



City of  
**PEPPER PIKE**

**WE WANT TO HEAR FROM YOU!**



**SCAN ME!**



**WE WANT TO HEAR FROM YOU!**

**COMMUNITY SURVEY**

[www.countyplanning.us/PepperPikeSurvey](http://www.countyplanning.us/PepperPikeSurvey)

In partnership with the Cuyahoga County Planning Commission, the City of Pepper Pike is seeking input about your ideas for the future of the community through an online survey.







**ORANGE VILLAGE**

**COMMUNITY-WIDE SURVEY!**

In partnership with the Cuyahoga County Planning Commission, Orange Village is seeking your input and ideas for the community's future through the 2024 Online Community-Wide Survey.

**This is your community, and the vision for Orange Village is driven by you!**

To access the community survey, please go to: [www.orangevillage.com](http://www.orangevillage.com), or scan the QR code below with your smart phone today. **Take the survey by July 22<sup>nd</sup>**

**2024 ORANGE VILLAGE COMMUNITY-WIDE SURVEY EXTENDED!**

# SURVEY WE GO!

## Community & Non-Random Sample Surveys



# AGENDA

- Introductions
- Survey Basics
- Survey Process
- Orange Village Examples
- Data & Analysis
- Outcomes & Lessons Learned
- Open Floor Q & A



# INTRODUCTIONS



**Rachel Novak, AICP**  
Senior Planner,  
Cuyahoga County  
Planning Commission



**Paul Triolo, AICP**  
Planner, Cuyahoga  
County Planning  
Commission



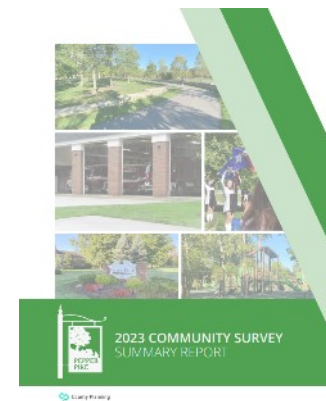
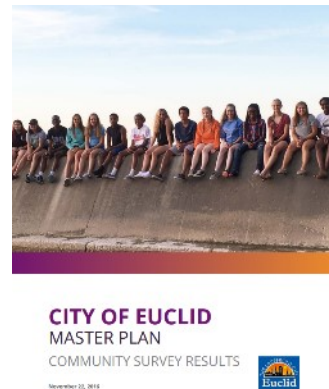
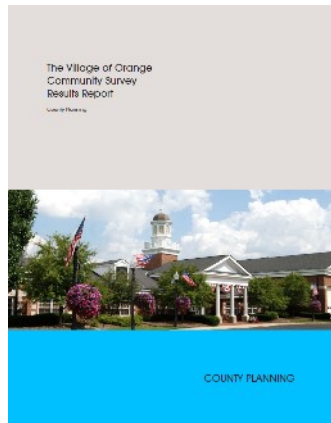
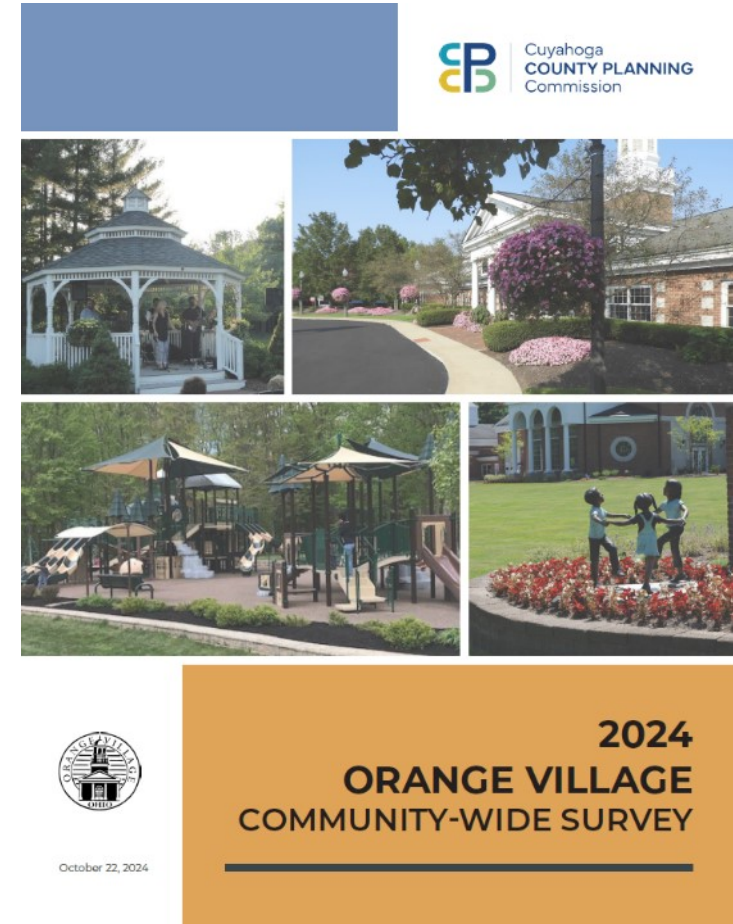
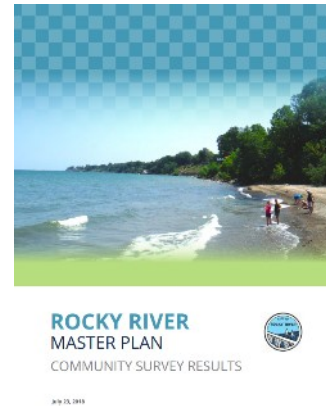
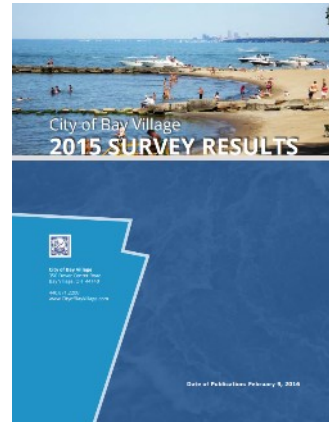
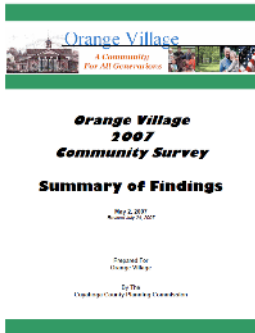
**Mayor Judson Kline,**  
**FAIA, NCARB, LEED AP**  
Orange Village

# SURVEY BASICS

- Surveys are used to gain knowledge and assess the thoughts, opinions, and feelings of a particular group of people or population



# SURVEY BASICS | OUR WORK



October 22, 2024

# SURVEY BASICS

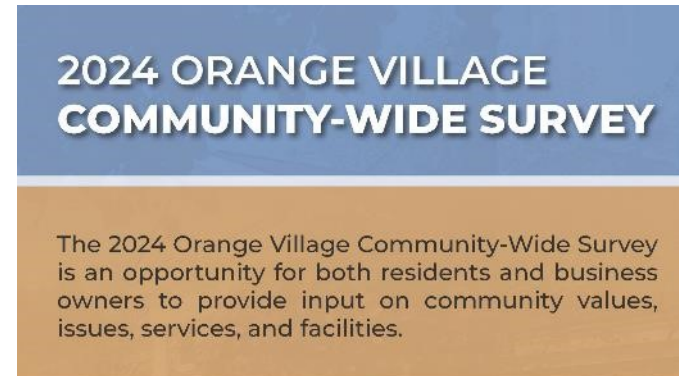
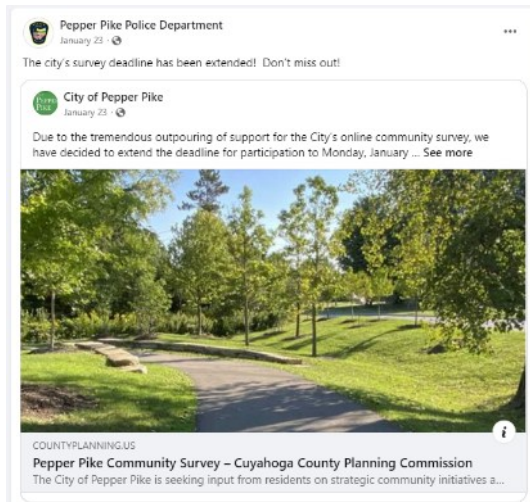
- Surveys can be more specific in scope, or be more generalized with widespread goals

# SURVEY BASICS | TARGET AUDIENCE

- **Ask yourself:**
  - What is the goal/purpose of my survey?
  - Who is my target audience?
  - What methods will I use to reach my target audience?
    - Advertising? Other outreach? Where? When? How? Who?



# SURVEY BASICS | ADVERTISING





# SURVEY BASICS

- Surveys can be conducted in a variety of formats:
  - Phone, mail/paper, electronic/virtual, in-person, etc.
  - Be aware of Bias

# SURVEY PROCESS | THINGS TO KNOW ABOUT OPT-IN SAMPLING

- Respondents Opt-In to take the survey

## Pros

- Easy to distribute
- Practical
- Reduced cost (postage, printing, etc.)

## Cons

- Not random samples
- Self-Selection Bias - People who voluntarily respond are more likely to have stronger opinions (positive or negative)

# SURVEY PROCESS | ADDRESSING CONFIDENCE IN NON-RANDOM SAMPLING

- How do we ensure accuracy and confidence in the results of our surveys?
  - Short Answer: We can't, but we can strive to ensure our results are as representative of the population as possible

# SURVEY PROCESS | ADDRESSING CONFIDENCE IN NON-RANDOM SAMPLING

## 1. Set survey demographic benchmarks

- GOAL: Survey demographic data should fall within the reported ACS Margin of Error
  - Age
  - Length of Residency
  - Race & Ethnicity
  - Household Size
  - Residential Tenure





# SURVEY PROCESS | ADDRESSING CONFIDENCE IN NON-RANDOM SAMPLING

2. Develop a [Survey Outreach Strategy](#) targeting underrepresented groups

3. Develop survey questions

- Ensure demographic questions are asked the same way as they are asked in the ACS

## Does NOT match ACS question wording

How long have you lived in the community?

- a. Less than 5 Years
- b. 5-10 Years
- c. 10-20 Years
- d. 20+ Years

## Matches ACS language

When did you move into your current place of residence?

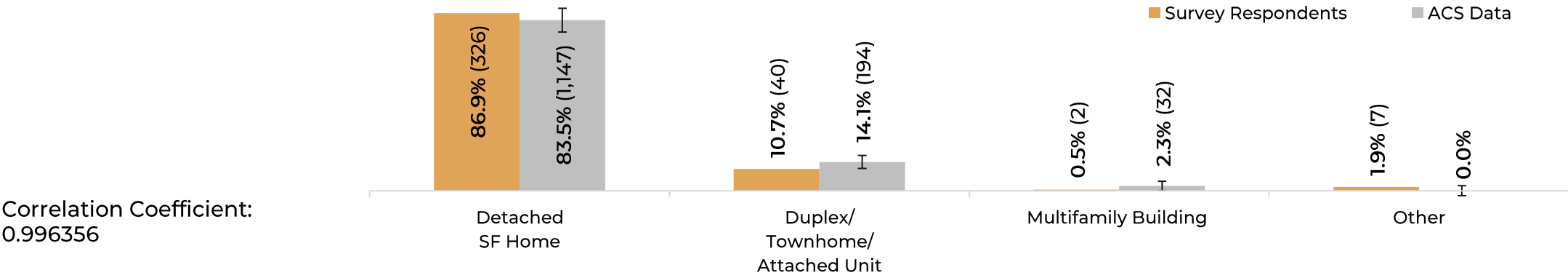
- |                  |                    |
|------------------|--------------------|
| a. 2021 or later | d. 2000 – 2009     |
| b. 2018 – 2020   | e. 1990 – 1999     |
| c. 2010 – 2017   | f. 1989 or earlier |

# SURVEY PROCESS | ADDRESSING CONFIDENCE IN NON-RANDOM SAMPLING

4. Implement Survey Outreach Strategy
5. Halfway point of the survey:  
Compare demographics to ACS Benchmarks
6. Adjust Survey Outreach Strategy as needed based on assessment

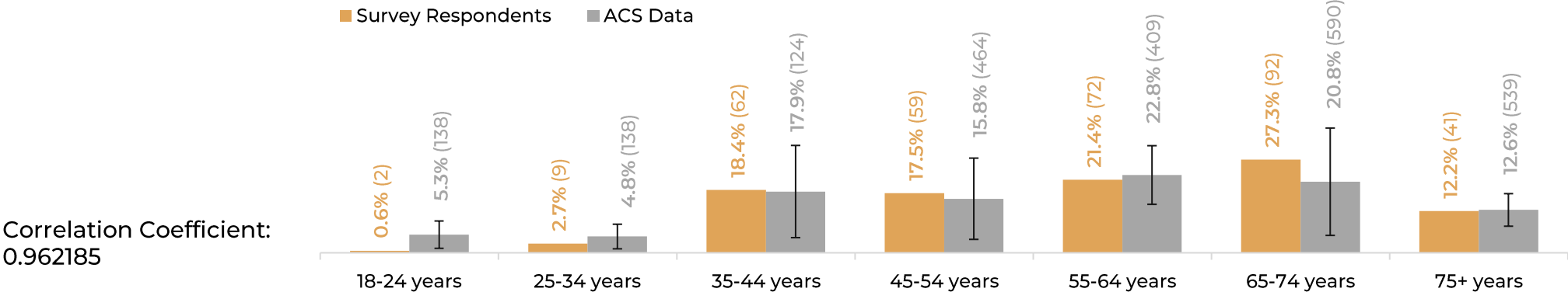


# ORANGE VILLAGE EXAMPLES | HOUSING TYPE



Housing Type	Survey		ACS 5-Year Estimates			Difference
	Responses	Percent	Population	Percent	MOE	
Detached SF	326	86.9%	1147	83.5%	+/- 5.8%	3.4%
Duplex/ Townhome/ Attached Unit	40	10.7%	194	14.1%	+/- 3.2%	-3.5%
Multifamily	2	0.5%	32	2.3%	+/- 2.3%	-1.8%
Other	7	1.9%	0	0.0%	+/- 2.5%	1.9%

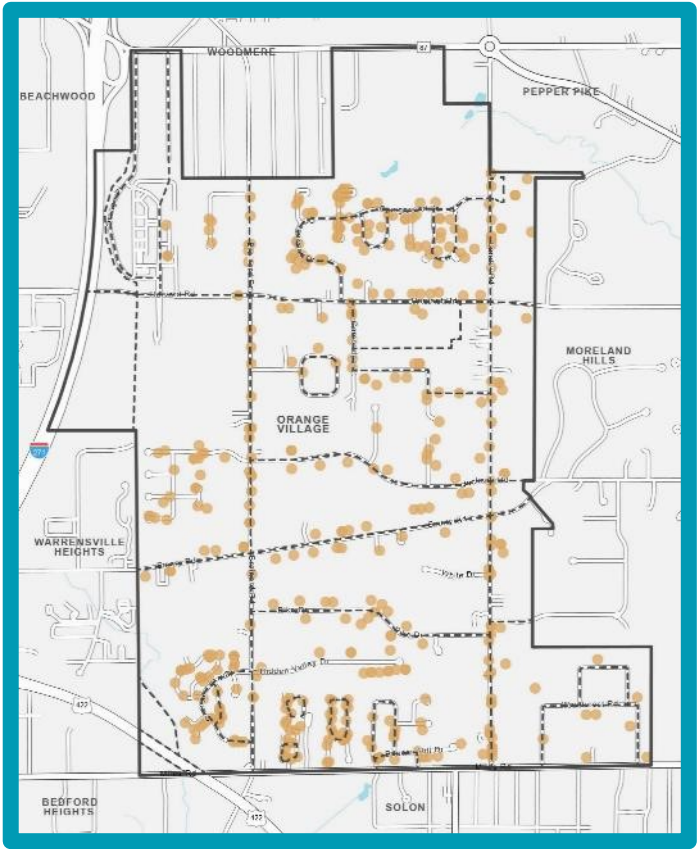
# ORANGE VILLAGE EXAMPLE | AGE



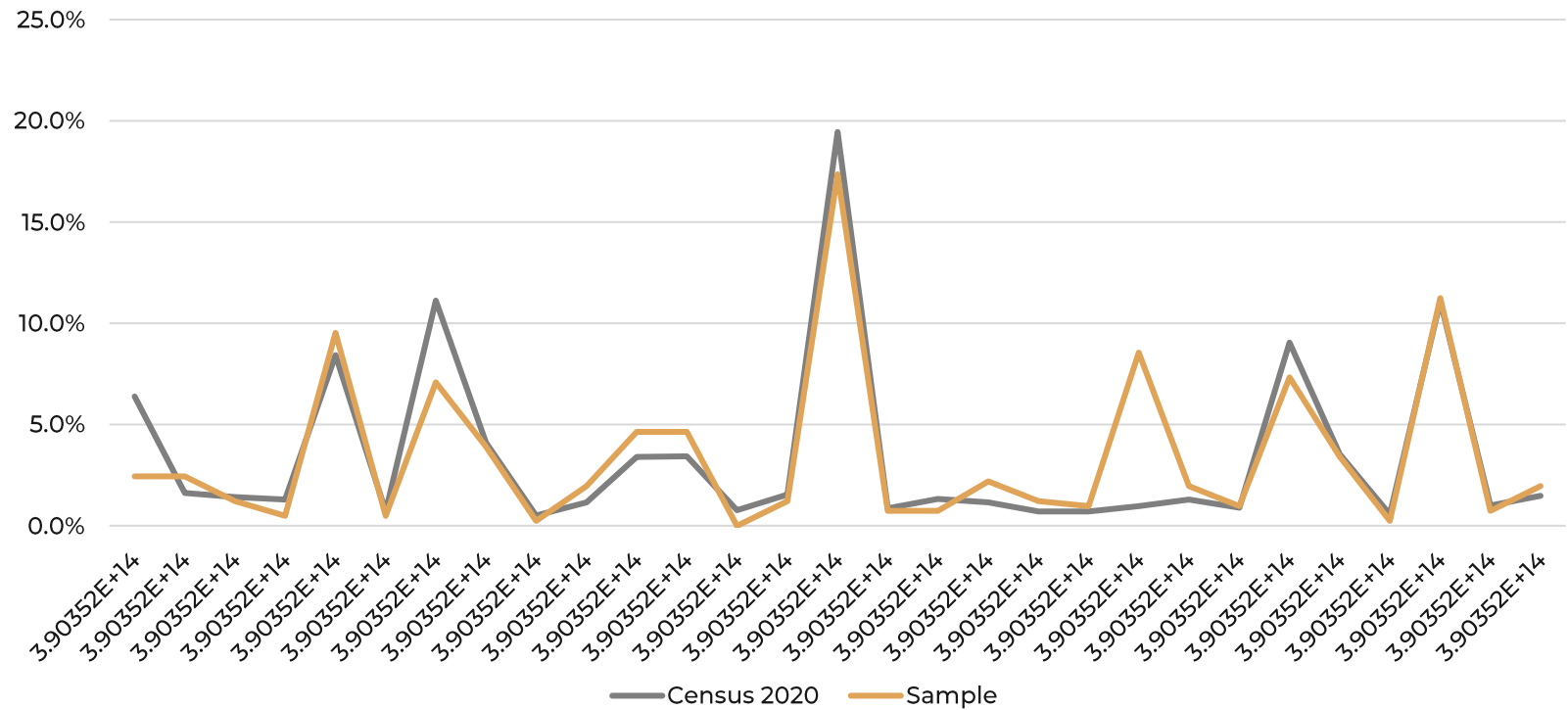
Age Group	Survey		ACS 5-Year Estimates			Difference
	Responses	Percent	Population	Percent	MOE	
18-24 years	2	0.6%	138	5.3%	+/- 4.0%	-4.7%
25-34 years	9	2.7%	124	4.8%	+/- 3.6%	-2.1%
35-44 years	62	18.4%	464	17.9%	+/- 13.5%	0.5%
45-54 years	59	17.5%	409	15.8%	+/- 11.9%	1.7%
55-64 years	72	21.4%	590	22.8%	+/- 8.6%	-1.4%
65-74 years	92	27.3%	539	20.8%	+/- 15.7%	6.5%
75+ years	41	12.2%	325	12.6%	+/- 4.8%	-0.4%



# ORANGE VILLAGE EXAMPLE | POPULATION DISTRIBUTION



Correlation Coefficient:  
0.898215468

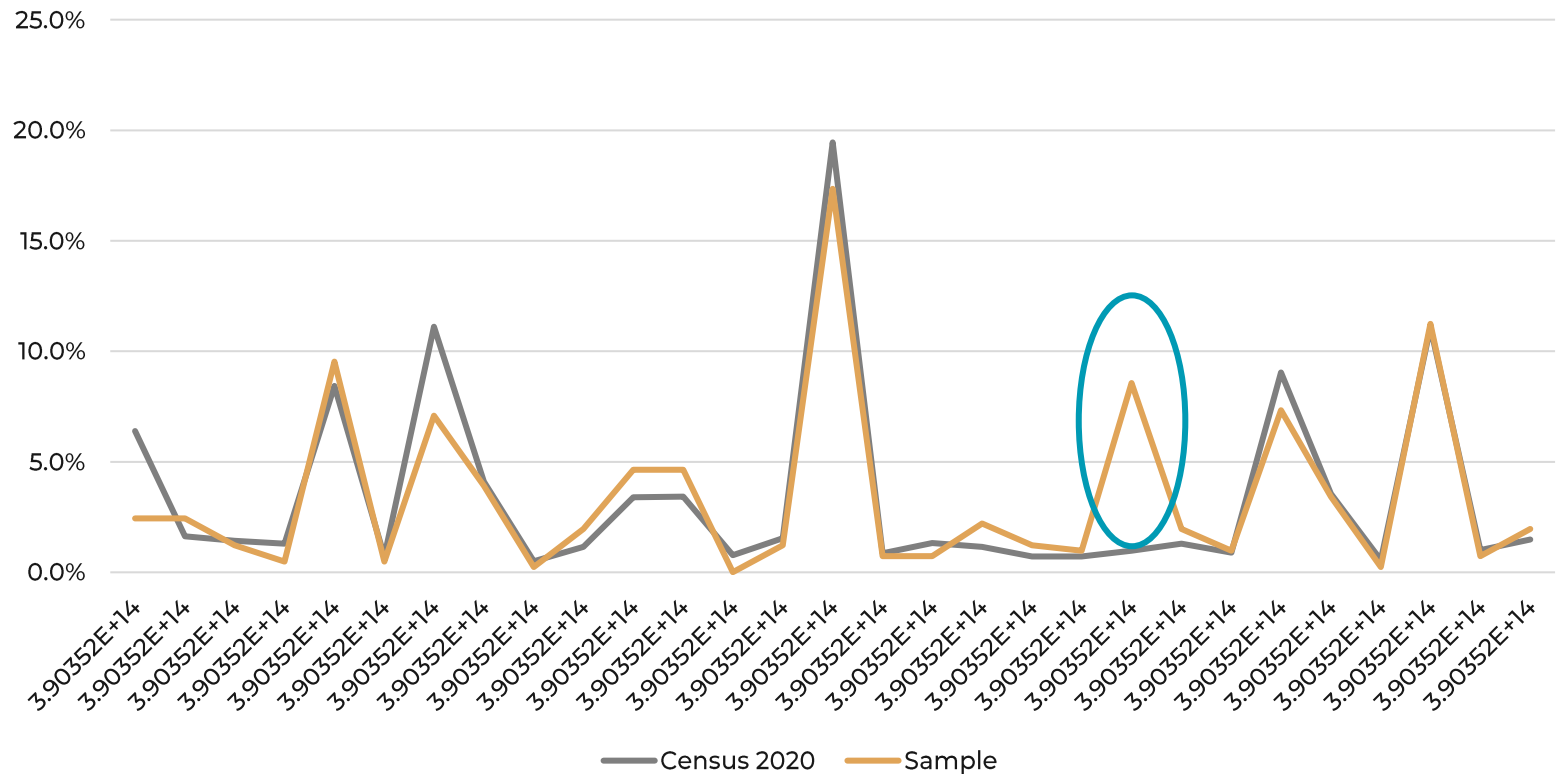


# ORANGE VILLAGE EXAMPLES | POPULATION DISTRIBUTION

Overcount: Lakes of Orange Development

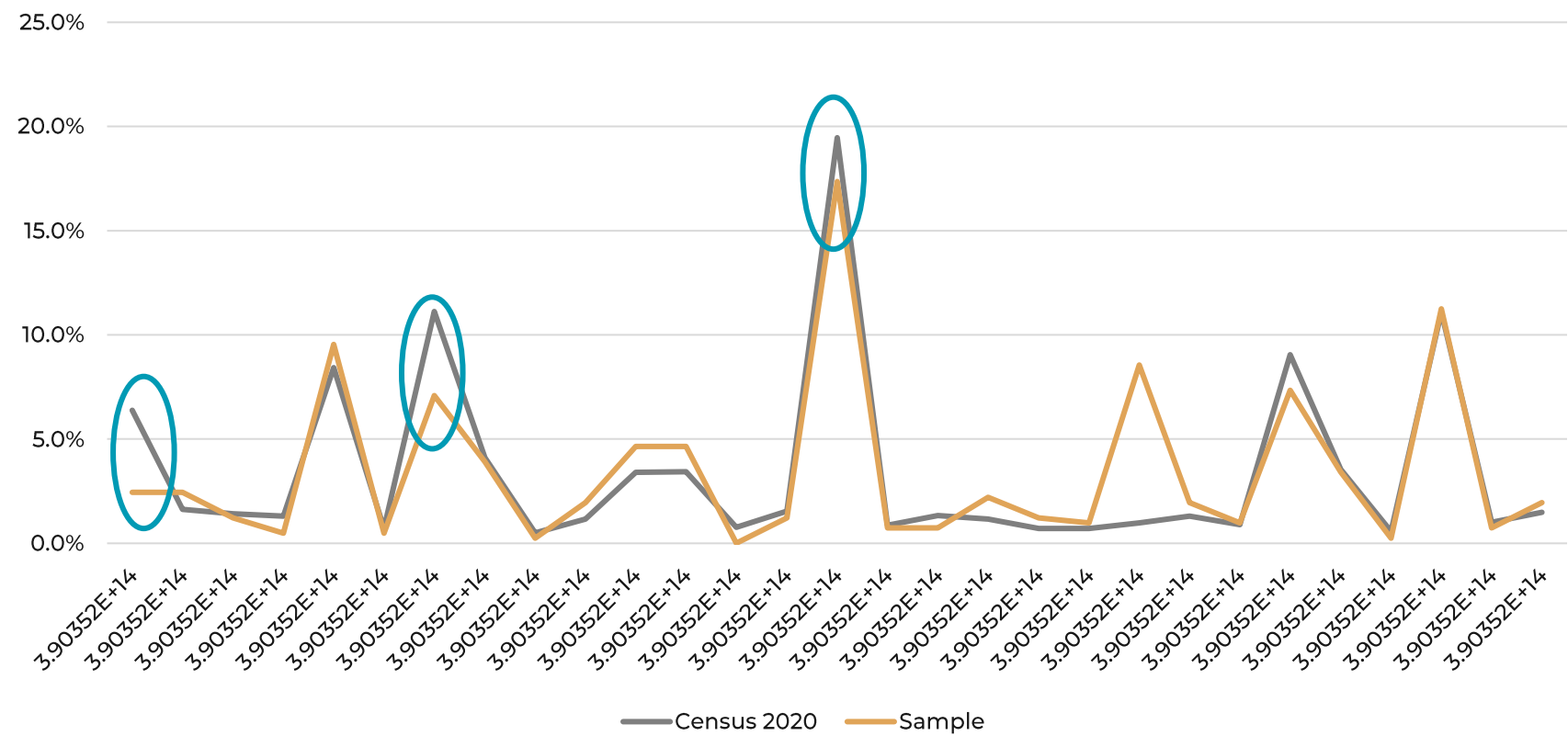


Correlation Coefficient:  
0.898215468



# ORANGE VILLAGE EXAMPLES | POPULATION DISTRIBUTION

Under Counted  
Census Blocks:  
390351971001011  
390351971002005  
390351971003005



# DATA & ANALYSIS | FILTERING

- **Ask yourself:**
  - How do I want to use the data collected?
  - How can I tell a better story with the collected data?
  - How can I filter out incomplete, duplicative, or deceptive surveys from all responses?
  - Which tools will I use to help verify that the responses are from my desired population?



# DATA & ANALYSIS | FILTERING

- Important survey questions to consider:
  - Demographics: age, presence of age groups, tenure/length of residency, etc.
  - Address: exact or approximate
  - Verification: honest and truthful responses



**FILTERING  
CAN BE WITH  
ANY METRIC  
YOU NEED!**

# DATA & ANALYSIS | CROSS REFERENCES

## **18 - 44 YEARS TOP 5 REASONS FOR POTENTIALLY MOVING (246)**

- 1) To be able to use sidewalks/walk (149, 60.6%)
- 2) For lower taxes (89, 36.2%)
- 3) For a different climate (69, 28.1%)
- 4) For a newer house (64, 26.0%)
- 5) For better community facilities (62, 25.2%)

*I do not plan to move (90, 36.6%)*

## **45 - 64 YEARS TOP 5 REASONS FOR POTENTIALLY MOVING (475)**

- 1) To be able to use sidewalks/walk (220, 46.3%)
- 2) For lower taxes (186, 39.2%)
- 3) For a different climate (162, 34.1%)
- 4) For a smaller house (116, 24.4%)
- 5) For a single story/ranch style home (72, 15.2%)

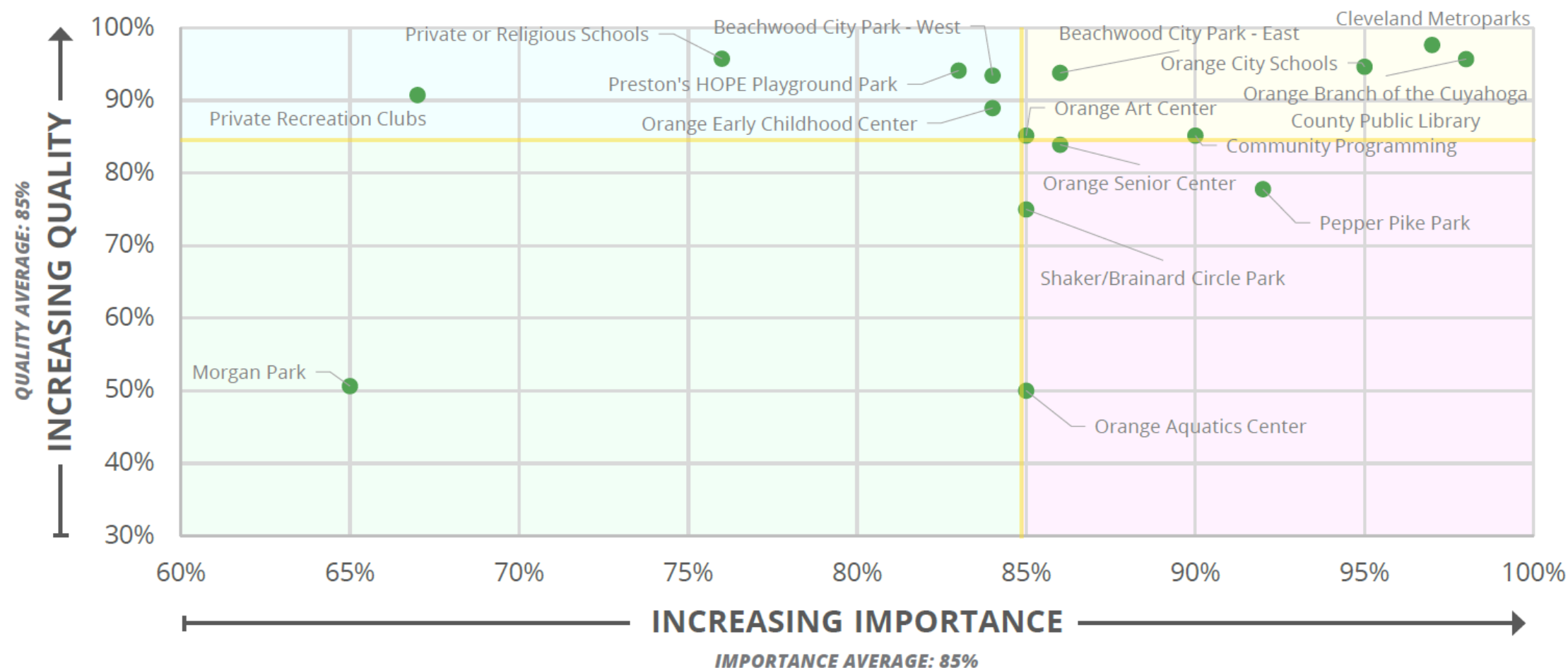
*I do not plan to move (186, 39.2%)*

## **65+ YEARS TOP 5 REASONS FOR POTENTIALLY MOVING (413)**

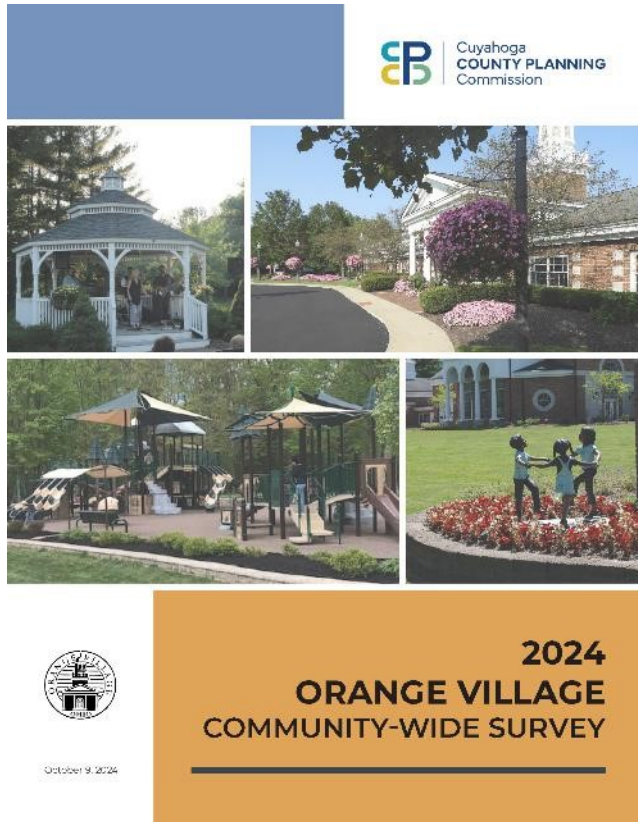
- 1) For a smaller house (161, 39.0%)
- 2) For lower taxes (148, 35.8%)
- 3) To be able to use sidewalks/walk (144, 34.9%)
- 4) For a different climate (107, 25.9%)
- 5) For a single story/ranch style home (99, 24.0%)

*I do not plan to move (239, 57.9%)*

# DATA & ANALYSIS | CROSS REFERENCES



# OUTCOMES & LESSONS LEARNED | ORANGE VILLAGE



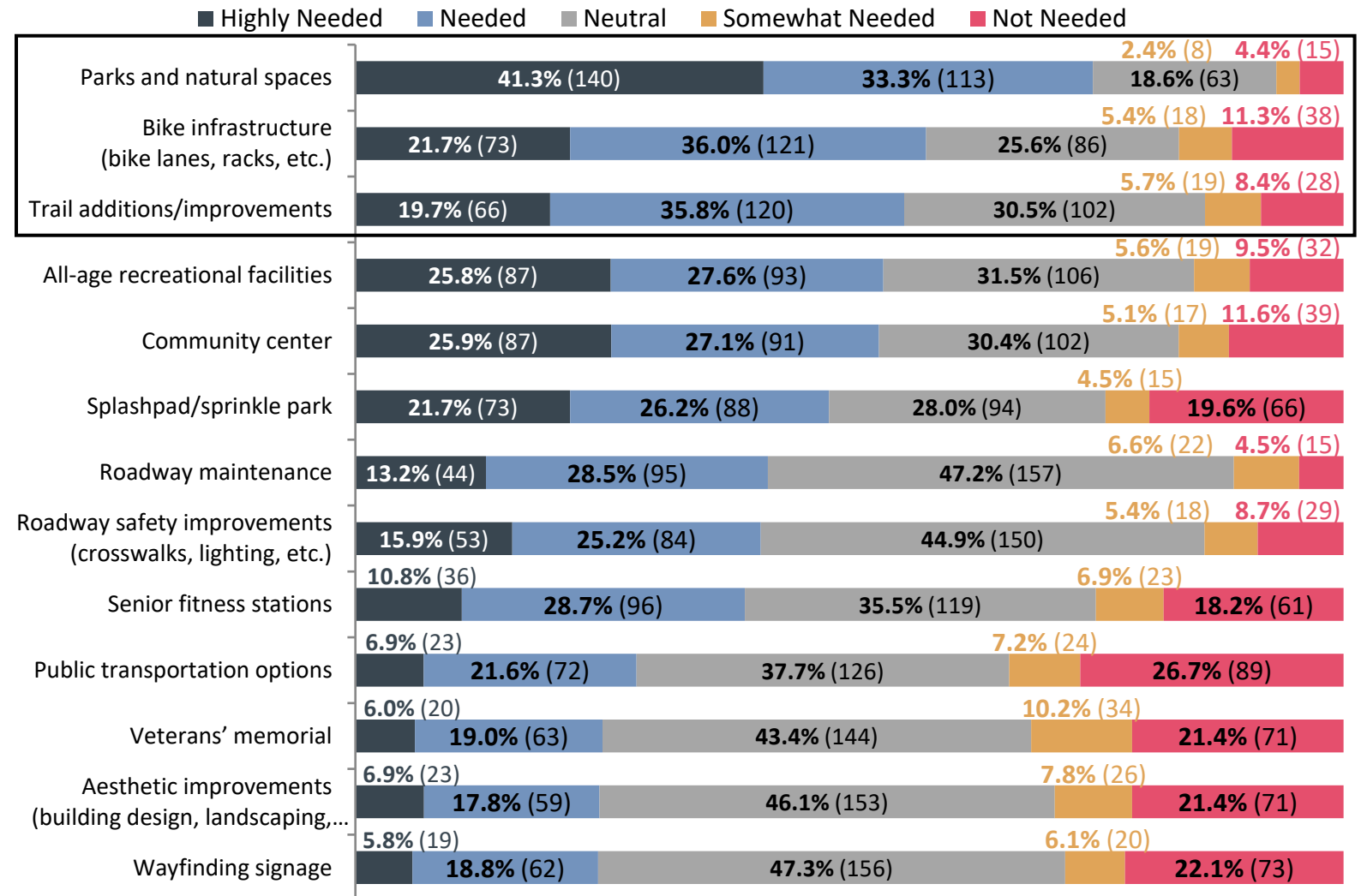
- Survey officially opened:
  - June 14, 2024
- Survey officially closed:
  - July 30, 2024 (one-week extension)
- 432 adult residents (18+ years)



# OUTCOMES & LESSONS LEARNED | ORANGE VILLAGE

## Highest-Rated Infrastructure & Community Improvement Needs

- Parks and natural spaces (74.6%)
- Bike Infrastructure (bike lanes, racks, etc.) (57.7%)
- Trail additions/improvements (55.5%)



# OUTCOMES & LESSONS LEARNED | ORANGE VILLAGE

- How has the Orange Village Survey assisted Village decision-making so far?
- What was successful about the Orange Village Survey?
- What are things you might change in a future survey?
- What issues arose and how were they resolved?
- Did the Orange Village Survey achieve its goal?

# OPEN FLOOR Q & A



**ADDITIONAL THOUGHTS? SEND US AN EMAIL!**

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**Mayor Judson Kline, FAIA, NCARB, LEED AP**

