



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!

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

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

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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

3. 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
- (2) City Magazine
- (3) City Website
- (4) Email
- (5) SHTV (Channel 5 & 99)
- (6) Social Media (Facebook, Twitter, YouTube, Instagram)
- (7) Local Media Coverage
- (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
- (3) Somewhat Easy
- (2) Difficult
- (1) Very Difficult
- (9) Don't Know

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

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

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

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.