



City of Westerville Resident Survey

Report of Findings

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Executive Summary

The 2018 City of Westerville Resident Survey is the sixth survey of community residents commissioned by the City in the last 13 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 2018 survey retains many of the same items as the previous surveys (2005, 2009, 2012, 2014, and 2016), but also includes some new questions intended to investigate more recent areas of interest to the City.

The 2018 survey was accessible to residents online between December 1, 2018 and January 2, 2019, for a field period of 33 days; residents were invited to take the survey and were provided an access passcode via postcard. In total, 2,081 residents accessed the survey.

As in previous years, residents' perceptions of Westerville, its government, and the various services and facilities it offers are quite positive overall. The words most often selected to describe Westerville were "safe," "family friendly," and "friendly." 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."

As opposed to previous years, "public safety and emergency management" was chosen as the most important issue for the City of Westerville replacing "fiscal management and responsibility." With regard to personal concerns for citizens, "maintaining emergency response times" was the most frequently mentioned item as in past years, followed by "routine patrol of residential areas." Additionally, concerns about "domestic violence" increased notably from 2016.

Residents continue to be satisfied with issues related to land use, availability and pricing of housing, and management of economic growth. Since 2016, satisfaction regarding road construction and street maintenance improved, and complaints about traffic decreased. Agreement with the idea that traffic and infrastructure have improved in the past two years was notably higher. Approval for road construction and street maintenance services improved from 2014, as well.

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 2018. As might 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."

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 2016 to 2018, three related to Parks & Recreation facilities, as well as seven of the nine areas under the "Public Works" umbrella. In particular, "leaf collection" saw a statistically significant decline and was also mentioned a number of times in open-ended comments elsewhere in the survey. There were a few increases as well: recreation "Special Events" and items related to construction and street rehabilitation improved statistically significantly.

There were some changes in use of communication media from 2016 to 2018. Most notably, the City website surpassed City publications as the most commonly-cited source of information, and social media

continued to increase as well. As occurred in 2016, there was a decline in the percentage of respondents who chose Westerville's suburban weekly newspaper as the most useful way to stay informed about City issues.

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 there was a drop-off in respondents who use YouTube, there was an increase in Instagram use; the inclusion of Nextdoor as an option revealed that it is quite popular as well. There continues to be an increase in those visiting the City Facebook page, and nearly all 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 experienced a statistically significant increase in awareness in 2018. 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, 2016, and again in 2018.

The 2018 web-based survey was available to residents between December 1, 2018 and January 2, 2019, for a field period of 33 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 2,081 Westerville residents accessed the survey and answered at least one question. This is notably higher than the respondent pool for 2016 (or any other previous survey); as in 2016, the survey appears to have benefitted from the additional postcard reminder. A total of 1,995 respondents completed at least half of the survey, resulting in a response rate of 12.7%.

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 section 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 2018 survey results, results from 2016 are presented where appropriate and any statistically significant differences in responses between 2016 and 2018 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 2016 and 2018 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?" In years past, this question was an open-ended item in which people could type a response, which was then coded into categories. Given that many responses were consistent across years, the 2018 question was altered to give respondents a series of discrete responses, as well as the opportunity to use an "other, specify" option and type in a response. Table 1.1 provides the categories as well as the percentage of respondents whose response fell into each category.

While the trends in 2018 are not perfectly comparable to those in 2016 due to the change in formatting, the results were relatively similar. The 2018 survey found that the most commonly-chosen words to describe Westerville were "safe," "family friendly," and "friendly," which were the most common categories in 2016. The words chosen least often (all by less than one percent of respondents) were "generous," "innovative," and "leaders." A little over two percent of respondents gave an open-ended response to the question.

Table 1.1. What two words best describe Westerville?

Categorical Response	%	Categorical Response	%
Safe	41.3%	Prosperous	3.3%
Family-friendly	39.5%	Inclusive	2.8%
Friendly	19.6%	Accountable	2.5%
Comfortable	18.8%	Trustworthy	1.9%
Welcoming	14.9%	Purposeful	1.1%
Quality	12.2%	Generous	0.9%
Attractive	10.4%	Innovative	0.9%
Diverse	5.8%	Leaders	0.6%
Vibrant	5.6%	<i>Other*</i>	2.3%
Responsible	5.3%		

**A list of "other" responses is provided verbatim in Appendix C*

Additionally, respondents were asked, “What do you like *least* about living in Westerville?” Previously, this question had also been asked as an open-ended item. Given the consistency of responses across several survey administrations, it was decided to make this item a set of standardized responses, with the opportunity to select an “other” option and specify some other topic.

As seen in Table 1.2, property taxes was cited most often by a wide margin (35%), followed by rush hour traffic (17%) and traffic in general (13%). This is a contrast to 2016, in which the open-ended responses focused predominantly on construction and traffic issues; construction was only fifth-highest on the list for 2018.

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

Categorical Response	%
Property tax	34.7%
Rush hour traffic	16.9%
Traffic in general	13.3%
Too much development	10.4%
Construction traffic	7.7%
Traffic at intersections	3.5%
Income tax	3.5%
Not enough development	1.2%
<i>Other</i>	8.9%

Due to a notable number of the “other” choices, those responses were coded into themes and are provided in Table 1.2a. While there were few consistent themes among the open-ended responses, the most common response (those making up at least 5% of the “other” responses) related generally to road conditions, affordable housing/cost of living issues, complaints about other residents, and complaints about city leaders or staff.

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

Categorical Response	%	Categorical Response	%
Road conditions	7.9%	Commute to work/Distance to work/Columbus/OSU	1.1%
Lack of affordable housing/high cost of living	5.6%	Lack of good/enough restaurants/bars in the area	1.1%
City Staff or Leaders (e.g., unresponsive; does not represent residents)	5.1%	Parks/rec center/senior center	1.1%
Residents (political leanings; inconsiderate; their racial/ethnic background)	4.5%	Smells (manufacturing, skunks, etc.)	1.1%
Speeders; speed limits not enforced	4.5%	Construction on State/Shrock/Westerville/State	1.1%

Categorical Response	%	Categorical Response	%
Quality of Schools; dissatisfaction with win-win; allowing Columbus students to attend Westerville schools	4.5%	Excessive rules/regulations	1.1%
Lack of public transportation	3.4%	Complaints about police (harassment/questionable actions)	0.6%
Inadequate parking	3.4%	Noise	0.6%
Public works service problems (e.g., street cleaning; snow removal; leaf/refuse collection; recycling)	3.4%	Charging for ambulance service	0.6%
Poor conditions of/not enough sidewalks; City not pedestrian or bike friendly	2.8%	Making residents pay for sidewalk repair	0.6%
Utility-related problems (e.g., water quality; sewer issues; outages)	2.8%	Crime	0.6%
Poor spending; overspending; how City prioritizes spending decisions	2.2%	Light pollution	0.6%
Timing of traffic lights	2.2%	Lack of social services	0.6%
Streets with low speed limits	1.7%	Solicitors	0.6%
Not enough to do/lack of entertainment/social activities	1.7%	Family/friends don't live nearby	0.6%
Cost of utilities/lack of utility options	1.7%	Farmer's market	0.6%
Run-down/vacant residential properties; lack of upkeep to homes and yards (especially rental properties)	1.7%	Multiple responses/all of the above	1.7%
Walmart coming to town	1.7%	Not applicable (NA), Don't know/Unsure/Gave non-response	2.2%
Code enforcement	1.1%	None/Nothing – Likes everything; said something positive	10.7%

Group Differences

Years of residence: Residents who had lived in Westerville for a year or less were more likely to mention rush hour traffic (24%, versus 16-18% of other groups). They were less likely to be concerned with too much development (4%, versus 10-12% of other groups).

Age: Westerville's younger residents (18-40) were more concerned about traffic at intersections (6% versus 2-3% of other groups), while its oldest residents (71 and older) were most concerned about traffic in general (19%, versus 9-15% of other groups). Those in the 41-50 category were notably more concerned with construction traffic (11%, versus 6-8% of other groups).

Rent or own home: Renters were notably more concerned with traffic at rush hour (23% versus 17%), construction traffic (15% versus 7%), and traffic overall (19% versus 13%). Conversely, owners were more concerned with property tax (37% versus 7%).

Zone: Zone 4 residents mentioned construction traffic (15% versus 6-9% of other groups) and traffic in general (18% versus 12-14% of other groups). They were also less likely to mention property taxes (20%, versus 30-38% of other groups). Zone 1 was more concerned with excessive development (14%, versus 8-11% of other groups).

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 not statistically significantly different from 2016.

In addition to having a good land use mix, Westerville residents also generally believed the City offers a good variety of housing choices in terms of pricing and selection, with 82 percent of residents agreeing. This result was a statistically significant decline from 2016 (85%).

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

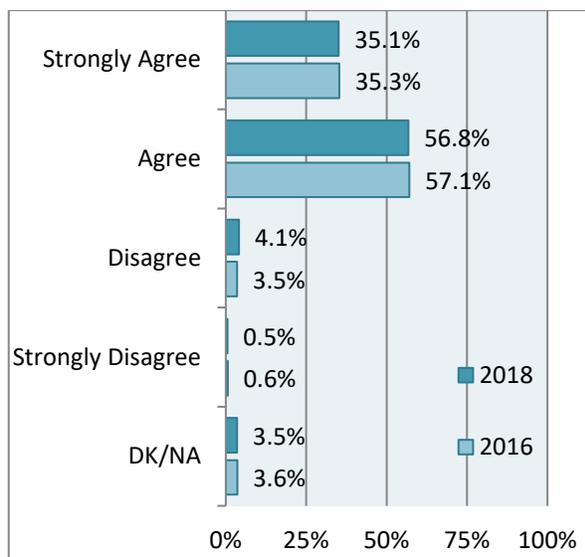
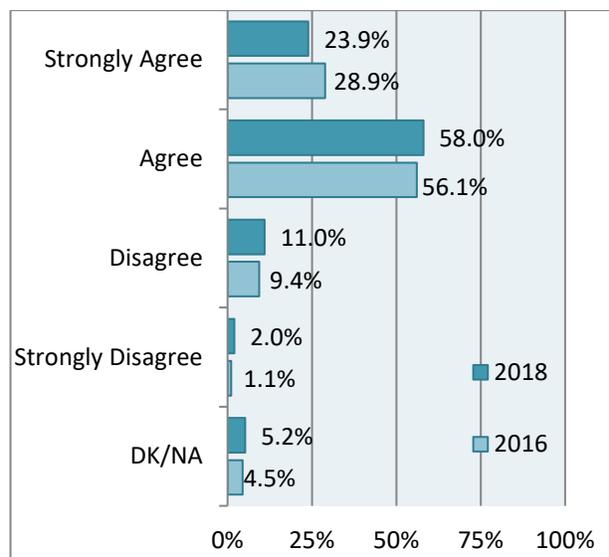


Figure 1.2. Westerville offers a good variety of housing choices in terms of pricing and selection.



Group Differences

Years of residence: No statistically significant differences.

Age: No statistically significant differences.

Rent or own home: Residents who own their home were more likely to agree that Westerville offers a variety of housing choices in terms of pricing and selection (87% versus 73%).

Zone: No statistically significant differences.

Figures 1.3 and 1.4 indicate that a strong majority of survey respondents continue to believe that the City is doing a good job of managing the growth of housing, retail, and business. Overall, 75 percent agreed the City is doing a good job of managing housing growth. With regard to managing retail and business growth, 82 percent agreed that the City is doing a good job of managing retail and business growth. These results did not differ statistically significantly from 2016.

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

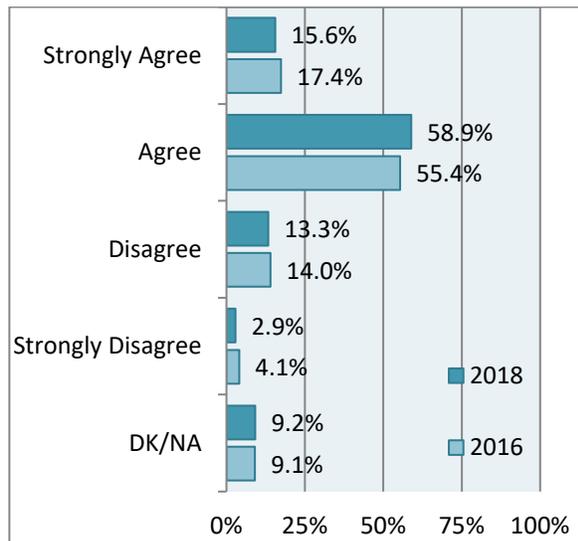
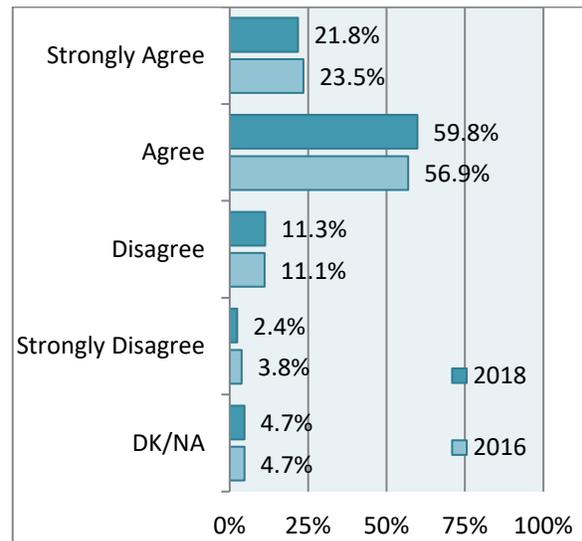


Figure 1.4. Westerville does a good job of managing retail and business growth.



Group Differences

Years of residence: Residents who were least likely to agree that Westerville does a good job of managing retail and business growth fell into the 11 years of residency and older category (83-84%, versus 90-93% of other categories).

Age: No statistically significant differences.

Rent or own home: No statistically significant differences.

Zone: No statistically 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 81% and 59%, respectively). The item relating to tax breaks and incentives is a statistically significant decline relative to 2016.

Despite the overall agreement with the use of financial incentives, nearly a third (32%) 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 2016 and 2014).

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

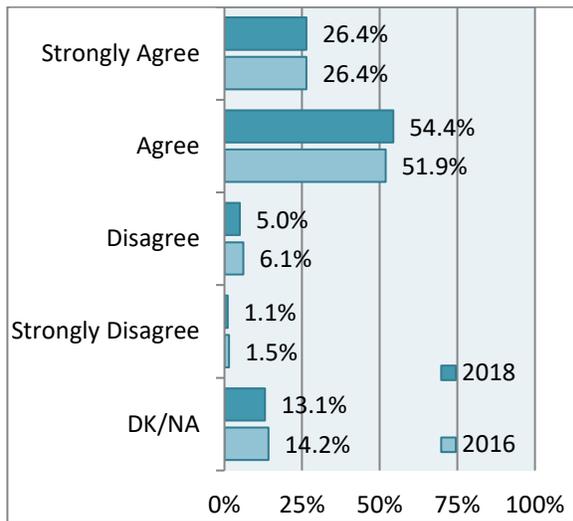
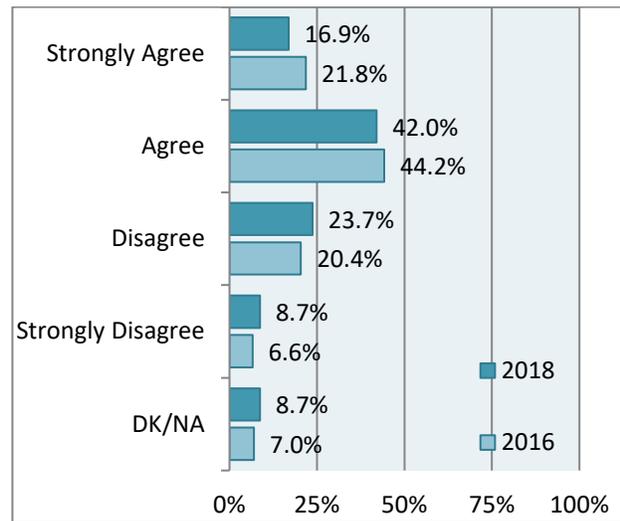


Figure 1.6. The City of Westerville should give tax breaks and other financial incentives to employers to bring new businesses into the City.



Group Differences

Years of residence: Those living in Westerville for a year or less were most likely to agree Westerville promotes a business-friendly environment to foster economic growth (98%, versus 92-94% of other groups).

Age: No statistically significant differences.

Rent or own home: Renters were more likely to agree that the City should give tax breaks and other financial incentives to employers who are willing to bring new business, jobs, and investments to the city (74%, versus 64% of owners).

Zone: No statistically significant differences.

As seen in Figure 1.7, in 2018 a majority of residents (69%) agreed that Westerville traffic flows on main streets were at least as good as other Columbus suburbs. This was statistically significantly higher than in 2016, when 55 percent of respondents agreed. There was also agreement that traffic flows on Westerville’s main arteries have improved in the last two years (Figure 1.8). About 57 percent of residents agreed with this item, which was also statistically significantly different than the 2016 survey (29%). Similarly, there was a statistically significant increase from 2016 to 2018 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 72 percent to 84 percent.

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.

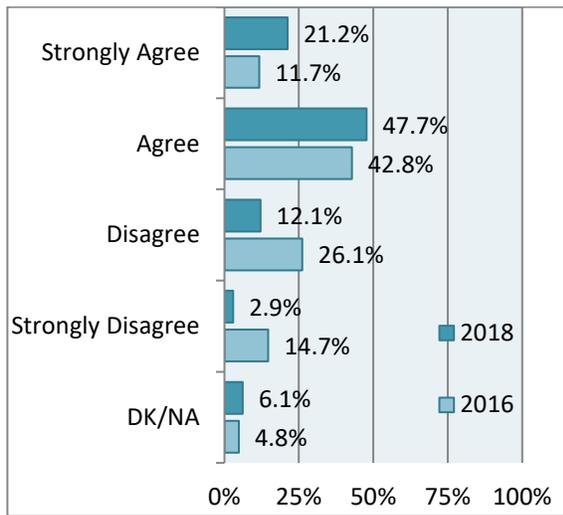


Figure 1.8. Traffic flows on Westerville’s main arteries have improved in the last two years.

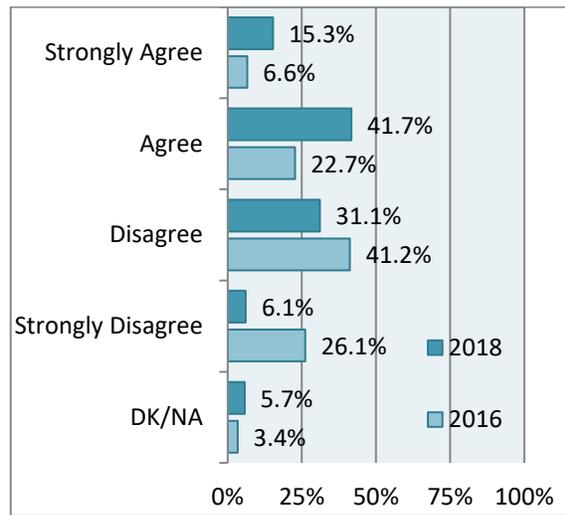
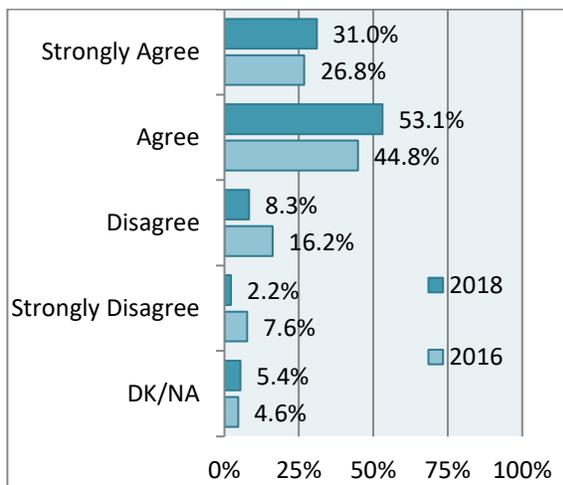


Figure 1.9. The quality of Westerville’s infrastructure (roadways, alleys, bridges) has improved in the last two years.



Group Differences

Years of residence: Residents who have lived in Westerville 10 years or fewer were more likely to say traffic on Westerville’s main arteries have improved in the last two years (65-67%, versus 58% of other groups). Residents who have lived in Westerville 6-10 years were most likely to agree that the City’s infrastructure has improved in the past two years (94%, versus 86-90% of other groups).

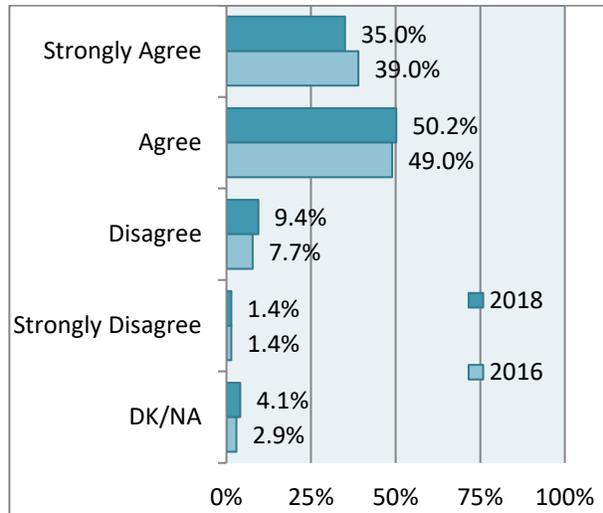
Age: Agreement that Westerville’s traffic flows have improved over the last two years on main arteries was lowest among the 61-70 age group; 79 percent agreed versus 84-89 percent of other age groups.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

As seen in Figure 1.10, the vast majority of residents, 85 percent, agreed that the City of Westerville does a good job of promoting recycling and conservation. This was a statistically significant decline from 2016.

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



Group Differences

Years of residence: Westerville’s longest residents were most likely to say the City does a good job of promoting recycling (94%, versus 82-89% of other groups).

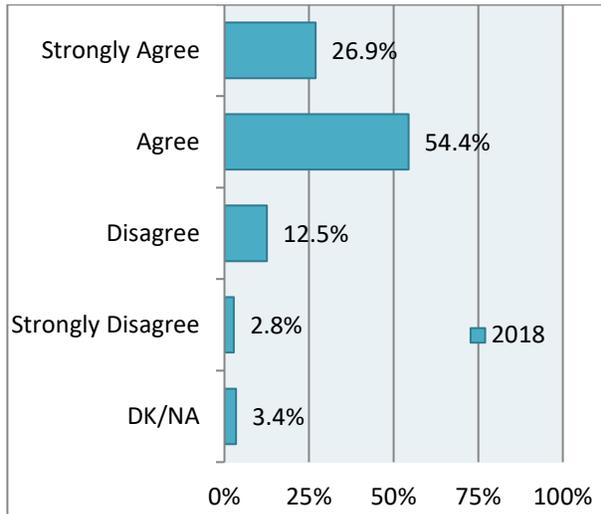
Age: Older respondents were more likely to agree that Westerville does a good job of promoting recycling and conservation than younger respondents. The 71 and older group agreed 96 percent of the time, versus 81-91 percent of other age groups.

Rent or own home: Renters were less likely to agree that Westerville does a good job of promoting recycling and conservation than owners (81% versus 90%).

Zone: No statistically significant differences.

Figure 1.11 shows the results of a new question in 2018, asking residents about the City’s performance in communicating construction traffic information. Approximately 81 percent of respondents agreed that the City has done a good job.

Figure 1.11. I believe the City of Westerville does a good job of communicating construction traffic information to the public.



Group Differences

Years of residence: No statistically significant differences.

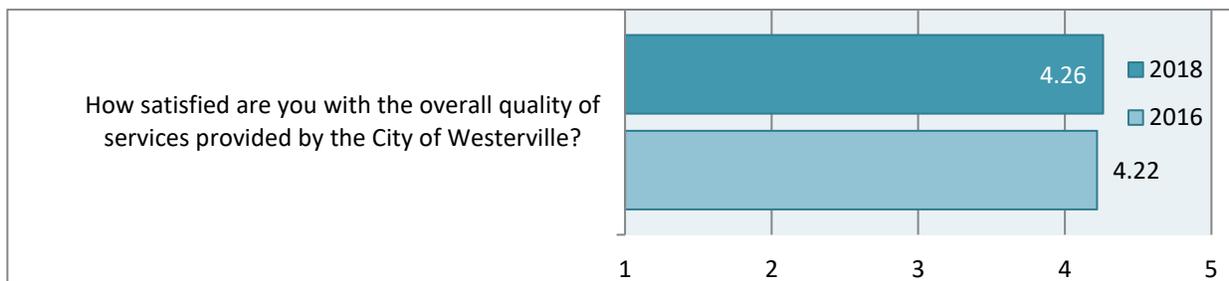
Age: No statistically significant differences.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Figure 1.12 provides a mean rating for the item asking about overall satisfaction with the quality of services provided by the City. Overall, respondents indicated a high level of satisfaction, with a mean score of 4.26. Roughly 87 percent of respondents indicated they were satisfied or very satisfied with City services; only five percent indicated some level of dissatisfaction. The score did not change statistically significantly from 2016 to 2018.

Figure 1.12. Mean Ratings for Overall Satisfaction



Group Differences

Years of residence: No statistically significant differences.

Age: No statistically significant differences.

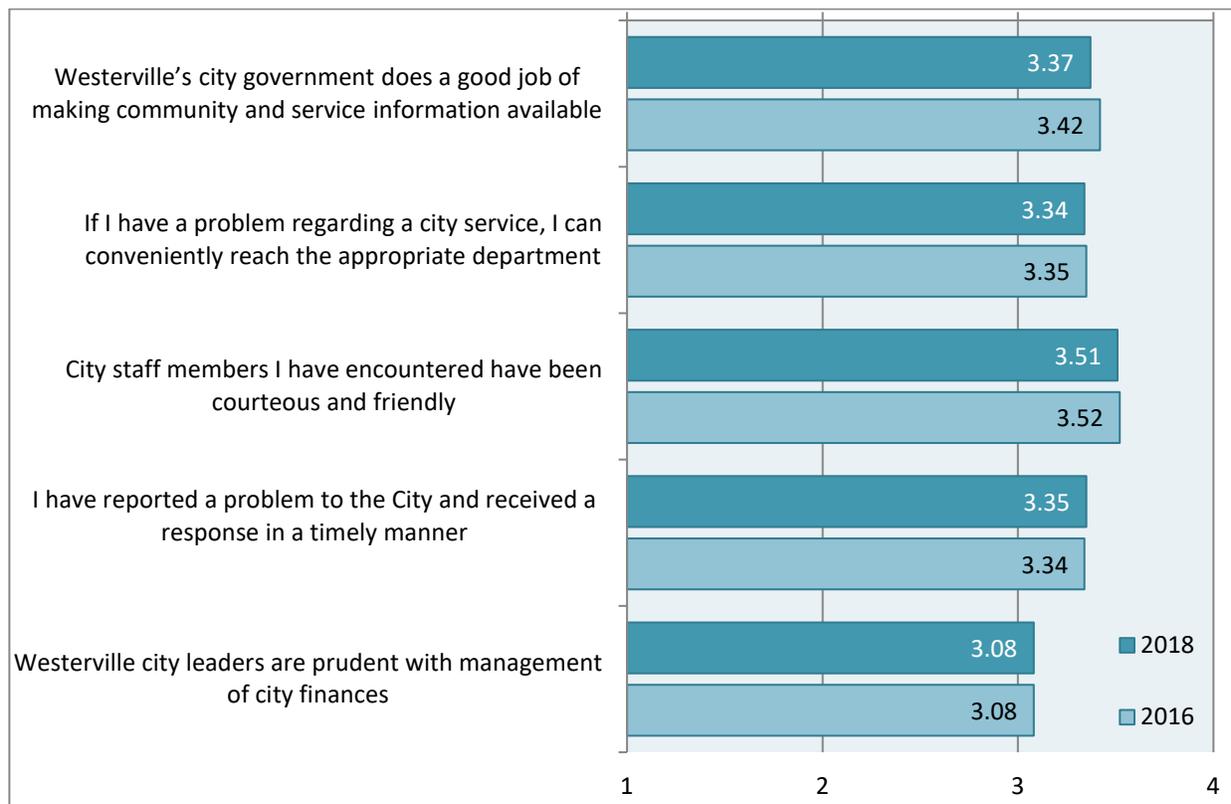
Rent or own home: Renters were less likely to be satisfied overall with the services the City provides.

Zone: No statistically significant differences.

Figure 1.13 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 2018 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 statistically significantly between 2016 and 2018 for any of the items with the exception of the item stating “Westerville’s city government does a good job of making community and service information available,” which declined by a statistically significant amount.

As in previous years, the lowest score was assigned to “prudent management of finances,” which received a mean score of 3.08 for 2018. Despite the comparatively low mean score, 70 percent of residents agreed that City leaders are prudent with their management of City finances (see Appendix A).

Figure 1.13. Mean Ratings for Departments and Staff



Group Differences

Years of residence: Residents living in Westerville for one year or less were less likely to feel they could conveniently reach the appropriate department if they have a problem than those who have lived in the city for 26 years or more.

Age: Residents 71 years or older were more likely than those in the 18-40 and those in the 51-60 category to feel the city government does a good job of making information available. They were also more likely than the 18-40 group to feel they can reach the appropriate department if they have a

problem. They were also more likely to find City staff members to be courteous and friendly than any group other than the 41-50 group. Finally, they were more likely than the 51-60 group to believe City leaders are prudent with City finances.

Rent or own home: Renters were less likely to feel that they are able to reach the appropriate department if they have a problem.

Zone: Residents in Zone 2 were less likely to feel City leaders are prudent with City finances than the residents in Zone 3.

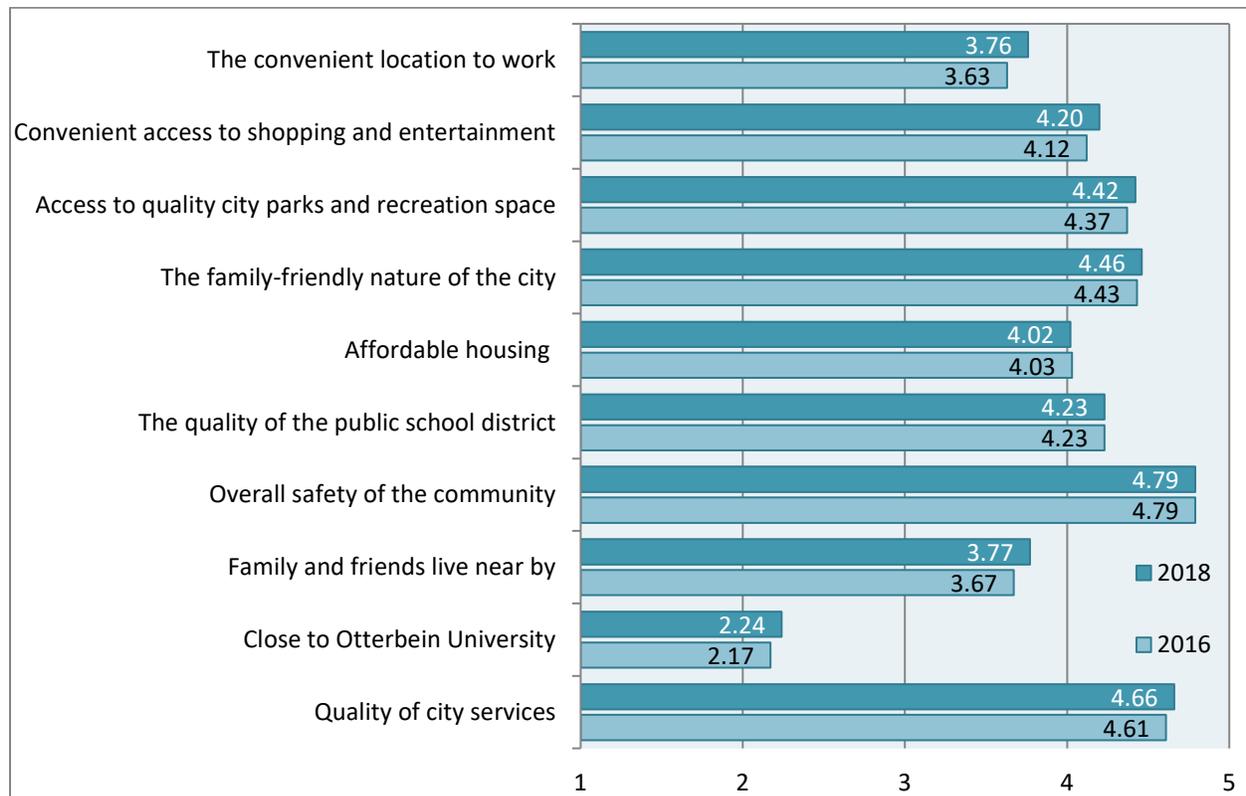
2. Community Priorities

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 years past, “overall safety of the community” had the highest mean (4.79). Being close to Otterbein University had the lowest rating (2.24). Four of the ten items received a statistically significantly higher importance rating in 2018 than 2016:

- Convenient location to work
- Convenient access to shopping and entertainment
- Family and friends live nearby
- Quality of city services

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 for 26 years or more were less likely to place importance on quality City parks and recreation space than residents of 2-5 years.
- Residents of Westerville who have lived there for 26 years or more were more likely to place importance on proximity to friends and family than those who had lived in Westerville 2-25

years. Residents of a year or less also placed more importance on proximity to friends and family than those who have lived in the City for 6-10 years.

- The proximity to Otterbein University was more important to residents of 26 years or more than those of residents for 5 years or fewer.

Age: There were age differences for seven items.

- Residents 71 and older were less likely to place importance on proximity to work than those 41-60.
- Residents 61 and older were more likely to value access to shopping and entertainment than those 60 and under.
- Those in the 18-40 age range valued access to parks and recreation space more than those 51 and up; those in the 41-50 ranged valued access to parks and recreation space more than the 51-60 group and the 71 and older group.
- Residents age 61 and older placed greater importance on affordable housing than those 18-40.
- Residents 51-60 valued community safety more than those in the 18-40 group and those in the 71 and older group.
- Residents 71 and older value proximity to family and friends more than any other age group; those 61-70 value proximity to friends and family more than those age 41-50.
- Residents aged 18-40 value the proximity to Otterbein University less than those aged 51 and older; those aged 61 and older value proximity to Otterbein more than those 18-60.

Rent or own home: Residents who rent their homes placed greater importance on affordable housing, and less importance on the quality of the school district.

Zone: Zone 4 residents placed greater importance on being close to Otterbein University than residents in Zones 2 and 3.

In order to understand which issues are viewed by residents as most important for Westerville, respondents were presented a list of various issues related to City services, such as general infrastructure and economic issues, and asked to indicate which three they felt were most important. As can be seen in Table 2.1, in 2018 “public safety and emergency management” emerged as a top priority, replacing “fiscal management and responsibility” which had been the primary area of importance over the past two cycles.

Looking at the percentage of respondents who chose a given item as their first, second, or third choice, most items remained relatively stable from 2016 to 2018. The largest change was a reduction in the mentions of infrastructure and roadway maintenance (50% in 2016 versus 42% in 2018).

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	2018	2016	2018	2016	2018	2016
Public safety and emergency management	23.5%	20.0%	16.0%	16.2%	9.1%	9.9%
Fiscal management and responsibility	23.3%	25.5%	12.3%	10.8%	11.4%	12.7%
Maintaining current safety services	14.7%	15.0%	13.3%	11.5%	8.2%	7.3%
Reliable and efficient utility services	10.8%	10.6%	18.5%	20.2%	16.2%	15.0%
Green space preservation	7.8%	6.8%	7.4%	9.2%	11.7%	12.7%
Infrastructure and roadway maintenance	7.3%	11.1%	15.4%	17.9%	19.3%	21.3%
Maintaining current City services that are not related to safety	3.9%	4.9%	6.6%	6.5%	9.5%	8.3%
Economic development and job creation	2.9%	3.1%	4.6%	4.9%	5.6%	6.5%
Other*	1.7%	1.0%	0.5%	0.2%	0.6%	1.0%
Communication of City information to residents	1.2%	1.3%	2.4%	1.5%	4.1%	4.4%

*A list of “other” responses is provided verbatim in Appendix C

Group Differences

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

Years of residence: As length of residency increased, so did the likelihood of selecting “public safety and emergency management” (from 28% of residents for one year or less to 38% of residents for 26 years or more).

Age: Respondents aged 18-40 were less likely to select “public safety and emergency management” (31%, versus 36-41% of other groups).

Rent or own home: No statistically significant differences.

Zone: The zones varied notably in their likelihood to select “public safety and emergency management.” The lowest was Zone 4 at 28 percent, while the highest was Zone 2 at 39 percent.

A second item also asked respondents to select which safety issues facing the Westerville community they felt were most important (Table 2.2). In 2018, “maintaining emergency response times” was again the top issue, followed by “routine patrol of residential areas.” “Domestic violence” increased notably

relative to 2016; it was mentioned as the first, second, or third priority six percent of the time in 2016, but 17 percent of the time in 2018. Overall, however, the patterns of response in 2016 and 2018 were quite similar.

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

	1 st Choice	1 st Choice	2 nd Choice	2 nd Choice	3 rd Choice	3 rd Choice
Response	2018	2016	2018	2016	2018	2016
Maintaining emergency response times	24.9%	26.6%	16.2%	19.1%	9.9%	9.9%
Routine patrol of residential areas	21.4%	25.2%	24.1%	24.5%	15.4%	16.3%
Distracted/impaired driving	11.6%	10.9%	9.3%	9.9%	10.6%	10.2%
Substance abuse and drug interdiction	11.1%	11.3%	12.5%	12.1%	11.6%	11.5%
Burglary	8.6%	9.5%	6.6%	7.6%	7.6%	7.9%
Domestic violence	5.6%	1.5%	5.8%	1.9%	5.6%	2.2%
Traffic enforcement	3.6%	3.7%	6.5%	6.8%	9.1%	11.8%
Homeland security and crisis readiness	3.0%	3.7%	3.2%	4.9%	5.1%	7.7%
Community outreach programs	2.4%	3.3%	3.4%	3.5%	8.7%	6.6%
Youth issues	1.9%	1.3%	3.2%	4.4%	5.1%	6.4%
Vandalism	1.5%	1.7%	4.4%	4.2%	5.7%	8.0%
Other*	0.6%	0.4%	0.2%	0.2%	0.5%	0.6%

* A list of "other" responses is provided verbatim in Appendix C.

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: Residents of 26 years or more were more likely to select "maintaining emergency response times" (56%, versus 45-49% of other groups).

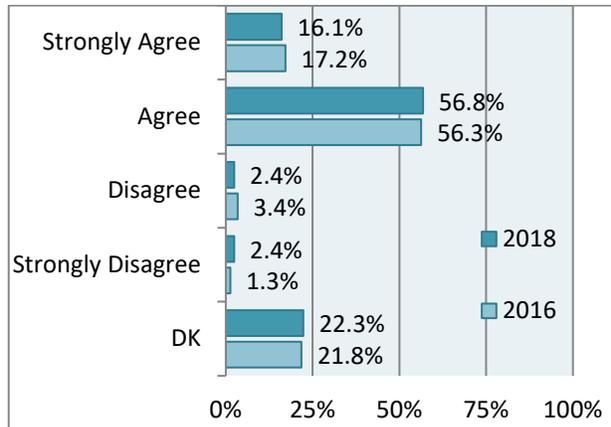
Age: Residents ages 50 and below were less likely to select "maintaining emergency response times" (43-44%, versus 51-59% of other age categories).

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Figure 2.2 shows that the majority of respondents (73%) agreed that local government agencies, community leaders, and civic organizations tell a consistent story about the City of Westerville. This was a statistically significant decrease relative to 2016.

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 statistically significant differences.

Age: No statistically significant differences.

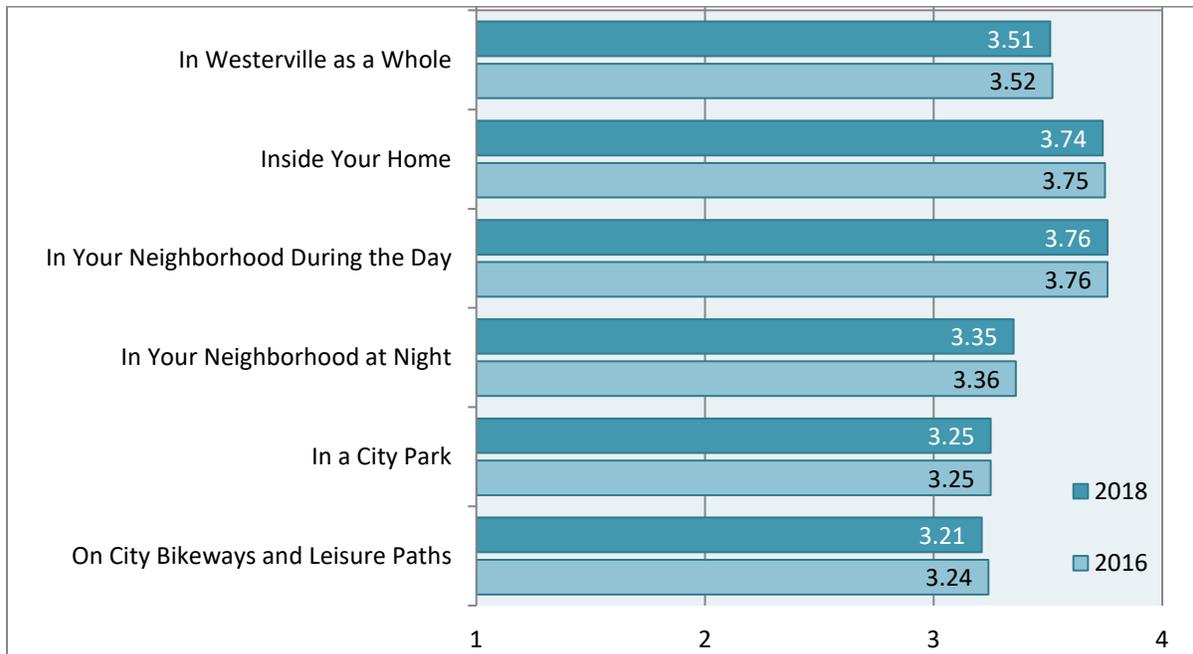
Rent or own home: Renters were less likely to agree with this statement.

Zone: No statistically significant differences.

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 3.2, which indicates that, on average, residents feel at least “safe” in all of these various locations. Residents continued to feel most secure in their neighborhoods during the day and in their homes, and least secure on city bikeways and leisure paths. No scores changed statistically significantly from 2016 to 2018.

Figure 3.1. Mean Ratings for Personal Safety



Group Differences

Years of residence: There were age differences for one item; residents who have lived in Westerville for 26 years or more felt less safe on bike paths and leisure trails than those who had been residents for 2-5 years.

Age: There were age differences for two items.

- Respondents ages 41-50 felt less safe in Westerville overall than those in the 51-60 and 71 and older categories.
- Those in the 71 and older group felt less safe on bike paths and leisure trails than their counterparts in the 18-40 age range.

Rent or own home: Renters felt less safe in Westerville overall, in their neighborhoods during the day, in their neighborhoods at night, and inside their homes than those who own their homes.

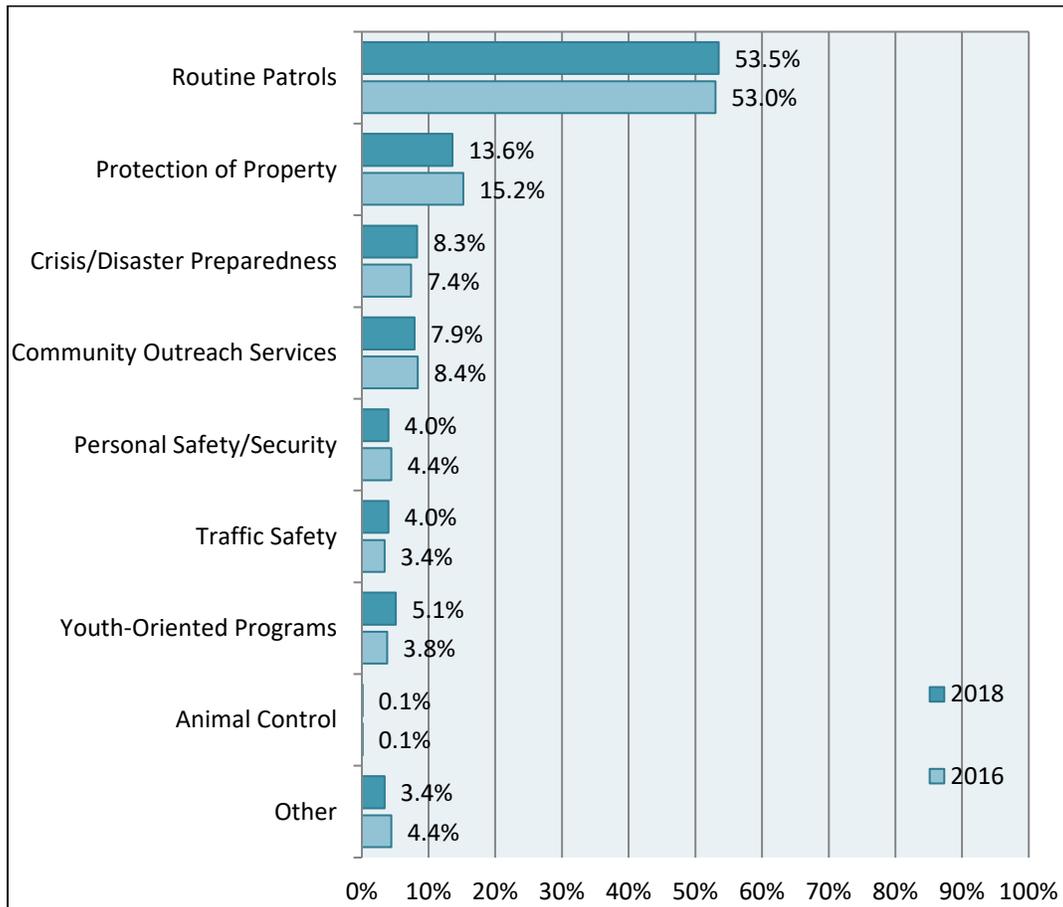
Zone: There were a number of zone-based differences for these items; in most cases, they reflect Zone 2 residents feeling safer in various contexts than other zones.

- Zone 2 residents felt safer in Westerville as a whole than residents of Zone 1 or 3.
- Zone 2 residents felt safer than Zone 3 residents in their neighborhood during the day.
- Zone 4 residents felt less safe on bike paths and leisure trails than any other group.
- Residents of Zone 2 felt safer at night in their neighborhoods than residents of Zone 3 or 4.

- Residents of Zone 2 also felt safer in their own homes than those in Zones 3 or 4.

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 2016 and 2018, 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?



* A list of “other” responses is provided verbatim in Appendix C.

Group Differences

Years of residence: Those who have lived in Westerville for a year or less were less interested in routine patrols than other groups (50% versus 54-59% of other groups). Residents who have been in Westerville for 26 years or more felt that property protection was more important (18% versus 9-14% of other groups). They were also less interested in youth-oriented programs than those who were first-year residents (4% versus 10%) and community outreach than residents of five years or less (6% versus 11-12%).

Age: Similar to years of residence, respondents ages 51 and up were more interested in property protection (15-18% of respondents, versus 8% of younger respondents). Routine patrols were least important to the 18-40 and 71 and older categories (47-51%, versus 59-64% of other groups). Youth-oriented programs mattered more to the 18-40 group (10%, versus 4-5% for others) and community outreach (13%, versus 5-11% of others).

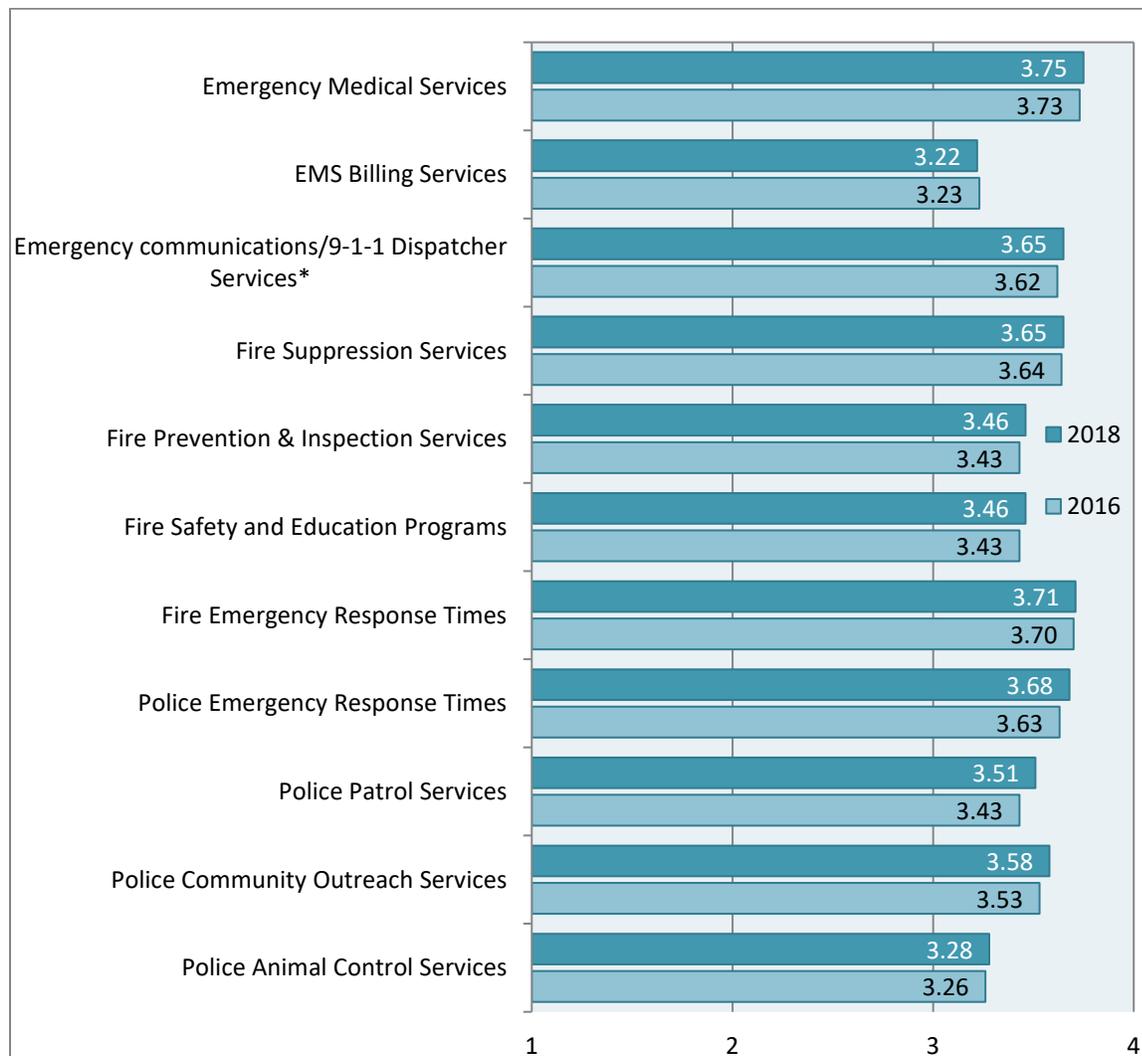
Rent or own home: Renters were more likely to select “personal safety/security,” while owners were more likely to select “protection of property.”

Zone: No statistically 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 2018 was similar to 2016; 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” (74% for EMS billing services and 48% for police animal control services). Three importance ratings statistically significantly increased from 2016 to 2018, all related to police services:

- Police patrol services
- Police community outreach services
- Police emergency response times

Figure 3.3. Mean Ratings for Public Safety Services



Group Differences

Years of residence:

- Residents who have lived in Westerville 2-5 years gave lower ratings to EMS services than residents who have lived in Westerville for 26 years or more.
- Residents who have lived in Westerville for 6-10 rated fire prevention and inspection services higher than those who have lived in Westerville for 26 years or more.
- Those who have lived in the City for 2-5 years rated emergency communications/9-1-1 dispatch lower than those who have lived in the City for 11 years or more.

Age:

- Respondents aged 18-40 rated EMS services lower than those ages 51 and older.
- Those aged 61-70 rated fire safety and education programs lower than those aged 18-40.
- Respondents in the 71 and older category rated police community outreach services lower than those in the 18-40 bracket.

Rent or own home: No statistically significant differences.

Zone:

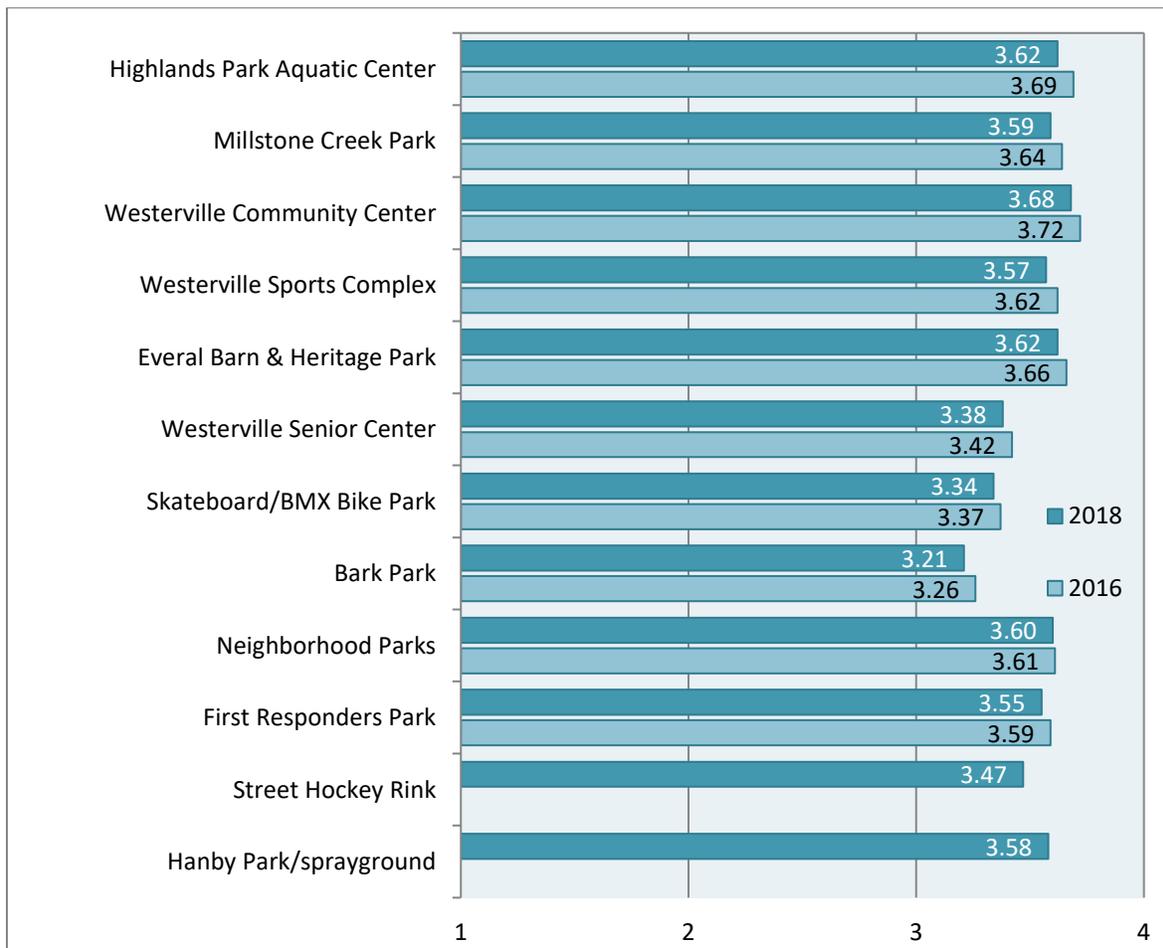
- Zone 2 rated emergency communications/9-1-1 dispatch services higher than did Zone 1.
- Zone 4 rated police animal control services higher than Zones 1 and 3.
- Zone 3 rated police emergency response times higher than Zone 1.

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 3.2 on average. As in 2016, the Westerville Community Center was rated highest, and Bark Park was rated lowest. Three scores declined statistically significantly from 2016 to 2018:

- Highlands Park Aquatic Center
- Westerville Sports Complex
- First Responders Park

Figure 4.1. Mean Ratings for Parks & Recreation Facilities



Group Differences

Years of residence: Residents of Westerville for a year or less rated the Westerville Community Center higher than those who had lived in the City 11-25 years. Residents of Westerville for 26 years or more rated Hanby Park/sprayground lower than those in the 2-5 and 11-25 ranges.

Age: Residents ages 71 and older rated the Westerville Community Center higher than respondents aged 60 and below. Residents aged 61-70 rated Everal Barn & Heritage Park lower than those aged 41-50.

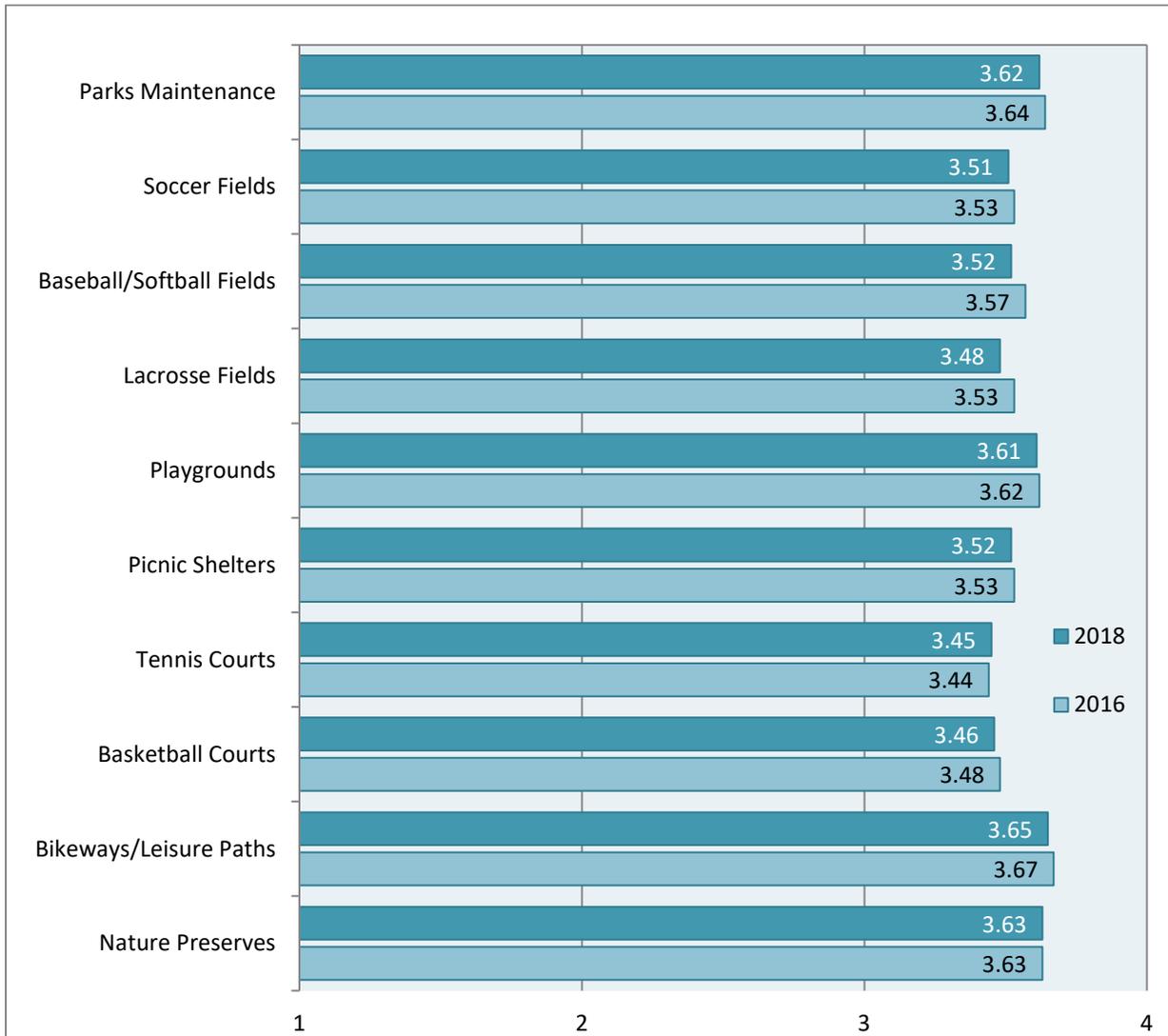
Rent or own home: No statistically significant differences.

Zone: Respondents from Zone 2 rated Millstone Creek Park higher than those from Zone 3. Those from Zone 1 rated the Westerville Community Center, Everal Barn & Heritage Park, and neighborhood parks higher than those from Zone 3.

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 above 3.45. No items in this area changed statistically significantly from 2016 to 2018.

Figure 5.1. Mean Ratings for Park Services



Group Differences

Years of residence: No statistically significant differences.

Age: No statistically significant differences.

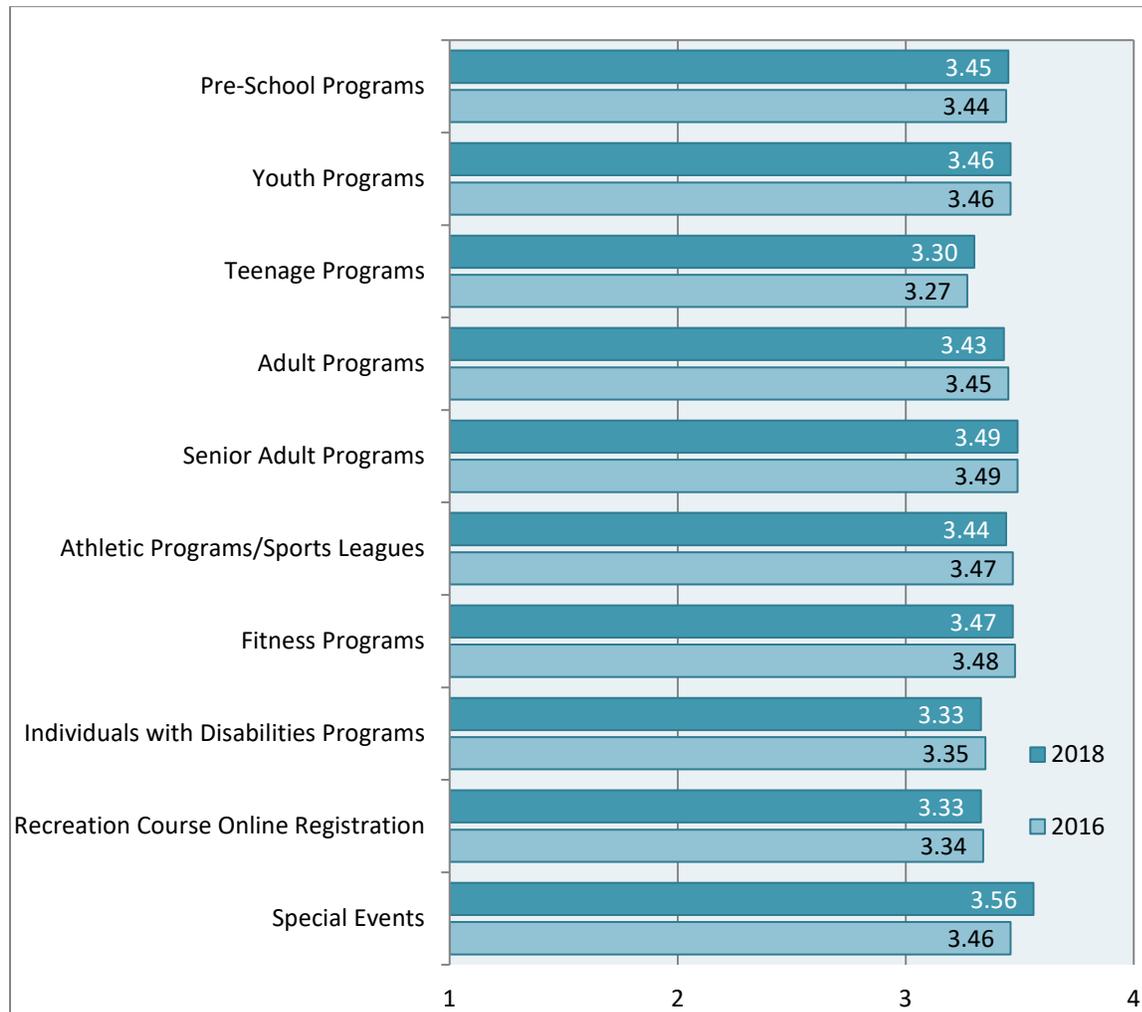
Rent or own home: No statistically significant differences.

Zone: No statistically 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 3.3 to 3.6. The only item that changed statistically significantly from 2016 to 2018 was an increase in the rating for the “Special Events” category (Party at the Creek, Snowflake Castle, etc.).

Figure 6.1. Mean Ratings for Recreation Services



Group Differences

Years of residence: Respondents who have lived in Westerville for 6-10 years rated sidewalk maintenance higher than residents for 26 years or more.

Age: Respondents ages 71 and older rated adult programs higher than those ages 18-40. Respondents ages 71 and older rated special events lower than those ages 18-40.

Rent or own home: No statistically significant differences.

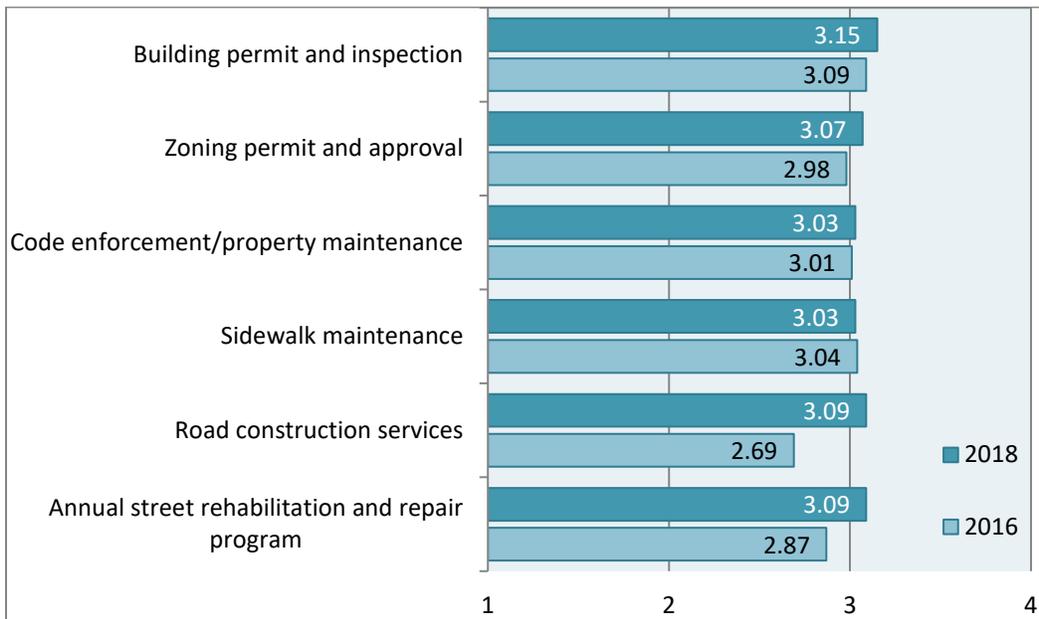
Zone: No statistically significant differences.

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 3.0 to 3.2. Scores for three of the services increased statistically significantly from 2016 to 2018, the latter two by a notable margin:

- Zoning permit and approval
- Road construction services
- Annual street rehabilitation and repair program

Figure 7.1. Mean Ratings for Planning & Development Services



Group Differences

Years of residence: No statistically significant differences.

Age: Respondents ages 71 or older gave higher ratings to sidewalk maintenance than respondents ages 51-60.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

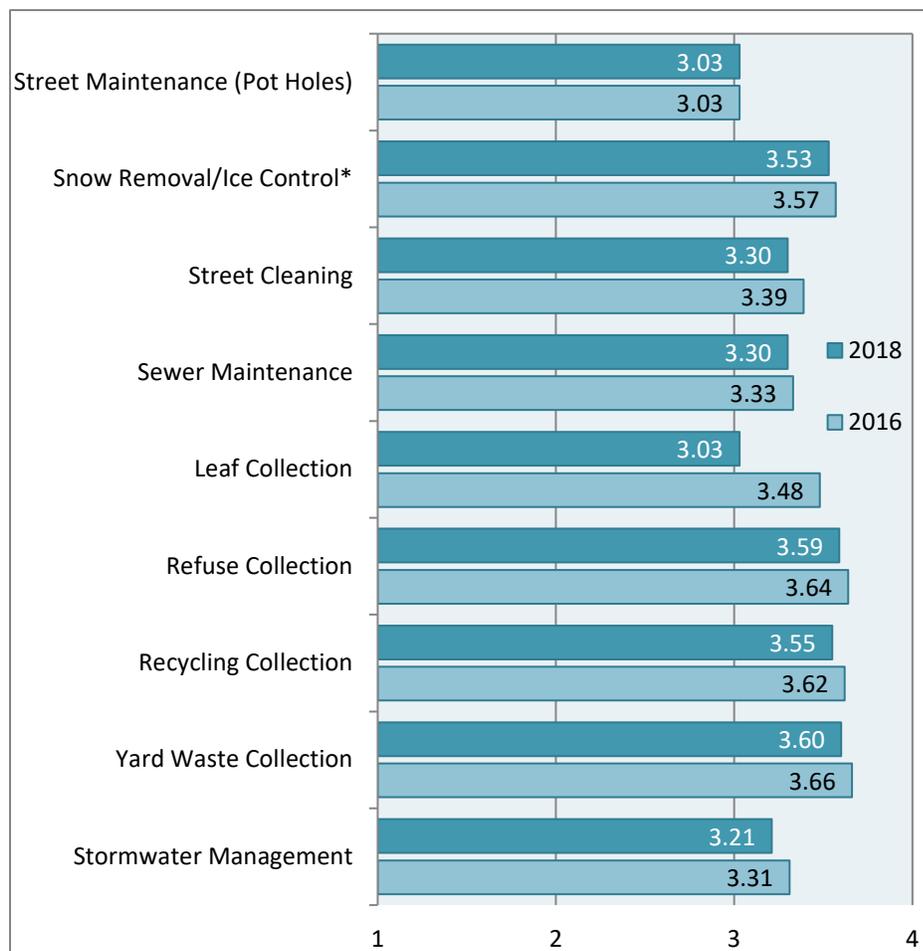
8. Public Works Services

Figure 8.1 provides the mean ratings for each of Westerville’s public works services. Survey participants were asked to rate each item on a scale ranging from 1 indicating “very poor” to 4 indicating “excellent.” All items had a mean score of at least 3.0. A number of services declined statistically significantly from 2016 to 2018:

- Snow removal/ice control
- Street cleaning
- Leaf collection
- Refuse collection
- Recycling collection
- Yard waste collection
- Stormwater management

“Leaf collection” experienced a notable decline, which was echoed in a number of open-ended question responses elsewhere in the survey as an area of concern.

Figure 8.1. Mean Ratings for Public Works Services



Group Differences

Years of residence:

- Residents who have lived in Westerville 6-10 years rated street maintenance higher than those who have lived in Westerville for 26 years or more.
- Residents of Westerville for 11-25 years rated snow removal higher than those who have lived in the City for 10 years or fewer.
- Residents for 2-5 years rated leaf collection lower than residents of 6-25 years.
- Residents for 2-5 years rated recycling collection lower than residents of 26 years or more.

Age:

- Residents ages 51-60 rated street cleaning lower than those ages 71 or older.
- Those 71 and older rated leaf collection and refuse collection higher than those ages 41-60.
- Respondents 71 and older rated recycling collection and yard waste collection higher than those ages 41-50.

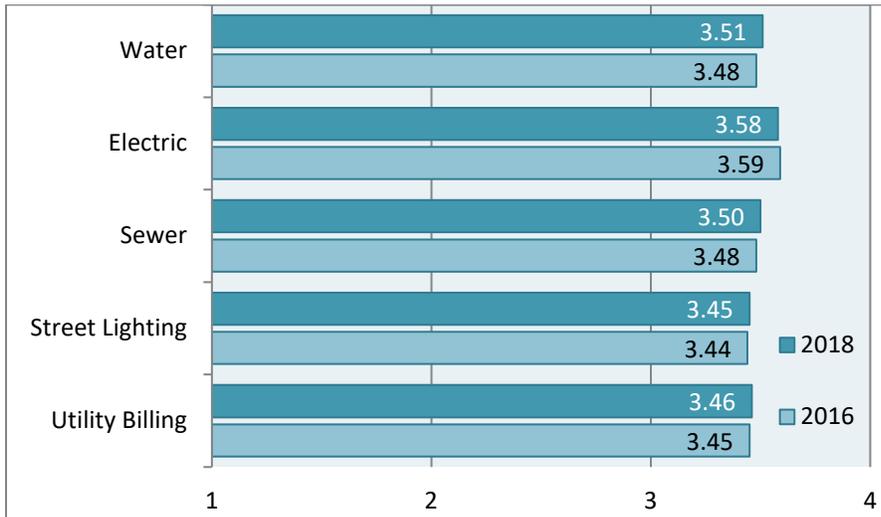
Rent or own home: Renters rated snow removal and recycling lower than owners. Owners rated leaf collection lower than renters.

Zone: No statistically 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 3.5 to 3.6. No scores changed statistically significantly from 2016 to 2018.

Figure 9.1. Mean Rating for Utility Services



Group Differences

Years of residence:

- Residents who have lived in Westerville 2-5 years rated water service and utility billing lower than those who have lived in Westerville for 11 years or more.
- Residents of Westerville for five or fewer years rated electric service lower than those who lived in the City for 11 years or more.
- Residents of 2-5 years rated sewer service and street lighting lower than residents of 6 years or more.

Age: There were a number of statistically significant differences.

- Residents ages 18-40 and 51-60 rated water service lower than residents ages 71 or older.
- Residents 18-60 rated electric service lower than residents ages 71 and older; residents 18-40 also rated it lower than those ages 61-70.
- Residents 18-50 rated street lighting lower than those ages 71 and older.
- Residents 18-40 and 51-60 rated utility billing lower than those ages 71 and older; residents 18-40 also rated utility billing lower than those ages 61-70.

Rent or own home: Renters rated water service, electric service, and utility billing lower than homeowners.

Zone: Residents of Zone 2 rate electric service higher than Zone 3.

10. Communications/Citizen Input Issues

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

As seen in Table 10.1, the City website replaced City publications as the most often chosen source of information about City issues (20%). However, this is more a function of the City publications being mentioned less often than an increase in the website being mentioned.

There were a few notable shifts in the pattern of responses from 2016 to 2018. Selection of “social media” as a response continues to increase; after being mentioned by 17 percent of respondents in 2016, it was mentioned by 23 percent of respondents in 2018. Conversely, the Suburban Weekly Newspaper’s mentions declined from 39 percent in 2016 to 27 percent in 2018.

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

Response	1 st	1 st	2 nd	2 nd
	Choice	Choice	Choice	Choice
	2018	2016	2018	2016
City Website (www.westerville.org)	19.8%	19.7%	15.7%	17.0%
City Publications	19.6%	23.0%	15.1%	18.0%
Social Media (e.g., Facebook, Twitter, YouTube)	13.1%	8.6%	9.8%	8.1%
Suburban Weekly Newspaper (<i>ThisWeek Westerville News & Public Opinion</i>)	12.6%	19.7%	14.8%	19.3%
Broadcast (TV) News	9.6%	7.2%	6.9%	6.9%
Email	9.3%	9.5%	7.9%	7.0%
Word of Mouth	3.6%	3.6%	11.1%	10.9%
Columbus Dispatch	3.1%	4.7%	5.0%	6.6%
Public Meetings	0.3%	0.5%	1.7%	1.0%
Other*	0.4%	0.8%	0.8%	0.9%

* A list of “other” responses is provided verbatim in Appendix C.

Group Differences

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

Years of residence: No statistically significant differences.

Age: Residents ages 71 and older were less likely to select “city website” (30%, versus 37-44% of other age categories).

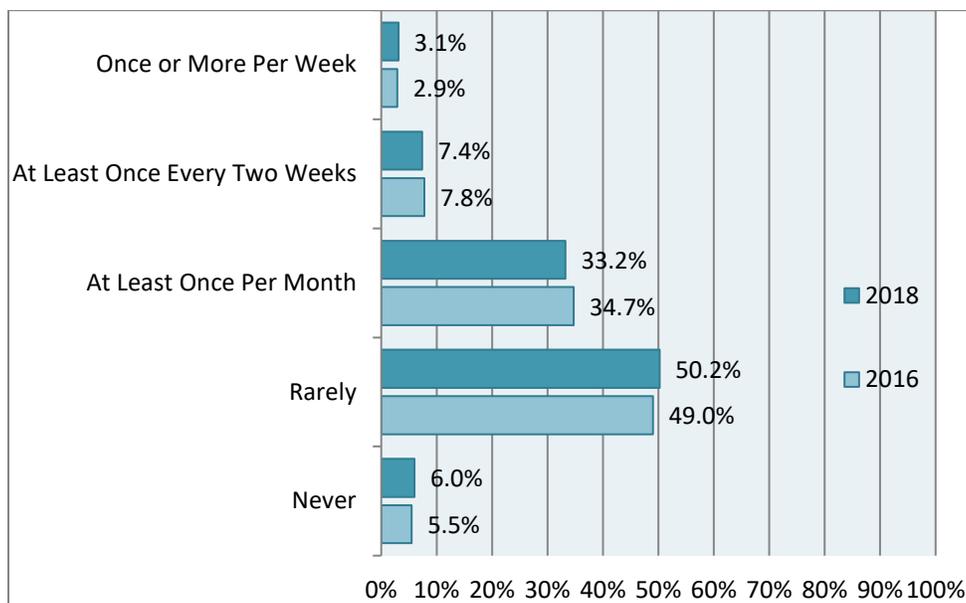
Rent or own home: No statistically significant differences.

Zone: No statistically 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 (50%) report only visiting the website “rarely.” The frequency of visiting the website did not change statistically significantly from 2016 to 2018.

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 every two weeks compared to other residents (15% versus 6-9% of other groups).

Age: Respondents 18-40 years old were more likely to visit the City website at least once every two weeks (11%, versus 5-8% of others) while those ages 71 and older were most likely to not have visited the website (11% versus 3-6% of other groups).

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Respondents who reported that they visit the City website at least once a month or more (44% 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) (33%). The next most common reason (29%) was to get general information, news, updates, and answers to questions. 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 (24%).

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	33.1%
General information, news, updates; looking for answers to questions	29.3%
Information on services/programs in general; or specific service info (garbage collection, leaf collection, utilities), not including Parks & Recreation services	24.0%
Information on Parks & Recreation services/events/classes (including rec center info, classes/signing up for classes)	14.4%
Construction updates/street maintenance info/road projects	13.3%
Contact information/phone numbers	7.6%
Bills/billing information	5.9%
Register for classes	2.8%
Service request/reporting issues	2.3%
Job opportunities/openings	1.9%
Information about City Council/meetings	1.7%
Hours of operation for City services or businesses	1.5%
Tax information/forms	1.4%
Senior info (e.g., Senior Golf League, Senior Center)	1.2%
Information about permits/regulations/policies	1.1%

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 (91%), easy to navigate (87%), and provides useful information (97%). The patterns of response for the three items did not change statistically significantly from 2016 to 2018.

Figure 10.6. The Westerville website is visually interesting.

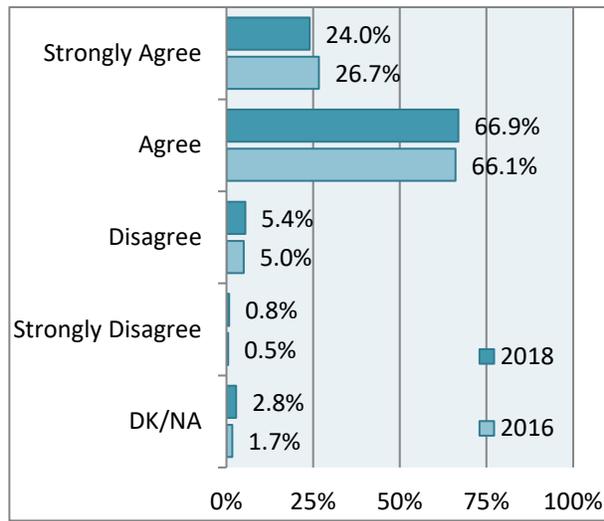


Figure 10.7. The Westerville website (www.westerville.org) is easy to navigate to the information I want.

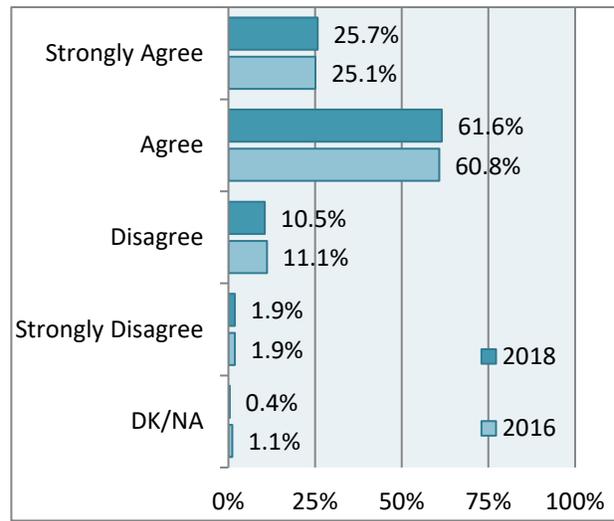
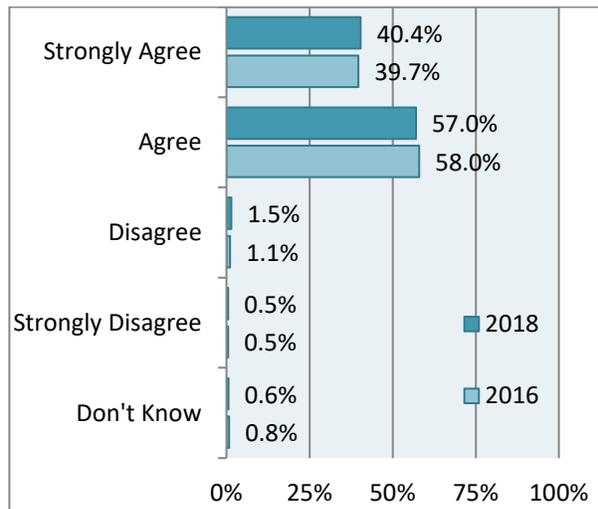


Figure 10.8. The Westerville website provides useful information.



Group Differences

Years of residence: No statistically significant differences.

Age: No statistically significant differences.

Rent or own home: Renters were less likely to find the website visually interesting (15% versus 6% of owners).

Zone: No statistically 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, 503 valid responses were provided containing a 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.

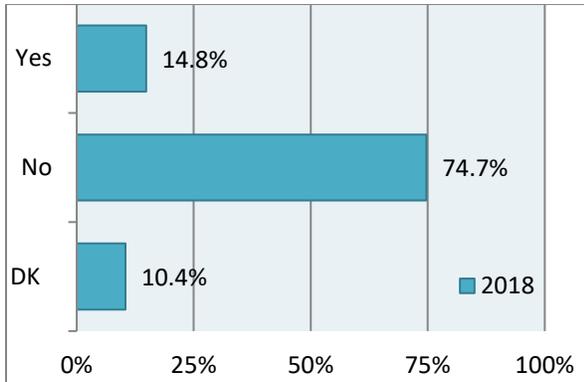
As seen in Table 10.4, respondents provided a wide range of comments. Respondents were most likely to indicate that the website being more navigable, user-friendly, or better organized to find information would lead to increased website use. Respondents also indicated that they would use the website more often if it had a calendar or if the calendar were improved. The third most common response pertained to offering email or social media notifications about updates to the site.

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

Categorical Response	%	Categorical Response	%
Improved format/organization/appearance of website/make more user friendly	9.2	Project updates	0.9
Events calendar/community calendar	6.4	Utility information (e.g., maintenance information, power outage information, real-time utility usage)	0.7
Email /social media notifications notifications (note: this is NOT directly related to website use)	4.1	Have an app/be more mobile-friendly	0.7
Better advertisement of the website/Some type of reminder to visit the website (e.g., email, flyer)	3.1	Tax information; ability to pay taxes online	0.7
Information about city services and programs (not including utilities)	2.6	Deals/coupons/giveaways/rewards/incentives	0.7
Current events/news about the City	2.6	Weather information	0.5
Road work/construction/traffic information	2.6	City plans, information about City Council meetings (dates/times, meeting summaries, videos of meetings), City statistic	0.5
Ability to pay utility bill online/pay bill without fees	2.4	Info about local businesses/business spotlight	0.5
Crime reports; police and fire runs, info about public safety issues	2.2	Contact info for City departments and businesses/business directory	0.4
If the information provided on the website was more up-to-date/accurate	2.1	Neighborhood-specific information	0.4
If they had more time/remembered to look/was more aware of it	1.9	<i>Other</i>	2.4
Knowing more about what information is on the website	1.5	<i>Non-response/irrelevant response/vague response</i>	10.0
Information relevant to seniors	1.2	<i>Website is fine the way it is/can't think of anything (for those who use website)</i>	11.1
A mechanism for residents to provide feedback, request services, report problems/issues	1.2	<i>None/Nothing (R wouldn't use website no matter what)/Doesn't use website</i>	3.5
Info on new buildings/construction/development	1.0	<i>Not applicable (NA), Don't know/Unsure</i>	22.8

Figure 10.9 shows the results of a new question for 2018 which gauged awareness of the GoWesterville program. As can be seen below, the vast majority of residents were unaware of the program.

Figure 10.9. Are you aware of the GoWesterville program?



Group Differences

Years of residence: No statistically significant differences.

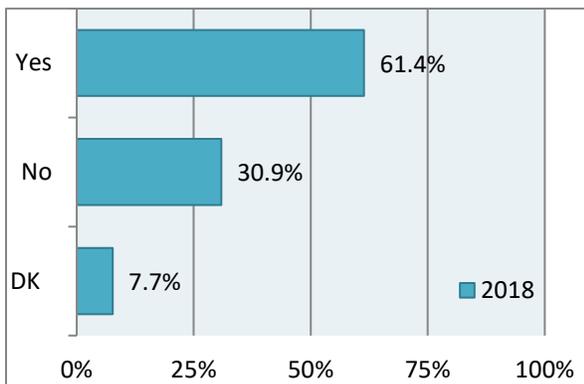
Age: No statistically significant differences.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Those who indicated they were aware of the GoWesterville program were asked if they had visited the webpage for the program. Over 61 percent of respondents indicated they had, as seen in Figure 10.10 below.

Figure 10.10. Have you accessed the GoWesterville page?



Group Differences

Years of residence: No statistically significant differences.

Age: As age increased, likelihood to have visited the GoWesterville page decreased (from 81% for 18-40 to 50% for 71 and older).

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

The final question in this section (again, new for 2018) asked respondents about the best means to convey construction-related traffic information to them. The results are shown in Table 10.5 below. The most common response was email (48%), with Twitter being the least common (4%).

Table 10.5. What is the best way to communicate with you about local construction-related traffic?

Categorical Response	%
Email	47.8%
Text	18.5%
Website	16.0%
My Westerville app	6.5%
Twitter	3.7%
<i>Other</i>	7.5%

As can be seen in Table 10.5a, among the “other” responses, Facebook, mailings, and newspapers were the most common responses.

Table 10.5a. What is the best way to communicate with you about local construction-related traffic—Other?

Categorical Response	%
Facebook	23.5%
Mailing	21.3%
Newspaper	18.4%
Road signs	8.1%
Nextdoor	5.1%
TV	4.4%
City publications	2.2%
Telephone	2.2%
My Westerville app	2.2%
Radio	0.7%
<i>Other</i>	3.7%
<i>None</i>	4.4%
<i>NA/invalid response</i>	3.7%

Group Differences

Years of residence: Residents of 11 years or more were less likely to prefer the My Westerville app (5% versus 8-10% of other groups). Residents of 26 years or more were most likely to prefer email (53% versus 43-47% of other groups). Residents of one year or less were most likely to prefer text messaging (24%, versus 17-20% of other groups).

Age: Residents age 71 and older were least likely to prefer the My Westerville app (4% versus 6-10% of others), and most likely to prefer email (62% versus 38-47% of other groups).

Rent or own home: Renters were less likely to prefer the My Westerville app (3% versus 7%) and email (40% versus 49%).

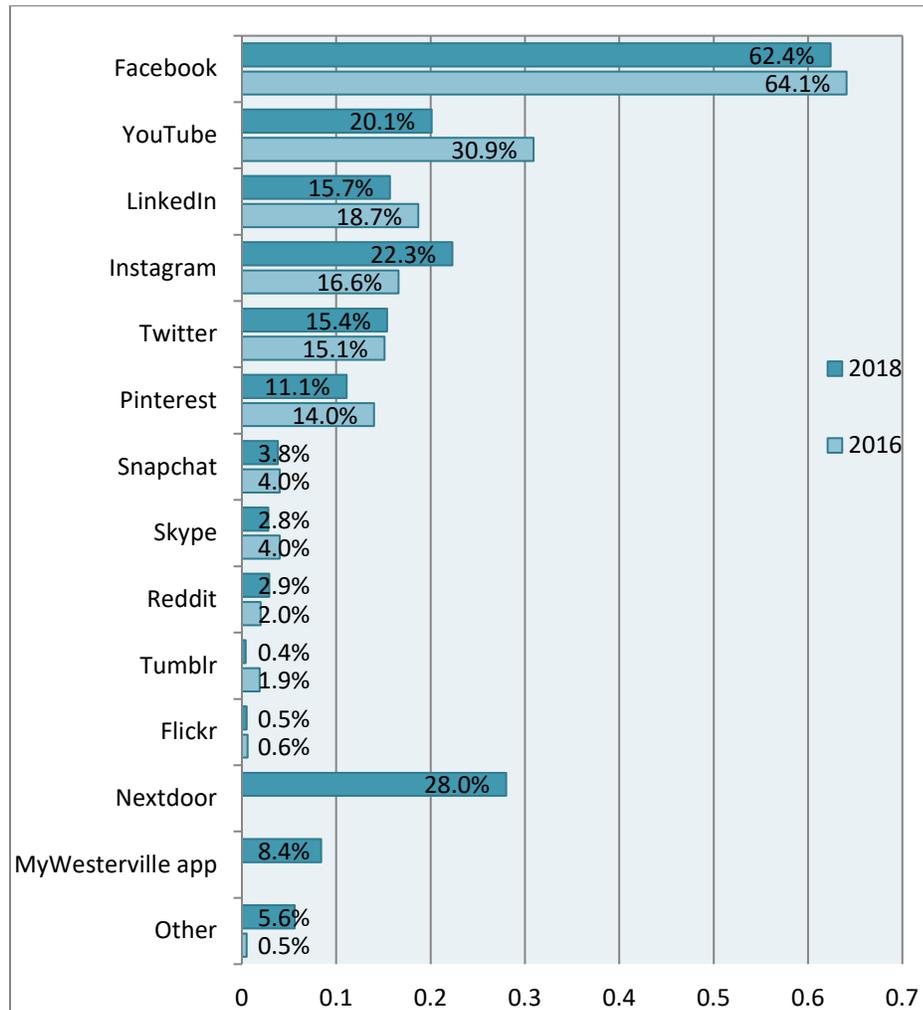
Zone: No statistically significant differences.

11. Current Events/Strategic Planning

Similar to past administrations of the City of Westerville Resident Survey, in 2018 a customized set of questions was included in order to assess residents' opinions on various issues pertaining to the current status of the City of Westerville as well as future opportunities. These items were all included in the 2016 survey as well as this year's survey; they primarily focused on social media use and the usefulness of various City publications. Because these items are intended to be "one-off" questions rather than being repeated, year-to-year comparisons are not included.

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. By far, the largest percentage of respondents (62%) use Facebook, while Instagram (22%) experienced a notable increase and YouTube experienced a decrease to 20 percent. A new entry this year, Nextdoor, was the second most frequently mentioned option by respondents (28%) and the My Westerville app was mentioned by eight percent of respondents.

Figure 11.1. Social Media Use



* A list of "other" responses is provided verbatim in Appendix C

Group Differences

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

Years of residence: No statistically significant differences.

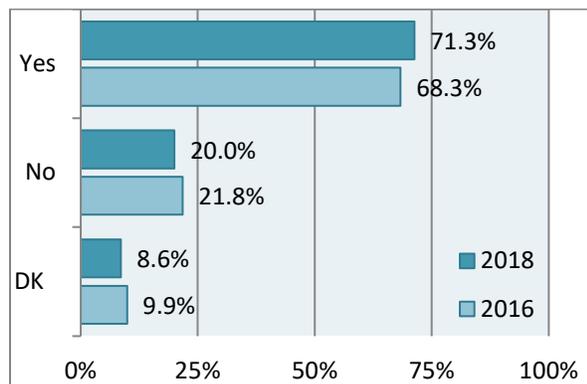
Age: Use of Facebook decreased as age increases. About 73 percent of the 18-40 age group used Facebook, as opposed to 53 percent of the 71 or older age group.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Respondents were asked if they read the Westerville Annual Report that is mailed to their home. As seen in Figure 11.2, about 71 percent of survey participants read the annual report.

Figure 11.2. Did you read the City of Westerville Annual Report that was mailed to your home?



Group Differences

Years of residence: Residents of the City for one year or less were less likely to have read the annual report (61%, versus 77-82% of other groups).

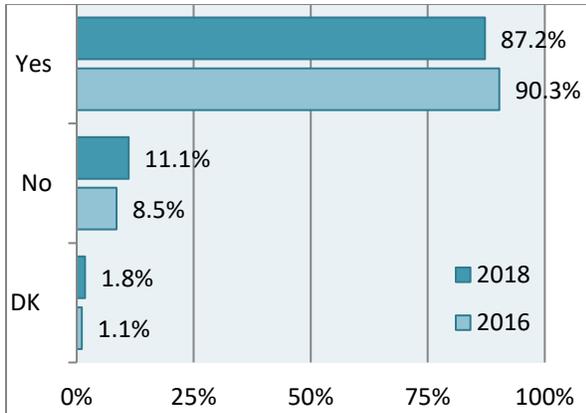
Age: No statistically significant differences.

Rent or own home: Homeowners were more likely to have read the annual report than renters (79% versus 66%).

Zone: Residents in Zone 3 were less likely to have read the report than Zone 2 (75% versus 81%).

Figure 11.3 presents the responses to the question asking if they read the Westerville Magazine. A very high percentage of respondents (87%) indicated that they regularly read the magazine.

Figure 11.3. Do you regularly read the Westerville Magazine?



Group Differences

Years of residence: No statistically significant differences.

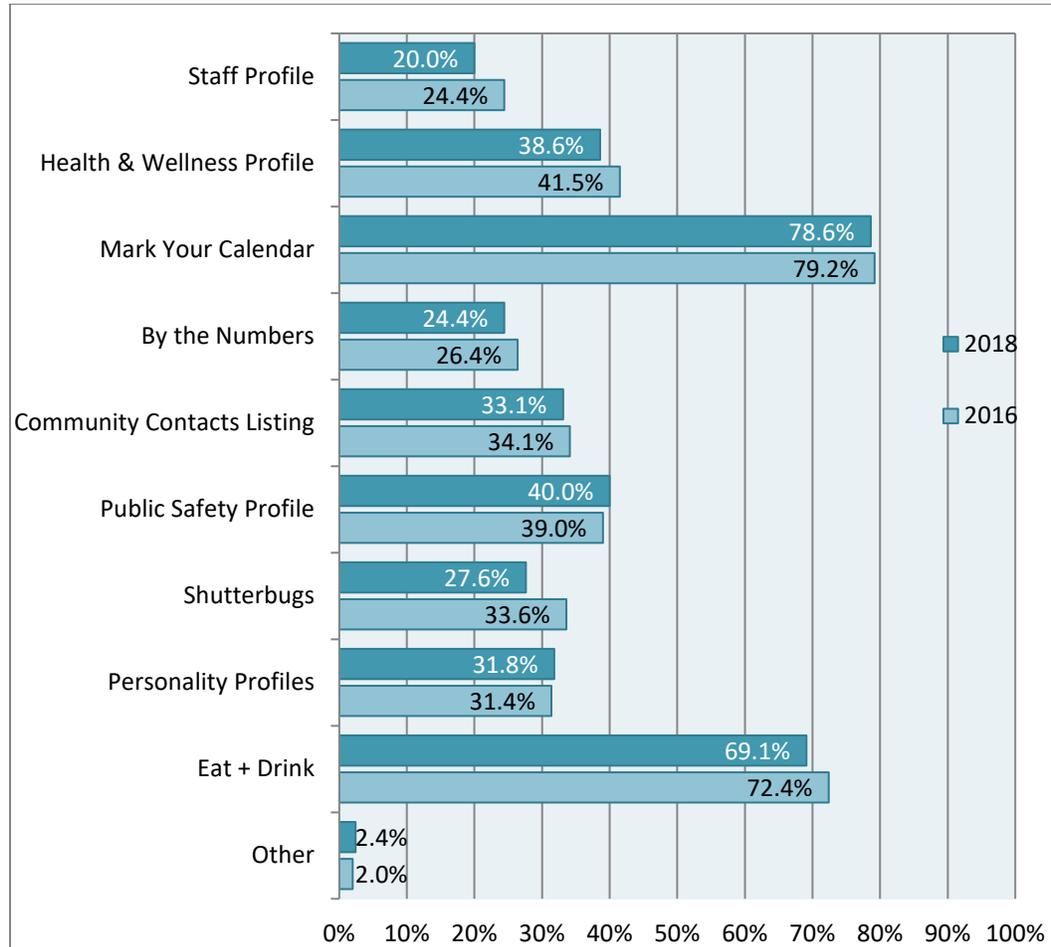
Age: No statistically significant differences.

Rent or own home: Owners were more likely to read the magazine than renters (90% and 76%, respectively).

Zone: Residents of Zone 2 were more likely to read the magazine than those in Zone 4 (91% versus 85%).

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 11.4. 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.

Figure 11.4. Sections of Westerville Magazine



* A list of “other” responses is provided verbatim in Appendix C

Group Differences

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

Years of residence: As length of residency increased, likelihood of selecting “Mark Your Calendar” decreased, from 87 percent of first-year residents to 75 percent of residents of 26 years or more. The newest residents (those living in Westerville for a year or less) were most likely to select “Eat + Drink” (80%), while residents who had lived in Westerville for 26 years or more were the least likely (64%).

Age: As age increased, likelihood of selecting “Mark Your Calendar” decreased. About 84 percent of respondents in the 18-40 age category selected “Mark Your Calendar,” but only 73 percent of the 71 or

older category. Similarly, as age increased, the likelihood of selecting “Eat + Drink” decreased (from 76% of respondents in the 18-40 group to 61% of respondents ages 71 or older).

Rent or own home: Renters were less likely to select the “Mark Your Calendar” option (66% versus 80% of owners).

Zone: No statistically significant differences.

In Figures 11.5 – 11.7, the results are shown for three questions asking about the Westerville Community Recreation Guide. Only respondents who said “yes” to the question about having read the guide were asked the two items about its usefulness and their use of the guide. About 85 percent of respondents indicated that they read the recreation guide, while 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 Westerville Parks & Recreation, about 62 percent of respondents stated that they had done so.

Figure 11.5. Do you read the Westerville Community Recreation Guide (Parks & Recreation) that is mailed to your home each quarter?

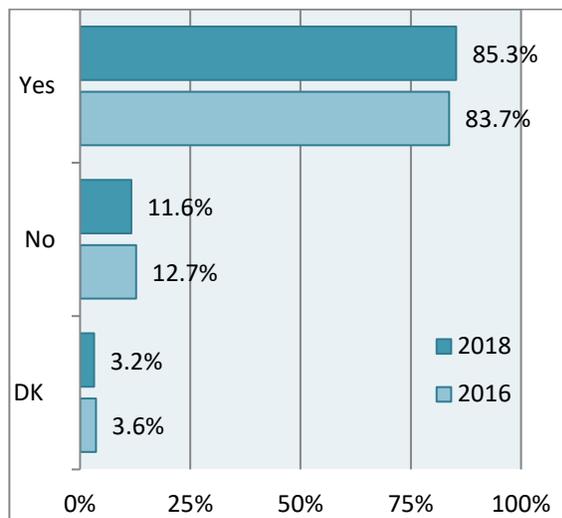


Figure 11.6. Have you found information in the Westerville Community Recreation Guide useful regarding a community event, program or service?

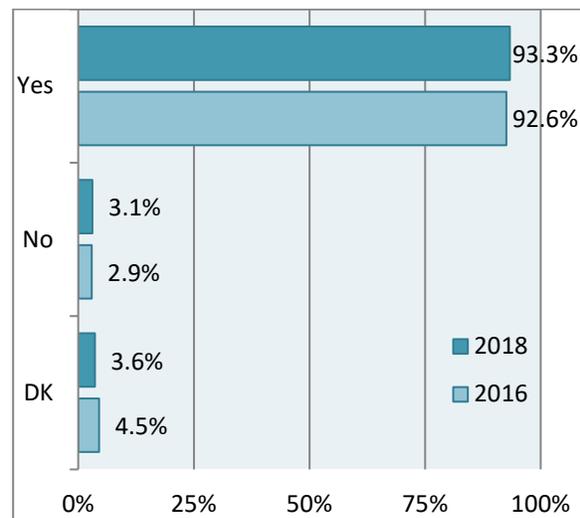
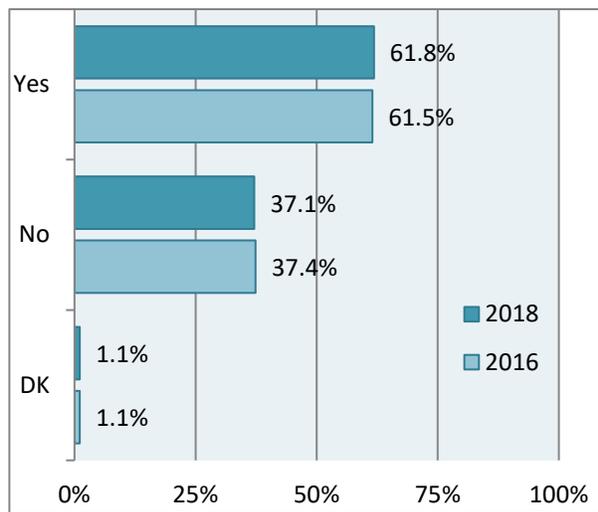


Figure 11.7. Have you used the Westerville Community Recreation Guide to register for a class with Westerville Parks & Recreation?



Group Differences

Years of residence: Residents of 2-5 years were the most likely to read the recreation guide (93%, versus 85-89% of other groups). Residents of one year or less were less likely to use the recreation guide to register for classes (43%, versus 61-67% of other groups).

Age: Those ages 71 and older were less likely to have used the guide to register for classes (52%, versus 63-71% of other groups).

Rent or own home: Renters were less likely to read the recreation guide than homeowners (76% versus 89%), and to have used the recreation guide to register for classes (34%, versus 64% of homeowners).

Zone: No statistically significant differences.

Additionally, the Current Events sections asked two questions regarding the City’s Facebook page. Figures 11.8 and 11.9 show the results of these two items. Only about 28 percent of respondents said they have visited the Facebook page. Among those who did, nearly 87 percent found the content useful and/or entertaining.

Figure 11.8. Have you visited the City of Westerville Facebook page?

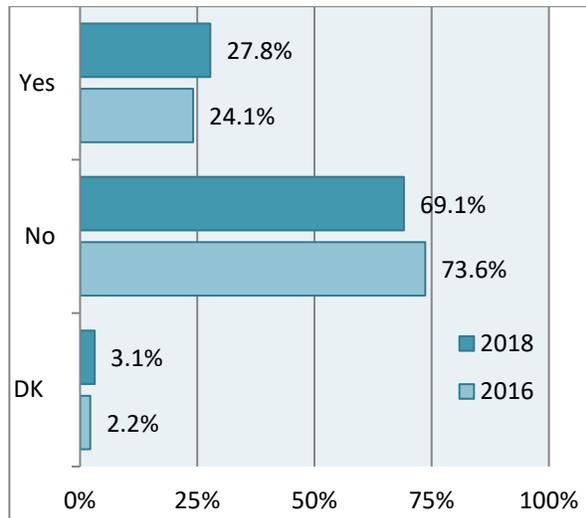
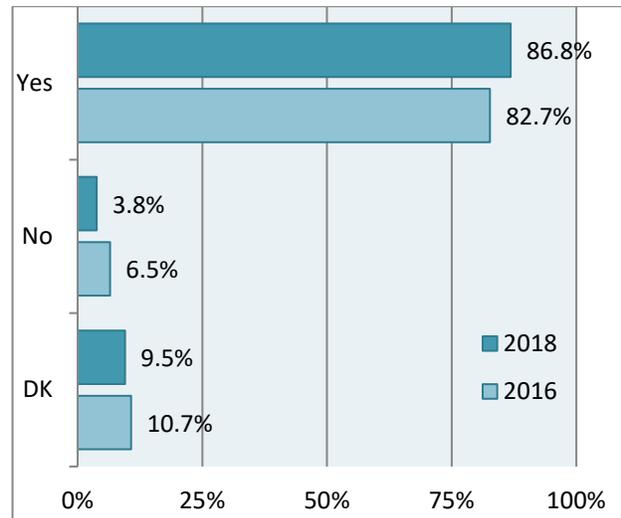


Figure 11.9. Have you found the information on the City’s Facebook page useful and/or entertaining?



Group Differences

Years of residence: Residents of 11 years or more were less likely to have visited the City Facebook page (25-28%, versus 34-35% of other categories).

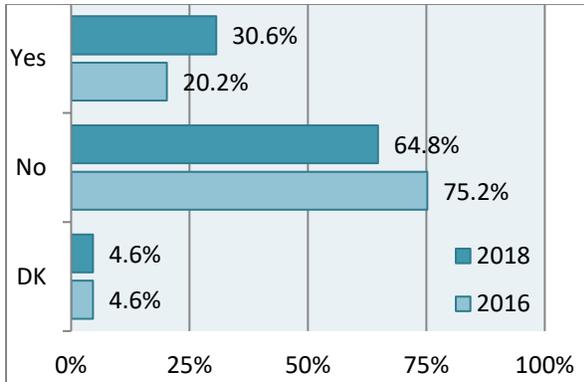
Age: The likelihood of visiting the City Facebook page decreased as age increased, from 52 percent in the 18-40 group to just 13 percent in the 71 or older age group.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Figure 11.10 shows the results of a question asking about respondents' awareness of the City of Westerville's mobile app.

Figure 11.10. Are you aware that the City of Westerville has a mobile app, "My Westerville"?



Group Differences

Years of residence: Residents of Westerville for 2-5 were more aware of the app than other age categories (39%, versus 23%-32% of other groups).

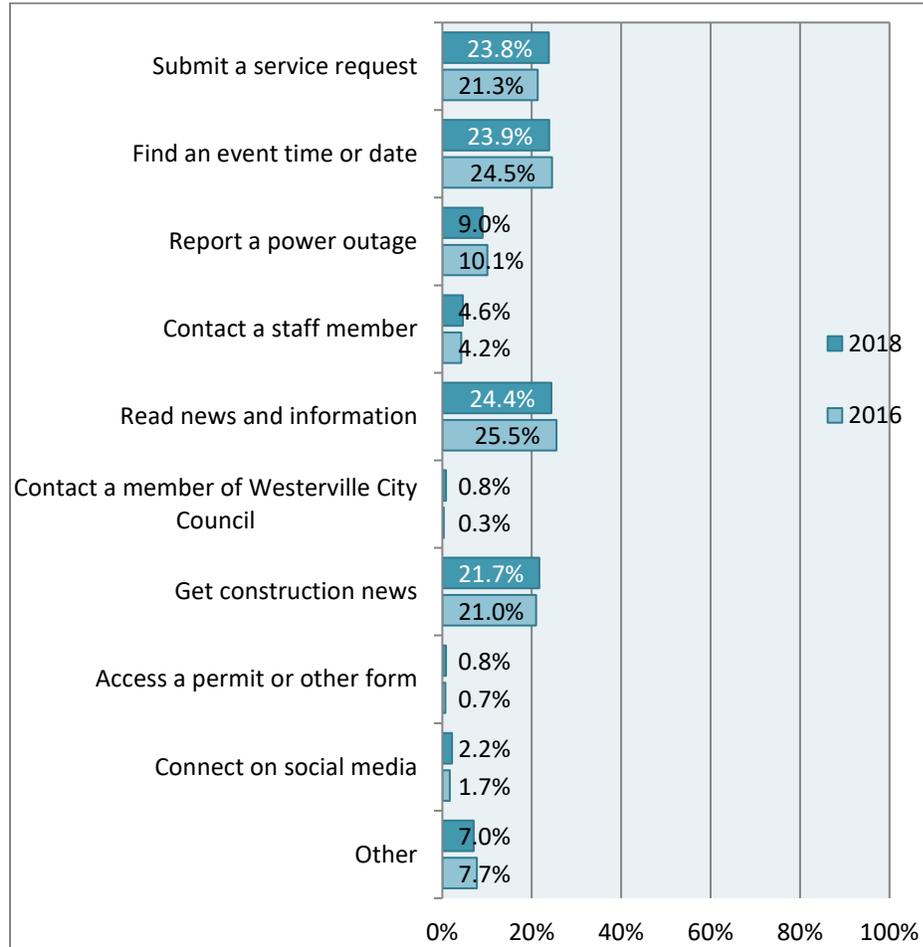
Age: Awareness of the app decreased as age increased, from 38 percent in the 18-40 group to 26 percent in the 71 or older age group.

Rent or own home: Renters were less likely to be aware of the app (24%, versus 33% of owners).

Zone: No statistically 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 responses selected by respondents was that they used it to read news and information, finding an event time or date, and submitting service requests (all 24%). Respondents were least likely to use it to contact a member of City council or access a permit or other form (both 1%).

Figure 11.11. Functions used in My Westerville app



Group Differences

Group differences analysis tested whether there were differences in the selection of “read news and information.”

Years of residence: Residents of 2-5 years were more likely to use the app to read news and information (36%, versus 17-27% of other groups).

Age: Respondents aged 61 and older were less likely to use the app for news and information (17-18%, versus 27-34% of other groups).

Rent or own home: No statistically significant differences.

Zone: No statistically 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?

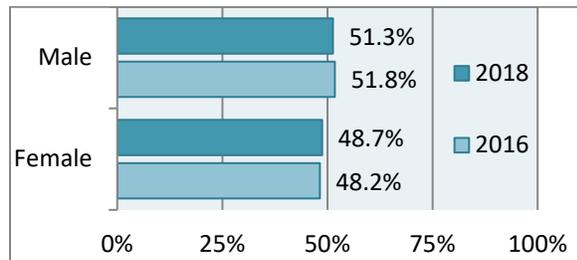


Figure 12.2. What is your age? (Breakout Variable)

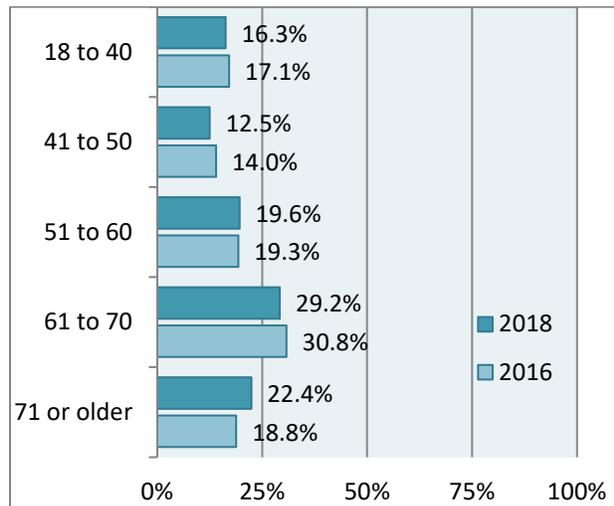


Figure 12.3. How many children under the age of 18 live at your residence?

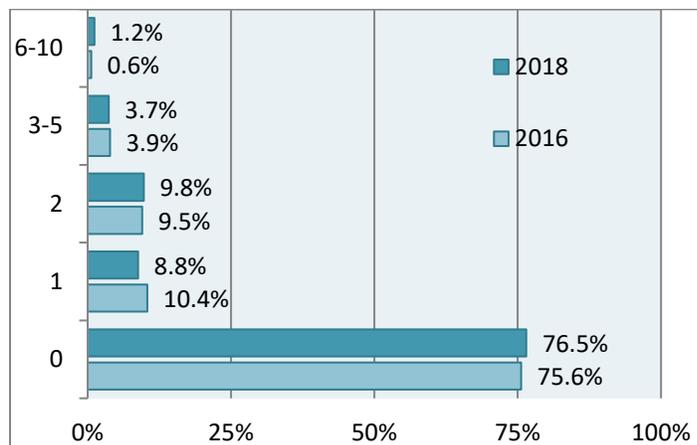


Figure 12.4. How many adults 18 or older live at your residence?

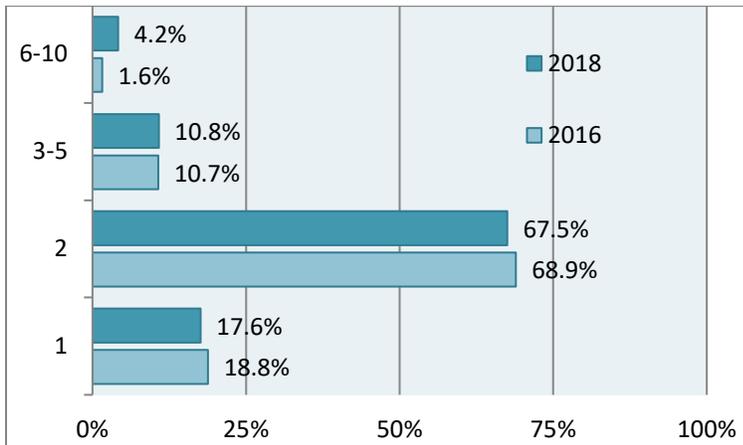


Figure 12.5. Relationship Status

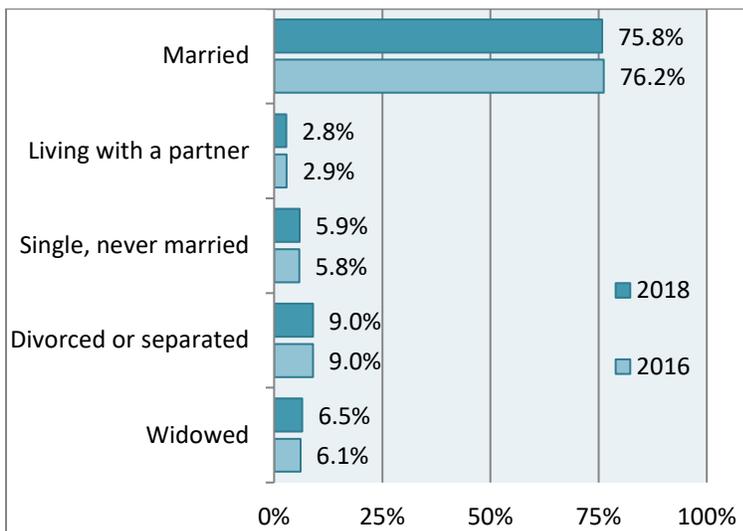
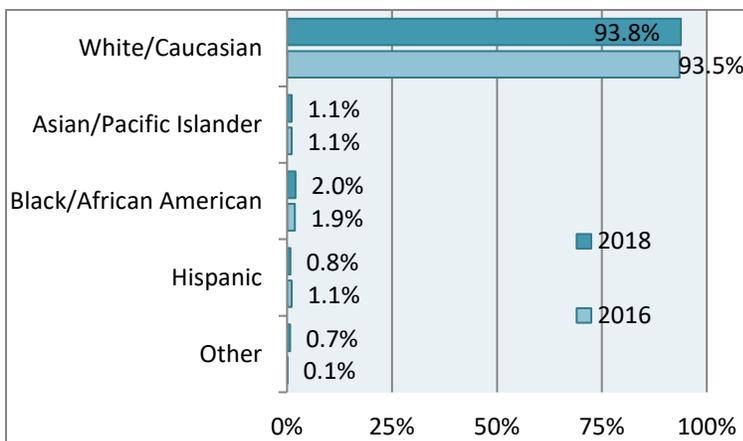


Figure 12.6. Race*



* Responses in "Other" category were "Native American," "American Indian," "Middle Eastern," and variations of "mixed" or "multiracial."

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

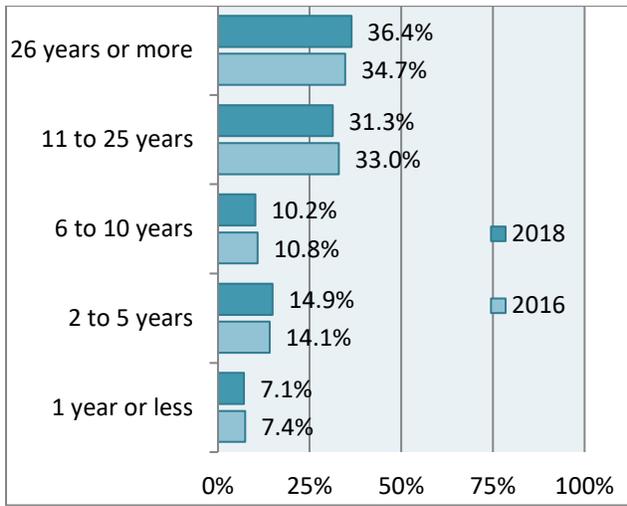


Figure 12.8. Do you rent or own your home? (Breakout Variable)

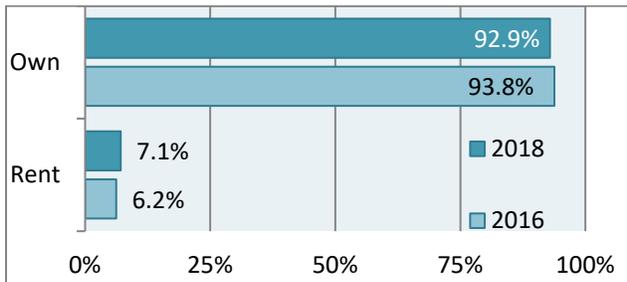


Figure 12.9. What is the last grade of school that you completed?

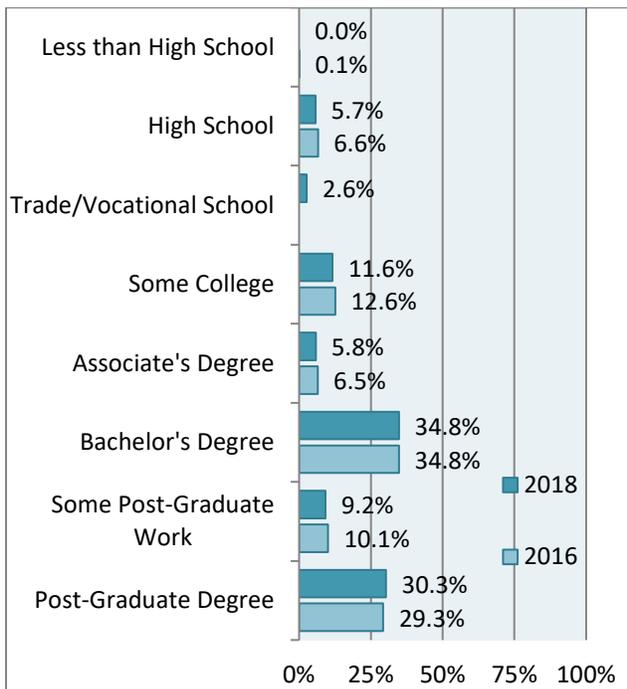


Figure 12.10. Which of the following best describes your household income?

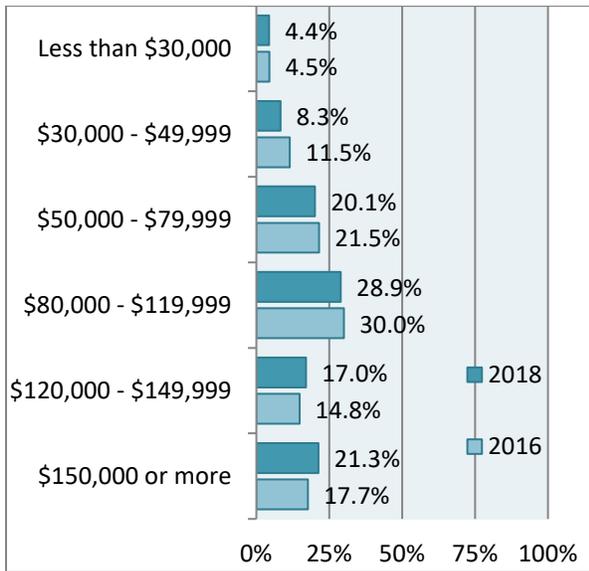


Figure 12.11. Which of the following best describes your individual income?



Figure 12.12. Are you currently employed?

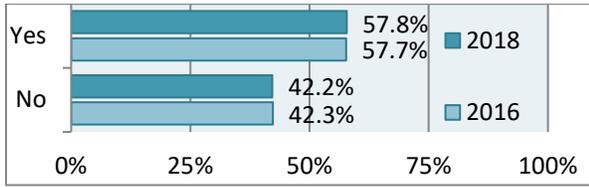
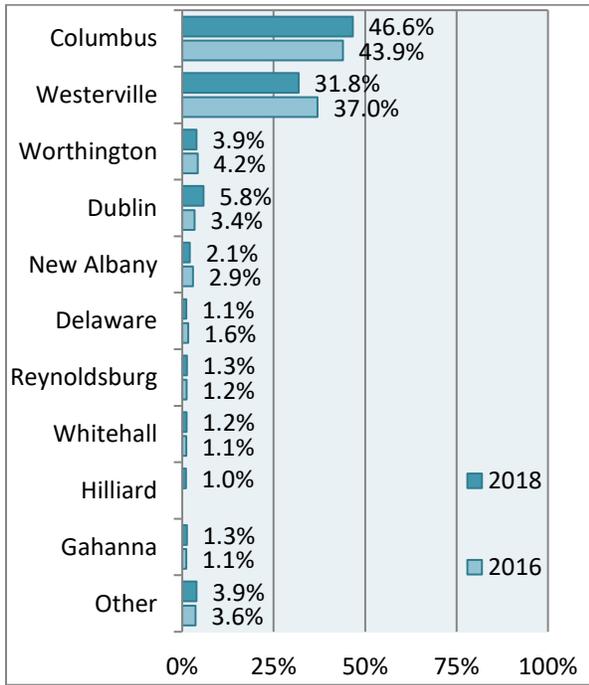


Figure 12.13. In which community do you primarily work?



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

Figure 12.14. Is there another wage earner in your household?

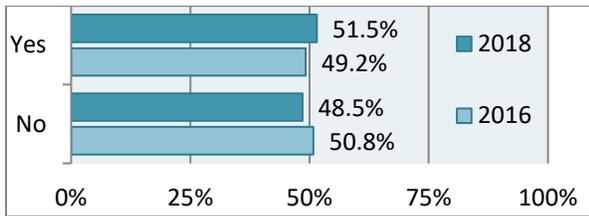
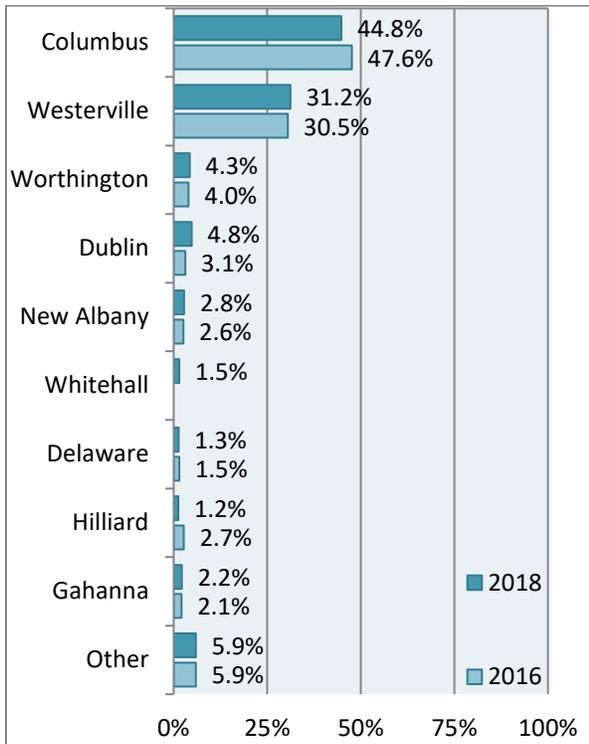
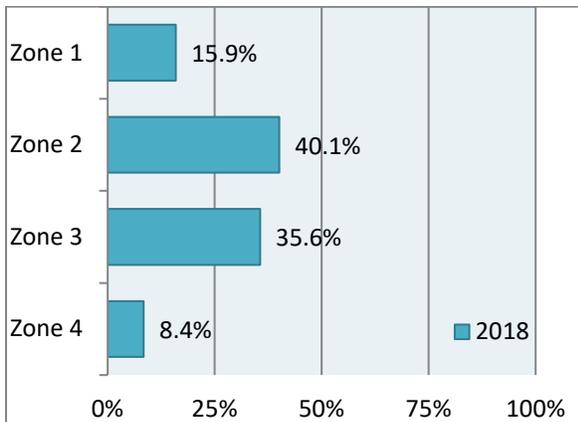


Figure 12.15. In which community does he/she primarily work?



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

Figure 12.16. 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 a longer time tended to have more positive views of many City services and functions, from promoting recycling to being reachable if there is a problem. They tended to prioritize the proximity of friends and family and proximity to Otterbein as reasons for living in Westerville. Public safety and emergency management was more important to them than more recent residents. In terms of safety, property protection and emergency response times were of particular interest to them. Longer-term residents were more likely to get information from “old media” such as print publications, and less likely to use “new media” such as social media or the City website.

While more recent residents had bigger issues with traffic, they were also more likely to acknowledge recent traffic improvements. They were less concerned with overdevelopment and more inclined to support city approaches to encourage business growth. They prioritized routine police patrols and youth-oriented programs and outreach more, and place importance on parks and recreation spaces. They had more negative perceptions of public works and utility services than longer-term residents. They were more likely to visit the City website on a regular basis and use the My Westerville app. More recent residents were less likely to read City publications overall; when reading the Westerville Magazine, they focused on the calendar and food/drink sections, which might indicate a greater interest in exploring the more social offerings of Westerville.

Age

Generally speaking, older respondents had more negative views regarding traffic flow in Westerville, while generally having more positive views of many City of Westerville services and functions than other groups. Older respondents placed a higher importance on proximity to friends and family, as well as the university; they also placed more value on proximity to shopping and entertainment, and found more value in affordable housing. They tended to feel less safe than younger residents, and were less interested in community-focused police efforts in favor of property protection. 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. Younger residents were generally less satisfied a number of services, including promotion of recycling, sidewalk maintenance, and a number of public works and utility services. 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 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. They were more concerned about property taxes by a statistically significant margin. They tended to feel Westerville offered better housing options. 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 were more concerned with traffic, and were more supportive of pro-business approaches from the City. 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 snow removal and recycling. Renters also tended to feel less safe than owners.

Zones

Few consistent trends emerged by zone; there were a handful of statistically significant differences for some items, but there were not notable patterns to be found.

Individuals in Zone 1 had more concerns about development than other zones.

Individuals living in Zone 2 were less likely to feel City leaders are prudent with City finances. They felt safer in a variety of areas and situations than those in other zones.

Finally, Zone 4 had a few notable differences. They were more concerned with traffic and less concerned with property taxes. They also placed greater importance on proximity to Otterbein University.

14. Summary of Comparisons between 2016 and 2018 Survey Results

Statistically significant differences between the 2016 and 2018 survey responses have been discussed throughout the report. Those results are summarized below.

Section 1. General Perceptions of Westerville

From 2016 to 2018, there was an increase in agreement for the following item:

- 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.

From 2016 to 2018, there was a decrease in agreement for the following items:

- Westerville offers a good variety of housing choices in terms of pricing and selection.
- The City of Westerville should give tax breaks and other financial incentives to employers to bring new businesses into the City.
- I believe the City of Westerville does a good job of promoting recycling and conservation.
- Westerville's city government does a good job of making community and service information available.

Section 2. Community Priorities

With regard to the importance of various reasons respondents live in Westerville, the following items received a higher score in 2018 than 2016:

- Convenient location to work
- Convenient access to shopping and entertainment
- Family and friends live nearby
- Quality of city services

There was a statistically significant decrease in the percentage of people who mentioned infrastructure and roadway maintenance as an important issue for Westerville.

Additionally, there was a statistically significant decrease in those who felt local government agencies, community leaders, and civic organizations tell a consistent story about the City of Westerville.

Section 3. Safety

Mean ratings increased from 2016 to 2018 for:

- Police patrol services
- Police community outreach services
- Police emergency response times

Sections 4-9. City Services

The changes in this section from 2016 to 2018 tended to be more negative. There were changes in mean ratings for:

- **Parks & Recreation Facilities:** ratings for the Highlands Park Aquatic Center, Westerville Sports Complex, and First Responders Park decreased.
- **Recreation Services:** ratings for special events increased.
- **Planning & Development Services:** ratings for zoning permit and approval, road construction services, and the annual street rehabilitation and repair program increased.
- **Public Works Services:** ratings for seven of the nine services in this category decreased.

Section 10. Communication/Citizen Input

- No statistically significant changes.

Section 12. Demographics (Group Difference Variables)

- In 2018, a larger proportion of respondents said they lived in a household with 6+ adults (2% in 2016 versus 4% in 2018).
- There was an increase in the percentage of respondents who listed “other” as the category for their race/ethnicity (0.7% versus 0.1%).
- There was an increase in the percentage of respondents in the two highest income categories (32% in 2016 versus 38% in 2018).
- There were statistically significant differences in the city of employment for respondents. The most notable shifts were a decrease in those working in Westerville (from 37% to 32%), and an increase in those working in Columbus (44% to 47%) and in Dublin (3% to 6%).
- There were statistically significant differences in the secondary household member’s city of employment as well. The most notable shift was a decline in those working in Columbus (48% to 45%).

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

Overall Quality of Services (Figure 1.12)

		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.)	%	2.2%	2.3%	6.8%	44.3%	44.3%
	N	45	48	140	909	910

City Departments and Staff (Figure 1.13)

		Strongly Disagree	Disagree	Agree	Strongly Agree
Westerville's City government does a good job of making community and service information available.	%	0.8%	4.1%	52.1%	43.0%
	N	16	81	1022	844
If I have a problem regarding a City service, I can conveniently reach the appropriate department.	%	1.1%	4.0%	55.2%	39.7%
	N	20	75	1030	741
City staff members I have encountered have been courteous and friendly.	%	0.7%	1.7%	43.7%	53.9%
	N	12	31	797	983
I have reported a problem to the City and received a response in a timely manner.	%	2.9%	6.8%	43.1%	47.3%
	N	40	95	604	663
Westerville City leaders are prudent with their management of City finances. (Reminder: school and library services are not part of the City's services.)	%	3.7%	10.5%	60.3%	25.4%
	N	62	177	1013	427

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

		1 (Not at all important)	2	3	4	5 (Very important)
The convenient location to work	%	7.1%	8.3%	21.5%	28.0%	35.1%
	N	100	117	305	397	498
Convenient access to shopping and entertainment	%	1.3%	2.4%	14.1%	39.9%	42.4%
	N	26	48	287	812	864
Access to quality City parks and recreation space	%	1.7%	1.6%	9.0%	28.0%	59.6%
	N	35	33	182	565	1202
The family friendly nature of the City	%	1.8%	2.1%	7.6%	25.3%	63.2%
	N	36	43	154	514	1285
Affordable housing	%	3.5%	5.8%	17.3%	32.1%	41.3%
	N	68	115	340	633	814
The quality of the public school district	%	3.4%	4.2%	11.6%	27.7%	53.2%
	N	60	75	206	494	948
Overall safety of the community	%	0.6%	0.7%	1.3%	13.6%	83.6%
	N	13	15	27	273	1678
Family and friends live near by	%	5.5%	8.8%	22.4%	29.6%	33.7%
	N	106	171	435	574	655
Close to Otterbein University	%	44.6%	17.0%	18.2%	9.6%	10.5%
	N	725	276	296	156	171
Quality of City services	%	0.7%	0.8%	3.4%	22.0%	73.1%
	N	15	17	68	443	1474

Personal Safety (Figure 3.1)

		Very unsafe	Unsafe	Safe	Very safe
In Westerville as a Whole	%	0.1%	0.4%	47.4%	52.0%
	N	2	9	956	1049
Inside Your Home	%	0.1%	0.5%	25.2%	74.2%
	N	2	9	504	1484
In Your Neighborhood During the Day	%	0.1%	0.0%	23.7%	76.1%
	N	2	1	476	1527
In Your Neighborhood at Night	%	0.2%	3.6%	56.6%	39.5%
	N	4	73	1138	794
In a City Park	%	0.1%	3.3%	68.6%	28.0%
	N	2	66	1372	561
On City Bikeway and Leisure Paths	%	0.1%	5.7%	67.7%	26.5%
	N	2	112	1333	522

Public Safety Services (Figure 3.3)

		Very unsafe	Unsafe	Safe	Very safe
Emergency Medical Services	%	0.1%	0.2%	24.0%	75.7%
	N	1	4	386	1220
EMS Billing Services	%	1.9%	5.8%	60.7%	31.6%
	N	9	27	284	148
Emergency Communications/9-1-1 Dispatcher Services	%	0.1%	0.5%	33.2%	66.2%
	N	2	7	461	919
Fire Suppression Services	%	0.2%	0.2%	33.9%	65.8%
	N	2	2	449	871
Fire Prevention & Inspection Services	%	0.6%	1.2%	49.4%	48.7%
	N	7	14	567	559
Fire Safety and Education Programs	%	0.3%	0.8%	51.1%	47.7%
	N	4	10	623	582
Fire Emergency Response Times	%	0.2%	0.2%	28.0%	71.6%
	N	3	2	361	921
Police Emergency Response Times	%	0.1%	0.6%	30.1%	69.1%
	N	2	9	442	1015
Police Patrol Services	%	0.3%	2.1%	43.9%	53.6%
	N	6	38	789	963
Police Community Outreach Services	%	0.1%	1.0%	39.2%	59.6%
	N	2	15	575	875
Police Animal Control Services	%	1.1%	6.1%	56.2%	36.6%
	N	11	62	574	374

Parks & Recreation Facilities (Figure 4.1)

		Very poor	Poor	Good	Excellent
Highlands Park Aquatic Center	%	0.4%	1.4%	31.1%	67.1%
	N	9	29	657	1415
Millstone Creek Park	%	0.0%	0.9%	36.9%	62.2%
	N	0	13	521	877
Westerville Community Center	%	0.2%	1.2%	27.0%	71.6%
	N	7	37	822	2181
Westerville Sports Complex	%	0.3%	1.3%	37.3%	61.1%
	N	6	30	865	1415
Everal Barn & Heritage Park	%	0.1%	0.6%	34.7%	64.6%
	N	3	17	929	1730
Westerville Senior Center	%	0.6%	5.3%	47.6%	46.5%
	N	10	87	777	759

		Very poor	Poor	Good	Excellent
Skateboard/BMX Bike Park	%	0.4%	3.2%	57.5%	38.9%
	N	3	25	449	304
Bark Park	%	1.4%	7.6%	57.4%	33.6%
	N	14	74	561	328
Neighborhood Parks	%	0.1%	0.7%	38.3%	60.9%
	N	2	21	1166	1853
First Responders Park	%	0.4%	1.3%	39.6%	58.7%
	N	9	31	911	1349
Street Hockey Rink	%	0.0%	1.8%	49.5%	48.6%
	N	0	6	161	158
Hanby Park/Sprayground	%	0.3%	2.0%	37.6%	60.2%
	N	2	15	289	462

Parks Services (Figures 5.1)

		Very poor	Poor	Good	Excellent
Parks Maintenance	%	0.1%	0.5%	37.0%	62.5%
	N	1	9	690	1165
Soccer Fields	%	0.2%	2.3%	43.8%	53.7%
	N	2	24	452	554
Baseball/Softball Fields	%	0.2%	1.9%	43.4%	54.4%
	N	2	19	427	535
Lacrosse Fields	%	0.0%	1.0%	49.9%	49.1%
	N	0	5	248	244
Playgrounds	%	0.0%	0.6%	38.2%	61.2%
	N	0	9	571	915
Picnic Shelters	%	0.2%	1.2%	45.5%	53.1%
	N	3	18	696	811
Tennis Courts	%	0.1%	2.1%	50.5%	47.3%
	N	1	17	416	390
Basketball Courts	%	0.2%	0.9%	51.7%	47.1%
	N	2	8	447	407
Bikeways/Leisure Paths	%	0.2%	1.0%	32.5%	66.3%
	N	3	17	558	1139
Nature Preserves	%	0.4%	0.6%	34.9%	64.1%
	N	6	9	539	990

Recreation Services (Figure 6.1)

		Very poor	Poor	Good	Excellent
Pre-School Programs	%	0.5%	3.8%	46.3%	49.4%
	N	2	17	205	219
Youth Programs	%	0.2%	2.0%	49.5%	48.3%
	N	1	12	295	288
Teenage Programs	%	0.7%	7.1%	53.9%	38.3%
	N	3	31	235	167
Adult Programs	%	0.2%	2.6%	50.9%	46.2%
	N	3	32	618	561
Senior Adult Programs	%	0.4%	2.7%	44.4%	52.6%
	N	4	27	449	532
Athletic Programs/Sports Leagues	%	0.1%	2.5%	50.2%	47.2%
	N	1	22	441	415
Fitness Programs	%	0.3%	2.2%	48.3%	49.2%
	N	3	25	555	565
Individuals with Disabilities Programs	%	1.5%	6.3%	49.7%	42.4%
	N	6	25	196	167
Recreation Course Online Registration	%	1.9%	7.7%	46.4%	44.0%
	N	20	83	499	473
Special Events	%	0.1%	1.8%	39.7%	58.4%
	N	1	18	389	573

Planning & Development Services (Figure 7.1)

		Very poor	Poor	Good	Excellent
Building permit and inspection	%	3.8%	9.7%	54.0%	32.4%
	N	32	81	450	270
Zoning permit and approval	%	4.7%	10.5%	57.5%	27.3%
	N	33	74	405	192
Code enforcement/property maintenance	%	4.9%	13.0%	56.6%	25.5%
	N	47	126	547	247
Sidewalk maintenance	%	2.7%	14.2%	60.4%	22.7%
	N	48	249	1060	398
Road construction services	%	2.6%	9.8%	64.0%	23.7%
	N	47	175	1146	424
Annual street rehabilitation and repair program	%	3.7%	11.1%	57.5%	27.7%
	N	66	198	1023	493

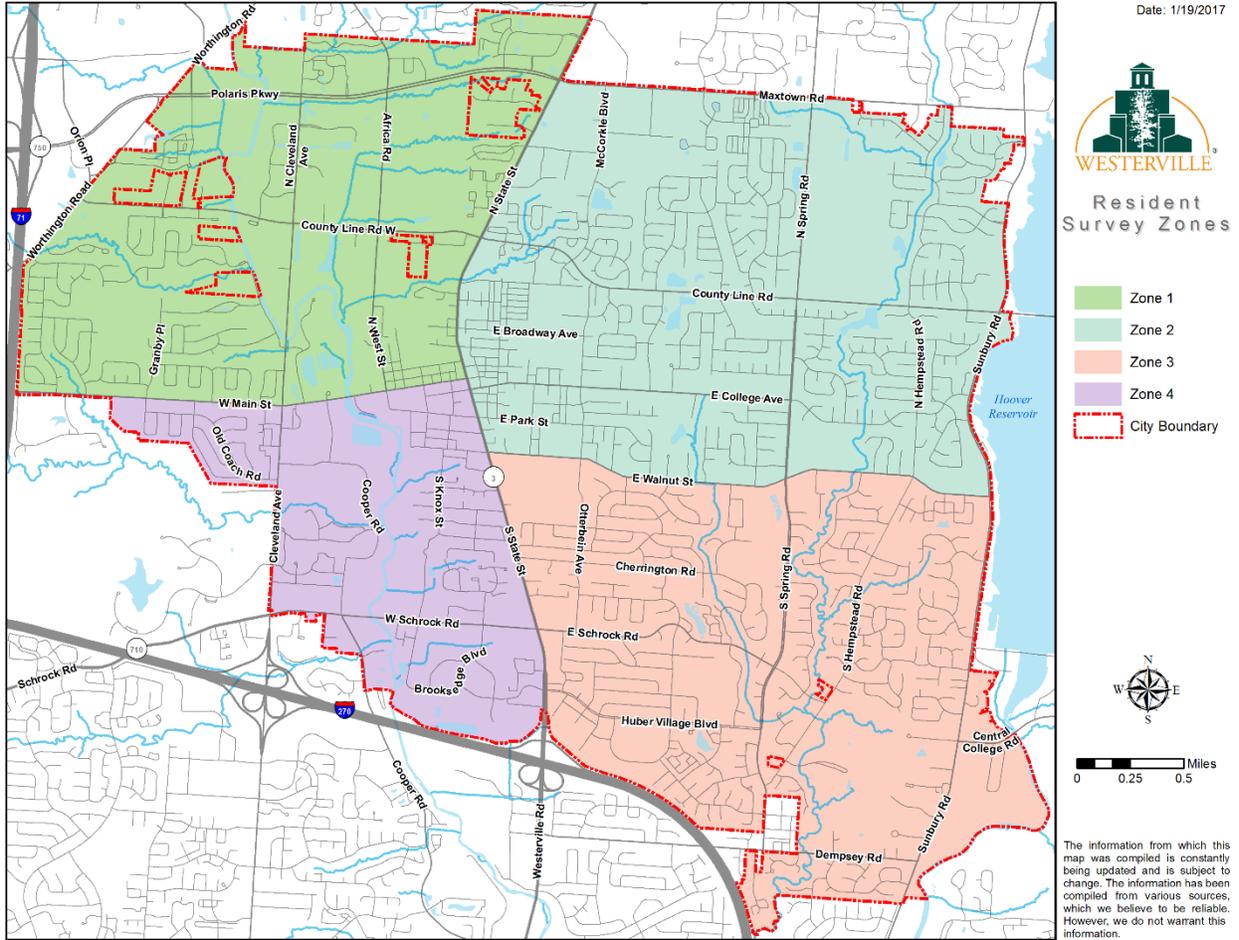
Public Works Services (Figures 8.1)

		Very poor	Poor	Good	Excellent
Street maintenance (pot holes)	%	2.4%	12.3%	64.7%	20.5%
	N	47	237	1243	394
Snow removal/ice control	%	0.4%	2.8%	40.6%	56.3%
	N	7	53	775	1076
Street cleaning	%	0.9%	4.9%	57.4%	36.8%
	N	16	93	1080	693
Sewer maintenance	%	1.3%	3.4%	59.1%	36.1%
	N	18	48	825	504
Leaf collection	%	5.2%	16.1%	49.4%	29.3%
	N	94	291	891	528
Refuse collection	%	0.4%	1.9%	35.6%	62.1%
	N	8	36	667	1165
Recycling collection	%	0.7%	3.1%	36.2%	60.0%
	N	13	58	667	1106
Yard waste collection	%	0.3%	1.7%	36.0%	62.0%
	N	6	30	649	1119
Stormwater management	%	3.0%	6.0%	57.6%	33.3%
	N	39	78	743	430

Utility Services (Figures 9.1)

		Very poor	Poor	Good	Excellent
Water	%	0.7%	2.5%	41.9%	55.0%
	N	13	48	804	1056
Electric	%	0.6%	1.8%	36.4%	61.2%
	N	11	35	706	1187
Sewer	%	0.7%	2.0%	44.3%	53.1%
	N	12	37	816	979
Street lighting	%	0.6%	4.3%	44.1%	50.9%
	N	12	84	853	985
Utility billing	%	0.9%	3.4%	44.7%	51.1%
	N	17	65	860	984

Appendix B: Westerville City Zone Map



Appendix C: Verbatim Open-Ended Responses

What two words best describe Westerville?

1. 12 yrs ago I would have used a lot of these words to describe the city, today it has changed for worse and I am considering moving because of it as are a lot of others I know. We need to get the city back to the way it was 12 yrs ago.
2. Affordable
3. arrogant
4. As with all communities. It depends where you live to answer this. I'll pass.
5. Average & Spendtrifts
6. Beautiful
7. Big Government
8. cautious
9. central
10. City Services
11. CLEAN
12. Community
13. Conservative (x2)
14. Convenience (x3)
15. Convenient, Crowded
16. Cramped
17. CROWDED
18. Diverse
19. Entitled
20. Expensive (x3)
21. Fun
22. get rid of Walmart
23. Good Freeway Access
24. Great parks (x2)
25. Great utility service
26. Growing
27. Hometown feel
28. Liberal leadership
29. Lively
30. Location and property value
31. Lots of nature
32. Nice (x2)
33. none of above anymore
34. ok
35. Opportunistic
36. Over developed
37. Over taxed
38. Overcrowded
39. Parks
40. patriotic

41. Peaceful
42. Pompous
43. Predominately white republican
44. Pretty
45. progressive
46. Provincial
47. Quaint/Historic
48. schools
49. Sprawling
50. Suburban (x2)
51. Too often hear of building codes and similar Dept. Works against builders and home owners rather than working with them. Most cases they are trying to improve the city and increase tax revenues.
52. Unaccountable
53. Walkable (x3)
54. Wants to be Dublin
55. Working class

In your opinion, what are the top three most important issues for the City of Westerville?

First priority:

1. affordable housing
2. Air quality issues
3. All important
4. complete Shrock Road to Sunbury
5. Controlling speed limits in residential areas eg College Ave
6. Creating walkable neighborhoods
7. Diversity and tolerance
8. Get Walmart OUT of Westerville it attracts too much crime. Bring in an upscale grocery market.
9. Higher ranking school system
10. Improve the incorporation of technological advancements to ensure Westerville remains relevant to residents, businesses, and visitors.
11. Land development Central College and Sunbury road
12. Maintaining & growing residents who are respectful, responsible, courteous landowners who contribute to are involved in the cities growth and well-being.
13. Making Westerville more senior friendly
14. Managing growth
15. Need 2, 5, and 10 year plans. need WSTRVL
16. need to isolate neighborhoods from highway better, specifically noise, especially at night
17. New Senior Center
18. Not increasing home density (smart growth) larger lot construction
19. Overall Sustainability measures
20. Poor communication with the citizens
21. provide more traffic law enforsment
22. racial and economic equality
23. Rental Properties that have been condemned and nothing being done (3 weeks)

24. Storm water run-off on property
25. Taxes (x4)
26. Too b
27. TRAFFIC (x4)
28. Uptown parking
29. Zero-carbon emissions future

Second priority:

1. Affordability (x2)
2. Being a green city
3. lowering property tax
4. Parking
5. Put portolets in parks in the winter
6. Quality of education
7. Responsible development that maintains quality of life
8. Trash ! rumpy is terrible. You should at the city of Ft. Myers,Fl , to see how efficiency trash is picked up. Rumpy uses old fashioned rear load trucks with 2-3 people on them. Trash was much better when the city had its own crews.

Third priority:

1. Lot's of eyesores in the Reservation has potential to bring the house values down.
2. Affordable housing
3. Auto traffic management
4. CITY PLANNING AND LAND USE
5. curb appeal of businesses in s Westerville (like Aldi)
6. get rid of Walmart
7. residenntial housing buildings is to dense
8. Revise regulations for building updates/changes
9. Speed Limits must be better enforced
10. Traffic lights are way too long.
11. traffic on RT 3. parking uptown
12. Working with library & school on related project to the benefit of the city

In your opinion, what are the top three most important safety services issues facing the City of Westerville?

First priority:

1. all
2. Connection to Community
3. unsafe for people of color
4. How we treat the black community
5. police staying safe so they can do their job
6. Gun violence prevention
7. Police safety & procedures
8. All of the above for all

9. Walmart and the non neighborhood crowds it brings in, there is crime there everyday.
10. Air quality issues (by they way on previous page on the issue of "how safe do you feel?" I assume you mean regarding crime, vandalism, etc. I do feel safe re: crime BUT I do not feel safe re: air quality related to the Scioto Materials asphalt plant. I would also add that an over application of brine creates large amounts of particulates in the air and that also impacts our water supply. As mentioned also, I experience other odor issues (industrial in nature) almost always at night when I open my windows. This also does not feel safe to me. Finally, the 270 & rt. 3 industrial site releases tons upon tons of particulate matter that undoubtedly travels 1.5 miles to my house. This also does not make me feel safe. Does this PM include silica and how much? Does it include PAHs and how much, etc.
11. Destruction of green spaces for development
12. Gun control
13. individuals with guns

Second priority:

1. Crime in general, IE. burglary, vandalism, etc
2. gun violence response/preparedness
3. Property Protection
4. Unsure

Third priority:

1. All equally
2. Routine patrols of residential & public areas (especially where older teens or undesirables can, do and will congregate)
3. gang and related crime intervention and response
4. Community policing out of the car
5. Human Trafficking
6. No opinion
7. Otterbein Students
8. Parking on street in Autumn Woods that inhibits emergency vehicles traffic
9. Rehabilitation of individuals with drug dependencies
10. School safety
11. Too many guns
12. Work with minority communities

Which of the following is the MOST important issue for Police Services?

1. 911 response (x2)
2. All of the above (x12)
3. Be Non-adversarial
4. Control speed limits
5. Crime Control (x2)
6. Crisis/disaster programs are wonderful
7. diversity in achieving quality police services
8. Drugs (x2)
9. Ending bias

10. Follow Rule of Law
11. I am not knowledgeable enough to choose
12. I think a lot of what is listed is important
13. inclusive community policing (all of the above)
14. keeping crime rate down and keeping illegal drug use from becoming prevalent in Westerville
15. Keeping the good work
16. Lacks respect for the black community. Targets young black men drivers.
17. Law Enforcement
18. Maintaining public safety, law, order, and justice.
19. Monitoring convicted violent offenders who are not in prison and live in Westerville
20. patrol to maintain safety/obvious presence
21. POLICE & FIRE DO A GREAT JOB, CAN NOT SELECT AN INDIVIDUAL ACTIVITY
22. Police appear to target youth, people of color and older cars in traffic stops. I would like to see a higher percentage of police traffic stops for luxury SUVs with white people in them
23. police staying safe
24. Policing and crime investigations
25. Presence, Training, and Response Time
26. Preventing crimes by patrolling.
27. protecting and serving EVERYONE, not just white people
28. Protecting and Serving Residents (x8)
29. Protection of life & property (x4)
30. Quick response time (x3)
31. Refusing to cooperate with ICE to tear apart families
32. Responding to crimes
33. Routine Patrols and Traffic Safety
34. Safety (x9)
35. showing an understanding of what minorities encounter at large from police services and focus on community outreach that isn't focused on punishing someone but instead building relationships and creating a history of trust with city residents.
36. strong police presence
37. They just need to be where there is danger, traffic cops are pointless; feet on the streets and response time to calls are the best ways to keep people safe
38. This question implies a desired answer. The answer I would give is to protect the community when called upon.
39. To fairly protect and serve
40. To serve all the police related needs of the community. No one service is more important than the other. There is no mention of Competent investigations, participation is various task forces such as JTTF, The drug Task force, the Marshall service violent criminal task force. 4 of your eight choices are related to the community services bureau. There is way more to Police services than it's community services bureau.
41. undercover/investigative policing
42. vigilant and proactive response to changing needs... ie current WPD fostering increased awareness about domestic violence
43. Walmart and the crowds and crime, it is unsafe.
44. Working on internal issues regarding corruption and biases that may be misused against citizens particularly citizens who are not white

45. WPD does not do enough to make crime information available to citizens. WPD needs a portal for the public that tells it like it is ugly or not and PC or not.

What are the top two information sources you find most useful in staying informed of city related issues?

1. There is no website for the citizens of Westerville to give their opinion and on going basis especially win the council members are hard to read
2. Comm Ctr Publication
3. Library
4. listserv
5. Not being inundated with anything
6. Work for city
7. Cannot get the PO delivered
8. It would be nice if the ThisWeek Westerville was actually delivered to homes in the Berkshire Commons area
9. Kathy Cocuzzi
10. Mailings (x9)
11. miss channel 3
12. radio broadcast
13. Street signs
14. Text message
15. The website is awesome but I rarely visit it, but want to stay in the know. If you don't already, I'd love to receive weekly/monthly emails (I'll see if there is already an option for that)
16. mailings
17. MSNBC, CNN
18. no longer receive suburban paper
19. Pleas
20. post cards
21. WESTERVILLE SUNRISE ROTARY CLUB
22. Wish we got the "Westerville news"
23. Would like texts of events
24. Would like to be able to purchase local news paper to stay informed

Which social media networks or platforms do you most regularly use?

1. Whatsapp
2. MeWe

(Note: nearly all open-ended responses to this item were not valid responses. This includes responses like "none," email, text messaging, mentions of newspapers/tv/radio, or commentary of social media platforms. As such, they were not included in the verbatim list of responses.)

Among the other sections of the Westerville Magazine, what sections do you find most useful and/or worth reading?

1. Ads (x2)
2. All/everything (x4)
3. Anything about the arts

4. Bookmarks
5. Books
6. City Planning and Future Decisions
7. Community correspondence
8. Community Services
9. concerts
10. CONSTRUCTION UPDATES
11. Crime Dispatch Log
12. Don't really look at these
13. general
14. historical
15. i guess i should read more closely
16. Informational
17. It varies depending on what's in the sections.
18. It's pretty boring
19. Library Recommends (x2)
20. local events
21. local history - school history
22. new additions to the city
23. New Businesses
24. New to Westerville construction, businesses
25. None (x5)
26. Safety
27. safety issues and utilities
28. To difficult to select
29. youth activites / calander

Have you used the mobile app to do any of the following?

1. Check leaf collection status (x4)
2. Checking on info
3. do not use (x45)
4. holiday trash pickup schedule/leaf schedule
5. I wanted to use it to view real time electric usage information but that feature of the "smart" meters doesn't work.
6. Report damabed signs or articles left on the bikeway.
7. road warrior
8. Taxes
9. too slow and its a joke
10. View open requests