2019 City of North Canton Community Survey: Findings Report

Results from the 2019 City of North Canton Community Survey conducted from June 24, 2019, to July 15, 2019.

Benjamin Young
Administration Intern
Office of Administration
City of North Canton Ohio
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Contents Disclaimer

The following document and accompanying files are intended to act as a summary of findings for the 2019 City of North Canton Community Survey. This document provides the numerical results only and is not intended to analyze trends in behavior or determine the cause of changes in results from prior years or across populations.

I. Survey Design

The 2019 North Canton Community Survey (NCCS) was designed and distributed by the Mayor's Office of the City of North Canton. The survey was made available to the City of North Canton community via a paper survey sent by mailer and an online survey hosted by SurveyMonkey and accessible via the City's website and social media pages. In total 6,069 paper surveys were mailed. City Administration accepted responses from June 24, 2019, to July 15, 2019. A copy of the paper survey can be found in the accompanying documents of this report.[1]

A) Question Set

Both versions of the survey had an identical set of 39 standard questions and an option to leave additional freeform comments. The survey contained nineteen rating scales, four demographics questions, one preference question, fourteen yes or no questions and one self-reported attendance question for community events. City Administration was responsible for the distribution and collection of surveys to community members.

1. Accompanying document, A

II. Data collection

The Office of Administration received all returned paper surveys. As surveys were received, they were assigned a number that was then noted in the upper right-hand corner of the survey in blue ink. Data from each survey was then aggregated by hand into a single encoded database using Microsoft Access. This database was then combined with the encoded data from the database of online surveys hosted by SurveyMonkey. Freeform comments from both survey formats were separated from the coded data and aggregated into a comments records and categorized based on the topic.

A copy of the encoding key along with the full encoded data and comments record can be found in the accompanying documents of this report.[2] Scans of all received paper surveys will be made available through the Department of Administration in conjunction with this report.

A) Rules of Data Collection

Any question that had no written response or had multiple responses was considered "NULL," denoted in the database by a blank response except for questions 1 and 5. If respondents marked both possible answers for question one only the first response, "Resident of the City of North Canton" was recorded as to be eligible for the survey respondents only needed to be a resident or a business owner, therefore, status as a resident qualified a respondent regardless of business ownership. Due to the exceptionally high number of multiple responses to question five a rule was created in order to generate viable reporting statistics. The potential responses were ranked. The respondent's answer was then marked as the highest-ranked response that the respondent chose.[3] Any survey returned after July 15, 2019, for either format was not included in the final data.

2. Accompanying documents number B - D
3. The ranking of responses for question five was as follows: 1 Email, 2 Cell/Home Phone, 3 Text, 4 City Newsletter, 5 City Website.

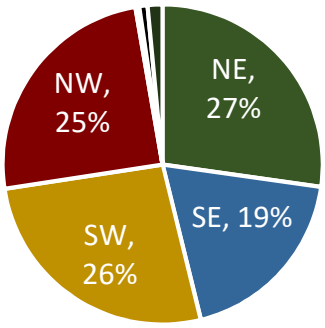
III. Sample

City administration received a total of 984 valid survey responses. Out of the total responses, 743 were received as paper documents, and 241 were received via the online survey tool. Paper surveys had a 12.24% response rate. With an approximate population of 17,277[4] and assuming a standard ninety percent confidence level, the margin of error (MOE) for the survey's results is approximately 2.546%.[5] This actual number will change by a negligible amount for any individual question based on the number of null responses. However, this standard MOE will be assumed for the purposes of this report.

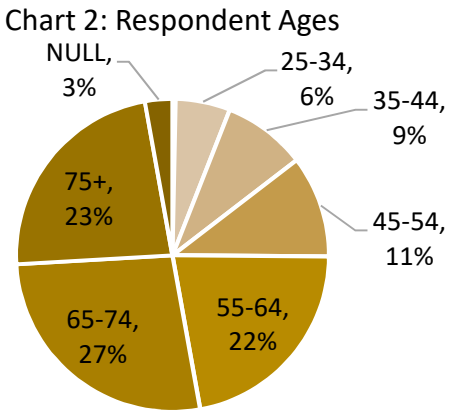
A) Demographics

Survey respondents were overwhelmingly residential homeowners at 94.7% of those surveyed. As shown in Chart 1 respondents were evenly spread from across the city with a slight disadvantage to the Southeast which approximates Ward 3. "Not sure", "Outside the City", and "Null" values were all within the margin of error at 1%, 1%, and 2% respectively. The results of the survey can therefore accurately estimate the attitudes and opinions of citizens in all four areas of the city.

Chart 1: Area of residence



4. "U.S. Census Bureau QuickFacts: North Canton City, Ohio." QuickFacts. United States Census Bureau, July 1, 2018. https://www.census.gov/quickfacts/northcantoncityohio.
5. Margin of Error is equal to the confidence interval multiplied by the standard of error



The age of respondents was much less widely spread with the oldest two age groups, ages 65 and over, making up 50% of respondents as seen in Chart 2. This segment of the whole population is estimated to be only about 23% giving them an undue advantage in survey results.[6] In total, the oldest three age groups were overrepresented at 72% of the sample despite being only 40% of the population. This overrepresentation is likely connected to the sample's bias towards homeowners as older individuals are more likely to own a home instead of renting.[7] Age group 18-24 had only 3 respondents or 0.3% of the sample population well within the margin of error and will, therefore, be insignificant when determining answer variation across age groups.

6. "U.S. Census Bureau QuickFacts: North Canton City, Ohio." QuickFacts. United States Census Bureau, July 1, 2018. https://www.census.gov/quickfacts/northcantoncityohio.
7. *Consumer Housing Trends Report 2018*. Zillow Group, January 1, 2019. https://www.zillow.com/report/2018/homeowners/the-typical-american-homeowner/.

IV. Findings

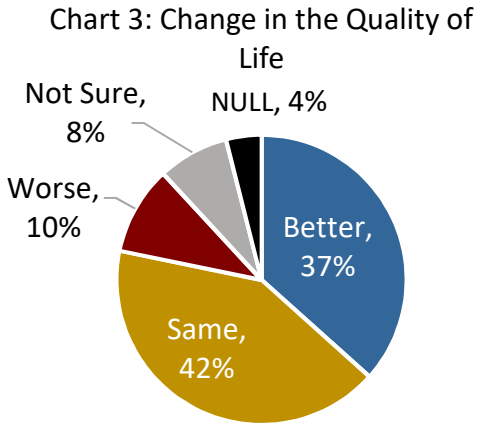
The following sections contain the survey's primary findings separated by topic. In each section, it is impossible to entirely accurately reflect the full scope of any and all comments for that topic. As a result, comment responses are only discussed as broad categories. Interested readers are encouraged to review the full comments record for the most accurate representation of all individual comments possible.

A) City as a Whole

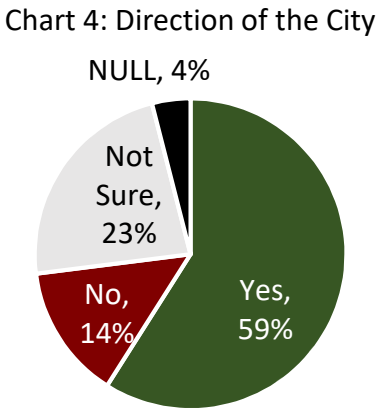
Three questions from the 2019 NCCS reflected respondent positions on the city as a whole; 6, 19, and 11. All three questions received generally positive responses that are reflected in the 6.63% of comments that were generally positive about the state of the city. To judge the city as a whole, respondents were asked to rate the quality of life, direction of the City, and if they planned to remain in the City of North Canton.

1) Quality of Life

In question 6 respondents were asked to rate the change in the quality of life in the city of North Canton as "better," "worse," or "same" with a fourth option to choose "not sure." The largest portion of respondents at 42% felt that the City's quality of life was staying the same followed by changing for the better at 37%. No age group was significantly more likely to respond differently than any other except for ages 18-24 who were most likely to respond "better". However, the exceptionally low number of respondents in that age group nullifies the statistical correlation. Similarly, those who responded "Not Sure" about the area in which they lived were more likely to respond "worse" but there is not a high enough number of "Not Sure" respondents to carry significance. Respondents from the Southeast, Ward 3, were more likely to respond "better" than other areas of the city.



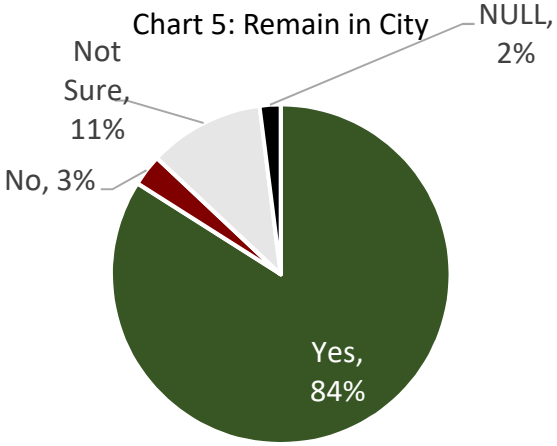
2) Direction of the City



Question 19 asked respondents: "Are you were pleased with the overall direction the City is taking?" Respondents could answer "yes," "no," or "Not Sure." 59% of respondents answer "yes" they were pleased with the direction the city was taking. This percentage was consistent across age groups with the exception of individuals ages 25-34 who were more likely to respond "yes" with 82% of that group responding as such. The second most common response was "Not Sure" at 23% indicating the question or the topic it discusses may be unclear to citizens and should be reviewed before consideration for reuse in future surveys.

3) Staying in North Canton

Question 11 asked respondents if they planned to remain in North Canton for the next five years. Respondents could choose to answer "yes," "no," or "not sure." A large majority of 84% answered that they did plan to remain in North Canton for the next five years. The youngest three age groups, 18-44, were minimally less likely to respond yes, but not to a statistically significant degree. The second most common response was "Not Sure" at 11%. Several comments made in the surveys reflect explanations to this response due to age, potential job offers, or financial circumstances. Those comments can be found in the record under the clarification category.

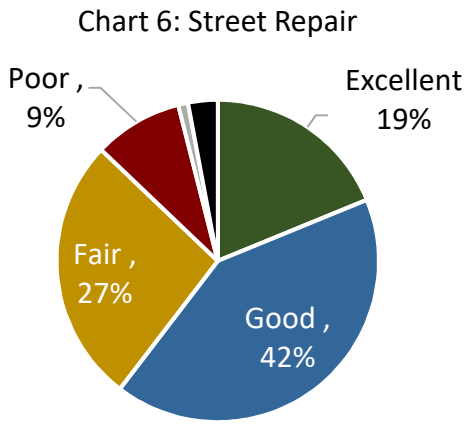


B) City Services

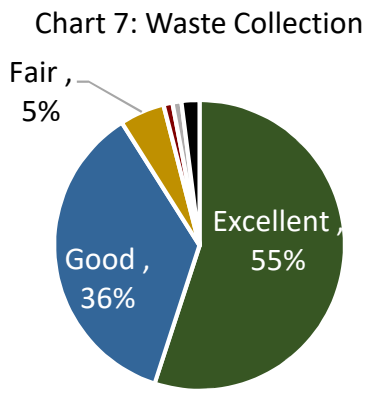
City Services are all functions of the City Administration or utility services contracted by the city that are utilized on a regular basis by the citizens of the city. This includes streets, trash and snow removal, and water and sewer services. In addition to ratings on these topics, questions 7, 12, and 21 asked citizens about city services.

1) City Streets

City Streets were an important topic for survey respondents. Combined the categories of traffic and street conditions accounted for 8.18% of comments made by respondents. In rating street repair, 62% of respondents had a favorable view with the largest portion of 42% rating it "good." There was no significant variation in rating across demographic identifiers. Overall street repair received a mean rating of 2.72 out of 4 which held steady across all four wards. Comments focused primarily on the intersection located at North Main Street and Applegrove Street and the synchronization of traffic lights on main roadways within the city.



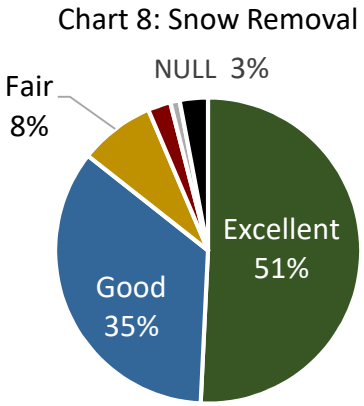
2) Trash and Recycling Services



Survey respondents were asked to rate the trash and recycling collection services they receive from Kimble Companies under contract to the City.[8] 91% of respondents had a favorable view of the service with a majority of 55% rating it "excellent." Overall trash and recycling collection services received a mean rating of 3.47 out of 4. These findings did not vary significantly across demographic indicators. Only a few comments touched on recycling services and can be found under the miscellaneous category.

8 Kimble was re-awarded bid contract in August 2019 shortly before the publishing of this report.

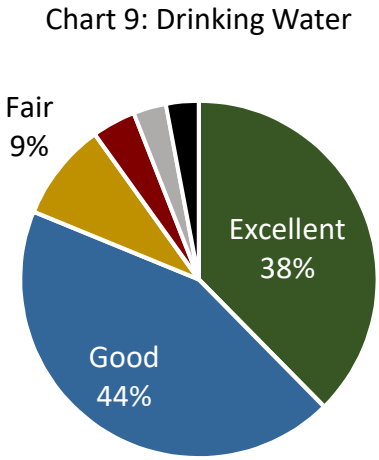
3) Snow Removal



Respondents were asked to rate winter snow removal services they observe in the city. 86% of respondents have a favorable view of the service with a majority of 51% rating it "excellent." Overall, snow removal received a mean rating of 3.37 out of four. These results did not vary significantly across demographic indicators. The few comments on snow removal service can be found in the miscellaneous category.

4) Drinking Water Quality

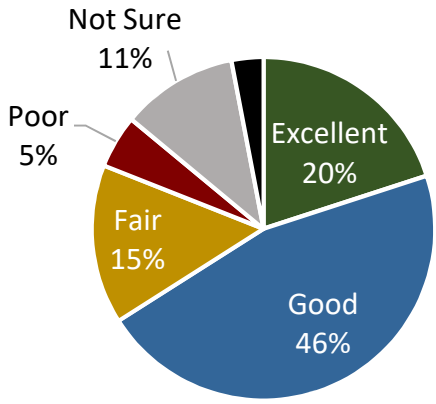
Respondents were asked to rate the quality of drinking water provided by the city water treatment plant. 82% of respondents have a favorable view of drinking water quality. The largest portion of 44% rated water quality as "good" followed closely at 38% by those who rated it "excellent." Overall, drinking water quality received a mean rating of 3.14 out of 4. These ratings did not vary significantly across demographic indicators. The few comments on drinking water quality can be found under the category miscellaneous.



5) Storm Water Drainage System

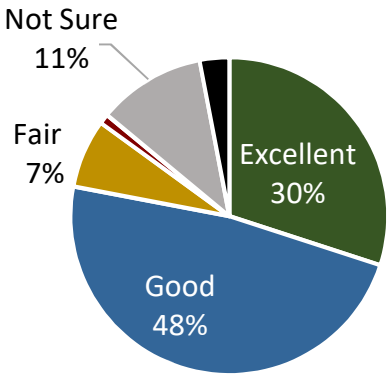
Respondents were asked to rate the storm drainage systems provided by the city as parts of installed curbs, drains, and gradients. 66% of respondents have a favorable view of the storm drainage system. The largest portion of 46% rated water quality as "good." Overall, storm drainage systems received a mean rating of 2.61 out of 4. These ratings do not vary significantly across demographic indicators. The few comments on storm drainage can be found under the category miscellaneous.

Chart 10: Storm Drainage



6) Sanitary Sewer Services

Chart 11: Sanitary Sewer



Respondents were asked to rate the sanitary sewer services provided by the city. 78% of respondents have a favorable view of drinking water quality. The largest portion of 48% rated sanitary sewer services as "good." Overall, drinking water received a mean rating of 2.89 out of 4. These services were slightly more highly rated with younger individuals especially those ages 35-44. Ratings did not vary significantly by area of residency.

7) Website

Respondents were asked two questions related to the City's website. In addition to these questions, the website accounted for 1.89% of comments. Question 7 asked respondents if they found the City's website useful with possible answers of "yes" or "no." Although a majority of respondents at 52% answered "yes," this questions had an abnormally large number of null responses at 22% due to the lack of a "not sure" or "not applicable" answer option. Respondents ages 55 and up were less likely to find the City website useful with only a quarter of those ages 75 and up responding "yes." The high proportion of null answers indicates that respondents were not properly prepared to answer this question. A large portion of the comments in the clarification category are related to this question with respondents stating that they had never used the website.

Chart 12: Useful Website

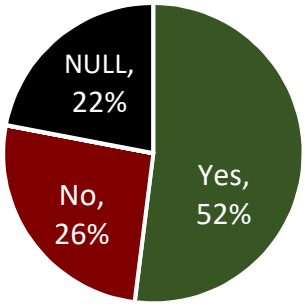
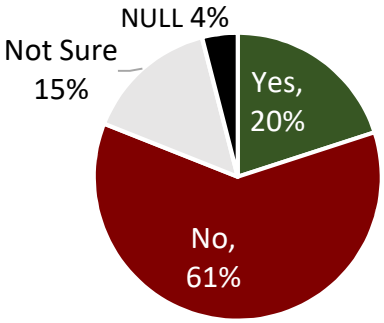


Chart 13: Alert Notifications



Question 12 asked respondents if they knew at the time of the survey how to set up "alert notifications" on the City of North Canton's website. Respondents could respond "yes," "no," or "not sure." 61% of respondents replied "No." Less than 40% of every age group, except 18 to 24-year-olds, responded that they do not know how to set up alert notifications. Individuals ages 25-44 were more likely to know how but still a minority.

C) Emergency Services

Emergency services includes all those services which are carried out by members of North Canton Fire or Police Departments on behalf of the City and its citizens. Comments related to emergency services, including traffic enforcement, are categorized as Police in the comments record. This categorization tag is because the majority of comments made about emergency services were directed at the North Canton Police Department. Comments on emergency services accounted for 4.65% of all comments.

1) Police

Respondents were asked to rate the City's police services currently under the supervision of Chief John Minock. 92% of respondents have a favorable view of the police with a majority of 69% rating them as "excellent." Overall, police services received a mean rating of 3.62 out of 4; the highest mean rating in this study. Police services received a significantly lower rating from the 18-24 age group. There was no significant variation in rating across areas of the city.

Chart 14: Police

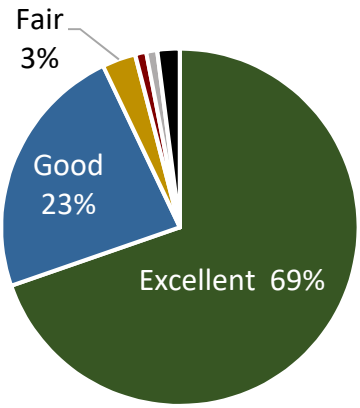
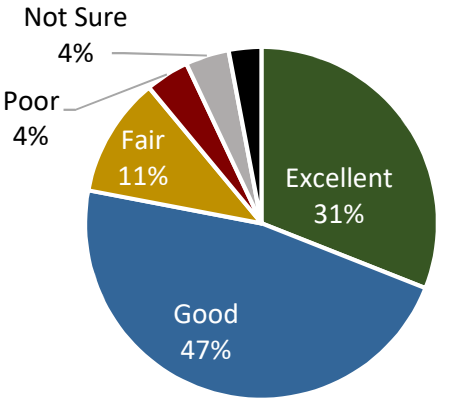


Chart 15: Traffic Enforcement



In addition to general police services, respondents were also asked to rate traffic enforcement, a task carried out by the North Canton Police Department. 78% of respondents had a favorable view of traffic enforcement. The largest proportion of 48% rated enforcement as "good." Traffic enforcement received a mean rating of 2.99 with no significant variations across demographics. Most comments in the "police" category deal with traffic enforcement.

2) Fire / EMS

Survey respondents were asked to rate fire services provided by the North Canton Fire Department currently under the supervision of Chief John Bacon. 90% of respondents had a favorable view of fire services with the majority at 71% rating them "excellent." Fire services received a mean rating of 3.52 out of 4; the second-highest mean rating of this study. Respondents age 25-34 were more likely to rate fire services lower than any other age group.

Chart 16: Fire

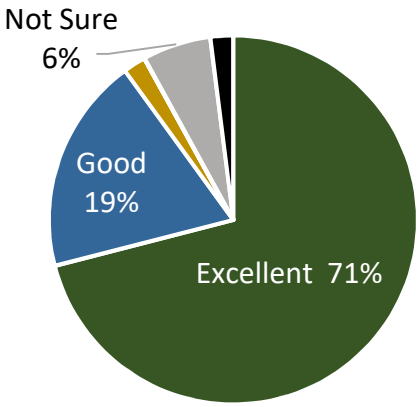
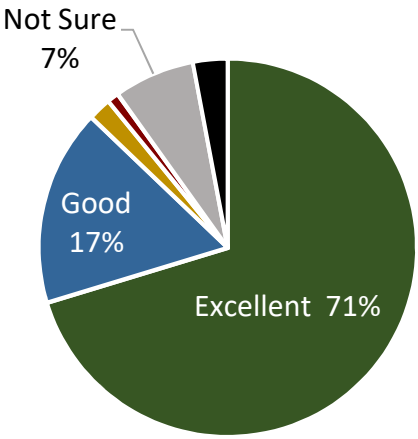


Chart 17: EMS



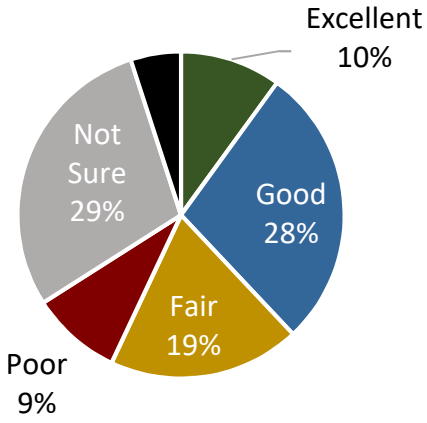
Respondents were also asked to rate Emergency Medical Services (EMS) provided by the North Canton Fire Department. 88% of respondents had a favorable view of EMS services with again a 71% majority rating them as "excellent." EMS services received a mean rating of 3.48 out of 4. These ratings did not vary significantly by demographics.

D) Code and Zoning Law

Zoning regulations and code enforcement were a large concern of survey respondents accounting for 6.02% of comments. In conjunction with these comments, respondents had three opportunities in the standard questions to share views on code and zoning issues.

1) Zoning Law

Chart 18: Planning and Zoning



Respondents were asked to rate planning and zoning processes in the City. Only 38% of respondents had a positive view of planning and zoning. The largest portion at 29% responded: "not sure." The mean rating was 1.80 out of 4 the second-lowest in this study. Ratings did not vary significantly by demographic.

2) Code Enforcement

Respondents were asked to rate property code enforcement conducted by the City's nuisance officer. Only 39% had a favorable opinion of property code enforcement with the largest portion being "good" at 27%. Code enforcement received a mean rating of 1.86 out of 4. Ratings did not vary significantly across age or area of residency. The majority of comments in the "Code" category deal with property code enforcement.

Chart 19: Code Enforcement

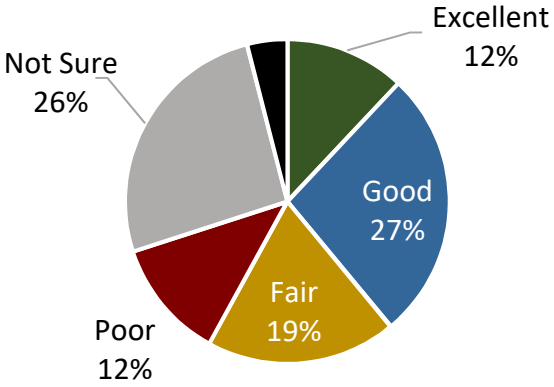
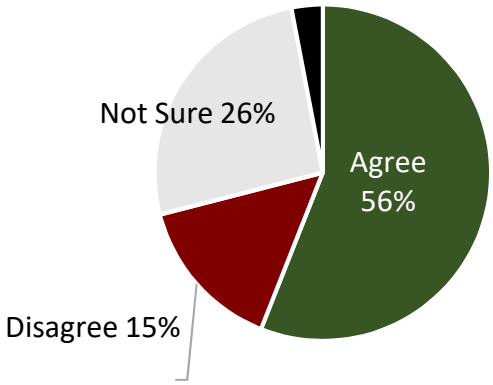


Chart 20: Stronger Code

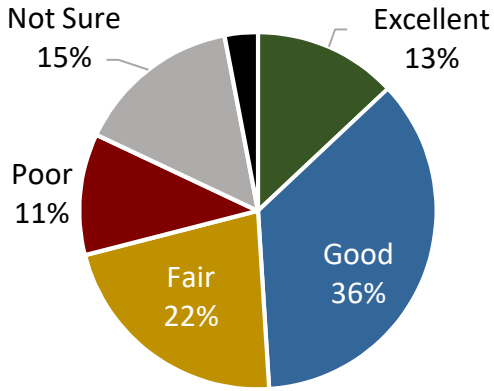


The low rating of property code enforcement is mirrored by the responses to question 10. Question 10 asked respondents if city officials should enact stronger housing maintenance codes. Respondents could answer "agree," disagree," or "not sure." A majority of 56% chose "agree" with only 19% choosing "disagree." Younger respondents, 44 and younger, were less likely to respond "agree" than other age groups.

E) Economic and Community Development

Respondents were asked to rate the Community and Economic Development of the City. The largest portion of respondents at 36% rated development as "good," followed by "fair" at 22%. The mean rating of development was 2.22 out of 4. Development was rated significantly lower by those age 18-24 potentially due to the low number of respondents. Development was the single biggest issue discussed by respondents accounting for 14.55% of comments. In particular, respondents were concerned with the Hoover Company rehabilitation project on Main Street, 4.91% of comments, rentals properties at 1.38%, and the post office relocation and closure, 1.12% of comments.

Chart 21: Development



Question 9 asked respondents; "Should the City develop a strategy for improving older homes to make them more attractive to younger families? Respondents could answer "yes," "no," or "not sure." A majority of 66.3% answered yes with only 13% responding no.

F) City Officials

City Officials includes all elected and unelected city employees who represent the people of the City of North Canton. At the time of this study, David Held was currently serving as Mayor and Daniel Peters is serving as President of City Council.

1) Council

City Council was the subject of 3.36% of all comments. Survey respondents were asked two questions in relation to the City Council of North Canton Ohio. First, respondents were asked to rate the Council as a whole. 55% of respondents viewed Coty Council favorably with the plurality of 40% rating them as "good." Council received an average rating of 2.34 out of 4. City Council was rated the lowest by respondents ages 25-34 and was rated the highest by residents of the Northeast, approximately Ward 1.

Chart 22: City Council

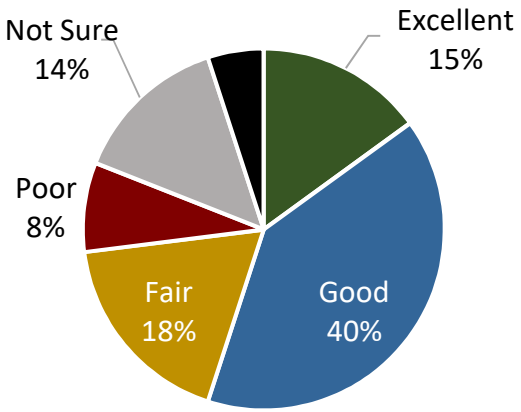
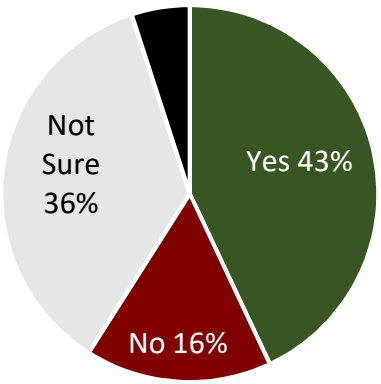


Chart 23: Tax Dollars Spent Responsibly

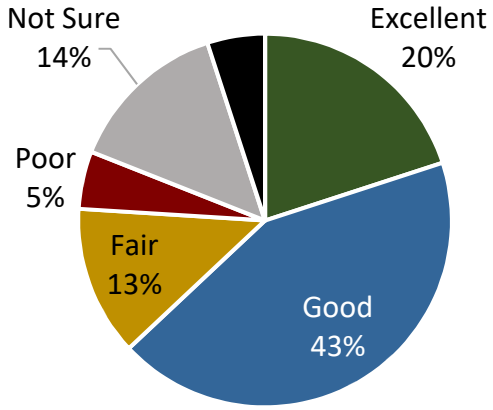


In addition to rating the Council, question 8 asked respondents if City Council acts responsibly and respectfully with tax dollars. Respondents could answer "yes," no," or "not sure." Only 43% of respondents answered "yes." The second-largest portion at 36% answered: "not sure." The high proportion of not sure responses indicates respondents lacked sufficient knowledge to answer the question. Comments about communication methods can be found under miscellaneous.

2) Mayor and Administration

Respondents were asked to rate the City Administration of North Canton overseen by the mayor and their appointees. The Director of Administration at the time of the survey was Patrick DeOrio. 63% of respondents rated the City Administration favorably with the largest portion of 43% rating the administration as "good." City administration received an average rating of 2.53 out of 4. The administration was rated slightly higher by respondents ages 25-34 and those who reside in the Northeast, approximately Ward 1. Comments about, for or relating to the city administration were 4.01% of all comments made. Mayor David held as an individual was the subject of 1.38% of comments.

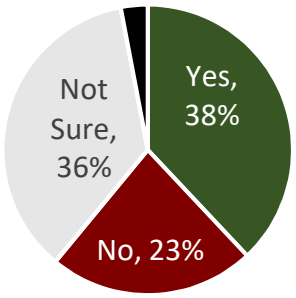
Chart 24: City Administration



G) Public Information

Questions 18 asked residents: "Do you believe that important information is conveyed to residents from Council and Administration in a timely and efficient manner?" Respondents could answer "yes," "no," or "not sure." Only 38% of respondents responded yes. 36% responded not sure. Age groups, 45-54, and, 65-74 were most likely to answer yes. Age groups, 25-34, and, 75+ were the most likely to answer not sure. Respondents age 55-64 were most likely to answer no.

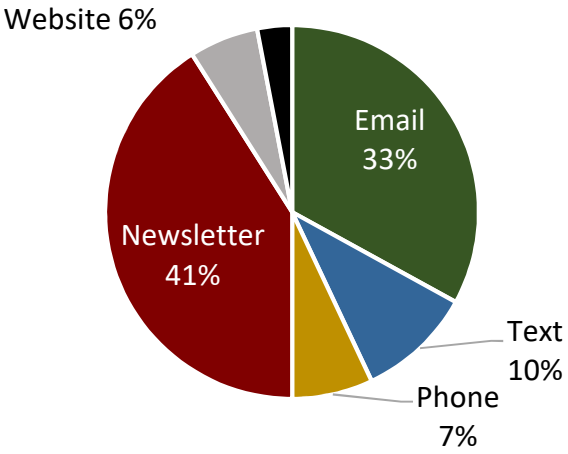
Chart 25: Information is conveyed efficiently



1) Methods of Communication

Question 5 asked respondents "What method of communication is the best way for the City to communicate information to you?" Respondents could choose "email," "Cell/Home Phone," "text," "City Website," or "City Newsletter." The largest portion of 41% answered newsletter, followed by email at 33%. The newsletter was more popular with older age groups that are disproportionately represented in the survey while email was more popular with younger age groups. Younger age groups also favored text and the website while older age groups favored the phone.

Chart 26: Method of Communication



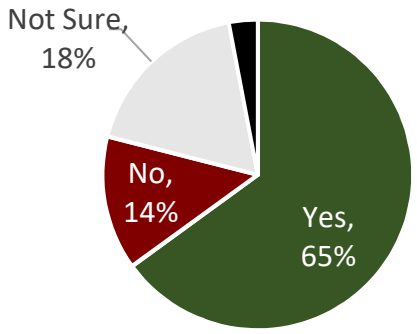
For greater specificity on methods of communication question, 20 asked residents if the City Newsletter was helpful in communicating information to residents. Respondents could answer "yes," "no," or "not sure." A large majority of 71% of respondents answered yes. The only age group that did not have a majority that responded yes was the three respondents ages 18-24.

H) Taxes and Payments

1) Taxes

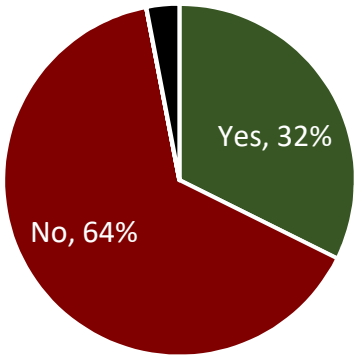
Question 17 asked respondents if they believe they receive good value for their city taxes. Respondents could answer "yes," "no," or "not sure." The largest portion at 65% answered yes followed by not sure with 18% of respondents. These results did not vary significantly by demographics. In addition to question 17 taxes were the subject of 3.44% of comments.

Chart 27: Value for Taxes



2) Payment for City Services

Chart 28: Autopay Use



Question 21 asked respondents if they utilize the City's option to use monthly autopay for bill payment. Respondents could answer "yes" or "no." 64% of respondents answered no indicating they do not use the service while only 32% answered yes. Younger respondents were more likely to respond yes.

I) Parks and Recreation

1) Park Quality

Survey respondents were asked to rate City Parks / Recreation Facilities. The parks received an 84% favorable rating with 46% rating City parks as "excellent." The second-largest portion, 38%, rated parks as "good." Park / Recreation Facilities received an average rating of 3.22 out of 4. The rating did not vary significantly by demographics. Parks were the subject of 5.68% of comments.

Chart 29: Parks

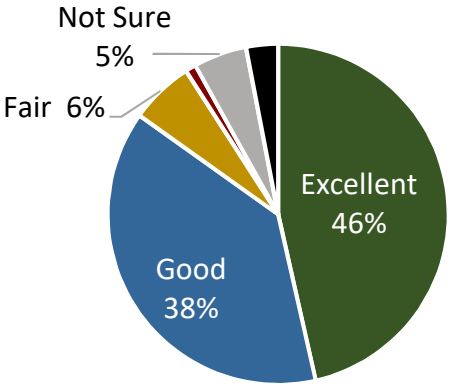
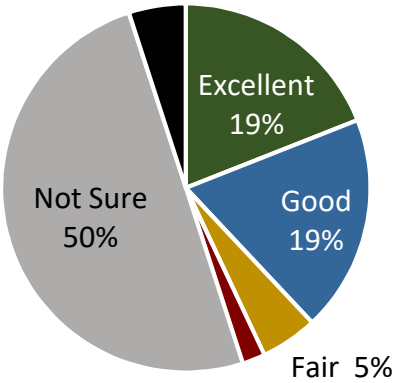


Chart 30: Dogwood Pool



Respondents were also asked to rate Dogwood Pool Operations independently of other recreation facilities. The pool received only a 38% favorable rating due in part to the 50% of respondents who answered, "not sure." Dogwood Pool Operations received an average rating of 1.53 out of 4; the lowest rating of the 2019 NCCS. The rating did not vary significantly by demographic group.

Question 13 asked respondents if they believe that playground structures were well maintained. Respondents could answer "yes," "no," or "not sure." 63% of respondents answered yes with 29% responding not sure. Answered did not vary significantly by demographic.

2) Park Rentals

Question 16 asked respondents if they were aware that City park facilities could be rented online. Respondents could answer "yes" or "no." 74% of respondents answered yes and 23% responded no. The answer did not vary significantly by demographic group.

J) Community Events

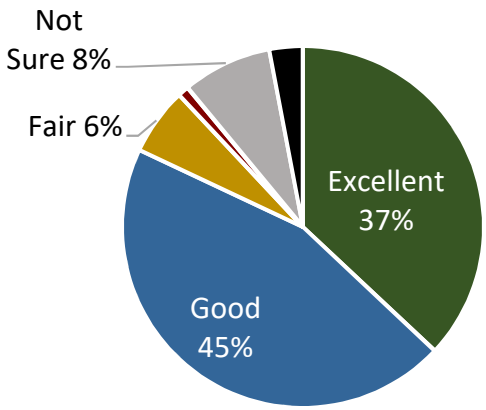
Coded data for Community Events is not available in the printed version of this report; only online.

1) Events Overall

Community events are those events which take place in the City but are not direct functions of the City government. Two questions were asked specifically about these events and events accounted for 3.53% of comments.

Question 14 asked respondents to rate community events on the same scale as the previous survey ratings. Overall community events received an 82% favorable rating with the largest portion of 45% rating events as a whole as good. Community events received an average rating of 3.1 out of 4. The rating did not vary significantly by demographic indicators.

Chart 31: Community Events Rating



Question 22 asked respondents to indicate which events they had attended in the last year. The following sections show the results of this question including estimated attendance numbers and age breakdown. For the purpose of the age results the event was considered popular with a given age group if more than one-third of respondents in that age group attended with the exception of those ages 18-24 because of the statistically insignificant sample size.

2) Lions Club Memorial Day Parade

26% of respondents indicated that they had attended the Lions Club Memorial Day Parade giving the event an estimated attendance of 4,492 citizens. The event was popular with those respondents age 35-54.

3) YMCA 4th of July Race

19% of respondents indicated that they had attended the YMCA 4th of July Race giving the event an estimated attendance of 3,283 citizens. The event was popular with those respondents age 35-54.

4) Jaycees

a. Annual 4th of July Parade

30% of respondents indicated that they had attended the Jaycee Annual 4th of July Parade giving the event an estimated attendance of 5,183 citizens. The event was popular with those respondents age 35-54.

b. Annual 4th of July Fireworks

46% of respondents indicated that they had attended the Jaycee Annual 4th of July Fireworks giving the event an estimated attendance of 7,947 citizens. The event was popular with those respondents age 25-74.

c. Fair

32% of respondents indicated that they had attended the Jaycee Fair giving the event an estimated attendance of 5,529 citizens. The event was popular with those respondents age 25-64.

5) Community Sing and Tree Lighting

20% of respondents indicated that they had attended the Community Sing and Tree Lighting giving the event an estimated attendance of 3,455 citizens. The event was popular with those respondents age 35-44.

6) Library "How To" Festival

11% of respondents indicated that they had attended the Library "How To" Festival giving the event an estimated attendance of 1,900 citizens. The event was not popular with any age groups but was most highly attended by those age 35-44.

7) Farmers Market

35% of respondents indicated that they had attended the Farmers Market giving the event an estimated attendance of 6,047 citizens. The event was popular with those respondents age 45-74.

8) Garden Club Plant Sale

10% of respondents indicated that they had attended the Garden Club Plant Sale giving the event an estimated attendance of 1,728 citizens. The event was not popular with any age group but was most highly attended by those age 55-64.

9) 720 Market

40% of respondents indicated that they had attended the 720 Market giving the event an estimated attendance of 6,911 citizens. The event was popular with every age group except those respondents age 75 and up.

10) Chamber of Commerce Main Street Festival

53% of respondents indicated that they had attended the Chamber of Commerce Main Street Festival giving the event an estimated attendance of 9,157 citizens. The event was popular every age group but least attended by those age 75 and up.

V. Weaknesses with the Study

As with any study, the 2019 NCCS was not immune to potential flaws and weaknesses in the methodology. The 2019 NCCS had four main issues in its design that could contribute to any inaccuracies of these results. First, as an inherent part of any survey, respondents may have errored. In any survey, it is ethically wrong to supervise respondent answers and mandate certain answer and for that reason respondents, if they wish, have the opportunity to lie about their answers. This potential for lying cannot be adjusted for accurately but should be compensated for by the margin of error. In conjunction with lying other respondents created errors such as multiple answers on one question or marking outside of the indicated space may cause true answers to be invalidated by the survey counters. This greatly affected question 5 to the point where a data collection rule had to be created.

Second, flaws in question language, although unintentional, can also cause an error. Certain questions may subconsciously lead respondents to answer a certain way or answer incorrectly if not worded correctly. In the 2019 NCCS, the primary concern was that of questions containing the phrase “Do you believe” and allowing for the answer “not sure” to those questions. Beliefs in survey questioning should be treated as held or not. Therefore if an individual respondent is “not sure” if they believe then they inherently do not. This problem affects questions 13, 15, 17, and 18. A similar issue along the same vein is that question 7 did not allow for a “not sure” response when it should have thus contributed to a high number of null answers for that question.

Third, the survey asked limited demographic questions that did not include race or gender. Both race and gender are commonly used demographic and would have helped the city to explore if differing citizens feel they are being treated differently by their government. While not a major concern or a source of error the absence of this information limits the interpretation of the data.

Finally, the respondent pool was very monolithic as City citizens who are also homeowners. While the high proportion of city residents was intended the overwhelming number of homeowners compared to renters does not necessarily accurately reflect the population of the city as there are a fair number of rental housing units within city limits. The 2019 NCCS appears to have struggled to reach these populations effectively.

Dear North Canton Residents,

North Canton conducts a Community Survey for continuous improvement. As public officials, we value the input of our residents. The easiest way to get your feedback is by completing the survey online, located on both the City's website (**https://northcantonohio.gov**) or on our **City of North Canton Facebook page**.

If you would like to complete the survey by hard copy, please return the survey in the enclosed addressed envelope, ***North Canton City Hall, Administration Dept., 145 N. Main St., North Canton, OH 44720.***

Results of the survey will be shared on our website and in the Mayor's Annual State of the City Address. We appreciate your prompt response and look forward to serving another term as your elected officials.

Thank you for making North Canton a great place to live, learn, work and play.

Kind regards,

David Held - Mayor
Doug Foltz – Ward 1, Vice President
Daniel J. Peters – Ward 2, President
Stephanie Werren – Ward 3
Dominic Fonte - Ward 4
Daryl Revoldt – Council at Large
Mark Cerreta - Council at Large
Marcia Kiesling, Council at Large

How do you rate the quality of services provided by the City of North Canton?

	EXCELLENT	GOOD	FAIR	POOR	NOT SURE
City Administration	☐	☐	☐	☐	☐
City Council	☐	☐	☐	☐	☐
Police Services	☐	☐	☐	☐	☐
Fire Services	☐	☐	☐	☐	☐
EMS Services	☐	☐	☐	☐	☐
Street Repair	☐	☐	☐	☐	☐
Traffic Enforcement	☐	☐	☐	☐	☐
Trash Collection/Recycling	☐	☐	☐	☐	☐
Snow Removal	☐	☐	☐	☐	☐
Drinking Water Quality	☐	☐	☐	☐	☐
Park/Recreation Facilities	☐	☐	☐	☐	☐
Dogwood Pool Operations	☐	☐	☐	☐	☐
Planning and Zoning	☐	☐	☐	☐	☐
Storm Drainage	☐	☐	☐	☐	☐
Sanitary Sewer Services	☐	☐	☐	☐	☐
Property Code Enforcement	☐	☐	☐	☐	☐
Economic and Community Development	☐	☐	☐	☐	☐

1. Please indicate which applies to you:
   ☐ Resident of the City of North Canton
   ☐ Business owner/operator in North Canton
2. In what part of the City do you reside?
   ☐ NE ☐ NW ☐ SE ☐ SW ☐ Not sure
   ☐ I live outside of the City
3. Do you rent or own your home?
   ☐ Rent ☐ Own
4. My/Our age:
   ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54
   ☐ 55-64 ☐ 65-74 ☐ 75 and older
5. What method is the best way for the City to communicate information to you?
   ☐ Email ☐ City website
   ☐ Cell/Home phone ☐ City newsletter
   ☐ Text

6.	In general, the quality of life in North Canton is changing for: ☐ Better ☐ Worse ☐ Same ☐ Not sure	15.	Do you believe the solar powered speed limit signs are effective in reducing speed on heavily traveled roads? ☐ Yes ☐ No ☐ Not sure
7.	Do you find the North Canton City website useful? (https://northcantonohio.gov/) ☐ Yes ☐ No	16.	Do you know that North Canton residents can rent pavilions and outdoor entertainment shelters on the North Canton City website? ☐ Yes ☐ No
8.	City Council acts responsibly and respectfully with our tax dollars. ☐ Yes ☐ No ☐ Not sure	17.	Do you believe you receive good value for the City taxes you pay? ☐ Yes ☐ No ☐ Not sure
9.	Should the City develop a strategy for improving older homes to make them more attractive for younger families? ☐ Yes ☐ No ☐ Not sure	18.	Do you believe that important information is conveyed to residents from Council and Administration in a timely and efficient manner? ☐ Yes ☐ No ☐ Not sure
10.	City officials should enact stronger housing maintenance codes. ☐ Agree ☐ Disagree ☐ Not sure	19.	Are you pleased with the overall direction the City is taking? ☐ Yes ☐ No ☐ Not sure
11.	Do you plan on staying in North Canton for the next five years? ☐ Yes ☐ No ☐ Not sure	20.	The City's newsletter is very helpful in communicating pertinent information to the residents. ☐ Yes ☐ No ☐ Not sure
12.	Do you know how to set up "alert notifications" on the City's website? (Alert notifications announce City news, events, meetings, etc.) ☐ Yes ☐ No ☐ Not sure	21.	Do you utilize the monthly auto-pay option to have your North Canton utilities deducted from your checking or savings account? (There is no fee for this service.) ☐ Yes ☐ No
13.	Do you believe the playground structures in our City's parks are maintained properly and offer a wide variety of safe entertainment for our children? ☐ Yes ☐ No ☐ Not sure	22.	Please indicate which Community Events you have attended in the last year: ☐ Lions Club Memorial Day Parade ☐ YMCA July 4th Race ☐ Jaycee Annual 4th of July Fireworks ☐ Community Sing & Tree Lighting ☐ Library "How To" Festival ☐ Jaycee Fair ☐ Farmers Market ☐ Jaycee Annual 4th of July Parade ☐ Garden Club Plant Sale ☐ 720 Market ☐ Chamber of Commerce Main Street Festival
14.	Please rate satisfaction with Community Events (such as parades, fairs, farmers markets, holiday tree lighting, races, fireworks, 720 Market, Library "How To Festivals," etc. ☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Not sure		Additional Comments: _____ _____ _____ _____ _____

Please return the survey no later than July 15, 2019, or feel free to drop off at City Hall.

THANK YOU FOR PARTICIPATING!

Document B: North Canton Community Survey 2019 Coding Key

How do you rate the quality of services provided by the City of North Canton?

	EXCELLENT	GOOD	FAIR	POOR	NOT SURE
City Administration	(4)	(3)	(2)	(1)	(0)
City Council	(4)	(3)	(2)	(1)	(0)
Police Services	(4)	(3)	(2)	(1)	(0)
Fire Services	(4)	(3)	(2)	(1)	(0)
EMS Services	(4)	(3)	(2)	(1)	(0)
Street Repair	(4)	(3)	(2)	(1)	(0)
Traffic Enforcement	(4)	(3)	(2)	(1)	(0)
Trash Collection/Recycling	(4)	(3)	(2)	(1)	(0)
Snow Removal	(4)	(3)	(2)	(1)	(0)
Drinking Water Quality	(4)	(3)	(2)	(1)	(0)
Park/Recreation Facilities	(4)	(3)	(2)	(1)	(0)
Dogwood Pool Operations	(4)	(3)	(2)	(1)	(0)
Planning and Zoning	(4)	(3)	(2)	(1)	(0)
Storm Drainage	(4)	(3)	(2)	(1)	(0)
Sanitary Sewer Services	(4)	(3)	(2)	(1)	(0)
Property Code Enforcement	(4)	(3)	(2)	(1)	(0)
Economic and Community Development	(4)	(3)	(2)	(1)	(0)

1. Please indicate which applies to you:
   (1) Resident of the City of North Canton
   (0) Business owner/operator in North Canton
2. In what part of the City do you reside?
   (NE) NE (NW) NW (SE) SE (SW) SW
   (NS) Not sure
   (OUT) I live outside of the City
3. Do you rent or own your home?
   (0) Rent (1) Own
4. My/Our age:
   (A) 18-24 (B)25-34 (C)35-44 (D)45-54
   (E)55-64 (F)65-74 (G)75 and older
5. What method is the best way for the City to communicate information to you?
   (E) Email (W) City website
   (P) Cell/Home phone (N) City newsletter
   (T) Text

6. QOF	In general, the quality of life in North Canton is changing for: (3) Better (2) Worse (1) Same (0) Not sure	15. SSLS	Do you believe the solar powered speed limit signs are effective in reducing speed on heavily traveled roads? (1)Yes (2)No (0) Not sure
7. WEBUSE	Do you find the North Canton City website useful? (https://northcantonohio.gov/) (1)Yes (2)No	16. CITYRENT	Do you know that North Canton residents can rent pavilions and outdoor entertainment shelters on the North Canton City website? (1)Yes (2)No
8. CCR	City Council acts responsibly and respectfully with our tax dollars. (1)Yes (2)No (0) Not sure	17. TAXV	Do you believe you receive good value for the City taxes you pay? (1)Yes (2)No (0) Not sure
9. OHI	Should the City develop a strategy	18. INFO	Do you believe that important information is conveyed

	for improving older homes to make them more attractive for younger families? (1)Yes (2)No (0) Not sure		to residents from Council and Administration in a timely and efficient manner? (1)Yes (2)No (0) Not sure
10. SHC	City officials should enact stronger housing maintenance codes. (1)Agree (2)Disagree (0) Not sure	OVERALL	Are you pleased with the overall direction the City is taking? (1)Yes (2)No (0) Not sure
11. FIVE	Do you plan on staying in North Canton for the next five years? (1)Yes (2)No (0) Not sure	20. NWESLETT	The City's newsletter is very helpful in communicating pertinent information to the residents. (1)Yes (2)No (0) Not sure
12. ALERTS	Do you know how to set up "alert notifications" on the City's website? (Alert notifications announce City news, events, meetings, etc.) (1)Yes (2)No (0) Not sure	21. AUTOPAY	Do you utilize the monthly auto-pay option to have your North Canton utilities deducted from your checking or savings account? (There is no fee for this service.) (1)Yes (2)No
13. PLAY	Do you believe the playground structures in our City's parks are maintained properly and offer a wide variety of safe entertainment for our children? (1)Yes (2)No (0) Not sure	22.	Please indicate which Community Events you have attended in the last year: ☐ Lions Club Memorial Day Parade ☐ YMCA July 4th Race ☐ Jaycee Annual 4th of July Fireworks ☐ Community Sing & Tree Lighting ☐ Library "How To" Festival ☐ Jaycee Fair ☐ Farmers Market ☐ Jaycee Annual 4th of July Parade ☐ Garden Club Plant Sale ☐ 720 Market ☐ Chamber of Commerce Main Street Festival
14. COMMEV	Please rate satisfaction with Community Events (such as parades, fairs, farmers markets, holiday tree lighting, races, fireworks, 720 Market, Library "How To Festivals," etc. (4) Excellent (3) Good (2)Fair (1)Poor (0)Not sure		Additional Comments: _____ _____ _____ _____ _____