other	10.1%

Respondents who reported that they visit the City website at least once per month or more also were asked a few follow-up questions regarding their opinions about the website. As shown in Figures 10.6 through 10.8, the vast majority of respondents agree that the website is visually interesting (92%), easy to navigate (87%), and provides useful information (98%). The patterns of response for the three items did not change significantly from 2012 to 2014.

Figure 10.6. The Westerville Web site is visually interesting.

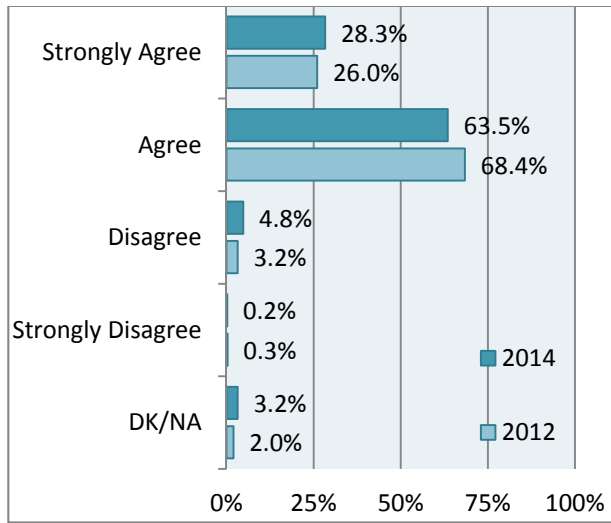


Figure 10.7. The Westerville Web site (www.westerville.org) is easy to navigate to the information I want.

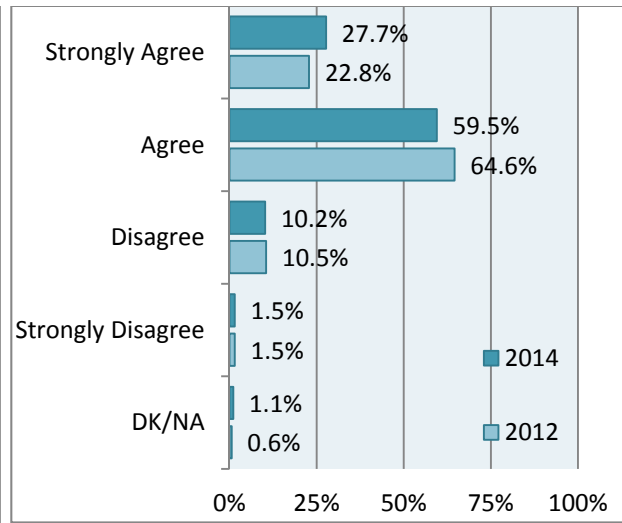
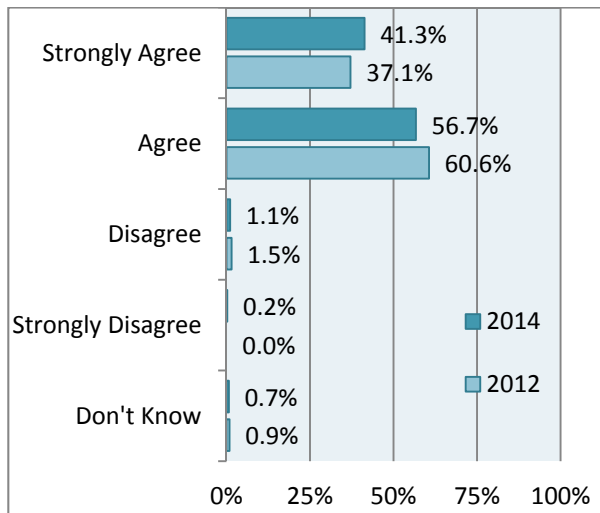


Figure 10.8. The Westerville website provides useful information.



Group Differences

Years of residence: No significant differences.

Age: No significant differences.

Rent or own home: Homeowners are more likely to agree that the City of Westerville website provides useful information than renters (99% versus 96%).

Zone: Zone 1 residents are less likely to agree that the City of Westerville website is easy to navigate to the information they want than residents in the other three zones.

All respondents, regardless of how frequently they visit the Westerville website, were asked, ““What information or services would make you use the Westerville website more often?” Of the 1,084 survey respondents, 601 typed in a response. However, a large number of the comments were “non-responses.” These non-responses included:

- 221 respondents who made comments such as “Don’t know,” and “Can’t think of anything,” indicated that they would not visit the website (either at all or more than they already do) no matter what information or services it offered, noted they have no time to visit the website, or mentioned that they had not been aware that there was a City of Westerville website.
- 54 respondents indicated that they felt the website is fine the way it is, and that it meets their needs.
- 21 respondents gave responses that did not directly address the question (for example, “a reason,” “a need to know on my part,” “I would only check if I were looking for something of personal importance,” and “We just need to personally look at the website more often”).

Thus, in total, 305 respondents provided at least one type of information or service that would lead them to use the website more often. These responses were coded into categorical themes. Although this question was also asked in 2012, it was determined that, upon review of the 2012 categories and the 2014 responses, new themes had emerged and other existing categories could be further parsed out. Table 10.4 provides the categories as well as the percentage of respondents whose response fell into each category. Please note that only themes that were mentioned by at least 1% of respondents are presented. Also note that, because up to two responses were coded for each respondent, the total percentage will exceed 100.

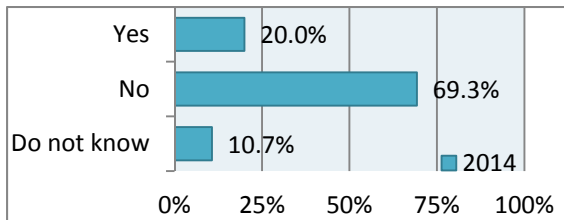
As seen in Table 10.4, respondents provided a wide range of comments, and a fair number were specific enough as not to fit into a category (hence, the relatively high percentage of “Other” responses compared to other open-ended items). Respondents were most likely to indicate that a detailed, up-to-date events calendar and information about events around the City (including events not sponsored by the City) would lead to increased website use (15% of responses). Respondents also indicated that they would use the website more often if they were reminded to do so; for example, via regular emails from the City, flyers, or other methods of promoting the website. The third most common response pertained to the appearance and usability of the website, rather than the information or services it could provide; these respondents commented that they found it difficult to find the information they were looking for.

Table 10.4. What information or services would make you use the Westerville website more often?

Categorical Response	%	Categorical Response	%
Events calendar; info about events around Westerville (including events not sponsored by the city)	15.4%	Information relevant to seniors	3.6%
Better advertisement of the website/Some type of reminder to visit the website (e.g., email, flyer)	11.1%	Utility information (e.g., maintenance information, power outage information)	3.0%
Improved format/organization/ appearance of website/make more user friendly	10.2%	Knowing more about what information is on the website	3.0%
Ability to pay utility bill online	8.5%	A mechanism for residents to provide feedback, request services, report problems/issues	2.6%
City plans; information about City Council meetings; City statistics	6.9%	Contact info for City departments and businesses/business directory	2.0%
Current events/news about the City	5.6%	Tax information; ability to pay taxes online	1.6%
Crime reports; police and fire runs, info about public safety issues	4.9%	Weather updates	1.6%
Information about city services and programs (not including utilities)	4.3%	Neighborhood-specific information (e.g., profiles, crime statistics)	1.6%
If the information provided on the website was more up-to-date/accurate	4.3%	Historical information about the City	1.0%
Road work/construction/traffic information	3.9%	Other	17.4%

In 2014, a question was added to the survey which asked residents about their willingness to pay their utility bill online using a credit or debit card if there was a convenience fee to make the payment. As seen in Figure 10.9, the majority of respondents (69%) would not be willing to do so.

Figure 10.9. Would you pay your city of Westerville utility bill online using a credit or debit card if there was a convenience fee to make the payment?



Group Differences

Years of residence: No significant differences.

Age: No significant differences.

Rent or own home: Renters were more likely than homeowners to say they would pay city of Westerville utility bill online using a credit or debit card if there was a convenience fee (33% versus 2%).

Zone: No significant differences.

The 69% of respondents who indicated they would not pay their utility bill online using a credit or debit card if there was a convenience fee to make the payment were asked to explain their answer. Of the 740 respondents who were asked the follow-up question, 619 provided a response (not including the two respondents who wrote “No reason,” and “What is there to explain NO”). Responses were reviewed and coded into categorical themes. Table 10.5 provides the categories as well as the percentage of respondents whose response fell into each category. The most commonly given response is that respondents are not willing to pay a fee (41%). A little over one-third of respondents (36%) mentioned that they already pay their bill online through their checking account—and as many of these respondents pointed out, it is a free service. (Some of the respondents who said they were not willing to pay a fee also mentioned that they already pay online; however, they mentioned that they were not willing to pay a fee before stating that they already pay online.) One-sixth (16%) of respondents are not willing to or interested in paying their bill online at all; some of these respondents specified that they preferred the “old school” methods of mailing or dropping off a check; others cited security concerns.

Table 10.5. Reasons Respondents Would Not Pay Their Utility Bill Online

Categorical Theme	%
Not willing to pay a fee	40.5%
Already pay online (which also happens to be free)	36.3%
Doesn't want to/won't pay online whether there is a fee or not	16.2%
It would depend on the specific amount that would be charged	2.9%
Other	4.0%

11. Current Events/Strategic Planning

Similar to the 2012 administration of the City of Westerville Resident Survey, in 2014 a customized set of questions was added in order to assess residents’ opinions on various issues pertaining to the current status of the City of Westerville as well as future opportunities. Responses will assist City leaders in strategic planning efforts. Most of the items were new to the 2014 survey, with the exception of a few items that appeared both years.

Respondents were provided with three statements that describe different aspects of Westerville:

1. “The visionary spirit that landed Westerville in the pages of American history has never left. Every day, visitors and residents walk atop the historic streets that tell stories of a city 200 years in the making.”
2. “Westerville is a city of connections. A city that connects people to a place and people to one another like nowhere else.”
3. “Whether the goal is raising a family, running a business, or inventing the next breakthrough product, Westerville fosters a supportive business environment and commitment to prosperity.”

For each statement, respondents were asked to provide their opinion to three follow-up questions:

- How **important** is this aspect of life in Westerville to you?
- How **accurately** does this statement represent Westerville?
- To what extent is Westerville **distinct** from other cities in central Ohio in this regard?

For each question, respondents were given a rating scale that ranged from 1 (Not at All Important) to 7 (Extremely Important). Table 11.1 provides the mean ratings for each of the nine items. Overall, residents responded most positively to the “business environment” statement. However, the ratings for most of the items fell close to a 4 on the 1 to 7 scale, indicating moderate agreement with most items. The highest mean rating was for the “importance of aspect” item for the “business environment” statement.

Table 11.1. Mean Ratings for Each Statement

Statement	Importance of aspect	Accurately represents	Distinct from other cities
1. The visionary spirit that landed Westerville in the pages of American history has never left. Every day, visitors and residents walk atop the historic streets that tell stories of a city 200 years in the making.	4.16	4.03	4.14
2. Westerville is a city of connections. A city that connects people to a place and people to one another like nowhere else.	4.27	4.00	3.87
3. Whether the goal is raising a family, running a business, or inventing the next breakthrough product, Westerville fosters a supportive business environment and a commitment to prosperity.	5.06	4.59	4.26

Group Differences

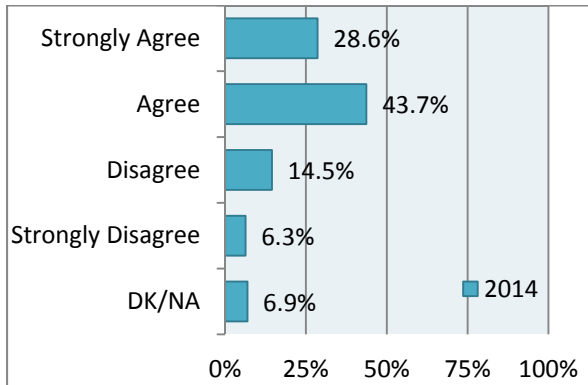
For ease of interpretation, the group differences are presented in Table 11.2. In general, there were more differences in opinions by years of residence than other demographics. However, there were also a few differences by age, homeownership, and zone.

Table 11.2. Group Differences for Each Statement

Statement	Importance of aspect	Accurately represents	Distinct from other cities
1. Visionary Spirit	<p>Zone: Zone 4 residents rated this item higher than Zone 3 residents.</p> <p>Homeownership: Renters rated this item higher than homeowners.</p>	<p>Residence: Residents who have lived in Westerville for 1 year or less rated this item higher than respondents who have lived in Westerville for 11-25 years.</p>	<p>Residence: Residents who have lived in Westerville for 1 year or less rated this item higher than respondents who have lived in Westerville for 11-25 years.</p> <p>Zone: Zone 2 residents rated this item higher than Zone 3 residents.</p>
2. City of Connections	<p>Residence: Residents who have lived in Westerville for 1-5 years rated this item higher than respondents who have lived in Westerville for 11-25 years.</p> <p>Age: Residents ages 18-40 rated this item higher than residents ages 41-70.</p>	<p>Residence: Residents who have lived in Westerville for 1 year or less rated this item higher than respondents who have lived in Westerville for 6 or more years. Additionally, residents who have lived in Westerville for 2-5 years rated this item higher than respondents who have lived in Westerville for 11-25 years.</p> <p>Homeownership: Renters rated this item higher than homeowners.</p>	<p>Residence: Residents who have lived in Westerville for 1 year or less rated this item higher than respondents who have lived in Westerville for 11 or more years. Additionally, residents who have lived in Westerville for 2-5 years rated this item higher than respondents who have lived in Westerville for 11-25 years.</p> <p>Zone: Zone 2 residents rated this item higher than Zone 3 residents. Although not statistically significant, it appears that the mean rating for Zone 4 residents also is substantively higher than Zone 3 residents.</p> <p>Homeownership: Renters rated this item higher than homeowners.</p>
3. Business Environment	No significant differences	<p>Residence: Residents who have lived in Westerville for 1 year or less rated this item higher than respondents who have lived in Westerville for 11 or more years.</p> <p>Age: Residents ages 18-40 rated this item higher than residents ages 41-60.</p>	No significant differences

As seen in Figure 11.1, nearly three-fourths of survey participants (72%) agree that the City should encourage more mixed-use development that incorporates jobs, housing, commercial, dining, and entertainment options all within walking distance of each other; 7% are unsure.

Figure 11.1. The City of Westerville should encourage more mixed-use development that incorporates jobs, housing, commercial, dining, and entertainment options all within walking distance of each other.



Group Differences

Years of residence: Although there is not large variation by years of residence by overall agreement, the percentage of residents who strongly agree with this item progressively decreases as length of residency increases; 45% of residents who have lived in Westerville for 1 year or less strongly agree, compared to 25% of residents who have lived in Westerville for 26 or more years.

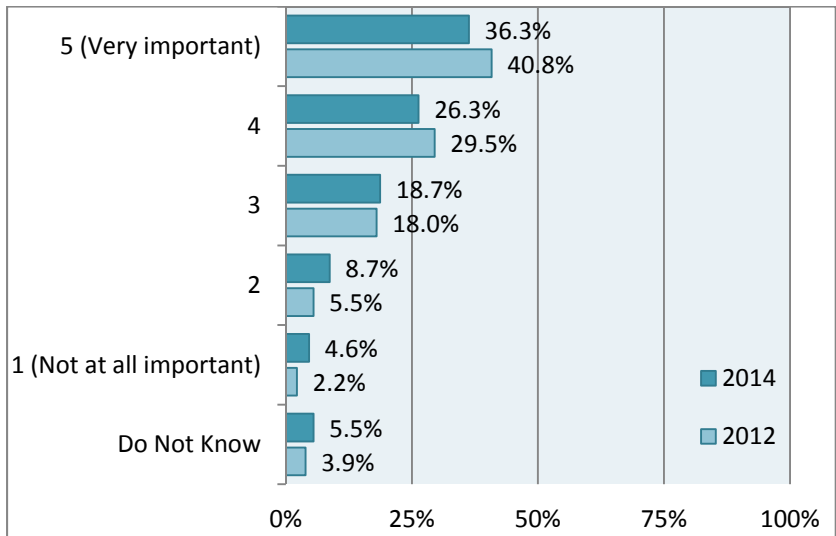
Age: Similar to the findings for years of residence, the largest differences by age can be seen in the “strongly agree” category; 47% of respondents ages 18-40 strongly agree, compared to 20% of respondents 71 and older.

Rent or own home: No significant differences.

Zone: Just as for years and residence and age, the largest differences by zone can be seen in the “strongly agree” category. Respondents in Zone 4 were more likely to strongly agree than respondents in the other three zones; the largest difference was between respondents in Zone 4 and Zone 1 (53% compared to 24%).

Figure 11.2 presents the responses to the question asking how important respondents think the revitalization of the S. State St. corridor is to the long-term health and vitality of the City. In both 2012 and 2014, the majority of respondents rated the importance as a 4 or 5. However, the percentage decreased significantly from 2012 to 2014, from 70% to 63%.

Figure 11.2. How important do you think the revitalization of the S. State St. corridor is to the long-term health and vitality of the City?



Group Differences

Years of residence: Newer residents ascribe a higher level of importance to the revitalization of the S. State St. corridor; 83% of respondents who have lived in Westerville for 1 year or less selected a “4” or “5,” compared to 62% of respondents who have lived in Westerville for 11 or more years.

Age: No significant differences.

Rent or own home: No significant differences.

Zone: No significant differences.

As seen in Figures 11.3 and 11.4, respondents expressed strong pride in calling the City of Westerville their home and in their neighborhood; 94% of respondents agreed that they are very proud to call the City of Westerville their home, and 93% agreement that they are very proud of their neighborhood. In fact, of all the survey items asking respondents to express their level of agreement or disagreement with an aspect of Westerville, these two items received the highest percentage of “strongly agree” responses.

Figure 11.3. I am very proud to call the City of Westerville my home.

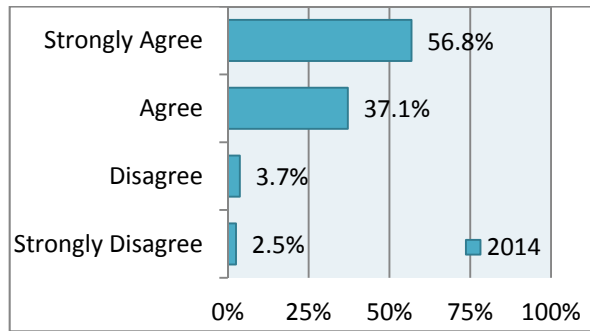
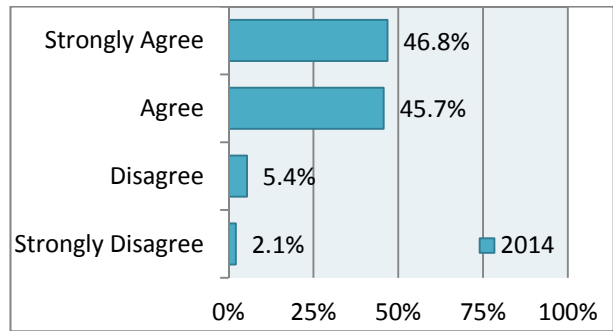


Figure 11.4. I am very proud of my neighborhood.



Group Differences

Years of residence: No significant differences.

Age: No significant differences.

Rent or own home: No significant differences.

Zone: No significant differences.

Respondents were asked, “In your opinion, what are areas of opportunity or improvement for Westerville?” Approximately 781 respondents provided a comment; of these, 66 were comments such as “Don’t know,” “Nothing,” “Can’t think of anything,” and so on, leaving 715 responses that were then coded into major themes. The 2012 categories were used as an initial framework, but additional categories were added as new themes were identified.

Table 11.3 provides the categories as well as the percentage of respondents whose response fell into each category. Please note that only themes that were mentioned by at least 1% of respondents are presented. Also note that, because up to two responses were coded for each respondent, the total percentage will exceed 100. As seen in Table 11.3, respondents provided a wide range of comments, and a fair number were specific enough as not to fit into a category (hence, the relatively high percentage of “Other” responses compared to other open-ended items). The top two most commonly cited responses were “improve traffic; parking availability” (26%) and “attract new/different businesses; retail; housing” (11%); these were also the top two most commonly cited responses in 2012. Rounding out third place was “lower taxes; better spending by the City,” with 10% of responses.

Table 11.3. What are areas of opportunity or improvement for Westerville?

Categorical Response	%	Categorical Response	%
Improve traffic; parking availability	25.7%	Limit development/limit or ban rentals, multi-unit housing/limit residential growth	4.5%
Attract new/different businesses; retail; housing	10.6%	Increase safety/decrease crime; improvements to police department	3.9%
Lower taxes; better spending by City	10.3%	Expand “nightlife”/social recreation opportunities; community events	2.9%
Improve quality of roads (e.g., potholes, etc.)	7.3%	Improve/expand the Community Center (hours, classes, space)	2.8%
Make more pedestrian & bike friendly (e.g., more/better sidewalks; bike paths)	6.6%	Become more environmentally friendly; increase use of green technologies; availability of recycling	2.5%
Expand/revitalize/develop Uptown	6.4%	Improve schools; limit schools to Westerville residents only	2.4%
Fix run-down areas; use existing vacant space	4.9%	Free online ability to pay utility bill and/or taxes	2.2%
More green space; parks; improve look	4.9%	Better communication by City regarding events, updates, projects, problems, and closures (e.g., via text alerts, emails, web updates, signage)	1.7%
Other infrastructural improvements (e.g., snow removal, storm water management, streetlights, upkeep & maintenance of parks, facilities)	4.9%	Expand/improve Senior Center	1.3%
Enforcement of laws (e.g., speed limits) or codes (e.g., property upkeep, parking)	4.5%	Other	26.0%

Respondents were also asked, “In your opinion, what areas of concern, if unaddressed, would diminish the quality of life in Westerville in the future?” Of the 1,084 survey respondents, approximately 749 provided a comment; of these, 59 were comments such as “Don’t know,” “Nothing,” “Can’t think of anything,” and so on, leaving 690 responses that were then coded into major themes. The 2012 categories were used as an initial framework, but several additional categories were added as new themes were identified.

Table 11.4 provides the categories as well as the percentage of respondents whose response fell into each category. Please note that only themes that were mentioned by at least 1% of respondents are presented. Also note that, because up to two responses were coded for each respondent, the total percentage will exceed 100. As seen in Table 11.4, the top two most commonly cited responses were traffic (17%) and increased crime (11%); these were also the top two most commonly cited responses in 2012. Concerns about high taxes and cost of living as well as rapid, unregulated growth tied for third most common response, with 10% each.

Table 11.4. What areas of concern, if unaddressed, would diminish the quality of life in Westerville in the future?

Categorical Response	%	Categorical Response	%
Traffic	17.4%	Increased drug use among residents	3.5%
Increased crime (e.g., vandalism, gang activity)	11.3%	Decline in City services (especially police & fire)	3.0%
High taxes/increasing costs/poor financial management by City	9.9%	Youth issues (e.g., delinquency; loitering)	2.3%
Too much growth; unregulated growth; too rapid population growth (in community & schools)	9.9%	Lack of available parking (especially in Uptown)	2.0%
Decline in resident safety	9.1%	Decline in Uptown	1.9%
Too much multi-unit/high density/low income housing	8.0%	Not enough economic growth/development; not enough jobs/businesses	1.6%
Run-down/vacant properties; lack of upkeep to homes and yards (especially rental properties)	7.2%	Empty stores; decaying commercial areas	1.6%
Declining quality of schools	6.5%	Increase in undesirable businesses (especially those that serve alcohol)	1.6%
Decline in parks & recreation facilities (including bikeways & walkways)	5.8%	Increase in undesirable residents/visitors	1.4%
Deteriorating roads	4.8%	Issues related to aging of the residents	1.2%
Declining infrastructure/utilities	4.5%	Other	15.2%

12. Demographic Information

This section presents information regarding the demographic characteristics of survey respondents. Please note that, because respondents were not selected randomly from the population of eligible Westerville residents, these demographics describe only the pool of survey respondents and are not necessarily representative of all Westerville residents.

Figure 12.1. What is your gender?

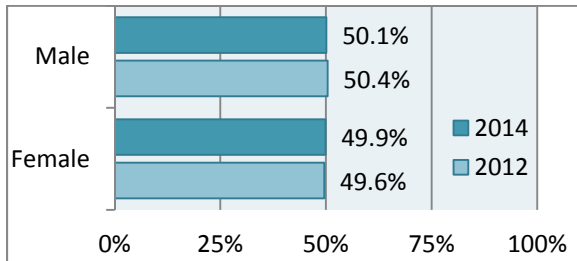


Figure 12.2. What is your age? (Breakout Variable)

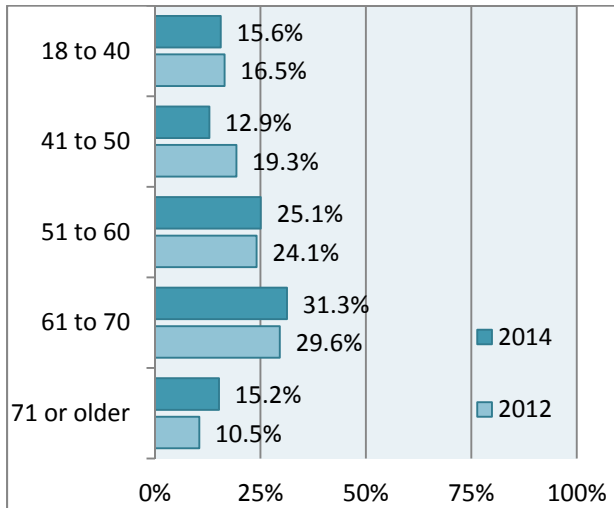


Figure 12.3. How many children under the age of 18 live at your residence?

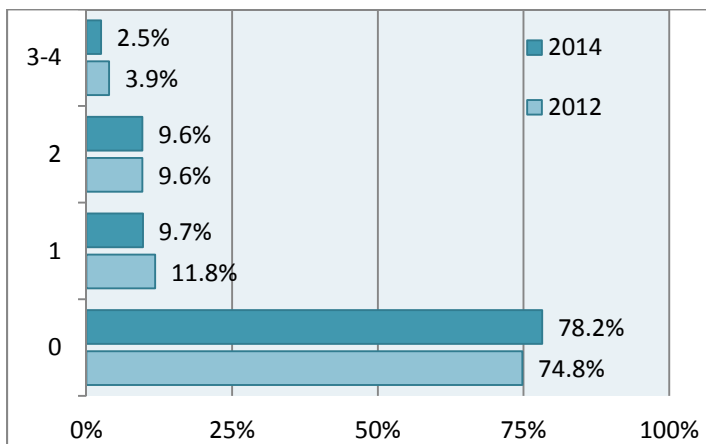


Figure 12.4. How many adults 18 or older live at your residence?

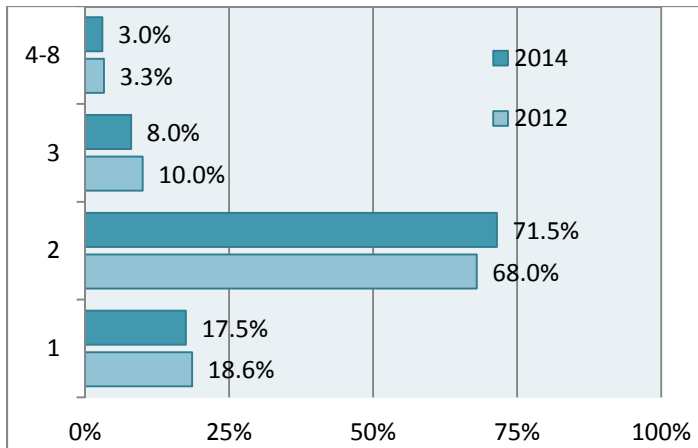


Figure 12.5. Relationship Status

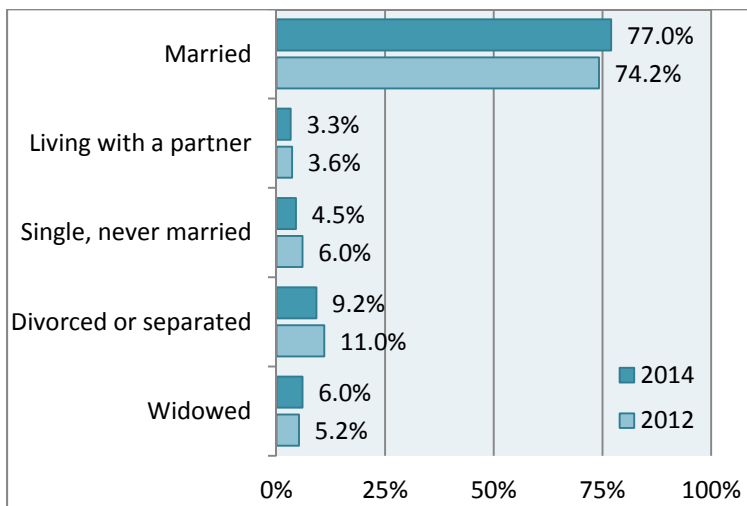


Figure 12.6. Race

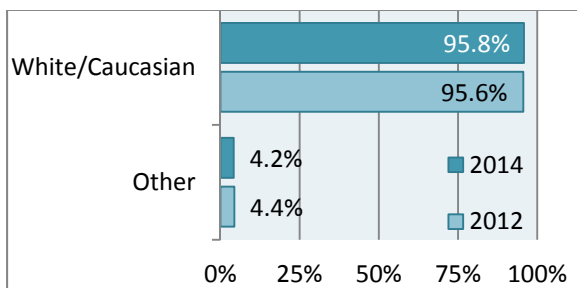


Figure 12.7. How long lived in Westerville? (Breakout Variable)

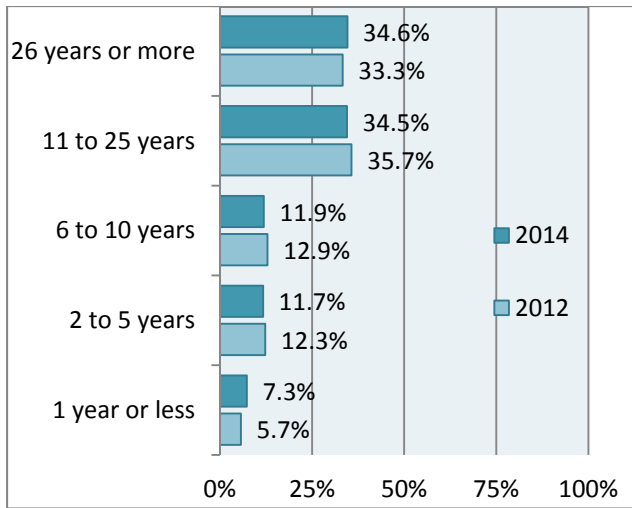


Figure 12.8. Do you rent or own your home? (Breakout Variable)

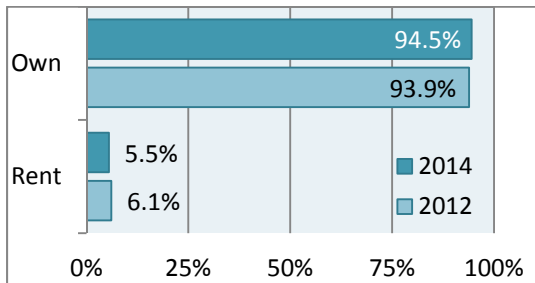


Figure 12.9. What is the last grade of school that you completed?

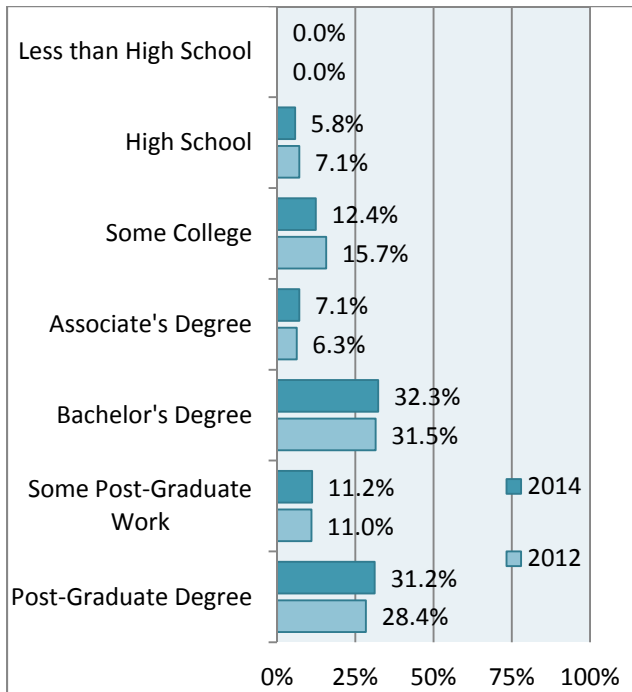


Figure 12.10. Which of the following best describes your household income?

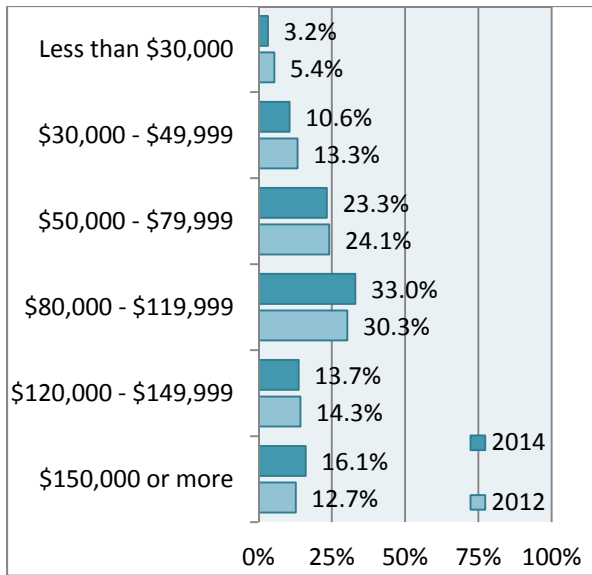


Figure 12.11. Are you currently employed?

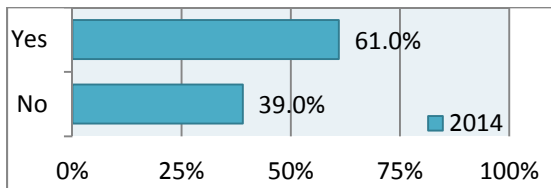


Table 12.1. In which community do you primarily work?

Community	%
Columbus	37.1%
Westerville	34.2%
Dublin	5.6%
Worthington	2.6%
Whitehall	2.1%
New Albany	1.9%
Gahanna	1.4%
Delaware	1.1%
Reynoldsburg	1.1%
Upper Arlington	1.0%
Other	12.1%

Note: Communities represented by less than 1.0% of respondents were combined into the “Other” category.

Figure 12.12. Is there another wage earner in your household?

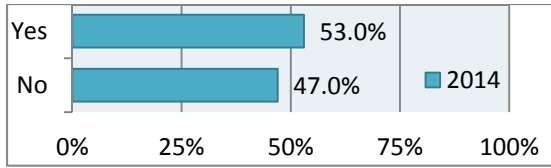
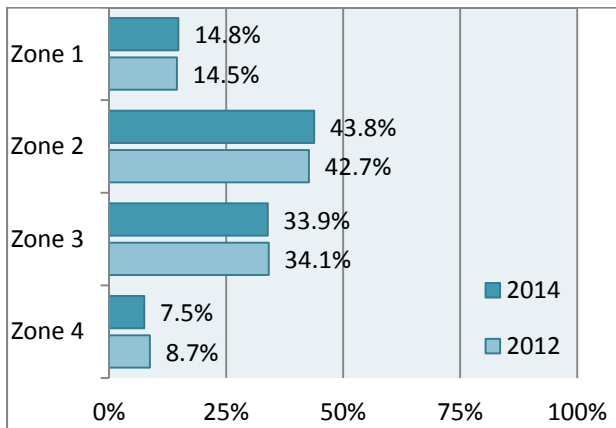


Table 12.2. In which community does he/she primarily work?

Community	%
Columbus	41.3%
Westerville	26.5%
Gahanna	4.5%
Dublin	4.3%
Worthington	3.4%
New Albany	1.9%
Hilliard	1.3%
Delaware	1.1%
Reynoldsburg	1.1%
Other	14.4%

Note: Communities represented by less than 1.0% of respondents were combined into the “Other” category.

Figure 12.13. Resident Zone (Breakout Variable)



13. Summary of Group Differences Results

In this section, we provide a summary of the major trends that emerged from the group differences analysis.

Length of Residence

Length of residence was often a better predictor of group differences than any other breakout variable. In other words, there were more often group differences based on length of residence than there were based on age category, home ownership status, or residence zone.

Those respondents who had lived in the city longer tended to have less positive views of traffic flows, and were less likely to feel the city was doing a good job of managing land use and promoting business growth. They tended to prioritize the proximity of friends and family and proximity to Otterbein as reasons for living in Westerville. Longer-term residents were more likely to get information from newspapers and television programming.

More recent residents were more in favor of development, including incentivizing new businesses, encouraging mixed-use development, and revitalizing South State Street. They place lower emphasis on fiscal management and responsibility, and prioritize access to city parks and recreation; in fact, they rate many of the parks services (including youth, teen, and athletic programs) higher than longer-term residents. In particular, they rate the Aquatic Center and the Community Center higher, as well as the bikeways and leisure paths. They are more likely to visit the city website, and feel that the City does a good job of making information available. Newer residents were more likely to feel that all three vision statements accurately represent Westerville, and that the first two statements set Westerville apart from other communities.

Age

As might be expected, the patterns that emerge in differences among age groups are similar to the differences among groups based on length of residence.

Generally speaking, older respondents have more negative views regarding traffic flow in Westerville, and they are less likely to feel that City leaders are prudent with finances. Older respondents placed a higher importance on proximity to friends and family, as well as the university. They tend to more frequently get their information from newspapers and Westerville television programming.

Conversely, younger respondents tend to have more positive views of Westerville. They are less concerned about fiscal responsibility, and their priorities are focused more on access to parks and recreation, the family-friendly nature of the city, and the schools. They also tend to favor the promotion of mixed-use development. In many contexts (such as in their neighborhoods, in parks, or on bike or leisure paths), they feel safer than their older counterparts. Younger residents are more likely to visit the City website, and would be more likely to watch City-related Youtube videos.

Ownership Status

Differences in responses based on ownership status fell along lines that leaned towards safety and stability for homeowners, versus convenience factors for renters.

Homeowners in Westerville tended to have perspectives that favor stability; they more often prioritize issues like financial management and stability and routine patrols of residential areas. Overall, they are generally more satisfied with the services the City provides, and feel safer in their neighborhoods during the day. They are more likely to get information from newspapers, but they also tend to feel the City website provides useful information.

Respondents who are renters prioritized convenience to work and proximity to family and friends. This is reflected in their stronger agreement that the “city of connections” statement accurately represents Westerville and sets it apart from other cities. Renters also rated several of the parks and many parks services higher than owners, showing their appreciation for those spaces and programs. However, they were less likely to perceive Westerville as having good choices in housing options. They also are notably more interested in being able to pay their utility bills online.

Zones

Few consistent trends emerged by zone; the zones on the western side of the city appear to have concerns and priorities that focus development and infrastructure, whereas Zone 3 in the southeast appears to be an area with lower satisfaction in several areas.

Individuals living in Zones 1 and 4 tended to have more infrastructure concerns. They were less likely to feel the infrastructure had improved over the past two years, and they also had more negative views regarding traffic flow than the other zones. Since Zone 4 prioritizes the convenience to work and is supportive of mixed-use development, those concerns are of particular relevance to them.

Otherwise, relatively few overarching differences emerged by zone. When significant differences emerged (other than perceptions about infrastructure and traffic), it was often Zone 3 that was the negative point of comparison; they feel less safe than Zone 2, rated street and parks maintenance lower than Zone 2, lower street lighting ratings than Zone 4, and so on.

14. Summary of Comparisons between 2012 and 2014 Survey Results

Significant differences between the 2012 and 2014 survey responses have been discussed throughout the report. In this section, we summarize these results.

Section 1. General Perceptions of Westerville

From 2012 to 2014, there was an increase in agreement for the following items:

- Westerville does a good job of managing retail and business growth.
- The quality of Westerville's infrastructure (roadways, alleys, bridges) has improved in the last two years.

Section 2. Community Priorities

With regard to the importance of various reasons respondents live in Westerville, the following items received a higher score in 2014 than 2012:

- Convenient access to shopping and entertainment
- Access to quality city parks and recreation space
- The family friendly nature of the city
- The quality of the public school district
- Family and friends live near by

Section 3. Safety

Mean ratings increased from 2012 to 2014 for:

- Perceived safety in Westerville as whole
- Perceived safety inside one's home

Sections 4-9. City Services

Whereas there were both increases and decreases in perceptions of the quality of services from 2009 to 2012, from 2012 to 2014 any changes in ratings were increases. There were increases in mean ratings for:

- **Parks & Recreation Facilities:** Westerville Community Center, Everal Barn and Heritage Park, First Responders Park
- **Parks Services:** parks maintenance, soccer fields, baseball/softball fields, playgrounds, picnic shelters, bikeways and leisure paths
- **Recreation Services:** adult programs, senior adult programs
- **Planning & Development Services:** sidewalk maintenance, road construction services, annual street rehabilitation and repair program
- **Public Works Services:** street maintenance, sewer maintenance, stormwater maintenance
- **Utility Services:** water, electric, sewer, street lighting, utility billing

Section 10. Communication/Citizen Input

- There was a decrease in the percentage of respondents who selected the suburban newspaper as either their first or second choice. Conversely, both the City website and social media were chosen by a larger percentage of respondents in 2014 as compared to 2012.
- The percentage of respondents who have watched City of Westerville programming on the public service access channel decreased.
- The percentage of respondents who chose “City Council meeting and/or work session” as their first or second choice with regard to the type of programming they would most be interested increased substantially.

Section 11. Current Events/Strategic Planning

- The percentage of respondents who rated the importance of the revitalization of the S. State St. corridor to the long-term health and vitality of the City a “4” or “5” on a 5-point scale (with 5 being “Very important”) decreased.

Section 12. Demographics (Group Difference Variables)

- In 2014, the percentage of respondents in the 18-40 and 41-50 age groups was lower, whereas the percentage of respondents in the 51-60, 61-70, and 71 and older age groups increased.

Appendix A: Percentage and Number Response for Item Results Previously Presented as Means

City Departments and Staff (Figure 1.11)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK/NA
I am very satisfied with the overall quality of services provided by the City of Westerville. (Reminder: school and library services are not part of the City's services.)	48.1% (520)	43.8% (473)	5.8% (63)	1.3% (14)	1.0% (11)
Westerville's City government does a good job of making information available.	42.7% (458)	48.6% (522)	4.8% (51)	0.7% (8)	3.2% (34)
If I have a problem regarding a city service, I can conveniently reach the appropriate department.	38.2% (413)	47.3% (511)	3.5% (38)	1.5% (16)	9.5% (103)
City staff members I have encountered have been courteous and friendly.	48.3% (521)	40.1% (432)	1.9% (21)	0.4% (4)	9.3% (100)
The City staff responds to citizen requests in a timely manner.	31.9% (345)	41.0% (443)	5.3% (57)	2.1% (23)	19.6% (212)
Westerville City leaders are prudent with their management of City finances. (Reminder: school and library services are not part of the City's services.)	23.0% (248)	47.6% (513)	11.1% (120)	6.1% (66)	12.2% (131)

How important each is to you when thinking about why you live in Westerville (Figure 2.1)

	5 (Very important)	4	3	2	1 (Not at all important)	NA
The convenient location to work	22.5% (242)	20.2% (218)	15.2% (164)	6.3% (68)	6.3% (68)	29.4% (317)
Convenient access to shopping and entertainment	38.9% (421)	39.5% (427)	15.4% (166)	3.1% (34)	2.3% (25)	0.7% (8)
Access to quality city parks and recreation space	50.1% (542)	29.1% (315)	12.0% (130)	4.7% (51)	2.9% (31)	1.2% (13)
The family friendly nature of the city	59.8% (646)	23.7% (256)	9.5% (103)	3.1% (33)	2.5% (27)	1.5% (16)
Affordable housing	38.9% (420)	31.7% (342)	15.1% (163)	6.8% (73)	3.1% (33)	4.4% (48)
The quality of the public school district	44.2% (478)	23.7% (256)	11.0% (119)	4.0% (43)	5.1% (55)	12.1% (131)
Overall safety of the community	76.7% (825)	14.8% (159)	3.5% (38)	0.7% (7)	1.9% (20)	2.5% (27)
Family and friends live near by	29.0% (314)	25.5% (276)	21.0% (227)	9.0% (97)	8.3% (90)	7.3% (79)
Close to Otterbein University	6.4% (69)	6.0% (65)	14.9% (161)	12.1% (131)	40.6% (440)	20.0% (217)

Personal Safety (Figure 3.1)

	Very Safe	Safe	Unsafe	Very Unsafe
In Westerville as a Whole	49.8% (539)	49.7% (538)	0.4% (4)	0.1% (1)
Inside Your Home	72.1% (776)	27.9% (300)	0.0% (0)	0.1% (1)
In Your Neighborhood During the Day	73.7% (797)	25.9% (280)	0.3% (3)	0.1% (1)
In Your Neighborhood at Night	37.4% (405)	58.8% (636)	3.6% (39)	0.2% (2)
In a City Park	23.8% (252)	72.6% (770)	2.9% (31)	0.7% (7)
On City Bikeway and Leisure Paths	24.6% (258)	67.7% (709)	7.0% (73)	0.7% (7)

Public Safety Services (Figure 3.3)

	Excellent	Good	Poor	Very Poor	DK/NA
Emergency Medical Services	60.2% (647)	20.4% (219)	0.3% (3)	0.1% (1)	19.1% (205)
EMS Billing Services	6.8% (73)	12.2% (130)	0.9% (10)	0.7% (7)	79.4% (849)
9-1-1 Dispatcher Services	44.6% (474)	21.4% (228)	0.2% (2)	0.1% (1)	33.7% (358)
Fire Suppression Services	40.4% (433)	25.2% (270)	0.2% (2)	0.1% (1)	34.1% (365)
Fire Prevention & Inspection Services	24.0% (257)	27.8% (297)	0.6% (6)	0.1% (1)	47.6% (509)
Fire Safety and Education Programs	28.2% (300)	30.3% (322)	0.7% (7)	0.1% (1)	40.7% (433)
Fire Emergency Response Times	46.3% (493)	18.9% (201)	0.3% (3)	0.0% (0)	34.5% (367)
Police Emergency Response Times	44.5% (479)	27.6% (297)	0.9% (10)	0.2% (2)	26.8% (288)
Police Patrol Services	41.6% (444)	44.4% (474)	3.7% (40)	0.5% (5)	9.7% (104)
Police Community Outreach Services	38.6% (410)	32.5% (346)	0.8% (8)	0.3% (3)	27.8% (296)
Police Animal Control Services	16.6% (177)	29.9% (320)	4.0% (43)	1.0% (11)	48.5% (518)

Parks & Recreation Facilities (Figure 4.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Highlands Park Aquatic Center	44.4% (475)	16.9% (181)	1.2% (13)	0.4% (4)	37.0% (396)
Millstone Creek Park	29.8% (314)	14.0% (148)	0.5% (5)	0.1% (1)	55.6% (586)
Westerville Community Center	66.1% (707)	20.5% (219)	1.4% (15)	0.4% (4)	11.7% (125)
Westerville Sports Complex	46.6% (497)	24.2% (258)	1.1% (12)	0.3% (3)	27.8% (296)
Everal Barn & Heritage Park	53.8% (572)	25.3% (269)	0.3% (3)	0.2% (2)	20.5% (218)
Westerville Senior Center	28.0% (298)	21.1% (224)	2.0% (21)	0.3% (3)	48.6% (517)
Skateboard/BMX Bike Park	11.0% (117)	12.7% (135)	0.8% (8)	0.1% (1)	75.4% (802)
Bark Park	11.2% (119)	15.7% (166)	2.4% (25)	0.6% (6)	70.2% (743)
Neighborhood Parks	54.0% (577)	33.2% (355)	0.6% (6)	0.1% (1)	12.1% (129)
First Responders Park	39.4% (419)	21.5% (229)	0.4% (4)	0.2% (2)	38.5% (410)

Parks Services (Figures 5.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Parks Maintenance	60.8% (649)	33.8% (361)	0.3% (3)	0.2% (2)	5.0% (53)
Soccer Fields	32.5% (345)	22.9% (243)	1.7% (18)	0.7% (7)	42.3% (449)
Baseball/Softball Fields	32.6% (347)	21.9% (233)	0.8% (8)	0.2% (2)	44.5% (473)
Lacrosse Fields	13.8% (146)	12.3% (131)	0.3% (3)	0.3% (3)	73.3% (778)
Playgrounds	49.3% (521)	28.6% (302)	0.4% (4)	0.1% (1)	21.7% (229)
Picnic Shelters	46.3% (494)	33.8% (360)	0.6% (6)	0.1% (1)	19.2% (205)
Tennis Courts	20.1% (213)	21.1% (223)	1.0% (11)	0.2% (2)	57.6% (609)
Basketball Courts	21.8% (228)	20.1% (211)	0.6% (6)	0.2% (2)	57.3% (601)
Bikeways/Leisure Paths	62.7% (668)	25.8% (275)	1.1% (12)	0.3% (3)	10.1% (108)
Nature Preserves	52.2% (554)	25.7% (273)	0.7% (7)	0.4% (4)	21.1% (224)

Recreation Services (Figure 6.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Pre-School Programs	10.6% (112)	10.0% (105)	0.8% (8)	0.4% (4)	78.2% (823)
Youth Programs	16.0% (168)	14.6% (154)	0.9% (9)	0.2% (2)	68.4% (720)
Teenage Programs	8.4% (88)	11.4% (119)	2.9% (30)	0.4% (4)	77.0% (805)
Adult Programs	30.7% (325)	30.0% (318)	1.7% (18)	0.3% (3)	37.7% (395)
Senior Adult Programs	28.1% (295)	20.8% (219)	1.3% (14)	0.4% (4)	49.4% (519)
Athletic Programs/Sports Leagues	25.4% (267)	21.7% (228)	0.8% (8)	0.4% (4)	51.9% (546)
Fitness Programs	31.3% (331)	27.6% (292)	1.4% (15)	0.3% (3)	39.4% (416)
Individuals with Disabilities Programs	5.8% (61)	9.1% (96)	0.9% (9)	0.9% (10)	83.3% (878)
Recreation Course Online Registration	25.5% (269)	24.2% (256)	3.0% (32)	1.6% (17)	45.6% (482)

Planning & Development Services (Figure 7.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Building permit and inspection	12.2% (130)	24.2% (257)	4.6% (49)	1.3% (14)	57.7% (613)
Zoning permit and approval	9.7% (103)	20.6% (219)	6.7% (71)	1.4% (15)	61.5% (653)
Code enforcement/property maintenance	11.0% (116)	31.5% (332)	9.6% (101)	2.4% (25)	45.5% (479)
Sidewalk maintenance	21.0% (224)	52.8% (563)	11.7% (125)	2.7% (29)	11.8% (126)
Road construction services	25.8% (274)	53.8% (571)	8.9% (95)	2.4% (25)	9.1% (97)
Annual street rehabilitation and repair program	28.8% (307)	47.5% (506)	9.6% (102)	3.1% (33)	11.0% (117)

Public Works Services (Figures 8.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Street maintenance (pot holes)	24.1% (258)	63.0% (674)	8.8% (94)	1.8% (19)	2.3% (25)
Snow removal	61.4% (659)	33.4% (358)	2.5% (27)	0.4% (4)	2.3% (25)
Street cleaning	43.6% (466)	48.7% (521)	3.2% (34)	0.4% (4)	4.2% (45)
Sewer maintenance	27.4% (292)	40.0% (426)	1.9% (20)	0.4% (4)	30.3% (323)
Leaf collection	49.1% (523)	38.0% (405)	2.8% (30)	0.4% (4)	9.8% (104)
Refuse collection	62.3% (669)	31.8% (341)	2.3% (25)	0.3% (3)	3.4% (36)
Recycling collection	60.1% (643)	31.8% (340)	2.8% (30)	1.0% (11)	4.2% (45)
Yard waste collection	60.8% (647)	30.4% (324)	1.7% (18)	0.3% (3)	6.9% (73)
Stormwater management	23.8% (253)	33.0% (351)	3.6% (38)	1.1% (12)	38.5% (409)

Utility Services (Figures 9.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Water	54.6% (585)	41.0% (440)	1.5% (16)	0.7% (7)	2.2% (24)
Electric	63.4% (678)	33.5% (358)	1.7% (18)	0.5% (5)	1.0% (11)
Sewer	50.3% (537)	42.0% (448)	1.3% (14)	0.5% (5)	5.9% (63)
Street lighting	53.0% (569)	41.6% (447)	3.7% (40)	0.6% (6)	1.1% (12)
Utility billing	53.0% (568)	40.6% (435)	4.3% (46)	0.7% (7)	1.5% (16)

Three Statements about Westerville (Table 11.1)

The visionary spirit that landed Westerville in the pages of American history has never left. Every day, visitors and residents walk atop the historic streets that tell stories of a city 200 years in the making.	1*	2	3	4	5	6	7*
How important is this aspect of life in Westerville to you	8.1% (85)	11.5% (120)	14.6% (152)	19.5% (204)	24.1% (252)	12.5% (130)	9.7% (101)
How accurately does this statement represent Westerville?	5.8% (60)	12.5% (129)	17.7% (183)	23.2% (240)	23.7% (245)	12.2% (126)	4.9% (51)
To what extent is Westerville distinct from other cities in central Ohio in this regard?	7.2% (74)	10.1% (104)	15.0% (155)	23.1% (238)	24.8% (256)	13.8% (142)	6.1% (63)

* 1 = Not at all, 7 = Extremely

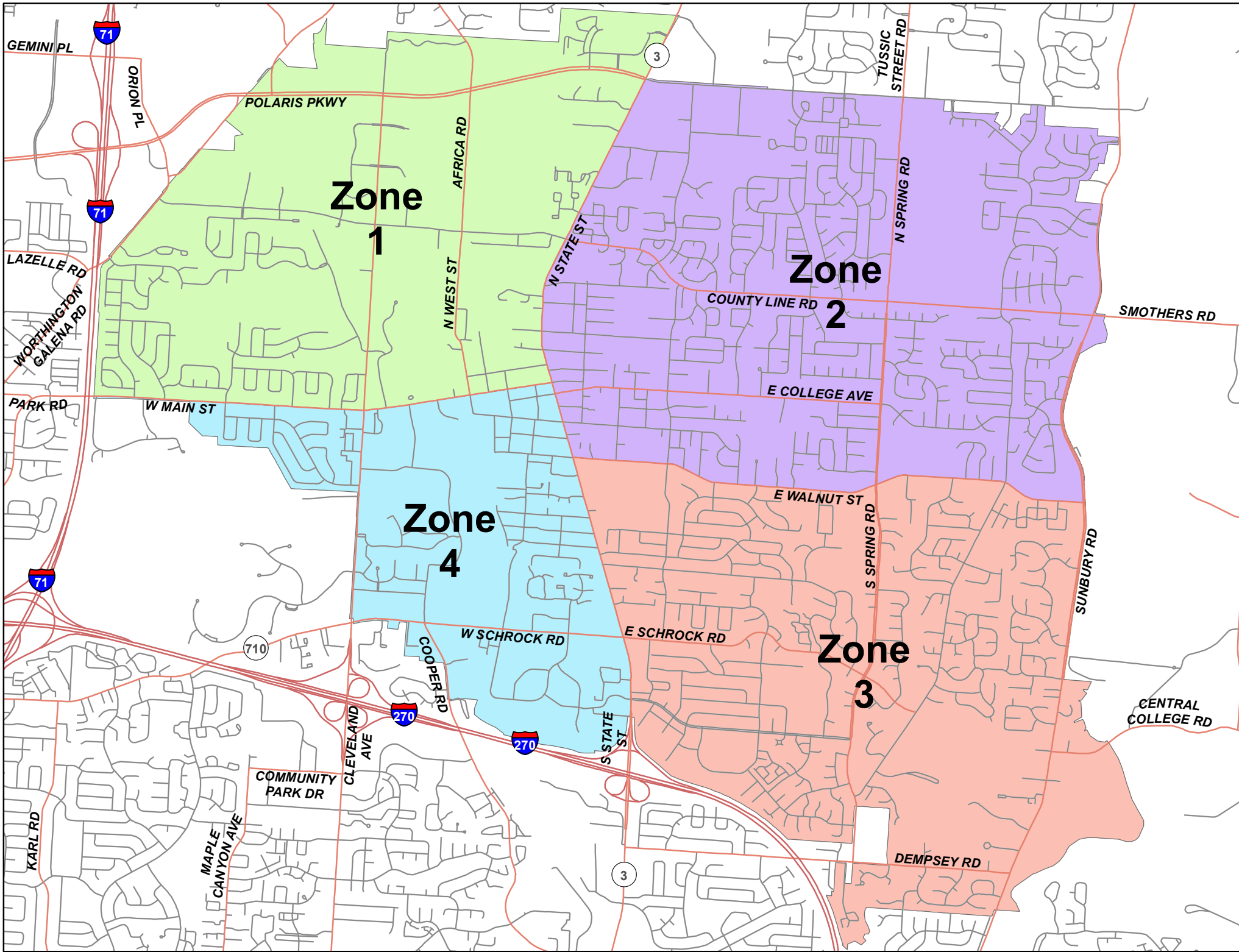
Westerville is a city of connections. A city that connects people to a place and people to one another like nowhere else.	1*	2	3	4	5	6	7*
How important is this aspect of life in Westerville to you	8.4% (86)	8.2% (84)	12.4% (127)	23.2% (239)	24.2% (249)	14.5% (149)	9.1% (94)
How accurately does this statement represent Westerville?	7.4% (76)	11.6% (118)	16.7% (170)	24.2% (247)	23.4% (239)	11.9% (122)	4.8% (49)
To what extent is Westerville distinct from other cities in central Ohio in this regard?	9.8% (99)	11.9% (121)	17.1% (174)	23.5% (239)	22.6% (229)	10.6% (108)	4.4% (45)

* 1 = Not at all, 7 = Extremely

Whether the goal is raising a family, running a business, or inventing the next breakthrough product, Westerville fosters a supportive business environment and a commitment to prosperity.	1*	2	3	4	5	6	7*
How important is this aspect of life in Westerville to you	2.7% (27)	3.8% (39)	6.9% (70)	18.9% (192)	26.0% (264)	23.1% (235)	18.6% (189)
How accurately does this statement represent Westerville?	2.9% (29)	4.8% (48)	10.9% (109)	26.0% (261)	29.8% (299)	18.3% (184)	7.3% (73)
To what extent is Westerville distinct from other cities in central Ohio in this regard?	4.8% (48)	7.6% (76)	15.6% (157)	26.2% (263)	26.0% (261)	14.4% (145)	5.4% (54)

* 1 = Not at all, 7 = Extremely

Appendix B. Westerville Zones



**Zone
1**

**Zone
2**

**Zone
4**

**Zone
3**