



W

2021

WESTERVILLE
RESIDENT SURVEY

RESULTS



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Executive Summary

The 2021 City of Westerville Resident Survey is the seventh survey of community residents commissioned by the City in the last 16 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 2021 survey retains many of the same items as the previous surveys (2005, 2009, 2012, 2014, 2016, and 2018), but also includes some new questions intended to investigate more recent areas of interest to the City.

The 2021 survey was accessible to residents online between February 18, 2021 and April 4, 2021, for a field period of 46 days; residents were invited to take the survey and were provided an access passcode via postcard. In total, 3,247 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 "family friendly," "safe," and "comfortable." 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 "access to quality City parks and recreation space." The aspects respondents liked least about living in Westerville were "property taxes" by a wide margin, followed by "too much development."

As was the case in 2018, "public safety and emergency management" was chosen as the most important issue for the City of Westerville ahead of "fiscal management and responsibility." With regard to safety 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 "burglary" increased notably from 2018, while concerns about "distracted/impaired driving" and "substance abuse and drug interdiction" declined.

Residents continue to be satisfied overall with issues related to land use, availability and pricing of housing, and management of economic growth, although the satisfaction has declined somewhat. Since 2018, 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.

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 2021. 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. Those that changed were largely improvements, with Parks & Recreation Facilities, Public Works Services, and Utility Services seeing a notable number of improvements in rating.

There were some changes in use of communication media from 2018 to 2021. Most notably, the City publications were once again the most commonly-cited source of information, after falling behind the

City website in 2018. Social media continued to increase as well. As one item of note, the community's awareness of the MyWesterville app (previously known as the Tell Westerville app) declined significantly from 2018.

This year's "Current Events" section of the survey focused on issues related to policing and law enforcement in the City of Westerville. Overall perceptions of Westerville Police Department (WPD) were positive, although they were less so for certain populations (such as renters, younger residents, and newer residents of Westerville). They were also somewhat less positive on topics related to how WPD deals with minoritized communities. While very few respondents had experienced or witnessed unfair interactions with WPD based on race, gender/sex, or other factors, half of respondents indicated that they were not sure whether WPD treats people of color and other minoritized communities fairly and impartially (with nearly half saying WPD does treat them fairly and impartially). Citizens tended to feel they moderately understand the issues law enforcement face in the current environment, and when provided a list of possible ways WPD could improve community relations, they were most likely to say WPD should be more visible in the community.

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, 2018, and again in 2021.

The 2021 web-based survey was available to residents between February 18, 2021 and April 4, 2021, for a field period of 46 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-March. Additionally, the survey was promoted on the City's social media accounts and website.

A total of 3,247 Westerville residents accessed the survey; of those, 3,210 answered at least one question beyond the initial demographics relating to their residence in Westerville. This is notably higher than the respondent pool for any other previous survey.

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 the section that assesses residents' opinions on issues pertaining to policing and law enforcement.
- 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 2021 survey results, results from 2018 are presented where appropriate and any statistically significant differences in responses between 2018 and 2021 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 their home.
- 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 where results changed "significantly" from 2018 to 2021 or that there is a "significant" difference in response between two or more groups does not indicate the magnitude of difference. Particularly as the number of respondents has increased, statistical significance becomes easier to achieve, even if it is a relatively small change in numbers. Finally, for both the cross-year analysis and the group differences analysis, responses of "don't know" and "not applicable" were excluded unless they were appropriate or relevant to include.

Finally, it should be noted that the majority of open-ended comments gathered through the survey were provided verbatim and not used in an analytic fashion, except where noted in the report. As such, the information provided in those open-ended items did not affect survey results.

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?” Table 1.1 provides the categories as well as the percentage of respondents whose response fell into each category.

In 2021, “Family-friendly” replaced “Safe” as the most frequent response; overall, however, the most common words stayed largely the same. The words chosen least often (all by less than one percent of respondents) were “generous” and “leaders.” A little over three percent of respondents gave an open-ended response to the question.

Table 1.1. What two words best describe Westerville?

Categorical Response	2021	2018	Categorical Response	2021	2018
Family-friendly	37.6%	39.5%	Inclusive	3.3%	2.8%
Safe	36.6%	41.3%	Prosperous	3.0%	3.3%
Comfortable	22.3%	18.8%	Accountable	2.5%	2.5%
Friendly	20.2%	19.6%	Innovative	2.4%	0.9%
Welcoming	15.4%	14.9%	Trustworthy	1.7%	1.9%
Quality	11.6%	12.2%	Purposeful	1.6%	1.1%
Attractive	11.4%	10.4%	Generous	0.9%	0.9%
Vibrant	5.3%	5.6%	Leaders	0.4%	0.6%
Diverse	4.7%	5.8%	<i>Other*</i>	3.1%	2.3%
Responsible	4.6%	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?” As seen in Table 1.2, property taxes was cited most often by a wide margin (46%), while “too much development” became the second-most common response (14.6%), replacing “traffic in general” from 2018; mentions of traffic have continued to decline after peaking in 2016.

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

Categorical Response	2021	2018
Property tax	45.8%	34.7%
Too much development	14.6%	10.4%
Traffic in general	8.0%	13.3%
Rush hour traffic	7.4%	16.9%
Construction traffic	4.8%	7.7%
Traffic at intersections	3.9%	3.5%
Income tax	3.0%	3.5%
Not enough development	1.3%	1.2%
<i>Other</i>	10.9%	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 five percent of the “other” responses) related generally to parking, complaints about other residents, the public school district.

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

Categorical Response	%	Categorical Response	%
Inadequate parking	6.8%	Run-down/vacant residential properties; lack of upkeep to homes and yards (especially rental properties)	1.6%
Residents (political leanings; inconsiderate; their racial/ethnic background)	6.8%	Walmart	1.6%
Quality of Schools; dissatisfaction with win-win; allowing Columbus students to attend Westerville schools	5.6%	Excessive rules/regulations	1.6%
City Staff or Leaders (e.g., unresponsive; does not represent residents)	4.7%	Not enough to do/lack of entertainment/social activities	1.2%
Lack of affordable housing/high cost of living	4.7%	Lack of public transportation	1.2%
Speeders; speed limits not enforced	4.3%	Complaints about police (harassment/questionable actions)	1.2%
Lack of good/enough restaurants/bars in the area	3.4%	Noise	0.9%
Utility-related problems (e.g., water quality; sewer issues; outages)	2.8%	Commute to work/Distance to work/Columbus/OSU	0.9%
Poor conditions of/not enough sidewalks; City not pedestrian or bike friendly	2.8%	Parks/rec center/senior center	0.6%
Road conditions	2.8%	Smells (manufacturing, skunks, etc.)	0.6%

Categorical Response	%	Categorical Response	%
Public works service problems (e.g., street cleaning; snow removal; leaf/refuse collection; recycling)	1.9%	Code enforcement	0.6%
Timing of traffic lights	1.9%	Narrow streets	0.3%
Cost of utilities/lack of utility options	1.9%	Family/friends don't live nearby	0.3%
Crime	1.9%	Construction on State/Shrock/Westerville/State	0.3%
Poor spending; overspending; how City prioritizes spending decisions	1.6%	Multiple responses/all of the above	0.3%
Streets with low speed limits	1.6%	Not applicable (NA), Don't know/Unsure/Gave non-response	17.4%

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; while the overall percentage was the same as in 2018, there was a statistically significant shift in the responses.

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 76% of residents agreeing. This result was a statistically significant change from 2018 (82%).

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

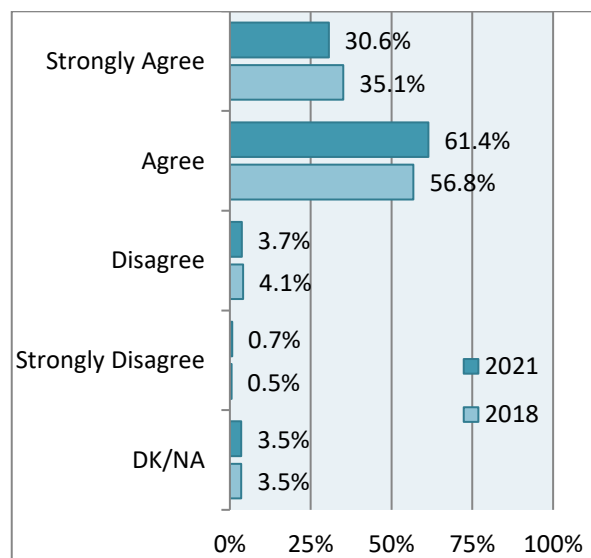
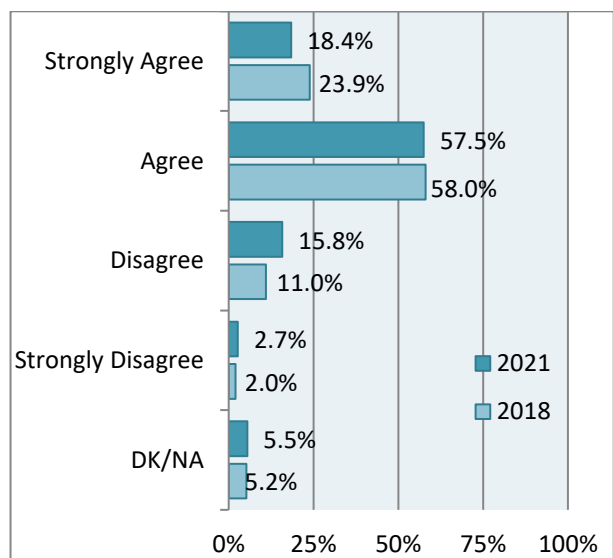


Figure 1.2. Westerville offers a good variety of housing choices in terms of pricing and selection.



Group Differences

Years of residence: Those who had lived in Westerville six years or more were more likely to disagree that Westerville offers a good mix of land uses (5-6% versus 1-2% of more recent residents).

Age: Residents 51 and older were more likely to agree that Westerville offers a good variety of housing choices (81-86% versus 77% of younger groups).

Rent or own home: Owners were more likely to agree that Westerville offers a good variety of housing choices than renters (82% versus 65%).

Zone: Zone 4 residents were less likely to agree that Westerville offers a good variety of housing (29% versus 18-19% of other zones).

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, 71 percent agreed the City is doing a good job of managing housing growth. With regard to managing retail and business growth, 80 percent agreed that the City is doing a good job of managing retail and business growth. These results both differed statistically significantly from 2018.

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

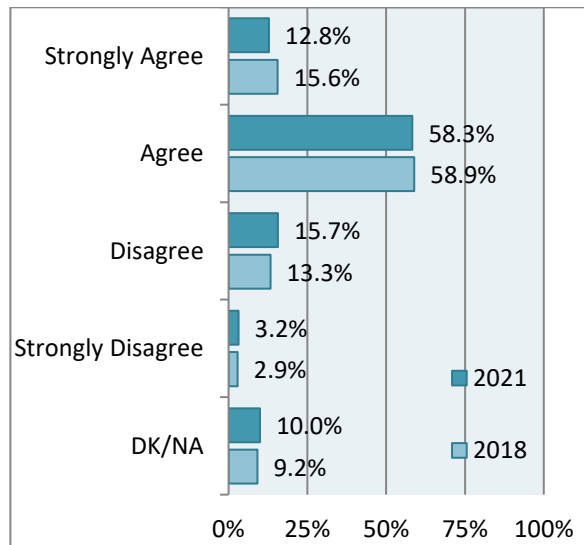
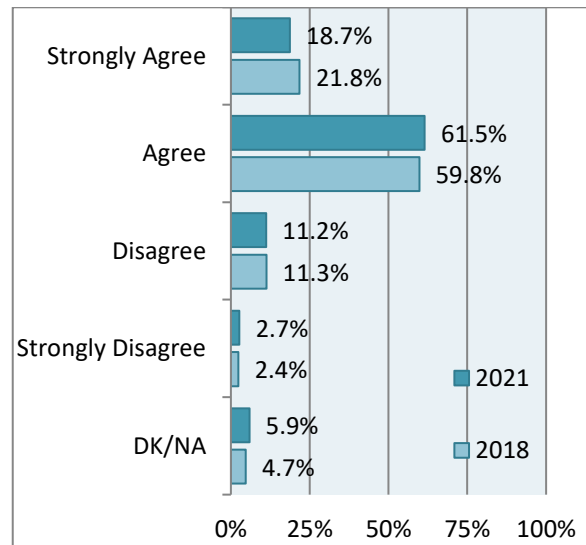


Figure 1.4. Westerville does a good job of managing retail and business growth.



Group Differences

Years of residence: Residents of Westerville for five years or less were more likely to feel Westerville does a good job of managing housing growth (85-88% versus 76-79%).

Residents of Westerville for a year or less were more likely to feel Westerville does a good job of managing retail and business growth (95% versus 84-89%).

Age: Residents of Westerville ages 40 and under, and those 71 and older, were more likely to feel Westerville does a good job of managing housing growth (82% versus 77-79%).

Residents of Westerville ages 40 and under, and those 71 and older, were more likely to feel Westerville does a good job of managing retail and business growth (87-90% versus 4%).

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 80% and 61%, respectively). The item relating to tax breaks and incentives is a statistically significant difference relative to 2018.

Despite the overall agreement with the use of financial incentives, nearly three in ten (29%) 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 2018, 2016, and 2014).

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

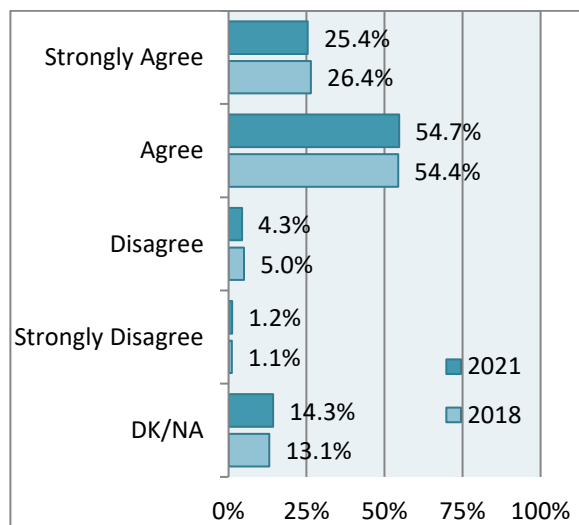
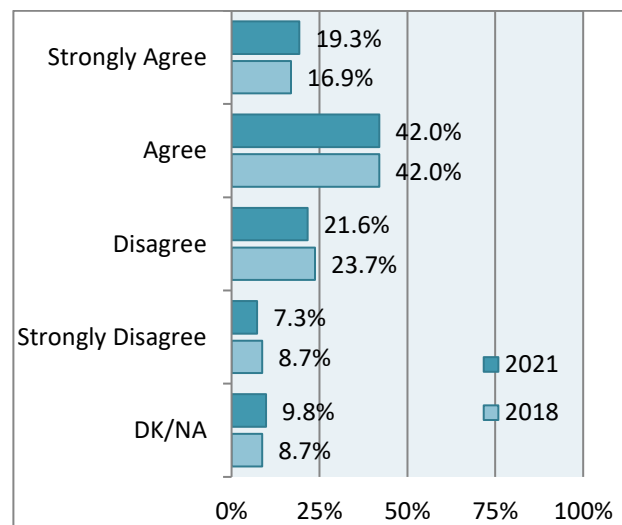


Figure 1.6. The City of Westerville should give tax breaks and other financial incentives to employers to bring new businesses into the City.



Group Differences

Years of residence: No statistically significant differences.

Age: Residents aged 18 to 40, and those 71 and older, were more likely to agree the City promotes a business-friendly environment (94-5% versus 92-93%).

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 (76%, versus 67% of owners).

Zone: Zone 1 residents were more likely to agree the City promotes a business-friendly environment (96% versus 93-94%).

As seen in Figure 1.7, in 2018 a majority of residents (82%) agreed that Westerville traffic flows on main streets were at least as good as other Columbus suburbs. This was statistically significantly higher than in 2018, when 69% 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 68% of residents agreed with this

item, which was also statistically significantly different than the 2018 survey (57%). About 85% of residents agreed 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); the results were statistically significantly different from 2018.

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.

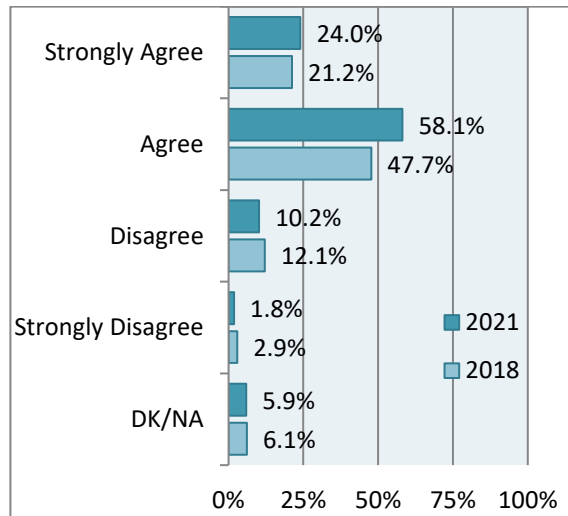


Figure 1.8. Traffic flows on Westerville’s main arteries have improved in the last two years.

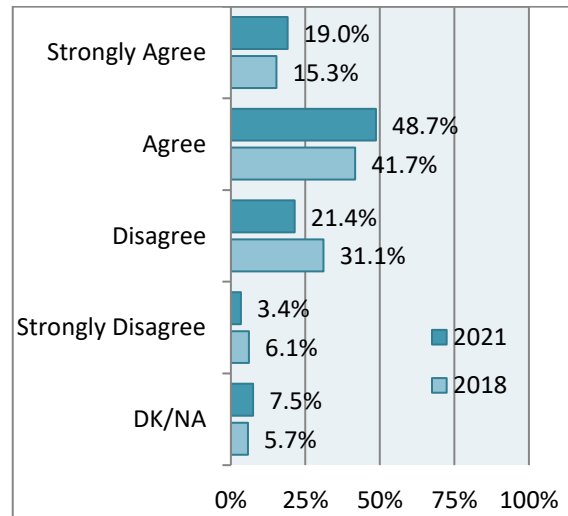
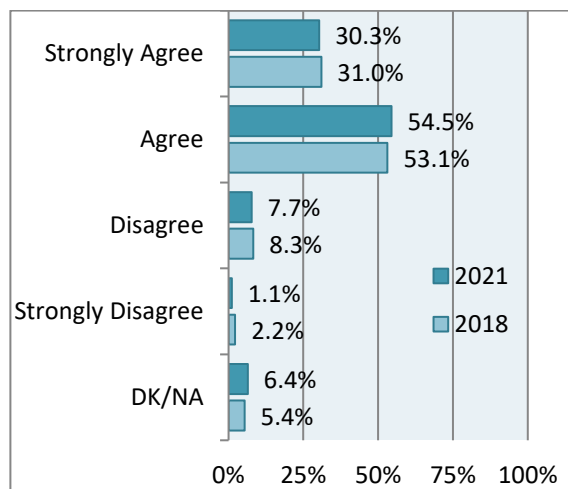


Figure 1.9. The quality of Westerville’s infrastructure (roadways, alleys, bridges) has improved in the last two years.



Group Differences

Years of residence: Residents who have lived in Westerville 2-5 years were more likely to agree that Westerville’s traffic flow is at least as good as in other Central Ohio suburbs (91%, versus 84-89%).

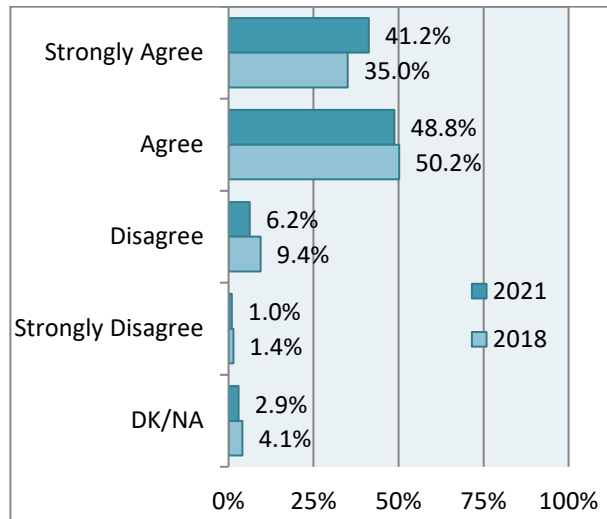
Age: Residents age 18-40 were more likely to agree that overall traffic flow is at least as good as other suburbs (91% versus 86-89%).

Rent or own home: No statistically significant differences.

Zone: Zone 3 and 4 residents were less likely to agree that traffic flows in Westerville are as good as other suburbs (84-86% versus 88%). Zone 1 residents were more likely to say traffic flows in Westerville have improved in the last two years (78% versus 71-73% of other zones).

Respondents were also asked how the City does with promoting recycling and conservation. As seen in Figure 1.10, the vast majority of residents, 90%, agreed that the City of Westerville does a good job of promoting recycling and conservation. This was a statistically significant change from 2018.

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



Group Differences

Years of residence: Residents of a year or less were least likely to say the City does a good job of promoting recycling (86%, versus 91-94% of other groups).

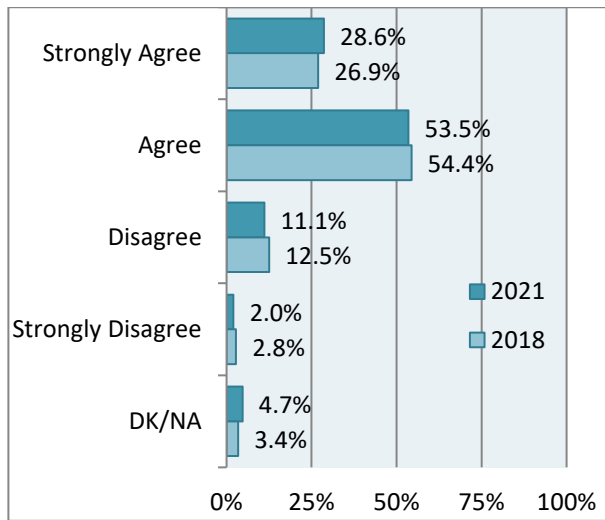
Age: Westerville residents aged 18-40 were least likely to say the City does a good job of promoting recycling (89%, versus 93-95% of other groups).

Rent or own home: Renters were less likely to agree that Westerville does a good job of promoting recycling and conservation than owners (83% versus 93%).

Zone: No statistically significant differences.

Figure 1.11 shows the results of a question asking residents about the City’s performance in communicating construction traffic information. Approximately 80% of respondents agreed that the City has done a good job. These results were significantly different from 2018.

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: Residents of 2-5 years were more likely to agree that Westerville does a good job of communicating traffic information (91% versus 85-88%).

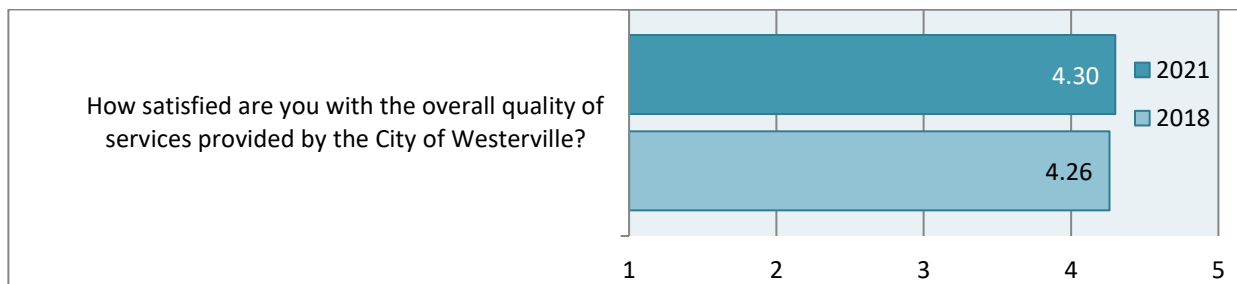
Age: No statistically significant differences.

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 4.3. Roughly 90% of respondents indicated they were satisfied or very satisfied with City services; only four percent indicated some level of dissatisfaction. The score did not change statistically significantly from 2018.

Figure 1.12. Mean Ratings for Overall Satisfaction



Group Differences

Years of residence: No statistically significant differences.

Age: No statistically significant differences.

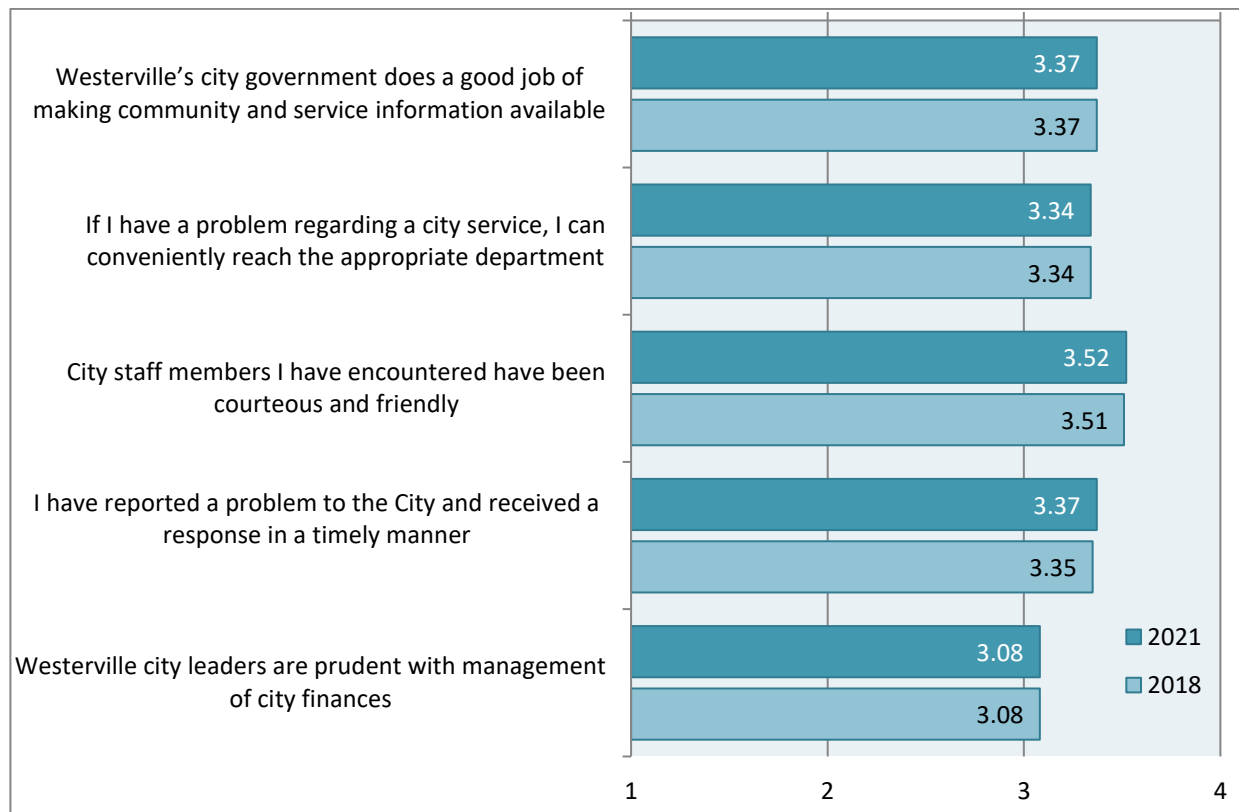
Rent or own home: Renters were less likely to be satisfied overall with the services the City provides.

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 2018 and 2021 for any of the items.

As in previous years, the lowest score was assigned to “prudent management of finances,” which received a mean score of 3.08 for 2021. Despite the comparatively low mean score, 86% 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 6-10 years were less likely to feel they had received a response in a timely manner to a reported problem than those who have lived in the city for 2-5 years. Residents living in Westerville 2-5 years were more likely to feel City leaders are prudent with City finances than residents 11-25 years and residents 26 years or more.

Age: No statistically significant differences.

Rent or own home: Owners were more likely to indicate overall satisfaction, that they can reach the appropriate department, that City staff members are courteous and friendly, and that the City does a good job of promoting recycling and conservation.

Zone: No statistically significant differences.

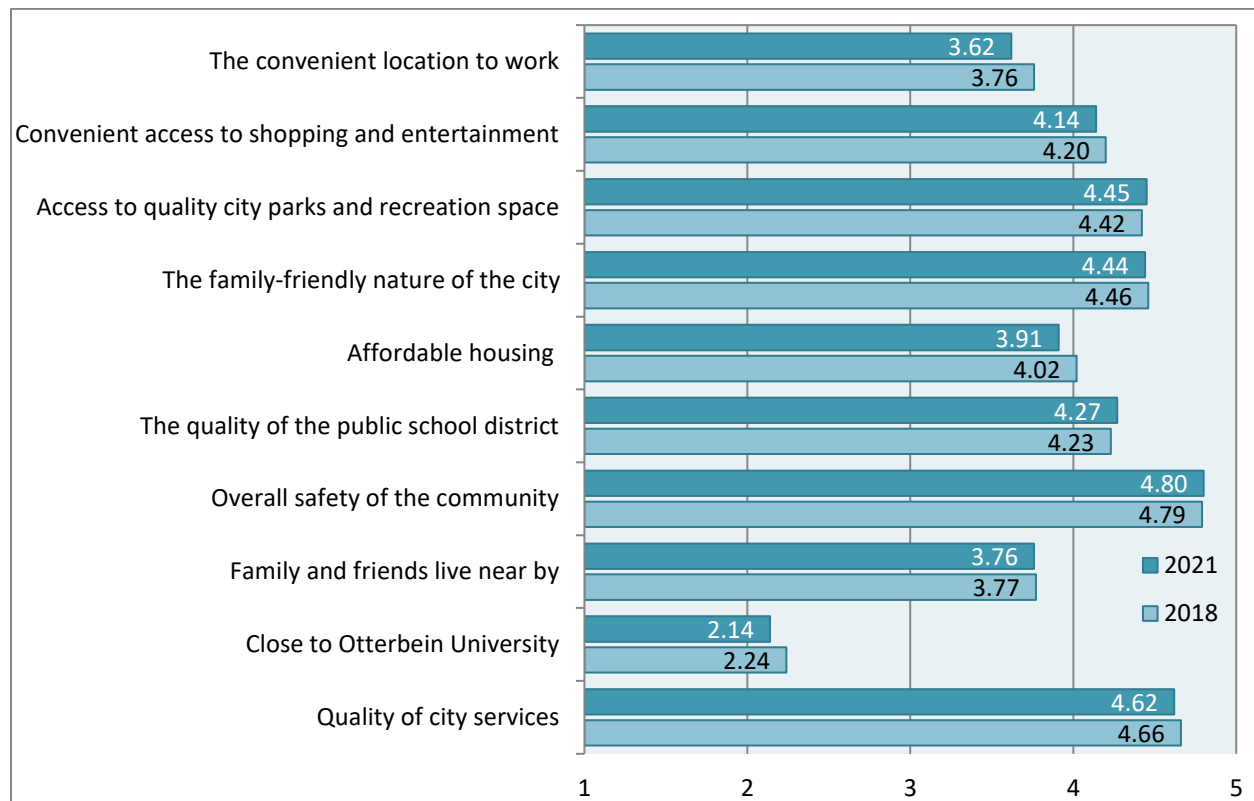
2. Community Priorities

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

First, they were presented a list of potential reasons why they live in Westerville, and were asked to indicate how important each is to them. Figure 2.1 presents the mean score for each item, on a scale from 1 indicating “not at all Important” to 5 indicating “extremely Important.” Just as in years past, “overall safety of the community” had the highest mean (4.80). Being close to Otterbein University had the lowest rating (2.14). Several items received statistically significantly lower importance ratings in 2021 than 2018:

- Convenient location to work
- Convenient access to shopping and entertainment
- Affordable housing
- Close to Otterbein
- 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 11-25 years, or 26 years or more, were less likely to place importance on quality City parks and recreation space than residents of a year or less, or 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.
- The proximity to Otterbein University was more important to residents of 26 years or more than those of all other residents.

Age: There were age differences for all but one item.

- Residents 61-70 and 71 and older were less likely to place importance on proximity to work than all other age groups.
- Residents 71 and older were more likely to value access to shopping and entertainment than those 60 and under; respondents 61-70 were more likely to value access to shopping and entertainment than those 50 and under.
- Those in the 18-40 age range valued access to parks and recreation space more than those in all other age groups; those in the 41-50 age group valued park and recreation space access more than the 71 and older group.
- Residents age 61 and older placed greater importance on affordable housing than those 18-50.
- Residents aged 51-70 placed less importance on school district quality than those aged 18-50.
- Residents 61-70 valued community safety more than those in the 18-40 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 any other group; 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 convenience to work and shopping and entertainment, housing affordability, proximity to family and friends, and proximity to Otterbein; they placed less importance on the quality of the school district.

Zone: There were zone differences for four items:

- Zone 2 residents placed greater importance on proximity to work than Zone 3.
- Zone 4 placed more importance on affordable housing than Zone 1.
- Zone 3 placed greater importance on the quality of the public school district than Zone 1.
- Zone 1 and 4 residents placed greater importance on being close to Otterbein University than residents in Zone 2.

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 2021 “public safety and emergency management” continued to be a top priority.

Looking at the percentage of respondents who chose a given item as their first, second, or third choice, most items remained relatively stable from 2018 to 2021. The largest change was an increase in the mentions of reliable and efficient utility services (46% in 2018 versus 53% in 2021).

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	2021	2018	2021	2018	2021	2018
Public safety and emergency management	24.1%	23.5%	15.8%	16.0%	11.1%	9.1%
Fiscal management and responsibility	18.9%	23.3%	10.5%	12.3%	12.1%	11.4%
Reliable and efficient utility services	14.6%	10.8%	24.6%	18.5%	13.6%	16.2%
Maintaining current safety services	13.4%	14.7%	12.5%	13.3%	8.9%	8.2%
Green space preservation	10.8%	7.8%	10.2%	7.4%	16.1%	11.7%
Infrastructure and roadway maintenance	4.9%	7.3%	12.5%	15.4%	14.5%	19.3%
Maintaining current City services that are not related to safety	4.0%	3.9%	4.5%	6.6%	8.5%	9.5%
Economic development and job creation	2.7%	2.9%	3.8%	4.6%	5.4%	5.6%
Communication of City information to residents	1.4%	1.2%	1.4%	2.4%	4.7%	4.1%
Other*	1.4%	1.7%	0.4%	0.5%	0.8%	0.6%

*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 24% 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” (28%, versus 34-41% of other groups).

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

A second item also asked respondents to select which safety issues facing the Westerville community they felt were most important (Table 2.2). In 2021, “maintaining emergency response times” was again the most commonly mentioned first-choice issue, followed by “routine patrol of residential areas.” Overall, however, the patterns of response in 2018 and 2021 were similar, but there were notable declines in mentions of distracted/impaired driving and substance abuse and drug interdiction.

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	2021	2018	2021	2018	2021	2018
Maintaining emergency response times	24.8%	24.9%	16.0%	16.2%	9.9%	9.9%
Routine patrol of residential areas	22.0%	21.4%	22.3%	24.1%	14.7%	15.4%
Burglary	12.2%	8.6%	7.2%	6.6%	6.9%	7.6%
Distracted/impaired driving	7.3%	11.6%	8.6%	9.3%	7.9%	10.6%
Substance abuse and drug interdiction	6.1%	11.1%	8.7%	12.5%	9.8%	11.6%
Domestic violence	4.9%	5.6%	6.4%	5.8%	6.2%	5.6%
Community outreach programs	4.1%	2.4%	4.8%	3.4%	8.9%	8.7%
Traffic enforcement	3.0%	3.6%	5.4%	6.5%	7.8%	9.1%
Homeland security and crisis readiness	2.8%	3.0%	4.2%	3.2%	6.0%	5.1%
Youth issues	2.8%	1.9%	4.3%	3.2%	5.9%	5.1%
Vandalism	2.7%	1.5%	5.7%	4.4%	8.5%	5.7%
Other*	1.9%	0.6%	0.6%	0.2%	1.1%	0.5%

* 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" (55%, versus 47-51% of other groups).

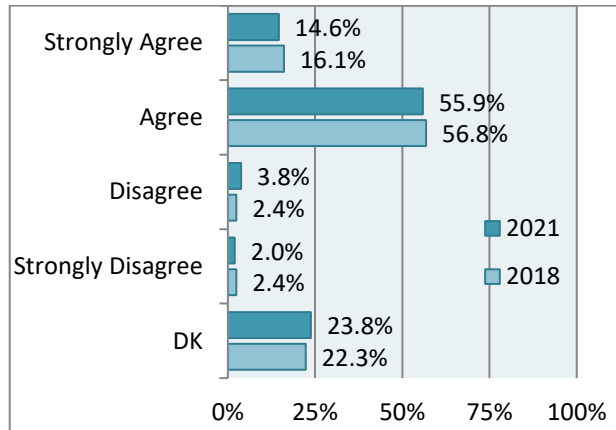
Age: Residents ages 50 and below were less likely to select "maintaining emergency response times" (47-48%, versus 51-59% of other age categories).

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Figure 2.2 shows that the majority of respondents (71%) agreed that local government agencies, community leaders, and civic organizations tell a consistent story about the City of Westerville. This was a statistically significant shift from the responses in 2018.

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: Residents of 2-5 years were more likely to agree than other resident groups (97% versus 90-92%).

Age: No statistically significant differences.

Rent or own home: No statistically significant differences.

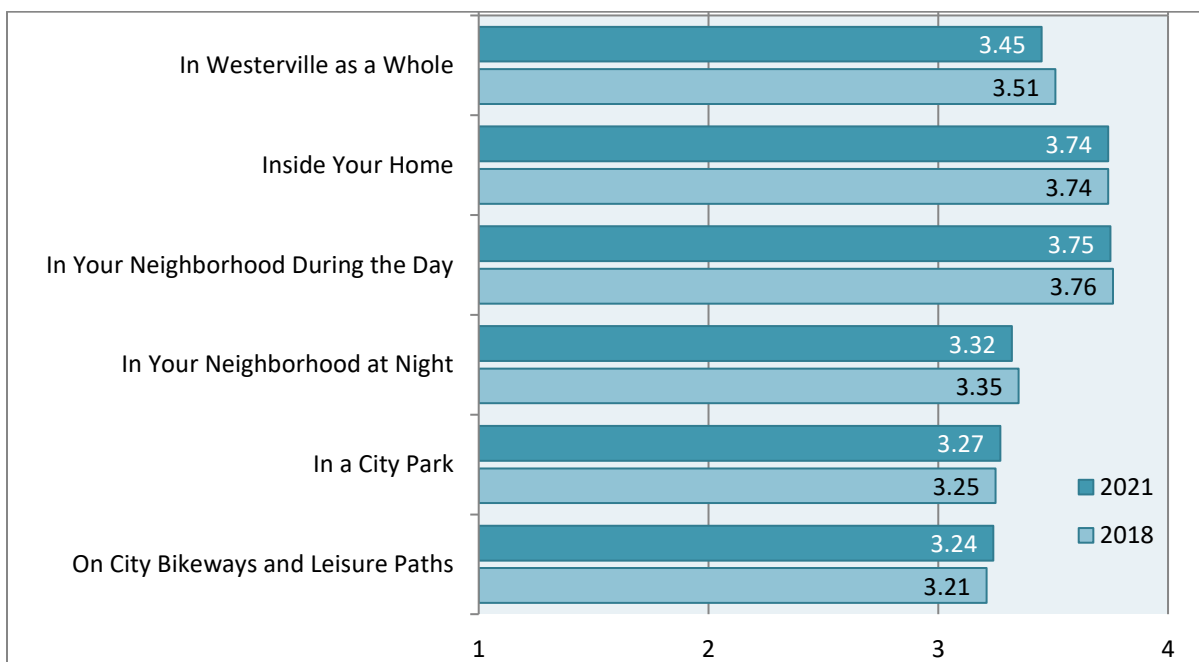
Zone: No statistically significant differences.

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. Three scores changed statistically significantly from 2018 to 2021:

- In Westerville as a whole (lower)
- In your neighborhood at night (lower)
- On City bikeways and leisure paths (higher)

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 several items:

- Respondents aged 61 and older felt less safe in their neighborhood during the day, on bike trails and leisure paths, and inside their homes than those in 18-40.
- Respondents aged 18-40 felt safer in City parks than all other age groups.

Rent or own home: Renters felt less safe in their neighborhoods during the day, in their neighborhoods at night, on bike trails and leisure paths, inside their homes, and in City parks than those who own their homes.

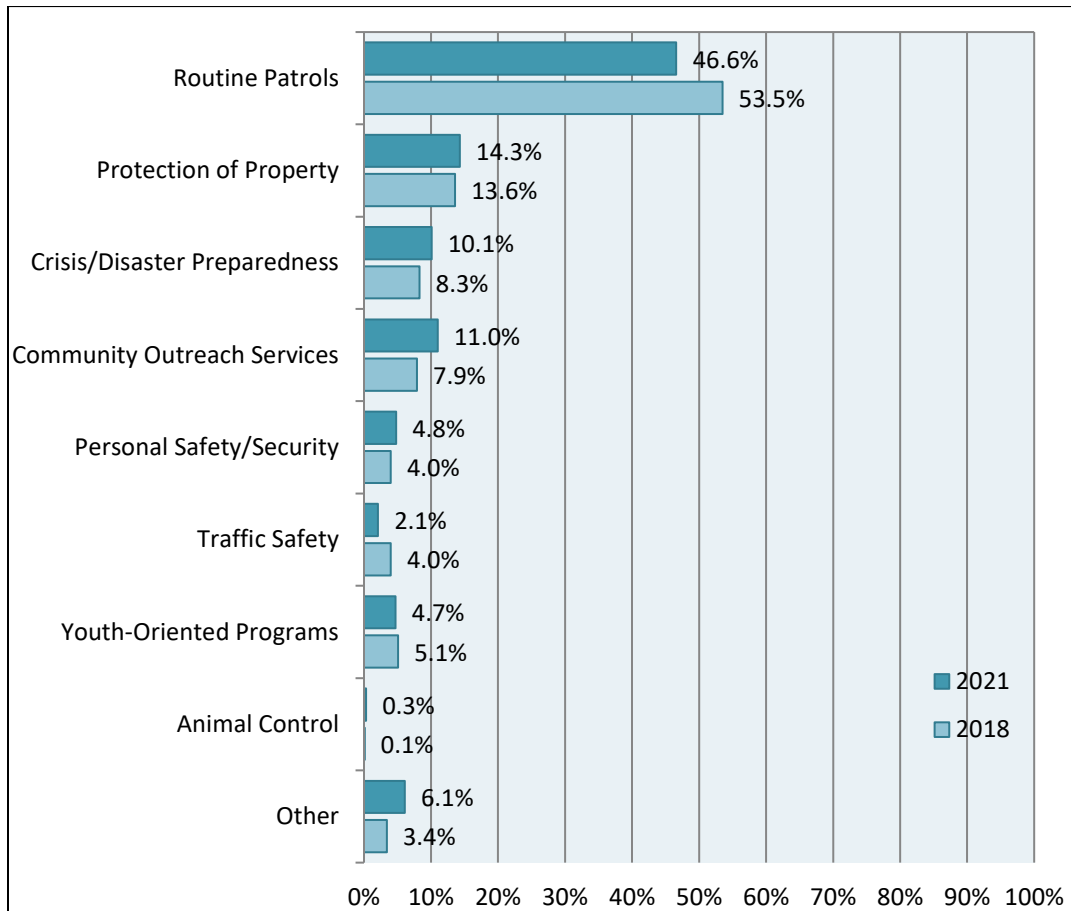
Zone: There were a few zone-based differences for these items:

- Zone 1 and 2 residents felt safer than Zone 3 and 4 residents in their neighborhood during the day.

- Residents of Zone 1 and 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, responses were similar between 2018 and 2021, with “routine patrols” being the most frequently-selected issue, and “animal control” being chosen the least. However, “routine patrols” were mentioned less often than in 2018.

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 1-5 years were less interested in routine patrols than other groups (38-40% versus 45-52% of other groups). Conversely, they were more interested in community outreach (17% versus 7-13% of other groups).

Age: Similar to years of residence, routine patrols were least important to the 18-40 category (38%, versus 46-51% of other groups). Youth-oriented programs mattered more to the 18-40 group (9%, versus 3-5% for others), while community outreach mattered more to 18-40 and 41-50 age groups (18%, versus 7-8% of others). Protection of property was a higher priority for ages 51 and up (15-16%) than younger groups (12%).

Rent or own home: Renters were more likely to prioritize community outreach (15% versus 11%), crisis/disaster preparedness (17% versus 10%), and personal safety/security (10% versus 4%), while

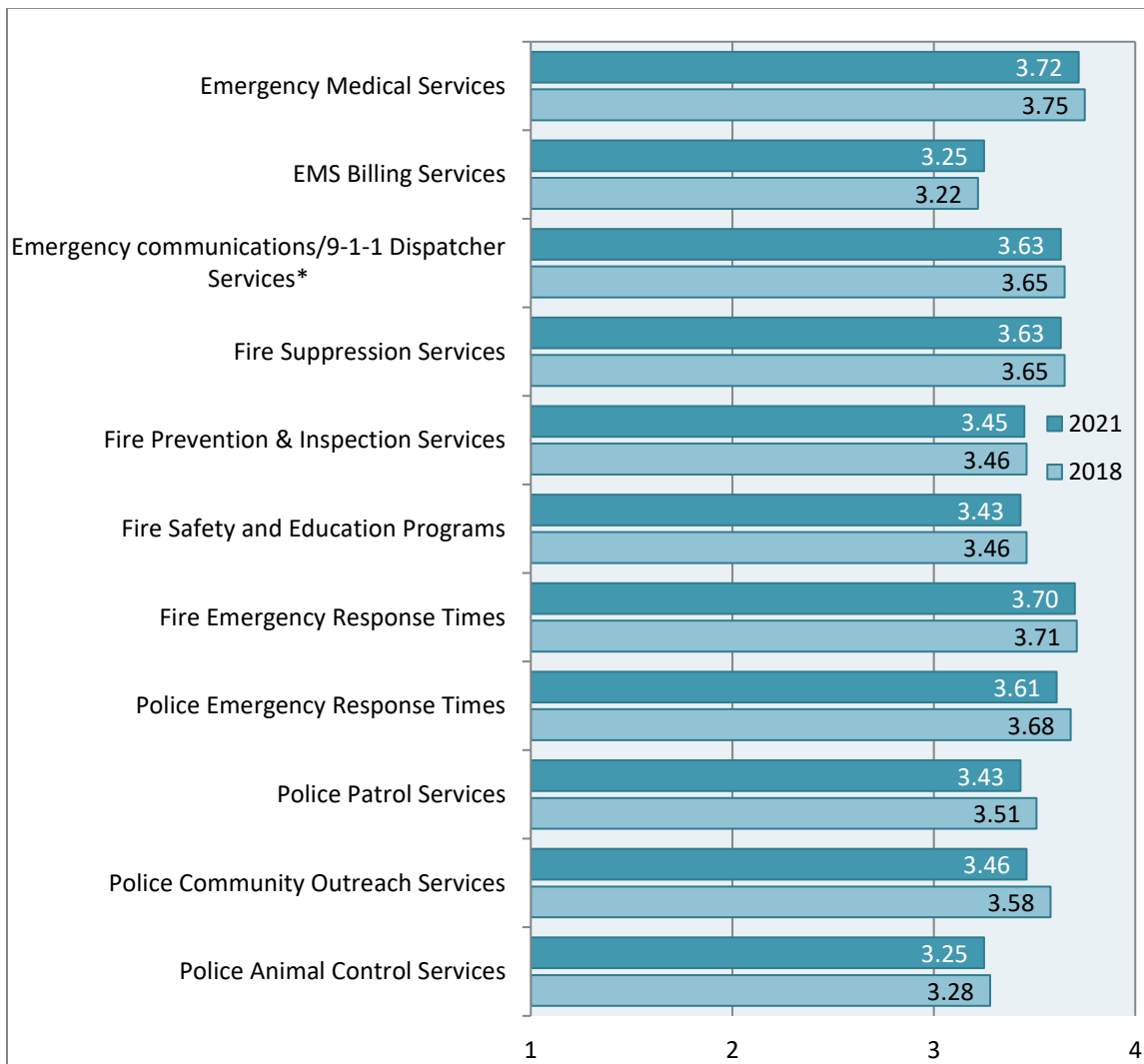
owners were more likely to prioritize routine patrols (48% versus 37%) and protection of property (15% versus 8%).

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 2021 was similar to 2018; 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” (65% for both categories). Several importance ratings statistically significantly declined from 2018 to 2021:

- EMS 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 1-5 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 2-5 years rated fire emergency response times and police emergency response times lower than those who have lived in Westerville for 11 years or more.
- Residents who have lived in Westerville for 2-5 years rated police patrol services and police outreach services lower than those who have lived in Westerville for 25 years or more.

Age:

- Respondents aged 18-40 rated EMS services lower than those ages 51 and older.
- Respondents aged 18-40 rated fire prevention and inspection services higher than those ages 61 and older.
- Those aged 61-70 rated fire safety and education programs lower than those aged 18-60.

Rent or own home: Owners rated fire suppression and EMS services higher than renters.

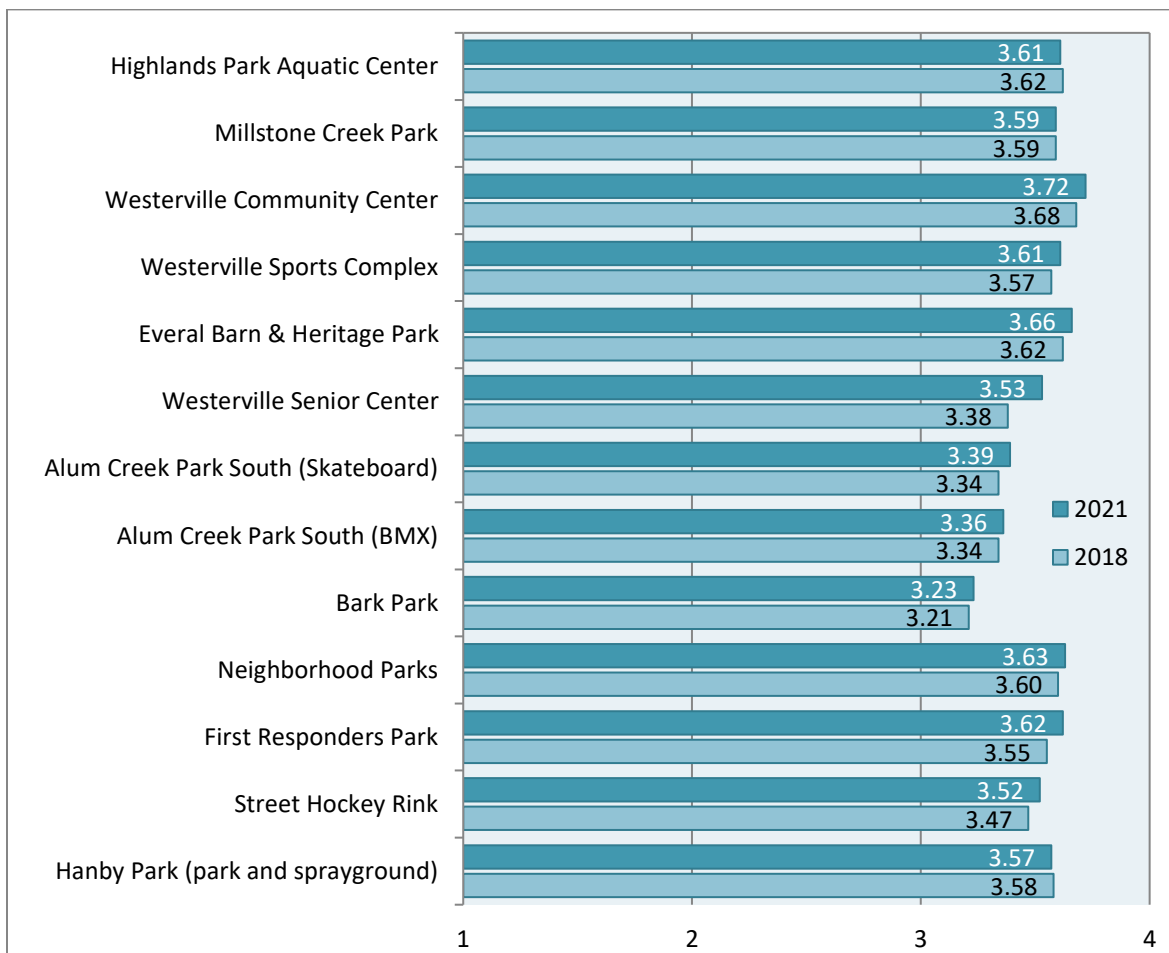
Zone: No statistically significant differences.

4. Parks & Recreation Facilities

Figure 4.1 provides the mean ratings for each of Westerville’s park and recreation facilities. Survey participants were asked to rate each item on a scale ranging from 1 indicating “very poor” to 4 indicating “excellent.” All ratings were higher than 3.2 on average. As in 2018, the Westerville Community Center was rated highest, and Bark Park was rated lowest. Several scores improved statistically significantly from 2018 to 2021:

- Westerville Community Center
- Everal Barn & Heritage Park
- Westerville Senior Center
- Neighborhood Parks
- First Responders Park

Figure 4.1. Mean Ratings for Parks & Recreation Facilities



* In 2018, ratings for the Alum Creek Park South skateboard park and the BMX park were asked as a single item. The mean rating for 2018 is given for both items individually for comparison.

Group Differences

Years of residence: Residents of Westerville for 2-5 years rated the Westerville Community Center higher than those who had lived in the City 11 years or more. They also rated the Westerville Sports Complex higher than residents of a year or less, and the Street Hockey Rink higher than residents of 26 years or more.

Age:

- Residents ages 71 and older rated the Westerville Community Center higher than respondents aged 61-70.
- Residents 41-60 rated the Westerville Sports Complex power than other age groups.
- Residents 71 and up rated the Westerville Senior Center higher than those in the 18-40 and 61-70 groups.
- Residents 18-50 rated the Street Hockey Rink higher than those 71 and older.

Rent or own home: Owners rated the following facilities higher than renters:

- Highlands Park Aquatic Center
- Millstone Creek Park
- Alum Creek Park South (skateboard)
- Neighborhood Parks
- Street Hockey Rink

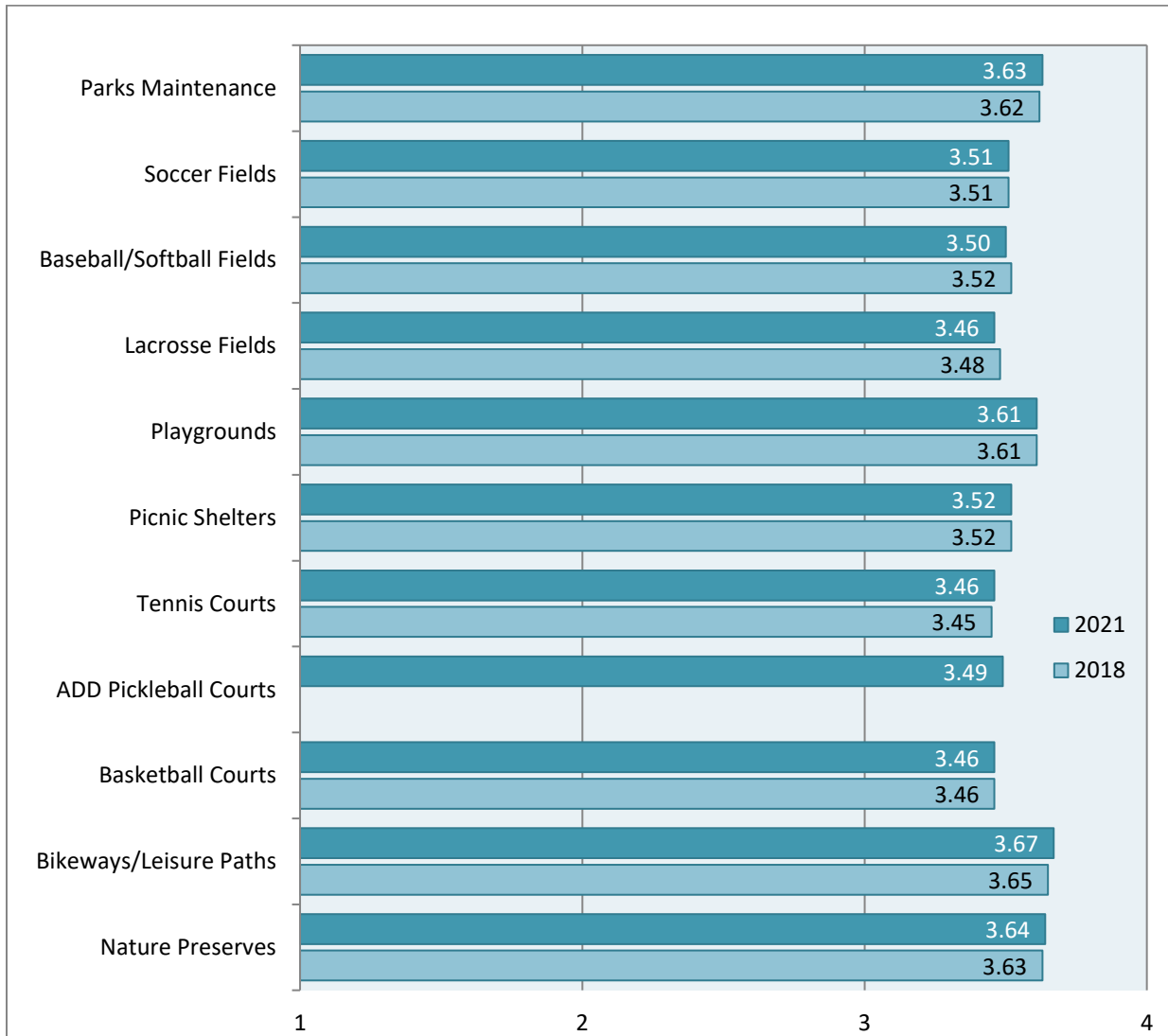
Zone:

- Zone 1 rated the Westerville Community Center higher than Zones 3 and 4.
- Zone 1 rated Everal Barn and Heritage Park higher than other zones.
- Zone 1 rated Hanby Park higher than 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 2018 to 2021.

Figure 5.1. Mean Ratings for Park Services



Group Differences

Years of residence: No statistically significant differences.

Age: Respondents aged 71 and older rated the soccer fields and baseball fields higher than those 41-50.

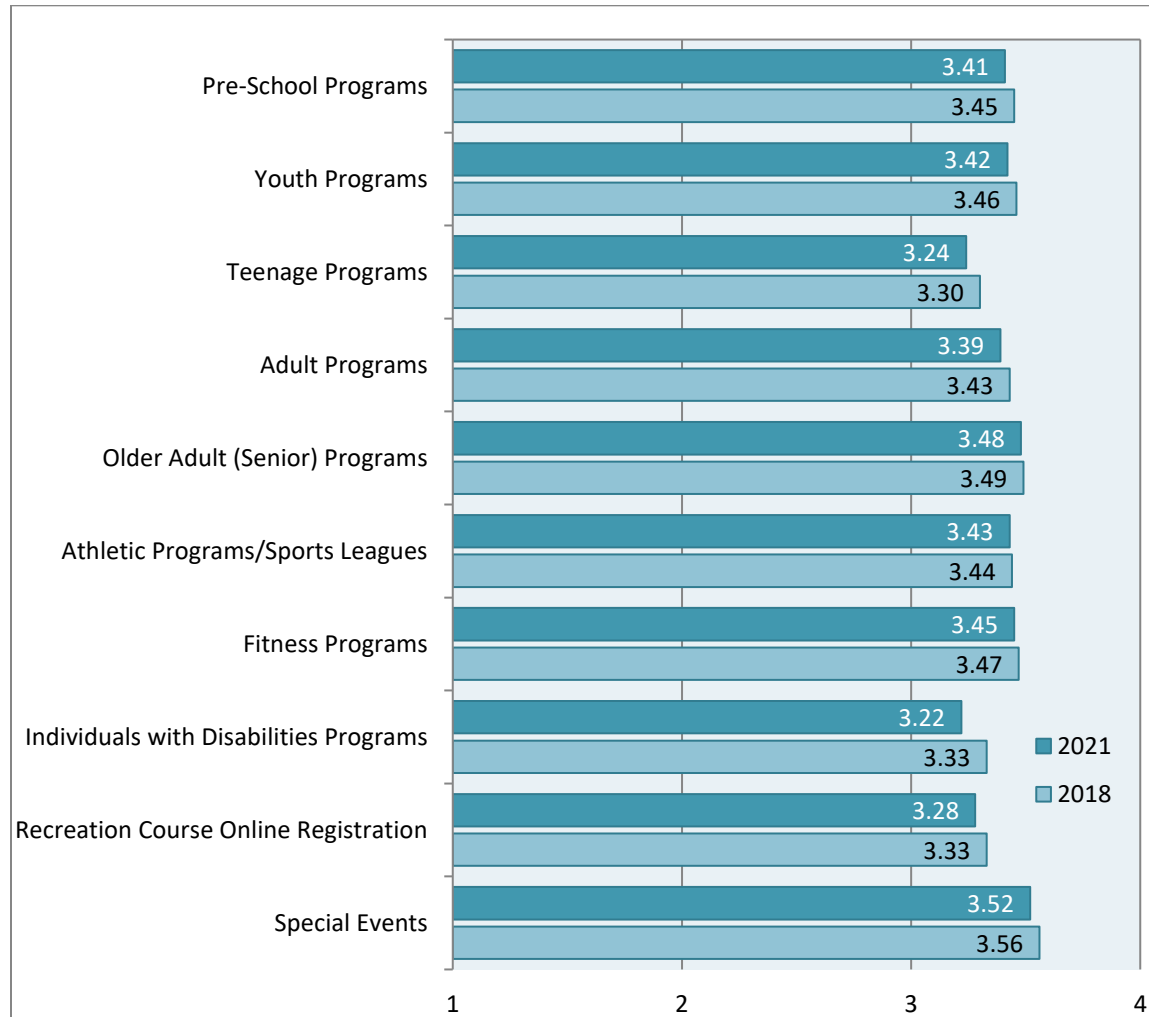
Rent or own home: No statistically significant differences.

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 3.2 to 3.5. The only item that changed statistically significantly from 2018 to 2021 was a decline in the rating for programs for individuals with disabilities.

Figure 6.1. Mean Ratings for Recreation Services



Group Differences

Years of residence: No statistically significant differences.

Age: Several items showed differences, generally with older respondents giving higher ratings:

- Respondents 18-40 rated youth programs and fitness programs lower than those 51-60 and 71 and older.
- Residents 51-60 rated teenage programs higher than those 18-50.
- Residents aged 71 and over rated adult programs higher than those 18-50.
- Residents 71 and up rated older adult programs higher than those 61-70.
- Residents 71 and older rated athletic programs/sports leagues higher than those 18-50.
- Residents 51 and up rated online registration higher than those 18-40.

Rent or own home: Owners rated youth programs and special events higher than renters.

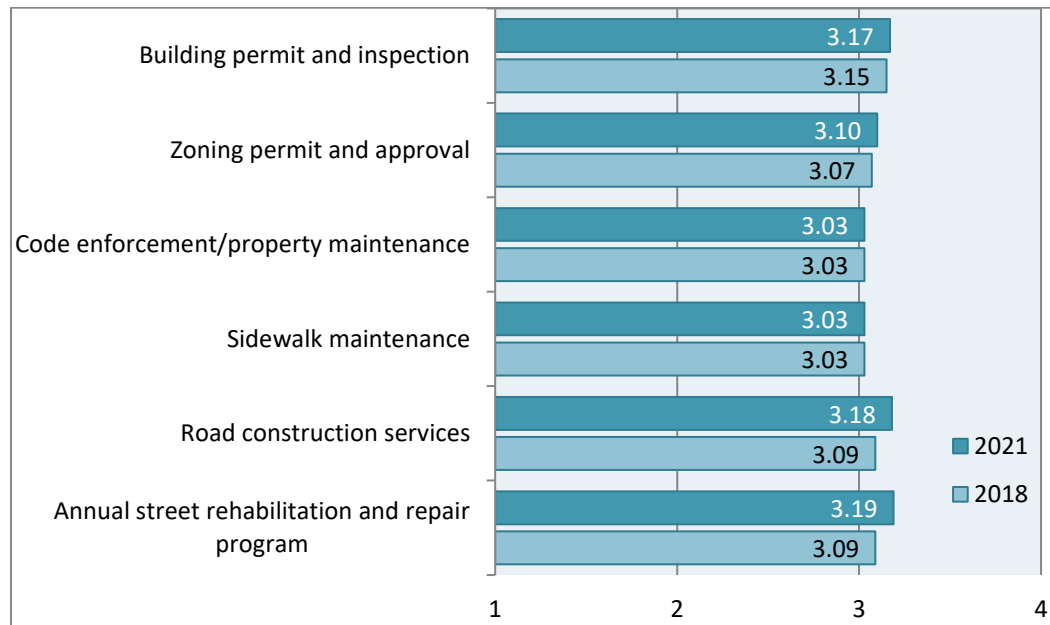
Zone: No statistically significant differences.

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 two of the services increased statistically significantly from 2018 to 2021:

- 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: No statistically significant differences.

Rent or own home: No statistically significant differences.

Zone: Zone 1 residents rated the annual street rehabilitation and repair program higher than those in Zones 2 and 3.

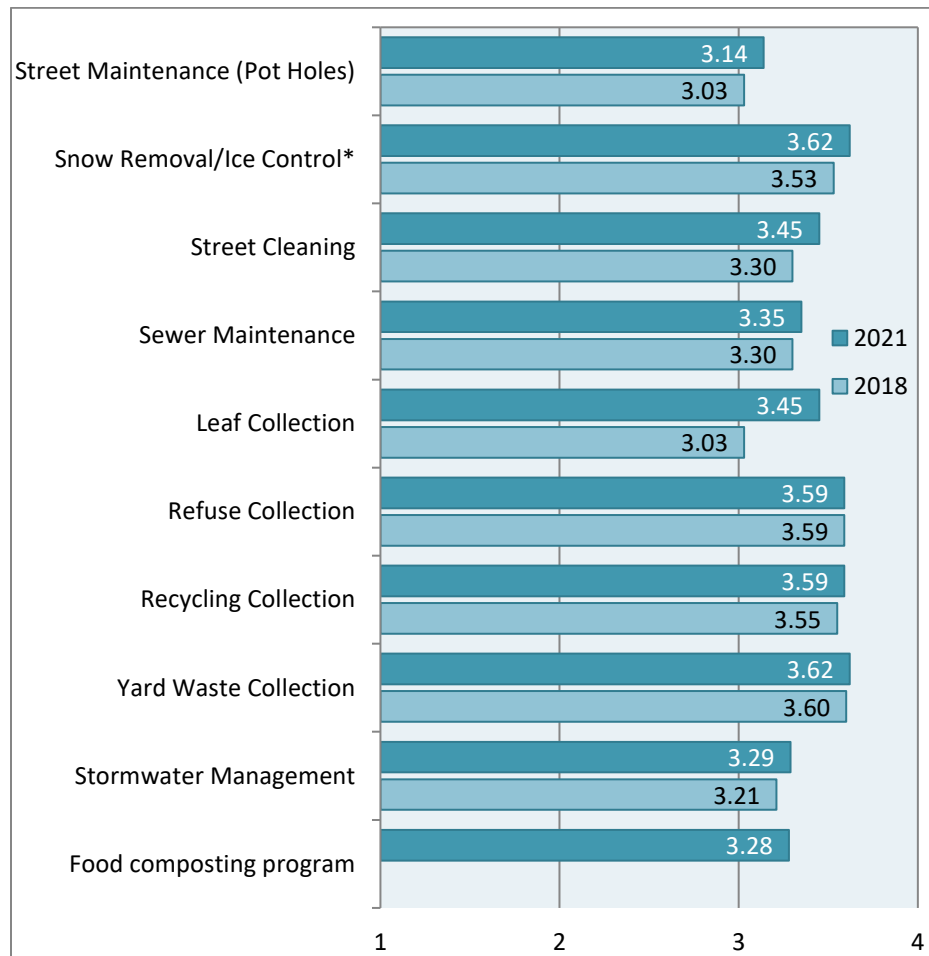
8. Public Works Services

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 3.1. A number of services improved statistically significantly from 2018 to 2021:

- Street maintenance
- Snow removal/ice control
- Street cleaning
- Sewer maintenance
- Leaf collection
- Stormwater management

“Leaf collection” experienced a notable improvement, following a notable decline in the previous survey.

Figure 8.1. Mean Ratings for Public Works Services



Group Differences

Years of residence:

- 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 of Westerville for 11-25 years rated street cleaning higher than those who have lived in the City for 6-10 years.

Age:

- Residents aged 71 and older rated snow removal higher than those 18-40.
- Residents aged 71 and older rated refuse collection and recycling collection higher than all other age groups.
- Residents aged 71 and older rated yard waste collection higher than those aged 41-60.

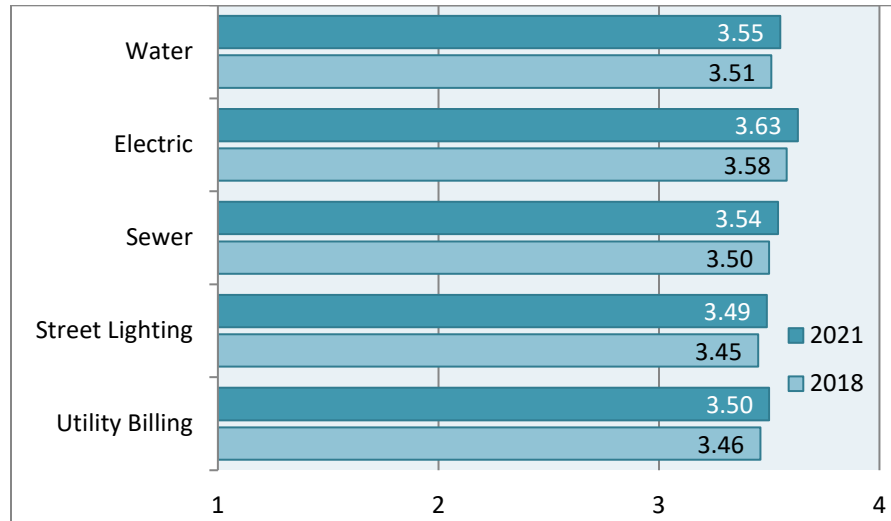
Rent or own home: Owners rated snow removal/ice control, trash collection, recycling collection, yard waste collection, and food composting program higher than renters.

Zone: Zone 1 residents rated trash collection, recycling collection, yard waste collection, and stormwater management higher than Zones 2 and 3.

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. All scores improved statistically significantly from 2018 to 2021.

Figure 9.1. Mean Rating for Utility Services



Group Differences

Years of residence:

- Residents who have lived in Westerville 26 years or more rated water service higher than those of 6-10 years residence.
- Residents who have lived in Westerville 26 years or more rated electric service higher than all other groups.
- Residents of 26 years or more rated street lighting higher than those 2-5 years.
- Residents of 26 years or more rated utility billing higher than those 2-10 years.

Age: There were a number of statistically significant differences.

- Residents aged 71 and older rated water service, street lighting, and utility billing higher than all other groups.
- Residents aged 61 and up rated electric service higher than those 18-40.

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

Zone: No statistically significant differences.

10. Communications/Citizen Input Issues

Respondents were asked several questions about the most useful sources of information about 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, City publications replaced the City website as the most often chosen source of information about City issues (22%); the website had replaced publications as the top option in 2018.

There were a few notable shifts in the pattern of responses from 2018 to 2021. Selection of “social media” as a response continues to increase; after being mentioned by 23% of respondents in 2018, it was mentioned by 29% in 2021. Conversely, mentions of print newspapers and broadcast television declined in 2021.

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

	1 st Choice	1 st Choice	2 nd Choice	2 nd Choice
Response	2021	2018	2021	2018
City Publications	22.4%	19.6%	16.3%	15.1%
City Website (www.westerville.org)	20.8%	19.8%	18.1%	15.7%
Social Media (e.g., Facebook, Twitter, YouTube)	16.6%	13.1%	12.4%	9.8%
Email newsletter	8.6%	9.3%	7.2%	7.9%
Broadcast (TV) News	8.2%	9.6%	5.1%	6.9%
Suburban Weekly Newspaper (<i>ThisWeek Westerville News & Public Opinion</i>)	7.1%	12.6%	10.1%	14.8%
Word of Mouth	3.8%	3.6%	12.3%	11.1%
Columbus Dispatch	2.4%	3.1%	4.0%	5.0%
Tell Westerville Mobile App	1.5%	2.3%	2.6%	3.3%
Public Meetings	0.2%	0.3%	1.3%	1.7%
<i>Other*</i>	<i>0.9%</i>	<i>0.4%</i>	<i>1.4%</i>	<i>0.8%</i>

* 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 publications at all (as a first or second choice).

Years of residence: Residents of 2-5 years were most likely to select City publications (44%, versus 35-42% of others).

Age: No statistically significant differences.

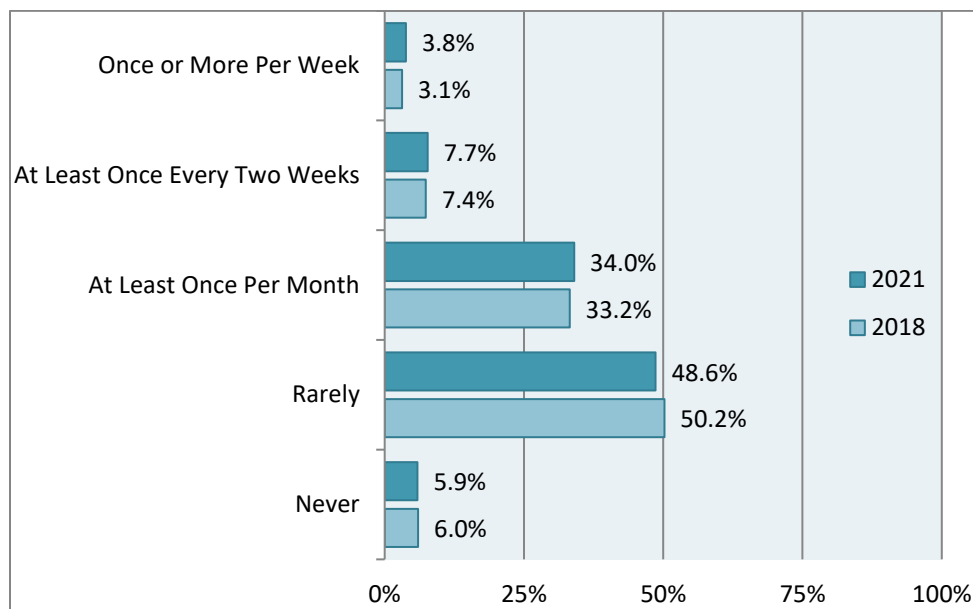
Rent or own home: Owners were more likely to select City publications (39% versus 30%).

Zone: No statistically significant differences.

Website Usage

Figure 10.1 shows that the vast majority of respondents had visited the City website (94%). However, nearly half of respondents (49%) report only visiting the website “rarely.” The frequency of visiting the website did not change statistically significantly from 2018 to 2021.

Figure 10.1. How often do you visit the Westerville website?



Group Differences

Years of residence: No statistically significant differences.

Age: Those ages 71 and older were most likely to not have visited the website (10% versus 2-6% of other groups).

Rent or own home: Renters were more likely to have not visited the website (15% versus 5%).

Zone: No statistically significant differences.

Respondents who reported that they visit the City website at least once a month or more were asked, “For what reason or reasons do you visit the City of Westerville website?” Responses were reviewed and coded into categorical themes. Table 10.2 provides the categories as well as the percentage of respondents whose response fell into each category. 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 general information or updates (40%). The next most common reason (26%) was to get 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, followed by the calendar of events or information about activities or things to do (26%).

Table 10.2. For what reason or reasons do you visit the City of Westerville Website?

Categorical Response	%
General information, news, updates; looking for answers to questions	39.9%
Information on services/programs in general; or specific service info (garbage collection, leaf collection, utilities), not including Parks & Recreation services	26.4%
Calendar of events; info about activities, events, or festivals; things to do around town	25.7%
Information on Parks & Recreation services/events/classes (including rec center info, classes/signing up for classes)	14.6%
Construction updates/street maintenance info/road projects	8.9%
Bills/billing information	8.6%
Contact information/phone numbers	7.3%
Information about City Council/meetings	3.7%
Tax information/forms	2.4%
Information about permits/regulations/policies	2.4%
Service request/reporting issues	1.8%
Job opportunities/openings	1.4%
Crime alerts/safety and police information	0.9%
Information on COVID-19	0.8%
Hours of operation for City services or businesses	0.8%
Senior info (e.g., Senior Golf League, Senior Center)	0.8%
Weather-related information (emergency conditions, road conditions, closings)	0.6%
Register for classes	0.5%

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 10.2 and 10.3, the vast majority of respondents agreed that the website is easy to navigate (93%) and provides useful information (98%). The responses about the ease of navigation improved statistically significantly from 2018 to 2021.

Figure 10.2. The Westerville website (www.westerville.org) is easy to navigate to the information I want.

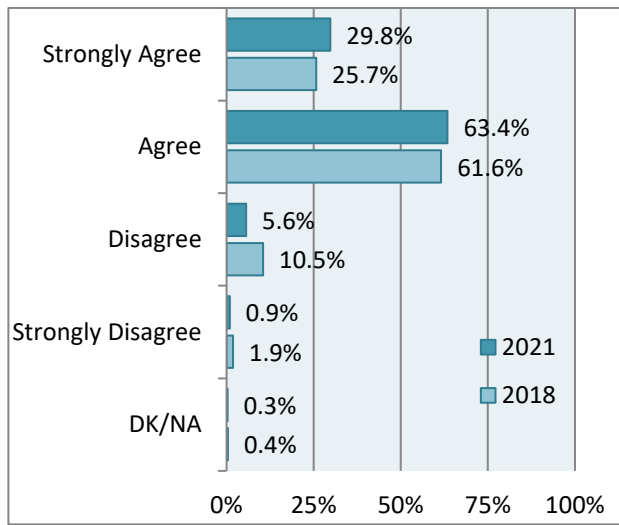
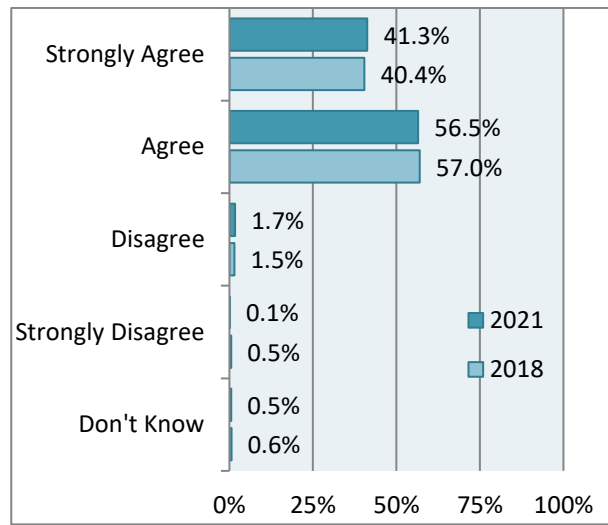


Figure 10.3. The Westerville website provides useful information.



Group Differences

Years of residence: No statistically significant differences.

Age: Those in the 18-40 range were less likely to agree that the website provides useful information (95% versus 98-99% of others).

Rent or own home: No statistically significant differences.

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, 899 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 10.3 provides the categories as well as the percentage of respondents whose response fell into each category.

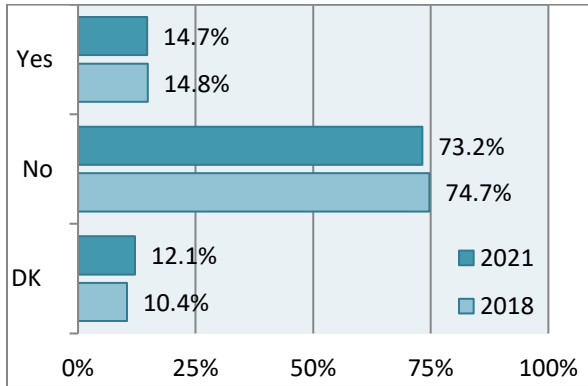
As seen in Table 10.4, respondents provided a wide range of comments. Respondents were most likely to indicate that the website being more navigable, user-friendly, or better organized to find information would lead to increased website use (16%). Respondents also indicated that they would use the website more often if it had more information about city services or programs (14%). The third most common response pertained to offering current events or news about the City (12%).

Table 10.3. 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	15.8%	Road work/construction/traffic information	2.0%
Information about city services and programs (not including utilities)	14.2%	A mechanism for residents to provide feedback, request services, report problems/issues	2.0%
Current events/news about the City	11.5%	Info about local businesses/business spotlight	2.0%
Events calendar/community calendar	10.6%	Information relevant to seniors	1.9%
Email /social media notifications notifications (note: this is NOT directly related to website use)	9.8%	Tax information; ability to pay taxes online	1.4%
If the information provided on the website was more up-to-date/accurate	8.2%	Project updates	1.4%
Crime reports; police and fire runs, info about public safety issues	7.6%	Contact info for City departments and businesses/business directory	1.3%
If they had more time/remembered to look/was more aware of it	7.2%	Deals/coupons/giveaways/rewards/incentives	1.0%
Better advertisement of the website/Some type of reminder to visit the website (e.g., email, flyer)	6.8%	Neighborhood-specific information	0.9%
City plans, information about City Council meetings (dates/times, meeting summaries, videos of meetings), City statistics	3.3%	General information/FAQ	0.7%
Have an app/be more mobile-friendly	3.3%	Weather information	0.5%
Info on new buildings/construction/development	3.0%	Historical information about the City	0.3%
Ability to pay utility bill online/pay bill without fees	2.7%	<i>Website is fine the way it is/can't think of anything (for those who use website)</i>	3.7%
Utility information (e.g., maintenance information, power outage information, real-time utility usage)	2.6%	<i>None/Nothing (I wouldn't use website no matter what)/Doesn't use website</i>	1.2%
Knowing more about what information is on the website	2.3%		

Figure 10.4 shows the results of a question which gauged awareness of the GoWesterville program. As can be seen below, the vast majority of residents were unaware of the program; the results do not vary statistically significantly from 2018.

Figure 10.4. Are you aware of the GoWesterville program?



Group Differences

Years of residence: Residents of a year or less were less likely to have heard of the program (4% versus 16-22% of others).

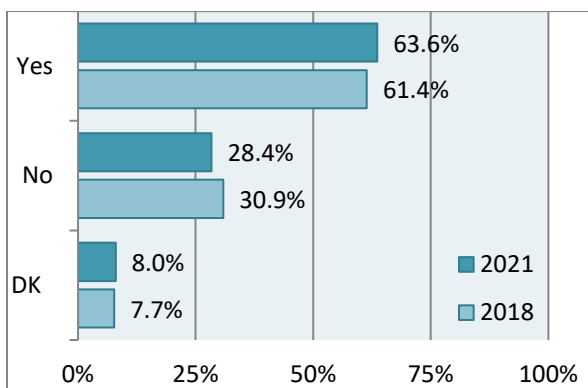
Age: No statistically significant differences.

Rent or own home: Renters were less likely to be aware of the program (10% versus 17%).

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 63% of respondents indicated they had, as seen in Figure 10.5 below. The results were not statistically significantly different from 2018.

Figure 10.5. On the City's website, have you accessed the GoWesterville page?



Group Differences

Years of residence: No statistically significant differences.

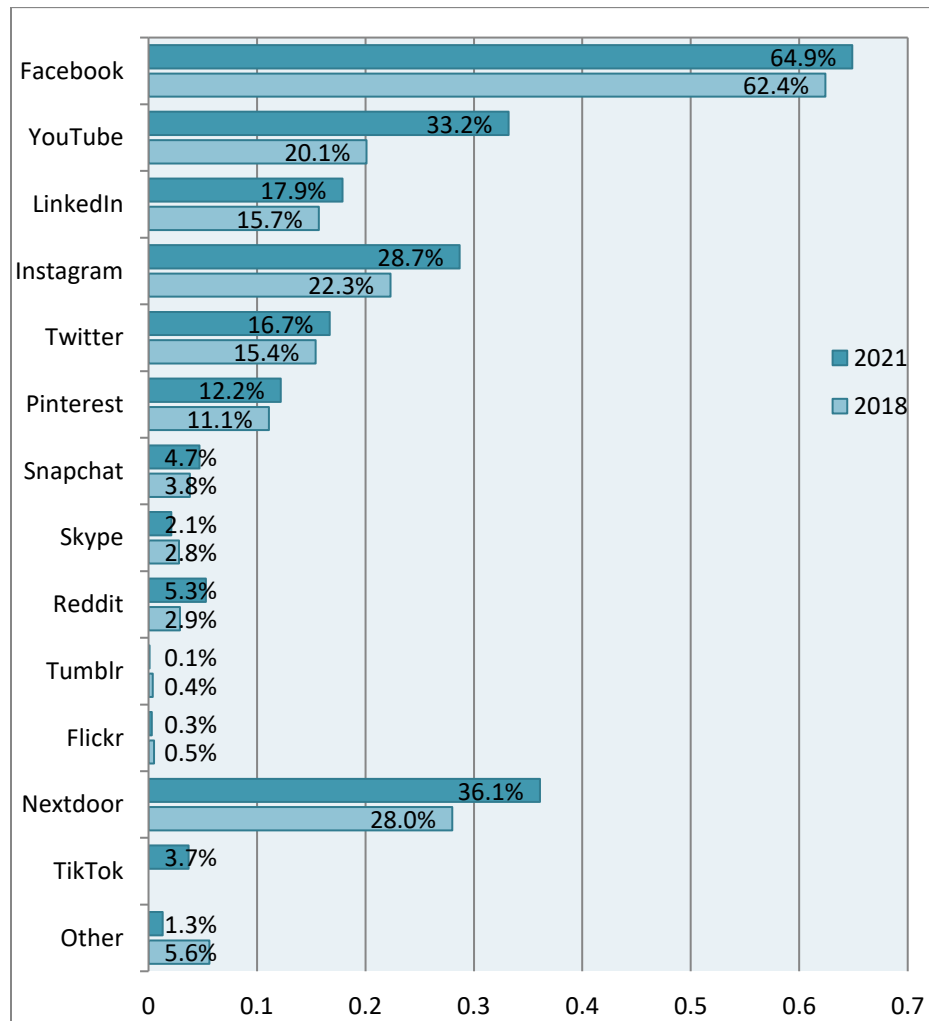
Age: As age increased, likelihood to have visited the GoWestervilie page decreased (from 79% for 18-40 to 52% for 71 and older).

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Respondents were asked which forms of social media they use most regularly. As in years past, Facebook is the most common response (65%). The use of Nextdoor, which was the second most common response, continued to increase along with YouTube and Instagram.

Figure 10.6. 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: Residents of 26 years or more were less likely to have used Facebook (62% versus 65-69% of other groups).

Age: Use of Facebook decreased as age increases. About 71% of the 18-40 age group used Facebook, as opposed to 54% of the 71 or older age group.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

In Figures 10.7 – 10.9, 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 92% of respondents indicated that they read the recreation guide, while 96% 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 59% of respondents stated that they had done so. The responses for all three items were statistically significantly different from 2018.

Figure 10.7. Do you read the Westerville Community Recreation Guide (Parks & Recreation) that is mailed to your home each quarter?

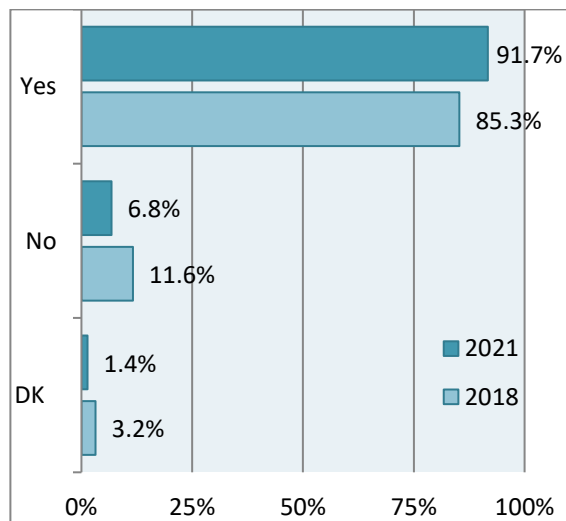


Figure 10.8. Have you found information in the Westerville Community Recreation Guide useful regarding a community event, program or service?

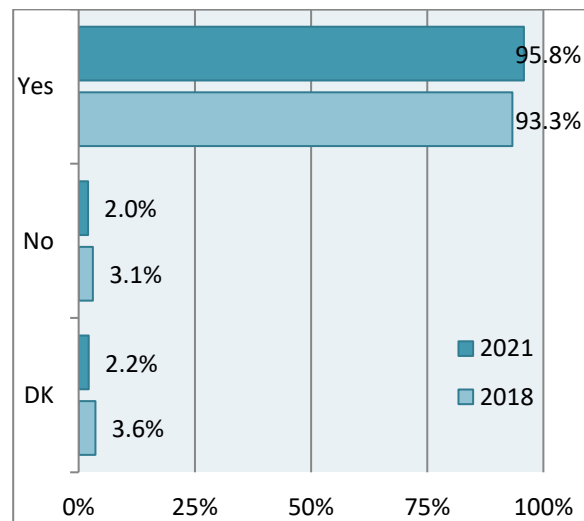
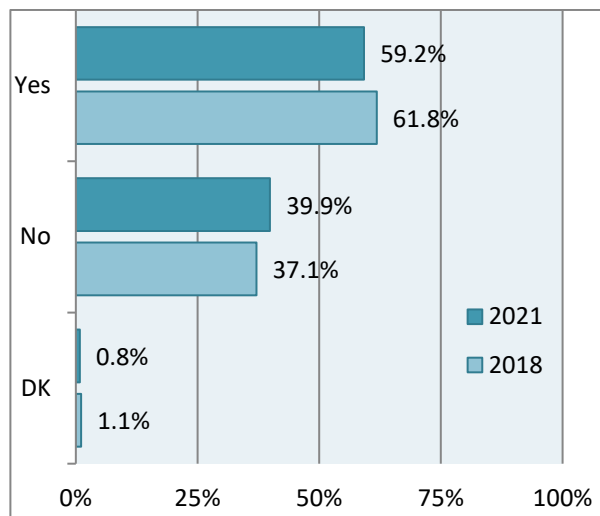


Figure 10.9. Have you used the Westerville Community Recreation Guide to register for a class with Westerville Parks & Recreation?



Group Differences

Years of residence: Residents of a year or less were less likely to have used the guide to register for a class (22% versus 49-69% of other groups).

Age: Those ages 61 and older were more likely to have read the guide (94-95%, versus 91-93% of other groups), while those 41-50 were most likely to have used it to register for classes (71% versus 53-67% of other groups).

Rent or own home: Renters were less likely to read the recreation guide than homeowners (80% versus 94%), as well as to have used it to register for classes (38% versus 61%).

Zone: Zone 3 residents were less likely to have read the guide (91% versus 93-94%).

Additionally, the section asked two questions regarding the City’s Facebook page. Figures 10.10 and 10.11 show the results of these two items. About a third (33%) of respondents said they have visited the Facebook page. Among those who did, nearly 87 percent found the content useful and/or entertaining. The results for the first question were statistically significantly different from 2018.

Figure 10.10. Have you visited the City of Westerville Facebook page?

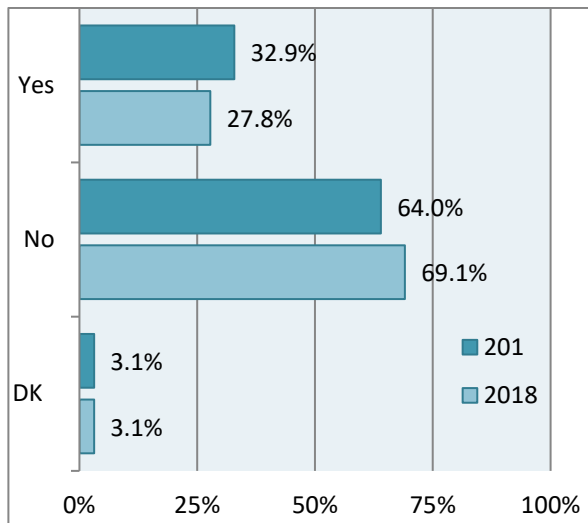
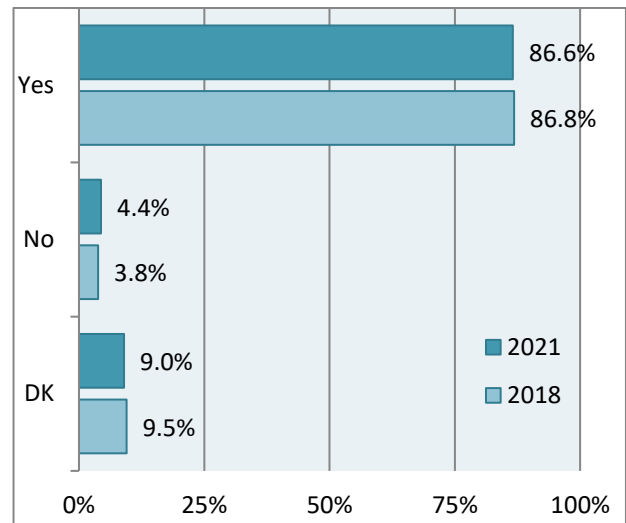


Figure 10.11. Have you found the information on the City’s Facebook page useful and/or entertaining?



Group Differences

Years of residence: Residents of a year or less, as well as residents of 26 years or more, were less likely to have visited the Facebook page (28-29%, versus 35-46% of others).

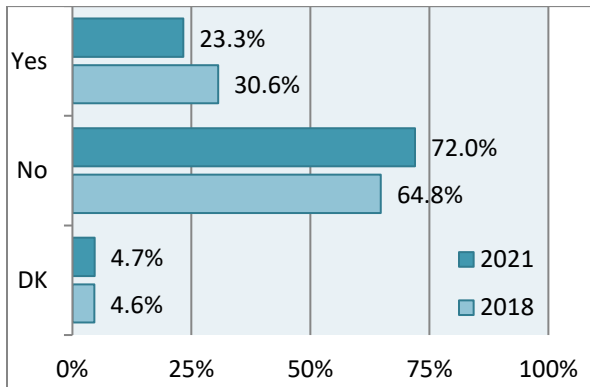
Age: The likelihood of visiting the City Facebook page decreased as age increased, from 57 percent in the 18-40 group to just 15 percent in the 71 or older age group. Among those who had visited the page, residents 71 and up were more likely to find it useful or entertaining (100% versus 92-97% of others).

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Figure 10.12 shows the results of a question asking about respondents’ awareness of the City of Westerville’s mobile app. It should be noted that the app was previously called “My Westerville,” but the name has changed to “Tell Westerville.” Familiarity with the app declined in a statistically significant fashion, with 23% of respondents in 2021 indicating they were aware of the app.

Figure 10.12. Are you aware that the City of Westerville has a mobile app, “Tell Westerville”?



Group Differences

Years of residence: Residents of one year or less were less likely to be aware of the app (13% versus 21-32% of others).

Age: Awareness of the app decreased as age increased, from 32% in the 18-40 group to 18% in the 71 or older age group.

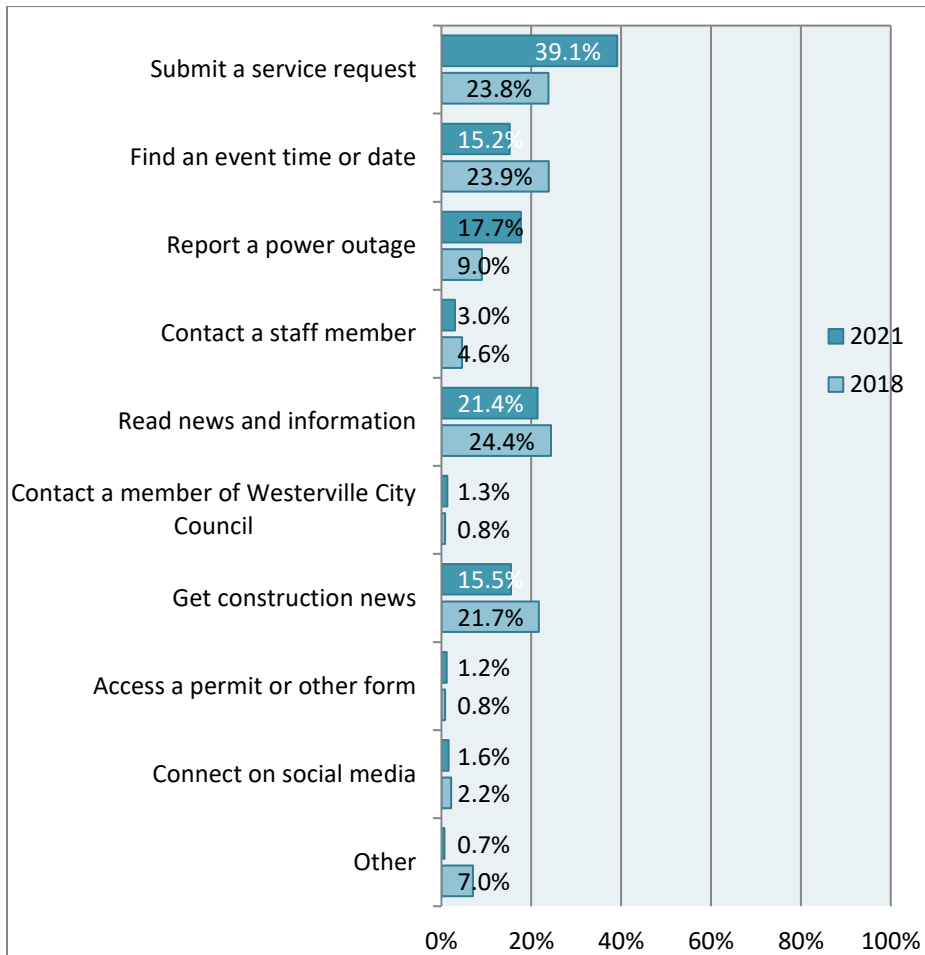
Rent or own home: Renters were less likely to be aware of the app (16%, versus 25% of owners).

Zone: No statistically significant differences.

The final question in this section asked those respondents who were aware of the “Tell Westerville” app what functions they may have used in the app. The most frequent response was submitting service requests (39%), while respondents were least likely to use it to contact a member of City council or access a permit or other form (both 1%). The following items were statistically significantly different from 2018:

- Submit a service request (higher)
- Find an event time or date (lower)
- Report a power outage (higher)
- Read news and information (lower)
- Get construction news (lower)
- Other (lower)

Figure 10.13. Functions used in Tell Westerville app



Group Differences

Group differences analysis tested whether there were differences in the selection of “submit a service request.”

Years of residence: No statistically significant differences.

Age: Likelihood to submit a request decreased as age increased (from 49% in 18-40 to 18% in 71 and up).

Rent or own home: Renters were less likely to have used the app to submit a service request (18% versus 40% of owners).

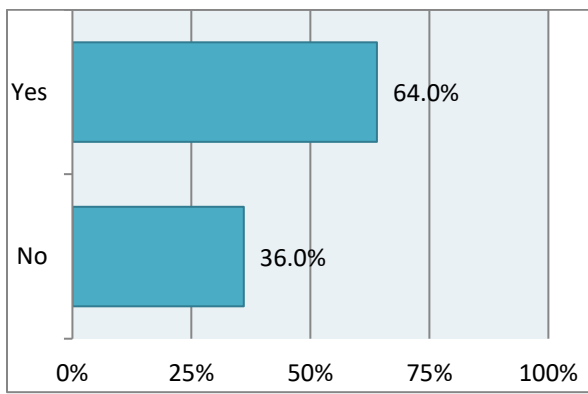
Zone: No statistically significant differences.

11. Current Events/Strategic Planning

Similar to past administrations of the City of Westerville Resident Survey, in 2021 a customized set of questions was included; this year's section was designed to assess residents' opinions on issues pertaining to policing and law enforcement in the City of Westerville. Because these items are intended to be "one-off" questions rather than being repeated, year-to-year comparisons are not included.

The section begins by asking respondents if they have had personal interactions with the Westerville Division of Police (WPD). Those who have are asked what kind(s) of interaction they have had. Nearly two-thirds (64%) of respondents had personal interactions with WPD; of those who had, the most common type was "general interactions" (53%).

Figure 11.1. Have you had personal interactions with the Westerville Division of Police?



Group Differences

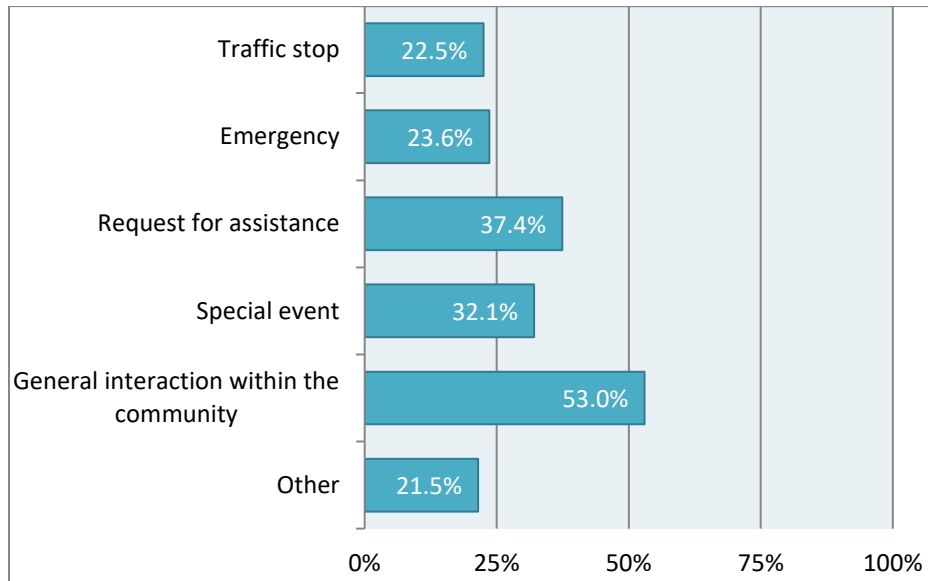
Years of residence: As length of residence increased, likelihood of interactions with WPD increased (32% for residents of one year or less to 70% for residents of 26 years or more).

Age: Residents aged 18-40 and residents 71 and up were less likely to have had WPD interactions (56-59%, versus 67-70% of other groups).

Rent or own home: Renters were less likely to have interacted with WPD (53% versus 65% of owners).

Zone: No statistically significant differences.

Figure 11.2. Personal interactions with WPD



Group Differences

Group differences analysis tested whether there were differences in the selection of “general interaction within the community.”

Years of residence: No statistically significant differences.

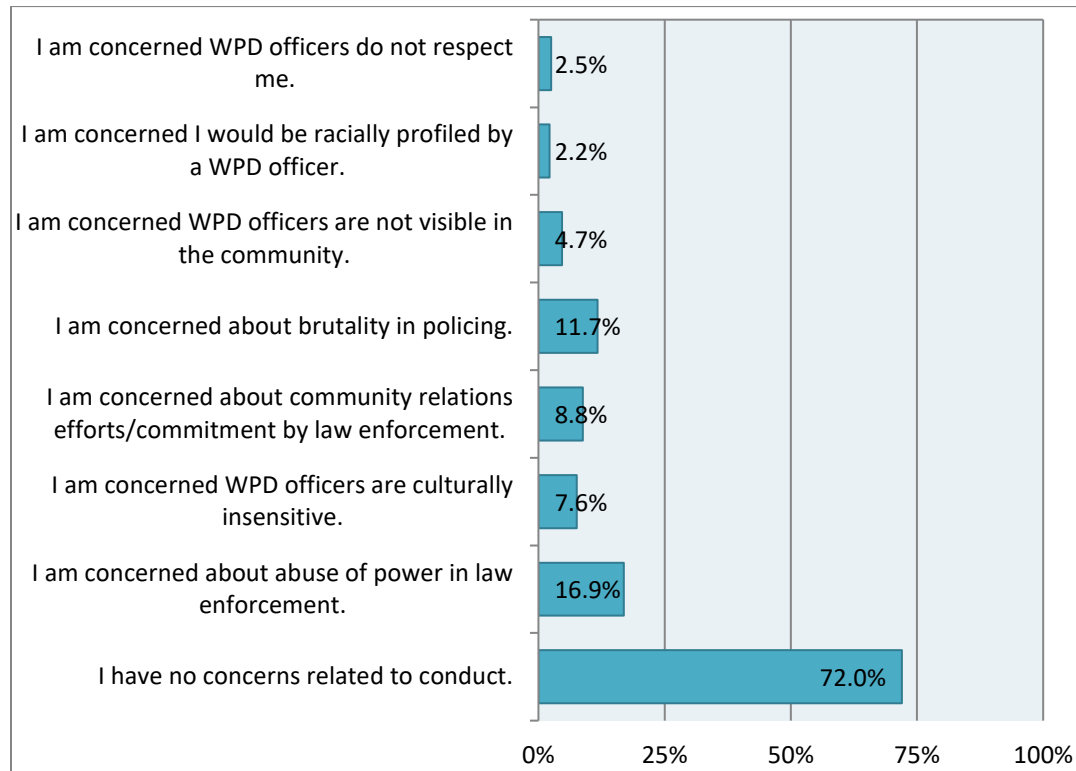
Age: Respondents aged 71 and up were less likely to have general interaction in the community (44% versus 50-64% of other groups).

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Respondents were next asked about any concerns they may have about WPD officer or other law enforcement conduct. Nearly three-fourths (72%) said they had no concerns. Among those who did, “abuse of power” (16%) and “brutality in policing” (12%) were the most common.

Figure 11.3. Concerns about conduct of WPD officers or law enforcement



Group Differences

Group differences analysis tested whether there were differences in the selection of “no concerns related to conduct.”

Years of residence: As length of residence increased, likelihood of saying they had no concerns increased (from 63% of residents one year or less to 78% of residents 26 years or more).

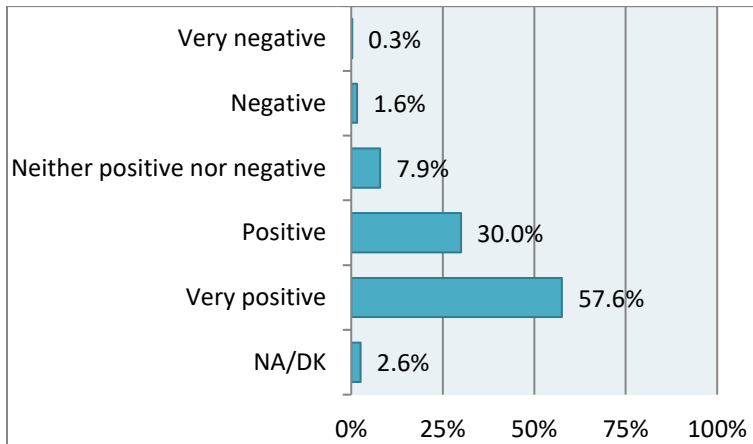
Age: As age increased, likelihood of saying they had no concerns increased (from 56% of the 18-40 age group to 81% of those 71 and older).

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Respondents were asked about their overall opinion of WPD. Over half (58%) said their opinion was “very positive,” while just two percent gave a negative response.

Figure 11.4. What is your overall opinion of WPD?



Group Differences

Years of residence: Residents of Westerville for 26 years or more had a higher opinion of WPD than all other groups; residents of 11-25 years had a higher opinion than those who had lived in Westerville for 1-5 years.

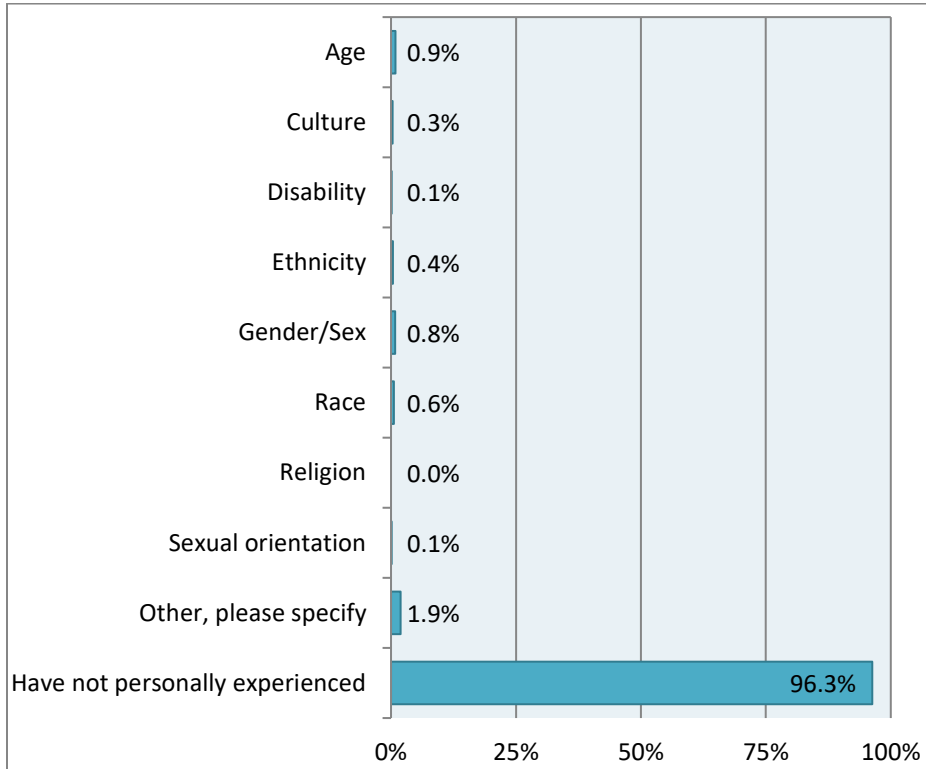
Age: Residents aged 18-40 had a lower opinion of WPD than all other age groups; respondents aged 41-50 had a lower opinion of WPD than those ages 71 and up.

Rent or own home: Renters had a more negative opinion of WPD than owners.

Zone: No statistically significant differences.

Respondents were next asked if they had personally *experienced* any unfair or discriminatory interactions with WPD due to a variety of factors. The vast majority (96%) had not.

Figure 11.5. Have you personally experienced an unfair or discriminatory interaction involving a WPD officer that in your opinion was due to any of the following issues?



Group Differences

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

Years of residence: : No statistically significant differences.

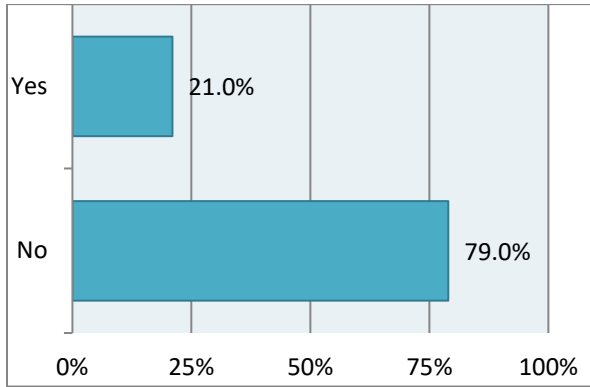
Age: : No statistically significant differences.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Among those who indicated they had experienced one of these interactions, respondents were asked if they reported the issue to WPD management or City officials. Just 21% indicated that they had reported it.

Figure 11.6. Did you report the issue to WPD management or City officials?



Group Differences

Years of residence: No statistically significant differences.

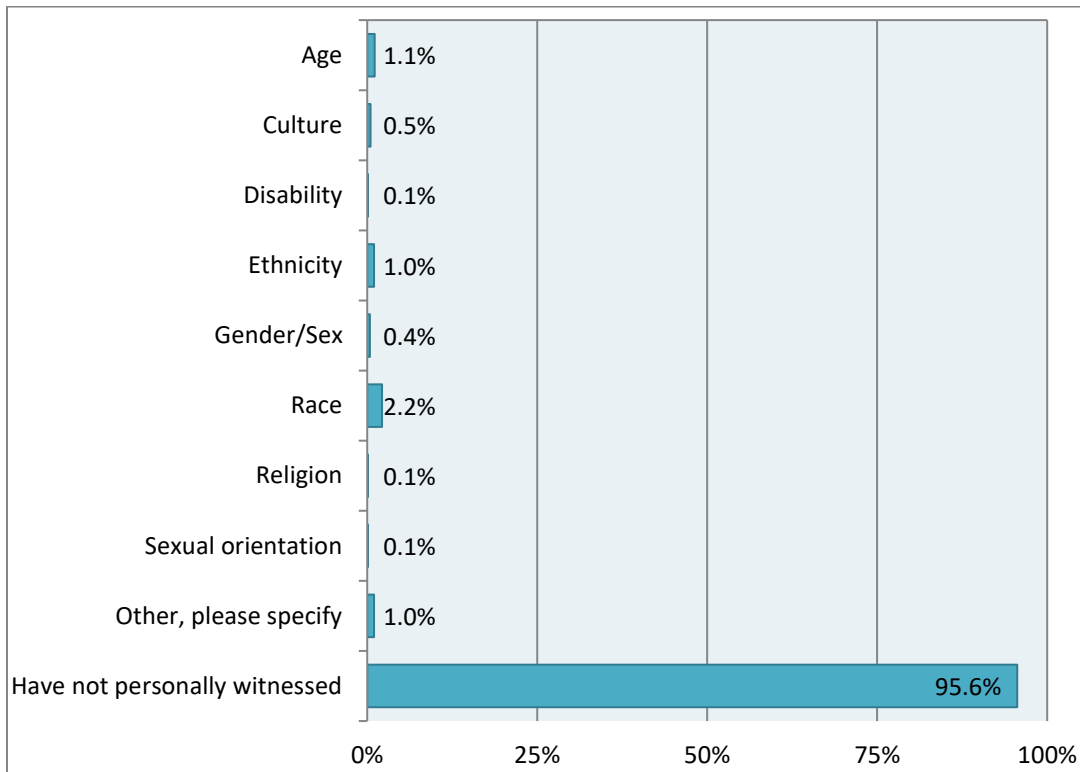
Age: No statistically significant differences.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

The next question asked respondents if they had witnessed an unfair or discriminatory interaction with a WPD officer due to a number of factors. Again, nearly all respondents (96%) had not.

Figure 11.7. Have you personally witnessed an unfair or discriminatory interaction involving a WPD officer that in your opinion was due to any of the following issues?



Group Differences

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

Years of residence: No statistically significant differences.

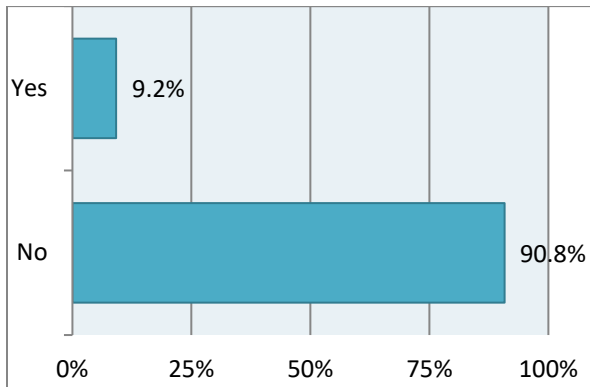
Age: Respondents aged 61 and older were less likely to have witnessed a race-related unfair or discriminatory interaction than those in younger age brackets (1%, versus 3% of other groups).

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

As a follow-up question, those who had witness an interaction were asked if they had reported it to WPD management or City officials. Just nine percent said they had.

Figure 11.8. Did you report the issue to WPD management or City officials?



Group Differences

Years of residence: No statistically significant differences.

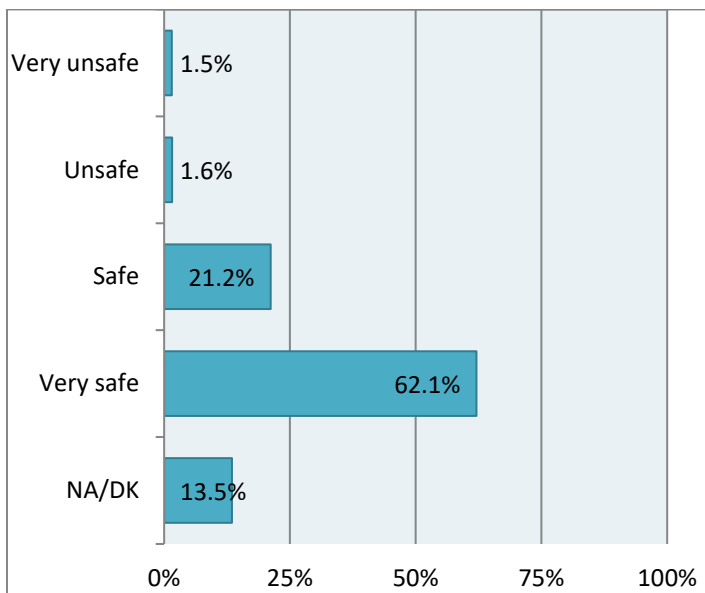
Age: No statistically significant differences.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Next, respondents were asked to indicate the level of safety and security they felt when interacting with WPD. About 62% said they felt “very safe,” and just three percent said they felt “unsafe” or “very unsafe.”

Figure 11.9. Perceived level of safety and security when interacting with WPD



Group Differences

Years of residence: No statistically significant differences.

Age: Respondents aged 61 to 70 felt safer than those aged 18-40.

Rent or own home: Renters felt less safe than owners.

Zone: No statistically significant differences.

Residents were asked to rate their satisfaction with a variety of WPD services on a five-point scale ranging from “very unsatisfied” (1) to “very satisfied” (5). Respondents rated “responding quickly to crimes/emergencies” the highest (4.6) and “building relationships with minoritized communities” the lowest (4.0).

Figure 11.10. Mean satisfaction rating for WPD services



Group Differences

Years of residence:

- Residents who have lived in Westerville 2-25 years rated building relationships with minoritized communities lower than those who have lived in Westerville for 26 years or more.
- Residents who have lived in Westerville 2-10 years rated crime prevention partnerships with minoritized communities and crime prevention strategies, news, and information lower than those who have lived in Westerville for 26 years or more.

Age:

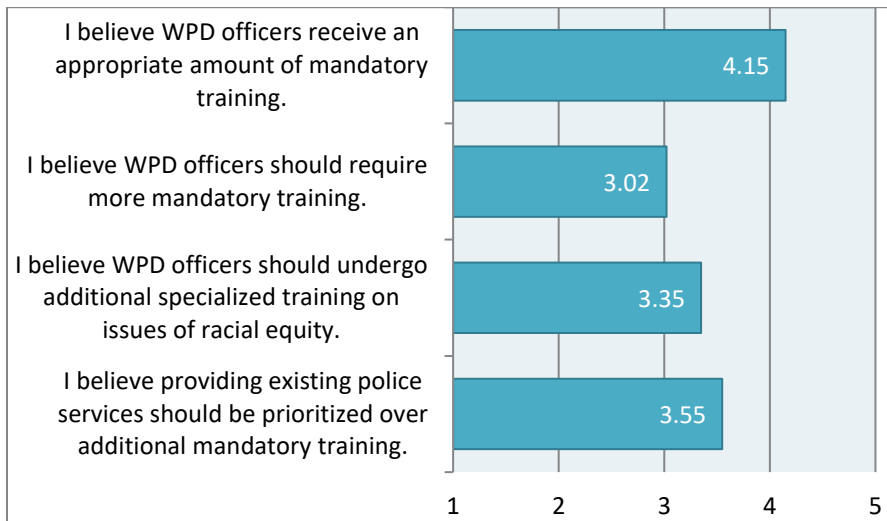
- Residents aged 18-40 rated community policing, investigating and solving crimes, and crime prevention, strategies, news, and information lower than those aged 61 and older.
- Residents aged 18-40 rated building relationships with minoritized communities, and crime prevention partnership with minoritized communities, lower than those aged 51 and older.

Rent or own home: No statistically significant differences.

Zone: Residents of Zone 4 rated community policing lower than Zones 1 and 2; Zone 4 residents also rated crime prevention strategies, news, and information lower than Zone 2.

The next question asked respondents how strongly they agreed or disagreed with a series of statements about WPD training, again on a five-point scale ranging from “strongly disagree” (1) to “strongly agree” (5). The most strongly agreed-with item related to WPD officers currently receiving an appropriate amount of mandatory training (4.2), and the least agreed-with indicated WPD officers should require more mandatory training (3.0).

Figure 11.11. Level of agreement with WPD training statements



Group Differences

Years of residence:

- Residents who have lived in Westerville 2-10 years had lower agreement that WPD officers receive an appropriate amount of training than residents of 26 years or more, and higher agreement that WPD officers should require more training.
- Residents of Westerville for 26 years or more were less likely to agree that WPD officers should undergo racial equity training than all other groups; residents of 11-25 years were less likely to agree than those who had lived in Westerville for 2-10 years.
- Residents of Westerville for 26 years or more were more likely to agree that existing police services should be prioritized over additional training as compared to residents of 2-10 years.

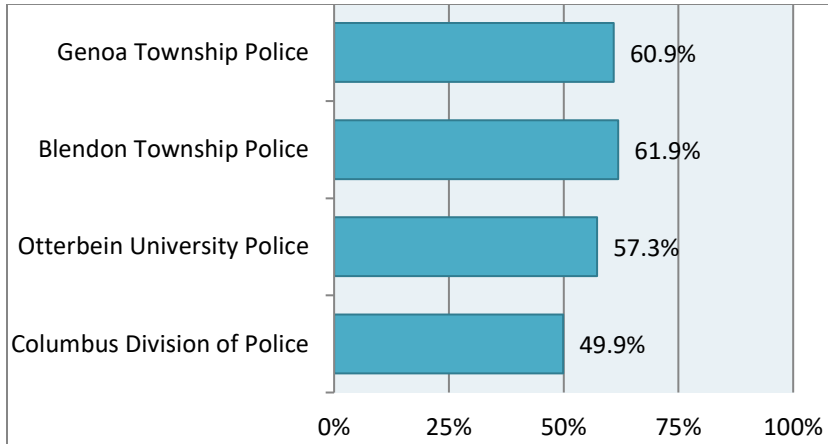
Age: Residents age 18-50 were less likely to agree that WPD officers have an appropriate amount of training, more likely to agree they should require more training, more likely to agree they should undergo training on racial equity, and less likely to believe existing police services should be prioritized over additional training, than older respondents.

Rent or own home: Renters were less likely to feel WPD have received sufficient mandatory training, and more likely to believe they should require more training, than owners.

Zone: Residents of Zone 4 were less likely to feel WPD have received sufficient mandatory training than other zones, and were more likely to feel they should require more training than other zones. They were more likely than Zones 1 and 2 to feel that WPD should undergo racial equity training.

Respondents were next asked about their awareness of four neighboring police jurisdictions. At least half of all respondents were aware of each jurisdiction.

Figure 11.12. Awareness of neighboring police departments



Group Differences

Group differences analysis tested whether there were differences in the selection of “Blendon Township Police.”

Years of residence: As years of residence increased, awareness of Blendon Township Police increased (from 37% to 73%) .

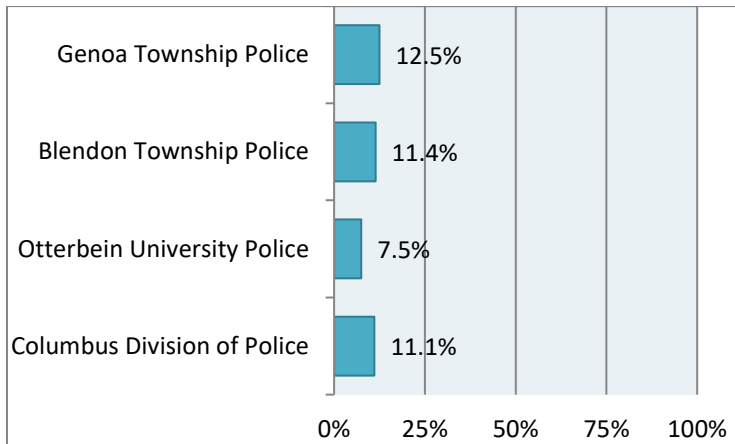
Age: As age increased, awareness of Blendon Township Police increased (from 53% to 62%).

Rent or own home: Renters were less likely to be aware of Blendon Township Police (54%, versus 63% of owners).

Zone: Zone awareness of Blendon Township varied significantly, from 75% in Zone 3 to 43% in Zone 1.

The next question asked whether respondents had had interactions with those neighboring police departments. Responses ranged from seven percent having interactions with Otterbein University Police to 13 having interactions with Genoa Township Police.

Figure 11.13. Interactions with neighboring police departments



Group Differences

Years of residence: As years of residence increased, likelihood of an interaction with Genoa Township Police increased (from 7% to 16%).

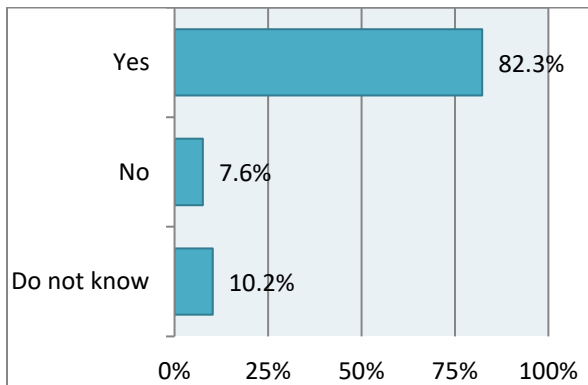
Age: 18-40 year olds were less likely to have an interaction with Genoa Township Police (8%, versus 13-17% of other groups).

Rent or own home: No statistically significant differences.

Zone: Zone 3 residents were more likely to have interaction with Genoa Township Police (17%, versus 8-9% of other zones).

Respondents were also asked if they felt confident in being able to distinguish a WPD officer or cruiser from those of a neighboring jurisdiction. Over eight in ten (82%) said they felt confident.

Figure 11.14. Do you feel confident distinguishing a WPD officer/cruiser from an officer/cruiser of another neighboring jurisdiction?



Group Differences

Years of residence: As years of residence increased, confidence in distinguishing WPD increased (from 72% to 85%).

Age: 18-40 year olds were less likely to be confident in distinguishing WPD (77%, versus 81-86% of other groups).

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

Next, respondents were asked their level of understanding in various challenges that local law enforcement face in the current climate of social justice and calls for police reform. These ratings were on a four-point scale from “not well at all” to “very well.” The results for all items were relatively similar, ranging from 2.3 to 2.4.

Figure 11.15. Level of understanding of law enforcement challenges



Group Differences

Years of residence:

- Residents who have lived in Westerville 26 years or more rated their understanding of recruiting new officers, retaining law enforcement professionals, recruiting and retaining leadership, and delivering police services while managing calls for reform higher than those who had lived there 2-10 years. Residents of 11-25 years rated their understanding of recruiting new officers, retaining law enforcement professionals, recruiting and retaining leadership, and delivering police services while managing calls for reform higher than those of 2-5 years.
- Residents who have lived in Westerville 26 years or more rated their understanding of recruiting officers representing minoritized communities higher than those who had lived there 2-5 years.
- Residents who have lived in Westerville 26 years or more rated their understanding of prioritized training with existing resources higher than those who had lived there 2-10 years.

Age:

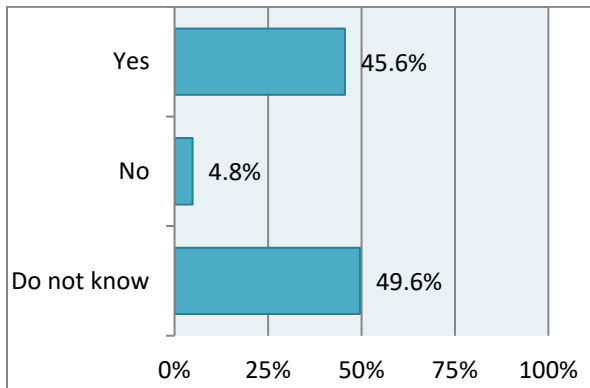
- Residents aged 18-40 rated their understanding of recruiting new officers, retaining law enforcement professionals, and recruiting and retaining leadership lower than those 51 and up.
- Residents aged 41-50 rated their understanding of recruiting new officers, retaining law enforcement professionals, and recruiting and retaining leadership lower than those 51-70.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

The survey also asked respondents whether they believed WPD treats people of color and other minoritized communities fairly and impartially. There was a high level of uncertainty in responses, with about half (50%) saying they did not know. Another 46 % said WPD does treat those communities fairly and impartially.

Figure 11.16. Do you believe WPD treats people of color or other minoritized communities fairly and impartially?



Group Differences

Years of residence: As length of residence increased, belief that WPD treats people of color and other minoritized communities fairly and impartially increased (from 34% to 54%).

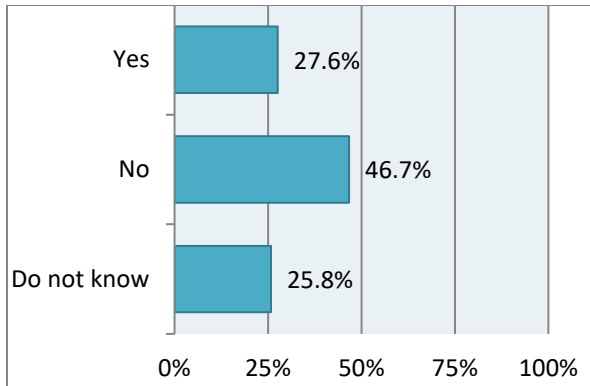
Age: Respondents aged 18-40 were less likely to believe WPD treats those communities fairly and impartially (35-38% versus 49-52% of other age groups).

Rent or own home: Renters were less likely to believe WPD is fair and impartial to those communities (35% to 47%).

Zone: Zone 4 residents were less likely to believe WPD fairly and impartially treats those communities (35% versus 44-49% of other zones).

Respondents were asked about their awareness of WPD’s Community Services Bureau. Awareness was low, with nearly half (47%) not being aware, with another 26% indicating they did not know.

Figure 11.17. Are you aware WPD has a Community Services Bureau which operates to build and sustain relationships with the community?



Group Differences

Years of residence: As length of residence increased, awareness increased (from 14% to 33%).

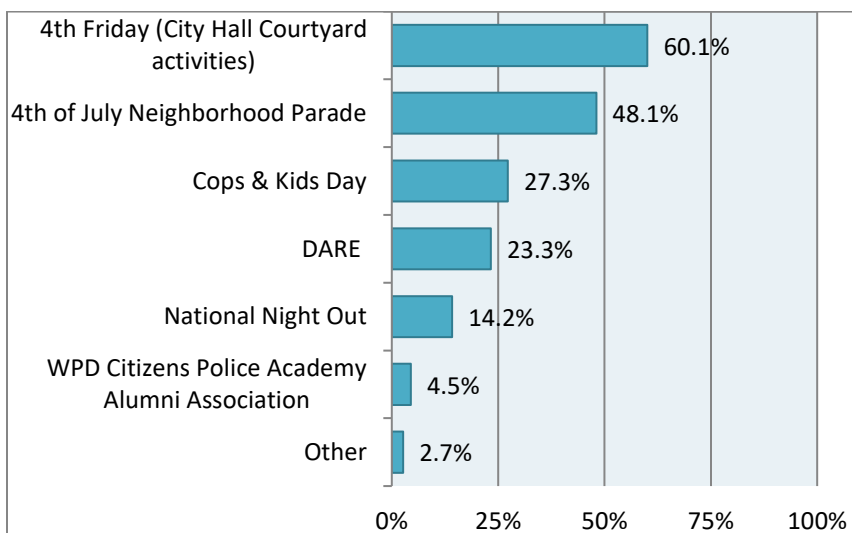
Age: Respondents aged 18-40 were less aware than other groups (20% versus 26-32% of other age groups).

Rent or own home: Renters were less likely to be aware of the Community Services Bureau (19% versus 28% of owners).

Zone: Zone 2 residents were more likely to be aware (31%, versus 25-28% of other zones).

Respondents were asked if they or a family member had participated in a number of WPD Community Services events. The most common response was “4th Friday” (60%), and the least common was “WPD Citizens Police Academy Alumni Association” (5%).

Figure 11.18. Participation in WPD Community Services events



Group differences analysis tested whether there were differences in the selection of “4th Friday.”

Group Differences

Years of residence: Residents of a year or less were less likely to have participated (21% versus 53-67% of other groups).

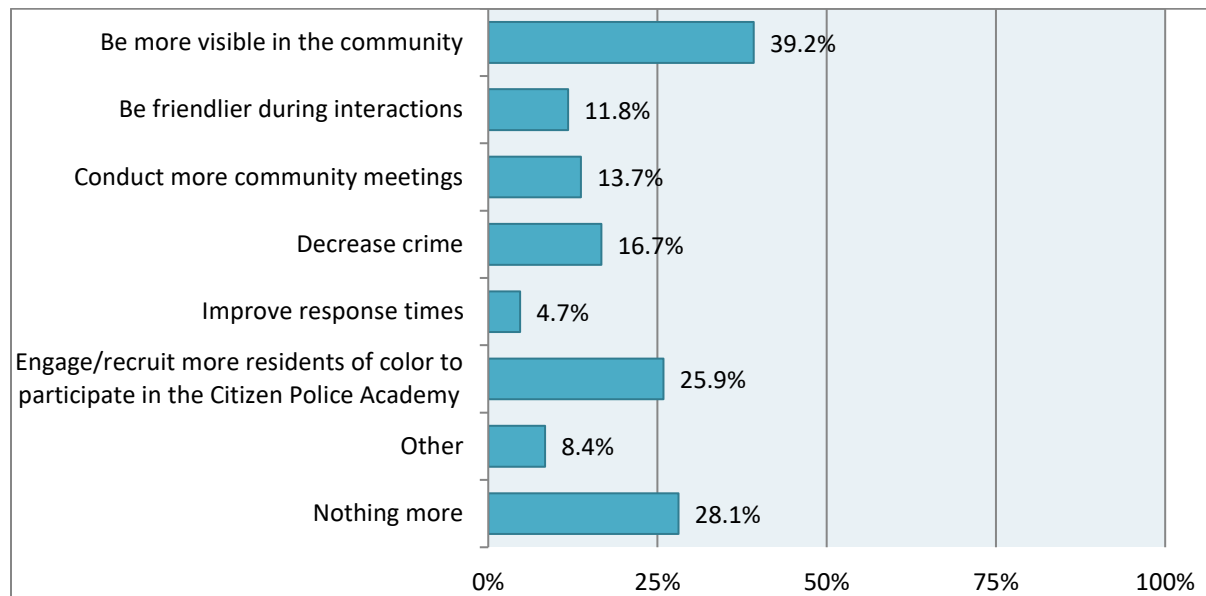
Age: Respondents aged 71 and up were less likely to have participated (50%, versus 59-70% of others age groups).

Rent or own home: Renters were less likely to be have participated (35%, versus 62% of owners).

Zone: Zone 2 residents were more likely to have participated (65%, versus 54-58% of other groups).

Respondents were also asked what WPD could do to improve community relations from among a series of options. The most commonly-selected item was “be more visible in the community” (39%), followed by “nothing more” (28%). The least common response was “improve response times” (5%).

Figure 11.19. Options to improve community relations



Group Differences

Group differences analysis tested whether there were differences in the selection of “be more visible in the community.”

Years of residence: No statistically significant differences.

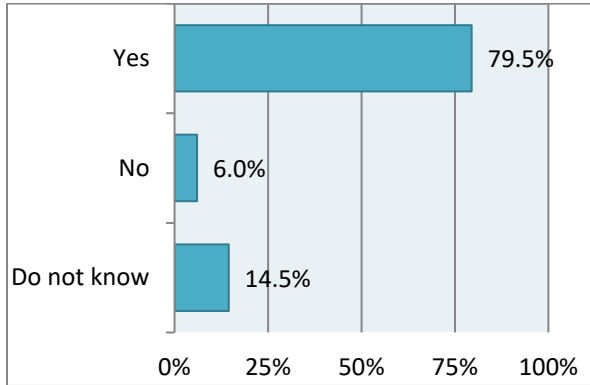
Age: No statistically significant differences.

Rent or own home: No statistically significant differences.

Zone: No statistically significant differences.

When asked about whether they support the partnership between Westerville City Schools and WPD that provides School Resource Officers, about 80% said they supported it.

Figure 11.20. Do you support the partnership with Westerville City Schools that provides WPD School Resource Officers (SRO) in Westerville middle and high schools?



Group Differences

Years of residence: As length of residence increased, support for the partnership increased (from 64% to 87%).

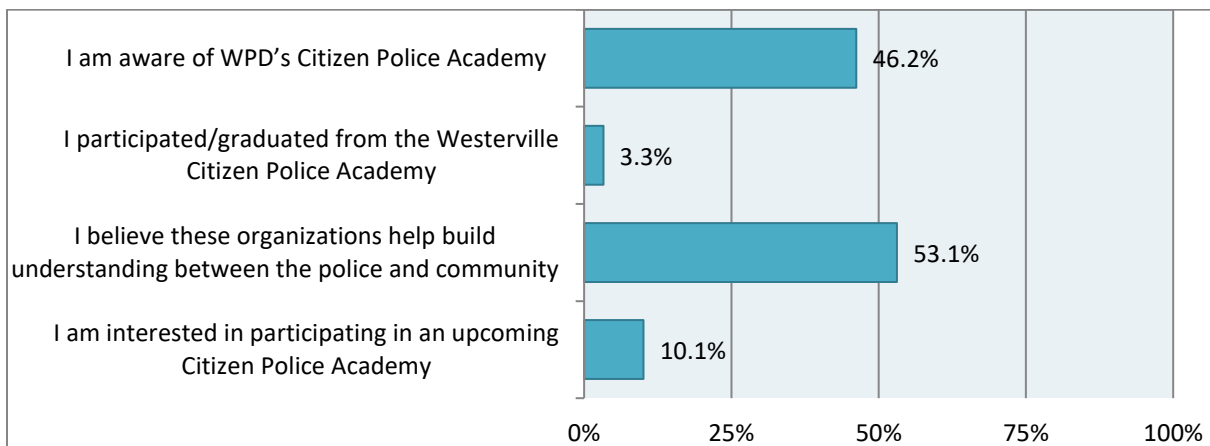
Age: As age increased, support for the partnership increased (from 70% to 86%).

Rent or own home: Renters were less likely to support the partnership (74%, versus 80% of owners).

Zone: Zone 1 was less likely to support the partnership (73%, versus 78-82% of other zones).

Finally, respondents were asked four items about the Citizen Police Academy. Among those items, the highest percentage of respondents said they believed these organizations help build understanding between the police and community (53%), while the lowest said they had participated or graduated from the Westerville Citizen Police Academy (3%).

Figure 11.21. Citizen Police Academy issues



Group Differences

Group differences analysis tested whether there were differences in the selection of “I believe these organizations help build understanding between the police and the community.”

Years of residence: As length of residence increased, belief in the potential to build understanding between the policy and community increased (from 41% to 58%).

Age: As age increased, belief in the potential to build understanding between the policy and community increased (from 43% to 60%).

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?

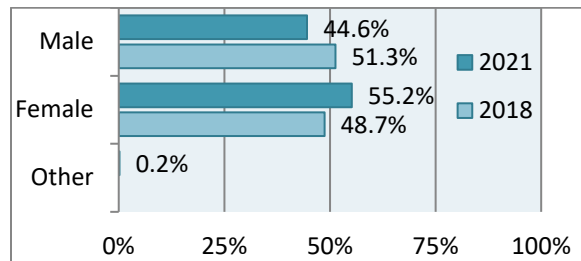


Figure 12.2. What is your age? (Breakout Variable)

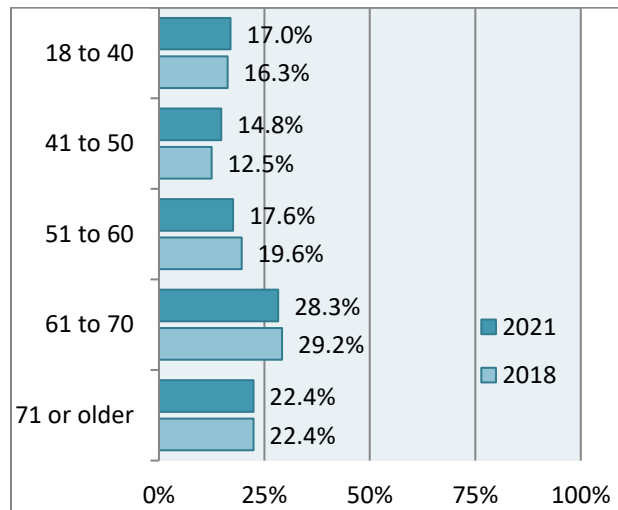


Figure 12.3. How many children under the age of 18 live at your residence?

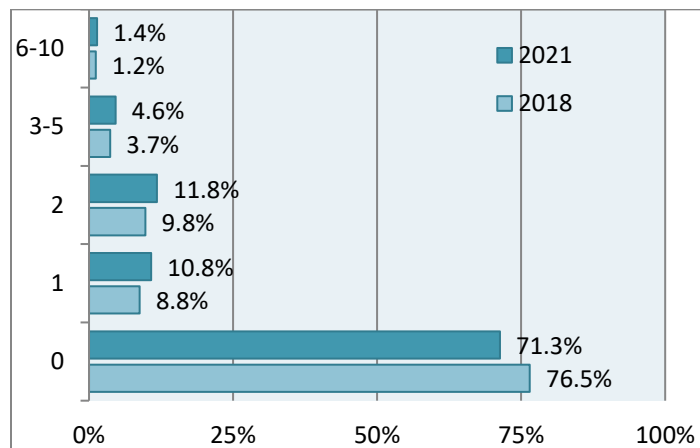


Figure 12.4. How many adults 18 or older live at your residence?

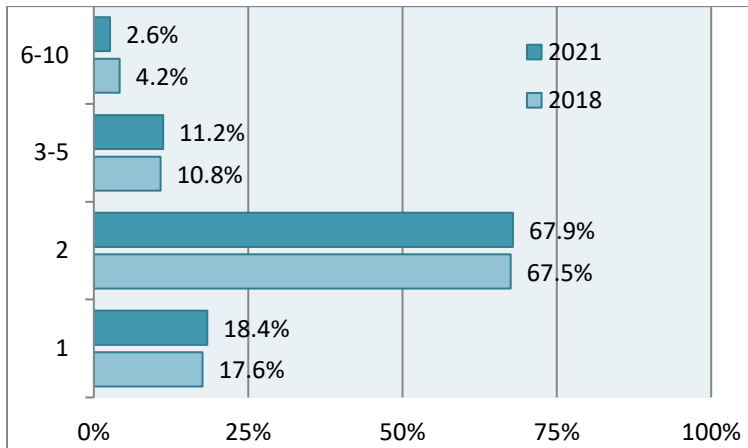


Figure 12.5. Relationship Status

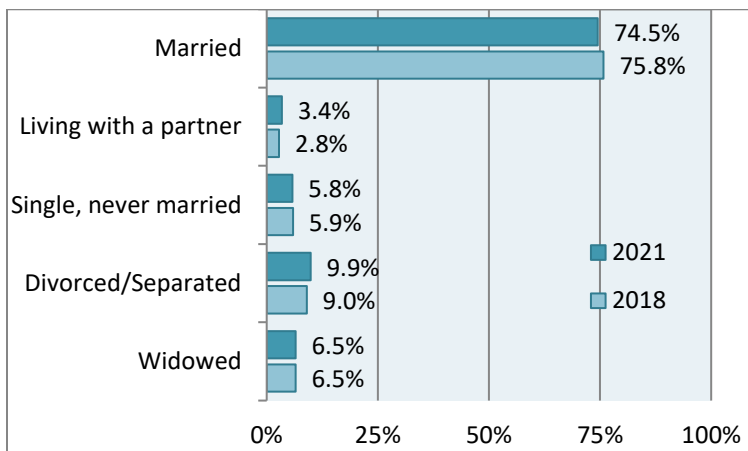
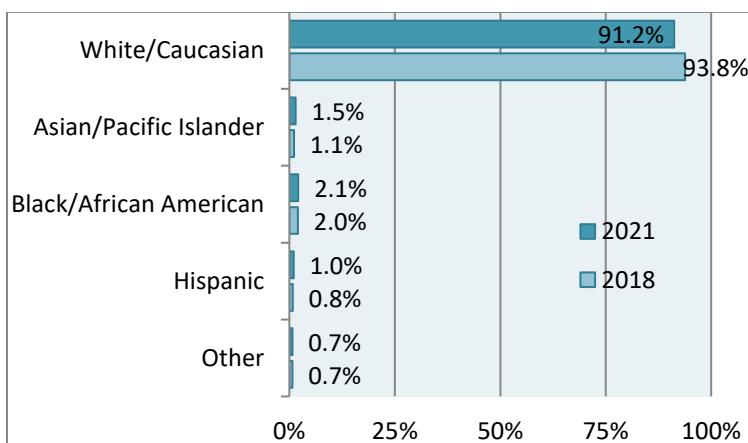


Figure 12.6. Race*



* 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)

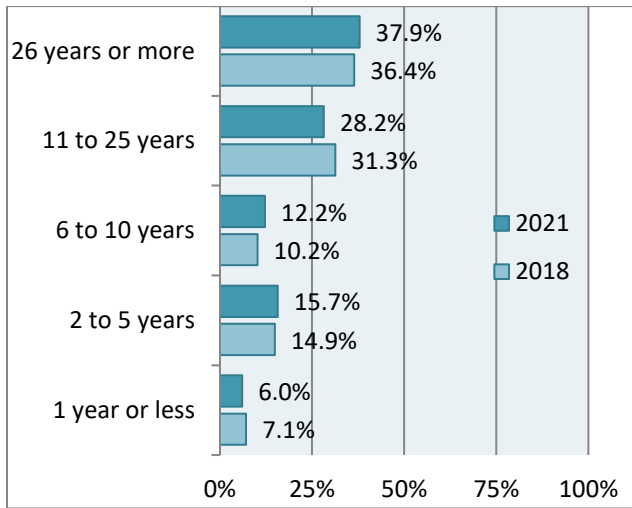


Figure 12.8. Do you rent or own your home? (Breakout Variable)

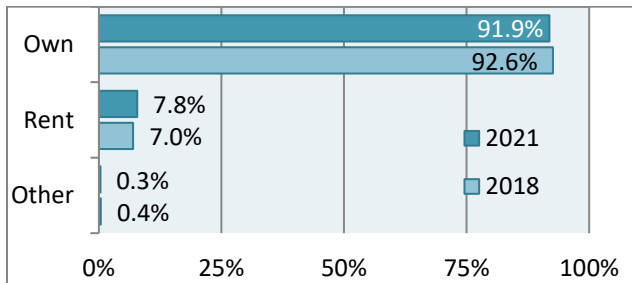


Figure 12.9. What is the last grade of school that you completed?

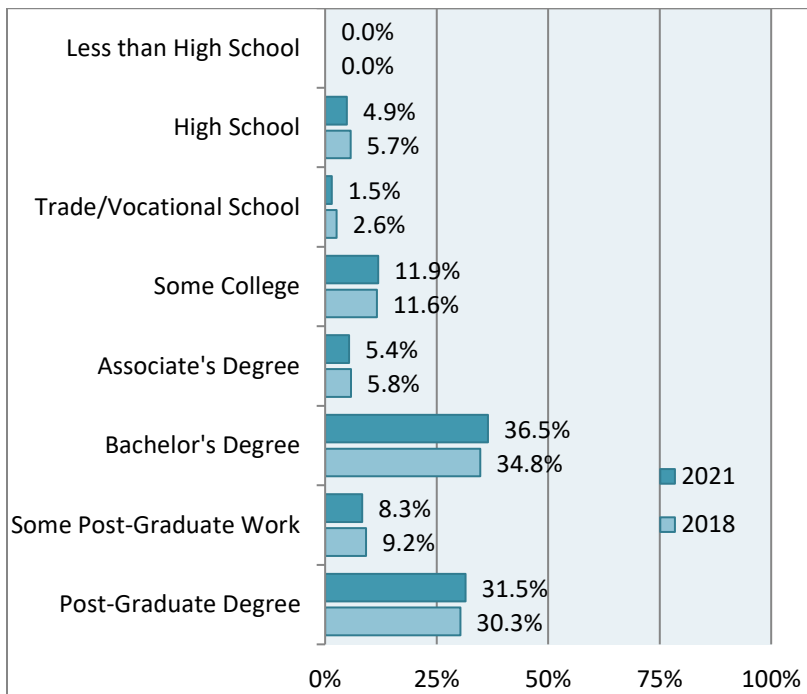


Figure 12.10. Which of the following best describes your household income?

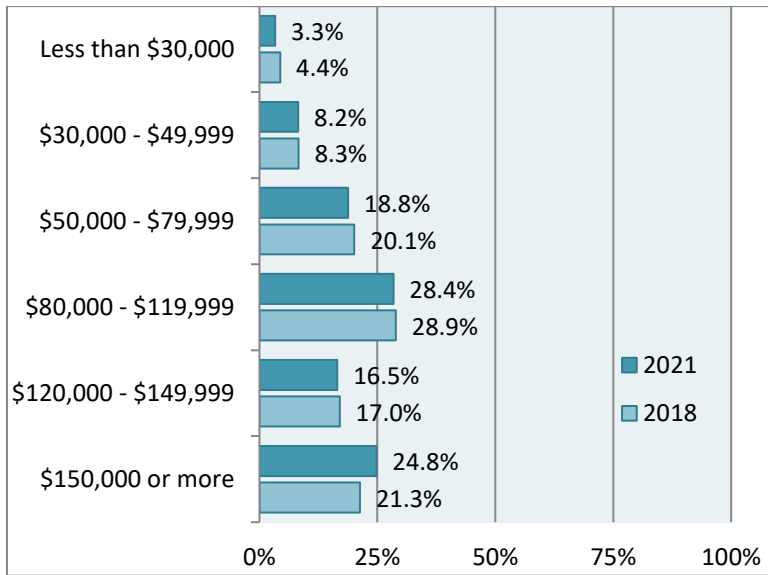


Figure 12.11. Which of the following best describes your individual income?

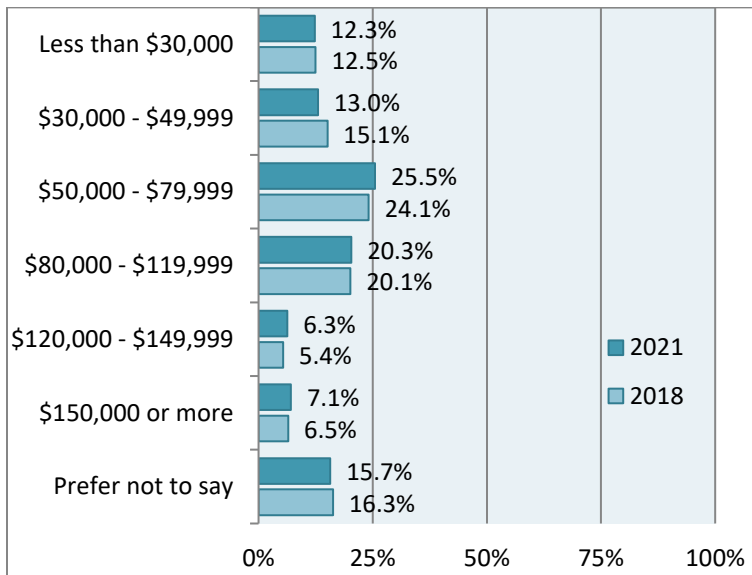


Figure 12.12. Are you currently employed?

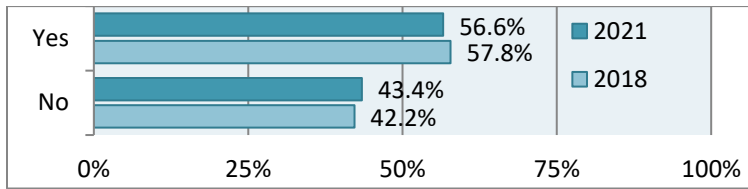
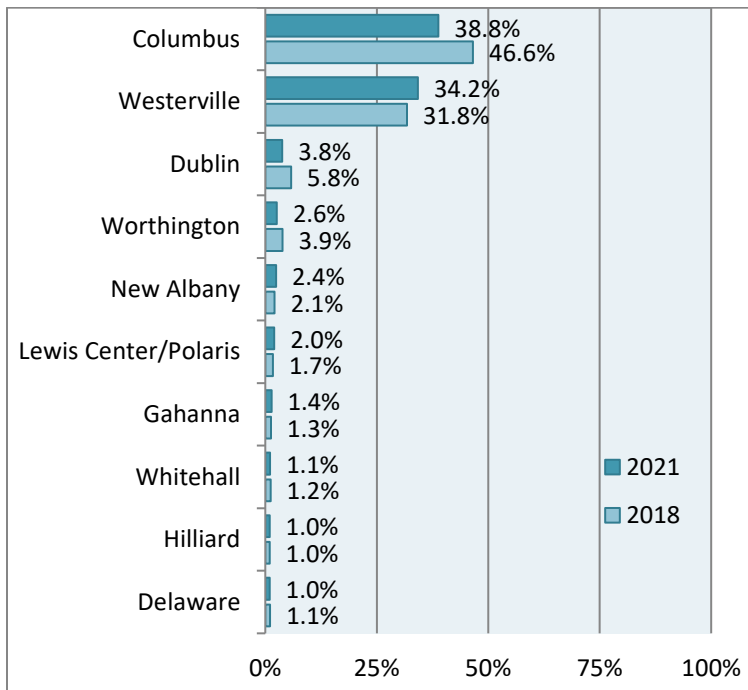


Figure 12.13. In which community do you primarily work?



Note: Only communities with at a response of at least one percent are included.

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

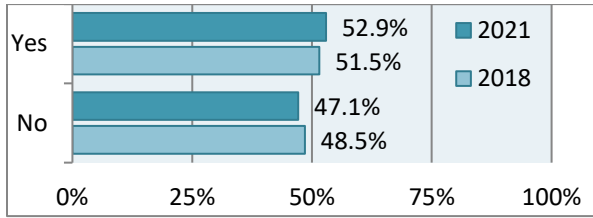
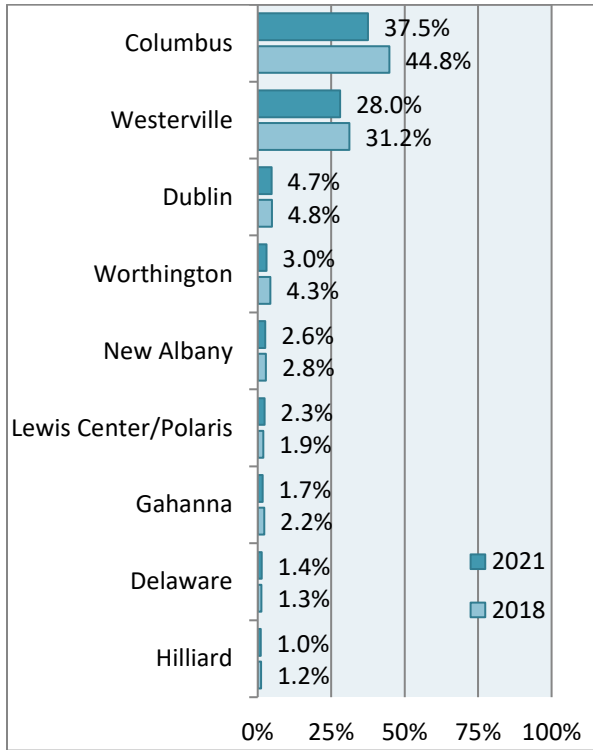
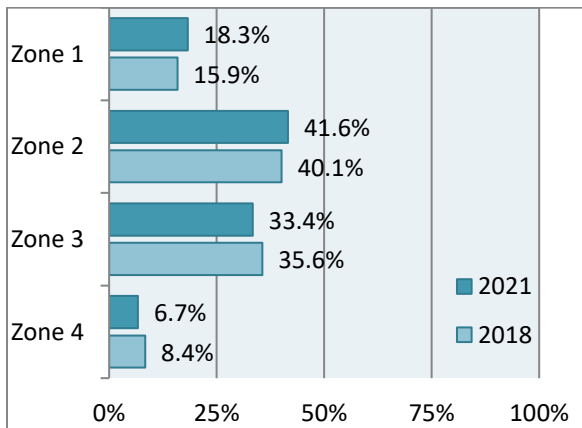


Figure 12.15. In which community does he/she primarily work?



Note: Only communities with at a response of at least one percent are included.

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, such as public works services and utilities. They tended to prioritize the proximity of friends and family and proximity to Otterbein University as reasons for living in Westerville. They did not tend to think Westerville provided a good mix of land uses or that they were effectively managing housing growth. 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 less likely to use the City Facebook page.

In terms of policing issues, longer-term residents were more likely to have interacted with WPD, were less likely to have concerns about interacting with them, and had higher opinions of WPD overall. They also claimed greater understanding of the issues law enforcement face in the modern environment. They were more aware of the Community Service Bureau, approved of the WPD partnership with Westerville City Schools, and believe the Citizen Police Academy builds a relationship between the police and the community.

On the other hand, more recent residents thought the city had good traffic flows relative to other suburbs and that the city conveys construction traffic information well. They tend to feel the city is prudent with finances and that leadership tells a consistent story. Their public safety concerns focus on community outreach, and they tend to rate public safety services lower. Conversely, they tend to rate parks & recreation facilities more highly. More recent residents are more likely to read City publications, but are less aware of elements like Go Westerville or the MyWesterville app.

In the “Current Events” section, more recent residents tended to rate WPD services lower, and they were more likely to think that WPD needs additional training beyond what is currently provided. They were less likely to feel that WPD is fair and impartial to minoritized populations and people of color. They were also less likely to have taken part in WPD community events.

Age

There were numerous age-related differences in survey responses overall.

Generally speaking, older respondents had 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- or youth-focused police efforts and in favor of property protection and routine patrols. They were less likely to use online City resources (website, Facebook, Go Westerville, Tell Westerville) but were more likely to find them useful or entertaining when they did.

In the “Current Events” section, older respondents were more likely to have had interactions with WPD, and were less likely to have concerns about their conduct or to feel unsafe in interacting with WPD. They claimed to have greater understanding of issues that law enforcement face in the modern environment, support the WPD agreement with Westerville City Schools, and tend to believe the Citizen Police Academy helps to build relationships between the police and the community.

Conversely, younger respondents were focused more on access to parks and recreation, the schools, proximity to work, the lack of housing variety, and tended to feel safer in the various environments around the City. Younger residents were generally less satisfied with city services in a variety of areas. While they were less likely to read the Recreation Guide, they were more likely to use it to schedule classes.

In the “Current Events” section, younger respondents tended to have a lower opinion of WPD and lower satisfaction with the services they provide. They tended to believe that WPD needs more mandatory training, and are less likely to believe that WPD treats people of color and other minoritized communities fairly and impartially. They were less aware of the Community Services Bureau, and less confident in their ability to distinguish WPD from other police forces in the area.

Ownership Status

Differences in responses based on home 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 routine patrols of residential areas and property protection. Overall, they were generally more satisfied with the services the City provides, and tended to read City publications more regularly (including the Recreation Guide) and to use or be aware of online resources like the City website, GoWesterville, and Tell Westerville.

Respondents who are renters prioritized convenience to work and affordability. They were more supportive of pro-business approaches from the City. They tended to place higher importance on affordable housing (while also feeling that Westerville does not offer a good variety of housing options), and provided lower ratings of City services like snow removal and recycling. Renters also tended to feel less safe than owners.

In the “Current Events” section, they had more negative opinions of WPD, felt less safe interacting with WPD, and felt WPD needs more training. They were less aware of the Community Services Bureau and less likely to participate in WPD community events.

Zones

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

Individuals in Zone 1 tended to have more positive ratings of city services and facilities.

Individuals in Zone 2 tended to focus more on the importance of proximity to work than Zone 3.

Individuals in Zones 1 and 2 tended to feel safer than those in Zones 3 and 4.

Individuals living in Zone 3 placed more importance on the quality of schools than those in Zone 1.

Finally, Zone 4 had a few notable differences. They were less happy with the variety of housing options and placed greater importance on affordable housing. They also tended to have lower ratings of police performance in the “Current Events” section.

14. Summary of Comparisons between 2018 and 2021 Survey Results

Statistically significant differences between the 2018 and 2021 survey responses have been discussed throughout the report. Those results are summarized below.

Section 1. General Perceptions of Westerville

From 2018 to 2021, there was an increase in agreement for the following items:

- The City of Westerville should give tax breaks and other financial incentives to employers to bring new businesses into the City.
- 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.
- I believe the City of Westerville does a good job of promoting recycling and conservation.
- I believe the City of Westerville does a good job of communicating construction traffic information to the public.

From 2018 to 2021, there was a decrease in agreement for the following items:

- Westerville offers a good mix of commercial, office, and residential land uses.
- Westerville offers a good variety of housing choices in terms of pricing and selection.
- Westerville does a good job of managing housing growth.
- Westerville does a good job of managing retail and business growth.

Section 2. Community Priorities

With regard to the importance of various reasons respondents live in Westerville, the following items received a lower score in 2021 than 2018:

- Convenient location to work
- Convenient access to shopping and entertainment
- Affordable housing
- Close to Otterbein
- Quality of city services

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 2018 to 2021 for:

- Feeling safe in Westerville as a whole
- Feeling safe in your neighborhood at night

Mean ratings decreased from 2018 to 2021 for:

- Feeling safe on City bikeways and leisure paths
- EMS services
- Police patrol services
- Police community outreach services
- Police emergency response times

Sections 4-9. City Services

The changes in this section from 2018 to 2021 tended to be more positive. There were changes in mean ratings for:

- **Parks & Recreation Facilities:** ratings for the Westerville Community Center, Everal Barn & Heritage Park, Westerville Senior Center, Neighborhood parks, and First Responders Park all increased.
- **Recreation Services:** ratings for programs for individuals with disabilities decreased.
- **Planning & Development Services:** ratings for road construction services and the annual street rehabilitation and repair program increased.
- **Public Works Services:** ratings for six of the nine services in this category increased.
- **Utility Services:** all items in this category increased.

Section 10. Communication/Citizen Input

A number of items in this section (some of which were previously in the “Current Events” section) showed a significant change from 2018 to 2021. They included:

- Respondents saying the Westerville website is easy to navigate to the information they want increased.
- Respondents reading the Westerville Community Recreation Guide increased.
- Respondents finding the Recreation Guide useful increased.
- Respondents using the Recreation Guide to register for a class decreased.
- Respondents visiting the City of Westerville Facebook page increased.
- Familiarity with the Tell Westerville app decreased.

Additionally, use of six functions within the Tell Westerville app changed significantly.

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.)	%	2.5	1.4	5.7	44.7	45.7
	N	78	43	179	1407	1438

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.	%	0.7	4.1	52.5	42.7
	N	20	123	1578	1285
If I have a problem regarding a City service, I can conveniently reach the appropriate department.	%	0.6	4.1	56.5	38.8
	N	16	119	1624	1114
City staff members I have encountered have been courteous and friendly.	%	0.2	1.7	43.8	54.3
	N	6	45	1183	1469
I have reported a problem to the City and received a response in a timely manner.	%	1.7	6.7	44.4	47.2
	N	35	140	935	994
Westerville City leaders are prudent with their management of City finances. (Reminder: school and library services are not part of the City's services.)	%	3.6	10.9	58.9	26.6
	N	93	285	1534	692
I believe the City of Westerville does a good job of promoting recycling and conservation	%	1.0	6.4	50.2	42.4
	N	30	193	1527	1289

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	%	8.0	9.0	23.1	32.8	27.1
	N	175	196	504	717	593
Convenient access to shopping and entertainment	%	1.2	3.7	12.0	46.3	36.8
	N	38	118	379	1467	1164
Access to quality City parks and recreation space	%	1.1	1.7	6.9	31.6	58.6
	N	34	54	218	993	1840
The family friendly nature of the City	%	1.4	1.8	7.2	30.5	59.2
	N	44	56	225	956	1856
Affordable housing	%	4.1	6.5	19.2	35.0	35.3
	N	124	195	578	1055	1063
The quality of the public school district	%	3.9	2.8	10.8	27.8	54.7
	N	110	80	208	794	1562
Overall safety of the community	%	0.7	0.3	1.2	14.1	83.7
	N	22	8	38	440	2614
Family and friends live near by	%	5.6	7.4	24.4	30.8	31.9
	N	170	223	740	933	967
Close to Otterbein University	%	47.6	12.8	23.7	9.7	6.1
	N	1289	347	643	264	166
Quality of City services	%	0.6	0.6	3.2	27.8	67.8
	N	18	19	97	849	2066

Personal Safety (Figure 3.1)

		Very unsafe	Unsafe	Safe	Very safe
In Westerville as a Whole	%	0.1	1.1	52.8	45.9
	N	4	34	1628	1416
Inside Your Home	%	0.1	0.3	25.4	74.1
	N	4	9	781	2276
In Your Neighborhood During the Day	%	0.1	0.5	23.7	75.7
	N	3	14	730	2328
In Your Neighborhood at Night	%	0.4	4.2	58.0	37.4
	N	13	130	1779	1147
In a City Park	%	0.3	3.3	65.5	30.8
	N	10	102	2005	942
On City Bikeway and Leisure Paths	%	0.5	5.3	64.1	30.2
	N	14	160	1941	915

Public Safety Services (Figure 3.3)

		Very unsafe	Unsafe	Safe	Very safe
Emergency Medical Services	%	0.3	0.3	26.4	73.0
	N	7	7	631	1744
EMS Billing Services	%	2.6	4.7	58.0	34.7
	N	17	31	386	231
Emergency Communications/9-1-1 Dispatcher Services	%	0.6	0.7	33.4	65.3
	N	13	15	705	1380
Fire Suppression Services	%	0.4	0.3	35.2	64.2
	N	7	6	690	1259
Fire Prevention & Inspection Services	%	0.4	1.6	50.5	47.5
	N	7	26	823	775
Fire Safety and Education Programs	%	0.4	1.5	52.7	45.4
	N	7	24	859	739
Fire Emergency Response Times	%	0.4	0.3	28.1	71.3
	N	8	5	529	1364
Police Emergency Response Times	%	0.6	0.8	35.9	62.7
	N	2	9	442	1015
Police Patrol Services	%	0.9	3.5	47.4	48.3
	N	24	93	1272	1296
Police Community Outreach Services	%	0.7	2.2	47.8	49.2
	N	15	45	967	996
Police Animal Control Services	%	1.6	7.2	56.2	35.0
	N	24	111	867	540

Parks & Recreation Facilities (Figure 4.1)

		Very poor	Poor	Good	Excellent
Highlands Park Aquatic Center	%	0.5	2.3	32.9	64.3
	N	10	43	622	1214
Millstone Creek Park	%	0.1	1.1	38.2	60.6
	N	1	15	505	800
Westerville Community Center	%	0.3	1.8	23.1	74.8
	N	8	45	591	1914
Westerville Sports Complex	%	0.2	1.8	35.0	62.9
	N	5	38	744	1337
Everal Barn & Heritage Park	%	0.1	0.5	33.0	66.4
	N	3	12	788	1587
Westerville Senior Center	%	0.6	2.8	39.3	57.2
	N	8	36	504	733
Alum Creek Park South (Skateboard)	%	0.5	2.9	53.2	43.4
	N	4	24	438	357
Alum Creek Park South (BMX)	%	1.0	4.1	52.8	42.1
	N	8	32	414	330
Bark Park	%	2.5	7.5	54.9	35.1
	N	23	68	497	318
Neighborhood Parks	%	0.1	0.6	35.5	63.8
	N	2	17	979	1760
First Responders Park	%	0.5	1.2	34.4	63.9
	N	10	26	726	1347
Street Hockey Rink	%	0.4	1.8	43.4	54.5
	N	2	10	247	310
Hanby Park/Sprayground	%	0.6	1.3	38.3	59.8
	N	8	17	516	805

Parks Services (Figure 5.1)

		Very poor	Poor	Good	Excellent
Parks Maintenance	%	0.2	0.4	35.5	63.9
	N	5	12	1001	1803
Soccer Fields	%	0.3	1.5	44.8	53.4
	N	5	24	735	875
Baseball/Softball Fields	%	0.2	1.5	46.3	52.1
	N	3	23	721	811
Lacrosse Fields	%	0.5	1.2	50.3	48.1
	N	4	9	388	371
Playgrounds	%	0.3	0.6	36.6	62.5
	N	6	14	871	1488
Picnic Shelters	%	0.2	1.5	44.5	53.8
	N	4	37	1079	1306
Tennis Courts	%	0.5	2.4	47.6	49.5
	N	6	32	630	655
Pickleball Courts	%	0.8	1.4	46.1	51.7
	N	7	13	426	478
Basketball Courts	%	0.4	2.1	49.4	48.1
	N	6	28	671	654
Bikeways/Leisure Paths	%	0.1	0.8	31.2	67.8
	N	4	22	841	1828
Nature Preserves	%	0.3	0.8	33.3	65.6
	N	7	21	830	1633

Recreation Services (Figure 6.1)

		Very poor	Poor	Good	Excellent
Pre-School Programs	%	1.4	5.3	44.5	48.7
	N	9	34	284	311
Youth Programs	%	0.4	3.3	49.9	46.4
	N	4	29	445	414
Teenage Programs	%	1.9	10.0	50.2	37.9
	N	12	63	317	239
Adult Programs	%	0.5	4.0	51.2	44.3
	N	9	68	881	763
Older Adult (Senior) Programs	%	0.6	2.8	45.0	51.6
	N	9	40	648	743
Athletic Programs/Sports Leagues	%	0.2	3.3	49.8	46.8
	N	2	43	652	612
Fitness Programs	%	0.4	2.3	48.9	49.3
	N	7	38	814	804
Individuals with Disabilities Programs	%	3.2	10.1	48.0	38.7
	N	17	53	252	203
Recreation Course Online Registration	%	2.0	8.3	49.0	40.6
	N	33	135	793	658
Special Events	%	0.6	2.0	42.0	55.5
	N	9	30	639	844

Planning & Development Services (Figure 7.1)

		Very poor	Poor	Good	Excellent
Building permit and inspection	%	2.8	8.9	57.0	31.4
	N	35	113	723	398
Zoning permit and approval	%	3.3	12.0	55.9	28.8
	N	36	129	603	311
Code enforcement/property maintenance	%	4.0	13.9	57.4	24.7
	N	59	205	846	364
Sidewalk maintenance	%	2.3	13.9	62.5	21.3
	N	60	371	1666	567
Road construction services	%	1.0	6.7	66.1	26.2
	N	27	178	1764	699
Annual street rehabilitation and repair program	%	1.8	8.3	59.6	30.3
	N	46	216	1561	794

Public Works Services (Figures 8.1)

		Very poor	Poor	Good	Excellent
Street maintenance (pot holes)	%	0.9	9.3	64.5	25.3
	N	25	268	1860	729
Snow removal/ice control	%	0.7	2.6	30.3	66.4
	N	22	77	898	1969
Street cleaning	%	0.6	2.9	47.7	48.8
	N	17	84	1364	1395
Sewer maintenance	%	0.9	3.5	54.9	40.7
	N	19	74	1145	848
Leaf collection	%	1.1	5.2	41.4	52.3
	N	31	142	1140	1442
Refuse collection	%	0.5	3.0	33.5	63.1
	N	13	86	963	1816
Recycling collection	%	0.7	3.0	33.2	63.1
	N	19	86	945	1794
Yard waste collection	%	0.4	1.7	33.2	64.8
	N	10	47	918	1791
Stormwater management	%	2.1	5.6	53.2	39.1
	N	39	106	1005	739
Food composting program	%	3.8	8.9	43.0	44.2
	N	32	75	361	371

Utility Services (Figures 9.1)

		Very poor	Poor	Good	Excellent
Water	%	0.6	2.0	38.9	58.5
	N	17	60	1139	1711
Electric	%	0.4	1.6	32.5	65.5
	N	12	47	960	1935
Sewer	%	0.6	2.0	40.3	57.1
	N	17	56	1140	1613
Street lighting	%	0.4	3.7	42.0	53.9
	N	12	110	1239	1592
Utility billing	%	0.7	2.8	42.2	54.3
	N	22	81	1241	1594

Appendix B: Westerville City Zone Map

