

2017 City of Sterling Heights Residential Survey

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Final
Report

Submitted to the City of Sterling Heights, MI

by:

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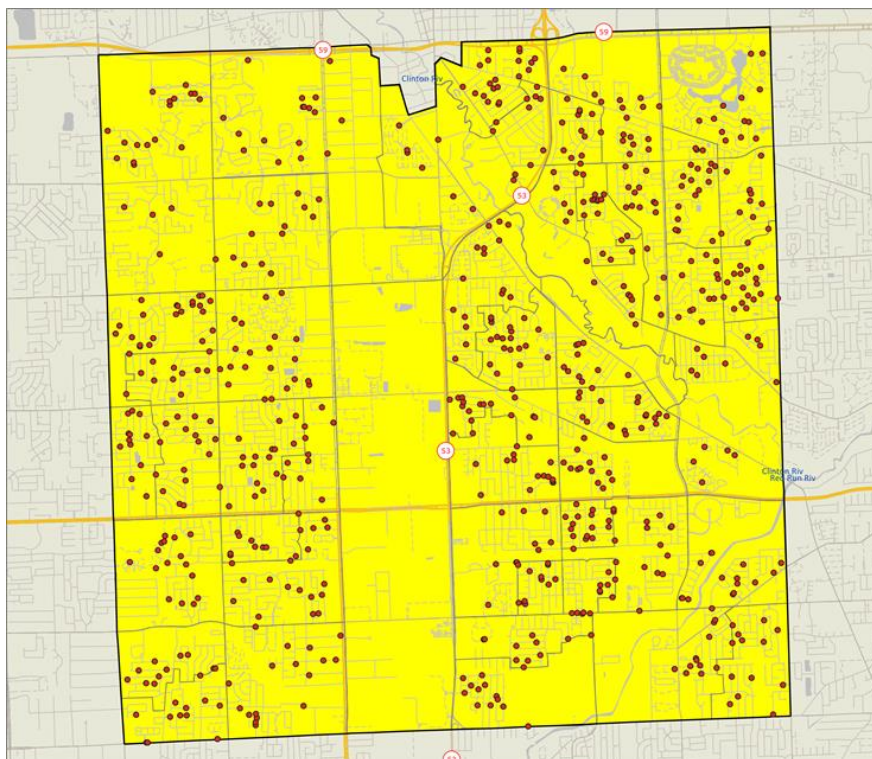
2017 City of Sterling Heights Residential Survey Executive Summary Report

Overview and Methodology

Overview. During December of 2017, 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 first year ETC Institute has administered a community survey for the City of Sterling Heights.

Methodology. A six-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 far exceeded, with a total of 688 households completing a survey. The results for the random sample of 688 households have a 95% level of confidence with a precision of at least $\pm 3.7\%$. 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.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey (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)

GIS maps and non-random tabular results are published separately as Appendices A and B.

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; 84% were satisfied with the overall image of the City, and 82% were satisfied with the overall quality of life in the City. Residents were least satisfied with the City as a place to retire (61%).
- **Public Safety.** Ninety percent (90%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with how quickly fire department personnel respond to emergencies; 90% were satisfied with the overall quality of local fire protection; 88% were satisfied with the overall quality of local police protection,; and 87% were satisfied with how quickly emergency medical personnel respond to emergencies. Residents were least satisfied with the visibility of police in retail areas (56%).

- **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 visibility of police in retail areas.
- **Perceptions of Safety.** Most (93%) 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.** Eighty-seven percent (87%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of City parks; 84% were satisfied with the number of City parks; 81% were satisfied with the Sterlingfest Art & Music Fair; 77% were satisfied with special events, and 77 were satisfied with park amenities. Residents were least satisfied with special recreation programs (58%).
- **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) maintenance of City parks, 2) park amenities, and 3) Bike/Hike Trail System.
- **Public Library Services.** Seventy-seven percent (77%) 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; 75% were satisfied with reference services, and 72% were satisfied with computers. Residents were least satisfied with programs for teens (64%).
- **Code Enforcement.** Sixty-three percent (63%) 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; 62% were satisfied with enforcing the clean-up of litter/debris on residential property, and 62% were satisfied with enforcing the exterior maintenance of commercial property. Residents were least satisfied with enforcing exterior maintenance of rental properties (57%).
- **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.

- **City Maintenance.** Eighty-seven percent (87%) of the respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) the maintenance of City buildings; 84% were satisfied with the mowing and trimming along City streets, parks, and other public areas; 80% were satisfied with the maintenance of traffic signals/signs, and 79% were satisfied with the cleanliness of streets and other public areas. Residents were least satisfied with the flow of traffic and congestion management (50%).
- **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 for the City to emphasize over the next two years are: 1) maintenance of traffic signals/signs, 2) mowing and trimming along City streets, parks, and other public areas, and 3) adequacy of City street lighting.
- **Recycling Options.** Eighty percent (80%) of the respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with weekly curbside pick-up of recyclable items, and 74% were satisfied with community drop off recycling centers.
- **City Leadership and Communication.** Three fourths (75%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information about programs and services; 69% were satisfied with the overall quality of leadership provided, and 69% were satisfied with efforts to keep them informed about local issues. Residents were least satisfied with the level of involvement in local decision making (51%).
- **Customer Service.** More than one-third (36%) 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, 80% *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, 89% *who had an opinion* felt they were “always” or “usually” courteous and polite; 80% felt the employees “always” or “usually” gave prompt, accurate and complete answer to questions; 75% said the employees “always” or “usually” did what they said they would do in a timely manner, and 70% 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: affordable cost of living (62%), shopping and entertainment options (55%), proximity to family and friends (51%) and quality of life amenities (45%).
- Things that would make residents consider leaving Sterling Heights include: congestion/traffic (52%), changing demographics (42%), affordability (33%), and cost of living (32%).
- Reasons why respondents would recommend Sterling Heights to family or friends as a place to live include: affordable cost of living (60%), shopping and entertainment options (52%), educational systems (50%), and quality of life amenities (46%).
- Methods that residents have used most often to get City-related information include: City Magazine (63%), City website (54%), traditional U.S. Mail (44%), and local media coverage (29%).
- Thirty-nine percent (39%) of residents “strongly agree” or “agree” with the statement “The City of Sterling Heights should opt in and allow state licensed medical marijuana businesses to operate in Sterling Heights;” 15% disagree with this statement, and 45% strongly disagree.

How Sterling Heights Compares to Other Communities

Sterling Heights **rated above the Great Lakes regional average** in 48 of the 52 areas that were assessed. The states that make up the Great Lakes Region are Pennsylvania, Ohio, Indiana, Illinois and Michigan. Sterling Heights rated significantly higher than the Great Lakes regional average (4% or more above) in 46 of these areas. The areas in which Sterling Heights rated at least 15% above the Great Lakes regional average are listed below:

- Community drop off recycling centers (+37%)
- Value received for tax dollars and fees (+29%)
- Maintenance of City buildings (+27%)
- Overall quality of City services (+25%)
- Availability of information about programs and services (+25%)
- Mowing and trimming along City streets, parks, and other public areas (+24%)
- City employees were courteous and polite (+23%)
- City employees gave prompt, accurate, and complete answers to questions (+22%)
- Overall quality of local police protection (+21%)

- Enforcing mowing of grass and weeds on residential property (+20%)
- Snow removal on major City streets (+20%)
- Efforts to keep residents informed about local issues (+20%)
- How quickly police respond to emergencies (+18%)
- The City's efforts to prevent crime (+18%)
- The number of City parks (+18%)
- Level of involvement in local decision making (+18%)
- Bike/Hike Trail System (+17%)
- Enforcing clean-up of litter/debris on residential property (+17%)
- Enforcing exterior maintenance of residential property (+17%)
- Overall image of the City (+16%)
- Overall direction of the City (+15%)
- City employees helped resolve an issue (+15%)

Sterling Heights **rated above the National average** in 50 of the 52 areas that were assessed. Sterling Heights rated significantly higher than the National average (4% or more above) in 45 of these areas. The areas in which Sterling Heights rated at least 15% above the National average are listed below:

- Value received for tax dollars and fees (+32%)
- Mowing and trimming along City streets, parks, and other public areas (+30%)
- Community drop off recycling centers (+30%)
- Overall quality of City services (+29%)
- Availability of information about programs and services (+29%)
- Maintenance of City buildings (+24%)
- Efforts to keep residents informed about local issues (+23%)
- City employees gave prompt, accurate, and complete answers to questions (+22%)
- Snow removal on major City streets (+21%)
- Enforcing clean-up of litter/debris on residential property (+21%)
- City employees were courteous and polite (+21%)
- Enforcing mowing of grass and weeds on residential property (+20%)
- Overall image of the City (+20%)
- City employees helped resolve an issue (+20%)
- How quickly police respond to emergencies (+19%)
- Overall direction of the City (+18%)
- Overall quality of local police protection (+18%)
- The City's efforts to prevent crime (+18%)
- Level of involvement in local decision making (+18%)

- Cleanliness of streets and other public areas (+17%)
- Enforcing exterior maintenance of residential property (+17%)
- Maintenance of City parks (+17%)
- Bike/Hike Trail System (+17%)
- The number of City parks (+16%)
- As a place to live (+16%)
- City employees did what they said they would do in a timely manner (+16%)

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.

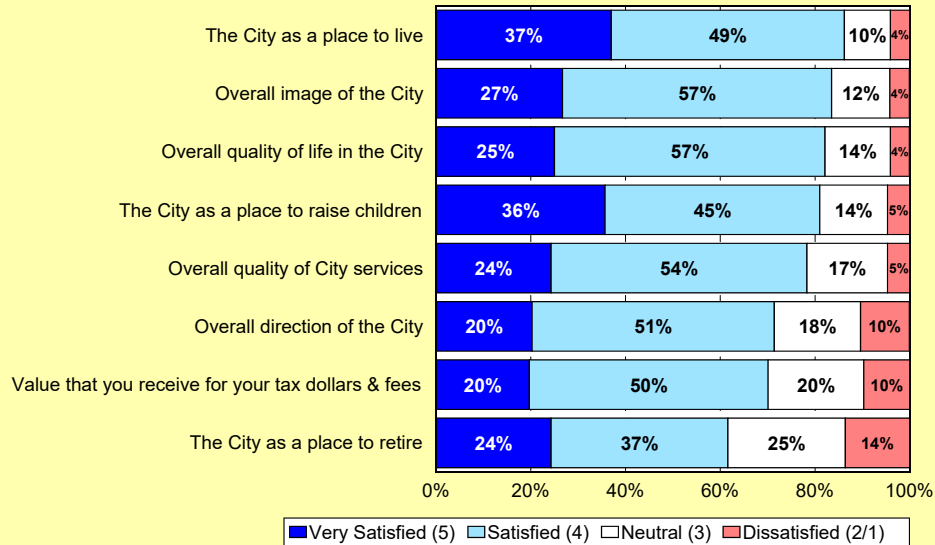
- **Priorities within Departments/Specific Areas:** This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department/area over the next two years are listed below:
 - **Public Safety:** visibility of police in neighborhoods, visibility of police in retail areas, and the City's efforts to prevent crime
 - **Parks and Recreation and City Events:** none of the parks and recreation and City events items 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 major City streets and adequacy of City street lighting

Section 1:

Charts and Graphs

Q1. Satisfaction with Items That Influence Perceptions of the City

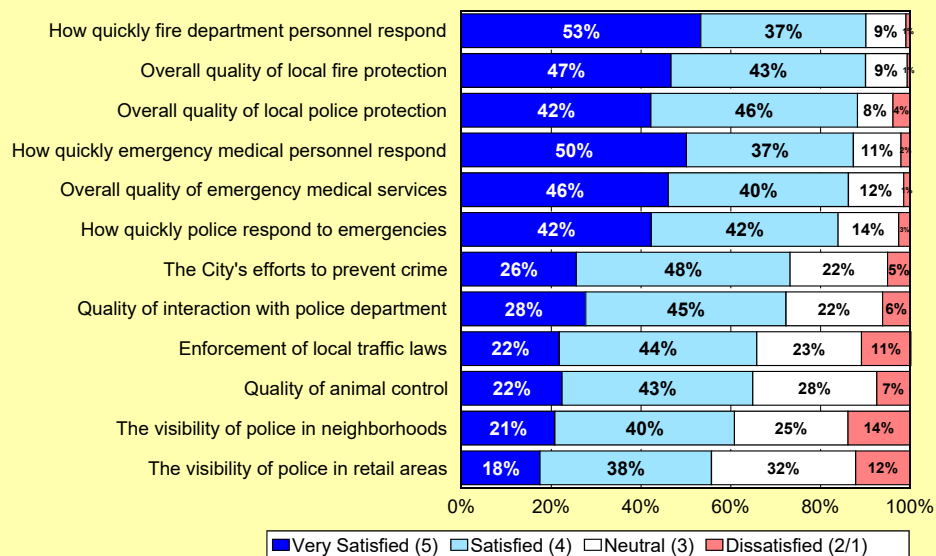
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

Q2. Satisfaction with Public Safety

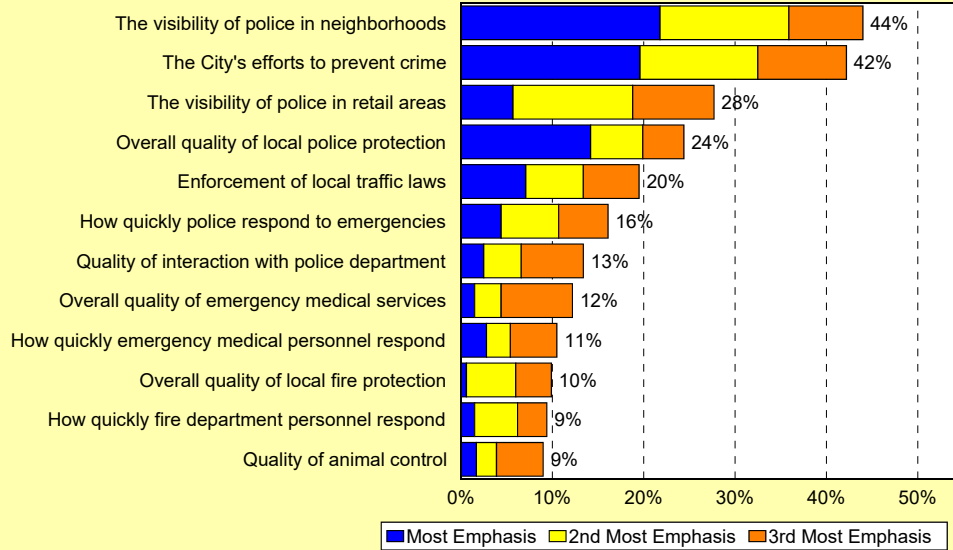
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

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

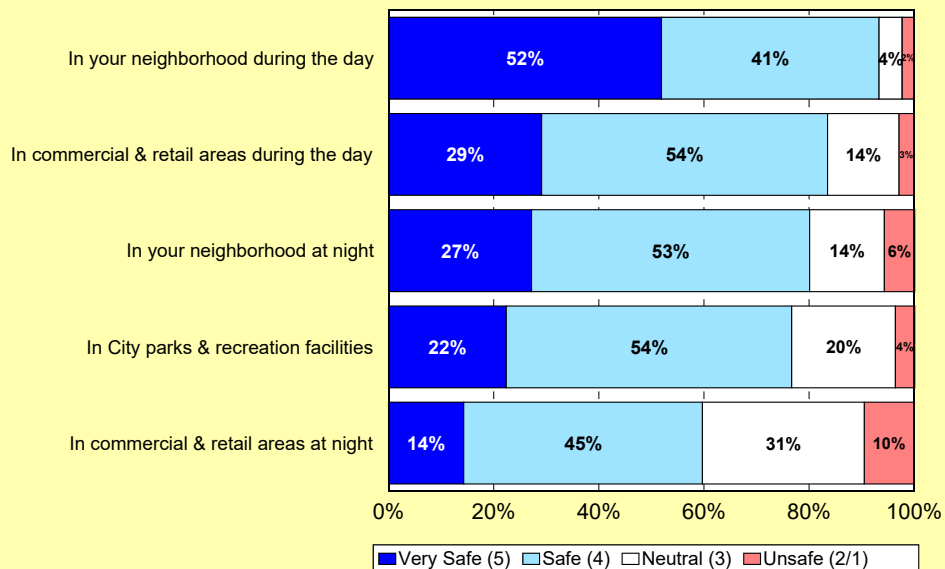
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2017)

Q4. Feeling of Safety in Various Situations

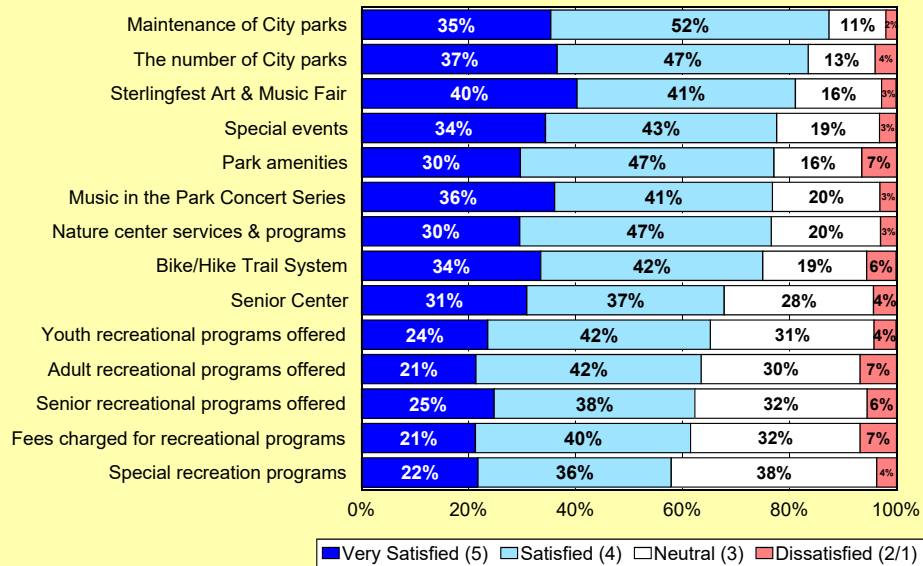
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

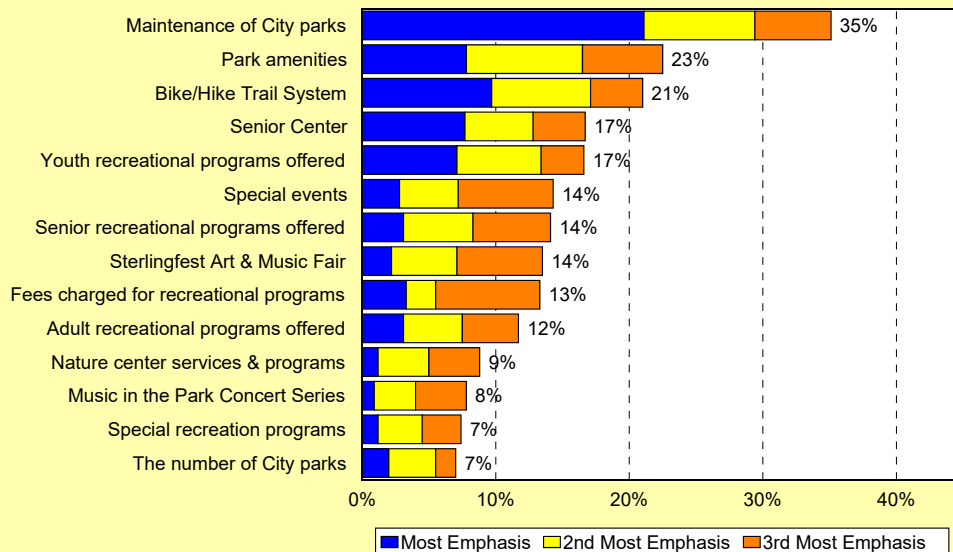
Q5. Satisfaction with Parks and Recreation Services and City Events

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



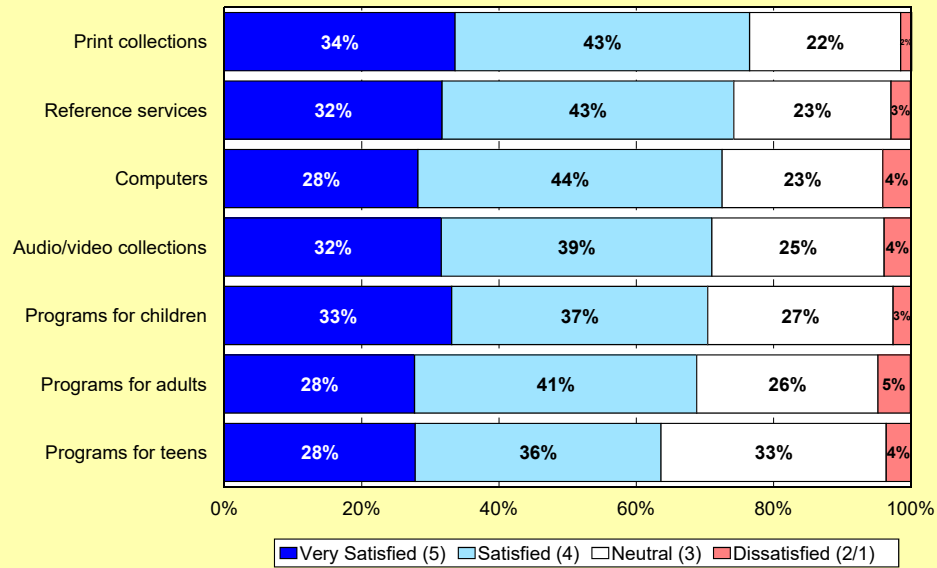
Q6. Parks & Recreation & City Events That Should Receive the Most Emphasis Over the Next Two Years

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



Q7. Satisfaction with Public Library Services

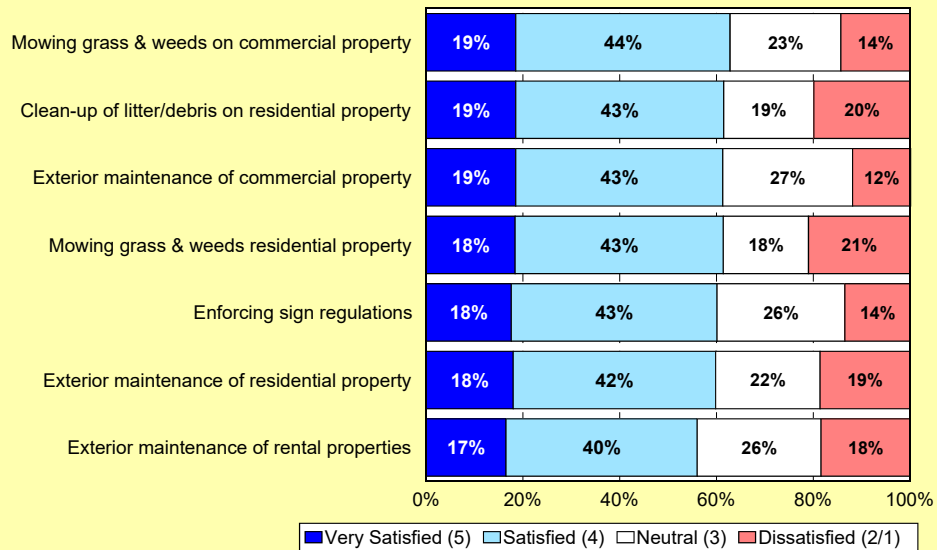
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

Q8. Satisfaction with Various Aspects of Code Enforcement

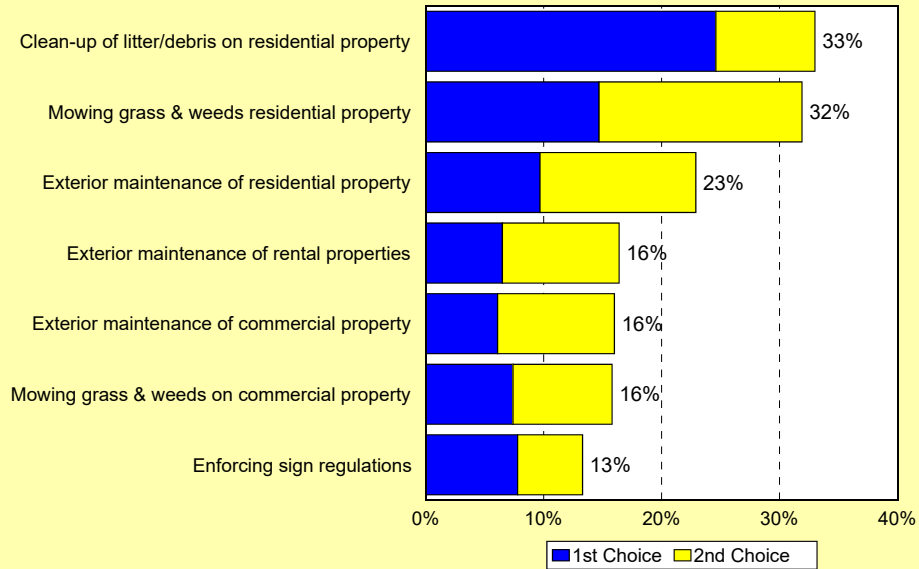
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

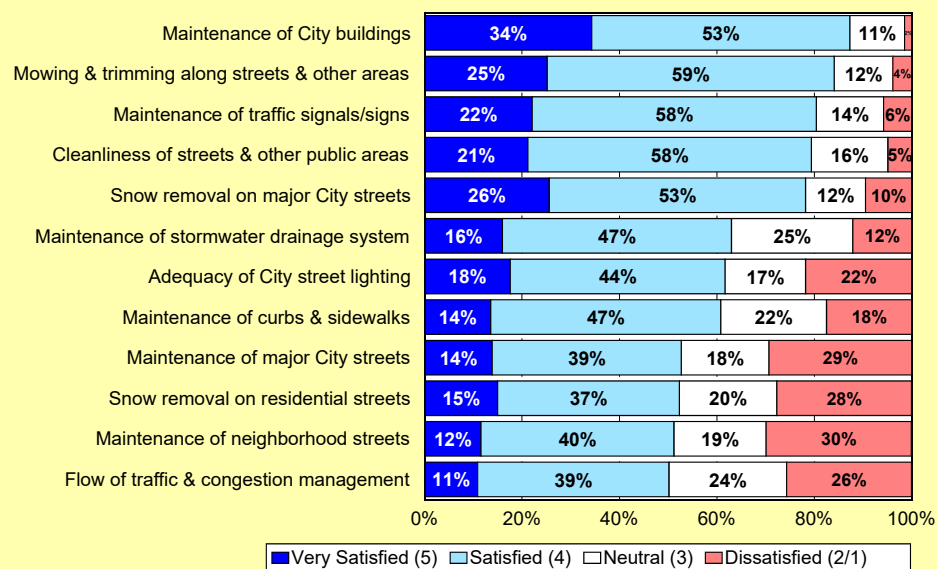
Q9. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

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



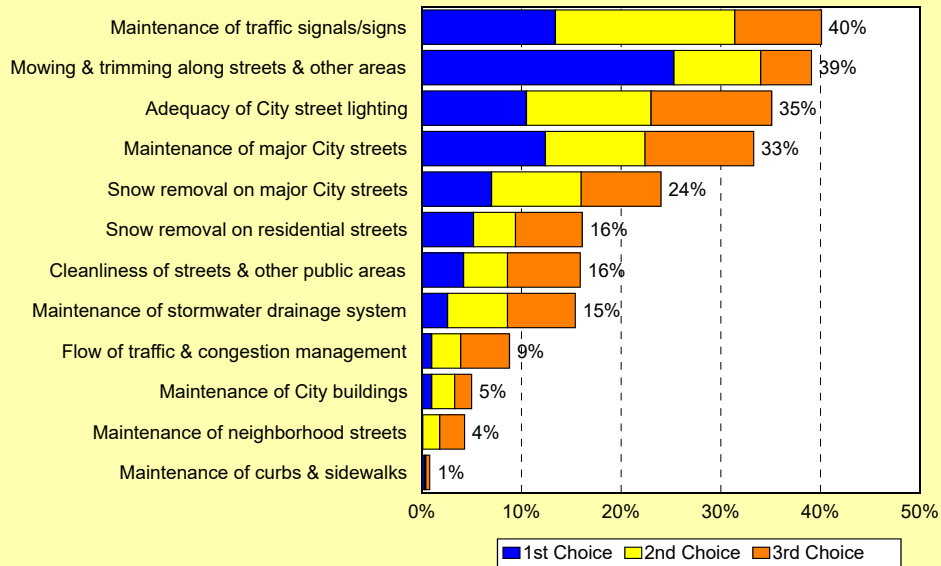
Q10. Satisfaction with City Maintenance

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



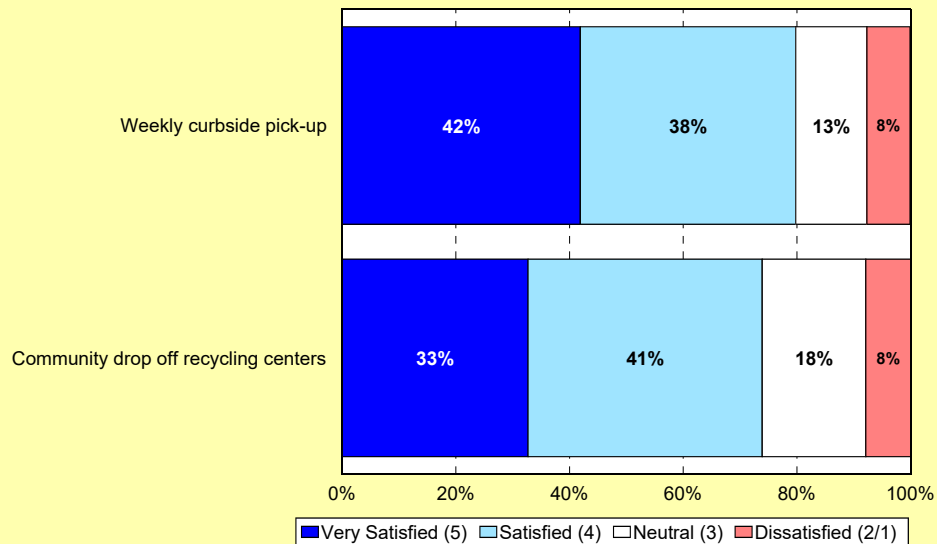
Q11. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

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



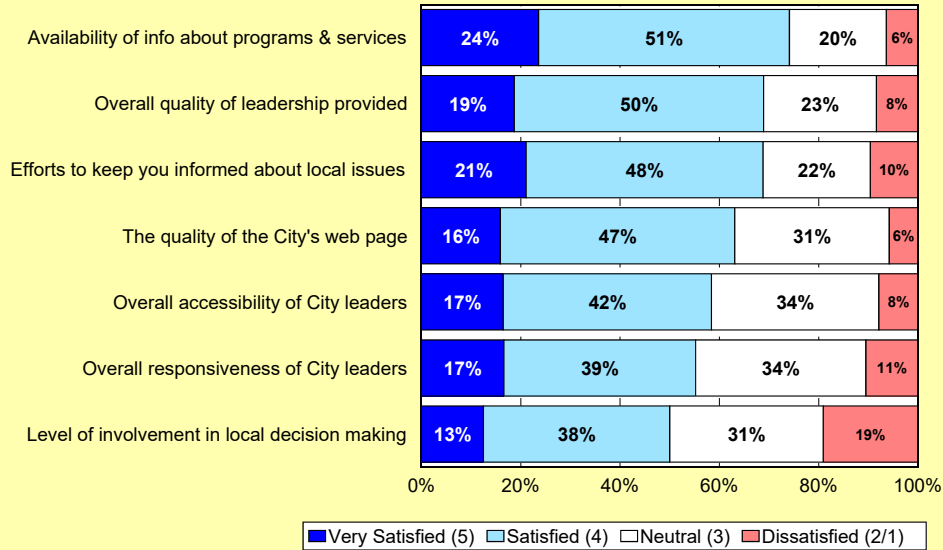
Q11a. Satisfaction with Recycling Options

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



Q12. Satisfaction with City Leadership and Communication

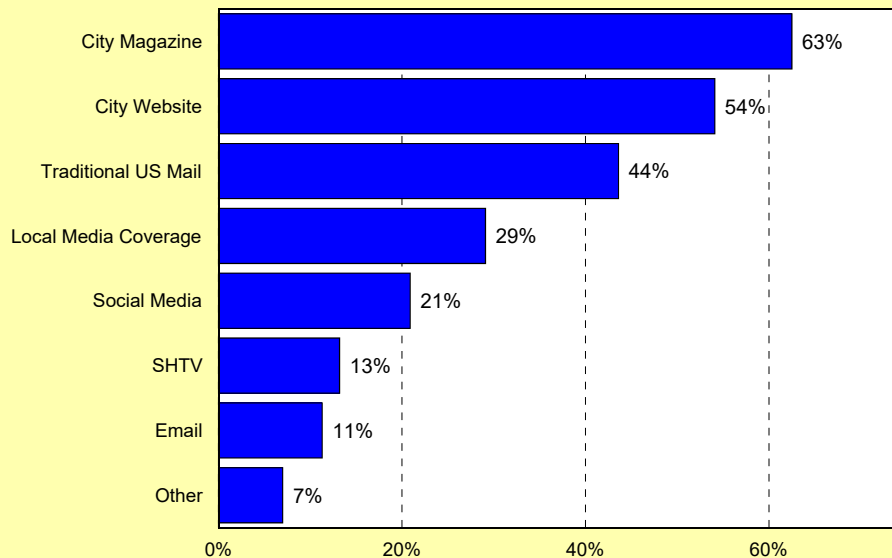
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

Q13. Methods Respondents Have Used to get City-Related Information

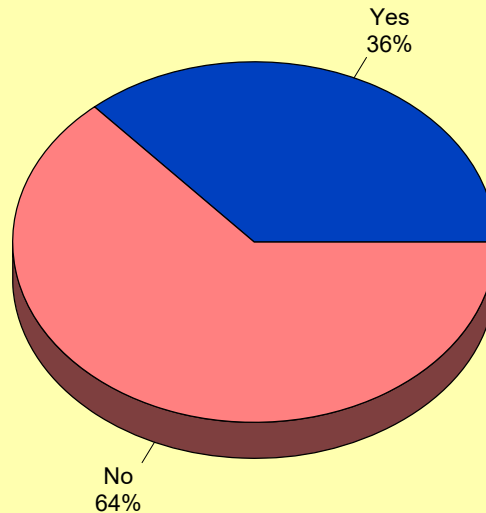
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

Q14. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

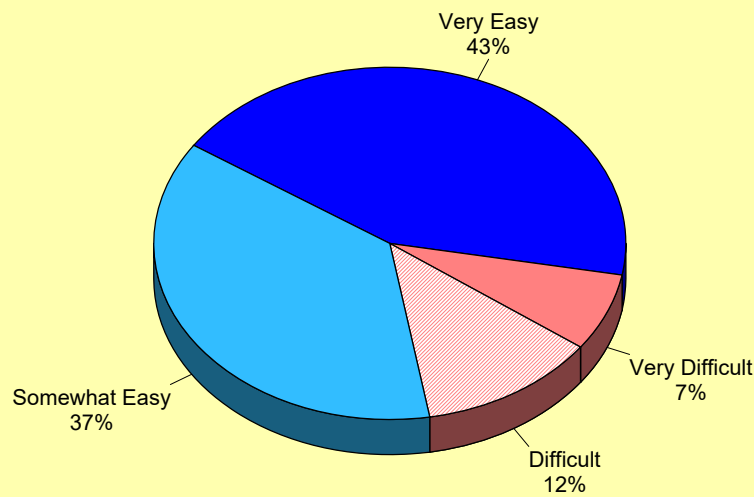
by percentage of respondents



Source: ETC Institute (2017)

Q14a. How easy was it to contact the person you needed to reach?

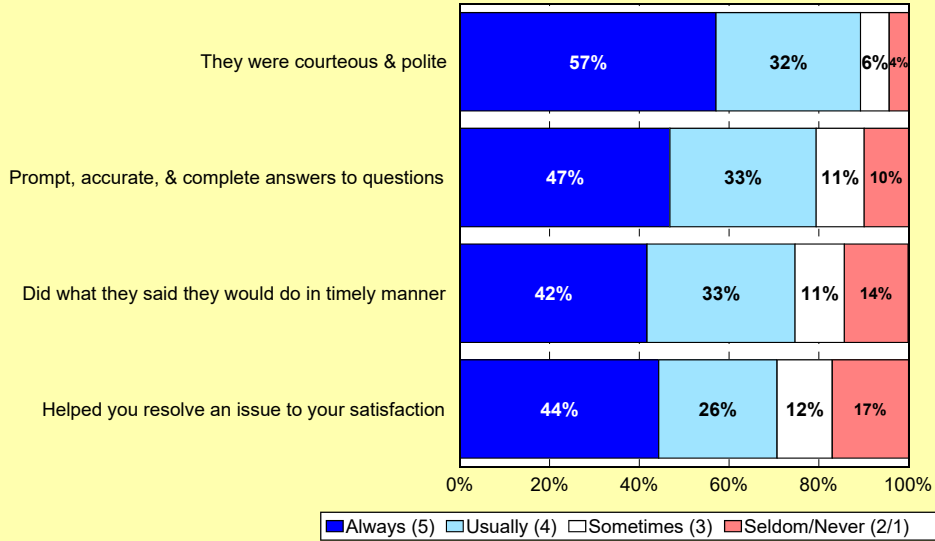
by percentage of respondents who have called, e-mailed or visited the City in the past year
(excluding don't knows)



Source: ETC Institute (2017)

Q14b. How Often Employees Have Displayed Various Behaviors

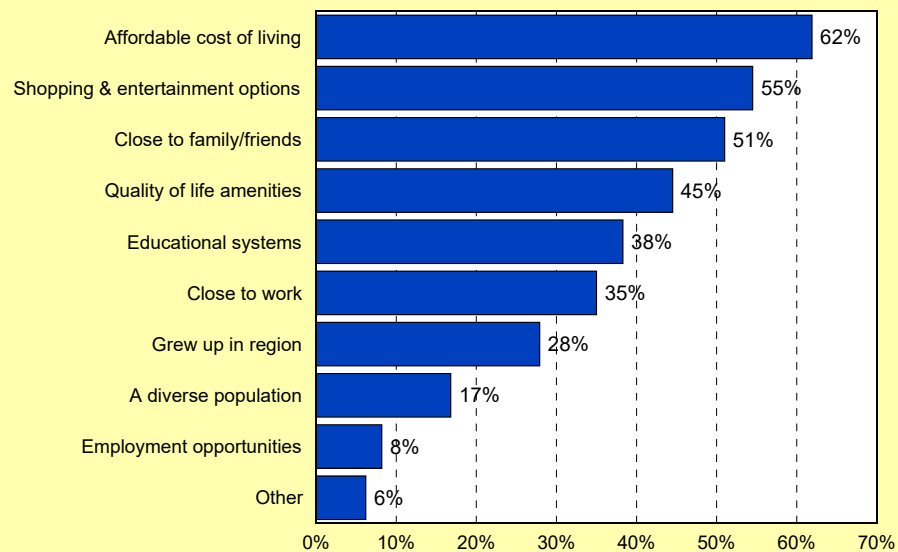
by percentage of respondents who have contacted the city and rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2017)

Q15. What do you like most about living in Sterling Heights?

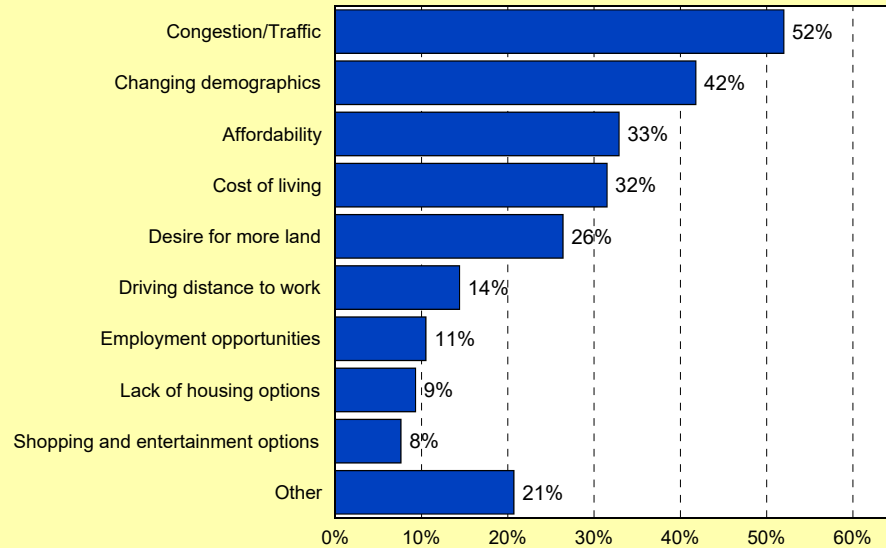
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

Q16. Things That Would Make Respondents Consider Leaving Sterling Heights

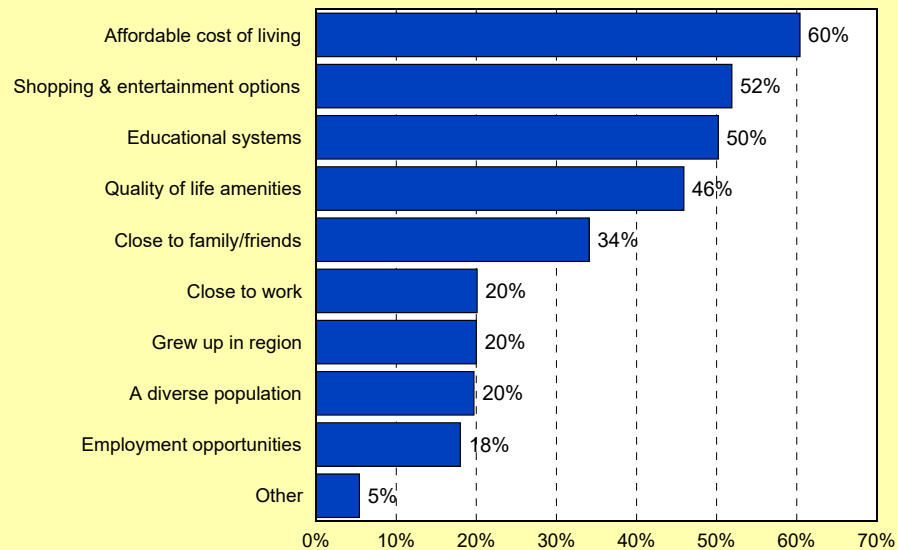
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

Q17. Reasons Why Respondents Would Recommend Sterling Heights to Family or Friends as a Place to Live

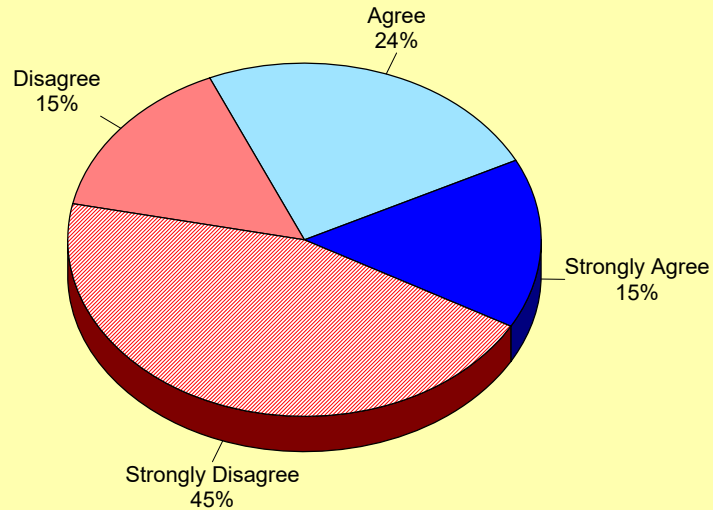
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

Q18. Agreement With Statement: “The City of Sterling Heights should opt in and allow state licensed medical marijuana businesses to operate in Sterling Heights.”

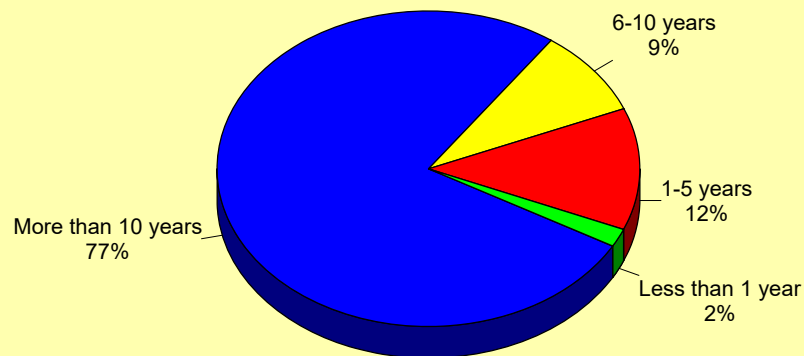
by percentage of respondents



Source: ETC Institute (2017)

Q19. Demographics: Approximately how many years have you lived in the City of Sterling Heights?

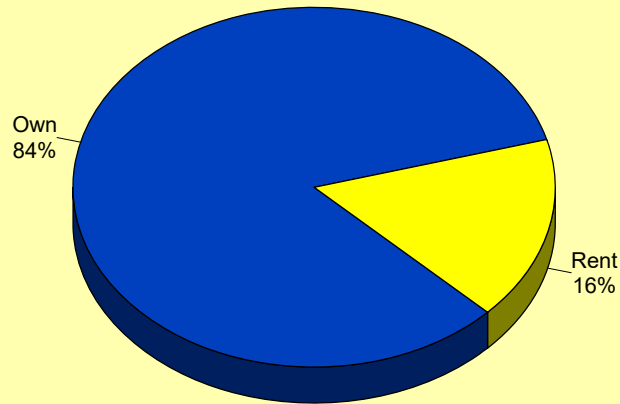
by percentage of respondents (excluding not provided)



Source: ETC Institute (2017)

Q20. Demographics: Do you own or rent your current residence?

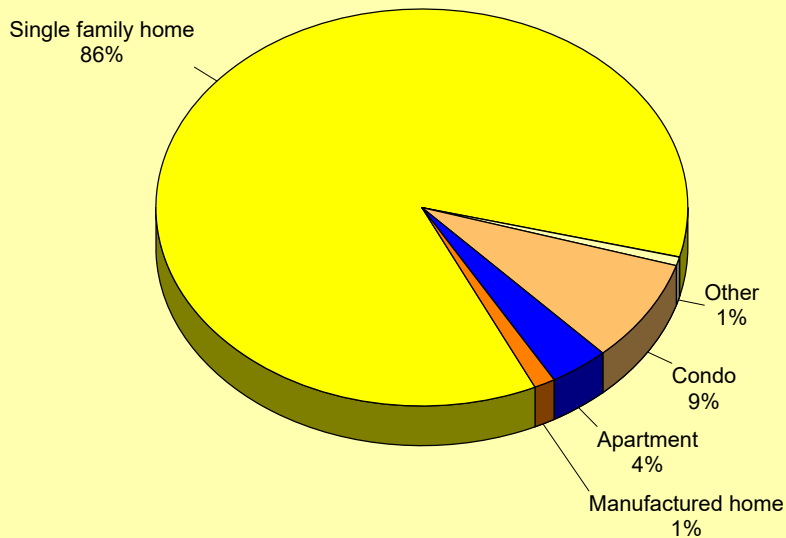
by percentage of respondents (excluding not provided)



Source: ETC Institute (2017)

Q21. Demographics: In what type of residence do you live?

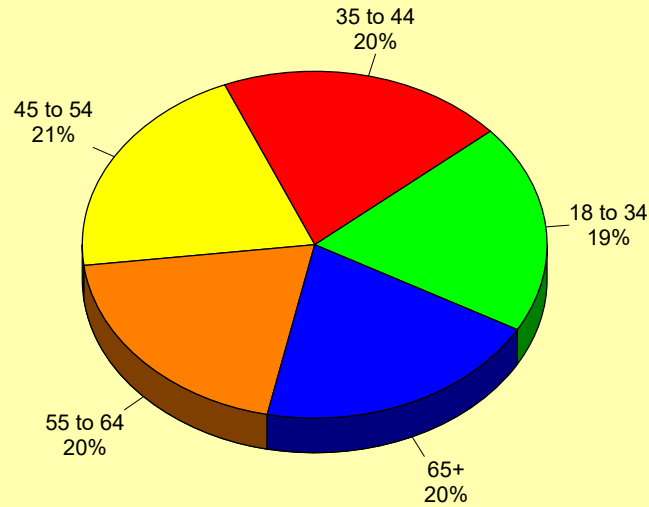
by percentage of respondents (excluding not provided)



Source: ETC Institute (2017)

Q22. Demographics: What is your age?

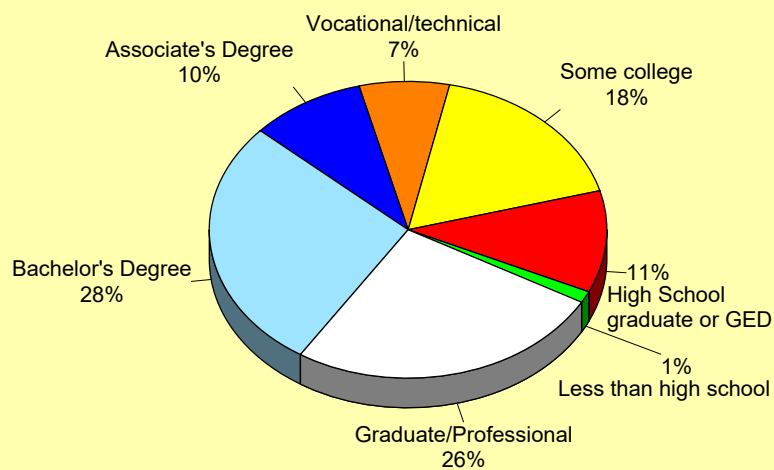
by percentage of respondents (excluding not provided)



Source: ETC Institute (2017)

Q23. Demographics: What is the highest level of education completed by a member of your household?

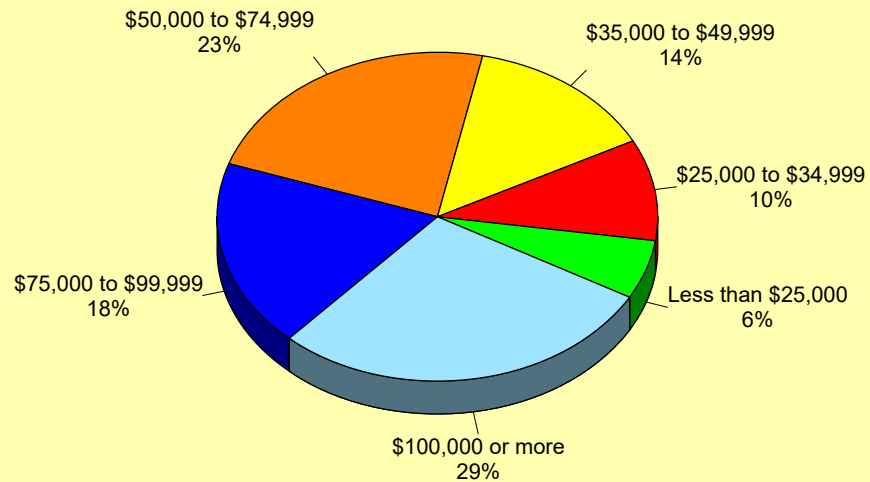
by percentage of respondents (excluding not provided)



Source: ETC Institute (2017)

Q24. Demographics: Annual Household Income

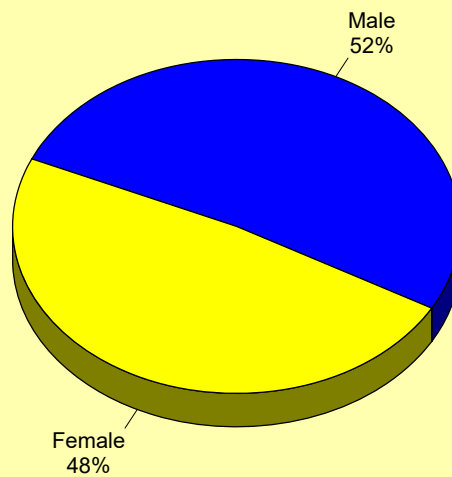
by percentage of respondents (excluding not provided)



Source: ETC Institute (2017)

Q25. Demographics: What is your gender?

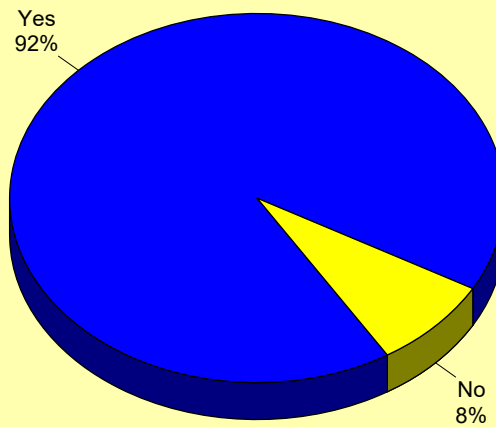
by percentage of respondents (excluding not provided)



Source: ETC Institute (2017)

Q26. Demographics: Is English the primary language spoken in your home?

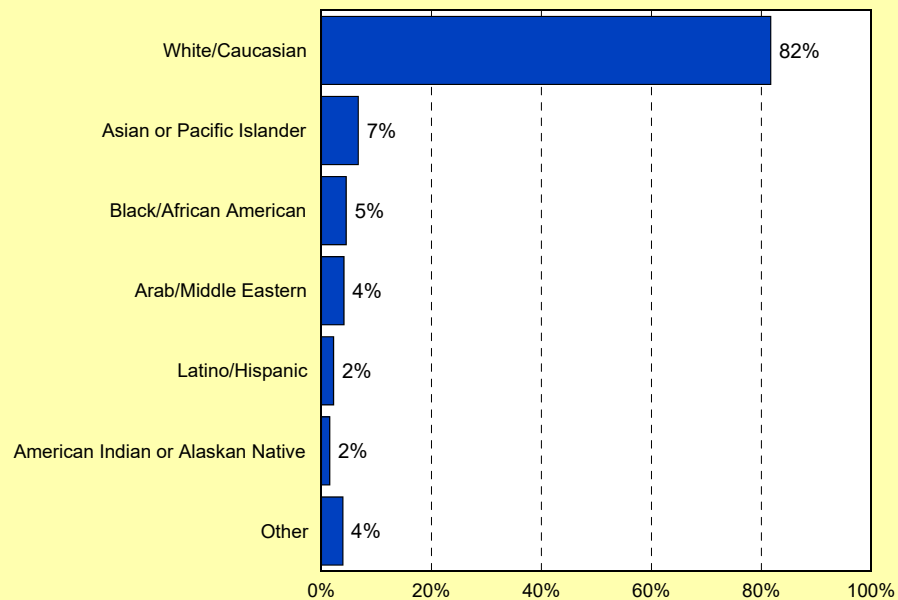
by percentage of respondents (excluding not provided)



Source: ETC Institute (2017)

Q27. Demographics: What is your ethnic origin?

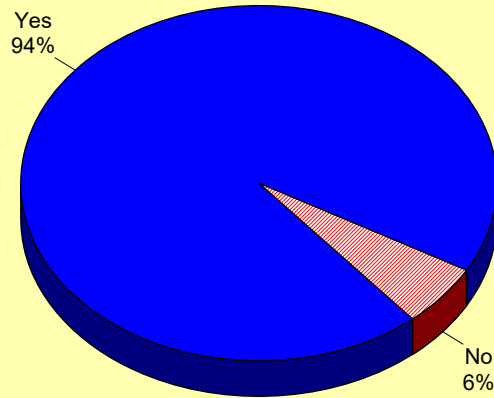
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

Q28. Demographics: Are you registered to vote in Sterling Heights?

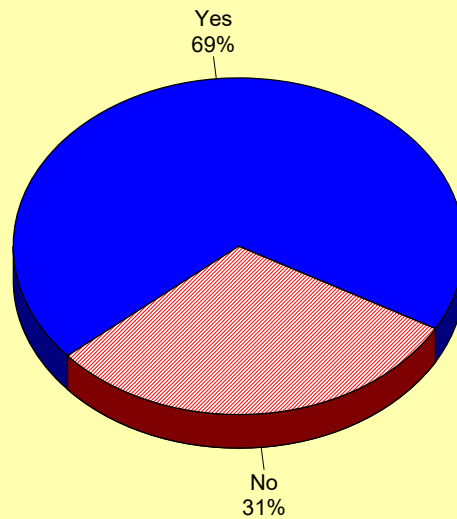
by percentage of respondents (excluding not provided)



Source: ETC Institute (2017)

Q29. Demographics: Are you currently employed?

by percentage of respondents (excluding not provided)



Source: ETC Institute (2017)

Section 2: **Benchmarking Data**

Benchmarking Summary Report

Sterling Heights, Michigan

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 1999, the survey has been administered in more than 300 cities and counties in 43 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2016 to a random sample of over 4,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of 360 residents in the Great Lakes Region of the United States during the summer of 2016. The states that make up the Great Lakes Region are Pennsylvania, Ohio, Indiana, Illinois and Michigan.

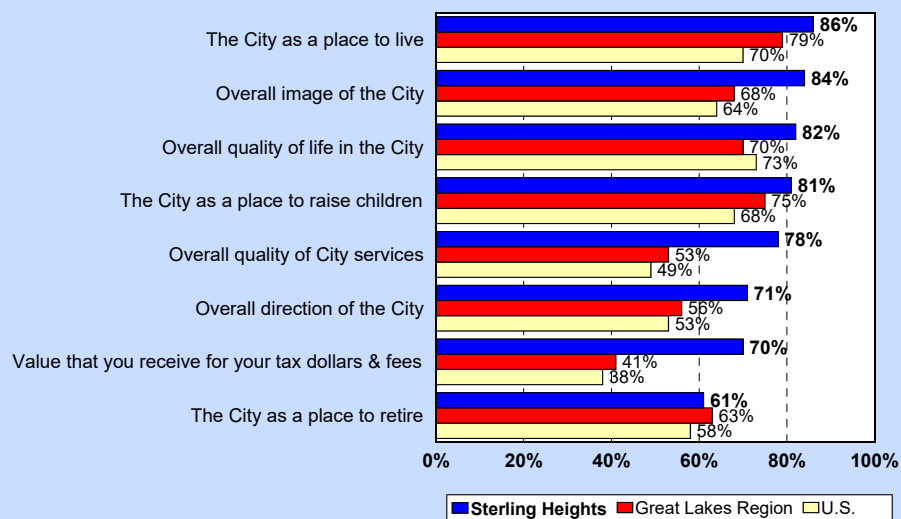
The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 4,000 residents; the regional average shown in the charts reflects the results of the regional survey of 360 residents in the Great Lakes Region.

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. Great Lakes Region vs. the U.S.

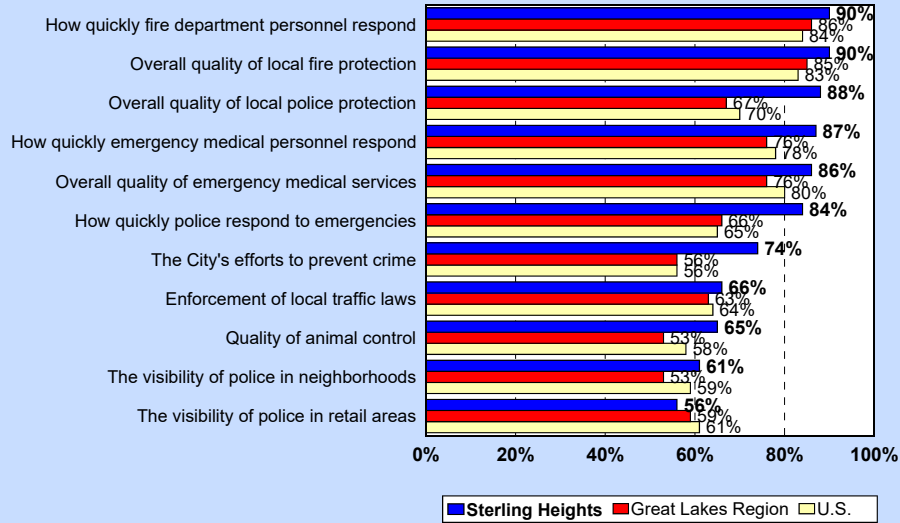
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Satisfaction with Public Safety Sterling Heights vs. Great Lakes Region vs. the U.S.

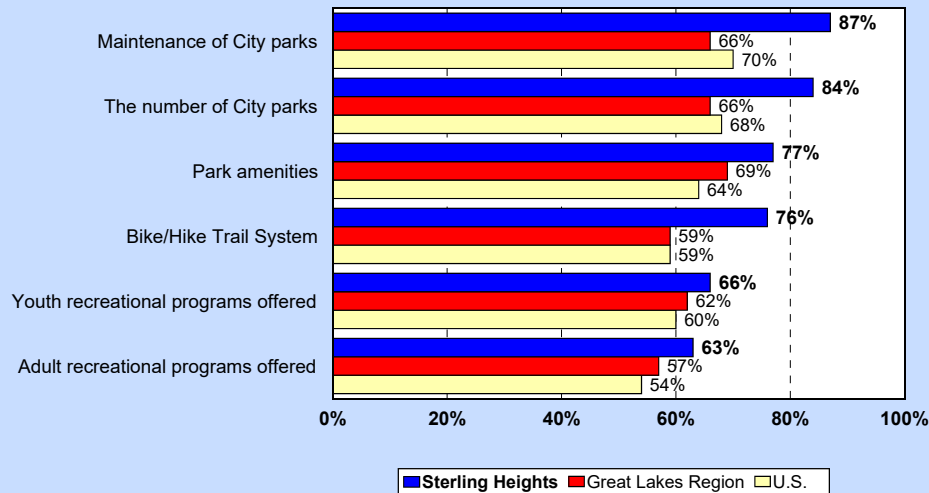
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Satisfaction with Parks & Recreation and City Events Sterling Heights vs. Great Lakes Region vs. the U.S.

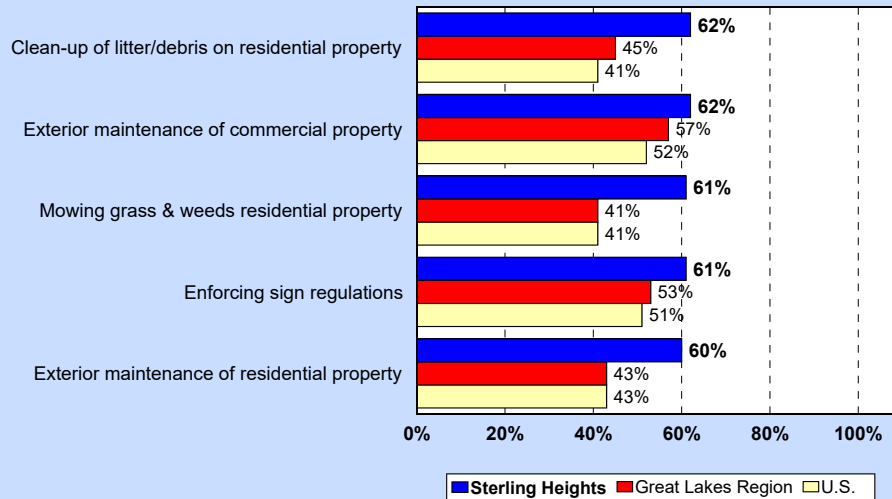
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Satisfaction with Code Enforcement Sterling Heights vs. Great Lakes Region vs. the U.S.

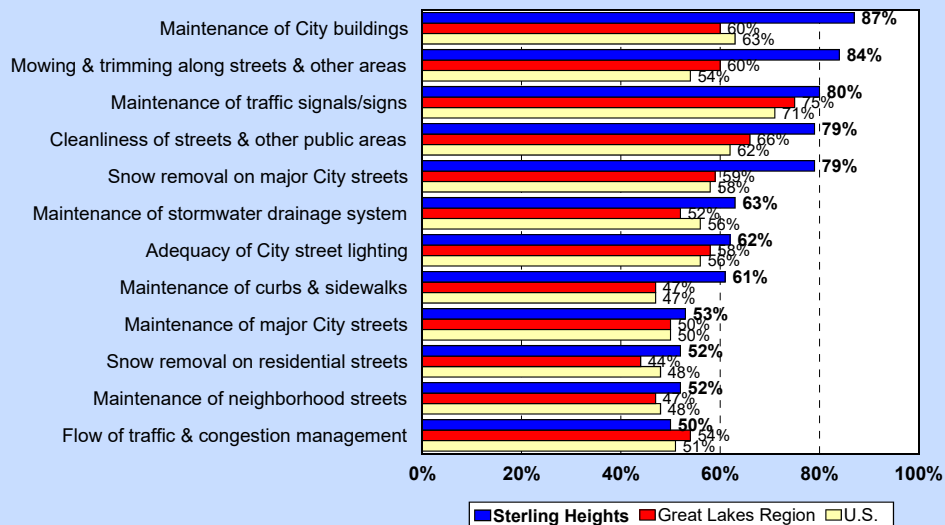
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Satisfaction with Maintenance Sterling Heights vs. Great Lakes Region vs. the U.S.

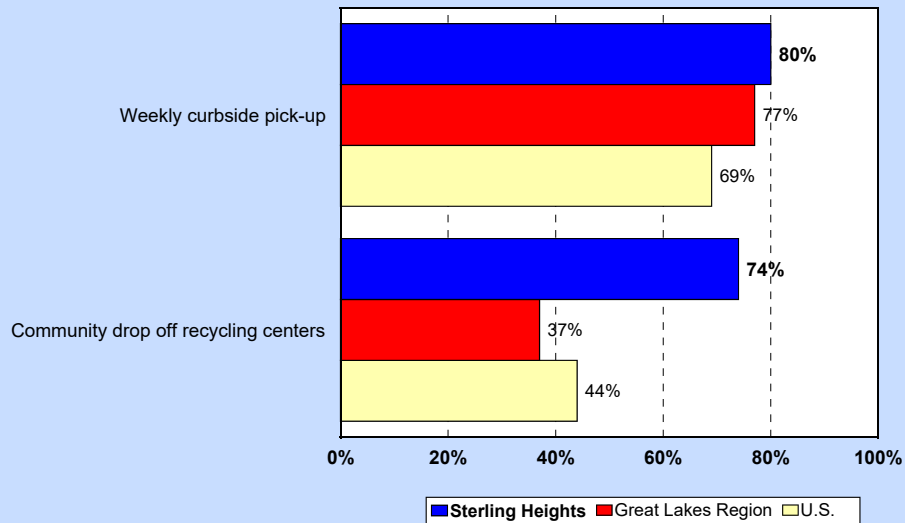
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Satisfaction with Recycling Options Sterling Heights vs. Great Lakes Region vs. the U.S.

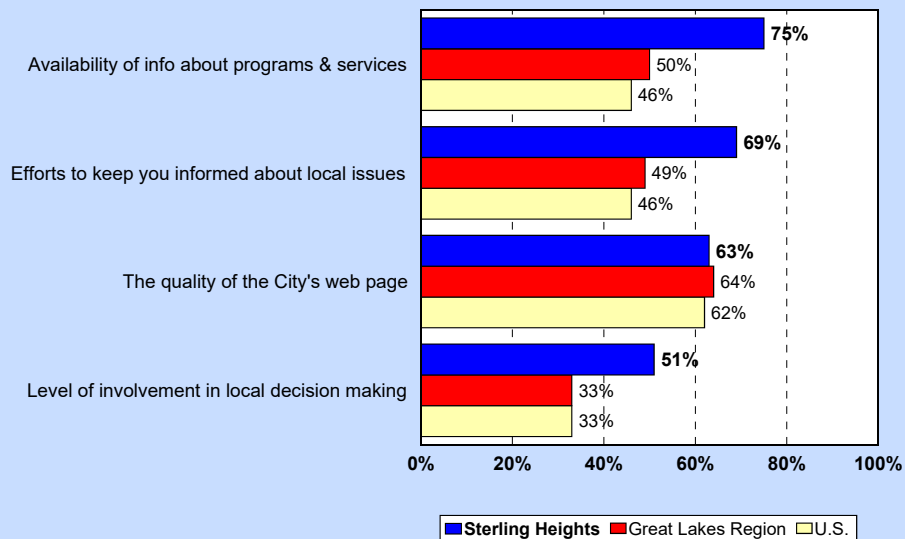
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



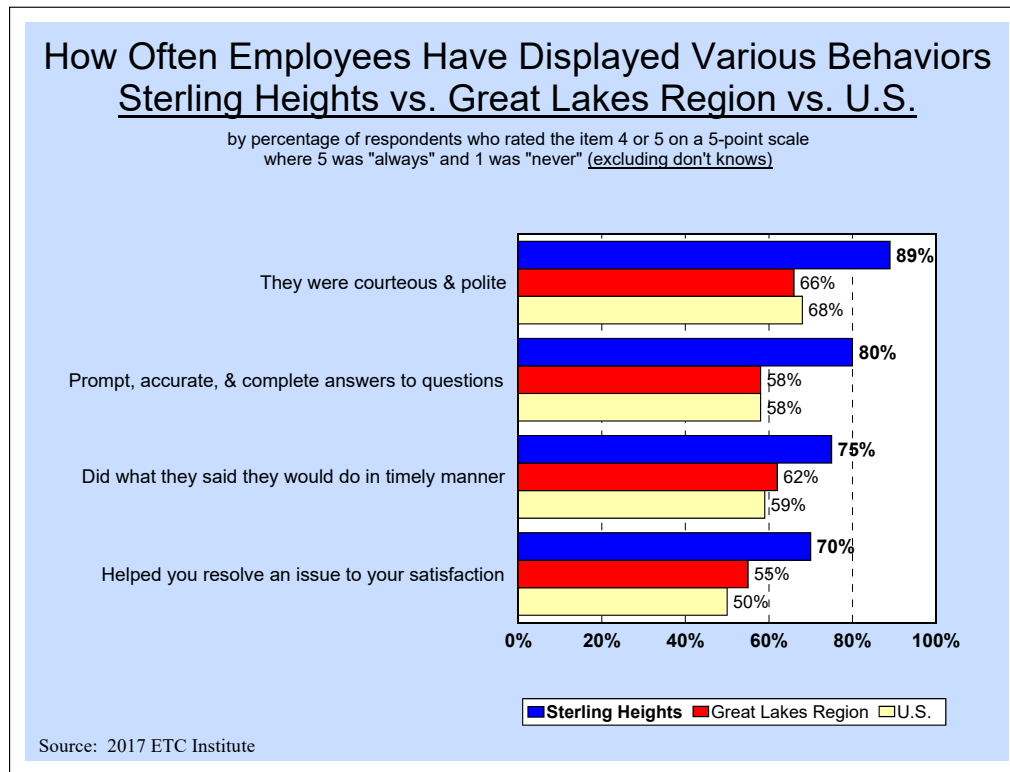
Source: 2017 ETC Institute

Satisfaction with City Leadership and Communication Sterling Heights vs. Great Lakes 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)



Source: 2017 ETC Institute



Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Sterling Heights, Michigan

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 (IS) 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 rating is based on the concept that communities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

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

Example of the Calculation. Respondents were asked to identify several categories of City services they thought should receive the most emphasis over the next two years. In the public safety category, 44% selected *visibility of police in neighborhoods* as one of the most important services for the City to emphasize.

With regard to satisfaction, 61% of the residents surveyed rated *visibility of police in neighborhoods* as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”) excluding “don't know” responses. The I-S rating for *visibility of police in neighborhoods* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 44% was multiplied by 39% (1-0.61). This calculation yielded an I-S rating of 0.1716, which was ranked first out of twelve public safety service items.

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 to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one 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 for the Town to emphasize over the next two years.

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 .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

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

Importance-Satisfaction Rating

2017 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
<u>High Priority (IS= .10-.20)</u>						
The visibility of police in neighborhoods	44%	1	61%	11	0.1716	1
The visibility of police in retail areas	28%	3	56%	12	0.1219	2
The City's efforts to prevent crime	42%	2	74%	7	0.1097	3
<u>Medium Priority (IS < .10)</u>						
Enforcement of local traffic laws	20%	5	66%	9	0.0663	4
Quality of interaction with police department	13%	7	73%	8	0.0362	5
Quality of animal control	9%	12	65%	10	0.0315	6
Overall quality of local police protection	24%	4	88%	3	0.0293	7
How quickly police respond to emergencies	16%	6	84%	6	0.0258	8
Overall quality of emergency medical services	12%	8	86%	5	0.0171	9
How quickly emergency medical personnel respond	11%	9	87%	4	0.0137	10
Overall quality of local fire protection	10%	10	90%	2	0.0099	11
How quickly fire department personnel respond	9%	11	90%	1	0.0094	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 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

2017 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
Medium Priority (IS < .10)						
Youth recreational programs offered	17%	5	66%	10	0.0564	1
Senior Center	17%	4	68%	9	0.0534	2
Senior recreational programs offered	14%	7	63%	12	0.0522	3
Fees charged for recreational programs	13%	9	61%	13	0.0519	4
Park amenities	23%	2	77%	5	0.0518	5
Bike/Hike Trail System	21%	3	76%	8	0.0504	6
Maintenance of City parks	35%	1	87%	1	0.0456	7
Adult recreational programs offered	12%	10	63%	11	0.0433	8
Special events	14%	6	77%	4	0.0329	9
Special recreation programs	7%	13	58%	14	0.0311	10
Sterlingfest Art & Music Fair	14%	8	81%	3	0.0257	11
Nature center services & programs	9%	11	77%	7	0.0202	12
Music in the Park Concert Series	8%	12	77%	6	0.0179	13
The number of City parks	7%	14	84%	2	0.0112	14

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

2017 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
<u>High Priority (IS= .10-.20)</u>						
Clean-up of litter/debris on residential property	33%	1	62%	2	0.1254	1
Mowing grass & weeds residential property	32%	2	61%	4	0.1244	2
<u>Medium Priority (IS < .10)</u>						
Exterior maintenance of residential property	23%	3	60%	6	0.0916	3
Exterior maintenance of rental properties	16%	4	57%	7	0.0705	4
Exterior maintenance of commercial property	16%	5	62%	3	0.0608	5
Mowing grass & weeds on commercial property	16%	6	63%	1	0.0585	6
Enforcing sign regulations	13%	7	61%	5	0.0519	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

2017 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
High Priority (IS= .10-.20)						
Maintenance of major City streets	33%	4	53%	9	0.1565	1
Adequacy of City street lighting	35%	3	62%	7	0.1334	2
Medium Priority (IS < .10)						
Maintenance of traffic signals/signs	40%	1	80%	3	0.0802	3
Snow removal on residential streets	16%	6	52%	10	0.0773	4
Mowing & trimming along streets & other areas	39%	2	84%	2	0.0626	5
Maintenance of stormwater drainage system	15%	8	63%	6	0.0570	6
Snow removal on major City streets	24%	5	79%	5	0.0504	7
Flow of traffic & congestion management	9%	9	50%	12	0.0440	8
Cleanliness of streets & other public areas	16%	7	79%	4	0.0334	9
Maintenance of neighborhood streets	4%	11	52%	11	0.0206	10
Maintenance of City buildings	5%	10	87%	1	0.0065	11
Maintenance of curbs & sidewalks	1%	12	61%	8	0.0031	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 the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Section 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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall image of City	26.2%	55.7%	12.1%	2.8%	1.3%	2.0%
Q1-2. Overall value that you receive for your City tax & fees	19.0%	48.7%	19.5%	6.8%	2.6%	3.3%
Q1-3. Overall quality of City services	23.8%	53.1%	16.7%	3.2%	1.5%	1.7%
Q1-4. City as a place to live	36.5%	48.5%	9.6%	3.5%	0.6%	1.3%
Q1-5. City as a place to raise children	33.1%	42.0%	13.2%	3.2%	1.2%	7.3%
Q1-6. City as a place to retire	22.1%	33.9%	22.5%	8.4%	3.9%	9.2%
Q1-7. Overall quality of life in City	24.4%	55.8%	13.5%	2.3%	1.6%	2.3%
Q1-8. Overall direction of City	19.5%	49.0%	17.4%	7.1%	2.8%	4.2%

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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall image of City	26.7%	56.8%	12.3%	2.8%	1.3%
Q1-2. Overall value that you receive for your City tax & fees	19.7%	50.4%	20.2%	7.1%	2.7%
Q1-3. Overall quality of City services	24.3%	54.0%	17.0%	3.3%	1.5%
Q1-4. City as a place to live	37.0%	49.2%	9.7%	3.5%	0.6%
Q1-5. City as a place to raise children	35.7%	45.3%	14.3%	3.4%	1.3%
Q1-6. City as a place to retire	24.3%	37.3%	24.8%	9.3%	4.3%
Q1-7. Overall quality of life in City	25.0%	57.1%	13.8%	2.4%	1.6%
Q1-8. Overall direction of City	20.3%	51.1%	18.2%	7.4%	2.9%

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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall quality of local police protection	41.0%	44.6%	7.7%	2.8%	1.0%	2.9%
Q2-2. Visibility of police in neighborhoods	20.3%	39.1%	24.7%	10.8%	2.8%	2.3%
Q2-3. Visibility of police in retail areas	16.3%	35.6%	29.9%	9.9%	1.5%	6.8%
Q2-4. City's efforts to prevent crime	23.7%	44.0%	20.1%	3.5%	1.2%	7.6%
Q2-5. How quickly police respond to emergencies	32.8%	32.3%	10.5%	1.5%	0.6%	22.4%
Q2-6. Enforcement of local traffic laws	20.5%	41.4%	21.9%	6.7%	3.6%	5.8%
Q2-7. Overall quality of public interaction with police department	23.5%	37.9%	18.3%	3.9%	1.3%	15.0%
Q2-8. Quality of animal control	17.9%	34.0%	22.1%	3.1%	2.9%	20.1%
Q2-9. Overall quality of local fire protection	41.7%	38.7%	8.3%	0.3%	0.3%	10.8%
Q2-10. How quickly fire department personnel respond to emergencies	41.7%	28.8%	7.0%	0.3%	0.4%	21.8%
Q2-11. Overall quality of emergency medical services	36.9%	32.1%	9.9%	0.7%	0.4%	19.9%
Q2-12. How quickly emergency medical personnel respond to emergencies	37.9%	28.2%	8.0%	1.3%	0.3%	24.3%

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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of local police protection	42.2%	46.0%	7.9%	2.8%	1.0%
Q2-2. Visibility of police in neighborhoods	20.8%	40.0%	25.3%	11.0%	2.8%
Q2-3. Visibility of police in retail areas	17.5%	38.2%	32.1%	10.6%	1.6%
Q2-4. City's efforts to prevent crime	25.6%	47.6%	21.7%	3.8%	1.3%
Q2-5. How quickly police respond to emergencies	42.3%	41.6%	13.5%	1.9%	0.7%
Q2-6. Enforcement of local traffic laws	21.8%	44.0%	23.3%	7.1%	3.9%
Q2-7. Overall quality of public interaction with police department	27.7%	44.6%	21.5%	4.6%	1.5%
Q2-8. Quality of animal control	22.4%	42.5%	27.6%	3.8%	3.6%
Q2-9. Overall quality of local fire protection	46.7%	43.3%	9.3%	0.3%	0.3%
Q2-10. How quickly fire department personnel respond to emergencies	53.3%	36.8%	8.9%	0.4%	0.6%
Q2-11. Overall quality of emergency medical services	46.1%	40.1%	12.3%	0.9%	0.5%
Q2-12. How quickly emergency medical personnel respond to emergencies	50.1%	37.2%	10.6%	1.7%	0.4%

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

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	98	14.2 %
Visibility of police in neighborhoods	150	21.8 %
Visibility of police in retail areas	39	5.7 %
City's efforts to prevent crime	135	19.6 %
How quickly police respond to emergencies	30	4.4 %
Enforcement of local traffic laws	49	7.1 %
Overall quality of public interaction with police department	17	2.5 %
Quality of animal control	12	1.7 %
Overall quality of local fire protection	4	0.6 %
How quickly fire department personnel respond to emergencies	10	1.5 %
Overall quality of emergency medical services	10	1.5 %
How quickly emergency medical personnel respond to emergencies	19	2.8 %
None chosen	115	16.7 %
Total	688	100.0 %

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

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	39	5.7 %
Visibility of police in neighborhoods	97	14.1 %
Visibility of police in retail areas	90	13.1 %
City's efforts to prevent crime	89	12.9 %
How quickly police respond to emergencies	43	6.3 %
Enforcement of local traffic laws	43	6.3 %
Overall quality of public interaction with police department	28	4.1 %
Quality of animal control	15	2.2 %
Overall quality of local fire protection	37	5.4 %
How quickly fire department personnel respond to emergencies	32	4.7 %
Overall quality of emergency medical services	20	2.9 %
How quickly emergency medical personnel respond to emergencies	18	2.6 %
None chosen	137	19.9 %
Total	688	100.0 %

Q3. Which THREE of the public safety items from the list 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	31	4.5 %
Visibility of police in neighborhoods	56	8.1 %
Visibility of police in retail areas	61	8.9 %
City's efforts to prevent crime	67	9.7 %
How quickly police respond to emergencies	37	5.4 %
Enforcement of local traffic laws	42	6.1 %
Overall quality of public interaction with police department	47	6.8 %
Quality of animal control	35	5.1 %
Overall quality of local fire protection	27	3.9 %
How quickly fire department personnel respond to emergencies	22	3.2 %
Overall quality of emergency medical services	54	7.8 %
How quickly emergency medical personnel respond to emergencies	35	5.1 %
None chosen	174	25.3 %
Total	688	100.0 %

Q3. Which THREE of the public safety items from the list 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	168	24.4 %
Visibility of police in neighborhoods	303	44.0 %
Visibility of police in retail areas	190	27.6 %
City's efforts to prevent crime	291	42.3 %
How quickly police respond to emergencies	110	16.0 %
Enforcement of local traffic laws	134	19.5 %
Overall quality of public interaction with police department	92	13.4 %
Quality of animal control	62	9.0 %
Overall quality of local fire protection	68	9.9 %
How quickly fire department personnel respond to emergencies	64	9.3 %
Overall quality of emergency medical services	84	12.2 %
How quickly emergency medical personnel respond to emergencies	72	10.5 %
None chosen	115	16.7 %
Total	1753	

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=688)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. In your neighborhood during the day	51.2%	40.8%	4.4%	1.6%	0.6%	1.5%
Q4-2. In your neighborhood at night	26.7%	52.0%	14.0%	4.5%	1.2%	1.6%
Q4-3. In City parks & recreation facilities	20.5%	49.7%	18.0%	2.6%	0.7%	8.4%
Q4-4. In commercial & retail areas of City during the day	28.2%	52.8%	13.2%	2.0%	0.7%	3.1%
Q4-5. In commercial & retail areas of City at night	13.5%	43.0%	29.2%	7.6%	1.5%	5.2%

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=688)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. In your neighborhood during the day	51.9%	41.4%	4.4%	1.6%	0.6%
Q4-2. In your neighborhood at night	27.2%	52.9%	14.2%	4.6%	1.2%
Q4-3. In City parks & recreation facilities	22.4%	54.3%	19.7%	2.9%	0.8%
Q4-4. In commercial & retail areas of City during the day	29.1%	54.4%	13.6%	2.1%	0.7%
Q4-5. In commercial & retail areas of City at night	14.3%	45.4%	30.8%	8.0%	1.5%

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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Maintenance of City parks	32.8%	48.3%	9.9%	1.5%	0.4%	7.1%
Q5-2. Number of City parks	34.0%	43.6%	11.6%	3.1%	0.7%	7.0%
Q5-3. Bike/hike trail system	28.1%	34.7%	16.3%	3.8%	0.9%	16.3%
Q5-4. Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	26.6%	42.4%	14.7%	4.9%	0.9%	10.5%
Q5-5. Nature center services & programs	22.8%	36.2%	15.7%	1.6%	0.7%	23.0%
Q5-6. Senior center	19.5%	23.3%	17.6%	1.9%	0.9%	36.9%
Q5-7. Music in park concert series	27.2%	30.7%	15.1%	1.9%	0.4%	24.7%
Q5-8. Youth recreational programs offered	15.8%	27.9%	20.5%	2.0%	0.7%	33.0%
Q5-9. Adult recreational programs offered	15.1%	29.7%	20.9%	3.9%	0.9%	29.5%
Q5-10. Senior recreational programs offered	15.7%	23.7%	20.3%	2.3%	1.2%	36.8%
Q5-11. Special recreation programs	12.8%	21.2%	22.5%	1.5%	0.7%	41.3%
Q5-12. Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	28.6%	35.9%	16.0%	2.0%	0.6%	16.9%
Q5-13. Sterlingfest Art & Music Fair	34.6%	35.0%	13.8%	1.7%	0.6%	14.2%
Q5-14. Fees charged for recreational programs	16.4%	31.0%	24.4%	3.8%	1.5%	23.0%

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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Maintenance of City parks	35.4%	52.0%	10.6%	1.6%	0.5%
Q5-2. Numbe of City parks	36.6%	46.9%	12.5%	3.3%	0.8%
Q5-3. Bike/hike trail system	33.5%	41.5%	19.4%	4.5%	1.0%
Q5-4. Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	29.7%	47.4%	16.4%	5.5%	1.0%
Q5-5. Nature center services & programs	29.6%	47.0%	20.4%	2.1%	0.9%
Q5-6. Senior center	30.9%	36.9%	27.9%	3.0%	1.4%
Q5-7. Music in park concert series	36.1%	40.7%	20.1%	2.5%	0.6%
Q5-8. Youth recreational programs offered	23.6%	41.6%	30.6%	3.0%	1.1%
Q5-9. Adult recreational programs offered	21.4%	42.1%	29.7%	5.6%	1.2%
Q5-10. Senior recreational programs offered	24.8%	37.5%	32.2%	3.7%	1.8%
Q5-11. Special recreation programs	21.8%	36.1%	38.4%	2.5%	1.2%
Q5-12. Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	34.4%	43.2%	19.2%	2.4%	0.7%
Q5-13. Sterlingfest Art & Music Fair	40.3%	40.8%	16.1%	2.0%	0.7%
Q5-14. Fees charged for recreational programs	21.3%	40.2%	31.7%	4.9%	1.9%

Q6. Which THREE of the Parks and Recreation items and City events 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 of City parks	145	21.1 %
Number of City parks	14	2.0 %
Bike/hike trail system	67	9.7 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	54	7.8 %
Nature center services & programs	8	1.2 %
Senior center	53	7.7 %
Music in park concert series	6	0.9 %
Youth recreational programs offered	49	7.1 %
Adult recreational programs offered	21	3.1 %
Senior recreational programs offered	21	3.1 %
Special recreation programs	8	1.2 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	19	2.8 %
Sterlingfest Art & Music Fair	15	2.2 %
Fees charged for recreational programs	23	3.3 %
None chosen	185	26.9 %
Total	688	100.0 %

Q6. Which THREE of the Parks and Recreation items and City events 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 of City parks	57	8.3 %
Number of City parks	24	3.5 %
Bike/hike trail system	51	7.4 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	60	8.7 %
Nature center services & programs	26	3.8 %
Senior center	35	5.1 %
Music in park concert series	21	3.1 %
Youth recreational programs offered	43	6.3 %
Adult recreational programs offered	30	4.4 %
Senior recreational programs offered	36	5.2 %
Special recreation programs	23	3.3 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	30	4.4 %
Sterlingfest Art & Music Fair	34	4.9 %
Fees charged for recreational programs	15	2.2 %
None chosen	203	29.5 %
Total	688	100.0 %

Q6. Which THREE of the Parks and Recreation items and City events 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 of City parks	39	5.7 %
Number of City parks	10	1.5 %
Bike/hike trail system	27	3.9 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	41	6.0 %
Nature center services & programs	26	3.8 %
Senior center	27	3.9 %
Music in park concert series	26	3.8 %
Youth recreational programs offered	22	3.2 %
Adult recreational programs offered	29	4.2 %
Senior recreational programs offered	40	5.8 %
Special recreation programs	20	2.9 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	49	7.1 %
Sterlingfest Art & Music Fair	44	6.4 %
Fees charged for recreational programs	54	7.8 %
None chosen	234	34.0 %
Total	688	100.0 %

Q6. Which THREE of the Parks and Recreation items and City events 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 of City parks	241	35.0 %
Number of City parks	48	7.0 %
Bike/hike trail system	145	21.1 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	155	22.5 %
Nature center services & programs	60	8.7 %
Senior center	115	16.7 %
Music in park concert series	53	7.7 %
Youth recreational programs offered	114	16.6 %
Adult recreational programs offered	80	11.6 %
Senior recreational programs offered	97	14.1 %
Special recreation programs	51	7.4 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	98	14.2 %
Sterlingfest Art & Music Fair	93	13.5 %
Fees charged for recreational programs	92	13.4 %
None chosen	185	26.9 %
Total	1627	

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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Print collections	21.5%	27.5%	14.1%	0.9%	0.1%	35.9%
Q7-2. Audio/video collections	18.9%	23.5%	15.0%	1.9%	0.4%	40.3%
Q7-3. Reference services	19.3%	25.9%	14.0%	1.6%	0.1%	39.1%
Q7-4. Computers	17.0%	26.7%	14.1%	2.2%	0.3%	39.7%
Q7-5. Programs for children	18.3%	20.6%	15.0%	1.0%	0.4%	44.6%
Q7-6. Programs for teens	14.5%	18.8%	17.2%	1.2%	0.7%	47.7%
Q7-7. Programs for adults	16.1%	24.0%	15.4%	2.3%	0.4%	41.7%

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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Print collections	33.6%	42.9%	22.0%	1.4%	0.2%
Q7-2. Audio/video collections	31.6%	39.4%	25.1%	3.2%	0.7%
Q7-3. Reference services	31.7%	42.5%	22.9%	2.6%	0.2%
Q7-4. Computers	28.2%	44.3%	23.4%	3.6%	0.5%
Q7-5. Programs for children	33.1%	37.3%	27.0%	1.8%	0.8%
Q7-6. Programs for teens	27.8%	35.8%	32.8%	2.2%	1.4%
Q7-7. Programs for adults	27.7%	41.1%	26.4%	4.0%	0.7%

Q8. 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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Enforcing clean-up of litter & debris on residential property	17.3%	40.3%	17.4%	13.1%	5.5%	6.4%
Q8-2. Enforcing mowing & trimming of grass & weeds on residential property	17.3%	40.4%	16.6%	15.1%	4.5%	6.1%
Q8-3. Enforcing mowing & trimming of grass & weeds on commercial property	17.0%	40.7%	21.1%	10.6%	2.5%	8.1%
Q8-4. Enforcing exterior maintenance of residential property in your neighborhood	16.7%	38.8%	20.1%	12.6%	4.5%	7.3%
Q8-5. Enforcing exterior maintenance of commercial property in your neighborhood	16.4%	38.1%	23.8%	7.7%	2.9%	11.0%
Q8-6. Enforcing exterior maintenance of rental properties in your neighborhood	13.4%	32.1%	20.8%	10.2%	4.8%	18.8%
Q8-7. Enforcing sign regulations	15.3%	36.8%	22.8%	8.3%	3.3%	13.5%

WITHOUT "DON'T KNOW"

Q8. 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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Enforcing clean-up of litter & debris on residential property	18.5%	43.0%	18.6%	14.0%	5.9%
Q8-2. Enforcing mowing & trimming of grass & weeds on residential property	18.4%	43.0%	17.6%	16.1%	4.8%
Q8-3. Enforcing mowing & trimming of grass & weeds on commercial property	18.5%	44.3%	22.9%	11.6%	2.7%
Q8-4. Enforcing exterior maintenance of residential property in your neighborhood	18.0%	41.8%	21.6%	13.6%	4.9%
Q8-5. Enforcing exterior maintenance of commercial property in your neighborhood	18.5%	42.8%	26.8%	8.7%	3.3%
Q8-6. Enforcing exterior maintenance of rental properties in your neighborhood	16.5%	39.5%	25.6%	12.5%	5.9%
Q8-7. Enforcing sign regulations	17.6%	42.5%	26.4%	9.6%	3.9%

Q9. Which TWO of the code enforcement items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of litter & debris on residential property	169	24.6 %
Enforcing mowing & trimming of grass & weeds on residential property	101	14.7 %
Enforcing mowing & trimming of grass & weeds on commercial property	51	7.4 %
Enforcing exterior maintenance of residential property in your neighborhood	67	9.7 %
Enforcing exterior maintenance of commercial property in your neighborhood	42	6.1 %
Enforcing exterior maintenance of rental properties in your neighborhood	45	6.5 %
Enforcing sign regulations	54	7.8 %
None chosen	159	23.1 %
Total	688	100.0 %

Q9. Which TWO of the code enforcement items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of litter & debris on residential property	58	8.4 %
Enforcing mowing & trimming of grass & weeds on residential property	118	17.2 %
Enforcing mowing & trimming of grass & weeds on commercial property	58	8.4 %
Enforcing exterior maintenance of residential property in your neighborhood	91	13.2 %
Enforcing exterior maintenance of commercial property in your neighborhood	68	9.9 %
Enforcing exterior maintenance of rental properties in your neighborhood	68	9.9 %
Enforcing sign regulations	38	5.5 %
None chosen	189	27.5 %
Total	688	100.0 %

Q9. Which TWO of the code enforcement items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

<u>Q9. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of litter & debris on residential property	227	33.0 %
Enforcing mowing & trimming of grass & weeds on residential property	219	31.8 %
Enforcing mowing & trimming of grass & weeds on commercial property	109	15.8 %
Enforcing exterior maintenance of residential property in your neighborhood	158	23.0 %
Enforcing exterior maintenance of commercial property in your neighborhood	110	16.0 %
Enforcing exterior maintenance of rental properties in your neighborhood	113	16.4 %
Enforcing sign regulations	92	13.4 %
None chosen	159	23.1 %
Total	1187	

Q10. 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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Maintenance of major City streets	13.7%	38.2%	17.7%	20.6%	8.1%	1.6%
Q10-2. Maintenance of neighborhood streets	11.3%	38.7%	18.5%	22.7%	6.4%	2.5%
Q10-3. Maintenance of curbs & sidewalks	13.1%	45.5%	20.9%	12.5%	4.4%	3.6%
Q10-4. Maintenance of traffic signals/signs	21.4%	56.4%	13.4%	3.1%	2.5%	3.3%
Q10-5. Adequacy of City street lighting	17.0%	42.7%	16.0%	14.5%	6.5%	3.2%
Q10-6. Maintenance of City buildings, such as City Hall	31.7%	49.0%	10.3%	0.6%	0.9%	7.6%
Q10-7. Snow removal on major City streets	25.1%	51.6%	12.1%	6.4%	2.9%	1.9%
Q10-8. Snow removal on residential streets	14.5%	36.0%	19.3%	16.9%	9.9%	3.3%
Q10-9. Mowing & trimming along City streets, parks, & other public areas	24.4%	57.0%	11.6%	2.9%	0.9%	3.2%
Q10-10. Overall cleanliness of City streets & other public areas	20.6%	56.7%	15.3%	3.6%	1.2%	2.6%
Q10-11. Overall flow of traffic & congestion management in Sterling Heights	10.6%	38.4%	23.5%	16.7%	8.3%	2.5%
Q10-12. Maintenance of stormwater drainage system	14.2%	41.7%	22.1%	7.6%	3.2%	11.2%

WITHOUT "DON'T KNOW"

Q10. 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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of major City streets	13.9%	38.8%	18.0%	21.0%	8.3%
Q10-2. Maintenance of neighborhood streets	11.6%	39.6%	18.9%	23.2%	6.6%
Q10-3. Maintenance of curbs & sidewalks	13.6%	47.2%	21.7%	13.0%	4.5%
Q10-4. Maintenance of traffic signals/signs	22.1%	58.3%	13.8%	3.2%	2.6%
Q10-5. Adequacy of City street lighting	17.6%	44.1%	16.5%	15.0%	6.8%
Q10-6. Maintenance of City buildings, such as City Hall	34.3%	53.0%	11.2%	0.6%	0.9%
Q10-7. Snow removal on major City streets	25.6%	52.6%	12.3%	6.5%	3.0%
Q10-8. Snow removal on residential streets	15.0%	37.3%	20.0%	17.4%	10.2%
Q10-9. Mowing & trimming along City streets, parks, & other public areas	25.2%	58.9%	12.0%	3.0%	0.9%
Q10-10. Overall cleanliness of City streets & other public areas	21.2%	58.2%	15.7%	3.7%	1.2%
Q10-11. Overall flow of traffic & congestion management in Sterling Heights	10.9%	39.3%	24.1%	17.1%	8.5%
Q10-12. Maintenance of stormwater drainage system	16.0%	47.0%	24.9%	8.5%	3.6%

Q11. Which THREE of the City maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	174	25.3 %
Maintenance of neighborhood streets	92	13.4 %
Maintenance of curbs & sidewalks	29	4.2 %
Maintenance of traffic signals/signs	7	1.0 %
Adequacy of City street lighting	48	7.0 %
Maintenance of City buildings, such as City Hall	2	0.3 %
Snow removal on major City streets	18	2.6 %
Snow removal on residential streets	72	10.5 %
Mowing & trimming along City streets, parks, & other public areas	1	0.1 %
Overall cleanliness of City streets & other public areas	7	1.0 %
Overall flow of traffic & congestion management in Sterling Heights	85	12.4 %
Maintenance of stormwater drainage system	36	5.2 %
None chosen	117	17.0 %
Total	688	100.0 %

Q11. Which THREE of the City maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	60	8.7 %
Maintenance of neighborhood streets	124	18.0 %
Maintenance of curbs & sidewalks	30	4.4 %
Maintenance of traffic signals/signs	16	2.3 %
Adequacy of City street lighting	62	9.0 %
Maintenance of City buildings, such as City Hall	1	0.1 %
Snow removal on major City streets	41	6.0 %
Snow removal on residential streets	86	12.5 %
Mowing & trimming along City streets, parks, & other public areas	12	1.7 %
Overall cleanliness of City streets & other public areas	20	2.9 %
Overall flow of traffic & congestion management in Sterling Heights	69	10.0 %
Maintenance of stormwater drainage system	29	4.2 %
None chosen	138	20.1 %
Total	688	100.0 %

Q11. Which THREE of the City maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	35	5.1 %
Maintenance of neighborhood streets	60	8.7 %
Maintenance of curbs & sidewalks	50	7.3 %
Maintenance of traffic signals/signs	12	1.7 %
Adequacy of City street lighting	55	8.0 %
Maintenance of City buildings, such as City Hall	3	0.4 %
Snow removal on major City streets	47	6.8 %
Snow removal on residential streets	83	12.1 %
Mowing & trimming along City streets, parks, & other public areas	17	2.5 %
Overall cleanliness of City streets & other public areas	34	4.9 %
Overall flow of traffic & congestion management in Sterling Heights	75	10.9 %
Maintenance of stormwater drainage system	46	6.7 %
None chosen	171	24.9 %
Total	688	100.0 %

Q11. Which THREE of the City maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q11. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	269	39.1 %
Maintenance of neighborhood streets	276	40.1 %
Maintenance of curbs & sidewalks	109	15.8 %
Maintenance of traffic signals/signs	35	5.1 %
Adequacy of City street lighting	165	24.0 %
Maintenance of City buildings, such as City Hall	6	0.9 %
Snow removal on major City streets	106	15.4 %
Snow removal on residential streets	241	35.0 %
Mowing & trimming along City streets, parks, & other public areas	30	4.4 %
Overall cleanliness of City streets & other public areas	61	8.9 %
Overall flow of traffic & congestion management in Sterling Heights	229	33.3 %
Maintenance of stormwater drainage system	111	16.1 %
None chosen	117	17.0 %
Total	1755	

Q11a. How would you rate the current recycling options in the City of Sterling Heights? 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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11a-1. Weekly curbside pick-up	36.5%	33.0%	10.9%	3.8%	2.9%	12.9%
Q11a-2. Community drop off recycling centers	27.5%	34.6%	15.3%	4.5%	2.2%	16.0%

WITHOUT "DON'T KNOW"

Q11a. How would you rate the current recycling options in the City of Sterling Heights? 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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11a-1. Weekly curbside pick-up	41.9%	37.9%	12.5%	4.3%	3.3%
Q11a-2. Community drop off recycling centers	32.7%	41.2%	18.2%	5.4%	2.6%

Q12. 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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Overall quality of leadership provided	16.3%	43.6%	19.8%	4.8%	2.5%	13.1%
Q12-2. Overall accessibility of City leaders	11.6%	29.5%	23.7%	4.2%	1.3%	29.7%
Q12-3. Overall responsiveness of City leaders	11.8%	27.3%	24.3%	4.8%	2.6%	29.2%
Q12-4. Availability of information about City programs & services	20.9%	44.8%	17.3%	4.2%	1.5%	11.3%
Q12-5. City's efforts to keep you informed about local issues	19.0%	43.0%	19.5%	6.5%	2.2%	9.7%
Q12-6. Level of public involvement in local decision making	10.0%	29.9%	24.7%	11.2%	4.1%	20.1%
Q12-7. Quality of City's web page	12.8%	37.9%	25.0%	2.6%	2.0%	19.6%

WITHOUT "DON'T KNOW"**Q12. 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=688)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Overall quality of leadership provided	18.7%	50.2%	22.7%	5.5%	2.8%
Q12-2. Overall accessibility of City leaders	16.5%	41.9%	33.7%	6.0%	1.9%
Q12-3. Overall responsiveness of City leaders	16.6%	38.6%	34.3%	6.8%	3.7%
Q12-4. Availability of information about City programs & services	23.6%	50.5%	19.5%	4.8%	1.6%
Q12-5. City's efforts to keep you informed about local issues	21.1%	47.7%	21.6%	7.2%	2.4%
Q12-6. Level of public involvement in local decision making	12.5%	37.5%	30.9%	14.0%	5.1%
Q12-7. Quality of City's web page	15.9%	47.2%	31.1%	3.3%	2.5%

Q13. In the past year, which methods have you used to get city-related information from the City of Sterling Heights?

Q13. What methods have you used to get City-related information in past year	Number	Percent
Traditional US mail	300	43.6 %
City magazine	430	62.5 %
City website	372	54.1 %
Email	78	11.3 %
SHTV (Channel 5 & 99)	91	13.2 %
Social media (Facebook, Twitter, YouTube, Instagram)	144	20.9 %
Local media coverage	200	29.1 %
Other	48	7.0 %
Total	1663	

Q13. Other

Q13. Other	Number	Percent
Phone	11	22.9 %
Newspaper	5	10.4 %
Sterling Heights Sentry	4	8.3 %
Macomb Daily	4	8.3 %
Go to City Hall in person	3	6.3 %
Call City Hall	3	6.3 %
Free community newspaper	1	2.1 %
Papers from school kids	1	2.1 %
From Senior Center	1	2.1 %
Go to the city	1	2.1 %
personal contact	1	2.1 %
Observation of usage	1	2.1 %
Word of mouth	1	2.1 %
FOIA	1	2.1 %
Source Newspapers	1	2.1 %
TV	1	2.1 %
Yellow pages	1	2.1 %
Printed info at senior center/library	1	2.1 %
Local paper	1	2.1 %
In person	1	2.1 %
Schools	1	2.1 %
Police blog online	1	2.1 %
Public events	1	2.1 %
The Source	1	2.1 %
Total	48	100.0 %

Q14. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

Q14. Have you called, e-mailed or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	251	36.5 %
No	437	63.5 %
Total	688	100.0 %

Q14a. (Only if YES to Question 14) How easy was it to contact the person you needed to reach?

Q14a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	108	43.0 %
Somewhat easy	92	36.7 %
Difficult	31	12.4 %
Very difficult	18	7.2 %
Don't know	2	0.8 %
Total	251	100.0 %

WITHOUT "DON'T KNOW"**Q14a. (Only if YES to Question 14) How easy was it to contact the person you needed to reach? (without "don't know")**

Q14a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	108	43.4 %
Somewhat easy	92	36.9 %
Difficult	31	12.4 %
Very difficult	18	7.2 %
Total	249	100.0 %

Q14b. (Only if YES to Question 14) For each item below, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=251)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q14b-1. They were courteous & polite	53.0%	29.9%	6.0%	1.6%	2.4%	7.2%
Q14b-2. They gave prompt, accurate, & complete answers to questions	43.4%	30.3%	10.0%	5.6%	3.6%	7.2%
Q14b-3. They did what they said they would do in a timely manner	36.3%	28.7%	9.6%	7.6%	4.8%	13.1%
Q14b-4. They helped you resolve an issue to your satisfaction	41.4%	24.7%	11.6%	8.0%	8.0%	6.4%

WITHOUT "DON'T KNOW"

Q14b. (Only if YES to Question 14) For each item below, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=251)

	Always	Usually	Sometimes	Seldom	Never
Q14b-1. They were courteous & polite	57.1%	32.2%	6.4%	1.7%	2.6%
Q14b-2. They gave prompt, accurate, & complete answers to questions	46.8%	32.6%	10.7%	6.0%	3.9%
Q14b-3. They did what they said they would do in a timely manner	41.7%	33.0%	11.0%	8.7%	5.5%
Q14b-4. They helped you resolve an issue to your satisfaction	44.3%	26.4%	12.3%	8.5%	8.5%

Q15. What do you like most about living in Sterling Heights?

Q15. What do you like most about living in Sterling Heights	Number	Percent
Grew up in region	188	27.3 %
Close to work	236	34.3 %
Employment opportunities	55	8.0 %
Quality of life amenities	300	43.6 %
Educational systems	258	37.5 %
Close to family/friends	344	50.0 %
Affordable cost of living	417	60.6 %
Shopping & entertainment options	367	53.3 %
A diverse population	113	16.4 %
Other	42	6.1 %
Don't know	14	2.0 %
Total	2334	

Q15. What do you like most about living in Sterling Heights? (without "don't know")

Q15. What do you like most about living in Sterling Heights	Number	Percent
Grew up in region	188	27.9 %
Close to work	236	35.0 %
Employment opportunities	55	8.2 %
Quality of life amenities	300	44.5 %
Educational systems	258	38.3 %
Close to family/friends	344	51.0 %
Affordable cost of living	417	61.9 %
Shopping & entertainment options	367	54.5 %
A diverse population	113	16.8 %
Other	42	6.2 %
Total	2320	

Q15. Other

Q15. Other	Number	Percent
Parks	2	4.8 %
Safety	2	4.8 %
Great city, taxes, safety, close to Detroit but not that close	1	2.4 %
Keep the city appealing to young families	1	2.4 %
Low taxes	1	2.4 %
Great neighbors	1	2.4 %
Everything is close by	1	2.4 %
Well maintained city	1	2.4 %
Enjoy Mideastern restaurants	1	2.4 %
Pretty low crime	1	2.4 %
Close to hospitals	1	2.4 %
Restaurants	1	2.4 %
Fairly central to most areas	1	2.4 %
Convenient location	1	2.4 %
Safety/police & fire depts. are good!	1	2.4 %
Overall neighborhood/housing is nice	1	2.4 %
Raised a family	1	2.4 %
Sterling Heights is a clean, safe, well-run city!	1	2.4 %
This city is too noisy with all the factories on Van Dyke now!	1	2.4 %
CLOSE TO HIGHWAYS	1	2.4 %
Close to many churches	1	2.4 %
SAFE CITY/NEIGHBORHOODS	1	2.4 %
IT'S LOCATION IS CONVENIENT IN SE MICHIGAN	1	2.4 %
Close to police & fire department	1	2.4 %
Neat & clean	1	2.4 %
Our subdivision is amazing	1	2.4 %
Location	1	2.4 %
Close to all expressways	1	2.4 %
Beautiful, safe, thriving community	1	2.4 %
Fire department	1	2.4 %
Police & fire protection	1	2.4 %
Proximity to DTW	1	2.4 %
I am looking to move	1	2.4 %
Safe, quiet and can walk without dog attacks	1	2.4 %
Safety & state rankings	1	2.4 %
Parks & trails	1	2.4 %
Close to Rochester	1	2.4 %
Types of housing	1	2.4 %
Feel safe	1	2.4 %
I like the large Chaldean community we have	1	2.4 %
Total	42	100.0 %

Q16. Tell us THREE things that would make you consider leaving Sterling Heights.

Q16. What are things that would make you consider leaving Sterling Heights	Number	Percent
Congestion/traffic	337	49.0 %
Affordability	213	31.0 %
Cost of living	204	29.7 %
Driving distance to work	93	13.5 %
Employment opportunities	68	9.9 %
Changing demographics	271	39.4 %
Lack of housing options	60	8.7 %
Shopping & entertainment options	49	7.1 %
Desire for more land	171	24.9 %
Other	134	19.5 %
<u>Don't know</u>	40	5.8 %
Total	1640	

WITHOUT "DON'T KNOW"**Q16. Tell us THREE things that would make you consider leaving Sterling Heights. (without "don't know")**

Q16. What are things that would make you consider leaving Sterling Heights	Number	Percent
Congestion/traffic	337	52.0 %
Affordability	213	32.9 %
Cost of living	204	31.5 %
Driving distance to work	93	14.4 %
Employment opportunities	68	10.5 %
Changing demographics	271	41.8 %
Lack of housing options	60	9.3 %
Shopping & entertainment options	49	7.6 %
Desire for more land	171	26.4 %
<u>Other</u>	134	20.7 %
Total	1600	

Number of Cases = 648

Number of Responses = 1600

Average Number Of Responses Per Case = 2.5

Number Of Cases With At Least One Response = 632

Response Percent = 97.5 %

Q16. Other

Q16. Other	Number	Percent
Retirement	6	4.5 %
Crime	4	3.0 %
Increasing crime	4	3.0 %
Too many foreigners	3	2.2 %
Downsizing	2	1.5 %
Safety	2	1.5 %
Retirement relocation	1	0.7 %
Crime is happening a lot lately	1	0.7 %
Lack of diversity	1	0.7 %
property value	1	0.7 %
Condo vs house maintenance	1	0.7 %
More indoor recreation opportunities for adults during cold months	1	0.7 %
Better schooling	1	0.7 %
New construction housing	1	0.7 %
EMS system is less efficient	1	0.7 %
Retiring out of state	1	0.7 %
Code enforcement not enforcing current codes	1	0.7 %
excessive empty strip malls while building more	1	0.7 %
Need more senior housing communities	1	0.7 %
Certain people not taking care of their property	1	0.7 %
Lack of green space if more strip malls become vacant	1	0.7 %
Water rates	1	0.7 %
Neighborhoods are deteriorating	1	0.7 %
Constant sirens, fire truck noises, changing demographics, traffic congestion	1	0.7 %
Could not keep up my home	1	0.7 %
Desire to be in more rural area	1	0.7 %
To live closer to family	1	0.7 %
Might want to downsize in a quieter area	1	0.7 %
Residential property maintenance	1	0.7 %
Need more police coverage	1	0.7 %
No more green water in summer	1	0.7 %
Run down, poor maintained neighborhood	1	0.7 %
Retirement, warm climate	1	0.7 %
perception of blue collar	1	0.7 %
Our city leaders are horrible!	1	0.7 %
Tampering of residential mail	1	0.7 %
If crime went up in area	1	0.7 %
No enforcement of all junk in front yards, living in garages, etc.	1	0.7 %
Loose, barking dogs	1	0.7 %
Safety/police & fire depts not good enough	1	0.7 %
Most of my neighbors don't speak English	1	0.7 %
To be closer to family	1	0.7 %
Too much building of new homes	1	0.7 %
Excessive water processing and costs, water bills	1	0.7 %
Continued prejudice against Mosques and Muslims	1	0.7 %
City on downward trend	1	0.7 %
Many people do not maintain their property	1	0.7 %
General deterioration	1	0.7 %
Residential maintenance problems in my area	1	0.7 %
Snow removal on side road	1	0.7 %

Q16. Other

Q16. Other	Number	Percent
Common core	1	0.7 %
Too many living in their garages	1	0.7 %
If taxes keep going up	1	0.7 %
Too many refugees	1	0.7 %
Better weather	1	0.7 %
Would hope never to leave	1	0.7 %
Too many immigrants/refugees	1	0.7 %
Lack of traffic law enforcement	1	0.7 %
Health	1	0.7 %
High crime, cultural insensitivities	1	0.7 %
Drainage system backup	1	0.7 %
Retired, smaller house	1	0.7 %
GFL has broken 3 garbagr cans so far	1	0.7 %
Not being allowed to raise a limited number of chickens	1	0.7 %
if crime rate were to get out of hand	1	0.7 %
Weather	1	0.7 %
Lack of senior care facilities	1	0.7 %
Increasing crime, decreasing value of educational system & property values	1	0.7 %
Very, very high taxes	1	0.7 %
Aging	1	0.7 %
Crime & city reputation	1	0.7 %
Bad neighbors	1	0.7 %
Residential property not taken care of	1	0.7 %
Affordable condo communities for seniors	1	0.7 %
Lack of diversity in population	1	0.7 %
Warm weather	1	0.7 %
Getting wife to move way north	1	0.7 %
Immigrants moving in who do not share our culture	1	0.7 %
Dying	1	0.7 %
Too many dogs & bad roads	1	0.7 %
Warmer climate	1	0.7 %
Aging/retirement	1	0.7 %
If crime increased/education system declined	1	0.7 %
Poor school systems	1	0.7 %
People speeding in my neighborhood, cooking in their garages	1	0.7 %
Not enough brand new smarter homes being built for seniors	1	0.7 %
Taxes, crime, deteriorating neighborhoods	1	0.7 %
Fix potholes & wide street cracks	1	0.7 %
Moving closer to children	1	0.7 %
Dumb spending tax dollars for seedling statue	1	0.7 %
Improper repairs & poor road maintenance	1	0.7 %
Changing community image	1	0.7 %
Crime rates & safety	1	0.7 %
No traffic noise or concert noise!	1	0.7 %
Taxes!	1	0.7 %
Blight in neighborhoods, transient renters	1	0.7 %
Safety/lack of diversity	1	0.7 %
Can't get action on neighbors raising pit bulls in house	1	0.7 %
A change in Utica Community Schools	1	0.7 %
Too much condo housing going up continuously	1	0.7 %
Will not leave	1	0.7 %

Q16. Other

Q16. Other	Number	Percent
Management	1	0.7 %
Don't like trailers, boats in driveway	1	0.7 %
Cost of living after retiring	1	0.7 %
Business signs in foreign language	1	0.7 %
Taxes going up	1	0.7 %
City is not what it used to be	1	0.7 %
All signs should be in English for many reasons	1	0.7 %
Retirement/children moving away	1	0.7 %
School (WCS) getting low rate year after year	1	0.7 %
Smell of marijuana in my yard	1	0.7 %
Number of geese are a big nuisance by the ponds & homes	1	0.7 %
Overdevelopment of natural area & parks	1	0.7 %
More police give tickets for parking on sidewalk (Rosemary Dr)	1	0.7 %
Better schools for our future kids	1	0.7 %
Rental properties are becoming a nuisance	1	0.7 %
Safety of neighborhoods/education system	1	0.7 %
More space between houses, neighbors less noisy	1	0.7 %
Neighborhoods are not adequately maintained/property codes are not enforced	1	0.7 %
Total	134	100.0 %

Q17. Why would you recommend Sterling Heights as a place to live to your friends or family?

Q17. Why would you recommend Sterling Heights as a place to live to your friends or family	Number	Percent
Grew up in region	130	18.9 %
Close to work	131	19.0 %
Employment opportunities	117	17.0 %
Quality of life amenities	299	43.5 %
Educational systems	327	47.5 %
Close to family/friends	222	32.3 %
Affordable cost of living	393	57.1 %
Shopping & entertainment options	338	49.1 %
A diverse population	128	18.6 %
Other	35	5.1 %
Don't know	37	5.4 %
Total	2157	

WITHOUT "DON'T KNOW"**Q17. Why would you recommend Sterling Heights as a place to live to your friends or family? (without "don't know")**

Q17. Why would you recommend Sterling Heights as a place to live to your friends or family	Number	Percent
Grew up in region	130	20.0 %
Close to work	131	20.1 %
Employment opportunities	117	18.0 %
Quality of life amenities	299	45.9 %
Educational systems	327	50.2 %
Close to family/friends	222	34.1 %
Affordable cost of living	393	60.4 %
Shopping & entertainment options	338	51.9 %
A diverse population	128	19.7 %
Other	35	5.4 %
Total	2120	

Q17. Other

<u>Q17. Other</u>	<u>Number</u>	<u>Percent</u>
Safe	2	5.7 %
Personally I would not recommend living here	1	2.9 %
Parks	1	2.9 %
Proximity to other popular areas (i.e. Detroit, Royal Oak I-75, M-59)	1	2.9 %
Pretty low crime	1	2.9 %
Hospitals	1	2.9 %
Close to expressways	1	2.9 %
Make city council members cooperate with all issues	1	2.9 %
Restaurants	1	2.9 %
Good community	1	2.9 %
Need more affordable places for seniors	1	2.9 %
A good well-run affordable city!	1	2.9 %
Dodge Park	1	2.9 %
Outstanding police dept/crime control	1	2.9 %
Good tax base	1	2.9 %
Utica Community Schools	1	2.9 %
Low property tax	1	2.9 %
Close to hospitals	1	2.9 %
Our subdivision	1	2.9 %
Central location	1	2.9 %
Based on recent events, I would not recommend	1	2.9 %
Low taxes	1	2.9 %
Safety/low crime	1	2.9 %
City well managed	1	2.9 %
Great safety & police dept	1	2.9 %
Great police & fire depts	1	2.9 %
Parks & rec activities	1	2.9 %
Like all	1	2.9 %
Centrally located	1	2.9 %
Variety types of housing	1	2.9 %
Low crime	1	2.9 %
City services	1	2.9 %
Access to expressways!	1	2.9 %
Love Chaldean Community	1	2.9 %
Total	35	100.0 %

Q18. In 2016, the State of Michigan enacted new laws to regulate the medical marijuana industry. Beginning in December of 2017, the State of Michigan will begin licensing businesses that commercially grow, process, test, transport or sell medical marijuana. Under the new medical marijuana laws, a municipality can opt in and allow any or all five of these types of businesses to operate in the community or opt out and exclude them. Knowing this, please rate your level of agreement with the following statement: "The City of Sterling Heights should opt in and allow state licensed medical marijuana businesses to operate in Sterling Heights."

(N=688)

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Q18. City of Sterling Heights should opt in & allow state licensed medical marijuana businesses to operate in Sterling Heights	13.8%	21.7%	13.8%	40.6%	10.2%

WITHOUT "DON'T KNOW"

Q18. In 2016, the State of Michigan enacted new laws to regulate the medical marijuana industry. Beginning in December of 2017, the State of Michigan will begin licensing businesses that commercially grow, process, test, transport or sell medical marijuana. Under the new medical marijuana laws, a municipality can opt in and allow any or all five of these types of businesses to operate in the community or opt out and exclude them. Knowing this, please rate your level of agreement with the following statement: "The City of Sterling Heights should opt in and allow state licensed medical marijuana businesses to operate in Sterling Heights." (without "don't know")

(N=688)

	Strongly agree	Agree	Disagree	Strongly disagree
Q18. City of Sterling Heights should opt in & allow state licensed medical marijuana businesses to operate in Sterling Heights	15.4%	24.1%	15.4%	45.1%

Q19. Approximately how many years have you lived in the City of Sterling Heights?

Q19. How many years have you lived in City of Sterling Heights	Number	Percent
Less than 1 year	13	1.9 %
1-5 years	84	12.2 %
6-10 years	62	9.0 %
10+ years	525	76.3 %
Not provided	4	0.6 %
Total	688	100.0 %

WITHOUT "NOT PROVIDED"**Q19. Approximately how many years have you lived in the City of Sterling Heights? (without "not provided")**

Q19. How many years have you lived in City of Sterling Heights	Number	Percent
Less than 1 year	13	1.9 %
1-5 years	84	12.3 %
6-10 years	62	9.1 %
10+ years	525	76.8 %
Total	684	100.0 %

Q20. Do you own or rent your current residence?

Q20. Do you own or rent your current residence	Number	Percent
Own	566	82.3 %
Rent	111	16.1 %
Not provided	11	1.6 %
Total	688	100.0 %

WITHOUT "NOT PROVIDED"**Q20. Do you own or rent your current residence? (without "not provided")**

Q20. Do you own or rent your current residence	Number	Percent
Own	566	83.6 %
Rent	111	16.4 %
Total	677	100.0 %

Q21. In what type of residence do you live?

<u>Q21. In what type of residence do you live</u>	<u>Number</u>	<u>Percent</u>
Single family home	586	85.2 %
Manufactured/mobile home	9	1.3 %
Duplex	1	0.1 %
Apartment	25	3.6 %
Condominium	58	8.4 %
Other	5	0.7 %
Not provided	4	0.6 %
Total	688	100.0 %

WITHOUT "NOT PROVIDED"**Q21. In what type of residence do you live? (without "not provided")**

<u>Q21. In what type of residence do you live</u>	<u>Number</u>	<u>Percent</u>
Single family home	586	85.7 %
Manufactured/mobile home	9	1.3 %
Duplex	1	0.1 %
Apartment	25	3.7 %
Condominium	58	8.5 %
Other	5	0.7 %
Total	684	100.0 %

Q21. Other

<u>Q21. Other</u>	<u>Number</u>	<u>Percent</u>
Detached condo	2	40.0 %
Townhouse	1	20.0 %
Low income townhouse	1	20.0 %
Tri-level	1	20.0 %
Total	5	100.0 %

Q22. What is your age?

<u>Q22. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	130	18.9 %
35-44	133	19.3 %
45-54	138	20.1 %
55-64	134	19.5 %
65+	135	19.6 %
Not provided	18	2.6 %
Total	688	100.0 %

WITHOUT “NOT PROVIDED”**Q22. What is your age? (without "not provided")**

<u>Q22. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	130	19.4 %
35-44	133	19.9 %
45-54	138	20.6 %
55-64	134	20.0 %
65+	135	20.1 %
Total	670	100.0 %

Q23. What is the highest level of education completed by a member of your household?

<u>Q23. Highest level of education completed by a member of your household</u>	<u>Number</u>	<u>Percent</u>
Less than high school graduate	9	1.3 %
High school diploma or GED	74	10.8 %
Some college	119	17.3 %
Vocational/technical	48	7.0 %
Associates degree	64	9.3 %
Bachelor's degree	187	27.2 %
Graduate/professional degree	176	25.6 %
Not provided	11	1.6 %
Total	688	100.0 %

WITHOUT "NOT PROVIDED"**Q23. What is the highest level of education completed by a member of your household? (without "not provided")**

Q23. Highest level of education completed by a member of your household	Number	Percent
Less than high school graduate	9	1.3 %
High school diploma or GED	74	10.9 %
Some college	119	17.6 %
Vocational/technical	48	7.1 %
Associates degree	64	9.5 %
Bachelor's degree	187	27.6 %
Graduate/professional degree	176	26.0 %
Total	677	100.0 %

Q24. Please estimate your total annual household income.

Q24. Your total annual household income	Number	Percent
Less than \$25K	36	5.2 %
\$25K-\$34,999	61	8.9 %
\$35K-\$49,999	89	12.9 %
\$50K-\$74,999	144	20.9 %
\$75K-\$99,999	115	16.7 %
\$100K+	179	26.0 %
Not provided	64	9.3 %
Total	688	100.0 %

WITHOUT "NOT PROVIDED"**Q24. Please estimate your total annual household income. (without "not provided")**

Q24. Your total annual household income	Number	Percent
Less than \$25K	36	5.8 %
\$25K-\$34,999	61	9.8 %
\$35K-\$49,999	89	14.3 %
\$50K-\$74,999	144	23.1 %
\$75K-\$99,999	115	18.4 %
\$100K+	179	28.7 %
Total	624	100.0 %

Q25. What is your gender?

Q25. Your gender	Number	Percent
Male	353	51.3 %
Female	332	48.3 %
Not provided	3	0.4 %
Total	688	100.0 %

WITHOUT “NOT PROVIDED”**Q25. What is your gender? (without "not provided")**

Q25. Your gender	Number	Percent
Male	353	51.5 %
Female	332	48.5 %
Total	685	100.0 %

Q26. Is English the primary language spoken in your home?

Q26. Is English the primary language spoken in your home	Number	Percent
Yes	626	91.0 %
No	56	8.1 %
Not provided	6	0.9 %
Total	688	100.0 %

WITHOUT “NOT PROVIDED”**Q26. Is English the primary language spoken in your home? (without "not provided")**

Q26. Is English the primary language spoken in your home	Number	Percent
Yes	626	91.8 %
No	56	8.2 %
Total	682	100.0 %

Q27. What is your ethnic origin?

<u>Q27. Your ethnic origin</u>	<u>Number</u>	<u>Percent</u>
American Indian or Alaskan Native	10	1.5 %
Arab/Middle Eastern	28	4.1 %
Asian or Pacific Islander	46	6.7 %
Black/African American	31	4.5 %
Latino/Hispanic	15	2.2 %
White/Caucasian	562	81.7 %
Other	27	3.9 %
Total	719	

Q27. Other

<u>Q27. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	6	23.1 %
Chaldean	4	15.4 %
Italian	3	11.5 %
Polish	2	7.7 %
German American	1	3.8 %
Eastern European	1	3.8 %
Finnish/Russian/Polish	1	3.8 %
American & Korean	1	3.8 %
Chaldean/Assyrian	1	3.8 %
Albanian	1	3.8 %
Italian American	1	3.8 %
Italian/European/Jewish	1	3.8 %
Venezuelan/Italian	1	3.8 %
Polish/Irish	1	3.8 %
Asian Indian	1	3.8 %
Total	26	100.0 %

Q28. Are you registered to vote in Sterling Heights?

<u>Q28. Are you registered to vote in Sterling Heights</u>	<u>Number</u>	<u>Percent</u>
Yes	634	92.2 %
No	39	5.7 %
Not provided	15	2.2 %
Total	688	100.0 %

WITHOUT “NOT PROVIDED”**Q28. Are you registered to vote in Sterling Heights? (without "not provided")**

<u>Q28. Are you registered to vote in Sterling Heights</u>	<u>Number</u>	<u>Percent</u>
Yes	634	94.2 %
No	39	5.8 %
Total	673	100.0 %

Q29. Are you currently employed?

<u>Q29. Are you currently employed</u>	<u>Number</u>	<u>Percent</u>
Yes	468	68.0 %
No	207	30.1 %
Not provided	13	1.9 %
Total	688	100.0 %

WITHOUT “NOT PROVIDED”**Q29. Are you currently employed? (without "not provided")**

<u>Q29. Are you currently employed</u>	<u>Number</u>	<u>Percent</u>
Yes	468	69.3 %
No	207	30.7 %
Total	675	100.0 %

Section 5:

Survey Instrument



CITY OF
Sterling Heights
InnovatingLiving

Richard J. Notte Sterling Heights City Center
City Hall
40555 Utica Rd. | 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	Nate Shannon
Councilwoman	Barbara A. Ziarko

City Manager Mark D. Vanderpool

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December 2017

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 January. 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 www.sterlingheightscitizensurvey.org to complete the survey online.

If you have any questions, please contact Community Relations at (586) 446-2471 or email 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



2017 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 by calling (586) 446-2470, or by e-mail at cityhall@sterling-heights.net. Thank you!

- 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

- 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
01. Overall quality of local police protection	5	4	3	2	1	9
02. The visibility of police in neighborhoods	5	4	3	2	1	9
03. The visibility of police in retail areas	5	4	3	2	1	9
04. The City's efforts to prevent crime	5	4	3	2	1	9
05. How quickly police respond to emergencies	5	4	3	2	1	9
06. Enforcement of local traffic laws	5	4	3	2	1	9
07. Overall quality of public interaction with the police department	5	4	3	2	1	9
08. Quality of animal control	5	4	3	2	1	9
09. Overall quality of local fire protection	5	4	3	2	1	9
10. How quickly fire department personnel respond to emergencies	5	4	3	2	1	9
11. Overall quality of emergency medical services	5	4	3	2	1	9
12. How quickly emergency medical personnel respond to emergencies	5	4	3	2	1	9

- Which **THREE** of the public safety items from the list in Question 2 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.]*

1st: _____ 2nd: _____ 3rd: _____

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
01. Maintenance of City parks	5	4	3	2	1	9
02. The number of City parks	5	4	3	2	1	9
03. Bike/Hike Trail System	5	4	3	2	1	9
04. Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	5	4	3	2	1	9
05. Nature center services and programs	5	4	3	2	1	9
06. Senior Center	5	4	3	2	1	9
07. Music in the Park Concert Series	5	4	3	2	1	9
08. Youth recreational programs offered	5	4	3	2	1	9
09. Adult recreational programs offered	5	4	3	2	1	9
10. Senior recreational programs offered	5	4	3	2	1	9
11. Special recreation programs	5	4	3	2	1	9
12. Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	5	4	3	2	1	9
13. Sterlingfest Art & Music Fair	5	4	3	2	1	9
14. Fees charged for recreational programs	5	4	3	2	1	9

6. Which **THREE** of the Parks and Recreation items and city events listed in Question 5 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.]*

1st: ____ 2nd: ____ 3rd: ____

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. Reference services	5	4	3	2	1	9
4. Computers	5	4	3	2	1	9
5. Programs for children	5	4	3	2	1	9
6. Programs for teens	5	4	3	2	1	9
7. Programs for adults	5	4	3	2	1	9

8. **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

9. Which **TWO** of the code enforcement items listed in Question 8 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 8.]*

1st: _____ 2nd: _____

10. **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
01.	Maintenance of major City streets	5	4	3	2	1	9
02.	Maintenance of neighborhood streets	5	4	3	2	1	9
03.	Maintenance of curbs and sidewalks	5	4	3	2	1	9
04.	Maintenance of traffic signals/signs	5	4	3	2	1	9
05.	Adequacy of City street lighting	5	4	3	2	1	9
06.	Maintenance of City buildings, such as City Hall	5	4	3	2	1	9
07.	Snow removal on major City streets	5	4	3	2	1	9
08.	Snow removal on residential streets	5	4	3	2	1	9
09.	Mowing and trimming along City streets, parks, 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

11. Which **THREE** of the city maintenance items listed in Question 10 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 10.]*

1st: _____ 2nd: _____ 3rd: _____

- 11a. How would you rate the current recycling options in the City of Sterling Heights? 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.	Weekly curbside pick-up	5	4	3	2	1	9
2.	Community drop off recycling centers	5	4	3	2	1	9

12. **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 web page	5	4	3	2	1	9

13. **In the past year, which methods have you used 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: _____

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

☐ (1) Yes *[Answer Q14a-b.]* ☐ (2) No *[Skip to Q15.]*

- 14a. ***[Only if "Yes" to Q14]* How easy was it to contact the person you needed to reach?**

☐ (4) Very Easy ☐ (2) Difficult ☐ (9) Don't Know
☐ (3) Somewhat Easy ☐ (1) Very Difficult

- 14b. ***[Only if "Yes" to Q14]* For each item below, please rate how often the employees you have contacted during the past year have displayed the behavior 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

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

☐ (01) Grew up in region ☐ (07) Affordable cost of living
☐ (02) Close to work ☐ (08) Shopping and entertainment options
☐ (03) Employment opportunities ☐ (09) A diverse population
☐ (04) Quality of life amenities ☐ (10) Other: _____
☐ (05) Educational systems ☐ (99) Don't know
☐ (06) Close to family/friends

16. **Tell us THREE things that would make you consider leaving Sterling Heights.**

☐ (01) Congestion/Traffic ☐ (07) Lack of housing options
☐ (02) Affordability ☐ (08) Shopping and entertainment options
☐ (03) Cost of living ☐ (09) Desire for more land
☐ (04) Driving distance to work ☐ (10) Other: _____
☐ (05) Employment opportunities ☐ (99) Don't know
☐ (06) Changing demographics

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

- | | |
|---|--|
| <input type="checkbox"/> (01) Grew up in region | <input type="checkbox"/> (07) Affordable cost of living |
| <input type="checkbox"/> (02) Close to work | <input type="checkbox"/> (08) Shopping and entertainment options |
| <input type="checkbox"/> (03) Employment opportunities | <input type="checkbox"/> (09) A diverse population |
| <input type="checkbox"/> (04) Quality of life amenities | <input type="checkbox"/> (10) Other: _____ |
| <input type="checkbox"/> (05) Educational systems | <input type="checkbox"/> (99) Don't know |
| <input type="checkbox"/> (06) Close to family/friends | |

18. In 2016, the State of Michigan enacted new laws to regulate the medical marijuana industry. Beginning in December of 2017, the State of Michigan will begin licensing businesses that commercially grow, process, test, transport or sell medical marijuana. Under the new medical marijuana laws, a municipality can opt in and allow any or all five of these types of businesses to operate in the community or opt out and exclude them.

Knowing this, please rate your level of agreement with the following statement: *"The City of Sterling Heights should opt in and allow state licensed medical marijuana businesses to operate in Sterling Heights."*

- | | | |
|---|--|---|
| <input type="checkbox"/> (4) Strongly Agree | <input type="checkbox"/> (2) Disagree | <input type="checkbox"/> (9) Don't Know |
| <input type="checkbox"/> (3) Agree | <input type="checkbox"/> (1) Strongly Disagree | |

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

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> (1) Less than 1 year | <input type="checkbox"/> (2) 1-5 years | <input type="checkbox"/> (3) 6-10 years | <input type="checkbox"/> (4) More than 10 years |
|---|--|---|---|

20. Do you own or rent your current residence? ☐ (1) Own ☐ (2) Rent

21. In what type of residence do you live?

- | | | |
|---|--|---|
| <input type="checkbox"/> (1) Single family home | <input type="checkbox"/> (3) Duplex | <input type="checkbox"/> (5) Condominium |
| <input type="checkbox"/> (2) Manufactured/Mobile home | <input type="checkbox"/> (4) Apartment | <input type="checkbox"/> (6) Other: _____ |

22. What is your age?

- | | | | | | |
|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|----------------------------------|
| <input type="checkbox"/> (1) 18-24 | <input type="checkbox"/> (2) 25-34 | <input type="checkbox"/> (3) 35-44 | <input type="checkbox"/> (4) 45-54 | <input type="checkbox"/> (5) 55-64 | <input type="checkbox"/> (6) 65+ |
|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|----------------------------------|

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

- | | |
|---|---|
| <input type="checkbox"/> (1) Less than high school graduate | <input type="checkbox"/> (5) Associates Degree |
| <input type="checkbox"/> (2) High school diploma or GED | <input type="checkbox"/> (6) Bachelor's Degree |
| <input type="checkbox"/> (3) Some college | <input type="checkbox"/> (7) Graduate/Professional Degree |
| <input type="checkbox"/> (4) Vocational/technical | |

24. Please estimate your total annual household income.

- | | | |
|--|--|--|
| <input type="checkbox"/> (1) Less than \$25,000 | <input type="checkbox"/> (3) \$35,000 - \$49,999 | <input type="checkbox"/> (5) \$75,000 - \$99,999 |
| <input type="checkbox"/> (2) \$25,000 - \$34,999 | <input type="checkbox"/> (4) \$50,000 - \$74,999 | <input type="checkbox"/> (6) \$100,000 or more |

25. What is your gender? ☐ (1) Male ☐ (2) Female ☐ (3) Other

26. Is English the primary language spoken in your home? ☐ (1) Yes ☐ (2) No

27. 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 | |

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

29. Are you currently employed? ☐ (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 which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you.