



OBERLIN

COMMUNICATIONS SURVEY

MAY 18, 2017

PRESENTED BY



THE
impact | group
IGPR.COM

A stylized, light yellow graphic of a tree with a star above it, set against a darker yellow background. The tree has a thick trunk and a full, rounded canopy of leaves. The star is a simple, eight-pointed star with a long vertical tail. The entire graphic is centered on the page.

PHONE POLL/ONLINE PRESENTATION



LIVE. LEARN. LEAD.

Phone Poll/Online Survey Results

Presented by The Impact Group

June 5, 2017



Question 1: How would you rate the current QUALITY OF LIFE in the City of Oberlin?

■ Very Good - 32%

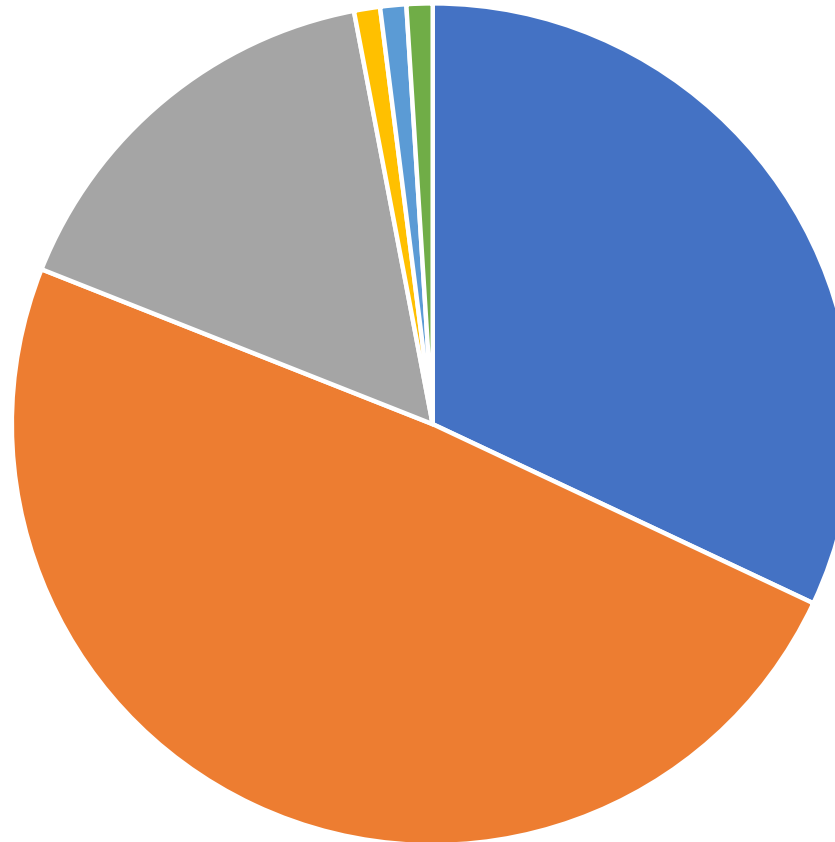
■ Good - 49%

■ Ok - 16%

■ Poor - 1%

■ Very Poor - 1%

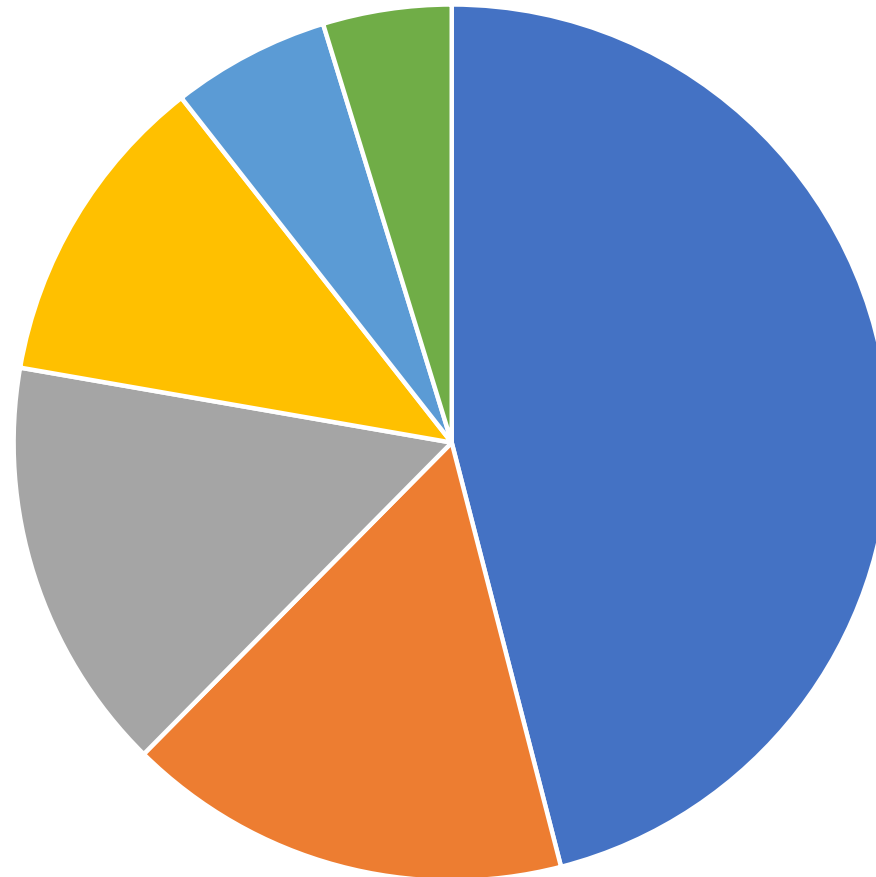
■ Unsure - 1%





Question 2: In two or three words of your own, what do you like most about the City of Oberlin?
The top 6 answers.

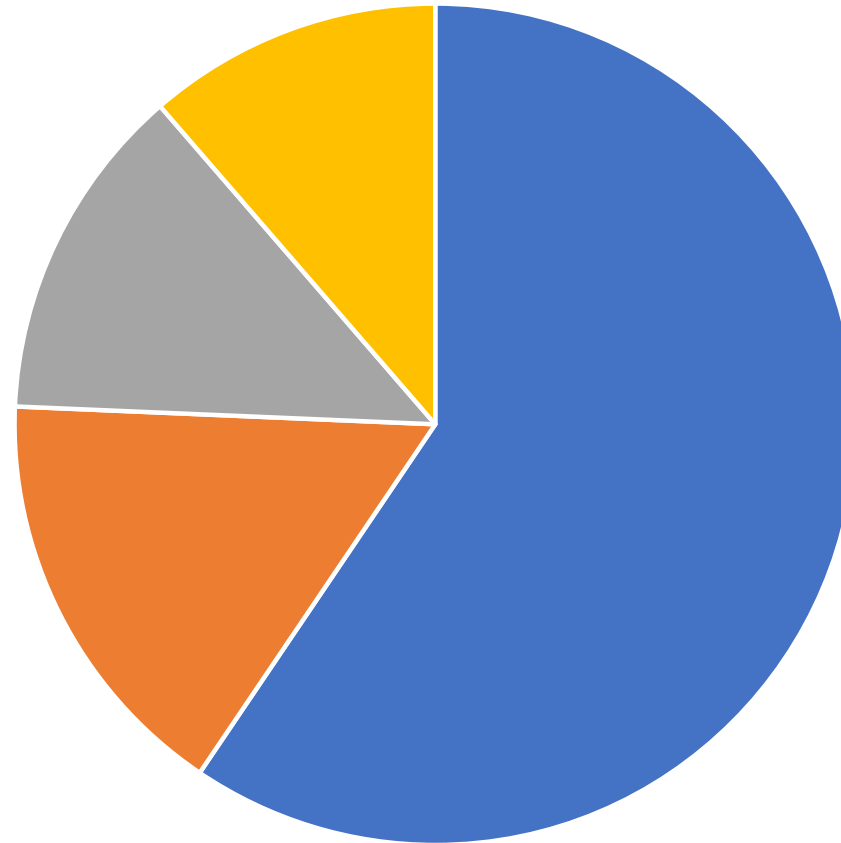
- **Small Town Feel - 12.6%**
- **Nice People - 4.5%**
- **Sense of Community - 4.2%**
- **College Town - 3.2%**
- **Quiet - 1.6%**
- **Walkable/Bikeable - 1.3%**





Question 3: In two or three words of your own, what do you believe is the biggest challenge facing the City of Oberlin? The top 4 answers.

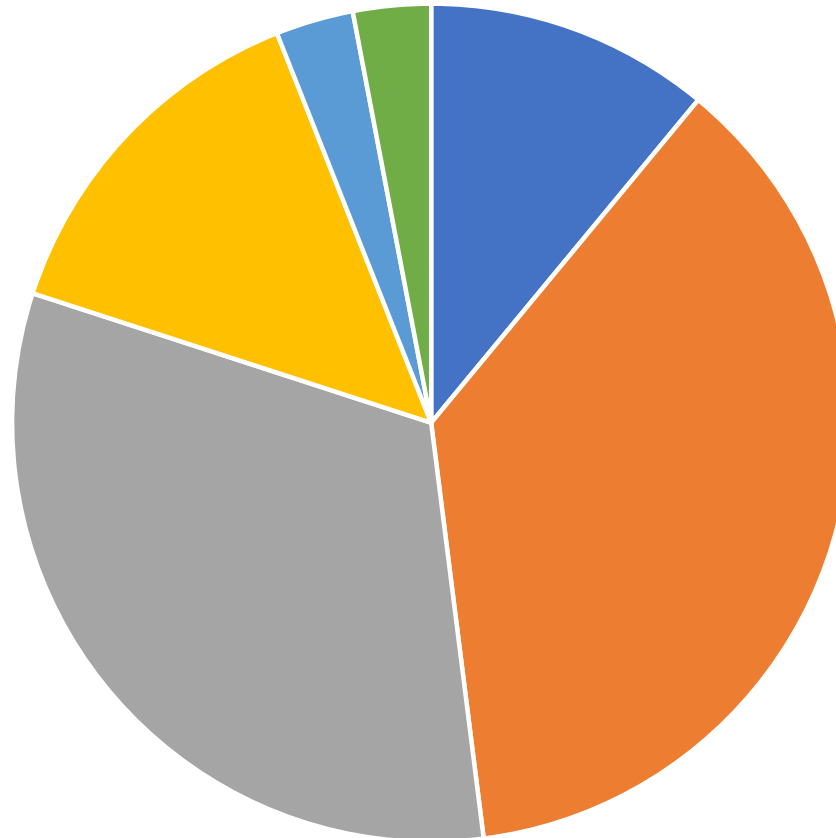
- **Finances - 11.0%**
- **Racial Relations/Diversity - 3%**
- **Town Gown (College in the City) - 2.4%**
- **Social Justice Issues - 2.1%**





Question 4: For the taxes paid, do you believe that the services provided to the residents of the City of Oberlin area:

- Very good value - 11%
- **Good value - 37%**
- Ok value - 32%
- Poor value - 14%
- Very poor value - 3%
- Unsure - 3%





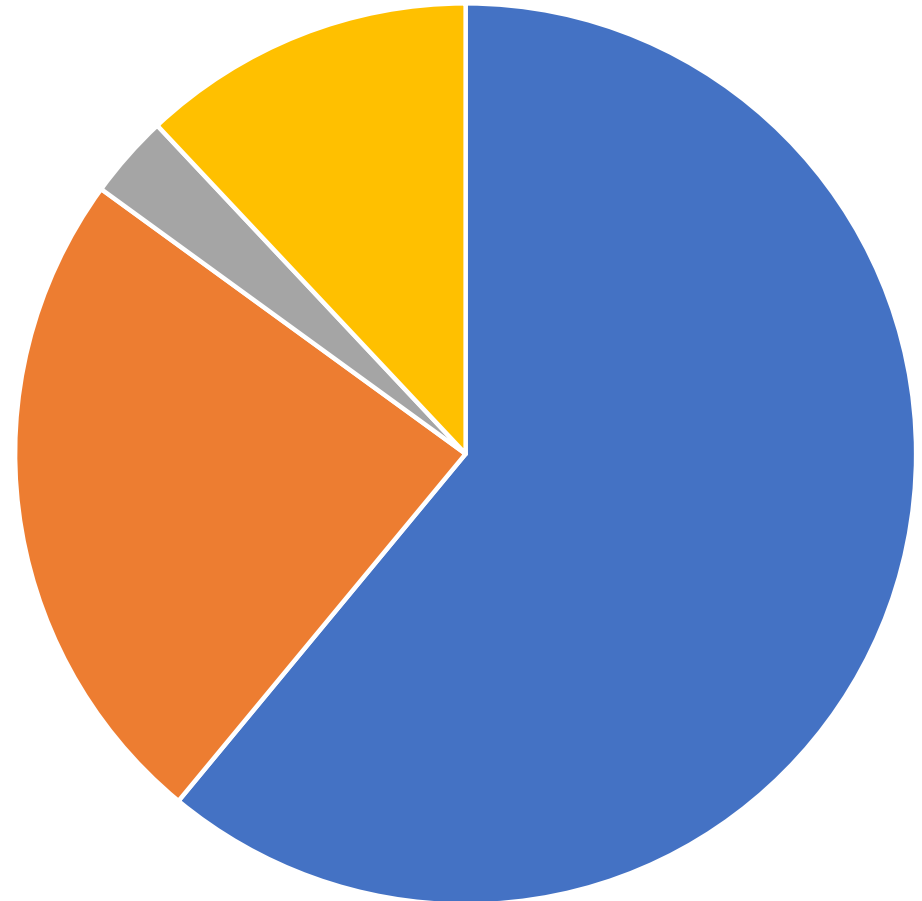
Crosstab for Question 4: For the taxes paid, do you believe that the services provided to the residents of the City of Oberlin are a:

Gender Crosstab	Female	Male
Very good value for the taxes paid	9.9%	11.8%
Good value for the taxes paid	41.9%	30.1%
OK value for the taxes paid	29.6%	35.3%
Poor value for the taxes paid	12.3%	16.2%
Very poor value for the taxes paid	3.4%	3.7%



Question 5: Do you believe that the taxes you pay to support services provided by the City of Oberlin are:

- Higher than comparable cities - 61%
- About the same as comparable cities - 24%
- Lower than comparable cities - 3%
- Unsure - 12%

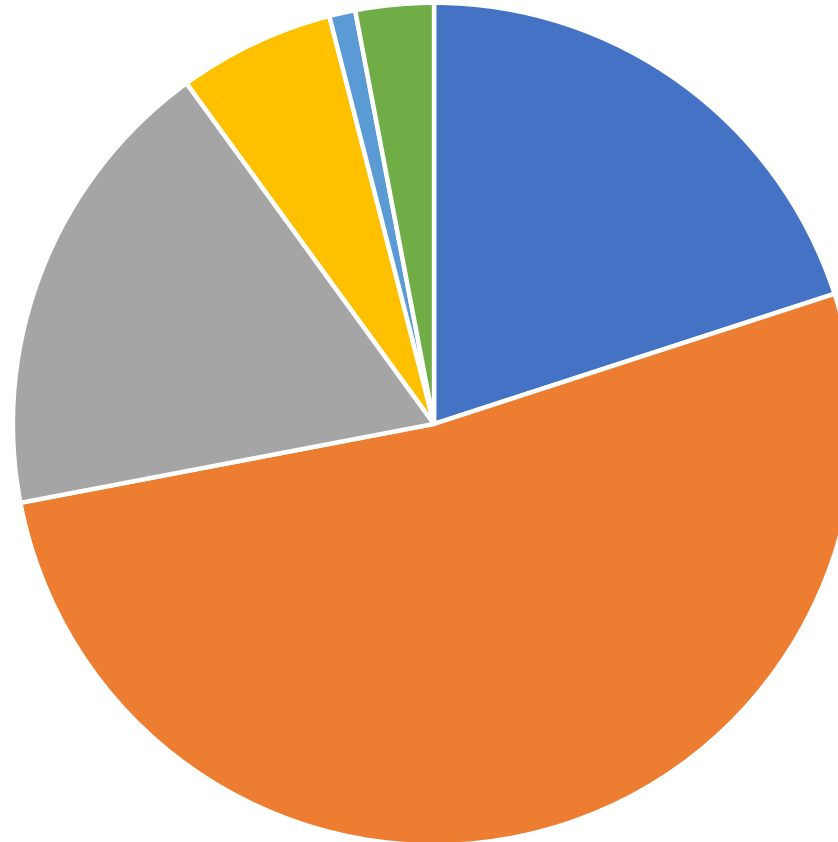




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Question 6: How would you rate the quality of City services provided by the City of Oberlin?

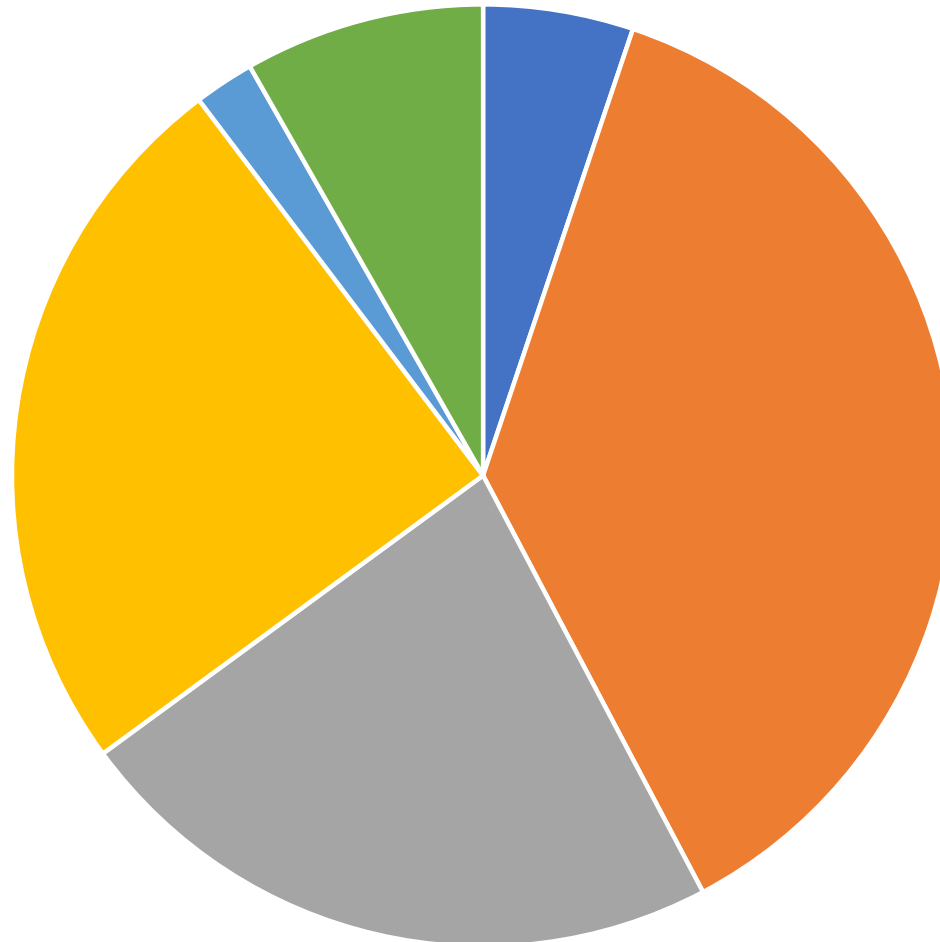
- Very good - 20%
- **Good - 52%**
- Neutral - 18%
- Poor - 6%
- Very poor - 1%
- Unsure - 3%





Question 7: How would you rate the condition of the City's streets?

- Very good - 5%
- **Good - 36%**
- Neutral - 22%
- Poor - 24%
- Very poor - 2%
- Unsure - 8%





Crosstab for Question 7: How would you rate the condition of the city's streets?

Age Crosstab	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
Very Good			2.0%	3.0%	5.0%	8.8%
Good		35.7%	58.8%	37.3%	28.7%	33.0%
OK	22.2%	10.7%	3.9%		3.0%	4.4%
Neutral	22.2%	32.1%	19.6%	32.8%	17.8%	15.4%
Poor	11.1%	14.3%	11.8%	23.9%	31.7%	25.3%
Very Poor	22.2%	3.6%			2.0%	3.3%
Unsure	11.1%		2.0%			1.1%

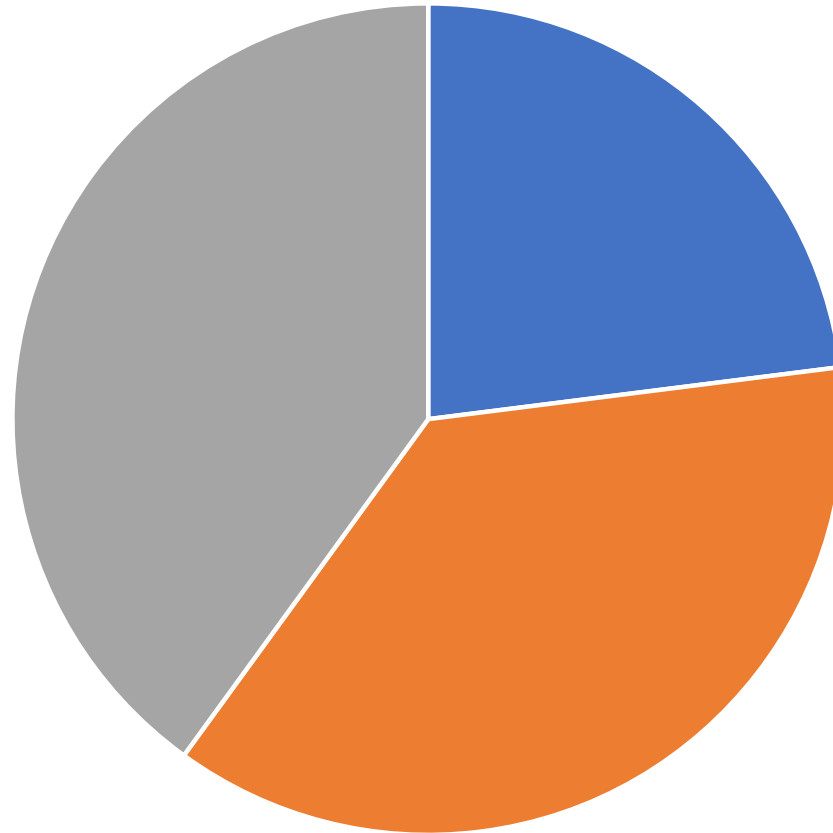


Question 8: How familiar are you with the Oberlin Climate Action Plan?

■ Familiar - 23%

■ Somewhat familiar - 37%

■ Not familiar - 40%





Crosstab for Question 8: How familiar are you with the Oberlin Climate Action Plan?

Gender Crosstabs	Female	Male
Familiar	20.2%	27.9%
Somewhat Familiar	39.9%	30.9%
Not Familiar	39.9%	41.2%



Question 9: How important to you are the city's environmental sustainability efforts?

■ **Very important - 43%**

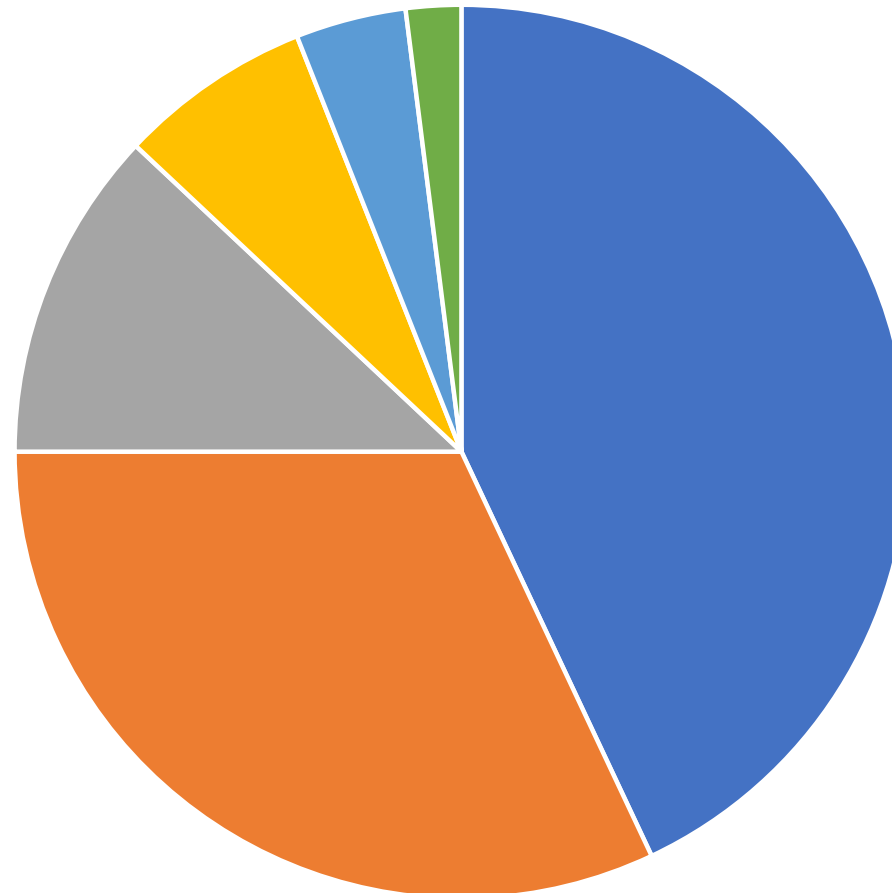
■ **Somewhat important - 32%**

■ **Neutral - 12%**

■ **Not very important - 7%**

■ **Not important at all - 4%**

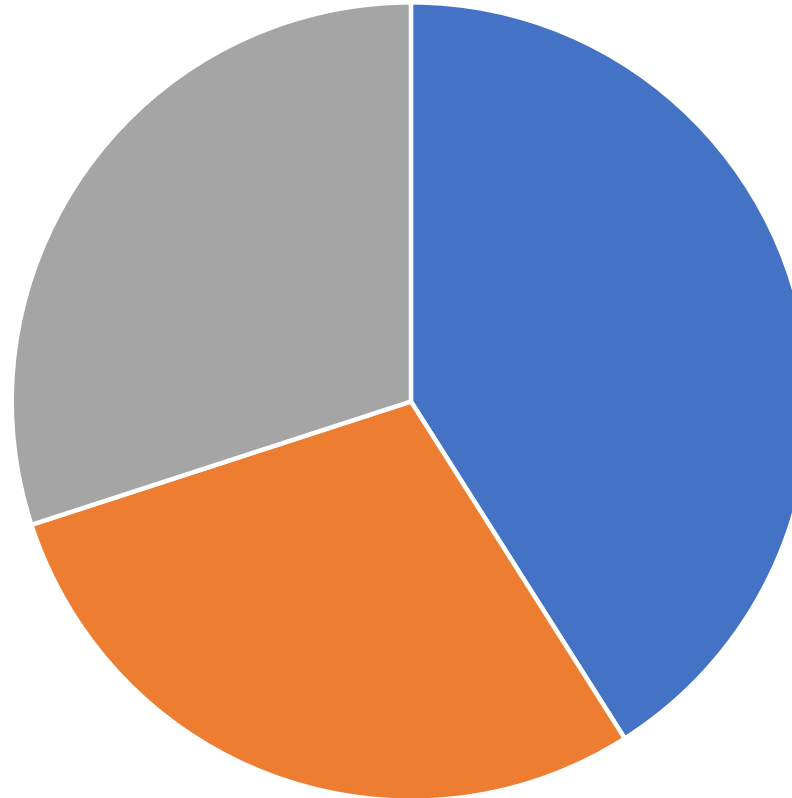
■ **Unsure - 2%**





Question 10: How aware are you of a community choice donation program for net Renewable Energy Credit (REC) proceeds?

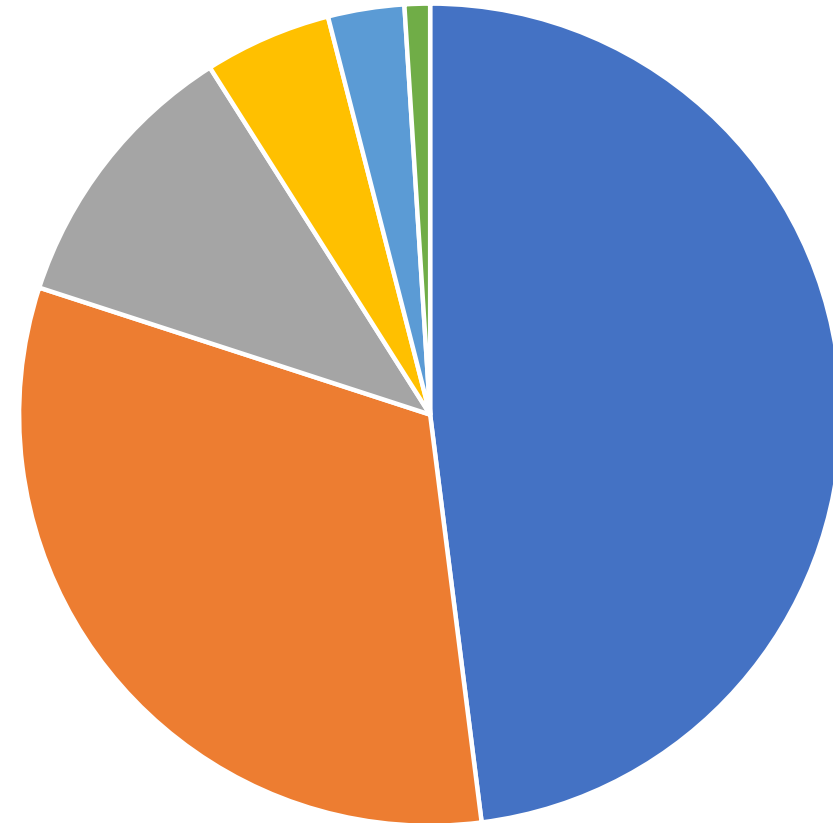
- **Aware - 41%**
- **Somewhat aware - 29%**
- **Not aware - 30%**





Question 11: How important of an issue is improving storm water drainage to you?

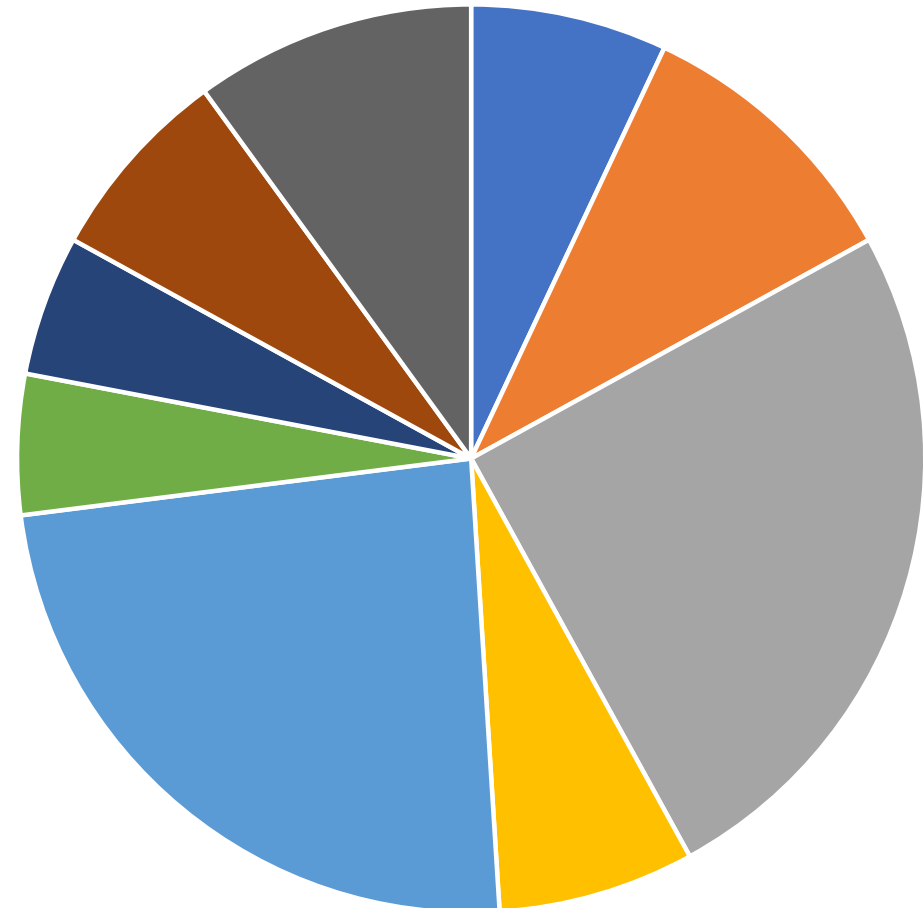
- **Very important - 48%**
- Somewhat important - 32%
- Neutral - 11%
- Not very important - 5%
- Not important at all - 3%
- Unsure - 1%





Question 12: Which of the following Oberlin City Government service is most important to you?

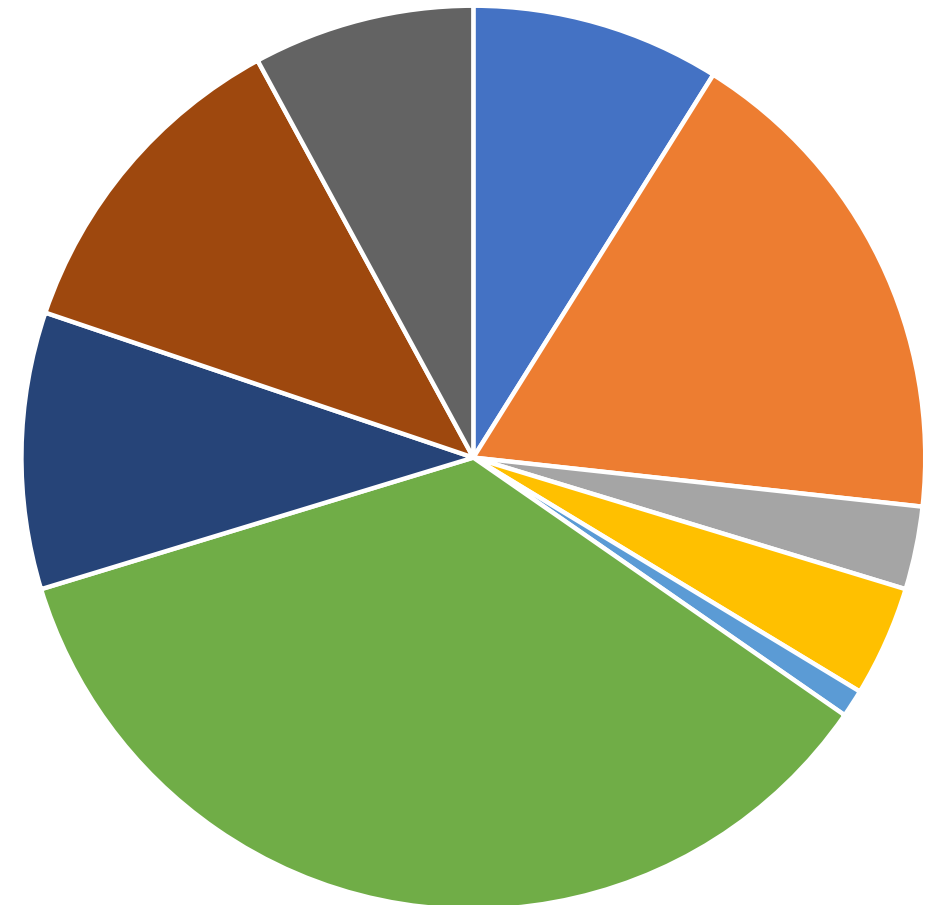
- Environmental sustainability programs - 7%
- Fire - 10%
- Municipality services (water, sewer, electric) - 25%
- Parks and open space - 7%
- Police - 24%
- Recreation programming - 5%
- Refuse/recycling collections - 5%
- Streets and storm sewers - 7%
- Unsure - 10%





Question 13: Which of the following should be Oberlin City Government's top priority?

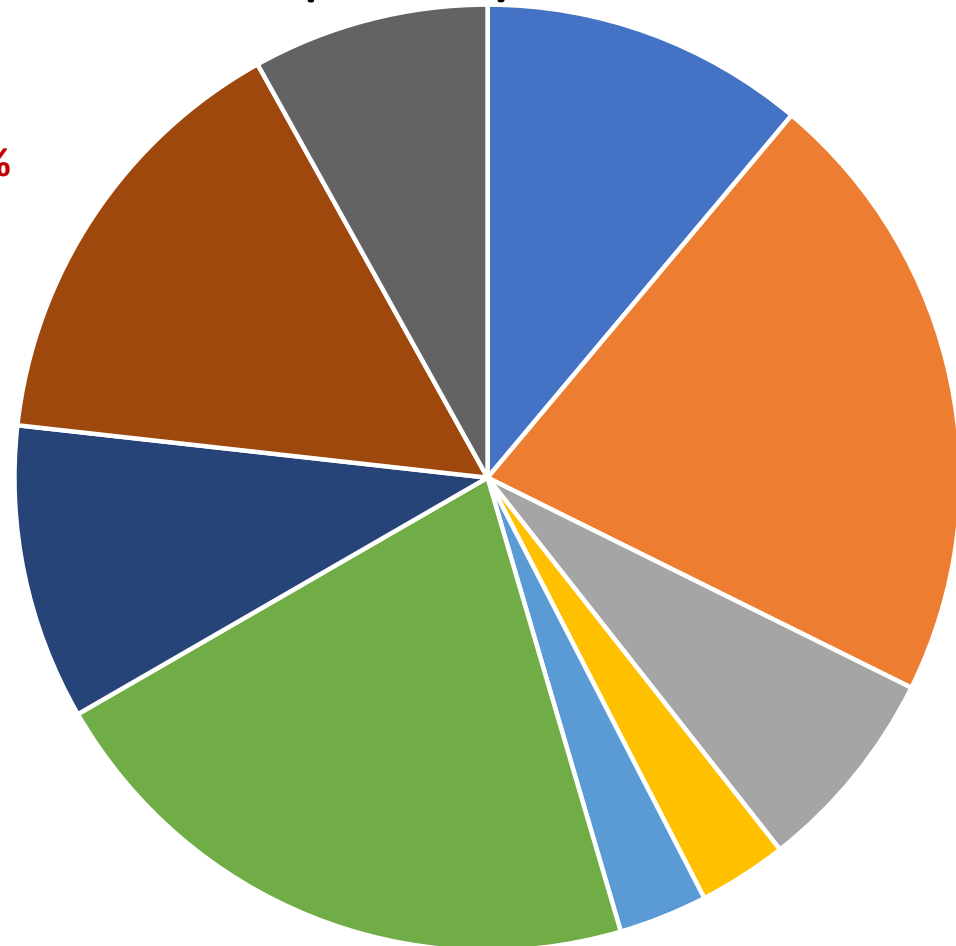
- Environmental sustainability issues - 9%
- Municipality services (water, sewer, electric) - 18%
- Parks and open space - 3%
- Recreation programming - 4%
- Refuse/recycling collections - 1%
- **Safety services, including police and fire - 36%**
- Social justice issues - 10%
- Streets and storm sewers - 12%
- Unsure - 8%





Question 14: You just stated that (Answer from question above) should be the City's top priority. Of the following remaining choices, which should be the Oberlin City Government's priority?

- Energy sustainability issues - 11%
- **Municipality services (water, sewer, electric) - 21%**
- Parks and open space - 7%
- Recreation programming - 3%
- Refuse/recycling collections - 3%
- **Safety services, including police and fire - 21%**
- Social justice issues - 10%
- Streets and storm sewers - 15%
- Unsure - 8%



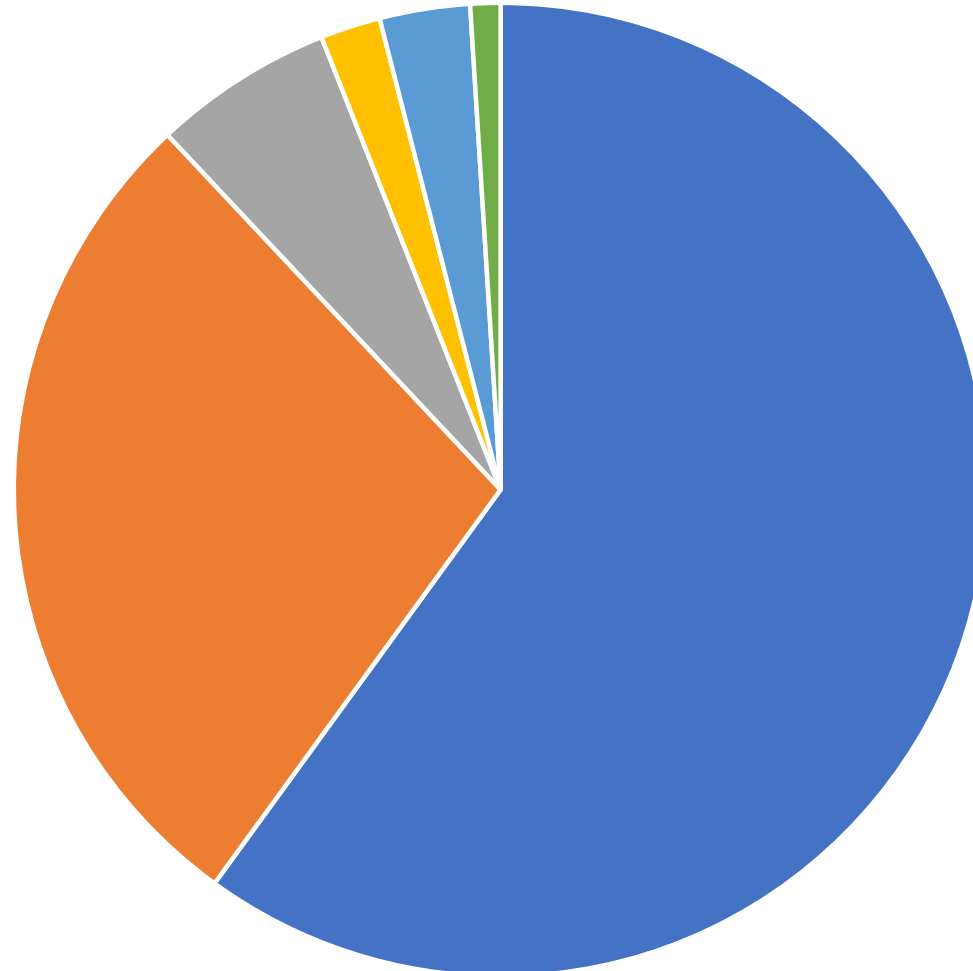


Questions 13 & 14 - Sum of %	First and Second Top Priorities:
Police & Fire (Safety Services)	57
Municipality Services	39
Streets and storm sewers	27
Environmental Sustainability	20
Parks & open spaces	10
Recreation Programming	7
Refuse/recycling	4



Question 15: How important are the City of Oberlin's Police services to you?

- **Very important - 60%**
- **Somewhat important - 28%**
- **Neutral - 6%**
- **Not very important - 2%**
- **Not important at all - 3%**
- **Unsure - 1%**





Question 16: How would you rate the City of Oberlin's Police services?

■ Very good - 20%

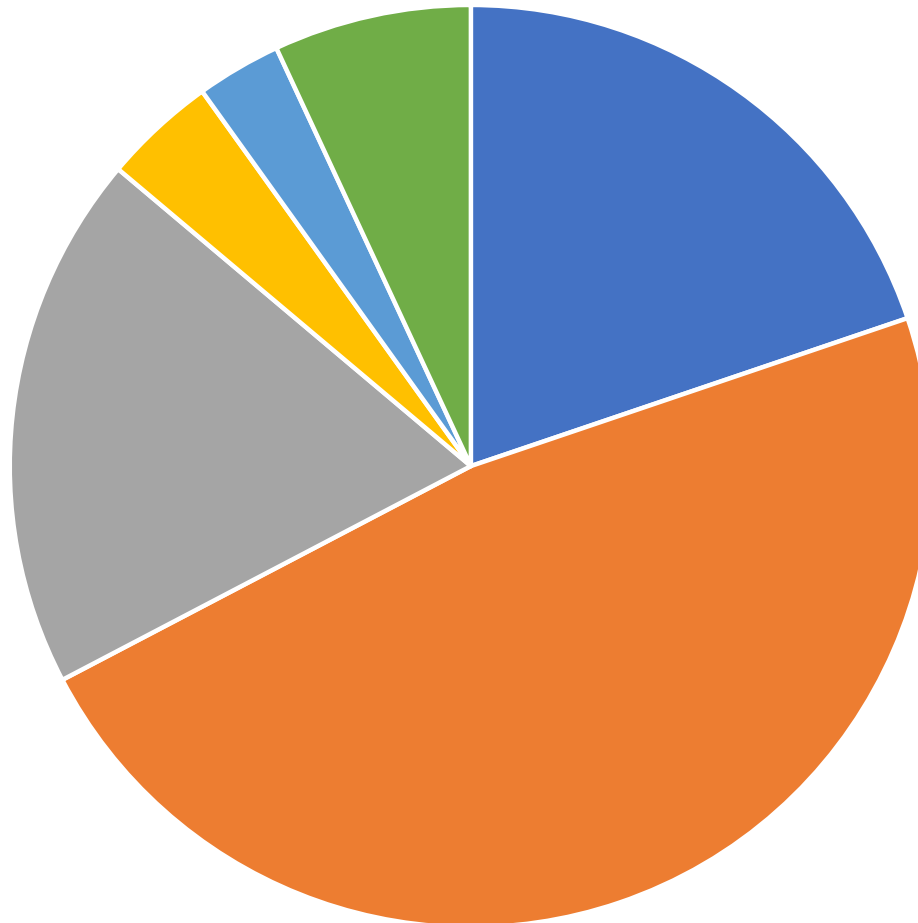
■ **Good - 48%**

■ Neutral - 19%

■ Poor - 4%

■ Very poor - 3%

■ Unsure - 7%





Question 17: How important are the City of Oberlin's parks and open spaces to you?

■ **Very important - 50%**

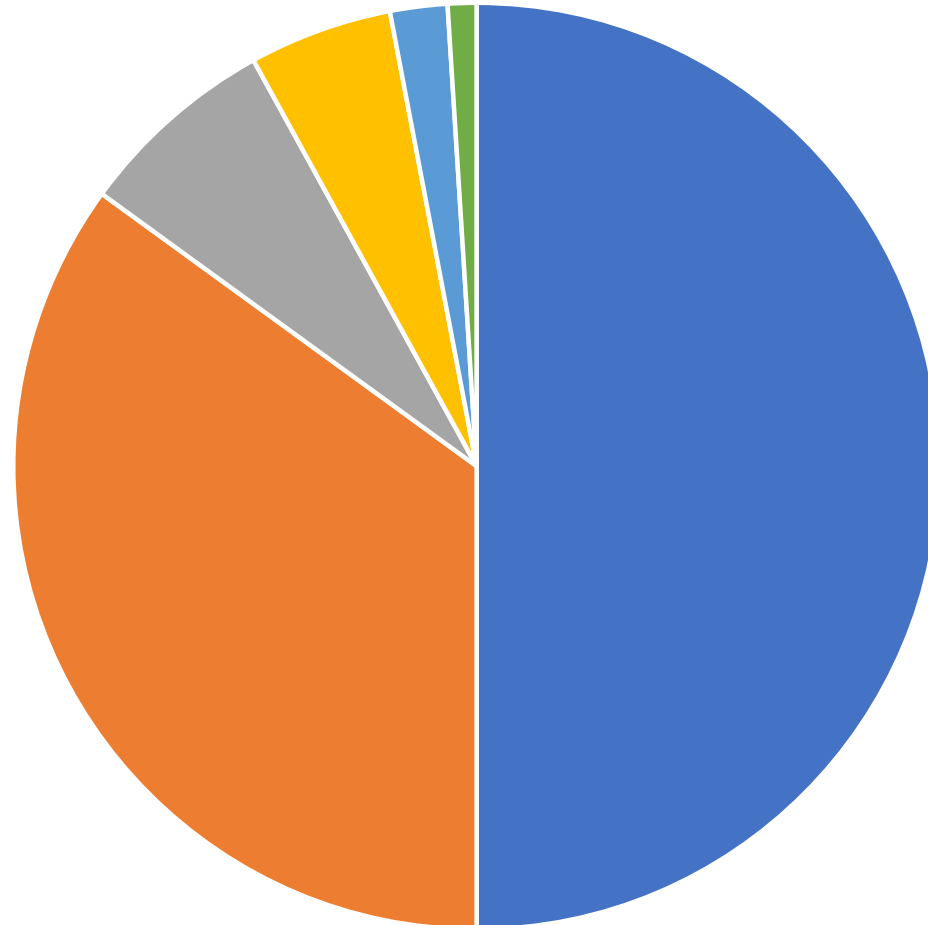
■ **Somewhat important - 35%**

■ **Neutral - 7%**

■ **Not very important - 5%**

■ **Not important at all - 2%**

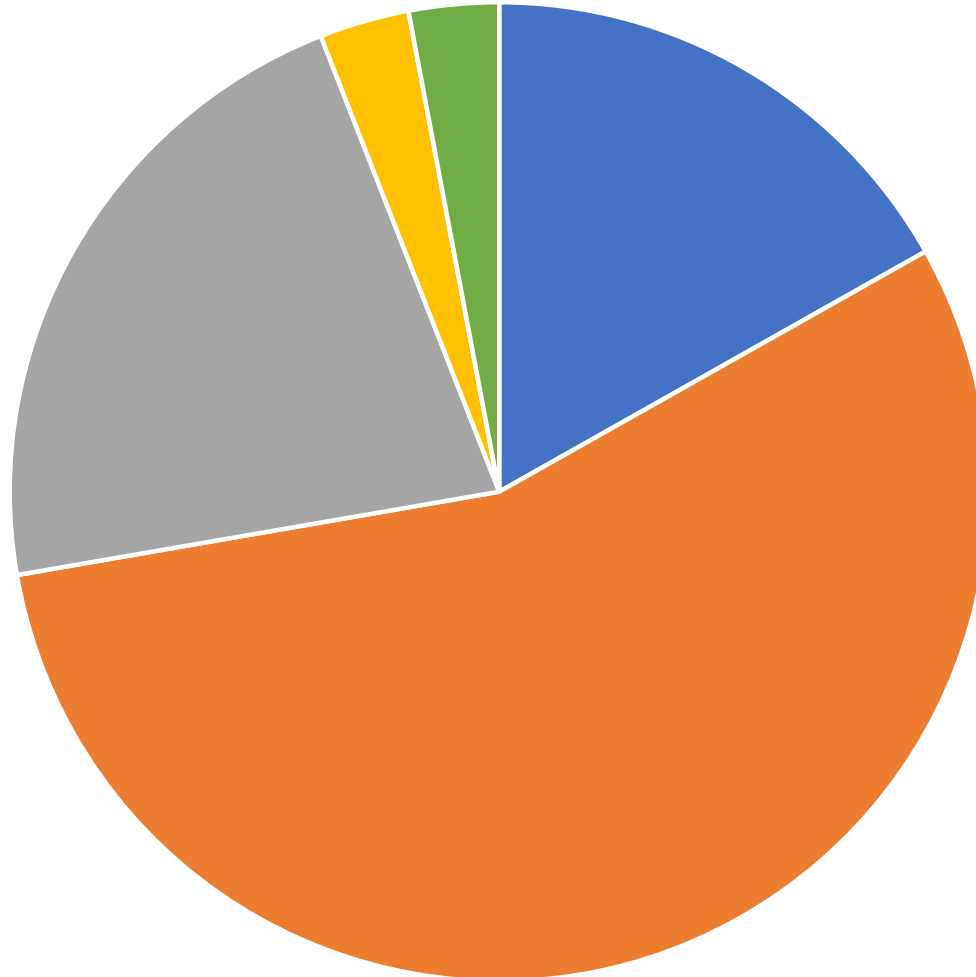
■ **Unsure - 1%**





Question 18: How would you rate the City of Oberlin's parks and open spaces?

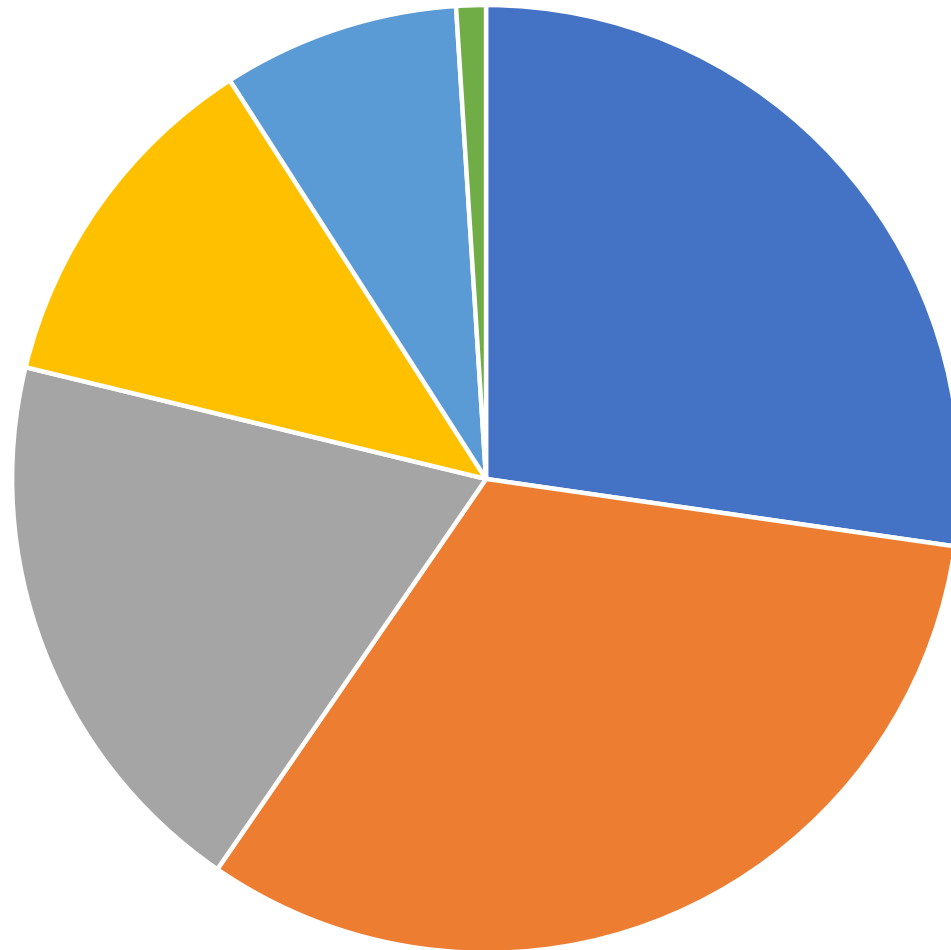
- Very good - 17%
- **Good - 56%**
- Neutral - 22%
- Poor - 3%
- Very poor - 0%
- Unsure - 3%





Question 19: How important is the City of Oberlin's Recreation Programming to you?

- Very important - 27%
- Somewhat important - 32%
- Neutral - 19%
- Not very important - 12%
- Not important at all - 8%
- Unsure - 1%





Question 20: How would you rate the City of Oberlin's Recreation programming?

■ Very good - 10%

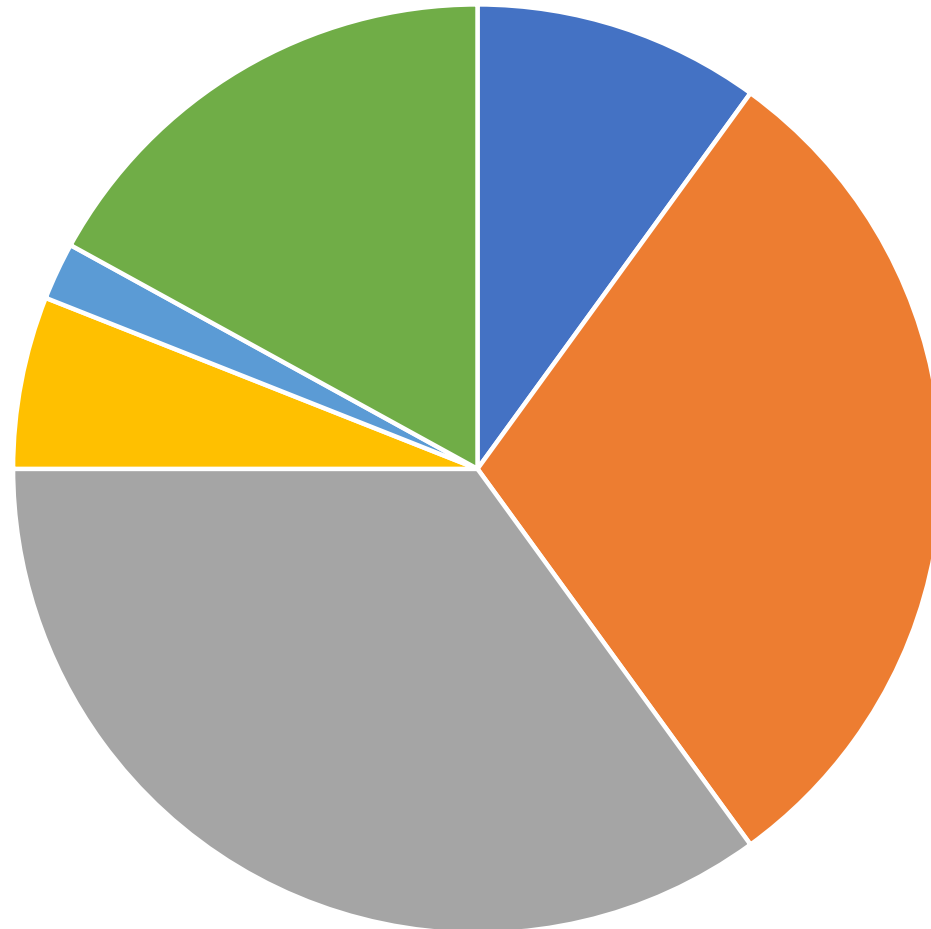
■ Good - 30%

■ **Neutral - 35%**

■ Poor - 6%

■ Very poor - 2%

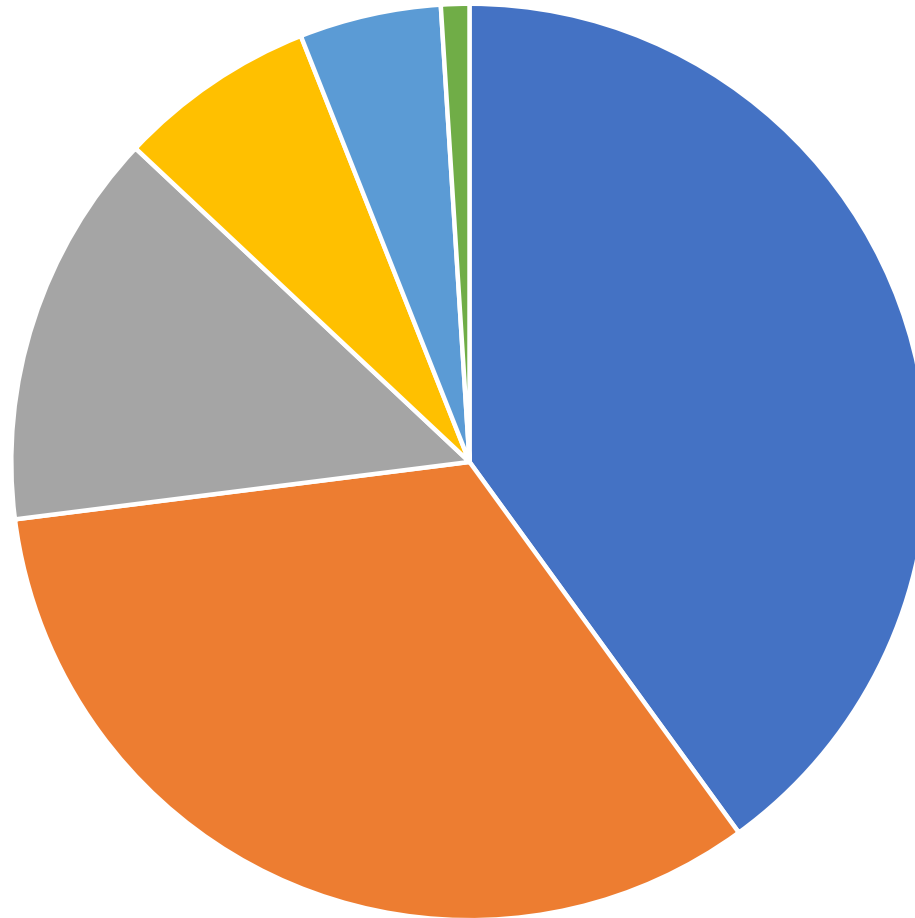
■ Unsure - 17%





Question 21: How important are the City of Oberlin's environmental sustainability programs to you?

- **Very important - 40%**
- **Somewhat important - 33%**
- **Neutral - 14%**
- **Not very important - 7%**
- **Not important at all - 5%**
- **Unsure - 1%**





Question 22: How would you rate the City of Oberlin's environmental sustainability services?

■ Very good - 13%

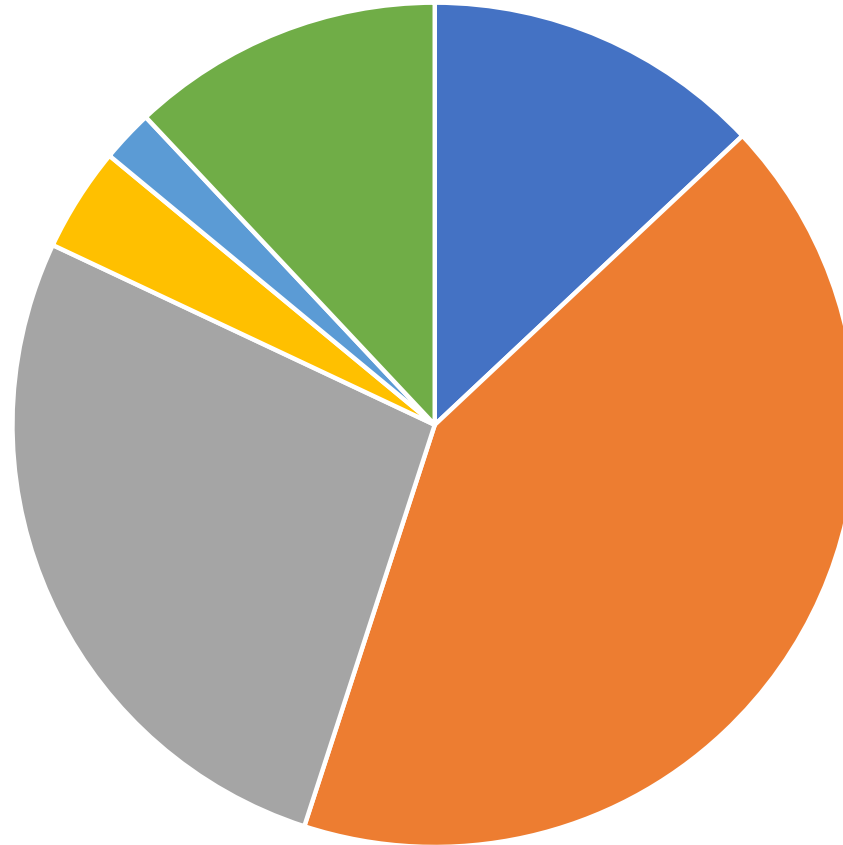
■ **Good - 42%**

■ Neutral - 27%

■ Poor - 4%

■ Very poor - 2%

■ Unsure - 12%

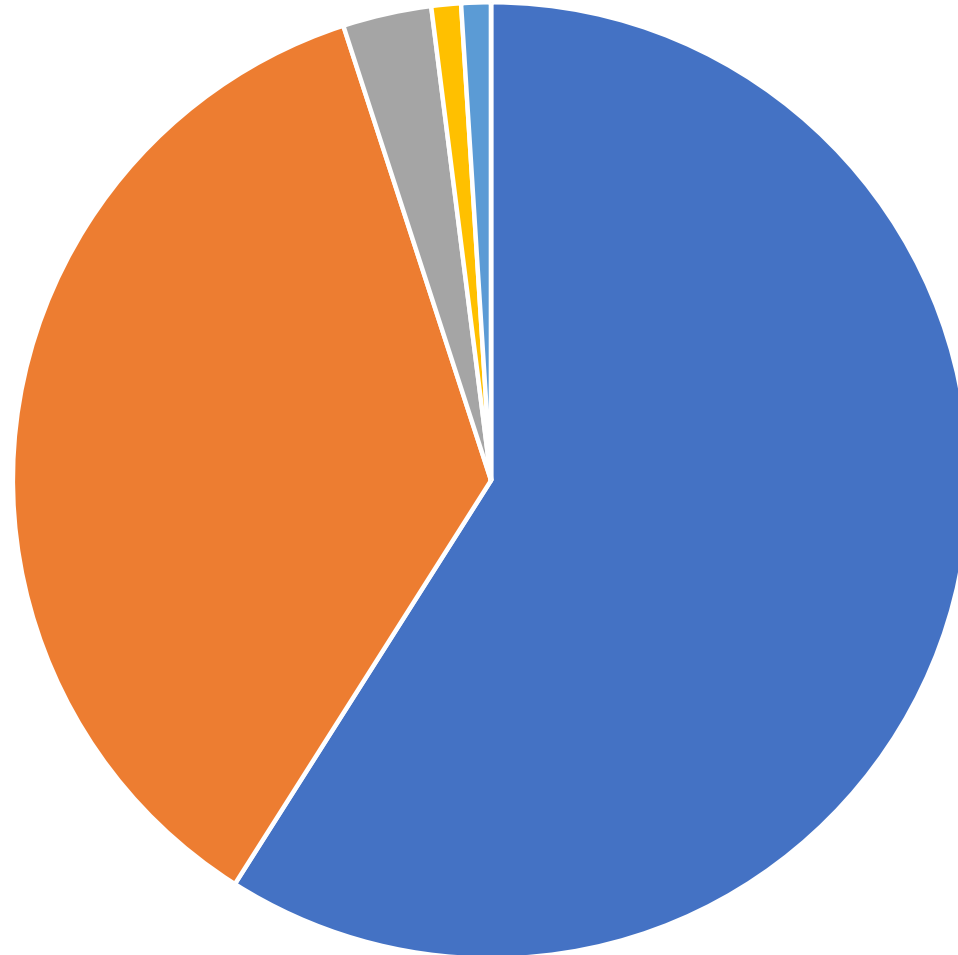




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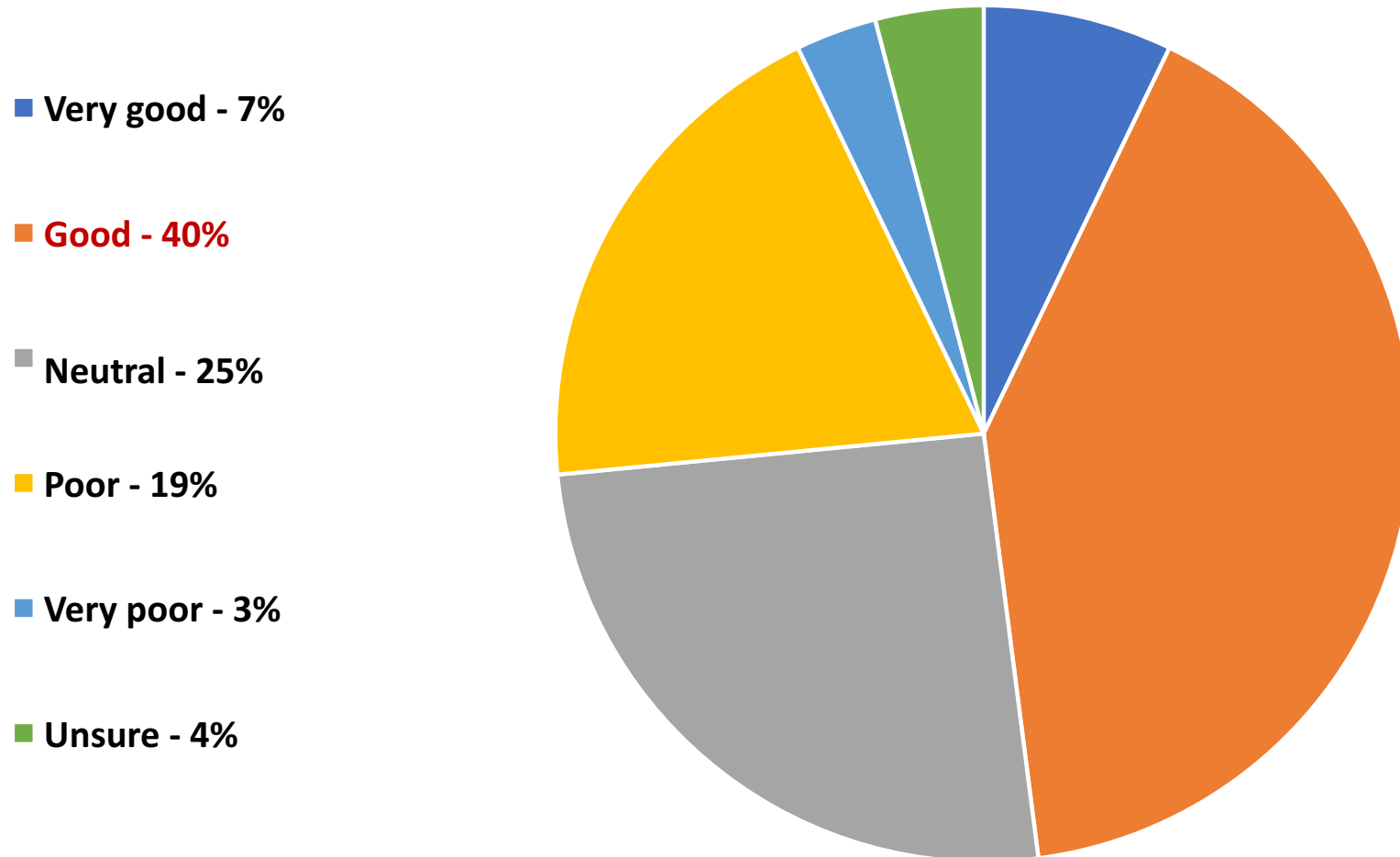
Question 23: How important are the City of Oberlin's street maintenance services to you?

- **Very important - 59%**
- Somewhat important - 36%
- Neutral - 3%
- Not very important - 1%
- Not important at all - 1%
- Unsure - 0%





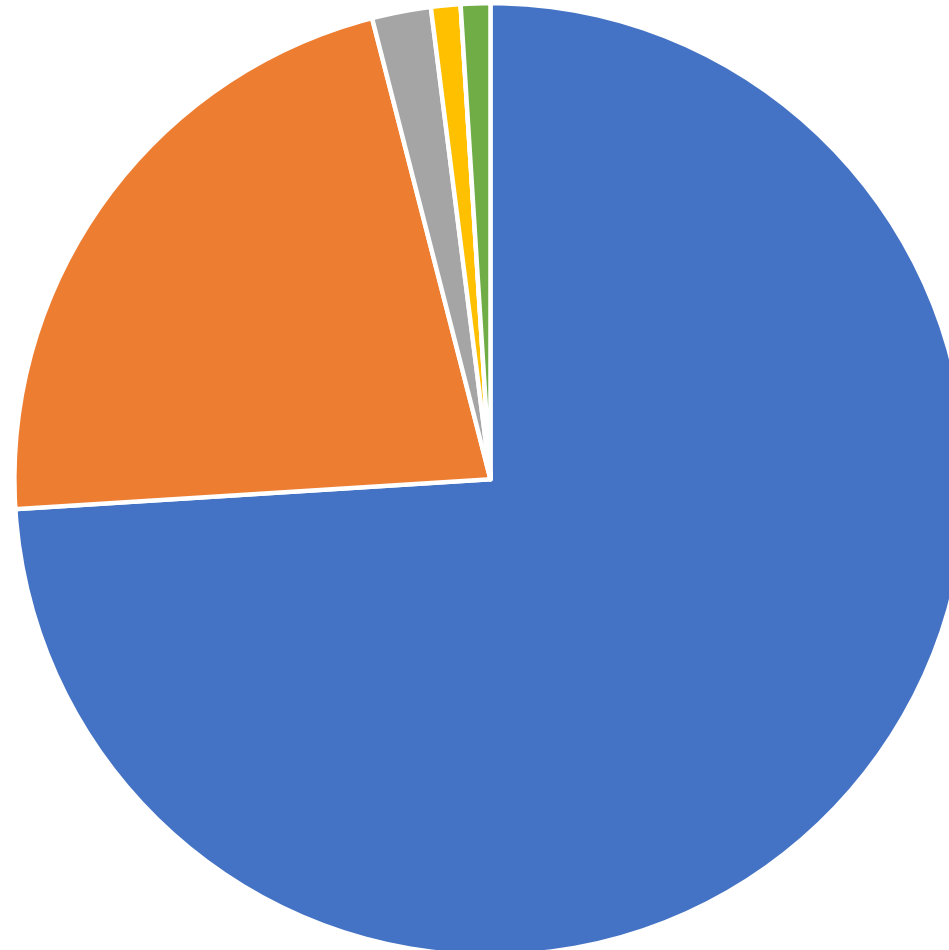
Question 24: How would you rate the City of Oberlin's street maintenance services?





Question 25: How important are the City of Oberlin's Fire services to you?

- **Very important - 74%**
- Somewhat important - 22%
- Neutral - 2%
- Not very important - 1%
- Not important at all - 0%
- Unsure - 1%





Question 26: How would you rate the City of Oberlin's Fire services?

■ **Very good - 41%**

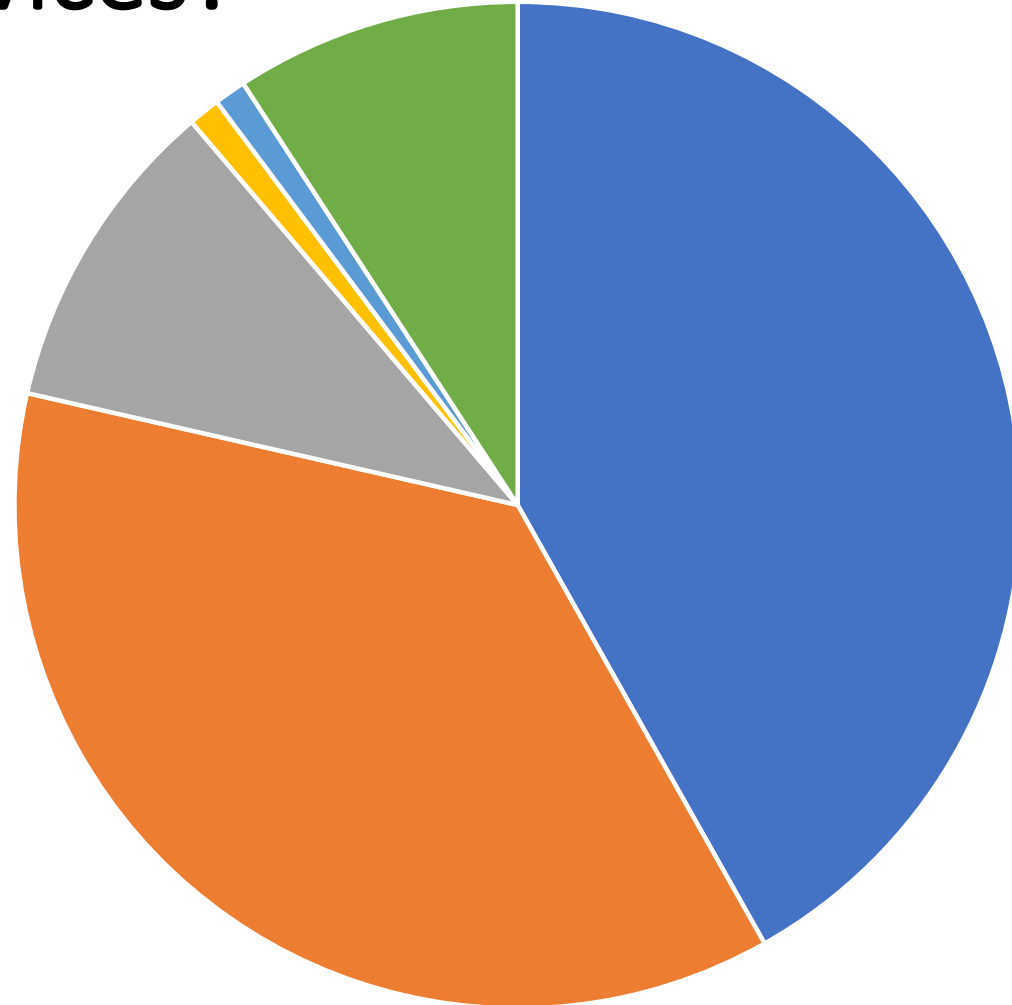
■ **Good - 36%**

■ **Neutral - 10%**

■ **Poor - 1%**

■ **Very poor - 1%**

■ **Unsure - 9%**





How Important are these services?	Very Important	Somewhat Important	Net Positive	Rank
Fire Services	74	22	96	1
Street Maintenance	59	36	95	2
Police Services	60	28	88	3
Parks & Open Spaces	50	35	85	4
Storm Water Drainage	48	32	80	5
Environmental Sustainability	43	32	75	6
Recreation Programming	27	32	59	7



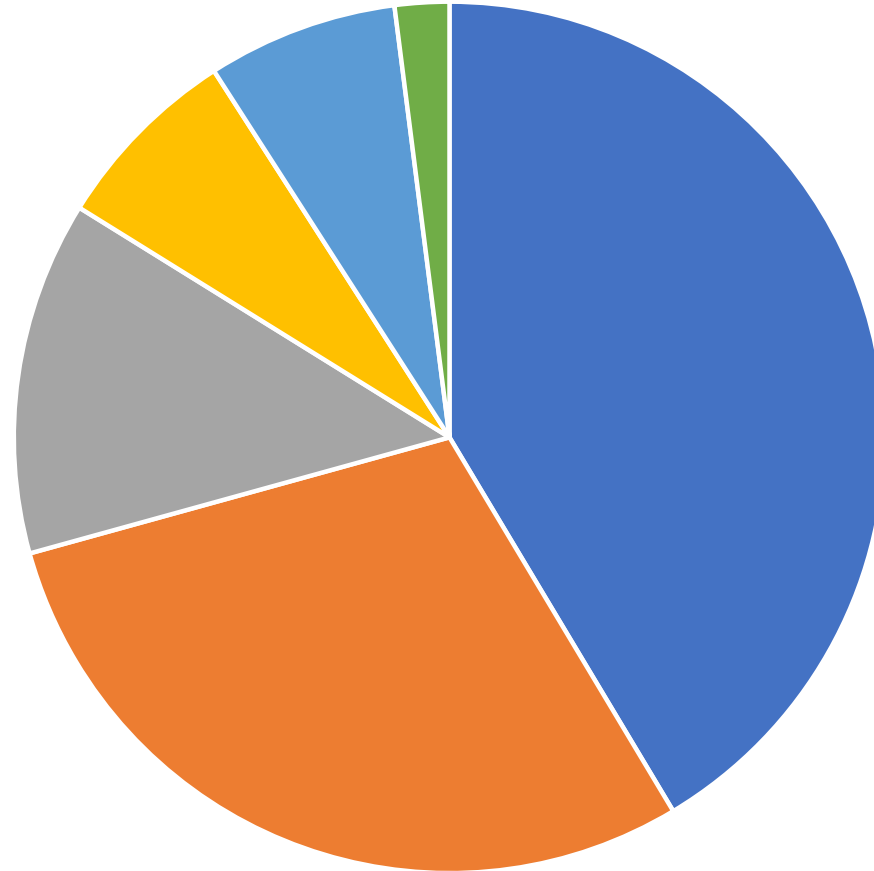
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How would you rate services?	Very Good	Good	Neutral	Net Positive	Rank
Fire Services	41	36	10	77	1
Parks & Open Space	17	56	22	73	2
Police Services	20	48	19	68	3
Environmental Sustainability Programs	13	42	27	55	4
Street Maintenance	7	40	25	47	5
Recreation Programming	10	30	35	40	6



The City of Oberlin has been planning to become a “Climate Positive community, by 2050.” Question 27: How important is it to you that the City eventually reaches the point where it is climate positive?

- **Very important - 41%**
- **Somewhat important - 29%**
- **Neutral - 13%**
- **Not very important - 7%**
- **Not important at all - 7%**
- **Unsure - 2%**





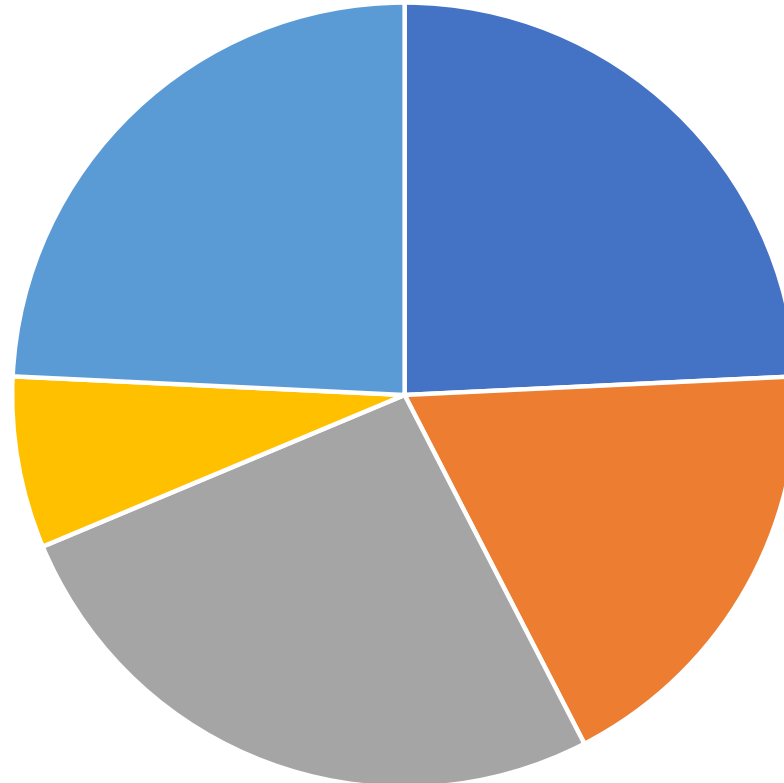
Crosstab for Question 27: How important is it to you that the City eventually reaches the point where it is climate positive?

Gender Crosstab	Female	Male
Very Important	46.3%	34.6%
Somewhat Important	30.5%	26.5%
Neutral	9.9%	17.6%
Not Very Important	5.9%	8.8%
Not Important at all	5.4%	11.0%
Unsure	2.0%	1.5%



Question 28: If the City of Oberlin offers a choice program that would allow electric utility customers to donate some or all of the REC credits to a fund to be used to help the City reach its goal of eventually being climate positive, would you participate?

- Yes - 24%
- You are leaning toward donating - 18%
- **Neutral - 26%**
- You are leaning against donating - 7%
- No - 24%





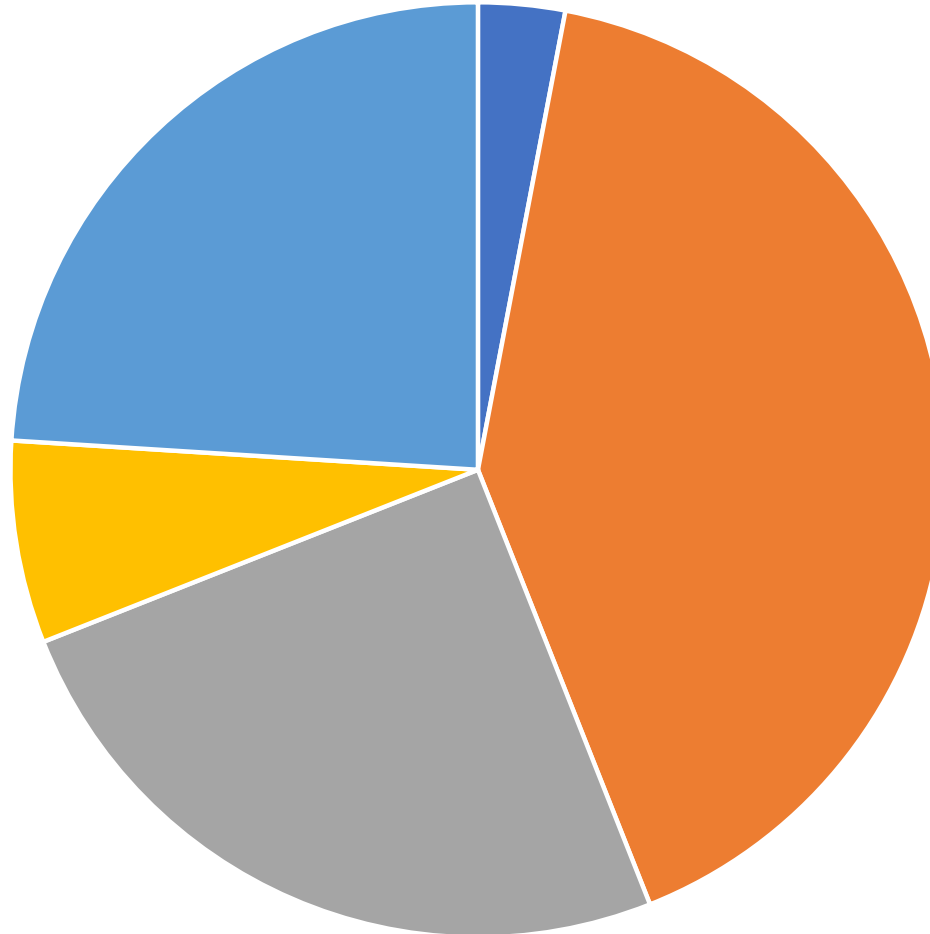
Crosstab for Question 28: If the City of Oberlin offers a choice program that would allow electric utility customers to donate some or all of the REC credits to a fund to be used to help the City reach its goal of eventually being climate positive, would you participate?

Gender Crosstab	Female	Male
Yes	27.6%	19.1%
You are leaning toward it	19.2%	16.2%
Neutral	22.7%	31.6%
You are leaning against it	6.9%	7.4%
No	23.6%	25.7%



Question 29: How often do you visit the City of Oberlin's website?

- Once a day - 3%
- **Once a month - 41%**
- Once a year - 25%
- Within the past 5 years - 7%
- Never - 24%

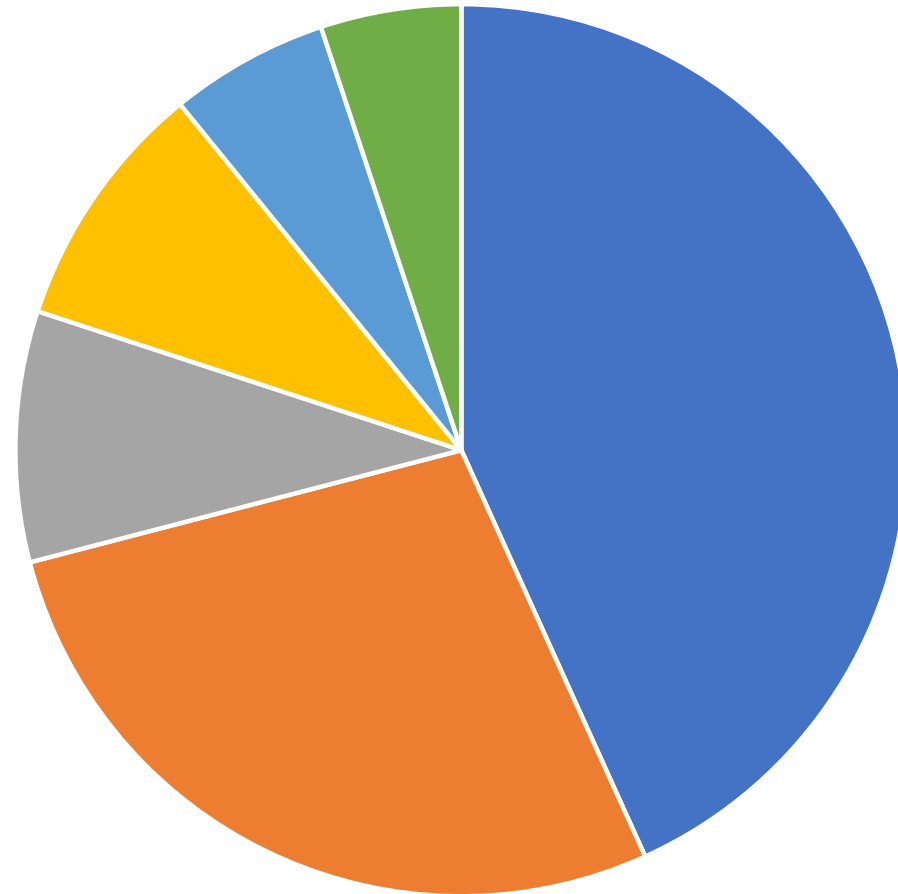




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Question 30: How would you like to receive more information about the City of Oberlin? The top 6 answers.

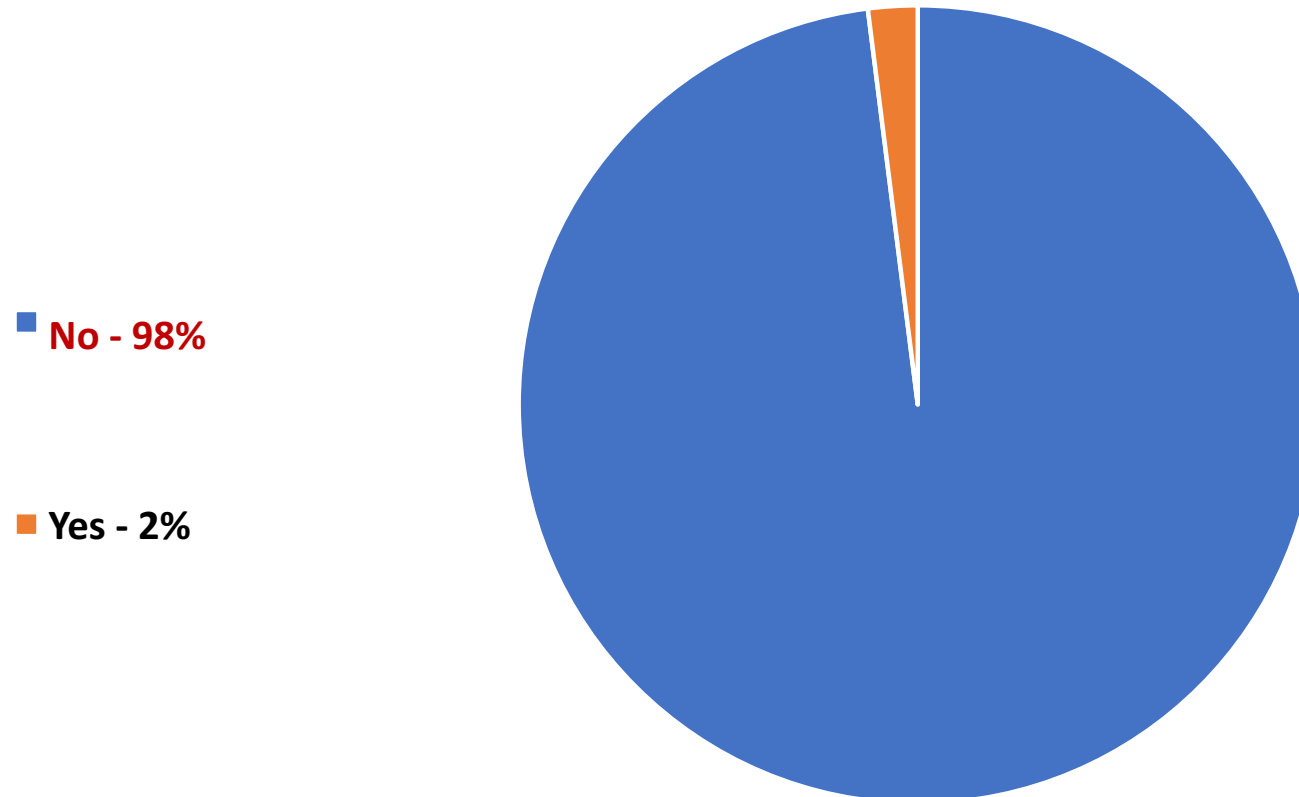
- Email - 19.5%
- Oberlin News-Tribune - 12.5%
- City of Oberlin Newsletter - 4.1%
- Website - 4.1%
- Facebook - 2.6%
- Utility Bills - 2.3%





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Question 31: Are you currently a student or recent graduate from Oberlin College?

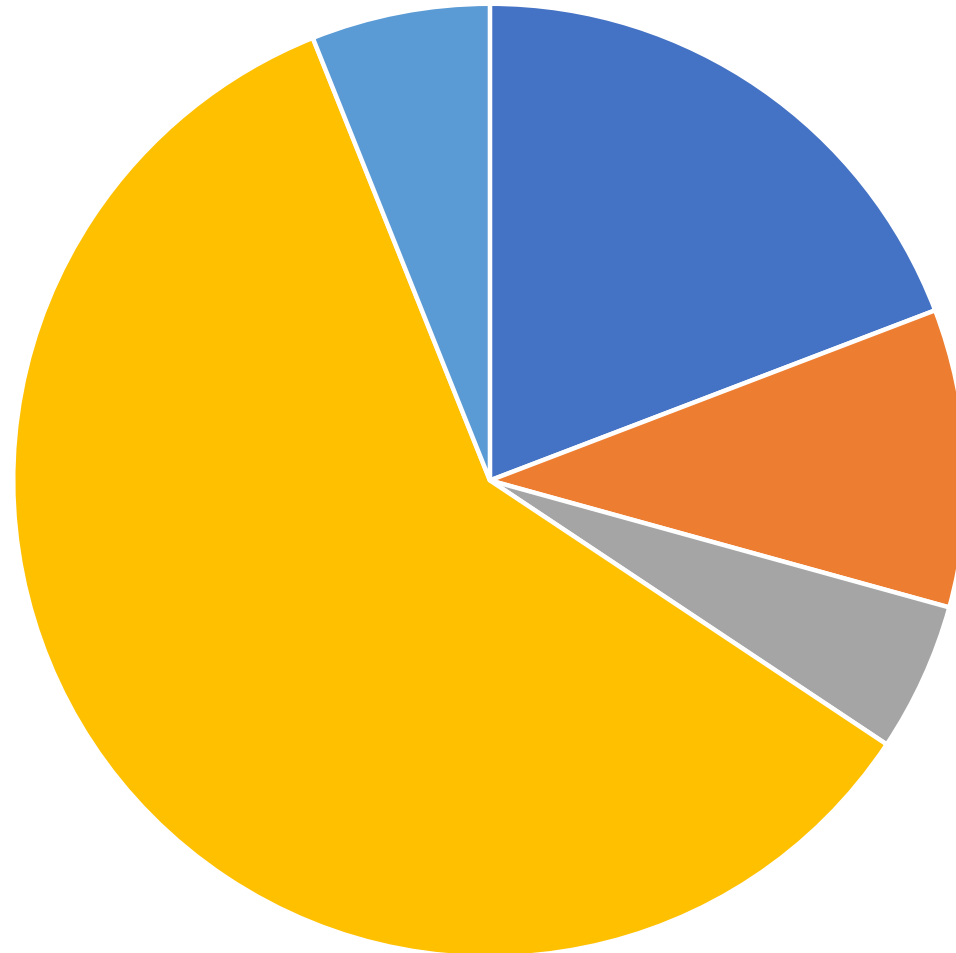




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Question 32: How many years have you lived in the City of Oberlin?

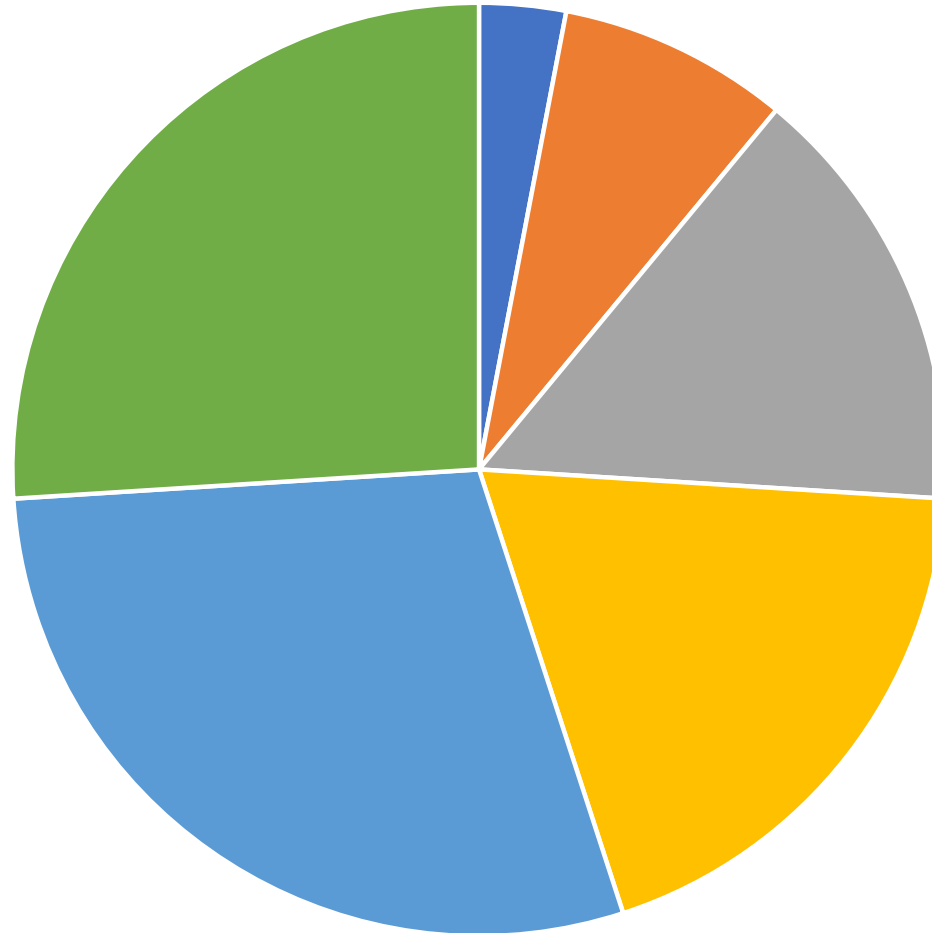
- 0-5 years - 19%
- 6-10 years - 10%
- 11-15 years - 5%
- More than 15 years - 59%
- Unsure - 6%





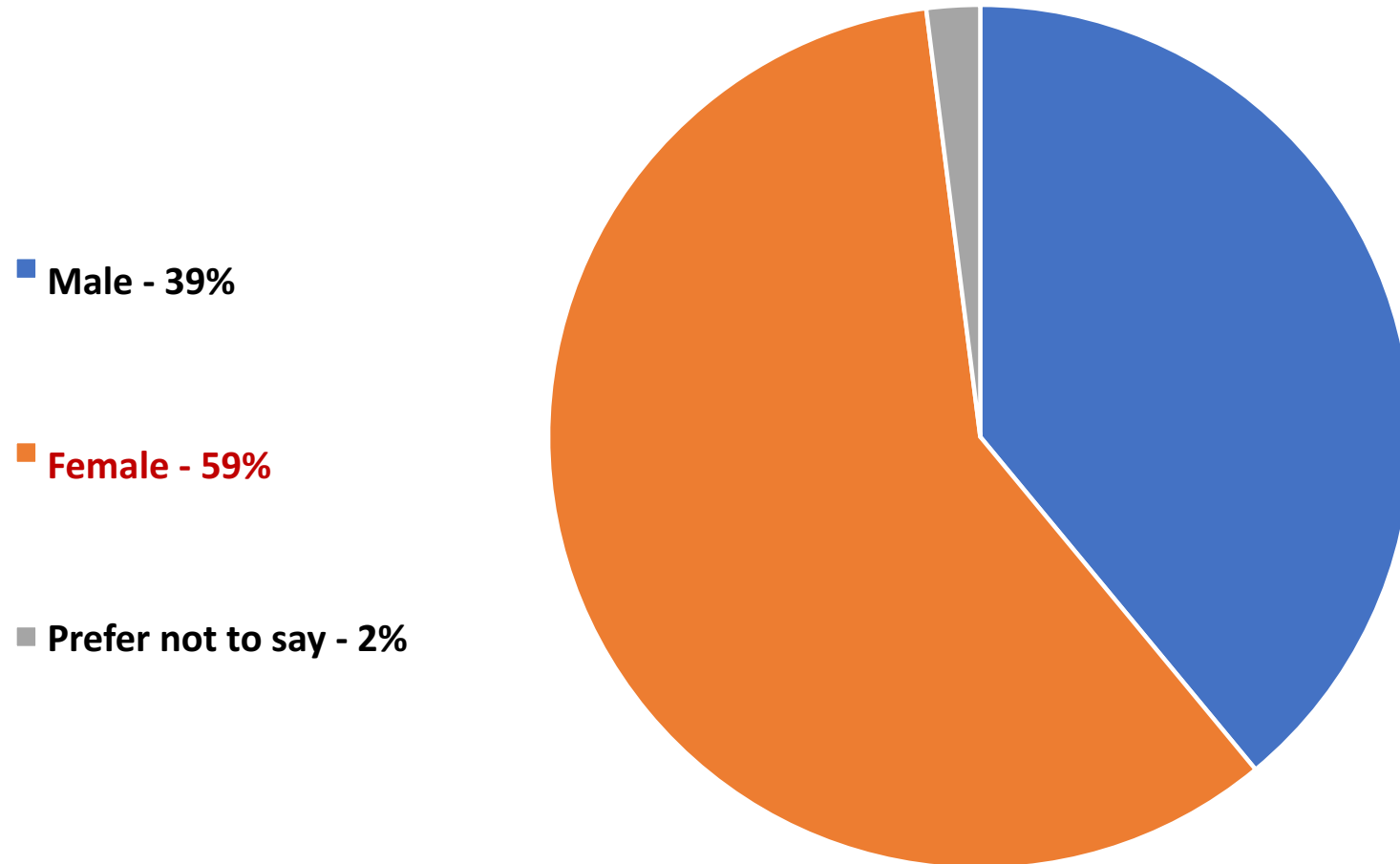
Question 33: Into what age bracket do you fall?

- 18-24 - 3%
- 25-34 - 8%
- 35-44 - 15%
- 45-54 - 19%
- 55-64 - 29%
- 65 or older - 26%





Question 34: What is your gender? (identity/expression)





Top Line Common Themes

- Residents and business owners refer to the City of Oberlin as a small, friendly, walkable town
- The fact that the city is viewed as diverse and a college town were viewed as positive and negative
- The top ranked services in the city are municipal services (water, sewer, electric), Police and Fire
- When ranked individually, sustainability/environmental issues ranked high but when compared to other services, it comes down in rank



Top Line Common Themes (cont.)

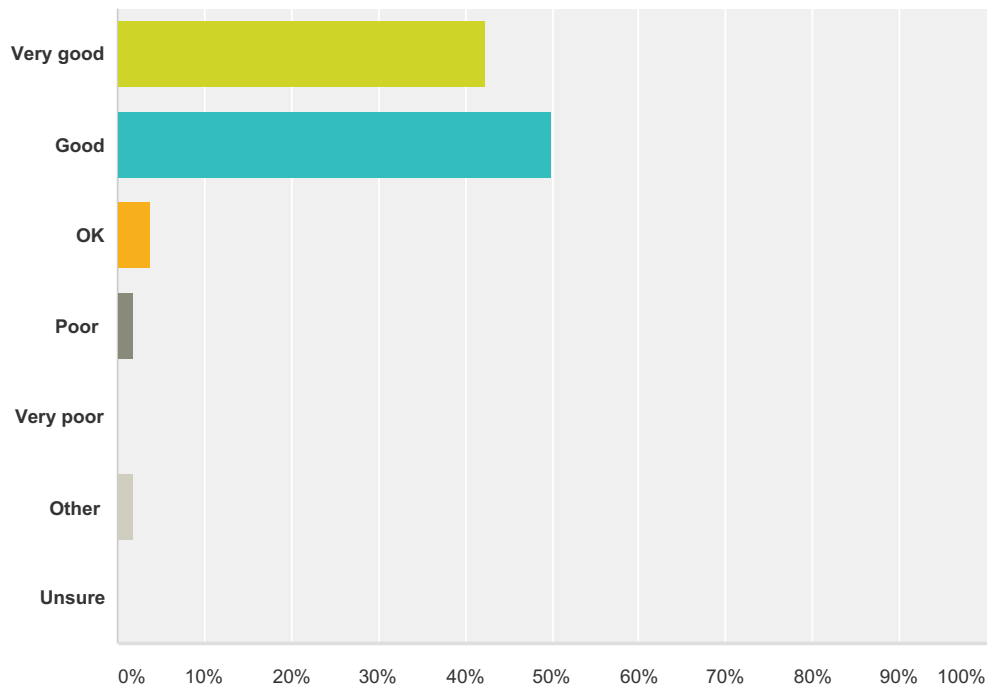
- Streets are very important to residents, there is a perception they are in poor condition
- Recreation is ranked lowest and there is a perception there is not a lot of communication about programs
- From the business interviews/focus groups, the city is perceived as not easy to work with regarding permits, etc.
- From the business interviews/focus groups, the city is perceived as responsive to needs of businesses
- The top methods to communicate to residents is through email, the local newspaper and the website

A stylized, monochromatic orange graphic on a solid orange background. It features a large, rounded tree with a thick trunk and a dense canopy of leaves. In the upper right corner of the tree's canopy, there is a small, eight-pointed star. The entire graphic is contained within a large, light-orange circle.

ONLINE FOCUS GROUP

Q1 How would you rate the current QUALITY OF LIFE in the City of Oberlin?

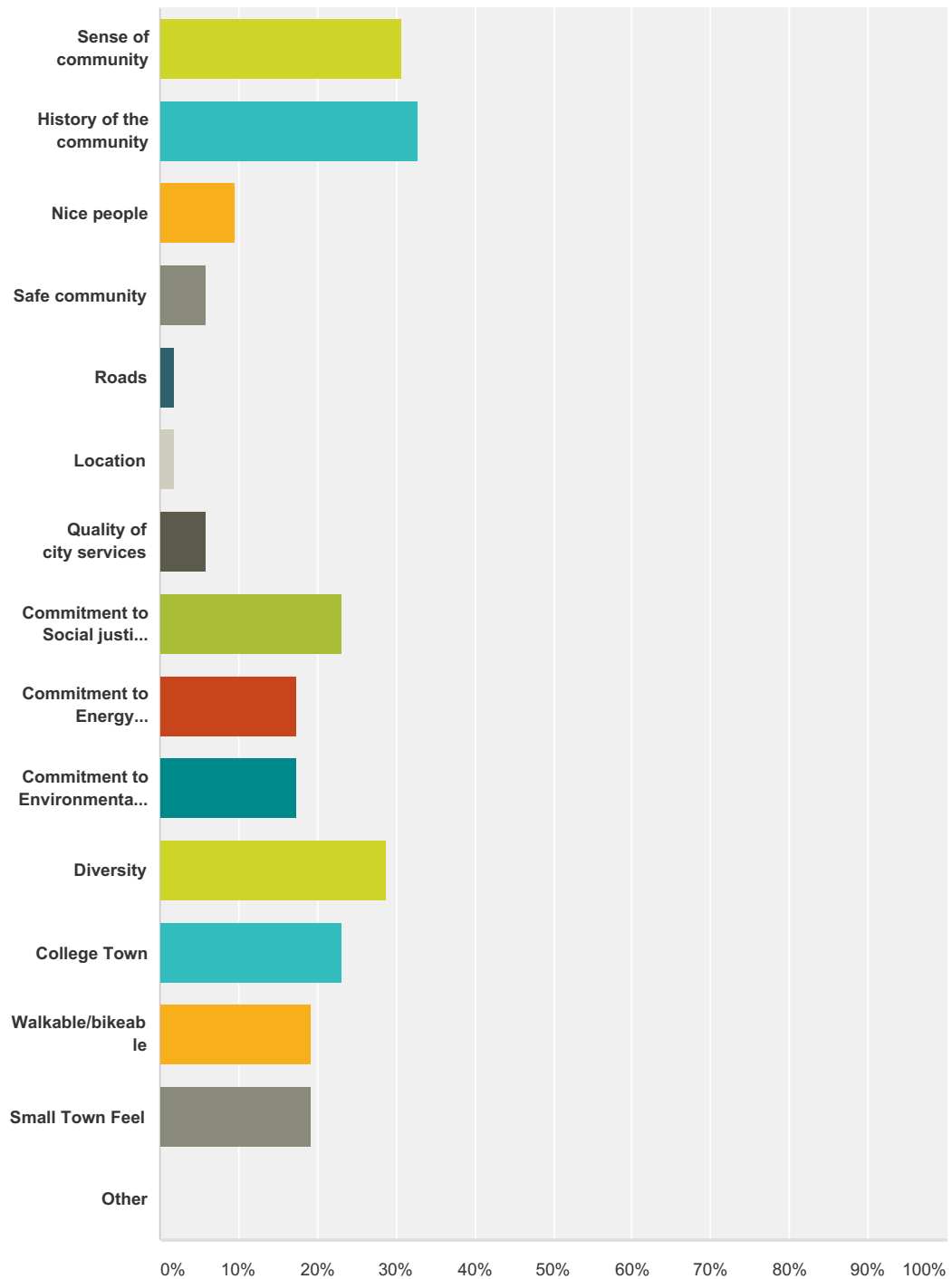
Answered: 52 Skipped: 0



Answer Choices	Responses	
Very good	42.31%	22
Good	50.00%	26
OK	3.85%	2
Poor	1.92%	1
Very poor	0.00%	0
Other	1.92%	1
Unsure	0.00%	0
Total		52

Q2 In two or three words of your own, what do you like most about the City of Oberlin?

Answered: 52 Skipped: 0



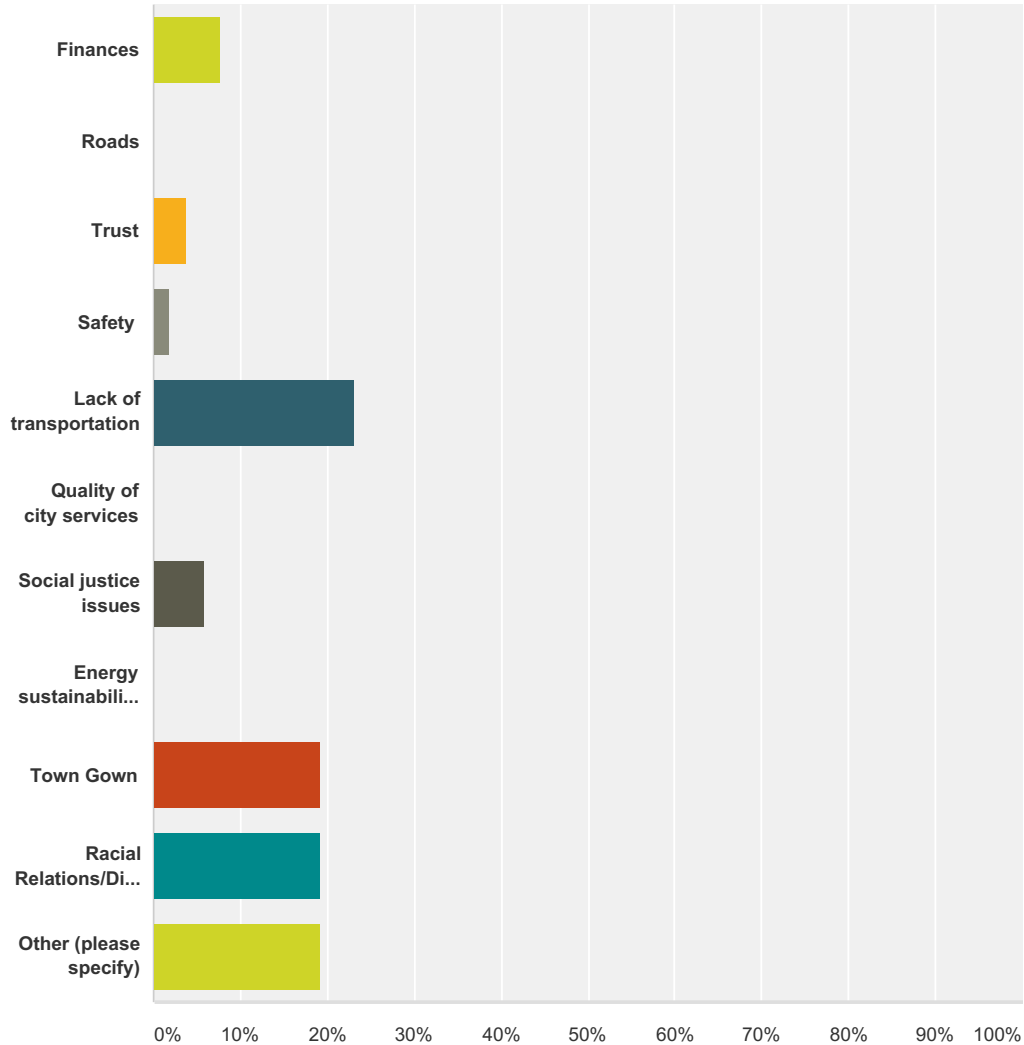
Answer Choices	Responses
Sense of community	30.77% 16
History of the community	32.69% 17

City of Oberlin Community Survey

Nice people	9.62%	5
Safe community	5.77%	3
Roads	1.92%	1
Location	1.92%	1
Quality of city services	5.77%	3
Commitment to Social justice issues	23.08%	12
Commitment to Energy Sustainability	17.31%	9
Commitment to Environmental Issues	17.31%	9
Diversity	28.85%	15
College Town	23.08%	12
Walkable/bikeable	19.23%	10
Small Town Feel	19.23%	10
Other	0.00%	0
Total Respondents: 52		

Q3 In two or three words of your own, what do you believe is the biggest challenge facing the City of Oberlin?

Answered: 52 Skipped: 0



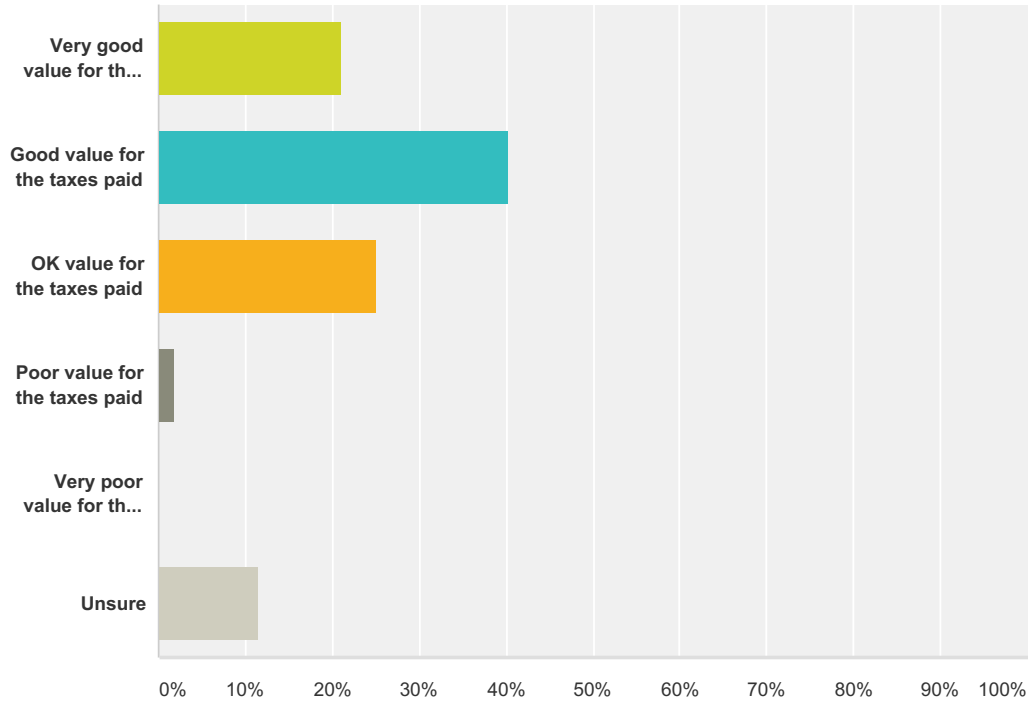
Answer Choices	Responses	
Finances	7.69%	4
Roads	0.00%	0
Trust	3.85%	2
Safety	1.92%	1
Lack of transportation	23.08%	12
Quality of city services	0.00%	0
Social justice issues	5.77%	3
Energy sustainability issues	0.00%	0

City of Oberlin Community Survey

Town Gown	19.23%	10
Racial Relations/Diversity	19.23%	10
Other (please specify)	19.23%	10
Total		52

Q4 Do you believe that the services provided to the residents of the City of Oberlin are a:

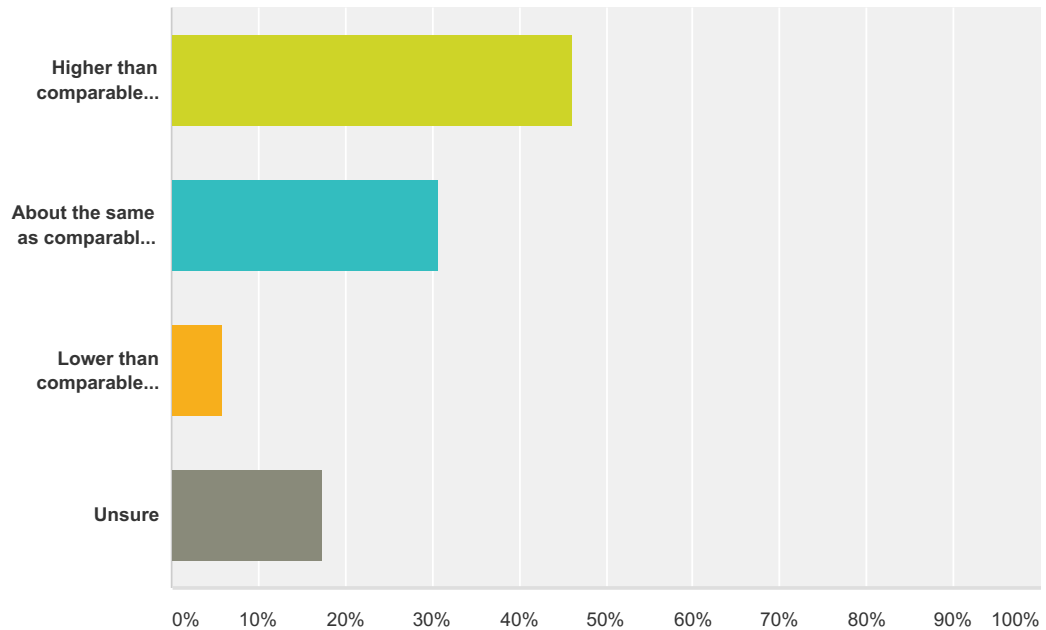
Answered: 52 Skipped: 0



Answer Choices	Responses	
Very good value for the taxes paid	21.15%	11
Good value for the taxes paid	40.38%	21
OK value for the taxes paid	25.00%	13
Poor value for the taxes paid	1.92%	1
Very poor value for the taxes paid	0.00%	0
Unsure	11.54%	6
Total		52

Q5 Do you believe that the taxes you pay to support services provided by the City of Oberlin are:

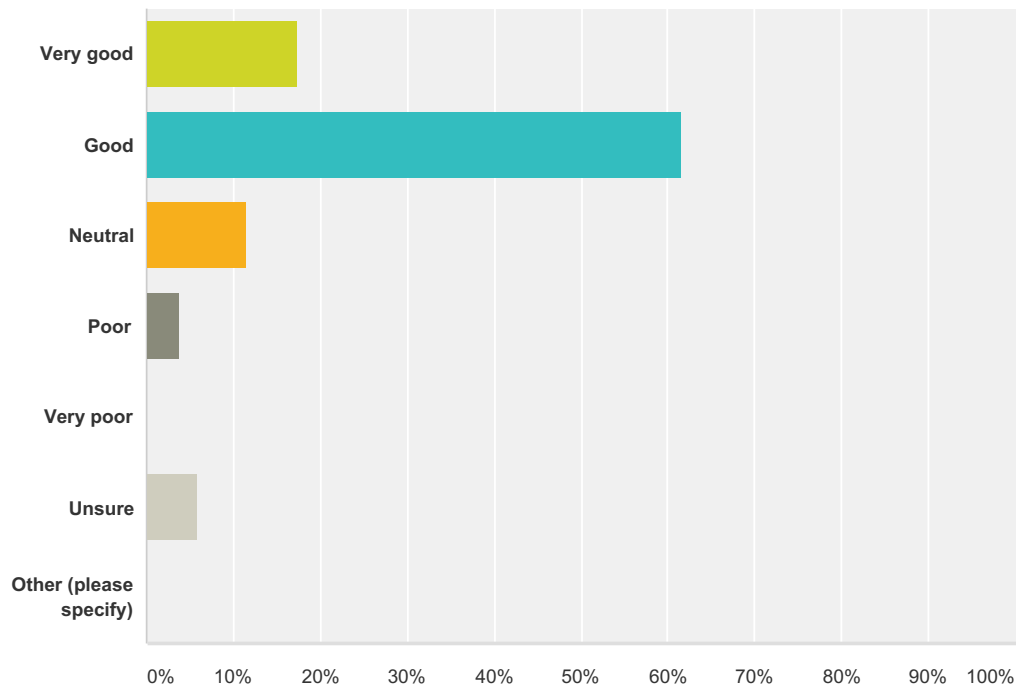
Answered: 52 Skipped: 0



Answer Choices	Responses	
Higher than comparable cities	46.15%	24
About the same as comparable cities	30.77%	16
Lower than comparable cities	5.77%	3
Unsure	17.31%	9
Total		52

Q6 How would you rate the quality of city services provided by the City of Oberlin?

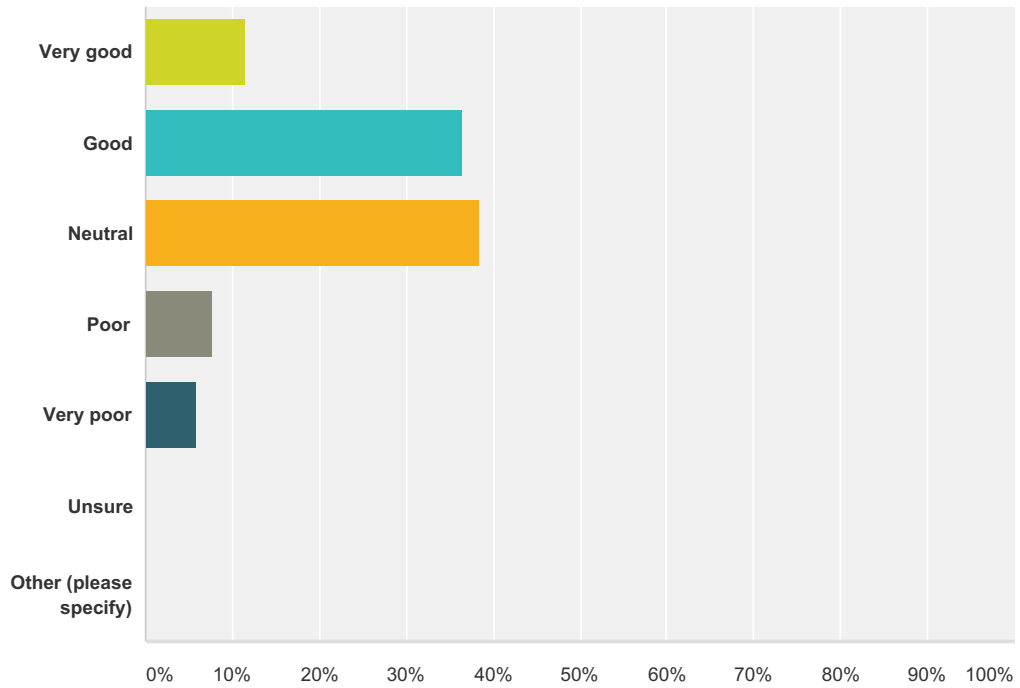
Answered: 52 Skipped: 0



Answer Choices	Responses	
Very good	17.31%	9
Good	61.54%	32
Neutral	11.54%	6
Poor	3.85%	2
Very poor	0.00%	0
Unsure	5.77%	3
Other (please specify)	0.00%	0
Total		52

Q7 How would you rate the condition of the city's streets?

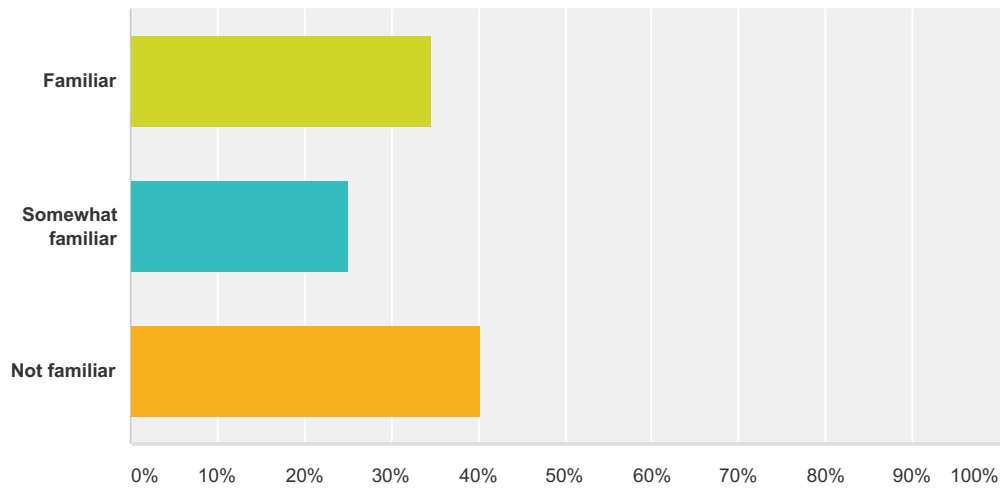
Answered: 52 Skipped: 0



Answer Choices	Responses	
Very good	11.54%	6
Good	36.54%	19
Neutral	38.46%	20
Poor	7.69%	4
Very poor	5.77%	3
Unsure	0.00%	0
Other (please specify)	0.00%	0
Total		52

Q8 How familiar are you with the Oberlin Climate Action Plan?

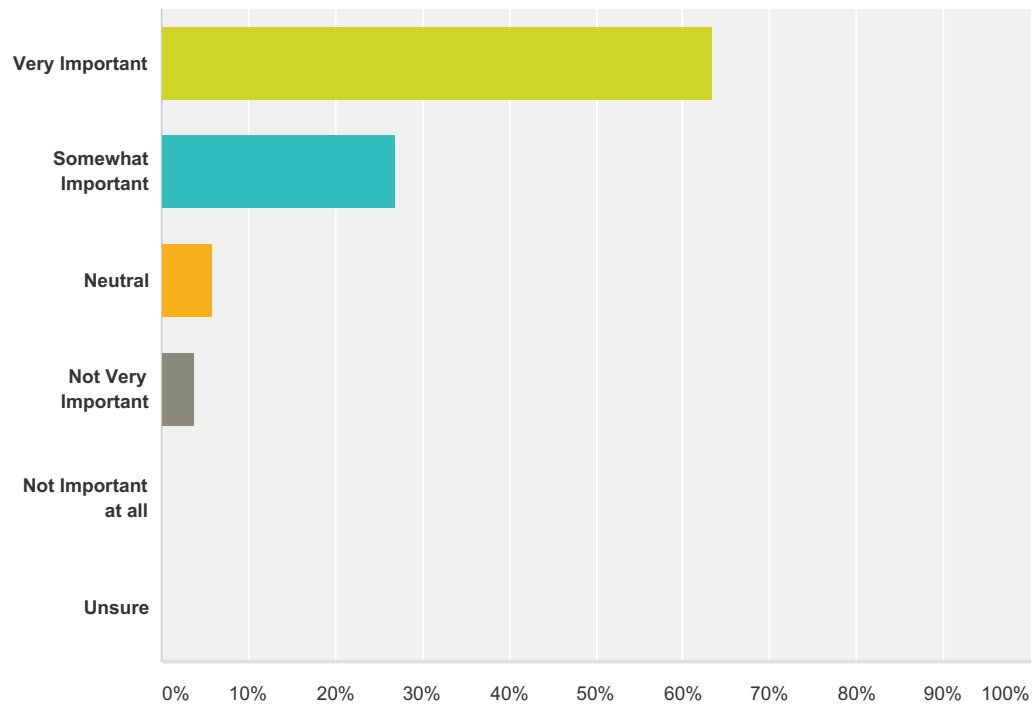
Answered: 52 Skipped: 0



Answer Choices	Responses	
Familiar	34.62%	18
Somewhat familiar	25.00%	13
Not familiar	40.38%	21
Total		52

Q9 How important to you are the city's environmental sustainability efforts?

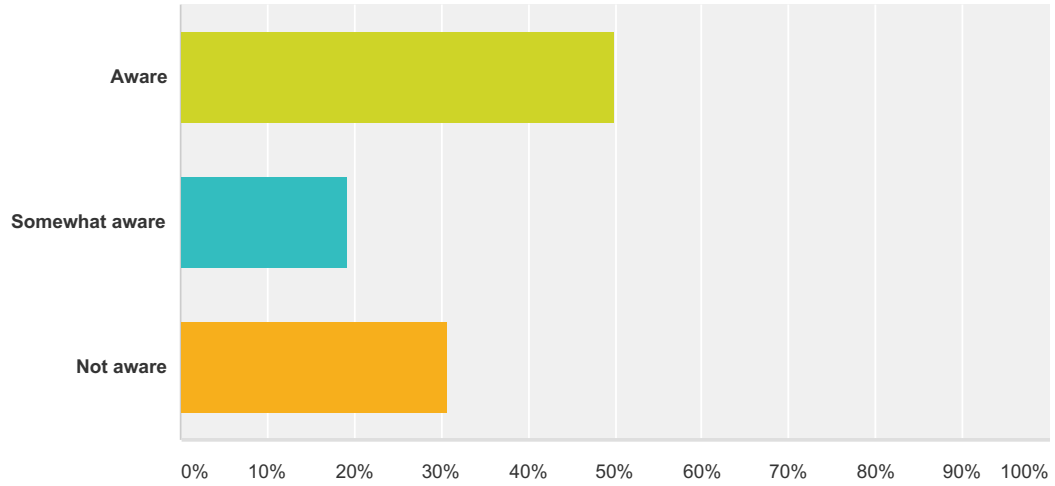
Answered: 52 Skipped: 0



Answer Choices	Responses	
Very Important	63.46%	33
Somewhat Important	26.92%	14
Neutral	5.77%	3
Not Very Important	3.85%	2
Not Important at all	0.00%	0
Unsure	0.00%	0
Total		52

Q10 How aware are you of a community choice donation program for net Renewable Energy Credit (REC) proceeds?

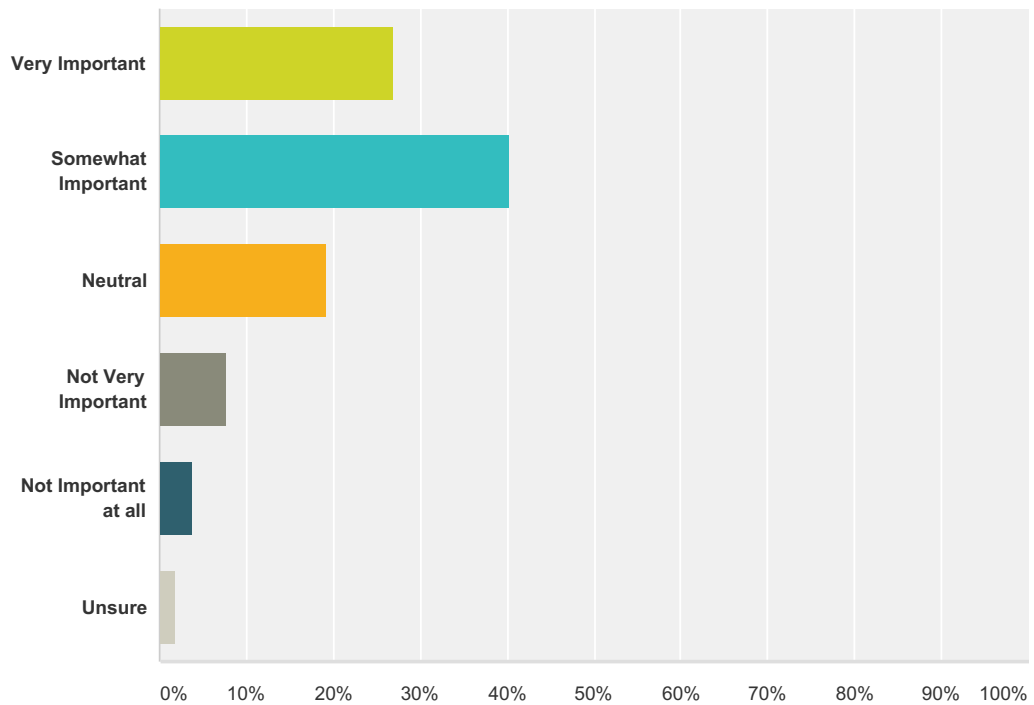
Answered: 52 Skipped: 0



Answer Choices	Responses	
Aware	50.00%	26
Somewhat aware	19.23%	10
Not aware	30.77%	16
Total		52

Q11 How important of an issue is improving stormwater drainage to you?

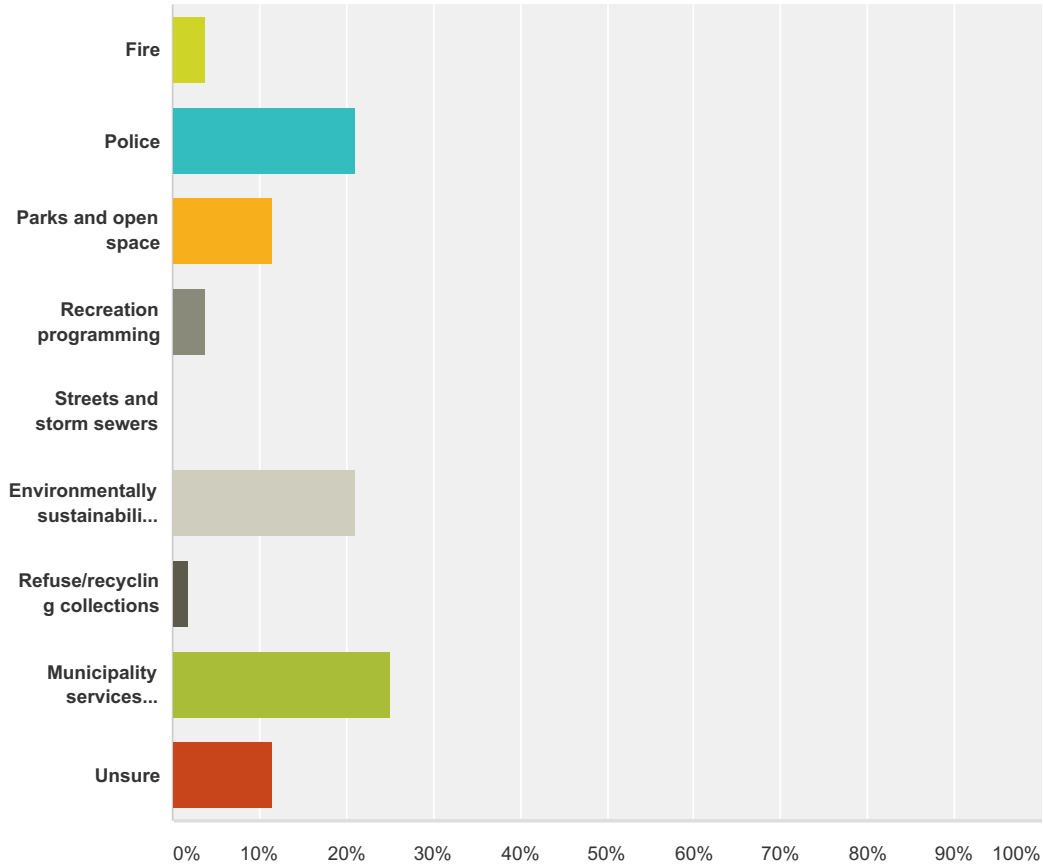
Answered: 52 Skipped: 0



Answer Choices	Responses	
Very Important	26.92%	14
Somewhat Important	40.38%	21
Neutral	19.23%	10
Not Very Important	7.69%	4
Not Important at all	3.85%	2
Unsure	1.92%	1
Total		52

Q12 Which of the following Oberlin City Government service is most important to you?

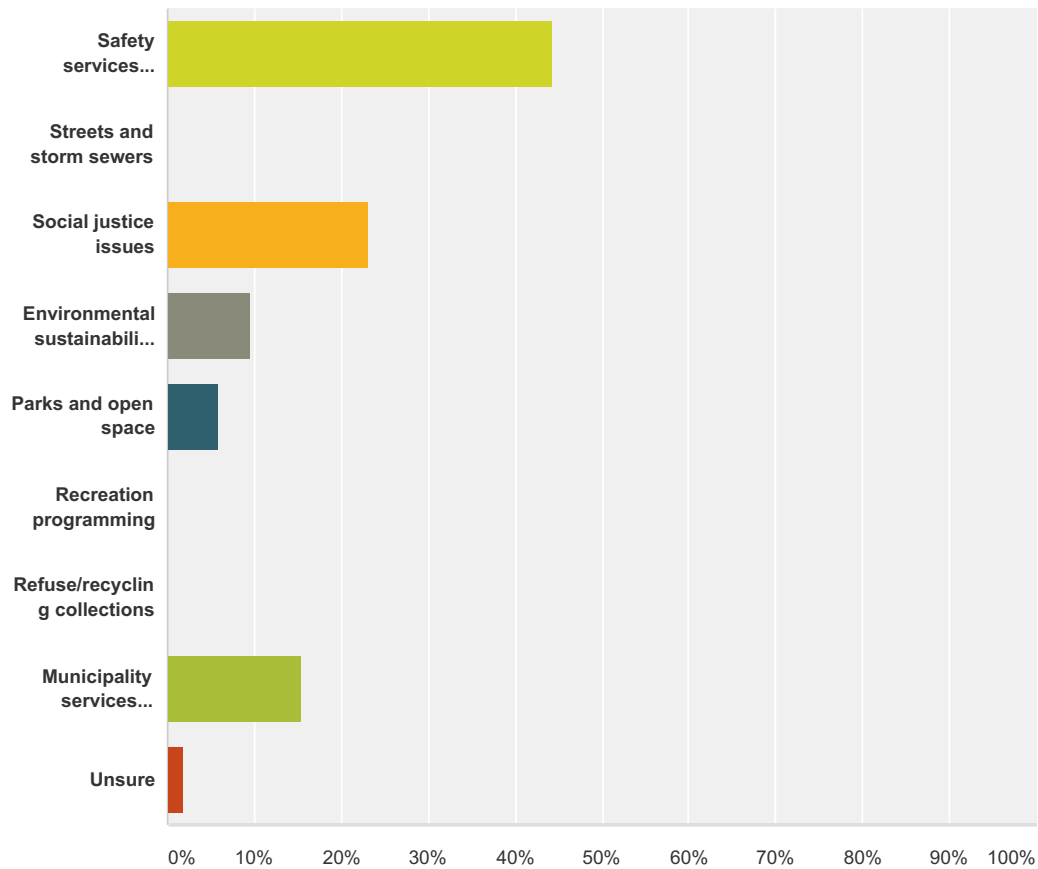
Answered: 52 Skipped: 0



Answer Choices	Responses	
Fire	3.85%	2
Police	21.15%	11
Parks and open space	11.54%	6
Recreation programming	3.85%	2
Streets and storm sewers	0.00%	0
Environmentally sustainability programs	21.15%	11
Refuse/recycling collections	1.92%	1
Municipality services (water, sewer and electric)	25.00%	13
Unsure	11.54%	6
Total		52

Q13 Which of the following should be Oberlin City Government's top priority?

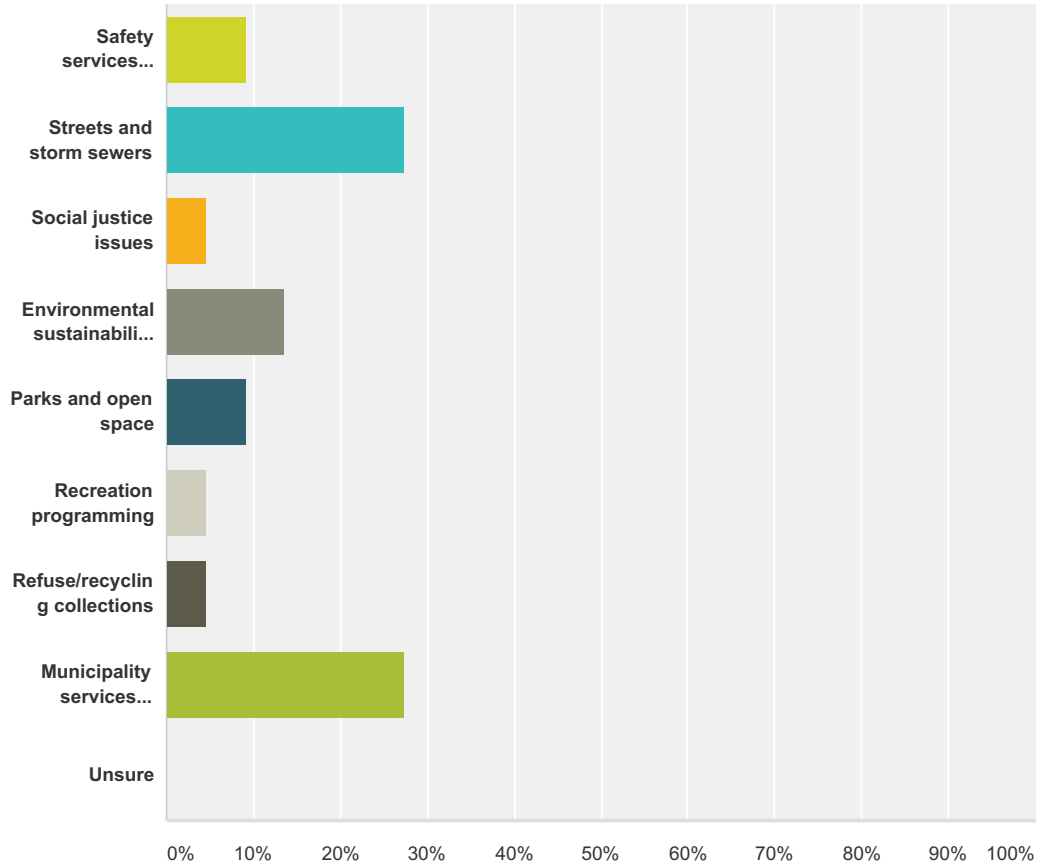
Answered: 52 Skipped: 0



Answer Choices	Responses	
Safety services including police and fire	44.23%	23
Streets and storm sewers	0.00%	0
Social justice issues	23.08%	12
Environmental sustainability issues	9.62%	5
Parks and open space	5.77%	3
Recreation programming	0.00%	0
Refuse/recycling collections	0.00%	0
Municipality services (water, sewer and electric)	15.38%	8
Unsure	1.92%	1
Total		52

Q14 You just stated that safety services including police and fire should be the City's top priority. Of the following remaining choices, which should be the Oberlin's City Government's priority?

Answered: 22 Skipped: 30



Answer Choices	Responses	
Safety services including police and fire	9.09%	2
Streets and storm sewers	27.27%	6
Social justice issues	4.55%	1
Environmental sustainability issues	13.64%	3
Parks and open space	9.09%	2
Recreation programming	4.55%	1
Refuse/recycling collections	4.55%	1
Municipality services (water, sewer and electric)	27.27%	6
Unsure	0.00%	0
Total		22

Q15 You just stated that streets and storm sewers should be the City's top priority. Of the following remaining choices, which should be the Oberlin's City Government's priority?

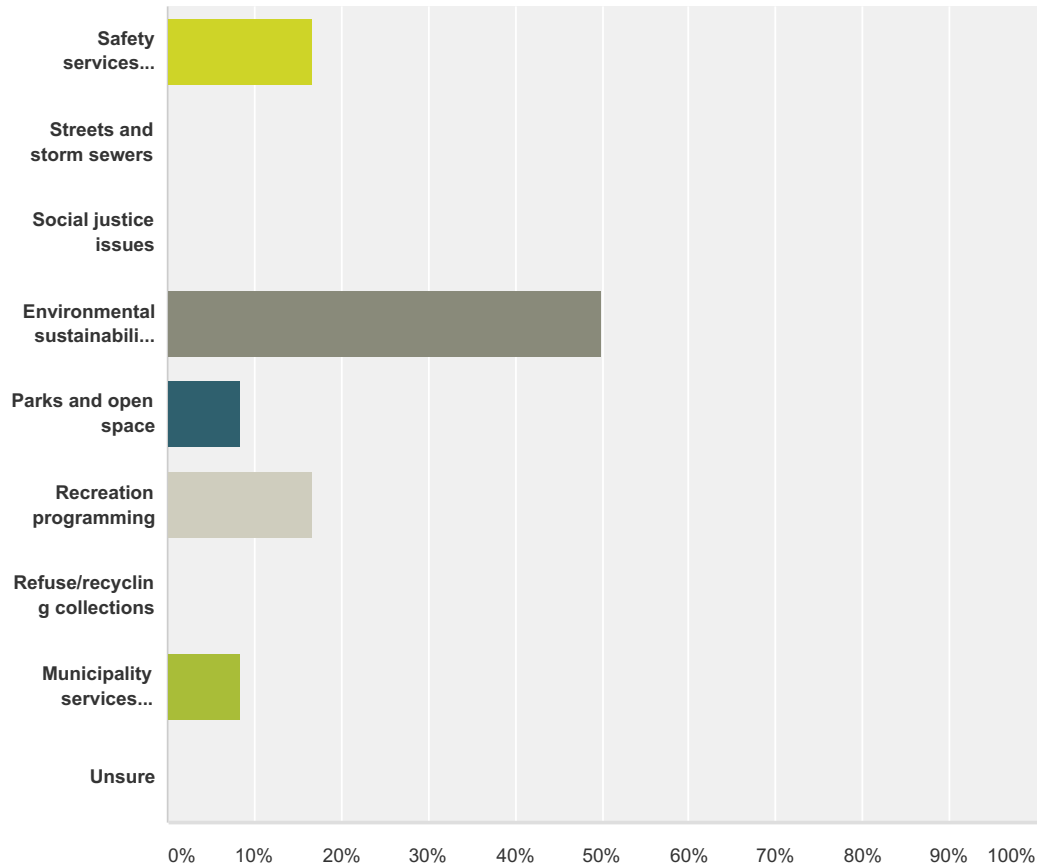
Answered: 0 Skipped: 52

⚠ No matching responses.

Answer Choices	Responses	
Safety services including police and fire	0.00%	0
Streets and storm sewers	0.00%	0
Social justice issues	0.00%	0
Environmental sustainability issues	0.00%	0
Parks and open space	0.00%	0
Recreation programming	0.00%	0
Refuse/recycling collections	0.00%	0
Municipality services (water, sewer and electric)	0.00%	0
Unsure	0.00%	0
Total		0

Q16 You just stated that social justice issues should be the City's top priority. Of the following remaining choices, which should be the Oberlin's City Government's priority?

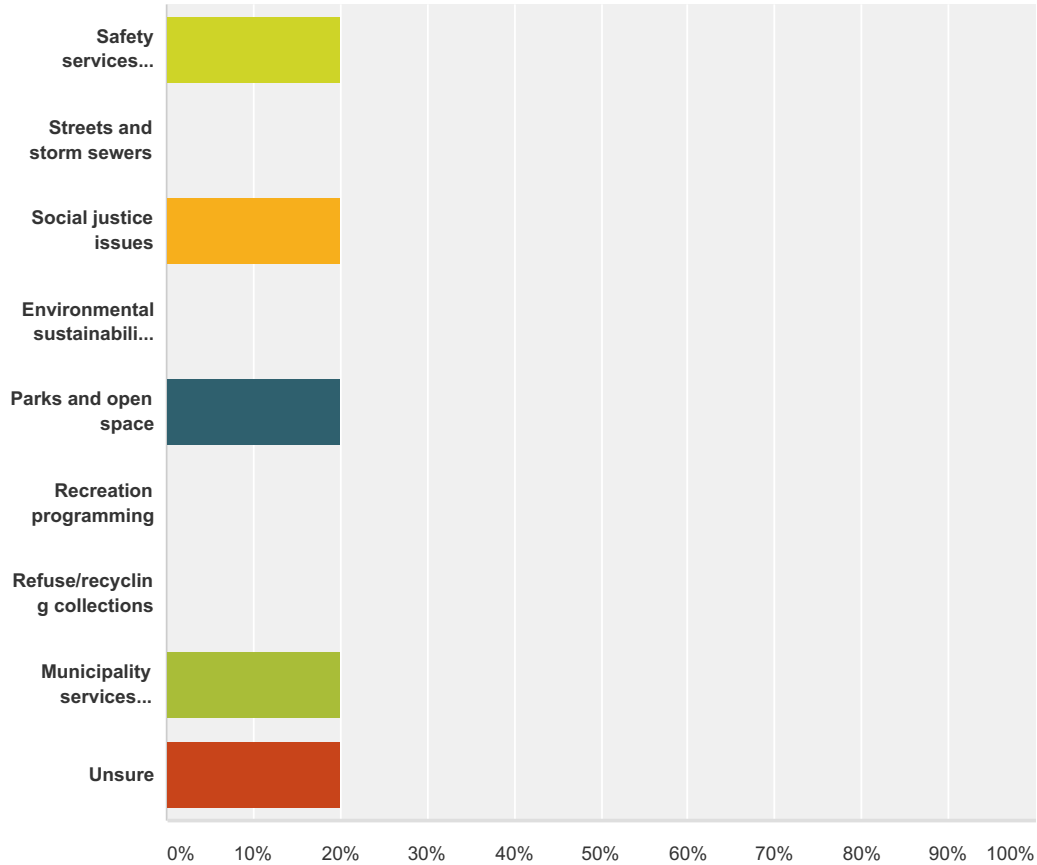
Answered: 12 Skipped: 40



Answer Choices	Responses	
Safety services including police and fire	16.67%	2
Streets and storm sewers	0.00%	0
Social justice issues	0.00%	0
Environmental sustainability issues	50.00%	6
Parks and open space	8.33%	1
Recreation programming	16.67%	2
Refuse/recycling collections	0.00%	0
Municipality services (water, sewer and electric)	8.33%	1
Unsure	0.00%	0
Total		12

Q17 You just stated that environmental sustainability issues should be the City's top priority. Of the following remaining choices, which should be the Oberlin's City Government's priority?

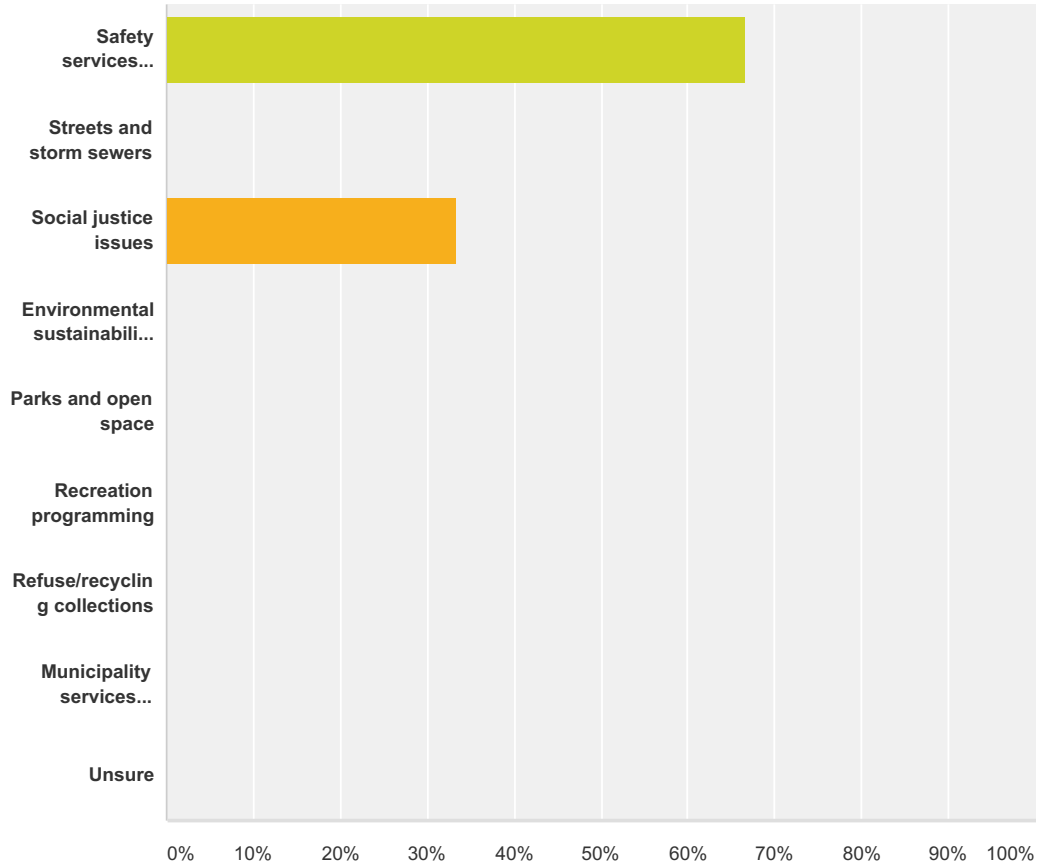
Answered: 5 Skipped: 47



Answer Choices	Responses	
Safety services including police and fire	20.00%	1
Streets and storm sewers	0.00%	0
Social justice issues	20.00%	1
Environmental sustainability issues	0.00%	0
Parks and open space	20.00%	1
Recreation programming	0.00%	0
Refuse/recycling collections	0.00%	0
Municipality services (water, sewer and electric)	20.00%	1
Unsure	20.00%	1
Total		5

Q18 You just stated that parks and open space should be the City's top priority. Of the following remaining choices, which should be the Oberlin's City Government's priority?

Answered: 3 Skipped: 49



Answer Choices	Responses	
Safety services including police and fire	66.67%	2
Streets and storm sewers	0.00%	0
Social justice issues	33.33%	1
Environmental sustainability issues	0.00%	0
Parks and open space	0.00%	0
Recreation programming	0.00%	0
Refuse/recycling collections	0.00%	0
Municipality services (water, sewer and electric)	0.00%	0
Unsure	0.00%	0
Total		3

Q19 You just stated that recreation programming should be the City's top priority. Of the following remaining choices, which should be the Oberlin's City Government's priority?

Answered: 0 Skipped: 52

⚠ No matching responses.

Answer Choices	Responses
Safety services including police and fire	0.00% 0
Streets and storm sewers	0.00% 0
Social justice issues	0.00% 0
Environmental sustainability issues	0.00% 0
Parks and open space	0.00% 0
Recreation programming	0.00% 0
Refuse/recycling collections	0.00% 0
Municipality services (water, sewer and electric)	0.00% 0
Unsure	0.00% 0
Total	0

Q20 You just stated that refuse/recycling collections should be the City's top priority. Of the following remaining choices, which should be the Oberlin's City Government's priority?

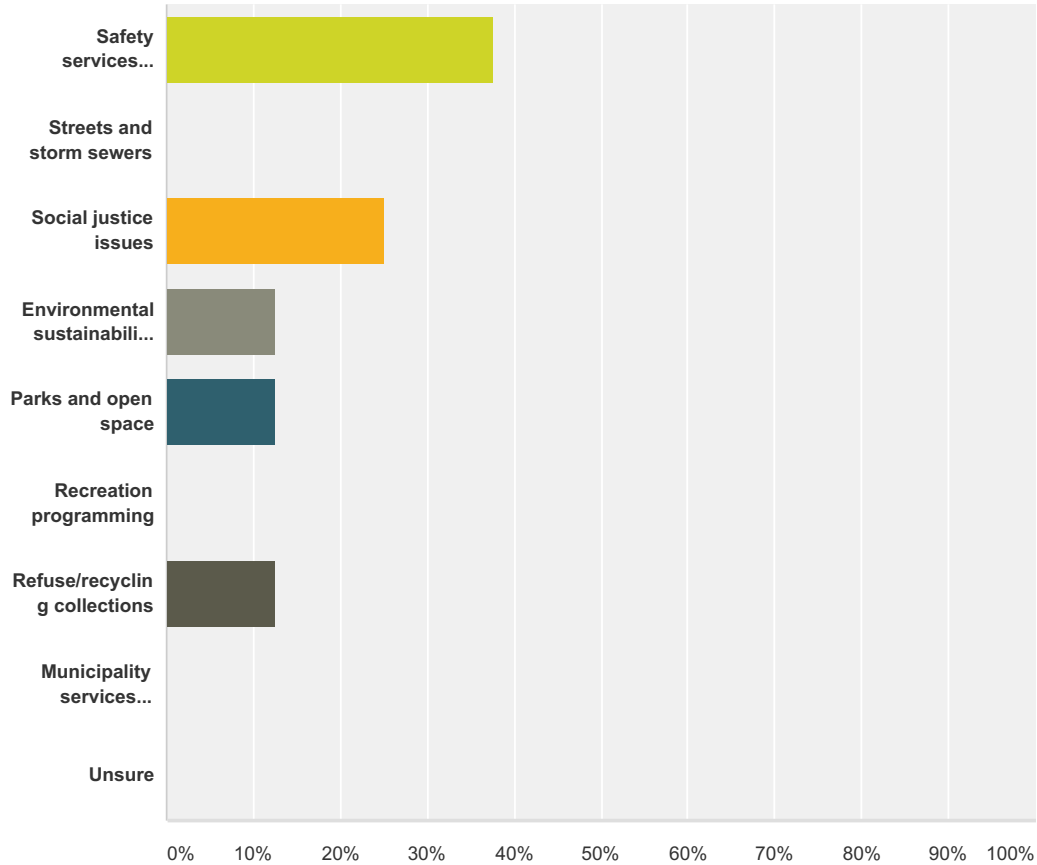
Answered: 0 Skipped: 52

⚠ No matching responses.

Answer Choices	Responses	
Safety services including police and fire	0.00%	0
Streets and storm sewers	0.00%	0
Social justice issues	0.00%	0
Environmental sustainability issues	0.00%	0
Parks and open space	0.00%	0
Recreation programming	0.00%	0
Refuse/recycling collections	0.00%	0
Municipality services (water, sewer and electric)	0.00%	0
Unsure	0.00%	0
Total		0

Q21 You just stated that municipality services (water, sewer and electric) should be the City's top priority. Of the following remaining choices, which should be the Oberlin's City Government's priority?

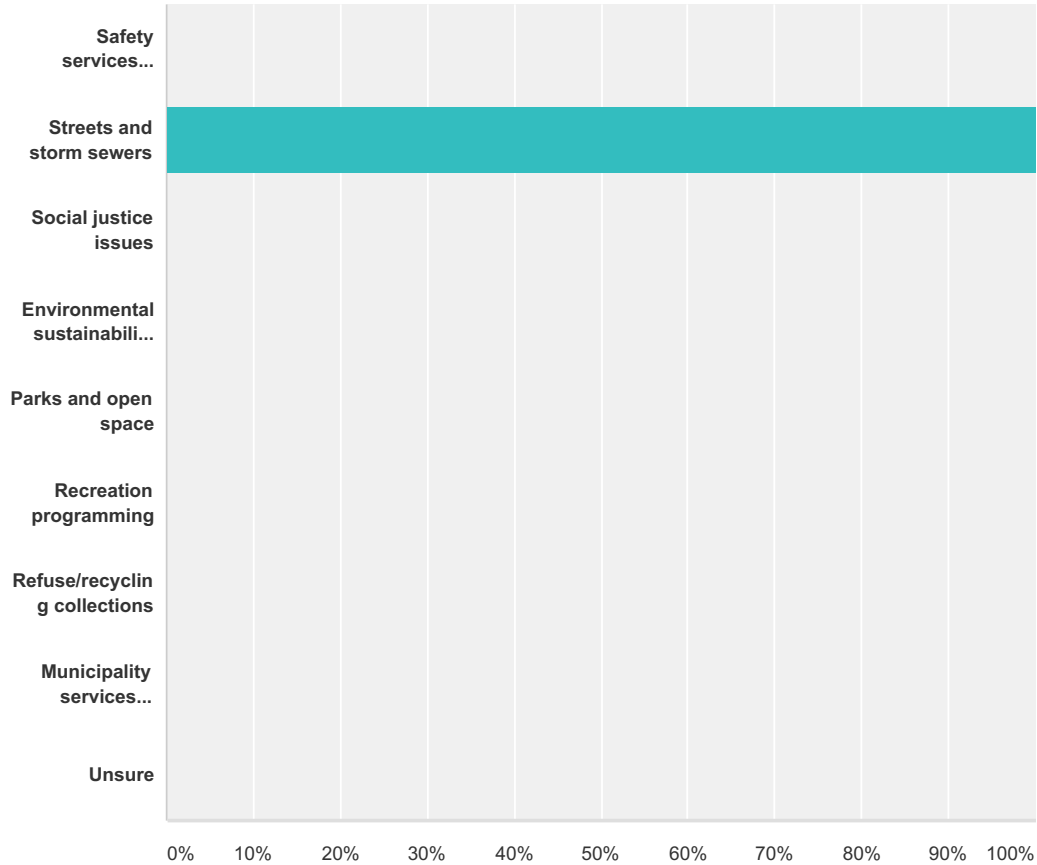
Answered: 8 Skipped: 44



Answer Choices	Responses	
Safety services including police and fire	37.50%	3
Streets and storm sewers	0.00%	0
Social justice issues	25.00%	2
Environmental sustainability issues	12.50%	1
Parks and open space	12.50%	1
Recreation programming	0.00%	0
Refuse/recycling collections	12.50%	1
Municipality services (water, sewer and electric)	0.00%	0
Unsure	0.00%	0
Total		8

Q22 You just stated that you are unsure what should be the City's top priority. Of the following remaining choices, which should be the Oberlin's City Government's priority?

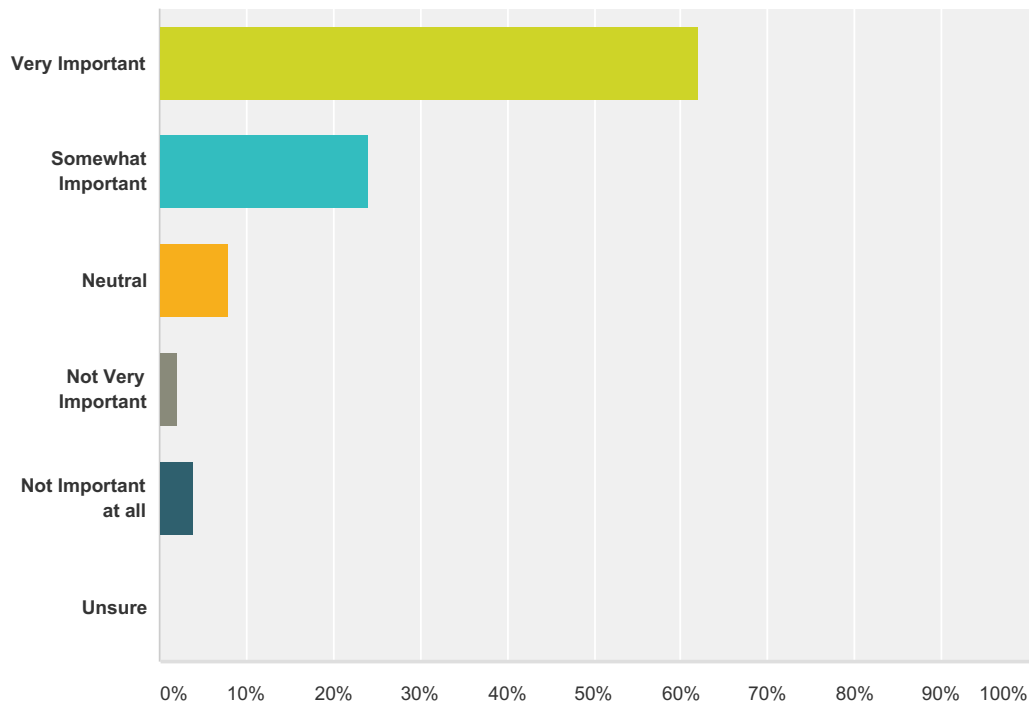
Answered: 1 Skipped: 51



Answer Choices	Responses	
Safety services including police and fire	0.00%	0
Streets and storm sewers	100.00%	1
Social justice issues	0.00%	0
Environmental sustainability issues	0.00%	0
Parks and open space	0.00%	0
Recreation programming	0.00%	0
Refuse/recycling collections	0.00%	0
Municipality services (water, sewer and electric)	0.00%	0
Unsure	0.00%	0
Total		1

Q23 How important are the City of Oberlin's Police services to you?

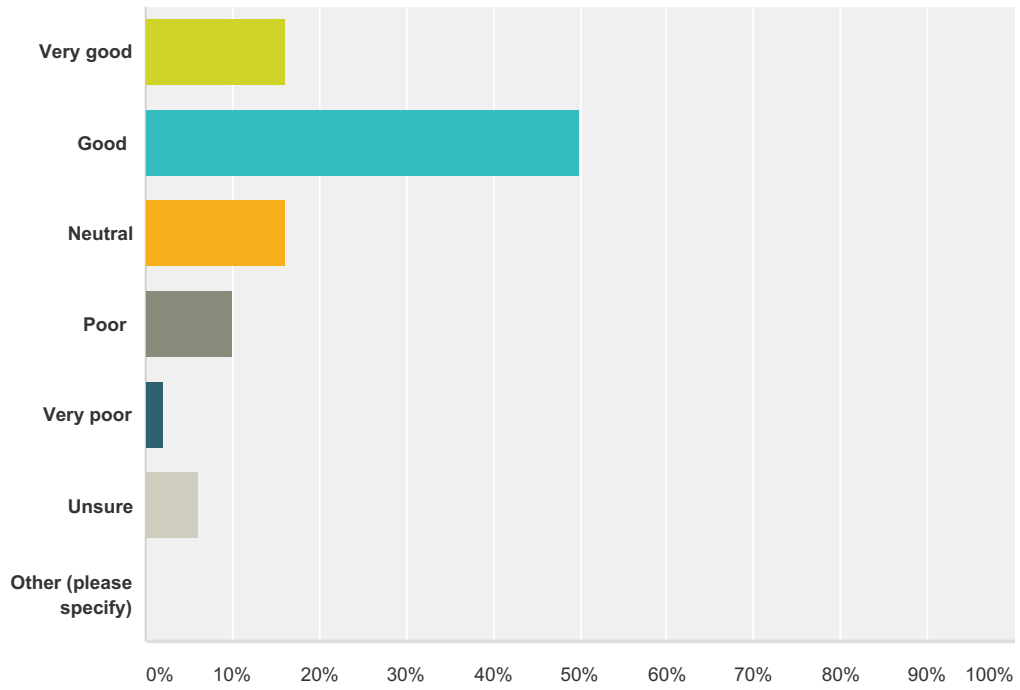
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very Important	62.00%	31
Somewhat Important	24.00%	12
Neutral	8.00%	4
Not Very Important	2.00%	1
Not Important at all	4.00%	2
Unsure	0.00%	0
Total		50

Q24 How would you rate the City of Oberlin's Police services?

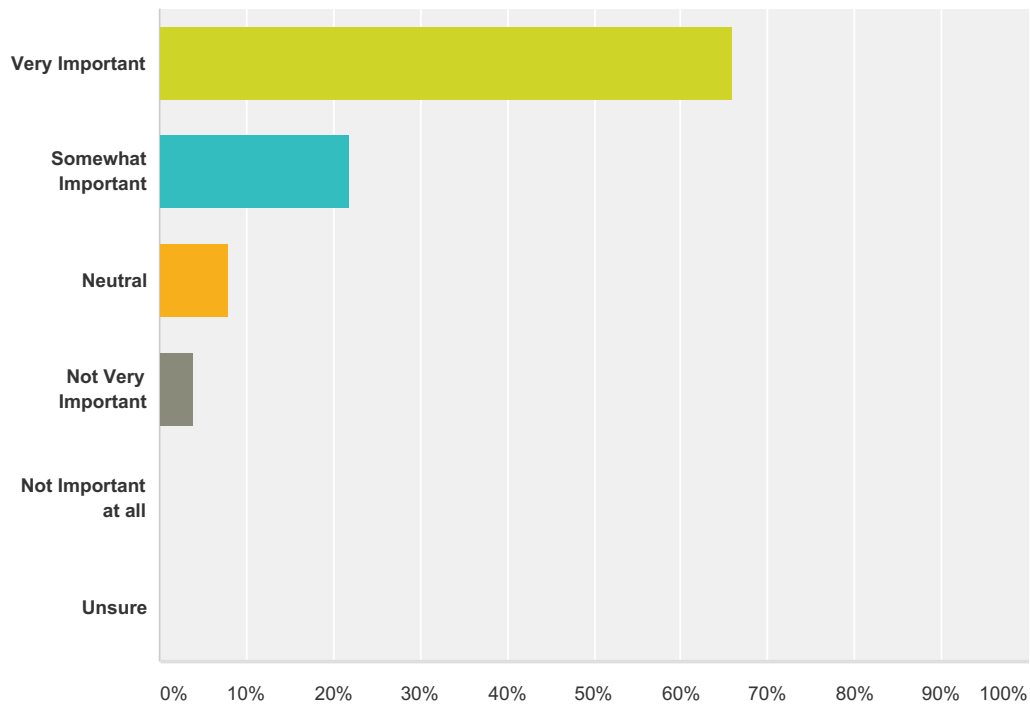
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very good	16.00%	8
Good	50.00%	25
Neutral	16.00%	8
Poor	10.00%	5
Very poor	2.00%	1
Unsure	6.00%	3
Other (please specify)	0.00%	0
Total		50

Q25 How important are the City of Oberlin's Parks and open spaces to you?

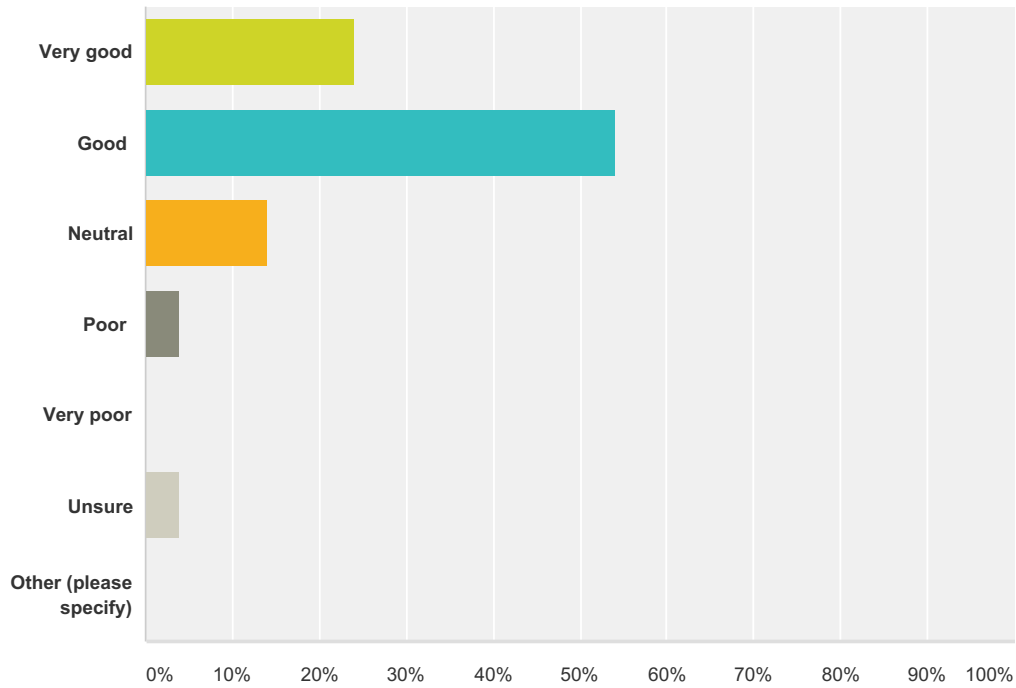
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very Important	66.00%	33
Somewhat Important	22.00%	11
Neutral	8.00%	4
Not Very Important	4.00%	2
Not Important at all	0.00%	0
Unsure	0.00%	0
Total		50

Q26 How would you rate the City of Oberlin's Parks and open spaces?

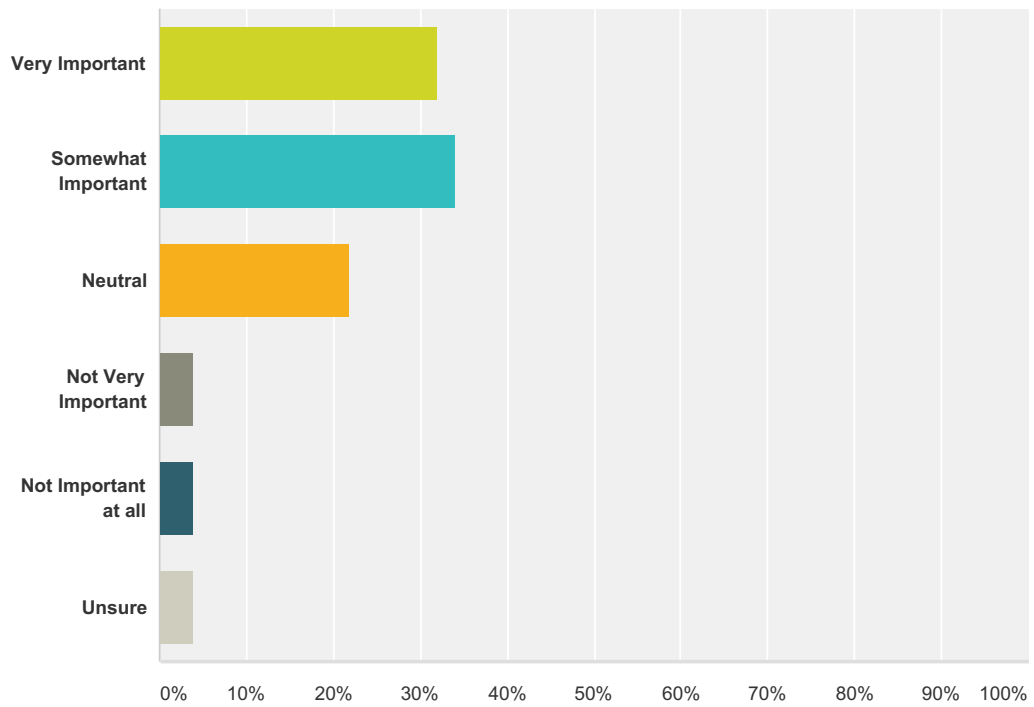
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very good	24.00%	12
Good	54.00%	27
Neutral	14.00%	7
Poor	4.00%	2
Very poor	0.00%	0
Unsure	4.00%	2
Other (please specify)	0.00%	0
Total		50

Q27 How important are the City of Oberlin's Recreation Programming to you?

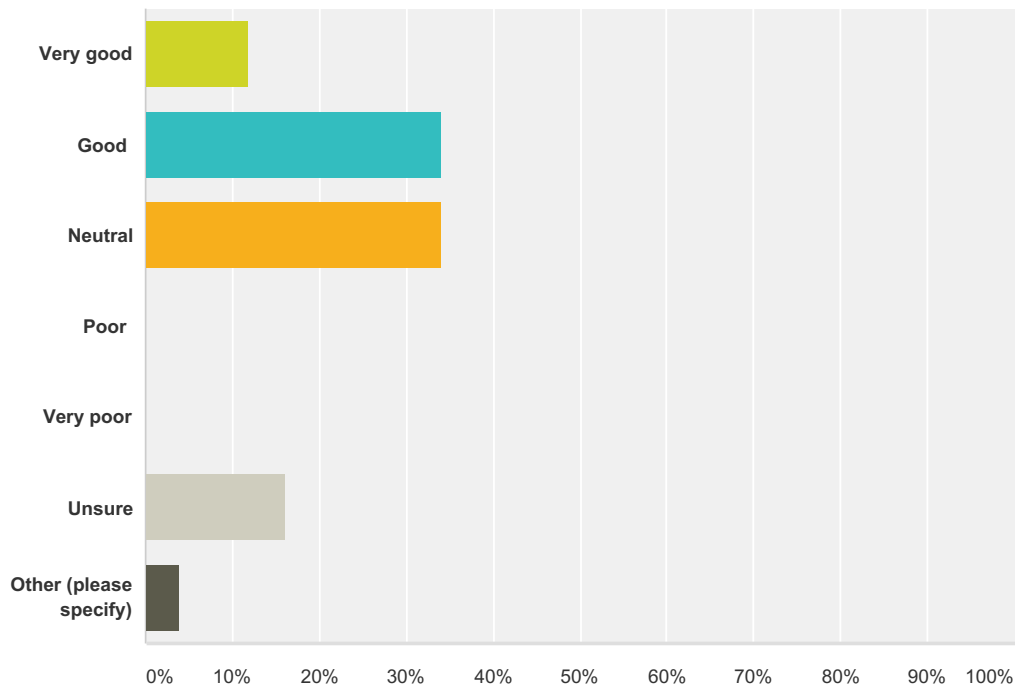
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very Important	32.00%	16
Somewhat Important	34.00%	17
Neutral	22.00%	11
Not Very Important	4.00%	2
Not Important at all	4.00%	2
Unsure	4.00%	2
Total		50

Q28 How would you rate the City of Oberlin's Recreation programming?

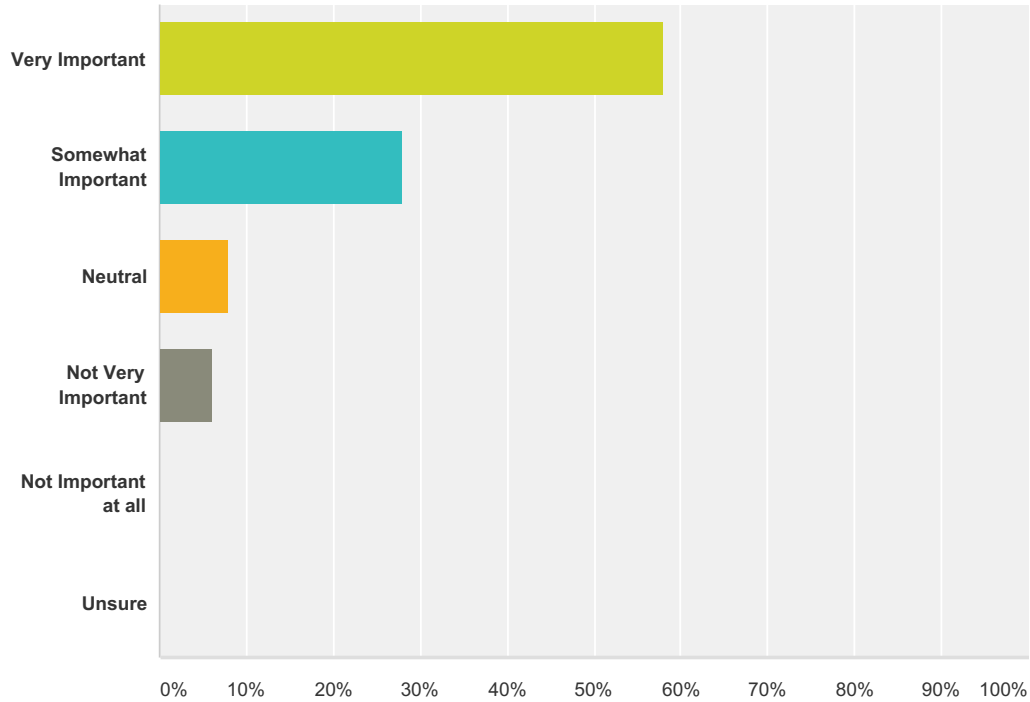
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very good	12.00%	6
Good	34.00%	17
Neutral	34.00%	17
Poor	0.00%	0
Very poor	0.00%	0
Unsure	16.00%	8
Other (please specify)	4.00%	2
Total		50

Q29 How important are the City of Oberlin's environmental sustainability programs to you?

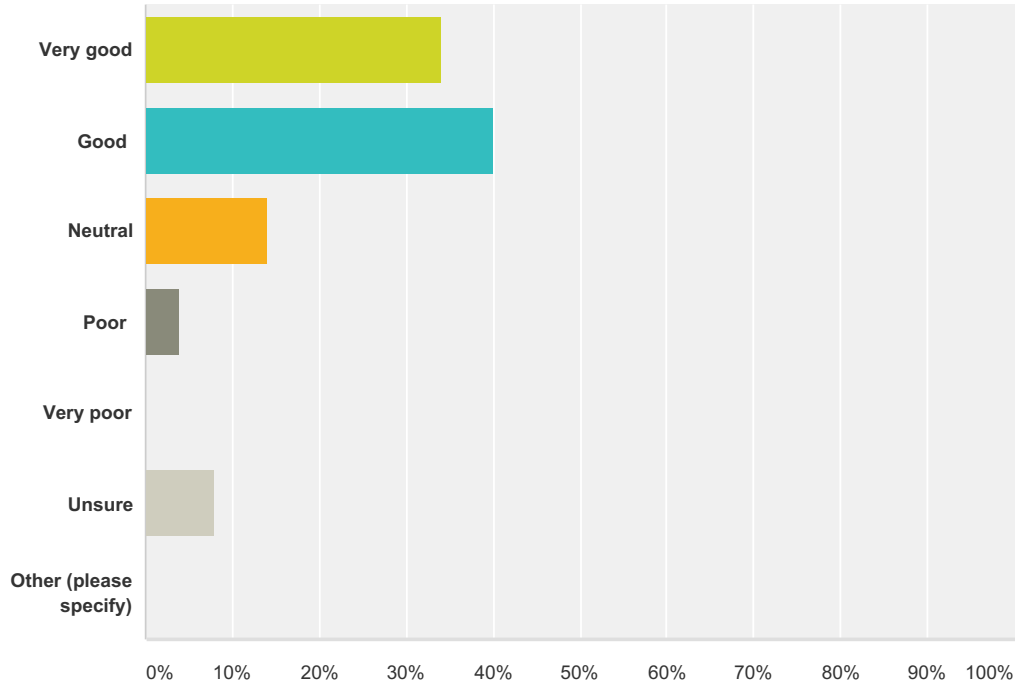
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very Important	58.00%	29
Somewhat Important	28.00%	14
Neutral	8.00%	4
Not Very Important	6.00%	3
Not Important at all	0.00%	0
Unsure	0.00%	0
Total		50

Q30 How would you rate the City of Oberlin's environmental sustainability services?

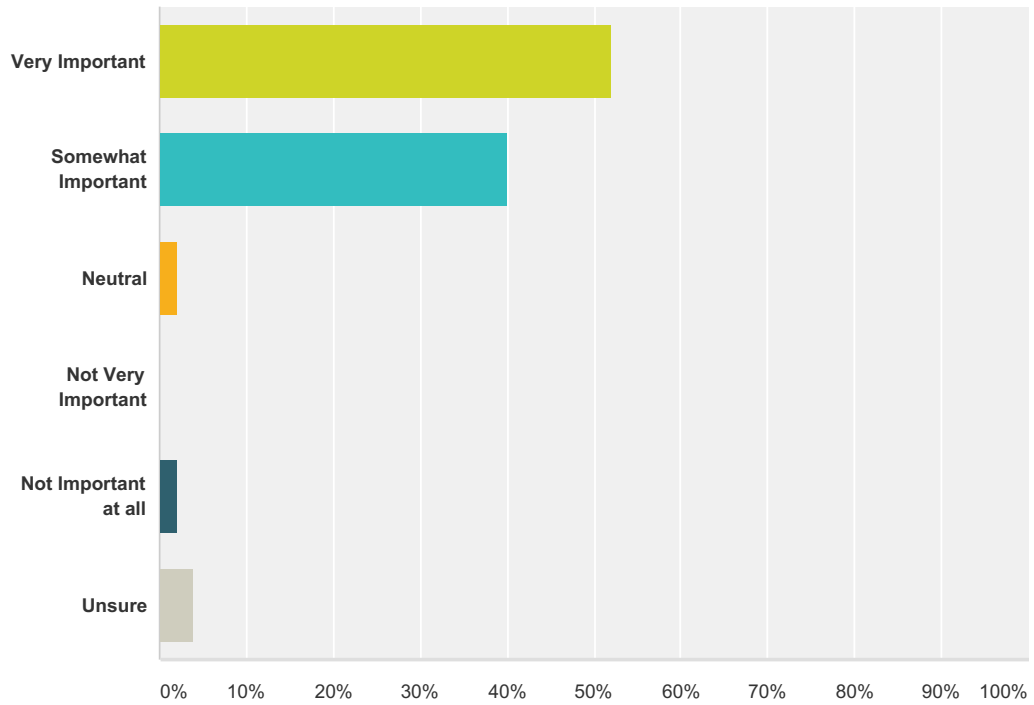
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very good	34.00%	17
Good	40.00%	20
Neutral	14.00%	7
Poor	4.00%	2
Very poor	0.00%	0
Unsure	8.00%	4
Other (please specify)	0.00%	0
Total		50

Q31 How important are the City of Oberlin's street maintenance services to you?

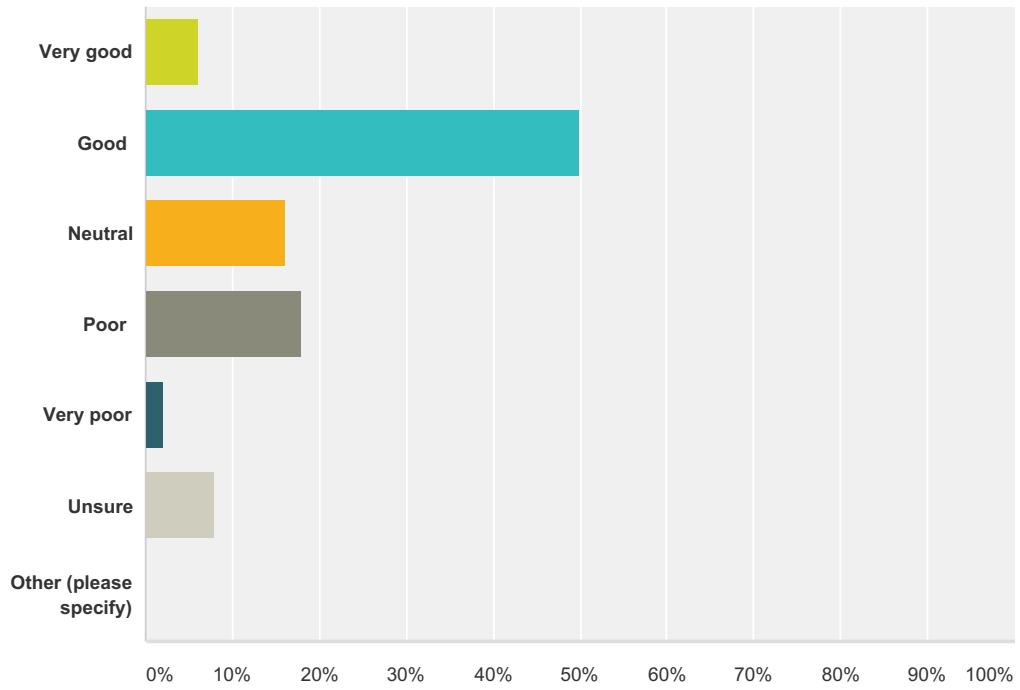
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very Important	52.00%	26
Somewhat Important	40.00%	20
Neutral	2.00%	1
Not Very Important	0.00%	0
Not Important at all	2.00%	1
Unsure	4.00%	2
Total		50

Q32 How would you rate the City of Oberlin's street maintenance services?

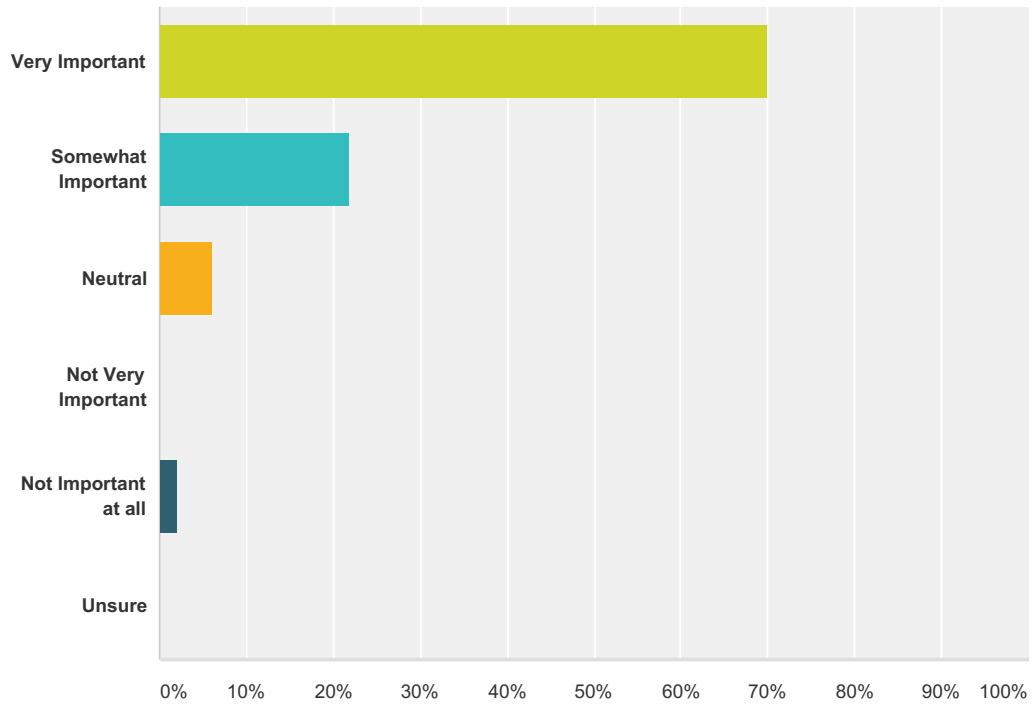
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very good	6.00%	3
Good	50.00%	25
Neutral	16.00%	8
Poor	18.00%	9
Very poor	2.00%	1
Unsure	8.00%	4
Other (please specify)	0.00%	0
Total		50

Q33 How important are the City of Oberlin's Fire services to you?

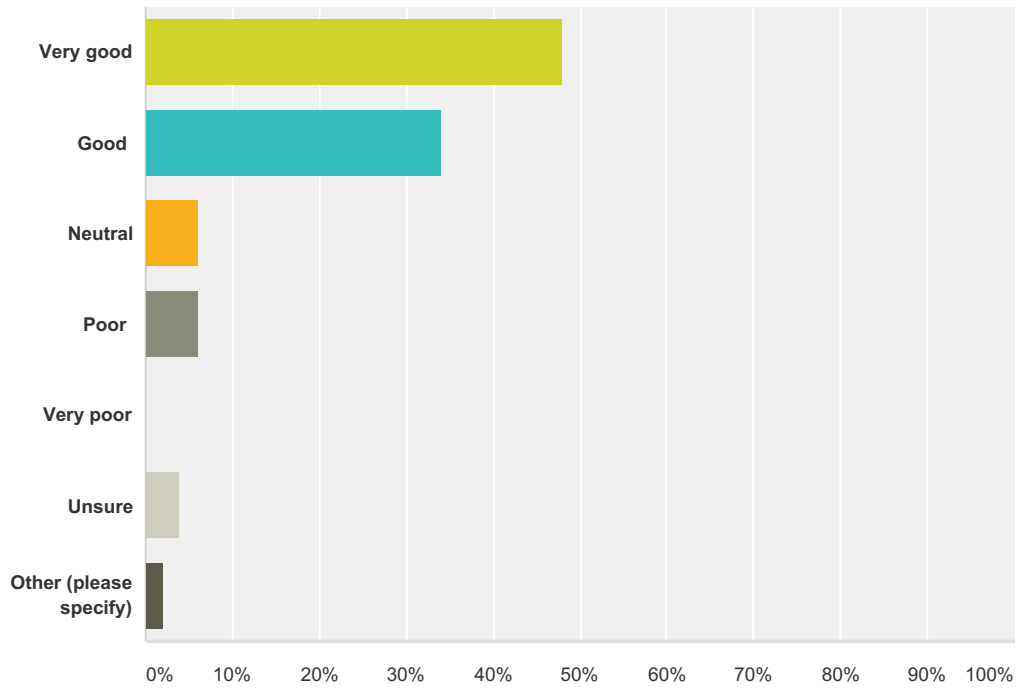
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very Important	70.00%	35
Somewhat Important	22.00%	11
Neutral	6.00%	3
Not Very Important	0.00%	0
Not Important at all	2.00%	1
Unsure	0.00%	0
Total		50

Q34 How would you rate the City of Oberlin's Fire services?

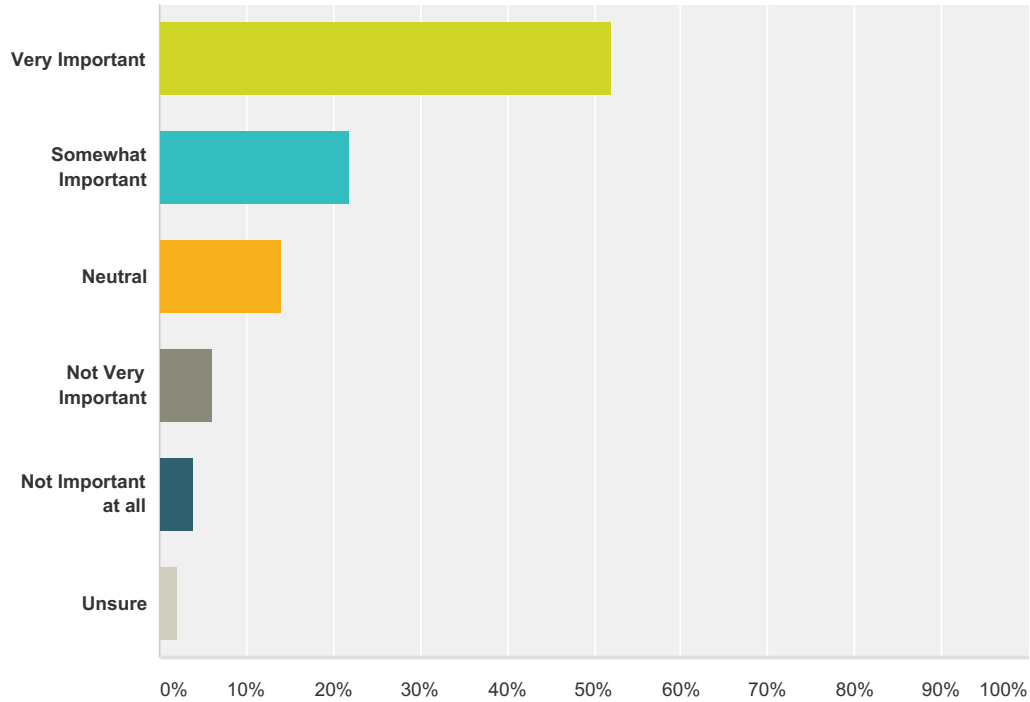
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very good	48.00%	24
Good	34.00%	17
Neutral	6.00%	3
Poor	6.00%	3
Very poor	0.00%	0
Unsure	4.00%	2
Other (please specify)	2.00%	1
Total		50

Q35 How important is it to you that the City eventually reaches the point where it is climate positive?

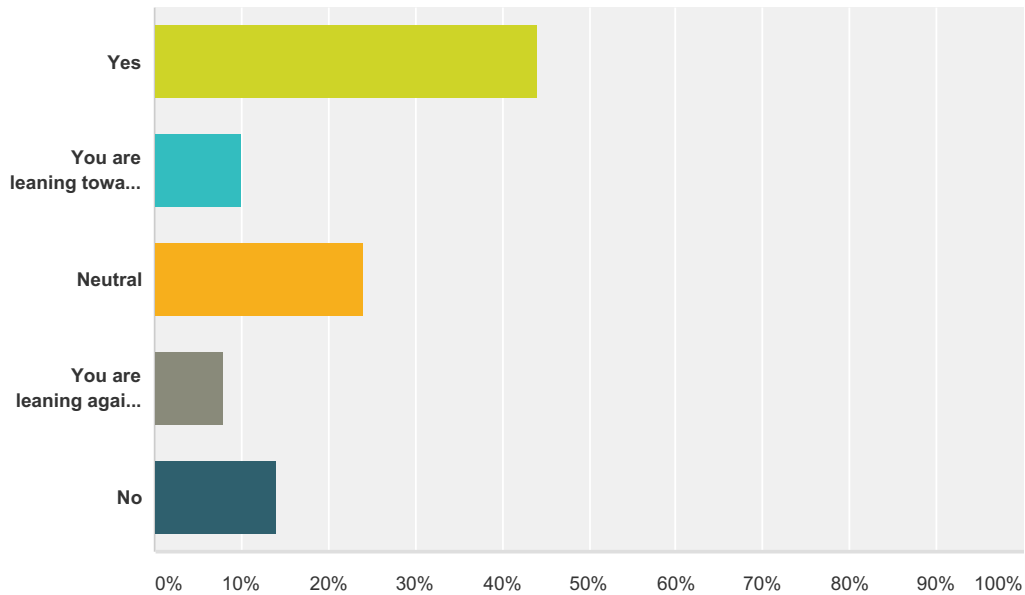
Answered: 50 Skipped: 2



Answer Choices	Responses	
Very Important	52.00%	26
Somewhat Important	22.00%	11
Neutral	14.00%	7
Not Very Important	6.00%	3
Not Important at all	4.00%	2
Unsure	2.00%	1
Total		50

Q36 Do you think you would participate in a community choice program by donating back some or all of your credits?

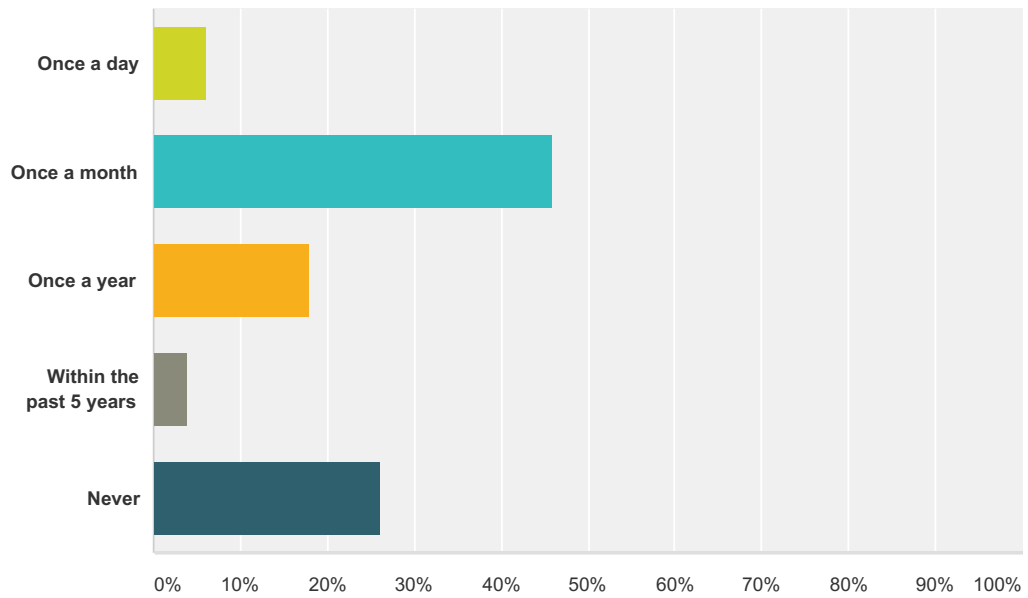
Answered: 50 Skipped: 2



Answer Choices	Responses	
Yes	44.00%	22
You are leaning toward donating	10.00%	5
Neutral	24.00%	12
You are leaning against donating	8.00%	4
No	14.00%	7
Total		50

Q37 How often do you visit the City of Oberlin's website?

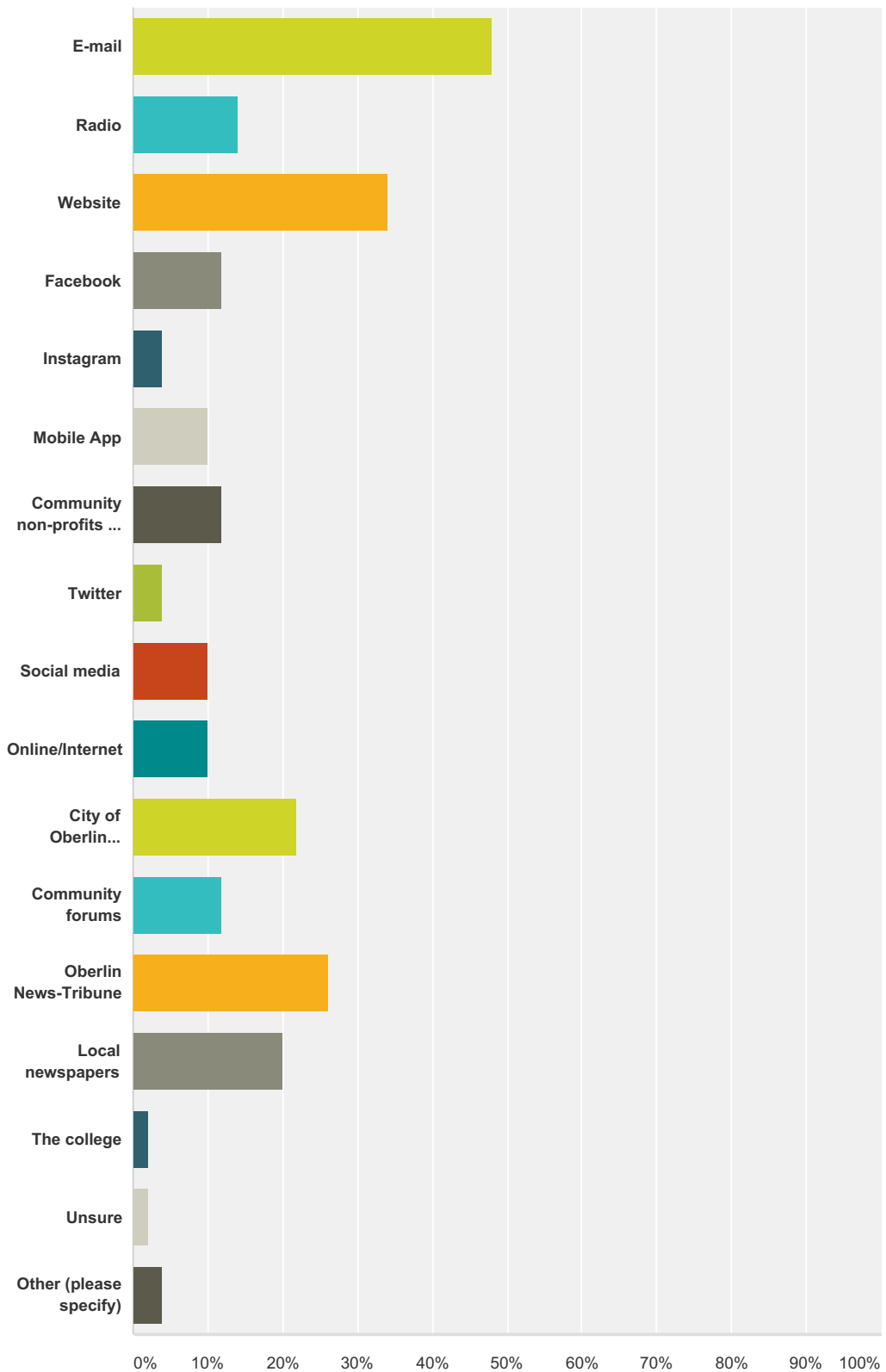
Answered: 50 Skipped: 2



Answer Choices	Responses	
Once a day	6.00%	3
Once a month	46.00%	23
Once a year	18.00%	9
Within the past 5 years	4.00%	2
Never	26.00%	13
Total		50

Q38 How would you like to receive more information about the City of Oberlin?

Answered: 50 Skipped: 2

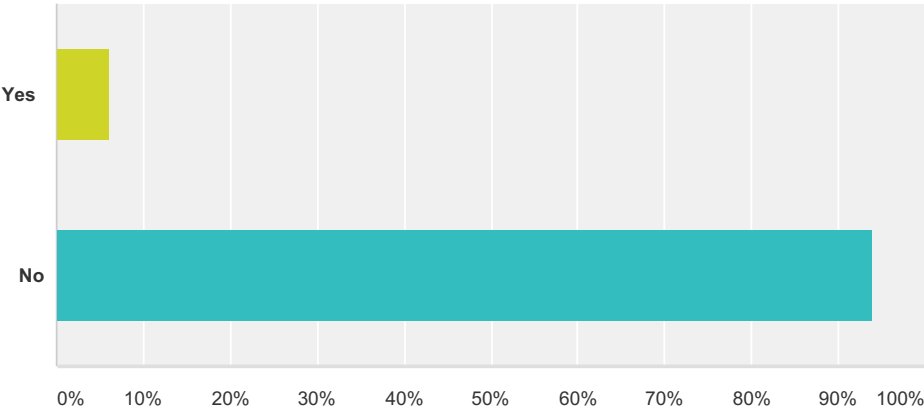


City of Oberlin Community Survey

Answer Choices	Responses	
E-mail	48.00%	24
Radio	14.00%	7
Website	34.00%	17
Facebook	12.00%	6
Instagram	4.00%	2
Mobile App	10.00%	5
Community non-profits and organizations	12.00%	6
Twitter	4.00%	2
Social media	10.00%	5
Online/Internet	10.00%	5
City of Oberlin Newsletter	22.00%	11
Community forums	12.00%	6
Oberlin News-Tribune	26.00%	13
Local newspapers	20.00%	10
The college	2.00%	1
Unsure	2.00%	1
Other (please specify)	4.00%	2
Total Respondents: 50		

Q39 Are you currently a student or recent graduate at Oberlin College?

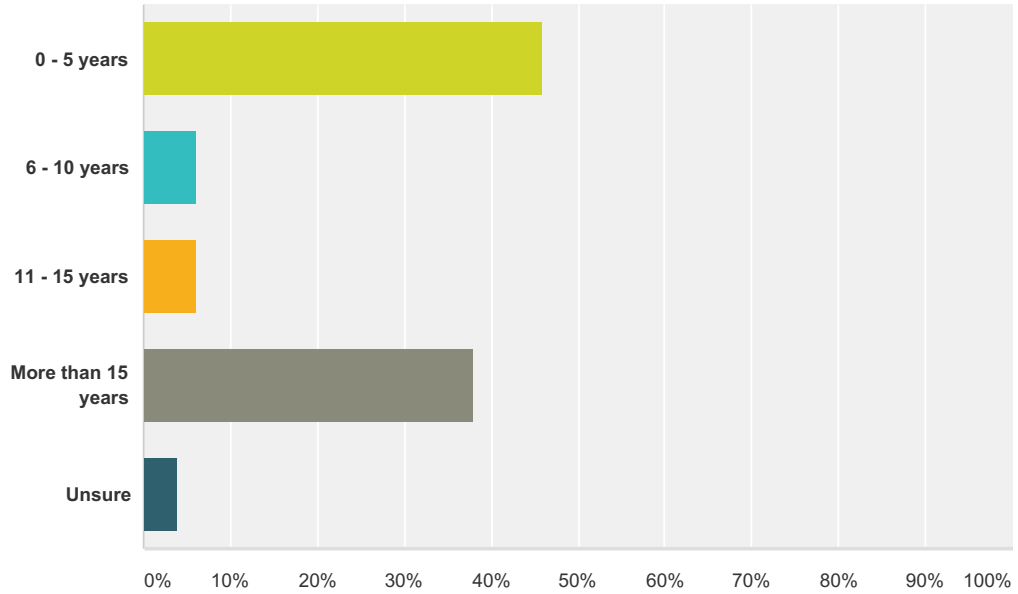
Answered: 50 Skipped: 2



Answer Choices	Responses	
Yes	6.00%	3
No	94.00%	47
Total		50

Q40 How many years have you lived in the City of Oberlin? – 1 non resident; 1 no answer; 1 no answer

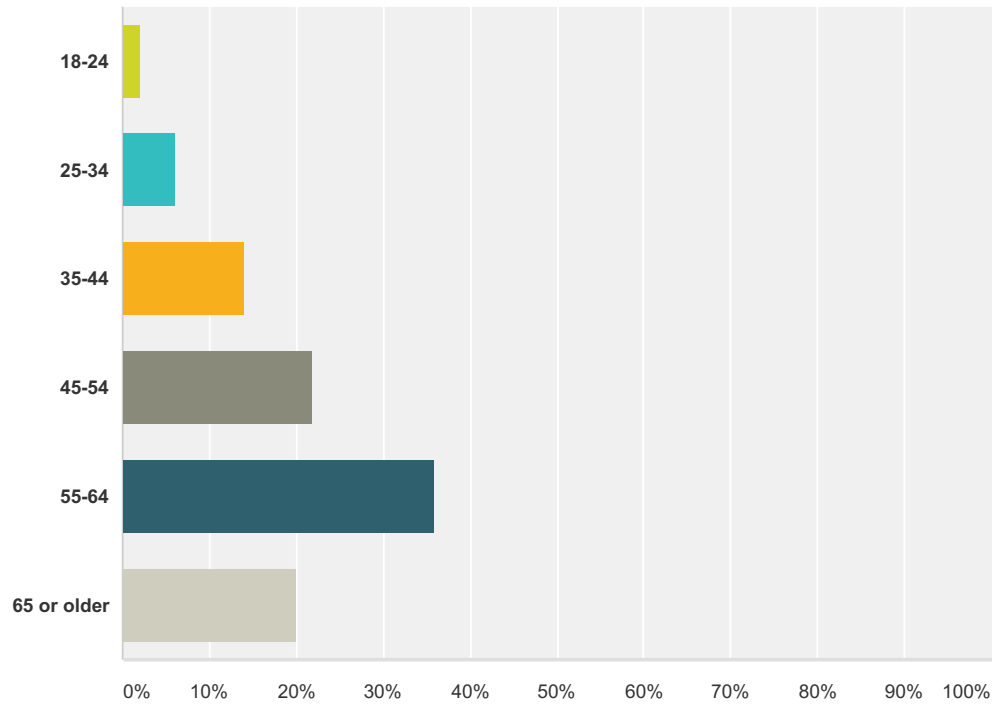
Answered: 50 Skipped: 2



Answer Choices	Responses
0 - 5 years	46.00% 23
6 - 10 years	6.00% 3
11 - 15 years	6.00% 3
More than 15 years	38.00% 19
Unsure	4.00% 2
Total	50

Q41 Into what age bracket do you fall?

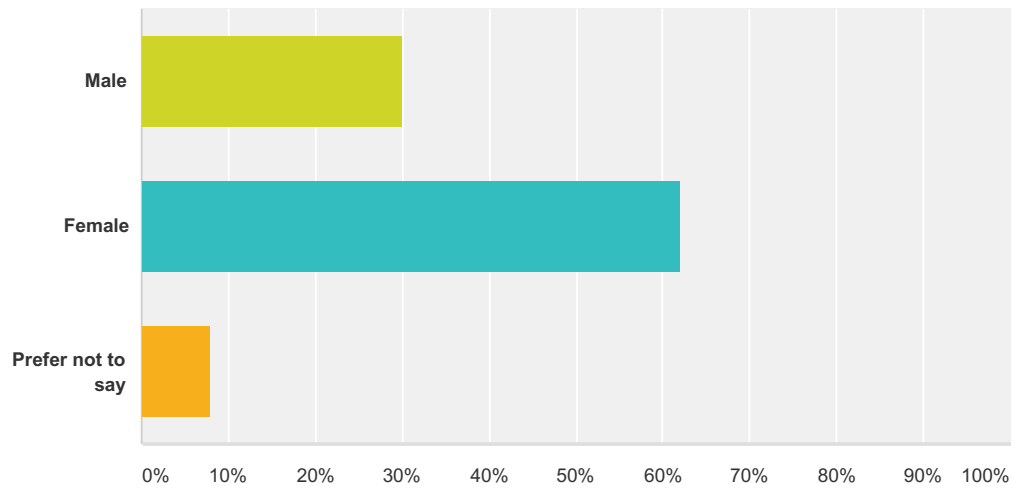
Answered: 50 Skipped: 2



Answer Choices	Responses
18-24	2.00% 1
25-34	6.00% 3
35-44	14.00% 7
45-54	22.00% 11
55-64	36.00% 18
65 or older	20.00% 10
Total	50

Q42 Are you male or female?

Answered: 50 Skipped: 2



Answer Choices	Responses	
Male	30.00%	15
Female	62.00%	31
Prefer not to say	8.00%	4
Total		50



FOCUS GROUPS/INTERVIEWS

Oberlin – Business Owner Interview Questions

Respondent #1

- **What were the main reasons you moved your business to Oberlin?**
Our business was here when I bought it.
- **What are the main reasons you continue to do business in Oberlin?**
My business is in manufacturing. There is no need to go anywhere. I was able to add onto my facility a few years back.
- **What are some things the City of Oberlin is doing well?**
They are not bothering me and my business. The less I hear, the better.
- **What are some things the City of Oberlin could be doing better?**
The last tax increase, we fought that. Nothing from the City would really influence what I am doing unless they were playing games. They pretty much leave us alone and I am ok with that.
- **What advice can you leave us to pass along to the administration?**
If you want to grow business in Oberlin, particularly in manufacturing, be friendly with these types. Don't fight them on anything.
- **How can the City help you be more successful?**
Nothing in my case.
- **Do you anticipate any major changes with your business in the next one year? Five years?**
No. I do not plan on leaving where I am located. Business is not growing as fast as I would like, but we are doing okay.
- **How do you feel about the quality of life in the City of Oberlin?**
N/A
- **In your perception, is the City easy to work with? Do the City employees respond to your needs and requests quickly?**
Yes. Especially zoning board approvals.

Thank you again!

Oberlin – Business Owner Interview Questions

Respondent #2

- **What were the main reasons you moved your business to Oberlin?**
I live in Oberlin, convenience.
- **What are the main reasons you continue to do business in Oberlin?**
I live in the town – small town feel, diversity, etc. It is a very convenient location.
- **What are some things the City of Oberlin is doing well?**
An attractive downtown area, in general a good job of maintenance including the industrial park.
- **What are some things the City of Oberlin could be doing better?**
More communication with the industrial park regarding business. The current meetings through the business partnership are more of a social meeting. I am not getting much out of them.
- **What advice can you leave us to pass along to the administration?**
Continue to make Oberlin an attractive place to live as it will help the businesses continue to grow. When attracting new hires, when we show them the town, they instantly like what they see.
- **How can the City help you be more successful?**
The City should be more proactive in getting the industrial park more green energy.
- **Do you anticipate any major changes with your business in the next one year? Five years?**
Yes, I have a new product launching. I anticipate growth.
- **In your perception, is the City easy to work with? Do the City employees respond to your needs and requests quickly?**
I haven't had to for a while, but years ago, the city manager was responsive. I think the City overall is responsive. I met the new City manager – he made a point to come to my business – he is very nice.
- **Since you live in Oberlin, what are your thoughts on the quality of life**
Fantastic! Love the diversity, small town feel and sense of community. I love the City events and college events.

Oberlin – Business Owner Interview Questions

Respondent #3

- **What were the main reasons you moved your business to Oberlin?**
Cost. I moved from Avon Lake in 2009 to Oberlin. It was more affordable.
- **What are the main reasons you continue to do business in Oberlin?**
I am in a long-term lease and enjoy being here.
- **What are some things the City of Oberlin is doing well?**
I do not interact with them much, but the POWER service is very reliable and they do a good job maintaining the streets and general infrastructure.
- **What are some things the City of Oberlin could be doing better?**
Nothing comes to mind.
- **What advice can you leave us to pass along to the administration?**
Keep Oberlin friendly with the businesses. I know the college is the number one employer and priority, but don't forget about the other businesses here. Right now, you are doing a good job of this.
- **How can the City help you be more successful?**
Keeping taxes as low as possible.
- **Do you anticipate any major changes with your business in the next one year? Five years?**
No, I do not.
- **In your perception, is the City easy to work with? Do the City employees respond to your needs and requests quickly?**
I haven't done much with them after I moved in. However, they were very responsive and helpful when I did move in.

Thank you again!

Oberlin – Business Owner Interview Questions

Respondent #4

Started by mentioning they are very involved in the Industrial Parks meetings.

- **What were the main reasons you moved your business to Oberlin?**

It was due to convenience. The original owner used to sell books between New York and Chicago and used to stay at the original Oberlin Inn. He finally said “why am I going back and forth” and settled in Oberlin.

- **What are the main reasons you continue to do business in Oberlin?**

It would be hard to move and relocate. It is a good location – easy access to highways, airport, etc. We have no plans of moving but we will be hiring more regional people.

- **What are some things the City of Oberlin is doing well?**

In the past few years, the City is friendlier with the businesses. The town people have a negative attitude toward the industrial businesses, they don’t understand we pay a lot in income and property tax. The group in the City right now is more receptive. The new City manager seems to have the City at the forefront of his mind and is more upbeat.

- **What are some things The City of Oberlin could be doing better?**

There are little things they could do – for example, a great thing for us to advertise we are hiring is to hang banners, which the City says we cannot do. We couldn’t hang a sign on the side of our building that we were one of the top companies. We had to get a permit for our company picnic and had to jump through hoops. We just want to reward our employees. The permit process is not smooth.

We had a storm sewer issue – it was built on the wrong side, kept going back and forth with the city. The city blamed everyone else but they hired all the contractors.

Things are much better now. There are regular communication meetings happening and they are going well. The City manager is more engaged.

- **How can the City help you be more successful?**

We are a business that doesn’t sell in the City. Everything is going well as long as they communicate to us. We need to know things such as shut downs, streets, etc. They seem to be utilizing the emergency alert systems more, which is a feather in their cap.

- **Do you anticipate any major changes with your business in the next one year? Five years?**

Yes, and I have met with the City. We are rebranding ourselves. This will lead to remodeling and redesigning of our interior. This will be a 1-3 year process and we will be hiring more people. Not leaving our location.

- **In your perception, is the City easy to work with? Do the City employees respond to your needs and requests quickly?**

Yes. It will be interesting to see as our renovation takes place. I am not assuming any issues will come up.

- **What advice can you leave us to pass along to the administration?**

It is a challenge with how you communicate to all businesses and residents and what forms of media. The utility bill seems to work well because there are people that do not have email addresses. The alert system seems to work well and you can push people to the City website if needed.

Thank you again!

Oberlin – Business Owner Interview Questions

Respondent #5

- **What were the main reasons you moved your business to Oberlin?**
We opened here in 1993. We really liked the town and people and location.
- **What are the main reasons you continue to do business in Oberlin?**
We now have deep roots here, 25 years. Our business is doing well. The town still attracts new residents. We like that there is an association with the college. People are very engaged – Oberlin is a great place to age.
- **What are some things the City of Oberlin is doing well?**
The city is going through a lot of change. Leadership seems to be refreshing their approach to staying in touch. They seem to be taking a fresh look and entertaining outside views. The city staff is committed to attracting new businesses and committed to doing their jobs.
- **What are some things The City of Oberlin could be doing better?**
As mentioned, the city is going through a lot of changes. New city manager and new college president, we hope that these key players can work/play well together – council included. They should constantly check to be sure communication is adequate. It is critical to really be in touch and this needs to be shored up a bit. Be visible and transparent. Council needs to work in sync with the administration.
- **How can the City help you be more successful?**
We are satisfied right now. Continue to be accessible, available and communicate. Continue to build relationships, but we are quite happy right now.
- **Do you anticipate any major changes with your business in the next one year? Five years?**
We continue to grow in the services we provide every year. We will continue to need permits for zoning, etc.
- **In your perception, is the City easy to work with? Do the City employees respond to your needs and requests quickly?**
Quickly is relative, sometimes we want and need things faster than we can get them. In the long run we can count on the city to definitely respond.

- **What advice can you leave us to pass along to the administration?**
In general things are going well. We ask that with so many players – there is a collaborative effort between city, college and council. Council has appeared fractured – need to all work together to represent the city.

Thank you again!

Oberlin Focus Group #1

March 9, 2017

OBS-Good Morning Oberlin

How is the City of Oberlin doing?

- Very good, there is a real sense of community
- Nice community members, friendly atmosphere
- Easy to get around by walking or biking

What do you think is the biggest challenge facing the City of Oberlin?

- “Trust” of the City officials
- Not a lot of transposition options
- Perception of inequity with how certain groups are treated
- Diversity in the community is low

How do you feel about the quality of services offered by the City of Oberlin?

- Overall positive sentiments
- Police provide responsive services
- Appreciate the sustainability efforts
- Quality of streets identified as an issue

How do you receive information from the City of Oberlin?

- Website
- Tribune
- Radio ads
- City of Oberlin newsletter
- Social media

How would you like to receive information from the City of Oberlin?

- Email
- Newsletter
- Local papers

Is there anything we can take back to the City of Oberlin on your behalf?

- What are plans for business growth in our City?
- Improve communications
- Create a publication to increase awareness of what the City has to offer, this will help with tourism
- Work to bring the community together. We brag about diversity, but we are really very separated.

Oberlin – Focus Group #2

March 21, 2017

Faith based – Oberlin Faith Church

1. How is Oberlin doing?

- Street conditions are poor
- There was a personnel problem with the past Fire chief, things seem to be getting better now
- The city is zoned for cars, not people
- There is an issue with the new bike ordinance – city asked the businesses where to place the bike racks but not the cyclist
- City workers do a good job but there is a lot of “talking” from administration
- There is a perception that “it’s too hard to get things done” with the city. City is difficult to work with.
- The city doesn’t want to grow – population is the same as it was 5-6 years ago.
- We are fortunate we have our own water/energy, but the water is bad
- When the power goes out – there is no communication, also not on the website
- The website has gotten better but it is not being used

2. What do you think is the biggest challenge facing Oberlin?

- It is difficult to build here or do construction
- We wonder what type of orientation is given to the city commissioners
- Road conditions

3. What do you know about the Oberlin Climate Action Plan?

- Most knew about it
- Rated important to people
- It’s about housing, job creation, energy preservation, etc...
- There are a lot of advantages

4. What are your thoughts on the net renewable energy credits?

- There is an opportunity for long-term benefit (many people think short-term)
- This is an opportunity to give people more money

5. How aware are people of this?

- For those who live here, we guess 50% are aware

6. Any final words for administration?

- Poverty is a big issue here
- “I love living here”
- Love the college town, history, diversity of people, walkability and social justice are important to people
- “People are always trying to make it better”
- “Need safety town for first year college students”

Oberlin – Focus Group #3

March 29, 2017

Oberlin Community Services

1. How is Oberlin doing?

- Good
- Like that it is easy to bike
- Street conditions are poor
- Like the small town feel
- College can be a challenge – safety issues
- Appreciate banners and planters – throughout
- Pedestrian friendly

2. What do you think is the biggest challenge facing Oberlin?

- Roads
- Hard to build
- College – safety
- Lack of transportation
- Racial relations
- There are some poor areas - poverty

3. How would you rate the quality of services offered?

- Police are doing a good job
- Staff at city hall is ready to help
- Streets need help
- Recreation programming – is ok, we don't know about it
- Not sure about the fire department – quiet

4. What do you know about the Oberlin Climate Action Plan?

- Most knew about it
- It rated important to people
- The City does a good job with the sustainability programs; we would like to know more about them

5. How do you receive your information from the city?

- Utility bill
- We really don't
- Sometimes website
- Social media
- We need communication to be better

6. Any final words for administration?

- We really love the “quaint” feeling here
- Please better communications
- Thank you for asking our opinion!
- Please contain the college kids

City of Oberlin Poll Result Notes and Common Themes

City Characteristics/Challenges

Q: In two or three words of your own what do you like most about the City of Oberlin?

Top themes:

1. Small town
2. Friendly citizens
3. Sense of community

Q: In two or three words of your own, what do you believe is the biggest challenge facing the City of Oberlin?

Top themes:

1. Finances/Economy
2. Diversity/race relations (very small %)
3. College relations (very small %)

City Services

Q: Which Oberlin city government services is most important to you?

Top themes:

1. Municipality services (water, sewer, electric)
2. Police
3. Fire

Q: Which should be Oberlin City Government's top priority?

Top themes:

1. Municipality services (water, sewer, electric)
2. Safety services including police and fire
3. Streets and storm sewers

Q: How would you rate the quality of city services provided by the City of Oberlin?

Top themes:

- Good
- Quality of service varies depending upon the area/department

Police Services:

Themes:

- Police services rated as good
- More visibility, engagement with community

Parks/Open Spaces:

Themes:

- Very important to residents. Parks and open spaces rated as good
- Not enough, need more spaces and additional upkeep

Recreation Services:

Themes:

- Somewhat important to residents. Overall recreational services were rated as neutral
- Low awareness around recreational services and programs

Street Maintenance:

Themes:

- Very important to residents. Street services rated as good.
- Some streets are maintained better than others, some room for improvement

Fire Services:

Themes:

- Very important to residents: Fire services rated as very good
- Many are happy to not have had to use the service, but feel confident in fire services available

Sustainability/Environmental:

Themes:

- Residents are somewhat familiar with the Oberlin Climate Action Plan
- It is very important to residents that the City eventually reaches the point where it is climate positive
- Residents are somewhat aware of the REC choice program, neutral about participating
- Environmental programs are very important to residents. Rated as good
- Residents feel they need more information, there is a lack of understanding
- Overall, residents are learning towards donating credits for the REC program

Communication:

Q: How would you like to receive more information about the City of Oberlin?

Top Themes:

1. Email
2. Newspaper
3. Website
4. Utility Bill

Business Interviews:

1. Don't forget the industrial park or the little businesses
2. No businesses plan to move out of Oberlin
3. Several businesses interviewed plan to grow in Oberlin over the next five years
4. City is good to work with overall, positive feedback regarding responsiveness
5. Ensure that meetings between businesses and the City are purposeful, not just social

Focus Groups:

Likes:

1. Small town, sense of community
2. Walkable
3. Bike-able
4. Friendly new City Manager
5. Overall City employees are perceived as friendly

Dislikes:

1. College is a challenge, some safety issues
2. Sustainability must remain a top priority
3. Perception that the City is hard to work with in terms of requesting a permit, etc.