CITY OF EUCLID
MASTER PLAN

COMMUNITY SURVEY RESULTS

County Planning Team

- **James Sonnhalter**, Manager, Planning Services
- **Patrick Hewitt**, Senior Planner

The Euclid Master Plan: Six Steps

Current Conditions

Demographic, land use, housing, and other data to develop a community profile

Includes a review of existing plans and surveys

Community Survey

Community Vision

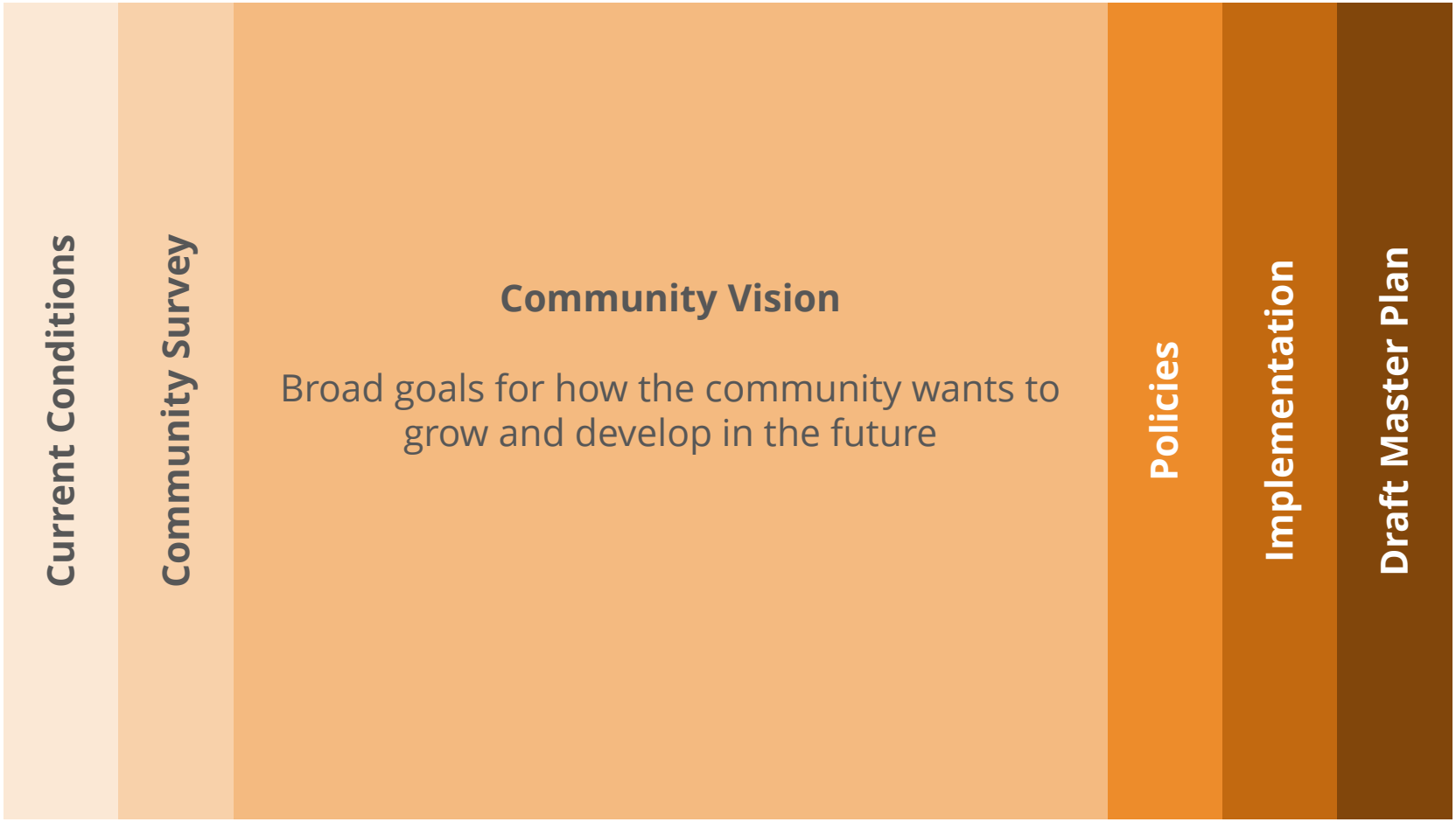
Policies

Implementation

Draft Master Plan

The Euclid Master Plan: Six Steps

The Euclid Master Plan: Six Steps



The Euclid Master Plan: Six Steps

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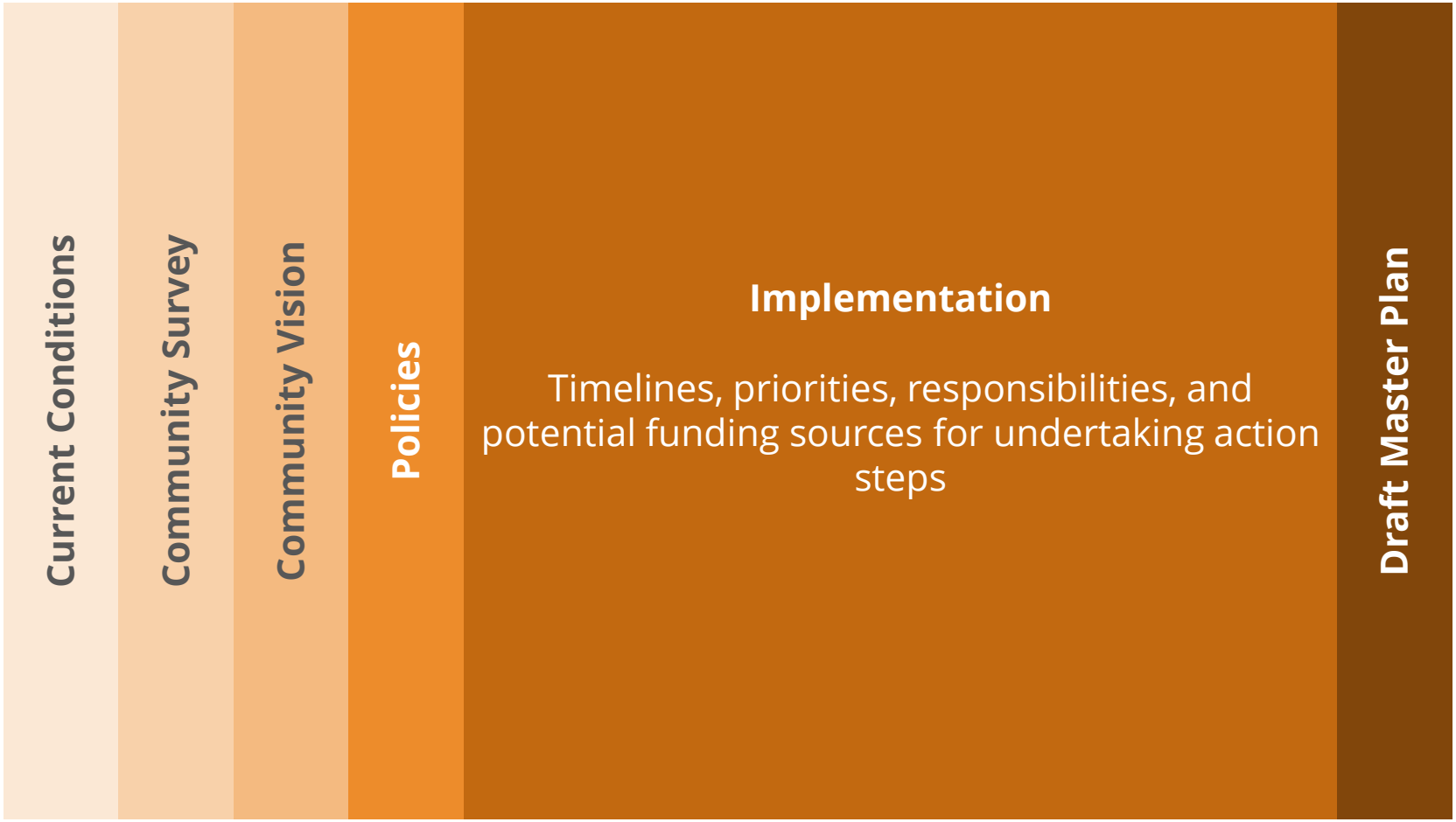


The Euclid Master Plan: Six Steps

- Methodology + Process
- Detailed Findings
- Demographics
- Major Themes

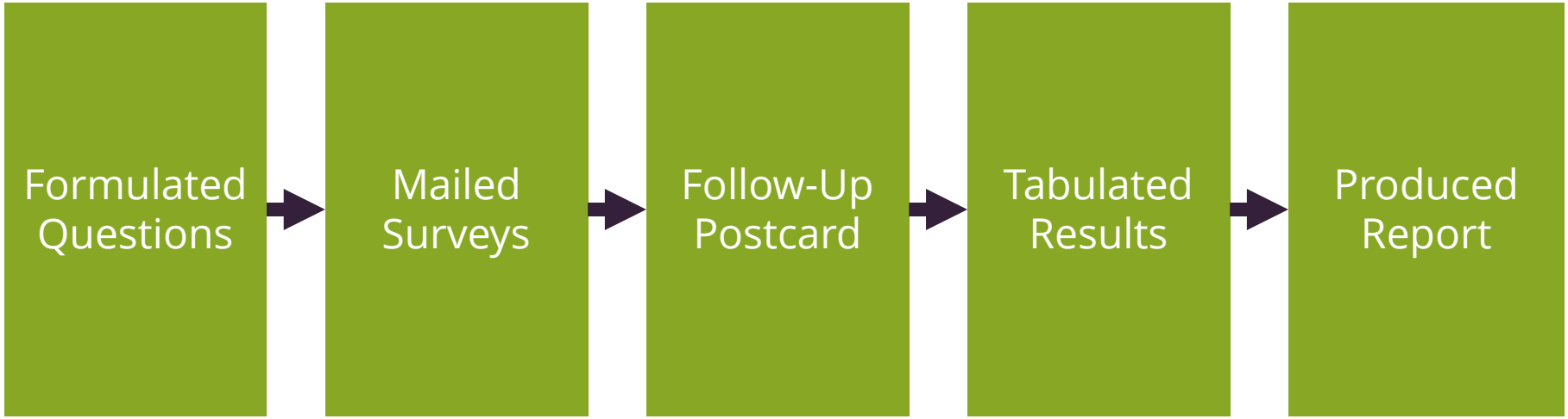
- **Methodology + Process**
- Detailed Findings
- Demographics
- Major Themes

- Methodology + Process
- **Detailed Findings**
- Demographics
- Major Themes

- Methodology + Process
- Detailed Findings
- **Demographics**
- Major Themes

- Methodology + Process
- Detailed Findings
- Demographics
- **Major Themes**

METHODOLOGY + PROCESS


Formulated Questions
Mailed Surveys
Follow-Up Postcard
Tabulated Results
Produced Report

	Euclid Survey
Total Households	22,191 Households

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Mailed Surveys	1,400 Surveys

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Response Rate	18.9%

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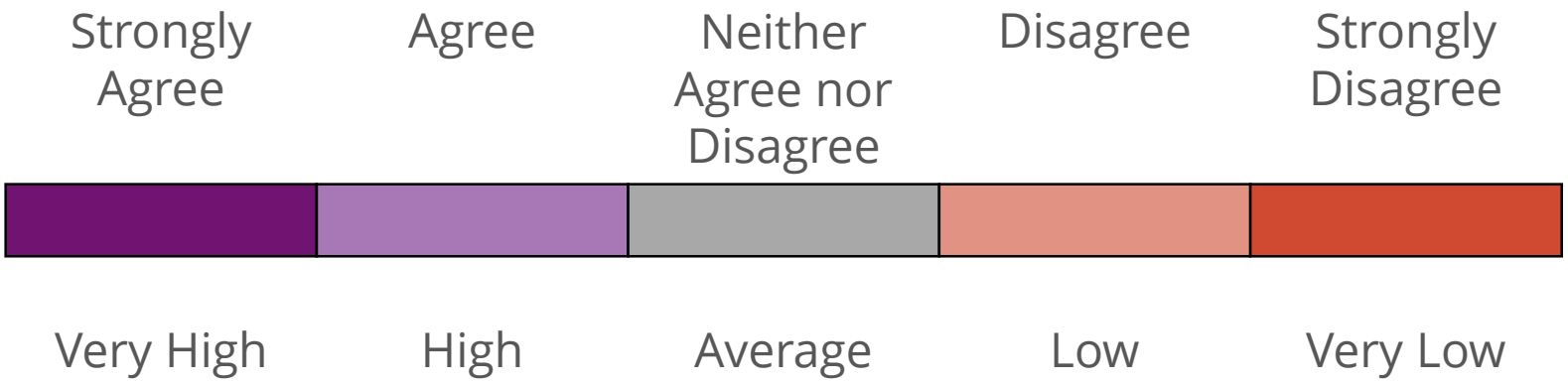
Mailed Surveys	1,400 Surveys
Returned Surveys	265 Surveys
Response Rate	18.9%
Confidence Level	95%
Statistical Error Rate	+/- 5.98

DETAILED FINDINGS

SURVEY TOPICS

- Reasons for Residing in Euclid
- Parks and Recreation
- Quality of Life
- Economic Development
- City Image and Communication
- Housing
- Transportation
- Development
- Community Amenities
- City Services

LEGEND



The graphs in this presentation have been sorted by most popular answer.

REASONS FOR RESIDING IN EUCLID

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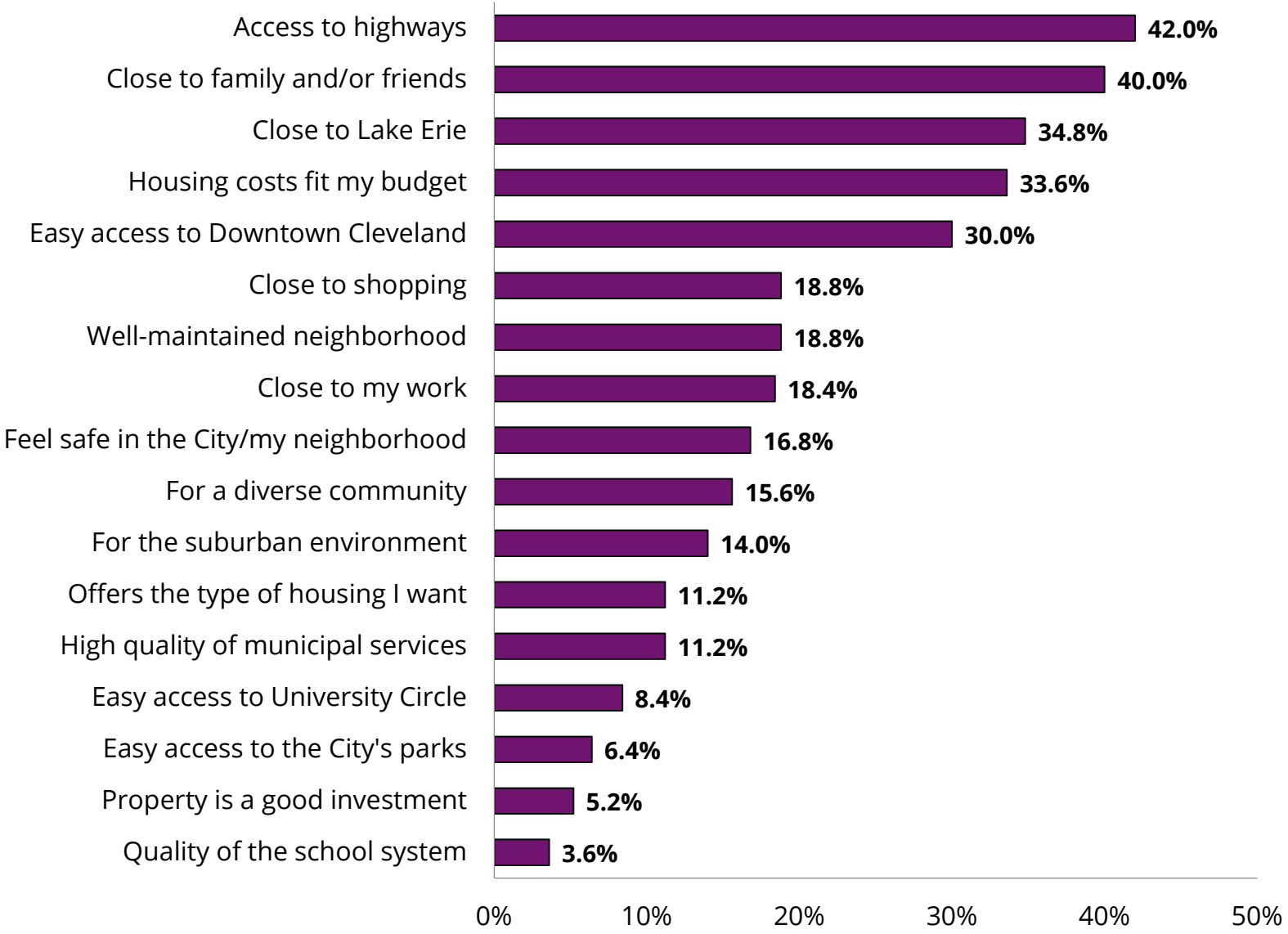

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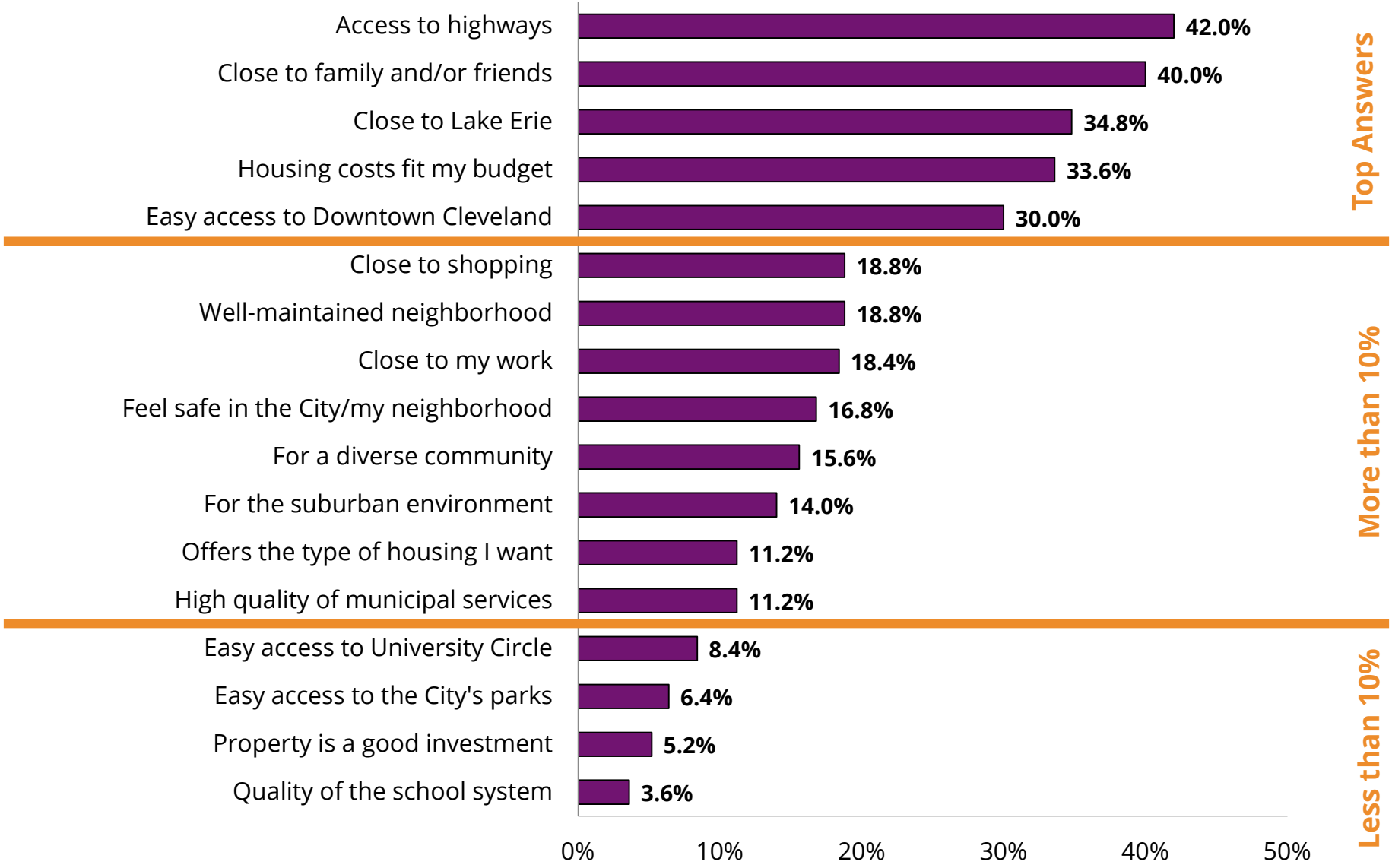

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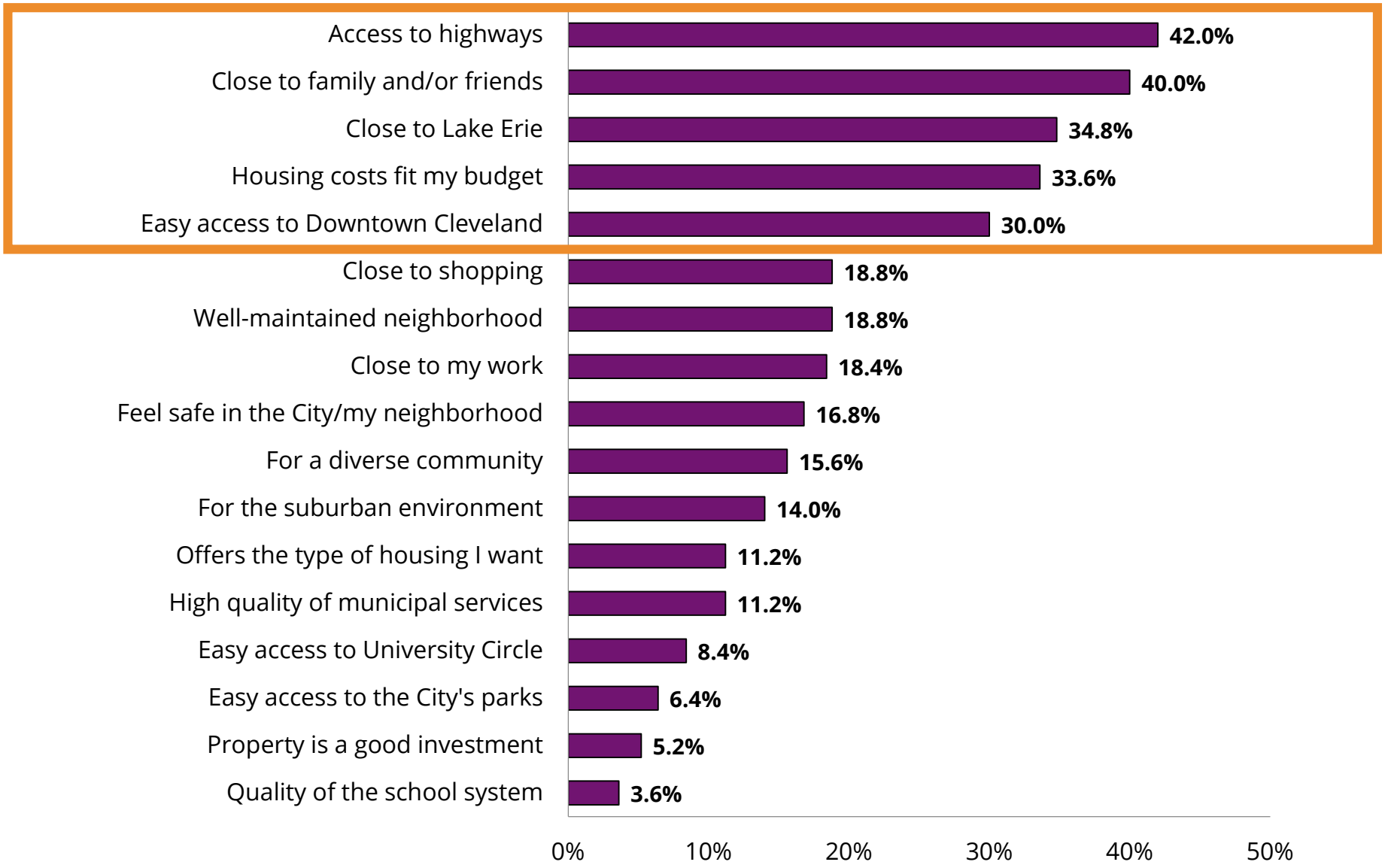

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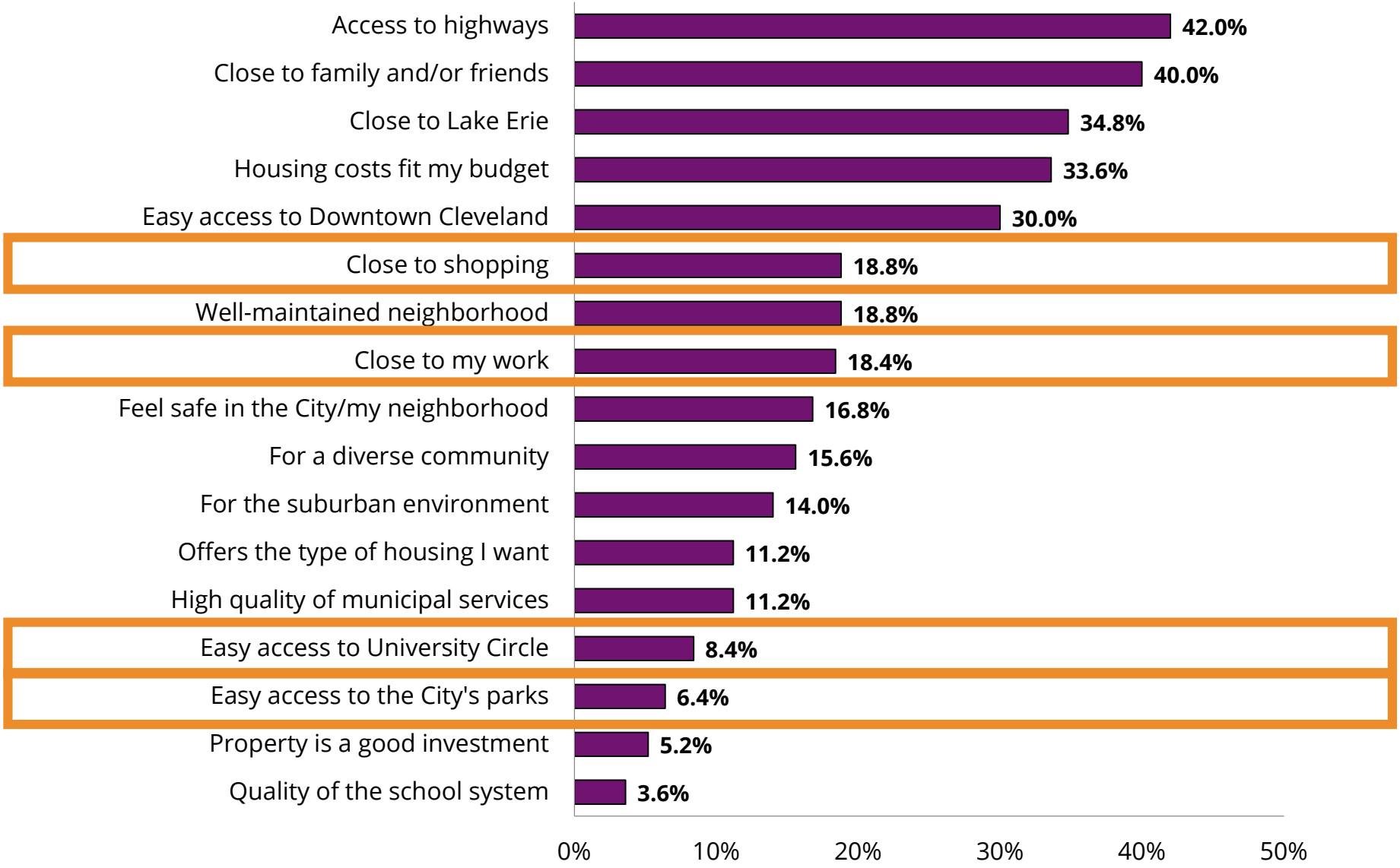

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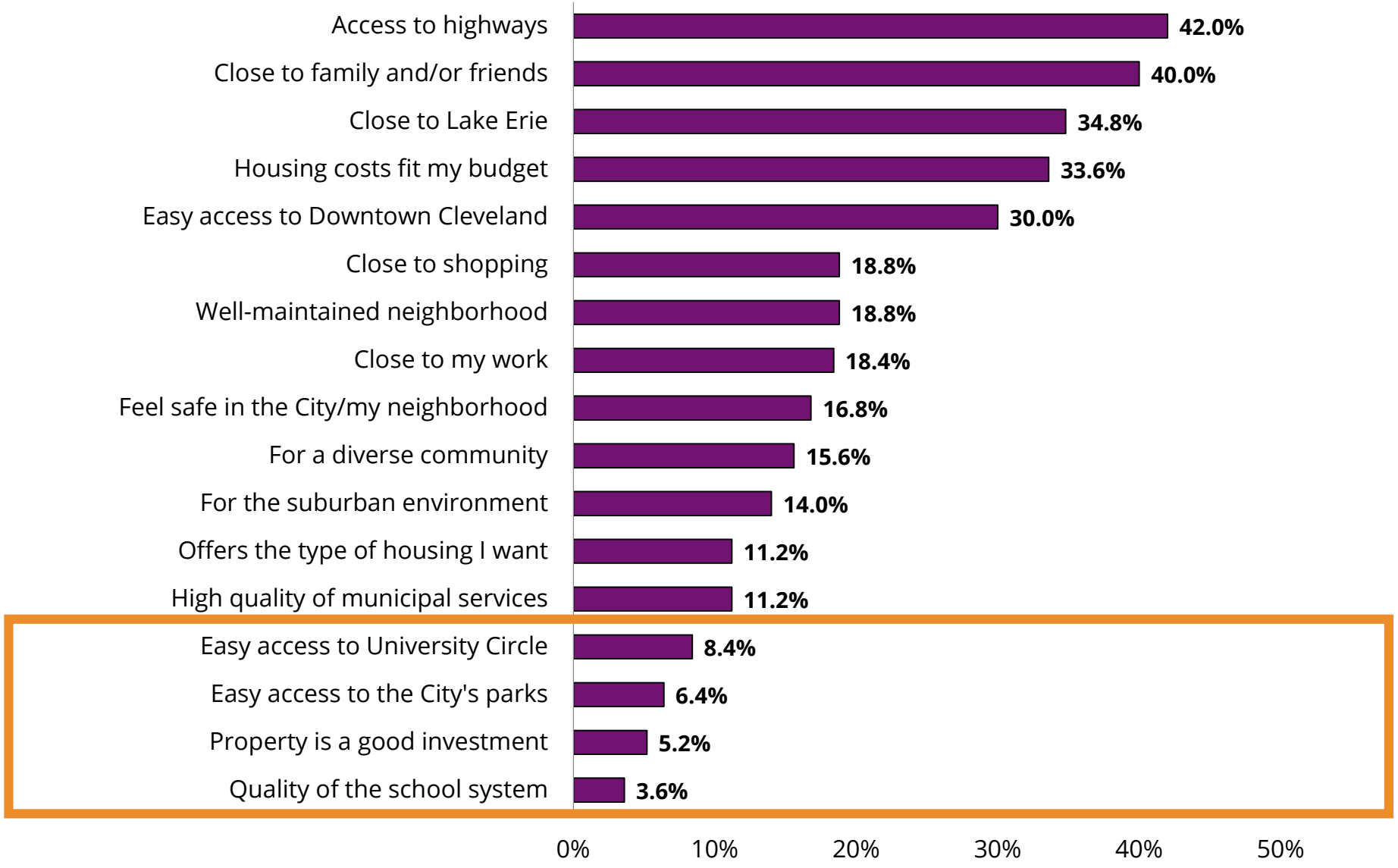
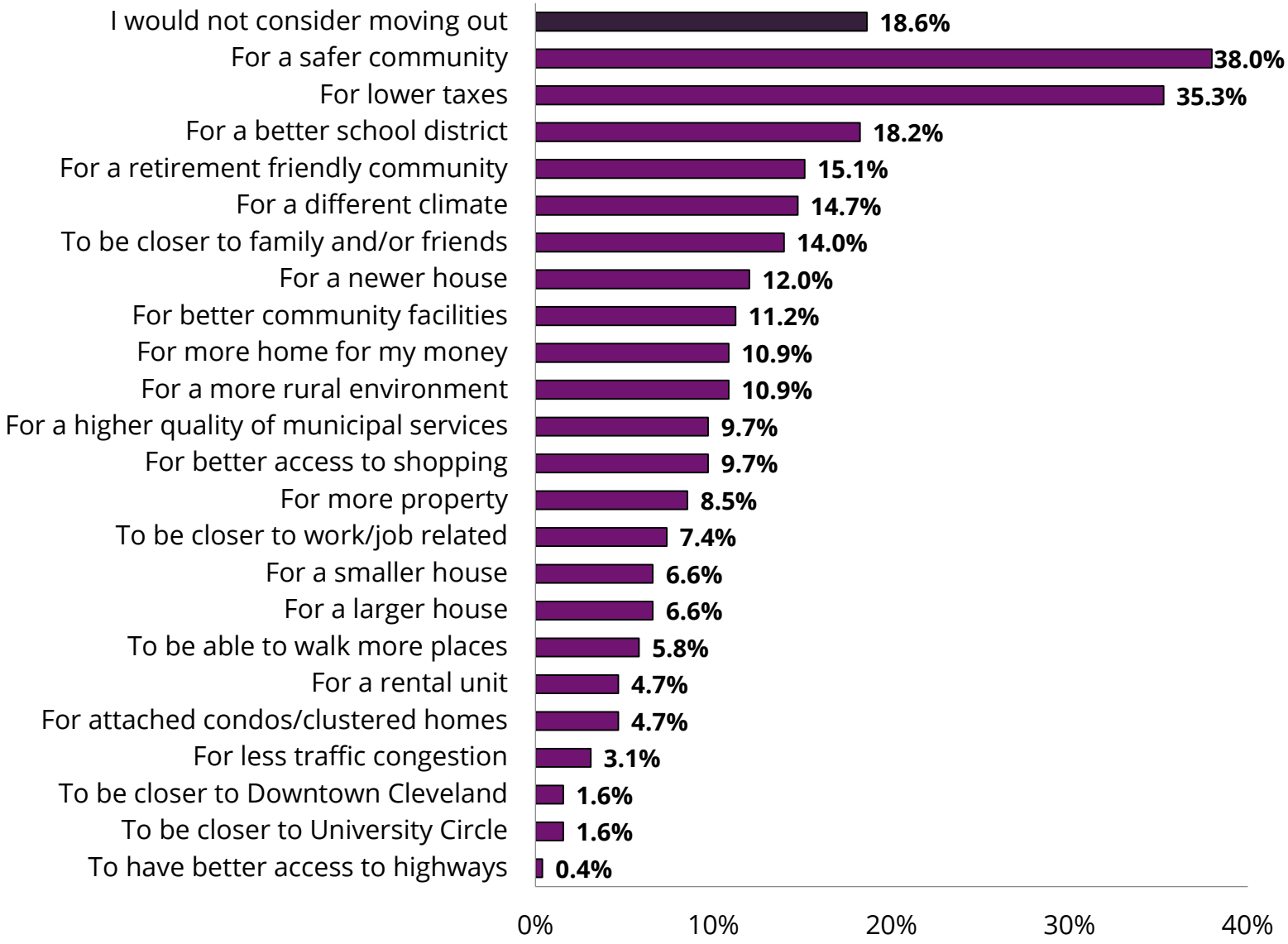


CONSIDERATIONS FOR MOVING FROM EUCLID



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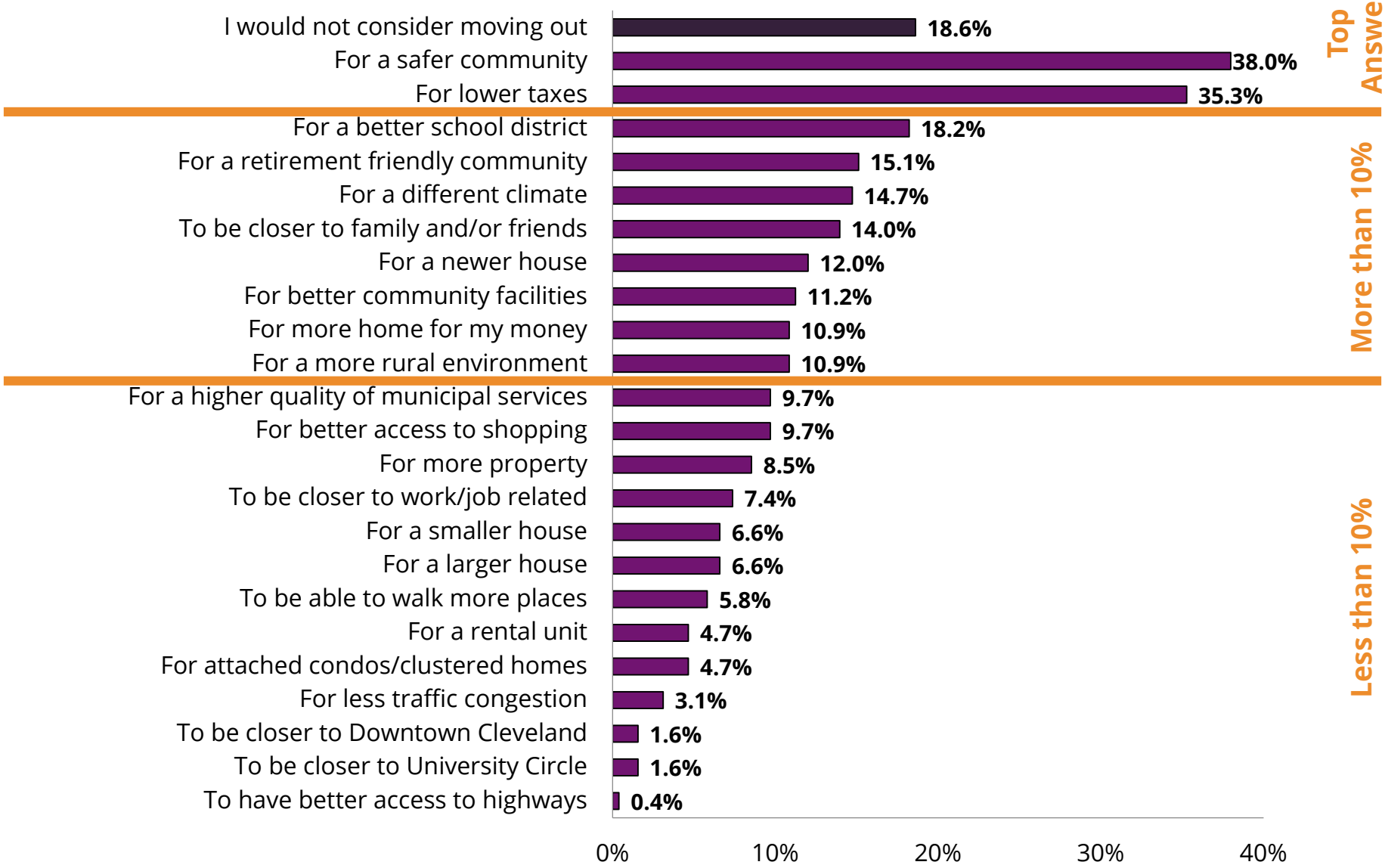

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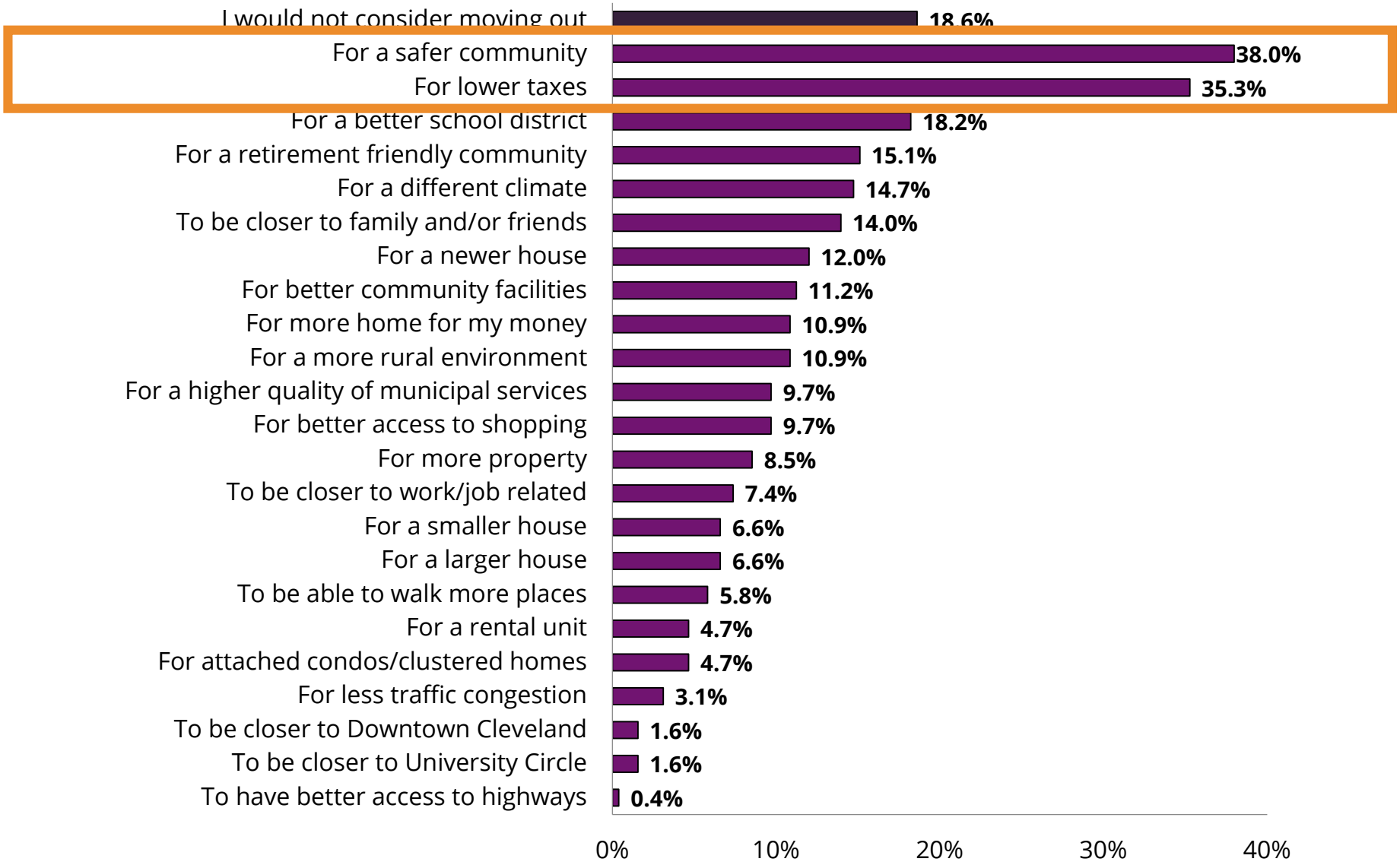

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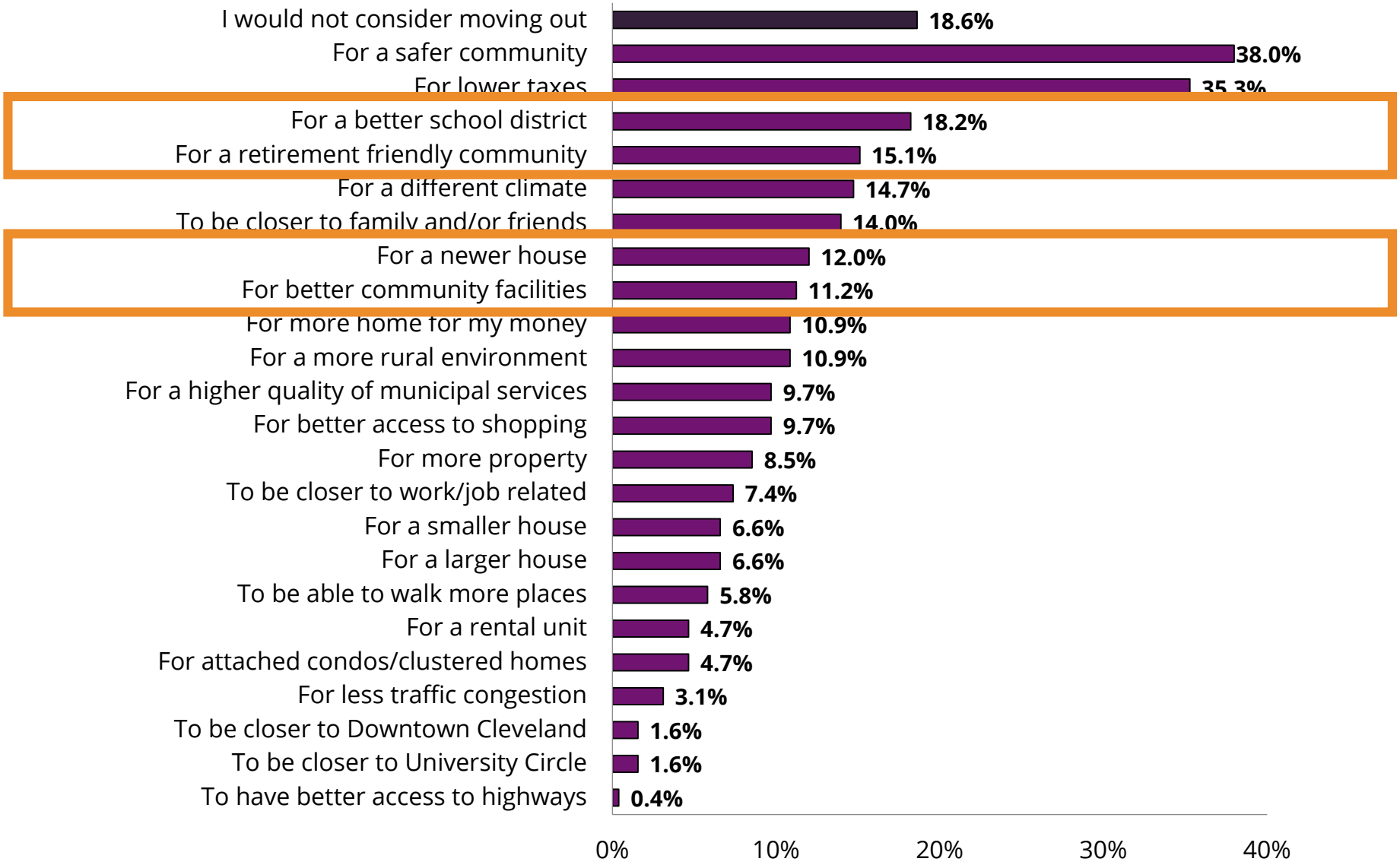

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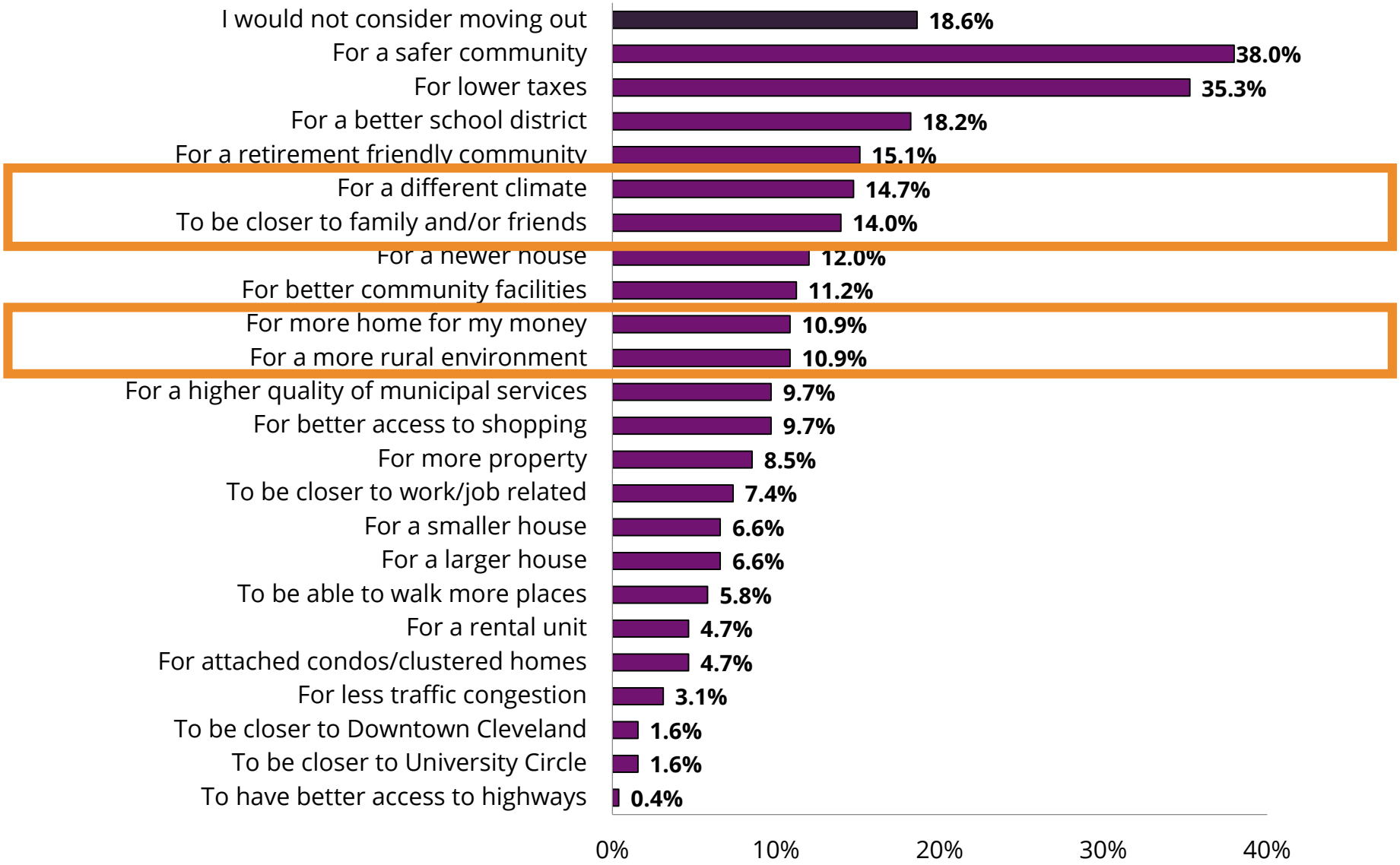

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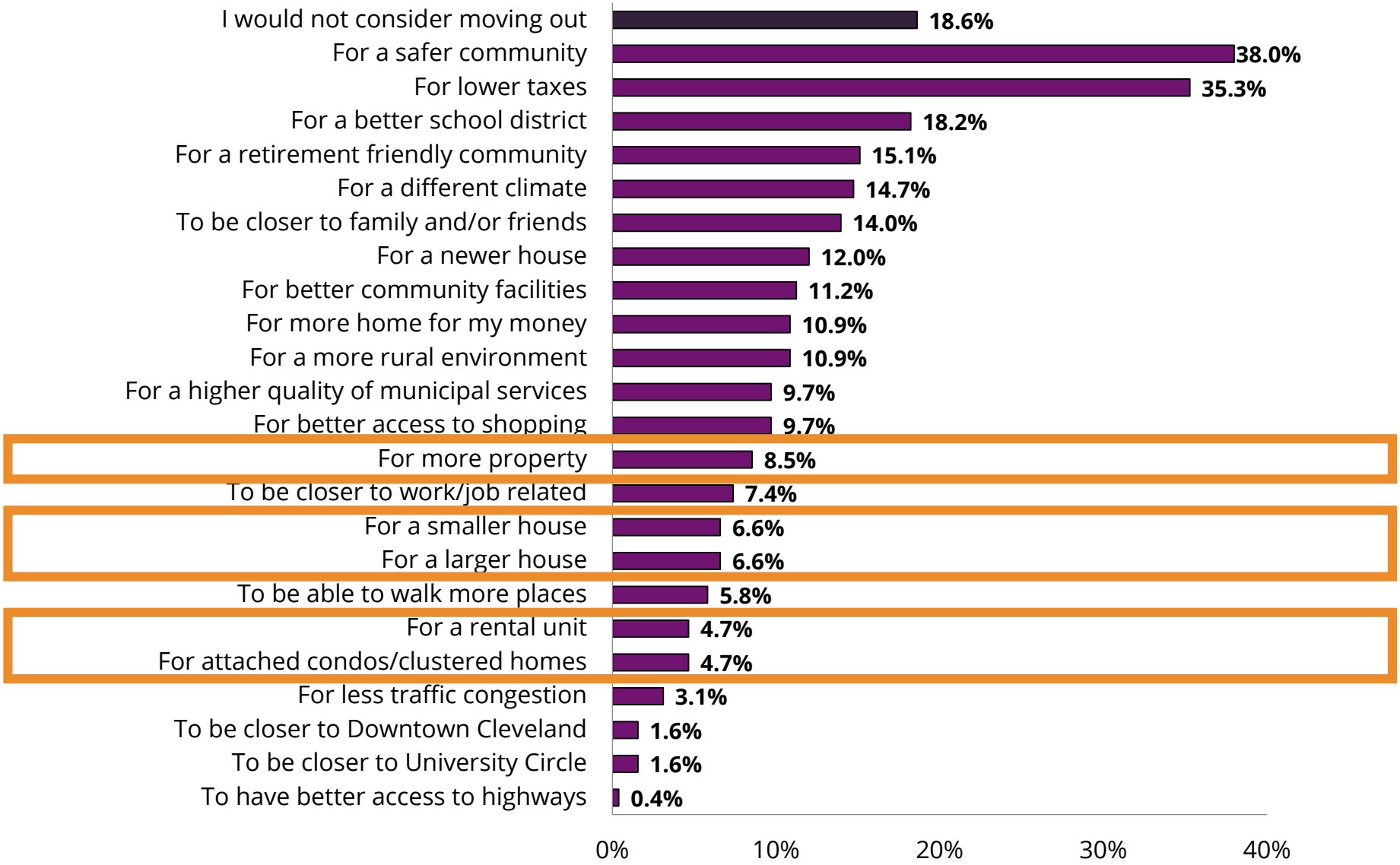

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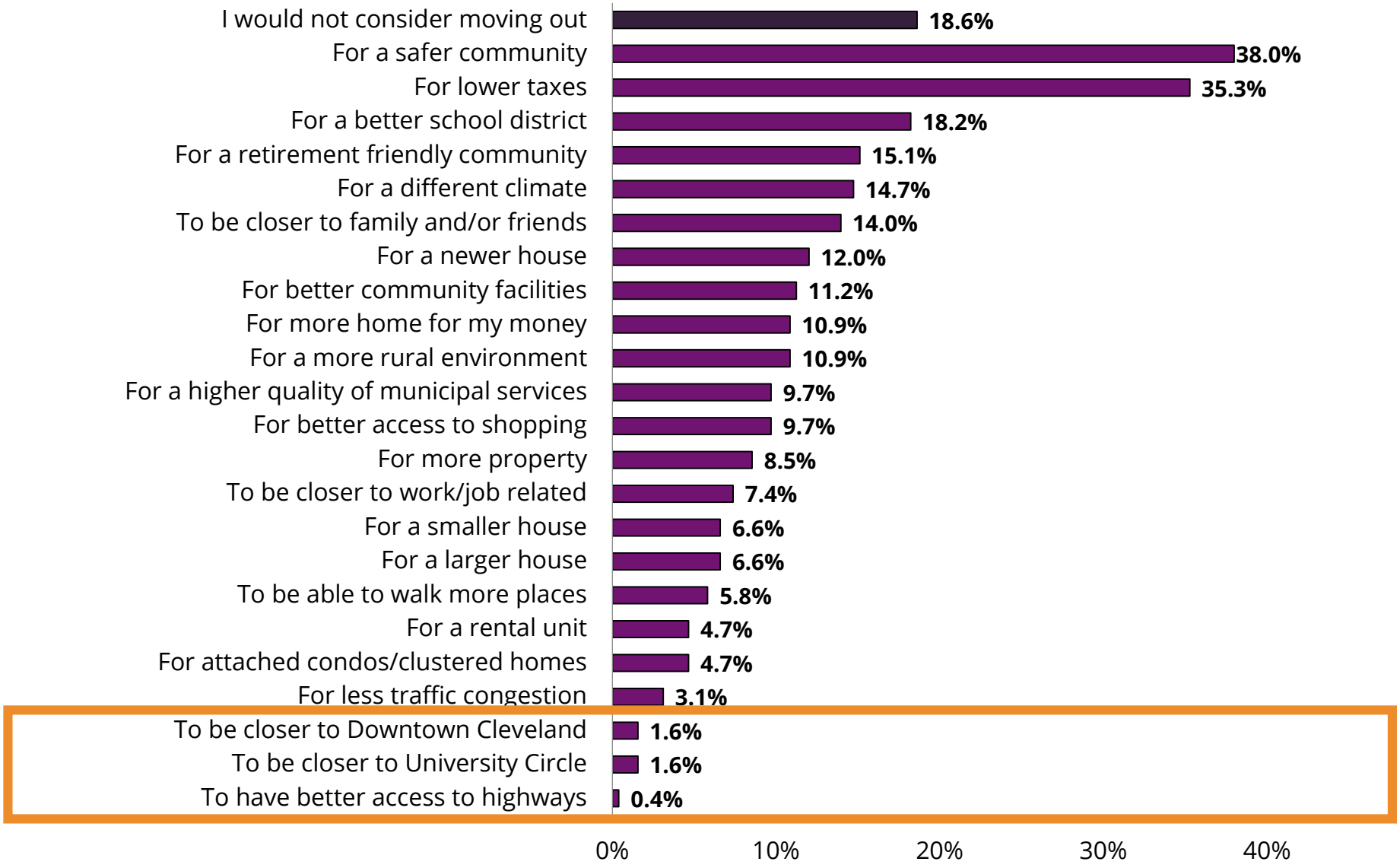
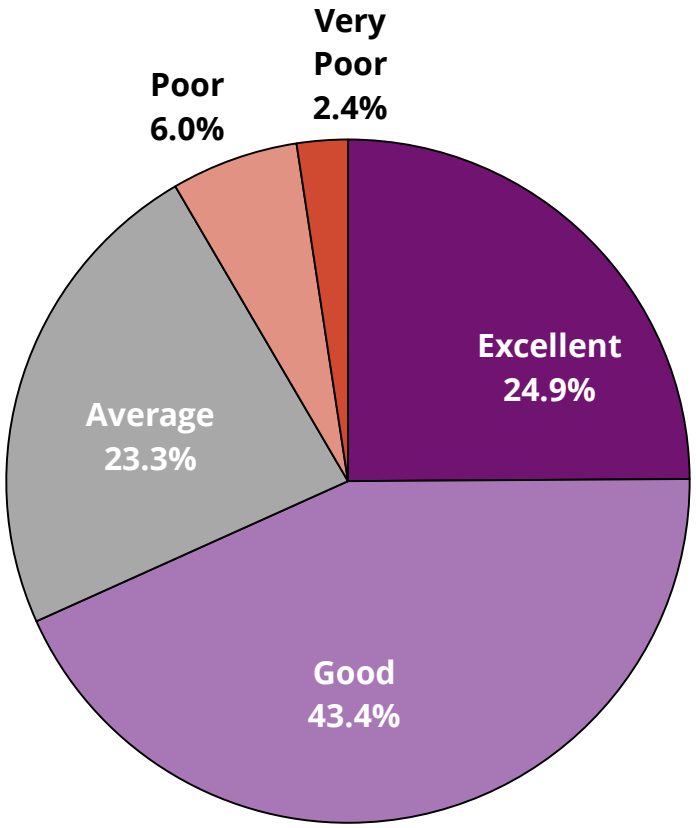
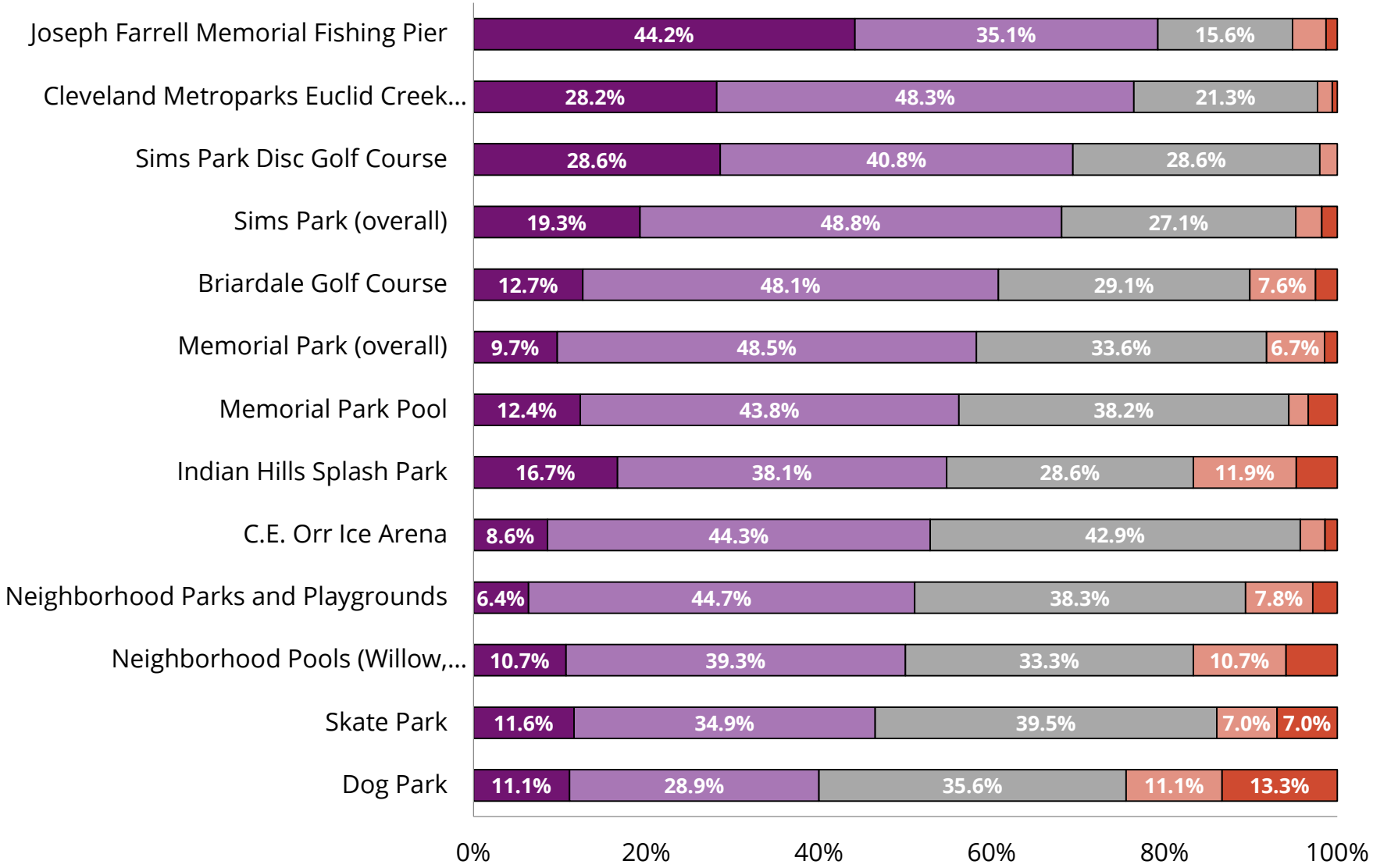


PARKS AND RECREATION

EASE OF PUBLIC ACCESS TO LAKE ERIE



QUALITY OF FACILITIES



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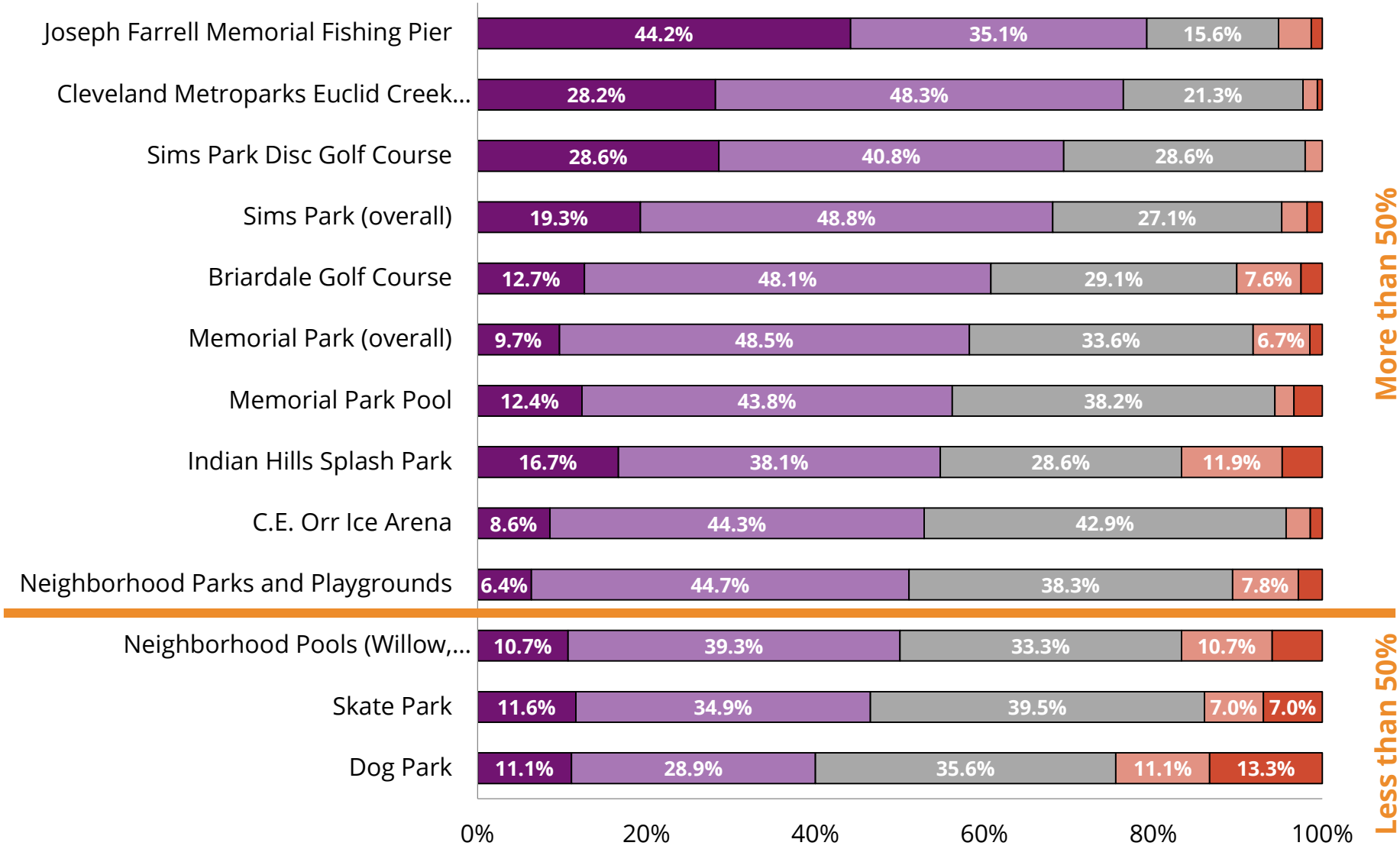

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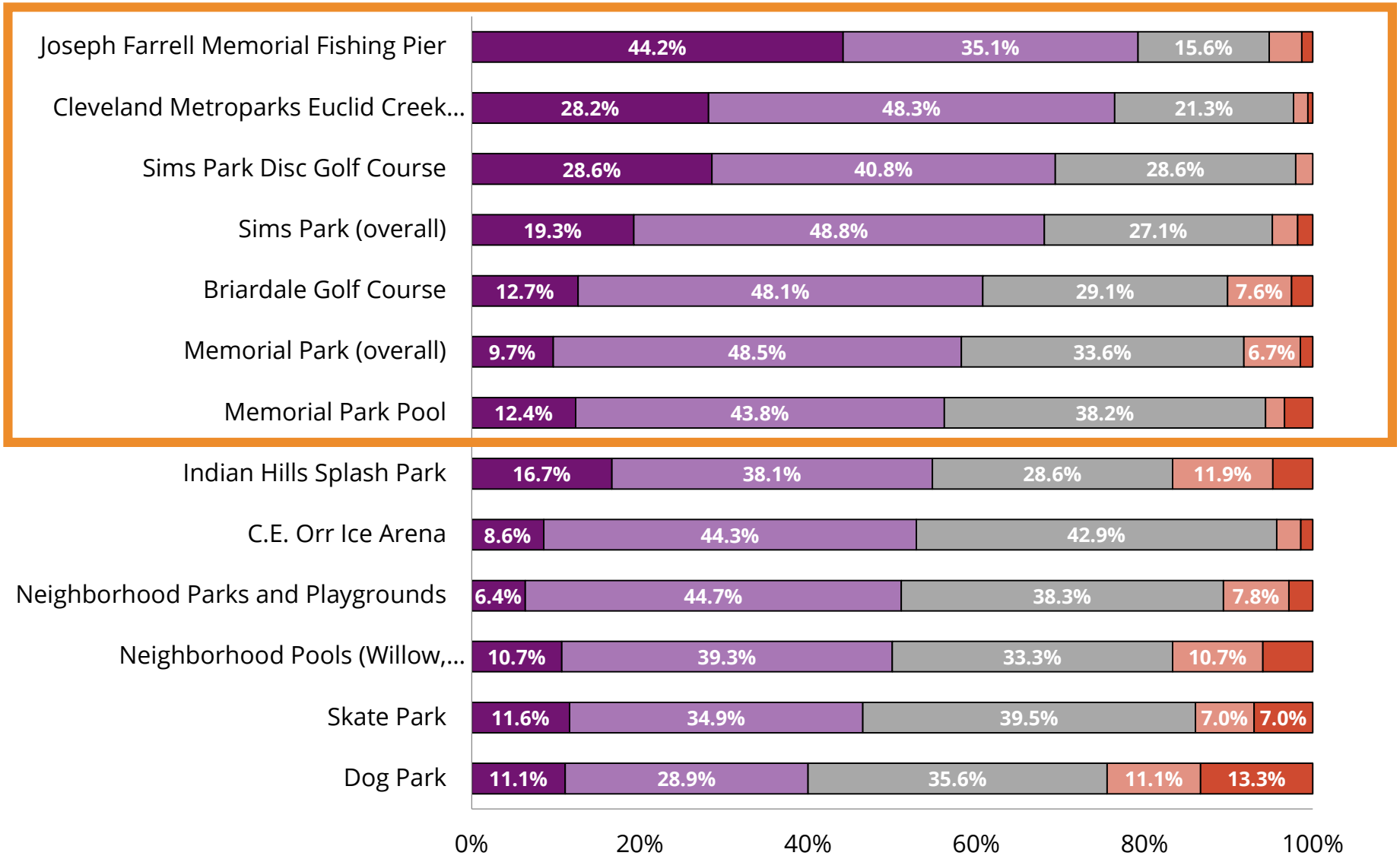

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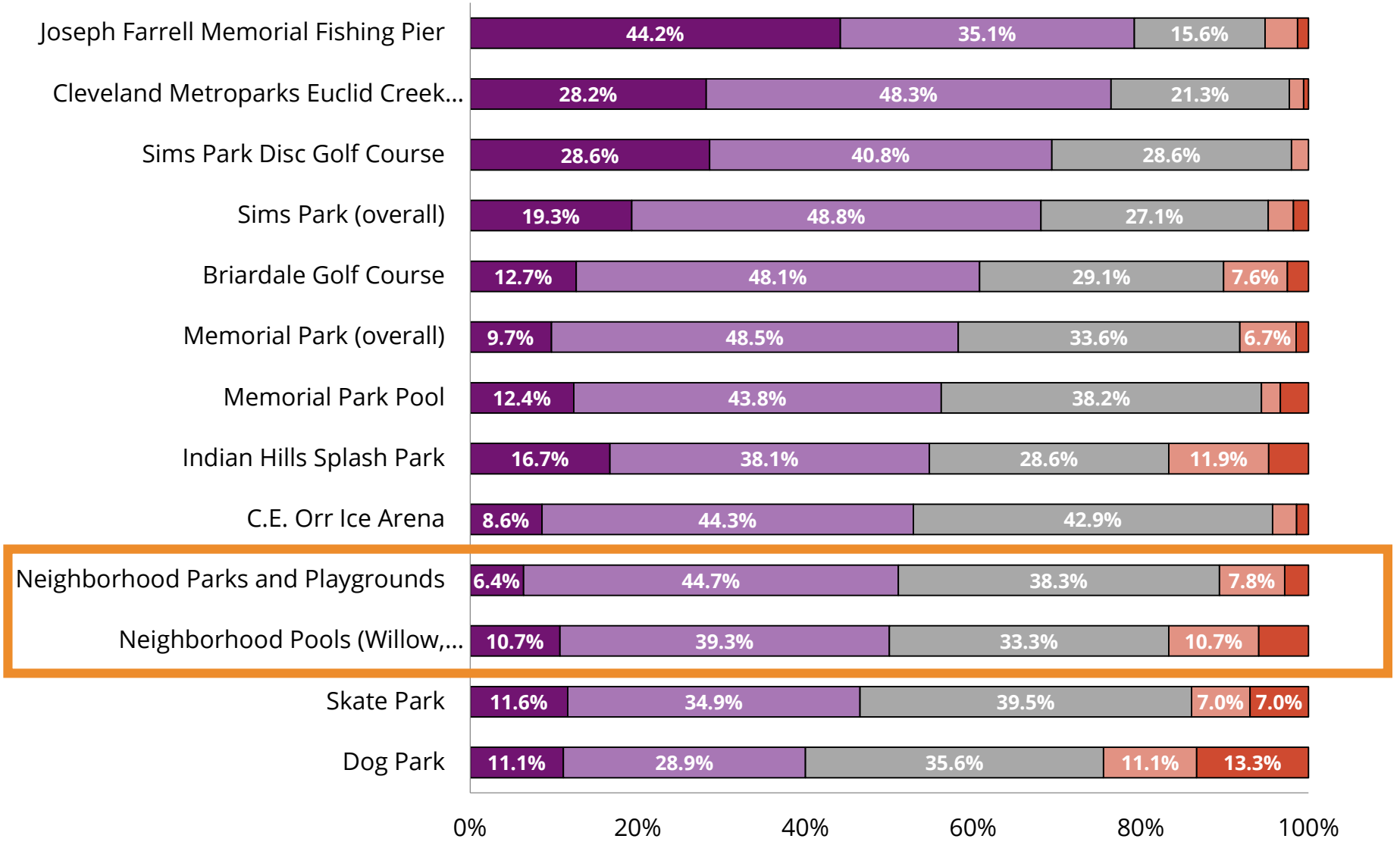

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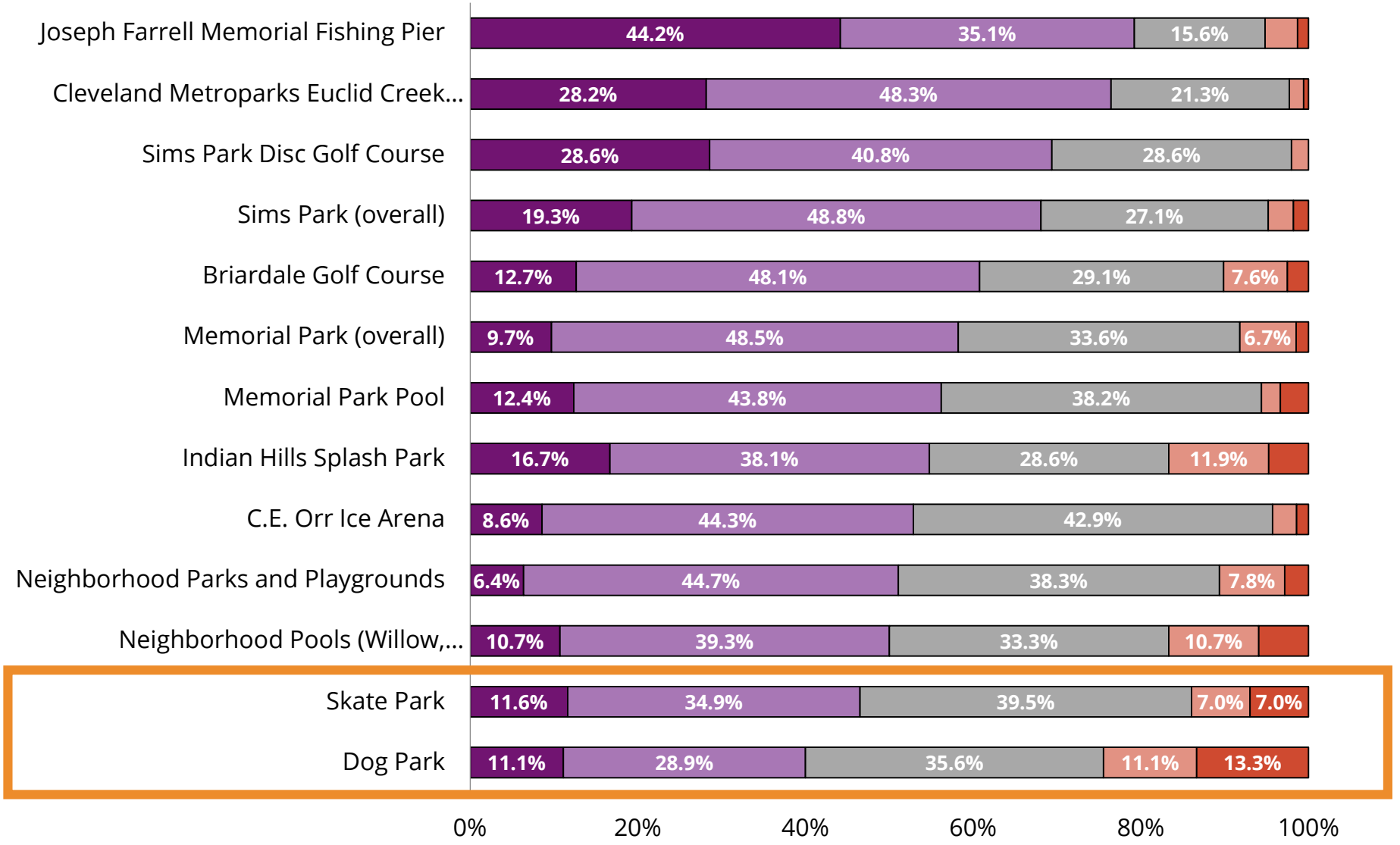
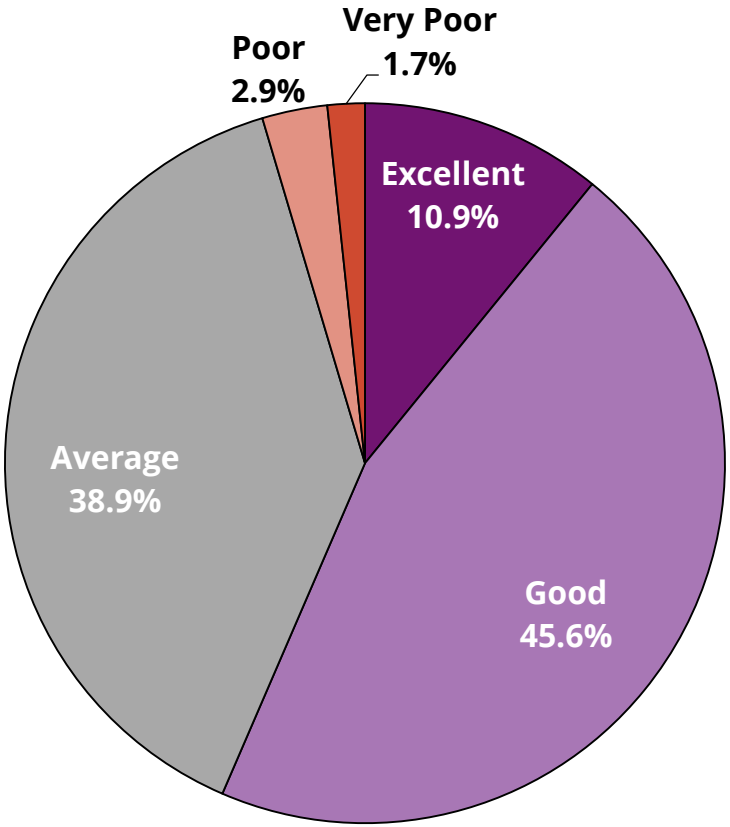
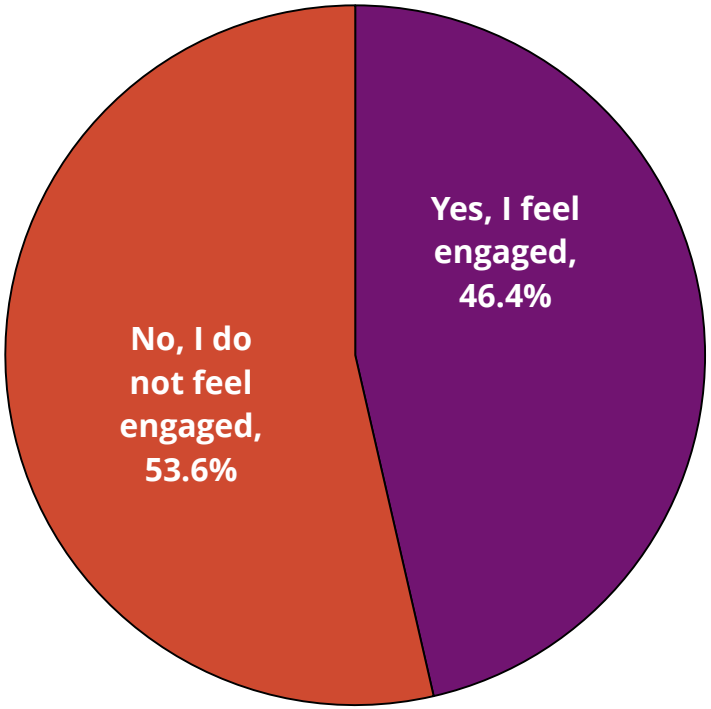


OVERALL QUALITY OF FACILITIES

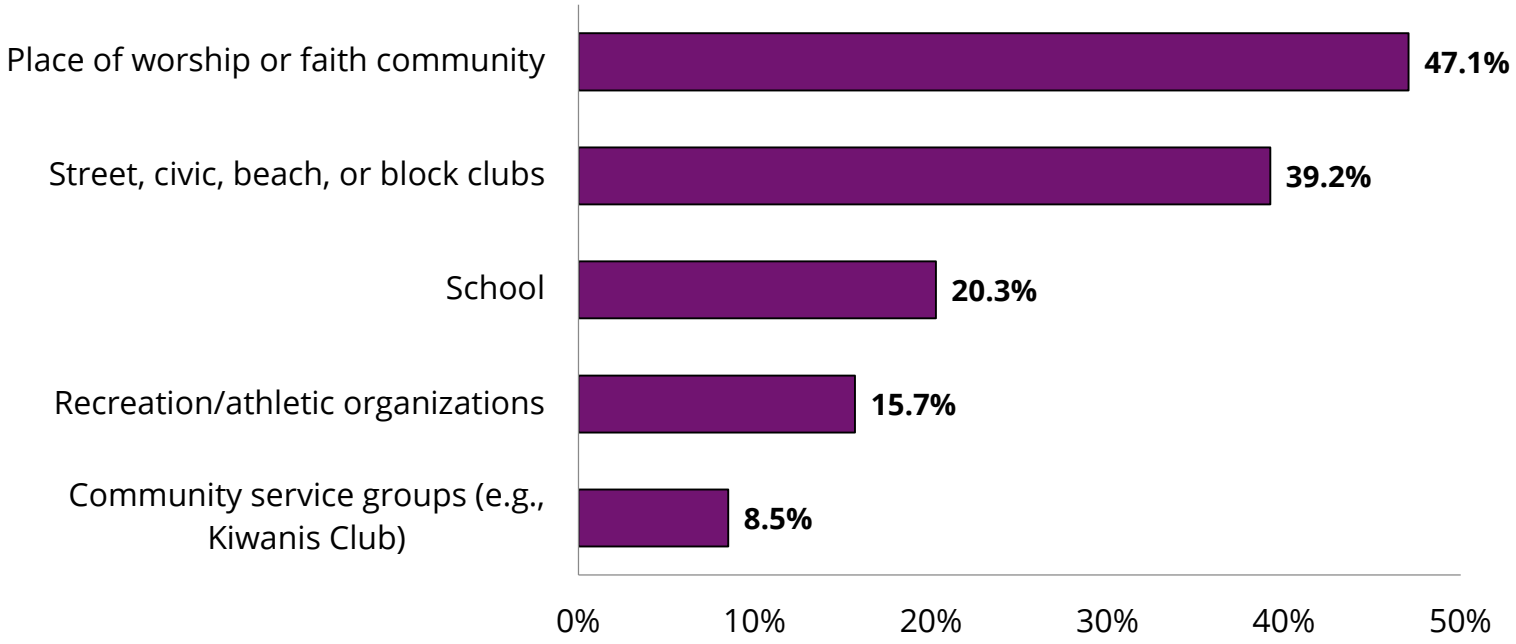


QUALITY OF LIFE

COMMUNITY ENGAGEMENT



METHODS OF INVOLVEMENT



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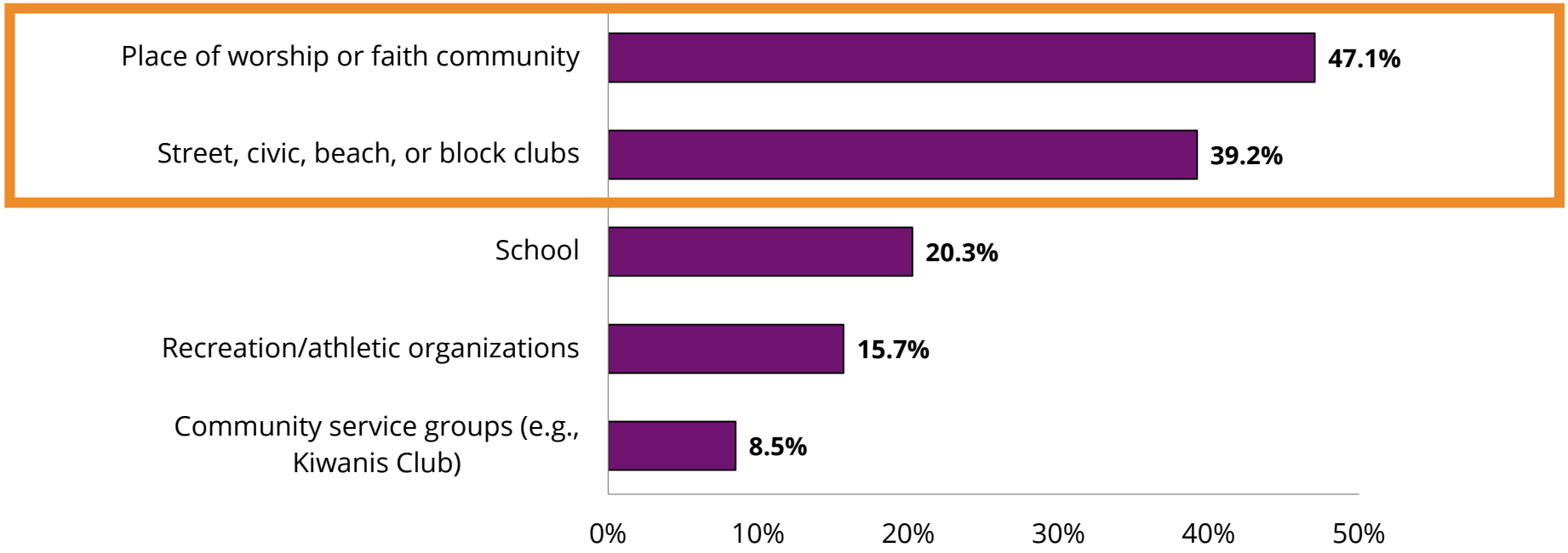
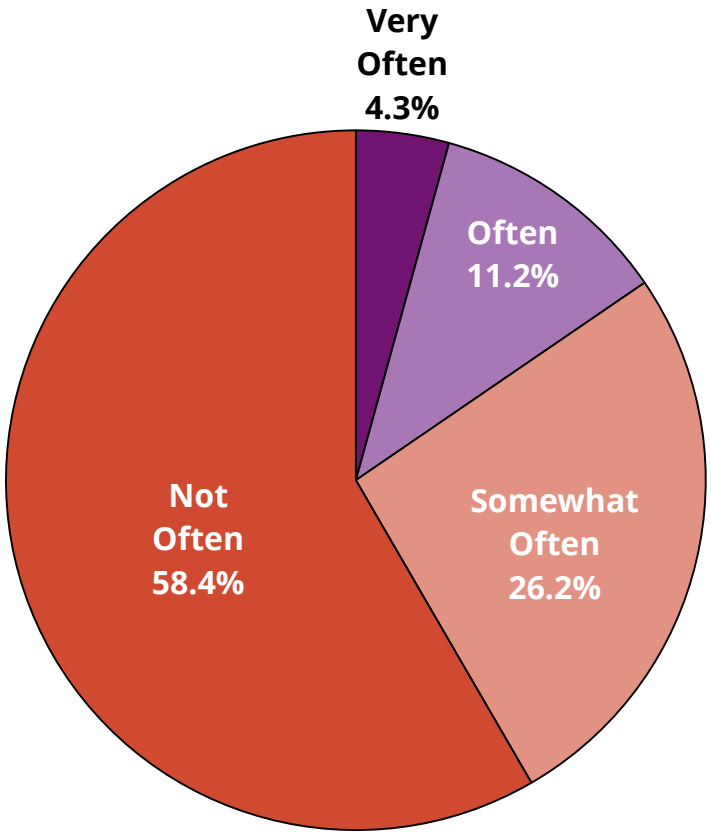


FREQUENCY OF INVOLVEMENT



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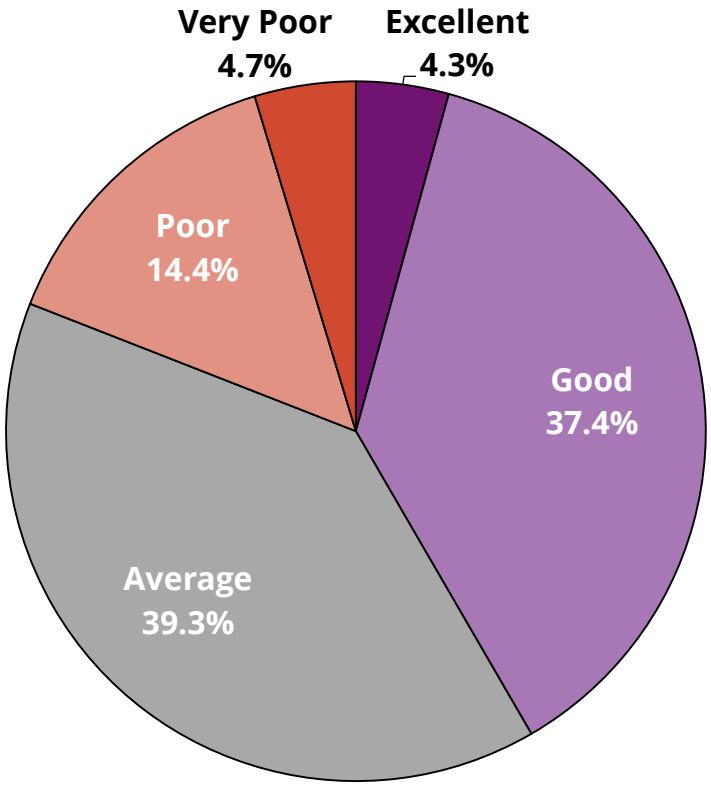
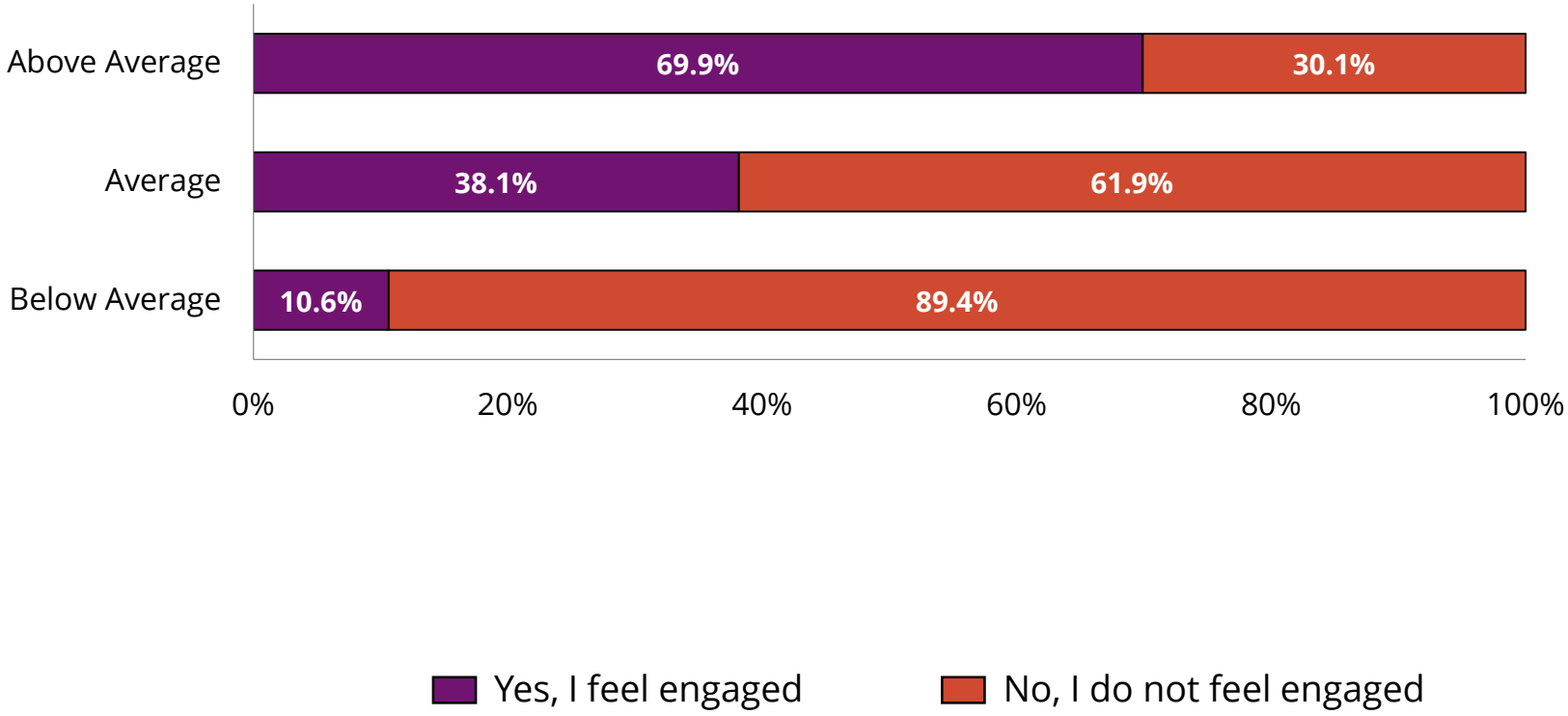
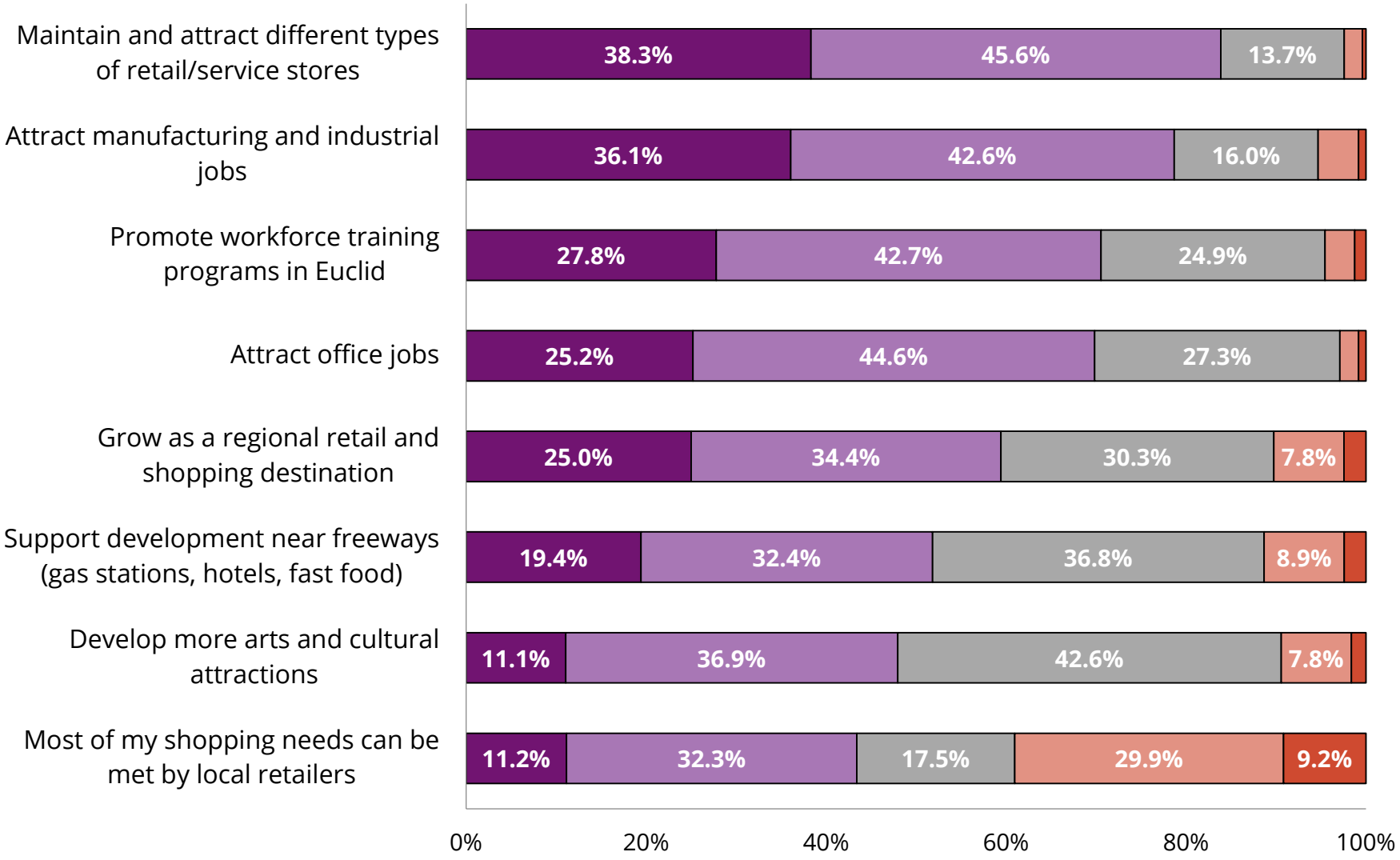


ENGAGEMENT BY QUALITY OF LIFE



ECONOMIC DEVELOPMENT

OPINION ON POLICY STATEMENTS



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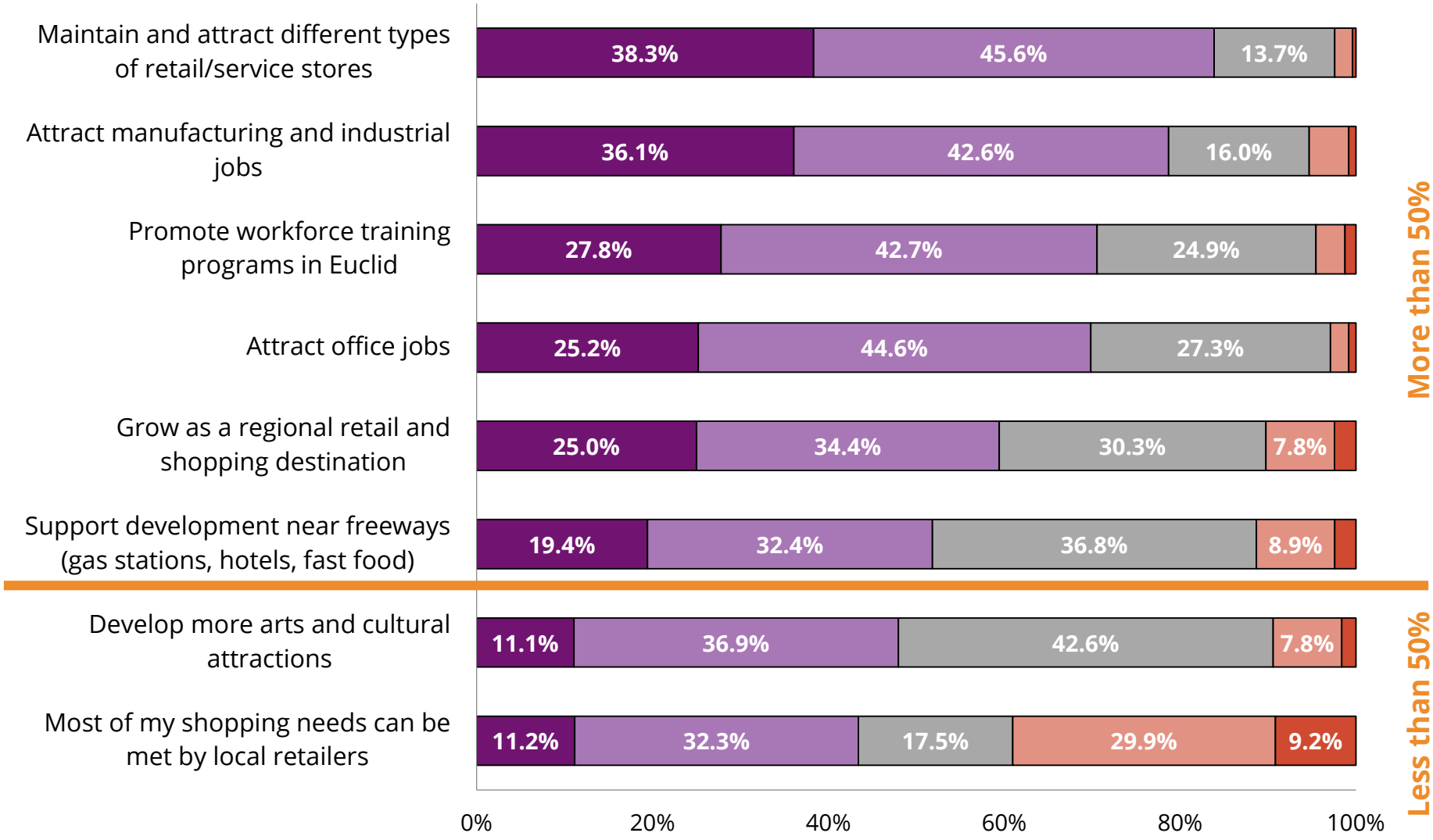

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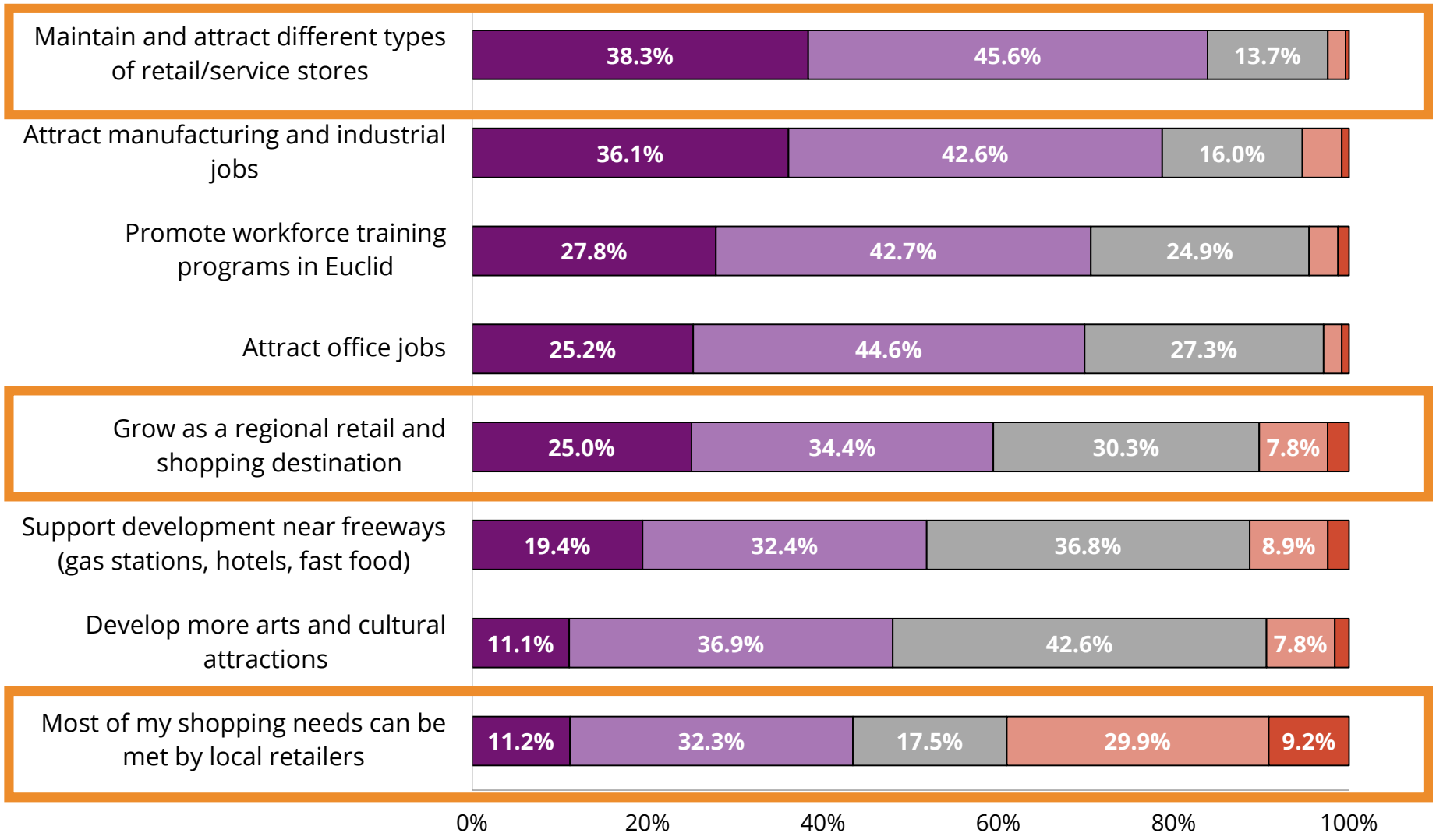

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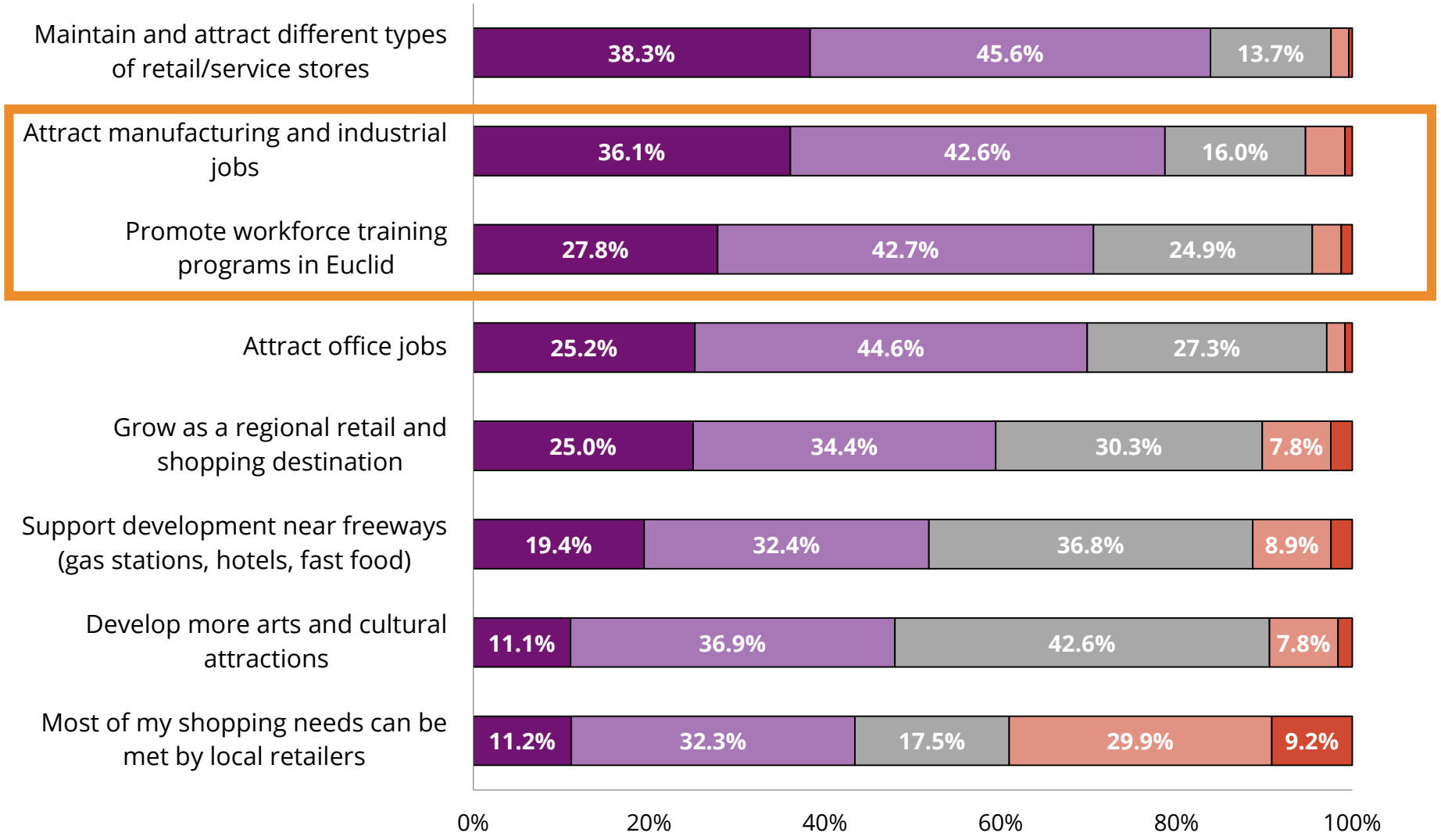

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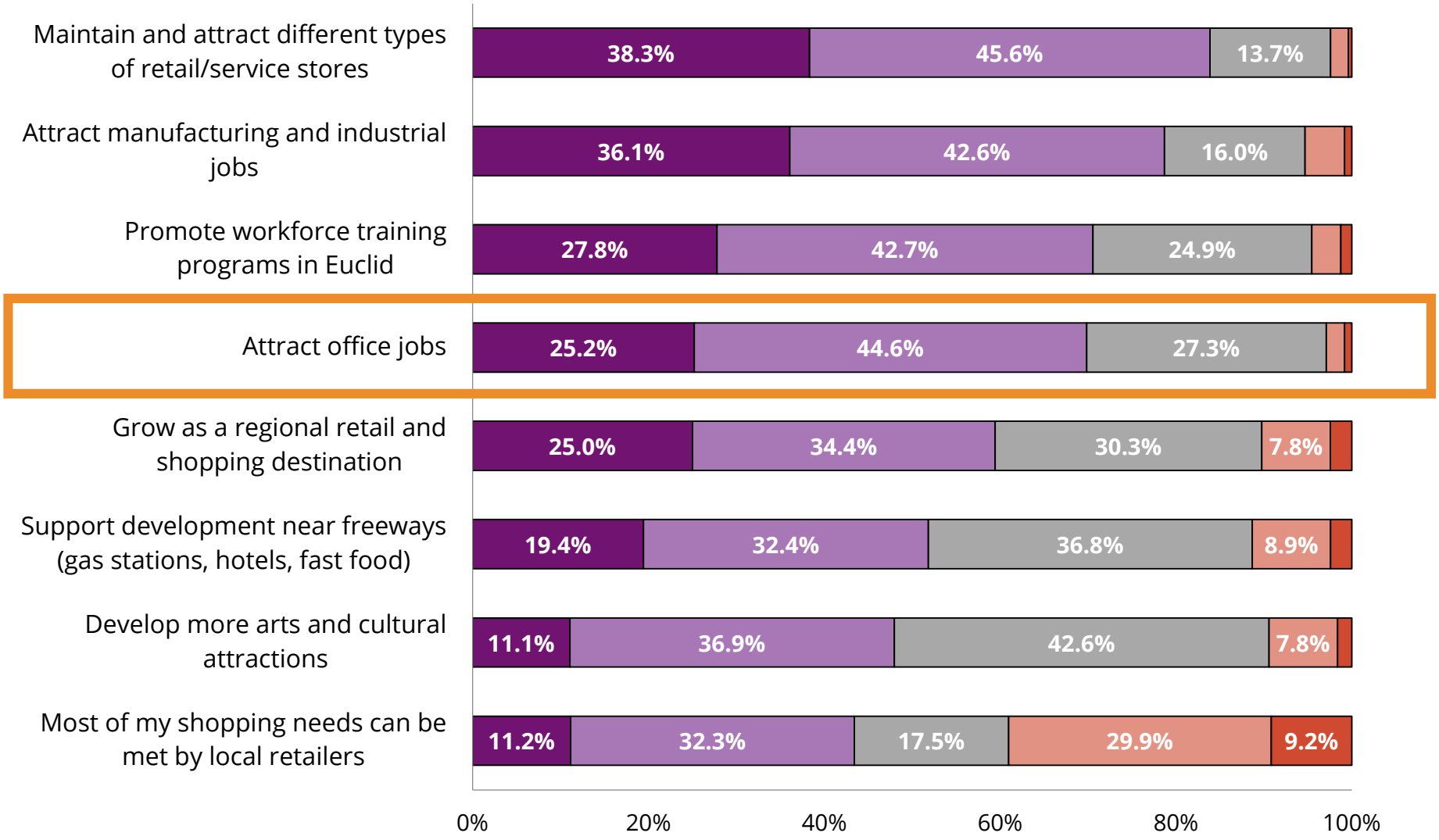

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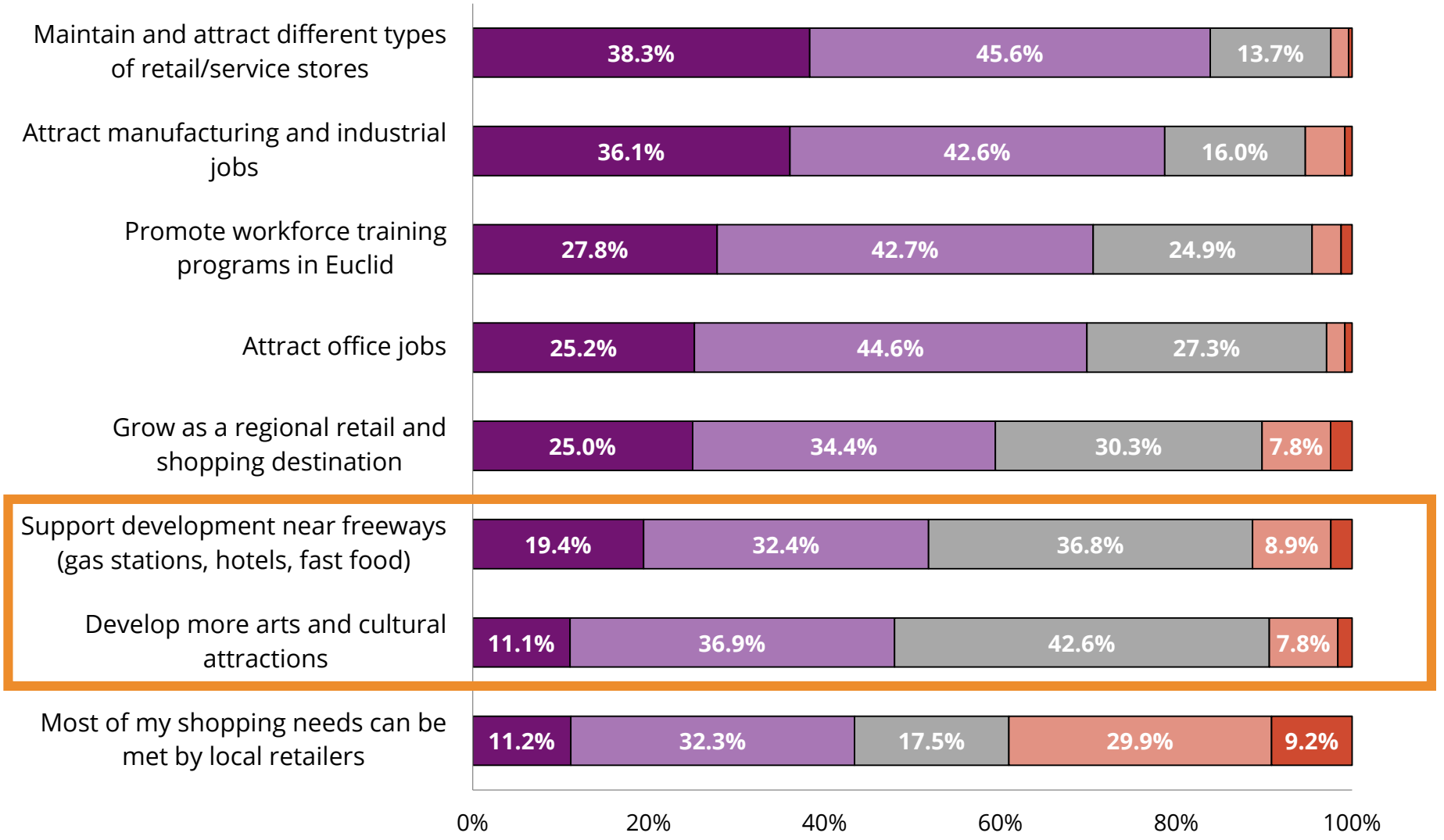

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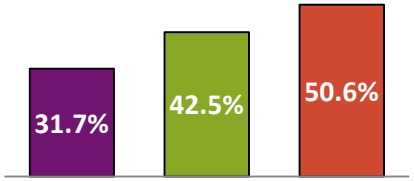
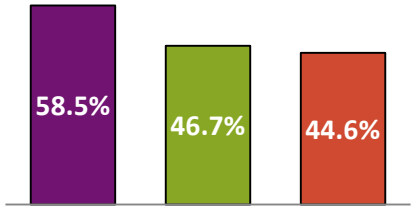
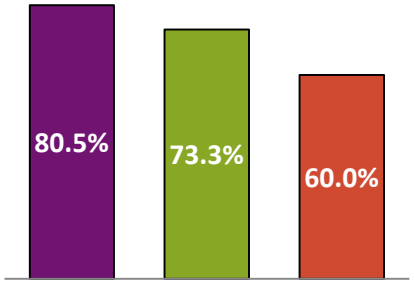


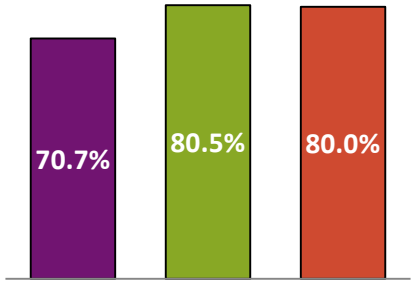
Most of my shopping needs can be met by local retailers



The City should develop more arts and cultural attractions



The City should focus on attracting office jobs

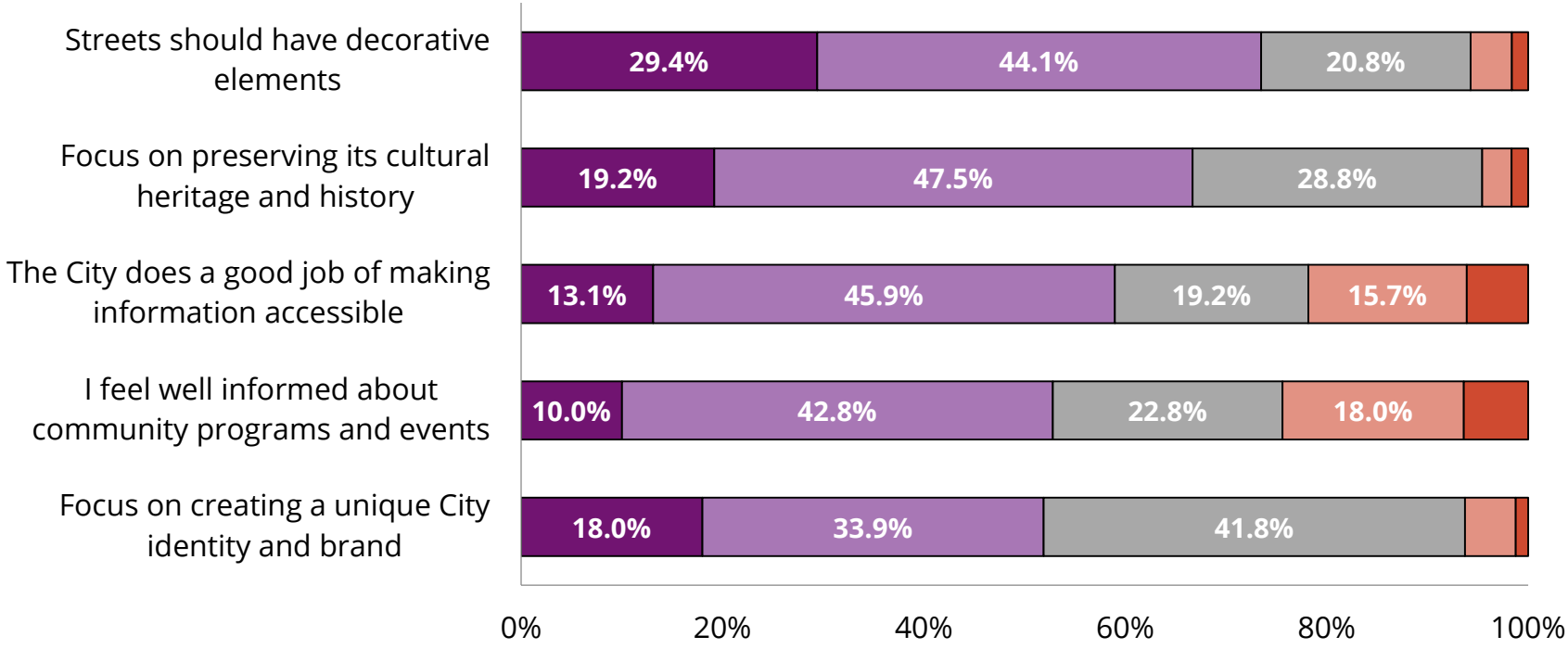


The City should focus on attracting manufacturing and industrial jobs

Young adults
Working age adults
Seniors

CITY IMAGE AND COMMUNICATION

OPINION ON POLICY STATEMENTS



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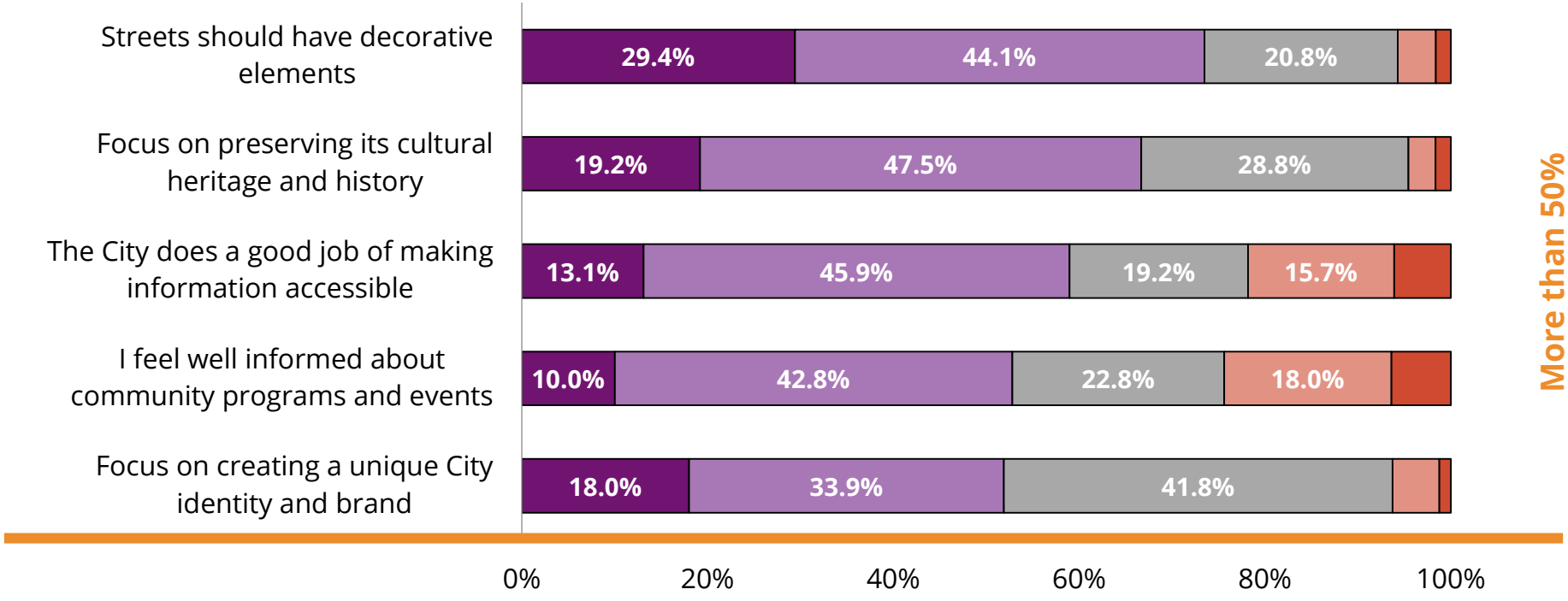

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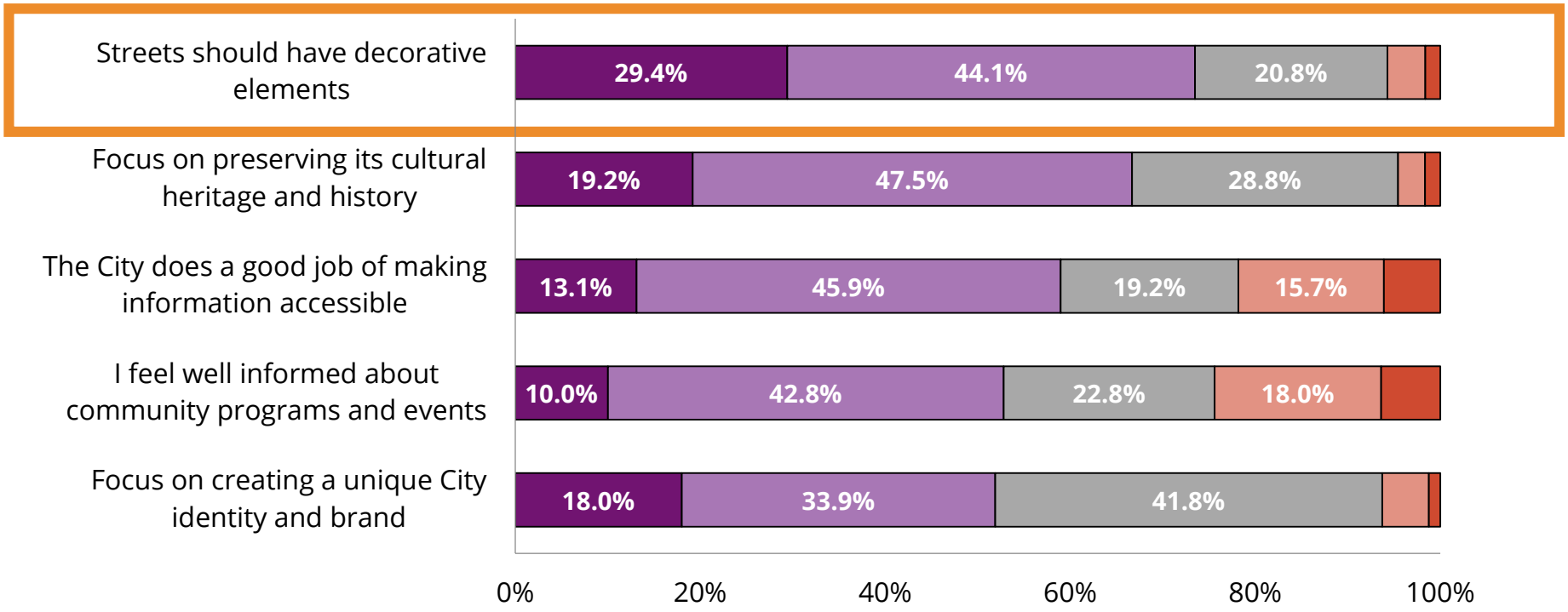

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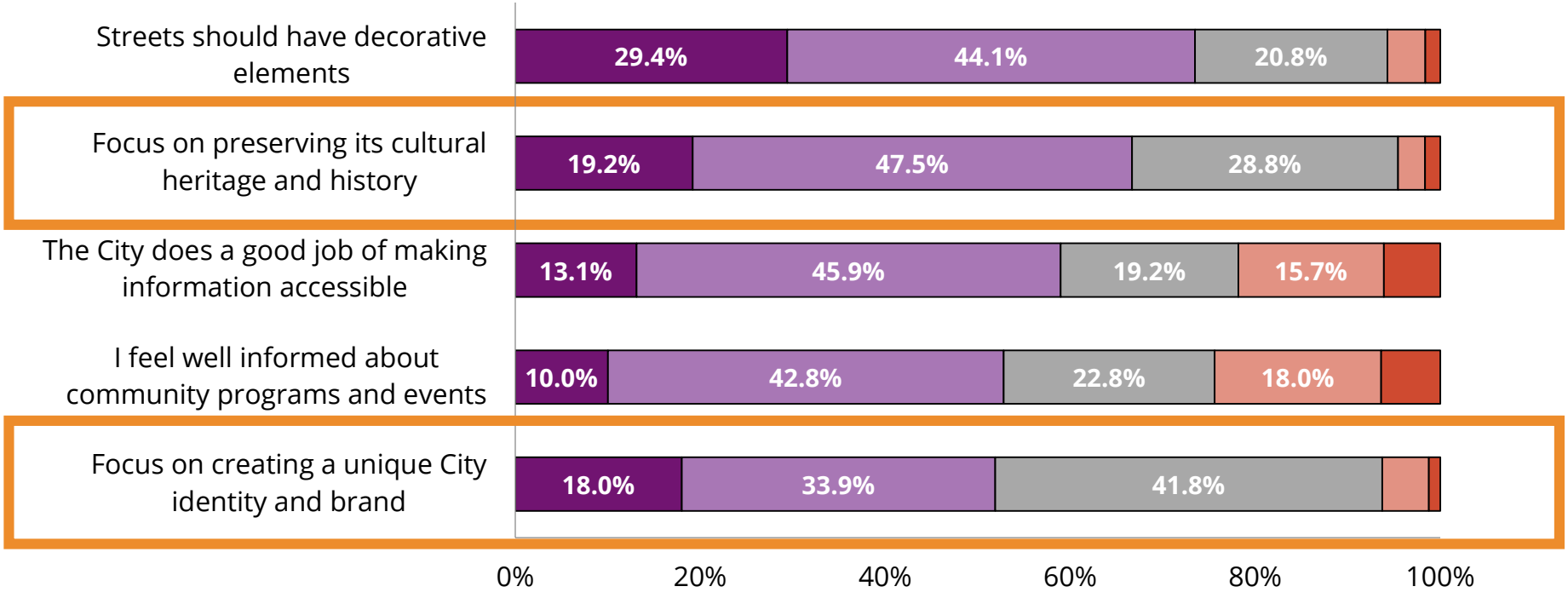

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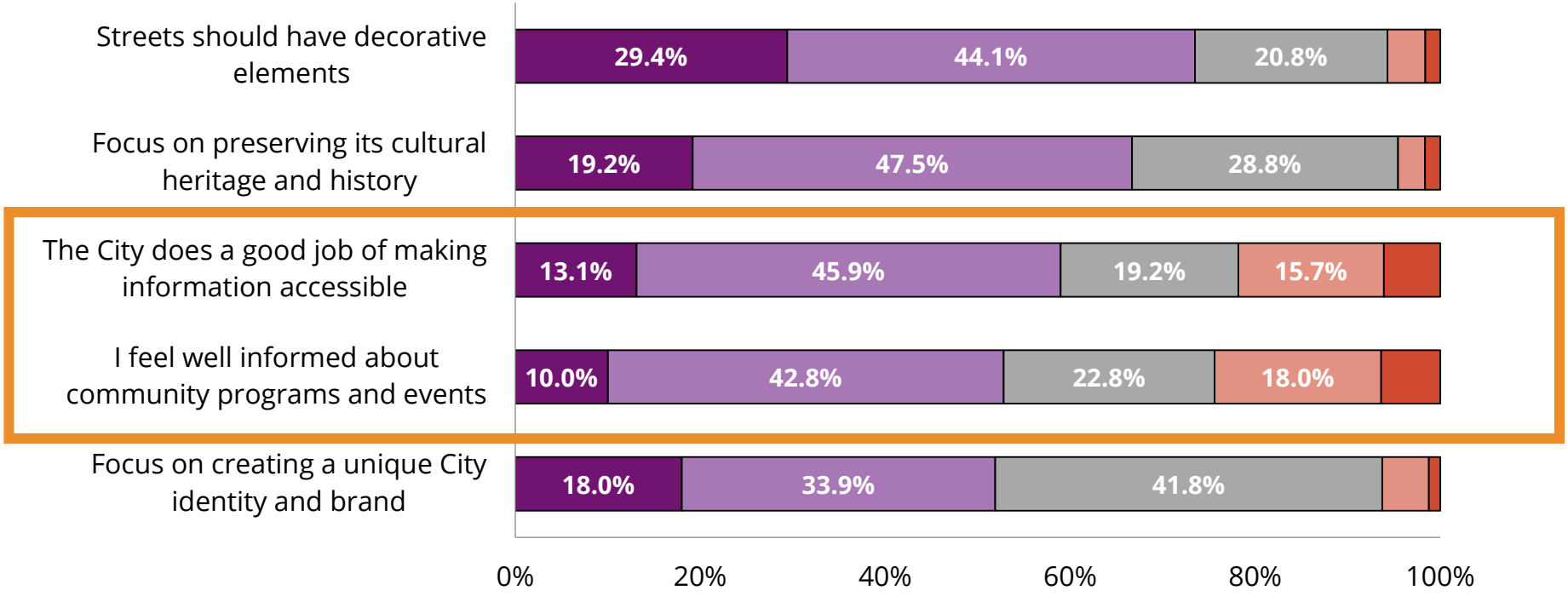

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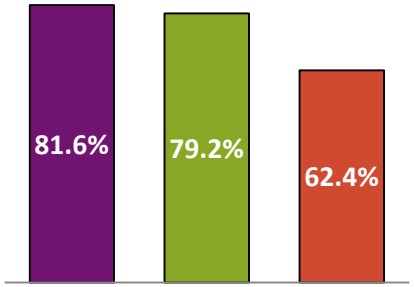
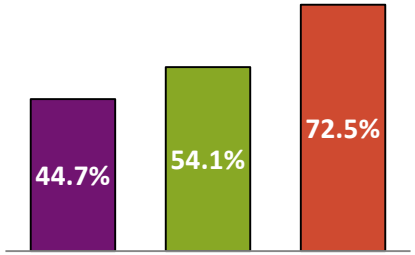
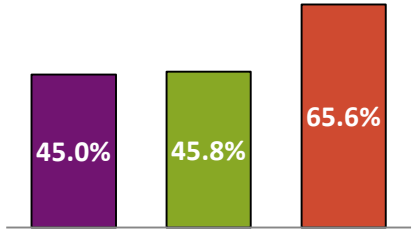


Streets should have decorative elements



The City does a good job of making information accessible



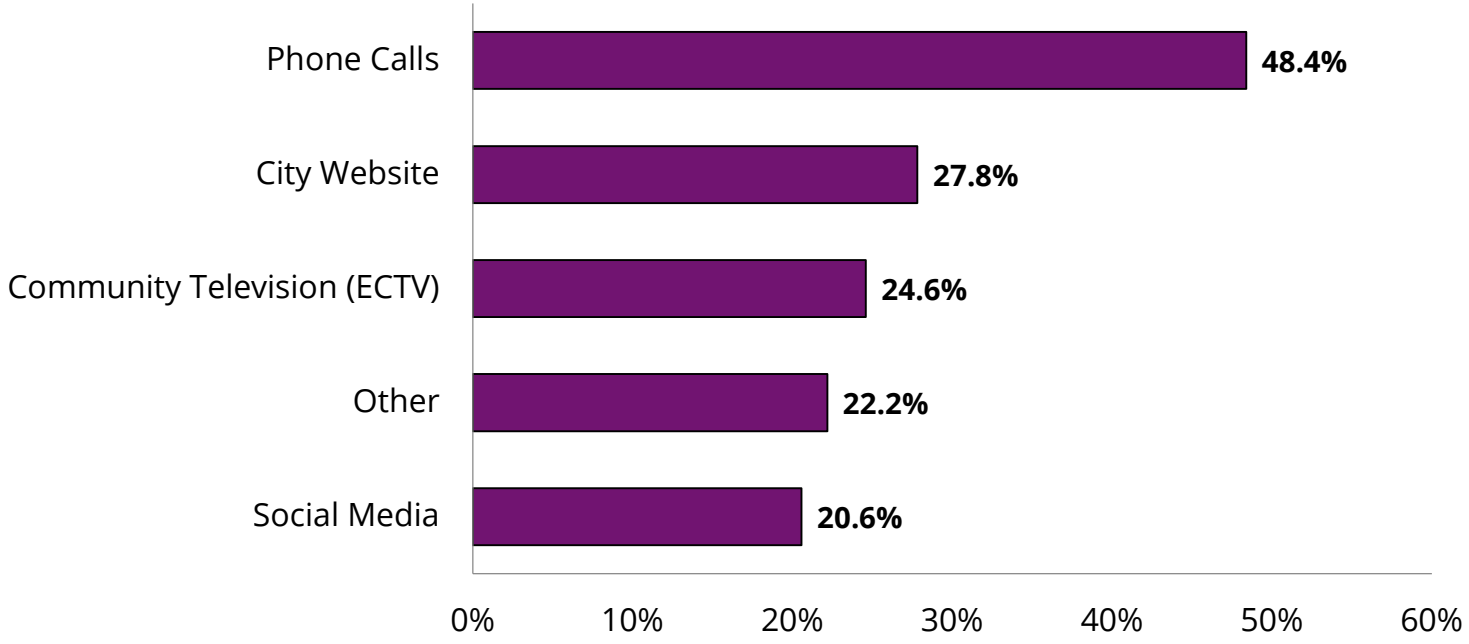
I feel well informed about community programs and events

Young adults

Working age adults

Seniors

METHODS FOR RECEIVING INFORMATION



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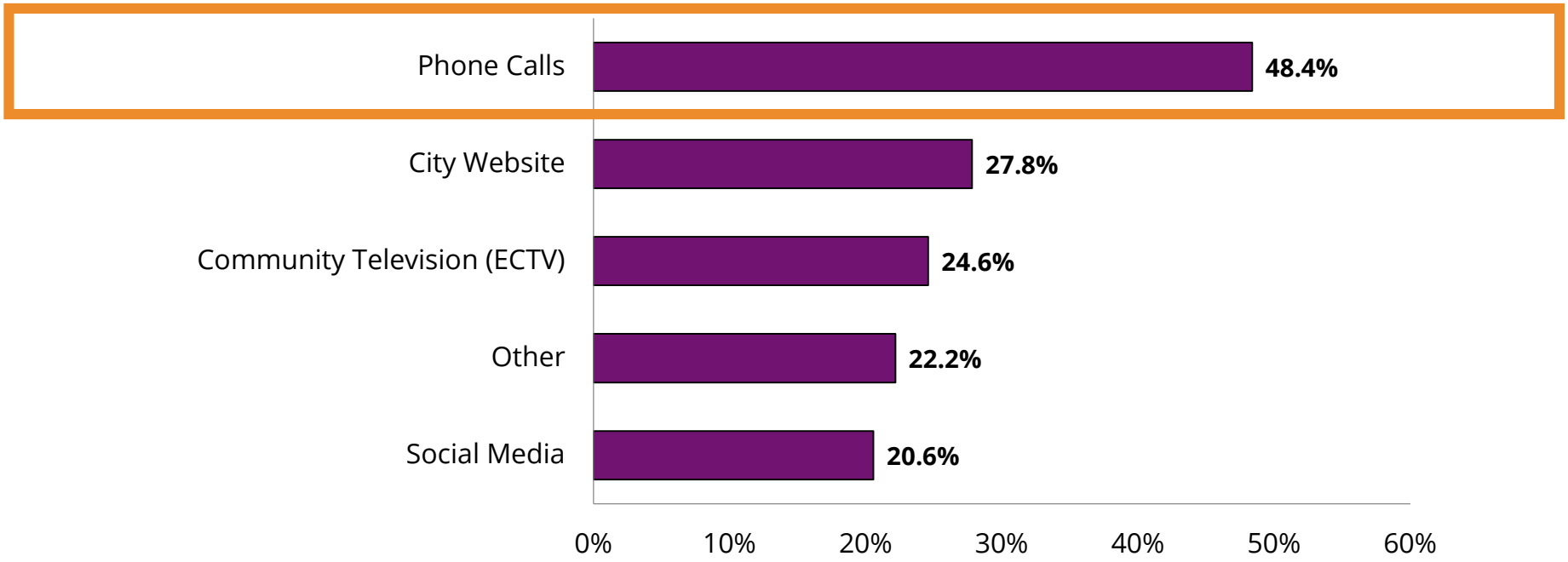
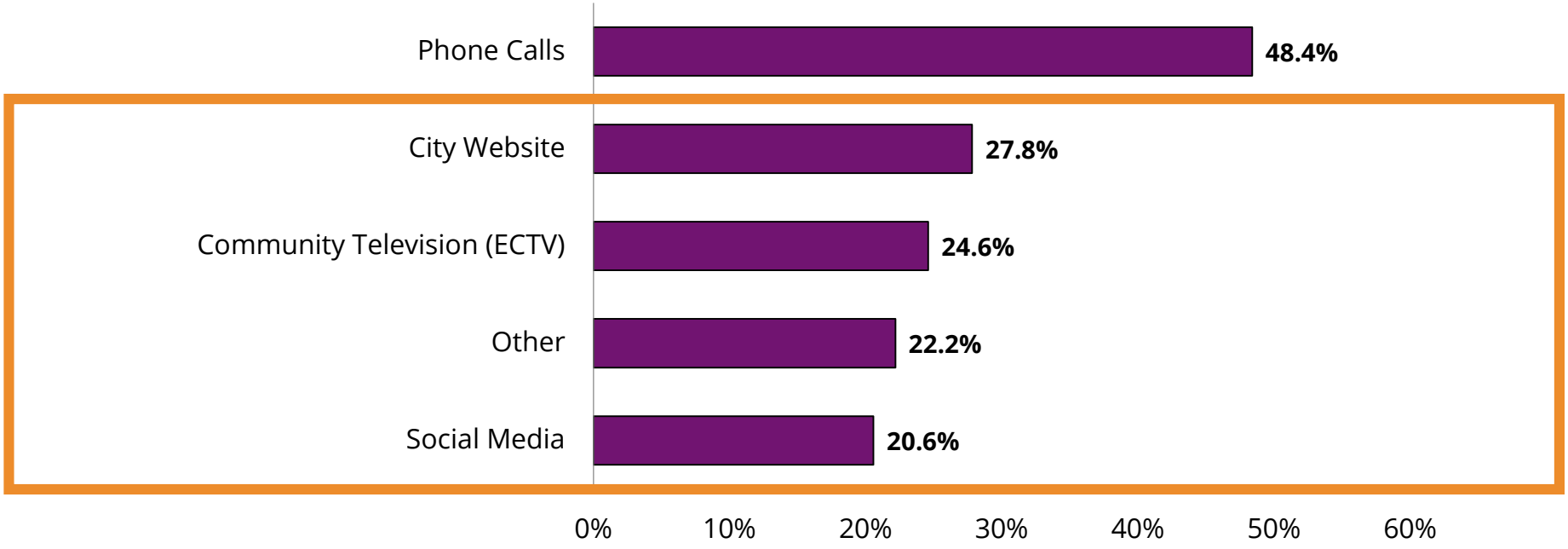
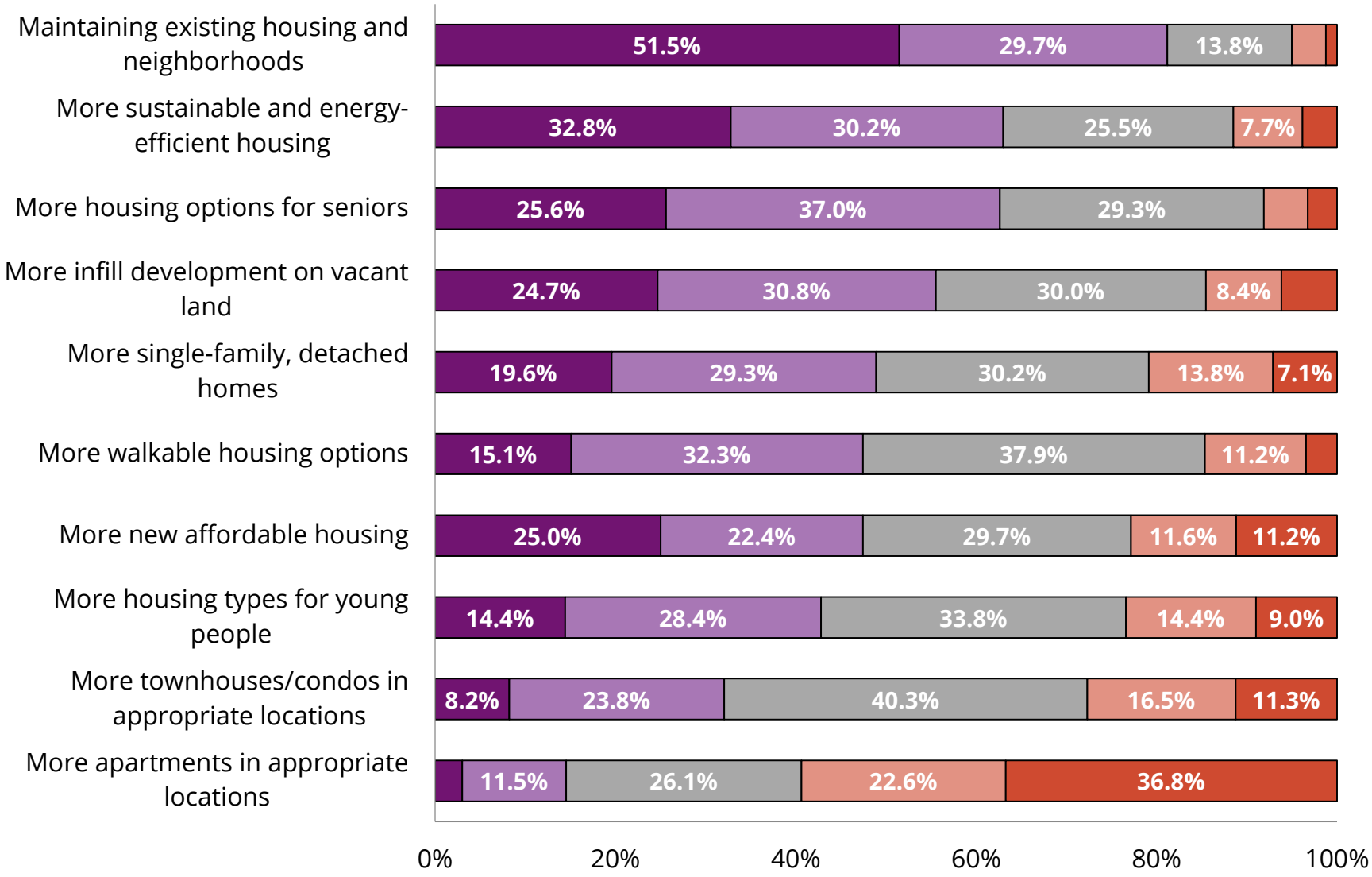


METHODS FOR RECEIVING INFORMATION



HOUSING

PRIORITY HOUSING NEEDS



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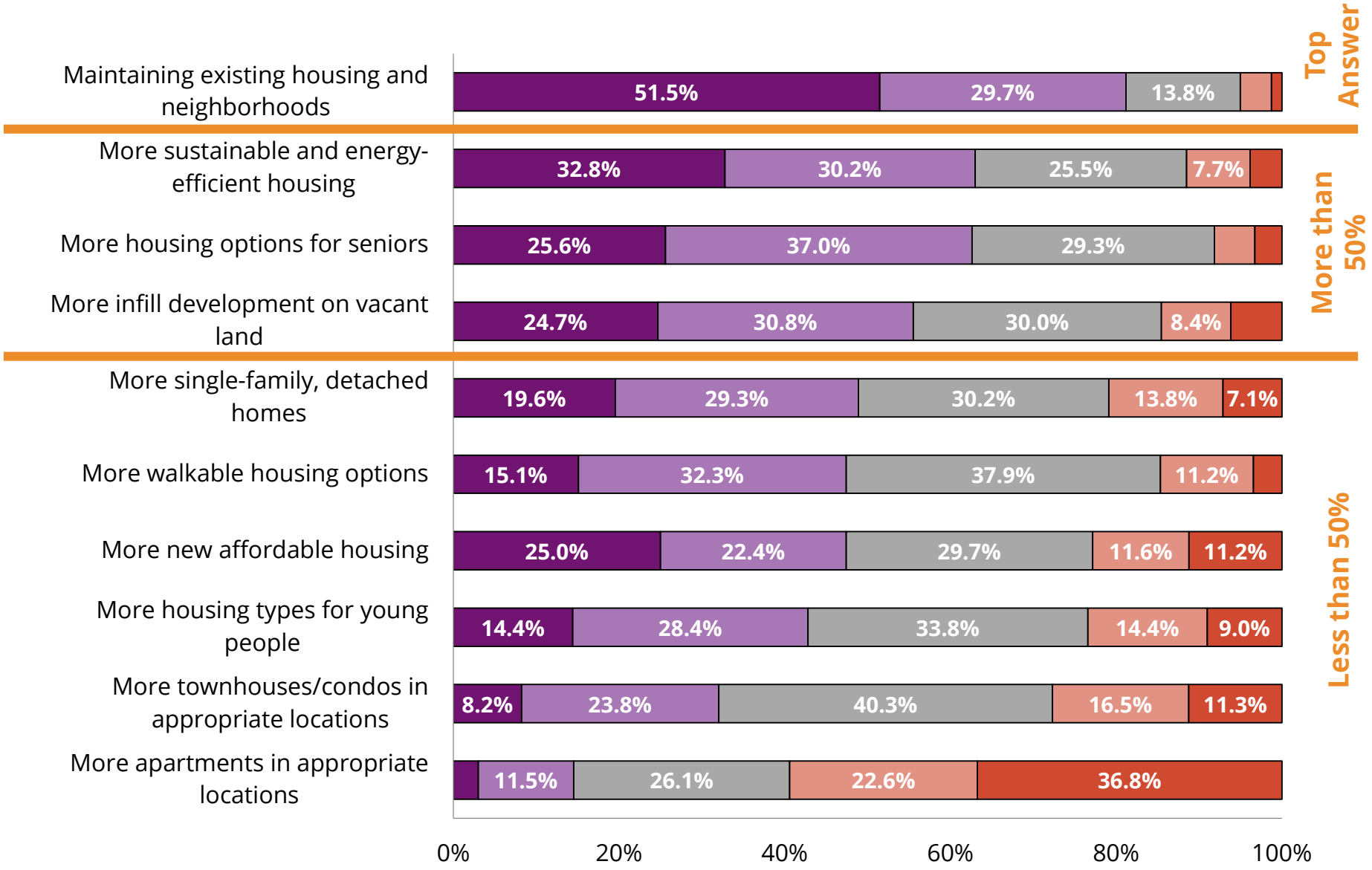

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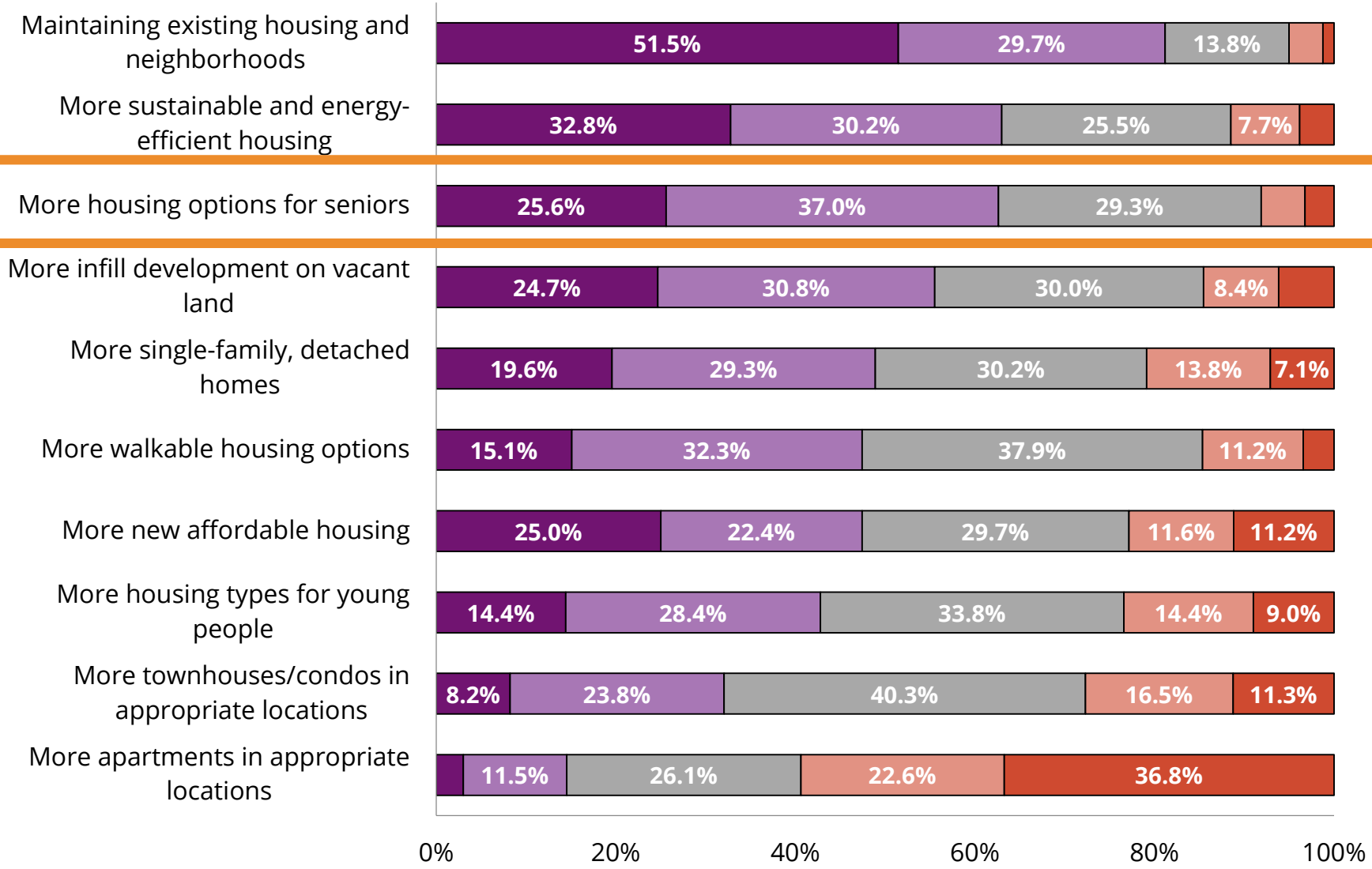

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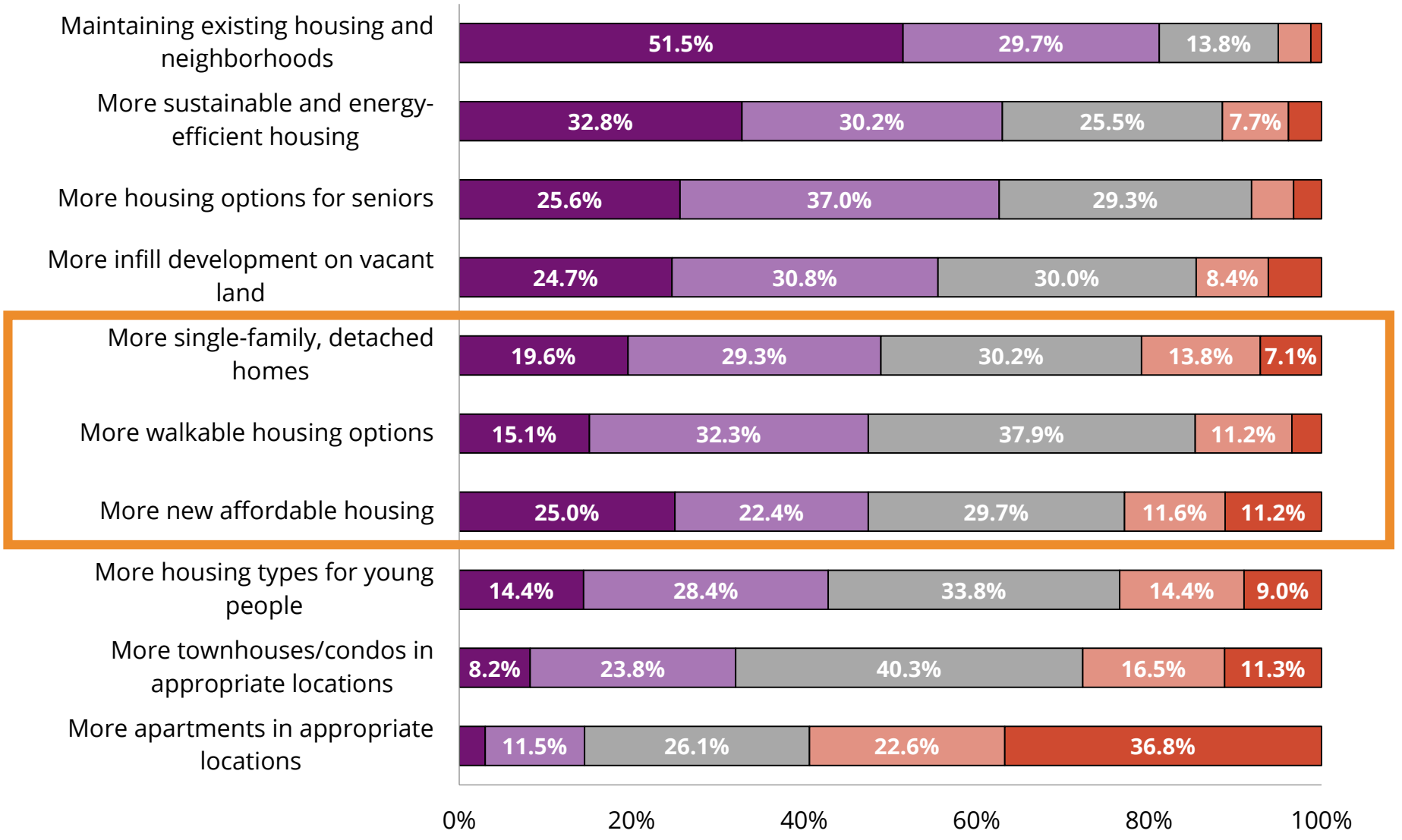

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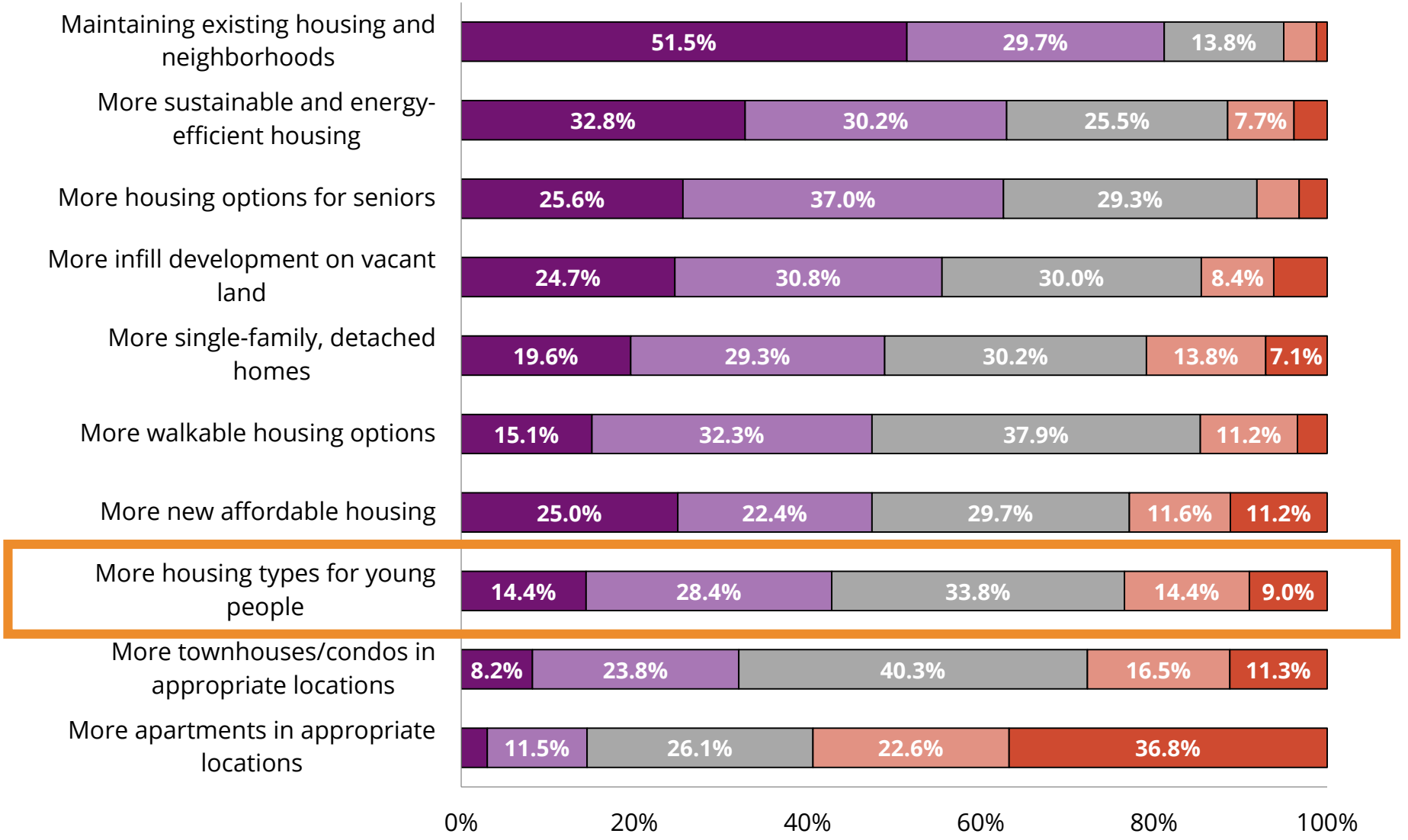

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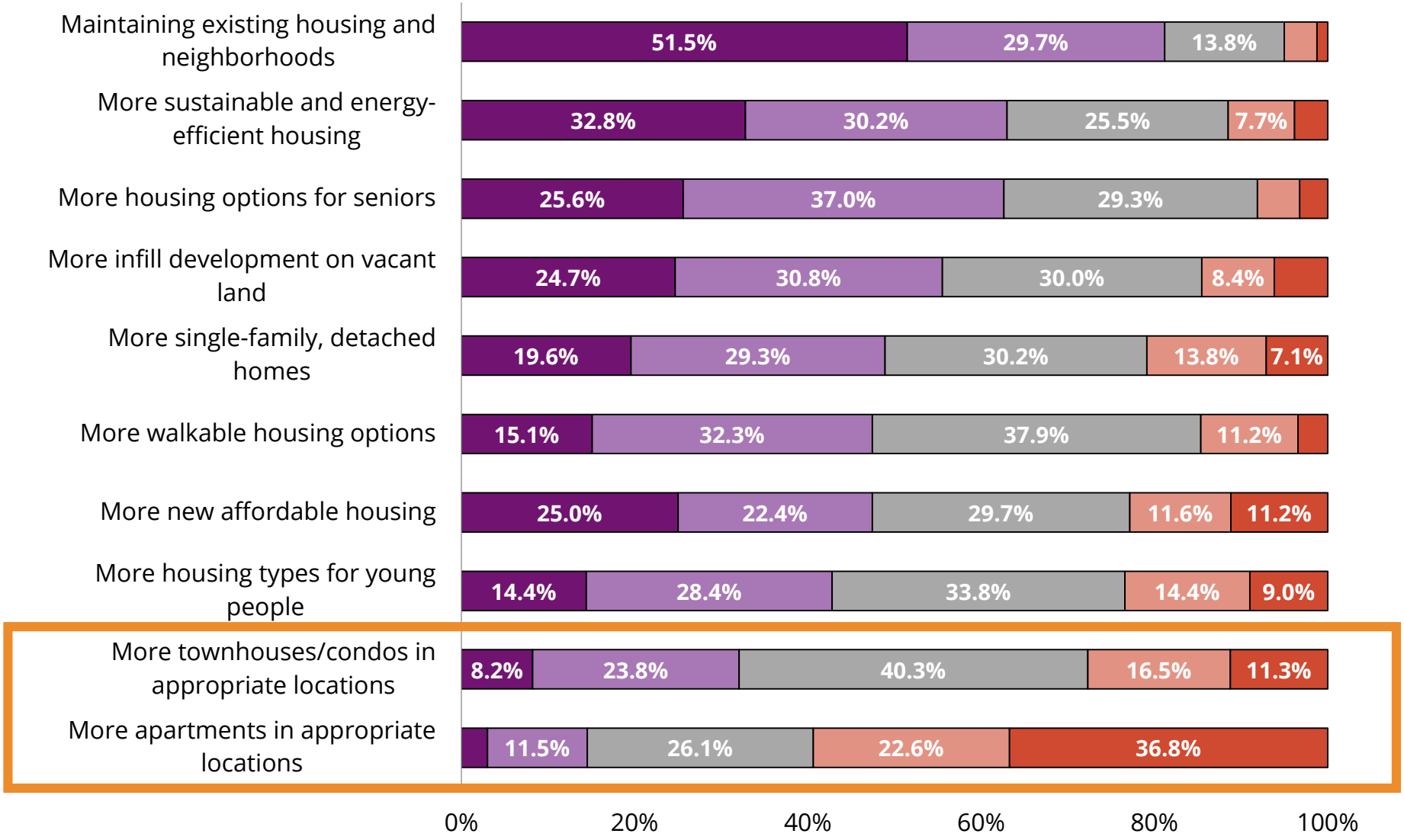

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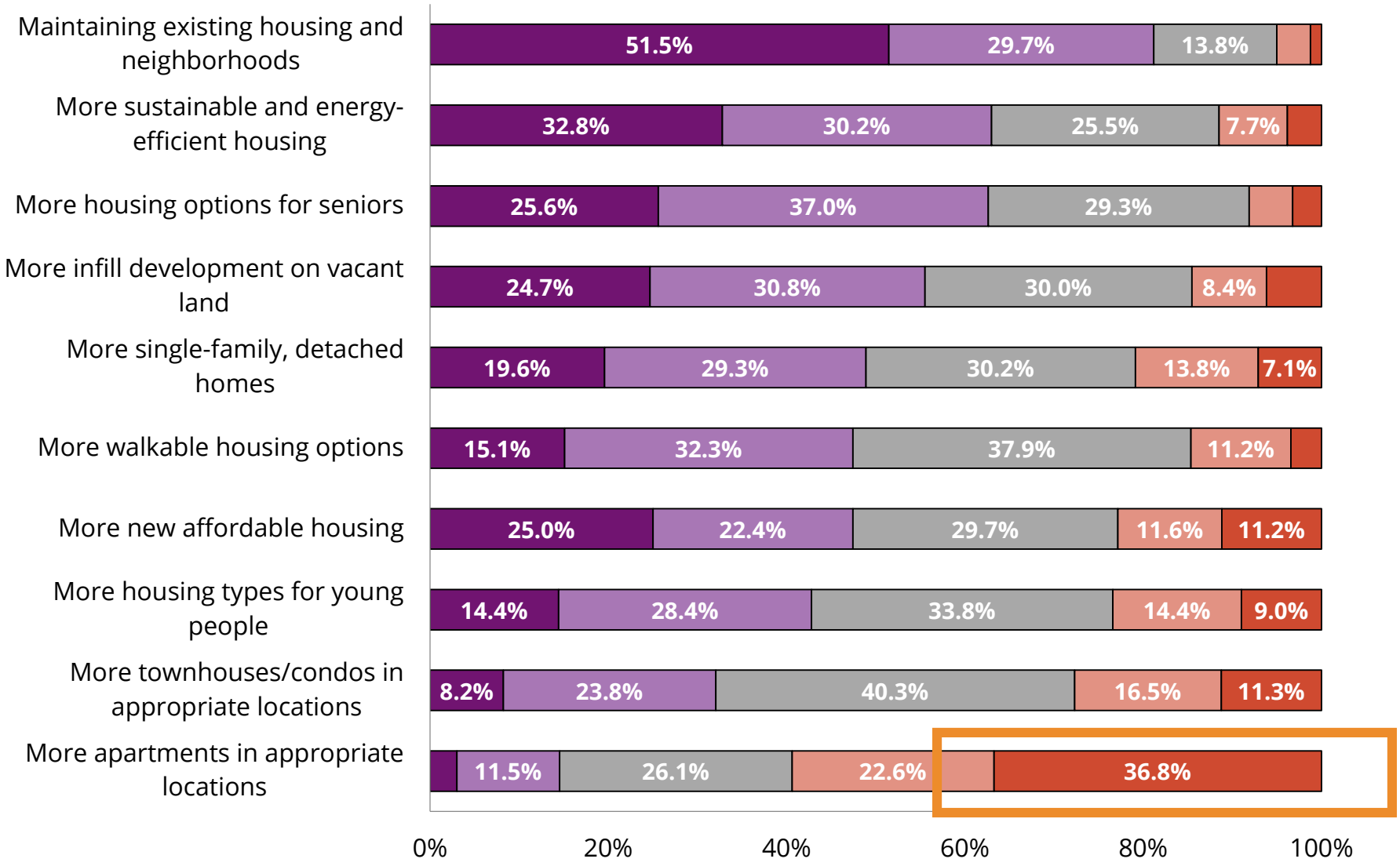

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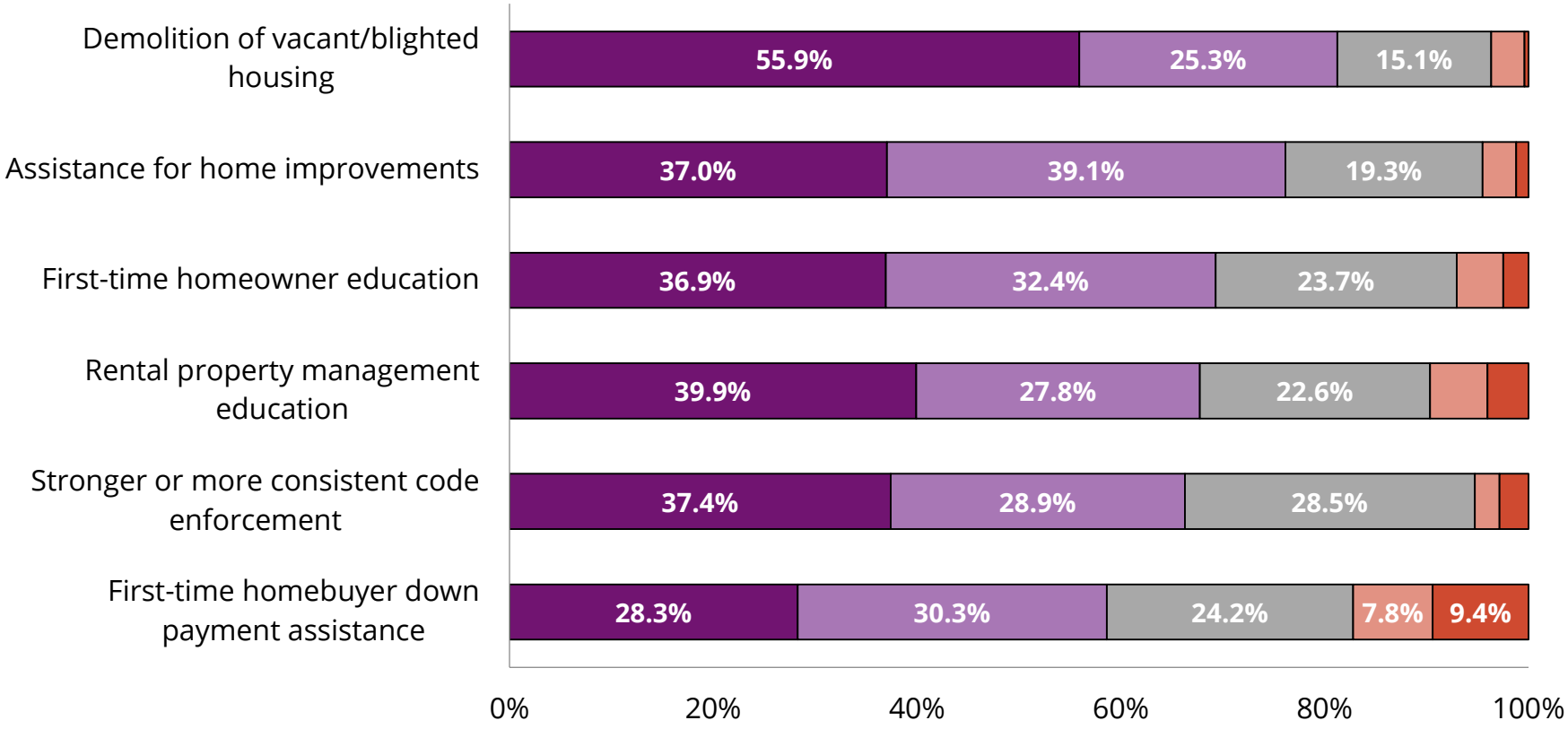

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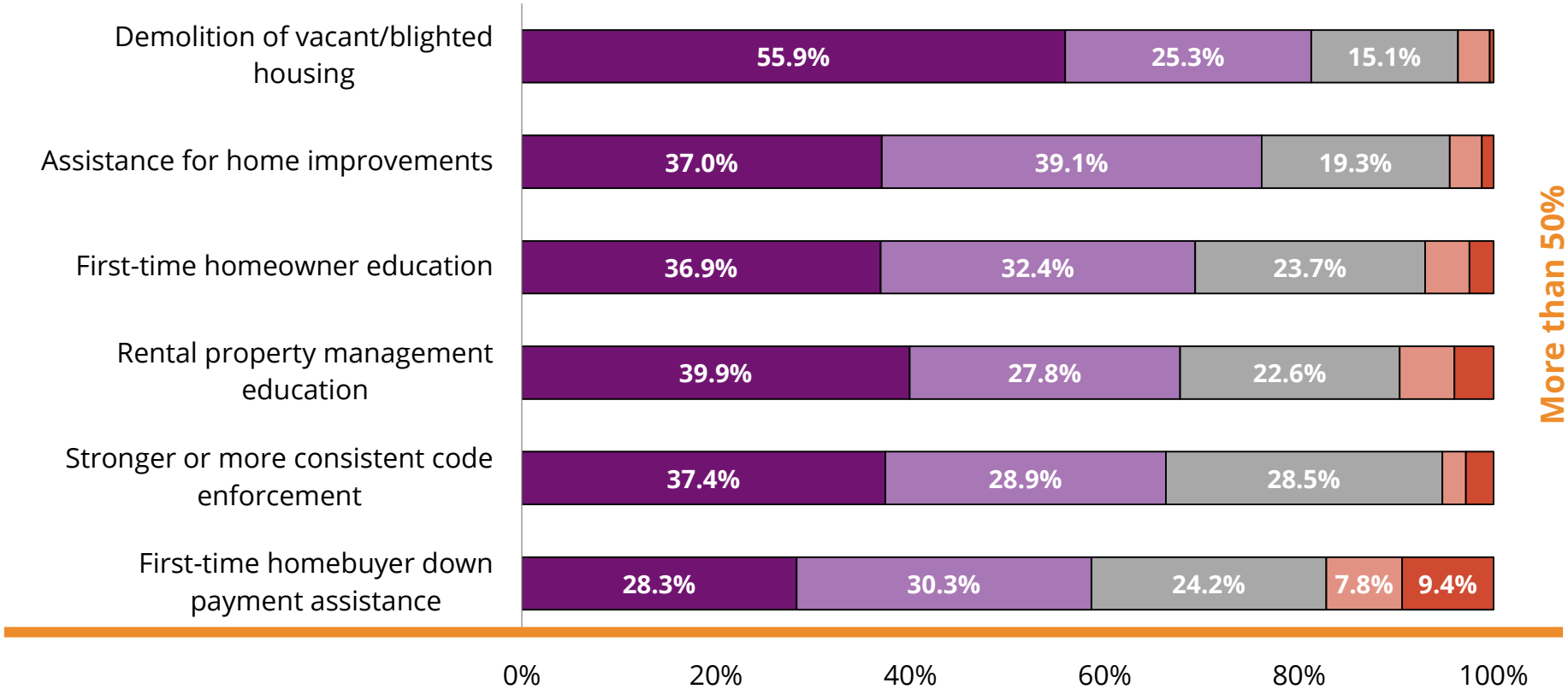

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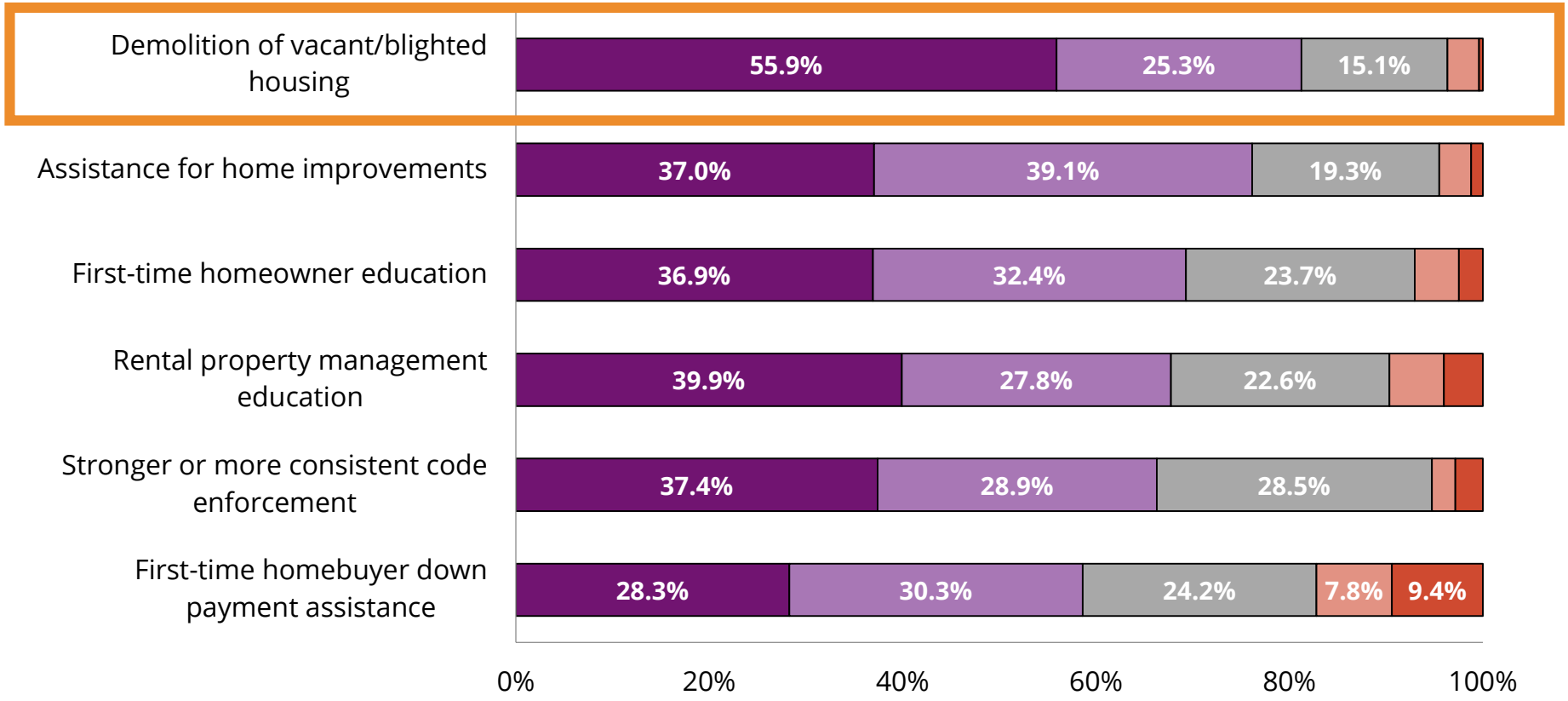

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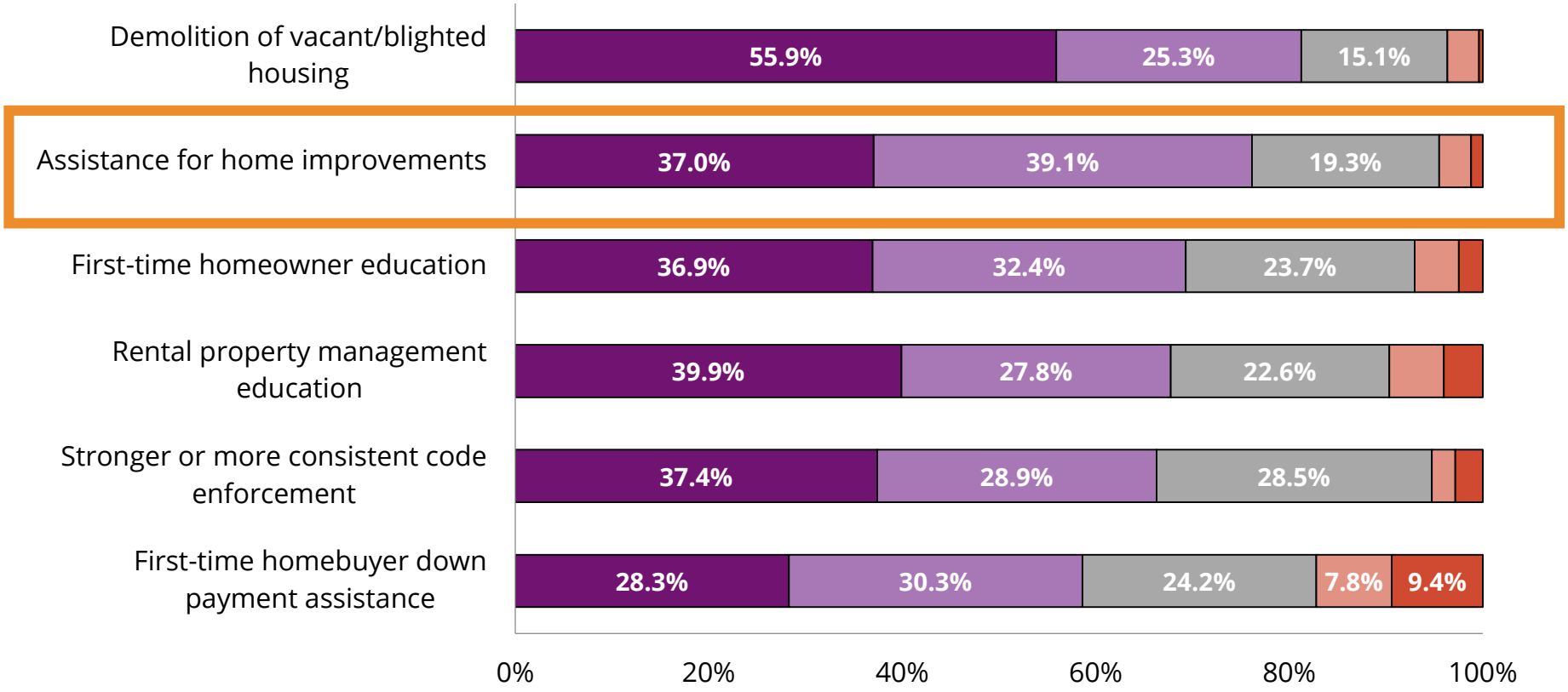
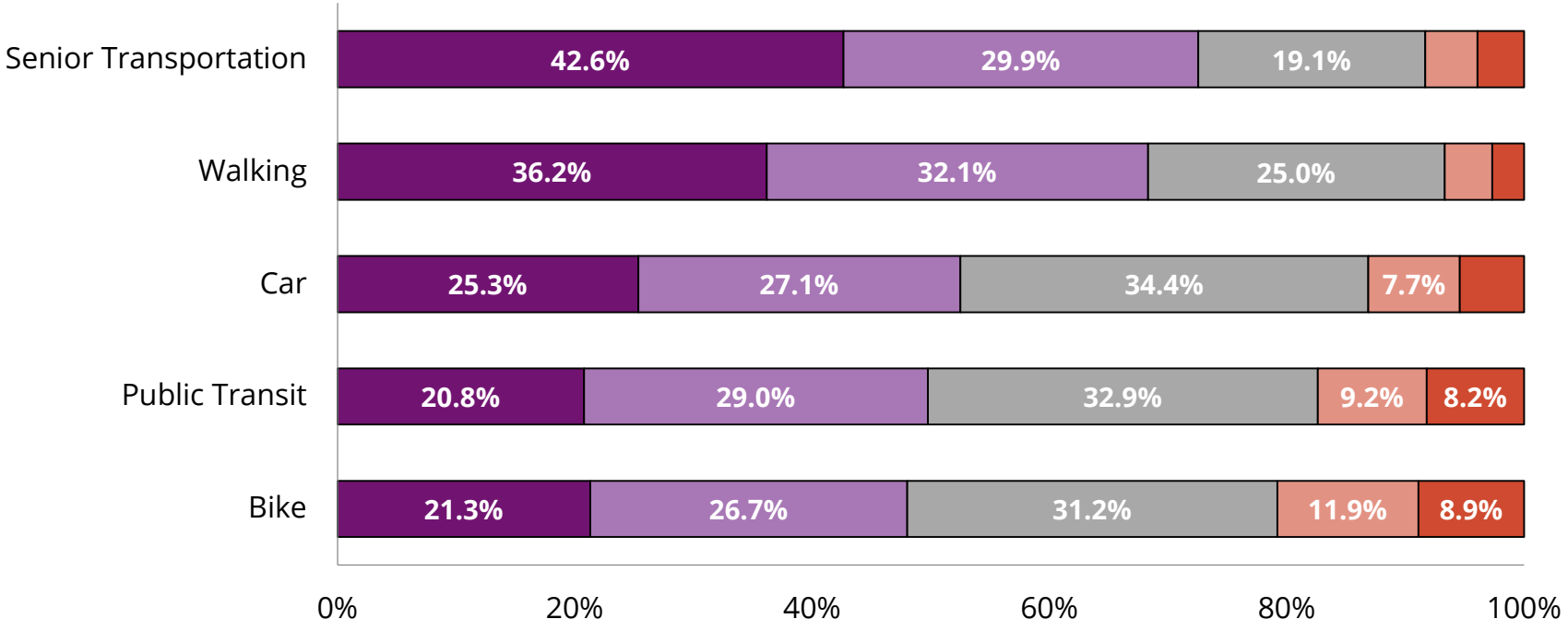


TRANSPORTATION

PRIORITY FOR TRANSPORTATION IMPROVEMENTS



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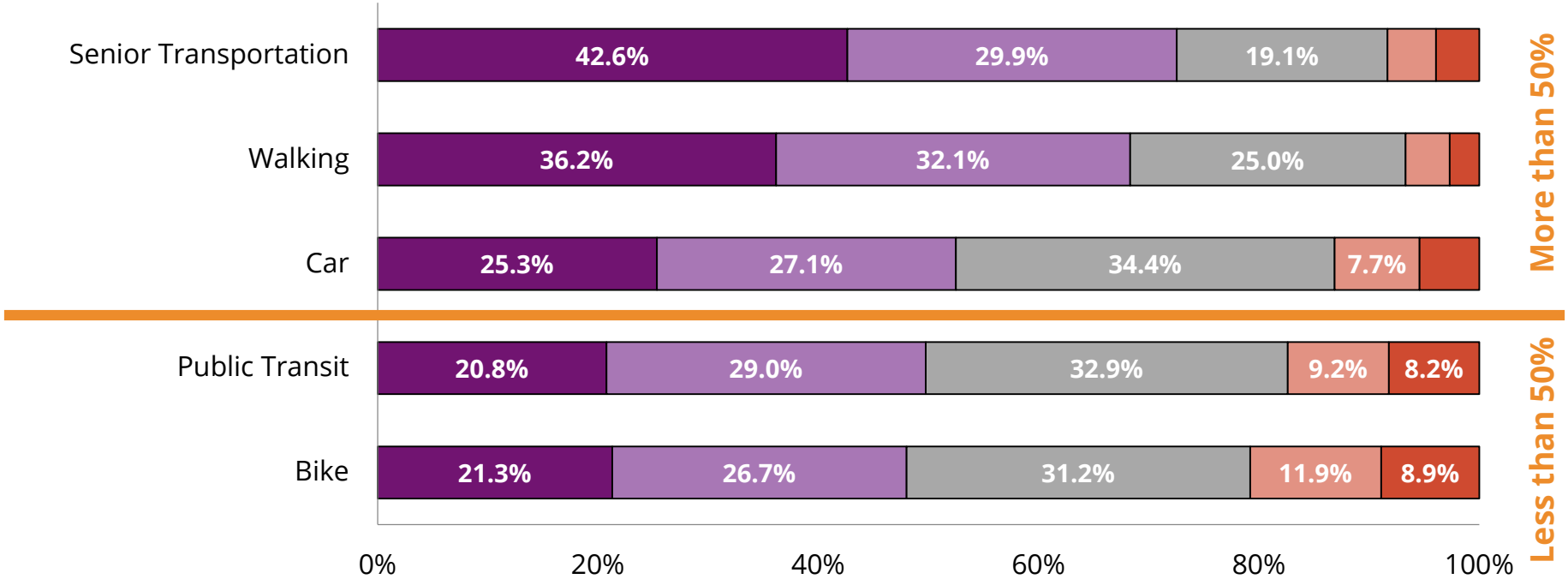

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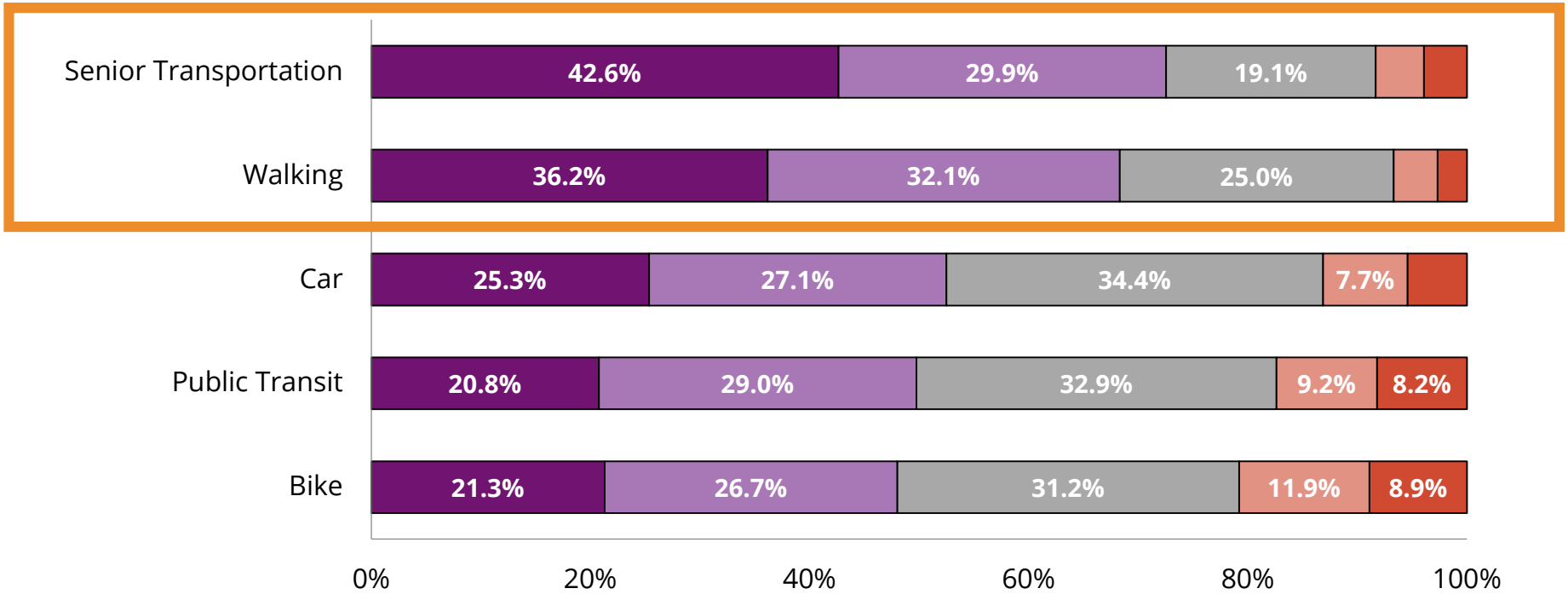

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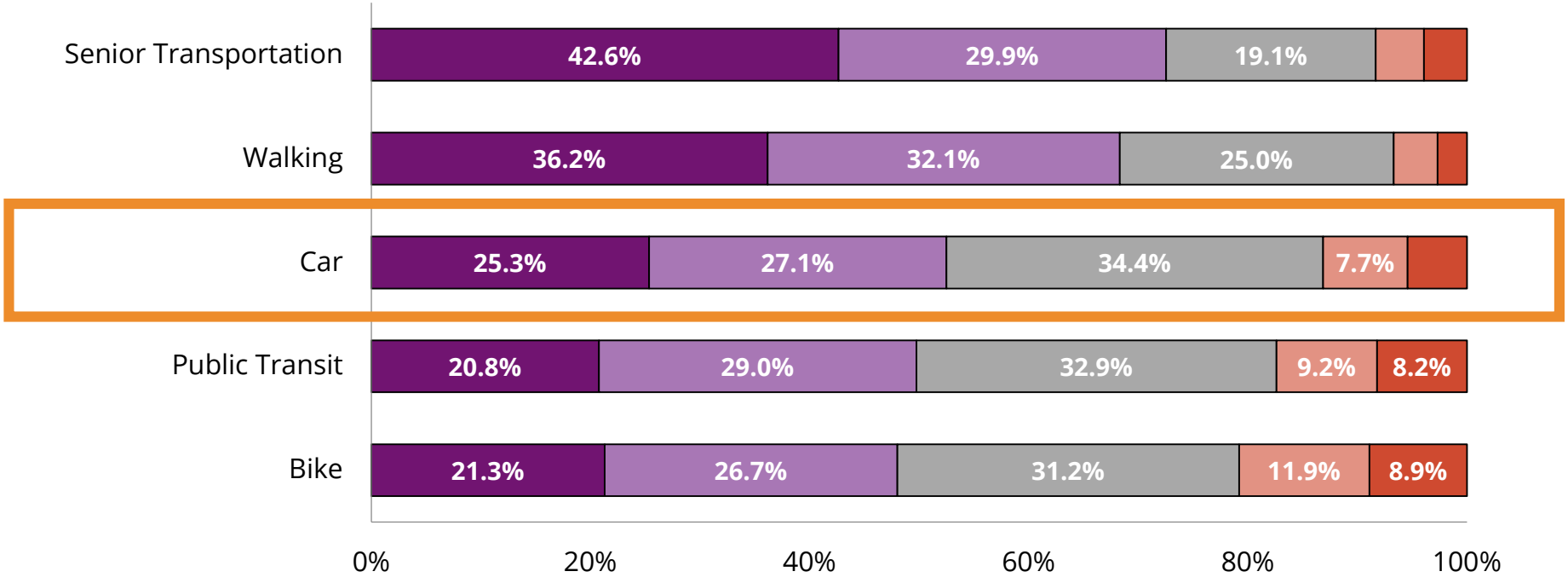

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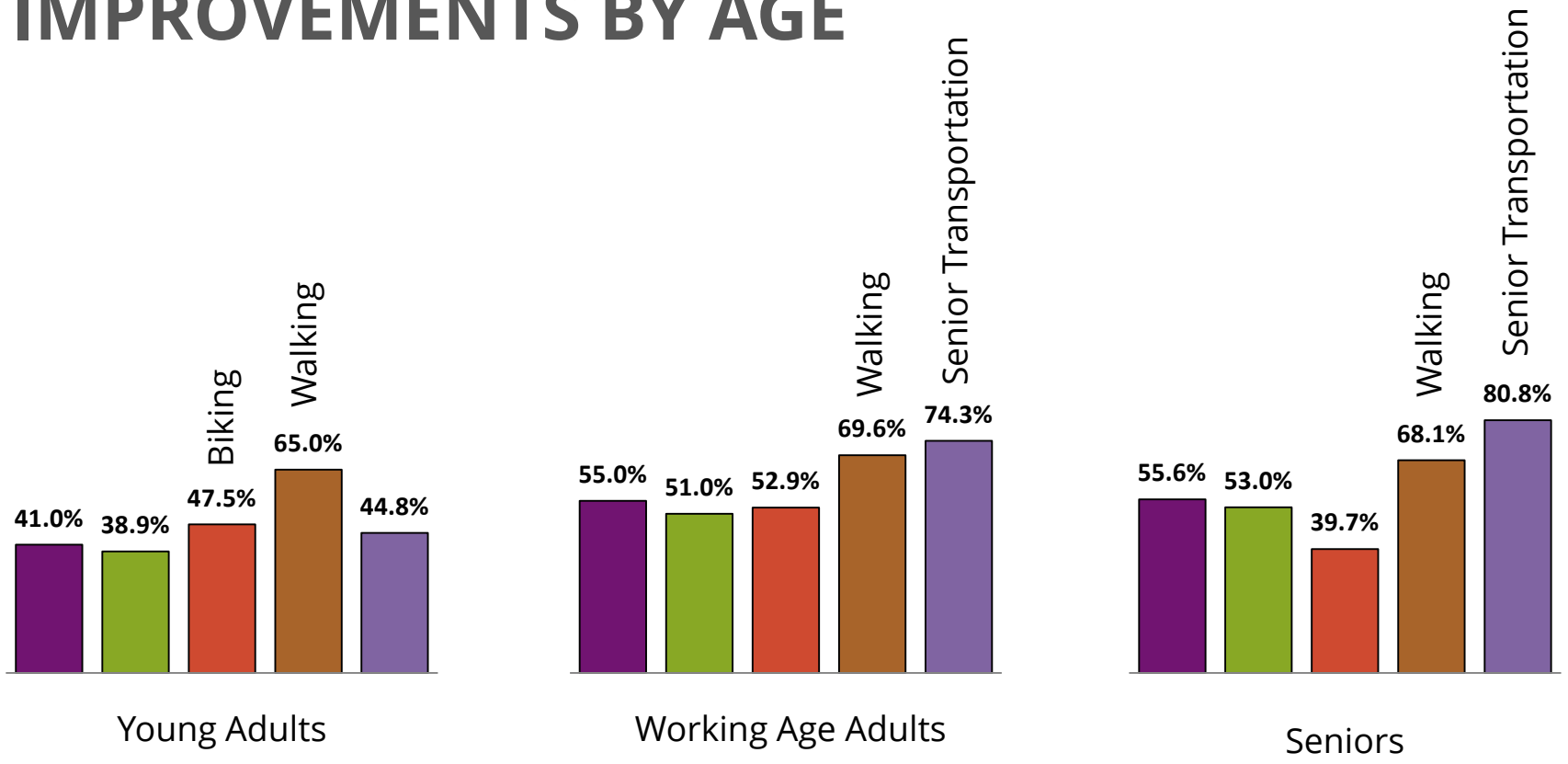

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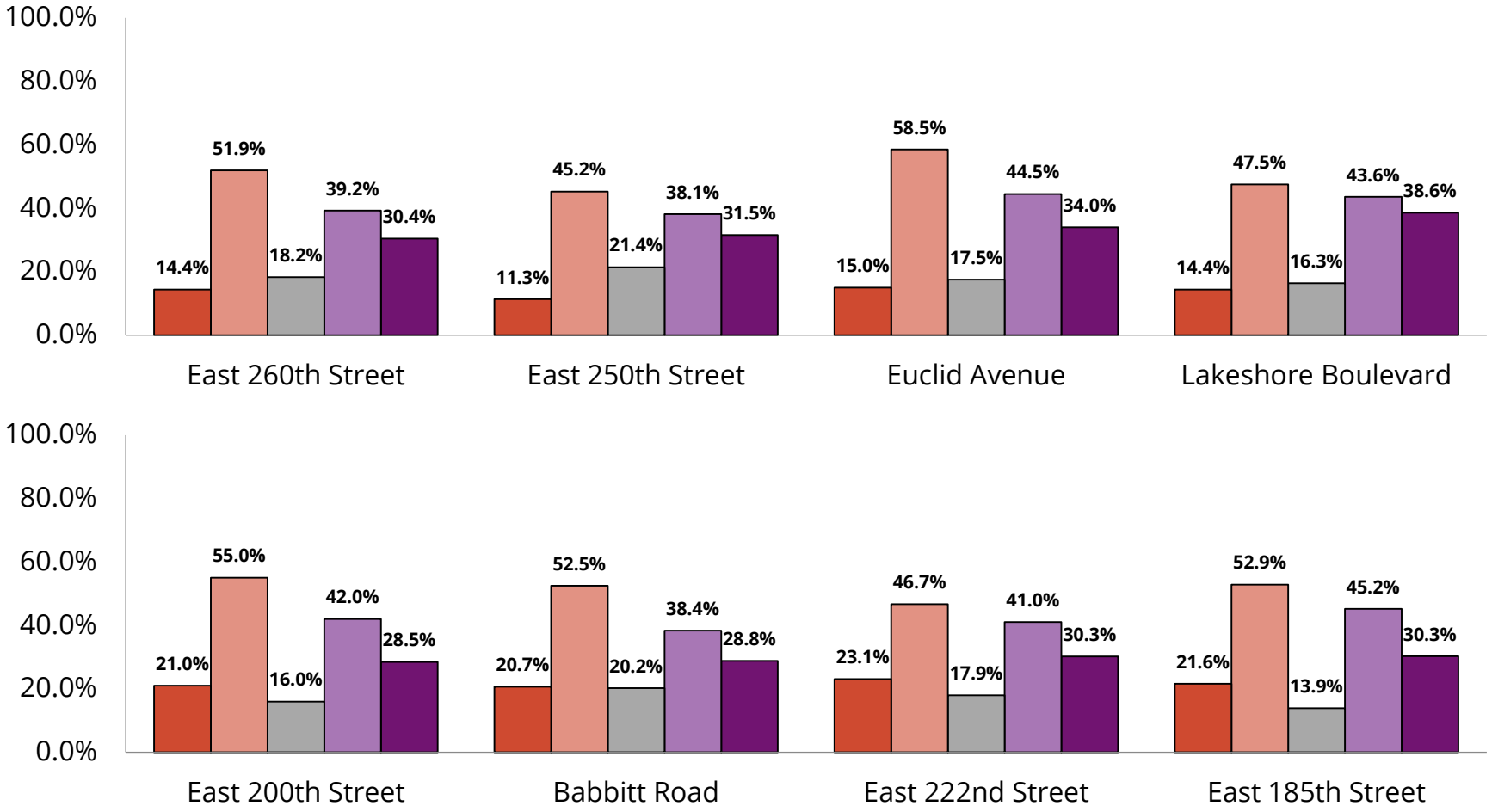

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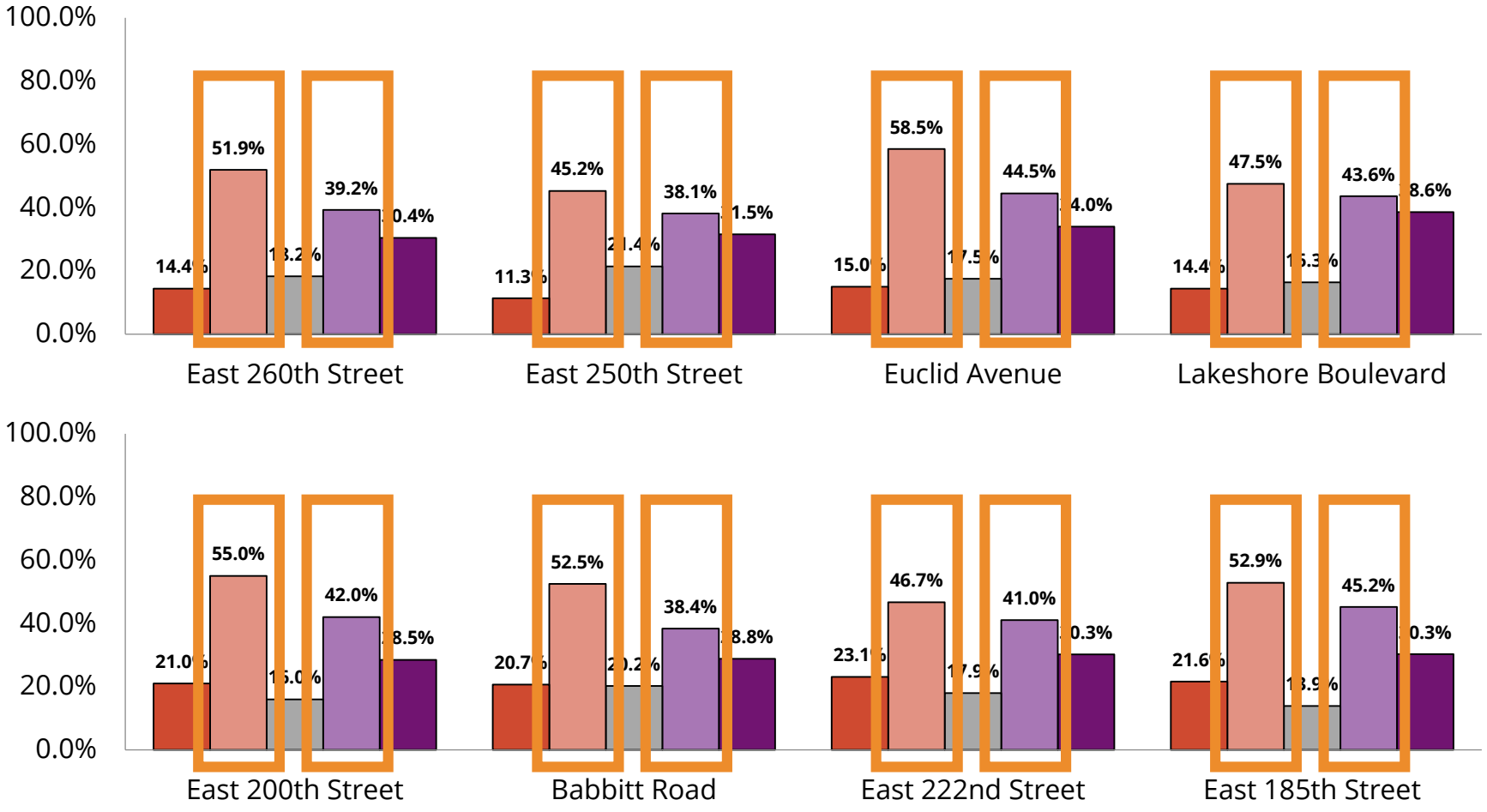
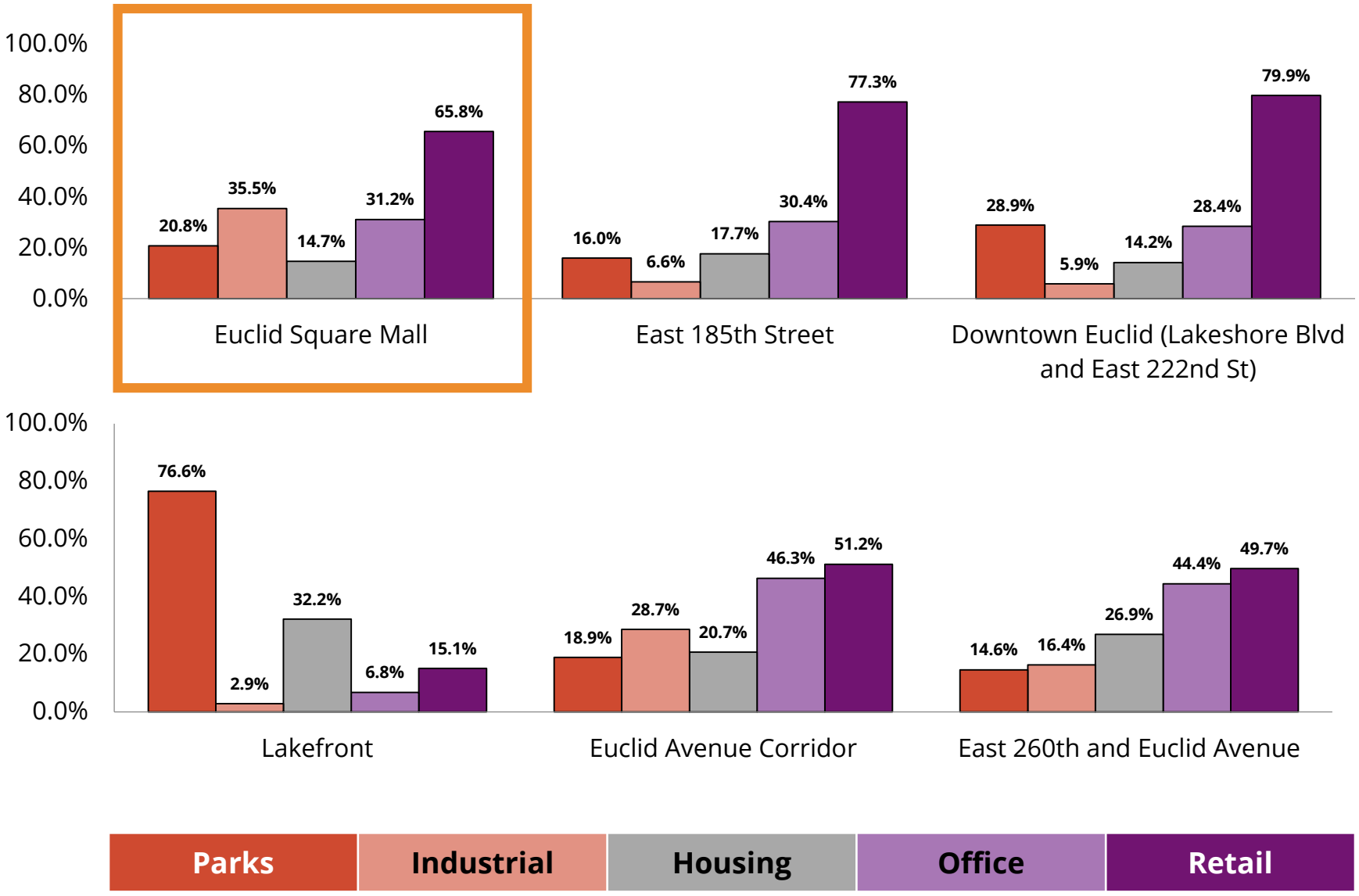


DEVELOPMENT

DESIRED USES FOR CERTAIN AREAS

DESIRED USES FOR CERTAIN AREAS



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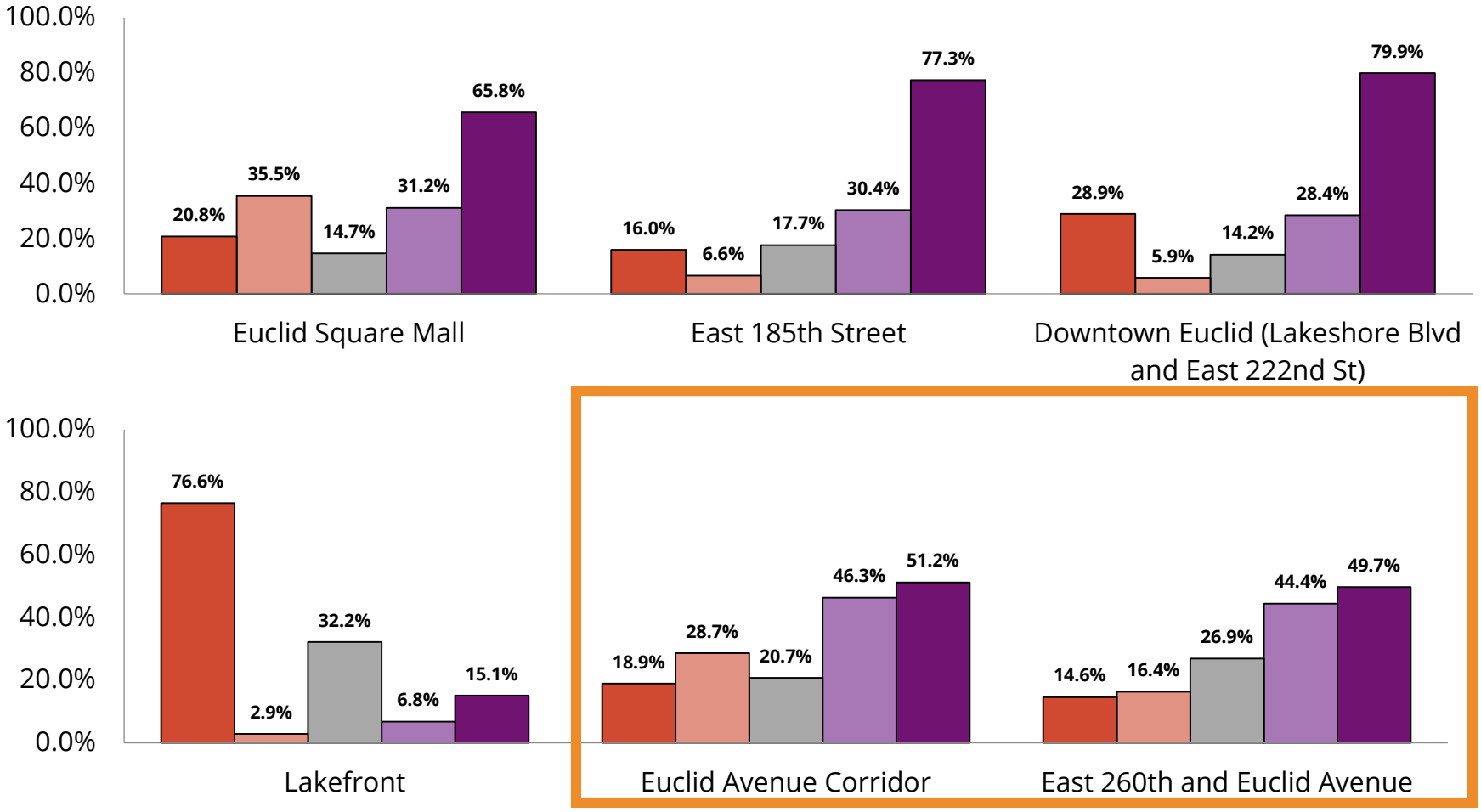

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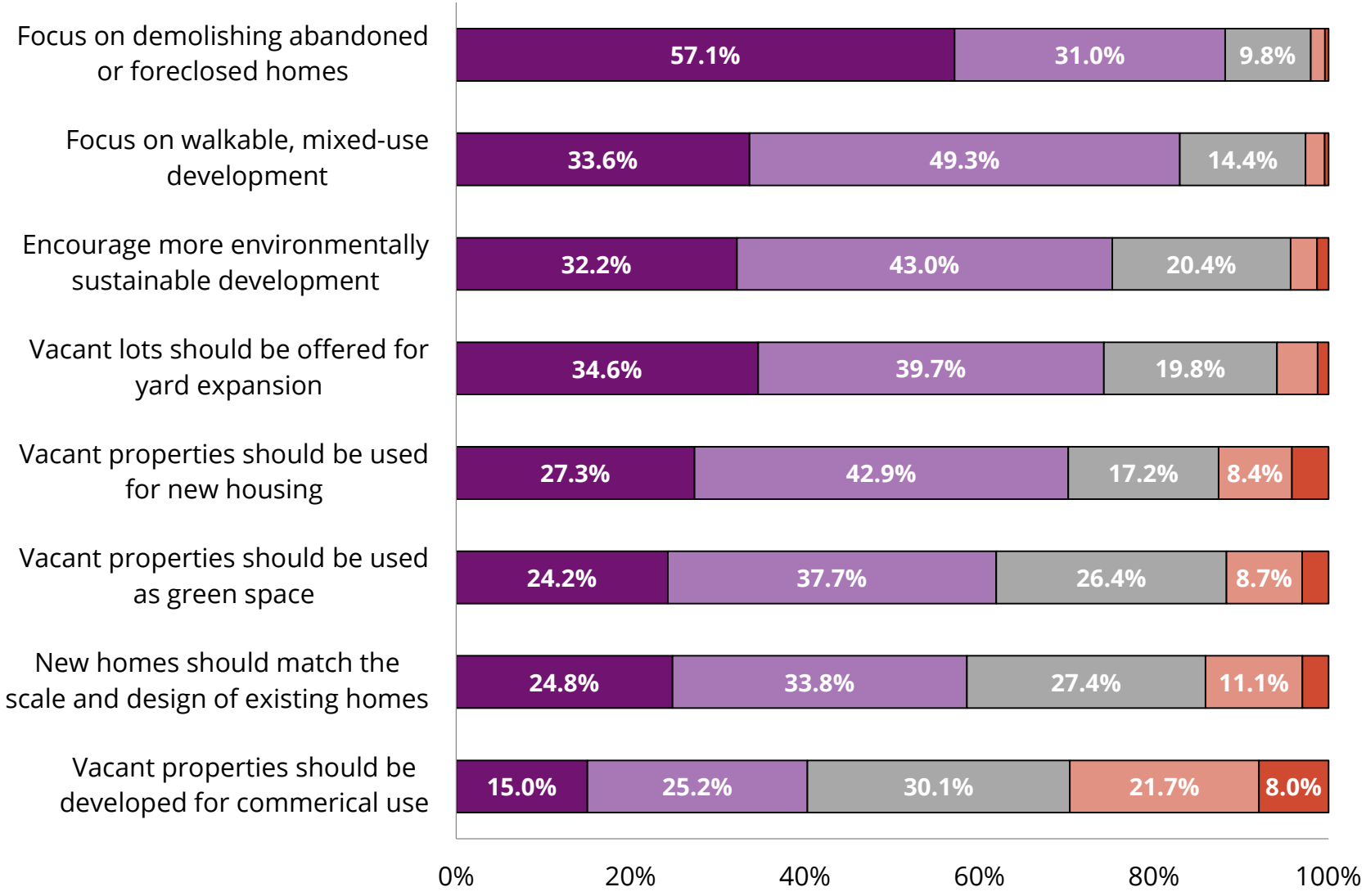

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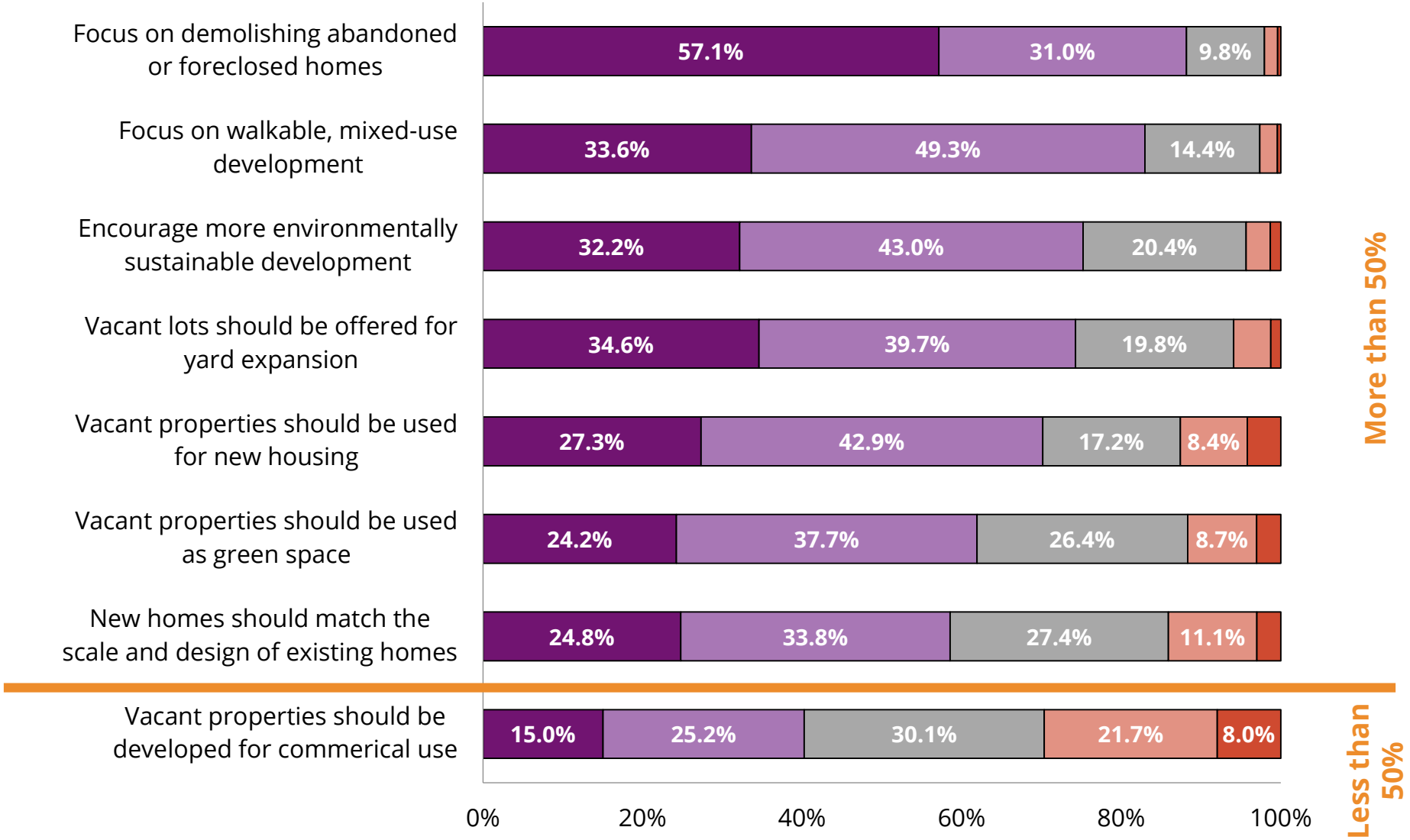

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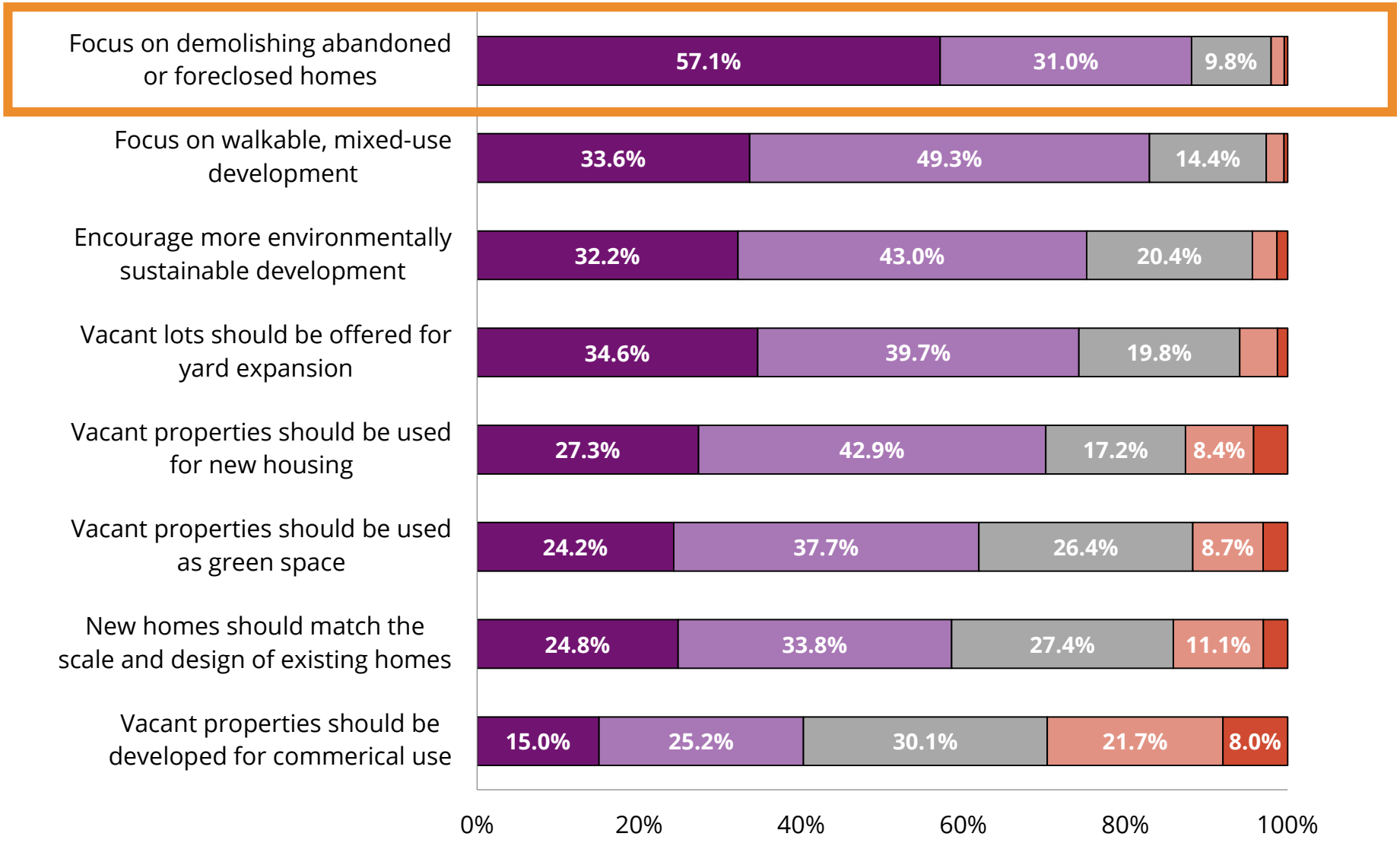

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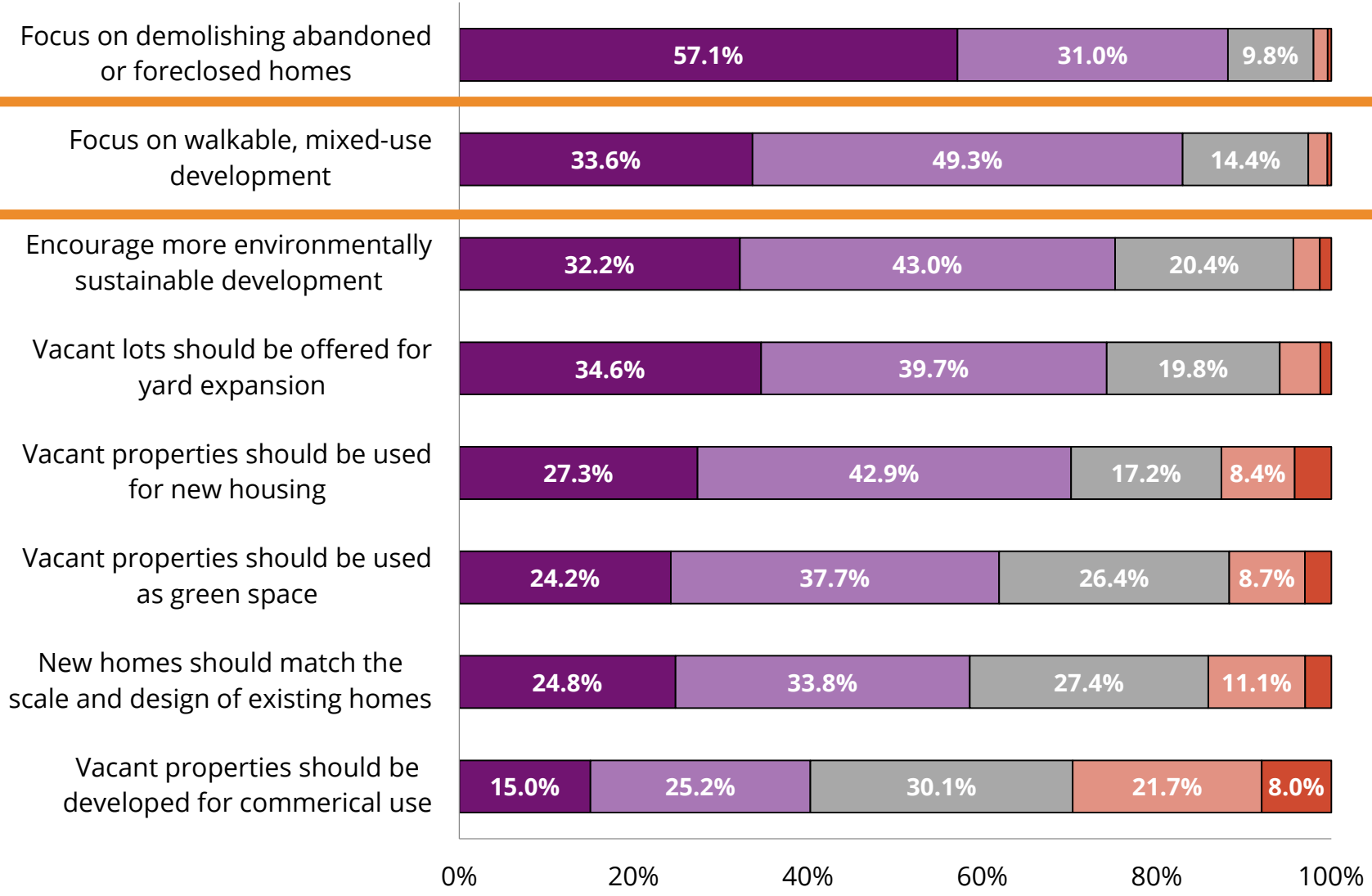

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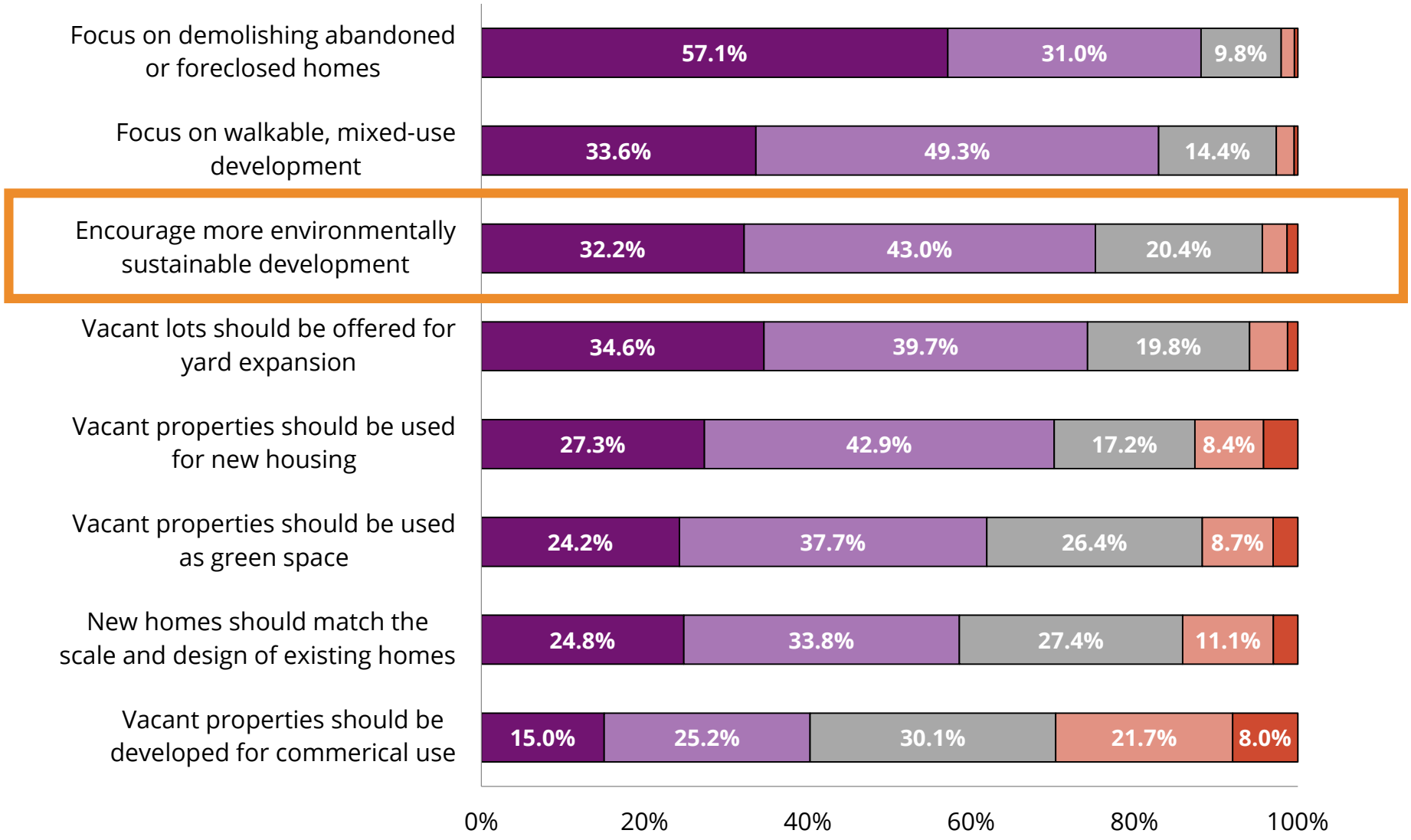

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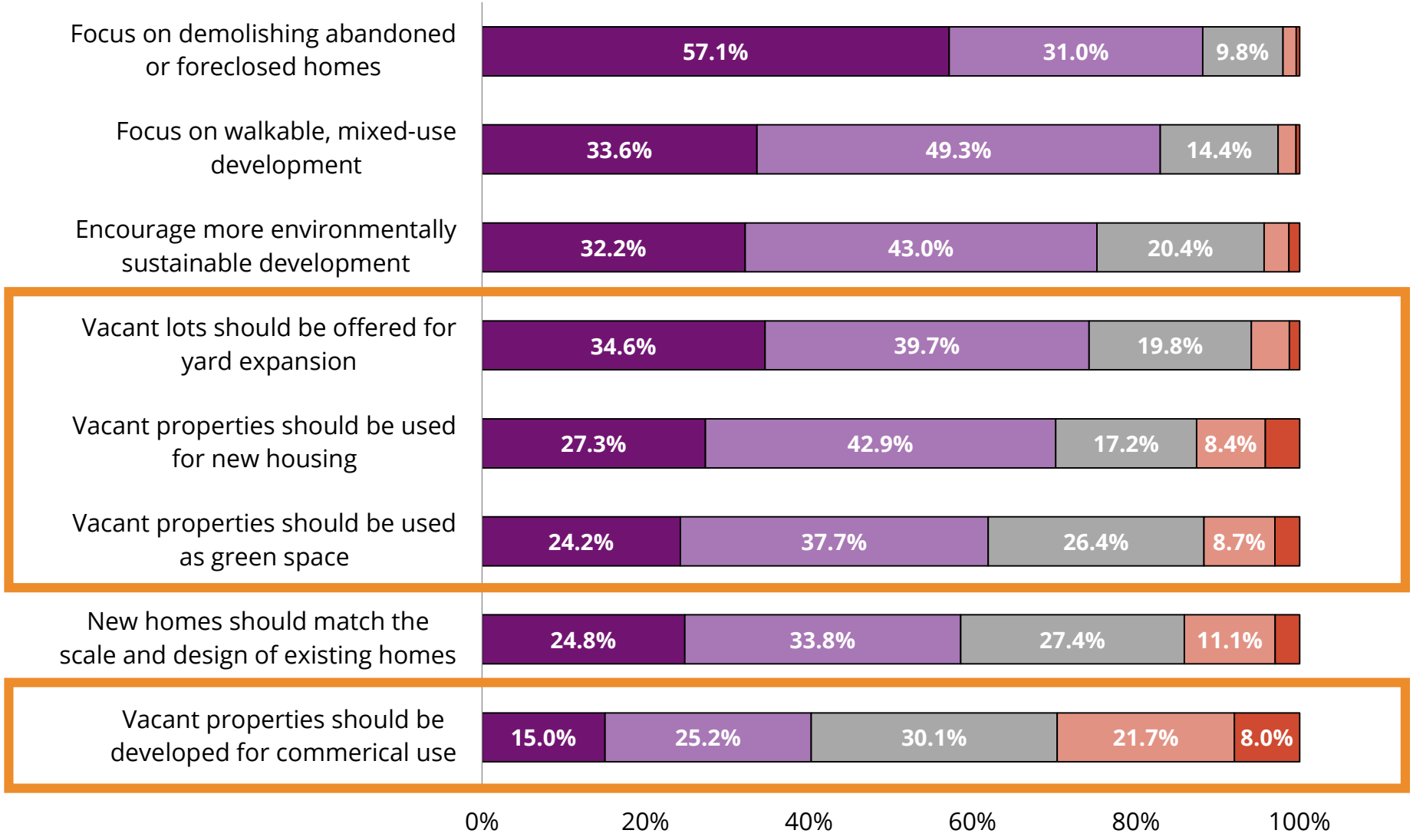

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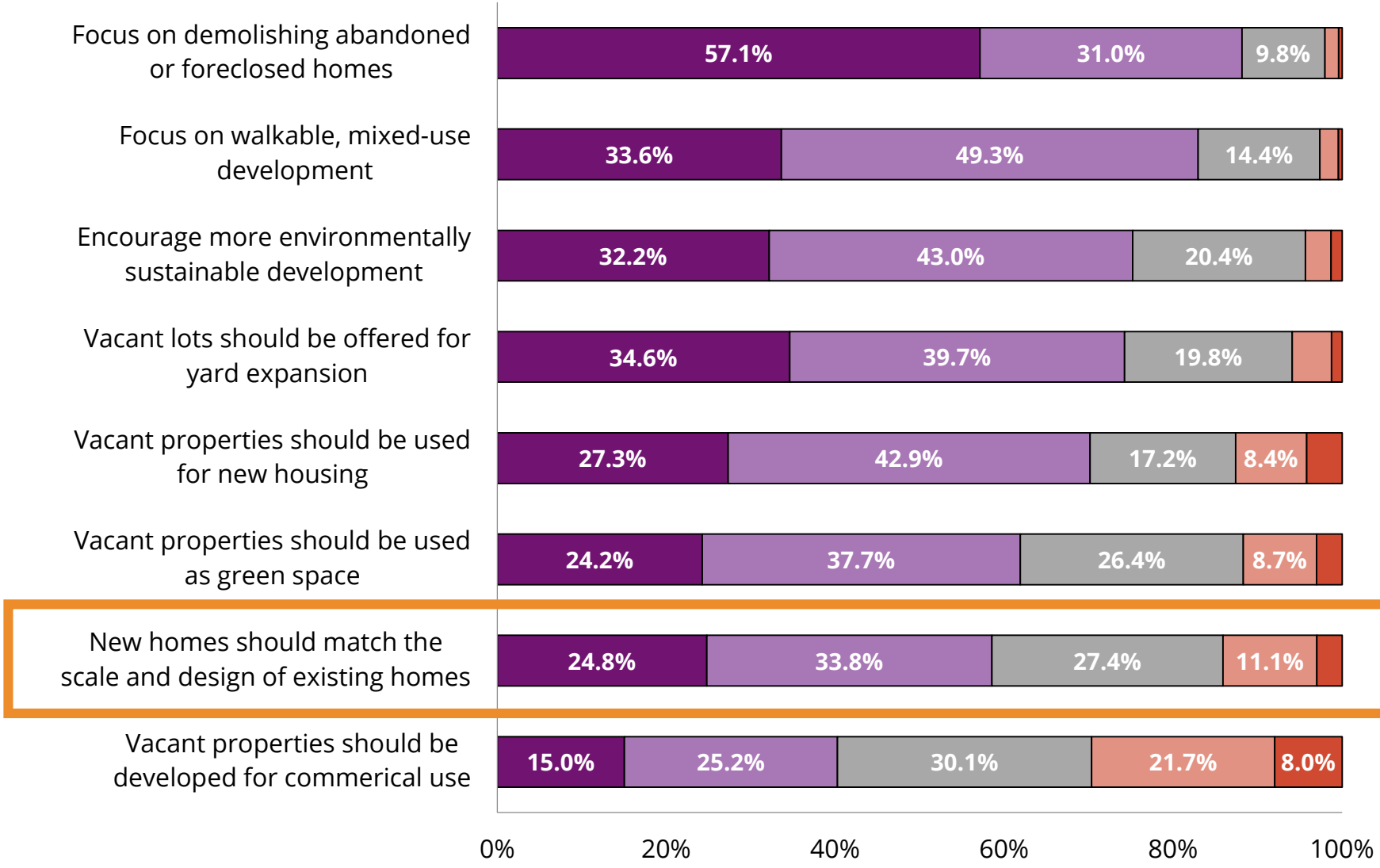
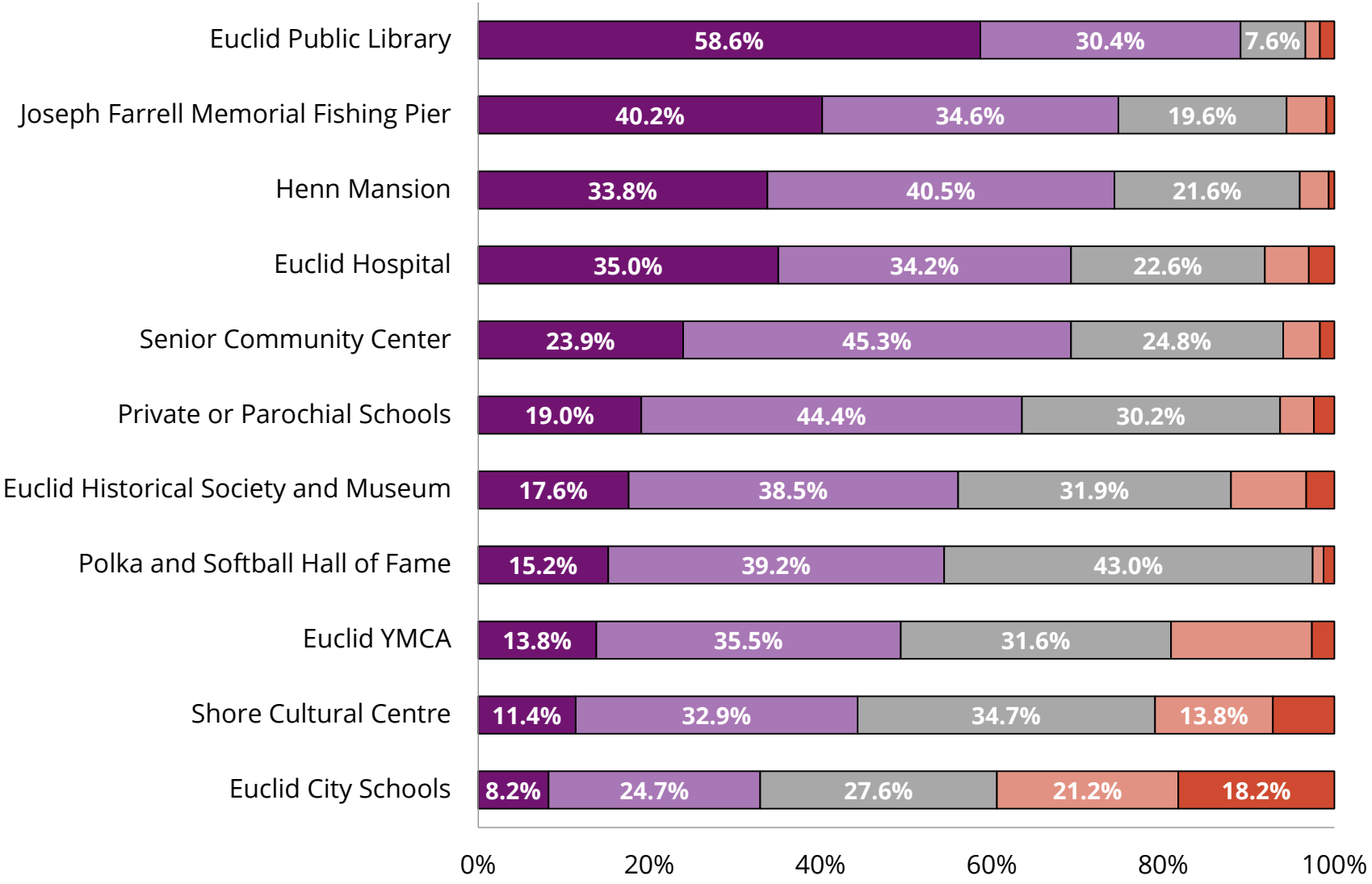


COMMUNITY AMENITIES

QUALITY OF COMMUNITY AMENITIES



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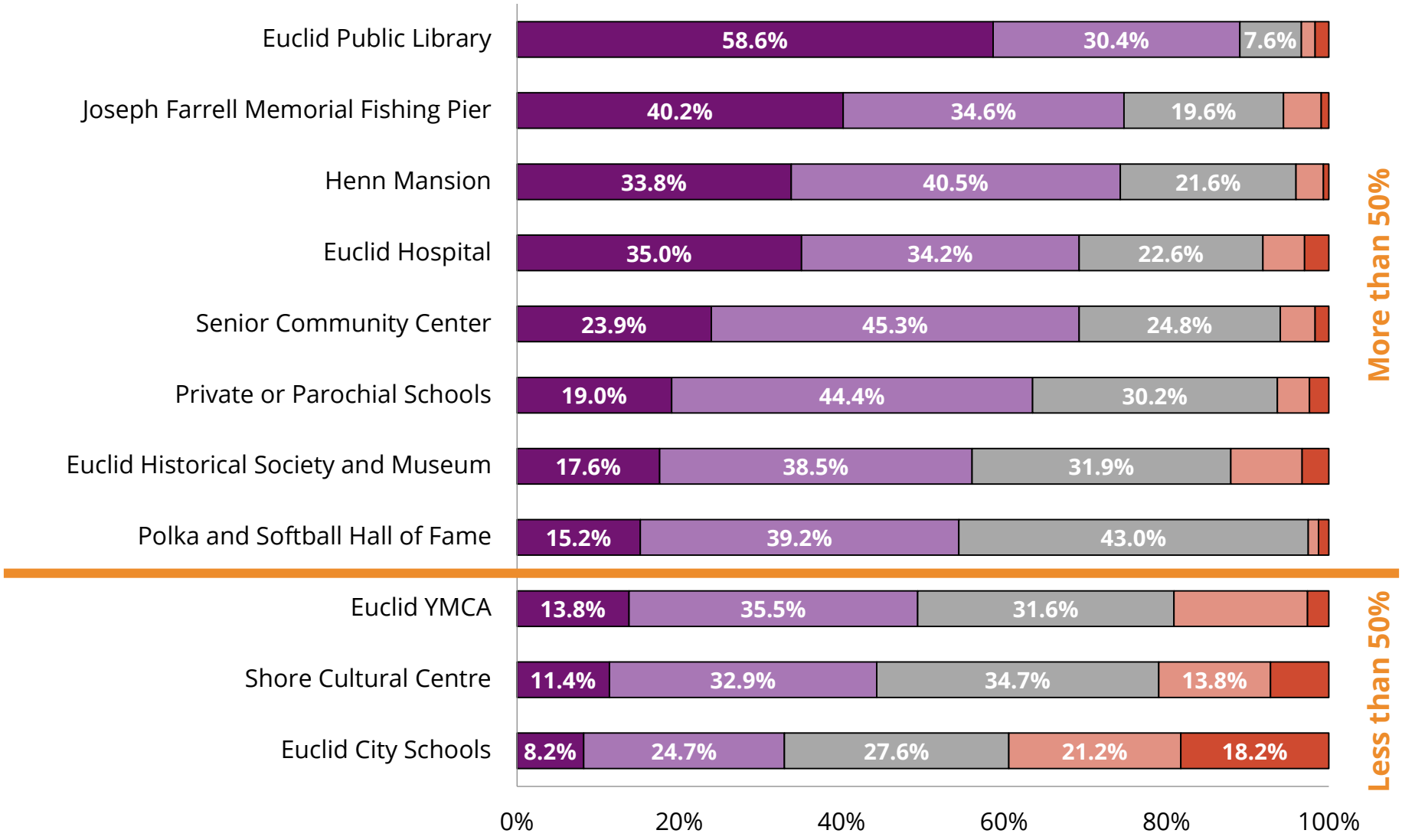

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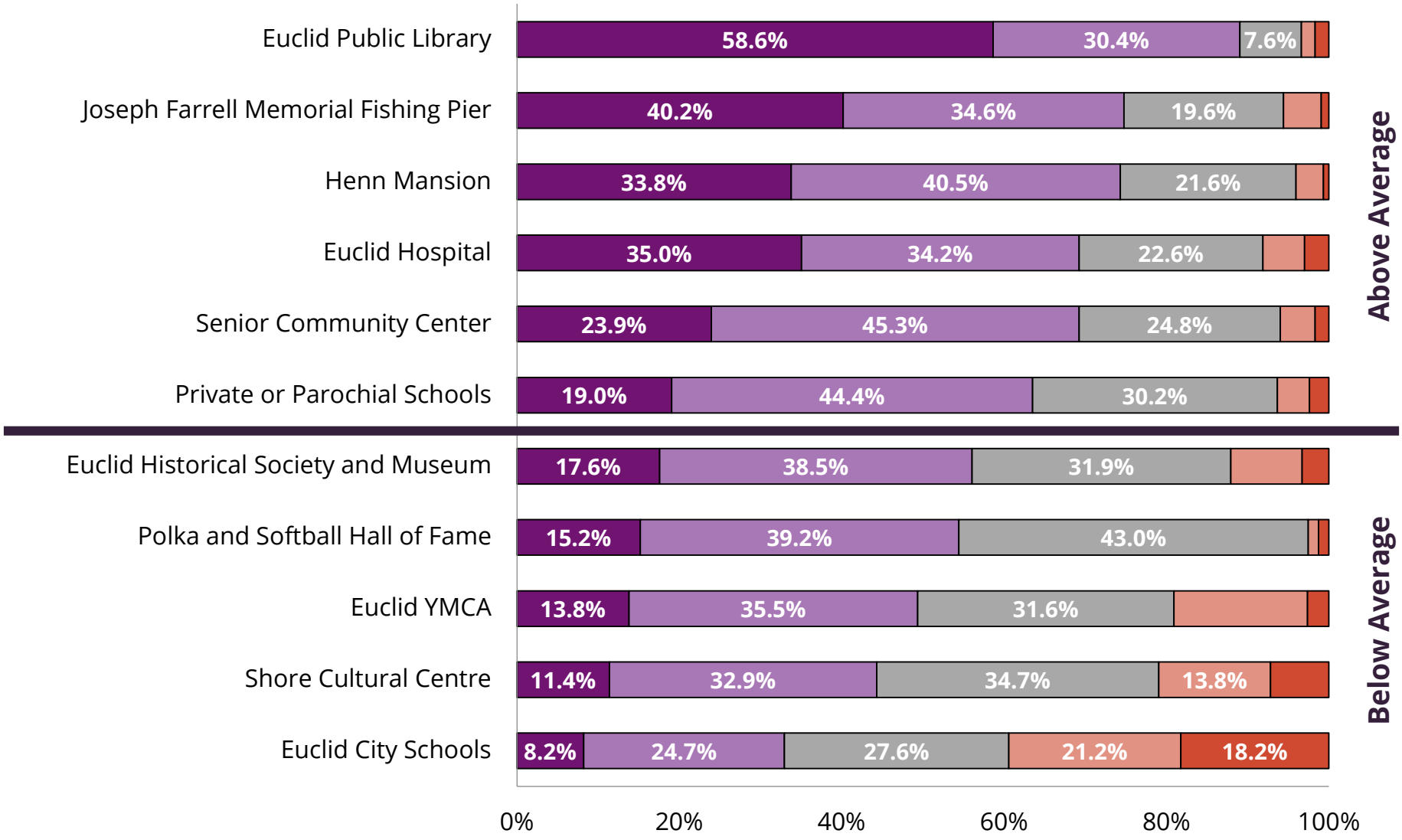
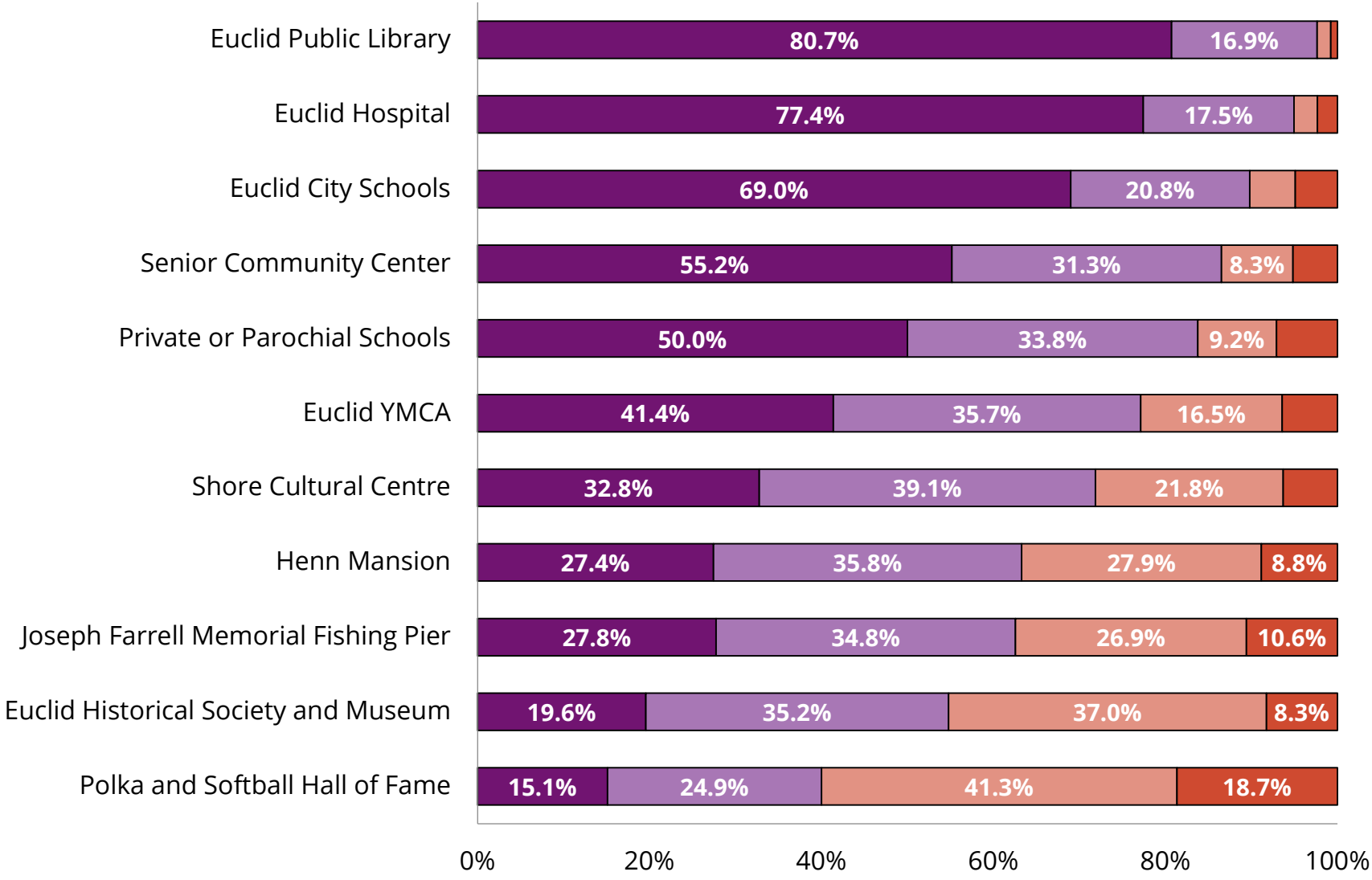


IMPORTANCE OF COMMUNITY AMENITIES



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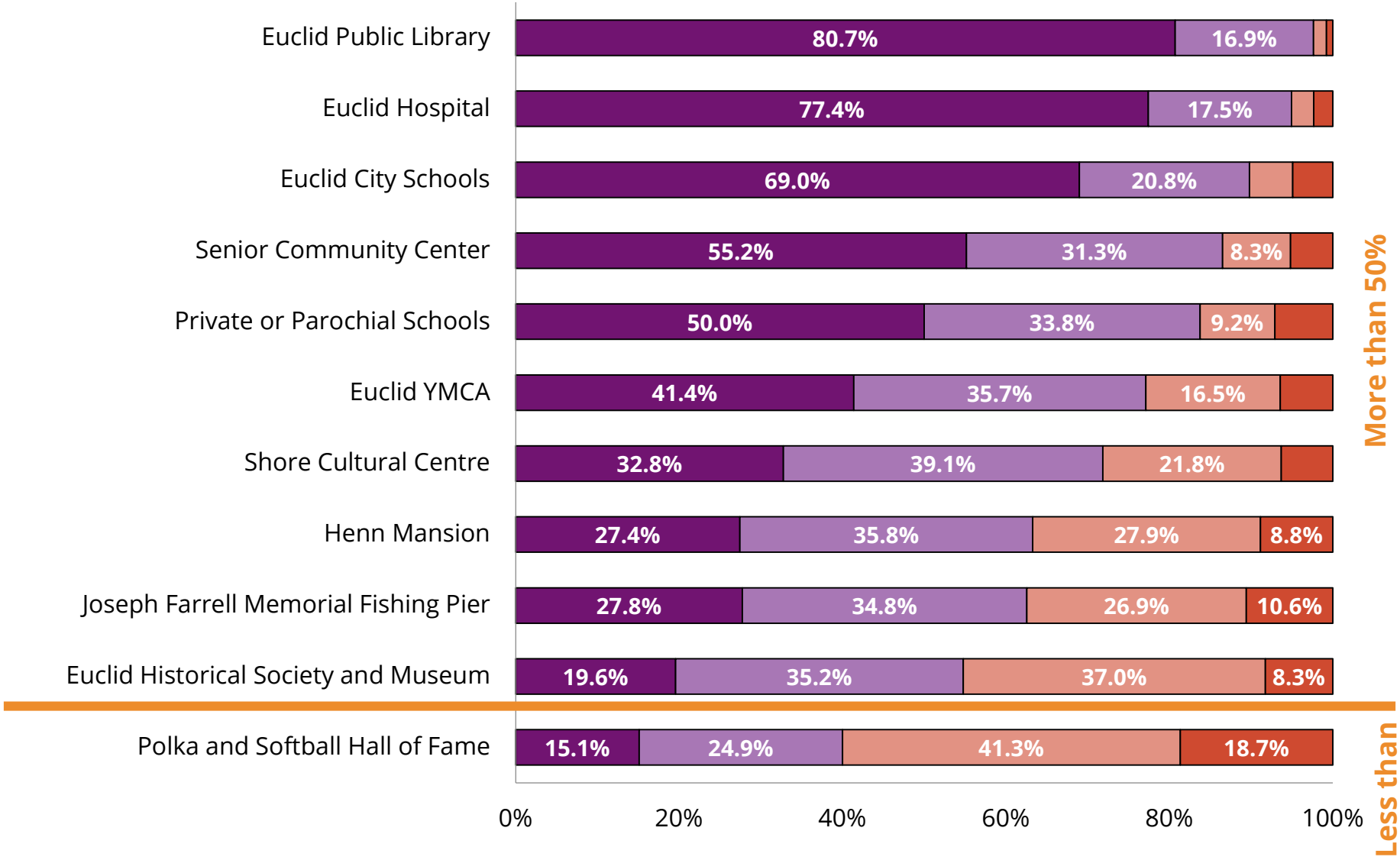

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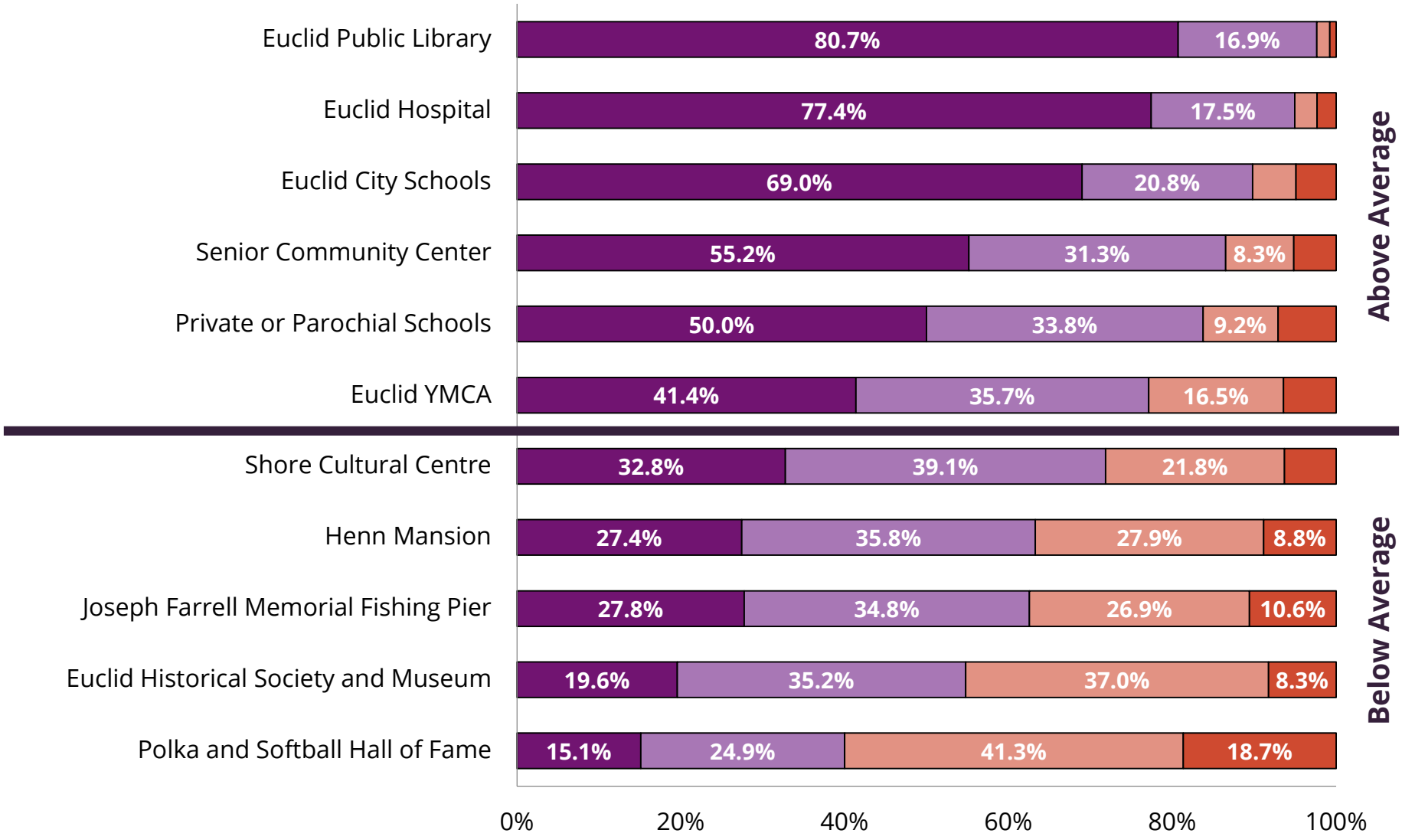

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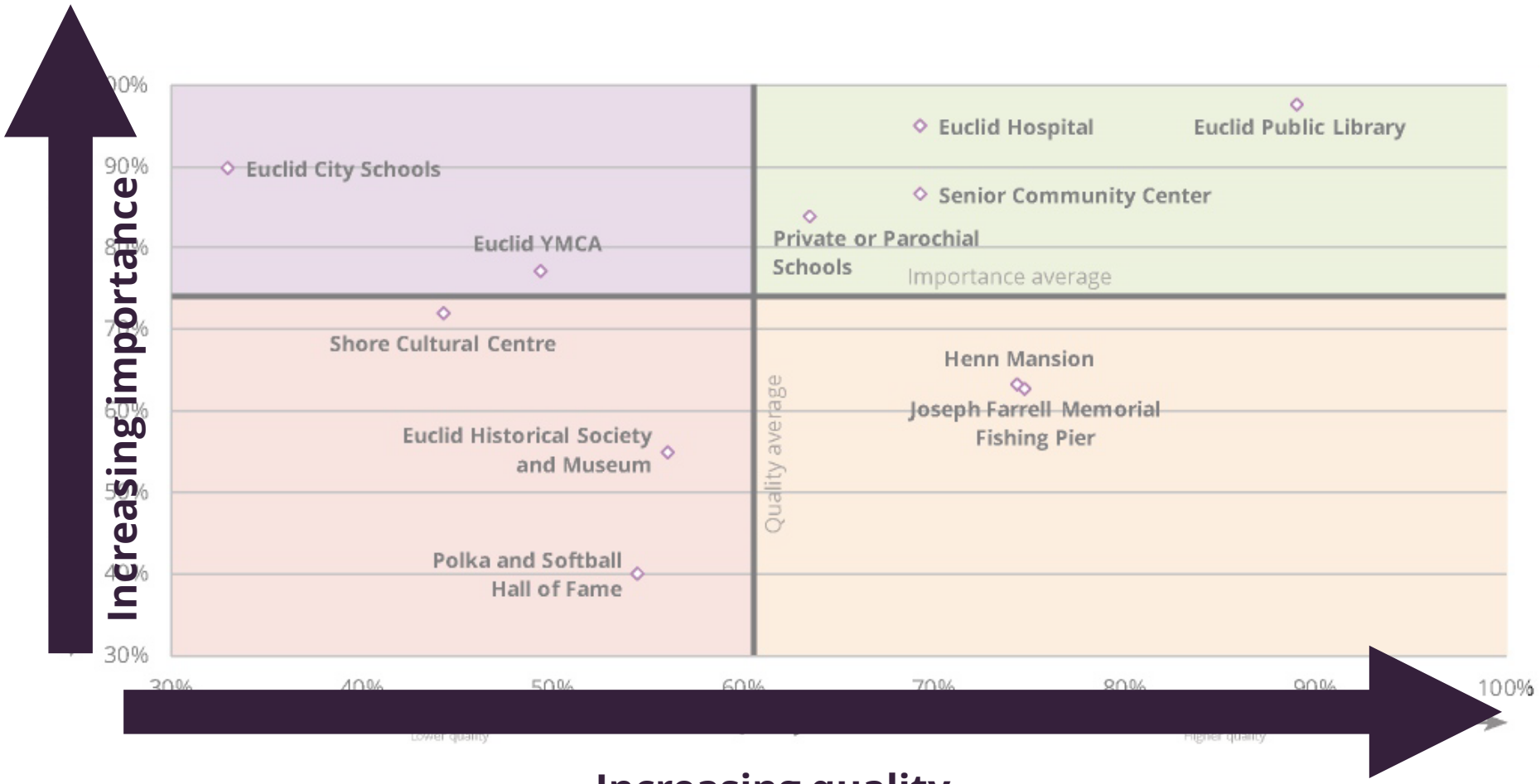

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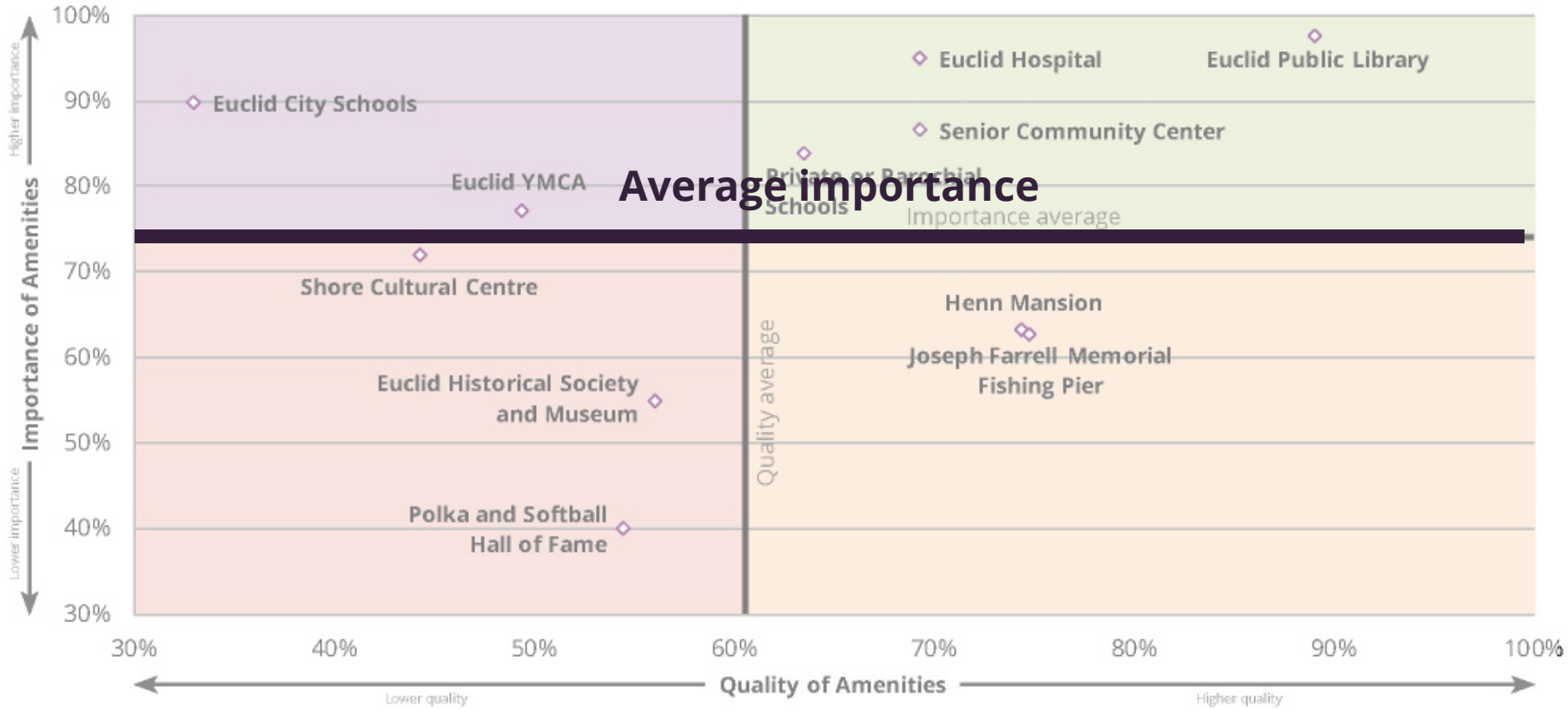

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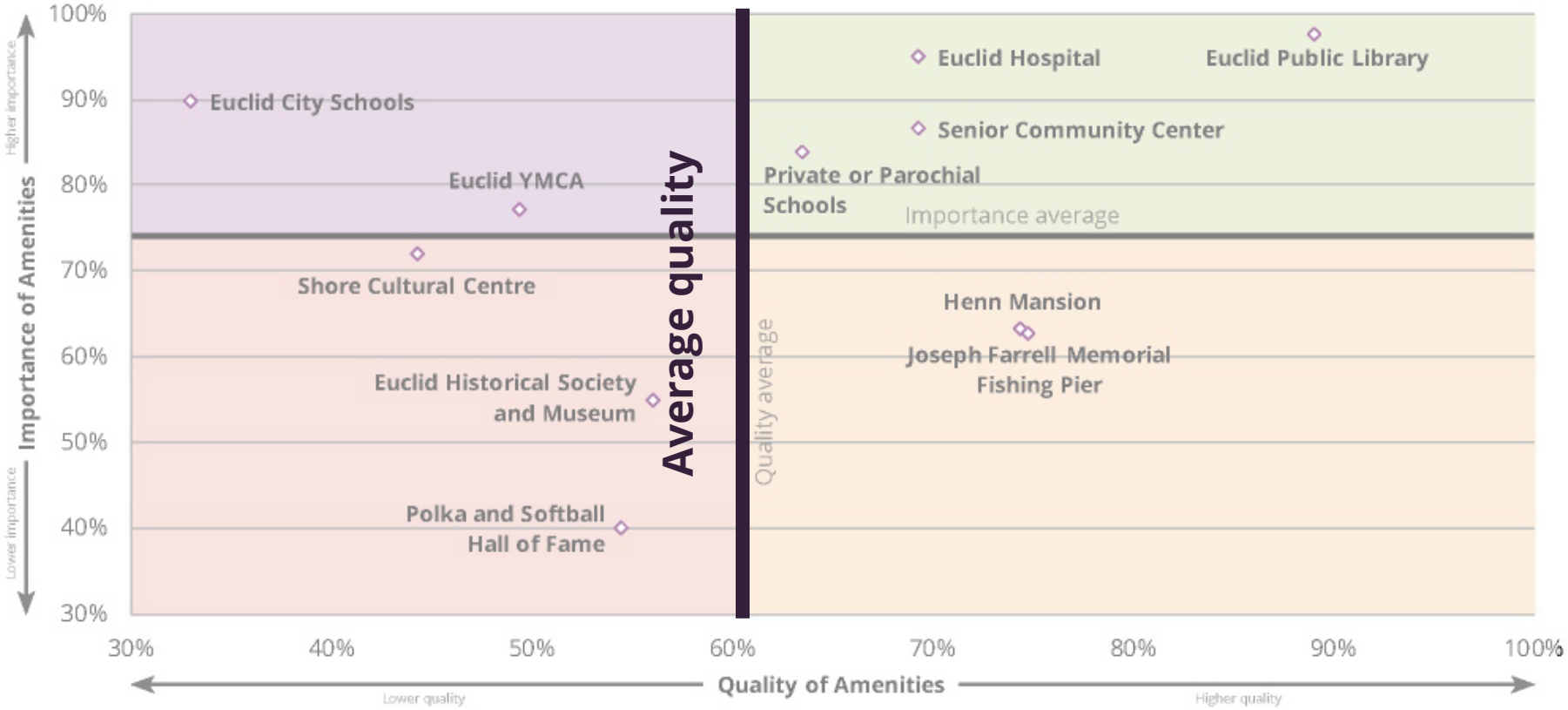

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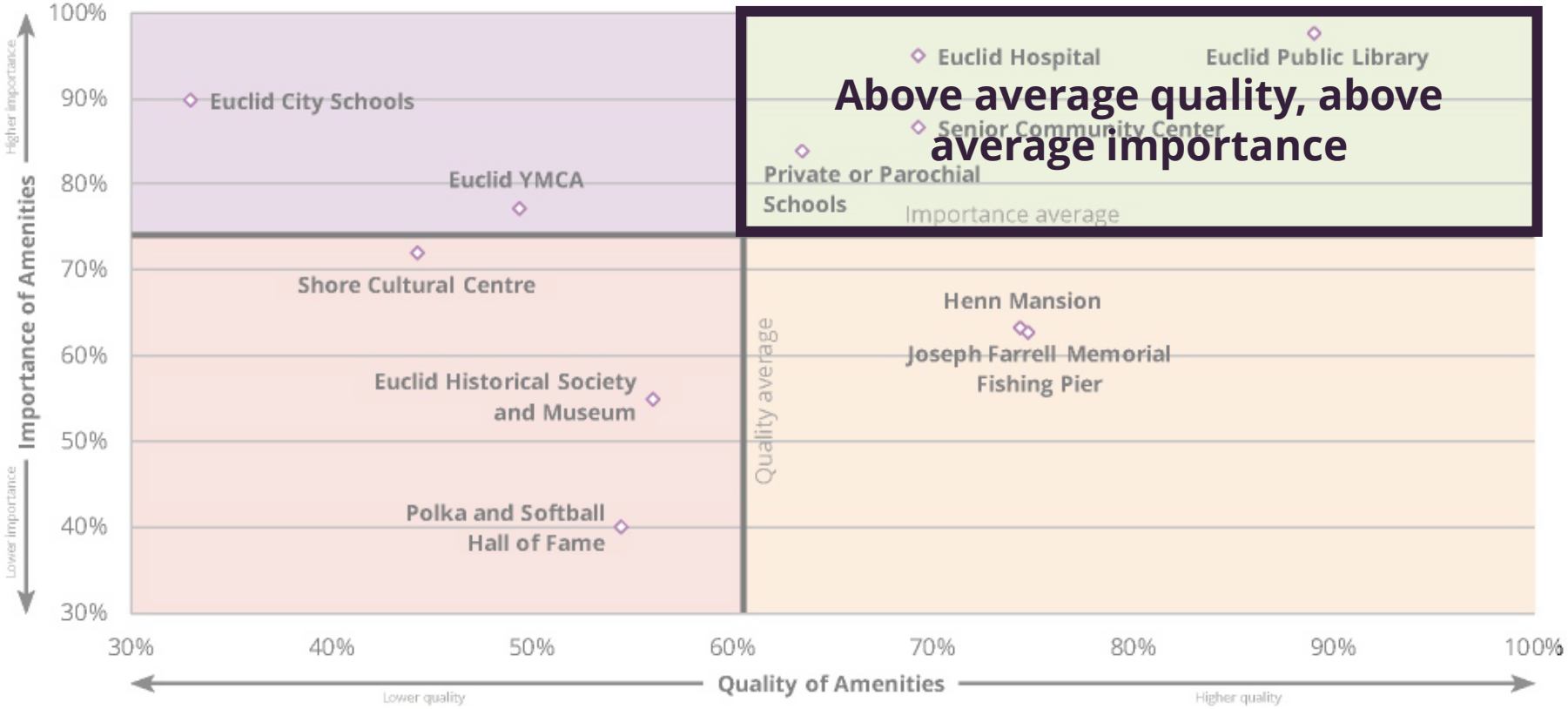

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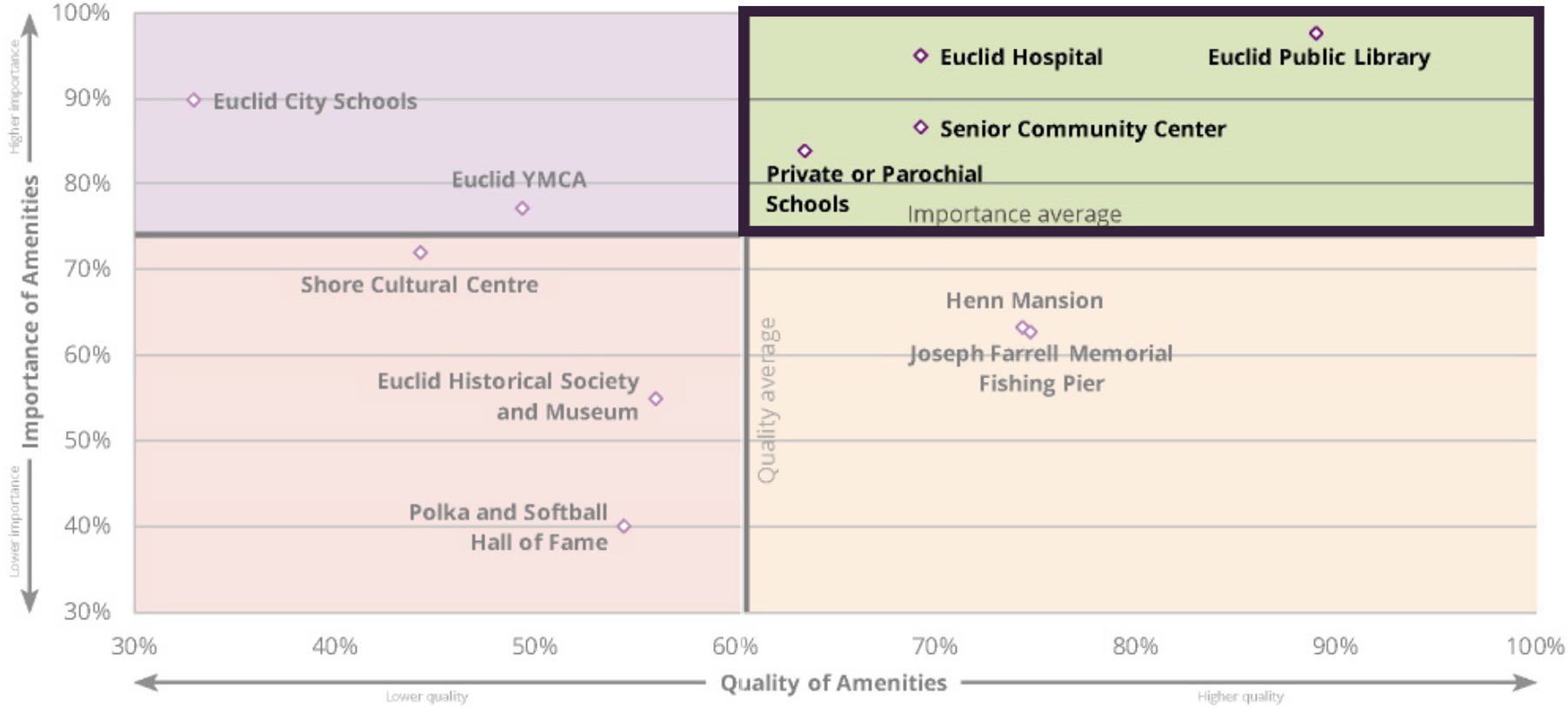

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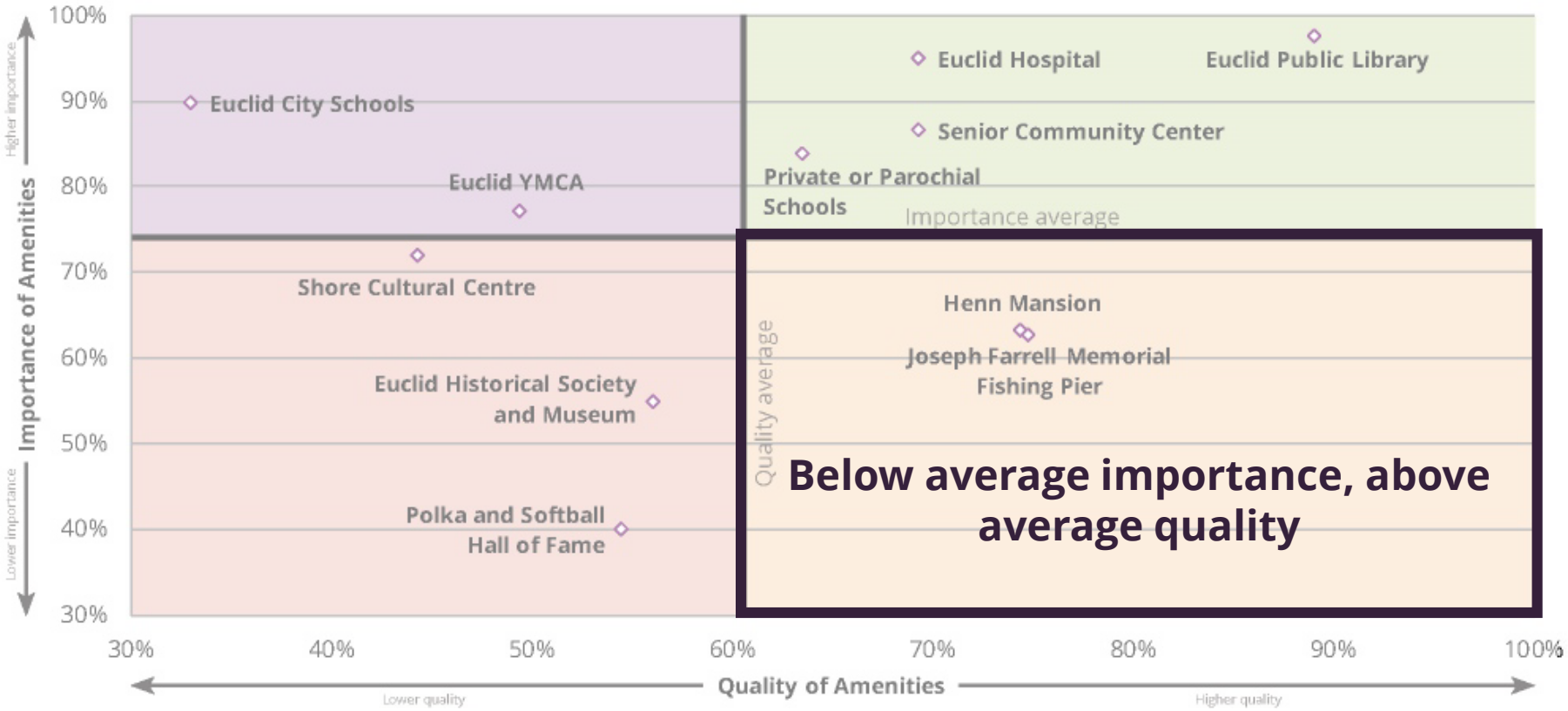

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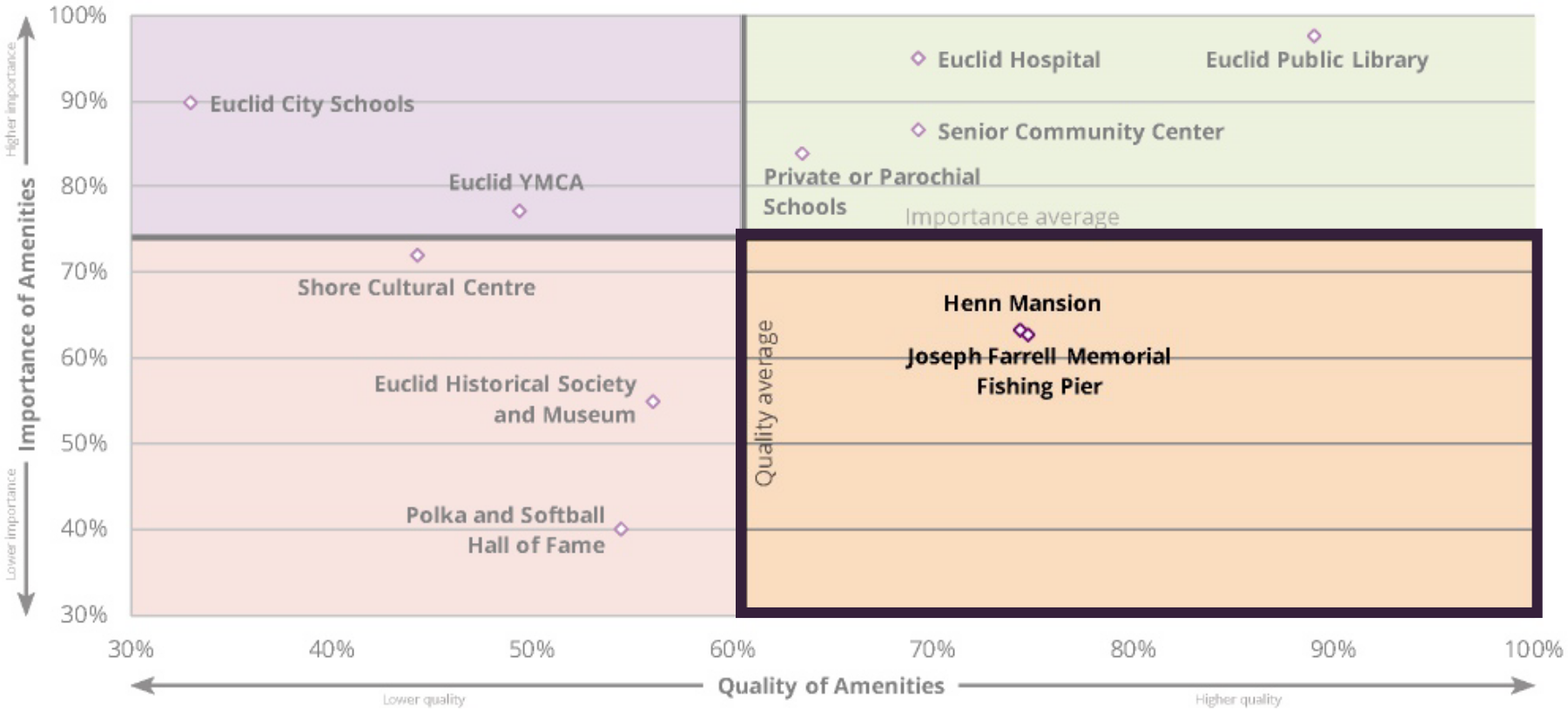

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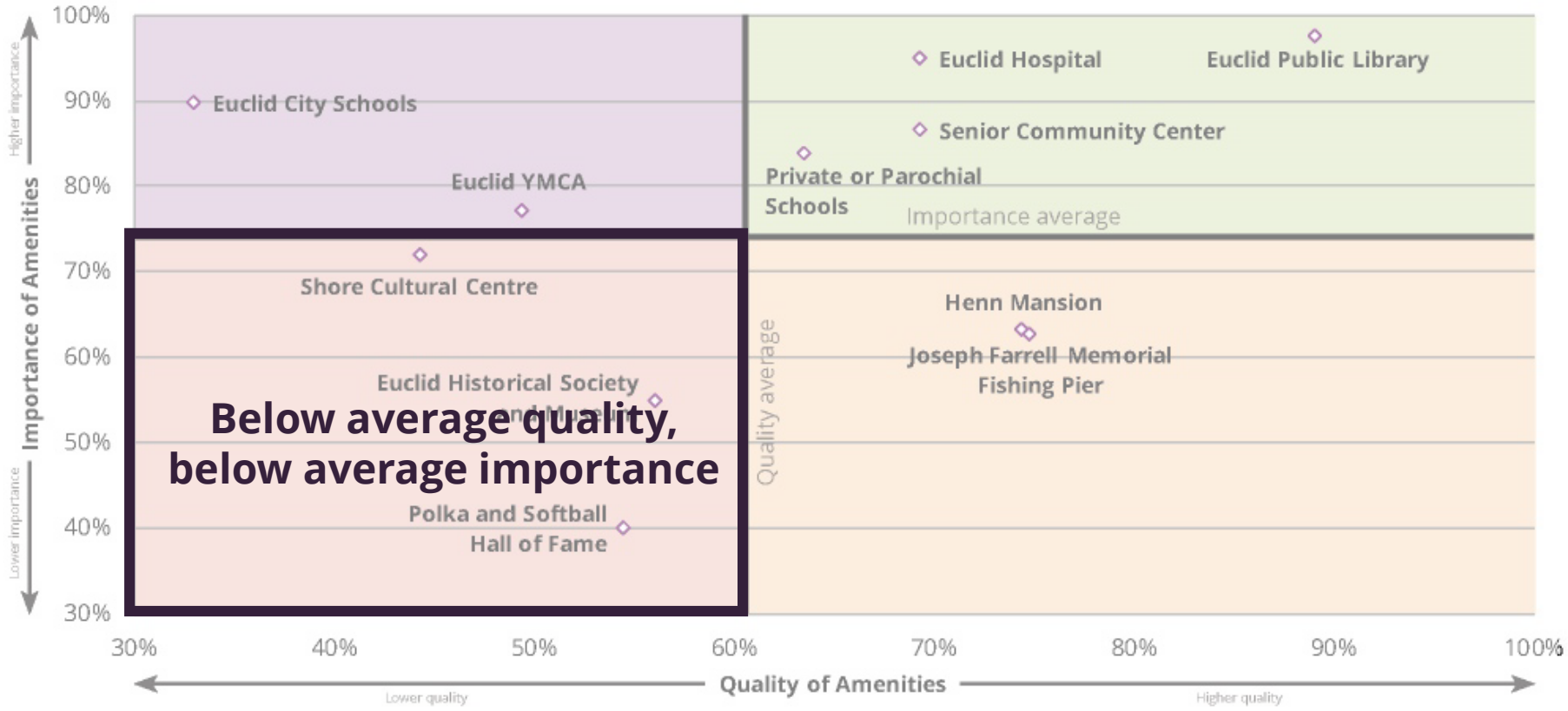

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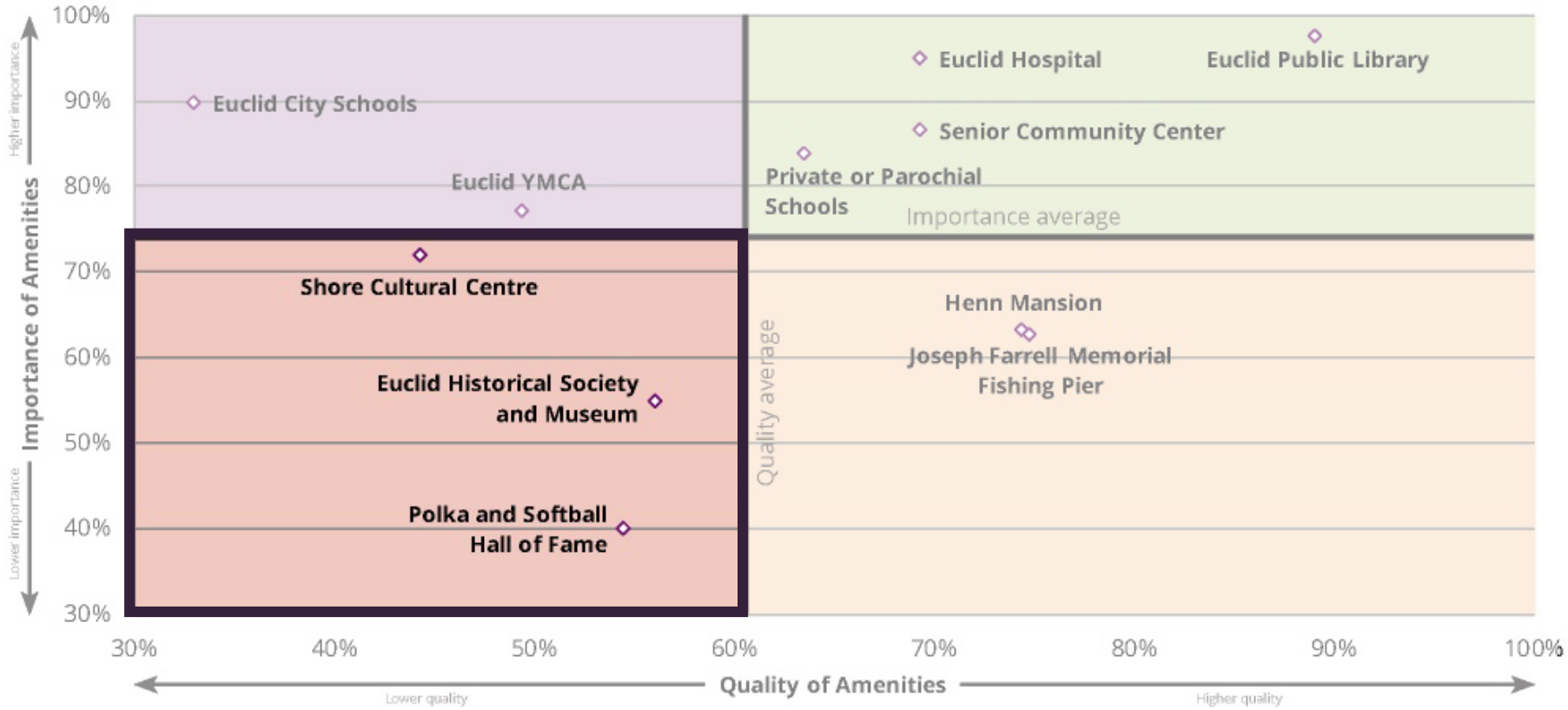

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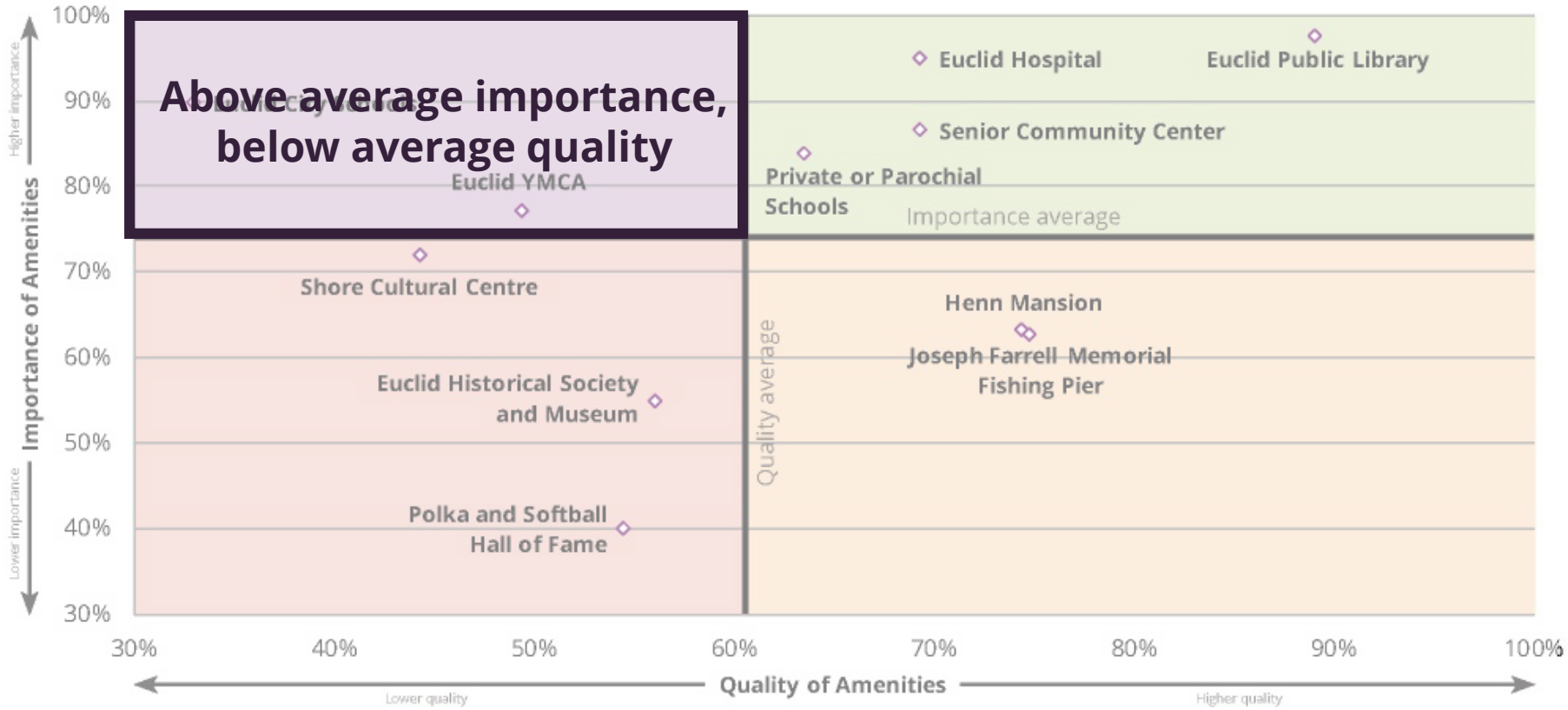

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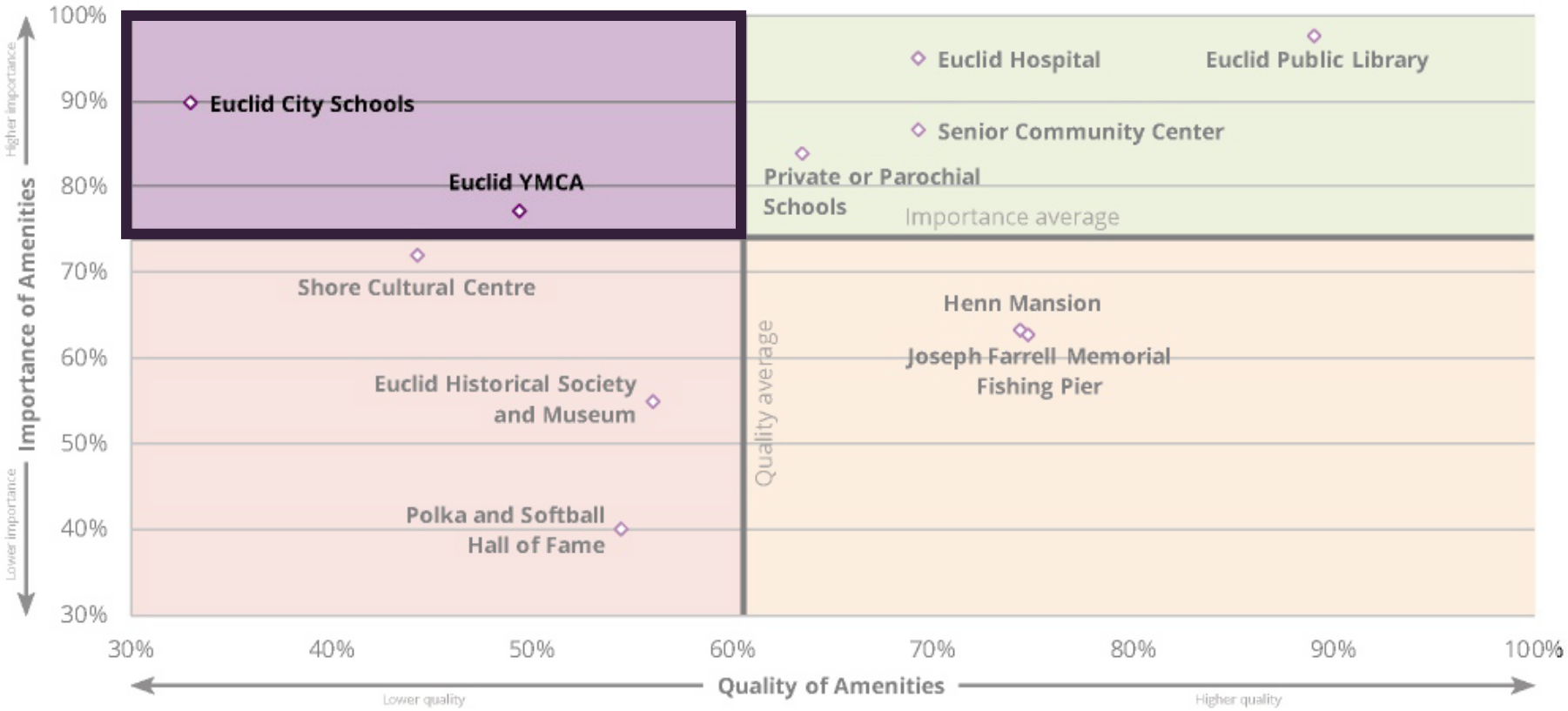
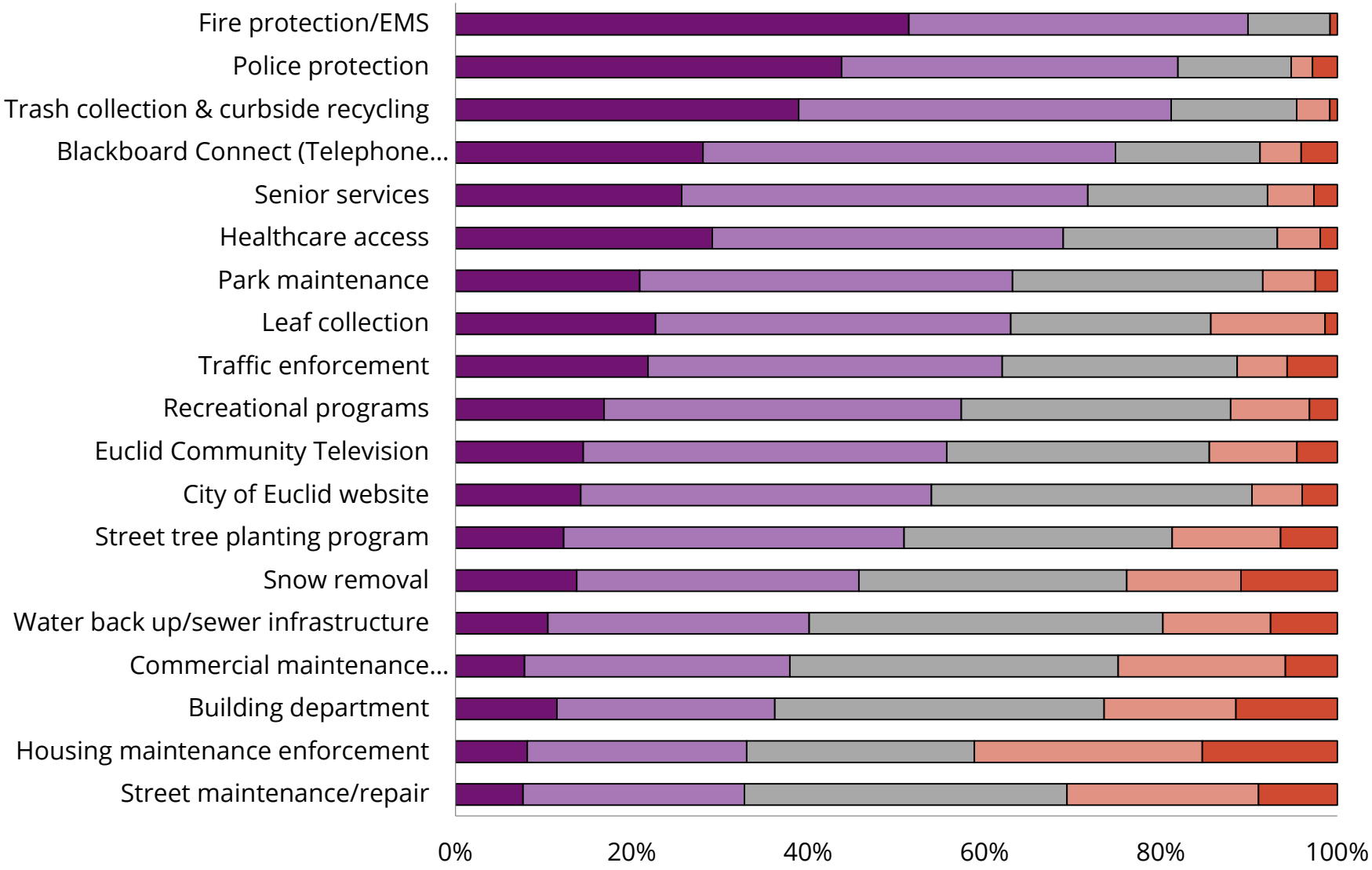


CITY SERVICES

QUALITY OF CITY SERVICES



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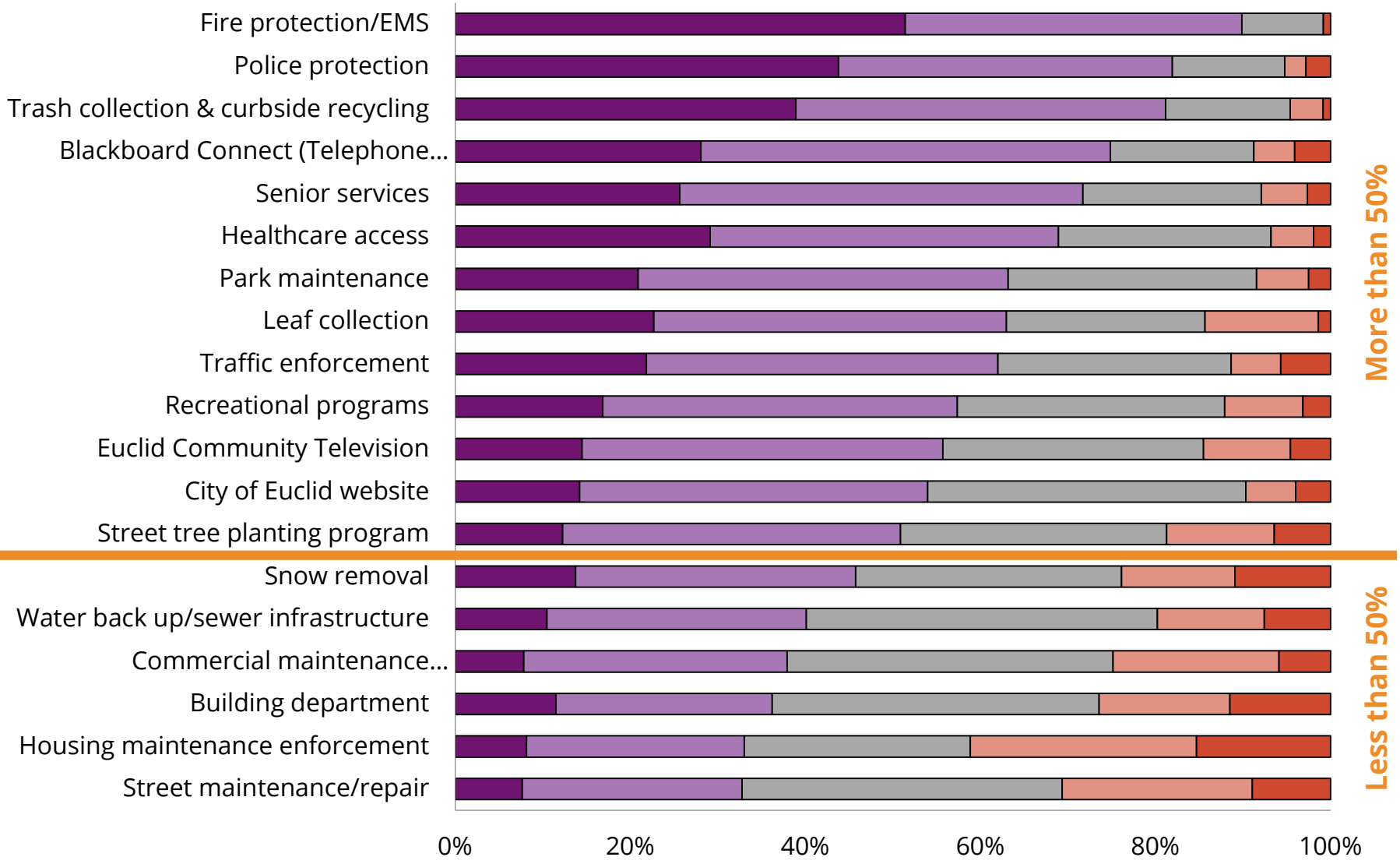

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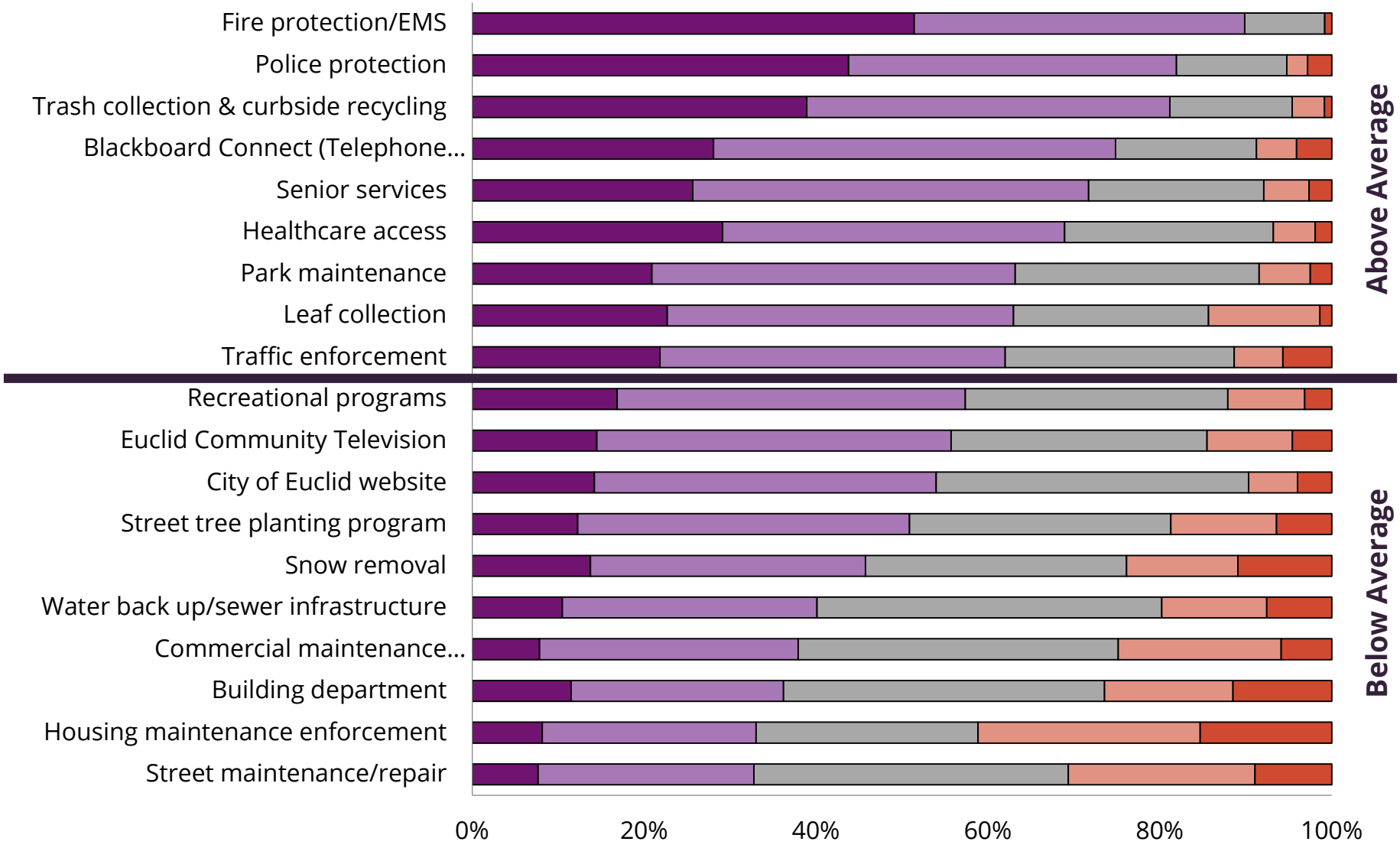
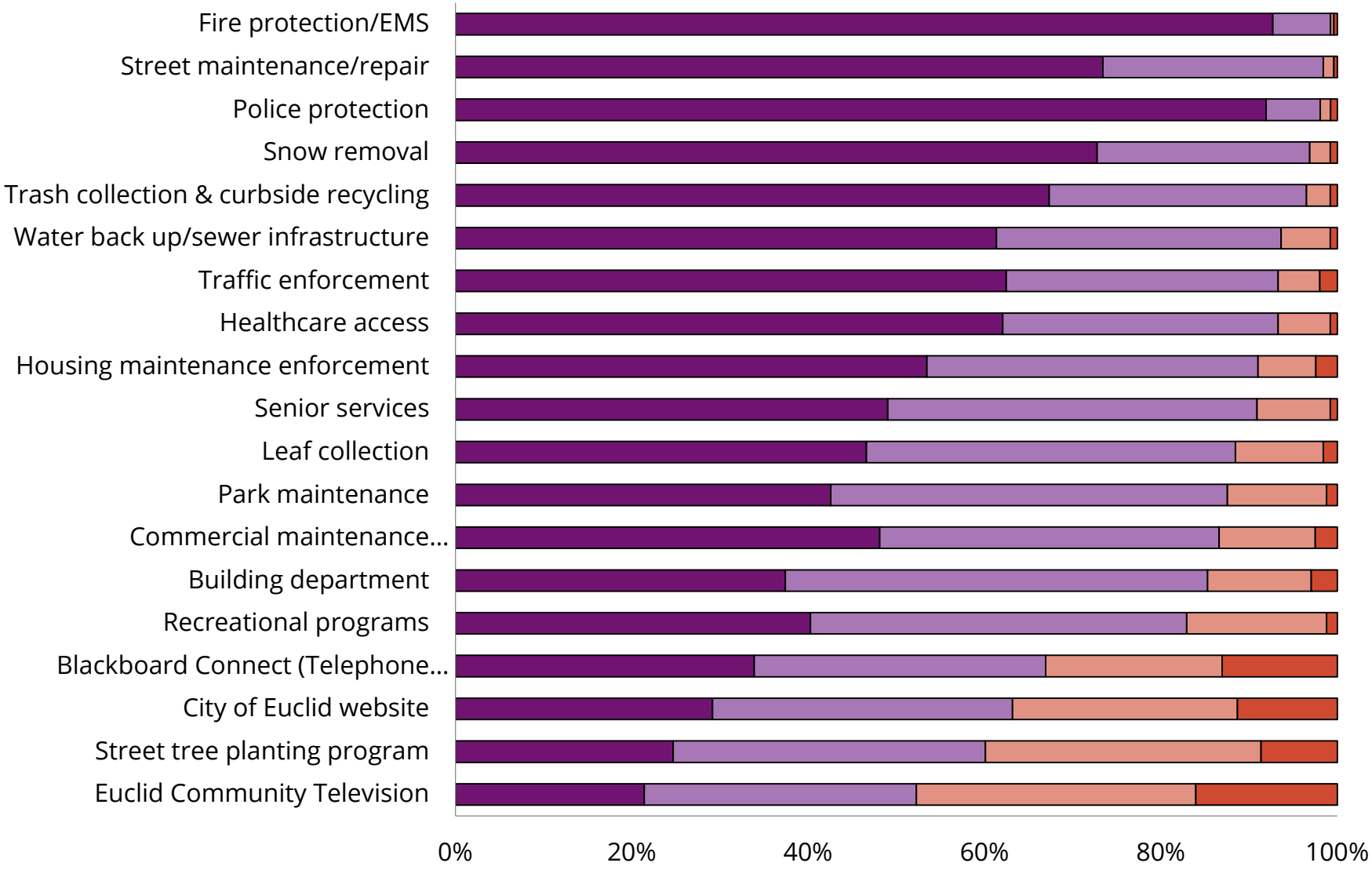
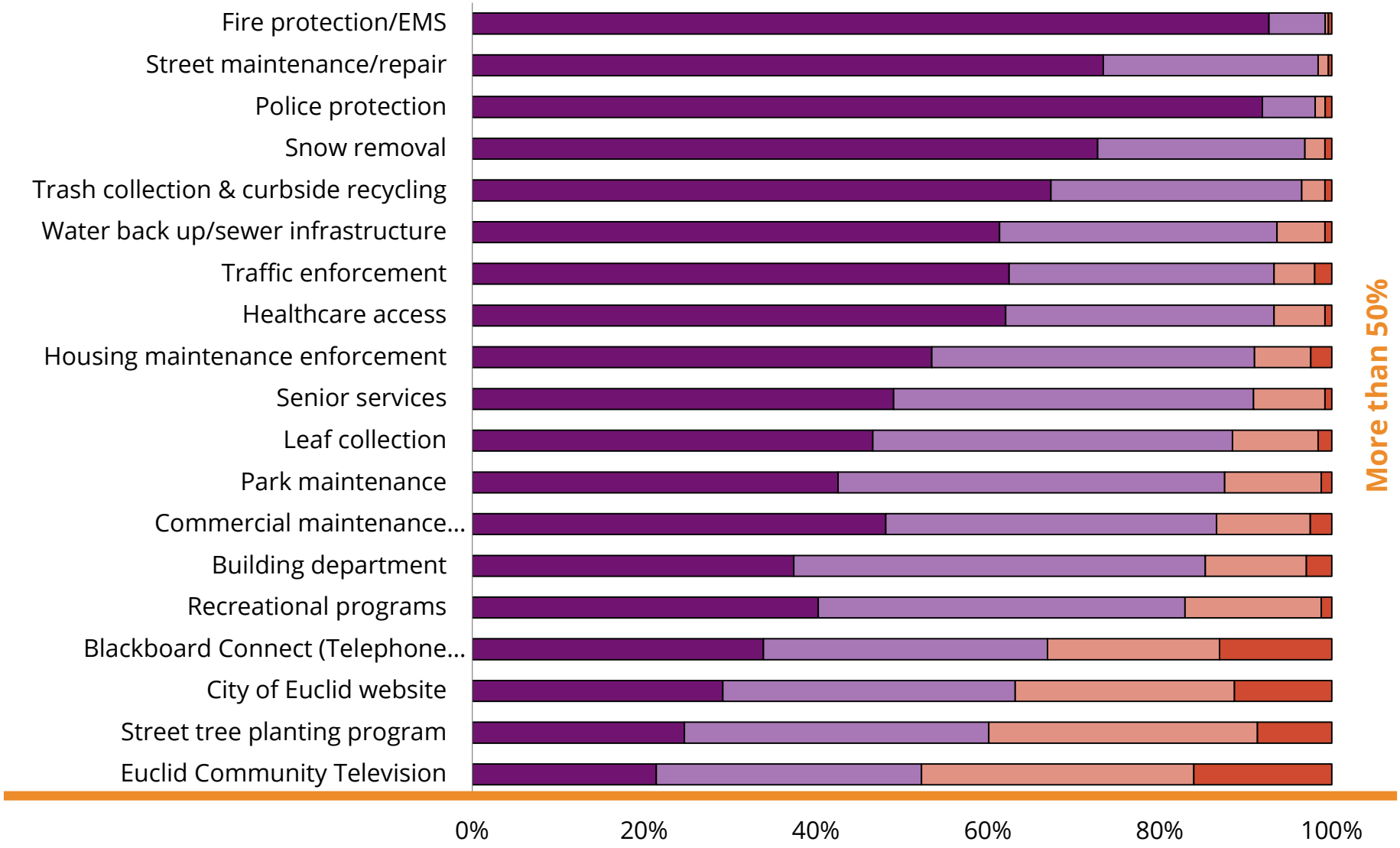


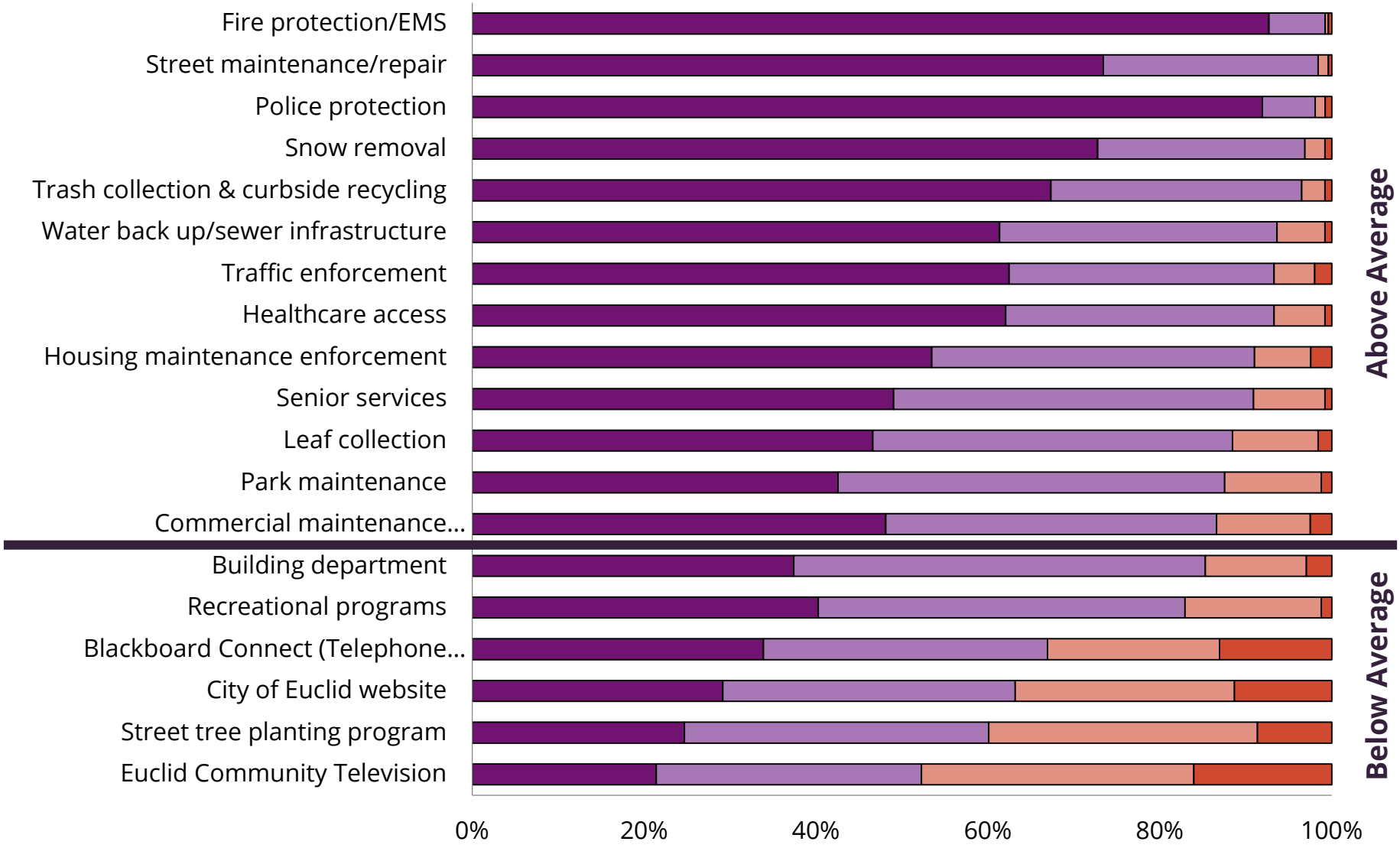
IMPORTANCE OF CITY SERVICES



IMPORTANCE OF CITY SERVICES



IMPORTANCE OF CITY SERVICES



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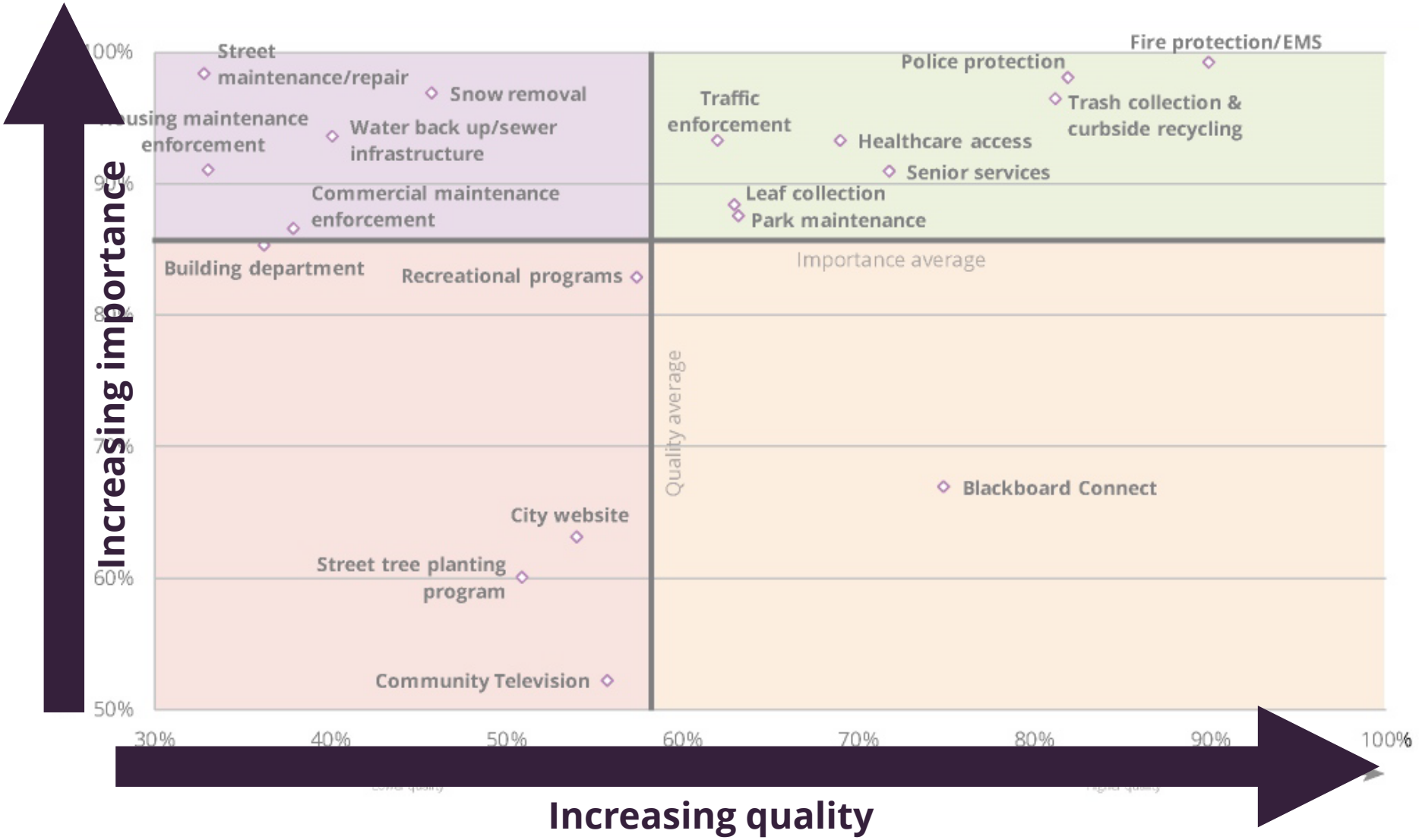
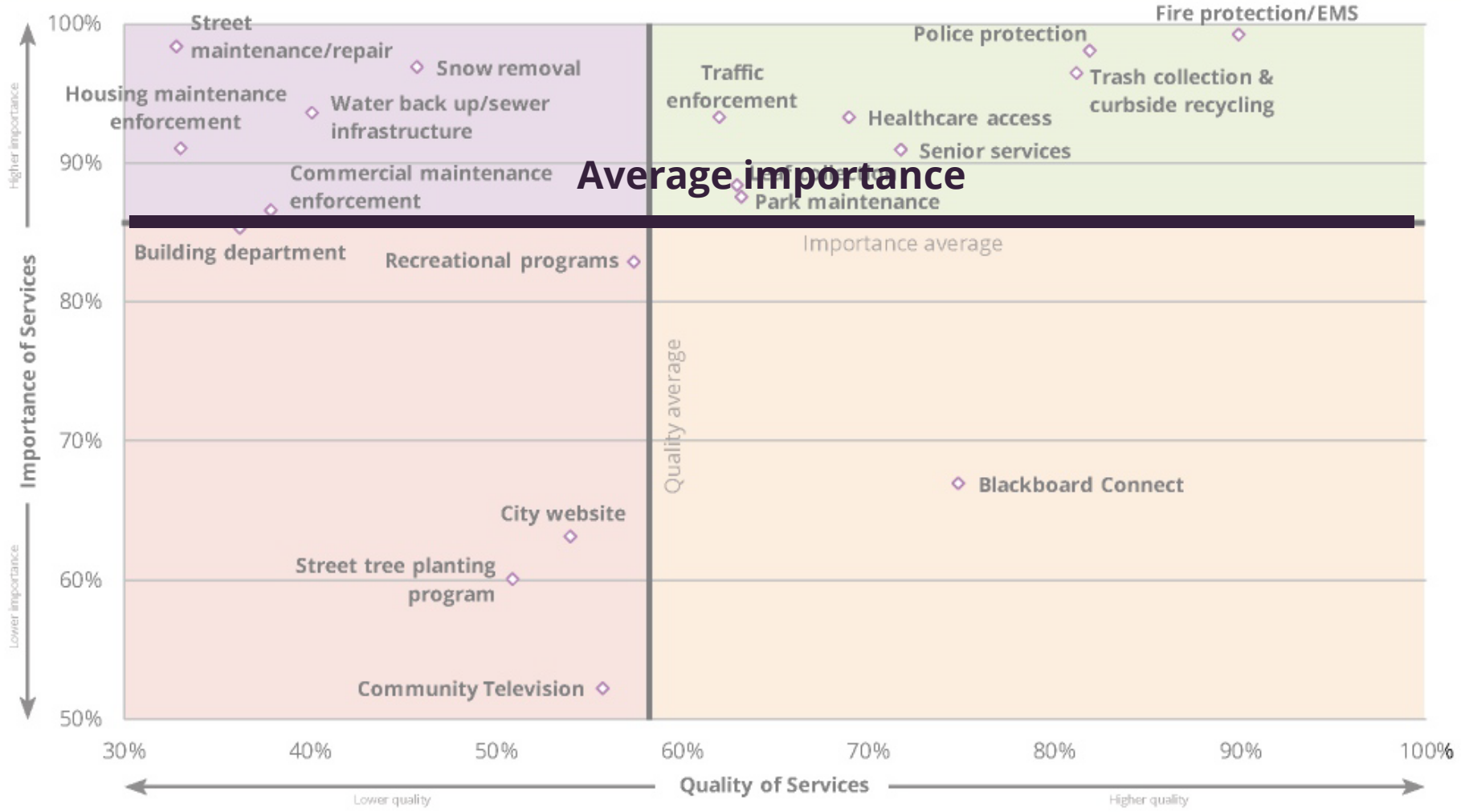


IMPORTANCE-QUALITY MATRIX



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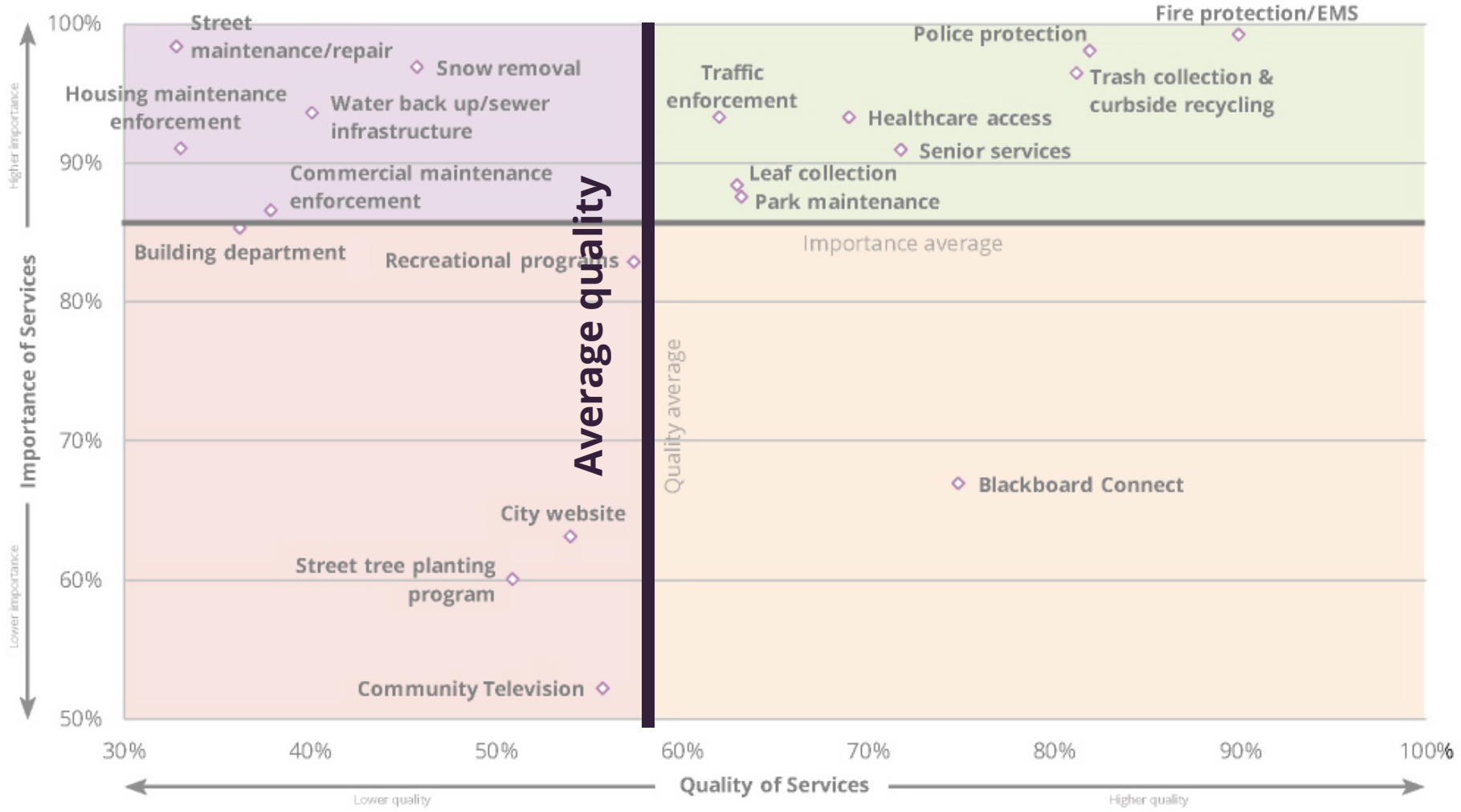

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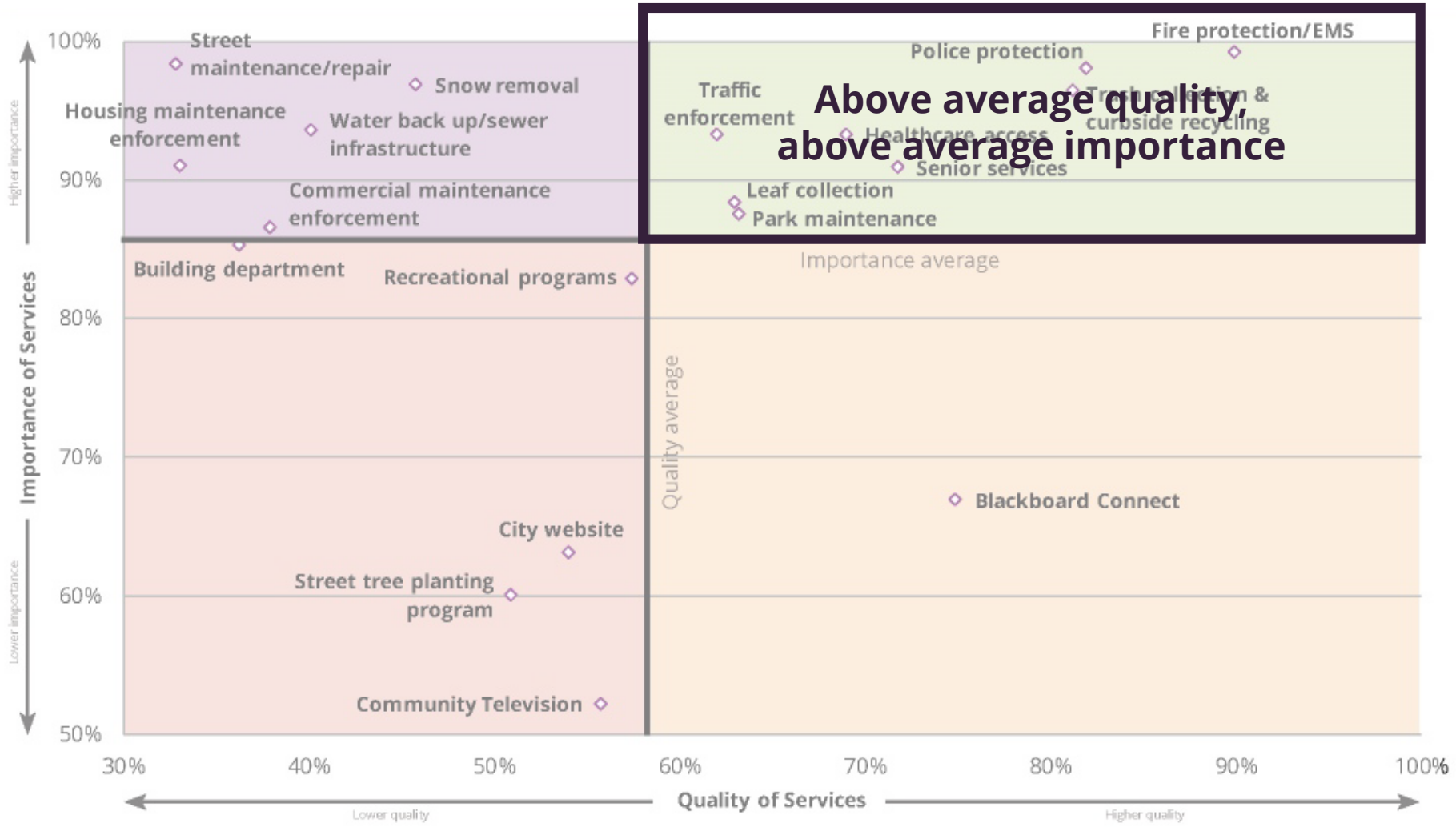

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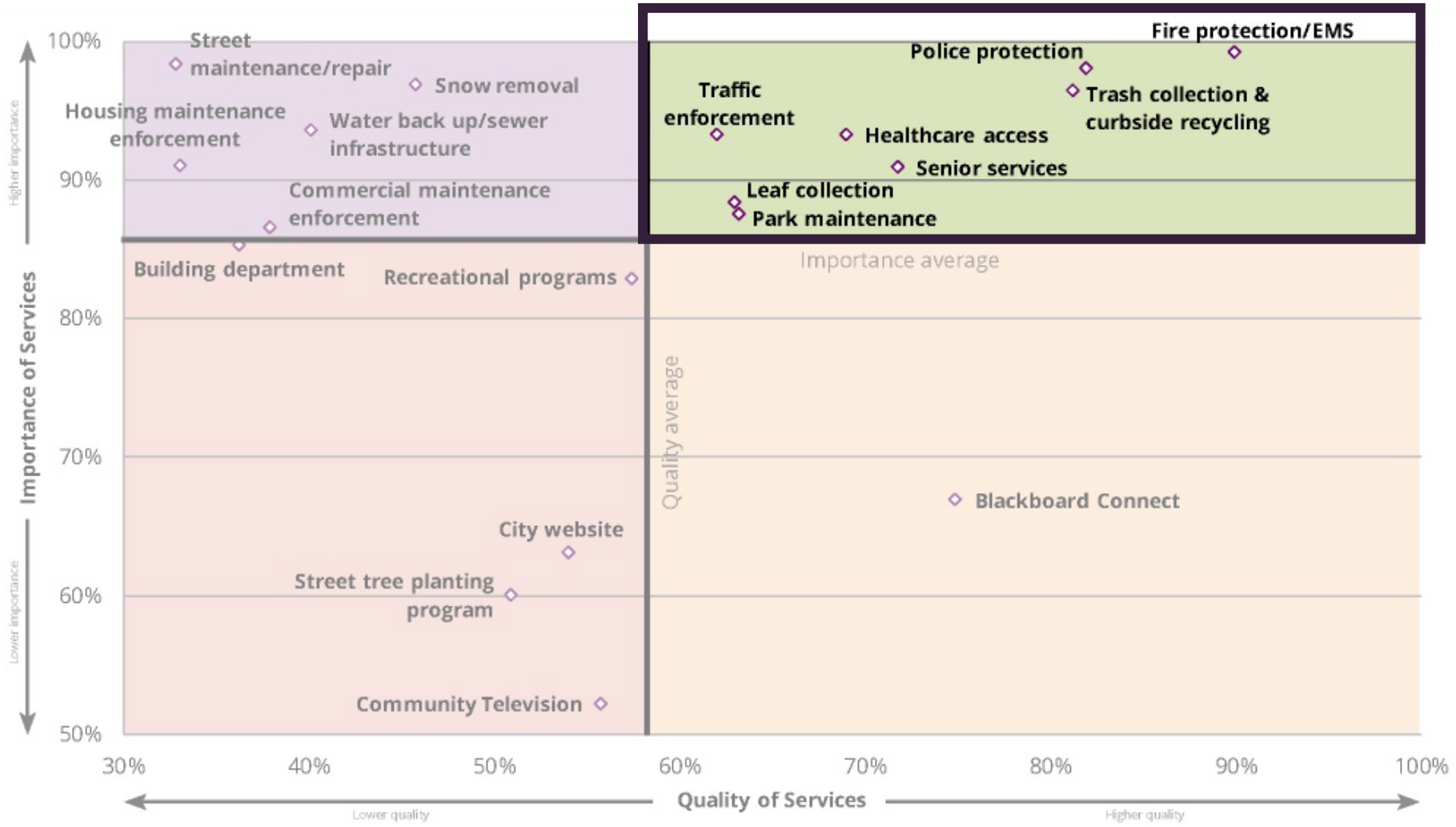

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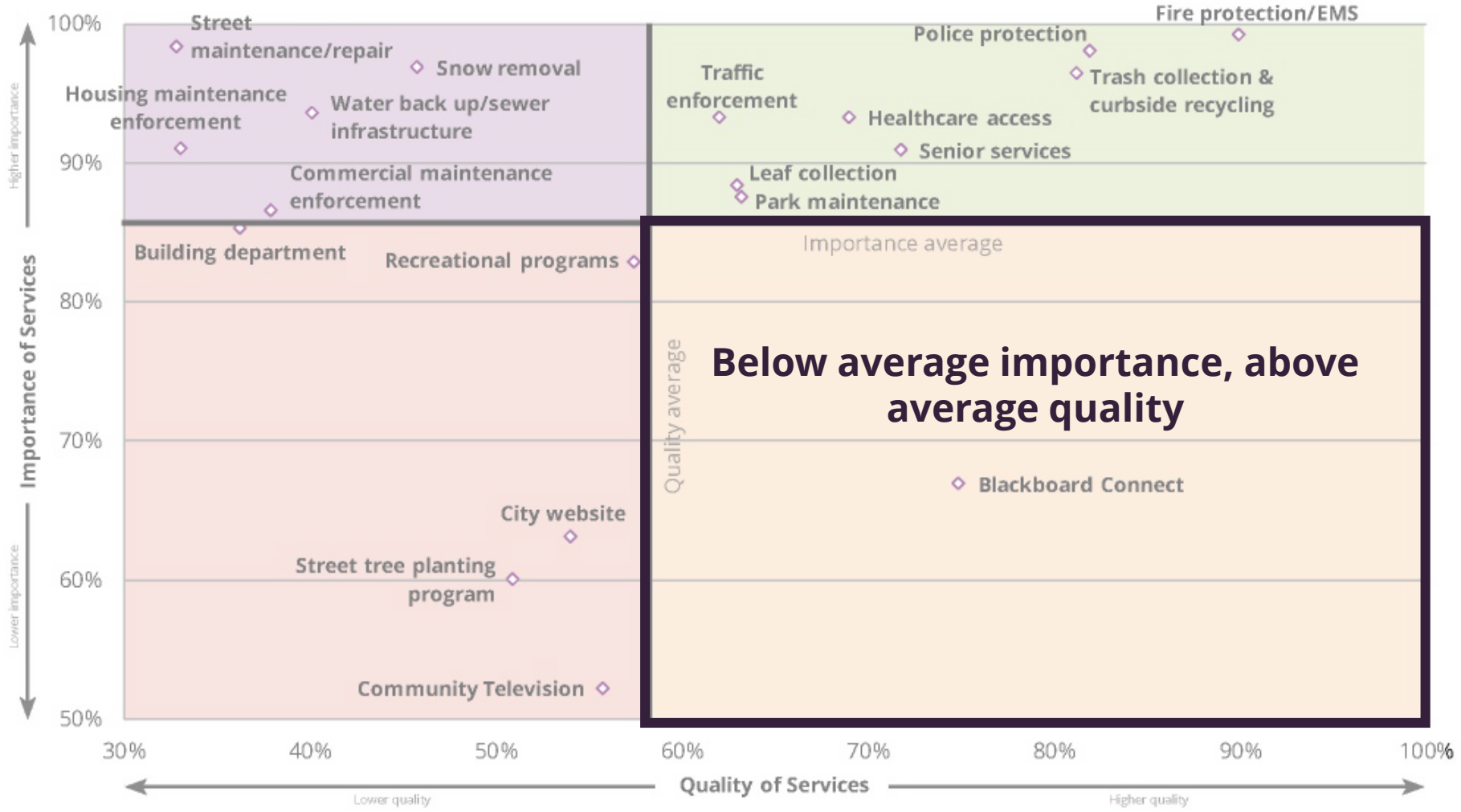

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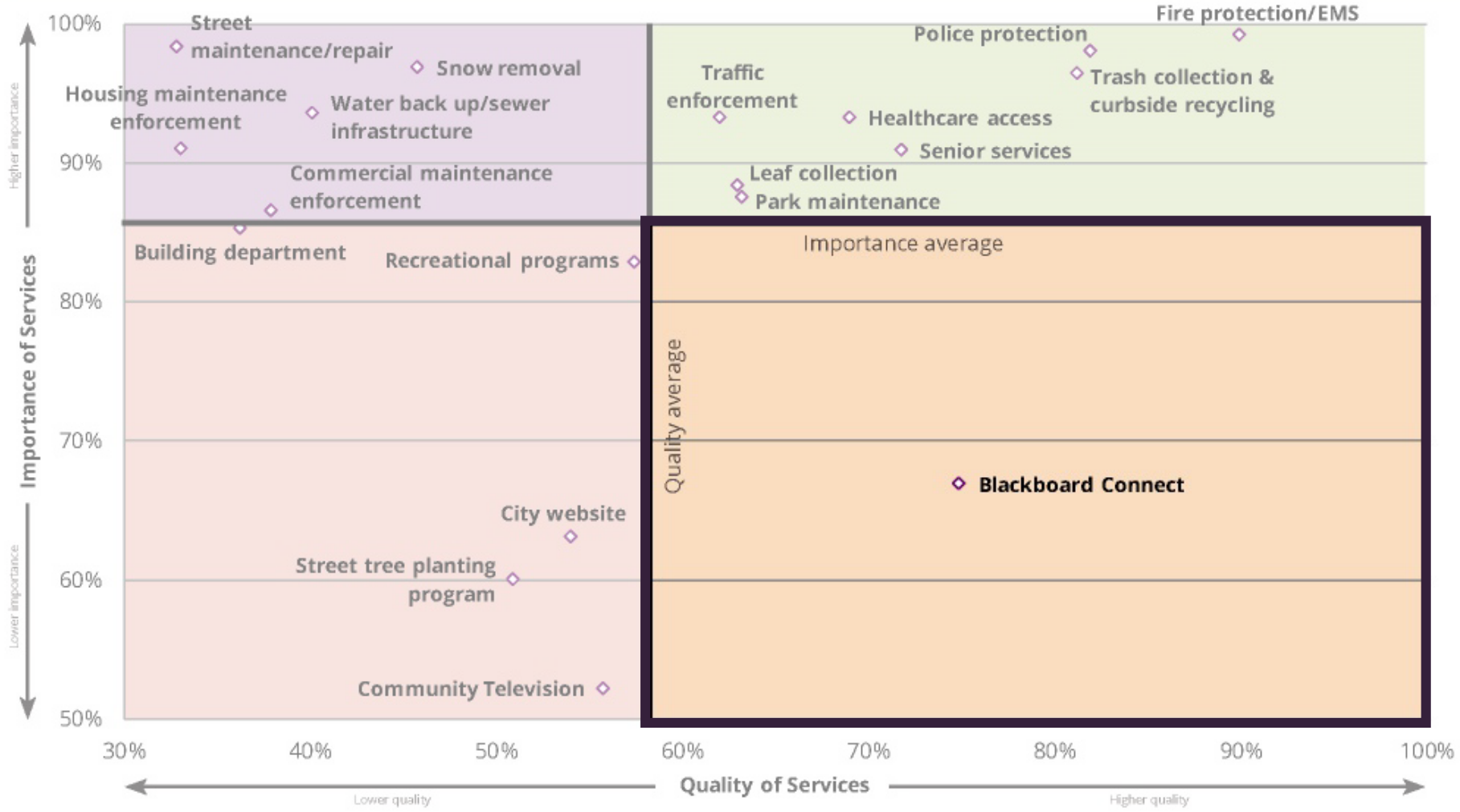

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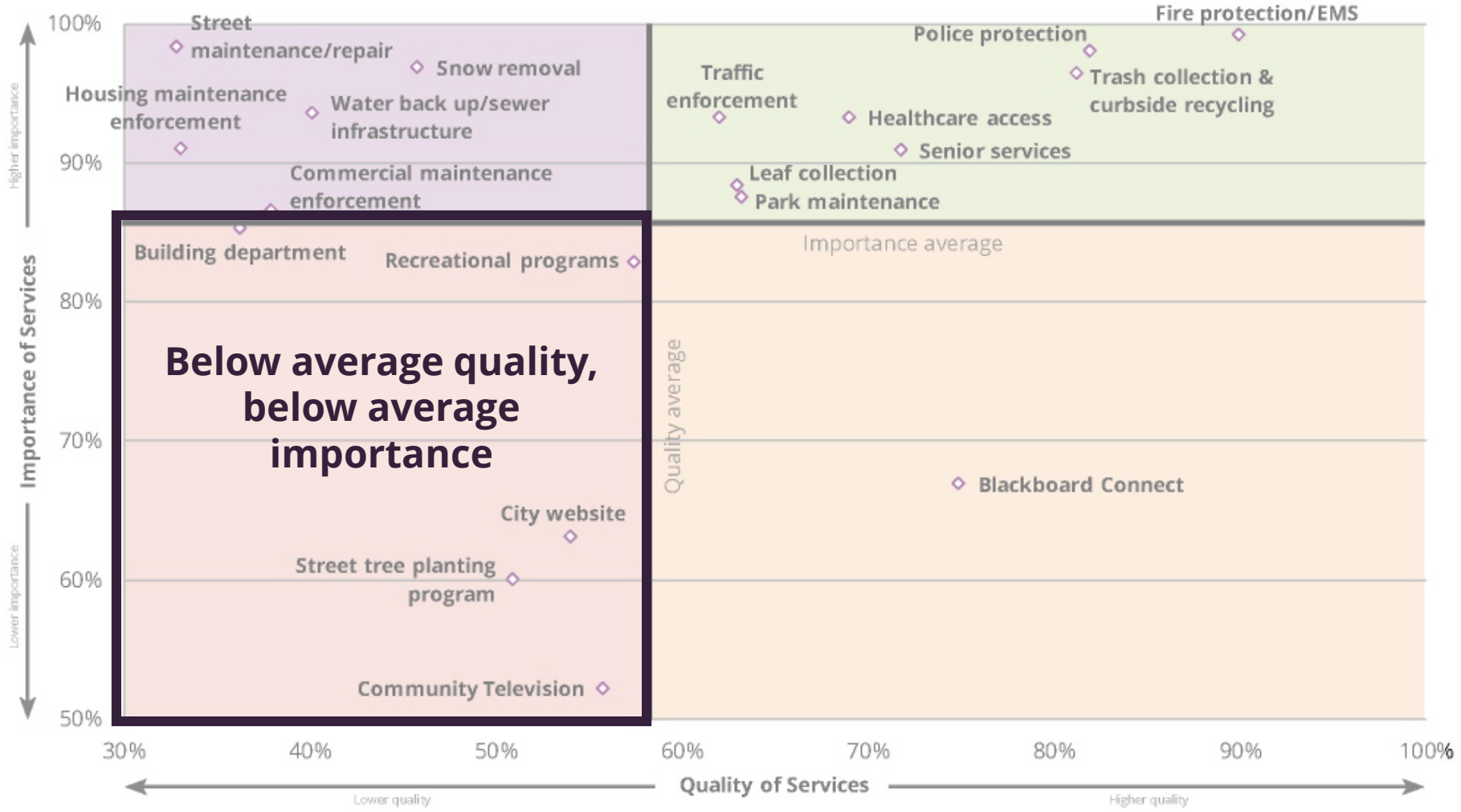

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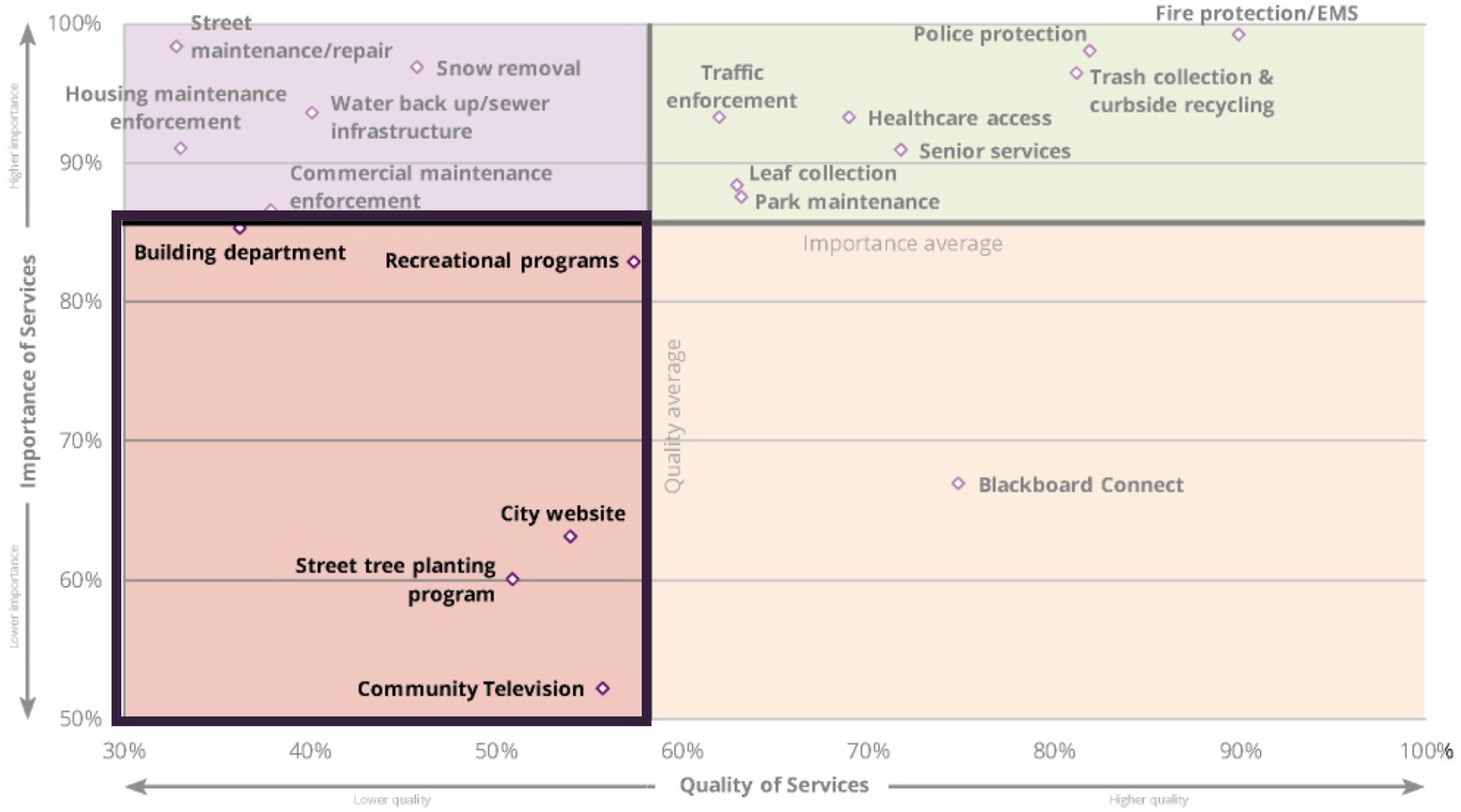

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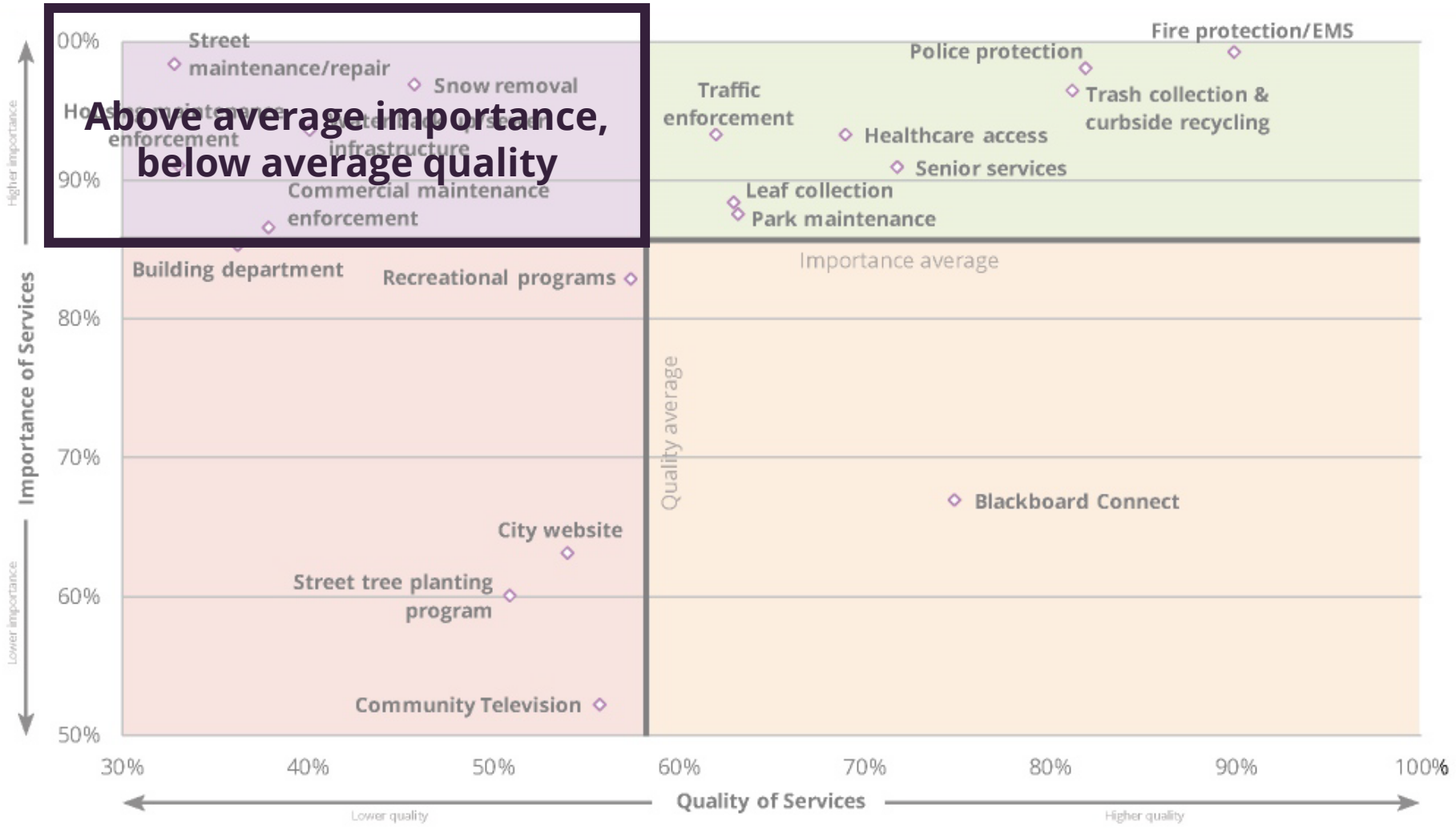

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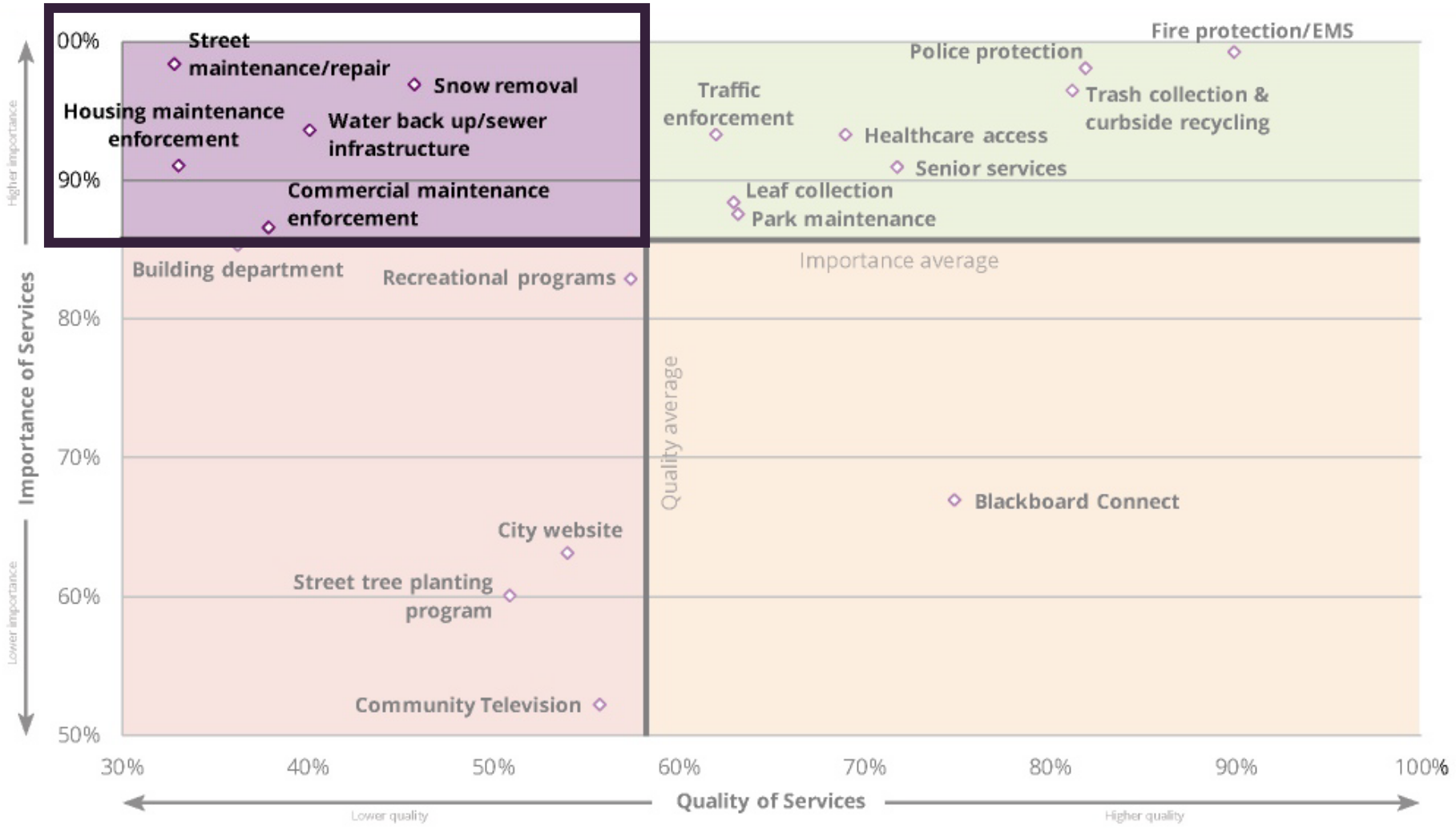
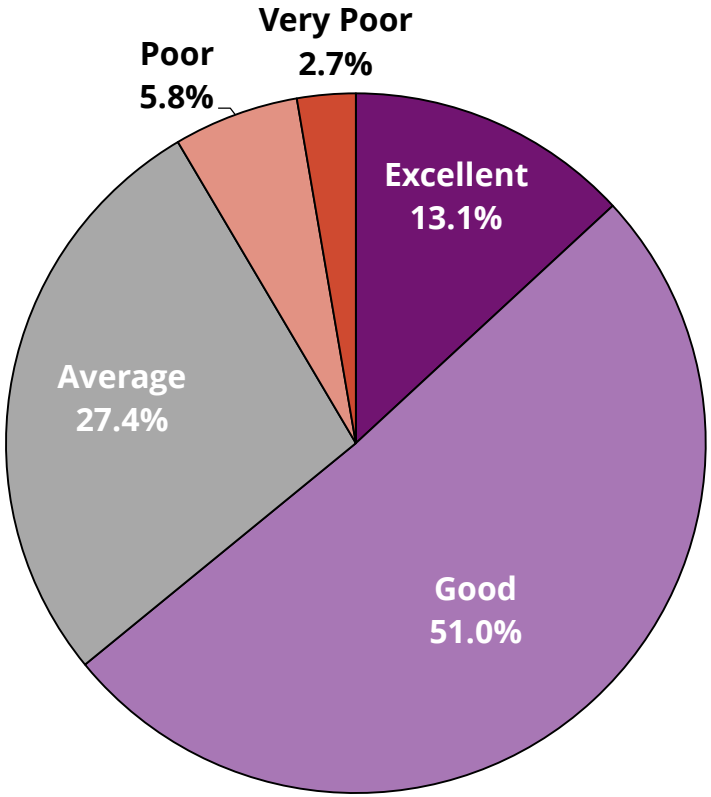
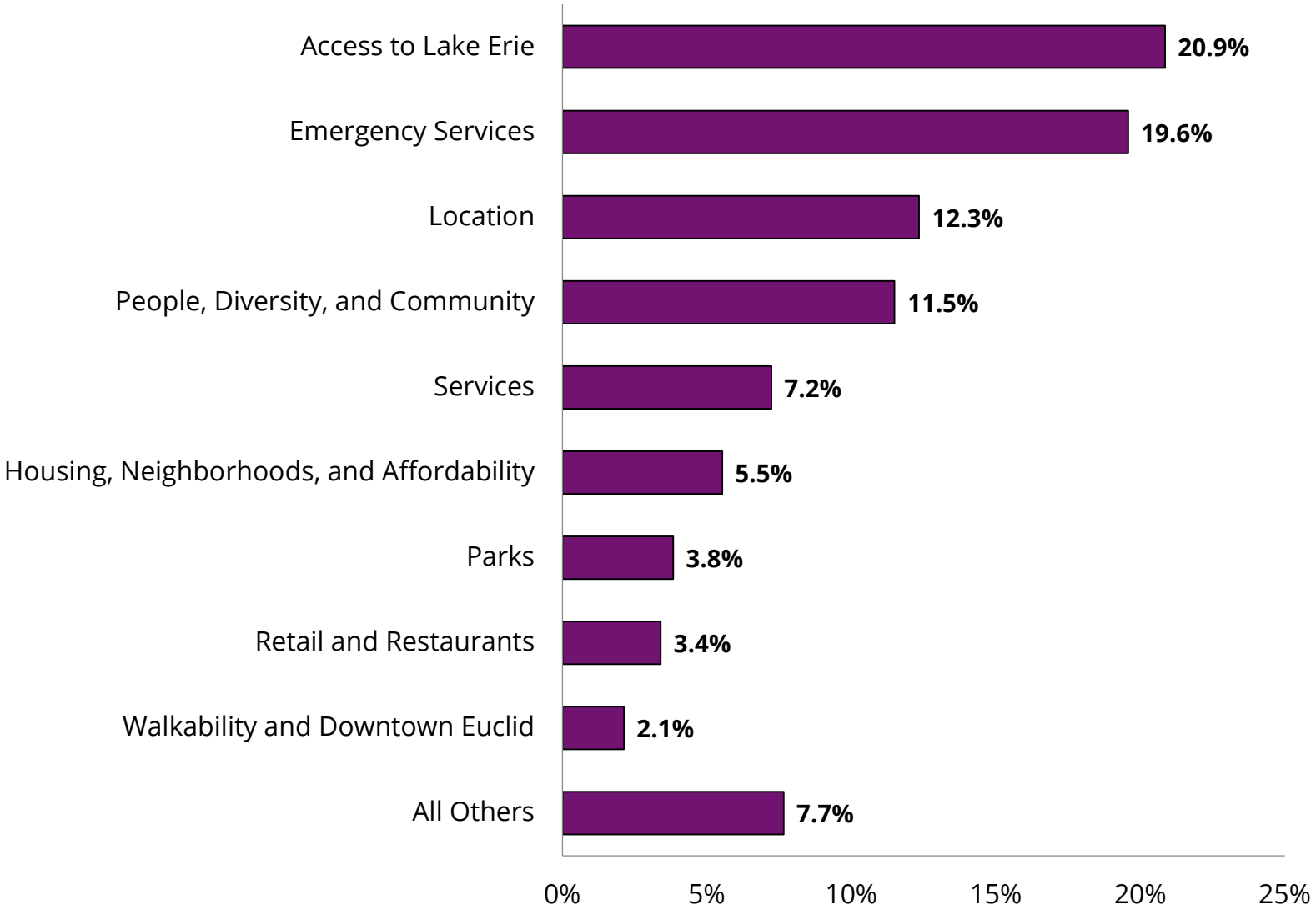


OVERALL QUALITY OF CITY SERVICES

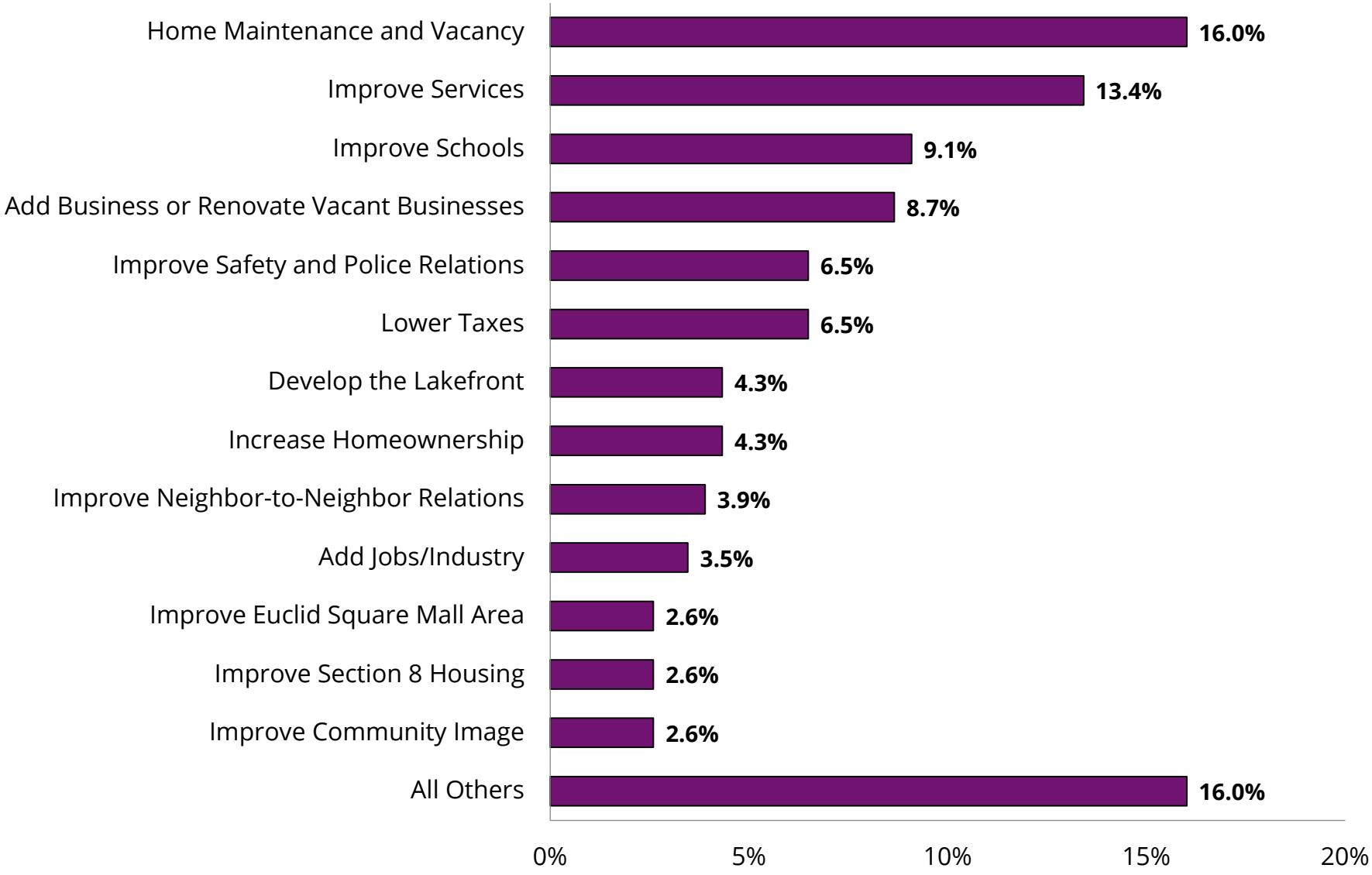


STRENGTHS & WEAKNESSES

GREATEST STRENGTHS OF EUCLID

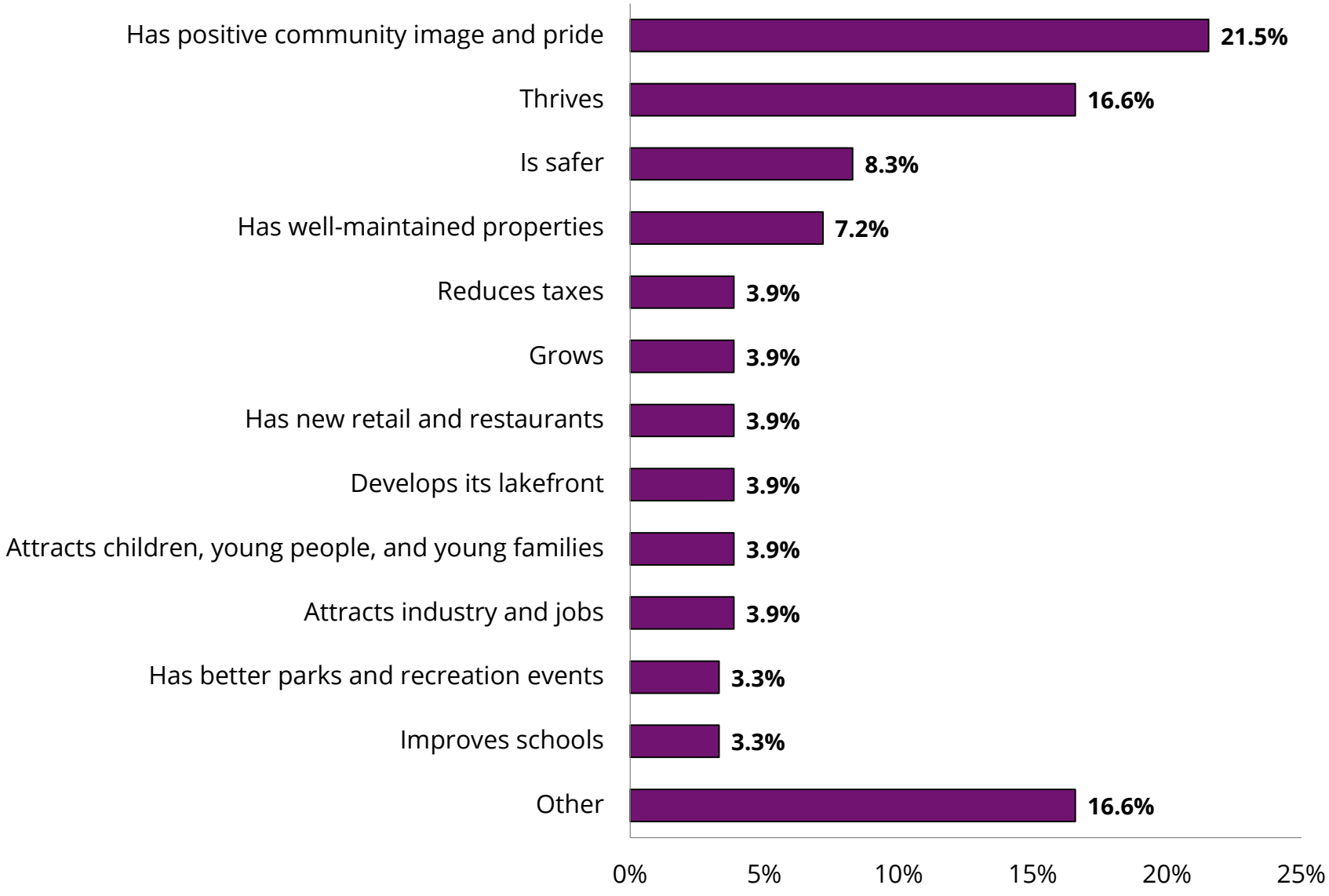


LEADING ITEMS TO CHANGE



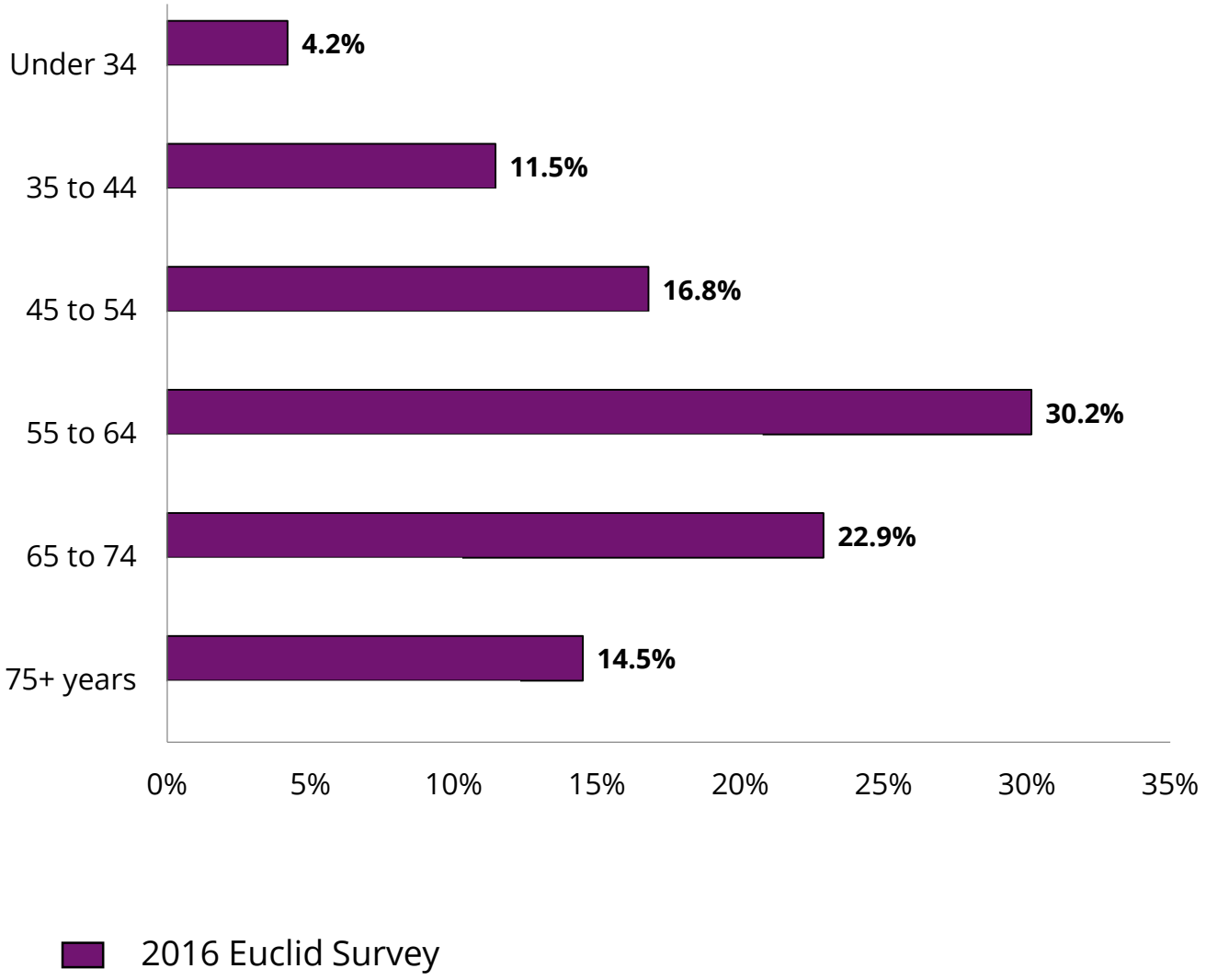
VISION FOR THE FUTURE

Euclid should become a City that...



DEMOGRAPHICS

AGE OF RESPONDENTS



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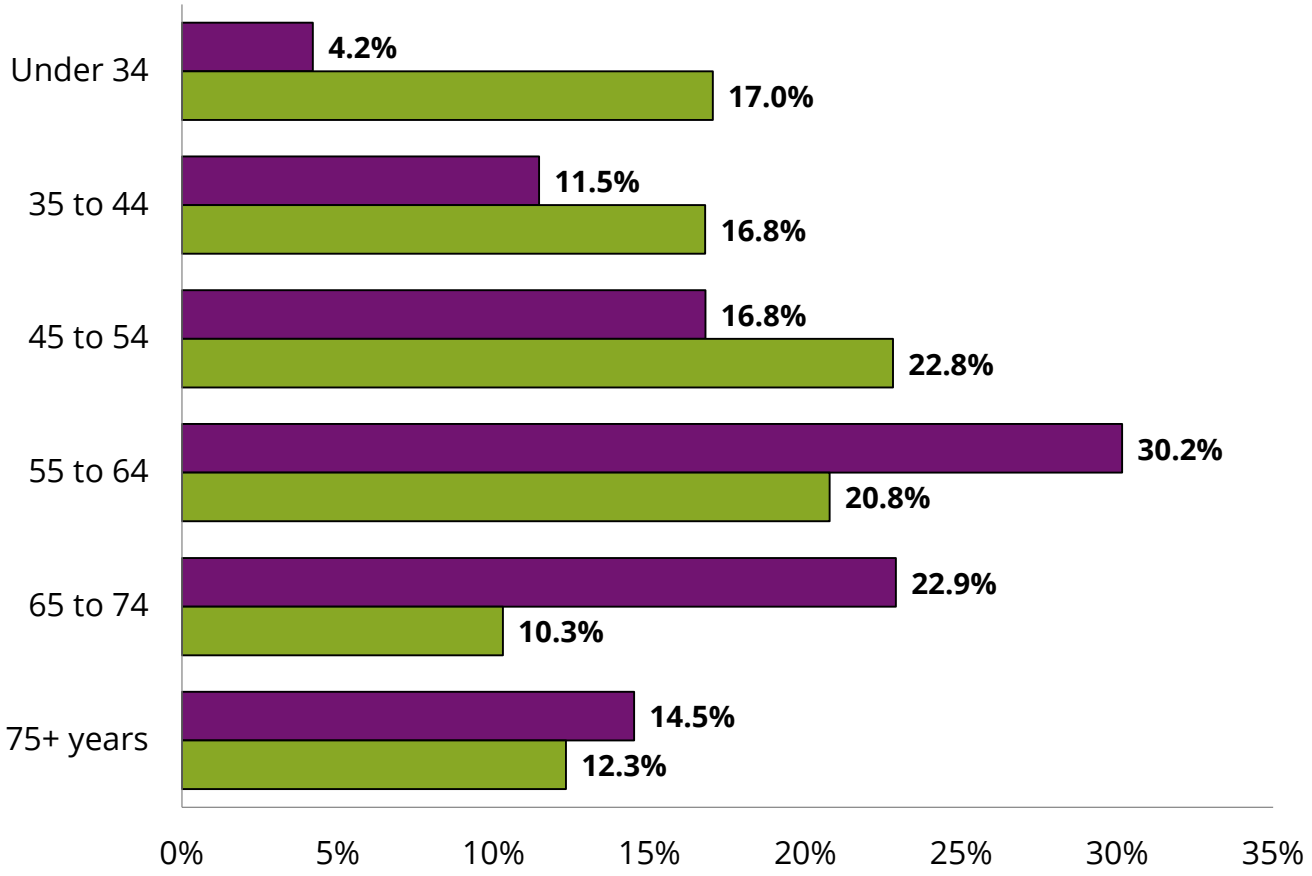
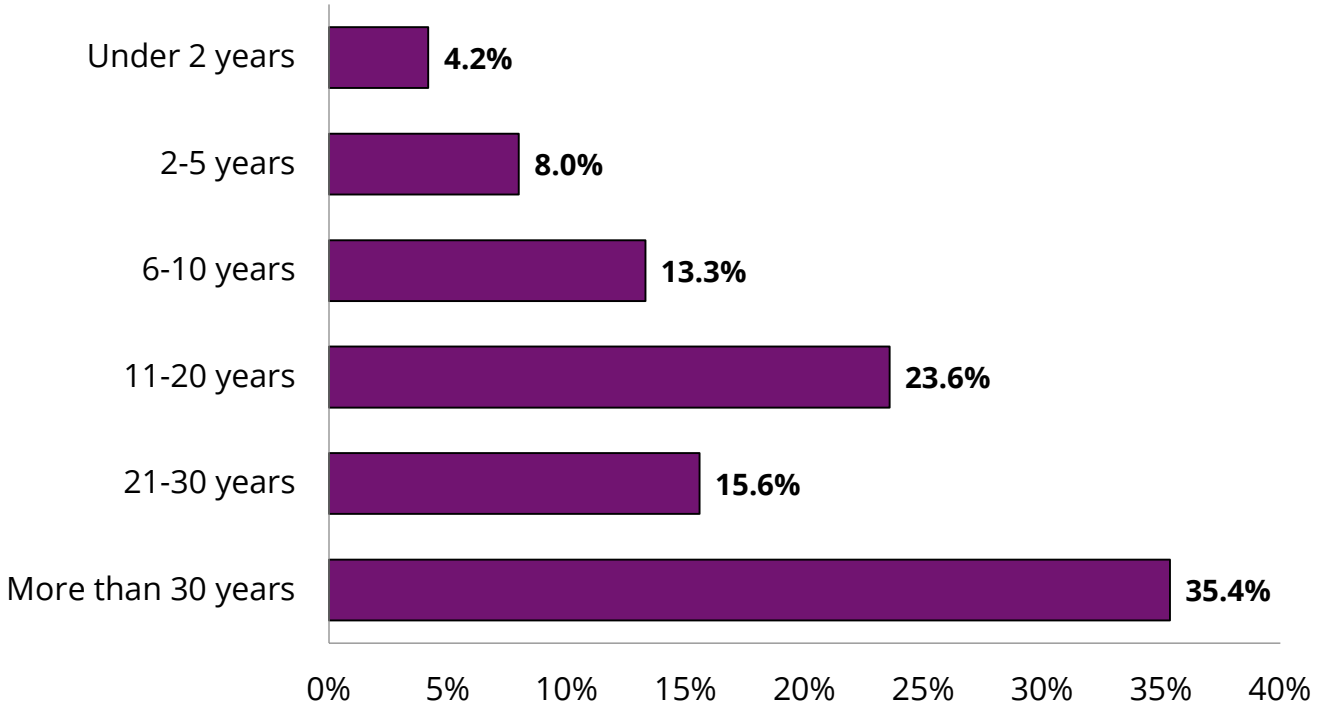
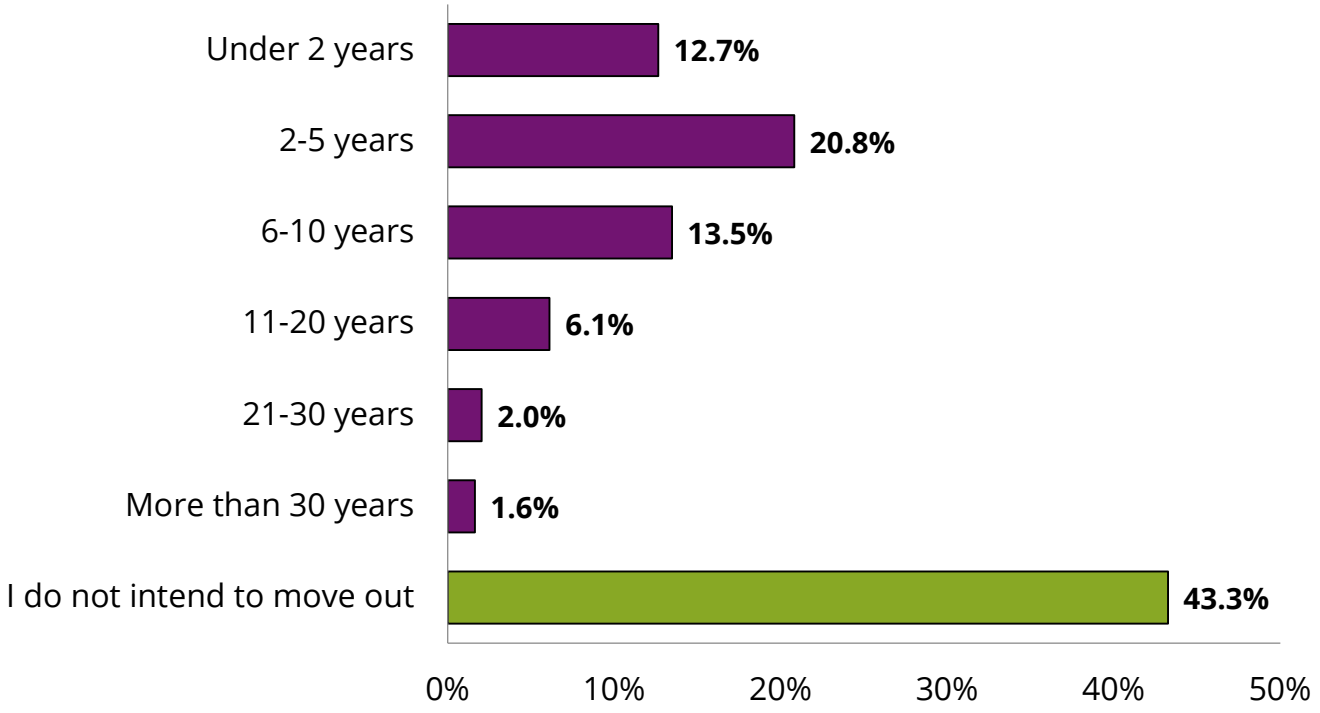


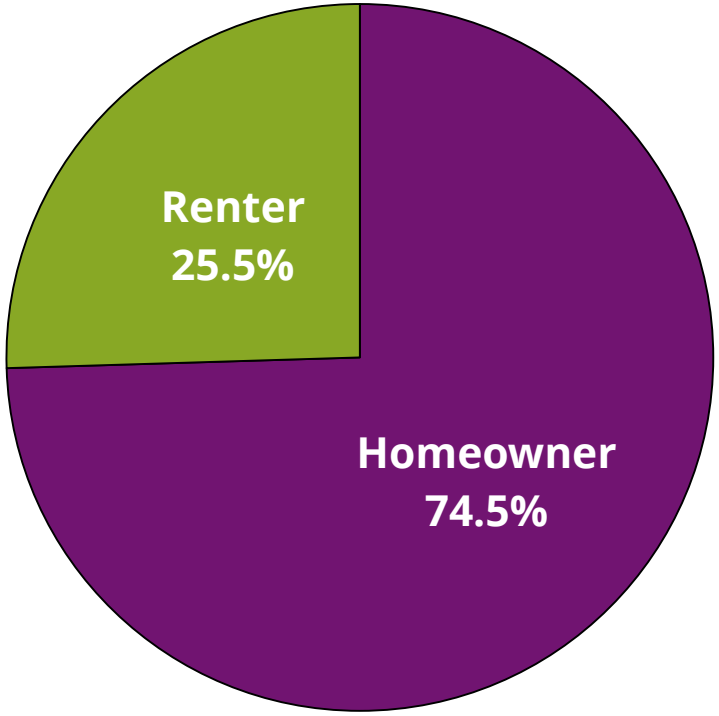
LENGTH OF RESIDENCY



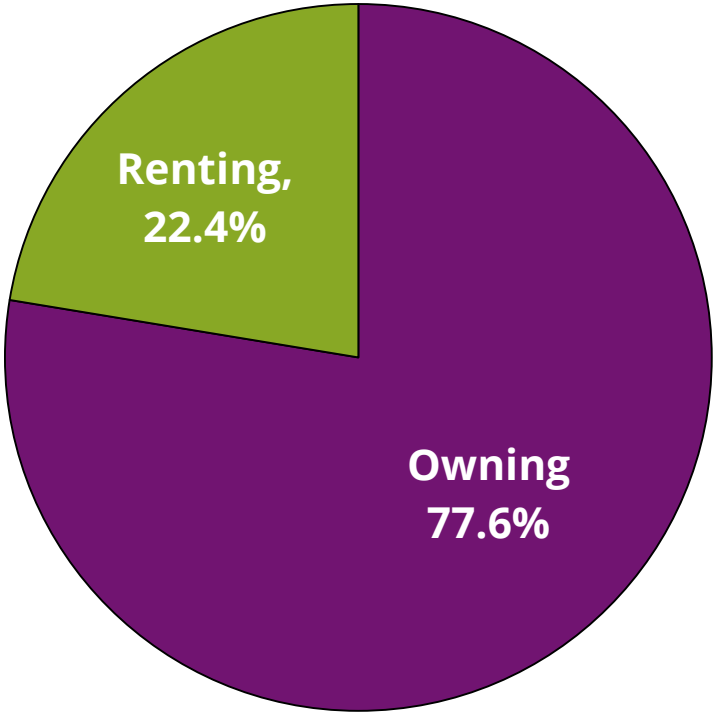
PLANNED LENGTH OF RESIDENCY



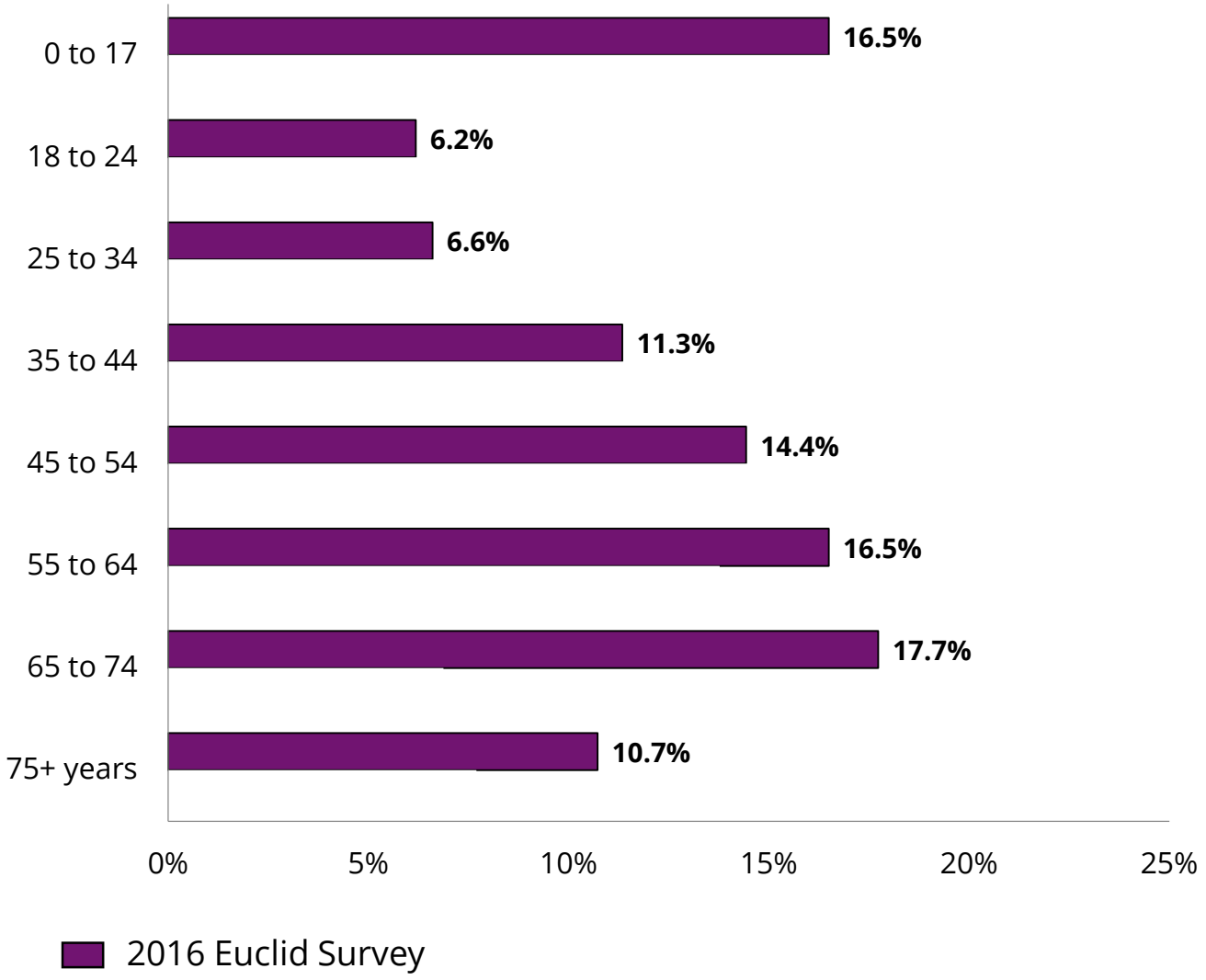
TENURE



PLANNED TENURE



AGE OF RESPONDENT HOUSEHOLD MEMBERS



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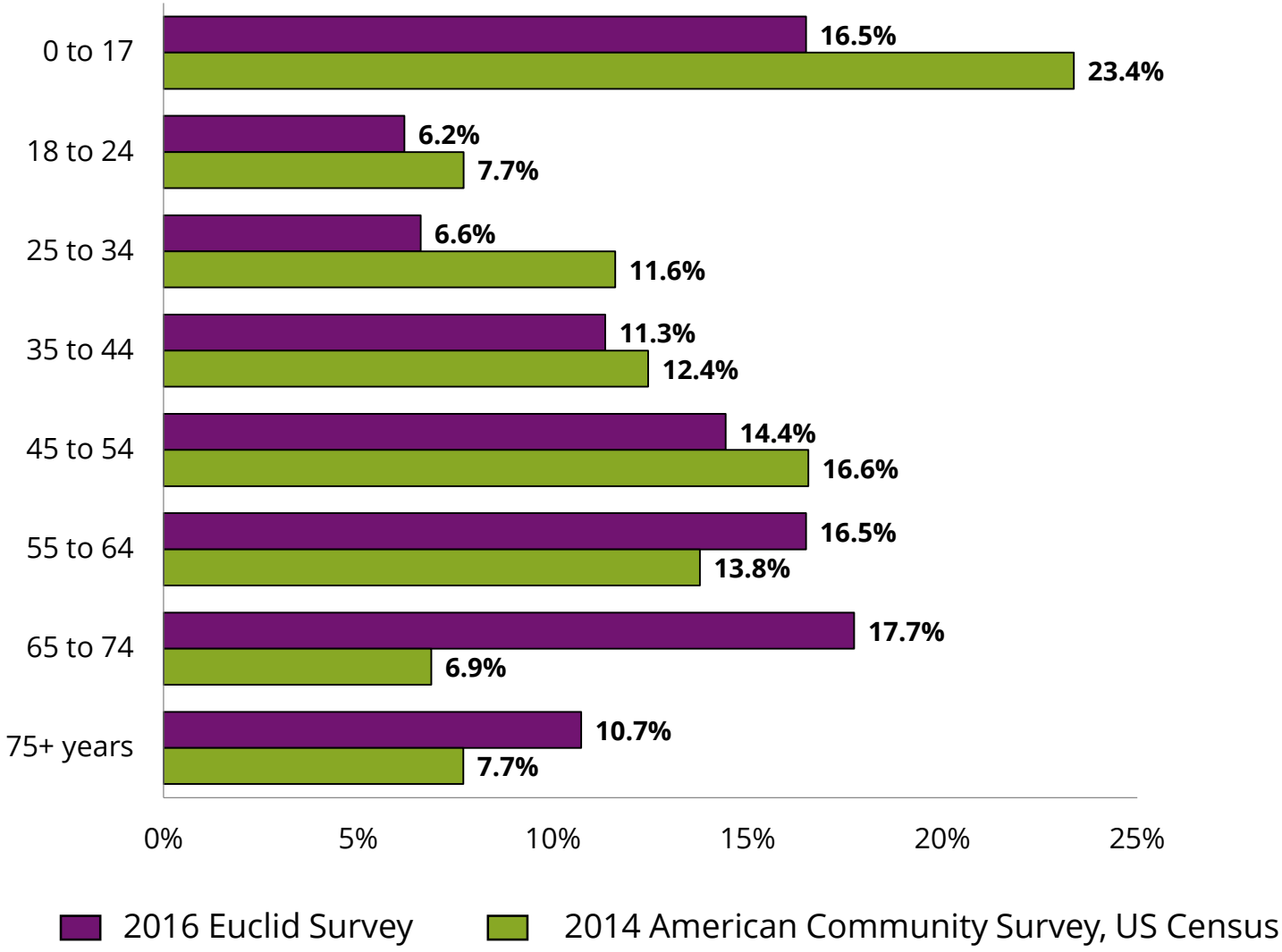

MAJOR THEMES

- Access to highways, Lake Erie, and Downtown Cleveland are top reasons people choose to live in Euclid

- Proximity to family and housing affordability are also top reasons

- The perception of safety and taxes are major concerns and reasons residents may choose to move away

- Residents have a wide variety of preferred housing types. Small percentages of residents would move for:
  - More property
  - A smaller house
  - A larger house
  - For a rental unit
  - For attached condos/clustered homes

- However, 12% of residents would move for a newer house

- The quality of larger parks is rated higher than neighborhood parks, playgrounds, or pools

- The Skate Park and Dog Park are the lowest rated facilities

- Residents would like to see parks by the Lake—this is followed by housing and retail

- Less than half of respondents feel engaged in their community or neighborhood

- Those that are engaged are involved in the faith community or street, civic, beach, or block club

- Residents would like to see new and different retail and service stores

- Manufacturing and workforce development programs are the highest priority economic development initiatives

- Maintaining existing housing and neighborhoods is residents' primary housing priority…
- …however, demolition of vacant and blighted housing is a key housing service
- More apartments are not desired by residents

- Residents did not universally agree that new homes should match the scale and design of existing homes

- Improving the walking environment is more important than improving transportation by car
- More attractive streets are the highest priority for all individual streets in Euclid
- Walkable, mixed-use development is strongly desired

- Residents would like to see vacant lots used for yard expansion before new housing and green space

- Residents would not like to see vacant properties for commercial use

- Residents would most like to see improvements to City Schools and the YMCA

- The Shore Cultural Centre, Euclid Historical Society and Museum, and Polka and Softball Hall of Fame are lower priorities and lower quality amenities

- Residents see Euclid Hospital, Library, private and parochial schools, and the senior community center as strong and important community amenities

- The repair of streets and sewer infrastructure is important and perceived as low quality

- The enforcement of maintenance codes is also important and perceived as low quality

- Overall quality of City services is rated highly

- Methodology + Process
- Detailed Findings
- Demographics
- Major Themes

Thank you!

County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE