
THE STRATEGY TEAM LTD

**REPORT TO THE CITY OF UPPER ARLINGTON:
2013 COMMUNITY SURVEY**

November 13, 2013

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EXECUTIVE SUMMARY

The City of Upper Arlington's 2013 Community Survey, which interviewed a representative sample of 576 Upper Arlington residents, revealed the following key research findings.

1. Overall, residents hold strong, positive views of life in Upper Arlington.

Nearly all survey respondents believe Upper Arlington is a great place to live and raise children. Most are satisfied with how things are going in the City, and most City services receive very positive quality ratings. Among those respondents who had recent, personal contact with an individual employed by the City of Upper Arlington, the great majority were highly satisfied. However, many residents believe the City's infrastructure – especially streets, sidewalks, and streetlights – could be improved.

2. Opinions about government officials are mostly positive.

Most survey respondents trust Upper Arlington's government officials to do the right thing most of the time, and a majority of survey respondents agree with the statement, "The Upper Arlington City Council effectively represents the attitudes and opinions of UA residents."

3. Opinions about the City's fiscal situation are mixed, but tend to be positive.

Considering the taxes they pay, most considered the City services to be a "good" or "excellent" value. The majority of survey respondents think the City's financial management has been "good" or "excellent." And about half of the survey respondents believe the City's future financial situation will be "good" or "excellent." However, about a quarter of survey respondents admit to not knowing enough about the performance of government officials or the City's financial management to make judgments about them. The City therefore has an opportunity to educate citizens who are interested in learning more about the City's operations and financial planning.

4. To address a future budget shortfall, most residents would prefer a combination of spending decreases and revenue increases.

Considering that changes in state law and its budgetary process have reduced the amount of money received by cities such as Upper Arlington, many residents are willing to accept the idea that the City may need to increase revenues. However, for many residents, any plan to increase revenues must be accompanied by proof of effective financial stewardship and "belt-tightening." Most survey respondents were opposed to cutting services such as police, fire, snow plowing, and infrastructure maintenance.

5. Although many residents would support increasing Upper Arlington's income tax rate, more would need to be convinced for this issue to pass.

Nearly 50% of residents "somewhat" or "strongly support" the idea of increasing the City's income tax from 2.0% to 2.5%. (Note: 2.5% is the rate currently assessed by the City of Columbus and other Central Ohio communities.)

METHOD & PARTICIPANTS

The Strategy Team, Ltd. conducted a survey with 576 Upper Arlington residents. Fielded from September 7 through October 11, 2013, the survey questionnaire could be completed via Internet or by mail (see Appendix A for a hard-copy version). The survey questionnaire was pretested with nine residents; key questions were also discussed with a pre-survey focus group comprised of eleven residents.

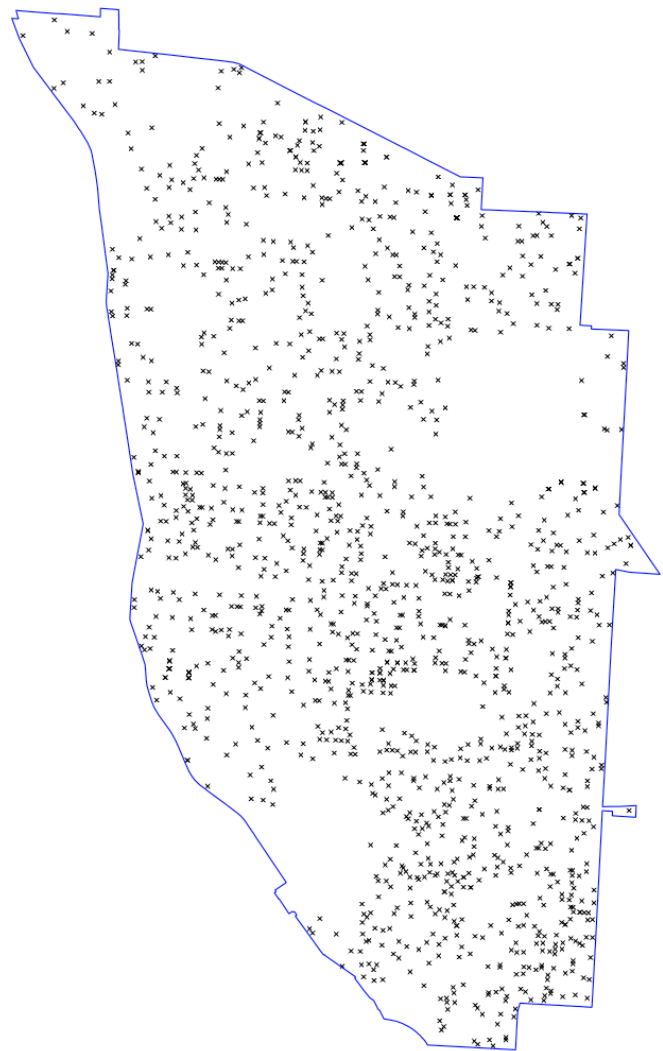
A total of 1,500 addresses were randomly selected using the City's GIS capabilities (see Figure 1). A postcard was sent to each of these households asking them to complete the survey online. Of these, 41 postcards were returned as undeliverable. This left a total of 1,459 valid addresses.

Approximately 10 days after the initial mailing, a survey was sent to the 1,262 households who had not yet completed the survey online. This mailing included a cover letter and a Business Reply Mail envelope so they could complete the survey and send it back at no cost to them. Nineteen of these letters were returned as undeliverable, thus the total number of valid addresses was 1,440. Two weeks later, a reminder postcard was sent to 970 households who had not yet completed the survey.

In addition to the steps outlined above, the City of Upper Arlington raised awareness of the 2013 Community Survey (and the importance of participating in it, if selected) by discussing it in the Fall *City Insight* Newsletter, by weekly editorials in *This Week Upper Arlington News*, by information posted on the City's website and via the City's social media outlets.

In total, 576 residents completed the survey, or 40% of the total number of valid addresses that were invited to participate. Of these, 276 completed the online version and 300 completed and returned the survey via mail.¹ With a random sample of this size, the margin of error is $\pm 4\%$ at the 95% confidence level.

Figure 1: Map of 1,500 randomly selected addresses



¹ The deadline for responding to the survey was Friday, October 11, 2013. Responses that arrived by October 15, 2013 were processed for analysis. Data collection stopped on October 16, 2013. From October 16, 2013 through to November 6, 2013, an additional 14 completed responses had been returned to the researchers; these responses were not processed for analysis.

Respondent demographics are presented in Table 1. The average age of was 53, and 89% of respondents were white. Residents were very educated, with 70% having a college or graduate degree. Two-thirds were employed and almost half had a household income of at least \$100,000. On average, respondents had lived in Upper Arlington for 22 years. About 38% of households had at least one child, and 29% had at least one adult age 65 or older. Almost all (94%) households had Internet access.

Table 1: Survey Sample Demographics

Gender	n=569	Years lived in Upper Arlington	n=573
<i>Male</i>	47%	<i>Years (average)</i>	22
<i>Female</i>	53%	Location of home	n=573
Age	n=548	<i>North of Fishinger</i>	39%
<i>Average age</i>	53	<i>Between Fishinger and Lane</i>	43%
Race	n=576	<i>South of Lane</i>	18%
<i>White or Caucasian</i>	89%	Children under 18 in household	n=560
<i>Asian, Asian Indian, or Pacific Islander</i>	5%	0	62%
<i>Black or African-American</i>	<1%	1-2	30%
<i>Other</i>	3%	3 or more	8%
Ethnicity	n=527	Adults age 18-64 in household	n=561
<i>Spanish, Hispanic or Latino</i>	1%	0	21%
Education	n=572	1	13%
<i>Less than high school, no diploma</i>	0%	2	57%
<i>High school degree / GED</i>	13%	3 or more	9%
<i>Some college</i>	11%	Adults age 65+ in household	n=545
<i>Associate's degree</i>	6%	0	71%
<i>Bachelor's degree</i>	40%	1	17%
<i>Graduate or professional degree</i>	30%	2	12%
Employment²	n=566	3 or more	<1%
<i>Employed</i>	65%	Type of home	n=571
<i>Full-time</i>	80%	<i>Single family home</i>	79%
<i>Part-time</i>	19%	<i>Duplex or townhome</i>	8%
<i>Employed in Upper Arlington</i>	17%	<i>Apartment or condominium</i>	13%
Household income	n=530	Home ownership	n=572
<i>Less than \$25,000</i>	9%	<i>Own</i>	84%
<i>\$25,000 - \$49,999</i>	14%	<i>Rent</i>	16%
<i>\$50,000 - \$99,999</i>	28%	Internet access	n=566
<i>\$100,000 - \$149,999</i>	22%	<i>Someone in household has computer with internet access</i>	94%
<i>\$150,000 or more</i>	27%		

² Among those who reported they were employed, 341 respondents also indicated whether they were employed on a full-time or part-time basis. Furthermore, among those who reported they were employed, 337 respondents also indicated whether the business or organization that employs them was located in Upper Arlington.

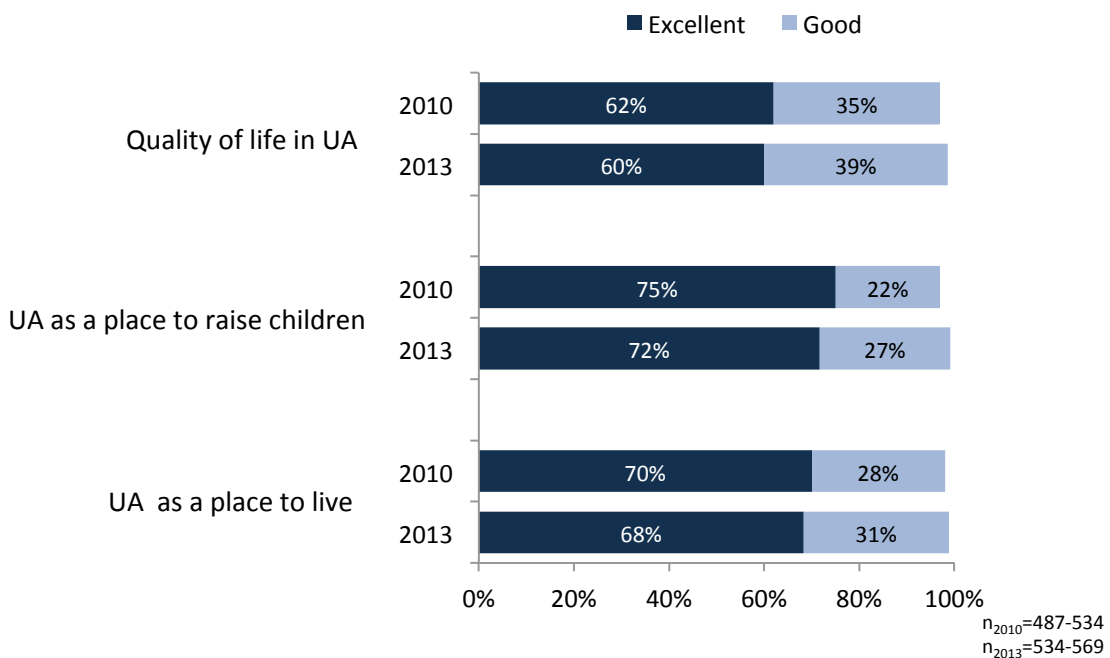
The survey estimates in this report were calculated on weighted data using Stata 12's suite of SVY commands, which is designed for use with complex survey data. Using recent demographic data from the U.S. Census Bureau (i.e., educational attainment, age, gender, home ownership status, race, and household income), along with the number of occupied households in different areas of the City, an iterative proportional fitting or "raking" procedure was used to compute a post-stratification weight. This weight allowed the survey sample to more closely resemble the underlying population, as well as adjust for non-response.

OVERALL OPINIONS ABOUT UPPER ARLINGTON

The survey first asked residents how they felt about their City overall. Residents rated the quality of life in Upper Arlington as "excellent," "good," "fair" or "poor."³ They also rated Upper Arlington as a place to live and a place to raise children. As shown in Figure 2, Upper Arlington residents hold their City in high regard, just as they did in 2010. Almost all (99%) residents said Upper Arlington was an "excellent" or "good" place to live and to raise children. They said the same about the overall quality of life.

*"I just think it's a very peaceful place to be."
"It's home."^{3b}*

Figure 2: Overall ratings of Upper Arlington



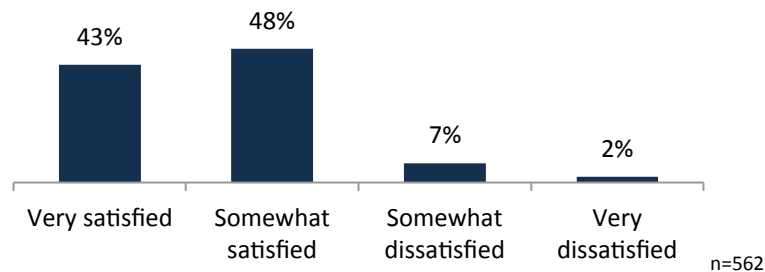
When polling the public on their mood or attitude toward the current state of affairs in the nation, state, or city, researchers often ask citizens whether they are satisfied or dissatisfied with the way things are

³ Many questions in the survey, including these three, allowed respondents to answer "don't know." Unless otherwise noted, the percentage of respondents who selected "don't know" were small and left out of analyses.

^{3b} Throughout the report, verbatim comments from Upper Arlington residents illustrate the main findings of the Community Survey. These comments are from a post-survey focus group of eleven Upper Arlington residents held on October 17, 2013.

going in a geographic area of interest. In Upper Arlington’s 2013 Community Survey, this was accomplished by asking residents the following question: “Overall, are you satisfied or dissatisfied with the way things are going in Upper Arlington at this time?” As shown in Figure 3, most residents were satisfied with the way things were going in Upper Arlington, with 43% reporting “very satisfied” and 48% reporting “somewhat satisfied.” Less than 10% of residents were “dissatisfied.”

Figure 3: Satisfaction with the way things are going in Upper Arlington



Given these positive appraisals of life in Upper Arlington, it is not surprising that over three-quarters of UA residents plan to stay in the City. Forty-one percent said they were “extremely likely” to remain living there in the next five years, and 37% were “very likely.” Only 2% said they were not likely at all to live in UA five years from now.⁴

Interestingly, where in Upper Arlington residents lived was related to how likely they were to stay in the City for the next five years.⁵ At the end of the survey residents reported whether they lived north of Fishinger, between Fishinger and Lane or south of Lane Avenue. Residents who lived North of Fishinger were less likely to plan to remain in Upper Arlington than those who live elsewhere. Also, residents who lived south of Lane were more likely to remain in Upper Arlington than those who live elsewhere.

One of the first survey questions asked residents to identify, in their own words, what they liked the most about living in Upper Arlington. The answers to this question can validate the City’s understanding of its strengths and assets as well as guide its communication efforts to both current and potential residents and businesses. The open-ended responses to this question were coded by researchers into the categories shown in Table 2 (next page).

The bold-faced “category summary” percentages reflect the proportion of respondents who provided at least one response from the sub-categories listed below it.⁶ Overall, residents most frequently identified

⁴ These responses were similar to a slightly different version of this question asked in 2010.

⁵ Gender, age, education, race and location of home were included in a regression equation predicting likelihood to remain in Upper Arlington. Location of home results were statistically significant ($p < .05$).

⁶ For example, 63% of residents provided at least one of the four responses in the “Community Assets” category (i.e., Location/proximity to Columbus, Good schools, Library, Other community facilities/amenities).

the following factors and attributes as what they liked the most about living in Upper Arlington: *a feeling of safety/security; its location/proximity to Columbus; good schools; community pride/spirit; and City services.*

Table 2: What residents like most about living in Upper Arlington

Community Assets	63%
<i>Location/ Proximity to Columbus</i>	36%
<i>Good schools</i>	33%
<i>Library</i>	11%
<i>Other community facilities/amenities</i>	2%
City Services	55%
<i>Feeling of safety, security</i>	38%
<i>City services</i>	12%
<i>Parks & recreation (including pools)</i>	12%
<i>Clean</i>	4%
<i>Trees, green space</i>	3%
<i>Infrastructure, public transit</i>	2%
<i>City management/gov't is effective, responsive</i>	2%
Community Pride	45%
<i>Community feel/pride/spirit</i>	22%
<i>General positive comment about UA</i>	21%
<i>Like the people (friendly, educated)</i>	11%
Neighborhood Attributes	27%
<i>Houses are nice/well maintained</i>	8%
<i>Quiet, calm</i>	7%
<i>Like the neighborhoods</i>	5%
<i>Walkable / bikable</i>	5%
<i>Stable/good home values</i>	4%

Note: Multiple responses were allowed, so percentages will not sum to 100.

“It’s the sense of community. I was born in California and raised there. So it’s a very fast pace. When I moved here (with) my husband, it’s like we stepped back in time. And it’s been wonderful.”

“There’s one thing that overrides and is important to me. We still have an excellent police department. We still have excellent fire department. The emergency crews are very, very good. And you cannot duplicate that outside of the perimeter of this community.”

Residents were also asked to identify, again in their own words, what they thought was the most important problem facing Upper Arlington. The answers to this question can validate the City’s understanding of the threats facing the City, and therefore plan, act, and communicate accordingly. The open-ended responses to this question were coded by the researchers into the categories shown in Table 3 (next page). As was the case with Table 2, the bold-faced “category summary” percentages in Table 3 reflect the proportion of respondents who provided at least one response from the sub-categories listed below. Overall, residents most frequently identified the following factors and issues as the most important problem facing Upper Arlington: *a perception that taxes/fees are increasing and are*

too high; concern about maintaining the quality of UA Schools; complaints about City governance; a perceived need for more businesses/increased tax base; and a perceived need to repair City streets.

Table 3: Most important problems facing Upper Arlington

Economic / Financial Issues	53%
<i>Taxes/fees are too high/increasing</i>	18%
<i>Need more businesses, increased tax base</i>	11%
<i>Finances (general)</i>	9%
<i>High/rising costs, need to control spending</i>	7%
<i>Landlocked, limited growth potential, limited tax base</i>	6%
<i>Need to do more w/o raising taxes</i>	6%
<i>Lower, flat revenues</i>	2%
<i>Need to increase revenues</i>	2%
<i>Too many businesses</i>	1%
Infrastructure Issues	23%
<i>Repair streets</i>	9%
<i>Too much traffic</i>	5%
<i>Sidewalks (need more)</i>	4%
<i>Repair infrastructure (general)</i>	2%
<i>Repair old utilities</i>	2%
<i>Streetlights (need more)</i>	2%
<i>Bikepath (need one)</i>	1%
Issues with City Government / Services	18%
<i>Complaints about City governance (general)</i>	12%
<i>Upset with City planning/zoning</i>	8%
<i>Not enough resident input</i>	2%
<i>Crime/safety concerns</i>	2%
<i>Drug use, especially among youth</i>	2%
<i>Maintain City services</i>	2%
School Issues	15%
<i>Maintain school quality</i>	13%
<i>Need to pass school levy</i>	6%
<i>Opposition to taxes, school levy</i>	2%
<i>Rebuild/modernize schools</i>	1%
Community Facility Issues	8%
<i>Need a community/recreation center</i>	7%
<i>Lack of city center</i>	<1%
Other Issues	10%
<i>Need to draw in new residents</i>	5%
<i>Needs of aging community members</i>	3%
<i>Lack of diversity</i>	2%

Note: Multiple responses were allowed, so percentages will not sum to 100.

OPINIONS ABOUT CITY SERVICES

The remainder of the survey questionnaire asked residents to share their opinions about a variety of issues relevant to the City of Upper Arlington, from ratings of municipal services to opinions of City governance to preferences regarding the City's future financial options.

Ratings of City of Upper Arlington's services

Turning first to ratings of municipal services, how do residents evaluate the many services provided by the City of Upper Arlington? Figure 4 presents the percentage of residents who rated each service as either "excellent" or "good" both in 2010 (left side) and in 2013 (right side).

Most City services received high marks from large majorities of respondents. Indeed, 50% or more of residents reported that each of the City's services were "excellent" or "good." Emergency medical services, fire and police were rated very highly both in 2010 and 2013. Community cultural programs and the City parks also received high ratings in 2013. Almost all (94%) respondents rated the overall services provided by the City of Upper Arlington as "excellent" or "good," similar to the 93% who said the same in 2010.

A few of the services were not rated as highly in 2013 as they were in 2010, as indicated by the trend lines that slope downward. For example, street lighting (64% in 2010 to 55% in 2013) and sidewalk maintenance (61% in 2010 to 50% in 2013) were also rated the lowest in 2013.⁷ These issues were mentioned by some residents as the most important problems facing Upper Arlington.

Regarding sidewalks

"The trees are important. I'm glad we have the trees. (But) the trees are often the culprit of the uneven sidewalks. You do see a lot of people walking in the street instead of walking on the sidewalks."

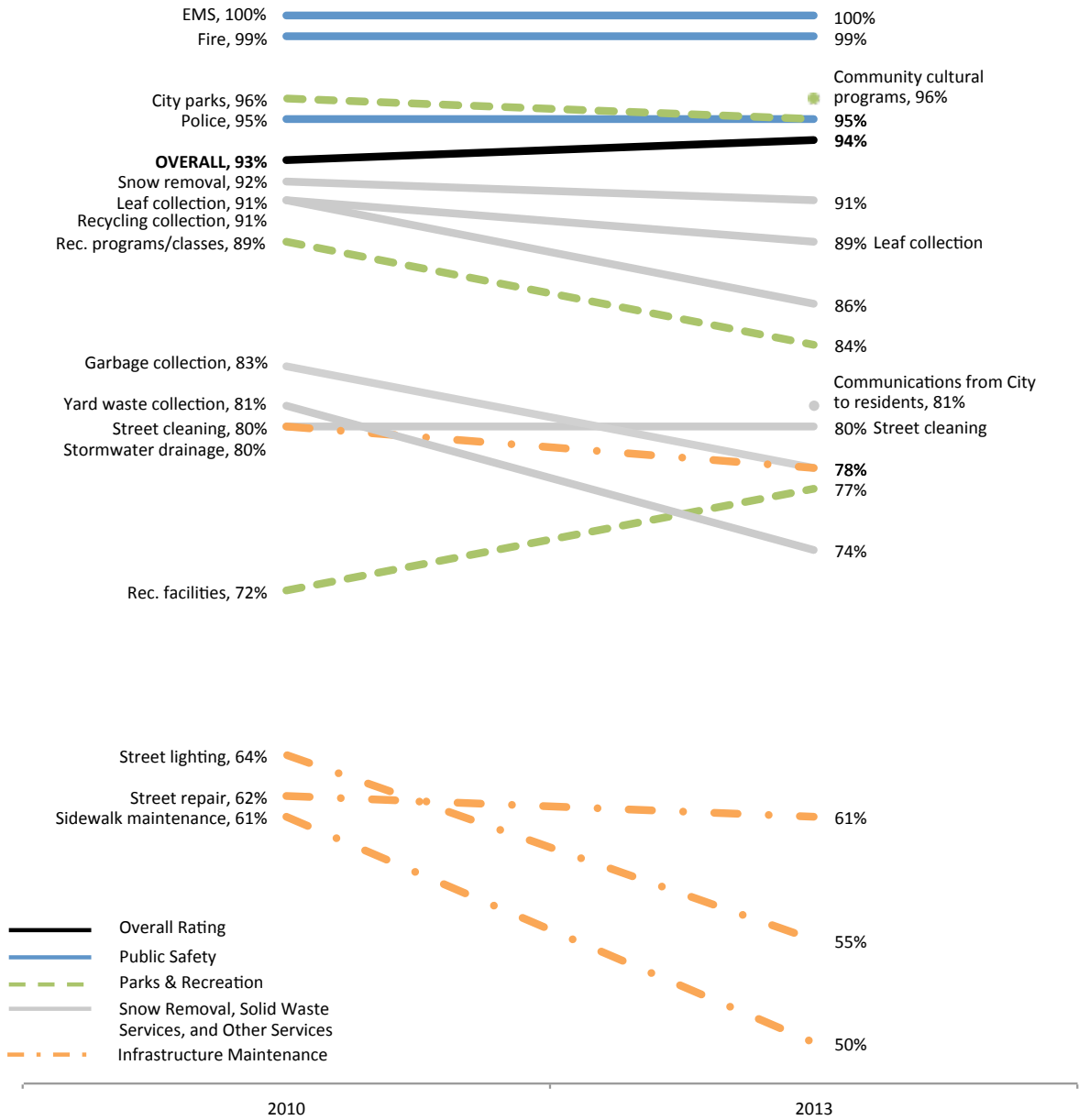
"The sidewalk's not safe to walk on if you're elderly or, you know, just to ride a scooter on."

During the focus group discussions, although there was limited support for a more comprehensive network of sidewalks on the majority of City streets, there did seem to be greater support for the addition of sidewalks to those roads that are collector and arterial streets near Upper Arlington schools. Said one post-survey focus group participant: *"I see so many kids on [redacted], walking to school, either one way or another. And that road, I don't think there would be a possibility for a sidewalk there because it's such a narrow road, and the houses are very close to the road. But it just scares me to death... I couldn't imagine putting them (sidewalks) everywhere because... the community was originally designed without sidewalks. But there are certain places that seem to be hazardous for the kids who are walking to school."*

⁷ The decrease in the proportion of residents rating street lighting and sidewalk maintenance as "good" or "excellent" was statistically significant ($p < .05$). The decrease in residents who rated recreational programs as "good" or "excellent" in 2013 was also statistically significant. However, a significantly higher proportion of residents rated the recreational facilities as "good" or "excellent" in 2013 compared to in 2010.

Recycling, garbage and yard waste collection were all rated significantly lower in 2013 as well, though large majorities still considered these services to be "good" or "excellent" in 2013.

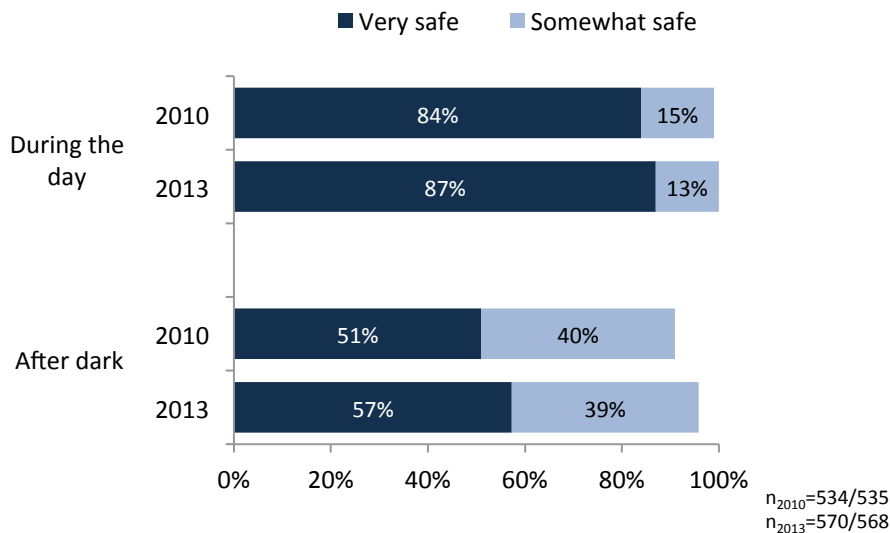
Figure 4: Ratings of City services in 2010 and 2013 as "excellent" or "good"



Residents were asked to rate the quality of the streets and roads in Upper Arlington compared to other suburban communities in Central Ohio. Most (53%) said roads were at least similar to other suburban communities, with a third (34%) believing they were a higher quality than others.

Consistent with the high opinions of the City’s public safety services, most Upper Arlington residents felt safe in their neighborhoods. All UA residents surveyed felt "very" or "somewhat safe" in their neighborhoods during the day, and 96% felt "very" or "somewhat safe" at night. These percentages are similar to those in 2010.⁸ See Figure 5.

Figure 5: How safe residents feel in their neighborhoods during the day and after dark



Regarding UA’s public safety forces

“They always come very quickly. They always have answered my needs. And I’m very grateful.”

“It’s frightening to think that if we didn’t have those services, or how fast they come. We had an accident on our street. We’ve had elderly people who have had medical emergencies, and it’s been minutes. And to think what if?”

Contact with City of Upper Arlington Employees

About 41% of residents surveyed exchanged e-mails or talked with a City of Upper Arlington employee in the past year. These individuals communicated with employees anywhere from 1 to 300 times in the past year, but the median number of communications was three. When asked how satisfied they were with the last exchange with a City employee, the great majority (84%) said they were “very” or “somewhat satisfied”; only 16% said they were "somewhat" or "very dissatisfied." See Figure 6.

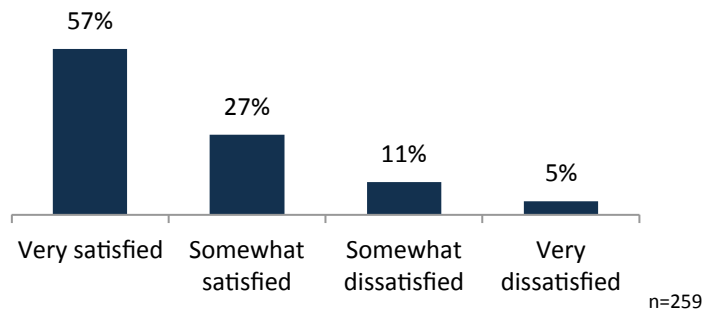
Regarding contact with Upper Arlington employees

“From the trash man to the mayor, all of the employees of the City appear to be, to me at least, very polite in dealing with them.”

“Doesn’t matter if you’ve got a problem or a question. Or you are the problem... they’ve just been very polite.”

⁸ The 2010 version of the question was worded slightly differently and also offered a "neither safe nor unsafe" response option.

Figure 6: Satisfaction with last communication with City employee



Value of the Services Provided By the City

Residents rated the value of the services provided by the City of Upper Arlington, considering the taxes and fees they pay.⁹ Next, they saw a table from the City’s 2012 Popular Annual Financial Report¹⁰ describing four examples of what different UA households might pay in taxes and fees, depending on where (if) they are employed, and their property taxes. The table shown in the survey is shown below.

		<i>Annual Income Taxes¹ (UA’s Share)</i>	<i>Annual Property Taxes² (UA’s Share)</i>	<i>Annual Miscellaneous Fees³</i>	<i>Total</i>
Family A	<ul style="list-style-type: none"> Family income of \$121,411, earned in UA Home value of \$334,000 	\$2,428	\$677	\$198	\$3,303
Family B	<ul style="list-style-type: none"> Family income of \$121,411, earned in Columbus Home value of \$334,000 	\$0	\$677	\$198	\$875
Individual A	<ul style="list-style-type: none"> Income of \$66,846, earned in Westerville Home value of \$175,000 	\$0	\$355	\$198	\$553
Individual B	<ul style="list-style-type: none"> Retiree Home value of \$265,000 	\$0	\$537	\$198	\$735

¹ Income taxes are paid first to the city in which a resident works.

² Only 9% of the taxes due on Upper Arlington property is paid to the City of Upper Arlington. The remaining 91% of property tax is paid to Upper Arlington Schools, Upper Arlington Library, and Franklin County (e.g., ADAMH, Columbus Zoo, Senior Options, etc.)

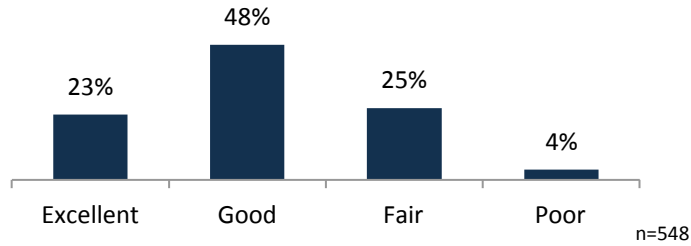
³ Miscellaneous Fees include: Solid Waste Sticker Usage (.75 per week X \$2.90); Annual Solid Waste fee; Annual Stormwater fee

After reviewing this table, residents were asked to rate the value of the services provided by the City, considering the taxes and fees they pay. These results are presented in Figure 7. About half (48%) of residents rated the value of City services as "good." Over one in five rated the value as excellent and very few rated the value as poor.

⁹ These ratings were not different from the ratings of value after viewing the table at a statistically significant level, so they are not presented here.

¹⁰ Available at http://www.uaoh.net/egov/docs/1374769987_616455.pdf

Figure 7: Value of services provided by the City considering taxes and fees paid

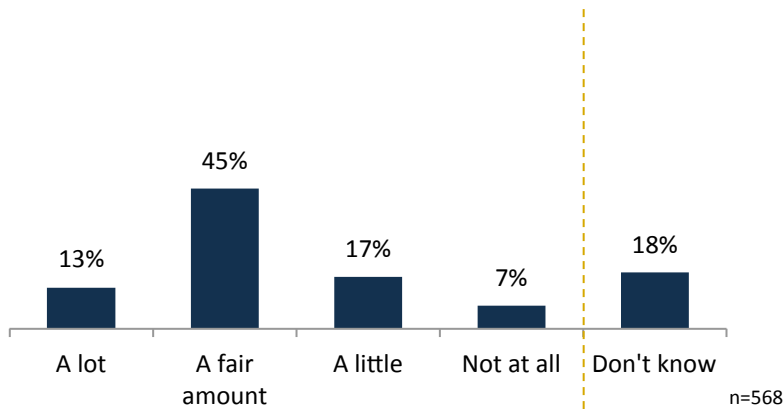


CITY GOVERNANCE

Opinions About the City's Government Officials

Most of the survey respondents (82%) trusted Upper Arlington's government officials to do the right thing most of the time; only 18% did not. Indeed, during the post-survey discussion group, the eleven participants could not think of any specific situations or examples within the past year or two in which Upper Arlington's government officials did something that resulted in the participants trusting them a little less. However, when the survey respondents were asked how much they trust government officials, only 58% said they trusted these government officials "a fair amount" or "a lot."¹¹ See Figure 8.

Figure 8: Degree of trust in Upper Arlington government officials



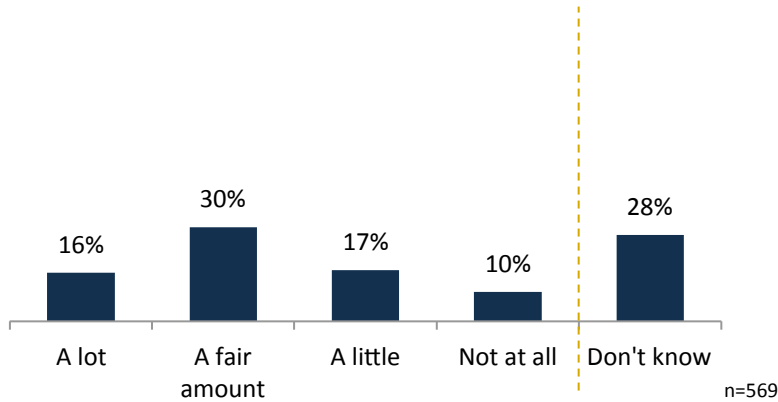
This disconnect led researchers to examine responses to these two questions together. Sensibly, 93% of respondents who said they do not trust Upper Arlington's government officials to do the right thing most of the time said they trusted these government officials "a little" or "not at all." However, about 20% of respondents who said they trust Upper Arlington's government officials to do the right thing most of the time responded that they "don't know" how much trust they have in these government

¹¹ Among those residents who expressed an opinion (i.e., excluding the "don't know" responses from the analysis), the distribution of responses is more positive: the percentage of residents who say they trust Upper Arlington's government officials "a lot" and "a fair amount" increases by 13 percentage points, to 71%.

officials. This latter finding may suggest that people who do not have strong interest in, or opinions about, City government officials may have a default tendency to believe these officials will do the right thing most of the time.

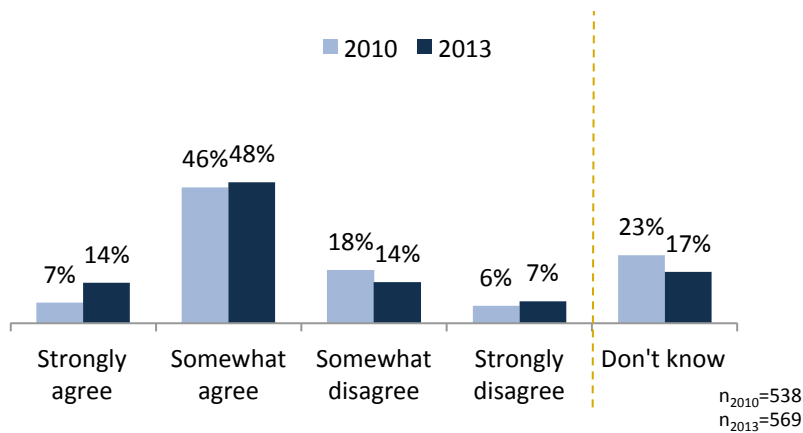
Opinions were mixed regarding the extent to which residents think UA's government officials want to hear from citizens. Nearly half believed government officials welcome citizen input “a lot” or “a fair amount,” whereas 27% said input is welcomed “a little” or “not at all.”¹² See Figure 9.

Figure 9: How much Upper Arlington government officials welcome citizen input



Residents were asked how much they agreed or disagreed with the following statement this year and in 2010: “The Upper Arlington City Council effectively represents the attitudes and opinions of UA residents.” As shown in Figure 10, a majority (62%) agreed with this statement in 2013.¹³ This was slightly more positive than the 2010 responses.

Figure 10: Perception of Upper Arlington City Council as effectively representing UA residents



¹² Among those residents who expressed an opinion (i.e., excluding the “don’t know” responses from the analysis), the distribution of responses is more positive: the percentage of residents who say Upper Arlington’s government officials welcome citizen input “a lot” and “a fair amount” increases by 18 percentage points, to 64%.

¹³ Among those residents who expressed an opinion (i.e., excluding the “don’t know” responses from the analysis), the distribution of responses is more positive: the percentage of residents who say they “strongly agree” or “somewhat agree” with this statement increases by 16 percentage points in 2010 (to 69%) and 13 percentage points in 2013 (to 75%).

Finally, the City manager and his senior staff had invited UA residents to participate in almost 20 "Community Coffee" sessions, neighborhood, and public meetings to discuss issues facing the City over the past two years. Nearly a third of residents (29%) were aware of these meetings.

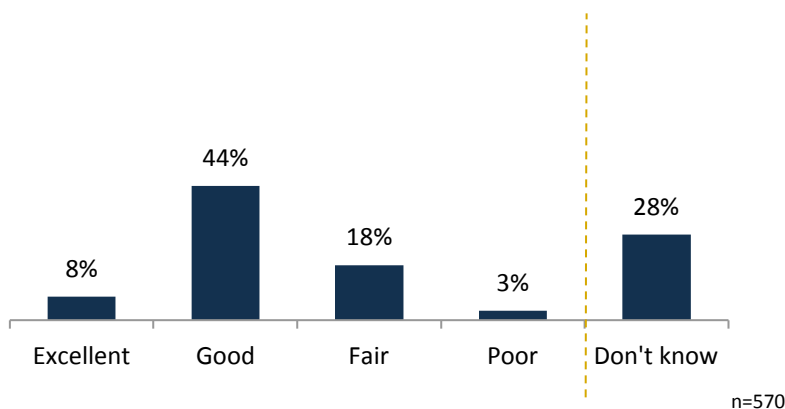
OPINIONS ABOUT FINANCIAL OPTIONS

Residents reported how well they believe the City has managed its finances, their opinions about whether the City should increase revenue or reduce spending, and their degree of support for several options to reduce spending. In general, most Upper Arlington residents believed the City's financial situation was good and would continue to be good for the next few years. However, there was a substantial segment of the population who admit to not knowing much about these issues.

Management of the City's Finances

How well do residents believe the City has managed its finances over the past three years? As shown in Figure 11, 52% of residents think the City's financial management has been "good" or "excellent," and 18% think it has been "fair." However, over a quarter of respondents (28%) did not know enough to evaluate this.¹⁴

Figure 11: City's financial management over past three years

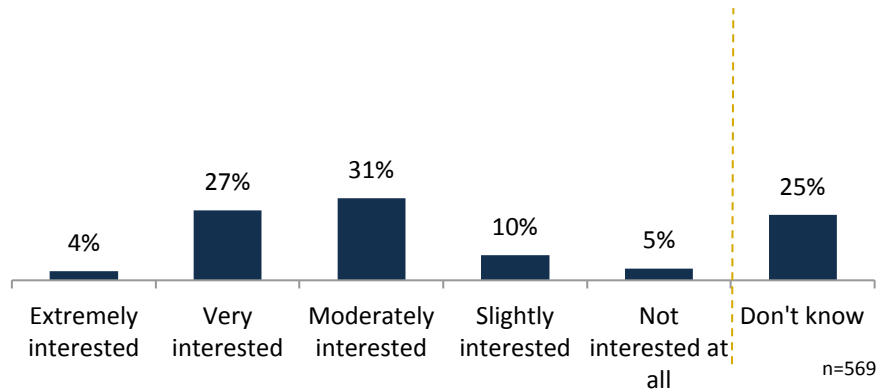


Do residents believe Upper Arlington's government officials are interested in finding ways to trim the budget? Most believe they are, at least to some extent. Nearly a third (31%) said they are "very" or "extremely interested," and another third (31%) said they are "moderately interested." Only 5% said these officials are not interested in this at all. Again, about a quarter of residents were not sure.¹⁵ See Figure 12 (next page).

¹⁴ Among those residents who expressed an opinion (i.e., excluding the "don't know" responses from the analysis), the distribution of responses is more positive: the percentage of residents who say the management of City finances over the past three years has been "excellent" or "good" increases by 19 percentage points, to 71%.

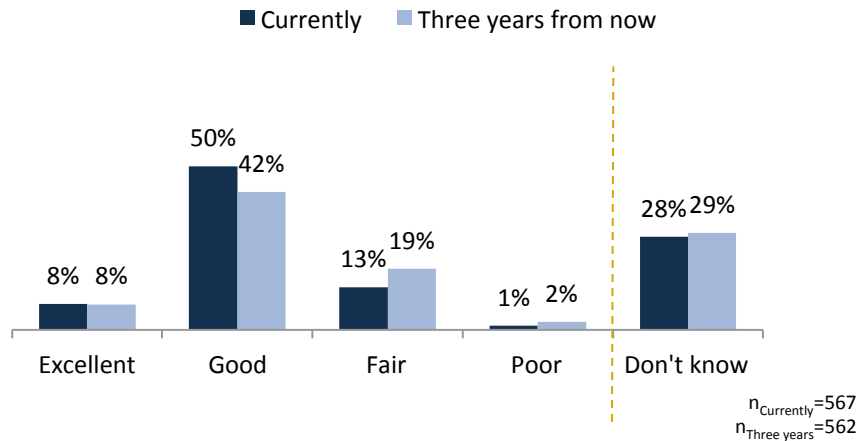
¹⁵ Among those residents who expressed an opinion (i.e., excluding the "don't know" responses from the analysis), the distribution of responses is more positive: the percentage of residents who say Upper Arlington's government officials are "extremely interested" or "very interested" in finding ways to trim the City's budget increases by 9 percentage points, to 40%.

Figure 12: Level of interest City officials have in finding ways to trim the budget



The survey respondents were also asked to evaluate the City’s financial situation, both as it is currently and how it may be three years from now. About half of residents believed the City’s current financial situation is "good." Looking to the future, a somewhat smaller percentage believed the City’s finances will be "good," whereas a somewhat larger percentage believed the City’s finances will be “fair.” Nearly a third of residents, however, didn’t know enough about the City’s financial situation to answer either question.¹⁶ See Figure 13.

Figure 13: The City’s financial situation now and three years from now



Survey respondents were told that beginning in fiscal year 2013, the City of Upper Arlington was projecting a \$3,000,000 (or 10%) decrease in revenue compared to the previous year. The survey went on to explain that the decrease in the budget was due to two events: (1) elimination of the estate tax, and (2) a reduction in the money distributed from the State of Ohio to local governments. To what extent were residents aware of each state-level change? A majority of residents were aware of both of

¹⁶ Among those residents who expressed an opinion (i.e., excluding the “don’t know” responses from the analysis), the distribution of responses is more positive: the percentage of residents who say the City’s current financial situation is “excellent” or “good” increases by 22 percentage points, to 80%; the percentage of residents who say the City’s financial situation three years from now will be “excellent” or “good” increases by 20 percentage points, to 70%.

these changes: 61% knew about the elimination of the estate tax, and 55% knew the State was giving less money to local governments like Upper Arlington.

This finding is particularly interesting given the small number of residents who believed the City's financial situation three years from now will decline. Most said they were aware of decreases in City revenues, yet most also believed Upper Arlington's future financial situation will be "good" or "excellent." This finding suggests there is an opportunity for City officials to educate residents about the fiscal realities facing the municipality.

Dealing with Decreasing Revenue

The survey questionnaire then informed respondents that because of the state-level changes described above, the amount of money the City spends on municipal services and operations is becoming greater than the amount of money the City currently collects from taxes, fees, and other revenue sources. Residents were asked how they would prefer the City to address this revenue/spending issue:

"Generally speaking, how would you prefer the City to address this financial issue? Would you prefer the City to reduce the amount of money it spends (which would likely mean reducing some services), would you prefer the City to increase the amount of money it collects from income or other taxes (which would likely mean keeping service at current levels), or would you prefer some combination of reducing the amount of money it spends and increasing the amount of money it collects?"

Most residents (60%) said they preferred a combination of reducing the amount of money the City spends and increasing the amount of money it collects. Nearly a third (31%) preferred the City to reduce spending, and a small minority (9%) preferred the City to increase its revenues.

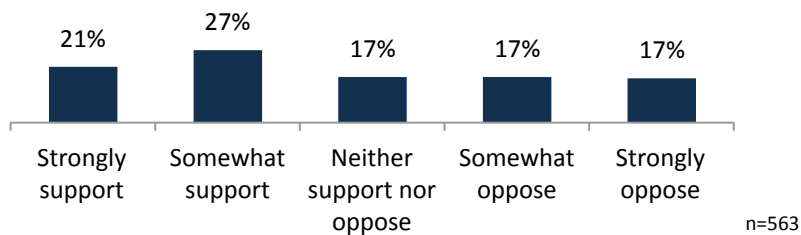
One Option: Increasing the Income Tax

One option the City has for increasing the amount of revenue it collects is to increase the income tax rate from 2.0% to 2.5%. Residents were told the following about this potential option:

*"Increasing the City's income tax rate from 2.0% to 2.5%...
... would not affect retired residents since they do not pay any income tax.
... would not affect residents who work in Columbus or other cities that have a 2.5% income tax rate.
... would only affect residents who work in Upper Arlington or cities that have a lower income tax rate (e.g., Dublin and Hilliard income tax rates are currently 2.0%)."*

As shown in Figure 14 (next page), there was a wide range of opinions regarding this option. Nearly half (48%) said they would "somewhat" or "strongly support" the income tax increase. About a third (34%) said they would oppose the tax increase, and 17% would neither support nor oppose it.

Figure 14: Support for increasing the income tax rate in Upper Arlington



“I work in Columbus, so I’m already paying 2.5%. So if people who work in Columbus are working in Upper Arlington, why shouldn’t they pay 2.5% to my city the way I do to theirs? I mean, it just seems like everyone could have the same rate and it wouldn’t make any difference to anybody.”

“I’m not for it, ‘cause I’m still working. And I (will) continue to work forever. So I don’t want to pay anything more.”

Different groups of residents were more likely to support the idea of an income tax increase than others.¹⁷ Female residents were more likely to support the tax increase than male residents. Also, residents with some college education were more likely than other respondents to say they neither support nor oppose the tax increase.

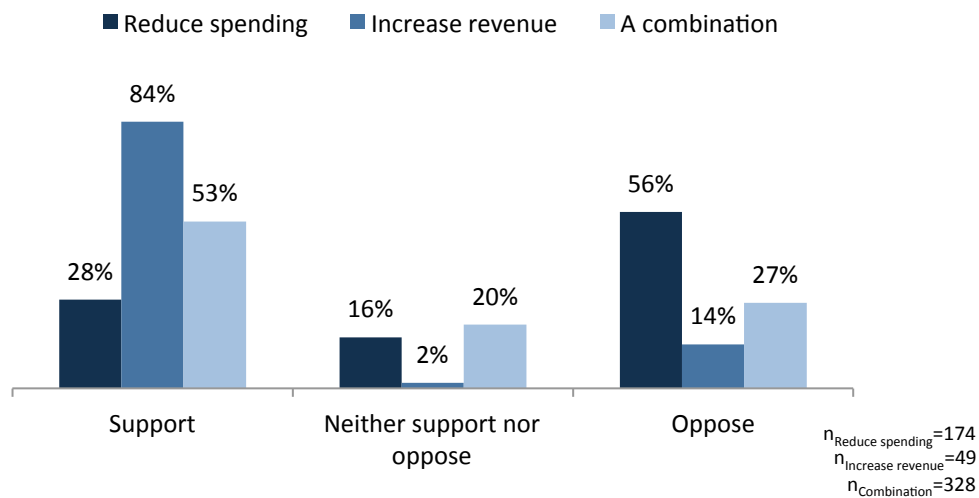
In addition, support or opposition for increasing the income tax was related to other opinions about the City’s finances in ways one might expect. Residents who believed the City’s finances had been managed well the past three years also tended to support the income tax hike more than those who did not.¹⁸

Residents’ attitudes about what should be done to address the pending revenue/spending issue (see report sub-section, “Dealing with Decreasing Revenue”) related to support for or opposition to the idea of increasing the City’s income tax. Of the 31% of residents who would like to see a reduction in spending, 56% oppose the idea of an income tax increase. Of the 9% who would prefer increased revenue, 84% support the tax increase. Notably, of the majority (60%) who prefer a combination of reducing spending and increasing revenue, 53% support the tax increase and 27% oppose it. See Figure 15 (next page).

¹⁷ Gender, age, education, race and location of home were included in a regression equation predicting support or opposition responses to this tax increase. Gender and education results were statistically significant (p<.05).

¹⁸ How well the City’s finances had been managed, ratings of the current financial situation and predictions of the City’s financial situation three years from now were included in a regression equation predicting support or opposition responses to this tax increase. This relationship between financial management and support for this tax increase was statistically significant (p<.05).

Figure 15: Preference for reducing budget deficit and support for an income tax increase



“I would like to see that if they were going to raise it, that they really evaluate it, what we’re spending, and you know, make appropriate cuts where necessary. Because if they’re going to raise it, then they have to show me that they’ve also evaluated what they’re spending.”

“If they’re going to raise the taxes, they’re going to have to find other places to cut money (in combination).”

“Show me how you’re being a good steward of the money.”

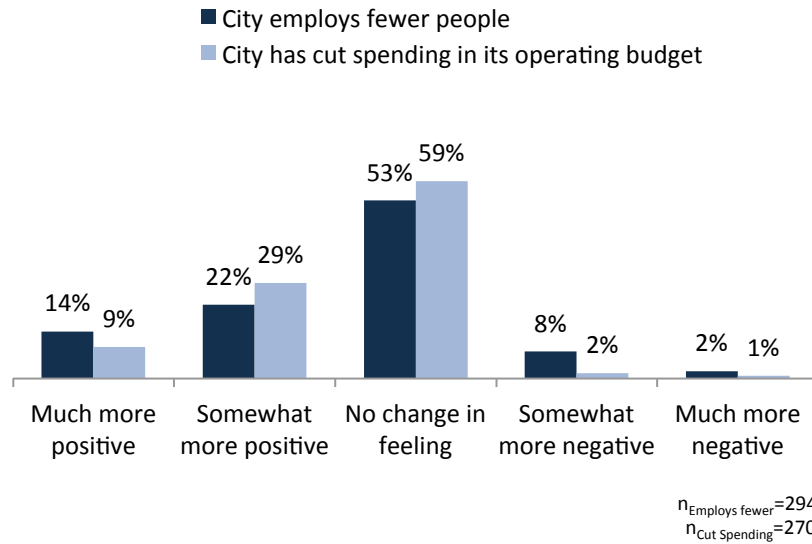
After indicating their support or opposition for increasing the income tax rate, respondents were presented with information describing ways the City has already begun to cut spending in recent years. Half of the respondents were randomly assigned to read one of two pieces of information:

- 50% of respondents read this: *“One of the City’s largest costs relates to employment – paying the salaries, health insurance, and other costs associated with employing police officers, fire and EMS personnel, parks and recreation staff, and other City employees. To help control these costs, the City of Upper Arlington has begun to reduce the number of people it employs. In 2012, the City had 25% fewer full-time employees than it did at its peak.”*
- 50% of respondents read this: *“Since 2010, the City has cut spending in its operating budget by a cumulative amount of \$2,500,000*, or 4% of the total operating budget.”*

** In 2011, \$1,000,000 was cut. In 2012, this spending was not restored and an additional \$500,000 was cut, for a total of \$1,500,000 in 2012.*

As can be seen in Figure 16 (next page), reading either set of information had a neutral to positive impact on most people's attitudes toward the idea of an income tax increase. Over a third of each group of residents felt more positive toward the tax increase after reading this additional information: 36% did so after reading that the City has fewer employees and 38% felt more positive after reading the City has cut spending. Only a small percentage of residents felt more negative toward the idea of an income tax increase after reading either piece of information.

Figure 16: Change in opinions about an increase in the income tax rate

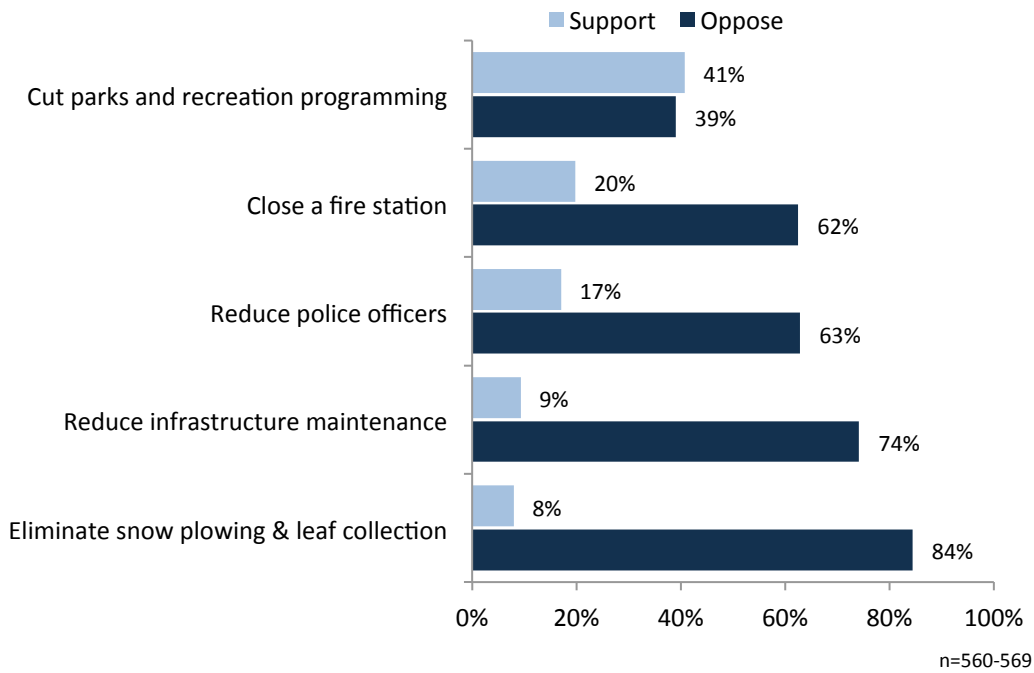


How did the residents who become more positive toward the income tax increase initially feel about it? Over three-fourths (78%) supported it initially. Therefore, it seems that providing information about what the City has already done to control spending led people who were already inclined to support the income tax to feel even more strongly about it. Only 9% of the individuals who became more positive initially opposed to the tax increase. Of those who were not influenced by the additional information ("no change in feeling"), 29% initially supported the tax and 49% opposed it.

Reducing Money Spent on Municipal Services and Operations

Another option to address a potential budget shortfall would be to decrease the amount of money spent on one or more City services. Residents were asked the extent to which they supported or opposed the idea of reducing spending on five municipal services or operations. The proportion of residents who supported or opposed (either “strongly” or “somewhat”) reducing spending in five municipal service areas is shown in Figure 17 (next page). Overall, residents are not eager to cut funding for these services. The most support (and least opposition) is for cutting spending on parks and recreation programming that does not pay for itself, as 41% at least “somewhat support” a cut to parks funding, while 39% oppose this. Only about one in five support closing a fire station or reducing police officers and less than one in ten support reducing funding for infrastructure maintenance or snow plowing and leaf collection.

Figure 17: Support for reducing spending on City services



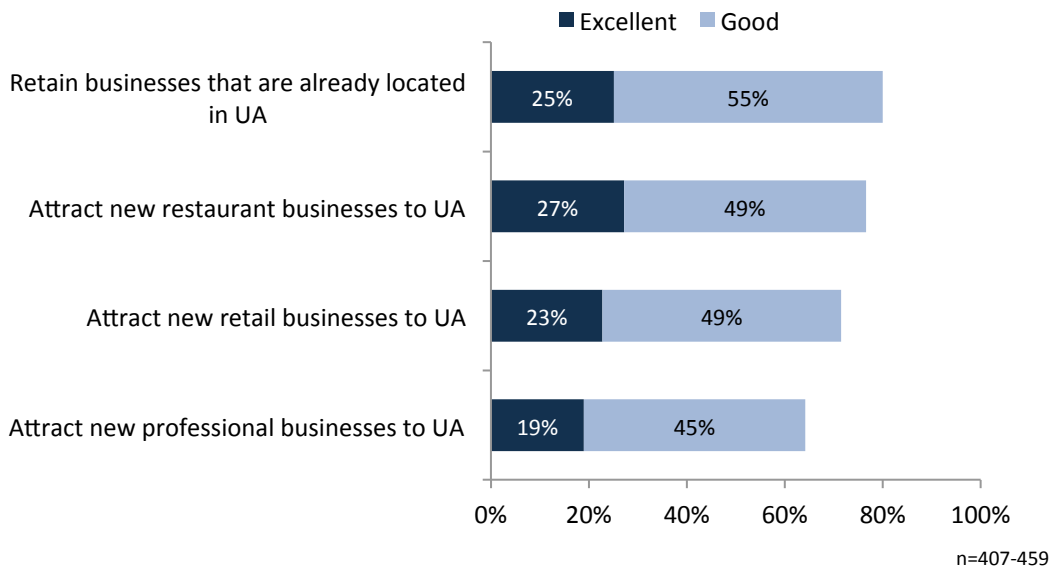
OPINIONS ABOUT ECONOMIC DEVELOPMENT

Over the past few years, Upper Arlington has “prioritized economic development activities in order to retain and attract businesses and keep income tax revenues strong to support services without placing additional burden on residents.”¹⁹ The 2013 survey asked what residents thought about these efforts. In general, most residents thought highly of the City’s efforts to retain and attract businesses.²⁰ Eighty percent of residents believe the City has done a “good” or “excellent” job of retaining businesses and three-fourths believe the City has done at least a “good” job of attracting new restaurant businesses (Figure 18, next page).

¹⁹ This quote was excerpted from the City of Upper Arlington’s 2012 Popular Annual Financial Report.

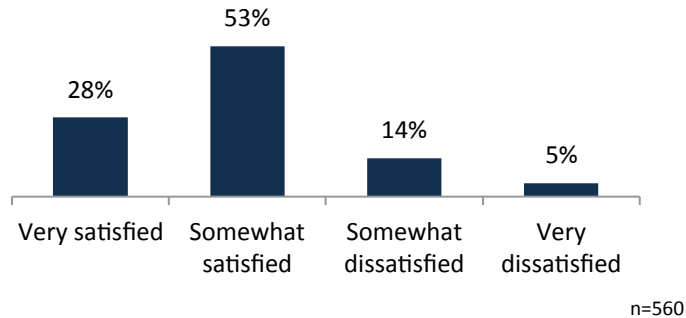
²⁰ Residents who provided a “don’t know” response are omitted from the analyses displayed in Figure 18. Although this is done throughout the report unless otherwise noted, a larger proportion of respondents answered “don’t know” to these questions (21-30%).

Figure 18: Evaluation of City's efforts to retain and attract businesses



Furthermore, most residents were "very" or "somewhat" satisfied with the City's attempts to encourage redevelopment in its commercial districts over the past three years. Less than 20% were dissatisfied. See Figure 19.

Figure 19: Satisfaction with redevelopment in commercial districts



“The danger is Upper Arlington keeps looking for more things to turn into commercial, and I think that’s often bad for the surrounding residential properties.”

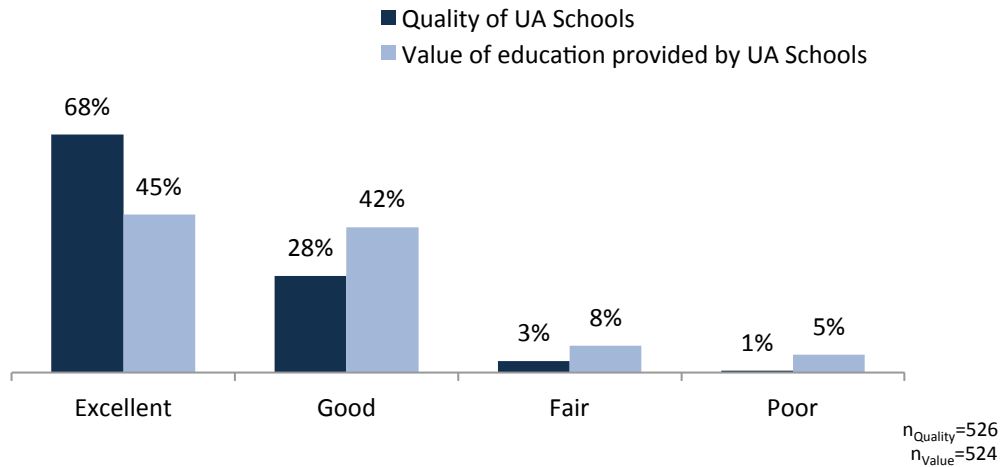
“The City has the fiscal responsibility, whether it’s next door to your house or my house, to make sure that they’re doing everything that is possible within the parameters that we as a community establish... There’s just no perfect world. It’s going to take a combination of everything. It’s what serves the people best. May not serve you best. Or you or me. But it’s what the community requires to exist. I don’t think you can have just straight residential.”

The remainder of the survey asked questions related to other topics relevant to UA residents.

OPINIONS ABOUT UPPER ARLINGTON SCHOOLS

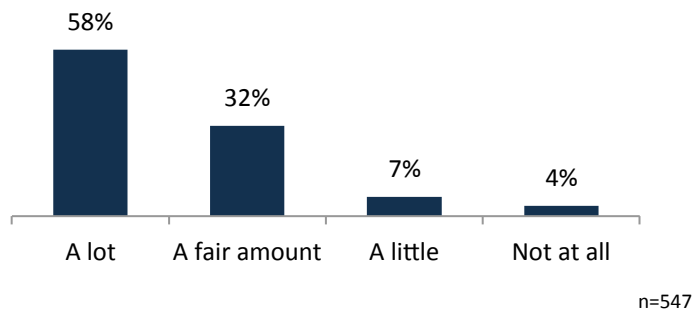
Turning first to Upper Arlington Schools, the great majority of residents report having highly positive attitudes toward the local school system. As shown in Figure 20, over two-thirds of residents would rate the Upper Arlington Schools as "excellent." Residents also rated the value of the Upper Arlington Schools highly, considering the property taxes they pay. Only 5% believed the Upper Arlington Schools are a "poor" value.

Figure 20: Quality and value of Upper Arlington Schools



To what extent is the high quality of life experienced by Upper Arlington residents associated with the quality of Upper Arlington Schools? Anecdotally, if the quality of the local school system was to decrease, Upper Arlington may become a less appealing location for many people, especially families with young children. If fewer people want to move to Upper Arlington, property values may decrease and people may be less likely to want to live or work there, leading to less of a tax base. Overall, the great majority of residents (90%) believe the quality of life in Upper Arlington is tied to the quality of the Upper Arlington Schools (Figure 21.)

Figure 21: Extent to which the quality of life is tied to the quality of Upper Arlington Schools



POTENTIAL SERVICE PROJECTS

Community organizations often want to give back to the City by engaging in service projects. What types of service projects would Upper Arlington residents most like to see in their community? Of the options provided to them, a sports or recreation facility project was the most popular, selected by 32% of residents. An additional 23% would like to see a park improvement project. See Table 4.

Table 4: Preferred community service project

	n=533
<i>Sports / Recreation Facility Project</i>	32%
<i>Park Improvement Project, like a shelter house / restroom facility</i>	23%
<i>Public Entertainment Project, like the "Labor Neighbor Day" or the "UA Labor Day Arts Festival"</i>	16%
<i>Community Beautification Project, like the Upper Arlington entryway at Lane Avenue near North Star</i>	15%
<i>Cultural Education Project (e.g., literary or visual arts)</i>	7%
<i>Public Use Building, for meetings or gatherings</i>	6%

SUMMARY

Overall, opinions about life in Upper Arlington are very positive.

- The quality of life in Upper Arlington was perceived to be very high.
- Most survey respondents believed UA is an excellent place to live and raise children.
- Proximity to Columbus, good schools, and a feeling of safety/security were among the best parts of living in UA, according to the survey respondents.

City services are rated very highly, but some can be improved.

- Almost all (94%) rated the services overall as "good" or "excellent."
- At least half of survey respondents rated all City as "good" or "excellent," though this proportion is much higher for most services.
- Almost all survey respondents rated the police, fire, and EMS services highly. Also, most reported feeling safe in their neighborhoods during the day and night.
- Garbage, yard waste and recycling collections were rated relatively highly, but these ratings were lower than the ratings in 2010.
- In addition, street lighting and sidewalk maintenance were two of the lowest rated services, and also received lower ratings compared to 2010. Street repair was rated similarly to 2010, but one of the lowest rated overall.
- Considering the taxes they pay, most considered the City services to be a "good" or "excellent" value.

Evaluations of government officials are mostly positive.

- The great majority of respondents trusted Upper Arlington's government officials to do the right thing most of the time, and a majority said they have "a fair amount" or "a lot" of trust in these government officials.
- Most believed Upper Arlington's government officials welcome citizen input to some degree and effectively represent UA residents.
- Notably, a sizable percentage of residents didn't know how much they trust government officials, the extent to which they welcomed citizen input, or whether they represented their constituents.

Assessments of the City's finances are mixed, but overall somewhat positive

- About half believed the City's finances had been managed well the past few years, and over half believed City officials were at least "moderately" interested in trimming the budget.
- Over half said the City's financial situation was "good" or "excellent" now, and only slightly less said this will be the case in three years.
- A sizable percentage of residents don't know enough to judge these financial issues.
- Most residents preferred a combination of reducing spending and increasing revenue to address a budget shortfall. But, residents were not eager to cut spending on services such as police, fire, snow plowing / leaf collection, or infrastructure maintenance.
- Almost half said they "somewhat" or "strongly support" increasing the City's income tax rate, from 2.0% to 2.5%. Learning the City has reduced full time employees or reduced the operating budget led over a third of people to become more positive toward an income tax increase. However, most of those people initially supported increasing the City's income tax. Only 9% of those who became more positive were initially opposed to the tax increase.

Respondents approve the City's economic development efforts.

- Most had positive opinions about the City's recent efforts to encourage economic development. However, a sizable percentage of respondents did not know enough about these efforts to evaluate them.

Upper Arlington Schools are rated highly and seen as integral to the City's quality of life.

- Most respondents had positive opinions about Upper Arlington Schools, and believed they are a good value considering the property taxes they pay.
- Most also acknowledged the quality of Upper Arlington Schools is tied to the (high) quality of life in Upper Arlington.

Appendix

The following pages show two different hard-copy versions of Upper Arlington's 2013 Community Survey. The only difference between the two versions is the wording of question 29.



The 2013 Upper Arlington Community Survey should be completed by the adult aged 18 or over in the household who **most recently** had a birthday. This survey should take less than 15 minutes to complete.

OVERALL OPINIONS ABOUT UPPER ARLINGTON

1. In your opinion, how is Upper Arlington as a place to live? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
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2. In your opinion, how is Upper Arlington as a place to raise children? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
-----------	------	------	------	------------

3. Overall, how is the quality of life in Upper Arlington? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
-----------	------	------	------	------------

4. What do you like most about living in Upper Arlington? [PLEASE WRITE YOUR RESPONSE IN THE SPACE PROVIDED]

5. What do you think is the most important problem facing Upper Arlington? [PLEASE WRITE YOUR RESPONSE IN THE SPACE PROVIDED]

OPINIONS ABOUT CITY SERVICES

The next set of questions asks for your opinions about the services provided by the City.

6. Please rate the quality of each of the following services provided by the City of Upper Arlington:

[FOR EACH ITEM BELOW, CIRCLE ONE RESPONSE]

	Excellent	Good	Fair	Poor	Don't know
a. Police services	Excellent	Good	Fair	Poor	Don't know
b. Fire services	Excellent	Good	Fair	Poor	Don't know
c. Emergency medical services (EMS)	Excellent	Good	Fair	Poor	Don't know
d. City parks	Excellent	Good	Fair	Poor	Don't know
e. Recreation facilities	Excellent	Good	Fair	Poor	Don't know
f. Recreational programs or classes	Excellent	Good	Fair	Poor	Don't know
g. Community cultural programs (Labor Day Arts Festival, Music in the Parks, etc.)	Excellent	Good	Fair	Poor	Don't know
h. Garbage collection	Excellent	Good	Fair	Poor	Don't know
i. Recycling collection	Excellent	Good	Fair	Poor	Don't know
j. Yard waste collection	Excellent	Good	Fair	Poor	Don't know
k. Leaf collection (from mid-October to early-December)	Excellent	Good	Fair	Poor	Don't know
l. Street repair	Excellent	Good	Fair	Poor	Don't know
m. Street cleaning	Excellent	Good	Fair	Poor	Don't know
n. Street lighting	Excellent	Good	Fair	Poor	Don't know
o. Sidewalk maintenance	Excellent	Good	Fair	Poor	Don't know
p. Snow removal	Excellent	Good	Fair	Poor	Don't know
q. Stormwater drainage	Excellent	Good	Fair	Poor	Don't know
r. Communications from the City to residents	Excellent	Good	Fair	Poor	Don't know
s. Overall, the services provided by the City of Upper Arlington	Excellent	Good	Fair	Poor	Don't know

7. Do you think the quality of the streets and roads in Upper Arlington is better than, similar to, or worse than the quality of the streets and roads in other Central Ohio suburban communities? [CIRCLE ONE RESPONSE]

Better than other suburban communities	Similar to other suburban communities	Worse than other suburban communities
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8. Overall, are you satisfied or dissatisfied with the way things are going in Upper Arlington at this time? [CIRCLE ONE RESPONSE]

Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
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9. Looking ahead to the next five years, how likely are you to remain in Upper Arlington? [CIRCLE ONE RESPONSE]

Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not Likely At All
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10. How safe do you feel... [FOR EACH ITEM BELOW, CIRCLE ONE RESPONSE]

a. ...In your neighborhood during the day?	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
b. ...In your neighborhood after dark?	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know

11. In the past 12 months, have you exchanged e-mails or talked with any City of Upper Arlington employees? [CIRCLE ONE RESPONSE]

Yes	No [GO TO Q.14]
-----	-----------------

12. In the past 12 months, approximately how many times have you exchanged e-mails or talked with City of Upper Arlington employees? If you are unsure of the exact number, please provide your best guess. [WRITE A NUMBER IN THE SPACE PROVIDED] _____

13. Thinking about the last time you exchanged e-mails or talked with a City of Upper Arlington employee, were you satisfied or dissatisfied with this interaction? [CIRCLE ONE RESPONSE]

Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
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OPINIONS ABOUT CITY GOVERNANCE

The next set of questions asks for your opinions about how the City is governed.

14. How much do you think Upper Arlington's government officials welcome citizen input? [CIRCLE ONE RESPONSE]

A lot	A fair amount	A little	Not at all	Don't know
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15. Overall, how much do you trust Upper Arlington's government officials? [CIRCLE ONE RESPONSE]

A lot	A fair amount	A little	Not at all	Don't know
-------	---------------	----------	------------	------------

16. Overall, do you trust Upper Arlington's government officials to do the right thing most of the time? [CIRCLE ONE RESPONSE]

Yes	No
-----	----

17. How strongly do you agree or disagree with the following statement? "The Upper Arlington City Council effectively represents the attitudes and opinions of UA residents." [CIRCLE ONE RESPONSE]

Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
----------------	----------------	-------------------	-------------------	------------

18. Over the past two years, the City Manager and his senior staff invited Upper Arlington residents to participate in nearly 20 "Community Coffee" sessions, neighborhood, and public meetings to discuss a wide range of issues facing the City, from the City's budget to the Community Entertainment District ballot issue to the Lane Avenue Mixed-Use Project. Were you aware of these community meetings? [CIRCLE ONE RESPONSE]

Yes	No
-----	----

19. Considering the property taxes, income taxes (if applicable), and miscellaneous fees your household pays to the City of Upper Arlington, how do you rate the value of the services provided by the City of Upper Arlington? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
-----------	------	------	------	------------

20. Depending on employment status and home value, different residential households may pay different amounts of taxes to the City of Upper Arlington. To illustrate this point, the following table presents four examples of different UA households.

		Annual Income Taxes¹ (UA's Share)	Annual Property Taxes² (UA's Share)	Annual Miscellaneous Fees³	Total
Family A	<ul style="list-style-type: none"> Family income of \$121,411, earned in UA Home value of \$334,000 	\$2,428	\$677	\$198	\$3,303
Family B	<ul style="list-style-type: none"> Family income of \$121,411, earned in Columbus Home value of \$334,000 	\$0	\$677	\$198	\$875
Individual A	<ul style="list-style-type: none"> Income of \$66,846, earned in Westerville Home value of \$175,000 	\$0	\$355	\$198	\$553
Individual B	<ul style="list-style-type: none"> Retiree Home value of \$265,000 	\$0	\$537	\$198	\$735

¹ Income taxes are paid first to the city in which a resident works.

² Only 9% of the taxes due on Upper Arlington property is paid to the City of Upper Arlington. The remaining 91% of property tax is paid to Upper Arlington Schools, Upper Arlington Library, and Franklin County (e.g., ADAMH, Columbus Zoo, Senior Options, etc.)

³ Miscellaneous Fees include: Solid Waste Sticker Usage (.75 per week X \$2.90); Annual Solid Waste fee; Annual Stormwater fee

Considering the property taxes, income taxes (if applicable), and miscellaneous fees your household pays to the City of Upper Arlington, how do you rate the value of the services provided by the City of Upper Arlington? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
-----------	------	------	------	------------

OPINIONS ABOUT FINANCIAL OPTIONS

The next set of questions asks for your opinions about the City's finances.

21. Looking back over the past three years, do you think the management of City finances has been excellent, good, fair, or poor? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
-----------	------	------	------	------------

22. Do you think the City's current financial situation is excellent, good, fair, or poor? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
-----------	------	------	------	------------

23. Do you think the City's financial situation three years from now will be excellent, good, fair, or poor? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
-----------	------	------	------	------------

24. In your opinion, how interested are Upper Arlington's government officials in finding ways to trim the City's budget? [CIRCLE ONE RESPONSE]

Extremely Interested	Very Interested	Moderately Interested	Slightly Interested	Not Interested At All	Don't know
----------------------	-----------------	-----------------------	---------------------	-----------------------	------------

25. Beginning in fiscal year 2013, the City of Upper Arlington is projecting it will receive \$3,000,000 less in revenue as compared to 2012. This amount (\$3,000,000) is about 10% of the City's 2012 budget. This revenue decrease is largely due to two major events at the state level. As of January 1, 2013, the State of Ohio no longer has an estate tax, which means Ohio and the cities within it can no longer collect a tax on the value of a deceased person's estate. Were you aware of this change? [CIRCLE ONE RESPONSE]

Yes	No
-----	----

26. Over the past two years, the State of Ohio has decreased the amount of money it distributes to local governments. This means that cities like Upper Arlington now receive about half of the funding that it used to receive from the State. Were you aware of this change? [CIRCLE ONE RESPONSE]

Yes	No
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27. The City of Upper Arlington is faced by the following financial issue: The amount of money the City spends on municipal services and operations is becoming greater than the amount of money the City currently collects from taxes, fees, and other revenue sources.

Generally speaking, how would you prefer the City to address this financial issue? Would you prefer the City to reduce the amount of money it spends (which would likely mean reducing some services), would you prefer the City to increase the amount of money it collects from income or other taxes (which would likely mean keeping services at current levels), or would you prefer some combination of reducing the amount of money it spends and increasing the amount of money it collects? [CIRCLE ONE RESPONSE]

<i>Reduce the amount of money it spends, likely reducing some services</i>	<i>Increase the amount of money it collects, thereby maintaining services</i>	<i>Some combination of reducing the amount of money it spends and increasing the amount of money it collects</i>
--	---	--

28. One option for addressing this financial issue is to increase the amount of money the City collects by increasing the City's income tax rate from 2.0% to 2.5%.

Increasing the City's income tax rate from 2.0% to 2.5%...

... would not affect retired residents since they do not pay any income tax.

... would not affect residents who work in Columbus or other cities that have a 2.5% income tax rate.

... would only affect residents who work in Upper Arlington or cities that have a lower income tax rate (e.g., Dublin and Hilliard income tax rates are currently 2.0%).

Overall, do you support or oppose the idea of increasing the City of Upper Arlington's income tax rate from 2.0% to 2.5%?

[CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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29. One of the City's largest costs relates to employment – paying the salaries, health insurance, and other costs associated with employing police officers, fire and EMS personnel, parks and recreation staff, and other City employees. To help control these costs, the City of Upper Arlington has begun to reduce the number of people it employs. In 2012, the City had 25% fewer full-time employees than it did at its peak.

Does this information make you feel more positive toward the idea of increasing the City of Upper Arlington's income tax rate from 2.0% to 2.5%, more negative toward this idea, or does this information not change how you feel toward this idea?

[CIRCLE ONE RESPONSE]

<i>Much More Positive</i>	<i>Somewhat More Positive</i>	<i>No Change in Feeling</i>	<i>Somewhat More Negative</i>	<i>Much More Negative</i>
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30. As mentioned earlier, the City of Upper Arlington is faced by the following financial issue: The amount of money the City spends on municipal services and operations is becoming greater than the amount of money the City currently collects from taxes, fees, and other revenue sources.

Another option for addressing this financial issue is to reduce the amount of money the City spends on some municipal services and operations. For example, the City could close a fire station. Do you support or oppose the idea of the City of Upper Arlington closing a fire station? [CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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31. Another option for addressing this financial issue is to reduce the number of police officers it employs. Do you support or oppose the idea of the City of Upper Arlington reducing the number of police officers it employs? [CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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32. Another option for addressing this financial issue is to cut parks and recreation programming that does not pay for itself, such as cultural arts programming, senior programming, special events or parks maintenance. Do you support or oppose the idea of the City of Upper Arlington cutting recreation programming? [CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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33. Another option for addressing this financial issue is to eliminate snow plowing on residential streets and the City's free leaf collection program. Do you support or oppose the idea of the City of Upper Arlington eliminating snow plowing on residential streets and the free leaf collection program? [CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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34. Another option for addressing this financial issue is to reduce the amount of money spent on infrastructure maintenance (e.g., roads, water/sewer lines). Do you support or oppose the idea of the City of Upper Arlington reducing the amount of money it spends on infrastructure maintenance? [CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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OPINIONS ABOUT ECONOMIC DEVELOPMENT

The next set of questions asks for your opinions about economic development within the City.

35. Please rate the quality of the City's efforts to do the following: [FOR EACH ITEM BELOW, CIRCLE ONE RESPONSE]

a. Retain businesses that are already located in UA	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
b. Attract new retail businesses to UA	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
c. Attract new restaurant businesses to UA	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
d. Attract new professional businesses to UA	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>

36. There have been a number of major economic development projects in the City over the past three years. Overall, have you been satisfied or dissatisfied with what the City has been doing to encourage redevelopment in its commercial districts? [CIRCLE ONE RESPONSE]

<i>Very Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Very Dissatisfied</i>
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OPINIONS ABOUT OTHER UPPER ARLINGTON TOPICS

The next set of questions asks for your opinions about other Upper Arlington topics.

37. Overall, how is the quality of Upper Arlington Schools? [CIRCLE ONE RESPONSE]

<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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38. To what extent is the quality of life in Upper Arlington related to the quality of Upper Arlington Schools? [CIRCLE ONE RESPONSE]

<i>A lot</i>	<i>A fair amount</i>	<i>A little</i>	<i>Not at all</i>	<i>Don't know</i>
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39. Considering the property taxes your household pays to Upper Arlington Schools, how do you rate the value of the education provided by Upper Arlington Schools? [CIRCLE ONE RESPONSE]

<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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40. There are a number of community organizations in Upper Arlington that want to give back to the City and its residents by engaging in service projects. Of the possible service projects shown below, which one would you most want community organizations to work on in Upper Arlington? [CIRCLE ONE RESPONSE]

<i>Community Beautification Project, like the Upper Arlington entryway at Lane Avenue near North Star</i>	<i>Public Use Building, for meetings or gatherings</i>
<i>Park Improvement Project, like a shelter house/restroom facility</i>	<i>Public Entertainment Project, like the "Labor Neighbor Day" or the "UA Labor Day Arts Festival"</i>
<i>Cultural Education Project (e.g., literary or visual arts)</i>	<i>Sports/Recreation Facility Project</i>

DEMOGRAPHICS

This last set of questions asks about you and your household. All information you share will remain confidential.

41. How many years (total) have you lived in Upper Arlington? Please include all the years you have lived in Upper Arlington, even if you moved away for a while. [WRITE A NUMBER IN THE SPACE PROVIDED] _____

42. Is your household located north of Fishinger, between Fishinger and Lane, or south of Lane? [CIRCLE ONE RESPONSE]

North of Fishinger	Between Fishinger and Lane	South of Lane
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43. What is your gender? [CIRCLE ONE RESPONSE]

Male	Female
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44. In what year were you born? [WRITE A FOUR-DIGIT NUMBER IN THE SPACE PROVIDED] _____

45. How many children aged 17 or under live in this household? [WRITE A NUMBER IN THE SPACE PROVIDED] _____

46. How many adults aged 18 to 64 live in this household? [WRITE A NUMBER IN THE SPACE PROVIDED] _____

47. How many adults aged 65 or over live in this household? [WRITE A NUMBER IN THE SPACE PROVIDED] _____

48. Which of the following best describes the type of building in which you live? [CIRCLE ONE RESPONSE]

A Single-family Home	A Duplex or Townhome	An Apartment or Condominium	Something Else? _____
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49. Do you or a member of your household own or rent your home? [CIRCLE ONE RESPONSE]

Own	Rent
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50. Do you or a member of your household have a computer with Internet access? [CIRCLE ONE RESPONSE]

Yes	No
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51. What is your race? [SELECT ALL THAT APPLY]

Asian, Asian Indian, or Pacific Islander	Black or African-American	White or Caucasian	Other
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52. Are you Spanish, Hispanic, or Latino? [CIRCLE ONE RESPONSE]

Yes	No
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53. What is the highest level of education you have completed? [CIRCLE ONE RESPONSE]

Less than 12 th Grade, No Diploma	High School Degree / GED	Some College (no degree)	Associate's Degree	Bachelor's Degree	Graduate or Professional Degree
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54. Are you currently employed or self-employed? [CIRCLE ONE RESPONSE]

Yes	No [GO TO Q.57]
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55. Are you currently employed on a full-time or part-time basis? [SELECT ALL THAT APPLY]

Full-time	Part-time
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56. Is the business or organization that employs you located inside or outside of Upper Arlington? If you work for multiple businesses or organizations, think about the one in which you spend most of your time. [CIRCLE ONE RESPONSE]

Inside Upper Arlington	Outside Upper Arlington
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57. Which of the following categories best reflects your household's total income in 2012, before taxes? [CIRCLE ONE RESPONSE]

\$24,999 or Less	Between \$25,000 and \$49,999	Between \$50,000 and \$99,999	Between \$100,000 and \$149,999	\$150,000 or More
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58. Are there any changes you would like to see made in the City of Upper Arlington? Is there anything else you'd like to tell City officials? If so, please write your response in the space below. [PLEASE WRITE YOUR RESPONSE IN THE SPACE PROVIDED]

Thank you! Please use the pre-addressed, postage-paid envelope to mail this completed survey back to the researchers.



The 2013 Upper Arlington Community Survey should be completed by the adult aged 18 or over in the household who **most recently** had a birthday. This survey should take less than 15 minutes to complete.

OVERALL OPINIONS ABOUT UPPER ARLINGTON

1. In your opinion, how is Upper Arlington as a place to live? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
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2. In your opinion, how is Upper Arlington as a place to raise children? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
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3. Overall, how is the quality of life in Upper Arlington? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
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4. What do you like most about living in Upper Arlington? [PLEASE WRITE YOUR RESPONSE IN THE SPACE PROVIDED]

5. What do you think is the most important problem facing Upper Arlington? [PLEASE WRITE YOUR RESPONSE IN THE SPACE PROVIDED]

OPINIONS ABOUT CITY SERVICES

The next set of questions asks for your opinions about the services provided by the City.

6. Please rate the quality of each of the following services provided by the City of Upper Arlington:

[FOR EACH ITEM BELOW, CIRCLE ONE RESPONSE]

	Excellent	Good	Fair	Poor	Don't know
a. Police services					
b. Fire services					
c. Emergency medical services (EMS)					
d. City parks					
e. Recreation facilities					
f. Recreational programs or classes					
g. Community cultural programs (Labor Day Arts Festival, Music in the Parks, etc.)					
h. Garbage collection					
i. Recycling collection					
j. Yard waste collection					
k. Leaf collection (from mid-October to early-December)					
l. Street repair					
m. Street cleaning					
n. Street lighting					
o. Sidewalk maintenance					
p. Snow removal					
q. Stormwater drainage					
r. Communications from the City to residents					
s. Overall, the services provided by the City of Upper Arlington					

7. Do you think the quality of the streets and roads in Upper Arlington is better than, similar to, or worse than the quality of the streets and roads in other Central Ohio suburban communities? [CIRCLE ONE RESPONSE]

Better than other suburban communities	Similar to other suburban communities	Worse than other suburban communities
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8. Overall, are you satisfied or dissatisfied with the way things are going in Upper Arlington at this time? [CIRCLE ONE RESPONSE]

Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
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9. Looking ahead to the next five years, how likely are you to remain in Upper Arlington? [CIRCLE ONE RESPONSE]

Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not Likely At All
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10. How safe do you feel... [FOR EACH ITEM BELOW, CIRCLE ONE RESPONSE]

a. ...In your neighborhood during the day?	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
b. ...In your neighborhood after dark?	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know

11. In the past 12 months, have you exchanged e-mails or talked with any City of Upper Arlington employees? [CIRCLE ONE RESPONSE]

Yes	No [GO TO Q.14]
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12. In the past 12 months, approximately how many times have you exchanged e-mails or talked with City of Upper Arlington employees? If you are unsure of the exact number, please provide your best guess. [WRITE A NUMBER IN THE SPACE PROVIDED] _____

13. Thinking about the last time you exchanged e-mails or talked with a City of Upper Arlington employee, were you satisfied or dissatisfied with this interaction? [CIRCLE ONE RESPONSE]

Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
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OPINIONS ABOUT CITY GOVERNANCE

The next set of questions asks for your opinions about how the City is governed.

14. How much do you think Upper Arlington's government officials welcome citizen input? [CIRCLE ONE RESPONSE]

A lot	A fair amount	A little	Not at all	Don't know
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15. Overall, how much do you trust Upper Arlington's government officials? [CIRCLE ONE RESPONSE]

A lot	A fair amount	A little	Not at all	Don't know
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16. Overall, do you trust Upper Arlington's government officials to do the right thing most of the time? [CIRCLE ONE RESPONSE]

Yes	No
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17. How strongly do you agree or disagree with the following statement? "The Upper Arlington City Council effectively represents the attitudes and opinions of UA residents." [CIRCLE ONE RESPONSE]

Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
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18. Over the past two years, the City Manager and his senior staff invited Upper Arlington residents to participate in nearly 20 "Community Coffee" sessions, neighborhood, and public meetings to discuss a wide range of issues facing the City, from the City's budget to the Community Entertainment District ballot issue to the Lane Avenue Mixed-Use Project. Were you aware of these community meetings? [CIRCLE ONE RESPONSE]

Yes	No
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19. Considering the property taxes, income taxes (if applicable), and miscellaneous fees your household pays to the City of Upper Arlington, how do you rate the value of the services provided by the City of Upper Arlington? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
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20. Depending on employment status and home value, different residential households may pay different amounts of taxes to the City of Upper Arlington. To illustrate this point, the following table presents four examples of different UA households.

		Annual Income Taxes¹ (UA's Share)	Annual Property Taxes² (UA's Share)	Annual Miscellaneous Fees³	Total
Family A	<ul style="list-style-type: none"> Family income of \$121,411, earned in UA Home value of \$334,000 	\$2,428	\$677	\$198	\$3,303
Family B	<ul style="list-style-type: none"> Family income of \$121,411, earned in Columbus Home value of \$334,000 	\$0	\$677	\$198	\$875
Individual A	<ul style="list-style-type: none"> Income of \$66,846, earned in Westerville Home value of \$175,000 	\$0	\$355	\$198	\$553
Individual B	<ul style="list-style-type: none"> Retiree Home value of \$265,000 	\$0	\$537	\$198	\$735

¹ Income taxes are paid first to the city in which a resident works.

² Only 9% of the taxes due on Upper Arlington property is paid to the City of Upper Arlington. The remaining 91% of property tax is paid to Upper Arlington Schools, Upper Arlington Library, and Franklin County (e.g., ADAMH, Columbus Zoo, Senior Options, etc.)

³ Miscellaneous Fees include: Solid Waste Sticker Usage (.75 per week X \$2.90); Annual Solid Waste fee; Annual Stormwater fee

Considering the property taxes, income taxes (if applicable), and miscellaneous fees your household pays to the City of Upper Arlington, how do you rate the value of the services provided by the City of Upper Arlington? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
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OPINIONS ABOUT FINANCIAL OPTIONS

The next set of questions asks for your opinions about the City's finances.

21. Looking back over the past three years, do you think the management of City finances has been excellent, good, fair, or poor? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
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22. Do you think the City's current financial situation is excellent, good, fair, or poor? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
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23. Do you think the City's financial situation three years from now will be excellent, good, fair, or poor? [CIRCLE ONE RESPONSE]

Excellent	Good	Fair	Poor	Don't know
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24. In your opinion, how interested are Upper Arlington's government officials in finding ways to trim the City's budget? [CIRCLE ONE RESPONSE]

Extremely Interested	Very Interested	Moderately Interested	Slightly Interested	Not Interested At All	Don't know
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25. Beginning in fiscal year 2013, the City of Upper Arlington is projecting it will receive \$3,000,000 less in revenue as compared to 2012. This amount (\$3,000,000) is about 10% of the City's 2012 budget. This revenue decrease is largely due to two major events at the state level. As of January 1, 2013, the State of Ohio no longer has an estate tax, which means Ohio and the cities within it can no longer collect a tax on the value of a deceased person's estate. Were you aware of this change?

[CIRCLE ONE RESPONSE]

Yes	No
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26. Over the past two years, the State of Ohio has decreased the amount of money it distributes to local governments. This means that cities like Upper Arlington now receive about half of the funding that it used to receive from the State. Were you aware of this change? [CIRCLE ONE RESPONSE]

Yes	No
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27. The City of Upper Arlington is faced by the following financial issue: The amount of money the City spends on municipal services and operations is becoming greater than the amount of money the City currently collects from taxes, fees, and other revenue sources.

Generally speaking, how would you prefer the City to address this financial issue? Would you prefer the City to reduce the amount of money it spends (which would likely mean reducing some services), would you prefer the City to increase the amount of money it collects from income or other taxes (which would likely mean keeping services at current levels), or would you prefer some combination of reducing the amount of money it spends and increasing the amount of money it collects? [CIRCLE ONE RESPONSE]

<i>Reduce the amount of money it spends, likely reducing some services</i>	<i>Increase the amount of money it collects, thereby maintaining services</i>	<i>Some combination of reducing the amount of money it spends and increasing the amount of money it collects</i>
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28. One option for addressing this financial issue is to increase the amount of money the City collects by increasing the City's income tax rate from 2.0% to 2.5%.

Increasing the City's income tax rate from 2.0% to 2.5%...

... would not affect retired residents since they do not pay any income tax.

... would not affect residents who work in Columbus or other cities that have a 2.5% income tax rate.

... would only affect residents who work in Upper Arlington or cities that have a lower income tax rate (e.g., Dublin and Hilliard income tax rates are currently 2.0%).

Overall, do you support or oppose the idea of increasing the City of Upper Arlington's income tax rate from 2.0% to 2.5%?

[CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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29. Since 2010, the City has cut spending in its operating budget by a cumulative amount of \$2,500,000*, or 4% of the total operating budget.

* In 2011, \$1,000,000 was cut. In 2012, this spending was not restored and an additional \$500,000 was cut, for a total of \$1,500,000 in 2012.

Does this information make you feel more positive toward the idea of increasing the City of Upper Arlington's income tax rate from 2.0% to 2.5%, more negative toward this idea, or does this information not change how you feel toward this idea?

[CIRCLE ONE RESPONSE]

<i>Much More Positive</i>	<i>Somewhat More Positive</i>	<i>No Change in Feeling</i>	<i>Somewhat More Negative</i>	<i>Much More Negative</i>
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30. As mentioned earlier, the City of Upper Arlington is faced by the following financial issue: The amount of money the City spends on municipal services and operations is becoming greater than the amount of money the City currently collects from taxes, fees, and other revenue sources.

Another option for addressing this financial issue is to reduce the amount of money the City spends on some municipal services and operations. For example, the City could close a fire station. Do you support or oppose the idea of the City of Upper Arlington closing a fire station? [CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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31. Another option for addressing this financial issue is to reduce the number of police officers it employs. Do you support or oppose the idea of the City of Upper Arlington reducing the number of police officers it employs? [CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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32. Another option for addressing this financial issue is to cut parks and recreation programming that does not pay for itself, such as cultural arts programming, senior programming, special events or parks maintenance. Do you support or oppose the idea of the City of Upper Arlington cutting recreation programming? [CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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33. Another option for addressing this financial issue is to eliminate snow plowing on residential streets and the City's free leaf collection program. Do you support or oppose the idea of the City of Upper Arlington eliminating snow plowing on residential streets and the free leaf collection program? [CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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34. Another option for addressing this financial issue is to reduce the amount of money spent on infrastructure maintenance (e.g., roads, water/sewer lines). Do you support or oppose the idea of the City of Upper Arlington reducing the amount of money it spends on infrastructure maintenance? [CIRCLE ONE RESPONSE]

<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neither Support nor Oppose</i>	<i>Somewhat Oppose</i>	<i>Strongly Oppose</i>
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OPINIONS ABOUT ECONOMIC DEVELOPMENT

The next set of questions asks for your opinions about economic development within the City.

35. Please rate the quality of the City's efforts to do the following: [FOR EACH ITEM BELOW, CIRCLE ONE RESPONSE]

a. Retain businesses that are already located in UA	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
b. Attract new retail businesses to UA	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
c. Attract new restaurant businesses to UA	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
d. Attract new professional businesses to UA	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>

36. There have been a number of major economic development projects in the City over the past three years. Overall, have you been satisfied or dissatisfied with what the City has been doing to encourage redevelopment in its commercial districts? [CIRCLE ONE RESPONSE]

<i>Very Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Very Dissatisfied</i>
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OPINIONS ABOUT OTHER UPPER ARLINGTON TOPICS

The next set of questions asks for your opinions about other Upper Arlington topics.

37. Overall, how is the quality of Upper Arlington Schools? [CIRCLE ONE RESPONSE]

<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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38. To what extent is the quality of life in Upper Arlington related to the quality of Upper Arlington Schools? [CIRCLE ONE RESPONSE]

<i>A lot</i>	<i>A fair amount</i>	<i>A little</i>	<i>Not at all</i>	<i>Don't know</i>
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39. Considering the property taxes your household pays to Upper Arlington Schools, how do you rate the value of the education provided by Upper Arlington Schools? [CIRCLE ONE RESPONSE]

<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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40. There are a number of community organizations in Upper Arlington that want to give back to the City and its residents by engaging in service projects. Of the possible service projects shown below, which one would you most want community organizations to work on in Upper Arlington? [CIRCLE ONE RESPONSE]

<i>Community Beautification Project, like the Upper Arlington entryway at Lane Avenue near North Star</i>	<i>Public Use Building, for meetings or gatherings</i>
<i>Park Improvement Project, like a shelter house/restroom facility</i>	<i>Public Entertainment Project, like the "Labor Neighbor Day" or the "UA Labor Day Arts Festival"</i>
<i>Cultural Education Project (e.g., literary or visual arts)</i>	<i>Sports/Recreation Facility Project</i>

DEMOGRAPHICS

This last set of questions asks about you and your household. All information you share will remain confidential.

41. How many years (total) have you lived in Upper Arlington? Please include all the years you have lived in Upper Arlington, even if you moved away for a while. [WRITE A NUMBER IN THE SPACE PROVIDED] _____

42. Is your household located north of Fishinger, between Fishinger and Lane, or south of Lane? [CIRCLE ONE RESPONSE]

North of Fishinger	Between Fishinger and Lane	South of Lane
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43. What is your gender? [CIRCLE ONE RESPONSE]

Male	Female
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44. In what year were you born? [WRITE A FOUR-DIGIT NUMBER IN THE SPACE PROVIDED] _____

45. How many children aged 17 or under live in this household? [WRITE A NUMBER IN THE SPACE PROVIDED] _____

46. How many adults aged 18 to 64 live in this household? [WRITE A NUMBER IN THE SPACE PROVIDED] _____

47. How many adults aged 65 or over live in this household? [WRITE A NUMBER IN THE SPACE PROVIDED] _____

48. Which of the following best describes the type of building in which you live? [CIRCLE ONE RESPONSE]

A Single-family Home	A Duplex or Townhome	An Apartment or Condominium	Something Else? _____
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49. Do you or a member of your household own or rent your home? [CIRCLE ONE RESPONSE]

Own	Rent
-----	------

50. Do you or a member of your household have a computer with Internet access? [CIRCLE ONE RESPONSE]

Yes	No
-----	----

51. What is your race? [SELECT ALL THAT APPLY]

Asian, Asian Indian, or Pacific Islander	Black or African-American	White or Caucasian	Other
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52. Are you Spanish, Hispanic, or Latino? [CIRCLE ONE RESPONSE]

Yes	No
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53. What is the highest level of education you have completed? [CIRCLE ONE RESPONSE]

Less than 12 th Grade, No Diploma	High School Degree / GED	Some College (no degree)	Associate's Degree	Bachelor's Degree	Graduate or Professional Degree
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54. Are you currently employed or self-employed? [CIRCLE ONE RESPONSE]

Yes	No [GO TO Q.57]
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55. Are you currently employed on a full-time or part-time basis? [SELECT ALL THAT APPLY]

Full-time	Part-time
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56. Is the business or organization that employs you located inside or outside of Upper Arlington? If you work for multiple businesses or organizations, think about the one in which you spend most of your time. [CIRCLE ONE RESPONSE]

Inside Upper Arlington	Outside Upper Arlington
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57. Which of the following categories best reflects your household's total income in 2012, before taxes? [CIRCLE ONE RESPONSE]

\$24,999 or Less	Between \$25,000 and \$49,999	Between \$50,000 and \$99,999	Between \$100,000 and \$149,999	\$150,000 or More
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58. Are there any changes you would like to see made in the City of Upper Arlington? Is there anything else you'd like to tell City officials? If so, please write your response in the space below. [PLEASE WRITE YOUR RESPONSE IN THE SPACE PROVIDED]

Thank you! Please use the pre-addressed, postage-paid envelope to mail this completed survey back to the researchers.