

# 2021 City of Sterling Heights Residential Survey Findings Report

Presented to the City of Sterling Heights,  
Michigan

September 2021



**ETC**  
INSTITUTE



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# Executive Summary

# 2021 City of Sterling Heights Residential Survey

## Executive Summary

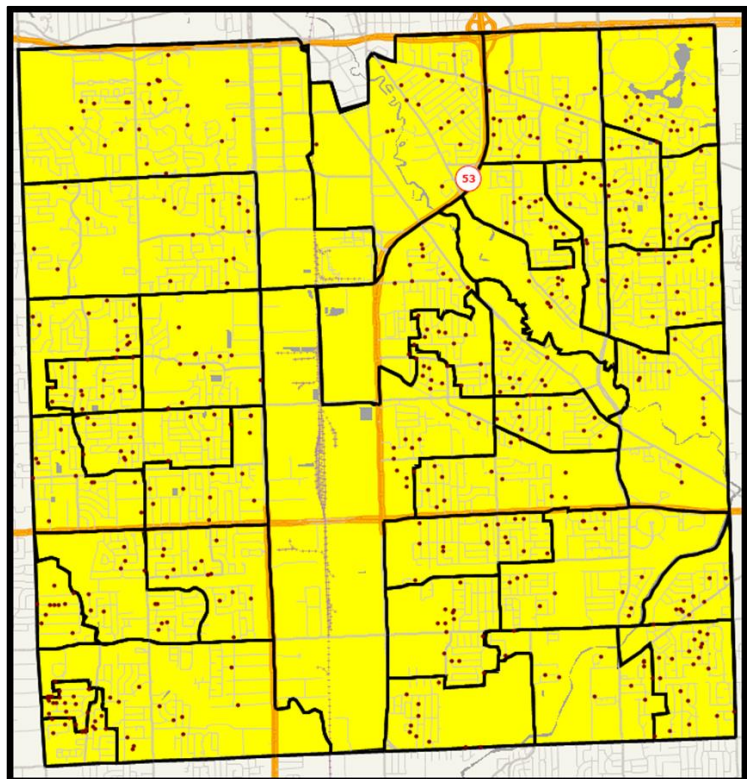


### Purpose and Methodology

During July and August of 2021, ETC Institute administered a residential survey for the City of Sterling Heights. The purpose of the survey was to gather input from residents on service quality, priorities and overall performance. This is the second time ETC Institute has administered a community survey for the City of Sterling Heights; the first was conducted in 2017.

A seven-page survey was mailed to a random sample of households throughout the City of Sterling Heights. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to fill out the survey over the internet.

The goal was to receive at least 500 completed surveys. This goal was met, with a total of 524 households completing a survey. The results for the random sample of 524 households have a 95% level of confidence with a precision of at least  $\pm 4.3\%$ . There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online). To ensure that households throughout the City were well represented, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.



### Interpretation of “Don’t Know” Responses.

The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

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This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey and trends from 2017 (Section 1)
- benchmarking data that show how the results for the City of Sterling Heights compare to other U.S. communities (Section 2)
- Importance-Satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

## Major Findings

**Satisfaction with Items That Influence Perceptions of the City.** Eighty-six percent (86%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the City of Sterling Heights as a place to live; 83% were satisfied with the overall quality of life in the City, and 82% were satisfied with the overall image of the City. Residents were least satisfied with the City as a place to retire (62%).

Seventy-seven percent (77%) of respondents were satisfied with the overall quality of City services. This is significantly higher than the regional average of 54%, and the national average of 59%. In addition, 66% of respondents were satisfied with the value they receive for tax dollars and fees, which is significantly higher than the regional average of 41%, and the national average of 44%.

**Public Safety.** Ninety-one percent (91%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of local fire protection; 90% were satisfied with how quickly fire department personnel respond to emergencies; 90% were satisfied with how quickly emergency medical personnel respond to emergencies, and 89% were satisfied with the overall quality of emergency medical services. Ninety-seven percent (97%) of respondents feel safe in their neighborhood during the day, and 86% are satisfied with the quality of police protection. Notwithstanding these very high satisfaction levels, respondents would like to see more visibility of police in neighborhoods and retail areas. Residents were least satisfied with the visibility of police in retail areas (54%).

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**Public Safety Services That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the public safety services that respondents feel are most important for the City to emphasize over the next two years are: 1) the visibility of police in neighborhoods, 2) the City's efforts to prevent crime, and 3) the overall quality of local police protection.

**Perceptions of Safety.** Most (97%) of the respondents, who had an opinion, felt "very safe" or "safe" in their neighborhood during the day, and 83% felt safe in commercial and retail areas of Sterling Heights during the day.

**Parks and Recreation Services and City Events.** Ninety percent (90%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance and mowing of City parks; 89% were satisfied with the number of City parks; 82% were satisfied with park amenities; 81% were satisfied with the Music in the Park Concert Series, and 80% were satisfied with Nature Center services and programs. Residents were least satisfied with special recreation programs (61%).

**Parks and Recreation Services/City Events That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the parks and recreation services/City events that respondents feel are most important for the City to emphasize over the next two years are: 1) park amenities, 2) Bike/Hike Trail System, and 3) maintenance and mowing of City parks.

**Public Library Services.** Seventy-three percent (73%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with print collections at the public library; 70% were satisfied with reference services, and 68% were satisfied with audio/video collections. Residents were least satisfied with homebound/home delivery services (56%).

**Public Library Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the public library services that respondents feel are most important for the City to emphasize over the next two years are: 1) programs for children and 2) homebound/home delivery services.

**Code Enforcement.** Sixty percent (60%) of the respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with enforcing the mowing of grass and weeds on commercial property; 59% were satisfied with enforcing the clean-up of litter/debris on residential property, and 59% were satisfied with enforcing the mowing of grass and weeds on residential property. Residents were least satisfied with enforcing exterior maintenance of rental properties (51%).

**Code Enforcement Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the code enforcement services that respondents feel are most important for the City to emphasize over the next two years are: 1) enforcing clean-up of litter/debris on residential property and 2) enforcing mowing of grass and weed on residential property.

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**City Maintenance.** Eighty-six percent (86%) of the respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of City buildings; 82% were satisfied with snow removal on major City streets; 81% were satisfied with the maintenance of traffic signals/signs; 80% were satisfied with mowing and trimming along City streets and other public areas, and 78% were satisfied with the cleanliness of streets and other public areas. Residents were least satisfied with the flow of traffic and congestion management (49%).

**City Maintenance Services That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the City maintenance services that respondents feel are most important to emphasize over the next two years are: 1) maintenance of neighborhood streets, 2) maintenance of major City streets, and 3) flow of traffic and congestion management.

**City Leadership and Communication.** Sixty percent (60%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of leadership, compared to only 12% who were dissatisfied (rating of 1 or 2 on a 5-point scale). The 60% satisfaction rating with the overall quality of leadership is significantly higher than the regional and national average of 44%. Seventy-four percent (74%) of respondents were satisfied with the availability of information about programs and services; 69% were satisfied with efforts to keep them informed about local issues, and 61% were satisfied with the quality of the City's website. Residents were least satisfied with the level of involvement in local decision making (43%). However, this is significantly higher than the regional average of 36%, and the national average of 38%.

**Customer Service.** Twenty percent (20%) of respondents indicated they had called, e-mailed or visited the City with a question, problem, or complaint during the past year. Of those who had contacted the City, 79% who had an opinion felt it was "very easy" or "somewhat easy" to contact the person they needed to reach.

When those who interacted with City employees were asked how often the employees displayed various behaviors, 84% who had an opinion felt they were "always" or "usually" courteous and polite; 75% indicated the employees "always" or "usually" did what they said they would do in a timely manner; 73% felt the employees "always" or "usually" gave prompt, accurate and complete answer to questions, and 69% felt the employees "always" or "usually" helped them resolve an issue to their satisfaction.

## Other Findings

- Aspects of living in Sterling Heights that residents like most include: proximity to family and friends (49%), shopping and entertainment options (48%), affordable cost of living (48%), and quality of life amenities (48%).

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- Things that would make residents consider leaving Sterling Heights include: congestion/traffic (46%), cost of living (37%), changing demographics (36%), and affordability (32%).
- Reasons why respondents would recommend Sterling Heights to family or friends as a place to live include: quality of life amenities (46%), affordable cost of living (46%), shopping and entertainment options (42%), and educational systems (41%).
- Methods that residents have used most often to get City-related information include: City website (59%), City Magazine (57%), traditional U.S. Mail (39%), and social media (30%).
- Sixty-eight percent (68%) of residents who had an opinion “strongly agree” or “agree” that the City should consider expanding curbside recycling to all single family homes; 13% disagree with this expansion, and 19% strongly disagree.
- Thirty percent (30%) of residents who had an opinion think the City should allow up to four chickens to be kept on residential properties within the City’s neighborhoods for the purpose of producing eggs for personal consumption.
- Residents were asked to prioritize a list of options for the use of \$19 million in federal assistance funding. The items given the highest priority, based on the sum of the residents’ top three selections, were 1) water and sewer infrastructure improvements and 2) financial assistance to residents that have suffered economic hardship due to the pandemic.
- Most residents (92%) who had an opinion “strongly agree” or “agree” with the statement, *“From my perception, I feel Sterling Heights is an inclusive community.”* Additionally, 28% who had an opinion felt race relations in the City have improved since they have lived in Sterling Heights; 58% felt it has stayed the same, and 14% believed race relations have worsened since they have lived in the City.



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### How Sterling Heights Compares to the North Central Region

Sterling Heights rated the same as or above the North Central regional average in 42 of the 48 areas that were assessed. The states that make up the North Central Region are Michigan, Indiana, Ohio and Pennsylvania. Sterling Heights rated significantly higher than the North Central regional average (4% or more above) in 39 of these areas. The areas in which Sterling Heights rated at least 15% above the North Central regional average are listed in the table below:

City Service	North Central			Category
	Sterling Heights	Region	Difference	
Special events	76%	38%	38%	Parks & Recreation/City Events
Adult recreation programs offered	70%	35%	35%	Parks & Recreation/City Events
Senior recreation programs offered	69%	34%	35%	Parks & Recreation/City Events
Youth recreation programs offered	68%	39%	28%	Parks & Recreation/City Events
Fees charged for recreational programs	66%	39%	27%	Parks & Recreation/City Events
Availability of info about programs & services	74%	48%	26%	City Leadership and Communication
Value that you receive for your tax dollars & fees	66%	41%	25%	Perceptions of the Community
Overall quality of City services	77%	54%	23%	Perceptions of the Community
Overall image of the City	82%	62%	20%	Perceptions of the Community
Efforts to keep you informed about local issues	67%	48%	18%	City Leadership and Communication
The quality of the City's website	61%	43%	18%	City Leadership and Communication
Maintenance of City buildings	86%	69%	18%	City Maintenance
Mowing & trimming along streets & other areas	80%	63%	18%	City Maintenance
Maintenance of major City streets	62%	45%	17%	City Maintenance
Overall quality of leadership provided	60%	44%	17%	City Leadership and Communication
Park amenities	82%	66%	16%	Parks & Recreation/City Events
Overall quality of local police protection	86%	70%	16%	Public Safety
Feeling of safety in City parks & recreation facilities	81%	66%	15%	Feeling of Safety

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### How Sterling Heights Compares to the National Average

Sterling Heights rated above the national average in 43 of the 48 areas that were assessed. The City rated significantly higher than the national average (4% or more above) in 40 of these areas. The areas in which Sterling Heights rated at least 15% above the national average are listed in the table below:

City Service	Sterling Heights	U.S.	Difference	Category
Senior recreation programs offered	69%	28%	41%	Parks & Recreation/City Events
Special events	76%	39%	38%	Parks & Recreation/City Events
Adult recreation programs offered	70%	34%	36%	Parks & Recreation/City Events
Fees charged for recreational programs	66%	34%	32%	Parks & Recreation/City Events
Youth recreation programs offered	68%	39%	28%	Parks & Recreation/City Events
Park amenities	82%	54%	28%	Parks & Recreation/City Events
Maintenance of City buildings	86%	63%	23%	City Maintenance
Availability of info about programs & services	74%	51%	23%	City Leadership and Communication
Overall quality of local police protection	86%	64%	23%	Public Safety
Value that you receive for your tax dollars & fees	66%	44%	22%	Perceptions of the Community
Mowing & trimming along streets & other areas	80%	60%	21%	City Maintenance
Overall quality of City services	77%	59%	19%	Perceptions of the Community
Overall image of the City	82%	64%	18%	Perceptions of the Community
How quickly police respond to emergencies	83%	65%	18%	Public Safety
Cleanliness of streets & other public areas	78%	60%	17%	City Maintenance
Feeling of safety in City parks & recreation facilities	81%	64%	17%	Feeling of Safety
Snow removal on major City streets	82%	65%	16%	City Maintenance
Bike/Hike Trail System	79%	63%	16%	Parks & Recreation/City Events
Overall quality of leadership provided	60%	44%	16%	City Leadership and Communication
Efforts to keep you informed about local issues	67%	51%	16%	City Leadership and Communication



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### Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, it should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

- **Priorities within Departments/Specific Areas:** This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department/area over the next two years are listed below:
  - **Public Safety:** visibility of police in neighborhoods and enforcement of local traffic laws
  - **Parks and Recreation and City Events:** none of the parks and recreation and City events items were selected as a “high priority” for improvement
  - **Public Library Services:** none of the public library services were selected as a “high priority” for improvement
  - **Code Enforcement:** enforcing clean-up of litter/debris on residential property and enforcing mowing of grass and weeds on residential property
  - **City Maintenance:** maintenance of neighborhood streets and flow of traffic and congestion management

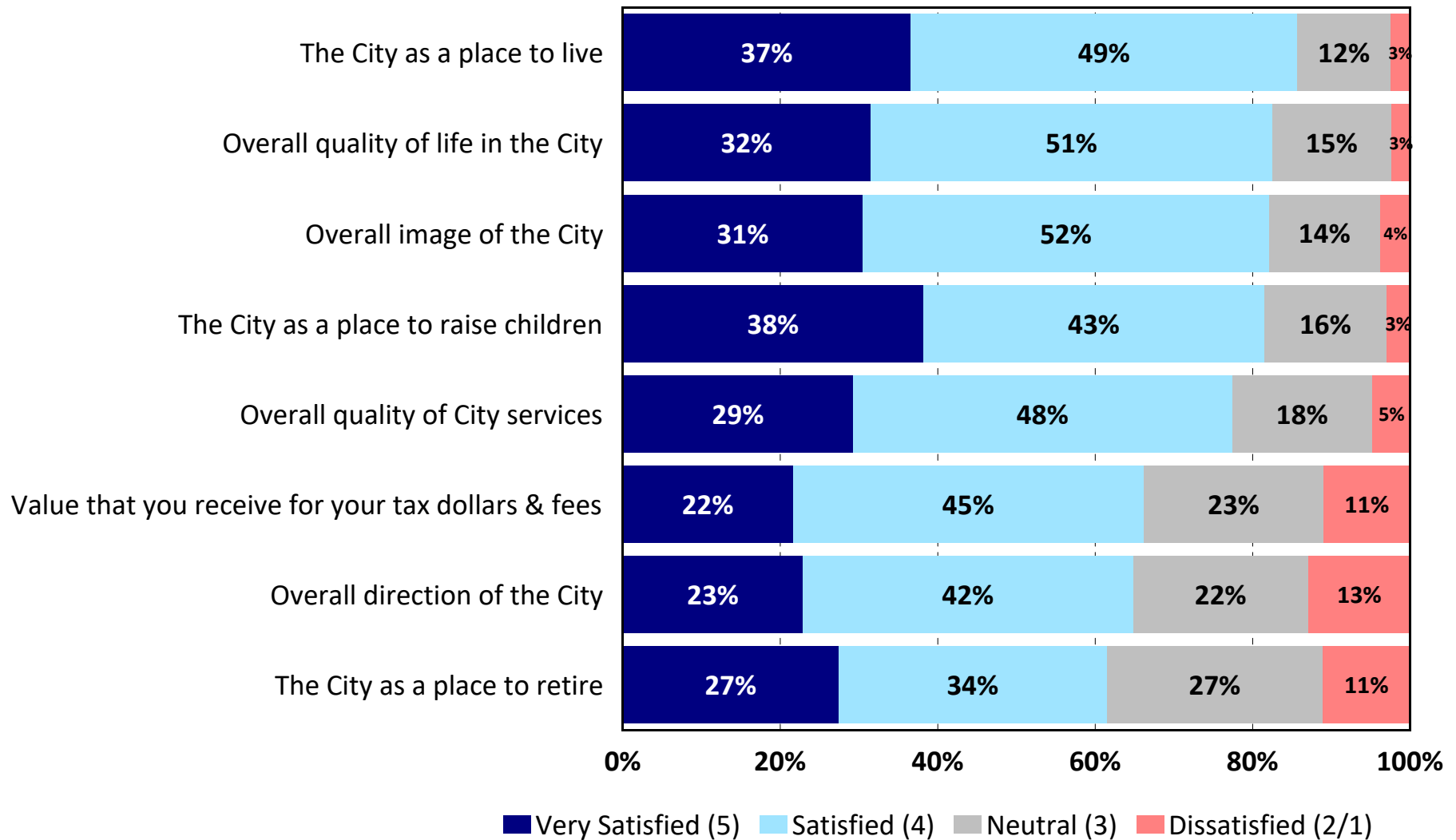


# Charts and Graphs:



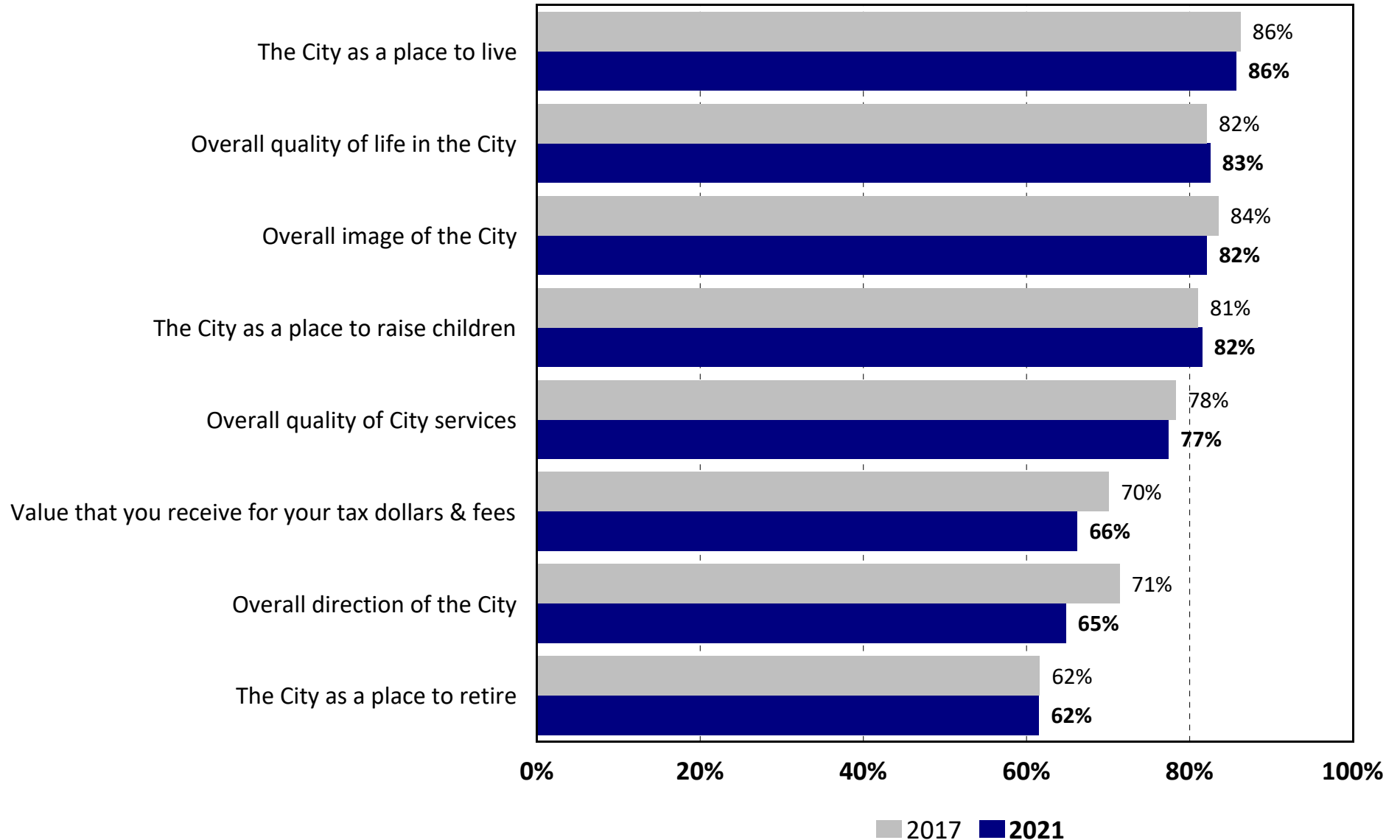
# Q1. Satisfaction with Items That Influence Perceptions of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



# TRENDS: Satisfaction with Items That Influence Perceptions of the City

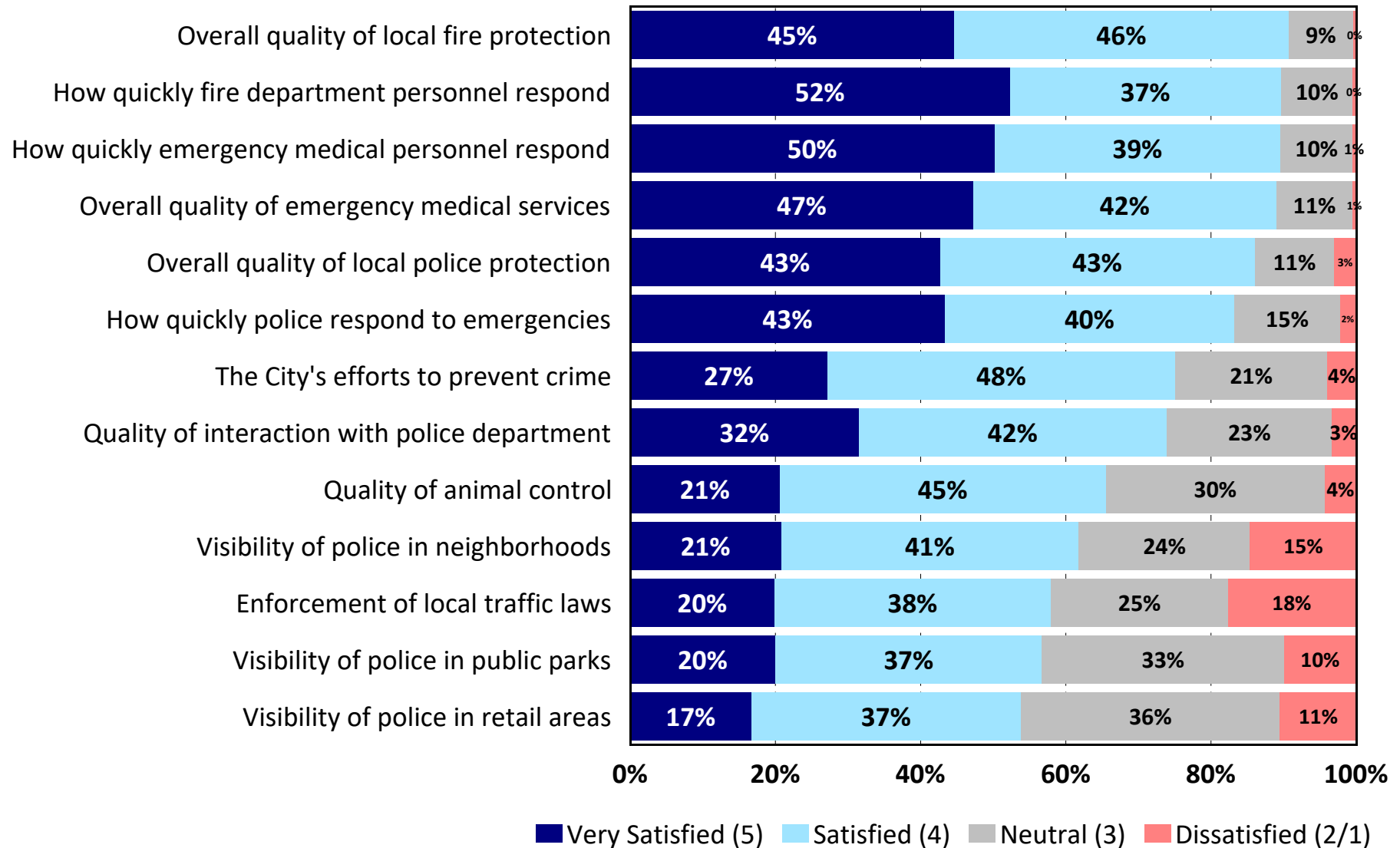
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)





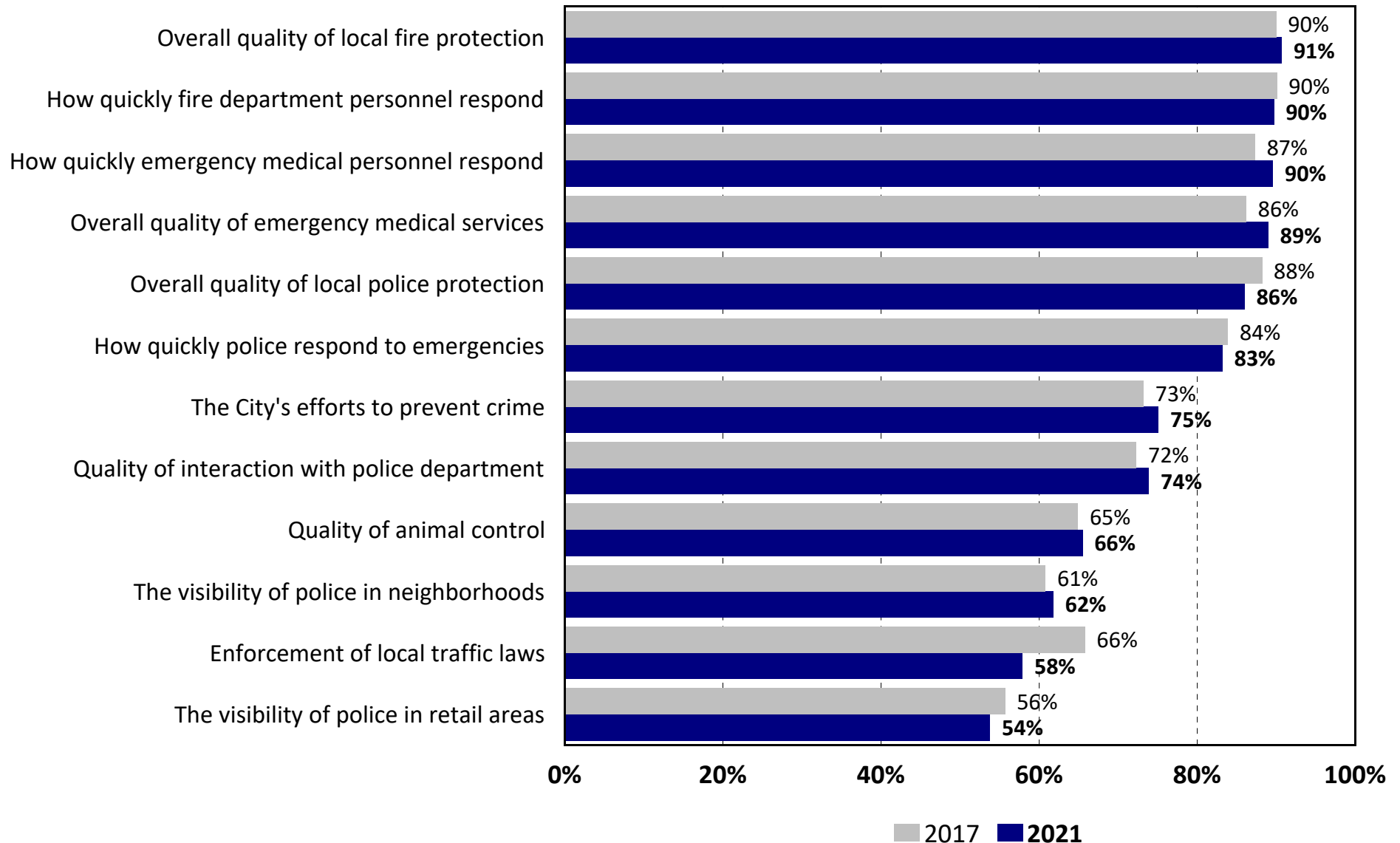
## Q2. Satisfaction with Public Safety

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



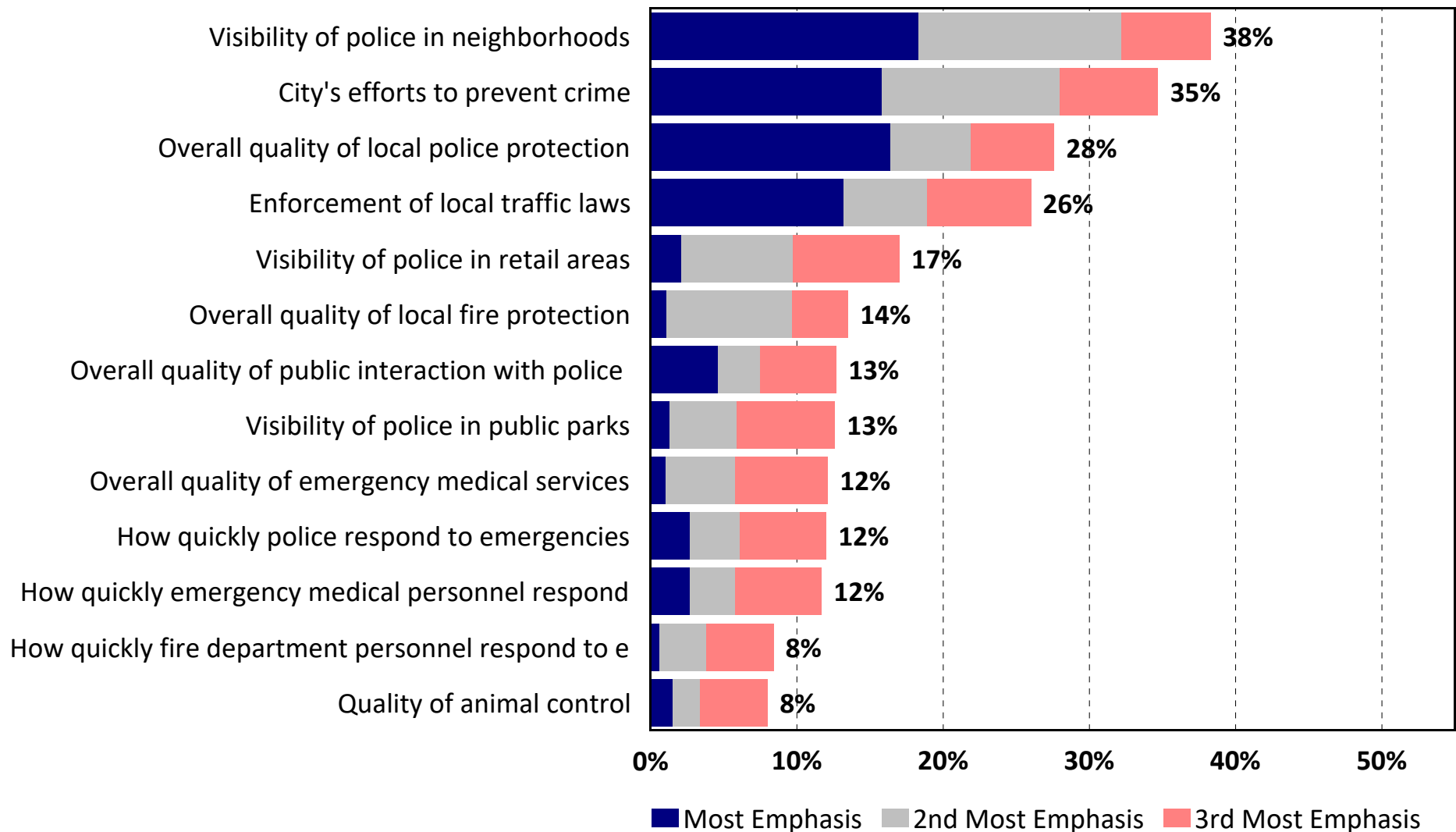
# TRENDS: Satisfaction with Public Safety

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



# Q3. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

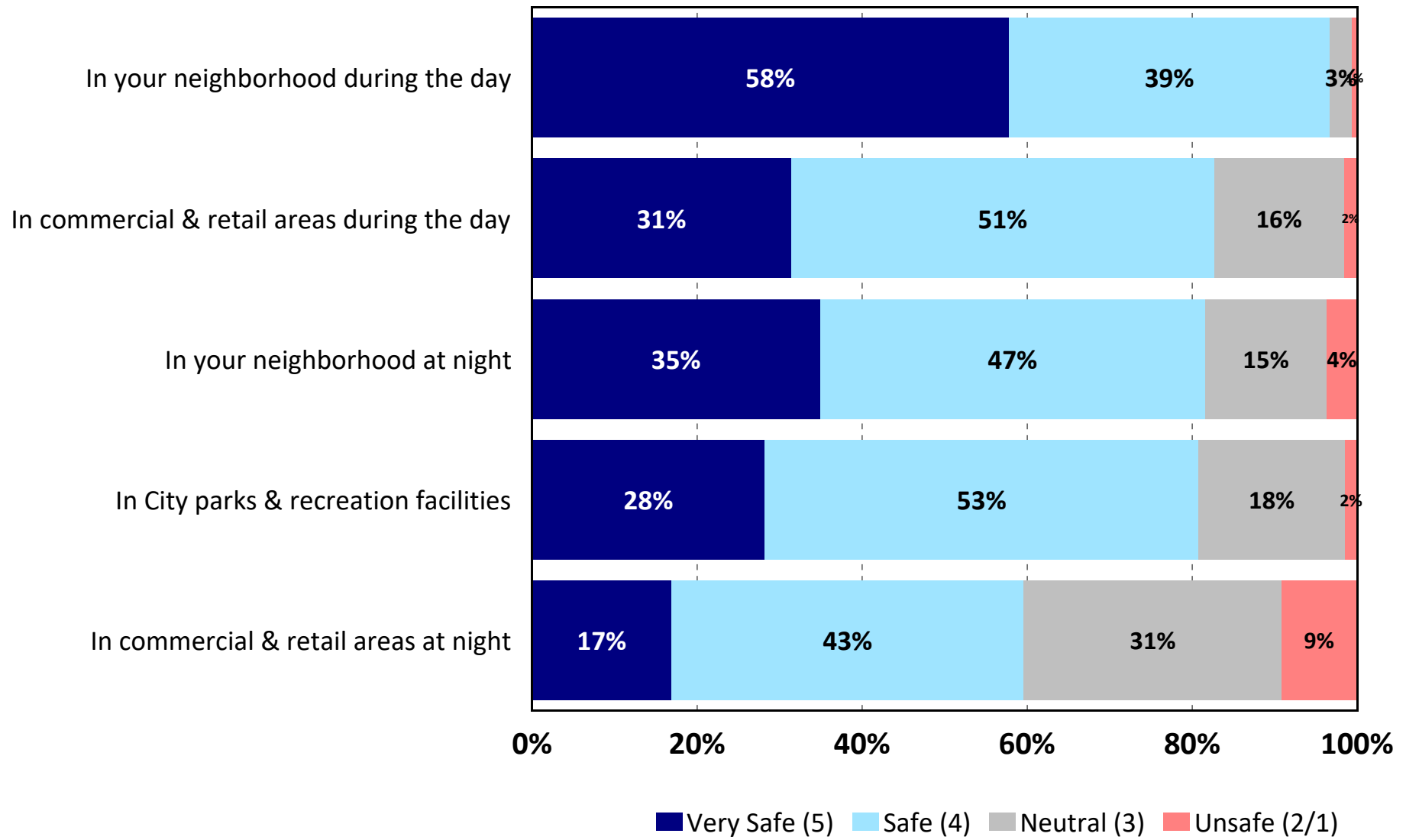
by percentage of respondents who selected the item as one of their top three choices





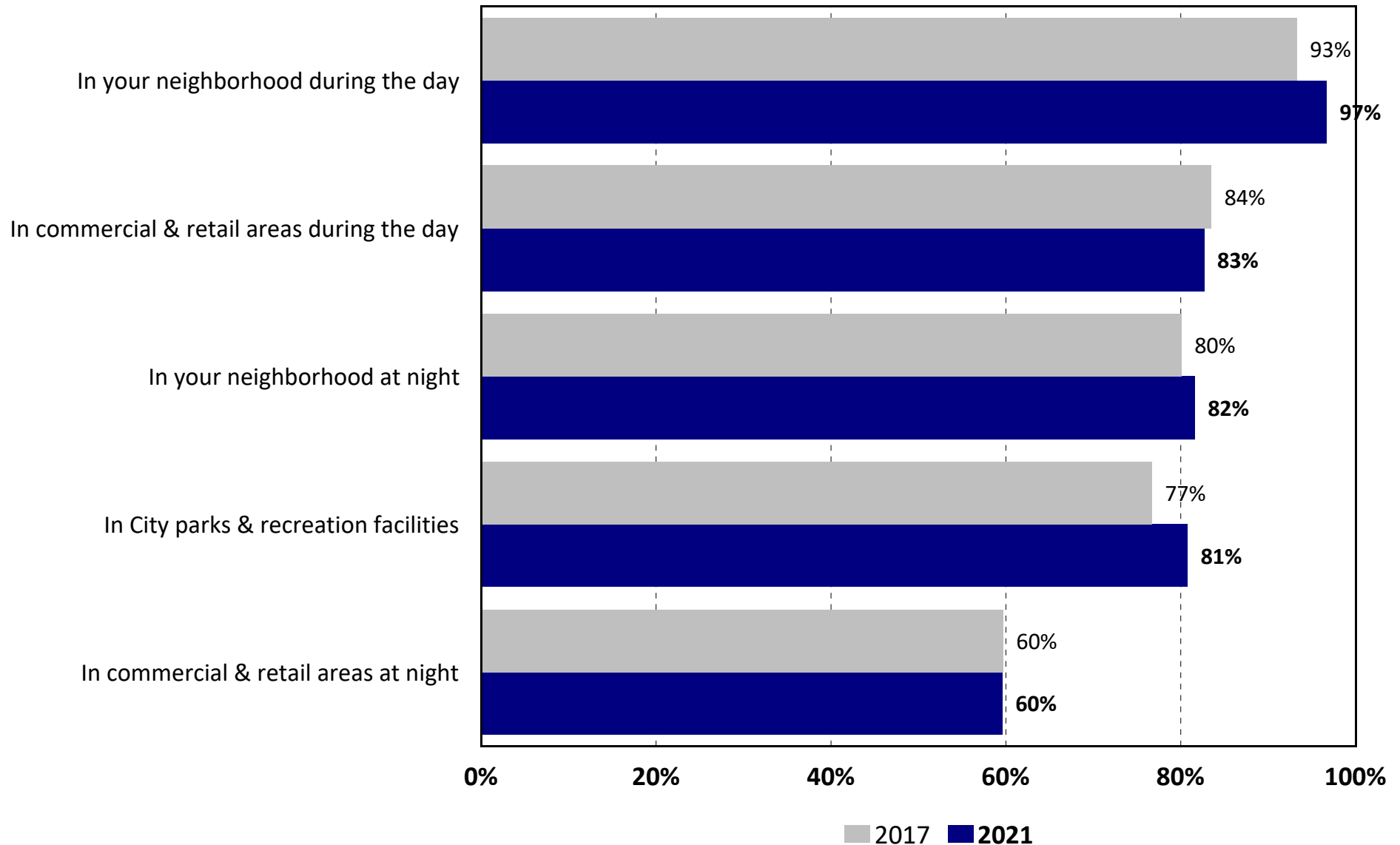
## Q4. Feeling of Safety in Various Situations

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



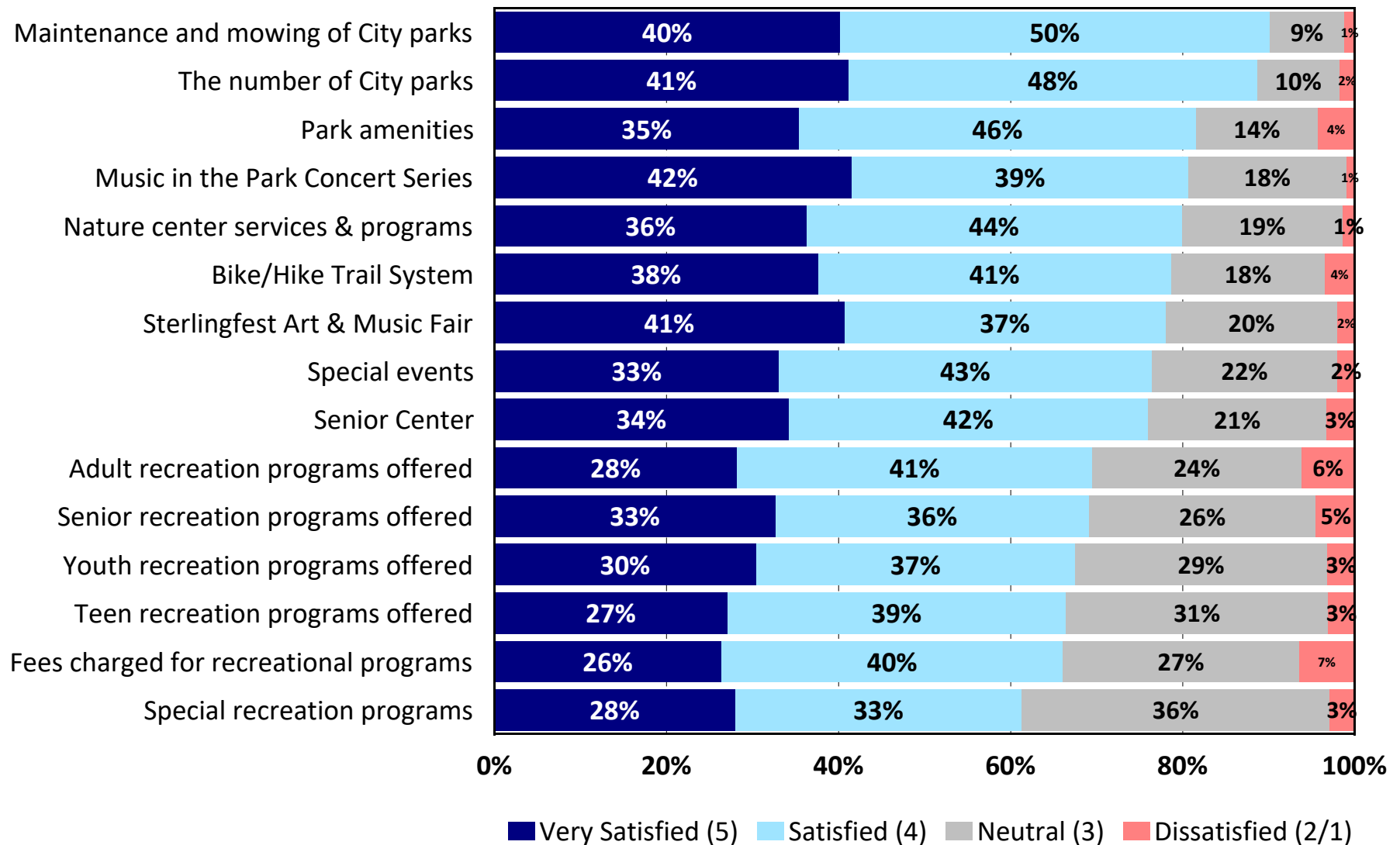
# TRENDS: Feeling of Safety in Various Situations

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



## Q5. Satisfaction with Parks and Recreation Services and City Events

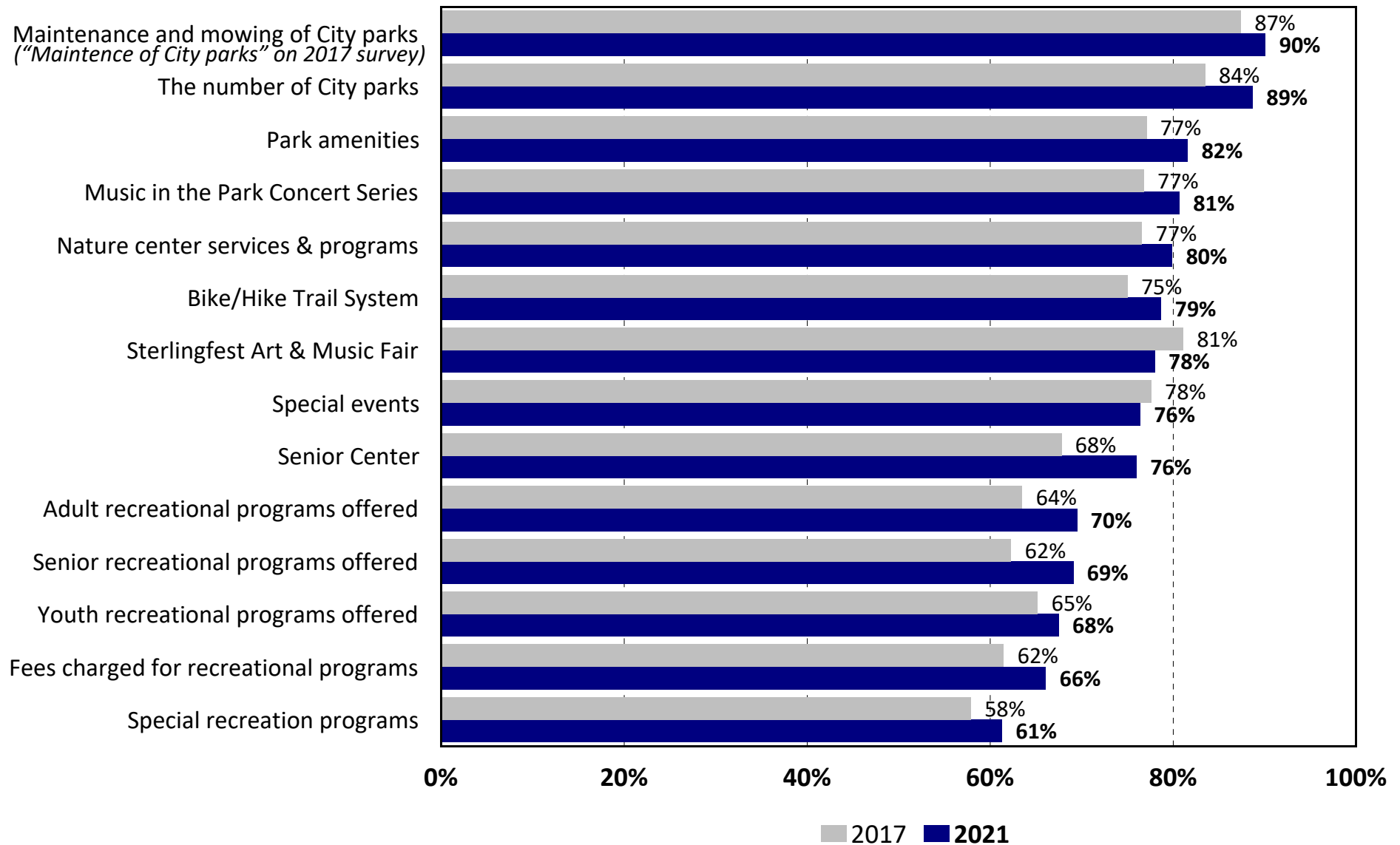
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)





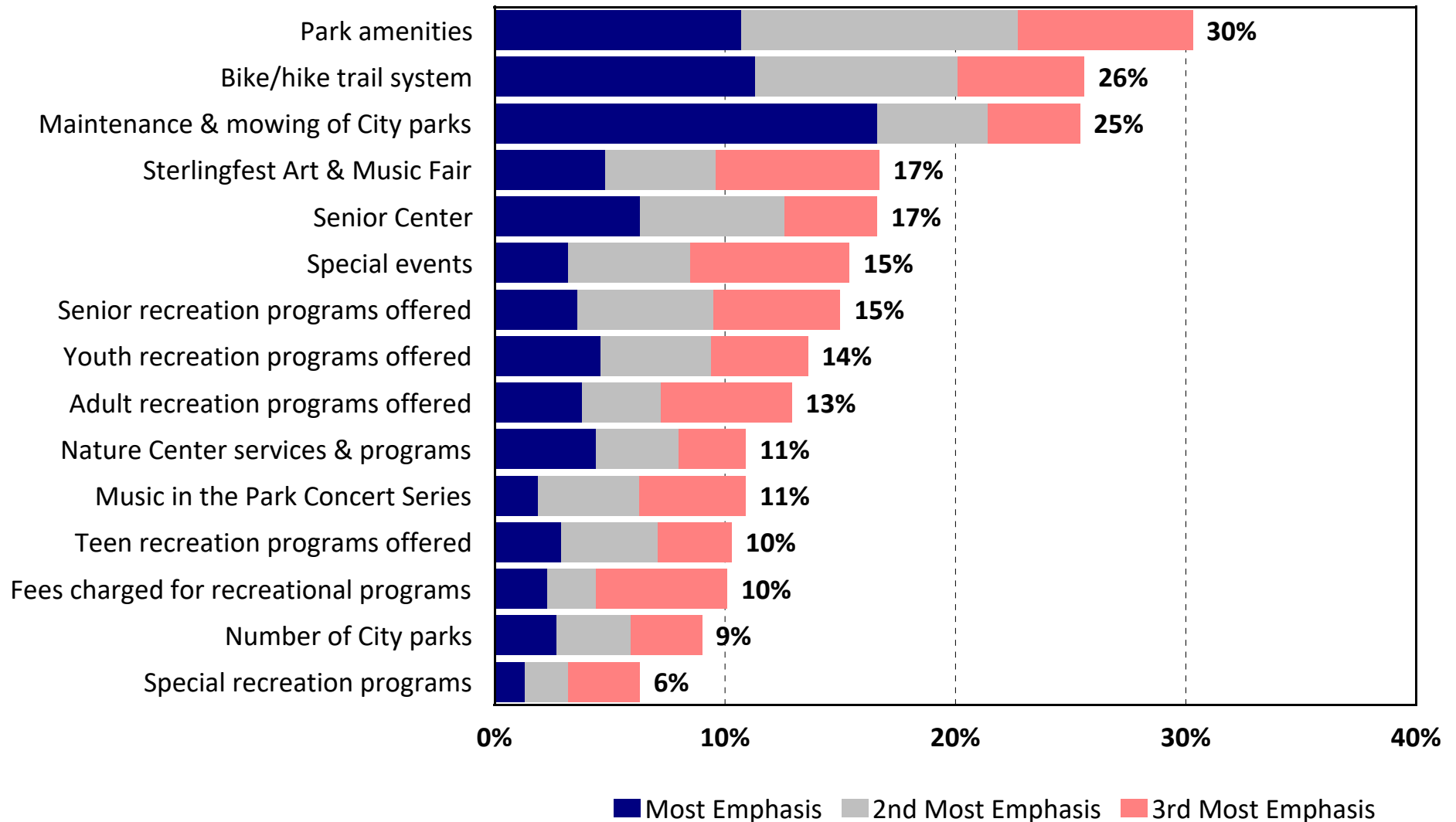
# TRENDS: Satisfaction with Parks and Recreation Services and City Events

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



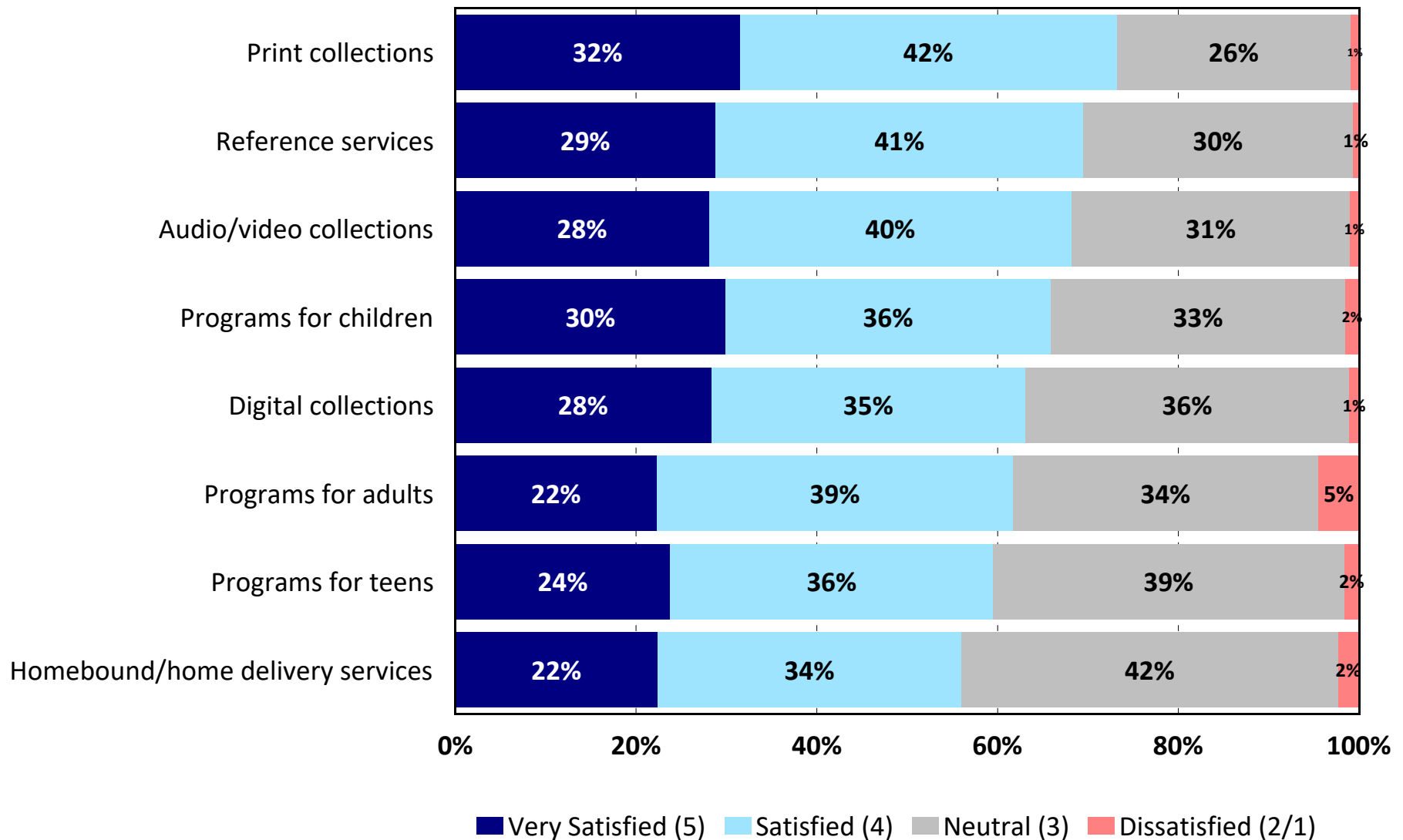
## Q6. Parks & Recreation & City Events That Should Receive the Most Emphasis Over the Next Two Years

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



## Q7. Satisfaction with Public Library Services

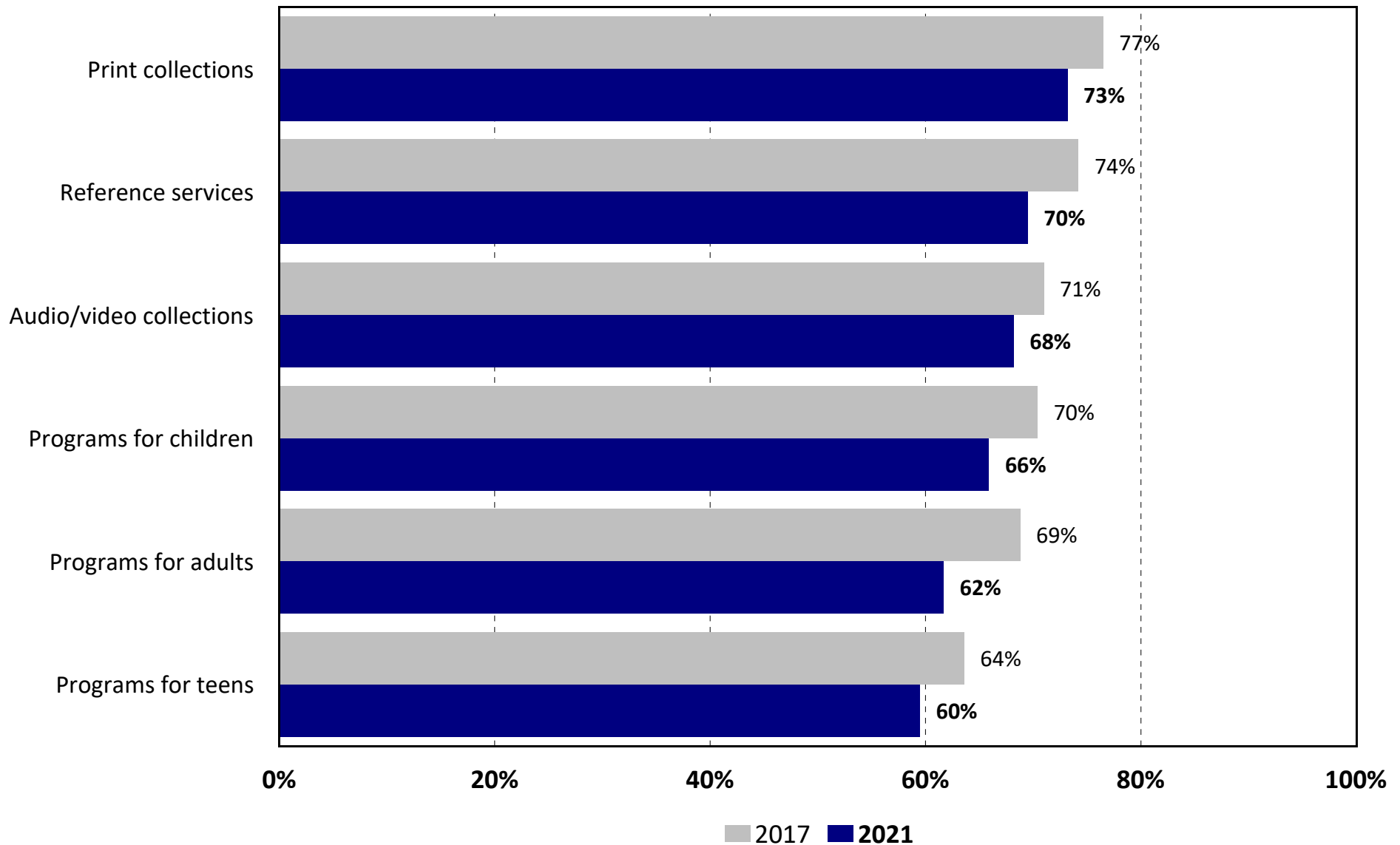
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)





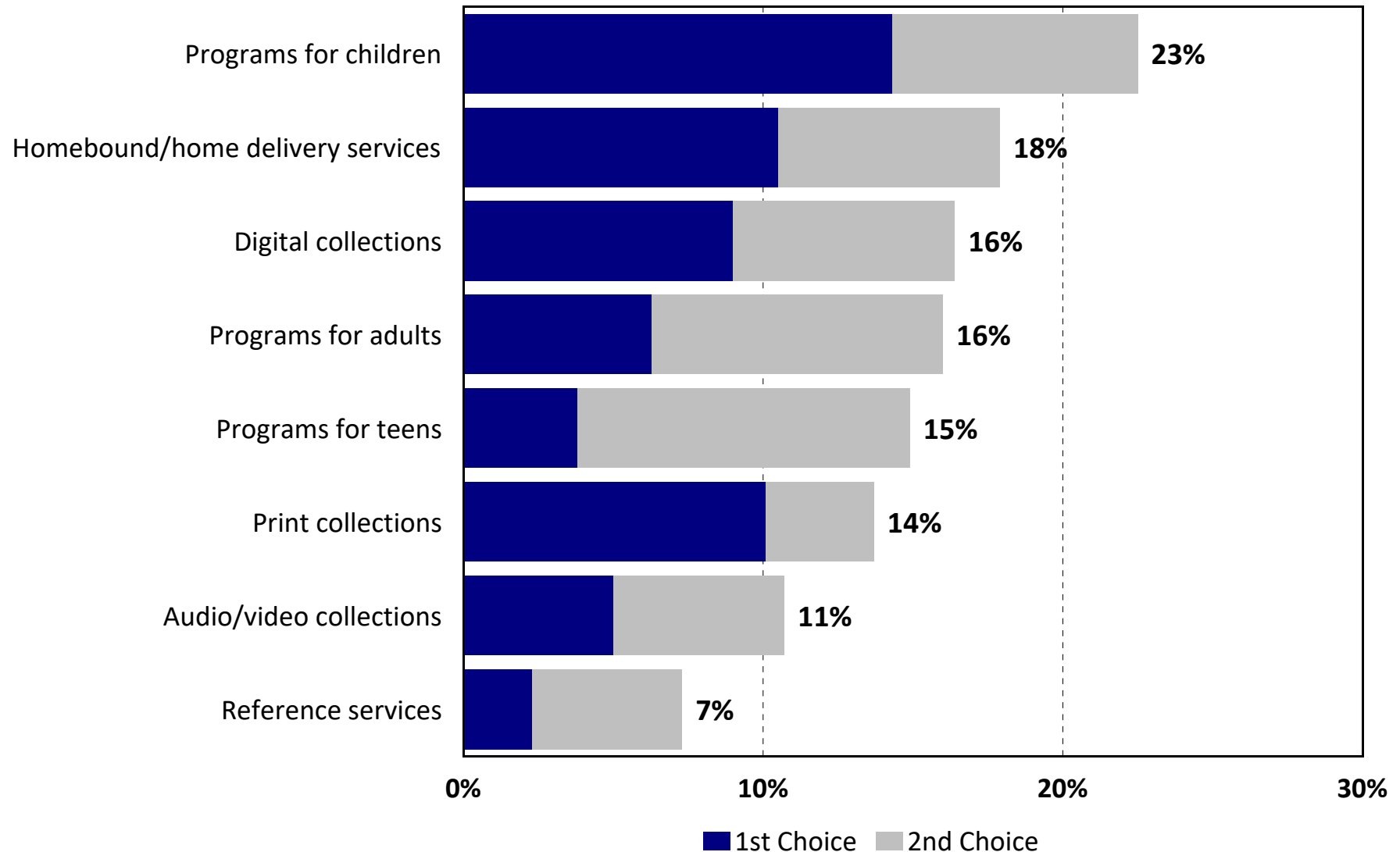
# TRENDS: Satisfaction with Public Library Services

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



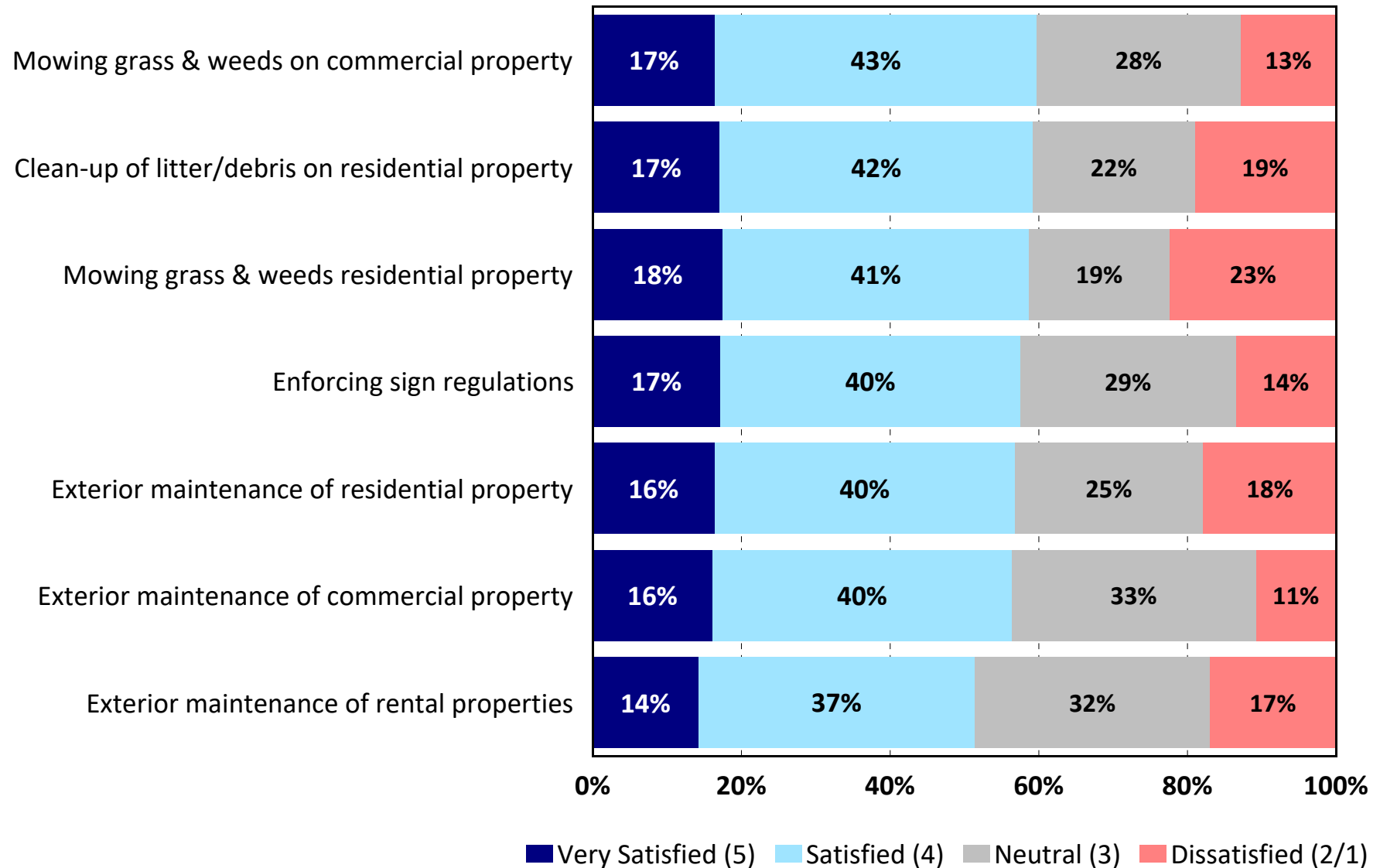
## Q8. Library Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



## Q9. Satisfaction with Code Enforcement

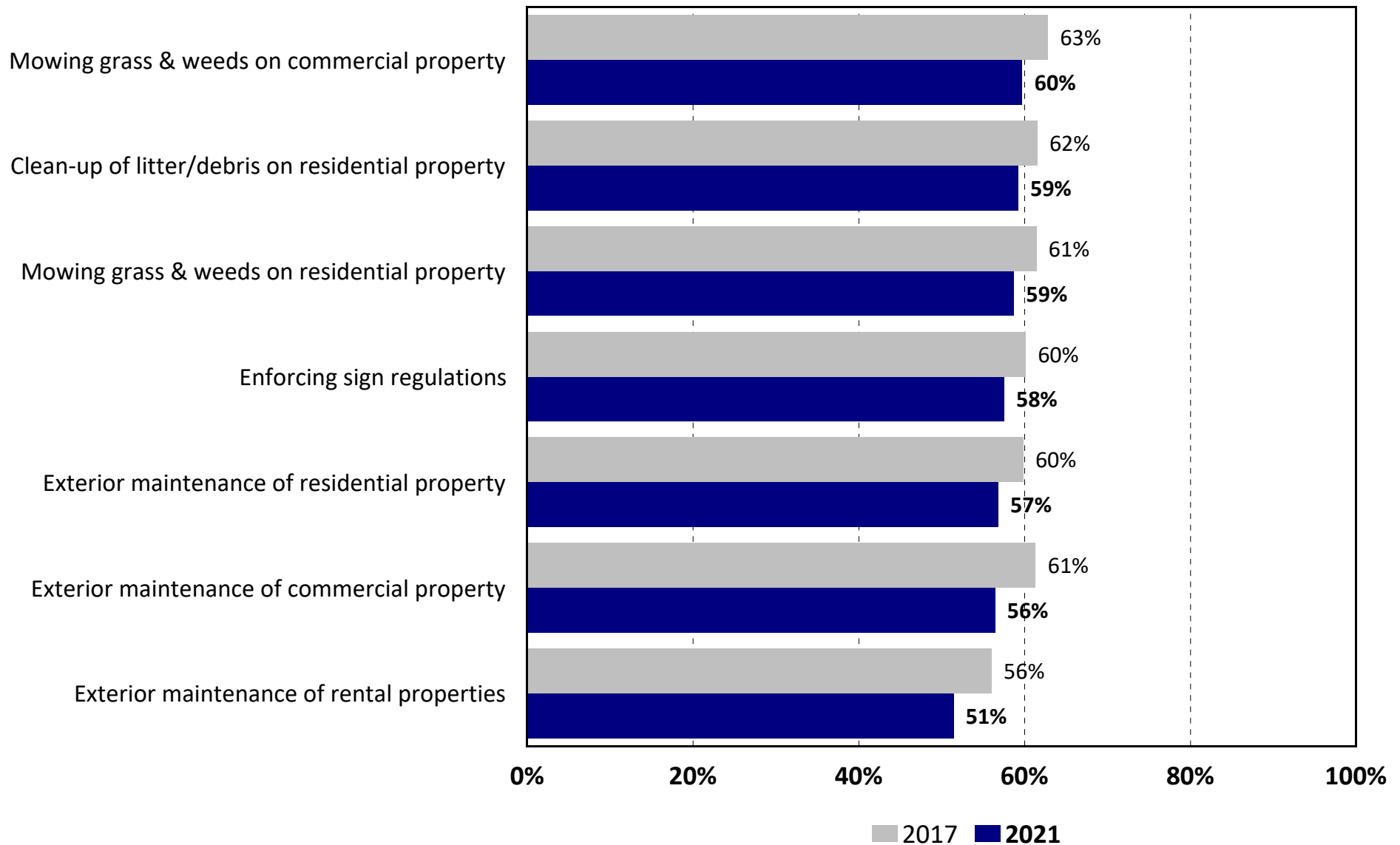
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)





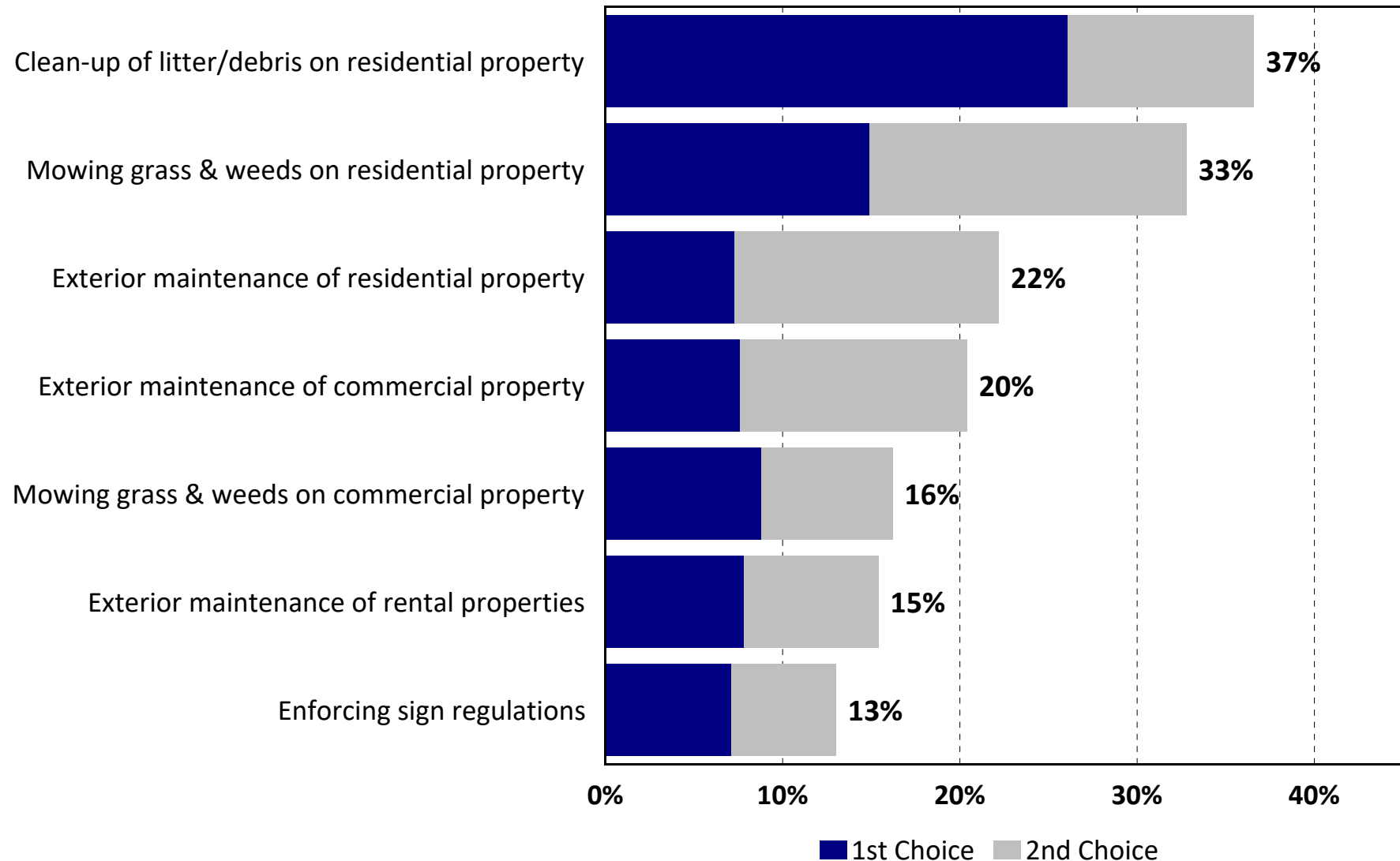
# TRENDS: Satisfaction with Code Enforcement

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



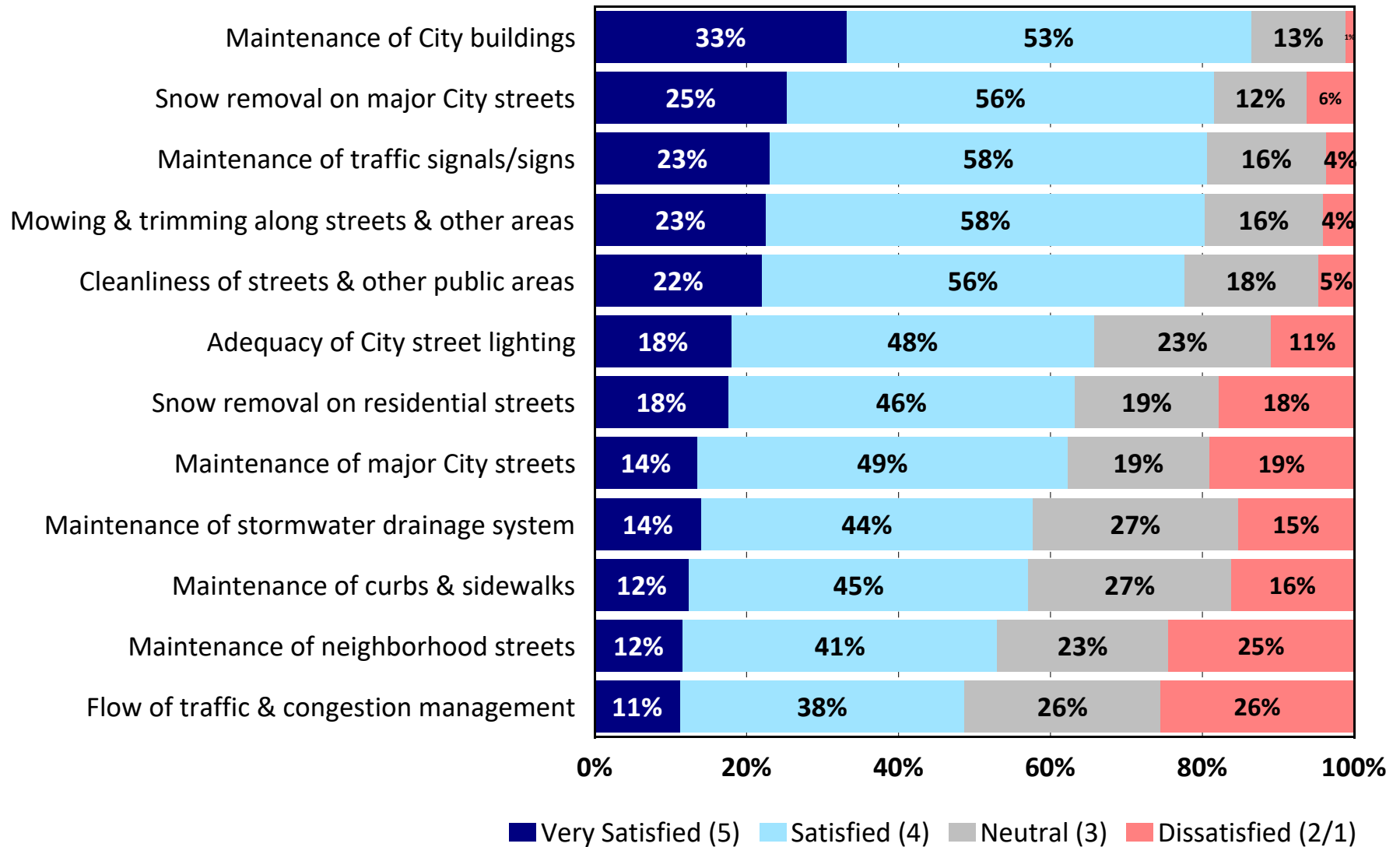
## Q10. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



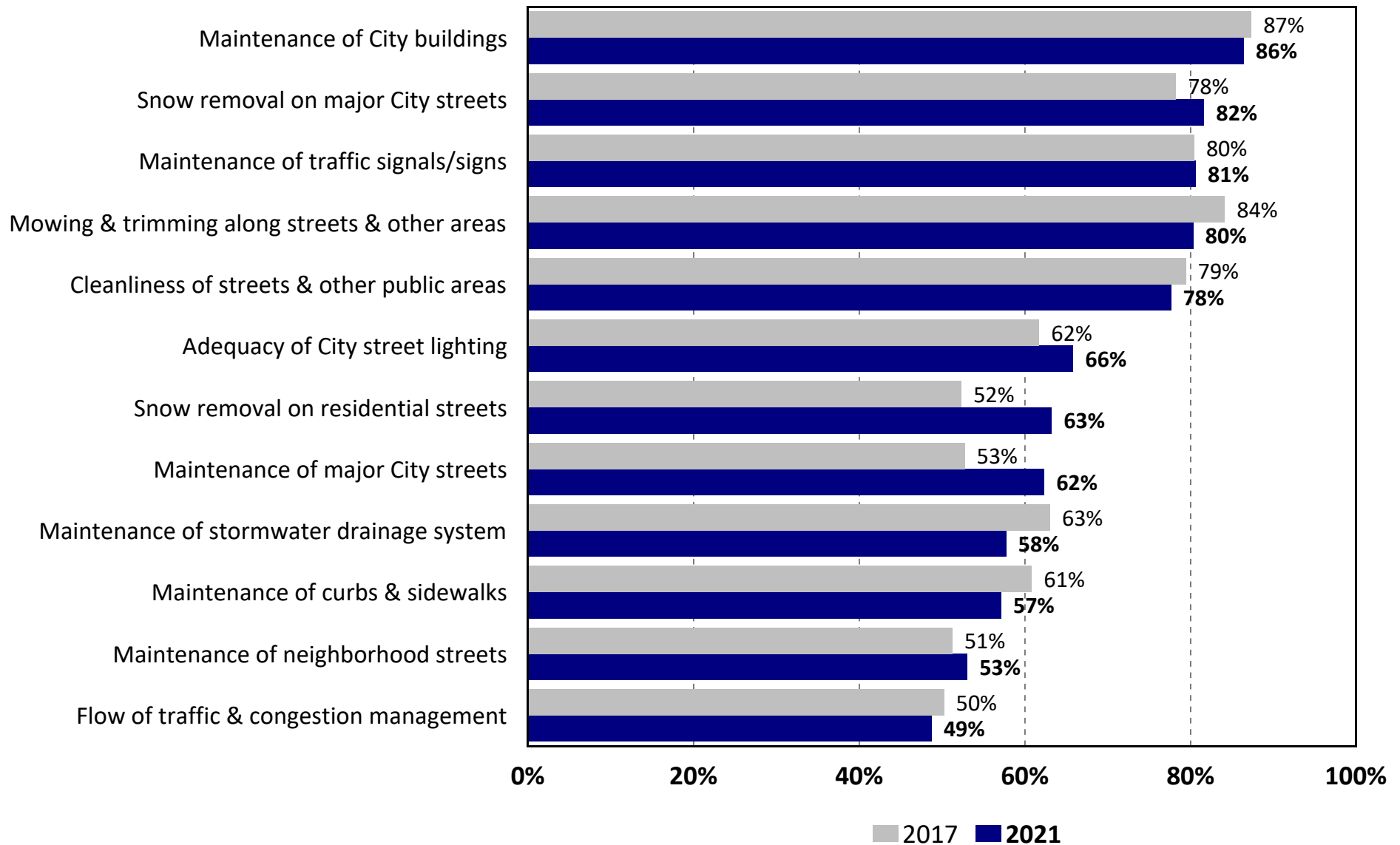
# Q11. Satisfaction with City Maintenance

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



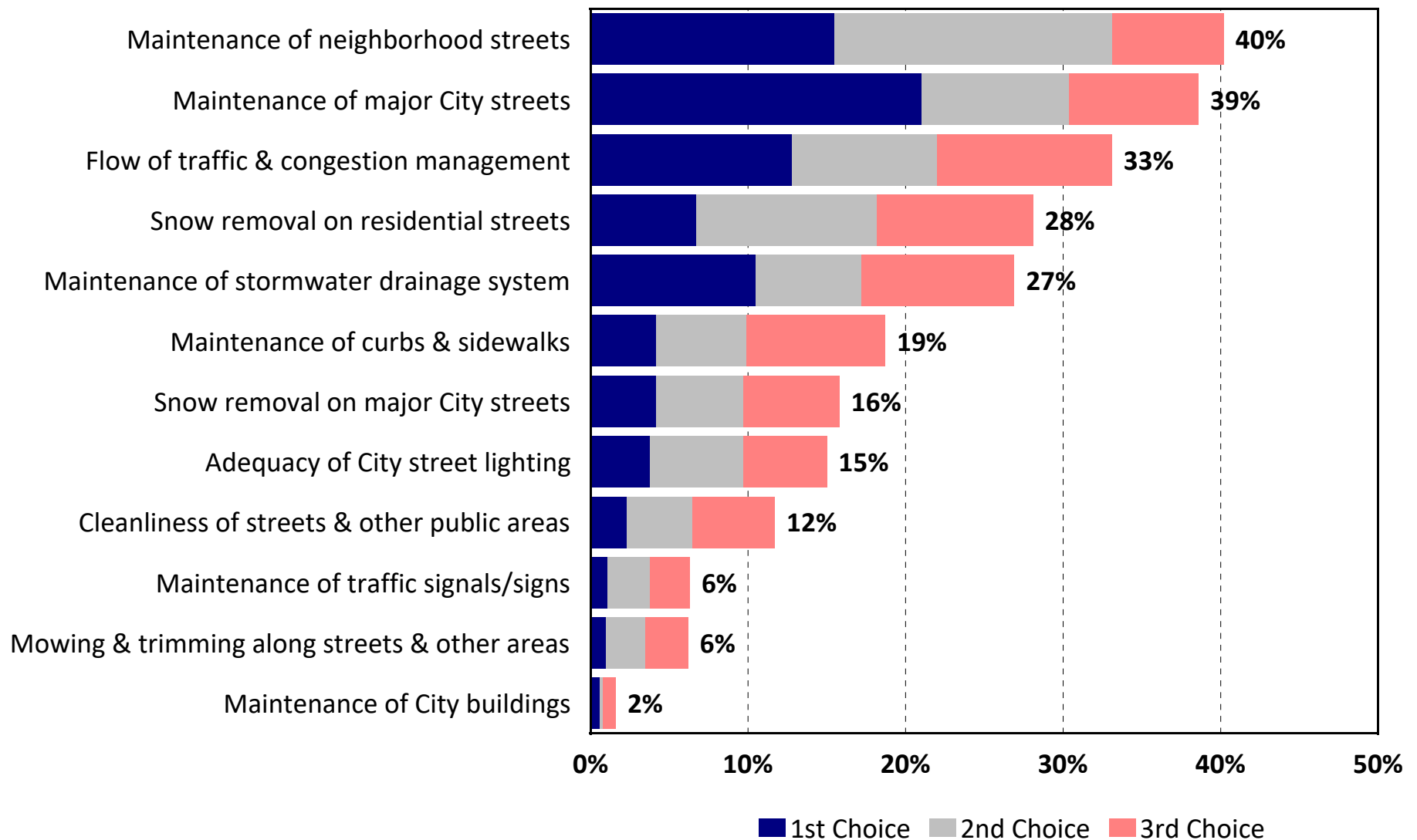
# TRENDS: Satisfaction with City Maintenance

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



## Q12. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

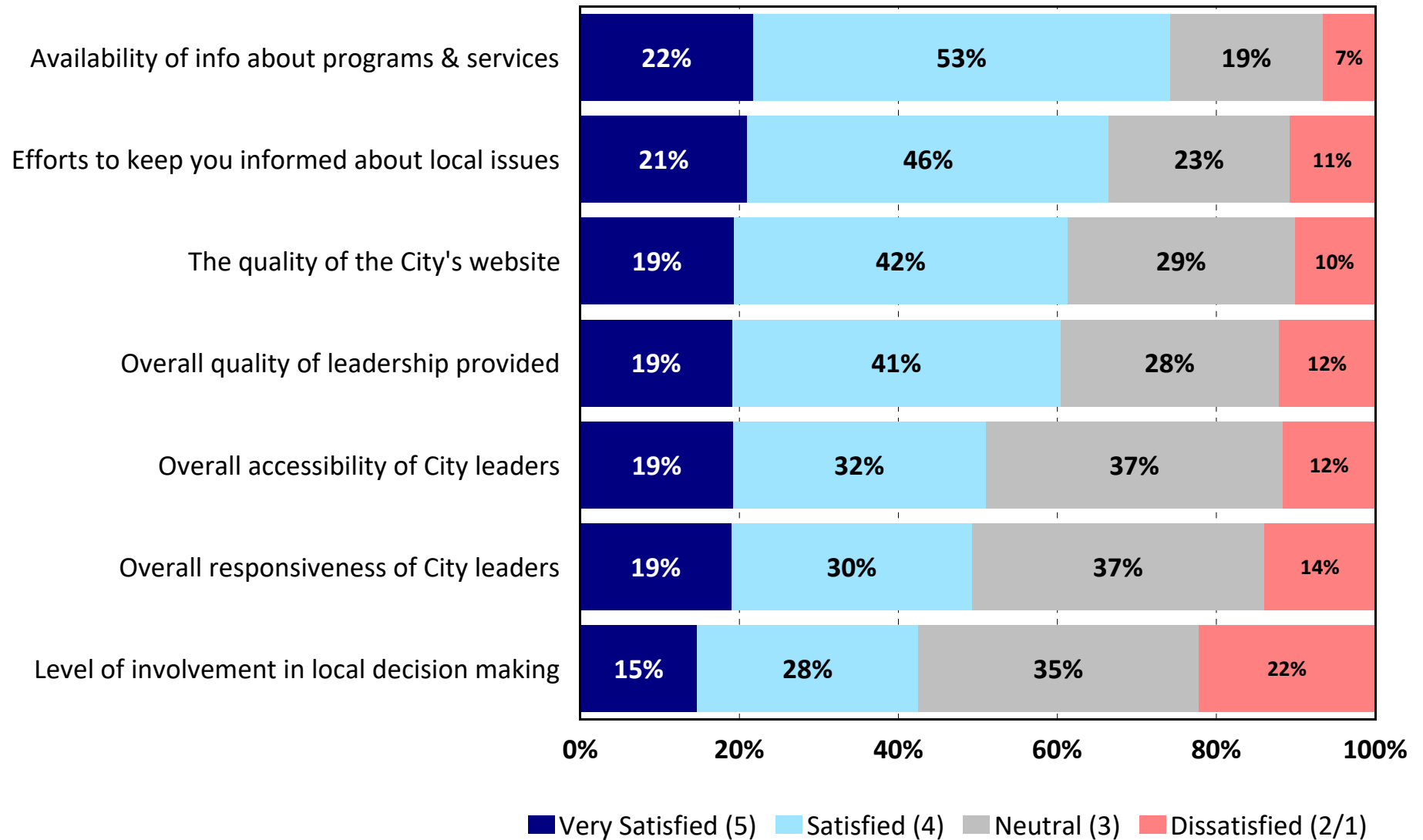
by percentage of respondents who selected the item as one of their top three choices





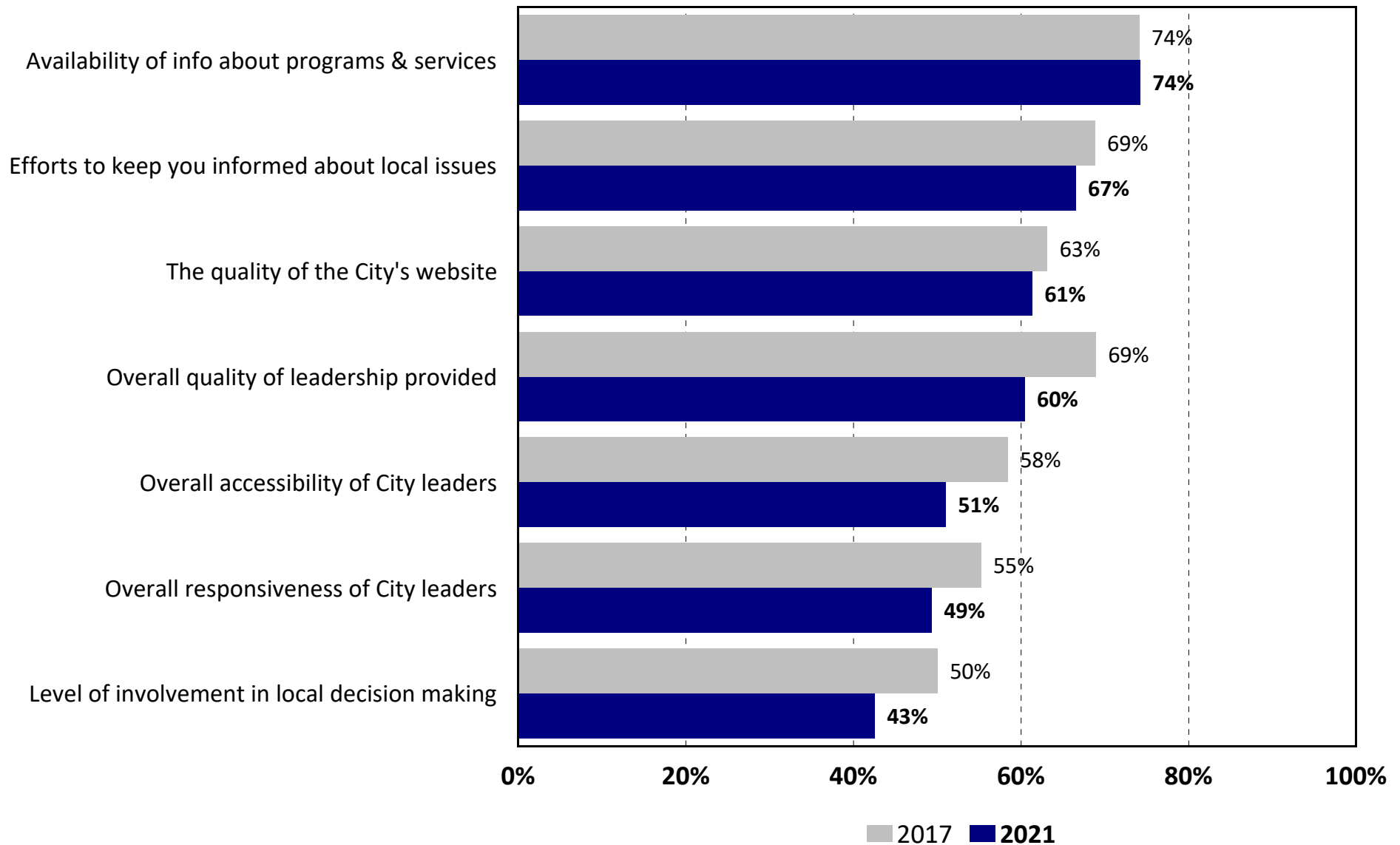
# Q13. Satisfaction with City Leadership and Communication

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



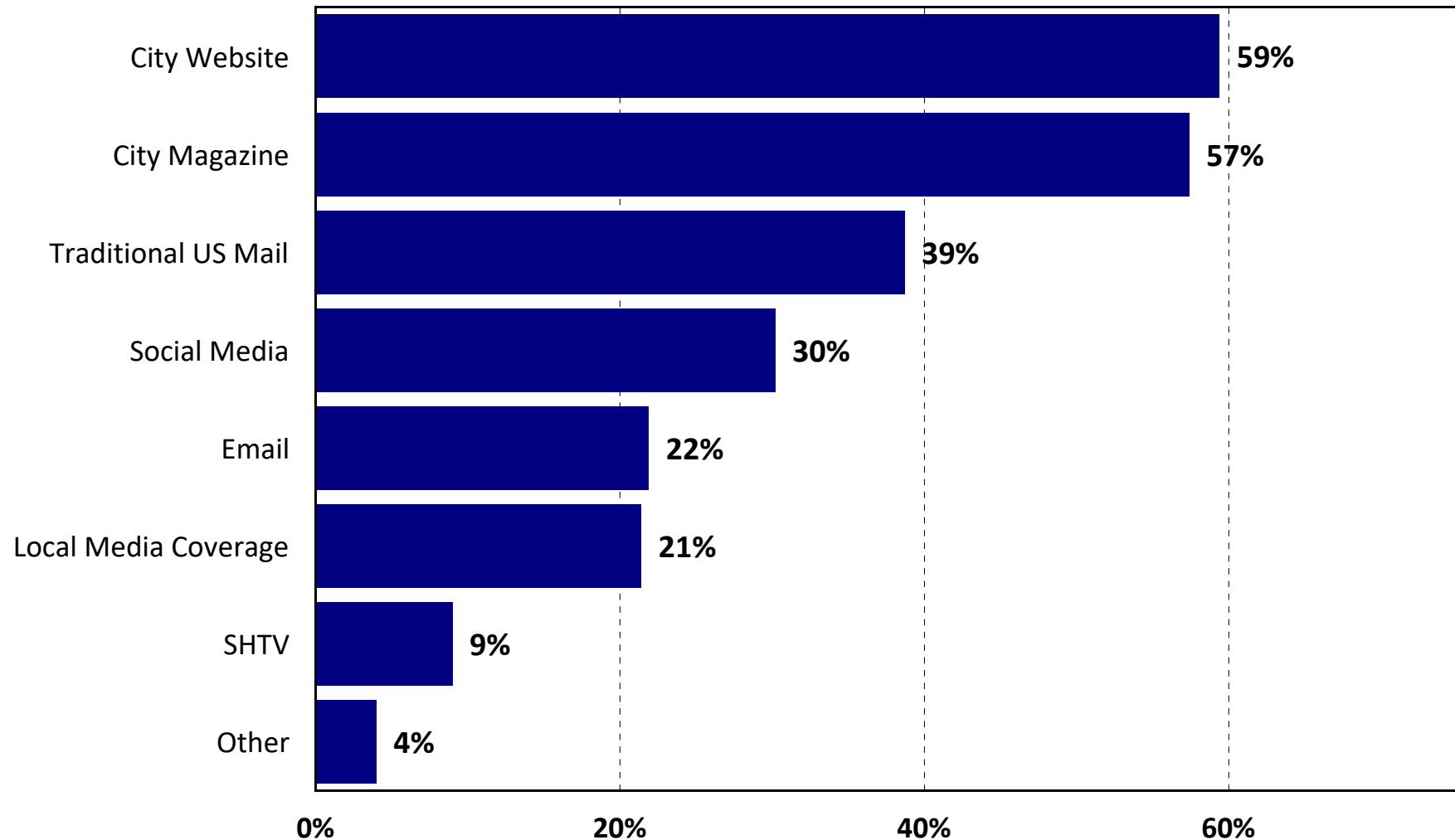
# TRENDS: Satisfaction with City Leadership and Communication

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



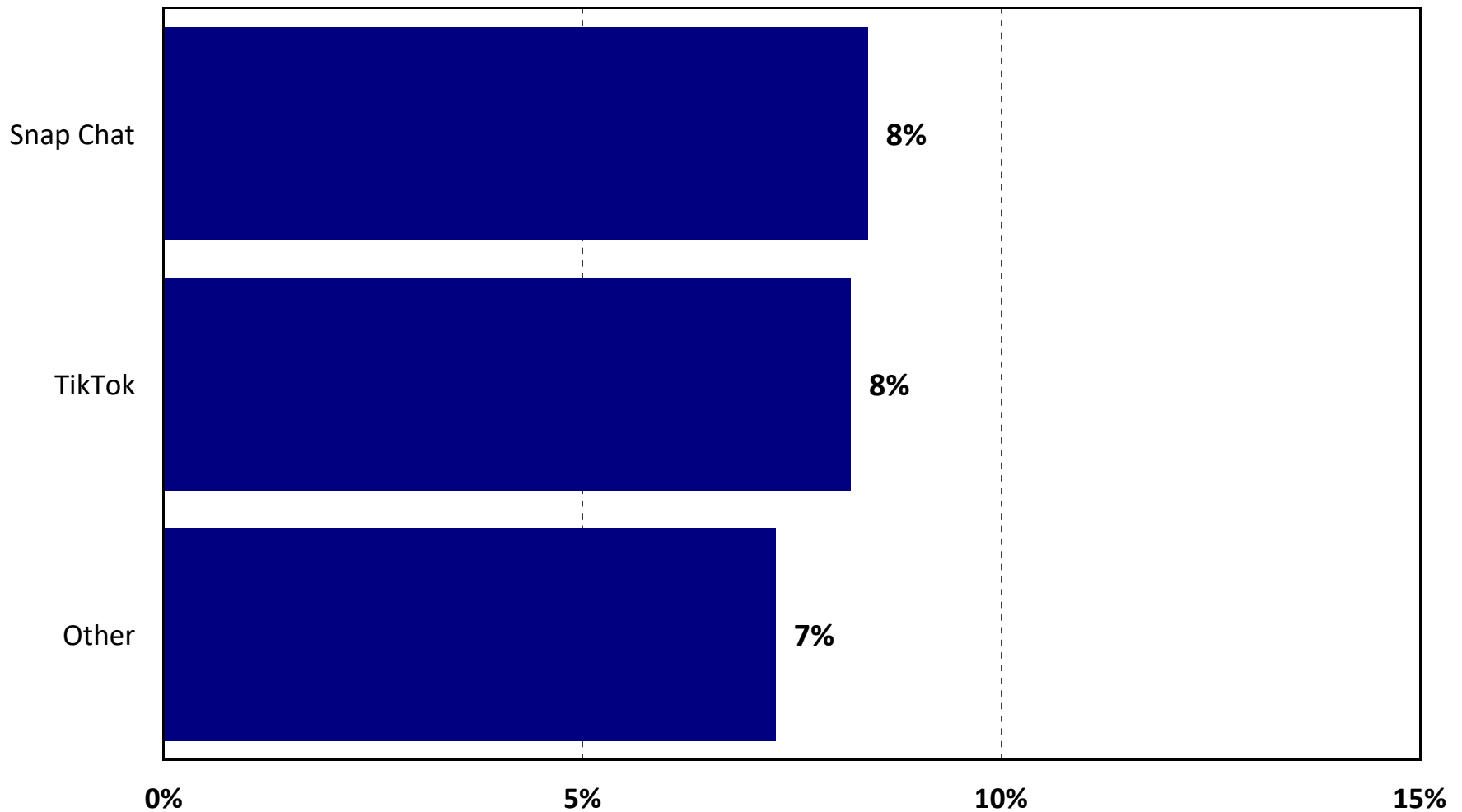
## Q14. Methods Respondents Have Used to Get City-Related Information

by percentage of respondents (multiple choices could be made)



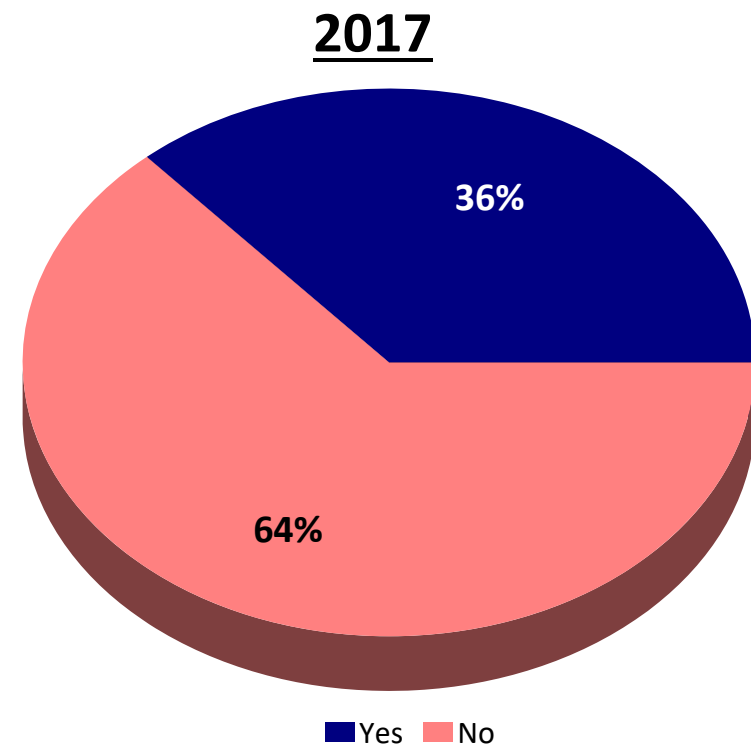
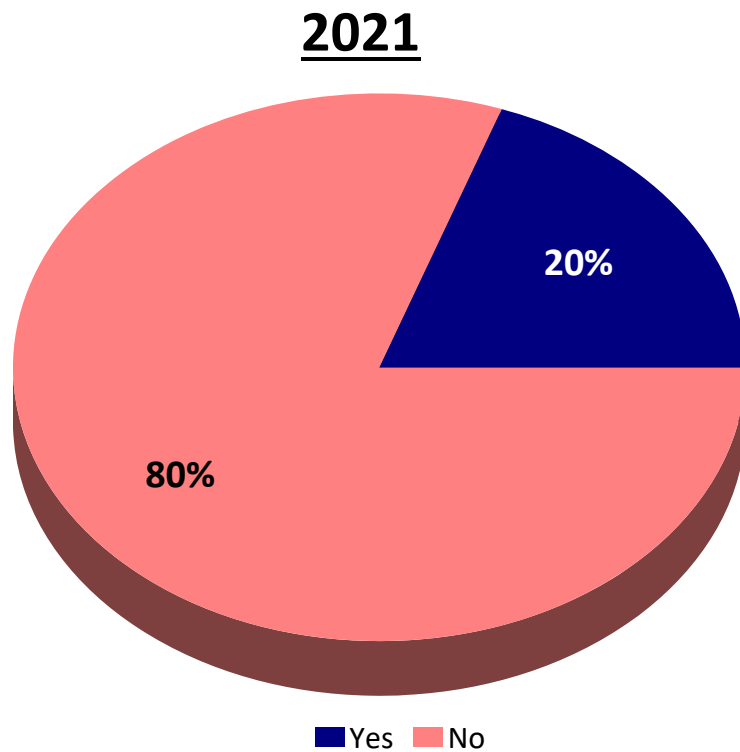
## Q15. Communication Channels Respondents Think the City Should Be Using That It Currently Is Not

by percentage of respondents (multiple choices could be made)



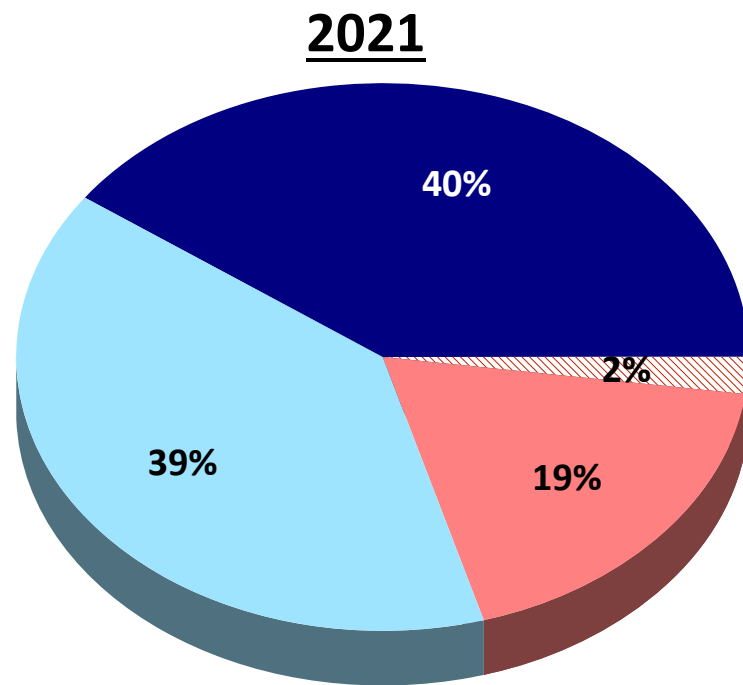
## Q16. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents

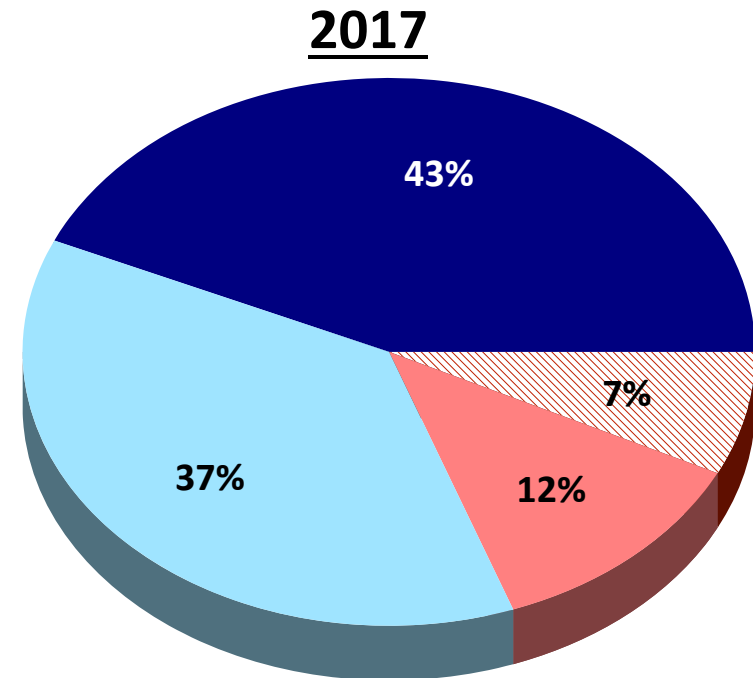


## Q16a. How easy was it to contact the person you needed to reach?

by percentage of respondents who have called, e-mailed or visited the City in the past year  
(excluding don't knows)



Very Easy   Somewhat Easy  
Difficult   Very Difficult

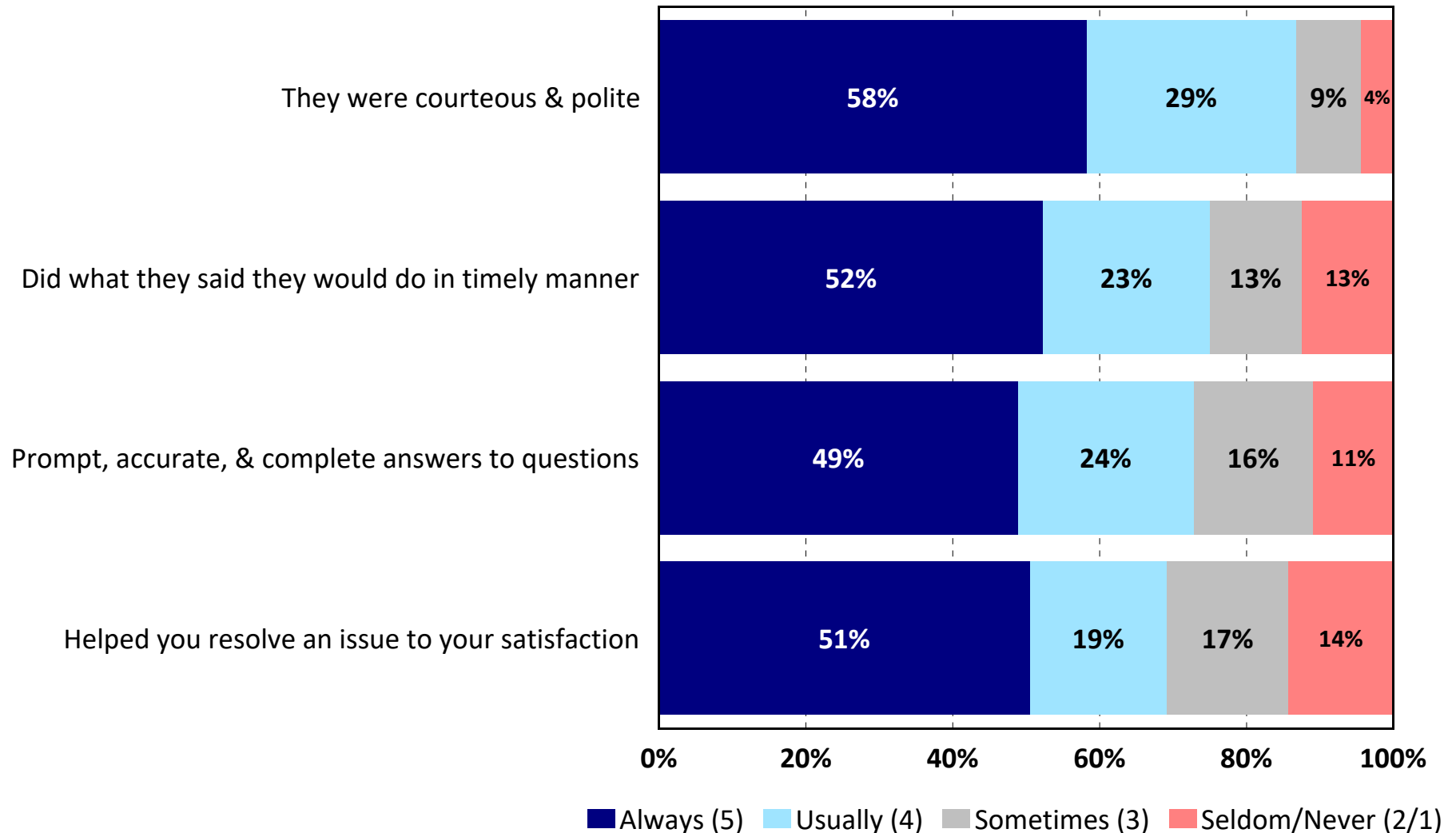


Very Easy   Somewhat Easy  
Difficult   Very Difficult



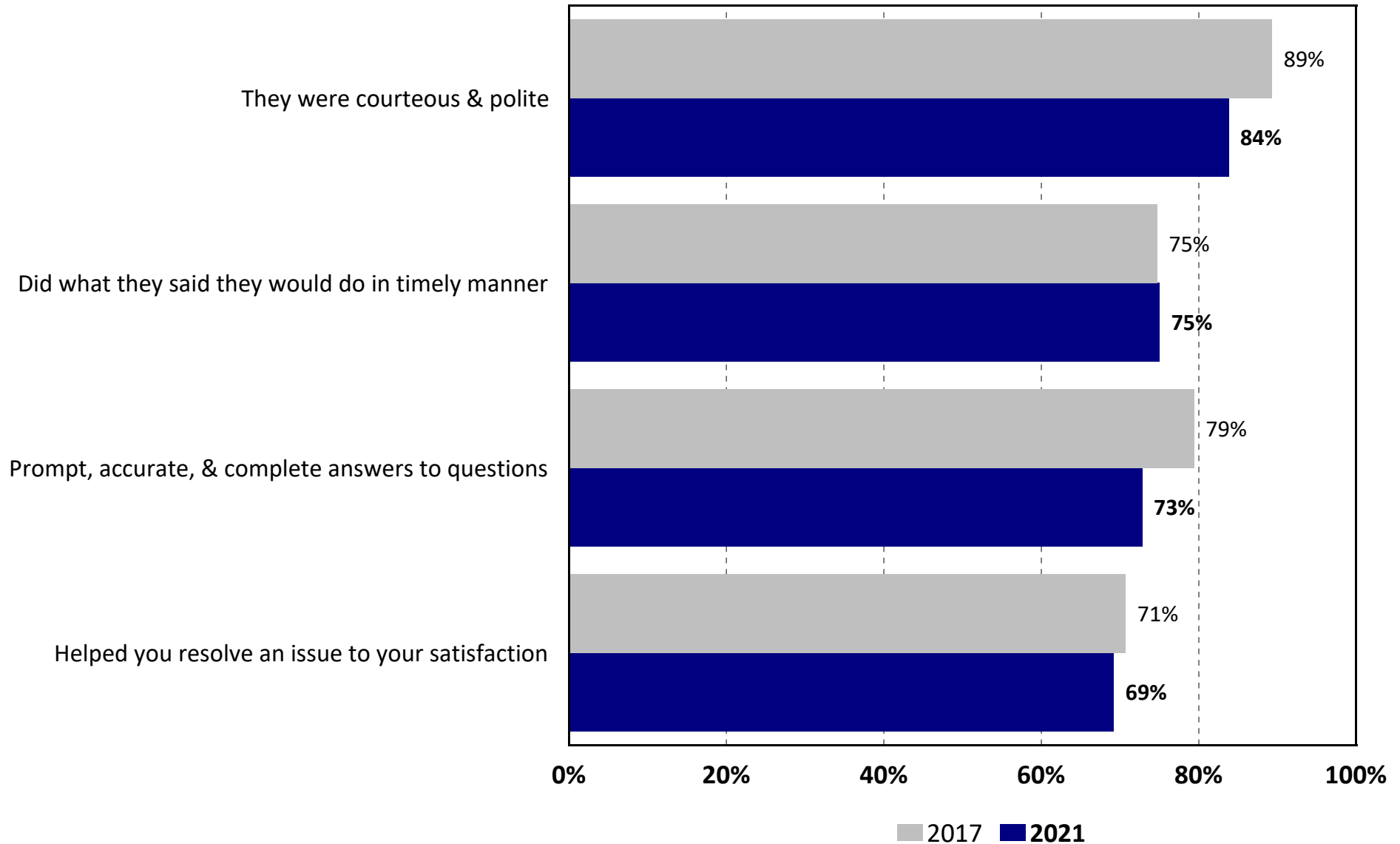
## Q16b. How Often Employees Have Displayed Various Behaviors

by percentage of respondents who have contacted the city and rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



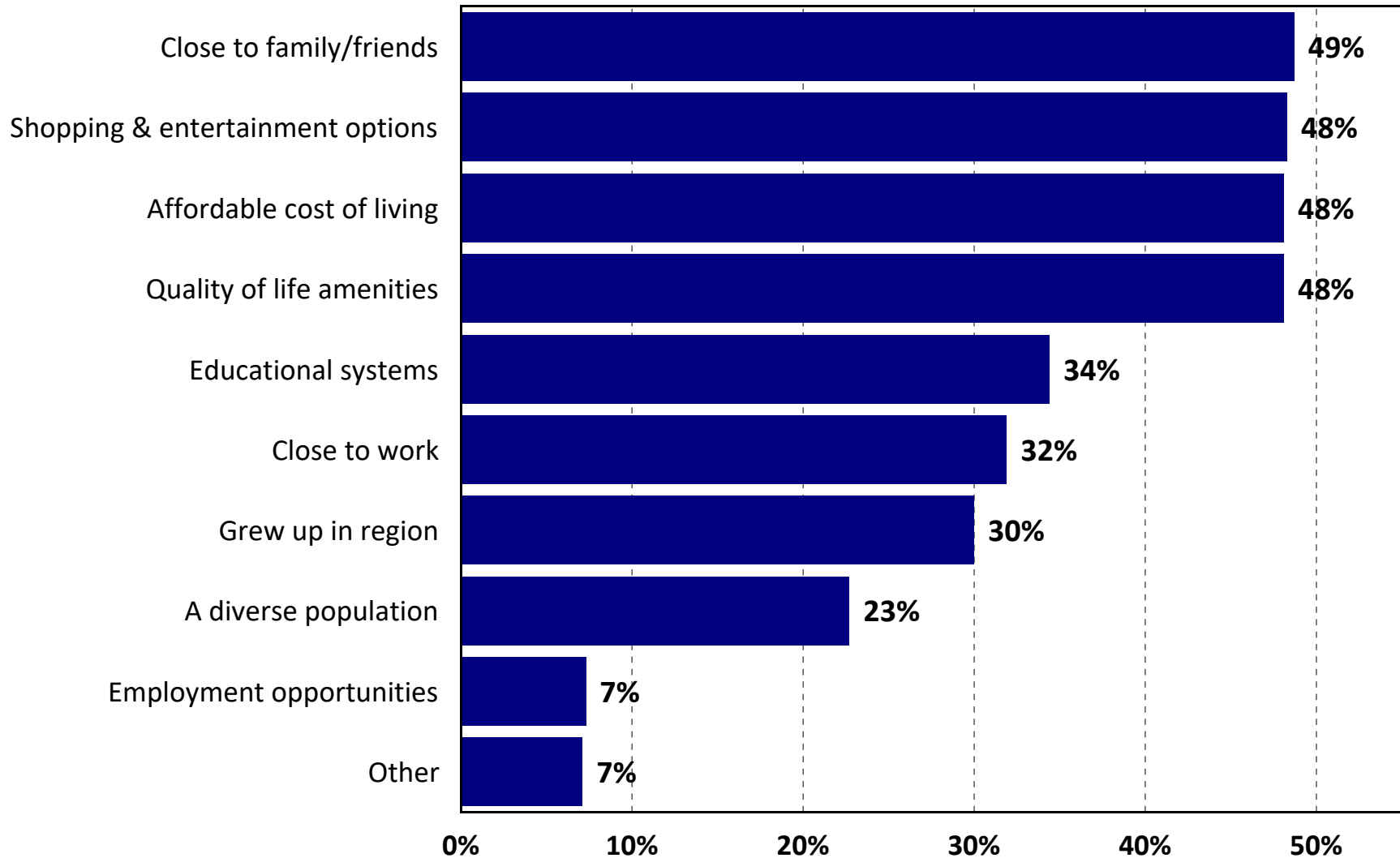
# TRENDS: How Often Employees Have Displayed Various Behaviors

by percentage of respondents (multiple choices could be made)



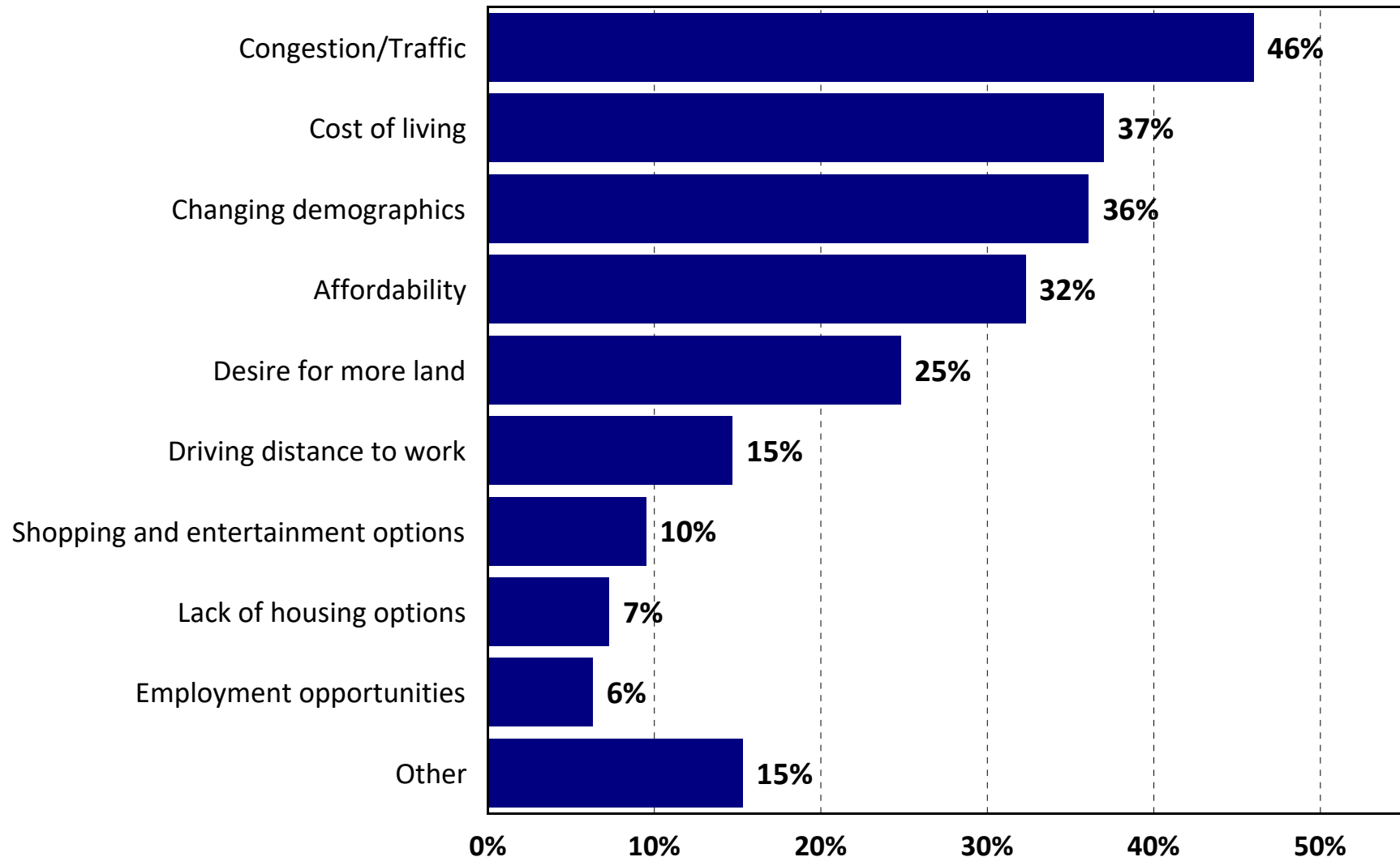
## Q17. What do you like most about living in Sterling Heights?

by percentage of respondents (multiple choices could be made)



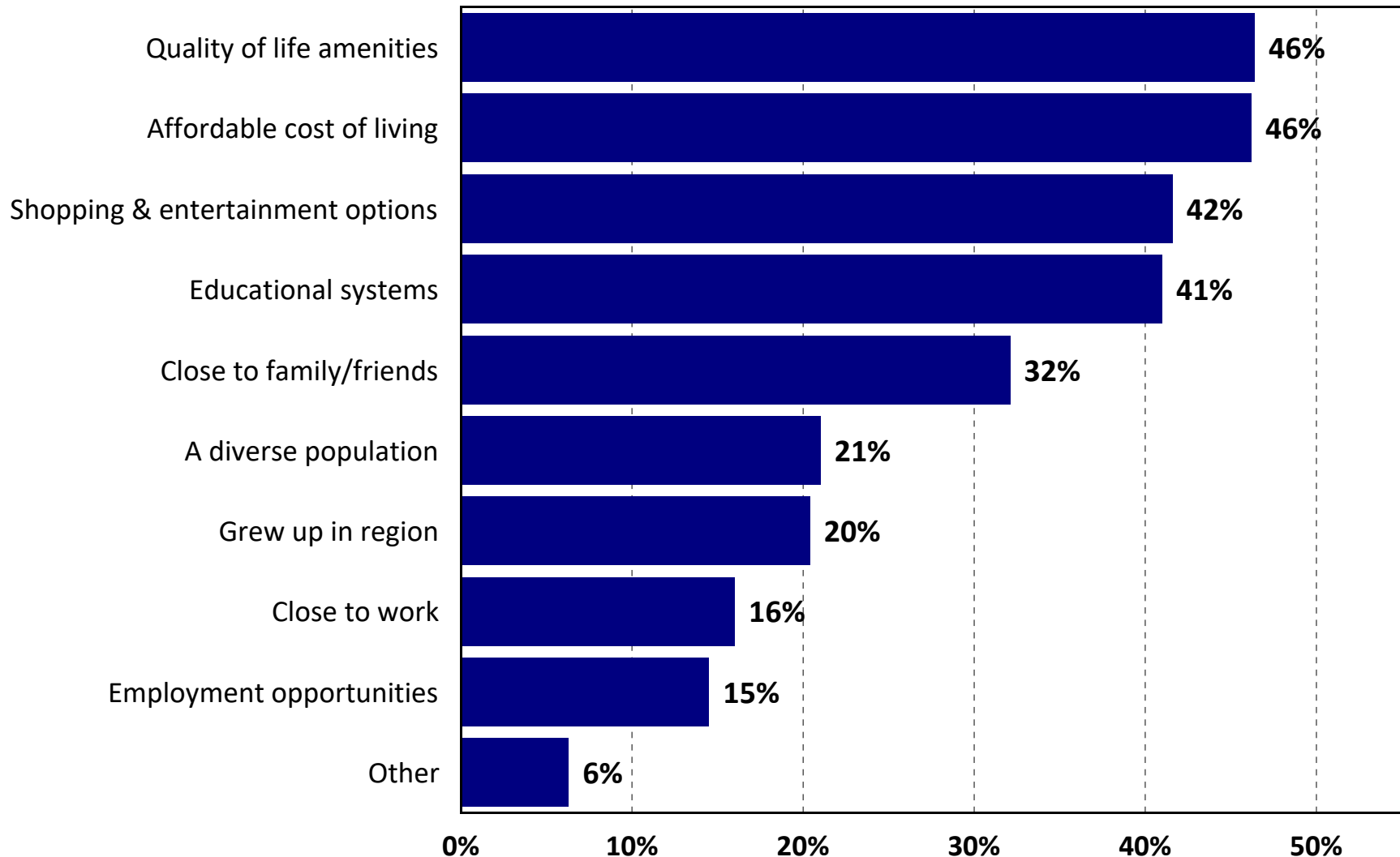
## Q18. Things That Would Make Respondents Consider Leaving Sterling Heights

by percentage of respondents (up to three choices could be made)



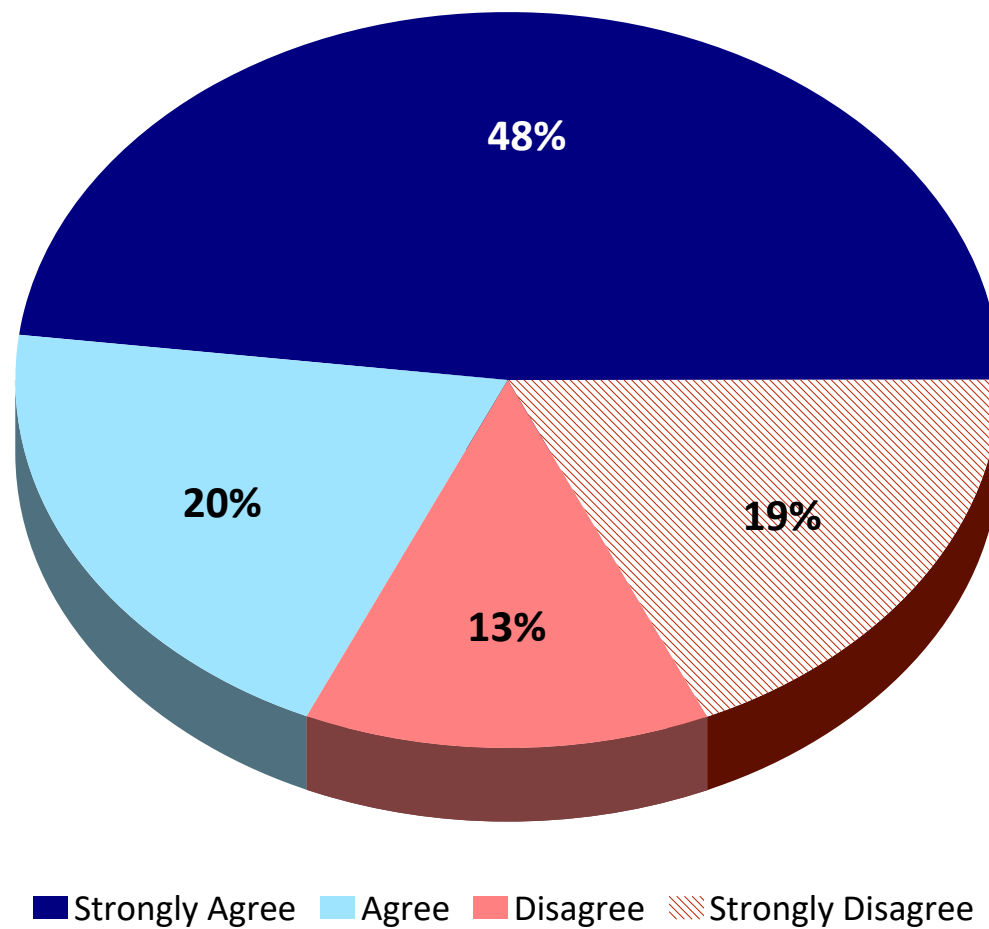
## Q19. Reasons Why Respondents Would Recommend Sterling Heights to Family or Friends as a Place to Live

by percentage of respondents (multiple choices could be made)



## Q20. Agreement That the City Should Consider Expanding Curbside Recycling to All Single Family Homes

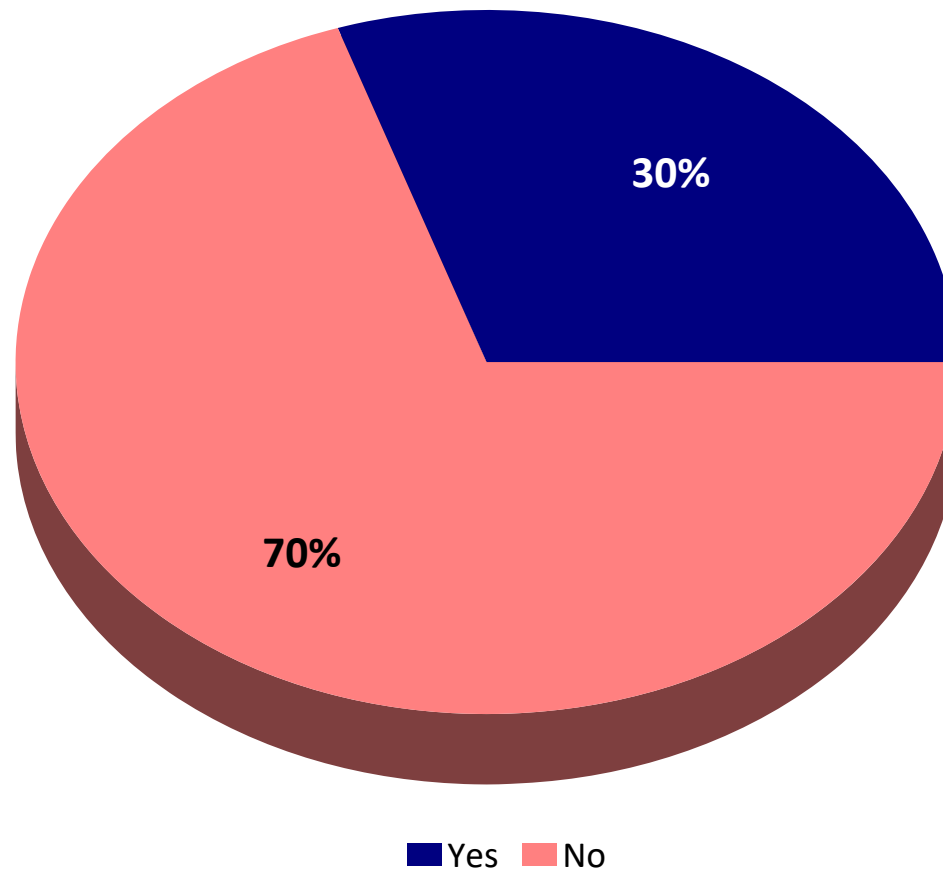
by percentage of respondents (excluding don't knows)





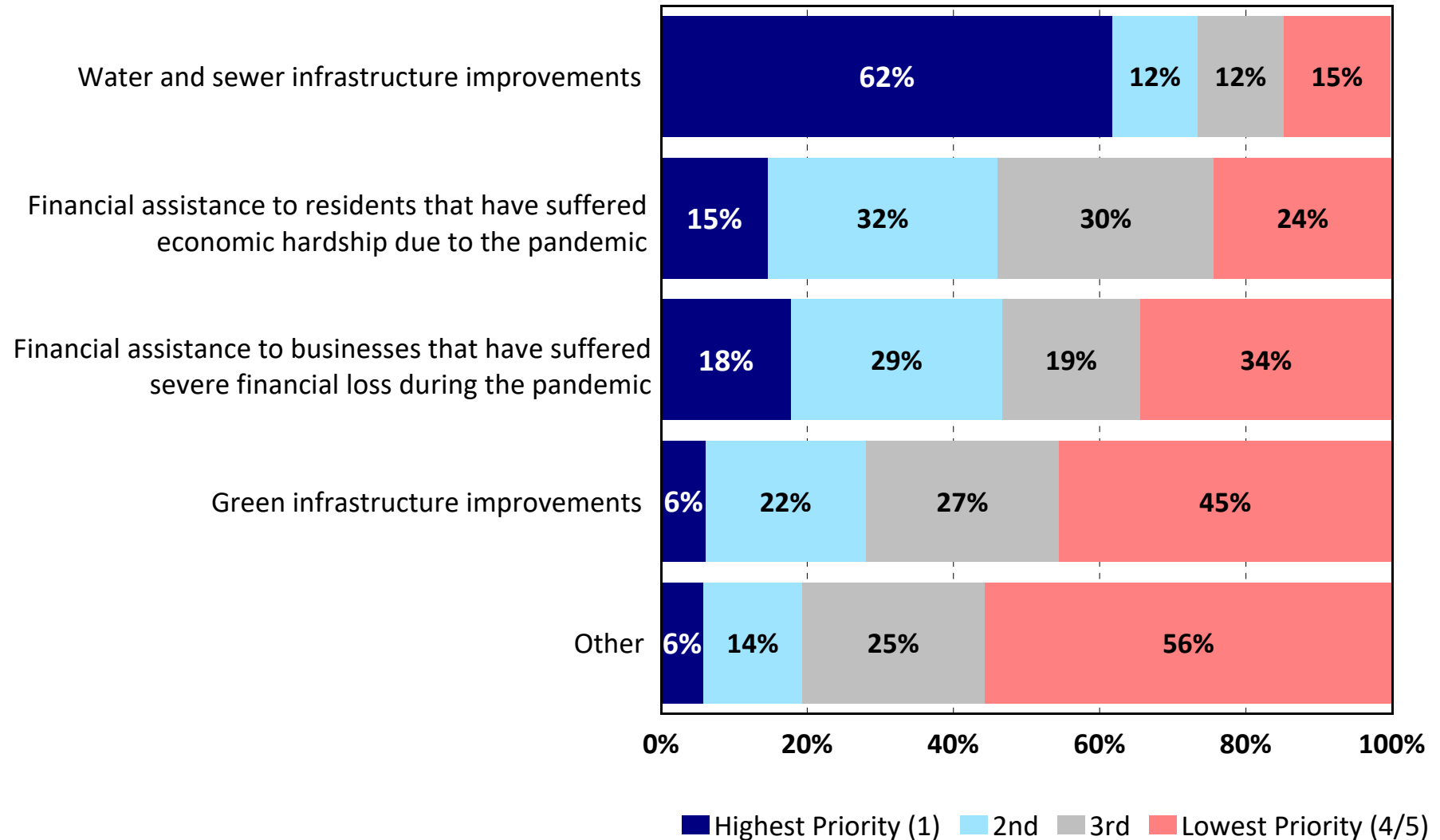
## Q21. Should the City allow up to four chickens to be kept on residential properties within the City's neighborhoods for the purpose of producing eggs for personal consumption?

by percentage of respondents (excluding not provided)



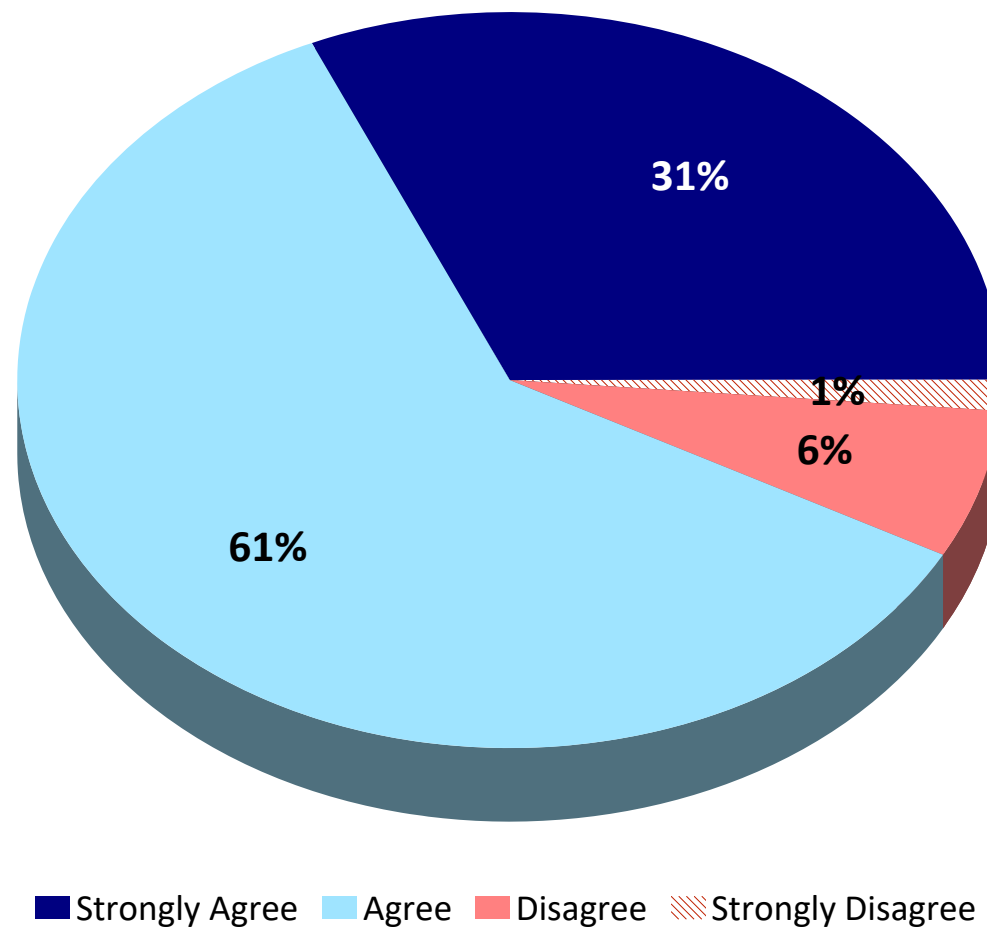
## Q22. How Respondents Would Rank the Level of Priority for Use of \$19 Million in Federal Assistance Funding

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding not provided)



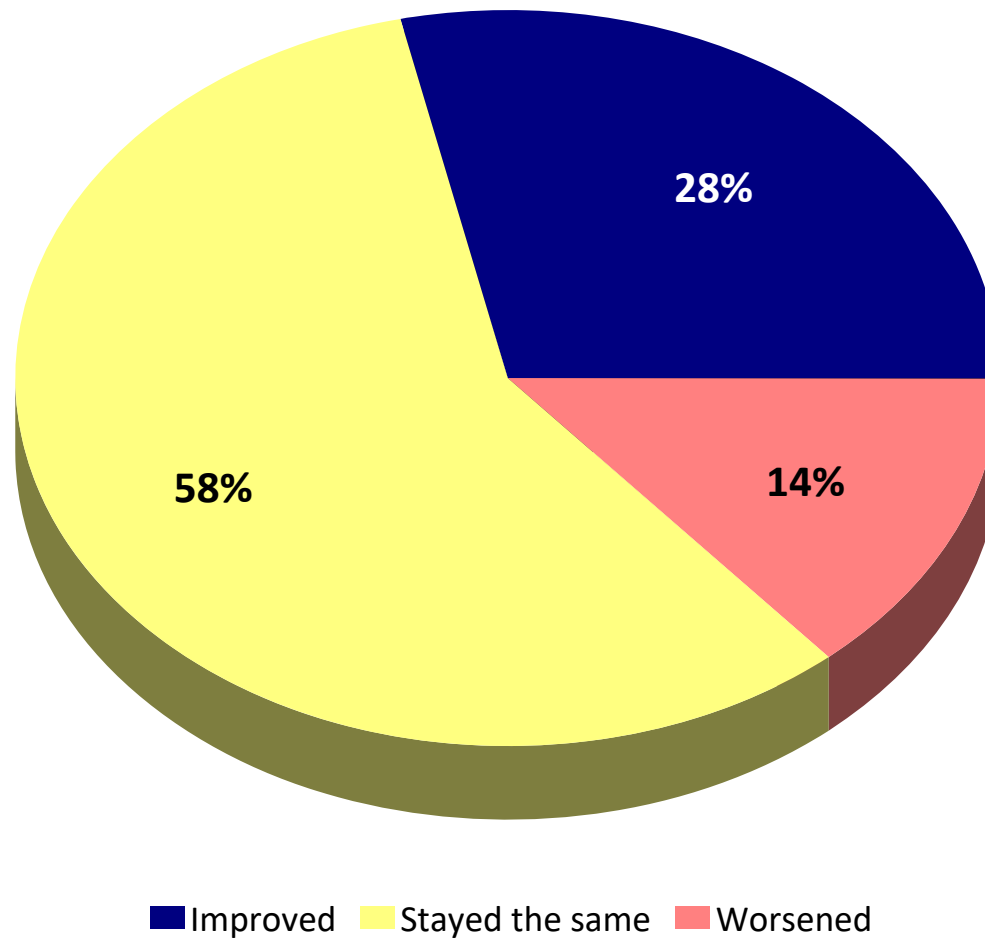
## Q23. Agreement With the Statement: “From my perception, I feel Sterling Heights is an inclusive community.”

by percentage of respondents (excluding don't knows)



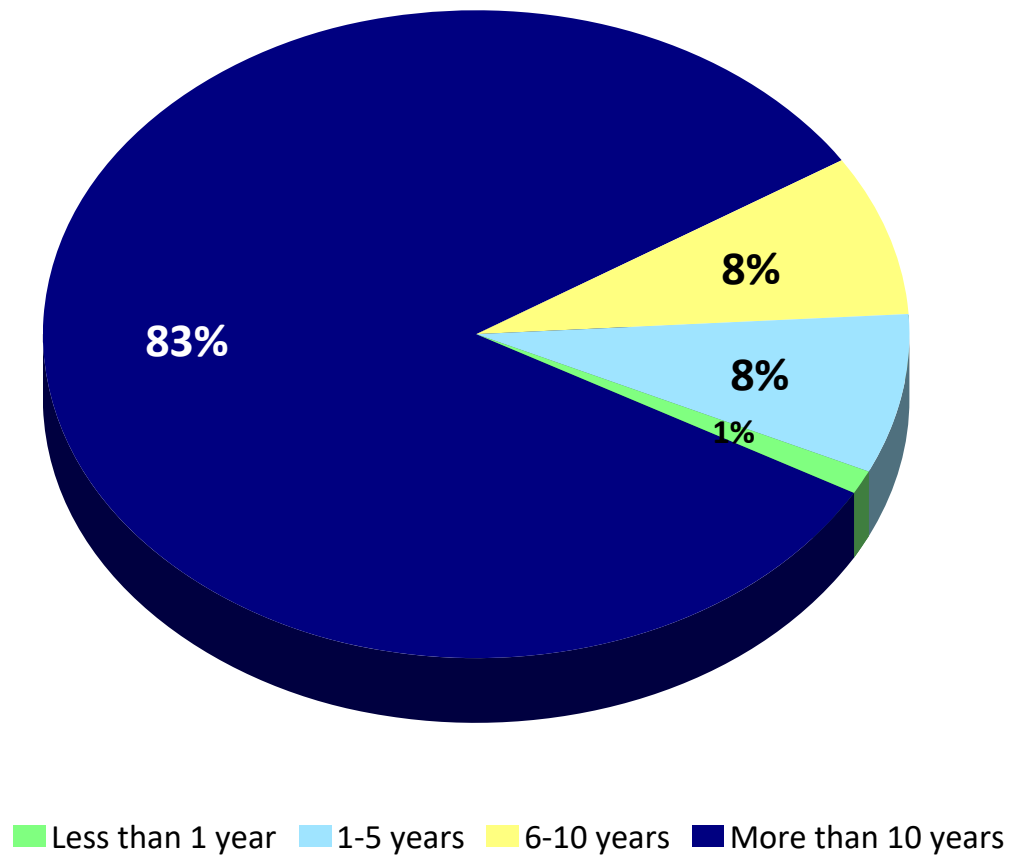
## Q24. How Respondents Feel Race Relations in the City Have Changed

by percentage of respondents (excluding not provided)



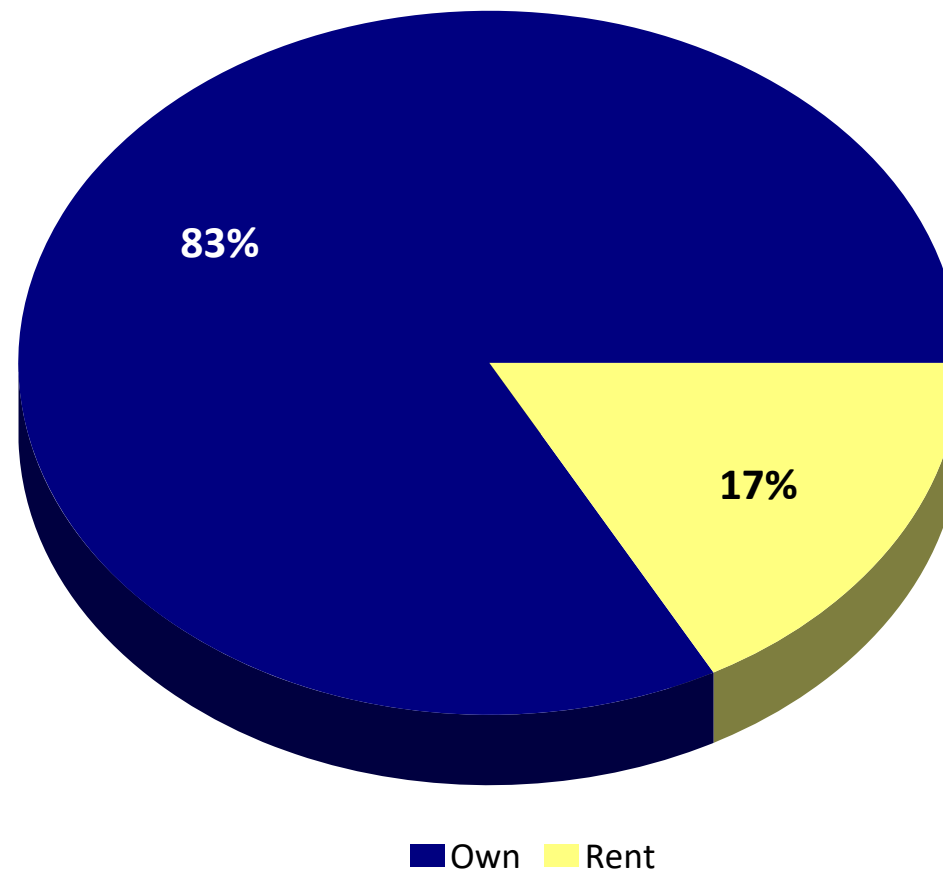
## Q25. Demographics: Approximately how many years have you lived in the City of Sterling Heights?

by percentage of respondents (excluding not provided)



## Q26. Demographics: Do you own or rent your current residence?

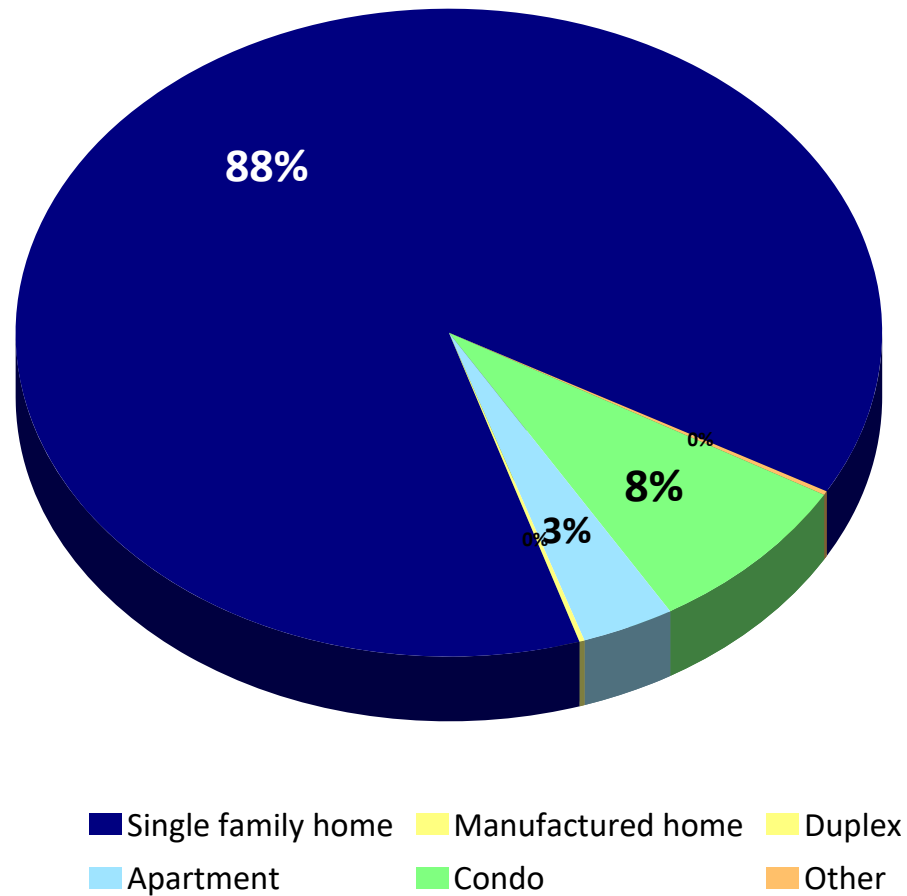
by percentage of respondents (excluding not provided)





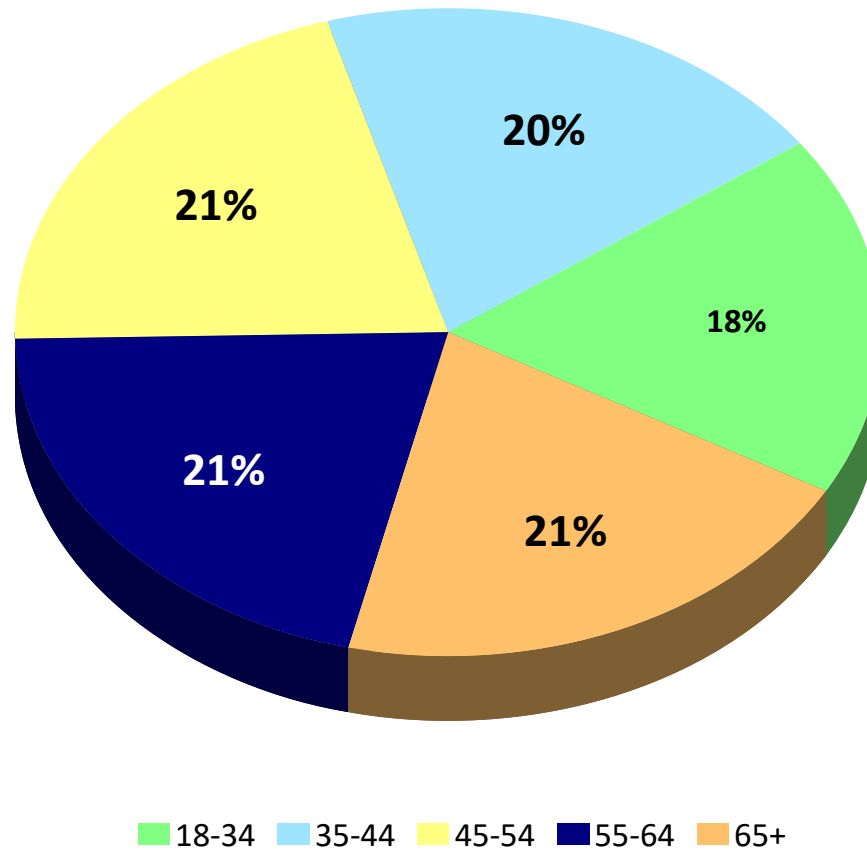
## Q27. Demographics: In what type of residence do you live?

by percentage of respondents (excluding not provided)



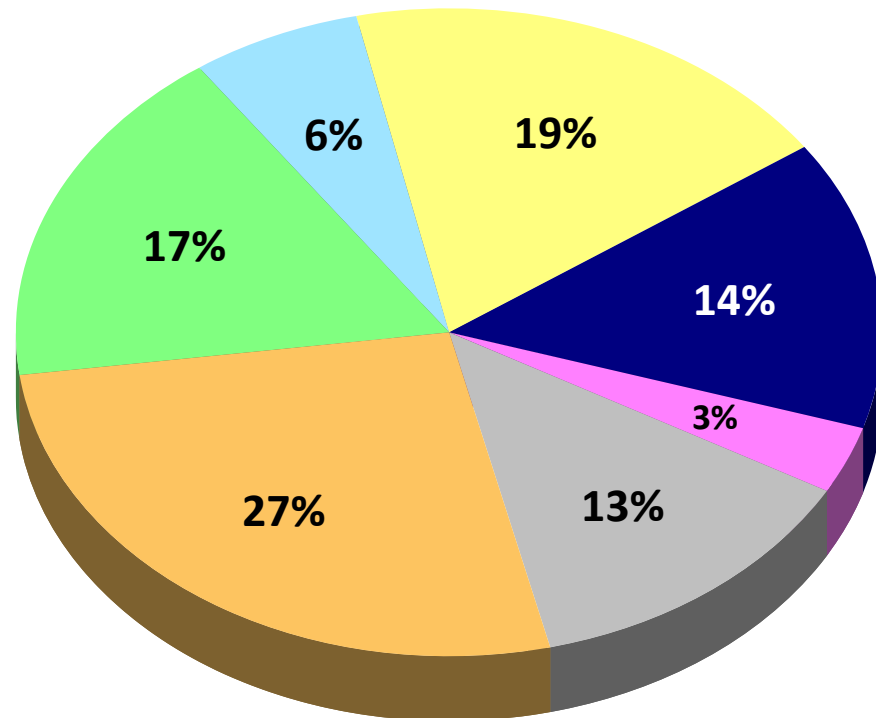
## Q28. Demographics: What is your age?

by percentage of respondents (excluding not provided)



## Q29. Demographics: What is the highest level of education completed by a member of your household?

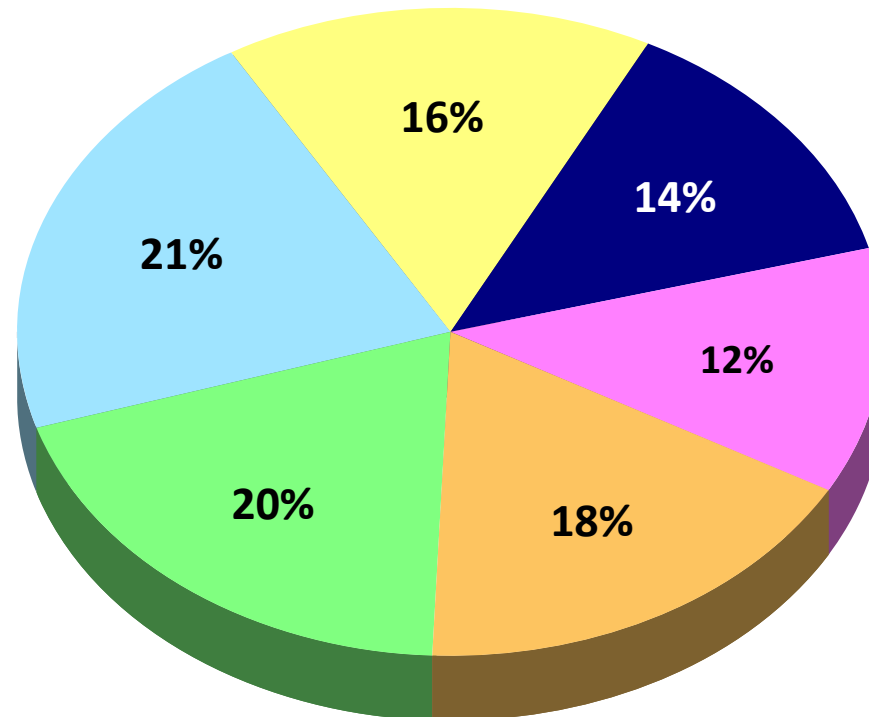
by percentage of respondents (excluding not provided)



■ Less than high school    ■ High school graduate or GED    ■ Some college  
■ Vocational/technical    ■ Associate's Degree    ■ Bachelor's Degree  
■ Graduate/Professional

## Q30. Demographics: Annual Household Income

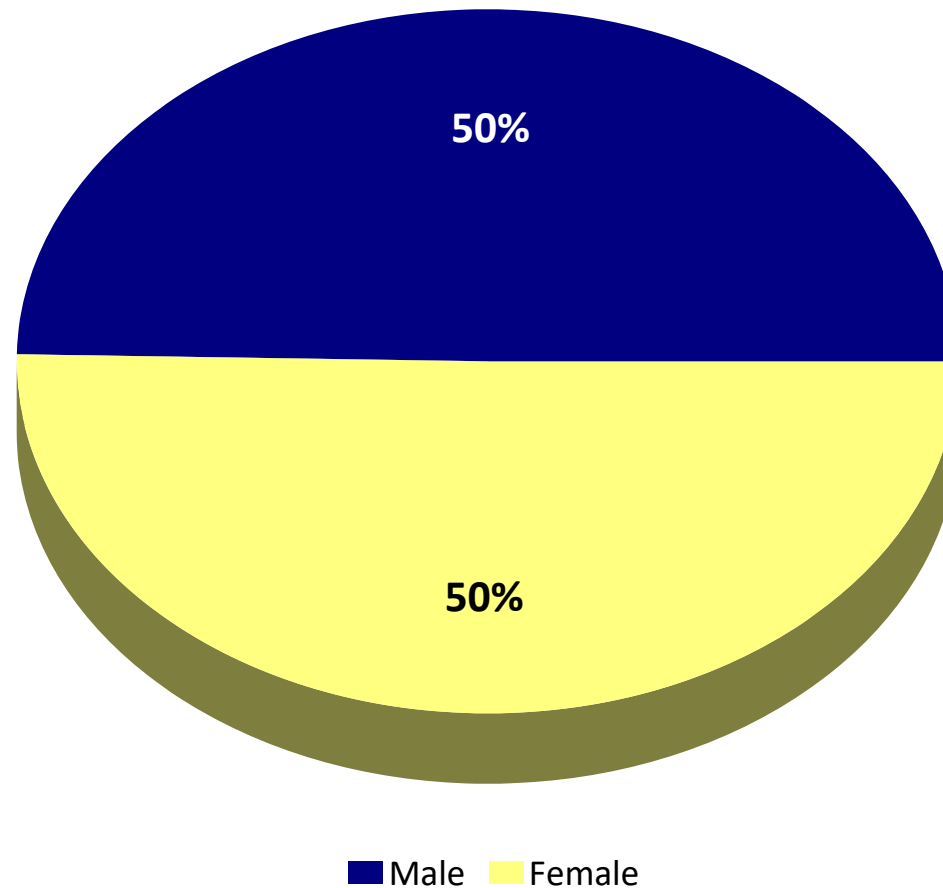
by percentage of respondents (excluding not provided)



■ Less than \$25,000   ■ \$25,000 to \$34,999   ■ \$35,000 to \$49,999  
■ \$50,000 to \$74,999   ■ \$75,000 to \$99,999   ■ \$100,000 or more

## Q31. Demographics: What is your gender?

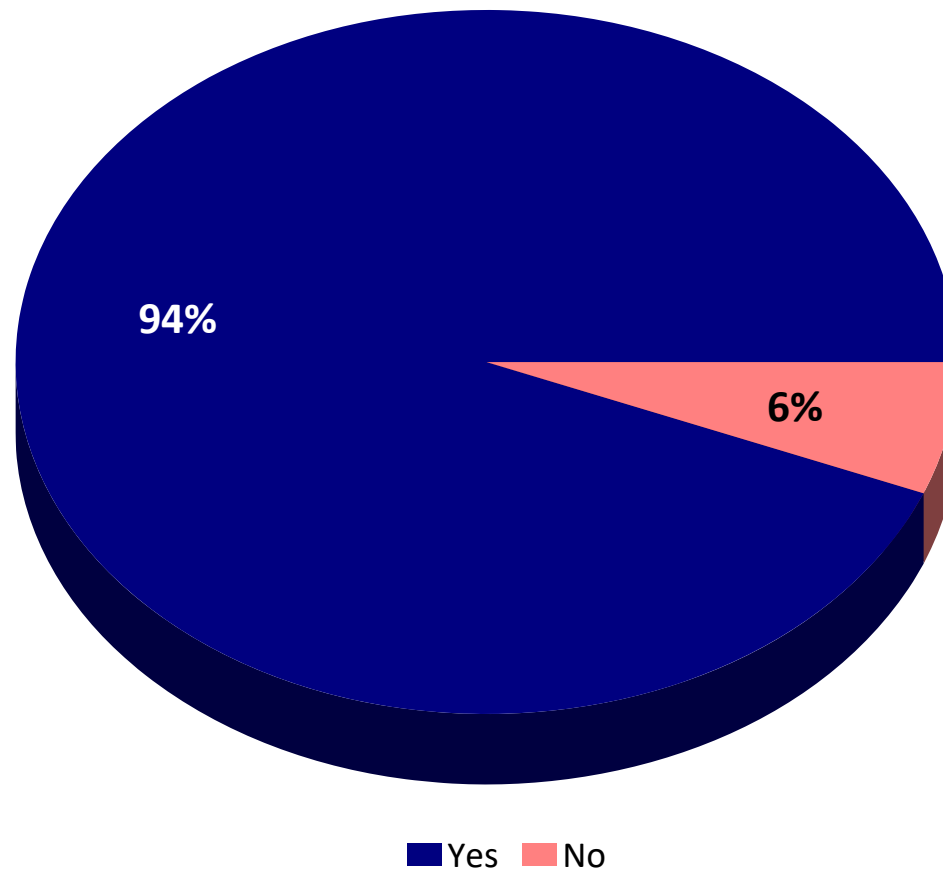
by percentage of respondents (excluding not provided)



*0.4% of respondents preferred to self-describe*

## Q32. Demographics: Is English the primary language spoken in your home?

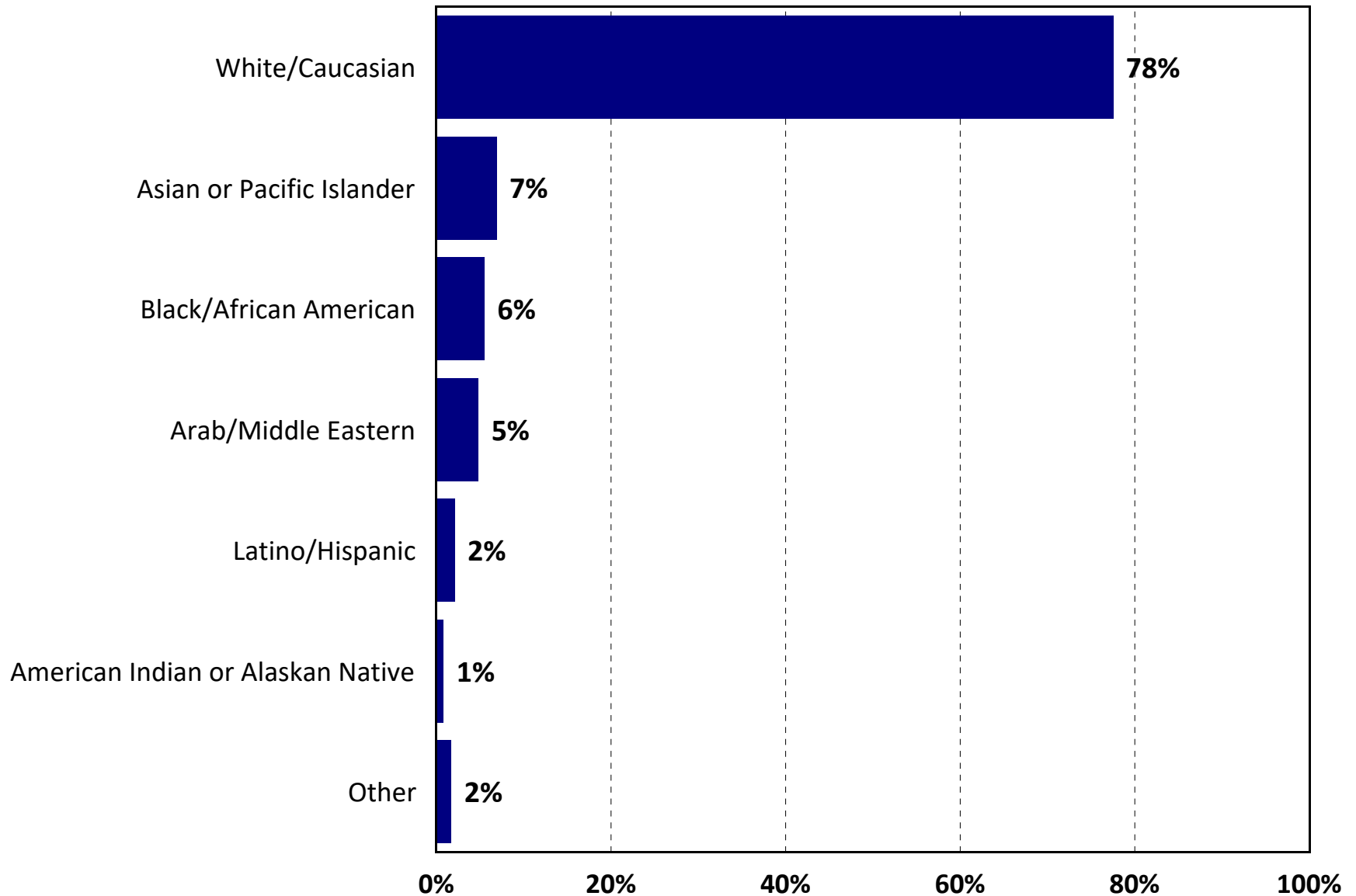
by percentage of respondents (excluding not provided)





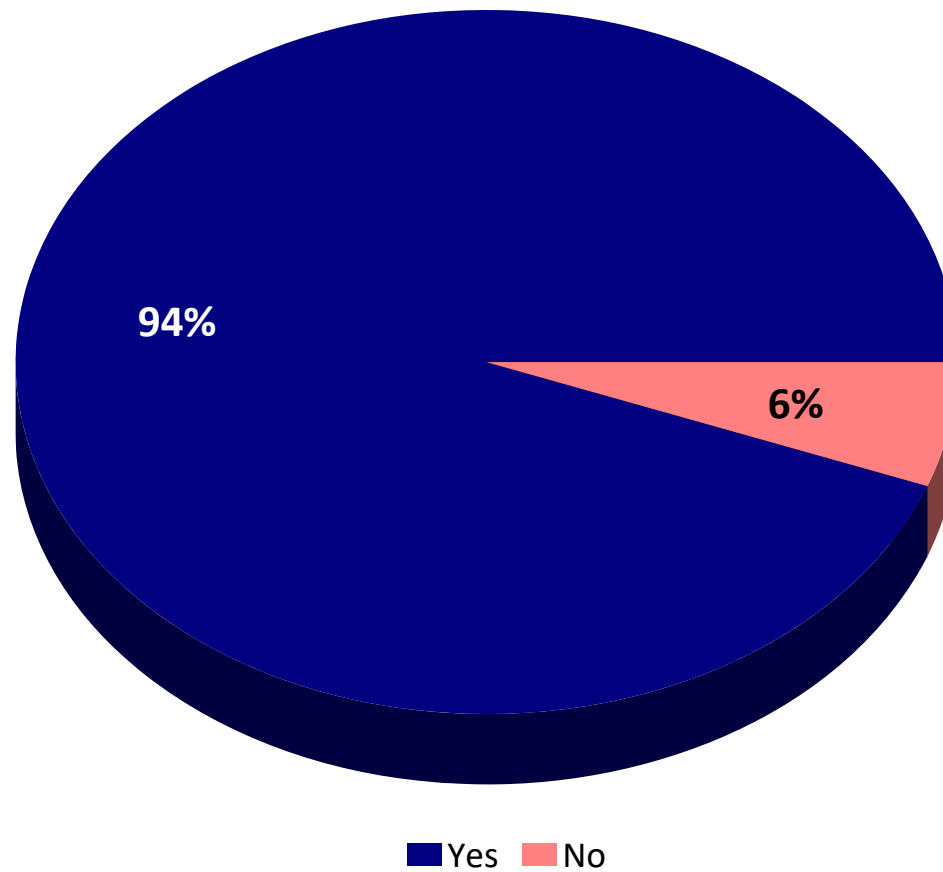
## Q33. Demographics: What is your ethnic origin?

by percentage of respondents (multiple choices could be made)



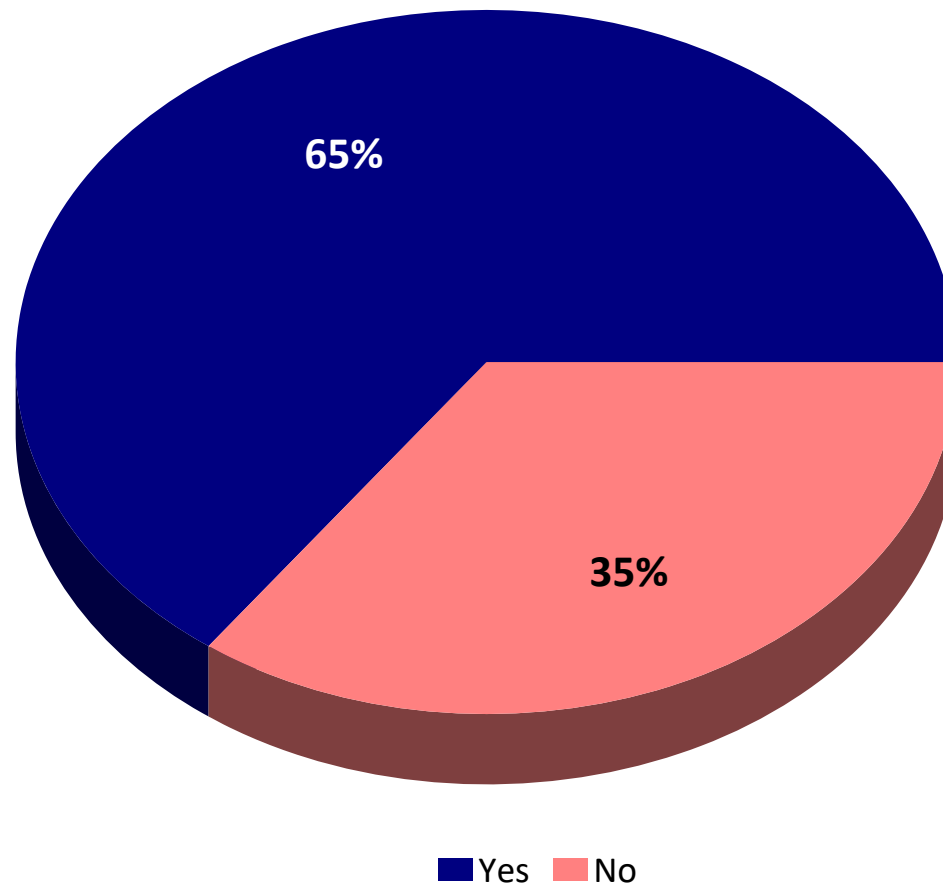
## Q34. Demographics: Are you registered to vote in Sterling Heights?

by percentage of respondents (excluding not provided)



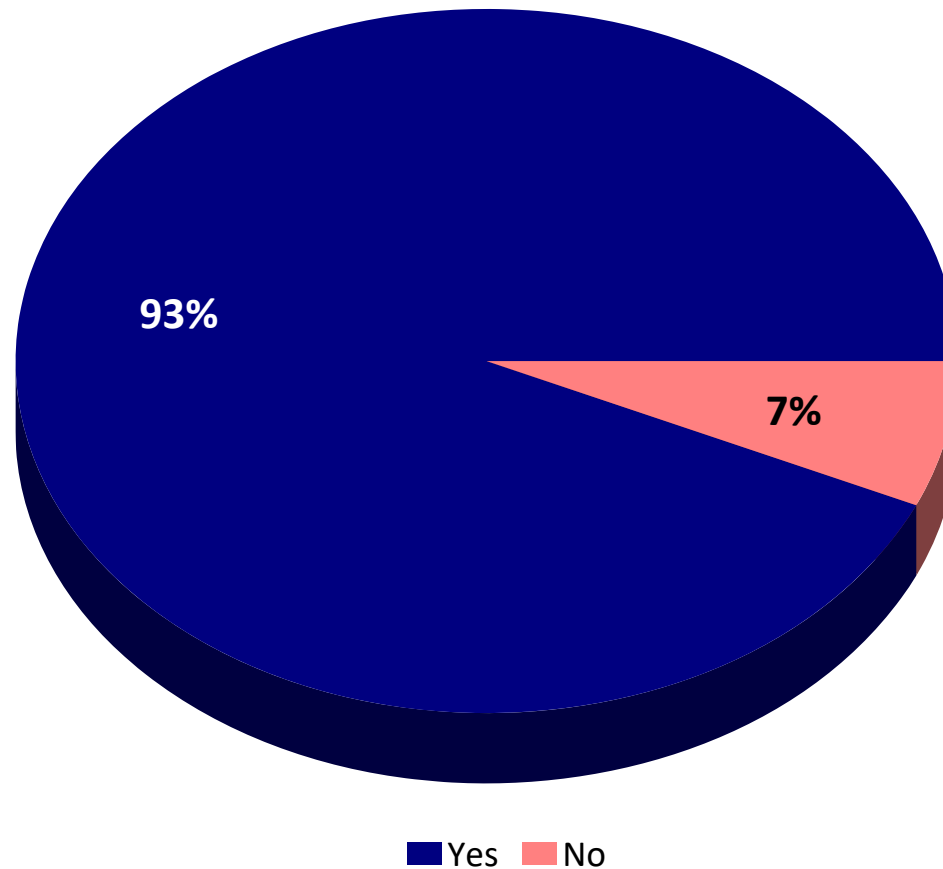
## Q35. Demographics: Are you currently employed?

by percentage of respondents (excluding not provided)



## Q36. Demographics: Do you currently have access to broadband data (or hi-speed internet access)?

by percentage of respondents (excluding not provided)





## Benchmarking Analysis

## Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 500 communities in 50 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2020 to a random sample of more than 5,000 residents across the United States, and (2) a regional survey administered during the summer of 2020 to a random sample of over 400 residents in the North Central Region of the United States. The North Central Region includes the states of Michigan, Indiana, Ohio, and Pennsylvania.

## Interpreting the Charts

The charts on the following pages show how the overall results for Sterling Heights compare to the national and regional averages based on the results of the 2020 survey that was administered by ETC Institute. The “National Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 5,000 residents, and the “North Central Region” reflects the results of the survey of more than 400 residents in the states listed above.

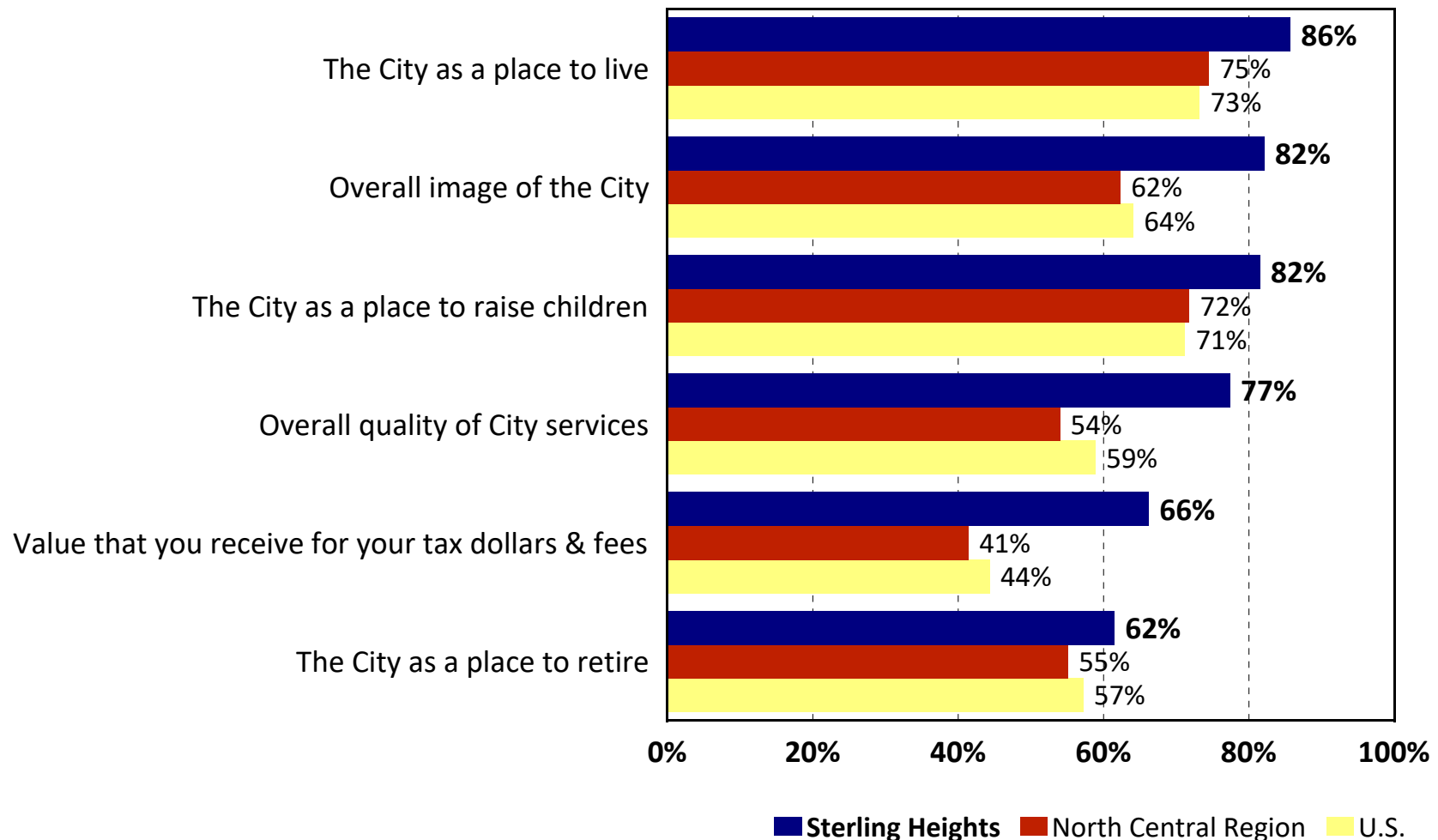
# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Sterling Heights, Michigan is not authorized without written consent from ETC Institute.**

# Satisfaction with Issues that Influence Perceptions of the Community

## Sterling Heights vs. North Central Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

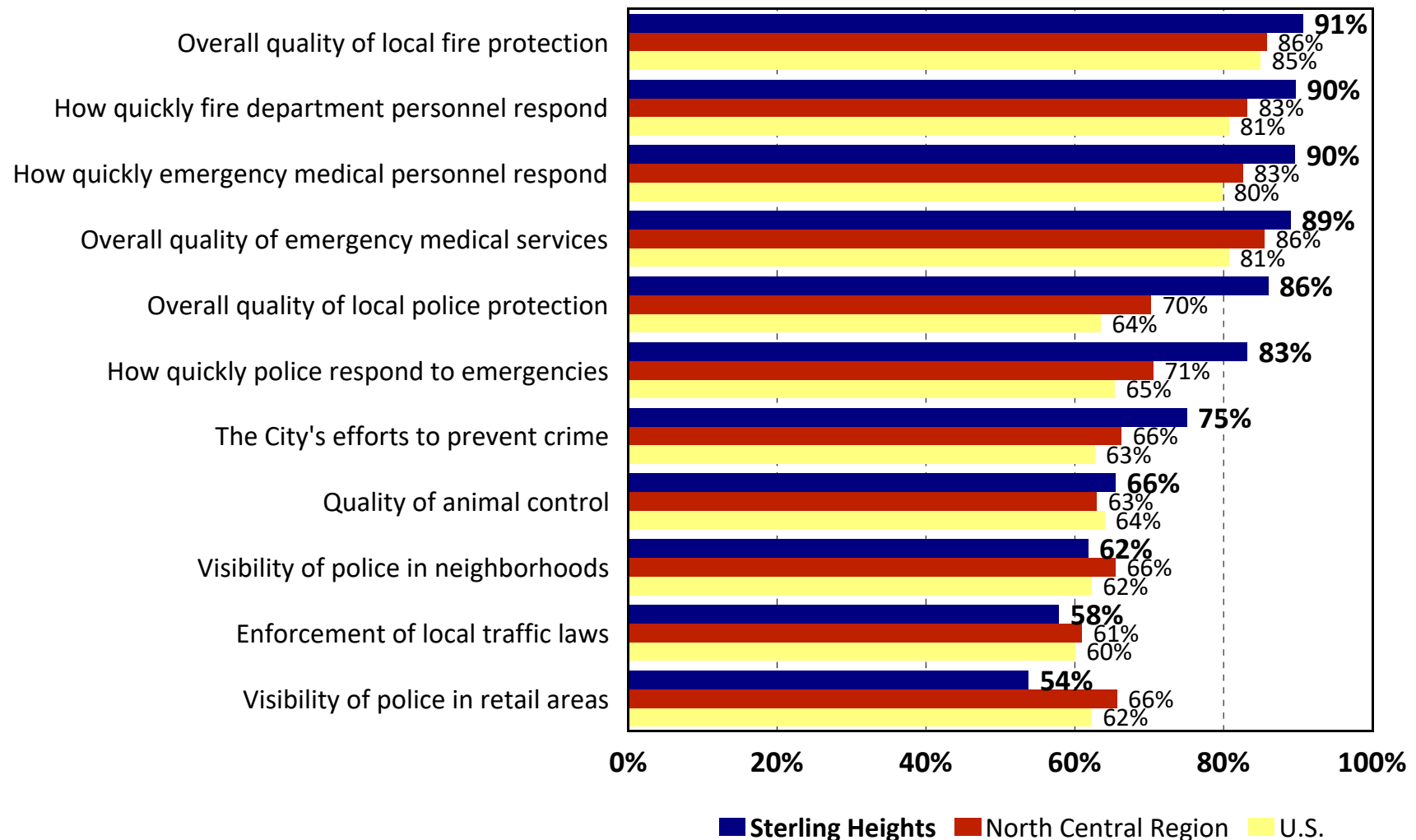




# Satisfaction with Public Safety

## Sterling Heights vs. North Central Region vs. the U.S.

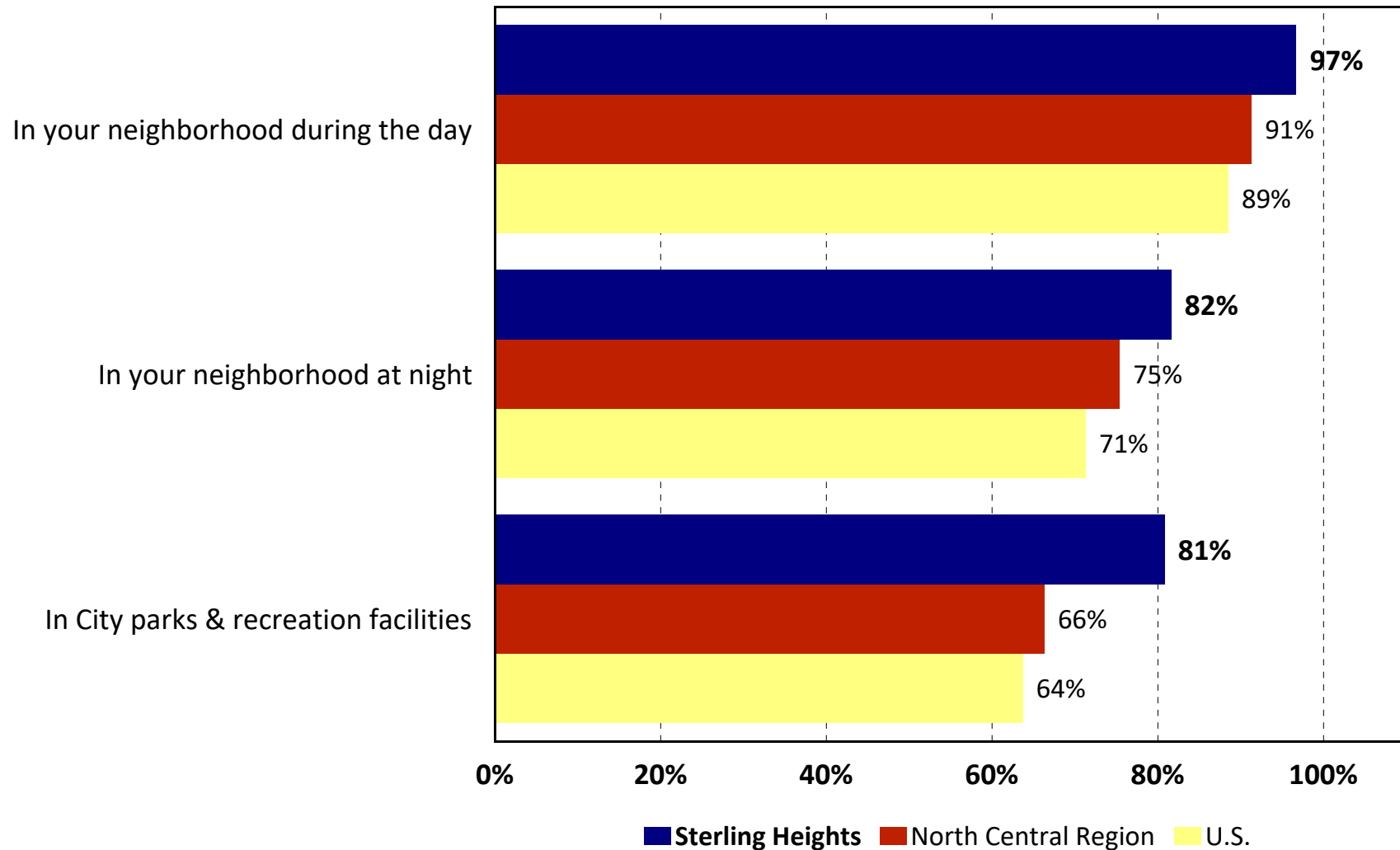
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Feeling of Safety in Various Situations

## Sterling Heights vs. North Central Region vs. the U.S.

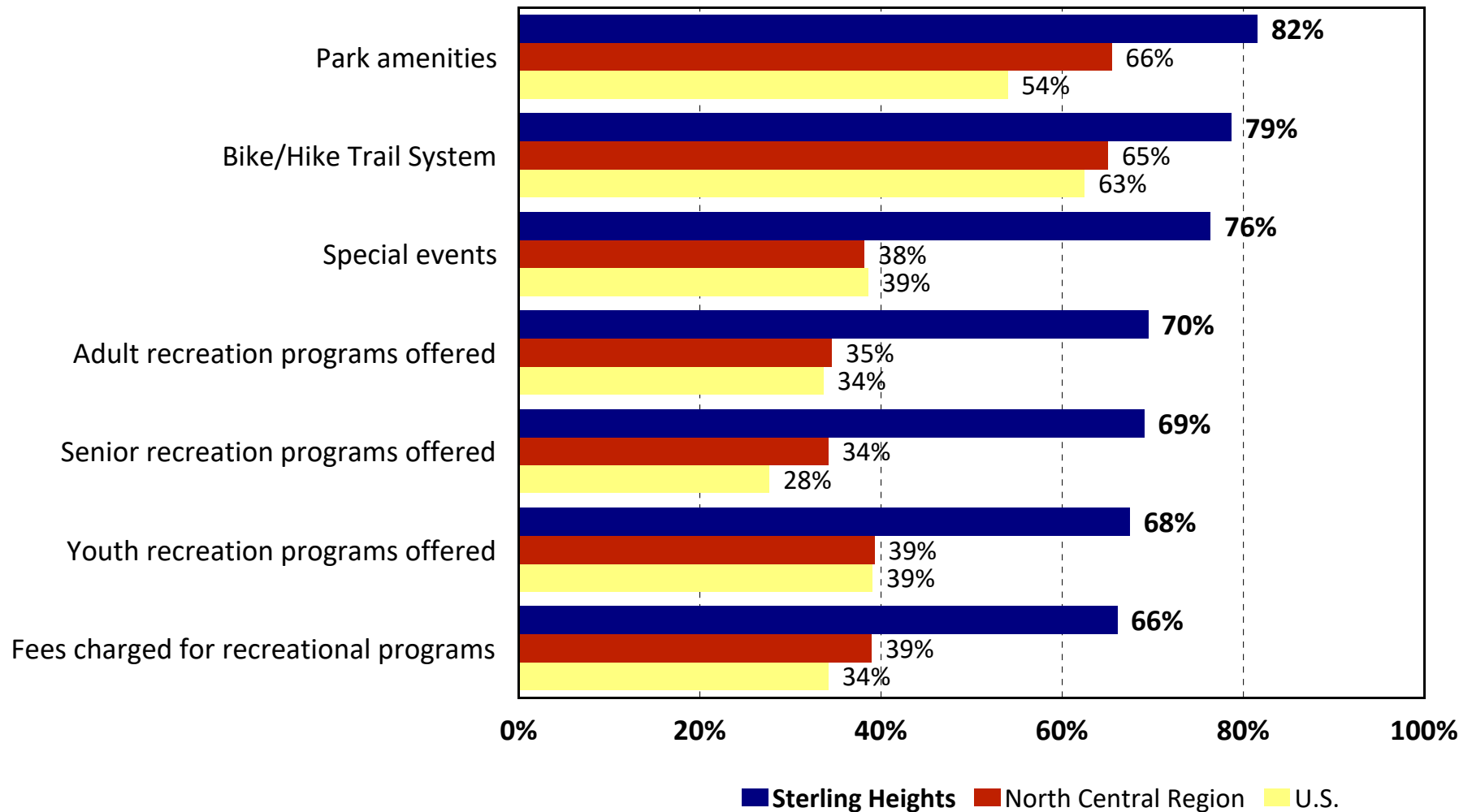
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Parks & Recreation and City Events

## Sterling Heights vs. North Central Region vs. the U.S.

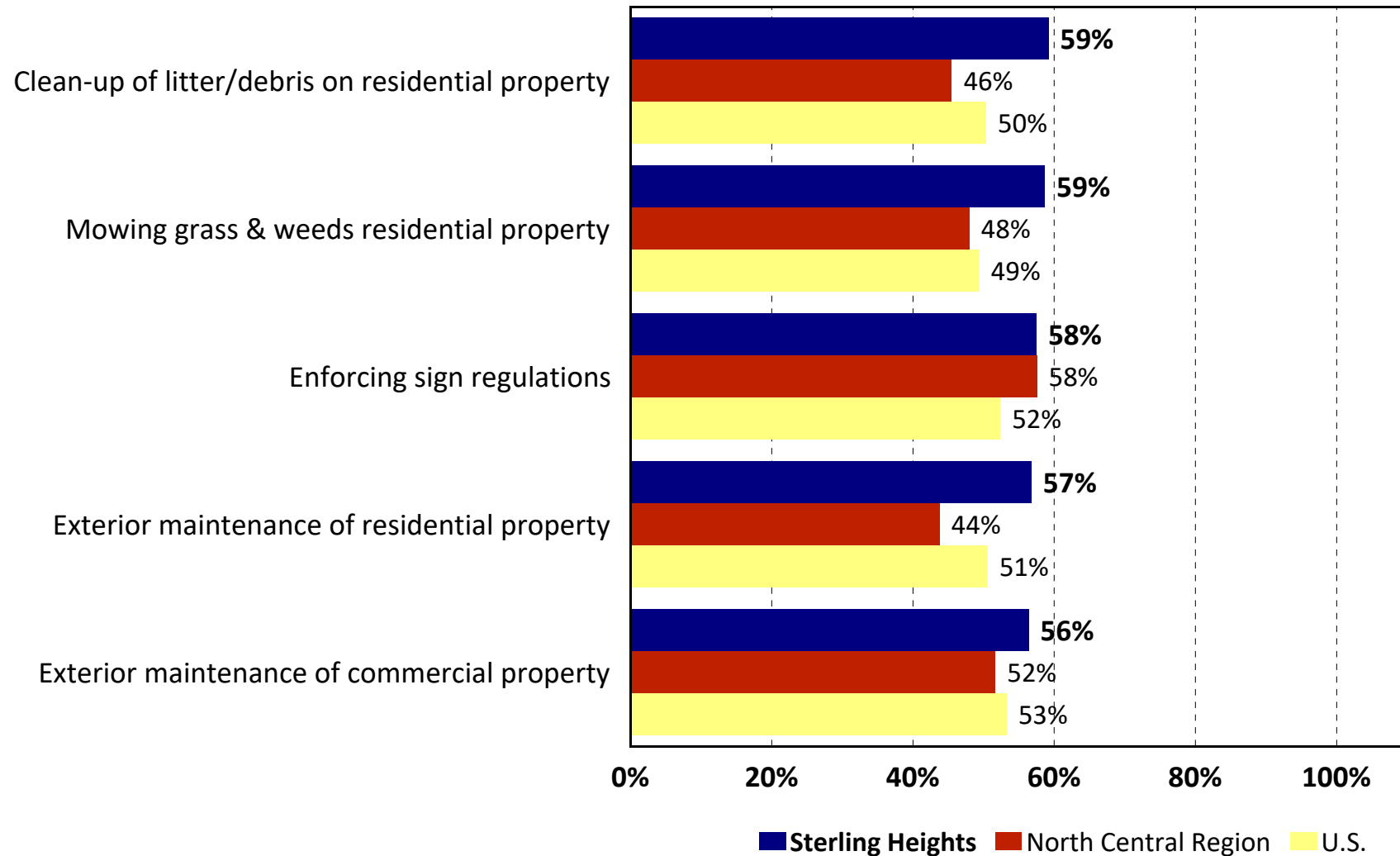
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Code Enforcement

## Sterling Heights vs. North Central Region vs. the U.S.

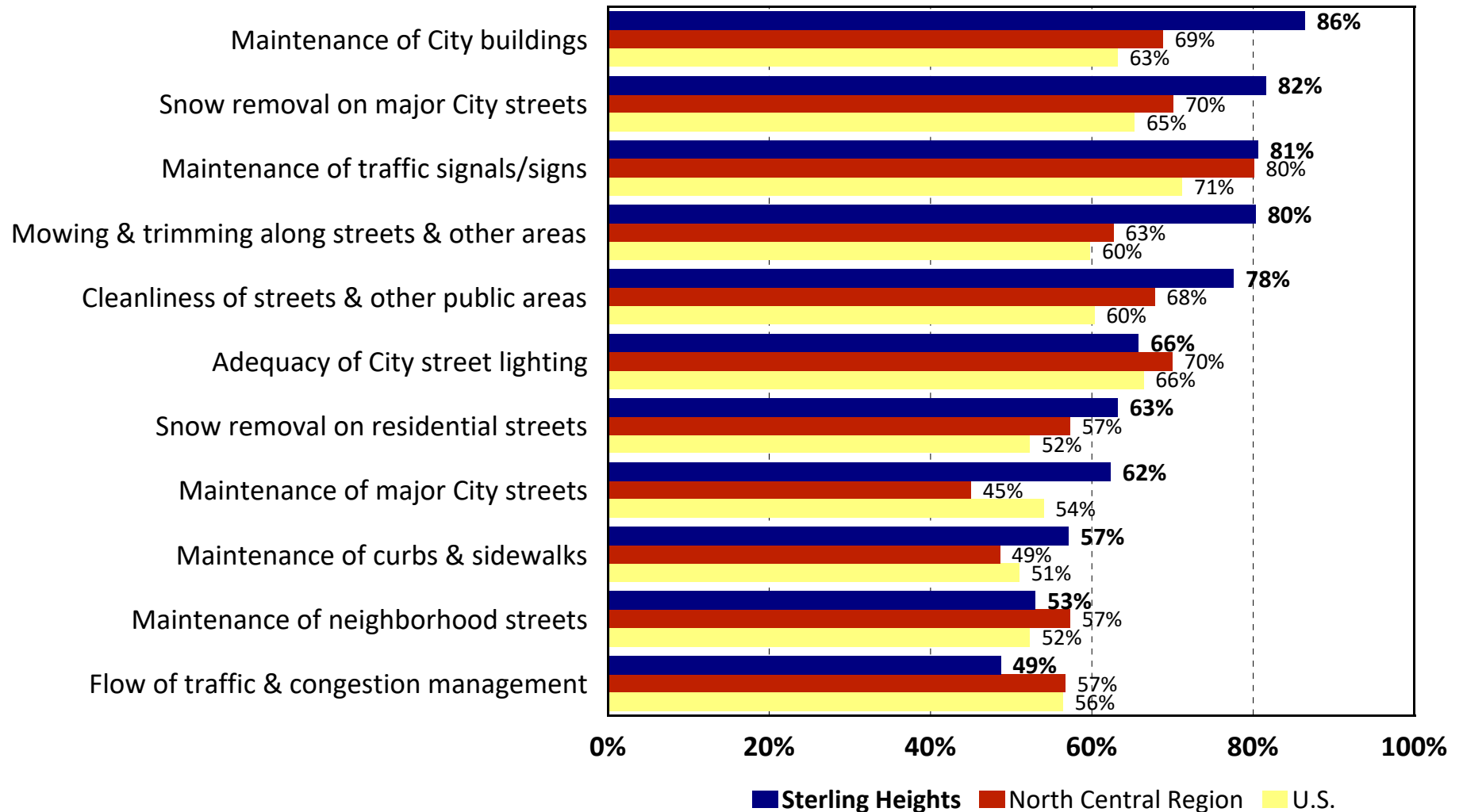
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Maintenance

## Sterling Heights vs. North Central Region vs. the U.S.

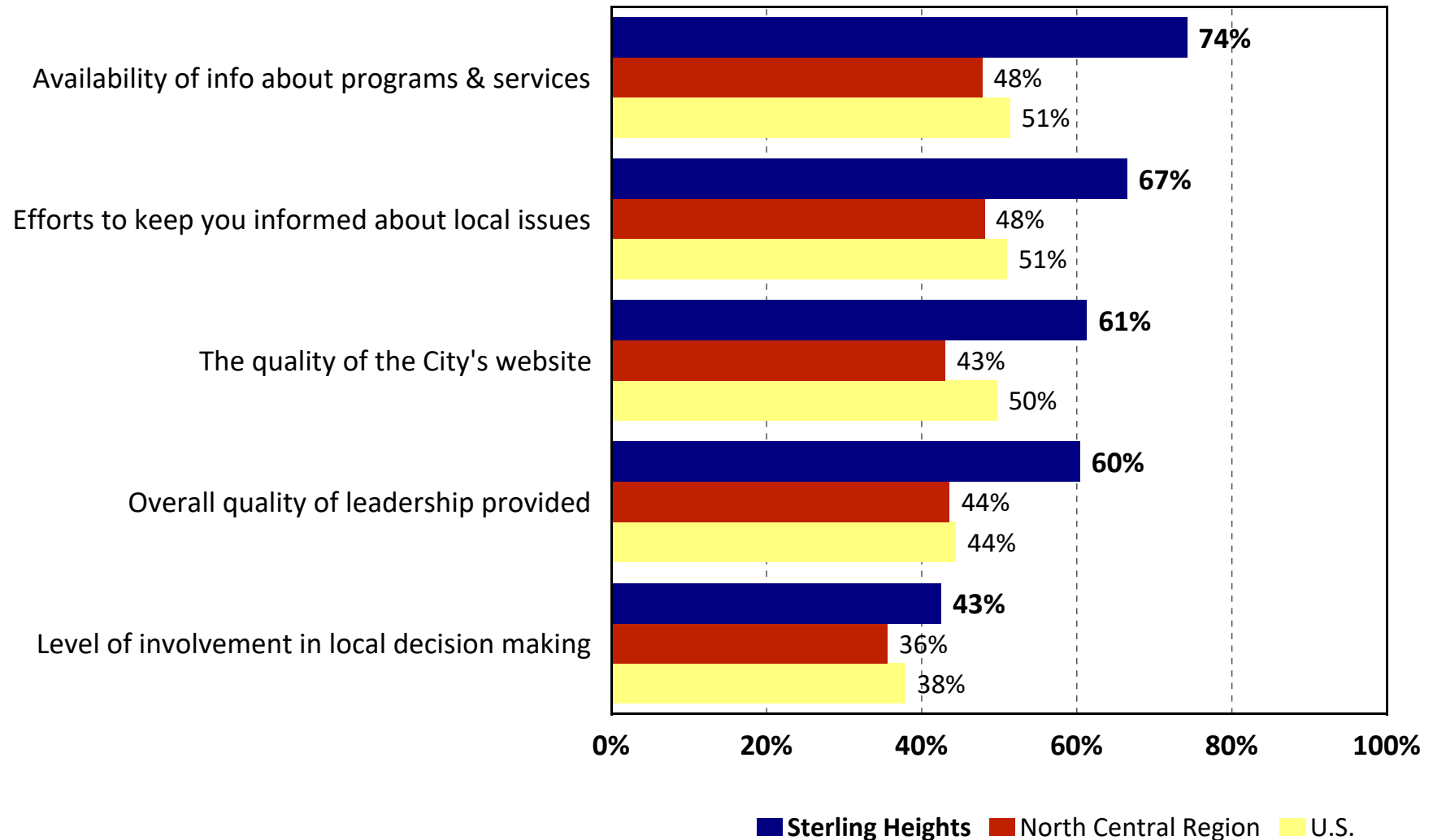
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with City Leadership and Communication

## Sterling Heights vs. North Central Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# **3 Importance-Satisfaction Analysis**

## Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Respondents were asked to identify the public safety services that were most important to their household. More than one-third (38.3%) of the respondent households selected "*visibility of police in neighborhoods*" as one of the most important services to emphasize over the next two years.

With regard to satisfaction, 61.8% of respondents surveyed rated "*visibility of police in neighborhoods*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied"), excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 38.3% was multiplied by 38.2% (1-0.618). This calculation yielded an I-S rating of 0.1463, which ranked first out of thirteen categories of public safety services analyzed.



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

The results for the City of Sterling Heights are provided on the following pages.

## Importance-Satisfaction Rating

### 2021 City of Sterling Heights Residential Survey

### Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS= .10-.20)</u></b>						
Visibility of police in neighborhoods	38%	1	62%	10	0.1463	1
Enforcement of local traffic laws	26%	4	58%	11	0.1095	2
<b><u>Medium Priority (IS &lt; .10)</u></b>						
The City's efforts to prevent crime	35%	2	75%	7	0.0864	3
Visibility of police in retail areas	17%	5	54%	13	0.0785	4
Visibility of police in public parks	13%	8	57%	12	0.0546	5
Overall quality of local police protection	28%	3	86%	5	0.0386	6
Quality of interaction with police department	13%	7	74%	8	0.0331	7
Quality of animal control	8%	13	66%	9	0.0276	8
How quickly police respond to emergencies	12%	10	83%	6	0.0202	9
Overall quality of emergency medical services	12%	9	89%	4	0.0133	10
Overall quality of local fire protection	14%	6	91%	1	0.0126	11
How quickly emergency medical personnel respond	12%	11	90%	3	0.0122	12
How quickly fire department personnel respond	8%	12	90%	2	0.0087	13

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

#### **Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### **Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

## Importance-Satisfaction Rating

### 2021 City of Sterling Heights Residential Survey

### Parks and Recreation and City Events

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Park amenities	30%	1	82%	3	0.0558	1
Bike/Hike Trail System	26%	2	79%	6	0.0545	2
Senior recreation programs offered	15%	7	69%	11	0.0464	3
Youth recreation programs offered	14%	8	68%	12	0.0442	4
Senior Center	17%	5	76%	9	0.0398	5
Adult recreation programs offered	13%	9	70%	10	0.0393	6
Sterlingfest Art & Music Fair	17%	4	78%	7	0.0367	7
Special events	15%	6	76%	8	0.0363	8
Teen recreation programs offered	10%	12	66%	13	0.0346	9
Fees charged for recreational programs	10%	13	66%	14	0.0342	10
Maintenance and mowing of City parks	25%	3	90%	1	0.0251	11
Special recreation programs	6%	15	61%	15	0.0244	12
Nature Center services & programs	11%	10	80%	5	0.0219	13
Music in the Park Concert Series	11%	11	81%	4	0.0210	14
The number of City parks	9%	14	89%	2	0.0102	15

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

#### **Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### **Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

## Importance-Satisfaction Rating

### 2021 City of Sterling Heights Residential Survey

### Public Library Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Homebound/home delivery services	18%	2	56%	8	0.0788	1
Programs for children	23%	1	66%	4	0.0767	2
Programs for adults	16%	4	62%	6	0.0613	3
Digital collections	16%	3	63%	5	0.0605	4
Programs for teens	15%	5	60%	7	0.0603	5
Print collections	14%	6	73%	1	0.0367	6
Audio/video collections	11%	7	68%	3	0.0340	7
Reference services	7%	8	70%	2	0.0223	8

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

#### Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

## Importance-Satisfaction Rating

### 2021 City of Sterling Heights Residential Survey

### Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS= .10-.20)</u></b>						
Clean-up of litter/debris on residential property	37%	1	59%	2	0.1493	1
Mowing grass & weeds on residential property	33%	2	59%	3	0.1355	2
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Exterior maintenance of residential property	22%	3	57%	5	0.0959	3
Exterior maintenance of commercial property	20%	4	56%	6	0.0889	4
Exterior maintenance of rental properties	15%	6	51%	7	0.0748	5
Mowing grass & weeds on commercial property	16%	5	60%	1	0.0653	6
Enforcing sign regulations	13%	7	58%	4	0.0553	7

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

#### Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

## Importance-Satisfaction Rating

### 2021 City of Sterling Heights Residential Survey

### City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS= .10-.20)</u></b>						
Maintenance of neighborhood streets	40%	1	53%	11	0.1889	1
Flow of traffic & congestion management	33%	3	49%	12	0.1698	2
Maintenance of major City streets	39%	2	62%	8	0.1455	3
Maintenance of stormwater drainage system	27%	5	58%	9	0.1138	4
Snow removal on residential streets	28%	4	63%	7	0.1034	5
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Maintenance of curbs & sidewalks	19%	6	57%	10	0.0802	6
Adequacy of City street lighting	15%	8	66%	6	0.0513	7
Snow removal on major City streets	16%	7	82%	2	0.0291	8
Cleanliness of streets & other public areas	12%	9	78%	5	0.0262	9
Maintenance of traffic signals/signs	6%	10	81%	3	0.0122	10
Mowing & trimming along streets & other areas	6%	11	80%	4	0.0122	11
Maintenance of City buildings	2%	12	86%	1	0.0022	12

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

#### **Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### **Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

4

Tabular Data

**Q1. Overall Perception: Some items that may influence your perception of the City of Sterling Heights are listed below. Please rate each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall image of City	29.8%	50.4%	13.7%	3.6%	0.2%	2.3%
Q1-2. Overall value that you receive for your City tax dollars & fees	21.0%	43.3%	22.1%	9.2%	1.5%	2.9%
Q1-3. Overall quality of City services	28.8%	47.3%	17.6%	4.2%	0.6%	1.5%
Q1-4. City as a place to live	36.3%	48.7%	11.6%	2.3%	0.2%	1.0%
Q1-5. City as a place to raise children	34.4%	38.9%	13.9%	2.5%	0.2%	10.1%
Q1-6. City as a place to retire	25.8%	32.1%	25.8%	8.8%	1.7%	5.9%
Q1-7. Overall quality of life in City	31.1%	50.4%	14.9%	2.3%	0.2%	1.1%
Q1-8. Overall direction of City	21.9%	40.3%	21.4%	10.7%	1.7%	4.0%



**WITHOUT "DON'T KNOW"**

**Q1. Overall Perception: Some items that may influence your perception of the City of Sterling Heights are listed below. Please rate each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall image of City	30.5%	51.6%	14.1%	3.7%	0.2%
Q1-2. Overall value that you receive for your City tax dollars & fees	21.6%	44.6%	22.8%	9.4%	1.6%
Q1-3. Overall quality of City services	29.3%	48.1%	17.8%	4.3%	0.6%
Q1-4. City as a place to live	36.6%	49.1%	11.8%	2.3%	0.2%
Q1-5. City as a place to raise children	38.2%	43.3%	15.5%	2.8%	0.2%
Q1-6. City as a place to retire	27.4%	34.1%	27.4%	9.3%	1.8%
Q1-7. Overall quality of life in City	31.5%	51.0%	15.1%	2.3%	0.2%
Q1-8. Overall direction of City	22.9%	41.9%	22.3%	11.1%	1.8%

**Q2. Public Safety: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall quality of local police protection	41.6%	42.2%	10.7%	2.3%	0.6%	2.7%
Q2-2. Visibility of police in neighborhoods	20.0%	39.5%	22.7%	11.6%	2.5%	3.6%
Q2-3. Visibility of police in retail areas	15.1%	33.6%	32.3%	8.2%	1.3%	9.5%
Q2-4. Visibility of police in public parks	17.4%	31.9%	29.0%	7.1%	1.5%	13.2%
Q2-5. City's efforts to prevent crime	25.4%	44.7%	19.5%	3.2%	0.6%	6.7%
Q2-6. How quickly police respond to emergencies	34.2%	31.3%	11.5%	1.5%	0.2%	21.4%
Q2-7. Enforcement of local traffic laws	18.9%	36.1%	23.3%	12.0%	4.6%	5.2%
Q2-8. Overall quality of public interaction with police department	27.7%	37.2%	20.0%	2.5%	0.4%	12.2%
Q2-9. Quality of animal control	15.5%	33.8%	22.7%	2.1%	1.1%	24.8%
Q2-10. Overall quality of local fire protection	40.1%	41.2%	8.0%	0.2%	0.2%	10.3%
Q2-11. How quickly fire department personnel respond to emergencies	40.8%	29.2%	7.6%	0.2%	0.2%	21.9%
Q2-12. Overall quality of emergency medical services	38.7%	34.2%	8.6%	0.0%	0.4%	18.1%
Q2-13. How quickly emergency medical personnel respond to emergencies	38.7%	30.3%	7.6%	0.0%	0.4%	22.9%

**WITHOUT "DON'T KNOW"**

**Q2. Public Safety: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of local police protection	42.7%	43.3%	11.0%	2.4%	0.6%
Q2-2. Visibility of police in neighborhoods	20.8%	41.0%	23.6%	12.1%	2.6%
Q2-3. Visibility of police in retail areas	16.7%	37.1%	35.7%	9.1%	1.5%
Q2-4. Visibility of police in public parks	20.0%	36.7%	33.4%	8.1%	1.8%
Q2-5. City's efforts to prevent crime	27.2%	47.9%	20.9%	3.5%	0.6%
Q2-6. How quickly police respond to emergencies	43.4%	39.8%	14.6%	1.9%	0.2%
Q2-7. Enforcement of local traffic laws	19.9%	38.0%	24.5%	12.7%	4.8%
Q2-8. Overall quality of public interaction with police department	31.5%	42.4%	22.8%	2.8%	0.4%
Q2-9. Quality of animal control	20.6%	44.9%	30.2%	2.8%	1.5%
Q2-10. Overall quality of local fire protection	44.7%	46.0%	8.9%	0.2%	0.2%
Q2-11. How quickly fire department personnel respond to emergencies	52.3%	37.4%	9.8%	0.2%	0.2%
Q2-12. Overall quality of emergency medical services	47.3%	41.7%	10.5%	0.0%	0.5%
Q2-13. How quickly emergency medical personnel respond to emergencies	50.2%	39.4%	9.9%	0.0%	0.5%

**Q3. Which THREE of the public safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q3. Top choice	Number	Percent
Overall quality of local police protection	86	16.4 %
Visibility of police in neighborhoods	96	18.3 %
Visibility of police in retail areas	11	2.1 %
Visibility of police in public parks	7	1.3 %
City's efforts to prevent crime	83	15.8 %
How quickly police respond to emergencies	14	2.7 %
Enforcement of local traffic laws	69	13.2 %
Overall quality of public interaction with police department	24	4.6 %
Quality of animal control	8	1.5 %
Overall quality of local fire protection	6	1.1 %
How quickly fire department personnel respond to emergencies	3	0.6 %
Overall quality of emergency medical services	5	1.0 %
How quickly emergency medical personnel respond to emergencies	14	2.7 %
None chosen	98	18.7 %
Total	524	100.0 %

**Q3. Which THREE of the public safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q3. 2nd choice	Number	Percent
Overall quality of local police protection	29	5.5 %
Visibility of police in neighborhoods	73	13.9 %
Visibility of police in retail areas	40	7.6 %
Visibility of police in public parks	24	4.6 %
City's efforts to prevent crime	64	12.2 %
How quickly police respond to emergencies	18	3.4 %
Enforcement of local traffic laws	30	5.7 %
Overall quality of public interaction with police department	15	2.9 %
Quality of animal control	10	1.9 %
Overall quality of local fire protection	45	8.6 %
How quickly fire department personnel respond to emergencies	17	3.2 %
Overall quality of emergency medical services	25	4.8 %
How quickly emergency medical personnel respond to emergencies	16	3.1 %
None chosen	118	22.5 %
Total	524	100.0 %

**Q3. Which THREE of the public safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q3. 3rd choice	Number	Percent
Overall quality of local police protection	30	5.7 %
Visibility of police in neighborhoods	32	6.1 %
Visibility of police in retail areas	38	7.3 %
Visibility of police in public parks	35	6.7 %
City's efforts to prevent crime	35	6.7 %
How quickly police respond to emergencies	31	5.9 %
Enforcement of local traffic laws	37	7.1 %
Overall quality of public interaction with police department	27	5.2 %
Quality of animal control	24	4.6 %
Overall quality of local fire protection	20	3.8 %
How quickly fire department personnel respond to emergencies	24	4.6 %
Overall quality of emergency medical services	33	6.3 %
How quickly emergency medical personnel respond to emergencies	31	5.9 %
None chosen	127	24.2 %
Total	524	100.0 %

**SUM OF TOP 3 CHOICES**

**Q3. Which THREE of the public safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)**

Q3. Sum of top 3 choices	Number	Percent
Overall quality of local police protection	145	27.7 %
Visibility of police in neighborhoods	201	38.4 %
Visibility of police in retail areas	89	17.0 %
Visibility of police in public parks	66	12.6 %
City's efforts to prevent crime	182	34.7 %
How quickly police respond to emergencies	63	12.0 %
Enforcement of local traffic laws	136	26.0 %
Overall quality of public interaction with police department	66	12.6 %
Quality of animal control	42	8.0 %
Overall quality of local fire protection	71	13.5 %
How quickly fire department personnel respond to emergencies	44	8.4 %
Overall quality of emergency medical services	63	12.0 %
How quickly emergency medical personnel respond to emergencies	61	11.6 %
None chosen	98	18.7 %
Total	1327	

**Q4. Perceptions of Safety: Using a scale of 1 to 5, where 5 is "Very Safe" and 1 is "Very Unsafe," please rate how safe you feel in the following situations:**

(N=524)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. In your neighborhood during the day	57.3%	38.5%	2.7%	0.4%	0.2%	1.0%
Q4-2. In your neighborhood at night	34.4%	46.0%	14.5%	3.4%	0.2%	1.5%
Q4-3. In City parks & recreation facilities	25.0%	46.6%	15.6%	1.3%	0.0%	11.5%
Q4-4. In commercial & retail areas of City during the day	30.5%	49.8%	15.3%	1.3%	0.2%	2.9%
Q4-5. In commercial & retail areas of City at night	15.6%	39.5%	29.0%	7.4%	1.0%	7.4%

**WITHOUT "DON'T KNOW"**

**Q4. Perceptions of Safety: Using a scale of 1 to 5, where 5 is "Very Safe" and 1 is "Very Unsafe," please rate how safe you feel in the following situations: (without "don't know")**

(N=524)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. In your neighborhood during the day	57.8%	38.9%	2.7%	0.4%	0.2%
Q4-2. In your neighborhood at night	34.9%	46.7%	14.7%	3.5%	0.2%
Q4-3. In City parks & recreation facilities	28.2%	52.6%	17.7%	1.5%	0.0%
Q4-4. In commercial & retail areas of City during the day	31.4%	51.3%	15.7%	1.4%	0.2%
Q4-5. In commercial & retail areas of City at night	16.9%	42.7%	31.3%	8.0%	1.0%

**Q5. Parks and Recreation and City Events: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Maintenance & mowing of City parks	37.8%	46.9%	8.2%	0.8%	0.4%	5.9%
Q5-2. Number of City parks	39.1%	45.0%	9.0%	1.5%	0.2%	5.2%
Q5-3. Bike/hike trail system	32.6%	35.7%	15.5%	2.1%	1.0%	13.2%
Q5-4. Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	32.6%	42.6%	13.0%	3.6%	0.4%	7.8%
Q5-5. Nature Center services & programs	29.6%	35.5%	15.3%	1.0%	0.2%	18.5%
Q5-6. Senior Center	24.0%	29.4%	14.5%	1.9%	0.4%	29.8%
Q5-7. Music in the Park Concert Series	33.8%	31.9%	14.9%	0.8%	0.0%	18.7%
Q5-8. Youth recreation programs offered	20.0%	24.4%	19.3%	1.7%	0.4%	34.2%
Q5-9. Teen recreation programs offered	16.6%	24.0%	18.7%	1.9%	0.0%	38.7%
Q5-10. Adult recreation programs offered	20.6%	30.2%	17.7%	4.2%	0.4%	26.9%
Q5-11. Senior recreation programs offered	21.9%	24.4%	17.7%	2.7%	0.4%	32.8%
Q5-12. Special recreation programs	17.0%	20.2%	21.8%	1.5%	0.2%	39.3%
Q5-13. Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	28.4%	37.2%	18.5%	1.5%	0.2%	14.1%
Q5-14. Sterlingfest Art & Music Fair	35.7%	32.6%	17.6%	1.1%	0.6%	12.4%
Q5-15. Fees charged for recreational programs	20.8%	31.3%	21.6%	4.6%	0.6%	21.2%

**WITHOUT "DON'T KNOW"**

**Q5. Parks and Recreation and City Events: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Maintenance & mowing of City parks	40.2%	49.9%	8.7%	0.8%	0.4%
Q5-2. Number of City parks	41.2%	47.5%	9.5%	1.6%	0.2%
Q5-3. Bike/hike trail system	37.6%	41.1%	17.8%	2.4%	1.1%
Q5-4. Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	35.4%	46.2%	14.1%	3.9%	0.4%
Q5-5. Nature Center services & programs	36.3%	43.6%	18.7%	1.2%	0.2%
Q5-6. Senior Center	34.2%	41.8%	20.7%	2.7%	0.5%
Q5-7. Music in the Park Concert Series	41.5%	39.2%	18.3%	0.9%	0.0%
Q5-8. Youth recreation programs offered	30.4%	37.1%	29.3%	2.6%	0.6%
Q5-9. Teen recreation programs offered	27.1%	39.3%	30.5%	3.1%	0.0%
Q5-10. Adult recreation programs offered	28.2%	41.3%	24.3%	5.7%	0.5%
Q5-11. Senior recreation programs offered	32.7%	36.4%	26.4%	4.0%	0.6%
Q5-12. Special recreation programs	28.0%	33.3%	35.8%	2.5%	0.3%
Q5-13. Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	33.1%	43.3%	21.6%	1.8%	0.2%
Q5-14. Sterlingfest Art & Music Fair	40.7%	37.3%	20.0%	1.3%	0.7%
Q5-15. Fees charged for recreational programs	26.4%	39.7%	27.4%	5.8%	0.7%



**Q6. Which THREE of the parks and recreation and events items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q6. Top choice	Number	Percent
Maintenance & mowing of City parks	87	16.6 %
Number of City parks	14	2.7 %
Bike/hike trail system	59	11.3 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	56	10.7 %
Nature Center services & programs	23	4.4 %
Senior Center	33	6.3 %
Music in the Park Concert Series	10	1.9 %
Youth recreation programs offered	24	4.6 %
Teen recreation programs offered	15	2.9 %
Adult recreation programs offered	20	3.8 %
Senior recreation programs offered	19	3.6 %
Special recreation programs	7	1.3 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	17	3.2 %
Sterlingfest Art & Music Fair	25	4.8 %
Fees charged for recreational programs	12	2.3 %
None chosen	103	19.7 %
Total	524	100.0 %

**Q6. Which THREE of the parks and recreation and events items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q6. 2nd choice	Number	Percent
Maintenance & mowing of City parks	25	4.8 %
Number of City parks	17	3.2 %
Bike/hike trail system	46	8.8 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	63	12.0 %
Nature Center services & programs	19	3.6 %
Senior Center	33	6.3 %
Music in the Park Concert Series	23	4.4 %
Youth recreation programs offered	25	4.8 %
Teen recreation programs offered	22	4.2 %
Adult recreation programs offered	18	3.4 %
Senior recreation programs offered	31	5.9 %
Special recreation programs	10	1.9 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	28	5.3 %
Sterlingfest Art & Music Fair	25	4.8 %
Fees charged for recreational programs	11	2.1 %
None chosen	128	24.4 %
Total	524	100.0 %

**Q6. Which THREE of the parks and recreation and events items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q6. 3rd choice	Number	Percent
Maintenance & mowing of City parks	21	4.0 %
Number of City parks	16	3.1 %
Bike/hike trail system	29	5.5 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	40	7.6 %
Nature Center services & programs	15	2.9 %
Senior Center	21	4.0 %
Music in the Park Concert Series	24	4.6 %
Youth recreation programs offered	22	4.2 %
Teen recreation programs offered	17	3.2 %
Adult recreation programs offered	30	5.7 %
Senior recreation programs offered	29	5.5 %
Special recreation programs	16	3.1 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	36	6.9 %
Sterlingfest Art & Music Fair	37	7.1 %
Fees charged for recreational programs	30	5.7 %
None chosen	141	26.9 %
Total	524	100.0 %

**SUM OF TOP 3 CHOICES**

**Q6. Which THREE of the parks and recreation and events items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)**

Q6. Sum of top 3 choices	Number	Percent
Maintenance & mowing of City parks	133	25.4 %
Number of City parks	47	9.0 %
Bike/hike trail system	134	25.6 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	159	30.3 %
Nature Center services & programs	57	10.9 %
Senior Center	87	16.6 %
Music in the Park Concert Series	57	10.9 %
Youth recreation programs offered	71	13.5 %
Teen recreation programs offered	54	10.3 %
Adult recreation programs offered	68	13.0 %
Senior recreation programs offered	79	15.1 %
Special recreation programs	33	6.3 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	81	15.5 %
Sterlingfest Art & Music Fair	87	16.6 %
Fees charged for recreational programs	53	10.1 %
None chosen	103	19.7 %
Total	1303	

**Q7. Public Library Services: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Print collections	19.3%	25.6%	15.8%	0.6%	0.0%	38.7%
Q7-2. Audio/video collections	15.6%	22.3%	17.2%	0.4%	0.2%	44.3%
Q7-3. Digital collections	15.1%	18.5%	19.1%	0.6%	0.0%	46.8%
Q7-4. Reference services	16.2%	22.9%	16.8%	0.4%	0.0%	43.7%
Q7-5. Homebound/home delivery services	9.5%	14.3%	17.7%	0.8%	0.2%	57.4%
Q7-6. Programs for children	15.1%	18.1%	16.4%	0.6%	0.2%	49.6%
Q7-7. Programs for teens	11.1%	16.6%	18.1%	0.8%	0.0%	53.4%
Q7-8. Programs for adults	12.2%	21.6%	18.5%	1.9%	0.6%	45.2%

**WITHOUT "DON'T KNOW"**

**Q7. Public Library Services: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Print collections	31.5%	41.7%	25.9%	0.9%	0.0%
Q7-2. Audio/video collections	28.1%	40.1%	30.8%	0.7%	0.3%
Q7-3. Digital collections	28.3%	34.8%	35.8%	1.1%	0.0%
Q7-4. Reference services	28.8%	40.7%	29.8%	0.7%	0.0%
Q7-5. Homebound/home delivery services	22.4%	33.6%	41.7%	1.8%	0.4%
Q7-6. Programs for children	29.9%	36.0%	32.6%	1.1%	0.4%
Q7-7. Programs for teens	23.8%	35.7%	38.9%	1.6%	0.0%
Q7-8. Programs for adults	22.3%	39.4%	33.8%	3.5%	1.0%

**Q8. Which TWO of the Library items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q8. Top choice	Number	Percent
Print collections	53	10.1 %
Audio/video collections	26	5.0 %
Digital collections	47	9.0 %
Reference services	12	2.3 %
Homebound/home delivery services	55	10.5 %
Programs for children	75	14.3 %
Programs for teens	20	3.8 %
Programs for adults	33	6.3 %
None chosen	203	38.7 %
Total	524	100.0 %

**Q8. Which TWO of the Library items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q8. 2nd choice	Number	Percent
Print collections	19	3.6 %
Audio/video collections	30	5.7 %
Digital collections	39	7.4 %
Reference services	26	5.0 %
Homebound/home delivery services	39	7.4 %
Programs for children	43	8.2 %
Programs for teens	58	11.1 %
Programs for adults	51	9.7 %
None chosen	219	41.8 %
Total	524	100.0 %

**SUM OF TOP 2 CHOICES**

**Q8. Which TWO of the Library items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 2)**

Q8. Sum of top 2 choices	Number	Percent
Print collections	72	13.7 %
Audio/video collections	56	10.7 %
Digital collections	86	16.4 %
Reference services	38	7.3 %
Homebound/home delivery services	94	17.9 %
Programs for children	118	22.5 %
Programs for teens	78	14.9 %
Programs for adults	84	16.0 %
None chosen	203	38.7 %
Total	829	

**Q9. Code Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Enforcing clean-up of litter & debris on residential property	16.2%	39.9%	20.6%	13.7%	4.2%	5.3%
Q9-2. Enforcing mowing & trimming of grass & weeds on residential property	16.8%	39.5%	18.1%	16.4%	5.2%	4.0%
Q9-3. Enforcing mowing & trimming of grass & weeds on commercial property	15.3%	39.9%	25.4%	9.4%	2.5%	7.6%
Q9-4. Enforcing exterior maintenance of residential property in your neighborhood	15.1%	37.2%	23.3%	13.4%	3.2%	7.8%
Q9-5. Enforcing exterior maintenance of commercial property in your neighborhood	14.5%	36.3%	29.6%	7.4%	2.3%	9.9%
Q9-6. Enforcing exterior maintenance of rental properties in your neighborhood	11.6%	30.5%	26.0%	10.9%	3.1%	17.9%
Q9-7. Enforcing sign regulations	14.5%	34.0%	24.4%	9.0%	2.5%	15.6%

**WITHOUT "DON'T KNOW"**

**Q9. Code Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Enforcing clean-up of litter & debris on residential property	17.1%	42.1%	21.8%	14.5%	4.4%
Q9-2. Enforcing mowing & trimming of grass & weeds on residential property	17.5%	41.2%	18.9%	17.1%	5.4%
Q9-3. Enforcing mowing & trimming of grass & weeds on commercial property	16.5%	43.2%	27.5%	10.1%	2.7%
Q9-4. Enforcing exterior maintenance of residential property in your neighborhood	16.4%	40.4%	25.3%	14.5%	3.5%
Q9-5. Enforcing exterior maintenance of commercial property in your neighborhood	16.1%	40.3%	32.8%	8.3%	2.5%
Q9-6. Enforcing exterior maintenance of rental properties in your neighborhood	14.2%	37.2%	31.6%	13.3%	3.7%
Q9-7. Enforcing sign regulations	17.2%	40.3%	29.0%	10.6%	2.9%

**Q10. Which TWO of the code enforcement items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of litter & debris on residential property	137	26.1 %
Enforcing mowing & trimming of grass & weeds on residential property	78	14.9 %
Enforcing mowing & trimming of grass & weeds on commercial property	46	8.8 %
Enforcing exterior maintenance of residential property in your neighborhood	38	7.3 %
Enforcing exterior maintenance of commercial property in your neighborhood	40	7.6 %
Enforcing exterior maintenance of rental properties in your neighborhood	41	7.8 %
Enforcing sign regulations	37	7.1 %
None chosen	107	20.4 %
Total	524	100.0 %

**Q10. Which TWO of the code enforcement items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of litter & debris on residential property	55	10.5 %
Enforcing mowing & trimming of grass & weeds on residential property	94	17.9 %
Enforcing mowing & trimming of grass & weeds on commercial property	39	7.4 %
Enforcing exterior maintenance of residential property in your neighborhood	78	14.9 %
Enforcing exterior maintenance of commercial property in your neighborhood	67	12.8 %
Enforcing exterior maintenance of rental properties in your neighborhood	40	7.6 %
Enforcing sign regulations	31	5.9 %
None chosen	120	22.9 %
Total	524	100.0 %

**SUM OF TOP 2 CHOICES****Q10. Which TWO of the code enforcement items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 2)**

<u>Q10. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of litter & debris on residential property	192	36.6 %
Enforcing mowing & trimming of grass & weeds on residential property	172	32.8 %
Enforcing mowing & trimming of grass & weeds on commercial property	85	16.2 %
Enforcing exterior maintenance of residential property in your neighborhood	116	22.1 %
Enforcing exterior maintenance of commercial property in your neighborhood	107	20.4 %
Enforcing exterior maintenance of rental properties in your neighborhood	81	15.5 %
Enforcing sign regulations	68	13.0 %
None chosen	107	20.4 %
Total	928	



**Q11. City Maintenance: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Maintenance of major City streets	13.2%	47.7%	18.1%	15.1%	3.6%	2.3%
Q11-2. Maintenance of neighborhood streets	11.3%	40.3%	21.9%	19.5%	4.4%	2.7%
Q11-3. Maintenance of curbs & sidewalks	12.0%	43.5%	26.0%	12.4%	3.4%	2.7%
Q11-4. Maintenance of traffic signals/signs	22.1%	55.2%	15.1%	3.2%	0.4%	4.0%
Q11-5. Adequacy of City street lighting	17.2%	45.6%	22.1%	8.0%	2.5%	4.6%
Q11-6. Maintenance of City buildings, such as City Hall	30.3%	48.7%	11.5%	0.8%	0.2%	8.6%
Q11-7. Snow removal on major City streets	24.4%	54.4%	11.6%	5.0%	1.1%	3.4%
Q11-8. Snow removal on residential streets	16.8%	43.5%	18.1%	13.2%	3.8%	4.6%
Q11-9. Mowing & trimming along City streets & other public areas	21.6%	55.0%	14.9%	3.1%	0.8%	4.8%
Q11-10. Overall cleanliness of City streets & other public areas	21.4%	54.0%	17.2%	4.2%	0.4%	2.9%
Q11-11. Overall flow of traffic & congestion management in Sterling Heights	10.9%	36.3%	25.0%	16.6%	8.0%	3.2%
Q11-12. Maintenance of stormwater drainage system	12.8%	39.9%	24.6%	9.9%	4.0%	8.8%

**WITHOUT "DON'T KNOW"**

**Q11. City Maintenance: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Maintenance of major City streets	13.5%	48.8%	18.6%	15.4%	3.7%
Q11-2. Maintenance of neighborhood streets	11.6%	41.4%	22.5%	20.0%	4.5%
Q11-3. Maintenance of curbs & sidewalks	12.4%	44.7%	26.7%	12.7%	3.5%
Q11-4. Maintenance of traffic signals/signs	23.1%	57.5%	15.7%	3.4%	0.4%
Q11-5. Adequacy of City street lighting	18.0%	47.8%	23.2%	8.4%	2.6%
Q11-6. Maintenance of City buildings, such as City Hall	33.2%	53.2%	12.5%	0.8%	0.2%
Q11-7. Snow removal on major City streets	25.3%	56.3%	12.1%	5.1%	1.2%
Q11-8. Snow removal on residential streets	17.6%	45.6%	19.0%	13.8%	4.0%
Q11-9. Mowing & trimming along City streets & other public areas	22.6%	57.7%	15.6%	3.2%	0.8%
Q11-10. Overall cleanliness of City streets & other public areas	22.0%	55.6%	17.7%	4.3%	0.4%
Q11-11. Overall flow of traffic & congestion management in Sterling Heights	11.2%	37.5%	25.8%	17.2%	8.3%
Q11-12. Maintenance of stormwater drainage system	14.0%	43.7%	27.0%	10.9%	4.4%

**Q12. Which THREE of the City maintenance items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q12. Top choice	Number	Percent
Maintenance of major City streets	110	21.0 %
Maintenance of neighborhood streets	81	15.5 %
Maintenance of curbs & sidewalks	22	4.2 %
Maintenance of traffic signals/signs	6	1.1 %
Adequacy of City street lighting	20	3.8 %
Maintenance of City buildings, such as City Hall	3	0.6 %
Snow removal on major City streets	22	4.2 %
Snow removal on residential streets	35	6.7 %
Mowing & trimming along City streets & other public areas	5	1.0 %
Overall cleanliness of City streets & other public areas	12	2.3 %
Overall flow of traffic & congestion management in Sterling Heights	67	12.8 %
Maintenance of stormwater drainage system	55	10.5 %
None chosen	86	16.4 %
Total	524	100.0 %

**Q12. Which THREE of the City maintenance items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q12. 2nd choice	Number	Percent
Maintenance of major City streets	49	9.4 %
Maintenance of neighborhood streets	92	17.6 %
Maintenance of curbs & sidewalks	30	5.7 %
Maintenance of traffic signals/signs	14	2.7 %
Adequacy of City street lighting	31	5.9 %
Maintenance of City buildings, such as City Hall	1	0.2 %
Snow removal on major City streets	29	5.5 %
Snow removal on residential streets	60	11.5 %
Mowing & trimming along City streets & other public areas	13	2.5 %
Overall cleanliness of City streets & other public areas	22	4.2 %
Overall flow of traffic & congestion management in Sterling Heights	48	9.2 %
Maintenance of stormwater drainage system	35	6.7 %
None chosen	100	19.1 %
Total	524	100.0 %

**Q12. Which THREE of the City maintenance items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q12. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	43	8.2 %
Maintenance of neighborhood streets	37	7.1 %
Maintenance of curbs & sidewalks	46	8.8 %
Maintenance of traffic signals/signs	13	2.5 %
Adequacy of City street lighting	28	5.3 %
Maintenance of City buildings, such as City Hall	4	0.8 %
Snow removal on major City streets	32	6.1 %
Snow removal on residential streets	52	9.9 %
Mowing & trimming along City streets & other public areas	14	2.7 %
Overall cleanliness of City streets & other public areas	27	5.2 %
Overall flow of traffic & congestion management in Sterling Heights	58	11.1 %
Maintenance of stormwater drainage system	51	9.7 %
None chosen	119	22.7 %
Total	524	100.0 %

**SUM OF TOP 3 CHOICES**

**Q12. Which THREE of the City maintenance items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)**

<u>Q12. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	202	38.5 %
Maintenance of neighborhood streets	210	40.1 %
Maintenance of curbs & sidewalks	98	18.7 %
Maintenance of traffic signals/signs	33	6.3 %
Adequacy of City street lighting	79	15.1 %
Maintenance of City buildings, such as City Hall	8	1.5 %
Snow removal on major City streets	83	15.8 %
Snow removal on residential streets	147	28.1 %
Mowing & trimming along City streets & other public areas	32	6.1 %
Overall cleanliness of City streets & other public areas	61	11.6 %
Overall flow of traffic & congestion management in Sterling Heights	173	33.0 %
Maintenance of stormwater drainage system	141	26.9 %
None chosen	86	16.4 %
Total	1353	

**Q13. City Leadership and Communication: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Overall quality of leadership provided	17.2%	37.2%	24.8%	7.3%	3.6%	9.9%
Q13-2. Overall accessibility of City leaders	14.3%	23.7%	27.9%	7.6%	1.0%	25.6%
Q13-3. Overall responsiveness of City leaders	14.1%	22.5%	27.3%	8.8%	1.7%	25.6%
Q13-4. Availability of information about City programs & services	19.7%	47.5%	17.4%	4.8%	1.1%	9.5%
Q13-5. City's efforts to keep you informed about local issues	19.3%	41.8%	20.8%	8.4%	1.5%	8.2%
Q13-6. Level of public involvement in local decision making	12.0%	22.7%	28.8%	13.2%	5.0%	18.3%
Q13-7. Quality of City's website	16.2%	35.3%	24.0%	5.3%	3.1%	16.0%

**WITHOUT "DON'T KNOW"**

**Q13. City Leadership and Communication: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=524)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Overall quality of leadership provided	19.1%	41.3%	27.5%	8.1%	4.0%
Q13-2. Overall accessibility of City leaders	19.2%	31.8%	37.4%	10.3%	1.3%
Q13-3. Overall responsiveness of City leaders	19.0%	30.3%	36.7%	11.8%	2.3%
Q13-4. Availability of information about City programs & services	21.7%	52.5%	19.2%	5.3%	1.3%
Q13-5. City's efforts to keep you informed about local issues	21.0%	45.5%	22.7%	9.1%	1.7%
Q13-6. Level of public involvement in local decision making	14.7%	27.8%	35.3%	16.1%	6.1%
Q13-7. Quality of City's website	19.3%	42.0%	28.6%	6.4%	3.6%

**Q14. In the past year, which methods have you used most often to get City-related information from the City of Sterling Heights?**

Q14. Which methods have you used most often to get

City-related information in past year	Number	Percent
Traditional US mail	203	38.7 %
City magazine	301	57.4 %
City website	311	59.4 %
Email	115	21.9 %
SHTV (Channel 5 & 99)	47	9.0 %
Social media (Facebook, Twitter, YouTube, Instagram)	158	30.2 %
Local media coverage	112	21.4 %
Other	21	4.0 %
Total	1268	

**Q14-8. Other**

Q14-8. Other	Number	Percent
Phone	6	28.6 %
GOOGLE	3	14.3 %
Neighbor	1	4.8 %
SOURCE	1	4.8 %
Calling the City of Sterling Heights	1	4.8 %
STERLING SENTRY FROM COG NEWSPAPERS	1	4.8 %
COMMUNITY CENTER	1	4.8 %
Internet	1	4.8 %
EMAIL FROM CITY	1	4.8 %
STERLING ADVISOR	1	4.8 %
FRIENDS & NEIGHBORS	1	4.8 %
LOCAL NEWSPAPER	1	4.8 %
Call or visit City Hall	1	4.8 %
Sentry newspaper	1	4.8 %
Total	21	100.0 %

**Q15. What communication channels should we be using that we currently are not?**

Q15. What communication channels should we be

using that we currently are not	Number	Percent
Snapchat	44	8.4 %
TikTok	43	8.2 %
Other	38	7.3 %
Total	125	

**Q16. Have you called, emailed, or submitted a ticket through See Click Fix, or visited the City with a question, problem, or complaint during the past year?**

Q16. Have you called, e-mailed, or submitted a ticket through See Click Fix, or visited City with a question, problem, or complaint during past year

	Number	Percent
Yes	103	19.7 %
No	420	80.2 %
Not provided	1	0.2 %
Total	524	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q16. Have you called, emailed, or submitted a ticket through See Click Fix, or visited the City with a question, problem, or complaint during the past year? (without "not provided")**

Q16. Have you called, e-mailed, or submitted a ticket through See Click Fix, or visited City with a question, problem, or complaint during past year

	Number	Percent
Yes	103	19.7 %
No	420	80.3 %
Total	523	100.0 %

**Q16a. (Only if "YES" to Question 16) How easy was it to contact the person you needed to reach?**

Q16a. How easy was it to contact the person you needed to reach

	Number	Percent
Very easy	39	37.9 %
Easy	38	36.9 %
Difficult	18	17.5 %
Very difficult	2	1.9 %
Don't know	6	5.8 %
Total	103	100.0 %

**WITHOUT "DON'T KNOW"**

**Q16a. (Only if "YES" to Question 16) How easy was it to contact the person you needed to reach? (without "don't know")**

Q16a. How easy was it to contact the person you needed to reach

	Number	Percent
Very easy	39	40.2 %
Easy	38	39.2 %
Difficult	18	18.6 %
Very difficult	2	2.1 %
Total	97	100.0 %



**Q16b. (Only if "YES" to Question 16) For each item below, please rate how often the employees you have contacted during the past year have displayed the customer service described on a scale of 1 to 5, where 5 means "Always," and 1 means "Never."**

(N=103)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q16b-1. They were courteous & polite	51.5%	25.2%	7.8%	2.9%	1.0%	11.7%
Q16b-2. They gave prompt, accurate, & complete answers to questions	43.7%	21.4%	14.6%	6.8%	2.9%	10.7%
Q16b-3. They did what they said they would do in a timely manner	44.7%	19.4%	10.7%	6.8%	3.9%	14.6%
Q16b-4. They helped you resolve an issue to your satisfaction	44.7%	16.5%	14.6%	5.8%	6.8%	11.7%

**WITHOUT "DON'T KNOW"**

**Q16b. (Only if "YES" to Question 16) For each item below, please rate how often the employees you have contacted during the past year have displayed the customer service described on a scale of 1 to 5, where 5 means "Always," and 1 means "Never." (without "don't know")**

(N=103)

	Always	Usually	Sometimes	Seldom	Never
Q16b-1. They were courteous & polite	58.2%	28.6%	8.8%	3.3%	1.1%
Q16b-2. They gave prompt, accurate, & complete answers to questions	48.9%	23.9%	16.3%	7.6%	3.3%
Q16b-3. They did what they said they would do in a timely manner	52.3%	22.7%	12.5%	8.0%	4.5%
Q16b-4. They helped you resolve an issue to your satisfaction	50.5%	18.7%	16.5%	6.6%	7.7%

**Q17. What do you like most about living in Sterling Heights?**

Q17. What do you like most about living in Sterling Heights	Number	Percent
Grew up in region	157	30.0 %
Close to work	167	31.9 %
Employment opportunities	38	7.3 %
Quality of life amenities	252	48.1 %
Educational systems	180	34.4 %
Close to family/friends	255	48.7 %
Affordable cost of living	252	48.1 %
Shopping & entertainment options	253	48.3 %
A diverse population	119	22.7 %
Other	37	7.1 %
Total	1710	

**Q18. Please indicate up to three things that would make you consider leaving Sterling Heights.**

Q18. What would make you consider leaving Sterling Heights	Number	Percent
Congestion/traffic	241	46.0 %
Cost of living	194	37.0 %
Changing demographics	189	36.1 %
Affordability	169	32.3 %
Desire for more land	130	24.8 %
Other	80	15.3 %
Driving distance to work	77	14.7 %
Shopping & entertainment options	50	9.5 %
Lack of housing options	38	7.3 %
Employment opportunities	33	6.3 %
Total	1201	

**Q19. Why would you recommend Sterling Heights as a place to live to your friends or family?**

Q19. Why would you recommend Sterling Heights as a place to live to your friends or family	Number	Percent
Grew up in region	107	20.4 %
Close to work	84	16.0 %
Employment opportunities	76	14.5 %
Quality of life amenities	243	46.4 %
Educational systems	215	41.0 %
Close to family/friends	168	32.1 %
Affordable cost of living	242	46.2 %
Shopping & entertainment options	218	41.6 %
A diverse population	110	21.0 %
Other	33	6.3 %
Total	1496	

**Q20. Weekly curbside recycling is currently only available to City residents through an annual voluntary subscription at a cost of \$57 per year. If curbside recycling was expanded Citywide, the cost would be included in property taxes and reduced to \$50 or approximately \$1.00 per weekly collection for the average home. Should the City consider expanding curbside recycling to all single family homes?**

Q20. Should City consider expanding curbside recycling to all single family homes	Number	Percent
Strongly agree	216	41.2 %
Agree	91	17.4 %
Disagree	59	11.3 %
Strongly disagree	83	15.8 %
Don't know	75	14.3 %
Total	524	100.0 %

**WITHOUT "DON'T KNOW"****Q20. Weekly curbside recycling is currently only available to City residents through an annual voluntary subscription at a cost of \$57 per year. If curbside recycling was expanded Citywide, the cost would be included in property taxes and reduced to \$50 or approximately \$1.00 per weekly collection for the average home. Should the City consider expanding curbside recycling to all single family homes? (without "don't know")**

Q20. Should City consider expanding curbside recycling to all single family homes	Number	Percent
Strongly agree	216	48.1 %
Agree	91	20.3 %
Disagree	59	13.1 %
Strongly disagree	83	18.5 %
Total	449	100.0 %

**Q21. The City Code of Ordinances prohibits the keeping of chickens in residential areas due to potential nuisance conditions like noise or odor. However, some property owners tout the benefits of fresh/organic eggs and insect control that chickens provide. They have approached the City seeking an ordinance amendment to allow up to four chickens within neighborhoods for purposes of producing eggs for personal consumption. Should the City of Sterling Heights allow up to four chickens to be kept on residential properties within the City's neighborhoods for the purpose of producing eggs for personal consumption?**

Q21. Should City allow up to four chickens to be kept on residential properties within City's neighborhoods	Number	Percent
Yes	151	28.8 %
No	352	67.2 %
Not provided	21	4.0 %
Total	524	100.0 %

#### **WITHOUT "NOT PROVIDED"**

**Q21. The City Code of Ordinances prohibits the keeping of chickens in residential areas due to potential nuisance conditions like noise or odor. However, some property owners tout the benefits of fresh/organic eggs and insect control that chickens provide. They have approached the City seeking an ordinance amendment to allow up to four chickens within neighborhoods for purposes of producing eggs for personal consumption. Should the City of Sterling Heights allow up to four chickens to be kept on residential properties within the City's neighborhoods for the purpose of producing eggs for personal consumption? (without "not provided")**

Q21. Should City allow up to four chickens to be kept on residential properties within City's neighborhoods	Number	Percent
Yes	151	30.0 %
No	352	70.0 %
Total	503	100.0 %

**Q22. Sterling Heights will be receiving approximately \$19 million in Federal assistance under the American Recovery Act. This funding can only be used for one-time expenditures. On a scale of 1 to 5, with 1 being the highest priority and 5 being the lowest priority, please rank how you feel the City of Sterling Heights should use this funding.**

(N=524)

	Highest priority	2	3	4	Lowest priority	Not provided
Q22-1. Water & sewer infrastructure improvements	58.8%	11.1%	11.3%	10.1%	3.8%	5.0%
Q22-2. Financial assistance to businesses that have suffered severe financial loss during the Pandemic	14.7%	23.9%	15.6%	23.9%	4.6%	17.4%
Q22-3. Financial assistance to residents that have suffered economic hardship due to the Pandemic	10.9%	23.5%	21.9%	12.0%	6.1%	25.6%
Q22-4. Green infrastructure improvements such as increased trees, more pathways & sidewalks	4.0%	14.3%	17.4%	26.1%	3.6%	34.5%
Q22-5. Other	1.1%	2.7%	5.0%	3.8%	7.3%	80.2%

**WITHOUT "NOT PROVIDED"**

**Q22. Sterling Heights will be receiving approximately \$19 million in Federal assistance under the American Recovery Act. This funding can only be used for one-time expenditures. On a scale of 1 to 5, with 1 being the highest priority and 5 being the lowest priority, please rank how you feel the City of Sterling Heights should use this funding. (without "not provided")**

(N=524)

	Highest priority	2	3	4	Lowest priority
Q22-1. Water & sewer infrastructure improvements	61.8%	11.6%	11.8%	10.6%	4.0%
Q22-2. Financial assistance to businesses that have suffered severe financial loss during the Pandemic	17.8%	28.9%	18.9%	28.9%	5.5%
Q22-3. Financial assistance to residents that have suffered economic hardship due to the Pandemic	14.6%	31.5%	29.5%	16.2%	8.2%
Q22-4. Green infrastructure improvements such as increased trees, more pathways & sidewalks	6.1%	21.9%	26.5%	39.9%	5.5%
Q22-5. Other	5.8%	13.5%	25.0%	19.2%	36.5%

**Q23. The City is committed to being an inclusive community where all residents feel welcome, accepted, respected and safe in Sterling Heights. Please rate your level of agreement with the following statement: "From my perception, I feel Sterling Heights is an inclusive community."**

Q23. From my perception, I feel Sterling Heights is an inclusive community

	Number	Percent
Strongly agree	146	27.9 %
Agree	282	53.8 %
Disagree	30	5.7 %
Strongly disagree	6	1.1 %
Don't know	60	11.5 %
Total	524	100.0 %

**WITHOUT "DON'T KNOW"**

**Q23. The City is committed to being an inclusive community where all residents feel welcome, accepted, respected and safe in Sterling Heights. Please rate your level of agreement with the following statement: "From my perception, I feel Sterling Heights is an inclusive community." (without "don't know")**

Q23. From my perception, I feel Sterling Heights is an inclusive community

	Number	Percent
Strongly agree	146	31.5 %
Agree	282	60.8 %
Disagree	30	6.5 %
Strongly disagree	6	1.3 %
Total	464	100.0 %

**Q24. Since you've lived in Sterling Heights, do you feel race relations in the City have improved, stayed the same or worsened?**

Q24. What have race relations in City become	Number	Percent
Improved	139	26.5 %
Stayed the same	283	54.0 %
Worsened	67	12.8 %
Not provided	35	6.7 %
Total	524	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q24. Since you've lived in Sterling Heights, do you feel race relations in the City have improved, stayed the same or worsened? (without "not provided")**

Q24. What have race relations in City become	Number	Percent
Improved	139	28.4 %
Stayed the same	283	57.9 %
Worsened	67	13.7 %
Total	489	100.0 %

**Q25. Approximately how many years have you lived in the City of Sterling Heights?**

Q25. How many years have you lived in City of Sterling Heights	Number	Percent
Less than 1 year	6	1.1 %
1-5 years	40	7.6 %
6-10 years	41	7.8 %
10+ years	426	81.3 %
Not provided	11	2.1 %
Total	524	100.0 %

**WITHOUT “NOT PROVIDED”****Q25. Approximately how many years have you lived in the City of Sterling Heights? (without "not provided")**

Q25. How many years have you lived in City of Sterling Heights	Number	Percent
Less than 1 year	6	1.2 %
1-5 years	40	7.8 %
6-10 years	41	8.0 %
10+ years	426	83.0 %
Total	513	100.0 %

**Q26. Do you own or rent your current residence?**

Q26. Do you own or rent your current residence	Number	Percent
Own	433	82.6 %
Rent	90	17.2 %
Not provided	1	0.2 %
Total	524	100.0 %

**WITHOUT “NOT PROVIDED”****Q26. Do you own or rent your current residence? (without "not provided")**

Q26. Do you own or rent your current residence	Number	Percent
Own	433	82.8 %
Rent	90	17.2 %
Total	523	100.0 %



**Q27. In what type of residence do you live?**

Q27. In what type of residence do you live	Number	Percent
Single family home	457	87.2 %
Manufactured/mobile home	1	0.2 %
Apartment	18	3.4 %
Condominium	43	8.2 %
Other	1	0.2 %
Not provided	4	0.8 %
Total	524	100.0 %

**WITHOUT "NOT PROVIDED"****Q27. In what type of residence do you live? (without "not provided")**

Q27. In what type of residence do you live	Number	Percent
Single family home	457	87.9 %
Manufactured/mobile home	1	0.2 %
Apartment	18	3.5 %
Condominium	43	8.3 %
Other	1	0.2 %
Total	520	100.0 %

**Q27-6. Other**

Q27-6. Other	Number	Percent
TRAILER PARK	1	100.0 %
Total	1	100.0 %

**Q28. What is your age?**

<u>Q28. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	87	16.6 %
35-44	95	18.1 %
45-54	102	19.5 %
55-64	103	19.7 %
65+	100	19.1 %
Not provided	37	7.1 %
Total	524	100.0 %

**WITHOUT "NOT PROVIDED"****Q28. What is your age? (without "not provided")**

<u>Q28. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	87	17.9 %
35-44	95	19.5 %
45-54	102	20.9 %
55-64	103	21.1 %
65+	100	20.5 %
Total	487	100.0 %

**Q29. What is the highest level of education completed by a member of your household?**

Q29. Highest level of education completed by a member of your household	Number	Percent
Less than high school graduate	17	3.2 %
High school diploma or GED	71	13.5 %
Some college	93	17.7 %
Vocational/technical	32	6.1 %
Associate's degree	86	16.4 %
Bachelor's degree	132	25.2 %
Graduate/professional degree	66	12.6 %
Not provided	27	5.2 %
Total	524	100.0 %

**WITHOUT "NOT PROVIDED"****Q29. What is the highest level of education completed by a member of your household? (without "not provided")**

Q29. Highest level of education completed by a member of your household	Number	Percent
Less than high school graduate	17	3.4 %
High school diploma or GED	71	14.3 %
Some college	93	18.7 %
Vocational/technical	32	6.4 %
Associate's degree	86	17.3 %
Bachelor's degree	132	26.6 %
Graduate/professional degree	66	13.3 %
Total	497	100.0 %

**Q30. Please estimate your total annual household income:**

<u>Q30. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Less than \$25K	52	9.9 %
\$25K-\$34,999	58	11.1 %
\$35K-\$49,999	68	13.0 %
\$50K-\$74,999	92	17.6 %
\$75K-\$99,999	85	16.2 %
\$100K+	76	14.5 %
Not provided	93	17.7 %
Total	524	100.0 %

**WITHOUT "NOT PROVIDED"****Q30. Please estimate your total annual household income: (without "not provided")**

<u>Q30. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Less than \$25K	52	12.1 %
\$25K-\$34,999	58	13.5 %
\$35K-\$49,999	68	15.8 %
\$50K-\$74,999	92	21.3 %
\$75K-\$99,999	85	19.7 %
\$100K+	76	17.6 %
Total	431	100.0 %

**Q31. What is your gender?**

Q31. Your gender	Number	Percent
Male	256	48.9 %
Female	259	49.4 %
Prefer to self-describe	2	0.4 %
Not provided	7	1.3 %
Total	524	100.0 %

**WITHOUT "NOT PROVIDED"****Q31. What is your gender? (without "not provided")**

Q31. Your gender	Number	Percent
Male	256	49.5 %
Female	259	50.1 %
Prefer to self-describe	2	0.4 %
Total	517	100.0 %

**Q31-4. Self-describe your gender:**

Q31-4. Self-describe your gender	Number	Percent
Cannot be described	1	100.0 %
Total	1	100.0 %

**Q32. Is English the primary language spoken in your home?**

Q32. Is English the primary language spoken in your home	Number	Percent
Yes	488	93.1 %
No	31	5.9 %
Not provided	5	1.0 %
Total	524	100.0 %

**WITHOUT "NOT PROVIDED"****Q32. Is English the primary language spoken in your home? (without "not provided")**

Q32. Is English the primary language spoken in your home	Number	Percent
Yes	488	94.0 %
No	31	6.0 %
Total	519	100.0 %

**Q33. What is your ethnic origin?**

Q33. What is your ethnic origin	Number	Percent
American Indian or Alaskan Native	4	0.8 %
Arab/Middle Eastern	25	4.8 %
Asian or Pacific Islander	36	6.9 %
Black/African American	29	5.5 %
Latino/Hispanic	11	2.1 %
White/Caucasian	406	77.5 %
Other	9	1.7 %
Total	520	

**Q33-7. Self-describe your ethnic origin:**

Q33-7. Self-describe your ethnic origin	Number	Percent
Multi race	2	22.2 %
Chaldean American	2	22.2 %
Mixed	1	11.1 %
ROMANIAN	1	11.1 %
Italian American	1	11.1 %
Eastern European Caucasian	1	11.1 %
SLAVIC	1	11.1 %
Total	9	100.0 %

**Q34. Are you registered to vote in Sterling Heights?**

Q34. Are you registered to vote in Sterling Heights	Number	Percent
Yes	490	93.5 %
No	29	5.5 %
Not provided	5	1.0 %
Total	524	100.0 %

**WITHOUT "NOT PROVIDED"****Q34. Are you registered to vote in Sterling Heights? (without "not provided")**

Q34. Are you registered to vote in Sterling Heights	Number	Percent
Yes	490	94.4 %
No	29	5.6 %
Total	519	100.0 %

**Q35. Are you currently employed?**

Q35. Are you currently employed	Number	Percent
Yes	336	64.1 %
No	181	34.5 %
Not provided	7	1.3 %
Total	524	100.0 %

**WITHOUT "NOT PROVIDED"****Q35. Are you currently employed? (without "not provided")**

Q35. Are you currently employed	Number	Percent
Yes	336	65.0 %
No	181	35.0 %
Total	517	100.0 %

**Q36. Do you currently have access to broadband data (or hi-speed internet access)?**

Q36. Do you currently have access to broadband data  
(or hi-speed internet access)

	Number	Percent
Yes	483	92.2 %
No	34	6.5 %
Not provided	7	1.3 %
Total	524	100.0 %

**WITHOUT "NOT PROVIDED"****Q36. Do you currently have access to broadband data (or hi-speed internet access)? (without "not provided")**

Q36. Do you currently have access to broadband data  
(or hi-speed internet access)

	Number	Percent
Yes	483	93.4 %
No	34	6.6 %
Total	517	100.0 %





# Survey Instrument



CITY OF  
**Sterling  
Heights**  
*InnovatingLiving*

**Richard J. Notte Sterling Heights City Center**  
City Hall  
40555 Utica Road | P.O. Box 8009  
Sterling Heights, MI | 48311-8009

**City Council**

Mayor	Michael C. Taylor
Mayor Pro Tem	Liz Sierawski
Councilwoman	Deanna Koski
Councilman	Michael V. Radtke Jr.
Councilwoman	Maria G. Schmidt
Councilman	Henry Yanez
Councilwoman	Barbara A. Ziarko

**City Manager** Mark D. Vanderpool

TEL 586.446.CITY (2489) FAX 586.276.4077

cityhall@sterling-heights.net | www.sterling-heights.net

facebook.com/cityofsterlingheights | twitter.com/sterlingheights

July 2021

Dear Sterling Heights Resident:

**Your input on the enclosed survey is extremely important.** We believe it is crucial to ask our residents whether or not they are satisfied with the services we provide. In order to ensure that the City's priorities are aligned with the needs of our residents, we need to know what you think.

**Your household was one of a limited number selected at random to receive this survey, and your participation is necessary to make the survey a success.**

**We greatly appreciate your time.** We realize that this survey takes some time to complete, but every question is essential. The time you invest in this survey will influence dozens of decisions that will be made about the City's future. Your responses will also help the City Council gauge the success of its efforts to carry out the community's vision for the City of Sterling Heights and to address the many opportunities and challenges facing our community.

**Please return your survey or complete it online sometime during the next week.** We have selected ETC Institute to administer this survey. ETC Institute will present the results to the City in September. Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, Kansas, 66061 or go to [sterlingheightscitizensurvey.org](http://sterlingheightscitizensurvey.org) to complete the survey online.

If you have any questions, please contact Community Relations at (586) 446-2470 or email [cityhall@sterling-heights.net](mailto:cityhall@sterling-heights.net). Thanks again for taking the time to let your voice be heard.

Sincerely,

Michael C. Taylor, Mayor  
City of Sterling Heights

*Si tiene preguntas acerca de la encuesta y no habla Ingles, por favor llame al 1-844-811-0411. Gracias*

*هاتفك ورقم اسمك وترك 1-844-247-8190 بالرقم الاتصال يرجى العربية، باللغة الاستطلاع في للمشاركة*



# 2021 City of Sterling Heights Residential Survey

Please complete this important survey if you are an adult (age 18 or older) in the household. City leaders will use your input to determine how well the community's needs are being met. The survey will take approximately 10 minutes to complete. When you are finished, please return it in the postage-paid envelope provided. Your responses will remain confidential. If you have questions about this survey, please contact Community Relations at the city of Sterling Heights at (586) 446-2470 or by e-mail at [cityhall@sterling-heights.net](mailto:cityhall@sterling-heights.net). Thank you!

1. **Overall Perception** – Some items that may influence your perception of the City of Sterling Heights are listed below. Please rate each item on a scale of 1 to 5, where 5 is “Very Satisfied” and 1 is “Very Dissatisfied.”

How satisfied are you with	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall image of the City	5	4	3	2	1	9
2. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
3. Overall quality of City services	5	4	3	2	1	9
4. The City as a place to live	5	4	3	2	1	9
5. The City as a place to raise children	5	4	3	2	1	9
6. The City as a place to retire	5	4	3	2	1	9
7. Overall quality of life in the City	5	4	3	2	1	9
8. Overall direction of the City	5	4	3	2	1	9

2. **Public Safety** – For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is “Very Satisfied” and 1 is “Very Dissatisfied.”

How satisfied are you with	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of local police protection	5	4	3	2	1	9
2. The visibility of police in neighborhoods	5	4	3	2	1	9
3. The visibility of police in retail areas	5	4	3	2	1	9
4. The visibility of police in public parks	5	4	3	2	1	9
5. The City's efforts to prevent crime	5	4	3	2	1	9
6. How quickly police respond to emergencies	5	4	3	2	1	9
7. Enforcement of local traffic laws	5	4	3	2	1	9
8. Overall quality of public interaction with the police department	5	4	3	2	1	9
9. Quality of animal control	5	4	3	2	1	9
10. Overall quality of local fire protection	5	4	3	2	1	9
11. How quickly fire department personnel respond to emergencies	5	4	3	2	1	9
12. Overall quality of emergency medical services	5	4	3	2	1	9
13. How quickly emergency medical personnel respond to emergencies	5	4	3	2	1	9

3. Which **THREE** of the **public safety** items do you think should receive the **MOST EMPHASIS** from City leaders over the next two years? [Write in your answers below using the numbers from the list in Question 2.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

**4. Perceptions of Safety – Using a scale of 1 to 5, where 5 is “Very Safe” and 1 is “Very Unsafe,” please rate how safe you feel in the following situations:**

How safe do you feel		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In your neighborhood during the day	5	4	3	2	1	9
2.	In your neighborhood at night	5	4	3	2	1	9
3.	In City parks and recreation facilities	5	4	3	2	1	9
4.	In commercial and retail areas of the City during the day	5	4	3	2	1	9
5.	In commercial and retail areas of the City at night	5	4	3	2	1	9

**5. Parks and Recreation and City Events – For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is “Very Satisfied” and 1 is “Very Dissatisfied.”**

How satisfied are you with		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance and mowing of City parks	5	4	3	2	1	9
2.	The number of City parks	5	4	3	2	1	9
3.	Bike/Hike Trail System	5	4	3	2	1	9
4.	Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	5	4	3	2	1	9
5.	Nature Center services and programs	5	4	3	2	1	9
6.	Senior Center	5	4	3	2	1	9
7.	Music in the Park Concert Series	5	4	3	2	1	9
8.	Youth recreation programs offered	5	4	3	2	1	9
9.	Teen recreation programs offered	5	4	3	2	1	9
10.	Adult recreation programs offered	5	4	3	2	1	9
11.	Senior recreation programs offered	5	4	3	2	1	9
12.	Special recreation programs	5	4	3	2	1	9
13.	Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	5	4	3	2	1	9
14.	Sterlingfest Art & Music Fair	5	4	3	2	1	9
15.	Fees charged for recreational programs	5	4	3	2	1	9

**6. Which THREE of the parks and recreation and events items listed above do you think should receive the **MOST EMPHASIS** from City leaders over the next two years? [Write in your answers below using the numbers from the list in Question 5.]**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

*A more detailed Parks & Recreation master plan survey will be available in August 2021 on the Parks & Rec website.*

**7. Public Library Services – For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is “Very Satisfied” and 1 is “Very Dissatisfied.”**

How satisfied are you with		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Print collections	5	4	3	2	1	9
2.	Audio/video collections	5	4	3	2	1	9
3.	Digital collections	5	4	3	2	1	9
4.	Reference services	5	4	3	2	1	9
5.	Homebound/home delivery services	5	4	3	2	1	9
6.	Programs for children	5	4	3	2	1	9
7.	Programs for teens	5	4	3	2	1	9
8.	Programs for adults	5	4	3	2	1	9

**8. Which TWO of the Library items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in your answers below using the numbers from the list in Question 7.]**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

**9. Code Enforcement – For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is “Very Satisfied” and 1 is “Very Dissatisfied.”**

How satisfied are you with		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the clean-up of litter and debris on residential property	5	4	3	2	1	9
2.	Enforcing the mowing and trimming of grass and weeds on residential property	5	4	3	2	1	9
3.	Enforcing the mowing and trimming of grass and weeds on commercial property	5	4	3	2	1	9
4.	Enforcing the exterior maintenance of residential property in your neighborhood	5	4	3	2	1	9
5.	Enforcing the exterior maintenance of commercial property in your neighborhood	5	4	3	2	1	9
6.	Enforcing the exterior maintenance of rental properties in your neighborhood	5	4	3	2	1	9
7.	Enforcing sign regulations	5	4	3	2	1	9

**10. Which TWO of the code enforcement items do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in your answers below using the numbers from the list in Question 9.]**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

**11. City Maintenance** – For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is “Very Satisfied” and 1 is “Very Dissatisfied.”

How satisfied are you with		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of major City streets	5	4	3	2	1	9
2.	Maintenance of neighborhood streets	5	4	3	2	1	9
3.	Maintenance of curbs and sidewalks	5	4	3	2	1	9
4.	Maintenance of traffic signals/signs	5	4	3	2	1	9
5.	Adequacy of City street lighting	5	4	3	2	1	9
6.	Maintenance of City buildings, such as City Hall	5	4	3	2	1	9
7.	Snow removal on major City streets	5	4	3	2	1	9
8.	Snow removal on residential streets	5	4	3	2	1	9
9.	Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
10.	Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
11.	Overall flow of traffic and congestion management in Sterling Heights	5	4	3	2	1	9
12.	Maintenance of stormwater drainage system	5	4	3	2	1	9

**12. Which THREE of the city maintenance items do you think should receive the MOST EMPHASIS from City leaders over the next two years?** [Write in your answers below using the numbers from the list in Question 11.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

**13. City Leadership and Communication** – For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is “Very Satisfied” and 1 is “Very Dissatisfied.”

How satisfied are you with		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of leadership provided	5	4	3	2	1	9
2.	Overall accessibility of City leaders	5	4	3	2	1	9
3.	Overall responsiveness of City leaders	5	4	3	2	1	9
4.	The availability of information about City programs and services	5	4	3	2	1	9
5.	The City's efforts to keep you informed about local issues	5	4	3	2	1	9
6.	The level of public involvement in local decision making	5	4	3	2	1	9
7.	The quality of the City's website	5	4	3	2	1	9

**14. In the past year, which methods have you used most often to get City-related information from the City of Sterling Heights?** [Check all that apply.]

- |                                |   |
|--------------------------------|---|
| ____ (1) Traditional U.S. Mail | ____ (5) SHTV (Channel 5 & 99)                                |
| ____ (2) City Magazine         | ____ (6) Social Media (Facebook, Twitter, YouTube, Instagram) |
| ____ (3) City Website          | ____ (7) Local Media Coverage                                 |
| ____ (4) Email                 | ____ (8) Other: _____   |

**15. What communication channels should we be using that we currently are not?** [Check all that apply.]

- \_\_\_\_ (1) Snapchat      \_\_\_\_ (2) TikTok      \_\_\_\_ (3) Other: \_\_\_\_\_

**16. Have you called, e-mailed, or submitted a ticket through See Click Fix, or visited the City with a question, problem, or complaint during the past year?**

\_\_\_\_ (1) Yes *[Answer Question 16a-b.]*

\_\_\_\_ (2) No *[Go to Question 17.]*

**16a. [Only if YES to Question 16] How easy was it to contact the person you needed to reach?**

\_\_\_\_ (1) Very Easy

\_\_\_\_ (3) Difficult

\_\_\_\_ (5) Don't Know

\_\_\_\_ (2) Easy

\_\_\_\_ (4) Very Difficult

**16b. [Only if YES to Question 16] For each item below, please rate how often the employees you have contacted during the past year have displayed the customer service described on a scale of 1 to 5, where 5 means "Always," and 1 means "Never."**

Behavior of Employees		Always	Usually	Sometimes	Seldom	Never	Don't Know
1.	They were courteous and polite	5	4	3	2	1	9
2.	They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3.	They did what they said they would do in a timely manner	5	4	3	2	1	9
4.	They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

**17. What do you like most about living in Sterling Heights? *[Check all that apply.]***

\_\_\_\_ (01) Grew up in region

\_\_\_\_ (06) Close to family/friends

\_\_\_\_ (02) Close to work

\_\_\_\_ (07) Affordable cost of living

\_\_\_\_ (03) Employment opportunities

\_\_\_\_ (08) Shopping and entertainment options

\_\_\_\_ (04) Quality of life amenities

\_\_\_\_ (09) A diverse population

\_\_\_\_ (05) Educational systems

\_\_\_\_ (10) Other: \_\_\_\_\_

**18. Please indicate up to three things that would make you consider leaving Sterling Heights. *[Check up to 3 choices.]***

\_\_\_\_ (01) Congestion/Traffic

\_\_\_\_ (06) Changing demographics

\_\_\_\_ (02) Affordability

\_\_\_\_ (07) Lack of housing options

\_\_\_\_ (03) Cost of living

\_\_\_\_ (08) Shopping and entertainment options

\_\_\_\_ (04) Driving distance to work

\_\_\_\_ (09) Desire for more land

\_\_\_\_ (05) Employment opportunities

\_\_\_\_ (10) Other: \_\_\_\_\_

**19. Why would you recommend Sterling Heights as a place to live to your friends or family? *[Check all that apply.]***

\_\_\_\_ (01) Grew up in region

\_\_\_\_ (06) Close to family/friends

\_\_\_\_ (02) Close to work

\_\_\_\_ (07) Affordable cost of living

\_\_\_\_ (03) Employment opportunities

\_\_\_\_ (08) Shopping and entertainment options

\_\_\_\_ (04) Quality of life amenities

\_\_\_\_ (09) A diverse population

\_\_\_\_ (05) Educational systems

\_\_\_\_ (10) Other: \_\_\_\_\_

**20. Weekly curbside recycling is currently only available to City residents through an annual voluntary subscription at a cost of \$57 per year. If curbside recycling was expanded City wide, the cost would be included in property taxes and reduced to \$50 or approximately \$1.00 per weekly collection for the average home. Should the City consider expanding curbside recycling to all single family homes?**

\_\_\_\_ (1) Strongly Agree

\_\_\_\_ (3) Disagree

\_\_\_\_ (5) Don't know

\_\_\_\_ (2) Agree

\_\_\_\_ (4) Strongly Disagree

21. The City Code of Ordinances prohibits the keeping of chickens in residential areas due to potential nuisance conditions like noise or odor. However, some property owners tout the benefits of fresh/organic eggs and insect control that chickens provide. They have approached the City seeking an ordinance amendment to allow up to four chickens within neighborhoods for purposes of producing eggs for personal consumption.

Should the City of Sterling Heights allow up to four chickens to be kept on residential properties within the City's neighborhoods for the purpose of producing eggs for personal consumption?

\_\_\_\_(1) Yes      \_\_\_\_ (2) No

22. Sterling Heights will be receiving approximately \$19 million in Federal assistance under the American Recovery Act. This funding can only be used for one-time expenditures. On a scale of 1 to 5, with 1 being the highest priority and 5 being the lowest priority, please rank how you feel the city of Sterling Heights should use this funding.

\_\_\_\_ Water and sewer infrastructure improvements

\_\_\_\_ Financial assistance to businesses that have suffered severe financial loss during the pandemic

\_\_\_\_ Financial assistance to residents that have suffered economic hardship due to the pandemic

\_\_\_\_ Green infrastructure improvements such as increased trees, more pathways and sidewalks

\_\_\_\_ Other (please explain): \_\_\_\_\_

23. The City is committed to being an inclusive community where all residents feel welcome, accepted, respected and safe in Sterling Heights. Please rate your level of agreement with the following statement: From my perception, I feel Sterling Heights is an inclusive community.

\_\_\_\_(1) Strongly Agree

\_\_\_\_(3) Disagree

\_\_\_\_(5) Don't Know

\_\_\_\_(2) Agree

\_\_\_\_(4) Strongly Disagree

24. Since you've lived in Sterling Heights, do you feel race relations in the City have improved, stayed the same or worsened?

\_\_\_\_(1) Improved

\_\_\_\_(2) Stayed the Same

\_\_\_\_(3) Worsened

25. Approximately how many years have you lived in the City of Sterling Heights?

\_\_\_\_(1) Less than 1 year

\_\_\_\_(2) 1-5 years

\_\_\_\_(3) 6-10 years

\_\_\_\_(4) More than 10 years

26. Do you own or rent your current residence? \_\_\_\_ (1) Own    \_\_\_\_ (2) Rent

27. In what type of residence do you live?

\_\_\_\_(1) Single family home

\_\_\_\_(3) Duplex

\_\_\_\_(5) Condominium

\_\_\_\_(2) Manufactured/mobile home

\_\_\_\_(4) Apartment

\_\_\_\_(6) Other: \_\_\_\_\_

28. What is your age? \_\_\_\_\_

29. What is the highest level of education completed by a member of your household?

\_\_\_\_(1) Less than high school graduate

\_\_\_\_(5) Associate's Degree

\_\_\_\_(2) High school diploma or GED

\_\_\_\_(6) Bachelor's Degree

\_\_\_\_(3) Some college

\_\_\_\_(7) Graduate/Professional Degree

\_\_\_\_(4) Vocational/technical

30. Please estimate your total annual household income:

\_\_\_\_(1) Less than \$25,000

\_\_\_\_(3) \$35,000 - \$49,999

\_\_\_\_(5) \$75,000 - \$99,999

\_\_\_\_(2) \$25,000 - \$34,999

\_\_\_\_(4) \$50,000 - \$74,999

\_\_\_\_(6) \$100,000 or more

31. What is your gender?

\_\_\_\_(1) Male

\_\_\_\_(2) Female

\_\_\_\_(3) Non-binary

\_\_\_\_(4) Prefer to self-describe: \_\_\_\_\_

32. Is English the primary language spoken in your home? \_\_\_\_ (1) Yes    \_\_\_\_ (2) No



**33. What is your ethnic origin?** [Check all that apply.]

- |  |  |
|--|--|
| <input type="checkbox"/> (1) American Indian or Alaskan Native | <input type="checkbox"/> (5) Latino/Hispanic |
| <input type="checkbox"/> (2) Arab/Middle Eastern               | <input type="checkbox"/> (6) White/Caucasian |
| <input type="checkbox"/> (3) Asian or Pacific Islander         | <input type="checkbox"/> (7) Other: _____    |
| <input type="checkbox"/> (4) Black/African American            |  |

**34. Are you registered to vote in Sterling Heights?** ☐ (1) Yes ☐ (2) No

**35. Are you currently employed?** ☐ (1) Yes ☐ (2) No

**36. Do you currently have access to broadband data (or hi-speed internet access)?**  
☐ (1) Yes ☐ (2) No

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed postage paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify the level of satisfaction with City services in your area. If your address is not correct, please provide the correct information. Thank you.