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
The Euclid Master Plan: Six Steps

Current Conditions

Community Survey
Community input on Master Plan topics and City services

Community Vision
Policies
Implementation
Draft Master Plan
The Euclid Master Plan: Six Steps

Current Conditions

Community Survey

Community Vision

Broad goals for how the community wants to grow and develop in the future

Policies

Implementation

Draft Master Plan
The Euclid Master Plan: Six Steps

- **Policies**
  Action steps to achieve the community’s desired future
The Euclid Master Plan: Six Steps

Implementation

Timelines, priorities, responsibilities, and potential funding sources for undertaking action steps
The Euclid Master Plan: Six Steps

Current Conditions
Community Survey
Community Vision
Policies
Implementation

Draft Master Plan
Combined and completed Master Plan document
• Methodology + Process
• Detailed Findings
• Demographics
• Major Themes
• Methodology + Process
• Detailed Findings
• Demographics
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• **Demographics**
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• Methodology + Process
• Detailed Findings
• Demographics
• **Major Themes**
METHODOLOGY + PROCESS
<table>
<thead>
<tr>
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<th>Euclid Survey</th>
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<tbody>
<tr>
<td>Total Households</td>
<td>22,191 Households</td>
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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
The graphs in this presentation have been sorted by most popular answer.
REASONS FOR RESIDING IN EUCLID
REASONS FOR RESIDING IN EUCLID

- Access to highways: 42.0%
- Close to family and/or friends: 40.0%
- Close to Lake Erie: 34.8%
- Housing costs fit my budget: 33.6%
- Easy access to Downtown Cleveland: 30.0%
- Close to shopping: 18.8%
- Well-maintained neighborhood: 18.8%
- Close to my work: 18.4%
- Feel safe in the City/my neighborhood: 16.8%
- For a diverse community: 15.6%
- For the suburban environment: 14.0%
- Offers the type of housing I want: 11.2%
- High quality of municipal services: 11.2%
- Easy access to University Circle: 8.4%
- Easy access to the City's parks: 6.4%
- Property is a good investment: 5.2%
- Quality of the school system: 3.6%
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EASE OF PUBLIC ACCESS TO LAKE ERIE

- Excellent: 24.9%
- Good: 43.4%
- Average: 23.3%
- Poor: 6.0%
- Very Poor: 2.4%
## QUALITY OF FACILITIES

<table>
<thead>
<tr>
<th>Facility</th>
<th>More than 50%</th>
<th>Less than 50%</th>
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<tbody>
<tr>
<td>Joseph Farrell Memorial Fishing Pier</td>
<td>44.2%</td>
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0% 20% 40% 60% 80% 100%
OVERALL QUALITY OF FACILITIES

- Excellent: 10.9%
- Good: 45.6%
- Average: 38.9%
- Poor: 2.9%
- Very Poor: 1.7%
QUALITY OF LIFE
COMMUNITY ENGAGEMENT

Yes, I feel engaged, 46.4%

No, I do not feel engaged, 53.6%
METHODS OF INVOLVEMENT

- Place of worship or faith community: 47.1%
- Street, civic, beach, or block clubs: 39.2%
- School: 20.3%
- Recreation/athletic organizations: 15.7%
- Community service groups (e.g., Kiwanis Club): 8.5%
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FREQUENCY OF INVOLVEMENT

- Not Often: 58.4%
- Somewhat Often: 26.2%
- Often: 11.2%
- Very Often: 4.3%
OVERALL QUALITY OF LIFE

- Excellent: 4.3%
- Good: 37.4%
- Average: 39.3%
- Poor: 14.4%
- Very Poor: 4.7%
ENGAGEMENT BY QUALITY OF LIFE

- Above Average: 69.9% Yes, I feel engaged, 30.1% No, I do not feel engaged
- Average: 38.1% Yes, I feel engaged, 61.9% No, I do not feel engaged
- Below Average: 10.6% Yes, I feel engaged, 89.4% No, I do not feel engaged
ECONOMIC DEVELOPMENT
**OPINION ON POLICY STATEMENTS**

- Maintain and attract different types of retail/service stores: 38.3% Agree, 45.6% Neutral, 13.7% Disagree
- Attract manufacturing and industrial jobs: 36.1% Agree, 42.6% Neutral, 16.0% Disagree
- Promote workforce training programs in Euclid: 27.8% Agree, 42.7% Neutral, 24.9% Disagree
- Attract office jobs: 25.2% Agree, 44.6% Neutral, 27.3% Disagree
- Grow as a regional retail and shopping destination: 25.0% Agree, 34.4% Neutral, 30.3% Disagree, 7.8% Strongly Disagree
- Support development near freeways (gas stations, hotels, fast food): 19.4% Agree, 32.4% Neutral, 36.8% Disagree, 8.9% Strongly Disagree
- Develop more arts and cultural attractions: 11.1% Agree, 36.9% Neutral, 42.6% Disagree, 7.8% Strongly Disagree
- Most of my shopping needs can be met by local retailers: 11.2% Agree, 32.3% Neutral, 17.5% Disagree, 29.9% Strongly Disagree, 9.2% Strongly Disagree

- 0% to 20% Agree, 20% to 40% Neutral, 40% to 60% Disagree, 60% to 80% Strongly Disagree, 80% to 100% Strongly Disagree.
OPINION ON POLICY STATEMENTS

Maintain and attract different types of retail/service stores
38.3% 45.6% 13.7%

Attract manufacturing and industrial jobs
36.1% 42.6% 16.0%

Promote workforce training programs in Euclid
27.8% 42.7% 24.9%

Attract office jobs
25.2% 44.6% 27.3%

Grow as a regional retail and shopping destination
25.0% 34.4% 30.3% 7.8%

Support development near freeways (gas stations, hotels, fast food)
19.4% 32.4% 36.8% 8.9%

Develop more arts and cultural attractions
11.1% 36.9% 42.6% 7.8%

Most of my shopping needs can be met by local retailers
11.2% 32.3% 17.5% 29.9% 9.2%
<table>
<thead>
<tr>
<th>Policy Statement</th>
<th>Agree (%)</th>
<th>Disagree (%)</th>
<th>Neutral (%)</th>
<th>Unsure (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain and attract different types of retail/service stores</td>
<td>38.3%</td>
<td>45.6%</td>
<td>13.7%</td>
<td></td>
</tr>
<tr>
<td>Attract manufacturing and industrial jobs</td>
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<td>42.6%</td>
<td>16.0%</td>
<td></td>
</tr>
<tr>
<td>Promote workforce training programs in Euclid</td>
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<td>42.7%</td>
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<td>29.9%</td>
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</tbody>
</table>
Maintain and attract different types of retail/service stores

Attract manufacturing and industrial jobs

Promote workforce training programs in Euclid

Attract office jobs

Grow as a regional retail and shopping destination

Support development near freeways (gas stations, hotels, fast food)

Develop more arts and cultural attractions

Most of my shopping needs can be met by local retailers
OPINION ON POLICY STATEMENTS

Maintain and attract different types of retail/service stores
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Attract manufacturing and industrial jobs
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Grow as a regional retail and shopping destination
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Support development near freeways (gas stations, hotels, fast food)
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Develop more arts and cultural attractions
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- 36.9%
- 42.6%
- 7.8%

Most of my shopping needs can be met by local retailers
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- 32.3%
- 17.5%
- 29.9%
- 9.2%
OPINION ON POLICY STATEMENTS

1. Maintain and attract different types of retail/service stores
   - 38.3%
   - 45.6%
   - 13.7%

2. Attract manufacturing and industrial jobs
   - 36.1%
   - 42.6%
   - 16.0%

3. Promote workforce training programs in Euclid
   - 27.8%
   - 42.7%
   - 24.9%

4. Attract office jobs
   - 25.2%
   - 44.6%
   - 27.3%

5. Grow as a regional retail and shopping destination
   - 25.0%
   - 34.4%
   - 30.3%
   - 7.8%

6. Support development near freeways (gas stations, hotels, fast food)
   - 19.4%
   - 32.4%
   - 36.8%
   - 8.9%

7. Develop more arts and cultural attractions
   - 11.1%
   - 36.9%
   - 42.6%
   - 7.8%

8. Most of my shopping needs can be met by local retailers
   - 11.2%
   - 32.3%
   - 17.5%
   - 29.9%
   - 9.2%
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.

<table>
<thead>
<tr>
<th>Opinion Statement</th>
<th>Young adults</th>
<th>Working age adults</th>
<th>Seniors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most of my shopping needs can be met by local retailers</td>
<td>31.7%</td>
<td>42.5%</td>
<td>50.6%</td>
</tr>
<tr>
<td>The City should develop more arts and cultural attractions</td>
<td>58.5%</td>
<td>46.7%</td>
<td>44.6%</td>
</tr>
<tr>
<td>The City should focus on attracting office jobs</td>
<td>80.5%</td>
<td>73.3%</td>
<td>60.0%</td>
</tr>
<tr>
<td>The City should focus on attracting manufacturing and industrial jobs</td>
<td>70.7%</td>
<td>80.5%</td>
<td>80.0%</td>
</tr>
</tbody>
</table>
CITY IMAGE AND COMMUNICATION
Streets should have decorative elements
Focus on preserving its cultural heritage and history
The City does a good job of making information accessible
I feel well informed about community programs and events
Focus on creating a unique City identity and brand
OPINION ON POLICY STATEMENTS

- Streets should have decorative elements: 29.4% agree, 44.1% disagree, 20.8% neutral
- Focus on preserving its cultural heritage and history: 19.2% agree, 47.5% disagree, 28.8% neutral
- The City does a good job of making information accessible: 13.1% agree, 45.9% disagree, 19.2% neutral, 15.7% neutral
- I feel well informed about community programs and events: 10.0% agree, 42.8% disagree, 22.8% neutral, 18.0% neutral
- Focus on creating a unique City identity and brand: 18.0% agree, 33.9% disagree, 41.8% neutral
Streets should have decorative elements
- 29.4%
- 44.1%
- 20.8%

Focus on preserving its cultural heritage and history
- 19.2%
- 47.5%
- 28.8%

The City does a good job of making information accessible
- 13.1%
- 45.9%
- 19.2%
- 15.7%

I feel well informed about community programs and events
- 10.0%
- 42.8%
- 22.8%
- 18.0%

Focus on creating a unique City identity and brand
- 18.0%
- 33.9%
- 41.8%
Streets should have decorative elements

Focus on preserving its cultural heritage and history

The City does a good job of making information accessible

I feel well informed about community programs and events

Focus on creating a unique City identity and brand
Streets should have decorative elements
- 29.4% (strong agreement)
- 44.1% (neutral agreement)
- 20.8% (neutral disagreement)

Focus on preserving its cultural heritage and history
- 19.2% (strong agreement)
- 47.5% (neutral agreement)
- 28.8% (neutral disagreement)

The City does a good job of making information accessible
- 13.1% (strong agreement)
- 45.9% (neutral agreement)
- 19.2% (neutral disagreement)
- 15.7% (weak agreement)

I feel well informed about community programs and events
- 10.0% (strong agreement)
- 42.8% (neutral agreement)
- 22.8% (neutral disagreement)
- 18.0% (weak agreement)

Focus on creating a unique City identity and brand
- 18.0% (strong agreement)
- 33.9% (neutral agreement)
- 41.8% (neutral disagreement)
Streets should have decorative elements
- Young adults: 81.6%
- Working age adults: 79.2%
- Seniors: 62.4%

The City does a good job of making information accessible
- Young adults: 44.7%
- Working age adults: 54.1%
- Seniors: 72.5%

I feel well informed about community programs and events
- Young adults: 45.0%
- Working age adults: 45.8%
- Seniors: 65.6%
METHODS FOR RECEIVING INFORMATION

- Phone Calls: 48.4%
- City Website: 27.8%
- Community Television (ECTV): 24.6%
- Other: 22.2%
- Social Media: 20.6%
METHODS FOR RECEIVING INFORMATION

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone Calls</td>
<td>48.4%</td>
</tr>
<tr>
<td>City Website</td>
<td>27.8%</td>
</tr>
<tr>
<td>Community Television (ECTV)</td>
<td>24.6%</td>
</tr>
<tr>
<td>Other</td>
<td>22.2%</td>
</tr>
<tr>
<td>Social Media</td>
<td>20.6%</td>
</tr>
</tbody>
</table>
METHODS FOR RECEIVING INFORMATION

- Phone Calls: 48.4%
- City Website: 27.8%
- Community Television (ECTV): 24.6%
- Other: 22.2%
- Social Media: 20.6%
HOUSING
Maintaining existing housing and neighborhoods

More sustainable and energy-efficient housing

More housing options for seniors

More infill development on vacant land

More single-family, detached homes

More walkable housing options

More new affordable housing

More housing types for young people

More townhouses/condos in appropriate locations

More apartments in appropriate locations
<table>
<thead>
<tr>
<th>Priority Housing Need</th>
<th>Purple</th>
<th>Light Purple</th>
<th>Medium Purple</th>
<th>Dark Purple</th>
<th>Orange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintaining existing housing and neighborhoods</td>
<td>51.5%</td>
<td>29.7%</td>
<td>13.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More sustainable and energy-efficient housing</td>
<td>32.8%</td>
<td>30.2%</td>
<td>25.5%</td>
<td>7.7%</td>
<td></td>
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<td>More housing options for seniors</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>More infill development on vacant land</td>
<td>24.7%</td>
<td>30.8%</td>
<td>30.0%</td>
<td>8.4%</td>
<td></td>
</tr>
<tr>
<td>More single-family, detached homes</td>
<td>19.6%</td>
<td>29.3%</td>
<td>30.2%</td>
<td>13.8%</td>
<td>7.1%</td>
</tr>
<tr>
<td>More walkable housing options</td>
<td>15.1%</td>
<td>32.3%</td>
<td>37.9%</td>
<td>11.2%</td>
<td></td>
</tr>
<tr>
<td>More new affordable housing</td>
<td>25.0%</td>
<td>22.4%</td>
<td>29.7%</td>
<td>11.6%</td>
<td>11.2%</td>
</tr>
<tr>
<td>More housing types for young people</td>
<td>14.4%</td>
<td>28.4%</td>
<td>33.8%</td>
<td>14.4%</td>
<td>9.0%</td>
</tr>
<tr>
<td>More townhouses/condos in appropriate locations</td>
<td>8.2%</td>
<td>23.8%</td>
<td>40.3%</td>
<td>16.5%</td>
<td>11.3%</td>
</tr>
<tr>
<td>More apartments in appropriate locations</td>
<td>11.5%</td>
<td>26.1%</td>
<td>22.6%</td>
<td>36.8%</td>
<td></td>
</tr>
</tbody>
</table>
## PRIORITY HOUSING NEEDS

<table>
<thead>
<tr>
<th>Need</th>
<th>Percentage Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintaining existing housing and neighborhoods</td>
<td>51.5%  29.7%  13.8%</td>
</tr>
<tr>
<td>More sustainable and energy-efficient housing</td>
<td>32.8%  30.2%  25.5%  7.7%</td>
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<tr>
<td>More housing options for seniors</td>
<td>25.6%  37.0%  29.3%</td>
</tr>
<tr>
<td>More infill development on vacant land</td>
<td>24.7%  30.8%  30.0%  8.4%</td>
</tr>
<tr>
<td>More single-family, detached homes</td>
<td>19.6%  29.3%  30.2%  13.8% 7.1%</td>
</tr>
<tr>
<td>More walkable housing options</td>
<td>15.1%  32.3%  37.9%  11.2%</td>
</tr>
<tr>
<td>More new affordable housing</td>
<td>25.0%  22.4%  29.7%  11.6% 11.2%</td>
</tr>
<tr>
<td>More housing types for young people</td>
<td>14.4%  28.4%  33.8%  14.4%  9.0%</td>
</tr>
<tr>
<td>More townhouses/condos in appropriate locations</td>
<td>8.2%  23.8%  40.3%  16.5%  11.3%</td>
</tr>
<tr>
<td>More apartments in appropriate locations</td>
<td>11.5%  26.1%  22.6%  36.8%</td>
</tr>
</tbody>
</table>

*Note: The percentages do not sum to 100% due to rounding.*
Maintaining existing housing and neighborhoods
More sustainable and energy-efficient housing
More housing options for seniors
More infill development on vacant land
More single-family, detached homes
More walkable housing options
More new affordable housing
More housing types for young people
More townhouses/condos in appropriate locations
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<tr>
<td>More apartments in appropriate locations</td>
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</tbody>
</table>

*Note: The percentages represent the proportion of respondents who prioritize each housing need.*
### PRIORITY HOUSING NEEDS

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PRIORITY HOUSING NEEDS
PRIORITY HOUSING SERVICES

- Demolition of vacant/blighted housing: 55.9% (55.9%), 25.3% (25.3%), 15.1% (15.1%)
- Assistance for home improvements: 37.0% (37.0%), 39.1% (39.1%), 19.3% (19.3%)
- First-time homeowner education: 36.9% (36.9%), 32.4% (32.4%), 23.7% (23.7%)
- Rental property management education: 39.9% (39.9%), 27.8% (27.8%), 22.6% (22.6%)
- Stronger or more consistent code enforcement: 37.4% (37.4%), 28.9% (28.9%), 28.5% (28.5%)
- First-time homebuyer down payment assistance: 28.3% (28.3%), 30.3% (30.3%), 24.2% (24.2%), 7.8% (7.8%), 9.4% (9.4%)
PRIORITY HOUSING SERVICES

- Demolition of vacant/blighted housing: 55.9% - 25.3% - 15.1%
- Assistance for home improvements: 37.0% - 39.1% - 19.3%
- First-time homeowner education: 36.9% - 32.4% - 23.7%
- Rental property management education: 39.9% - 27.8% - 22.6%
- Stronger or more consistent code enforcement: 37.4% - 28.9% - 28.5%
- First-time homebuyer down payment assistance: 28.3% - 30.3% - 24.2% - 7.8% - 9.4%
PRIORITY HOUSING SERVICES

- Demolition of vacant/blighted housing: 55.9% (55.9%) 25.3% 15.1%
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- First-time homebuyer down payment assistance: 28.3% 30.3% 24.2% 7.8% 9.4%
PRIORITY HOUSING SERVICES

Demolition of vacant/blighted housing
- 55.9%
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- 15.1%

Assistance for home improvements
- 37.0%
- 39.1%
- 19.3%

First-time homeowner education
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- 32.4%
- 23.7%

Rental property management education
- 39.9%
- 27.8%
- 22.6%

Stronger or more consistent code enforcement
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- 28.9%
- 28.5%

First-time homebuyer down payment assistance
- 28.3%
- 30.3%
- 24.2%
- 7.8%
- 9.4%
TRANSPORTATION
PRIORITY FOR TRANSPORTATION IMPROVEMENTS

<table>
<thead>
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<th>Mode</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
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<tbody>
<tr>
<td>Senior Transportation</td>
<td>42.6%</td>
<td>29.9%</td>
<td>19.1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walking</td>
<td>36.2%</td>
<td>32.1%</td>
<td>25.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car</td>
<td>25.3%</td>
<td>27.1%</td>
<td>34.4%</td>
<td>7.7%</td>
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<td></td>
</tr>
<tr>
<td>Public Transit</td>
<td>20.8%</td>
<td>29.0%</td>
<td>32.9%</td>
<td>9.2%</td>
<td>8.2%</td>
<td></td>
</tr>
<tr>
<td>Bike</td>
<td>21.3%</td>
<td>26.7%</td>
<td>31.2%</td>
<td>11.9%</td>
<td>8.9%</td>
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</table>
PRIORITY FOR TRANSPORTATION IMPROVEMENTS

<table>
<thead>
<tr>
<th>Mode</th>
<th>More than 50%</th>
<th>Less than 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Transport</td>
<td>19.1%</td>
<td>80.9%</td>
</tr>
<tr>
<td>Walking</td>
<td>25.0%</td>
<td>75.0%</td>
</tr>
<tr>
<td>Car</td>
<td>7.7%</td>
<td>92.3%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>9.2%</td>
<td>90.8%</td>
</tr>
<tr>
<td>Bike</td>
<td>8.9%</td>
<td>91.1%</td>
</tr>
<tr>
<td></td>
<td>Senior Transportation</td>
<td>Walking</td>
</tr>
<tr>
<td>----------</td>
<td>-----------------------</td>
<td>---------</td>
</tr>
<tr>
<td></td>
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<td>19.1%</td>
<td>25.0%</td>
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**PRIORITY FOR TRANSPORTATION IMPROVEMENTS**

0% 20% 40% 60% 80% 100%
PRIORITY FOR TRANSPORTATION IMPROVEMENTS

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Senior Transportation</td>
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<tr>
<td>Walking</td>
<td>36.2%</td>
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<tr>
<td>Car</td>
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</tr>
<tr>
<td>Public Transit</td>
<td>20.8%</td>
</tr>
<tr>
<td>Bike</td>
<td>21.3%</td>
</tr>
</tbody>
</table>
PRIORITY FOR TRANSPORTATION IMPROVEMENTS BY AGE

**Young Adults**
- Biking: 41.0%
- Walking: 38.9%
- Car: 47.5%
- Bike: 44.8%

**Working Age Adults**
- Biking: 55.0%
- Walking: 51.0%
- Car: 52.9%
- Bike: 69.6%

**Seniors**
- Biking: 55.6%
- Walking: 53.0%
- Car: 39.7%
- Bike: 80.8%

Legend:
- Purple: Car
- Green: Public Transit
- Red: Bike
- Brown: Walking
- Purple: Senior Transportation
PRIORITY FOR TRANSPORTATION IMPROVEMENTS ON MAJOR ROADS

- Moving **cars** more quickly
- More attractive **streets**
- Easier access to **transit**
- Safer for **walking**
- Safer for **bikes**

East 260th Street: 14.4% 51.9% 38.2% 30.4%
East 250th Street: 11.3% 45.2% 31.5% 30.4%
Euclid Avenue: 15.0% 44.5% 41.0% 34.0%
Lakeshore Boulevard: 14.4% 47.5% 38.6% 38.6%

East 200th Street: 21.0% 55.0% 42.0% 28.5%
Babbitt Road: 20.7% 52.5% 38.4% 28.8%
East 222nd Street: 23.1% 46.7% 41.0% 30.3%
East 185th Street: 21.6% 52.9% 45.2% 30.3%
PRIORITY FOR TRANSPORTATION IMPROVEMENTS ON MAJOR ROADS

- **East 260th Street**: 51.9%, 39.2%, 30.4%
- **East 250th Street**: 45.2%, 38.1%, 15.0%
- **Euclid Avenue**: 58.5%, 54.5%, 4.0%
- **Lakeshore Boulevard**: 47.5%, 43.6%, 8.6%

- **East 200th Street**: 55.0%, 42.0%, 8.5%
- **Babbitt Road**: 52.5%, 38.4%, 8.8%
- **East 222nd Street**: 46.7%, 41.0%, 0.3%
- **East 185th Street**: 52.9%, 45.2%, 0.3%

**More attractive streets**

**Safer for walking**
DEVELOPMENT
DESIRED USES FOR CERTAIN AREAS

- **Euclid Square Mall**
  - Parks: 20.8%
  - Industrial: 35.5%
  - Housing: 31.2%
  - Office: 65.8%
  - Retail: 6.8%

- **East 185th Street**
  - Parks: 16.0%
  - Industrial: 6.6%
  - Housing: 17.7%
  - Office: 30.4%
  - Retail: 28.7%

- **Downtown Euclid (Lakeshore Blvd and East 222nd St)**
  - Parks: 28.9%
  - Industrial: 5.9%
  - Housing: 14.2%
  - Office: 28.4%
  - Retail: 5.9%

- **Lakefront**
  - Parks: 76.6%
  - Industrial: 32.2%
  - Housing: 6.8%
  - Office: 15.1%

- **Euclid Avenue Corridor**
  - Parks: 18.9%
  - Industrial: 28.7%
  - Housing: 20.7%
  - Office: 46.3%
  - Retail: 51.2%

- **East 260th and Euclid Avenue**
  - Parks: 14.6%
  - Industrial: 16.4%
  - Housing: 26.9%
  - Office: 44.4%
  - Retail: 49.7%
DESIRED USES FOR CERTAIN AREAS

- **Euclid Square Mall**
  - Parks: 20.8%
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- **East 260th and Euclid Avenue**
  - Parks: 14.6%
  - Industrial: 16.4%
  - Housing: 26.9%
  - Office: 44.4%

- **Retail**
  - 49.7%
DESIRED USES FOR CERTAIN AREAS

- **Euclid Square Mall**: 20.8% Parks, 35.5% Industrial, 31.2% Housing, 65.8% Office, 2.9% Retail

- **East 185th Street**: 16.0% Parks, 6.6% Industrial, 17.7% Housing, 30.4% Office, 14.2% Retail

- **Downtown Euclid (Lakeshore Blvd and East 222nd St)**: 28.9% Parks, 5.9% Industrial, 14.2% Housing, 28.4% Office, 79.9% Retail

- **Lakefront**: 76.6% Parks, 32.2% Industrial, 6.8% Housing, 15.1% Office, 2.9% Retail

- **Euclid Avenue Corridor**: 18.9% Parks, 28.7% Industrial, 20.7% Housing, 46.3% Office, 14.6% Retail

- **East 260th and Euclid Avenue**: 14.6% Parks, 16.4% Industrial, 26.9% Housing, 44.4% Office, 49.7% Retail
DESIRABLE USES FOR CERTAIN AREAS

- Euclid Square Mall
- East 185th Street
- Downtown Euclid (Lakeshore Blvd and East 222nd St)
- Lakefront
- Euclid Avenue Corridor
- East 260th and Euclid Avenue

Parks | Industrial | Housing | Office | Retail
DESIRED USES FOR CERTAIN AREAS

- **Euclid Square Mall**: 65.8% Parks, 31.2% Industrial, 20.8% Housing, 35.5% Office, 2.9% Retail
- **East 185th Street**: 30.4% Parks, 17.7% Industrial, 16.0% Housing, 6.6% Office, 5.9% Retail
- **Downtown Euclid (Lakeshore Blvd and East 222nd St)**: 77.3% Parks, 28.4% Industrial, 28.9% Housing, 14.2% Office, 5.9% Retail

- **Lakefront**: 76.6% Parks, 32.2% Industrial, 15.1% Housing, 6.8% Office, 2.9% Retail
- **Euclid Avenue Corridor**: 46.3% Parks, 20.7% Industrial, 18.9% Housing, 28.7% Office, 14.6% Retail
- **East 260th and Euclid Avenue**: 51.2% Parks, 26.9% Industrial, 14.6% Housing, 16.4% Office, 14.2% Retail
Focus on demolishing abandoned or foreclosed homes
Focus on walkable, mixed-use development
Encourage more environmentally sustainable development
Vacant lots should be offered for yard expansion
Vacant properties should be used for new housing
Vacant properties should be used as green space
New homes should match the scale and design of existing homes
Vacant properties should be developed for commercial use
<table>
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## OPINION ON POLICY STATEMENTS

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<tr>
<th>Location</th>
<th>Quality</th>
<th>Quantity</th>
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<td>Joseph Farrell Memorial Fishing Pier</td>
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</table>

QUALITY OF COMMUNITY AMENITIES
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<tr>
<th>Public Library</th>
<th>Joseph Farrell Memorial Fishing Pier</th>
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Above Average

Below Average
IMPORTANCE OF COMMUNITY AMENITIES

- Euclid Public Library: 80.7% importance, 16.9% utility
- Euclid Hospital: 77.4% importance, 17.5% utility
- Euclid City Schools: 69.0% importance, 20.8% utility
- Senior Community Center: 55.2% importance, 31.3% utility, 8.3% preservation
- Private or Parochial Schools: 50.0% importance, 33.8% utility, 9.2% preservation
- Euclid YMCA: 41.4% importance, 35.7% utility, 16.5% preservation
- Shore Cultural Centre: 32.8% importance, 39.1% utility, 21.8% preservation
- Henn Mansion: 27.4% importance, 35.8% utility, 27.9% preservation, 8.8% restoration
- Joseph Farrell Memorial Fishing Pier: 27.8% importance, 34.8% utility, 26.9% preservation, 10.6% restoration
- Euclid Historical Society and Museum: 19.6% importance, 35.2% utility, 37.0% preservation, 8.3% restoration
- Polka and Softball Hall of Fame: 15.1% importance, 24.9% utility, 41.3% preservation, 18.7% restoration
IMPORTANCE OF COMMUNITY AMENITIES

- Euclid Public Library: 80.7% (More than 50%), 16.9% (Less than 50%)
- Euclid Hospital: 77.4% (More than 50%), 17.5% (Less than 50%)
- Euclid City Schools: 69.0% (More than 50%), 20.8% (Less than 50%)
- Senior Community Center: 55.2% (More than 50%), 31.3% (Less than 50%), 8.3% (Less than 50%)
- Private or Parochial Schools: 50.0% (More than 50%), 33.8% (Less than 50%), 9.2% (Less than 50%)
- Euclid YMCA: 41.4% (More than 50%), 35.7% (Less than 50%), 16.5% (Less than 50%)
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IMPORTANCE-QUALITY MATRIX

Average importance

- Euclid City Schools
- Euclid YMCA
- Shore Cultural Centre
- Euclid Historical Society and Museum
- Polka and Softball Hall of Fame
- Euclid Hospital
- Senior Community Center
- Private or Parochial Schools
- Henn Mansion
- Joseph Farrell Memorial Fishing Pier

Quality of Amenities

- Lower quality
- Higher quality
IMPORTANCE-QUALITY MATRIX

Above average quality, above average importance

- Euclid City Schools
- Euclid YMCA
- Shore Cultural Centre
- Euclid Historical Society and Museum
- Polka and Softball Hall of Fame
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- Henn Mansion
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- Euclid Hospital
- Euclid Public Library
IMPORTANCE-QUALITY MATRIX

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- Euclid Hospital
- Euclid Public Library
- Senior Community Center
- Private or Parochial Schools
IMPORTANCE-QUALITY MATRIX

- **Below average importance, above average quality**
  - Euclid City Schools
  - Euclid YMCA
  - Shore Cultural Centre
  - Euclid Historical Society and Museum
  - Polka and Softball Hall of Fame
  - Euclid Hospital
  - Senior Community Center
  - Private or Parochial Schools

**Below average importance, below average quality**
- Henn Mansion
- Joseph Farrell Memorial
- Fishing Pier
- Lower quality
- Higher quality
IMPORTANCE-QUALITY MATRIX

- Below average quality, below average importance

- Euclid City Schools
- Euclid YMCA
- Shore Cultural Centre
- Euclid Historical Society
- Polka and Softball Hall of Fame
- Henn Mansion
- Joseph Farrell Memorial Fishing Pier
IMPORTANCE-QUALITY MATRIX

- Euclid City Schools (90% importance)
- Euclid YMCA (80% importance)
- Shore Cultural Centre (70% importance)
- Euclid Historical Society and Museum (60% importance)
- Polka and Softball Hall of Fame (50% importance)
- Private or Parochial Schools (importance average)
- Senior Community Center (80% importance)
- Henn Mansion (70% importance)
- Joseph Farrell Memorial (60% importance)
- Euclid Hospital (90% importance)
- Euclid Public Library (100% importance)

Quality of Amenities:
- Lower quality
- Higher quality
IMPORTANCE-QUALITY MATRIX

Above average importance, below average quality

- Euclid YMCA
- Euclid Hospital
- Senior Community Center
- Private or Parochial Schools
- Euclid Public Library
- Henn Mansion
- Joseph Farrell Memorial
- Fishing Pier
- Polka and Softball Hall of Fame
- Shore Cultural Centre
- Euclid Historical Society and Museum
IMPORTANCE-QUALITY MATRIX
CITY SERVICES
QUALITY OF CITY SERVICES

Fire protection/EMS
Police protection
Trash collection & curbside recycling
Blackboard Connect (Telephone...
Senior services
Healthcare access
Park maintenance
Leaf collection
Traffic enforcement
Recreational programs
Euclid Community Television
City of Euclid website
Street tree planting program
Snow removal
Water back up/sewer infrastructure
Commercial maintenance...
Building department
Housing maintenance enforcement
Street maintenance/repair

0% 20% 40% 60% 80% 100%

More than 50%
Less than 50%
QUALITY OF CITY SERVICES

- Fire protection/EMS
- Police protection
- Trash collection & curbside recycling
- Blackboard Connect (Telephone...)
- Senior services
- Healthcare access
- Park maintenance
- Leaf collection
- Traffic enforcement
- Recreational programs
- Euclid Community Television
- City of Euclid website
- Street tree planting program
- Snow removal
- Water back up/sewer infrastructure
- Commercial maintenance...
- Building department
- Housing maintenance enforcement
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0% 20% 40% 60% 80% 100%
IMPORTANCE OF CITY SERVICES

- Fire protection/EMS
- Street maintenance/repair
- Police protection
- Snow removal
- Trash collection & curbside recycling
- Water back up/sewer infrastructure
- Traffic enforcement
- Healthcare access
- Housing maintenance enforcement
- Senior services
- Leaf collection
- Park maintenance
- Commercial maintenance...
- Building department
- Recreational programs
- Blackboard Connect (Telephone...
- City of Euclid website
- Street tree planting program
- Euclid Community Television

More than 50%
IMPORTANCE OF CITY SERVICES

- Fire protection/EMS
- Street maintenance/repair
- Police protection
- Snow removal
- Trash collection & curbside recycling
- Water back up/sewer infrastructure
- Traffic enforcement
- Healthcare access
- Housing maintenance enforcement
- Senior services
- Leaf collection
- Park maintenance
- Commercial maintenance...
- Building department
- Recreational programs
- Blackboard Connect (Telephone...)
- City of Euclid website
- Street tree planting program
- Euclid Community Television

[Bar chart showing the importance of city services with categories on the x-axis and a gradient bar ranging from 0% to 100% indicating the level of importance.]
IMPORTANCE-QUALITY MATRIX

Average importance

Importance of Services

Quality of Services

Street maintenance/repair
Snow removal
Water back up/sewer infrastructure
Housing maintenance enforcement
Commercial maintenance enforcement
Building department
Recreational programs
City website
Street tree planting program
Community Television
Police protection
Traffic enforcement
Healthcare access
Senior services
Park maintenance
Trash collection & curbside recycling
Fire protection/EMS

Lower importance

Higher importance

Lower quality

Higher quality
IMPORTANCE-QUALITY MATRIX

Above average quality, above average importance
IMPORTANCE-QUALITY MATRIX

Below average importance, above average quality
IMPORTANCE-QUALITY MATRIX

Below average quality, below average importance
IMPORTANCE-QUALITY MATRIX

Above average importance, below average quality

- Street maintenance/repair
- Snow removal
- Commercial maintenance enforcement
- Building department
- City website
- Community Television
- Recreational programs
- Traffic enforcement
- Leaf collection
- Park maintenance
- Street tree planting program
- Importance average
- Blackboard Connect
- Healthcare access
- Senior services
- Police protection
- Trash collection & curbside recycling
- Fire protection/EMS
OVERALL QUALITY OF CITY SERVICES

- Excellent: 13.1%
- Good: 51.0%
- Average: 27.4%
- Poor: 5.8%
- Very Poor: 2.7%
STRENGTHS & WEAKNESSES
GREATEST STRENGTHS OF EUCLID

- Access to Lake Erie: 20.9%
- Emergency Services: 19.6%
- Location: 12.3%
- People, Diversity, and Community: 11.5%
- Services: 7.2%
- Housing, Neighborhoods, and Affordability: 5.5%
- Parks: 3.8%
- Retail and Restaurants: 3.4%
- Walkability and Downtown Euclid: 2.1%
- All Others: 7.7%
LEADING ITEMS TO CHANGE

- Home Maintenance and Vacancy: 16.0%
- Improve Services: 13.4%
- Improve Schools: 9.1%
- Add Business or Renovate Vacant Businesses: 8.7%
- Improve Safety and Police Relations: 6.5%
- Lower Taxes: 6.5%
- Develop the Lakefront: 4.3%
- Increase Homeownership: 4.3%
- Improve Neighbor-to-Neighbor Relations: 3.9%
- Add Jobs/Industry: 3.5%
- Improve Euclid Square Mall Area: 2.6%
- Improve Section 8 Housing: 2.6%
- Improve Community Image: 2.6%
- All Others: 16.0%
Euclid should become a City that…

- Has positive community image and pride (21.5%)
- Thrives (16.6%)
- Is safer (8.3%)
- Has well-maintained properties (7.2%)
- Reduces taxes (3.9%)
- Grows (3.9%)
- Has new retail and restaurants (3.9%)
- Develops its lakefront (3.9%)
- Attracts children, young people, and young families (3.9%)
- Attracts industry and jobs (3.9%)
- Has better parks and recreation events (3.3%)
- Improves schools (3.3%)
- Other (16.6%)
DEMOGRAPHICS
AGE OF RESPONDENTS

- Under 34: 4.2%
- 35 to 44: 11.5%
- 45 to 54: 16.8%
- 55 to 64: 30.2%
- 65 to 74: 22.9%
- 75+ years: 14.5%

2016 Euclid Survey
AGE OF RESPONDENTS

- Under 34: 4.2% (2016 Euclid Survey: 17.0%) 15% (2014 American Community Survey, US Census: 17.0%)
- 35 to 44: 11.5% (2016 Euclid Survey: 16.8%) 5% (2014 American Community Survey, US Census: 16.8%)
- 45 to 54: 16.8% (2016 Euclid Survey: 22.8%) 10% (2014 American Community Survey, US Census: 22.8%)
- 55 to 64: 22.8% (2016 Euclid Survey: 30.2%) 15% (2014 American Community Survey, US Census: 30.2%)
- 65 to 74: 22.9% (2016 Euclid Survey: 22.9%) 5% (2014 American Community Survey, US Census: 22.9%)
- 75+ years: 14.5% (2016 Euclid Survey: 14.5%) 5% (2014 American Community Survey, US Census: 14.5%)
LENGTH OF RESIDENCY

- Under 2 years: 4.2%
- 2-5 years: 8.0%
- 6-10 years: 13.3%
- 11-20 years: 23.6%
- 21-30 years: 15.6%
- More than 30 years: 35.4%
PLANNED LENGTH OF RESIDENCY

- Under 2 years: 12.7%
- 2-5 years: 20.8%
- 6-10 years: 13.5%
- 11-20 years: 6.1%
- 21-30 years: 2.0%
- More than 30 years: 1.6%
- I do not intend to move out: 43.3%
TENURE

Homeowner: 74.5%
Renter: 25.5%
Owning: 77.6%
Renting: 22.4%
AGE OF RESPONDENT HOUSEHOLD MEMBERS

2016 Euclid Survey
AGE OF RESPONDENT HOUSEHOLD MEMBERS

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2016 Euclid Survey</th>
<th>2014 American Community Survey, US Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 17</td>
<td>16.5%</td>
<td>23.4%</td>
</tr>
<tr>
<td>18 to 24</td>
<td>6.2%</td>
<td>7.7%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>6.6%</td>
<td>11.6%</td>
</tr>
<tr>
<td>35 to 44</td>
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<td></td>
</tr>
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<td>6.9%</td>
<td>7.7%</td>
</tr>
</tbody>
</table>

2016 Euclid Survey
2014 American Community Survey, US Census
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