

An illustration of a neighborhood with several houses in shades of orange and green, and a few trees. The houses are stylized with simple shapes and colors. The trees are dark green circles on thin stems.

2016 Online Resident Survey!



FOR MORE INFORMATION CONTACT:

City of Westerville
Community Affairs
Westerville City Hall
21 S. State St.
(614) 901-6400

communityaffairs@westerville.org

February 2017

Table of Contents

Table of Contents.....	2
Table of Figures and Tables.....	3
Executive Summary.....	5
Overview and Methodology	7
Report Findings	9
1. General Perceptions of Westerville	9
2. Community Priorities	18
3. Safety	23
4. Parks & Recreation Facilities.....	26
5. Parks Services.....	27
6. Recreation Services	28
7. Planning & Development Services	29
8. Public Works Services	30
9. Utility Services.....	31
10. Communications/Citizen Input Issues.....	32
11. Current Events/Strategic Planning.....	42
12. Demographic Information.....	49
13. Summary of Group Differences Results	54
14. Summary of Comparisons between 2014 and 2016 Survey Results	56
Appendix A: Percentage and Number Response for Item Results Previously Presented as Means	58
Appendix B: Westerville City Zone Map	64

Table of Figures and Tables

Table 1.1. What two words best describe Westerville?	9
Table 1.2. What do you like LEAST about living in Westerville?	10
Figure 1.1. Westerville offers a good mix of commercial, office, and residential land uses.	11
Figure 1.2. Westerville offers a good variety of housing choices in terms of pricing and selection.	11
Figure 1.3. Westerville does a good job of managing housing growth.	12
Figure 1.4. Westerville does a good job of managing retail and business growth.	12
Figure 1.5. The City of Westerville promotes a business friendly environment to foster economic development.	13
Figure 1.6. The City of Westerville should give tax breaks and other financial incentives to employers to bring new businesses into the City.	13
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.	14
Figure 1.8. Traffic flows on Westerville’s main arteries have improved in the last two years.	14
Figure 1.9. The quality of Westerville’s infrastructure (roadways, alleys, bridges) has improved in the last two years.	14
Figure 1.10. I believe the City of Westerville does a good job of promoting recycling and conservation.	15
Figure 1.11. Mean Ratings for Overall Satisfaction.	16
Figure 1.12. Mean Ratings for Departments and Staff	17
Figure 2.1. Please indicate how important each is to you when thinking about why you live in Westerville.	18
Table 2.1. Of the following potential issues, which is the MOST IMPORTANT issue for the City of Westerville?	20
Table 2.2. Which of the following issues facing the Westerville community is MOST IMPORTANT?	21
Figure 2.2. Local government agencies, community leaders, and civic organizations tell a consistent story about the City of Westerville.	22
Figure 3.1. Mean Ratings for Personal Safety	23
Figure 3.2. Which of the following is the MOST IMPORTANT issue for Police Services?	24
Figure 3.3. Mean Ratings for Public Safety Services	25
Figure 4.1. Mean Ratings for Parks & Recreation Facilities	26
Figure 5.1. Mean Ratings for Park Services.	27
Figure 6.1. Mean Ratings for Recreation Services	28
Figure 7.1. Mean Ratings for Planning & Development Services	29
Figure 8.1. Mean Ratings for Public Works Services.	30
Figure 9.1. Mean Rating for Utility Services.	31
Table 10.1. What information source do you find MOST USEFUL/SECOND MOST USEFUL in staying informed of City related issues?	32
Figure 10.1. Would you watch videos of various lengths about City programs and services if they were available on YouTube?	33
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)?	33
Figure 10.3. How frequently do you watch City of Westerville TV programs?	34
Figure 10.4. Perceived Level of Quality of City of Westerville TV Programming.	35

Table 10.2. What type of programming would you be MOST INTERESTED/SECOND MOST INTERESTED in watching on public service channels like WOCC-TV?	36
Figure 10.5. How often do you visit the Westerville website?	37
Table 10.3. For what reason or reasons do you visit the City of Westerville Website?	38
Figure 10.6. The Westerville website is visually interesting.	39
Figure 10.7. The Westerville website (www.westerville.org) is easy to navigate to the information I want.	39
Figure 10.8. The Westerville website provides useful information.	39
Table 10.4. What information or services would make you use the Westerville website more often?	41
Table 11.1. Social Media Use	42
Figure 11.1. Did you read the City of Westerville Annual Report that was mailed to your home?	43
Figure 11.2. Do you regularly read the Westerville Magazine?.....	43
Table 11.2. Sections of Westerville Magazine	44
Figure 11.3. Do you read the Westerville Community Recreation Guide (Parks & Recreation) that is mailed to your home each quarter?	45
Figure 11.4. Have you found information in the Westerville Community Recreation Guide useful regarding a community event, program or service?	45
Figure 11.5. Have you used the Westerville Community Recreation Guide to register for a class with Westerville Parks & Recreation?.....	45
Figure 11.6. How useful do you find the City of Westerville community calendar?	46
Figure 11.7. Have you visited the City of Westerville Facebook page?	46
Figure 11.8. Have you found the information on the City’s Facebook page useful and/or entertaining?	46
Figure 11.8. Are you aware that the City of Westerville has a mobile app, “My Westerville”?.....	47
Table 11.2. Functions used in My Westerville app	48
Figure 12.1. What is your gender?.....	49
Figure 12.2. What is your age? (Breakout Variable).....	49
Figure 12.3. How many children under the age of 18 live at your residence?	49
Figure 12.4. How many adults 18 or older live at your residence?	50
Figure 12.5. Relationship Status	50
Figure 12.6. Race*	50
Figure 12.7. How long lived in Westerville? (Breakout Variable)	51
Figure 12.8. Do you rent or own your home? (Breakout Variable)	51
Figure 12.9. What is the last grade of school that you completed?	51
Figure 12.10. Which of the following best describes your household income?.....	52
Figure 12.11. Are you currently employed?	52
Table 12.1. In which community do you primarily work?	52
Figure 12.12. Is there another wage earner in your household?	53
Table 12.2. In which community does he/she primarily work?.....	53
Figure 12.13. Resident Zone (Breakout Variable).....	53

Executive Summary

The 2016 City of Westerville Resident Survey is the fifth survey of community residents commissioned by the City in the last 11 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 2016 survey retains many of the same items as the 2005, 2009, 2012, and 2014 surveys, but also includes new questions intended to capture current issues and pressing needs.

The 2016 survey was accessible to residents online between November 9 and December 31, 2016, for a field period of 53 days; residents were invited to take the survey and were provided an access passcode via postcard. In total, 1,438 residents took part in 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 "quality of City services" and "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. With regard to personal concerns for citizens, for the first time in several years, "maintaining emergency response times" was the most frequently mentioned item, followed by "routine patrol of residential areas." Additionally, concerns about "substance abuse and drug interdiction" increased notably from 2014.

Residents continue to be satisfied with issues related to land use, availability and pricing of housing, and management of economic growth. However, significant dissatisfaction arose in 2016 regarding road construction and street maintenance, and complaints about traffic continued to be common. Agreement with the idea that traffic and infrastructure have improved in the past two years was much lower. Approval for road construction and street maintenance services declined from 2014, as well. Furthermore, traffic and road construction were the two most frequently mentioned drawbacks to living in Westerville.

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 2016. 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 in City parks and on bike/leisure paths between 2014 and 2016.

Along similar lines, the relatively high levels of satisfaction with key customer service metrics expressed in previous years have largely held steady. Of the handful of elements that showed a decline in satisfaction from 2014 to 2016, most related to traffic and construction.

There were some changes in use of communication media from 2014 to 2016. A notably lower percentage of respondents chose Westerville's suburban weekly newspaper as the most useful way to stay informed about City issues in 2016 than 2014; as such, City publications actually passed the suburban newspaper as the top source of City news. 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. Conversely, both the City website and social media were chosen by a larger percentage of respondents in 2016 than 2014.

The majority of survey respondents stated that they used at least one form of social media regularly, with Facebook being the most common form. While only about a fifth of respondents had visited the City Facebook page, nearly four-fifths of those who had visited it found it useful or entertaining. The various City publications (including the annual report, Westerville Magazine, and the recreation guide) were widely read by a large number of citizens. Although awareness of the My Westerville app is not very widespread at this point, it was used for a variety of functions by those who had tried it.

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, 2014, and again in 2016.

The 2016 web-based survey was available to residents between November 9 and December 31, 2016, for a field period of 53 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. A reminder postcard went out in mid-December. Additionally, the survey was promoted on the City's social media accounts and website.

A total of 1,508 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 percent of the items. Seventy residents did not meet this threshold, resulting in a final number of 1,438 respondents. This is higher than the respondent pool of 1,084 for 2014 (or any other previous survey); however, the survey appears to have benefitted from the additional postcard reminder (which was only done once previously, in 2009), as well as the extended field period (previous surveys were in the field for around 30 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 2016 that assesses residents' opinions on issues pertaining to social media use and use of Westerville publications.
- 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.

It should be noted that, in cases where ratings involve responses such as "agree" and "strongly agree" or "disagree" and "strongly disagree," the percentages reported in the text refer to the two similar responses collectively as "agree" or "disagree" unless stated otherwise (i.e., if 10% indicated "agree" and 15% indicated "strongly agree," it is reported in the text as 25% agreement).

Along with the 2016 survey results, results from 2014 are presented where appropriate and any significant differences in responses between 2014 and 2016 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 a few 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 percent 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 2014 and 2016 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 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 1,438 survey respondents, 1,315 provided a response. Responses were reviewed and coded into categorical themes based on those created for the 2012 and 2014 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 percent.

The trends in 2016 were very similar those from 2014. There were no major shifts in the ranking of responses, and the top six responses were the same for both years. Just as in 2014, 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. With the exception of "high taxes/expensive," all of the categories reflected 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	30.1%	Growing/expanding	3.6%
Safe	16.6%	Pleasant/charming/relaxed/easy	2.7%
Family/family friendly/family-oriented	16.5%	Community (driven; oriented)	2.6%
Good/great/nice place	11.3%	High taxes/expensive	2.2%
Quiet/small town/hometown/homey/peaceful/quaint	8.8%	Comfortable	1.9%
Parks/bikeways/outdoors	7.8%	Diverse	1.8%
Convenient	5.7%	Progressive	1.6%
Good management/good services	4.8%	Affordable	1.4%
Beautiful/appealing	4.6%	Accommodating/accessible/inclusive	1.4%
Clean	4.4%	Uptown	1.3%
Active/fun/vibrant/entertaining/thriving	4.1%	Other	12.2%

Additionally, respondents were asked a second open-ended response question, “What do you like *least* about living in Westerville?” Of the 1,438 survey respondents, 1,150 provided a response (excluding a small number of “non-responses,” as well as a number of 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 used in 2012 and 2014 as a guide; however, categories were added to reflect new trends in 2016.

As seen in Table 1.2, traffic issues were cited most often by a wide margin (31%), as was the case in 2014. However, the second-most frequently cited issue in 2016, construction, did not even appear in the top 20 issues in 2014. In fact, in many cases, complaints about traffic referred to locations where construction may have been the cause of the traffic (such as State Street and Shrock Road). Taxes (type not specified) represent 17 percent of all responses, and property taxes were cited fourth most often. No other themes exceeded five percent of responses. While most other categories saw a reduction in the percentage of responses relative to 2014, this may largely be a function of the much greater focus on construction complaints this year.

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

Categorical Response	%	Categorical Response	%
Traffic	31.1%	Poor conditions of/not enough sidewalks; City not pedestrian or bike friendly	2.1%
Construction	20.8%	City Staff or Leaders (e.g., unresponsive; does not represent residents)	1.6%
Taxes (general)	16.5%	Cost of utilities/lack of utility options	1.5%
Property taxes	5.7%	Run-down/vacant residential properties; lack of upkeep to homes and yards (especially rental properties)	1.5%
Rapid expansion; overdevelopment; too much multi-unit housing; loss of “small town” feel	5.0%	Speeding drivers; speed limits not enforced	1.5%
Inadequate parking	3.0%	Utility/public works services issues (street cleaning; snow removal; leaf/refuse collection; power outages)	1.4%
Road conditions	3.0%	Not enough development (especially commercial); lack of certain types of businesses/mixed-used development; vacant/run-down commercial areas	1.3%
Residents (political leanings; inconsiderate; their racial/ethnic background)	2.9%	Lack of good/enough restaurants/bars in the area	1.3%
Poor spending; overspending; how City prioritizes spending decisions	2.7%	Streets with low speed limits	1.2%
Commute to work; distance to work/ Columbus/OSU	2.6%	Utility-related problems (e.g., water quality; sewer issues; outages)	1.0%
Quality of schools; dissatisfaction with Win-Win; allowing Columbus students to attend Westerville schools	2.5%	Other	12.2%

Figures 1.1 and 1.2 present the respondents’ opinions regarding the variety of housing choices and the mix of land use in Westerville. Respondents believed Westerville has found a positive mix of land uses with 92 percent agreeing that Westerville offers a good mix of commercial, office and residential land

uses; this was significantly different from the 90 percent agreeing in 2014. In addition to having a good land use mix, Westerville residents also believed the City offers a good variety of housing choices in terms of pricing and selection, with 85 percent of residents agreeing. This result was not significantly different from 2014.

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

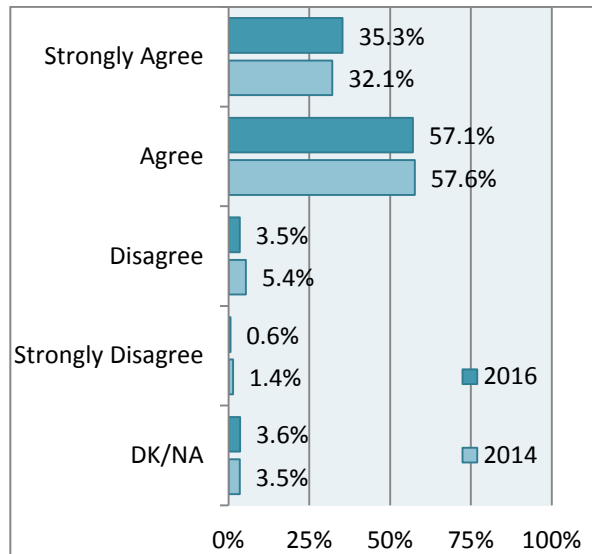
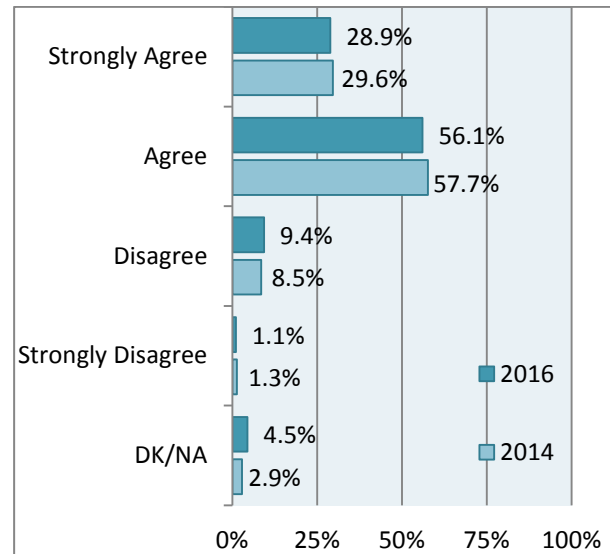


Figure 1.2. Westerville offers a good variety of housing choices in terms of pricing and selection.



Group Differences

Years of residence: No significant differences.

Age: No significant differences.

Rent or own home: Residents who own their home were more likely to agree that Westerville offers a good variety of housing choices in terms of pricing and selection than renters (90% versus 80%).

Zone: Respondents in Zone 3 were less likely to strongly agree that Westerville offers a good mix of land uses than those in Zone 2 (32% versus 40%).

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, 73 percent agreed the City is doing a good job of managing housing growth. With regard to managing retail and business growth, 80 percent agreed that the City is doing a good job of managing retail and business growth. These results did not differ significantly from 2014.

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

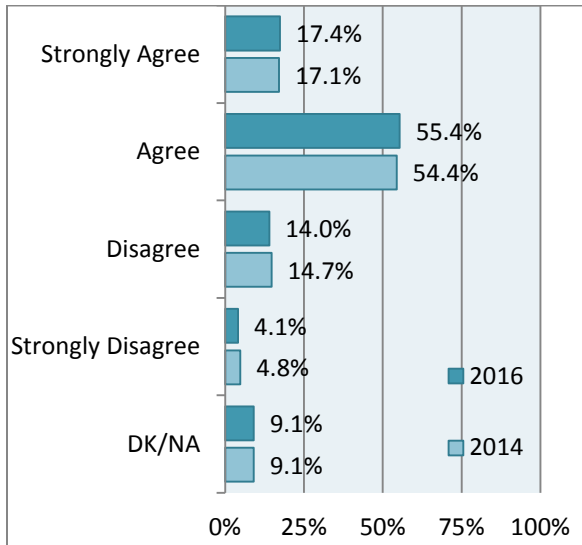
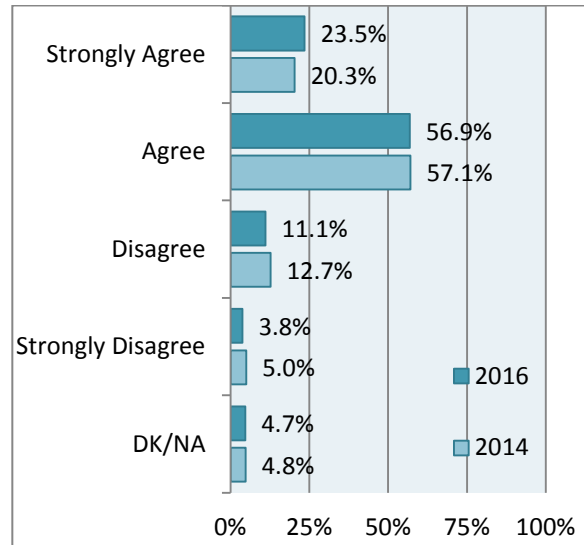


Figure 1.4. Westerville does a good job of managing retail and business growth.



Group Differences

Years of residence: No significant differences.

Age: Those in the youngest category (18-40) and those in the oldest category (71+) were the most likely to agree that Westerville does a good job of managing retail and business growth (87% and 93%, respectively, versus 80-83% of other age groups).

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 believed the City promotes a positive business environment and should use tax breaks and financial incentives to attract new business (with overall agreement of 78% and 66%, respectively). For both items, the pattern of results did not change significantly from 2014.

Despite the overall agreement with the use of financial incentives, 27 percent disagreed 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 2014).

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

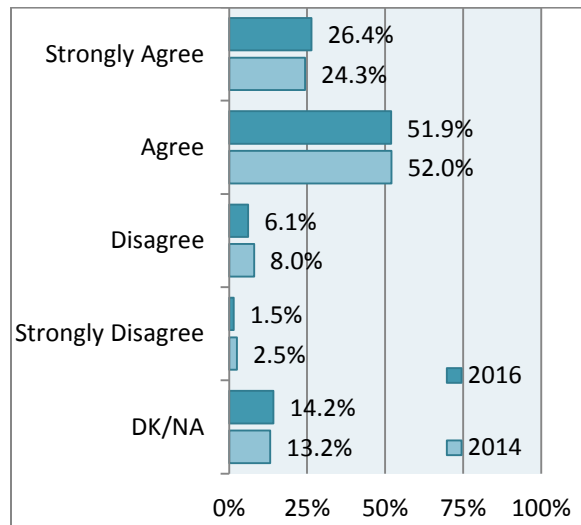
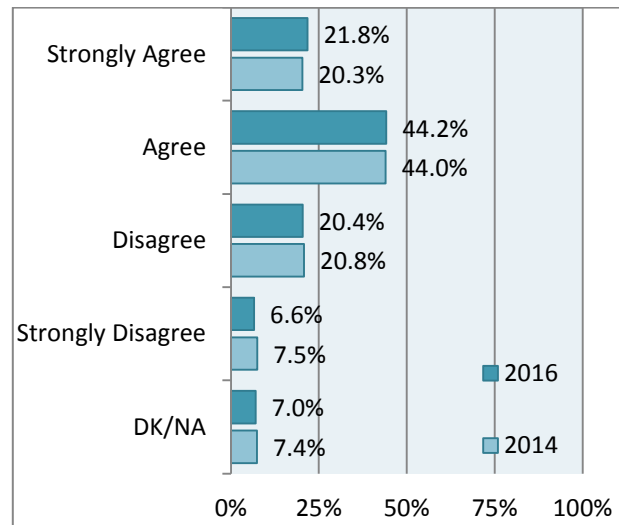


Figure 1.6. The City of Westerville should give tax breaks and other financial incentives to employers to bring new businesses into the City.



Group Differences

Years of residence: Agreement that Westerville should give tax breaks and other financial incentives to employers to bring new businesses into the City was lower among those who have lived in Westerville longer; 66 percent of those who have lived in Westerville for 11-25 years agree, and 69 percent of those who have lived there for 26 or more years agreed, while 77-80 percent of those who have lived in Westerville for less time agreed.

Age: No significant differences.

Rent or own home: No significant differences.

Zone: No significant differences.

As seen in Figure 1.7, in 2016 a majority of residents (55%) agreed that Westerville traffic flows on main streets were at least as good as other Columbus suburbs. However, this was significantly lower than in 2014, when 69 percent of respondents agreed. There was much lower agreement that traffic flows on Westerville’s main arteries have improved in the last two years (Figure 1.8). Only 29 percent of residents agreed or strongly agreed with this item, which was also significantly different than the 2014 survey (41%). A full two-thirds of respondents disagreed or strongly disagreed that traffic flows have improved in 2016. Similarly, there was a significant decline from 2014 to 2016 in the percentage of residents who agree that the quality of the City’s infrastructure (in terms of roadways, alleys, and bridges) has improved in the last two years (Figure 1.9), from 83 percent to 72 percent.

It should be noted that these declines reaffirm the responses shown in Table 1.2, where a large number of respondents indicated that traffic and road construction were the things they like least about Westerville. These items show notable dissatisfaction with the status and progress of road work taking place.

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.

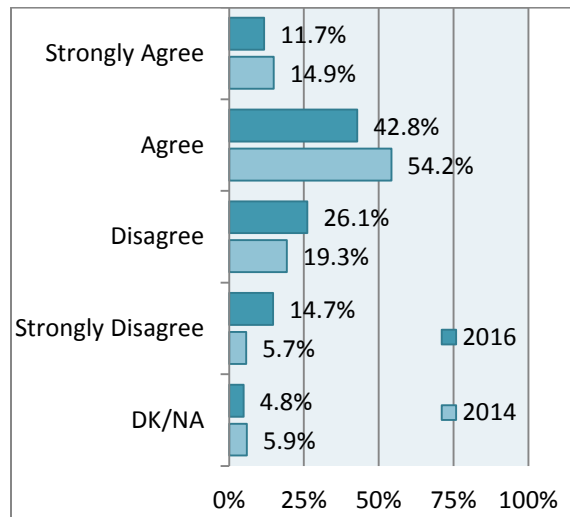


Figure 1.8. Traffic flows on Westerville’s main arteries have improved in the last two years.

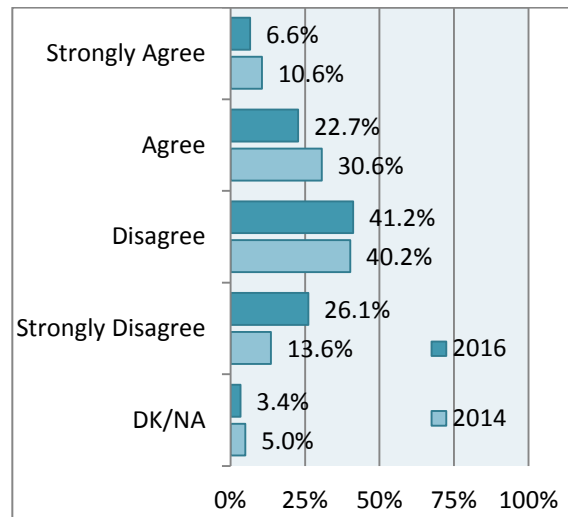
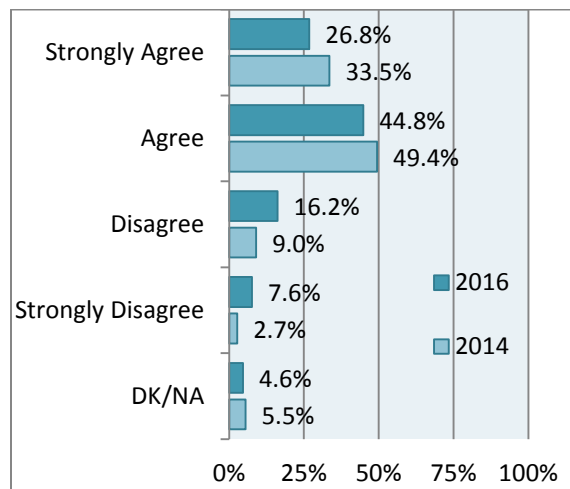


Figure 1.9. The quality of Westerville’s infrastructure (roadways, alleys, bridges) has improved in the last two years.



Group Differences

Years of residence: Agreement that traffic flows on Westerville’s main arteries have improved in the last two years varied by length of residence. Those who have lived in Westerville for a year or less or 6-10 years had the highest levels of agreement (67% and 68%, respectively); all other age groups ranged from 53 to 58 percent. Those who have lived in Westerville for a year or less also agreed more with the statement that traffic flows on Westerville’s main arteries have improved in the last two years (44%, versus 25-37% of other groups). It should be noted that those who have lived in Westerville for a year or less are perhaps the least equipped to respond to this item, since it refers to traffic flows over the last two years.

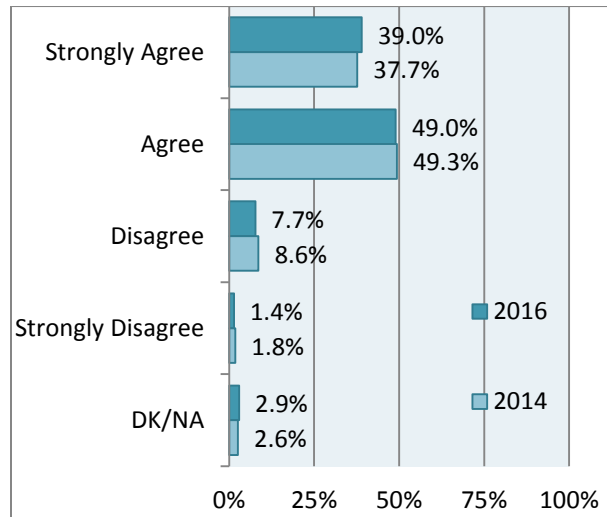
Age: Agreement that Westerville’s traffic flows have improved over the last two years on main arteries was highest among the youngest and oldest age groups; 34 percent of the 18-40 group and 35 percent of the 71+ group agreed, whereas just 26-30 percent of the other age groups agreed.

Rent or own home: No significant differences.

Zone: No significant differences.

As seen in Figure 1.10, the vast majority of residents, 88 percent, agreed that the City of Westerville does a good job of promoting recycling and conservation. The pattern of responses did not differ significantly from 2014 to 2016.

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



Group Differences

Years of residence: Those with differing lengths of residence had varying levels of agreement that Westerville does a good job of promoting recycling and conservation. The largest difference in agreement is between those who have lived in Westerville 2-5 years and those who have lived in Westerville 26 years or longer (85% versus 93%).

Age: Older respondents were more likely to agree that Westerville does a good job of promoting recycling and conservation than younger respondents. The 18-40 and 41-50 age groups agreed 87 percent and 84 percent of the time, respectively, while older groups agreed 93-94 percent of the time.

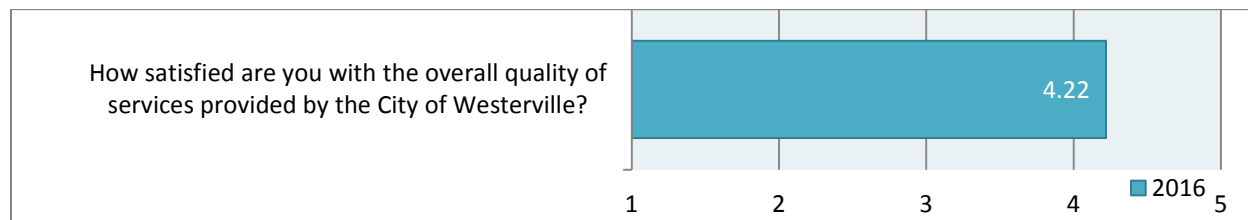
Rent or own home: Renters were less likely to agree that Westerville does a good job of promoting recycling and conservation than owners (78% versus 91%).

Zone: No significant differences.

Figure 1.11 provides a mean rating for the item asking about overall satisfaction with the quality of services provided by the City. In previous years, a similar item was asked in a “strongly agree” to “strongly disagree” format, but that wording did not necessarily capture satisfaction in the best manner. In 2016, the question was revised to ask to rate their satisfaction on a five-point scale, ranging from a score of 1 which indicates “very dissatisfied” to a score of 5 which indicates “very satisfied.” Because the question was significantly altered, no comparisons to previous surveys is appropriate.

Overall, respondents indicated a high level of satisfaction, with a mean score of 4.22. Roughly 88 percent of respondents indicated they were satisfied or very satisfied with City services; only five percent indicated some level of dissatisfaction.

Figure 1.11. Mean Ratings for Overall Satisfaction



Group Differences

Years of residence: No significant differences.

Age: No significant differences.

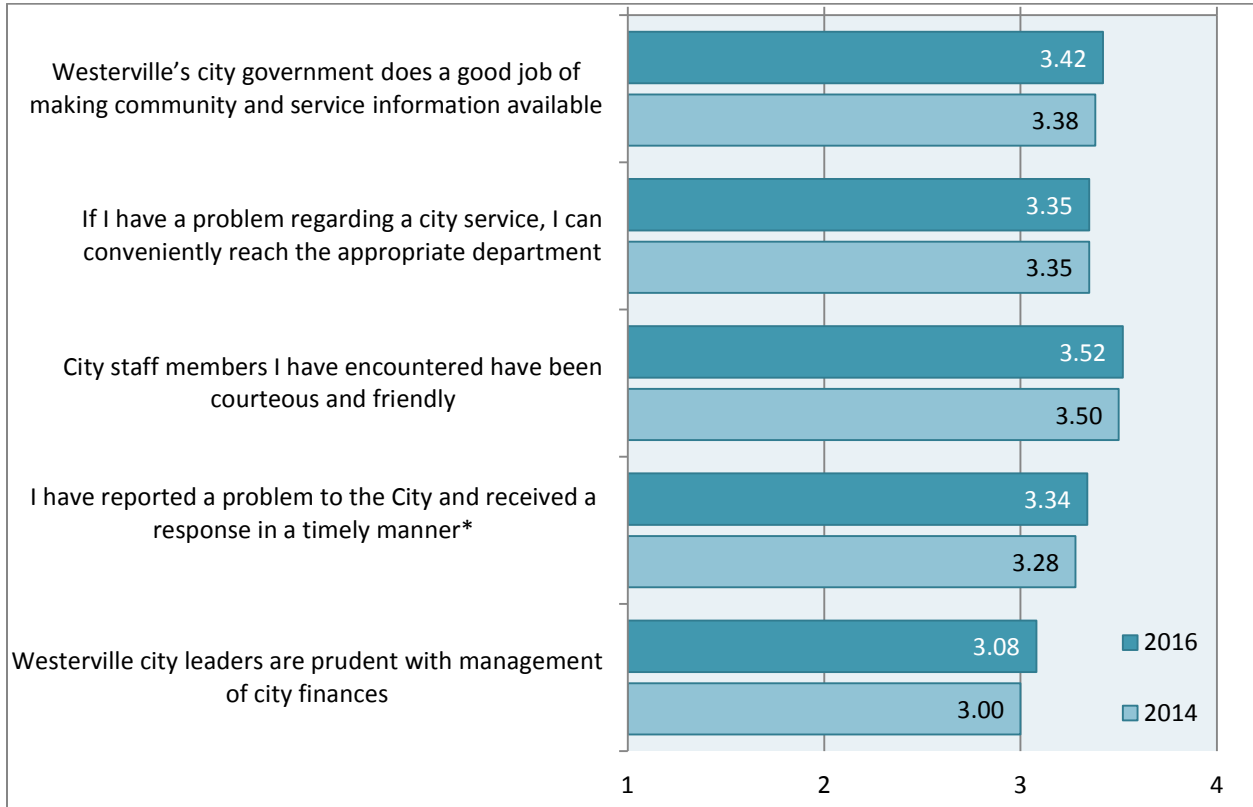
Rent or own home: No significant differences.

Zone: No significant differences.

Figure 1.12 presents mean ratings for several items regarding City departments and staff. Responses could range from 1 indicating “strongly disagree” to 4 indicating “strongly agree.” All of the mean scores for 2016 were above 3.00, which indicates that respondents were generally satisfied with various issues pertaining to City departments and staff. The means did not change significantly between 2014 and 2016 for any of the items with the exception of the item stating “Westerville City leaders are prudent with management of City finances.”

As in previous years, the lowest score was assigned to “prudent management of finances,” which received a mean score of 3.08 for 2016. Despite the comparatively low mean score, 74 percent of resident agreed that City leaders are prudent with their management of City finances (see Appendix A).

Figure 1.12. Mean Ratings for Departments and Staff



* In previous years, this item was worded as "When I have a problem requiring a City response, I receive it in a timely manner."

Group Differences

Years of residence: No significant differences.

Age: No significant differences.

Rent or own home: No significant differences.

Zone: Respondents living in Zone 1 were less likely to agree that they could conveniently reach the appropriate department if they had a problem than those in Zone 4.

2. Community Priorities

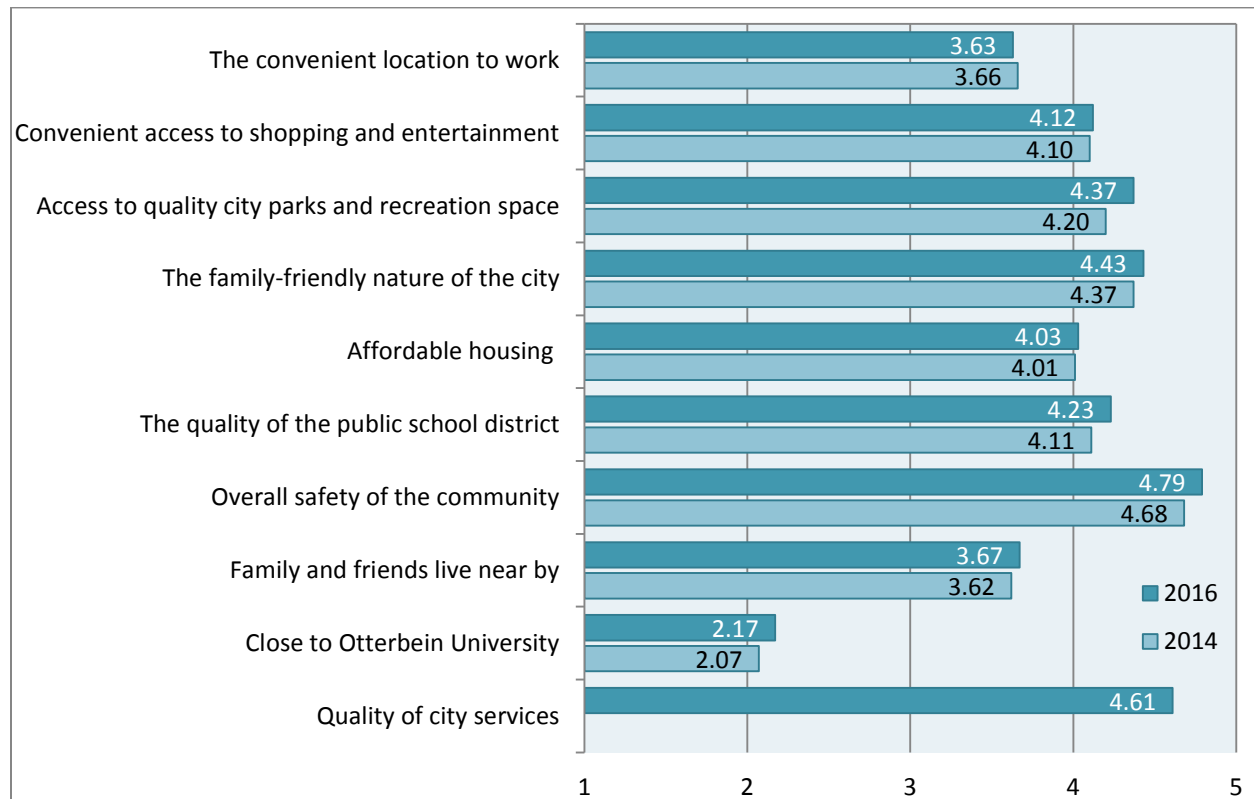
Survey respondents were asked about a number of issues pertaining to their opinions on Westerville priorities, such as the reasons they chose Westerville as their home and their perceptions about the pressing issues facing the City.

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 indicating “not at all Important” to 5 indicating “extremely Important.” Just as in 2014, “overall safety of the community” had the highest mean (4.79). Being close to Otterbein University had the lowest rating (2.17). Three of the nine items received a significantly higher score in 2016 than 2014:

- Access to quality City parks and recreation space
- The quality of the public school district
- Overall safety of the community

Additionally, a new item was added to this set of items, inquiring about the importance of the quality of City services. As can be seen below, this was the second-highest rated item in 2016, with a mean score of 4.61.

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 one year or less placed greater importance on access to quality City parks and recreation space than those who have lived in Westerville 11-25 years and those who have lived in Westerville 26 years or more.
- Respondents who have lived in Westerville for 26 or more years placed greater importance on family and friends living nearby than every category except respondents who have lived in Westerville for a year or less.
- Respondents who have lived in Westerville for 26 or more years placed greater importance on being close to Otterbein University than respondents in every other category.

Age: There were age differences for six items.

- Respondents ages 18-40 place greater importance on convenience to work than respondents age 71 or older.
- Respondents age 71 or older placed greater importance on convenient access to shopping and entertainment than those in the 18-40 range and the 51-60 range.
- Respondents ages 18-40 placed greater importance on access to quality City parks and recreation spaces than respondents in the 71 or older age group.
- Respondents ages 18-40 placed greater importance on the quality of the public school district than respondents 51-60 and those 61-70.
- Respondents ages 71 or older placed greater importance on family and friends living nearby than all other groups. Additionally, respondents ages 61-70 placed greater importance on family and friends living nearby than respondents ages 18-40 and those 51-60.
- 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 placed greater importance on being close to Otterbein University than respondents ages 18-60.

Rent or own home: Residents who rent their homes placed greater importance on the convenient location to work than those who own their home. Additionally, renters placed greater importance on affordable housing.

Zone: Zone 4 residents placed greater importance on being close to Otterbein University than residents in all other zones.

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. As can be seen in Table 2.1, in both 2014 and 2016, “fiscal management and responsibility” was chosen as the most important issue for the City of Westerville by a wide margin (36% in 2016 and 33% in 2014).

Looking at the percentage of respondents who chose a given item as their first, second, or third choice, most items remained relatively stable from 2014 to 2016. The largest change was a reduction in the mentions of fiscal management (54% in 2014 versus 49% in 2016).

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	2016	2014	2016	2014	2016	2014
Fiscal management and responsibility	25.5%	33.2%	10.8%	10.3%	12.7%	9.8%
Public safety and emergency management	20.0%	18.8%	16.2%	14.2%	9.9%	9.5%
Maintaining current safety services	15.0%	14.8%	11.5%	13.8%	7.3%	8.8%
Infrastructure and roadway maintenance	11.1%	7.6%	17.9%	14.9%	21.3%	20.8%
Reliable and efficient utility services	10.6%	9.6%	20.2%	23.2%	15.0%	16.4%
Green space preservation	6.8%	5.2%	9.2%	7.1%	12.7%	11.9%
Maintaining current City services that are not related to safety	4.9%	2.8%	6.5%	7.2%	8.3%	9.1%
Economic development and job creation	3.1%	4.7%	4.9%	6.2%	6.5%	7.9%
Communication of City information to residents	1.3%	1.1%	1.5%	2.2%	4.4%	3.1%
Other	1.0%	1.7%	0.2%	0.4%	1.0%	0.7%

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 one year or less or 2-5 years were less likely than respondents who had lived in Westerville for 11 years or more to select “fiscal management and responsibility.”

Age: Respondents ages 51-70 were more 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: No significant differences.

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. In 2016, “maintaining emergency response times” was the top issue, replacing “routine patrol of residential areas” (which was the second-most common response in 2016). “Substance abuse and drug interdiction” increased notably relative to 2014 as well; it was mentioned as the first, second, or third priority 21 percent of the time in 2014, but 35 percent of the time in 2016. Overall, however, the patterns of response in 2014 and 2016 were quite similar.

In the 2016 survey, a new item was introduced relating to distracted/impaired driving. In past years, these were two separate response options. The new item was rated relatively highly, falling among the top four or five results in the first, second, or third choice categories.

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

Response	1 st	1 st	2 nd	2 nd	3 rd	3 rd
	Choice	Choice	Choice	Choice	Choice	Choice
	2016	2014	2016	2014	2016	2014
Maintaining emergency response times	26.6%	24.3%	19.1%	16.6%	9.9%	10.1%
Routine patrol of residential areas	25.2%	27.5%	24.5%	25.3%	16.3%	13.2%
Substance abuse and drug interdiction	11.3%	6.4%	12.1%	7.4%	11.5%	7.6%
Distracted/impaired driving*	10.9%	--	9.9%	--	10.2%	--
Burglary	9.5%	9.4%	7.6%	7.7%	7.9%	8.8%
Homeland security and crisis readiness	3.7%	4.3%	4.9%	5.0%	7.7%	6.0%
Traffic enforcement	3.7%	4.2%	6.8%	7.5%	11.8%	11.3%
Community outreach programs	3.3%	2.5%	3.5%	3.2%	6.6%	5.8%
Vandalism	1.7%	1.6%	4.2%	5.4%	8.0%	9.2%
Domestic violence	1.5%	0.6%	1.9%	2.2%	2.2%	2.2%
Youth issues	1.3%	3.0%	4.4%	5.8%	6.4%	8.8%
Other	0.4%	2.0%	0.2%	0.5%	0.6%	0.7%

* In 2014, “distracted driving” and “drinking while driving” were two separate categories; in 2016, they were combined. As such, results from previous years are not comparable.

Group Differences

Group differences analysis tested whether there were differences in the selection of “maintaining emergency response times” at all (as a first, second, or third choice).

Years of residence: No significant differences.

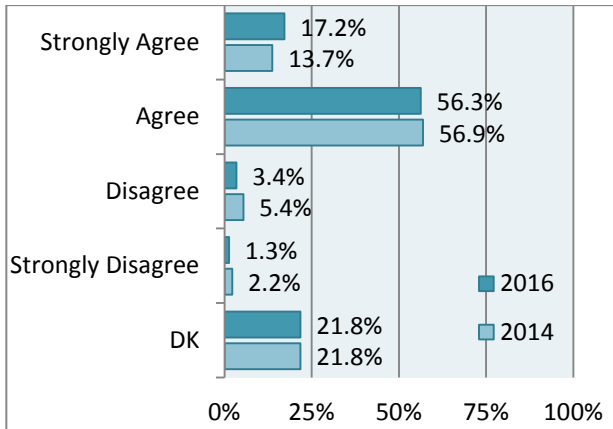
Age: No significant differences.

Rent or own home: No significant differences.

Zone: No significant differences.

Figure 2.2 shows that the majority of respondents (74%) agreed that local government agencies, community leaders, and civic organizations tell a consistent story about the City of Westerville. This was a significant change from 2014, which found 70 percent agreement with the statement.

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.

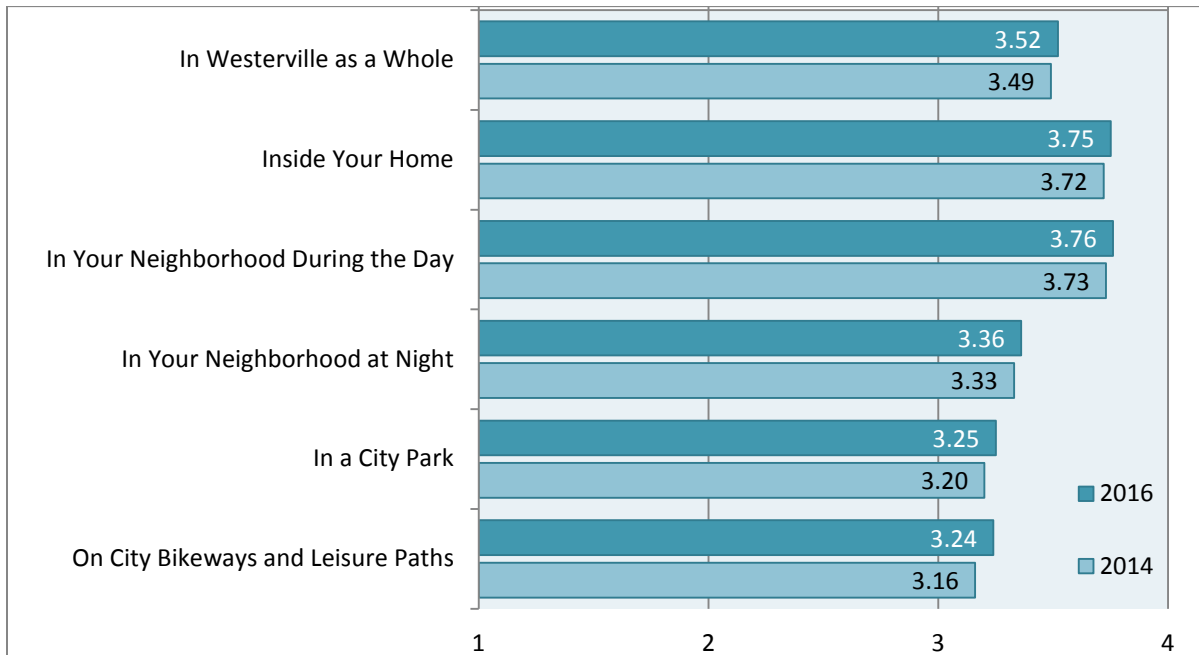
Rent or own home: No significant differences.

Zone: Respondents from Zone 3 were less likely to strongly agree with this statement than those in Zone 2 (17% versus 26%).

3. Safety

Respondents were asked to rate their perceived level of safety in different locations on a scale from 1 indicating “very unsafe” to 4 indicating “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 2014 and 2016, residents felt most safe in their own home, and least safe on City bikeways and leisure paths. Despite the similar pattern in scores, there was a statistically significant increase from 2014 to 2016 in the score for perceived safety in City parks and on bike/leisure paths.

Figure 3.1. Mean Ratings for Personal Safety



Group Differences

Years of residence: There were age differences for three items.

- Residents who have lived in Westerville five years or less felt safer during the day than those who have lived in Westerville for over 25 years.
- Those who have lived in Westerville for five years or less felt safer on City bikeways and leisure paths than those who have lived in Westerville 11 years or more.
- Residents who have lived in Westerville for a year or less felt safer in City parks than those who have lived in Westerville 26 years or more.

Age: There were age differences for three items.

- Respondents ages 18-40 felt safer in their neighborhood during the day compared to respondents ages 61 or older.
- Respondents ages 18-40 felt safer on City bikeway and leisure paths than respondents ages 61 or older. Also, those in the 51-60 group felt safer than those in the 71 or older group.
- Respondents ages 18-40 felt safer in a City park than respondents ages 61 or older.

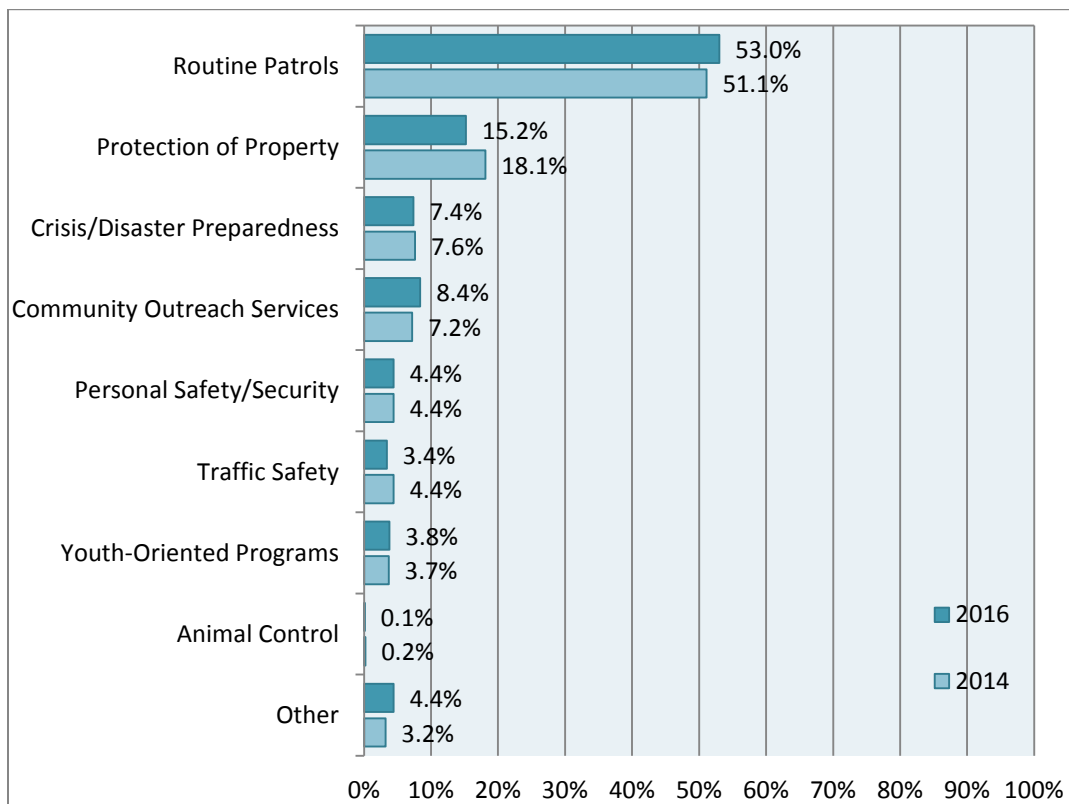
Rent or own home: Residents who own their home felt safer in their neighborhood at night than renters.

Zone: There were a number of zone-based differences for these items; in all cases, they reflect Zone 2 residents feeling safer in various contexts than other zones.

- Zone 2 residents felt that Westerville was safer overall than those in Zone 3. Zone 2 also felt safer than Zone 3 residents in their neighborhood during the day, at night, on bike/leisure paths, and inside their homes.
- Zone 2 residents felt safer on the bike/leisure path than the Zone 4 residents.
- Zone 2 residents felt safer at night in their neighborhood than Zone 1 residents.

Respondents were also asked to select from a list the one issue they felt is most important for Police Services. As can be seen in Figure 3.2, results were very similar between 2014 and 2016, with “routine patrols” being the most frequently-selected issue, and “animal control” being chosen the least.

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



Group Differences

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

Years of residence: No significant differences.

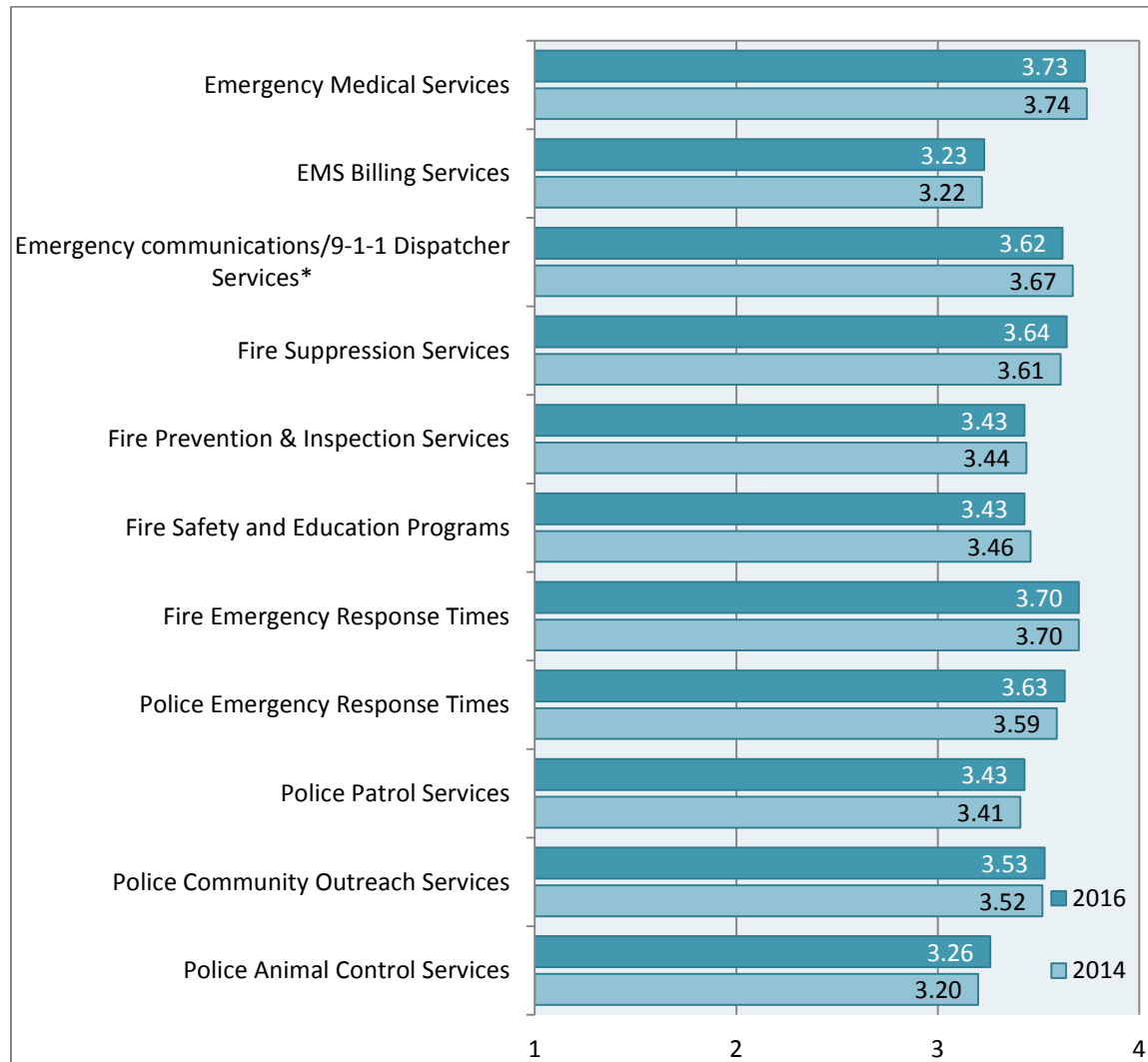
Age: Respondents ages 71 or older were less likely to select “routine patrols” than respondents in all other age groups.

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 indicating “very poor” to 4 indicating “excellent.” The pattern of responses in 2016 was similar to 2014; emergency medical services and fire emergency response times received the highest ratings, while 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” (77% for EMS billing services and 49% for police animal control services). No scores significantly changed from 2014 to 2016.

Figure 3.3. Mean Ratings for Public Safety Services



* In 2014, this item was simply “9-1-1- Dispatcher Services.” It was determined that the revised language is similar enough to warrant comparisons between the two years, despite the change.

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: No significant differences.

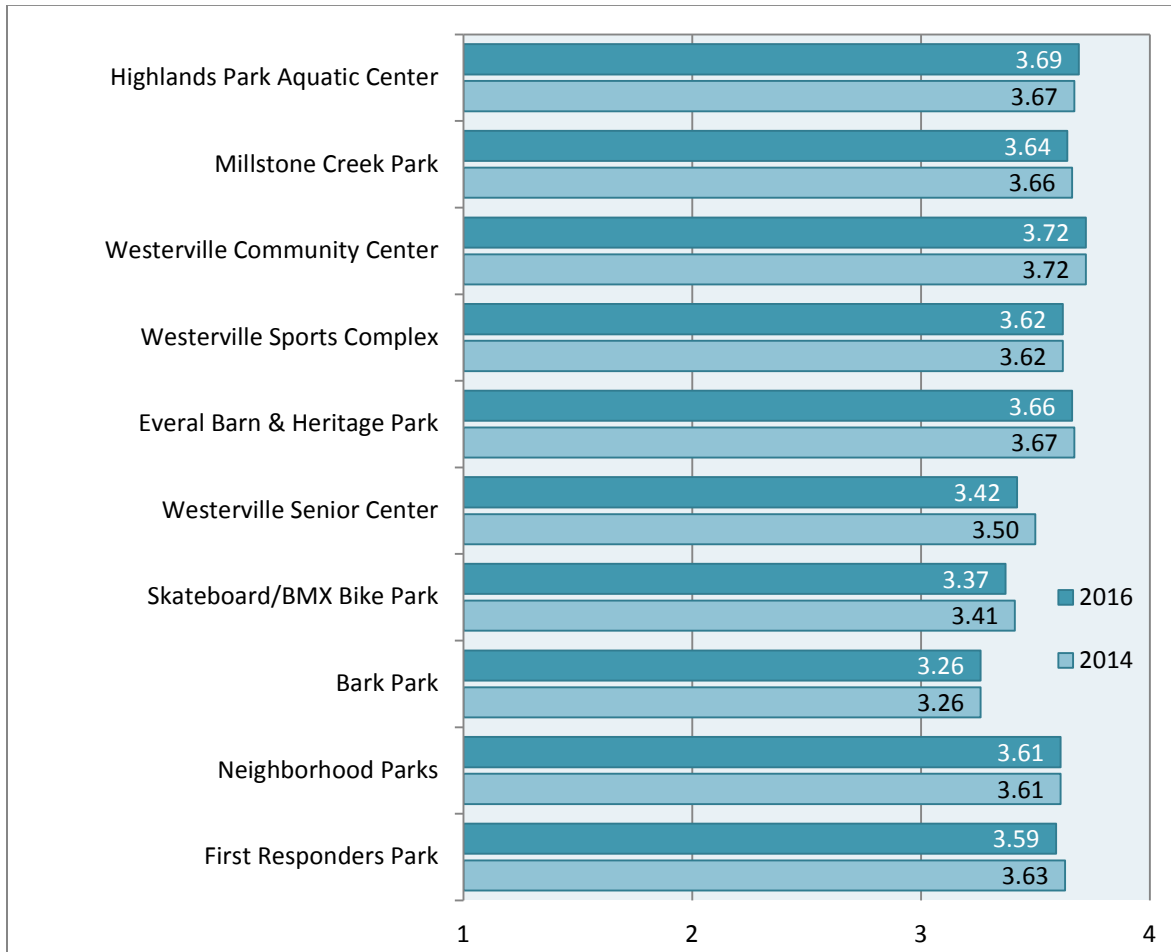
Rent or own home: No significant differences.

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 indicating “very poor” to 4 indicating “excellent.” All ratings were higher than 3.25 on average. Just as in 2014, the Westerville Community Center was rated highest, and Bark Park was rated lowest. Only one score changed significantly: the Senior Center scored significantly lower in 2016 than in 2014.

Figure 4.1. Mean Ratings for Parks & Recreation Facilities



Group Differences

Years of residence: No significant differences.

Age: Those in the 51-60 age group rated the Skateboard/BMX Bike Park significantly higher than those in the 71 or older age group.

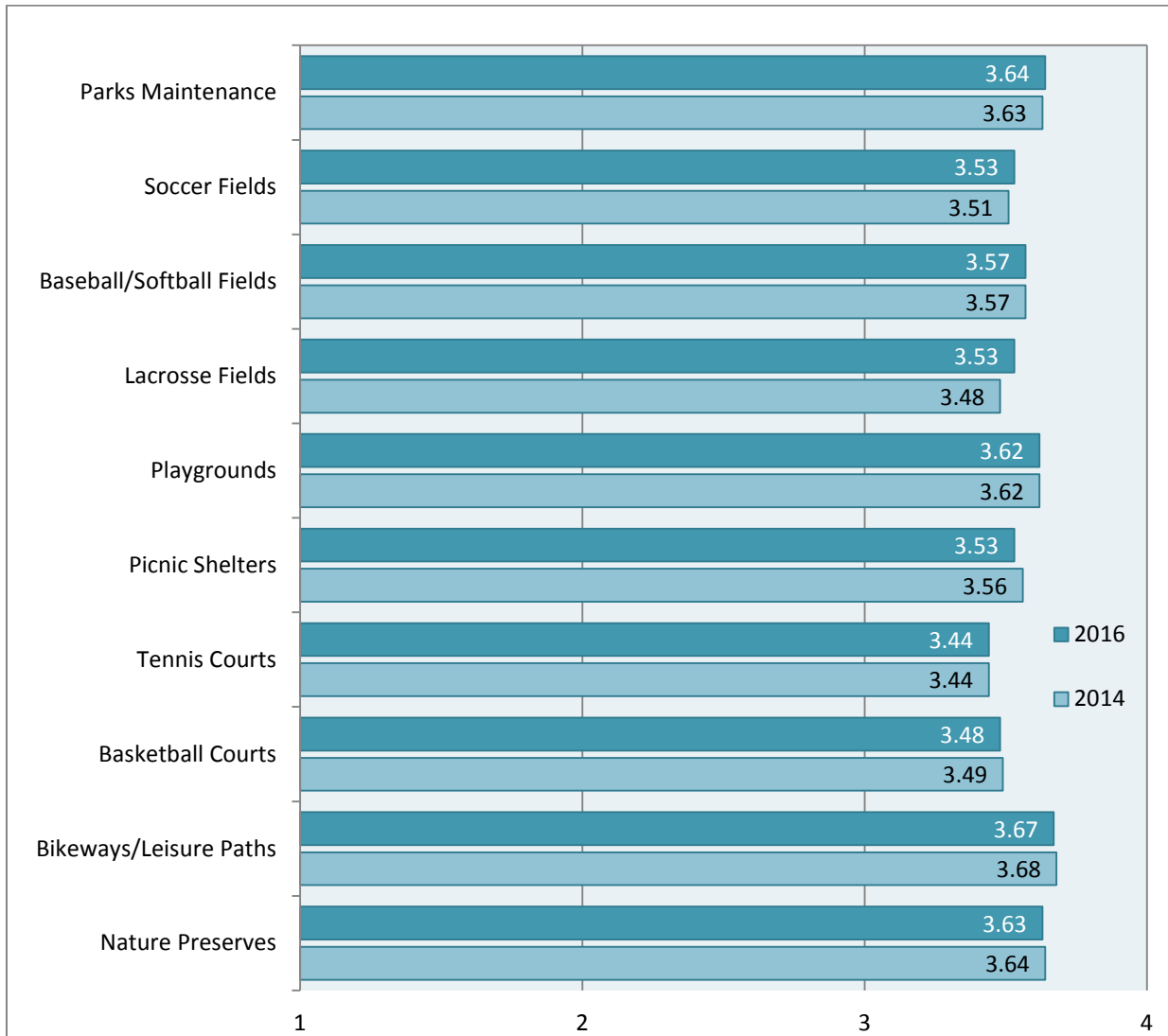
Rent or own home: Homeowners rated Millstone Creek Park significantly higher than renters. Conversely, renters rated the Westerville Senior Center higher than owners.

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 indicating “very poor” to 4 indicating “excellent.” All mean scores were 3.44 or higher. None of the items changed significantly between 2014 and 2016.

Figure 5.1. Mean Ratings for Park Services



Group Differences

Years of residence: Residents who have lived in Westerville a year or less gave higher ratings to soccer fields than residents who have lived in Westerville 6-25 years.

Age: Residents ages 61-70 rated the soccer fields more highly than those ages 41-50.

Rent or own home: No significant differences.

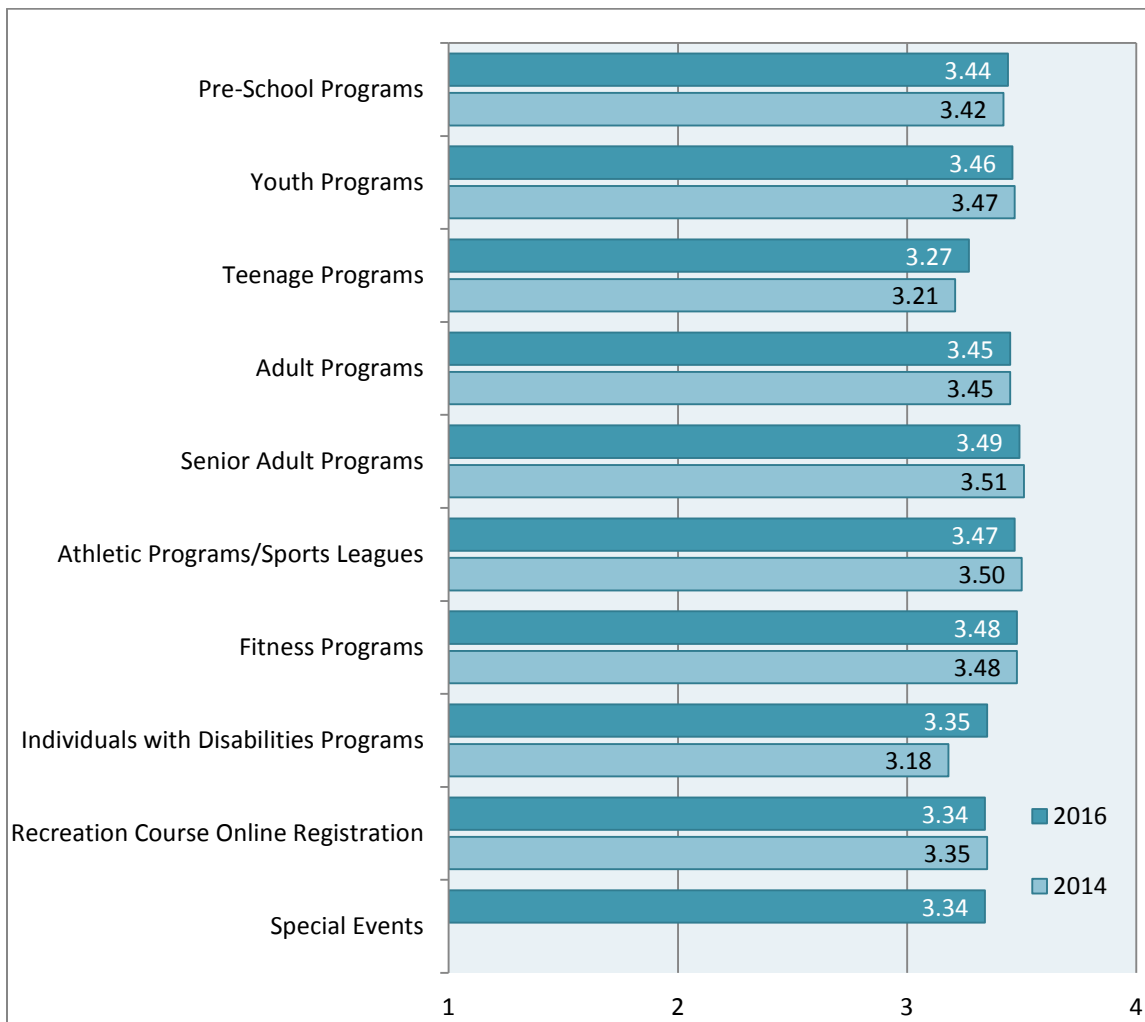
Zone: No significant differences.

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 indicating “very poor” to 4 indicating “excellent.” Scores ranged from 3.27 to 3.49. Scores for one of the services increased significantly from 2014 to 2016: individuals with disabilities programs. It should be noted, however, that in both 2014 and 2016, roughly 80 percent of respondents have marked this item as not applicable, so the results were based on a relatively small number of responses.

Additionally, a new item was added for 2016: special events, such as Party at the Creek and Snowflake Castle. The mean score was 3.34, which was one of the lower scores among this set of items.

Figure 6.1. Mean Ratings for Recreation Services



Group Differences

Years of residence: No significant differences.

Age: Respondents ages 18-40 rated pre-school programs lower than those ages 51-60.

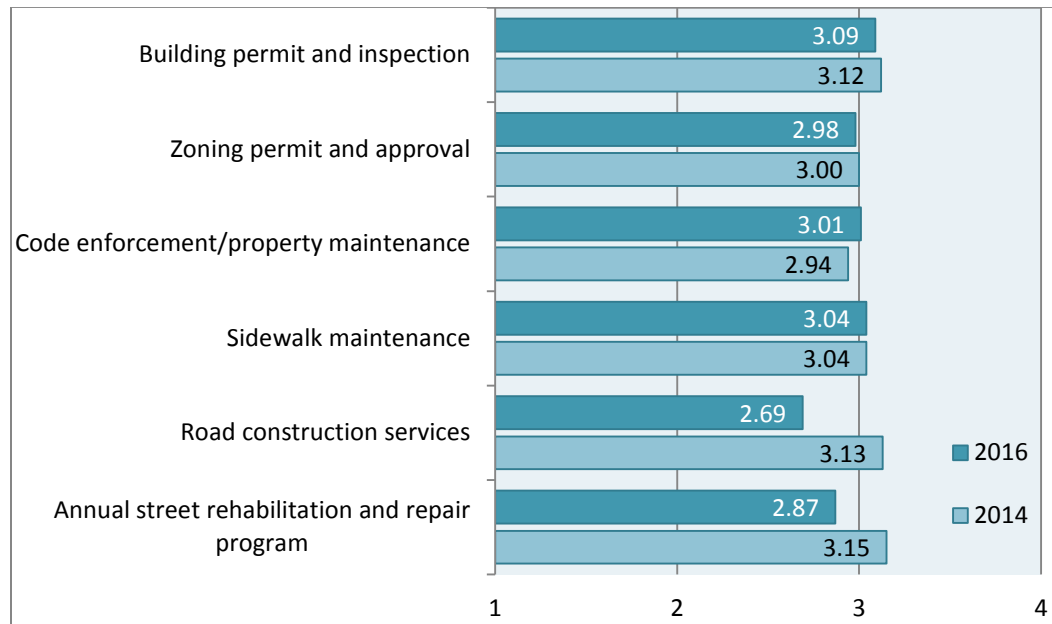
Rent or own home: No significant differences.

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 indicating “very poor” to 4 indicating “excellent.” Scores for these items ranged from 2.69 to 3.09. Scores for two of the services decreased by a large margin from 2014 to 2016: road construction services, and annual street rehabilitation and repair program. Again, this corroborates responses collected earlier in the survey regarding dissatisfaction with road construction and repair.

Figure 7.1. Mean Ratings for Planning & Development Services



Group Differences

Years of residence: No significant differences.

Age: Respondents ages 71 or older gave higher ratings to road construction services than respondents ages 18-60.

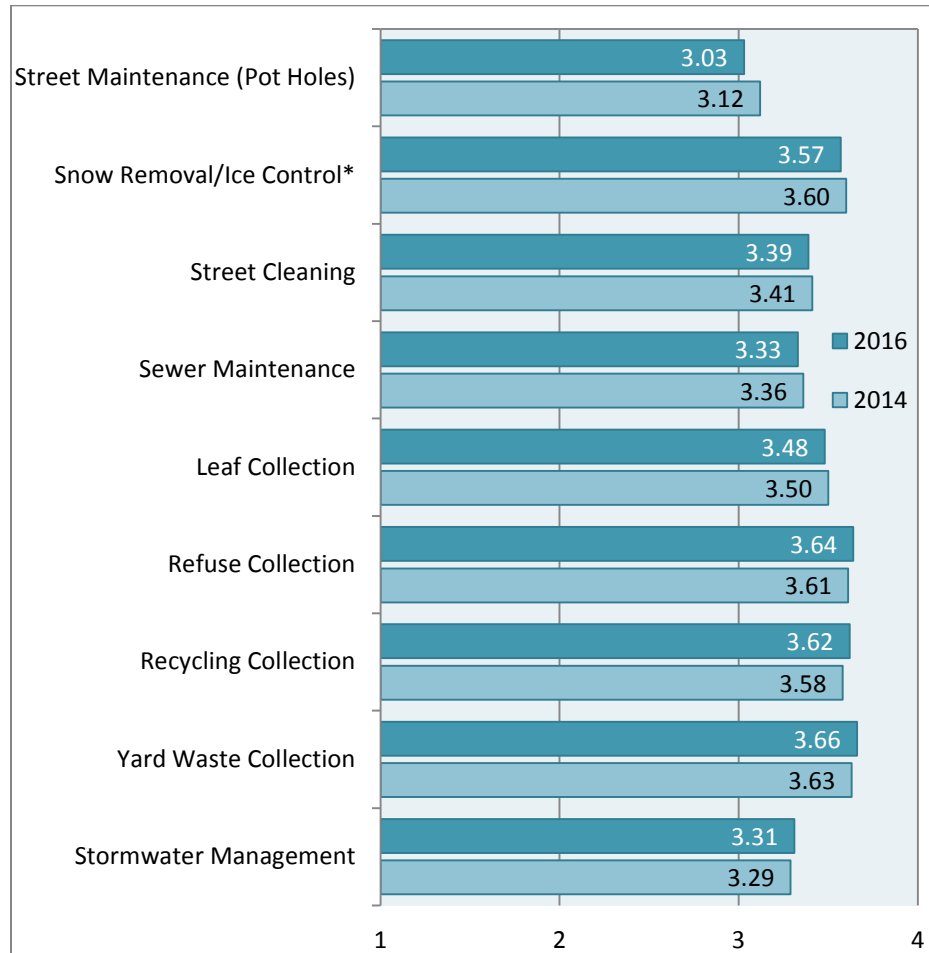
Rent or own home: Renters gave higher ratings to sidewalk maintenance than homeowners.

Zone: Zone 3 residents rated road construction services lower than residents from Zones 1 and 2.

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 indicating “very poor” to 4 indicating “excellent.” All items had a mean score of at least 3.03. Scores for one of the services declined significantly from 2014 to 2016: street maintenance.

Figure 8.1. Mean Ratings for Public Works Services



Group Differences

Years of residence: Residents who have lived in Westerville 2-5 years rated snow removal/ice control lower than those who have lived in Westerville 11 years or more.

Age: Residents ages 51-60 rated snow removal/ice control lower than those ages 71 or older.

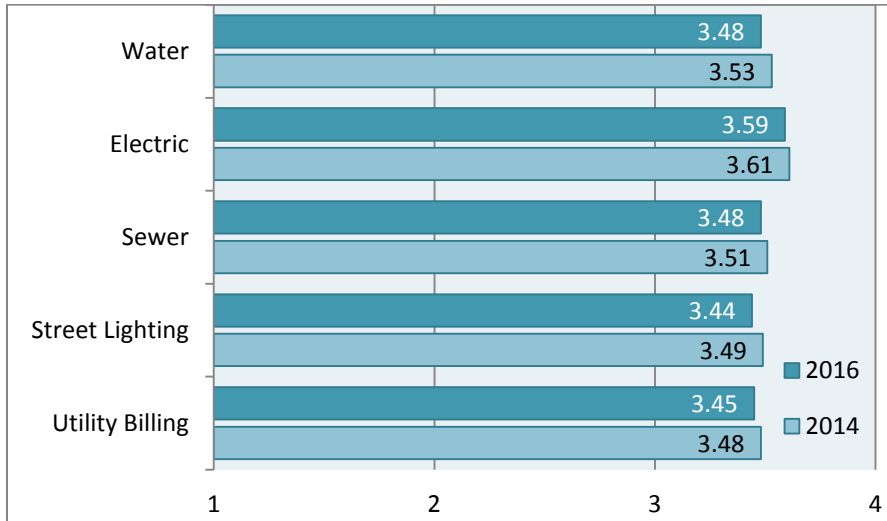
Rent or own home: Residents who own their own homes gave higher ratings to leaf collection, yard waste collection, and recycling collection than renters.

Zone: No significant differences.

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 indicating “very poor” to 4 indicating “excellent.” All mean scores were similar, ranging from 3.44 to 3.59. Scores for water service decreased significantly from 2014 to 2016.

Figure 9.1. Mean Rating for Utility Services



Group Differences

Years of residence: Residents who have lived in Westerville for five years or less rated water service, electric service, and utility billing lower than those who have lived in Westerville for 26 years or more. Residents who have lived in Westerville 2-5 years rated street lighting lower than those who have lived in Westerville for 11 years or more.

Age: There were a number of significant differences.

- Residents ages 18-40 and 51-60 rated water service lower than residents ages 71 or older.
- Residents ages 51-60 rated electric service and sewer service lower than residents ages 71 or older.
- Residents ages 18-40 rated street lighting lower than residents ages 61 or older; residents ages 41-50 rated street lighting lower than residents ages 71 or older.
- Residents ages 18-60 rated utility billing lower than residents ages 61 or older.

Rent or own home: Renters rated utility billing lower than homeowners.

Zone: No significant differences.

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, City publications were most often chosen as the most useful source of information about City issues (23%), replacing 2014's most common response, Suburban Weekly Newspaper, which was the second-most mentioned source in 2016 (20%) along with the City website (also 20%).

There were a few notable shifts in the pattern of responses from 2014 to 2016. The largest change was a decrease in the percentage of respondents who selected the suburban newspaper as either their first or second choice (52% in 2014 versus 39% in 2016). Conversely, both the City publications and social media were chosen by a larger percentage of respondents in 2016 as compared to 2014; four percent more respondents chose social media and five percent more chose City publications in 2016 than 2014.

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	2016	2014	2016	2014
City Publications	23.0%	18.7%	18.0%	15.6%
Suburban Weekly Newspaper (<i>ThisWeek Westerville News & Public Opinion</i>)	19.7%	27.9%	19.3%	23.9%
City Website (www.westerville.org)	19.7%	17.1%	17.0%	17.2%
Email	9.5%	8.5%	7.0%	6.7%
Social Media (e.g., Facebook, Twitter, YouTube)	8.6%	6.3%	8.1%	6.1%
Broadcast (TV) News	7.2%	9.1%	6.9%	7.7%
Columbus Dispatch	4.7%	5.3%	6.6%	7.9%
Word of Mouth	3.6%	3.8%	10.9%	10.0%
Public Meetings	0.5%	0.8%	1.0%	0.8%
WOCC TV-3	0.5%	0.8%	1.0%	0.7%
Other	0.8%	0.5%	0.9%	0.5%

Group Differences

Group differences analysis tested whether there were differences in the selection of City publications at all (as a first or second choice).

Years of residence: Residents who have lived in Westerville 11-25 years more commonly selected “City publications” (65%) than other groups (which ranged from 55-57%).

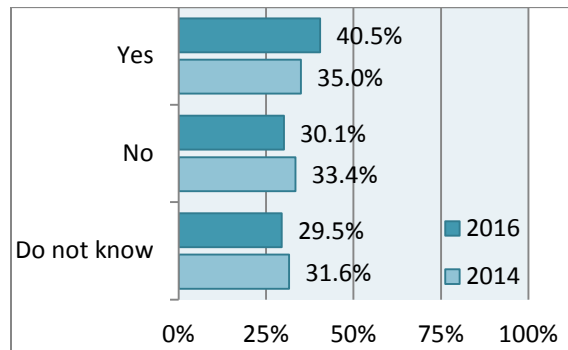
Age: No significant differences.

Rent or own home: No significant differences.

Zone: No significant differences.

Respondents were asked 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, there was a statistically significant shift from 2014 to 2016, with a larger percentage of respondents saying “yes.” That being said, the “yes” responses still only made up about 41 percent of all responses to the item, and nearly three in ten respondents said they 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: Residents who have lived in Westerville for 26 years or more were less likely to watch YouTube videos; 52 percent said “no” versus 32-39 percent of other residents.

Age: Older residents were less likely to watch YouTube videos; 56 percent of the 71 or older category and 45 percent of the 61-70 age group said they would not, versus 37-40 percent of other age categories.

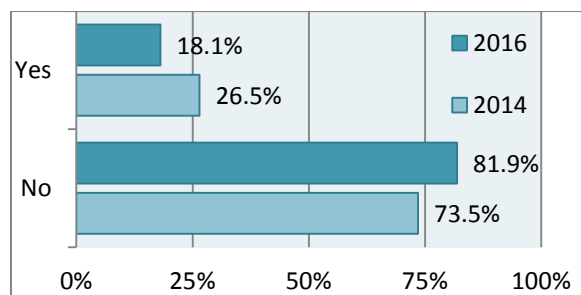
Rent or own home: No significant differences.

Zone: No significant differences.

Television

As seen in Figure 10.2, only 18 percent of respondents said they have watched City of Westerville programming on the public service channel (Channel 3 or WOCC-TV) in the past two years; this was a significant decline from 27 percent in 2014.

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 increased for each residency group; three percent of respondents who have lived in Westerville for one year or less have watched this programming compared to 24 percent of respondents who have lived in Westerville 26 years or more.

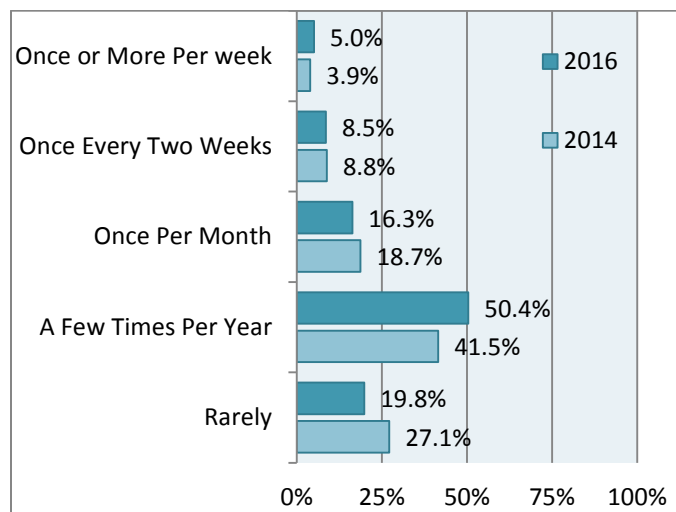
Age: Younger respondents were less likely to have watched City of Westerville television programming in the past two years than older respondents; nine percent of respondents ages 18-40 had watched this programming compared to 24 percent of respondents ages 71 or older.

Rent or own home: No significant differences.

Zone: No significant differences.

Those 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, 30 percent watched at least once per month, but only five percent watched once or more per week. The frequency of viewing did not change significantly from 2014 to 2016.

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



Group Differences

Years of residence: No significant differences.

Age: Younger respondents were more likely to watch a few times per year (85%); other age categories selected this option 36-53 percent of the time. Those in the 41-50 age category were most likely to rarely watch (43%, versus 10-23% for other age categories).

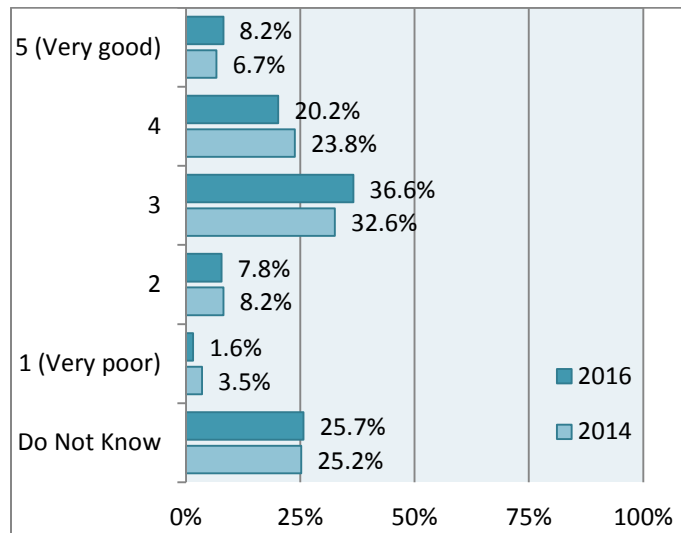
Rent or own home: No significant differences.

Zone: No significant differences.

With regard to the perceived quality of the City of Westerville TV programming, the most common rating given on a five-point scale was a three (37%). Only eight percent of respondents rated the

programming as very good. Over a quarter of respondents (26%) were unsure. There were no significant changes in perceived quality from 2014 to 2016.

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



Group Differences

Years of residence: No significant differences.

Age: No significant differences.

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. As can be seen in Table 10.2, the overall results for both years were 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	2016	2014	2016	2014
City Council meeting and/or work session	45.9%	50.2%	11.3%	11.9%
Special events, such as annual 4 th of July parade	11.3%	11.9%	14.8%	11.9%
Westerville School Board meetings	9.3%	9.1%	17.5%	21.1%
High school sporting event	9.3%	7.4%	8.6%	6.3%
Interviews with City officials about current events	8.6%	6.7%	16.7%	17.2%
Promotional programming, featuring Westerville sites, information	7.4%	6.3%	14.0%	15.8%
Otterbein University events and information	1.9%	1.4%	3.5%	4.2%
Other Westerville City School events	1.2%	1.1%	3.9%	3.2%
Other	1.2%	1.1%	0.0%	0.0%
None (I am not interested in watching public service channels)	2.3%	3.5%	1.9%	1.8%

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 increased with length of residency; two percent of respondents who have lived in Westerville for a year or less selected this option compared to 13 percent of respondents who have lived in Westerville 26 years or more.

Age: The youngest respondents (ages 18-40) were the least likely to select “City Council meeting and/or work sessions” (4%), and the 51-60 group was the most likely (17%).

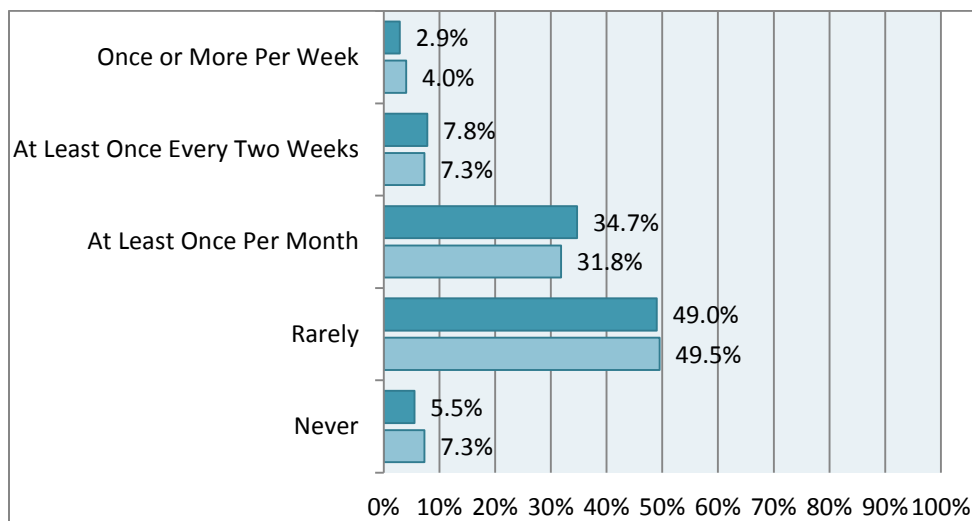
Rent or own home: No significant differences.

Zone: No significant differences.

Website Usage

Figure 10.5 shows that the vast majority of respondents had visited the City website (94%). However, nearly half of respondents (49%) report only visiting the website “rarely.” The frequency of visiting the website did not change significantly from 2014 to 2016.

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



Group Differences

Years of residence: Respondents who have lived in Westerville for a year or less were 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 (57% versus 38%).

Age: The likelihood of visiting the City website at least once a month progressively decreased with each age group; 65 percent of residents ages 18-40 visit the website at least once a month compared to 31 percent of residents ages 71 or older.

Rent or own home: Homeowners were more likely to visit the website at least once a month than renters (46% versus 37%).

Zone: No significant differences.

Respondents who reported that they visit the City website at least once a month or more (46% of respondents) were asked, “For what reason or reasons do you visit the City of Westerville website?” 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 one percent 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 visited the City of Westerville website to find out information about activities, events, and festivals (for example, dates, times, and locations) (34%). The next most common reason (27%) was to get general information, news, updates (type of update not specified), and answers to questions (specific type of question was not specified). The third most frequently cited reason for visiting the website was 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 (26%).

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

Categorical Response	%
Calendar of events; info about activities, events, or festivals; things to do around town	34.3%
General information, news, updates; looking for answers to questions	27.3%
Information on services/programs in general; or specific service info (garbage collection, leaf collection, utilities), not including Parks & Recreation services	26.3%
Information on Parks & Recreation services/events/classes (including rec center info, classes/signing up for classes)	17.7%
Construction updates/street maintenance info/road projects	11.8%
Contact information/phone numbers	9.2%
Bills/billing information	2.8%
Information about permits/regulations/policies	2.5%
Information about City Council/meetings	2.2%
Job opportunities/openings	2.0%
Hours of operation for City services or businesses	1.8%
Tax information/forms	1.8%
Senior info (e.g., Senior Golf League, Senior Center)	1.5%
Service request/reporting issues	1.5%
City planning/initiatives/how tax money is being spent	1.3%
Other	4.3%

Respondents who reported that they visited the City website at least once a 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 agreed that the website is visually interesting (92%), easy to navigate (86%), and provides useful information (98%). The patterns of response for the three items did not change significantly from 2014 to 2016.

Figure 10.6. The Westerville website is visually interesting.

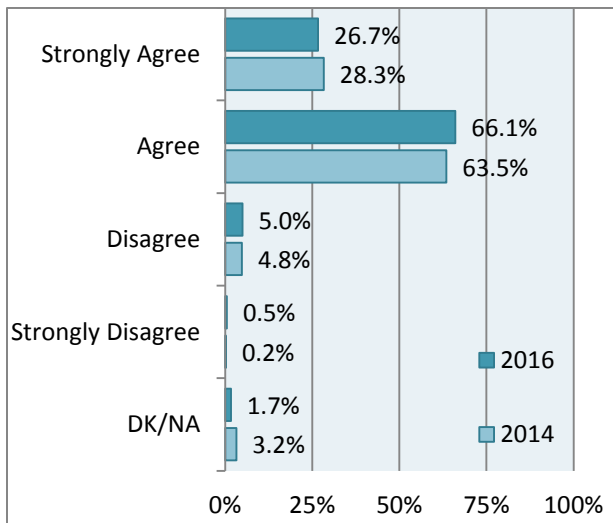


Figure 10.7. The Westerville website (www.westerville.org) is easy to navigate to the information I want.

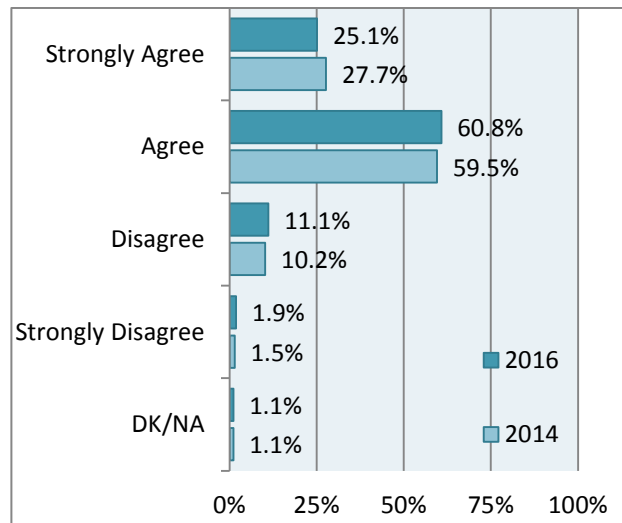
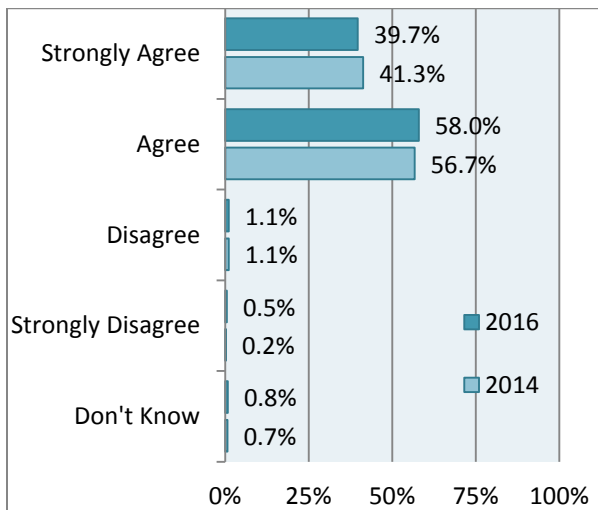


Figure 10.8. The Westerville website provides useful information.



Group Differences

Years of residence: No significant differences.

Age: The youngest respondents (ages 18-40) were more likely to disagree with the statement that the website is easy to navigate; 23 percent disagreed, versus 6-14 percent of other age groups.

Rent or own home: No significant differences.

Zone: No significant differences.

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?” A large number of the comments provided were “non-responses.” These non-responses included:

- 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.
- Respondents who indicated that they felt the website is fine the way it is, and that it meets their needs.
- Respondents who 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”).

In total, 417 valid responses were provided containing 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. 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 one percent 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 (17% of responses). Respondents also indicated that they would use the website more often if it had accurate or olderdated information regarding road construction. 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.

Although it makes up a small percentage of responses (2%), a new addition this year was requests for information about local businesses.

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)	16.5%	City plans, information about City Council meetings (dates/times, meeting summaries, videos of meetings), City statistics	3.5%
Road work/construction/traffic information	12.7%	Knowing more about what information is on the website	3.3%
Improved format/organization/ appearance of website/make more user friendly	10.0%	Utility information (e.g., maintenance information, power outage information)	2.7%
Email notifications that new content is available	9.2%	Info about local businesses/business spotlight	2.4%
Better advertisement of the website/Some type of reminder to visit the website (e.g., email, flyer)	7.3%	Contact info for City departments and businesses/business directory	1.6%
Crime reports; police and fire runs, info about public safety issues	6.8%	Tax information; ability to pay taxes online	1.6%
Ability to pay utility bills online	6.5%	Information relevant to seniors	1.4%
Current events/news about the City	4.9%	Other	11.1%
If the information provided on the website was more up-to-date/accurate	4.6%		

11. Current Events/Strategic Planning

Similar to past administrations of the City of Westerville Resident Survey, in 2016 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. These items were all new to the 2016 survey; they primarily focused on social media use and the usefulness of various City publications.

The section began by asking respondents which social media networks or platforms they used, with the opportunity to select as many as applied. Results are provided in Table 11.1, below. Because respondents could choose multiple options, the totals in the percent columns will exceed 100 percent.

By far, the largest percentage of respondents (78%) use Facebook, followed by YouTube (38%) and LinkedIn (23%). No respondents said they used MySpace, and less than one percent said they used Flickr. The percentage of citizens who responded that they used Google+ (21%) was relatively high; this may be due to confusion among people who use the Google search engine.

Table 11.1. Social Media Use

Categorical Response	%	Categorical Response	%
Facebook	77.7%	Snapchat	4.9%
YouTube	37.5%	Skype	4.8%
LinkedIn	22.6%	Reddit	2.4%
Google+	20.6%	Tumblr	2.3%
Instagram	20.1%	Flickr	0.8%
Twitter	18.3%	MySpace	0.0%
Pinterest	16.9%	Other (please specify)	0.6%

Group Differences

Group differences analysis tested whether there were differences in the selection of "Facebook" at all.

Years of residence: The percent of respondents who used Facebook generally declined as years of residency increased; 73 percent of those in the 2-5 years of residency range used Facebook, while 56 percent residents of 26 or more years used Facebook.

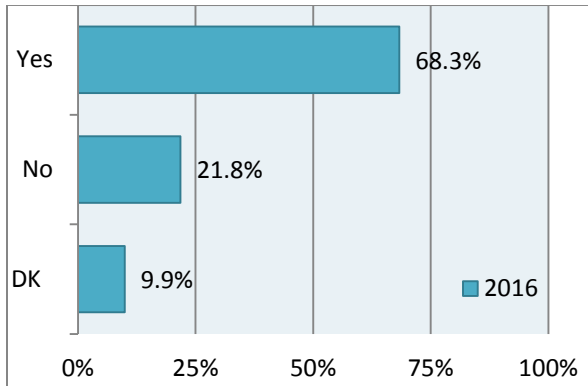
Age: Use of Facebook decreased as age increased. About 79 percent of the 18-40 age group used Facebook, as opposed to 51 percent of the 71 or older age group.

Rent or own home: No significant differences.

Zone: No significant differences.

Respondents were asked if they read the Westerville Annual Report that is mailed to their home. As seen in Figure 11.1, about 68 percent of survey participants read the annual report.

Figure 11.1. Did you read the City of Westerville Annual Report that was mailed to your home?



Group Differences

Years of residence: No significant differences.

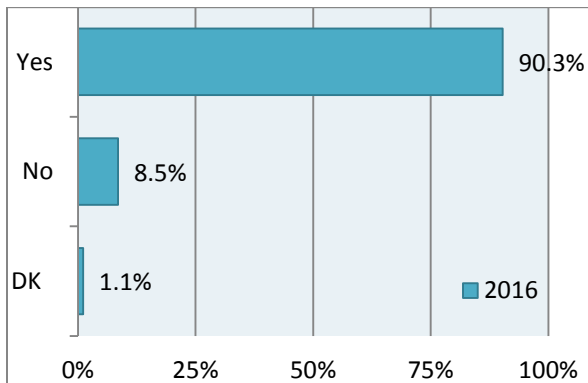
Age: The youngest (18-40) and oldest (71 or older) age categories were the most likely to have read the annual report (76% and 73%, respectively), while 63-66 percent of other age groups read the annual report.

Rent or own home: Homeowners were more likely to have read the annual report than renters (69% versus 55%).

Zone: No significant differences.

Figure 11.2 presents the responses to the question asking if they read the Westerville Magazine. A very high percentage of respondents (90%) indicated that they regularly read the magazine.

Figure 11.2. Do you regularly read the Westerville Magazine?



Group Differences

Years of residence: Respondents who have lived in Westerville 6-25 years were less likely to regularly read the Westerville Magazine (88%, versus 90-93% of other residency groups).

Age: Respondents ages 71 or older were more likely to regularly read the magazine (95%, versus 86-91% of other age groups).

Rent or own home: Owners were more likely to read the magazine than renters (91% and 68%, respectively).

Zone: No significant differences.

Respondents who indicated they read the Westerville Magazine were then asked which section(s) they found most useful and/or worth reading. The results are shown in Table 11.2. Among the “City Reporter” sections, the “Mark Your Calendar” section was more commonly reported as being useful or worth reading. Among the other sections, the “Eat + Drink” section was most frequently selected.

Table 11.2. Sections of Westerville Magazine

City Reporter Section Response	%	Other Section Response	%
Staff Profile	24.4%	Public Safety Profile	39.0%
Health & Wellness Profile	41.5%	Shutterbugs	33.6%
Mark Your Calendar	79.2%	Personality Profiles	31.4%
By the Numbers	26.4%	Eat + Drink	72.4%
Community Contacts listing	34.1%	Other	2.0%

Group Differences

Group differences analysis tested whether there were differences in the selection of “Mark Your Calendar” and “Eat + Drink.”

Years of residence: The newest residents (those living in Westerville for a year or less) were most likely to select “Eat + Drink” (83%), while residents who had lived in Westerville for 26 years or more were the least likely (67%).

Age: As age increased, likelihood of selecting “Mark Your Calendar” decreased. About 88 percent of respondents in the 18-40 age category selected “Mark Your Calendar,” but only 71 percent of the 71 or older category. Similarly, as age increased, the likelihood of selecting “Eat + Drink” decreased (from 81% of respondents in the 18-40 group to 65% of respondents ages 71 or older).

Rent or own home: No significant differences.

Zone: No significant differences.

In Figures 11.3 – 11.5, the results are shown for three questions asking about the Westerville Community Recreation Guide. About 84 percent of respondents indicated that they read the recreation guide, while nearly 93 percent said they found the recreation guide useful regarding a community event, program, or service. In terms of using the recreation guide to register for classes with the Westerville Parks & Recreation, about 62 percent of respondents stated that they had done so.

Figure 11.3. Do you read the Westerville Community Recreation Guide (Parks & Recreation) that is mailed to your home each quarter?

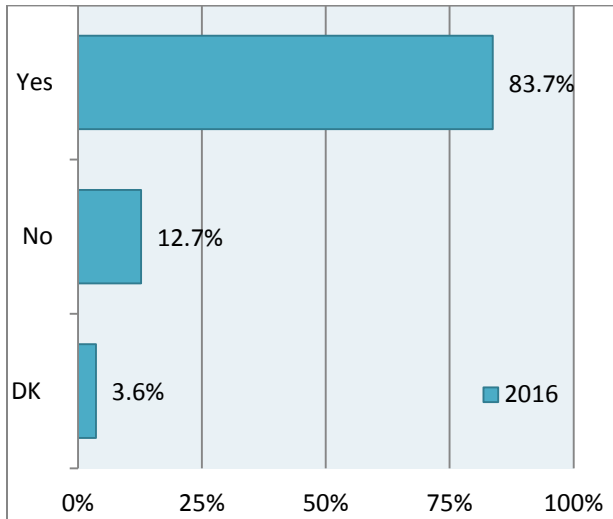


Figure 11.4. Have you found information in the Westerville Community Recreation Guide useful regarding a community event, program or service?

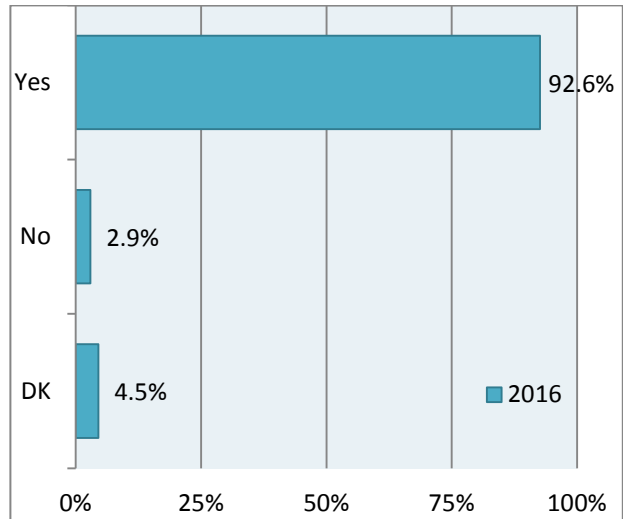
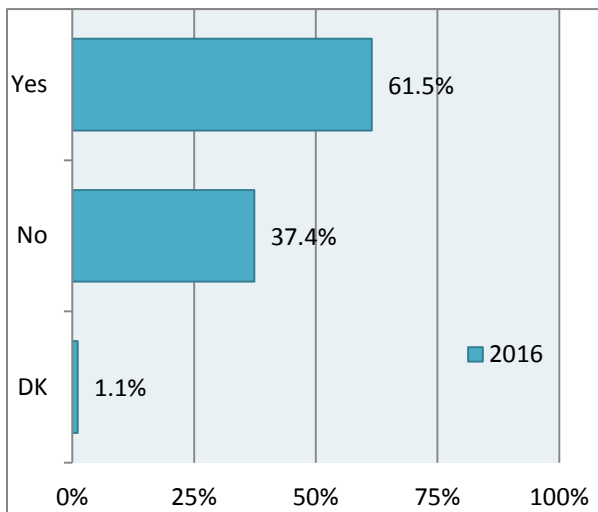


Figure 11.5. Have you used the Westerville Community Recreation Guide to register for a class with Westerville Parks & Recreation?



Group Differences

Years of residence: The newest residents (those living in Westerville for a year or less) were least likely to read the recreation guide (77%, versus 83-86% of other groups). They were also less likely to use the recreation guide to register for classes (41%, versus 57-68% of other groups).

Age: Respondents in the 71 or older age group were less likely to have used the recreation guide to register for classes (44%, versus 56-79% of other age categories). The oldest group was also less likely to

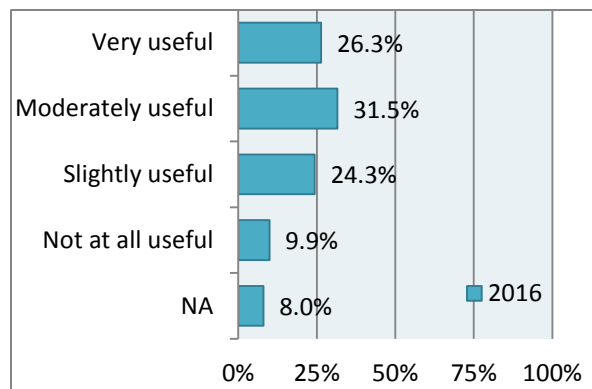
have found information in the recreation guide useful regarding community events, programs, or services (86%, as opposed to 92-98% of other age groups).

Rent or own home: Renters were less likely to read the recreation guide than homeowners (66% versus 85%), and to have used the recreation guide to register for classes (46%, versus 62% of homeowners). They were also less likely to have found the recreation guide useful regarding community events, programs, or services (82% versus 93%).

Zone: No significant differences.

Respondents were also asked about the usefulness of the City of Westerville community calendar. As can be seen in Figure 11.5, about a quarter found it very useful, and another 32 percent found it moderately useful.

Figure 11.6. How useful do you find the City of Westerville community calendar?



Group Differences

Years of residence: Residents of one year or less found the community calendar more useful than every other residency group.

Age: Those respondents ages 71 or older found the community calendar more useful than those ages 41-70.

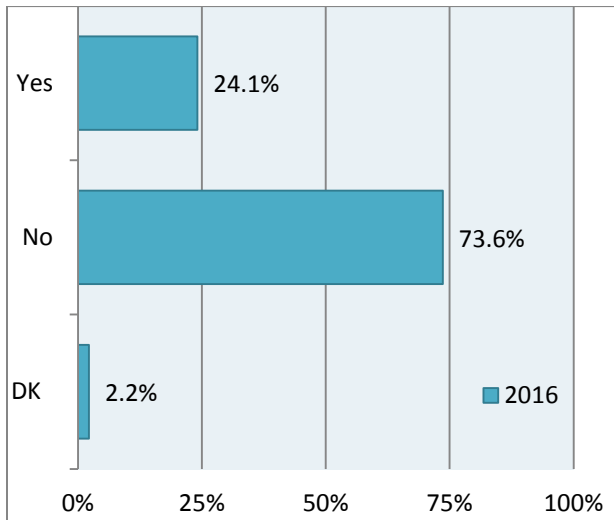
Rent or own home: No significant differences.

Zone: No significant differences.

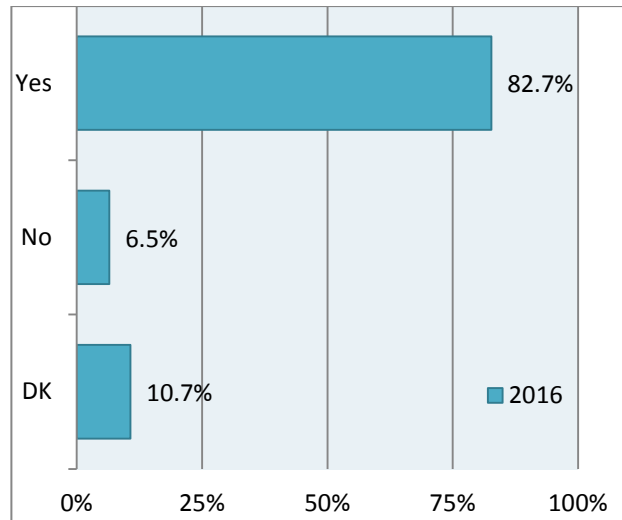
Additionally, the Current Events sections asked two questions regarding the City’s Facebook page. Figures 11.7 and 11.8 show the results of these two items. Only about a quarter of respondents said they have visited the Facebook page; among those who did, however, nearly 83 percent found the content useful and/or entertaining.

Figure 11.7. Have you visited the City of Westerville Facebook page?

Figure 11.8. Have you found the information on the City’s Facebook page useful and/or



entertaining?



Group Differences

Years of residence: Residents of 26 years or more were less likely to have visited the City Facebook page (18%, versus 26-32% of other categories).

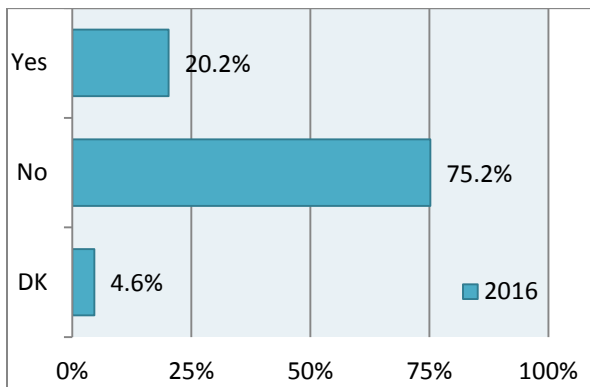
Age: The likelihood of visiting the City Facebook page decreased as age increased, from 45 percent in the 18-40 group to just nine percent in the 71 or older age group.

Rent or own home: No significant differences.

Zone: No significant differences.

Figure 11.8 shows the results of a question asking about respondents' awareness of the City of Westerville's mobile app. Only about 20 percent of respondents were aware of the app.

Figure 11.8. Are you aware that the City of Westerville has a mobile app, "My Westerville"?



Group Differences

Years of residence: No significant differences.

Age: Awareness of the app decreased as age increased, from 28 percent in the 18-40 group to 12 percent in the 71 or older age group.

Rent or own home: No significant differences.

Zone: No significant differences.

The final question in this section asked those respondents who were aware of the “My Westerville” app what functions they may have used in the app. The most frequent response (26%) selected by respondents was that they used it to read news and information, followed closely by finding an event time or date (25%), and submitting service requests (21%). Respondents were least likely to use it to contact a member of City council (0.3%).

Table 11.2. Functions used in My Westerville app

Categorical Response	%	Categorical Response	%
Read news and information	25.5%	Contact a staff member	4.2%
Find an event time or date	24.5%	Connect on social media	1.7%
Submit a service request	21.3%	Access a permit or other form	0.7%
Get construction news	21.0%	Contact a member of Westerville City Council	0.3%
Report a power outage	10.1%	Other (please specify)	1.5%

Group Differences

Years of residence: No significant differences.

Age: No significant differences.

Rent or own home: No significant differences.

Zone: No significant differences.

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?

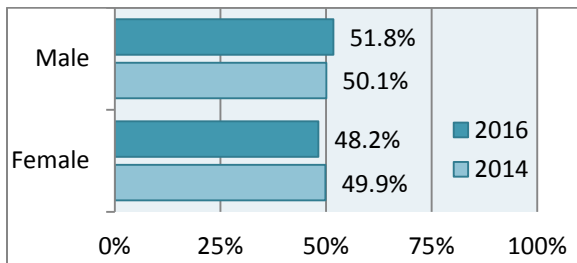


Figure 12.2. What is your age? (Breakout Variable)

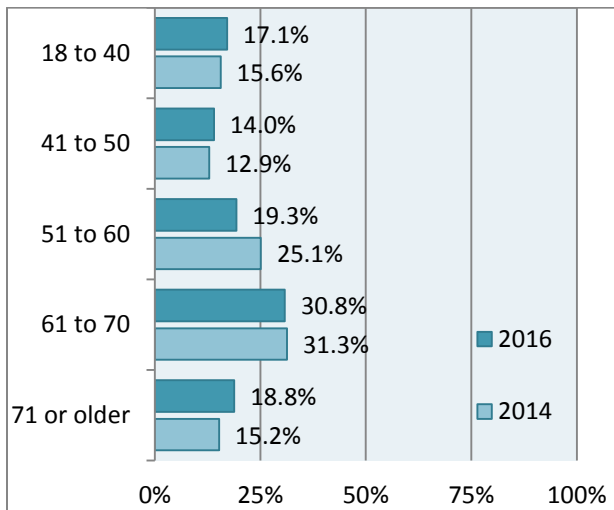


Figure 12.3. How many children under the age of 18 live at your residence?

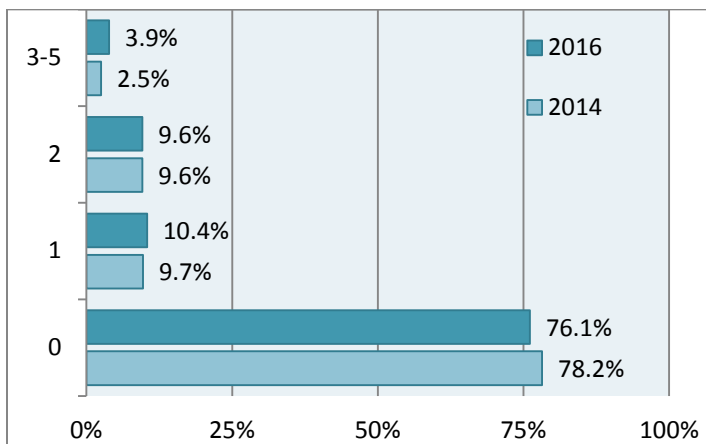


Figure 12.4. How many adults 18 or older live at your residence?

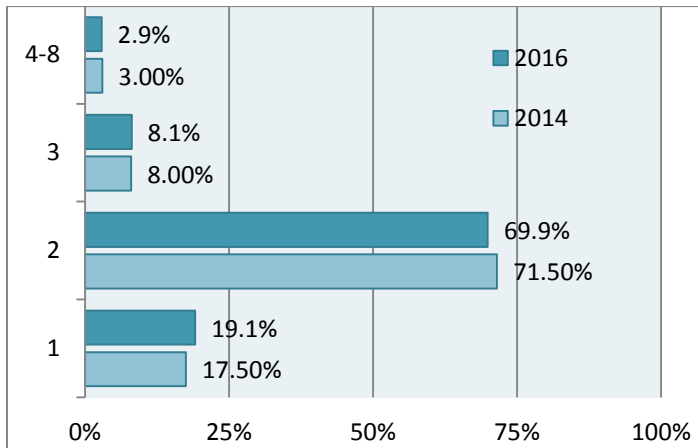


Figure 12.5. Relationship Status

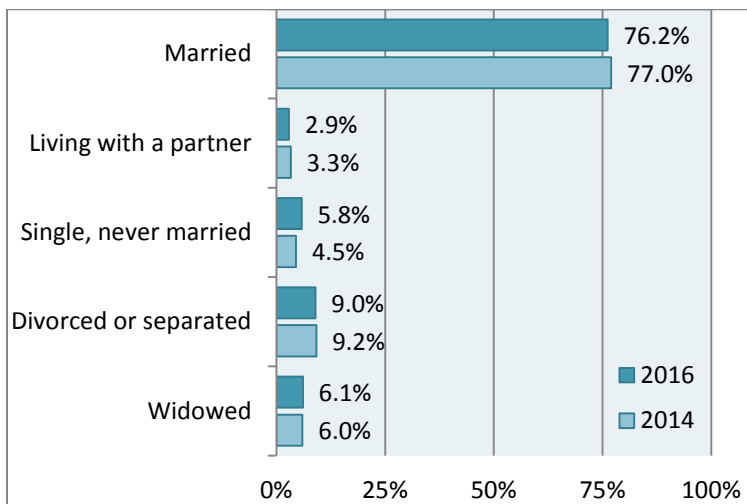
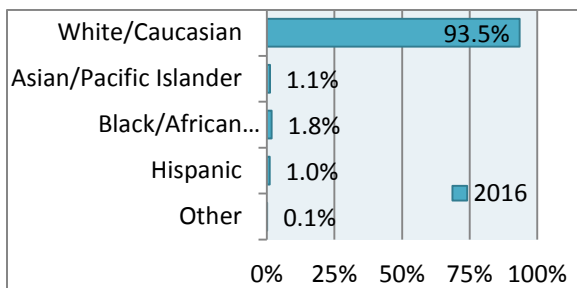


Figure 12.6. Race*



* This item was changed in 2016; previously, this question required respondents to select a single option, and “Hispanic/Latino” was a separate question. In 2016, they were merged into a single question where a respondent could choose multiple options. All responses in “Other” category were “Native American.”

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

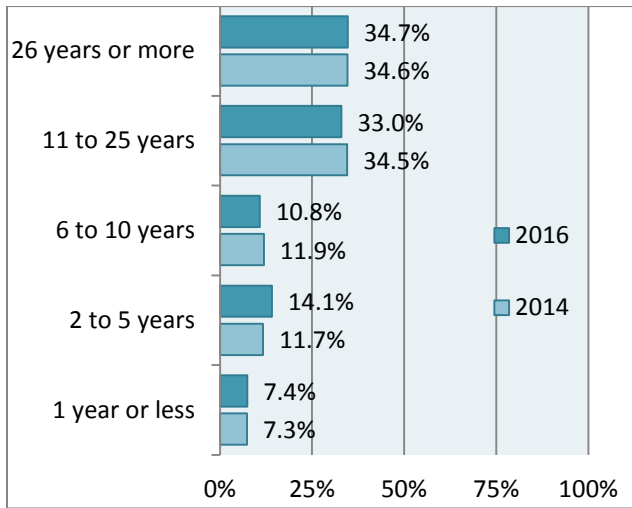


Figure 12.8. Do you rent or own your home? (Breakout Variable)

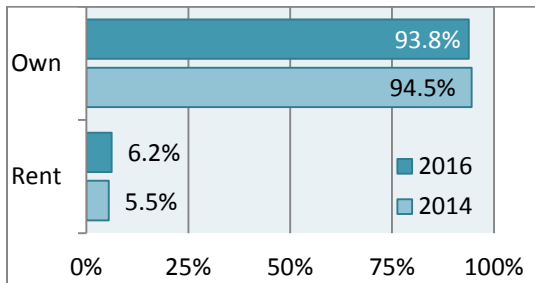


Figure 12.9. What is the last grade of school that you completed?

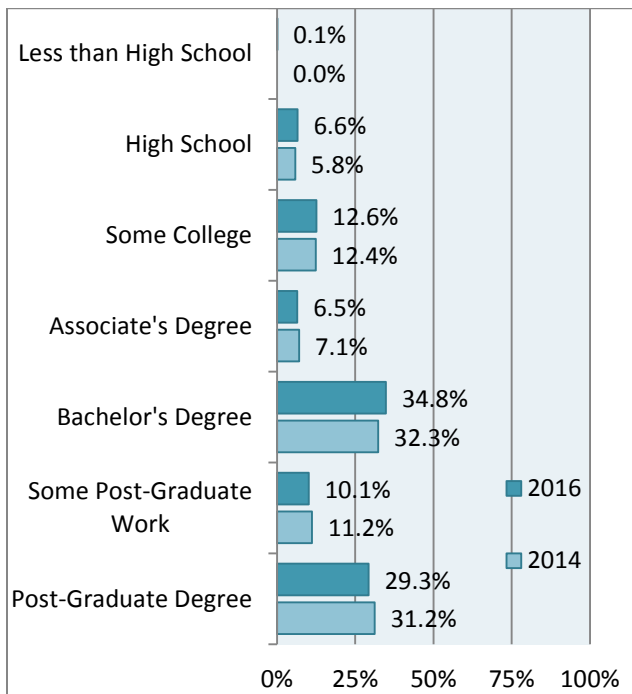


Figure 12.10. Which of the following best describes your household income?

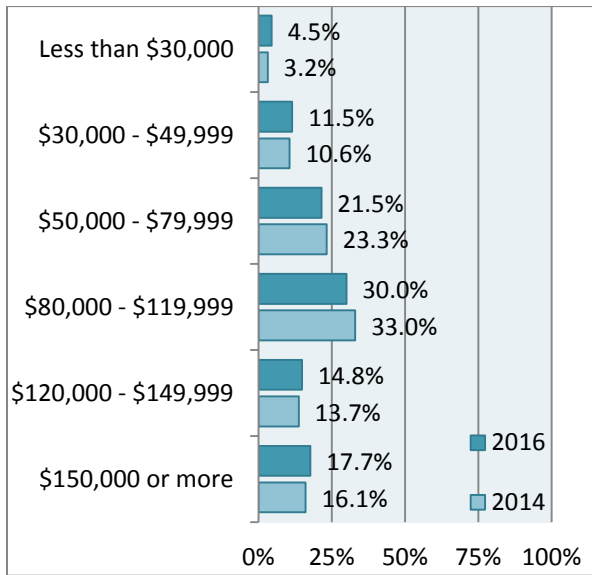


Figure 12.11. Are you currently employed?

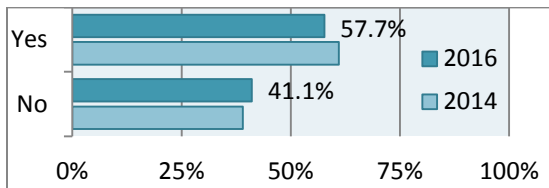


Table 12.1. In which community do you primarily work?

Community	2016	2014
Columbus	42.0%	37.1%
Westerville	35.4%	34.2%
Worthington	4.1%	2.6%
Dublin	3.3%	5.6%
New Albany	2.7%	1.9%
Delaware	1.6%	1.1%
Reynoldsburg	1.2%	1.1%
Whitehall	1.0%	2.1%
Gahanna	1.0%	1.4%
Other	7.7%	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?

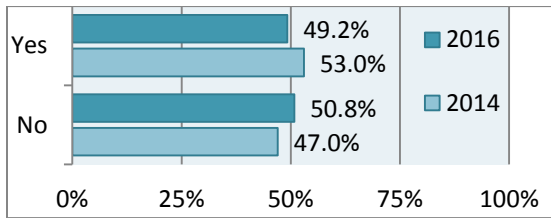
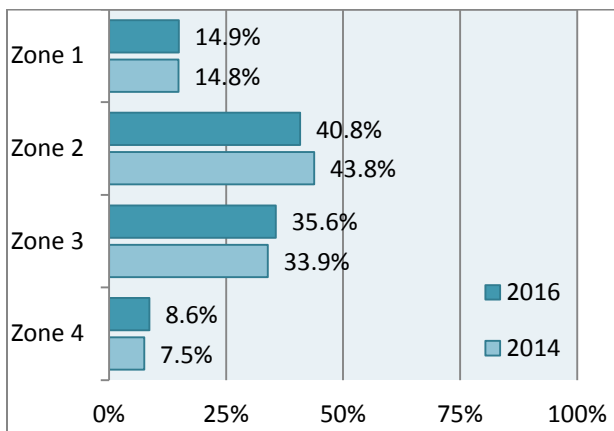


Table 12.2. In which community does he/she primarily work?

Community	2016	2014
Columbus	45.3%	41.3%
Westerville	29.0%	26.5%
Gahanna	2.0%	4.5%
Dublin	2.9%	4.3%
Worthington	3.8%	3.4%
New Albany	2.5%	1.9%
Hilliard	2.6%	1.3%
Delaware	1.4%	1.1%
Reynoldsburg	1.2%	1.1%
Other	9.3%	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

This section provides a summary of the major trends that emerged from the group differences analysis.

Length of Residence

There were a number of differences that arose based on length of residence.

Those respondents who have lived in the City longer tended to have less positive views of traffic flows, and were more likely to prioritize fiscal responsibility and be less positive towards providing tax incentives to promote 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 “old media” such as print publications and cable access television, and less likely to use “new media” such as social media or the City website.

More recent residents placed lower emphasis on fiscal management and responsibility, and prioritized access to City parks and recreation. However, they were less likely to read the recreation guide and use it to register for classes. They also tended to feel safer in various locations than those who have lived in the City longer. Newer residents were more likely to visit the City website and Facebook page (and were more likely to use Facebook in general). They found the community calendar and the Eat + Drink section of Westerville Magazine more appealing, which might indicate a greater interest in exploring the more social offerings of Westerville.

Age

Age was often a better predictor of group differences than any other breakout variable. In other words, there were more often group differences based on age than there were based on length of residence, home ownership status, or residence zone. That being said, the patterns that emerged in differences among age groups were similar to the differences among groups based on length of residence.

Generally speaking, older respondents had more negative views regarding traffic flow in Westerville, while placing a greater importance on the shopping and entertainment offerings of Westerville than other groups. Older respondents placed a higher importance on proximity to friends and family, as well as the university. They tended to more frequently get their information from print materials and Westerville television programming, while less often using the City website or social media.

Conversely, younger respondents felt that Westerville does a good job of managing retail and business growth. They were focused more on access to parks and recreation, the schools, and convenience to work, and tended to feel safer in the various environment around the City. In the Westerville Magazine, they also highly rated the Mark Your Calendar and Eat + Drink sections, hinting at an interest in social events in the City. Younger residents were more likely to visit the City website, would be more likely to watch City-related YouTube videos, and were more likely to use the City’s app, My Westerville.

Ownership Status

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

Homeowners in Westerville tended to have perspectives that favor stability; they more often prioritized issues like financial management and stability and routine patrols of residential areas. Overall, they were generally more satisfied with the services the City provides, and tended to read City publications more regularly (including the annual report, Westerville Magazine, and the recreation guide).

Respondents who are renters prioritized convenience to work and affordability. They tended to place higher importance on affordable housing (while also feeling that housing in Westerville is less affordable), and provided lower ratings of City services like yard waste service, recycling, and leaf service.

Zones

Few consistent trends emerged by zone; there were a handful of statistically significant differences on some items, but there were not notable patterns to be found, other than that Zone 2 residents tended to have more positive perspectives.

Individuals living in Zone 2 tended to have more positive views of Westerville. They were more likely to agree that Westerville had a good mix of land uses than residents in Zone 3, and felt that government officials tell a consistent story more than Zone 3. They felt safer in a variety of areas and situations than those in other zones.

Zone 3 was less positive in their responses; in addition to the items discussed above, Zone 3 residents also had more negative opinions about road construction, particularly in relation to residents in Zones 1 and 2. Since much of the current construction efforts are taking place in the southern part of Westerville, and Zones 1 and 2 are in the north, this might be expected.

Finally, Zone 4 had a few notable differences. They placed a higher priority on proximity to Otterbein University, and they were more likely than those in Zone 1 to indicate that they could conveniently reach the appropriate City department if they had a problem.

14. Summary of Comparisons between 2014 and 2016 Survey Results

Significant differences between the 2014 and 2016 survey responses have been discussed throughout the report. Those results are summarized below.

Section 1. General Perceptions of Westerville

From 2014 to 2016, there was an increase in agreement for the following item:

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

From 2014 to 2016, there was a decrease in agreement for the following items:

- Westerville's overall traffic flow on main streets is at least as good as traffic flow on main streets in other Central Ohio suburbs.
- Traffic flows on Westerville's main arteries have improved in the last two years.
- 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 2016 than 2014:

- Overall safety of the community
- Access to quality City parks and recreation space
- The quality of the public school district

Also, there was a significant increase in the percentage of respondents who agreed that local government agencies, community leaders, and civic organizations tell a consistent story about the City of Westerville.

Section 3. Safety

Mean ratings increased from 2014 to 2016 for:

- Perceived safety in City parks
- Perceived safety on bike/leisure paths

Sections 4-9. City Services

Whereas all significant changes to items in these sections were increases in 2014, the changes in 2016 tended to be more negative. There were changes in mean ratings for:

- **Parks & Recreation Facilities:** ratings for the Westerville Senior Center decreased.
- **Recreation Services:** ratings for individuals with disabilities services increased.
- **Planning & Development Services:** ratings for road construction services and the annual street rehabilitation and repair program decreased.
- **Public Works Services:** ratings for street maintenance decreased.

- **Utility Services:** ratings for water service decreased.

Section 10. Communication/Citizen Input

- The percentage of respondents who would watch YouTube videos about City programs and services increased.
- 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 2016 as compared to 2014.
- The percentage of respondents who have watched City of Westerville programming on the public service access channel decreased.

Section 12. Demographics (Group Difference Variables)

- In 2016, the percentage of respondents in the 18-40, 41-50, and 71 or older age groups increased, whereas the percentage of respondents in the 51-60 and 61-70 age groups decreased. In particular, the 51-60 age group changed by the largest margin (from 25% to 19%).

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

Overall Quality of Services (Figure 1.11)

	Very Dissatisfied	Dissatisfied	Neither Dissatisfied nor Satisfied	Satisfied	Very Satisfied
How satisfied are you 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.)	2.9% (42)	2.1% (30)	7.0% (100)	46.1% (660)	41.9% (601)

City Departments and Staff (Figure 1.12)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK/NA
Westerville's City government does a good job of making information available.	46.5% (663)	46.0% (657)	4.1% (59)	0.6% (9)	2.7% (39)
If I have a problem regarding a City service, I can conveniently reach the appropriate department.	37.8% (543)	48.7% (700)	3.2% (46)	1.2% (17)	9.1% (131)
City staff members I have encountered have been courteous and friendly.	48.0% (684)	37.0% (528)	1.8% (25)	0.6% (8)	12.7% (181)
I have reported a problem to the City and received a response in a timely manner.	32.8% (470)	28.4% (407)	5.1% (73)	2.2% (32)	31.4% (449)
Westerville City leaders are prudent with their management of City finances. (Reminder: school and library services are not part of the City's services.)	21.8% (312)	50.4% (720)	8.7% (124)	3.1% (44)	16.0% (228)

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	22.3% (320)	19.2% (276)	15.7% (225)	6.3% (90)	6.6% (94)	29.9% (429)
Convenient access to shopping and entertainment	39.7% (566)	38.8% (553)	15.9% (227)	3.2% (46)	1.8% (26)	0.6% (8)
Access to quality City parks and recreation space	56.2% (806)	28.8% (413)	10.7% (153)	2.1% (30)	1.5% (22)	0.7% (10)
The family friendly nature of the City	61.4% (878)	25.2% (361)	8.6% (123)	2.3% (33)	1.7% (24)	0.8% (11)
Affordable housing	37.9% (543)	33.5% (480)	16.6% (237)	4.9% (70)	2.8% (40)	4.3% (61)
The quality of the public school district	48.5% (694)	24.3% (348)	10.8% (155)	3.4% (49)	3.2% (46)	9.7% (138)
Overall safety of the community	82.9% (1184)	13.1% (187)	1.1% (16)	0.6% (9)	0.9% (13)	1.3% (19)
Family and friends live near by	30.8% (439)	25.3% (361)	22.6% (322)	8.1% (116)	7.6% (109)	5.5% (78)
Close to Otterbein University	7.8% (112)	7.6% (109)	13.3% (191)	15.0% (215)	37.8% (542)	18.4% (264)

Personal Safety (Figure 3.1)

	Very Safe	Safe	Unsafe	Very Unsafe
In Westerville as a Whole	52.6% (754)	47.1% (676)	0.3% (4)	0.0% (0)
Inside Your Home	75.5% (1078)	24.1% (344)	0.4% (5)	0.1% (1)
In Your Neighborhood During the Day	76.5% (1094)	23.2% (332)	0.2% (3)	0.1% (1)
In Your Neighborhood at Night	39.8% (569)	56.8% (812)	3.1% (44)	0.3% (5)
In a City Park	29.2% (413)	66.7% (942)	3.7% (52)	0.4% (6)
On City Bikeway and Leisure Paths	29.4% (407)	65.2% (903)	5.3% (73)	0.2% (3)

Public Safety Services (Figure 3.3)

	Excellent	Good	Poor	Very Poor	DK/NA
Emergency Medical Services	59.6% (850)	20.8% (296)	0.0% (0)	0.2% (3)	19.4% (276)
EMS Billing Services	7.1% (101)	14.1% (200)	1.1% (16)	0.4% (5)	77.3% (1094)
Emergency Communications/9-1-1 Dispatcher Services	45.4% (644)	24.3% (345)	0.6% (9)	0.5% (7)	29.2% (414)
Fire Suppression Services	44.5% (627)	24.6% (346)	0.0% (0)	0.0% (0)	30.9% (436)
Fire Prevention & Inspection Services	23.8% (338)	28.9% (410)	0.6% (9)	0.0% (0)	46.7% (664)
Fire Safety and Education Programs	27.2% (385)	33.1% (468)	0.8% (11)	0.0% (0)	38.9% (550)
Fire Emergency Response Times	45.9% (654)	19.9% (283)	0.0% (0)	0.1% (1)	34.1% (486)
Police Emergency Response Times	46.5% (661)	24.7% (351)	0.5% (7)	0.4% (5)	27.9% (397)
Police Patrol Services	43.1% (607)	44.1% (622)	3.3% (47)	0.5% (7)	8.9% (126)
Police Community Outreach Services	39.3% (554)	31.7% (446)	0.9% (12)	0.3% (4)	27.8% (392)
Police Animal Control Services	17.4% (247)	28.0% (398)	3.3% (47)	0.7% (10)	50.6% (718)

Parks & Recreation Facilities (Figure 4.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Highlands Park Aquatic Center	44.8% (634)	16.0% (227)	1.3% (18)	0.4% (5)	37.6% (532)
Millstone Creek Park	27.8% (390)	14.7% (206)	0.4% (5)	0.0% (0)	57.1% (801)
Westerville Community Center	66.0% (937)	22.5% (319)	0.9% (13)	0.3% (4)	10.3% (146)
Westerville Sports Complex	45.0% (636)	24.5% (347)	0.7% (10)	0.3% (4)	29.5% (417)
Everal Barn & Heritage Park	52.7% (746)	26.2% (371)	0.4% (5)	0.1% (2)	20.6% (291)
Westerville Senior Center	23.2% (327)	22.5% (317)	2.5% (35)	0.2% (3)	51.6% (728)
Skateboard/BMX Bike Park	9.6% (136)	12.7% (179)	0.9% (13)	0.1% (1)	76.7% (1082)
Bark Park	10.6% (149)	15.8% (222)	2.1% (30)	0.4% (6)	71.1% (1002)
Neighborhood Parks	55.3% (788)	34.2% (487)	0.6% (8)	0.0% (0)	9.9% (141)
First Responders Park	40.2% (568)	24.8% (351)	0.4% (6)	0.4% (5)	34.2% (483)

Parks Services (Figures 5.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Parks Maintenance	60.9% (864)	33.3% (472)	0.4% (5)	0.1% (1)	5.4% (76)
Soccer Fields	32.2% (456)	23.9% (338)	1.5% (21)	0.1% (1)	42.3% (598)
Baseball/Softball Fields	30.6% (432)	22.4% (316)	0.2% (3)	0.1% (1)	46.8% (661)
Lacrosse Fields	13.5% (189)	11.8% (166)	0.1% (1)	0.0% (0)	74.6% (1047)
Playgrounds	49.5% (697)	28.4% (399)	0.9% (12)	0.1% (1)	21.2% (298)
Picnic Shelters	43.3% (612)	34.6% (490)	1.1% (15)	0.1% (2)	20.9% (296)
Tennis Courts	20.0% (282)	20.3% (286)	1.0% (14)	0.3% (4)	58.4% (824)
Basketball Courts	22.8% (318)	22.3% (311)	0.6% (9)	0.1% (2)	54.1% (753)
Bikeways/Leisure Paths	60.3% (854)	27.5% (389)	0.7% (10)	0.1% (2)	11.4% (162)
Nature Preserves	50.7% (717)	27.8% (394)	0.6% (8)	0.1% (2)	20.8% (294)

Recreation Services (Figure 6.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Pre-School Programs	12.0% (169)	9.8% (137)	0.9% (12)	0.5% (7)	76.9% (1079)
Youth Programs	15.0% (211)	13.9% (195)	0.9% (12)	0.2% (3)	70.0% (981)
Teenage Programs	8.8% (123)	12.0% (169)	1.3% (18)	0.6% (9)	77.3% (1084)
Adult Programs	30.0% (422)	30.9% (434)	1.6% (22)	0.2% (3)	37.3% (524)
Senior Adult Programs	26.2% (367)	23.3% (327)	1.1% (15)	0.2% (3)	49.3% (691)
Athletic Programs/Sports Leagues	24.0% (337)	22.3% (313)	0.9% (13)	0.3% (4)	52.4% (735)
Fitness Programs	30.7% (427)	29.0% (403)	1.0% (14)	0.1% (2)	39.2% (545)
Individuals with Disabilities Programs	8.7% (121)	8.6% (119)	1.7% (24)	0.1% (2)	80.8% (1121)
Recreation Course Online Registration	25.2% (354)	25.5% (358)	3.9% (55)	1.3% (18)	44.1% (619)
Special Events	27.0% (378)	22.8% (319)	1.4% (20)	0.7% (10)	48.1% (675)

Planning & Development Services (Figure 7.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Building permit and inspection	11.7% (165)	23.0% (325)	5.0% (71)	1.6% (22)	58.7% (827)
Zoning permit and approval	8.1% (114)	19.6% (276)	4.8% (68)	1.9% (27)	65.5% (921)
Code enforcement/property maintenance	11.6% (162)	29.1% (406)	6.2% (86)	2.6% (36)	50.5% (704)
Sidewalk maintenance	19.2% (271)	55.6% (785)	11.7% (165)	2.2% (31)	11.3% (160)
Road construction services	14.5% (204)	46.0% (648)	21.9% (309)	10.5% (148)	7.1% (100)
Annual street rehabilitation and repair program	17.7% (249)	49.0% (690)	16.5% (232)	6.5% (91)	10.4% (147)

Public Works Services (Figures 8.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Street maintenance (pot holes)	21.2% (300)	61.2% (866)	11.6% (164)	3.5% (49)	2.5% (35)
Snow removal/ice control	58.9% (834)	34.6% (490)	2.4% (34)	0.6% (8)	3.5% (49)
Street cleaning	41.6% (588)	49.1% (694)	3.5% (49)	0.8% (11)	5.0% (71)
Sewer maintenance	26.5% (372)	39.0% (547)	2.5% (35)	0.7% (10)	31.3% (440)
Leaf collection	50.2% (706)	38.0% (534)	4.1% (58)	0.9% (12)	6.9% (97)
Refuse collection	64.2% (909)	30.5% (432)	1.5% (21)	0.3% (4)	3.5% (49)
Recycling collection	62.5% (883)	30.8% (435)	1.6% (23)	0.6% (9)	4.5% (63)
Yard waste collection	63.5% (890)	28.6% (401)	1.3% (18)	0.4% (5)	6.2% (87)
Stormwater management	25.3% (355)	34.2% (480)	2.6% (36)	1.5% (21)	36.4% (510)

Utility Services (Figures 9.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Water	52.1% (736)	42.2% (597)	2.7% (38)	1.1% (15)	2.0% (28)
Electric	61.1% (863)	35.0% (494)	1.8% (25)	0.7% (10)	1.5% (21)
Sewer	48.6% (682)	42.9% (602)	2.2% (31)	0.7% (10)	5.6% (79)
Street lighting	49.8% (704)	44.3% (626)	4.5% (63)	0.6% (9)	0.8% (11)
Utility billing	50.6% (714)	42.3% (596)	3.6% (51)	1.4% (20)	2.1% (29)

Appendix B: Westerville City Zone Map

