

**APPENDIX I:
COMMUNITY ATTITUDE SURVEY**

Triad Research Group



Summary of the 2011 Community Attitude Survey for the Cleveland-Cuyahoga County Port Authority

This summary presents the key findings of a telephone survey completed with 400 registered voters living in Cuyahoga County between May 19 and 24, 2011. Based on 400 calls, the survey results have an overall margin of error of no more than +/-5% at the 95% confidence level.

FAMILIARITY WITH THE CLEVELAND-CUYAHOGA COUNTY PORT AUTHORITY

Less than half of the voters (44%) feel very or somewhat familiar with the Cleveland-Cuyahoga County Port Authority, while 54% said they are not very familiar with the Port Authority. Of those who are familiar with it, 72% have a favorable opinion of the Port Authority, but this is just 32% of all voters.

Furthermore, even at the end of the survey, just half (50%) rated the job the Port is doing positively, while a fourth (27%) gave the Port an only fair or poor rating. Another fourth (23%) could not rate its job performance.

Despite the lack of knowledge about the Port Authority, three-fourths of voters (76%) said the Port of Cleveland is extremely or very important to the economy in Cuyahoga County.

BENEFITS STATEMENTS

All six benefits statements tested about the Port Authority had a positive impact on a large majority of voters with about three-fourths or more saying each one would make them have a more favorable opinion of the Port. The two most compelling statements related to the direct impact the Port has on jobs and the economy followed by the three about the Port's indirect impact. They were:

- Jobs dependent on the Port of Cleveland result in nearly \$87 million in salaries and income that is spent in our local economy (83% much more or somewhat more favorable opinion)
- Nearly 11,000 jobs in Northeast Ohio depend on the Port of Cleveland (82% more favorable)
- The Port's Foreign Trade Zone helps local manufacturers lower their costs and be more competitive with overseas companies (80%)
- The Port Authority has helped local businesses and other employers finance nearly \$1.8 billion in economic development projects in Northeast Ohio (80%)
- Cargo activity at the Port of Cleveland generates nearly \$67 million in state and local tax money each year (78%) and
- The Port is going to provide regular public access to Dike 14 which will become an 88 acre nature preserve located on the lakefront (72%).

SUPPORT FOR PORT AUTHORITY'S PLANNING INITIATIVES

There was also strong voter support for all five of the proposals the Port Authority is considering as part of its long range plan, with between 77% and 94% in favor of each one. They included:

- Help to improve the environmental quality of the Cuyahoga River and remove floating debris near the lakeshore (94% favored)
- Expand the shipment of steel, industrial equipment, and new cargo like wind energy turbines (89%)
- Continue to help businesses get low cost financing for economic development projects (90%)

Port of Cleveland's Strategic Action Plan: Technical Appendices
Appendix I: Community Attitude Survey

- Grow the Port's cargo business in part by starting container feeder service connections through Canada to ports overseas (80% favored) and
- Develop a cross-lake ferry service for people, automobiles, and limited cargo between Cleveland and Canada (77% favored).

In addition...

- 69% of voters think it is a good idea that the Port decided to stay at its current location and leave room for lakefront development instead of moving. Only 13% said the Port staying where it is now is a bad idea while 2% were mixed and 15% weren't sure.
- And 80% favored the Port taking local responsibility for maintaining the riverbanks and re-locating the river sediment to keep the shipping channel open. Only 9% were opposed to this while 11% weren't sure. But keep in mind that currently, just 58% of voters are aware that the river channel must be dredged each year, the sediment removed and the river bank reinforced to keep the Cuyahoga River open to shipping, business and recreation activities. And only 16% of voters are aware that right now no one single local agency is responsible for maintaining the riverbank and disposing of the river sediment to keep the shipping channel open.