

Town of Westlake Resident Survey

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Findings Report

Submitted to the Town of Westlake, Texas

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66061
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Town of Westlake

2017 Resident Survey

Executive Summary

Purpose and Methodology

During the spring of 2017, 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 sixth time the Town had administered the resident survey; the previous surveys were administered in 2009, 2010, 2011, 2013, and 2015.

The five-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the Town of Westlake. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Westlake from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The five-page survey was administered to a random sample of 174 households in the Town. The results for the random sample of 174 households have a 95% level of confidence with a precision of at least +/- 5.7%.

This summary report contains:

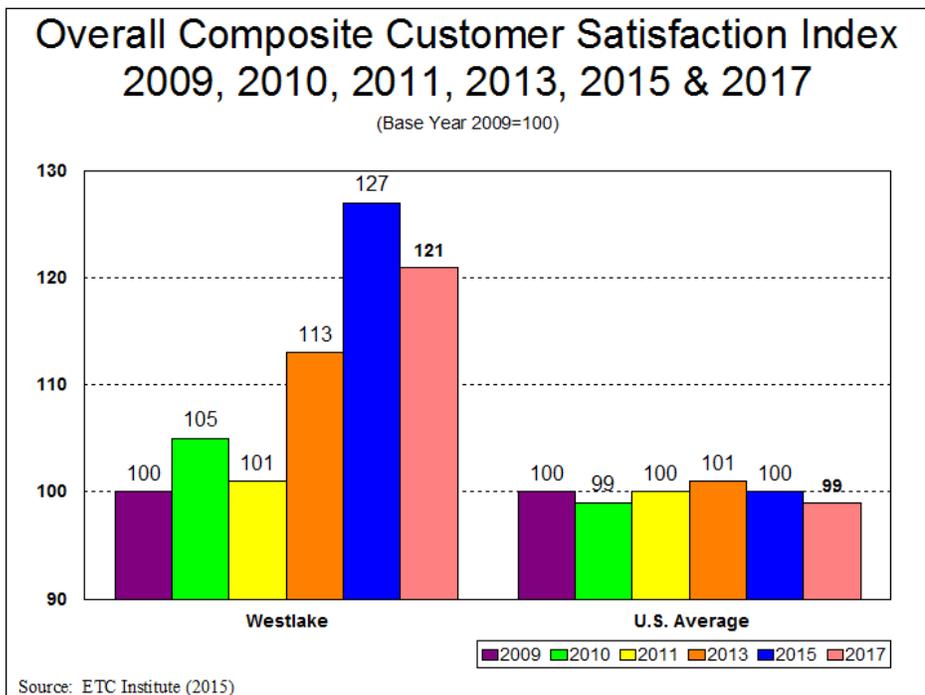
- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- trend analysis
- importance-satisfaction analysis
- tabular data that show the results for each question on the survey
- a copy of the survey instrument.

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.”

Overall Satisfaction

Eighty-one percent (81%) of residents, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of government services provided by Westlake; 11% were neutral and 7% were dissatisfied. 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 overall quality of public safety services (94%), the Town’s emergency preparedness efforts (89%), and the overall quality of parks, trails, open spaces, streetscaping, and facilities (82%).

Composite Customer Satisfaction Index. To objectively assess the change in overall satisfaction with Town services from 2009, ETC Institute developed a Composite Customer Satisfaction Index for the Town. The Composite Satisfaction Index is derived from the mean rating given for all major categories of Town services that are assessed on the survey in 2009, 2010, 2011, 2013, 2015 and 2017. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2009) and then multiplying the result by 100. As the chart below shows, the **Composite Customer Satisfaction Index for Westlake has increased by 21 points since 2009 and has decreased by 6 points since 2015.** In comparison, the U.S. index has remained very stagnant, with a decrease of 1 point since 2015.



Overall Priorities

The top three major Town services that residents felt were most important were: 1) public safety services (62%), 2) the overall quality of parks, trails, open spaces, streetscaping, and facilities (39%), and 3) the overall value of Westlake Academy to the Town (37%).

Satisfaction with Specific Town Services

- **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 (86%), how quickly police respond to emergencies (84%), and the visibility of police in neighborhoods (80%).
- **Fire and Emergency Medical Services.** Residents gave high satisfaction ratings to all three fire and emergency medical services that were rated. Based upon a combination of “very satisfied” and “satisfied” responses, among residents who had an opinion, ninety-one (91%) of Westlake residents were satisfied with the response time of fire and EMS personnel, 91% were satisfied with the quality of emergency medical services and 89% were satisfied with the overall quality of fire services.
- **Emergency Preparedness.** Eighty-one percent (81%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the Town staff response during extreme weather and 79% were satisfied with efforts by the Town staff to inform residents of hazardous road conditions, potential inclement weather and closures.
- **Transportation Services.** The transportation 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 cleanliness of streets and other public areas (85%) and the condition of major streets in Westlake (81%).
- **Communication/Citizen Engagement.** The communication/citizen engagement services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: Town efforts to keep residents informed (82%), the timeliness of information provided by the Town (80%), and the completeness of information provided by the Town (80%).
- **Parks and Recreation Services.** The parks and recreation 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 maintenance of streetscaping and open space (82%) and the number of publicly-accessible parks/trails (76%).
- **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: residential trash collection services (83%), quality of drinking water utility services (77%), and the promotion of water conservation and the protection of resources (75%).

- **Customer Service.** The customer service items that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were the friendliness of Town staff (92%), participation of Town staff in community events/neighborhood meetings (83%) and the timeliness of Town Staff to concerns or issues (77%).
- **Code Enforcement.** Both code enforcement items saw high levels of overall satisfaction, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion. Eighty-one percent (81%) of respondents were satisfied with the enforcement of exterior maintenance and maintenance regulations for property and 80% were satisfied with the enforcement of sign regulations.

Other Findings

- The most important reasons that residents indicated influenced their decision to move to Westlake were: 1) the quality of life (99%), 2) low crime rates and the quality of public safety (98%), 3) the aesthetic appeal and high development standards (97%), 4) quality of their subdivision (97%), and 5) the type of housing available (95%). The quality of life, Westlake Academy, and the aesthetic appeal and high development standards were the top three reasons that residents will stay in Westlake over the next five years.
- The types of Town information that residents were most familiar with, based upon the combined percentage of residents who indicated they were “very familiar” or “somewhat familiar” with the information, were: the Town’s Vision, Values, and Mission Statements (79%), the Town’s Comprehensive Plan (76%), zoning standards within the Town (75%), and the Town’s open space requirements for development (75%).
- Of the residents who had attended public meetings held in their neighborhood, 91% felt the meeting was informative and 91% felt they had the opportunity to discuss their ideas and concerns at the meeting.
- Of the residents who have not attended a public meeting, 72% indicated they would attend in the future, and 87% think the meetings are useful.
- Nearly half (47%) of respondents indicated they think neighborhood meetings should be held annually, 31% think they should be held twice a year, and 2% think they should be held every other year.
- Fifty-two percent (52%) of households surveyed have children in grades K-12 living in the home. Of those who have children two out of every three households indicated their children attend Westlake Academy. Twenty percent (20%) of respondents who indicated their child previously attended Westlake Academy would consider re-enrolling them in the future.
- Ninety-eight percent (98%) of the residents surveyed felt “very safe” or “safe” in the Town of Westlake, compared to only 2% who felt “unsafe” or “very unsafe”.

- Most (96%) of the residents surveyed thought Westlake was an “excellent” or “good” place to live; 3% felt it was an “average” place to live, only 1% felt it was a “poor” place to live.

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the Town identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each Town service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Town services over the next two years. If the Town wants to improve its overall satisfaction rating, the Town should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 2 of this report.

Overall Priorities for the Town by Major Category. This analysis reviewed the importance of and satisfaction with major categories of Town services. This analysis was conducted to help set the overall priorities for the Town. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years to raise the Town’s overall satisfaction rating are listed below:

- Overall value of Westlake Academy to the Town (IS Rating=0. 1017)

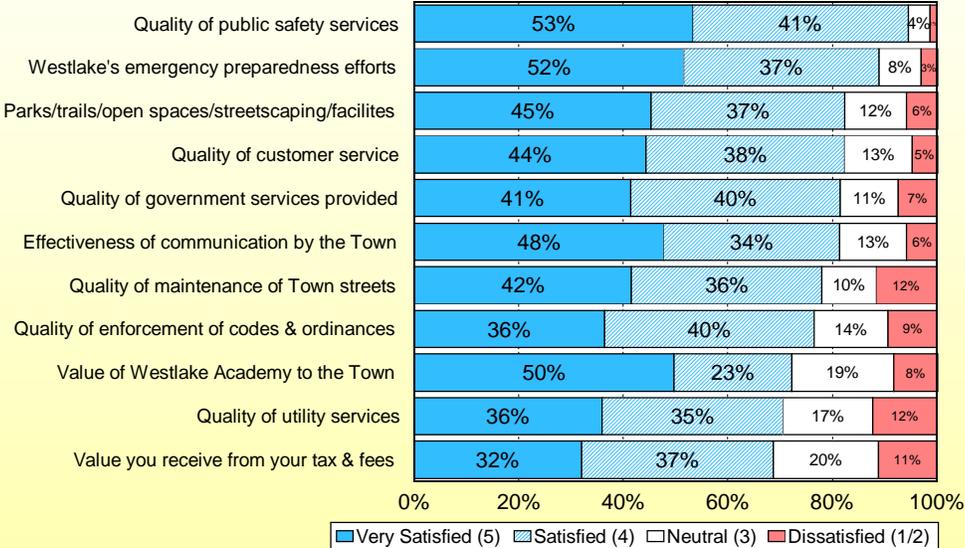
The table below shows the importance-satisfaction rating for all 11 major categories of Town services that were rated.

2017 Importance-Satisfaction Rating Town of Westlake Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-20)						
Overall value of Westlake Academy to the Town	37%	3	72%	9	0.1017	1
Medium Priority (IS <.10)						
Overall value you receive from your tax & fees	30%	4	69%	11	0.0952	2
Overall quality of parks, trails, open spaces, streetscaping, & facilities	39%	2	82%	3	0.0688	3
Overall quality of maintenance of Town streets	30%	5	78%	7	0.0656	4
Overall quality of utility services	18%	7	71%	10	0.0523	5
Overall quality of public safety services (police, fire, & emergency medical)	62%	1	95%	1	0.0342	6
Overall quality of government services provided by the Town of Westlake	14%	8	82%	5	0.0255	7
Overall quality of enforcement of codes & ordinances	10%	9	77%	8	0.0230	8
Overall efforts by the Town to ensure the community is prepared for emergencies	19%	6	89%	2	0.0210	9
Overall effectiveness of communication by the Town	9%	10	81%	6	0.0162	10
Overall quality of customer service	8%	11	82%	4	0.0142	11

Section 1: Charts and Graphs

Q1. Overall Satisfaction With Town Services by Major Category

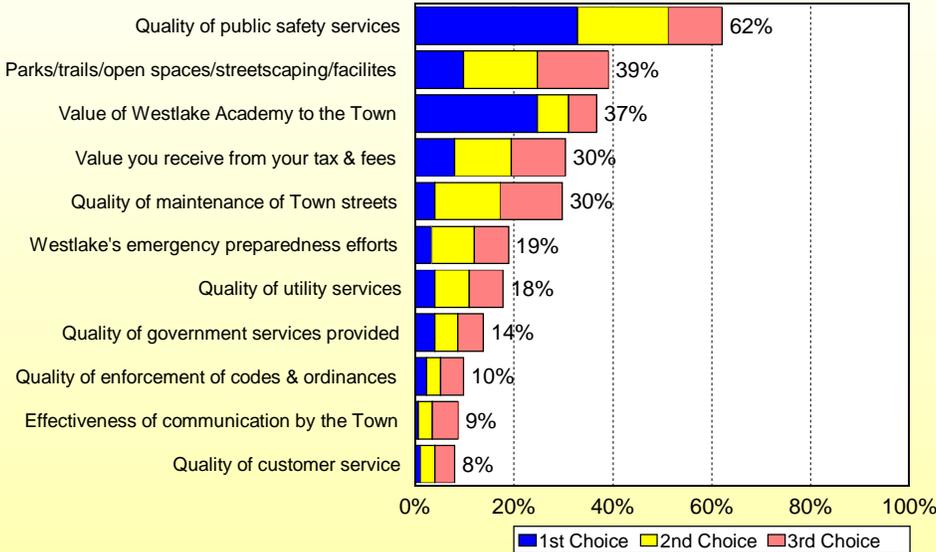
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

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

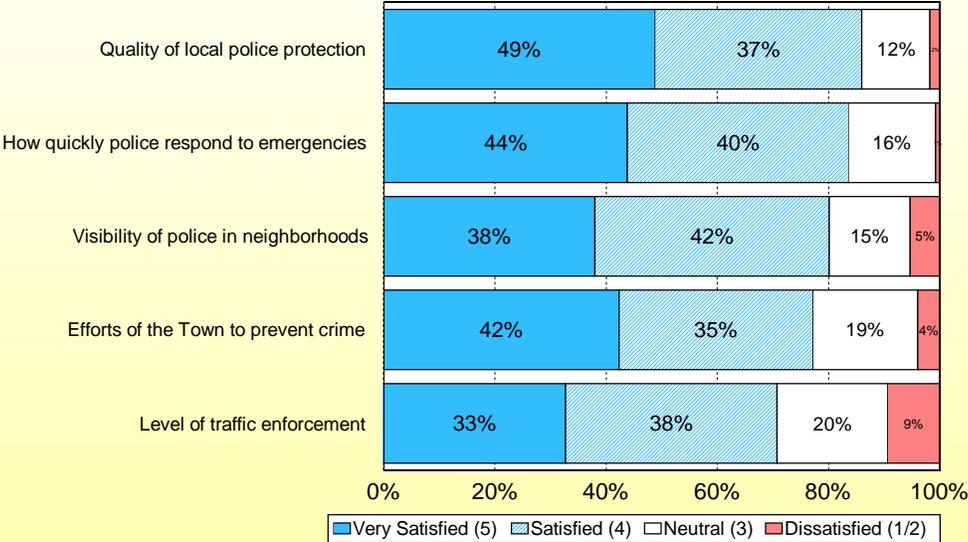
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q3.1-5. Satisfaction with Police Services in the Town of Westlake

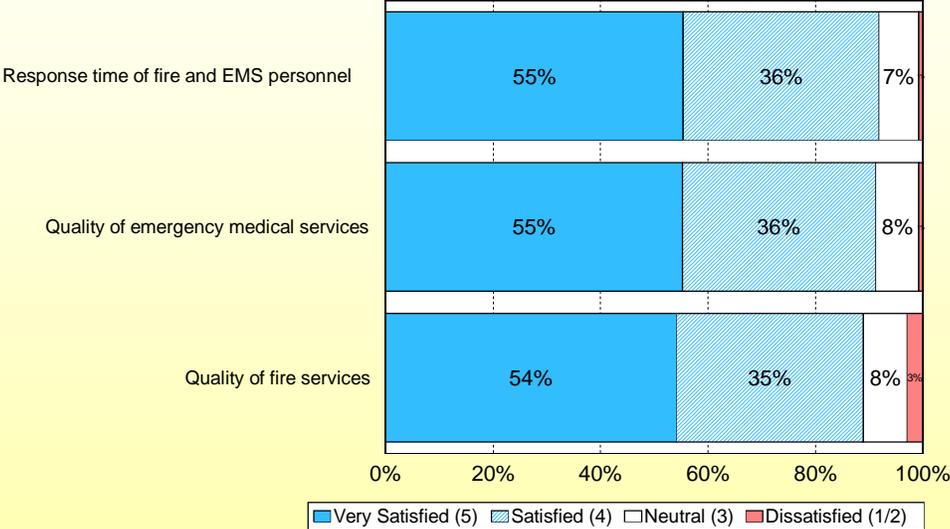
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q3.6-8. Satisfaction with Fire and Medical Services in the Town of Westlake

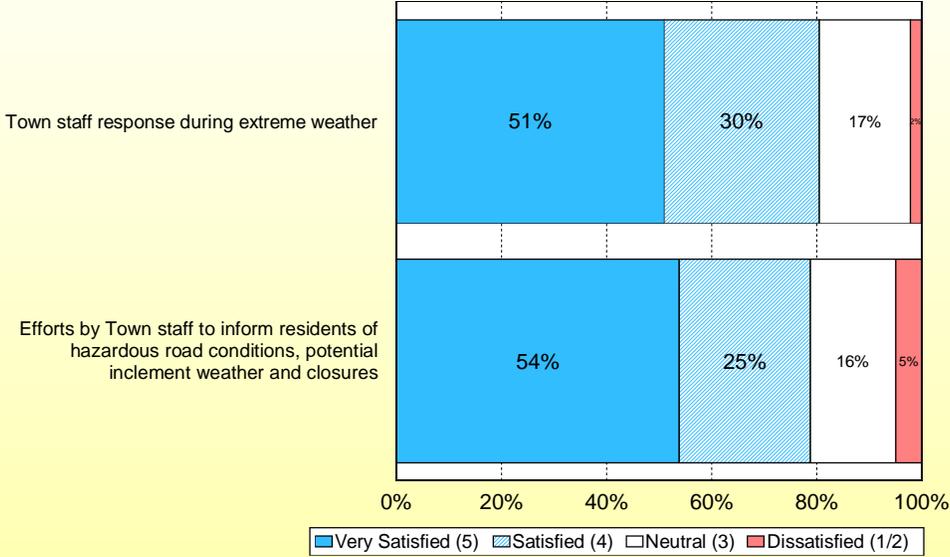
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q3.9-10. Satisfaction with Emergency Preparedness in the Town of Westlake

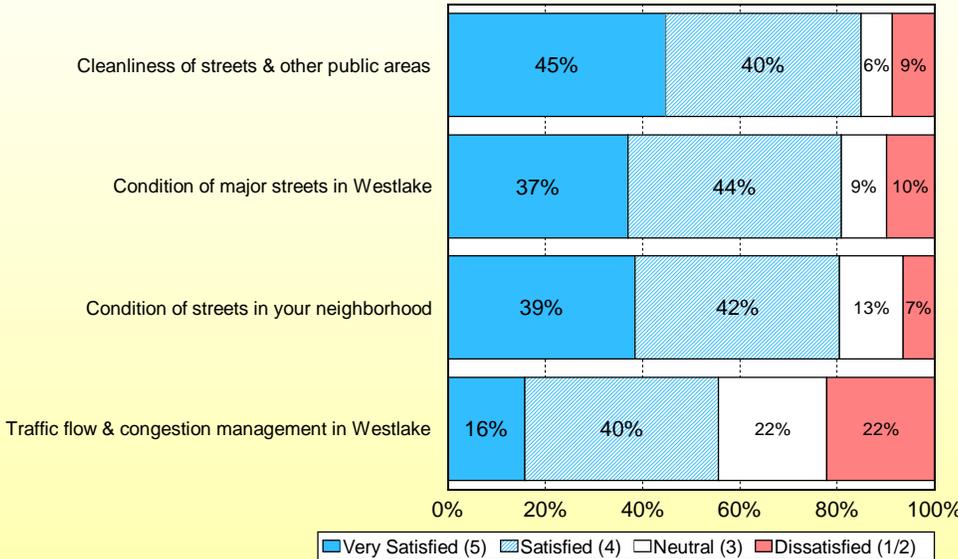
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q3.11-14. Satisfaction with Transportation Services in the Town of Westlake

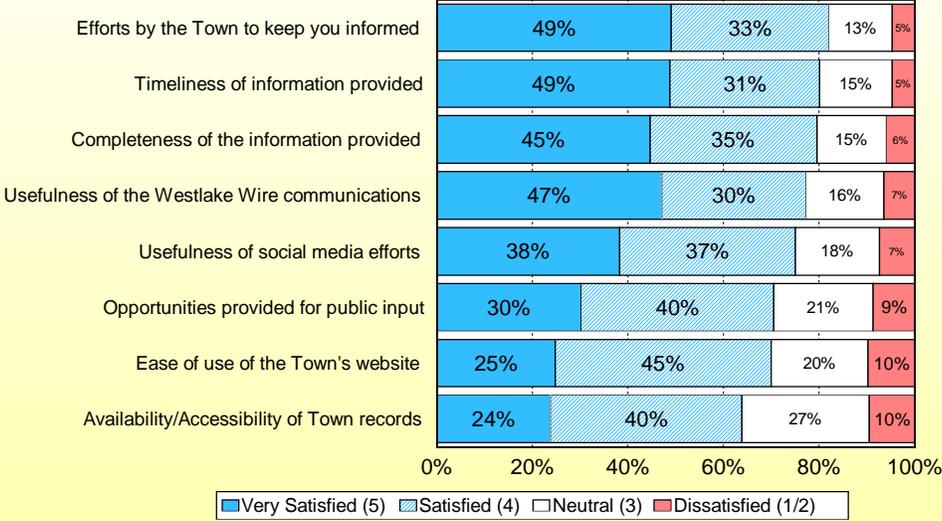
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q3.15-22. Satisfaction with Communication and Citizen Engagement in the Town of Westlake

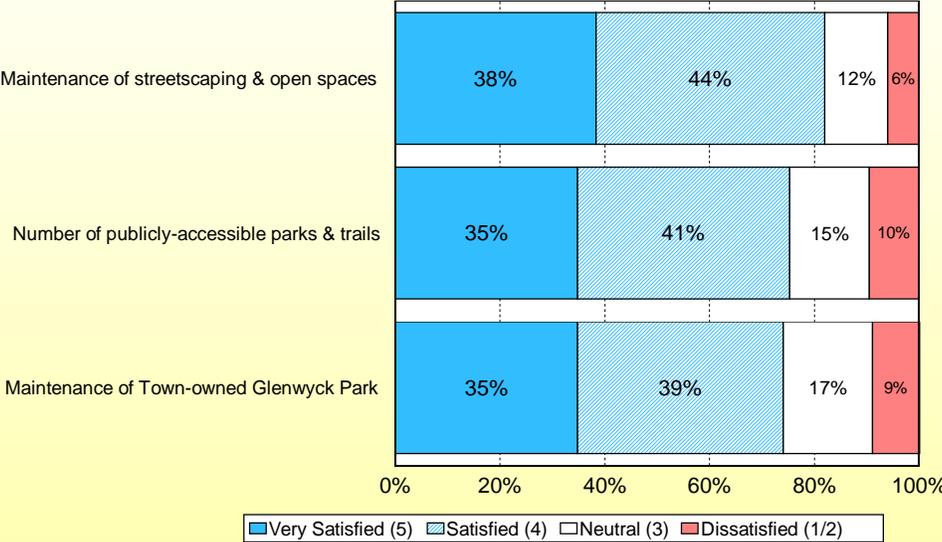
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q3.23-25. Satisfaction with Parks and Recreation Services in the Town of Westlake

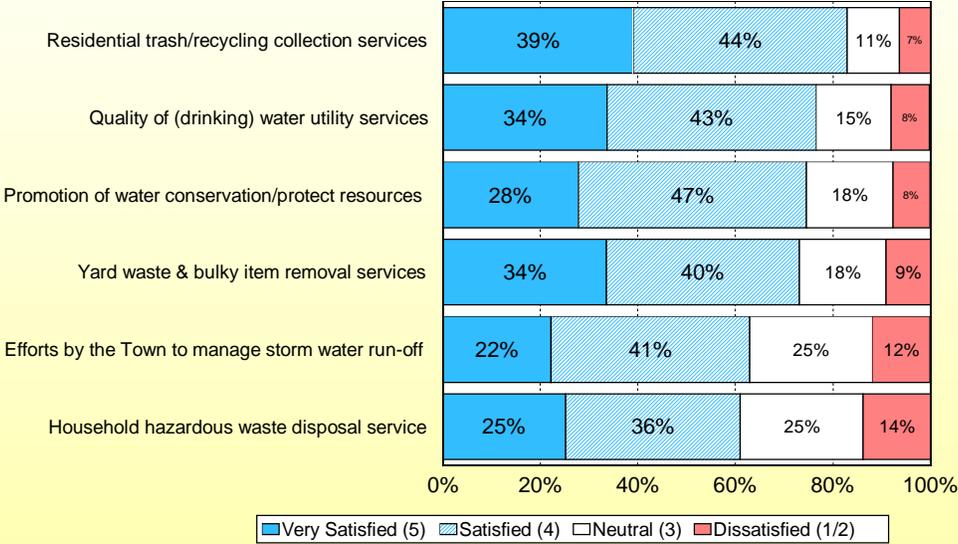
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q3.26-31. Satisfaction with Utility Services in the Town of Westlake

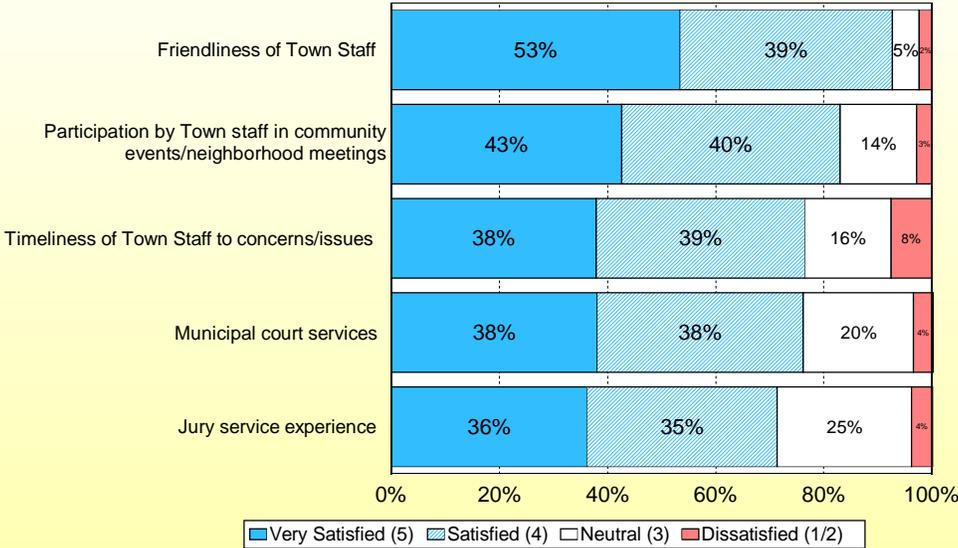
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q3.32-36. Satisfaction with Customer Service in the Town of Westlake

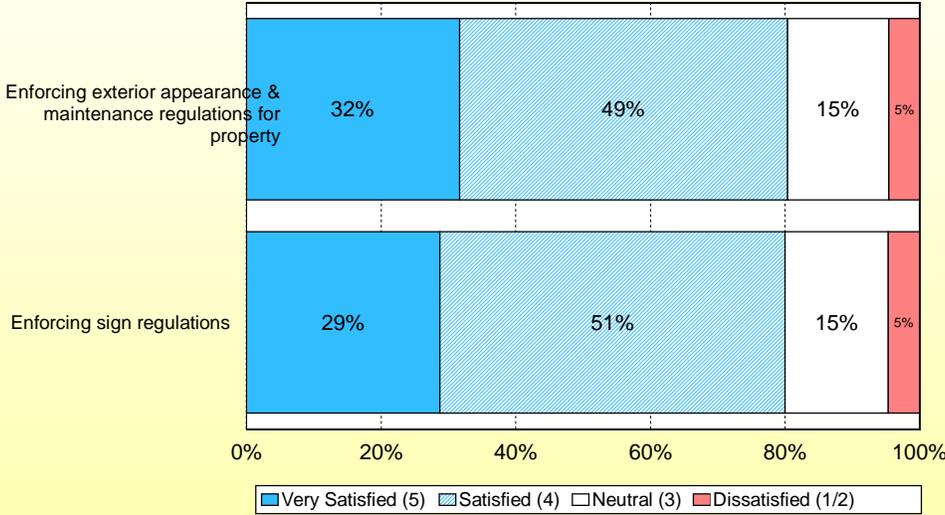
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q3.37-38. Satisfaction with Code Enforcement in the Town of Westlake

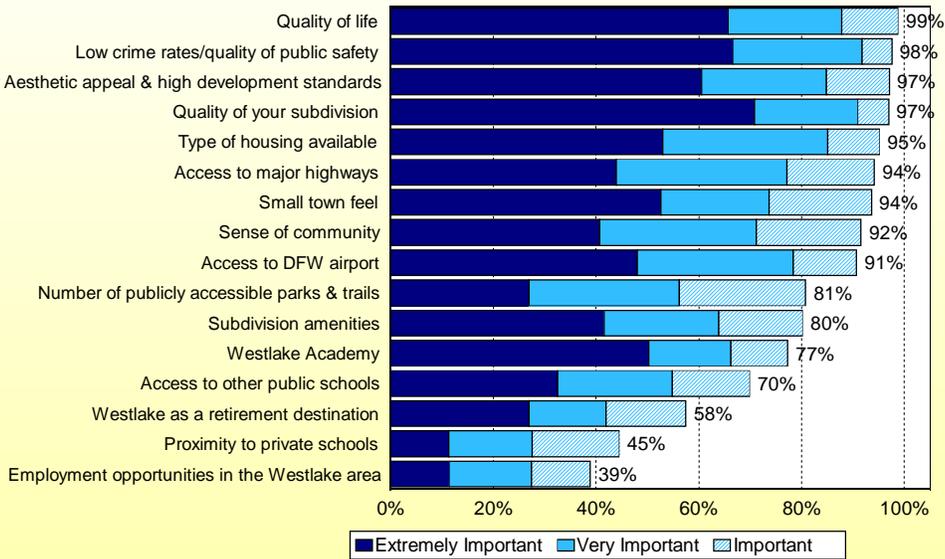
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q4. Importance of Various Reasons in the Decision to Move to Westlake

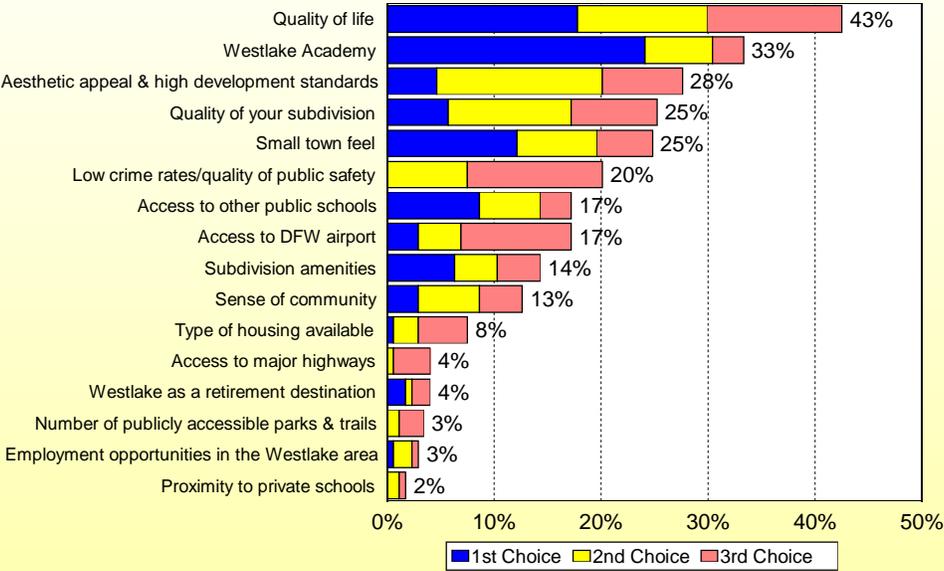
by percentage of respondents who felt the item was "extremely important," "very important" or "important"



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q5. Reasons Residents Will Stay in Westlake Over the Next Five Years

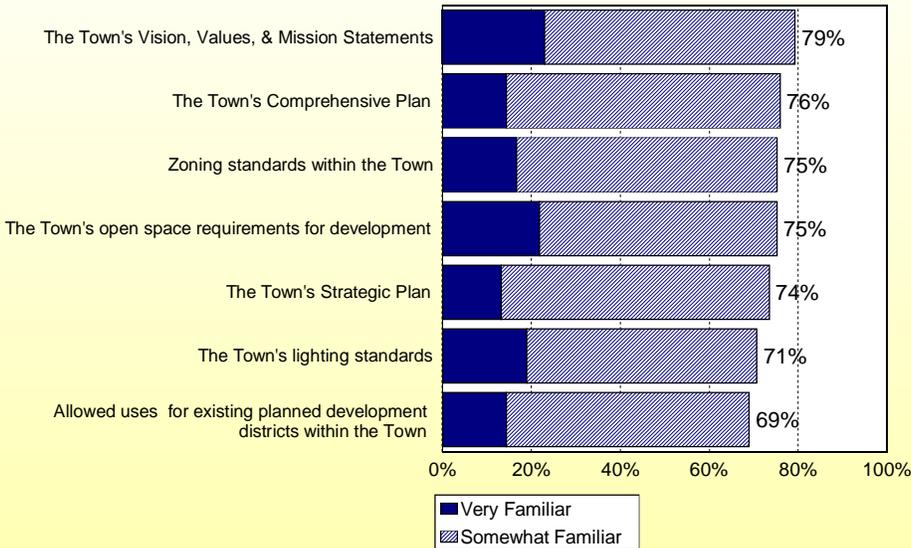
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q6. Town Information Residents Were Familiar With

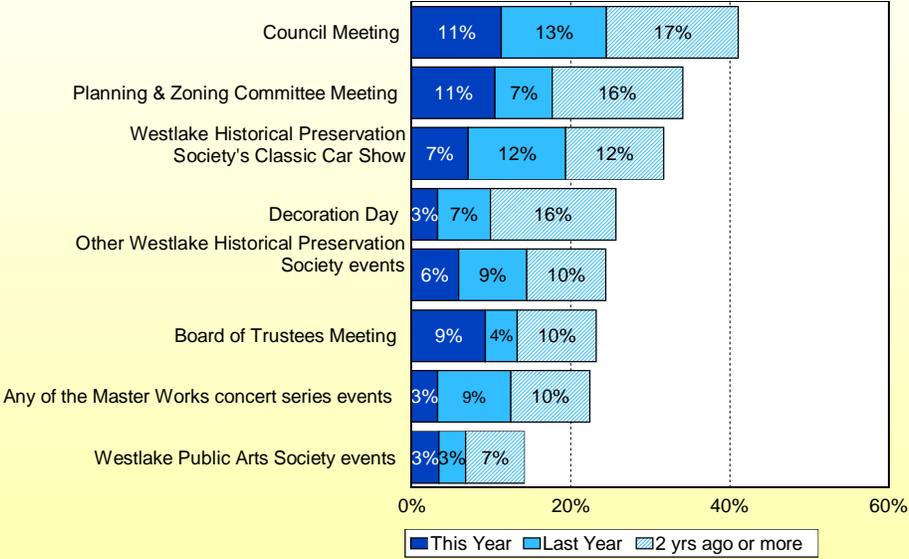
by percentage of respondents who indicated they were "very familiar" or "somewhat familiar" with the information



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q7. When did you most recently attend the following events?

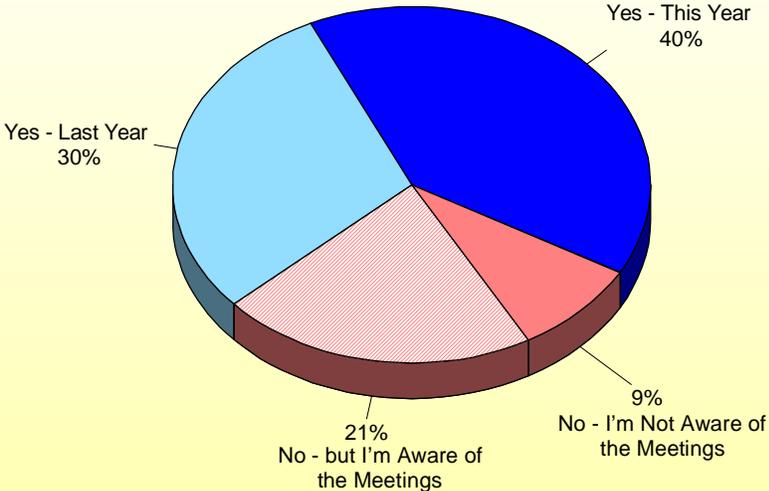
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q8. Have you attended a public meeting in your neighborhood?

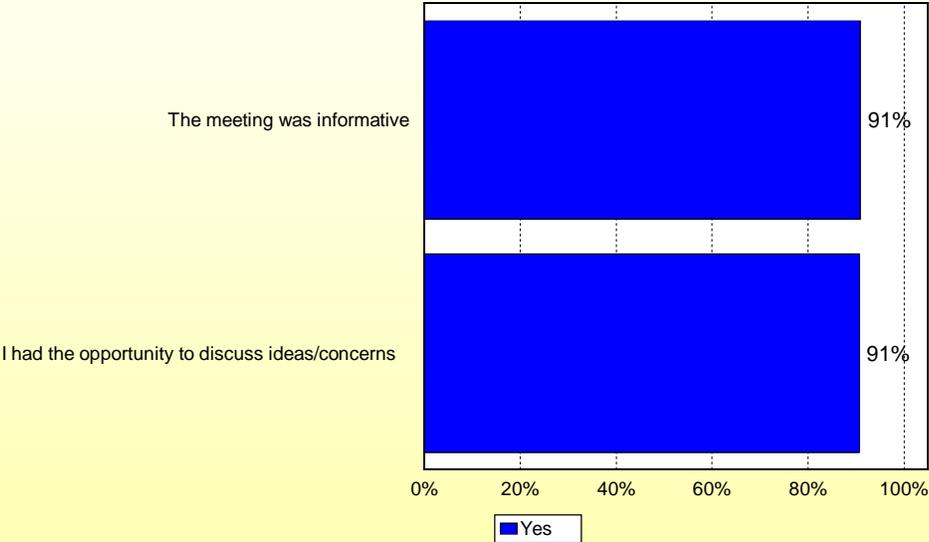
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q8a-b. Perceptions of Public Meetings

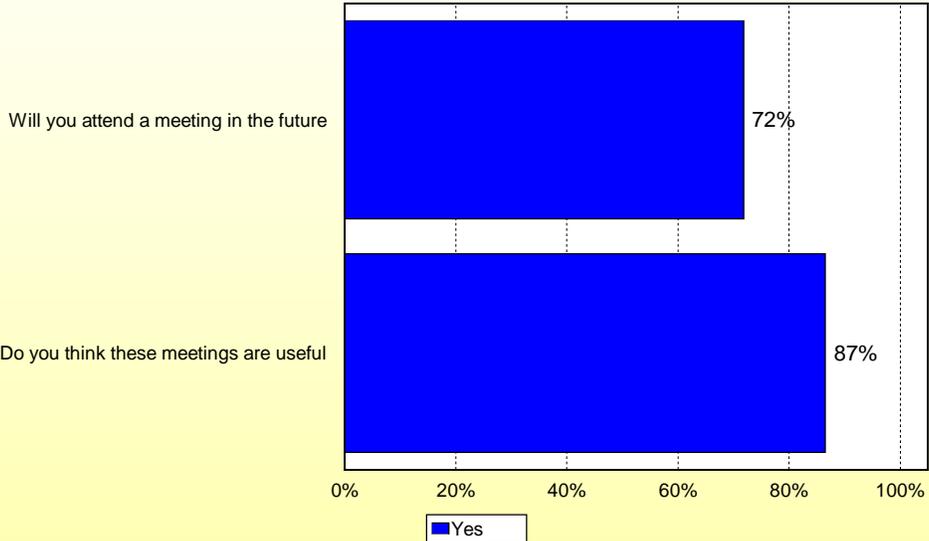
by percentage of respondents who indicated they have attended a public meeting in their neighborhood



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q8c-d Perceptions of Public Meetings

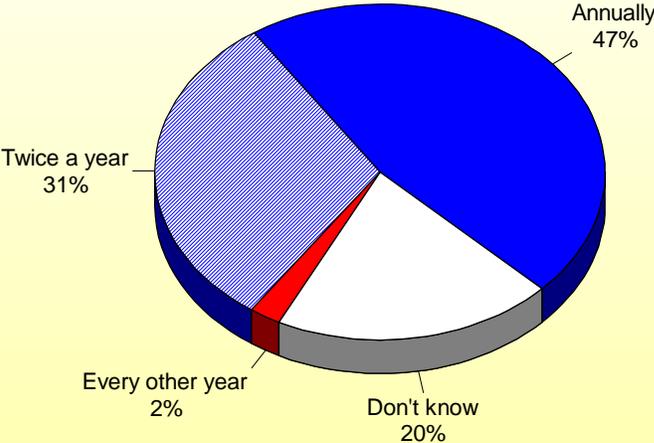
by percentage of respondents who indicated they have NOT attended a public meeting in their neighborhood



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q9. In your opinion, how often should neighborhood meetings be held?

by percentage of respondents

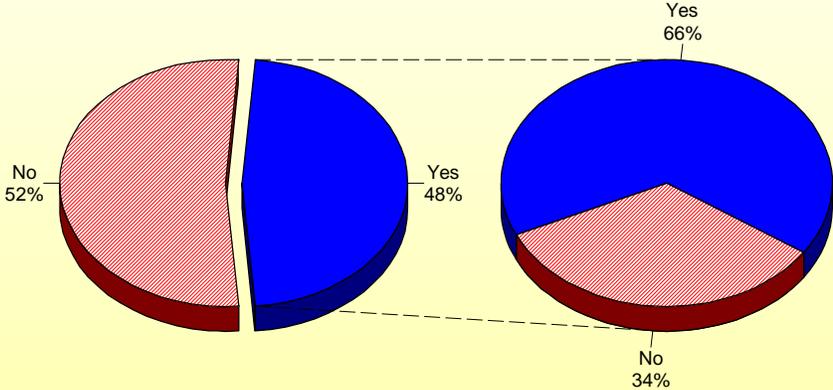


Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q10. Do any children in grades K-12 live in your home?

by percentage of respondents

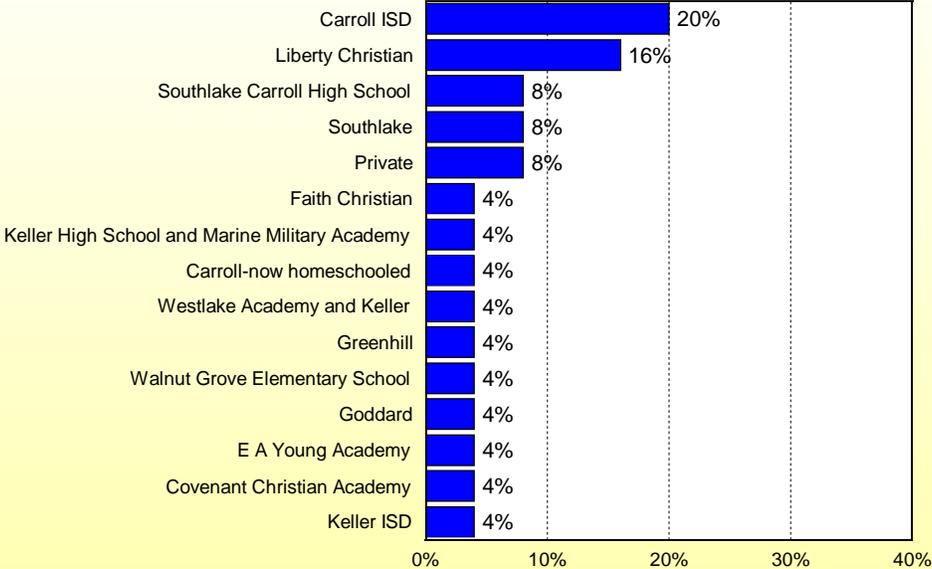
Q11a. If YES, do any of these children currently attend Westlake Academy?



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q11b. Where do you children go to school?

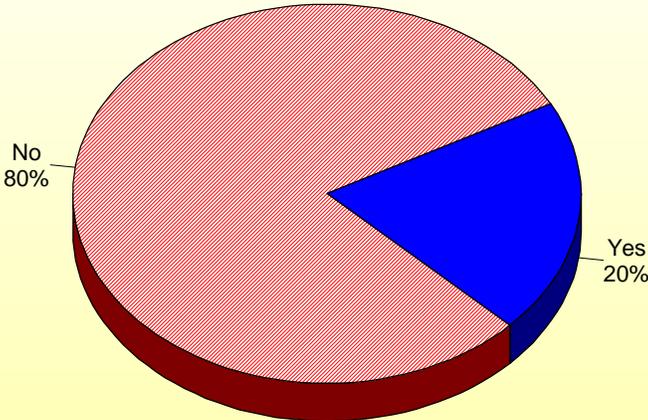
by percentage of respondents who indicated they have children in grades K-12 in their home



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q11d. If your child previously attended Westlake, are you considering re-enrolling them in the future?

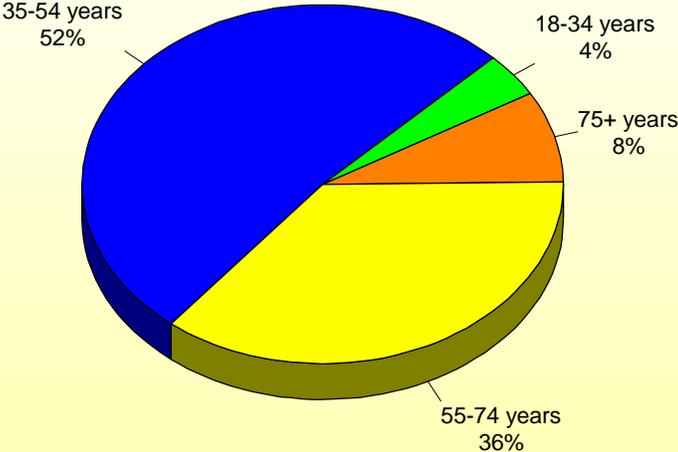
by percentage of respondents who had children in grades K-12 living in their home who were not attending Westlake Academy



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q12. Demographics: Age of Survey Respondents

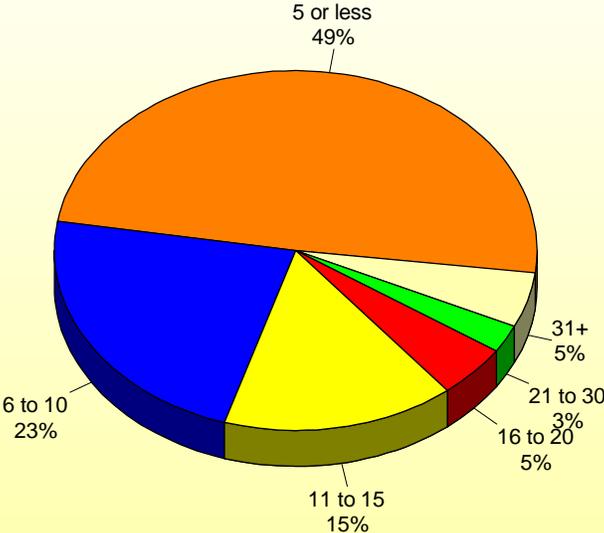
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q12. Demographics: How many years have you lived in Westlake?

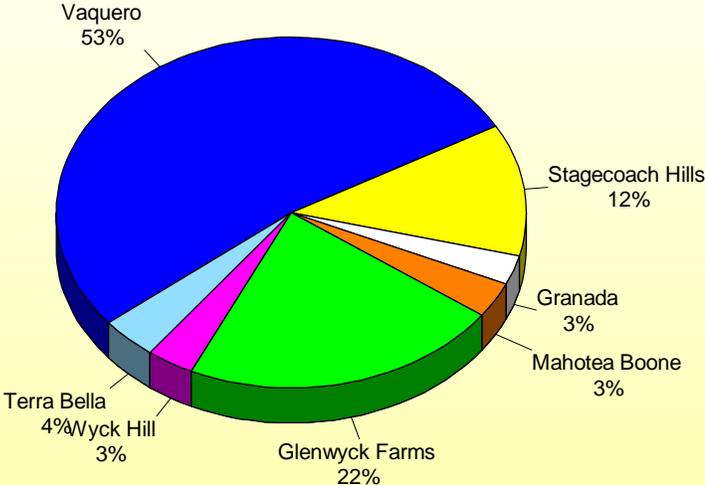
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q14. Demographics: In which subdivision do you live?

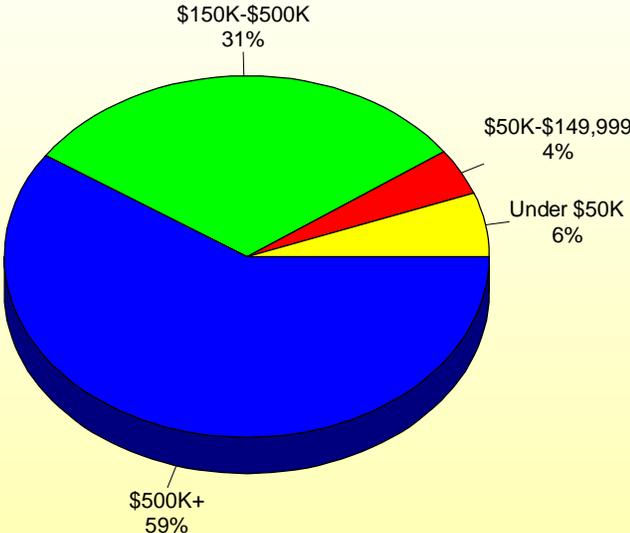
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q15. Demographics: Household Income

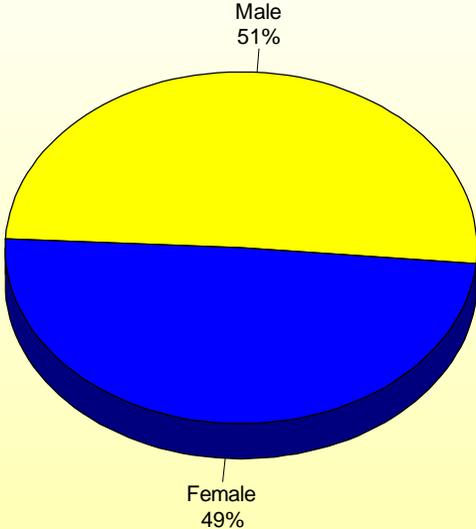
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q16. Demographics: Respondents Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q17. Overall, how safe do you feel in the Town of Westlake?

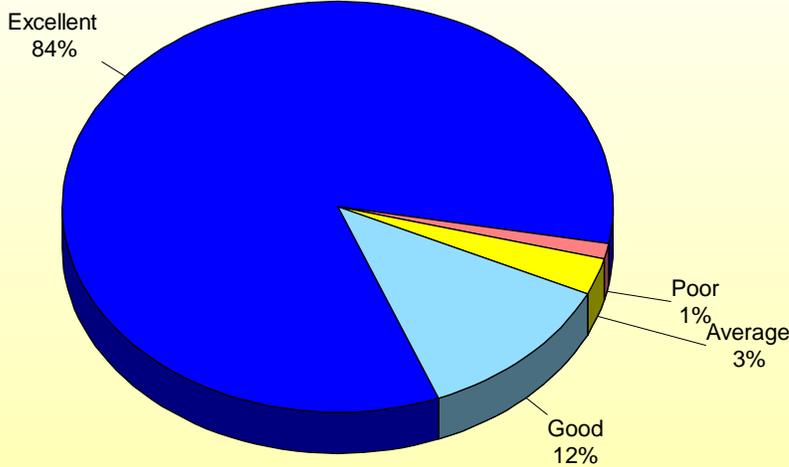
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Q18. Overall, how would you rate the Town of Westlake as a place to live?

by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Section 2: Trend Analysis

Town of Westlake

2017 Resident Survey

Trends Analysis

Overview

In 2009, 2010, 2011, 2013, 2015, and 2017 the Town of Westlake conducted a resident survey to assess resident satisfaction with the delivery of major Town services. The charts on the following pages show how the results of the 2017 survey compare to the results from previous surveys. Significant changes in the survey results from 2015 to 2017 are highlighted below; given the sample size of both surveys, changes of 4.0% or more are considered statistically significant.

Significant Changes in Satisfaction Ratings

Satisfaction with Major Categories of Town Services. Among the 11 major categories of Town services that were rated in both 2015 and 2017, there were significant changes in four of the areas. The areas with significant decreases in satisfaction ratings are listed below:

- Satisfaction with the maintenance of Town streets decreased 4% from 82% in 2015 to 78% in 2017.
- Satisfaction with the towns emergency preparedness efforts decreased 7% from 96% in 2015 to 89% in 2017.
- Satisfaction with the overall customer services provided by Town employees decreased 8% from 92% in 2015 to 81% in 2017.
- Satisfaction with the effectiveness of Town communication decreased 11% from 92% in 2015 to 81% in 2017.

Satisfaction with Police Services. Among the 5 police services that were rated in both 2015 and 2017, there were increases in satisfaction ratings in two of the five areas and both were significant. There were also two areas which saw significant decreases. The areas with significant increases and decreases in satisfaction ratings are listed below:

- Satisfaction with the visibility of police in neighborhoods increased 10% from 70% in 2015 to 80% in 2017.
- Satisfaction with overall quality of local police protection increased 5% from 81% in 2015 to 86% in 2017.
- Satisfaction with how quickly police respond to emergencies decreased 5% from 89% in

2015 to 84% in 2017.

- Satisfaction with Town efforts to prevent crime decreased 6% from 83% in 2015 to 77% in 2017.

Satisfaction with Fire and Emergency Medical Services. Among the three fire and emergency medical services that were rated in both 2015 and 2017, there were increases in satisfaction ratings in all three areas, and significant changes in two areas.

- Satisfaction with the response time of fire and EMS personnel increased 7% from 85% in 2015 to 92% in 2017.
- Satisfaction with the overall quality of fire services increased 4% from 85% in 2015 to 89% in 2017.

Satisfaction with Emergency Preparedness. Among the two emergency preparedness services that were rated in both 2015 and 2017, there were significant decreases in both areas. The details are listed below:

- Satisfaction with efforts by the Town staff to inform residents of hazardous road conditions, potential inclement weather and closures decreased 7% from 86% in 2015 to 79% in 2017.
- Satisfaction with the response efforts by the Town staff during extreme weather conditions decreased 9% from 90% in 2015 to 81% in 2017.

Satisfaction with Transportation Services. Among the four transportation services that were rated in both 2015 and 2017, there were decreases in satisfaction ratings in all four areas, two of which were significant. The areas with significant decreases in satisfaction ratings are listed below:

- Satisfaction with the condition of major streets decreased 4% from 85% in 2015 to 81% in 2017.
- Satisfaction with the traffic flow and congestion management decreased 15% from 71% in 2015 to 56% in 2017.

Satisfaction with Communications and Citizen Engagement. Among the eight community and citizen engagement areas that were rated in both 2015 and 2017, there were increases in satisfaction ratings in one area. There were decreases in overall satisfaction in the remaining seven areas, six were significant. The areas with significant decreases in satisfaction ratings are listed below:

- Satisfaction with the completeness of information provided by the Town decreased 5% from 85% in 2015 to 80% in 2017.
- Satisfaction with the usefulness of the Westlake Wire communications decreased 8% from 85% in 2015 to 77% in 2017.

- Satisfaction with the availability/accessibility of Town records decreased 9% from 73% in 2015 to 64% in 2017.
- Satisfaction with the opportunities provided for public input decreased 10% from 81% in 2015 to 71% in 2017.
- Satisfaction with the timeliness of information provided by the Town decreased 11% from 91% in 2015 to 80% in 2017.
- Satisfaction with Town efforts to keep residents informed decreased 12% from 94% in 2015 to 82% in 2017.

Satisfaction with Parks and Recreation Services. Among the three parks and recreation services that were rated in both 2015 and 2017, there were two significant increases, as listed below:

- Satisfaction with the maintenance of Glenwyck Park increased 11% from 63% in 2015 to 74% in 2017.
- Satisfaction with the maintenance of streetscaping and open spaces increased 8% from 74% in 2015 to 82% in 2017.

Satisfaction with Utility Services. Among the six utility services that were rated in both 2015 and 2017, there were decreases in satisfaction ratings all six areas, five of which were significant. The areas with significant increases in satisfaction ratings are listed below:

- Satisfaction with household hazardous waste disposal services decreased 4% from 65% in 2015 to 61% in 2017.
- Satisfaction with efforts by the Town to manage storm water run-off decreased 6% from 63% in 2015 to 69% in 2017.
- Satisfaction with efforts by the Town to promote water conservation and protect water resources decreased 6% from 81% in 2015 to 75% in 2017.
- Satisfaction with yard waste and bulky item removal services decreased 7% from 80% in 2015 to 73% in 2017.
- Satisfaction with the quality of drinking water utility services decreased 8% from 85% in 2015 to 77% in 2017.

Satisfaction with Customer Service. Among the five customer service areas that were rated in both 2015 and 2017, there were decreases in satisfaction ratings in all five areas, two of which were significant. The areas with significant decreases in satisfaction ratings are listed below:

- Satisfaction with municipal court services decreased 10% from 86% in 2015 to 76% in 2017.
- Satisfaction with jury service experience decreased 11% from 82% in 2015 to 71% in 2017.

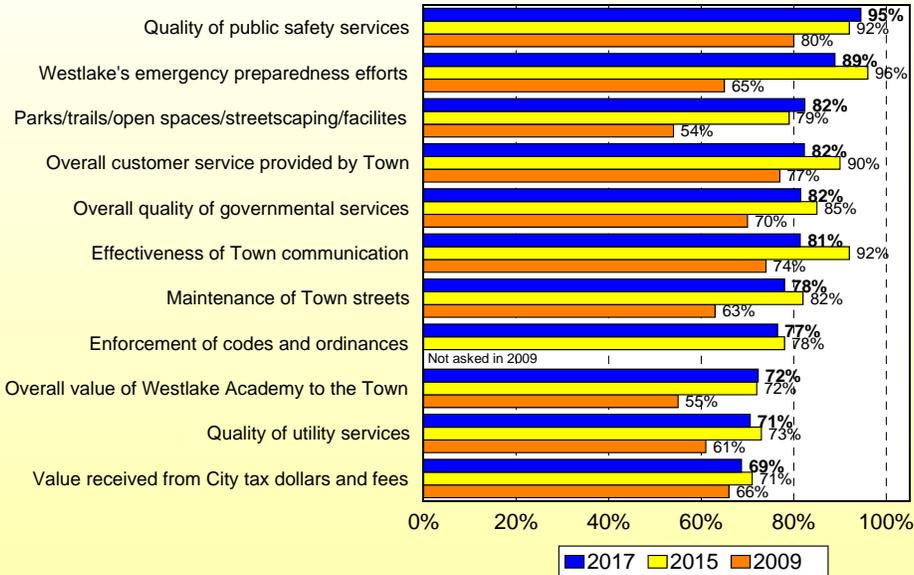
Satisfaction with Code Enforcement. Among the two code enforcement areas that were rated in both 2015 and 2017, there were no significant changes.

Significant Changes in Other Areas

- Seventy-five percent (75%) of residents indicated they are familiar with the Town's open space requirements for development, which is a 10% increase from 65% in 2015.
- Seventy-five percent (75%) of residents indicated they are familiar with the Town's zoning standards in 2017, which is a 8% increase from 67% in 2015.
- Sixty-nine percent (69%) of residents indicated they are familiar with the allowed uses for planned development districts in 2017, which is a 4% increase from 65% in 2015
- Seventy-one percent (71%) of residents indicated they are familiar with the Town's lighting standards in 2017, which is a 4% increase from 67% in 2015
- Forty percent (40%) of residents attended a neighborhood meeting in 2017, which is an 9%decrease from 49% in 2015.

Trends: Overall Satisfaction With Town Services by Major Category (2017 vs. 2015 vs. 2009)

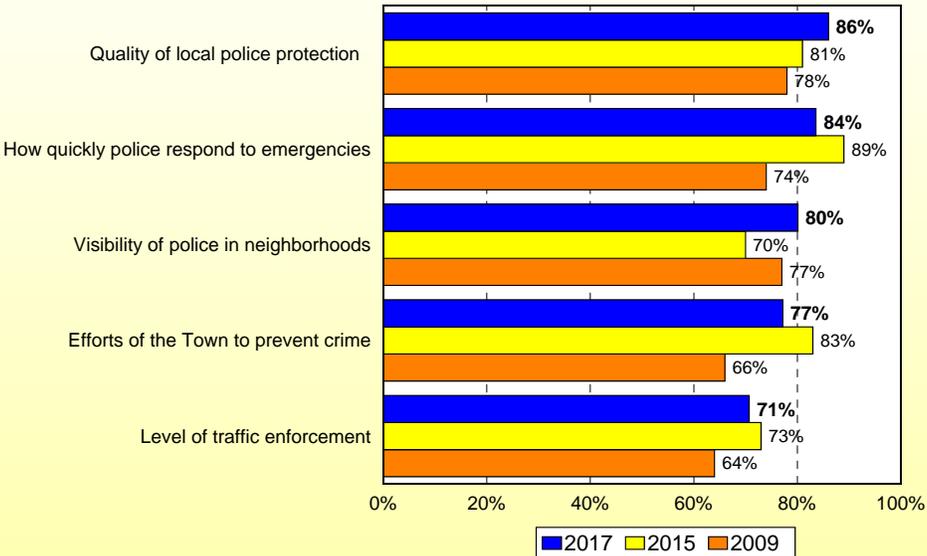
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Satisfaction with Police Services in the Town of Westlake (2017 vs. 2015 vs. 2009)

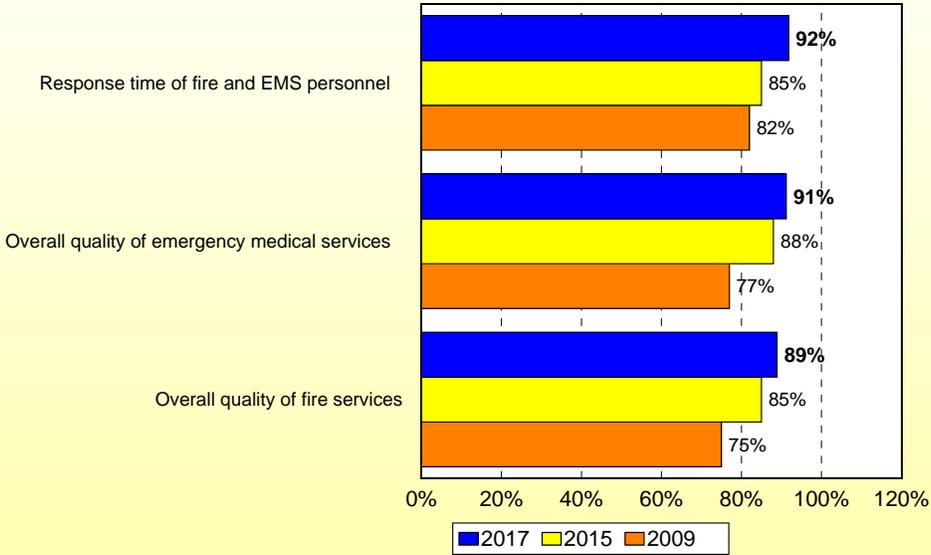
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Satisfaction with Fire and EMS Services in the Town of Westlake (2017 vs. 2015 vs. 2009)

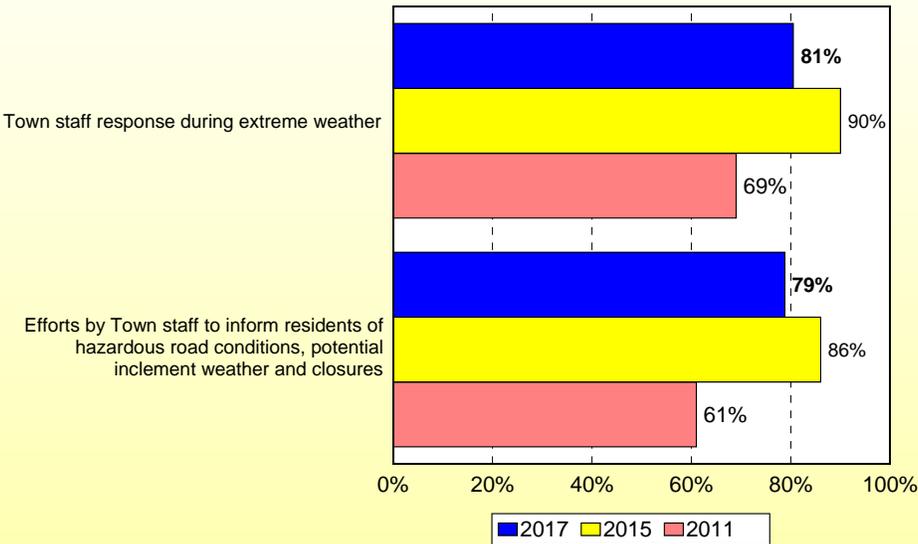
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Satisfaction with Emergency Preparedness in the Town of Westlake (2017 vs. 2015 vs. 2011)

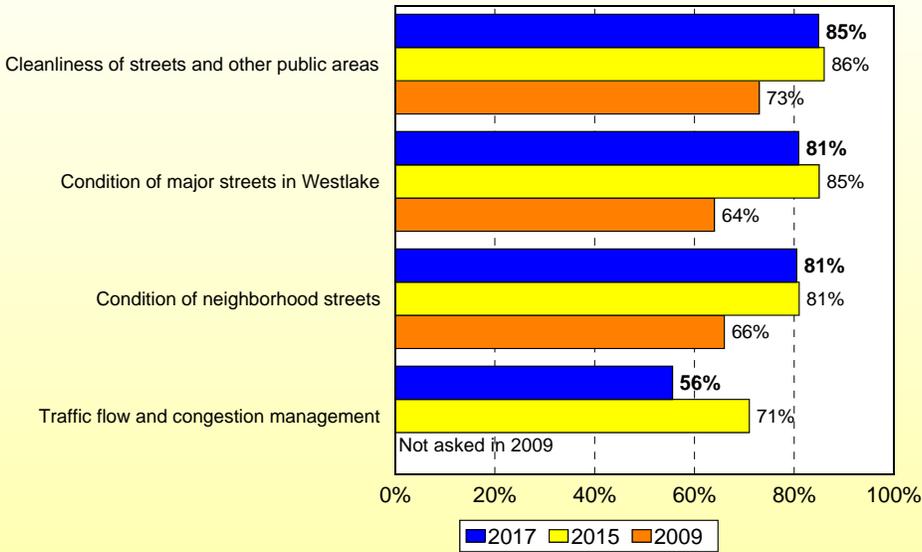
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Satisfaction with Transportation Services in the Town of Westlake (2017 vs. 2015 vs. 2009)

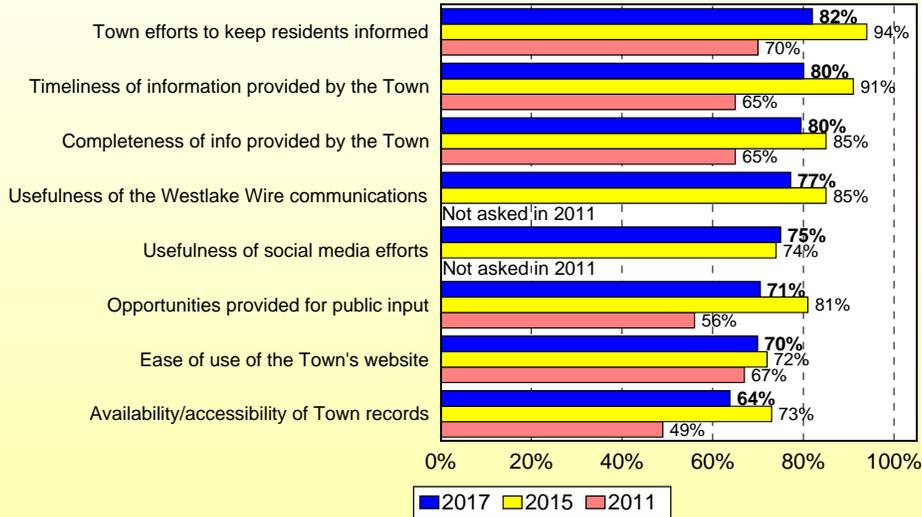
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Satisfaction with Communications and Citizen Engagement in the Town of Westlake (2017 vs. 2015 vs. 2011)

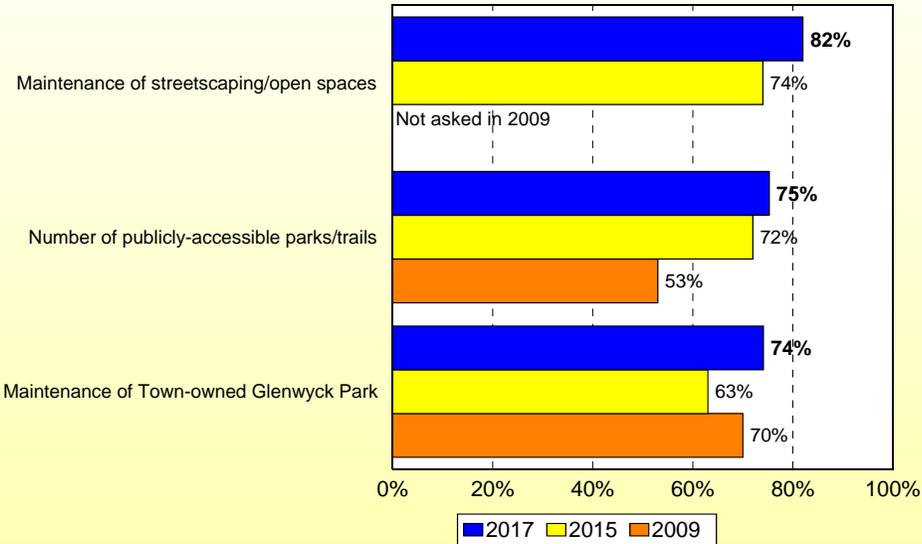
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Satisfaction with Parks and Recreation in the Town of Westlake (2017 vs. 2015 vs. 2009)

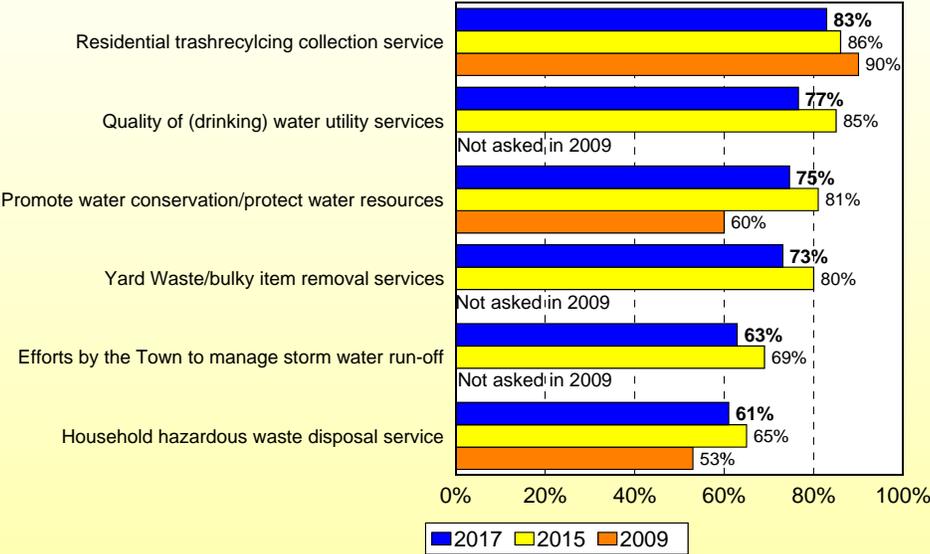
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Satisfaction with Utility Services in the Town of Westlake (2017 vs. 2015 vs. 2009)

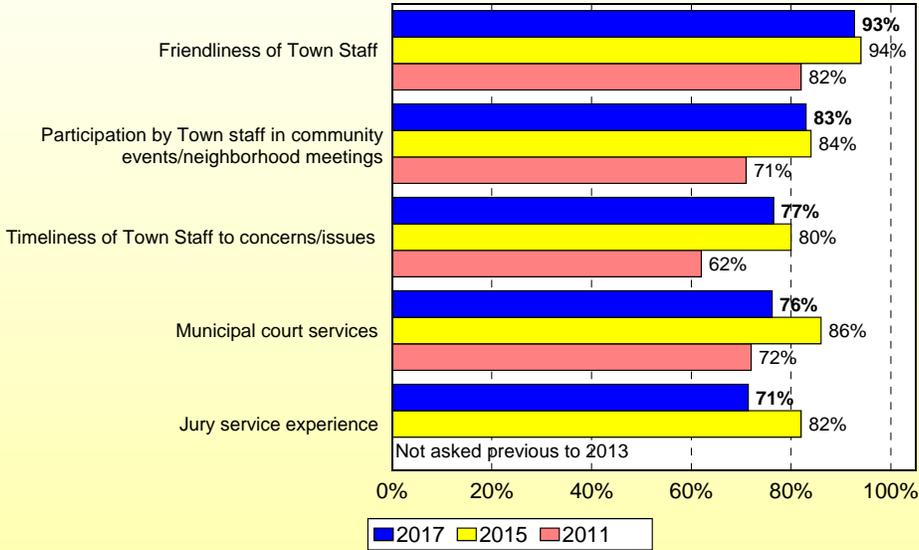
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Satisfaction with Customer Service in the Town of Westlake (2017 vs. 2015 vs. 2011)

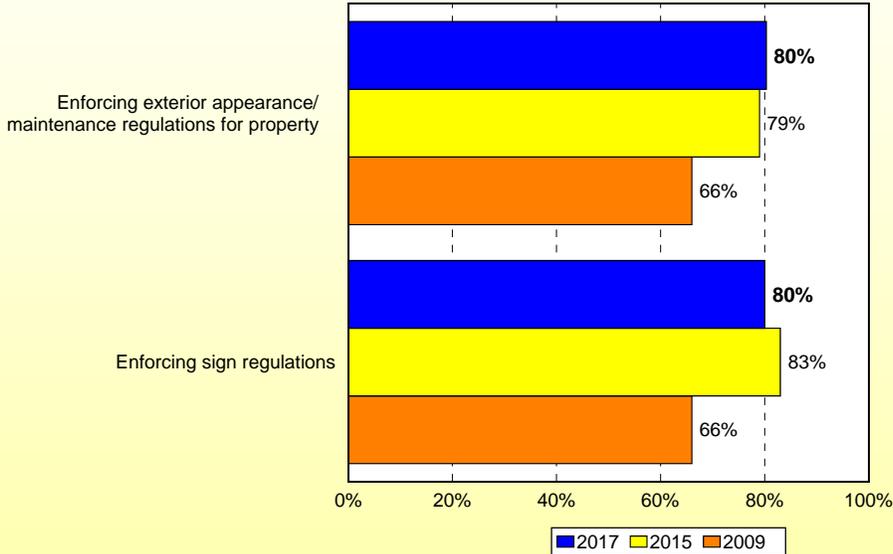
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Satisfaction with Code Enforcement in the Town of Westlake (2017 vs. 2015 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 (2017 - Westlake, TX)

Trends: Importance of Various Reasons in the Decision to Move to Westlake (2017 vs. 2015)

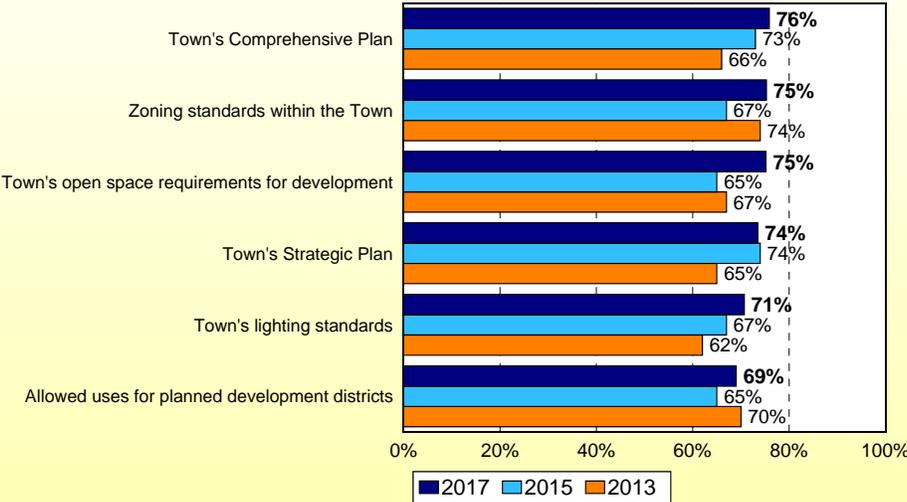
by percentage of respondents who felt the item was "extremely important," "very important" or "important"



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Town Information Residents Were Familiar With (2017 vs. 2015)

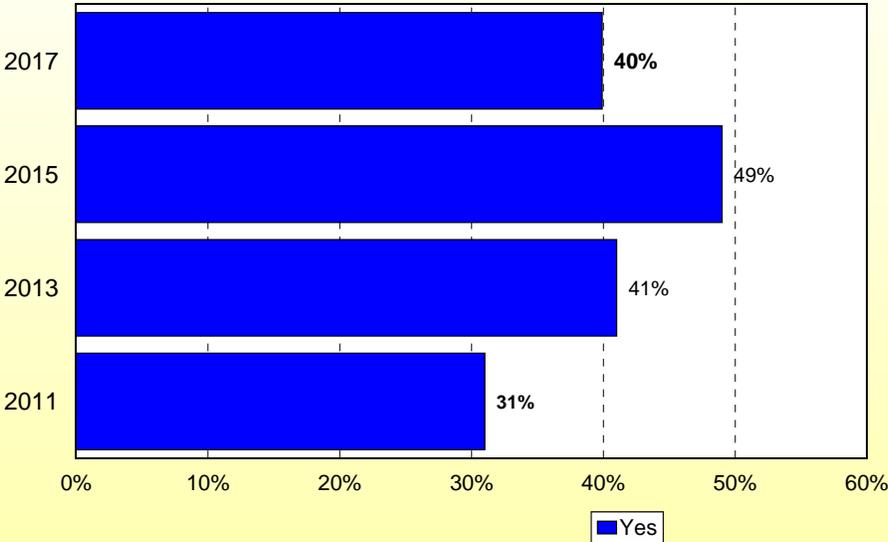
by percentage of respondents who indicated they were "very familiar" or "somewhat familiar" with the information



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Attended a Neighborhood Public Meeting During the Past Year (2017 vs. 2015 vs. 2011)

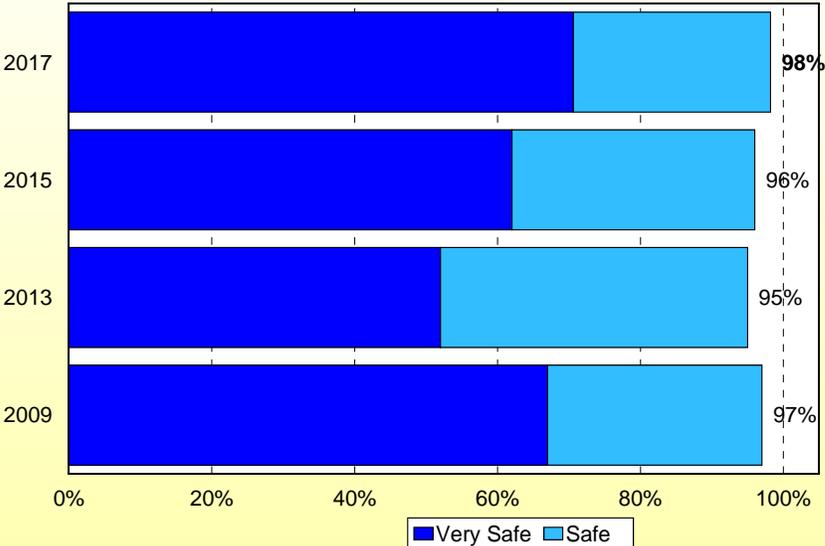
by percentage of respondents who said "Yes"



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Overall, how safe do you feel in Westlake? (2017 vs. 2015 vs. 2009)

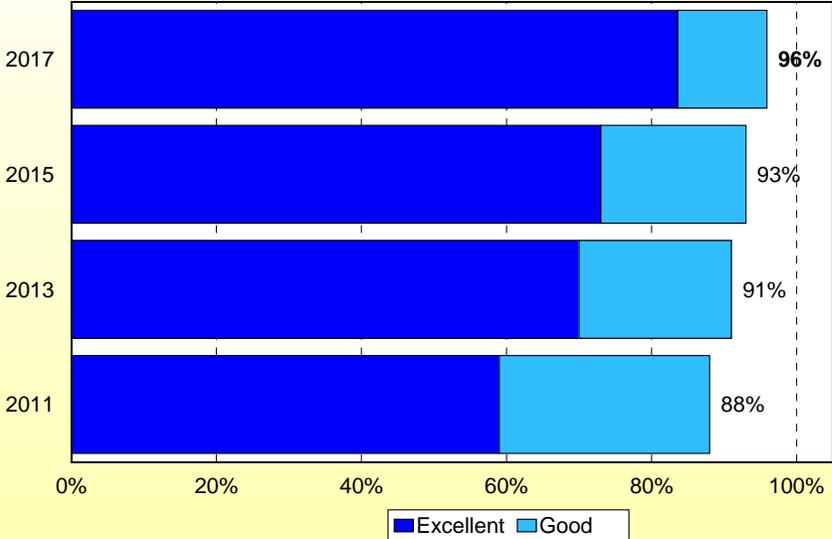
by percentage of respondents who feel "very safe" or "safe" in Westlake



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Trends: Overall Ratings of the Town of Westlake As a Place to Live (2017 vs. 2015 vs. 2011)

by percentage of respondents who rated the Town as an "excellent" or "good" place to live



Source: ETC Institute DirectionFinder (2017 - Westlake, TX)

Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Town of Westlake, Texas

Overview

Today, Town officials have limited resources which need to be targeted 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 (IS) 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 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.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Town to provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: Respondents were asked to identify the major categories of Town services they thought should receive the most emphasis over the next two years. Thirty-seven percent (37%) of respondents selected *the overall value of Westlake Academy to the Town* as one of the most important services for the Town to provide. Regarding satisfaction, 72% of respondents surveyed rated the Town's overall performance in the *overall value of Westlake Academy to the Town* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *overall value of Westlake Academy to the Town* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 37% was multiplied by 28% (1-0.72). This calculation yielded an I-S rating of 0.1017 which ranked first out of 11 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for the three most important areas for the Town to emphasize over the next two years.



Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the Town of Westlake are provided on the following pages.

2017 Importance-Satisfaction Rating

Town of Westlake

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall value of Westlake Academy to the Town	37%	2	72%	9	0.1017	1
Medium Priority (IS <.10)						
Overall value you receive from your tax & fees	30%	4	69%	11	0.0952	2
Overall quality of parks, trails, open spaces, streetscaping, & facilities	39%	3	82%	3	0.0688	3
Overall quality of maintenance of Town streets	30%	5	78%	7	0.0656	4
Overall quality of utility services	18%	6	71%	10	0.0523	5
Overall quality of public safety services (police, fire, & emergency medical)	62%	1	95%	1	0.0342	6
Overall quality of government services provided by the Town of Westlake	14%	8	82%	5	0.0255	7
Overall quality of enforcement of codes & ordinances	10%	9	77%	8	0.0230	8
Overall efforts by the Town to ensure the community is prepared for emergencies	19%	7	89%	2	0.0210	9
Overall effectiveness of communication by the Town	9%	10	81%	6	0.0162	10
Overall quality of customer service	8%	11	82%	4	0.0142	11

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 thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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.

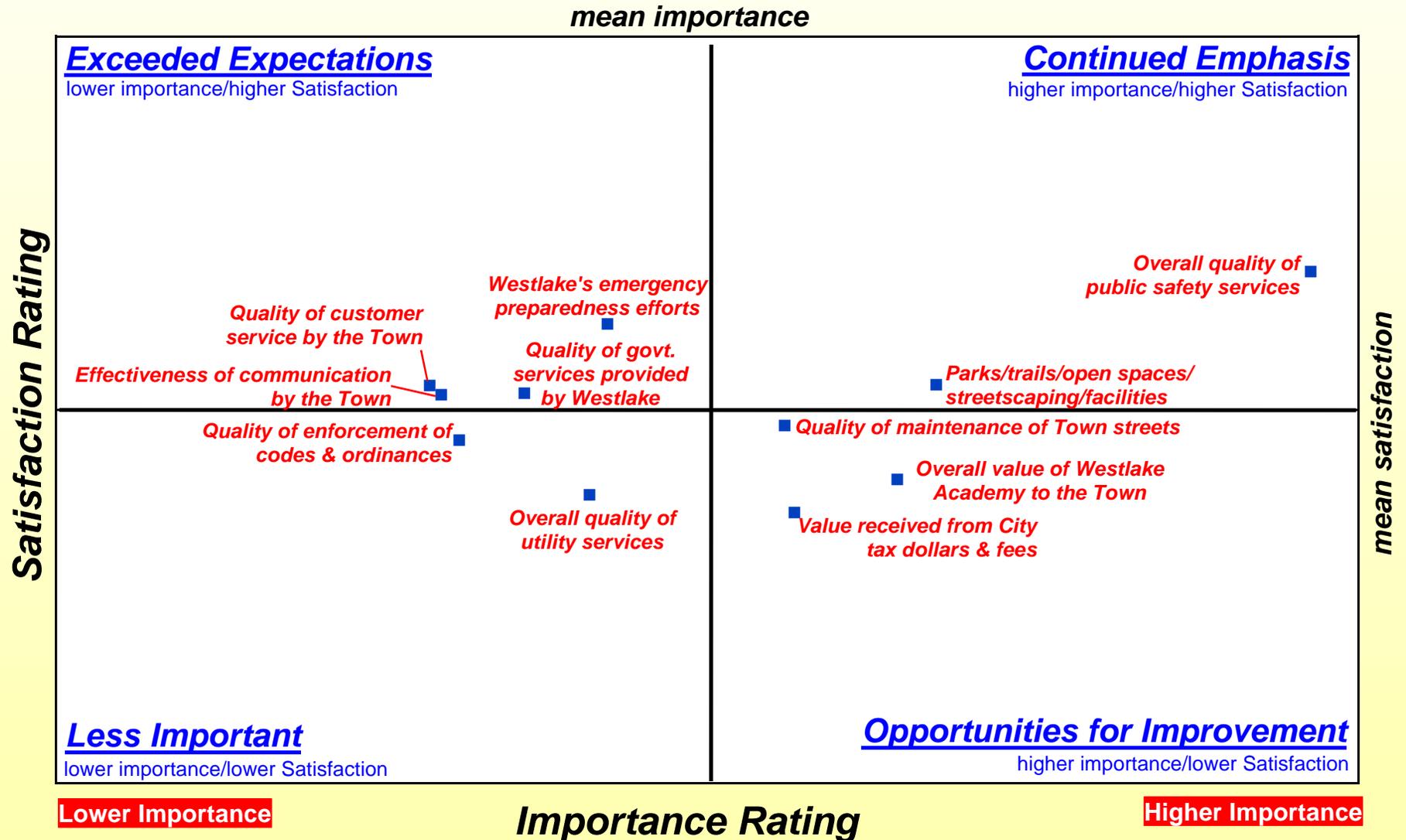
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the Town is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Town should maintain (or slightly increase) emphasis on 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.

2017 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 (2017)

Section 4: Tabular Data

Q1. Satisfaction with Major Categories of Town Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following services provided by the Town of Westlake.

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Overall quality of public safety services (police, fire, & emergency medical)	50.6%	39.1%	4.0%	0.6%	0.6%	5.2%
Q1-2. Overall efforts by the Town to ensure the community is prepared for emergencies	47.7%	34.5%	7.5%	2.9%	0.0%	7.5%
Q1-3. Overall quality of maintenance of Town streets	41.4%	36.2%	10.3%	6.9%	4.6%	0.6%
Q1-4. Overall effectiveness of communication by the Town	47.1%	33.3%	12.6%	2.3%	3.4%	1.1%
Q1-5. Overall quality of utility services	35.1%	33.9%	16.7%	7.5%	4.6%	2.3%
Q1-6. Overall quality of parks, trails, open spaces, streetscaping, & facilities	44.3%	36.2%	11.5%	3.4%	2.3%	2.3%
Q1-7. Overall quality of customer service	43.1%	36.8%	12.6%	2.3%	2.3%	2.9%
Q1-8. Overall quality of enforcement of codes & ordinances	33.9%	37.4%	13.2%	5.2%	3.4%	6.9%
Q1-9. Overall quality of government services provided by the Town of Westlake	38.5%	37.4%	10.3%	2.9%	4.0%	6.9%
Q1-10. Overall value you receive from your tax & fees	31.0%	35.6%	19.5%	6.3%	4.6%	2.9%
Q1-11. Overall value of Westlake Academy to the Town	44.3%	20.1%	17.2%	2.9%	4.6%	10.9%

WITHOUT "DON'T KNOW"

Q1. Satisfaction with Major Categories of Town Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following services provided by the Town of Westlake. (without "don't know")

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Overall quality of public safety services (police, fire, & emergency medical)	53.3%	41.2%	4.2%	0.6%	0.6%
Q1-2. Overall efforts by the Town to ensure the community is prepared for emergencies	51.6%	37.3%	8.1%	3.1%	0.0%
Q1-3. Overall quality of maintenance of Town streets	41.6%	36.4%	10.4%	6.9%	4.6%
Q1-4. Overall effectiveness of communication by the Town	47.7%	33.7%	12.8%	2.3%	3.5%
Q1-5. Overall quality of utility services	35.9%	34.7%	17.1%	7.6%	4.7%
Q1-6. Overall quality of parks, trails, open spaces, streetscaping, & facilities	45.3%	37.1%	11.8%	3.5%	2.4%
Q1-7. Overall quality of customer service	44.4%	37.9%	13.0%	2.4%	2.4%
Q1-8. Overall quality of enforcement of codes & ordinances	36.4%	40.1%	14.2%	5.6%	3.7%
Q1-9. Overall quality of government services provided by the Town of Westlake	41.4%	40.1%	11.1%	3.1%	4.3%
Q1-10. Overall value you receive from your tax & fees	32.0%	36.7%	20.1%	6.5%	4.7%
Q1-11. Overall value of Westlake Academy to the Town	49.7%	22.6%	19.4%	3.2%	5.2%

Q2. Which THREE of the services listed in Question 1 are MOST IMPORTANT to you?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services (police, fire, & emergency medical)	57	32.8 %
Overall efforts by the Town to ensure the community is prepared for emergencies	6	3.4 %
Overall quality of maintenance of Town streets	7	4.0 %
Overall effectiveness of communication by the Town	1	0.6 %
Overall quality of utility services	7	4.0 %
Overall quality of parks, trails, open spaces, streetscaping, & facilities	17	9.8 %
Overall quality of customer service	2	1.1 %
Overall quality of enforcement of codes & ordinances	4	2.3 %
Overall quality of government services provided by the Town of Westlake	7	4.0 %
Overall value you receive from your tax & fees	14	8.0 %
Overall value of Westlake Academy to the Town	43	24.7 %
<u>None chosen</u>	<u>9</u>	<u>5.2 %</u>
Total	174	100.0 %

Q2. Which THREE of the services listed in Question 1 are MOST IMPORTANT to you?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services (police, fire, & emergency medical)	32	18.4 %
Overall efforts by the Town to ensure the community is prepared for emergencies	15	8.6 %
Overall quality of maintenance of Town streets	23	13.2 %
Overall effectiveness of communication by the Town	5	2.9 %
Overall quality of utility services	12	6.9 %
Overall quality of parks, trails, open spaces, streetscaping, & facilities	26	14.9 %
Overall quality of customer service	5	2.9 %
Overall quality of enforcement of codes & ordinances	5	2.9 %
Overall quality of government services provided by the Town of Westlake	8	4.6 %
Overall value you receive from your tax & fees	20	11.5 %
Overall value of Westlake Academy to the Town	11	6.3 %
<u>None chosen</u>	<u>12</u>	<u>6.9 %</u>
Total	174	100.0 %

Q2. Which THREE of the services listed in Question 1 are MOST IMPORTANT to you?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services (police, fire, & emergency medical)	19	10.9 %
Overall efforts by the Town to ensure the community is prepared for emergencies	12	6.9 %
Overall quality of maintenance of Town streets	22	12.6 %
Overall effectiveness of communication by the Town	9	5.2 %
Overall quality of utility services	12	6.9 %
Overall quality of parks, trails, open spaces, streetscaping, & facilities	25	14.4 %
Overall quality of customer service	7	4.0 %
Overall quality of enforcement of codes & ordinances	8	4.6 %
Overall quality of government services provided by the Town of Westlake	9	5.2 %
Overall value you receive from your tax & fees	19	10.9 %
Overall value of Westlake Academy to the Town	10	5.7 %
<u>None chosen</u>	<u>22</u>	<u>12.6 %</u>
Total	174	100.0 %

Q2. Which THREE of the services listed in Question 1 are MOST IMPORTANT to you? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services (police, fire, & emergency medical)	108	62.1 %
Overall efforts by the Town to ensure the community is prepared for emergencies	33	19.0 %
Overall quality of maintenance of Town streets	52	29.9 %
Overall effectiveness of communication by the Town	15	8.6 %
Overall quality of utility services	31	17.8 %
Overall quality of parks, trails, open spaces, streetscaping, & facilities	68	39.1 %
Overall quality of customer service	14	8.0 %
Overall quality of enforcement of codes & ordinances	17	9.8 %
Overall quality of government services provided by the Town of Westlake	24	13.8 %
Overall value you receive from your tax & fees	53	30.5 %
Overall value of Westlake Academy to the Town	64	36.8 %
<u>None chosen</u>	<u>9</u>	<u>5.2 %</u>
Total	488	

Q3. Police Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following.

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-1. Quality of local police protection	46.0%	35.1%	11.5%	0.6%	1.1%	5.7%
Q3-2. Visibility of police in neighborhoods	37.4%	41.4%	14.4%	4.0%	1.1%	1.7%
Q3-3. How quickly police respond to emergencies	32.2%	29.3%	11.5%	0.0%	0.6%	26.4%
Q3-4. Efforts of the Town to prevent crime	36.2%	29.9%	16.1%	2.9%	0.6%	14.4%
Q3-5. Level of traffic enforcement	32.2%	37.4%	19.5%	5.2%	4.0%	1.7%

WITHOUT "DON'T KNOW"

Q3. Police Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following. (without "don't know")

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-1. Quality of local police protection	48.8%	37.2%	12.2%	0.6%	1.2%
Q3-2. Visibility of police in neighborhoods	38.0%	42.1%	14.6%	4.1%	1.2%
Q3-3. How quickly police respond to emergencies	43.8%	39.8%	15.6%	0.0%	0.8%
Q3-4. Efforts of the Town to prevent crime	42.3%	34.9%	18.8%	3.4%	0.7%
Q3-5. Level of traffic enforcement	32.7%	38.0%	19.9%	5.3%	4.1%

Q3. Fire & Medical Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following.

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-6. Quality of fire services	42.0%	27.0%	6.3%	1.1%	1.1%	22.4%
Q3-7. Quality of emergency medical services	39.7%	25.9%	5.7%	0.0%	0.6%	28.2%
Q3-8. Response time of fire & emergency medical services personnel	38.5%	25.3%	5.2%	0.0%	0.6%	30.5%

WITHOUT "DON'T KNOW"

Q3. Fire & Medical Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following. (without "don't know")

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-6. Quality of fire services	54.1%	34.8%	8.1%	1.5%	1.5%
Q3-7. Quality of emergency medical services	55.2%	36.0%	8.0%	0.0%	0.8%
Q3-8. Response time of fire & emergency medical services personnel	55.4%	36.4%	7.4%	0.0%	0.8%

Q3. Emergency Preparedness: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following.

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-9. Response efforts by the Town Staff during extreme weather conditions	43.7%	25.3%	14.9%	1.1%	0.6%	14.4%
Q3-10. Efforts by the Town Staff to inform residents of hazardous road conditions, potential inclement weather & closures	49.4%	23.0%	14.9%	2.3%	2.3%	8.0%

WITHOUT "DON'T KNOW"

Q3. Emergency Preparedness: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following. (without "don't know")

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-9. Response efforts by the Town Staff during extreme weather conditions	51.0%	29.5%	17.4%	1.3%	0.7%
Q3-10. Efforts by the Town Staff to inform residents of hazardous road conditions, potential inclement weather & closures	53.8%	25.0%	16.3%	2.5%	2.5%

Q3. Transportation Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following.

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-11. Condition of major streets in Westlake	36.8%	43.7%	9.2%	7.5%	2.3%	0.6%
Q3-12. Condition of streets in your neighborhood	37.4%	40.8%	12.6%	4.0%	2.3%	2.9%
Q3-13. Cleanliness of streets & other public areas	44.3%	39.7%	6.3%	6.9%	1.7%	1.1%
Q3-14. Traffic flow & congestion management in Westlake	15.5%	39.1%	21.8%	15.5%	6.3%	1.7%

WITHOUT "DON'T KNOW"

Q3. Transportation Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following. (without "don't know")

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-11. Condition of major streets in Westlake	37.0%	43.9%	9.2%	7.5%	2.3%
Q3-12. Condition of streets in your neighborhood	38.5%	42.0%	13.0%	4.1%	2.4%
Q3-13. Cleanliness of streets & other public areas	44.8%	40.1%	6.4%	7.0%	1.7%
Q3-14. Traffic flow & congestion management in Westlake	15.8%	39.8%	22.2%	15.8%	6.4%

Q3. Communications & Citizen Engagement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following.

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-15. Efforts by the Town to keep you informed about Council meetings, Town projects, issues, & events	47.1%	31.6%	12.6%	2.3%	2.3%	4.0%
Q3-16. Timeliness of information provided by the Town	46.6%	29.9%	14.4%	2.3%	2.3%	4.6%
Q3-17. Completeness of the information provided by the Town	42.5%	33.3%	13.8%	3.4%	2.3%	4.6%
Q3-18. Usefulness of the Westlake Wire communications	41.4%	26.4%	14.4%	4.6%	1.1%	12.1%
Q3-19. Usefulness of social media efforts	29.9%	28.7%	13.8%	3.4%	2.3%	21.8%
Q3-20. Ease of use of the Town's website	21.8%	39.7%	17.8%	5.2%	3.4%	12.1%
Q3-21. Availability/Accessibility of Town records	14.4%	24.1%	16.1%	3.4%	2.3%	39.7%
Q3-22. Opportunities provided for public input	25.9%	34.5%	17.8%	5.2%	2.3%	14.4%

WITHOUT "DON'T KNOW"**Q3. Communications & Citizen Engagement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following. (without "don't know")**

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-15. Efforts by the Town to keep you informed about Council meetings, Town projects, issues, & events	49.1%	32.9%	13.2%	2.4%	2.4%
Q3-16. Timeliness of information provided by the Town	48.8%	31.3%	15.1%	2.4%	2.4%
Q3-17. Completeness of the information provided by the Town	44.6%	34.9%	14.5%	3.6%	2.4%
Q3-18. Usefulness of the Westlake Wire communications	47.1%	30.1%	16.3%	5.2%	1.3%
Q3-19. Usefulness of social media efforts	38.2%	36.8%	17.6%	4.4%	2.9%
Q3-20. Ease of use of the Town's website	24.8%	45.1%	20.3%	5.9%	3.9%
Q3-21. Availability/Accessibility of Town records	23.8%	40.0%	26.7%	5.7%	3.8%
Q3-22. Opportunities provided for public input	30.2%	40.3%	20.8%	6.0%	2.7%

Q3. Parks & Recreation Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following.

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-23. Maintenance of Town-owned Glenwyck Park	22.4%	25.3%	10.9%	2.9%	2.9%	35.6%
Q3-24. Number of publicly-accessible parks & trails	31.6%	36.8%	13.8%	6.3%	2.3%	9.2%
Q3-25. Maintenance of streetscaping & open spaces	36.8%	42.0%	11.5%	2.3%	3.4%	4.0%

WITHOUT "DON'T KNOW"

Q3. Parks & Recreation Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following. (without "don't know")

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-23. Maintenance of Town-owned Glenwyck Park	34.8%	39.3%	17.0%	4.5%	4.5%
Q3-24. Number of publicly-accessible parks & trails	34.8%	40.5%	15.2%	7.0%	2.5%
Q3-25. Maintenance of streetscaping & open spaces	38.3%	43.7%	12.0%	2.4%	3.6%

Q3. Utility Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following.

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-26. Residential trash/recycling collection services	37.9%	42.5%	10.3%	5.2%	1.1%	2.9%
Q3-27. Yard waste & bulky item removal services	29.3%	34.5%	15.5%	5.7%	2.3%	12.6%
Q3-28. Town efforts to promote water conservation & protect water resources	25.3%	42.5%	16.1%	4.6%	2.3%	9.2%
Q3-29. Household hazardous waste disposal service	17.8%	25.3%	17.8%	6.3%	3.4%	29.3%
Q3-30. Efforts by the Town to manage storm water run-off	17.2%	31.6%	19.5%	6.3%	2.9%	22.4%
Q3-31. Quality of (drinking) water utility services	31.6%	40.2%	14.4%	5.7%	1.7%	6.3%

WITHOUT "DON'T KNOW"

Q3. Utility Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following. (without "don't know")

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-26. Residential trash/recycling collection services	39.1%	43.8%	10.7%	5.3%	1.2%
Q3-27. Yard waste & bulky item removal services	33.6%	39.5%	17.8%	6.6%	2.6%
Q3-28. Town efforts to promote water conservation & protect water resources	27.8%	46.8%	17.7%	5.1%	2.5%
Q3-29. Household hazardous waste disposal service	25.2%	35.8%	25.2%	8.9%	4.9%
Q3-30. Efforts by the Town to manage storm water run-off	22.2%	40.7%	25.2%	8.1%	3.7%
Q3-31. Quality of (drinking) water utility services	33.7%	42.9%	15.3%	6.1%	1.8%

Q3. Customer Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following.

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-32. Level of participation by Town Staff in community events/neighborhood meetings	34.5%	32.8%	11.5%	1.1%	1.1%	19.0%
Q3-33. Timeliness of Town Staff to concerns/issues (< 24 hours)	31.6%	32.2%	13.2%	4.6%	1.7%	16.7%
Q3-34. Friendliness of Town Staff	50.0%	36.8%	4.6%	0.6%	1.7%	6.3%
Q3-35. Municipal court services	24.7%	24.7%	13.2%	1.1%	1.1%	35.1%
Q3-36. Jury service experience	21.8%	21.3%	14.9%	1.7%	0.6%	39.7%

WITHOUT "DON'T KNOW"

Q3. Customer Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following. (without "don't know")

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-32. Level of participation by Town Staff in community events/neighborhood meetings	42.6%	40.4%	14.2%	1.4%	1.4%
Q3-33. Timeliness of Town Staff to concerns/issues (< 24 hours)	37.9%	38.6%	15.9%	5.5%	2.1%
Q3-34. Friendliness of Town Staff	53.4%	39.3%	4.9%	0.6%	1.8%
Q3-35. Municipal court services	38.1%	38.1%	20.4%	1.8%	1.8%
Q3-36. Jury service experience	36.2%	35.2%	24.8%	2.9%	1.0%

Q3. Code Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following.

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-37. Enforcing exterior appearance & maintenance regulations for property	27.6%	42.5%	13.2%	2.3%	1.7%	12.6%
Q3-38. Enforcing sign regulations	24.7%	44.3%	13.2%	2.9%	1.1%	13.8%

WITHOUT "DON'T KNOW"

Q3. Code Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following. (without "don't know")

(N=174)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-37. Enforcing exterior appearance & maintenance regulations for property	31.6%	48.7%	15.1%	2.6%	2.0%
Q3-38. Enforcing sign regulations	28.7%	51.3%	15.3%	3.3%	1.3%

Q4. Reasons for Moving to Westlake. 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 in your decision to move to the Town of Westlake.

(N=174)

	Extremely important	Very important	Important	Less important	Not important	Don't know
Q4-1. Sense of community	39.1%	29.3%	19.5%	5.7%	2.3%	4.0%
Q4-2. Quality of life	64.9%	21.8%	10.9%	1.1%	0.0%	1.1%
Q4-3. Small town feel	51.7%	20.7%	19.5%	4.6%	1.7%	1.7%
Q4-4. Aesthetic appeal & high development standards	59.8%	24.1%	12.1%	1.1%	1.7%	1.1%
Q4-5. Westlake Academy	47.1%	14.9%	10.3%	4.6%	16.7%	6.3%
Q4-6. Access to other public schools (Keller, Northwest or Carroll ISD)	31.0%	21.3%	14.4%	9.2%	19.5%	4.6%
Q4-7. Proximity to private schools	10.3%	14.9%	15.5%	17.2%	33.9%	8.0%
Q4-8. Low crime rates/quality of public safety	65.5%	24.7%	5.7%	0.6%	1.7%	1.7%
Q4-9. Employment opportunities in the Westlake area	10.3%	14.4%	10.3%	18.4%	36.8%	9.8%
Q4-10. Access to DFW airport	47.1%	29.9%	12.1%	4.0%	5.2%	1.7%
Q4-11. Access to major highways	43.1%	32.8%	16.7%	3.4%	2.3%	1.7%
Q4-12. Type of housing available	51.1%	31.0%	9.8%	2.9%	1.7%	3.4%
Q4-13. Quality of your subdivision	68.4%	19.5%	5.7%	1.1%	1.7%	3.4%
Q4-14. Westlake as a retirement destination	24.7%	13.8%	14.4%	12.6%	26.4%	8.0%
Q4-15. Number of publicly accessible parks & trails	25.9%	28.2%	23.6%	8.0%	10.3%	4.0%
Q4-16. Subdivision amenities (airpark, golf club, parks, etc.)	39.7%	21.3%	15.5%	12.1%	6.9%	4.6%

WITHOUT "DON'T KNOW"**Q4. Reasons for Moving to Westlake. 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 in your decision to move to the Town of Westlake. (without "don't know")**

(N=174)

	Extremely important	Very important	Important	Less important	Not important
Q4-1. Sense of community	40.7%	30.5%	20.4%	6.0%	2.4%
Q4-2. Quality of life	65.7%	22.1%	11.0%	1.2%	0.0%
Q4-3. Small town feel	52.6%	21.1%	19.9%	4.7%	1.8%
Q4-4. Aesthetic appeal & high development standards	60.5%	24.4%	12.2%	1.2%	1.7%
Q4-5. Westlake Academy	50.3%	16.0%	11.0%	4.9%	17.8%
Q4-6. Access to other public schools (Keller, Northwest or Carroll ISD)	32.5%	22.3%	15.1%	9.6%	20.5%
Q4-7. Proximity to private schools	11.3%	16.3%	16.9%	18.8%	36.9%
Q4-8. Low crime rates/quality of public safety	66.7%	25.1%	5.8%	0.6%	1.8%
Q4-9. Employment opportunities in the Westlake area	11.5%	15.9%	11.5%	20.4%	40.8%
Q4-10. Access to DFW airport	48.0%	30.4%	12.3%	4.1%	5.3%
Q4-11. Access to major highways	43.9%	33.3%	17.0%	3.5%	2.3%
Q4-12. Type of housing available	53.0%	32.1%	10.1%	3.0%	1.8%
Q4-13. Quality of your subdivision	70.8%	20.2%	6.0%	1.2%	1.8%
Q4-14. Westlake as a retirement destination	26.9%	15.0%	15.6%	13.8%	28.8%
Q4-15. Number of publicly accessible parks & trails	26.9%	29.3%	24.6%	8.4%	10.8%
Q4-16. Subdivision amenities (airpark, golf club, parks, etc.)	41.6%	22.3%	16.3%	12.7%	7.2%

Q5. Which THREE of the reasons listed in Question 4 are the MOST IMPORTANT reasons why you will stay in Westlake for the next 5 years?

Q5. Top choice	Number	Percent
Sense of community	5	2.9 %
Quality of life	31	17.8 %
Small town feel	21	12.1 %
Aesthetic appeal & high development standards	8	4.6 %
Westlake Academy	42	24.1 %
Low crime rates/quality of public safety	15	8.6 %
Employment opportunities in the Westlake area	1	0.6 %
Access to DFW airport	5	2.9 %
Type of housing available	1	0.6 %
Quality of your subdivision	10	5.7 %
Westlake as a retirement destination	3	1.7 %
Subdivision amenities (airpark, golf club, parks, etc.)	11	6.3 %
None chosen	21	12.1 %
Total	174	100.0 %

Q5. Which THREE of the reasons listed in Question 4 are the MOST IMPORTANT reasons why you will stay in Westlake for the next 5 years?

Q5. 2nd choice	Number	Percent
Sense of community	10	5.7 %
Quality of life	21	12.1 %
Small town feel	13	7.5 %
Aesthetic appeal & high development standards	27	15.5 %
Westlake Academy	11	6.3 %
Access to other public schools (Keller, Northwest or Carroll ISD)	10	5.7 %
Proximity to private schools	2	1.1 %
Low crime rates/quality of public safety	13	7.5 %
Employment opportunities in the Westlake area	3	1.7 %
Access to DFW airport	7	4.0 %
Access to major highways	1	0.6 %
Type of housing available	4	2.3 %
Quality of your subdivision	20	11.5 %
Westlake as a retirement destination	1	0.6 %
Number of publicly accessible parks & trails	2	1.1 %
Subdivision amenities (airpark, golf club, parks, etc.)	7	4.0 %
None chosen	22	12.6 %
Total	174	100.0 %

Q5. Which THREE of the reasons listed in Question 4 are the MOST IMPORTANT reasons why you will stay in Westlake for the next 5 years?

Q5. 3rd choice	Number	Percent
Sense of community	7	4.0 %
Quality of life	22	12.6 %
Small town feel	9	5.2 %
Aesthetic appeal & high development standards	13	7.5 %
Westlake Academy	5	2.9 %
Access to other public schools (Keller, Northwest or Carroll ISD)	5	2.9 %
Proximity to private schools	1	0.6 %
Low crime rates/quality of public safety	22	12.6 %
Employment opportunities in the Westlake area	1	0.6 %
Access to DFW airport	18	10.3 %
Access to major highways	6	3.4 %
Type of housing available	8	4.6 %
Quality of your subdivision	14	8.0 %
Westlake as a retirement destination	3	1.7 %
Number of publicly accessible parks & trails	4	2.3 %
Subdivision amenities (airpark, golf club, parks, etc.)	7	4.0 %
None chosen	29	16.7 %
Total	174	100.0 %

Q5. Which THREE of the reasons listed in Question 4 are the MOST IMPORTANT reasons why you will stay in Westlake for the next 5 years? (top 3)

Q5. Sum of top 3 choices	Number	Percent
Sense of community	22	12.6 %
Quality of life	74	42.5 %
Small town feel	43	24.7 %
Aesthetic appeal & high development standards	48	27.6 %
Westlake Academy	58	33.3 %
Access to other public schools (Keller, Northwest or Carroll ISD)	15	8.6 %
Proximity to private schools	3	1.7 %
Low crime rates/quality of public safety	50	28.7 %
Employment opportunities in the Westlake area	5	2.9 %
Access to DFW airport	30	17.2 %
Access to major highways	7	4.0 %
Type of housing available	13	7.5 %
Quality of your subdivision	44	25.3 %
Westlake as a retirement destination	7	4.0 %
Number of publicly accessible parks & trails	6	3.4 %
Subdivision amenities (airpark, golf club, parks, etc.)	25	14.4 %
None chosen	21	12.1 %
Total	471	

Q6. Overall, how familiar are you with the following information?

(N=174)

	Very familiar	Somewhat familiar	Not familiar
Q6-1. The Town's Comprehensive Plan	14.4%	61.5%	24.1%
Q6-2. The Town's Strategic Plan	13.2%	60.3%	26.4%
Q6-3. The Town's Vision, Values, & Mission Statements	23.0%	56.3%	20.7%
Q6-4. The Town's lighting standards	19.0%	51.7%	29.3%
Q6-5. The Town's open space requirements for development	21.8%	53.4%	24.7%
Q6-6. Zoning standards within the Town	16.7%	58.6%	24.7%
Q6-7. Allowed uses for existing planned development districts within the Town	14.4%	54.6%	31.0%

Q7. Please indicate the last time you attended each of the following events or meetings.

(N=174)

	This year	Last year	2 or more years ago	Never, but I am aware of event/ meeting	Never, & I am not aware of event/ meeting	Not provided
Q7-1. Decoration Day	2.9%	5.7%	13.8%	37.9%	27.0%	12.6%
Q7-2. Any of the Master Works concert series events	2.9%	8.0%	8.6%	46.0%	21.8%	12.6%
Q7-3. Other Westlake Historical Preservation Society events	5.2%	7.5%	8.6%	49.4%	16.7%	12.6%
Q7-4. Westlake Historical Preservation Society's Classic Car Show	6.3%	10.9%	10.9%	43.7%	16.7%	11.5%
Q7-5. Westlake Public Arts Society events	2.9%	2.9%	6.3%	48.9%	24.7%	14.4%
Q7-6. Council Meeting	9.8%	11.5%	14.4%	42.0%	9.2%	13.2%
Q7-7. Board of Trustees Meeting	8.0%	3.4%	8.6%	52.9%	13.8%	13.2%
Q7-8. Planning & Zoning Committee Meeting	9.2%	6.3%	14.4%	44.3%	13.2%	12.6%

WITHOUT "NOT PROVIDED"**Q7. Please indicate the last time you attended each of the following events or meetings. (without "not provided")**

(N=174)

	This year	Last year	2 or more years ago	Never, but I am aware of event/meeting	Never, & I am not aware of event/meeting
Q7-1. Decoration Day	3.3%	6.6%	15.8%	43.4%	30.9%
Q7-2. Any of the Master Works concert series events	3.3%	9.2%	9.9%	52.6%	25.0%
Q7-3. Other Westlake Historical Preservation Society events	5.9%	8.6%	9.9%	56.6%	19.1%
Q7-4. Westlake Historical Preservation Society's Classic Car Show	7.1%	12.3%	12.3%	49.4%	18.8%
Q7-5. Westlake Public Arts Society events	3.4%	3.4%	7.4%	57.0%	28.9%
Q7-6. Council Meeting	11.3%	13.2%	16.6%	48.3%	10.6%
Q7-7. Board of Trustees Meeting	9.3%	4.0%	9.9%	60.9%	15.9%
Q7-8. Planning & Zoning Committee Meeting	10.5%	7.2%	16.4%	50.7%	15.1%

Q8. Have you attended a public meeting in your neighborhood?

Q8. Have you attended a public meeting in your neighborhood	Number	Percent
Yes, within the past 12 months	67	38.5 %
Yes, more than 12 months ago	50	28.7 %
No, but I am aware of the meetings	36	20.7 %
No, and I am not aware of the meetings	15	8.6 %
Not provided	6	3.4 %
Total	174	100.0 %

WITHOUT "NOT PROVIDED"**Q8. Have you attended a public meeting in your neighborhood? (without "not provided")**

Q8. Have you attended a public meeting in your neighborhood	Number	Percent
Yes, within the past 12 months	67	39.9 %
Yes, more than 12 months ago	50	29.8 %
No, but I am aware of the meetings	36	21.4 %
No, and I am not aware of the meetings	15	8.9 %
Total	168	100.0 %

Q8a. (If answered YES to Question 8) Was the meeting informative?

Q8a. Was the meeting informative	Number	Percent
Yes	100	85.5 %
No	10	8.5 %
Not provided	7	6.0 %
Total	117	100.0 %

WITHOUT "NOT PROVIDED"**Q8a. (If answered YES to Question 8) Was the meeting informative? (without "not provided")**

Q8a. Was the meeting informative	Number	Percent
Yes	100	90.9 %
No	10	9.1 %
Total	110	100.0 %

Q8b. (If answered YES to Question 8) Did you have the opportunity to discuss your ideas/concerns?

Q8b. Did you have the opportunity to discuss your ideas/concerns	Number	Percent
Yes	97	82.9 %
No	10	8.5 %
Not provided	10	8.5 %
Total	117	100.0 %

WITHOUT "NOT PROVIDED"**Q8b. (If answered YES to Question 8) Did you have the opportunity to discuss your ideas/concerns? (without "not provided")**

Q8b. Did you have the opportunity to discuss your ideas/concerns	Number	Percent
Yes	97	90.7 %
No	10	9.3 %
Total	107	100.0 %

Q8c. (If answered NO to Question 8) Will you attend a neighborhood meeting in the future?

Q8c. Will you attend a neighborhood meeting in the future	Number	Percent
Yes	28	54.9 %
No	11	21.6 %
Not provided	12	23.5 %
Total	51	100.0 %

WITHOUT "NOT PROVIDED"**Q8c. (If answered NO to Question 8) Will you attend a neighborhood meeting in the future? (without "not provided")**

Q8c. Will you attend a neighborhood meeting in the future	Number	Percent
Yes	28	71.8 %
No	11	28.2 %
Total	39	100.0 %

Q8d. (If answered NO to Question 8) Do you think these types of meeting are useful? (without "not provided")

Q8d. Do you think these types of meeting are useful

	<u>Number</u>	<u>Percent</u>
Yes	32	86.5 %
No	5	13.5 %
Total	37	100.0 %

Q9. In your opinion, how often should neighborhood meetings be held?

Q9. How often should neighborhood meetings be held	Number	Percent
Annually	81	46.6 %
Twice a year	54	31.0 %
Every other year	4	2.3 %
Don't know	35	20.1 %
Total	174	100.0 %

WITHOUT "DON'T KNOW"**Q9. In your opinion, how often should neighborhood meetings be held? (without "don't know")**

Q9. How often should neighborhood meetings be held	Number	Percent
Annually	81	58.3 %
Twice a year	54	38.8 %
Every other year	4	2.9 %
Total	139	100.0 %

Q10. Do any children in grades K-12 live in your home?

Q10. Do any children in grades K-12 live in your home	Number	Percent
Yes	80	46.0 %
No	88	50.6 %
Not provided	6	3.4 %
Total	174	100.0 %

WITHOUT "NOT PROVIDED"

Q10. Do any children in grades K-12 live in your home? (without "not provided")

Q10. Do any children in grades K-12 live in your home	Number	Percent
Yes	80	47.6 %
No	88	52.4 %
Total	168	100.0 %

Q10a. (If answered YES to Question 10) Do any of these children currently attend Westlake Academy?

Q10a. Do any of these children currently attend Westlake Academy	Number	Percent
Yes	53	66.3 %
No	27	33.8 %
Total	80	100.0 %

Q10b. (If answered NO to Question 10a) Where do your children go to school?

Q10b. Where do your children go to school	Number	Percent
Carroll ISD	5	20.0 %
Liberty Christian	4	16.0 %
Southlake Carroll High School	2	8.0 %
Southlake	2	8.0 %
Private	2	8.0 %
Faith Christian	1	4.0 %
Keller High School and Marine Military Academy	1	4.0 %
Carroll-now homeschooled	1	4.0 %
Westlake Academy and Keller	1	4.0 %
Greenhill	1	4.0 %
Walnut Grove Elementary School	1	4.0 %
Goddard	1	4.0 %
E A Young Academy	1	4.0 %
Covenant Christian Academy	1	4.0 %
Keller ISD	1	4.0 %
Total	25	100.0 %

Q10d. (If answered NO to Question 10a) If your children previously attended Westlake Academy, are you considering re-enrolling them in the future?

Q10d. Are you considering re-enrolling them in the future	Number	Percent
Yes	2	7.4 %
No	8	29.6 %
Not provided	17	63.0 %
Total	27	100.0 %

WITHOUT "NOT PROVIDED"

Q10d. (If answered NO to Question 10a) If your children previously attended Westlake Academy, are you considering re-enrolling them in the future? (without "not provided")

Q10d. Are you considering re-enrolling them in the future	Number	Percent
Yes	2	20.0 %
No	8	80.0 %
Total	10	100.0 %

Q11. What is your age?

<u>Q11. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34 years	7	4.0 %
35-54 years	89	51.1 %
55-74 years	62	35.6 %
75+ years	14	8.0 %
Not provided	2	1.1 %
Total	174	100.0 %

Q11. What is your age? (without "not provided")

<u>Q11. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34 years	7	4.1 %
35-54 years	89	51.7 %
55-74 years	62	36.0 %
75+ years	14	8.1 %
Total	172	100.0 %

Q12. How many years have you lived in Westlake?

<u>Q12. How many years have you lived in Westlake</u>	<u>Number</u>	<u>Percent</u>
5 or less	80	49.4 %
6 to 10	37	22.8 %
11 to 15	25	15.4 %
16 to 20	8	4.9 %
21 to 30	4	2.5 %
31+	8	4.9 %
Total	162	100.0 %

Q13. In which subdivision do you live?

<u>Q13. In which subdivision do you live</u>	<u>Number</u>	<u>Percent</u>
Stagecoach Hills	18	10.3 %
Vaquero	79	45.4 %
Terra Bella	6	3.4 %
Wyck Hill	5	2.9 %
Glenwyck Farms	33	19.0 %
Mahotea Boone	5	2.9 %
Granada	4	2.3 %
Not provided	24	13.8 %
Total	174	100.0 %

WITHOUT "NOT PROVIDED"**Q13. In which subdivision do you live? (without "not provided")**

<u>Q13. In which subdivision do you live</u>	<u>Number</u>	<u>Percent</u>
Stagecoach Hills	18	12.0 %
Vaquero	79	52.7 %
Terra Bella	6	4.0 %
Wyck Hill	5	3.3 %
Glenwyck Farms	33	22.0 %
Mahotea Boone	5	3.3 %
Granada	4	2.7 %
Total	150	100.0 %

Q14. Which of the following BEST describes your total annual household income?

<u>Q14. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$50K	8	4.6 %
\$50K-\$149,999	6	3.4 %
\$150K-\$500K	44	25.3 %
\$500K+	85	48.9 %
Not provided	31	17.8 %
Total	174	100.0 %

WITHOUT "NOT PROVIDED"**Q14. Which of the following BEST describes your total annual household income? (without "not provided")**

<u>Q14. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$50K	8	5.6 %
\$50K-\$149,999	6	4.2 %
\$150K-\$500K	44	30.8 %
\$500K+	85	59.4 %
Total	143	100.0 %

Q15. Your gender:

<u>Q15. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	87	50.0 %
Female	85	48.9 %
Not provided	2	1.1 %
Total	174	100.0 %

WITHOUT "NOT PROVIDED"

Q15. Your gender: (without "not provided")

<u>Q15. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	87	50.6 %
Female	85	49.4 %
Total	172	100.0 %

Q16. Overall, how safe do you feel in the Town of Westlake?

Q16. How safe do you feel in the Town of Westlake	Number	Percent
Very safe	120	69.0 %
Safe	47	27.0 %
Very unsafe	3	1.7 %
Don't know	4	2.3 %
Total	174	100.0 %

WITHOUT "DON'T KNOW"**Q16. Overall, how safe do you feel in the Town of Westlake? (without "don't know")**

Q16. How safe do you feel in the Town of Westlake	Number	Percent
Very safe	120	70.6 %
Safe	47	27.6 %
Very unsafe	3	1.8 %
Total	170	100.0 %

Q17. Overall, how would you rate the Town of Westlake as a place to live?

Q17. How would you rate the Town of Westlake as a place to live	Number	Percent
Excellent	143	82.2 %
Good	21	12.1 %
Average	5	2.9 %
Poor	2	1.1 %
Don't know	3	1.7 %
Total	174	100.0 %

WITHOUT "DON'T KNOW"**Q17. Overall, how would you rate the Town of Westlake as a place to live? (without "don't know")**

Q17. How would you rate the Town of Westlake as a place to live	Number	Percent
Excellent	143	83.6 %
Good	21	12.3 %
Average	5	2.9 %
Poor	2	1.2 %
Total	171	100.0 %

Section 5:
Survey Instrument



Town of Westlake

Dear Westlake Resident,

It is that time when the Town of Westlake is again seeking feedback about the quality of municipal services provided to our residents. We are proud to present to you the 2017 *DirectionFinder* survey. **The feedback received from your response is critical to the Town in shaping our goals, evaluating our services, and uncovering the most important issues for you and your family.**

We offer the survey every 2 years with the last survey information gathered in 2015. If you have not previously participated, we encourage you to take a moment to provide us with your responses. If you have completed this survey in years past, please know that we thank you for your continued participation in this effort and are looking forward to hearing from you again.

This year marks the sixth administration of this survey and you may notice some changes. Every time we conduct this process, we strive to improve it and help the response and feedback flow quickly and easily. Because we appreciate your time, we are also pleased to offer the survey in an online format for all residents. We hope this courtesy will provide our busy respondents with a convenient option for providing the Town with your input.

Please take a few minutes to complete the enclosed survey. Please answer any and all questions as accurately as possible and if you feel it is appropriate, use the comment space provided at the end of the survey for any further information you would like us to know.

If you would like to access the survey online in lieu of completing this paper copy, you can find it at:
www.westlake2017survey.org

Please return your completed paper survey in the enclosed postage-paid envelope to:

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

If you have any questions, please contact Amanda DeGan, Assistant Town Manager, at (817) 490-5715, or via email at adegan@westlake-tx.org.

Thank you for helping to make Westlake a premier community!

Thomas E. Brymer
 Town Manager/Superintendent Westlake Academy

TOWN OF WESTLAKE 2017 RESIDENT SURVEY

1. **Satisfaction with Major Categories of Town Services.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following services provided by the Town of Westlake.

How satisfied are you with the:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of public safety services (police, fire, and emergency medical)	5	4	3	2	1	9
02.	Overall efforts by the Town to ensure the community is prepared for emergencies	5	4	3	2	1	9
03.	Overall quality of maintenance of Town streets	5	4	3	2	1	9
04.	Overall effectiveness of communication by the Town	5	4	3	2	1	9
05.	Overall quality of utility services	5	4	3	2	1	9
06.	Overall quality of parks, trails, open spaces, streetscaping, and facilities	5	4	3	2	1	9
07.	Overall quality of customer service	5	4	3	2	1	9
08.	Overall quality of enforcement of codes and ordinances	5	4	3	2	1	9
09.	Overall quality of government services provided by the Town of Westlake	5	4	3	2	1	9
10.	Overall value you receive from your tax dollars and fees	5	4	3	2	1	9
11.	Overall value of Westlake Academy to the Town	5	4	3	2	1	9

2. **Which THREE of the services listed in Question 1 are MOST IMPORTANT to you?** [Write-in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

3. **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 level of satisfaction with each of the following.

How satisfied are you with the:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Police Services							
01.	Quality of local police protection	5	4	3	2	1	9
02.	Visibility of police in neighborhoods	5	4	3	2	1	9
03.	How quickly police respond to emergencies	5	4	3	2	1	9
04.	Efforts of the Town to prevent crime	5	4	3	2	1	9
05.	Level of traffic enforcement	5	4	3	2	1	9
Fire & Medical Services							
06.	Quality of fire services	5	4	3	2	1	9
07.	Quality of emergency medical services	5	4	3	2	1	9
08.	Response time of fire and emergency medical services personnel	5	4	3	2	1	9
Emergency Preparedness							
09.	Response efforts by the Town Staff during extreme weather conditions	5	4	3	2	1	9
10.	Efforts by the Town Staff to inform residents of hazardous road conditions, potential inclement weather & closures	5	4	3	2	1	9

(Question 3 continued)

How satisfied are you with the:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Transportation Services							
11.	Condition of major streets in Westlake	5	4	3	2	1	9
12.	Condition of streets in your neighborhood	5	4	3	2	1	9
13.	Cleanliness of streets and other public areas	5	4	3	2	1	9
14.	Traffic flow and congestion management in Westlake	5	4	3	2	1	9
Communications & Citizen Engagement							
15.	Efforts by the Town to keep you informed about Council meetings, Town projects, issues, and events	5	4	3	2	1	9
16.	Timeliness of information provided by the Town	5	4	3	2	1	9
17.	Completeness of the information provided by the Town	5	4	3	2	1	9
18.	Usefulness of the Westlake Wire communications	5	4	3	2	1	9
19.	Usefulness of social media efforts	5	4	3	2	1	9
20.	Ease of use of the Town's website	5	4	3	2	1	9
21.	Availability/Accessibility of Town records	5	4	3	2	1	9
22.	Opportunities provided for public input	5	4	3	2	1	9
Parks & Recreation Services							
23.	Maintenance of Town-owned Glenwyck Park	5	4	3	2	1	9
24.	Number of publicly-accessible parks and trails	5	4	3	2	1	9
25.	Maintenance of streetscaping and open spaces	5	4	3	2	1	9
Utility Services							
26.	Residential trash/recycling collection services	5	4	3	2	1	9
27.	Yard waste & bulky item removal services	5	4	3	2	1	9
28.	Town efforts to promote water conservation and protect water resources	5	4	3	2	1	9
29.	Household hazardous waste disposal service	5	4	3	2	1	9
30.	Efforts by the Town to manage storm water run-off	5	4	3	2	1	9
31.	Quality of (drinking) water utility services	5	4	3	2	1	9
Customer Service							
32.	Level of participation by Town Staff in community events/neighborhood meetings	5	4	3	2	1	9
33.	Timeliness of Town Staff to concerns/issues (<24 hours)	4	3	2	1	9	
34.	Friendliness of Town Staff	5	4	3	2	1	9
35.	Municipal court services	5	4	3	2	1	9
36.	Jury service experience	5	4	3	2	1	9
Code Enforcement							
37.	Enforcing the exterior appearance and maintenance regulations for property	5	4	3	2	1	9
38.	Enforcing sign regulations	5	4	3	2	1	9

4. Reasons for Moving to Westlake. 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 in your decision to move to the Town of Westlake.

How important was:	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
01. Sense of community	5	4	3	2	1	9
02. Quality of life	5	4	3	2	1	9
03. Small town feel	5	4	3	2	1	9
04. Aesthetic appeal & high development standards	5	4	3	2	1	9
05. Westlake Academy	5	4	3	2	1	9
06. Access to other public schools (Keller, Northwest or Carroll ISD)	5	4	3	2	1	9
07. Proximity to private schools	5	4	3	2	1	9
08. Low crime rates/quality of public safety	5	4	3	2	1	9
09. Employment opportunities in the Westlake area	5	4	3	2	1	9
10. Access to DFW airport	5	4	3	2	1	9
11. Access to major highways	5	4	3	2	1	9
12. Type of housing available	5	4	3	2	1	9
13. Quality of your subdivision	5	4	3	2	1	9
14. Westlake as a retirement destination	5	4	3	2	1	9
15. Number of publicly accessible parks & trails	5	4	3	2	1	9
16. Subdivision amenities (airpark, golf club, parks, etc.)	5	4	3	2	1	9

5. Which THREE of the reasons listed in Question 4 are the MOST IMPORTANT reasons why you will stay in Westlake for the next 5 years? [Write-in your answers below using the numbers from the list in Question 4.]

1st: ____ 2nd: ____ 3rd: ____

6. Overall, how familiar are you with the following information?

	Very Familiar	Somewhat Familiar	Not Familiar
1. The Town's Comprehensive Plan	3	2	1
2. The Town's Strategic Plan	3	2	1
3. The Town's Vision, Values, and Mission Statements	3	2	1
4. The Town's lighting standards	3	2	1
5. The Town's open space requirements for development	3	2	1
6. Zoning standards within the Town	3	2	1
7. Allowed uses (zoning entitlements) for existing planned development districts within the Town	3	2	1

7. Please indicate the last time you attended each of the following events or meetings.

		This year	Last year	2 or more years ago	Never, but I am aware of event/mtg.	Never, and I am not aware of event/mtg.
1.	Decoration Day	5	4	3	2	1
2.	Any of the Master Works concert series events	5	4	3	2	1
3.	Other Westlake Historical Preservation Society events	5	4	3	2	1
4.	Westlake Historical Preservation Society's Classic Car Show	5	4	3	2	1
5.	Westlake Public Arts Society events	5	4	3	2	1
6.	Council Meeting	5	4	3	2	1
7.	Board of Trustees Meeting	5	4	3	2	1
8.	Planning & Zoning Committee Meeting	5	4	3	2	1

8. Have you attended a public meeting in your neighborhood?

- (1) Yes, within the past 12 months *[Answer 8a-b.]*
 (3) No, but I am aware of the meetings *[Answer 8c-d.]*
 (2) Yes, more than 12 months ago *[Answer 8a-b.]*
 (4) No, and I am not aware of the meetings *[Answer 8c-d.]*

If "Yes" to Question 8:

- 8a. Was the meeting informative?** (1) Yes (2) No
8b. Did you have the opportunity to discuss your ideas/concerns? (1) Yes (2) No

If "No" to Question 8:

- 8c. Will you attend a neighborhood meeting in the future?** (1) Yes (2) No
8d. Do you think these types of meeting are useful? (1) Yes (2) No

9. In your opinion, how often should neighborhood meetings be held?

- (1) Annually
 (2) Twice a year
 (3) Every other year
 (9) Don't know

10. Do any children in grades K-12 live in your home? (1) Yes *[Answer 11a.]* (2) No *[Skip to 12.]*

11a. Do any of these children currently attend Westlake Academy?

- (1) Yes *[Skip to 12.]* (2) No *[Answer 11b-d.]*

11b. Where do your children go to school?

11c. If any of your children previously attended Westlake Academy, why did they stop?

11d. If your children previously attended Westlake Academy, are you considering re-enrolling them in the future?

- (1) Yes (2) No

12. **What is your age?** ___ (1) 18 – 34 years ___ (2) 35 – 54 years ___ (3) 55 – 74 years ___ (4) 75+ years

13. **How many years have you lived in Westlake?** _____ years

14. **In which subdivision do you live?**

- ___ (1) Stagecoach Hills ___ (3) Terra Bella ___ (5) Glenwyck Farms ___ (7) Granada
- ___ (2) Vaquero ___ (4) Wyck Hill ___ (6) Mahotea Boone

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

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

16. **Gender:** ___ (1) Male ___ (2) Female

17. **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

18. **Overall, how would you rate the Town of Westlake as a place to live?**

- ___ (4) Excellent ___ (3) Good ___ (2) Average ___ (1) Poor ___ (9) Don't Know

Optional:

If you have any other comments or a question you would like to see asked in a future survey, please write the information in the space provided below.

The Town of Westlake thanks you for completing this survey.

Please return your completed document in the enclosed postage-paid envelope, addressed to:
ETC Institute 725 W. Frontier Circle Olathe, KS 66061

Your response will remain completely confidential. The address information printed to the right will ONLY be used to help identify areas with specific needs. If your address is not correct, please provide the correct information. Thank You.