



City of Bay Village 2015 SURVEY RESULTS



City of Bay Village

350 Dover Center Road
Bay Village, OH 44140

440.871.2200

www.CityofBayVillage.com

Date of Publication: February 9, 2016



County Planning

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The Cuyahoga County Planning Commission's mission is to inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.

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City of Bay Village 2015 SURVEY RESULTS

EXECUTIVE SUMMARY

The City of Bay Village's 2015 Survey was conducted to understand the community's attitudes on a variety of important issues and topics. The survey results are intended to be used to inform and guide City policies and planning documents.

In coordination with City officials, County Planning designed, distributed, collected, and analyzed the survey.

WHAT'S IN THE EXECUTIVE SUMMARY?

This Executive Summary provides a snapshot of the most important and compelling survey results. The summary

is organized by topic area and mirrors the organization of the Results Report as a whole.

It includes an overview and analysis of the most important information from the survey, as well as associated graphics.

HOW DO I USE IT?

The Executive Summary is a snapshot of the results and can give an overview of residents' most pressing issues. Use this summary as an overview and refer to the detailed findings section of the Results Report for additional analysis and context.



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EXECUTIVE SUMMARY

The Bay Village Survey was completed by 576 households representing 48.0% of those surveyed. The results displayed below are the highlights from each topic area covered.

CITY QUALITIES

Respondents were first asked to select the reasons they reside in Bay Village. The top reasons respondents choose to live in the City were its proximity to Lake Erie, safety, and the quality of the school system. More than half of all respondents selected these options.

When asked why one might consider moving out of the City, almost 50% of respondents said they would move for lower taxes. The next most common responses were that respondents would not consider moving, would move for a different climate, and would move for a smaller house.

LAND USE

The next survey topic covered land use issues. Given a list of statements, respondents were asked if they agreed or disagreed with each. Results showed that more than half would like to see environmentally friendly development, would like the design of new homes

to match those of existing homes, and would like to maintain and attract retail and service stores.

In the middle, three land use statements had a greater percentage of respondents agreeing than disagreeing with a statement; however a larger percentage of respondents neither agreed nor disagreed. These issues included focusing on mixed-use development, allowing more townhouses or condos to be constructed, that major streets should have decorative elements, and that the City economic development.

A majority of respondents disagreed with two land use statements: that the City should allow more multi-family residential development and the City should grow its population.

COMMUNITY EVENTS

Bay Village's community events were very popular with respondents. Out of the 11 community events listed in the survey, 71% of respondents marked them as good or excellent.

When respondents were asked whether they would like to see additional events, a little over 40% said yes, 45% said they were not sure and just over 10% said no. When cross-referenced with age,

CITY QUALITIES

Top 3 Reasons for Residing in Bay Village:

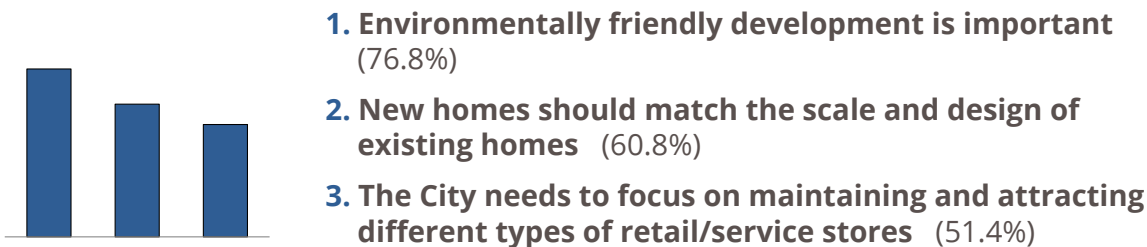
1. I am close to Lake Erie (56.0%)
2. I feel safe in the City/my neighborhood (55.3%)
3. The quality of the school system (50.3%)

Top 3 Considerations for Moving from Bay Village:

1. For lower taxes (49.9%)
- * I would not consider moving out of the City of Bay Village (27.2%)
2. For a different climate (20.8%)
3. For a smaller house (15.1%)

LAND USE

A majority of respondents agreed with following land use statements:



COMMUNITY EVENTS



results show that younger respondents want to see additional events, with over 50% of those under 55 years old wanting additional events. The desire for more events drops to 40% or less among those age 55 and older.

PARKS AND RECREATION

Respondents were asked to rate the quality of the City's parks and recreation facilities. Huntington Reservation was rated highest, with over 90% of respondents giving it an excellent or good rating. A majority rated all other parks and facilities positively with the exception of the Community House and Community Gym/Fitness Room.

Respondents were also asked about the ease of access to Lake Erie. Over 80% of respondents said they had good or excellent access, while approximately 6% said that their access was poor or very poor. This indicates very high quality access to the lakefront.

Respondents were finally asked to rate the overall quality of parks and recreation facilities in Bay Village. Respondents rated current facilities very highly, with 85% of respondents rating them as good or excellent, indicating that parks and recreation facilities are an important asset.

TRANSPORTATION

The first transportation question asked about the ease of getting around via different modes of transportation. Over 98% of respondents agreed that it is

easy to get around Bay Village by car, followed by 89% of respondents saying it is easy to get around on foot, and over 86% saying it is easy to get around by bike. Conversely, respondents noted that Senior Transportation and public transit were lacking, with only 37.1% and 21.2% of respondents saying it was easy to get around by those two methods, respectively.

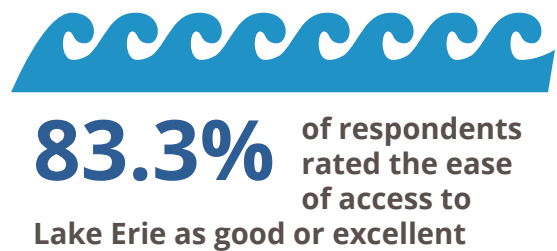
When asked to rate the priority for improvements to these same transportation methods, the highest priority for improvements was to the bicycle network, with over half of respondents saying improving bikeways was a high priority. This was followed by improvements to the walking environment, senior transportation, and public transit. Improvements to getting around by car was the lowest priority.

CITY SERVICES

Respondents were asked a series of questions on the City's current services. The first question asked respondents to rate the quality of 17 services while the second question asked respondents to rate the importance of these same services. A majority of respondents rated all but four services as being high quality and all but one service as being high in importance.

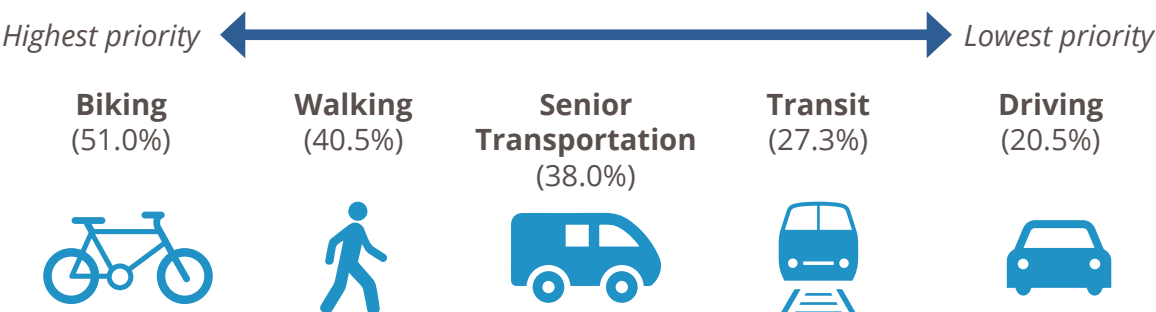
The results of these two questions were cross-referenced to understand how well the City was delivering on services for respondents in relation to how important those services were. This matrix of importance and quality can help the City to prioritize actions.

PARKS AND RECREATION



TRANSPORTATION

Respondents prioritized transportation improvements as follows:

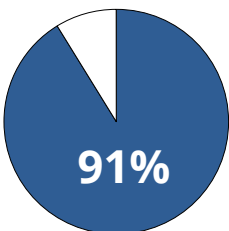


CITY SERVICES



Road maintenance and repair, and water back-up and sewer inspections are key services respondents would like to see improved

More than



of respondents rated the overall quality of City services as good or excellent

Two services were rated as being above average in importance while the current quality of these services was rated as below average. These services—street maintenance/repair and water back-up/sewer inspection—should be priorities for improvement.

Respondents were also asked to rate the overall quality of services in Bay Village. Approximately 88% of respondents rated the overall quality of services either good or excellent. Less than 1% of respondents rated the quality as either poor or very poor, indicating that respondents are generally pleased with the quality of the City's services.

HOUSING

This section asked respondents about various issues regarding housing in Bay Village. The first question asked about the priority for different types of housing. Nearly 88% of respondents highly prioritize the maintenance of existing housing. This was followed by a desire for more options for seniors, more single-family detached homes, and more walkable options. Respondents were split on the priority for more townhouses/condos, more options for young respondents, and more infill development; and a majority of respondents said more apartments/mixed-use development were a low priority.

Respondents were also asked about basement flooding to determine the extent of the issue. A little over 46% of respondents said that their basement had flooded, about 41% said that their basement had not flooded, and just

over 12% stated that they did not have a basement. Of those respondents whose basement has flooded, 18.7% said their basement has flooded more than once a year.

IMPORTANT ISSUES

The survey also asked Bay Village respondents about the importance of a series of issues as well as the City's current effectiveness in addressing those same issues. The results of these two questions were again cross-referenced to better understand how importance and current effectiveness were related.

Respondents rated seven issues as being above average in importance and above average in current effectiveness. They also rated six issues as being below average in current effectiveness but also below average in importance. Finally, three issues were important to respondents but were shown to be below average in current effectiveness. These issues—improving sidewalks, enforcing home maintenance ordinances, and improving the sewer system—are areas where the City should consider focusing attention.

QUALITY OF LIFE

The last question asked respondents about the overall quality of life in the City of Bay Village. Results show that over 96% of respondents say that their quality of life is either good or excellent.

HOUSING

The following are the top four highest priority housing policies for residents:



Maintain existing housing
(87.9%)



More options for seniors
(48.0%)



More single-family detached
(45.9%)



More walkable options
(33.5%)

IMPORTANT ISSUES

The following issues are above average in importance to respondents, however the City's current effectiveness is below average:



Improving sidewalks

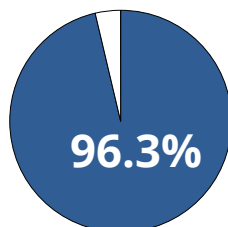


Enforcing home maintenance ordinances



Improving the sewer systems

QUALITY OF LIFE



of respondents rated the overall quality of life in Bay Village as good or excellent



SECTION 1



INTRODUCTION

The 2015 Bay Village Survey was an opportunity for public officials to gather the thoughts and opinions of residents. The outcomes of the survey can assist in planning projects and policy formation.

WHAT'S IN THIS SECTION?

The Introduction Section includes an overview of the findings, a description of the topics surveyed, the methodology used for the survey, and a description of the data tabulation and analysis process.

HOW DO I USE IT?

The Introduction describes what is in the document and how to read and interpret the data. This information should be used to give context to the detailed results provided in later sections of the Results Report.

USING THE FINDINGS

The survey responses should be used to inform Bay Village public policy, regulations, actions, and planning documents. To accurately understand the results, it is important to note the topics that are covered, how they are arranged, and the statistical validity of the findings.

NUMBER OF RESPONSES

The number of responses to each survey question varied, as not all respondents completed the entire form. For some questions, respondents were asked to provide their knowledge of a particular service or facility. Respondents who were not familiar with the item in question had the option to check “No Opinion” or “Not Applicable,” yet in many cases respondents left the question blank. In all cases, charts only depict responses that provided opinions.

TOPIC AREAS

As in the survey form, the Survey Results document is organized by topic area. A brief description of the topics as well as the page number for that topic in this document is provided on the next page.

The document includes a detailed summary of each topic as well as a description of the individual questions. Some questions have also been cross-tabulated with demographic data to provide a fuller picture of community attitudes. Data is presented in graphic form with additional tabular representations included in Appendix A.

The question numbers are provided for reference throughout the document.

Source: Clevelandand.com



SURVEY TOPICS

The topics covered in the Bay Village Survey are as follows:

- **City Qualities:** Overall likes and dislikes about living in Bay Village, beginning on page 22.
- **Land Use:** Review of development possibilities such as new housing or retail, beginning on page 28.
- **Community Events:** Ratings of public events such as Bay Days and Cahoon in June, as well as desire for additional events, beginning on page 32.
- **Parks and Recreation:** Ratings and ideas for parks, public spaces, and access to Lake Erie, beginning on page 36.
- **Transportation:** Evaluation of the ease and safety of getting around the City by different transportation methods, beginning on page 40.
- **Services:** Evaluation of City services such as police, fire, and trash removal, beginning on page 44.
- **Housing:** Priorities for types of new housing developments as well as evaluation of basement flooding issues, beginning on page 52.
- **Important Issues:** Ratings of issues such as senior services or environmentally friendly development, beginning on page 58.
- **Overview:** Review questions about quality of life and future community priorities, beginning on page 64.

METHODOLOGY

County Planning worked with the City of Bay Village to conduct the 2015 Bay Village Survey. The goal for the survey was to produce statistically valid responses that could be used to inform City actions, policies, and future planning activities.

SURVEY TIMELINE

The 2015 Bay Village Survey began with the collaboration of Bay Village and County Planning to review possible questions, refine them, and add additional questions. The questions were refined and pre-tested on volunteers to ensure questions and response options were clear. Upon revisions, County Planning reviewed and received approval of the final survey forms that were then mailed to Bay Village residents.

A master list of all residential addresses in Bay Village was compiled by County Planning, and a random sample of 1,200 addresses were selected to receive the survey. Addresses were cross-checked with known vacant

houses to ensure surveys were sent to occupied homes.

On October 30, 2015, County Planning mailed the 12-page survey to 1,200 households. Each packet included an introductory letter from Bay Village Mayor Debbie Sutherland as well as a postage-paid return envelope.

A reminder postcard was sent November 17, 2015 to encourage residents to complete the survey by the November 30, 2015 deadline.

SURVEY DESIGN

The Bay Village Survey was comprised of 28 questions arranged by topic with a comment section on the last page of the survey.

A short summary of the write-in responses is included in the report, while a complete compilation is available in Appendix B.

RESPONSE RATE

The survey's goal was to obtain statistically valid responses that represented the opinions of the entire City. In order to do so, County Planning compared response rates for similar cities and determined the number of surveys needed for statistical validity. The final surveys were mailed to 1,200 residential households that included both owner-occupied and renter-occupied homes.

Of the 1,200 surveys mailed, 576 were returned and included in the analysis for a response rate of 48.0%. Considering the 2014 Census data from the American Community Survey counts 6,043 households in Bay Village, this equates to a 95% confidence level and a +/- 3.88 statistical error rate.

When reading and interpreting the results of the survey, the statistical error rate should be taken into account. Additionally, because not every respondent answered every question, error rates for individual questions may vary. Similarly, error rates for cross-tabulations can be significantly higher due

to the smaller number of responses within each cross-tabulated group.

DATA TABULATION

The returned surveys were scanned and read by a survey review software program. The results of this scanning program highlighted potential scanning errors, which were manually reviewed by County Planning staff and updated to ensure they accurately reflect the intention of the respondent. Random spot checks were completed to ensure the software program appropriately counted marked answers.

All data in its raw form is available in Appendix A.

Table 1
Response Rate and Statistical Error Rate

2015 Survey	
Universe	6,043 Households
Mailed Surveys	1,200 Surveys
Returned Surveys	576 Surveys
Response Rate	48.0%
Confidence Level	95%
Margin of Error	+/- 3.88





SECTION 2

DETAILED FINDINGS

The results of the survey can be used to determine overall opinions on important issues and topics within the City.

WHAT'S IN THIS SECTION?

Answers to individual questions are arranged by topic and are described, displayed graphically, and analyzed in this section.

In addition to analyzing each question individually, questions were also cross-referenced with certain demographic questions to gain a better understanding of how characteristics such as age changed the results.

HOW DO I USE IT?

Questions in this section are arranged as they were within the survey sent to households. Each question is numbered and includes a description of the question, a chart or graph of the results, and some analysis of respondent answers.

The analysis should be understood within the context of the demographic profile of respondents and how it relates to the City as a whole. This information is available in the Demographics Section on page 69.

CITY QUALITIES

Bay Village is a bedroom community consisting almost entirely of single-family homes and tree-lined streets. The City enjoys access to Lake Erie, a convenient town center, and 138 acres of parkland and related amenities such as the Lake Erie Nature & Science Center.

The first questions of the survey asked residents to select their top reasons for residing in the community and the reasons why they might consider moving. The questions provided a list of possible answers such as easy access to the lake, proximity to family or work and the quality of facilities and parks.

By understanding those qualities that residents enjoy most, public officials can work to enhance them. Similarly, by understanding those qualities enjoyed least, officials can seek to reduce their impact where possible.

REASONS FOR RESIDING IN BAY VILLAGE

Question 1 asked respondents why they choose to live in Bay Village. The

survey provided a list of 15 possible responses and instructed respondents to limit the number of responses to four. Out of the 576 surveys returned, 571 people checked at least one response. Respondents selected a total of 2,165 reasons or approximately four reasons per respondent.

As shown in Figure 1, the most common reason for living in Bay Village was “I am close to Lake Erie,” which was closely followed by “I feel safe in the City/my neighborhood” and “The quality of the school system.” All three of these options were selected by more than half of all respondents.

With fewer than 10% of respondents, “I am close to my work,” “My housing costs fit my budget,” and “I am close to shopping” were the least common selections.

Generally, proximity options had lower responses in the question, with proximity to shopping, work, parks, highways, and Downtown Cleveland scoring among the lowest options. The exception to this was “I am close to Lake

Erie,” with the highest selection. This indicates that access to the beaches and parks along Lake Erie are a driving force for people selecting to reside in the City.

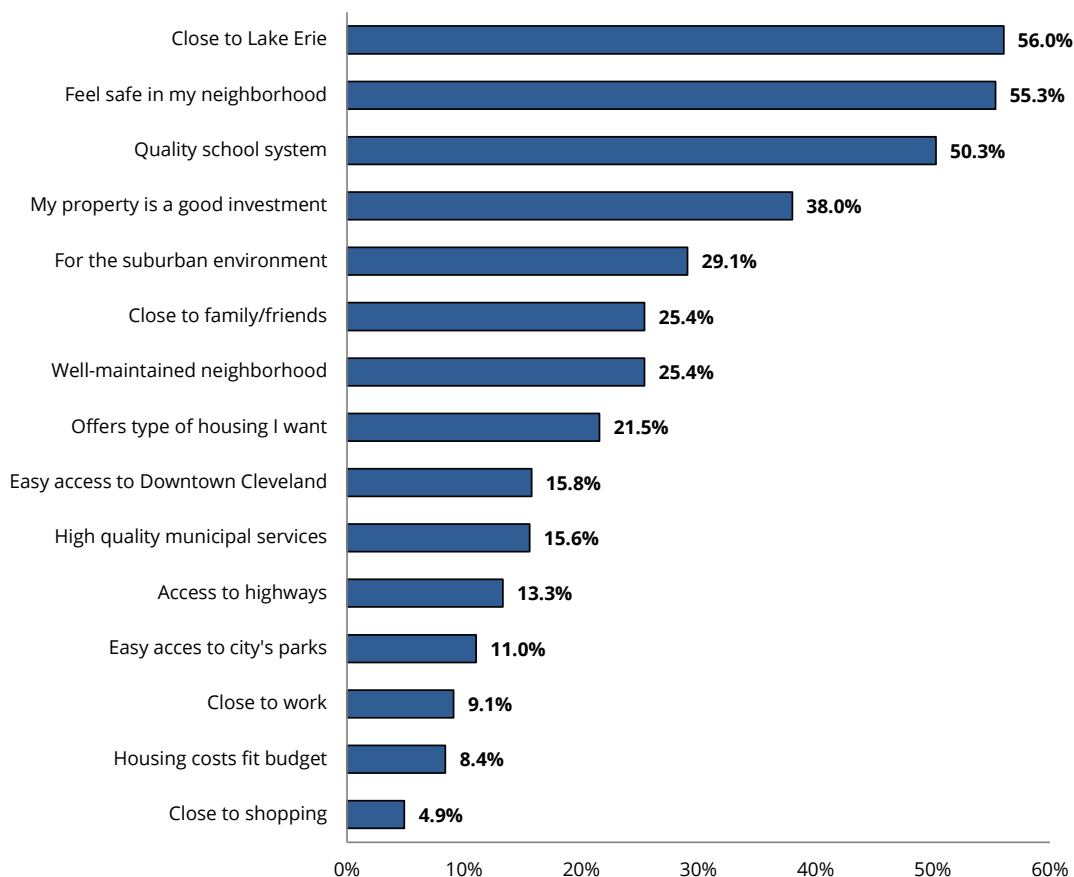
CONSIDERATIONS FOR MOVING FROM BAY VILLAGE

Question 2 asked respondents why they might consider moving out of Bay

Village as a way to determine potential negative opinions without directly asking. The survey provided a list of 21 reasons residents might consider moving from the City as well as the option “I would not consider moving out of Bay Village.”

Out of the 576 surveys returned, 563 respondents answered Question 2, with 27.2% selecting “I would not consider moving out of the City of Bay Village.”

Figure 1
Reasons for Residing in Bay Village



While instructions in the survey asked respondents to not select any additional reasons if they selected that they would not consider moving out of the City, some respondents did select both options. All responses were included in the results.

In total, the 563 question respondents selected 1,267 answers to this question. Of the 1,267 answers, 153 were "I would not consider moving out of the City of Bay Village," leaving 1,114 reasons people might choose to move out of the City. This is compared to 2,165 reasons respondents selected for why they choose to live in the City in Question 1. This indicates a significantly higher number of reasons residents choose to live in Bay Village as compared to reasons for moving.

The results of Question 2, illustrated in Figure 2, are displayed at the same scale as that used for Figure 1 to showcase the smaller number and greater variety of responses.

The most commonly selected option was "For lower taxes," which was selected by 49.9% or nearly half of all respondents. This particular selection was the only one to outnumber respondents who would not consider moving out of Bay Village, indicating that taxes are a particular concern of respondents.

Only seven responses were selected by more than 10% of respondents. Following lower taxes, "For a different climate" was the most common reason for considering to move. Importantly,

this trait is beyond the ability of the community to control.

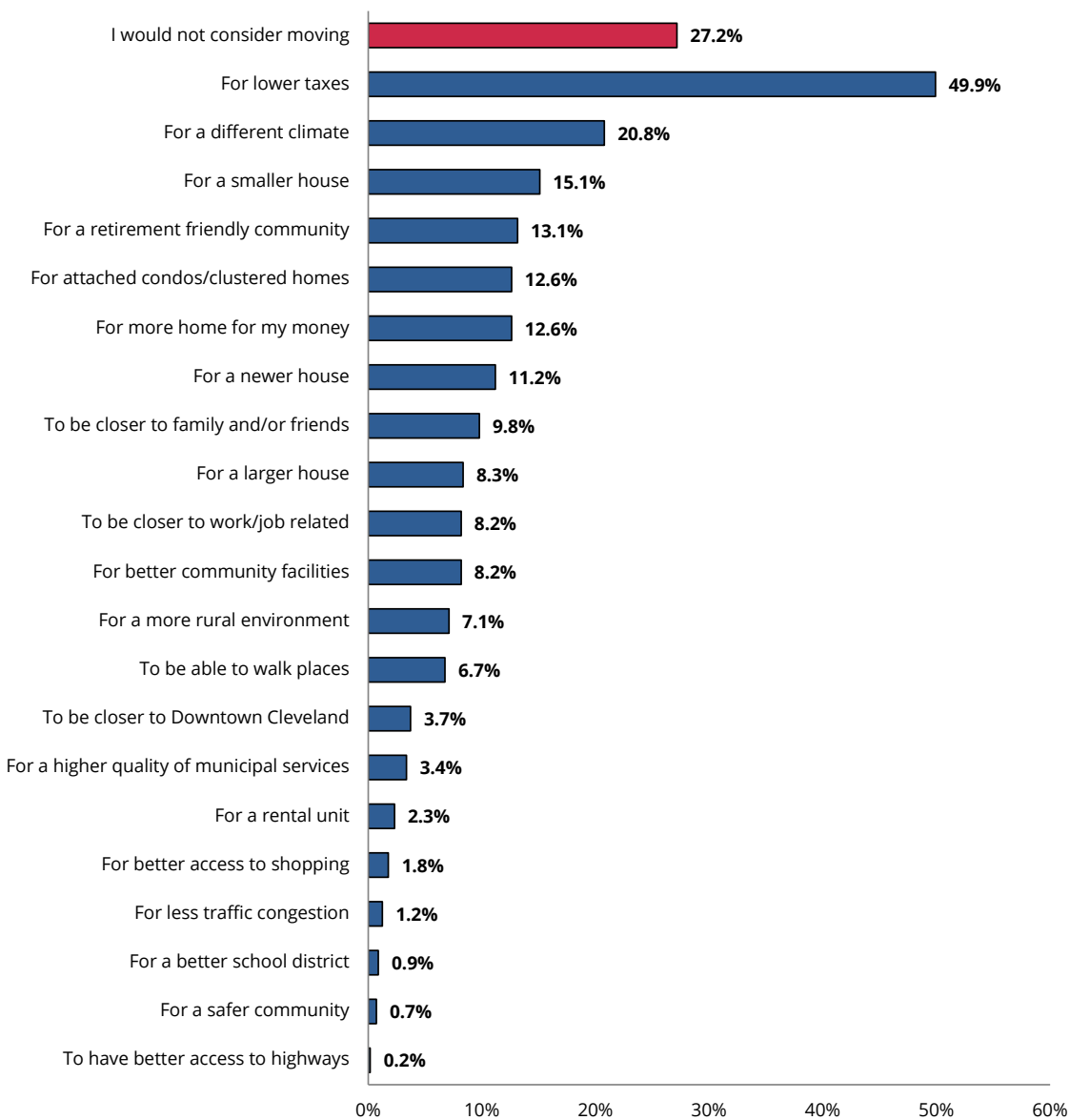
Among the remaining reasons, four related specifically to preferences for different housing options: for a smaller house, for attached condos/clustered homes, for more home for my money, and for a newer house. This indicates a desire among respondents for a variety of other housing types to keep them within the community.

The final reason among the top seven was "For a retirement friendly community." A retirement friendly community can indicate a desire for a number of changes such as senior-specific housing, events for seniors, or specialty services to provide a high-quality of life for older residents.

The options that were selected by the fewest respondents included two selections related to vehicles: for less traffic congestion and to have better access to highways. This indicates that improvements to road network are unnecessary either due to a strong existing network or because easy travel by car is not a prime reason for opting to live in the City.

Similarly, few respondents selected "For a better school district" and "For a safer community," indicating respondents see the community as having a strong school system and safe community.

Figure 2
Considerations for Moving from Bay Village



CONSIDERATIONS FOR MOVING FROM BAY VILLAGE BY AGE

When cross referencing the considerations for moving by age group, similarities and variations became apparent. Among those age 18 to 44, 45 to 64, and 65 and over; the most common consideration for moving was "For lower taxes."

Among those age 18 to 44 years old, more than a quarter would consider moving for a larger house or for more home for one's money, indicating a desire among younger respondents for more space in their homes. This was followed by a desire for closer proximity to work and a different climate.

Among 45 to 64 year olds and those age 65 and over, respondents would consider moving "For a smaller house," "For attached condos/clustered homes," and "For a retirement friendly community." This indicates that older members of the community have a desire for smaller living accommodations and in different settings. This information is displayed in Figure 3.

Figure 3

Top Five Considerations for Moving from Bay Village by Age

18 to 44 Year Olds

1. For lower taxes (48.4%)
2. For a larger house (27.8%)
3. For more home for my money (27.8%)
4. To be closer to work/job related (18.3%)
5. For a different climate (18.3%)

45 to 64 Year Olds

1. For lower taxes (54.3%)
2. For a different climate (26.7%)
3. For a smaller house (14.3%)
4. For attached condos/clustered homes (13.6%)
5. For retirement friendly community (13.6%)

65+ Years Old

1. For lower taxes (40.4%)
2. For a smaller house (24.0%)
3. For retirement friendly community (19.1%)
4. For attached condos/clustered homes (16.9%)
5. To be closer to family/friends (12.6%)

Major Themes

- Proximity to Lake Erie, safety, and schools are the top reasons people choose to live in Bay Village
- Regardless of age, the prime reason residents would consider moving is for a community with lower taxes
- Young people are more likely to move for a larger house, while seniors are more likely to move for a smaller house.

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LAND USE

Land use describes the way developers or land owners use their property—for instance, using property for a retail store is a commercial land use while constructing a new home is a residential land use.

Zoning codes can be updated to address changing land use needs or new preferences for development.

The Land Use Section of the survey asked residents their opinions on a variety of possible land use scenarios to gauge community feeling on each.

OPINIONS ON LAND USE STATEMENTS

Question 3 asked respondents to agree or disagree with a variety of statements regarding possible future land uses, as illustrated in Figure 4. Three statements attracted agreement from more than half of respondents.

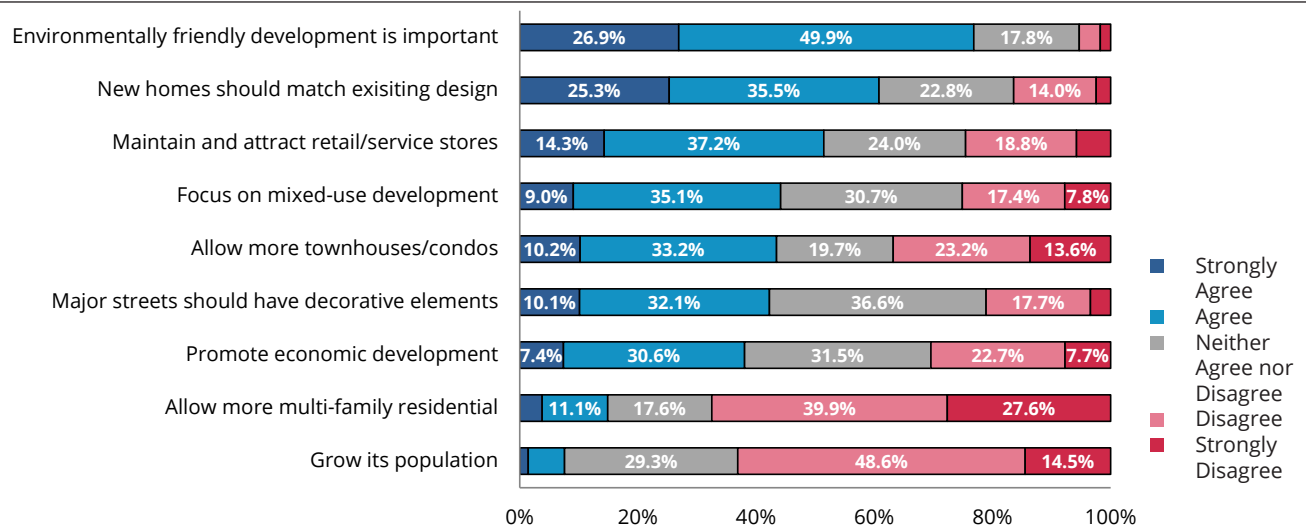
The land use statement that respondents agreed with the most was “Environmentally friendly development

is important,” with 76.8% of question respondents saying they “Strongly Agree” or “Agree” with the statement. This was 16 percentage points higher than the next most popular response and indicates a strong and consistent community desire to focus on environmentally friendly development.

Following environmentally friendly development, 60.8% of respondents said they “Strongly Agree” or “Agree” that “New homes should match the scale and design of existing homes.” This indicates that respondents would like to maintain the look and feel of current neighborhoods, even as new construction or reconstruction takes place on vacant lots.

Finally, only “The City needs to focus on maintaining and attracting different types of retail/service stores” attracted agreement from more than half of respondents.

Figure 4
Opinions on Land Use Statements



In addition, more respondents agreed than disagreed with four land use statements:

- 44.1% of respondents agreed “The City should focus on mixed-use development (retail, office, residential) within walking distance to amenities”
- 43.4% of respondents agreed “The City should allow more townhouses/condos in appropriate locations”
- 42.2% of respondents agreed that “Major streets should have decorative elements (e.g., gateway signs, lamp posts)”
- 38.0% of respondents agreed that “The City should promote economic development to attract office employment”

Mixed-use development, townhouses/condos, decorative elements, and office employment are therefore potential land uses that should be considered in appropriate locations and with protections for nearby land uses.

Finally, “The City should allow more multi-family residential development in appropriate locations” and “The City needs to grow its population” were the least popular statements with only 14.9% and 7.6% of respondents agreeing with these statements, respectively. In both cases, a majority of respondents said they “Disagree” or “Strongly Disagree” with the land use statement.

OPINIONS ON LAND USE STATEMENTS BY AGE

Opinions on land use statements were cross-referenced with the age of respondent. Those respondents

answering “Strongly Agree” or “Agree” to a land use statement were grouped and charted by age in Figure 5.

When comparing land use statements by age group, six statements had a difference between age groups of more than 10%. Of those, three statements had one age group in which a majority of respondents agreed with the statement and at least one other age group in which a majority of respondents did not agree. Those three statements are described in further detail below.

New Homes Should Match Existing Design

The statement that new homes should match existing designs was very popular with those age 65 and older, with 69.3% of respondents agreeing with the statement. The desire for new homes to match existing designs decreased with younger respondents. Less than half (46.7%) of those age 18 to 44 agreed with this statement. This indicates that older respondents have a greater affinity to maintaining the existing design and character when constructing new Bay Village homes.

Major Streets Should Have Decorative Elements

Decorative street elements decreased in popularity with age. A majority (55.3%) of respondents age 18 to 44 said streets should have decorative elements. That percentage dropped to just 27.1% among those 65 and older.

Allow More Townhouses/Condos

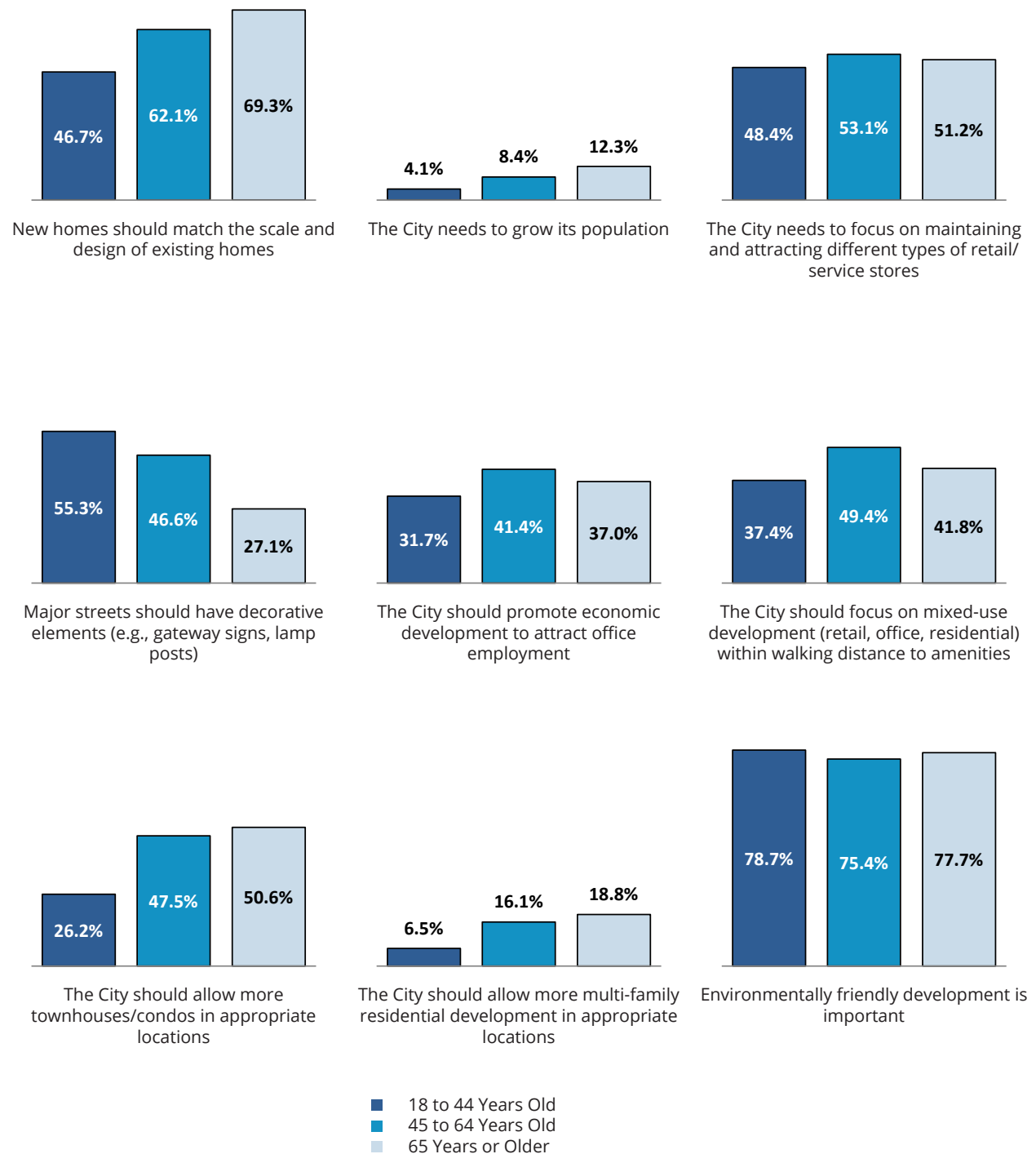
A majority (50.6%) of respondents 65 and older agreed that the City should allow more townhouses and condos in appropriate locations. Agreement decreased with younger generations, with a little over a quarter (26.2%) of those age 18 to 44 agreeing that the City should allow these types of homes.

Interest among older generations in living arrangements different from traditional single-family homes is consistent with reasons older generations would consider moving out of Bay Village. As shown in the responses to Question 1, older respondents are interested in smaller homes and cluster-style housing.

Major Themes

- More than half of respondents want the City to focus on environmentally friendly development, want new homes to match existing design, and want to maintain and attract retail and service stores
- More than half of respondents do not want more multi-family residential
- Growing the City's population is not important to respondents
- The City's seniors are interested in alternatives to single-family homes

Figure 5
Strongly Agree or Agree with Land Use Statements by Age of Respondent



COMMUNITY EVENTS

The City of Bay Village hosts a number of events aimed at fostering a sense of community among residents. These include Bay Days, BAYarts events, and Cahoon in June.

The Community Events Section of the survey asked residents to rate the quality of the City's events as well as whether residents would like to see additional community events. This information is important to understanding whether current programming is sufficient and whether existing events are popular. A "No Opinion" response about events can also assist in understanding how well-attended events are.

EVENT RATINGS

Question 4 asked respondents to rate the following 11 community events:

- Annual May in Bay 5k
- Bay Days, BAYarts Art Festival
- BAYarts Farm + Art Market
- Bay Library Programs

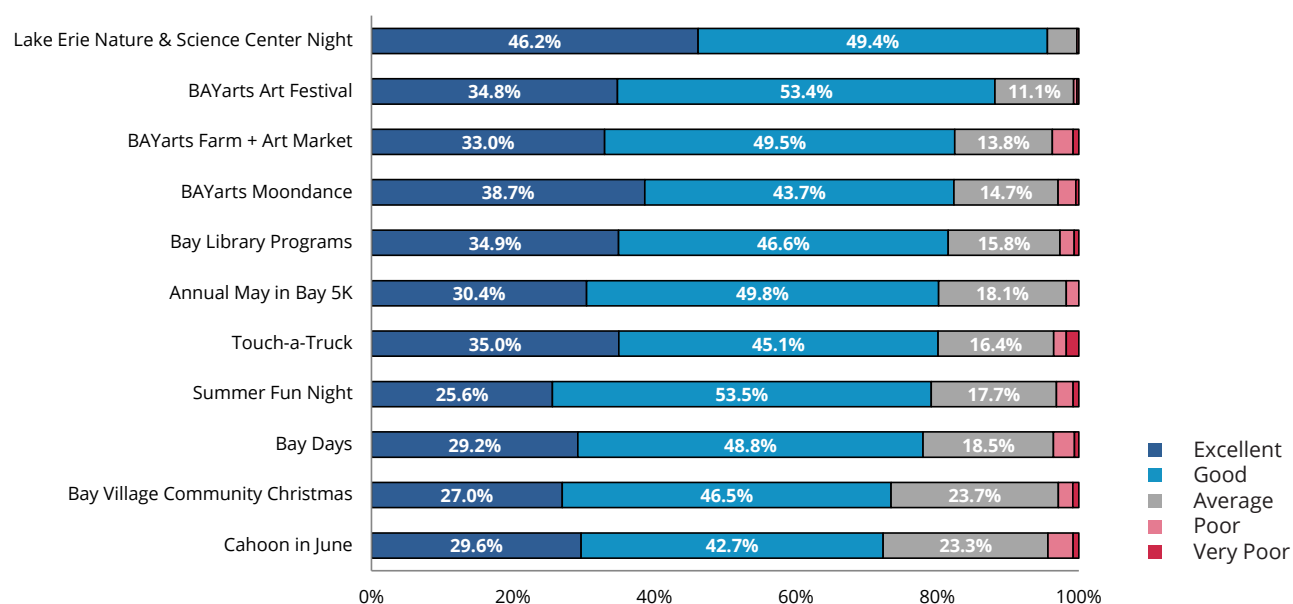
- Lake Erie Nature & Science Center Night
- Summer Fun Night
- Cahoon in June
- BAYarts Moondance
- Bay Village Community Christmas
- Touch-a-Truck

The results are displayed in Figure 6.

Respondents rated all community events positively, with more than 70% of respondents rating each event with an "Excellent" or "Good" rating. The Lake Erie Nature & Science Center Night had the highest rating, with 95.6% of respondents marking it as "Excellent" or "Good." Summer Fun Night, Bay Days, Bay Village Community Christmas, and Cahoon in June had the lowest rankings with each of these events gathering less than 80% "Excellent" or "Good" ratings.

While respondents who attended these events rated all of them very positively, a large percentage of respondents had "No Opinion" of events. This likely indicates that the respondents have

Figure 6
Quality of Community Events



not attended that event, and these numbers are displayed in Table 2.

Of question respondents, Touch-a-Truck had the highest percentage of “No Opinion” ratings, with 58.7%. This was closely followed by 58.4% at Annual May in Bay 5K, 56.5% with BAYarts Moondance, 55.9% at Bay Village Community Christmas, 53.4% at Summer Fun Night, and 53.3% at Cahoon in June. Collectively, more than half of respondents had no opinion on these six events. In general these were newer events or events catering to specific age or interest groups.

Conversely, the remaining five events had significantly lower “No Opinion” ratings, with Bay Days particularly low at 10.3%. This indicates a large attendance at that event.

Table 2
Percent of Respondents Having “No Opinion” about an Event

Event	% w/ “No Opinion”	
Touch-a-Truck	58.7%	
Annual May in Bay 5K	58.4%	
BAYarts Moondance	56.5%	
Bay Village Community Christmas	55.9%	
Summer Fun Night	53.4%	
Cahoon in June	53.3%	>50%
BAYarts Farm + Art Market	32.0%	<40%
Lake Erie Nature & Science Center Night	27.2%	
BAYarts Art Festival	25.5%	
Bay Library Programs	18.8%	
Bay Days	10.3%	

DESIRE FOR ADDITIONAL EVENTS

Question 5 asked respondents whether they desired additional community events. Of the 551 question respondents, 43.2% said they would like to see additional community events, 11.8% said they would not like to see additional events, and 45.0% said they were unsure. This information is illustrated in Figure 7.

When eliminating those respondents who selected “Not Sure,” the percentage of respondents desiring to see additional community events was 78.5% compared to 21.5% who did not desire to see additional events.

DESIRE FOR ADDITIONAL EVENTS BY AGE

When cross-referenced by age of respondent, the desire for additional community events was significantly higher among younger respondents. Those age 18 to 34 were significantly more likely to desire additional community events, with 64.1% of respondents in this age group selecting that response. The desire for additional events decreased with age. Only 16.7% of respondents age 75 or older desired

additional community events. This information is illustrated in Figure 8.

DESIRE FOR ADDITIONAL EVENTS BY PRESENCE OF AGE GROUPS

The desire for additional community events was also cross-referenced by the presence of certain age groups within the household: those with children age 0 to 17, those with young adults age 18 to 34, and those with seniors age 65 or over.

Among respondents in households with children or young adults, more than half responded that they would like to see additional community events. Among respondents in households with seniors, only 30.2% said they would like to see additional events. This information is illustrated in Figure 9.

The higher desire among younger respondents and among respondents in households with children and young adults indicates a need and desire to expand event offerings to the younger demographic of the community.

Major Themes

- Community events are rated very highly by respondents
- Younger respondents and households with younger respondents want more community events

Figure 7
Desire for Additional Community Events

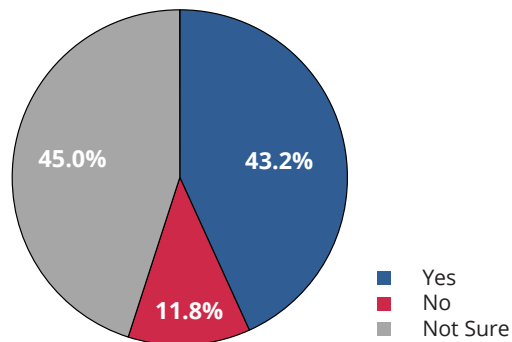


Figure 8
Desire for Additional Community Events by Age

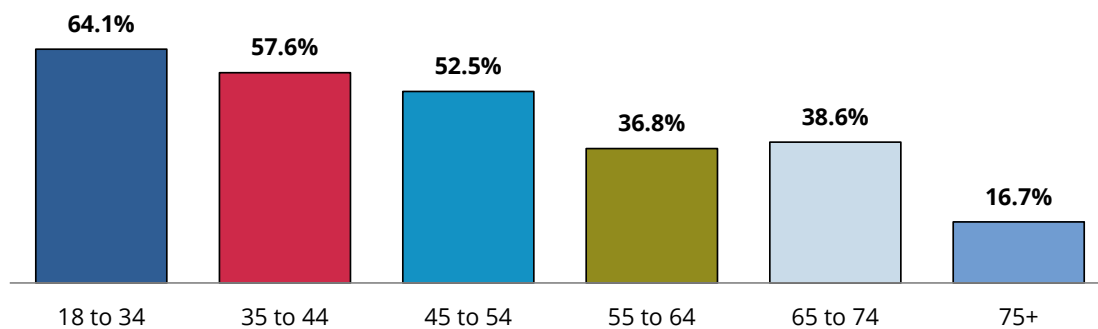
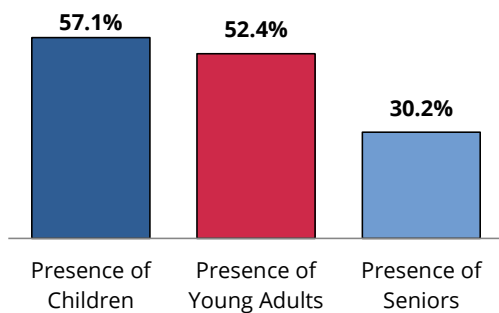


Figure 9
Desire for Additional Community Events by Presence of Age Groups



PARKS AND RECREATION

Parks and recreation centers are important components of a complete community. They provide space for active living, community interaction, and physical activity. The survey asked respondents about the quality of existing Bay Village facilities, the accessibility to Lake Erie, and opinions on a potential new park adjacent to City Hall.

FACILITY QUALITY AND USE

Question 6 asked respondents to rate the quality of the City's parks and recreation facilities. Respondents were also given the option to select "No Opinion." The results, shown in Figure 10, display responses excluding "No Opinion."

In general, respondents rated most facilities very highly. The Cleveland Metroparks' Huntington Reservation had the highest rating, with 92.4% of respondents rating it as "Excellent" or "Good." This was followed by the Bay Village Family Aquatic Center, Cahoon Memorial Park, and Bradley Park, which each had ratings above three-quarters of respondents.

Two facilities had ratings in which less than half of respondents marked "Excellent" or "Good." The Community House and the Community Gym/Fitness Room had ratings of 45.2% and 30.0%, respectively. This indicates the need for changes or improvements to these facilities. This is especially true in the case of the Community Gym/Fitness Room, which had negative responses from 41.1% of respondents.

While respondents rated most facilities positively, a number of locations garnered a high percentage of "No Opinion" responses, as displayed in Table 3.

The Dwyer Memorial Senior Center, Community Gym/Fitness Room, and Skate and Bike Park had the highest percentage of "No Opinion" responses, with each constituting more than 40% of question respondents. This likely indicates lower use of those facilities. Cahoon Memorial Park and Cleveland Metroparks' Huntington Reservation had the highest use as indicated by "No Opinion" responses below 10%.

Figure 10
Quality of Parks and Recreation Facilities

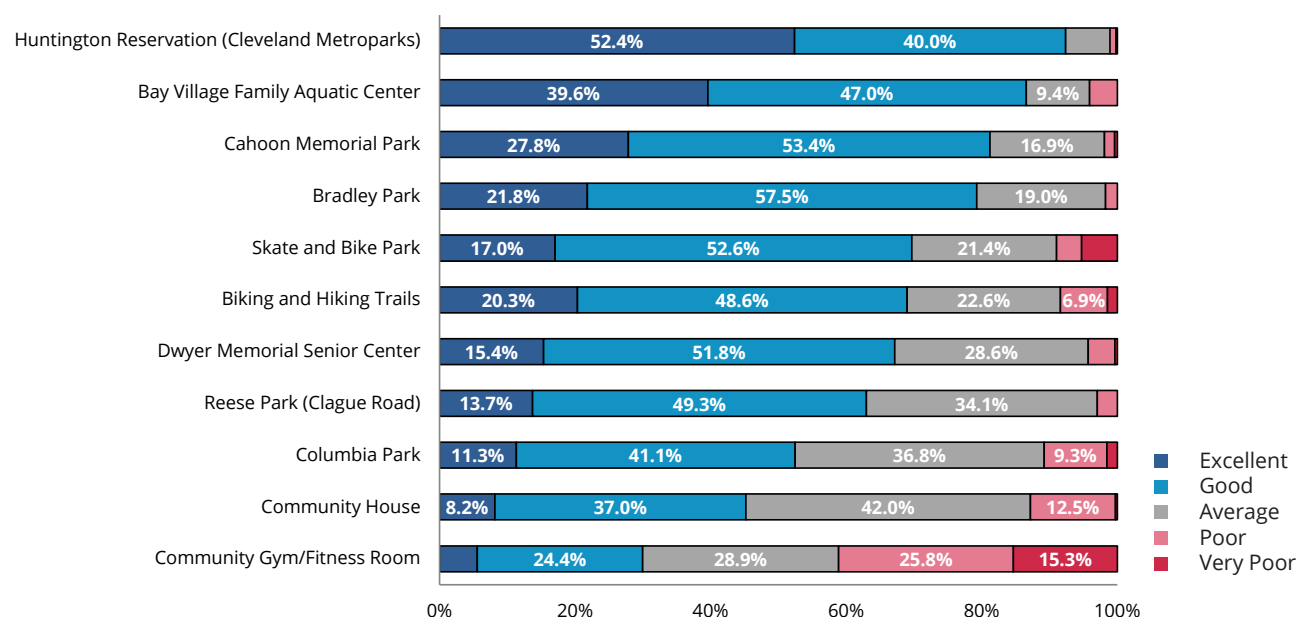


Table 3
Percent of Respondents Having “No Opinion” about a Park or Facility

Event	% w/ “No Opinion”
Dwyer Memorial Senior Center	49.4%
Community Gym/Fitness Room	47.8%
Skate and Bike Park	41.8%
Community House	38.2%
Columbia Park	30.0%
Reese Park (Clague Road)	27.0%
Bay Village Family Aquatic Center	25.7%
Bradley Park	17.9%
Biking and Hiking Trails	15.1%
Cahoon Memorial Park	7.5%
Huntington Reservation (Cleveland Metroparks)	2.8%

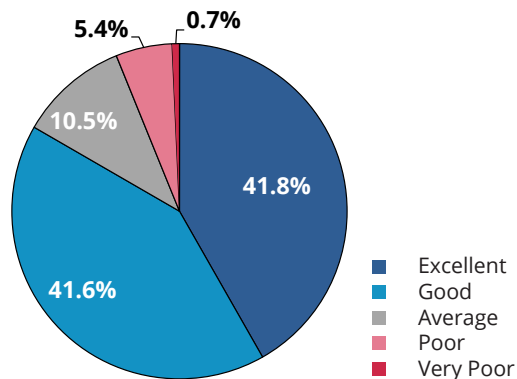
ACCESS TO LAKE ERIE

Question 7 asked respondents to rate the ease of public access to Lake Erie. Of the 570 question respondents, 41.8% rated public access as “Excellent” and 41.6% rated it as good. Only 6.1% rated access as “Poor” or “Very Poor.” This indicates quality access to Lake Erie, and the results are displayed in Figure 11.

CITY HALL GREEN SPACE

Question 8 asked respondents about the future development of a new green space next to City Hall. Of the 570 question respondents, most (45.8%) said they were “Not Sure” if they would like to see a new green space next to City Hall. The remaining 29.1% said

Figure 11
Ease of Public Access to Lake Erie



they would like to see a new green space and 25.1% said they would not like to see a new green space. This information is displayed in Figure 12.

When eliminating those respondents who selected "Not Sure," the percentage of respondents saying they would like to see a new green space was 53.7% compared to 46.3% saying they would not like to see it.

The results of this question indicate a community relatively split on the desire for a new green space next to City Hall; however, it also indicates that significant education of community members is needed before making any decisions due to the high number of "Not Sure" responses.

OVERALL QUALITY

Question 9 asked respondents to rate the overall condition of the City's parks and recreation facilities. Of the 568 question respondents, 27.3% rated the City's parks and recreation facilities as "Excellent" and 57.7% rated parks and recreation facilities as "Good," totaling 85.0% of ratings above average. Importantly, only 0.7% of respondents rated facilities as below average ("Poor" or "Very Poor"), indicating extremely positive views of the parks and recreation system overall. This information is illustrated in Figure 13.

The overall quality of the parks and recreation facilities was cross-referenced with age of respondent and with the presence of children, young adults, or seniors in a household. In all cases, respondents rated the overall quality of parks and recreation facilities extremely positively. This information is displayed in Figure 14 and Figure 15.

Major Themes

- The City's parks are rated very highly
- There is potential to improve the Community House and Fitness Room

Figure 12
Desire for Green Space at City Hall

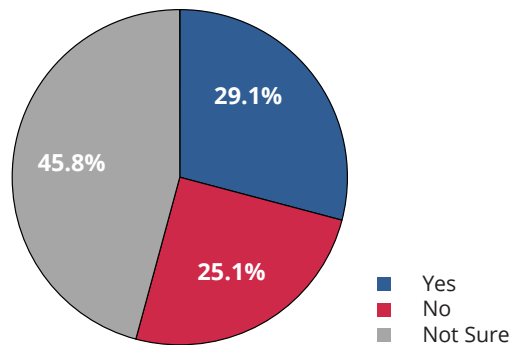


Figure 13
Overall Quality of Parks and Recreation Facilities

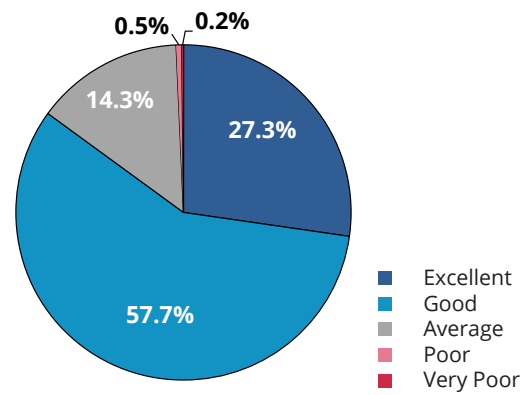


Figure 14
Overall Quality of Parks and Recreation Facilities by Age of Respondent

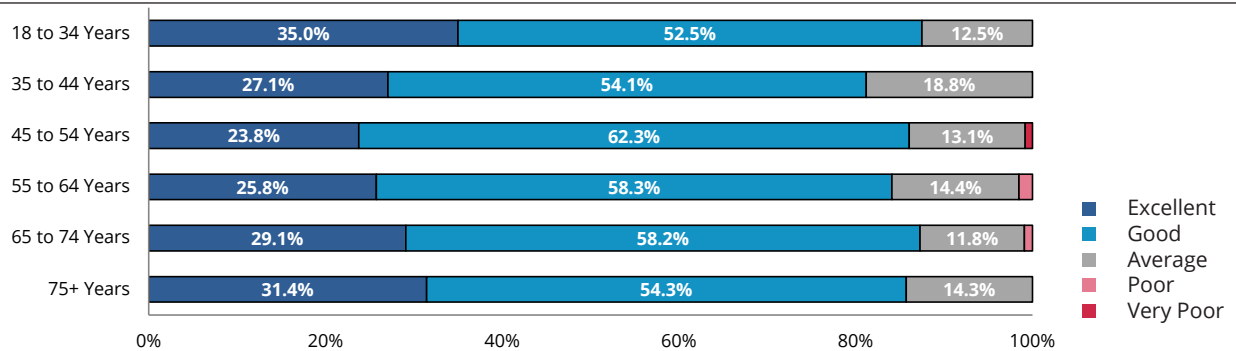
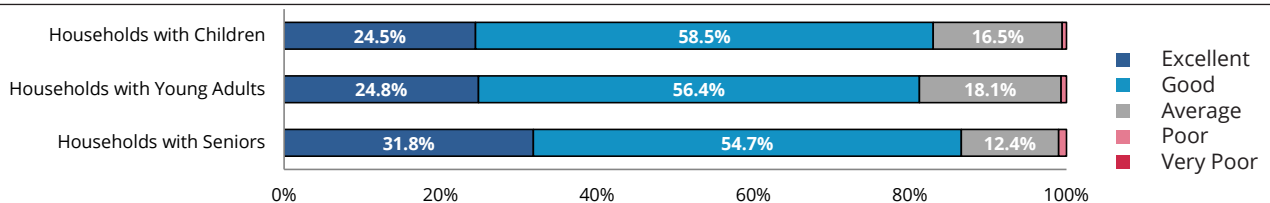


Figure 15
Overall Quality of Parks and Recreation Facilities by Presence of Age Group



TRANSPORTATION

Transportation is a critical component of City governance. The construction and maintenance of roads, bridges, and all-purpose trails are essential parts of economic development initiatives and quality of life for residents.

Bay Village sought to gather resident input on transportation through the survey. By understanding residents' feelings about the ease of existing transportation methods as well as community priorities for future investments, the City administration can prioritize funding to those initiatives.

EASE OF TRANSPORTATION

Question 10 asked respondents to indicate whether they agreed or disagreed with statements about the ease of getting around their community by car, public transit, biking, walking, or by Bay Village Senior Transportation. Respondents were also given the option to select "Not Applicable."

Respondents overwhelmingly said getting around by car is not an issue, with 98.8% of respondents saying they "Strongly Agree" or "Agree" that getting around by car is easy. All other modes of transportation were lower, with

89.5% of respondents saying getting around by walking is easy and 86.8% of respondents saying getting around by bicycle is easy.

Senior transportation and public transportation had significantly lower responses, with only 37.1% and 21.2% of respondents saying getting around by those modes was easy, respectively. Significantly, 45.9% of respondents said getting around by transit was difficult.

IMPROVING THE EASE AND SAFETY OF TRANSPORTATION

Question 11 asked respondents their priority level for improving the ease and safety of getting around their community by the same transportation methods. Consistent with the previous question showing that people can easily get around Bay Village by car, few respondents said improving transportation by car was a priority, with only 20.5% of respondents marking this as a "Very High" or "High" priority.

Additionally, while only 21.2% of respondents said getting around by transit was not easy, few respondents said improving transit was a high

priority in the community, with only 27.3% of question respondents marking this.

Improvements to the bicycling network were the highest priority among respondents, with more than half (51.0%) saying improvements to the bicycling network were “Very High” or “High” priority, indicating a desire to invest in bicycling infrastructure.

This was followed by walking and senior transportation, which 40.5% and 38.0% of question respondents said was a priority.

PRIORITIES FOR IMPROVEMENTS BY AGE

Priorities for improvements were cross-referenced with the age of the respondent to see how varying age groups viewed transportation priorities differently. The charts in Figure 18 display the percent of each age group that marked improvement priorities by mode as “Very High” or “High.”

Among the three youngest age groups—made up of those respondents between the ages of 18 and 54—the highest priority for improvement was bicycling followed by walking.

Figure 16
Opinions on Ease of Getting Around by Transportation Modes

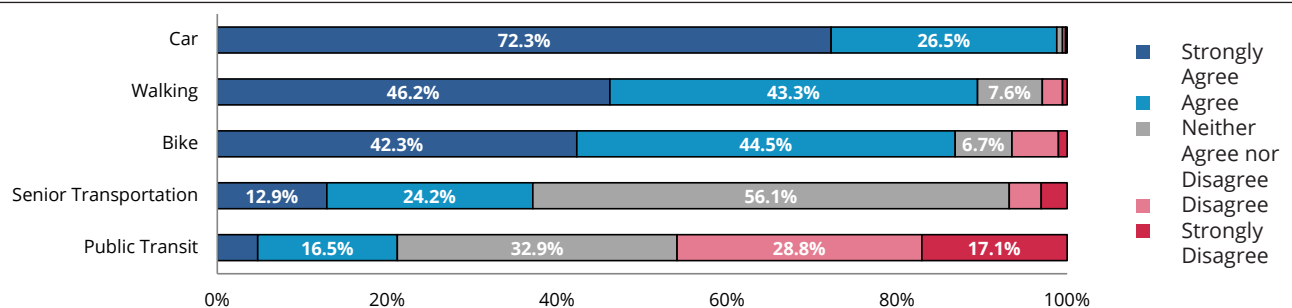


Figure 17
Priority Level for Improvement by Transportation Modes

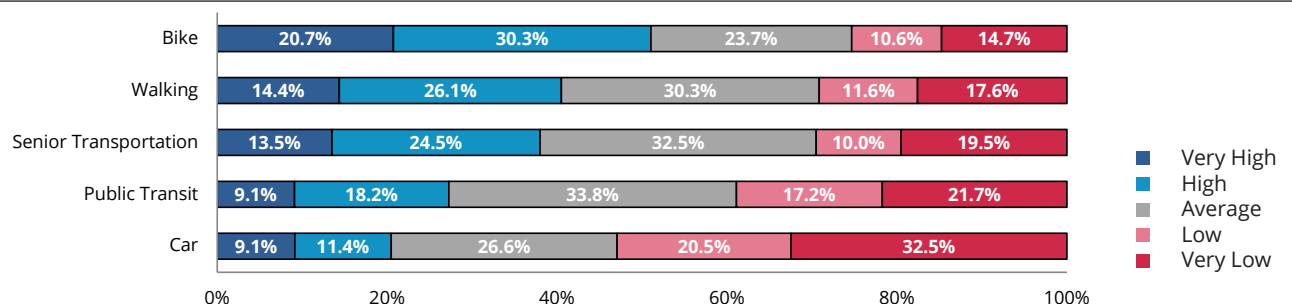
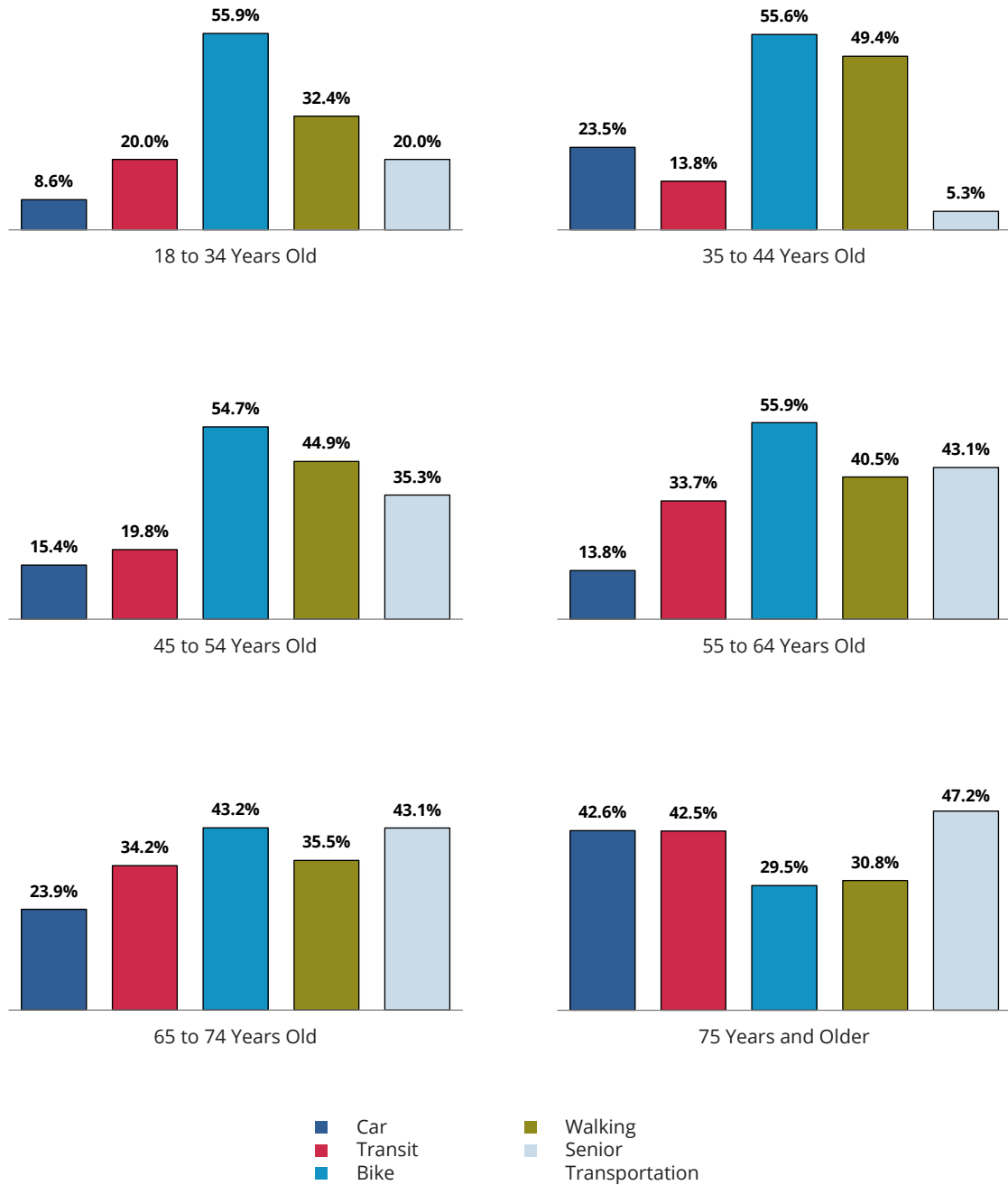


Figure 18

Very High or High Priority Level for Improvement by Age of Respondent



Between the ages of 55 to 74, improvements to bicycling remained the highest priority; however improvements to senior transportation services replaced improvements to walking as either tied for top priority or second.

Among the oldest age group, senior transportation services were the top priority for improvements followed by improvements to transit and car. Improvements to active transportation—walking and bicycling—were the least important to this age group.

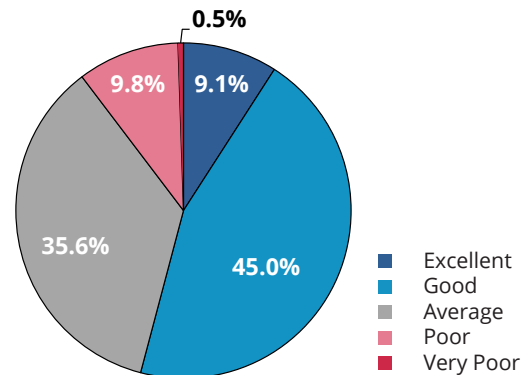
In all age groups except those age 75 and older, improvements to bicycling infrastructure were the highest priority, indicating a desire to see improvements to the City's trail network.

Similarly, improvements to getting around by car was the lowest priority among four out of six age groups, indicating that the City's vehicular network does not require major expansions.

SIDEWALKS

Question 12 asked respondents to rate the current condition of the City's

Figure 19
Opinion on the Condition of Sidewalks



sidewalks. The results, illustrated in Figure 19, show that only 9.1% of the 571 question respondents said the City's sidewalks were in "Excellent" condition. An additional 45.0% said the City's sidewalks were in "Good" condition.

More than 10% of respondents said the City's sidewalks were in "Poor" or "Very Poor" condition, indicating a need to improve the City's pedestrian infrastructure. This is reinforced by the ranking of improvements to the walking environment as being the second-highest priority transportation improvement.

Major Themes

- Respondents are not able to get around by public transit or Senior Transportation easily
- Respondents would like to see improvements to sidewalks and bikeways
- Improvements to the vehicular infrastructure in the City was the lowest priority to respondents

CITY SERVICES

The City of Bay Village provides vital services to residents such as Police and Fire protection. Additionally, the City provides leaf collection, trash removal, curbside recycling, and snow removal that are necessary to the functioning of the community.

The provision of basic services to residents is an essential component of City governance, and the quality provision of these services is important to economic development and quality of life. To understand how well the City is providing services, the survey asked residents to rate the quality of individual services, the importance of individual services, and the overall quality.

QUALITY OF INDIVIDUAL SERVICES

Question 13 asked respondents to rate the quality of 17 services in the City. More than half of respondents rated all but four services positively, with more than 50% of respondents marking these services as “Excellent”

or “Good.” Emergency services such as Fire protection/EMS and Police protection were the highest rated, with more than 90% of respondents marking these services positively.

The services with the lowest rankings were water back up/sewer inspection, with 32.1% rating this service positively and the sidewalk correction program, with 39.9% rating this service positively. Additionally, less than half of respondents rated the property maintenance enforcement and the tree lawn planting program positively.

In general, emergency services (fire protection/EMS and police protection), park services (park maintenance and recreational programs), and collection services (trash removal & curbside recycling, compost & brush recycling, and leaf collection) were the highest ranked services.

Transportation related services (traffic enforcement, snow removal, senior transportation services, and street

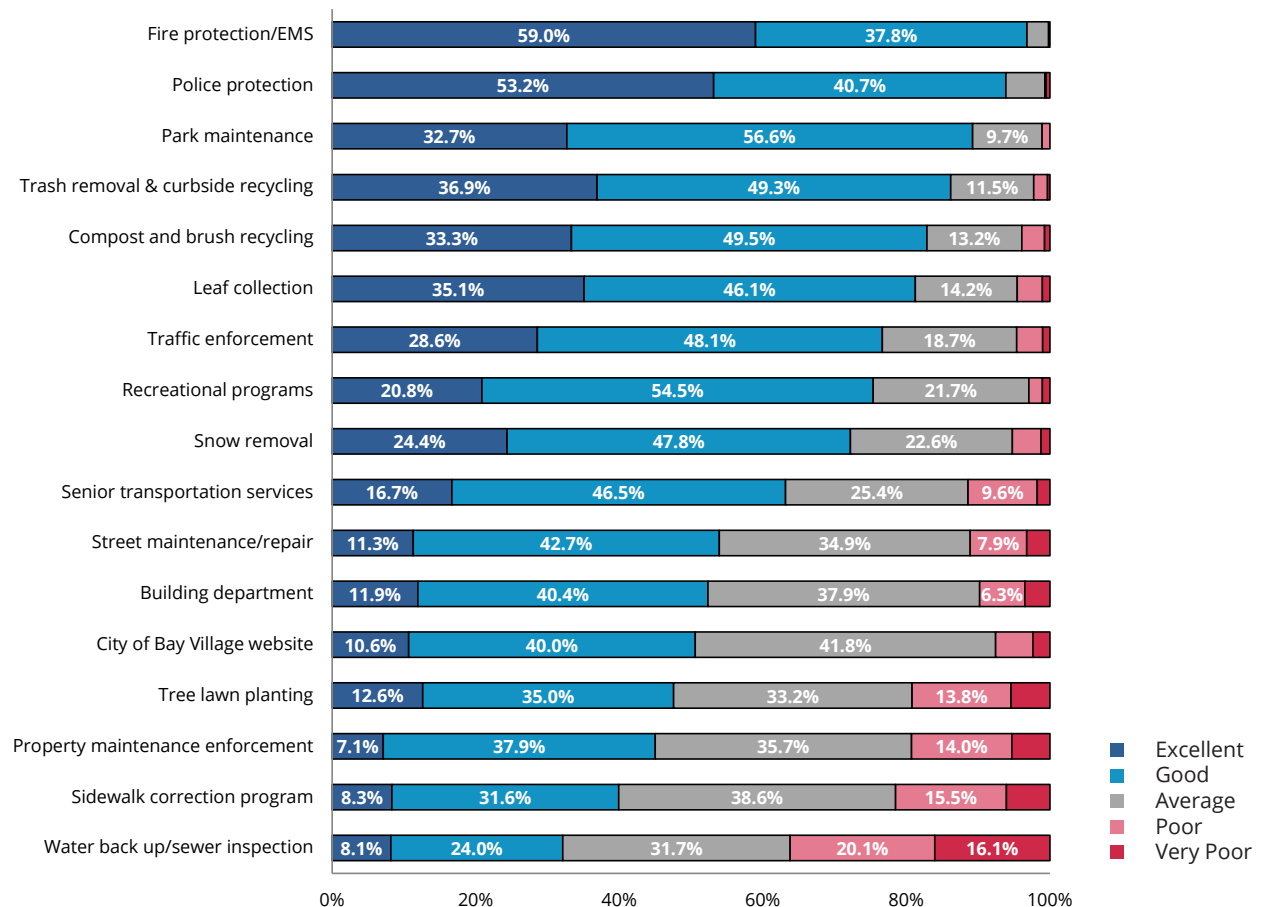
maintenance/repair) ranked in the middle of quality.

The lowest quality services related to housing (building department and property maintenance enforcement), the City's website, sidewalks, trees, and water and sewer systems. This information is shown in Figure 20.

IMPORTANCE OF INDIVIDUAL SERVICES

In addition to understanding the quality of existing services, **Question 14** asked respondents to rate the importance of 17 services in the City, and the results are illustrated in Figure 21.

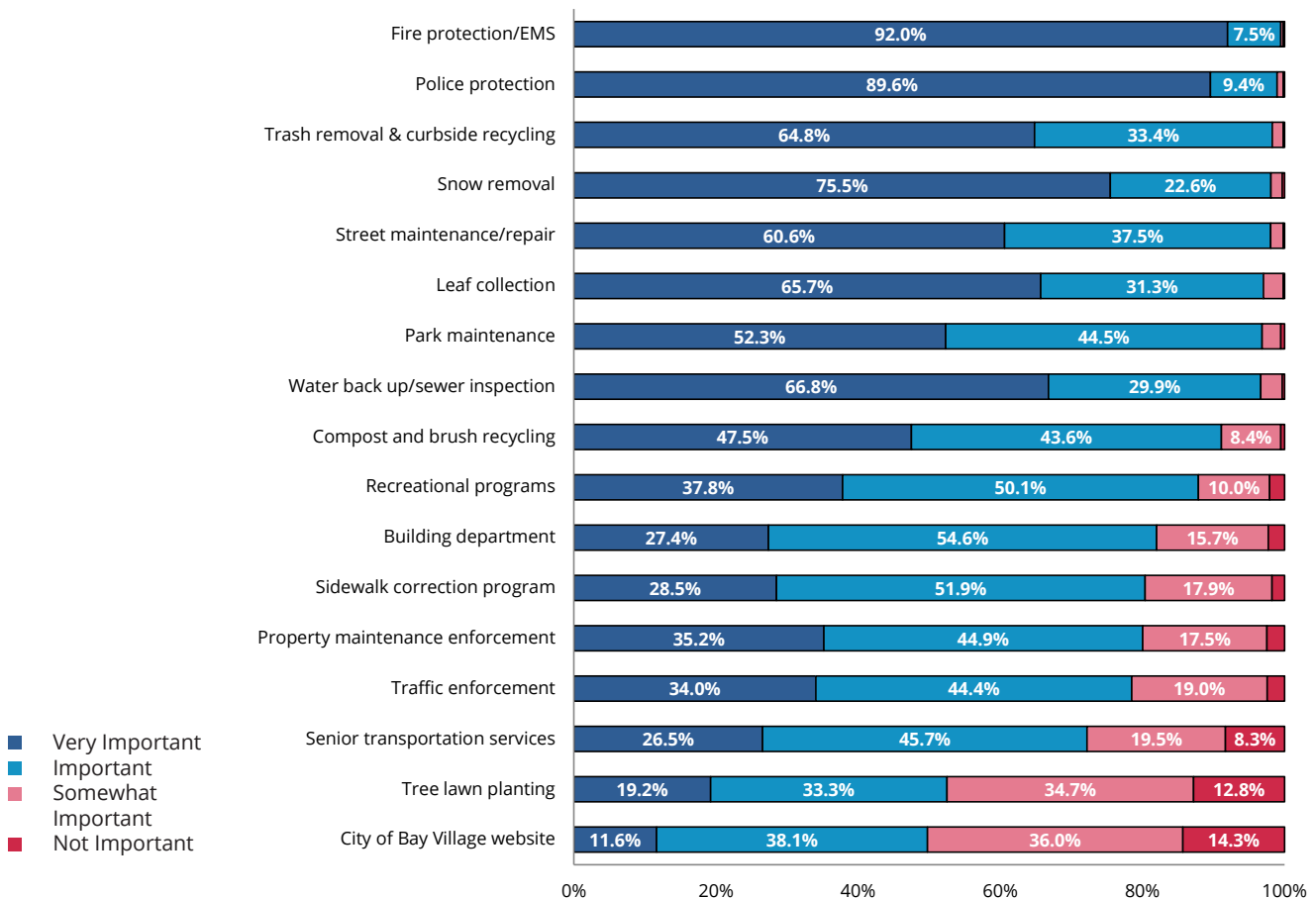
Figure 20
Opinions on the Quality of City Services



Respondents indicated that emergency services such as fire protection/EMS and police protection are the most important provided by the City; however, most of the City's services ranked high in importance. Nine services were ranked by more than 90% of respondents as being "Very Important" or "Important." An additional four services were rated between 80% and 90% in importance

by respondents. Only one service—the City of Bay Village website—was ranked by less than half of respondents as being "Very Important" or "Important."

Figure 21
Opinions on the Importance of City Services

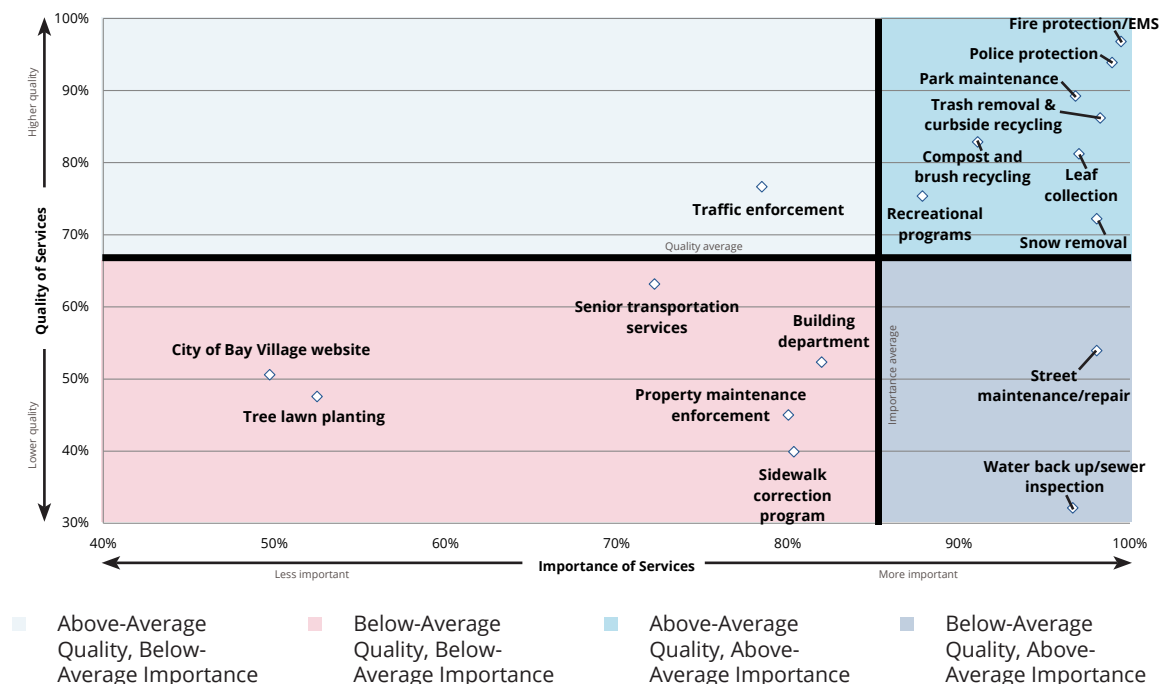


QUALITY-IMPORTANCE MATRIX OF SERVICES

In order to better understand the relationship between quality of services and importance of services, the 17 services were plotted on a matrix with one axis displaying the range of quality and the other displaying the range of importance to respondents. The matrix, displayed in Figure 22, shows four quadrants divided by lines displaying the average rating of importance and quality. The quadrants are described below:

- The **bottom right quadrant (purple)** displays issues of lower than average quality but higher than average importance. These are services that should be improved.
- The **bottom left quadrant (red)** displays issues of lower than average quality and importance. These are services that could be improved if the resources and time are available.
- The **top right quadrant (blue)** displays services of higher than average quality and importance.

Figure 22
Quality-Importance Matrix of City Services



These are services that should be maintained.

- The **top left quadrant (light blue)** displays services of higher than average quality but lower than average importance. These are services that could be diminished.

For Bay Village, water back up/sewer inspection and street maintenance/repair are critical areas for residents in which services are considered low quality while importance is high.

Additionally, the sidewalk correction program, property maintenance enforcement, and the building department are areas just below average importance but in which quality is low. These should be secondary areas of focus.

Only traffic enforcement was listed as being below average in enforcement and above average in quality.

Figure 23

Higher than Average Importance-Lower than Average Quality by Age Group

18 to 44 Year Olds	45 to 64 Year Olds	65+ Years Old
<ol style="list-style-type: none"> 1. Water Back Up/Sewer Inspection 2. Street Maintenance/Repair 3. Snow Removal 	<ol style="list-style-type: none"> 1. Water Back Up/Sewer Inspection 2. Building Department 3. Street Maintenance/Repair 	<ol style="list-style-type: none"> 1. Water Back Up/Sewer Inspection 2. Property Maintenance Enforcement 3. Street Maintenance/Repair 4. Snow Removal

Figure 24

Lower than Average Importance-Lower than Average Quality by Age Group

18 to 44 Year Olds	45 to 64 Year Olds	65+ Years Old
<ol style="list-style-type: none"> 1. Sidewalk Correction Program 2. Property Maintenance Enforcement 3. Building Department 4. Senior Transportation Services 5. Tree Lawn Planting 	<ol style="list-style-type: none"> 1. Property Maintenance Enforcement 2. Sidewalk Correction Program 3. Senior Transportation Services 4. City of Bay Village Website 5. Tree Lawn Planting 	<ol style="list-style-type: none"> 1. Sidewalk Correction Program 2. Building Department 3. Senior Transportation Services 4. Tree Lawn Planting 5. City of Bay Village Website

QUALITY-IMPORTANCE MATRIX OF SERVICES BY AGE

When developing the quality and importance matrix of services by three age groups, the results showed many similarities among age groups. The boxes in Figure 23 show those services that have higher than average importance rankings but lower than average quality rankings—indicating that these should be a priority for improvement.

Water back up/sewer inspection was the highest priority regardless of age group. All three age groups also listed street maintenance and repair as being a high priority. Among 18 to 44 year olds, snow removal was a high priority, among 45 to 64 year olds the building department was a high priority, and among 65 year olds and over property maintenance and snow removal were priorities.

Those issues of secondary priority—areas where the quality of service was lower than average but the importance of the service was also lower than average—all age groups listed the sidewalk correction program, tree lawn planting, and senior transportation services. Older residents also included the City of Bay Village website.

OVERALL SERVICES

Question 15 asked respondents to rate the overall quality of services offered in the City of Bay Village.

Generally, respondents rated the overall quality of services highly. Of the 568 question respondents, a third (33.3%) rated the overall quality of services as “Excellent” and 57.9% rated the overall quality as “Good.” This combines to 91.2% of

Figure 25
Overall Quality of City Services

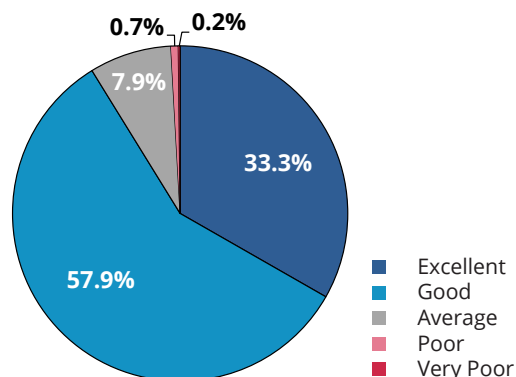
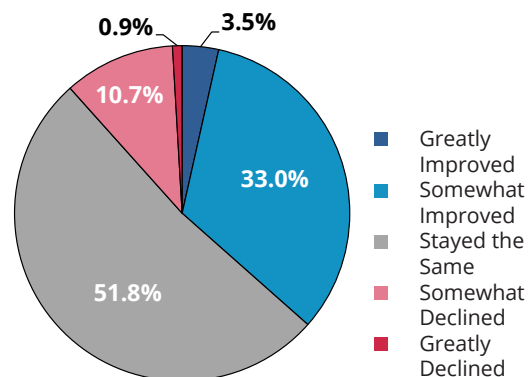


Figure 26
Change in Quality of City Services over Time



respondents saying the overall quality of services were “Excellent” or “Good.” Only five respondents rated the overall quality of services as “Poor” or “Very Poor,” indicating a high level of satisfaction with services in the City. This information is displayed in Figure 25.

Question 16 asked respondents how they felt the overall quality of services has changed in the last five years. The majority of question respondents (51.8%) said the overall quality of services has stayed the same, 33.0% said quality had somewhat improved, and 3.5% said quality had greatly improved.

In addition, 10.7% said overall quality of service had “Somewhat declined” and 0.9% said service had “Greatly declined. While this total 11.6% of respondents said services have declined, a far greater percentage (36.5%) said services have improved.

Major Themes

- Improvements to street maintenance and water back up/sewer inspection are key areas of importance
- Overall, respondents rate the City’s services very highly

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HOUSING

Housing is a critical component to a community because strong neighborhoods that fit modern market demand are important to developing communities that cater to all ages and preferences.

HOUSING PRIORITIES

Question 17 asked respondents to prioritize eight housing options from “Very High” to “Very Low.” These housing options were selected to describe existing housing types in Bay Village, housing types that are increasingly being built, and housing that may become more popular in the City. By gauging the housing priorities for existing residents, the City can use zoning language to protect neighborhoods or to encourage new development, while also understanding the sensitivities of existing residents to new construction. The results are displayed in Figure 27.

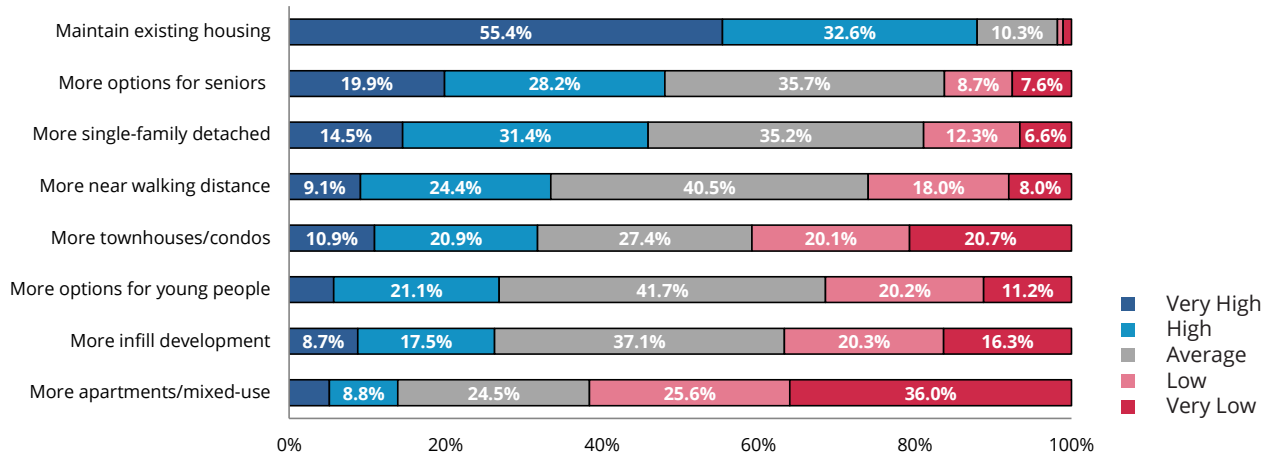
The housing option receiving the highest priority was “Maintaining existing

housing and neighborhoods” with 87.9% of respondents rating this “Very High” or “High” in priority. No other option surpassed 50% of respondents marking it as a high priority.

The next three selections had a higher percentage of respondents marking it as a “Very High” or “High” priority than “Low” or “Very Low.” Those selections were “More housing options for seniors looking to remain in the City,” “More well-designed single-family, detached homes,” and “More housing options within walking distance to amenities,” with 48.0%, 45.9%, and 33.5% of respondents marking these as above average priorities, respectively.

More respondents marked “More well-designed townhouses/condos,” “More housing types for young people,” and “More infill development on vacant land” as a “Low” or “Very Low” priority than as an above average priority; however many respondents marked these three as average priority. Only “More well-designed

Figure 27
Priority Level for Housing Policy Options



apartments/mixed-use development” garnered a majority of respondents marking it as a “Low” or “Very Low” priority, indicating an aversion to new apartments.

opinions, with only 19.5% of respondents age 18 to 44 saying this was a high priority and 70.6% of those 65 and older saying this was a high priority.

HOUSING PRIORITIES BY AGE

Opinions on housing priorities were also cross-referenced with the age of respondent. Those respondents answering “Very High” or “High” priority to an issue were grouped and charted by age as shown in Figure 28.

When comparing housing priorities to age, five statements had a difference of opinion of more than 10%, as described below.

More Housing Options for Seniors

More than any other option, options for seniors had the widest range of

More Walkable Options

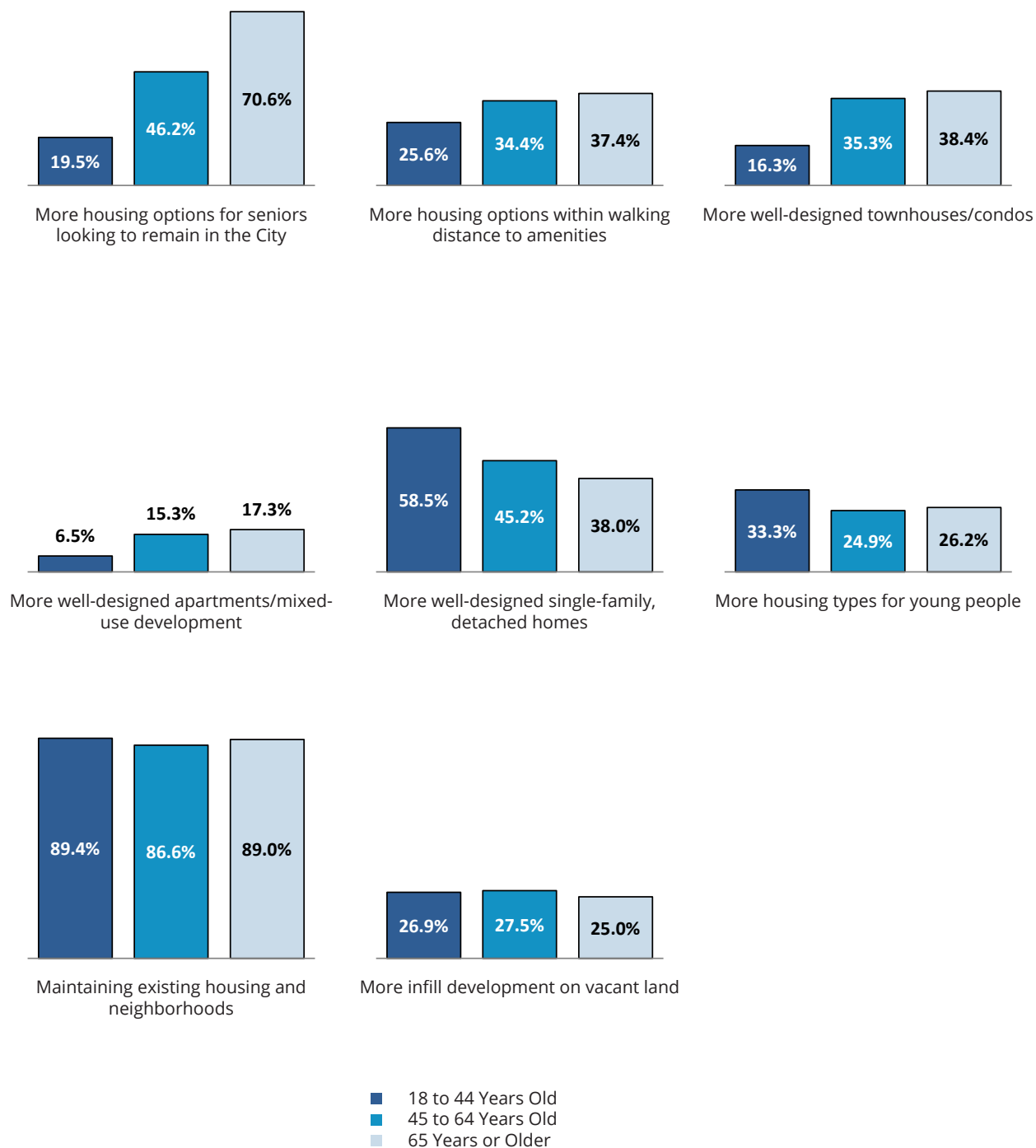
When cross-referencing the desire to be within walking distance of amenities to age, older respondents were more likely to desire housing options that were within close proximity. Among those age 65 and older, 37.4% desired more housing options within walking distance to amenities while only 25.6% of respondents age 18 to 34 did.

More Townhouses/Condos

Older respondents were significantly more likely to be interested in townhouses or condos than younger residents. Among those age 65 and

Figure 28

Very High or High Priority Level for Housing Policy Options by Age of Respondent



older, 38.4% of respondents said townhouses or condos were a high priority while only 16.3% of 18 to 34 year olds did.

More Apartments/Mixed-Use

In addition, older respondents were more likely to support apartments or mixed-use development than younger respondents with 17.3% of those age 65 and over supporting this housing option compared to only 6.5% of those age 18 to 34.

Maintain Single-Family Detached

Consistent with previous statements showing lower support among younger respondents for townhouses, condos, mixed-use developments, or apartments; support for single-family detached homes was remarkably high among younger respondents. Among those age 18 to 34, 58.5% rated more

single-family homes as a high priority compared to only 38.0% of those age 65 and over.

The results by age indicate a desire among younger respondents for a traditional, single-family suburban community while older respondents are more likely to support and desire a wider range of housing options.

BASEMENT FLOODING

Question 18 asked respondents if their basement had flooded since being a resident in Bay Village. They were also given the option of “I Don’t Have a Basement” and “Not Sure.” Of 571 question respondents, 46.1% said flooding had occurred since residing in the City, and 41.2% said their basement had not flooded. An additional 12.3% said they did not have a basement and 0.5% said they were

Figure 29
Basement Flooding

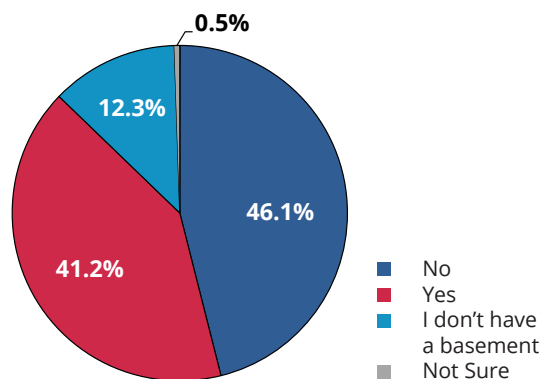
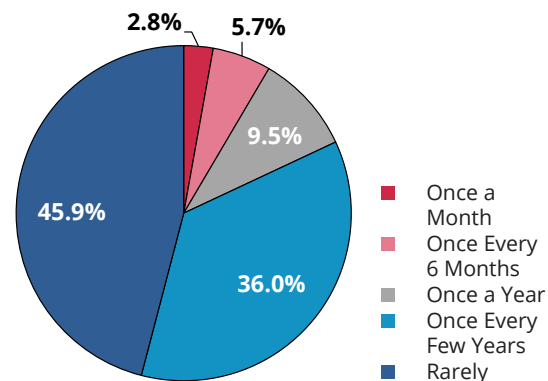


Figure 30
Frequency of Basement Flooding



unsure. This information is displayed in Figure 29.

If a respondent's basement had flooded, **Question 19** asked how often flooding had occurred. Of 283 question respondents, most (45.9%) said their basement flooded rarely. An additional 36.0% said flooding occurred once every few years; however, 9.5% said flooding occurred once per year, 5.7% said flooding occurred once every six months, and 2.8% said flooding occurred once a month. That constitutes 18% of respondents whose basement flooded at least once per year and is shown in Figure 30.

Major Themes

- Overwhelmingly, respondents want to maintain existing housing and neighborhoods
- The City's seniors would like more housing options—and want a range of townhouses, mixed-use buildings, single-family homes, and walkable neighborhoods

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IMPORTANT ISSUES

In order to assist in prioritizing City actions, the survey asked residents to describe how important a variety of issues were to them. These issues ranged from attracting jobs to ensuring public safety.

IMPORTANT ISSUES OVERALL

Question 20 asked respondents to rank 16 issues on a scale from “Very Important” to “Not Important,” as displayed in Figure 31. Of the 16 issues, “Ensuring public safety” was overwhelmingly the most important among respondents, with 98.4% rating it as “Very Important” or “Important.”

Respondents then listed “Improving the sewer systems” as most important with 89.5% selecting this option, followed by “Preserving open space/green space” with 88.3%, “Protecting the environment” with 84.1%, “Improving roads” with 83.3%, and “Enhancing the sense of community” with 80.7%.

The least important issues to respondents were “Attracting jobs to Bay

Village,” “Having a diverse community,” “Improving public transit,” “Improving traffic flow,” and “Attracting new retail/services,” which each garnered less than 50% “Very Important” or “Important” ratings.

CURRENT EFFECTIVENESS OVERALL

Question 21 asked respondents to rank the 16 issues on how well Bay Village is accomplishing those goals. More than half of respondents said the City was doing an “Excellent” or “Good” job at “Ensuring public safety,” “Protecting the environment,” “Preserving open space/green space,” “Enhancing the sense of community,” “Providing recreational programs,” and “Improving roads.”

Conversely, the City was least effective at “Attracting jobs to Bay Village,” “Attracting new retail/services,” “Improving public transit,” and “Improving the sewer systems.” By far, the sewer system had the highest negative rating, with more than a third

Figure 31
Important Issues by Importance



(36.8%) of respondents saying the City was doing a “Poor” or “Very Poor” job in this area. This information is displayed in Figure 32.

IMPORTANCE-EFFECTIVENESS MATRIX OF ISSUES

In order to better understand the relationship between the importance of issues and the current effectiveness of the City's efforts in addressing them,

the 16 issues were plotted on a matrix with one axis displaying the range of importance and the other displaying the range of current effectiveness. The matrix, displayed in Figure 33, shows four quadrants divided by lines displaying the average rating of importance and effectiveness. The quadrants are described below:

- The **bottom right quadrant (purple)** displays issues of lower than average effectiveness but higher than average importance.

These are issues that should be addressed.

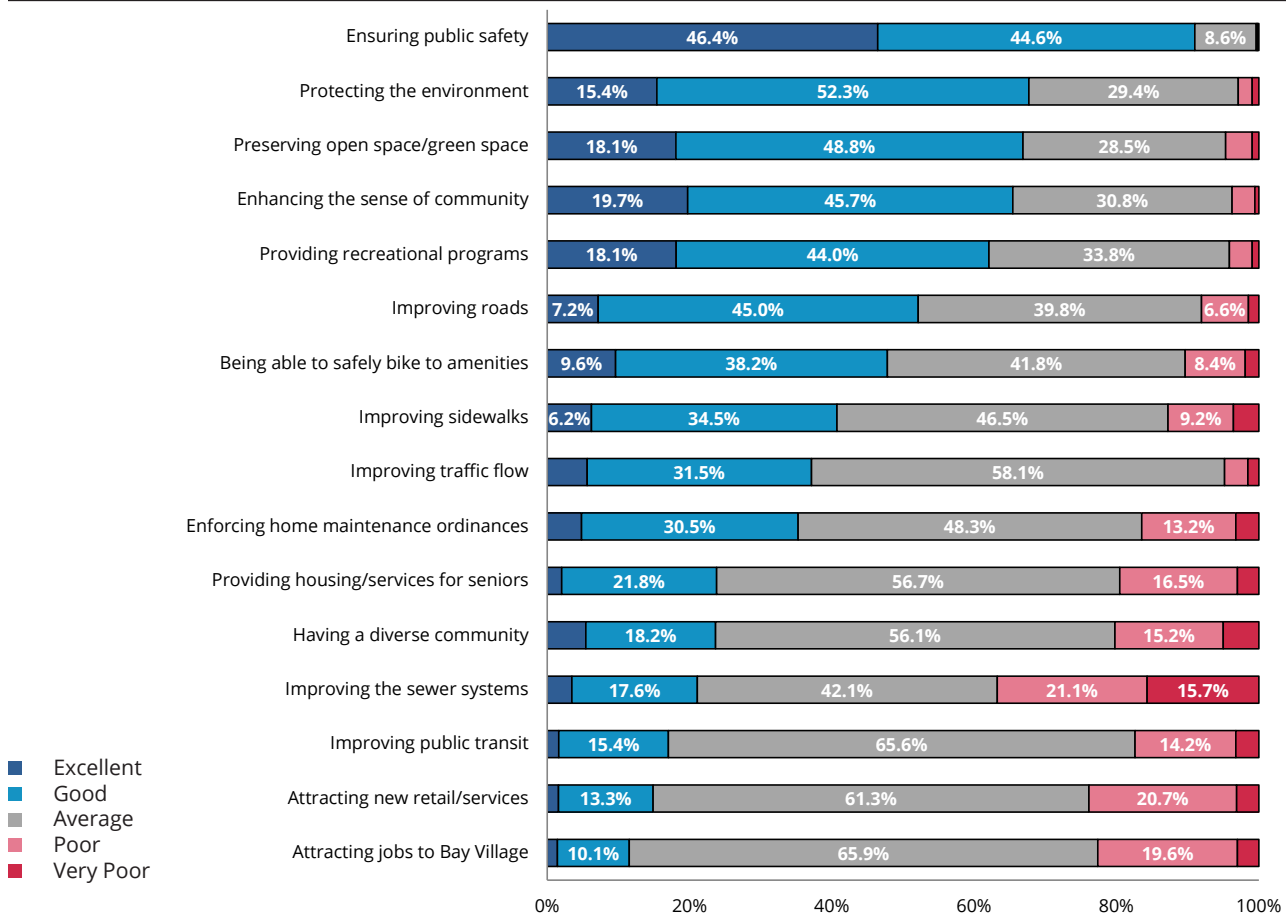
- The **bottom left quadrant (red)** displays issues of lower than average importance and effectiveness. These are issues that could be addressed if the resources and time are available.
- The **top right quadrant (blue)** displays issues of higher than average effectiveness and importance.

These are issues that are currently being addressed well.

- The **top left quadrant (light blue)** displays issues of higher than average effectiveness but lower than average importance.

For Bay Village, improving the sewer system, improving sidewalks, and enforcing home maintenance ordinances are areas of critical importance

Figure 32
Important Issues by Current City Effectiveness



for respondents but that are seen as not currently being effectively carried out by the City.

Additionally, providing housing/ services for seniors, having a diverse community, and improving traffic flow are secondary issues that the City could improve upon.

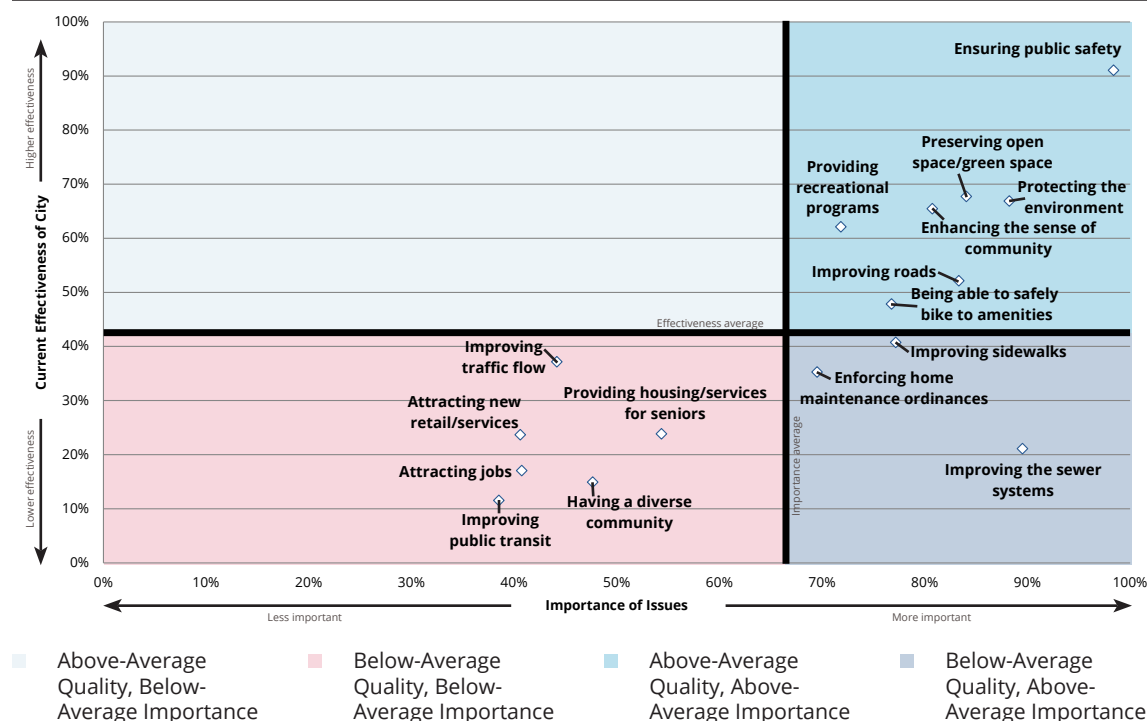
There is no issue that has a high current effectiveness but a low importance to respondents.

IMPORTANT ISSUES BY AGE

When developing the importance and effectiveness matrix of issues by three age groups, the results showed many similarities among age groups. The boxes in Figure 34 show those issues that have higher than average importance rankings but lower than average effectiveness rankings—indicating that these should be a priority for improvement.

Consistent with what has been shown in a number of questions throughout the survey and in the importance-effectiveness matrix as a whole, “Improving

Figure 33
Important Issues by Importance-Effectiveness Matrix



the Sewer Systems” was the highest priority regardless of age group. In addition, “Improving Sidewalks” was important to the youngest and oldest age group while “Enforcing Home Maintenance Ordinances” was important to the two older age groups. Among those age 65 and over, “Providing senior housing/services” was a priority.

Those issues of secondary priority—issues in which the City’s effectiveness was lower than average but the importance of the service was also

lower than average—included a variety of issues and is displayed in Figure 35. “Enforcing Home Maintenance Ordinances,” “Providing housing/services for seniors,” and “Improving traffic flow” were listed by the two younger age groups while “Attracting new retail/services,” “Attracting jobs to Bay Village,” “Having a diverse community,” and “Improving public transit” were important to all three age groups.

Figure 34

Higher than Average Importance-Lower than Average Effectiveness by Age Group

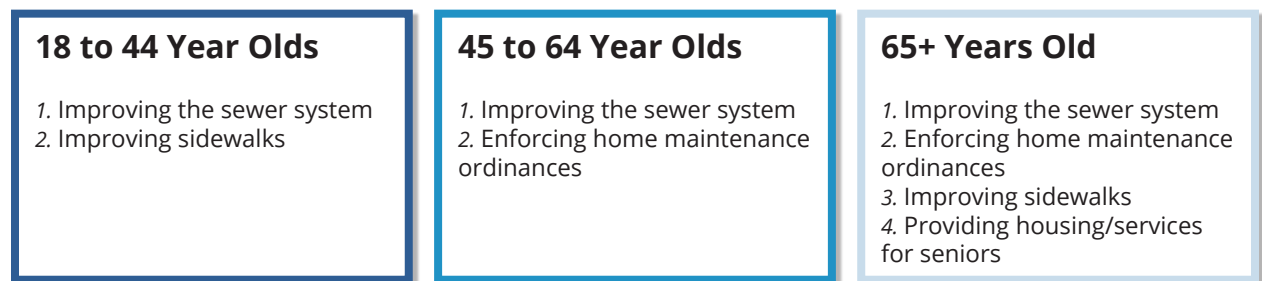


Figure 35

Lower than Average Importance-Lower than Average Effectiveness by Age Group



Major Themes

- Improving the sewer system, enforcing home maintenance ordinances, and improving sidewalks are key areas for respondents

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OVERVIEW

The final series of survey questions addressed the current quality of life as well as provided an opportunity to voice any comments or concerns.

Quality of life can be described as the general well-being of an individual or community. Many of the previously surveyed topics contribute to the community's quality of life.

QUALITY OF LIFE RATING

Question 22 asked respondents to rate the overall quality of life in Bay Village. Of the 571 question respondents, more than half of respondents (50.8%) rated overall quality of life in Bay Village as "Excellent." An additional 45.5% rated quality of life as "Good," totaling 96.3% of respondents rating overall quality of life as above average. This information is displayed in Figure 36.

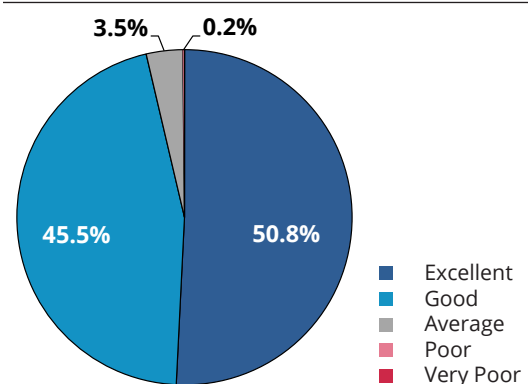
QUALITY OF LIFE BY AGE

The quality of life rating was cross-referenced with demographic data to

better understand how various groups felt. When comparing quality of life ratings to age of respondent, there were no changes among the age groups. All age groups rated quality of life extremely high, with at least 94% of all age groups rating it as "Excellent" or "Good."

If looking only at those respondents ranking quality of life as "Excellent," there were some differences among age groups. Respondents age 75 and over rated quality of life highest with

Figure 36
Overall Quality of Life



67.3% selecting “Excellent.” This was followed by 65 to 74 year olds with 55.9% selecting “Excellent.” Those respondents age 35 to 44 years old had the lowest “Excellent” rankings; however, that still accounted for 46.5% of respondents. This indicates that quality of life is very high regardless of the age of respondent in Bay Village. This information is displayed in Figure 37.

QUALITY OF LIFE BY PRESENCE OF AGE GROUPS

Quality of life was also cross-referenced with information on the presence of children, young adults, or seniors

living within the household, as shown in Figure 38. Again, quality of life was rated highly by all groups. Those ranking quality of life as “Excellent” are slightly more concentrated in households with children and households with seniors. Households with a young adult present have a lower percent of “Excellent” ratings at only 43.9% of respondents compared to 55.1% and 56.6% of households with children and seniors, respectively.

QUALITY OF LIFE BY RESIDENCY

Similarly, when cross-referenced with the length of residency and planned

Figure 37
Overall Quality of Life by Age of Respondent

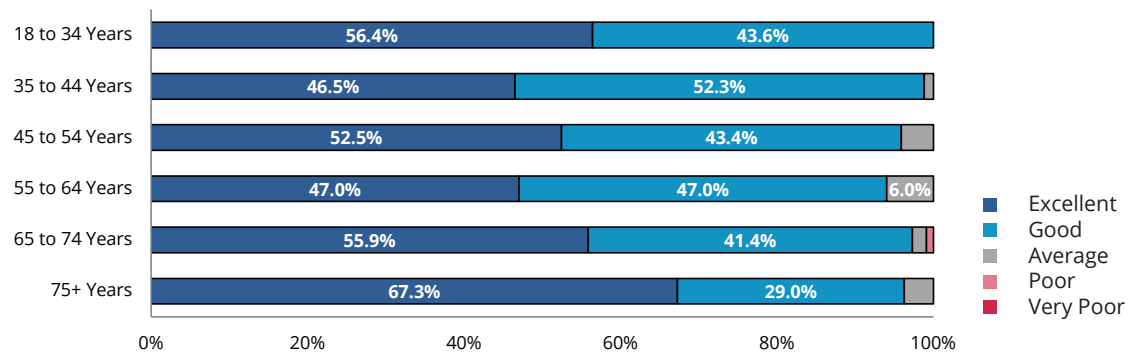
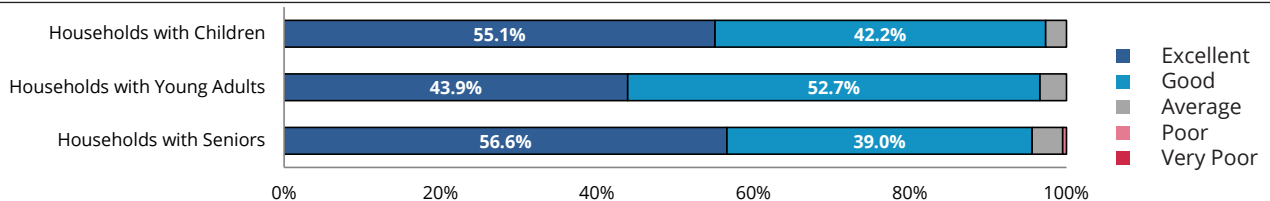


Figure 38
Overall Quality of Life by Presence of Age Groups



length of residency, quality of life rankings remain very high. Those ranking quality of life as “Excellent,” however, are generally residents who have lived in Bay Village longer. Ratings generally decreased as residents lived in Bay Village a shorter amount of time, with the exception of those who have lived in the City for less than two years, indicating that recent transplants to Bay Village are enthusiastic about living in the City. The lowest rating was among those respondents that had

lived in Bay Village between two and five years, as displayed in Figure 39.

When comparing quality of life to the planned length of residency, the results were generally as expected. Across the board, quality of life is rated high, but when looking just at ratings of “Excellent,” quality of life was generally lower among those who plan to live in Bay Village a shorter amount of time. The exception is those respondents who intend to live in Bay Village fewer than two more years. Among these

Figure 39
Overall Quality of Life by Length of Residency

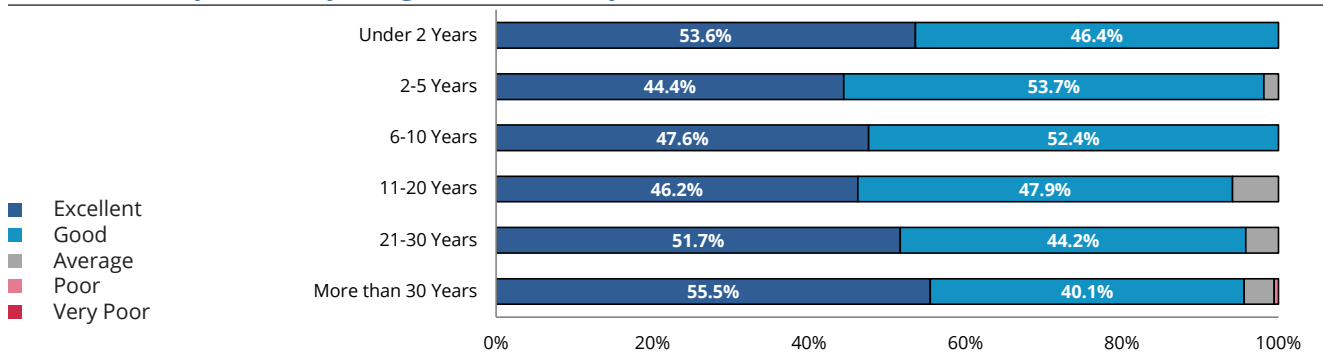
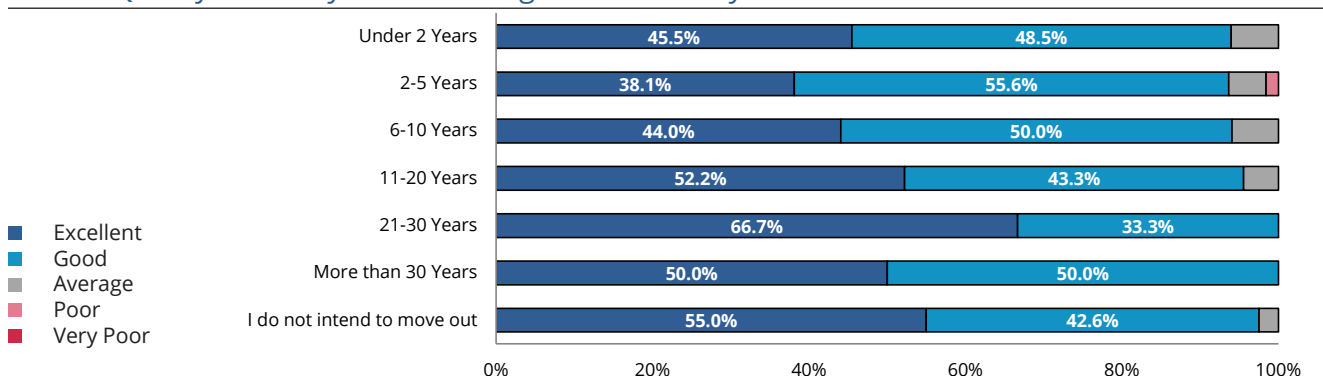


Figure 40
Overall Quality of Life by Planned Length of Residency



respondents, 45.5% rated quality of life as “Excellent” while only 38.1% of those intending to live in Bay Village for two to five more years marked “Excellent.”

FINAL THOUGHTS

A space on the last page of the survey invited respondents to describe any other issues or concerns related to Bay Village that were not addressed elsewhere in the survey. When prompted, 258 respondents took the opportunity to describe other issues or concerns. The comments were varied and reflect points of emphasis that could not be made through traditional survey questions.

While 258 respondents provided comments, many responses covered an array of topics. County Planning subdivided and grouped comments into topics. After subdivision, the 258 respondents provided 449 individual comments on different topics.

The most frequent comments concerned changes to the park system, with a variety of ideas for changes to existing parks, concerns about Cahoon Park’s closure on Sundays, and ideas for Huntington Park. Similarly, many comments focused on potential additions to the City’s parks with frequent mentions of an indoor pool or a recreation center.

Following parks, concerns about flooding and the sewer and water system had the next most comments. Problems with roadway and basement flooding were particularly common among respondents.

Animal control was the next most common topic area. Animal control was generally divided into two comment topics: the desire to control the deer population and to hire an animal control officer.

In terms of comments regarding housing, most housing comments regarded the need to maintain existing neighborhoods to ensure the stability of housing prices. This was closely followed by a desire to maintain a consistent design among homes as relates to the construction of infill housing.

The broad category of transportation included topics on sidewalks, bike-ways, roads, speed, parking, transit, freight rail, and senior transportation. Sidewalks had the most comments, with a desire for new crosswalks, safer paths for children walking to school, and especially removal of snow from sidewalks.

Given the wide range and numerous comments from respondents, a full list of write-in responses, categorized and sorted, is included in Appendix B.

Major Themes

- Quality of life in Bay Village is rated very highly across the board



SECTION 3

DEMOGRAPHICS

The Bay Village survey was sent to 1,200 random households in order to solicit opinions that encompass the range of opinion within the City's diverse population. The Demographics Section summarizes the population that responded to the survey.

WHAT'S IN THIS SECTION?

This section includes the results of the six demographic questions asked in the Bay Village Survey. The results can be helpful in comparing the survey respondent population to the population as a whole.

HOW DO I USE IT?

Questions in this section of the Results Report are arranged as they were within the survey sent to households. Each question is numbered and includes a description of the question, a chart or graph of the results, and some analysis of respondent answers.

These responses should be used to give context to the detailed findings of the residential report. Over representation or underrepresentation of specific groups can alter overall opinions and should be considered.

RESPONDENT INFORMATION

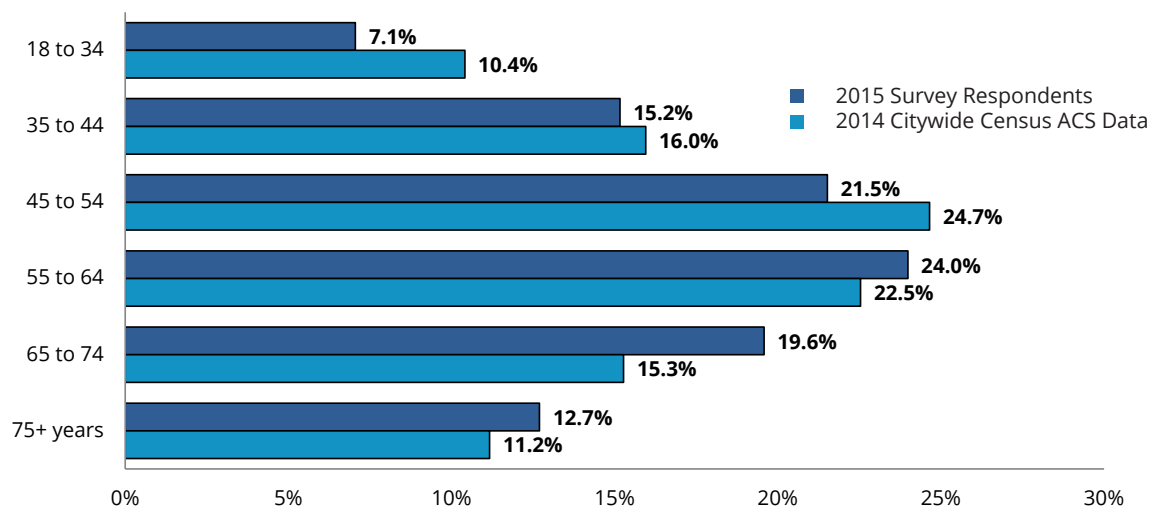
AGE OF RESPONDENT

The Bay Village Survey asked the heads of households to complete the survey collaboratively. **Question 23** asked respondents their age, and for those households that completed the survey collaboratively, the question stated that

the respondent who most recently had a birthday should list his or her age. The age of the respondent was compared to 2014 Census data from the American Community Survey for age of householder to determine the extent to which survey respondents aligned with citywide data.

Figure 41

Age of Respondent, 2015 Survey and 2014 ACS Data



For this question, 567 respondents selected one of the six age groups provided. In all age groups 55 years old and above, respondents were overrepresented as compared to their citywide population while all age groups under 55 were underrepresented among survey respondents.

Respondents age 65 to 74 were particularly overrepresented in the survey results, with 19.6% of survey respondents in this age group compared to only 15.3% citywide.

This information is illustrated in Figure 41 and should be taken into account when reviewing the results of the survey.

LENGTH OF RESIDENCY

Question 24 asked respondents how many years they had lived in Bay Village. In general, survey respondents were more likely to have lived in the

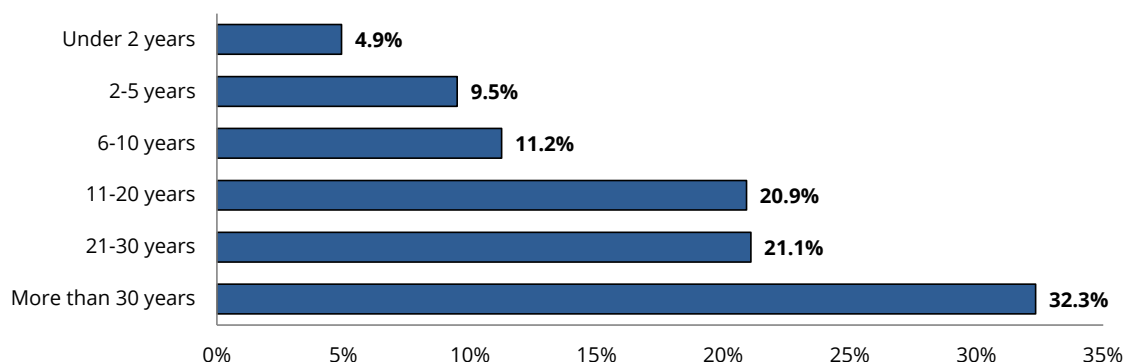
City for longer periods of time. Of the 569 question respondents, only 14.4% had lived in Beachwood for five years or fewer, while 53.4% had lived there for more than 20 years, as shown in Figure 42.

Question 25 asked respondents how much longer they planned to live in Bay Village. Of 552 respondents, the largest group marked that they did not intend to move out of Bay Village, with 44.2% of respondents selecting this option. Only 6.0% intended to move out of the City in the next two years. This information is illustrated in Figure 43.

TENURE

Question 26 asked respondents whether they were a homeowner or a renter. Of the 570 question respondents, 97.4% owned their home while only 2.6% rented their home, as shown in Figure 44.

Figure 42
Length of Residency in Bay Village



Question 27 asked respondents whether they planned to own or rent their home in five years. Of the 554 question respondents, 94.6% said they would own their home in five years while the remaining 5.4% said they would rent their home. This is a slight increase in the total number of respondents who believe they will rent their home in five years compared to the present day.

When cross-referenced with current tenure, 95.9% of current homeowners see themselves as owning their home five years from now while 4.1% saw themselves as renting. Conversely, 46.7% of renters saw themselves as switching to homeownership in five years while 53.3% saw themselves staying as renters.

Figure 43
Planned Length of Residency in Bay Village

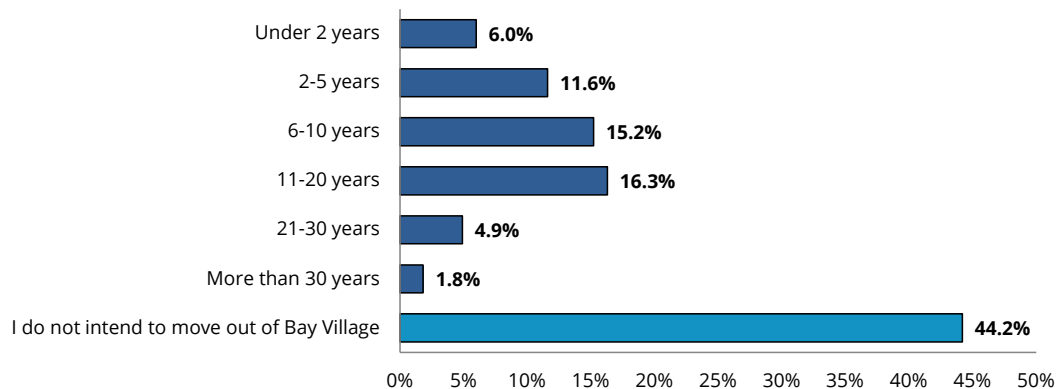


Figure 44
Respondent Tenure

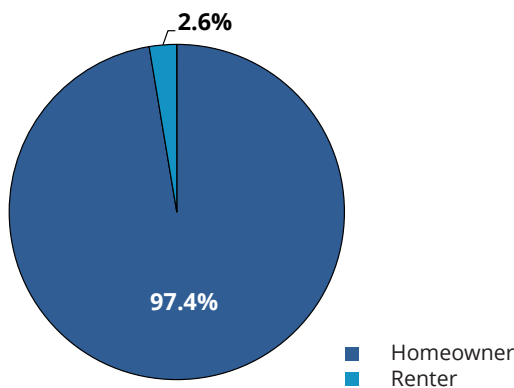
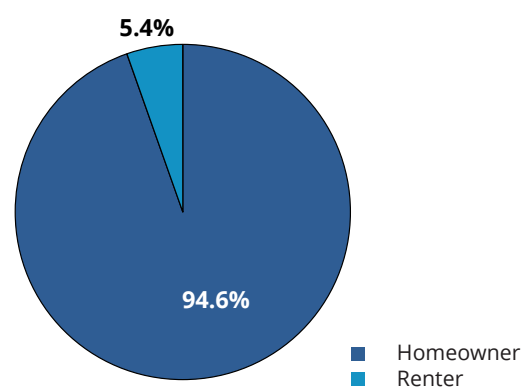


Figure 45
Respondent Planned Tenure



AGE OF HOUSEHOLD MEMBERS

Question 28 asked respondents to indicate the number of people in their household within specific age groups. To determine to what extent the population characteristics of respondent households compared to the City as a whole, this information was also compared to the 2014 Census data from the American Community Survey.

Bay Village is predominantly a community of families with children. The percent of residents under age 18 is nearly a quarter of the City's total population at 24.4%. The City has lower percentages of young adults and seniors. Young adults—those aged

18 to 34—make up just 13.4% of the population while seniors—those aged 65 and above—make up 17.3%.

Survey respondents were generally consistent with the population of the City. Households with members aged 18 to 24 and members aged 65 to 74 were overrepresented in the survey by more than 3%. Households with members aged 35 to 44 were underrepresented, consisting of 9.6% of respondent household members and 12.7% of the City population. This information is displayed in Figure 46.

Figure 46
Age of Household Members, 2015 Survey and 2014 ACS Data

