

2011 Town of Westlake Resident Survey *Final Report*



Submitted To:



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2011 Town of Westlake Resident Survey

Executive Summary Report

Overview and Methodology

During the summer of 2011, 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 third time the Town had administered the resident survey; the previous surveys were administered in 2009 and 2010.

The six-page survey was administered by mail and phone to a random sample of 255 households in the Town. The results for the random sample of 255 households have a 95% level of confidence with a precision of at least +/- 4.0%.

This summary report contains:

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

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

Major Findings

- **Overall Satisfaction With Major Categories of Town Services.** The highest levels of satisfaction with Town services, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of public safety services (78%), Westlake’s emergency preparedness efforts (74%) and the effectiveness of Town communication (72%).
- **Major Categories of Town Services that Residents Felt Were Most Important.** The top three major Town services that residents felt were most important were: 1) public safety services, 2) maintenance of Town streets and 3) utility 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 (76%), the visibility of police in neighborhoods (73%) and municipal court services (72%).
- **Fire and Medical Services.** Residents were generally satisfied with fire and medical services. Based upon a combination of “very satisfied” and “satisfied” responses, among residents who had an opinion, eighty-four percent (84%) of Westlake residents were satisfied with fire services, 83% were satisfied with emergency medical services and 82% were satisfied with the response time of fire and EMS personnel.
- **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 about Council Meetings, Town projects, issues and events (70%), the accuracy of the information received from the Town (70%) and the ease of use of the Town’s website (67%).
- **Parks and Recreation Services.** The parks and recreation service that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, was the maintenance of Glenwyck park (71%). Residents were least satisfied with the number of parks and walking/biking trails in the community (53%).
- **Utility Services.** The utility services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: curbside recycling services (71%), wastewater utility services (63%), and yard waste collection services (59%). Residents were least satisfied with household hazardous waste disposal service (43%).

- **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 (82%) and the participation of Town staff in community events (71%).
- **Reasons Residents Will Stay in Westlake Over the Next Five Years.** The three most important reasons that residents indicated they will continue to stay in Westlake over the next five years were: 1) quality of life, 2) small town feel and 3) low crime rate/quality of public safety.
- **Where Westlake Residents Shop.** Residents generally did most of their shopping in Southlake: seventy-six percent (76%) of residents purchased books/music in Southlake, 72% of residents went to restaurants in Southlake, 70% purchased entertainment in Southlake, 68% purchased their clothing in Southlake, 58% purchased their groceries/household goods in Southlake and 45% purchased sporting goods in Southlake. Some of the items residents purchased most in other areas not listed on the survey were: furniture (64%) and appliances/electronics (62%).

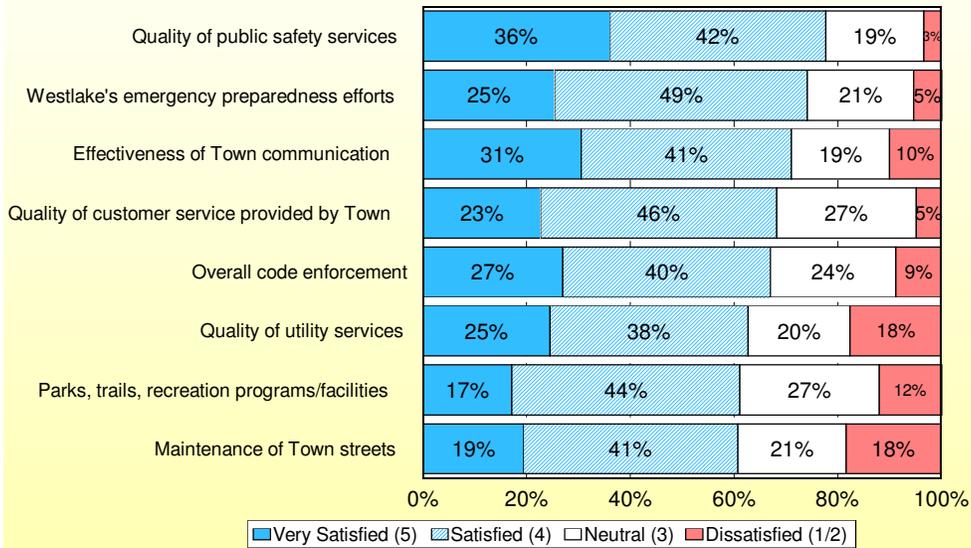
Other Findings

- Most (98%) of the residents surveyed felt “very safe” or “safe” in the Town of Westlake; 1% of the residents felt “unsafe” and 1% of residents did not have an opinion.
- Most (88%) of the residents surveyed thought Westlake was an “excellent” or “good” place to live; 9% felt it was an “average” place to live, 1% felt it was “poor” and 2% did not know.
- Most (81%) of residents were satisfied with the cleanliness of streets and public areas, 14% were neutral and only 5% were dissatisfied.
- Westlake’s low crime rate was an important factor in the decision to move to the Town for 95% of the residents surveyed.
- Of the residents surveyed who had attended public meetings held in their neighborhood this year, ninety-one percent (91%) felt the meeting was informative and 84% felt they had the opportunity to discuss their ideas and concerns at the meeting.

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With Town Services by Major Category

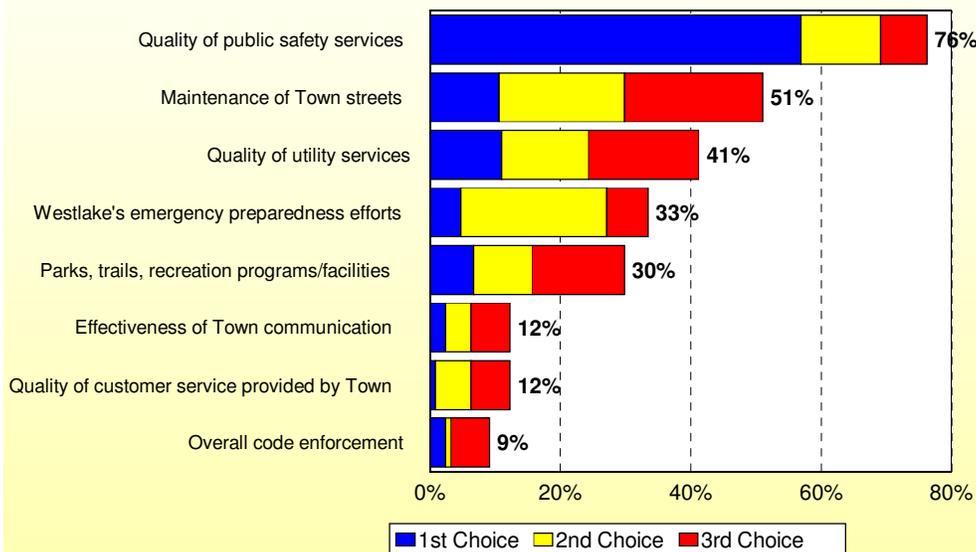
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

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

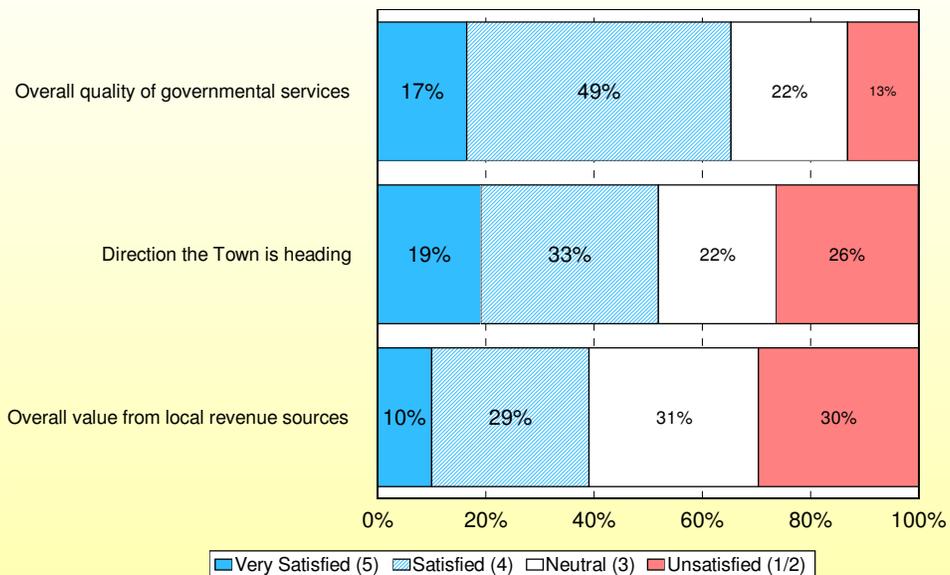
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q3. Perceptions of Westlake

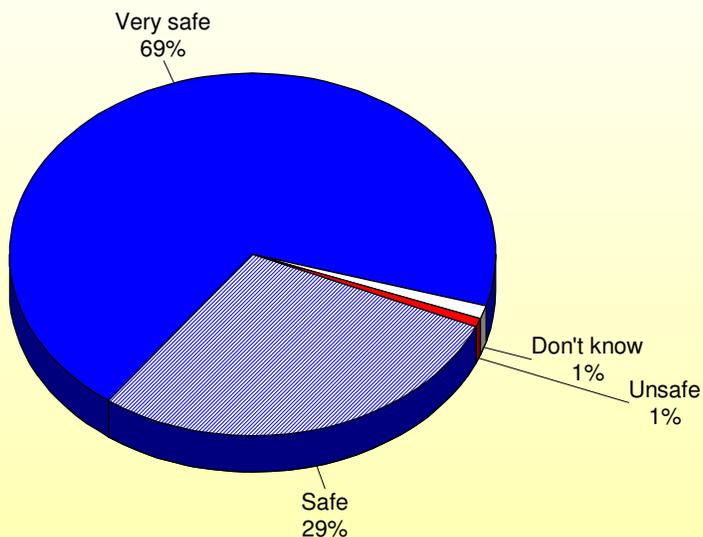
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

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

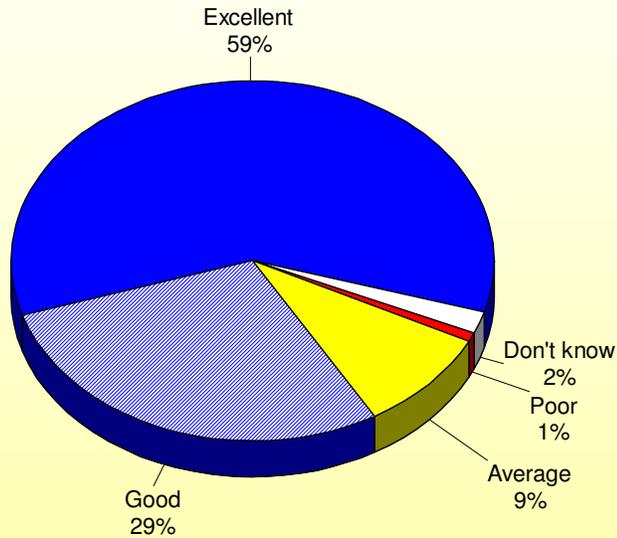
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q5. Overall, how would you rate the Town of Westlake as a place to live?

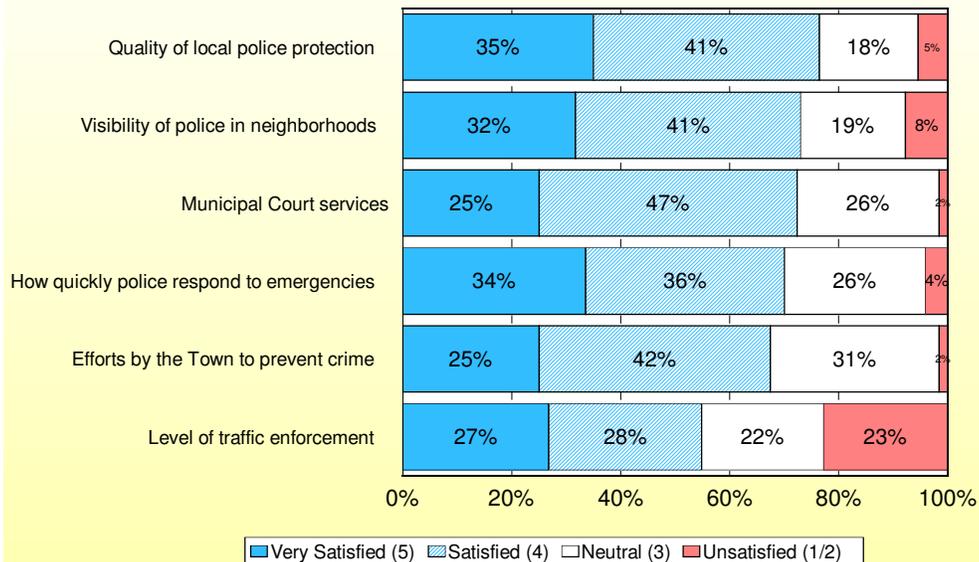
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q6a-f. Satisfaction with Police Services in the Town of Westlake

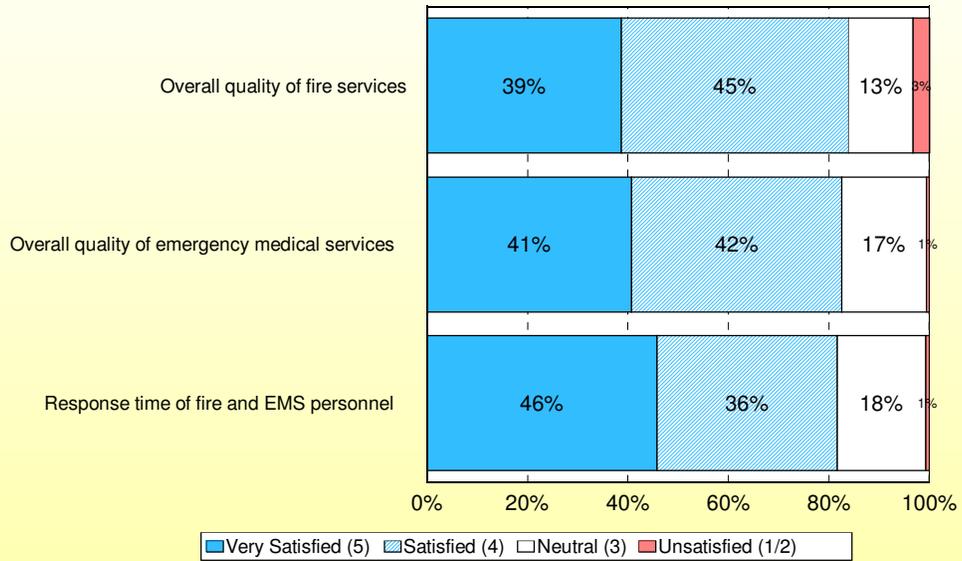
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q6g-i. Satisfaction with Fire and Medical Services in the Town of Westlake

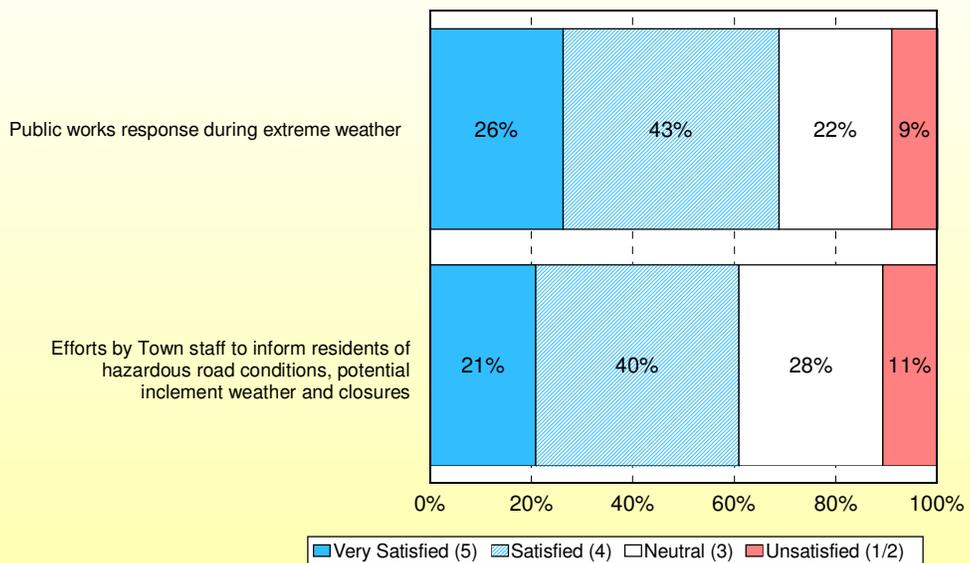
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q6j-k. Satisfaction with Emergency Preparedness in the Town of Westlake

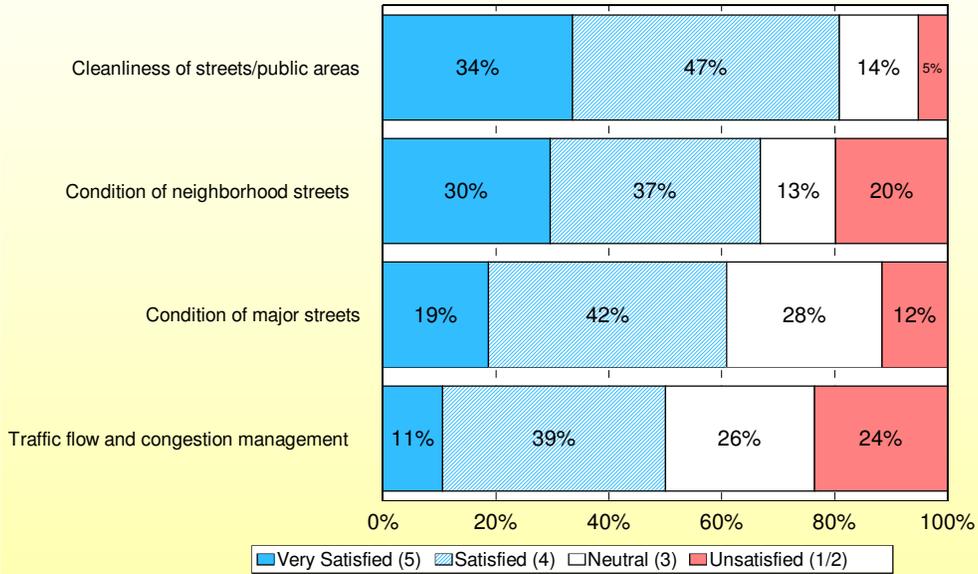
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q6l-o. Satisfaction with Transportation Services in the Town of Westlake

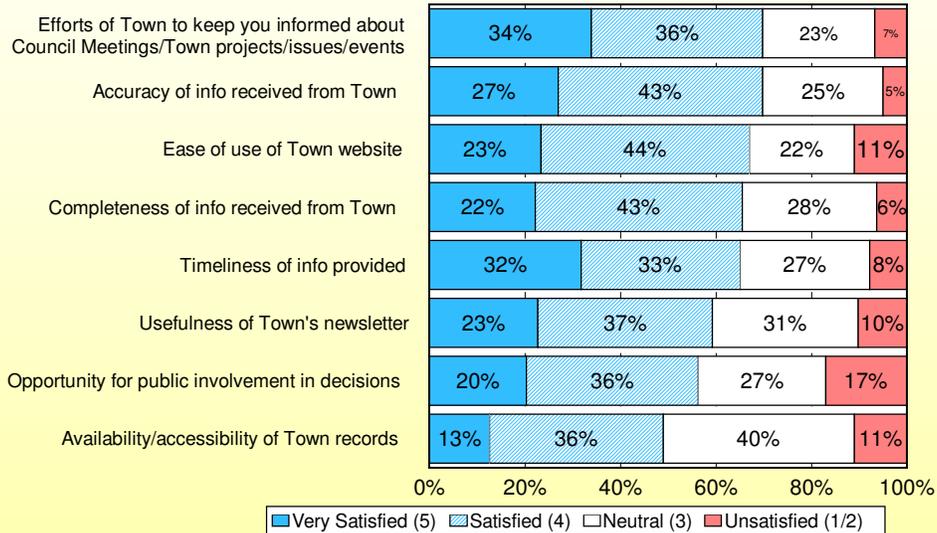
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q6p-w. Satisfaction with Communication/Citizen Engagement in the Town of Westlake

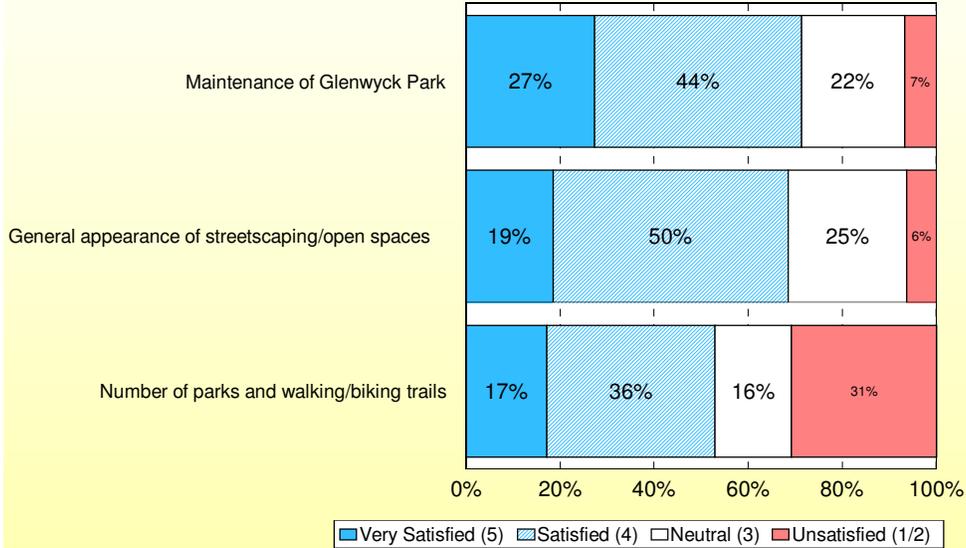
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q6x-z. Satisfaction with Parks and Recreation Services in the Town of Westlake

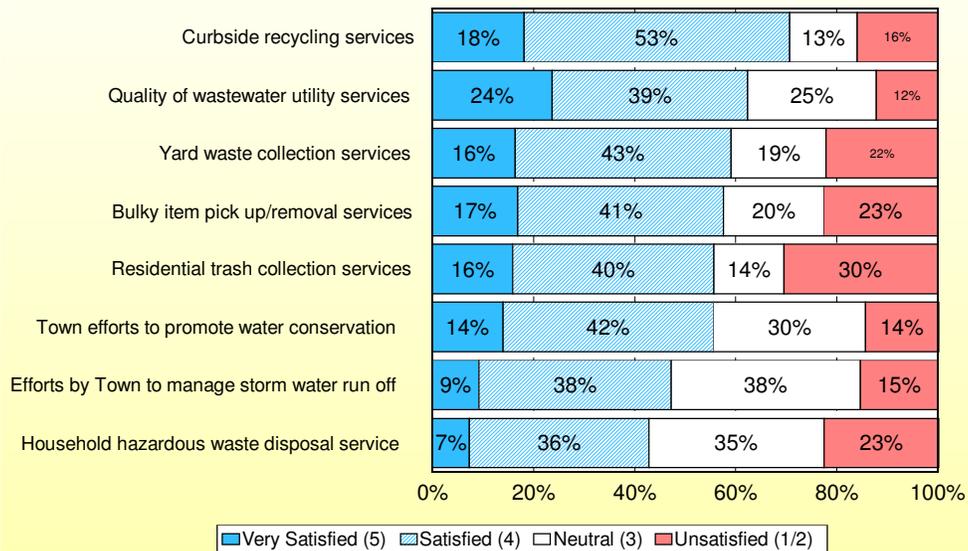
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q6aa-ah. Satisfaction with Utility Services in the Town of Westlake

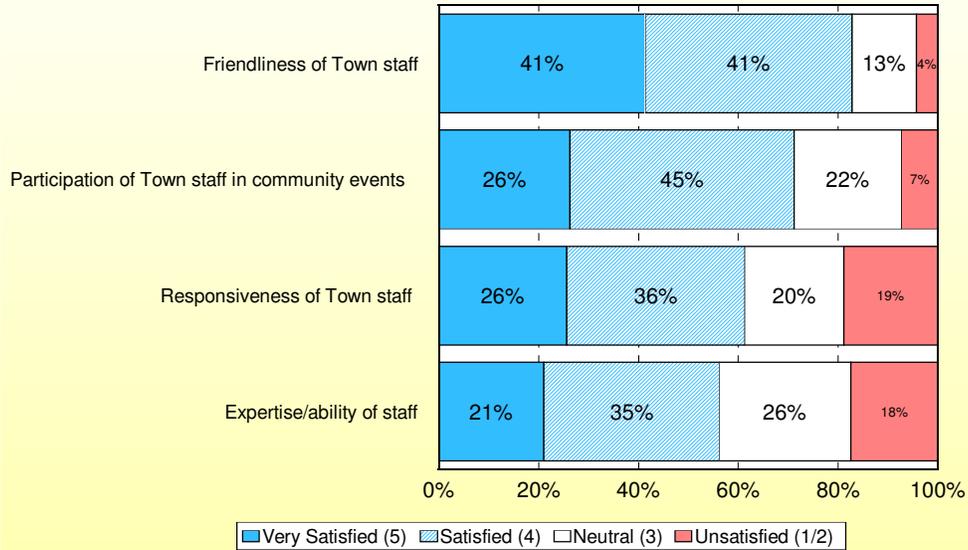
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q6ai-al. Satisfaction with Customer Service in the Town of Westlake

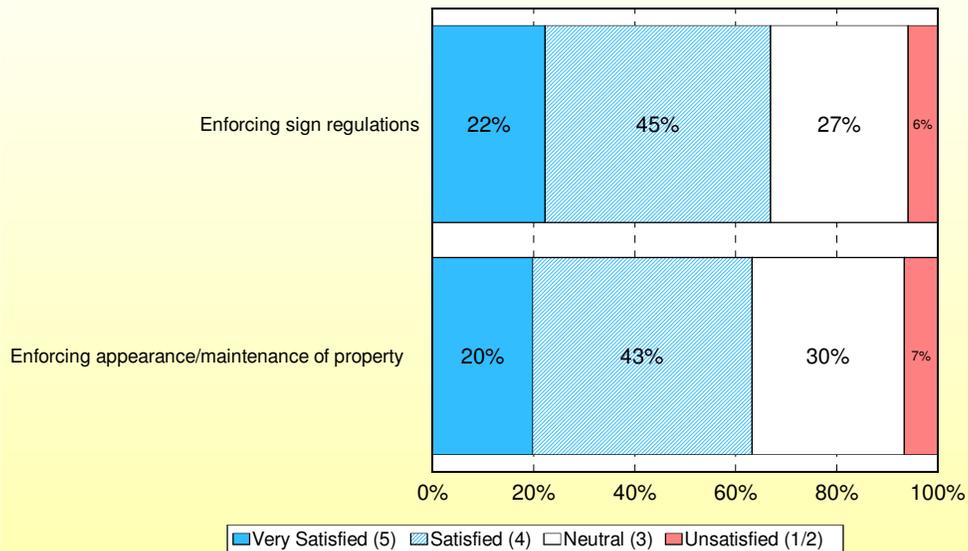
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q6am-an. Satisfaction with Code Enforcement in the Town of Westlake

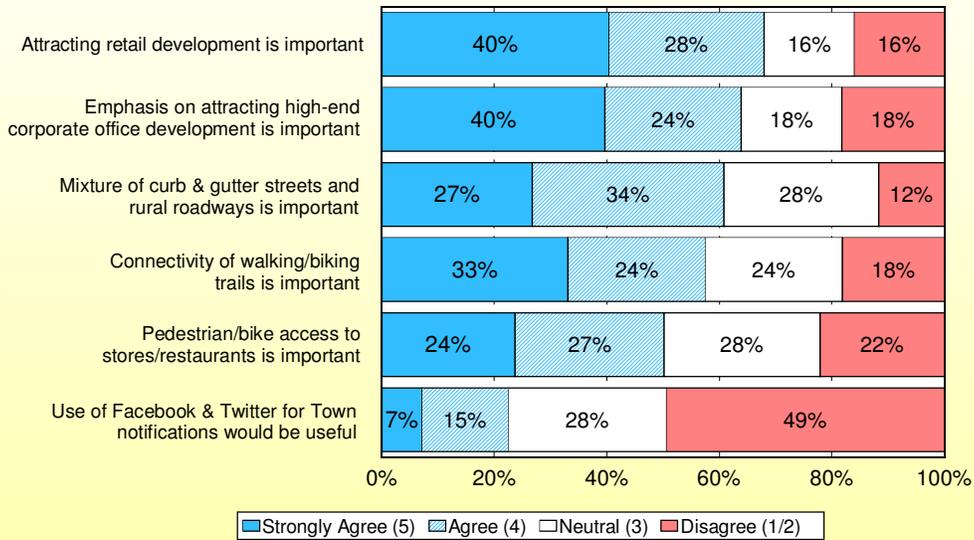
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q7a-f. Level of Agreement With Various Statements About Westlake

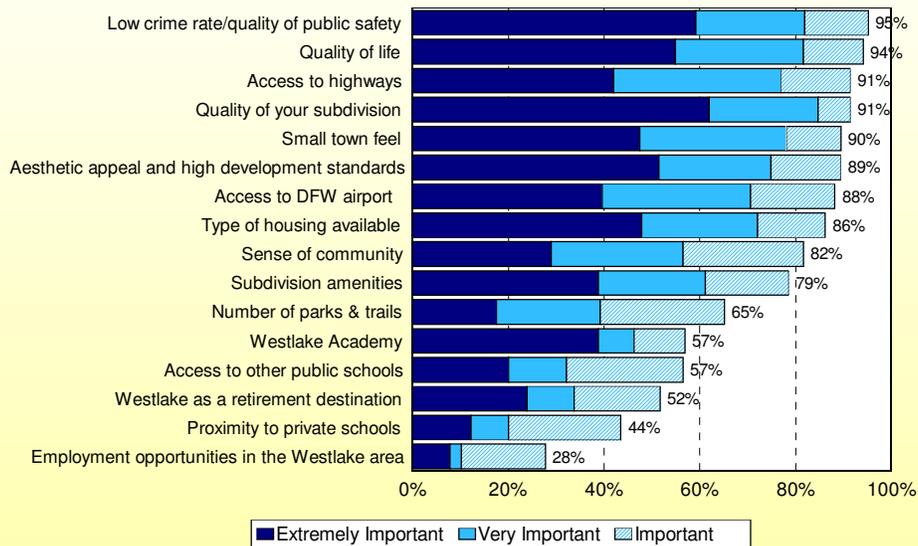
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q8. Importance of Various Reasons in the Decision to Move to Westlake

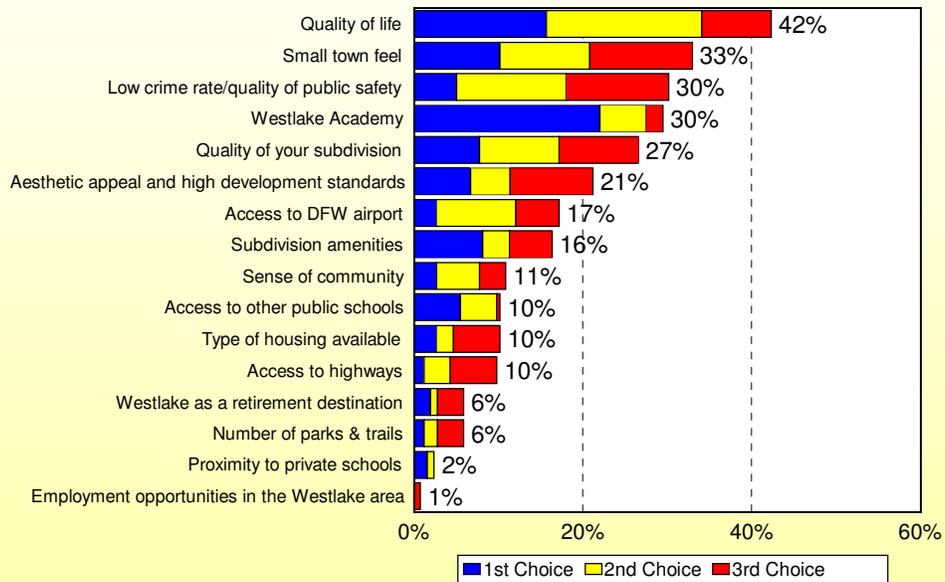
by percentage of respondents who felt the item was "extremely important," "very important" or "important"



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q9. Reasons Residents Will Stay in Westlake Over the Next Five Years

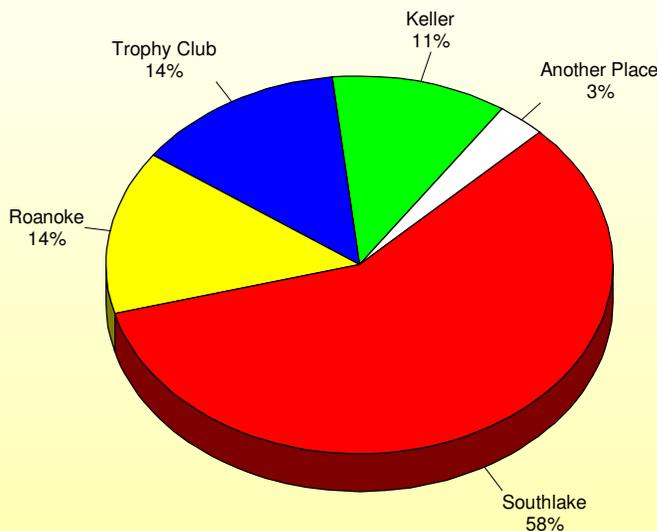
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q10a. Where residents most frequently purchase groceries/household goods

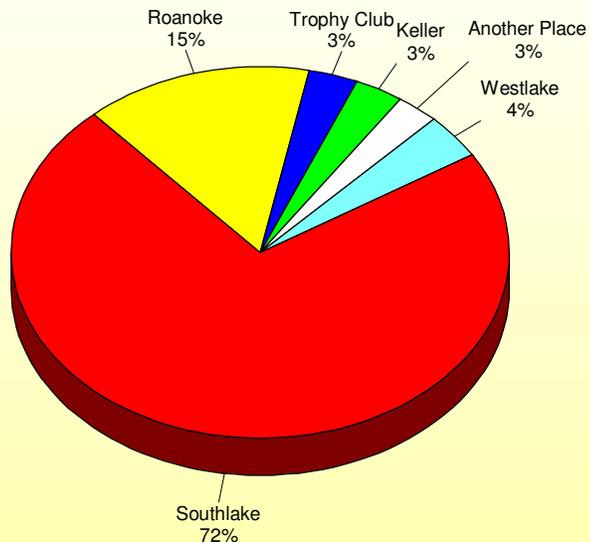
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q10b. Where residents most frequently go to restaurants

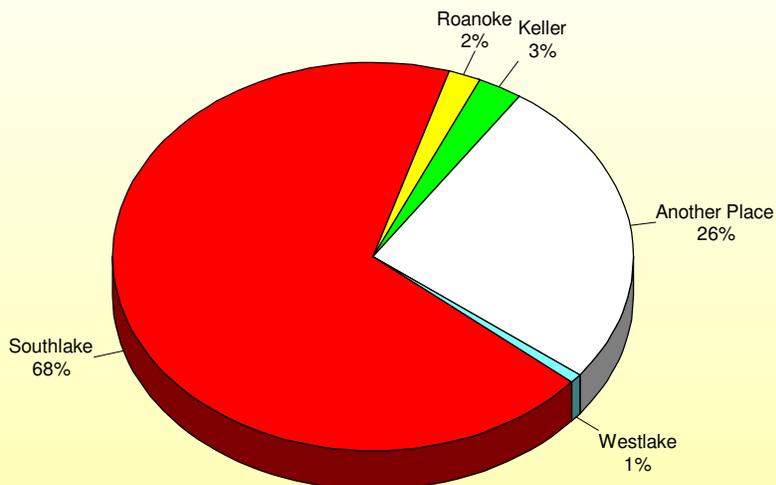
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q10c. Where residents most frequently purchase clothing

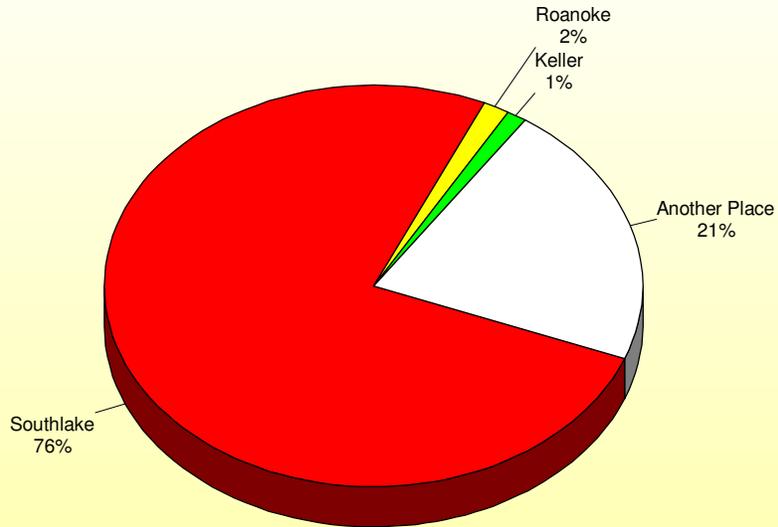
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q10d. Where residents most frequently purchase books/music

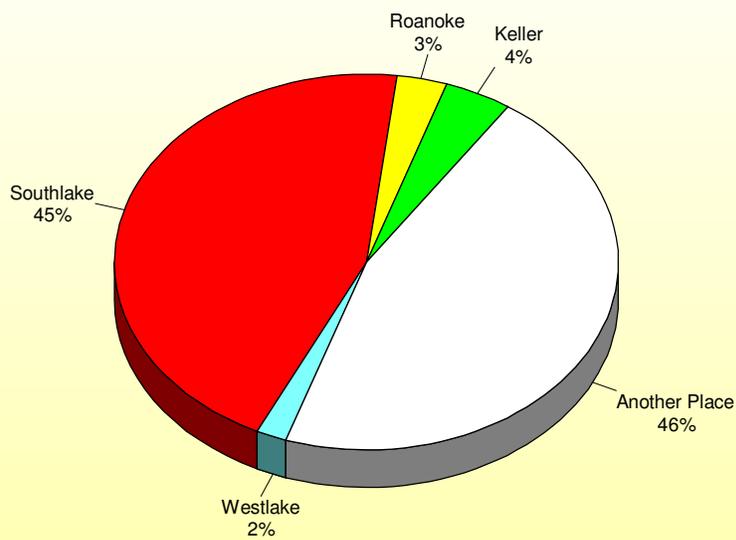
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q10e. Where residents most frequently purchase sporting goods

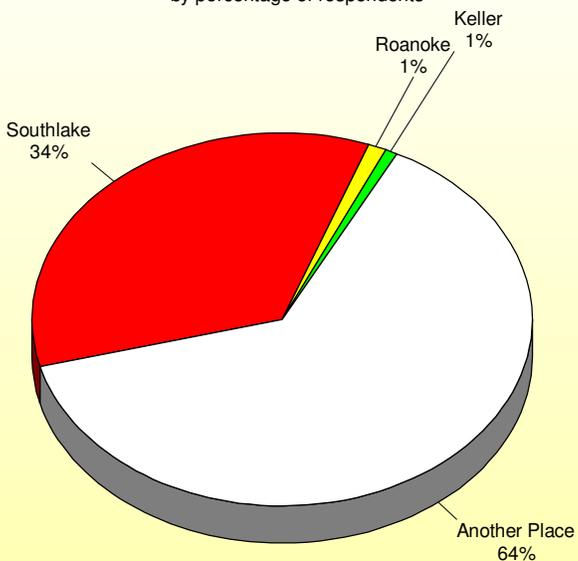
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q10f. Where residents most frequently purchase furniture

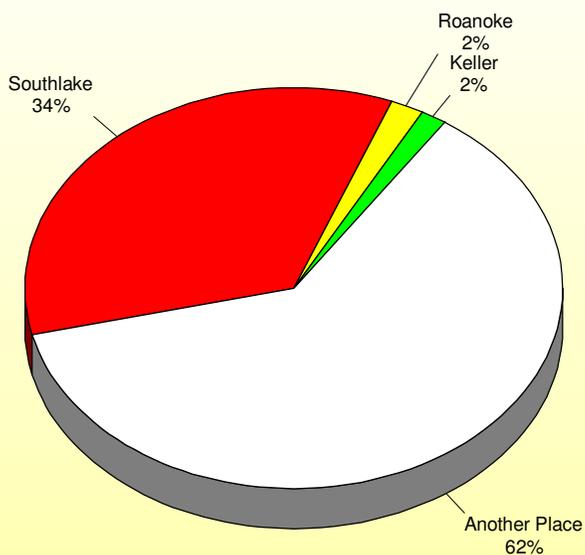
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q10g. Where residents most frequently purchase appliances/electronics

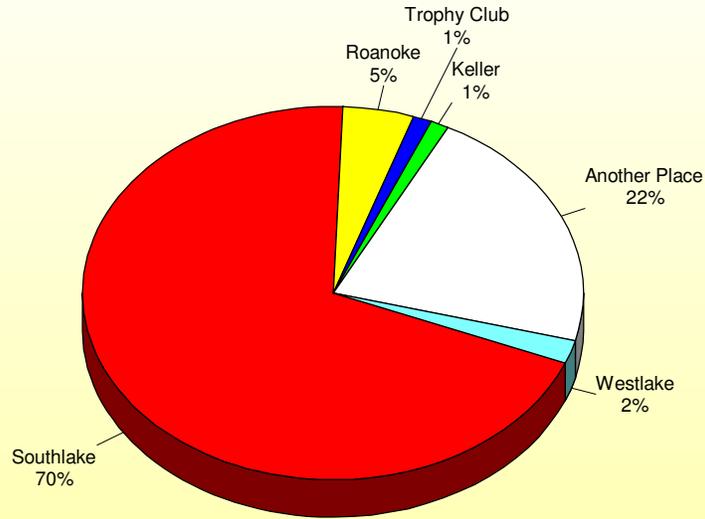
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q10h. Where residents most frequently purchase entertainment

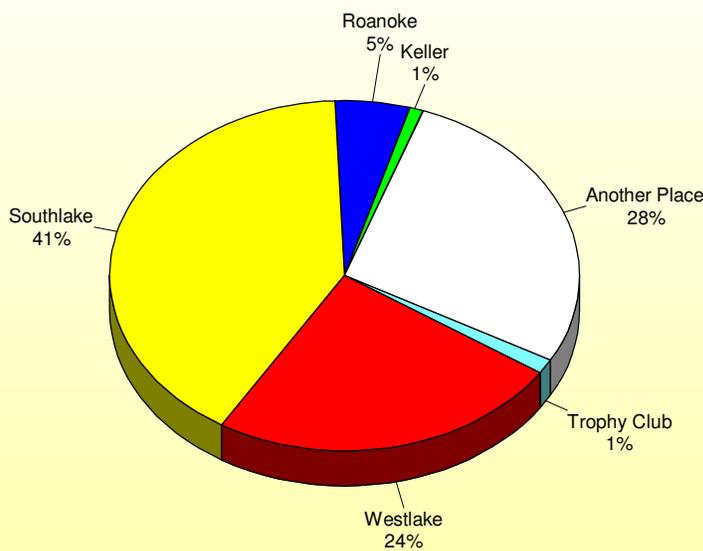
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q10i. Where residents most frequently purchase guest hotel accommodations

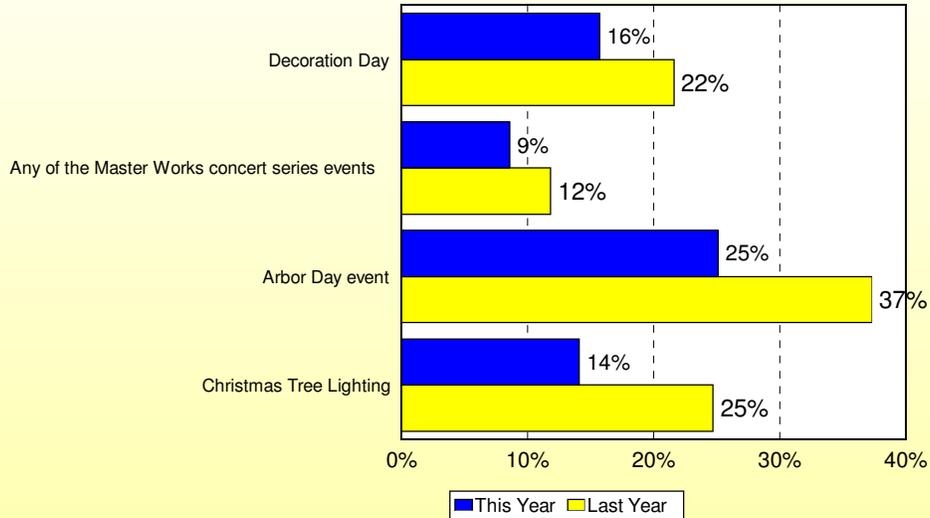
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q11a-d. Percentage of residents who participated in activities and events sponsored by the Town

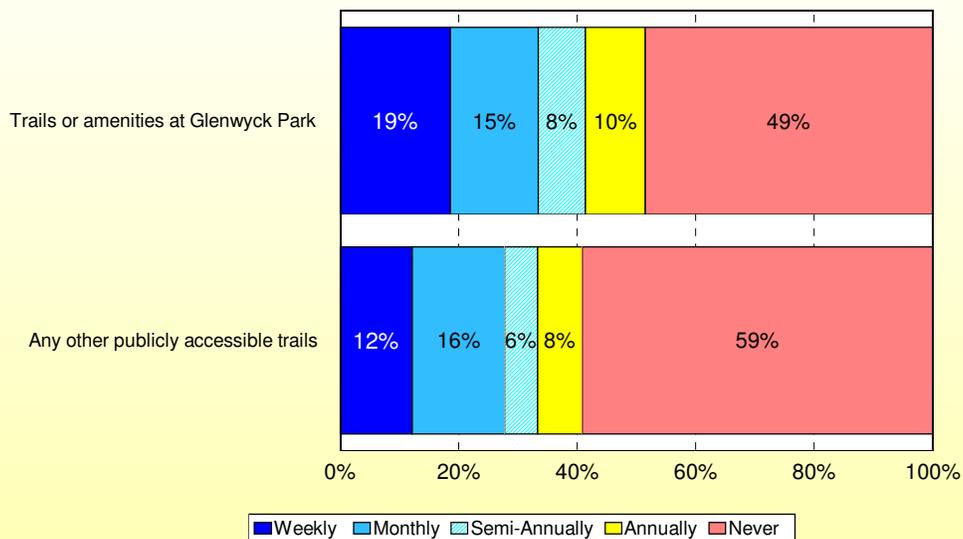
by percentage of respondents who indicated they had participated in the event



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q11e-f. How often residents use Town trails

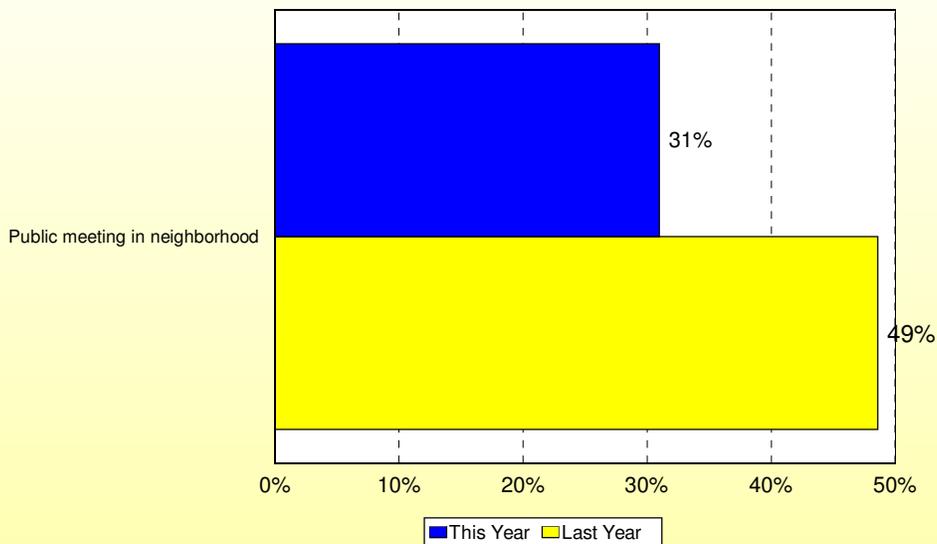
by percentage of respondents (excluding not provided)



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q12a. Percent of Residents who Participated in Public Meetings Held in Their Neighborhood

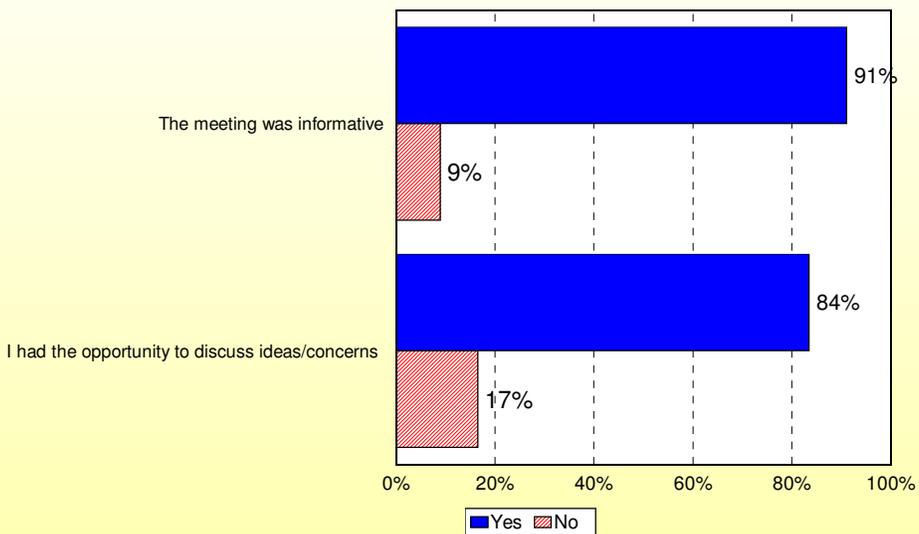
by percentage of respondents who said "Yes"



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q12b-c. Perceptions of Public Meetings THIS YEAR

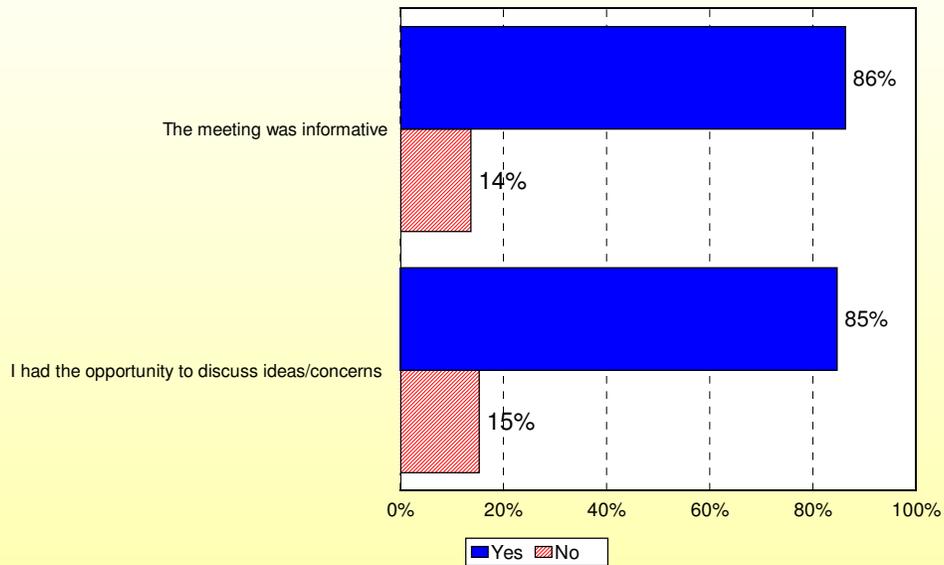
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q12b-c. Perceptions of Public Meetings LAST YEAR

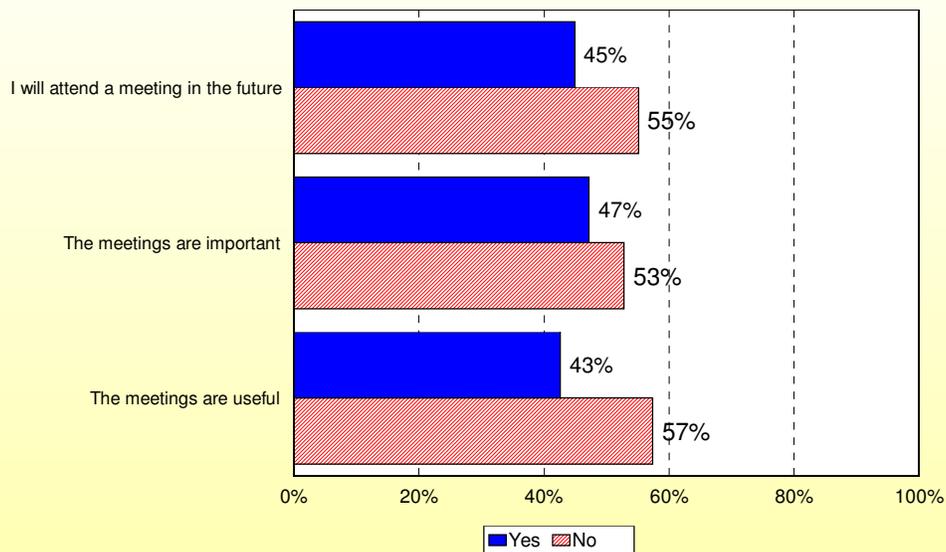
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q12d-f. Other Questions Related to Public Meetings:

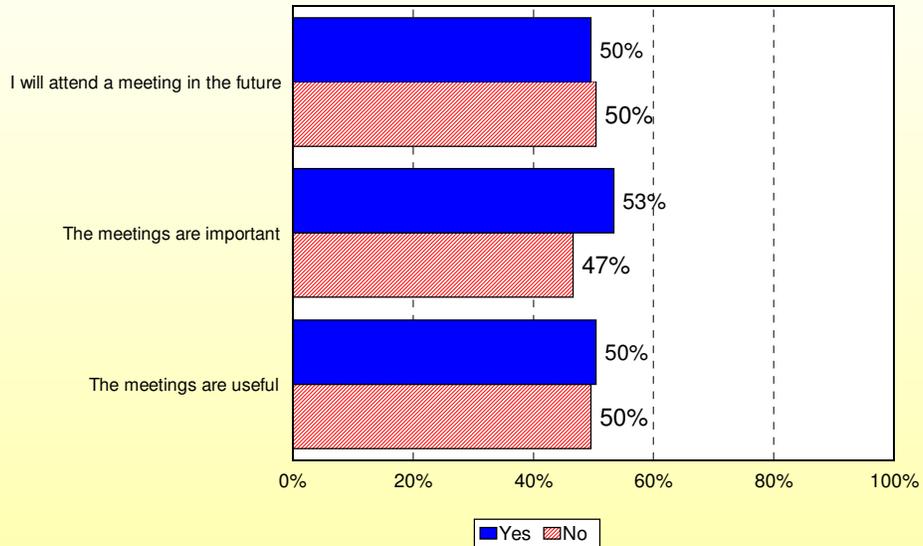
by percentage of respondents who DID NOT attend a public meeting THIS YEAR



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q12d-f. Other Questions Related to Public Meetings:

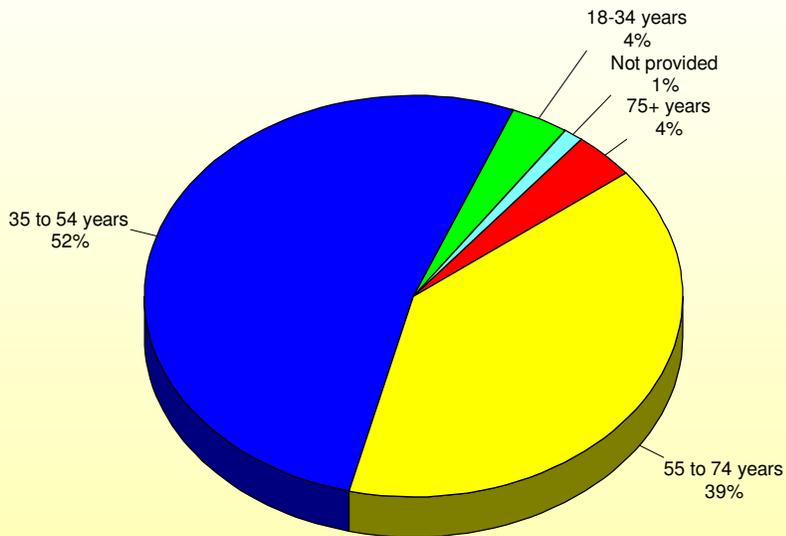
by percentage of respondents who DID NOT attend a public meeting LAST YEAR



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q13. Demographics: Age of Survey Respondents

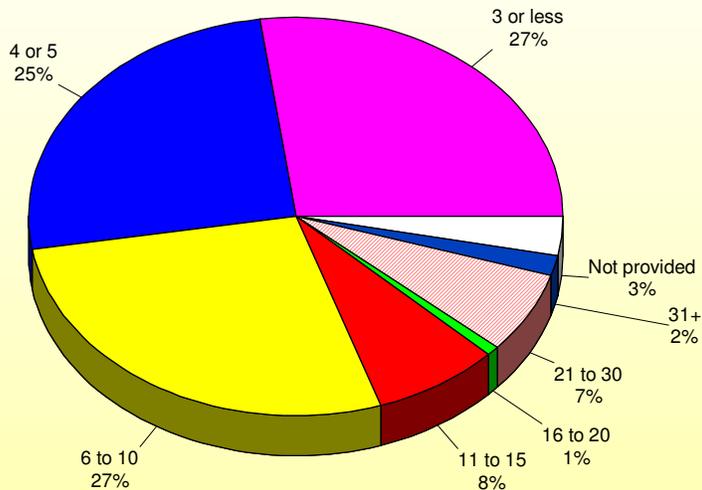
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q14. Demographics: How many years have you lived in Westlake?

by percentage of respondents

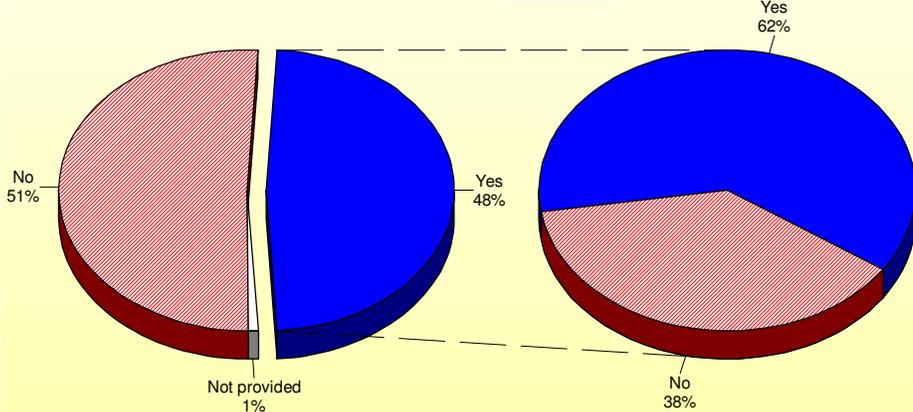


Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

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

by percentage of respondents

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

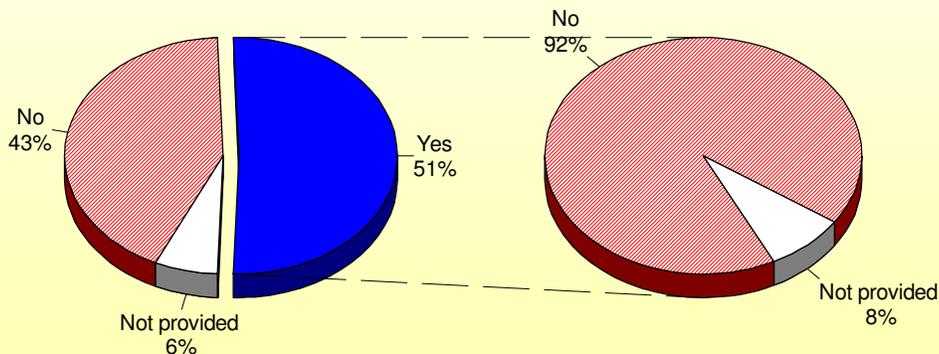


Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

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

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

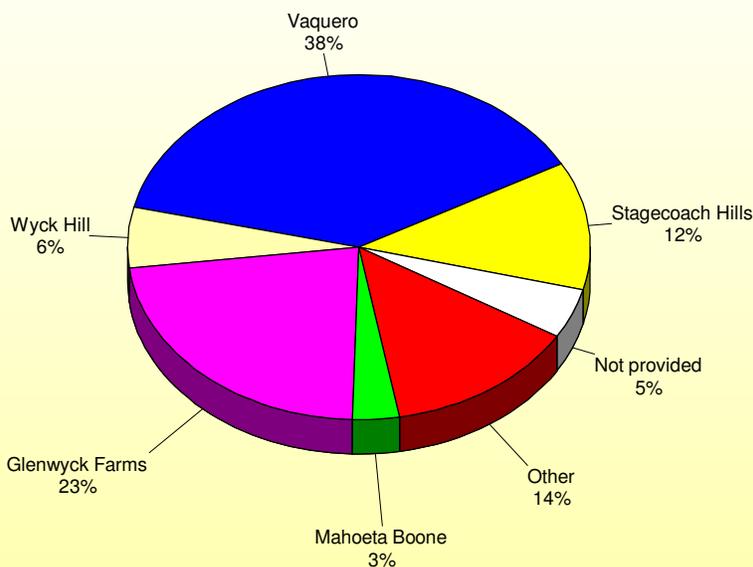
Q15d. If YES, are you considering re-enrolling them at Westlake Academy?



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q16. Demographics: In which subdivision do you live?

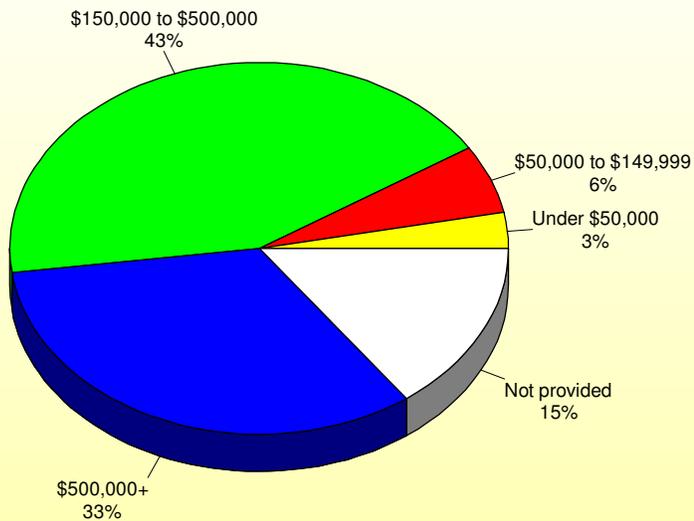
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q17. Demographics: Household Income

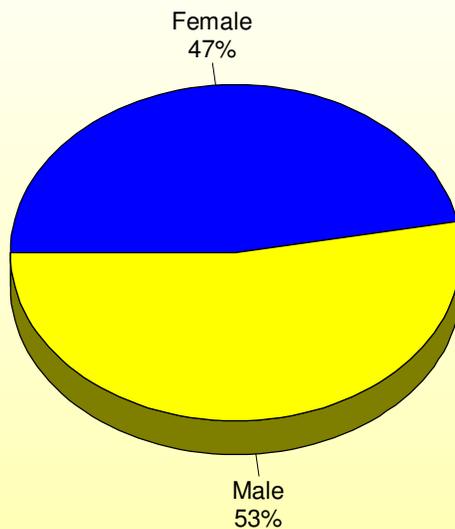
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Q18. Demographics: Respondents Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Westlake, TX)

Section 2:
Trend Analysis

DirectionFinder® Survey

Analysis of Trend: 2009 versus 2011

Overview

In 2009 and then again in 2011 the Town of Westlake conducted a resident survey to assess resident satisfaction with the delivery of major city services. The charts on the following pages show how the results of the Town's 2011 survey compare to the results of the Town's 2009 survey. Given the sample size of both surveys, changes of 4.0% or more from 2009 to 2011 were statistically significant.

Some of the significant changes are described below.

Significant Changes

- **Satisfaction with Major Categories of City Services.** Among the nine major categories of city services that were assessed in 2009 and 2011, there was significant improvement in three areas:
 - Satisfaction with Westlake's emergency preparedness efforts increased 9% from 65% in 2009 to 74% in 2011.
 - Satisfaction with parks, trails, and recreation programs/facilities increased 7% from 54% in 2009 to 61% in 2011.

There was a **significant decrease** in one of the nine major categories of city services:

- Satisfaction with the quality of customer service decreased 8% from 77% in 2009 to 69% in 2011.
- **Satisfaction with Police Services.** Among the six police services that were assessed in 2009 and 2011, there were one significant improvement from 2009:
 - Satisfaction with Municipal Court services increased 4% from 68% in 2009 to 72% in 2011.

There were three **significant decreases** in the police services that were rated from 2009:

- Satisfaction with the level of traffic enforcement decreased 9% from 64% in 2009 to 55% in 2011.

2011 Town of Westlake Resident Survey: Final Report

- Satisfaction with how quickly police respond to emergencies decreased 4% from 74% in 2009 to 70% in 2011.
- Satisfaction with the visibility of police in neighborhoods decreased 4% from 77% in 2009 to 73% in 2011.
- **Satisfaction with Fire and Medical Services.** Among the three fire and medical services that were assessed in 2009 and 2011, there were significant improvement in satisfaction in two of the fire services rated:
 - Satisfaction with the overall quality of fire services increased 9% from 75% in 2009 to 84% in 2011.
 - Satisfaction with the overall quality of emergency medical services increased 6% from 77% in 2009 to 83% in 2011.

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

- **Satisfaction with Maintenance Services.** Among the three maintenance services assessed in 2009 and 2011, there was significant improvement in one area:
 - Satisfaction with the cleanliness of streets and other public increased 8% from 73% in 2009 to 81% in 2011.

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

- **Satisfaction with Utility Services.** Of the six utility services that were assessed in 2009 and 2011, there were no significant improvements.

There were **significant decreases** in all six of the utility services that were rated:

- Satisfaction with residential trash collection services decreased 34% from 90% in 2009 to 56% in 2011.
- Satisfaction with yard waste collection services decreased 19% from 78% in 2009 to 59% in 2011
- Satisfaction with curbside recycling services decreased 16% from 87% in 2009 to 71% in 2011.
- Satisfaction with household hazardous waste disposal services decreased 10% from 53% in 2009 to 43% in 2011.
- Satisfaction with bulky item pick up/removal services decreased 6% from 64% in 2009 to 58% in 2011.
- Satisfaction with water conservation/protecting water resources decreased 4% from 60% in 2009 to 56% in 2011.
- **Satisfaction with Code Enforcement.** There were no significant changes in satisfaction for any of the code enforcement services that were assessed in 2009 and 2011.

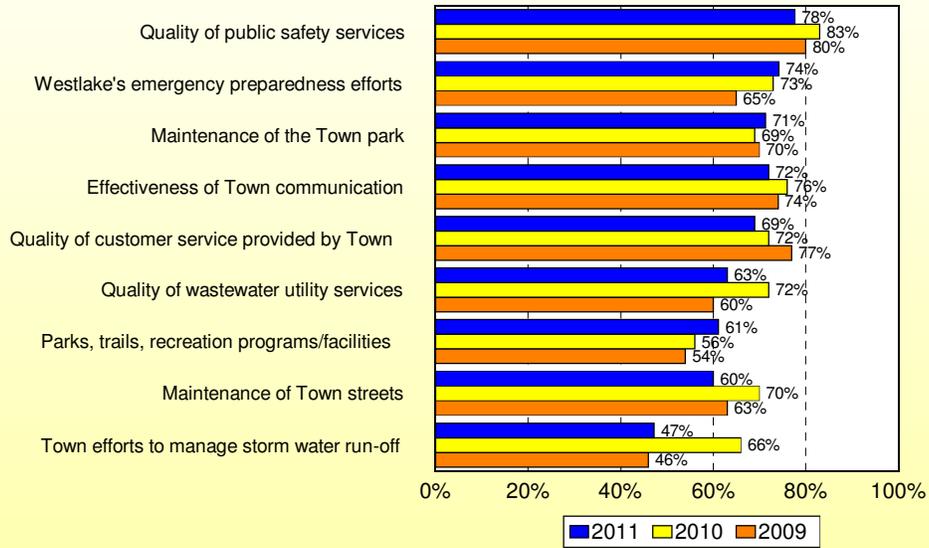
- **Satisfaction with Perceptions of Westlake.** Of the three perception items rated in 2009 and 2011, there were no significant improvements.

There were **significant decreases** in all of the perception areas rated:

- Satisfaction with the value received from local revenues decreased 27% from 66% in 2009 to 39% in 2011.
- Satisfaction with the direction the town is headed decreased 17% from 69% in 2009 to 52% in 2011.
- Satisfaction with the overall quality of governmental services decreased 4% from 70% in 2009 to 66% in 2011.

Trends: Overall Satisfaction With Town Services by Major Category (2011 vs. 2010 vs. 2009)

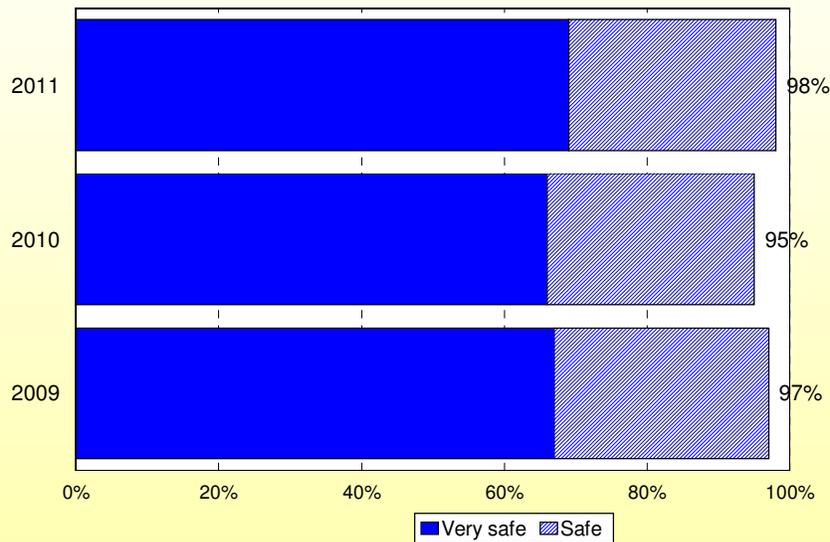
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Westlake, TX)

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

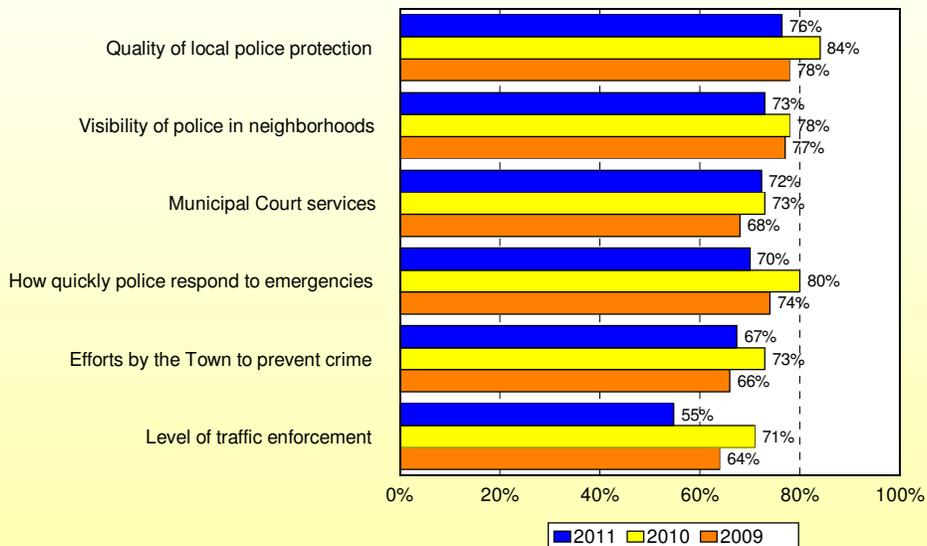
by percentage of respondents



Source: ETC Institute DirectionFinder (June 2011 - Westlake, TX)

Trends: Satisfaction with Police Services in the Town of Westlake (2011 vs. 2010 vs. 2009)

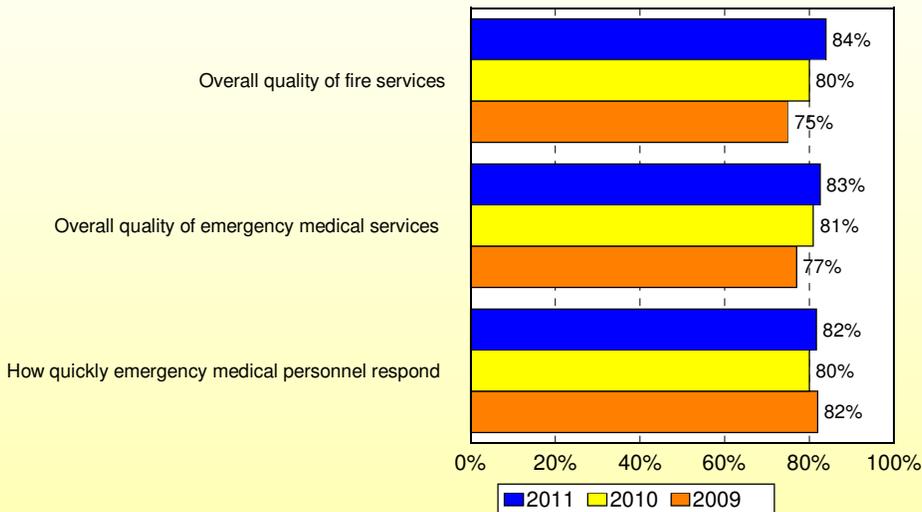
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Westlake, TX)

Trends: Satisfaction with Fire and Medical Services in the Town of Westlake (2011 vs. 2010 vs. 2009)

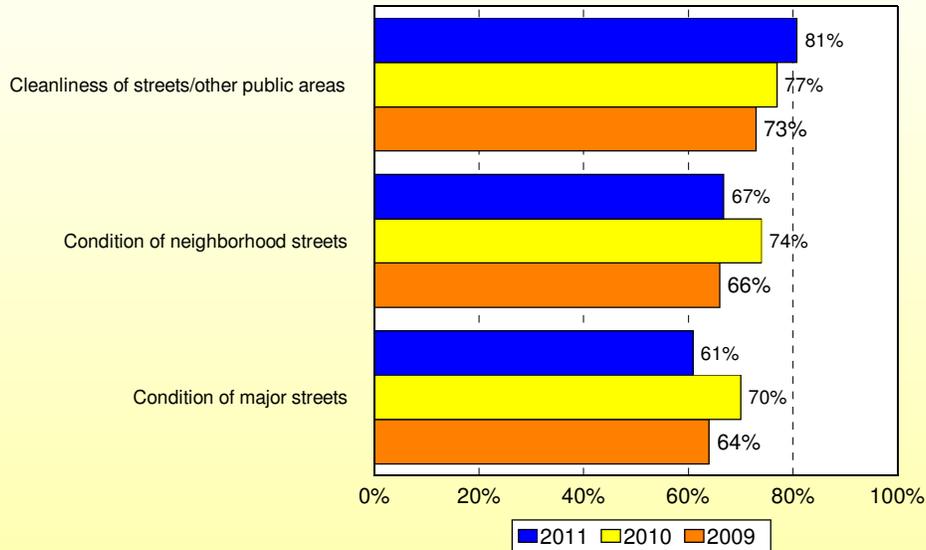
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Westlake, TX)

Trends: Satisfaction with Maintenance Services in the Town of Westlake (2011 vs. 2010 vs. 2009)

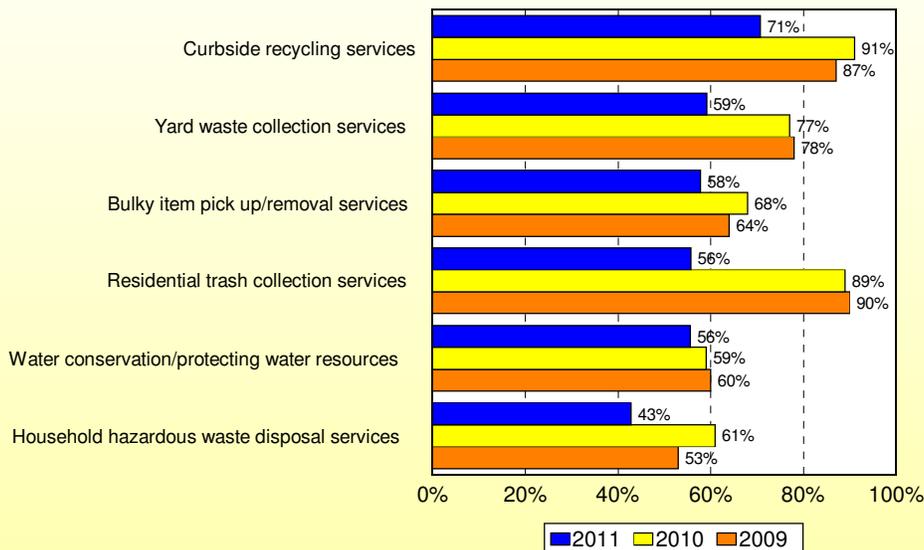
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Westlake, TX)

Trends: Satisfaction with Utility Services in the Town of Westlake (2011 vs. 2010 vs. 2009)

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



Source: ETC Institute DirectionFinder (June 2011 - Westlake, TX)

Trends: Satisfaction with Code Enforcement Services in the Town of Westlake (2011 vs. 2010 vs. 2009)

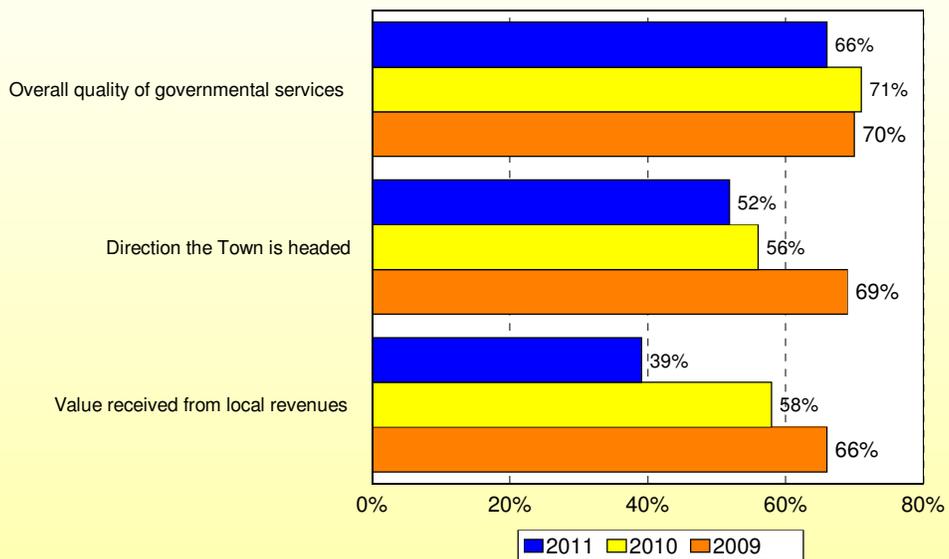
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Westlake, TX)

Trends: Perceptions of Westlake (2011 vs. 2010 vs. 2009)

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



Source: ETC Institute DirectionFinder (June 2011 - Westlake, TX)

Section 3:
Benchmarking Data

DirectionFinder® Survey

Year 2011 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 210 cities and towns in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute to a random sample of more than 3,926 U.S. residents in May and June 2011, and (2) survey results from 36 medium sized cities and towns (population of 20,000 to 199,999) where the *DirectionFinder*® survey was administered between February 2009 and June 2011. 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 36 cities included in the performance ranges that are shown in this report are listed below:

- Arlington, Virginia
- Auburn, Alabama
- Ballwin, Missouri
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- Davenport, Iowa
- East Providence, Rhode Island
- Greenville, South Carolina
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Palm Desert, California
- Peoria, Arizona
- Prairie Village, Kansas
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Bernardino, California
- Shoreline, Washington
- Sioux Falls, South Dakota
- Tamarac, Florida
- Tempe, Arizona
- West Des Moines, Iowa
- Westlake, Texas
- Westland, Michigan
- Wilmington, North Carolina
- Yuma, Arizona

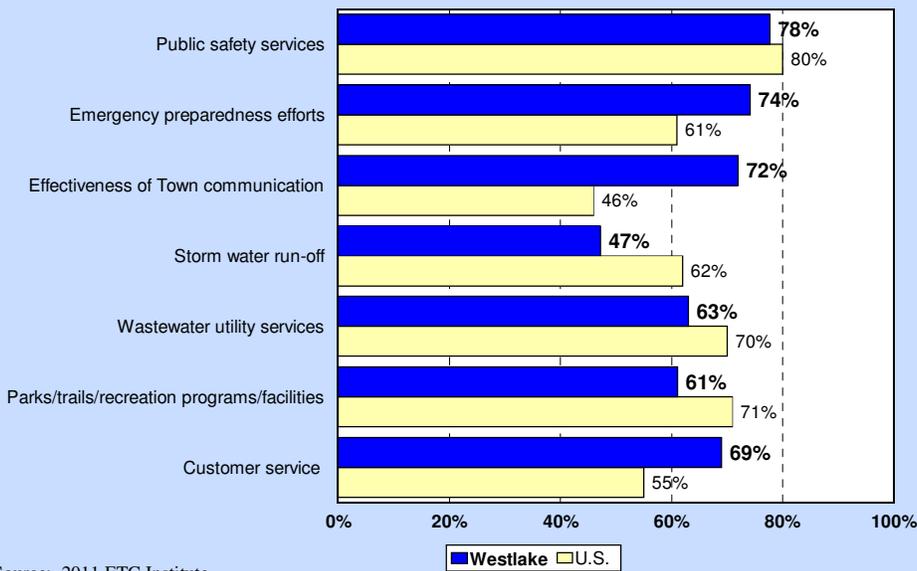
The charts on the following pages show the range of satisfaction among residents in the communities listed above. The charts show the highest, lowest, and average (mean) levels of satisfaction for service delivery. The mean rating is shown as a vertical line and indicates the mean ratings from ETC Institute's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

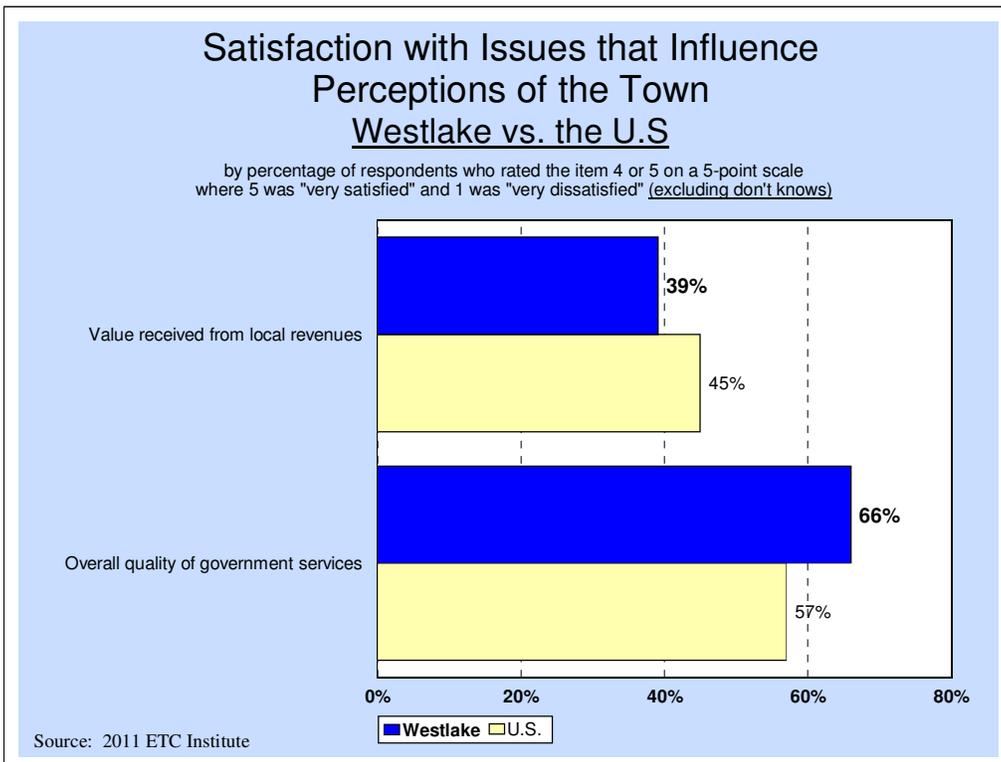
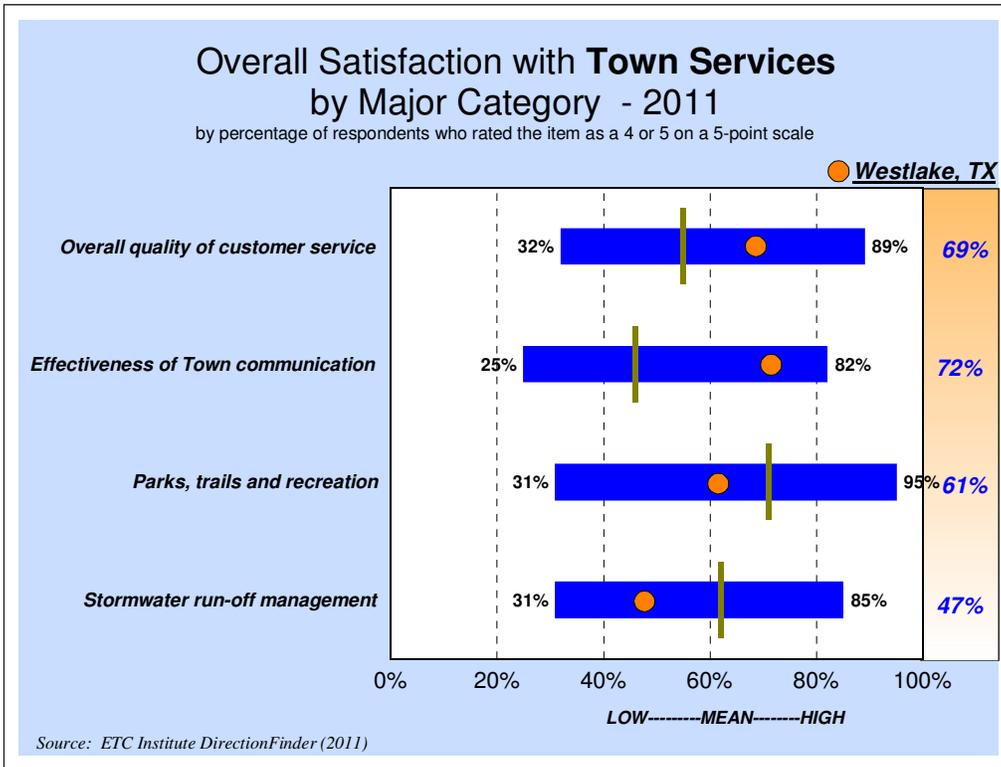
National Benchmarks

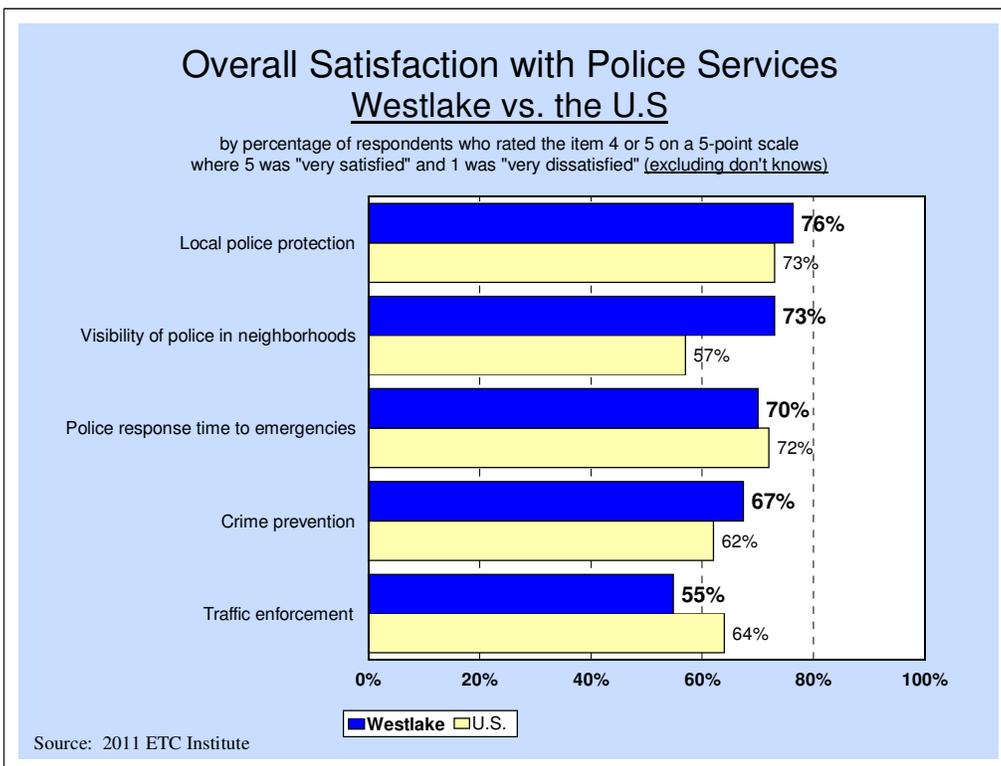
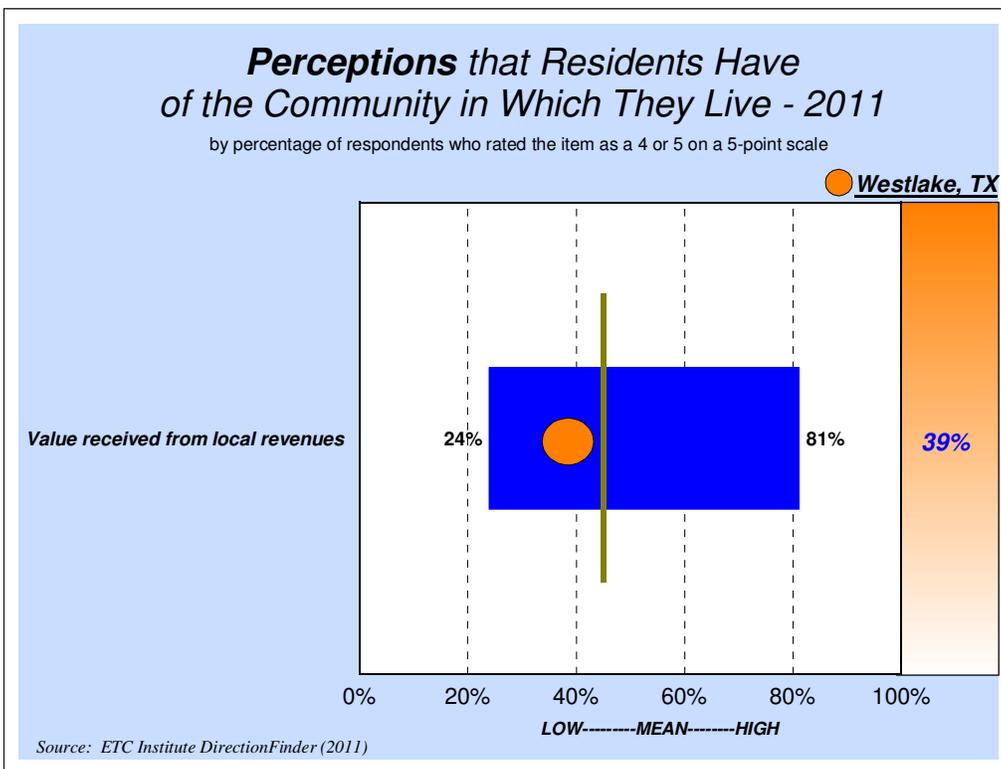
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Westlake is not authorized without written consent from ETC Institute.

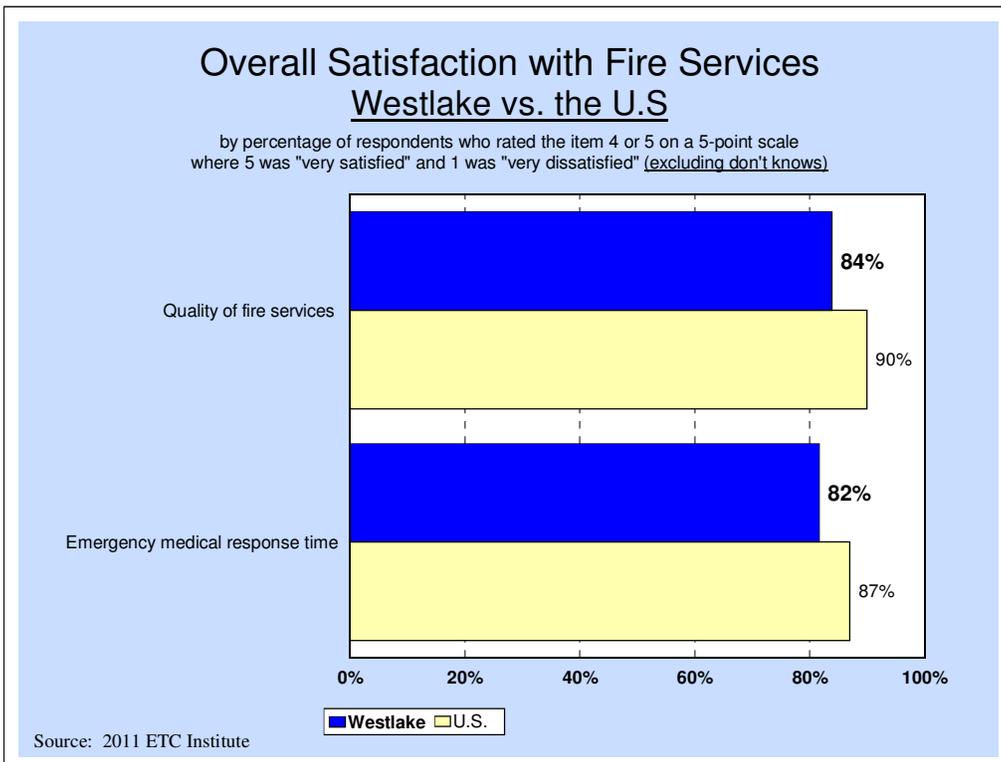
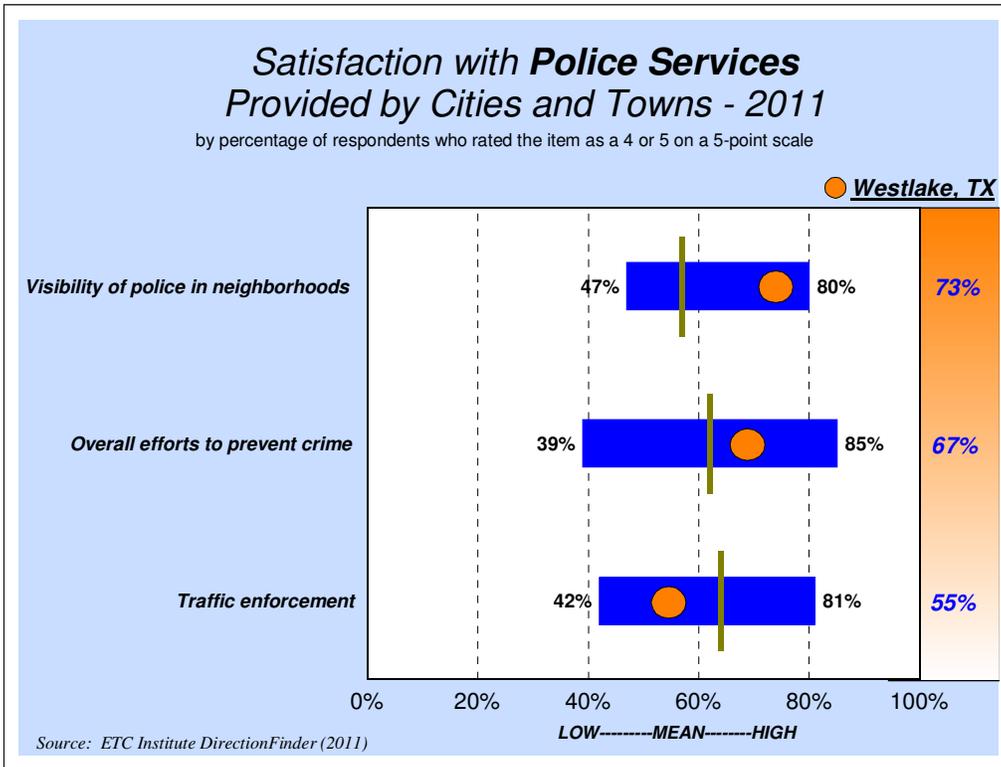
Overall Satisfaction with Major Categories of Town Services - Westlake vs. the U.S

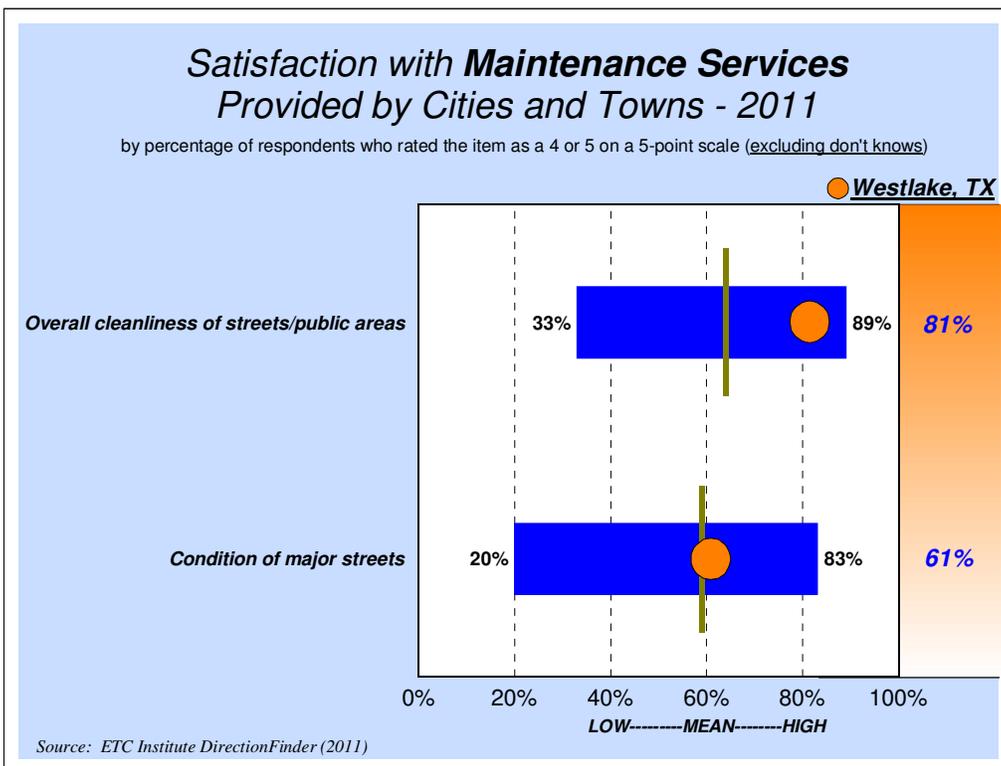
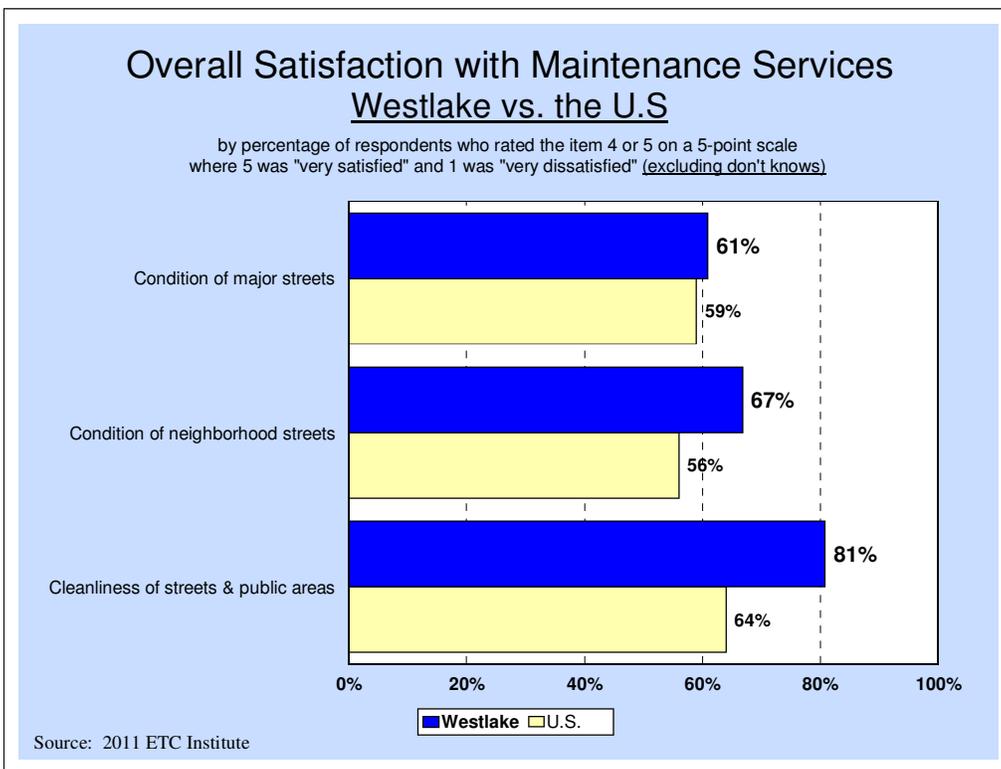
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

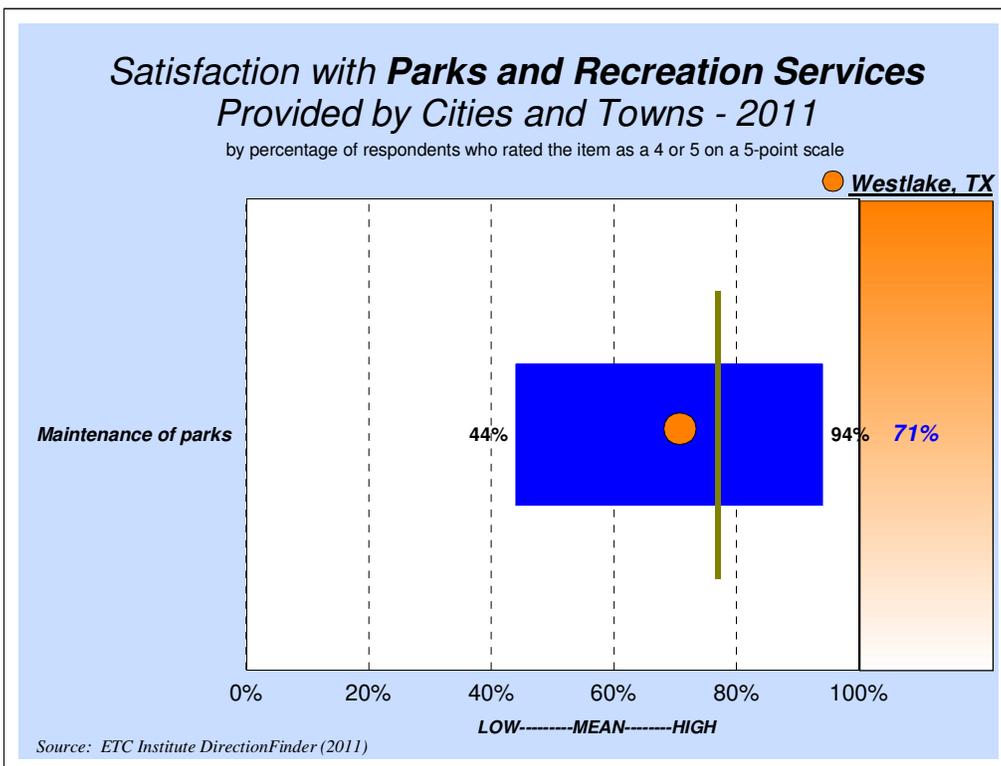
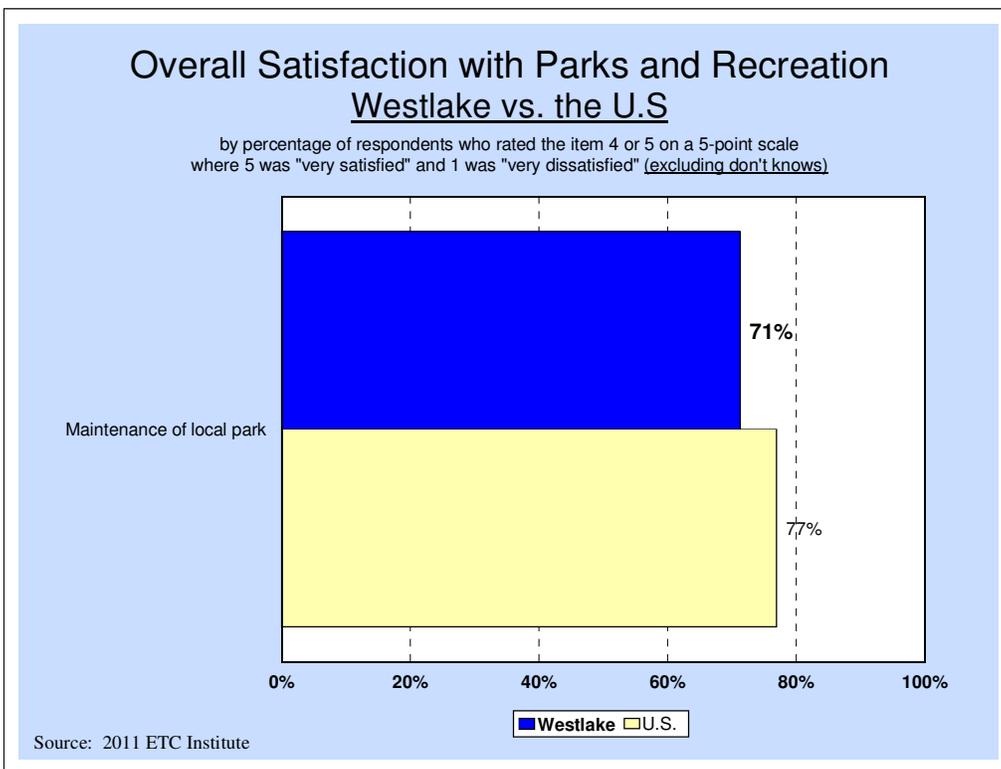


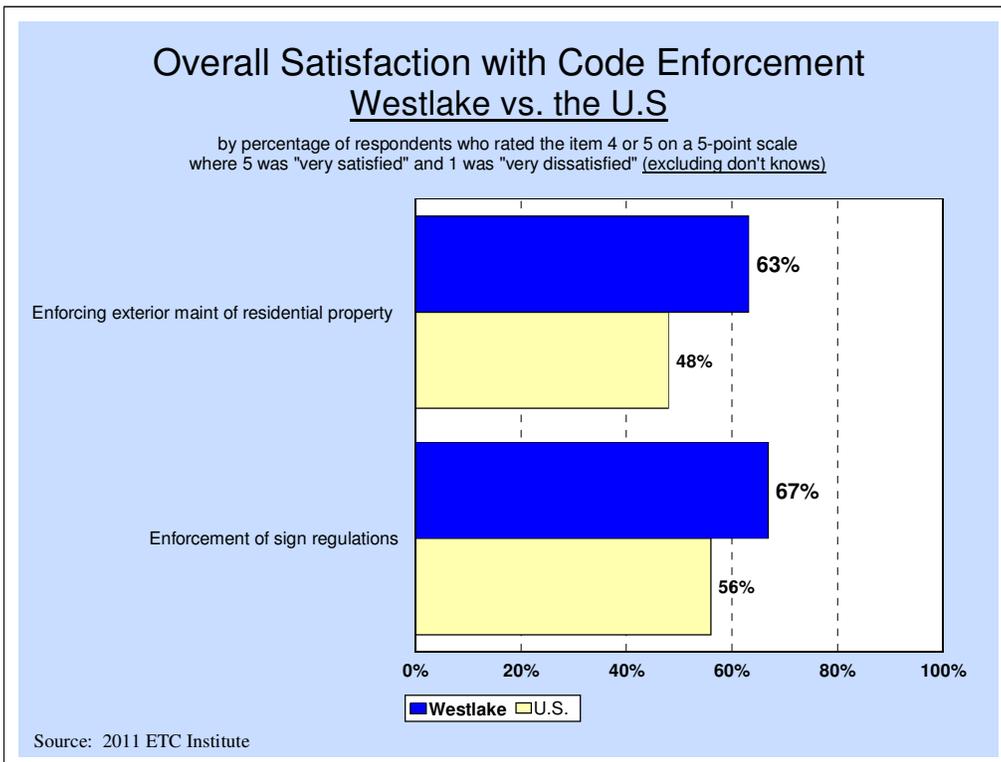
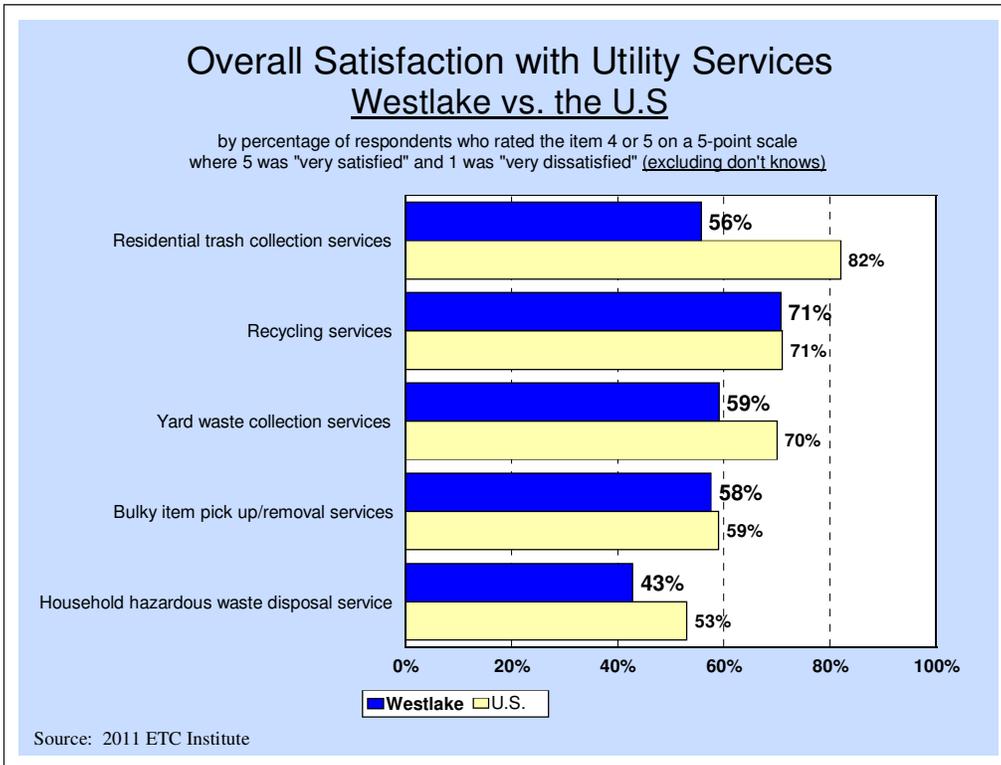


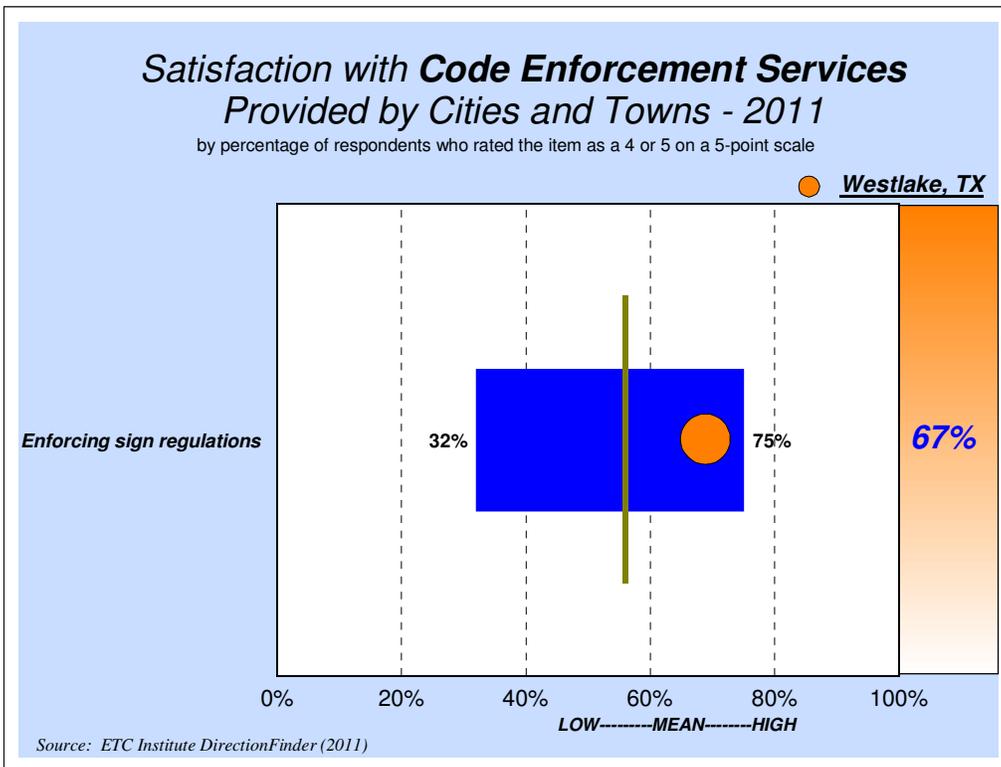












Section 4:
***Importance-Satisfaction
Analysis***

2011 Importance-Satisfaction Analysis

Westlake, Texas

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of Town services they thought were most important. Fifty-one percent (51%) of residents ranked *the maintenance of Town streets* as the most important Town service.

With regard to satisfaction, *the maintenance of Town streets* was ranked eight overall with 60% rating *the maintenance of Town streets* 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, 51% was multiplied by 40% (1-0.60). This calculation yielded an I-S rating of 0.2040, which was ranked first out of the eight major service categories.

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

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

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

Interpreting the Ratings

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

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

The results for Westlake is provided on the following page.

Importance-Satisfaction Rating 2011 Town of Westlake Resident Survey Major Categories of Town Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of Town streets	51%	2	60%	8	0.2040	1
<u>High Priority (IS .10-.20)</u>						
Quality of public safety services	76%	1	78%	1	0.1697	2
Quality of utility services	41%	3	63%	6	0.1537	3
Quality of parks, trails and facilities	30%	5	61%	7	0.1159	4
<u>Medium Priority (IS <.10)</u>						
Emergency preparedness	33%	4	74%	2	0.0859	5
Quality of customer services	12%	7	69%	4	0.0378	6
Effectiveness of Town communication	12%	6	72%	3	0.0342	7
Overall code enforcement	9%	8	67%	5	0.0297	8

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

Most Important %:

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

Satisfaction %:

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

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.

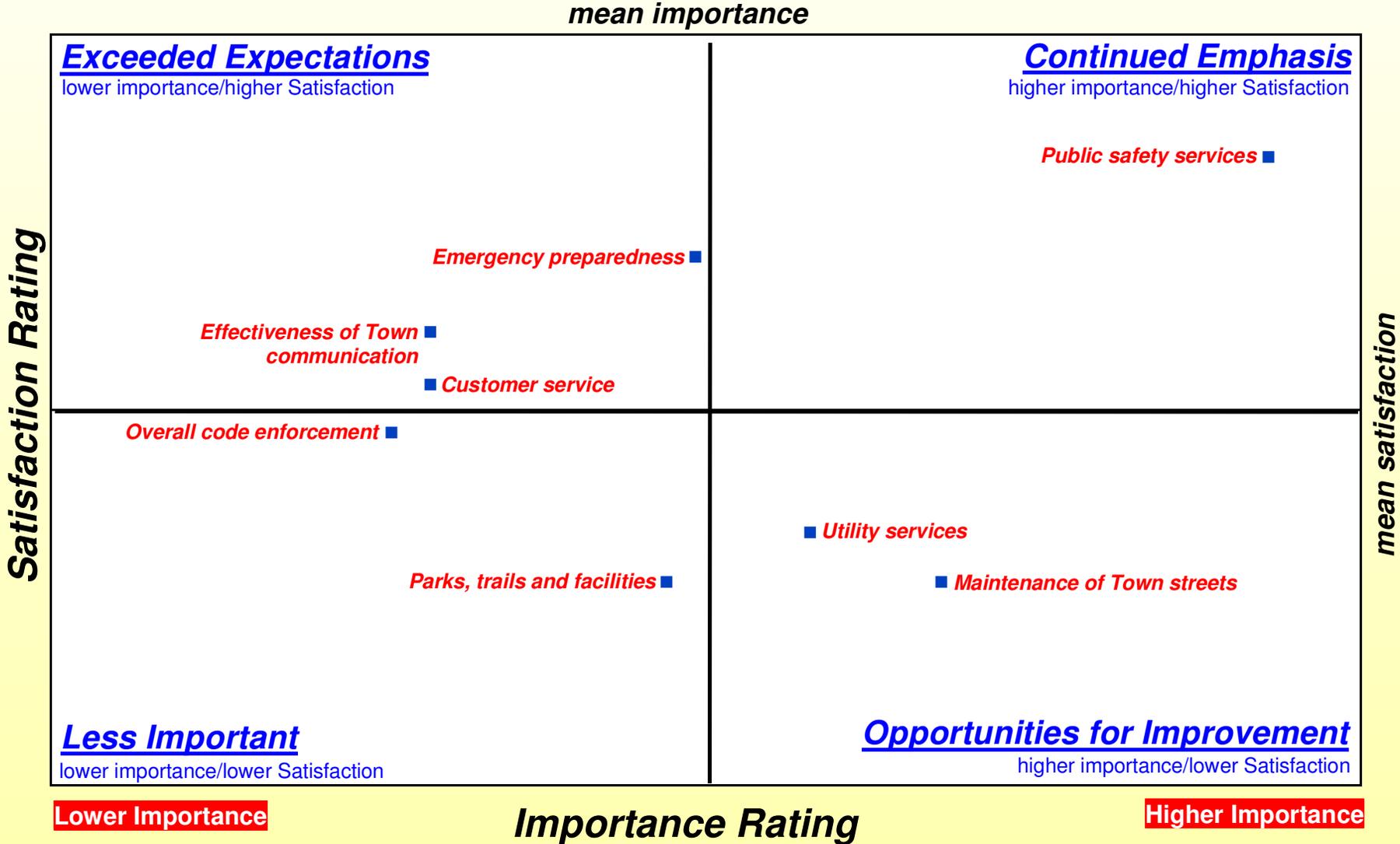
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the Town is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Town should maintain (or slightly increase) emphasis on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

A matrix chart showing the results for Westlake are provided on the following pages.

2011 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 (2011)
ETC Institute (2011)

Section 5:
Tabular Data

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

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of public safety services	32.9%	38.0%	17.3%	1.2%	2.0%	8.6%
Q1b. Efforts to ensure community is prepared for emergencies	20.4%	39.2%	16.5%	3.1%	1.2%	19.6%
Q1c. Overall maintenance of Town streets	19.2%	40.8%	20.8%	11.8%	6.3%	1.2%
Q1d. Overall effectiveness of communication	29.8%	39.6%	18.4%	8.6%	1.2%	2.4%
Q1e. Overall quality of utility services	23.9%	37.3%	19.2%	8.6%	8.6%	2.4%
Q1f. Overall quality of parks, trails, & facilities	14.5%	37.3%	22.7%	8.6%	1.6%	15.3%
Q1g. Overall quality of customer service	20.8%	41.6%	24.7%	3.9%	0.4%	8.6%
Q1h. Overall code enforcement	22.7%	33.7%	20.4%	6.3%	1.2%	15.7%

EXCLUDING DON'T KNOW

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

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of public safety services	36.1%	41.6%	18.9%	1.3%	2.1%
Q1b. Efforts to ensure community is prepared for emergencies	25.4%	48.8%	20.5%	3.9%	1.5%
Q1c. Overall maintenance of Town streets	19.4%	41.3%	21.0%	11.9%	6.3%
Q1d. Overall effectiveness of communication	30.5%	40.6%	18.9%	8.8%	1.2%
Q1e. Overall quality of utility services	24.5%	38.2%	19.7%	8.8%	8.8%
Q1f. Overall quality of parks, trails, & facilities	17.1%	44.0%	26.9%	10.2%	1.9%
Q1g. Overall quality of customer service	22.7%	45.5%	27.0%	4.3%	0.4%
Q1h. Overall code enforcement	27.0%	40.0%	24.2%	7.4%	1.4%

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

<u>Q2. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services	145	56.9 %
Community is prepared for emergencies	12	4.7 %
Street maintenance	27	10.6 %
Effectiveness of communication	6	2.4 %
Utility services	28	11.0 %
Parks, trails & facilities	17	6.7 %
Customer service	2	0.8 %
Code enforcement	6	2.4 %
None chosen	12	4.7 %
Total	255	100.0 %

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

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services	31	12.2 %
Community is prepared for emergencies	57	22.4 %
Street maintenance	49	19.2 %
Effectiveness of communication	10	3.9 %
Utility services	34	13.3 %
Parks, trails & facilities	23	9.0 %
Customer service	14	5.5 %
Code enforcement	2	0.8 %
None chosen	35	13.7 %
Total	255	100.0 %

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

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services	18	7.1 %
Community is prepared for emergencies	16	6.3 %
Street maintenance	54	21.2 %
Effectiveness of communication	15	5.9 %
Utility services	43	16.9 %
Parks, trails & facilities	36	14.1 %
Customer service	15	5.9 %
Code enforcement	15	5.9 %
None chosen	43	16.9 %
Total	255	100.0 %

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

<u>Q2. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Public safety services	194	76.1 %
Community is prepared for emergencies	85	33.3 %
Street maintenance	130	51.0 %
Effectiveness of communication	31	12.2 %
Utility services	105	41.2 %
Parks, trails & facilities	76	29.8 %
Customer service	31	12.2 %
Code enforcement	23	9.0 %
None chosen	12	4.7 %
Total	687	

Q3. Several items that may influence your perception of the Town of Westlake are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Quality of governmental services	15.7%	46.3%	20.4%	8.2%	4.3%	5.1%
Q3b. Value received from local revenue sources	9.0%	26.3%	28.2%	15.3%	11.4%	9.8%
Q3c. Direction Westlake is heading	17.6%	30.2%	20.0%	17.6%	6.7%	7.8%

EXCLUDING DON'T KNOW

Q3. Several items that may influence your perception of the Town of Westlake are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Quality of governmental services	16.5%	48.8%	21.5%	8.7%	4.5%
Q3b. Value received from local revenue sources	10.0%	29.1%	31.3%	17.0%	12.6%
Q3c. Direction Westlake is heading	19.1%	32.8%	21.7%	19.1%	7.2%

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

<u>Q4. Overall feeling of safety</u>	<u>Number</u>	<u>Percent</u>
Unsafe	2	0.8 %
Safe	73	28.6 %
Very Safe	177	69.4 %
Don't Know	3	1.2 %
Total	255	100.0 %

Q5. Overall, how would you rate the Town of Westlake as a place to live?

<u>Q5. As a place to live</u>	<u>Number</u>	<u>Percent</u>
Poor	2	0.8 %
Average	24	9.4 %
Good	73	28.6 %
Excellent	151	59.2 %
Don't Know	5	2.0 %
Total	255	100.0 %

Q6a-f. 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 items of Police Services:

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Local police protection	32.5%	38.4%	16.9%	4.3%	0.8%	7.1%
Q6b. Visibility of police in neighborhoods	29.8%	38.8%	18.0%	6.3%	1.2%	5.9%
Q6c. How quickly police respond to emergencies	18.8%	20.4%	14.5%	2.4%	0.0%	43.9%
Q6d. Efforts to prevent crimes	18.0%	30.6%	22.4%	0.8%	0.4%	27.8%
Q6e. Level of traffic enforcement	25.9%	27.1%	21.6%	14.5%	7.5%	3.5%
Q6f. Municipal Court services	19.6%	36.9%	20.4%	1.2%	0.0%	22.0%

EXCLUDING DON'T KNOW

Q6a-f. 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 items of Police Services: (without "don't know")

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Local police protection	35.0%	41.4%	18.1%	4.6%	0.8%
Q6b. Visibility of police in neighborhoods	31.7%	41.3%	19.2%	6.7%	1.3%
Q6c. How quickly police respond to emergencies	33.6%	36.4%	25.9%	4.2%	0.0%
Q6d. Efforts to prevent crimes	25.0%	42.4%	31.0%	1.1%	0.5%
Q6e. Level of traffic enforcement	26.8%	28.0%	22.4%	15.0%	7.7%
Q6f. Municipal Court services	25.1%	47.2%	26.1%	1.5%	0.0%

Q6g-i. 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 items of Fire and Medical Services:

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6g. Quality of fire services	28.2%	32.9%	9.4%	1.6%	0.8%	27.1%
Q6h. Quality of emergency medical services	26.7%	27.5%	11.0%	0.0%	0.4%	34.5%
Q6i. Response time of fire & emergency medical services personnel	25.5%	20.0%	9.8%	0.0%	0.4%	44.3%

EXCLUDING DON'T KNOW

Q6g-i. 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 items of Fire and Medical Services: (without "don't know")

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6g. Quality of fire services	38.7%	45.2%	12.9%	2.2%	1.1%
Q6h. Quality of emergency medical services	40.7%	41.9%	16.8%	0.0%	0.6%
Q6i. Response time of fire & emergency medical services personnel	45.8%	35.9%	17.6%	0.0%	0.7%

Q6j-k. 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 items of Emergency Preparedness:

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6j. Level of response of public works during extreme weather conditions	18.4%	29.8%	15.7%	5.9%	0.4%	29.8%
Q6k. Town staff to inform residents of hazardous road conditions, potential inclement weather & closures	17.6%	33.7%	23.9%	7.5%	1.6%	15.7%

EXCLUDING DON'T KNOW

Q6j-k. 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 items of Emergency Preparedness: (without "don't know")

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6j. Level of response of public works during extreme weather conditions	26.3%	42.5%	22.3%	8.4%	0.6%
Q6k. Town staff to inform residents of hazardous road conditions, potential inclement weather & closures	20.9%	40.0%	28.4%	8.8%	1.9%

Q6l-o. 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 items of Transportation Services:

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6l. Condition of major streets	18.4%	41.6%	27.1%	8.6%	2.7%	1.6%
Q6m. Condition of neighborhood streets	29.4%	36.9%	13.3%	9.8%	9.8%	0.8%
Q6n. Cleanliness of streets/public areas	32.9%	46.3%	13.7%	4.3%	0.8%	2.0%
Q6o. Traffic flow & congestion management	10.2%	38.0%	25.5%	13.3%	9.4%	3.5%

EXCLUDING DON'T KNOW

Q6l-o. 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 items of Transportation Services: (without "don't know")

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6l. Condition of major streets	18.7%	42.2%	27.5%	8.8%	2.8%
Q6m. Condition of neighborhood streets	29.6%	37.2%	13.4%	9.9%	9.9%
Q6n. Cleanliness of streets/public areas	33.6%	47.2%	14.0%	4.4%	0.8%
Q6o. Traffic flow & congestion management	10.6%	39.4%	26.4%	13.8%	9.8%

Q6p-w. 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 items of Communication/Citizen Engagement:

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6p. Efforts to keep residents informed about council meetings, town projects, issues & events	32.9%	34.9%	22.7%	5.9%	0.8%	2.7%
Q6q. Timeliness of information provided	30.6%	32.2%	26.3%	7.1%	0.4%	3.5%
Q6r. Accuracy of information provided	25.1%	40.0%	23.5%	2.7%	2.0%	6.7%
Q6s. Completeness of information	20.4%	40.0%	25.9%	2.7%	3.1%	7.8%
Q6t. Opportunity for public involvement in local decisions	18.4%	32.5%	24.3%	9.4%	5.9%	9.4%
Q6u. Usefulness of Town's newsletter	20.8%	33.3%	27.8%	5.5%	3.9%	8.6%
Q6v. Ease of use of Town's website	19.6%	36.9%	18.4%	7.5%	2.0%	15.7%
Q6w. Availability/ Accessibility of Town records	6.7%	19.2%	21.2%	5.1%	0.8%	47.1%

EXCLUDING DON'T KNOW

Q6p-w. 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 items of Communication/Citizen Engagement: (without "don't know")

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6p. Efforts to keep residents informed about council meetings, town projects, issues & events	33.9%	35.9%	23.4%	6.0%	0.8%
Q6q. Timeliness of information provided	31.7%	33.3%	27.2%	7.3%	0.4%
Q6r. Accuracy of information provided	26.9%	42.9%	25.2%	2.9%	2.1%
Q6s. Completeness of information	22.1%	43.4%	28.1%	3.0%	3.4%
Q6t. Opportunity for public involvement in local decisions	20.3%	35.9%	26.8%	10.4%	6.5%
Q6u. Usefulness of Town's newsletter	22.7%	36.5%	30.5%	6.0%	4.3%
Q6v. Ease of use of Town's website	23.3%	43.7%	21.9%	8.8%	2.3%
Q6w. Availability/ Accessibility of Town records	12.6%	36.3%	40.0%	9.6%	1.5%

Q6x-z. 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 items of Parks and Recreation Services:

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6x. Maintenance of Town-owned Glenwyck Park	17.6%	28.2%	14.1%	3.5%	0.8%	35.7%
Q6y. Number of publicly accessible parks & walking/biking trails	13.7%	28.6%	12.9%	19.6%	5.1%	20.0%
Q6z. General appearance of streetscaping & open spaces	17.3%	46.7%	23.5%	5.9%	0.0%	6.7%

EXCLUDING DON'T KNOW

Q6x-z. 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 items of Parks and Recreation Services: (without "don't know")

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6x. Maintenance of Town-owned Glenwyck Park	27.4%	43.9%	22.0%	5.5%	1.2%
Q6y. Number of publicly accessible parks & walking/biking trails	17.2%	35.8%	16.2%	24.5%	6.4%
Q6z. General appearance of streetscaping & open spaces	18.5%	50.0%	25.2%	6.3%	0.0%

Q6aa-ah. 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 items of Utility Services:

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6aa. Residential trash collection services	15.7%	39.6%	13.7%	15.7%	14.5%	0.8%
Q6ab. Curbside recycling services	17.6%	51.4%	12.9%	8.6%	7.1%	2.4%
Q6ac. Yard waste collection services	13.3%	34.9%	15.3%	7.8%	10.2%	18.4%
Q6ad. Bulky item pick up/removal services	11.8%	28.2%	13.7%	9.0%	6.7%	30.6%
Q6ae. Efforts to promote water conservation & protect water resources	11.8%	35.3%	25.5%	8.6%	3.5%	15.3%
Q6af. Household hazardous waste disposal service	3.5%	17.3%	16.9%	6.3%	4.7%	51.4%
Q6ag. Management of storm water run-off	6.7%	27.5%	27.1%	5.9%	5.1%	27.8%
Q6ah. Wastewater utility services	16.1%	26.3%	17.3%	3.5%	4.7%	32.2%

EXCLUDING DON'T KNOW

Q6aa-ah. 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 items of Utility Services: (without "don't know")

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6aa. Residential trash collection services	15.8%	39.9%	13.8%	15.8%	14.6%
Q6ab. Curbside recycling services	18.1%	52.6%	13.3%	8.8%	7.2%
Q6ac. Yard waste collection services	16.3%	42.8%	18.8%	9.6%	12.5%
Q6ad. Bulky item pick up/removal services	16.9%	40.7%	19.8%	13.0%	9.6%
Q6ae. Efforts to promote water conservation & protect water resources	13.9%	41.7%	30.1%	10.2%	4.2%
Q6af. Household hazardous waste disposal service	7.3%	35.5%	34.7%	12.9%	9.7%
Q6ag. Management of storm water run-off	9.2%	38.0%	37.5%	8.2%	7.1%
Q6ah. Wastewater utility services	23.7%	38.7%	25.4%	5.2%	6.9%

Q6ai-al. 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 items of Customer Service:

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6ai. Participation of Town Staff in community events/ neighborhood meetings	21.2%	36.1%	17.3%	5.1%	0.8%	19.6%
Q6aj. Expertise & ability of staff to resolve resident concerns	16.1%	26.7%	20.0%	11.0%	2.4%	23.9%
Q6ak. Responsiveness of Town staff to residential concerns/issues	20.4%	28.2%	15.7%	10.2%	4.7%	20.8%
Q6al. Friendliness of Town Staff	37.6%	37.6%	11.8%	3.5%	0.4%	9.0%

EXCLUDING DON'T KNOW

Q6ai-al. 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 items of Customer Service: (without "don't know")

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6ai. Participation of Town Staff in community events/neighborhood meetings	26.3%	44.9%	21.5%	6.3%	1.0%
Q6aj. Expertise & ability of staff to resolve resident concerns	21.1%	35.1%	26.3%	14.4%	3.1%
Q6ak. Responsiveness of Town staff to residential concerns/issues	25.7%	35.6%	19.8%	12.9%	5.9%
Q6al. Friendliness of Town Staff	41.4%	41.4%	12.9%	3.9%	0.4%

Q6am-an. 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 items of Code Enforcement:

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6am. Enforcing exterior appearance & maintenance of property	16.5%	36.1%	25.1%	3.5%	2.0%	16.9%
Q6an. Enforcing sign regulations	17.6%	35.3%	21.6%	4.7%	0.0%	20.8%

EXCLUDING DON'T KNOW

Q6am-an. 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 items of Code Enforcement: (without "don't know")

(N=255)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6am. Enforcing exterior appearance & maintenance of property	19.8%	43.4%	30.2%	4.2%	2.4%
Q6an. Enforcing sign regulations	22.3%	44.6%	27.2%	5.9%	0.0%

Q7. Using a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree," please indicate your level of agreement with each of the following statements:

(N=255)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q7a. Pedestrian and/or bike access to retail stores/ restaurants is important	23.5%	26.3%	27.5%	11.4%	10.6%	0.8%
Q7b. Mixture of curb & gutter streets & rural roadways is important	26.3%	33.3%	27.1%	7.5%	3.9%	2.0%
Q7c. Attracting retail development to grow sales tax base is important	39.6%	27.1%	15.7%	6.3%	9.4%	2.0%
Q7d. Continued emphasis on attracting high-end corporate office development is important	39.2%	23.9%	17.6%	7.5%	10.6%	1.2%
Q7e. Use of Facebook & Twitter for Town notifications would be useful	7.1%	15.3%	27.8%	16.5%	32.5%	0.8%
Q7f. Connectivity of walking/ biking trails is important	32.9%	24.3%	24.3%	6.7%	11.4%	0.4%

EXCLUDING DON'T KNOW

Q7. Using a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree," please indicate your level of agreement with each of the following statements: (without "don't know")

(N=255)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q7a. Pedestrian and/or bike access to retail stores/ restaurants is important	23.7%	26.5%	27.7%	11.5%	10.7%
Q7b. Mixture of curb & gutter streets & rural roadways is important	26.8%	34.0%	27.6%	7.6%	4.0%
Q7c. Attracting retail development to grow sales tax base is important	40.4%	27.6%	16.0%	6.4%	9.6%
Q7d. Continued emphasis on attracting high-end corporate office development is important	39.7%	24.2%	17.9%	7.5%	10.7%
Q7e. Use of Facebook & Twitter for Town notifications would be useful	7.1%	15.4%	28.1%	16.6%	32.8%
Q7f. Connectivity of walking/biking trails is important	33.1%	24.4%	24.4%	6.7%	11.4%

Q8. 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=255)

	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
Q8a. Sense of community	29.0%	27.5%	25.1%	10.2%	3.9%	4.3%
Q8b. Quality of life	54.9%	26.7%	12.5%	0.0%	2.0%	3.9%
Q8c. Small town feel/rural atmosphere	47.5%	30.6%	11.4%	3.5%	3.1%	3.9%
Q8d. Aesthetic appeal & high development standards	51.4%	23.5%	14.5%	6.3%	1.6%	2.7%
Q8e. Westlake Academy	38.8%	7.5%	10.6%	9.0%	30.2%	3.9%
Q8f. Access to other public schools	20.0%	12.2%	24.3%	14.5%	23.9%	5.1%
Q8g. Proximity to private schools	12.2%	7.8%	23.5%	16.5%	32.5%	7.5%
Q8h. Low crime rate/quality of public safety	59.2%	22.7%	13.3%	1.6%	1.2%	2.0%
Q8i. Employment opportunities	7.8%	2.4%	17.6%	20.8%	42.0%	9.4%
Q8j. Access to DFW airport	39.6%	31.0%	17.6%	6.3%	3.5%	2.0%
Q8k. Access to highways	42.0%	34.9%	14.5%	5.1%	1.2%	2.4%
Q8l. Type of housing available	47.8%	24.3%	14.1%	4.7%	5.1%	3.9%
Q8m. Quality of your subdivision	62.0%	22.7%	6.7%	1.2%	2.7%	4.7%
Q8n. Westlake as a retirement destination	23.9%	9.8%	18.0%	14.1%	24.3%	9.8%
Q8o. Number of publicly accessible parks & trails	17.6%	21.6%	25.9%	19.2%	11.8%	3.9%
Q8p. Subdivision amenities	38.8%	22.4%	17.3%	9.4%	10.2%	2.0%

Q9. Which THREE of the reasons listed above are the most important reasons you will stay in Westlake over the next 5 years?

<u>Q9. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	7	2.7 %
Quality of life	40	15.7 %
Small town feel/rural atmosphere	26	10.2 %
Aesthetic appeal & high development standards	17	6.7 %
Westlake Academy	56	22.0 %
Access to other public schools	14	5.5 %
Proximity to private schools	4	1.6 %
Low crime rate/quality of public safety	13	5.1 %
Access to DFW airport	7	2.7 %
Access to highways	3	1.2 %
Type of housing available	7	2.7 %
Quality of your subdivision	20	7.8 %
Westlake as a retirement destination	5	2.0 %
Number of publicly accessible parks & trails	3	1.2 %
Subdivision amenities	21	8.2 %
<u>None chosen</u>	<u>12</u>	<u>4.7 %</u>
Total	255	100.0 %

Q9. Which THREE of the reasons listed above are the most important reasons you will stay in Westlake over the next 5 years?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	13	5.1 %
Quality of life	47	18.4 %
Small town feel/rural atmosphere	27	10.6 %
Aesthetic appeal & high development standards	12	4.7 %
Westlake Academy	14	5.5 %
Access to other public schools	11	4.3 %
Proximity to private schools	2	0.8 %
Low crime rate/quality of public safety	33	12.9 %
Access to DFW airport	24	9.4 %
Access to highways	8	3.1 %
Type of housing available	5	2.0 %
Quality of your subdivision	24	9.4 %
Westlake as a retirement destination	2	0.8 %
Number of publicly accessible parks & trails	4	1.6 %
Subdivision amenities	8	3.1 %
<u>None chosen</u>	<u>21</u>	<u>8.2 %</u>
Total	255	100.0 %

Q9. Which THREE of the reasons listed above are the most important reasons you will stay in Westlake over the next 5 years?

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	8	3.1 %
Quality of life	21	8.2 %
Small town feel/rural atmosphere	31	12.2 %
Aesthetic appeal & high development standards	25	9.8 %
Westlake Academy	5	2.0 %
Access to other public schools	1	0.4 %
Low crime rate/quality of public safety	31	12.2 %
Employment opportunities	2	0.8 %
Access to DFW airport	13	5.1 %
Access to highways	14	5.5 %
Type of housing available	14	5.5 %
Quality of your subdivision	24	9.4 %
Westlake as a retirement destination	8	3.1 %
Number of publicly accessible parks & trails	8	3.1 %
Subdivision amenities	13	5.1 %
<u>None chosen</u>	<u>37</u>	<u>14.5 %</u>
Total	255	100.0 %

Q9. Which THREE of the reasons listed above are the most important reasons you will stay in Westlake over the next 5 years? (top 3)

<u>Q9. Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Sense of community	28	11.0 %
Quality of life	108	42.4 %
Small town feel/rural atmosphere	84	32.9 %
Aesthetic appeal & high development standards	54	21.2 %
Westlake Academy	75	29.4 %
Access to other public schools	26	10.2 %
Proximity to private schools	6	2.4 %
Low crime rate/quality of public safety	77	30.2 %
Employment opportunities	2	0.8 %
Access to DFW airport	44	17.3 %
Access to highways	25	9.8 %
Type of housing available	26	10.2 %
Quality of your subdivision	68	26.7 %
Westlake as a retirement destination	15	5.9 %
Number of publicly accessible parks & trails	15	5.9 %
Subdivision amenities	42	16.5 %
None chosen	12	4.7 %
Total	707	

Q10. Please indicate where you most frequently purchase the following products. If your purchases are evenly distributed among more than one location, please indicate where you most recently purchased the item.

(N=255)

	Keller	Trophy Club	Roanoke	Southlake	Westlake	Another Place
Q10a. Groceries/household goods	11.1%	13.5%	13.9%	58.3%	0.0%	3.2%
Q10b. Restaurants	3.2%	3.2%	14.7%	72.1%	4.0%	2.8%
Q10c. Clothing	2.8%	0.0%	2.0%	68.4%	0.8%	25.9%
Q10d. Books/music	1.2%	0.0%	1.6%	75.9%	0.0%	21.3%
Q10e. Sporting Goods	4.4%	0.0%	3.2%	44.8%	2.0%	45.6%
Q10f. Furniture	0.8%	0.4%	1.2%	34.3%	0.0%	63.3%
Q10g. Appliances/electronics	1.6%	0.0%	2.0%	34.4%	0.0%	61.9%
Q10h. Entertainment	1.2%	1.2%	4.5%	69.6%	2.0%	21.5%
Q10i. Guest hotel accommodations	0.9%	1.4%	5.0%	40.7%	24.4%	27.6%

Q11a-d. Have you attended the following activities and events sponsored by the Town THIS year?

(N=255)

	Yes	No
Q11a. Decoration Day	15.7%	84.3%
Q11b. Master Works concert series at Solana	8.6%	91.4%
Q11c. Arbor Day event	25.1%	74.9%
Q11d. Christmas Tree Lighting	14.1%	85.9%

Q11a-d. Did you attended the following activities and events sponsored by the Town LAST year?

(N=255)

	Yes	No
Q11a. Decoration Day	21.6%	78.4%
Q11b. Master Works concert series at Solana	11.8%	88.2%
Q11c. Arbor Day event	37.3%	62.7%
Q11d. Christmas Tree Lighting	24.7%	75.3%

Q11e-f. How often do you use the following:

(N=255)

	Weekly	Monthly	Semi- annually	Annually	Never	Not provided
Q11e. Trails or amenities at Glenwyck Park	17.3%	13.7%	7.5%	9.4%	45.1%	7.1%
Q11f. Other publicly accessible trails	11.4%	14.5%	5.1%	7.1%	54.9%	7.1%

EXCLUDING NOT PROVIDED

Q11e-f. How often do you use the following:

(N=255)

	Weekly	Monthly	Semi- annually	Annually	Never
Q11e. Trails or amenities at Glenwyck Park	18.6	14.8	8.0	10.1	48.5
Q11f. Other publicly accessible trails	12.2	15.6	5.5	7.6	59.1

Q12. Have you attended a public meeting in your neighborhood THIS year?

<u>Q12a. A public meeting in your neighborhood</u>	<u>Number</u>	<u>Percent</u>
Yes	79	31.0 %
No	176	69.0 %
Total	255	100.0 %

Q12b-c. If YES (THIS YEAR), please answer the following:

(N=79)

	<u>Yes</u>	<u>No</u>
Q12b. Was the meeting informative?	91.1%	8.9%
Q12c. Did you have the opportunity to discuss your ideas/concerns?	83.5%	16.5%

Q12d-f. If NO (THIS YEAR), please answer the following:

(N=176)

	<u>Yes</u>	<u>No</u>
Q12d. Will you attend a neighborhood meeting in the future?	44.9%	55.1%
Q12e. Do you think these meetings are important?	47.2%	52.8%
Q12f. Do you think these meetings are useful?	42.6%	57.4%

Q12a. Did you attend a public meeting in your neighborhood LAST year?

<u>Q12a. A public meeting in your neighborhood</u>	<u>Number</u>	<u>Percent</u>
Yes	124	48.6 %
No	131	51.4 %
Total	255	100.0 %

Q12b-c. If YES (LAST YEAR), please answer the following:

(N=124)

	<u>Yes</u>	<u>No</u>
Q12b. Was the meeting informative?	86.3%	13.7%
Q12c. Did you have the opportunity to discuss your ideas/concerns?	84.7%	15.3%

Q12d-f. If NO (LAST YEAR), please answer the following:

(N=131)

	<u>Yes</u>	<u>No</u>
Q12d. Will you attend a neighborhood meeting in the future?	49.6%	50.4%
Q12e. Do you think these meetings are important?	53.4%	46.6%
Q12f. Do you think these meetings are useful?	50.4%	49.6%

Q13. What is your age?

<u>Q13. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34 years	9	3.5 %
35-54 years	133	52.2 %
55-74 years	100	39.2 %
75+ years	10	3.9 %
<u>Not provided</u>	<u>3</u>	<u>1.2 %</u>
Total	255	100.0 %

Q14. How many years have you lived in Westlake?

<u>Q14. Years lived in Westlake</u>	<u>Number</u>	<u>Percent</u>
3 or less	69	27.1 %
4 or 5	65	25.5 %
6 to 10	70	27.5 %
11 to 15	20	7.8 %
16 to 20	2	0.8 %
21 to 30	17	6.7 %
31+	4	1.6 %
<u>Not provided</u>	<u>8</u>	<u>3.1 %</u>
Total	255	100.0 %

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

<u>Q15. Children in grades K-12</u>	<u>Number</u>	<u>Percent</u>
Yes	123	48.2 %
No	130	51.0 %
<u>Not provided</u>	<u>2</u>	<u>0.8 %</u>
Total	255	100.0 %

Q15a. If YES to Question #15, do any of these children currently attend Westlake Academy?

<u>Q15a. Do they currently attend Westlake Academy</u>	<u>Number</u>	<u>Percent</u>
Yes	76	61.8 %
No	47	38.2 %
Total	123	100.0 %

Q15b. If NO to Question #15a, did any of these children previously attend Westlake Academy?

<u>Q15b. Did they previously attend Westlake Academy</u>	<u>Number</u>	<u>Percent</u>
Yes	24	51.1 %
No	20	42.6 %
<u>Not provided</u>	<u>3</u>	<u>6.4 %</u>
Total	47	100.0 %

Q15d. If YES to Question Q15b, Are you considering re-enrolling them at Westlake?

<u>Q15d. Considering re-enrolling them</u>	<u>Number</u>	<u>Percent</u>
No	22	91.7 %
<u>Don't know</u>	<u>2</u>	<u>8.3 %</u>
Total	24	100.0 %

Q16. In which subdivision do you live?

<u>Q16. Which subdivision</u>	<u>Number</u>	<u>Percent</u>
Stagecoach Hills	30	11.8 %
Vaquero	98	38.4 %
Wyck Hill	14	5.5 %
Glenwyck Farms	58	22.7 %
Mahotea Boone	8	3.1 %
Other	35	13.7 %
<u>Not provided</u>	<u>12</u>	<u>4.7 %</u>
Total	255	100.0 %

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

<u>Q17. Total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$50K	7	2.7 %
\$50K-\$149,999	16	6.3 %
\$150K-\$500K	109	42.7 %
\$500K+	84	32.9 %
<u>Not provided</u>	<u>39</u>	<u>15.3 %</u>
Total	255	100.0 %

Q18. Your gender:

<u>Q18. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	135	52.9 %
<u>Female</u>	<u>120</u>	<u>47.1 %</u>
Total	255	100.0 %

Q18. OPTIONAL: If you have an additional comments please write them in the space provide below:

- The master calendar is too confusing and hard to get it to work.
- Make sure you fully understand the risks in allowing natural gas drilling in our community. This is more than just a revenue issue!
- I strongly believe Westlake Academy should be sold to the private sector so it can be properly funded by the families that use the school. Perhaps then the town can rescind the "city tax" they inflicted upon the majority of residents that do not have any intent in funding this substandard school.
- The most important item in Westlake is the school Westlake Academy. Where is the survey on it? Let's get some real answers on the school: drama, grading system, science, athletics, etc., and how the school is operated day by day, semester by semester, year by year.
- It is painfully obvious that the Stagecoach Hills subdivision is the "ugly stepchild" in Westlake. Sometimes it seems that the town would just as soon see us disappear. I have lived in areas where airparks were seen as an advantage to a community. I would like to see that happen here. The Town needs to help us improve streets, lighting, utilities, etc., in a more timely fashion. This would be a step in the right direction.
- Storm drains were installed in the neighborhood and it made the drainage worse. Now I have water standing in the drainage system most of the time. The city was notified a couple of times but doesn't seem to want to fix the problem.
- Need better solution for school: not city run and paid for by residents, low Westlake enrollment makes little sense. Need hike and bike trails: runners and bikers without trails present huge safety issues. Enforce codes: appearance of some properties is poor, need maintained - do what you say you are going to do and enforce.
- Water bills and cost is way too high.
- We love living in Westlake. We love the individuals that lead our town. We are so thankful for all your hard work! We think the best investment to raise money for the town would be to have a Whole Foods grocery store and an In-Out Burger (most popular chain coming to Texas) join the community. Then we could have more income to fix roads, add park, support new offices for town leaders and fund the school. Have a great day and thanks again for all you do and for wanting to hear from us.
- Traffic at Peasou and Dove is awful. Sewer and drainage in area is poor. Poor access to parks, walkways, sidewalks, etc.
- Something must be done to reduce the cost of water in Westlake. We pay way too much and have no alternative options. Why can't Glenwyck Farms get any other internet service other than One Source? This must change. I am extremely unhappy about the reduction in trash/recycle service; bring back 2 times/week, please.
- It seems the city is very slow in depositing checks issued to the city. Slow and/or poor administrative systems or accounting or cash management usually indicate or point to bigger problems in the organization. Keep the size of government small.
- Would like to have direct information about whether or not there will be further drilling for natural gas near residential neighborhoods.

Q18. (CONTINUED) OPTIONAL: If you have an additional comments please write them in the space provide below:

- The education and experience of Westlake Academy does not live up to the hype. Teachers and staff are arrogant and elite. The constant hand outs asking for money (kids had to pay \$1.00 just to wear Halloween costume to school) is pathetic! My kid was learning to beg from professionals. This survey continues to dodge the toughest questions around Westlake Academy. It has divided this once united town, and is polarizing neighbors and friends. It is silently forcing residents to take sides. You need to stop charging taxes to the residents to pay for Westlake Academy. Now that trash service is cut in half, I am sure it is to pay for the school which we don't need. Why do Westlake residents have to pay to put non-Westlake residents through Westlake Academy? If Westlake wants to be in the education business, then take the school private (yes, give back the charter) and charge a tuition for attendance. That way the costs are covered by those who use the school. This would go a long way and would help reunite the town and be more fair to everyone. There could also be a discount for living in Westlake. Please lower the water rates too. We are being overcharged and again we believe it is to pay for school overruns. Town leadership needs to focus on running a town, not a school. We want the town to focus and improve services for the whole town, not just supporters/users of Westlake Academy or just policies that benefit the school. Services, streets, trash, and taxes have all been compromised to support the school.
- Houses are too large for trash to be picked up once a week! The Town is very slow in sending checks to bank, it takes 2 to 3 weeks for a check to clear after paying the Town of Westlake.
- Roadside cleanliness is an issue.
- We need to do something on Steve Court during ice storms, maybe it block off or use sand when its icy because vehicles get stuck there every time. Also remove property taxes and this survey could be done online.
- I would like the decal of Chi removed from the curve sign on Dove Road.
- Walking trails (sidewalks) needed on Ottinger. We live just south of the academy and there is no place for people to walk and it is dangerous to walk in the street. Not sure you made a good deal on letting the big trucks use this Ottinger to service Deloitte. In the short run it may be okay, but in the long run I don't think it will be good for the roads or houses. No complaints but so much effort in police traffic enforcement - not much contact or attention unless you're speeding - more to it than just tickets. Officers are very friendly and professional when I've spoken with them.
- Please reduce the traffic on Dove.
- Connecting existing walking paths would make them and parks available to all residents without car use. Somewhat concerned about aesthetics of road leading from Ottinger to Deloitte facility. Publicly distributed information provides little detail. Example: Have arrangements been made for "Westlake Signature" landscaping and trees to assure entry does not appear commercial? My concern about aesthetics is somewhat mitigated by Westlake's demonstrated attention to detail on aesthetics and bucolic feel of our town. It would be helpful to have more detail on specific plans.
- I was not for a city tax like we had in 2010.
- The mailed newsletter is a waste of money. Westlake Wire is a waste. Email update would be effective. Enforce sign regulations on Roanoke Road on the Westlake side.
- Thanks for asking.

Q18. (CONTINUED) OPTIONAL: If you have an additional comments please write them in the space provide below:

- Trash pickup went from twice per week to once per week at the same rate - not satisfactory. When you ask a question, the answer does not tell you if you are providing too much service or not enough. This survey can be used to justify any position. It is not a well written survey. Stop sending it out.
- Sidewalks connecting Vaquero to other trails (NOT through Roland Arthur's property he will never subdivide) should be part of the new road. How in the world is it taking so long to build the road? Attracting a grocery store or market to Westlake would be a great benefit. The nearest store is at least 10 minutes. What are the new trash days and why did it change? Water rates are way too high. Jury duty has been going smoothly. Thank you.
- Westlake Academy is a financial black hole that is manifesting into other negative unintended (or perhaps intended) financial consequences and decision making.
- Please repeal the property tax and tax Fidelity and Deloitte instead. Retroactive was not fair.
- The cost of the water and sewer in particular is ABSOLUTELY ABSURD. My water bill is more than all my other utilities combined on a monthly basis. Now we have a property tax and 1/2 the garbage service. Costs keep going up and what are we getting for it? For the first time since I moved here four years ago, I am disappointed I live in Westlake. If it wasn't for Vaquero and what it offers, I would move.
- The town's over-emphasis on the importance of the mediocre school is a problem.
- The intersection of Dove and Randel Mill is extremely busy. Many cars drive fast and also accelerate rapidly and quite loudly from that intersection in all three directions. It would be nice to have some sort of "no rapid acceleration" sign or some sort of speed bump or obstacle that would slow people down. There are several areas on both sides of Dove Road pavement that are in disrepair between Randel Mill and Hwy 114.
- Westlake Academy provided a decidedly inferior education to Southlake Carroll schools. Why does a town of 1,000 total people, the majority of whom are minors, need a town manager? Westlake is the worst run, most pretentious, and most ill-conceived governance structure and planning in the State of Texas, if not the entire USA. This survey is a total waste of town money and time.
- The school is a complete waste of resources which consequently hinders the financial stability of the town. If the school is so great, why aren't the people who use it willing to pay for it? Because the people who live in or around the most affluent town in the country can't afford it?
- Speed traps are ridiculous and lead to a waste of time in Municipal Court. Tax increase was not necessary. Need solution to cost of water.
- I feel there is a serious lack of communication between the Town Council and the citizens of Westlake. In the three years I have lived here, only the first year was full of information from the Town of Westlake. The last two years a lot has happened and I feel the citizens are left out of the loop unless they go online every day and this is not possible.
- The length of time it is taking to build Precinct Line is a joke. We aren't landing planes, just cars.
- I love Westlake but I do not trust you to value my opinion after raising taxes without representation, so why should I bother with a survey? When the will of the people is subverted and oppressed, we are in big trouble. Now I've lost respect for town government.

Q18. (CONTINUED) OPTIONAL: If you have an additional comments please write them in the space provide below:

- Trash pickup services are horrendous. Trash truck leaks oil all over my neighborhood streets and trash falls out of the truck and blows over the neighborhood. Additionally, there is absolutely no dedicated recycle truck. There used to be a dedicated recycling service but not now. Why? I have a dedicated Town of Westlake green recycle trash receptacle, however, my recyclable material gets picked up and dumped into the same garbage truck with my regular garbage. Why? Westlake deserves a waste management company that is serious and dedicated to recycling.
- The continual Precinct Line construction is making daily living in Westlake less enjoyable, especially here in Vaquero.
- Thank you for all that you do and are trying to do to grow and develop Westlake.
- Wish we could have a sewer system and a new street. Sidewalks and trails at least. Westlake Academy would be on my list also.
- Thanks for the fire hydrant near my home. Upgrade to electrical services good, but streets deteriorating quickly.
- Close Westlake Academy. It is a divisive waste of money.
- I think with the economy and a lot of us with businesses taking a cut in salary, it was a lousy time to propose additional taxes.
- I scored a dissatisfied on trash pickup because they never seem to pick it all up. Going to once a week, there is usually more than will fit in the blue can and all they pick up is the blue can.
- Westlake is a beautiful community. It is also a very transient community. It is critical that we continuously reinvigorate our neighborhoods and involvement with our citizens. There are many options in the area, so we must continue to stand out. We need to continue to promote Westlake Academy, our communities, and our parks. Need to bring pride back.
- Time will tell if the decision for property tax levy was a wise decision to fund Westlake Academy. It is a huge conflict of interest when the town of Westlake represents both the City and Academy. The citizens of Westlake should not be supporting two schools. Taxes will be going up in years to come and the people get taken by both federal and local government. I would personally like to choose my charity to give to. Now, both federal and local governments are making that decision for taxpayers.
- I think the addition of temporary classrooms is a mistake that cheapens the school and the community.
- Very disappointed: the gas drilling - hideous, didn't realize getting mineral rights; ever increasing traffic on Dove Road - with people turning on Randall Mill or Sam School - something has changed because it is terrible; decreasing frequency of trash collection; increasing costs for trash, water, sewer; money wasted on Westlake Academy and now having to pay city taxes - would rather have a library than the Academy. Zero improvements. You try to bring issues up at meetings and people just smile and nod. Waste of time.
- Town council does a great job. I would like to see better judgment on traffic enforcement. Tickets should be issued for dangerous driving, not a rolling stop or going 40 mph down a hill coasting on Dove Road. If there is another option to Keller Police, we should look at it. Westlake is a spectacular place to live.

Q18. (CONTINUED) OPTIONAL: If you have an additional comments please write them in the space provide below:

- We felt that the math education was lacking, as well as the teacher quality at Westlake Academy. During the recent tornado warnings, we were unable to hear any warning sirens. I know that they were going off in all neighboring towns. Does Westlake have a warning system in place? If so, it is not working. Garbage Service: I am in favor of only one pickup per week, but I don't see how it's reasonable that the level of service got reduced without a reduction in price. Water costs continue to increase. I can't imagine the costs many townspeople incur when they water their lawns daily. We are extremely conservative and will most likely pay around \$800 for the month of August. We've seen annual increases well above the level of inflation since we moved here. Property Tax: To have meetings with local townspeople and then to disregard any who opposed the town tax was a disgrace. It is apparent that the tax was passed so quickly to cover increasing costs at Westlake Academy. There were two council members who voted against its passage. At the first meeting after its passage one of those members said, "Well, since we have the money, let's build a new building." This is appalling. The Westlake Academy needs to be able to cover all of its costs, including the cost of the buildings that were constructed, without any support at all from the town. Perhaps being the state's only municipally owned charter school was a mistake. Westlake Academy: I want the school to be successful because I live in this town and hope that its success will ultimately increase our property values, although at this time we are not getting any uplift in our valuations. I hope that as the school size increases, the elitist attitude that is so prevalent there will diminish and it will truly become a school for everyone.
- We just bought our home in September 2010 so do not have much experience. Nice, beautiful town. Too many police patrol Dove and Precinct Line looking for speeders. I don't speed so it does not impact me, but their time would be better spent looking for criminals. Cutting back trash pickup service from two days per week to one day per week was a horrible decision that shows little regard for customer preferences. Service should be changed back to twice per week.
- Southlake schools provide superior schooling K-12. We do not need additional tax burden of Westlake Academy. It should be a private school, so charge for attendance.
- Wish trash pickup was twice a week.
- Very impressed by responsiveness of town.
- Enjoy living in Westlake.
- Eliminate the property tax. Privatize Westlake Academy - town of 700 residents cannot afford its own public school. Quit bringing businesses to the city. Should have to contract with another water provider and lower water costs. Restore the trash service to the level of six months earlier.
- City does a good job listening to citizens but a little dismissive of citizen opinions. Not consider all the options before implementing a property tax. Consider town manager and school leader; should not be the same because it creates a conflict of interest. They don't really listen to us. Restore the trash service back the way it was. Contract with another water department to lower costs.
- Traffic enforcement is too aggressive. Keller Police in surrounding areas waiting to give grief.
- City be a bit more aggressive of ordinances. Davis onto Dove need to clean up current construction. Road on farm to Dove. Shrubs scratching cars. Upkeep side of roadway south of Dove.
- Westlake Academy is excellent. If school is excellent community will be excellent and property values will be good.

Q18. (CONTINUED) OPTIONAL: If you have an additional comments please write them in the space provide below:

- Too many employees that don't do enough that need to do more. Police need to focus more on public safety and not making money off of traffic tickets.
- Great place to live. Couldn't be happier.
- Police department ticketing residents in neighborhoods for ridiculous reasons (other than speeding) is very tormenting and is going to drive away residents.
- Tired of the town wasting our money to keep Westlake Academy open in its current format. You can call the new tax whatever you want but it's still a school tax.
- The cards are against residents who don't attend public neighborhood meetings. Our powers that be don't seem interested in resolving the fiscal problems related to Westlake Academy. The town should not have to financially support, via taxes, Westlake Academy. We already pay CISD school taxes. Westlake Academy needs to be changed to a private school because most of their students come from other communities which is great, except they aren't paying for it. Water prices are way too high. You need to bring in commercial businesses.
- Newest chain In and Out Burger and Whole Foods grocery store would be great in Westlake.
- Don't like the electric company.
- The town is a very nice town and the Mayor's very approachable.
- Would like protected walking and bike access from Glenwyck to Westlake Academy. Would like trash pickup to go back to two days, along with recycling.
- Roadside cleanliness and neighborhood road improvement.
- Police are too concerned about entrapment of speeders. Unethical tactics are used to give traffic tickets. It would be desirable to return to twice weekly residential trash pickup.
- Great place to live.
- Unethical tactics are used to give traffic tickets. Please return to two times a week residential trash pickup.
- Regarding taxes, I purchased property in Westlake because it was self-governed by people, it was a small town, there were no taxes and it had a community feel in a rural setting. It is changing and not for the better. I oppose property taxes for Westlake residential property owners. I do not believe that city communication is a "spin free zone" - specifically referring to questions 6R and 6S, the accuracy of the information received from Town and the completeness of the information received from town.
- Very disappointed with utility. I am beyond disappointed with trash. Paying more to live in community and get less. These are reasons why I am leaving. Mayor is not doing his job, especially regarding school. Don't agree with curriculum choices in school. We need additional lanes for bikers. Too many police.
- A couple of homes with too many living there and a lot of cars parked outside. The home with too many people on Main Street looks trashy.
- Need to be made aware you need a voucher to take hazardous materials to station drop-off. No one told me.
- Need useful bike trails from neighborhood to schools and businesses.
- More information about town services and programs. What's available for people to do needs to be made more readily available to residents of Westlake.

Q18. (CONTINUED) OPTIONAL: If you have an additional comments please write them in the space provide below:

- Would love a Starbucks.
- Would be nice to have a children's park area in Glenwyck Farms.
- Forty students enrolled in one grade at Westlake Academy is too many. Trash pickup should be twice a week. Cleanliness of streets needs improvement.
- We need a professional in IB education leading the Westlake Academy. Two school principals reporting to the town manager does not work.
- Appalled during week in February that public works did not put anything on main thoroughfares for snow and ice. It was very dangerous and no concern was shown by the public works department. What happened to phone message notifications of severe weather alerts? Better town calendar to inform residents of what is available, i.e., bulky item pickup, drop-off and household hazardous waste drop-off, town events. During summer months, public works should do more trimming at intersections of vegetation for better visibility with traffic.
- Get innovative about weekly email announcements, especially in the subject lines with the wording. I feel town is communicating but maybe needs to fine tune communication verbiage.
- Our subdivision has no voice on the City Council. Our subdivision doesn't have representation and by segregating school board of trustees from the Town Council, that would allow for people whose interests are not around the school to be represented.
- More funding for schools, especially Westlake Academy since that is a priority for parents in Westlake.
- The town is trying to change into something too big; council members should make sure it keeps that small-town feel.
- I think the Town is spending too much money on these surveys.
- We need new Town leadership. No more taxes, we have already paying for two education systems.
- Water bill is way too high. I'm not using the amount being billed for water and I feel that this is an underhanded tactic instead of just outright taxing us for needed services and repairs to infrastructure. Clarity on who is responsible for street lighting. More information is needed about long-term vision for roadways.
- Thank Laura and Tom for doing this. More and aggressive enforcement of lighting restrictions.

Section 6:
Survey Instrument



Town of Westlake

May 2011

Dear Westlake Resident,

This marks the third installment of our annual *DirectionFinder* resident survey. We are extremely grateful for your continued participation and support of this effort. Resident responses have grown from 253 households in 2009 to 261 in 2010, a truly phenomenal achievement! If you have not participated in this survey before, we would especially like to hear from you; we ask that you take a few moments so we can have your important feedback.

You may notice some changes in the types of questions being asked in this year's survey. This is because we have used your previous survey responses to further hone this year's survey instrument to identify key areas of concern for our residents. For example, a number of the major street capital projects will be underway over the next several months. This is a result of your survey responses about street infrastructure priorities. Additionally, this survey assists your Town government in understanding and gaining a sense of the "pulse" of our community regarding your concerns and interests about the Town. It is our desire to maintain and promote a community that not only meets, but exceeds, your expectations for service excellence and a great quality of life. Your input via this survey will help us in that effort. Also, anytime you have questions or concerns about your Town government, please send us an email, call, or come by the Town offices; we are here to serve you.

Please help us by taking a few minutes to complete the enclosed survey. A survey has been mailed to every adult resident in the Town. Please have each adult in your household complete the surveys received and return to the address listed below. We would especially like to hear from those of you who have not responded in the past. Results will be used as a working tool to assist us in making critical decisions concerning the allocation of Town resources, measure the effectiveness of Town services, and help set the future direction for our community.

Please return your survey in the enclosed return-reply envelope to:

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

Any questions may be directed to Ginger Awtry in the Town Manager's Office at (817) 490-5719 or via e-mail at gawtry@westlake-tx.org.

Thank you for helping to make Westlake a premier community!

Thomas E. Brymer
Town Manager/Superintendent Westlake Academy

TOWN OF WESTLAKE 2011 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 satisfaction with the following services provided by the Town of Westlake:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of public safety services (police, fire, emergency medical, and municipal court)	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	5	4	3	2	1	9
E.	Overall quality of utility services	5	4	3	2	1	9
F.	Overall quality of parks, trails, and facilities in Westlake	5	4	3	2	1	9
G.	Overall quality of customer service provided by the Town	5	4	3	2	1	9
H.	Overall code enforcement	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. **Several items that may influence your perception of the Town of Westlake are listed below. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”**

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of governmental services provided by the Town of Westlake	5	4	3	2	1	9
B.	Overall value that you receive from local revenue sources (i.e. taxes, fees, and permits)	5	4	3	2	1	9
C.	The direction the Town is heading	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. **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

6. 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 <i>Satisfied</i> are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Police Services							
A.	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.	Quality of fire services	5	4	3	2	1	9
H.	Quality of emergency medical services	5	4	3	2	1	9
I.	Response time of fire and emergency medical services personnel	5	4	3	2	1	9
Emergency Preparedness							
J.	Level of response of the public works department during extreme weather conditions	5	4	3	2	1	9
K.	Efforts by Town staff to inform residents of hazardous road conditions, potential inclement weather and closures	5	4	3	2	1	9
Transportation Services							
L.	Condition of major streets in Westlake	5	4	3	2	1	9
M.	Condition of streets in your neighborhood	5	4	3	2	1	9
N.	Cleanliness of streets/public areas	5	4	3	2	1	9
O.	Traffic flow and congestion management in Westlake	5	4	3	2	1	9
Communication/Citizen Engagement							
P.	Efforts of the Town to keep you informed about Council Meetings, Town projects, issues and events	5	4	3	2	1	9
Q.	Timeliness of information provided by the Town	5	4	3	2	1	9
R.	Accuracy of the information you receive from the Town	5	4	3	2	1	9
S.	Completeness of the information you receive from the Town	5	4	3	2	1	9
T.	Opportunity for public involvement in local decisions	5	4	3	2	1	9
U.	Usefulness of the Town's newsletter	5	4	3	2	1	9
V.	Ease of use of the Town's website	5	4	3	2	1	9
W.	Availability/Accessibility of Town records	5	4	3	2	1	9
Parks and Recreation Services							
X.	Maintenance of Town-owned Glenwyck Park	5	4	3	2	1	9
Y.	Number of publicly accessible parks and walking/biking trails in Westlake	5	4	3	2	1	9
Z.	General appearance of streetscaping and open spaces	5	4	3	2	1	9

CONTINUED

6. 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 <i>Satisfied</i> are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Utility Services							
AA	Residential trash collection services	5	4	3	2	1	9
AB	Curbside recycling services	5	4	3	2	1	9
AC	Yard waste collection services	5	4	3	2	1	9
AD	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
AE	Town efforts to promote water conservation & protect water resources	5	4	3	2	1	9
AF	Household hazardous waste disposal service (for oil, paint, etc)	5	4	3	2	1	9
AG	Efforts by the Town to manage storm water run-off	5	4	3	2	1	9
AH	Quality of wastewater (or sanitary sewer) utility services	5	4	3	2	1	9
Customer Service							
AI	Level of participation of Town Staff in community events/neighborhood meetings	5	4	3	2	1	9
AJ	Expertise and ability of staff to resolve resident concerns	5	4	3	2	1	9
AK	Responsiveness of Town staff to residential concerns/issues	5	4	3	2	1	9
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How Important was?		Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
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B.	Quality of life	5	4	3	2	1	9
C.	Small town feel/rural atmosphere	5	4	3	2	1	9
D.	The aesthetic appeal and high development standards	5	4	3	2	1	9
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L.	Type of housing available	5	4	3	2	1	9
M.	Quality of your subdivision	5	4	3	2	1	9
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O.	Number of publicly accessible parks & trails	5	4	3	2	1	9
P.	Subdivision amenities (airpark, golf club, parks & open space, etc.)	5	4	3	2	1	9

9. **Which THREE of the reasons listed above are the most important reasons you will stay in Westlake over the next 5 years?** [Write in the letters below using the letters from the list in Question 8 above].

1st: _____ 2nd: _____ 3rd: _____

10. **Please indicate where you most frequently purchase the following products? If your purchases are evenly distributed among more than one location, please indicate where you most recently purchased the item.**

Please indicate where you most frequently purchase the following:		<i>Keller</i>	<i>Trophy Club</i>	<i>Roanoke</i>	<i>Southlake</i>	<i>Westlake</i>	<i>Another Place</i>
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11. Please answer the following questions about your participation and awareness of activities and events sponsored by the Town.

HAVE YOU:	<u>This Year?</u>	<u>Last Year?</u>	<u>Never Attended</u>	<u>Not Aware of Event</u>	
a.) attended Decoration Day?	Yes / No	Yes / No	_____	_____	
b.) attended any of the Master Works concert series events at Solana?	Yes / No	Yes / No	_____	_____	
c.) attended the Arbor Day event?	Yes / No	Yes / No	_____	_____	
d.) attended the Christmas Tree Lighting?	Yes / No	Yes / No	_____	_____	
HOW OFTEN DO YOU (circle one):					
e.) use the trails or amenities at Glenwyck Park?	Weekly	Monthly	Semi-annually	Annually	Never
f.) use any of the other publicly accessible trails?	Weekly	Monthly	Semi-annually	Annually	Never

12. Please answer the following questions regarding the neighborhood meetings held throughout Westlake:

HAVE YOU:	<u>This Year?</u>	<u>Last Year?</u>	<u>Never Attended</u>	<u>Not Aware of Meetings</u>
a.) attended a public meeting in your neighborhood?	Yes / No	Yes / No	_____	_____
If YES,				
b.) Was the meeting informative?				Yes / No
c.) Did you have the opportunity to discuss your ideas/concerns?				Yes / No
If NO,				
d.) Will you attend a neighborhood meeting in the future?				Yes / No
e.) Do you think these types of meetings are important?				Yes / No
f.) Do you think these types of meetings are useful?				Yes / No

13. What is your age?

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

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

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

- (1) Yes – please answer #15a
 (2) No

15a. If YES to #15: Do any of these children currently attend Westlake Academy?
 (1) Yes (2) No – Please answer 15b

15b. If NO to #15a: Did any of these children previously attend Westlake Academy?
 (1) Yes – please answer #15c and #15d (2) No

15c. If YES to #15b: Why did your children stop attending Westlake Academy?

15d. If YES to #15b: Are you considering re-enrolling them at Westlake Academy?
 (1) Yes (2) No

16. In which subdivision do you live?

____(1) Stagecoach Hills

____(2) Vaquero

____(3) Wyck Hill

____(4) Glenwyck Farms

____(5) Mahotea Boone

____(6) Other: _____

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

____(1) Under \$50,000

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

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

____(4) Over \$500,000

18. 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 document in the enclosed
postage paid envelope addressed to:

ETC Institute
725 W. Frontier Circle
Olathe, KS 66061

TOWN OF WESTLAKE 2011 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 satisfaction with the following services provided by the Town of Westlake:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of public safety services (police, fire, emergency medical, and municipal court)	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	5	4	3	2	1	9
E.	Overall quality of utility services	5	4	3	2	1	9
F.	Overall quality of parks, trails, and facilities in Westlake	5	4	3	2	1	9
G.	Overall quality of customer service provided by the Town	5	4	3	2	1	9
H.	Overall code enforcement	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. **Several items that may influence your perception of the Town of Westlake are listed below. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”**

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of governmental services provided by the Town of Westlake	5	4	3	2	1	9
B.	Overall value that you receive from local revenue sources (i.e. taxes, fees, and permits)	5	4	3	2	1	9
C.	The direction the Town is heading	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. **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

6. 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 <i>Satisfied</i> are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Police Services							
A.	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.	Quality of fire services	5	4	3	2	1	9
H.	Quality of emergency medical services	5	4	3	2	1	9
I.	Response time of fire and emergency medical services personnel	5	4	3	2	1	9
Emergency Preparedness							
J.	Level of response of the public works department during extreme weather conditions	5	4	3	2	1	9
K.	Efforts by Town staff to inform residents of hazardous road conditions, potential inclement weather and closures	5	4	3	2	1	9
Transportation Services							
L.	Condition of major streets in Westlake	5	4	3	2	1	9
M.	Condition of streets in your neighborhood	5	4	3	2	1	9
N.	Cleanliness of streets/public areas	5	4	3	2	1	9
O.	Traffic flow and congestion management in Westlake	5	4	3	2	1	9
Communication/Citizen Engagement							
P.	Efforts of the Town to keep you informed about Council Meetings, Town projects, issues and events	5	4	3	2	1	9
Q.	Timeliness of information provided by the Town	5	4	3	2	1	9
R.	Accuracy of the information you receive from the Town	5	4	3	2	1	9
S.	Completeness of the information you receive from the Town	5	4	3	2	1	9
T.	Opportunity for public involvement in local decisions	5	4	3	2	1	9
U.	Usefulness of the Town's newsletter	5	4	3	2	1	9
V.	Ease of use of the Town's website	5	4	3	2	1	9
W.	Availability/Accessibility of Town records	5	4	3	2	1	9
Parks and Recreation Services							
X.	Maintenance of Town-owned Glenwyck Park	5	4	3	2	1	9
Y.	Number of publicly accessible parks and walking/biking trails in Westlake	5	4	3	2	1	9
Z.	General appearance of streetscaping and open spaces	5	4	3	2	1	9

CONTINUED

6. 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 <i>Satisfied</i> are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Utility Services							
AA	Residential trash collection services	5	4	3	2	1	9
AB	Curbside recycling services	5	4	3	2	1	9
AC	Yard waste collection services	5	4	3	2	1	9
AD	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
AE	Town efforts to promote water conservation & protect water resources	5	4	3	2	1	9
AF	Household hazardous waste disposal service (for oil, paint, etc)	5	4	3	2	1	9
AG	Efforts by the Town to manage storm water run-off	5	4	3	2	1	9
AH	Quality of wastewater (or sanitary sewer) utility services	5	4	3	2	1	9
Customer Service							
AI	Level of participation of Town Staff in community events/neighborhood meetings	5	4	3	2	1	9
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