



City of Cincinnati Resident Survey

PRESENTED BY ETC INSTITUTE

Since 2006,
ETC Institute
Has,
In More Than
1,000 Cities
&
49 States,
Surveyed
More Than
3,000,000
Persons.

ETC Institute is a National Leader
in Market Research for Local
Governmental Organizations

*For more than 35 years, **our mission** has
been to help municipal governments
gather and use survey data to enhance
organizational performance.*



Purpose

To objectively assess resident satisfaction with the delivery of City services by providing a baseline for future performance

To compare the City's performance with national and regional averages

To help determine priorities for the City using Importance-Satisfaction Analysis

To provide the City with an additional tool that can be used to help strategically plan for the future as the City continues to grow

Methodology

Survey Description

- 1st 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:** 1,408 completed surveys – all neighborhood zone goals were met

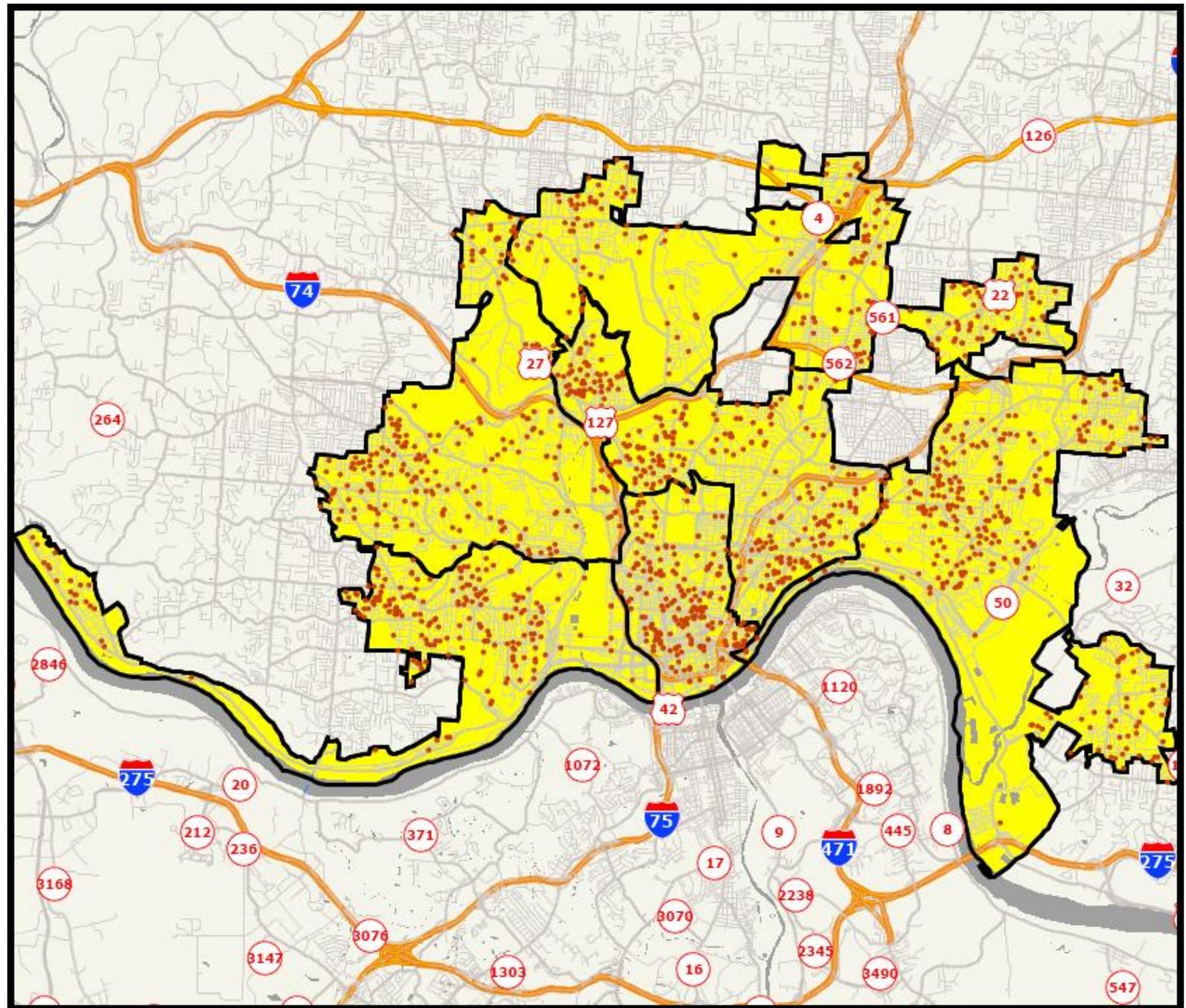
Margin of Error

- +/- 2.6% at the 95% level of confidence

Location of Survey Respondents

Good representation of responses throughout the City

Home address of all respondents are geocoded to the block level



City of Cincinnati Resident Survey

Bottom Line Up Front

Overall, Residents Have a Positive Perception of the City

- 79% of respondents rated the City as an “excellent” or “good” *place to live*
 - 30 points above the National Average
- 67% of respondents rated the City as an “excellent” or “good” *place to raise children*
 - 5 points above the National Average

Satisfaction with the Overall Quality of City Services is Higher in Cincinnati Than Other Communities

- The City rated 9 points above the National Average and 11 points above the Regional Average for the *overall quality of services provided by the City*

Top Priorities for Improvement

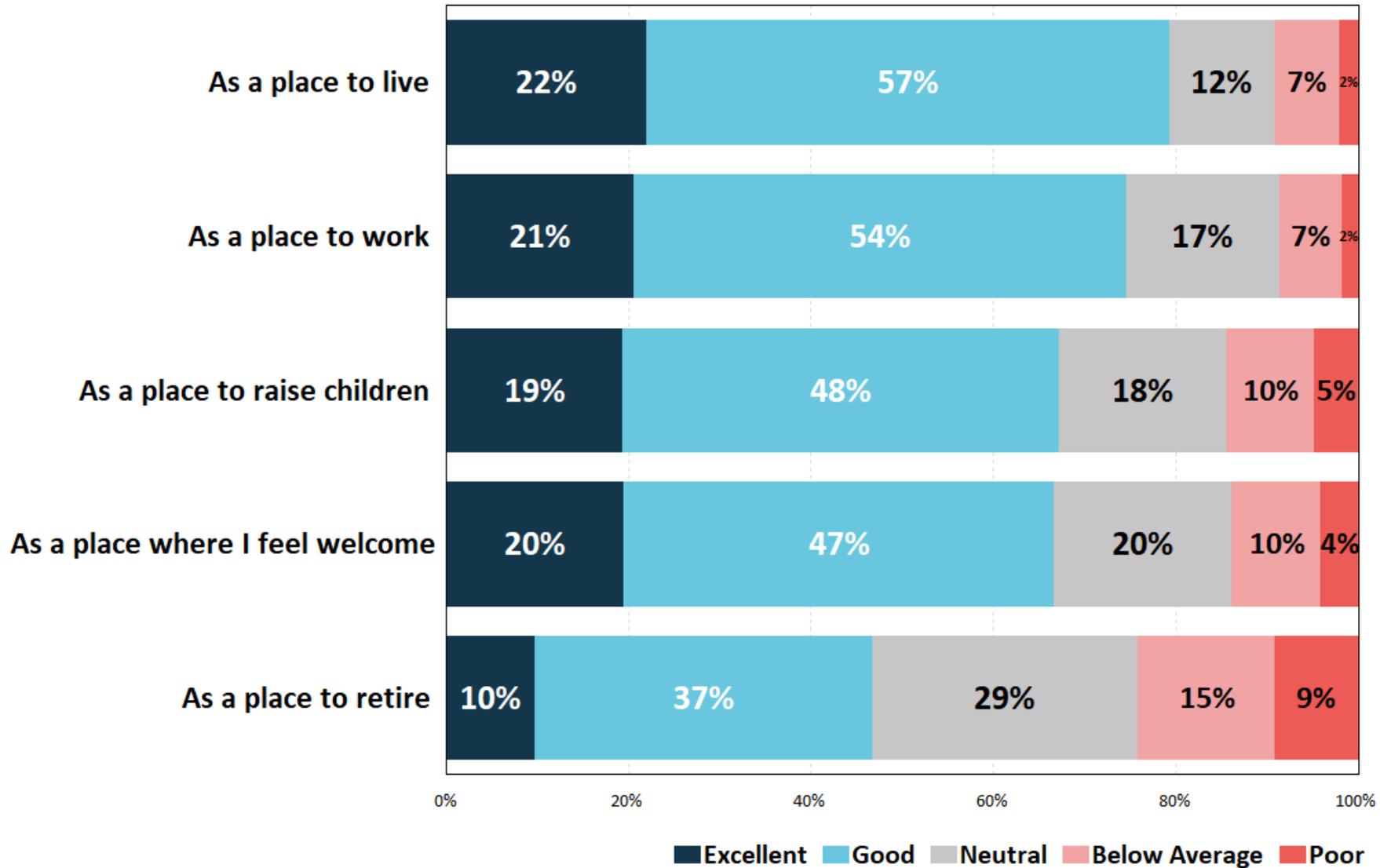
1. Maintenance of City streets, sidewalks, and infrastructure
2. Police services
3. Neighborhood services
4. City planning, building, and development services

Perceptions

RESIDENTS HAVE A POSITIVE PERCEPTION OF THE CITY

Q1. Ratings of the City...

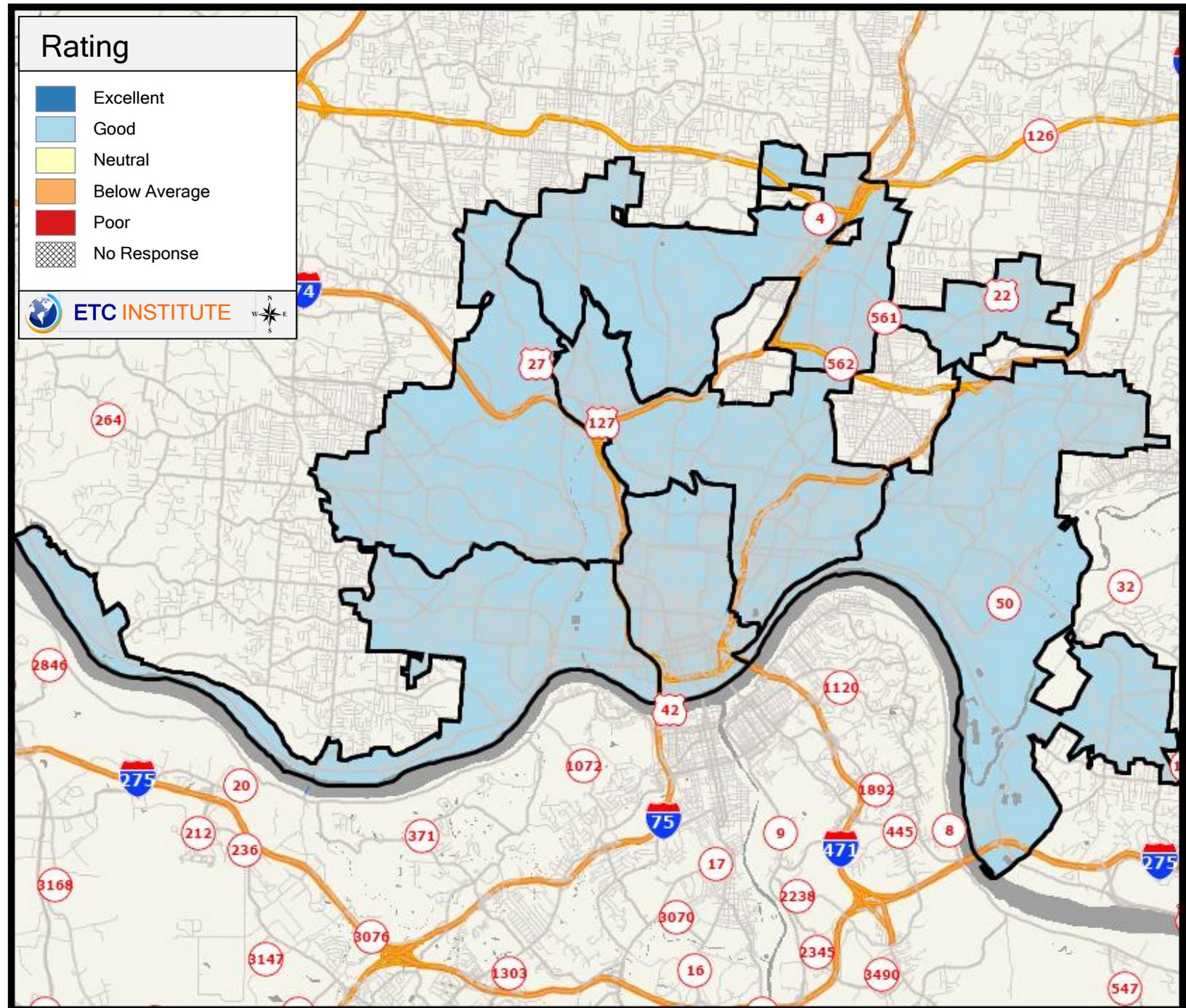
by the percentage of respondents, using a 5-point scale where 5 means *excellent* and 1 means *poor*
(excluding *don't know* responses)



Rating the City as a Place to Live

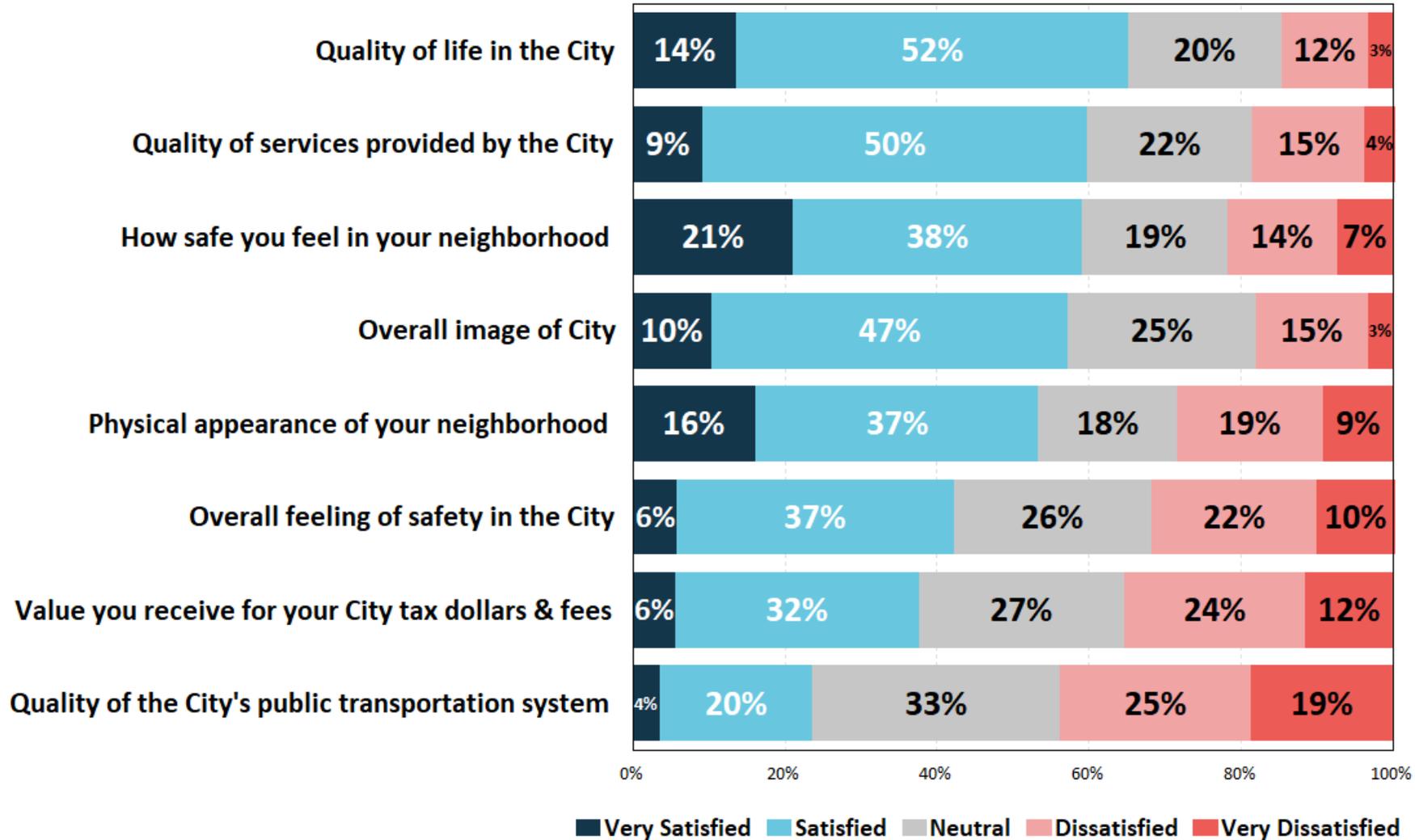
Areas in blue show steady levels of positive ratings

No areas of the community are shaded in yellow/orange/red



Q2. Level of Satisfaction with Items That Could Influence Perceptions of the Community

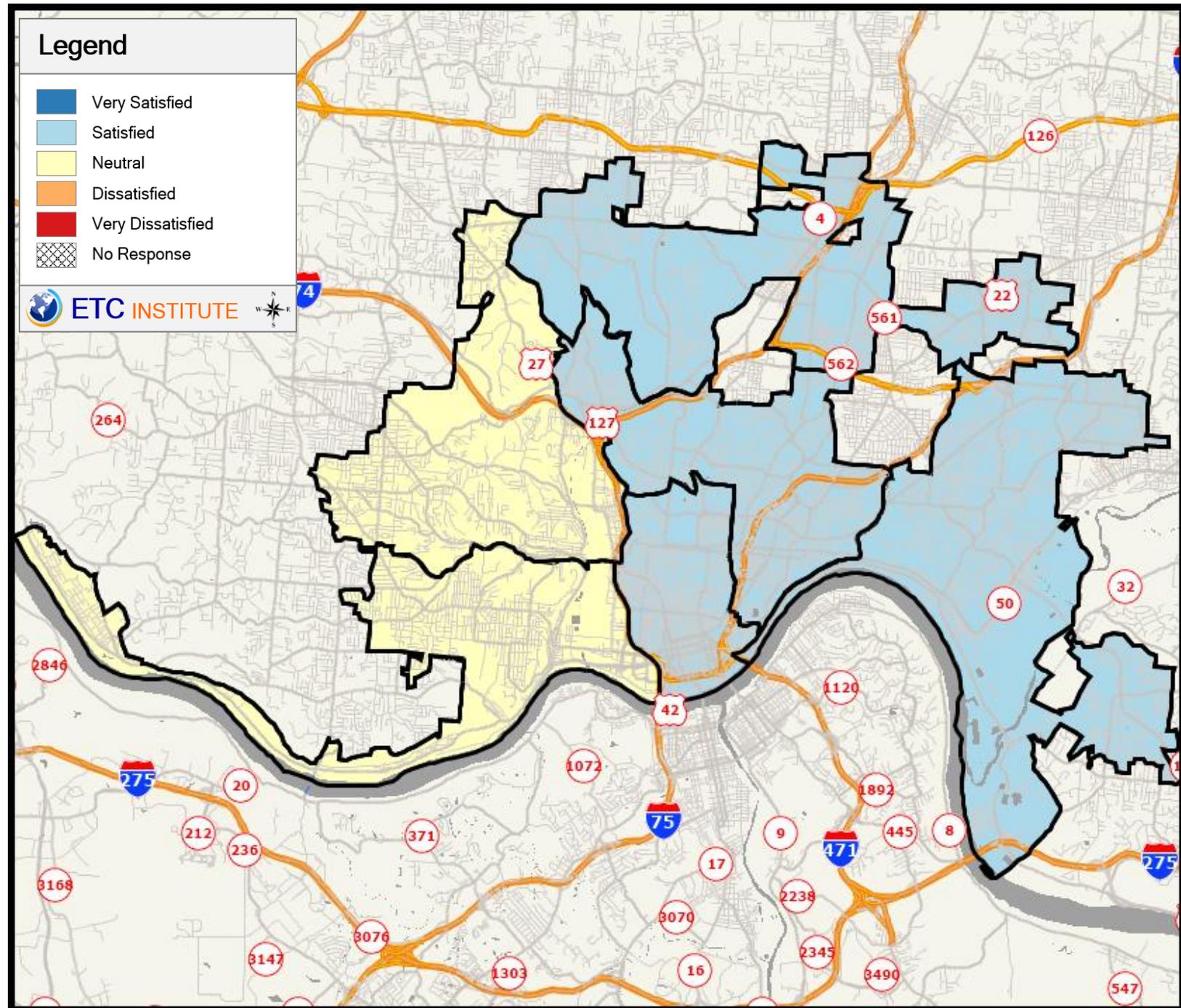
by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



Rating the Overall Quality of Services Provided by the City

Areas in blue show steady levels of positive ratings – areas in yellow show an average “neutral” rating in these two zones

No areas of the community are shaded in orange/red

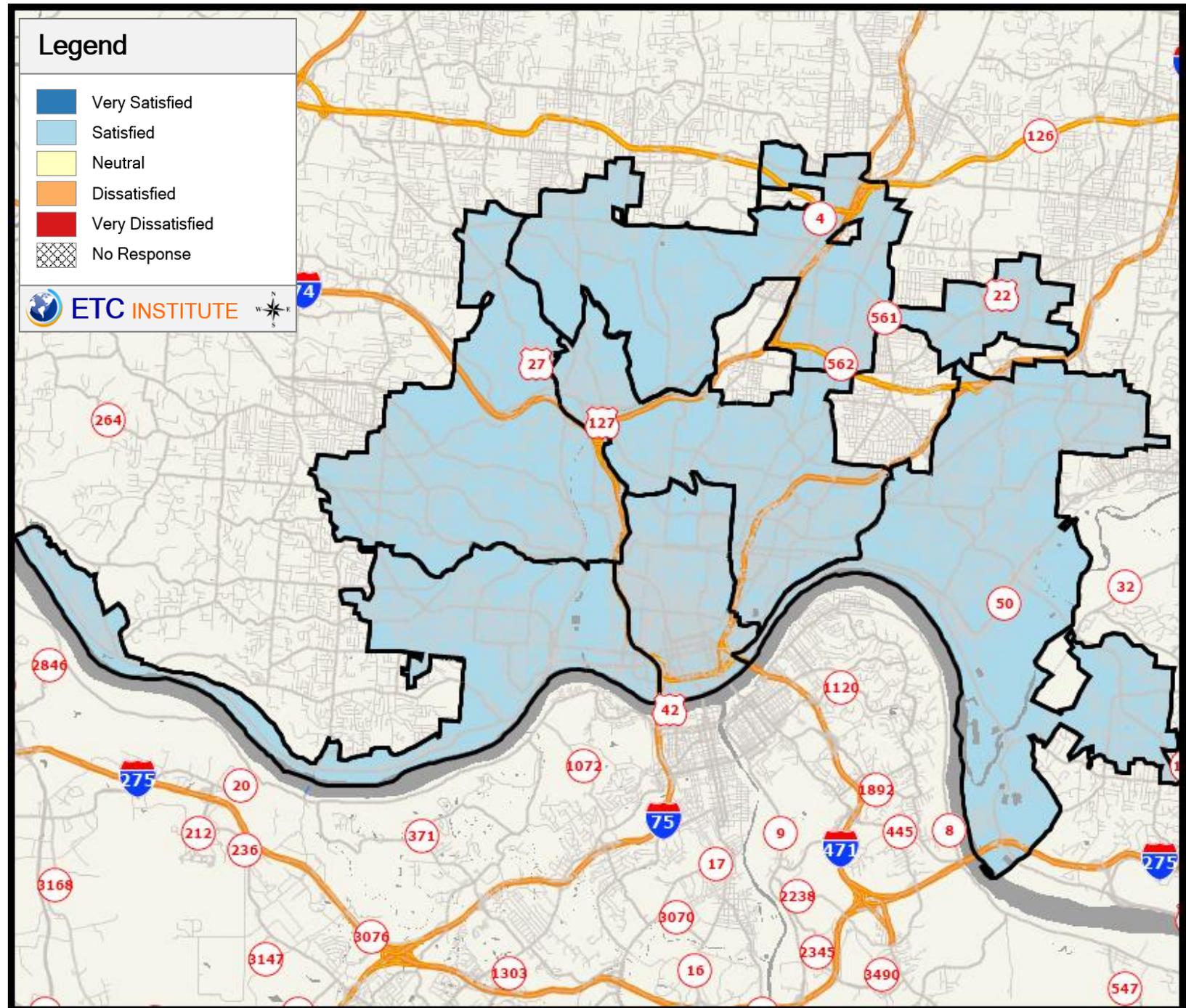


Rating the Overall Quality of Life in the City

The City is equitably service ALL residents City-wide

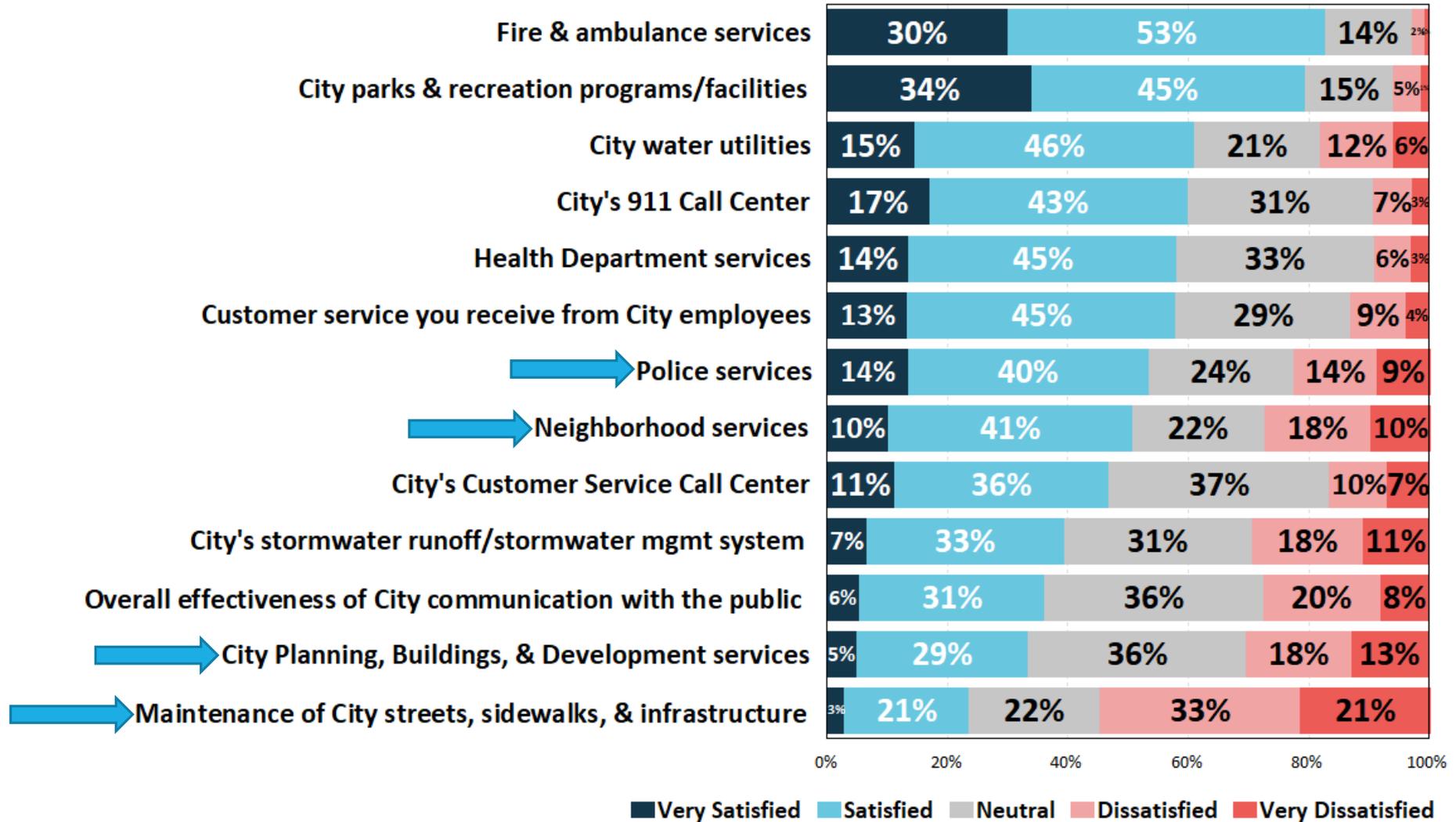
Areas in blue show steady levels of positive ratings

No areas of the community are shaded in yellow/orange/red



Q3. Level of Satisfaction with the Overall Quality of Major Categories of Services Provided by the City

by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)

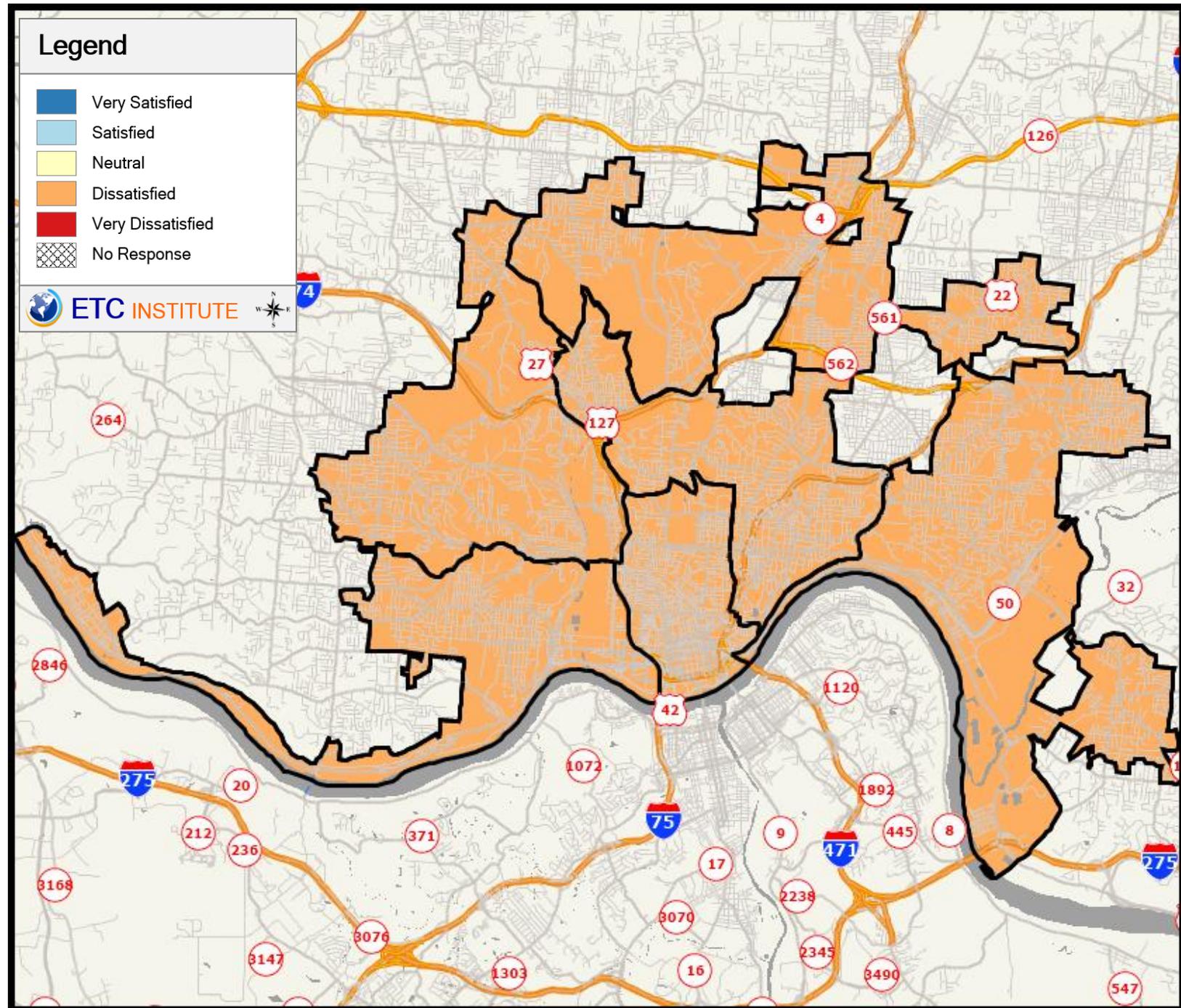


Top priorities for improvement received more “dissatisfied” responses

Maintenance of City Streets, Sidewalks, and Infrastructure

This area was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

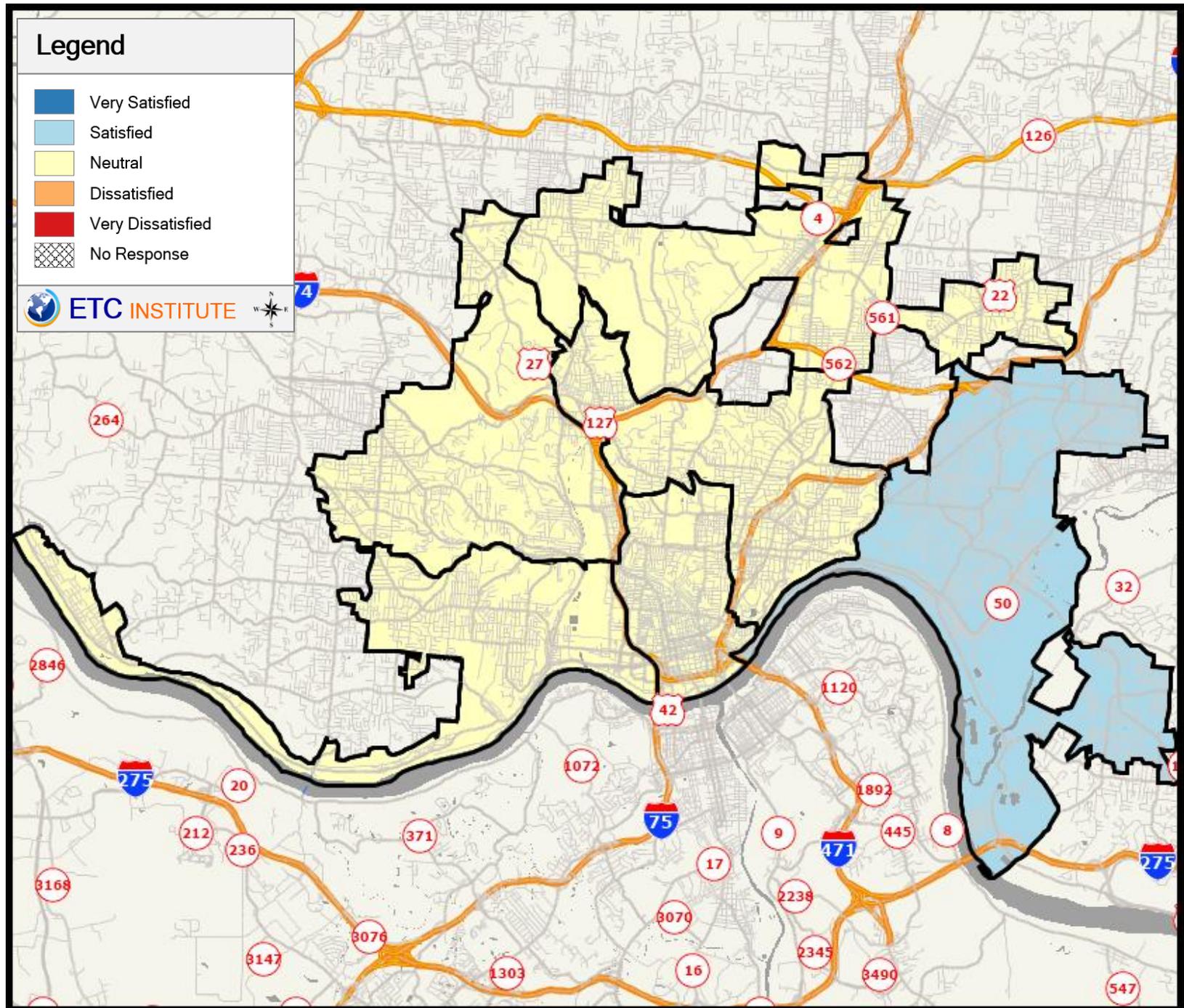
Areas in orange show where residents are most dissatisfied, areas shaded in yellow are “neutral” ratings while blue areas show general levels of positive satisfaction



Police Services

This area was determined to be the second highest priority for improvement based on the Importance-Satisfaction Analysis

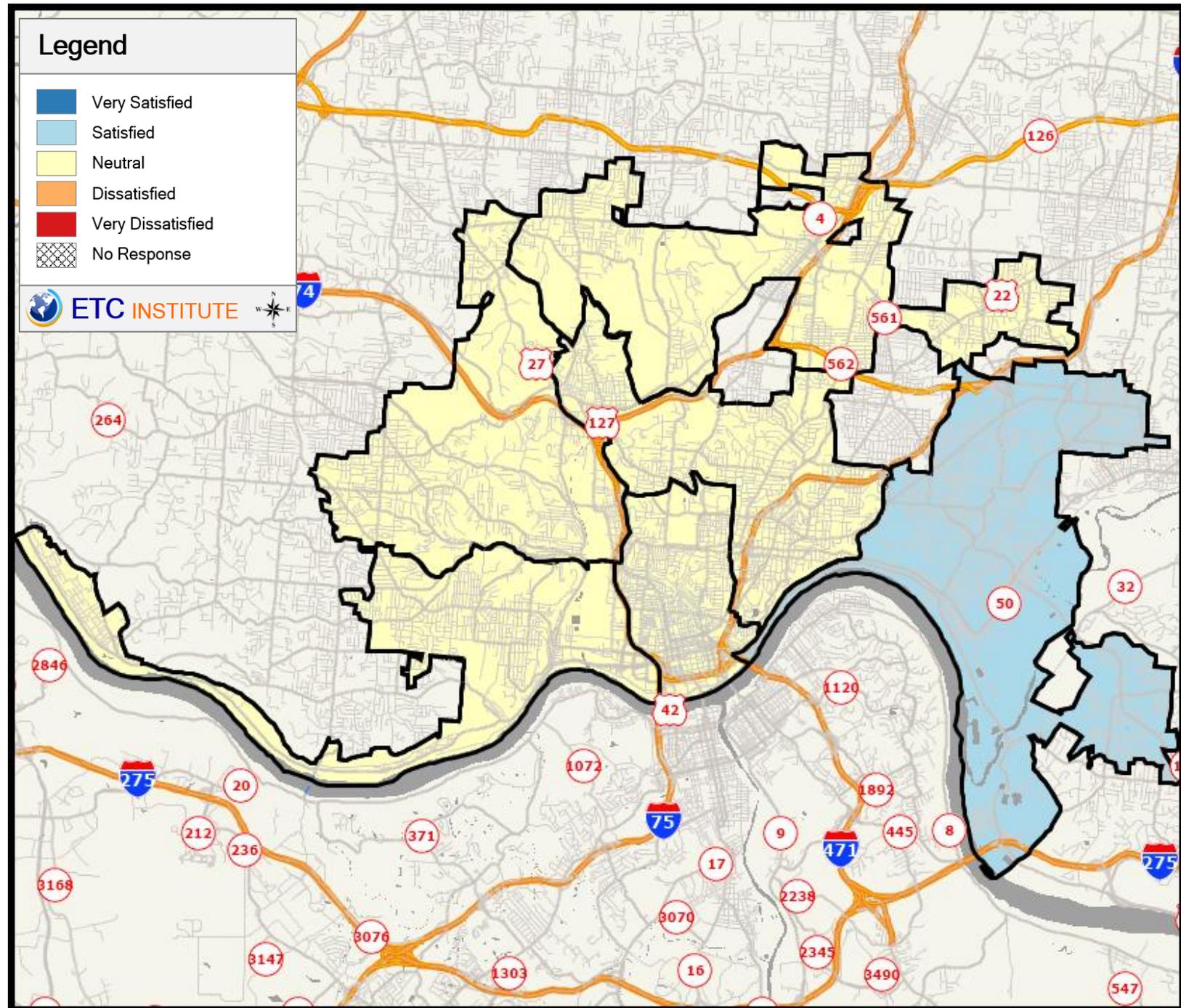
Areas in orange show where residents are most dissatisfied, areas shaded in yellow are “neutral” ratings while blue areas show general levels of positive satisfaction



Neighborhood Services

This area was determined to be the third highest priority for improvement based on the Importance-Satisfaction Analysis

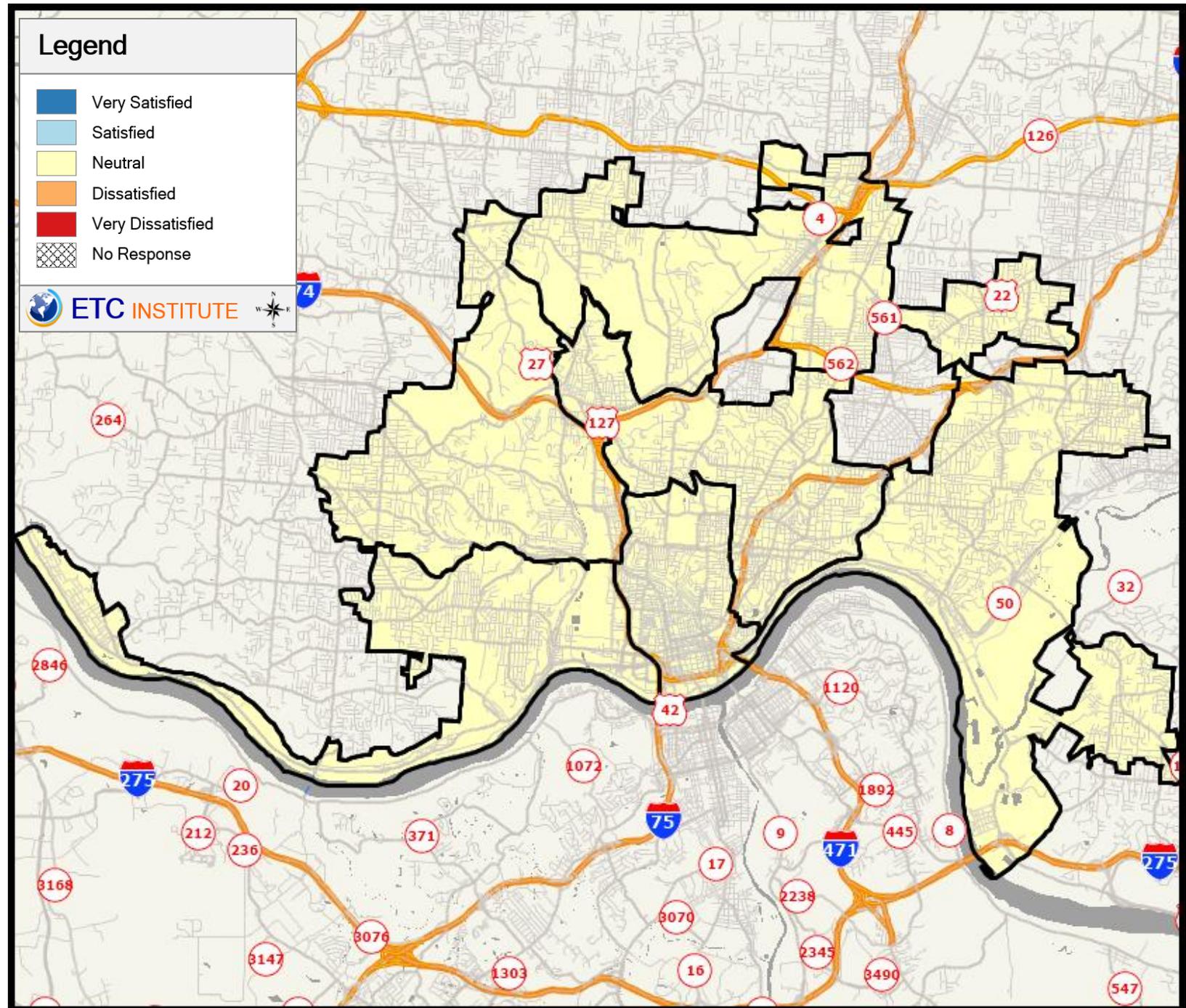
Areas in orange show where residents are most dissatisfied, areas shaded in yellow are "neutral" ratings while blue areas show general levels of positive satisfaction



City Planning, Building, and Development Services

This area was determined to be the fourth highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in orange show where residents are most dissatisfied, areas shaded in yellow are “neutral” ratings while blue areas show general levels of positive satisfaction

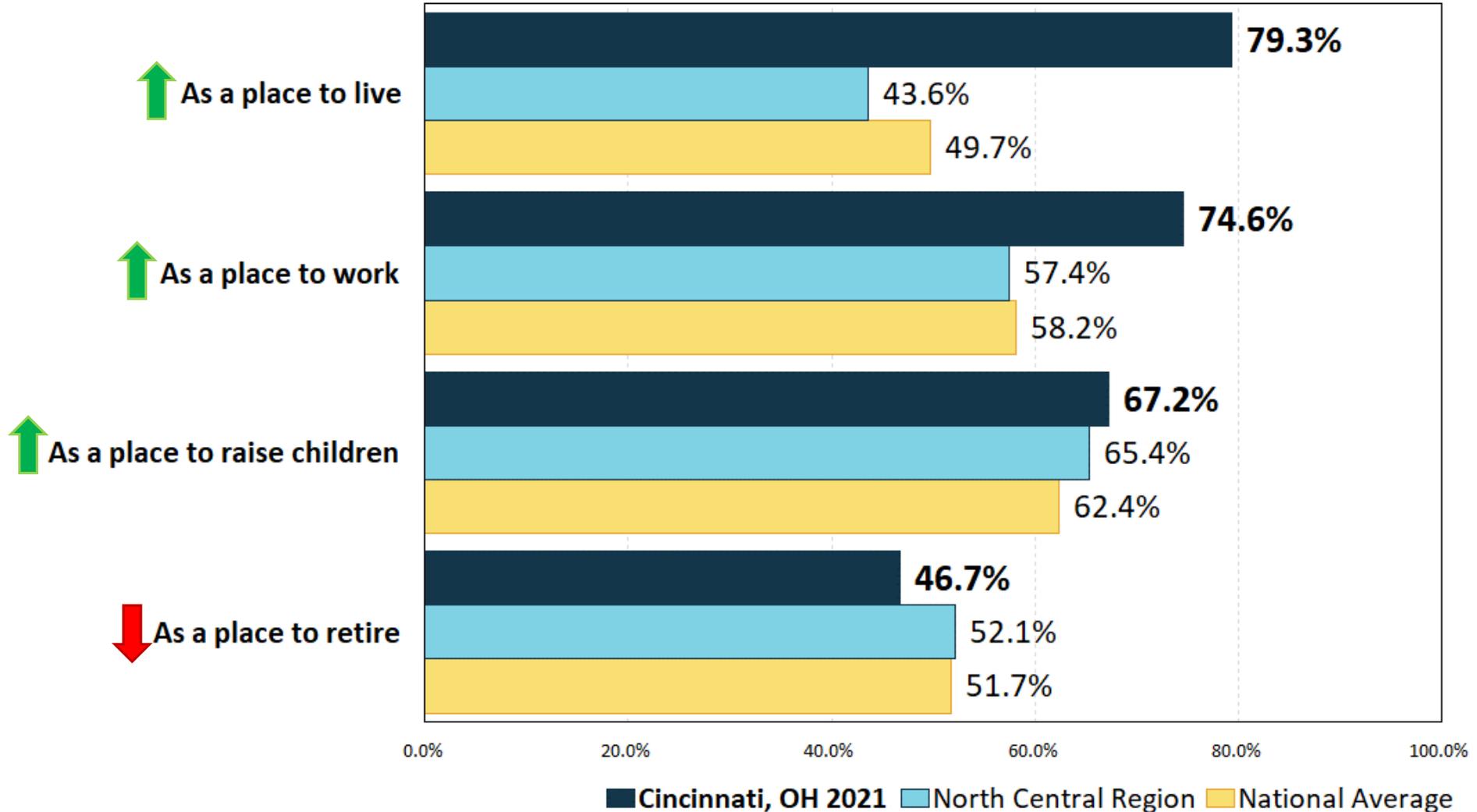


Benchmarks

HOW CINCINNATI COMPARES TO NATIONAL AND REGIONAL RESULTS

Ratings of the City

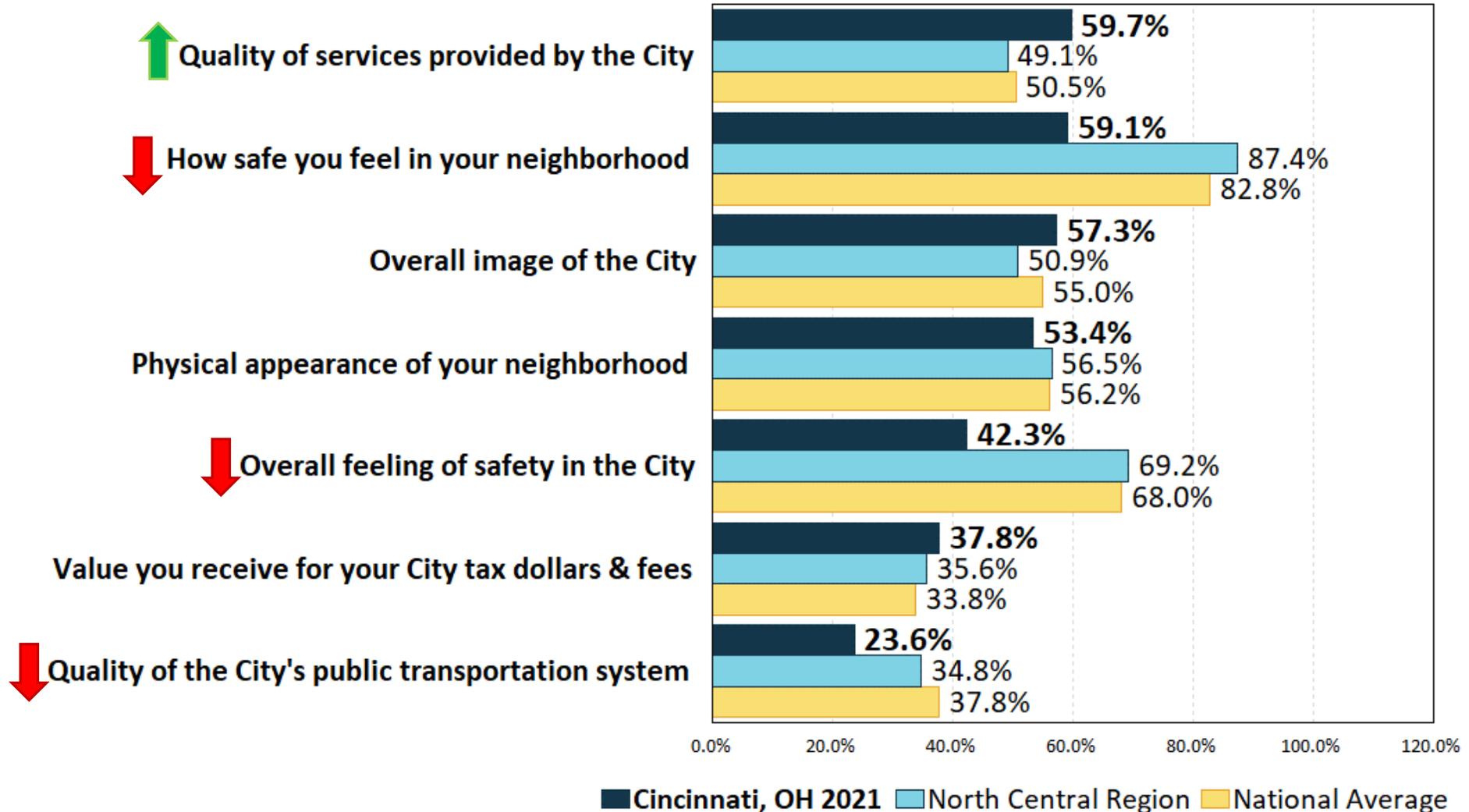
by the sum percentage of respondents that rated their community, in regards to the following, as either *excellent* or *good*
(excluding *don't know* responses)



Significantly Higher Than U.S. Average: ↑

Items That Could Influence Perceptions of the Community

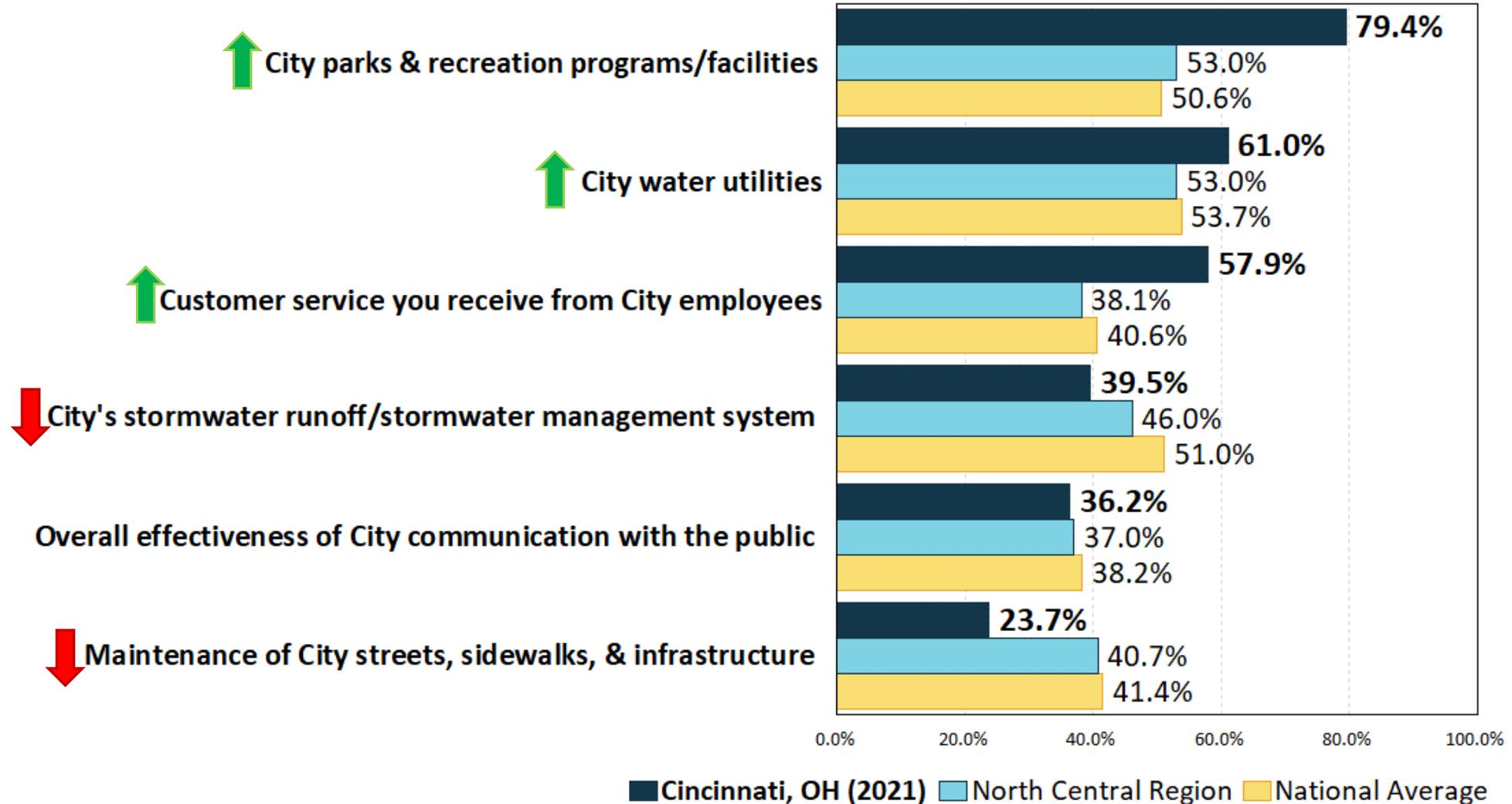
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *don't know* responses)



Significantly Higher Than U.S. Average: ↑

Major Categories of Services Provided by the City

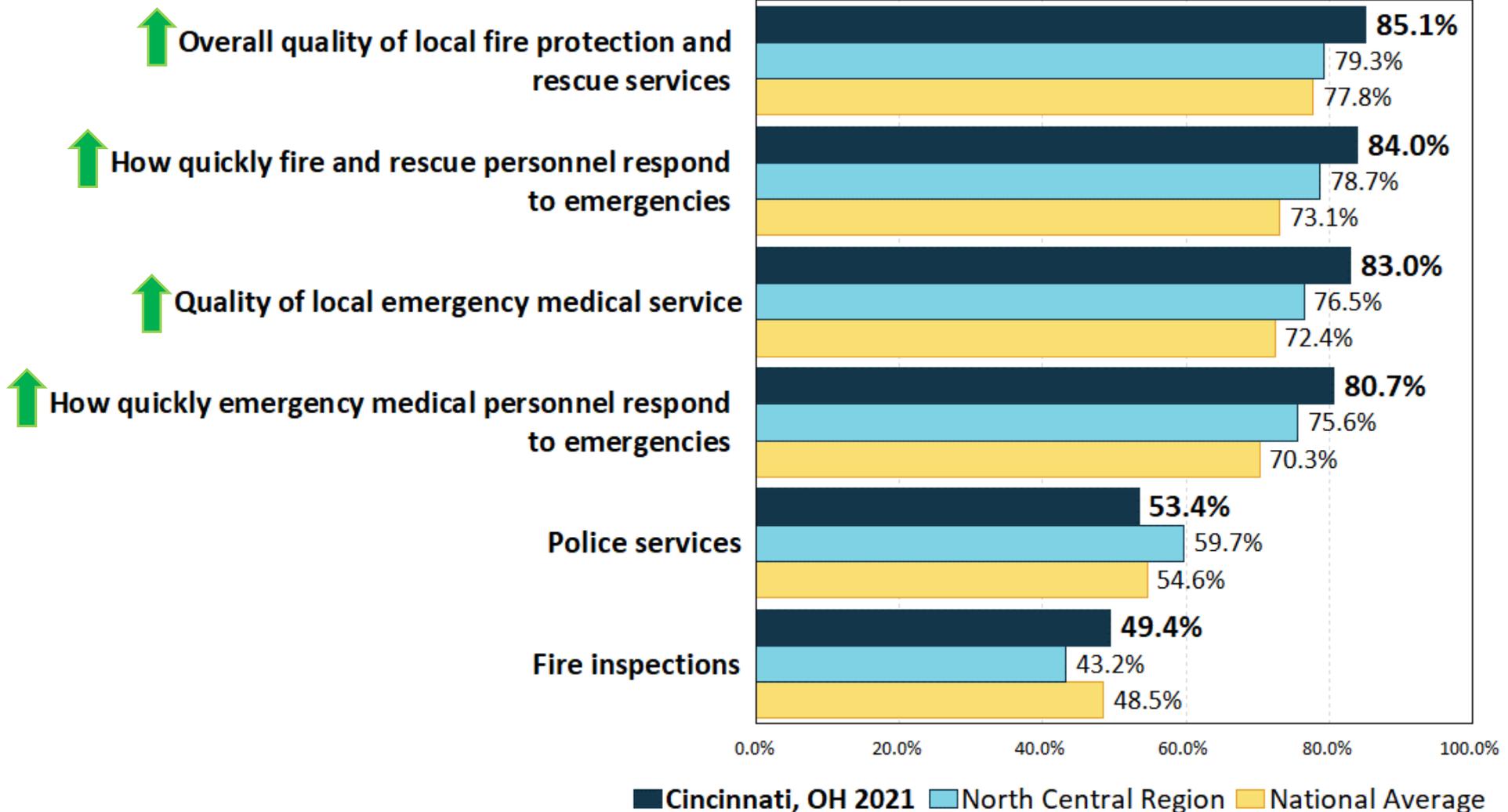
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *don't know* responses)



Significantly Higher Than U.S. Average: ↑

Public Safety Perceptions

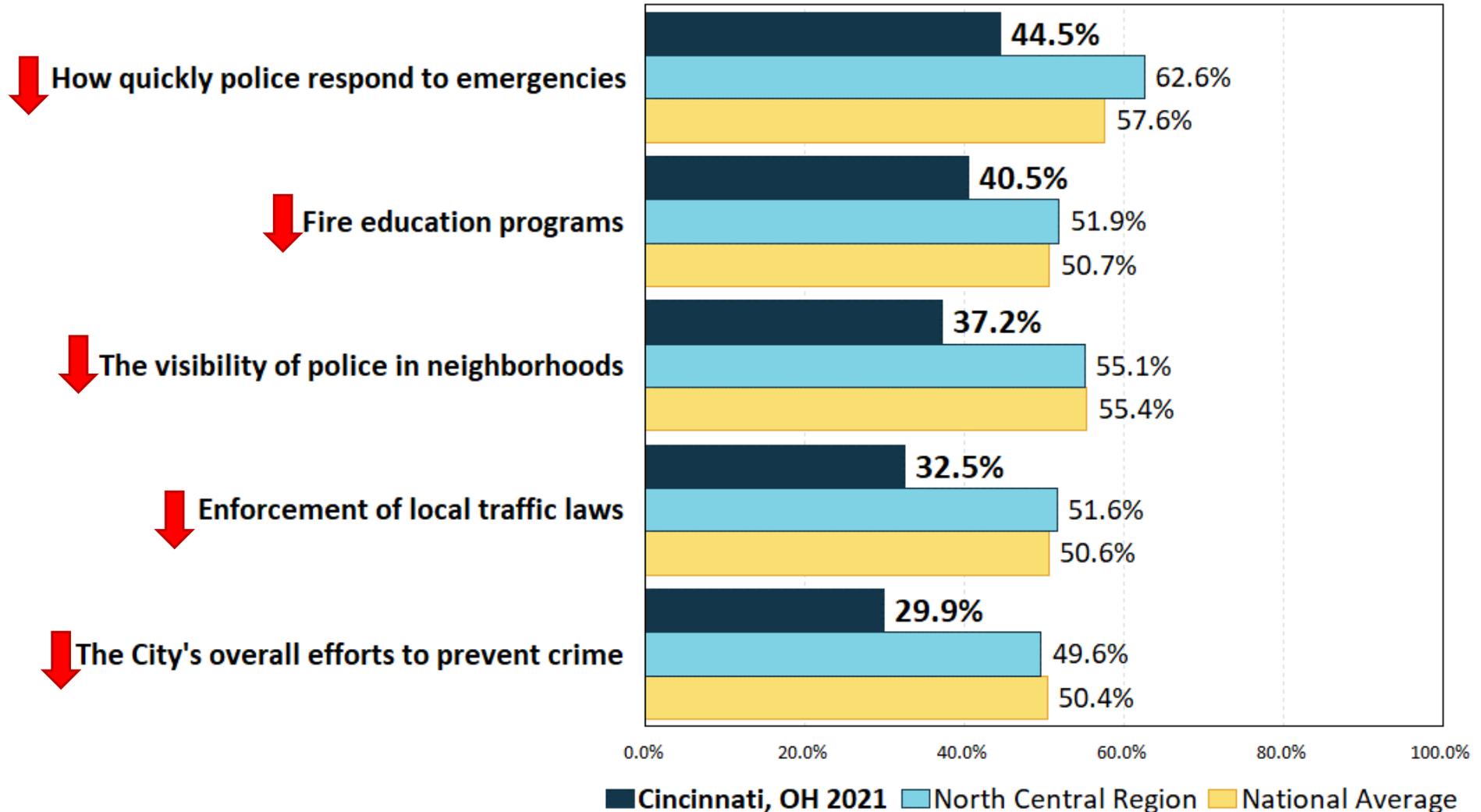
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *don't know* responses)



Significantly Higher Than U.S. Average: ↑

Public Safety Perceptions (Continued)

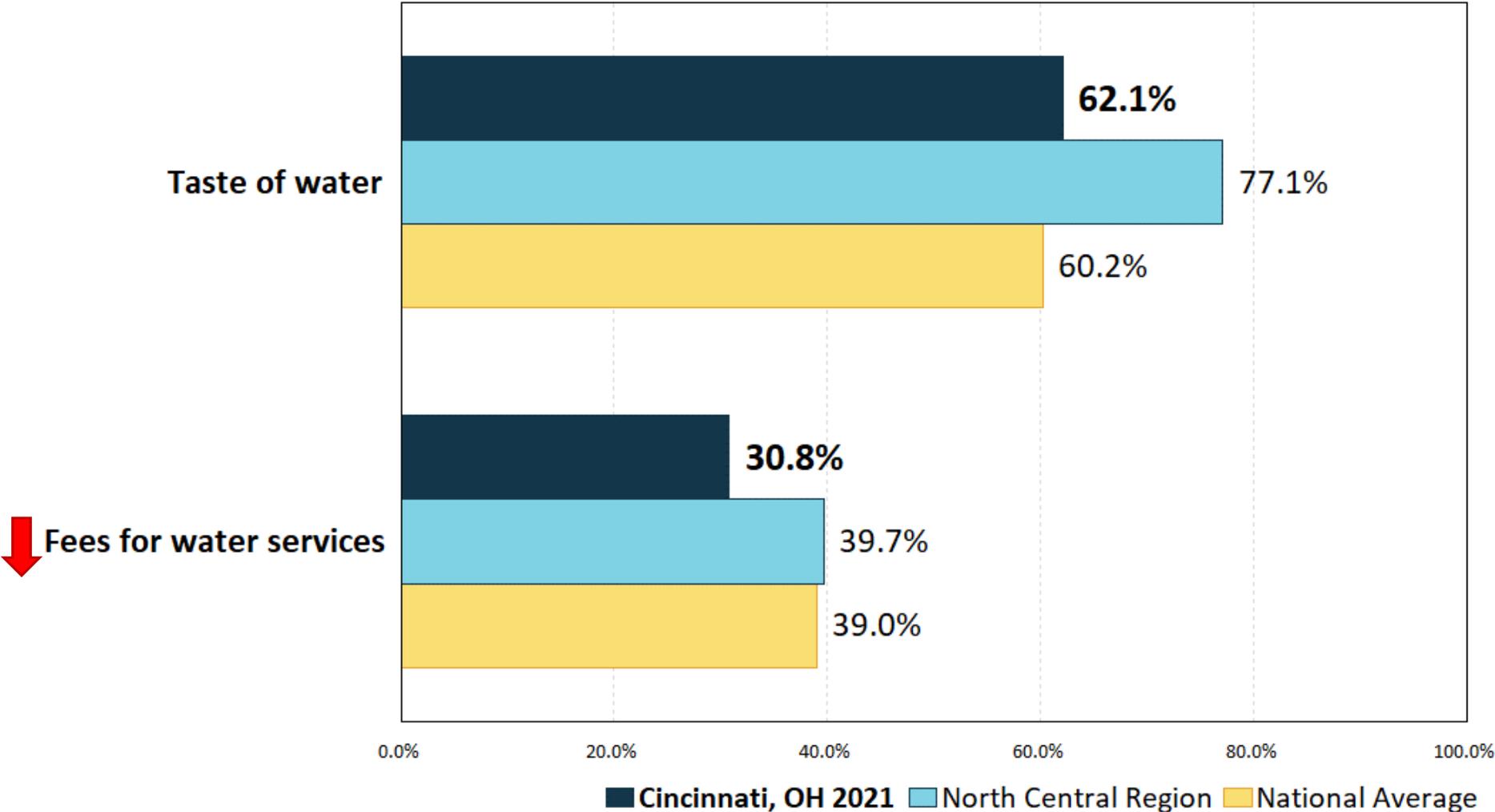
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *don't know* responses)



Significantly Higher Than U.S. Average: ↑

Water & Wastewater Services

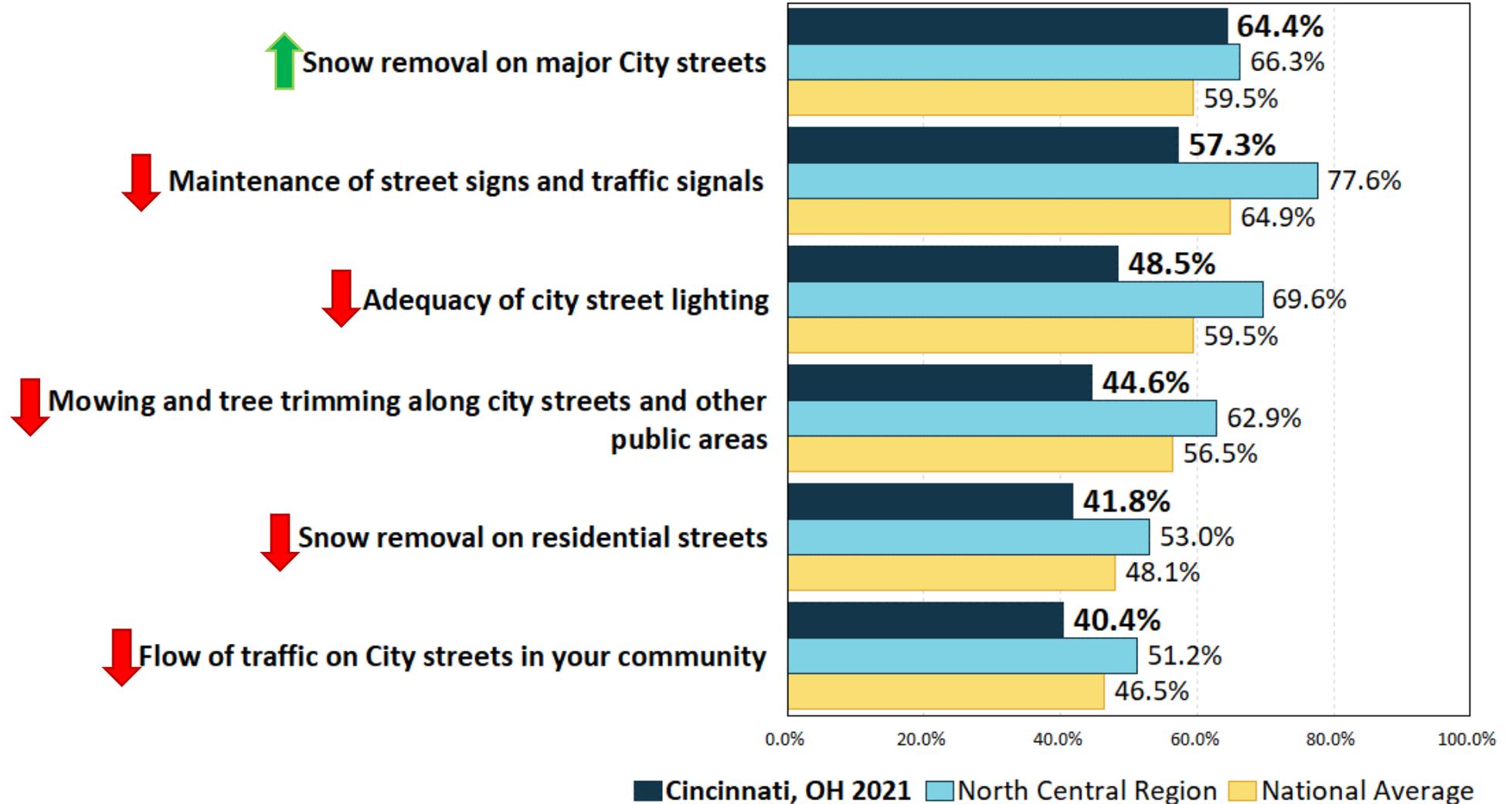
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *don't know* responses)



Significantly Higher Than U.S. Average: ↑

Streets, Sidewalks, & Infrastructure

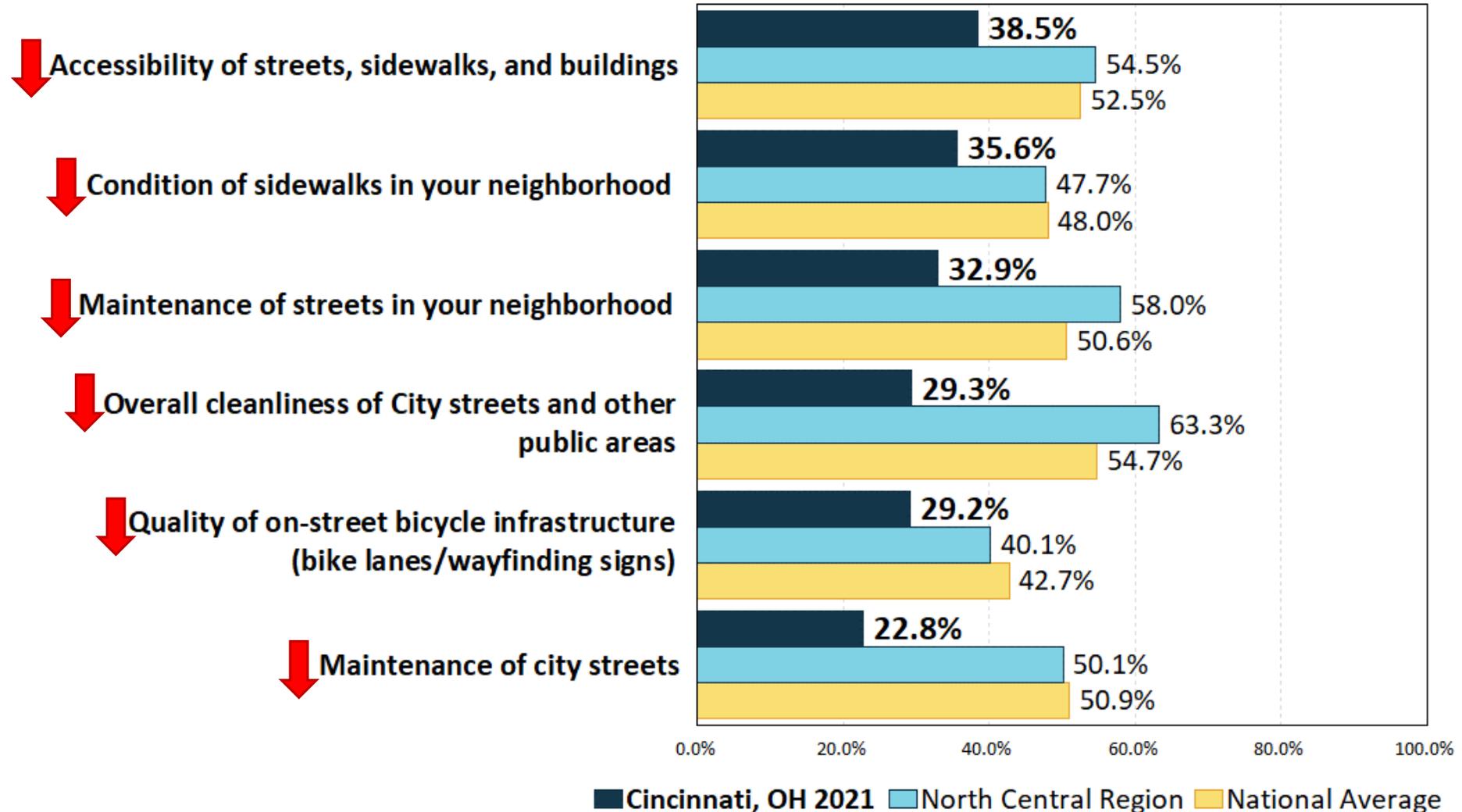
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *don't know* responses)



Significantly Higher Than U.S. Average: ↑

Streets, Sidewalks, & Infrastructure (Continued)

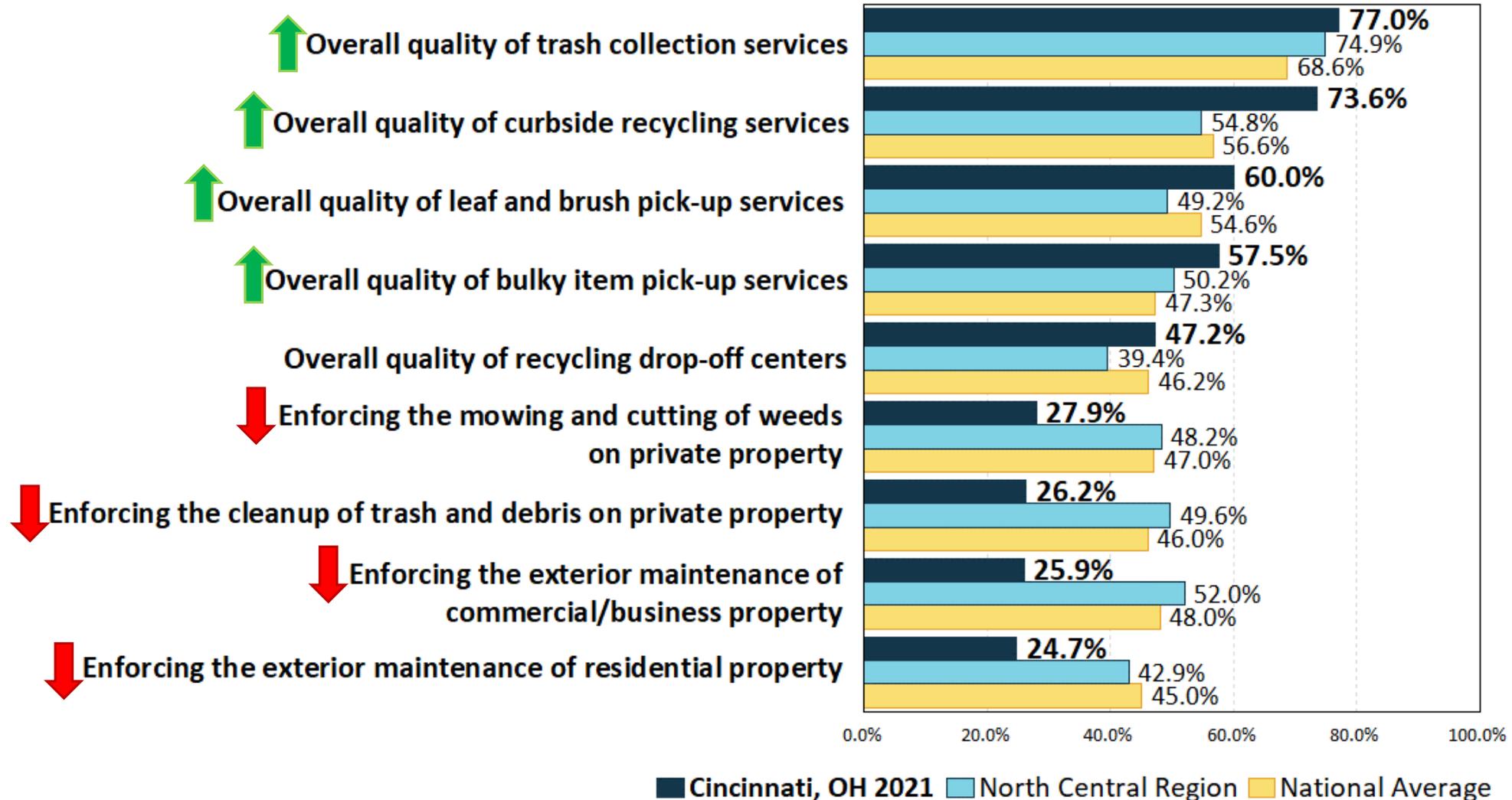
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *don't know* responses)



Significantly Higher Than U.S. Average: ↑

Neighborhood Cleanliness & Appearance

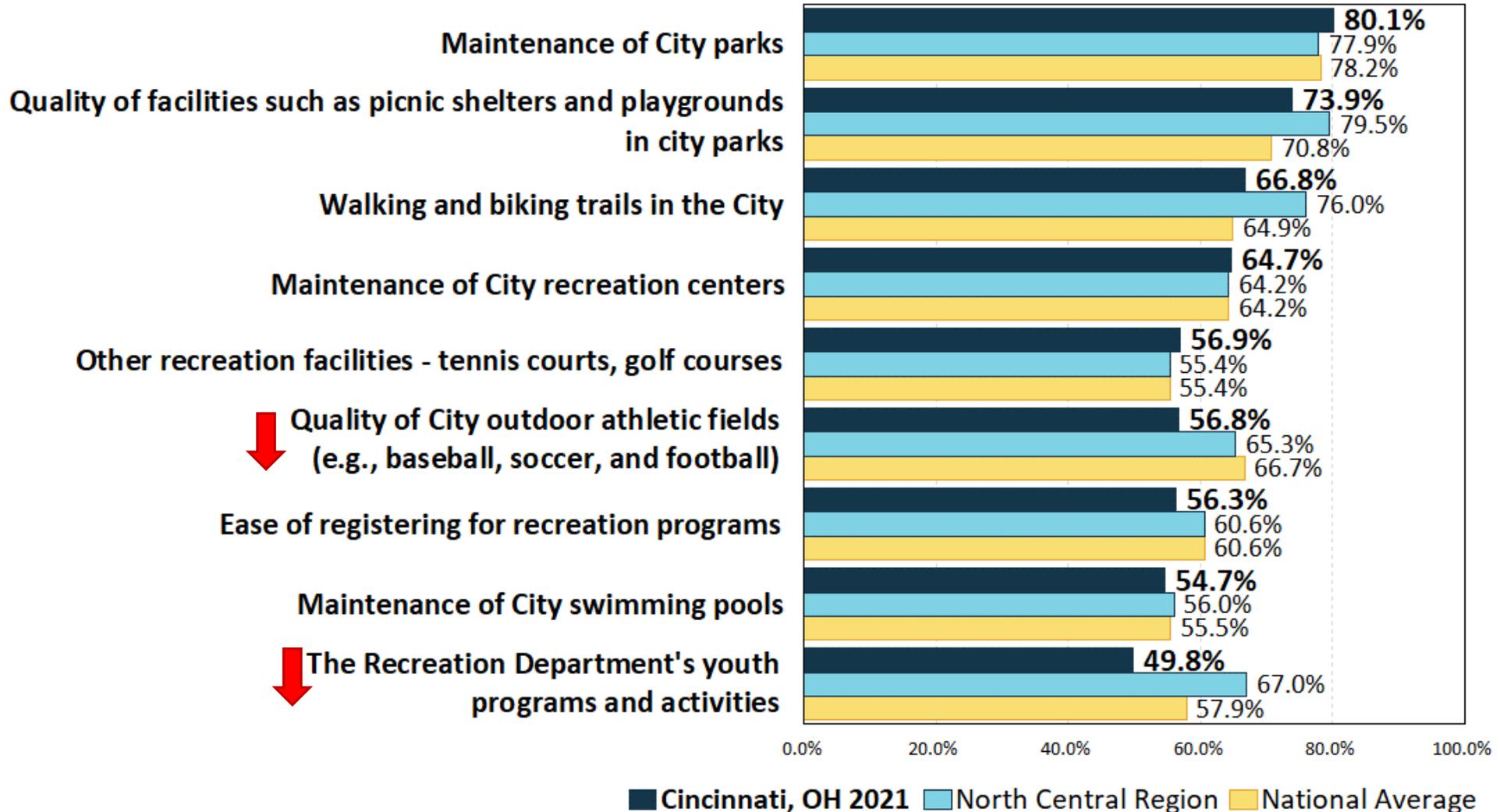
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *don't know* responses)



Significantly Higher Than U.S. Average: ↑

Parks & Recreation Services

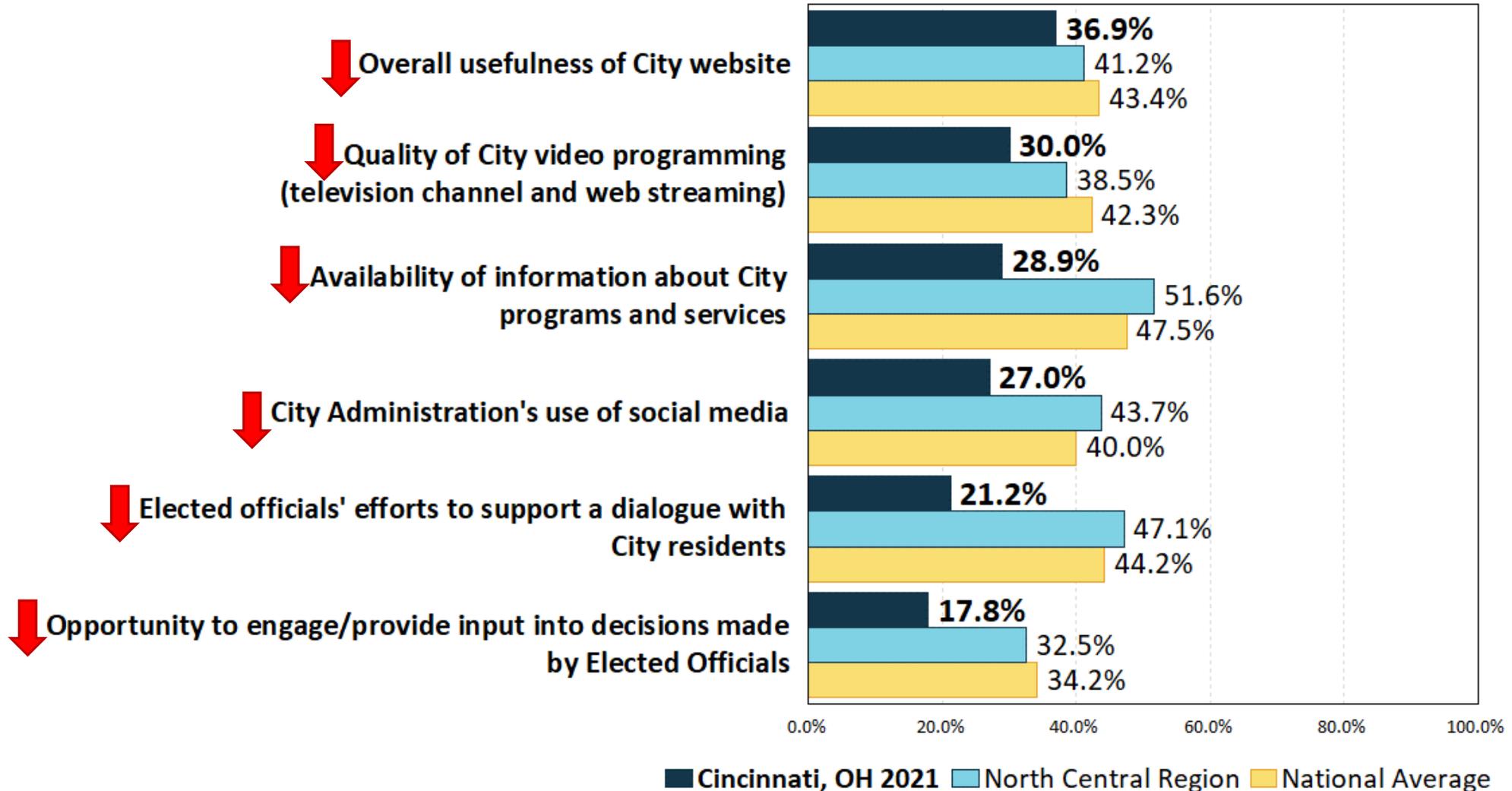
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *don't know* responses)



Significantly Higher Than U.S. Average: ↑

City Communication & Community Engagement

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *don't know* responses)



Significantly Higher Than U.S. Average: ↑

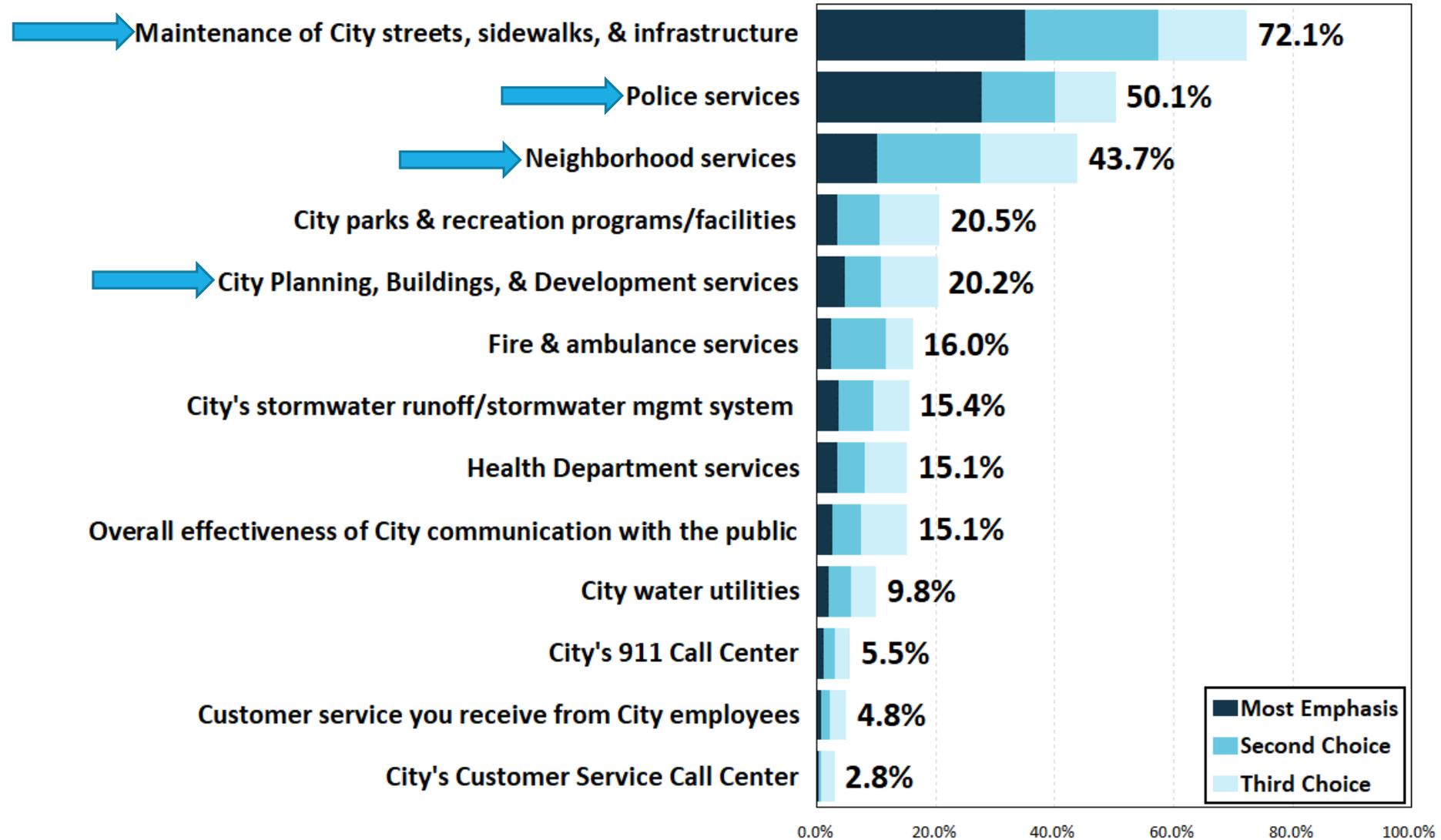
Priorities for Investment

IMPORTANCE-SATISFACTION ANALYSIS



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



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

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Analysis Ratings

2021 City of Cincinnati, Ohio Resident Survey

Public Safety Perceptions

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
The City's overall efforts to prevent crime	59%	1	30%	18	0.4108	1
The visibility of police in neighborhoods	47%	2	37%	15	0.2945	2
Enforcement of local traffic laws	32%	5	33%	17	0.2180	3
Efforts to collaborate with the public to address concerns	33%	4	39%	14	0.2015	4
Effectiveness of local police protection	39%	3	52%	8	0.1875	5
Police outreach programs/services	18%	10	35%	16	0.1169	6
Overall police performance in your neighborhood	20%	7	47%	11	0.1080	7
How quickly police respond to emergencies	19%	8	45%	12	0.1077	8
Attitude and behavior of officers towards citizens in your neighborhood	25%	6	61%	6	0.0989	9
Public safety services in public parks	16%	11	48%	10	0.0833	10
Professionalism of police officers	18%	9	66%	5	0.0616	11
Quality of dispatch/911 services	10%	12	57%	7	0.0418	12
Fire education programs	7%	14	41%	13	0.0405	13
Fire inspections	4%	18	49%	9	0.0218	14
Overall quality of local fire protection and rescue services	7%	13	85%	1	0.0106	15
Quality of local emergency medical service	6%	15	83%	3	0.0104	16
How quickly emergency medical personnel respond to emergencies	5%	16	81%	4	0.0102	17
How quickly fire and rescue personnel respond to emergencies	5%	17	84%	2	0.0083	18

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Analysis Ratings

2021 City of Cincinnati, Ohio Resident Survey

Water & Wastewater Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Fees for water services	47%	1	31%	7	0.3225	1
Condition of catch basins (storm drains) in your neighborhood	40%	2	50%	3	0.2025	2
Timeliness of sewer line and sewer main repairs	30%	3	46%	6	0.1625	3
Timeliness of water line repairs	26%	4	49%	5	0.1329	4
Taste of water	24%	5	62%	1	0.0898	5
Quality of Metropolitan Sewer District customer service	8%	7	49%	4	0.0389	6
Quality of Greater Cincinnati Water Works customer service	9%	6	58%	2	0.0384	7

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Analysis Ratings

2021 City of Cincinnati, Ohio Resident Survey

Streets, Sidewalks, & Infrastructure Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Maintenance of city streets	54%	1	23%	13	0.4130	1
Maintenance of streets in your neighborhood	35%	2	33%	9	0.2335	2
Overall cleanliness of City streets and other public areas	32%	3	29%	10	0.2291	3
Condition of sidewalks in the City	20%	5	29%	12	0.1419	4
Condition of sidewalks in your neighborhood	20%	6	36%	8	0.1275	5
Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	18%	8	29%	11	0.1246	6
Snow removal on residential streets	21%	4	42%	5	0.1211	7
Flow of traffic on City streets in your community	19%	7	40%	6	0.1103	8
Accessibility of streets, sidewalks, and buildings for people with disabilities	16%	9	39%	7	0.1009	9
Adequacy of city street lighting	16%	10	49%	3	0.0834	10
Mowing and tree trimming along city streets and other public areas	14%	11	45%	4	0.0759	11
Maintenance of street signs and traffic signals	10%	12	57%	2	0.0431	12
Snow removal on major City streets	9%	13	64%	1	0.0335	13

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Analysis Ratings

2021 City of Cincinnati, Ohio Resident Survey

Neighborhood Cleanliness & Appearance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Enforcing the clean-up of trash and debris on private property	47%	1	26%	10	0.3483	1
City efforts to clean-up illegal dumping sites	33%	2	19%	14	0.2701	2
Demolishing vacant structures that are deemed a public nuisance	30%	3	23%	13	0.2315	3
Enforcing the exterior maintenance of residential property	28%	4	25%	12	0.2123	4
Enforcing trash, weeds, and exterior maintenance in your neighborhood	24%	5	31%	7	0.1659	5
Enforcing the exterior maintenance of commercial/business property	22%	6	26%	11	0.1593	6
Enforcing the mowing and cutting of weeds on private property	21%	7	28%	8	0.1478	7
Boarding up vacant structures that are open to entry	19%	8	27%	9	0.1380	8
Overall quality of curbside recycling services	14%	9	74%	2	0.0359	9
Overall quality of bulky item pick-up services	8%	11	58%	4	0.0340	10
Overall quality of recycling drop-off centers	6%	13	47%	5	0.0306	11
Overall quality of leaf and brush pick-up services	7%	12	60%	3	0.0268	12
Overall quality of trash collection services	10%	10	77%	1	0.0235	13
Overall quality of leaf and brush drop-off centers	2%	14	40%	6	0.0108	14

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Analysis Ratings

2021 City of Cincinnati, Ohio Resident Survey

Parks & Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Walking and biking trails in the City	42%	2	67%	3	0.1398	1
Maintenance of City parks	55%	1	80%	1	0.1095	2
Quality of facilities such as picnic shelters and playgrounds in city parks	38%	3	74%	2	0.0997	3
The Parks Department's youth programs and activities	19%	5	52%	12	0.0924	4
The Recreation Department's youth programs and activities	17%	7	50%	13	0.0848	5
Maintenance of City swimming pools	17%	6	55%	11	0.0766	6
Maintenance of City recreation centers	20%	4	65%	5	0.0713	7
Quality of City outdoor athletic fields (e.g., baseball, soccer, and football)	15%	8	57%	9	0.0661	8
Other recreation facilities - tennis courts, golf courses	8%	9	57%	8	0.0349	9
Ease of registering for recreation programs	6%	10	56%	10	0.0262	10
Ease of registering for Parks programs	6%	11	62%	7	0.0218	11
Quality of customer service from Parks employees	5%	12	66%	4	0.0167	12
Quality of customer service from Recreation employees	3%	13	64%	6	0.0122	13

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Analysis Ratings

2021 City of Cincinnati, Ohio Resident Survey

Public Health Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Communicable Disease and Outbreak Response	59%	1	52%	3	0.2817	1
Food Safety Programs	28%	3	47%	5	0.1479	2
Healthy Homes/Hazard Complaints	22%	4	35%	6	0.1450	3
Immunization Services	28%	2	61%	1	0.1084	4
Epidemiology	21%	5	50%	4	0.1063	5
Vital Records Services	12%	6	59%	2	0.0488	6

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Analysis Ratings

2021 City of Cincinnati, Ohio Resident Survey

Economic Opportunity

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Perception of honesty and fair dealings in development	34%	1	14%	16	0.2912	1
Adequate quantity of affordable housing units	34%	2	18%	14	0.2783	2
City's efforts to fund affordable housing units	19%	5	21%	13	0.1525	3
How well your City is managing growth	22%	4	37%	6	0.1380	4
City's efforts to attract new business and tourism	24%	3	42%	3	0.1375	5
Access to quality child care that you can afford	15%	8	16%	15	0.1229	6
Access to quality mental health care that you can afford	14%	10	25%	12	0.1019	7
Access to quality housing you can afford	16%	7	36%	7	0.1005	8
City's use of economic development incentives to support economic opportunity for residents	14%	9	29%	11	0.0975	9
Job opportunities available within the city limits	16%	6	47%	1	0.0841	10
City's efforts to support minority and women-owned businesses	12%	12	38%	4	0.0760	11
Support for entrepreneurs and small business owners available in the City	11%	13	35%	9	0.0739	12
Access to quality health care that you can afford	11%	14	38%	5	0.0694	13
Access to healthy food that you can afford	12%	11	45%	2	0.0677	14
Access to job training programs	6%	15	32%	10	0.0422	15
Ability to obtain training opportunities to advance your career	5%	16	36%	8	0.0344	16

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Analysis Ratings

2021 City of Cincinnati, Ohio Resident Survey

Communication & Community Engagement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Elected officials' efforts to support a dialogue with City residents	49%	1	21%	8	0.3830	1
Opportunity to engage/provide input into decisions made by Elected Officials	36%	3	18%	10	0.2935	2
Availability of information about City programs and services	36%	2	29%	3	0.2545	3
Opportunity to engage/provide input regarding City operations in public engagement opportunities provided by the City Administration	23%	4	19%	9	0.1893	4
Access to information about Campaign finance and lobbyist disclosures	16%	6	11%	12	0.1419	5
Overall usefulness of City website	22%	5	37%	1	0.1407	6
Access to information about Finance and Budget information	16%	8	17%	11	0.1316	7
Access to information about City Council meetings (schedules, agendas, videos)	16%	7	28%	4	0.1142	8
Quality of the City's Open Data portal	7%	9	22%	7	0.0576	9
Access to information about Boards and Commissions meetings (schedules, agendas, videos)	7%	10	24%	6	0.0554	10
City Administration's use of social media	6%	11	27%	5	0.0467	11
Quality of City video programming (television channel and web streaming)	3%	12	30%	2	0.0224	12

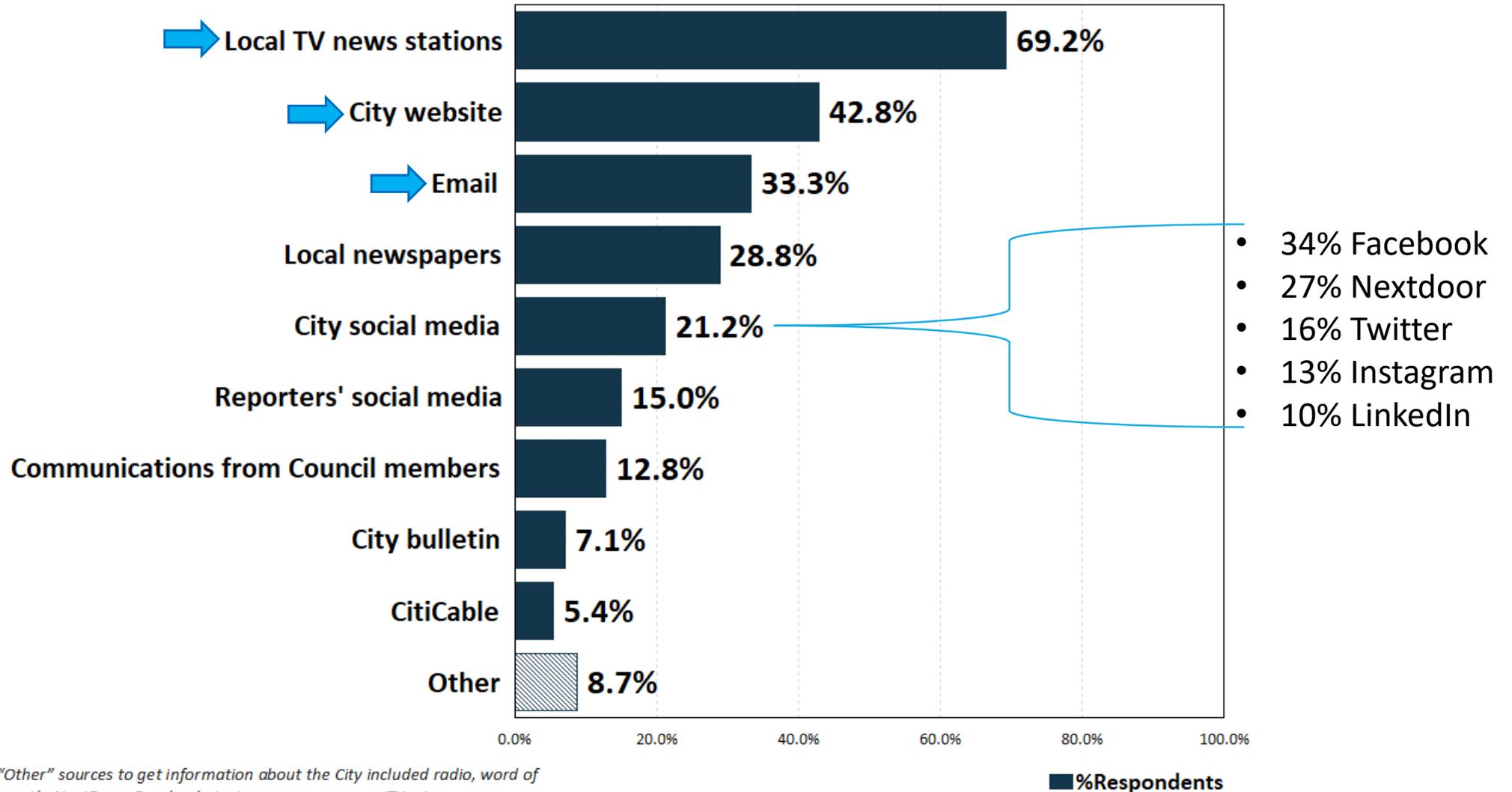
I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Communication

COMMUNICATION IS KEY TO CONTINUED SUCCESS

Q24. Please CHECK ALL of the sources you use to get information about the City of Cincinnati.

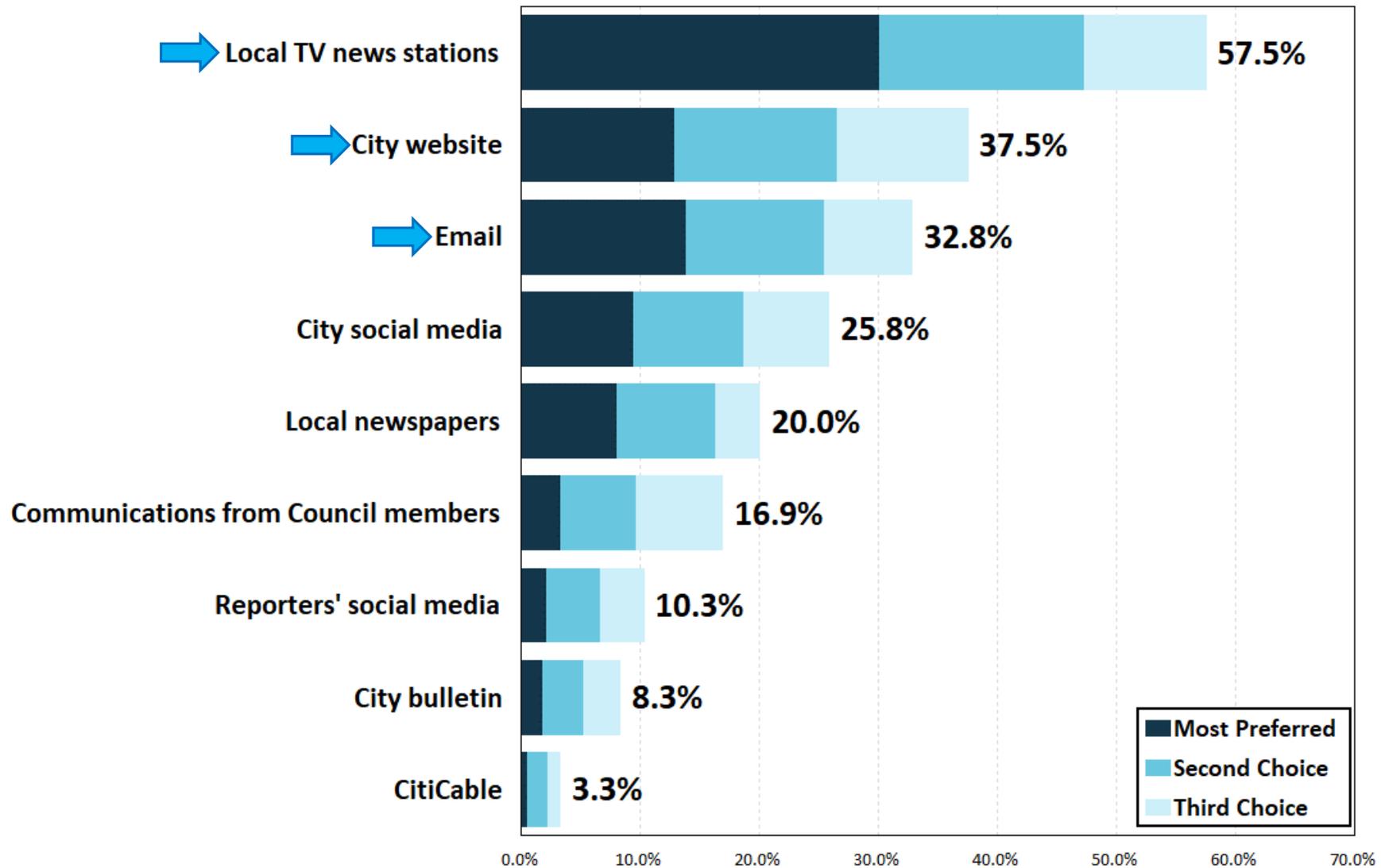
by the percentage of respondents (multiple choices could be selected)



"Other" sources to get information about the City included radio, word of mouth, NextDoor, Facebook, text message, news on TV, etc.

Q25. Which THREE of the sources do you MOST PREFER to use to get information about the City of Cincinnati?

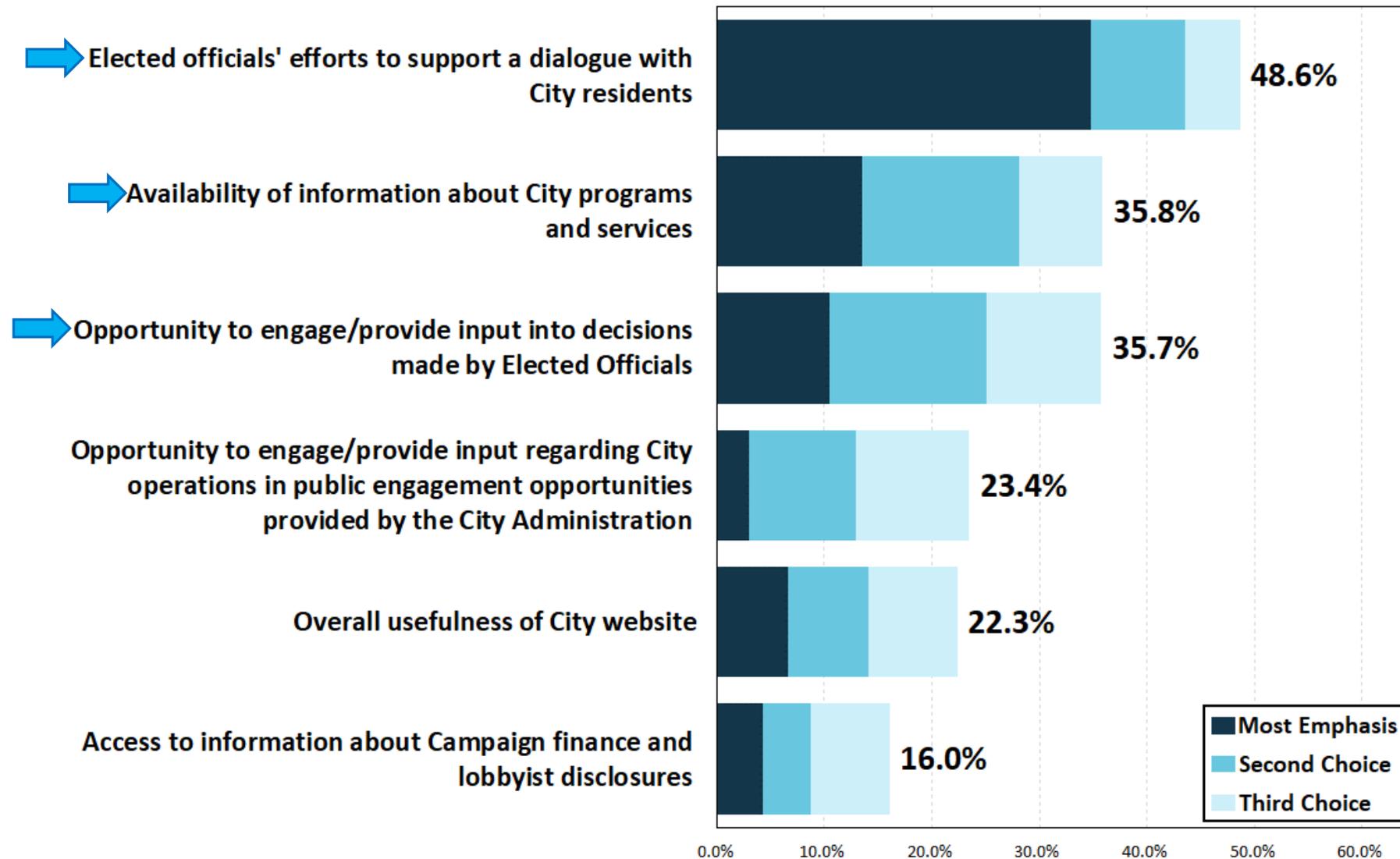
by the sum percentage of respondents' top three choices



The most preferred sources are in alignment with where residents are currently getting information

Q22. Which Communication & Community Engagement 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



While residents have the means to find information engagement is very important to respondents

Summary

Overall, Residents Have a Positive Perception of the City

- The City rated 30 points above the National Average for the *City as a place to live*
- The City rated 5 points above the National Average for the *City as a place to raise children*

Satisfaction with the Overall Quality of City Services is Higher in Cincinnati Than Other Communities

Top Priorities for Improvement

1. Maintenance of City streets, sidewalks, and infrastructure
2. Police services
3. Neighborhood services
4. City planning, building, and development services

Questions?

THANK YOU

