

2011 DirectionFinder® Community Survey FINAL Results



Prepared for
The City of Vestavia Hills

May, 2011



ETC Institute
725 West Frontier Circle
Olathe, Kansas
66061

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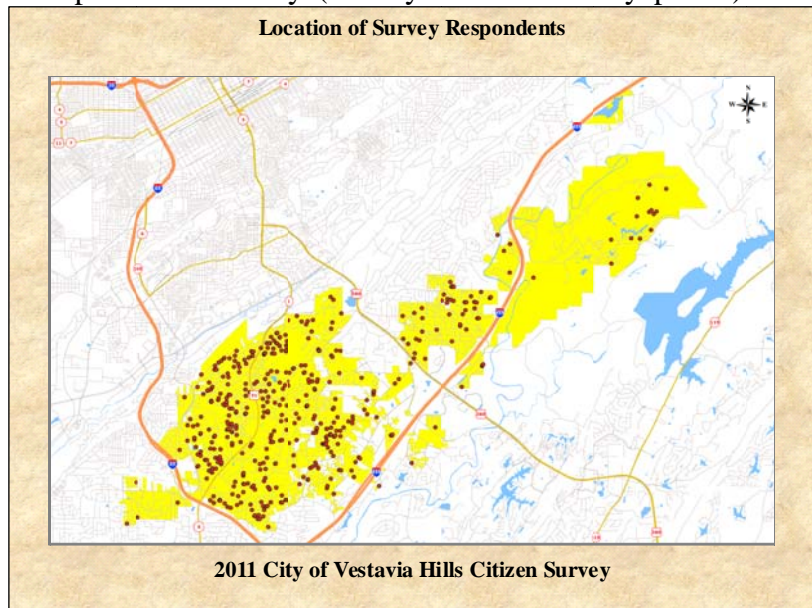
DirectionFinder® Survey

Executive Summary

Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Vestavia Hills during February and March of 2011. The survey was administered as part of the City's effort to assess citizen satisfaction with the quality of city services. This is the first time that the City of Vestavia Hills has administered a citizen survey with ETC Institute.

Resident Survey. A seven-page survey was mailed to a random sample of 1,500 households in the City of Vestavia Hills. Approximately seven days after the surveys were mailed residents who received the survey were contacted by phone. Those who indicated that they had not yet returned the survey were given the option of completing it by phone. Of the households that received a survey, a total of 473 completed the survey (392 by mail and 81 by phone). The response rate was 32%. The results for the random sample of 473 households have a 95% level of confidence with a precision of at least +/- 4.5%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey (see map to the right).



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 Vestavia Hills with the results from other communities in the *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city 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.*”

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- benchmarking data that shows how the results for Vestavia Hills compare to other communities
- importance-satisfaction analysis
- GIS maps that show the results of selected questions as maps of the City
- tables that show the results for each question on the survey
- a copy of the survey instrument.

Major Findings

- **Overall Satisfaction with City services.** The overall City services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were; the quality of the City’s school system (94%), the quality of public safety services (92%), the quality of public library services (90%) and parks and recreation programs and facilities (77%). Of least satisfaction was the quality of street and facility maintenance (60%) and the quality of the City’s stormwater runoff/management system (60%).
- **Overall Priorities.** The overall areas that residents thought should receive the most emphasis from the City of Vestavia Hills over the next two years were; 1) the maintenance of city streets and facilities, 2) the quality of the school system, and 3) flow of traffic and congestion management.
- **Perceptions of the City.** Most (91%) of the residents surveyed, *who had an opinion*, were very satisfied with the overall quality of life in Vestavia Hills; only 2% were dissatisfied and the remaining 7% gave a neutral rating. Most were also satisfied (85%) with the overall quality of services provided by the City.
- **Public Safety.** The public safety services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: the quality of local fire protection (88%), the quality of local police protection (88%) and the response time of police personnel (85%). The public safety services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) visibility of police in neighborhoods, and 2) City’s efforts to prevent crime.
- **Feeling of Safety in the City.** Most (98%) of the residents surveyed, *who had an opinion*, felt safe, in general, (rating of 4 or 5 on a 5-point scale) in Vestavia Hills. In addition, ninety-eight percent (98%) of residents felt safe in their neighborhood during the day and 98% felt safe in commercial and retail areas.

- **Codes and Ordinances.** Nearly three fourths (72%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with codes designed to protect public safety, and 61% were satisfied with sign regulations. Those surveyed were least satisfied with the maintenance of residential property (53%).
- **City Maintenance.** The maintenance services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were; the maintenance of traffic signals (87%), the cleanliness of streets and other public areas (82%), and the maintenance of City buildings (80%). Residents were least satisfied with the adequacy of the City's street lighting (60%). The maintenance services that residents felt should receive the most emphasis from City leaders over the next two years were; 1) the maintenance of streets, and 2) the adequacy of city street lighting.
- **Parks and Recreation.** The parks and recreation services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were; the maintenance of City parks (83%), the City's youth athletic programs (71%), and outdoor athletic fields (68%). The parks and recreation services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) walking trails, and 2) the maintenance of parks.
- **City Communications.** Seventy percent (70%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City's newsletter and 59% were satisfied with the availability of information about city programs.
- **Priority of Various City Projects.** The City projects that residents felt should be the highest priority, based upon the combined percent of residents who rated the item as a 1, or 2 6-point scale where a rating of 1 meant the item was very important, were; road resurfacing/reconstruction (48%), expanded police protection and facilities (47%), and expansion of trails and facilities (39%).

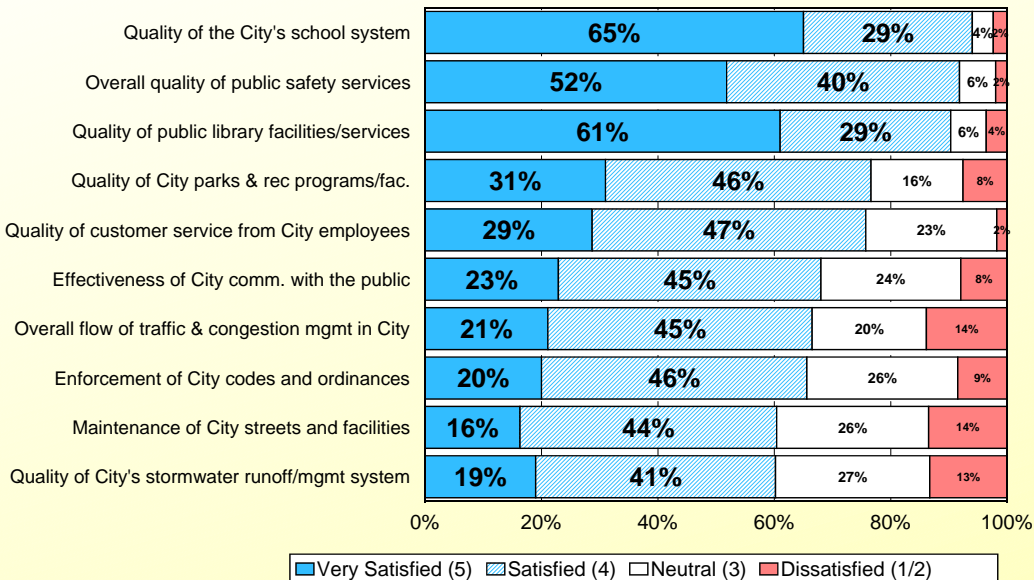
Other Findings.

- 39% of those surveyed had called the City's "911" public safety call center. Of those, most felt treated professionally (98%), said that their call was answered in a timely manner (96%), and that their call was met with a satisfactory response (93%).
- Capital improvements that respondents indicated were the most important were; street reconstruction (59%), sidewalk extensions (56%), and parks (48%).
- Capital projects that respondents felt were the most important to fund through general obligation bonds were Vestavia Hills funded/operated Community Civic Center, and sidewalk expansion.

Section 1:
Charts and Graphs

Q1. Overall Satisfaction with City Services

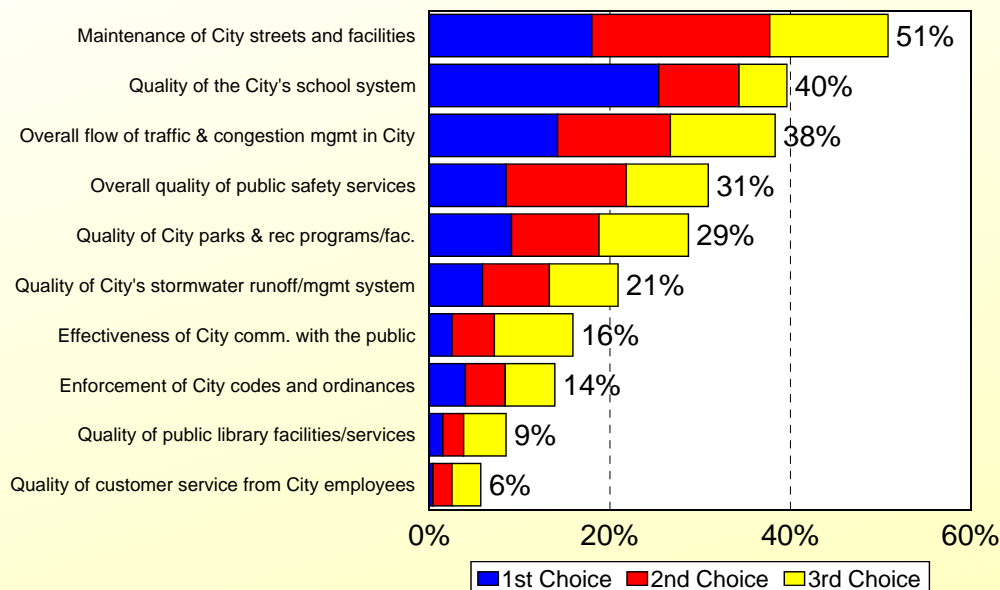
by percentage of respondents (excluding don't knows)



ETC Institute 2011 (City of Vestavia Hills, AL)

Q2. City Services That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

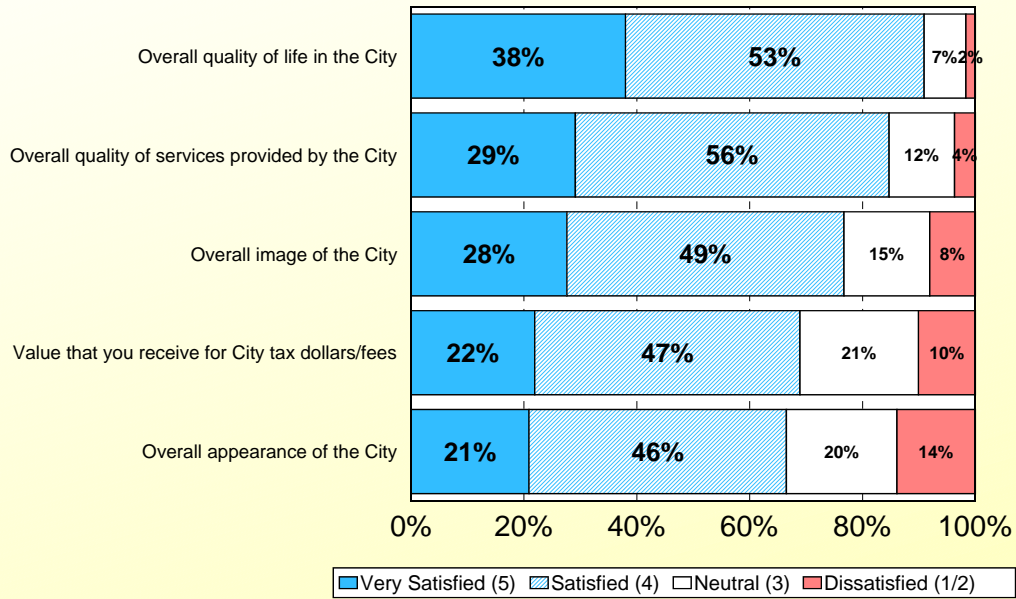
by percentage of respondents who selected the item as one of their top three choices



ETC Institute 2011 (City of Vestavia Hills, AL)

Q3. Satisfaction with Issues that Influence Your Perception of the City

by percentage of respondents (excluding don't knows)

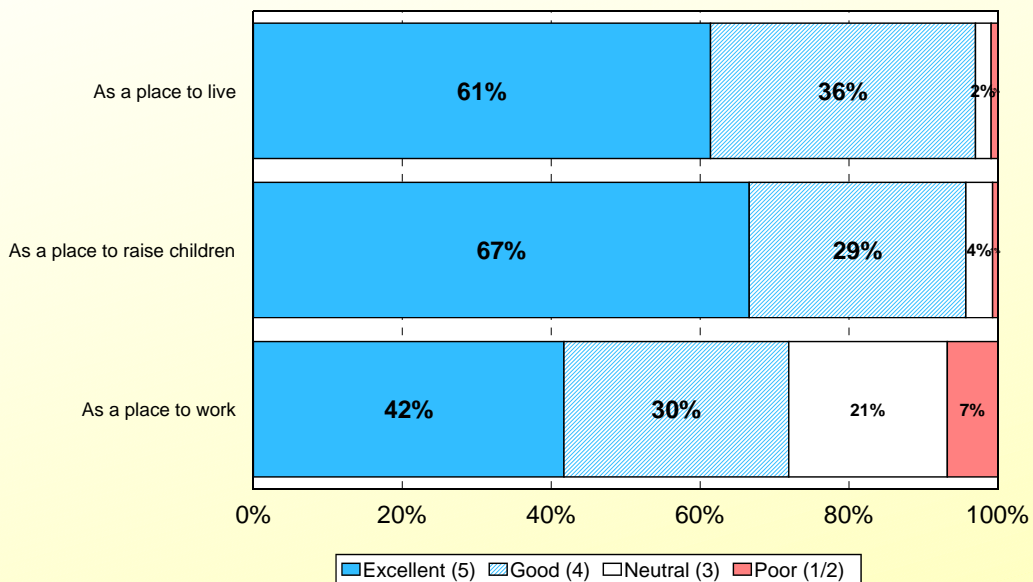


ETC Institute 2011 (City of Vestavia Hills, AL)

Q4. Ratings of the City of Vestavia Hills

by percentage of respondents (excluding don't knows)

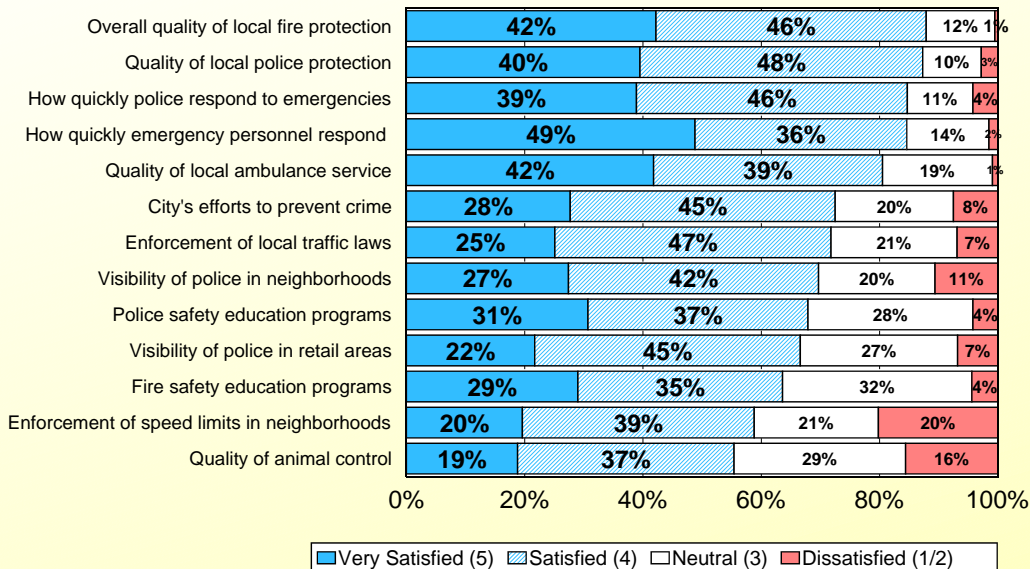
How Respondents Rate the City of Vestavia Hills:



ETC Institute 2011 (City of Vestavia Hills, AL)

Q5. Satisfaction with Various Aspects of Public Safety

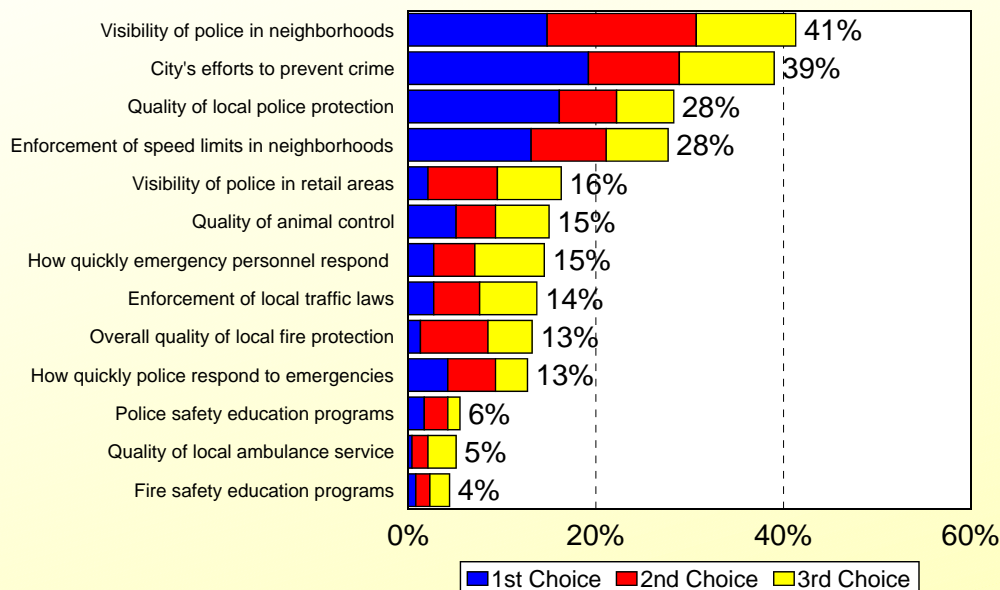
by percentage of respondents (excluding don't knows)



ETC Institute 2011 (City of Vestavia Hills, AL)

Q6. Public Safety Issues That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

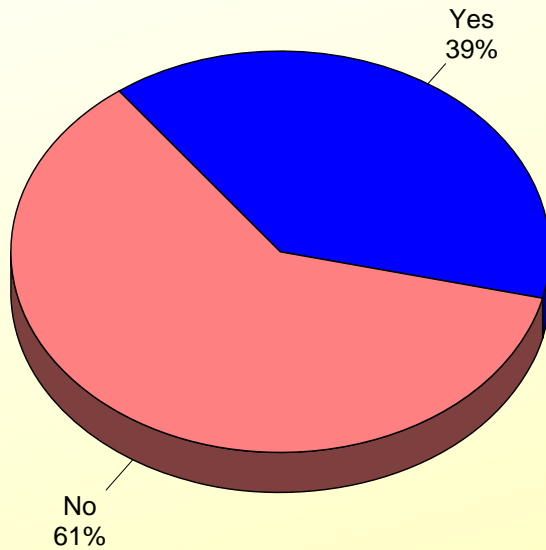
by percentage of respondents who selected the item as one of their top three choices



ETC Institute 2011 (City of Vestavia Hills, AL)

Q7. Have You Ever Called "911", the Vestavia Hills Public Safety Call Center?

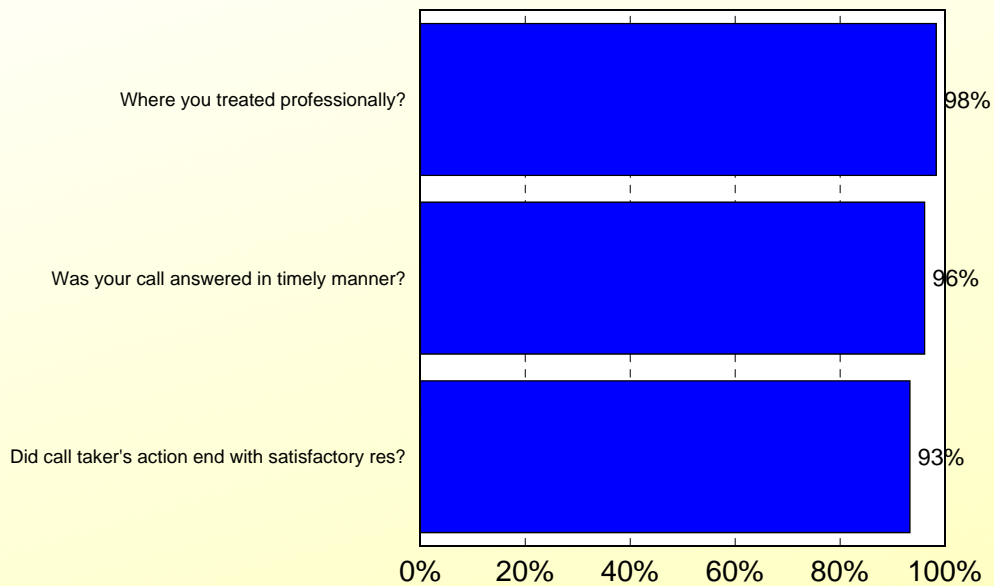
by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

Q7a. How Was Your Service?

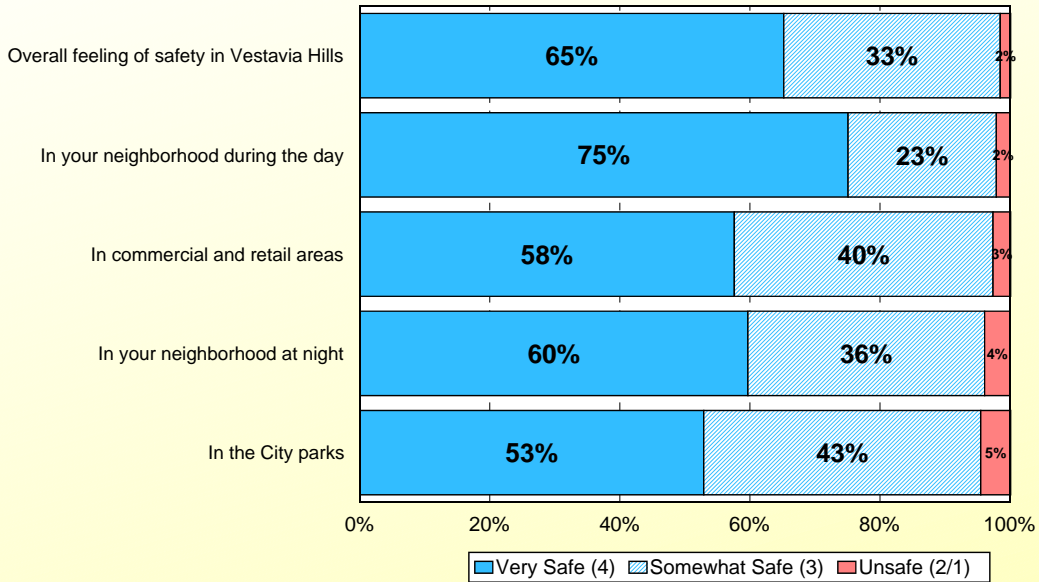
by percentage of respondents that had called "911", the Vestavia Hills Public Safety Call Center



ETC Institute 2011 (City of Vestavia Hills, AL)

Q8. Feeling of Safety in Various Situations

by percentage of respondents (excluding don't knows)

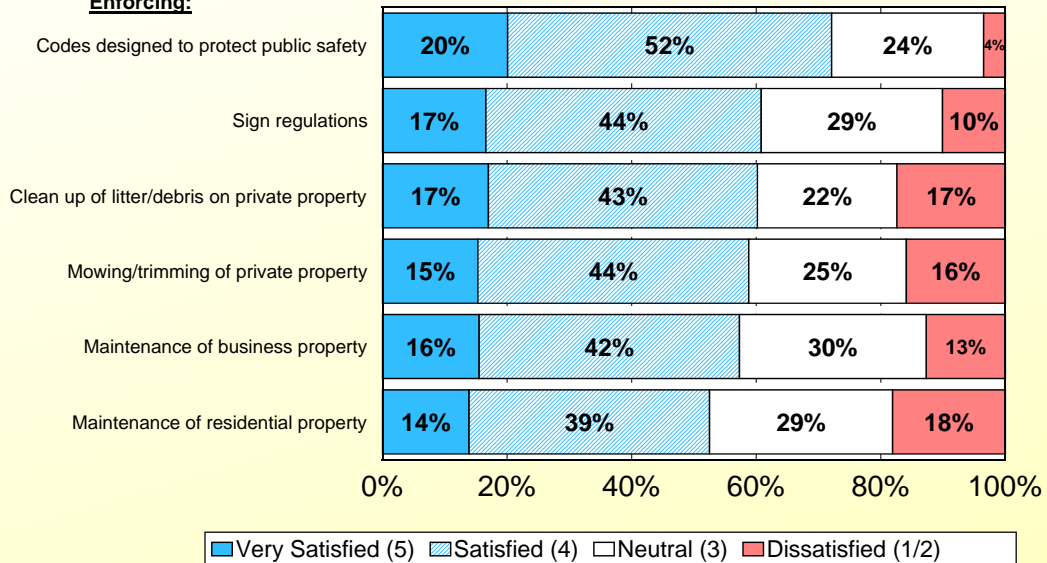


ETC Institute 2011 (City of Vestavia Hills, AL)

Q9. Satisfaction with Enforcement of Codes and Ordinances

by percentage of respondents (excluding don't knows)

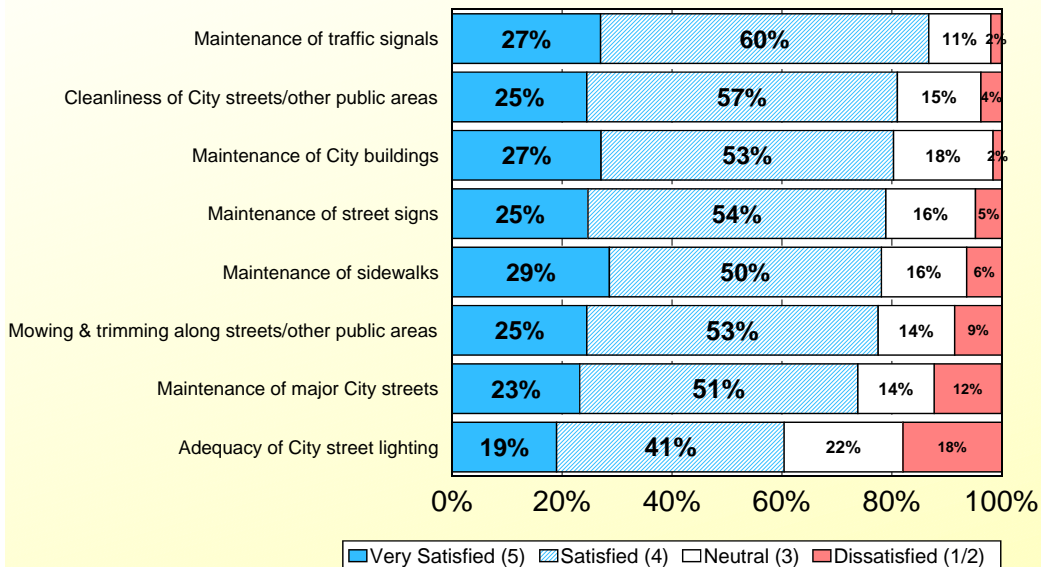
Enforcing:



ETC Institute 2011 (City of Vestavia Hills, AL)

Q10. Overall Satisfaction with Various Aspects of City Maintenance

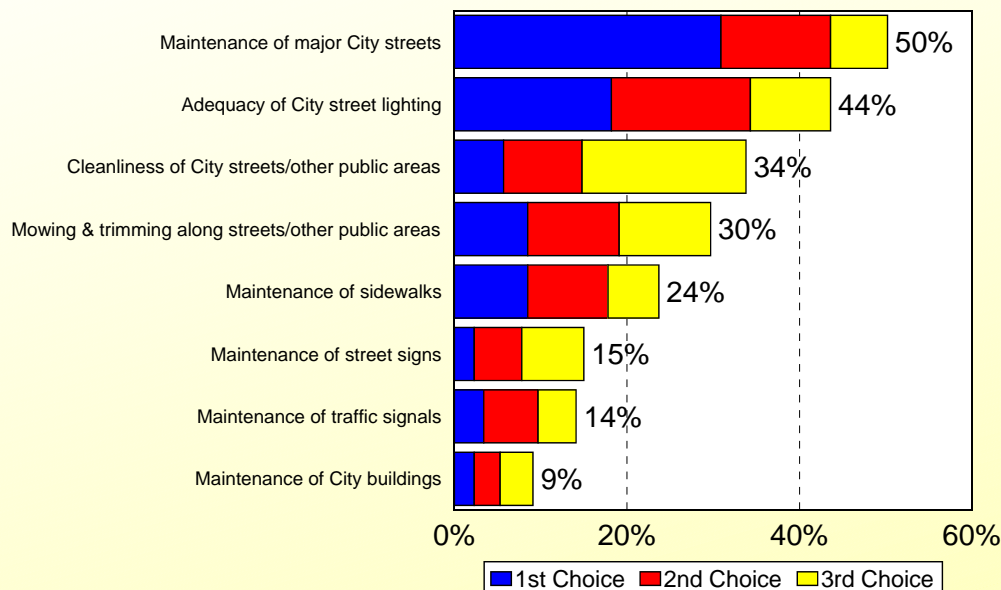
by percentage of respondents (excluding don't knows)



ETC Institute 2011 (City of Vestavia Hills, AL)

Q11. Maintenance/Public Works Issues That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

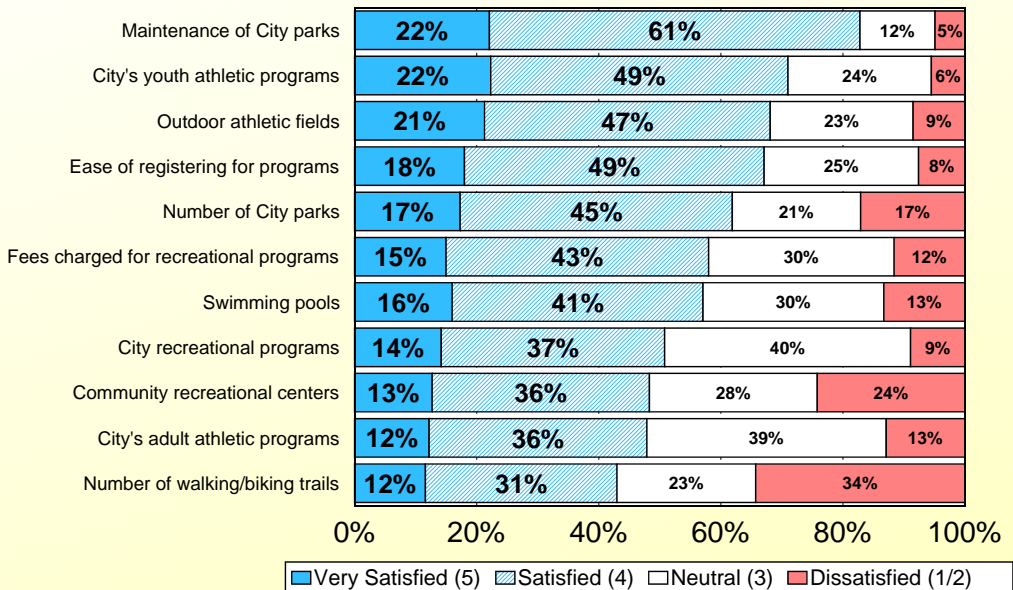
by percentage of respondents who selected the item as one of their top three choices



ETC Institute 2011 (City of Vestavia Hills, AL)

Q12. Satisfaction with Various Aspects of Parks and Recreation

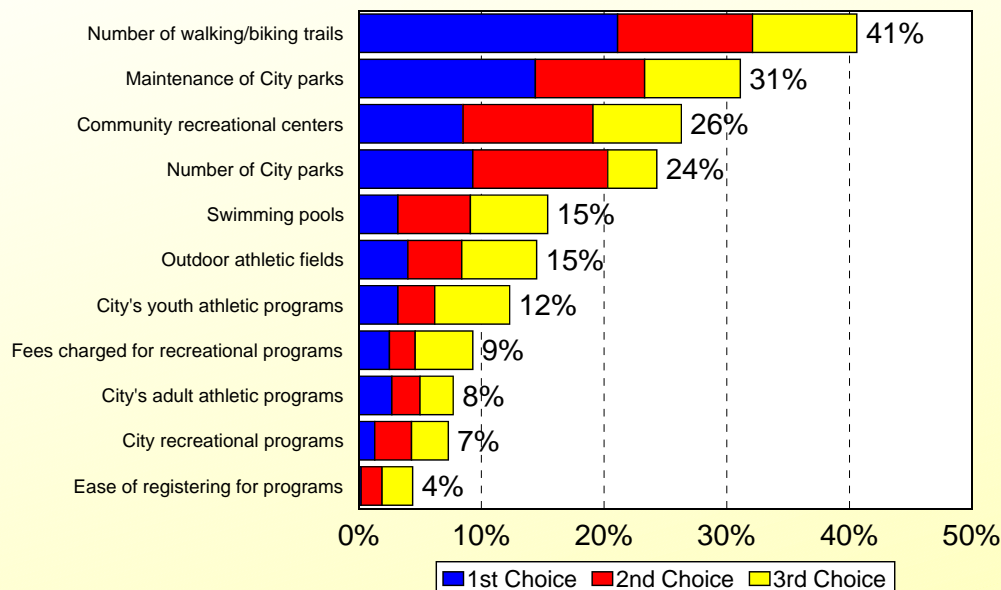
by percentage of respondents (excluding don't knows)



ETC Institute 2011 (City of Vestavia Hills, AL)

Q13. Parks and Recreation Issues That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

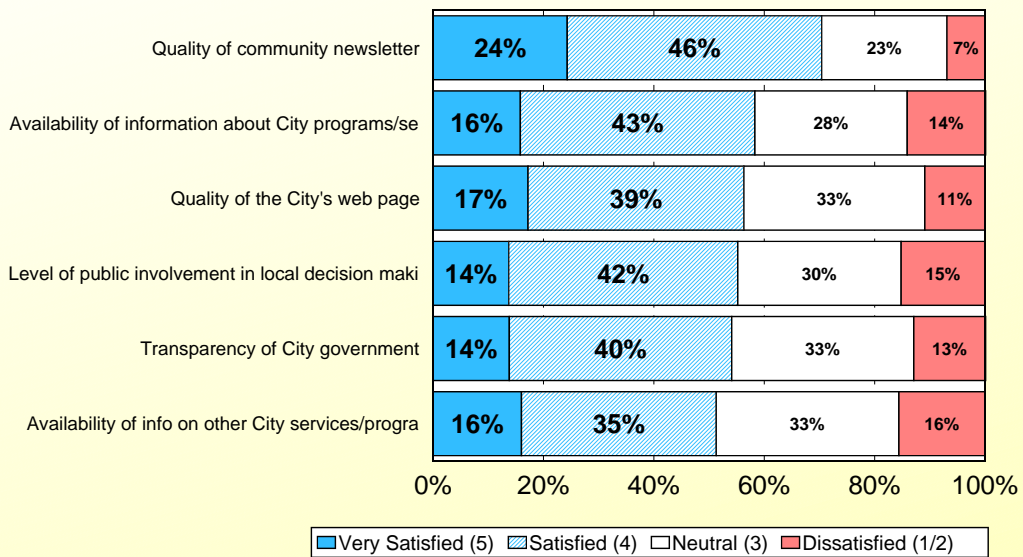
by percentage of respondents who selected the item as one of their top three choices



ETC Institute 2011 (City of Vestavia Hills, AL)

Q14. Satisfaction with Various Aspects of City Communication

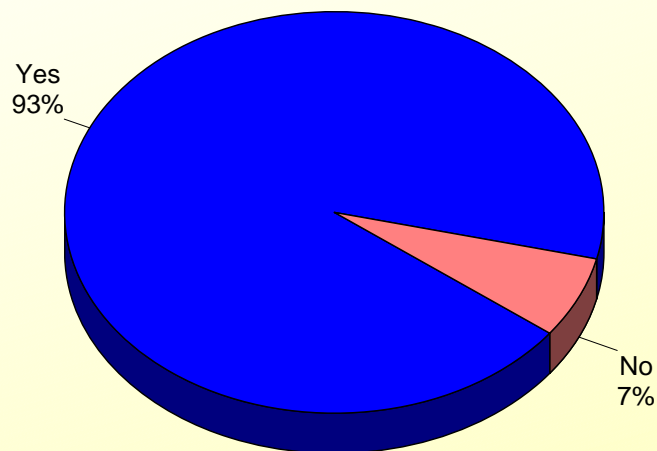
by percentage of respondents (excluding don't knows)



ETC Institute 2011 (City of Vestavia Hills, AL)

Q15. Do You Have Access to the Internet at Home?

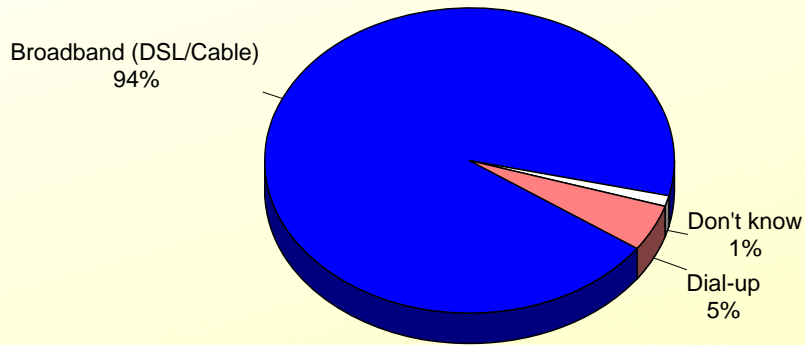
by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

Q15a. Kind of Internet Access at Home?

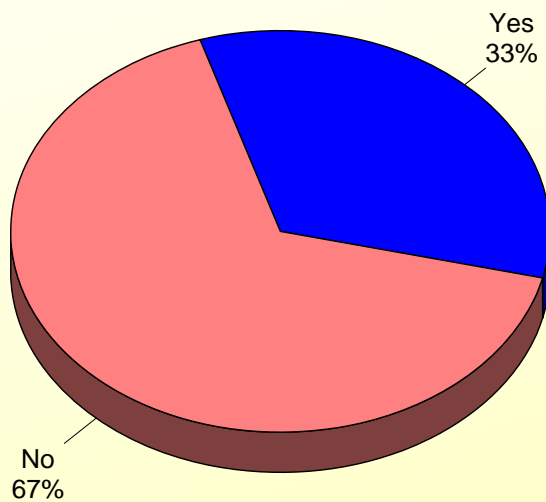
by percentage of respondents who HAD access to the internet



ETC Institute 2011 (City of Vestavia Hills, AL)

Q16. Have You Contacted the City with a Question, Problem, or Complaint During the Past Year?

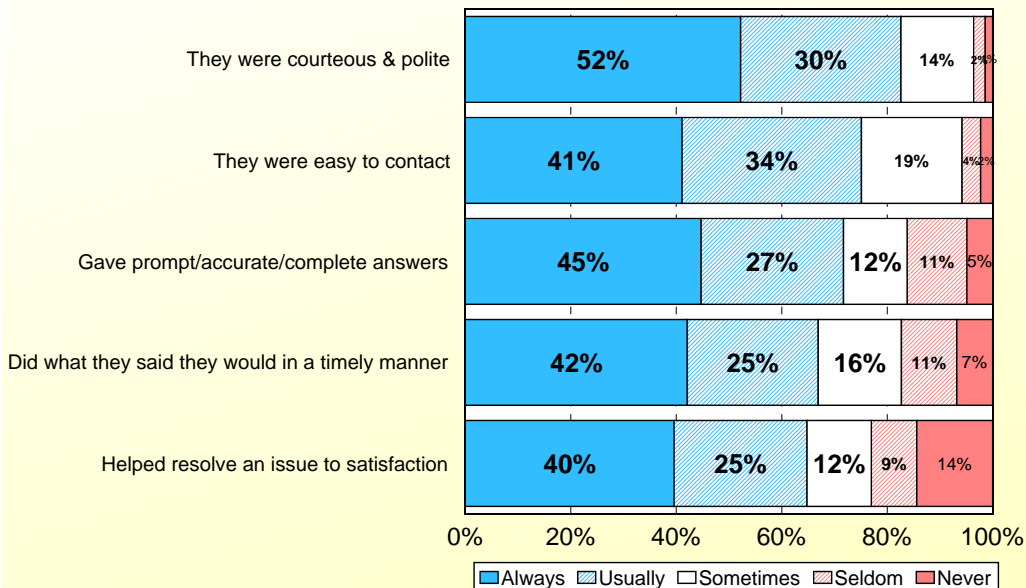
by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

Q16b-f. Satisfaction with Various Aspects of Customer Service

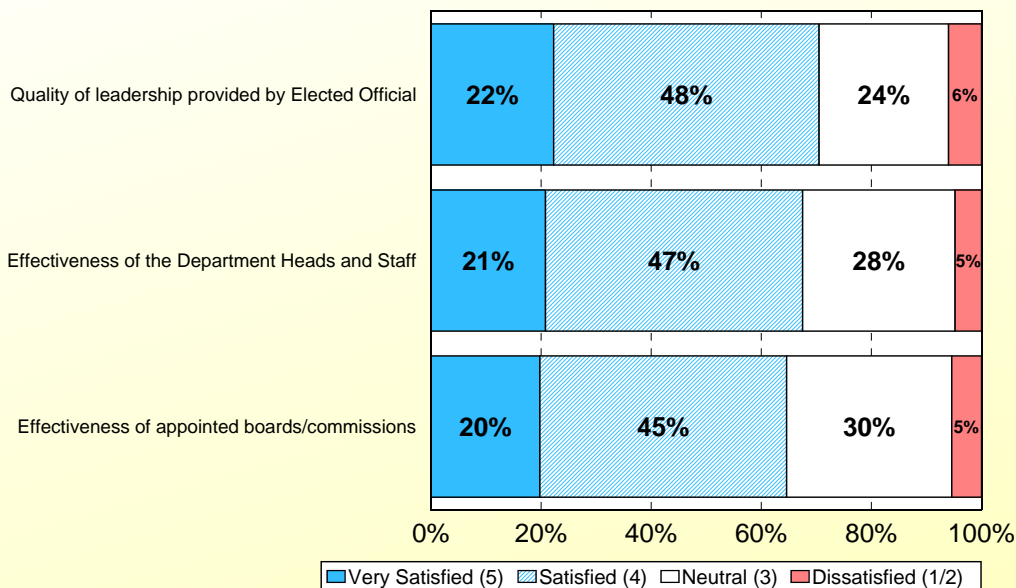
by percentage of respondents who DID have contact with the City



ETC Institute 2011 (City of Vestavia Hills, AL)

Q17. Satisfaction with Various Aspects of City Leadership

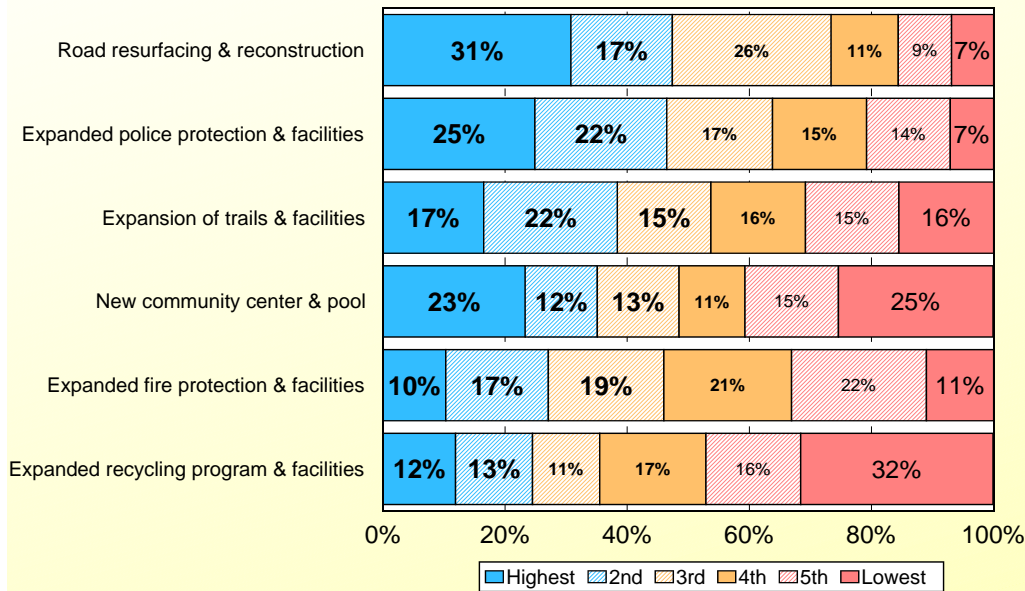
by percentage of respondents (excluding don't knows)



ETC Institute 2011 (City of Vestavia Hills, AL)

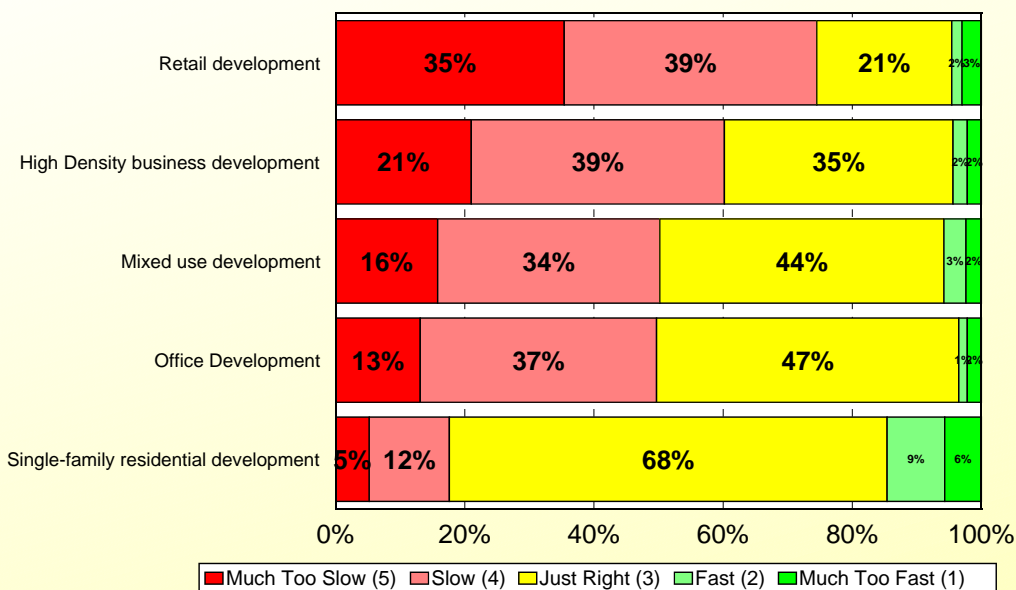
Q18. What Priority Level Respondents Place on the Following Projects

by percentage of respondents (excluding don't knows)



Q19. Respondent's Rating of Areas Involving Economic Development

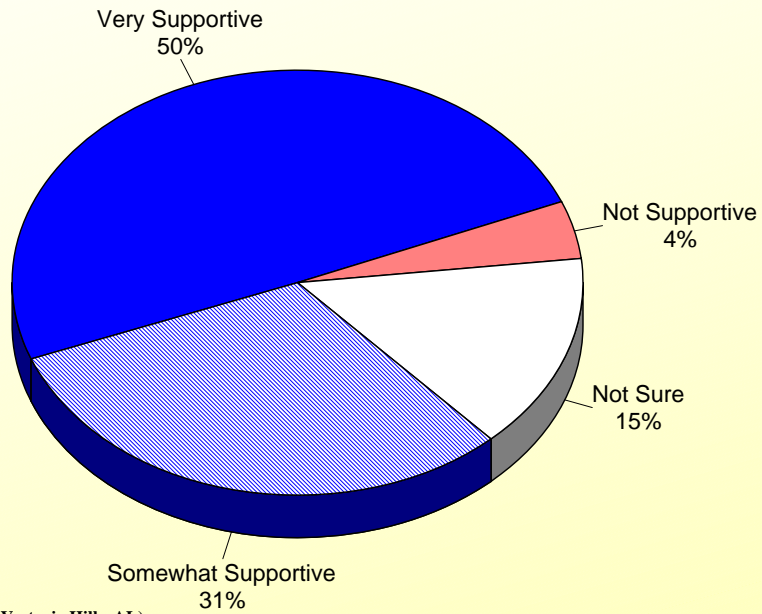
by percentage of respondents (excluding don't knows)



ETC Institute 2011 (City of Vestavia Hills, AL)

Q20. Support of the City Using Incentives to Attract and Expand Retail, Manufacturing, Science & Technology, and Regional Office Companies?

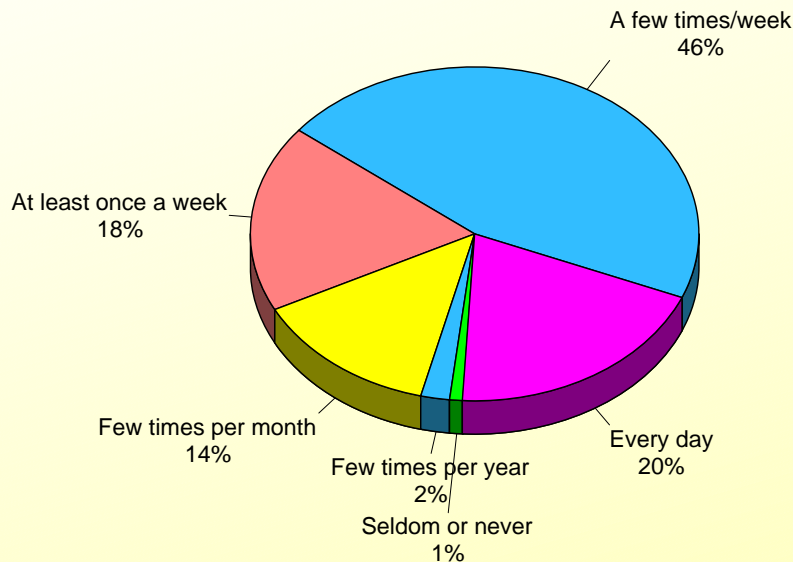
by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

Q21. How Often Do You Typically Go Outside Vestavia Hills City Limits to Shop?

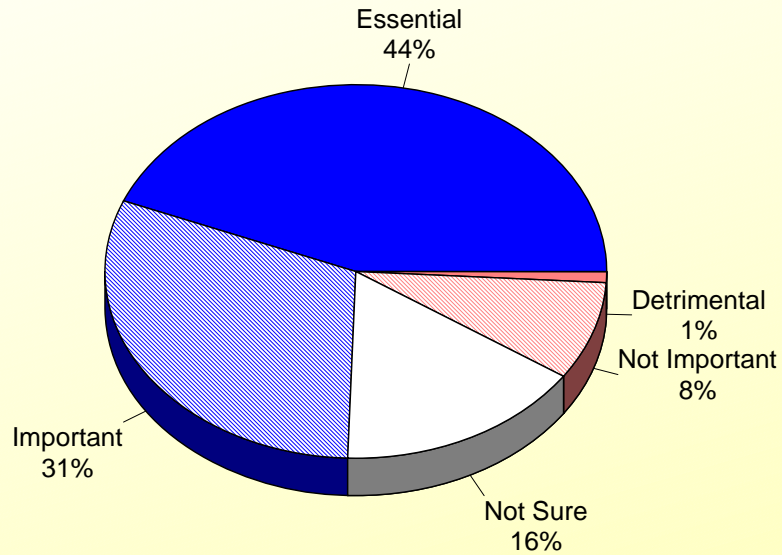
by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

Q22. How Important is a Redeveloped Highway 31 as Part of the City's Redevelopment Plan?

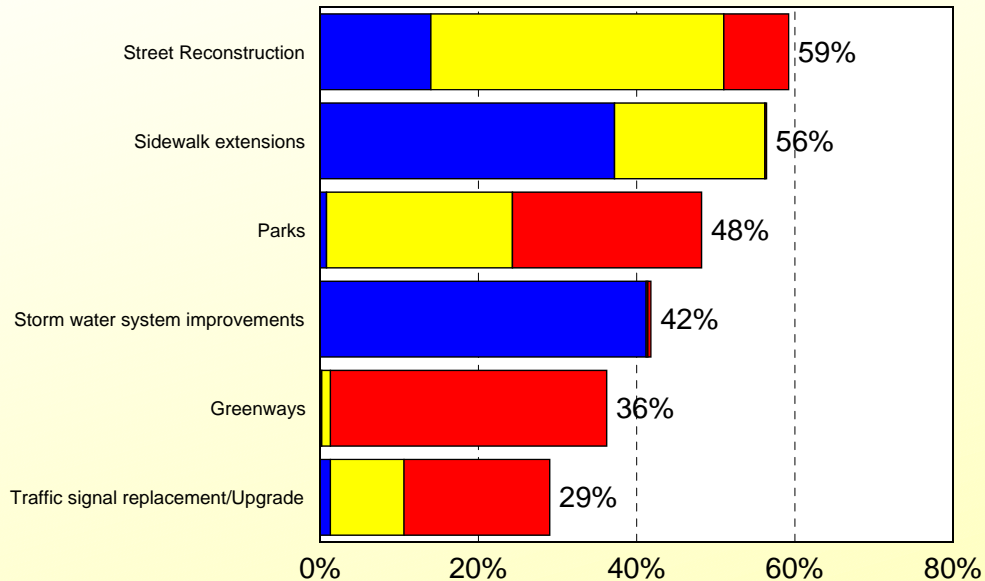
by percentage of respondents



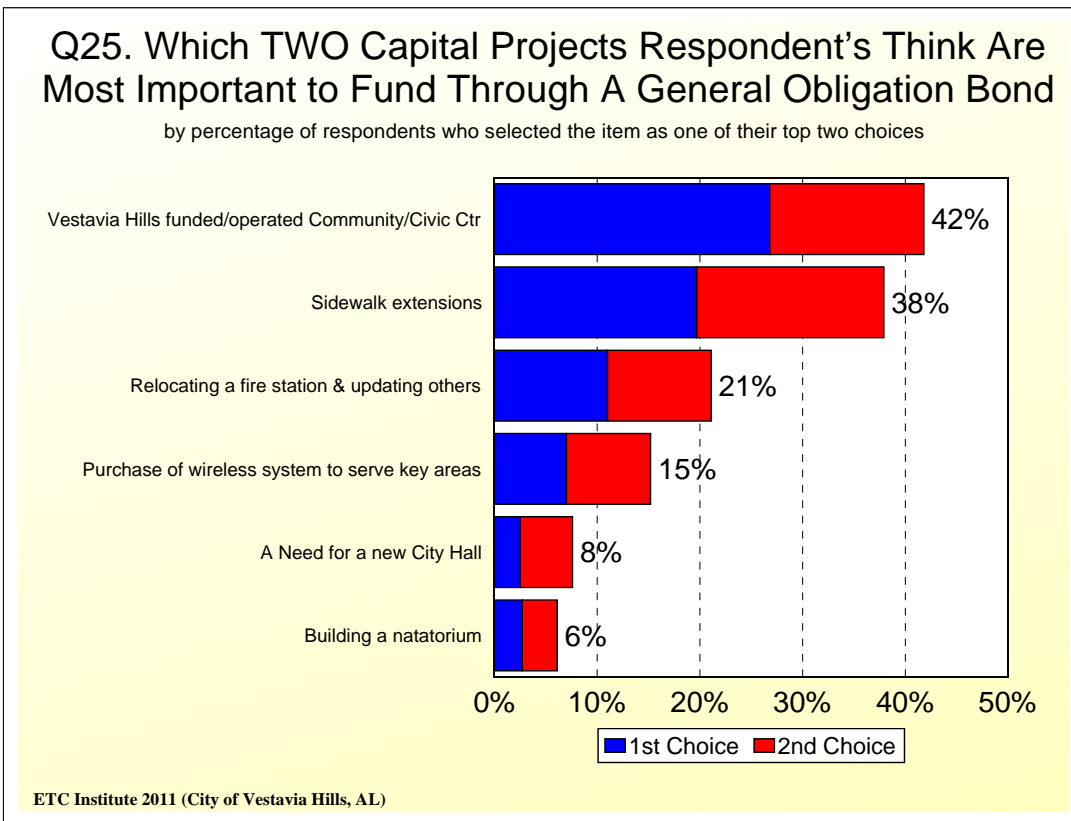
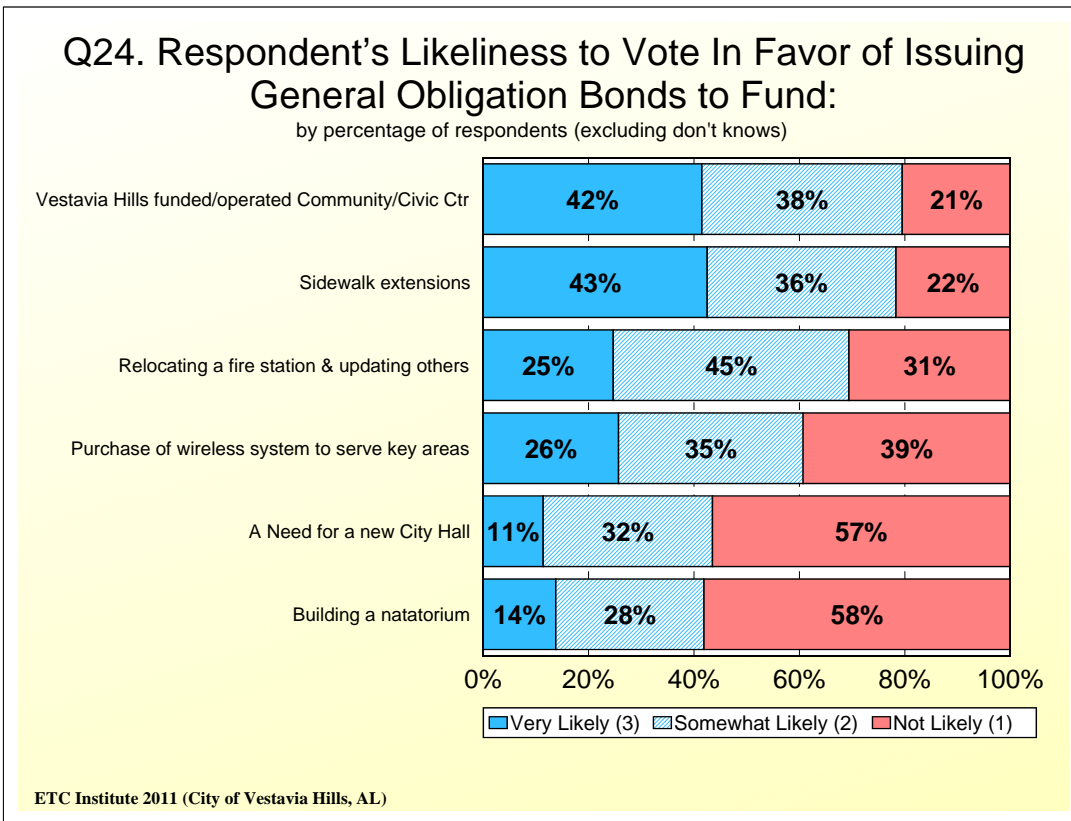
ETC Institute 2011 (City of Vestavia Hills, AL)

Q23. Which Capital Improvements Respondent's Indicated That They Think Are Most Important

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

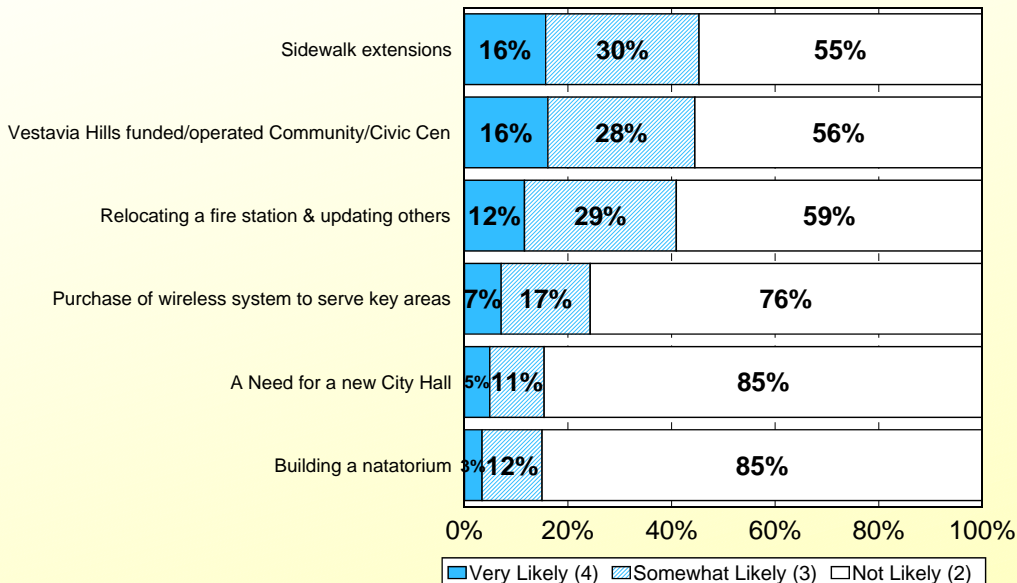


ETC Institute 2011 (City of Vestavia Hills, AL)



Q26. How Likely Respondents are to Vote In Favor of Increasing Taxes to Issue Bonds to Fund:

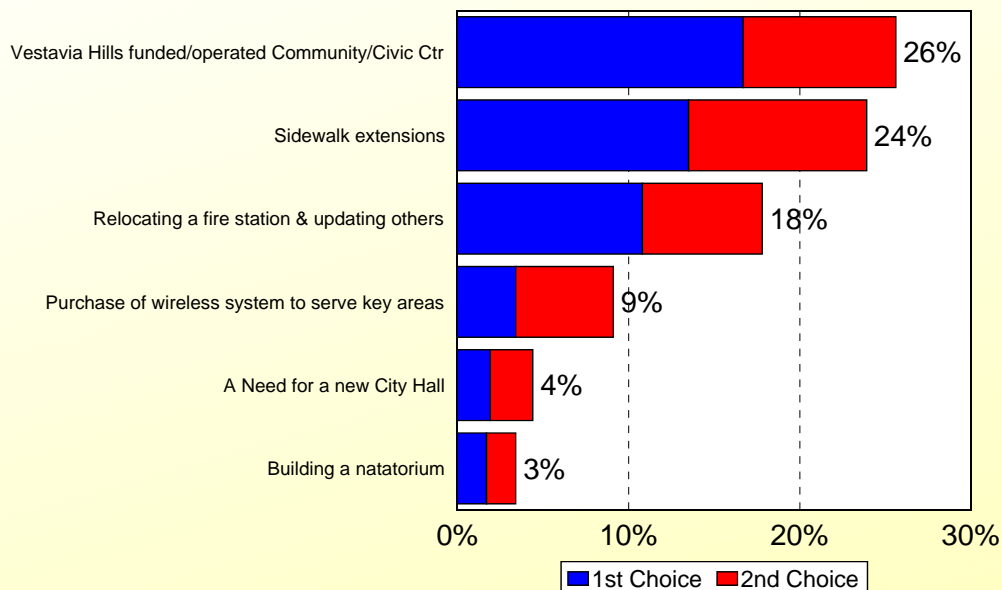
by percentage of respondents (excluding don't knows)



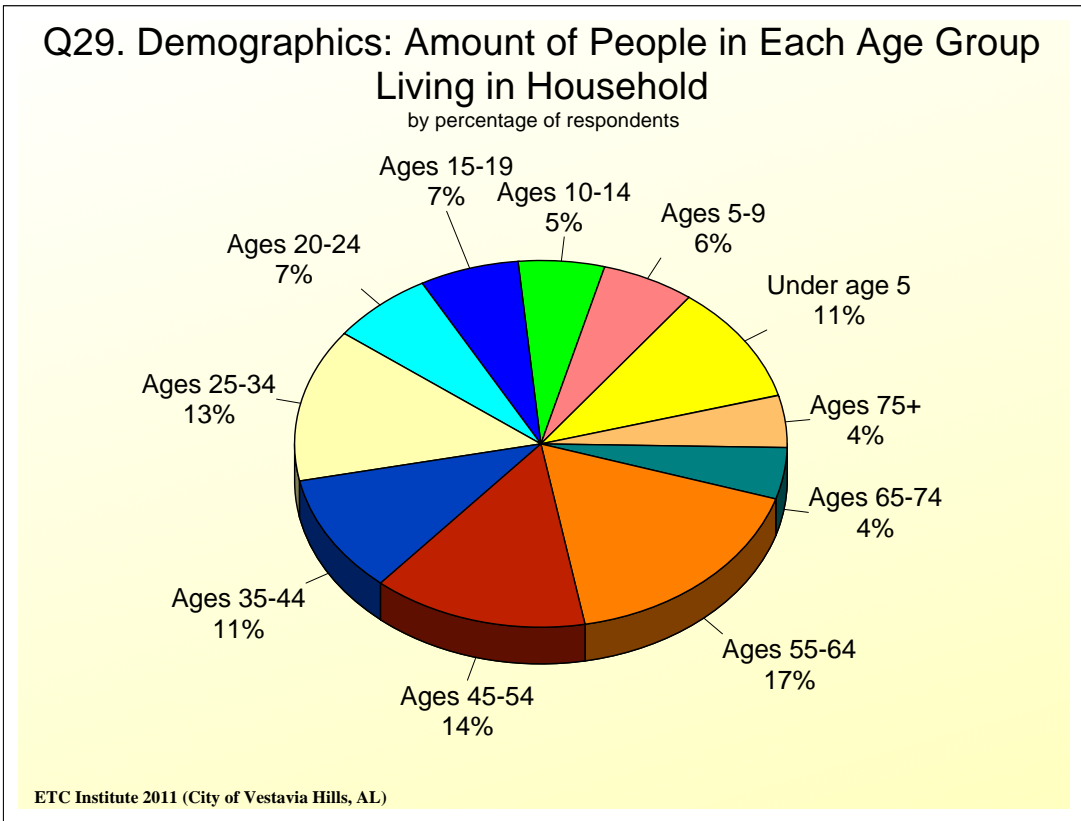
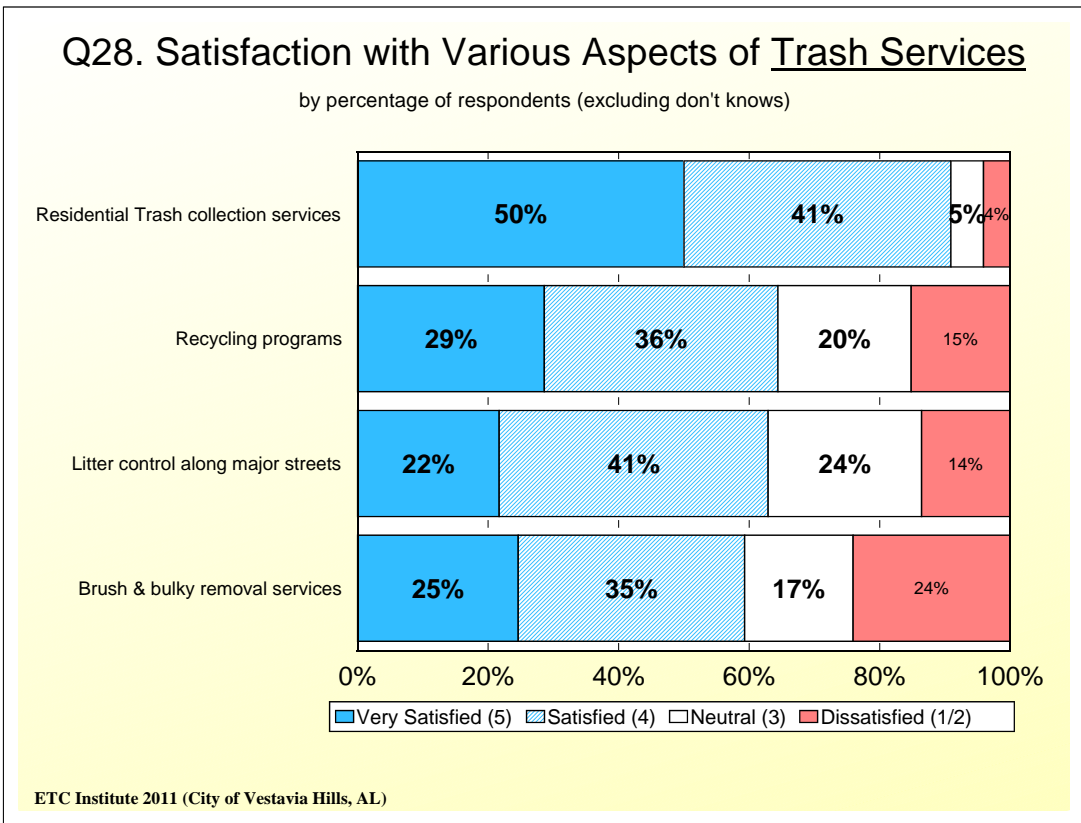
ETC Institute 2011 (City of Vestavia Hills, AL)

Q27. Items Respondent's Think are Most Important to Fund Through a Tax Increase

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

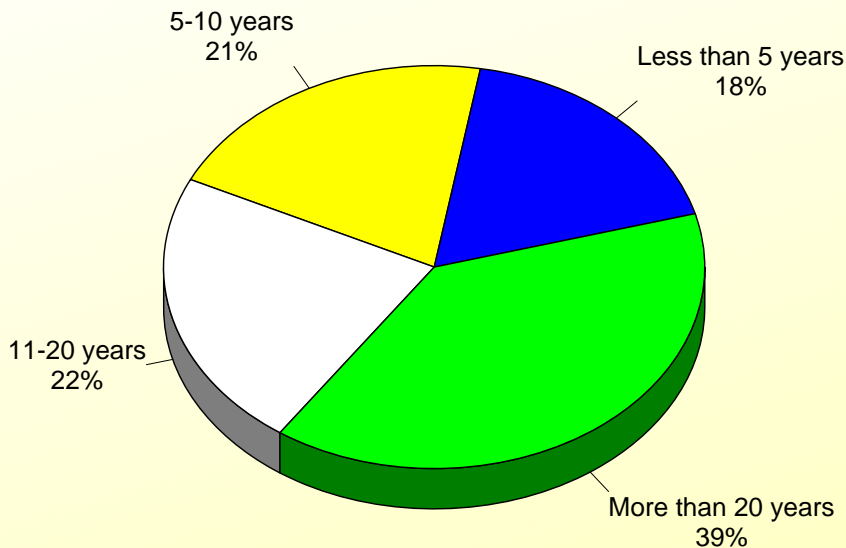


ETC Institute 2011 (City of Vestavia Hills, AL)



Q30. Demographics: Amount of Years Lived in the City of Vestavia Hills

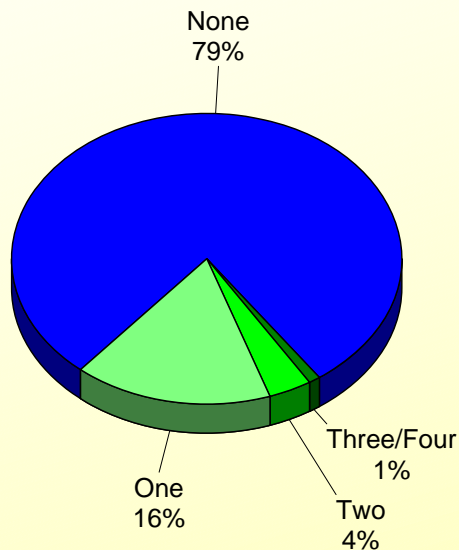
by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

Q31. Demographics: How Many People In Your Household Work Within City Limits of Vestavia Hills?

by percentage of respondents

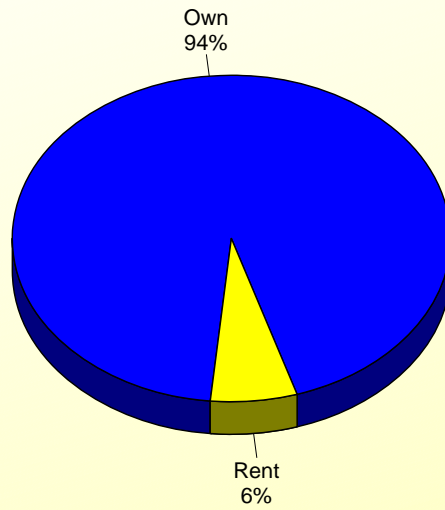


21% of households had at least one person who worked in Vestavia Hills

ETC Institute 2011 (City of Vestavia Hills, AL)

Q32. Demographics: Do You Own or Rent Residence?

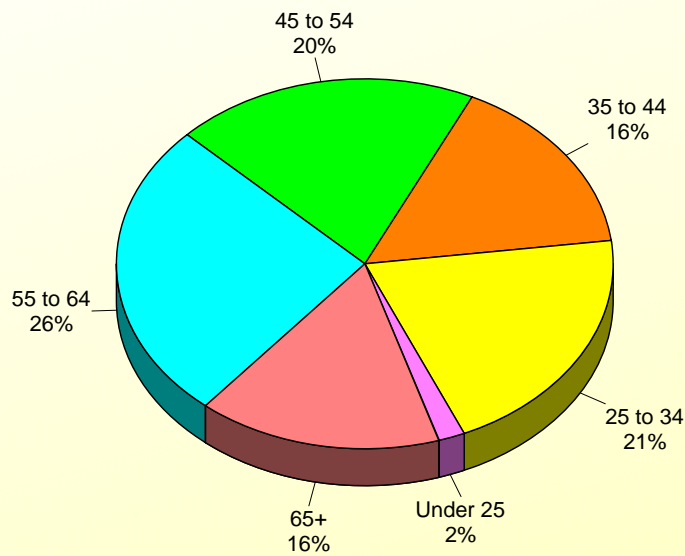
by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

Q33. Demographics: Age of Respondent

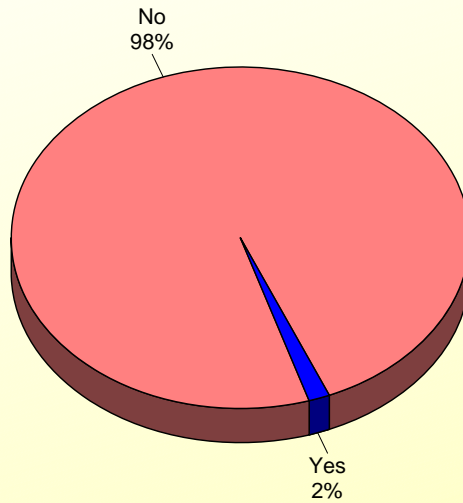
by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

Q34. Demographics: Are You or Other Members of Your Household of Hispanic or Latino Ancestry?

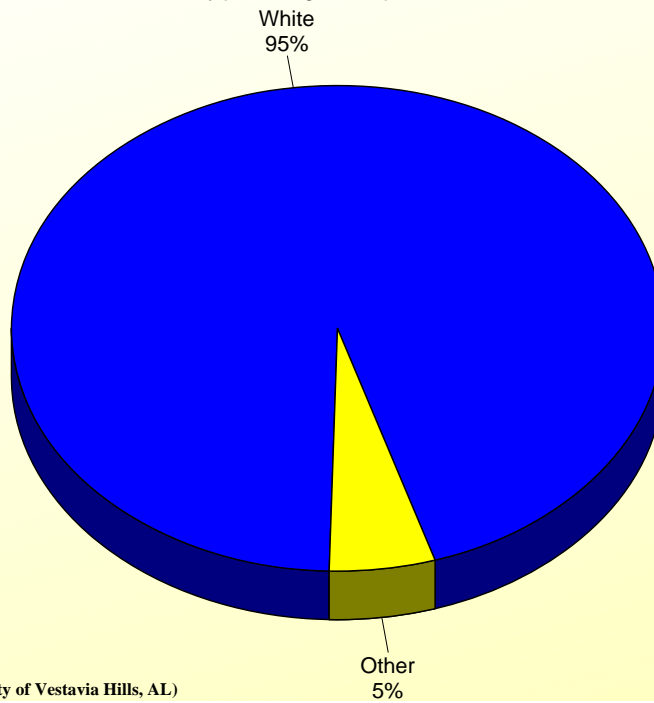
by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

Q35. Demographics: Race of Respondent

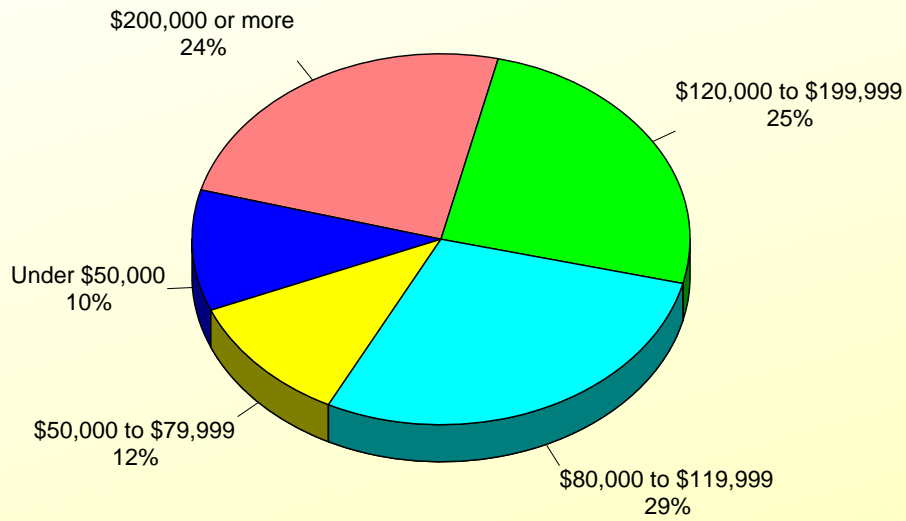
by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

Q36. Demographics: Household Income

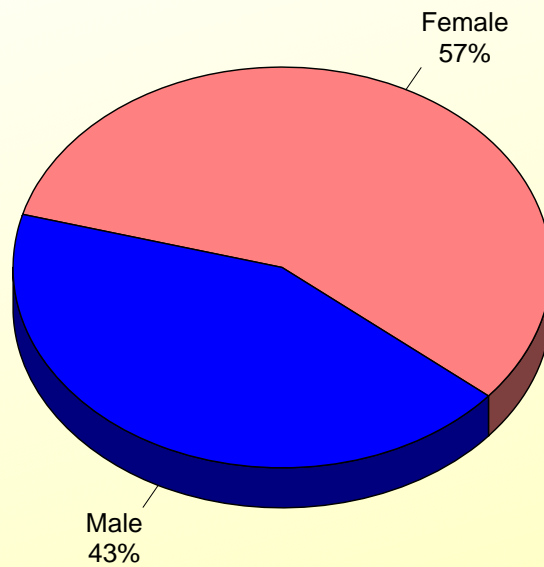
by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

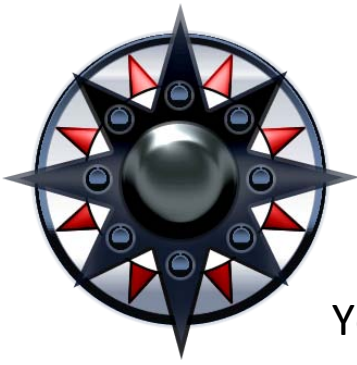
Q37. Demographics: Respondent's Gender

by percentage of respondents



ETC Institute 2011 (City of Vestavia Hills, AL)

Section 2:
Benchmarking Data



DirectionFinder Survey

Year 2011 Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 400 cities and counties in 38 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during March 2010 to a random sample of 4,300 residents in the continental United States. The second source is from individual community surveys that were administered in 35 medium-sized cities (population of 20,000 to 199,999) between February 2009 and February 2011. The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services. The 35 cities included in the performance ranges that are shown in this report are listed below:

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

Interpreting the Performance Range Charts

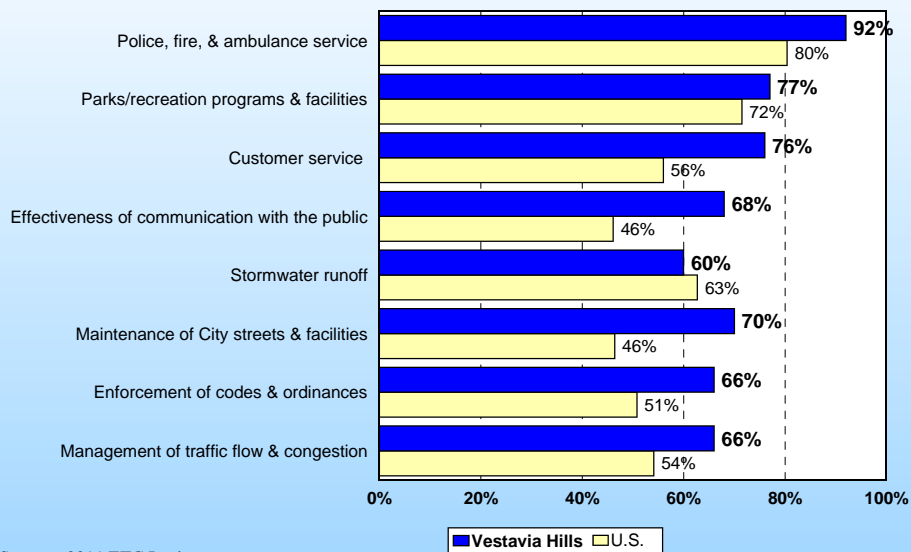
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The orange dot on each bar shows how the results for Vestavia Hills compare to the national average, which is shown as a vertical dash in the middle of each horizontal bar. If the orange dot is located to the right of the vertical dash, the City of Vestavia Hills rated above the national average. If the orange dot is located to the left of the vertical dash, the City of Vestavia Hills rated below the national average.

National Benchmarks

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

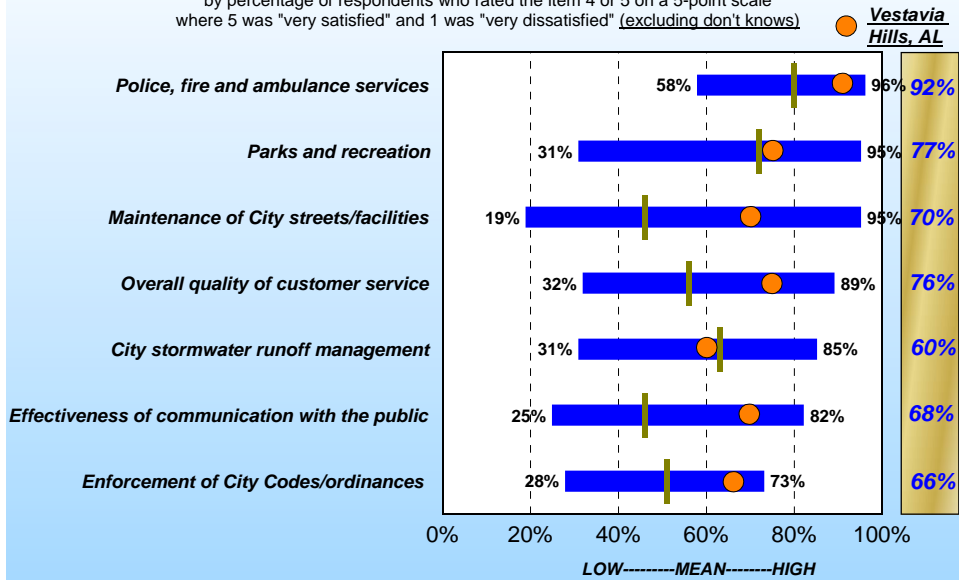
Overall Satisfaction with Major Categories of City Services Vestavia Hills vs. the U.S.

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



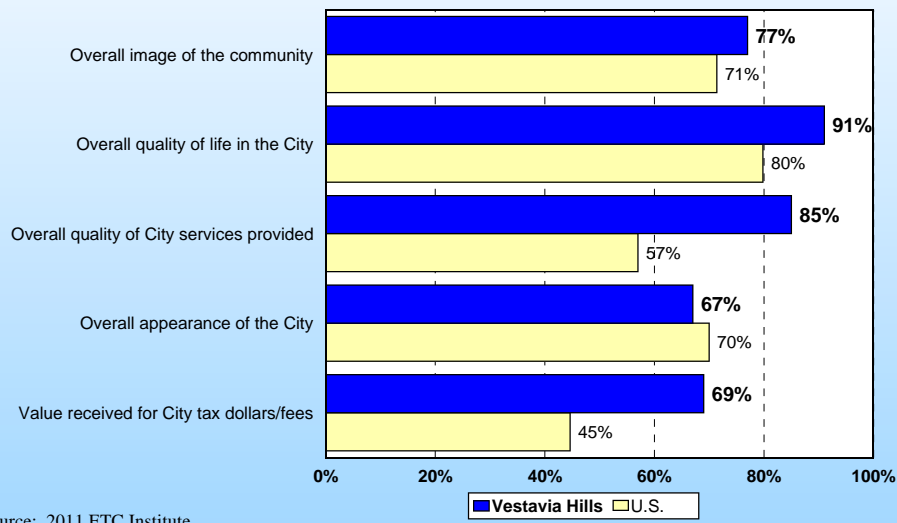
Overall Satisfaction with Various City Services by Major Category - 2011

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



Satisfaction with Issues that Influence Perceptions of the City Vestavia Hills vs. the U.S.

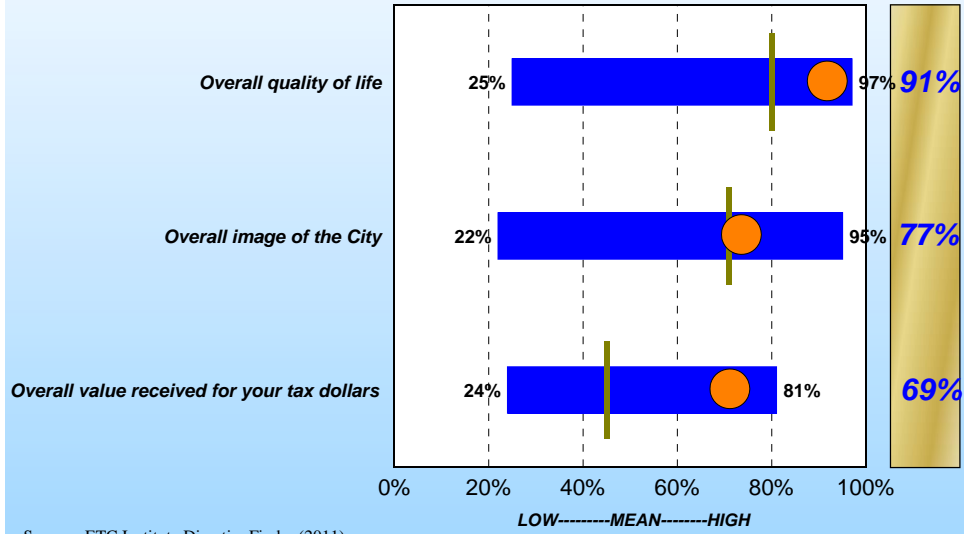
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Perceptions that Residents Have of the City in Which They Live - 2011

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

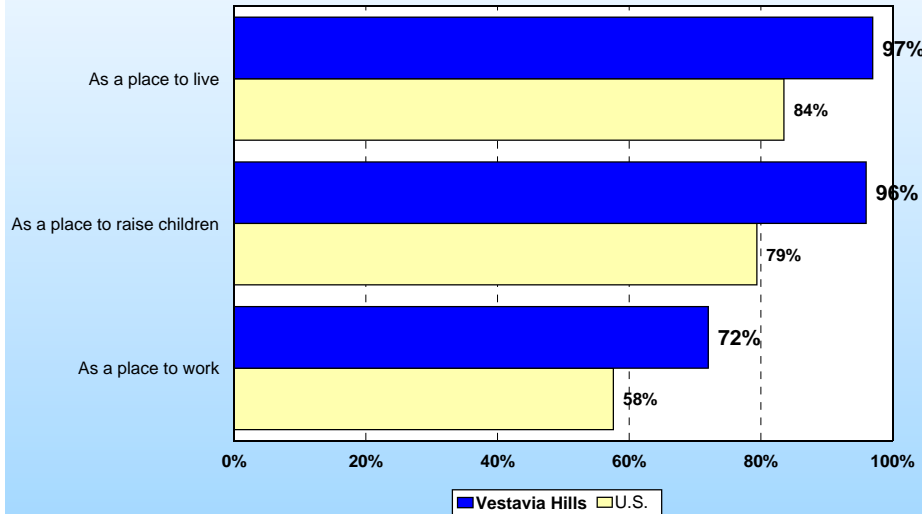
Vestavia Hills, AL



Source: ETC Institute DirectionFinder (2011)

Overall Ratings of the Community Vestavia Hills vs. the U.S

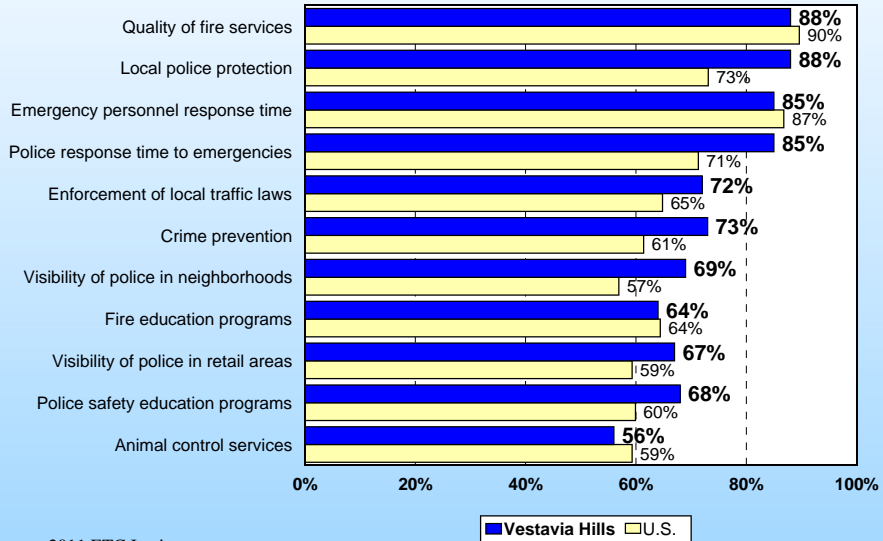
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Source: 2011 ETC Institute

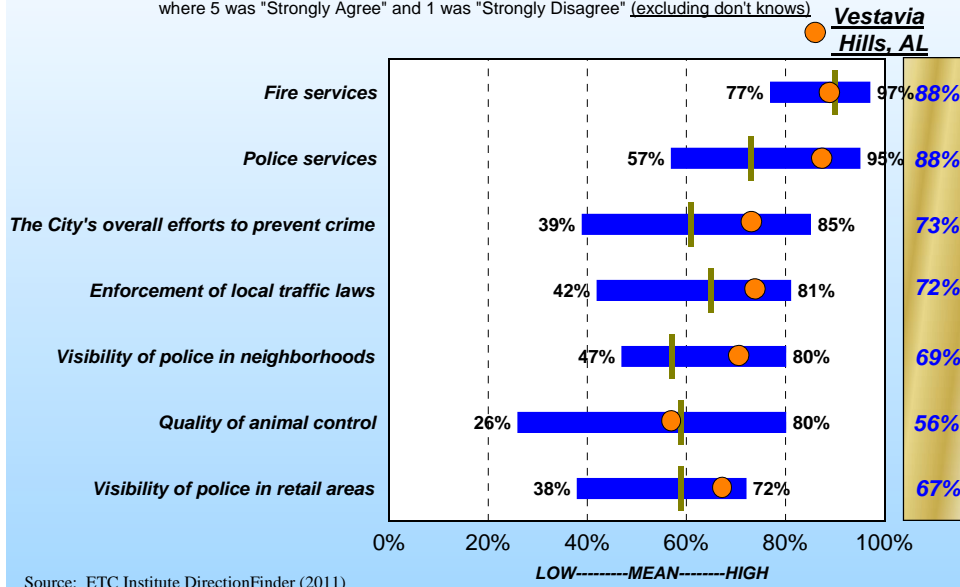
Overall Satisfaction with Public Safety Services Vestavia Hills vs. the U.S.

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



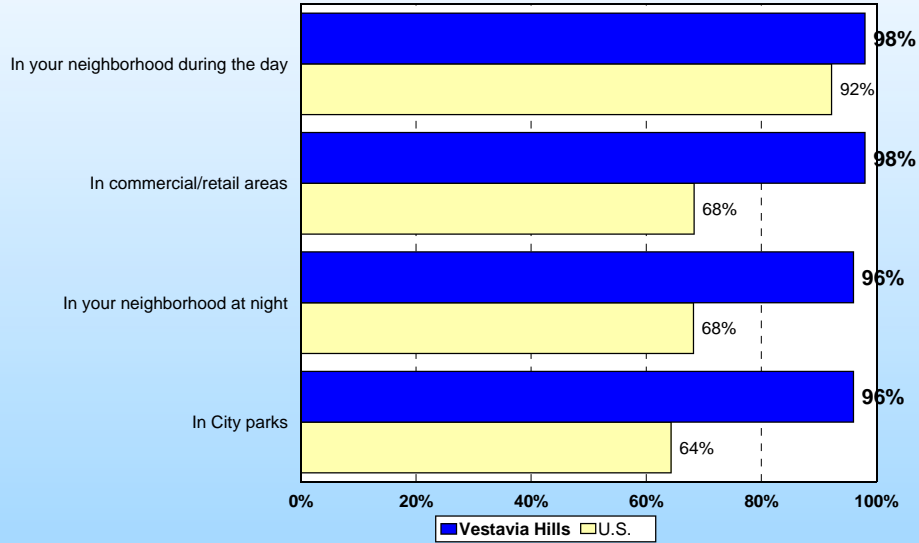
Satisfaction with Various Public Safety Services Provided by Cities - 2011

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



How Safe Residents Feel in Their Community Vestavia Hills vs. the U.S

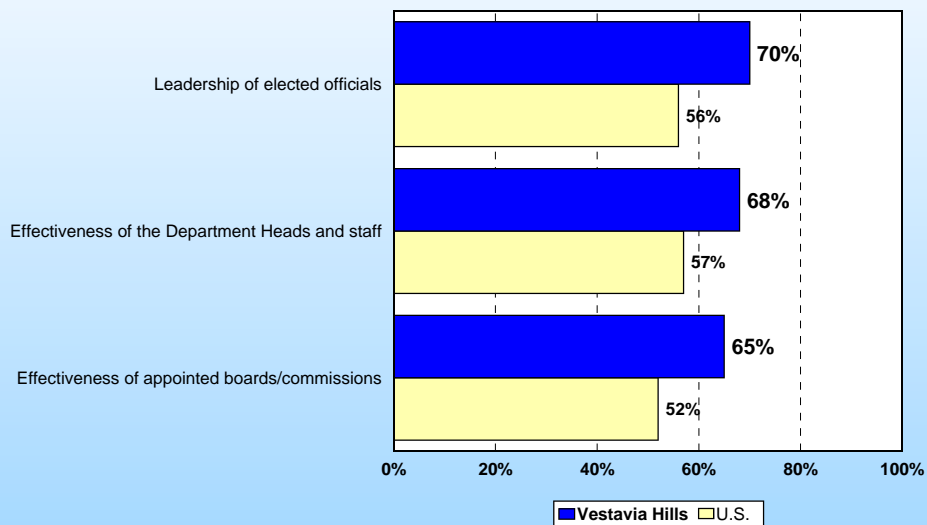
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2011 ETC Institute

Overall Satisfaction with City Leadership Vestavia Hills vs. the U.S

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

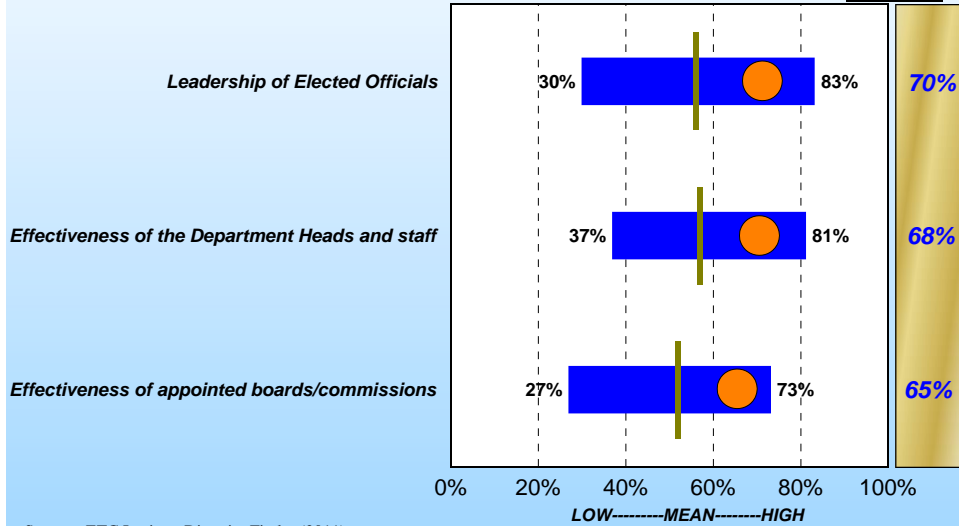


Source: 2011 ETC Institute

Satisfaction with City Leadership Compared to Other Communities - 2011

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

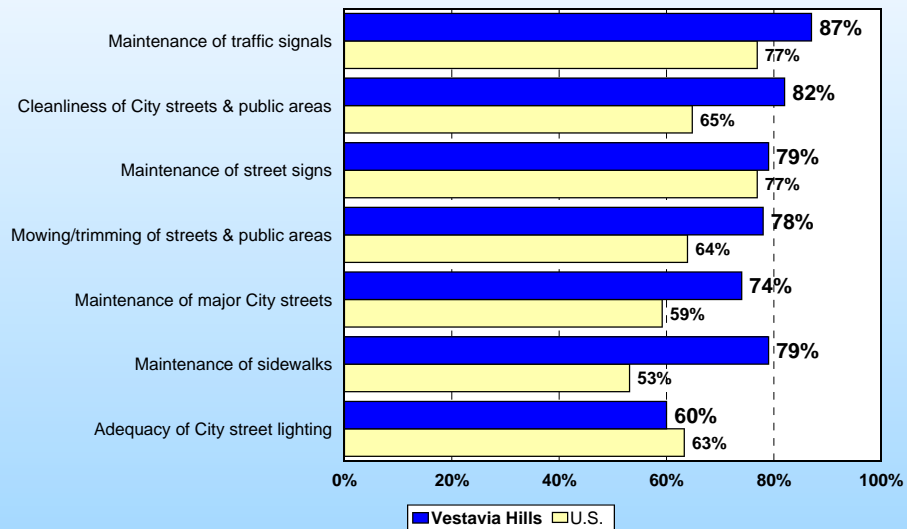
Vestavia Hills, AL



Source: ETC Institute DirectionFinder (2011)

Overall Satisfaction with City Maintenance Vestavia Hills vs. the U.S.

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

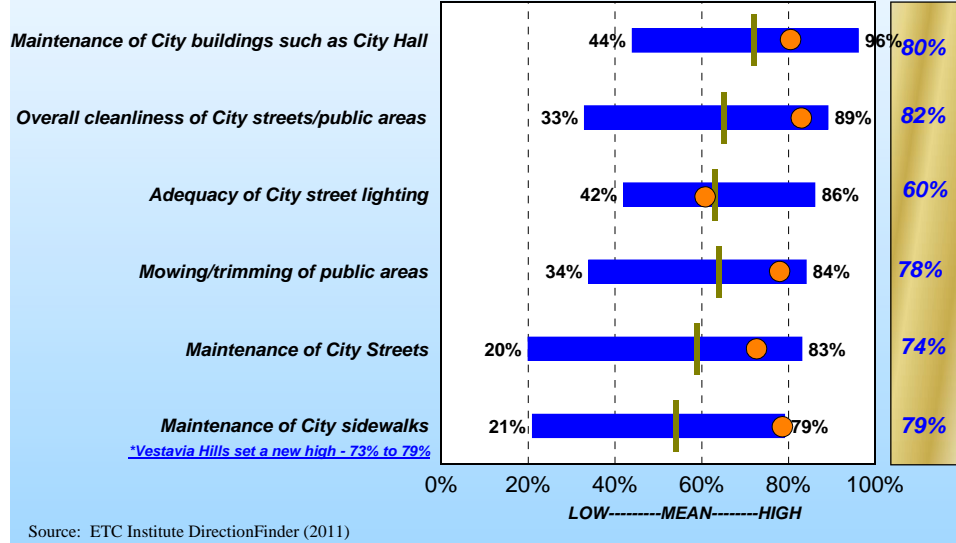


Source: 2011 ETC Institute

Satisfaction with Maintenance Services Provided by Cities - 2011

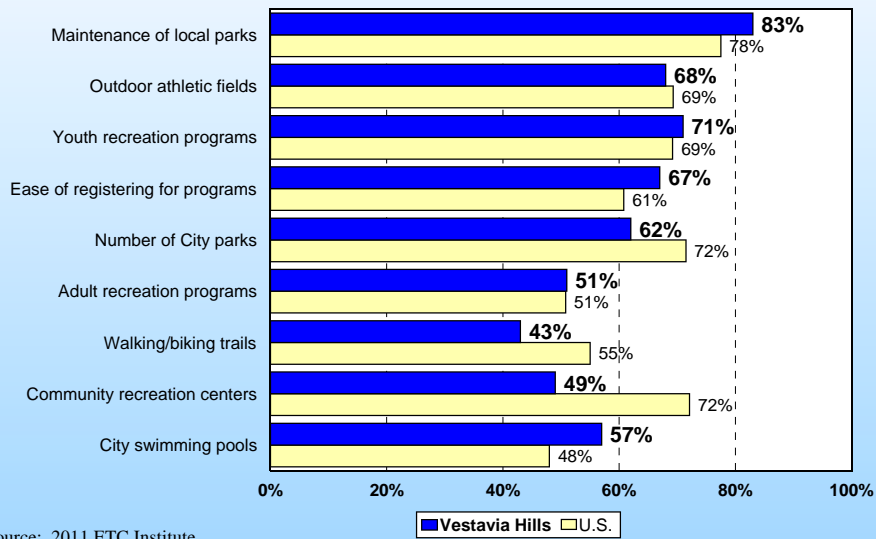
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Vestavia Hills, AL



Overall Satisfaction with Parks and Recreation Vestavia Hills vs. the U.S.

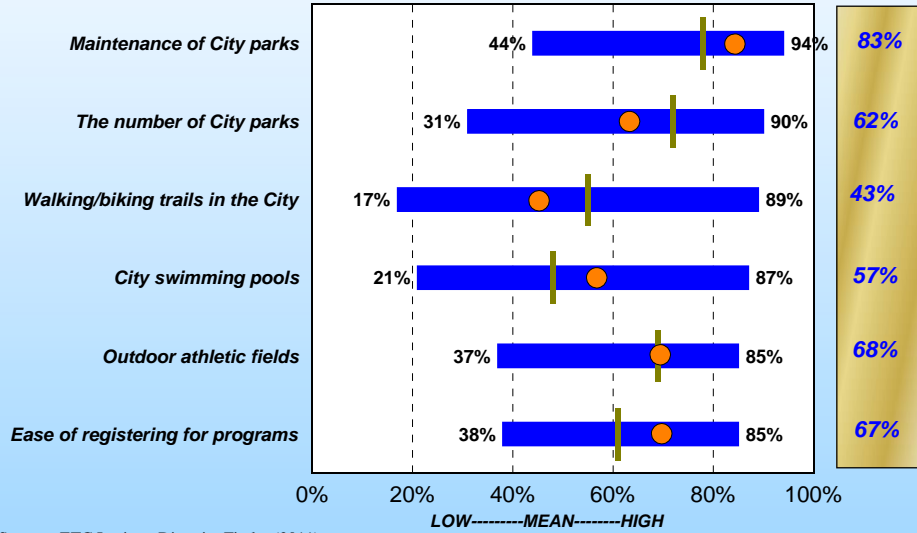
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Parks and Recreation Facilities and Services Provided by Cities - 2011

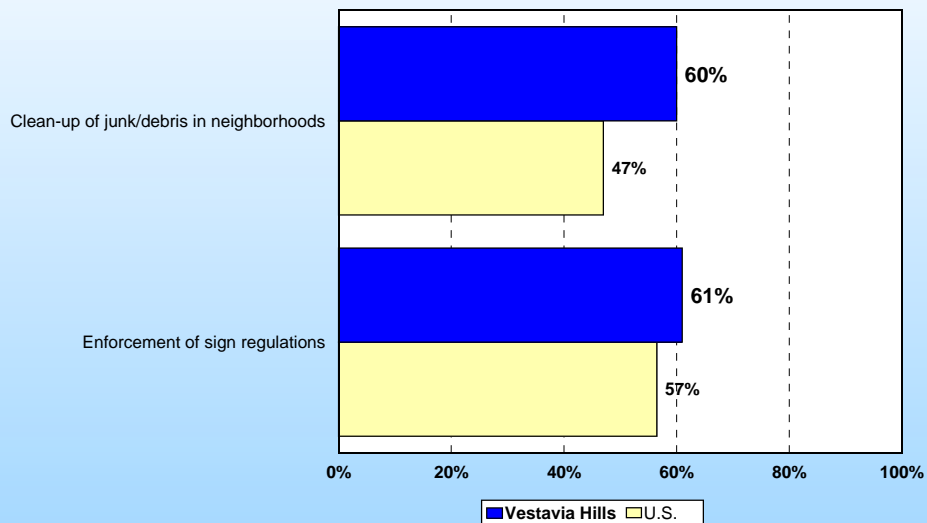
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Vestavia Hills, AL



Overall Satisfaction with Code Enforcement Vestavia Hills vs. the U.S.

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



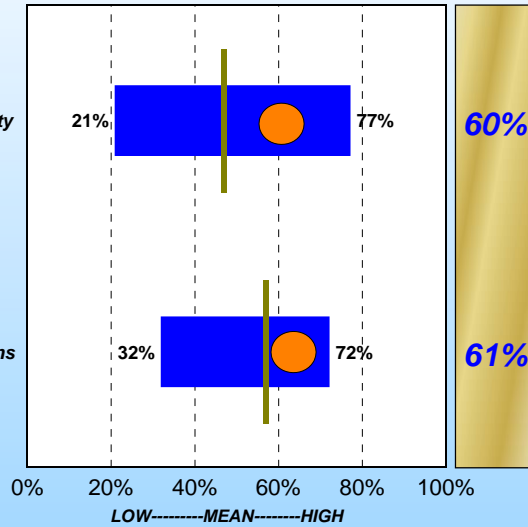
Satisfaction with the Enforcement of Codes and Ordinances by Cities - 2011

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

Vestavia Hills, AL

Enforcing clean up of debris on private property

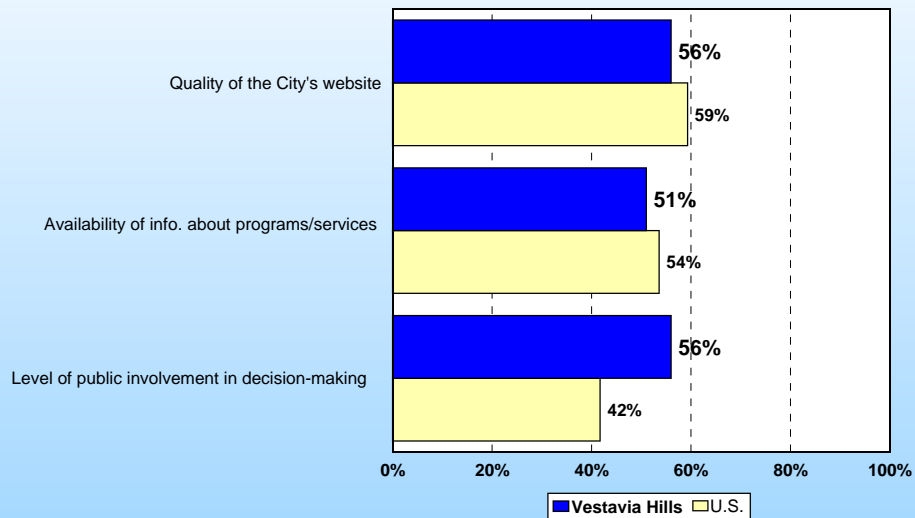
Enforcing sign regulations



Source: ETC Institute DirectionFinder (2011)

Overall Satisfaction with Communication Vestavia Hills vs. the U.S

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

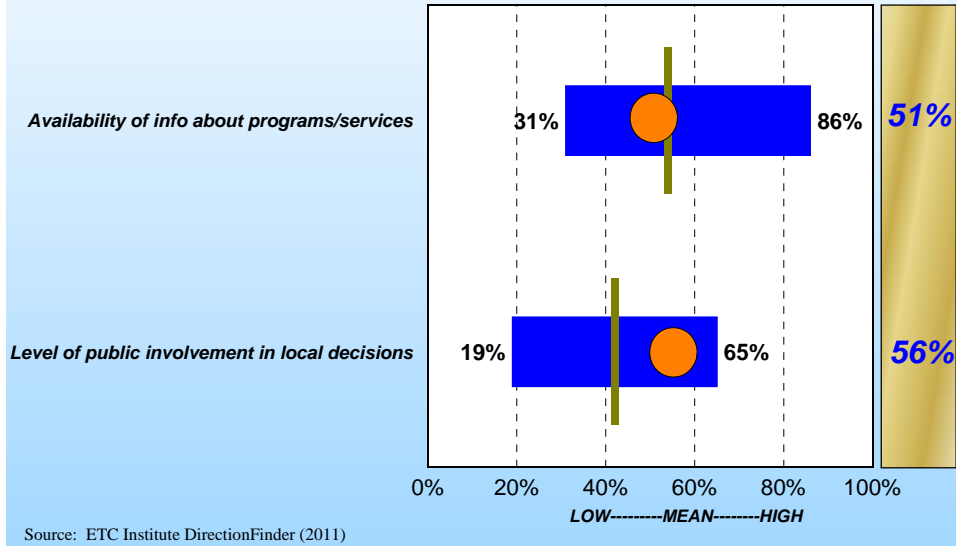


Source: 2011 ETC Institute

Satisfaction with Various Aspects of City Communications - 2011

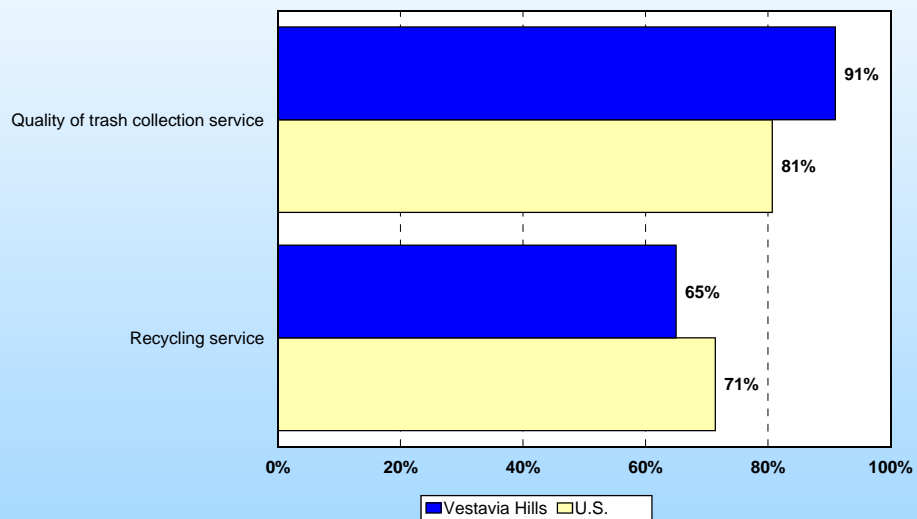
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Vestavia Hills, AL



Overall Satisfaction with Trash Services Vestavia Hills vs. the U.S

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



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

Importance-Satisfaction Analysis

Vestavia Hills, AL

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Twenty-nine percent (29%) ranked the overall quality of *parks and recreation* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, *parks and recreation* was ranked fourth overall with 77% rating *parks and recreation* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 29% was multiplied by 23% (1-0.77). This calculation yielded an I-S rating of 0.0667, which was ranked fourth out of ten major service categories.

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

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

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

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .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 Vestavia Hills are provided on the following page.

Importance-Satisfaction Rating

City of Vestavia Hills

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Maintenance of City streets and facilities	51%	1	60%	9	0.2040	1
<i>High Priority (IS .10-.20)</i>						
Overall flow of traffic & congestion mgmt in City	38%	3	66%	7	0.1292	2
<i>Medium Priority (IS <.10)</i>						
Quality of City's stormwater runoff/mgmt system	21%	6	60%	10	0.0840	3
Quality of City parks & rec programs/fac.	29%	5	77%	4	0.0667	4
Effectiveness of City comm. with the public	16%	7	68%	6	0.0512	5
Enforcement of City codes and ordinances	14%	8	66%	8	0.0476	6
Overall quality of public safety services	31%	4	92%	2	0.0248	7
Quality of the City's school system	40%	2	94%	1	0.0240	8
Quality of customer service from City employees	6%	10	76%	5	0.0144	9
Quality of public library facilities/services	9%	9	90%	3	0.0090	10

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

Most Important %:

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

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 Rating

City of Vestavia Hills

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Visibility of police in neighborhoods	41%	1	69%	8	0.1271	1
Enforcement of speed limits in neighborhoods	28%	4	59%	12	0.1148	2
City's efforts to prevent crime	39%	2	73%	6	0.1053	3
<i>Medium Priority (IS <.10)</i>						
Quality of animal control	15%	6	56%	13	0.0660	4
Visibility of police in retail areas	16%	5	67%	10	0.0528	5
Enforcement of local traffic laws	14%	8	72%	7	0.0392	6
Quality of local police protection	28%	3	88%	2	0.0336	7
How quickly emergency personnel respond	15%	7	85%	4	0.0180	8
How quickly police respond to emergencies	13%	10	85%	3	0.0195	9
Police safety education programs	6%	11	68%	9	0.0192	10
Overall quality of local fire protection	13%	9	88%	1	0.0156	11
Fire safety education programs	4%	13	64%	11	0.0144	12
Quality of local ambulance service	5%	12	81%	5	0.0095	13

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 and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

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 Rating

City of Vestavia Hills

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Adequacy of City street lighting	44%	2	60%	8	0.1760	1
Maintenance of major City streets	50%	1	74%	7	0.1300	2
<i>Medium Priority (IS <.10)</i>						
Mowing & trimming along streets/other public areas	30%	4	78%	6	0.0660	3
Cleanliness of City streets/other public areas	34%	3	82%	2	0.0612	4
Maintenance of sidewalks	24%	5	79%	5	0.0504	5
Maintenance of City buildings	24%	8	80%	3	0.0480	6
Maintenance of street signs	15%	6	79%	4	0.0315	7
Maintenance of traffic signals	14%	7	87%	1	0.0182	8

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

Most Important %:

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

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 Rating

City of Vestavia Hills

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Number of walking/biking trails	41%	1	43%	11	0.2337	1
<u>High Priority (IS .10-.20)</u>						
Community recreational centers	26%	3	49%	9	0.1326	2
<u>Medium Priority (IS <.10)</u>						
Number of City parks	24%	4	62%	5	0.0912	3
Swimming pools	15%	5	57%	7	0.0645	4
Maintenance of City parks	31%	2	83%	1	0.0527	5
Outdoor athletic fields	15%	6	68%	3	0.0480	6
City's adult athletic programs	8%	9	48%	10	0.0416	7
Fees charged for recreational programs	9%	8	58%	6	0.0378	8
City's youth athletic programs	12%	7	71%	2	0.0348	9
City recreational programs	7%	10	51%	8	0.0343	10
Ease of registering for programs	4%	11	67%	4	0.0132	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 and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

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 Vestavia Hills, Alabama

The Importance-Satisfaction rating is based on the concept that city leaders 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.

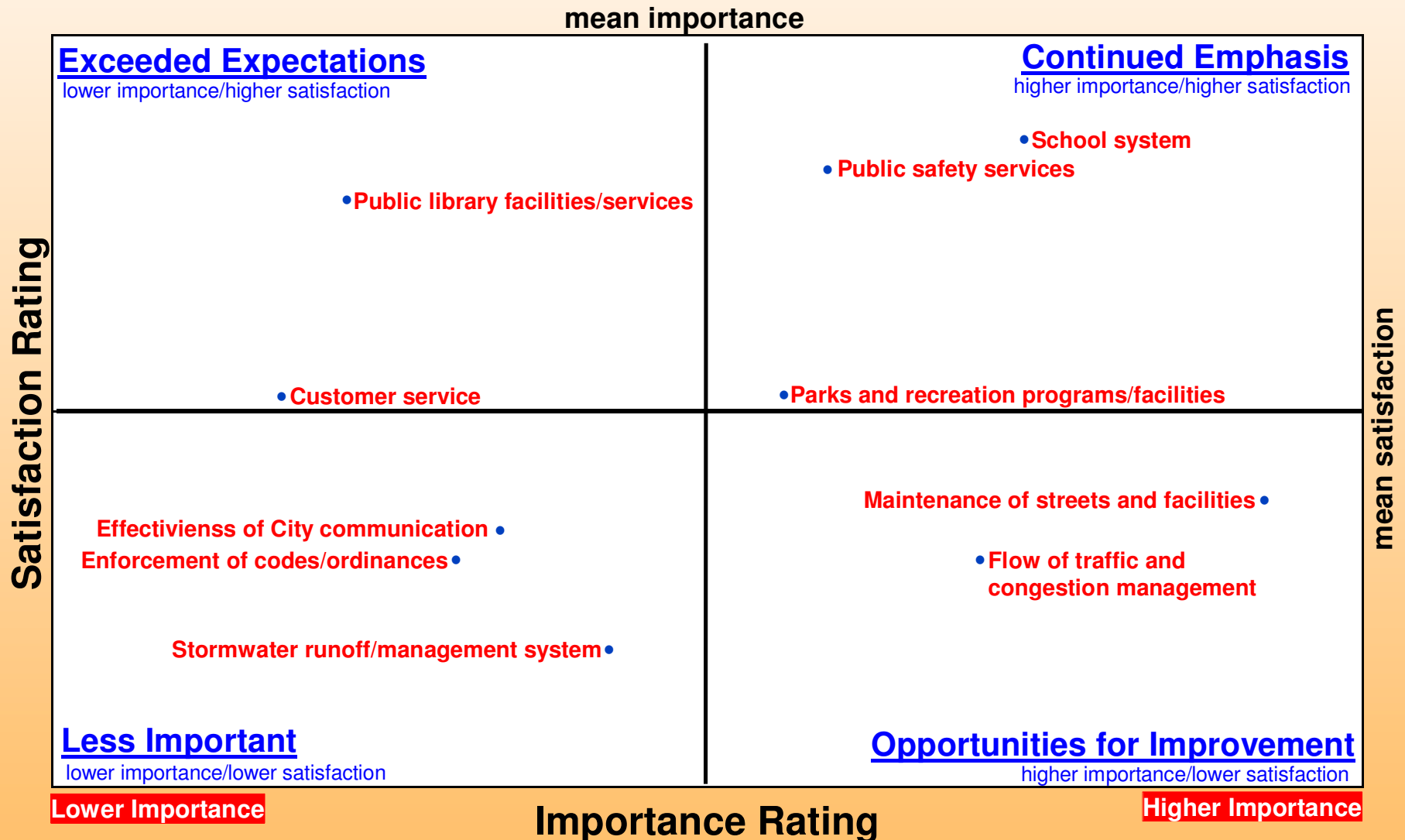
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City 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 City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City'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 City 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 Vestavia Hills are provided on the following pages.

2011 City of Vestavia Hills Community Survey Importance-Satisfaction Assessment Matrix

-Overall-

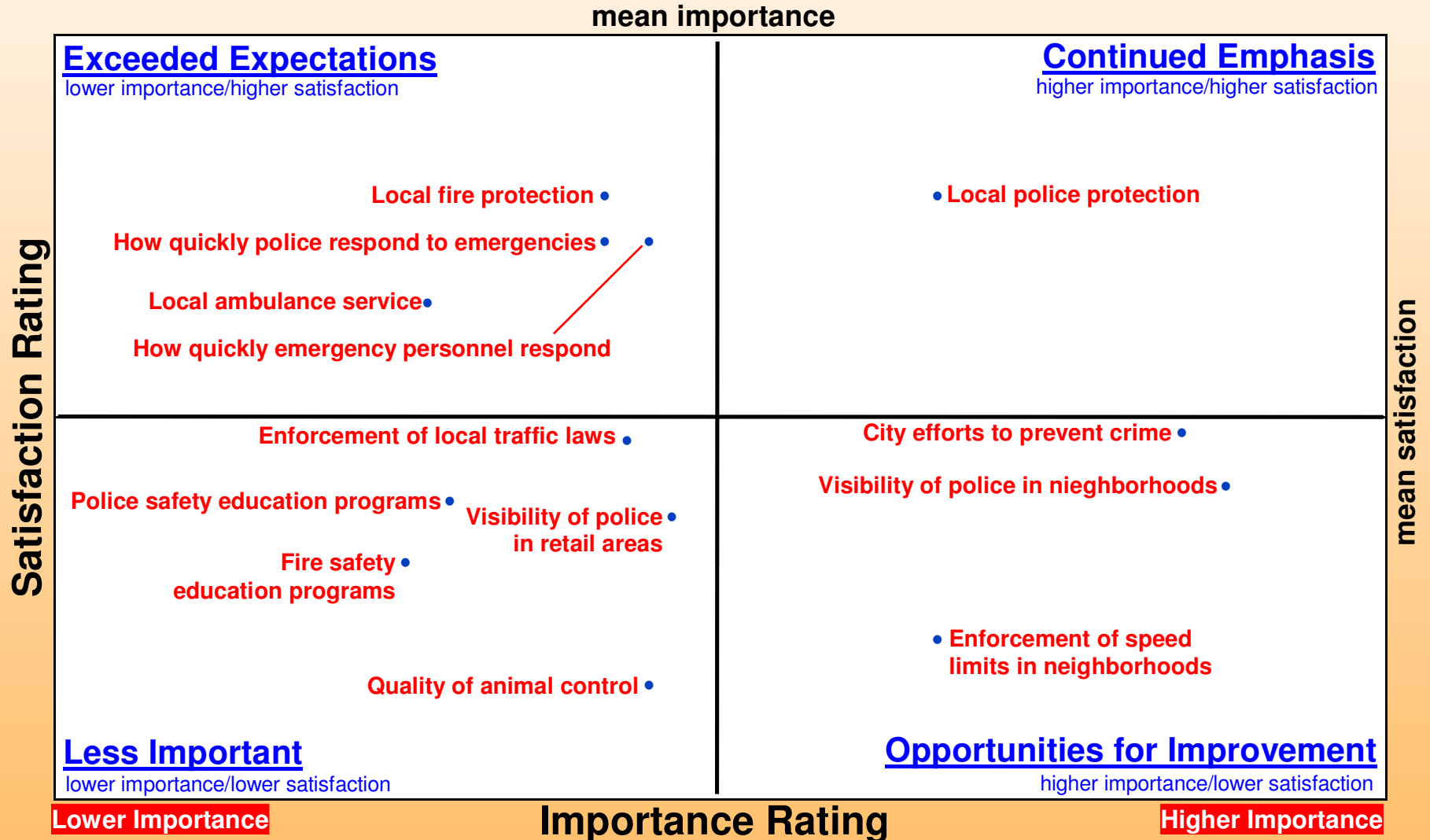
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2011 City of Vestavia Hills Community Importance-Satisfaction Assessment Matrix

-Public Safety-

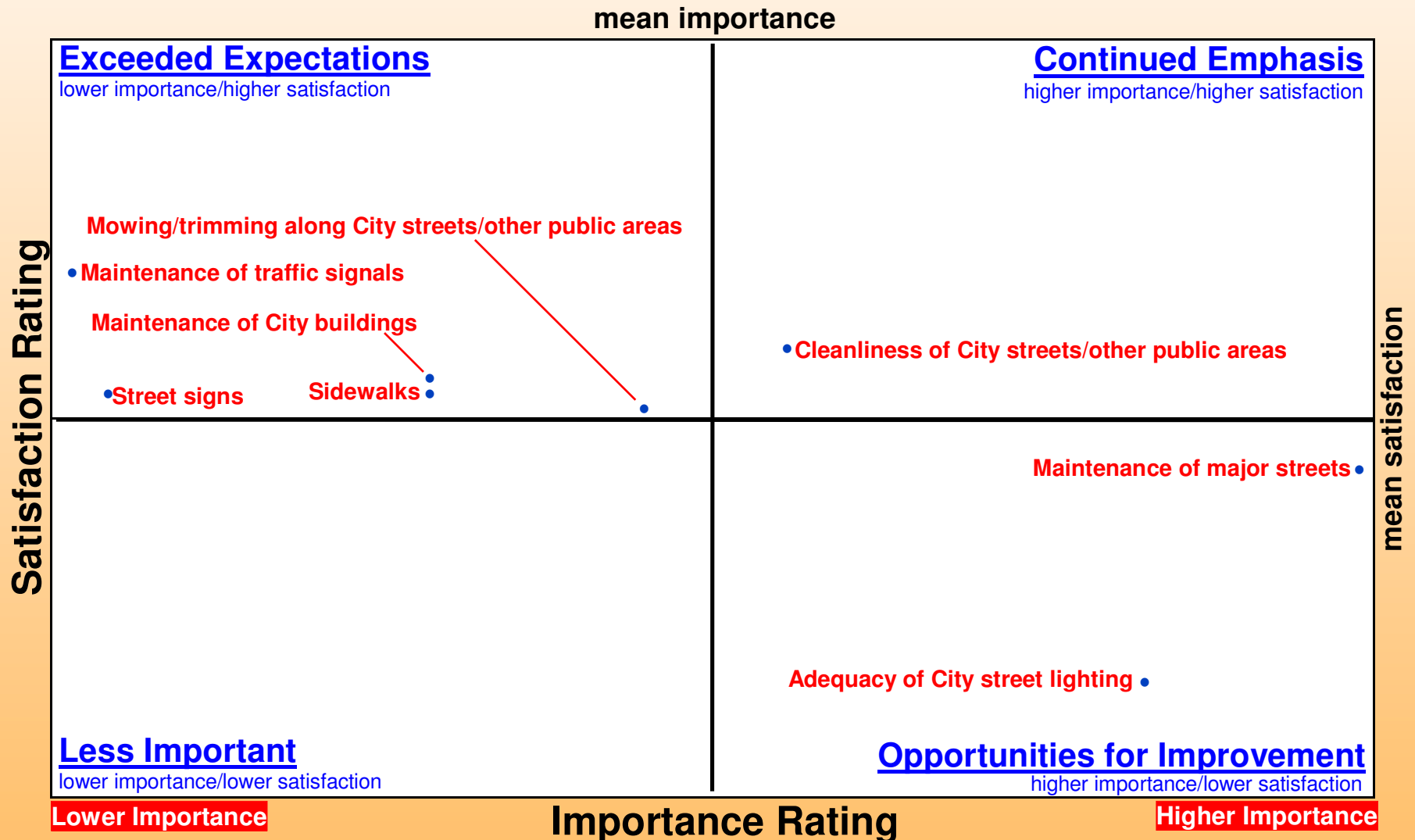
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2011 City of Vestavia Hills Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

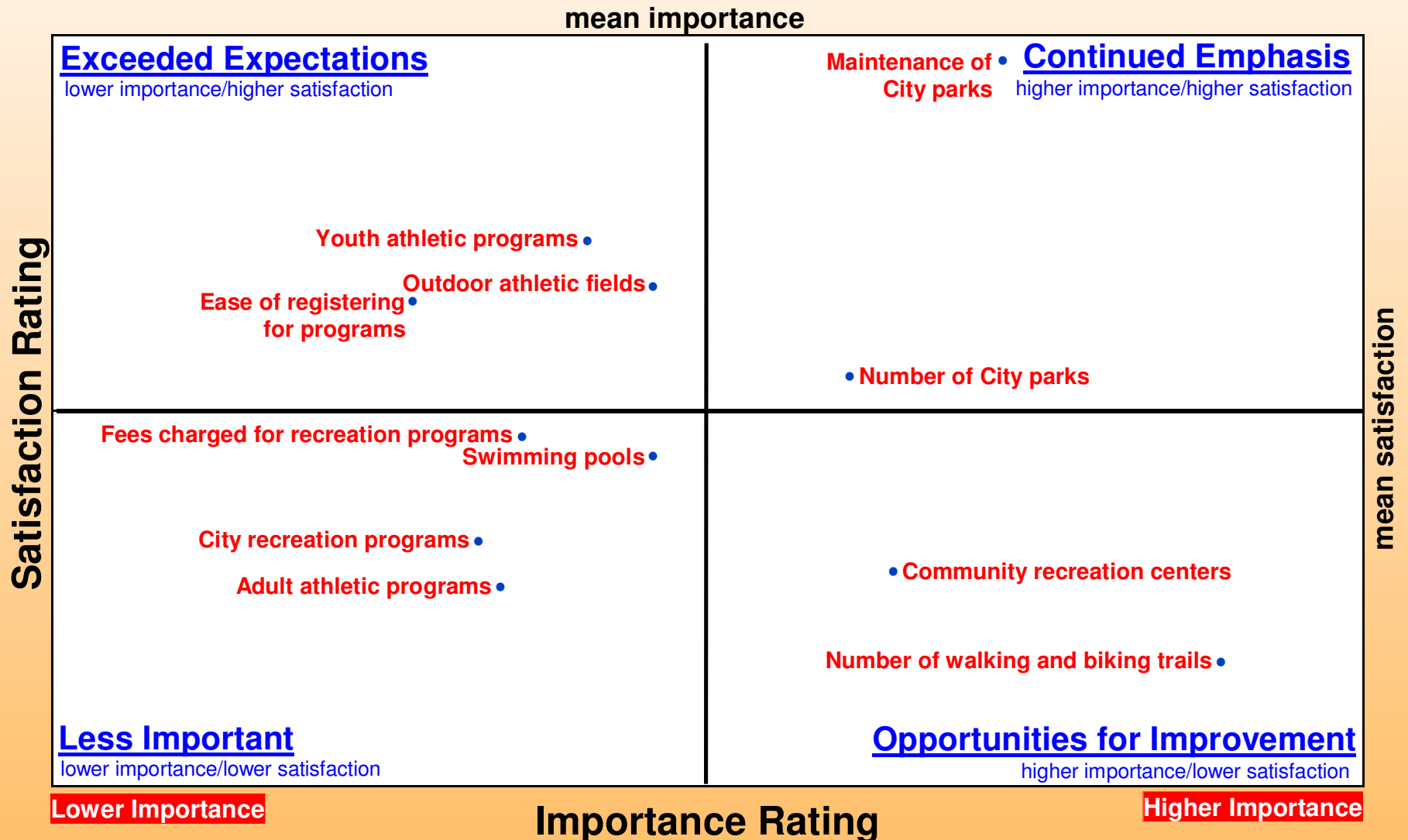
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2011 City of Vestavia Hills Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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



Section 4:
GIS Maps



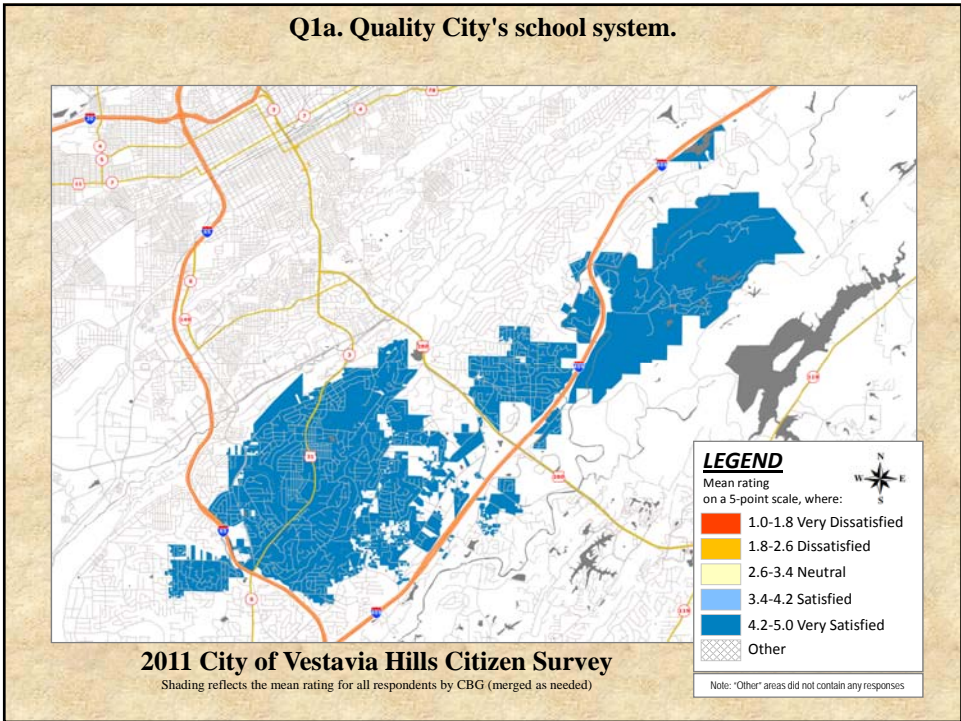
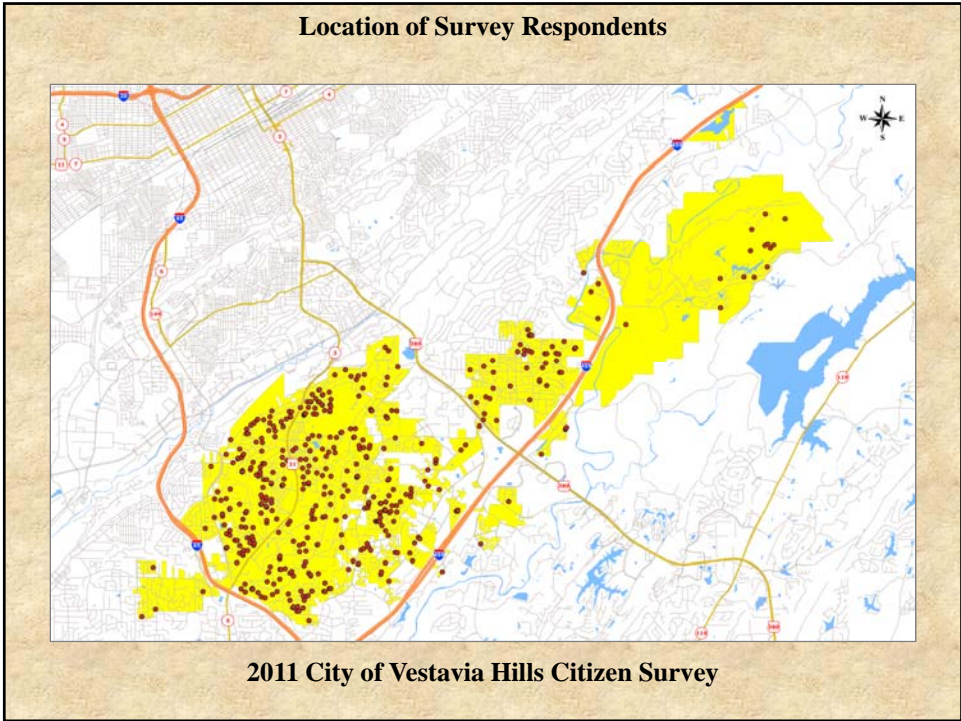
Interpreting the Maps

The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

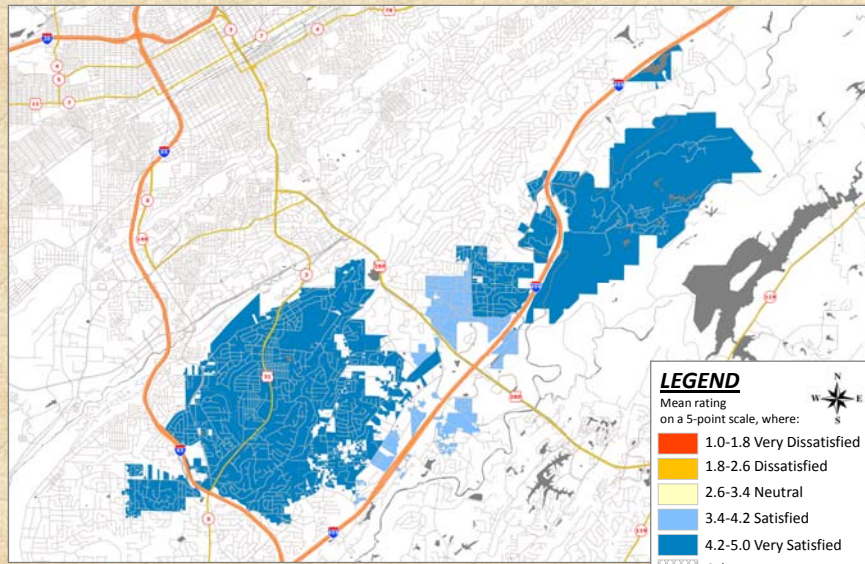
If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.



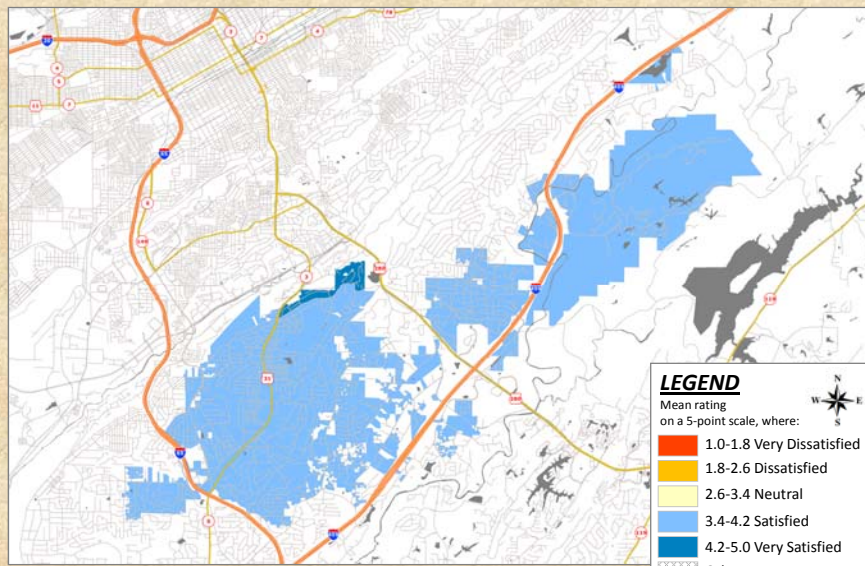
Q1b. Quality of public safety services.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

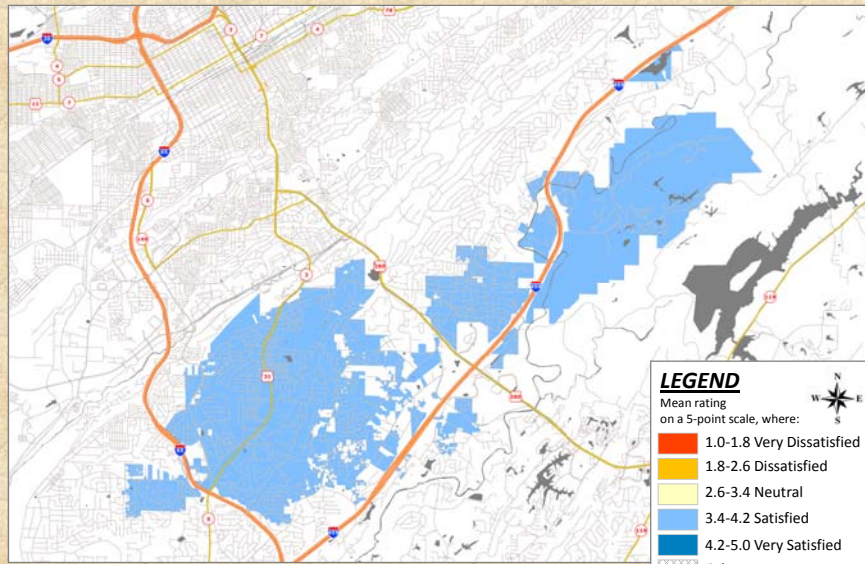
Q1c. City parks and recreation programs.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

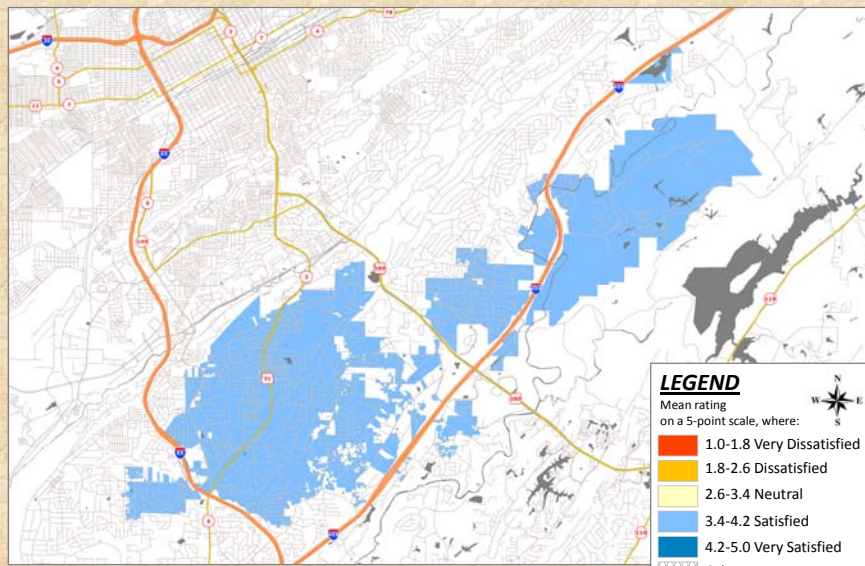
Q1d. Maintenance of City streets and facilities.



2011 City of Vestavia Hills Citizen Survey

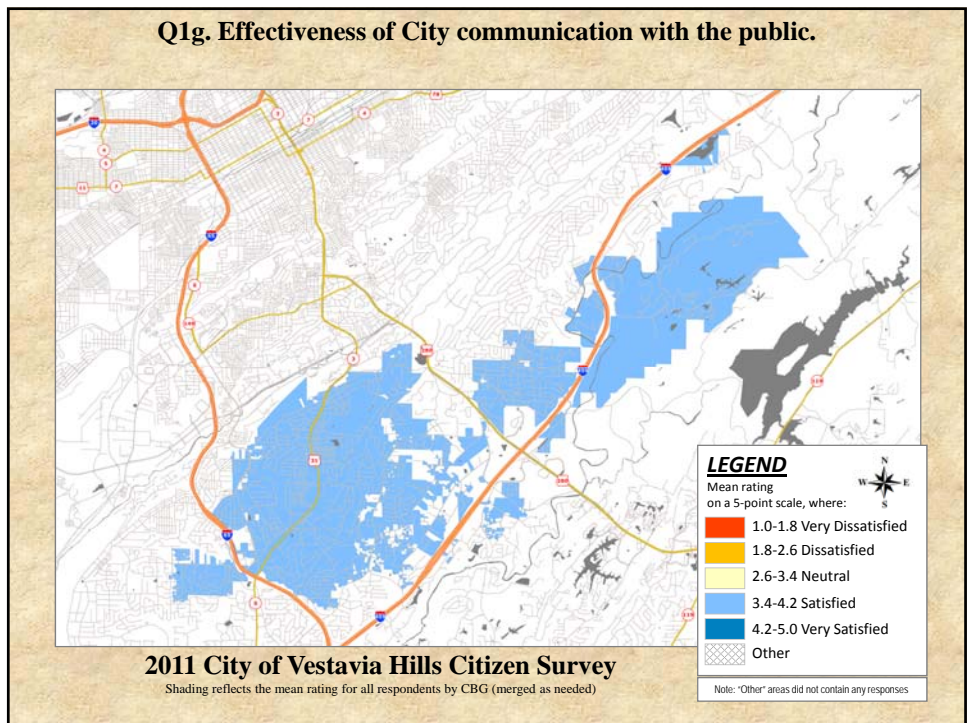
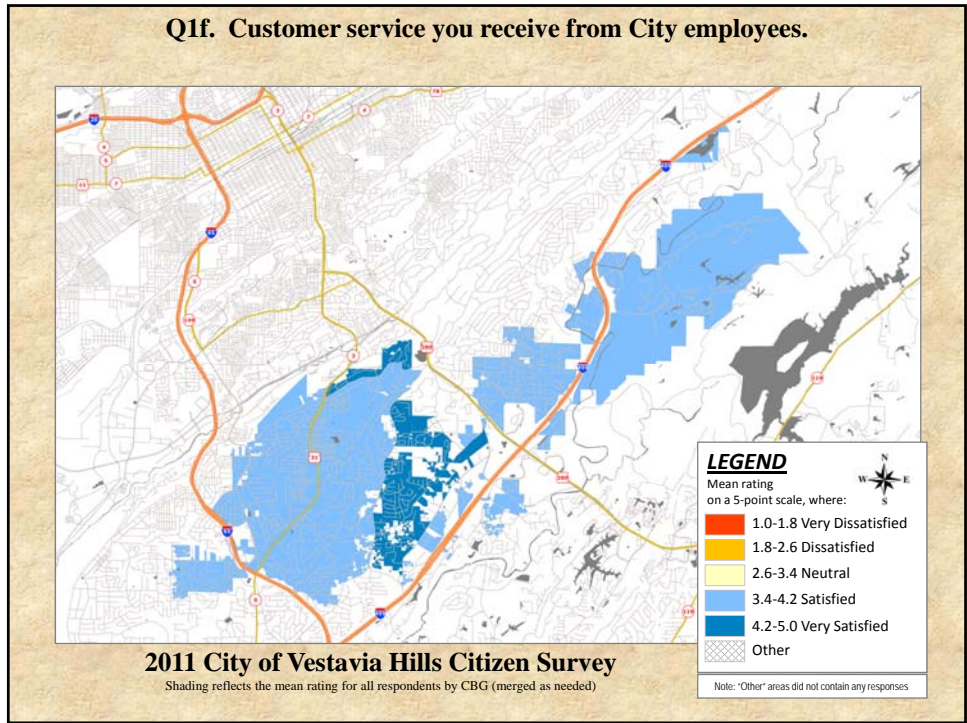
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1e. Enforcement of City codes and ordinances.

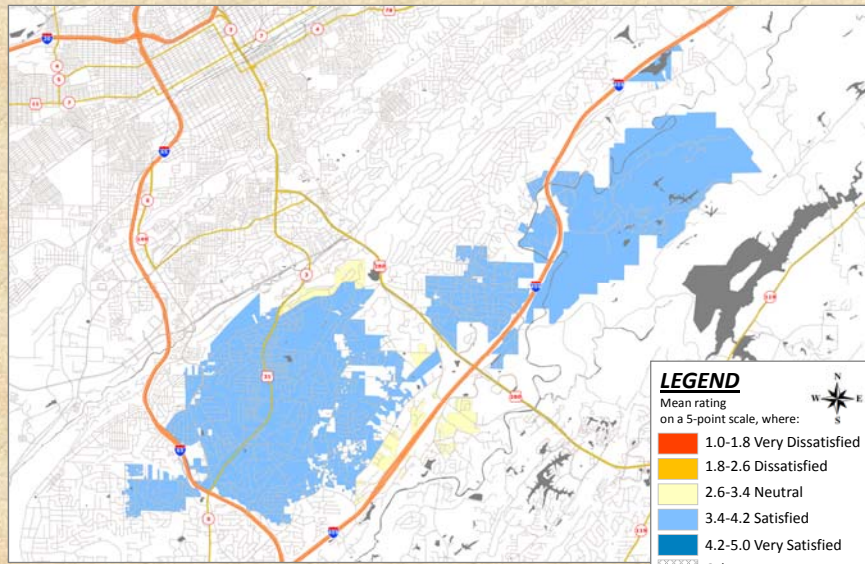


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)



Q1h. Quality of City's stormwater runoff/stormwater management.

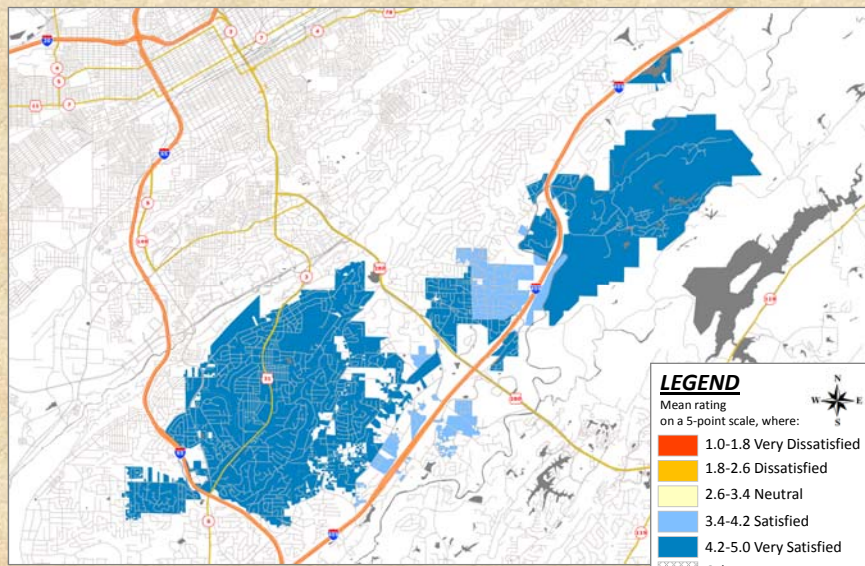


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

Q1i. Public library facilities.

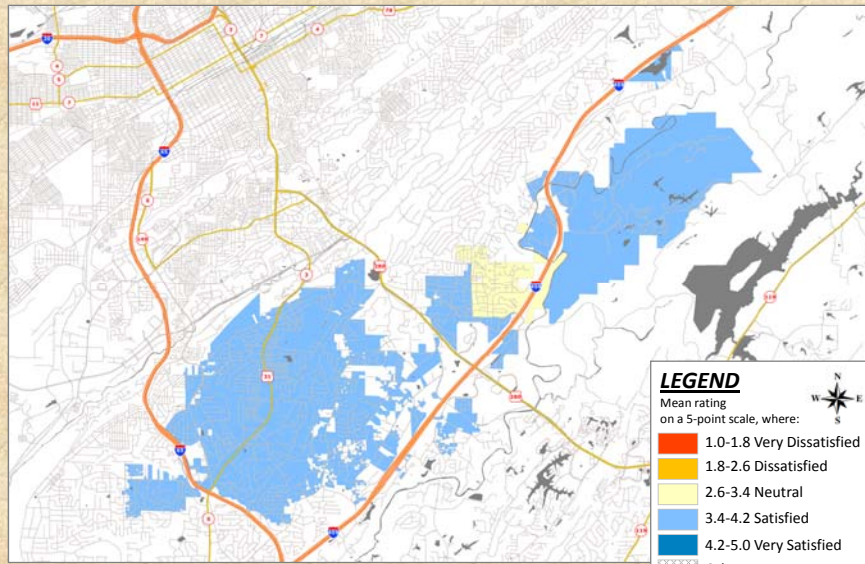


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

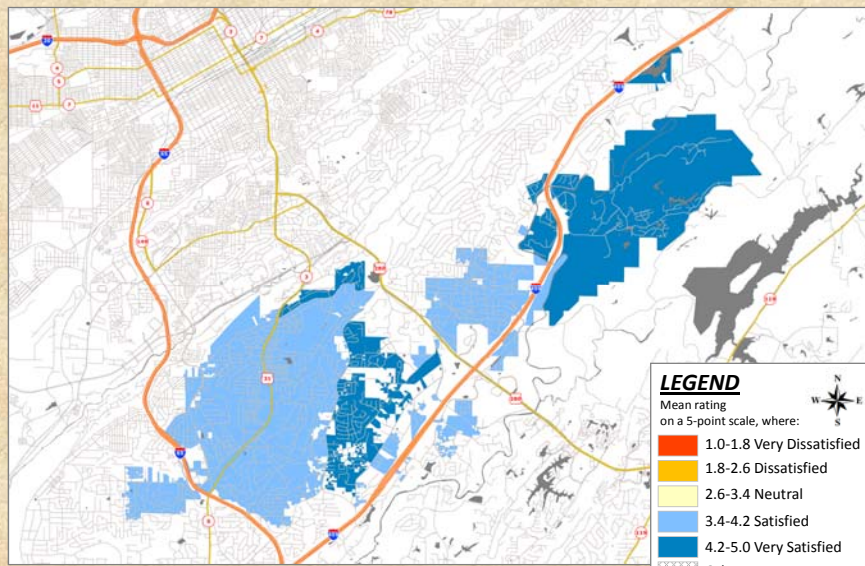
Q1j. Flow of traffic and congestion management.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

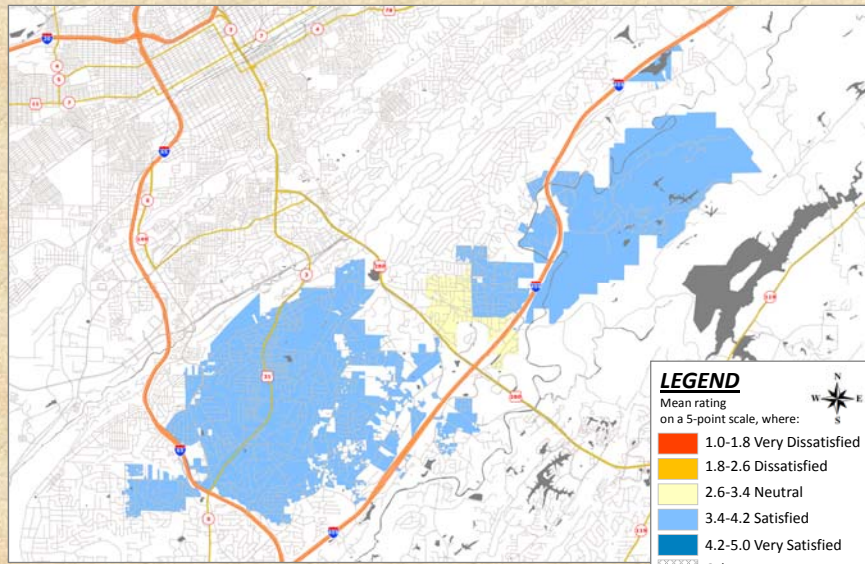
Q3a. Quality of services provided by the City.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

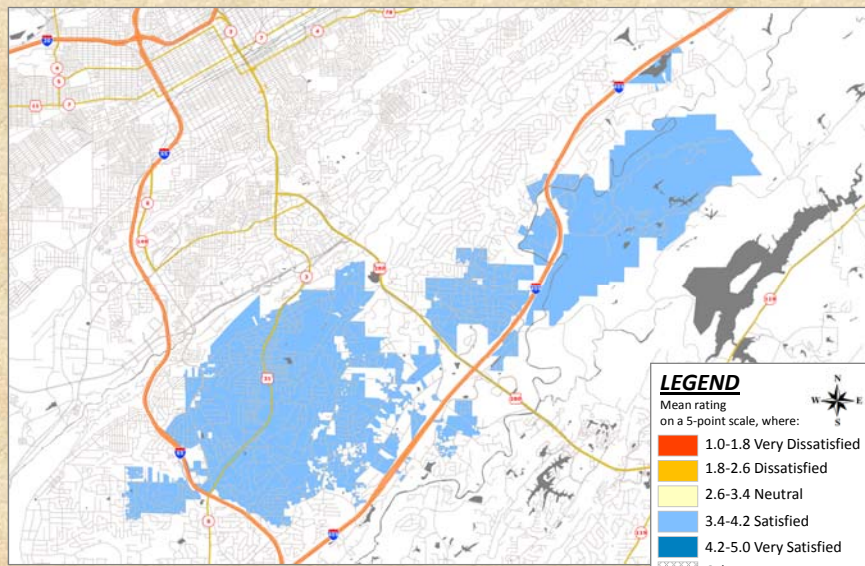
Q3b. Value you receive for your City tax dollars and fees.



2011 City of Vestavia Hills Citizen Survey

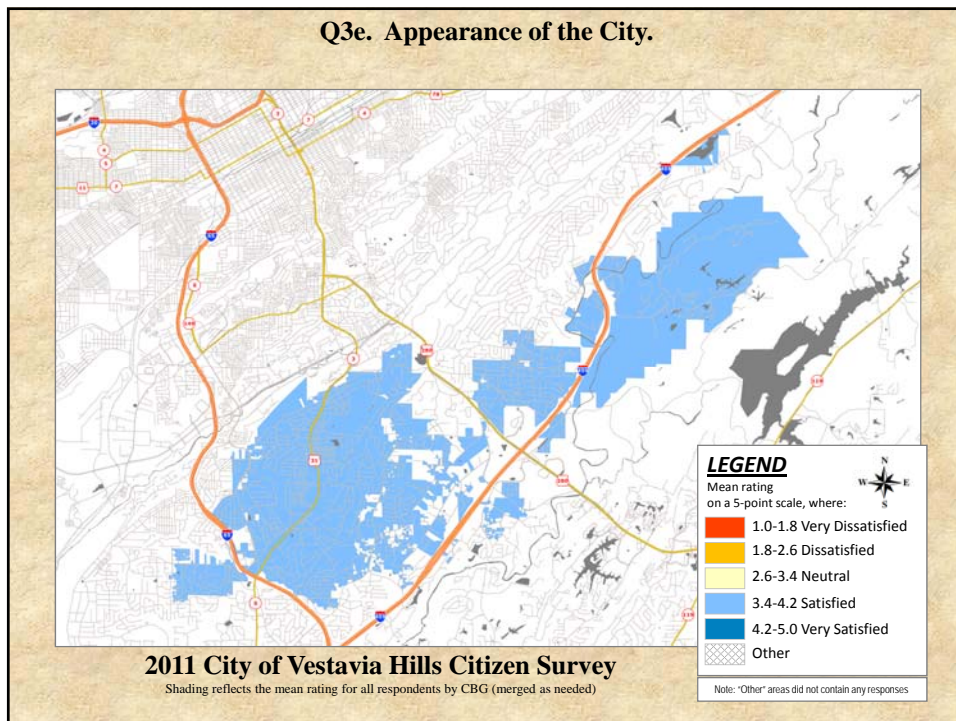
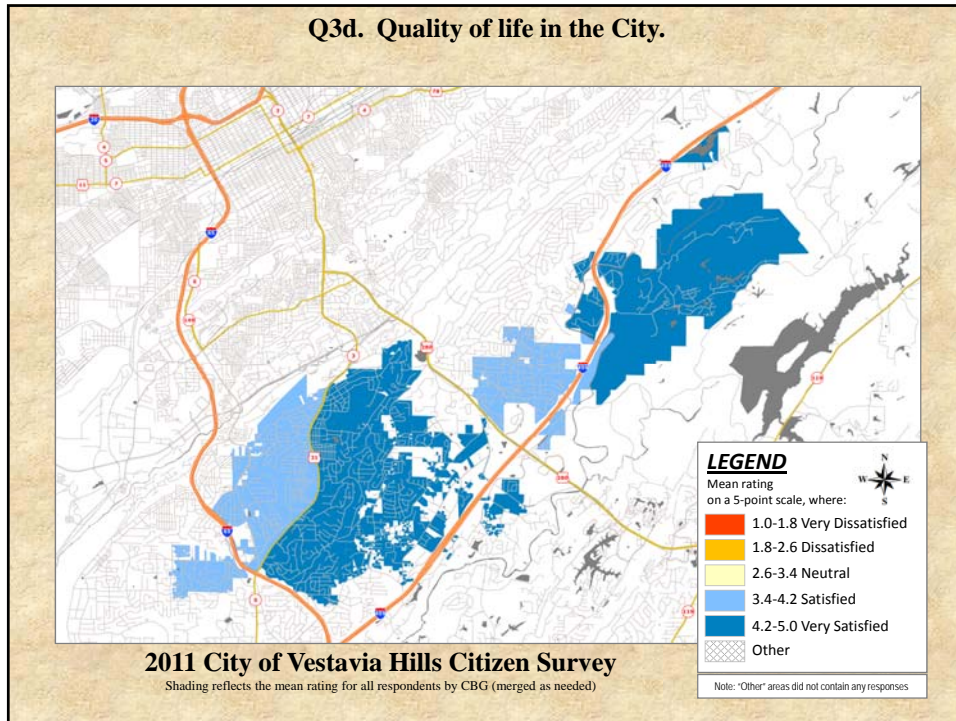
Shading reflects the mean rating for all respondents by CBG (merged as needed)

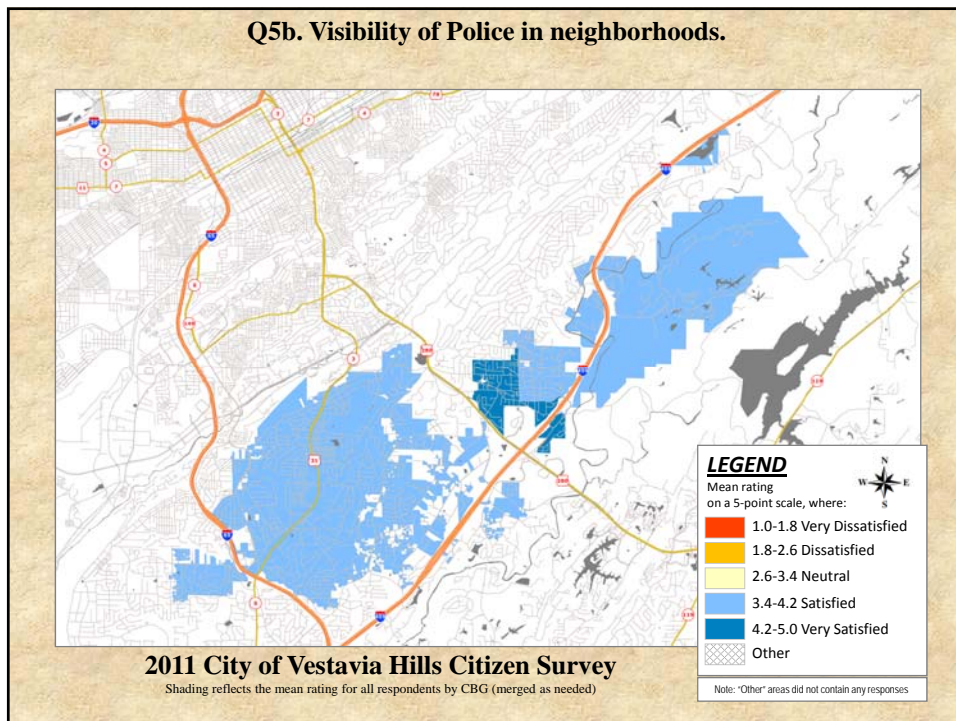
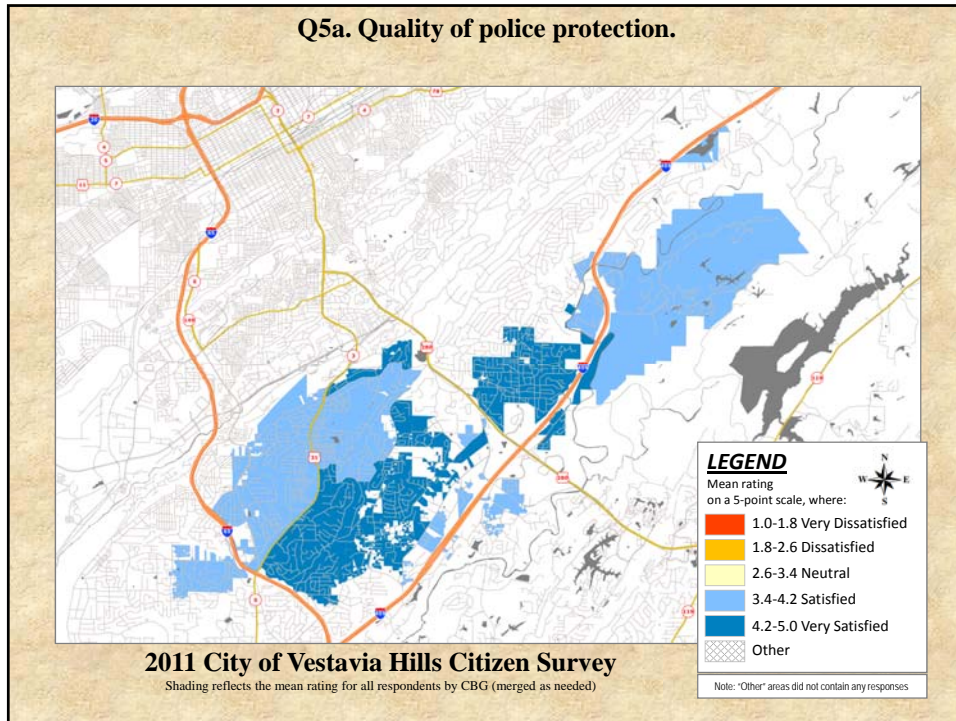
Q3c. Image of the City.



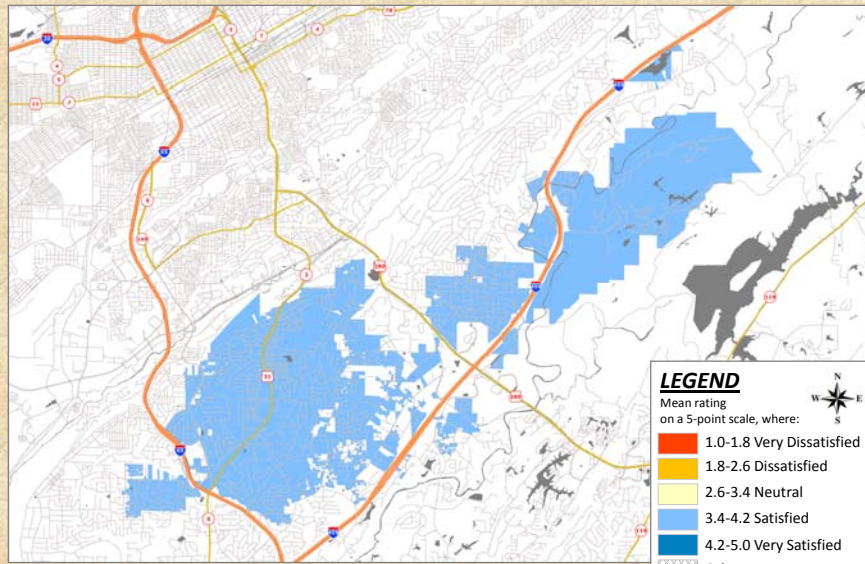
2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)





Q5c. Visibility of police in retail areas.

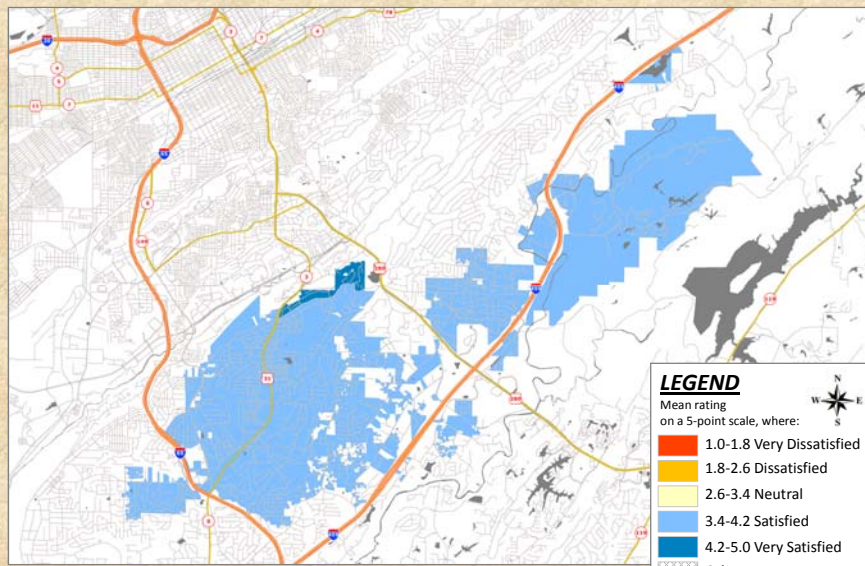


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

Q5d. City's effort to prevent crime.

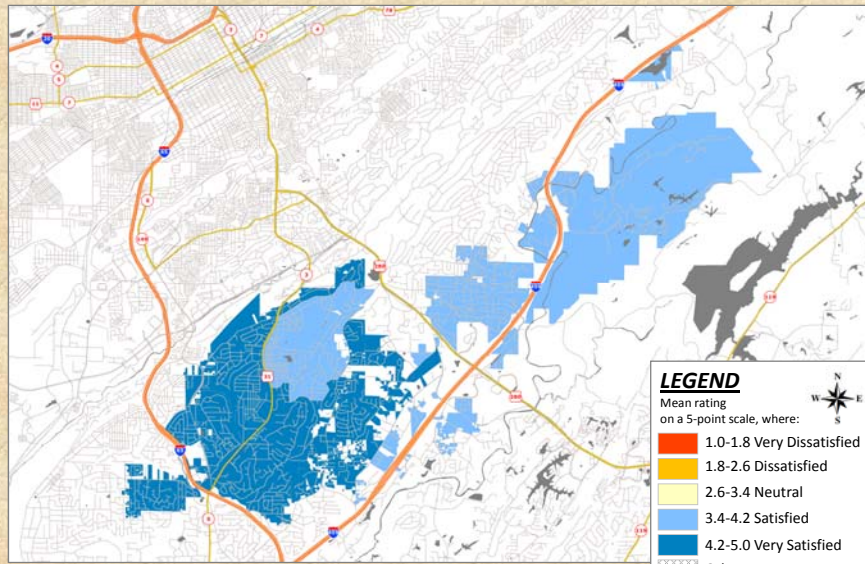


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

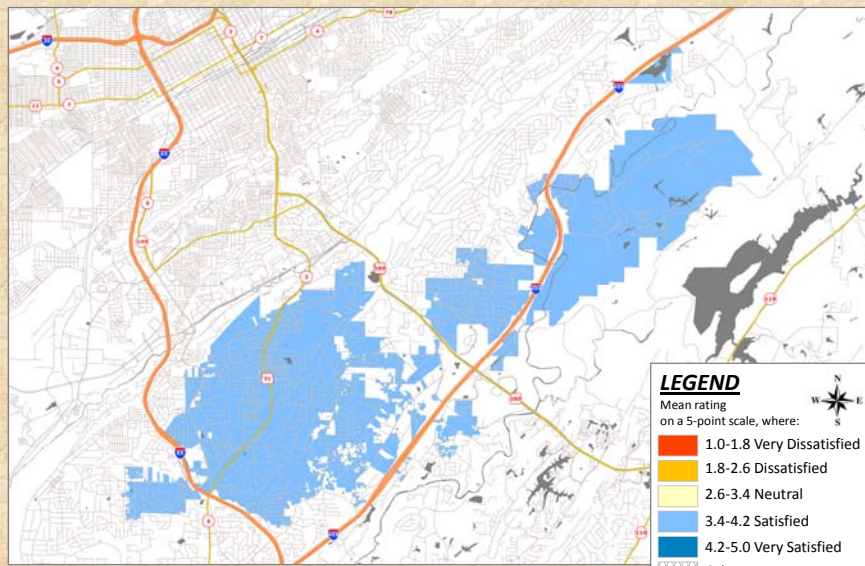
Q5e. How quickly police respond to emergencies.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

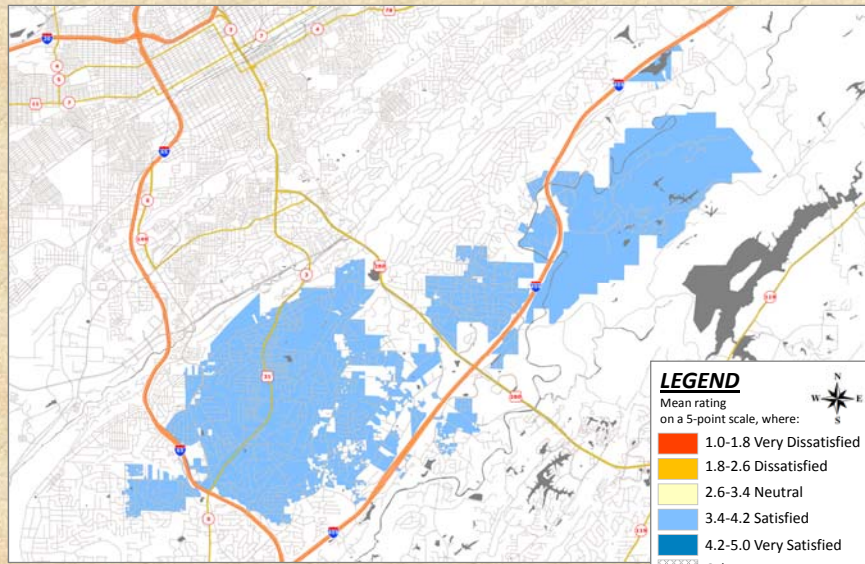
Q5f. Enforcement of local traffic laws.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

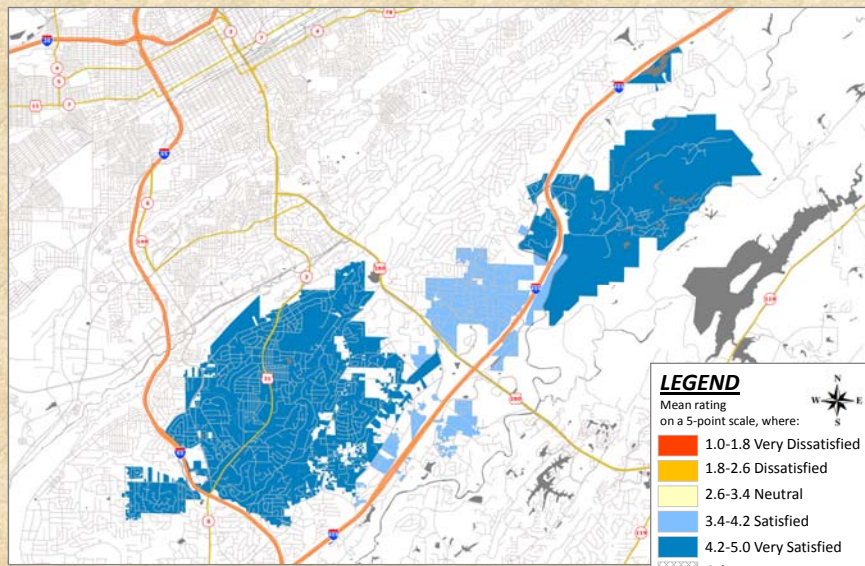
Q5g. Police safety education programs.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

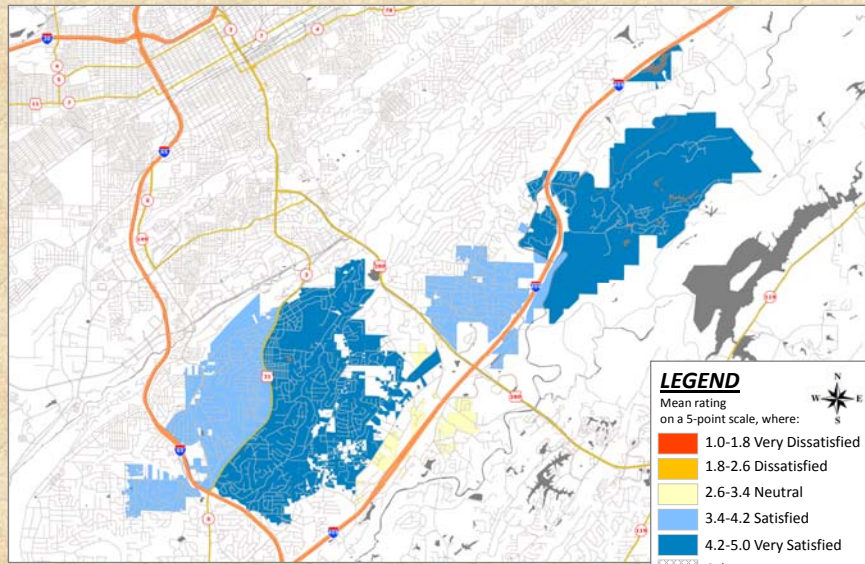
Q5h. Quality of fire protection.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

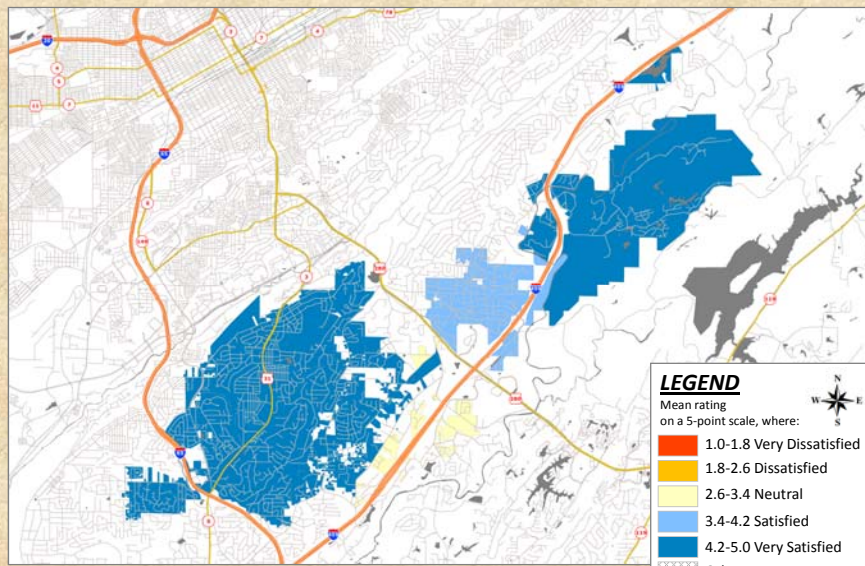
Q5i. Quality of ambulance service.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

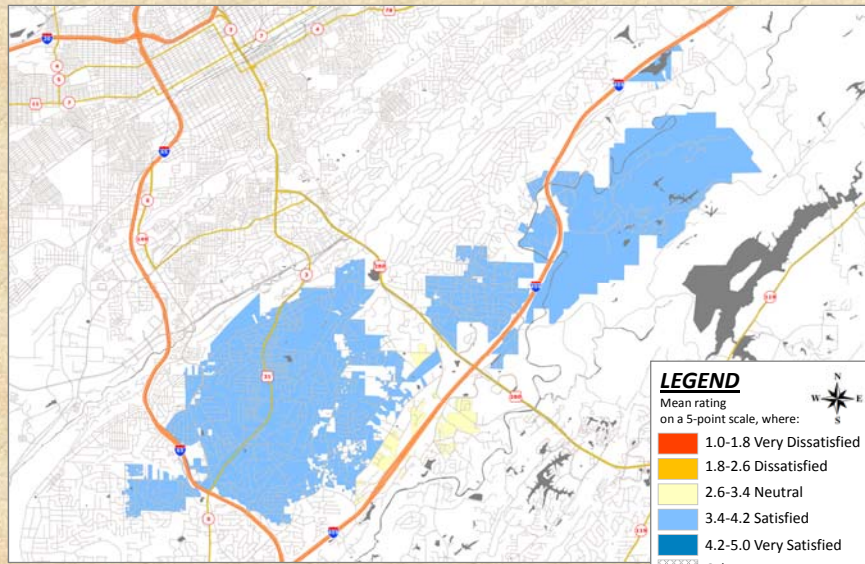
Q5j. How quickly the Fire Department responds.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

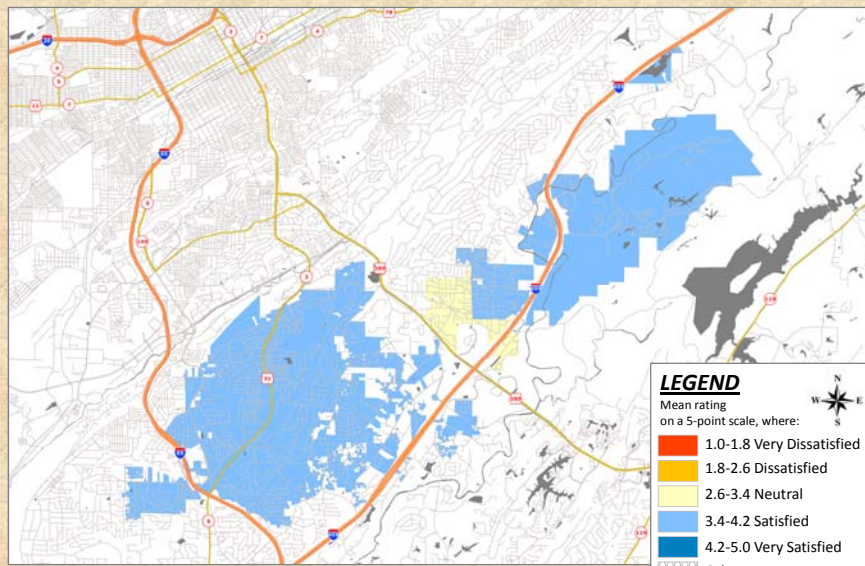
Q5k. Fire safety education programs.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

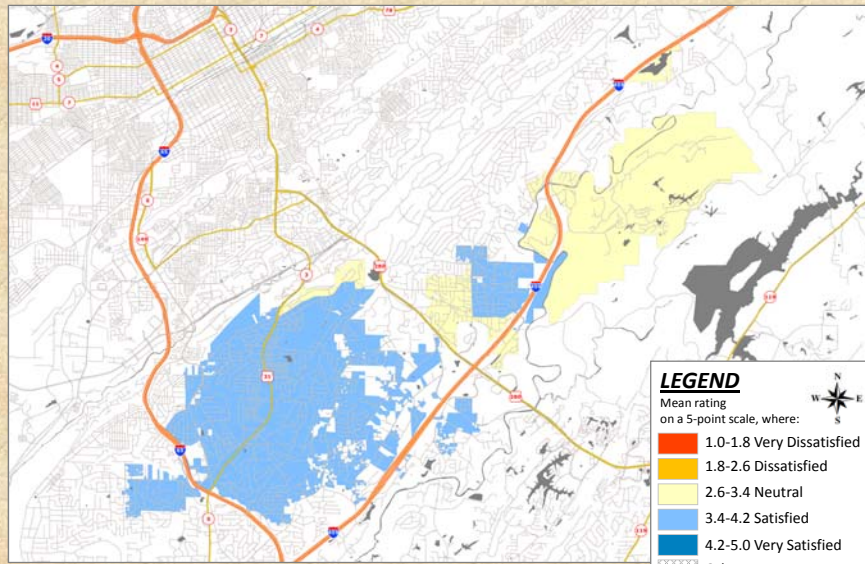
Q5l. Animal Control.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

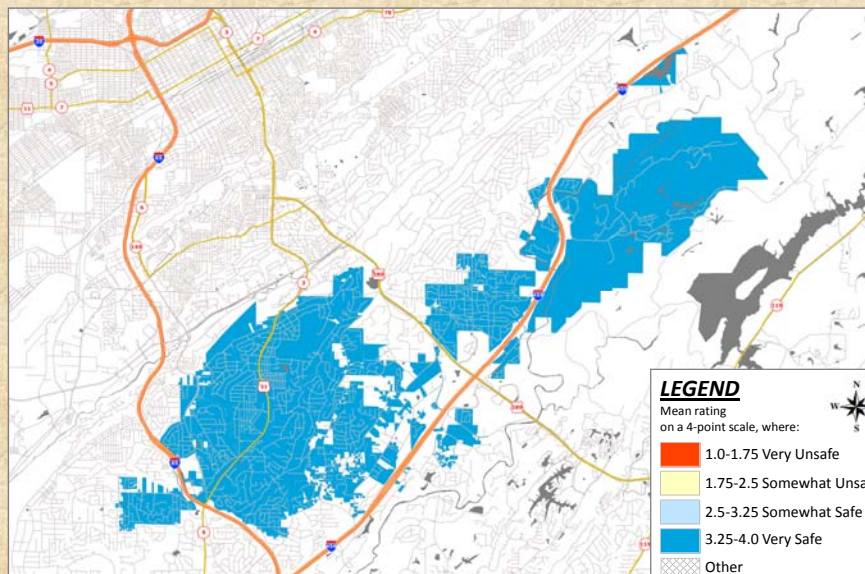
Q5m. Enforcement of speed limits.



2011 City of Vestavia Hills Citizen Survey

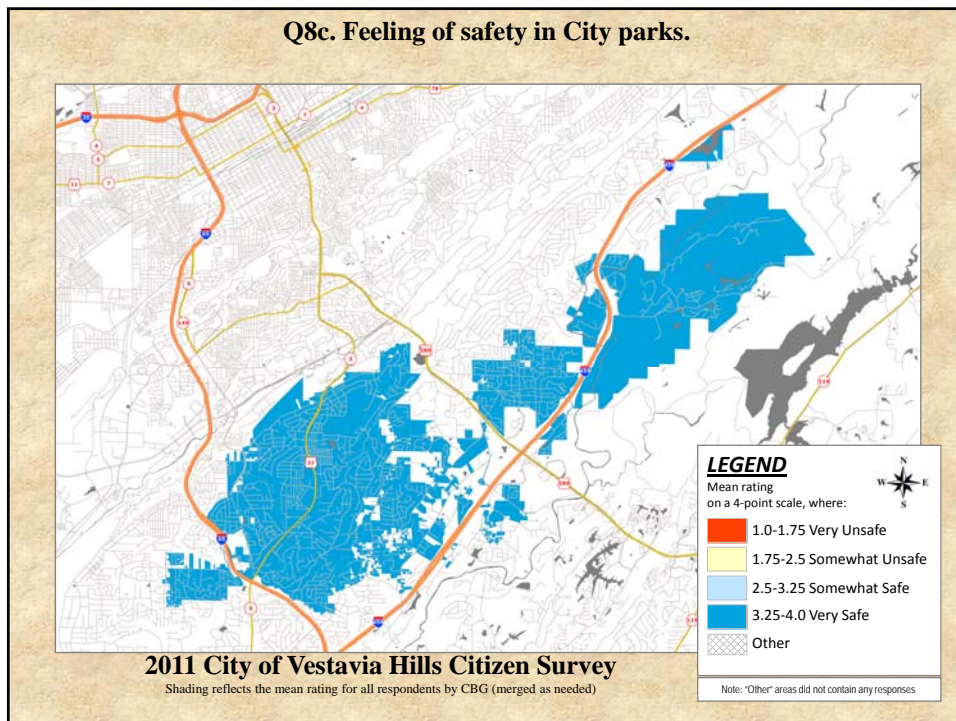
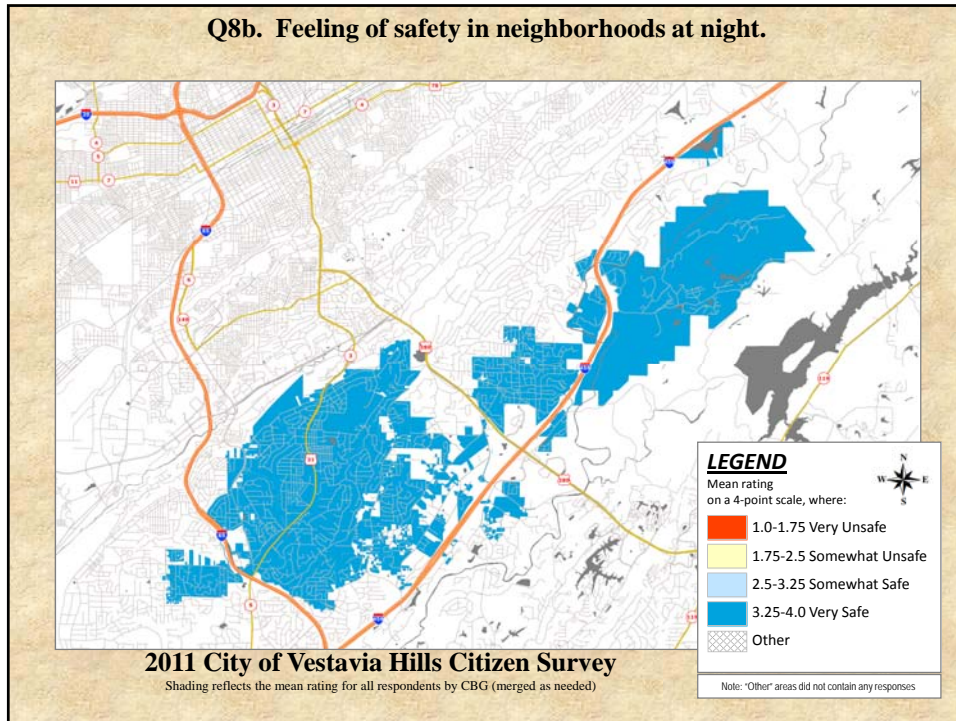
Shading reflects the mean rating for all respondents by CBG (merged as needed)

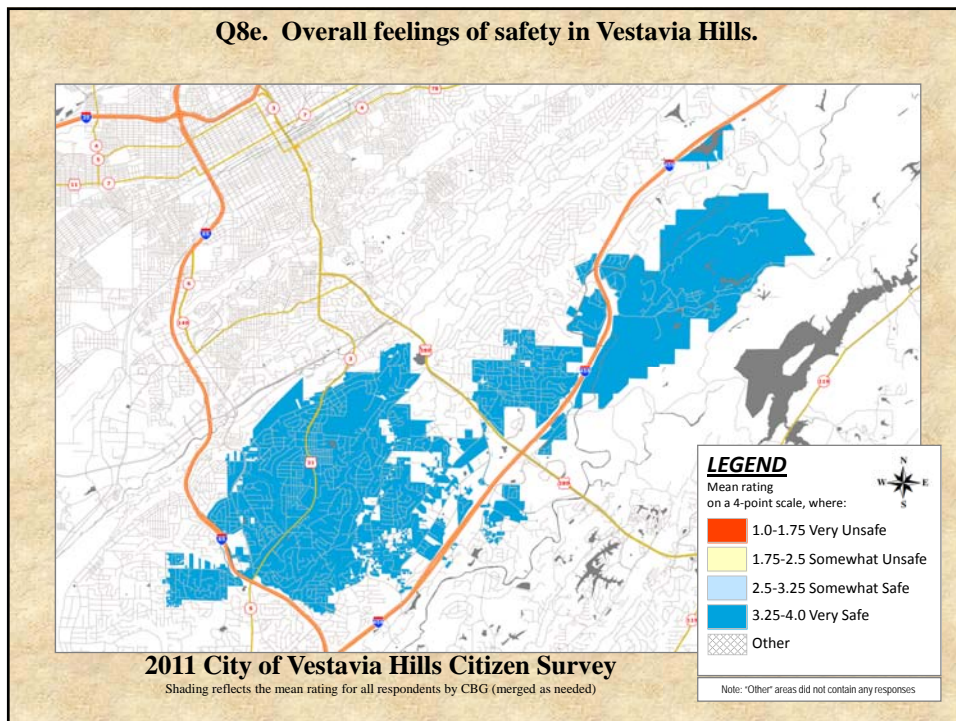
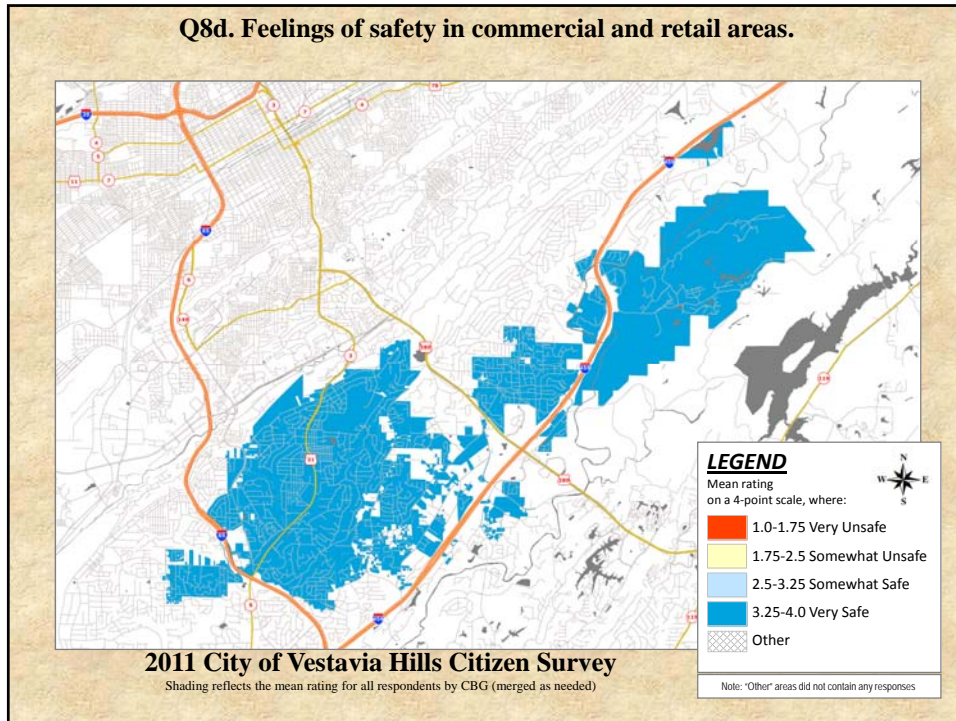
Q8a. Feeling of safety in neighborhoods during the day.



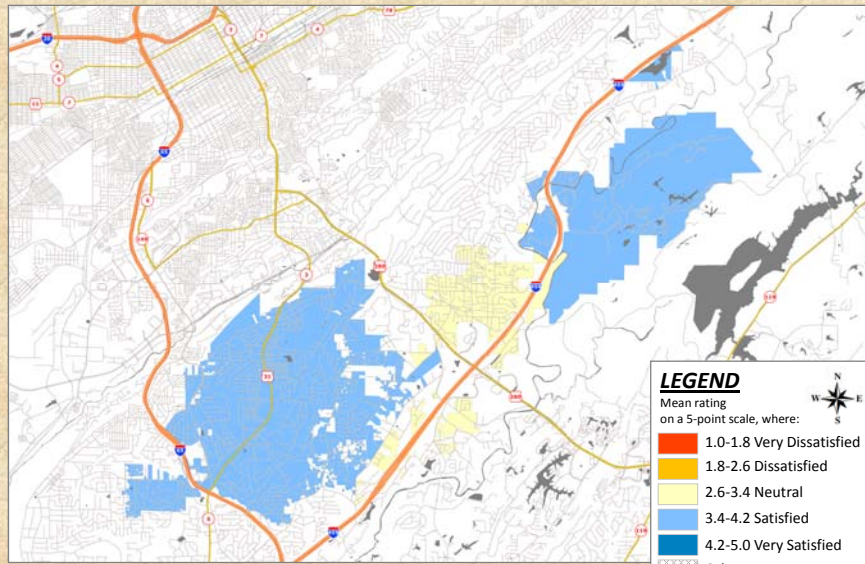
2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)





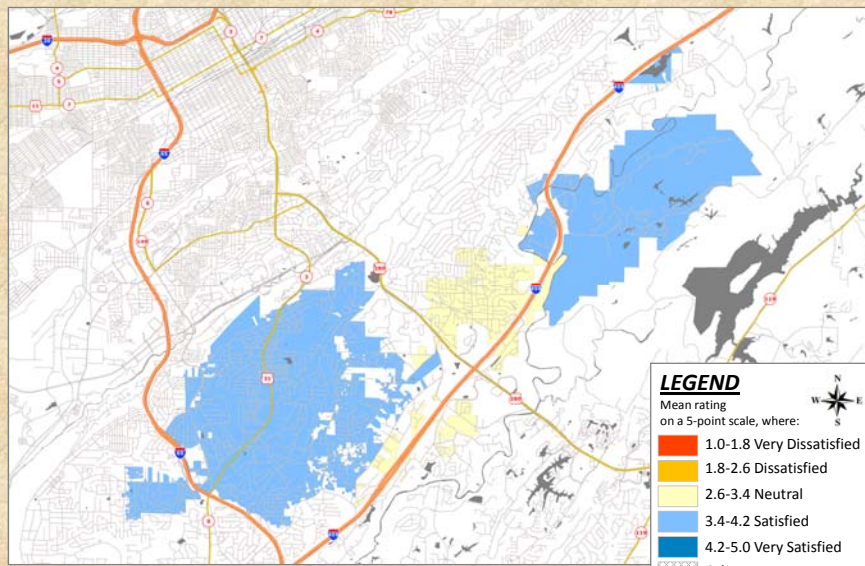
Q9a. Enforcing clean up of litter and debris.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

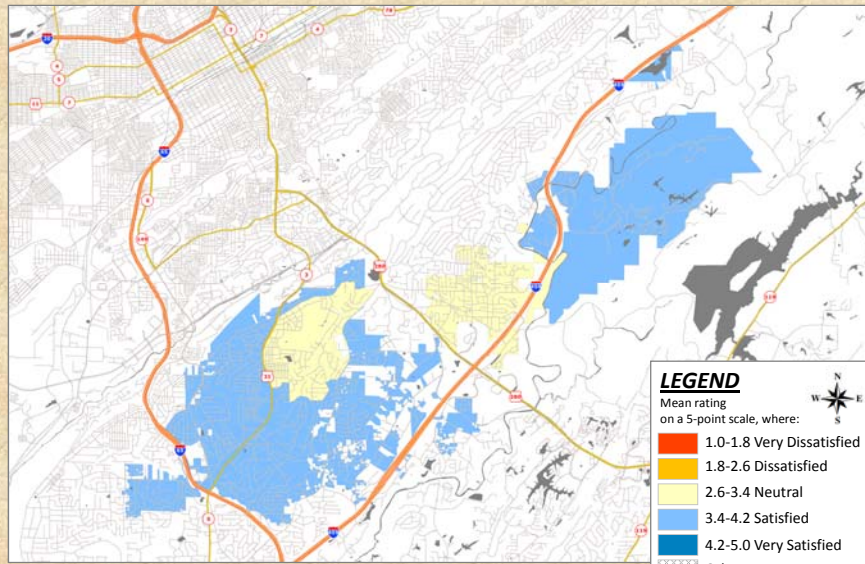
Q9b. Enforcing mowing and trimming of private property.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9c. Enforcing maintenance of residential property.

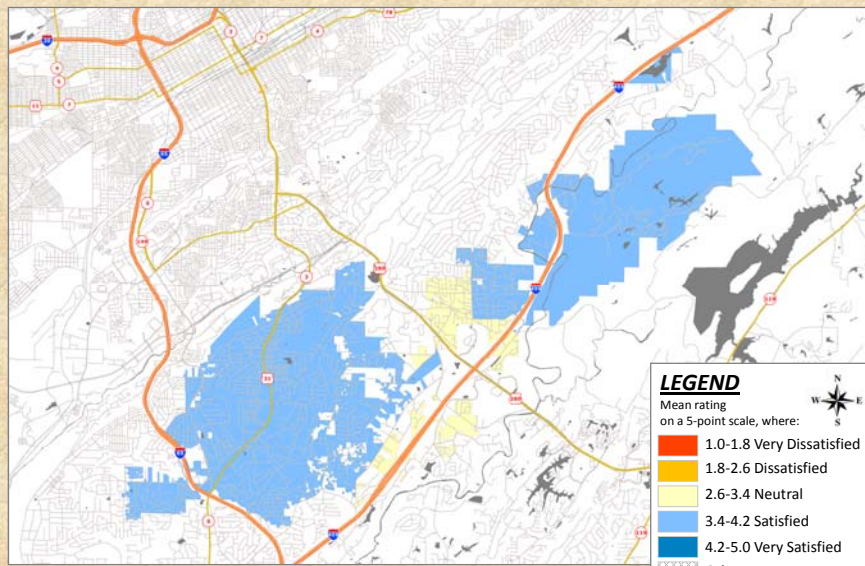


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

Q9d. Enforcing maintenance of business property.

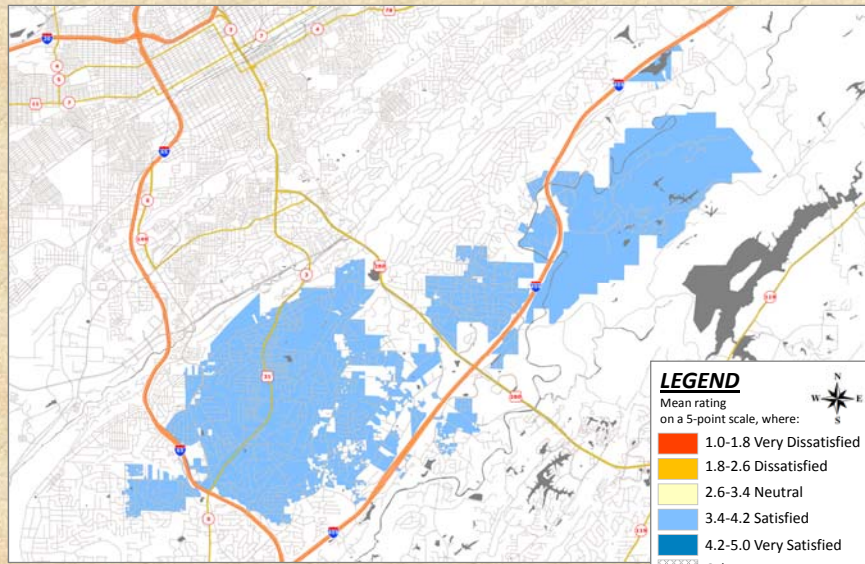


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

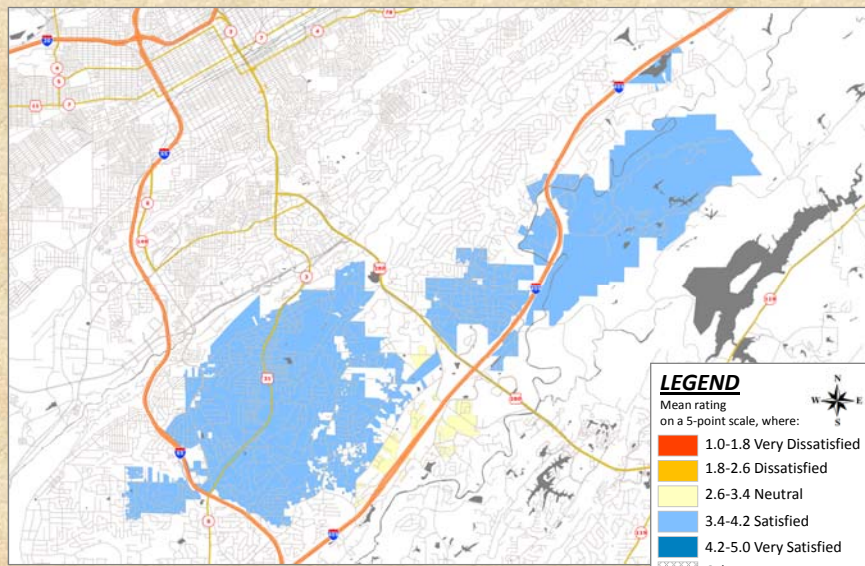
Q9e. Enforcing codes designed to protect public safety.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

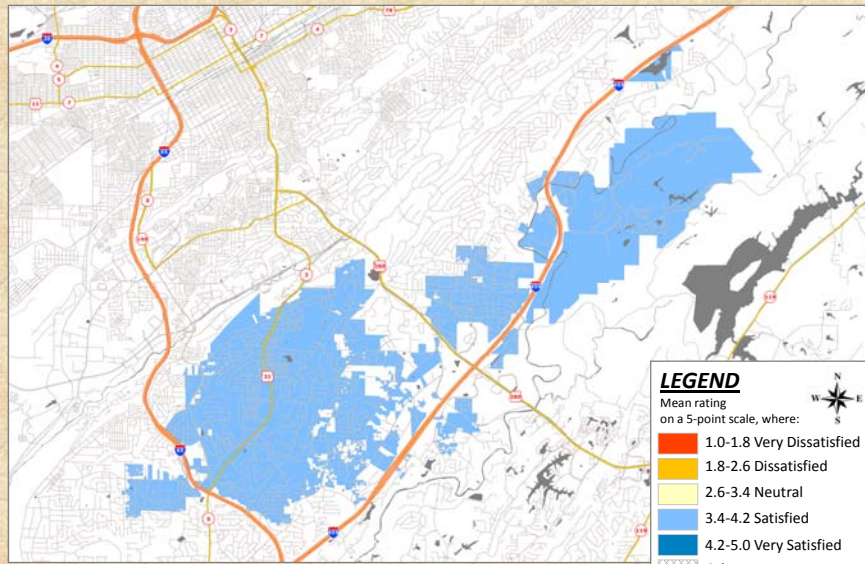
Q9f. Enforcing sign regulations.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

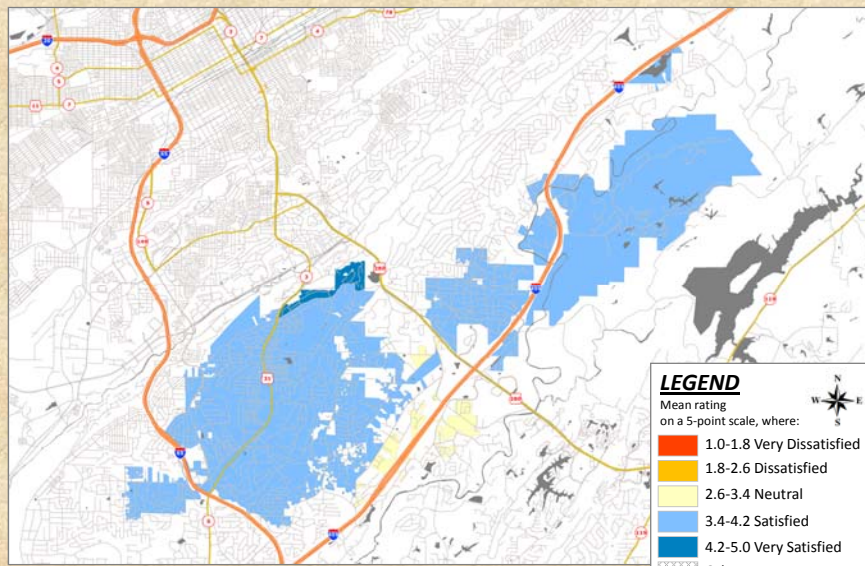
Q10a. Maintenance of City streets.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

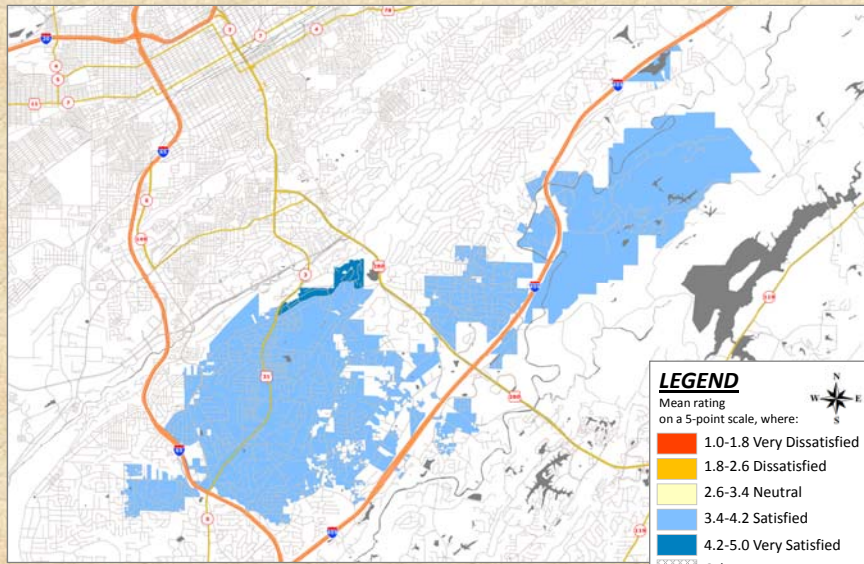
Q10b. Maintenance of sidewalks.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

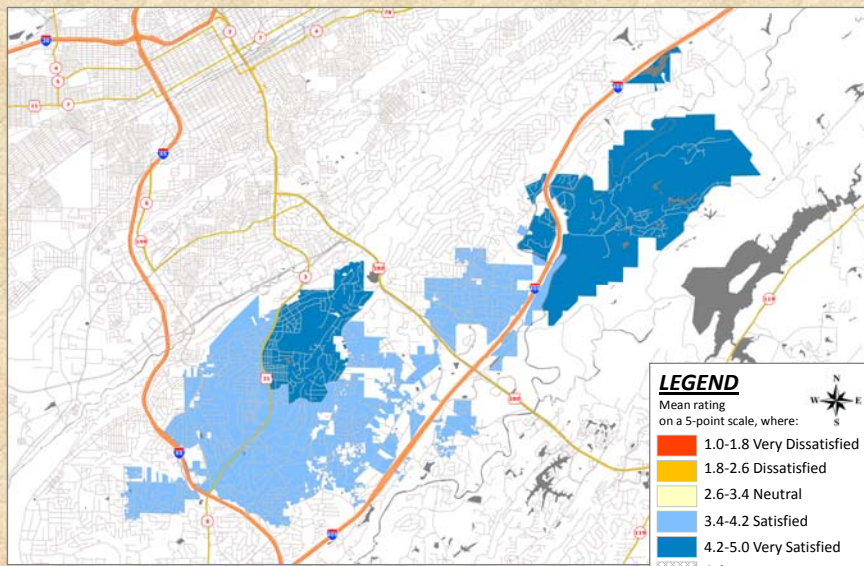
Q10c. Maintenance of street signs.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

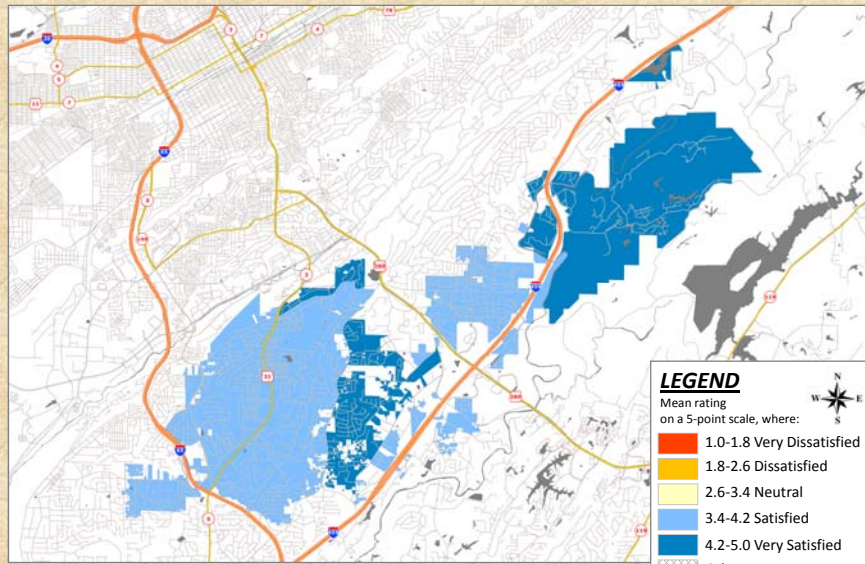
Q10d. Maintenance of traffic signals.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

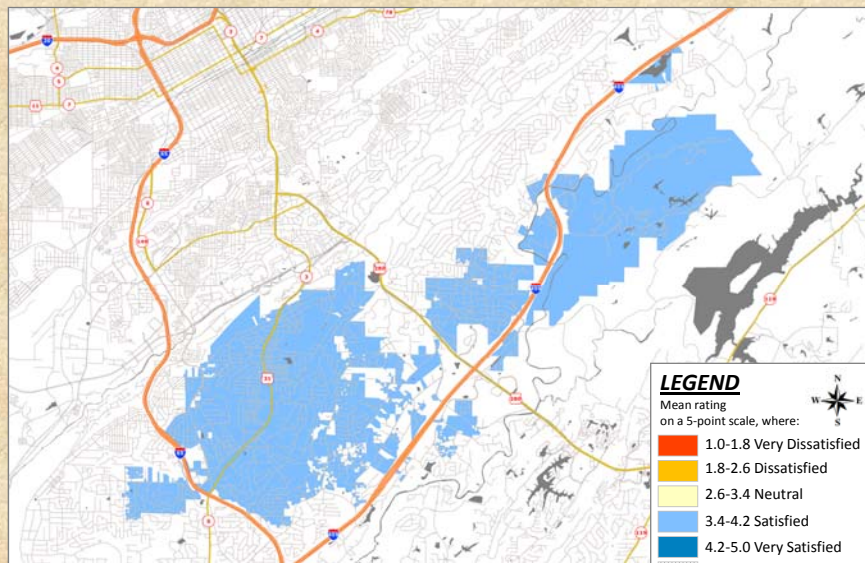
Q10e. Maintenance of City buildings.



2011 City of Vestavia Hills Citizen Survey

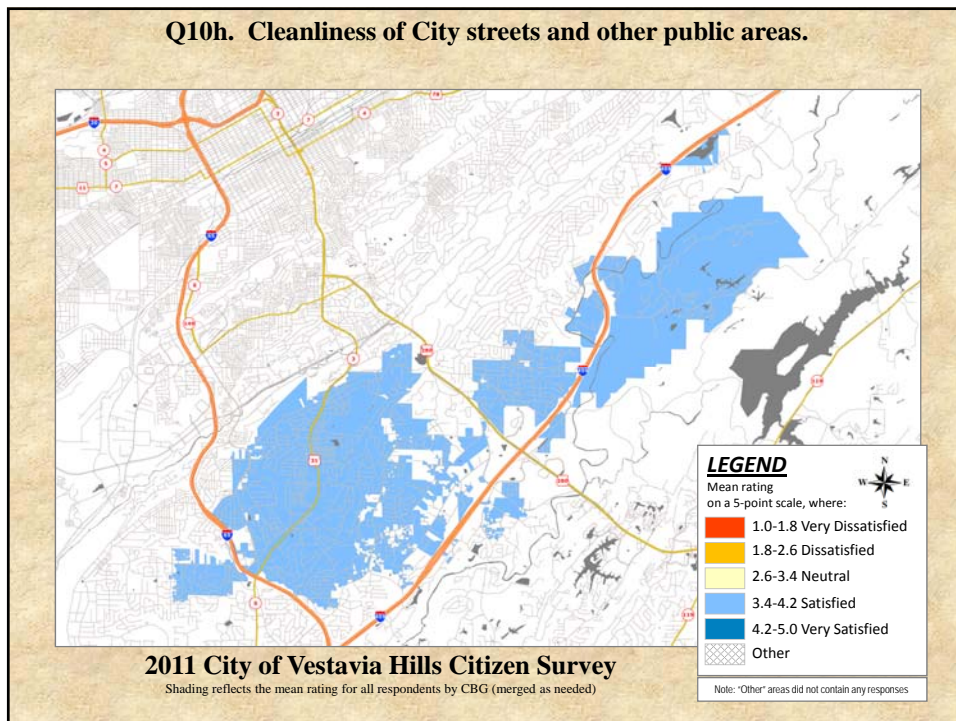
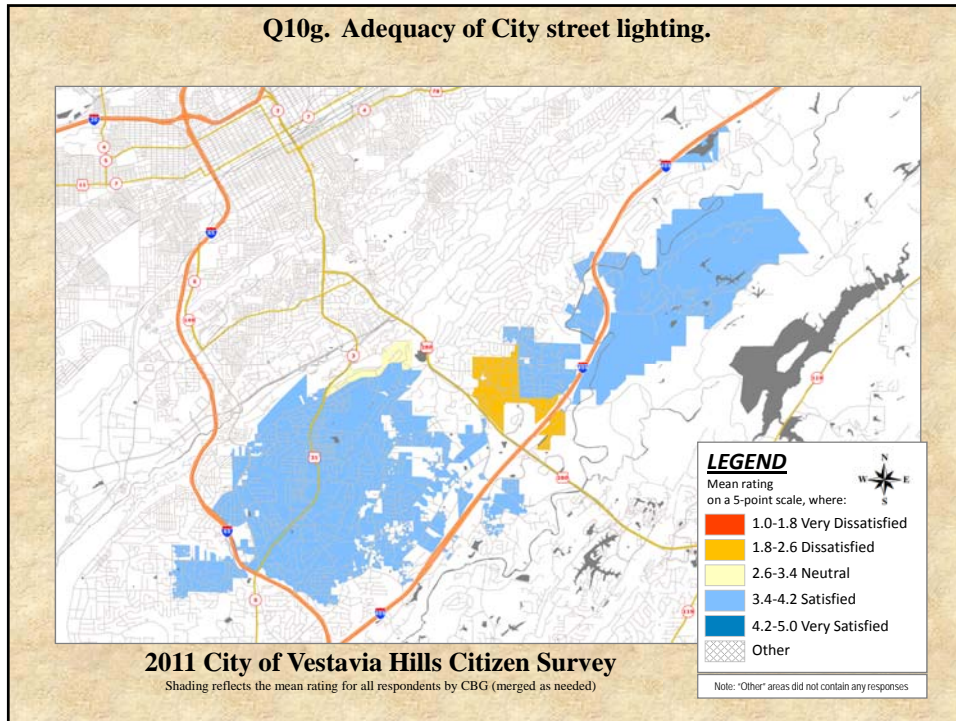
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q10f. Mowing and trimming along streets and other public areas.

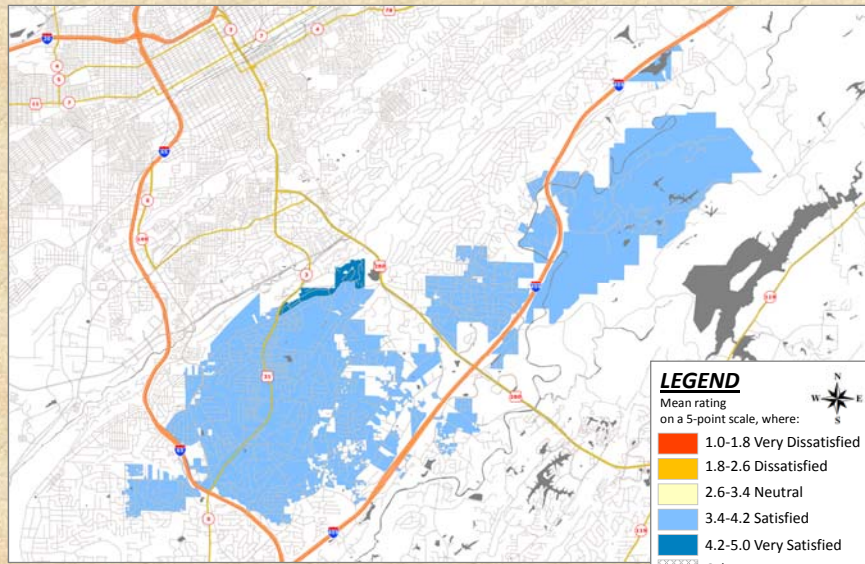


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)



Q12a. Maintenance of City parks.



2011 City of Vestavia Hills Citizen Survey

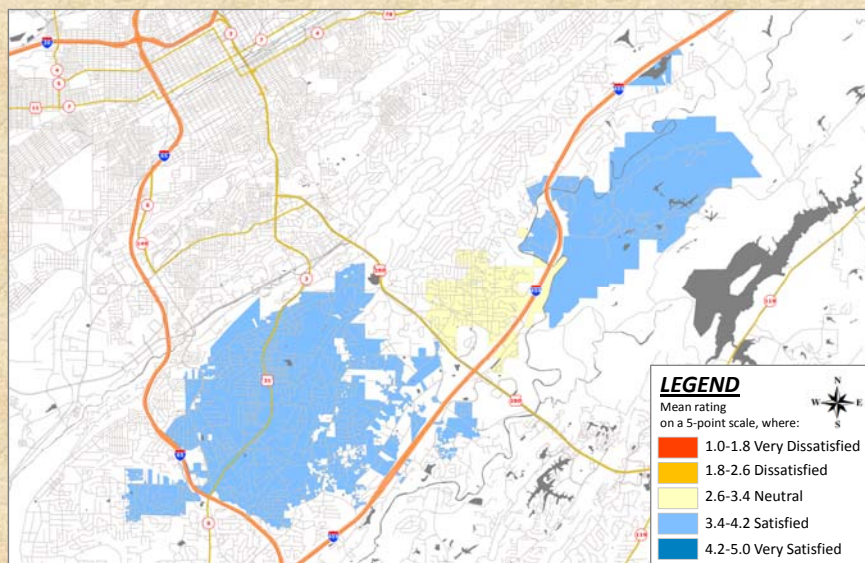
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

Q12b. Number of City parks.



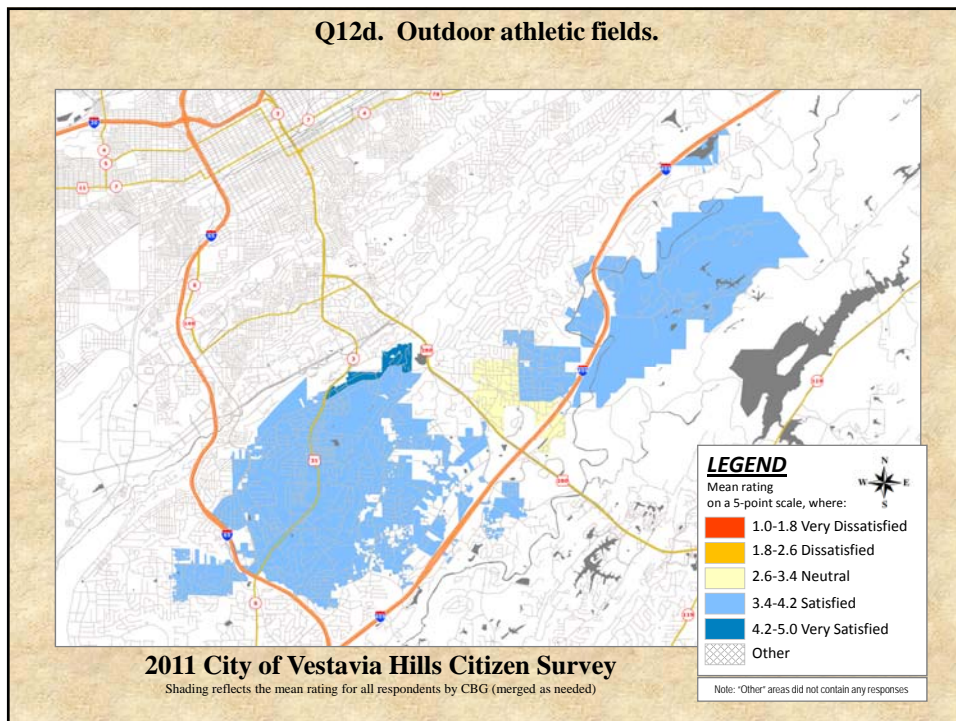
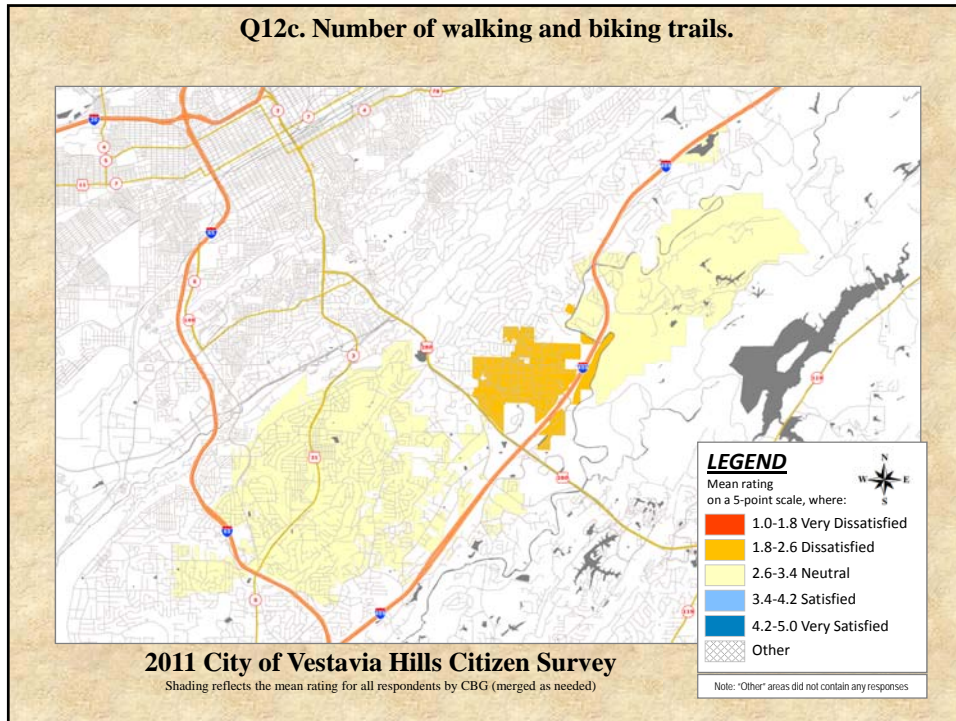
2011 City of Vestavia Hills Citizen Survey

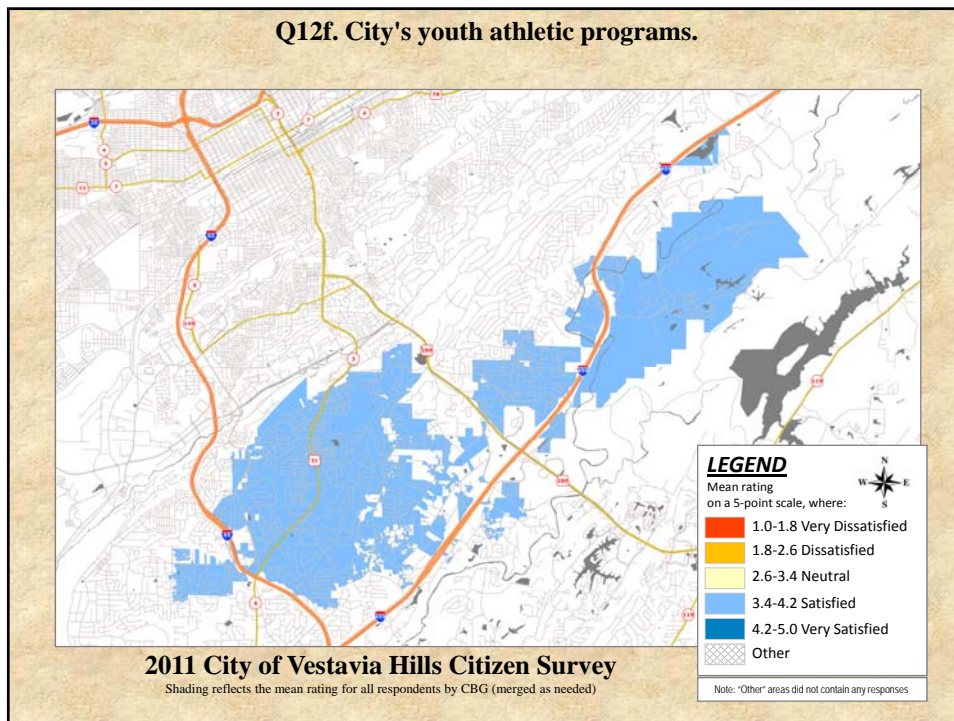
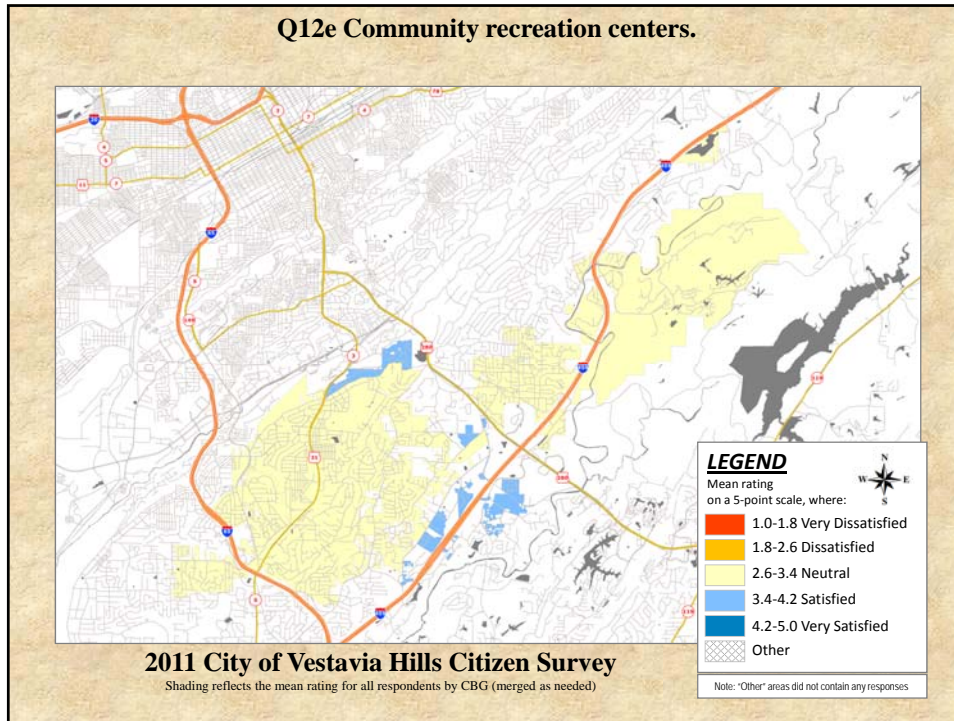
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
 Mean rating on a 5-point scale, where:

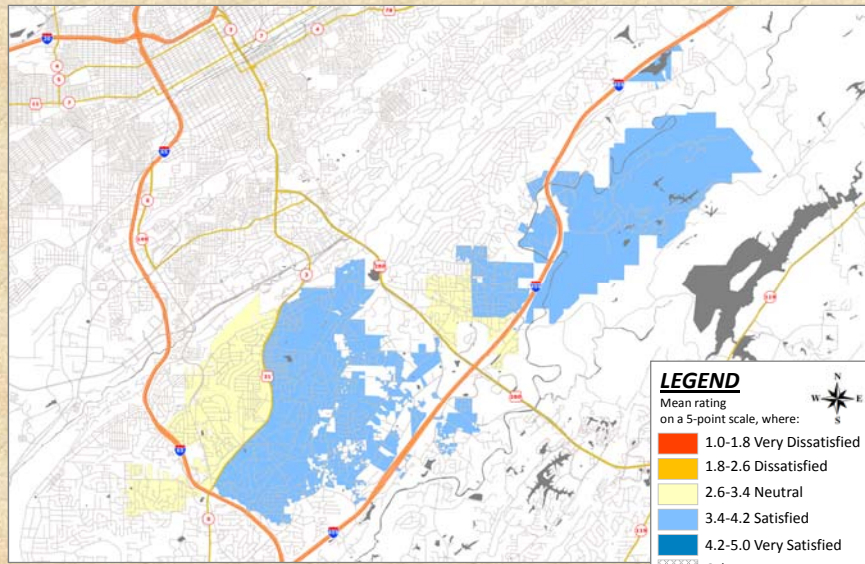
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses





Q12g. City's adult athletic programs.

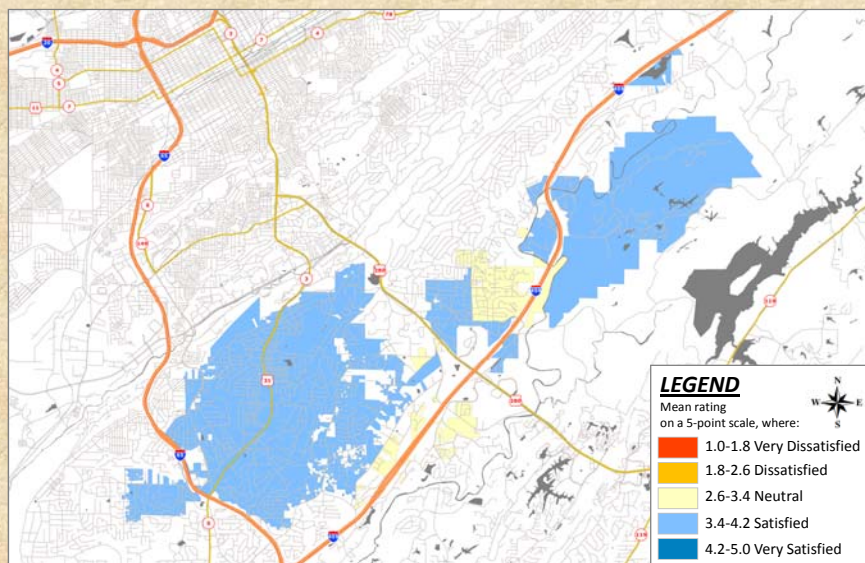


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

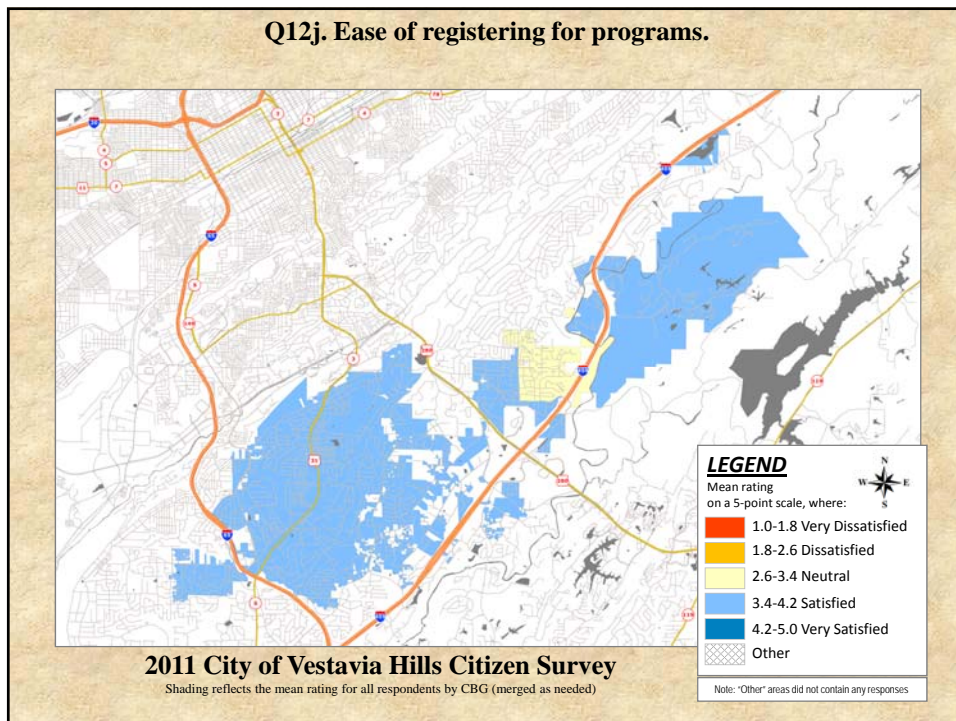
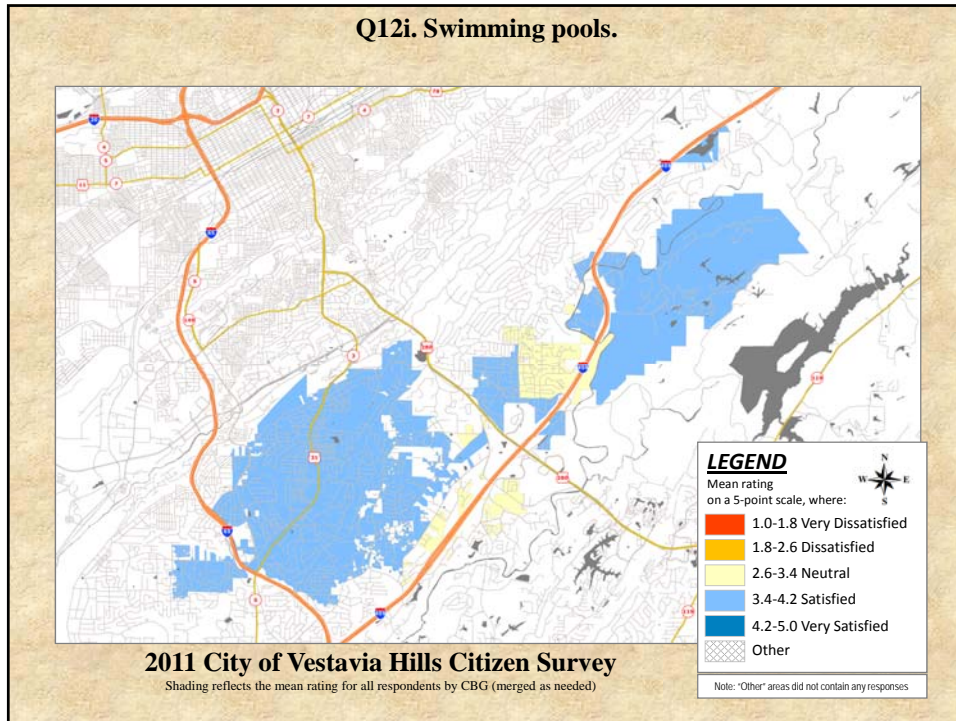
Q12h. City recreational programs.



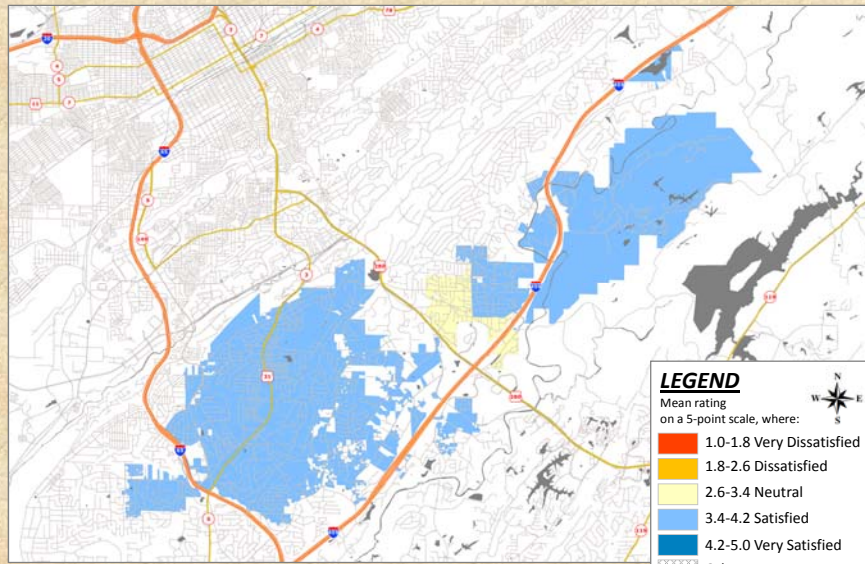
2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses



Q12k. Fees charged for recreational programs.



2011 City of Vestavia Hills Citizen Survey

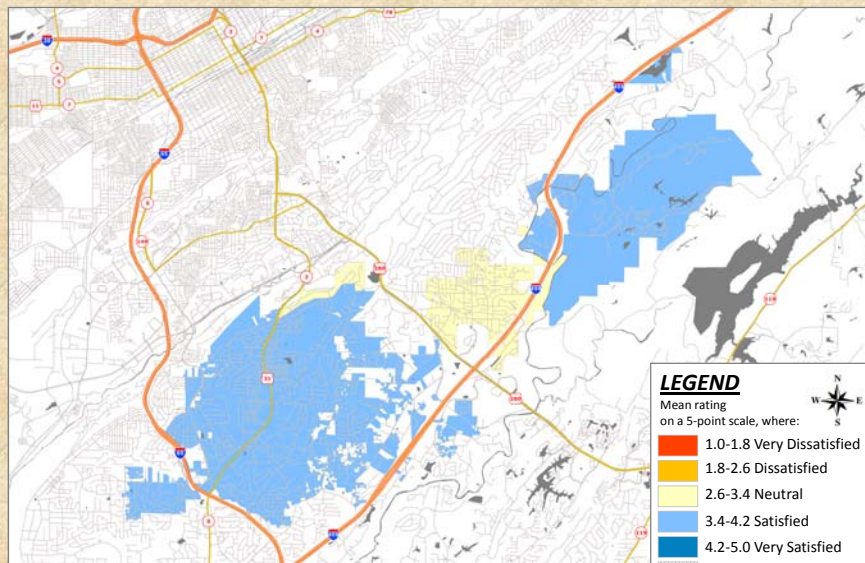
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

Q14a. Availability of information.



2011 City of Vestavia Hills Citizen Survey

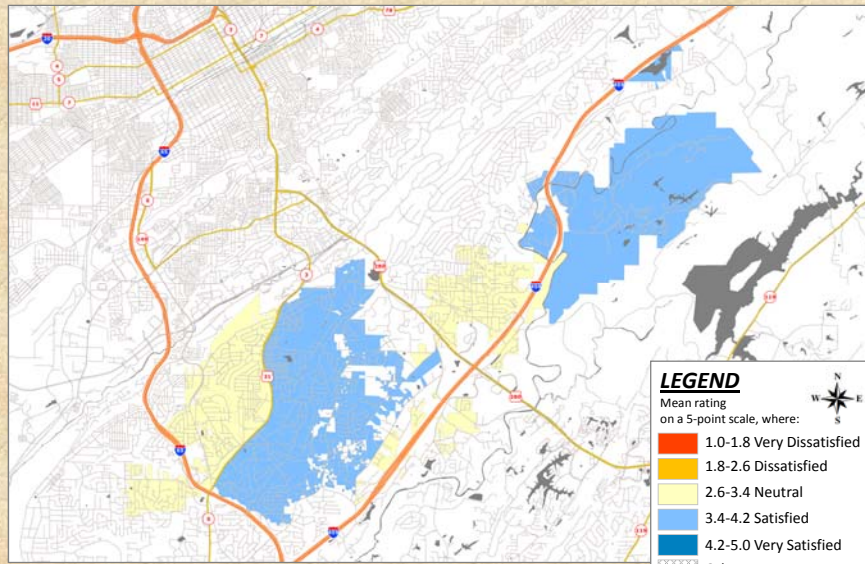
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

Q14b. Level of public involvement.

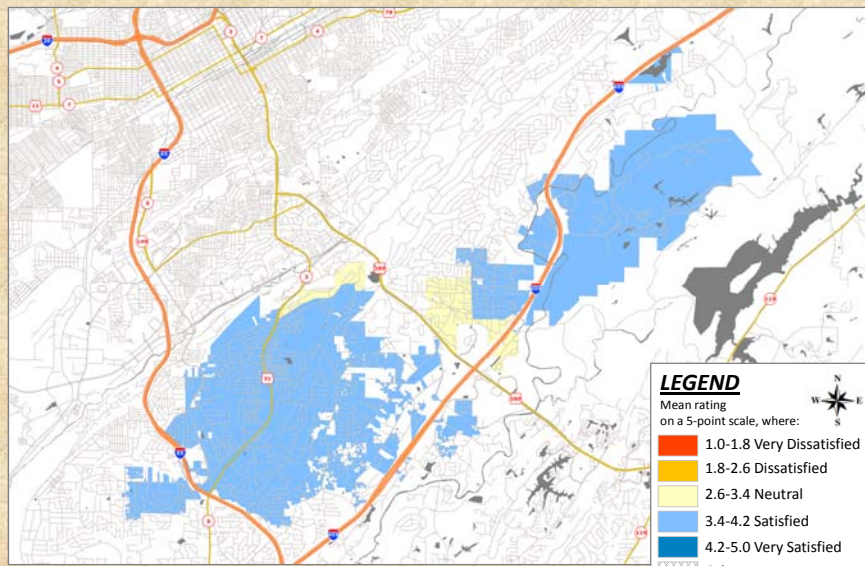


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

Q14c. Community newsletter.

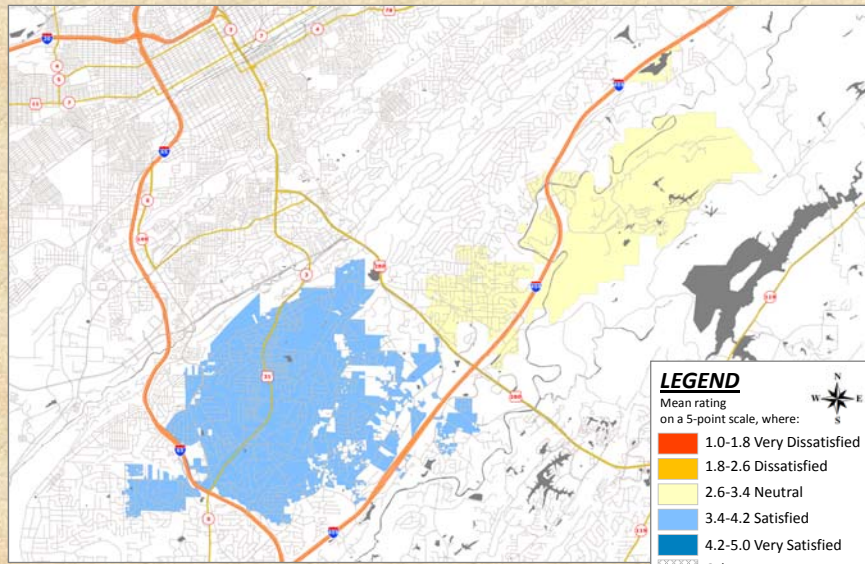


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

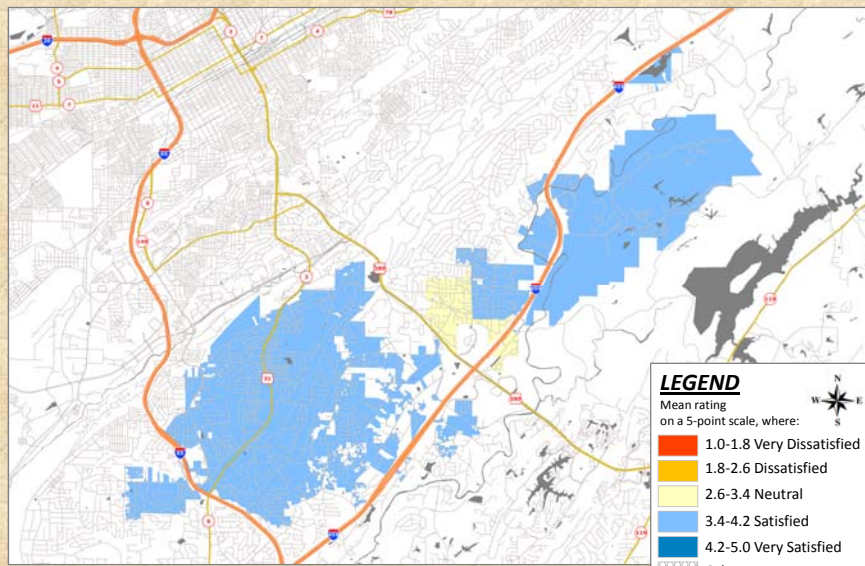
Q14d. Availability of information service.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

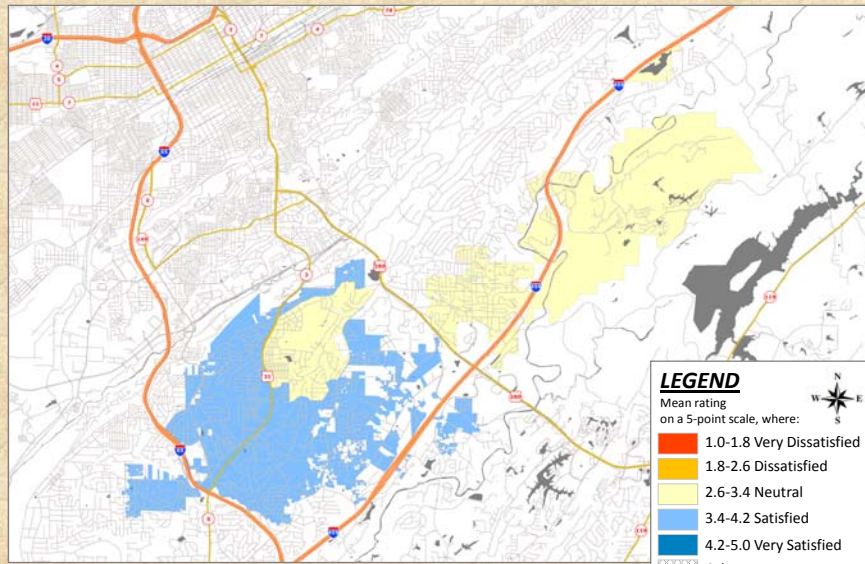
Q14e. Quality of city website.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q14f. Transparency of City government.

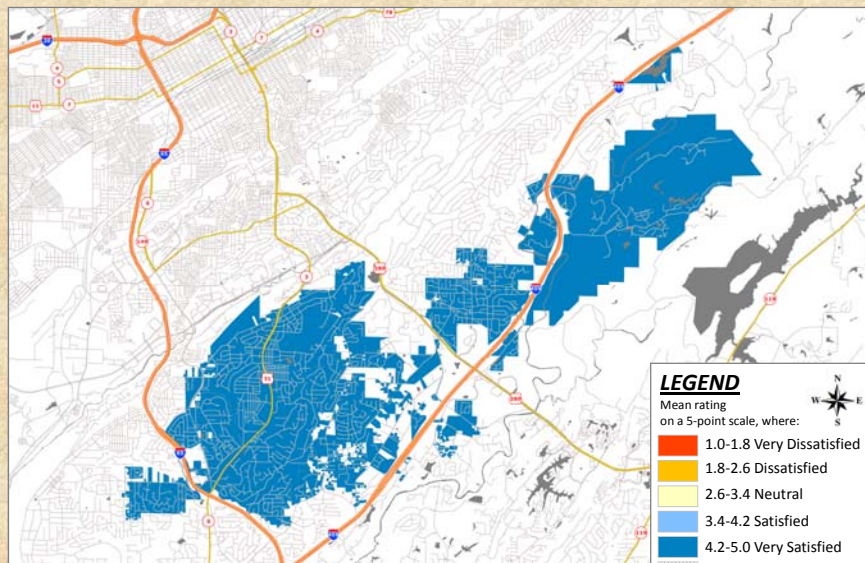


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

Q28a. Residential trash collection.

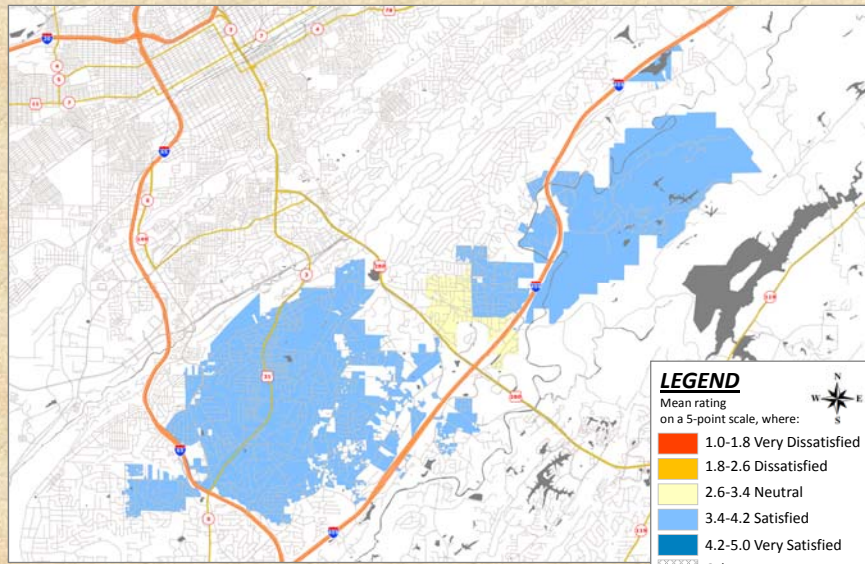


2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

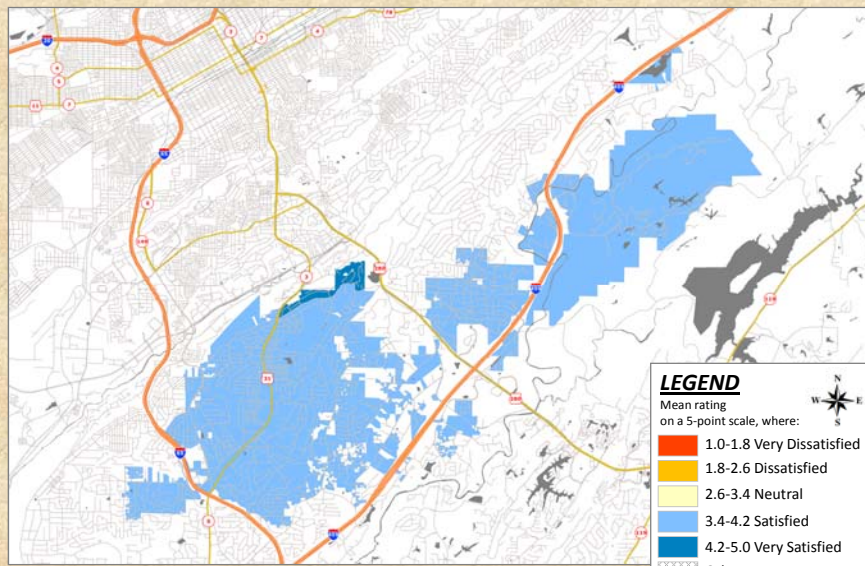
Q28b. Brush and bulky removal services.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

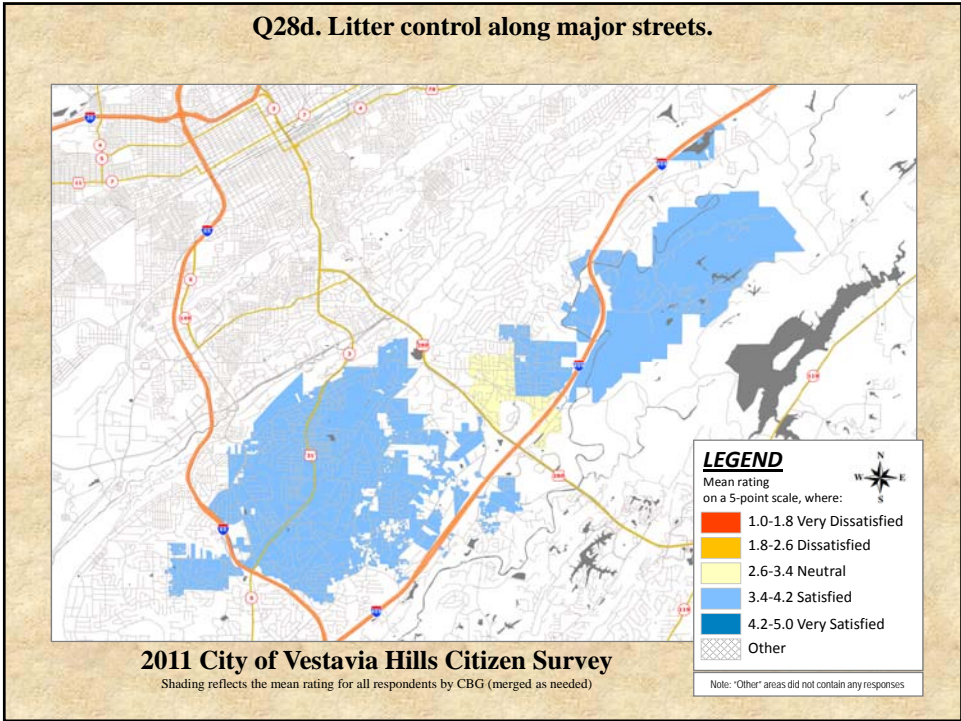
Q28c. Recycling programs.



2011 City of Vestavia Hills Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q28d. Litter control along major streets.



Section 5:
Tabular Data
and Survey Instrument

2011 Vestavia Hills, AL DirectionFinder® Survey Results

Q1. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below:

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of school system	53.5%	23.9%	3.0%	1.9%	0.0%	17.8%
Q1b. Quality of public safety services	49.5%	38.3%	5.9%	1.9%	0.0%	4.4%
Q1c. Quality of parks & recreation programs & facilities	28.5%	42.1%	14.6%	5.1%	1.9%	7.8%
Q1d. Maintenance of streets & facilities	16.1%	43.6%	25.8%	10.8%	2.5%	1.3%
Q1e. Enforcement of codes & ordinances	16.9%	38.7%	22.0%	6.1%	1.1%	15.2%
Q1f. Quality of customer service from City employees	24.5%	40.2%	19.2%	1.3%	0.2%	14.6%
Q1g. Effectiveness of communication between City & public	21.8%	42.9%	22.8%	5.9%	1.7%	4.9%
Q1h. Quality of stormwater runoff/stormwater management system	16.7%	36.2%	23.3%	9.3%	2.3%	12.3%
Q1i. Quality of public library facilities & services	56.9%	27.3%	5.7%	2.7%	0.6%	6.8%
Q1j. Flow of traffic & congestion management	20.7%	44.6%	19.2%	12.1%	1.7%	1.7%

2011 Vestavia Hills, AL DirectionFinder® Survey Results

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

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of school system	65.0%	29.0%	3.6%	2.3%	0.0%
Q1b. Quality of public safety services	51.8%	40.0%	6.2%	2.0%	0.0%
Q1c. Quality of parks & recreation programs & facilities	31.0%	45.6%	15.8%	5.5%	2.1%
Q1d. Maintenance of streets & facilities	16.3%	44.1%	26.1%	10.9%	2.6%
Q1e. Enforcement of codes & ordinances	20.0%	45.6%	25.9%	7.2%	1.2%
Q1f. Quality of customer service from City employees	28.7%	47.0%	22.5%	1.5%	0.2%
Q1g. Effectiveness of communication between City & public	22.9%	45.1%	24.0%	6.2%	1.8%
Q1h. Quality of stormwater runoff/stormwater management system	19.0%	41.2%	26.5%	10.6%	2.7%
Q1i. Quality of public library facilities & services	61.0%	29.3%	6.1%	2.9%	0.7%
Q1j. Flow of traffic & congestion management	21.1%	45.4%	19.6%	12.3%	1.7%

Q2. Which THREE of the items listed in Question #1 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of school system	120	25.4 %
Quality of public safety services	40	8.5 %
Quality of P&R programs & facilities	43	9.1 %
Maintenance of streets & facilities	85	18.0 %
Enforcement of codes & ordinances	19	4.0 %
Quality of customer service from City employees	2	0.4 %
Effectiveness of communication between City & public	12	2.5 %
Quality of stormwater runoff/stormwater management system	28	5.9 %
Quality of public library facilities & services	7	1.5 %
Flow of traffic & congestion management	67	14.2 %
None chosen	50	10.6 %
Total	473	100.0 %

Q2. Which THREE of the items listed in Question #1 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of school system	42	8.9 %
Quality of public safety services	63	13.3 %
Quality of P&R programs & facilities	46	9.7 %
Maintenance of streets & facilities	93	19.7 %
Enforcement of codes & ordinances	21	4.4 %
Quality of customer service from City employees	10	2.1 %
Effectiveness of communication between City & public	22	4.7 %
Quality of stormwater runoff/stormwater management system	35	7.4 %
Quality of public library facilities & services	11	2.3 %
Flow of traffic & congestion management	59	12.5 %
None chosen	71	15.0 %
Total	473	100.0 %

Q2. Which THREE of the items listed in Question #1 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of school system	25	5.3 %
Quality of public safety services	43	9.1 %
Quality of P&R programs & facilities	47	9.9 %
Maintenance of streets & facilities	62	13.1 %
Enforcement of codes & ordinances	26	5.5 %
Quality of customer service from City employees	15	3.2 %
Effectiveness of communication between City & public	41	8.7 %
Quality of stormwater runoff/stormwater management system	36	7.6 %
Quality of public library facilities & services	22	4.7 %
Flow of traffic & congestion management	55	11.6 %
None chosen	101	21.4 %
Total	473	100.0 %

Q2. Which THREE of the items listed in Question #1 do you think should receive the most emphasis from City leaders over the next TWO Years? (top 3)

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of school system	187	39.5 %
Quality of public safety services	146	30.9 %
Quality of P&R programs & facilities	136	28.8 %
Maintenance of streets & facilities	240	50.7 %
Enforcement of codes & ordinances	66	14.0 %
Quality of customer service from City employees	27	5.7 %
Effectiveness of communication between City & public	75	15.9 %
Quality of stormwater runoff/stormwater management system	99	20.9 %
Quality of public library facilities & services	40	8.5 %
Flow of traffic & congestion management	181	38.3 %
None chosen	50	10.6 %
Total	1247	

2011 Vestavia Hills, AL DirectionFinder® Survey Results

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

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Quality of services provided by City	28.5%	54.5%	11.4%	3.2%	0.4%	1.9%
Q3b. Value you receive for City tax dollars & fees	21.4%	45.9%	20.5%	8.0%	1.9%	2.3%
Q3c. Overall image of City	27.3%	48.6%	15.0%	5.7%	2.3%	1.1%
Q3d. Quality of life in City	37.8%	52.6%	7.4%	0.8%	0.8%	0.4%
Q3e. Overall appearance of City	20.7%	45.2%	19.5%	11.0%	2.7%	0.8%

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

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Quality of services provided by City	29.1%	55.6%	11.6%	3.2%	0.4%
Q3b. Value you receive for City tax dollars & fees	21.9%	47.0%	21.0%	8.2%	1.9%
Q3c. Overall image of City	27.6%	49.1%	15.2%	5.8%	2.4%
Q3d. Quality of life in City	38.0%	52.9%	7.4%	0.8%	0.8%
Q3e. Overall appearance of City	20.9%	45.6%	19.6%	11.1%	2.8%

2011 Vestavia Hills, AL DirectionFinder® Survey Results

Q4. Please rate the City of Vestavia Hills on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

(N=473)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a. As a place to live	60.9%	35.3%	2.1%	0.4%	0.4%	0.8%
Q4b. As a place to raise children	62.8%	27.5%	3.4%	0.6%	0.0%	5.7%
Q4c. As a place to work	30.7%	22.2%	15.6%	4.2%	0.8%	26.4%

Q4. Please rate the City of Vestavia Hills on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor." (without "don't know")

(N=473)

	Excellent	Good	Neutral	Below Average	Poor
Q4a. As a place to live	61.4%	35.6%	2.1%	0.4%	0.4%
Q4b. As a place to raise children	66.6%	29.1%	3.6%	0.7%	0.0%
Q4c. As a place to work	41.7%	30.2%	21.3%	5.7%	1.1%

2011 Vestavia Hills, AL DirectionFinder® Survey Results

Q5. For each of the items of Public Safety, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Quality of local police protection	38.1%	46.1%	9.5%	2.7%	0.0%	3.6%
Q5b. Visibility of police in neighborhoods	26.8%	41.4%	19.2%	9.3%	1.1%	2.1%
Q5c. Visibility of police in retail areas	20.5%	42.5%	25.2%	6.1%	0.4%	5.3%
Q5d. City's efforts to prevent crime	24.9%	40.4%	18.0%	5.7%	1.1%	9.9%
Q5e. Police quick response to emergencies	29.6%	34.9%	8.5%	2.1%	1.1%	23.9%
Q5f. Enforcement of local traffic laws	22.4%	41.6%	19.0%	4.2%	1.9%	10.8%
Q5g. Police safety education programs	18.8%	22.8%	17.1%	2.1%	0.4%	38.7%
Q5h. Quality of local fire protection	33.2%	35.9%	9.1%	0.0%	0.4%	21.4%
Q5i. Quality of local ambulance service	29.0%	26.8%	12.9%	0.4%	0.2%	30.7%
Q5j. Fire/emergency services personnel respond to emergencies	34.9%	25.6%	9.9%	0.6%	0.4%	28.5%
Q5k. Fire safety education programs	16.7%	19.9%	18.4%	2.1%	0.4%	42.5%
Q5l. Quality of animal control	14.0%	27.3%	21.6%	9.7%	1.9%	25.6%
Q5m. Enforcement of speed limits in neighborhoods	18.0%	35.9%	19.2%	12.7%	5.9%	8.2%

2011 Vestavia Hills, AL DirectionFinder® Survey Results

Q5. For each of the items of Public Safety, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Quality of local police protection	39.5%	47.8%	9.9%	2.9%	0.0%
Q5b. Visibility of police in neighborhoods	27.4%	42.3%	19.7%	9.5%	1.1%
Q5c. Visibility of police in retail areas	21.7%	44.9%	26.6%	6.5%	0.4%
Q5d. City's efforts to prevent crime	27.7%	44.8%	20.0%	6.3%	1.2%
Q5e. Police quick response to emergencies	38.9%	45.8%	11.1%	2.8%	1.4%
Q5f. Enforcement of local traffic laws	25.1%	46.7%	21.3%	4.7%	2.1%
Q5g. Police safety education programs	30.7%	37.2%	27.9%	3.4%	0.7%
Q5h. Quality of local fire protection	42.2%	45.7%	11.6%	0.0%	0.5%
Q5i. Quality of local ambulance service	41.8%	38.7%	18.6%	0.6%	0.3%
Q5j. Fire/emergency services personnel respond to emergencies	48.8%	35.8%	13.9%	0.9%	0.6%
Q5k. Fire safety education programs	29.0%	34.6%	32.0%	3.7%	0.7%
Q5l. Quality of animal control	18.8%	36.6%	29.0%	13.1%	2.6%
Q5m. Enforcement of speed limits in neighborhoods	19.6%	39.2%	21.0%	13.8%	6.5%

Q6. Which THREE of the public safety items listed above in Question #5 do you think should receive the most emphasis from City leaders over the next TWO Years?

Q6. Top choice	Number	Percent
Quality of local police protection	76	16.1 %
Visibility of police in neighborhoods	70	14.8 %
Visibility of police in retail areas	10	2.1 %
City's efforts to prevent crime	91	19.2 %
Police quick response to emergencies	20	4.2 %
Enforcement of local traffic laws	13	2.7 %
Police safety education programs	8	1.7 %
Quality of local fire protection	6	1.3 %
Quality of local ambulance service	2	0.4 %
Fire/emergency personnel respond to emergencies	13	2.7 %
Fire safety education programs	4	0.8 %
Quality of animal control	24	5.1 %
Enforcement of speed limits in neighborhoods	62	13.1 %
None chosen	74	15.6 %
Total	473	100.0 %

Q6. Which THREE of the public safety items listed above in Question #5 do you think should receive the most emphasis from City leaders over the next TWO Years?

Q6. 2nd choice	Number	Percent
Quality of local police protection	29	6.1 %
Visibility of police in neighborhoods	75	15.9 %
Visibility of police in retail areas	35	7.4 %
City's efforts to prevent crime	46	9.7 %
Police quick response to emergencies	24	5.1 %
Enforcement of local traffic laws	23	4.9 %
Police safety education programs	12	2.5 %
Quality of local fire protection	34	7.2 %
Quality of local ambulance service	8	1.7 %
Fire/emergency personnel respond to emergencies	21	4.4 %
Fire safety education programs	7	1.5 %
Quality of animal control	20	4.2 %
Enforcement of speed limits in neighborhoods	38	8.0 %
None chosen	101	21.4 %
Total	473	100.0 %

2011 Vestavia Hills, AL DirectionFinder® Survey Results

Q6. Which THREE of the public safety items listed above in Question #5 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of local police protection	29	6.1 %
Visibility of police in neighborhoods	50	10.6 %
Visibility of police in retail areas	32	6.8 %
City's efforts to prevent crime	48	10.1 %
Police quick response to emergencies	16	3.4 %
Enforcement of local traffic laws	29	6.1 %
Police safety education programs	6	1.3 %
Quality of local fire protection	22	4.7 %
Quality of local ambulance service	14	3.0 %
Fire/emergency personnel respond to emergencies	35	7.4 %
Fire safety education programs	10	2.1 %
Quality of animal control	27	5.7 %
Enforcement of speed limits in neighborhoods	31	6.6 %
<u>None chosen</u>	<u>124</u>	<u>26.2 %</u>
Total	473	100.0 %

Q6. Which THREE of the public safety items listed above in Question #5 do you think should receive the most emphasis from City leaders over the next TWO Years? (top 3)

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of local police protection	134	28.3 %
Visibility of police in neighborhoods	195	41.2 %
Visibility of police in retail areas	77	16.3 %
City's efforts to prevent crime	185	39.1 %
Police quick response to emergencies	60	12.7 %
Enforcement of local traffic laws	65	13.7 %
Police safety education programs	26	5.5 %
Quality of local fire protection	62	13.1 %
Quality of local ambulance service	24	5.1 %
Fire/emergency personnel respond to emergencies	69	14.6 %
Fire safety education programs	21	4.4 %
Quality of animal control	71	15.0 %
Enforcement of speed limits in neighborhoods	131	27.7 %
<u>None chosen</u>	<u>74</u>	<u>15.6 %</u>
Total	1194	

Q7. Have you ever called the "911", the Vestavia Hills Public Safety Call Center?

<u>Q7. Have you ever called "911"</u>	<u>Number</u>	<u>Percent</u>
Yes	183	38.7 %
No	289	61.1 %
No response	1	0.2 %
Total	473	100.0 %

Q7. Have you ever called the "911", the Vestavia Hills Public Safety Call Center? (without "no response")

<u>Q7. Have you ever called "911"</u>	<u>Number</u>	<u>Percent</u>
Yes	183	38.8 %
No	289	61.2 %
Total	472	100.0 %

Q7a. If YES to Question #7, how was the service?

(N=183)

	<u>Yes</u>	<u>No</u>	<u>No response</u>
Q7a. Was your call answered in a timely manner	95.1%	3.8%	1.1%
Q7b. Were you treated professionally	97.3%	1.6%	1.1%
Q7c. Did call taker's action result in a satisfactory resolution	92.3%	6.6%	1.1%

Q7a. If YES to Question #7, how was the service? (without "no response")

(N=183)

	<u>Yes</u>	<u>No</u>
Q7a. Was your call answered in a timely manner	96.1%	3.9%
Q7b. Were you treated professionally	98.3%	1.7%
Q7c. Did call taker's action result in a satisfactory resolution	93.3%	6.7%

2011 Vestavia Hills, AL DirectionFinder® Survey Results

Q8. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

(N=473)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
Q8a. In your neighborhood during day	74.4%	22.6%	1.7%	0.4%	0.8%
Q8b. In your neighborhood at night	59.0%	35.9%	3.6%	0.2%	1.3%
Q8c. In City parks	42.3%	34.2%	3.8%	0.0%	19.7%
Q8d. In commercial & retail areas	55.4%	38.3%	2.5%	0.0%	3.8%
Q8e. Overall feeling of safety	64.7%	33.0%	1.5%	0.0%	0.8%

Q8. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (without "don't know")

(N=473)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe
Q8a. In your neighborhood during day	75.1%	22.8%	1.7%	0.4%
Q8b. In your neighborhood at night	59.7%	36.4%	3.6%	0.2%
Q8c. In City parks	52.6%	42.6%	4.7%	0.0%
Q8d. In commercial & retail areas	57.6%	39.8%	2.6%	0.0%
Q8e. Overall feeling of safety	65.2%	33.3%	1.5%	0.0%

2011 Vestavia Hills, AL DirectionFinder® Survey Results

Q9. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Enforcing clean up of litter & debris on private property	14.6%	37.2%	19.2%	11.6%	3.4%	14.0%
Q9b. Enforcing mowing & trimming of private property	12.9%	36.8%	21.4%	9.9%	3.6%	15.4%
Q9c. Enforcing exterior maintenance of residential property	11.8%	32.8%	24.9%	11.8%	3.6%	15.0%
Q9d. Enforcing maintenance of business property	13.1%	35.3%	25.4%	8.2%	2.5%	15.4%
Q9e. Enforcing codes designed to protect public safety	15.6%	40.6%	19.0%	1.9%	0.8%	22.0%
Q9f. Enforcing sign regulations	13.5%	35.9%	23.7%	5.5%	2.7%	18.6%

Q9. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Enforcing clean up of litter & debris on private property	17.0%	43.2%	22.4%	13.5%	3.9%
Q9b. Enforcing mowing & trimming of private property	15.3%	43.5%	25.3%	11.8%	4.3%
Q9c. Enforcing exterior maintenance of residential property	13.9%	38.6%	29.4%	13.9%	4.2%
Q9d. Enforcing maintenance of business property	15.5%	41.8%	30.0%	9.8%	3.0%
Q9e. Enforcing codes designed to protect public safety	20.1%	52.0%	24.4%	2.4%	1.1%
Q9f. Enforcing sign regulations	16.6%	44.2%	29.1%	6.8%	3.4%

2011 Vestavia Hills, AL DirectionFinder® Survey Results

Q10. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Maintenance of major City streets	22.8%	49.9%	13.7%	10.1%	1.9%	1.5%
Q10b. Maintenance of sidewalks	26.6%	46.1%	14.4%	4.4%	1.5%	7.0%
Q10c. Maintenance of street signs	24.1%	52.9%	15.9%	4.0%	0.6%	2.5%
Q10d. Maintenance of traffic signals	26.2%	57.9%	11.0%	1.5%	0.4%	3.0%
Q10e. Maintenance of City buildings	24.3%	47.8%	16.3%	0.8%	0.6%	10.1%
Q10f. Mowing & trimming along streets & other public areas	23.9%	51.8%	13.5%	6.8%	1.7%	2.3%
Q10g. Adequacy of City street lighting	18.6%	40.6%	21.1%	13.7%	4.0%	1.9%
Q10h. Cleanliness of City streets/other public areas	23.9%	55.2%	14.8%	3.0%	0.8%	2.3%

2011 Vestavia Hills, AL DirectionFinder® Survey Results

Q10. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Maintenance of major City streets	23.2%	50.6%	13.9%	10.3%	1.9%
Q10b. Maintenance of sidewalks	28.6%	49.5%	15.5%	4.8%	1.6%
Q10c. Maintenance of street signs	24.7%	54.2%	16.3%	4.1%	0.7%
Q10d. Maintenance of traffic signals	27.0%	59.7%	11.3%	1.5%	0.4%
Q10e. Maintenance of City buildings	27.1%	53.2%	18.1%	0.9%	0.7%
Q10f. Mowing & trimming along streets & other public areas	24.5%	53.0%	13.9%	6.9%	1.7%
Q10g. Adequacy of City street lighting	19.0%	41.4%	21.6%	14.0%	4.1%
Q10h. Cleanliness of City streets/other public areas	24.5%	56.5%	15.2%	3.0%	0.9%

Q11. Which THREE of the maintenance/public works items listed above in Question #10 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	146	30.9 %
Maintenance of sidewalks	40	8.5 %
Maintenance of street signs	11	2.3 %
Maintenance of traffic signals	16	3.4 %
Maintenance of City buildings	11	2.3 %
Mowing & trimming along streets/other public areas	40	8.5 %
Adequacy of City street lighting	86	18.2 %
Cleanliness of City streets/other public areas	27	5.7 %
None chosen	96	20.3 %
Total	473	100.0 %

Q11. Which THREE of the maintenance/public works items listed above in Question #10 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	60	12.7 %
Maintenance of sidewalks	44	9.3 %
Maintenance of street signs	26	5.5 %
Maintenance of traffic signals	30	6.3 %
Maintenance of City buildings	14	3.0 %
Mowing & trimming along streets/other public areas	50	10.6 %
Adequacy of City street lighting	76	16.1 %
Cleanliness of City streets/other public areas	43	9.1 %
None chosen	130	27.5 %
Total	473	100.0 %

Q11. Which THREE of the maintenance/public works items listed above in Question #10 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	31	6.6 %
Maintenance of sidewalks	28	5.9 %
Maintenance of street signs	34	7.2 %
Maintenance of traffic signals	21	4.4 %
Maintenance of City buildings	18	3.8 %
Mowing & trimming along streets/other public areas	50	10.6 %
Adequacy of City street lighting	44	9.3 %
Cleanliness of City streets/other public areas	90	19.0 %
None chosen	157	33.2 %
Total	473	100.0 %

Q11. Which THREE of the maintenance/public works items listed above in Question #10 do you think should receive the most emphasis from City leaders over the next TWO Years? (top 3)

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	237	50.1 %
Maintenance of sidewalks	112	23.7 %
Maintenance of street signs	71	15.0 %
Maintenance of traffic signals	67	14.2 %
Maintenance of City buildings	43	9.1 %
Mowing & trimming along streets/other public areas	140	29.6 %
Adequacy of City street lighting	206	43.6 %
Cleanliness of City streets/other public areas	160	33.8 %
None chosen	96	20.3 %
Total	1132	

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Q12. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Maintenance of City parks	18.6%	51.2%	10.4%	3.6%	0.6%	15.6%
Q12b. Number of City Parks	15.0%	38.7%	18.2%	13.1%	1.7%	13.3%
Q12c. Number of walking & biking trails	9.9%	26.8%	19.5%	22.6%	6.8%	14.4%
Q12d. Outdoor athletic fields	17.1%	37.6%	18.8%	5.3%	1.5%	19.7%
Q12e. Community recreational centers	10.4%	29.0%	22.4%	14.8%	4.9%	18.6%
Q12f. City's youth athletic programs	14.6%	31.9%	15.4%	3.2%	0.4%	34.5%
Q12g. City's adult athletic programs	6.8%	19.9%	21.8%	6.3%	0.8%	44.4%
Q12h. City recreational programs	8.0%	20.7%	22.8%	3.8%	1.3%	43.3%
Q12i. Swimming pools	11.4%	29.4%	21.1%	7.6%	1.9%	28.5%
Q12j. Ease of registering for programs	11.0%	30.0%	15.4%	4.2%	0.4%	38.9%
Q12k. Fees charged for recreational programs	9.3%	26.6%	18.8%	6.3%	0.8%	38.1%

2011 Vestavia Hills, AL DirectionFinder® Survey Results

Q12. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Maintenance of City parks	22.1%	60.7%	12.3%	4.3%	0.8%
Q12b. Number of City Parks	17.3%	44.6%	21.0%	15.1%	2.0%
Q12c. Number of walking & biking trails	11.6%	31.4%	22.7%	26.4%	7.9%
Q12d. Outdoor athletic fields	21.3%	46.8%	23.4%	6.6%	1.8%
Q12e. Community recreational centers	12.7%	35.6%	27.5%	18.2%	6.0%
Q12f. City's youth athletic programs	22.3%	48.7%	23.5%	4.8%	0.6%
Q12g. City's adult athletic programs	12.2%	35.7%	39.2%	11.4%	1.5%
Q12h. City recreational programs	14.2%	36.6%	40.3%	6.7%	2.2%
Q12i. Swimming pools	16.0%	41.1%	29.6%	10.7%	2.7%
Q12j. Ease of registering for programs	18.0%	49.1%	25.3%	6.9%	0.7%
Q12k. Fees charged for recreational programs	15.0%	43.0%	30.4%	10.2%	1.4%

Q13. Which THREE of the parks and recreation items listed above in Question #12 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	68	14.4 %
Number of City parks	44	9.3 %
Number of walking & biking trails	100	21.1 %
Outdoor athletic fields	19	4.0 %
Community recreational centers	40	8.5 %
Youth athletic programs	15	3.2 %
Adult athletic programs	13	2.7 %
City recreational programs	6	1.3 %
Swimming pools	15	3.2 %
Ease of registering for programs	1	0.2 %
Fees charged for recreational programs	12	2.5 %
<u>None chosen</u>	<u>140</u>	<u>29.6 %</u>
Total	473	100.0 %

Q13. Which THREE of the parks and recreation items listed above in Question #12 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	42	8.9 %
Number of City parks	52	11.0 %
Number of walking & biking trails	52	11.0 %
Outdoor athletic fields	21	4.4 %
Community recreational centers	50	10.6 %
Youth athletic programs	14	3.0 %
Adult athletic programs	11	2.3 %
City recreational programs	14	3.0 %
Swimming pools	28	5.9 %
Ease of registering for programs	8	1.7 %
Fees charged for recreational programs	10	2.1 %
<u>None chosen</u>	<u>171</u>	<u>36.2 %</u>
Total	473	100.0 %

Q13. Which THREE of the parks and recreation items listed above in Question #12 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q13. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	37	7.8 %
Number of City parks	19	4.0 %
Number of walking & biking trails	40	8.5 %
Outdoor athletic fields	29	6.1 %
Community recreational centers	34	7.2 %
Youth athletic programs	29	6.1 %
Adult athletic programs	13	2.7 %
City recreational programs	14	3.0 %
Swimming pools	30	6.3 %
Ease of registering for programs	12	2.5 %
Fees charged for recreational programs	22	4.7 %
<u>None chosen</u>	<u>194</u>	<u>41.0 %</u>
Total	473	100.0 %

Q13. Which THREE of the parks and recreation items listed above in Question #12 do you think should receive the most emphasis from City leaders over the next TWO Years? (top 3)

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	147	31.1 %
Number of City parks	115	24.3 %
Number of walking & biking trails	192	40.6 %
Outdoor athletic fields	69	14.6 %
Community recreational centers	124	26.2 %
Youth athletic programs	58	12.3 %
Adult athletic programs	37	7.8 %
City recreational programs	34	7.2 %
Swimming pools	73	15.4 %
Ease of registering for programs	21	4.4 %
Fees charged for recreational programs	44	9.3 %
<u>None chosen</u>	<u>140</u>	<u>29.6 %</u>
Total	1054	

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Q14. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Availability of information about City programs & services	14.2%	38.1%	24.7%	10.6%	2.1%	10.4%
Q14b. Level of public involvement in local decision making	11.6%	35.3%	25.2%	10.6%	2.3%	15.0%
Q14c. Quality of community newsletter	22.4%	42.5%	20.9%	4.4%	1.9%	7.8%
Q14d. Availability of information on other City services & programs	13.5%	29.8%	27.9%	11.4%	1.7%	15.6%
Q14e. Quality of City's web page	11.0%	24.9%	20.9%	5.3%	1.7%	36.2%
Q14f. Transparency of City government/City's willingness to openly share information with community	10.8%	31.5%	25.8%	6.3%	3.8%	21.8%

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Q14. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Availability of information about City programs & services	15.8%	42.5%	27.6%	11.8%	2.4%
Q14b. Level of public involvement in local decision making	13.7%	41.5%	29.6%	12.4%	2.7%
Q14c. Quality of community newsletter	24.3%	46.1%	22.7%	4.8%	2.1%
Q14d. Availability of information on other City services & programs	16.0%	35.3%	33.1%	13.5%	2.0%
Q14e. Quality of City's web page	17.2%	39.1%	32.8%	8.3%	2.6%
Q14f. Transparency of City government/City's willingness to openly share information with community	13.8%	40.3%	33.0%	8.1%	4.9%

Q15. Do you have access to the internet at home?

<u>Q15. Have internet access at home</u>	<u>Number</u>	<u>Percent</u>
Yes	436	92.2 %
No	31	6.6 %
No response	6	1.3 %
Total	473	100.0 %

Q15. Do you have access to the internet at home? (without "no response")

<u>Q15. Have internet access at home</u>	<u>Number</u>	<u>Percent</u>
Yes	436	93.4 %
No	31	6.6 %
Total	467	100.0 %

Q15a. If "yes" to Question #15, do you have high speed, broadband or dial-up internet access at home?

<u>Q15a. What kind of access</u>	<u>Number</u>	<u>Percent</u>
Broadband (DSL/cable)	409	93.8 %
Dial-up	22	5.0 %
Don't know	5	1.1 %
Total	436	100.0 %

Q15a. If "yes" to Question #15, do you have high speed, broadband or dial-up internet access at home? (without "don't know")

<u>Q15a. What kind of access</u>	<u>Number</u>	<u>Percent</u>
Broadband (DSL/cable)	409	94.9 %
Dial-up	22	5.1 %
Total	431	100.0 %

Q16. Have you contacted the City with a question, problem, or complaint during the past year?

<u>Q16. Have you contacted City</u>	<u>Number</u>	<u>Percent</u>
Yes	146	30.9 %
No	293	61.9 %
No response	34	7.2 %
Total	473	100.0 %

**Q16. Have you contacted the City with a question, problem, or complaint during the past year?
(without "no response")**

<u>Q16. Have you contacted City</u>	<u>Number</u>	<u>Percent</u>
Yes	146	33.3 %
No	293	66.7 %
Total	439	100.0 %

Q16a. If YES to Question #16, which City department did you contact most recently?

Q16a Which City Dept contacted

ADMINISTRATION
ANIMAL CONTROL
ANIMAL CONTROL
ANIMAL CONTROL
ANIMAL CONTROL
ANIMAL CONTROL
ANIMAL CONTROL
ANIMAL CONTROL
ANIMAL CONTROL
BLDG DEPT
BLDG PERMIT
CHAMBER OF COMMERCE
CITY CLERK
CITY CLERK
CITY COUNCIL
CITY HALL
CITY HALL
CITY HALL
CITY HALL
CITY MAINTENANCE
CITY MAINTENANCE
CITY MANAGER
CODES & ORDINANCES
COUNCIL
CITY HALL/STREET/SANITATION
ENGINEERING
FIRE DEPT
FIRE DEPT
GARBAGE
GARBAGE
GARBAGE
GARBAGE COLLECTION
GARBAGE COLLECTION
GARBAGE COLLECTION
GARBAGE PICK UP
GARBAGE PICK UP
INSPECTION DEPT
LEAF & LIMB SERVICE
LIBRARY
LIBRARY

Q16a. If YES to Question #16, which City department did you contact most recently?

Q16a Which City Dept contacted

PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS, MAYOR
PUBLIC WORKS/STREET MAINT
RECREATION
RESIDENTIAL
SANITATION
SANITATION
SANITATION
SANITATION
SANITATION DEPT
SANITATION/TRASH PICK UP
SERVICE
SIDEWALKS
SIGNS/SPEEDING
STREET
STREET & SANITATION
STREET & SANITATION
STREET MAINT
STREET SIGNS
STREETS
STREETS
STREETS & SANITATION
STREETS/MAINT
STREETS/SANITATION
TRAFFIC, MAYORS OFFICE
TRAFFIC ENGR
TRAFFIC LIGHTS
TRASH/GARBAGE
TRASH
TRASH
TRASH
TRASH
TRASH
TRASH
TRASH/LAWN PICK UP

Q16a. If YES to Question #16, which City department did you contact most recently?

Q16a Which City Dept contacted _____

TRASH PICK UP
TRASH PICK UP
TRASH PICK UP
TRASH PICK UP
TRASH PICK UP
TRASH PICK UP
TRASH PICK UP
TRASH PICK UP
TRASH PICK UP
TRASH PICK UP
TREE/BRUSH CLEAN UP
TREE PICK UP
WASTE MGMT
WATER/PUBLIC WORKS
ZONING
ZONING
ZONING
ZONING

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Q16b-f. (If YES to Question #16) Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City department you listed in Q16a.

(N=146)

	Always	Usually	Sometimes	Seldom	Never	Don't Know
Q16b. They were easy to contact	39.7%	32.9%	18.5%	3.4%	2.1%	3.4%
Q16c. They were courteous & polite	49.3%	28.8%	13.0%	2.1%	1.4%	5.5%
Q16d. They gave prompt, accurate, & complete answers to questions	43.2%	26.0%	11.6%	11.0%	4.8%	3.4%
Q16e. They did what they said they would do in a timely manner	38.4%	22.6%	14.4%	9.6%	6.2%	8.9%
Q16f. They helped you resolve an issue to your satisfaction	37.7%	24.0%	11.6%	8.2%	13.7%	4.8%

Q16b-f. (If YES to Question #16) Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City department you listed in Q16a. (without "don't know")

(N=146)

	Always	Usually	Sometimes	Seldom	Never
Q16b. They were easy to contact	41.1%	34.0%	19.1%	3.5%	2.1%
Q16c. They were courteous & polite	52.2%	30.4%	13.8%	2.2%	1.4%
Q16d. They gave prompt, accurate, & complete answers to questions	44.7%	27.0%	12.1%	11.3%	5.0%
Q16e. They did what they said they would do in a timely manner	42.1%	24.8%	15.8%	10.5%	6.8%
Q16f. They helped you resolve an issue to your satisfaction	39.6%	25.2%	12.2%	8.6%	14.4%

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Q17. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a. Overall quality of leadership provided by City's elected officials	19.7%	42.5%	20.7%	4.7%	0.6%	11.8%
Q17b. Overall effectiveness of appointed boards & commissions	16.5%	37.2%	24.9%	3.6%	0.8%	16.9%
Q17c. Overall effectiveness of Department heads & staff	16.5%	37.0%	22.0%	3.2%	0.6%	20.7%

Q17. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Overall quality of leadership provided by City's elected officials	22.3%	48.2%	23.5%	5.3%	0.7%
Q17b. Overall effectiveness of appointed boards & commissions	19.8%	44.8%	30.0%	4.3%	1.0%
Q17c. Overall effectiveness of Department heads & staff	20.8%	46.7%	27.7%	4.0%	0.8%

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Q18. What priority would you place on the following projects? (please indicate priority, with 1 being the HIGHEST priority and 6 being the LOWEST priority.)

(N=473)

	Highest	2	3	4	5	Lowest
Q18a. Expanded fire protection & facilities	10.3%	16.8%	18.9%	20.9%	22.1%	11.0%
Q18b. Expanded police protection & facilities	24.9%	21.6%	17.3%	15.4%	13.7%	7.1%
Q18c. Road resurfacing & reconstruction	30.8%	16.6%	26.0%	11.0%	8.7%	6.9%
Q18d. Expanded recycling program & facilities	11.9%	12.6%	11.0%	17.4%	15.5%	31.5%
Q18e. New community center & pool	23.3%	11.8%	13.4%	10.8%	15.3%	25.2%
Q18f. Expansion of trails & facilities	16.5%	21.9%	15.3%	15.5%	15.3%	15.5%

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Q19. Using a five-point scale where 5 means "much too slow" and 1 means "much too fast", please rate the City's current pace of development in each of the following areas.

(N=473)

	Much too slow	Slow	Just right	Fast	Much too fast	Don't know
Q19a. Office development	8.7%	24.3%	31.1%	0.8%	1.5%	33.6%
Q19b. High density business development	14.2%	26.4%	23.9%	1.5%	1.5%	32.6%
Q19c. Mixed use development	9.7%	21.1%	27.1%	2.1%	1.5%	38.5%
Q19d. Single-family residential development	3.8%	9.1%	49.9%	6.6%	4.2%	26.4%
Q19e. Retail development	27.9%	30.9%	16.5%	1.3%	2.3%	21.1%

Q19. Using a five-point scale where 5 means "much too slow" and 1 means "much too fast", please rate the City's current pace of development in each of the following areas. (without "don't know")

(N=473)

	Much too slow	Slow	Just right	Fast	Much too fast
Q19a. Office development	13.1%	36.6%	46.8%	1.3%	2.2%
Q19b. High density business development	21.0%	39.2%	35.4%	2.2%	2.2%
Q19c. Mixed use development	15.8%	34.4%	44.0%	3.4%	2.4%
Q19d. Single-family residential development	5.2%	12.4%	67.8%	8.9%	5.7%
Q19e. Retail development	35.4%	39.1%	20.9%	1.6%	2.9%

Q20. In general, how supportive are you of having the City use incentives to attract and expand retail, manufacturing, science & technology, and regional office companies?

Q20. How supportive are you	Number	Percent
Very supportive	236	49.9 %
Somewhat supportive	148	31.3 %
Not sure	68	14.4 %
Not supportive	21	4.4 %
Total	473	100.0 %

Q21. How often do you typically go outside Vestavia Hills city limits to shop?

Q21. How often do you go outside City limits to shop	Number	Percent
Every day	91	19.2 %
A few times per week	212	44.8 %
At least once a week	83	17.5 %
A few times per month	64	13.5 %
A few times per year	12	2.5 %
Seldom or never	4	0.8 %
Don't know	7	1.5 %
Total	473	100.0 %

Q21. How often do you typically go outside Vestavia Hills city limits to shop? (without "don't know")

Q21. How often do you go outside City limits to shop	Number	Percent
Every day	91	19.5 %
A few times per week	212	45.5 %
At least once a week	83	17.8 %
A few times per month	64	13.7 %
A few times per year	12	2.6 %
Seldom or never	4	0.9 %
Total	466	100.0 %

Q22. Do you feel that a redeveloped Highway 31 is an important part of the City's redevelopment plan?

Q22. Is a redeveloped Highway 31 an important part of City's redevelopment plan

	Number	Percent
No response	12	2.5 %
Essential	203	42.9 %
Important	141	29.8 %
Not sure	74	15.6 %
Not important	39	8.2 %
Detrimental	4	0.8 %
Total	473	100.0 %

Q22. Do you feel that a redeveloped Highway 31 is an important part of the City's redevelopment plan? (without "no response")

Q22. Is a redeveloped Highway 31 an important part of City's redevelopment plan

	Number	Percent
Essential	203	44.0 %
Important	141	30.6 %
Not sure	74	16.1 %
Not important	39	8.5 %
Detrimental	4	0.9 %
Total	461	100.0 %

Q23. Of these Capital Improvements, which three would you select as the most important?

<u>Q23. Top choice</u>	<u>Number</u>	<u>Percent</u>
Storm water system improvements	195	41.2 %
Sidewalk extensions	176	37.2 %
Street reconstruction	66	14.0 %
Traffic signal replacement/upgrade	6	1.3 %
Parks	4	0.8 %
Greenways	1	0.2 %
None chosen	25	5.3 %
Total	473	100.0 %

Q23. Of these Capital Improvements, which three would you select as the most important?

<u>Q23. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Storm water system improvements	1	0.2 %
Sidewalk extensions	90	19.0 %
Street reconstruction	175	37.0 %
Traffic signal replacement/upgrade	44	9.3 %
Parks	111	23.5 %
Greenways	5	1.1 %
None chosen	47	9.9 %
Total	473	100.0 %

Q23. Of these Capital Improvements, which three would you select as the most important?

<u>Q23. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Storm water system improvements	2	0.4 %
Sidewalk extensions	1	0.2 %
Street reconstruction	39	8.2 %
Traffic signal replacement/upgrade	87	18.4 %
Parks	113	23.9 %
Greenways	165	34.9 %
None chosen	66	14.0 %
Total	473	100.0 %

Q23. Of these Capital Improvements, which three would you select as the most important? (top 3)

<u>Q23. Top choice</u>	<u>Number</u>	<u>Percent</u>
Storm water system improvements	198	41.9 %
Sidewalk extensions	267	56.4 %
Street reconstruction	280	59.2 %
Traffic signal replacement/upgrade	137	29.0 %
Parks	228	48.2 %
Greenways	171	36.2 %
None chosen	25	5.3 %
Total	1306	

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Q24. The City may have the capacity to issue general obligation bonds (without having to increase taxes) to fund capital projects. How likely would you be to vote in favor of issuing these types of general obligation bonds to fund?

(N=473)

	Very Likely	Somewhat Likely	Not Likely	Don't Know
Q24a. A Vestavia Hills funded & operated Community/Civic Center	36.7%	33.6%	18.1%	11.6%
Q24b. Sidewalk extensions	38.1%	32.1%	19.5%	10.4%
Q24c. Purchase of a wireless system to serve key areas within City	21.1%	28.8%	32.3%	17.8%
Q24d. A need for a new City Hall	9.7%	27.3%	48.0%	15.0%
Q24e. Relocating a fire station & updating others	20.7%	37.4%	25.6%	16.3%
Q24f. Building a natatorium	10.6%	21.6%	44.6%	23.3%

Q24. The City may have the capacity to issue general obligation bonds (without having to increase taxes) to fund capital projects. How likely would you be to vote in favor of issuing these types of general obligation bonds to fund? (without "don't know")

(N=473)

	Very Likely	Somewhat Likely	Not Likely
Q24a. A Vestavia Hills funded & operated Community/Civic Center	41.5%	38.0%	20.5%
Q24b. Sidewalk extensions	42.5%	35.8%	21.7%
Q24c. Purchase of a wireless system to serve key areas within City	25.7%	35.0%	39.3%
Q24d. A need for a new City Hall	11.4%	32.1%	56.5%
Q24e. Relocating a fire station & updating others	24.7%	44.7%	30.6%
Q24f. Building a natatorium	13.8%	28.1%	58.1%

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Q25. Which TWO of the items listed above in Question #24 do you think are most important to fund through a General Obligation Bond?

<u>Q25. Top choice</u>	<u>Number</u>	<u>Percent</u>
A City funded/operated Community/Civic Center	127	26.8 %
Sidewalk extensions	93	19.7 %
Purchase of a wireless system to serve key areas within City	33	7.0 %
A need for a new City Hall	12	2.5 %
Relocating a fire station & updating others	52	11.0 %
Building a natatorium	13	2.7 %
<u>None chosen</u>	<u>143</u>	<u>30.2 %</u>
Total	473	100.0 %

Q25. Which TWO of the items listed above in Question #24 do you think are most important to fund through a General Obligation Bond?

<u>Q25. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A City funded/operated Community/Civic Center	71	15.0 %
Sidewalk extensions	86	18.2 %
Purchase of a wireless system to serve key areas within City	39	8.2 %
A need for a new City Hall	24	5.1 %
Relocating a fire station & updating others	48	10.1 %
Building a natatorium	16	3.4 %
<u>None chosen</u>	<u>189</u>	<u>40.0 %</u>
Total	473	100.0 %

Q25. Which TWO of the items listed above in Question #24 do you think are most important to fund through a General Obligation Bond? (top 2)

<u>Q25. Top choice</u>	<u>Number</u>	<u>Percent</u>
A City funded/operated Community/Civic Center	198	41.9 %
Sidewalk extensions	179	37.8 %
Purchase of a wireless system to serve key areas within City	72	15.2 %
A need for a new City Hall	36	7.6 %
Relocating a fire station & updating others	100	21.1 %
Building a natatorium	29	6.1 %
<u>None chosen</u>	<u>143</u>	<u>30.2 %</u>
Total	757	

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Q26. For the City's needs that cannot be met without increasing taxes, how likely would you be to vote in favor of increasing taxes to issue bonds to fund the following?

(N=473)

	Very Likely	Somewhat Likely	Not Likely	Don't Know
Q26a. A Vestavia Hills funded & operated Community/Civic Center	14.6%	25.8%	50.4%	9.1%
Q26b. Sidewalk extensions	14.4%	27.1%	49.9%	8.7%
Q26c. Purchase of a wireless system to serve key areas within City	6.1%	14.8%	64.9%	14.2%
Q26d. A need for a new City Hall	4.2%	9.1%	73.4%	13.3%
Q26e. Relocating a fire station & updating others	10.1%	25.6%	51.6%	12.7%
Q26f. Building a natatorium	2.7%	9.3%	68.3%	19.7%

Q26. For the City's needs that cannot be met without increasing taxes, how likely would you be to vote in favor of increasing taxes to issue bonds to fund the following? (without "don't know")

(N=473)

	Very Likely	Somewhat Likely	Not Likely
Q26a. A Vestavia Hills funded & operated Community/Civic Center	16.1%	28.4%	55.5%
Q26b. Sidewalk extensions	15.7%	29.6%	54.6%
Q26c. Purchase of a wireless system to serve key areas within City	7.1%	17.2%	75.6%
Q26d. A need for a new City Hall	4.9%	10.5%	84.6%
Q26e. Relocating a fire station & updating others	11.6%	29.3%	59.1%
Q26f. Building a natatorium	3.4%	11.6%	85.0%

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Q27. Which TWO of the items listed above in Question #26 do you think are most important to fund through a tax increase?

<u>Q27. Top choice</u>	<u>Number</u>	<u>Percent</u>
A City funded/operated Community/Civic Center	79	16.7 %
Sidewalk extensions	64	13.5 %
Purchase of a wireless system to serve key areas within City	16	3.4 %
A need for a new City Hall	9	1.9 %
Relocating a fire station & updating others	51	10.8 %
Building a natatorium	8	1.7 %
<u>None chosen</u>	<u>246</u>	<u>52.0 %</u>
Total	473	100.0 %

Q27. Which TWO of the items listed above in Question #26 do you think are most important to fund through a tax increase?

<u>Q27. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A City funded/operated Community/Civic Center	42	8.9 %
Sidewalk extensions	49	10.4 %
Purchase of a wireless system to serve key areas within City	27	5.7 %
A need for a new City Hall	12	2.5 %
Relocating a fire station & updating others	33	7.0 %
Building a natatorium	8	1.7 %
<u>None chosen</u>	<u>302</u>	<u>63.8 %</u>
Total	473	100.0 %

Q27. Which TWO of the items listed above in Question #26 do you think are most important to fund through a tax increase? (top 2)

<u>Q27. Top choice</u>	<u>Number</u>	<u>Percent</u>
A City funded/operated Community/Civic Center	121	25.6 %
Sidewalk extensions	113	23.9 %
Purchase of a wireless system to serve key areas within City	43	9.1 %
A need for a new City Hall	21	4.4 %
Relocating a fire station & updating others	84	17.8 %
Building a natatorium	16	3.4 %
<u>None chosen</u>	<u>247</u>	<u>52.2 %</u>
Total	645	

2011 Vestavia Hills, AL DirectionFinder® Survey Results

Q28. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q28a. Residential trash collection services	48.8%	40.0%	4.9%	2.3%	1.7%	2.3%
Q28b. Brush & bulky removal services	23.3%	32.8%	15.6%	17.5%	5.3%	5.5%
Q28c. Recycling programs	26.6%	33.4%	19.0%	9.3%	4.9%	6.8%
Q28d. Litter control along major streets	20.7%	39.3%	22.4%	9.3%	3.8%	4.4%

Q28. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=473)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q28a. Residential trash collection services	50.0%	40.9%	5.0%	2.4%	1.7%
Q28b. Brush & bulky removal services	24.6%	34.7%	16.6%	18.6%	5.6%
Q28c. Recycling programs	28.6%	35.8%	20.4%	10.0%	5.2%
Q28d. Litter control along major streets	21.7%	41.2%	23.5%	9.7%	4.0%

Q29. How many in your household (counting yourself), are?

	Mean	Sum
number	2.92	1368
Under 5	0.31	145
5-9	0.18	85
10-14	0.16	73
15-19	0.19	90
20-24	0.20	93
25-34	0.39	184
35-44	0.31	147
45-54	0.41	190
55-64	0.51	238
65-74	0.13	61
75+	0.13	62

Q30. Approximately how many years have you lived in the City of Vestavia Hills?

<u>Q30. Years lived in Vestavia Hills</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	85	18.0 %
5-10 years	96	20.3 %
11-20 years	105	22.2 %
20+ years	181	38.3 %
No response	6	1.3 %
Total	473	100.0 %

Q30. Approximately how many years have you lived in the City of Vestavia Hills? (without "no response")

<u>Q30. Years lived in Vestavia Hills</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	85	18.2 %
5-10 years	96	20.6 %
11-20 years	105	22.5 %
20+ years	181	38.8 %
Total	467	100.0 %

Q31. How many people in your household work within the City limits of Vestavia Hills?

<u>Q31. How many people work within City limits</u>	<u>Number</u>	<u>Percent</u>
0	374	79.1 %
1	77	16.3 %
2	17	3.6 %
3	4	0.8 %
4	1	0.2 %
Total	473	100.0 %

Q32. Do you own or rent your current residence?

<u>Q32. Own or rent current residence</u>	<u>Number</u>	<u>Percent</u>
Own	436	92.2 %
Rent	29	6.1 %
Declined	8	1.7 %
Total	473	100.0 %

Q32. Do you own or rent your current residence? (without "declined")

<u>Q32. Own or rent current residence</u>	<u>Number</u>	<u>Percent</u>
Own	436	93.8 %
Rent	29	6.2 %
Total	465	100.0 %

Q33. What is your age?

<u>Q33. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 25	8	1.7 %
25 to 34	96	20.3 %
35 to 44	75	15.9 %
45 to 54	92	19.5 %
55 to 64	123	26.0 %
65+	74	15.6 %
Declined	5	1.1 %
Total	473	100.0 %

Q33. What is your age? (without "declined")

<u>Q33. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 25	8	1.7 %
25 to 34	96	20.5 %
35 to 44	75	16.0 %
45 to 54	92	19.7 %
55 to 64	123	26.3 %
65+	74	15.8 %
Total	468	100.0 %

Q34. Are you or other members of your household of Hispanic or Latino ancestry?

<u>Q34. Are you of Hispanic or Latino ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	7	1.5 %
No	461	97.5 %
Declined	5	1.1 %
Total	473	100.0 %

Q34. Are you or other members of your household of Hispanic or Latino ancestry? (without "declined")

<u>Q34. Are you of Hispanic or Latino ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	7	1.5 %
No	461	98.5 %
Total	468	100.0 %

Q35. Which of the following best describes your race?

<u>Q35. Race</u>	<u>Number</u>	<u>Percent</u>
African American/Black	3	0.6 %
American Indian/Alaska Native	1	0.2 %
Asian/Hawaiian/Other Pacific Islander	7	1.5 %
White	449	94.9 %
Other	2	0.4 %
Declined	11	2.3 %
Total	473	

Q35. Which of the following best describes your race? (without "declined")

<u>Q35. Race</u>	<u>Number</u>	<u>Percent</u>
African American/Black	3	0.6 %
American Indian/Alaska Native	1	0.2 %
Asian/Hawaiian/Other Pacific Islander	7	1.5 %
White	449	94.9 %
Other	2	0.4 %
Total	462	

Q35. Other

Q35 Other
GERMAN
INDIAN

Q36. Would you say your total household income is:

<u>Q36. Total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$50K	44	9.3 %
\$50K-\$79,999	49	10.4 %
\$80K-\$119,999	122	25.8 %
\$120K-\$199,999	107	22.6 %
\$200K+	104	22.0 %
Declined	47	9.9 %
Total	473	100.0 %

Q36. Would you say your total household income is: (without "declined")

<u>Q36. Total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$50K	44	10.3 %
\$50K-\$79,999	49	11.5 %
\$80K-\$119,999	122	28.6 %
\$120K-\$199,999	107	25.1 %
\$200K+	104	24.4 %
Total	426	100.0 %

Q37. Your gender:

<u>Q37. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	204	43.1 %
Female	269	56.9 %
Total	473	100.0 %



CITY OF VESTAVIA HILLS

OFFICE OF THE MAYOR

ALBERTO "BUTCH" ZARAGOZA
MAYOR

Dear Vestavia Hills Residents,

We would appreciate your helping the City of Vestavia Hills plan for the future by completing the enclosed 2011 Vestavia Hills Survey.

One of the City's goals for this year is to conduct this Survey as a means of helping us understand our residents' perception of the services we provide. We plan to conduct a similar survey every two years, which will serve as a tool to establish budget priorities and policy making.

Please take a few minutes to complete and return this Survey in the postage-paid return envelope addressed to ETC Institute, our partner in this effort. Your responses are anonymous.

The comprehensive report analyzing the results will be available at the Municipal Center and posted on the City's website at www.vestaviiahills.net this summer.

If you have any questions, you may contact the Mayor's Office at 978-3675.

Thank you for your participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Alberto C. Zaragoza, Jr.", written in a cursive style.

Alberto C. Zaragoza, Jr.
Mayor

Enclosures



2010 City of Vestavia Hills Citizen Survey

Welcome to the City of Vestavia Hills Citizen Survey for 2010. Your input is an important part of the City's ongoing effort to involve citizens in long-range planning and investment decisions. Please take a few minutes to complete this survey. If you have questions, please call Mayor Alberto C. Zaragoza, Jr. at 978-3675.

1. **OVERALL SATISFACTION WITH CITY SERVICES.** Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of the City's school system	5	4	3	2	1	9
B. Overall quality of public safety services (e.g., police, fire, ambulance)	5	4	3	2	1	9
C. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
D. Overall maintenance of City streets and facilities	5	4	3	2	1	9
E. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
F. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
G. Overall effectiveness of City communication with the public	5	4	3	2	1	9
H. Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
I. Overall quality of public library facilities and services	5	4	3	2	1	9
J. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9

2. Which **THREE** of these items do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 1 above.]

_____ 1st _____ 2nd _____ 3rd

3. Several items that may influence your perception of the City of Vestavia Hills are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How would you rate The City of Vestavia Hills:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of services provided by the City of Vestavia Hills	5	4	3	2	1	9
B. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
C. Overall image of the City	5	4	3	2	1	9
D. Overall quality of life in the City	5	4	3	2	1	9
E. Overall appearance of the City	5	4	3	2	1	9

4. Please rate the City of Vestavia Hills with your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

How would you rate The City of Vestavia Hills:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9

5. **PUBLIC SAFETY.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Public Safety		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local police protection	5	4	3	2	1	9
B.	The visibility of police in neighborhoods	5	4	3	2	1	9
C.	The visibility of police in retail areas	5	4	3	2	1	9
D.	The City's efforts to prevent crime	5	4	3	2	1	9
E.	How quickly police respond to emergencies	5	4	3	2	1	9
F.	Enforcement of local traffic laws	5	4	3	2	1	9
G.	Police safety education programs	5	4	3	2	1	9
H.	Overall quality of local fire protection	5	4	3	2	1	9
I.	Quality of local ambulance service	5	4	3	2	1	9
J.	How quickly fire department/emergency services personnel respond to emergencies	5	4	3	2	1	9
K.	Fire safety education programs	5	4	3	2	1	9
L.	Quality of animal control	5	4	3	2	1	9
M.	Enforcement of speed limits in neighborhoods	5	4	3	2	1	9

6. Which **THREE** of the public safety items listed above do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 5 above.]

_____ 1st _____ 2nd _____ 3rd

7. Have you ever called the "911", the Vestavia Hills Public Safety Call Center?

_____ (1) Yes (go to Q7a) _____ (2) No (go to Q8)

7a. If "yes" to Question 7, how was your service?

		YES	NO
A.	Was your call answered in a timely manner?	A	B
B.	Were you treated professionally?	A	B
C.	Did the call taker's action result in a satisfactory resolution?	A	B

8. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

How safe do you feel:		Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
A.	In your neighborhood during the day	4	3	2	1	9
B.	In your neighborhood at night	4	3	2	1	9
C.	In the City parks	4	3	2	1	9
D.	In commercial and retail areas	4	3	2	1	9
E.	Overall feeling of safety in Vestavia Hills	4	3	2	1	9

9. ENFORCEMENT OF CODES AND ORDINANCES For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Codes and Ordinances</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Enforcing the clean up of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing the mowing and trimming of private property	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D.	Enforcing the maintenance of business property	5	4	3	2	1	9
E.	Enforcing codes designed to protect public safety	5	4	3	2	1	9
F.	Enforcing sign regulations	5	4	3	2	1	9

10. CITY MAINTENANCE. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>City Maintenance</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of major City streets	5	4	3	2	1	9
B.	Maintenance of sidewalks	5	4	3	2	1	9
C.	Maintenance of street signs	5	4	3	2	1	9
D.	Maintenance of traffic signals	5	4	3	2	1	9
E.	Maintenance of City buildings	5	4	3	2	1	9
F.	Mowing and trimming along streets and other public areas	5	4	3	2	1	9
G.	Adequacy of City street lighting	5	4	3	2	1	9
H.	Overall cleanliness of City streets/other public areas	5	4	3	2	1	9

11. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write letters below using the letters from the list in Question 10]

_____ 1st
_____ 2nd
_____ 3rd

12. PARKS AND RECREATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Parks and Recreation</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Number of City Parks	5	4	3	2	1	9
C.	Number of walking and biking trails	5	4	3	2	1	9
D.	Outdoor athletic fields (baseball, soccer, softball, lacrosse, and football)	5	4	3	2	1	9
E.	Community recreational centers	5	4	3	2	1	9
F.	The City's youth athletic programs	5	4	3	2	1	9
G.	The City's adult athletic programs	5	4	3	2	1	9
H.	City recreational programs (classes, trips, special events and arts programming)	5	4	3	2	1	9
I.	Swimming pools	5	4	3	2	1	9
J.	Ease of registering for programs	5	4	3	2	1	9
K.	Fees charged for recreational programs	5	4	3	2	1	9

13. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 12.]

_____ 1st
_____ 2nd
_____ 3rd

18. What priority would you place on the following projects? [please indicate priority, with 1 being the HIGHEST priority and 6 being the LOWEST priority]

- (A) Expanded fire protection & facilities
- (B) Expanded police protection & facilities
- (C) Road resurfacing and reconstruction

- (D) Expanded recycling program & facilities
- (E) New community center and pool
- (F) Expansion or trails and facilities

ECONOMIC DEVELOPMENT

19. Using a five-point scale where 5 means “much too slow” and 1 means “much too fast”, please rate the City’s current pace of development in each of the following areas.

Economic Development		Much Too Slow	Slow	Just Right	Fast	Much Too Fast	Don't Know
A.	Office development	5	4	3	2	1	9
B.	High density business development	5	4	3	2	1	9
C.	Mixed use development	5	4	3	2	1	9
D.	Single-family residential development	5	4	3	2	1	9
E.	Retail development	5	4	3	2	1	9

20. In general, how supportive are you of having the City use incentives to attract and expand retail, manufacturing, science & technology, and regional office companies?

- (1) Very supportive
- (2) Somewhat supportive
- (3) Not sure
- (4) Not supportive

21. How often do you typically go outside Vestavia Hills city limits to shop?

- (1) Every day
- (2) A few times per week
- (3) At least once a week
- (4) A few times per month
- (5) A few times per year
- (6) Seldom or never

22. Do you feel that a redeveloped Highway 31 is an important part of the City’s redevelopment plan?

- (1) Essential
- (2) Important
- (3) Not sure
- (4) Not important
- (5) Detrimental

23. Of these Capital Improvements, which three would you select as the most important? (Check 3 only)

- (1) Storm water system improvements
- (2) Sidewalk extensions
- (3) Street Reconstruction
- (4) Traffic signal replacements/Upgrade
- (5) Parks
- (6) Greenways

24. The City may have the capacity to issue general obligation Bonds (without having to increase taxes) to fund capital projects. How likely would you be to vote in favor of issuing these types of general obligation bonds to fund:

Capital Projects		Very Likely	Somewhat Likely	Not likely	Don't know
A.	A Vestavia Hills funded and operated Community/Civic Center	3	2	1	9
B.	Sidewalk extensions	3	2	1	9
C.	Purchase of a wireless system to serve key areas within the City	3	2	1	9
D.	A need for a new City Hall	3	2	1	9
E..	Relocating a fire station and updating others	3	2	1	9
F.	Building a natatorium	3	2	1	9

25. Which TWO of the items listed above (in Question 24) do you think are most important to fund through a General Obligation Bond? If you do not think any of the items listed above are important, circle NONE.

 1st 2nd None

26. For the City's needs that cannot be met without increasing taxes, how likely would you be to vote in favor of increasing taxes to issue bonds to fund the following?

General		Very Likely	Somewhat Likely	Not Likely	Don't know
A.	A Vestavia Hills funded and operated Community/Civic Center	4	3	2	1
B.	Sidewalk extensions	4	3	2	1
C.	Purchase of a wireless system to serve key areas within the City	4	3	2	1
D.	A need for a new City Hall	4	3	2	1
E.	Relocating a fire station and updating others	4	3	2	1
F.	Building a natatorium	4	3	2	1

27. Which TWO of the items listed above (in Question 26) do you think are most important to fund through a tax increase? If you do not think any of the items listed above are important, circle NONE.

1st 2nd None

OTHER ISSUES

28. **TRASH SERVICES.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Trash Service		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential Trash collection services	5	4	3	2	1	9
B.	Brush and bulky removal services	5	4	3	2	1	9
C.	Recycling programs	5	4	3	2	1	9
D.	Litter control along major streets	5	4	3	2	1	9

DEMOGRAPHICS

29. How many in your household (counting yourself), are?

Under age 5 _____ Ages 20-24 _____ Ages 55-64 _____
 Ages 5-9 _____ Ages 25-34 _____ Ages 65-74 _____
 Ages 10-14 _____ Ages 35-44 _____ Ages 75+ _____
 Ages 15-19 _____ Ages 45-54 _____

30. Approximately how many years have you lived in the City of Vestavia Hills?

_____ (1) Less than 5 years _____ (3) 11-20 years
 _____ (2) 5-10 years _____ (4) More than 20 years

31. How many people in your household work within the City limits of Vestavia Hills? _____

32. Do you own or rent your current residence? _____ (1) Own _____ (2) Rent

33. What is your age?

_____ (1) Under 25 _____ (3) 35 to 44 _____ (5) 55 to 64
 _____ (2) 25 to 34 _____ (4) 45 to 54 _____ (6) 65+

34. Are you or other members of your household of Hispanic or Latino ancestry?

___(1) Yes ___(2)No

35. Which of the following best describes your race?

___(1) African American/Black

___(2) American Indian or Alaska Native

___(3) Asian, Hawaiian or Other Pacific Islander

___(4) White

___(5) Other: _____

36. Would you say your total household income is:

___(1) Under \$50,000

___(2) \$50,000 to \$79,999

___(3) \$80,000 to \$119,999

___(4) \$120,000 to \$199,999

___(5) \$200,000 or more

37. Your gender: _____ (1) Male _____ (2) Female

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.