

2013 Town of Westlake Resident Survey *Final Report*



Submitted To:



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Contents

Executive Summary	i
<u>Section 1</u>	
Charts and Graphs	1
<u>Section 2</u>	
Trend Analysis.....	18
<u>Section 3</u>	
Importance-Satisfaction Analysis	32
I-S Matrix Graphs	36
<u>Section 4</u>	
Tabular Data	38
<u>Section 5</u>	
Survey Instrument.....	71

Town of Westlake

2013 Resident Survey

Executive Summary

Overview and Methodology

During April and May of 2013, 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, 2010 and 2011.

The five-page survey was administered by mail and phone to a random sample of 250 households in the Town. The results for the random sample of 250 households have a 95% level of confidence with a precision of at least +/- 4.0%.

This summary report contains:

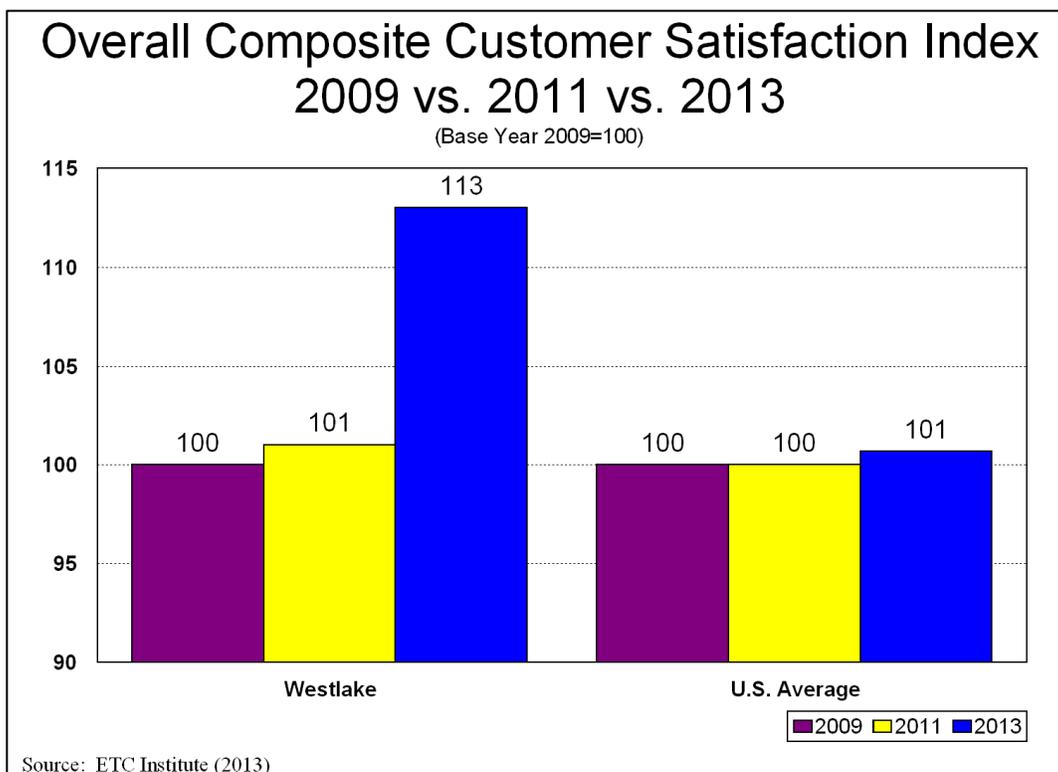
- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- trend analysis
- benchmarking data that shows how the results for Westlake compare to other cities and towns in the U.S. and to other communities where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

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

Overall Satisfaction

Seventy-four percent (74%) of residents, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of government services provided by Westlake; 17% were neutral and 10% were dissatisfied. The highest levels of satisfaction with Town services, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of public safety services (86%), Westlake’s emergency preparedness efforts (82%) and the maintenance of Town streets (81%).

Composite Customer Satisfaction Index. To objectively assess the change in overall satisfaction with Town services from 2009, ETC Institute developed a Composite Customer Satisfaction Index for the Town. The Composite Satisfaction Index is derived from the mean rating given for all major categories of Town services that are assessed on the survey in 2009, 2011 and 2013. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2009) and then multiplying the result by 100. As the chart below shows, the Composite Customer Satisfaction Index for Westlake increased 1 point from 2009 to 2011 and then increased 12 points from 2011 to 2013. In comparison, the U.S. index has remained fairly stagnant, with a slight increase of just 1 point from 2011 to 2013. (In addition to these findings, more detailed analysis of how the survey results have changed from 2009, 2011 and 2013 is provided in Section 2 of this report).



Overall Priorities

The top three major Town services that residents felt were most important were: 1) public safety services (73%), 2) overall value of Westlake Academy to the Town (44%) and 3) parks/trails/open spaces/streetscaping/facilities (34%).

Satisfaction with Specific Town Services

- **Police Services.** The police services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of local police protection (80%), how quickly police respond to emergencies (80%) and efforts of the Town to prevent crime (74%).
- **Fire and Emergency Medical Services.** Residents were generally satisfied with fire and emergency medical services in Westlake. Based upon a combination of “very satisfied” and “satisfied” responses, among residents who had an opinion, eighty-eight percent (88%) of Westlake residents were satisfied with the quality emergency medical services, 88% were satisfied with the response time of fire and EMS personnel and 87% were satisfied with the overall quality of fire services.
- **Emergency Preparedness.** Three-fourths (75%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the Town staff response during extreme weather and 73% were satisfied with efforts by the Town staff to inform residents of hazardous road conditions, potential inclement weather and closures.
- **Transportation Services.** The transportation services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the condition of major streets in Westlake (87%), the cleanliness of streets and other public areas (86%) and the condition of neighborhood streets (86%).
- **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: the usefulness of the Westlake Wire communications (77%), Town efforts to keep residents informed (70%) and the timeliness of information provided by the Town (64%).

- **Parks and Recreation Services.** The parks and recreation services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the maintenance of streetscaping and open space (74%) and the maintenance of Town-owned Glenwyck Park (69%).
- **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 (83%), yard waste/bulky item removal services (78%) and residential trash collection services (78%).
- **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 (83%), municipal court services (81%) and the participation of Town staff in community events/neighborhood meetings (77%).

Other Findings

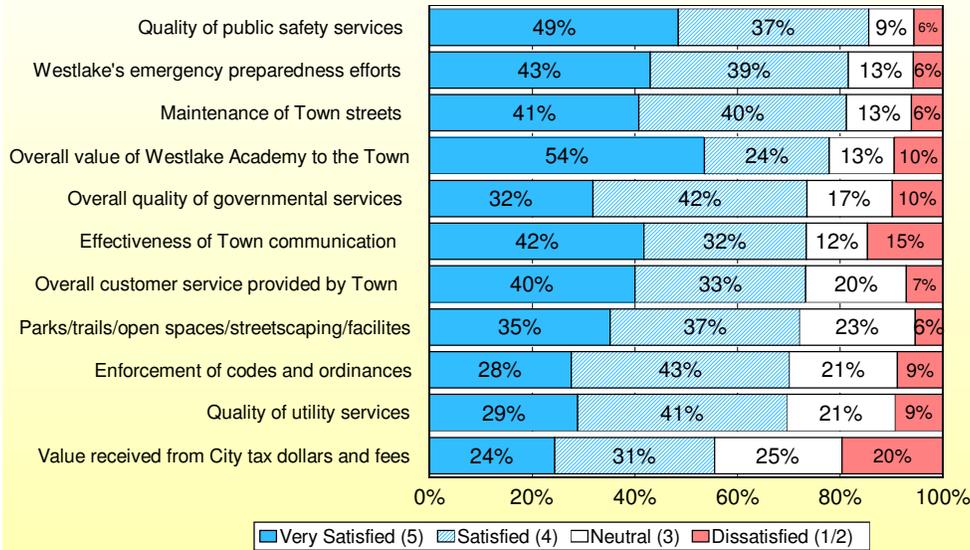
- Eighty percent (80%) of the residents surveyed, who had an opinion, either “strongly agreed” or “agreed” that Westlake’s continued emphasis on attracting high-end development is important.
- The most important reasons that residents indicated they will continue to stay in Westlake over the next five years were: 1) the quality of life (54%), 2) aesthetic appeal/high development standards (38%), 3) Westlake Academy (37%) and 4) the small town feel (35%).
- The road improvements that residents felt were most beneficial, based upon the combined percentage of residents who rated the improvement as “very beneficial” or “beneficial” among residents who had an opinion, were: improvements to Dove Rd./J.T. Ottinger Rd. (75%) and Improvements to FM 1938/David Blvd. (70%).
- Residents were generally satisfied with the efforts of the Town to respond and deal with burglary incidents. Eighty-one percent (81%) of residents who had an opinion, were “very satisfied” or “satisfied” with the police response to burglaries in Westlake; 83% were satisfied with the communication provided about burglaries and 77% were satisfied with Westlake’s efforts to implement safety measures from incidents.

- The types of Town information that residents were most familiar with, based upon the combined percentage of residents who indicated they were “very familiar” or “somewhat familiar” with the information, were: zoning standards within the Town (74%), allowed uses for existing planned development districts within the Town (70%) and the Town's open space requirements for development (67%).
- Of the residents who had attended public meetings held in their neighborhood this year, eighty-three percent (83%) felt the meeting was informative and 87% felt they had the opportunity to discuss their ideas and concerns at the meeting.
- Ninety-five percent (95%) of the residents surveyed felt “very safe” or “safe” in the Town of Westlake; 3% of the residents felt “very unsafe” or “unsafe” and 2% of residents did not have an opinion.
- Most (91%) of the residents surveyed thought Westlake was an “excellent” or “good” place to live; 2% felt it was an “average” place to live, 4% felt it was a “poor” place to live and 3% did not know.

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With Town Services by Major Category

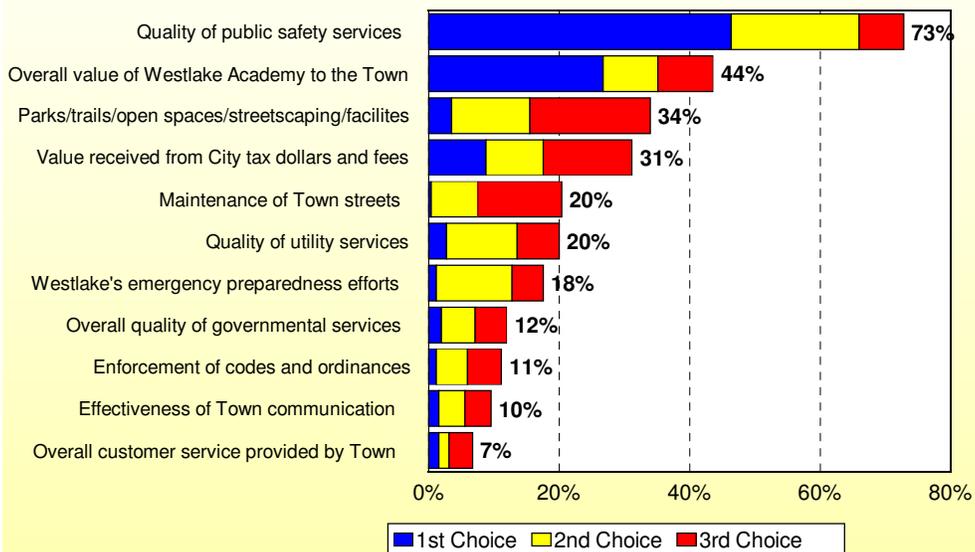
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

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

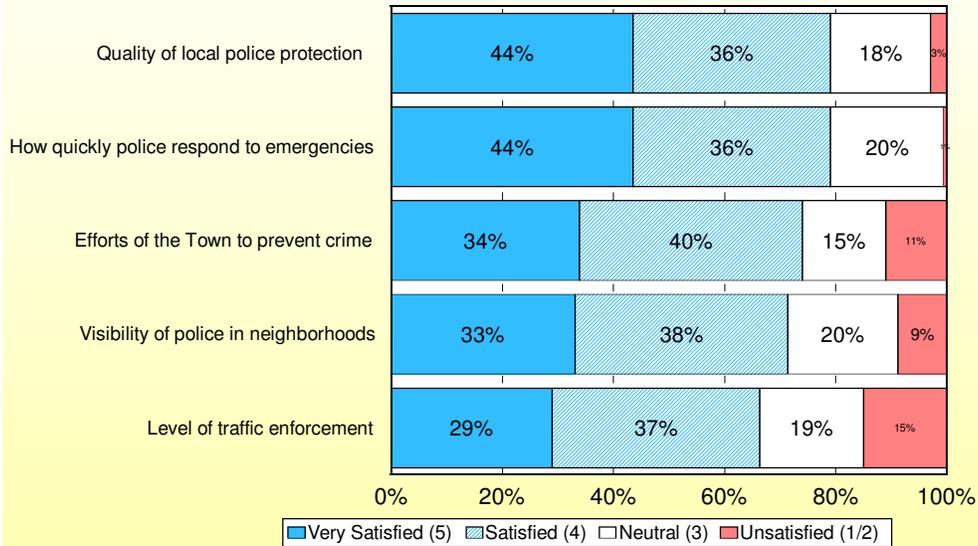
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q3a-e. Satisfaction with Police Services in the Town of Westlake

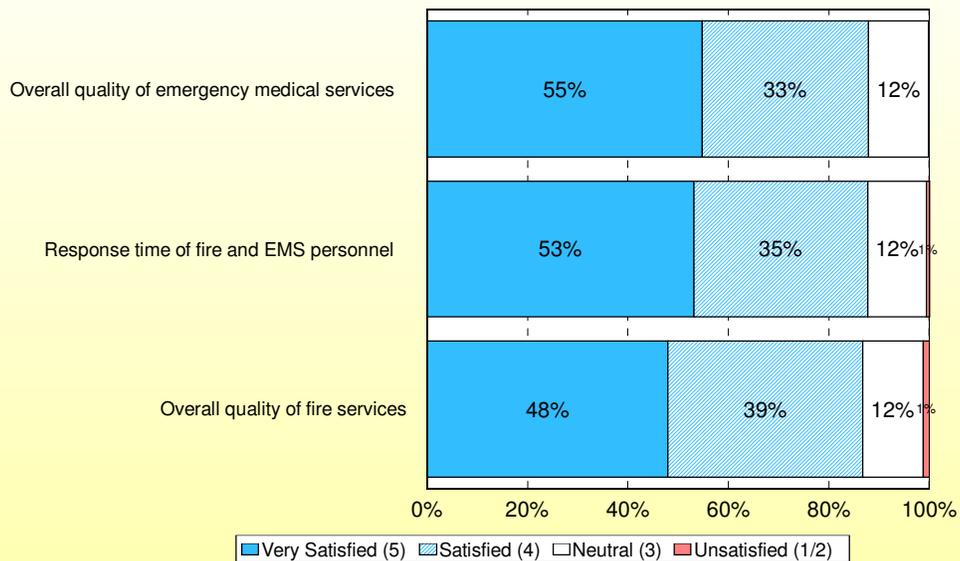
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q3f-g. Satisfaction with Fire and Medical Services in the Town of Westlake

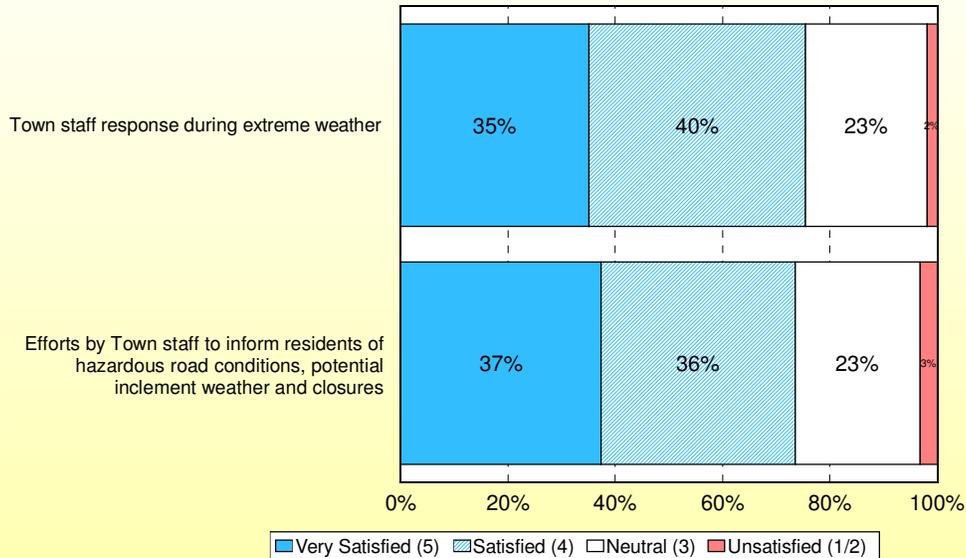
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q3i-j. Satisfaction with Emergency Preparedness in the Town of Westlake

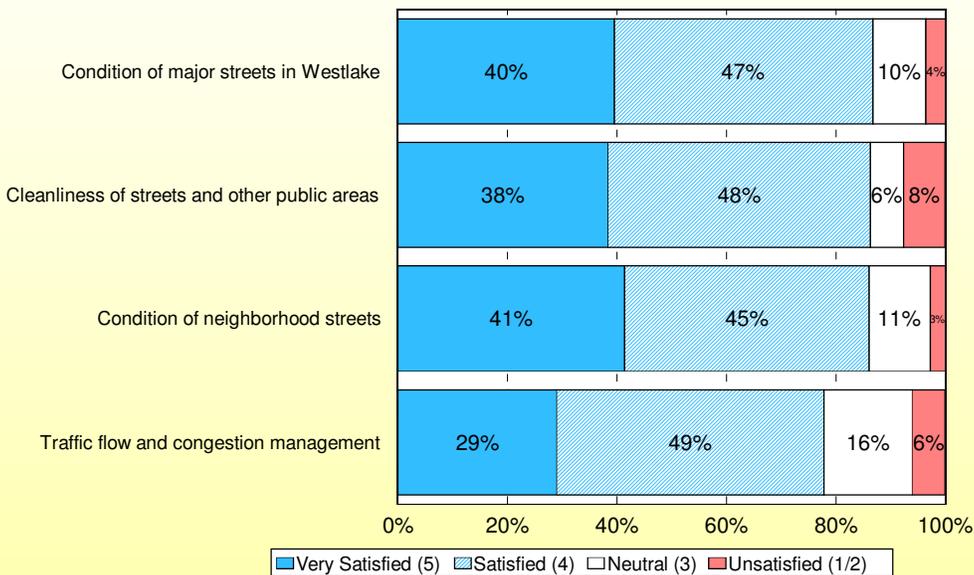
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q3k-n. Satisfaction with Transportation Services in the Town of Westlake

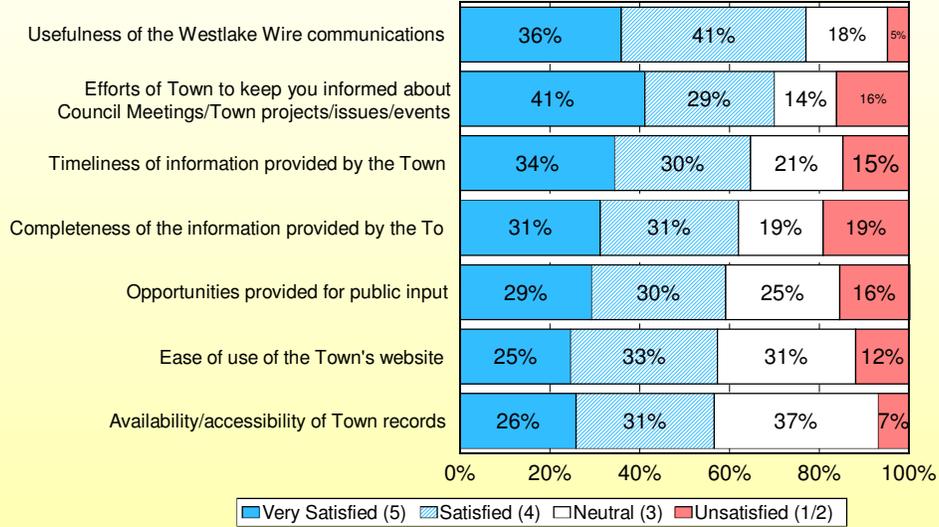
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q3o-u. Satisfaction with Communication and Citizen Engagement in the Town of Westlake

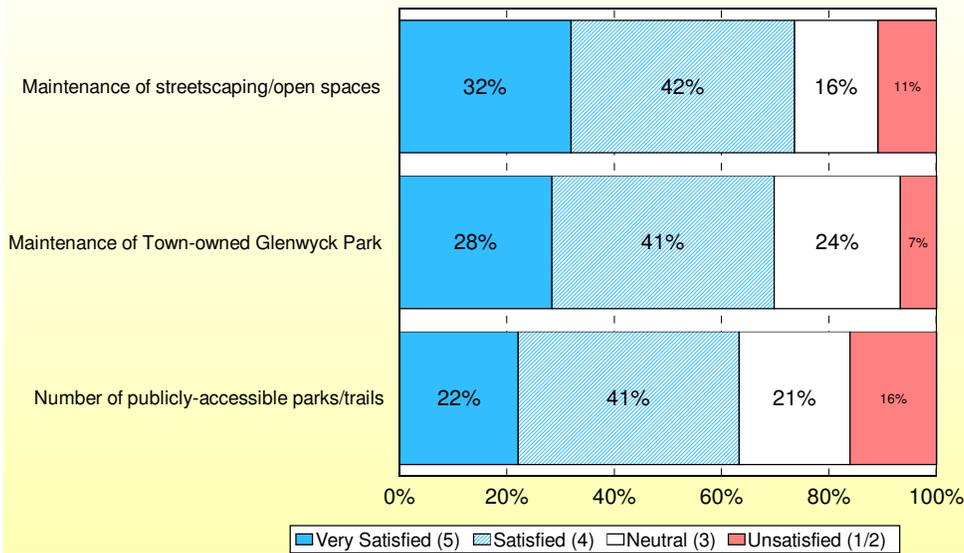
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q3v-x. Satisfaction with Parks and Recreation Services in the Town of Westlake

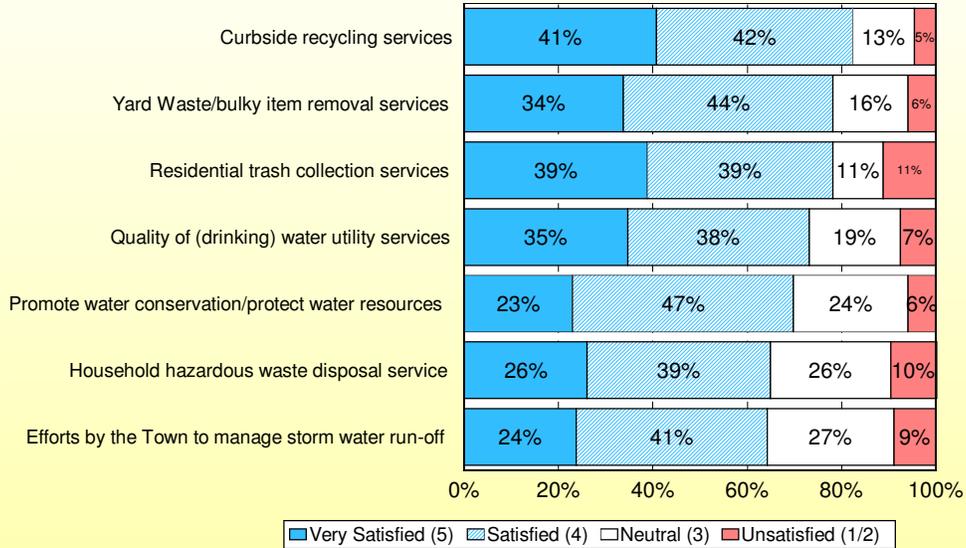
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q3y-ee. Satisfaction with Utility Services in the Town of Westlake

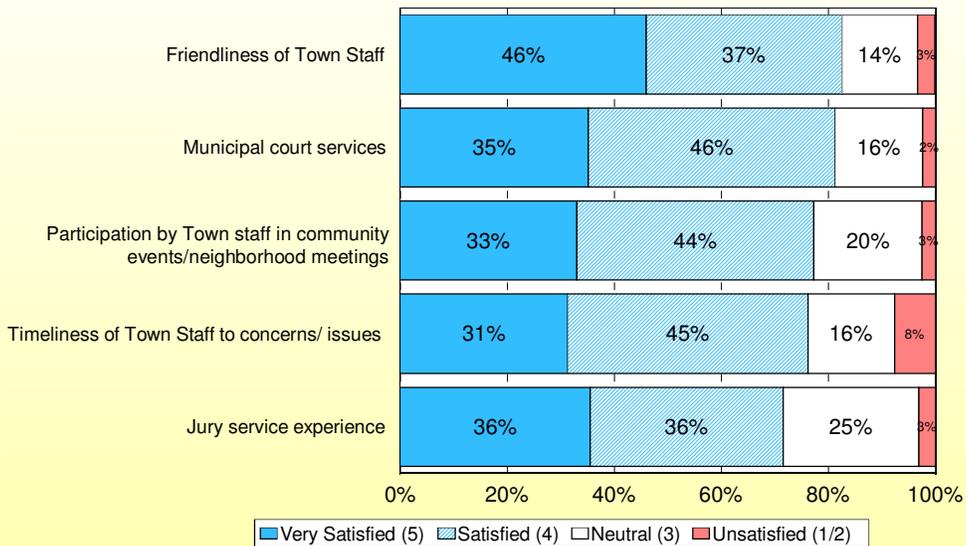
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q3ff-jj. Satisfaction with Customer Service in the Town of Westlake

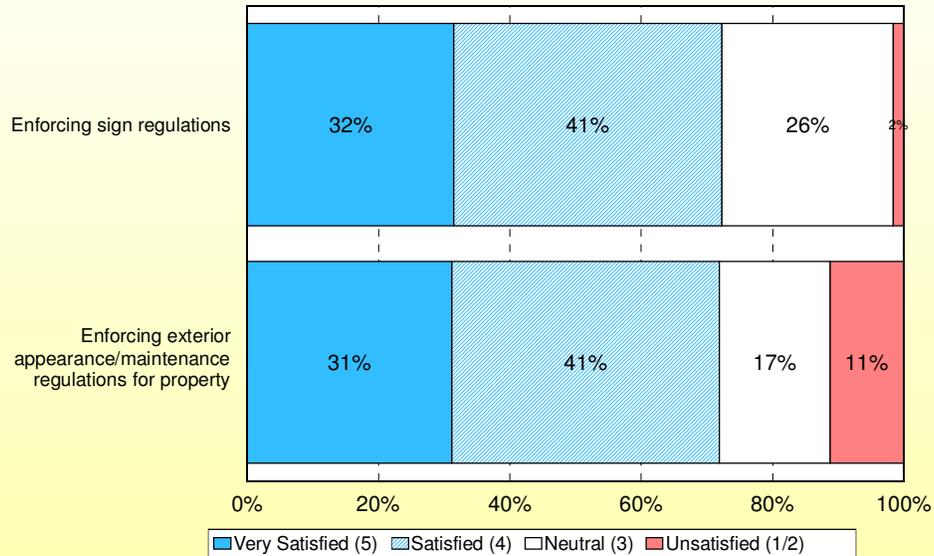
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q3kk-II. Satisfaction with Code Enforcement in the Town of Westlake

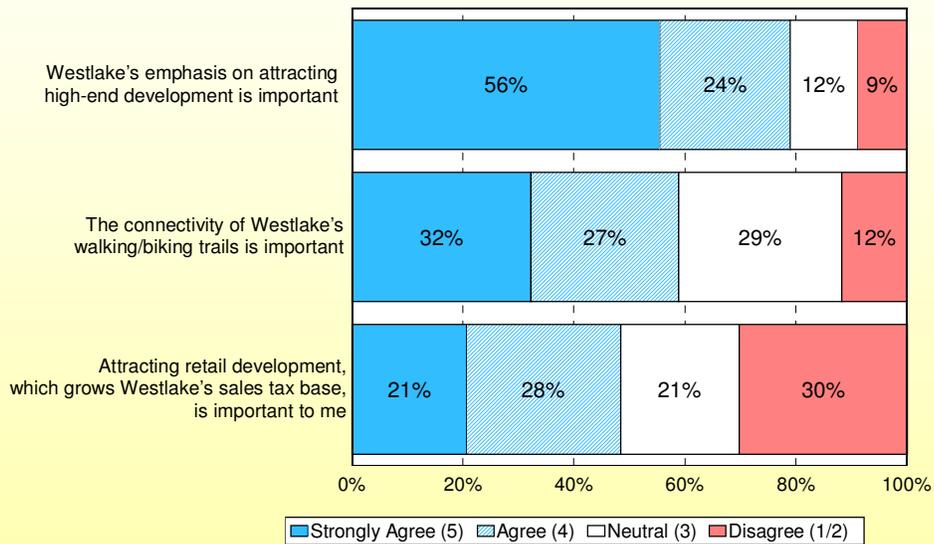
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q4. Level of Agreement With Various Statements About Westlake

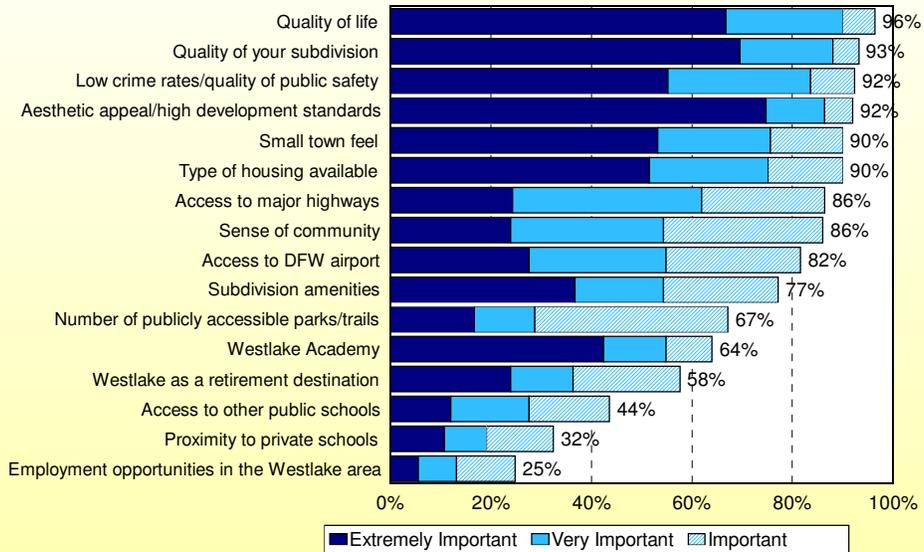
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q5. Importance of Various Reasons in the Decision to Move to Westlake

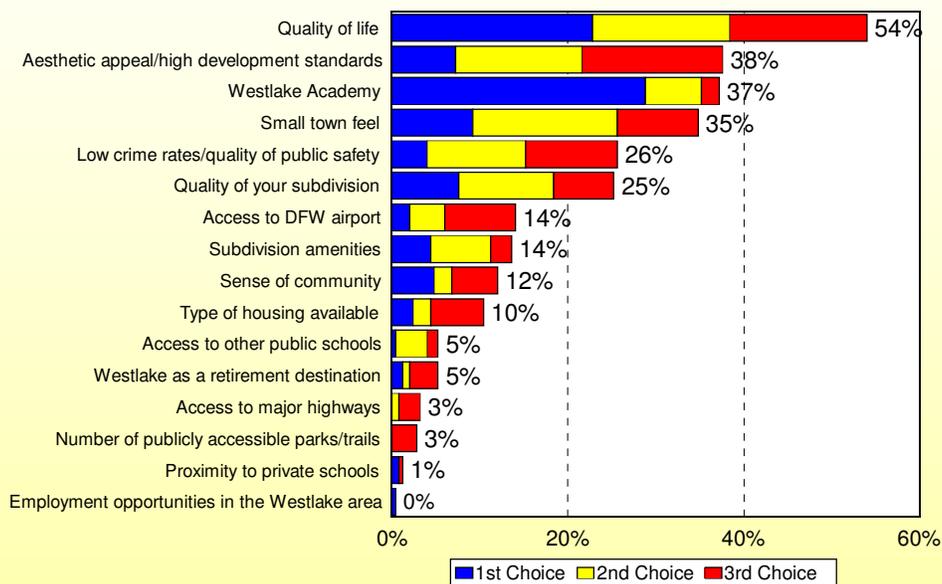
by percentage of respondents who felt the item was "extremely important," "very important" or "important"



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q6. Reasons Residents Will Stay in Westlake Over the Next Five Years

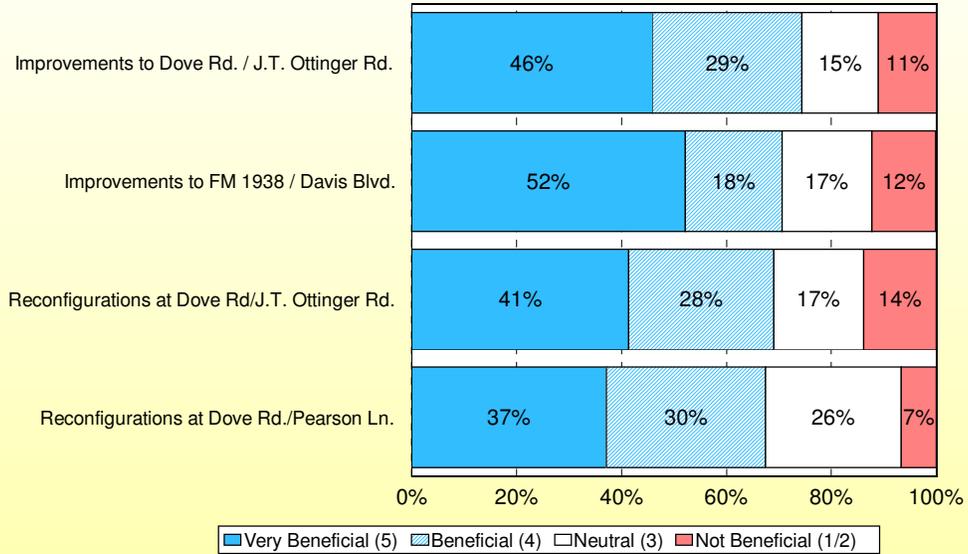
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q7. How beneficial do you feel the following road improvements are:

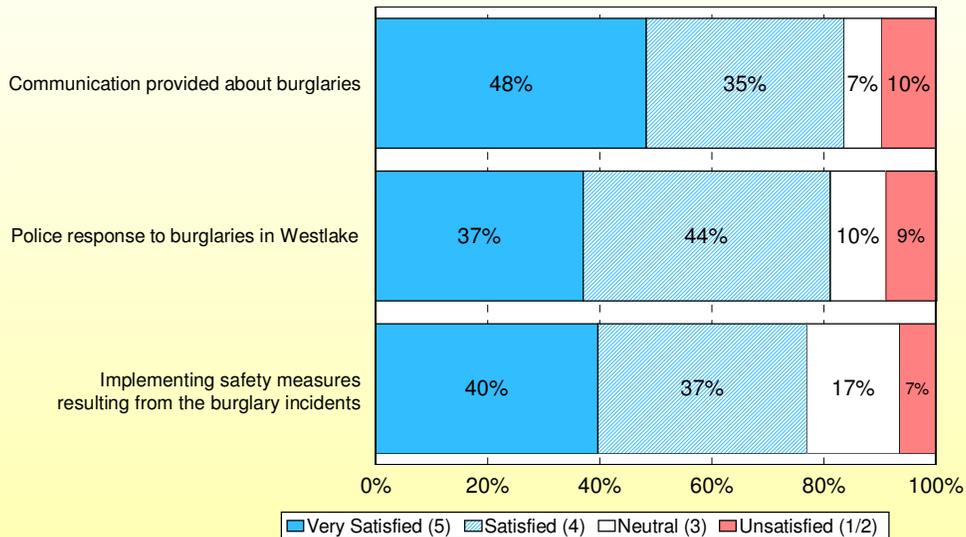
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q8. Satisfaction With How Well Burglary Incidents Were Handled

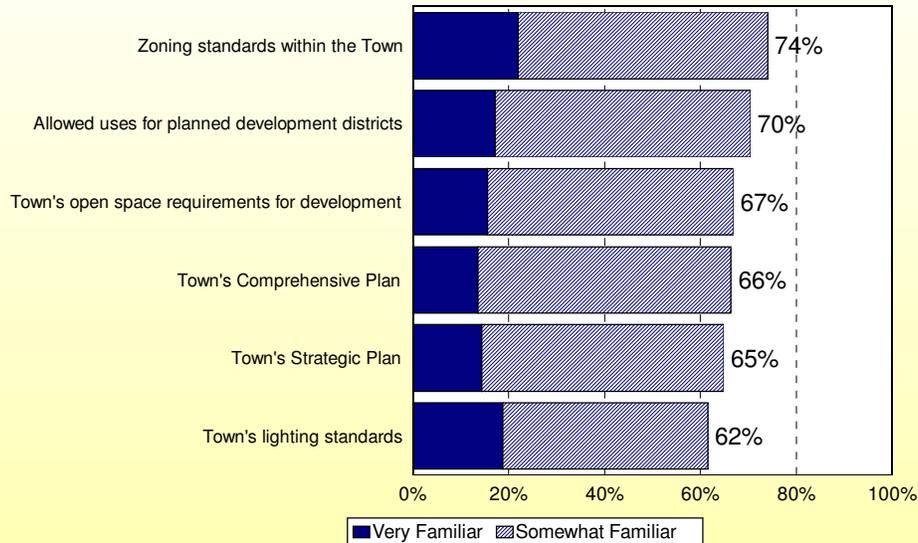
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q9. Town Information Residents Were Familiar With

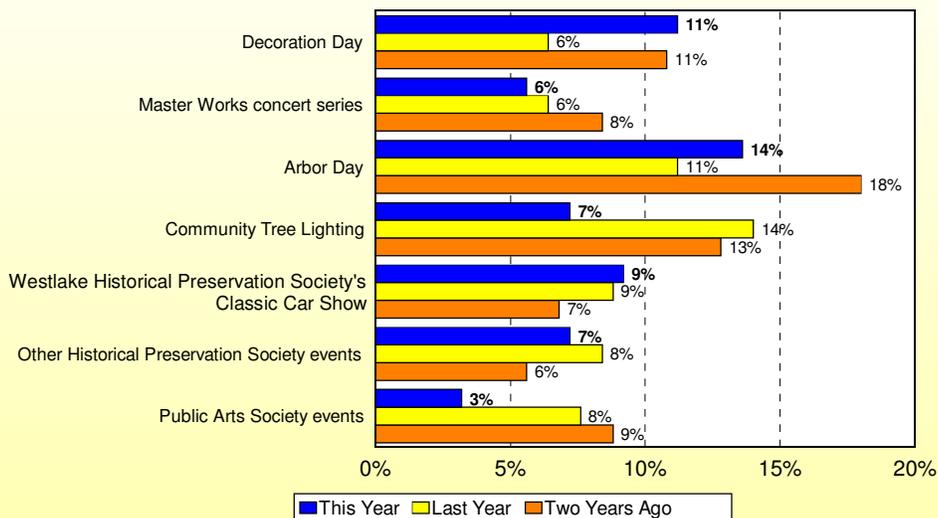
by percentage of respondents who indicated they were "very familiar" or "somewhat familiar" with the information



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q10. Percentage of Residents Who Participated in Activities and Events Sponsored by the Town

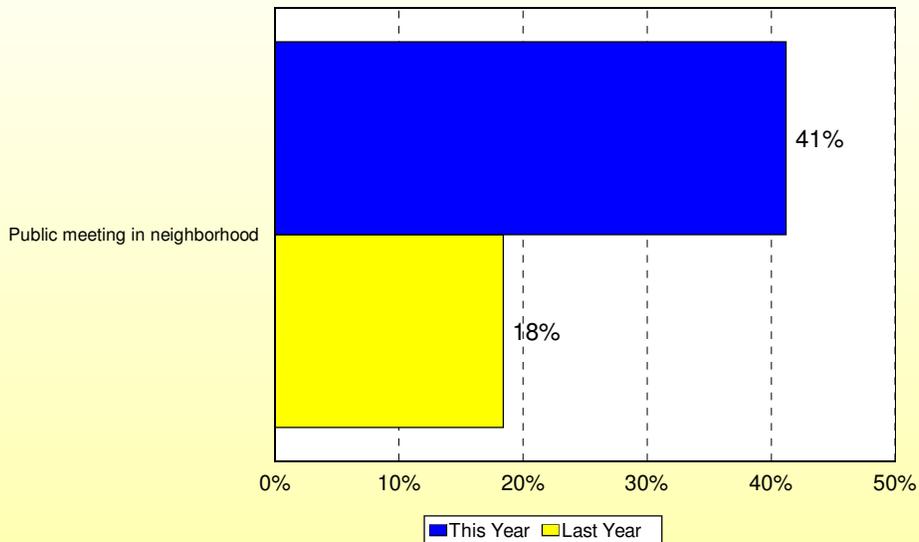
by percentage of respondents who indicated they had participated in the event



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q11. Percent of Residents who Participated in Public Meetings Held in Their Neighborhood

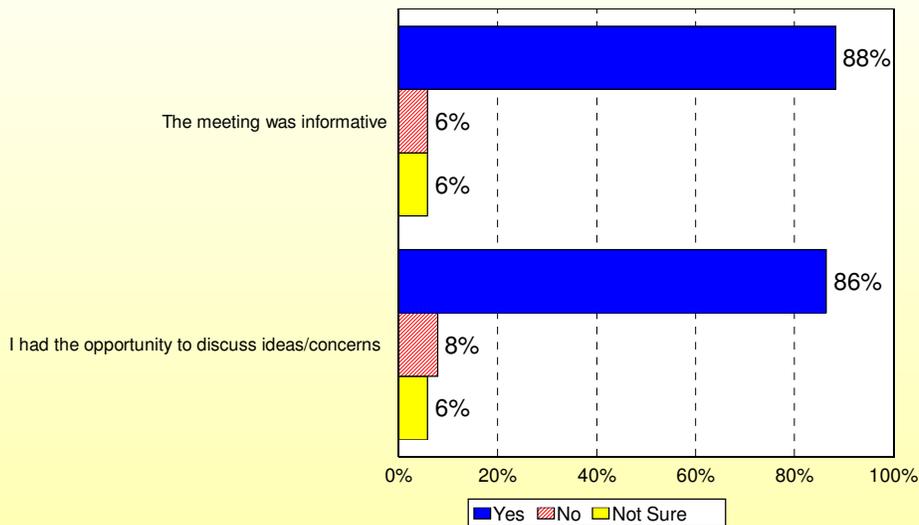
by percentage of respondents who said "Yes"



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q11a-b. Perceptions of Public Meetings THIS YEAR

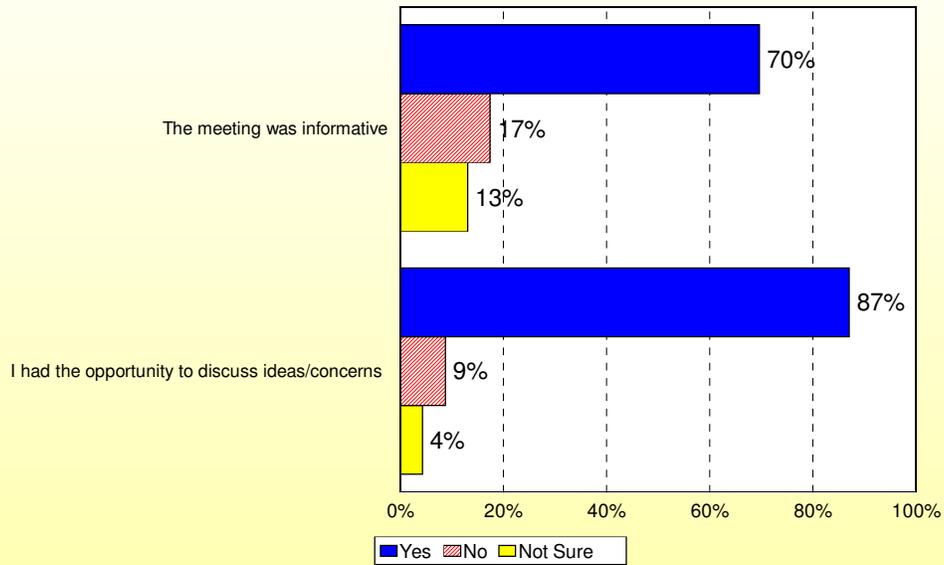
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q11a-b. Perceptions of Public Meetings LAST YEAR

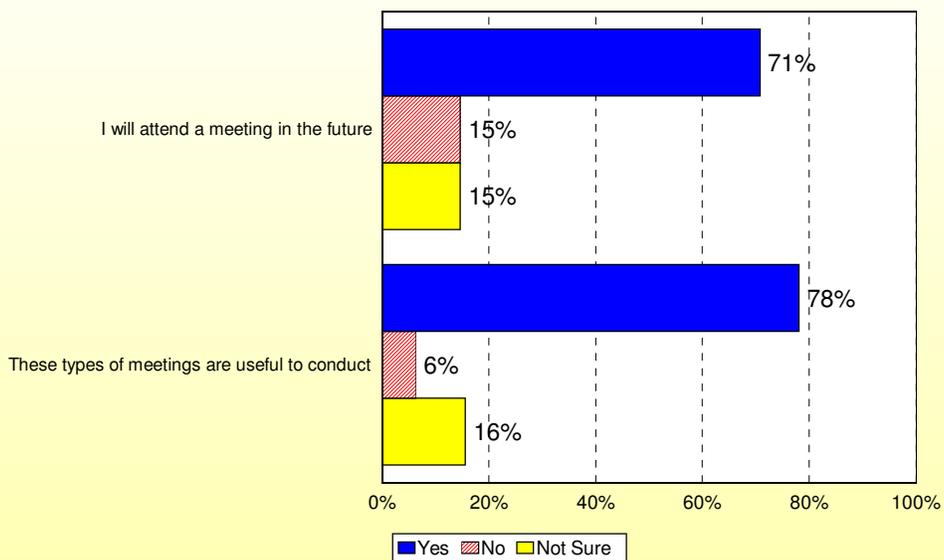
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q11c-d. Other Questions Related to Public Meetings:

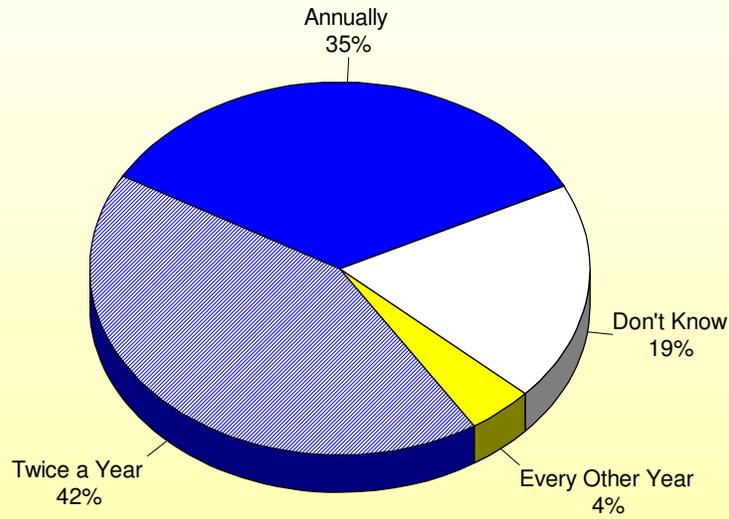
by percentage of respondents who DID NOT attend a public meeting



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q12. In your opinion, how often should neighborhood meetings be held?

by percentage of respondents

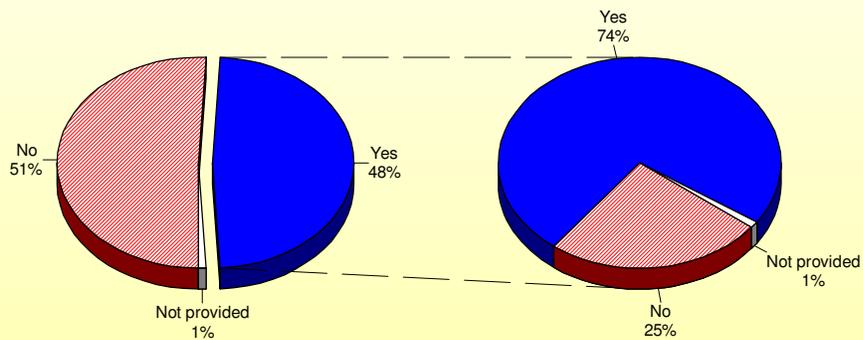


Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q13. Do any children in grades K-12 currently live in your home?

by percentage of respondents

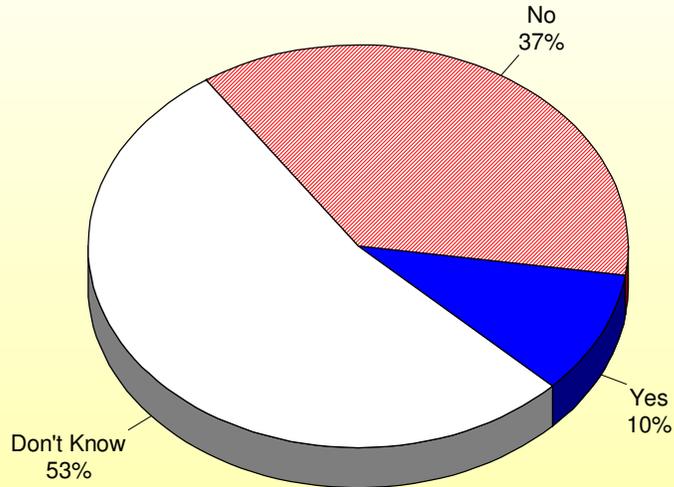
Q13a. If YES, do any of these children currently attend Westlake Academy?



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q13d. If your child previously attended Westlake, are you considering re-enrolling them in the future?

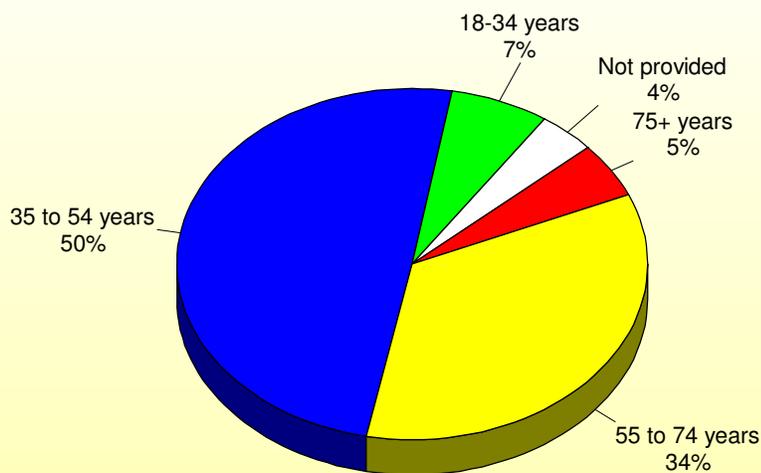
by percentage of respondents who had children in grades K-12 living in their home who were not attending Westlake Academy



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q14. Demographics: Age of Survey Respondents

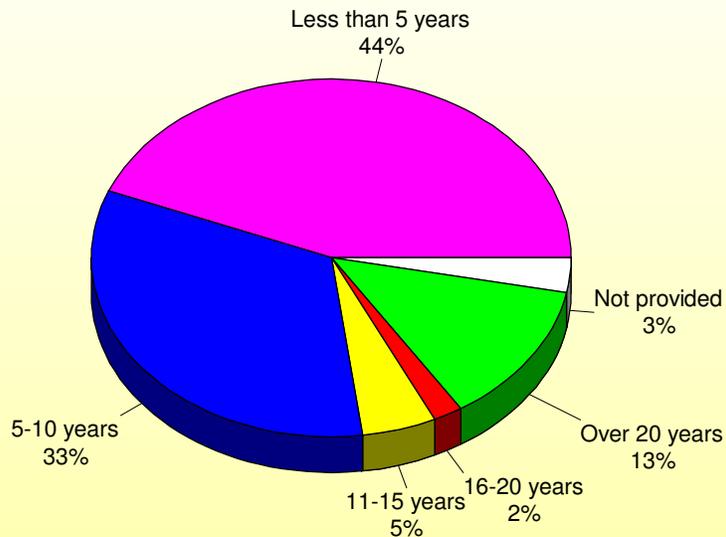
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q15. Demographics: How many years have you lived in Westlake?

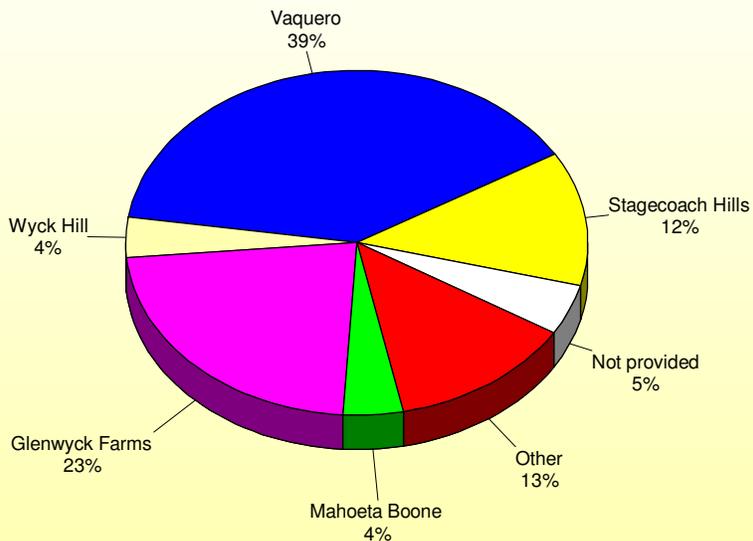
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q16. Demographics: In which subdivision do you live?

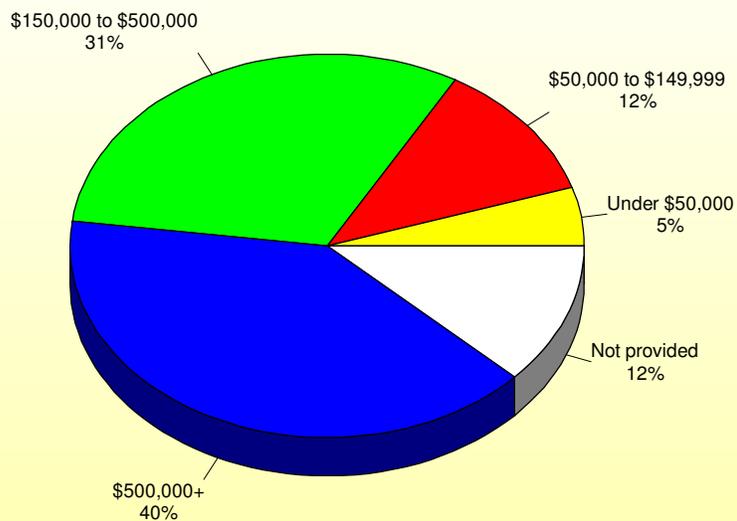
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q17. Demographics: Household Income

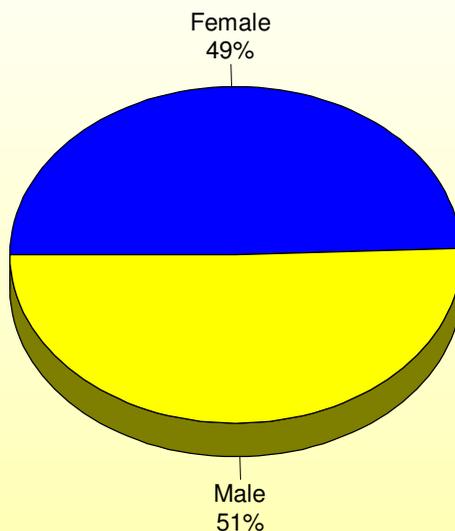
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q18. Demographics: Respondents Gender

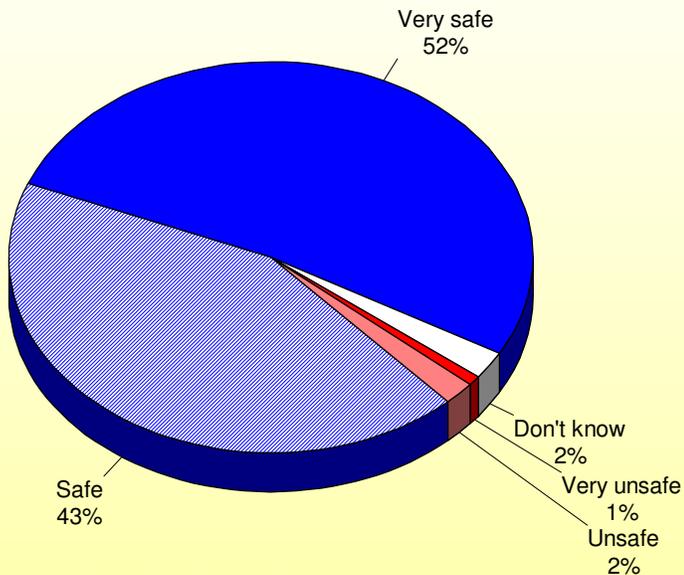
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q19. Overall, how safe do you feel in the Town of Westlake?

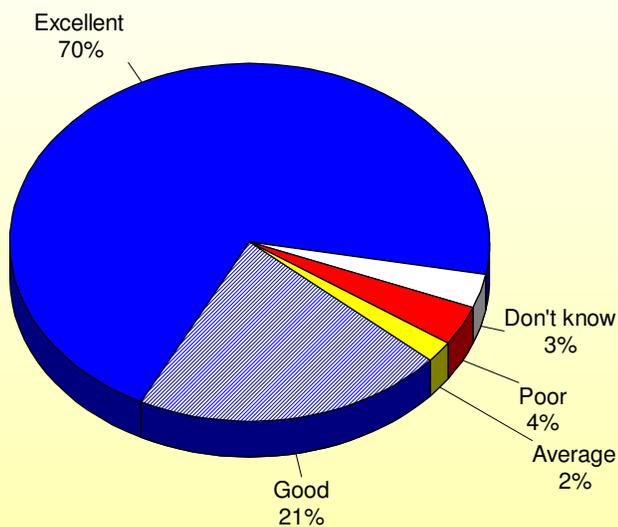
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Q20. Overall, how would you rate the Town of Westlake as a place to live?

by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Section 2:
Trend Analysis

Analysis of Trends: 2011 versus 2013

Overview

In 2009, 2010, 2011 and 2013 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 2013 survey compare to the results surveys conducted in 2011 and 2009. Significant changes in the survey results from 2011 to 2013 are highlighted below; given the sample size of both surveys, changes of 4.0% or more are considered statistically significant.

Significant Changes in Satisfaction Ratings

Overall Satisfaction. There was a significant increase of 8% in satisfaction for the overall quality of government services provided by the Town from 66% in 2011 to 74% in 2013.

Satisfaction with Major Categories of City Services. Among the eight major categories of city services that were rated in both 2011 and 2013, there were increases in satisfaction ratings in **ALL** areas, seven of which were significant. The areas with significant increases in satisfaction ratings are listed below:

- Satisfaction with the maintenance of Town streets increased 21% from 60% in 2011 to 81% in 2013.
- Satisfaction with parks, trails, open spaces, streetscaping and facilities increased 11% from 61% in 2011 to 72% in 2013.
- Satisfaction with the quality of public safety services increased 8% from 78% in 2011 to 86% in 2013.
- Satisfaction with Westlake's emergency preparedness efforts increased 7% from 74% in 2011 to 82% in 2013.
- Satisfaction with the overall quality of utility services increased 7% from 63% in 2011 to 70% in 2013.
- Satisfaction with the overall quality of customer service provided by the Town increased 4% from 69% in 2011 to 73% in 2013.
- Satisfaction with the enforcement of codes and ordinances increased 4% from 67% in 2011 to 71% in 2013.

Satisfaction with Police Services. Among the five police services that were rated in both 2011 and 2013, there were significant increases in satisfaction ratings in four areas and a slight decrease in one area (not significant). The areas with significant increases in satisfaction ratings from 2011 are provided below:

- Satisfaction with the level of traffic enforcement increased 12% from 55% in 2011 to 66% in 2013.
- Satisfaction with how quickly police respond to emergencies increased 10% from 70% in 2011 to 80% in 2013.
- Satisfaction with Town efforts to prevent crime increased 7% from 67% in 2011 to 74% in 2013.
- Satisfaction with the overall quality of local police protection increased 4% from 76% in 2011 to 80% in 2013.

Satisfaction with Fire and Emergency Medical Services. There were increases in satisfaction ratings in all three of the fire and emergency medical services that were rated in both 2011 and 2013. The two areas with significant increases in satisfaction are listed below:

- Satisfaction with the response time of fire and EMS personnel increased 6% from 82% in 2011 to 88% in 2013.
- Satisfaction with the overall quality of emergency medical services increased 5% from 83% in 2011 to 88% in 2013.

Satisfaction with Emergency Preparedness. There were significant increases in satisfaction in both of the emergency preparedness services that were rated in 2011 and 2013; the results are provided below:

- Satisfaction with efforts by the Town staff to inform residents of hazardous road conditions, potential inclement weather and closures increased 12% from 61% in 2011 to 73% in 2013.
- Satisfaction with the response efforts by the Town staff during extreme weather conditions increased 6% from 69% in 2011 to 75% in 2013.

Satisfaction with Transportation Services. There were significant increases in satisfaction in all three of the transportation services that were rated in 2011 and 2013; the results are provided below:

- Satisfaction with the condition of major streets in Westlake increased 26% from 61% in 2011 to 87% in 2013.
- Satisfaction with the condition of neighborhood streets increased 19% from 67% in 2011 to 86% in 2013.
- Satisfaction with the cleanliness of streets and other public areas increased 6% from 81% in 2011 to 86% in 2013.

Satisfaction with Communications and Citizen Engagement. Among the six communications and citizen engagement items that were rated in both 2011 and 2013, there were increases in satisfaction ratings in two areas, one of which was significant. The area that showed a significant increase in satisfaction ratings is listed below:

- Satisfaction with the availability/accessibility of Town records increased 8% from 49% in 2011 to 57% in 2013.

There were decreases in satisfaction ratings in three of the communications and citizen engagement services rated from 2011 to 2013, one of which was significant. The area that showed a significant decrease in satisfaction ratings is listed below:

- Satisfaction with the ease of use of the Town's website decreased 9% from 67% in 2011 to 58% in 2013.

Satisfaction with Parks and Recreation Services. Among the three parks and recreation services that were rated in both 2011 and 2013, there were significant increases in two areas and a slight decrease in one area (not significant). The areas with significant increases in satisfaction ratings from 2011 are provided below:

- Satisfaction with the number of publically accessible parks and trails increased 10% from 53% in 2011 to 63% in 2013.
- Satisfaction with the maintenance of streetscaping and open spaces increased 5% from 69% in 2011 to 74% in 2013.

Satisfaction with Utility Services. There were significant increases in satisfaction ratings in ALL five of the utility services rated from 2011 to 2013; the results are listed below:

- Satisfaction with residential trash collection services increased 22% from 56% in 2011 to 78% in 2013.
- Satisfaction with household hazardous waste disposal service increased 22% from 43% in 2011 to 65% in 2013.
- Satisfaction with efforts by the Town to manage storm water run-off increased 18% from 47% in 2011 to 65% in 2013.
- Satisfaction with efforts to promote water conservation and protect water resources increased 14% from 56% in 2011 to 70% in 2013.
- Satisfaction with curbside recycling services increased 12% from 71% in 2011 to 83% in 2013.

Satisfaction with Customer Service. There were increases in satisfaction ratings in ALL four of the customer service items rated from 2011 to 2013; three of these increases were significant. The areas with significant increases are listed below:

Town of Westlake 2013 Resident Survey: Final Report

- Satisfaction with the timeliness of Town staff to concerns/issues increased 14% from 62% in 2011 to 76% in 2013.
- Satisfaction with municipal court services increased 9% from 72% in 2011 to 81% in 2013.
- Satisfaction with participation by the Town staff in community events and neighborhood meetings increased 6% from 71% in 2011 to 77% in 2013.

Satisfaction with Code Enforcement. There were significant increases in satisfaction ratings in both of the code enforcement services rated from 2011 to 2013; the findings are listed below:

- Satisfaction with the enforcement of the exterior appearance/maintenance regulations of property increased 9% from 63% in 2011 to 72% in 2013.
- Satisfaction with the enforcement of sign regulations increased 6% from 67% in 2011 to 73% in 2013.

Significant Changes in Other Areas

- There was a significant increase in the percent of residents who agreed that Westlake's continued emphasis on attracting high-end development was important (16% increase from 64% in 2011 to 80% in 2013).
- There was a significant decrease in the percent of resident who agreed that attracting retail development, which grows Westlake's sales tax base, was important (19% decrease from 68% in 2011 to 49% in 2013).
- There were significant increases in the percent of residents who felt the following items were important in their decision to move to Westlake:
 - Importance ratings for Westlake Academy increased 7% from 57% in 2011 to 64% in 2013.
 - Importance ratings for Westlake as a retirement destination increased 6% from 52% in 2011 to 58% in 2013.
 - Importance ratings for the sense of community in Westlake increased 4% from 82% in 2011 to 86% on 2013.
 - Importance ratings for the type of housing available in Westlake increased 4% from 86% in 2011 to 90% in 2013.

There were significant decreases in the percent of residents who felt the following items were important in their decision to move to Westlake:

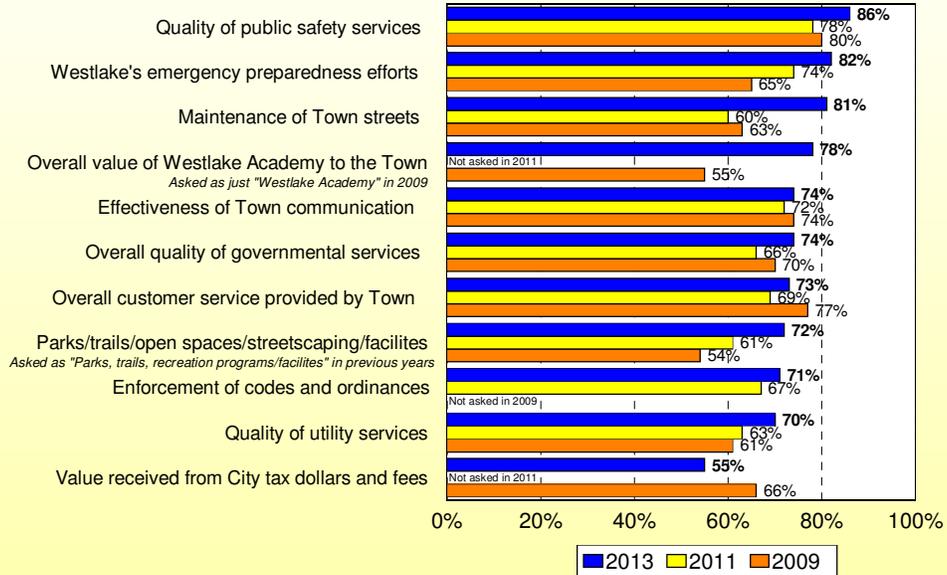
- Importance ratings for the access to other public schools decreased 13% from 57% in 2011 to 44% in 2013.
- Importance ratings for the proximity to private schools decreased 11% from 44% in 2011 to 32% in 2013.
- Importance ratings for the access to DFW airport decreased 7% from 88% in 2011 to 82% in 2013.
- Importance ratings for the access to major highways decreased 5% from 91% in 2011 to 86% in 2013.

Town of Westlake 2013 Resident Survey: Final Report

- There was a significant increase in the percent of residents who indicated they had participated in a neighborhood meeting during the past year (10% increase from 31% in 2011 versus 41% in 2013).
- There were significant decreases in the percent of residents who indicated they had attended the following events during the past year:
 - Attendance of Arbor Day decreased 11% from 25% in 2011 to 14% in 2013.
 - Attendance of the Community Tree Lighting decreased 7% from 14% in 2011 to 7% in 2013.
 - Attendance of Decoration Day decreased 5% from 16% in 2011 to 11% in 2013.

Trends: Overall Satisfaction With Town Services by Major Category (2013 vs 2011 vs. 2009)

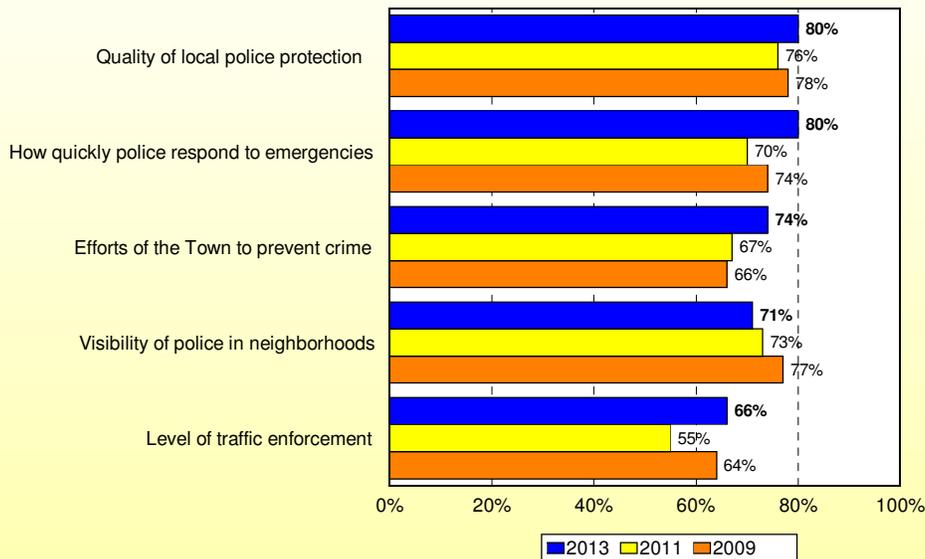
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Satisfaction with Police Services in the Town of Westlake (2013 vs. 2011 vs. 2009)

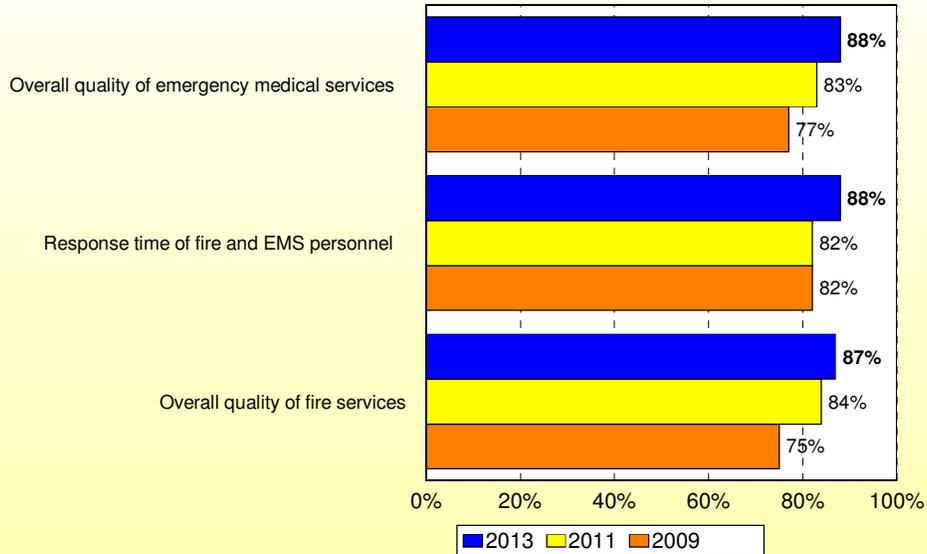
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Satisfaction with Fire and EMS Services in the Town of Westlake (2013 vs. 2011 vs. 2009)

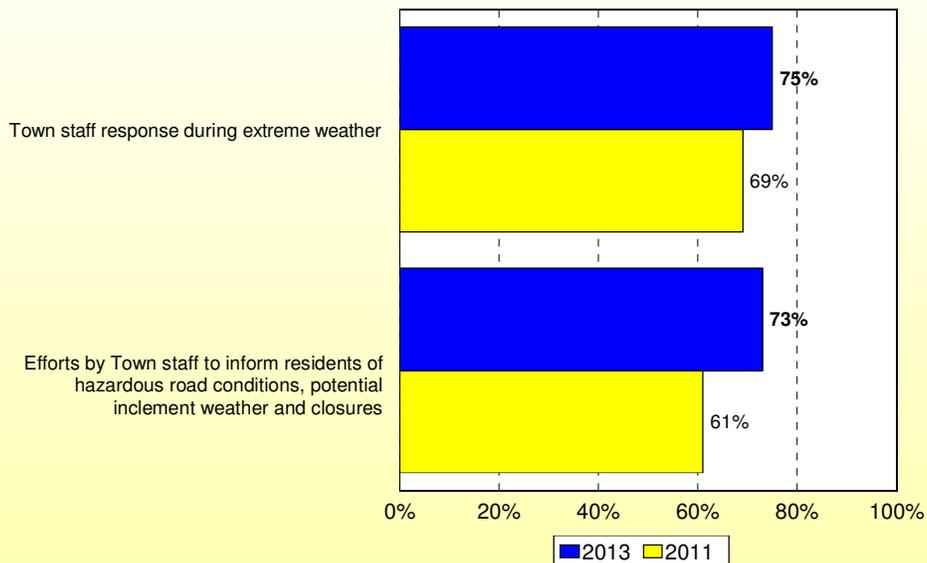
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Satisfaction with Emergency Preparedness in the Town of Westlake (2013 vs. 2011)

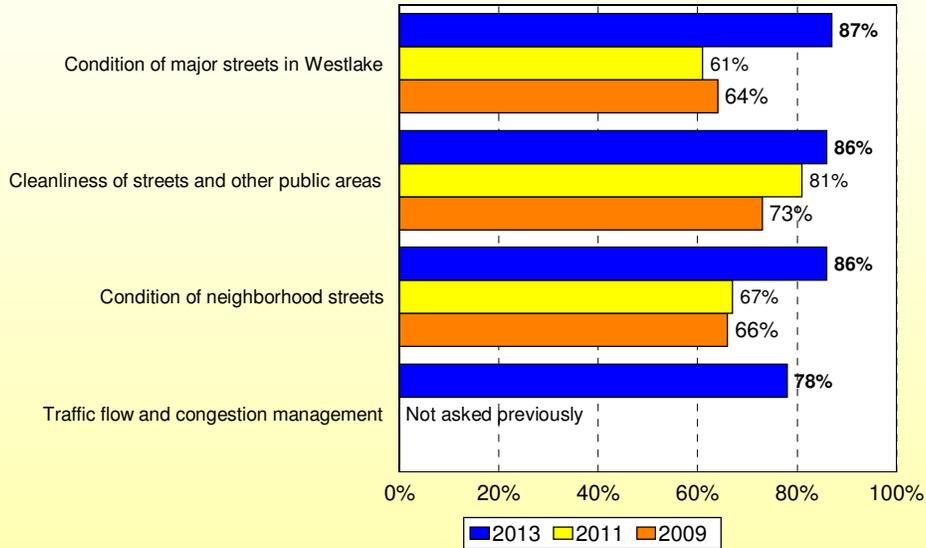
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Satisfaction with Transportation Services in the Town of Westlake (2013 vs. 2011 vs. 2009)

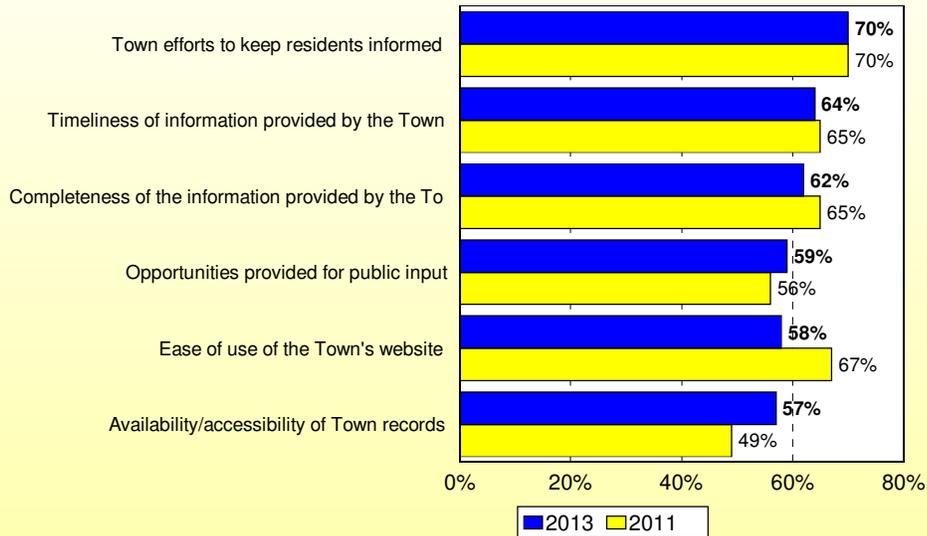
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Satisfaction with Communications and Citizen Engagement in the Town of Westlake (2013 vs. 2011)

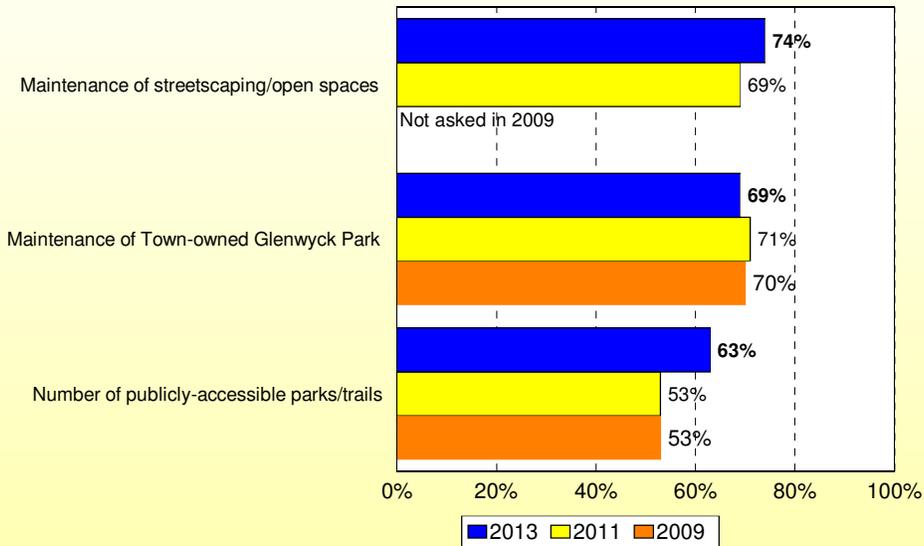
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Satisfaction with Parks and Recreation in the Town of Westlake (2013 vs. 2011 vs. 2009)

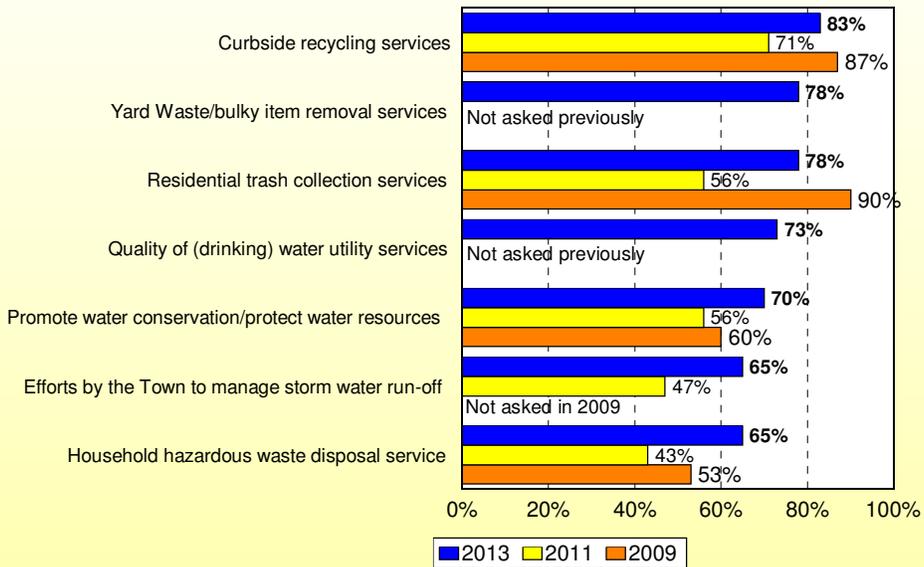
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Satisfaction with Utility Services in the Town of Westlake (2013 vs. 2011 vs. 2009)

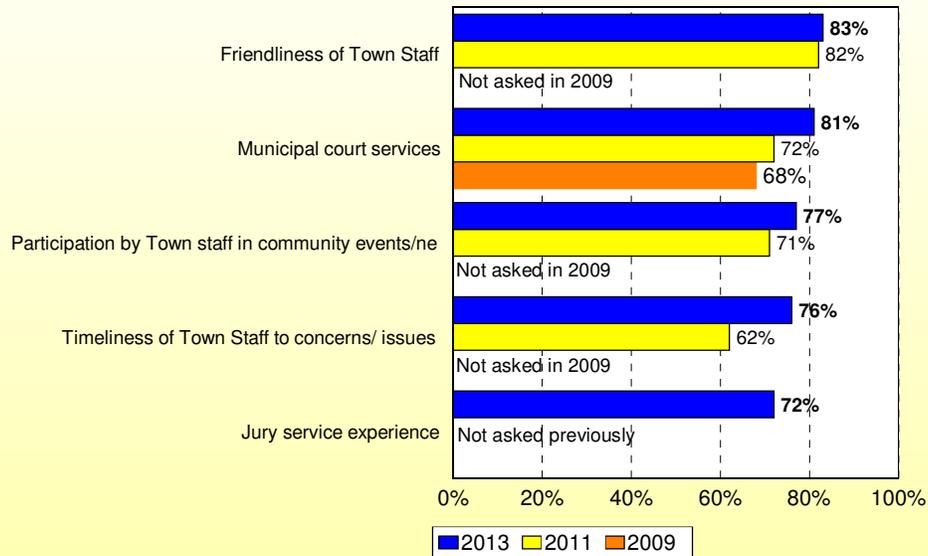
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Satisfaction with Customer Service in the Town of Westlake (2013 vs. 2011 vs. 2009)

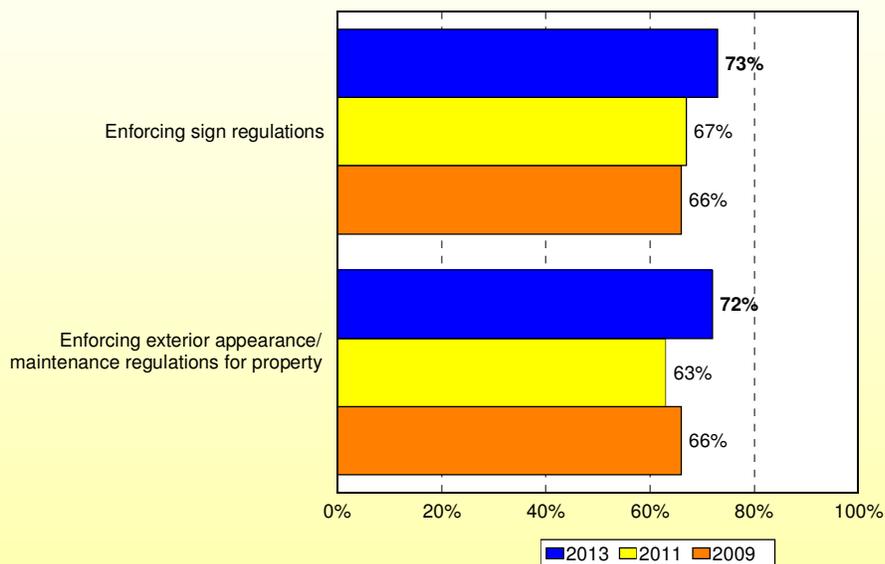
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Satisfaction with Code Enforcement in the Town of Westlake (2013 vs. 2011 vs. 2009)

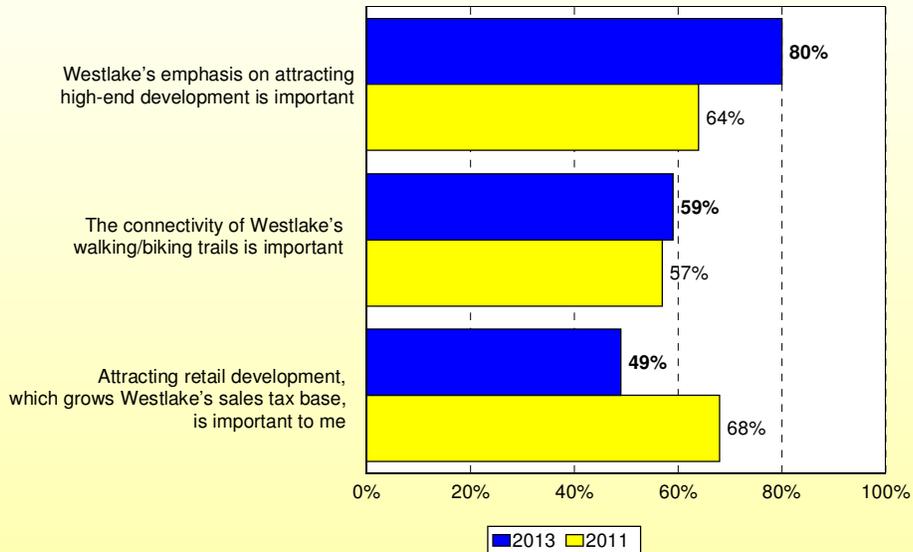
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Level of Agreement With Various Statements About Westlake (2013 vs. 2011)

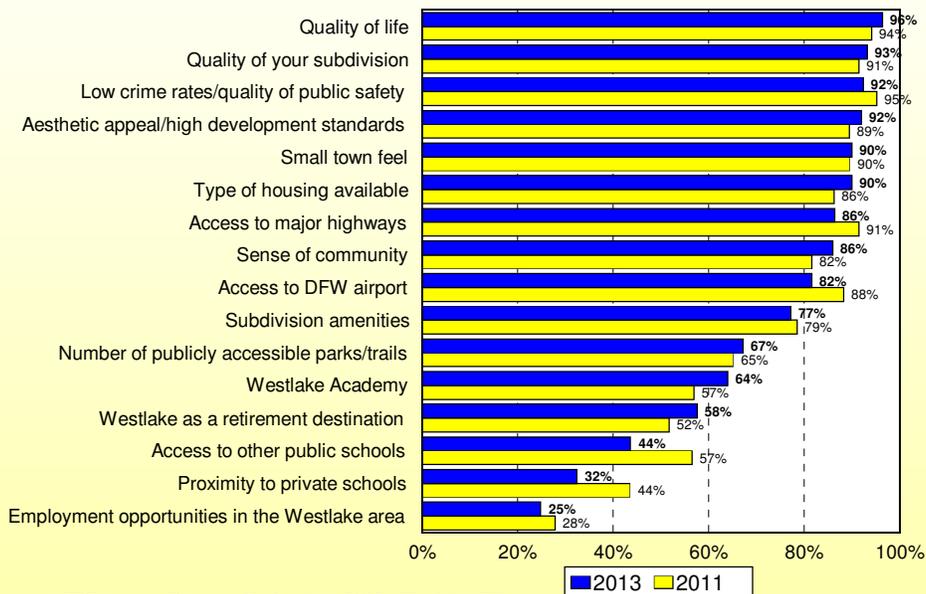
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



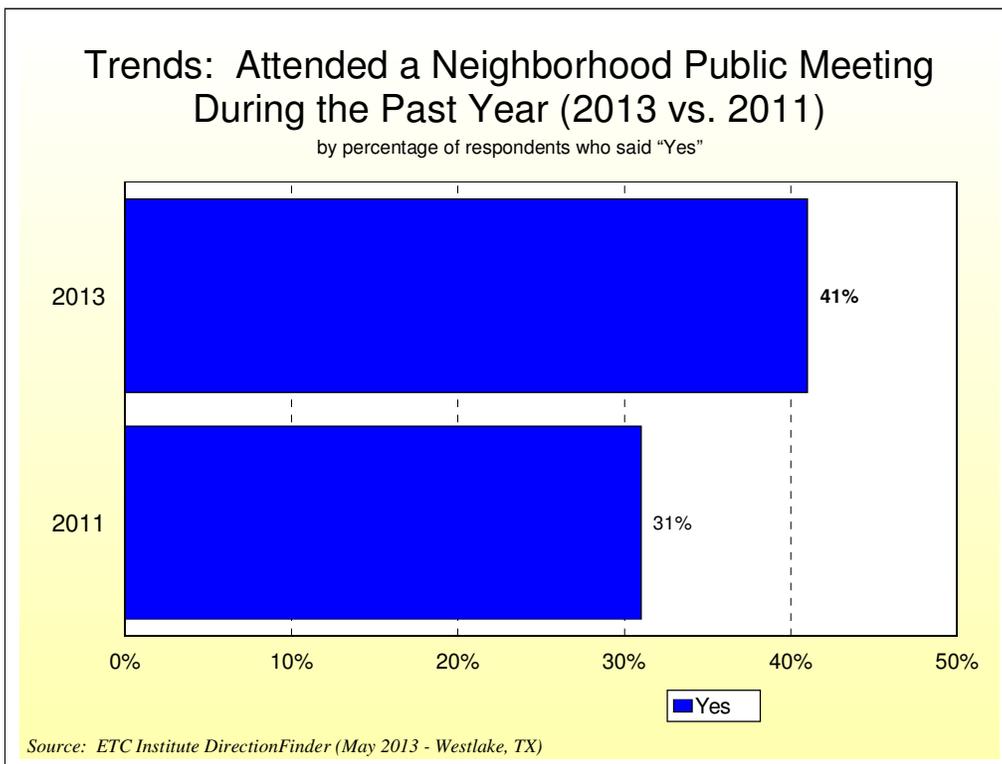
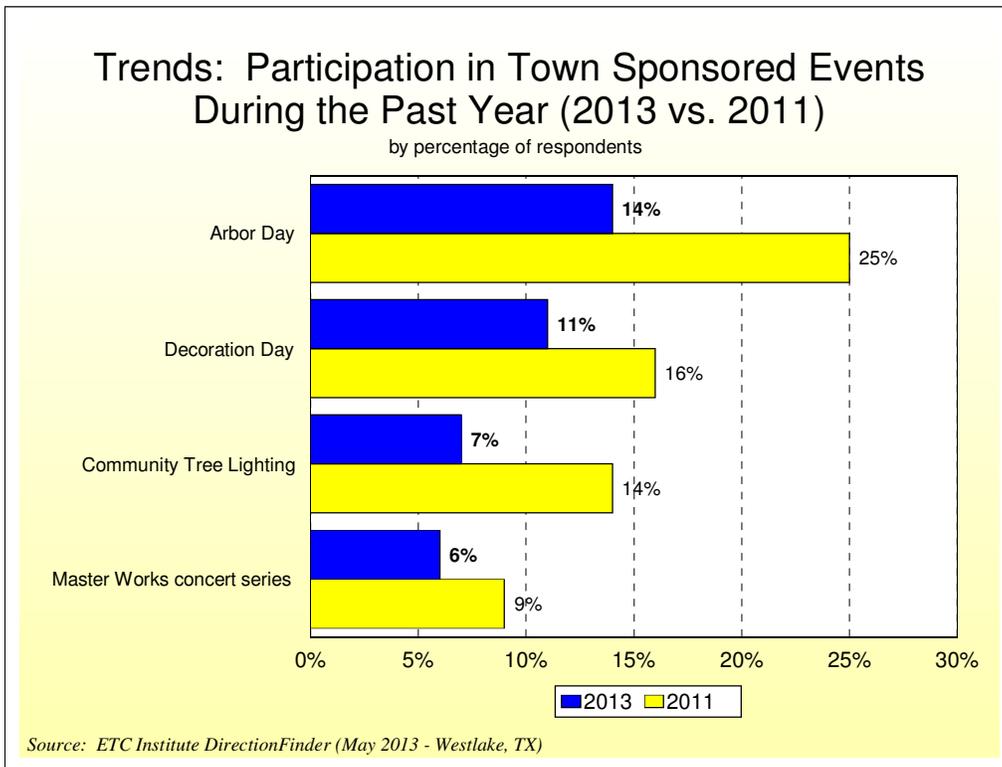
Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Importance of Various Reasons in the Decision to Move to Westlake (2013 vs. 2011)

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

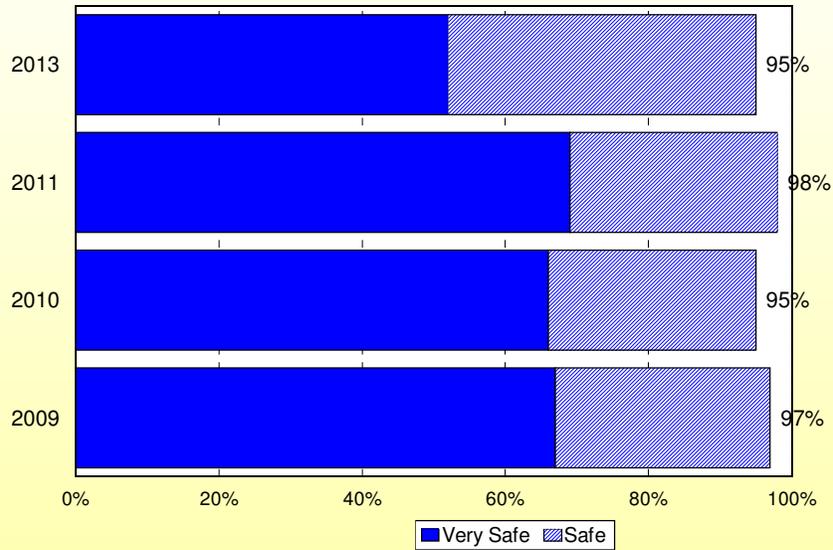


Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)



Trends: Overall, how safe do you feel in Westlake? (2013 vs. 2011 vs. 2010 vs. 2009)

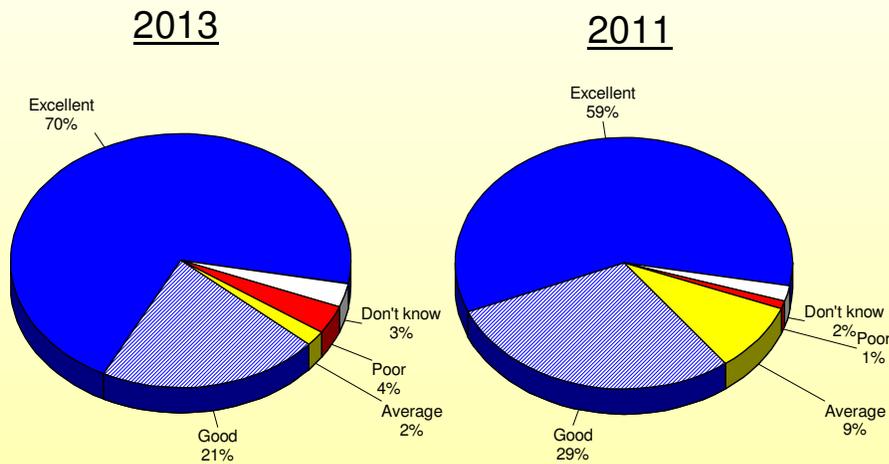
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2013 - Westlake, TX)

Trends: Overall Ratings of the Town of Westlake As a Place to Live (2013 vs. 2011)

by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Westlake, TX)

Section 3:
Importance-Satisfaction
Analysis

2013 Importance-Satisfaction Analysis

Westlake, Texas

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of Town services they thought were most important. Seventy-three percent (72.8%) of residents ranked *the quality of public safety services* as the most important Town service.

With regard to satisfaction, *the quality of public safety services* was ranked first overall with 85.5% rating *the quality of public safety services* 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, 72.8% was multiplied by 14.5% (1-0.855). This calculation yielded an I-S rating of 0.1056, which was ranked second out of the eleven major service categories.

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

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

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

Interpreting the Ratings

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

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

The results for Westlake are provided on the following page.

Importance-Satisfaction Rating

2013 Town of Westlake Resident Survey

Major Categories of Town Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Value received from City tax dollars and fees	31%	4	55%	11	0.1404	1
Quality of public safety services	73%	1	86%	1	0.1056	2
<i>Medium Priority (IS <.10)</i>						
Overall value of Westlake Academy to the Town	44%	2	78%	4	0.0959	3
Parks/trails/open spaces/streetscaping/facilities	34%	3	72%	8	0.0949	4
Quality of utility services	20%	6	70%	10	0.0608	5
Maintenance of Town streets	20%	5	81%	3	0.0384	6
Enforcement of codes and ordinances	11%	9	71%	9	0.0325	7
Westlake's emergency preparedness efforts	18%	7	82%	2	0.0324	8
Overall quality of governmental services	12%	8	74%	6	0.0318	9
Effectiveness of Town communication	10%	10	74%	5	0.0250	10
Overall customer service provided by Town	7%	11	73%	7	0.0182	11

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

Most Important %:

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

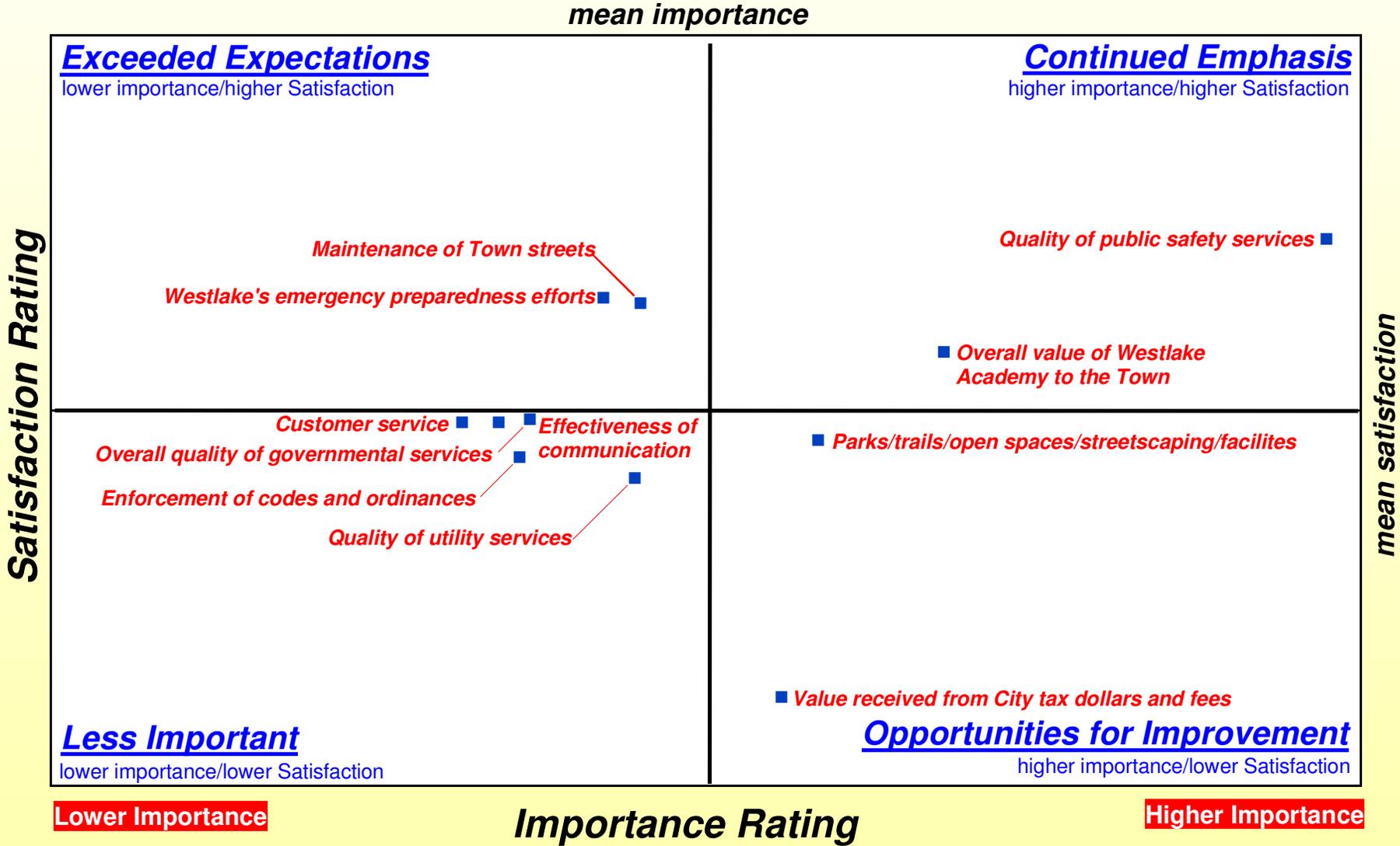
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the Town is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Town should maintain (or slightly increase) emphasis on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

2013 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)



Section 4:
Tabular Data

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

(N=250)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q1d Public safety (police, fire, emergency medical)	45.6%	34.8%	8.4%	3.2%	2.0%	6.0%
Q1b Efforts to ensure Town is prepared for emergencies	38.4%	34.4%	11.2%	3.2%	2.0%	10.8%
Q1c Maintenance of Town streets	40.0%	39.6%	12.4%	4.0%	2.0%	2.0%
Q1d Effectiveness of communication by the Town	40.8%	30.8%	11.6%	8.0%	6.4%	2.4%
Q1e Utility services	28.4%	40.0%	20.8%	9.2%	0.0%	1.6%
Q1f Parks/trails/open spaces	33.2%	34.8%	21.2%	4.0%	1.2%	5.6%
Q1g Customer service received by the Town	36.0%	30.0%	17.6%	3.6%	2.8%	10.0%
Q1h Enforce codes/ordinances	23.6%	36.4%	18.0%	4.0%	3.6%	14.4%
Q1i. Overall quality of government services	28.4%	37.2%	14.8%	5.6%	3.2%	10.8%
Q1j Value received from City tax dollars and fees	23.2%	29.6%	23.6%	14.4%	4.4%	4.8%
Q1k Overall value of Westlake Academy to the Town	47.6%	21.6%	11.2%	6.8%	1.6%	11.2%

WITHOUT DON'T KNOW

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

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1d Public safety (police, fire, emergency medical)	48.5%	37.0%	8.9%	3.4%	2.1%
Q1b Efforts to ensure Town is prepared for emergencies	43.0%	38.6%	12.6%	3.6%	2.2%
Q1c Maintenance of Town streets	40.8%	40.4%	12.7%	4.1%	2.0%
Q1d Effectiveness of communication by the Town	41.8%	31.6%	11.9%	8.2%	6.6%
Q1e Utility services	28.9%	40.7%	21.1%	9.3%	0.0%
Q1f Parks/trails/open spaces	35.2%	36.9%	22.5%	4.2%	1.3%
Q1g Customer service received by the Town	40.0%	33.3%	19.6%	4.0%	3.1%
Q1h Enforce codes/ordinances	27.6%	42.5%	21.0%	4.7%	4.2%
Q1i. Overall quality of government services	31.8%	41.7%	16.6%	6.3%	3.6%
Q1j Value received from City tax dollars and fees	24.4%	31.1%	24.8%	15.1%	4.6%
Q1k Overall value of Westlake Academy to the Town	53.6%	24.3%	12.6%	7.7%	1.8%

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

<u>Q2 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services	116	46.4 %
Efforts to prepare for emergencies	3	1.2 %
Maintenance of Town streets	1	0.4 %
Effectiveness of communication	4	1.6 %
Quality of utility services	7	2.8 %
Quality of parks/trails/open spaces/streetscaping/facilities	9	3.6 %
Quality of customer service	4	1.6 %
Enforcement of codes and ordinances	3	1.2 %
Government services provided by the Town	5	2.0 %
Value you receive from your tax dollars/fees	22	8.8 %
Value of Westlake Academy to the Town	67	26.8 %
None chosen	9	3.6 %
Total	250	100.0 %

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

<u>Q2 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services	49	19.6 %
Efforts to prepare for emergencies	29	11.6 %
Maintenance of Town streets	18	7.2 %
Effectiveness of communication	10	4.0 %
Quality of utility services	27	10.8 %
Quality of parks/trails/open spaces/streetscaping/facilities	30	12.0 %
Quality of customer service	4	1.6 %
Enforcement of codes and ordinances	12	4.8 %
Government services provided by the Town	13	5.2 %
Value you receive from your tax dollars/fees	22	8.8 %
Value of Westlake Academy to the Town	21	8.4 %
None chosen	15	6.0 %
Total	250	100.0 %

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

<u>Q2 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services	17	6.8 %
Efforts to prepare for emergencies	12	4.8 %
Maintenance of Town streets	32	12.8 %
Effectiveness of communication	10	4.0 %
Quality of utility services	16	6.4 %
Quality of parks/trails/open spaces/streetscaping/facilities	46	18.4 %
Quality of customer service	9	3.6 %
Enforcement of codes and ordinances	13	5.2 %
Government services provided by the Town	12	4.8 %
Value you receive from your tax dollars/fees	34	13.6 %
Value of Westlake Academy to the Town	21	8.4 %
None chosen	28	11.2 %
Total	250	100.0 %

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

<u>Q2 Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Public safety services	182	72.8 %
Efforts to prepare for emergencies	44	17.6 %
Maintenance of Town streets	51	20.4 %
Effectiveness of communication	24	9.6 %
Quality of utility services	50	20.0 %
Quality of parks/trails/open spaces/streetscaping/facilities	85	34.0 %
Quality of customer service	17	6.8 %
Enforcement of codes and ordinances	28	11.2 %
Government services provided by the Town	30	12.0 %
Value you receive from your tax dollars/fees	78	31.2 %
Value of Westlake Academy to the Town	109	43.6 %
None chosen	9	3.6 %
Total	707	

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

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3a Quality of local police protection	41.6%	34.0%	17.2%	2.8%	0.0%	4.4%
Q3b Visibility of police in neighborhoods	32.8%	38.0%	19.6%	8.4%	0.4%	0.8%
Q3c How quickly police respond to emergencies	30.8%	25.2%	14.4%	0.4%	0.0%	29.2%
Q3d Efforts of the Town to prevent crime	30.8%	36.4%	13.6%	7.6%	2.4%	9.2%
Q3e Level of traffic enforcement	28.0%	36.0%	18.0%	8.4%	6.0%	3.6%

WITHOUT DON'T KNOW

Q3. Satisfaction with Police Services Provided by the Town: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following. (Without Don't Know)

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3a Quality of local police protection	43.5%	35.6%	18.0%	2.9%	0.0%
Q3b Visibility of police in neighborhoods	33.1%	38.3%	19.8%	8.5%	0.4%
Q3c How quickly police respond to emergencies	43.5%	35.6%	20.3%	0.6%	0.0%
Q3d Efforts of the Town to prevent crime	33.9%	40.1%	15.0%	8.4%	2.6%
Q3e Level of traffic enforcement	29.0%	37.3%	18.7%	8.7%	6.2%

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

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3f Quality of fire services	32.0%	26.0%	8.0%	0.8%	0.0%	33.2%
Q3g Quality of emergency medical services	36.4%	22.0%	8.0%	0.0%	0.0%	33.6%
Q3h Response time of fire and emergency medical services personnel	31.2%	20.4%	6.8%	0.0%	0.4%	41.2%

WITHOUT DON'T KNOW

Q3. Satisfaction with Fire & Medical Services Provided by the Town: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following. (Without Don't Know)

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3f Quality of fire services	47.9%	38.9%	12.0%	1.2%	0.0%
Q3g Quality of emergency medical services	54.8%	33.1%	12.0%	0.0%	0.0%
Q3h Response time of fire and emergency medical services personnel	53.1%	34.7%	11.6%	0.0%	0.7%

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

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3i Response efforts by the Town Staff during extreme weather conditions	29.6%	34.0%	19.2%	1.2%	0.4%	15.6%
Q3j Efforts by the Town Staff to inform residents of hazardous road conditions, potential inclement weather & closures	32.8%	31.6%	20.4%	2.4%	0.4%	12.4%

WITHOUT DON'T KNOW

Q3. Satisfaction with Emergency Preparedness Provided by the Town: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following. (Without Don't Know)

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3i Response efforts by the Town Staff during extreme weather conditions	35.1%	40.3%	22.7%	1.4%	0.5%
Q3j Efforts by the Town Staff to inform residents of hazardous road conditions, potential inclement weather & closures	37.4%	36.1%	23.3%	2.7%	0.5%

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

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3k Condition of major streets in Westlake	39.2%	46.8%	9.6%	2.0%	1.6%	0.8%
Q3l Condition of streets in your neighborhood	41.2%	44.4%	11.2%	2.8%	0.0%	0.4%
Q3m Cleanliness of streets and other public areas	38.0%	47.6%	6.0%	4.8%	2.8%	0.8%
Q3n Traffic flow and congestion management in Westlake	28.8%	48.4%	16.0%	3.2%	2.8%	0.8%

WITHOUT DON'T KNOW

Q3. Satisfaction with Transportation Services Provided by the Town: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following. (Without Don't Know)

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3k Condition of major streets in Westlake	39.5%	47.2%	9.7%	2.0%	1.6%
Q3l Condition of streets in your neighborhood	41.4%	44.6%	11.2%	2.8%	0.0%
Q3m Cleanliness of streets and other public areas	38.3%	48.0%	6.0%	4.8%	2.8%
Q3n Traffic flow and congestion management in Westlake	29.0%	48.8%	16.1%	3.2%	2.8%

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

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3o Efforts by the Town to keep you informed about Council Meetings, Town projects, issues, and events	40.4%	28.4%	13.6%	8.0%	8.0%	1.6%
Q3p Timeliness of information provided by the Town	33.6%	29.6%	20.0%	5.6%	8.8%	2.4%
Q3q Completeness of the information provided by the Town	29.2%	28.8%	17.6%	6.4%	11.6%	6.4%
Q3r Usefulness of the Westlake Wire communications	33.2%	38.0%	16.8%	2.0%	2.4%	7.6%
Q3s Ease of use of the Town's website	20.8%	27.6%	26.0%	6.4%	3.6%	15.6%
Q3t Availability/Accessibility of Town records	16.4%	19.6%	23.2%	2.8%	1.6%	36.4%
Q3u Opportunities provided for public input	24.0%	24.4%	20.8%	6.4%	6.4%	18.0%

WITHOUT DON'T KNOW

Q3. Satisfaction with Communications & Citizen Engagement Provided by the Town: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following. (Without Don't Know)

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3o Efforts by the Town to keep you informed about Council Meetings, Town projects, issues, and events	41.1%	28.9%	13.8%	8.1%	8.1%
Q3p Timeliness of information provided by the Town	34.4%	30.3%	20.5%	5.7%	9.0%
Q3q Completeness of the information provided by the Town	31.2%	30.8%	18.8%	6.8%	12.4%
Q3r Usefulness of the Westlake Wire communications	35.9%	41.1%	18.2%	2.2%	2.6%
Q3s Ease of use of the Town's website	24.6%	32.7%	30.8%	7.6%	4.3%
Q3t Availability/Accessibility of Town records	25.8%	30.8%	36.5%	4.4%	2.5%
Q3u Opportunities provided for public input	29.3%	29.8%	25.4%	7.8%	7.8%

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

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3v Maintenance of Town-owned Glenwyck Park	18.4%	26.8%	15.2%	3.2%	1.2%	35.2%
Q3w Number of publicly-accessible parks and trails	18.0%	33.6%	16.8%	11.2%	2.0%	18.4%
Q3x Maintenance of streetscaping and open spaces	29.6%	38.4%	14.4%	5.2%	4.8%	7.6%

WITHOUT DON'T KNOW

Q3. Satisfaction with Parks & Recreation Services Provided by the Town: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following. (Without Don't Know)

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3v Maintenance of Town-owned Glenwyck Park	28.4%	41.4%	23.5%	4.9%	1.9%
Q3w Number of publicly-accessible parks and trails	22.1%	41.2%	20.6%	13.7%	2.5%
Q3x Maintenance of streetscaping and open spaces	32.0%	41.6%	15.6%	5.6%	5.2%

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

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3y Residential trash collection services	37.6%	38.0%	10.4%	9.6%	1.2%	3.2%
Q3z Curbside recycling services	38.8%	39.6%	12.4%	4.0%	0.4%	4.8%
Q3aa Yard Waste and bulky item removal services	28.0%	36.8%	13.2%	2.8%	2.0%	17.2%
Q3bb Town efforts to promote water conservation and protect water resources	20.4%	41.6%	21.6%	4.0%	1.2%	11.2%
Q3cc Household hazardous waste disposal service	17.2%	25.6%	16.8%	6.0%	0.4%	34.0%
Q3dd Efforts by the Town to manage storm water run-off	16.0%	27.2%	18.0%	4.8%	1.2%	32.8%
Q3ee Quality of (drinking) water utility services	30.0%	33.2%	16.8%	3.6%	2.8%	13.6%

WITHOUT DON'T KNOW

Q3. Satisfaction with Utility Services Provided by the Town: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following. (Without Don't Know)

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3y Residential trash collection services	38.8%	39.3%	10.7%	9.9%	1.2%
Q3z Curbside recycling services	40.8%	41.6%	13.0%	4.2%	0.4%
Q3aa Yard Waste and bulky item removal services	33.8%	44.4%	15.9%	3.4%	2.4%
Q3bb Town efforts to promote water conservation and protect water resources	23.0%	46.8%	24.3%	4.5%	1.4%
Q3cc Household hazardous waste disposal service	26.1%	38.8%	25.5%	9.1%	0.6%
Q3dd Efforts by the Town to manage storm water run-off	23.8%	40.5%	26.8%	7.1%	1.8%
Q3ee Quality of (drinking) water utility services	34.7%	38.4%	19.4%	4.2%	3.2%

Q3. Satisfaction with Customer Service Provided by the Town: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following.

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3ff Level of participation by Town staff in community events/neighborhood meetings	26.8%	36.0%	16.4%	1.2%	0.8%	18.8%
Q3gg Timeliness of Town Staff to concerns/ issues	24.8%	35.6%	12.8%	5.2%	0.8%	20.8%
Q3hh Friendliness of Town Staff	39.2%	31.2%	12.0%	2.0%	0.8%	14.8%
Q3ii Municipal court services	23.2%	30.4%	10.8%	1.2%	0.4%	34.0%
Q3jj Jury service experience	24.0%	24.4%	17.2%	1.2%	0.8%	32.4%

WITHOUT DON'T KNOW

Q3. Satisfaction with Customer Service Provided by the Town: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following. (Without Don't Know)

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3ff Level of participation by Town staff in community events/neighborhood meetings	33.0%	44.3%	20.2%	1.5%	1.0%
Q3gg Timeliness of Town Staff to concerns/ issues	31.3%	44.9%	16.2%	6.6%	1.0%
Q3hh Friendliness of Town Staff	46.0%	36.6%	14.1%	2.3%	0.9%
Q3ii Municipal court services	35.2%	46.1%	16.4%	1.8%	0.6%
Q3jj Jury service experience	35.5%	36.1%	25.4%	1.8%	1.2%

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

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3kk Enforcing the exterior appearance and maintenance regulations for property	23.6%	30.8%	12.8%	6.4%	2.0%	24.4%
Q3ll Enforcing sign regulations	23.2%	30.0%	19.2%	0.0%	1.2%	26.4%

WITHOUT DON'T KNOW

Q3. Satisfaction with Code Enforcement Provided by the Town: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following. (Without Don't Know)

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3kk Enforcing the exterior appearance and maintenance regulations for property	31.2%	40.7%	16.9%	8.5%	2.6%
Q3ll Enforcing sign regulations	31.5%	40.8%	26.1%	0.0%	1.6%

Q4. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please circle your level of agreement with the following statements.

(N=250)

	Strongly agree	Agree	Agree	Disagree	Strongly disagree	Don't Know
Q4a Attracting retail development, which grows Westlake's sales tax base, is important to me	20.4%	27.6%	21.2%	9.6%	20.4%	0.8%
Q4b Westlake's continued emphasis on attracting high-end development is important to me	54.8%	23.2%	12.0%	2.8%	6.0%	1.2%
Q4c The connectivity of Westlake's walking/ biking trails is important to me	32.0%	26.4%	29.2%	8.0%	3.6%	0.8%

WITHOUT DON'T KNOW

Q4. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please circle your level of agreement with the following statements. (Without Don't Know)

(N=250)

	Strongly agree	Agree	Agree	Disagree	Strongly disagree
Q4a Attracting retail development, which grows Westlake's sales tax base, is important to me	20.6%	27.8%	21.4%	9.7%	20.6%
Q4b Westlake's continued emphasis on attracting high-end development is important to me	55.5%	23.5%	12.1%	2.8%	6.1%
Q4c The connectivity of Westlake's walking/ biking trails is important to me	32.3%	26.6%	29.4%	8.1%	3.6%

Q5. Reasons for Moving to Westlake: Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please circle how important the following issues were in your decision to move to the Town of Westlake.

(N=250)

	Extremely Important	Very Important	Important	Less Important	Not Important	Don't know
Q5a Sense of community	24.0%	30.4%	31.6%	6.0%	4.0%	4.0%
Q5b Quality of life	66.8%	23.2%	6.4%	0.0%	0.8%	2.8%
Q5c Small town feel	53.2%	22.4%	14.4%	5.6%	1.6%	2.8%
Q5d Aesthetic appeal and high development standards	74.8%	11.6%	5.6%	2.8%	2.0%	3.2%
Q5e Westlake Academy	42.4%	12.4%	9.2%	9.2%	22.0%	4.8%
Q5f Access to other public schools	12.0%	15.6%	16.0%	20.4%	28.0%	8.0%
Q5g Proximity to private schools	10.8%	8.4%	13.2%	19.2%	41.2%	7.2%
Q5h Low crime rates/quality of public schools	55.2%	28.4%	8.8%	1.2%	2.0%	4.4%
Q5i Employment opportunities in the Westlake area	5.6%	7.6%	11.6%	20.8%	47.2%	7.2%
Q5j Access to DFW airport	27.6%	27.2%	26.8%	10.8%	4.8%	2.8%
Q5k Access major highways	24.4%	37.6%	24.4%	8.4%	3.2%	2.0%
Q5l Type of housing availability	51.6%	23.6%	14.8%	4.8%	3.2%	2.0%
Q5m Quality of your subdivision	69.6%	18.4%	5.2%	1.6%	2.0%	3.2%
Q5n Westlake as a retirement destination	24.0%	12.4%	21.2%	15.2%	22.4%	4.8%
Q5o Number of publicly accessible parks and trails	16.8%	12.0%	38.4%	17.2%	11.6%	4.0%
Q5p Subdivision amenities (airpark, golf club, parks and etc.)	36.8%	17.6%	22.8%	8.4%	10.4%	4.0%

Q6. Which THREE of the reasons listed above are the most important reasons why you will stay in Westlake for the next 5 years?

Q6 1 st Choice	Number	Percent
Sense of community	12	4.8 %
Quality of life	57	22.8 %
Small town feel	23	9.2 %
Aesthetic appeal/high development standards	18	7.2 %
Westlake Academy	72	28.8 %
Access to other public schools	1	0.4 %
Proximity to private schools	2	0.8 %
Low crime rates/quality of public safety	10	4.0 %
Employment opportunities in the Westlake area	1	0.4 %
Access to DFW airport	5	2.0 %
Type of housing available	6	2.4 %
Quality of your subdivision	19	7.6 %
Westlake as a retirement destination	3	1.2 %
Subdivision amenities	11	4.4 %
None chosen	10	4.0 %
Total	250	100.0 %

Q6. Which THREE of the reasons listed above are the most important reasons why you will stay in Westlake for the next 5 years?

Q6 2 nd Choice	Number	Percent
Sense of community	5	2.0 %
Quality of life	39	15.6 %
Small town feel	41	16.4 %
Aesthetic appeal/high development standards	36	14.4 %
Westlake Academy	16	6.4 %
Access to other public schools	9	3.6 %
Low crime rates/quality of public safety	28	11.2 %
Access to DFW airport	10	4.0 %
Access to major highways	2	0.8 %
Type of housing available	5	2.0 %
Quality of your subdivision	27	10.8 %
Westlake as a retirement destination	2	0.8 %
Subdivision amenities	17	6.8 %
None chosen	13	5.2 %
Total	250	100.0 %

Q6. Which THREE of the reasons listed above are the most important reasons why you will stay in Westlake for the next 5 years?

<u>Q6 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	13	5.2 %
Quality of life	39	15.6 %
Small town feel	23	9.2 %
Aesthetic appeal/high development standards	40	16.0 %
Westlake Academy	5	2.0 %
Access to other public schools	3	1.2 %
Proximity to private schools	1	0.4 %
Low crime rates/quality of public safety	26	10.4 %
Access to DFW airport	20	8.0 %
Access to major highways	6	2.4 %
Type of housing available	15	6.0 %
Quality of your subdivision	17	6.8 %
Westlake as a retirement destination	8	3.2 %
Number of publicly accessible parks/trails	7	2.8 %
Subdivision amenities	6	2.4 %
<u>None chosen</u>	<u>21</u>	<u>8.4 %</u>
Total	250	100.0 %

Q6. Which THREE of the reasons listed above are the most important reasons why you will stay in Westlake for the next 5 years? (Top Three Choices)

<u>Q6 Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Sense of community	30	12.0 %
Quality of life	135	54.0 %
Small town feel	87	34.8 %
Aesthetic appeal/high development standards	94	37.6 %
Westlake Academy	93	37.2 %
Access to other public schools	13	5.2 %
Proximity to private schools	3	1.2 %
Low crime rates/quality of public safety	64	25.6 %
Employment opportunities in the Westlake area	1	0.4 %
Access to DFW airport	35	14.0 %
Access to major highways	8	3.2 %
Type of housing available	26	10.4 %
Quality of your subdivision	63	25.2 %
Westlake as a retirement destination	13	5.2 %
Number of publicly accessible parks/trails	7	2.8 %
Subdivision amenities	34	13.6 %
<u>None chosen</u>	<u>10</u>	<u>4.0 %</u>
Total	716	

Q7. Issues of Interest: Using a scale of 1 to 5, where 5 means "Very Beneficial" and 1 means "Not Beneficial at All," please rate how beneficial you think the following have been to the Town of Westlake:

(N=250)

	Very beneficial	Somewhat beneficial	Neutral	Not very beneficial	Not at all beneficial	Don't know
Q7a Improvements to FM 1938 / Davis Blvd.	51.2%	18.0%	16.8%	7.2%	4.8%	2.0%
Q7b Improvements to Dove Rd. / J.T. Ottinger Rd.	44.4%	27.6%	14.0%	5.2%	5.6%	3.2%
Q7c Intersection reconfigurations at Dove Rd / J.T. Ottinger Rd.	39.6%	26.4%	16.4%	6.0%	7.2%	4.4%
Q7d Intersection reconfigurations at Dove Rd. / Pearson Ln.	35.6%	29.2%	24.8%	2.8%	3.6%	4.0%

WITHOUT DON'T KNOW

Q7. Issues of Interest: Using a scale of 1 to 5, where 5 means "Very Beneficial" and 1 means "Not Beneficial at All," please rate how beneficial you think the following have been to the Town of Westlake: (Without Don't Know)

(N=250)

	Very beneficial	Somewhat beneficial	Neutral	Not very beneficial	Not at all beneficial
Q7a Improvements to FM 1938 / Davis Blvd.	52.2%	18.4%	17.1%	7.3%	4.9%
Q7b Improvements to Dove Rd. / J.T. Ottinger Rd.	45.9%	28.5%	14.5%	5.4%	5.8%
Q7c Intersection reconfigurations at Dove Rd / J.T. Ottinger Rd.	41.4%	27.6%	17.2%	6.3%	7.5%
Q7d Intersection reconfigurations at Dove Rd. / Pearson Ln.	37.1%	30.4%	25.8%	2.9%	3.8%

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following.

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8a Police response to burglaries in Westlake	31.2%	37.2%	8.4%	6.4%	1.2%	15.6%
Q8b Communication provided to residents about the burglaries	46.0%	33.6%	6.4%	3.6%	5.6%	4.8%
Q8c Efforts by the Town to implement safety measures resulting from the burglary incidents	36.4%	34.4%	15.2%	3.6%	2.4%	8.0%

WITHOUT DON'T KNOW

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following. (Without Don't Know)

(N=250)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8a Police response to burglaries in Westlake	37.0%	44.1%	10.0%	7.6%	1.4%
Q8b Communication provided to residents about the burglaries	48.3%	35.3%	6.7%	3.8%	5.9%
Q8c Efforts by the Town to implement safety measures resulting from the burglary incidents	39.6%	37.4%	16.5%	3.9%	2.6%

Q9. Overall, how familiar are you with the following information:

(N=250)

	Very familiar	Somewhat Familiar	Not familiar
Q9a Town's Comprehensive Plan	13.6%	52.8%	33.6%
Q9b Town's Strategic Plan	14.4%	50.4%	35.2%
Q9c Town's lighting standards	18.8%	42.8%	38.4%
Q9d The Town's open space requirements for development	15.6%	51.2%	33.2%
Q9e Zoning standards within the Town	22.0%	52.0%	26.0%
Q9f Allowed uses for existing planned development districts within the Town	17.2%	53.2%	29.6%

Q10. When did you most recently attend the following events?

(N=250)

	This Year	Last Year	2 Years Ago or More	Never, But I Am Aware of Event	Never, I Am Not Aware of Event	Not Provided
Q10a Decoration Day	11.2%	6.4%	10.8%	40.4%	27.2%	4.0%
Q10b Master Works concert series	5.6%	6.4%	8.4%	52.8%	22.4%	4.4%
Q10c Arbor Day	13.6%	11.2%	18.0%	41.2%	12.4%	3.6%
Q10d Community Tree Lighting	7.2%	14.0%	12.8%	45.2%	16.8%	4.0%
Q10e Westlake Historical Preservation Society's Classic Car Show	9.2%	8.8%	6.8%	52.4%	19.2%	3.6%
Q10f Other Westlake Historical Preservation Society events	7.2%	8.4%	5.6%	54.0%	20.4%	4.4%
Q10g Public Arts Society events	3.2%	7.6%	8.8%	54.8%	21.6%	4.0%

Q11. Have you attended a public meeting in your neighborhood?

<u>Q11 Attended pub meetings in neighborhood</u>	<u>Number</u>	<u>Percent</u>
Yes-This Year	103	41.2 %
Yes-Last Year	46	18.4 %
No- But I Am Aware of the Meetings	72	28.8 %
No- I Am Not Aware of Meetings	24	9.6 %
Don't know	5	2.0 %
Total	250	100.0 %

Q11a. If yes, was the meeting informative?

<u>Q11a If yes was meetings informative</u>	<u>Number</u>	<u>Percent</u>
Yes	123	82.6 %
No	14	9.4 %
Don't Know	12	8.1 %
Total	149	100.0 %

Q11b. If yes, Did you have the opportunity to discuss your ideas/concerns?

<u>Q11b if yes discuss idea/concern</u>	<u>Number</u>	<u>Percent</u>
Yes	129	86.6 %
No	12	8.1 %
Don't Know	8	5.4 %
Total	149	100.0 %

Q11c. If no, will you attend a neighborhood meeting in the future?

<u>Q11c Attend meetings in future</u>	<u>Number</u>	<u>Percent</u>
Yes	68	70.8 %
No	14	14.6 %
Don't Know	14	14.6 %
Total	96	100.0 %

Q11d. If no, do you think these types of meeting are useful to conduct?

<u>Q11d Are meetings useful</u>	<u>Number</u>	<u>Percent</u>
Yes	75	78.1 %
No	6	6.3 %
Don't Know	15	15.6 %
Total	96	100.0 %

RESIDENTS WHO HAD ATTENDED A MEETING THIS YEAR

Q11a. If yes, was the meeting informative?

<u>Q11a If yes was meeting informative</u>	<u>Number</u>	<u>Percent</u>
Yes	91	88.3 %
No	6	5.8 %
Don't Know	6	5.8 %
Total	103	100.0 %

Q11b. If yes, did you have the opportunity to discuss your ideas/concerns?

<u>Q11b if yes discuss idea/concern</u>	<u>Number</u>	<u>Percent</u>
Yes	89	86.4 %
No	8	7.8 %
Don't Know	6	5.8 %
Total	103	100.0 %

RESIDENTS WHO HAD ATTENDED A MEETING LAST YEAR

Q11a. If yes, was the meeting informative?

<u>Q11a If yes was meeting informative</u>	<u>Number</u>	<u>Percent</u>
Yes	32	69.6 %
No	8	17.4 %
Don't Know	6	13.0 %
Total	46	100.0 %

Q11b. If yes, did you have the opportunity to discuss your ideas/concerns?

<u>Q11b if yes discuss idea/concern</u>	<u>Number</u>	<u>Percent</u>
Yes	40	87.0 %
No	4	8.7 %
Don't Know	2	4.3 %
Total	46	100.0 %

Q12. In your opinion, how often should neighborhood meetings be held?

<u>Q12 Now often neighborhood meeting held</u>	<u>Number</u>	<u>Percent</u>
Annually	87	34.8 %
Twice a Year	106	42.4 %
Every Other Year	11	4.4 %
Don't Know	46	18.4 %
Total	250	100.0 %

Q13. Do any children in grades K-12 live in your home?

<u>Q13 Children K-12 live your home</u>	<u>Number</u>	<u>Percent</u>
Yes	121	48.4 %
No	127	50.8 %
Not provided	2	0.8 %
Total	250	100.0 %

Q13a. Do any of these children currently attend Westlake Academy?

<u>Q13a If yes any attend Westlake Academy</u>	<u>Number</u>	<u>Percent</u>
Yes	89	73.6 %
No	30	24.8 %
Not Provided	2	1.7 %
Total	121	100.0 %

Q13b. Where do your children go to school?

Q13b What school	Number	Percent
CAROLL	1	3.7 %
CAROLL ISD	1	3.7 %
CARROLL	5	18.5 %
CARROLL ISD	2	7.4 %
CARROLL SR HIGH	2	7.4 %
CISD	1	3.7 %
HOME SCHOOLED	1	3.7 %
KELLER	2	7.4 %
KELLER ISD	1	3.7 %
KSD	1	3.7 %
LIBERY CHRISTIAN	1	3.7 %
PRIVATE	1	3.7 %
PRIVATE SCHOOL	3	11.1 %
SOUTHLAKE CARROLL	1	3.7 %
WALNUT GROVE	1	3.7 %
WGES	1	3.7 %
WINFREE ACADEMY CHARTER	1	3.7 %
WIWNFREE ACADEMY CHARTER SCHOOL	1	3.7 %
Total	27	100.0 %

Not provided=3

Q13c. If any of your children previously attended Westlake Academy, why did they stop?

Q13c Why stopped

- BULLYING
- DIFFERENCE IN PHILOSOPHIES
- DONT LIKE ISB CURRICULUM
- NO NEVER ATTENDED
- NONE PREVIOUSLY ATTENDED WESTLAKE ACADEMY
- NOT HAPPY WITH THE CURRICULUM
- POOR LEADERSHIP
- THE CURRICULUM
- UNHAPPY WITH CURRICULUM

Q13d. If your children previously attended Westlake Academy, are you considering re-enrolling them in the future?

Q13d Are you considering re-enrolling them in the future?	Number	Percent
Yes	3	10.0 %
No	11	36.7 %
Don't Know	16	53.3 %
Total	30	100.0 %

Q14. What is your age?

Q14 What is your age	Number	Percent
18-34 years	17	6.8 %
35-54 years	124	49.6 %
55-74 years	86	34.4 %
75+ years	13	5.2 %
Not provided	10	4.0 %
Total	250	100.0 %

Q15. How many years have you lived in Westlake?

Q15 Years lived in Westlake	Number	Percent
Less than 5 years	110	44.0 %
5-10 years	83	33.2 %
11-15 years	12	4.8 %
16-20 years	5	2.0 %
Over 20 years	33	13.2 %
Not provided	7	2.8 %
Total	250	100.0 %

Q16. In which subdivision do you live?

Q16 Subdivision live in	Number	Percent
Stagecoach Hills	31	12.4 %
Vaquero	98	39.2 %
Wyck Hill	9	3.6 %
Glenwyck Farms	57	22.8 %
Mahotea Boone	10	4.0 %
Other	33	13.2 %
Not provided	12	4.8 %
Total	250	100.0 %

Q16. Other

Q16 Other

-
- ASPEN LN
 - NOTING SUBDIVISION
 - TARRA BELLA

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

Q17 Total annual income	Number	Percent
Under \$50,000	12	4.8 %
\$50,000-\$149,000	30	12.0 %
\$150,000-\$500,000	78	31.2 %
Over \$500,000	100	40.0 %
Not provided	30	12.0 %
Total	250	100.0 %

Q18. Gender:

Q18 Gender	Number	Percent
Male	126	50.4 %
Female	123	49.2 %
Not provided	1	0.4 %
Total	250	100.0 %

Q19. Overall, how safe do you feel in the Town of Westlake?

Q19 How safe do you feel	Number	Percent
Very safe	130	52.0 %
Safe	107	42.8 %
Unsafe	5	2.0 %
Very unsafe	2	0.8 %
Don't know	6	2.4 %
Total	250	100.0 %

Q20. Overall, how would you rate the Town of Westlake as a place to live?

Q20 As place to live	Number	Percent
Excellent	175	70.0 %
Good	52	20.8 %
Average	5	2.0 %
Poor	9	3.6 %
Don't know	9	3.6 %
Total	250	100.0 %

Optional Comments:

- I don't understand how or why any city officials or board members or committee members would ever consider allowing apartments in Westlake. Never, Never, Ever!! We need elected officials who understand this point.
- The town is way behind other municipalities in automatic payment of water & trash bills. For instance, the City of Keller & Tri-county electric co-op would be good models to copy.
- Town staff is not at all friendly, especially when you call with a water issue. They get very defensive. Water is much too expensive! Connect the sidewalks! The street coping is looking good. We need a grocery store.
- Need to stencil "STOP" on Davis intersection - the existing stop signs are far apart on either side. Also need to negotiate with cell phone providers to improve signals.
- I would like to see the town's sales tax base increase as a result of more commercial development. Additionally, I would like to see increased housing options and an increase in the percentage of Westlake residents who attend the Academy.
- Town Council & Mayor selectively keeps vital information from the citizens of Westlake.
- The major reason for my move to Westlake was no city taxes on property. I am for Westlake Academy to be self-sufficient and not for bonds which will have to be paid off as a source of revenue or increases in taxes. Most charter schools do not have the option to tax and I believe that should be true for this one also.
- I would prefer a Tuesday for trash collection & recycling services. We are away on many consecutive weekends. Thank you.
- Don't appreciate being ripped off with the new water rates
- Please do not allow for ANY additional burden to Westlake Academy.
- The handling of the Granada zoning change was a glaring example of sleazy small town politics. Someone in Westlake government is personally benefiting from that deal.
- I feel unsafe after recent incidents.
- As I stated last year, although I am proud to say I reside in Westlake, I would love to see attention given to my subdivision of Stagecoach Hills. It too could be a crown jewel of our unique community given the proper attention.
- Please have trash collection twice a week
- I live next door to a neighbor with barking dogs that ruins the peace and quiet in the area. It is miserable. We should not have this in a residential area. Please do something, please!!!
- Need prominent "no outlet" signs at all dead end streets, Stagecoach Hills, Wyck Hill, Mahotea Boone, Aspen Lane and Paigebrooke.
- The town marker on the corner of Dove & Randal Mill needs to be cleaned up and "beautified" - considering it's the only sign in Westlake. Flowers would be nice, instead of 1/2 dead bushes and rocks. Currently it is tasteless and does not add any aesthetic value to the city. In fact, it should be welcoming people, not be an eye-sore. Let's learn from Southlake!
- Need a permanent street sign at Peason & Dove.
- I am very concerned about recent proposed developments in Westlake and on Dove and Sam School in Southlake. I'm afraid Westlake will lose its small town, rural feel.
- I would like to see the landscaping better maintained along the roads. There is a lot of trash along the roads. When I walk my dog I try to pick up as much as I can.
- I have an 8 year-old granddaughter and we wondered if she is eligible to go to Westlake Academy – is there a "Grandparent clause" for eligibility?
- Preferred the Westlake of 20 years ago; it had more of a community feel and was quieter.
- I am looking forward to the new development/subdivision on 1938/Dove. Gas station, Starbucks, a small convenience store (high end) would be wonderful.
- Need bike lanes; cannot have bicyclists going 5-10 mph on 2-lane roads where the speed limit is 30 and we are still give them the "right of way." Maybe I should have my 5 year-old get on his bicycle and ride up and down Dove Rd. Just because it's legal doesn't mean it is right. Leave the road for cars and build bike lanes instead of a 2-mile long sidewalk that nobody will walk on.

Optional Comments:

- We feel so fortunate and blessed to live in Westlake. It is a wonderful place to live and raise kids!
- The Mayor's vision for the town poorly reflects the vision of its citizens. Town Council seems to have a different agenda than the collective members of the community. Do not trust town Council.
- Thank you for everything that the town is doing for the citizens. Nothing is perfect, but Westlake is a great place to live! Westlake Academy is fundamentally important to the town and its citizens! Please continue the focus on Westlake Academy.
- I am very concerned with the recent attempt to rezone for high concentration housing. I do not want to see exceptions made to zoning ordinances.
- Please double this for Gracie with exception to Question 19, where Gracie feels unsafe. Keep up the great work, Tom. We appreciate your leadership and service in our town! Blessings, John & Gracie Mills
- Thought roundabouts might have been a better idea for Ottinger - Dove & Ottinger - Pearson intersections. Need sewer and better drainage on Mahotea. Too many police writing speeding tickets. Email residents about town news. Enjoy the events; just limited time.
- Tom, you and Mayor Wheat have the best interests of Westlake first in all you do for the town. We are very supportive and truly appreciate your work. Thank you.
- I would like to have an agreement about library access like Trophy Club has with Roanoke. Seems easy, but doesn't seem to be a priority at all.
- I'd like to see Westlake keep its exclusivity and small-town feel. The Town's wide open spaces and roaming cattle is what gives the Town its small-town feel, not more housing and development!
- More utilities choices/information. Better cell phone towers. Growing too quickly; taking away open spaces.
- We would like to see some high-end retail or continued development, but at a measured pace.
- School expansion is not well thought out; portables as the answer is ridiculous.
- I don't want multi-family/apartments/flats/townhomes in Westlake.
- Utilities: One Source is a substandard cable company. Please initiate the availability of Verizon FIOS to Glenwyck Farms.
- I don't like the increased water rates. Seems the town has made a poor decision that caused rates to increase. What caused this change to take place? Explain why on the Westlake Wire.
- The park is not as well maintained since the town took over from Glenwyck. The Town Council & town needs to make sure to stay in touch with the citizens and work for the benefit of the majority.
- The doggie bag stations in the Glenwyck Park are never stocked with bags. Nice stations, but with no bags in them they are useless. Whose responsibility is this?
- The recent tree plantings on new Davis Blvd. are disappointing, and appear will be a drain on local water supply, with high maintenance required.
- Main significant concern is the ongoing subsidy to cover costs of Westlake Academy, primarily benefitting students from outside of Westlake. Makes NO sense, particularly now that we are being assessed additional property tax.
- I think that the town could do a better job of keeping medians and sides of the streets free of trash. I think that twice weekly trash service should be re-examined. I also think that the manner in which sewer rates are determined should be re-examined.
- Council actions are not transparent and sometimes are misleading. Council of late disregards opinions and desires of majority of residents. Approval of Granada and Entrada violate the principles of the Comprehensive Plan. Enticement of residential projects with grants of public money is reprehensible.
- Don't issue bonds, don't go into debt. There is apparently no reason to have a property tax if you can build new buildings at the academy without raising taxes. You ruined my yard with the new streets and made no attempt to correct the issues.

Optional Comments:

- Heavily researched the area before moving here and would have said then that Westlake is an excellent place to live. No longer true because of crime in area and surrounding Southlake. Devastated by the burglaries in Westlake which happened within 3 month of relocating here. I feel unsafe during the day and night. I have never lived anywhere where I need to keep a house alarm on day and night. I feel our neighborhood and suburb is targeted. Two ways that the Town could help deter crime is add more police personnel to create a sense of police presence day and night. Previous communities I have lived in, there was not a day that would go by without seeing a police car. Not a police car taking radar, just a police car driving around. Second, change the lighting policies because it is no longer a good policy in light of the focus and targeting of crime in Westlake. The Town of Westlake should reconsidered the "no light" or low light policy around neighborhoods and parks. Outdated policy which is not helpful in deterring the crime which keeps reoccurring in or near us. Disappointed that the amphitheater being considered which will erode our sense of small community and quadruple the traffic on Dove and Davis. Would not have bought our lot in Westlake if I was made aware of the real possibility that traffic would increase on Dove Road.
- I am appalled that Westlake is considering allowing "multi-family homes/condos (by permit only)" – whatever choice of word you would like to use – in our town. My husband and I choose this town because we fell in love with the small town feel and appreciated the high quality standards all homes had to follow in order to be built. Once you allow multi-family homes, OF ANY KIND, the value of our property and the small town community feel will disappear. I also believe that other families, of lower incomes, will move into the multi-family homes in order to be able to have a lower-valued home where they can still send their children to Westlake Academy. This action, will in turn, flood Westlake Academy with additional problems (over crowded classes, drugs, disciplinary issues, etc.) that our beloved school may not have too many cases of at this time. As the parent of a young child that will be attending Westlake Academy, if there is multi-family homes built that have the right to Westlake Academy, when the time comes for my child to attend school I will more than likely be sending him to a private school. I've been very lenient and understanding of all the new zoning developments and progress to our town, but I will never vote for multi-family homes.
- I appreciate that Council has gone to great lengths to study all the development options and hear from the community in many forums. It is unfortunate that the loudest voices who oppose development are often uninformed or misinformed about what the zoning allows.
- I fail to understand the continued expansion of Westlake Academy when it increasingly consumes a disproportionate amount of TOW revenue primarily for the benefit of non-residents.
- I have concerns now that JT Ottinger and Dove have been reconfigured that the traffic travels at a very high rate of speed in both directions.
- I wish you had built a roundabout at the intersection of Dove and Ottinger which would have slowed down traffic at that intersection, instead we now have a mini speedway. This is a concern since our entrance from Mahotea Boone is very close to that intersection. I appreciate you replacing some trees, but I don't see the value in destroying the huge 40 plus year old tree canopy that beautifully covered Dove.
- I would like to see fewer speed traps.
- It is CRITICAL that the town consider Westlake Academy when approving developments. There is already a space issue; it is very unfortunate that graduating students spend their last two years in portable buildings! And there is not nearly enough space in the dining hall or gym for the students attending now. Adding more families to the town guarantees more students at the highly acclaimed school, which is struggling desperately to resolve extreme problems with Spanish and Mathematics. It seems fundamental issues are overlooked for reasons that do not benefit the Westlake residents or the Academy's students.
- Keep small town feel. No more tract home developments. No strip-shopping that lowers our values. Put in parks!!!

Optional Comments:

- The biggest concern I have as a resident is the direction Town Council is taking without seeming to consider residents' wishes for the future of GlenWyck. That a vote would be held in December about such drastic changes to the size and make-up of our town without adequately informing residents is astonishing. I can only imagine the reason the Town Council and P&Z are looking to push through such development is to help us get out of the astronomical debt we face, which is roughly \$42,000/household - four times any other city or town (of any size) in TX! And, that the Town Council passed an additional 9.5 Million in debt in a special vote held in early April (without communication of the vote through Westlake Wire) is also astonishing. Guidelines from the state recommend that any issuance of additional debt be put to a vote to the residents. But, the Town Council doesn't seem to want to truly incorporate residents' views. They allow residents to state their views in public hearings but there is no opportunity for discussion or to have questions answered. Despite overwhelming opposition, the Town passed the tax last year and that trend continues with the passing of the Grenada and (likely) Entrada developments in the face of similar opposition. From their past communications, they appear to communicate to residents for the purpose of meeting legal requirements and not for the purpose of engaging residents in deciding the future of our Town. As a resident who has been active in my community, I feel disengaged and disregarded by the current government, an, in particular from the P&Z commission where one member (who is now running for Town Council) has been insulting and dismissive to a number of residents on more than one occasion during the development discussions. Since I have moved to Westlake, we have taken on astronomical debt, introduced a tax, liquor stores and, now, it appears, massive retail and condos. I am very, very saddened by what I see happening to the Town I love so much.
- The town staff lost a lot of credibility in the secretive handling of the two new zoning change cases that are being discussed. The way this was attempted to be crammed through last December with no public input is simply not acceptable. Posting information on a Friday before a Monday vote on such a monumental issue left many with undesirable perceptions of those in charge of this process. The two developments were clearly not aligned with the desires of the citizens, which leads me to believe that the town manager does not understand the desires of the citizens. Did he really believe apartments would be acceptable in Westlake?
- There has to be a better way for sewer charges; I would recommend a flat rate based on household or square footage.
- We love the rural feel of Westlake and hope that retail development is kept to a minimum.
- We need a fire department; go back with Trophy Club.
- We need new members on the town council. We are becoming stale and without any "non-political" ideas!
- We need to keep Westlake as it is. Small town feel. Strong neighborhoods. Upscale subdivisions and homes. We have plenty of retail opportunities nearby. We do not need them in Westlake.
- Westlake is currently the premier place to live arguably in the nation, ranking #1 on Forbes list. It is undisputedly the best place to live in the DFW area if you are looking for the highest end homes with open space. However, newly proposed projects (Granda and Entrada) threaten this premier and elite status. Entrada's small (2,000 s.f.), dense (over 300) townhomes do not fit in Westlake and threaten to lower property values of the multi-million dollar homes in Westlake. The same is true with Granda, which has smaller homes (3,000-4,000 s.f.) on small lots (.3-.5 acres) than the surrounding premier communities in 2 and 4. It is very disappointing to see the P&Z Commissioner and Town Counsel accept the substandard residential developments in Granda and Entrada when Westlake currently sits as the #1 community in the nation. Westlake will no longer be #1 going forward if these developments are allowed to proceed, and the result will be unhappy Westlake residents as they see their property values decrease.

Section 5:
Survey Instrument



Town of Westlake

Dear Westlake Resident,

It is that time again when the Town of Westlake is seeking feedback about the quality of municipal services provided to our residents. We are proud to present to you the 2013 *DirectionFinders* survey. If you have not previously participated in this survey before, we encourage you to take a moment to provide us with your responses. If you have completed this survey in years past, please know that we thank you for your continued participation in this effort and are looking forward to hearing from you again.

This year marks the fourth administration of this survey and you may notice some changes. Most apparent of these is that the overall format and design of the document has been revamped in an effort to help the response process flow more quickly and easily. Because we appreciate your time, we are also pleased to offer for the first time this year, the survey in an online format for all residents. We hope that this courtesy will provide our busy respondents with a convenient option for providing the Town with your opinions. The feedback received from these surveys is critical to us in shaping our goals, evaluating our services, and uncovering the most important issues for you and your family.

Please take a few minutes to complete the enclosed survey. Please answer any and all questions as accurately as possible and use the comment space provided at the end of the survey for any further information you would like us to know. Every adult resident in the Town has the opportunity to participate in this process and has been mailed an individual survey. If there has been an error and your family needs additional surveys, please contact us.

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

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

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

If you have any questions, please contact Ginger Awtry, Director of Communications & Community Affairs, in the Town Manager's Office at (817) 490-5719, or via email 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

2013 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 circle your level of satisfaction with the following services provided by the Town of Westlake.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<i>How satisfied are you with the:</i>						
A. Overall quality of public safety services (police, fire, and emergency medical)	5	4	3	2	1	9
B. Overall efforts by the Town to ensure the community is prepared for emergencies	5	4	3	2	1	9
C. Overall quality of 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, open spaces, streetscaping, and facilities	5	4	3	2	1	9
G. Overall quality of customer service by the Town	5	4	3	2	1	9
H. Overall quality of enforcement of codes and ordinances	5	4	3	2	1	9
I. Overall quality of government services provided by the Town of Westlake	5	4	3	2	1	9
J. Overall value you receive from your tax dollars and fees	5	4	3	2	1	9
K. Overall value of Westlake Academy to the Town	5	4	3	2	1	9

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

(Write in the spaces below, using the letters from the list in Question #1, above.)

1st _____ 2nd _____ 3rd _____

3. **Satisfaction with Specific Types of Services Provided by the Town:** Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please circle your level of satisfaction with each of the following.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<i>How satisfied are you with the:</i>						
<u>Police Services</u>						
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 of the Town to prevent crime	5	4	3	2	1	9
E. Level of traffic enforcement	5	4	3	2	1	9
<u>Fire & Medical Services</u>						
F. Quality of fire services	5	4	3	2	1	9
G. Quality of emergency medical services	5	4	3	2	1	9
H. Response time of fire and emergency medical services personnel	5	4	3	2	1	9
<u>Emergency Preparedness</u>						
I. Response efforts by the Town Staff during extreme weather conditions	5	4	3	2	1	9
J. Efforts by the Town Staff to inform residents of hazardous road conditions, potential inclement weather & closures	5	4	3	2	1	9

(Question #3 continued) Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please circle your level of satisfaction with each of the following.)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<u>Transportation Services</u>						
K. Condition of major streets in Westlake	5	4	3	2	1	9
L. Condition of streets in your neighborhood	5	4	3	2	1	9
M. Cleanliness of streets and other public areas	5	4	3	2	1	9
N. Traffic flow and congestion management in Westlake	5	4	3	2	1	9
<u>Communications & Citizen Engagement</u>						
O. Efforts by the Town to keep you informed about Council Meetings, Town projects, issues, and events	5	4	3	2	1	9
P. Timeliness of information provided by the Town	5	4	3	2	1	9
Q. Completeness of the information provided by the Town	5	4	3	2	1	9
R. Usefulness of the <i>Westlake Wire</i> communications	5	4	3	2	1	9
S. Ease of use of the Town's website	5	4	3	2	1	9
T. Availability/Accessibility of Town records	5	4	3	2	1	9
U. Opportunities provided for public input	5	4	3	2	1	9
<u>Parks & Recreation Services</u>						
V. Maintenance of Town-owned Glenwyck Park	5	4	3	2	1	9
W. Number of publicly-accessible parks and trails	5	4	3	2	1	9
X. Maintenance of streetscaping and open spaces	5	4	3	2	1	9
<u>Utility Services</u>						
Y. Residential trash collection services	5	4	3	2	1	9
Z. Curbside recycling services	5	4	3	2	1	9
AA. Yard waste & bulky item removal services	5	4	3	2	1	9
BB. Town efforts to promote water conservation and protect water resources	5	4	3	2	1	9
CC. Household hazardous waste disposal service	5	4	3	2	1	9
DD. Efforts by the Town to manage stormwater run-off	5	4	3	2	1	9
EE. Quality of (drinking) water utility services	5	4	3	2	1	9
<u>Customer Service</u>						
FF. Level of participation by Town Staff in community events/ neighborhood meetings	5	4	3	2	1	9
GG. Timeliness of Town Staff to concerns/issues (≤24 hours)	5	4	3	2	1	9
HH. Friendliness of Town Staff	5	4	3	2	1	9
II. Municipal court services	5	4	3	2	1	9
JJ. Jury service experience	5	4	3	2	1	9
<u>Code Enforcement</u>						
KK. Enforcing the exterior appearance and maintenance regulations for property	5	4	3	2	1	9
LL. Enforcing sign regulations	5	4	3	2	1	9

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

Please rate your agreement with the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. Attracting retail development, which grows Westlake's sales tax base, is important to me	5	4	3	2	1
B. Westlake's continued emphasis on attracting high-end development is important to me	5	4	3	2	1
C. The connectivity of Westlake's walking/biking trails is important to me	5	4	3	2	1

5. **Reasons for Moving to Westlake:** Using a scale of 1 to 5, where 5 means “Extremely Important” and 1 means “Not Important,” please circle how important the following issues were in your decision to move to the Town of Westlake.

Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
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How important was:

A. Sense of community	5	4	3	2	1	9
B. Quality of life	5	4	3	2	1	9
C. Small town feel	5	4	3	2	1	9
D. Aesthetic appeal & high development standards	5	4	3	2	1	9
E. Westlake Academy	5	4	3	2	1	9
F. Access to other public schools (Keller, Northwest or Carroll ISD)	5	4	3	2	1	9
G. Proximity to private schools	5	4	3	2	1	9
H. Low crime rates/quality of public safety	5	4	3	2	1	9
I. Employment opportunities in the Westlake area	5	4	3	2	1	9
J. Access to DFW airport	5	4	3	2	1	9
K. Access to major highways	5	4	3	2	1	9
L. Type of housing available	5	4	3	2	1	9
M. Quality of your subdivision	5	4	3	2	1	9
N. Westlake as a retirement destination	5	4	3	2	1	9
O. Number of publicly accessible parks & trails	5	4	3	2	1	9
P. Subdivision amenities (airpark, golf club, parks, etc.)	5	4	3	2	1	9

6. **Which THREE of the reasons listed above are the most important reasons why you will stay in Westlake for the next 5 years?**

(Write in the spaces below, using the letters from the list in Question #5, above.)

1st _____ 2nd _____ 3rd _____

7. **Issues of Interest:** Using a scale of 1 to 5, where 5 means “Very Beneficial” and 1 means “Not Beneficial at All,” please rate how beneficial you think the following have been to the Town of Westlake:

Very Beneficial	Somewhat	Neutral	Not Very	Not At All	Don't Know
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Do you feel the following road improvements are beneficial?

Road Projects

A. Improvements to FM 1938 / Davis Blvd.	5	4	3	2	1	9
B. Improvements to Dove Rd. / J.T. Ottinger Rd.	5	4	3	2	1	9
C. Intersection reconfigurations at Dove Rd / J.T. Ottinger Rd.	5	4	3	2	1	9
D. Intersection reconfigurations at Dove Rd. / Pearson Ln.	5	4	3	2	1	9

8. Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please circle your level of satisfaction with each of the following.

Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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How satisfied are you with the:

Burglary Incidents

A. Police response to burglaries in Westlake	5	4	3	2	1	9
B. Communication provided to residents about the burglaries	5	4	3	2	1	9
C. Efforts by the Town to implement safety measures resulting from the burglary incidents	5	4	3	2	1	9

9. Overall, how familiar are you with the following information:

- A. The Town’s Comprehensive Plan
 (3) Very Familiar (2) Somewhat Familiar (1) Not Familiar
- B. The Town’s Strategic Plan
 (3) Very Familiar (2) Somewhat Familiar (1) Not Familiar
- C. The Town’s lighting standards
 (3) Very Familiar (2) Somewhat Familiar (1) Not Familiar
- D. The Town’s open space requirements for development
 (3) Very Familiar (2) Somewhat Familiar (1) Not Familiar
- E. Zoning standards within the Town
 (3) Very Familiar (2) Somewhat Familiar (1) Not Familiar
- F. Allowed uses for existing planned development districts within the Town
 (3) Very Familiar (2) Somewhat Familiar (1) Not Familiar

10. Please check the following boxes that apply to you (select ONE)

When did you most recently attend the following events?	This Year	Last Year	2 Years Ago or More	Never, But I Am Aware of Event	Never, I Am Not Aware of Event
A. Decoration Day	1	2	3	4	5
B. Any of the Master Works concert series Events	1	2	3	4	5
C. Arbor Day	1	2	3	4	5
D. Community Tree Lighting	1	2	3	4	5
E. Westlake Historical Preservation Society’s Classic Car Show	1	2	3	4	5
F. Other Westlake Historical Preservation Society events	1	2	3	4	5
G. Westlake Public Arts Society events	1	2	3	4	5

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

- (1) Yes- This Year (go to #11a-b)
 (2) Yes- Last Year (go to #11a-b)
 (3) No- but I Am Aware of the Meetings (go to #11c-d)
 (4) No – I Am Not Aware of Meetings (go to #11c-d)

If Yes:

- 11a.** Was the meeting informative? (1) Yes (2) No
11b. Did you have the opportunity to discuss your ideas/concerns? (1) Yes (2) No

If No:

- 11c.** Will you attend a neighborhood meeting in the future? (1) Yes (2) No
11d. Do you think these types of meeting are useful to conduct? (1) Yes (2) No

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

- (1) Annually (2) Twice a year (3) Every other year (4) Don’t know

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

- (1) Yes - (go to #13a)
 (2) No - (go to #14)

13a. IF YES to #13: Do any of these children *currently* attend Westlake Academy?

_____ (1) Yes (go to #14) _____ (2) No (go to #13b-d)

13b. Where do your children go to school? _____

13c. If any of your children previously attended Westlake Academy, why did they stop?

13d. If your children previously attended Westlake Academy, are you considering re-enrolling them in the future? _____ (1) Yes _____ (2) No

14. What is your age?

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

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

16. In which subdivision do you live?

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

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

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

18. Gender: _____ (1) Male _____ (2) Female

19. 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

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

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

Optional: If you have any other comments, 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