

2015 Town of Westlake Resident Survey *Findings Report*



Submitted To:



September 2015

...helping organizations make better decisions since 1982

ETC Institute
725 West Frontier Circle
Olathe, Kansas
66061

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





Contents

Executive Summary	i
Section 1: Charts and Graphs.....	1
Section 2: Trend Analysis	19
Section 3: Importance-Satisfaction Analysis	32
Section 4: Tabular Data.....	38
Section 5: Survey Instrument.....	71

Town of Westlake

2015 Resident Survey

Executive Summary

Overview and Methodology

During June and July of 2015, 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 fifth time the Town had administered the resident survey; the previous surveys were administered in 2009, 2010 2011, and 2013.

The five-page survey was administered by mail and phone to a random sample of 248 households in the Town. The results for the random sample of 248 households have a 95% level of confidence with a precision of at least +/- 4.0%.

This summary report contains:

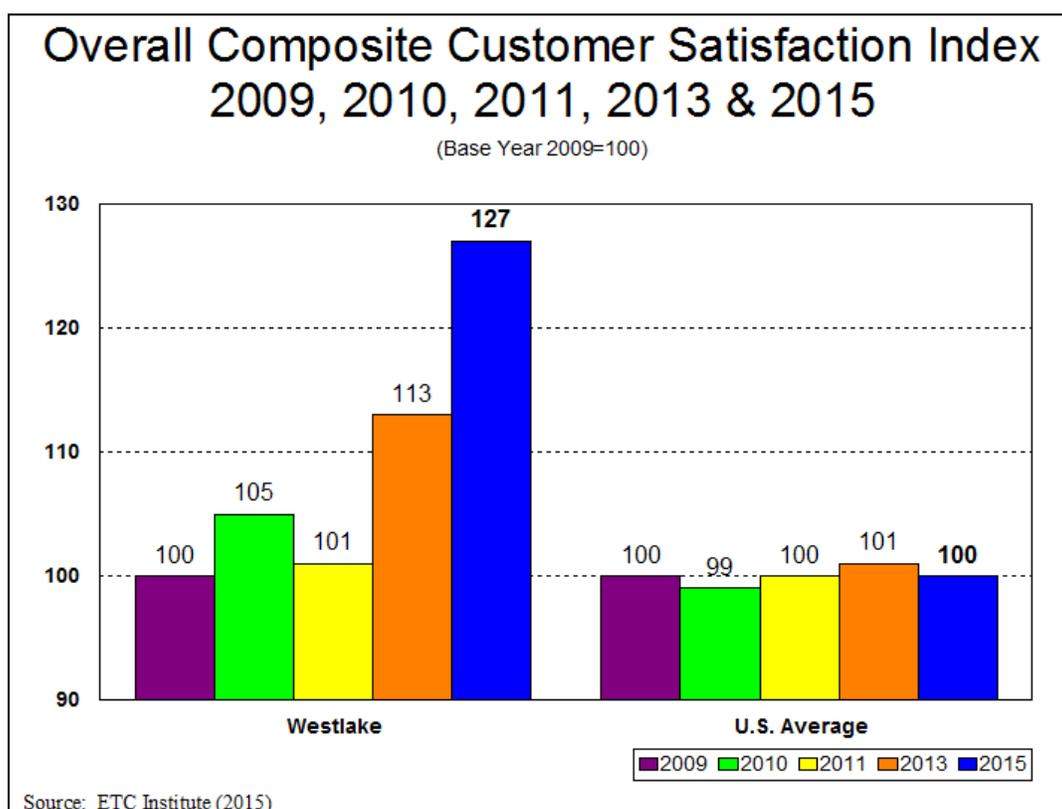
- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- trend analysis
- importance-satisfaction analysis
- tabular data that show the results for each question on the survey
- a copy of the survey instrument.

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

Overall Satisfaction

Eighty-five percent (85%) of residents, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of government services provided by Westlake; 11% were neutral and 4% 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: Westlake’s emergency preparedness efforts (96%), the quality of public safety services (92%), and the effectiveness of Town communication (92%).

Composite Customer Satisfaction Index. To objectively assess the change in overall satisfaction with Town services from 2009, ETC Institute developed a Composite Customer Satisfaction Index for the Town. The Composite Satisfaction Index is derived from the mean rating given for all major categories of Town services that are assessed on the survey in 2009, 2010, 2011, 2013 and 2015. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2009) and then multiplying the result by 100. As the chart below shows, the **Composite Customer Satisfaction Index for Westlake has increased by 14 points since 2013 and by 27 points since 2009.** In comparison, the U.S. index has remained very stagnant, with a decrease of 1 point since 2013, and no overall change since 2009. (In addition to these findings, more detailed analysis of how the survey results have changed from previous surveys 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 (71%), 2) overall value of Westlake Academy to the Town (42%), and 3) parks/trails/open spaces/streetscaping/facilities (29%).

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: how quickly police respond to emergencies (89%), efforts of the Town to prevent crime (83%), and the quality of local police protection (81%).
- **Fire and Emergency Medical Services.** Residents gave high satisfaction ratings to all three fire and emergency medical services that were rated. Based upon a combination of “very satisfied” and “satisfied” responses, among residents who had an opinion, eighty-eight percent (88%) of Westlake residents were satisfied with the quality emergency medical services, 85% were satisfied with the response time of fire and EMS personnel and 85% were satisfied with the overall quality of fire services.
- **Emergency Preparedness.** Ninety percent (90%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the Town staff response during extreme weather and 86% were satisfied with efforts by the Town staff to inform residents of hazardous road conditions, potential inclement weather and closures.
- **Transportation Services.** The transportation services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the cleanliness of streets and other public areas (86%) and the condition of major streets in Westlake (85%).
- **Communication/Citizen Engagement.** The communication/citizen engagement services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: Town efforts to keep residents informed (94%), the timeliness of information provided by the Town (91%), and the completeness of information provided by the Town (85%).

- **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 number of publicly-accessible parks/trails (72%).
- **Utility Services**. The utility services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses among residents who had an opinion, were: residential trash collection services (86%), curbside recycling services (85%), and the quality of drinking water utility services (85%).
- **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 (94%), municipal court services (86%) and the participation of Town staff in community events/neighborhood meetings (84%).

Other Findings

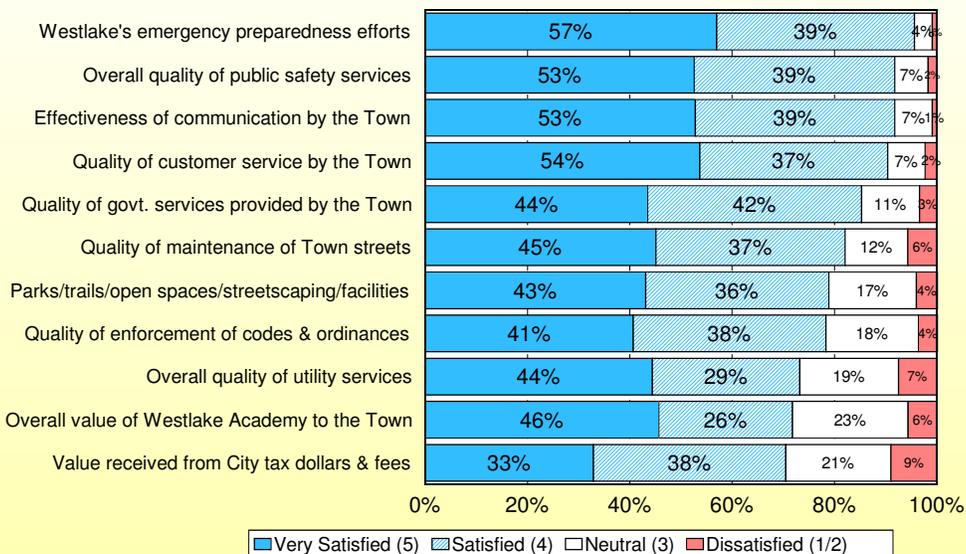
- The most important reasons that residents indicated they will continue to stay in Westlake over the next five years were: 1) the quality of life (40%), 2) Westlake Academy (33%), 3) small town feel (32%), 4) low crime rates/quality of public safety, and 5) the small town feel (30%).
- The types of Town information that residents were most familiar with, based upon the combined percentage of residents who indicated they were “very familiar” or “somewhat familiar” with the information, were: the Town’s Strategic Plan (74%), the Town’s Comprehensive Plan (73%), zoning standards within the Town (67%), and the Town’s lighting standards (67%).
- Of the residents who had attended public meetings held in their neighborhood this year, 93% felt the meeting was informative and 85% felt they had the opportunity to discuss their ideas and concerns at the meeting.
- Seventy percent (70%) of residents would support incentive programs to promote water conservation.
- Seventy-one percent (71%) of residents would support the purchase of land to preserve open space.

- Forty-four percent (44%) would support increasing property taxes by 8 to 10 cents per \$100 of assessed valuation to purchase approximately 15-30 acres of land for a park.
- Ninety-five percent (95%) of the residents surveyed felt “very safe” or “safe” in the Town of Westlake, compared to only 5% who felt “unsafe” or “very unsafe”.
- Most (93%) of the residents surveyed thought Westlake was an “excellent” or “good” place to live; 1% felt it was an “average” place to live, only 5% felt it was a “poor” place to live and 1% indicated “don’t know”.

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With Town Services by Major Category

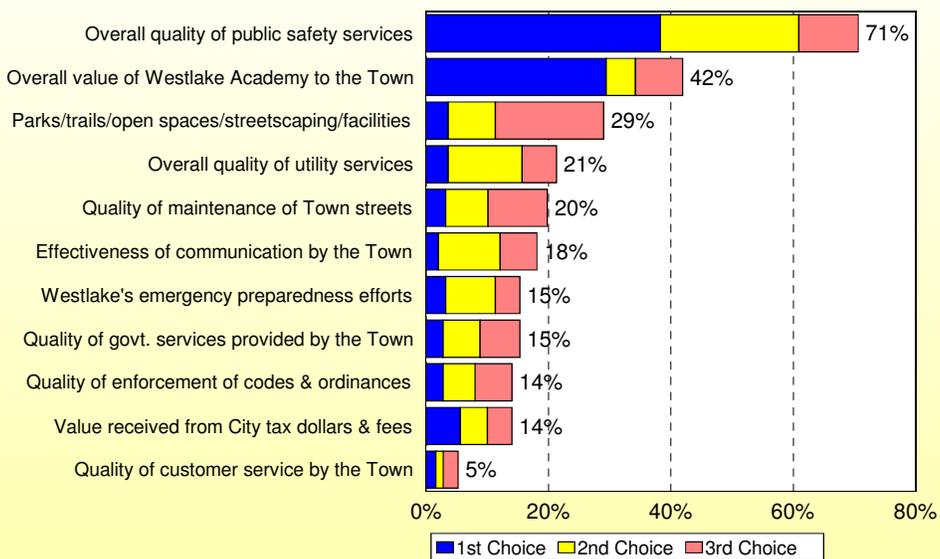
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

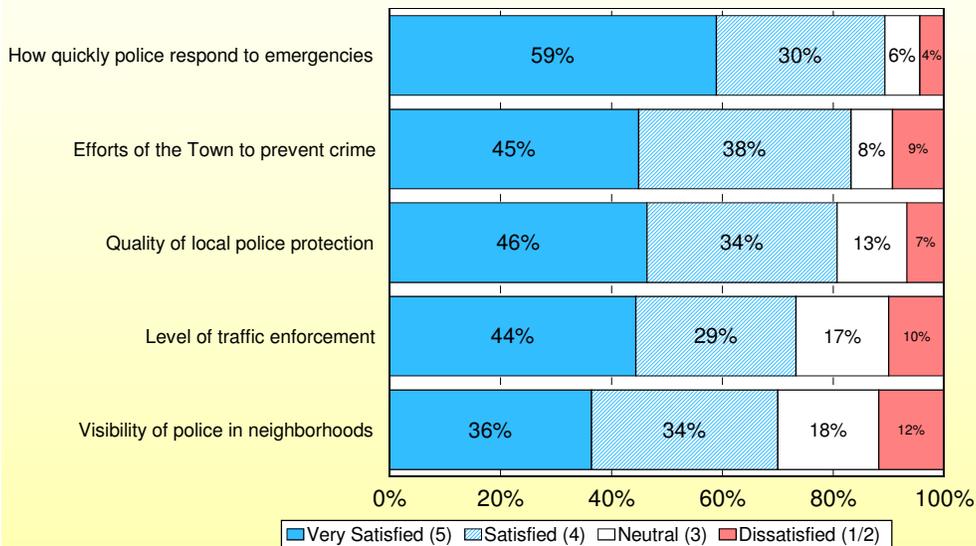
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

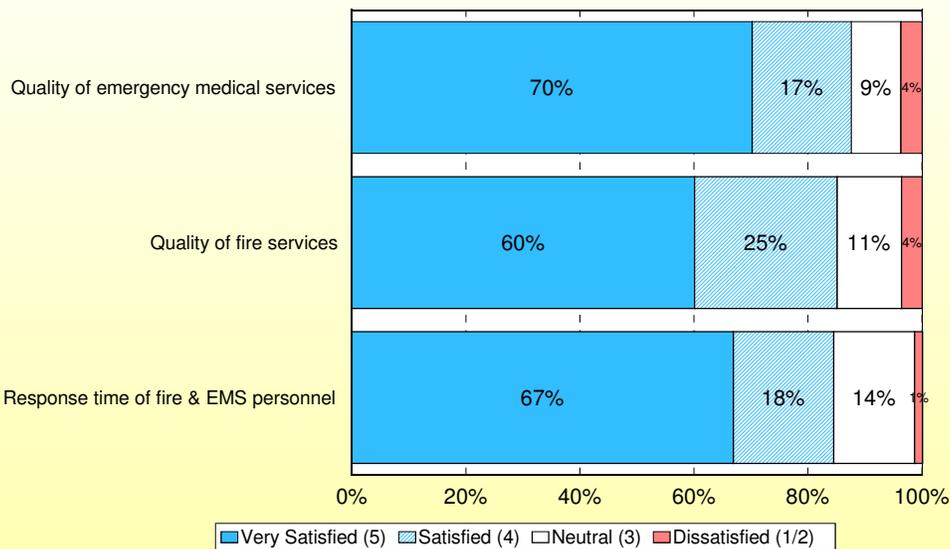
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

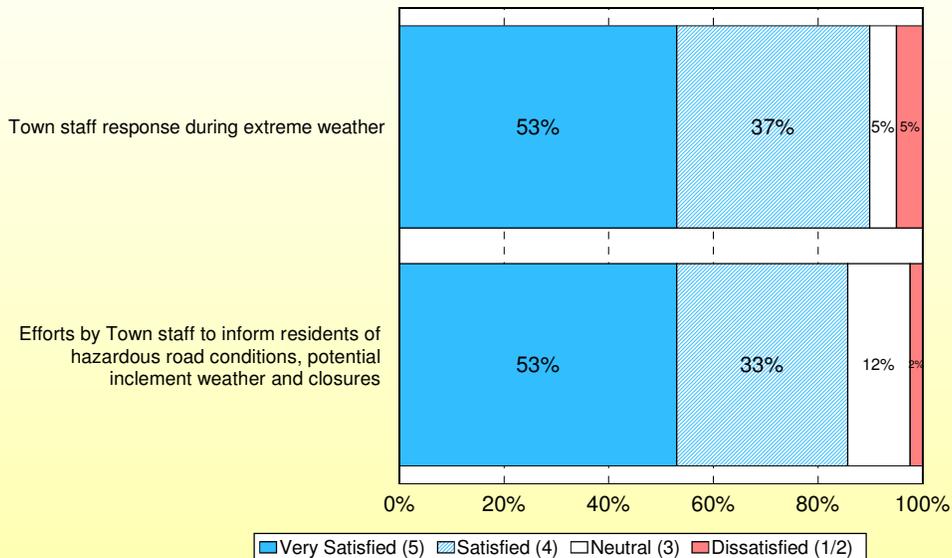
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

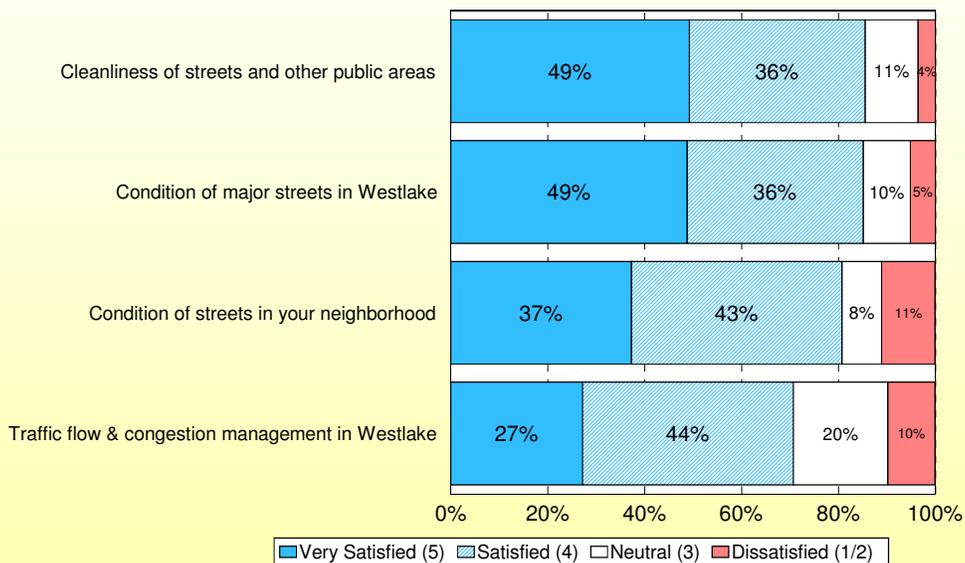
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

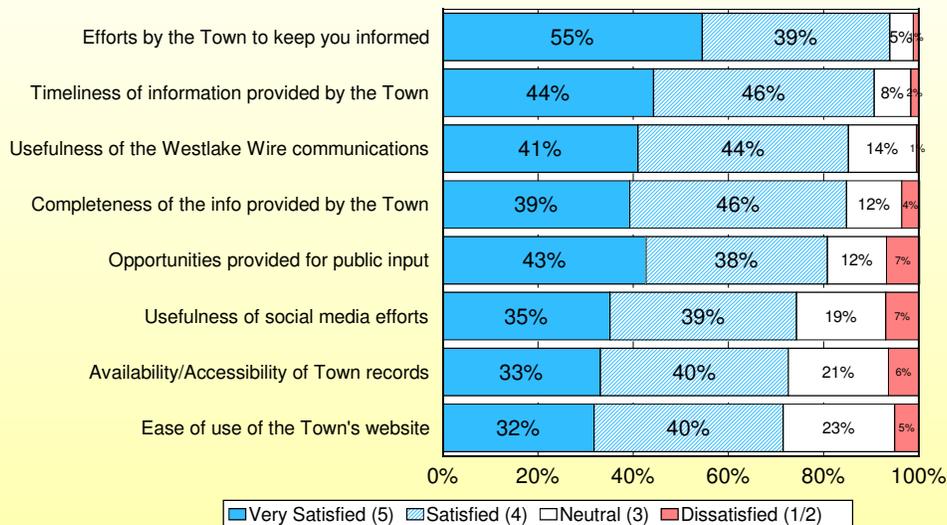
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

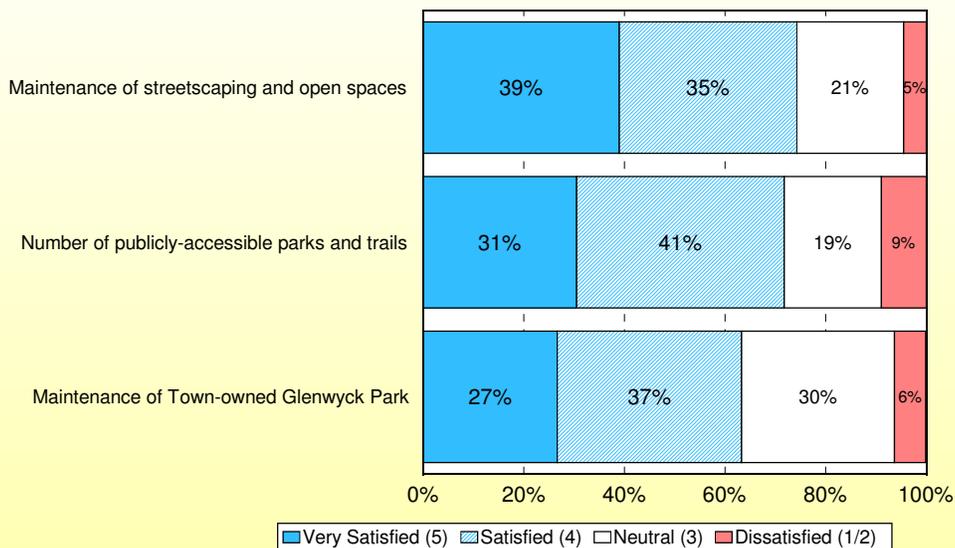
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q3w-y. Satisfaction with Parks and Recreation Services in the Town of Westlake

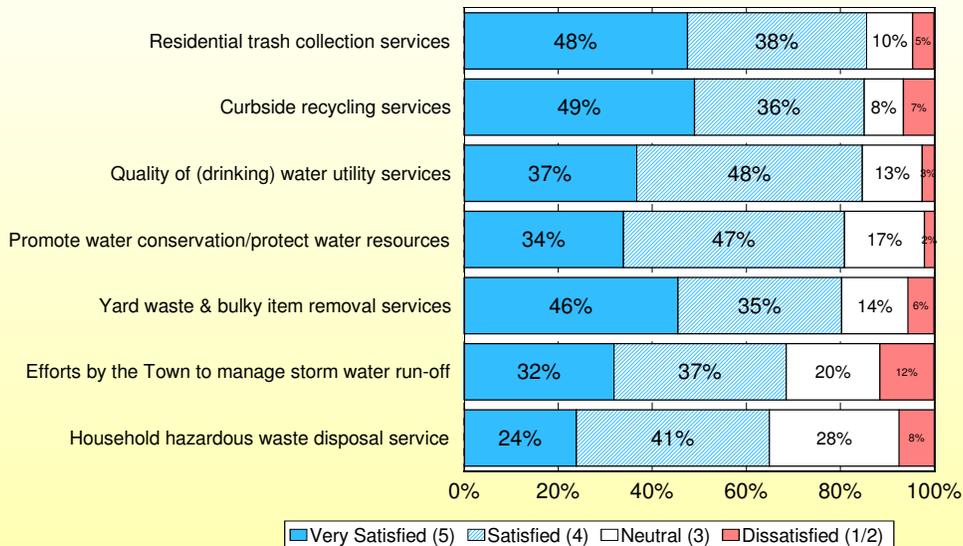
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q3z-ff. Satisfaction with Utility Services in the Town of Westlake

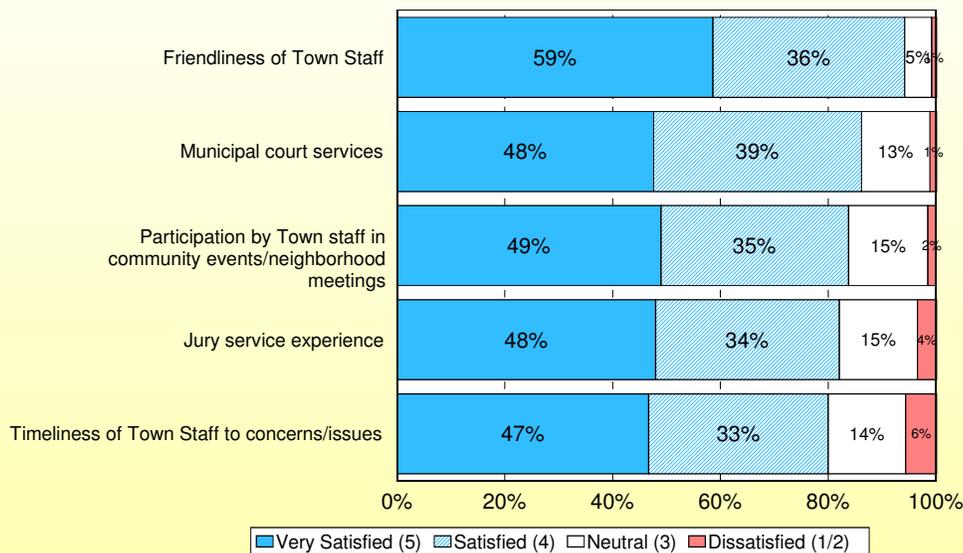
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q3gg-kk. Satisfaction with Customer Service in the Town of Westlake

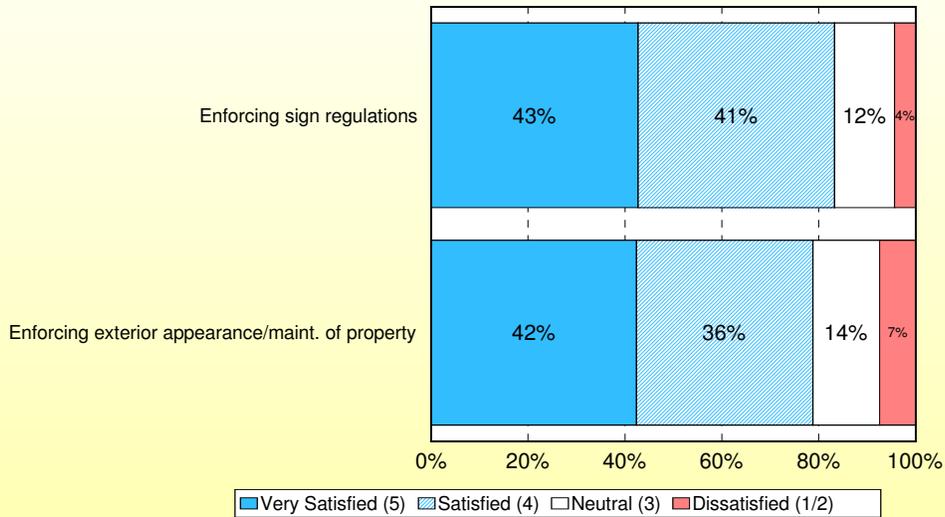
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q3ll-mm. Satisfaction with Code Enforcement in the Town of Westlake

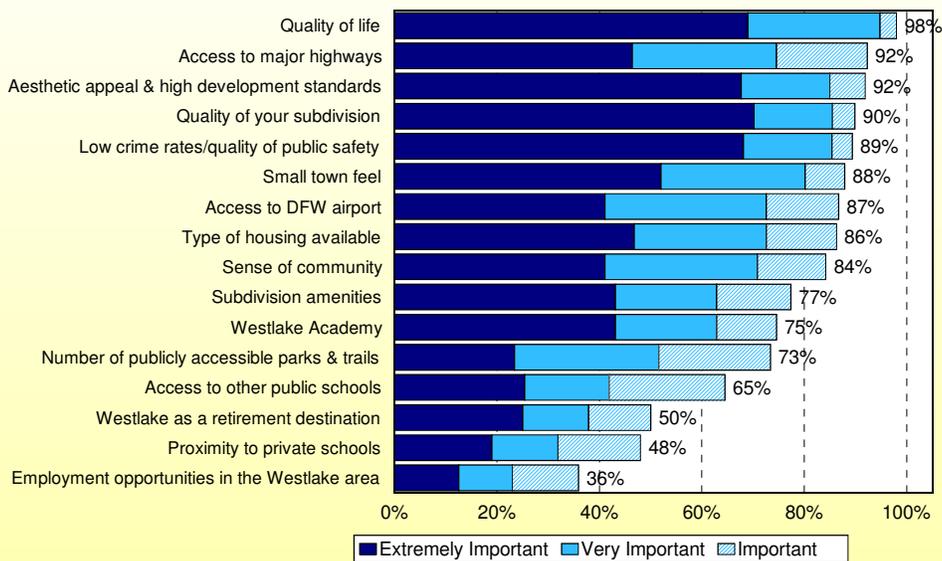
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

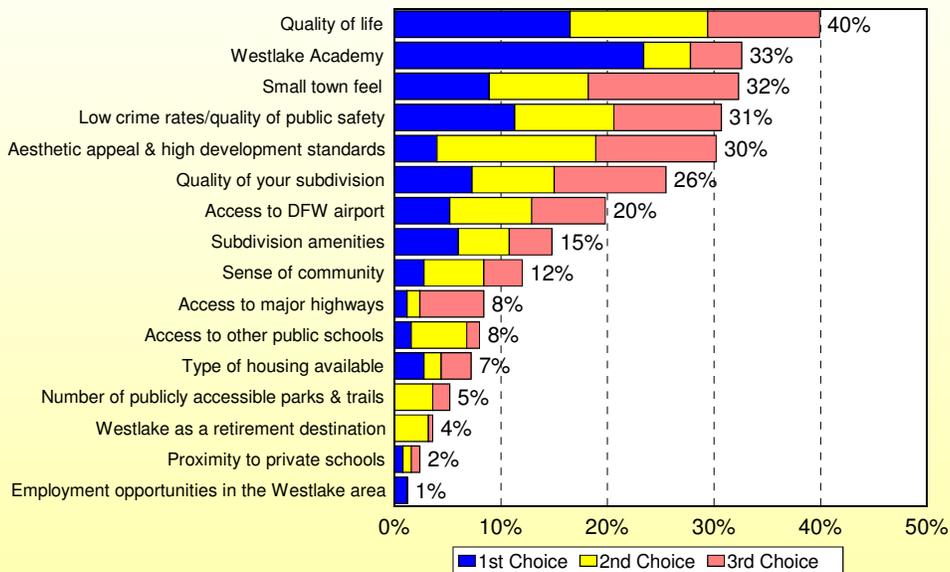
by percentage of respondents who felt the item was "extremely important," "very important" or "important"



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

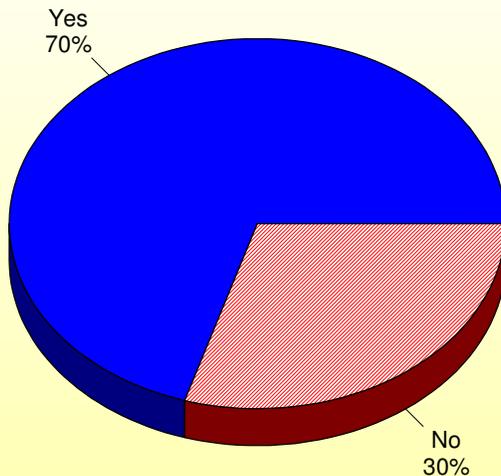
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q6a. Would you support incentive programs to promote water conservation?

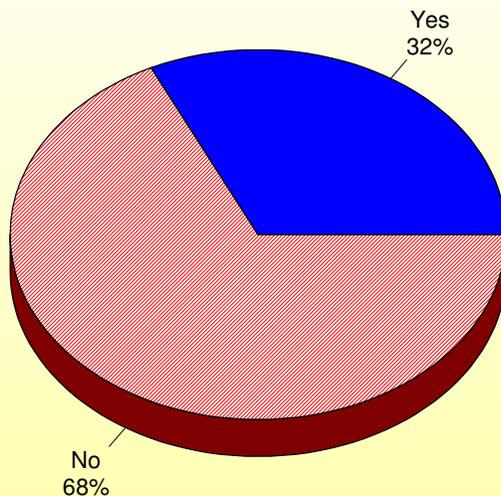
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q6b. Would you support adopting a pricing strategy to promote conservation in Westlake, even if this means paying more for water?

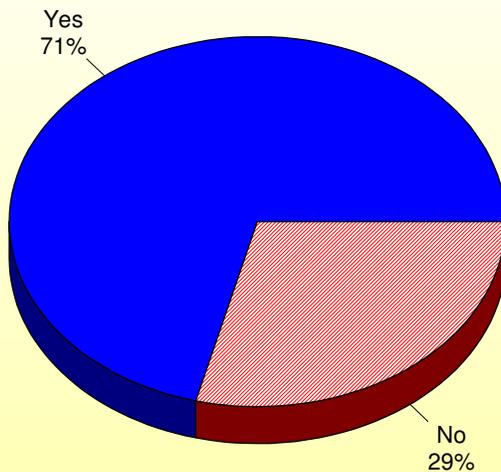
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q6c. Would you support the purchase of land to preserve our open space?

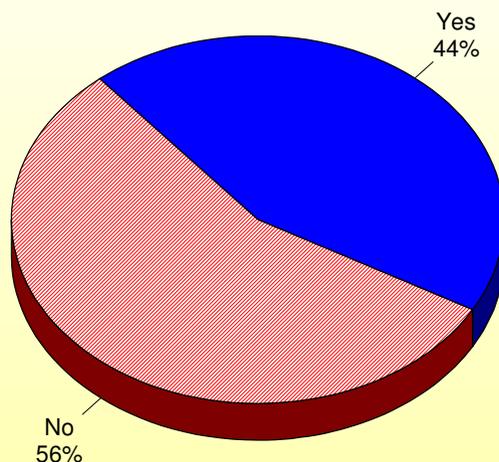
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q6d. Would you support increasing property taxes by 8 to 10 cents per \$100 of assessed valuation to purchase approximately 15-30 acres of land for a park?

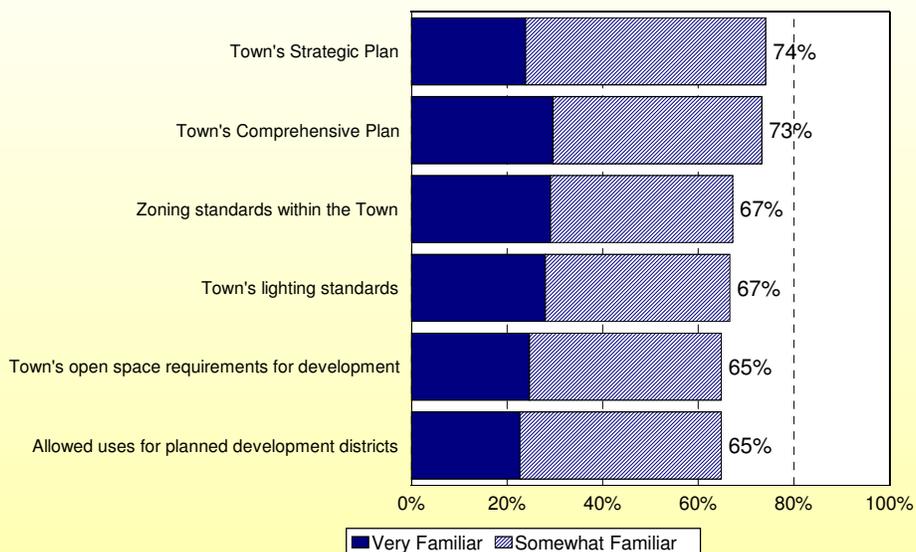
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q7. Town Information Residents Were Familiar With

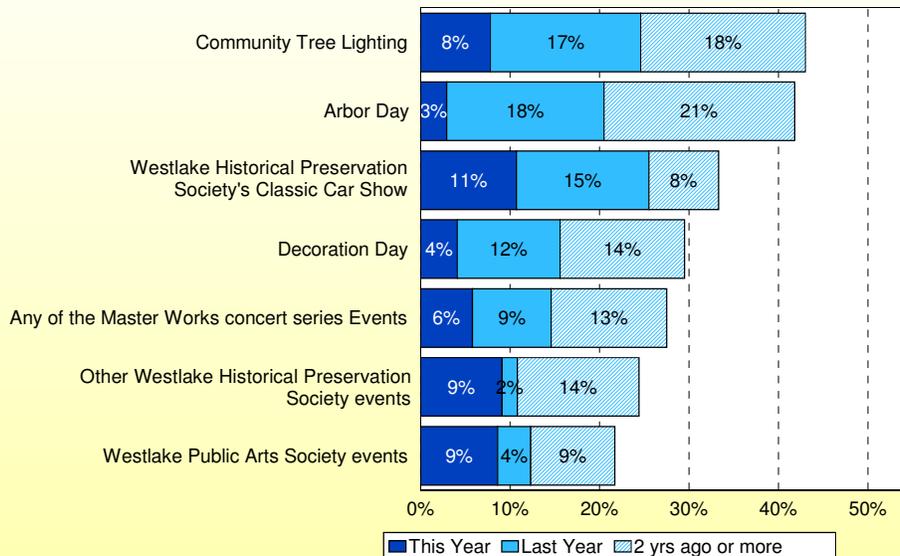
by percentage of respondents who indicated they were "very familiar" or "somewhat familiar" with the information



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q8. When did you most recently attend the following events?

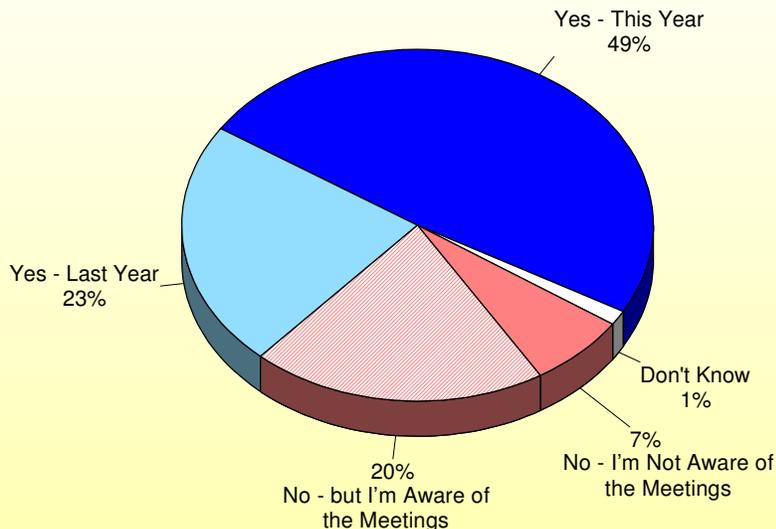
by percentage of respondents who felt the item was "extremely important," "very important" or "important"



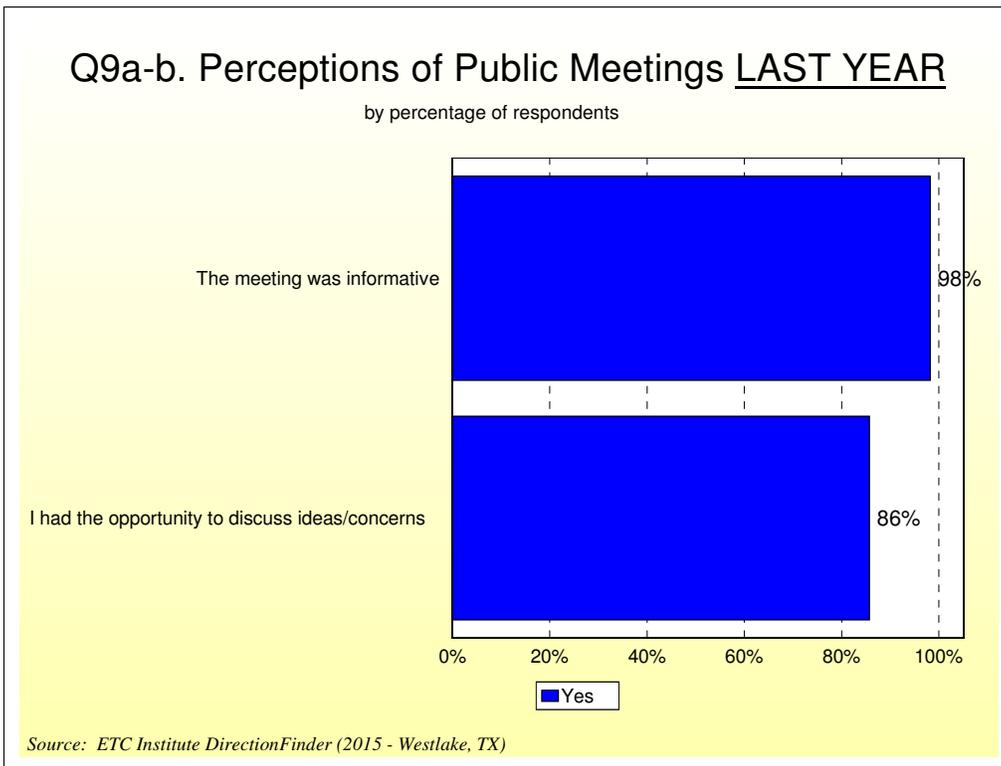
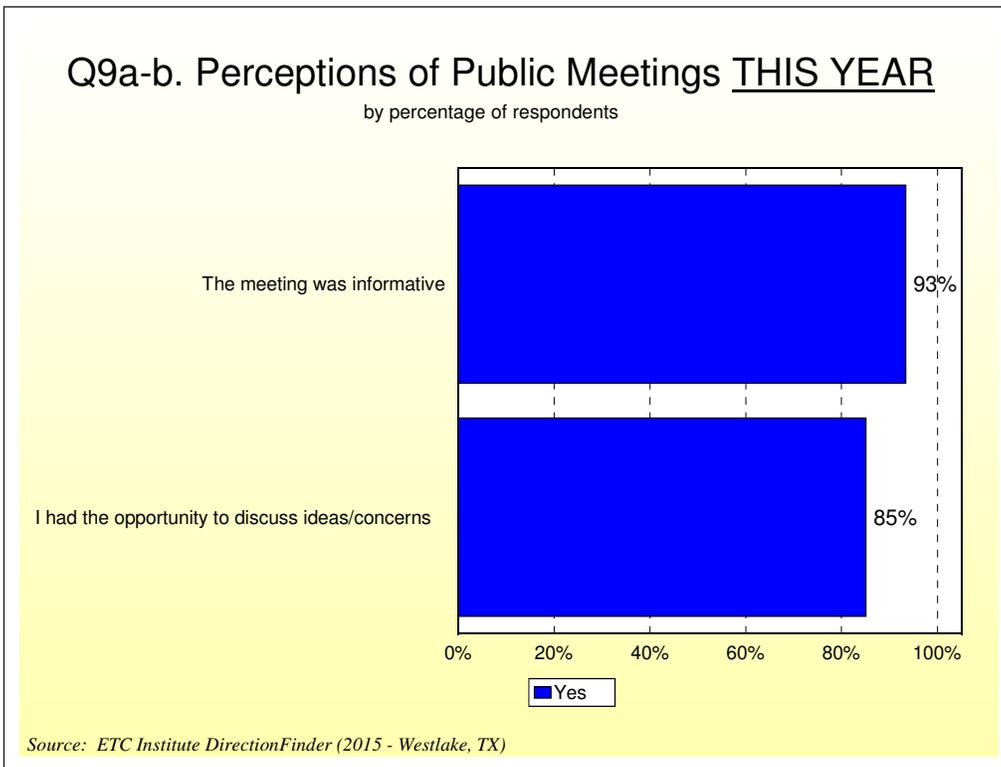
Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q9. Have you attended a public meeting in your neighborhood?

by percentage of respondents

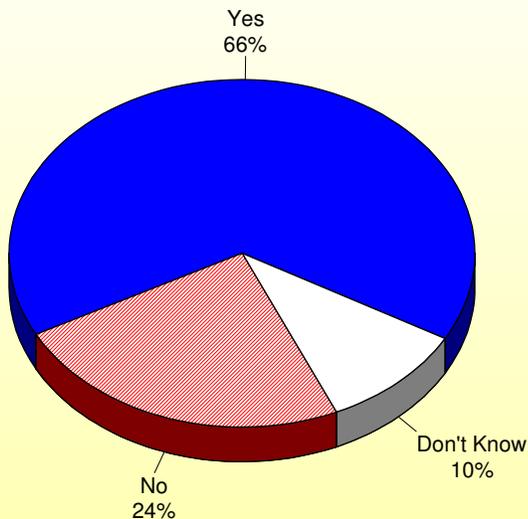


Source: ETC Institute DirectionFinder (2015 - Westlake, TX)



Q9c. Will you attend a neighborhood meeting in the future?

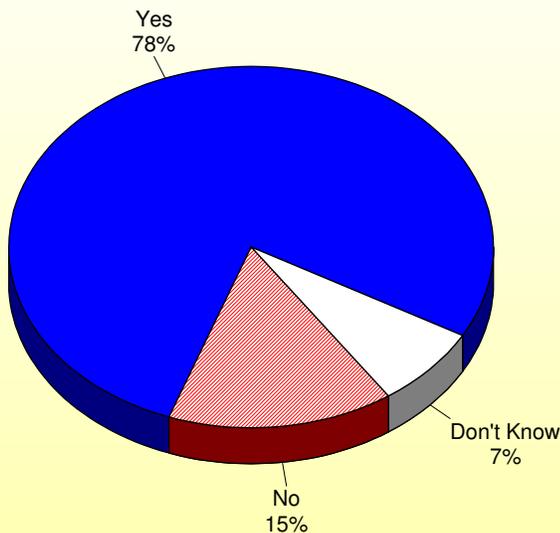
by percentage of respondents who DID NOT attend a public meeting



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q9d. Do you think these types of meeting are useful?

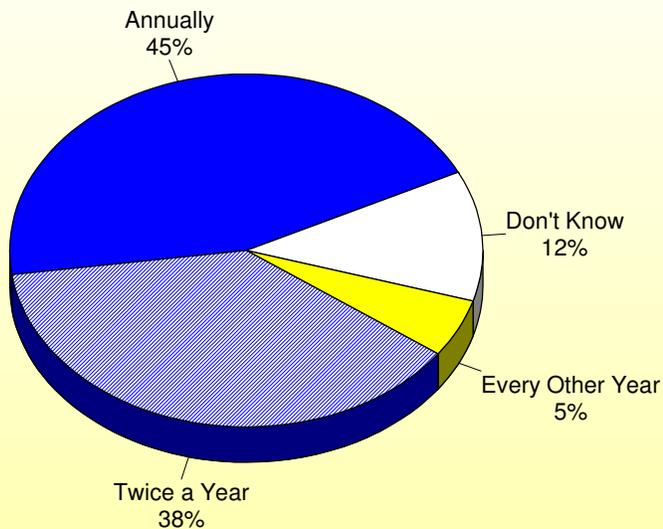
by percentage of respondents who DID NOT attend a public meeting



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q10. In your opinion, how often should neighborhood meetings be held?

by percentage of respondents

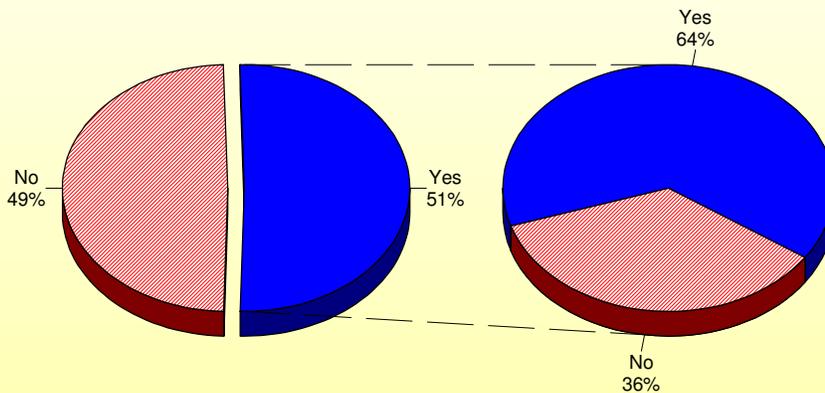


Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q11. Do any children in grades K-12 currently live in your home?

by percentage of respondents

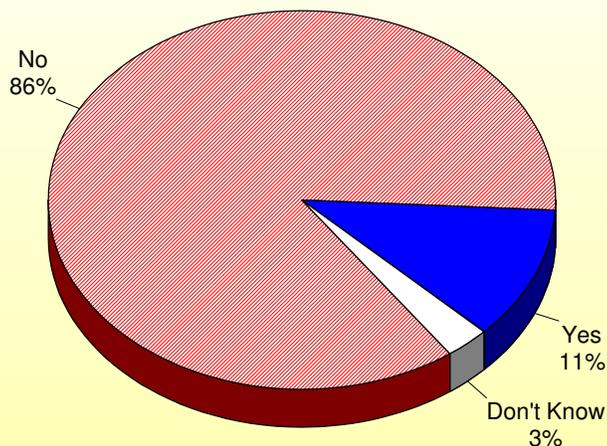
Q11a. If YES, do any of these children currently attend Westlake Academy?



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

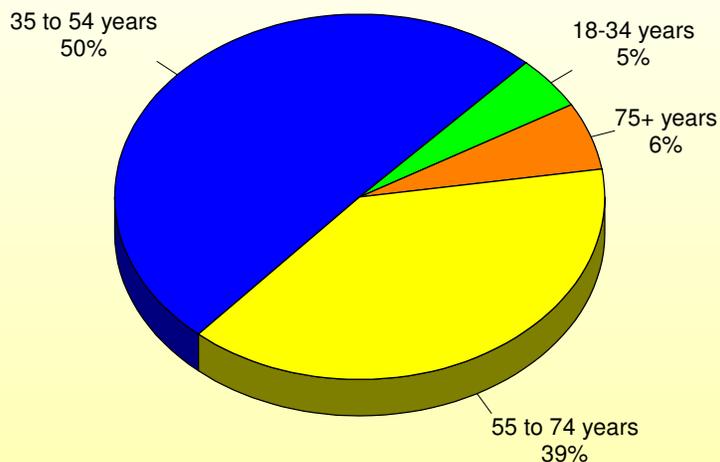
by percentage of respondents who had children in grades K-12 living in their home who were not attending Westlake Academy



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q12. Demographics: Age of Survey Respondents

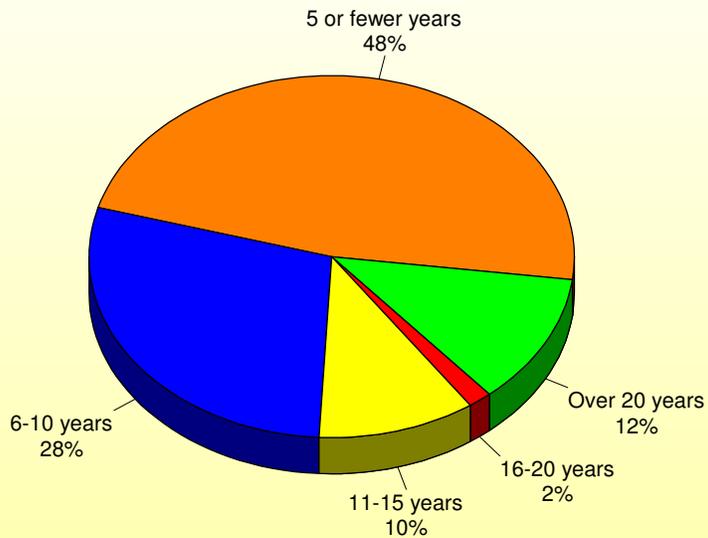
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

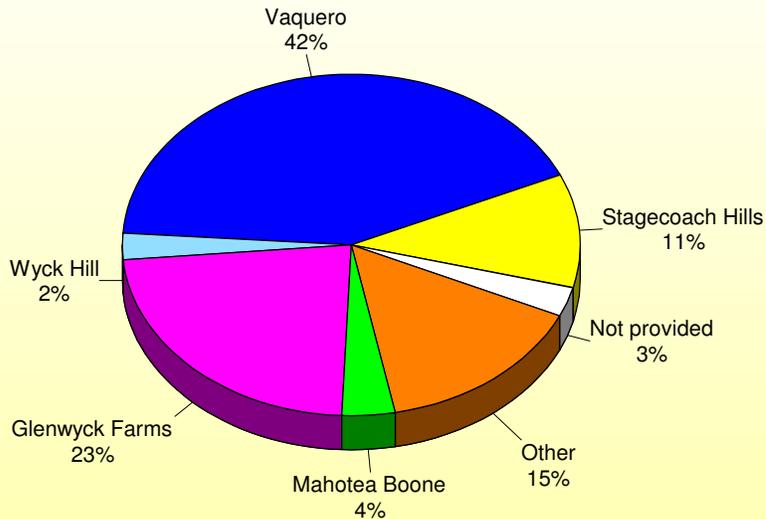
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q14. Demographics: In which subdivision do you live?

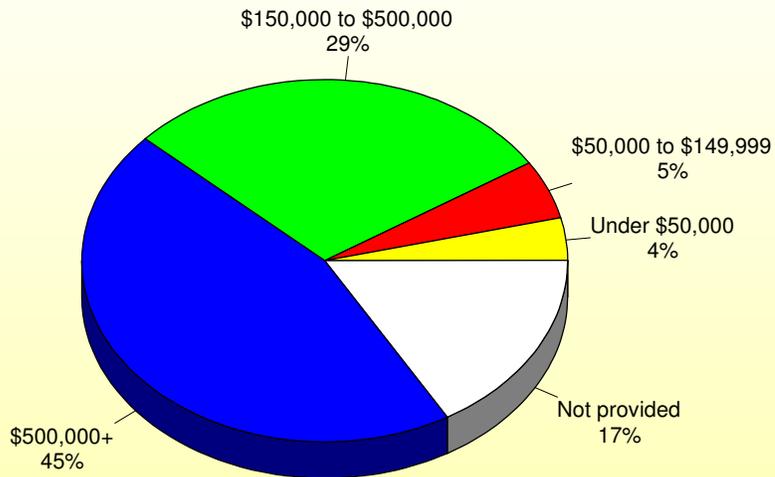
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q15. Demographics: Household Income

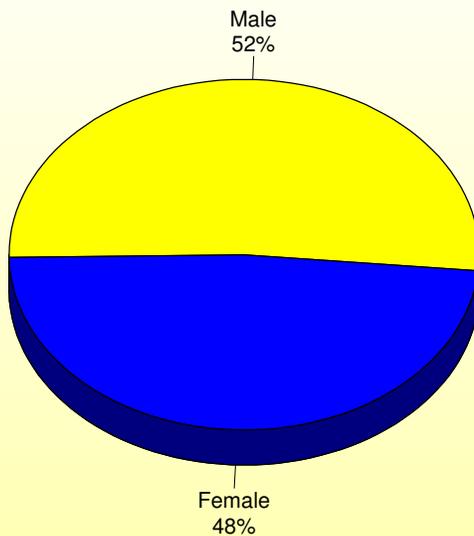
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Q16. Demographics: Respondents Gender

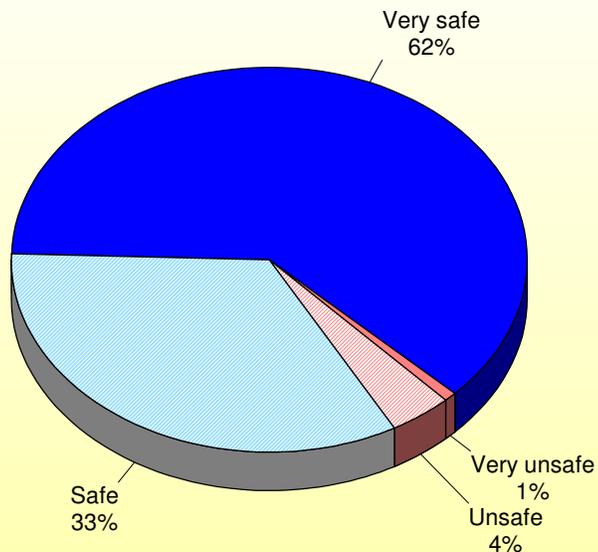
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

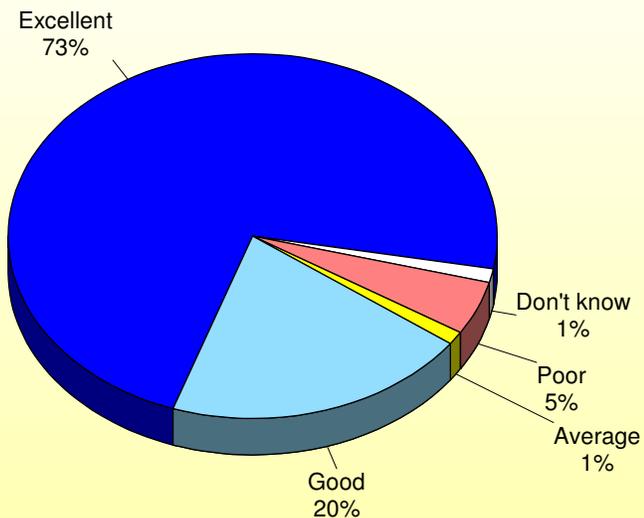
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

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

by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Section 2:
Trend Analysis

Analysis of Trends: 2013 versus 2015

Overview

In 2009, 2010, 2011, 2013 and 2015 the Town of Westlake conducted a resident survey to assess resident satisfaction with the delivery of major Town services. The charts on the following pages show how the results of the 2015 survey compare to the results from previous surveys. Significant changes in the survey results from 2013 to 2015 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 11% in satisfaction for the overall quality of government services provided by the Town from 74% in 2013 to 85% in 2015.

Satisfaction with Major Categories of Town Services. Among the 11 major categories of Town services that were rated in both 2013 and 2015, there were increases in satisfaction ratings in 10 of the 11 areas, eight of which were significant. The areas with significant increases in satisfaction ratings are listed below:

- Satisfaction with the effectiveness of Town communication increased 18% from 74% in 2013 to 92% in 2015.
- Satisfaction with overall customer service increased 17% from 73% in 2013 to 90% in 2015.
- Satisfaction with the value received from City tax dollars and fees increased 16% from 55% in 2013 to 71% in 2015.
- Satisfaction with Westlake's emergency preparedness efforts increased 14% from 82% in 2013 to 96% in 2015.
- Satisfaction with the overall quality of governmental services increased 11% from 74% in 2013 to 85% in 2015.
- Satisfaction with the overall quality of parks, trails, open space, streetscaping and facilities increased 7% from 72% in 2013 to 79% in 2015.
- Satisfaction with the enforcement of codes and ordinances increased 7% from 71% in 2013 to 78% in 2015.

Satisfaction with Police Services. Among the 5 police services that were rated in both 2013 and 2015, there were increases in satisfaction ratings in 4 of the 5 areas, 3 of which were significant. The areas with significant increases in satisfaction ratings are listed below:

- Satisfaction with how quickly police respond to emergencies increased 9% from 80% in 2013 to 89% in 2015.

Town of Westlake 2015 Resident Survey: Findings Report

- Satisfaction with Town efforts to prevent crime increased 9% from 74% in 2013 to 83% in 2015.
- Satisfaction with the level of traffic enforcement increased 7% from 66% in 2013 to 73% in 2015.

Satisfaction with Fire and Emergency Medical Services. Among the 3 fire and emergency medical services that were rated in both 2013 and 2015, there were decreases in satisfaction ratings in 2 of the 3 areas, but there were no significant changes.

Satisfaction with Emergency Preparedness. Among the 2 emergency preparedness services that were rated in both 2013 and 2015, there were significant increases in both areas. The details are listed below:

- Satisfaction with the response efforts by the Town staff during extreme weather conditions increased 15% from 75% in 2013 to 90% in 2015.
- Satisfaction with efforts by the Town staff to inform residents of hazardous road conditions, potential inclement weather and closures increased 13% from 73% in 2013 to 86% in 2015.

Satisfaction with Transportation Services. Among the 4 transportation services that were rated in both 2013 and 2015, there were decreases in satisfaction ratings in 3 of the 4 areas, 2 of which were significant. The areas with significant decreases in satisfaction ratings are listed below:

- Satisfaction with the traffic flow and congestion management decreased 7% from 78% in 2013 to 71% in 2015.
- Satisfaction with the condition of neighborhood streets decreased 5% from 86% in 2013 to 81% in 2015.

Satisfaction with Communications and Citizen Engagement. Among the 6 community and citizen engagement areas that were rated in both 2013 and 2015, there were increases in satisfaction ratings in all 6 areas, all of which were significant. The areas with significant increases in satisfaction ratings are listed below:

- Satisfaction with the timeliness of information provided by the Town increased 27% from 64% in 2013 to 91% in 2015.
- Satisfaction with Town efforts to keep residents informed increased 24% from 70% in 2013 to 94% in 2015.
- Satisfaction with the completeness of the information provided by the Town increased 23% from 62% in 2013 to 85% in 2015.
- Satisfaction with the opportunities provided for public input increased 22% from 59% in 2013 to 81% in 2015.
- Satisfaction with the availability/accessibility of Town records increased 16% from 57% in 2013 to 73% in 2015.
- Satisfaction with the ease of use of the Town's website increased 14% from 58% in 2013 to 72% in 2015.

Town of Westlake 2015 Resident Survey: Findings Report

Satisfaction with Parks and Recreation Services. Among the 3 parks and recreation services that were rated in both 2013 and 2015, there were 1 significant increase, and 1 significant decrease, as listed below:

- Satisfaction with the number of publically accessible parks and trails increased 9% from 63% in 2013 to 72% in 2015.
- Satisfaction with the maintenance of Glenwyck Park decreased 6% from 63% in 2013 to 57% in 2015.

Satisfaction with Utility Services. Among the 7 utility services that were rated in both 2013 and 2015, there were increases in satisfaction ratings in 6 of the 7 areas, 3 of which were significant. The areas with significant increases in satisfaction ratings are listed below:

- Satisfaction with the quality of drinking water utility services increased 12% from 73% in 2013 to 85% in 2015.
- Satisfaction with efforts to promote water conservation and protect water resources increased 11% from 70% in 2013 to 81% in 2015.
- Satisfaction with residential trash collection services increased 8% from 78% in 2013 to 86% in 2015.

Satisfaction with Customer Service. Among the 5 customer service areas that were rated in both 2013 and 2015, there were increases in satisfaction ratings in all 5 of the areas, all of which were significant. The areas with significant increases in satisfaction ratings are listed below:

- Satisfaction with the friendliness of Town staff increased 11% from 83% in 2013 to 94% in 2015.
- Satisfaction with the jury service experience increased 10% from 72% in 2013 to 82% in 2015.
- Satisfaction with participation by the Town staff in community events and neighborhood meetings increased 7% from 77% in 2013 to 84% in 2015.
- Satisfaction with municipal court services increased 5% from 81% in 2013 to 86% in 2015.
- Satisfaction with the timeliness of Town staff to concerns/issues increased 4% from 76% in 2013 to 80% in 2015.

Satisfaction with Code Enforcement. Among the 2 code enforcement areas that were rated in both 2013 and 2015, there were significant increases in both areas that were rated. The areas with significant increases in satisfaction ratings are listed below:

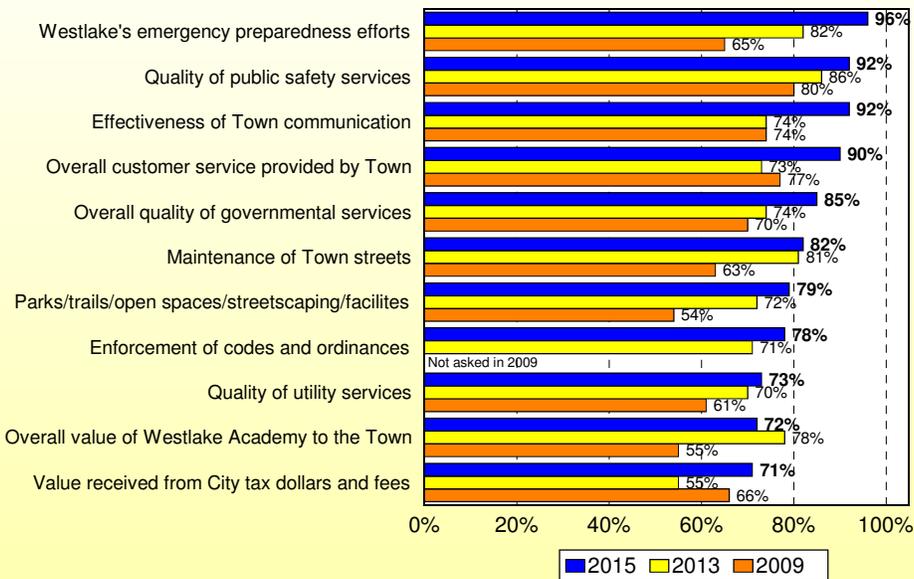
- Satisfaction with the enforcement of sign regulations increased 10% from 73% in 2013 to 83% in 2015.
- Satisfaction with the enforcement of the exterior appearance/maintenance regulations of property increased 7% from 72% in 2013 to 79% in 2015.

Significant Changes in Other Areas

- Seventy-four percent (74%) of residents indicated they are familiar with the Town's Strategic Plan in 2015, which is a 9% increase from 65% in 2013.
- Seventy-three percent (73%) of residents indicated they are familiar with the Town's Comprehensive Plan in 2015, which is a 7% increase from 66% in 2013.
- Sixty-seven percent (67%) of residents indicated they are familiar with zoning standards within the Town in 2015, which is a 7% decrease from 74% 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 access to public schools increased 21% from 44% in 2013 to 65% in 2015.
 - Importance ratings for proximity to private schools increased 16% from 32% in 2013 to 48% in 2015.
 - Importance ratings for Westlake Academy increased 11% from 64% in 2013 to 75% in 2015.
 - Importance ratings for employment opportunities in the Westlake area increased 11% from 25% in 2013 to 36% in 2015.
 - Importance ratings for access to major highways increased 6% from 86% in 2013 to 92% in 2015.
 - Importance ratings for the number of publicly accessible parks increased 6% from 67% in 2013 to 73% in 2015.
 - Importance ratings for access to DFW airport increased 5% from 82% in 2013 to 87% in 2015.
- 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 Westlake as a retirement destination decreased 8% from 58% in 2013 to 50% in 2015.
 - Importance ratings for the type of housing available decreased 4% from 90% in 2013 to 86% in 2015.
- Forty-nine percent (49%) of residents attended a neighborhood meeting in 2015, which is an 8% increase from 41% in 2013, and an 18% increase from 31% in 2011.

Trends: Overall Satisfaction With Town Services by Major Category (2015 vs 2013 vs. 2009)

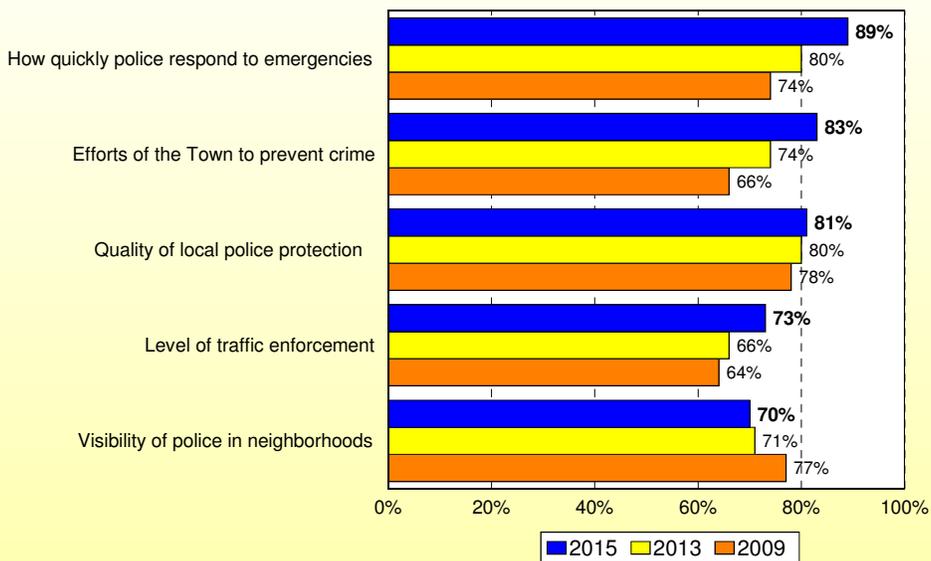
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Satisfaction with Police Services in the Town of Westlake (2015 vs. 2013 vs. 2009)

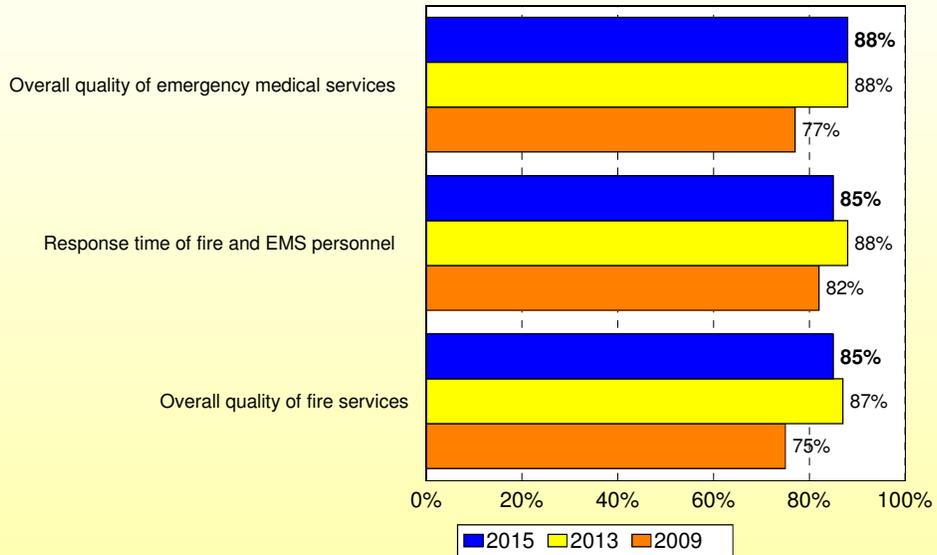
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Satisfaction with Fire and EMS Services in the Town of Westlake (2015 vs. 2013 vs. 2009)

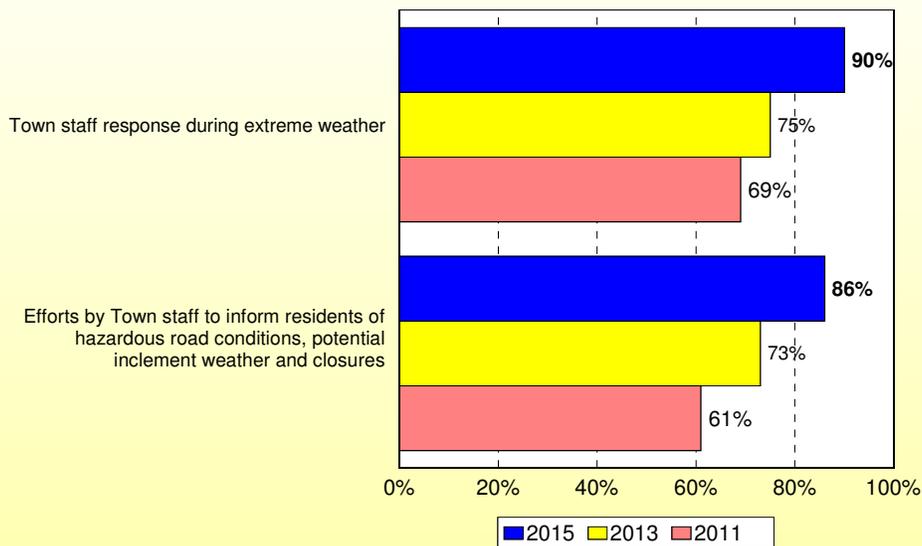
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Satisfaction with Emergency Preparedness in the Town of Westlake (2015 vs. 2013 vs. 2011)

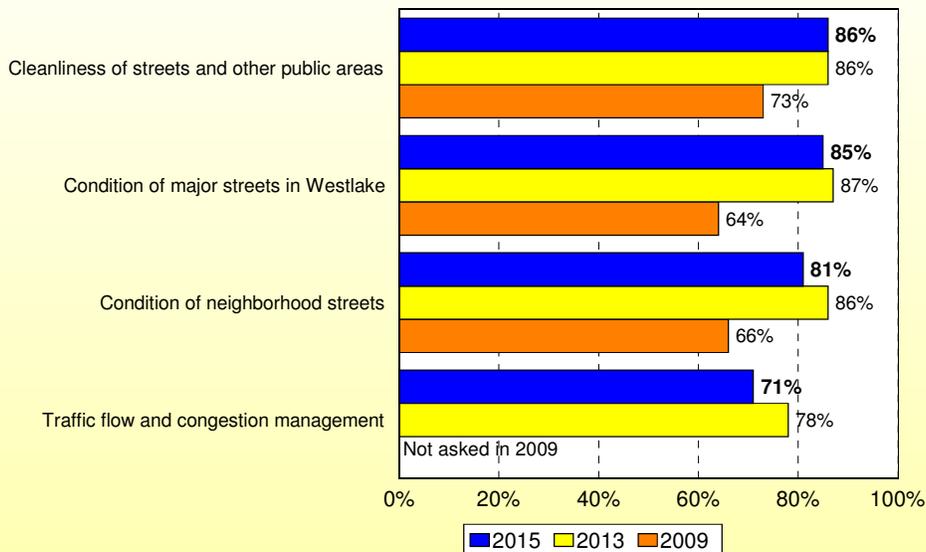
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Satisfaction with Transportation Services in the Town of Westlake (2015 vs. 2013 vs. 2009)

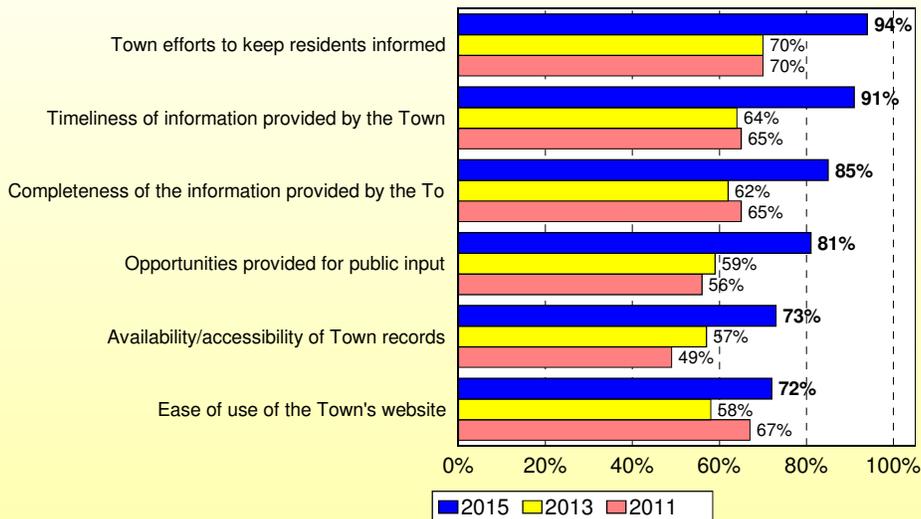
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Satisfaction with Communications and Citizen Engagement in the Town of Westlake (2015 vs. 2013 vs. 2011)

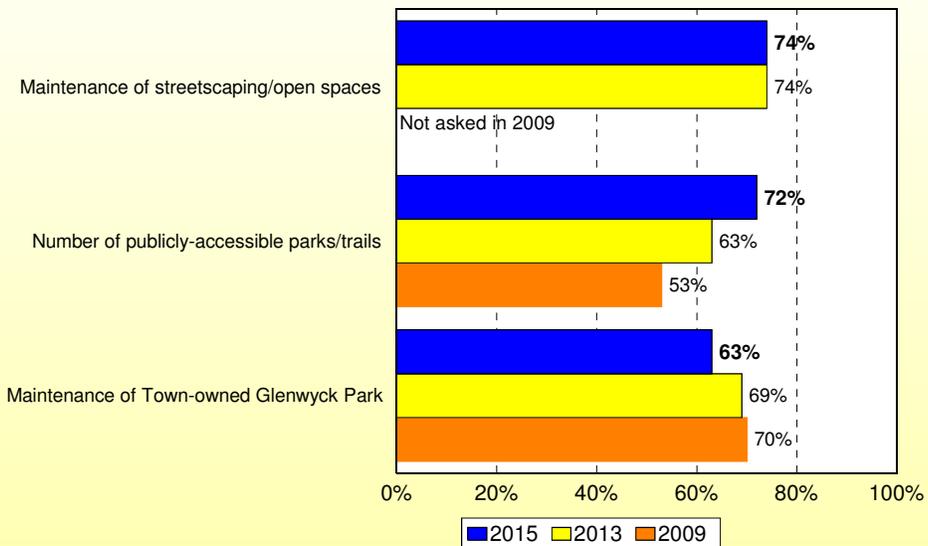
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Satisfaction with Parks and Recreation in the Town of Westlake (2015 vs. 2013 vs. 2009)

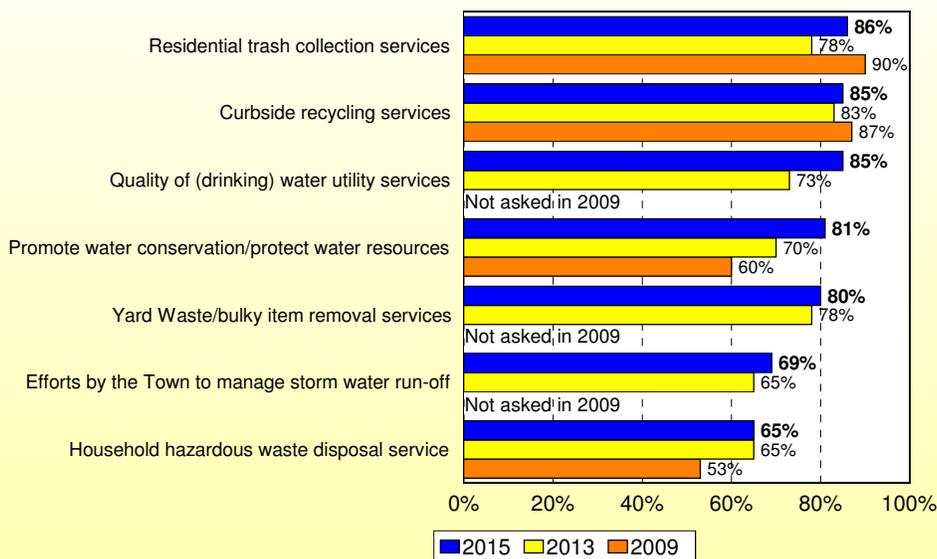
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Satisfaction with Utility Services in the Town of Westlake (2015 vs. 2013 vs. 2009)

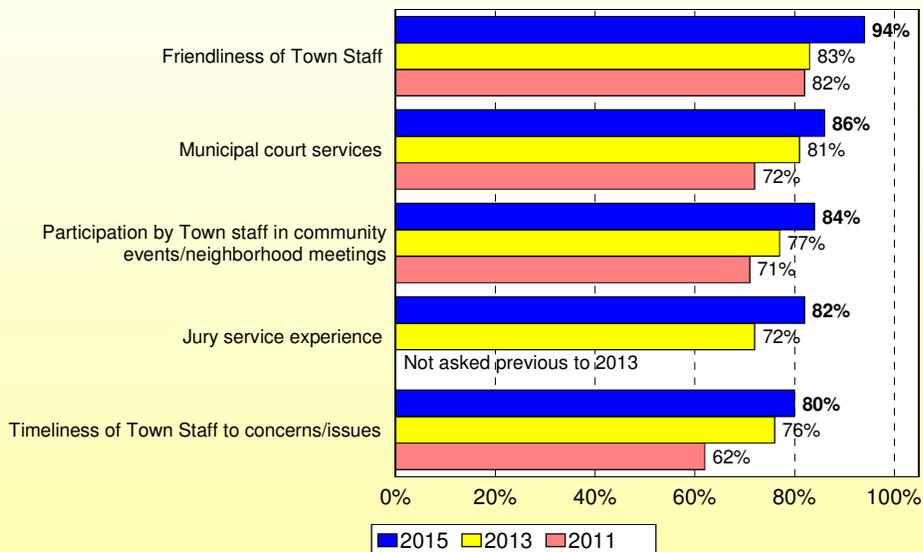
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Satisfaction with Customer Service in the Town of Westlake (2015 vs. 2013 vs. 2011)

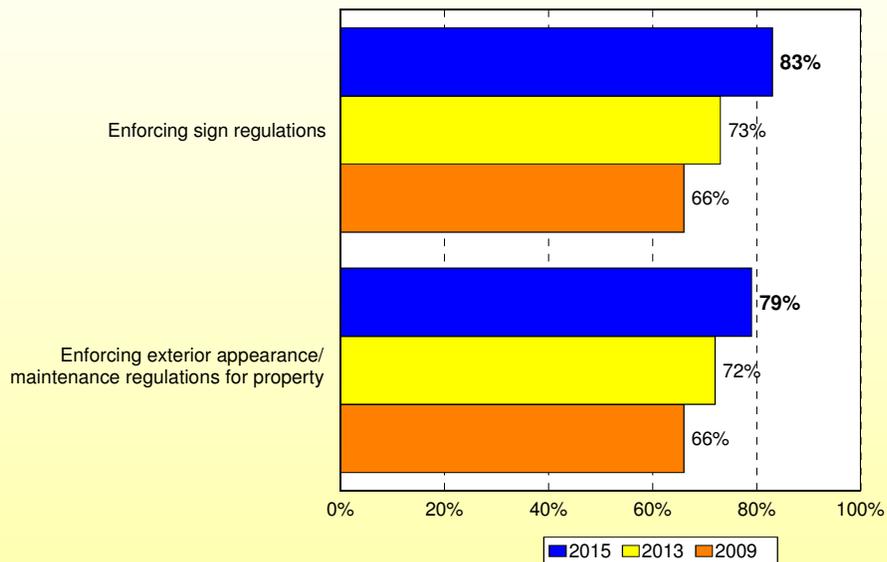
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Satisfaction with Code Enforcement in the Town of Westlake (2015 vs. 2013 vs. 2009)

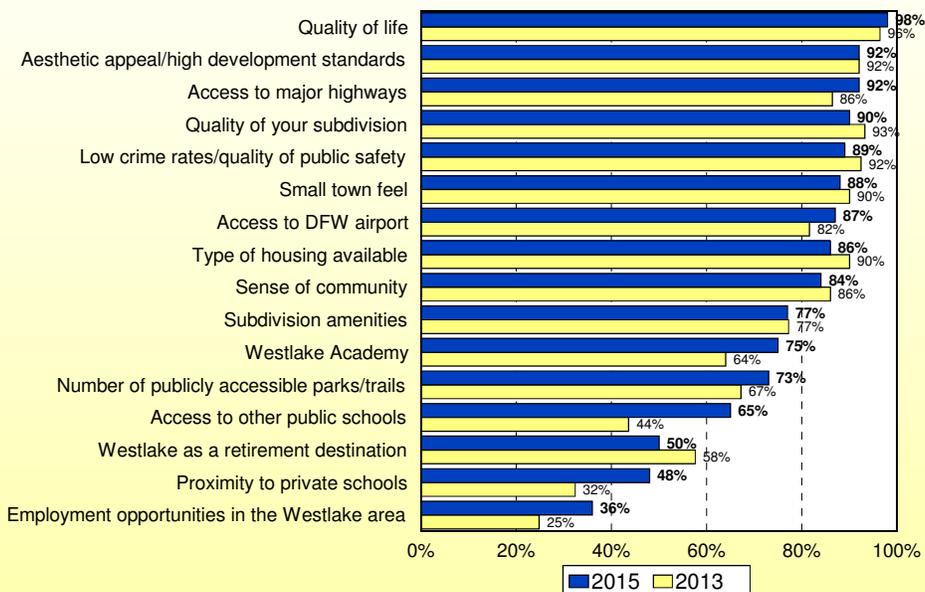
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Importance of Various Reasons in the Decision to Move to Westlake (2015 vs. 2013)

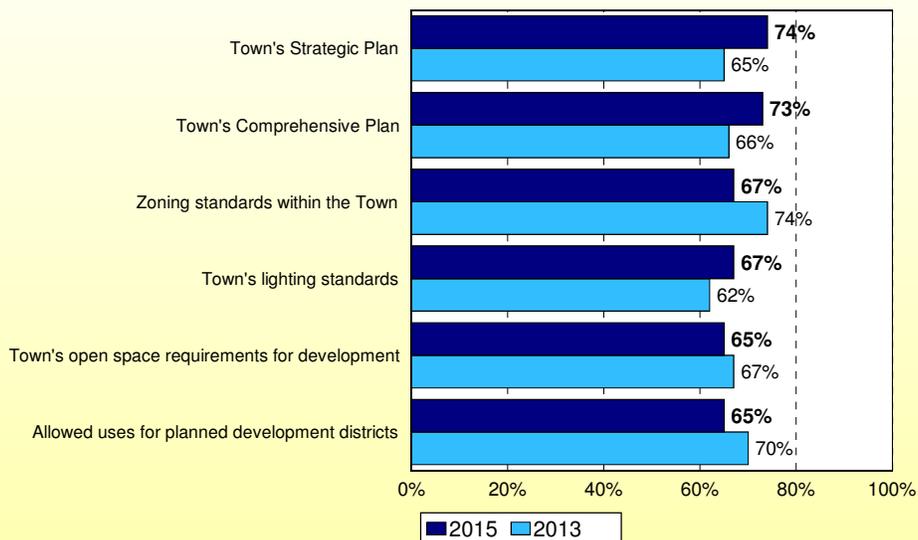
by percentage of respondents who felt the item was "extremely important," "very important" or "important"



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Town Information Residents Were Familiar With (2015 vs. 2013)

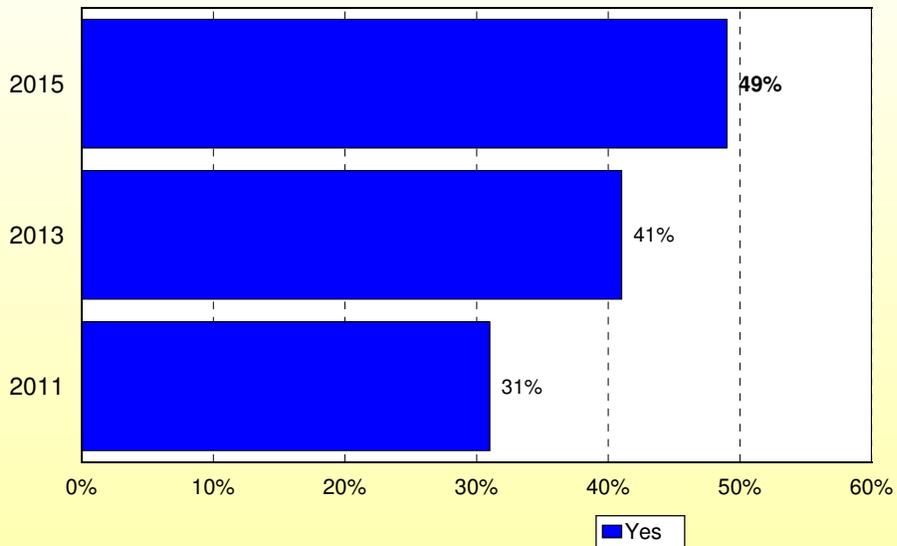
by percentage of respondents who indicated they were "very familiar" or "somewhat familiar" with the information



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Attended a Neighborhood Public Meeting During the Past Year (2015 vs. 2013 vs. 2011)

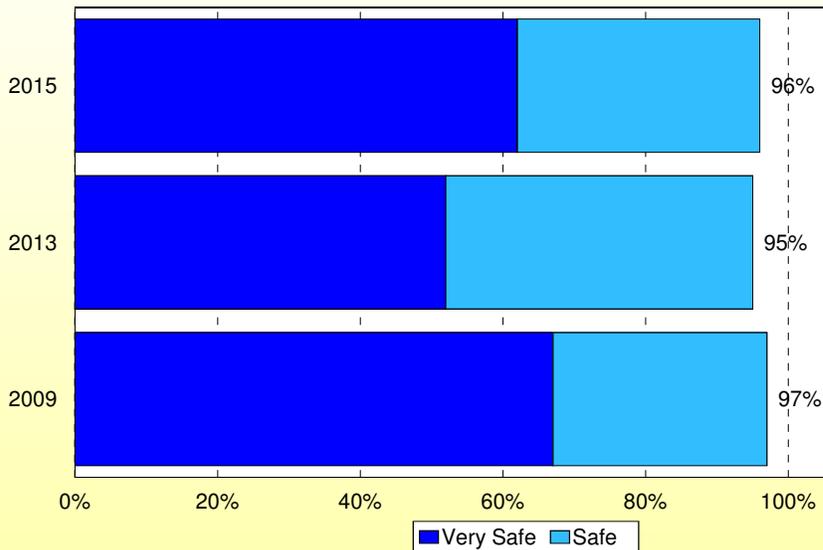
by percentage of respondents who said "Yes"



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Overall, how safe do you feel in Westlake? (2015 vs. 2013 vs. 2009)

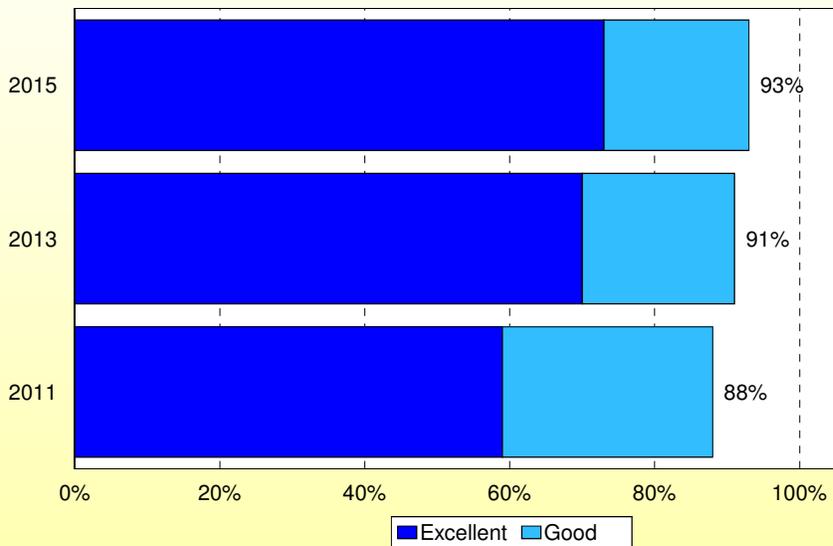
by percentage of respondents who feel "very safe" or "safe" in Westlake



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Trends: Overall Ratings of the Town of Westlake As a Place to Live (2015 vs. 2013 vs. 2011)

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



Source: ETC Institute DirectionFinder (2015 - Westlake, TX)

Section 3:
Importance-Satisfaction
Analysis

2015 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-one percent (71%) of residents ranked *the quality of public safety services* as the one of the most important Town services.

With regard to satisfaction, *the quality of public safety services* was ranked first overall with 92% 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, 71% was multiplied by 8% (1-0.92). This calculation yielded an I-S rating of 0.0568, which was ranked third 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

Town of Westlake, Texas

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Overall value of Westlake Academy to the Town	42%	2	72%	10	0.1176	1
Medium Priority (IS < .10)						
Parks/trails/open spaces/streetscaping/facilities	29%	3	79%	7	0.0609	2
Overall quality of public safety services	71%	1	92%	2	0.0568	3
Overall quality of utility services	21%	4	73%	9	0.0567	4
Value received from City tax dollars & fees	14%	10	71%	11	0.0406	5
Quality of maintenance of Town streets	20%	5	82%	6	0.0360	6
Quality of enforcement of codes & ordinances	14%	9	78%	8	0.0308	7
Quality of govt. services provided by Westlake	15%	8	85%	5	0.0225	8
Effectiveness of communication by the Town	18%	6	92%	3	0.0144	9
Westlake's emergency preparedness efforts	15%	7	96%	1	0.0060	10
Quality of customer service by the Town	5%	11	90%	4	0.0050	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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis.

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

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

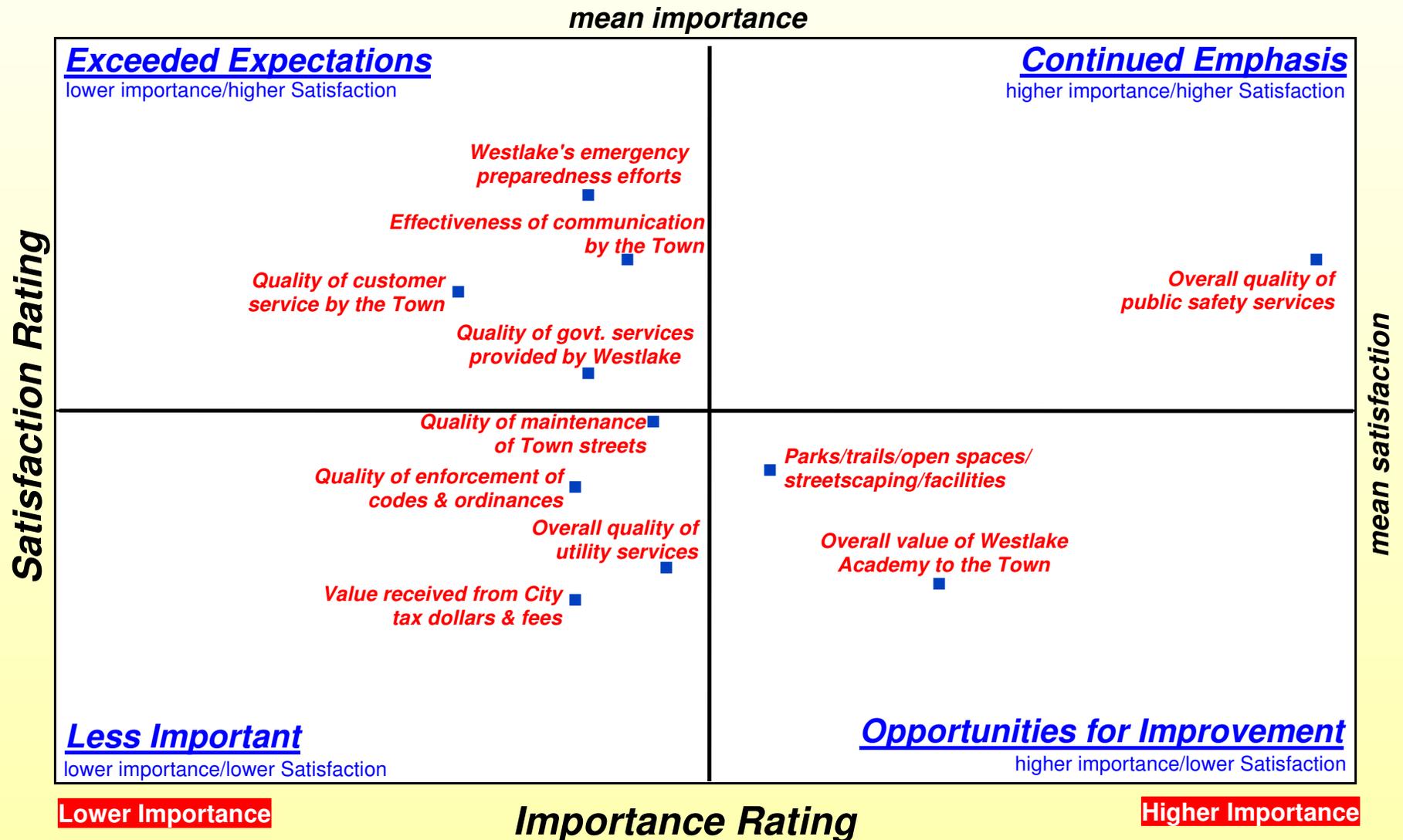
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the Town is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Town should maintain (or slightly increase) emphasis on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

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

2015 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=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of public safety services (police, fire, and emergency medical)	49.2%	36.7%	6.0%	1.2%	0.4%	6.5%
B. Overall efforts by the Town to ensure the community is prepared for emergencies	52.4%	35.5%	3.2%	0.8%	0.0%	8.1%
C. Overall quality of maintenance of Town streets	44.8%	36.7%	12.1%	4.8%	0.8%	0.8%
D. Overall effectiveness of communication by the Town	52.4%	38.7%	7.3%	0.8%	0.0%	0.8%
E. Overall quality of utility services	43.5%	28.2%	19.0%	4.8%	2.4%	2.0%
F. Overall quality of parks, trails, open spaces, streetscaping, and facilities	42.7%	35.5%	16.9%	3.2%	0.8%	0.8%
G. Overall quality of customer service by the Town	47.2%	32.3%	6.5%	0.8%	1.2%	12.1%
H. Overall quality of enforcement of codes and ordinances	36.3%	33.5%	16.1%	2.8%	0.4%	10.9%
I. Overall quality of government services provided by the Town of Westlake	41.9%	40.3%	10.9%	2.8%	0.4%	3.6%
J. Overall value you receive from your tax dollars and fees	31.0%	35.5%	19.4%	4.4%	4.0%	5.6%
K. Overall value of Westlake Academy to the Town	42.3%	24.2%	21.0%	2.4%	2.8%	7.3%

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=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of public safety services (police, fire, and emergency medical)	52.6%	39.2%	6.5%	1.3%	0.4%
B. Overall efforts by the Town to ensure the community is prepared for emergencies	57.0%	38.6%	3.5%	0.9%	0.0%
C. Overall quality of maintenance of Town streets	45.1%	37.0%	12.2%	4.9%	0.8%
D. Overall effectiveness of communication by the Town	52.8%	39.0%	7.3%	0.8%	0.0%
E. Overall quality of utility services	44.4%	28.8%	19.3%	4.9%	2.5%
F. Overall quality of parks, trails, open spaces, streetscaping, and facilities	43.1%	35.8%	17.1%	3.3%	0.8%
G. Overall quality of customer service by the Town	53.7%	36.7%	7.3%	0.9%	1.4%
H. Overall quality of enforcement of codes and ordinances	40.7%	37.6%	18.1%	3.2%	0.5%
I. Overall quality of government services provided by the Town of Westlake	43.5%	41.8%	11.3%	2.9%	0.4%
J. Overall value you receive from your tax dollars and fees	32.9%	37.6%	20.5%	4.7%	4.3%
K. Overall value of Westlake Academy to the Town	45.7%	26.1%	22.6%	2.6%	3.0%

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

<u>Q2. Most Important</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services (police, fire, and	95	38.3 %
Overall efforts by the Town to ensure the community is prepared for emergencies	8	3.2 %
Overall quality of maintenance of Town streets	8	3.2 %
Overall effectiveness of communication by the Town	5	2.0 %
Overall quality of utility services	9	3.6 %
Overall quality of parks, trails, open spaces, streetscaping, and facilities	9	3.6 %
Overall quality of customer service by the Town	4	1.6 %
Overall quality of enforcement of codes and ordinances	7	2.8 %
Overall quality of government services provided by the Town of Westlake	7	2.8 %
Overall value you receive from your tax dollars and fees	14	5.6 %
Overall value of Westlake Academy to the Town	73	29.4 %
None chosen	9	3.6 %
Total	248	100.0 %

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

<u>Q2. 2nd Important</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services (police, fire, and	56	22.6 %
Overall efforts by the Town to ensure the community is prepared for emergencies	20	8.1 %
Overall quality of maintenance of Town streets	17	6.9 %
Overall effectiveness of communication by the Town	25	10.1 %
Overall quality of utility services	30	12.1 %
Overall quality of parks, trails, open spaces, streetscaping, and facilities	19	7.7 %
Overall quality of customer service by the Town	3	1.2 %
Overall quality of enforcement of codes and ordinances	13	5.2 %
Overall quality of government services provided by the Town of Westlake	15	6.0 %
Overall value you receive from your tax dollars and fees	11	4.4 %
Overall value of Westlake Academy to the Town	12	4.8 %
None chosen	27	10.9 %
Total	248	100.0 %

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

<u>Q2. 3rd Important</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services (police, fire, and	24	9.7 %
Overall efforts by the Town to ensure the community is prepared for emergencies	10	4.0 %
Overall quality of maintenance of Town streets	24	9.7 %
Overall effectiveness of communication by the Town	15	6.0 %
Overall quality of utility services	14	5.6 %
Overall quality of parks, trails, open spaces, streetscaping, and facilities	44	17.7 %
Overall quality of customer service by the Town	6	2.4 %
Overall quality of enforcement of codes and ordinances	15	6.0 %
Overall quality of government services provided by the Town of Westlake	16	6.5 %
Overall value you receive from your tax dollars and fees	10	4.0 %
Overall value of Westlake Academy to the Town	19	7.7 %
None chosen	51	20.6 %
Total	248	100.0 %

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

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services (police, fire, and	175	70.6 %
Overall value of Westlake Academy to the Town	104	41.9 %
Overall quality of parks, trails, open spaces, streetscaping, and facilities	72	29.0 %
Overall quality of utility services	53	21.4 %
Overall quality of maintenance of Town streets	49	19.8 %
Overall effectiveness of communication by the Town	45	18.1 %
Overall efforts by the Town to ensure the community is prepared for emergencies	38	15.3 %
Overall quality of government services provided by the Town of Westlake	38	15.3 %
Overall value you receive from your tax dollars and fees	35	14.1 %
Overall quality of enforcement of codes and ordinances	35	14.1 %
Overall quality of customer service by the Town	13	5.2 %
None chosen	9	3.6 %
Total	666	

Q3. 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. - POLICE SERVICES

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of local police protection	44.8%	33.1%	12.1%	4.0%	2.4%	3.6%
B. Visibility of police in neighborhoods	36.3%	33.5%	18.1%	8.5%	3.2%	0.4%
C. How quickly police respond to emergencies	37.5%	19.4%	4.0%	2.4%	0.4%	36.3%
D. Efforts of the Town to prevent crime	41.1%	35.1%	6.9%	5.2%	3.2%	8.5%
E. Level of traffic enforcement	42.7%	27.8%	16.1%	7.7%	2.0%	3.6%

WITHOUT DON'T KNOW

Q3. 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.(Without "Don't Know") - POLICE SERVICES

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Quality of local police protection	46.4%	34.3%	12.6%	4.2%	2.5%
B. Visibility of police in neighborhoods	36.4%	33.6%	18.2%	8.5%	3.2%
C. How quickly police respond to emergencies	58.9%	30.4%	6.3%	3.8%	0.6%
D. Efforts of the Town to prevent crime	44.9%	38.3%	7.5%	5.7%	3.5%
E. Level of traffic enforcement	44.4%	28.9%	16.7%	7.9%	2.1%

Q3. 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. - FIRE & MEDICAL SERVICES

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
F. Quality of fire services	40.7%	16.9%	7.7%	0.8%	1.6%	32.3%
G. Quality of emergency medical services	45.6%	11.3%	5.6%	1.6%	0.8%	35.1%
H. Response time of fire and emergency medical services personnel	39.9%	10.5%	8.5%	0.8%	0.0%	40.3%

WITHOUT DON'T KNOW

Q3. 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.(Without "Don't Know") - FIRE & MEDICAL SERVICES

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
F. Quality of fire services	60.1%	25.0%	11.3%	1.2%	2.4%
G. Quality of emergency medical services	70.2%	17.4%	8.7%	2.5%	1.2%
H. Response time of fire and emergency medical services personnel	66.9%	17.6%	14.2%	1.4%	0.0%

Q3. 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. - EMERGENCY PREPAREDNESS

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
I. Response efforts by the Town Staff during extreme weather conditions	46.4%	32.3%	4.4%	3.2%	1.2%	12.5%
J. Efforts by the Town Staff to inform residents of hazardous road conditions, potential inclement weather & closures	50.4%	31.0%	11.3%	2.4%	0.0%	4.8%

WITHOUT DON'T KNOW

Q3. 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.(Without "Don't Know") - EMERGENCY PREPAREDNESS

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
I. Response efforts by the Town Staff during extreme weather conditions	53.0%	36.9%	5.1%	3.7%	1.4%
J. Efforts by the Town Staff to inform residents of hazardous road conditions, potential inclement weather & closures	53.0%	32.6%	11.9%	2.5%	0.0%

Q3. 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. - TRANSPORTATION SERVICES

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
K. Condition of major streets in Westlake	48.8%	36.3%	9.7%	4.0%	1.2%	0.0%
L. Condition of streets in your neighborhood	36.7%	42.7%	8.1%	8.9%	2.0%	1.6%
M. Cleanliness of streets and other public areas	49.2%	36.3%	10.9%	2.4%	1.2%	0.0%
N. Traffic flow and congestion management in Westlake	27.0%	43.1%	19.4%	8.5%	1.2%	0.8%

WITHOUT DON'T KNOW

Q3. 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.(Without "Don't Know") - TRANSPORTATION SERVICES

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
K. Condition of major streets in Westlake	48.8%	36.3%	9.7%	4.0%	1.2%
L. Condition of streets in your neighborhood	37.3%	43.4%	8.2%	9.0%	2.0%
M. Cleanliness of streets and other public areas	49.2%	36.3%	10.9%	2.4%	1.2%
N. Traffic flow and congestion management in Westlake	27.2%	43.5%	19.5%	8.5%	1.2%

Q3. 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. - COMMUNICATION & CITIZEN ENGAGEMENT

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
O. Efforts by the Town to keep you informed about Council meetings, Town projects, issues, and events	54.0%	39.1%	4.8%	0.8%	0.4%	0.8%
P. Timeliness of information provided by the Town	44.0%	46.0%	7.7%	1.2%	0.4%	0.8%
Q. Completeness of the information provided by the Town	38.3%	44.4%	11.3%	2.4%	1.2%	2.4%
R. Usefulness of the Westlake Wire communications	35.9%	38.7%	12.5%	0.0%	0.4%	12.5%
S. Usefulness of social media efforts	24.2%	27.0%	12.9%	3.2%	1.6%	31.0%
T. Ease of use of the Town's website	27.4%	34.3%	20.2%	3.2%	1.2%	13.7%
U. Availability/Accessibility of Town records	16.5%	19.8%	10.5%	2.0%	1.2%	50.0%
V. Opportunities provided for public input	37.5%	33.5%	10.9%	2.0%	4.0%	12.1%

WITHOUT DON'T KNOW

Q3. 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.(Without "Don't Know") - COMMUNICATION & CITIZEN ENGAGEMENT

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
O. Efforts by the Town to keep you informed about Council meetings, Town projects, issues, and events	54.5%	39.4%	4.9%	0.8%	0.4%
P. Timeliness of information provided by the Town	44.3%	46.3%	7.7%	1.2%	0.4%
Q. Completeness of the information provided by the Town	39.3%	45.5%	11.6%	2.5%	1.2%
R. Usefulness of the Westlake Wire communications	41.0%	44.2%	14.3%	0.0%	0.5%
S. Usefulness of social media efforts	35.1%	39.2%	18.7%	4.7%	2.3%
T. Ease of use of the Town's website	31.8%	39.7%	23.4%	3.7%	1.4%
U. Availability/Accessibility of Town records	33.1%	39.5%	21.0%	4.0%	2.4%
V. Opportunities provided for public input	42.7%	38.1%	12.4%	2.3%	4.6%

Q3. 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. - PARKS & RECREATION

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
W. Maintenance of Town-owned Glenwyck Park	17.3%	23.8%	19.8%	2.4%	1.6%	35.1%
X. Number of publicly-accessible parks and trails	27.4%	37.1%	17.3%	5.2%	2.8%	10.1%
Y. Maintenance of streetscaping and open spaces	37.9%	34.3%	20.6%	3.6%	0.8%	2.8%

WITHOUT DON'T KNOW

Q3. 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.(Without "Don't Know") - PARKS & RECREATION

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
W. Maintenance of Town-owned Glenwyck Park	26.7%	36.6%	30.4%	3.7%	2.5%
X. Number of publicly-accessible parks and trails	30.5%	41.3%	19.3%	5.8%	3.1%
Y. Maintenance of streetscaping and open spaces	39.0%	35.3%	21.2%	3.7%	0.8%

Q3. 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. - UTILITY SERVICES

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Z. Residential trash collection services	46.8%	37.5%	9.7%	0.0%	4.4%	1.6%
AA. Curbside recycling services	47.6%	35.1%	8.1%	4.4%	2.0%	2.8%
BB. Yard waste & bulky item removal services	36.3%	27.8%	11.3%	2.8%	1.6%	20.2%
CC. Town efforts to promote water conservation and protect water resources	31.5%	43.5%	15.7%	2.0%	0.0%	7.3%
DD. Household hazardous waste disposal service	12.9%	22.2%	14.9%	0.8%	3.2%	46.0%
EE. Efforts by the Town to manage storm water run-off	24.6%	28.2%	15.3%	4.8%	4.0%	23.0%
FF. Quality of (drinking) water utility services	33.9%	44.4%	11.7%	1.6%	0.8%	7.7%

WITHOUT DON'T KNOW

Q3. 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.(Without "Don't Know") - UTILITY SERVICES

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Z. Residential trash collection services	47.5%	38.1%	9.8%	0.0%	4.5%
AA. Curbside recycling services	49.0%	36.1%	8.3%	4.6%	2.1%
BB. Yard waste & bulky item removal services	45.5%	34.8%	14.1%	3.5%	2.0%
CC. Town efforts to promote water conservation and protect water resources	33.9%	47.0%	17.0%	2.2%	0.0%
DD. Household hazardous waste disposal service	23.9%	41.0%	27.6%	1.5%	6.0%
EE. Efforts by the Town to manage storm water run-off	31.9%	36.6%	19.9%	6.3%	5.2%
FF. Quality of (drinking) water utility services	36.7%	48.0%	12.7%	1.7%	0.9%

Q3. 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. - CUSTOMER SERVICE

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
GG. Level of participation by Town Staff in community events/neighborhood meetings	40.3%	28.6%	12.1%	0.0%	1.2%	17.7%
HH. Timeliness of Town Staff to concerns/issues (<24 hours)	36.7%	26.2%	11.3%	2.4%	2.0%	21.4%
II. Friendliness of Town Staff	52.4%	31.9%	4.4%	0.0%	0.8%	10.5%
JJ. Municipal court services	31.9%	25.8%	8.5%	0.8%	0.0%	33.1%
KK. Jury service experience	33.5%	23.8%	10.1%	2.0%	0.4%	30.2%

WITHOUT DON'T KNOW

Q3. 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.(Without "Don't Know") - CUSTOMER SERVICE

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
GG. Level of participation by Town Staff in community events/neighborhood meetings	49.0%	34.8%	14.7%	0.0%	1.5%
HH. Timeliness of Town Staff to concerns/ issues (<24 hours)	46.7%	33.3%	14.4%	3.1%	2.6%
II. Friendliness of Town Staff	58.6%	35.6%	5.0%	0.0%	0.9%
JJ. Municipal court services	47.6%	38.6%	12.7%	1.2%	0.0%
KK. Jury service experience	48.0%	34.1%	14.5%	2.9%	0.6%

Q3. 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. - CODE ENFORCEMENT

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
LL. Enforcing the exterior appearance and maintenance regulations for property	37.1%	31.9%	12.1%	5.6%	0.8%	12.5%
MM. Enforcing sign regulations	33.1%	31.5%	9.7%	3.2%	0.0%	22.6%

WITHOUT DON'T KNOW

Q3. 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.(Without "Don't Know") - CODE ENFORCEMENT

(N=248)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
LL. Enforcing the exterior appearance and maintenance regulations for property	42.4%	36.4%	13.8%	6.5%	0.9%
MM. Enforcing sign regulations	42.7%	40.6%	12.5%	4.2%	0.0%

Q4. 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=248)

	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
A. Sense of community	41.1%	29.8%	13.3%	7.7%	6.9%	1.2%
B. Quality of life	69.0%	25.8%	3.2%	0.8%	0.8%	0.4%
C. Small town feel	52.0%	28.2%	7.7%	5.6%	4.4%	2.0%
D. Aesthetic appeal & high development standards	67.7%	17.3%	6.9%	3.2%	2.0%	2.8%
E. Westlake Academy	43.1%	19.8%	11.7%	7.3%	13.7%	4.4%
F. Access to other public schools (Keller, Northwest or Carroll ISD)	25.4%	16.5%	22.6%	9.3%	21.4%	4.8%
G. Proximity to private schools	19.0%	12.9%	16.1%	12.5%	30.6%	8.9%
H. Low crime rates/quality of public safety	68.1%	17.3%	4.0%	0.8%	6.9%	2.8%
I. Employment opportunities in the Westlake area	12.5%	10.5%	12.9%	27.8%	32.3%	4.0%
J. Access to DFW airport	41.1%	31.5%	14.1%	6.5%	5.6%	1.2%
K. Access to major highways	46.4%	28.2%	17.7%	4.0%	0.8%	2.8%
L. Type of housing available	46.8%	25.8%	13.7%	5.2%	5.2%	3.2%
M. Quality of your subdivision	70.2%	15.3%	4.4%	2.4%	2.0%	5.6%
N. Westlake as a retirement destination	25.0%	12.9%	12.1%	19.4%	23.0%	7.7%
O. Number of publicly accessible parks & trails	23.4%	28.2%	21.8%	12.5%	10.5%	3.6%
P. Subdivision amenities (airpark, golf club, parks, etc.)	43.1%	19.8%	14.5%	14.1%	4.0%	4.4%

WITHOUT DON'T KNOW

Q4. Reasons for Moving to Westlake: Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please circle how important the following issues were in your decision to move to the Town of Westlake. (Without "Don't Know")

(N=248)

	Extremely Important	Very Important	Important	Less Important	Not Important
A. Sense of community	41.6%	30.2%	13.5%	7.8%	6.9%
B. Quality of life	69.2%	25.9%	3.2%	0.8%	0.8%
C. Small town feel	53.1%	28.8%	7.8%	5.8%	4.5%
D. Aesthetic appeal & high development standards	69.7%	17.8%	7.1%	3.3%	2.1%
E. Westlake Academy	45.1%	20.7%	12.2%	7.6%	14.3%
F. Access to other public schools (Keller, Northwest or Carroll ISD)	26.7%	17.4%	23.7%	9.7%	22.5%
G. Proximity to private schools	20.8%	14.2%	17.7%	13.7%	33.6%
H. Low crime rates/quality of public safety	70.1%	17.8%	4.1%	0.8%	7.1%
I. Employment opportunities in the Westlake area	13.0%	10.9%	13.4%	29.0%	33.6%
J. Access to DFW airport	41.6%	31.8%	14.3%	6.5%	5.7%
K. Access to major highways	47.7%	29.0%	18.3%	4.1%	0.8%
L. Type of housing available	48.3%	26.7%	14.2%	5.4%	5.4%
M. Quality of your subdivision	74.4%	16.2%	4.7%	2.6%	2.1%
N. Westlake as a retirement destination	27.1%	14.0%	13.1%	21.0%	24.9%
O. Number of publicly accessible parks & trails	24.3%	29.3%	22.6%	13.0%	10.9%
P. Subdivision amenities (airpark, golf club, parks, etc.)	45.1%	20.7%	15.2%	14.8%	4.2%

Q5. Which THREE of the reasons listed above are the most important reasons why you will stay in Westlake for the next 5 years?

Q5. Most Important	Number	Percent
Sense of community	7	2.8 %
Quality of life	41	16.5 %
Small town feel	22	8.9 %
Aesthetic appeal & high development standards	10	4.0 %
Westlake Academy	58	23.4 %
Access to other public schools (Keller, Northwest or Carroll ISD)	4	1.6 %
Proximity to private schools	2	0.8 %
Low crime rates/quality of public safety	28	11.3 %
Employment opportunities in the Westlake area	3	1.2 %
Access to DFW airport	13	5.2 %
Access to major highways	3	1.2 %
Type of housing available	7	2.8 %
Quality of your subdivision	18	7.3 %
Subdivision amenities (airpark, golf club, parks, etc.)	15	6.0 %
None chosen	17	6.9 %
Total	248	100.0 %

Q5. Which THREE of the reasons listed above are the most important reasons why you will stay in Westlake for the next 5 years?

Q5. 2nd Important	Number	Percent
Sense of community	14	5.6 %
Quality of life	32	12.9 %
Small town feel	23	9.3 %
Aesthetic appeal & high development standards	37	14.9 %
Westlake Academy	11	4.4 %
Access to other public schools (Keller, Northwest or Carroll ISD)	13	5.2 %
Proximity to private schools	2	0.8 %
Low crime rates/quality of public safety	23	9.3 %
Access to DFW airport	19	7.7 %
Access to major highways	3	1.2 %
Type of housing available	4	1.6 %
Quality of your subdivision	19	7.7 %
Westlake as a retirement destination	8	3.2 %
Number of publicly accessible parks & trails	9	3.6 %
Subdivision amenities (airpark, golf club, parks, etc.)	12	4.8 %
None chosen	19	7.7 %
Total	248	100.0 %

Q5. Which THREE of the reasons listed above are the most important reasons why you will stay in Westlake for the next 5 years?

Q5. 3rd Important	Number	Percent
Sense of community	9	3.6 %
Quality of life	26	10.5 %
Small town feel	35	14.1 %
Aesthetic appeal & high development standards	28	11.3 %
Westlake Academy	12	4.8 %
Access to other public schools (Keller, Northwest or Carroll ISD)	3	1.2 %
Proximity to private schools	2	0.8 %
Low crime rates/quality of public safety	25	10.1 %
Access to DFW airport	17	6.9 %
Access to major highways	15	6.0 %
Type of housing available	7	2.8 %
Quality of your subdivision	26	10.5 %
Westlake as a retirement destination	1	0.4 %
Number of publicly accessible parks & trails	4	1.6 %
Subdivision amenities (airpark, golf club, parks, etc.)	10	4.0 %
None chosen	28	11.3 %
Total	248	100.0 %

Q5. The sum of the THREE reasons listed above are the most important reasons why you will stay in Westlake for the next 5 years?

Q5. Sum of Top 3 Choices	Number	Percent
Quality of life	99	39.9 %
Westlake Academy	81	32.7 %
Small town feel	80	32.3 %
Low crime rates/quality of public safety	76	30.6 %
Aesthetic appeal & high development standards	75	30.2 %
Quality of your subdivision	63	25.4 %
Access to DFW airport	49	19.8 %
Subdivision amenities (airpark, golf club, parks, etc.)	37	14.9 %
Sense of community	30	12.1 %
Access to major highways	21	8.5 %
Access to other public schools (Keller, Northwest or Carroll ISD)	20	8.1 %
Type of housing available	18	7.3 %
None chosen	17	6.9 %
Number of publicly accessible parks & trails	13	5.2 %
Westlake as a retirement destination	9	3.6 %
Proximity to private schools	6	2.4 %
Employment opportunities in the Westlake area	3	1.2 %
Total	697	

Q6. Issue(s) of Interest - Water Conservation / Public Land (Open Space)

(N=248)

	Yes	No	Don't know
A. Would you support incentive programs to promote water conservation?	68.1%	28.6%	3.2%
B. Would you support adopting a pricing strategy to promote conservation in Westlake, even if this means paying more for water?	31.0%	66.1%	2.8%
C. Would you support the purchase of land to preserve our open space?	70.6%	28.6%	0.8%
D. Would you support increasing property taxes by 08 to 10 cents per \$100 of assessed valuation to purchase approximately 15-30 acres of land for a park?	42.3%	53.6%	4.0%

WITHOUT DON'T KNOW

Q6. Issue(s) of Interest - Water Conservation / Public Land (Open Space)

(N=248)

	Yes	No
A. Would you support incentive programs to promote water conservation?	70.4%	29.6%
B. Would you support adopting a pricing strategy to promote conservation in Westlake, even if this means paying more for water?	32.0%	68.0%
C. Would you support the purchase of land to preserve our open space?	71.1%	28.9%
D. Would you support increasing property taxes by 08 to 10 cents per \$100 of assessed valuation to purchase approximately 15-30 acres of land for a park?	44.1%	55.9%

Q7. Overall, how familiar are you with the following information:

(N=248)

	Very Familiar	Somewhat Familiar	Not Familiar	Don't Know
A. The Town's Comprehensive Plan	29.4%	43.5%	26.6%	0.4%
B. The Town's Strategic Plan	23.8%	50.0%	25.8%	0.4%
C. The Town's lighting standards	27.8%	38.3%	33.1%	0.8%
D. The Town's open space requirements for development	24.6%	39.9%	35.1%	0.4%
E. Zoning standards within the Town	29.0%	37.9%	32.7%	0.4%
F. Allowed uses for existing planned development districts within the Town	22.6%	41.9%	35.1%	0.4%

WITHOUT DON'T KNOW

Q7. Overall, how familiar are you with the following information:

(N=248)

	Very Familiar	Somewhat Familiar	Not Familiar
A. The Town's Comprehensive Plan	29.6%	43.7%	26.7%
B. The Town's Strategic Plan	23.9%	50.2%	25.9%
C. The Town's lighting standards	28.0%	38.6%	33.3%
D. The Town's open space requirements for development	24.7%	40.1%	35.2%
E. Zoning standards within the Town	29.1%	38.1%	32.8%
F. Allowed uses for existing planned development districts within the Town	22.7%	42.1%	35.2%

Q8. When did you most recently attend the following events?

(N=248)

	This Year	Last Year	2 Years Ago or More	Never, But I Am Aware of Event	Never, I Am Not Aware of Event	Don't Know
A. Decoration Day	4.0%	11.3%	13.7%	52.8%	16.5%	1.6%
B. Any of the Master Works concert series Events	5.6%	8.5%	12.5%	49.2%	21.0%	3.2%
C. Arbor Day	2.8%	17.3%	21.0%	41.1%	16.1%	1.6%
D. Community Tree Lighting	7.7%	16.5%	18.1%	43.1%	12.9%	1.6%
E. Westlake Historical Preservation Society's Classic Car Show	10.5%	14.5%	7.7%	45.6%	20.2%	1.6%
F. Other Westlake Historical Preservation Society events	8.9%	1.6%	13.3%	40.7%	33.1%	2.4%
G. Westlake Public Arts Society events	8.5%	3.6%	9.3%	47.2%	29.8%	1.6%

WITHOUT DON'T KNOW

Q8. When did you most recently attend the following events?

(N=248)

	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	4.1%	11.5%	13.9%	53.7%	16.8%
B. Any of the Master Works concert series Events	5.8%	8.8%	12.9%	50.8%	21.7%
C. Arbor Day	2.9%	17.6%	21.3%	41.8%	16.4%
D. Community Tree Lighting	7.8%	16.8%	18.4%	43.9%	13.1%
E. Westlake Historical Preservation Society's Classic Car Show	10.7%	14.8%	7.8%	46.3%	20.5%
F. Other Westlake Historical Preservation Society events	9.1%	1.7%	13.6%	41.7%	33.9%
G. Westlake Public Arts Society events	8.6%	3.7%	9.4%	48.0%	30.3%

Q9. Have you attended a public meeting in your neighborhood?

Q9. Have you attended a public meeting in your neighborhood?	Number	Percent
Yes-This year	121	48.8 %
Yes-Last year	56	22.6 %
No - but I Am Aware of the Meetings	50	20.2 %
No - I Am Not Aware of Meetings	17	6.9 %
Don't Know	4	1.6 %
Total	248	100.0 %

Q9. If Yes:

Q9a. Was the meeting informative?	Number	Percent
Yes	168	94.9 %
No	1	0.6 %
Don't know	8	4.5 %
Total	177	100.0 %

Q9. If Yes:

Q9b. Did you have the opportunity to discuss your ideas/concerns?	Number	Percent
Yes	151	85.3 %
No	21	11.9 %
Don't know	5	2.8 %
Total	177	100.0 %

Q9. If No:

Q9c. Will you attend a neighborhood meeting in the future?	Number	Percent
Yes	44	65.7 %
No	16	23.9 %
Don't know	7	10.4 %
Total	67	100.0 %

Q9. If No:

Q9d. Do you think these types of meeting are useful?	Number	Percent
Yes	52	77.6 %
No	10	14.9 %
Don't know	5	7.5 %
Total	67	100.0 %

RESIDENTS WHO ATTENDED A MEETING *THIS YEAR*

Q9. If Yes:

Q9a. Was the meeting informative?	Number	Percent
Yes	113	93.4 %
Don't know	8	6.6 %
Total	121	100.0 %

Q9. If Yes:

Q9b. Did you have the opportunity to discuss your ideas/concerns?	Number	Percent
Yes	103	85.1 %
No	16	13.2 %
Don't know	2	1.7 %
Total	121	100.0 %

RESIDENTS WHO ATTENDED A MEETING *LAST YEAR*

Q9. If Yes:

Q9a. Was the meeting informative?	Number	Percent
Yes	55	98.2 %
No	1	1.8 %
Total	56	100.0 %

Q9. If Yes:

Q9b. Did you have the opportunity to discuss your ideas/concerns?	Number	Percent
Yes	48	85.7 %
No	5	8.9 %
Don't know	3	5.4 %
Total	56	100.0 %

Q10. In your opinion, how often should neighborhood meetings be held?

Q10. How often should neighborhood meetings be held?	Number	Percent
Annually	111	44.8 %
Twice a year	94	37.9 %
Every other year	14	5.6 %
Don't know	29	11.7 %
Total	248	100.0 %

Q11. Do any children in grades K-12 live in your home?

Q11. Do any children in grades K-12 that live in your home?	Number	Percent
Yes	126	50.8 %
No	122	49.2 %
Total	248	100.0 %

Q11a. IF YES to #11: Do any of these children currently attend Westlake Academy?

Q11a. Do any of these children currently attend Westlake Academy?	Number	Percent
Yes	81	64.3 %
No	45	35.7 %
Total	126	100.0 %

Q11b. Where do your children go to school?

<u>Q11b. Where do your children go to school?</u>	<u>Number</u>
COLLEYVILLE PRIVATE SCHOOL	1
CARROLL ISD	12
GRAPEVINE FAITH CHRISTIAN SCHOOL	3
KELLER ISD	6
LIBERTY	2
LIBERTY CHRISTIAN	9
PRIVATE FAITH CHRISTIAN	1
PRIVATE SCHOOL	4
SOUTHLAKE ISD	2
WALNUT GROVE	1

Q11c. If any of your children previously attended Westlake Academy, why did they stop?

<u>Q11c. Why did they stop?</u>	<u>Number</u>
ACADEMIC STANDARDS WERE POOR	2
CHILDREN ENROLLED IN UPPER GRADS	2
DIDN'T LIKE THE FACILITY	1
DIFFERENT ENVIRONMENT FOR CHILD	3
HAVE NOT ATTENDED WESTLAKE	3
LACK OF INFERIOR ATHLETIC FACILITIES	2
NEEDS OF CHILDREN WE'RE MET WHEN THEY WERE YOUNGER	1
TOO MUCH PARTENTAL INVOLVEMENT & INFLUENCE	3
TOO MUCH STAFF TURNOVER	2

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

<u>Q11d. Are you considering re-enrolling them in the future?</u>	<u>Number</u>	<u>Percent</u>
Yes	4	11.4 %
No	30	85.7 %
Don't Know	1	2.9 %
Total	35	100.0 %

Q12. What is your age?

Q12. What is your age?	Number	Percent
18 - 34 years	12	4.8 %
35 - 54 years	125	50.4 %
55 - 74 years	96	38.7 %
75+ years	15	6.0 %
Total	248	100.0 %

Q13. How many years have you lived in Westlake?

Q13. How many years have you lived in Westlake?	Number	Percent
5 or fewer years	117	47.6 %
6-10 years	70	28.5 %
11-15 years	26	10.6 %
16-20 years	4	1.6 %
Over 20 years	29	11.8 %
Total	246	100.0 %

Q14. In which subdivision do you live?

<u>Q14. In which subdivision do you live?</u>	<u>Number</u>	<u>Percent</u>
Stagecoach Hills	26	10.5 %
Vaquero	105	42.3 %
Wyck Hill	6	2.4 %
Glenwyck Farms	57	23.0 %
Mahotea Boone	9	3.6 %
Other	38	15.3 %
Not provided	7	2.8 %
Total	248	100.0 %

Q14. Other

<u>Q14. Other</u>	<u>Number</u>
ASPEN	3
CARPENTER	2
COWGIRL RANCH ESTATE	2
DOVE ROAD	3
FARMLAND OUTSKIRTS	2
KELLER/WESTLAKE BORD	2
NEAR STAGECOACH HILL	3
PAIGEBOOKE	1
RI RESTRICTED AREA	3
TERRA BELLA	9

Q15. Which of the following BEST describes your total annual household income?

Q15. BEST describes your total annual household income?	Number	Percent
Under \$50,000	9	3.7 %
\$50,000 - \$149,000	13	5.3 %
150,000 - \$500,000	72	29.3 %
Over \$500,000	111	45.1 %
Not provided	41	16.7 %
Total	246	100.0 %

Q16. Gender:

Q16. Gender:	Number	Percent
Male	128	51.6 %
Female	120	48.4 %
Total	248	100.0 %

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

Q17. How safe do you feel in the Town of Westlake?	Number	Percent
Very Safe	153	61.7 %
Safe	83	33.5 %
Unsafe	10	4.0 %
Very Unsafe	2	0.8 %
Total	248	100.0 %

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

Q18. How would you rate the Town of Westlake as a place to live?	Number	Percent
Excellent	180	72.6 %
Good	50	20.2 %
Average	3	1.2 %
Poor	12	4.8 %
Don't know	3	1.2 %
Total	248	100.0 %

Options Comments:

- Lower my property taxes. Lower my water rates. Don't need more green space.
- When will the town of Westlake have automatic billing of utilities?
- The bus stops are a complete waste of money. The lighting system at intersections is not only a total waste of money, but dangerous. I travel at night and the lights look like crap, which makes it dangerous for real traffic.
- Town staff are friendly and very helpful. Landscaping at intersection of Dove Road and Davis Boulevard needs attention. Can't hear warning sirens from within our home in Vaquero, only slightly, even when outside the home. AT&T mobile service is awful. Only have to one bar in our home.
- Would like to see better maintenance of landscaping on Davis, east side, and areas town maintains; also, along Dove, west of Davis. Replacement of dead plants and trees in both areas. Completion of projects, removal of debris and pylons in a timely manner.
- When Westlake Academy is in session, pick-up and drop-off times bring Dove Road to a complete stop. Traffic passing through cannot get by. Can Westlake Academy figure out a new pick-up/drop-off strategy? Student drivers are blocked in the lower parking lot for 30 minutes after release time. Maybe stagger start and end times for various grades.
- People move to Westlake because of the school; let's make sure financial resources are adequately allocated there. I've seen a future town hall in the City's Improvement Plan in the \$8-\$10 million range. With all the vacant office space in Westlake, let's not do this. We don't need to spend millions acquiring land for a park. We should consider expanding fields at the school that effectively function as a park. I am concerned about overall debt levels at the Town. I'd like to hear of a plan to reduce debt over time.
- Maintenance of park has really deteriorated over last several years. The trail behind Terra Bella is full of poison ivy. Internet service is horrible.
- Wish that the Town enforced codes and ordinances regarding keeping private properties clean and not a fire hazard. Have called about 5920 Mahotea Boone, but nothing has been done. Sidewalks, lights, cable, natural gas, and sewer would also be welcome. Great place to live and raise a family. Thank you.
- I would greatly appreciate consideration for returning to two trash pick-up days per week.
- Would like to see better maintenance of Glenwyk Park, the trail system and the street-scaping areas. There are frequently broken branches, plant debris, and low hanging branches that make the trails dangerous for kids biking and scooting. Also, the amount of litter that accumulates on the trails, like broken beer bottles and cans, garbage, cigarettes and cartons, fast food trash, etc., as well as, along Dove Road and in the waterways. Very upsetting to see in such a beautiful town. More trash cans and recycling bins might help, but I think there needs to be more frequent clean-up of this. Unfortunately, it makes me think there is non-resident partying going on in our public parks at night. As a side note, it would be nice to have a playground for kids.
- The intersections at Davis and Dove, and Davis and Kirkwood need traffic lights. With 8 lanes of traffic, two from every direction, it's dangerous and slow moving with the current stop signs.
- Disagree with property taxes, since it was going to be a temporary tax. Should drop off after age 65. Now you are asking to increase for purchase of land. Control by zoning.
- We originally moved to Westlake for Westlake Academy. Although Westlake Academy is a good school, it is not challenging enough for students, especially in math and science at the PYP level. It would be great to have a GT program in the earlier grades. However, I understand that this would be difficult in a small school.

Town of Westlake 2015 Resident Survey: Findings Report

- The Town and City Council should do everything in their power to preserve the quality of life and small town, rural area feel of Westlake. This is the primary reason, along with the Academy, that attracted most of the residents to move to Westlake. We have a great town and we should ensure that it remains that way for future generations of Westlaker's.
- It's nice to see the Davis Road project finally finished. Took forever. Also, the roadway landscaping is nice again finally. Almost finished.
- Tornado siren cannot be heard well in our neighborhood, Glenwyck Farms. Neighborhood parks tend to have trash build up in cans and on trails for days. Do appreciate the dog bag availability.
- Trash service needs to be two times per week. They also need to be more flexible with respect to pick-up of cardboard boxes. When we moved into our home the trash collectors would not dispose of them.
- I hope with all the new construction we don't lose the small town feel. I hope Westlake Academy continues to draw people to Westlake. I've noticed many families leaving Westlake because they are unhappy with MYP program at the school. There is a lot of negative talk within the community about the new administration at the school.
- Let's use some common sense measures like education and provide waste removal opportunities before raising taxes. We don't get much punch for our tax dollar. Please stop nickel and diming us to death and give your employees a raise.
- It was excellent three years ago when we first moved here. Put "good" now because there is too much building going on. Utility offers are limited and cell reception is poor. Westlake Academy, while an excellent school academically, does not have a great program on diversity, indecisiveness, and anti-bullying. Also, the staff there needs more training on organization skills. Seems to have a lot of last minute requests.
- I am concerned about the reputation of Westlake Academy. Current administration is not well liked and I don't feel like quality teachers have been hired. Communication is poor and many issues go unaddressed when raised. Almost switched schools this year, but going to give it another year.
- Westlake is a slice of heaven.
- Important that Westlake Academy focuses on AP, along with IB.
- Westlake Academy has dropped out of the national rankings. That will hurt the desire of families to move to Westlake. There is not much of an opportunity to find a home to retire in after the kids have moved on.
- I have lived here for two years. Westlake Academy was a major draw with our three grade school children. Overall, we like the school. We are concerned with the very high teacher turnover the school has experienced over the past two years. Furthermore, the teachers leaving seem to be the most sought after by parents and students alike. We are concerned that teacher morale is low, leadership vision may be lacking, and that many fellow residents are likely to pull their kids from Westlake Academy. We are reviewing our options each summer for each of our three kids. Please address the staffing and stability of Westlake Academy.
- Need to outlaw bicycle riding on public streets. No mass groups of riders. Need to have a facility for sporting, or professional riders. Not talking about kids riding their bicycles.
- I hope they do not increase the speed limit when they make our road a four lane.
- We moved to Westlake for our children to attend Westlake Academy. However, we are very disappointed with the school and this is why our children no longer attend there. Other than that, Westlake is a nice area.

Town of Westlake 2015 Resident Survey: Findings Report

- Too many break-ins during our residence of three years here and not enough police presence to deter break-ins.
- Too many police traps in Westlake. I know this is to generate monies, but this makes citizens and residents not like police in the area.
- Water is too expensive. Need more detail around crime. We need to know when there is theft going on in the neighborhood.
- I live on Dove Road. It is beautifully lined with trees. They should never make it a four lane road.
- The town should be more focused on academics. The town is a great place and I love living here.
- We are dissatisfied with the attitude of contracted Keller police officers.
- Change system of water billing so it is economical for property owners. It should not be more than costs for electricity and/or natural gas.
- We just moved here a year ago and love it.
- Roads need restriping/remarking.
- I would love to see Westlake incorporate our own law enforcement instead of contracting with Keller. Would love to see the development of a bike trail system, publicly accessible, throughout the town.
- I would like to see recycling pickup done twice a week or allowed two recycle bins per household. Water infrastructure has not kept up with population growth.
- Regarding new commercial development, be very choosy in selection process of incoming types of businesses allowed.
- Get a different landscape architect when working on road design so that it complements the natural environment. New commercial development, Entrada needs to have sandstone cladding instead of stucco.
- I appreciate the mayor being accessible and the town staff works really hard at their jobs and they are friendly, a great big thank you to the town of Westlake.
- Everyone should have the opportunity to live here, in my community all leave their egos at the gate.
- Would love a trail map, one with distances would be even better.
- Don't widen Dove Road between David Boulevard and Paytonville.
- Price of water relative to Southlake is ridiculously high.
- Are there any potential plans for a park in Westlake?
- My only complaint, we have a big fidelity complex and the smokers cross Dove Road and stand in the median and smoke. It is very unpleasant to look at.
- Need to be more informative, let everyone know what's going on in the community.
- Would like them to evaluate why our water is so expensive.
- A lot of robberies happening in Vaquero, this needs to be addressed.
- We are enjoying living here in Westlake.
- Don't widen Dove Road. Get rid of the cyclists on Dove Road, I fear for their lives.
- Under the current regime, they don't listen. 90% of the money goes to the academy, not for the town. They don't enforce the codes unless we call them about it. The streets are not kept up, everything goes where the money is, Vaquero, they get all the upgrades, not the other communities.
- If property taxes are increased to purchase park land, as in question 6d, I would only support this if a dog park was included.
- We need a cell phone tower in Westlake.
- A traffic signal is needed on David Road and Dove for safety purposes.

Town of Westlake 2015 Resident Survey: Findings Report

- There does not seem to be a proactive approach to crime in this community, just reactive. Currently, there are too many homes for sale in Westlake. That is a direct consequence of decisions made by city officials that has resulted in diminished property values.
- Water utility charges, specifically sewer charges, are too expensive. Regarding lighting standards, current standards are outdated since they do not reflect the current usage of LED bulbs, which are higher and brighter than the incandescent bulbs of the same wattage.

Section 5:
Survey Instrument



Town of Westlake

Dear Westlake Resident,

It is that time when the Town of Westlake is again seeking feedback about the quality of municipal services provided to our residents. We are proud to present to you the 2015 *DirectionFinder* survey. **The feedback received from these surveys is critical to the Town in shaping our goals, evaluating our services, and uncovering the most important issues for you and your family.**

We offer this survey every 2 years with the last survey being conducted in 2013. 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 fifth administration of this survey and you may notice some changes. Every time we conduct this process, we strive to improve it and help the response and feedback flow quickly and easily. Because we appreciate your time, we are also pleased to offer the survey in an online format for all residents. We hope this courtesy will provide our busy respondents with a convenient option for providing the Town with your input.

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

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

www.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 Amanda DeGan, Assistant Town Manager, at (817) 490-5715, or via email at adegan@westlake-tx.org.

Thank you for helping to make Westlake a premier community!

Thomas E. Brymer
Town Manager/Superintendent Westlake Academy

TOWN OF WESTLAKE 2015 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. Usefulness of social media efforts	5	4	3	2	1	9
T. Ease of use of the Town's website	5	4	3	2	1	9
U. Availability/Accessibility of Town records	5	4	3	2	1	9
V. Opportunities provided for public input	5	4	3	2	1	9
<u>Parks & Recreation Services</u>						
W. Maintenance of Town-owned Glenwyck Park	5	4	3	2	1	9
X. Number of publicly-accessible parks and trails	5	4	3	2	1	9
Y. Maintenance of streetscaping and open spaces	5	4	3	2	1	9
<u>Utility Services</u>						
Z. Residential trash collection services	5	4	3	2	1	9
AA. Curbside recycling services	5	4	3	2	1	9
BB. Yard waste & bulky item removal services	5	4	3	2	1	9
CC. Town efforts to promote water conservation and protect water resources	5	4	3	2	1	9
DD. Household hazardous waste disposal service	5	4	3	2	1	9
EE. Efforts by the Town to manage storm water run-off	5	4	3	2	1	9
FF. Quality of (drinking) water utility services	5	4	3	2	1	9
<u>Customer Service</u>						
GG. Level of participation by Town Staff in community events/neighborhood meetings	5	4	3	2	1	9
HH. Timeliness of Town Staff to concerns/issues (<24 hours)	5	4	3	2	1	9
II. Friendliness of Town Staff	5	4	3	2	1	9
JJ. Municipal court services	5	4	3	2	1	9
KK. Jury service experience	5	4	3	2	1	9
<u>Code Enforcement</u>						
LL. Enforcing the exterior appearance and maintenance regulations for property	5	4	3	2	1	9
MM. Enforcing sign regulations	5	4	3	2	1	9

4. **Reasons for Moving to Westlake:** Using a scale of 1 to 5, where 5 means “Extremely Important” and 1 means “Not Important,” please 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
<i>How important was:</i>						
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

5. **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 #4, above)

1st _____ 2nd _____ 3rd _____

6. **Issue(s) of Interest - Water Conservation / Public Land (Open Space)**

- A. Would you support incentive programs to promote water conservation? (1) Yes / (2) No
- B. Would you support adopting a pricing strategy to promote conservation in Westlake, even if this means paying more for water? (1) Yes / (2) No
- C. Would you support the purchase of land to preserve our open space? (1) Yes / (2) No
- D. Would you support increasing property taxes by 08 to 10 cents per \$100 of assessed valuation to purchase approximately 15-30 acres of land for a park? (1) Yes / (2) No

7. **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

12. What is your age?

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

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

14. In which subdivision do you live?

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

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

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

16. Gender:

- (1) Male
- (2) Female

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

- (4) Very Safe
- (3) Safe
- (2) Unsafe
- (1) Very Unsafe
- (9) Don't Know

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

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

Optional: If you have any other comments, 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