

2010 Town of Westlake Resident Survey *Final Report*



Submitted To:



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2010 Town of Westlake Resident Survey

Executive Summary Report

Overview and Methodology

During the summer of 2010, ETC Institute administered a Resident Survey for the Town of Westlake. The purpose of the survey was to gather input from citizens to help Town leaders make critical decisions concerning the allocation of Town resources, to measure the effectiveness of Town Services, and to help decide the future direction of the community. This was the second time the Town had administered a resident survey; the first survey was administered in 2009.

The five-page survey was administered by mail and phone to a random sample of 261 households in the Town. The results for the random sample of 261 households have a 95% level of confidence with a precision of at least +/- 4.0%.

This summary report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- trend analysis
- benchmarking data that shows how the results for Westlake compare to other cities and towns in the U.S. and to other communities where the DirectionFinder® survey was administered.
- importance-satisfaction analysis
- tabular data that show the results for each question on the survey
- a copy of the survey instrument.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Westlake with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of Town services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

Major Findings

- **Ratings of the Overall Quality of Life in Westlake.** Based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, most (91%) of the residents surveyed were satisfied with the overall quality of life in Westlake; 6% of the residents were “neutral” and only 3% were “very dissatisfied” or “dissatisfied.”
- **Overall Satisfaction With Major Categories of Town Services.** The highest levels of satisfaction with Town services, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of public safety services (83%), the effectiveness of Town communication (76%) and Westlake’s emergency preparedness efforts (73%).
- **Major Categories of Town Services that Residents Felt Were Most Important.** The top three major Town services that residents felt were most important were: 1) public safety services, 2) Westlake Academy and 3) the maintenance of Town streets.
- **Specific Town Services that Residents Felt Were Most Important.** The top five specific Town services that residents felt were most important were: 1) local police protection, 2) fire services, 3) emergency medical services 4) residential trash collection services and 5) the condition of major streets.
- **Police Services.** The police services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of local police protection (84%), how quickly the police respond to emergencies (80%) and the visibility of police in neighborhoods (78%).
- **Fire and Medical Services.** The fire and medical services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of emergency medical services (81%) and the overall quality of fire services (80%).
- **Maintenance Services.** Of the residents who had an opinion, seventy-seven percent (77%) of residents were “very satisfied” or “satisfied” with the cleanliness of streets and other public areas in Westlake; 74% of residents were “very satisfied” or “satisfied” with the condition of neighborhood streets in Westlake.

- **Parks and Recreation Services.** The parks and recreation service that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, was the maintenance of the Town park (69%). Residents were least satisfied with the number of parks in the community (47%).
- **Utility Services.** The utility services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: curbside recycling services (91%), residential trash collection services (89%), and yard waste collection services (77%).
- **Code Enforcement.** The code enforcement services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the enforcement of yard parking regulations (78%) and the enforcement of sign regulations (75%).
- **Reasons Residents Will Stay in Westlake Over the Next Five Years.** The three most important reasons that residents indicated they will continue to stay in Westlake over the next five years were: 1) low taxes, 2) to live in their specific neighborhood and 3) Westlake Academy.
- **Willingness of Residents to Pay Property Taxes to Avoid Reductions in Town Services.** The Town services that residents were most willing to pay a property tax to avoid reductions in current service levels, based upon a combination of “very willing,” “willing” and “somewhat willing” responses, were the maintenance of streets and drainage (65%) and public safety services (63%). Residents were least willing to pay a property tax for historic preservation (28%) and public art (29%).
- **Projects/Services Residents Felt Should be the Highest Priority for Improvement.** The top two projects/services that residents felt should be the highest priority for improvement if funding were available were: 1) public safety/new fire station and 2) improvements to Westlake Academy.

Other Findings

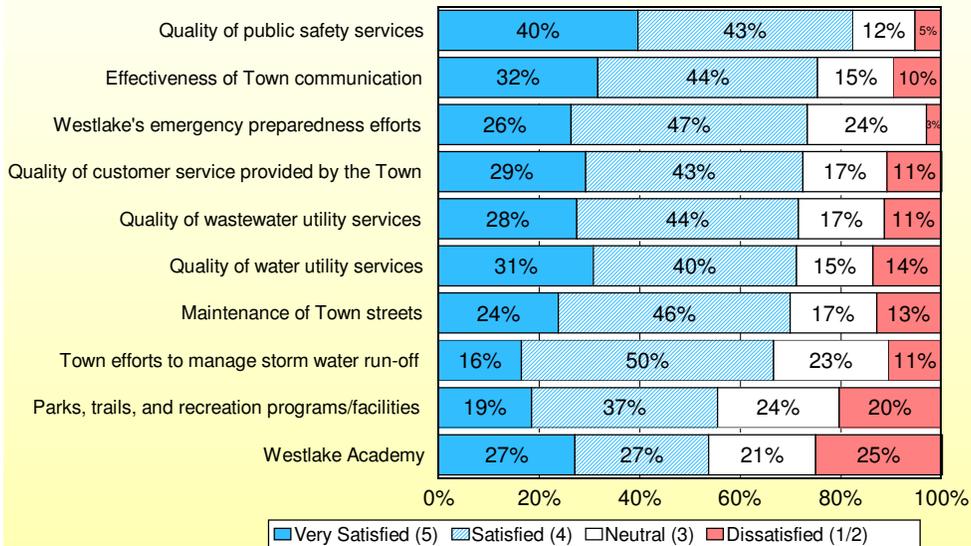
- Most (80%) of residents, who had an opinion, were “very satisfied” or “satisfied” with the overall image of Westlake.
- Seventy-nine percent (79%) of residents, who had an opinion, were “very satisfied” or “satisfied” with their decision to stay in Westlake.

- Most (95%) of the residents surveyed felt “very safe” or “safe” in the Town of Westlake; 2% of the residents felt “unsafe” and 3% of residents did not have an opinion.
- The primary ways that residents received information about the Town were from e-mails from the Town (63%) and the Westlake Wire (49%).
- Most (86%) of the residents who had read the Westlake Wire, indicated they had read the publication during the past year.
- Seventy-nine percent (79%) of the residents who had assessed the Town’s website indicated they had looked at Council packets on the site.

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With Town Services by Major Category

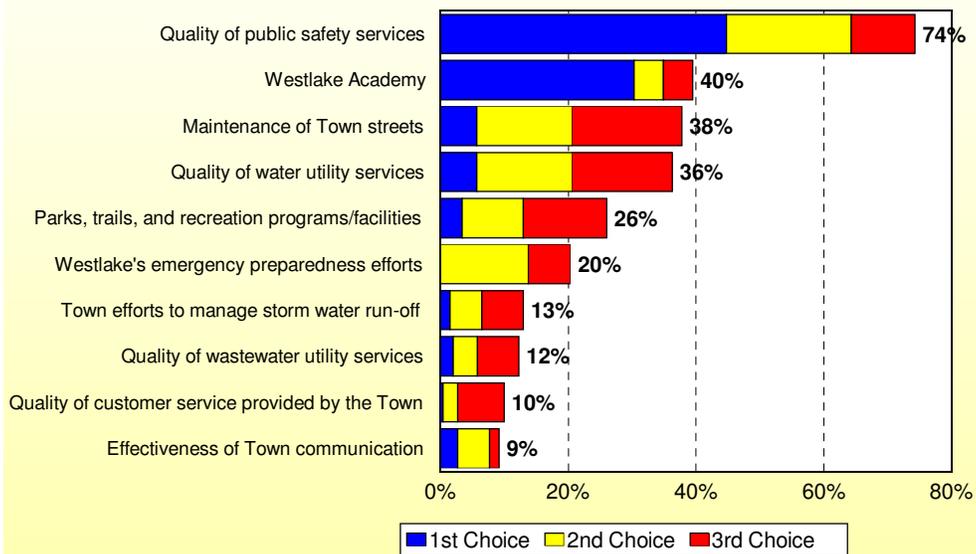
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q2. Major Categories of Town Services That Residents Felt Were Most Important

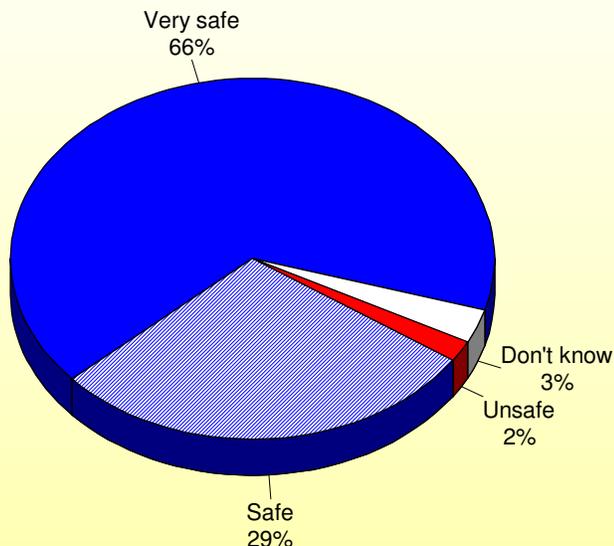
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q3. Overall, how safe do you feel in the Town of Westlake?

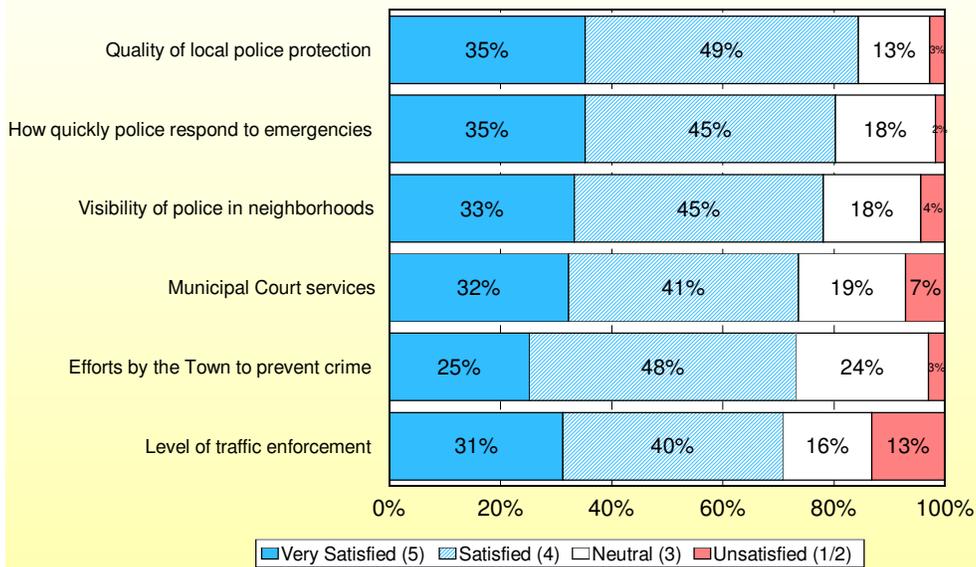
by percentage of respondents



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q4a-f. Satisfaction with Police Services in the Town of Westlake

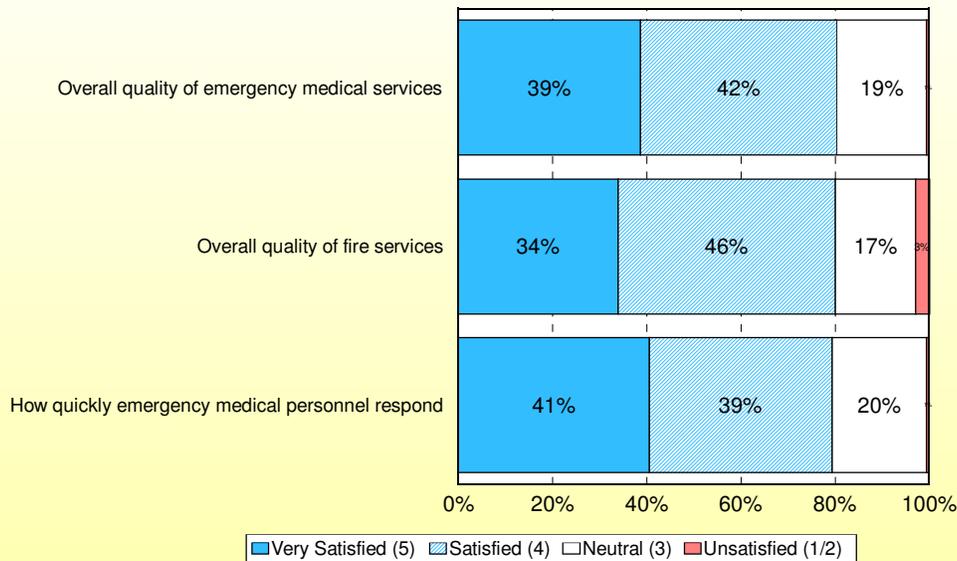
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q4g-i. Satisfaction with Fire and Medical Services in the Town of Westlake

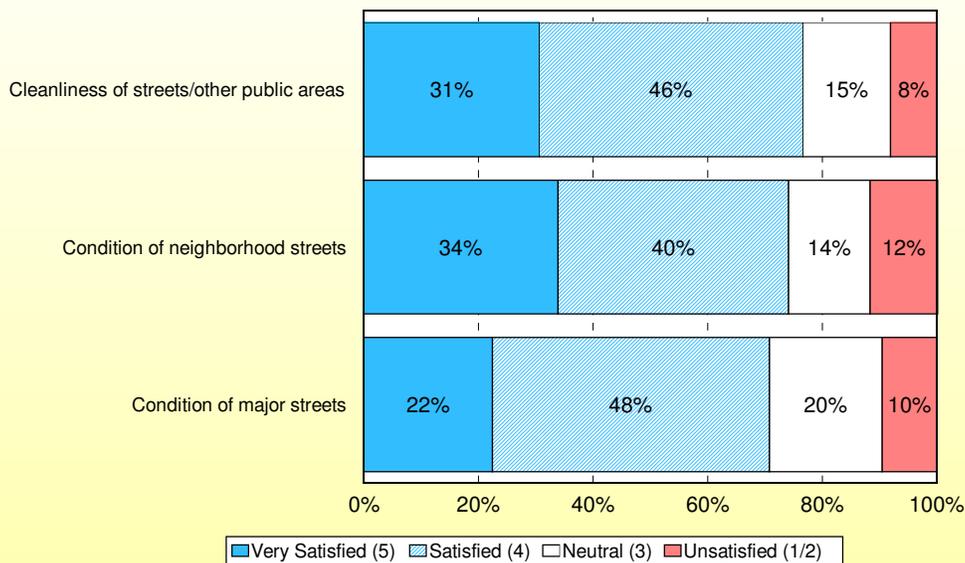
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q4j-l. Satisfaction with Maintenance Services in the Town of Westlake

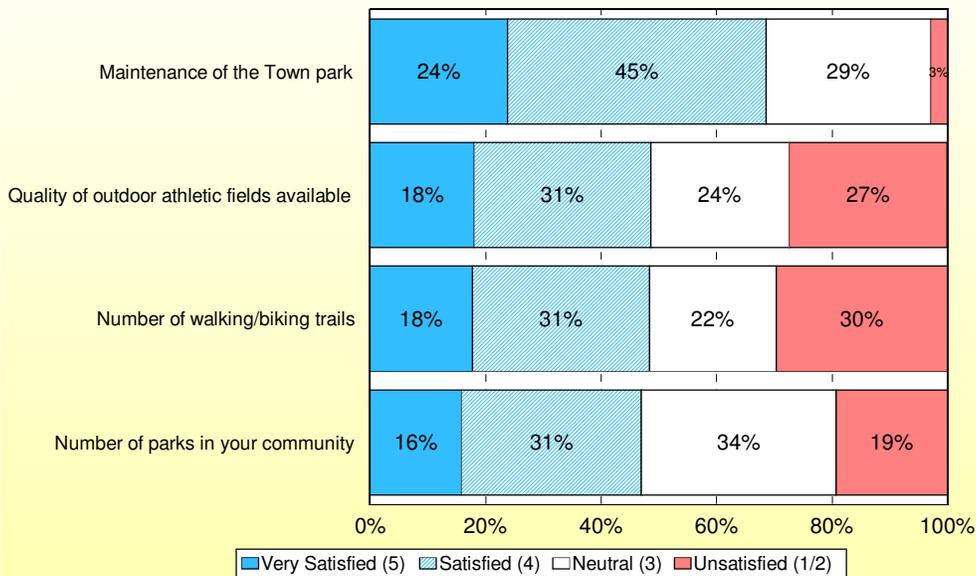
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q4m-p. Satisfaction with Parks and Recreation Services in the Town of Westlake

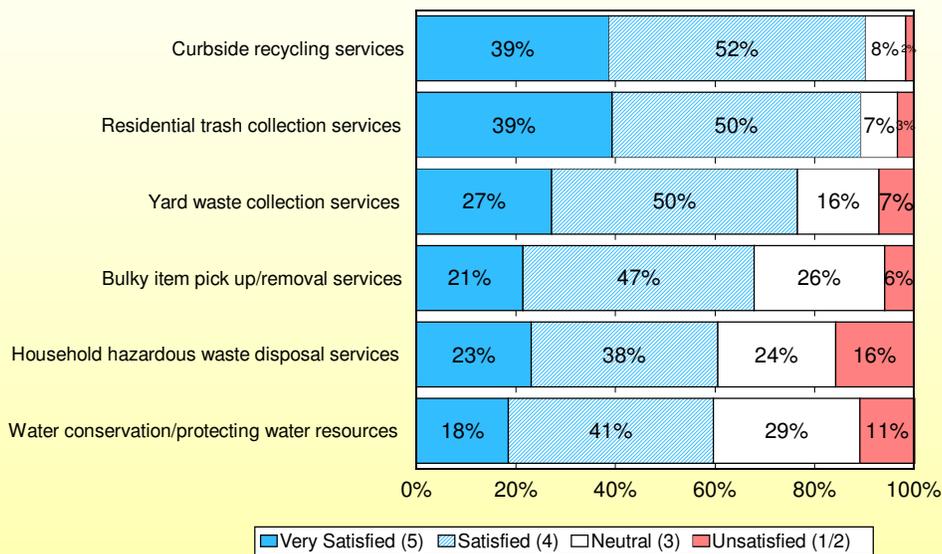
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q4q-v. Satisfaction with Utility Services in the Town of Westlake

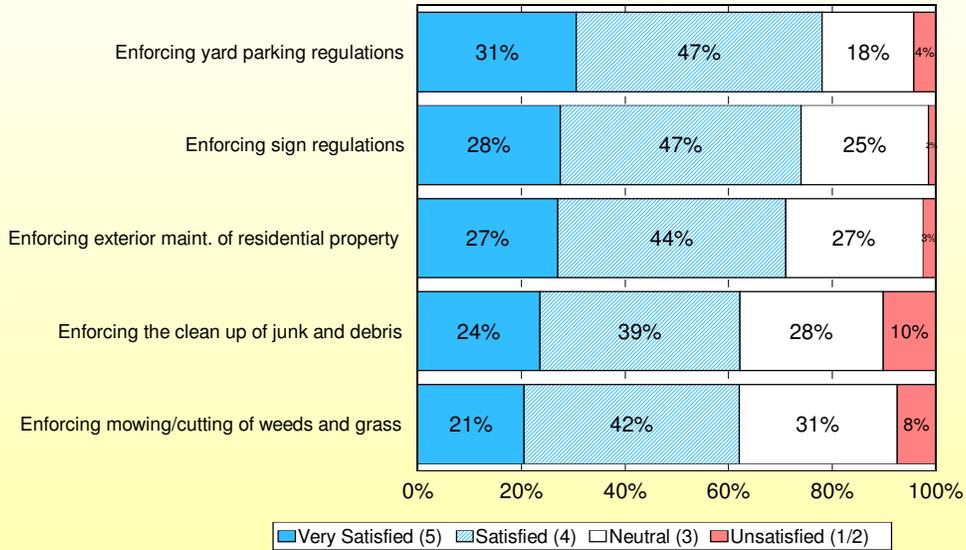
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q4w-aa. Satisfaction with Code Enforcement Services in the Town of Westlake

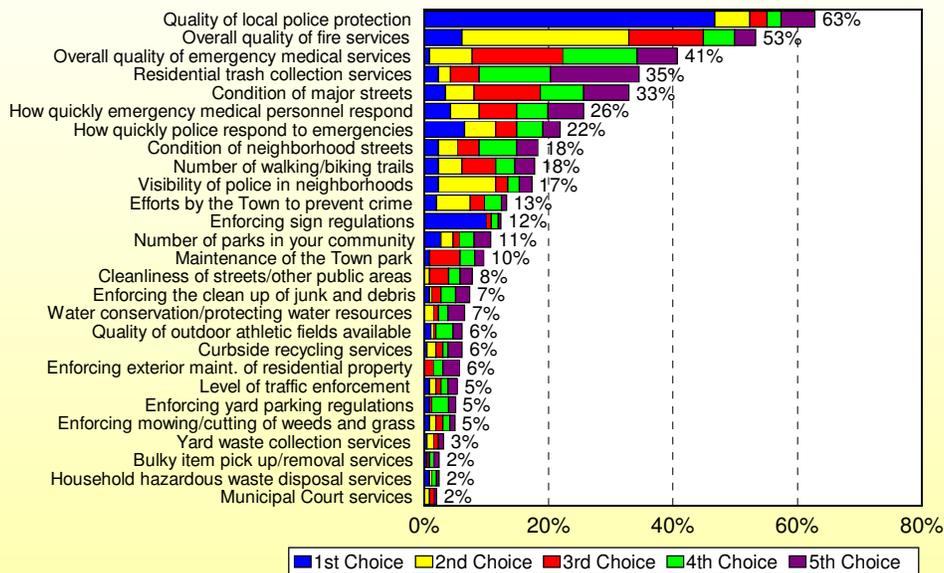
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q5. Specific Town Services That Residents Felt Were Most Important

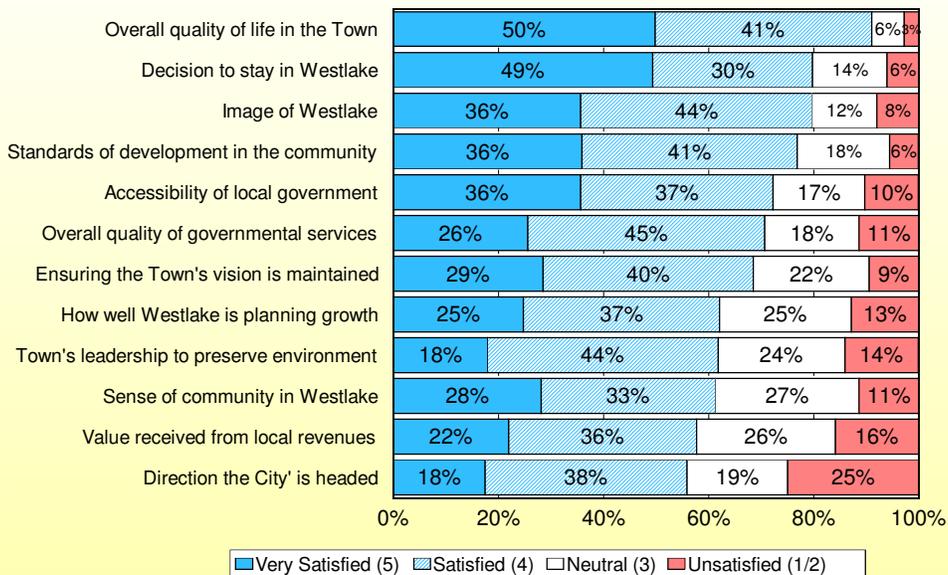
by percentage of respondents who selected the item as one of their top five choices



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q6. Perceptions of Westlake

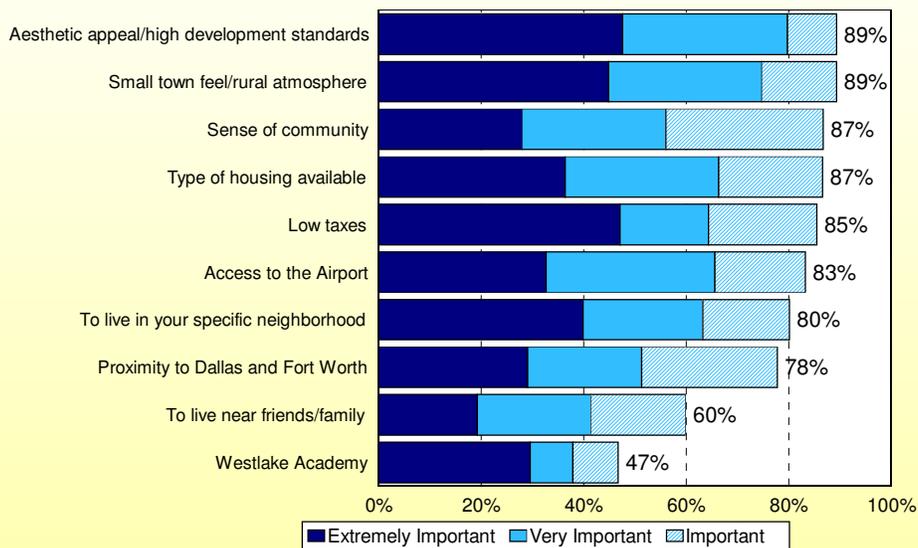
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q7. Importance of Various Reasons in the Decision to Move to Westlake

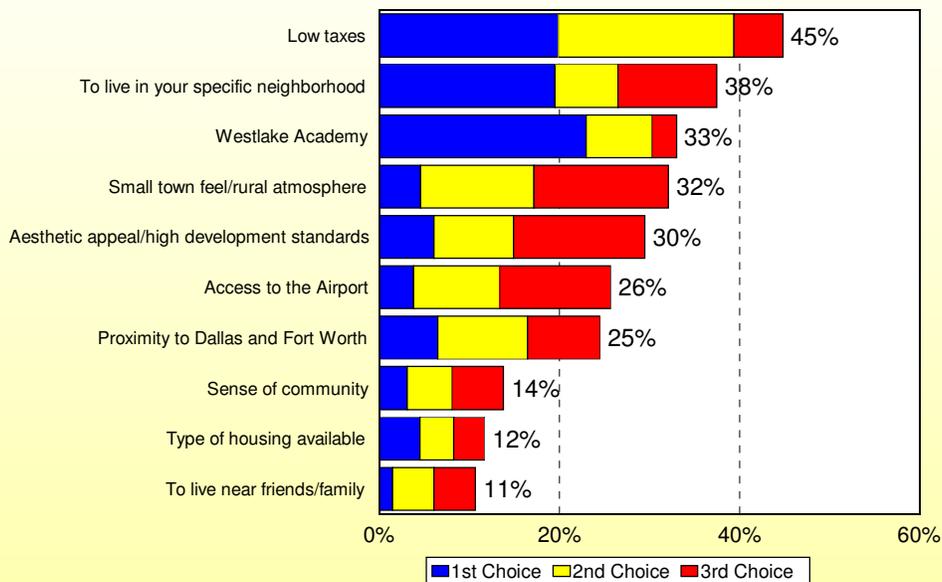
by percentage of respondents who felt the item was "extremely important," "very important" or "important"



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q8. Reasons Residents Will Stay in Westlake Over the Next Five Years

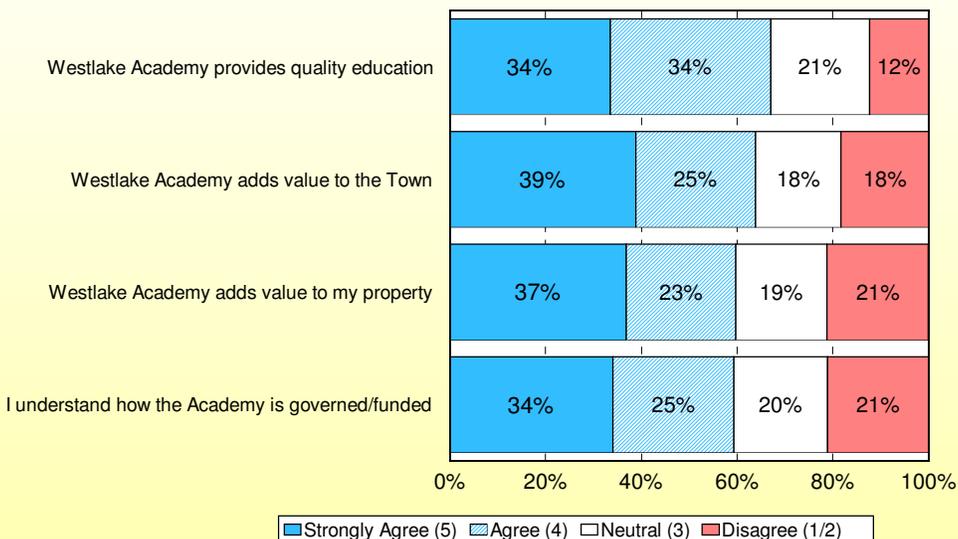
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q9. Level of Agreement With Various Statements About Westlake Academy

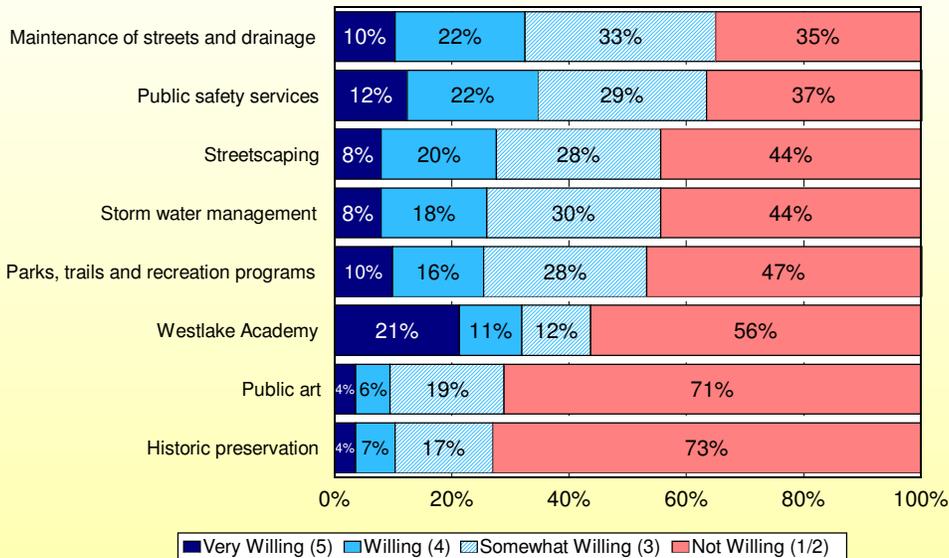
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q10. Willingness of Westlake Residents to Pay a Property Tax to Avoid Reductions in Town Services

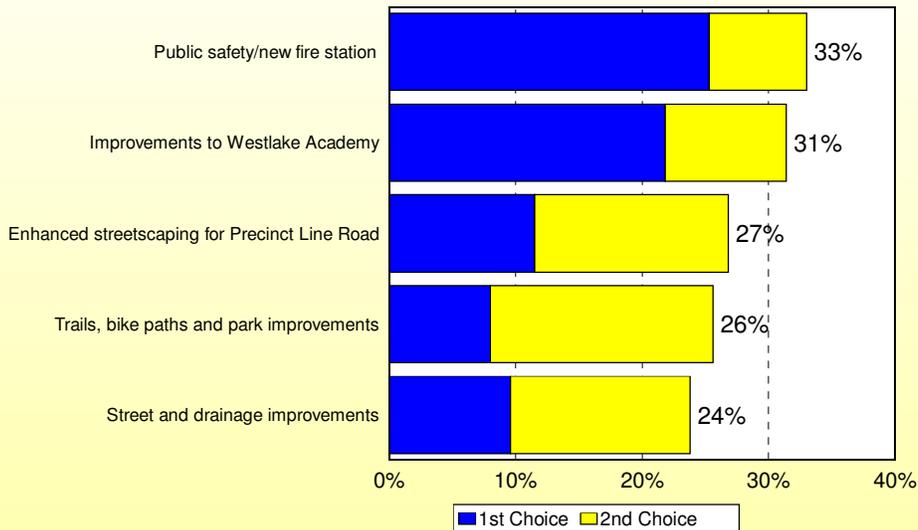
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q11. Projects and Services Residents Felt Should be the Highest Priority for Improvement If the Funding Were Available

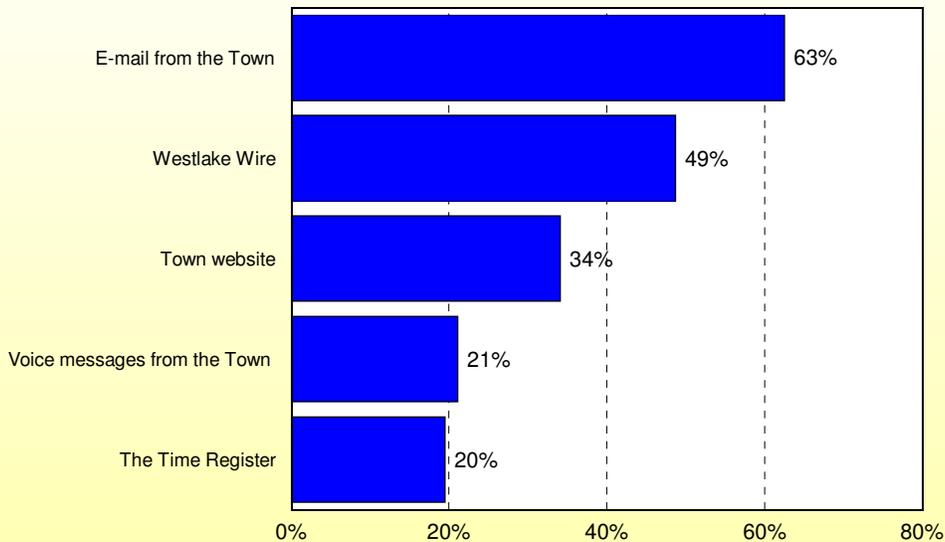
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q12. Primary Sources of Information about the Town of Westlake

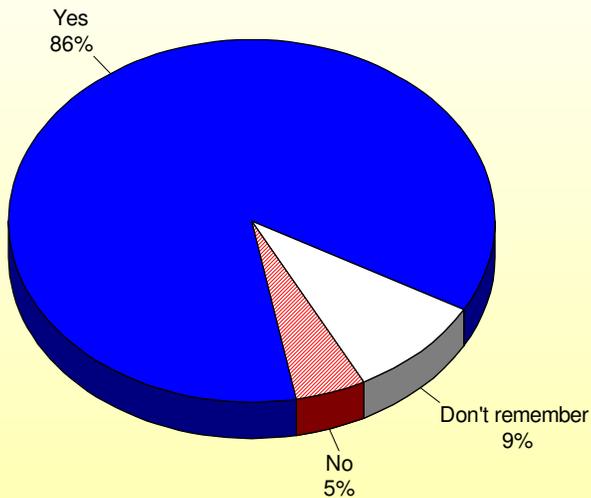
by percentage of respondents (multiple responses were allowed)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q12-2. Have you read the Westlake Wire during the past year?

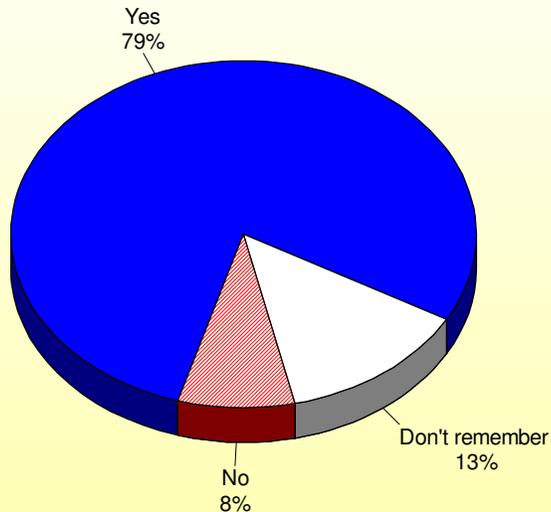
by percentage of respondents who indicated that the Westlake Wire was one of the primary ways they received information about the Town



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q12-3. Have you looked at Council packets on the website?

by percentage of respondents who indicated that the Town website was one of the primary ways they received information about the Town



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q13. Demographics: How many years have you lived in Westlake?

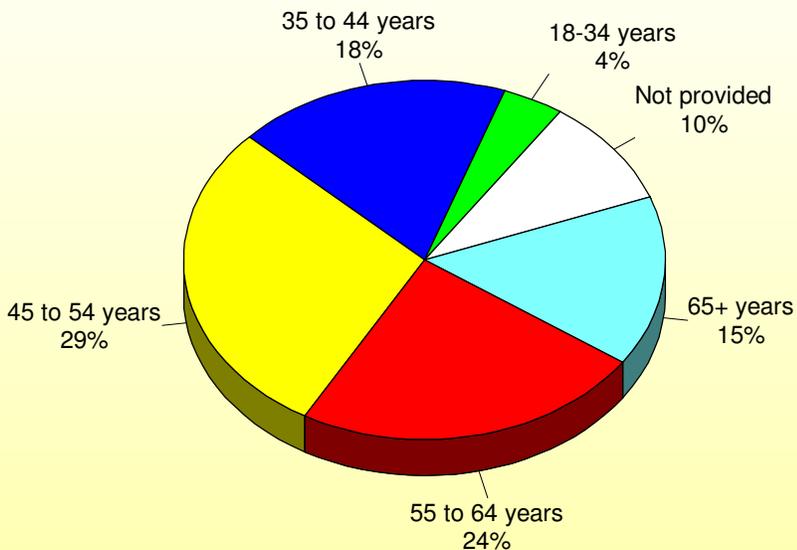
by percentage of respondents



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q14. Demographics: Age of Survey Respondents

by percentage of respondents

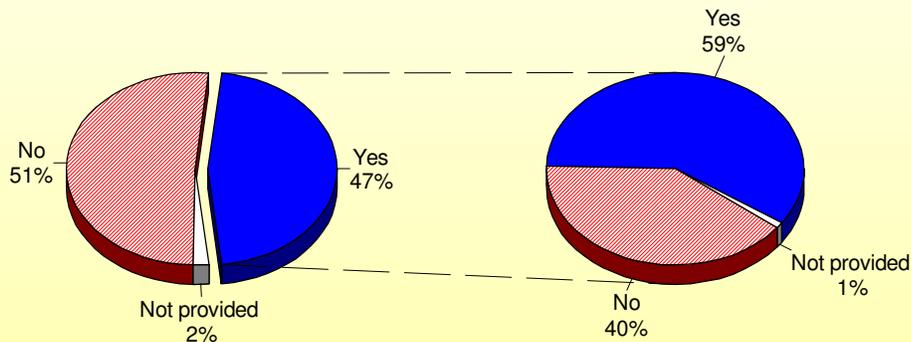


Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q15. Do any children in grades K-12 currently live in your home?

by percentage of respondents

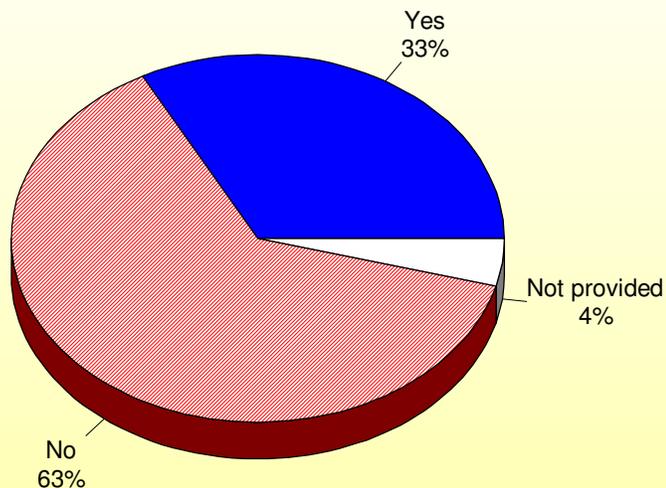
Q15a. If YES, do any of these children currently attend Westlake Academy?



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q15b. If NO, did any of these children previously attend Westlake Academy?

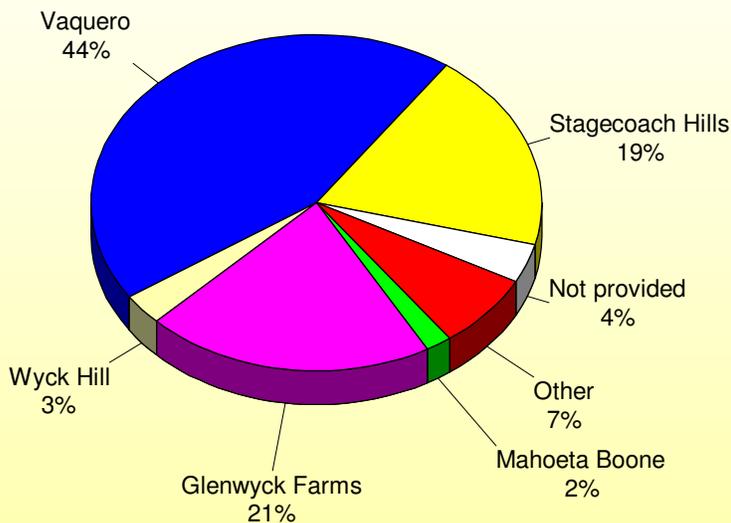
by percentage of respondents who had children in grades K-12 living in their home who were not attending Westlake Academy



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q16. Demographics: In which subdivision do you live?

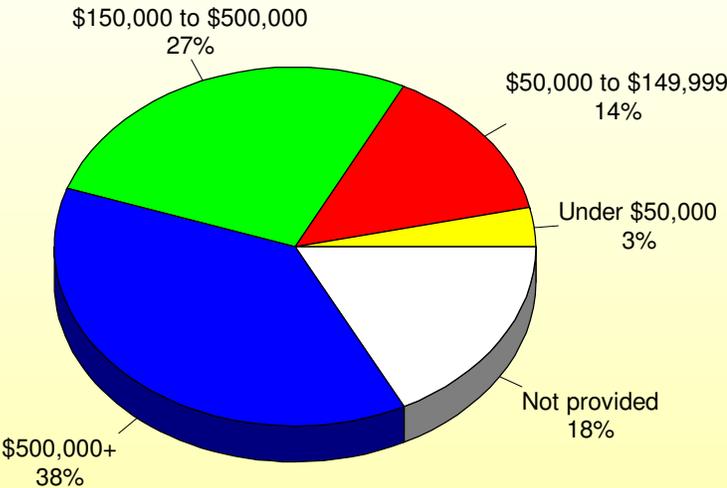
by percentage of respondents



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q17. Demographics: Household Income

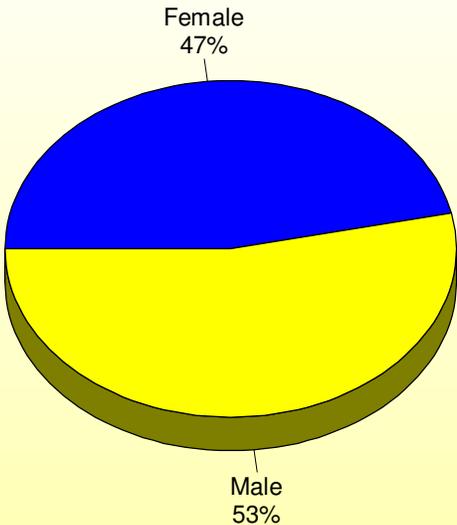
by percentage of respondents



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Q18. Demographics: Respondents Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Section 2:
Trend Analysis

DirectionFinder® Survey

Analysis of Trends from 2009 to 2010

Overview

In 2009 and then again in 2010 the Town of Westlake conducted a resident survey to assess resident satisfaction with the delivery of major city services. The charts on the following pages show how the results of the Town's 2010 survey compare to the results of the Town's 2009 survey. Given the sample size of both surveys, changes of 4.0% or more from 2009 to 2010 were statistically significant.

Some of the significant changes are described below.

Significant Changes

- **Satisfaction with the Overall Quality of Life in Westlake.** There was a significant increase (+5%) in the percentage of residents who were satisfied with the overall quality of life in Westlake (86% in 2009 versus 91% in 2010).
- **Satisfaction with Major Categories of City Services.** Among the ten major categories of city services that were assessed in 2009 and 2010, there were significant improvements in five areas:
 - Satisfaction with the Town's efforts to manage storm water run-off increased 20% from 46% in 2009 to 66% in 2010.
 - Satisfaction with the quality of wastewater utility services increased 12% from 60% in 2009 to 72% in 2010.
 - Satisfaction with the quality of water utility services increased 10% from 61% in 2009 to 71% in 2010.
 - Satisfaction with Westlake's emergency preparedness efforts increased 8% from 65% in 2009 to 73% in 2010.
 - Satisfaction with the maintenance of Town streets increased 7% from 63% in 2009 to 70% in 2010.

There was a **significant decrease** (-5%) in the percentage of residents who were satisfied with the quality of customer service provided by the Town (77% in 2009 versus 72% in 2010).

- **Satisfaction with Police Services.** Among the six police services that were assessed in 2009 and 2010, there were significant improvements in five areas:
 - Satisfaction with Westlake's efforts to prevent crime increased 7% from 66% in 2009 to 73% in 2010.
 - Satisfaction with the level of traffic enforcement increased 7% from 64% in 2009 to 71% in 2010.
 - Satisfaction with the overall quality of local police protection increased 6% from 78% in 2009 to 84% in 2010.
 - Satisfaction with how quickly police respond to emergencies increased 6% from 74% in 2009 to 80% in 2010.
 - Satisfaction with municipal court services increased 5% from 68% in 2009 to 73% in 2010.

There were no **significant decreases** in the police services that were rated.

- **Satisfaction with Fire and Medical Services.** Among the three fire and medical services that were assessed in 2009 and 2010, there were significant improvements in two areas:
 - Satisfaction with the overall quality of fire services increased 5% from 75% in 2009 to 80% in 2010.
 - Satisfaction with the quality of emergency medical services increased 4% from 77% in 2009 to 81% in 2010.

There were no **significant decreases** in the fire and medical services that were rated.

- **Satisfaction with Maintenance Services.** There were significant improvements in all three of the maintenance services that were assessed in 2009 and 2010; the results are provided below:
 - Satisfaction with the condition of neighborhood streets increased 8% from 66% in 2009 to 74% in 2010.
 - Satisfaction with the condition of major streets increased 6% from 64% in 2009 to 70% in 2010.
 - Satisfaction with the cleanliness of streets and other public areas increased 4% from 73% in 2009 to 77% in 2010.

There were no **significant decreases** in the maintenance services that were rated.

- **Satisfaction with Parks and Recreation Services.** Of the four parks and recreation services assessed in 2009 and 2010, satisfaction with the quality of the outdoor athletic fields available increased 17% from 32% in 2009 to 49% in 2010; satisfaction with the number of walking and biking trails decreased 4% from 53% in 2009 to 49% in 2010.

- **Satisfaction with Utility Services.** Of the six utility services that were assessed in 2009 and 2010, there were significant improvements in three areas:
 - Satisfaction with household hazardous waste disposal services increased 8% from 53% in 2009 to 61% in 2010.
 - Satisfaction with curbside recycling services increased 4% from 87% in 2009 to 91% in 2010.
 - Satisfaction with bulky item pick up/removal services increased 4% from 64% in 2009 to 68% in 2010.

There were no **significant decreases** in the utility services that were rated.

- **Satisfaction with Code Enforcement.** Of the five code enforcement services that were assessed in 2009 and 2010, there were significant improvements in three areas:
 - Satisfaction with the enforcement of yard parking regulations increased 9% from 69% in 2009 to 78% in 2010.
 - Satisfaction with the enforcement of sign regulations increased 9% from 66% in 2009 to 75% in 2010.
 - Satisfaction with the enforcement of the exterior maintenance of residential property increased 5% from 66% in 2009 to 71% in 2010.

There were no **significant decreases** in the code enforcement services that were rated.

- **Agreement with Statements about Westlake Academy.** There were significant decreases in agreement levels for two of the four statements about Westlake Academy; these findings are provided below:
 - Agreement that residents understand how the Academy is governed and funded decreased 15% from 74% in 2009 to 59% in 2010.
 - Agreement that Westlake Academy adds value to property decreased 6% from 66% in 2009 to 60% in 2010.
- **Willingness of Westlake Residents to Pay a Property Tax to Avoid Reductions in Town Services.** There were significant increases in the willingness of residents to pay a property tax to avoid reductions in all eight of the town services that were assessed in 2009 and 2010. The results are provided below:
 - Willingness of residents to pay a property tax to avoid reductions in streetscaping increased 17% from 39% in 2009 to 56% in 2010.
 - Willingness of residents to pay a property tax to avoid reductions in storm water management increased 16% from 40% in 2009 to 56% in 2010.

- Willingness of residents to pay a property tax to avoid reductions in the maintenance of streets and drainage increased 15% from 50% in 2009 to 65% in 2010.
- Willingness of residents to pay a property tax to avoid reductions in public safety services increased 13% from 50% in 2009 to 63% in 2010.
- Willingness of residents to pay a property tax to avoid reductions in Westlake Academy services increased 11% from 33% in 2009 to 44% in 2010.
- Willingness of residents to pay a property tax to avoid reductions in public art increased 8% from 21% in 2009 to 29% in 2010.
- Willingness of residents to pay a property tax to avoid reductions in parks, trails and recreation programs increased 8% from 46% in 2009 to 54% in 2010.
- Willingness of residents to pay a property tax to avoid reductions in historic preservation increased 6% from 22% in 2009 to 28% in 2010.

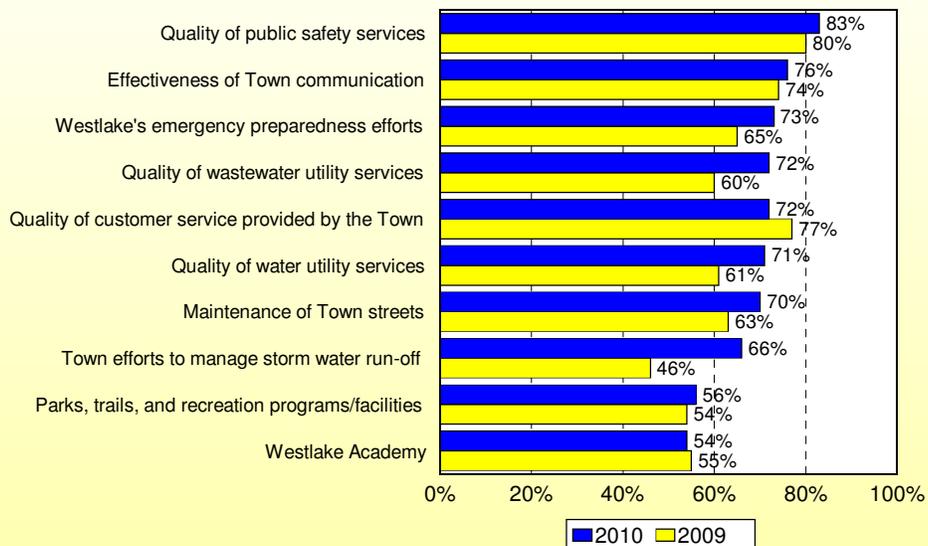
- **Other Significant Changes:**

There were **significant decreases** in the following items that were assessed in 2009 and 2010:

- Satisfaction with the direction the City's is headed decreased 13% from 69% in 2009 to 56% in 2010.
- Satisfaction with the value received from local revenues decreased 8% from 66% in 2009 to 58% in 2010.

Trends: Overall Satisfaction With Town Services by Major Category (2010 vs. 2009)

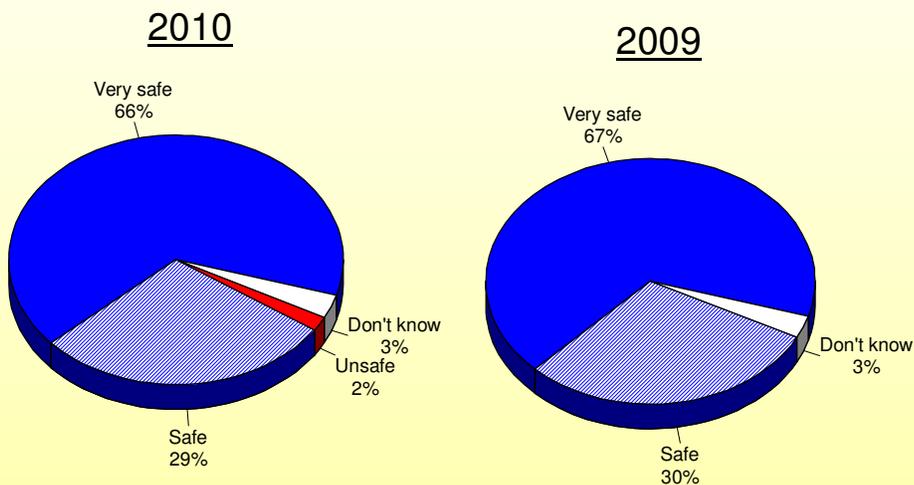
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Trends: Overall, how safe do you feel in the Town of Westlake?

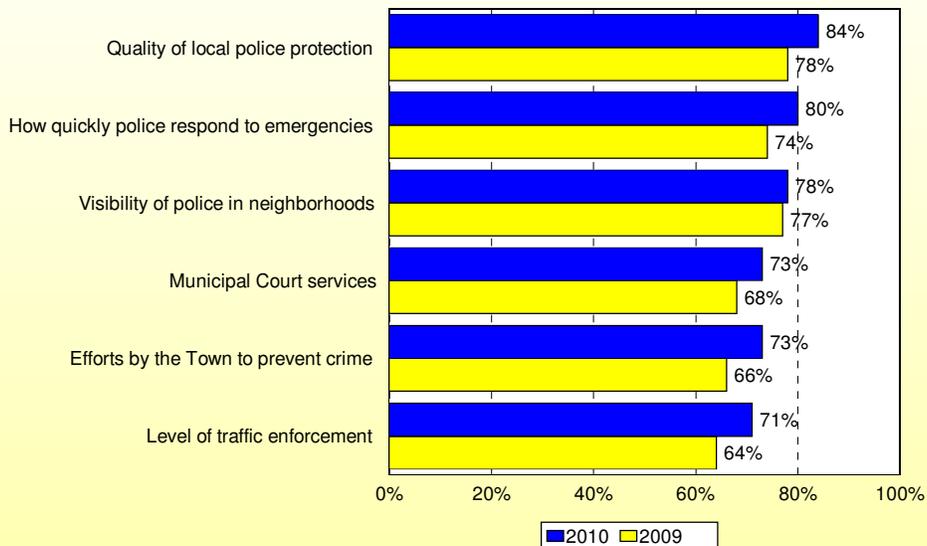
by percentage of respondents



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Trends: Satisfaction with Police Services in the Town of Westlake (2010 vs. 2009)

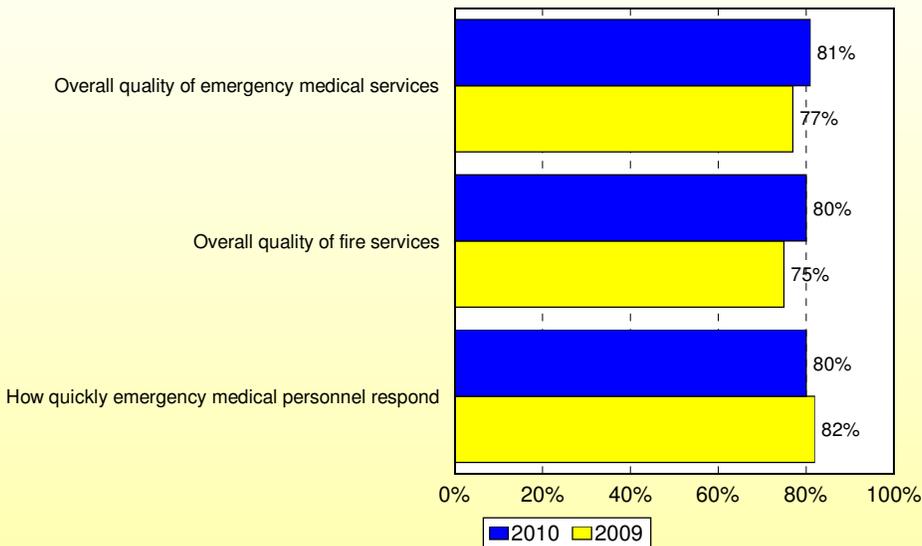
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Trends: Satisfaction with Fire and Medical Services in the Town of Westlake (2010 vs. 2009)

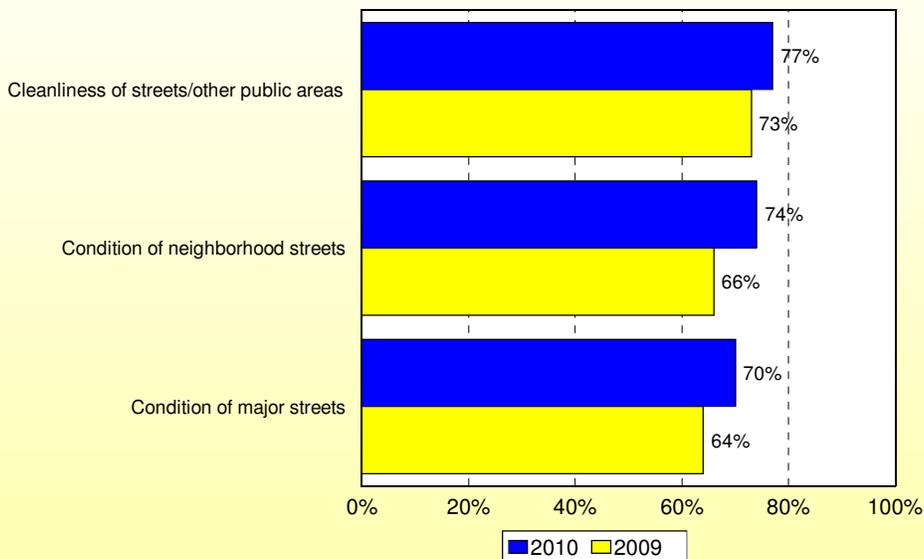
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Trends: Satisfaction with Maintenance Services in the Town of Westlake (2010 vs. 2009)

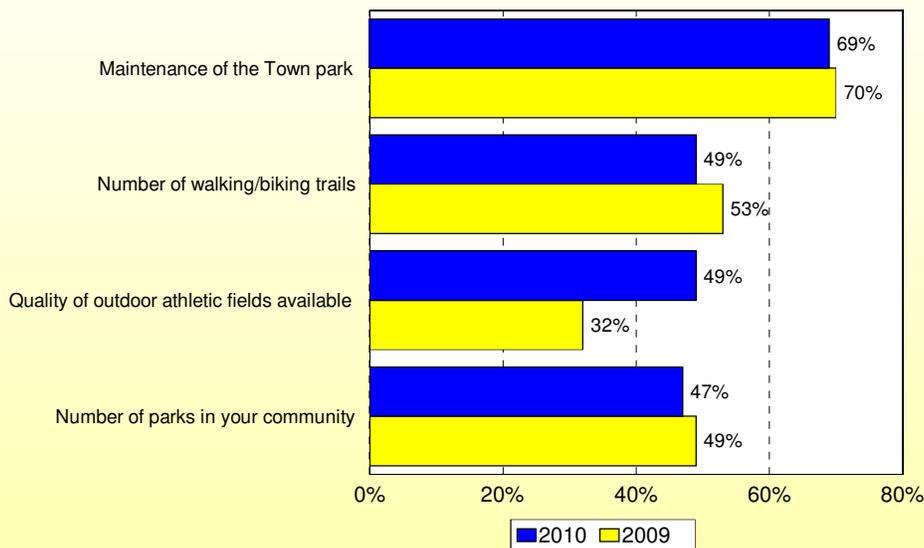
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Trends: Satisfaction with Parks and Recreation Services in the Town of Westlake (2010 vs. 2009)

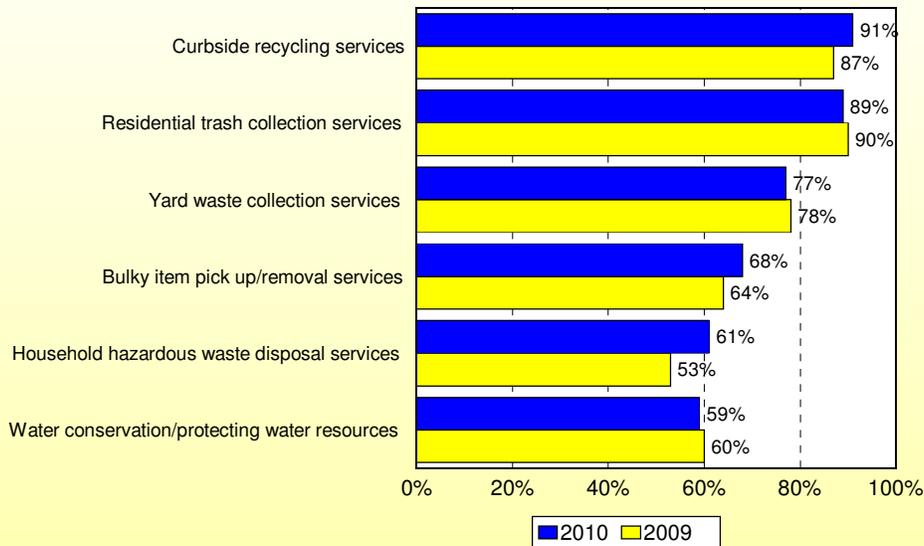
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Trends: Satisfaction with Utility Services in the Town of Westlake (2010 vs. 2009)

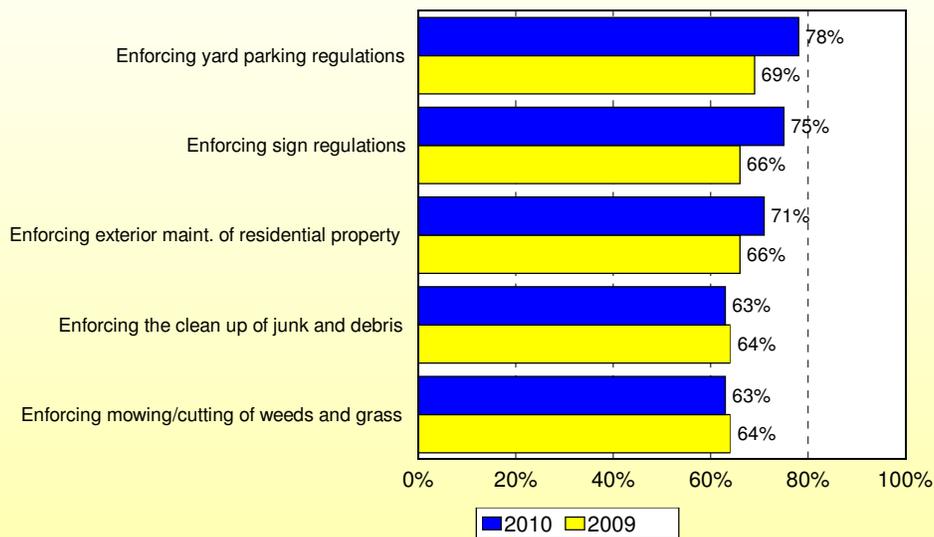
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Trends: Satisfaction with Code Enforcement Services in the Town of Westlake (2010 vs. 2009)

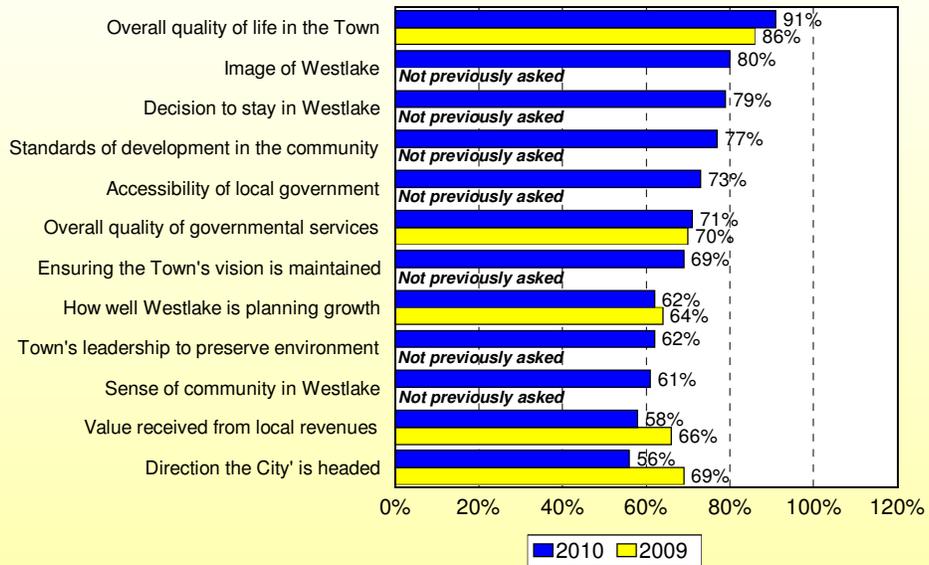
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Trends: Perceptions of Westlake (2010 vs. 2009)

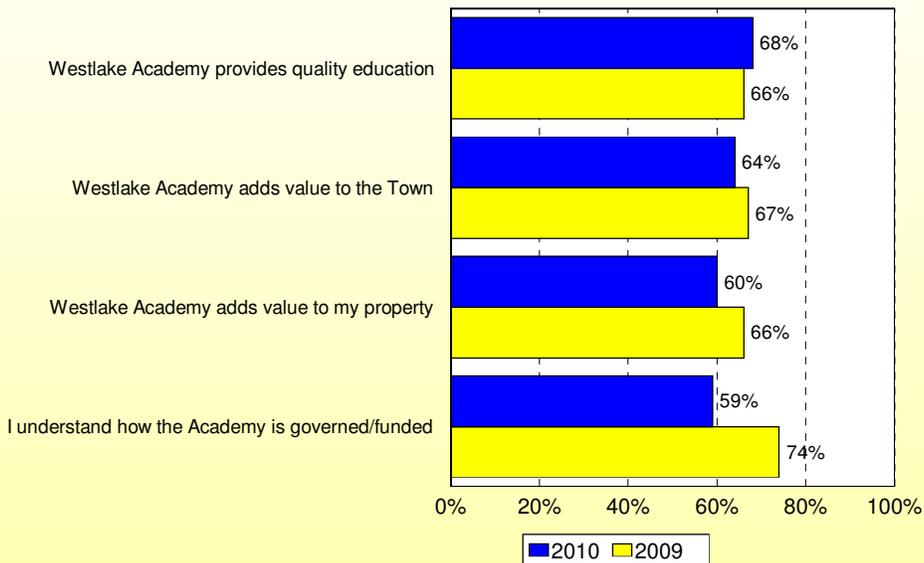
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Trends: Level of Agreement With Various Statements About Westlake Academy (2010 vs. 2009)

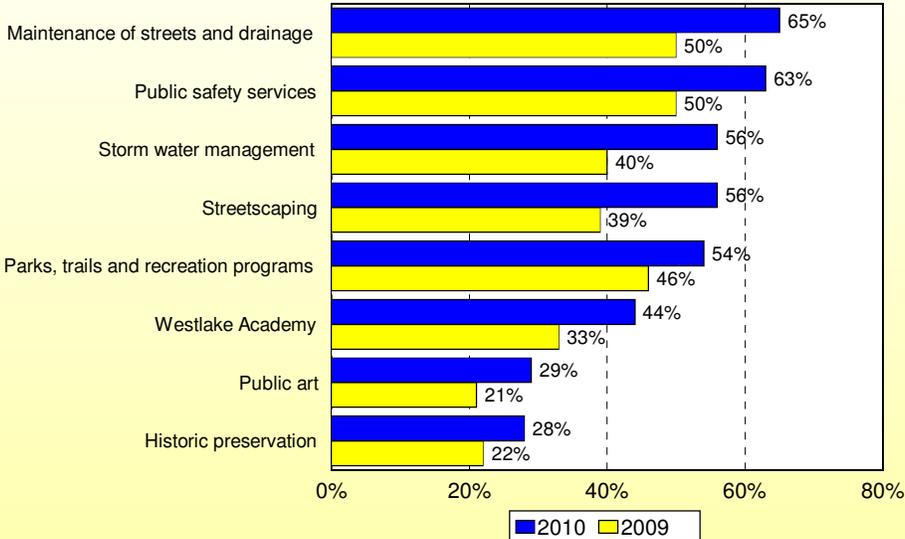
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Trends: Willingness of Westlake Residents to Pay a Property Tax to Avoid Reductions in Town Services (2010 vs. 2009)

by percentage of respondents who were "very willing," "willing" or "somewhat willing" (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2010 - Westlake, TX)

Section 3:
Benchmarking Data

DirectionFinder® Survey

Year 2010 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 200 cities and towns in 39 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute to a random sample of more than 4,300 U.S. residents in March 2010, and (2) survey results from 21 medium sized cities and towns (population of 20,000 to 199,999) where the *DirectionFinder*® survey was administered between October 2005 and July 2010. The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual communities were used as the basis for developing the range of performance that is shown in this report for specific types of services.

The 21 communities included in the performance comparisons that are shown in this report are listed below:

- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Bryan, Texas
- Casper, Wyoming
- Columbia, Missouri
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Palm Desert, California
- Shoreline, Washington
- San Bernardino, California
- Tamarac, Florida
- West Des Moines, Iowa
- Westlake, Texas

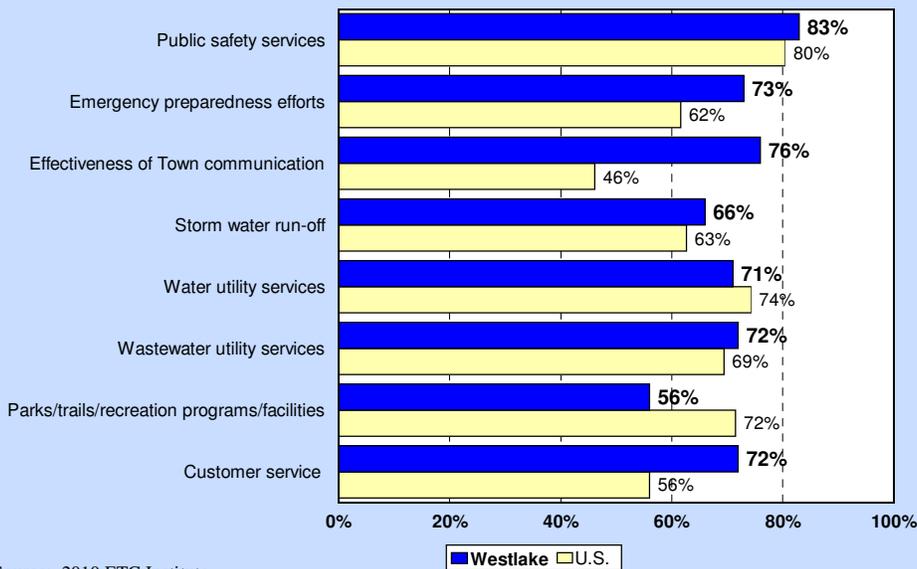
The charts on the following pages show the range of satisfaction among residents in the communities listed above. The charts show the highest, lowest, and average (mean) levels of satisfaction for service delivery. The mean rating is shown as a vertical line and indicates the mean ratings from ETC Institute's national survey. The actual ratings for Westlake are listed to the right of each chart. The dot on each bar shows how the results for Westlake compare to the other communities where the *DirectionFinder*® survey has been administered.

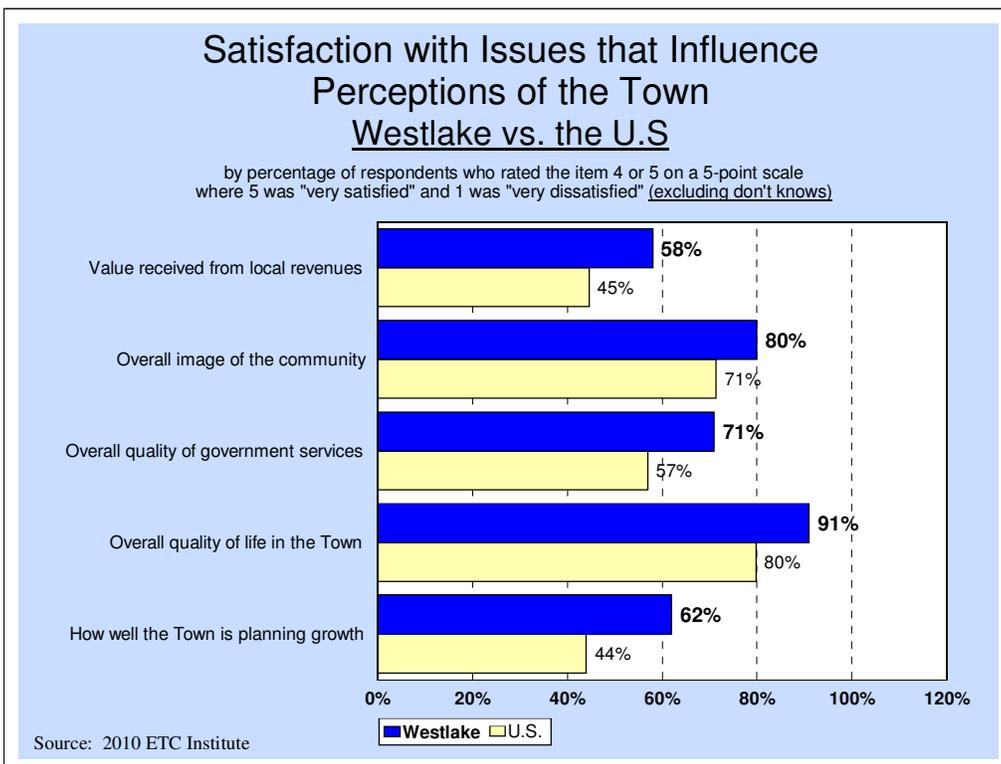
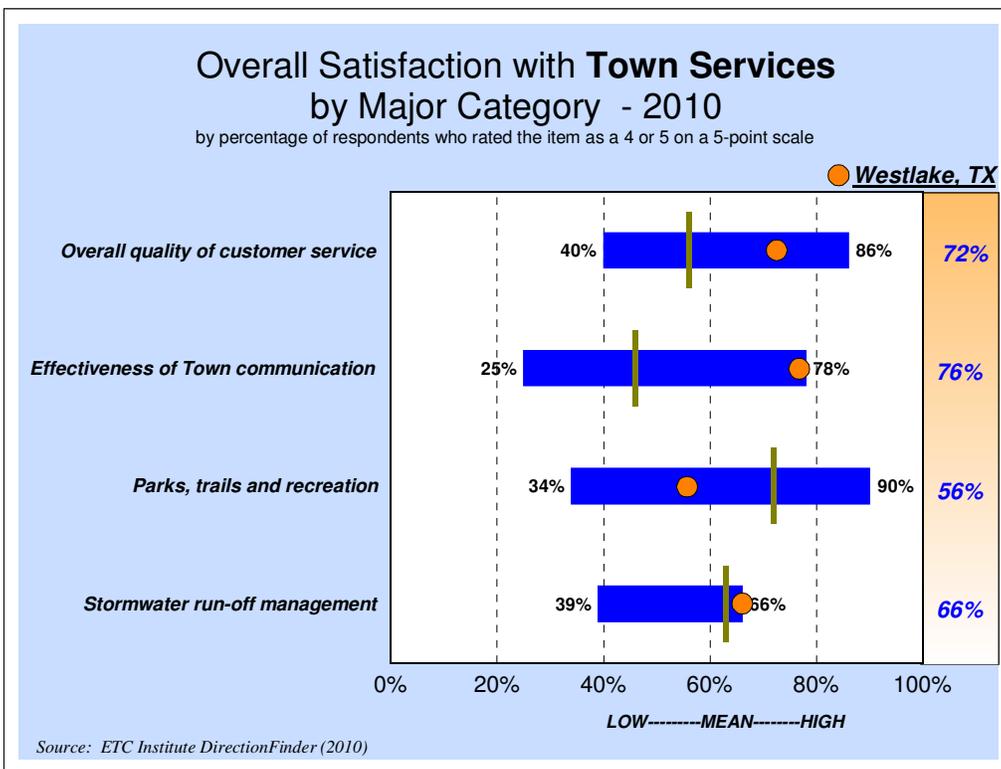
National Benchmarks

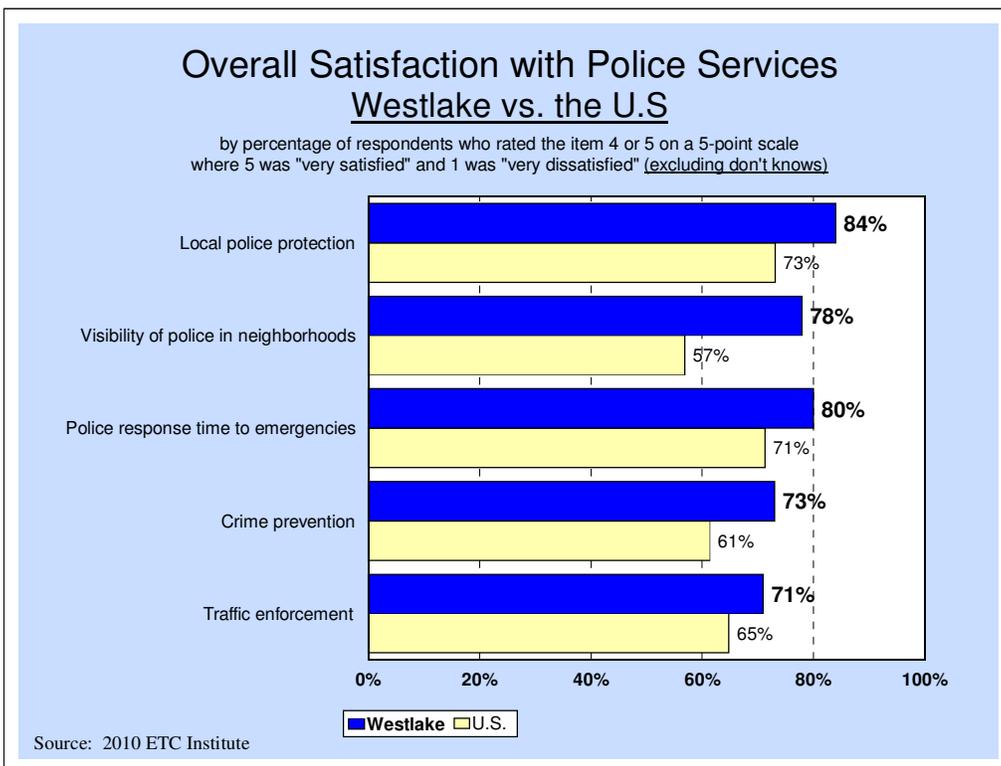
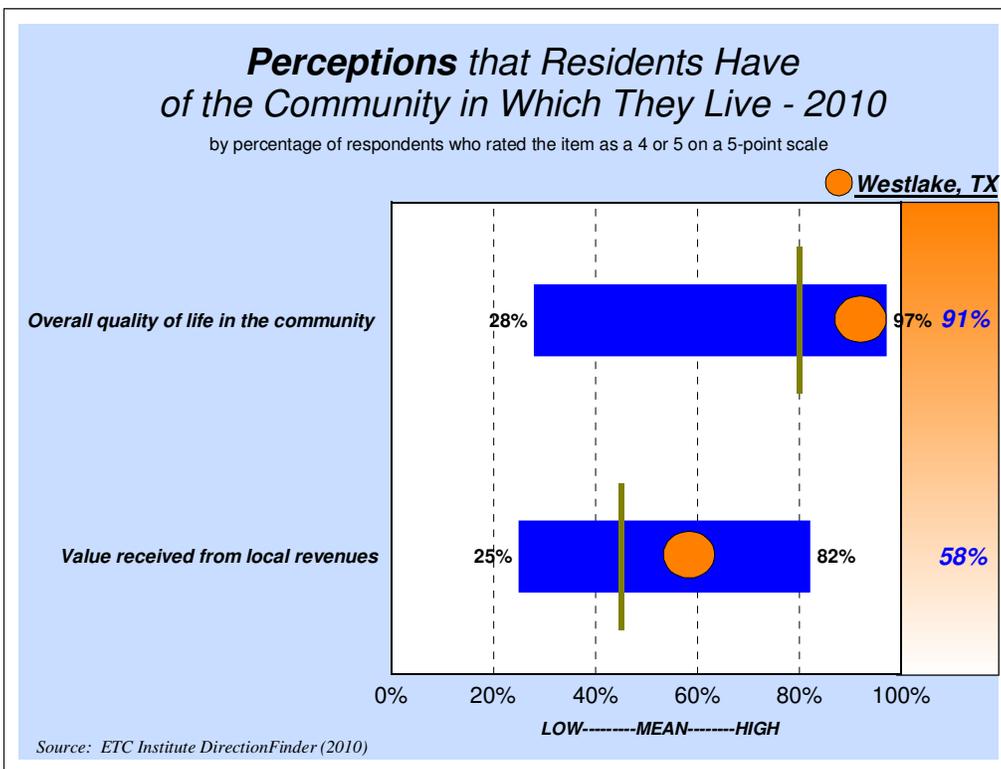
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Westlake is not authorized without written consent from ETC Institute.

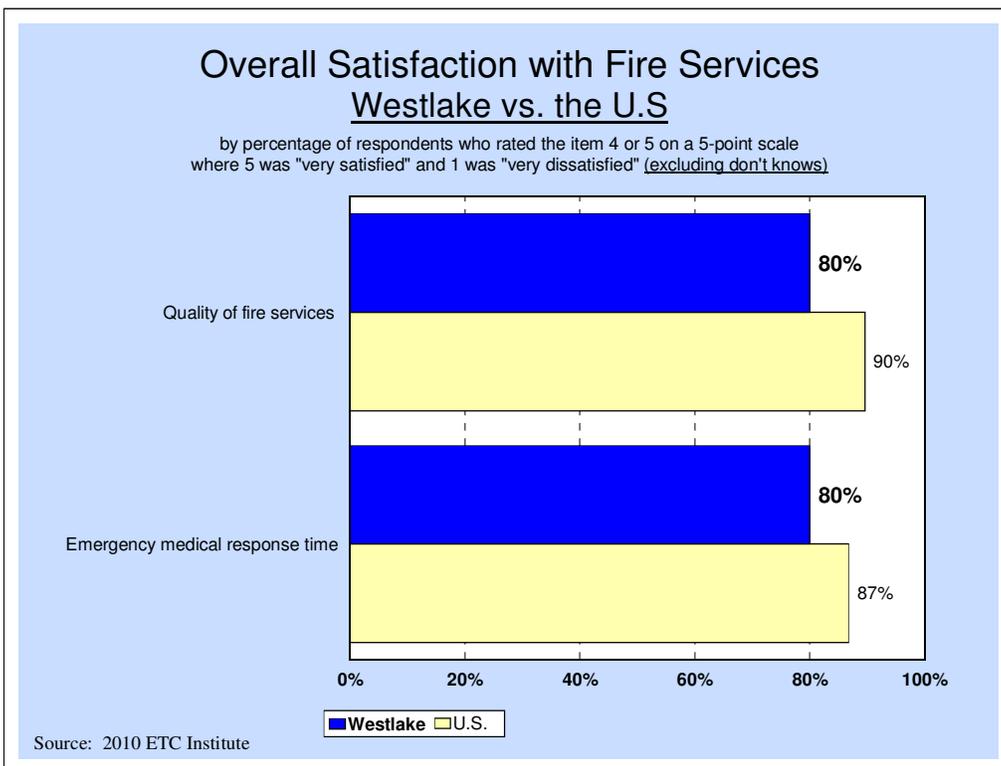
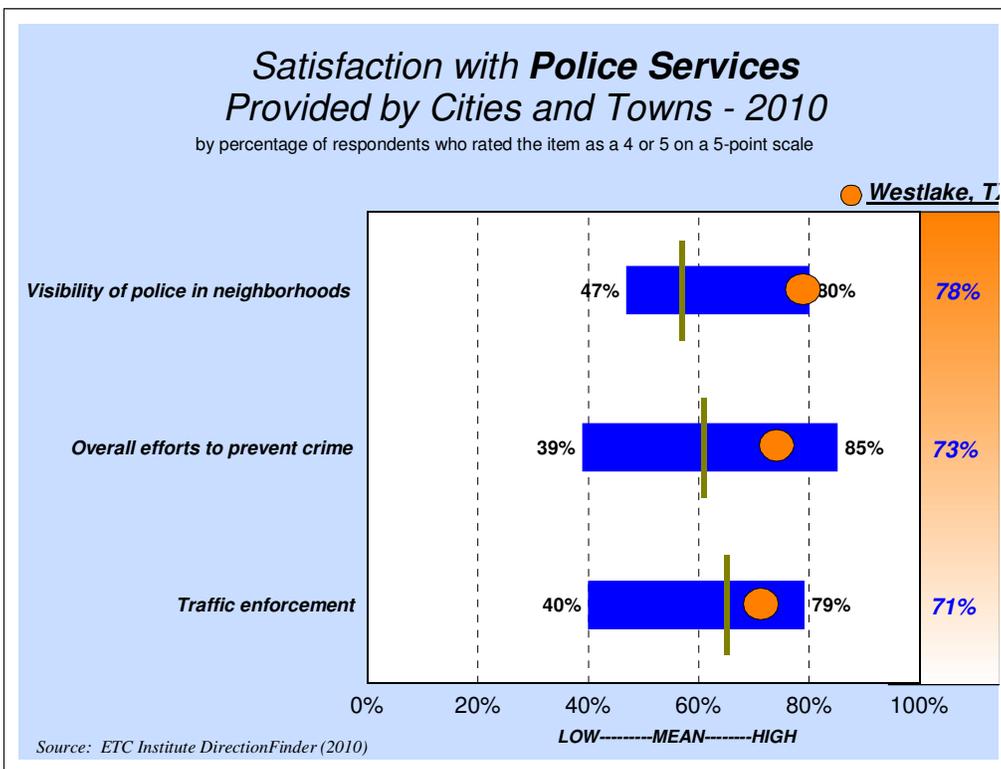
Overall Satisfaction with Major Categories of Town Services - Westlake vs. the U.S

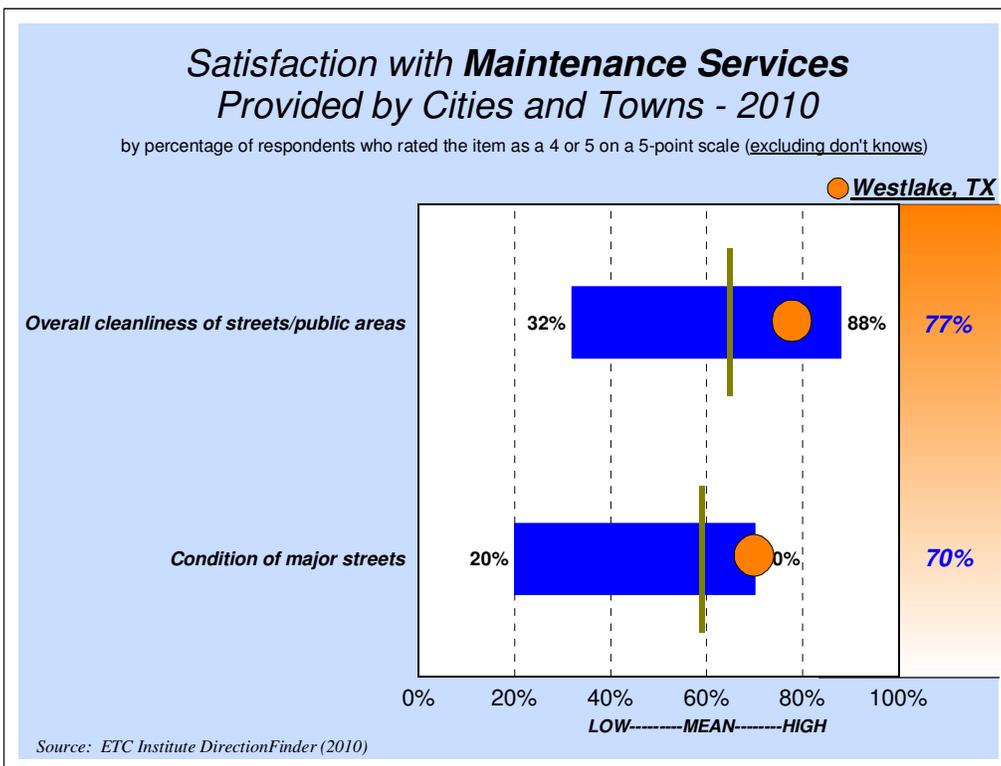
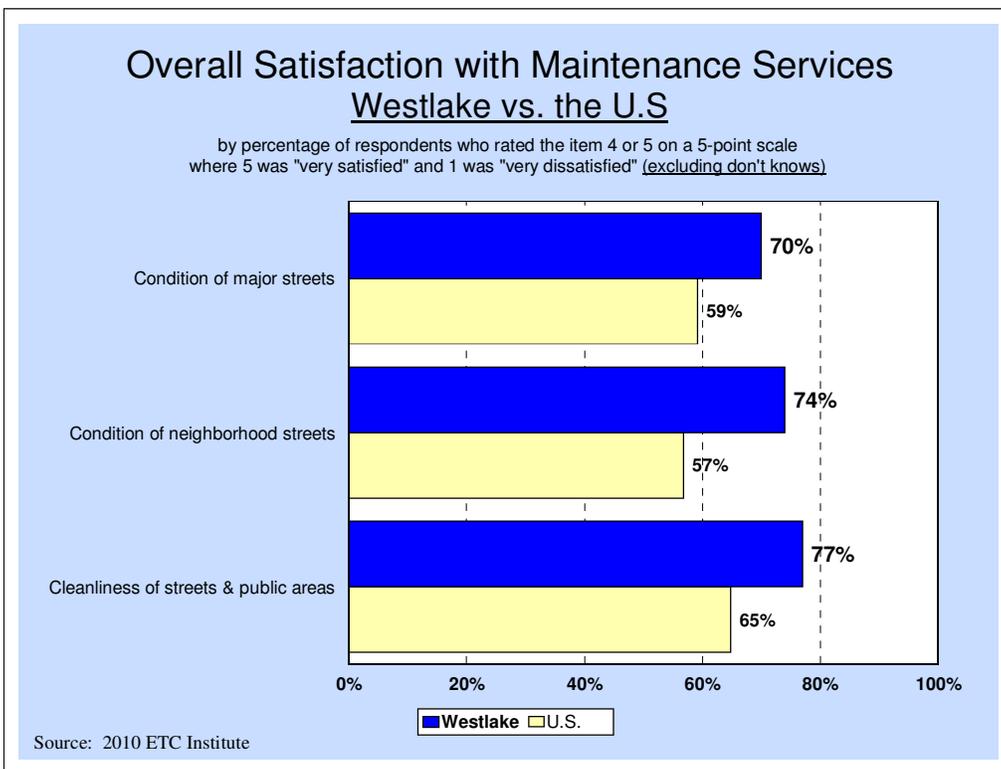
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

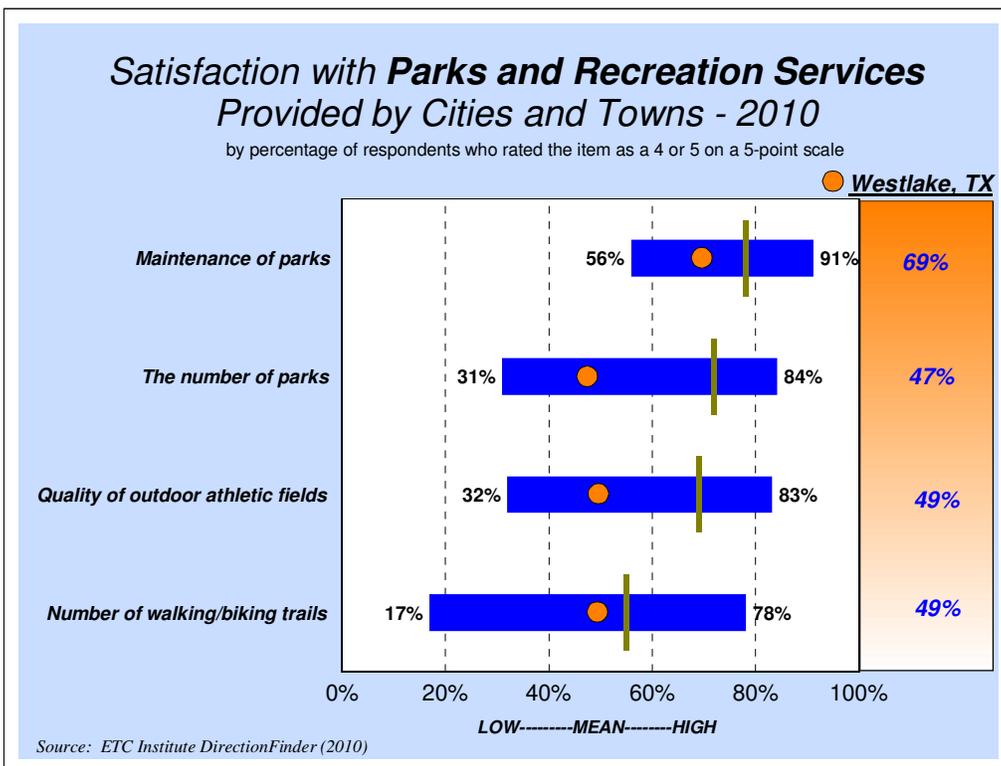
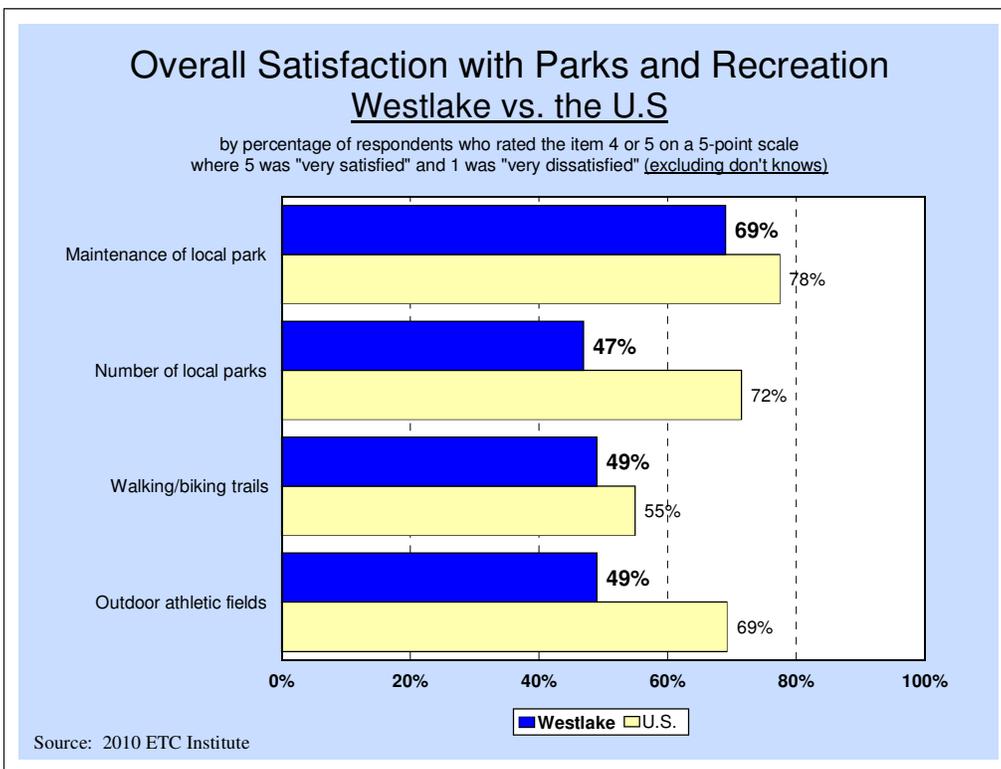


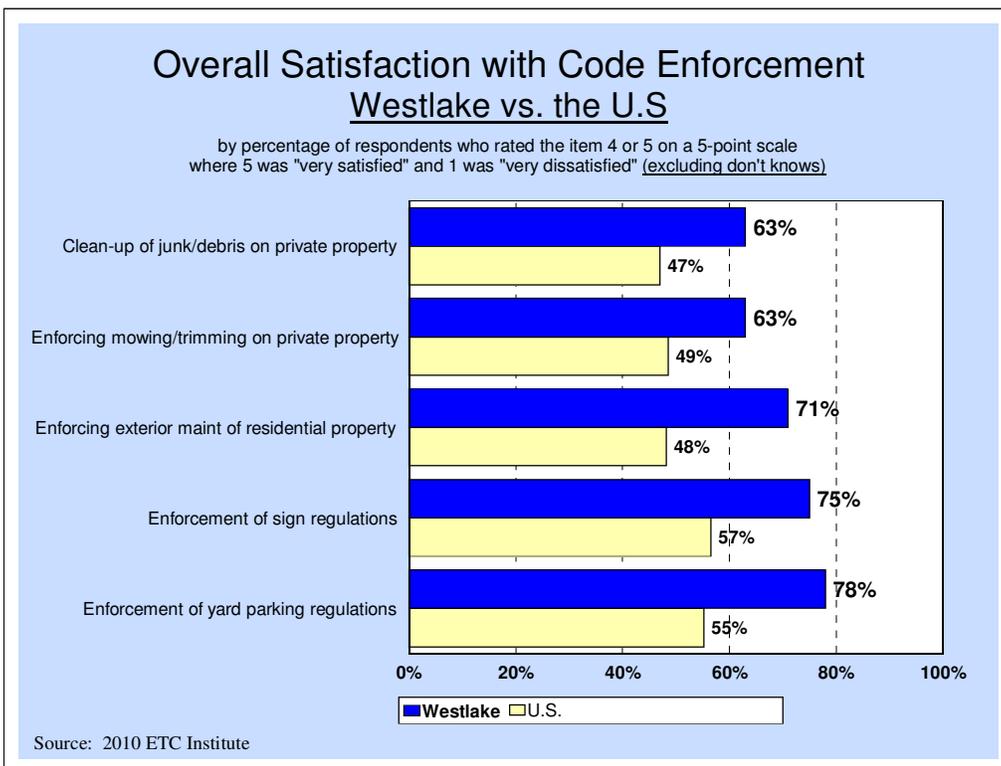
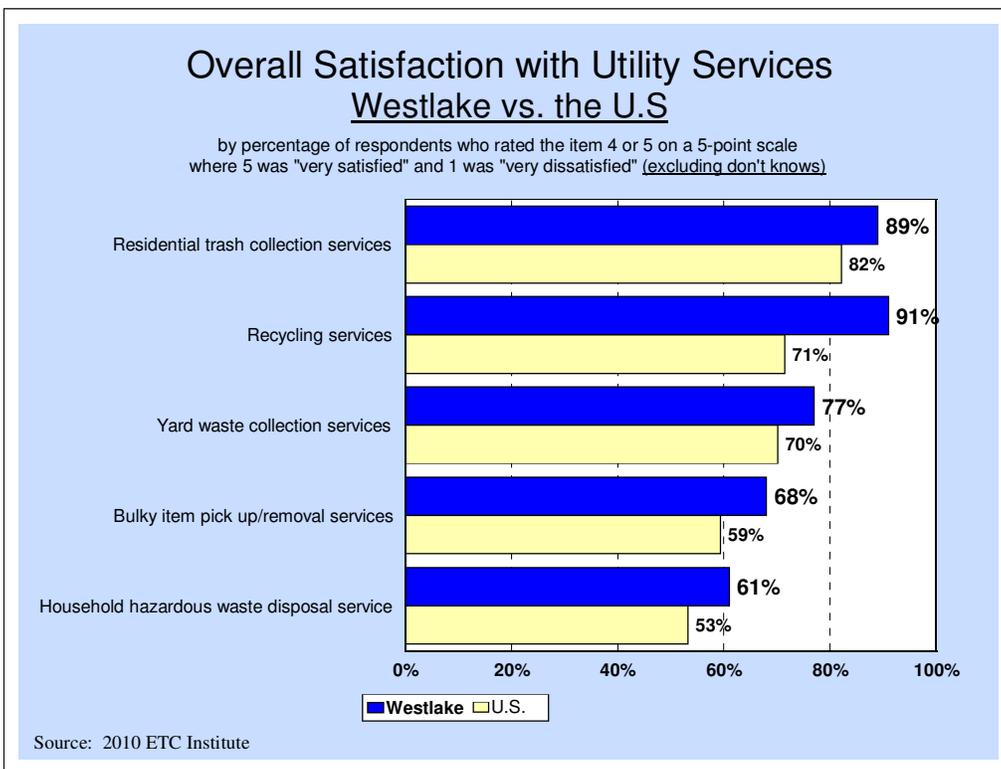


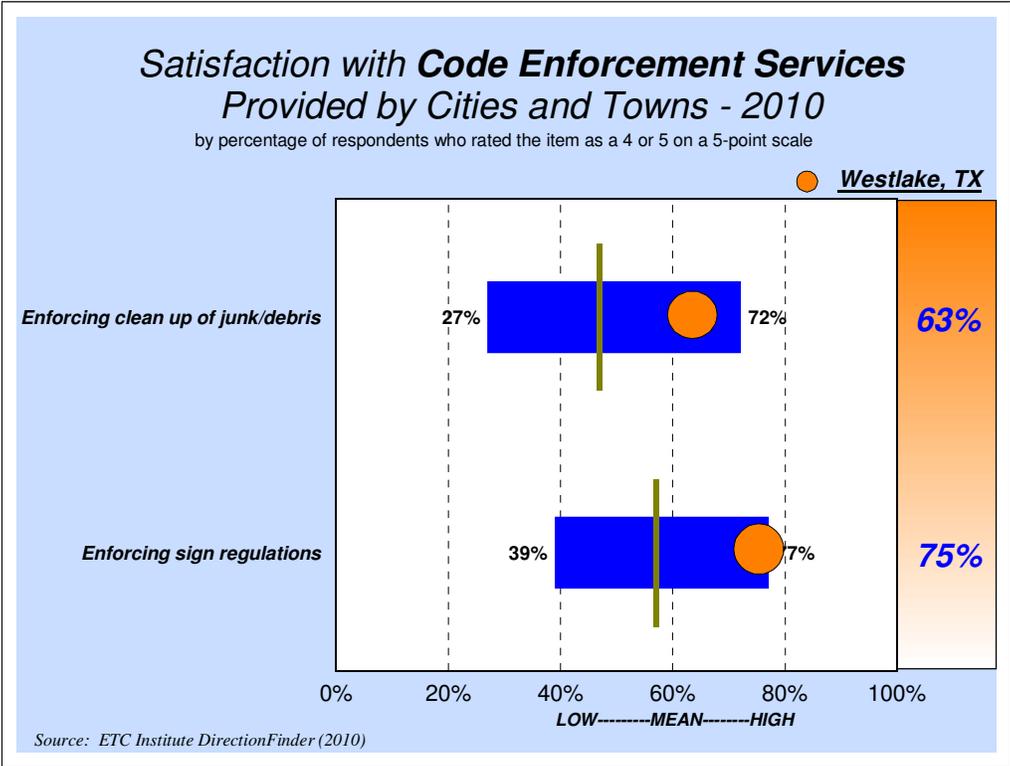












Section 4:
***Importance-Satisfaction
Analysis***

2010 Importance-Satisfaction Analysis

Westlake, Texas

Overview

Today, City and Town officials have limited resources to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities and towns will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the Town to emphasize. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the Town's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [I-S=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of Town services they thought were most important. Seventy-four percent (74%) of residents ranked *public safety* as the most important Town service.

With regard to satisfaction, *public safety* was ranked first overall with 83% rating *public safety* as a "4" or a "5" on a 5-point scale, excluding "don't know" responses. The I-S rating for *public safety* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 74% was multiplied by 17% (1-0.83). This calculation yielded an I-S rating of 0.1258, which was ranked second out of the ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of the items they felt was most important and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the services they felt was most important.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Westlake are provided on the following pages.

Importance-Satisfaction Rating 2010 Town of Westlake Resident Survey Major Categories of Town Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Westlake Academy	40%	2	54%	10	0.1840	1
Quality of public safety services	74%	1	83%	1	0.1258	2
Parks, trails, and recreation programs/facilities	26%	5	56%	9	0.1144	3
Maintenance of Town streets	38%	3	70%	7	0.1140	4
Quality of water utility services	36%	4	71%	6	0.1044	5
<i>Medium Priority (IS <.10)</i>						
Westlake's emergency preparedness efforts	20%	6	73%	3	0.0540	6
Town efforts to manage storm water run-off	13%	7	66%	8	0.0442	7
Quality of wastewater utility services	12%	8	72%	5	0.0336	8
Quality of customer service provided by the Town	10%	9	72%	4	0.0280	9
Effectiveness of Town communication	9%	10	76%	2	0.0216	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they felt were most important

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating 2010 Town of Westlake Resident Survey Specific Town Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Overall quality of fire services	53%	2	80%	5	0.1060	1
Quality of local police protection	63%	1	84%	3	0.1008	2
<i>Medium Priority (IS <.10)</i>						
Condition of major streets	33%	5	70%	18	0.0990	3
Number of walking/biking trails	18%	9	49%	25	0.0918	4
Overall quality of emergency medical services	41%	3	81%	4	0.0779	5
Number of parks in your community	11%	13	47%	27	0.0583	6
How quickly emergency medical personnel respond	26%	6	80%	6	0.0520	7
Condition of neighborhood streets	18%	8	74%	13	0.0468	8
How quickly police respond to emergencies	22%	7	80%	7	0.0440	9
Residential trash collection services	35%	4	89%	2	0.0385	10
Visibility of police in neighborhoods	17%	10	78%	8	0.0374	11
Efforts by the Town to prevent crime	13%	11	73%	14	0.0351	12
Maintenance of the Town park	10%	14	69%	19	0.0310	13
Quality of outdoor athletic fields available	6%	18	49%	26	0.0306	14
Enforcing sign regulations	12%	12	75%	12	0.0300	15
Water conservation/protecting water resources	7%	17	59%	24	0.0287	16
Enforcing the clean up of junk and debris	7%	16	63%	21	0.0259	17
Enforcing mowing/cutting of weeds and grass	5%	23	63%	22	0.0185	18
Cleanliness of streets/other public areas	8%	15	77%	10	0.0184	19
Enforcing exterior maint. of residential property	6%	20	71%	16	0.0174	20
Level of traffic enforcement	5%	21	71%	17	0.0145	21
Enforcing yard parking regulations	5%	22	78%	9	0.0110	22
Household hazardous waste disposal services	2%	26	61%	23	0.0078	23
Yard waste collection services	3%	24	77%	11	0.0069	24
Bulky item pick up/removal services	2%	25	68%	20	0.0064	25
Municipal Court services	2%	27	73%	15	0.0054	26
Curbside recycling services	6%	19	91%	1	0.0054	27

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third, fourth and fifth most important responses for each item. Respondents were asked to identify the items they felt were most important

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

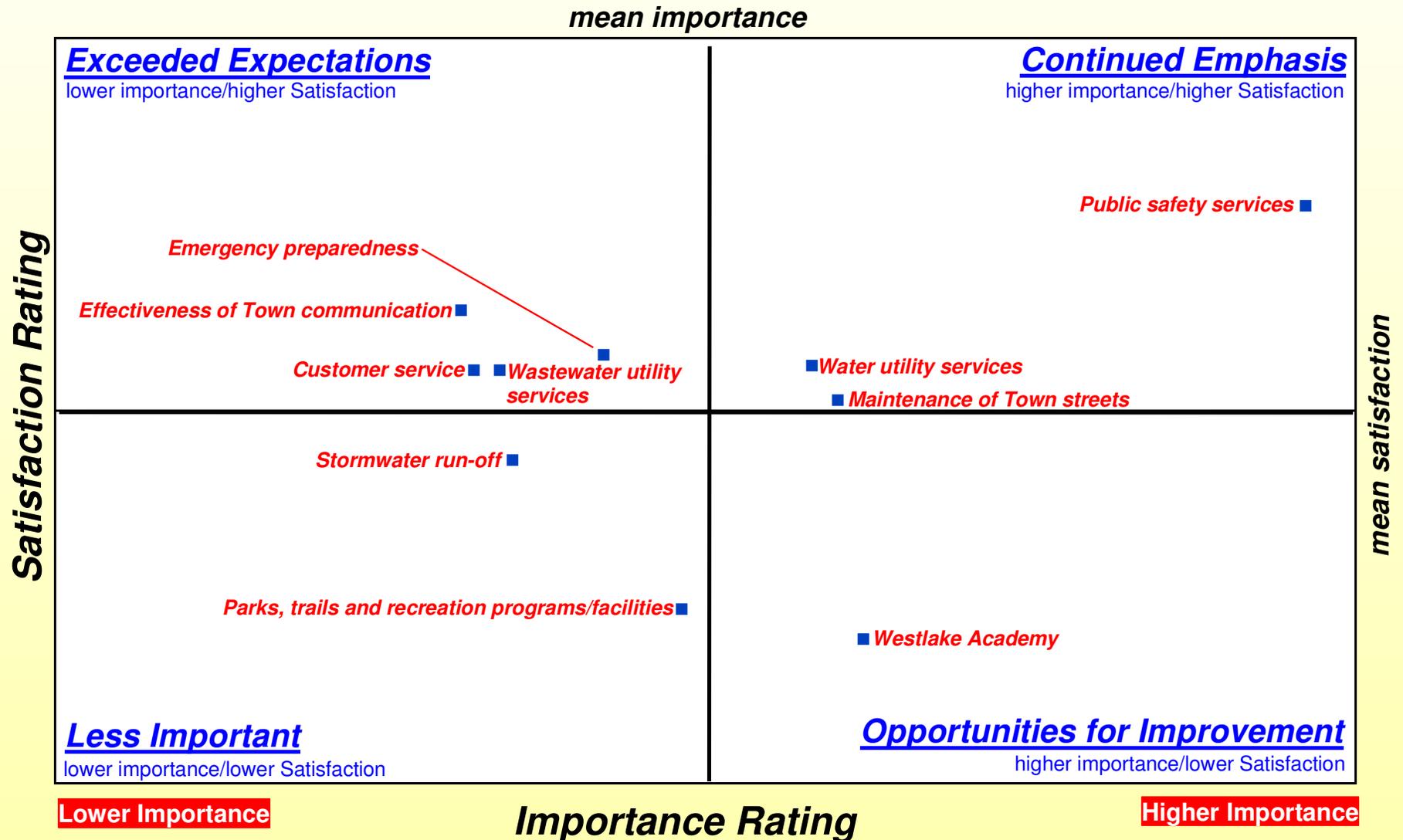
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the Town is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Town should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the Town is performing significantly better than customers expect the Town to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with Town services. The Town should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the Town is not performing as well as residents expect the Town to perform. This area has a significant impact on customer satisfaction, and the Town should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the Town is not performing well relative to the Town's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with Town services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Westlake are provided on the following pages.

2010 Town of Westlake Resident Survey Importance-Satisfaction Assessment Matrix

-Major Categories of Town Services-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



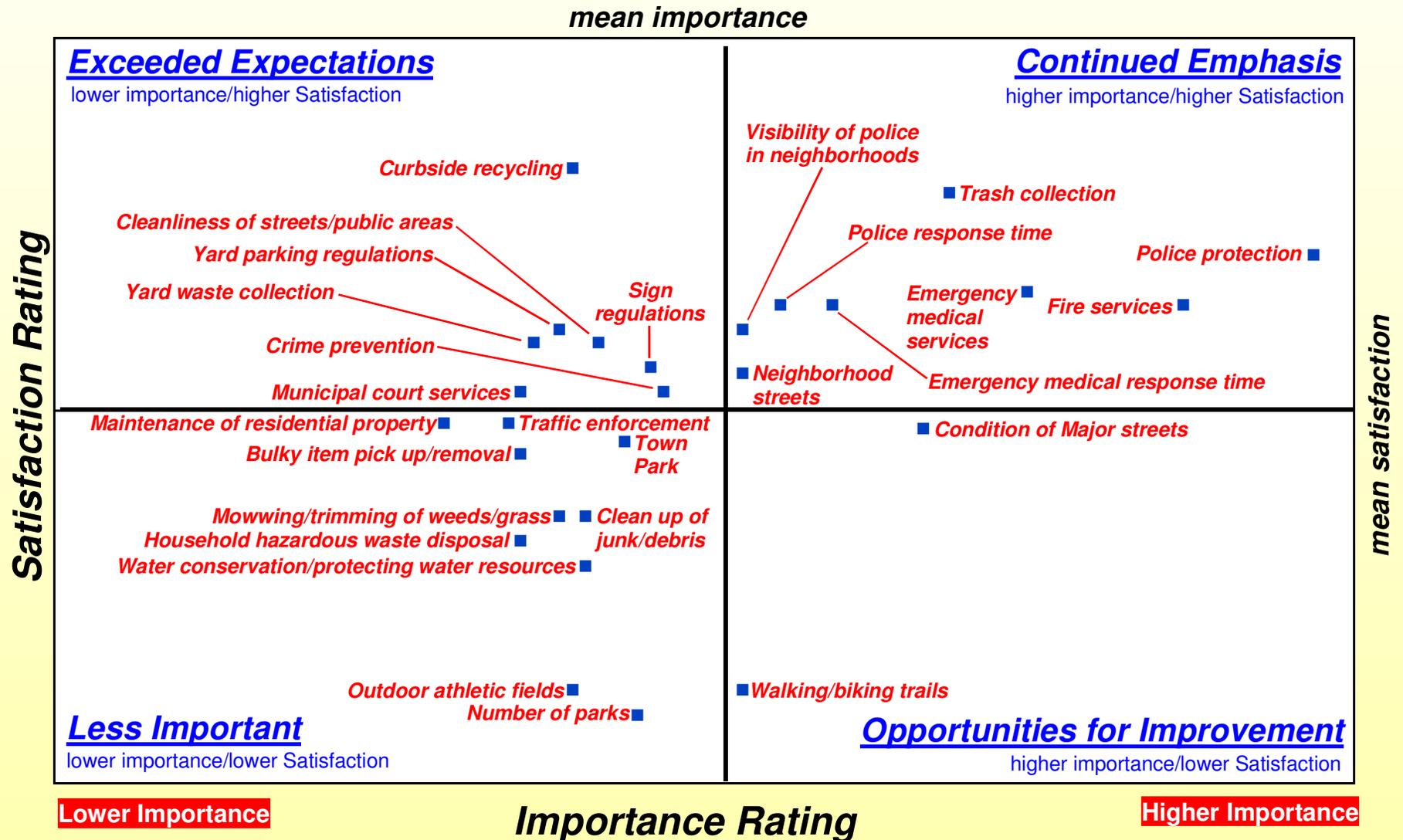
Source: ETC Institute (2010)

ETC Institute (2010)

2010 Town of Westlake Resident Survey Importance-Satisfaction Assessment Matrix

-Specific Town Services-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2010)
ETC Institute (2010)

Section 5:
Tabular Data

Q1. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the following services provided by the Town of Westlake.

(N=261)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of public safety services	37.9%	41.0%	11.9%	2.7%	2.3%	4.2%
Q1b. Efforts by Westlake to ensure community is prepared for emergencies	19.9%	35.6%	18.0%	1.9%	0.4%	24.1%
Q1c. Overall maintenance of Town streets	23.4%	45.2%	16.9%	8.4%	4.2%	1.9%
Q1d. Effectiveness of communication	30.7%	42.1%	14.6%	6.9%	2.3%	3.4%
Q1e. Quality of water utility services	29.5%	38.7%	14.6%	5.0%	8.0%	4.2%
Q1f. Quality of wastewater & utility services	23.4%	37.5%	14.6%	5.0%	4.6%	14.9%
Q1g. Quality of parks, trails, & recreation programs & facilities	16.1%	32.2%	21.1%	12.6%	5.0%	13.0%
Q1h. Quality of customer service provided by the Town	26.8%	39.8%	15.3%	6.1%	3.8%	8.0%
Q1i. Efforts to manage storm water run-off	12.6%	38.7%	17.6%	3.8%	4.2%	23.0%
Q1j. Westlake Academy	21.5%	21.1%	16.9%	7.7%	12.3%	20.7%

EXCLUDING DON'T KNOW

Q1. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the following services provided by the Town of Westlake. (without "don't know")

(N=261)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of public safety services	39.6%	42.8%	12.4%	2.8%	2.4%
Q1b. Efforts by Westlake to ensure community is prepared for emergencies	26.3%	47.0%	23.7%	2.5%	0.5%
Q1c. Overall maintenance of Town streets	23.8%	46.1%	17.2%	8.6%	4.3%
Q1d. Effectiveness of communication	31.7%	43.7%	15.1%	7.1%	2.4%
Q1e. Quality of water utility services	30.8%	40.4%	15.2%	5.2%	8.4%
Q1f. quality of wastewater & utility services	27.5%	44.1%	17.1%	5.9%	5.4%
Q1g. Quality of parks, trails, & recreation programs & facilities	18.5%	37.0%	24.2%	14.5%	5.7%
Q1h. Quality of customer service provided by the Town	29.2%	43.3%	16.7%	6.7%	4.2%
Q1i. Efforts to manage storm water run-off	16.4%	50.2%	22.9%	5.0%	5.5%
Q1j. Westlake Academy	27.1%	26.6%	21.3%	9.7%	15.5%

Q2. Which THREE of the services listed above are most important to you?

<u>Q2. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	117	44.8 %
C=Maintenance of streets	15	5.7 %
D=Effectiveness of communication	7	2.7 %
E=Water utility service	15	5.7 %
F=Wastewater & utility services	3	1.1 %
G=Parks/trails/recreation programs & facilities	9	3.4 %
H=Customer service	1	0.4 %
I=Managing storm water run-off	4	1.5 %
J=Westlake Academy	79	30.3 %
Z=None Chosen	11	4.2 %
Total	261	100.0 %

Q2. Which THREE of the services listed above are most important to you?

<u>Q2. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	51	19.5 %
B=Community emergency preparedness	36	13.8 %
C=Maintenance of streets	39	14.9 %
D=Effectiveness of communication	13	5.0 %
E=Water utility service	39	14.9 %
F=Wastewater & utility services	10	3.8 %
G=Parks/trails/recreation programs & facilities	25	9.6 %
H=Customer service	6	2.3 %
I=Managing storm water run-off	13	5.0 %
J=Westlake Academy	12	4.6 %
Z=None Chosen	17	6.5 %
Total	261	100.0 %

Q2. Which THREE of the services listed above are most important to you?

<u>Q2. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	26	10.0 %
B=Community emergency preparedness	17	6.5 %
C=Maintenance of streets	45	17.2 %
D=Effectiveness of communication	4	1.5 %
E=Water utility service	41	15.7 %
F=Wastewater & utility services	17	6.5 %
G=Parks/trails/recreation programs & facilities	34	13.0 %
H=Customer service	19	7.3 %
I=Storm Water run-off	17	6.5 %
J=Westlake Academy	12	4.6 %
Z=None Chosen	29	11.1 %
Total	261	100.0 %

Q2. Which THREE of the services listed above are most important to you? (Top 3)

<u>Q2. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
A = Public safety services	194	74.3 %
B = Community emergency preparedness	53	20.3 %
C = Maintenance of streets	99	37.9 %
D = Effectiveness of communication	24	9.2 %
E = Water utility service	95	36.4 %
F = Wastewater & utility services	30	11.5 %
G = Parks/trails/recreation programs & facilities	68	26.1 %
H = Customer service	26	10.0 %
I = Managing storm water run-off	34	13.0 %
J = Westlake Academy	103	39.5 %
Z = None Chosen	11	4.2 %
Total	737	

Q3. Overall, how safe do you feel in the Town of Westlake?

<u>Q3. Safe in the Town of Westlake</u>	<u>Number</u>	<u>Percent</u>
1=Very unsafe	2	0.8 %
2=Unsafe	3	1.1 %
3=Safe	75	28.7 %
4=Very safe	173	66.3 %
9=Don't know	8	3.1 %
Total	261	100.0 %

Q4a-f. POLICE SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4a. Quality of local police protection	33.7%	47.1%	12.3%	2.7%	0.0%	4.2%
Q4b. Visibility of police in neighborhoods	32.2%	43.3%	16.9%	2.7%	1.5%	3.4%
Q4c. How quickly police respond to emergencies	21.8%	28.0%	11.1%	0.4%	0.8%	37.9%
Q4d. Efforts by the Town to prevent crime	19.5%	37.2%	18.4%	1.9%	0.4%	22.6%
Q4e. Level of traffic enforcement	29.9%	37.9%	15.3%	8.8%	3.8%	4.2%
Q4f. Municipal Court services	27.6%	35.2%	16.5%	4.2%	1.9%	14.6%

EXCLUDING DON'T KNOW

Q4a-f. POLICE SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (without "don't know")

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4a. Quality of local police protection	35.2%	49.2%	12.8%	2.8%	0.0%
Q4b. Visibility of police in neighborhoods	33.3%	44.8%	17.5%	2.8%	1.6%
Q4c. How quickly police respond to emergencies	35.2%	45.1%	17.9%	0.6%	1.2%
Q4d. Efforts by the Town to prevent crime	25.2%	48.0%	23.8%	2.5%	0.5%
Q4e. Level of traffic enforcement	31.2%	39.6%	16.0%	9.2%	4.0%
Q4f. Municipal Court services	32.3%	41.3%	19.3%	4.9%	2.2%

Q4g-i. FIRE AND MEDICAL SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4g. Quality of fire services	22.2%	30.3%	11.1%	0.8%	1.1%	34.5%
Q4h. Quality of emergency medical services	24.1%	26.1%	11.9%	0.4%	0.0%	37.5%
Q4i. How quickly fire and emergency medical services personnel respond	26.4%	25.3%	13.0%	0.4%	0.0%	34.9%

EXCLUDING DON'T KNOW

Q4g-i. FIRE AND MEDICAL SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (without "don't know")

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4g. Quality of fire services	33.9%	46.2%	17.0%	1.2%	1.8%
Q4h. Quality of emergency medical services	38.7%	41.7%	19.0%	0.6%	0.0%
Q4i. How quickly fire and emergency medical services personnel respond	40.6%	38.8%	20.0%	0.6%	0.0%

Q4j-l. MAINTENANCE SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4j. Condition of major streets in Westlake	21.5%	46.4%	18.8%	6.1%	3.1%	4.2%
Q4k. Condition of streets in your neighborhood	33.0%	39.1%	13.8%	6.5%	5.0%	2.7%
Q4l. Cleanliness of streets/ other public areas	29.1%	43.7%	14.6%	6.5%	1.1%	5.0%

EXCLUDING DON'T KNOW

Q4j-l. MAINTENANCE SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (without "don't know")

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4j. Condition of major streets in Westlake	22.4%	48.4%	19.6%	6.4%	3.2%
Q4k. Condition of streets in your neighborhood	33.9%	40.2%	14.2%	6.7%	5.1%
Q4l. Cleanliness of streets/other public areas	30.6%	46.0%	15.3%	6.9%	1.2%

Q4m-p. PARKS AND RECREATION SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4m. Maintenance of the Town park	15.7%	29.5%	18.8%	1.5%	0.4%	34.1%
Q4n. Number of parks in your community	12.3%	24.1%	26.1%	10.3%	4.6%	22.6%
Q4o. Number of walking/biking trails	14.6%	25.3%	18.0%	12.6%	11.9%	17.6%
Q4p. Outdoor athletic fields available to Westlake Community	12.6%	21.5%	16.9%	8.4%	10.7%	29.9%

EXCLUDING DON'T KNOW

Q4m-p. PARKS AND RECREATION SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (without "don't know")

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4m. Maintenance of the Town park	23.8%	44.8%	28.5%	2.3%	0.6%
Q4n. Number of parks in your community	15.8%	31.2%	33.7%	13.4%	5.9%
Q4o. Number of walking/biking trails	17.7%	30.7%	21.9%	15.3%	14.4%
Q4p. Outdoor athletic fields available to Westlake Community	18.0%	30.6%	24.0%	12.0%	15.3%

Q4q-v. UTILITY SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4q. Residential trash collection services	36.8%	46.7%	6.9%	2.3%	0.8%	6.5%
Q4r. Curbside recycling services	36.4%	48.7%	7.7%	1.1%	0.4%	5.7%
Q4s. Yard waste collection services	22.2%	40.6%	13.4%	3.8%	1.9%	18.0%
Q4t. Bulky item pick up/removal services	15.3%	33.3%	18.8%	2.7%	1.5%	28.4%
Q4u. Efforts to promote water conservation & protect water resources	14.2%	31.8%	22.6%	5.7%	2.7%	23.0%
Q4v. Household hazardous waste disposal service	15.7%	25.7%	16.1%	5.4%	5.4%	31.8%

EXCLUDING DON'T KNOW

Q4q-v. UTILITY SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (without "don't know")

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4q. Residential trash collection services	39.3%	50.0%	7.4%	2.5%	0.8%
Q4r. Curbside recycling services	38.6%	51.6%	8.1%	1.2%	0.4%
Q4s. Yard waste collection services	27.1%	49.5%	16.4%	4.7%	2.3%
Q4t. Bulky item pick up/removal services	21.4%	46.5%	26.2%	3.7%	2.1%
Q4u. Efforts to promote water conservation & protect water resources	18.4%	41.3%	29.4%	7.5%	3.5%
Q4v. Household hazardous waste disposal service	23.0%	37.6%	23.6%	7.9%	7.9%

Q4w-aa. CODE ENFORCEMENT SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4w. Enforcing the cleanup of junk & debris on private property	17.6%	28.7%	20.7%	4.2%	3.4%	25.3%
Q4x. Enforcing mowing & cutting of weeds & grass on private property	15.7%	31.8%	23.4%	3.8%	1.9%	23.4%
Q4y. Enforcing exterior maintenance of residential property	20.7%	33.7%	20.3%	1.1%	0.8%	23.4%
Q4z. Enforcing sign regulations	21.1%	35.6%	18.8%	0.8%	0.4%	23.4%
Q4aa. Enforcement of yard parking regulations	24.6%	38.1%	14.2%	1.2%	2.3%	19.6%

EXCLUDING DON'T KNOW

Q4.w-aa CODE ENFORCEMENT SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (without "don't know")

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4w. Enforcing the cleanup of junk & debris on private property	23.6%	38.5%	27.7%	5.6%	4.6%
Q4x. Enforcing mowing & cutting of weeds & grass on private property	20.5%	41.5%	30.5%	5.0%	2.5%
Q4y. Enforcing exterior maintenance of residential property	27.0%	44.0%	26.5%	1.5%	1.0%
Q4z. Enforcing sign regulations	27.5%	46.5%	24.5%	1.0%	0.5%
Q4aa. Enforcement of yard parking regulations	30.6%	47.4%	17.7%	1.4%	2.9%

Q5. Which FIVE of the services listed above are most important to you?

<u>Q5. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
A=Local police protection	122	46.7 %
B=Visibility of police in neighborhood	6	2.3 %
C=Police response to emergencies	17	6.5 %
D=Efforts to prevent crime	6	2.3 %
E=Level of traffic enforcement	2	0.8 %
G=Quality of fire services	16	6.1 %
H=Emergency medical services	2	0.8 %
I=Fire & emergency medical personnel response time	11	4.2 %
J=Condition of major streets	9	3.4 %
K=Streets in neighborhood	6	2.3 %
M=Maintenance of Town park	2	0.8 %
N=Number of parks in community	7	2.7 %
O=Number of walking/biking trails	6	2.3 %
P=Quality of outdoor athletic fields	3	1.1 %
Q=Residential trash collection	6	2.3 %
R=Curbside recycling	1	0.4 %
T=Bulky item pick up/removal	1	0.4 %
U=Promote water conservation & protect water...	1	0.4 %
W=Cleanup of junk & debris on private property	2	0.8 %
X=Mowing & cutting of weeds & grass on private...	2	0.8 %
Y=Exterior maintenance of residential property	2	0.8 %
Z=Sign regulations	26	10.0 %
1=Yard parking regulations	2	0.8 %
9=No response	3	1.1 %
Total	261	100.0 %

Q5. Which FIVE of the services listed above are most important to you?

<u>Q5. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Local police protection	15	5.7 %
B=Visibility of police in neighborhood	24	9.2 %
C=Police response to emergencies	13	5.0 %
D=Efforts to prevent crime	14	5.4 %
E=Level of traffic enforcement	3	1.1 %
F=Municipal Court services	2	0.8 %
G=Quality of fire services	70	26.8 %
H=Emergency medical services	18	6.9 %
I=Fire & emergency medical personnel response time	12	4.6 %
J=Condition of major streets	12	4.6 %
K=Streets in neighborhood	8	3.1 %
L=Cleanliness of streets/public areas	2	0.8 %
N=Number of parks in community	5	1.9 %
O=Number of walking/biking trails	10	3.8 %
P=Quality of outdoor athletic fields	1	0.4 %
Q=Residential trash collection	5	1.9 %
R=Curbside recycling	4	1.5 %
S=Yard waste collection	3	1.1 %
U=Promote water conservation & protect water...	4	1.5 %
V=Household hazardous waste disposal	1	0.4 %
W=Cleanup of junk & debris on private property	1	0.4 %
X=Mowing & cutting of weeds & grass on private...	3	1.1 %
9=No response	31	11.9 %
Total	261	100.0 %

Q5. Which FIVE of the services listed above are most important to you?

<u>Q5. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Local police protection	7	2.7 %
B=Visibility of police in neighborhood	5	1.9 %
C=Police response to emergencies	9	3.4 %
D=Efforts to prevent crime	6	2.3 %
E=Level of traffic enforcement	2	0.8 %
F=Municipal Court services	2	0.8 %
G=Quality of fire services	29	11.1 %
H=Emergency medical services	38	14.6 %
I=Fire & emergency medical personnel response time	16	6.1 %
J=Condition of major streets	28	10.7 %
K=Streets in the neighborhood	9	3.4 %
L=Cleanliness of streets/public areas	8	3.1 %
M=Maintenance of the Town park	13	5.0 %
N=Number of parks in community	3	1.1 %
O=Number of walking/biking trails	14	5.4 %
P=Quality of outdoor athletic fields	1	0.4 %
Q=Residential trash collection	12	4.6 %
R=Curbside recycling	3	1.1 %
S=Yard waste collection	2	0.8 %
T=Bulky item pick up/removal	1	0.4 %
U=Promote water conservation/protect water resources	2	0.8 %
W=Cleanup of junk & debris on private property	4	1.5 %
X=Mowing & cutting of weeds & grass	3	1.1 %
Y=Exterior maintenance of residential property	3	1.1 %
Z=Sign regulations	2	0.8 %
1=Yard parking regulations	1	0.4 %
9=Not provided	38	14.6 %
Total	261	100.0 %

Q5. Which FIVE of the services listed above are most important to you?

<u>Q5. 4th Choice</u>	<u>Number</u>	<u>Percent</u>
A=Local police protection	6	2.3 %
B=Visibility of police in neighborhood	5	1.9 %
C=Police response to emergencies	11	4.2 %
D=Efforts to prevent crime	7	2.7 %
E=Level of traffic enforcement	3	1.1 %
G=Quality of fire services	13	5.0 %
H=Emergency medical services	31	11.9 %
I=Fire & emergency medical personnel response time	13	5.0 %
J=Condition of major streets	18	6.9 %
K=Streets in the neighborhood	16	6.1 %
L=Cleanliness of streets/public areas	5	1.9 %
M=Maintenance of the Town park	6	2.3 %
N=Number of parks in community	6	2.3 %
O=Number of walking/biking trails	8	3.1 %
P=Quality of outdoor athletic fields	7	2.7 %
Q=Residential trash collection	30	11.5 %
R=Curbside recycling	2	0.8 %
T=Bulky item pick up/removal	2	0.8 %
U=Promote water conservation/protect water resources	4	1.5 %
V=Household hazardous waste disposal	2	0.8 %
W=Cleanup of junk & debris on private property	6	2.3 %
X=Mowing & cutting of weeds & grass	3	1.1 %
Y=Exterior maintenance of residential property	3	1.1 %
Z=Sign regulations	3	1.1 %
1=Yard parking regulations	7	2.7 %
9=Not provided	44	16.9 %
Total	261	100.0 %

Q5. Which FIVE of the services listed above are most important to you?

<u>Q5. 5th Choice</u>	<u>Number</u>	<u>Percent</u>
A=Local police protection	14	5.4 %
B=Visibility of police in neighborhood	3	1.1 %
C=Police response to emergencies	7	2.7 %
D=Efforts to prevent crime	2	0.8 %
E=Level of traffic enforcement	4	1.5 %
F=Municipal Court services	1	0.4 %
G=Quality of fire services	9	3.4 %
H=Emergency medical services	17	6.5 %
I=Fire & emergency medical personnel response time	15	5.7 %
J=Condition of major streets	19	7.3 %
K=Streets in the neighborhood	9	3.4 %
L=Cleanliness of streets/public areas	5	1.9 %
M=Maintenance of the Town park	4	1.5 %
N=Number of parks in community	7	2.7 %
O=Number of walking/biking trails	8	3.1 %
P=Quality of outdoor athletic fields	4	1.5 %
Q=Residential trash collection	37	14.2 %
R=Curbside recycling	6	2.3 %
S=Yard waste collection	2	0.8 %
T=Bulky item pick up/removal	2	0.8 %
U=Promote water conservation/protect water resources	7	2.7 %
V=Household hazardous waste disposal	1	0.4 %
W=Cleanup of junk & debris on private property	6	2.3 %
X=Mowing & cutting of weeds and grass	2	0.8 %
Y=Exterior maintenance of residential property	7	2.7 %
Z=Sign regulations	1	0.4 %
1=Yard parking regulations	3	1.1 %
9=No provided	59	22.6 %
Total	261	100.0 %

Q5. Which FIVE of the services listed above are most important to you? (Top 5)

<u>Q5. Sum of Top Five Choice</u>	<u>Number</u>	<u>Percent</u>
A = Local police protection	164	62.8 %
B = Visibility of police in neighborhood	43	16.5 %
C = Police response to emergencies	57	21.8 %
D = Efforts to prevent crime	35	13.4 %
E = Level of traffic enforcement	14	5.4 %
F = Municipal Court services	5	1.9 %
G = Quality of fire services	137	52.5 %
H = Emergency medical services	106	40.6 %
I = Fire & emergency medical personnel response time	67	25.7 %
J = Condition of major streets	86	33.0 %
K = Streets in the neighborhood	48	18.4 %
L = Cleanliness of streets/public areas	20	7.7 %
M = Maintenance of the Town park	25	9.6 %
N = Number of parks in community	28	10.7 %
O = Number of walking/biking trails	46	17.6 %
P = Quality of outdoor athletic fields	16	6.1 %
Q = Residential trash collection	90	34.5 %
R = Curbside recycling	16	6.1 %
S = Yard waste collection	7	2.7 %
T = Bulky item pick up/removal	6	2.3 %
U = Promote water conservation/protect water resources	18	6.9 %
V = Household hazardous waste disposal	4	1.5 %
W = Cleanup of junk & debris on private property	19	7.3 %
X = Mowing & cutting of weeds and grass	13	5.0 %
Y = Exterior maintenance of residential property	15	5.7 %
Z = Sign regulations	32	12.3 %
1 = Yard parking regulations	13	5.0 %
9 = No provided	3	1.1 %
Total	1133	

Q6. Several items that may influence your perception of the Town of Westlake are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6a. Quality of governmental services	24.1%	42.5%	16.9%	5.0%	5.7%	5.7%
Q6b. Value received from local revenue sources	19.2%	31.0%	23.0%	8.4%	5.4%	13.0%
Q6c. Overall quality of life in Westlake	49.0%	40.6%	6.1%	1.1%	1.5%	1.5%
Q6d. Accessibility of local government	32.2%	33.0%	15.7%	7.7%	1.5%	10.0%
Q6e. Ensuring the Town's Vision is maintained	25.7%	36.0%	19.9%	2.7%	5.7%	10.0%
Q6f. Standards of development in the community	32.2%	36.8%	15.7%	3.1%	1.9%	10.3%
Q6g. How well Westlake is planning its growth	20.7%	31.4%	21.1%	7.3%	3.4%	16.1%
Q6h. Town's leadership to preserve the environment	15.3%	37.5%	20.7%	4.6%	7.3%	14.6%
Q6i. Direction the Town is heading	15.3%	33.7%	16.9%	12.6%	9.2%	12.3%
Q6j. Your decision to live in Westlake	47.9%	29.5%	13.8%	3.8%	1.9%	3.1%
Q6k. Sense of community in Westlake	27.2%	32.2%	26.4%	6.1%	5.0%	3.1%
Q6l. Image of Westlake	34.5%	42.5%	11.9%	3.8%	3.8%	3.4%

EXCLUDING DON'T KNOW

Q6. Several items that may influence your perception of the Town of Westlake are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=261)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6a. Quality of governmental services	25.6%	45.1%	17.9%	5.3%	6.1%
Q6b. Value received from local revenue sources	22.0%	35.7%	26.4%	9.7%	6.2%
Q6c. Overall quality of life in Westlake	49.8%	41.2%	6.2%	1.2%	1.6%
Q6d. Accessibility of local government	35.7%	36.6%	17.4%	8.5%	1.7%
Q6e. Ensuring the Town's Vision is maintained	28.5%	40.0%	22.1%	3.0%	6.4%
Q6f. Standards of development in the community	35.9%	41.0%	17.5%	3.4%	2.1%
Q6g. How well Westlake is planning its growth	24.7%	37.4%	25.1%	8.7%	4.1%
Q6h. Town's leadership to preserve the environment	17.9%	43.9%	24.2%	5.4%	8.5%
Q6i. Direction the Town is heading	17.5%	38.4%	19.2%	14.4%	10.5%
Q6j. Your decision to live in Westlake	49.4%	30.4%	14.2%	4.0%	2.0%
Q6k. Sense of community in Westlake	28.1%	33.2%	27.3%	6.3%	5.1%
Q6l. Image of Westlake	35.7%	44.0%	12.3%	4.0%	4.0%

Q7. Using a scale of 1 to 5, where 5 means "Extremely important" and 1 means "Not important," please indicate how important the following issues were to your decision to move to the Town of Westlake.

(N=261)

	Extremely important	Very important	Important	Less important	Not important	Don't know
Q7a. Proximity to Dallas & Fort Worth	29.1%	22.2%	26.4%	11.5%	6.9%	3.8%
Q7b. Westlake Academy	29.5%	8.4%	8.8%	8.8%	39.1%	5.4%
Q7c. Type of housing available	36.4%	29.9%	20.3%	4.6%	5.7%	3.1%
Q7d. Low taxes	47.1%	17.2%	21.1%	5.7%	5.4%	3.4%
Q7e. Sense of community	28.0%	28.0%	30.7%	6.1%	4.6%	2.7%
Q7f. Access to the Airport	32.6%	33.0%	17.6%	8.0%	6.1%	2.7%
Q7g. Aesthetic appeal & high development standards	47.5%	32.2%	9.6%	3.1%	3.8%	3.8%
Q7h. Small town feel & rural atmosphere	44.8%	29.9%	14.6%	4.6%	3.4%	2.7%
Q7i. To live near friends & family	19.2%	22.2%	18.4%	11.9%	24.1%	4.2%
Q7j. To live in your specific neighborhood	39.8%	23.4%	16.9%	7.3%	9.2%	3.4%

Q8. Which THREE of the reasons listed above are the most important reasons you will stay in Westlake over the next 5 years?

<u>Q8. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
A=Proximity to Dallas & Fort Worth	17	6.5 %
B=Westlake Academy	60	23.0 %
C=Type of housing available	11	4.2 %
D=Low taxes	52	19.9 %
E=Sense of community	8	3.1 %
F=Access to Airport	10	3.8 %
G=Aesthetic appeal & high development standards	16	6.1 %
H=Small town feel & rural atmosphere	12	4.6 %
I=Live near friends & family	4	1.5 %
J=Live in specific neighborhood	51	19.5 %
Z=None chosen	20	7.7 %
Total	261	100.0 %

Q8. Which THREE of the reasons listed above are the most important reasons you will stay in Westlake over the next 5 years?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Proximity to Dallas & Fort Worth	26	10.0 %
B=Westlake Academy	19	7.3 %
C=Type of housing available	10	3.8 %
D=Low taxes	51	19.5 %
E=Sense of community	13	5.0 %
F=Access to Airport	25	9.6 %
G=Aesthetic appeal & high development standards	23	8.8 %
H=Small town feel & rural atmosphere	33	12.6 %
I=Live near friends & family	12	4.6 %
J=Live in specific neighborhood	17	6.5 %
Z=None chosen	32	12.3 %
Total	261	100.0 %

Q8. Which THREE of the reasons listed above are the most important reasons you will stay in Westlake over the next 5 years?

<u>Q8. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Proximity to Dallas & Fort Worth	21	8.0 %
B=Westlake Academy	7	2.7 %
C=Type of housing available	9	3.4 %
D=Low taxes	14	5.4 %
E=Sense of community	15	5.7 %
F=Access to Airport	32	12.3 %
G=Aesthetic appeal & high development standards	38	14.6 %
H=Small town feel & rural atmosphere	39	14.9 %
I=Live near friends & family	12	4.6 %
J=Live in specific neighborhood	30	11.5 %
Z=None chosen	44	16.9 %
Total	261	100.0 %

Q8. Which THREE of the reasons listed above are the most important reasons you will stay in Westlake over the next 5 years? (Top 3)

<u>Q8. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
A = Proximity to Dallas & Fort Worth	64	24.5 %
B = Westlake Academy	86	33.0 %
C = Type of housing available	30	11.5 %
D = Low taxes	117	44.8 %
E = Sense of community	36	13.8 %
F = Access to Airport	67	25.7 %
G = Aesthetic appeal & high development standards	77	29.5 %
H = Small town feel & rural atmosphere	84	32.2 %
I = Live near friends & family	28	10.7 %
J = Live in specific neighborhood	98	37.5 %
Z = None chosen	20	7.7 %
Total	707	

Q9. Using a scale of 1 to 5, where 5 means "Strongly agree" and 1 means "Strongly disagree," please rate your level of agreement with the following statements about Westlake Academy.

(N=261)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q9a. Westlake Academy provides quality education	26.8%	26.8%	16.5%	4.6%	5.4%	19.9%
Q9b. Understand how Westlake Academy is governed & funded	28.0%	20.7%	16.1%	6.1%	11.1%	18.0%
Q9c. Westlake Academy adds value to the Town	35.6%	23.0%	16.5%	7.7%	9.2%	8.0%
Q9d. Westlake Academy adds value to my property	34.1%	21.1%	17.6%	8.0%	11.5%	7.7%

EXCLUDING DON'T KNOW

Q9. Using a scale of 1 to 5, where 5 means "Strongly agree" and 1 means "Strongly disagree," please rate your level of agreement with the following statements about Westlake Academy. (without "don't know")

(N=261)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q9a. Westlake Academy provides quality education	33.5%	33.5%	20.6%	5.7%	6.7%
Q9b. Understand how Westlake Academy is governed & funded	34.1%	25.2%	19.6%	7.5%	13.6%
Q9c. Westlake Academy adds value to the Town	38.8%	25.0%	17.9%	8.3%	10.0%
Q9d. Westlake Academy adds value to my property	36.9%	22.8%	19.1%	8.7%	12.4%

Q10. How willing are you to pay a property tax to avoid reductions in the following services that are currently provided by the Town?

(N=261)

	Very willing	Willing	Somewhat willing	Not willing	Not willing at all	Don't know
Q10a. Public safety services	11.9%	21.5%	27.6%	9.6%	25.7%	3.8%
Q10b. Maintenance of Town streets & drainage	10.0%	21.5%	31.4%	9.6%	24.1%	3.4%
Q10c. Westlake Academy	20.7%	10.3%	11.5%	11.1%	43.7%	2.7%
Q10d. Historic preservation	3.4%	6.5%	16.1%	27.6%	42.9%	3.4%
Q10e. Streetscaping	7.7%	18.8%	26.8%	14.9%	27.6%	4.2%
Q10f. Parks, trails, & recreation programs	9.6%	14.9%	26.8%	16.9%	28.4%	3.4%
Q10g. Storm water management	7.7%	17.2%	28.4%	13.8%	28.7%	4.2%
Q10h. Public art	3.4%	5.7%	18.8%	21.5%	47.5%	3.1%

EXCLUDING DON'T KNOW**Q10. How willing are you to pay a property tax to avoid reductions in the following services that are currently provided by the Town? (without "don't know")**

(N=261)

	Very willing	Willing	Somewhat willing	Not willing	Not willing at all
Q10a. Public safety services	12.4%	22.3%	28.7%	10.0%	26.7%
Q10b. Maintenance of Town streets & drainage	10.3%	22.2%	32.5%	9.9%	25.0%
Q10c. Westlake Academy	21.3%	10.6%	11.8%	11.4%	44.9%
Q10d. Historic preservation	3.6%	6.7%	16.7%	28.6%	44.4%
Q10e. Streetscaping	8.0%	19.6%	28.0%	15.6%	28.8%
Q10f. Parks, trails, & recreation programs	9.9%	15.5%	27.8%	17.5%	29.4%
Q10g. Storm water management	8.0%	18.0%	29.6%	14.4%	30.0%
Q10h. Public art	3.6%	5.9%	19.4%	22.1%	49.0%

Q11. Services and projects that have not been accomplished by the Town due to a lack of funds are listed below. If a new property tax were to provide funding to complete one or more of these projects, which TWO should be the Town's highest priorities?

Q11. 1st Choice	Number	Percent
A=Public safety/new fire station	66	25.3 %
B=Enhanced streetscaping for Precinct Line Road (FM 1938)	30	11.5 %
C=Street & drainage improvements	25	9.6 %
D=Trails/bike path/park improvements	21	8.0 %
E=Improvements to Westlake Academy	57	21.8 %
Z=None	62	23.8 %
Total	261	100.0 %

Q11. Services and projects that have not been accomplished by the Town due to a lack of funds are listed below. If a new property tax were to provide funding to complete one or more of these projects, which TWO should be the Town's highest priorities?

Q11. 2nd Choice	Number	Percent
A=Public safety/new fire station	20	7.7 %
B=Enhanced streetscaping for Precinct Line Road (FM 1938)	40	15.3 %
C=Street & drainage improvements	37	14.2 %
D=Trails/bike path/park improvements	46	17.6 %
E=Improvements to Westlake Academy	25	9.6 %
Z=None	93	35.6 %
Total	261	100.0 %

Q11. Services and projects that have not been accomplished by the Town due to a lack of funds are listed below. If a new property tax were to provide funding to complete one or more of these projects, which TWO should be the Town's highest priorities? (Top 2)

Q11. Sum of Top Two Choices	Number	Percent
A = Public safety/new fire station	86	33.0 %
B = Enhanced streetscaping for Precinct Line Road (FM 1938)	70	26.8 %
C = Street & drainage improvements	62	23.8 %
D = Trails/bike path/park improvements	67	25.7 %
E = Improvements to Westlake Academy	82	31.4 %
Z = None	62	23.8 %
Total	429	

Q12. Which of the following are your PRIMARY sources of information about the Town of Westlake?

<u>Q12. Primary sources of information</u>	<u>Number</u>	<u>Percent</u>
1 = E-mail from the Town	163	62.5 %
2 = Westlake Wire	127	48.7 %
3 = Town website	89	34.1 %
4 = Voice messages from the Town	55	21.1 %
5 = The Time Register	51	19.5 %
6 = Other Sources	32	12.3 %
9 = Don't know	21	8.0 %
Total	538	

Q12-2. Have you read the Westlake Wire during the past year?

<u>Q12-2. Read Westlake Wire</u>	<u>Number</u>	<u>Percent</u>
1=Yes	109	85.8 %
2=No	6	4.7 %
9=Don't remember	12	9.4 %
Total	127	100.0 %

Q12-3. Have you looked at Council packets on the website?

<u>Q12-3. Looked at Council packets on website</u>	<u>Number</u>	<u>Percent</u>
1=Yes	70	78.7 %
2=No	7	7.9 %
9=Don't remember	12	13.5 %
Total	89	100.0 %

Q12. Other Sources

<u>Q12. Other</u>	<u>Number</u>	<u>Percent</u>
ACCESS TO THE MAYOR	2	6.1 %
BLACK COW	9	27.2 %
COMMUNICATION W/TOWN LEAD	1	3.0 %
COMMUNITY FEED BACK	2	6.1 %
DIRECT MAILINGS	1	3.0 %
FT WORTH STAR TELEGRAM	3	9.1 %
IN PERSON	1	3.0 %
MAIL	3	9.1 %
NEIGHBORS	2	6.1 %
PUBLIC RECORDS	1	3.0 %
SNAIL MAIL	1	3.0 %
TOWN COUNCIL MEETINGS	2	6.1 %
WA COMMUNIQUE	1	3.0 %
WORD OF MOUTH	4	12.1 %
Total	33	100.0 %

Q13. How many years have you lived in Westlake?

<u>Q13. Years lived in Westlake</u>	<u>Number</u>	<u>Percent</u>
1=1 year or less	27	10.3 %
2=2-5 years	127	48.7 %
3=6-10 years	55	21.1 %
4=11-20 years	16	6.1 %
5=20+ years	30	11.5 %
9=Not provided	6	2.3 %
Total	261	100.0 %

Q14. What is your age?

<u>Q14. Age</u>	<u>Number</u>	<u>Percent</u>
18 to 34	11	4.2 %
35 to 44	48	18.4 %
45 to 54	76	29.1 %
55 to 64	62	23.8 %
65+	40	15.3 %
Not provided	24	9.2 %
Total	261	100.0 %

Q15. Do any children in grades K-12 currently live in your home?

<u>Q15. Children in grades K-12</u>	<u>Number</u>	<u>Percent</u>
1=Yes	122	46.7 %
2=No	134	51.3 %
9=Not provided	5	1.9 %
Total	261	100.0 %

Q15a. IF YES to #15: Do any of these children currently attend Westlake Academy?

<u>Q15a. Currently attend Westlake Academy</u>	<u>Number</u>	<u>Percent</u>
1=Yes	72	59.0 %
2=No	49	40.2 %
9=Not provided	1	0.8 %
Total	122	100.0 %

Q15b. IF NO to #15a: Did any of these children previously attend Westlake Academy?

<u>Q15b. Previously attend Westlake Academy</u>	<u>Number</u>	<u>Percent</u>
1=Yes	16	32.7 %
2=No	31	63.3 %
9=Not provided	2	4.1 %
Total	49	100.0 %

Q15c. IF YES to #15b: Are you considering re-enrolling them at Westlake Academy?

<u>Q15c. Considering re-enrolling them</u>	<u>Number</u>	<u>Percent</u>
2=No	16	100.0 %
Total	16	100.0 %

Q16. In which subdivision do you live?

<u>Q16. Which subdivision</u>	<u>Number</u>	<u>Percent</u>
1=Stagecoach Hills	50	19.2 %
2=Vaquero	115	44.1 %
3=Wyck Hill	8	3.1 %
4=Glenwyck Farms	54	20.7 %
5=Mahotea Boone	5	1.9 %
6=Other	19	7.3 %
9=Not provided	10	3.8 %
Total	261	100.0 %

Q16. Other Subdivisions

<u>Q16. Other</u>	<u>Number</u>	<u>Percent</u>
ESTATE	1	5.3 %
ESTATES	2	10.5 %
FARM	2	10.5 %
GLENWYCK (NOT FARMS)	3	15.8 %
OTTINGER RD	2	10.5 %
OWN PROPERTY-ACERAGE	1	5.3 %
PAIGEBROOK	1	5.3 %
PRIVATE ESTATE	3	15.8 %
Total	15	78.9 %

Missing Cases = 4

Q17. Which of the following BEST describes your total annual household income?

<u>Q17. Total annual household income</u>	<u>Number</u>	<u>Percent</u>
1=Under \$50K	9	3.4 %
2=\$50K-\$150K	37	14.2 %
3=\$150K-\$500K	71	27.2 %
4=\$500K+	98	37.5 %
9=Not provided	46	17.6 %
Total	261	100.0 %

Q18. Gender:

<u>Q18. Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	139	53.3 %
2=Female	122	46.7 %
Total	261	100.0 %

Section 6:
Survey Instrument



Town of Westlake

February, 2009

Dear Westlake Resident:

The Town of Westlake continues to be one of the “crown jewels” of the Dallas-Fort Worth Metroplex. You are what makes us one of the most vibrant and progressive communities in the nation.

This is an exciting time in Westlake and I hope you share our pride in all that we have accomplished as a community. As Westlake moves forward, the Westlake Town Council has placed a high priority on engaging and communicating with Town residents. The Town Council believes strongly that for us to most effectively meet our challenges, we must have an accurate idea of our citizens’ priorities and perspectives in order to plan and build a solid foundation for our future.

An important part of this planning process involves gathering input from Westlake residents on a wide range of issues impacting our quality of life. **Please help us by taking a few minutes to complete the enclosed survey.** Some of the questions on this survey involve the means by which Town services are funded. If you would like more detailed information on the Town’s current finances before answering these particular survey questions, you can find it on the Town website at www.westlake-tx.org.

Your feedback is extremely valuable to us. The survey results will be used as a working tool to assist us in making critical decisions about the allocation of Town resources, measure the effectiveness of Town Services, and help set the future direction for our community.

You can return your survey in the enclosed return-reply envelope to ETC INSTITUTE, 725 W. Frontier Circle, Olathe, KS 66061. If you have questions, please contact Ginger Awtry in the Town Manager’s Office at (817) 490-5719 or contacts us via e-mail at gawtry@westlake-tx.org.

Thank you for helping to make Westlake a premier community and we appreciate your taking the time to complete this survey. Your feedback is critical for Westlake’s on-going success.

Sincerely yours,

Thomas E. Brymer
Town Manager/CEO Westlake Academy
Enclosure

Town of Westlake Resident Survey

- 1. Satisfaction with Major Types of Services Provided By the Town.** Using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with the following services provided by the Town of Westlake:

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Quality of public safety services (police, fire, emergency medical, and municipal court) in the Town Westlake	5	4	3	2	1	9
B.	Overall efforts by Westlake to ensure the community is prepared for emergencies	5	4	3	2	1	9
C.	Overall maintenance of Town streets	5	4	3	2	1	9
D.	Overall effectiveness of communication by the Town of Westlake	5	4	3	2	1	9
E.	Overall quality of water utility services	5	4	3	2	1	9
F.	Overall quality of wastewater (or sanitary sewer) utility services	5	4	3	2	1	9
G.	Quality of parks, trails, and recreation programs and facilities in Westlake	5	4	3	2	1	9
H.	Overall quality of customer service provided by the Town of Westlake	5	4	3	2	1	9
I.	Overall efforts by the Town to manage storm water run-off	5	4	3	2	1	9
J.	Westlake Academy	5	4	3	2	1	9

- 2. Which THREE of the services listed above are most important to you?** [Write in the letters below using the letters from the list in Question 1 above].

1st. _____ 2nd. _____ 3rd. _____

- 3. Using a scale of 1 to 5 where 5 means “excellent” and 1 means “poor,” please rate Westlake with regard to the following:**

How Satisfied are you with Westlake:		<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't Know</i>
A.	As a place to live	5	4	3	2	1	9
B.	As a place to work	5	4	3	2	1	9
C.	As a place to retire	5	4	3	2	1	9
D.	As a community that is moving in the right direction	5	4	3	2	1	9

- 4. Overall, how safe do you feel in the Town of Westlake?**

- ___(4) Very safe
- ___(3) Safe
- ___(2) Unsafe
- ___(1) Very unsafe
- ___(9) Don't know

5. **Next, I would like you to rate several items that may influence your perception of Westlake. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”**

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall value that you receive for the Town sales tax and fees	5	4	3	2	1	9
B.	Overall quality of governmental services provided by the Town of Westlake	5	4	3	2	1	9
C.	Overall quality of life in Westlake	5	4	3	2	1	9
D.	How well Westlake is planning its growth	5	4	3	2	1	9

6. **Paying for Town Services. The Town of Westlake does not currently have a property tax. The Town relies on sales tax and user fees to fund Town services. Over the next few years, the revenue from the Town’s sales tax and user fees is projected not to keep pace with the cost of providing current Town services. Using a scale of 1 to 5 where 5 means “very willing” and 1 means “not willing at all,” please rate your willingness to pay a minimal Town property tax to prevent reductions in the following services:**

How willing are you to pay a property tax to avoid reductions in the following current Town services:		<i>Very Willing</i>	<i>Willing</i>	<i>Somewhat Willing</i>	<i>Not Willing</i>	<i>Not Willing at All</i>	<i>Don't Know</i>
A.	Public safety services (police, fire, and emergency medical services)	5	4	3	2	1	9
B.	Maintenance of Town streets & drainage	5	4	3	2	1	9
C.	Westlake Academy	5	4	3	2	1	9
D.	Historic preservation	5	4	3	2	1	9
E.	Streetscaping (landscaping/aesthetic treatments along major road medians and rights-of-way)	5	4	3	2	1	9
F.	Parks, trails, and recreation programs	5	4	3	2	1	9
G.	Storm water management	5	4	3	2	1	9
H.	Public art	5	4	3	2	1	9

7. **Expanding Town Services. Since the revenue from the Town’s sales tax and user fees is projected not to keep pace with the cost of providing Town services, it appears unlikely that the Town could increase the levels of Town services. Using a scale of 1 to 5 where 5 means “very willing” and 1 means “not willing at all,” please rate your willingness to pay a Town property tax to fund expanded levels of service in the following areas:**

How willing are you to pay a property tax to fund expanded levels of Town services in the following areas:		<i>Very Willing</i>	<i>Willing</i>	<i>Somewhat Willing</i>	<i>Not Willing</i>	<i>Not Willing at All</i>	<i>Don't Know</i>
A.	Public safety services (police, fire, and emergency medical services)	5	4	3	2	1	9
B.	Maintenance of Town streets & drainage	5	4	3	2	1	9
C.	Westlake Academy	5	4	3	2	1	9
D.	Historic preservation	5	4	3	2	1	9
E.	Streetscaping (landscaping/aesthetic treatments along major road medians and rights-of-way)	5	4	3	2	1	9
F.	Parks, trails, and recreation programs	5	4	3	2	1	9
G.	New fire station	5	4	3	2	1	9
H.	New Town hall	5	4	3	2	1	9
I.	Public art	5	4	3	2	1	9

8. **Satisfaction with Specific Types of Services Provided By the Town.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following:

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
Police Services							
A.	Overall quality of local police protection	5	4	3	2	1	9
B.	Visibility of police in neighborhoods	5	4	3	2	1	9
C.	How quickly police respond to emergencies	5	4	3	2	1	9
D.	Efforts by the Town to prevent crime	5	4	3	2	1	9
E.	Level of traffic enforcement	5	4	3	2	1	9
F.	Municipal Court services	5	4	3	2	1	9
Fire and Medical Services							
G.	Overall quality of fire services	5	4	3	2	1	9
H.	Overall quality of emergency medical services	5	4	3	2	1	9
I.	How quickly fire and emergency medical services personnel respond	5	4	3	2	1	9
Maintenance Services							
J.	Condition of major streets in Westlake	5	4	3	2	1	9
K.	Overall condition of streets in your neighborhood	5	4	3	2	1	9
L.	Cleanliness of streets/other public areas	5	4	3	2	1	9
Parks and Recreation Services							
M.	Maintenance of the Town park	5	4	3	2	1	9
N.	Number of parks in your community	5	4	3	2	1	9
O.	Number of walking/biking trails	5	4	3	2	1	9
P.	Quality of outdoor athletic fields available to the Westlake community	5	4	3	2	1	9
Communication/Citizen Engagement							
Q.	Availability of information about Town services and activities	5	4	3	2	1	9
R.	Timeliness of information provided by the Town of Westlake	5	4	3	2	1	9
S.	Efforts by the Town of Westlake to keep you informed about local issues	5	4	3	2	1	9
T.	Usefulness of the Town newsletter	5	4	3	2	1	9
U.	The Town of Westlake's website	5	4	3	2	1	9
V.	The level of public involvement in local decisions	5	4	3	2	1	9
Utility Services							
W.	Residential trash collection services	5	4	3	2	1	9
X.	Curbside recycling services	5	4	3	2	1	9
Y.	Yard waste collection services	5	4	3	2	1	9
Z.	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
1.	Town efforts to promote water conservation and protect water resources	5	4	3	2	1	9
2.	Household hazardous waste disposal service (for oil, paint, etc)	5	4	3	2	1	9

9. **Satisfaction with Specific Types of Services Provided By the Town (Continued).** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following:

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
Code Enforcement Services							
A.	Enforcing the clean up of junk and debris on private property in your community	5	4	3	2	1	9
B.	Enforcing the mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
D.	Enforcing sign regulations	5	4	3	2	1	9
E.	Enforcement of yard parking regulations for things such as boats and RVs in your neighborhood	5	4	3	2	1	9
F.	Town efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9

10. **From which of the following sources do you get information about the Town of Westlake?**

(Check all that apply)

___(1) E-mail from the Town

___(2) Town newsletter

___(3) Town website - have you looked at Council packets on the website? YES/ NO

___(4) Voice messages from the Town

___(5) *The Westlake First News* (newspaper)

11. **Do you think the standards for new commercial and residential development in the Town of Westlake are too high, about right, or too low?**

___(1) Too high

___(2) About right

___(3) Too low

___(9) Don't know

12. **Are you familiar with the Town's "Dark Sky" Plan?**

a.) ___(1) Yes ___(2) No

b.) If yes, are you supportive of it? ___(1) Yes ___(2) No

13. **WESTLAKE ACADEMY.** Using a scale of 1 to 5, where 5 means “strongly agree” and 1 means “strongly disagree,” please rate your level of agreement with the following statements about Westlake Academy:

Rate your level of agreement with the following statements:		<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know</i>
A.	Westlake Academy provides students with a quality education	5	4	3	2	1	9
B.	I understand how Westlake Academy is governed and funded	5	4	3	2	1	9
C.	I think Westlake Academy adds value to the Town of Westlake	5	4	3	2	1	9
D.	I think Westlake Academy adds value to my property	5	4	3	2	1	9

14. Have you eaten at any of the Solana restaurants during the past year?

- (1) Yes
 (2) No

15. What is your age?

- (1) 18-34 years
 (2) 35-54 years
 (3) 55-74 years
 (4) 75+ years

16. How many years have you lived in Westlake? _____ years

17. Do any children in grades K-12 currently live in your home?

- (1) Yes – answer #17a
 (2) No

17a. IF YES to #17: Do any of these children currently attend Westlake Academy?

- (1) Yes
 (2) No – answer 17b

17b. IF NO to #17a: Did any of these children previously attend Westlake Academy?

- (1) Yes – answer 17c
 (2) No

17c. If YES to #17b: Why did your children stop attending Westlake Academy?

18. In which subdivision do you live?

- (1) Stagecoach Hills
 (2) Vaquero
 (3) Wyck Hill
 (4) Glenwyck Farms
 (5) Mahotea Boone
 (6) Other: _____

19. Which of the following BEST describes your total annual household income?

- (1) Under \$50,000
 (2) \$50,000 - \$149,999
 (3) \$150,000 - \$500,000
 (4) Over \$500,000

20. Gender: (1) Male (2) Female

OPTIONAL: If you have any other comments please write them in the space provided below.

THE TOWN OF WESTLAKE

THANKS YOU FOR COMPLETING THIS SURVEY.

Please Return Your Completed Survey in the Enclosed
Postage Paid Envelope Addressed to:

ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061