City of Cincinnati Resident Survey

Purpose

Follow up with residents on the 2021-2022 Resident Survey findings to understand key priorities for service delivery

- **Streets, Sidewalks, and Infrastructure**
- **Neighborhood Services**
- **Police Services**
- **Communication and Community Engagement**

Methodology

Survey Description
- 2nd Resident Survey conducted for the City by ETC Institute

Method of Administration
- By mail and online to a random sample of households in the City
- Each survey took approximately 15-20 minutes to complete

Sample Size
- **Goal:** 1,200 completed surveys – minimum of 200 from six (6) neighborhood zones
- **Actual**: 1,313 completed surveys – all neighborhood zone goals were met
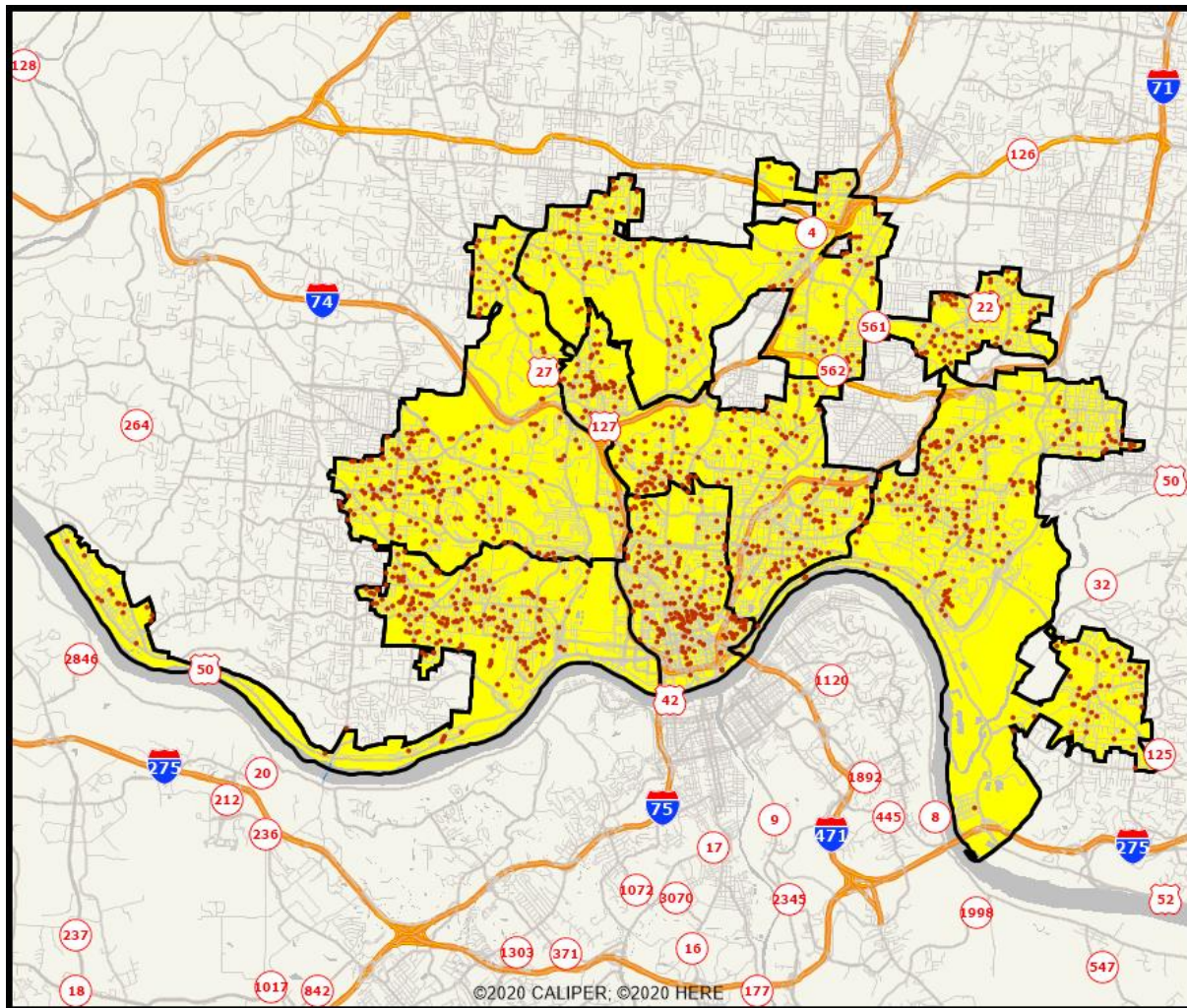
Margin of Error
- +/- 2.7% at the 95% level of confidence

Location of Survey Respondents

In 2023, we achieved a good representation of responses throughout the City

Home address of all respondents are geocoded to the block level
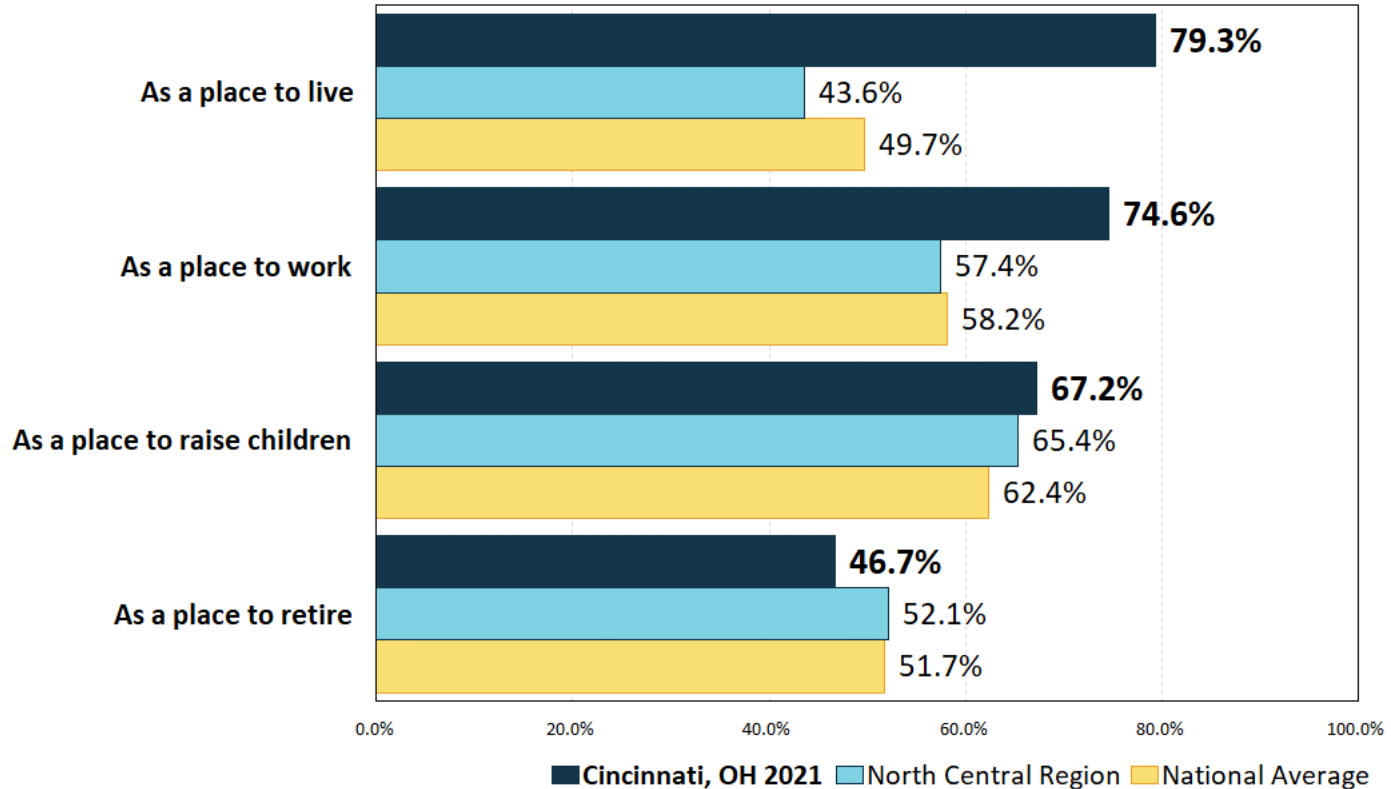

2023 City of Cincinnati Resident Survey

Background

HOW 2022 RESIDENT SATISFACTION SURVEY WAS DEVELOPED

Ratings of the City

by the sum percentage of respondents that rated their community, in regards to the following, as either *excellent* or *good* (excluding *don't know* responses)

As a place to live
- 79.3%
- 43.6%
- 49.7%

As a place to work
- 74.6%
- 57.4%
- 58.2%

As a place to raise children
- 67.2%
- 65.4%
- 62.4%

As a place to retire
- 46.7%
- 52.1%
- 51.7%

0.0% 20.0% 40.0% 60.0% 80.0% 100.0%

■ **Cincinnati, OH 2021** ■ North Central Region ■ National Average

In the 2021-2022 survey we learned most residents have a very positive perception of the City

Q4. Which Major Categories of City Services do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

by the sum percentage of respondents' top three choices

Service	Percentage
Maintenance of City streets, sidewalks, & infrastructure	72.1%
Police services	50.1%
Neighborhood services	43.7%
City parks & recreation programs/facilities	20.5%
City Planning, Buildings, & Development services	20.2%
Fire & ambulance services	16.0%
City's stormwater runoff/stormwater mgmt system	15.4%
Health Department services	15.1%
Overall effectiveness of City communication with the public	15.1%
City water utilities	9.8%
City's 911 Call Center	5.5%
Customer service you receive from City employees	4.8%
City's Customer Service Call Center	2.8%

Legend: Most Emphasis, Second Choice, Third Choice

Although overall perceptions were positive, the survey identified three key areas that needed improvement

Importance-Satisfaction Analysis Ratings

2021 City of Cincinnati, Ohio Resident Survey
Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Maintenance of City streets, sidewalks, & infrastructure	72%	1	24%	13	0.5501	1
Police services	50%	2	53%	7	0.2335	2
Neighborhood services	44%	3	51%	8	0.2154	3
City Planning, Buildings, & Development services	20%	5	33%	12	0.1345	4
Overall effectiveness of City communication with the public	15%	9	36%	11	0.0963	5
City's stormwater runoff/stormwater management system	15%	7	40%	10	0.0932	6
Health Department services	15%	8	58%	5	0.0633	7
City parks & recreation programs/facilities	21%	4	79%	2	0.0422	8
City water utilities	10%	10	61%	3	0.0382	9
Fire & ambulance services	16%	6	83%	1	0.0275	10
City's 911 Call Center	6%	11	60%	4	0.0221	11
Customer service you receive from City employees	5%	12	58%	6	0.0202	12
City's Customer Service Call Center	3%	13	47%	9	0.0149	13

The 2022 survey was developed to help diagnose what factors contributed to these service areas becoming top priorities

2022 SURVEY RESULTS

FINDINGS FROM EACH OF THE FOUR PRIORITIES

Streets and Sidewalks

Traffic Patterns

Managing traffic flow and reckless driving are the biggest concerns expressed by residents

Residents are interested in seeing more **speed cushions, traffic cameras, and raised crosswalks**.

Conditions

Most residents (86%) indicated that **potholes** are a problem in their neighborhood.

"Many neighbors are constantly complaining about not getting any speedbumps in the road to get traffic calming measures"

Neighborhood Services

FixitCincy and 311

Nearly 1/3 of residents have used the mobile app to report a hazardous issue and a quarter have used the 311 number.

Mixed Reviews on CSRs

Residents have **mixed satisfaction with the system**, with a sizeable number indicating issue was never resolved.

The City **is currently addressing these operational challenges** with the CSR system.

Illegal Dumping

While **illegal dumping and blight remain a top issue** in specific parts of our City, **litter and trash are pervasive issues** reported throughout neighborhoods and downtown.

"I think there should be some kind of tracking system so you know where your complaint is in the system. I think getting feedback helps to lesson the frustration."

Public Safety

Positive Perception of CPD

Most residents have a positive perception of and confidence in CPD, with over 60% satisfied with CPD's ability to quickly respond to and solve violent crimes.

Request for Visibility

Residents would like to see increased and **more proactive visibility of CPD**, such as foot patrols and traffic enforcement.

Alternatives

Residents would also like to see greater prioritization **of de-escalation and communication techniques and alternatives to police response**.

"It isn't about seeing the officers in their car; I want to see them on their feet. I have never seen a cop on foot in my neighborhood."

Communications

Improvements Seen	Improvement Needed	More Information
Investments in communications staffing, transparency, and community engagement **have paid off**—with significant improvements over the 2021 results and **the greatest strides in availability of information and residents' access to elected officials.**	However, compared to national and regional benchmarks, **we still have room for improvement in how the City engages with residents and dissemination of information.**	Residents would most like to see greater investments **in the availability of information about city programs and services** over the next two years.

"The City isn't proactive with getting information to the resident. Have proactive communication."

Questions?

Performance Management

Agenda

- **Performance Management Overview**
- **Performance Agreements**
- **Department Performance Management**
- **SIET – CSR Performance**
- **Data Capture and Measurement Challenges**

OPDA Performance Management

Performance Agreements
Annual agreements between
CM and Department

All departments and offices
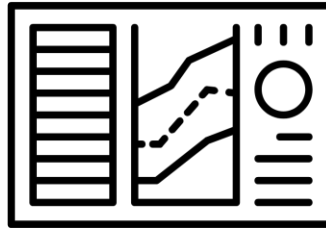
Dept Performance Management
Mission Statement, Service Catalog, KPIs

Some departments

SIET
Cohorts and Working Groups

Some departments

Key Performance Indicators (KPIs):
A measurable expression of a desired level of results in an area relevant to the department's activity

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Performance Agreements

Process
- Performance Agreements outline what the departments will monitor and set a goal to achieve in FY24
    - Services
    - Customer Service Requests (CSRs)
    - Project Plans

Metric Examples
- % met the goal
- # processed

Quarterly Reporting
- Departments will report quarterly on Performance Agreement metrics to OPDA

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Department Performance Management

Facilitated Process to revise and develop:
- Mission Statement
- Service Catalog
- Outcome Goals and Metrics
- Dashboard

Measurement Challenges
- Data availability

Mission Statement
What is your department working towards?

Service Catalogue
What are the core services/products your dept produces?

Mission Statement & Outcome Goals
Alignment between mission and services? What are you trying to achieve?

Determine Outcome Objectives & Outcome Metrics
How is the service contributing to the goal?

Determine KPIs
How can we measure your services?

Assess Trackability of Metrics
Is there data? What is the data quality? Can it be automated?

Assess and Select Feasible KPIs
What is realistic to track?

Establish Benchmarks
What are we comparing to?

Create Dashboards and Train Staff
Automated reporting to meet a specific need

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SIET CSR Performance

Data Capture and Measurement Challenges

Data Capture

- Information is not currently captured
  - Fields are not in the current electronic form
  - Data collection mechanism does not exist. Example: customer satisfaction ratings for services
- Paper based processes

Measurement Challenges

- Data quality issues
  - Records are not closed
  - Reporting lag
  - Manual data entry
- Too few records for a meaningful percentage metric

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Questions?

APPENDIX

Q1. Streets and Sidewalks. Please indicate whether each of the following is a major problem, minor problem, or not a problem in the neighborhood where you live.

by percentage of respondents (excluding "not provided")

Speed cushion/speed humps were selected by 46% of respondents as a traffic calming measure they would like to see implemented

Category	Percentage
Speeding or reckless driving near sidewalks & pedestrian crossings	88%
Potholes	86%
Broken, cracked, or uneven sidewalks	82%
Street construction/maintenance	68%
Sidewalks that are difficult to navigate due to trash/debris and/or weeds/overgrowth	61%
Poorly timed traffic signals	59%
Sidewalks without a proper street/ traffic buffer	56%
Lack of alternative transportation options	56%
Flooding in rainfall events	54%
Lack of pedestrian crosswalks	51%
New development	49%
Lack of turning lanes	43%

Major Problem   Minor Problem

Potholes, and broken/cracked/uneven sidewalks are the two primary maintenance concerns for streets and sidewalks in the City
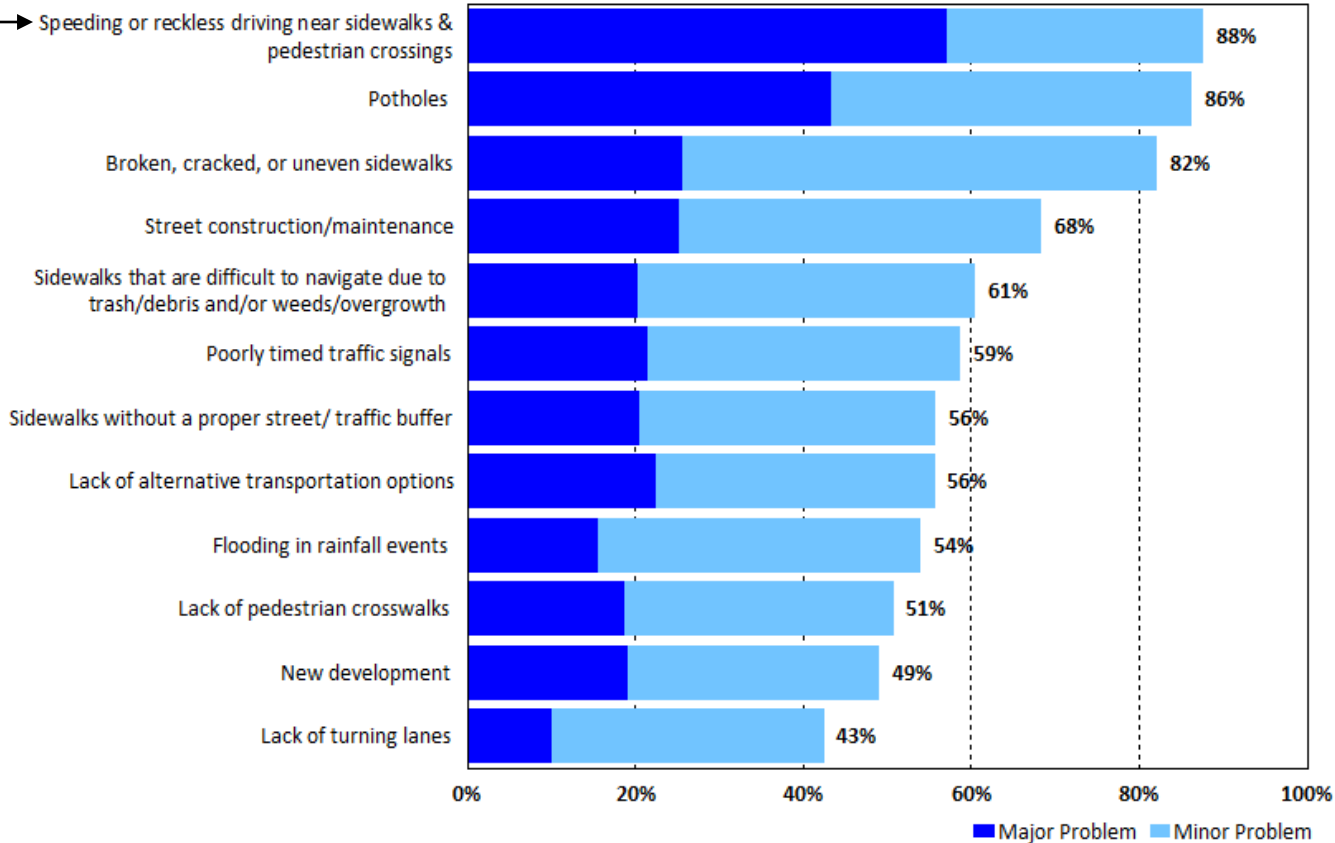
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Legend: ■ Major Problem ■ Minor Problem
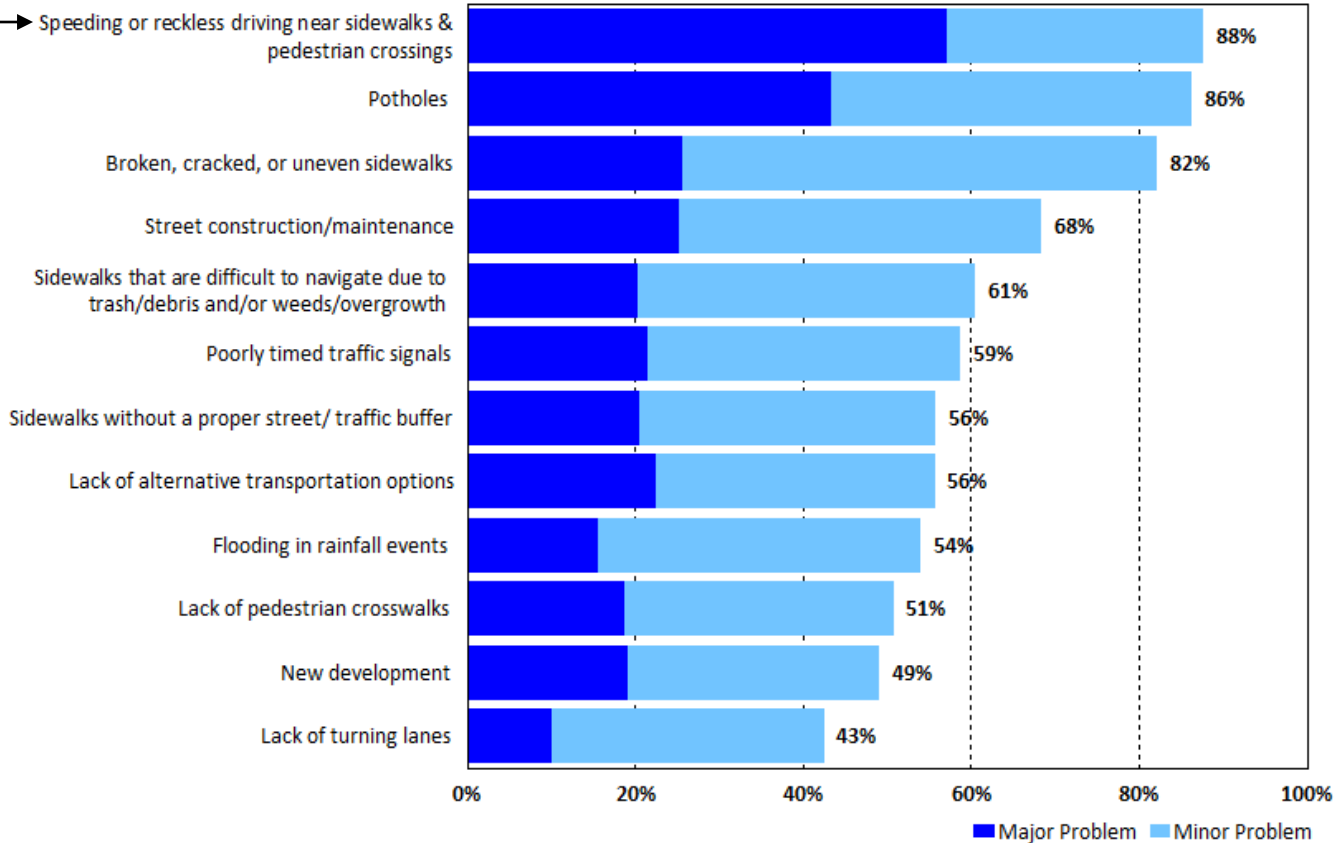
Potholes, and broken/cracked/uneven sidewalks are the two primary maintenance concerns for streets and sidewalks in the City

Q7. Please rate how much of a problem each of the following are in your neighborhood.

by percentage of respondents (excluding "not provided")

Trash & debris on private property — **67%**

Blighted or vacant structures — **59%**

Illegal dumping — **59%**

0% 20% 40% 60% 80% 100%

■ Major Problem ■ Minor Problem
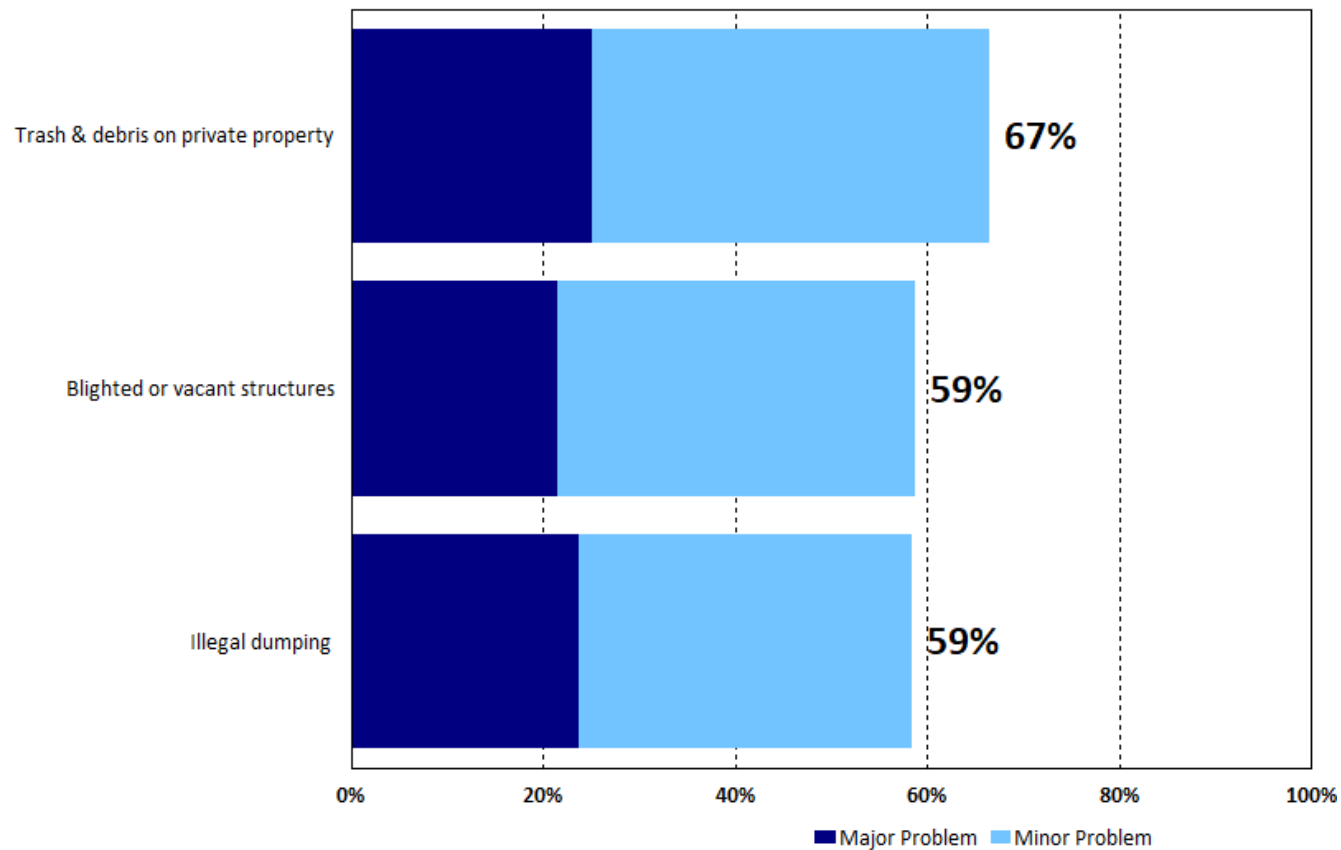
Over half of all respondents indicated illegal dumping, blighted/vacant structures, and trash/debris is a minor or major problem

Q8. Please indicate how often you see trash and debris in the following areas of Cincinnati.

by percentage of respondents (excluding "not provided")

	Almost daily	A few times per week	A few times per month	A few times per year

Other areas in Cincinnati — 90%
Commercial areas in Cincinnati — 88%
Downtown Cincinnati — 88%
Community gathering areas — 86%
The neighborhood where you live — 85%
Parks in Cincinnati — 79%
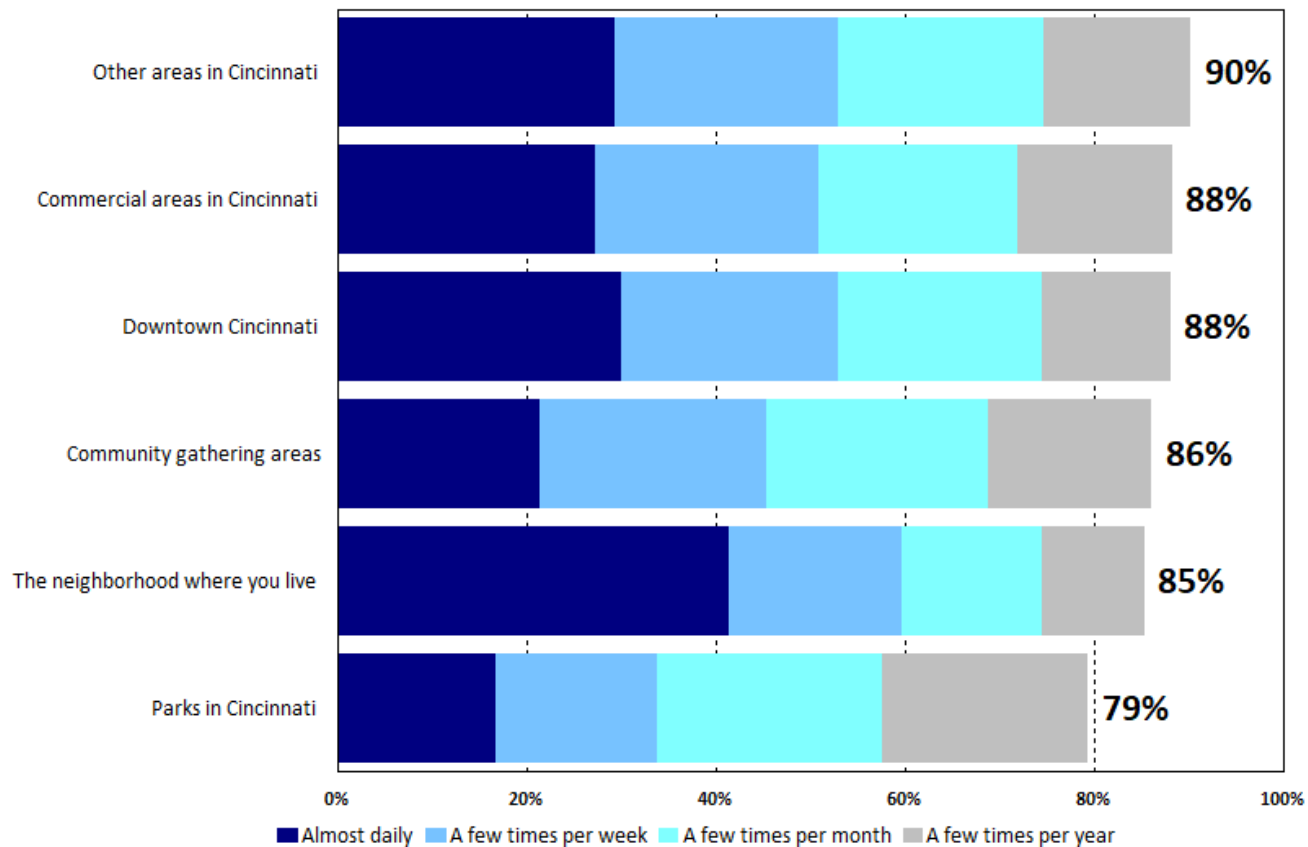
Most (65%) of respondents are unfamiliar with the City's codes/ordinances and only 1 in 4 residents typically report a violation

Q12. Please rate your satisfaction with the Cincinnati Police Department's performance in each of the areas related to the principles of Procedural Justice.

by percentage of respondents (excluding "don't know")

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
The CPD is trying to do what is best for Cincinnati residents	18%	39%	29%	8%	6%
The CPD treats residents with respect	17%	40%	29%	9%	6%
The CPD is fair & neutral when making decisions	16%	35%	33%	11%	5%
The CPD listens to residents & gives them a voice	13%	34%	35%	12%	7%
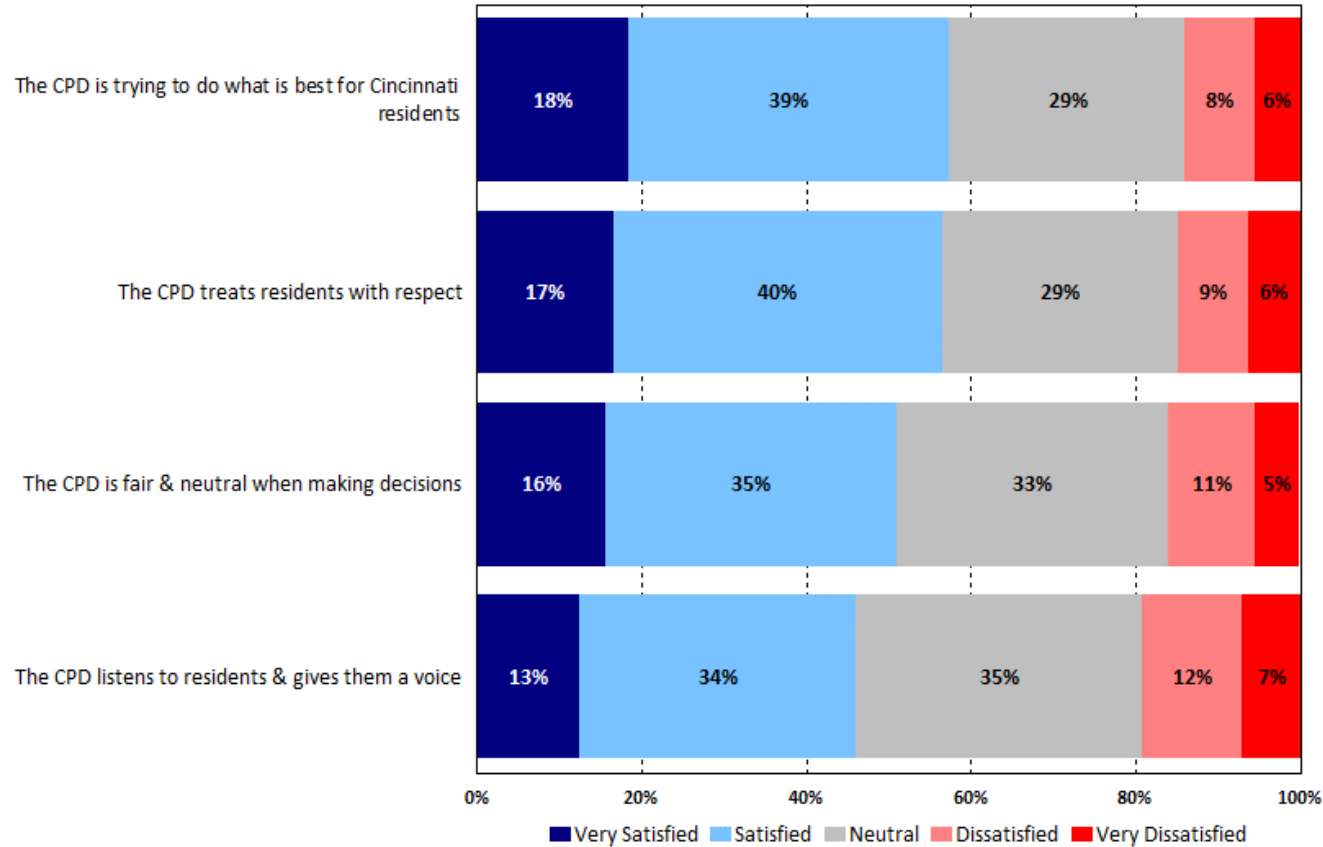
Most respondents have a generally positive perception of the City's Police Department

Q13. Please rate your agreement with each of the following statements related to the public safety services provided by the City of Cincinnati

by percentage of respondents (excluding "don't know")

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The CPD has the ability to quickly respond to violent crimes in City when they are reported	14%	49%	23%	8%	5%
The CPD has the ability to solve violent crimes in City	12%	49%	24%	10%	5%
The CPD has the ability to quickly control a chaotic public situation or crowd mass	11%	40%	29%	13%	6%
The CPD has the ability to solve property crimes in City	8%	38%	26%	18%	10%
The CPD has the ability to assist in non-criminal matters, such as connecting other resources or organizations	8%	37%	38%	9%	8%
The CPD has the ability to quickly respond to property crimes in City when they are reported	8%	34%	31%	18%	10%
The CPD has the ability to prevent crimes in the City	5%	27%	34%	23%	11%

The results also show most respondents have confidence in the City's Police Department

Q15. Please check up to THREE of the following police priorities that you would like the Cincinnati Police Department to focus on over the next 2 years.

by percentage of respondents who selected the item as one of their top three priorities

Priority	Percentage
De-escalation & other interpersonal communication	45%
Foot patrols in neighborhoods	43%
Traffic enforcement	39%
Partnering with other City-agencies to use non-police responses to public safety issues	34%
Communication with the public about crime trends & prevention	31%
Community-police partnership events	23%
Officer recruitment	23%
Non-enforcement traffic safety initiatives	11%
Disaster preparedness	10%
Crowd control responses	10%
Data analytics	5%

Overall, most respondents also feel safe throughout the City in various situations

Q16. COMMUNICATION AND COMMUNITY ENGAGEMENT. Please rate your satisfaction with the following services provided by the City of Cincinnati

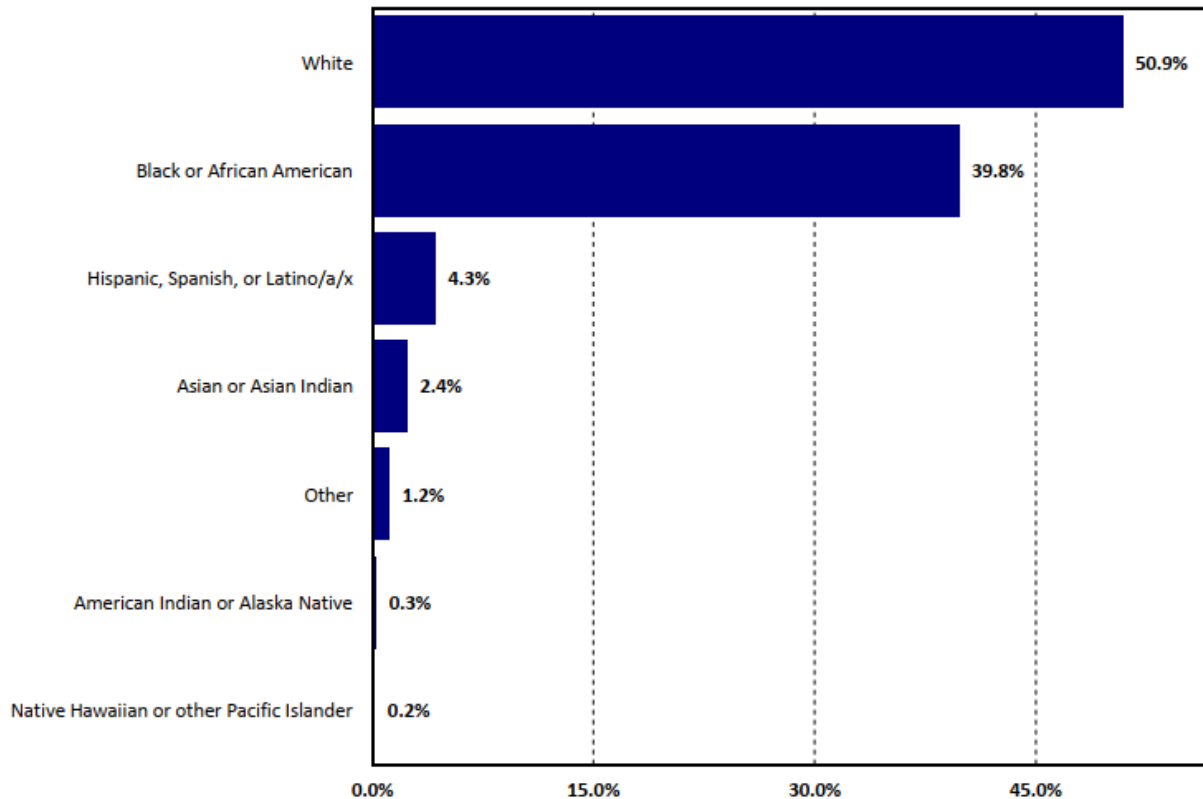by percentage of respondents who answered "satisfied" or "very satisfied"

■ 2022 ■ 2021

Service	2022	2021
Overall usefulness of City website	45%	37%
Availability of information about City programs & services	40%	29%
City's use of social media	35%	27%
Access to information about City Council meetings	34%	28%
Elected officials' efforts to support a dialogue with City residents	34%	21%
Quality of City video programming	29%	30%
Access to information about Boards & Commissions meetings	28%	24%
Quality of City's Open Data portal	26%	22%
Opportunity to engage/provide input into decisions made by elected officials	25%	18%
Opportunity to engage/provide input regarding City operations in public engagement opportunities provided by City Administration	24%	19%
Access to information about Finance & Budget information	22%	17%
Access to information about campaign finance & lobbyist disclosures	16%	12%

Q30. Which of the following best describes your race/ethnicity?

by percentage of respondents (mulitple selections could be made)

White	50.9%
Black or African American	39.8%
Hispanic, Spanish, or Latino/a/x	4.3%
Asian or Asian Indian	2.4%
Other	1.2%
American Indian or Alaska Native	0.3%
Native Hawaiian or other Pacific Islander	0.2%

Q31. Would you say your total annual household income is?

by percentage of respondents (excluding "not provided")
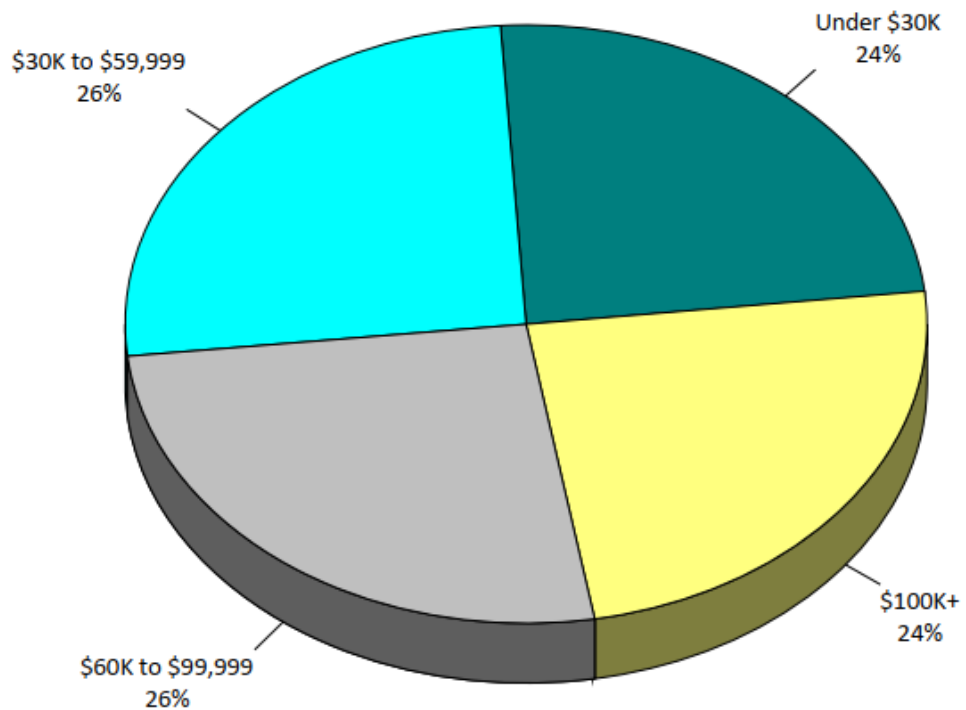
Q33. What is your gender identity?

by percentage of respondents (excluding "not provided")

Female
50.6%

Male
48.5%

Prefer to self-describe
0.8%