

2009 Town of Westlake Resident Survey *Final Report*



Submitted To:



May 2009

...helping organizations make better decisions since 1982

ETC Institute
725 West Frontier Circle
Olathe, Kansas
66061

Project Manager: Chris Tatham
Phone: 913-829-1215
Fax: 913-829-1591
E-mail: ctatham@etcinstitute.com

ETC
Institute

Contents

Executive Summary	i
<u>Section 1</u>	
Charts and Graphs	1
<u>Section 2</u>	
Benchmarking Data	16
<u>Section 3</u>	
Importance-Satisfaction Analysis	26
I-S Matrix Graphs	30
<u>Section 4</u>	
Tabular Data	32
<u>Section 5</u>	
Survey Instrument.....	62

2009 Town of Westlake Resident Survey

Executive Summary Report

Overview and Methodology

During March and April of 2009 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.

The five-page survey was administered by mail and phone to a random sample of 253 households in the Town. The results for the random sample of 253 households have a 95% level of confidence with a precision of at least +/- 4.0%.

This summary report contains:

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

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

The major findings of the survey are provided on the following pages.

Major Findings

- **Ratings of the Overall Quality of Life in Westlake.** Eighty-six percent (86%) of the residents surveyed were satisfied, based upon a combination of “very satisfied” and “satisfied” responses, with the overall quality of life in Westlake; 10% of the residents were “neutral” and only 4% were “very dissatisfied” or “dissatisfied” with the quality of life in Westlake.
- **Ratings of Westlake As a Place to Live and Work.** Ninety-one percent (91%) of the residents surveyed rated Westlake as an “excellent” or “good” place to live; 85% of residents rated Westlake as an “excellent” or “good” place to work.
- **Overall Satisfaction With Town Services.** The highest levels of satisfaction with Town services, based upon a combination of “very satisfied” and “satisfied” responses, were: the quality of public safety services (80%), the quality of customer service provided by the Town (77%), the effectiveness of Town communication (74%) and emergency preparedness (65%). Residents were least satisfied with the Town’s efforts to manage storm water run-off (46%).
- **Services that should receive the most emphasis from the Town over the next two years.** The Town services that residents felt were most important were: (1) public safety services, (2) Westlake Academy, (3) the maintenance of Town streets and (4) water utility services.
- **Willingness of Residents to Pay Property Taxes to Avoid Reductions in Current Town Service Levels and to Expand Town Services.**
 - The Town services that residents were most willing to pay a property tax to *avoid reductions* in current service levels, based upon a combination of “very willing,” “willing” and “somewhat willing” responses, were public safety services (50%), the maintenance of streets and drainage (50%) and parks, trails and recreation programs (46%). Residents were least willing to pay a property tax to maintain public art (21%) and historic preservation in Westlake (22%).
 - The Town services that residents were most willing to pay a property tax to *expand* current service levels, based upon a combination of “very willing,” “willing” and “somewhat willing” responses, were: public safety services (38%), parks, trails and recreation programs (37%), a new fire station (36%) and the maintenance of streets and drainage (36%). Residents were least willing to pay a property tax to improve historic preservation (14%) and public art in Westlake (18%).

- **Police Services.** The police services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses, were: the overall quality of local police protection (78%), the visibility of police in neighborhoods (77%) and with how quickly the police respond to emergencies (74%).
- **Fire and Medical Services.** The fire and medical services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses, were how quickly fire and emergency medical services personnel respond (82%) and with the overall quality of emergency medical services (77%).
- **Maintenance Services.** Seventy-three percent (73%) of the residents surveyed were “very satisfied” or “satisfied” with the cleanliness of streets and other public areas in Westlake; 66% of residents were “very satisfied” or “satisfied” with the condition of neighborhood streets in Westlake.
- **Parks and Recreation Services.** The parks and recreation service that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses, was the maintenance of the Town’s park (70%). Residents were least satisfied with the quality of outdoor athletic fields available to the Westlake community (32%) and the number of community parks (49%).
- **Communication and Citizen Engagement.** The highest levels of satisfaction with the Town’s communication and citizen engagement efforts, based upon a combination of “very satisfied” and “satisfied” responses, were: the Town’s website (71%) and the efforts made by the Town to keep residents informed on local issues (71%). Residents were least satisfied with the level of public involvement in local decision making (56%).
- **Utility Services.** The utility services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses were: residential trash collection services (90%), curbside recycling services (87%) and yard waste collection services (78%). Residents were least satisfied with the community’s household hazardous waste disposal services (53%).
- **Code Enforcement.** The code enforcement services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses were: efforts to remove abandoned or inoperative vehicles (69%) and the enforcement of yard parking regulations (69%).
- **Residents generally agreed that Westlake Academy was an important asset to the community and their property.** Two-thirds (67%) of the residents surveyed felt Westlake Academy adds value to the Town; 66% of residents felt Westlake Academy adds value to their property.

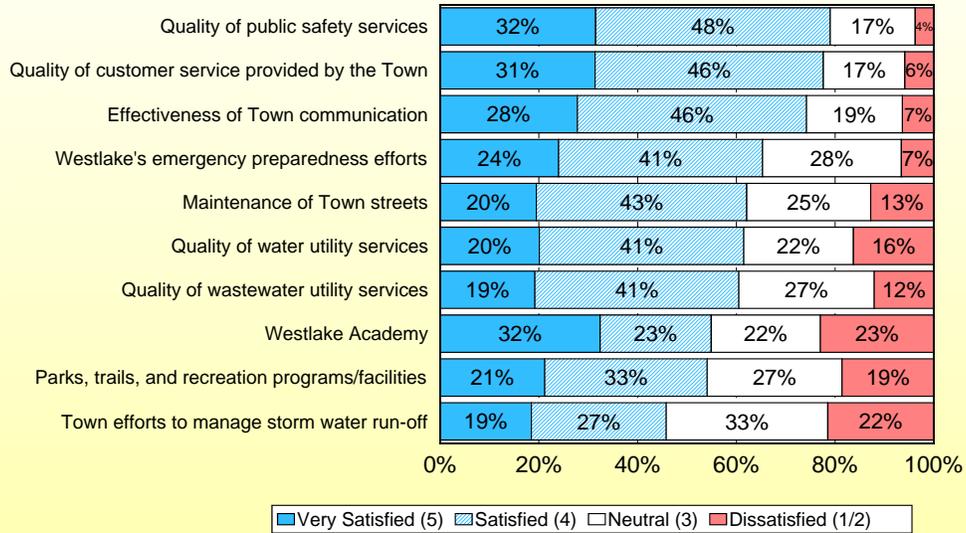
Other Findings

- Two-thirds (67%) of the residents surveyed felt “very safe” in the Town of Westlake; 30% of residents felt “safe,” none (0%) of the residents felt “unsafe” and 3% of residents did not have an opinion.
- The primary ways that residents received information about the Town were from the Town newsletter (71%) and e-mail from the Town (61%).
- Seventy percent (70%) of residents felt the standards for commercial and residents development in Westlake were “about right,” 7% felt they were “too low,” 5% felt they were “too high” and 18% did not know.
- More than half (59%) of residents were not familiar with the Town’s “Dark Sky” Plan and 41% were familiar. Of the residents *who were familiar* (41%) with the Town’s “Dark Sky” Plan, 86% were supportive of the plan, 11% were not supportive and 3% did not have an opinion.
- Nearly three-fourths (74%) of residents felt they understood how Westlake Academy is governed and funded.

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With Town Services by Major Category

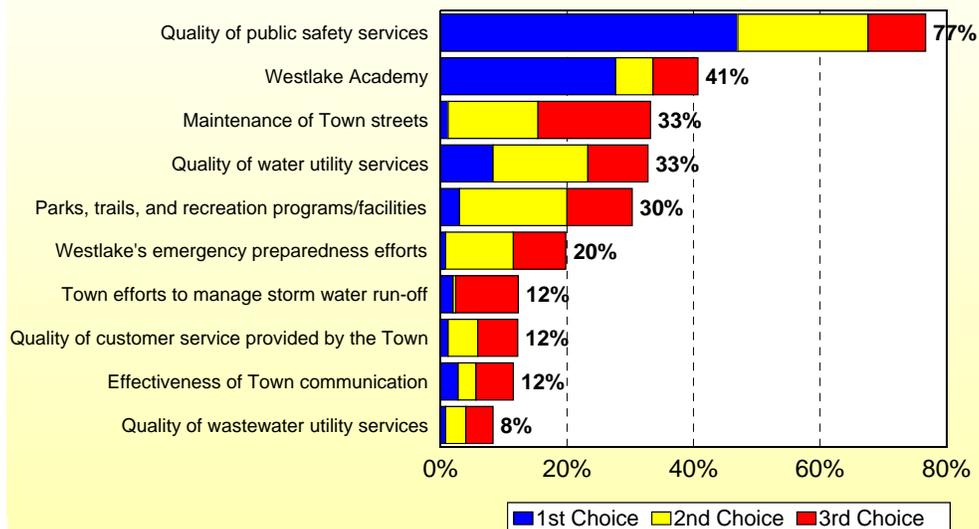
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q2. Town Services That Residents Felt Were Most Important

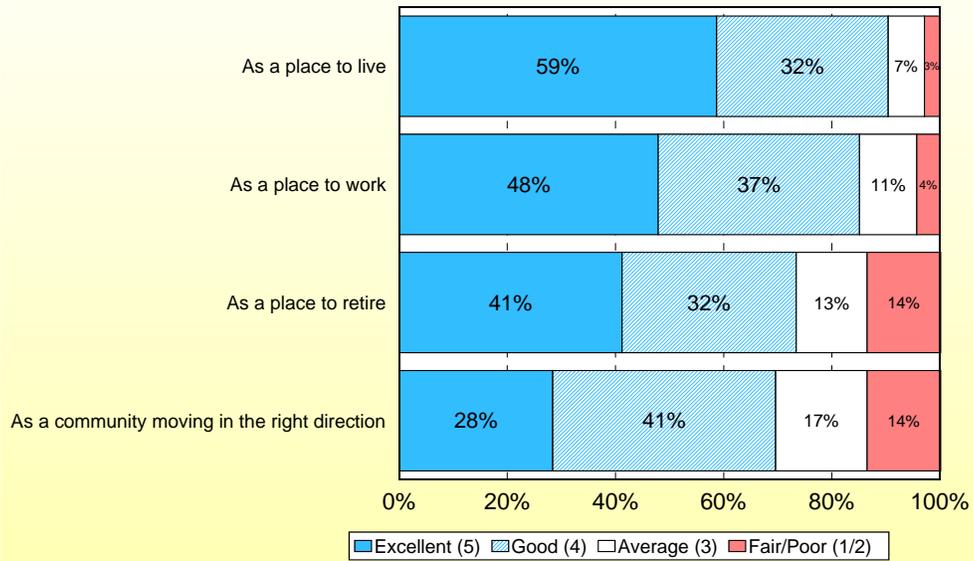
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q3. Overall Ratings of Westlake

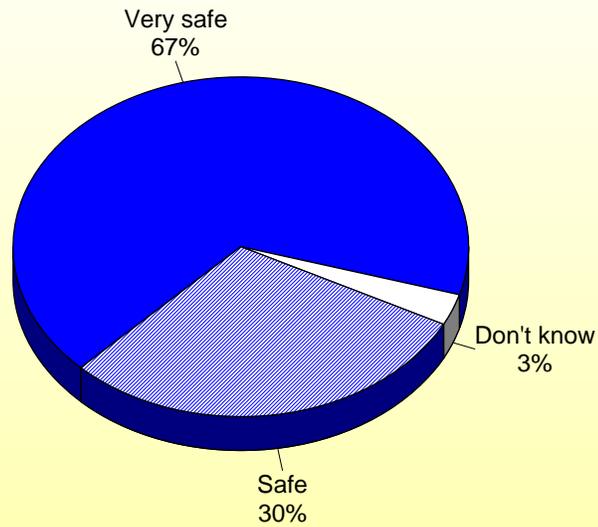
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q4. Overall, how safe do you feel in the Town of Westlake?

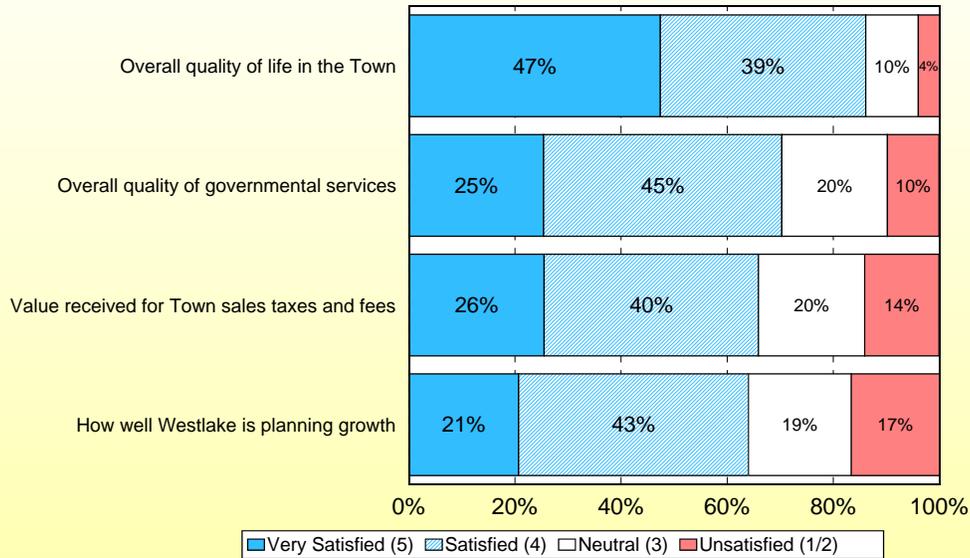
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q5. Perceptions of Westlake

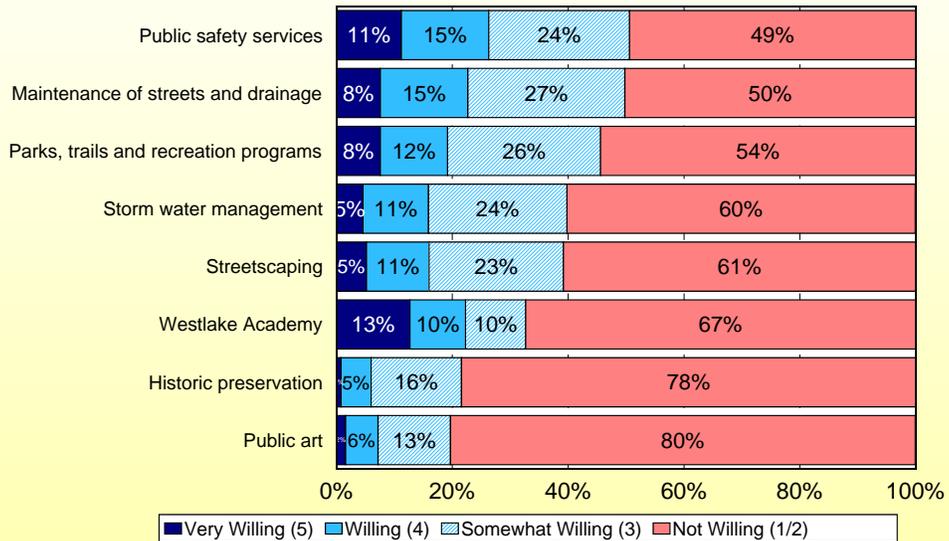
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



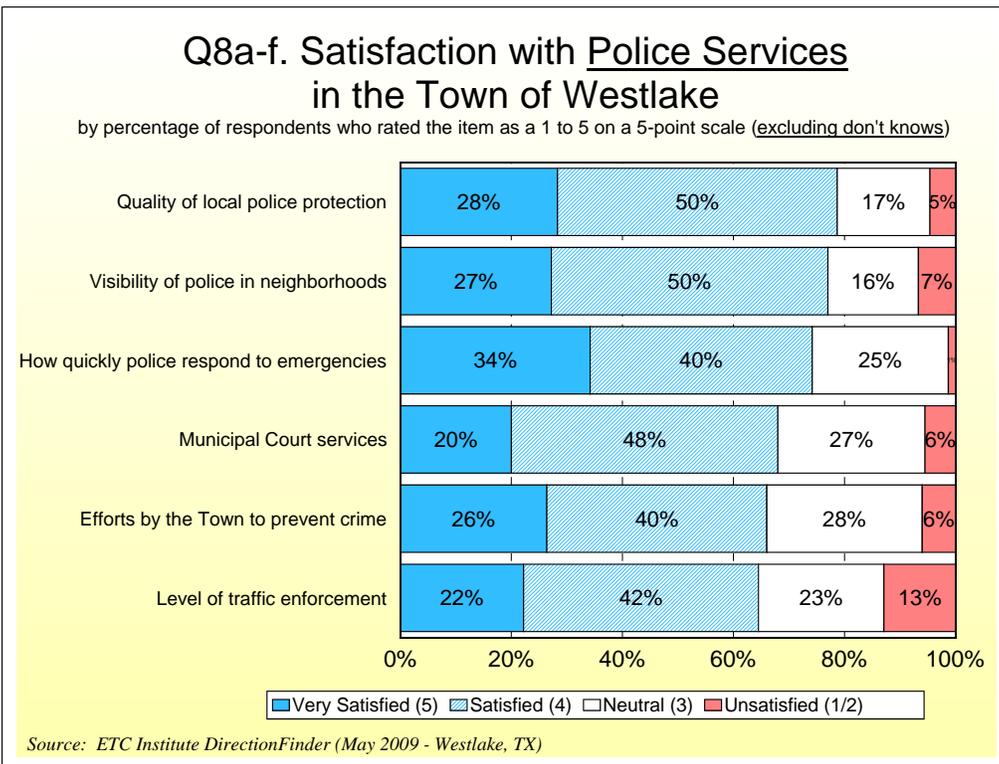
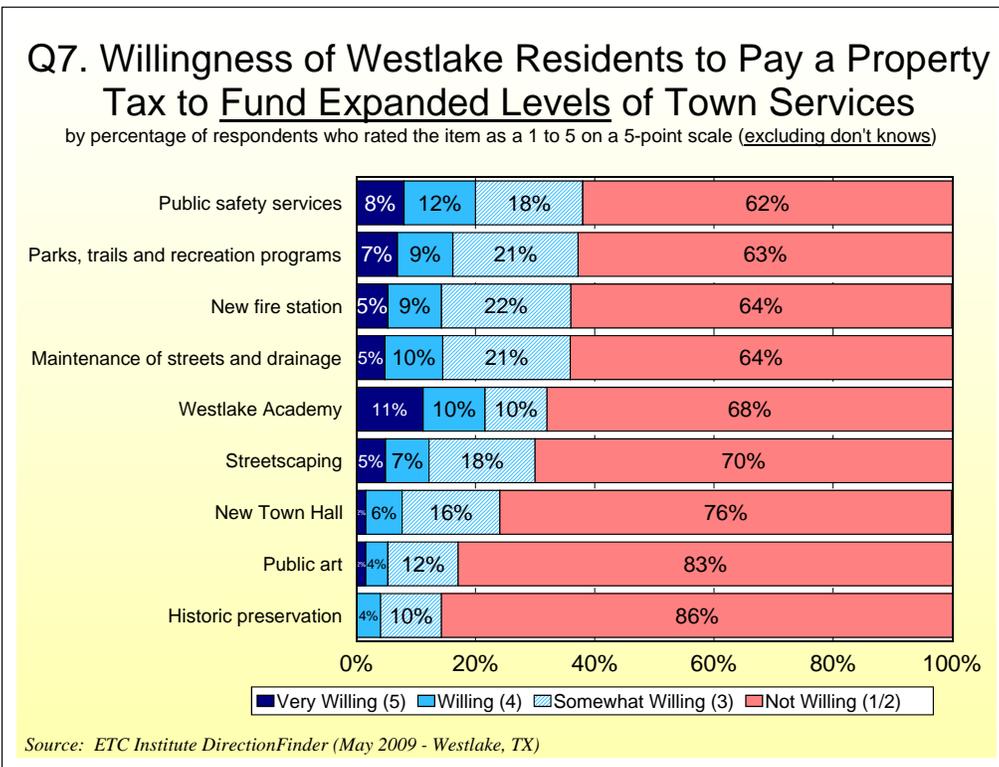
Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q6. Willingness of Westlake Residents to Pay a Property Tax to Avoid Reductions in Various Town Services

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

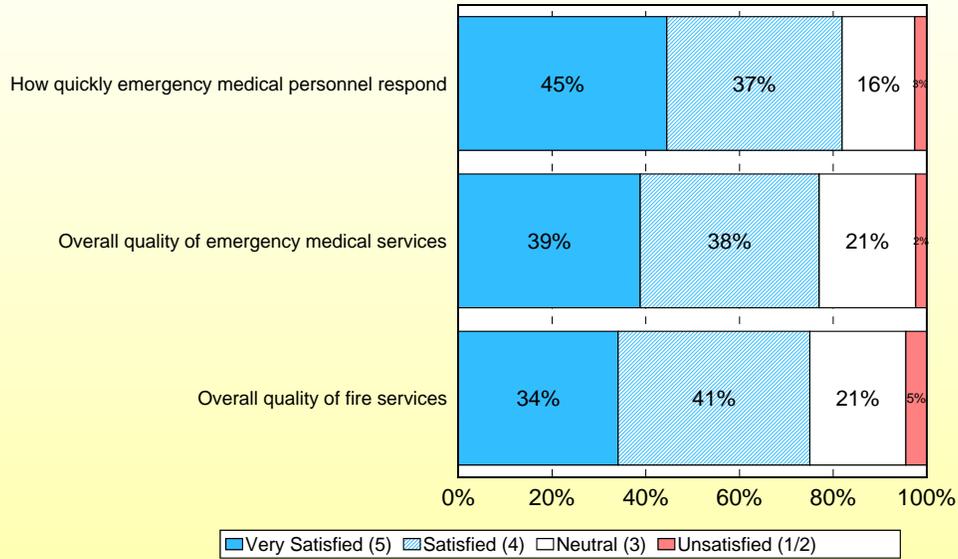


Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)



Q8g-i. Satisfaction with Fire and Medical Services in the Town of Westlake

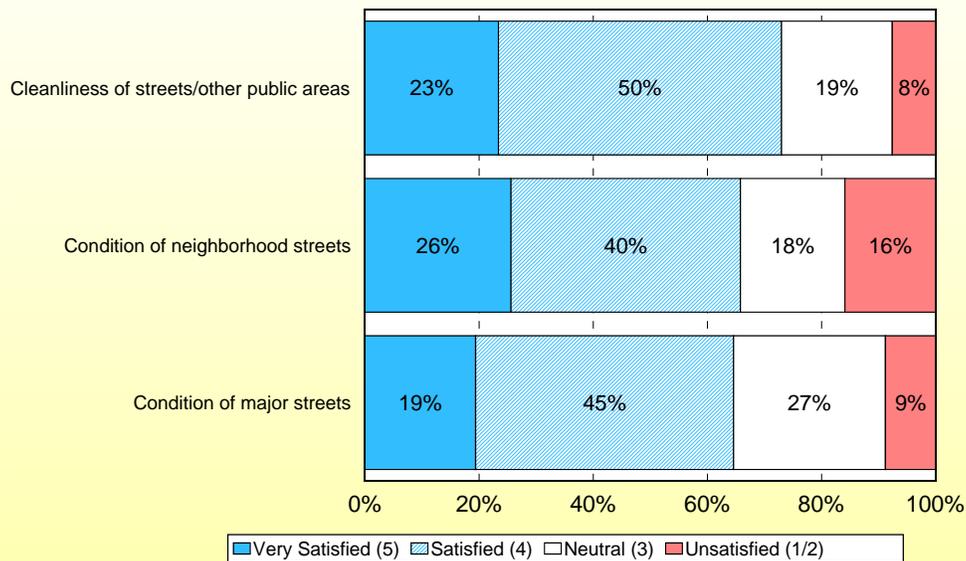
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q8j-k. Satisfaction with Maintenance Services in the Town of Westlake

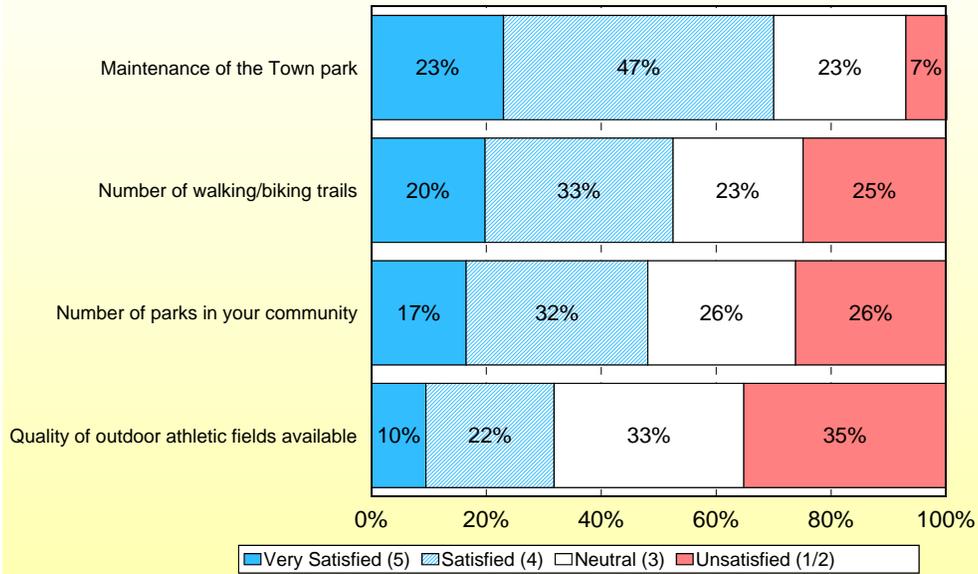
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q8m-p. Satisfaction with Parks and Recreation Services in the Town of Westlake

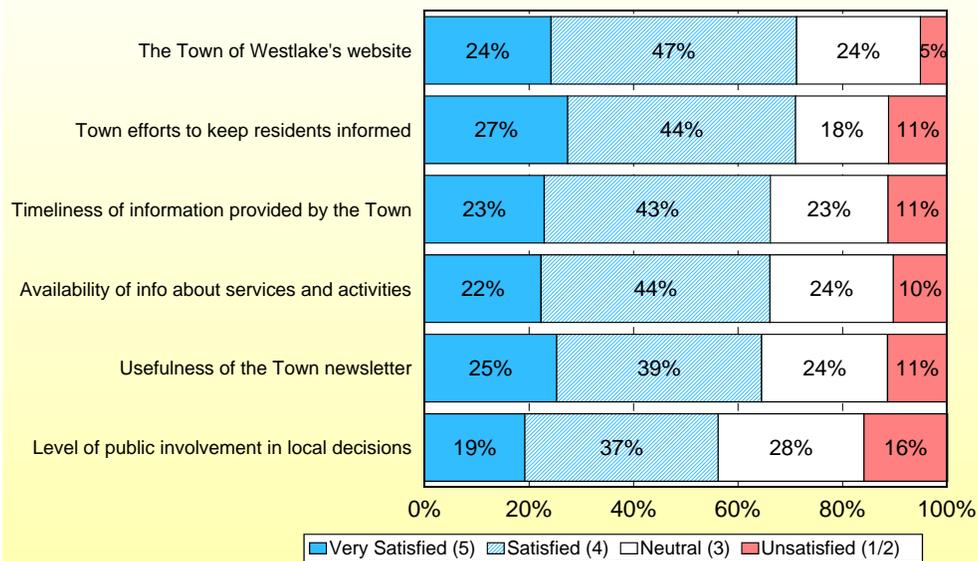
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q8q-v. Satisfaction with Communication and Citizen Engagement in the Town of Westlake

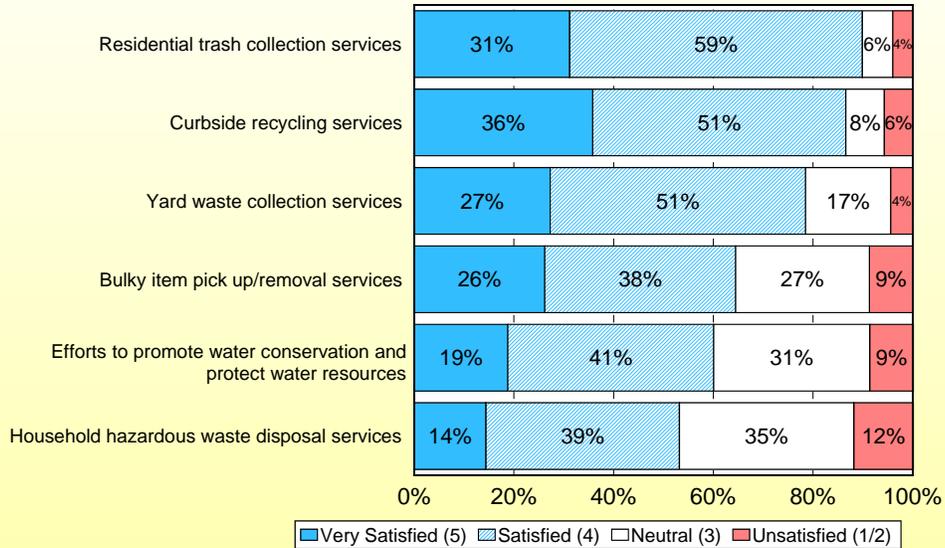
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q8w-2. Satisfaction with Utility Services in the Town of Westlake

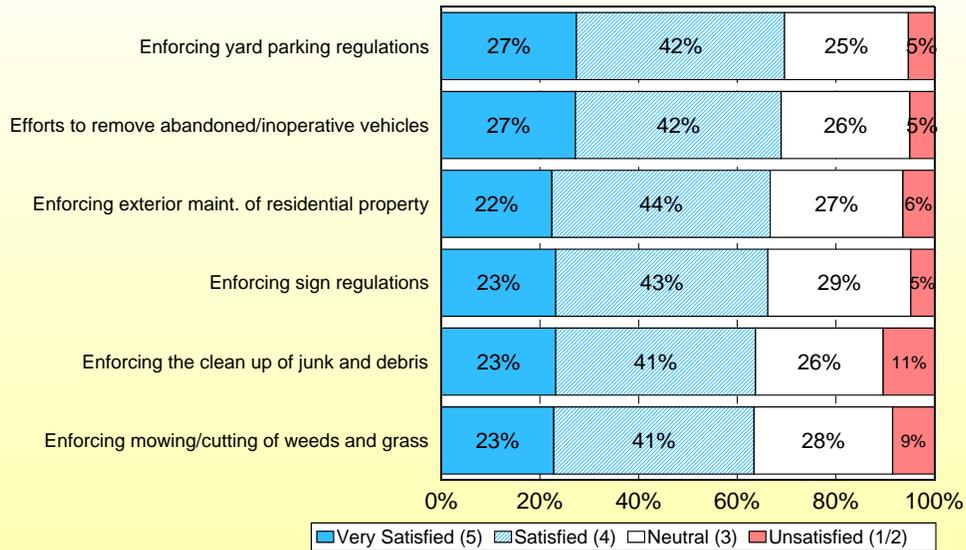
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q9. Satisfaction with Code Enforcement Services in the Town of Westlake

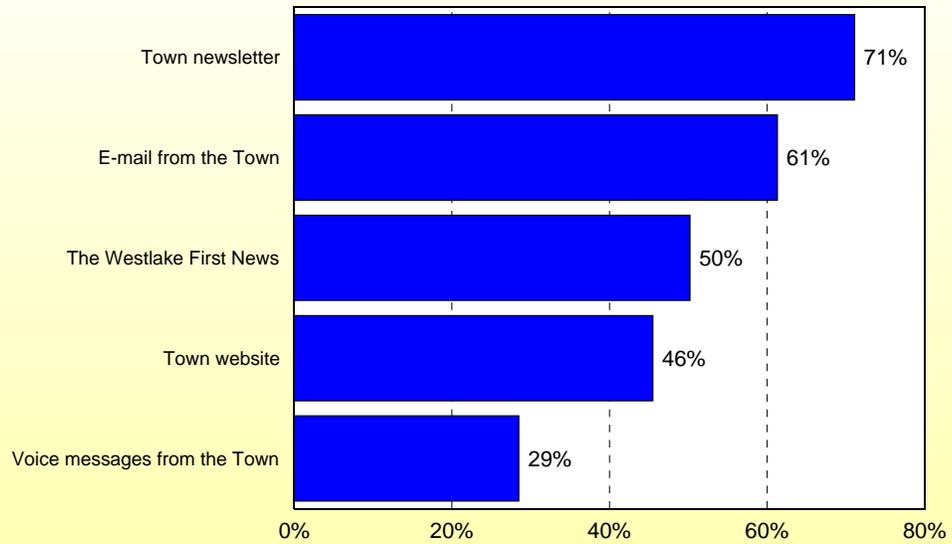
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q10. Primary Sources of Information about the Town of Westlake

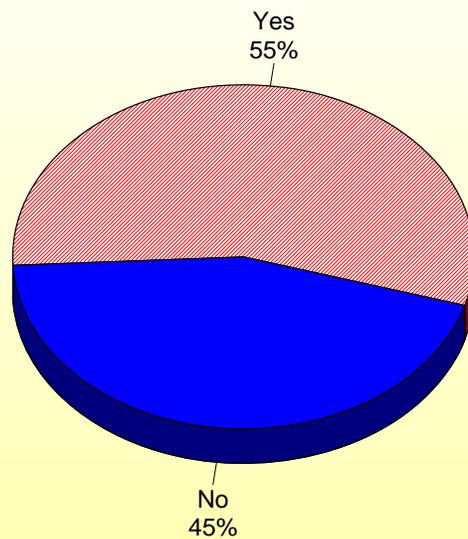
by percentage of respondents (multiple responses were allowed)



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q10-3. Have you looked at Council packets on the website?

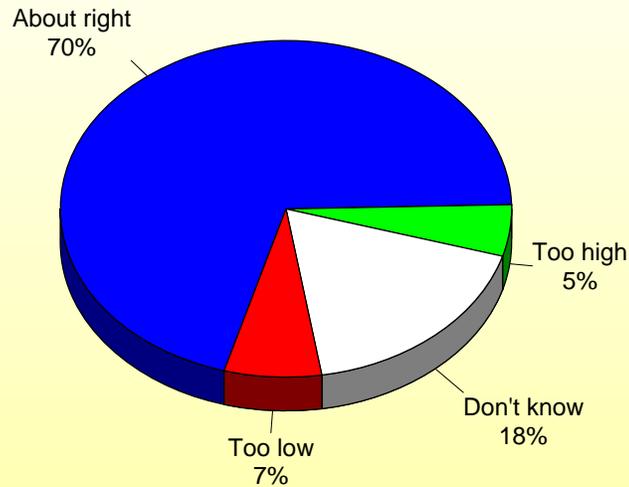
by percentage of residents who indicated they received information about Westlake from the Town's website



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q11. Do you think the standards for new commercial and residential development in the Town are too high, about right or too low?

by percentage of respondents

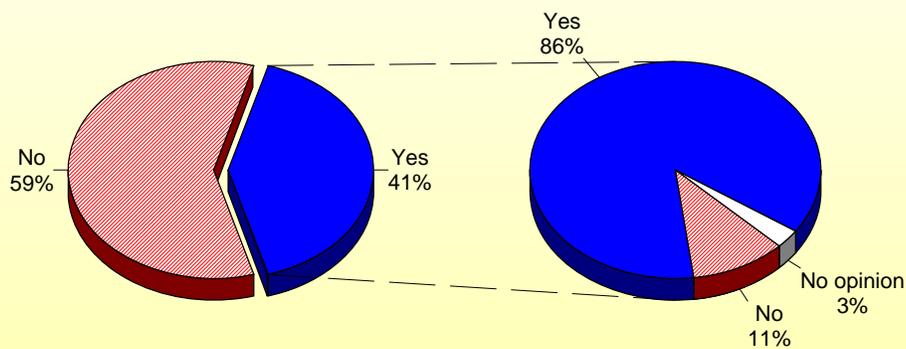


Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q12a. Are you familiar with the Town's "Dark Sky" Plan?

by percentage of respondents

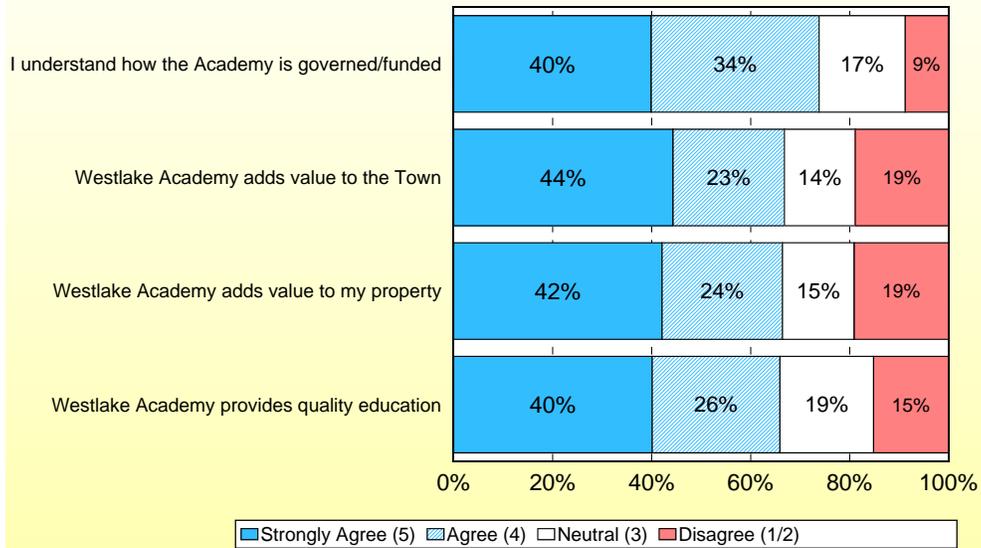
Q12b. If YES, are you supportive of it?



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q13. Level of Agreement With Various Statements About Westlake Academy

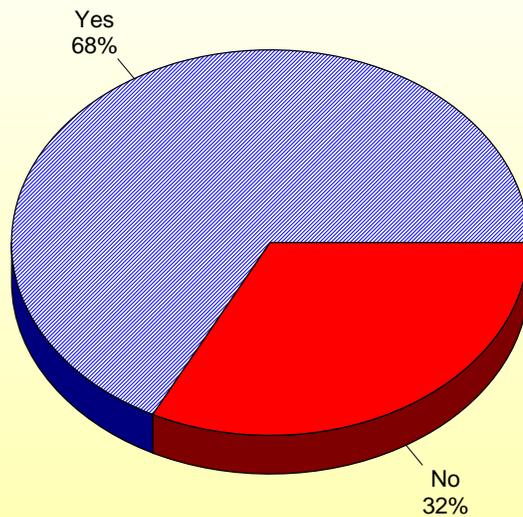
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q14. Have you eaten at any of the Solana restaurants during the past year?

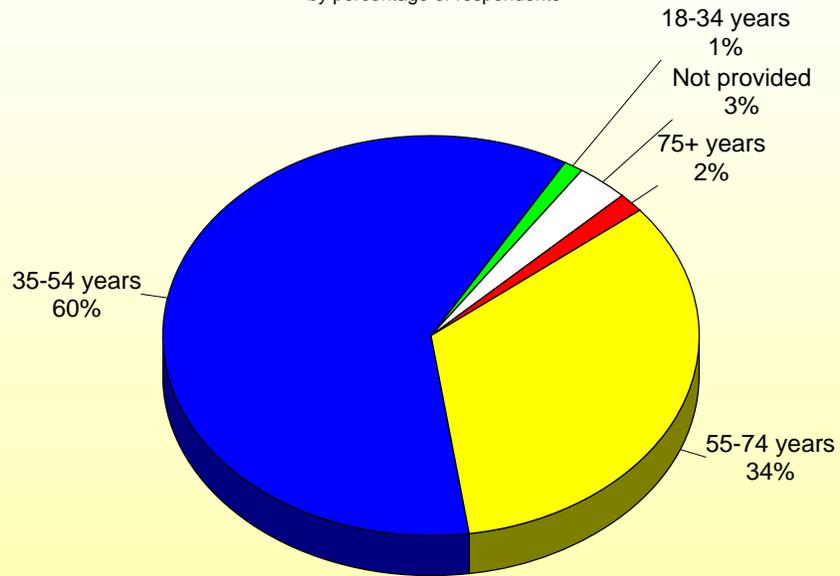
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q15. Demographics: Age of Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q16. Demographics: How many years have you lived in Westlake?

by percentage of respondents

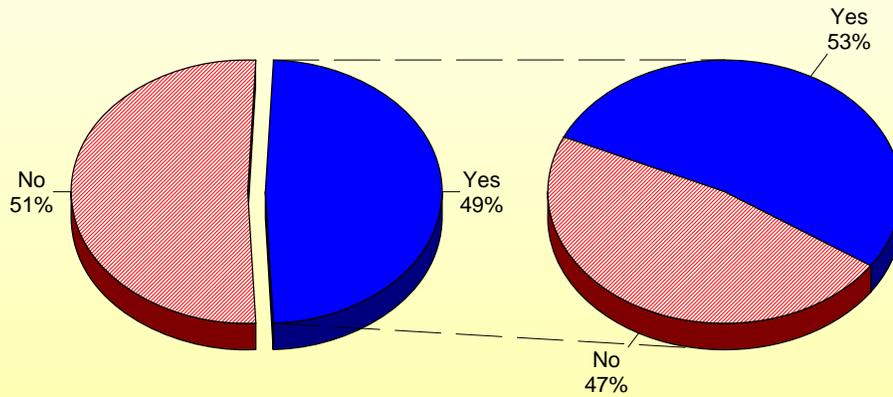


Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q17. Do any children in grades K-12 currently live in your home?

by percentage of respondents

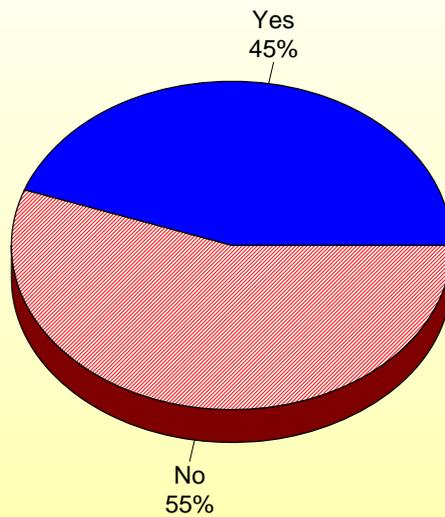
Q17a. If YES, do any of these children currently attend Westlake Academy?



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q17b. If NO, did any of these children previously attend Westlake Academy?

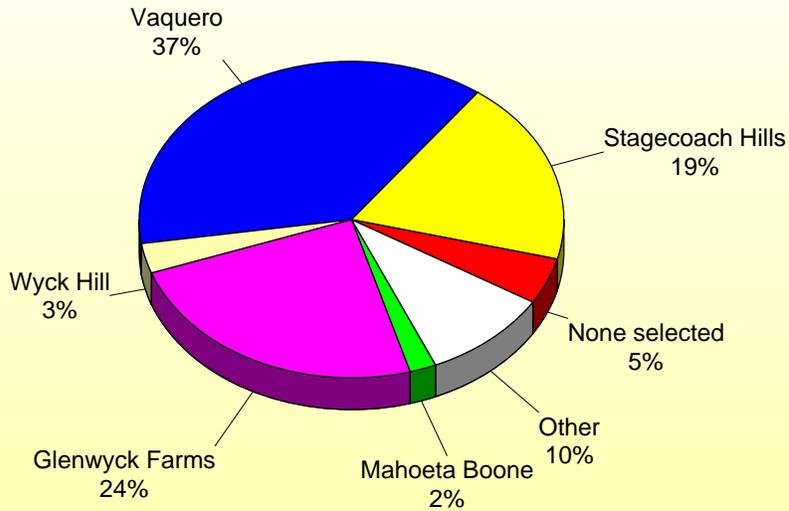
by percentage of respondents who had children in grades K-12 living in their home who were not attending Westlake Academy



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q18. Demographics: In which subdivision do you live?

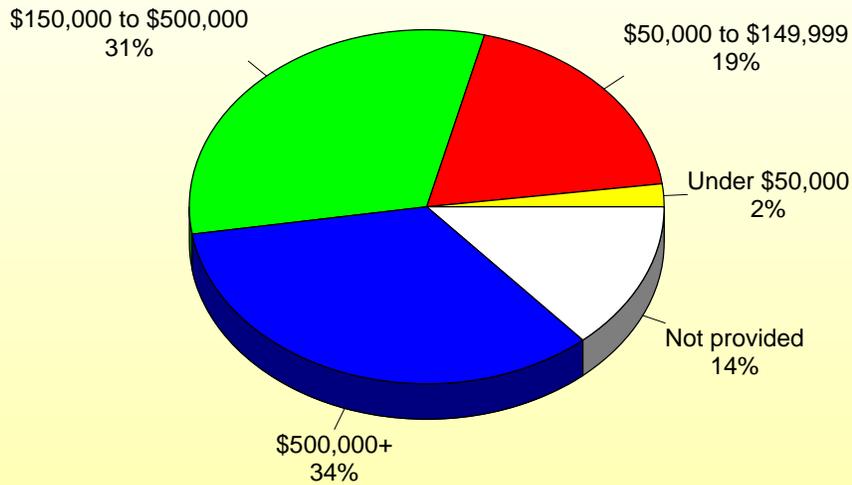
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q19. Demographics: Household Income

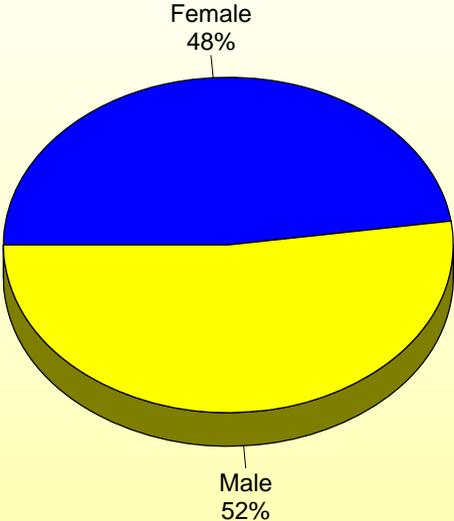
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Q20. Demographics: Respondents Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (May 2009 - Westlake, TX)

Section 2:
Benchmarking Data

DirectionFinder® Survey

Year 2009 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 160 cities and towns in 36 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during October 2007 to a random sample of 2,000 residents in the continental United States and (2) survey results from 20 medium sized cities and towns (population of 20,000 to 199,999) where the *DirectionFinder*® survey was administered between October 2005 and May 2009. The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual communities were used as the basis for developing the range of performance that is shown in this report for specific types of services.

The 20 communities included in the performance comparisons that are shown in this report are listed below:

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

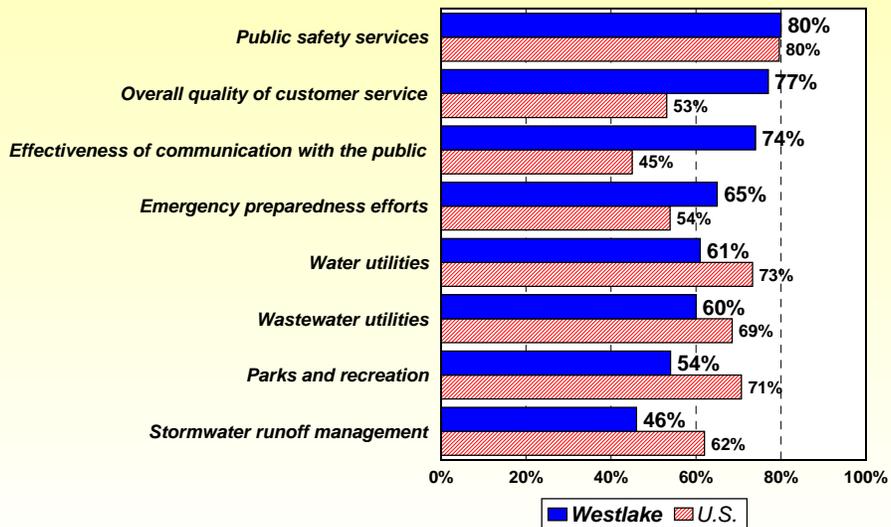
The charts on the following pages show the range of satisfaction among residents in the communities listed above. The charts show the highest, lowest, and average (mean) levels of satisfaction for nearly 50 areas of municipal service delivery. The mean rating is shown as a vertical line and indicates the mean ratings from ETC Institute's national survey for residents who live in cities or towns with a population of 20,000 to 199,999. The actual ratings for Westlake are listed to the right of each chart. The dot on each bar shows how the results for Westlake compare to the other communities where the *DirectionFinder*® survey has been administered.

National Benchmarks

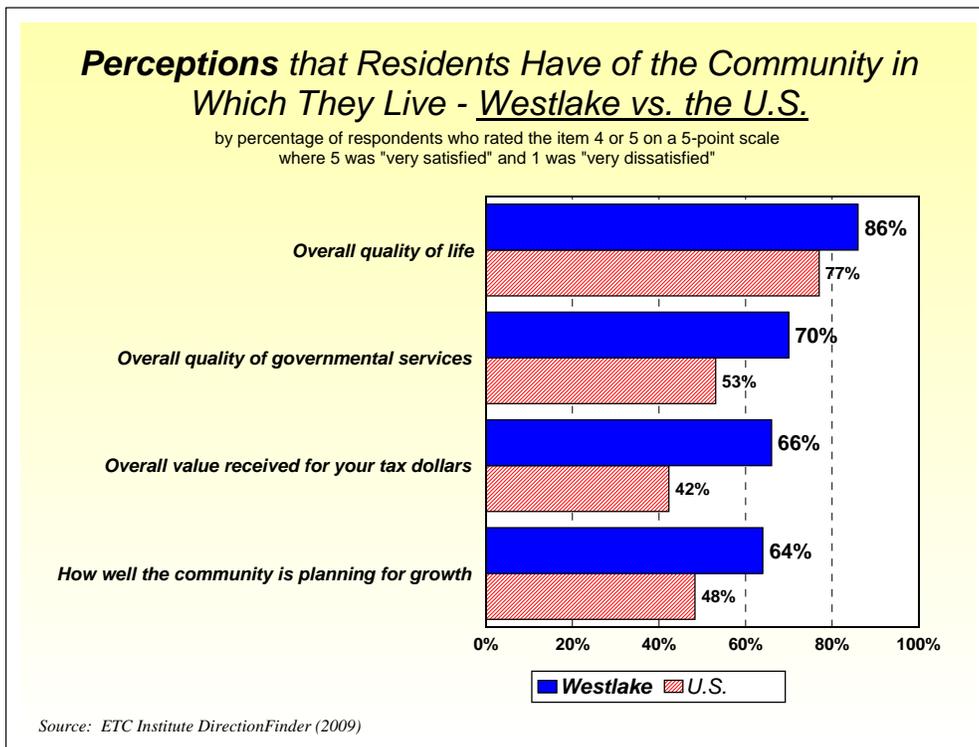
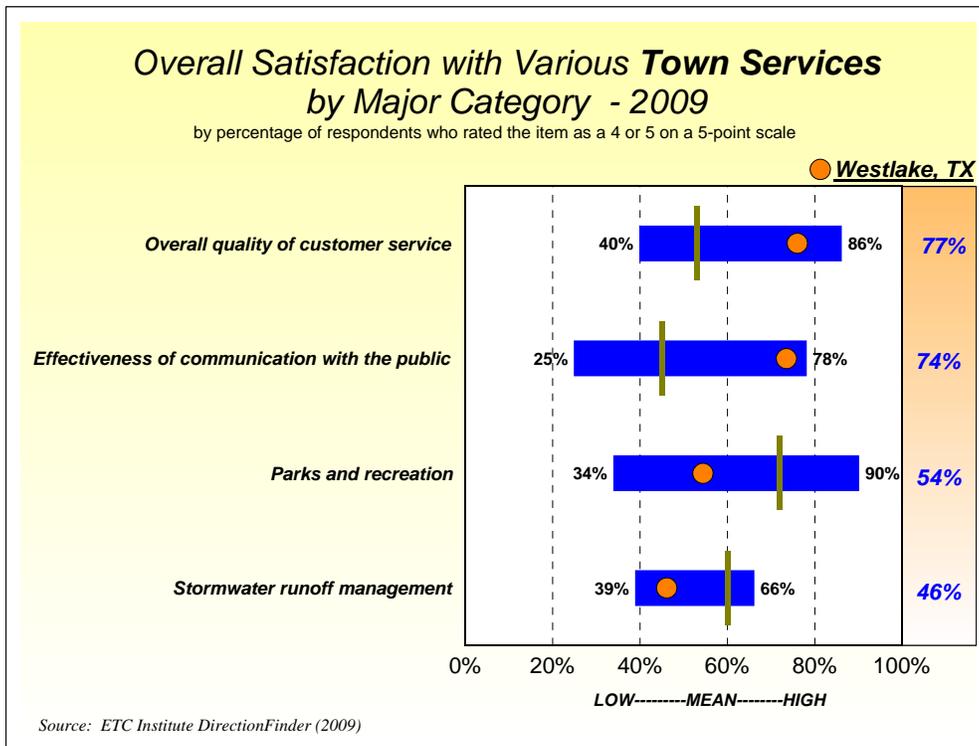
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Westlake, Texas is not authorized without written consent from ETC Institute.

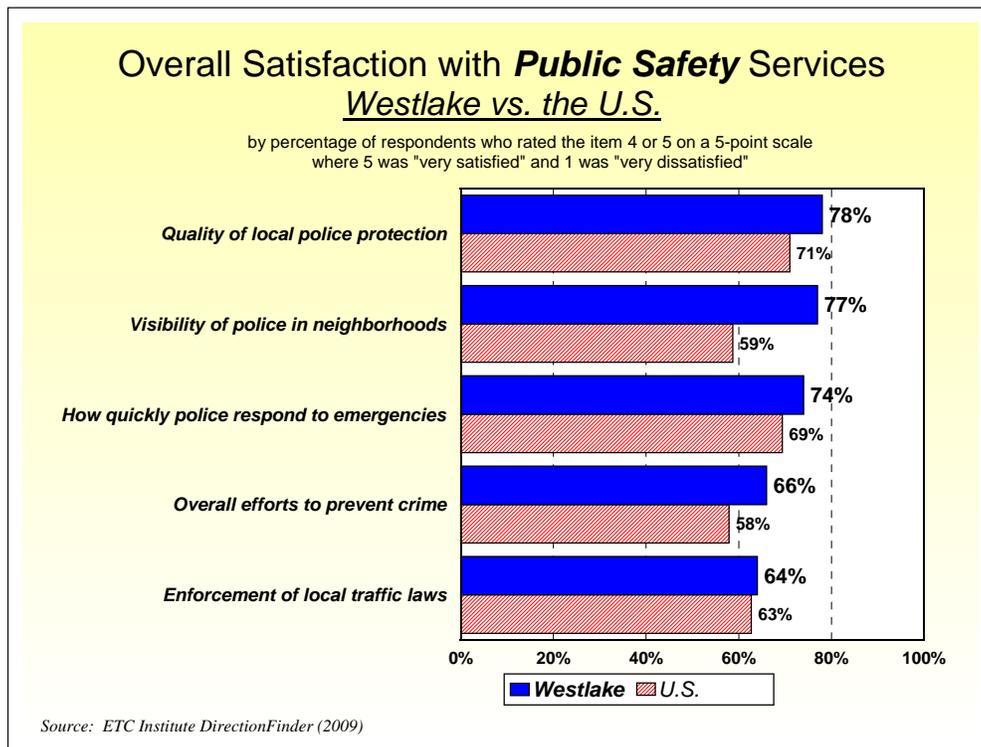
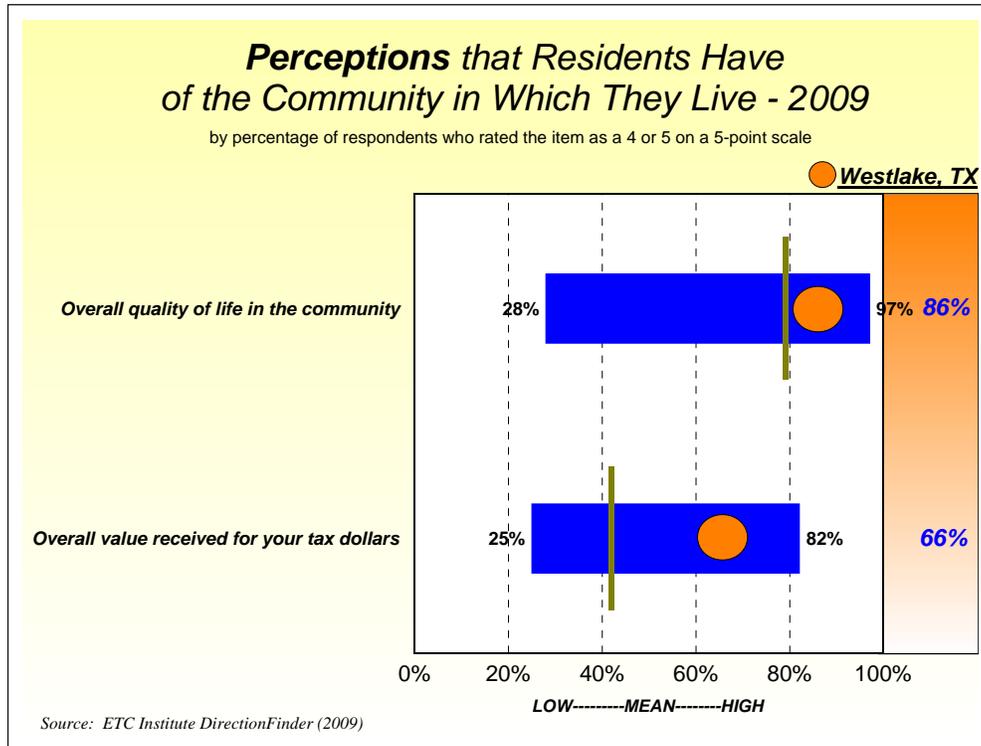
Overall Satisfaction with Various Town Services Westlake vs. the U.S.

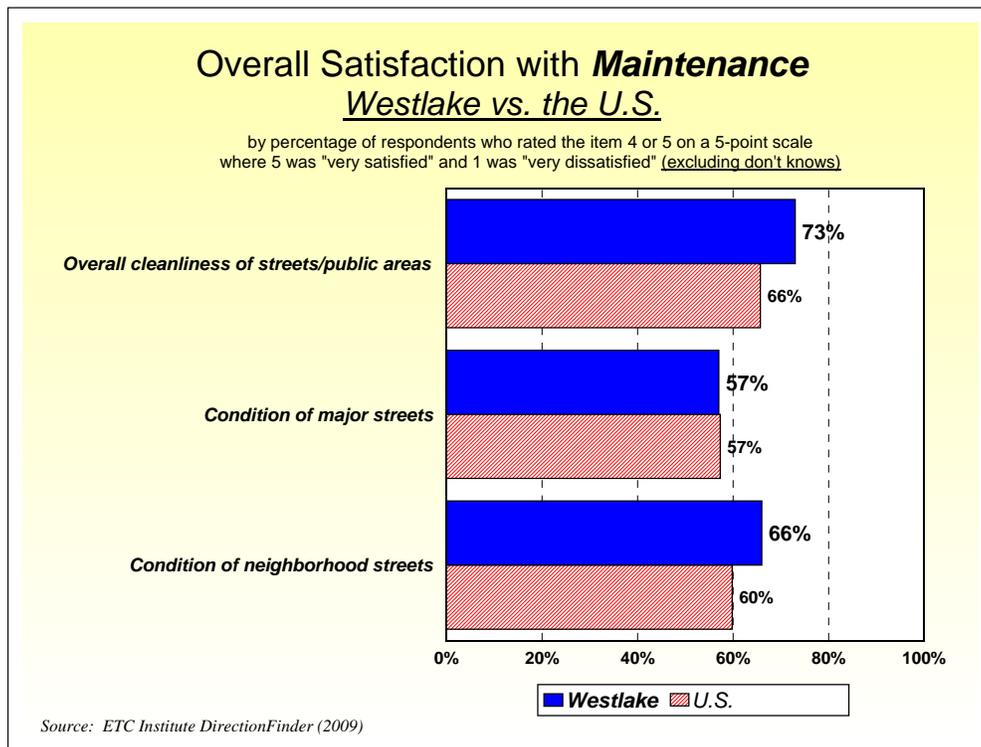
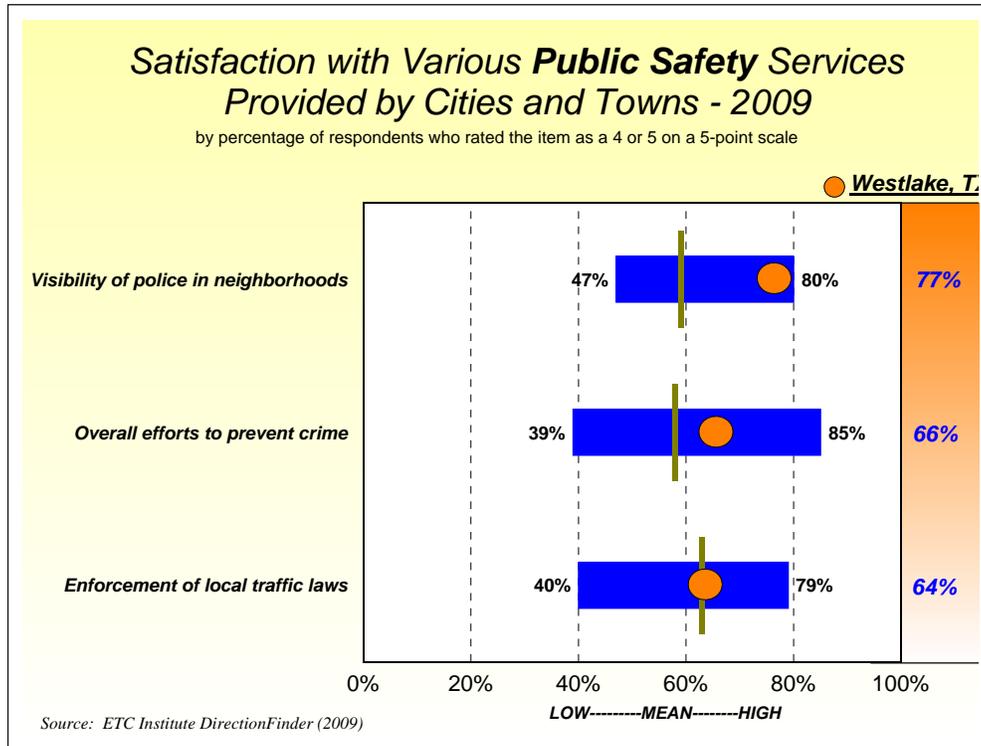
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"

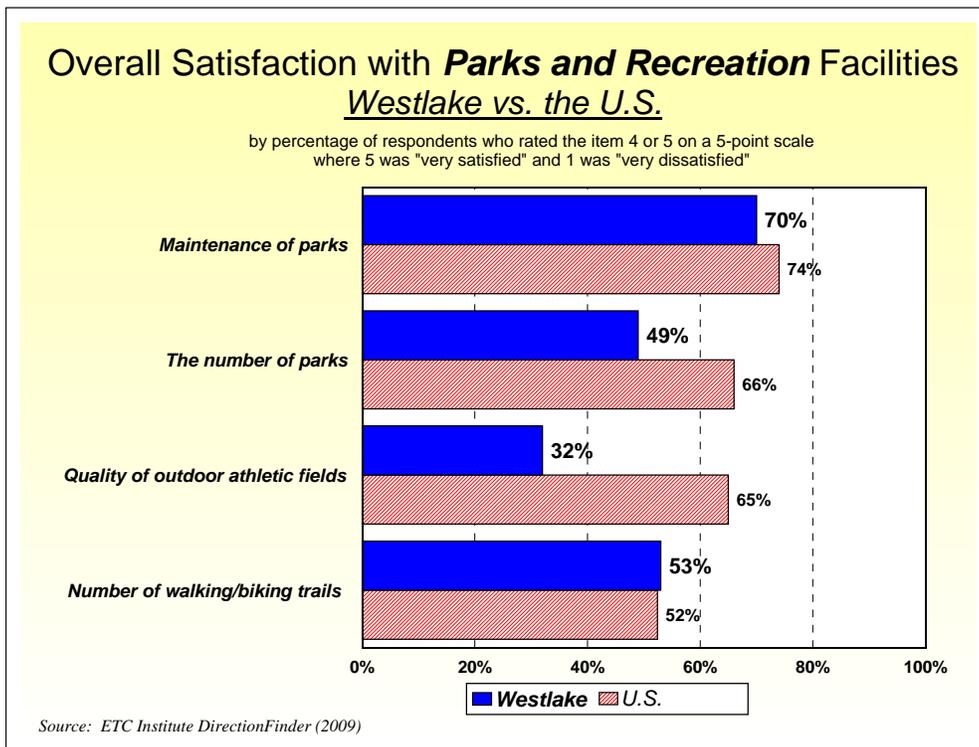
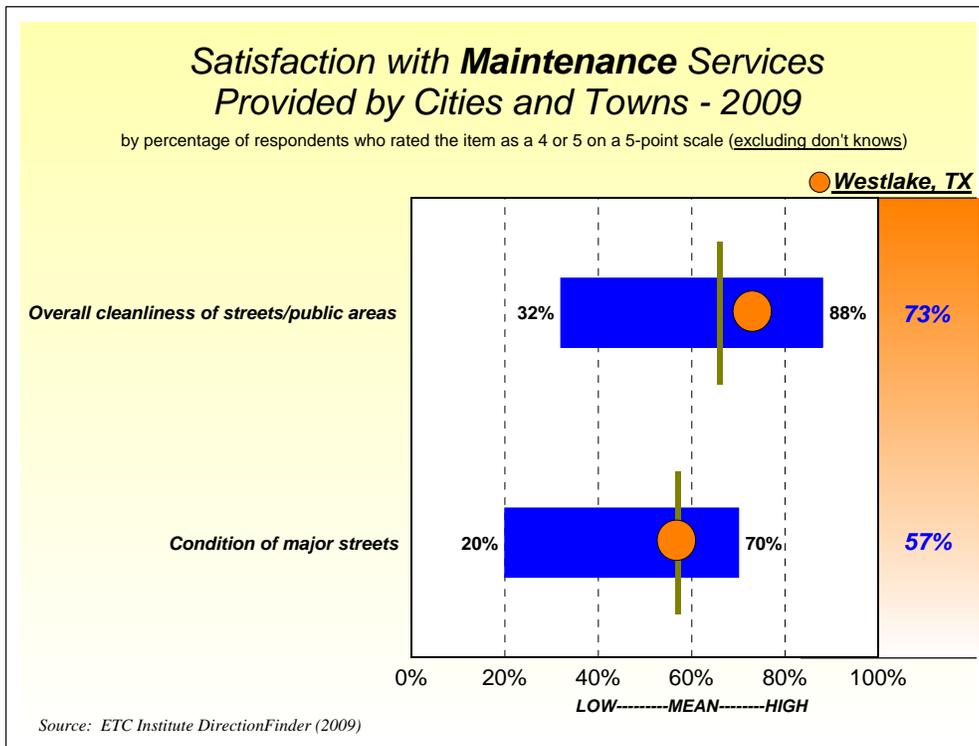


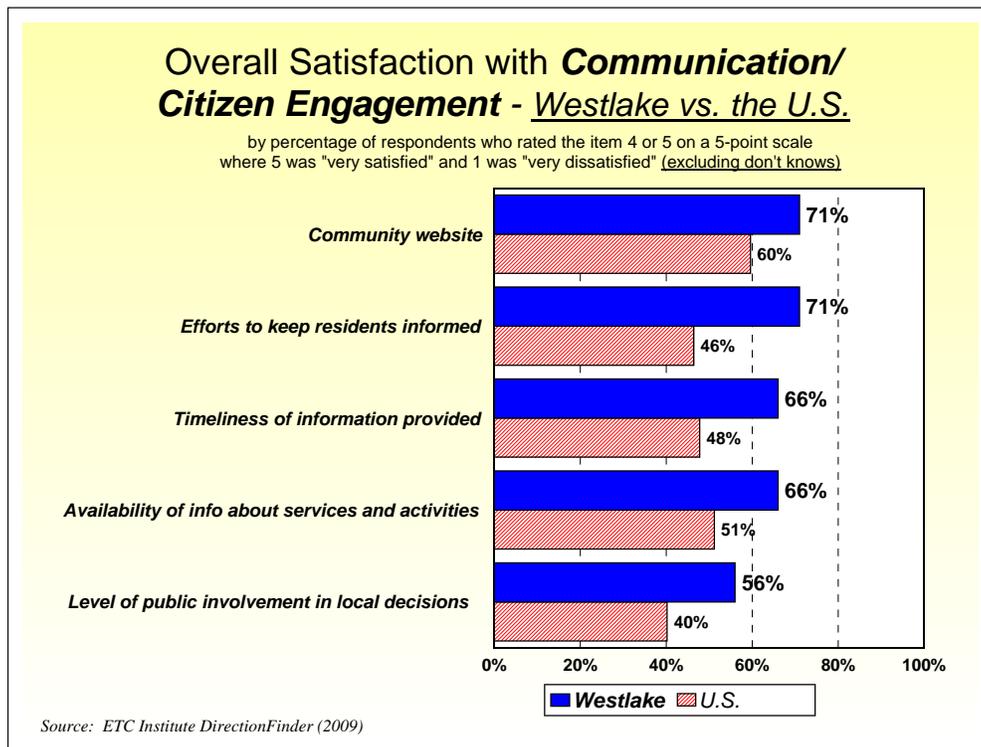
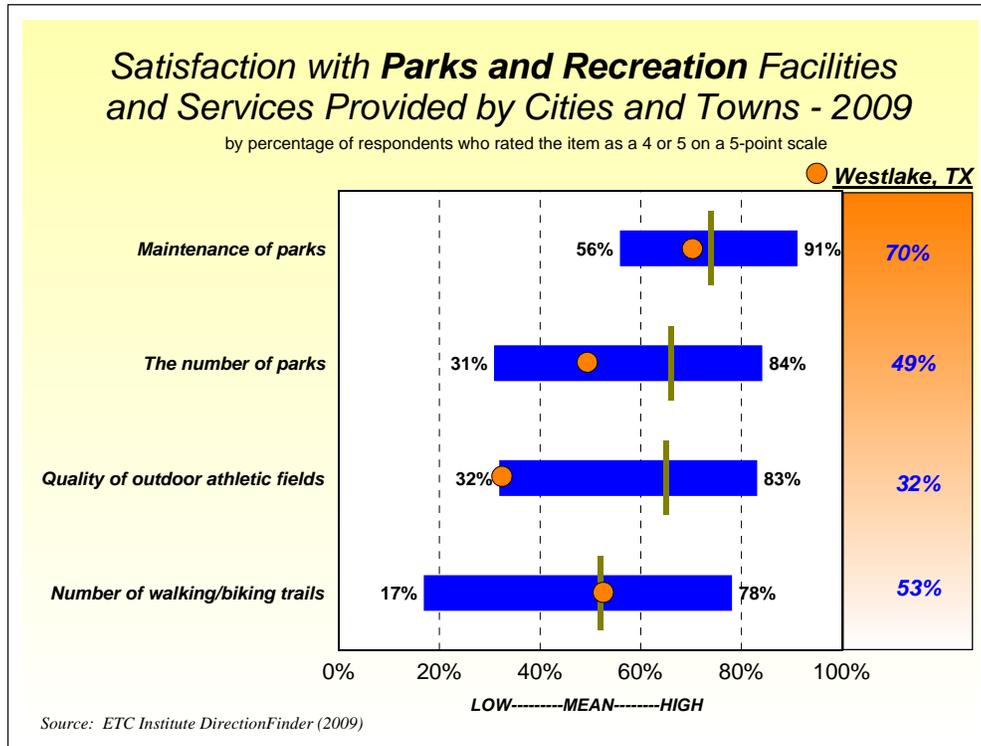
Source: ETC Institute DirectionFinder (2009)

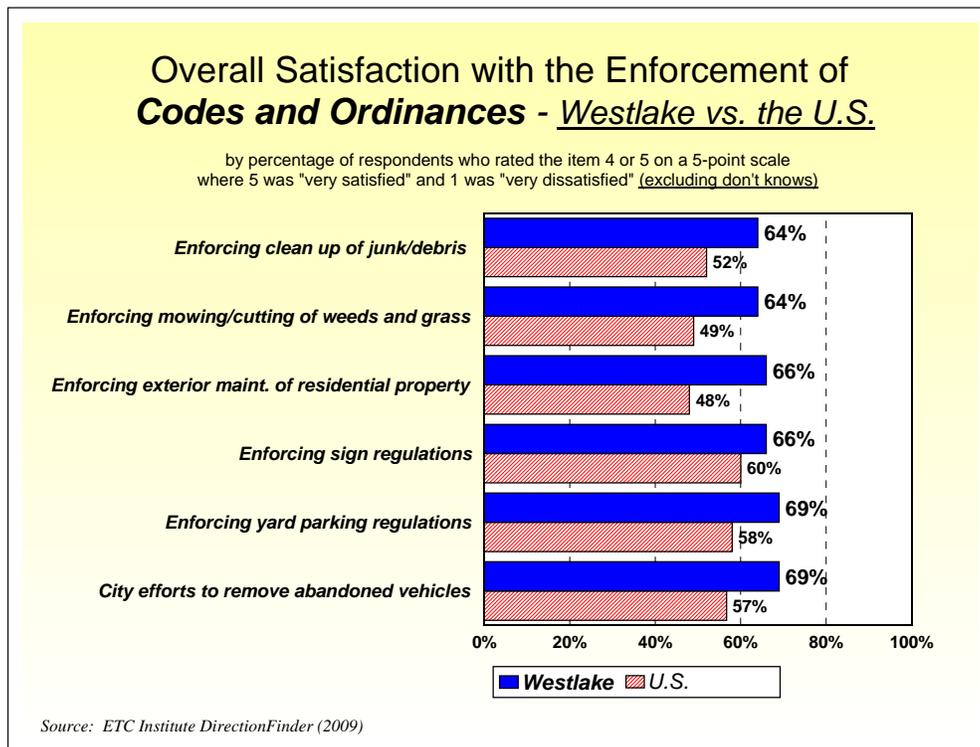
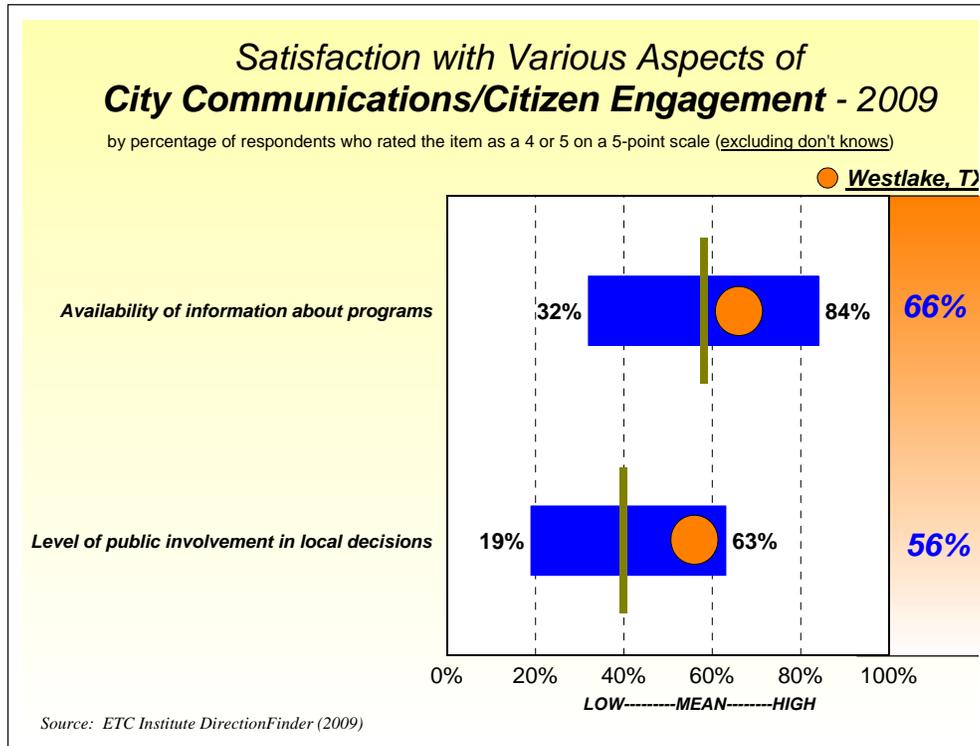


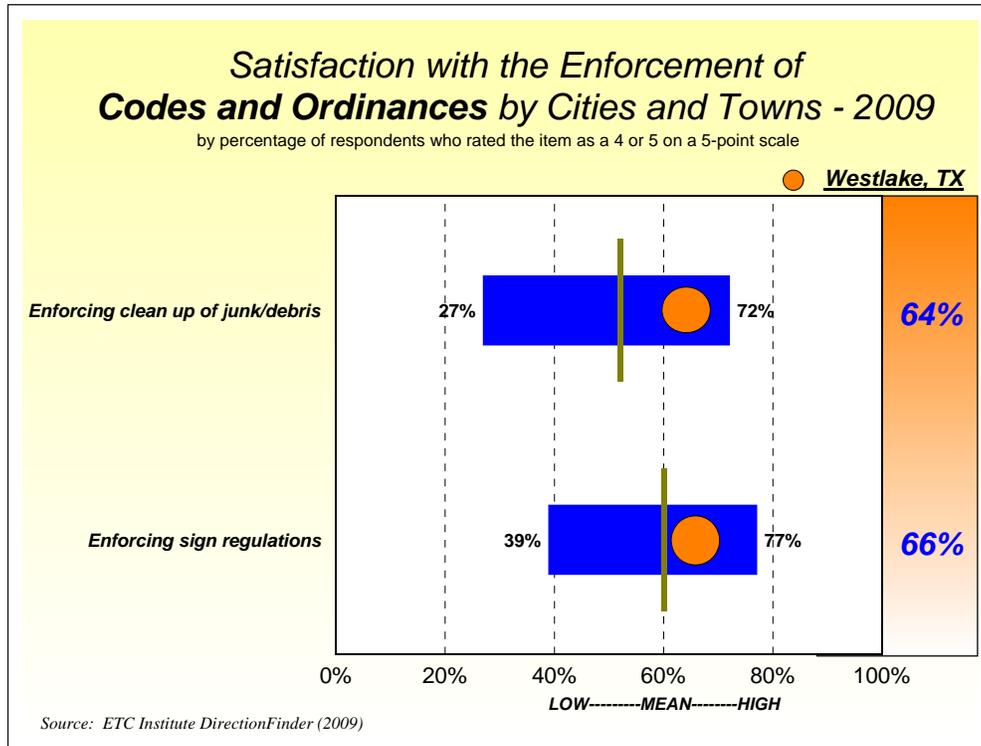












Section 3:
***Importance-Satisfaction
Analysis***

2009 Importance-Satisfaction Analysis

Westlake, Texas

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of Town services they thought were most important. Seventy-seven percent (77%) of residents ranked *public safety* as the most important Town service.

With regard to satisfaction, *public safety* was ranked first overall with 80% rating *public safety* as a "4" or a "5" on a 5-point scale, excluding "don't know" responses. The I-S rating for *public safety* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 77% was multiplied by 20% (1-0.80). This calculation yielded an I-S rating of 0.1540, which was ranked second out of the ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices for the Town to emphasize and 0% indicate that they are positively satisfied with the delivery of the service.

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

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the Town to emphasize.

Interpreting the Ratings

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

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

The results for Westlake are provided on the following page.

Importance-Satisfaction Rating

2009 Town of Westlake Resident Survey

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Westlake Academy	41%	2	55%	8	0.1845	1
Quality of public safety services	77%	1	80%	1	0.1540	2
Parks, trails, and recreation programs/facilities	30%	5	54%	9	0.1380	3
Quality of water utility services	33%	4	61%	6	0.1287	4
Maintenance of Town streets	33%	3	63%	5	0.1221	5
<i>Medium Priority (IS <.10)</i>						
Westlake's emergency preparedness efforts	20%	6	65%	4	0.0700	6
Town efforts to manage storm water run-off	12%	7	46%	10	0.0648	7
Quality of wastewater utility services	8%	10	60%	7	0.0320	8
Effectiveness of Town communication	12%	9	74%	3	0.0312	9
Quality of customer service provided by the Town	12%	8	77%	2	0.0276	10

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis.

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

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

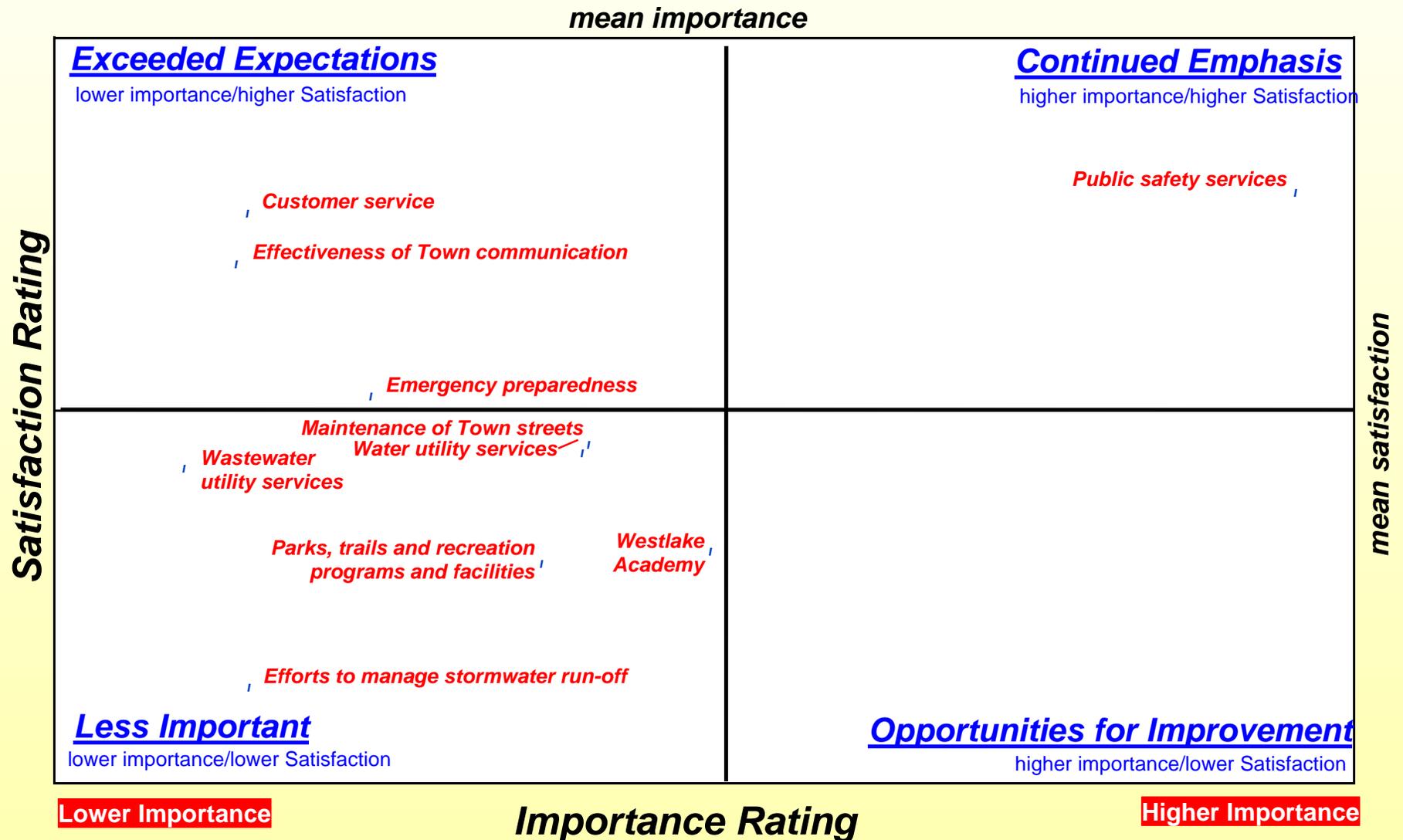
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the Town is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Town should maintain (or slightly increase) emphasis on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

The matrix chart showing the results for Westlake is provided on the following page.

2009 Town of Westlake Resident Survey Importance-Satisfaction Assessment Matrix

-Overall Town Services-

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



Source: ETC Institute (2009)

Section 4:
Tabular Data

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

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of public safety services	29.6%	44.7%	16.2%	2.8%	0.8%	5.9%
Q1b. Overall efforts to ensure the community is prepared for emergencies	18.6%	32.0%	21.7%	3.2%	2.0%	22.5%
Q1c. Overall maintenance of Town streets	19.4%	42.3%	24.9%	11.9%	0.8%	0.8%
Q1d. Overall effectiveness of communication	27.3%	45.5%	19.0%	4.3%	2.0%	2.0%
Q1e. Overall quality of water utility services	19.0%	39.1%	20.9%	10.7%	4.7%	5.5%
Q1f. Overall quality of wastewater utility services	15.8%	34.0%	22.5%	5.5%	4.3%	17.8%
Q1g. Quality of parks, trails, and recreation programs and facilities	19.4%	30.0%	24.9%	13.0%	4.0%	8.7%
Q1h. Overall quality of customer service	29.2%	43.1%	15.4%	3.6%	2.0%	6.7%
Q1i. Overall efforts to manage storm water run-off	15.0%	22.1%	26.5%	11.9%	5.5%	19.0%
Q1j. Westlake Academy	27.3%	19.0%	18.6%	8.7%	10.7%	15.8%

EXCLUDING DON'T KNOW

Q1. Please rate your satisfaction with the following services provided by the Town of Westlake using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't knows")

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of public safety services	31.5%	47.5%	17.2%	2.9%	0.8%
Q1b. Overall efforts to ensure the Community is prepared for emergencies	24.0%	41.3%	28.1%	4.1%	2.6%
Q1c. Overall maintenance of Town streets	19.5%	42.6%	25.1%	12.0%	0.8%
Q1d. Overall effectiveness of communication	27.8%	46.4%	19.4%	4.4%	2.0%
Q1e. Overall quality of water utility services	20.1%	41.4%	22.2%	11.3%	5.0%
Q1f. Overall quality of wastewater utility services	19.2%	41.3%	27.4%	6.7%	5.3%
Q1g. Quality of parks, trails, and recreation programs and facilities	21.2%	32.9%	27.3%	14.3%	4.3%
Q1h. Overall quality of customer service	31.4%	46.2%	16.5%	3.8%	2.1%
Q1i. Overall efforts to manage storm water run-off	18.5%	27.3%	32.7%	14.6%	6.8%
Q1j. Westlake Academy	32.4%	22.5%	22.1%	10.3%	12.7%

Q2. Which THREE services listed in Question #1 are most important to you?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	119	47.0 %
B=Community's preparedness for emergencies	2	0.8 %
C=Overall maintenance of Town streets	3	1.2 %
D=Effectiveness of communication	7	2.8 %
E=Water utility services	21	8.3 %
F=Wastewater utility services	2	0.8 %
G=Quality of recreation programs and facilities	8	3.2 %
H=Quality of customer service provided by the Town	3	1.2 %
I=Storm water run-off	5	2.0 %
J=Westlake Academy	70	27.7 %
Z=None chosen	13	5.1 %
Total	253	100.0 %

Q2. Which THREE services listed in Question #1 are most important to you?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	52	20.6 %
B=Community's preparedness for emergencies	27	10.7 %
C=Overall maintenance of Town streets	36	14.2 %
D=Effectiveness of communication	7	2.8 %
E=Water utility services	38	15.0 %
F=Wastewater utility services	8	3.2 %
G=Quality of recreation programs and facilities	43	17.0 %
H=Quality of customer service provided by the Town	12	4.7 %
I=Storm water run-off	1	0.4 %
J=Westlake Academy	15	5.9 %
Z=None chosen	14	5.5 %
Total	253	100.0 %

Q2. Which THREE services listed in Question #1 are most important to you?

<u>Q3. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	23	9.1 %
B=Community's preparedness for emergencies	21	8.3 %
C=Overall maintenance of Town streets	45	17.8 %
D=Effectiveness of communication	15	5.9 %
E=Water utility services	24	9.5 %
F=Wastewater utility services	11	4.3 %
G=Quality of recreation programs and facilities	26	10.3 %
H=Quality of customer service provided by the Town	16	6.3 %
I=Storm water run-off	25	9.9 %
J=Westlake Academy	18	7.1 %
Z=None chosen	29	11.5 %
Total	253	100.0 %

**Q2. Which THREE services listed in Question #1 are most important to you?
(sum of top three choices)**

<u>Q2.Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
A = Public safety services	194	76.7 %
B = Community's preparedness for emergencies	50	19.8 %
C = Overall maintenance of Town streets	84	33.2 %
D = Effectiveness of communication	29	11.5 %
E = Water utility services	83	32.8 %
F = Wastewater utility services	21	8.3 %
G = Quality of recreation programs and facilities	77	30.4 %
H = Quality of customer service provided by the Town	31	12.3 %
I = Storm water run-off	31	12.3 %
J = Westlake Academy	103	40.7 %
Z = None chosen	13	5.1 %
Total	716	

Q3. Please rate Westlake with regard to the following using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

(N=253)

	Excellent	Good	Average	Fair	Poor	Don't Know
Q3a. As a place to live	58.5%	31.6%	6.7%	2.0%	0.8%	0.4%
Q3b. As a place to work	17.8%	13.8%	4.0%	0.8%	0.8%	62.8%
Q3c. As a place to retire	32.4%	25.3%	10.3%	6.7%	4.0%	21.3%
Q3d. As a community moving in the right direction	27.3%	39.5%	16.2%	7.1%	5.9%	4.0%

EXCLUDING DON'T KNOW

Q3. Please rate Westlake with regard to the following using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor." (excluding "don't knows")

(N=253)

	Excellent	Good	Average	Fair	Poor
Q3a. As a place to live	58.7%	31.7%	6.7%	2.0%	0.8%
Q3b. As a place to work	47.9%	37.2%	10.6%	2.1%	2.1%
Q3c. As a place to retire	41.2%	32.2%	13.1%	8.5%	5.0%
Q3d. As a community moving in the right direction	28.4%	41.2%	16.9%	7.4%	6.2%

Q4. Overall, how safe do you feel in the Town of Westlake?

Q4. How safe do you feel	Number	Percent
1=Very unsafe	1	0.4 %
3=Safe	76	30.0 %
4=Very safe	170	67.2 %
9=Don't know	6	2.4 %
Total	253	100.0 %

Q5. Please rate each following item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't Know
Q5a. Value received for the Town sales tax and fees	23.7%	37.5%	18.6%	9.1%	4.0%	7.1%
Q5b. Quality of government Services provided by the Town	23.7%	41.9%	18.6%	7.5%	1.6%	6.7%
Q5c. Overall quality of life	47.4%	38.7%	9.9%	3.6%	0.4%	0.0%
Q5d. How well the Town is planning for growth	17.8%	37.2%	16.6%	9.5%	4.7%	14.2%

EXCLUDING DON'T KNOW

Q5. Please rate each following item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't knows")

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5a. Value received for the Town sales tax and fees	25.5%	40.4%	20.0%	9.8%	4.3%
Q5b. Quality of government services Provided by the Town	25.4%	44.9%	19.9%	8.1%	1.7%
Q5c. Overall quality of life	47.4%	38.7%	9.9%	3.6%	0.4%
Q5d. How well the Town is planning for growth	20.7%	43.3%	19.4%	11.1%	5.5%

Q6. Using a scale of 1 to 5 where 5 means "very willing" and 1 means "not willing at all," please rate your willingness to pay a minimal Town property tax to prevent reductions in the following services:

(N=253)

	Very Willing	Willing	Somewhat Willing	Not Willing	Not willing at All	Don't Know
Q6a. Public safety services	11.1%	15.0%	24.1%	20.9%	28.1%	0.8%
Q6b. Maintenance of streets & drainage	7.5%	15.0%	26.9%	22.9%	26.9%	0.8%
Q6c. Westlake Academy	12.6%	9.5%	10.3%	19.0%	47.8%	0.8%
Q6d. Historic preservation	0.8%	5.1%	15.4%	25.7%	51.8%	1.2%
Q6e. Streetscaping	5.1%	10.7%	22.9%	24.9%	35.2%	1.2%
Q6f. Parks, trails, & recreation programs	7.5%	11.5%	26.1%	23.7%	30.0%	1.2%
Q6g. Storm water management	4.3%	10.7%	22.5%	23.3%	33.2%	5.9%
Q6h. Public art	1.6%	5.5%	12.3%	22.5%	56.1%	2.0%

EXCLUDING DON'T KNOW

Q6. Using a scale of 1 to 5 where 5 means "very willing" and 1 means "not willing at all," please rate your willingness to pay a minimal Town property tax to prevent reductions in the following services: (excluding "don't knows")

(N=253)

	Very Willing	Willing	Somewhat Willing	Not Willing	Not willing at All
Q6a. Public safety services	11.2%	15.1%	24.3%	21.1%	28.3%
Q6b. Maintenance of streets & drainage	7.6%	15.1%	27.1%	23.1%	27.1%
Q6c. Westlake Academy	12.7%	9.6%	10.4%	19.1%	48.2%
Q6d. Historic preservation	0.8%	5.2%	15.6%	26.0%	52.4%
Q6e. Streetscaping	5.2%	10.8%	23.2%	25.2%	35.6%
Q6f. Parks, trails, & recreation programs	7.6%	11.6%	26.4%	24.0%	30.4%
Q6g. Storm water management	4.6%	11.3%	23.9%	24.8%	35.3%
Q6h. Public art	1.6%	5.6%	12.5%	23.0%	57.3%

Q7. Using a scale of 1 to 5 where 5 means "very willing" and 1 means "not willing at all," please rate your willingness to pay a Town property tax to fund expanded levels of service in the following areas:

(N=253)

	Very Willing	Willing	Somewhat Willing	Not Willing	Not willing at All	Don't Know
Q7a. Public safety services	7.9%	11.9%	17.8%	21.7%	39.5%	1.2%
Q7b. Maintenance of streets & drainage	4.7%	9.5%	20.9%	22.1%	40.7%	2.0%
Q7c. Westlake Academy	11.1%	10.3%	10.3%	17.4%	49.8%	1.2%
Q7d. Historic preservation	0.0%	4.0%	9.9%	26.9%	56.5%	2.8%
Q7e. Streetscaping	4.7%	7.1%	17.4%	26.5%	41.9%	2.4%
Q7f. Parks, trails, & recreation programs	6.7%	9.1%	20.6%	21.7%	39.9%	2.0%
Q7g. New fire station	5.1%	8.7%	20.9%	19.8%	41.9%	3.6%
Q7h. New Town hall	1.6%	5.9%	15.8%	28.5%	44.7%	3.6%
Q7i. Public art	1.6%	3.6%	11.5%	20.6%	59.7%	3.2%

EXCLUDING DON'T KNOW

Q7. Using a scale of 1 to 5 where 5 means "very willing" and 1 means "not willing at all," please rate your willingness to pay a Town property tax to fund expanded levels of service in the following areas: (excluding "don't knows")

(N=253)

	Very Willing	Willing	Somewhat Willing	Not Willing	Not willing at All
Q7a. Public safety services	8.0%	12.0%	18.0%	22.0%	40.0%
Q7b. Maintenance of streets & drainage	4.8%	9.7%	21.4%	22.6%	41.5%
Q7c. Westlake Academy	11.2%	10.4%	10.4%	17.6%	50.4%
Q7d. Historic preservation	0.0%	4.1%	10.2%	27.6%	58.1%
Q7e. Streetscaping	4.9%	7.3%	17.8%	27.1%	42.9%
Q7f. Parks, trails, & recreation programs	6.9%	9.3%	21.0%	22.2%	40.7%
Q7g. New fire station	5.3%	9.0%	21.7%	20.5%	43.4%
Q7h. New Town hall	1.6%	6.1%	16.4%	29.5%	46.3%
Q7i. Public art	1.6%	3.7%	11.8%	21.2%	61.6%

Q8a-f. POLICE SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Quality of local police protection	26.9%	47.8%	15.8%	4.0%	0.4%	5.1%
Q8b. Visibility of police in neighborhoods	25.7%	47.0%	15.4%	5.9%	0.4%	5.5%
Q8c. How quickly police respond to emergencies	20.9%	24.5%	15.0%	0.0%	0.8%	38.7%
Q8d. Efforts to prevent crime	19.0%	28.5%	20.2%	3.2%	1.2%	28.1%
Q8e. Level of traffic enforcement	20.9%	39.9%	21.3%	8.3%	4.0%	5.5%
Q8f. Municipal court services	15.8%	37.9%	20.9%	3.6%	0.8%	20.9%

EXCLUDING DON'T KNOW

Q8a-f. POLICE SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (excluding "don't know")

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Quality of local police protection	28.3%	50.4%	16.7%	4.2%	0.4%
Q8b. Visibility of police in neighborhoods	27.2%	49.8%	16.3%	6.3%	0.4%
Q8c. Quickly the police respond to emergencies	34.2%	40.0%	24.5%	0.0%	1.3%
Q8d. Efforts to prevent crime	26.4%	39.6%	28.0%	4.4%	1.6%
Q8e. Level of traffic enforcement	22.2%	42.3%	22.6%	8.8%	4.2%
Q8f. Municipal court services	20.0%	48.0%	26.5%	4.5%	1.0%

Q8g-i. FIRE AND MEDICAL SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8g. Overall quality of fire services	23.7%	28.5%	14.2%	2.0%	1.2%	30.4%
Q8h. Quality of emergency medical services	25.3%	24.9%	13.4%	1.2%	0.4%	34.8%
Q8i. How quickly fire/emergency medical service personnel respond to emergencies	27.3%	22.9%	9.5%	0.8%	0.8%	38.7%

EXCLUDING DON'T KNOW

Q8g-i. FIRE AND MEDICAL SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (excluding "don't know")

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8g. Overall quality of fire services	34.1%	40.9%	20.5%	2.8%	1.7%
Q8h. Quality of emergency medical services	38.8%	38.2%	20.6%	1.8%	0.6%
Q8i. How quickly fire/emergency medical service personnel respond to emergencies	44.5%	37.4%	15.5%	1.3%	1.3%

Q8j-l. MAINTENANCE SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8j. Condition of major streets	19.0%	44.3%	26.1%	8.3%	0.4%	2.0%
Q8k. Condition of streets in neighborhood	24.9%	39.1%	17.8%	13.0%	2.4%	2.8%
Q8l. Cleanliness of streets/ other public areas	22.9%	48.6%	19.0%	6.3%	1.2%	2.0%

EXCLUDING DON'T KNOW

Q8j-l. MAINTENANCE SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (excluding "don't know")

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8j. Condition of major streets	19.4%	45.2%	26.6%	8.5%	0.4%
Q8k. Condition of streets in neighborhood	25.6%	40.2%	18.3%	13.4%	2.4%
Q8l. Cleanliness of streets/other public Areas	23.4%	49.6%	19.4%	6.5%	1.2%

Q8m-p. PARKS AND RECREATION SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8m. Maintenance of the Town park	16.6%	34.0%	16.6%	4.7%	0.4%	27.7%
Q8n. Number of parks in community	13.4%	25.7%	20.9%	11.9%	9.5%	18.6%
Q8o. Number of walking/biking trails	17.0%	28.1%	19.4%	10.3%	11.1%	14.2%
Q8p. Quality of outdoor athletic fields	6.7%	15.8%	23.3%	13.8%	11.1%	29.2%

EXCLUDING DON'T KNOW

Q8m-p. PARKS AND RECREATION SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (excluding "don't knows")

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8m. Maintenance of the Town park	23.0%	47.0%	23.0%	6.6%	0.5%
Q8n. Number of parks in community	16.5%	31.6%	25.7%	14.6%	11.7%
Q8o. Number of walking/biking trails	19.8%	32.7%	22.6%	12.0%	12.9%
Q8p. Quality of outdoor athletic fields	9.5%	22.3%	33.0%	19.6%	15.6%

Q8q-v. COMMUNICATION/CITIZEN ENGAGEMENT. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8q. Availability of information about Town services and activities	21.3%	41.9%	22.5%	8.3%	1.6%	4.3%
Q8r. Timeliness of information provided by the Town	21.7%	41.1%	21.3%	8.3%	2.4%	5.1%
Q8s. Efforts by the Town to keep people informed about local issues	26.1%	41.5%	17.0%	8.3%	2.4%	4.7%
Q8t. Usefulness of the Town newsletter	23.7%	36.8%	22.5%	5.5%	5.1%	6.3%
Q8u. The Town of Westlake's website	20.9%	40.7%	20.6%	1.2%	3.2%	13.4%
Q8v. The level of public involvement in local decisions	16.6%	32.0%	24.1%	7.1%	6.7%	13.4%

EXCLUDING DON'T KNOW

Q8q-v. COMMUNICATION/CITIZEN ENGAGEMENT. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (excluding "don't knows")

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8q. Availability of Information about Town services	22.3%	43.8%	23.6%	8.7%	1.7%
Q8r. Timeliness of information provided by the Town	22.9%	43.3%	22.5%	8.8%	2.5%
Q8s. Efforts by the Town to keep people informed about local issues	27.4%	43.6%	17.8%	8.7%	2.5%
Q8t. Usefulness of the Town newsletter	25.3%	39.2%	24.1%	5.9%	5.5%
Q8u. The Town of Westlake's website	24.2%	47.0%	23.7%	1.4%	3.7%
Q8v. The level of public involvement in local decisions	19.2%	37.0%	27.9%	8.2%	7.8%

Q8w-2. UTILITY SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8w. Residential trash collection services	30.4%	57.3%	5.9%	2.0%	2.0%	2.4%
Q8x. Curbside recycling services	34.8%	49.4%	7.5%	3.6%	2.0%	2.8%
Q8y. Yard waste collection services	22.1%	41.5%	13.8%	1.6%	2.0%	19.0%
Q8z. Bulky item pick up/removal services	19.0%	27.7%	19.4%	4.0%	2.4%	27.7%
Q8-1. Efforts to promote water conservation & protect water resources	15.4%	34.0%	25.7%	4.0%	3.2%	17.8%
Q8-2. Household hazardous waste disposal service	9.1%	24.5%	22.1%	4.7%	2.8%	36.8%

EXCLUDING DON'T KNOW

Q8w-2. UTILITY SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (excluding "don't knows")

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8w. Residential trash collection services	31.2%	58.7%	6.1%	2.0%	2.0%
Q8x. Curbside recycling services	35.8%	50.8%	7.7%	3.7%	2.0%
Q8y. Yard waste collection services	27.3%	51.2%	17.1%	2.0%	2.4%
Q8z. Bulky item pick up/removal services	26.2%	38.3%	26.8%	5.5%	3.3%
Q8-1. Efforts to promote water conservation & protect water resources	18.8%	41.3%	31.3%	4.8%	3.8%
Q8-2. Household hazardous waste disposal service	14.4%	38.8%	35.0%	7.5%	4.4%

Q9. CODE ENFORCEMENT SERVICES. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following:

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Enforcing the clean up of junk & debris on private property	20.2%	35.2%	22.5%	5.9%	3.2%	13.0%
Q9b. Enforcing the mowing & cutting of weeds & grass on private property	20.2%	36.0%	24.9%	3.6%	4.0%	11.5%
Q9c. Enforcing the exterior maintenance of residential property	19.4%	38.3%	23.3%	3.2%	2.4%	13.4%
Q9d. Enforcing sign regulations	19.0%	35.2%	23.7%	2.4%	1.6%	18.2%
Q9e. Enforcement of yard parking regulations	24.1%	37.2%	22.1%	2.8%	2.0%	11.9%
Q9f. Efforts to remove abandoned or inoperative vehicles	19.4%	29.6%	18.6%	0.8%	2.8%	28.9%

EXCLUDING DON'T KNOW

Q9. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following: (excluding "don't knows")

(N=253)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Enforcing the clean up of junk & debris on private property	23.2%	40.5%	25.9%	6.8%	3.6%
Q9b. Enforcing the mowing & cutting of weeds & grass on private property	22.8%	40.6%	28.1%	4.0%	4.5%
Q9c. Enforcing the exterior maintenance of residential property	22.4%	44.3%	26.9%	3.7%	2.7%
Q9d. Enforcing sign regulations	23.2%	43.0%	29.0%	2.9%	1.9%
Q9e. Enforcement of yard parking regulations	27.4%	42.2%	25.1%	3.1%	2.2%
Q9f. Efforts to remove abandoned or inoperative vehicles	27.2%	41.7%	26.1%	1.1%	3.9%

Q10. From which of the following sources do you get information about the Town of Westlake?

<u>Q10. Top source</u>	<u>Number</u>	<u>Percent</u>
1 = Email from the Town	155	61.3 %
2 = Town newsletter	180	71.1 %
3 = Town website	115	45.5 %
4 = Voice messages from the Town	72	28.5 %
5 = The Westlake First News	127	50.2 %
9 = None chosen	6	2.4 %
Total	655	

Q10-3. Have you looked at Council packets on the website?

<u>Q10-3. Looked at Council packets on website</u>	<u>Number</u>	<u>Percent</u>
Yes	37	55.2 %
No	30	44.8 %
Total	67	100.0 %

Q11. Do you think the standards for new commercial and residential development in the Town of Westlake are too high, about right, or too low?

Q11. Standards for new commercial and residential development	Number	Percent
1=Too high	12	4.8 %
2=About right	176	69.8 %
3=Too low	17	6.7 %
9=Don't know	47	18.7 %
Total	252	100.0 %

Q12. Are you familiar with the Town's "Dark Sky" Plan?

Q12a. Familiar with the Town's "Dark Sky" Plan	Number	Percent
1=Yes	104	41.3 %
2=No	148	58.7 %
Total	252	100.0 %

Q12b. If yes, are you supportive of it?

Q12b. Supportive of the plan	Number	Percent
1=Yes	89	86.4 %
2=No	11	10.7 %
9=No opinion	3	2.9 %
Total	103	100.0 %

Q13. Using a scale of 1 to 5 where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with the following statements about Westlake Academy:

(N=253)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q13a. Westlake Academy provides quality education	34.4%	22.1%	16.2%	5.1%	7.9%	14.2%
Q13b. How Westlake Academy is governed & funded	34.4%	29.2%	15.0%	3.2%	4.3%	13.8%
Q13c. Westlake Academy adds value to the Town	42.7%	21.7%	13.8%	8.7%	9.5%	3.6%
Q13d. Westlake Academy adds value to property	39.1%	22.5%	13.4%	6.3%	11.5%	7.1%

EXCLUDING DON'T KNOW

Q13. Using a scale of 1 to 5 where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with the following statements about Westlake Academy: (excluding "don't knows")

(N=253)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q13a. Westlake Academy provides quality education	40.1%	25.8%	18.9%	6.0%	9.2%
Q13b. How Westlake Academy is governed & funded	39.9%	33.9%	17.4%	3.7%	5.0%
Q13c. Westlake Academy adds value to the Town	44.3%	22.5%	14.3%	9.0%	9.8%
Q13d. Westlake Academy adds value to property	42.1%	24.3%	14.5%	6.8%	12.3%

Q14. Have you eaten at any of the Solana restaurants during the past year?

<u>Q14. Dining at any of the Solana restaurants</u>	<u>Number</u>	<u>Percent</u>
1=Yes	171	67.6 %
2=No	82	32.4 %
Total	253	100.0 %

Q15. What is your age?

<u>Q15. Age</u>	<u>Number</u>	<u>Percent</u>
1=18-34	3	1.2 %
2=35-54	153	60.5 %
3=55-74	85	33.6 %
4=75+	4	1.6 %
9=Not provided	8	3.2 %
Total	253	100.0 %

Q16. How many years have you lived in Westlake?

<u>Q16. Years lived in Westlake</u>	<u>Number</u>	<u>Percent</u>
1=3 or less	112	47.9 %
2=4 or 5	52	22.2 %
3=6 to 10	32	13.7 %
4=11 to 20	14	6.0 %
5=21+	24	10.3 %
Total	234	100.0 %

Q17. Do any children in grades K-12 currently live in your household?

<u>Q17. Any children of K-12 live in household</u>	<u>Number</u>	<u>Percent</u>
1=Yes	122	48.6 %
2=No	129	51.4 %
Total	251	100.0 %

Q17a. If yes to Question #17, do any of these children currently attend Westlake Academy?

<u>Q17a. Any children attend Westlake Academy</u>	<u>Number</u>	<u>Percent</u>
1=Yes	63	52.5 %
2=No	57	47.5 %
Total	120	100.0 %

Q17b. If NO to Question #17a, did any of these children previously attend Westlake Academy?

<u>Q17b. Any children previously attended Westlake Academy</u>	<u>Number</u>	<u>Percent</u>
1=Yes	25	44.6 %
2=No	31	55.4 %
Total	56	100.0 %

Q17c. If yes to Question #17b, why did they stop attending Westlake Academy?

Q17c If yes why did they stop attending

BAD EXPERIENCE WITH 2ND GRADE
EDUCATION IS INDISPUTABLY INFERIOR
INFERIOR EDUCATION AND POOR LEADERSHIP
LACK OF QUALITY EDUCATION; OTHERS ARE BETTER
THERE ARE LIMITED CHOICES THERE
WE ARE CURRENTLY LIVING IN THE COUNTRY
I AM NOT HAPPY WITH THE SCHOOL AND THE PROGRAMS
POOR EDUCATION
POOR LEADERSHIP AND LOW QUALITY
THERE IS POOR MANAGEMENT OF THE SCHOOL
THERE IS POOR QUALITY OF EDUCATION
MY CHILD'S TEACHER COULD NOT HANDLE DYSLEXIA
THE CURRICULUM WAS TOO DIFFICULT
IT IS A TOO SMALL AND HOSTILE ENVIRONMENT
THE SCHOOL IS TOO SMALL, WITH LIMITED COURSES OFFERED
IT IS UNACCEPTABLE; THERE IS POOR QUALITY OF EDUCATION
VERY POOR QUALITY OF EDUCATION
WLA CANNOT COMPETE ACADEMICALLY

Q18. In which subdivision do you live?

<u>Q18. Subdivision</u>	<u>Number</u>	<u>Percent</u>
1=Stagecoach Hills	47	18.6 %
2=Vaquero	95	37.5 %
3=Wyck Hill	9	3.6 %
4=Glenwyck Farms	60	23.7 %
5=Mahotea Boone	5	2.0 %
6=Other	25	9.9 %
9=None selected	12	4.7 %
Total	253	100.0 %

Q18. Other

Q18 Other

1559 DOVE RD
 STONEHURST
 PEARSON LANE
 ASPEN
 ASPEN LANE
 ASPEN LANE
 ASPEN LANE
 DOVE RD
 ASPEN LANE
 PEARSON LN
 ASPEN LN
 PEARSON
 KNIGHT
 KNIGHT
 PAIGEBROOKE
 PAIGEBROOKE

Q19. Which of the following best describes your total annual household income?

<u>Q19. Total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$50K	5	2.0 %
\$50K-\$149,999	48	19.2 %
\$150K-\$500K	78	31.2 %
\$500K+	85	34.0 %
None chosen	34	13.6 %
Total	250	100.0 %

Q20. Gender:

<u>Q20. Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	132	52.2 %
2=Female	121	47.8 %
Total	253	100.0 %

Section 5:
Survey Instrument



Town of Westlake

February, 2009

Dear Westlake Resident:

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

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

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

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

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

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

Sincerely yours,

Thomas E. Brymer
Town Manager/CEO Westlake Academy
Enclosure

Town of Westlake Resident Survey

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(Check all that apply)

- (1) E-mail from the Town
- (2) Town newsletter
- (3) Town website - have you looked at Council packets on the website? YES/ NO
- (4) Voice messages from the Town
- (5) *The Westlake First News* (newspaper)

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

- (1) Too high
- (2) About right
- (3) Too low
- (9) Don't know

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

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

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

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

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

___(1) Yes

___(2) No

15. What is your age?

___(1) 18-34 years

___(2) 35-54 years

___(3) 55-74 years

___(4) 75+ years

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

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

___(1) Yes – answer #17a

___(2) No

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

___(1) Yes

___(2) No – answer 17b

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

___(1) Yes – answer 17c

___(2) No

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

18. In which subdivision do you live?

___(1) Stagecoach Hills

___(2) Vaquero

___(3) Wyck Hill

___(4) Glenwyck Farms

___(5) Mahotea Boone

___(6) Other: _____

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

___(1) Under \$50,000

___(3) \$150,000 - \$500,000

___(2) \$50,000 - \$149,999

___(4) Over \$500,000

20. Gender: ___(1) Male

___(2) Female

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

THE TOWN OF WESTLAKE

THANKS YOU FOR COMPLETING THIS SURVEY.

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

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