

# City of Westerville Resident Survey

## Report of Findings

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Submitted by:



Strategic Research Group  
995 Goodale Blvd.  
Columbus, OH 43212  
Voice: (614) 220-8860  
Fax: (614) 220-8845  
Toll Free Number: (800) 341-3660  
Website: [www.strategicresearchgroup.com](http://www.strategicresearchgroup.com)

# City of Westerville Resident Survey Results

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## Executive Summary

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

The 2012 survey was accessible to residents online between February 21 and March 23, 2012, for a total of 33 days; residents were invited to take the survey and were provided an access passcode via postcard. In total, 837 residents completed the survey.

As in previous years, residents' perceptions of Westerville, its government, and the various services and facilities it offers are quite positive overall. One clear sign of this sentiment is the overwhelming number of positive responses residents gave when asked to describe Westerville in their own words. Most commonly, residents describe Westerville as "friendly" or some variation thereof. "Family," or variations such as "family-friendly" and "family-oriented" were mentioned second most often, and "safe" was the third most often mentioned word.

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 (a new survey item for 2012), respondents gave "overall safety of the community" the highest rating by a wide margin, followed by "the family-friendly nature of the City."

Just as in 2009, "Fiscal management and responsibility" was chosen as the most important issue for the City of Westerville by a wide margin. With regard to personal concerns for citizens, "routine patrol of residential areas" was most often identified as the most important issue, followed by "maintaining emergency response times," also mirroring 2009 responses.

Residents continue to be satisfied issues related to land use, availability and pricing of housing, and management of economic growth. Further, 69 percent of respondents agree or strongly agree that the quality of Westerville's infrastructure has improved in the last three years (another item new to the survey). However, traffic issues (including lack of public transportation) are a persisting concern; when asked an open-ended question about what they like least about living in Westerville, traffic was cited most often. Additionally, only 42 percent of residents agreed or strongly agreed that traffic flows on Westerville's main arteries have improved in the last three years, compared to 50 percent in 2009. However, there is some good news: the majority of residents (68 percent) agrees or strongly agrees that Westerville traffic flows on main streets are at least as good as other Columbus suburbs.

The fairly high levels of perceived safety expressed in previous years, whether in one's own home or neighborhood in the day or night, remain high in 2012. As would be expected, residents' perceived safety is a bit lower in City parks, bikeways, and leisure paths than in their own homes or neighborhoods; however, perceived levels of safety in these locations still equate to ratings of "safe." Also of note, there has been a significant increase in the score for perceived safety inside one's home between 2009 and 2012.

Along similar lines, the relatively high levels of satisfaction with a range of City services and facilities expressed in previous years have largely held steady, although there have been a few changes between 2009 and 2012. For example, with regard to public safety services, there was a significant decrease between 2009 and 2012 in the ratings for fire prevention and inspection and fire safety and education. Conversely, ratings in 2012 were significantly higher than those in 2009 for police community outreach services. Additionally, there was a significant decline in ratings from 2009 to 2012 for three parks services: soccer fields, baseball/softball parks, and bikeways/leisure paths. However, the ratings in 2012 are still higher than those from 2005. One particularly notable difference in 2012 was the high rating given to the Highlands Park Aquatic Center (referred to as the “Pool at Highlands Park” in the 2005 and 2009 surveys), likely a reflection of recent renovations and improvements.

The 2012 survey included a new section which solicits residents’ opinions on various issues pertaining to the current status of the City of Westerville as well as future opportunities, and is intended to assist City leaders in strategic planning efforts. Respondents believe that, as the community demographics shift toward an older population, “emergency services” is the most important issue as well as “convenient access to healthcare” and “convenient access to shopping and business services.” They place strong importance on maintaining a vibrant Uptown district and tend to think that the City should purchase, develop and preserve available land for parks and open spaces. They see improving traffic (e.g., flow) and parking availability as the key areas of opportunity for Westerville, in addition to attracting new or different businesses to the area as well as affordable housing. Looking forward, they see crime as a vital area of concern that, if unaddressed, would diminish the quality of life in Westerville in the future, as well as traffic issues, and high taxes/increasing costs.

## 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, and again in 2012.

The 2012 web-based survey was available to residents between February 21 and March 23, 2012, for a field period of 33 days. A postcard was sent to all Westerville households with instructions on how to access the survey and a unique identifier to be used as a passcode for accessing the survey. The Westerville City Manager's Office also placed an ad in the *Westerville News & Public Opinion* newspaper several days before the survey period began, and again during the third week of the survey field period.

A total of 865 Westerville residents responded to the survey. However, the final respondent pool was limited to those who had answered at least 50 percent of the items. Twenty-eight residents did not meet this threshold, resulting in a final number of 837 respondents. This is lower than the respondent pool of 1,324 for 2009; however, the survey field period in 2012 was 15 days shorter than in 2009. Also, a reminder postcard was sent to residents in 2009 but not in 2012.

The report is split into several sections that can be categorized into four overall themes:

- The first three sections deal with the residents' overall opinions of Westerville and its city leaders and departments, as well as residents' perceptions about the issues facing the City, particularly with regard to safety.
- Sections 4-9 present the residents' responses to questions regarding city services and facilities, including parks and recreation, planning and development, public works, and utility services.
- Section 10, "Communication/Citizen Input Issues," looks at use of and opinions regarding the various information services that Westerville residents may use to gain information about their city.
- Section 11, "Current Events/Strategic Planning," is a new section in 2012 that assesses residents' opinions on various issues pertaining to the current status of the City of Westerville as well as future opportunities.
- 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, and higher means always indicate a positive sentiment. In instances when mean findings are presented, percentage responses are provided in Appendix A.

Along with the 2012 survey results, results from 2005 and 2009 are presented where appropriate and any significant differences in responses between 2009 and 2012 are cited.

In addition to computing basic frequencies and descriptive statistics for each of the questions, 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.<sup>1</sup>
- Whether the respondent owns or rents his or her home. For 2012, the option "Other" was also provided; however, only three respondents chose this option.
- 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.

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 under the heading "Group Differences" in a section. The term "statistically significant" implies that the group differences are highly unlikely to be obtained as a result of chance or sampling error.

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<sup>1</sup> 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 a number of 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 a couple of questions regarding their overall perceptions of Westerville. First, residents were asked, “What two words best describe Westerville?” Of the 837 survey respondents, 765 provided a response (not including “non-responses” such as “don’t know” or “can’t think of anything”). Responses were reviewed and coded into categorical themes based largely on those created for the 2009 survey report and modified somewhat to reflect new trends. Table 1.1 provides the categories as well as the percentage of respondents whose response fell into each category. Please note that, because up to two responses were coded for each respondent, the total percentage will exceed 100.

The trends in 2012 closely mirror those from 2009. First, the most common word used to describe Westerville was “friendly” or a very similar word such as “caring,” “helpful,” or “welcome.” “Family,” or variations such as “family-friendly” and “family-oriented” were mentioned second most often, and “safe” was the third most often mentioned word. Notably, with the exception of “high taxes/expensive,” all of the categories reflect a positive sentiment toward Westerville. Although there were some negative responses given, they were too few in number to be coded into a categorical theme.

**Table 1.1. What two words best describe Westerville?**

Categorical Response	Percent	Categorical Response	Percent
Friendly/caring/helpful/welcome	25.6%	High taxes/expensive	4.3%
Family/family friendly/family oriented	19.7%	Active/fun/vibrant/busy	4.1%
Safe	16.6%	Pleasant/charming/relaxed/easy	3.3%
Nice/nice place (to live)	12.3%	Comfortable	2.4%
Quiet/small town/hometown/homey/peaceful/quaint	7.5%	Good management/good services	2.2%
Convenient	6.3%	Community	2.0%
Clean	4.8%	Beautiful/appealing	1.8%
Parks/bikeways/outdoors	4.6%	Diverse	1.3%

Additionally, respondents were asked a second open-ended response question, “What do you like *least* about living in Westerville?” Of the 837 survey respondents, 701 provided a response (excluding a small number of “non-responses” as well as 37 who indicated that they like everything about Westerville). The responses were reviewed and coded into categorical themes, again using the categories created for the 2009 survey as a guide. As seen in Table 1.2, traffic issues were cited most often by a pretty wide margin, with city taxes, property taxes,

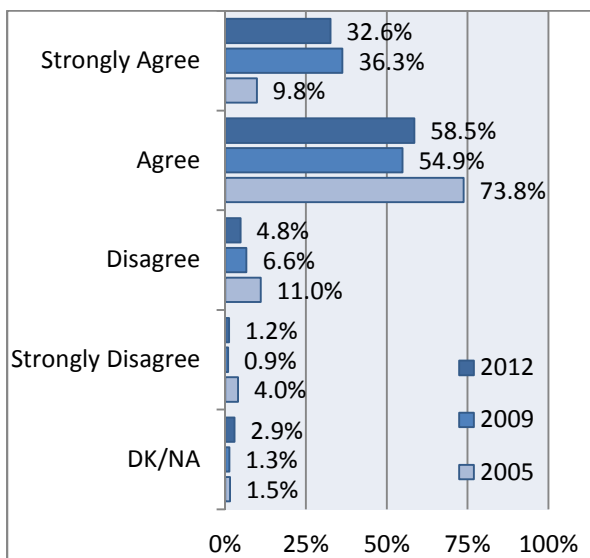
community development issues (e.g., vacant lots/buildings; lack of adequate restaurants, entertainment, and retail options, etc.), and school levies also being mentioned by at least 10 percent of residents. These trends closely mirror those found in 2009, although in 2009 city taxes were cited more often than traffic issues, and school levies was not identified as a common theme (possibly due to the timing of the survey).

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

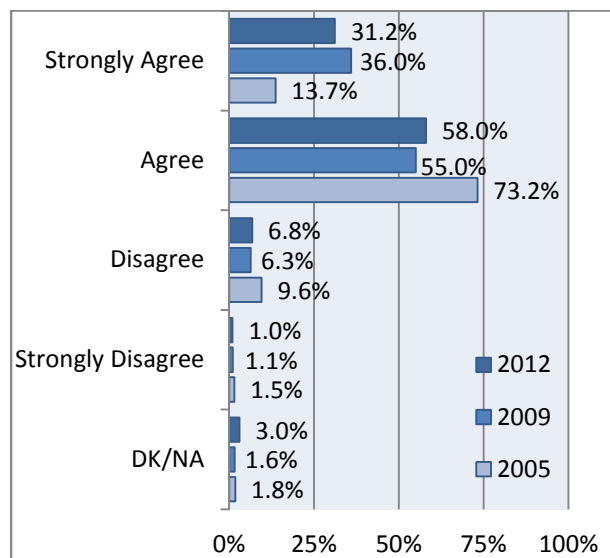
Categorical Response	Percent	Categorical Response	Percent
Traffic/lack of public transportation	27.8%	Roads/sidewalk maintenance/not pedestrian friendly	4.9%
City taxes	19.4%	Residents	3.1%
Property taxes	11.6%	Poor spending by City	3.1%
Community development issues	11.4%	Walmart coming to town	2.9%
School levies	10.6%	School taxes	2.7%
City staff/leaders	6.1%	Quality of schools	2.1%

Figures 1.1 and 1.2 present the respondents’ opinions regarding the variety of housing choices and the mix of land use in Westerville. The respondents believe Westerville has found a positive mix of land uses with 91 percent agreeing that Westerville offers a good mix of commercial, office and residential land uses. In addition to having a good land use mix, Westerville residents also believe the City offers a good variety of housing choices in terms of pricing and selection, with 89 percent of residents agreeing or strongly agreeing. The pattern of responses in 2012 does not differ significantly from 2009. However, for both items, since 2005, there has been a shift from “agree” to “strongly agree.”

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



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



## Group Differences

*Years of residence:* No significant differences.

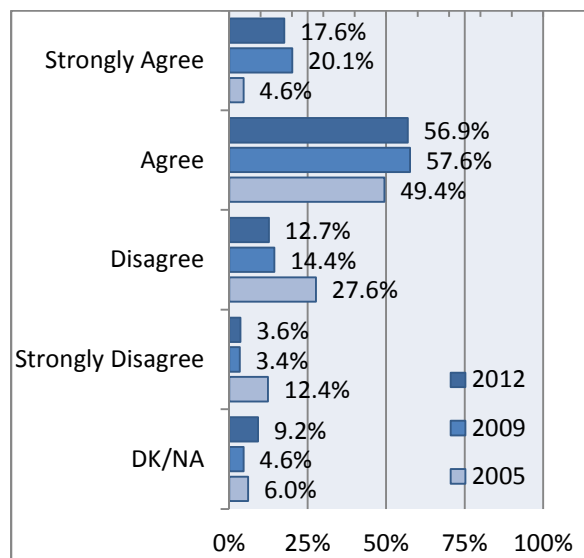
*Age:* No significant differences.

*Rent or own home:* A greater percentage of homeowners agree that Westerville offers a good variety of housing choices in terms of pricing and selection than renters.

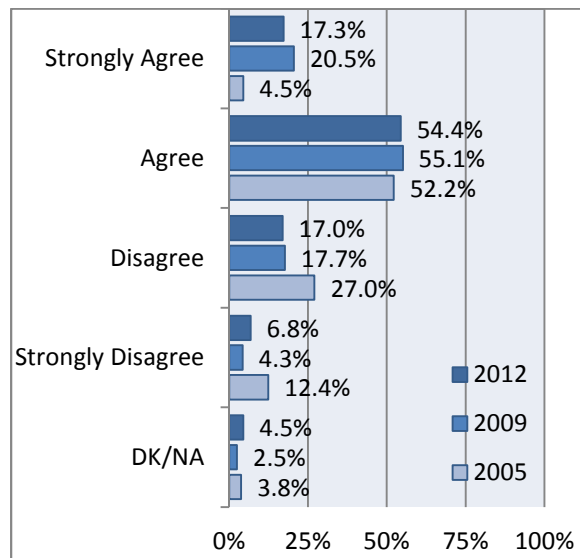
*Zone:* No significant differences.

Figures 1.3 and 1.4 indicate that a strong majority of survey respondents continue to believe that the City is doing a good job of managing the growth of housing, retail, and business. In 2012, 18 percent strongly agree and overall 75 percent agree the city is doing a good job of managing housing growth compared to 20 percent strong agreement and 78 percent overall agreement in 2009. With regard to managing retail and business growth, in 2012, 17 percent strongly agree and 72 percent agree overall compared to 21 percent strongly agree and 76 percent overall agreement in 2009; this decrease in agreement from 2009 from 2012 is statistically significant. Also of note, for both items, the percentage of respondents who are unsure or felt the item was not applicable doubled or nearly doubled between 2009 and 2012.

**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:* Westerville's newest residents (those living in Westerville one year or less) are most likely to strongly agree that the City does a good job of managing housing growth.

*Age:* Residents 71 years of age and older have the highest general agreement that Westerville does a good job of managing housing growth and that Westerville does a good job of managing retail and business growth.

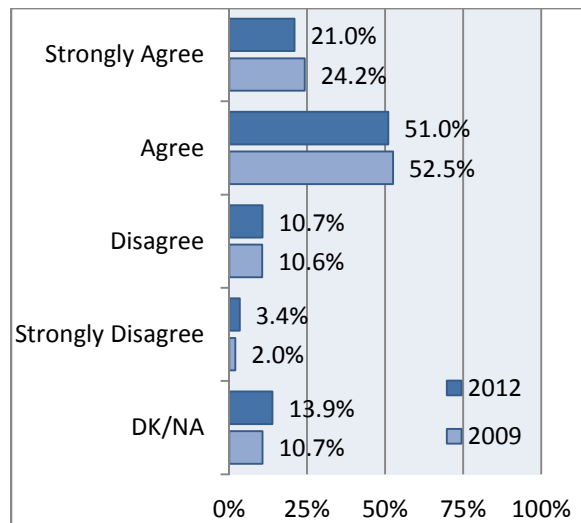
*Rent or own home:* No significant differences.

*Zone:* Zone 2 residents are more likely to agree that Westerville does a good job of managing retail and business growth than other residents.

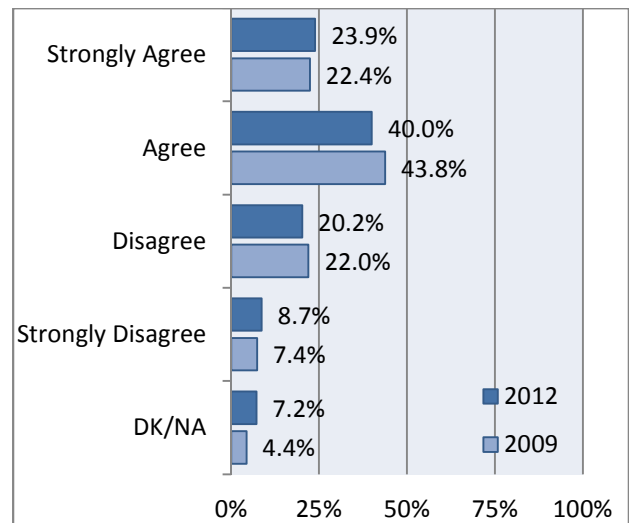
As seen in figures 1.5 and 1.6, the majority of survey participants believe the City promotes a positive business environment and should use tax breaks and financial incentives to attract new business (with overall agreement of 72 percent and 64 percent, respectively). For both items, the pattern of results has not changed significantly from 2009 to 2012.

Despite the overall agreement with the use of financial incentives, 29 percent disagree 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.

**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 significant differences.

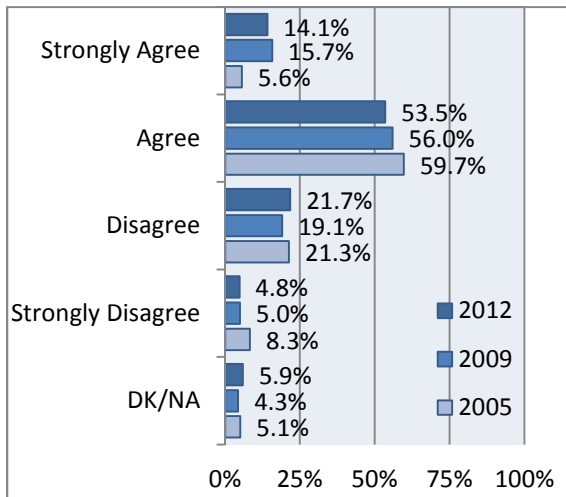
*Age:* No significant differences.

*Rent or own home:* Residents who rent are more likely to strongly agree that the City of Westerville should give tax breaks and other financial incentives to employers who are willing to bring new businesses, jobs, and investments into the city.

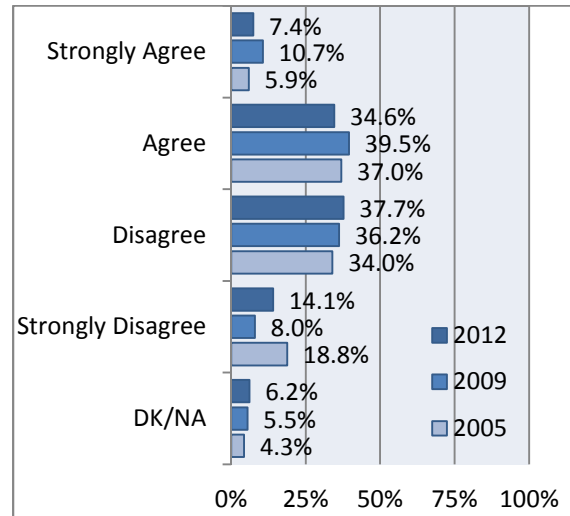
*Zone:* No significant differences.

As seen in Figures 1.7 and 1.8, in 2012 the majority of residents (68 percent) agree or strongly agree that Westerville traffic flows on main streets are at least as good as other Columbus suburbs. They do not tend to agree, however, that traffic flows on Westerville’s main arteries have improved in the last three years. Only 42 percent of residents agreed or strongly agreed with this item, which is similar to the percentage in 2005 (43 percent) but significantly lower than the 50 percent agreement in 2009.

**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 three years.**



**Group Differences**

*Years of residence:* No significant differences.

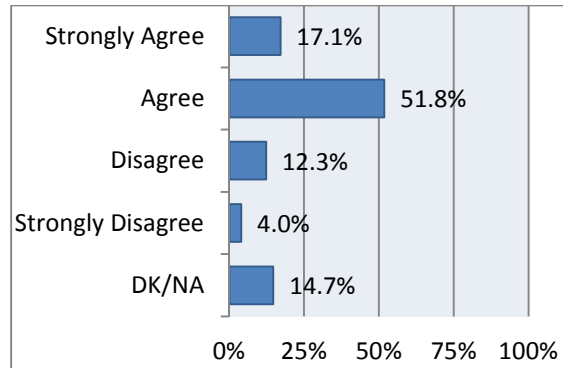
*Age:* No significant differences.

*Rent or own home:* No significant differences.

*Zone:* No significant differences.

In 2012, respondents were asked for the first time to indicate their level of agreement with the statement, “The quality of Westerville’s infrastructure has improved in the last three years.” As seen in Figure 1.9, 69 percent of respondents agree or strongly agree. About 15 percent indicated that they are unsure.

**Figure 1.9. The quality of Westerville’s infrastructure has improved in the last three years.**



### Group Differences

*Years of residence:* No significant differences.

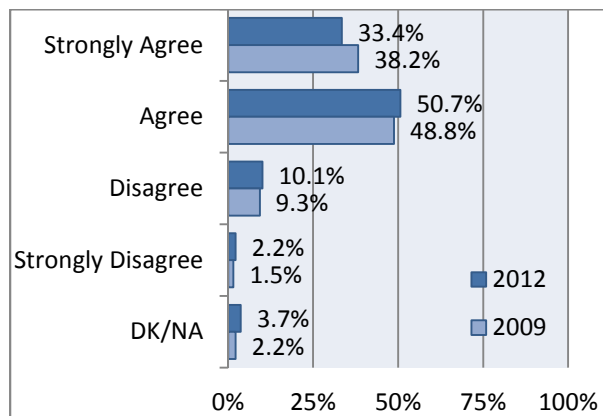
*Age:* No significant differences.

*Rent or own home:* No significant differences.

*Zone:* Zone 2 residents are more likely to agree that the quality of Westerville’s infrastructure has improved in the last three years.

As seen in Figure 1.10, a substantial majority of residents, 84 percent, agree or strongly agree that the City of Westerville does a good job of promoting recycling and conservation. The pattern of responses did not differ significantly from 2009 to 2012.

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



## Group Differences

*Years of residence:* No significant differences.

*Age:* No significant differences.

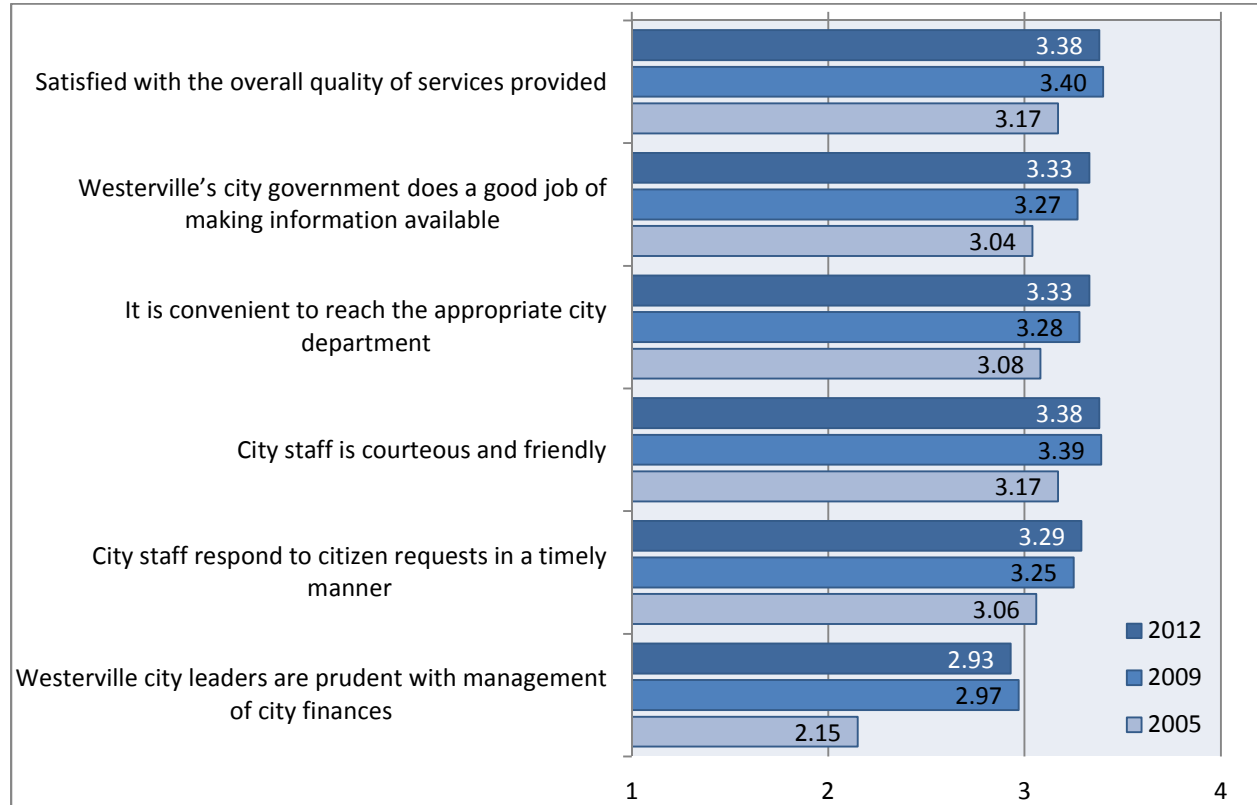
*Rent or own home:* Homeowners are more likely than renters to strongly agree that they believe the City of Westerville does a good job of promoting recycling and conservation.

*Zone:* Zone 4 residents are less likely to agree that they believe the City of Westerville does a good job of promoting recycling and conservation.

Figure 1.11 presents mean ratings for several items regarding City departments and staff. Means can range from 1.00 (Strongly Disagree) to 4.00 (Strongly Agree). Just as in 2005 and 2009, all but one of the scores is above 3.00, which indicates that respondents are generally satisfied with various issues pertaining to City departments and staff. Further, the scores in 2012 do not significantly differ from those in 2009.

Also, as in previous years, the lowest score was assigned to “prudent management of finances,” which received a mean score of 2.93 for 2012. Despite the comparatively low mean score, however, 67 percent of resident agree or strongly agree that City leaders are prudent with their management of City finances (see Appendix A).

**Figure 1.11. Mean Ratings for Departments and Staff**



## Group Differences

*Years of residence:* No significant differences.

*Age:* No significant differences.

*Rent or own home:* No significant differences.

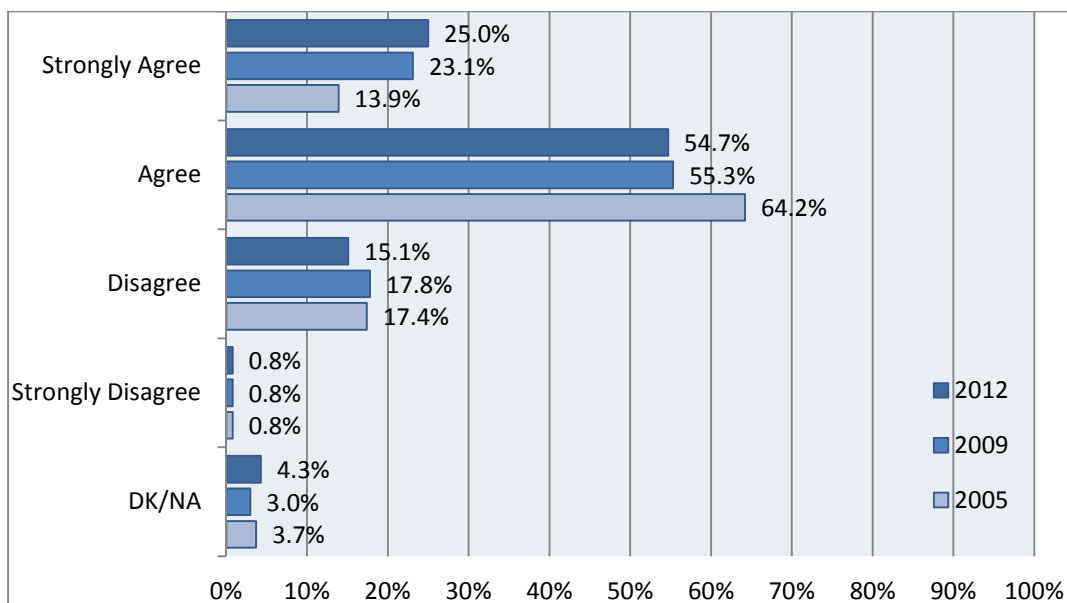
*Zone:* Zone 2 residents are more satisfied with the overall quality of services provided by the City of Westerville. Also, Zone 4 residents report lower agreement that Westerville City leaders are prudent with their management of City finances than Zone 2 and Zone 3 residents.

## 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.

Residents were also asked about their level of awareness of City-related issues. Figure 2.1 indicates that a strong majority of residents do pay attention to City issues (80 percent overall agreement). The pattern of responses to this question did not significantly differ from 2009.

**Figure 2.1. I pay a lot of attention to City-related issues (not including Westerville School District or library issues).**



## Group Differences

*Years of residence:* Residents who have lived in Westerville 26 or more years are most likely to agree that they pay attention to City-related issues, whereas those who have lived in Westerville a year or less are least likely to agree with this statement.



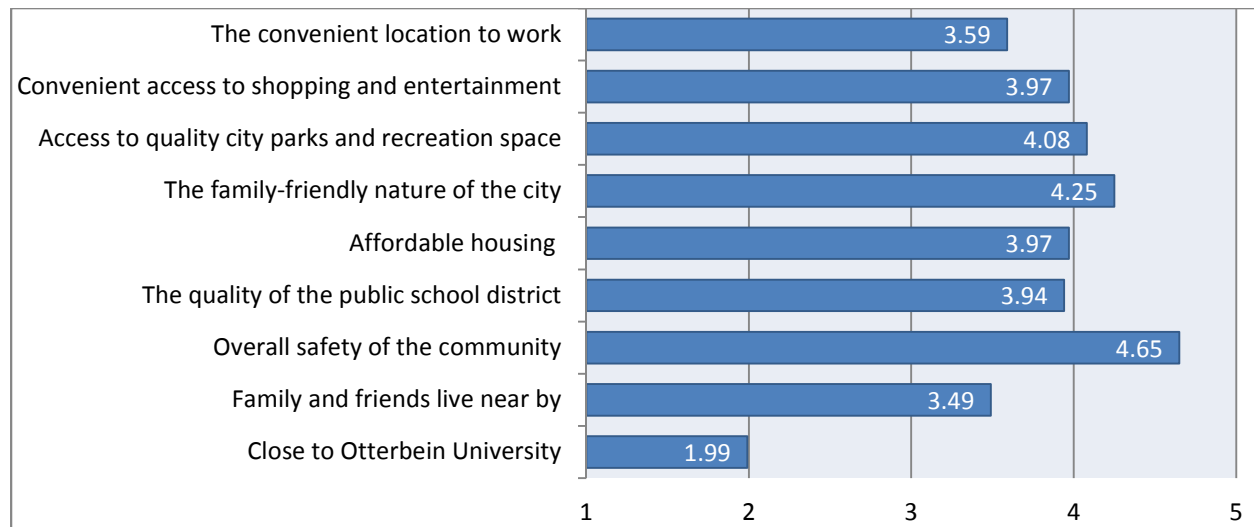
*Age:* Agreement with this statement increases with age, with 70 percent of respondents 18-40 years of age agreeing that they pay attention to City-related issues compared to 96 percent of those 71 years of age and older.

*Rent or own home:* No significant differences.

*Zone:* No significant differences.

For the first time in 2012, respondents were presented a list of potential reasons why they live in Westerville, and were asked to indicate how important each is to them. Figure 2.2 presents the mean score for each item, on a scale from 1 (Not at all Important) to 5 (Extremely Important). “Overall safety of the community” received the highest mean (4.65) by a fairly wide margin over the second highest-scoring item, “the family friendly nature of the city” (4.25). Being close to Otterbein University received the lowest rating.

**Figure 2.2. Please indicate how important each is to you when thinking about why you live in Westerville.**



### Group Differences

*Years of residence:* Those who have lived in Westerville 2 to 5 years placed greater importance on convenient location to work than residents who have lived in Westerville 6 to 10 years or 11 to 25 years. Also, Westerville’s newest residents place greater importance on the quality of the public school district than residents who have lived in Westerville at least 6 years. Additionally, residents who have lived in Westerville 26 years or more place greater importance on having family and friends live nearby and being close to Otterbein University than those who have lived in Westerville 2 to 25 years.

*Age:* Residents ages 41 to 50 place greater importance on convenient location to work than residents over 50. Also, residents under the age of 51 place greater importance on access to quality city parks and recreation space than older residents. Additionally, younger residents place greater importance on the quality of the public school district compared to residents over

50 years of age. Lastly, residents over 70 years of age place greater, albeit still low, importance on being close to Otterbein University.

*Rent or own home:* Residents who rent place greater importance on the convenient location to work than residents who own. Also, Residents who rent place greater importance on being close to Otterbein University than residents who own their homes.

*Zone:* Residents in Zone 1 place greater importance on the convenient location to work than other residents. Also, Zone 2 residents place greater importance on the family friendly nature of the city than Zone 1 and Zone 4 residents. Additionally, Zone 2 residents place greater importance on affordable housing than Zone 1 and Zone 4 residents. Also, Zone 3 residents place greater importance on the quality of the public school district than Zone 4 residents. Lastly, Zone 2 residents placed greater importance on the overall safety of the community than other residents.

In order to understand which issues are viewed by residents as most important for Westerville, respondents were presented a list of issues related to City services, general infrastructure, economic issues, and so on, and asked to indicate which they felt was most important. This item was also included in the 2009 survey, but respondents were only asked to select one choice, whereas in 2012 they were also asked to select a second and third option. Another 2012 revision is that “reliable and efficient utility services” replaced the option “annexation.” The results are presented in Table 2.1. Just as in 2009, “fiscal management and responsibility” was chosen as the most important issue for the City of Westerville by a wide margin (41 percent in 2012 and 45 percent in 2009).

**Table 2.1. Of the following potential issues, which is the MOST IMPORTANT issue for the City of Westerville?**

	1 <sup>st</sup> Choice	1 <sup>st</sup> Choice	2 <sup>nd</sup> Choice	3 <sup>rd</sup> Choice
Response	2012	2009	2012	2012
Maintaining current city services that are not related to safety	5.2%	7.3%	9.3%	13.6%
Fiscal management and responsibility	40.7%	45.0%	16.7%	11.3%
Maintaining current safety services	13.9%	11.5%	21.1%	15.2%
Reliable and efficient utility services	7.6%	--*	15.6%	20.2%
Security and crisis management	3.1%	2.1%	3.8%	5.2%
Infrastructure and roadway maintenance	11.2%	9.8%	15.4%	15.7%
Green space preservation	4.5%	6.3%	6.2%	5.1%
Economic development and job creation	9.4%	13.7%	9.9%	10.2%
Communication of city information to residents	1.4%	1.8%	0.8%	2.3%
Other	3.0%	1.5%	1.1%	1.0%

\* Option not provided in 2009.

**Group Differences** (Note: Only group differences for the responses to the first item asking respondents to select what they believe to be the MOST important issue facing the City of Westerville were examined.)

*Years of residence:* No significant differences.

*Age:* Residents over the age of 40 were more likely to select fiscal management and responsibility as the most important issue for the City of Westerville. Also, residents ages 18 to 40 were more likely to select infrastructure and roadway maintenance as the most important issue for the City of Westerville.

*Rent or own home:* Homeowners were more likely to cite fiscal management and responsibility as the most important issue for the City of Westerville than renters. Renters more often cited economic development and job creation as the most important issue for the City of Westerville than homeowners.

*Zone:* No significant differences.

A second item also asked respondents to select which issues facing the Westerville community they felt were most important (Table 2.2); however, the list predominately included issues pertaining to personal citizen concerns such as crime and safety issues. Just as in 2009, “routine patrol of residential areas” was most often identified as the most important issue, followed by “maintaining emergency response times.”

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

	1 <sup>st</sup> Choice 2012	1 <sup>st</sup> Choice 2009	2 <sup>nd</sup> Choice 2012	3 <sup>rd</sup> Choice 2012
Burglary	10.8%	5.4%	10.9%	11.3%
Community outreach programs	2.5%	3.5%	3.6%	7.5%
Distracted driving (for example, texting while driving)	9.1%	--*	9.4%	6.8%
Domestic violence	0.6%	0.9%	1.0%	2.2%
Drinking while driving enforcement	1.9%	1.5%	4.4%	6.3%
Homeland security and crisis readiness	1.9%	3.4%	2.5%	3.9%
Maintaining emergency response times	24.9%	28.1%	21.5%	15.5%
Routine patrol of residential areas	36.3%	46.5%	24.2%	13.4%
Substance abuse and drug interdiction	4.0%	--*	4.7%	6.4%
Traffic enforcement	3.1%	3.7%	8.6%	12.9%
Vandalism	0.6%	2.0%	4.1%	6.7%
Youth issues	2.5%	4.9%	3.8%	5.5%
Other	1.7%	--*	1.2%	1.6%

\* Option not provided in 2009.

**Group Differences** (Note: Only group differences for the responses to the first item asking respondents to select what they believe to be the MOST important issue facing the City of Westerville were examined.)

*Years of residence:* No significant differences.

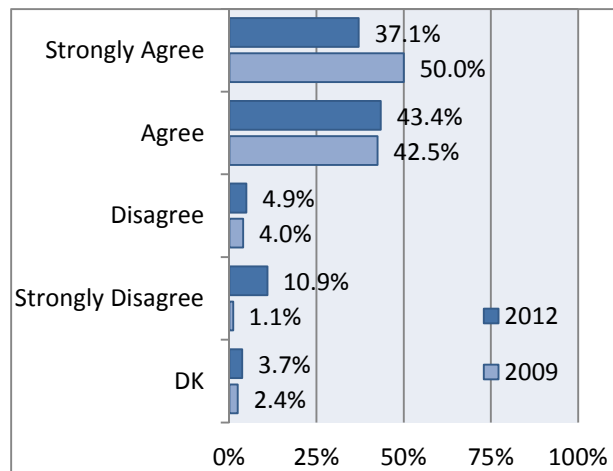
*Age:* No significant differences.

*Rent or own home:* No significant differences.

*Zone:* No significant differences.

Figure 2.3 looks at the importance of branding the city of Westerville. About 37 percent of respondents strongly agreed that it is important for all local government agencies, community leaders, and civic organizations to work together to tell a consistent story about the City of Westerville, and 81 percent agreed overall. Agreement is significantly lower than in 2009, when 50 percent of respondents strongly agreed, and 93 percent agreed overall.

**Figure 2.3. It is important for all local government agencies, community leaders, and civic organizations to work together to tell a consistent story about the City of Westerville.**



**Group Differences**

*Years of residence:* No significant differences.

*Age:* No significant differences.

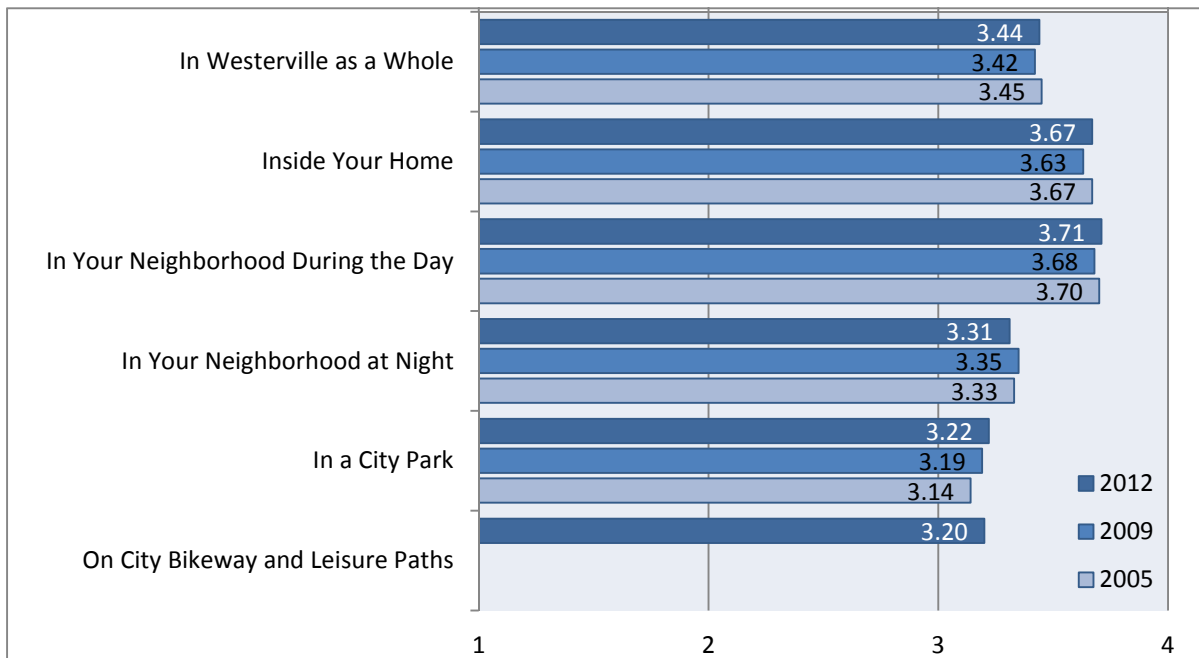
*Rent or own home:* No significant differences.

*Zone:* No significant differences.

### 3. Safety

Respondents were asked to rate their perceived level of safety in different locations (including a location new to the 2012 survey, city bikeway and leisure paths) on a scale from 1 (Very Unsafe) to 4 (Very Safe). Mean scores for each location are presented in Figure 3.1. As seen in Figure 3.1, all means exceed 3.00, which indicates that, on average, residents feel at least “safe” in all of these various locations. Scores in 2012 are similar to those in 2009, although there has been a statistically significant increase in the score for perceived safety inside one’s home. Interestingly, the location new to the 2012 survey, city bikeway and leisure paths, received the lowest safety rating.

**Figure 3.1. Mean Ratings for Personal Safety**



#### Group Differences

*Years of residence:* Residents who have lived in Westerville 2 to 5 years are more likely to indicate they feel safe on City bikeways and leisure paths than those who have lived in Westerville 11 years or more. Also, residents who have lived in Westerville 2 to 5 years are more likely to indicate they feel safe in a city park than those who have lived in Westerville 6 to 25 years.

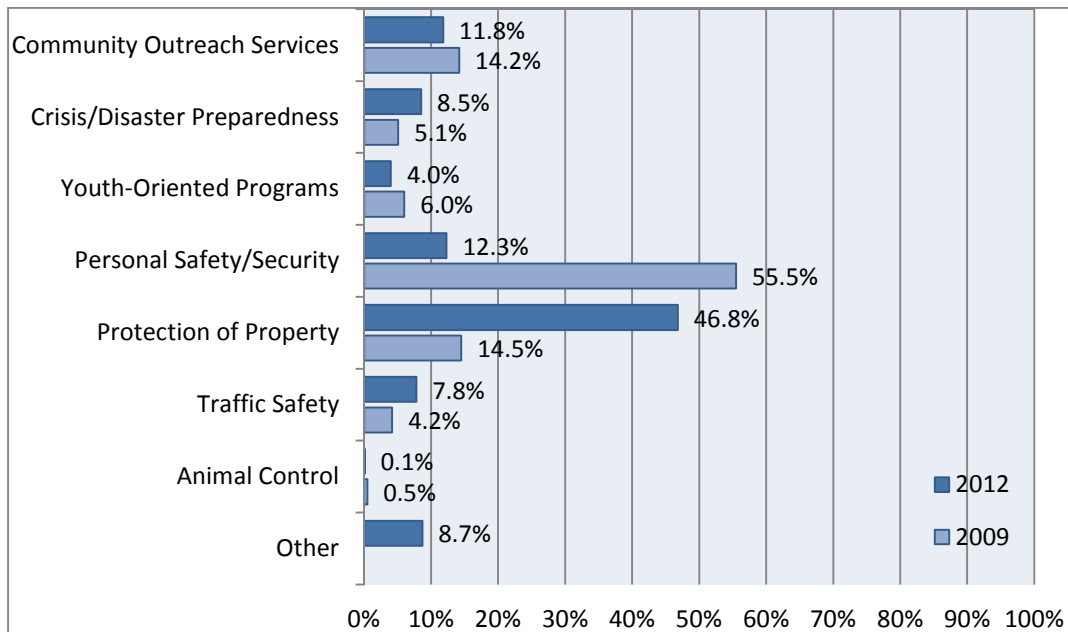
*Age:* No significant differences.

*Rent or own home:* No significant differences.

*Zone:* Zone 2 residents were more likely to indicate they feel safe on City bikeways and leisure paths than residents of Zones 1 and 4. Also, Zone 4 residents were less likely to indicate they feel safe in their neighborhood at night than other residents. Additionally, Zone 2 residents were more likely to indicate they feel safe in a city park than Zone 4 residents.

When presented with a list of issues and asked to select the issue they felt is MOST important for Police Services, nearly half of respondents (47 percent) chose protection of property (Figure 3.2). Personal safety/security and community outreach services were each selected second most often, at 12 percent. The most notable difference in responses between 2009 and 2012 is the reversal in the percentage of respondents who chose personal safety/security (56 percent in 2009 and 12 percent in 2012) and protection of property (15 percent in 2009 and 47 percent in 2012).

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



### Group Differences

*Years of residence:* No significant differences.

*Age:* Westerville’s youngest residents (18 to 40) were more likely to rate community outreach services as the most important issue for police than other residents. Also, Westerville’s oldest residents (71 and older) were more likely to rate personal safety and security as the most important issue for police than residents ages 60 or younger.

*Rent or own home:* No significant differences.

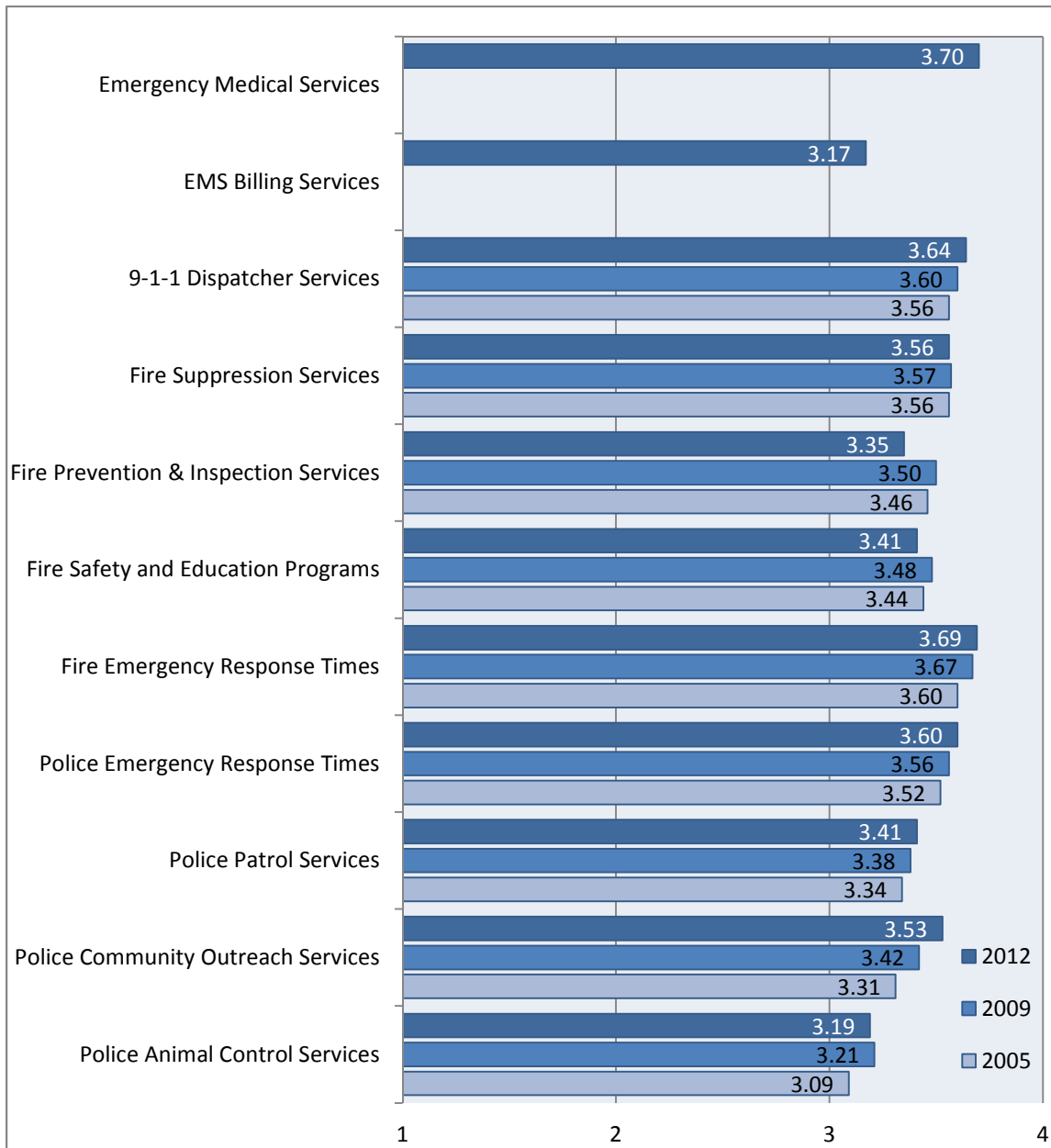
*Zone:* No significant differences.

Figure 3.3 provides the mean ratings for each of Westerville’s safety services. Survey participants were asked to rate each item on a scale from 1 (Very Poor) to 4 (Excellent). Two new public safety services were added to the 2012 survey: emergency medical services and EMS billing services. In addition, “fire prevention services” was modified to “fire prevention and inspection services.” All services were rated above a 3.00. Emergency medical services and fire

emergency response times were rated the highest (3.70 and 3.69, respectively). EMS billing services received the lowest rating (3.17); however, it is important to note that the vast majority of respondents, 80 percent, chose the response, “Not Applicable/No opinion/Not aware of this”—so the mean rating is based on a relatively small number of respondents (see Appendix B).

The ratings for two services were significantly lower in 2012 than in 2009: fire prevention and inspection and fire safety and education. Conversely, ratings in 2012 were significantly higher than those in 2009 for police community outreach services.

**Figure 3.3. Mean Ratings for Public Safety Services**



## Group Differences

*Years of residence:* Residents who lived in Westerville 2 to 5 years gave higher ratings to EMS billing services than residents who have lived in Westerville 26 years or more.

*Age:* No significant differences.

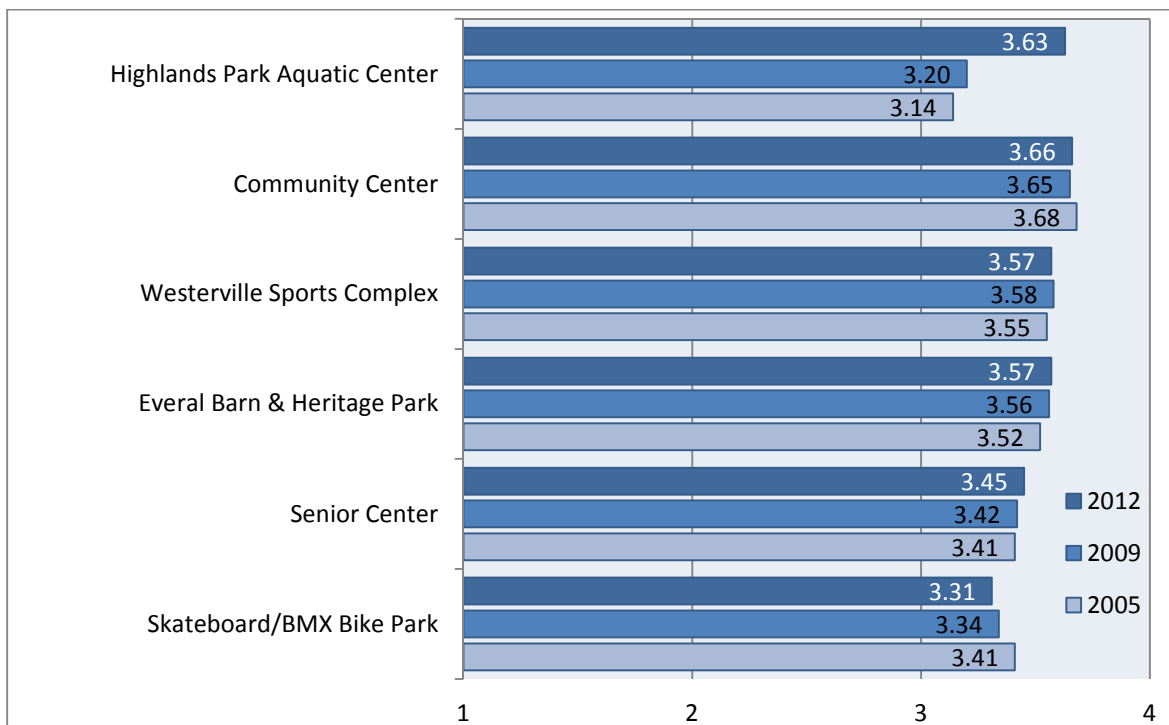
*Rent or own home:* Residents who own their homes gave higher ratings to EMS billing services than residents who rent.

*Zone:* Zone 3 residents gave higher ratings to police emergency response times than Zone 1 residents.

## 4. Parks & Recreation Facilities

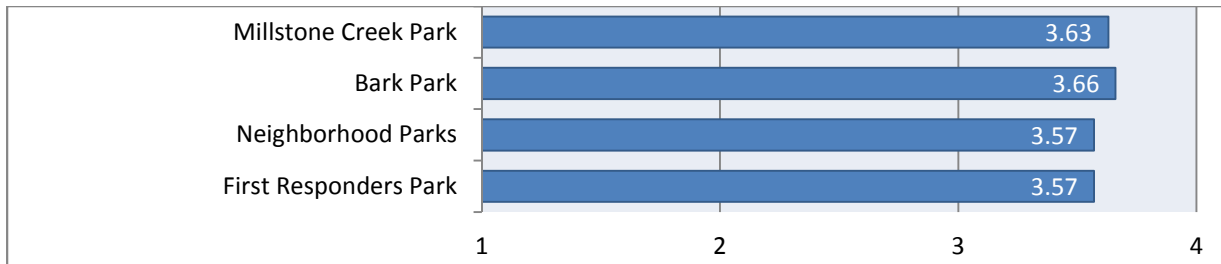
Figures 4.1 and 4.2 provide the mean ratings for each of Westerville's park and recreation facilities. Figure 4.1 provides the mean ratings for the facilities that were also included on the 2005 and 2009 surveys; Figure 4.2 provides mean ratings for items new to the 2012 survey. Survey participants were asked to rate each item on a scale ranging from 1 (very poor) to 4 (excellent). As Figure 4.1 shows, the Community Center and Highlands Park Aquatic Center received the highest ratings of all the facilities. The Highlands Park Aquatic Center (referred to as the "Pool at Highlands Park" in the 2005 and 2009 surveys) received a significantly higher rating in 2012 than the previous years, likely due to recent renovations and improvements. There are no other significant differences in ratings between 2009 and 2012.

**Figure 4.1. Mean Ratings for Parks & Recreation Facilities**





**Figure 4.2. Mean Ratings for Parks & Recreation Facilities (new items)**



### **Group Differences**

*Years of residence:* Residents who have lived in Westerville less than six years gave higher ratings to the Highland Park Aquatic Center than other residents. Additionally, residents who have lived in Westerville a year or less gave higher ratings to the Millstone Creek Park than those who have lived in Westerville 11 years or more.

*Age:* Residents ages 71 and older gave higher mean ratings to the Westerville Senior Center than those between the ages of 41 and 70. Also, residents ages 18 to 40 gave higher ratings to the Skateboard/BMX Park than those between the ages 51 to 70.

*Rent or own home:* No significant differences.

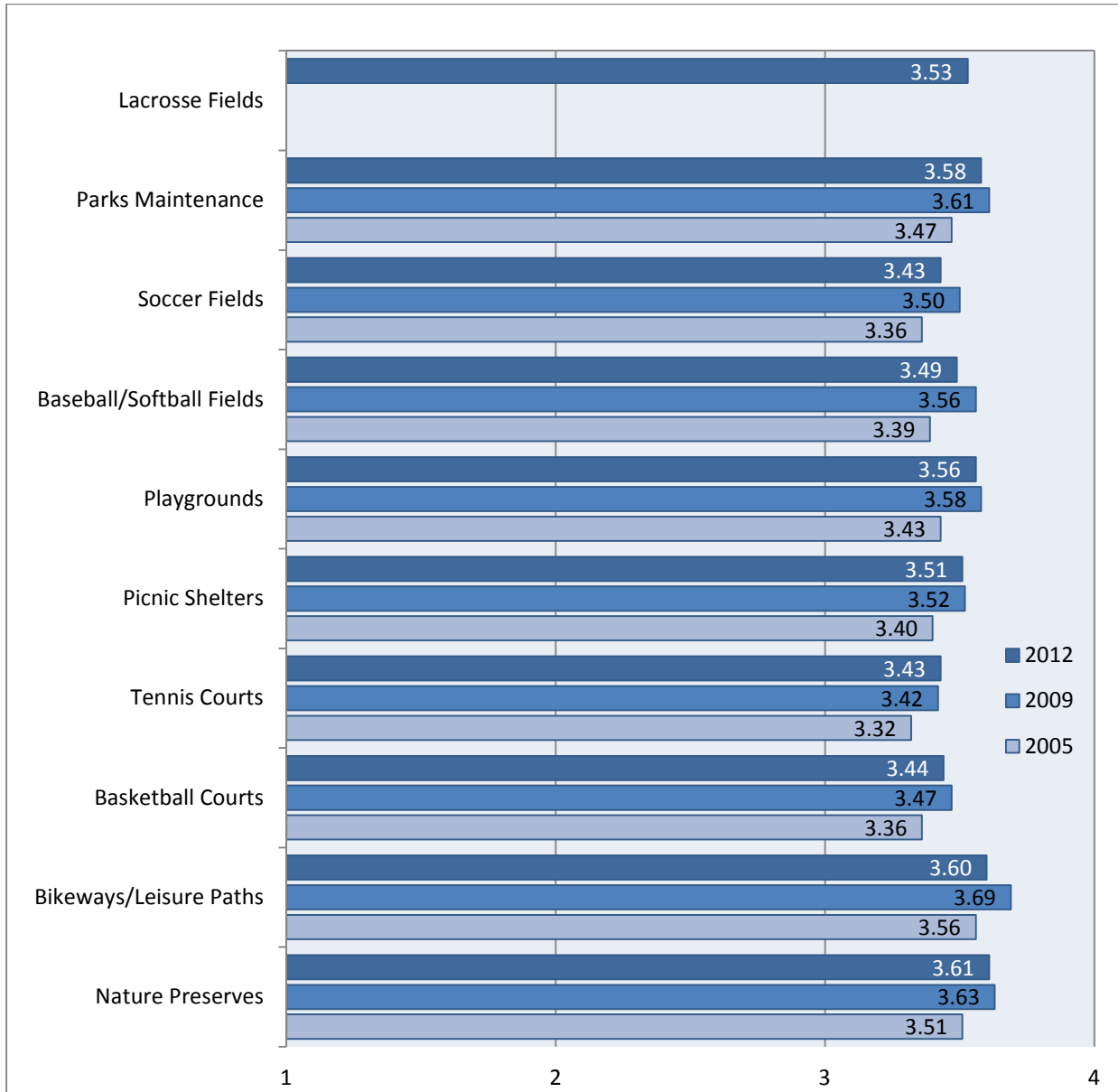
*Zone:* Zone 4 residents gave lower ratings to the Millstone Creek Park than other residents. Also, residents from Zones 1 and 2 gave higher ratings to the Skateboard/BMX Park than those from Zones 3 and 4.

## **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 (Very Poor) to 4 (Excellent). A new service was included on the 2012 survey: lacrosse fields.

All park services were rated at or above the midpoint between 3.00 (Good) and 4.00 (Excellent). Soccer fields and tennis courts tied for the lowest ratings, whereas bikeways/leisure paths and nature preserves had the highest ratings. There was a significant decline in ratings from 2009 to 2012 for three services: soccer fields, baseball/softball parks, and bikeways/leisure paths.

**Figure 5.1. Mean Ratings for Park Services**



**Group Differences**

*Years of residence:* Residents who have lived in Westerville 11 to 25 years gave lower ratings to baseball and softball fields than those who have lived in Westerville 2 to 10 years.

*Age:* Residents over the age of 70 gave higher ratings to Westerville’s baseball and softball fields than those ages 51 to 70. Also, residents ages 51 to 60 gave lower ratings to Westerville’s picnic shelters, tennis courts, and basketball courts than other residents.

*Rent or own home:* Residents who rent gave higher ratings to Westerville’s basketball courts than those who own their homes.

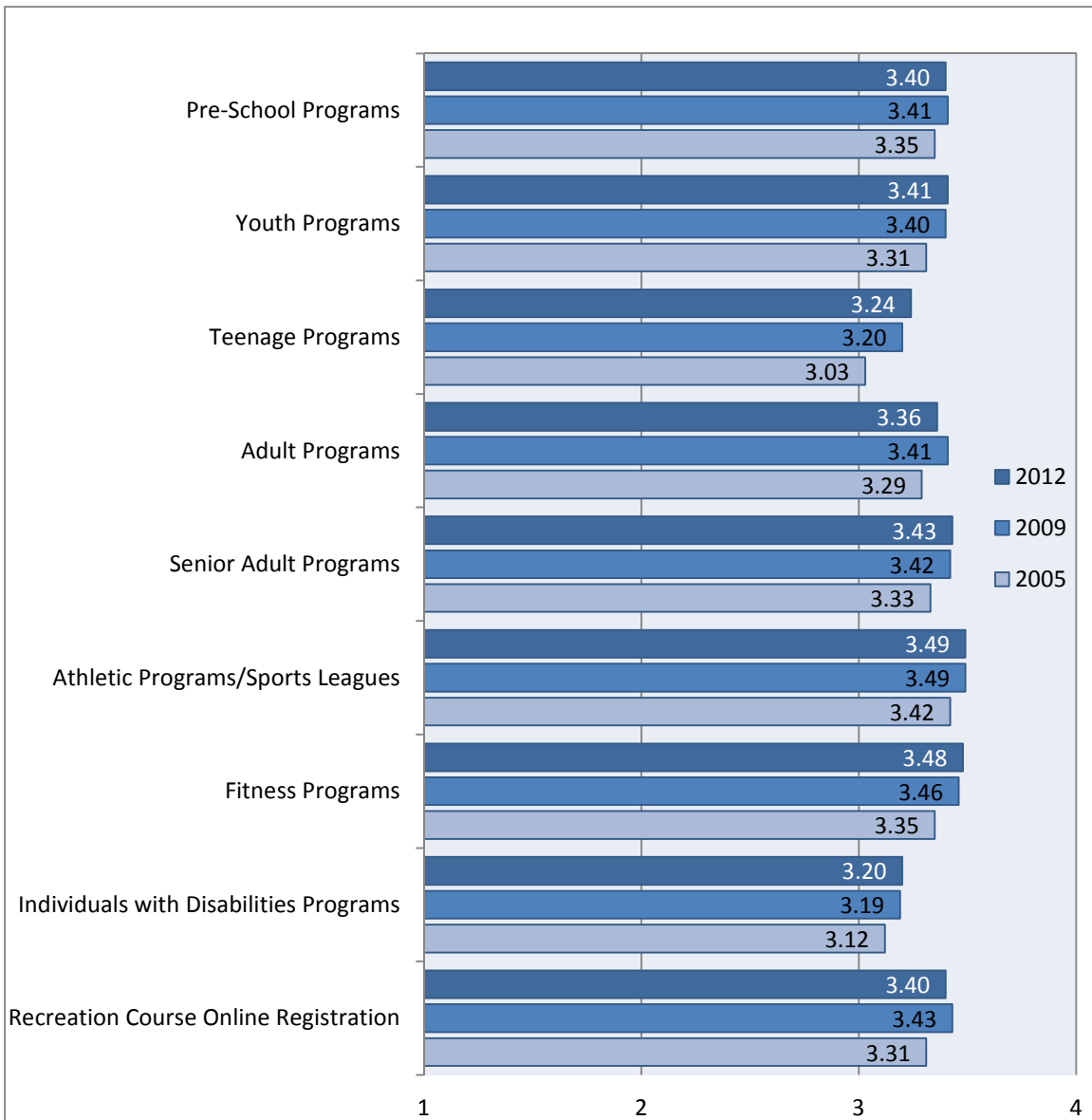
*Zone:* No significant differences.

## 6. Recreation Services

Figure 6.1 provides the mean ratings for each of Westerville’s recreation services. Survey participants were asked to rate each item on a scale ranging from 1 (Very Poor) to 4 (Excellent).

As Figure 6.1 indicates, all services scored above 3.00. As in previous years, individuals with disabilities programs and teenage programs received the lowest ratings relative to the other services, but these ratings are still quite positive. Athletic programs/sports leagues and fitness programs were rated highest. There were no significant changes in scores from 2009 to 2012 for any of the services.

**Figure 6.1. Mean Ratings for Recreation Services**



## Group Differences

*Years of residence:* No significant differences.

*Age:* Westerville's youngest residents gave lower ratings to fitness programs than the oldest residents. Also, residents ages 51 to 60 gave lower ratings to individuals with disabilities programs than the oldest residents.

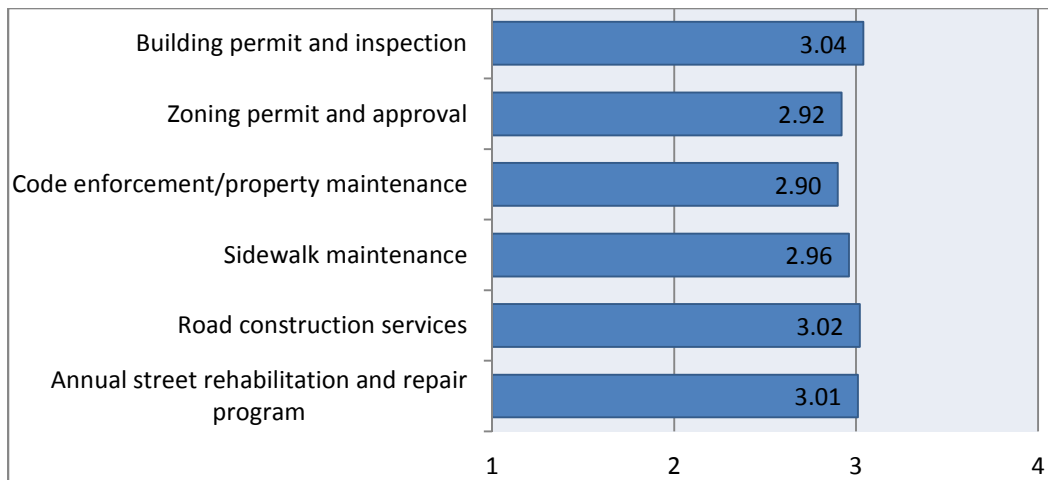
*Rent or own home:* Residents who own their own homes gave higher ratings to adult programs than those who rent.

*Zone:* Zone 2 residents gave higher ratings to individuals with disabilities programs than Zone 4 residents.

## 7. Planning & Development Services

Survey participants were asked to rate items pertaining to Westerville's planning and development services on a scale ranging from 1 (Very Poor) to 4 (Excellent). The 2005 and 2009 surveys also included planning and development services items; however, the specific items for 2012 are new. As seen in Figure 7.1, all services received very similar scores.

**Figure 7.1. Mean Ratings for Planning & Development Services**



## Group Differences

*Years of residence:* Those who have lived in Westerville 5 years or less gave higher ratings to code enforcement/property maintenance, sidewalk maintenance, and annual street rehabilitation and repair than residents living in Westerville 11 or more years.

*Age:* No significant differences.

*Rent or own home:* No significant differences.

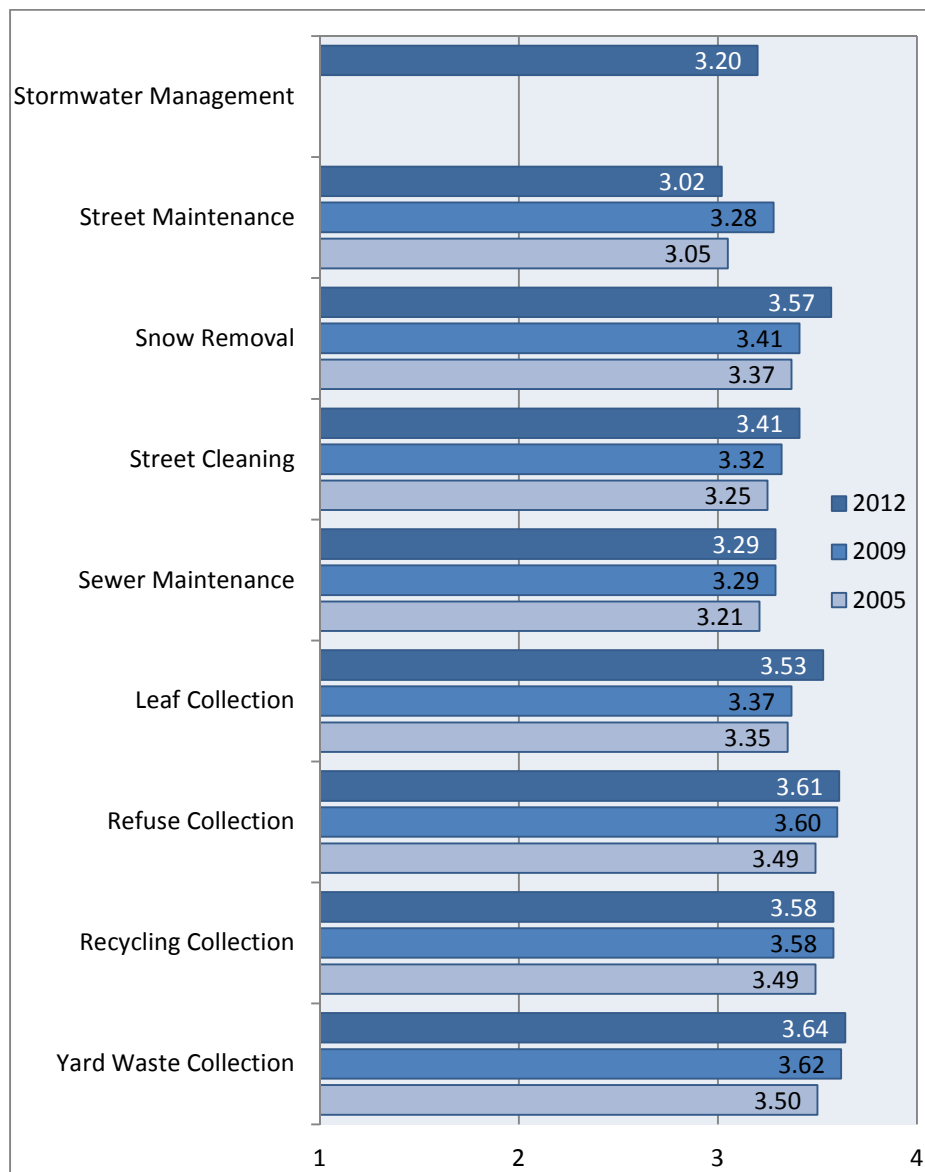
*Zone:* No significant differences.

## 8. Public Works Services

Figure 8.1 provides the mean ratings for each of Westerville's public works services. Survey participants were asked to rate each item on a scale ranging from 1 (very poor) to 4 (excellent). One new service was added to the 2012 survey: stormwater management.

Overall, Figure 8.1 indicates a trend where public works services received high ratings, between a 3 and 4. As in previous years, street maintenance received the lowest rating whereas yard waste collection was the highest rated public works service. Ratings for street maintenance decreased significantly between 2009 and 2012; however, ratings for snow removal, street cleaning, and leaf collection increased significantly.

**Figure 8.1. Mean Ratings for Public Works Services**



## Group Differences

*Years of residence:* No significant differences.

*Age:* No significant differences.

*Rent or own home:* Residents who own their own homes gave higher ratings to refuse collection than those who rent.

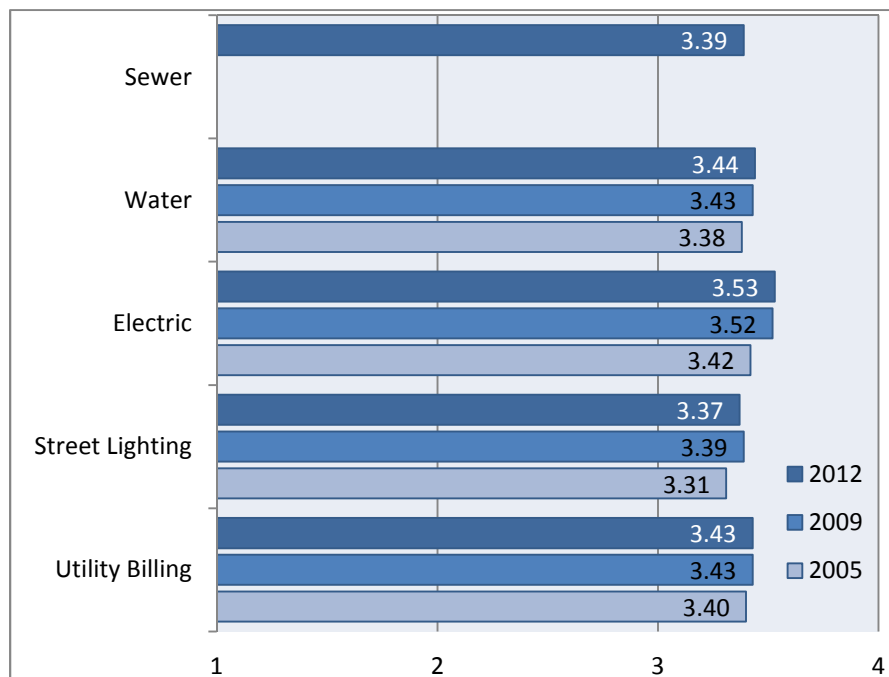
*Zone:* Zone 2 residents gave higher ratings for street maintenance than Zone 3 residents. Also, residents of Zones 2 and 3 gave higher ratings for street cleaning than Zone 1 residents.

## 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 (Very Poor) to 4 (Excellent). One new item was added to the 2012 survey: sewer services.

Overall, the results displayed in Figure 9.1 reveal that all of the utility services that respondents were asked to rate received positive ratings. Even the mean for the lowest rated service, street lighting fell well within the range between 3.00 (Good) and 4.00 (Excellent). There were no significant changes in ratings from 2009 to 2012.

**Figure 9.1. Mean Rating for Utility Services**



## Group Differences

*Years of residence:* No significant differences.

*Age:* Residents over 60 gave higher ratings to utility billing than those ages 41 to 50.

*Rent or own home:* Residents who own their own homes gave higher ratings to water services, sewer services, and utility billing than those who rent.

*Zone:* No significant differences.

## 10. Communications/Citizen Input Issues

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

As seen in Table 10.1, by a wide margin, the most useful source of information about City issues for a majority of residents was a suburban newspaper (56 percent). The second most frequently mentioned source was the City website (12 percent) followed by city publications (11 percent). Although these are the same three sources that were most commonly cited in 2009, the percentage of respondents selecting suburban newspaper decreased from 2009 to 2012 while the percentage of respondents selecting City website and City publications increased.

Since people rarely rely on one source of information, we asked respondents what the second most useful source of information would be. A suburban newspaper was again selected most often (20 percent), followed by City publications (18 percent).

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

Response	1 <sup>st</sup> Choice		2 <sup>nd</sup> Choice	
	2012	2009	2012	2009
Broadcast (TV) News	5.7%	1.8%	14.0%	6.7%
City Publications	11.1%	5.9%	18.3%	24.7%
City Website	11.5%	9.2%	15.0%	19.2%
Columbus Dispatch	2.9%	4.1%	12.1%	12.3%
E-mail	6.4%	2.7%	6.1%	3.5%
Public Meetings	0.2%	0.1%	1.3%	0.6%
Social Media	1.7%	0.9%	2.9%	1.7%
Suburban Newspaper	55.8%	69.6%	19.5%	14.9%
WOCC TV 3	0.6%	1.8%	2.3%	2.9%
Word of Mouth	3.3%	3.0%	7.2%	12.3%
Other	0.7%	0.9%	1.2%	1.2%

## Group Differences

*Years of residence:* Residents who have lived in Westerville 26 years or more were least likely to find either the City website or social media the most useful source for staying informed of city related issues.

*Age:* Residents between 18 and 50 years of age were more likely find the City website and least likely to find the suburban weekly newspaper the most useful source for staying informed of city related issues. Also, residents under the age of 41 were most likely to find e-mail and social media the most useful source for staying informed of city related issues.

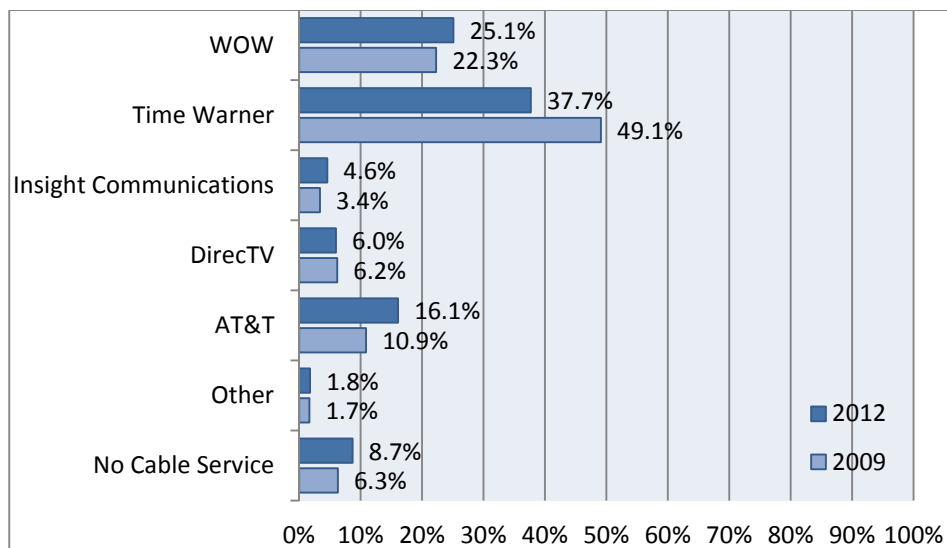
*Rent or own home:* No significant differences.

*Zone:* No significant differences.

## Television

Residents report Time Warner as the primary type of television programming access in their home at 38 percent (a notable decline from 49 percent in 2009), followed by WOW at 25 percent, and AT&T at 16 percent. Nine percent of residents say they have no cable service.

**Figure 10.1. What type of television programming access/service does your household have?**



## Group Differences

*Years of residence:* Residents who have lived in Westerville a year or less are more likely to have WOW! and less likely to have AT&T as their television programming service. Additionally, those who have lived in Westerville 26 years of more are more likely to have Time Warner as their television programming service.

*Age:* Residents ages 18 to 40 are more likely to have WOW! as their television programming service than other residents. Additionally, residents over the age of 50 are more likely to have



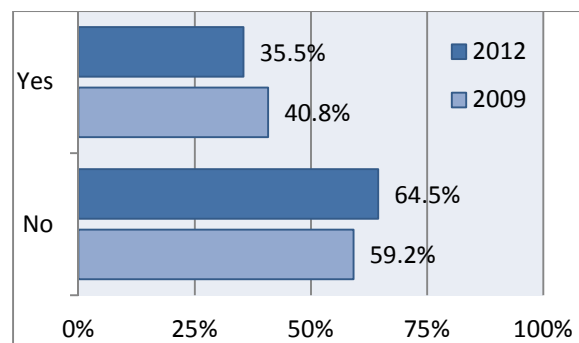
Time Warner as their television programming service than those 40 and younger. Also, residents between the ages of 18 to 50 are more likely than older residents not to have cable service in their homes.

*Rent or own home:* No significant differences.

*Zone:* Residents of Zones 1 and 3 are more likely to have Time Warner as their television programming service than Zone 2 and Zone 4 residents. Also, Zone 2 residents are more likely than others to have Insight Communications. Additionally, Zone 1 residents are less likely than other residents to have AT&T. Lastly, Zone 4 residents are more likely than others not to have cable service.

As seen in Figure 10.2, only a little more than a third of residents (36 percent) say they have watched City of Westerville programming on the public service channel (Channel 3 or WOCC-TV) in the past two years; this is a significant decline from 41 percent in 2009.

**Figure 10.2. In the past two years, have you watched City of Westerville programming on the public service access channel (Ch. 3 or WOCC-TV)?**



### Group Differences

*Years of residence:* Residents who have lived in Westerville 11 years or more are likely to have watched City of Westerville programming on the public access channel than those who have lived in Westerville 10 years or less.

*Age:* No significant differences.

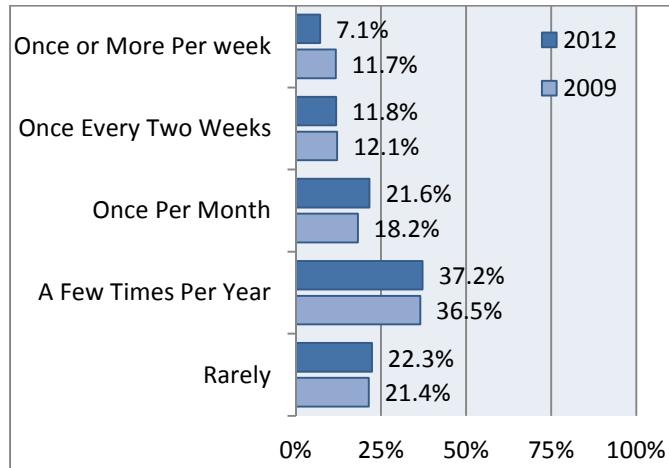
*Rent or own home:* No significant differences.

*Zone:* No significant differences.

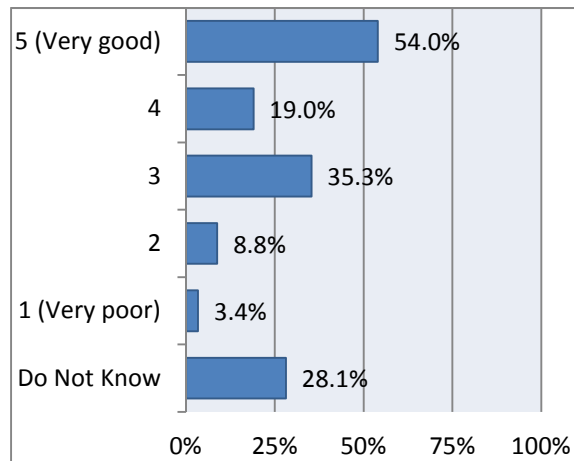
The 36 percent of residents who reported having watched City of Westerville programming in the past two years were asked additional questions regarding their frequency of viewing and their opinion of the quality of programming. As Figure 10.3 shows, 41 percent watch more frequently than once per month, but only 7 percent watch on a weekly basis. The frequency of viewing did not change significantly from 2009 to 2012. Thus, the City of Westerville continues to have a core audience of viewership, albeit one that tunes in sporadically.

As seen in Figure 10.4., viewers tend to rate the quality of programming highly; over half of respondents assigned a rating of 5 (very good) on a 1-5 scale. The average score is 3.20.

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



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



**Group Differences**

*Years of residence:* No significant differences.

*Age:* No significant differences.

*Rent or own home:* No significant differences.

*Zone:* Residents of Zone 4 are more likely to watch City of Westerville TV programs than the residents living in other zones.

Table 10.2 shows the types of programming in which residents are most interested. When combining first and second mentions, residents report that City Council Meetings (34 percent), Westerville School Board meetings (28 percent), and promotional programming (20 percent) are of most interest to them. However, the most commonly selected choice was “None (I am not interested in watching public service channels)” – an option that was offered in 2012 but not 2009.

**Table 10.2. What type of programming would you be MOST INTERESTED/SECOND MOST INTERESTED in watching on public service channels like WOCC-TV?**

Response	1 <sup>st</sup> Choice		2 <sup>nd</sup> Choice	
	2012	2009	2012	2009
City Council meeting and/or work session	19.0%	25.7%	15.4%	18.2%
Westerville School Board meetings	12.8%	9.4%	14.9%	13.6%
High school sporting event	7.4%	14.7%	6.1%	11.3%
Special events, such as annual 4 <sup>th</sup> of July parade	7.6%	12.7%	8.7%	15.6%
Promotional programming, featuring Westerville sites, information	9.1%	21.4%	10.7%	16.4%
Interviews with City officials about current events	8.8%	5.4%	9.8%	6.7%
Otterbein University events and information	1.8%	0.5%	3.2%	5.8%
Other Westerville City School events	1.7%	2.9%	2.8%	5.6%
Other	2.2%	0.8%	1.1%	2.1%
None (I am not interested in watching public service channels)	29.6%	--	27.4%	--

### Group Differences

*Years of residence:* No significant differences.

*Age:* No significant differences.

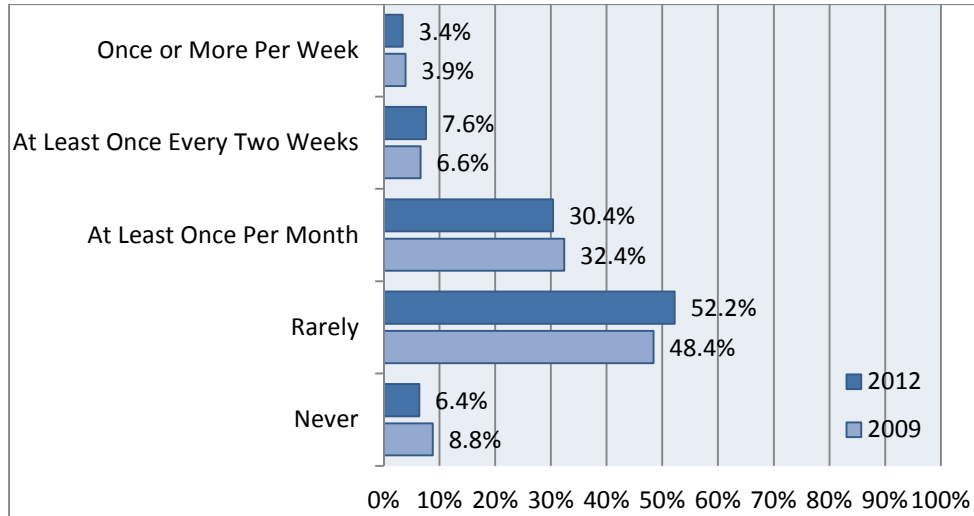
*Rent or own home:* No significant differences.

*Zone:* Residents of Zone 1 were less likely than others to indicate they would be most interested in watching City Council meetings. Also, Zone 2 residents were more likely than others to indicate they would be interested in watching Westerville School Board meetings. Additionally, Zone 4 residents were more likely to indicate they would be interested in watching interviews with City officials about current events. Lastly, Zone 2 residents were more likely to indicate they are not interested in watching public service channels.

### Website Usage

Figure 10.5 shows that the majority of respondents have visited the City website (94 percent). However, a little more than half (52 percent) report visiting the website “rarely.” The frequency of visiting the website did not change significantly from 2009 to 2012.

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



### **Group Differences**

*Years of residence:* Residents who have lived in Westerville 11 or more years were more likely to indicate they rarely or never visit the Westerville website.

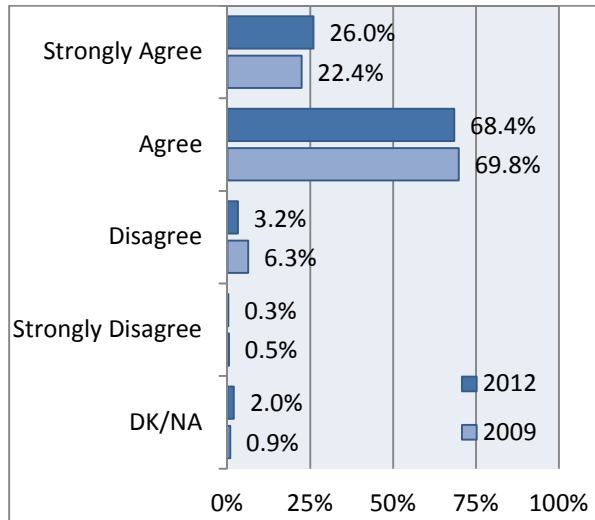
*Age:* Residents over 50 years of age were more likely to indicate they rarely or never visit the Westerville website than those ages 18 to 50.

*Rent or own home:* No significant differences.

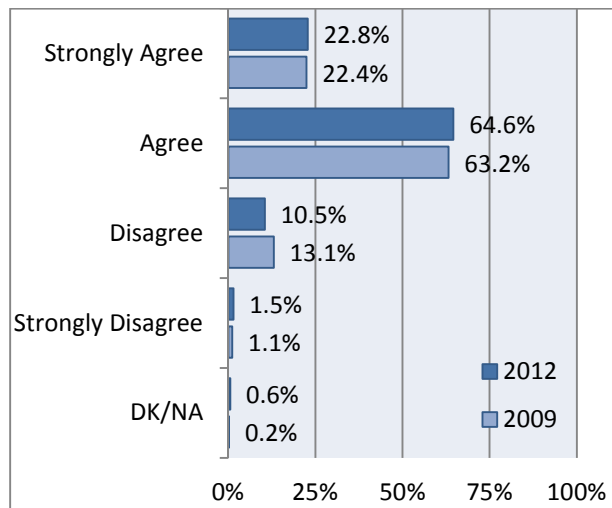
*Zone:* No significant differences.

Respondents who reported that they visit the City website at least once per month or more were asked a few follow-up questions regarding their opinions about the website. As shown in Figures 10.6 through 10.8, the vast majority of respondents agree that the website is visually interesting, easy to navigate, and provides useful information.

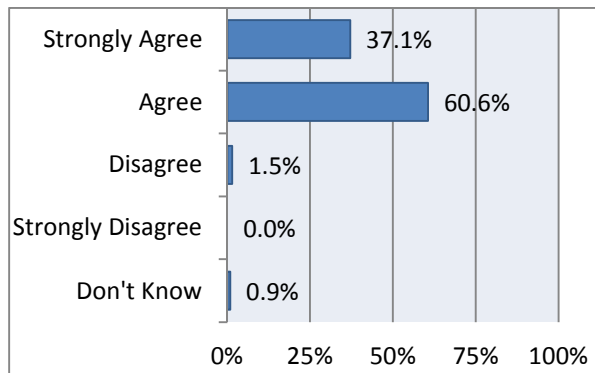
**Figure 10.6. The Westerville Web site is visually interesting.**



**Figure 10.7. The Westerville Web site ([www.westerville.org](http://www.westerville.org)) is easy to navigate to the information I want.**



**Figure 10.8. The Westerville website provides useful information.**



**Group Differences**

*Years of residence:* No significant differences.

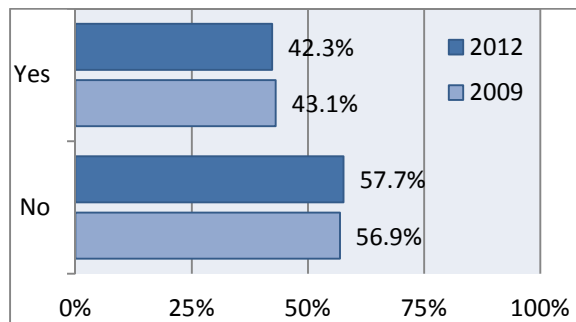
*Age:* No significant differences.

*Rent or own home:* Residents who rent are more likely to strongly agree that the City of Westerville website is visually interesting.

*Zone:* Zone 4 residents are less likely to agree that the City of Westerville website is visually interesting than residents in Zones 2 and 3.

Figure 10.9 looks at respondent interest related to the ability to pay City utilities through a link on the City website. Overall, 42 percent say they would choose this option if it were available. Respondent interest in online utility bill payment did not change significantly from 2009 to 2012.

**Figure 10.9. If the City provided the capability of paying your City utility bills on the City Website would you choose to use this option?**



**Group Differences**

*Years of residence:* Residents who have lived in Westerville longer were less likely to indicate they would chose to pay their utility bills on the City website.

*Age:* Younger residents were more likely to indicate they would chose to pay their utility bills on the City website than older residents.

*Rent or own home:* Residents who rent were more likely to indicate they would chose to pay their utility bills on the City website than those who owned their own homes.

*Zone:* No significant differences.

Additionally, respondents were asked an open-ended response question, “What information or services would make you use the Westerville website more often?” Of the 837 survey respondents, 452 typed in a response. However, a large number of these, 168, were responses such as “Don’t know,” and “Can’t think of anything,” or responses indicating that the respondent would not visit the website no matter what information or services it offered. Another 34 respondents indicated that they felt the website is fine the way it is. Thus, in total, 250 respondents provided at least one type of information or service that would lead them to use the website more often. These responses were coded into categorical themes which are presented in Table 10.3. Please note that because up to two responses were coded per respondent, the total percentage of respondents will exceed 100. By a fairly wide margin, respondents were most likely to indicate that information related to news, emergencies, and other types of updates (e.g., road maintenance, school closings, crime information) would lead to increased website use. Respondents are also interested in information about upcoming events and bill pay.

**Table 10.3. Information or Services that Would Make Respondents Use the Westerville Website More Often**

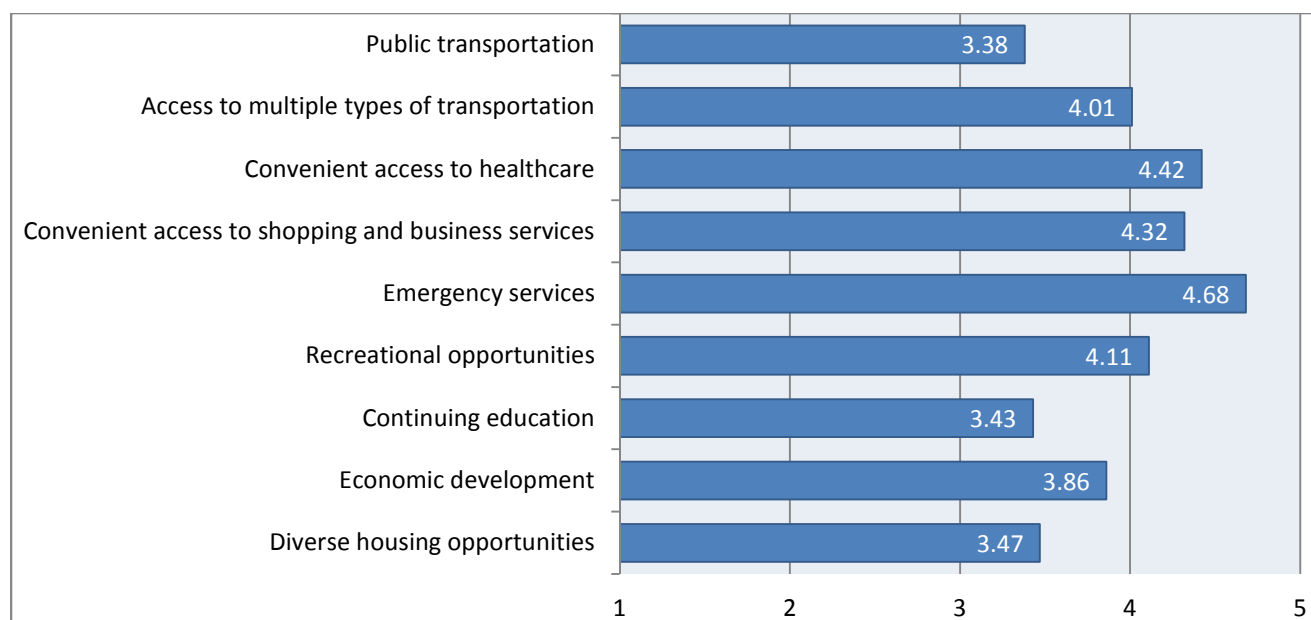
Categorical Theme	Percent
News/emergency/updates	31.2%
Events calendar/information about upcoming events	23.2%
Bill pay (e.g., taxes, utilities)	21.2%
Improved format/organization/appearance of website/make more user friendly	13.2%
A reminder/alert such as e-mail or other way to publicize (e.g., in a city publication)	9.6%
Opportunity to provide feedback/ask questions	3.6%
Other	3.6%
Coupons	2.4%
Traffic information	2.4%
Weather information	1.2%

## 11. Current Events/Strategic Planning

For the 2012 administration of the City of Westerville Resident Survey, a section was added in order to assess residents' opinions on various issues pertaining to the current status of the City of Westerville as well as future opportunities. Responses will assist City leaders in strategic planning efforts.

First, residents were provided the following information: "U.S. Census (2010) data reveal that Westerville has an aging population. Fourteen percent of the Westerville population is currently age 65 and older, and the Baby Boom generation is expected to comprise 20% of the population in 2050." Considering this shift in community demographics, respondents were asked to rate the importance of a number of issues, using a scale from 1 (Not at all important) to 5 (Very important). Figure 11.1 presents the mean rating for each issue. Percentage responses for each item are included in Appendix A. The highest rated issue is "emergency services," whereas the lowest rated is "public transportation."

**Figure 11.1. Mean Ratings for Perceived Importance of Each Issue in Light of an Aging Population**



### Group Differences

**Years of residence:** Residents who have lived in Westerville 5 years or less rate economic development as more important than those who have lived in Westerville 11 years or more. Also, residents who have lived in Westerville 2 to 5 years rate diverse housing opportunities as more important than those who have lived in Westerville 6 or more years.

**Age:** The oldest Westerville residents rated convenient access to healthcare as more important than those ages 60 or younger. Also, older residents place less importance on recreational opportunities than those ages 50 and younger. Additionally, Westerville's youngest residents rate economic development as more important than those over the age of 60.



*Rent or own home:* Residents who rent place more importance on continuing education than those who own.

*Zone:* No significant differences.

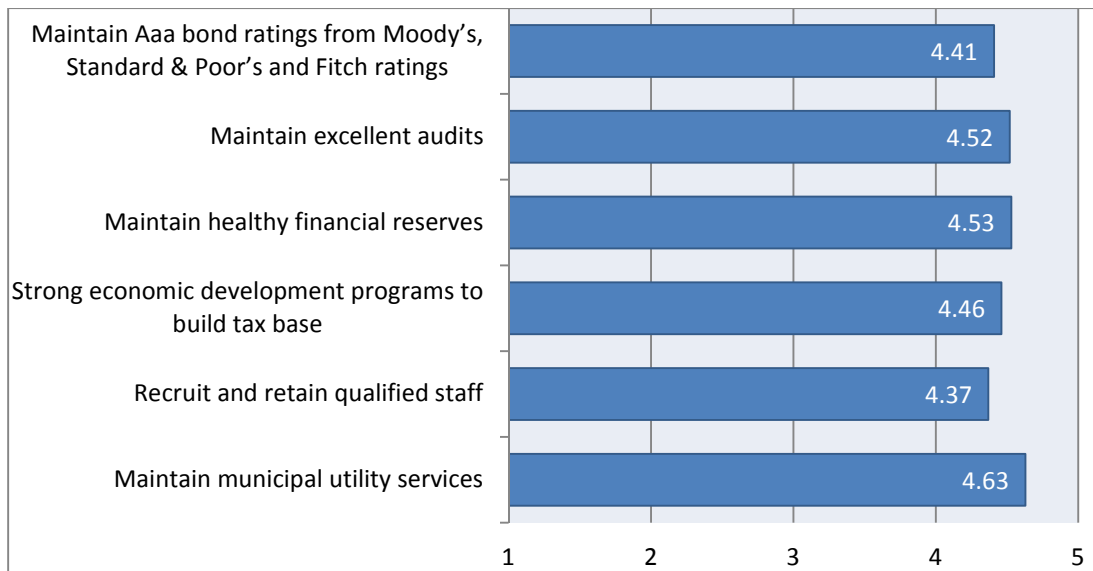
Respondents were asked, “In your opinion, what should the community be doing to attract and retain young professionals?” Approximately 582 respondents provided a comment; of these, 89 were comments such as “Don’t know,” “Nothing,” “Can’t think of anything,” and so on, leaving 493 responses that were then coded into major themes. Table 11.1 below provides the major themes that were identified. Please note that, because up to two responses were coded for each respondent, the total percentage will exceed 100. The most common type of response is that the community should be attracting businesses/employers that would appeal to young professionals, as well as general job creation; this was mentioned by 29 percent of the 493 residents who provided a response.

**Table 11.1. What should the community be doing to attract and retain young professionals?**

Response Theme	Percent
Attract businesses/employers that would appeal to young professionals; job creation	29.0% (143)
More/better “social” recreation; nightlife; shopping; entertainment	21.3% (105)
Offer affordable housing; diverse housing; housing options that would appeal to young professionals	17.4% (86)
Lower taxes/offer tax incentives	16.2% (79)
Maintain or improve quality of public schools; school system	14.4% (71)
Maintain or offer more/better parks; recreation; outdoor activities; bike paths	12.4% (61)
Other	12.4% (61)

Next, respondents were asked to rate the importance of a number of issues for the City in terms of financial stewardship as the nation recovers from the economic downturn. Figure 11.2 presents the mean ratings for each item, on a scale from 1 (Not at all important) to 5 (Very important). On average, all items received a fairly high rating; however, “maintain municipal utility services” was rated a bit higher than the other issues.

**Figure 11.2. While the nation recovers from the economic downturn, how important are the following issues for the City in terms of financial stewardship?**



### Group Differences

*Years of residence:* No significant differences.

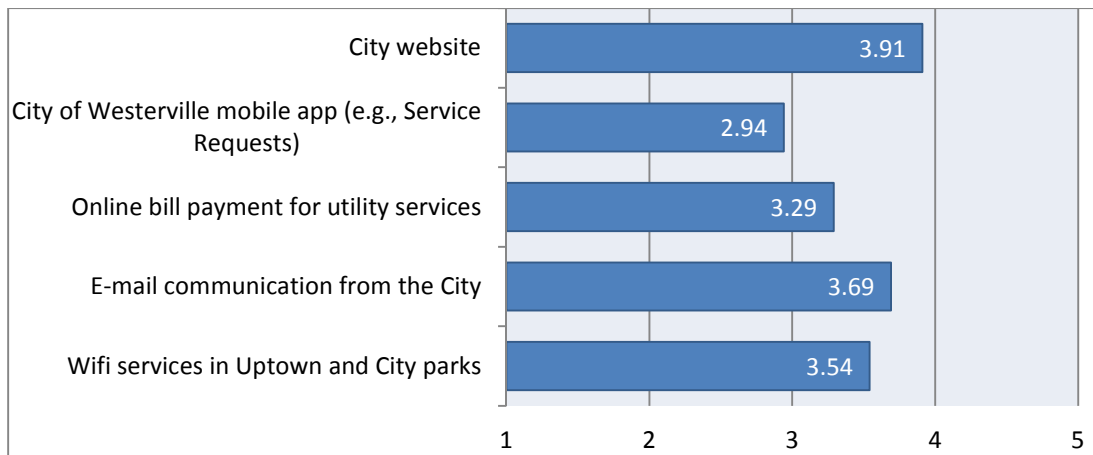
*Age:* Westerville's oldest residents are more likely to rate maintaining Aaa bond ratings, maintaining excellent audits, maintaining healthy financial reserves, recruiting and retaining qualified staff, and maintaining municipal utility services as important than residents under 61 years of age.

*Rent or own home:* No significant differences.

*Zone:* Zone 2 residents place more importance on strong economic development programs to build tax base than Zone 4 residents. Also, Zone 4 residents place more importance on maintaining municipal utility services than Zone 1 and Zone 3 residents.

Figure 11.3 provides mean ratings for several services or resources that the City currently provides or may provide in the future. Respondents were asked to indicate how important each of the services or resources is to them, on a scale from 1 (Not at all important) to 5 (Very important). The City website was rated the most important, whereas a City of Westerville mobile app was rated lowest.

**Figure 11.3. How important is each of the following electronic services or resources to you?**



### Group Differences

*Years of residence:* Residents who have lived in Westerville 11 or more years place less importance on the City website, online bill payment for utility services, and Wifi services in Uptown and City Parks than those who have lived there less time.

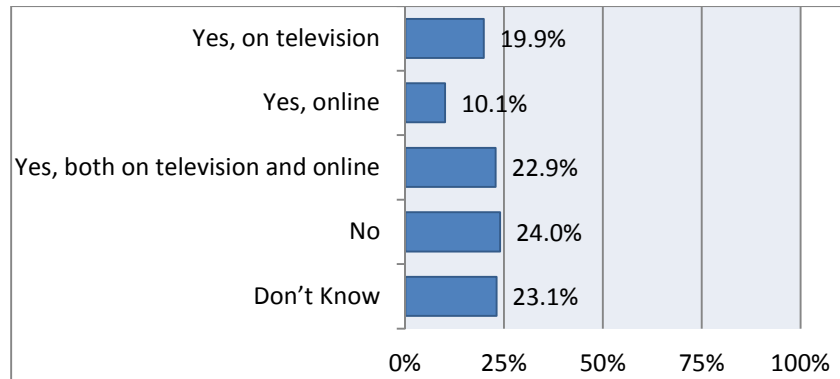
*Age:* Residents under the age of 41 place more importance on the City website, online bill payment for utility services, and Wifi services in Uptown and City Parks than those over the age of 50.

*Rent or own home:* Residents who rent place greater importance on online bill payment for utility services than those who own their homes.

*Zone:* No significant differences.

Next, respondents were asked if they would regularly watch 30 minutes of television programming that aired monthly if it focused on Westerville events, issues, news and programs and if it was developed and produced by the City. As Figure 11.4 shows, the majority of respondents (53 percent) indicated that they would be willing to watch this programming, either on television and/or online.

**Figure 11.4. Willingness to watch at least 30 minutes of City developed and produced monthly television programming**



### Group Differences

*Years of residence:* Those who have lived in Westerville a year or less were most likely to indicate they would watch a 30 minute program focused on Westerville, either on television and/or online.

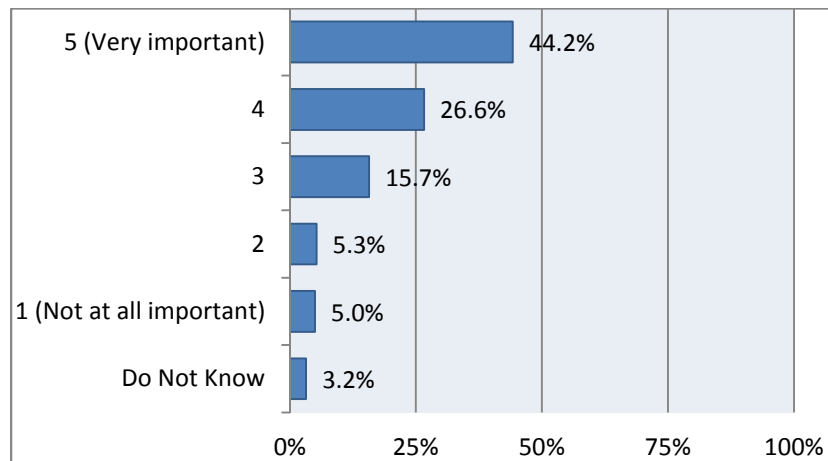
*Age:* No significant differences.

*Rent or own home:* No significant differences.

*Zone:* No significant differences.

Figure 11.5 presents the responses to the question, “How important do you think it is that the City purchase, develop, and preserve available land for parks and open spaces?” The majority (71 percent) rated the importance as a 4 or 5. The overall mean rating for this item is 4.03.

**Figure 11.5. How important do you think it is that the City purchase, develop and preserve available land for parks and open spaces?**



### Group Differences

*Years of residence:* Residents who have lived in Westerville 26 years or more were less likely to indicate it is very important to purchase, develop, and preserve land for parks and open spaces than those who lived in Westerville 10 years or less.

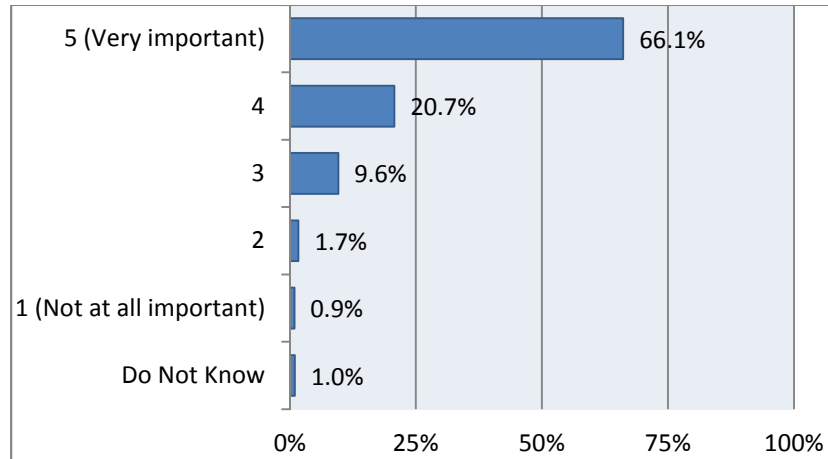
*Age:* Younger residents were more likely to indicate it is very important to purchase, develop, and preserve land for parks and open spaces than residents in all other age groups.

*Rent or own home:* No significant differences.

*Zone:* No significant differences.

Figure 11.6 presents the responses to the question, “How important is maintaining a vibrant Uptown district?” Respondents were asked to rate the level of importance on a scale from 1 (Not at all Important) to 5 (Very Important). The vast majority (87 percent) rated the importance as a 4 or 5. The overall mean rating for this item is 4.51.

**Figure 11.6. How important is maintaining a vibrant Uptown district?**



**Group Differences**

*Years of residence:* No significant differences.

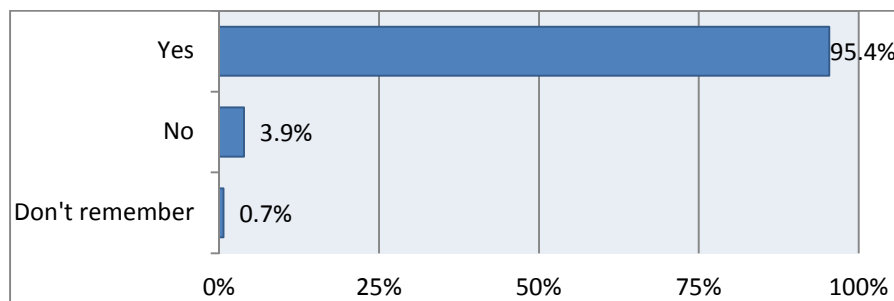
*Age:* No significant differences.

*Rent or own home:* No significant differences.

*Zone:* No significant differences.

Respondents were asked, “In the past 12 months, have you visited Uptown Westerville?” As seen in Figure 11.7, nearly all residents (95 percent) answered yes.

**Figure 11.7. Visited Uptown Westerville in the past 12 months**



**Group Differences**

*Years of residence:* No significant differences.

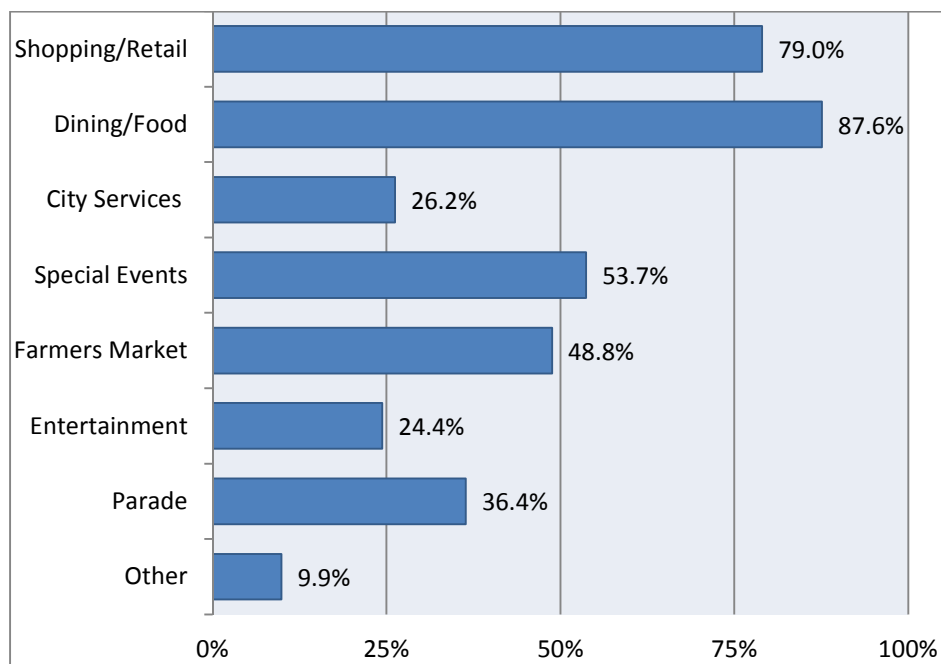
*Age:* No significant differences.

*Rent or own home:* Residents who own their homes were more likely to indicate they have visited Uptown Westerville in the past 12 months than those who rent.

*Zone:* No significant differences.

The 780 respondents who reported that they had visited Uptown Westerville in the past 12 months were next presented a list of various reasons for visiting and were asked to indicate which reasons applied to them. The results are presented in Figure 11.8. The most common reason for visiting Uptown Westerville was dining/food (88 percent); the least common reason was entertainment (24 percent). Of those who selected “Other” and wrote in a response, the most common response was Fourth (4<sup>th</sup>) Fridays.

**Figure 11.8. Reasons for visiting Uptown Westerville in the past 12 months**



### Group Differences

*Years of residence:* Those who have lived in Westerville 26 years or more were less likely to indicate they visited Uptown for special events than other residents.

*Age:* Residents ages 18 to 50 were more likely to visit Uptown for special events than residents ages 51 to 70. Also, younger residents were more likely to visit Uptown for entertainment than those over the age of 50. Similarly, younger residents were more likely to indicate they visited Uptown for a parade than those over the age of 60.

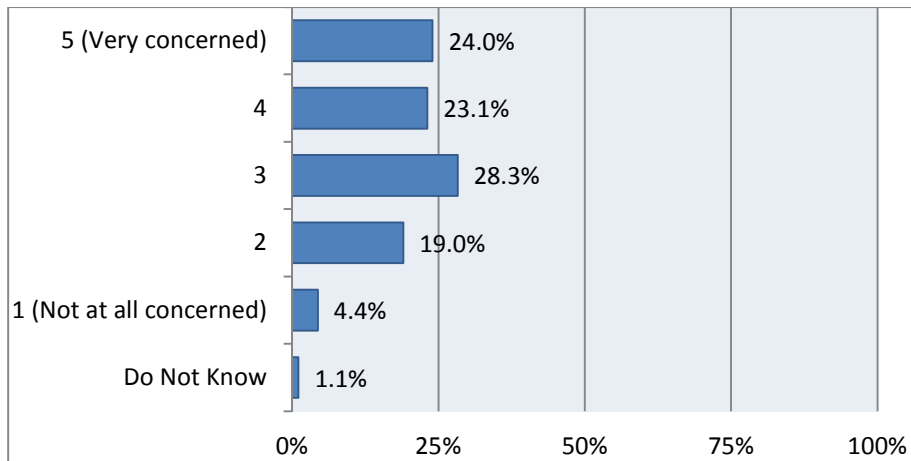
*Rent or own home:* No significant differences.

*Zone:* Residents of Zone 2 were more likely to indicate they visited Uptown for special events than residents of Zones 1 and 3. Also, residents of Zones 2 and 4 were more likely to indicate they visited Uptown for entertainment than residents of Zones 1 and 3. Similarly, residents of

Zones 2 and 4 were more likely to indicate they visited Uptown for a parade than residents of Zones 1 and 3.

Figure 11.9 presents the responses to the question, “How concerned are you about crime in Westerville?” Respondents were asked to rate their level of concern on a scale from 1 (Not at all Concerned) to 5 (Very Concerned). Less than half (47 percent) rated their concern as a 4 or 5 (very concerned). The overall mean rating for this item is 3.44.

**Figure 11.9. How concerned are you about crime in Westerville?**



### Group Differences

*Years of residence:* Those who have lived in Westerville longer were most likely to indicate they are very concerned with crime in Westerville than those who have lived in Westerville less time.

*Age:* Younger residents were less likely to indicate they are very concerned with crime in Westerville than older residents.

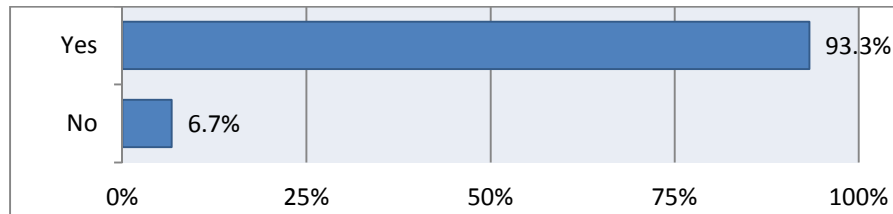
*Rent or own home:* No significant differences.

*Zone:* No significant differences.



When asked if they have noticed the road and aesthetic improvements made along the S. State St. corridor, the vast majority of respondents (93 percent) indicated that they have (Figure 11.10).

**Figure 11.10. Have you noticed the road and aesthetic improvements made along the S. State St. corridor?**



### Group Differences

*Years of residence:* Residents who have lived in Westerville a year or less were more likely to indicate they have noticed the road and aesthetic improvements made along the S. State Street corridor than those who have lived in Westerville two years or more.

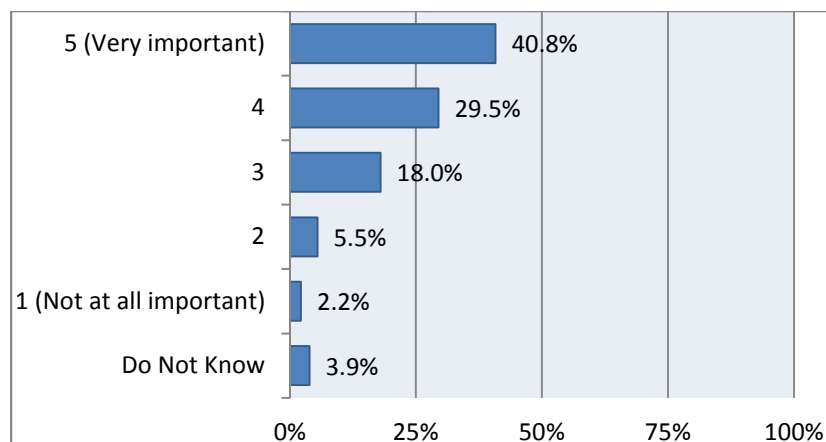
*Age:* No significant differences.

*Rent or own home:* Residents who own their homes are more likely to indicate they have noticed the road and aesthetic improvements made along the S. State Street corridor than those who rent.

*Zone:* Residents of Zones 1 and 4 are more likely to indicate they have noticed the road and aesthetic improvements made along the S. State Street corridor than residents of Zones 2 and 3.

Figure 11.11 presents the responses to the question asking how important respondents think the revitalization of the S. State St. corridor is to the long-term health and vitality of the City. The strong majority (70 percent) rated the importance as a 4 or 5. The overall mean rating for this item is 4.05.

**Figure 11.11. How important do you think the revitalization of the S. State St. corridor is to the long-term health and vitality of the City?**



## Group Differences

*Years of residence:* No significant differences.

*Age:* No significant differences.

*Rent or own home:* No significant differences.

*Zone:* No significant differences.

Respondents were asked, “In your opinion, what are areas of opportunity for Westerville?” Approximately 549 respondents provided a comment; of these, 54 were comments such as “Don’t know,” “Nothing,” “Can’t think of anything,” and so on, leaving 495 responses that were then coded into major themes. Comments for approximately 109 respondents could be coded into two of the themes. Table 11.2 below provides the major themes that were identified. The most commonly cited opportunity was improving traffic (e.g., flow) and parking availability; this was mentioned by 20 percent of the 495 residents who provided a response. Another commonly cited opportunity is attracting new or different businesses to the area as well as housing (16 percent).

**Table 11.2. What are areas of opportunity for Westerville?**

Response Theme	Percent
Improve traffic; parking availability	19.6% (97)
Attract new/different businesses/retail; housing	16.0% (79)
Fix run-down areas; use existing vacant space	9.7% (48)
Lower taxes; better spending	8.7% (43)
Improve quality of roads (e.g., potholes, etc.)	8.3% (41)
More green space; parks	7.1% (35)
Increase safety/decrease crime	6.3% (31)
Make more pedestrian & bike friendly (e.g., more/better sidewalks; bike paths)	6.3% (31)
Expand Uptown	5.9% (29)
Expand nightlife/social recreation opportunities; community events	3.0% (15)
Other	30.1% (149)

Respondents were asked, “In your opinion, what areas of concern, if unaddressed, would diminish the quality of life in Westerville in the future?” Approximately 582 respondents provided a comment; of these, 39 were comments such as “Don’t know,” “Nothing,” “Can’t think of anything,” and so on, leaving 543 responses that were then coded into major themes. Comments for approximately 135 respondents could be coded into two of the themes. Table 11.3 below provides the major themes that were identified. The most commonly cited concern was crime; this was mentioned by 17 percent of the 543 residents who provided a response. Another commonly cited concern is traffic issues (15 percent).

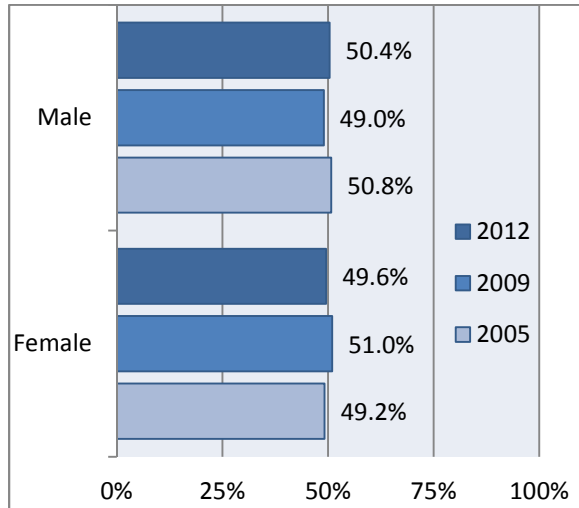
**Table 11.3. What areas of concern, if unaddressed, would diminish the quality of life in Westerville in the future?**

Response Theme	Percent
Crime	17.3% (94)
Traffic issues	14.9% (81)
High taxes; increasing costs; poor financial management	14.4% (78)
Declining quality of schools	13.8% (75)
Declining infrastructure/utilities	8.1% (44)
Undesirable housing; run-down properties	7.9% (43)
Big box stores (especially Walmart)	7.0% (38)
Declining police/fire/other City services	5.9% (32)
Parks maintenance/parks & recreation	5.5% (30)
Empty stores	5.2% (28)
Safety	3.9% (21)
Other	15.1% (82)

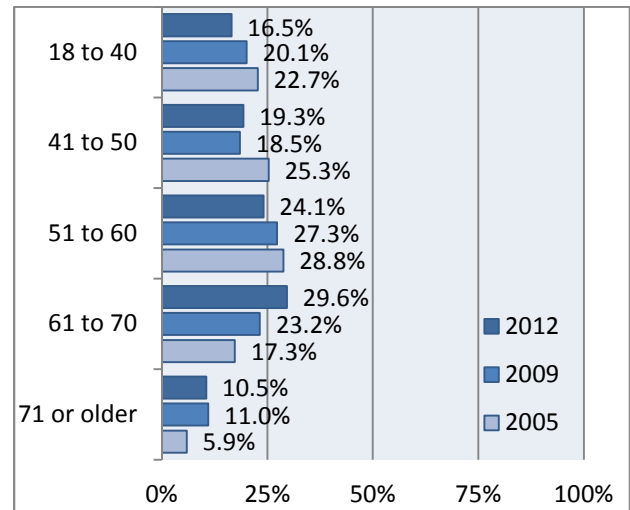
## 12. Demographic Information

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.

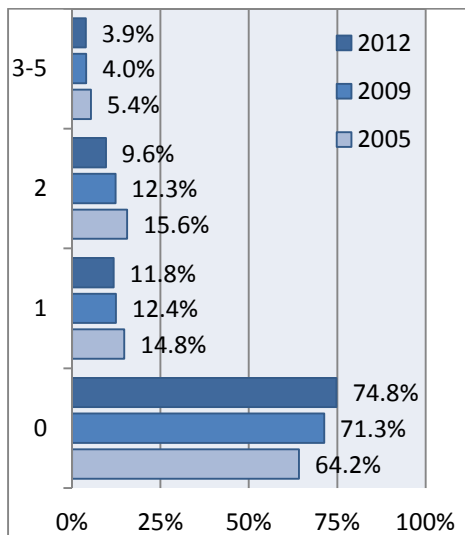
**Figure 12.1. What is your gender?**



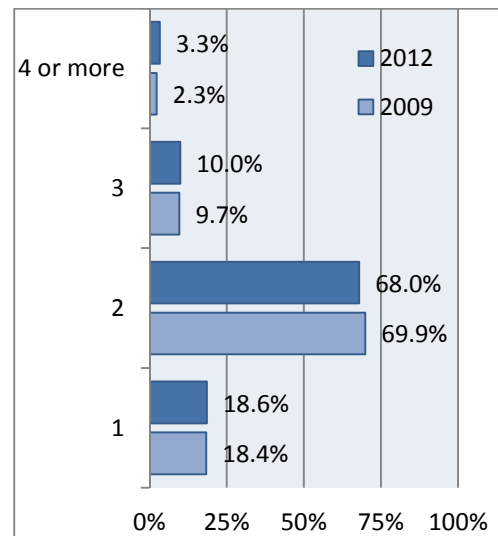
**Figure 12.2. What is your age? (Breakout Variable)**



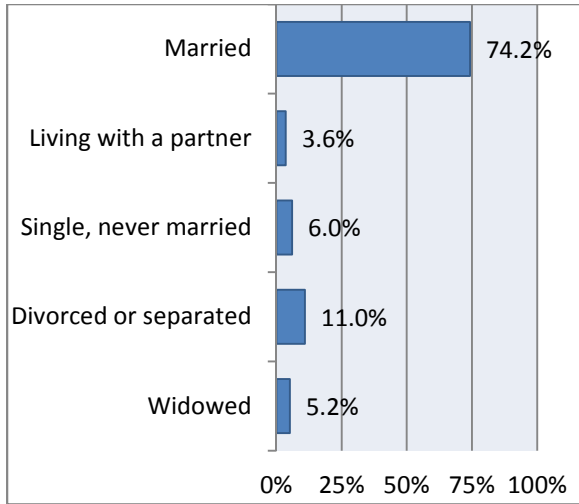
**Figure 12.3. How many children under the age of 18 live at your residence?**



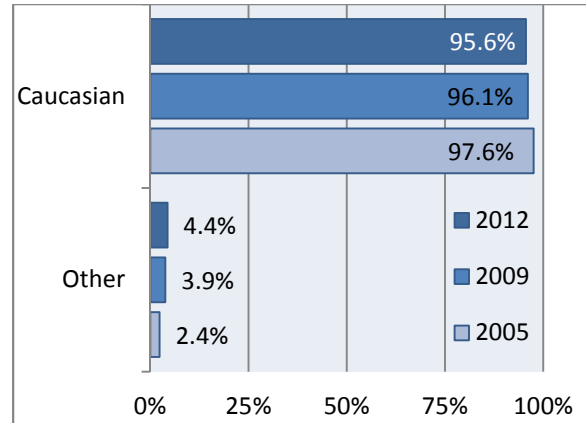
**Figure 12.4. How many adults 18 or older live at your residence?**



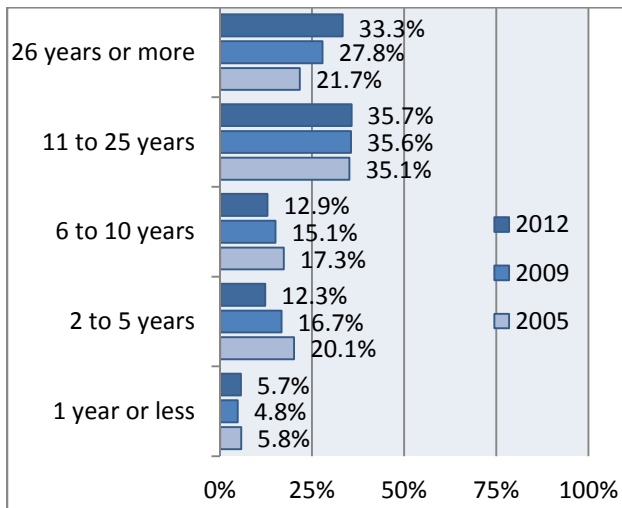
**Figure 12.5. Marital Status**



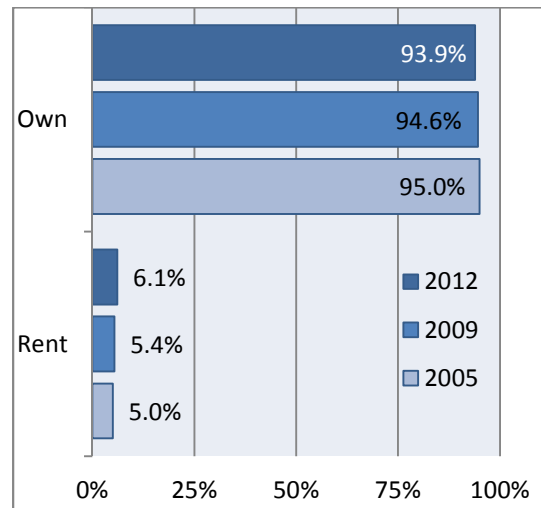
**Figure 12.6. Race**



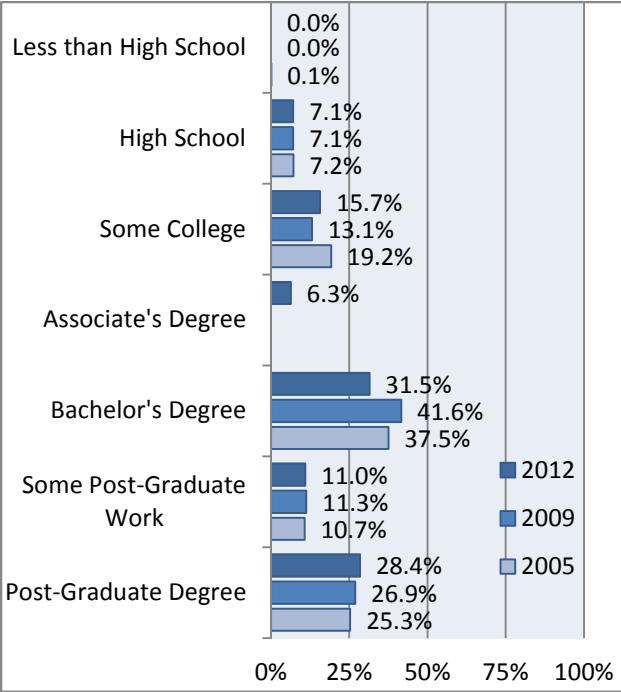
**Figure 12.7. How long lived in Westerville? (Breakout Variable)**



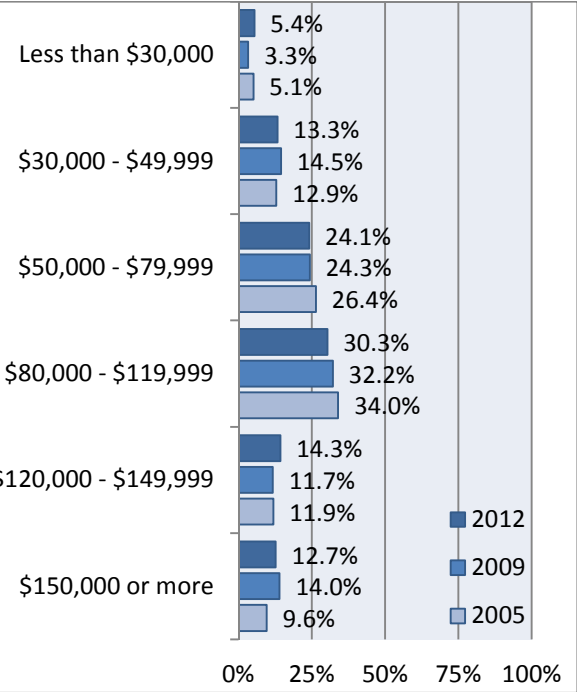
**Figure 12.8. Do you rent or own your home? (Breakout Variable)**



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



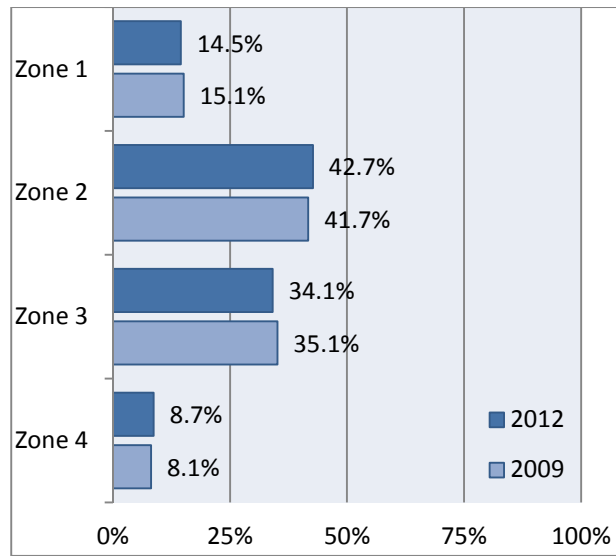
**Figure 12.10. Which of the following best describes your household income?**



**Table 12.1. In which community does the primary and secondary wage earner of your household work?**

Community	Primary Wage Earner			Secondary Wage Earner		
	2012	2009	2005	2012	2009	2005
Columbus	45.2%	44.9%	52.4%	33.9%	37.1%	44.0%
Westerville	25.3%	27.2%	28.7%	37.6%	35.1%	38.1%
Dublin	5.7%	5.3%	6.2%	3.2%	4.0%	4.5%
Worthington	3.4%	2.7%	4.5%	1.8%	3.7%	4.9%
Gahanna	2.3%	1.6%	1.7%	2.4%	1.9%	2.4%
Whitehall	2.0%	1.3%	1.0%	1.1%	1.0%	0.0%
New Albany	1.8%	2.0%	0.8%	1.3%	1.0%	2.2%
Hilliard	1.3%	0.9%	1.1%	1.8%	1.4%	1.8%
Delaware	1.3%	1.2%	0.9%	1.6%	0.6%	1.4%
Bexley	0.7%	0.3%	0.2%	0.3%	0.3%	0.0%
Grove City	0.5%	0.5%	0.6%	0.5%	0.2%	0.0%
Upper Arlington	0.5%	0.6%	0.5%	1.6%	0.6%	0.0%
Reynoldsburg	0.3%	0.7%	1.4%	0.3%	1.0%	0.6%
Other	9.8%	11.0%	0.0%	12.6%	12.2%	0.0%

**Figure 12.1. Resident Zone (Breakout Variable)**



## 13. Summary of Group Difference Results

In this section, we provide a summary of the major trends that emerged from the group differences analysis.

### **Years of residence**

Newer residents seem to appreciate the modern amenities and more recent upgrades that have taken place or could be taking place in Westerville. They tend to rate facilities that are newer (Millstone), are recently renovated (Highlands Park Aquatic Center), or are designed to appeal to more modern or younger residents (Millstone, Highlands Park Aquatic Center, Skateboard/BMX Park); they also feel safer on bikeways and leisure paths and in parks. Furthermore, they are more likely to feel that the City should keep developing spaces for parks and other open spaces. They also prefer and use the city website more often (along with other means like email and social media), and are more likely to want options like online bill pay and Wifi. They tend to rate the municipal services such as sidewalk maintenance and street rehabilitation better and notice the improvements along S. State St. Their priorities revolve around economic development and opportunity, quality schools, and quality housing opportunities.

Residents who have lived in Westerville longer have different priorities. They are less concerned with school and work, and are more concerned with convenience (e.g., wanting to be close to friends/family and Otterbein), safety (e.g., feeling less safe in various areas and being more concerned with crime), and fiscal responsibility (both in their rating of importance and the fact that they pay more attention to various city issues). They are more likely to have watched cable access TV and less likely to use the internet to get information. They are less impressed by higher-profile events or improvements; they are less impressed by the newer parks, less likely to go Uptown for special events, and less likely to have noticed the improvements made along S. State St.

### **Age**

Not surprisingly, age patterns are similar as those for years of residence. Younger residents tend to be more focused on schools, parks (particularly in age groups where they are likely to have young children), and work opportunity/convenience. They feel that infrastructure development, maintenance, recreational opportunities, and community outreach by the police are areas of greater importance. They are more likely to visit Uptown for various events.

Older residents are more focused on city-related issues, which shows in their concern about city audits, maintaining bond ratings, and maintaining public services. They are more likely to feel that fiscal responsibility should be the primary focus of Westerville. They do seem to feel overall that Westerville is doing a good job of managing its growth. They want a police force focused on safety, access to healthcare, and are not as concerned about developing green spaces or recreational programs.



## **Home Ownership Status**

People who own their homes in Westerville have higher ratings of things that serve them more directly: recycling, refuse collection, and water/sewer/utility billing services. They also have a more favorable perspective of some “community appeal” aspects of Westerville: they feel more favorably towards the variability in the housing market, are more likely to have visited Uptown, and are more likely to have noticed the S. State St. work.

Residents who rent tend to have a more jobs- or higher-education-oriented perspective. They are in favor of economic development and fiscal incentives for jobs, and place greater importance of convenience to work or Otterbein (and also place a higher value on continuing education). They are more likely to want online services.

## **Zone**

In general, Zone 1 residents seem to be somewhat less connected to the City; they place a higher importance on convenience to work, are less likely to visit Uptown, and are less interested in seeing City Council meetings. They are less interested in affordable housing or family-friendliness than some other zones. They also are less impressed with City services, rating street maintenance, street cleaning, utility services, and police response time lower than other zones.

People living in Zone 2 seem to be the happiest with the various aspects of Westerville covered in the survey. They tend to have higher satisfaction with a variety of services and aspects of the community, feel safe, and are pleased with the way the City is handling development and improvement. They tend to have family-oriented perspectives, feeling that family-friendliness is important to the City, being more inclined to watch school board meetings, and rating the skate park higher; they also are more likely to visit Uptown for special events, entertainment, or parades.

Overall, Zone 4 residents seem the least satisfied of Westerville residents. They rate a variety of aspects as lower quality, from the prudence of City financial management to the promotion of recycling to the quality of Millstone Park to individuals with disabilities programs; when there is a significant difference, it seems they are usually less satisfied than other residents. They also think things like family friendliness, schools, and affordable housing are important. They do, however, place a greater importance on maintaining municipal utility services, and are more likely to have noticed the improvements on S. State St.

No clear trends emerge when looking at the survey results for Zone 3 residents; they rate some aspects of Westerville higher and other aspects lower, with no clearly evident pattern.

## 14. Summary of Comparisons between 2009 and 2012 Survey Results

Significant differences between the 2009 and 2012 survey responses have been discussed throughout the report. In this section, we summarize these results.

### Items Rated Higher in 2012 than 2009:

- Perceived safety inside one's home
- Police community outreach services
- Highlands Park Aquatic Center
- Snow removal
- Street cleaning
- Leaf collection

### Items Rated Lower in 2012 than 2009:

- Agreement with the statement, "Westerville does a good job of managing retail and business growth."
- Agreement with the statement, "Traffic flows on Westerville's main arteries have improved in the last three years."
- Agreement with the statement, "It is important for all local government agencies, community leaders, and civic organizations to work together to tell a consistent story about the City of Westerville."
- Fire prevention and inspection
- Fire safety and education
- Soccer fields
- Baseball/softball parks
- Bikeways/leisure paths
- Street maintenance
- Percentage of residents who say they have watched City of Westerville programming on the public service channel (Channel 3 or WOCC-TV) in the past two years

### Demographic Differences:

Only two of the demographic measures changed significantly between 2009 and 2012: age and years of residence. There was a decline in the percentage of respondents age 18-40 and an increase in the percentage of respondents age 61-70. With regard to residency, there was a decline in the percentage of respondents who have lived in Westerville 2-5 years and an increase in the percentage of respondents who have lived in Westerville 26 years or more. Given the strong relationship between these two measures, it is not surprising that changes in one closely mirror changes in the other.

Overall, there were many more similarities in the survey results for 2009 and 2012 than differences. Further, although the differences noted are statistically significant, in general the differences are not large in magnitude.

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

### City Departments and Staff (Figure 1.10)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK/NA
I am very satisfied 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.)	45.3% (378)	47.7% (398)	3.8% (32)	1.8% (15)	1.4% (12)
Westerville's City government does a good job of making information available.	37.4% (310)	52.7% (436)	4.2% (35)	1.1% (9)	4.6% (38)
If I have a problem regarding a city service, I can conveniently reach the appropriate department.	34.7% (288)	51.7% (430)	4.0% (33)	0.5% (4)	9.1% (76)
The City staff is courteous and friendly to the citizens of Westerville.	39.4% (327)	48.6% (404)	2.6% (22)	0.8% (7)	8.5% (71)
The City staff responds to citizen requests in a timely manner.	30.5% (252)	45.3% (374)	5.2% (43)	0.8% (7)	18.1% (149)
Westerville City leaders are prudent with their management of City finances. (Reminder: school and library services are not part of the City's services.)	15.6% (129)	51.6% (428)	11.7% (97)	4.7% (39)	16.4% (136)

## How important each is to you when thinking about why you live in Westerville (Figure 2.2)

	5 (Very important)	4	3	2	1 (Not at all important)	NA
The convenient location to work	21.2% (175)	20.9% (173)	17.6% (145)	7.6% (63)	6.1% (50)	26.6% (220)
Convenient access to shopping and entertainment	32.7% (270)	41.0% (339)	19.0% (157)	3.8% (31)	2.9% (24)	0.6% (5)
Access to quality city parks and recreation space	43.1% (358)	32.7% (272)	14.7% (122)	4.6% (38)	3.7% (31)	1.2% (10)
The family friendly nature of the city	50.8% (420)	29.5% (244)	12.0% (99)	2.8% (23)	3.0% (25)	1.9% (16)
Affordable housing	34.7% (288)	35.3% (293)	19.4% (161)	3.7% (31)	3.6% (30)	3.3% (27)
The quality of the public school district	39.0% (323)	24.2% (200)	15.1% (125)	4.8% (40)	6.5% (54)	10.4% (86)
Overall safety of the community	73.8% (615)	17.3% (144)	2.8% (23)	1.0% (8)	2.0% (17)	3.1% (26)
Family and friends live near by	27.5% (228)	22.3% (185)	22.6% (187)	10.4% (86)	10.7% (89)	6.5% (54)
Close to Otterbein University	5.0% (42)	6.8% (57)	13.2% (110)	6.8% (57)	5.0% (42)	16.4% (137)

## Personal Safety (Figure 3.1)

	Very Safe	Safe	Unsafe	Very Unsafe
In Westerville as a Whole	44.7% (372)	54.7% (455)	0.6% (5)	0.0% (0)
Inside Your Home	67.4% (560)	32.1% (267)	0.5% (4)	0.0% (0)
In Your Neighborhood During the Day	71.0% (592)	28.5% (238)	0.5% (4)	0.0% (0)
In Your Neighborhood at Night	34.6% (288)	61.7% (514)	3.5% (29)	0.2% (2)
In a City Park	25.6% (212)	70.5% (584)	3.9% (32)	0.0% (0)
On City Bikeway and Leisure Paths	25.2% (207)	70.3% (577)	4.1% (34)	0.4% (3)

### Public Safety Services (Figure 3.3)

	Excellent	Good	Poor	Very Poor	DK/NA
Emergency Medical Services	56.1% (463)	23.6% (195)	0.0% (0)	0.2% (2)	20.0% (165)
EMS Billing Services	5.8% (48)	12.8% (106)	0.8% (7)	0.7% (6)	79.8% (661)
9-1-1 Dispatcher Services	45.1% (370)	24.6% (202)	0.2% (2)	0.1% (1)	30.0% (246)
Fire Suppression Services	40.7% (336)	30.1% (249)	0.7% (6)	0.0% (0)	28.5% (235)
Fire Prevention & Inspection Services	19.7% (161)	31.0% (253)	1.0% (8)	0.2% (2)	48.1% (393)
Fire Safety and Education Programs	26.0% (215)	33.1% (274)	0.8% (7)	0.2% (2)	39.9% (330)
Fire Emergency Response Times	44.7% (369)	19.6% (162)	0.1% (1)	0.0% (0)	35.6% (294)
Police Emergency Response Times	45.9% (380)	22.6% (187)	10.4% (86)	10.7% (89)	25.7% (213)
Police Patrol Services	42.6% (345)	44.4% (359)	3.6% (29)	0.7% (6)	8.7% (70)
Police Community Outreach Services	40.2% (334)	31.2% (259)	0.7% (6)	0.4% (3)	27.6% (229)
Police Animal Control Services	16.6% (137)	31.3% (258)	3.9% (32)	1.3% (11)	46.8% (385)

### Parks and Recreation Facilities (Figures 4.1 and 4.2)

	Excellent	Good	Poor	Very Poor	DK/NA
Highlands Park Aquatic Center	37.9% (313)	16.7% (138)	16.7% (138)	1.3% (11)	43.5% (359)
Community Center	62.7% (517)	23.6% (195)	2.4% (20)	0.5% (4)	10.8% (89)
Westerville Sports Complex	40.4% (334)	26.4% (218)	0.8% (7)	0.5% (4)	31.8% (263)
Everal Barn & Heritage Park	47.2% (391)	32.0% (265)	1.3% (11)	0.1% (1)	19.4% (161)
Senior Center	22.3% (184)	19.5% (161)	2.1% (17)	0.1% (1)	56.1% (463)
Skateboard/BMX Bike Park	9.8% (81)	13.3% (110)	1.2% (10)	0.5% (4)	75.2% (620)
Millstone Creek Park	26.0% (214)	15.4% (127)	0.6% (5)	0.0% (0)	58.0% (477)
Bark Park	13.2% (108)	17.7% (145)	2.3% (19)	0.7% (6)	66.1% (541)
Neighborhood Parks	52.0% (431)	36.9% (306)	0.7% (6)	0.1% (1)	10.3% (85)
First Responders Park	36.2% (299)	24.2% (200)	1.0% (8)	0.6% (5)	38.0% (314)

## Parks Services (Figures 5.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Parks Maintenance	37.9% (313)	16.7% (138)	16.7% (138)	1.3% (11)	43.5% (359)
Soccer Fields	62.7% (517)	23.6% (195)	2.4% (20)	0.5% (4)	10.8% (89)
Baseball/Softball Fields	40.4% (334)	26.4% (218)	0.8% (7)	0.5% (4)	31.8% (263)
Lacrosse Fields	47.2% (391)	32.0% (265)	1.3% (11)	0.1% (1)	19.4% (161)
Playgrounds	22.3% (184)	19.5% (161)	2.1% (17)	0.1% (1)	56.1% (463)
Picnic Shelters	9.8% (81)	13.3% (110)	1.2% (10)	0.5% (4)	75.2% (620)
Tennis Courts	26.0% (214)	15.4% (127)	0.6% (5)	0.0% (0)	58.0% (477)
Basketball Courts	13.2% (108)	17.7% (145)	2.3% (19)	0.7% (6)	66.1% (541)
Bikeways/Leisure Paths	52.0% (431)	36.9% (306)	0.7% (6)	0.1% (1)	10.3% (85)
Nature Preserves	36.2% (299)	24.2% (200)	1.0% (8)	0.6% (5)	38.0% (314)

## Ratings for Recreation Services (Figures 6.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Pre-School Programs	10.7% (89)	11.4% (94)	0.7% (6)	0.4% (3)	76.8% (636)
Youth Programs	13.9% (114)	14.8% (121)	1.2% (10)	0.1% (1)	69.9% (572)
Teenage Programs	7.9% (65)	12.7% (105)	2.1% (17)	0.1% (1)	77.2% (638)
Adult Programs	24.2% (198)	33.9% (278)	2.3% (19)	0.1% (1)	39.4% (323)
Senior Adult Programs	19.7% (162)	20.5% (169)	1.3% (11)	0.2% (2)	58.2% (479)
Athletic Programs/Sports Leagues	25.2% (208)	22.1% (182)	1.1% (9)	0.1% (1)	51.5% (424)
Fitness Programs	28.9% (238)	26.0% (214)	1.6% (13)	0.1% (1)	43.4% (358)
Individuals with Disabilities Programs	5.3% (44)	7.7% (63)	1.6% (13)	0.4% (3)	85.1% (700)
Recreation Course Online Registration	24.5% (202)	23.7% (195)	2.8% (23)	0.6% (5)	48.4% (399)

## Ratings for Planning & Development Services (Figures 7.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Building permit and inspection	12.5% (103)	23.4% (193)	5.9% (49)	2.3% (19)	55.9% (461)
Zoning permit and approval	9.3% (76)	21.0% (172)	5.9% (48)	3.3% (27)	60.6% (497)
Code enforcement/property maintenance	12.2% (100)	29.4% (242)	11.9% (98)	2.9% (24)	43.6% (359)
Sidewalk maintenance	16.4% (135)	55.7% (459)	13.7% (113)	2.9% (24)	11.3% (93)
Road construction services	17.7% (146)	59.5% (492)	10.2% (84)	2.8% (23)	9.9% (82)
Annual street rehabilitation and repair program	20.5% (169)	54.5% (450)	11.9% (98)	3.6% (30)	9.6% (79)

## Ratings for Public Works Services (Figures 8.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Street maintenance (pot holes)	18.5% (153)	64.5% (534)	13.0% (108)	1.9% (16)	2.1% (17)
Snow removal	58.4% (485)	38.3% (318)	1.8% (15)	0.4% (3)	1.1% (9)
Street cleaning	43.1% (357)	48.9% (405)	3.4% (28)	0.4% (3)	4.2% (35)
Sewer maintenance	24.9% (206)	42.7% (353)	3.0% (25)	0.6% (5)	28.7% (237)
Leaf collection	51.6% (426)	36.5% (301)	2.8% (23)	0.2% (2)	8.8% (73)
Refuse collection	61.6% (511)	31.2% (259)	2.2% (18)	0.5% (4)	4.6% (38)
Recycling collection	59.4% (491)	31.3% (259)	2.2% (18)	1.3% (11)	5.8% (48)
Yard waste collection	60.7% (503)	30.3% (251)	1.3% (11)	0.0% (0)	7.7% (64)
Stormwater management	21.1% (174)	37.6% (310)	5.1% (42)	1.3% (11)	34.9% (288)

## Ratings for Utility Services (Figures 9.1)

	Excellent	Good	Poor	Very Poor	DK/NA
Water	47.6% (396)	46.4% (386)	2.9% (24)	0.8% (7)	2.3% (19)
Electric	55.4% (457)	41.2% (340)	1.8% (15)	0.6% (5)	1.0% (8)
Sewer	41.8% (344)	49.0% (403)	1.7% (14)	1.6% (13)	6.0% (49)
Street lighting	42.5% (352)	49.4% (409)	5.2% (43)	0.5% (4)	2.4% (20)
Utility billing	46.9% (389)	47.3% (393)	3.7% (31)	0.6% (5)	1.4% (12)

## Perceived Importance of Each Issue in Light of an Aging Population (Figure 11.1)

	5 (Very important)	4	3	2	1 (Not at all important)	Don't know
Public Transportation	23.6% (191)	22.2% (179)	24.5% (198)	12.3% (99)	10.8% (87)	6.7% (54)
Access to multiple types of transportation (public transportation, road network, pathway system, sidewalks)	40.1% (328)	29.5% (241)	18.9% (155)	4.8% (39)	3.5% (29)	3.2% (26)
Convenient access to healthcare	56.7% (465)	29.4% (241)	10.7% (88)	1.7% (14)	0.4% (3)	1.1% (9)
Convenient access to shopping and business services	47.4% (388)	37.5% (307)	12.6% (103)	1.1% (9)	0.4% (3)	1.0% (8)
Emergency Services	74.1% (607)	19.4% (159)	5.4% (44)	0.2% (2)	0.1% (1)	0.7% (6)
Recreational Opportunities	38.6% (316)	38.0% (311)	16.6% (136)	2.7% (22)	2.0% (16)	2.1% (17)
Continuing Education	16.6% (135)	30.1% (245)	31.4% (256)	9.9% (81)	6.3% (51)	5.8% (47)
Economic Development (Job Creation and Retention)	34.2% (279)	30.3% (247)	18.0% (147)	5.5% (45)	6.0% (49)	5.9% (48)
Diverse Housing Opportunities	21.8% (178)	29.5% (241)	23.4% (191)	10.4% (85)	9.3% (76)	5.5% (45)



**While the nation recovers from the economic downturn, how important are the following issues for the City in terms of financial stewardship? (Figure 11.2)**

	5 (Very important)	4	3	2	1 (Not at all important)	Don't know
Maintain Aaa bond ratings from Moody's, Standard & Poor's and Fitch ratings (all major rating agencies)	49.6% (401)	24.9% (201)	9.2% (74)	1.5% (12)	0.9% (7)	14.0% (113)
Maintain excellent audits	62.3% (503)	23.5% (190)	7.7% (62)	1.9% (15)	0.4% (3)	4.3% (35)
Maintain healthy financial reserves	60.3% (490)	29.5% (240)	6.0% (49)	0.9% (7)	0.4% (3)	3.0% (24)
Strong economic development programs to build tax base	57.1% (464)	28.7% (233)	8.0% (65)	1.0% (8)	1.0% (8)	4.2% (34)
Recruit and retain qualified staff	53.1% (431)	31.7% (257)	10.5% (85)	1.8% (15)	1.0% (8)	2.0% (16)
Maintain municipal utility services (Electric, Water, etc.)	68.8% (560)	22.7% (185)	4.8% (39)	0.6% (5)	0.4% (3)	2.7% (22)

**How important is each of the following electronic services or resources to you? (Figure 11.3)**

	5 (Very important)	4	3	2	1 (Not at all important)	Don't know
City website	34.9% (284)	31.7% (258)	20.3% (165)	7.5% (61)	3.0% (24)	2.6% (21)
City of Westerville mobile app	12.3% (100)	19.6% (159)	22.6% (184)	12.8% (104)	18.5% (150)	14.3% (116)
Online bill payment for utility services	27.5% (224)	19.0% (155)	21.0% (171)	13.3% (108)	16.2% (132)	2.9% (24)
E-mail communication from the City	28.7% (233)	31.1% (252)	23.1% (187)	7.4% (60)	7.0% (57)	2.7% (22)
Wifi services in Uptown and City Parks	33.0% (268)	23.7% (193)	16.2% (132)	8.7% (71)	14.4% (117)	3.9% (32)

**Appendix B: Westerville Zones**

