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LIVE WORK GROW

Market Street brings original insights and clarity to the evaluation and revitalization of the places where people live, work and grow. Through honest and informed assessments, *Market Street* can equip you with the tools to create meaningful change. Our solutions successfully merge our experience and expertise with the economic and social realities of our clients. *Market Street's* community clients are successful at creating stronger programs, increasing operational budgets, and creating new quality jobs that improve the quality of life in their communities.

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OVERVIEW

This *Data Appendix* accompanies the *Competitive Snapshot* booklet provided to the Steering Committee. The *Competitive Snapshot* highlights the key findings and important community trends that will help inform forthcoming community and economic development strategies. This *Data Appendix* provides all of the quantitative and qualitative data gathered to derive those findings. Brief methodological explanations of data points and indicators are included where needed.

Our quantitative research is approached in three broad categories: People, Prosperity, and Place, and is augmented by qualitative input gathered from focus groups and an online survey.

- ✓ **People:** This set of data addresses how Vestavia Hills is growing and changing and reveals how residents are faring, using demographic and social characteristics such as population growth, diversity and age distribution. Economic growth will increasingly rely on the community's ability to meet the workforce needs of current and prospective employers. This capacity will be revealed by data that review the quality and capacity of Pre-K—12 and higher education in the region.
- ✓ **Prosperity:** The statistics in this category help assess the realities of Vestavia Hill's economy including economic structure, job trends, and business climate dynamics. The answers that are discovered through this data will serve as the foundation for assessing key challenges and opportunities for growth in the community.
- ✓ **Place:** Economically competitive places are those that offer a high quality of life capable of attracting and retaining residents and workers and that provide the necessary infrastructure to accommodate desirable business growth. With this in mind, some various quality of life and infrastructure factors examined include cost of living, housing and rental costs, crime rates, and transportation accessibility.
- ✓ **Stakeholder Input:** The perspectives and opinions of over 900 stakeholders were gathered through an online survey and in-person focus groups.

Although the *Appendix* organizes the various indicators in terms of people, prosperity, and place, the *Competitive Snapshot* will include indicators throughout the narrative as they are appropriate to the particular conversation at hand, regardless of their designation in one of the categories of people, prosperity, or place. This will allow the reader to more clearly understand Vestavia Hills' "story."

PEOPLE

Vestavia Hills’s people are its greatest asset. Understanding its population dynamics can provide a deeper understanding of workforce competitiveness and potential future demands for government and private sector services. Population dynamics can also raise questions about opportunities available to people of varying ages and backgrounds within the community.

This section of the *Data Appendix* provides quantitative research gathered during this process related to population change, socioeconomics, Pre-K—12 schools, and higher education enrollment.

Population Dynamics

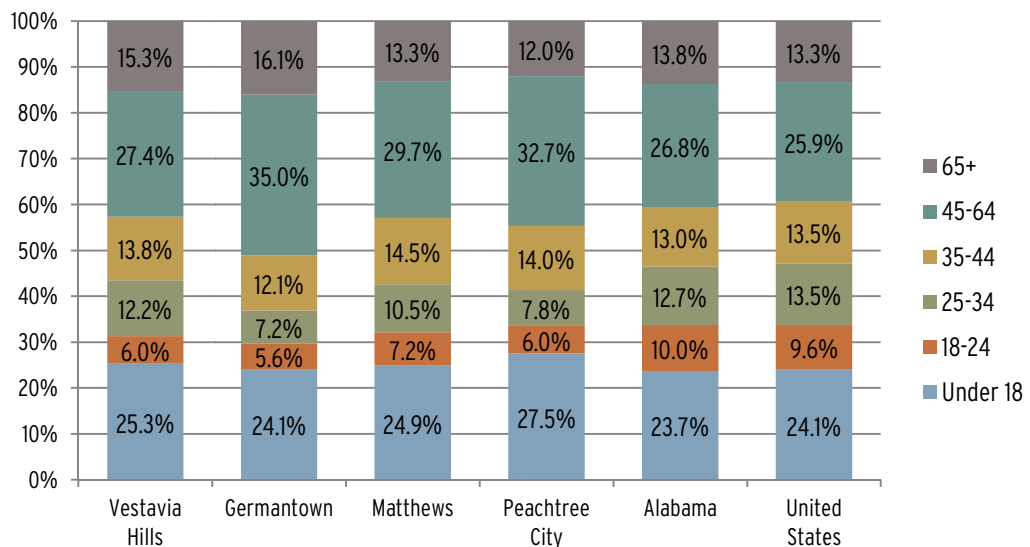
Population Change, 1990-2010

SOURCE: US Census Bureau

	1990	2000	2010	1990-2000		2000-2010	
				Net Change	% Change	Net Change	% Change
Vestavia Hills	19,749	24,476	34,033	4,727	23.9%	9,557	39.0%
Germantown	32,893	37,348	38,844	4,455	13.5%	1,496	4.0%
Matthews	13,651	22,127	27,198	8,476	62.1%	5,071	22.9%
Peachtree City	19,027	31,580	34,364	12,553	66.0%	2,784	8.8%
Alabama	4,040,587	4,447,100	4,779,736	406,513	10.1%	332,636	7.5%
United States	248,709,873	281,421,906	308,745,538	32,712,033	13.2%	27,323,632	9.7%

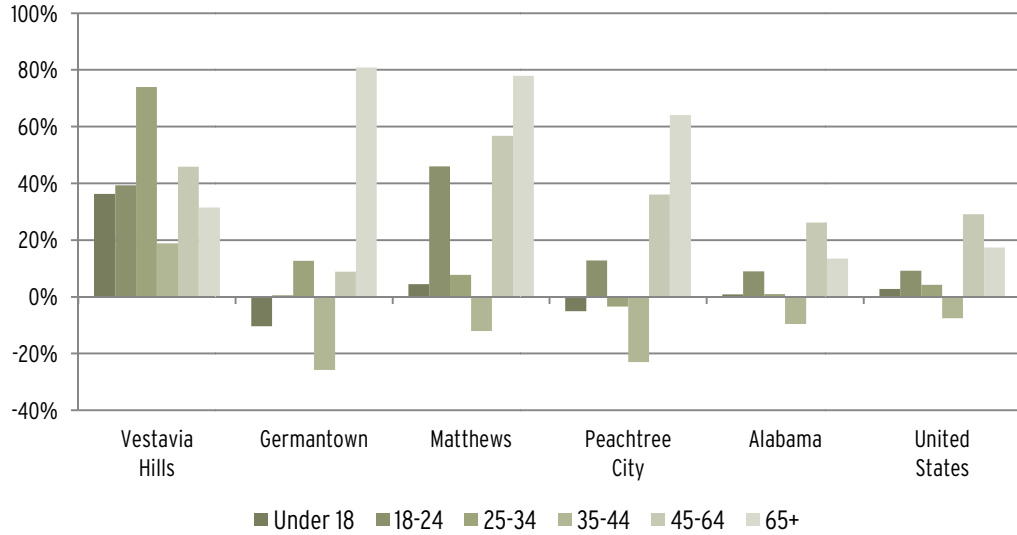
Age Distribution, 2010

SOURCE: US Census Bureau; DecisionData



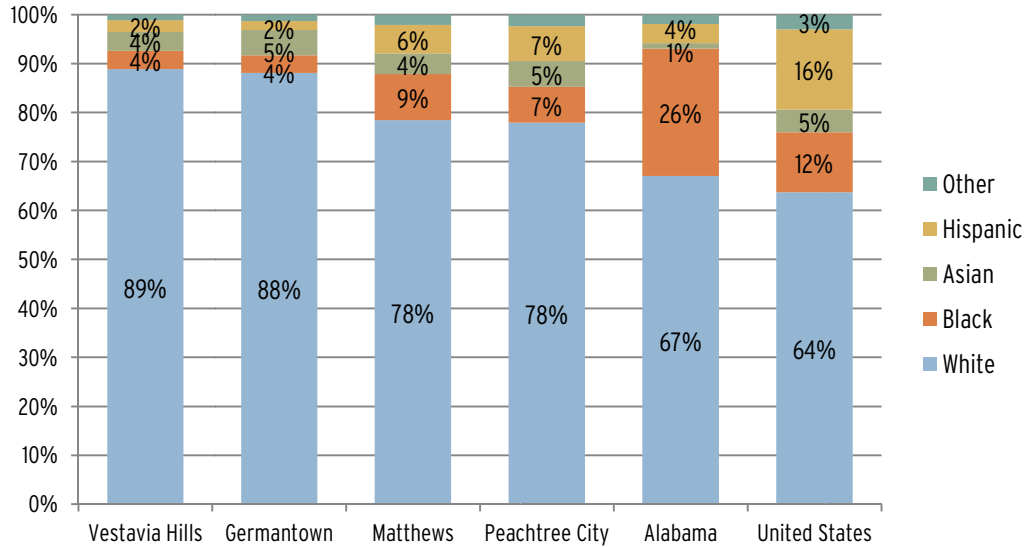
Change by Age Group, 2000-2010

SOURCE: US Census Bureau; DecisionData



Racial/Ethnic Distribution, 2010

SOURCE: US Census Bureau



Change in Racial/Ethnic Distribution, 2000-2010

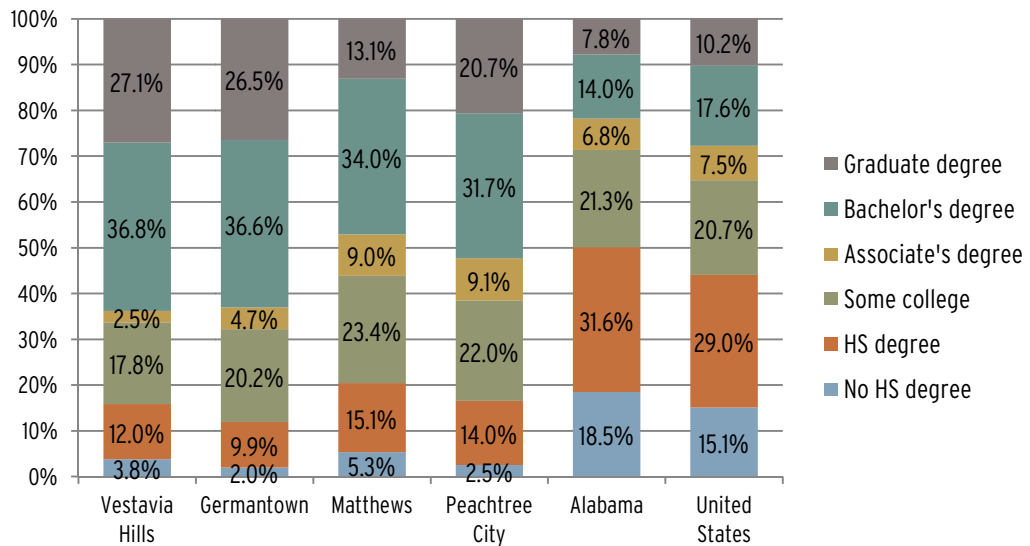
SOURCE: US Census Bureau

	Vestavia Hills	Germantown	Matthews	Peachtree City	Alabama	United States
White	32%	0%	9%	0%	3%	1%
Black	181%	59%	117%	32%	8%	11%
Asian	115%	53%	121%	57%	71%	43%
Hispanic	150%	80%	186%	106%	145%	43%
Other	96%	31%	129%	70%	43%	24%
White	7,353	-156	1,719	-83	78,583	2,264,778
Black	821	514	1,376	615	94,361	3,738,011
Asian	696	692	628	659	21,948	4,341,955
Hispanic	501	326	1,026	1,258	109,772	15,171,776
Other	186	120	322	335	27,972	1,807,112

Socio-Economics

Educational Attainment, 2007-2009

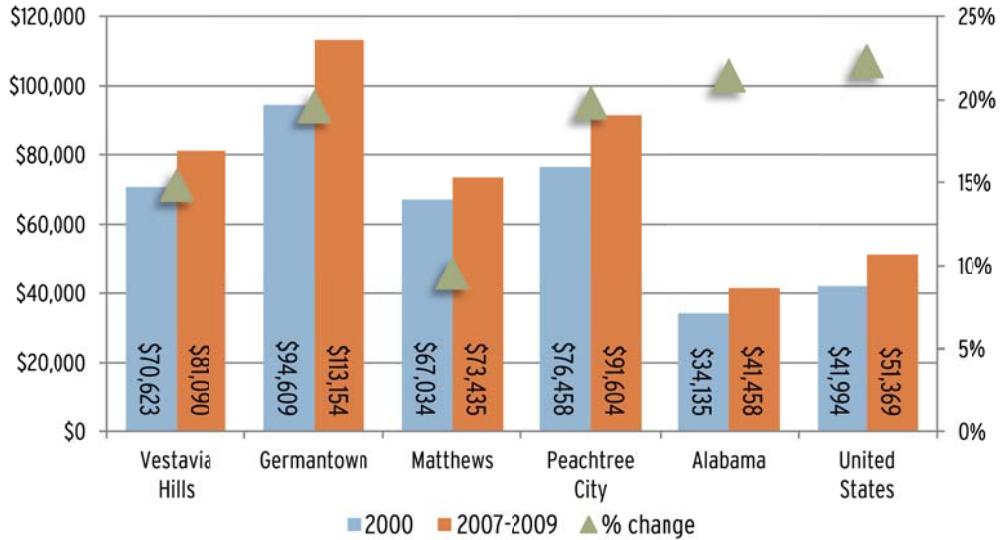
SOURCE: US Census Bureau, American Community Survey



Explanation: Educational attainment is an important indicator of a community's socio-economic wellbeing. Not only is educational attainment related to income levels and long-term earning potential, but it also is one of the key determinates of a workforce's competitiveness.

Median Household Income, 2000 - 2007-2009 (3-yr)

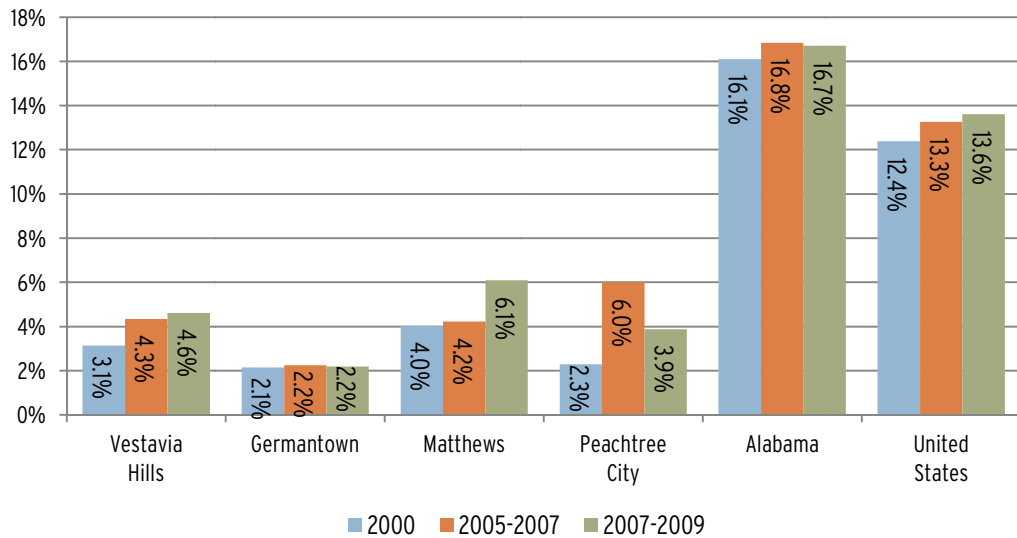
SOURCE: US Census Bureau, American Community Survey



Explanation: Median household income is an important indicator of the economic stability and potential buying power of a community and its residents. Median household income is a measure of the midpoint of all household incomes of a place.

Poverty Rate, 2000 - 2007-2009

SOURCE: US Census Bureau, American Community Survey

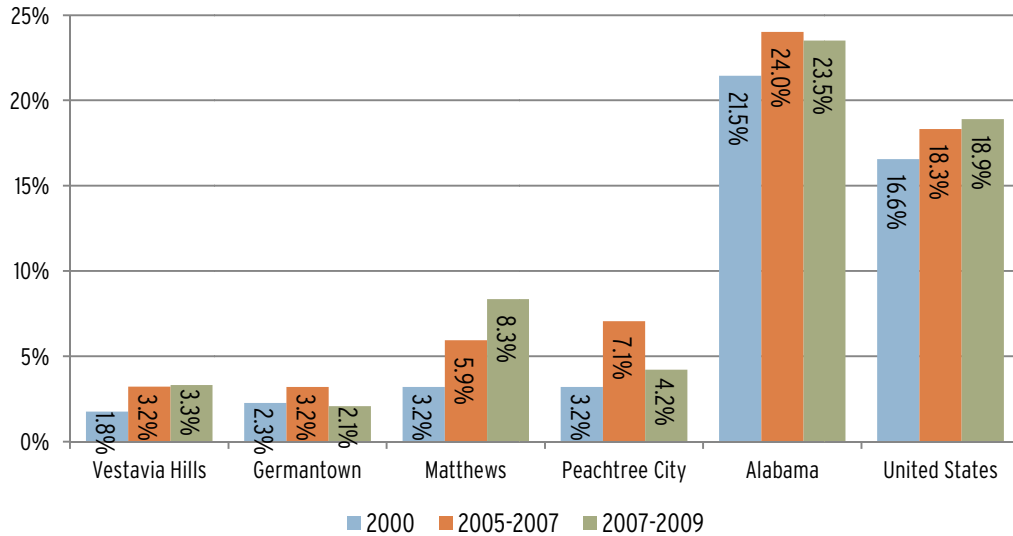


Explanation: The US Census Bureau uses a set of income thresholds that vary by family size and composition to determine who is in poverty. If a family's total income is less than the family's poverty threshold, then that family and every individual in it is considered in poverty. The 2010 federal poverty threshold for a family of four was

\$22,314 and for an individual was \$11,136. Thresholds do not vary geographically, but they are adjusted for inflation using the Consumer Price Index (CPI).

Child Poverty Rate, 2000-2009

SOURCE: US Census Bureau, American Community Survey



Pre-K–12 Schools

Public Pre-K–12 Information

SOURCE: National Center for Education Statistics; Alabama State Department of Education

	Schools	Enrollment	Free/reduced lunch eligible, '08-'09	Pupil-teacher ratio, '08-'09	Graduation rate, '09-'10
Vestavia Hills	8	5,993	5.6%	13.9	97.2
Alabama	1,605	745,668	52.2%	15.6	87.6

Explanation: At the Pre-K—12 level, high performing public education systems are crucial because graduates need to be prepared to take jobs at the local level, or to further their education and training. Furthermore, the quality of public Pre-K—12 schools is a key determinant of relocation decisions for many families and businesses.

There is a growing national consensus that high quality early childhood learning and Pre-K education can have a significant impact on a child’s educational future and may reduce negative outcomes despite socio-economic challenges.

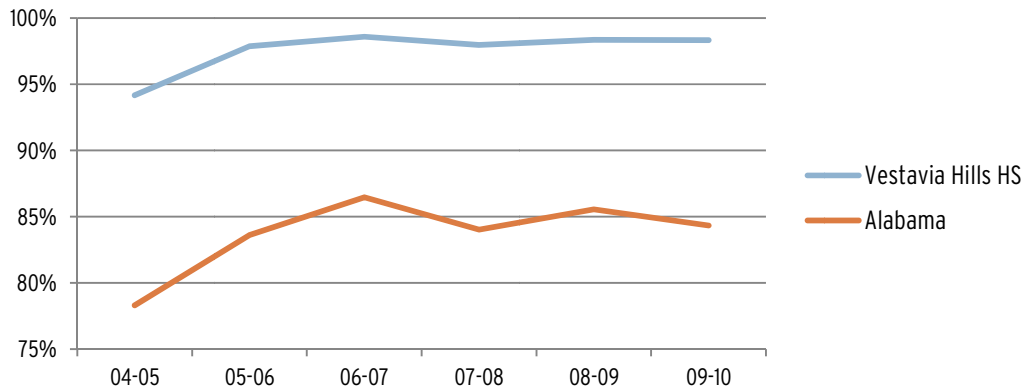
Public Pre-K–12 Trends, 2000-2009

SOURCE: National Center for Education Statistics; Alabama State Department of Education
 NOTE: "CAGR" = Compound Annual Growth Rate

	Enrollment	Annual change	Free/reduced lunch eligible	Pupil-teacher ratio
2000-2001	4,449	-	2.54%	14.6
2001-2002	4,544	2.1%	1.98%	15.0
2002-2003	4,709	3.6%	2.34%	15.0
2003-2004	5,232	11.1%	4.05%	14.0
2004-2005	5,488	4.9%	3.83%	14.0
2005-2006	5,693	3.7%	5.29%	13.7
2006-2007	5,834	2.5%	5.04%	12.7
2007-2008	5,930	1.6%	5.06%	13.2
2008-2009	5,988	1.0%	5.64%	13.9
CAGR		3.78%	-	-
Total change	1,539	34.6%	3.1 percentage points	-0.7

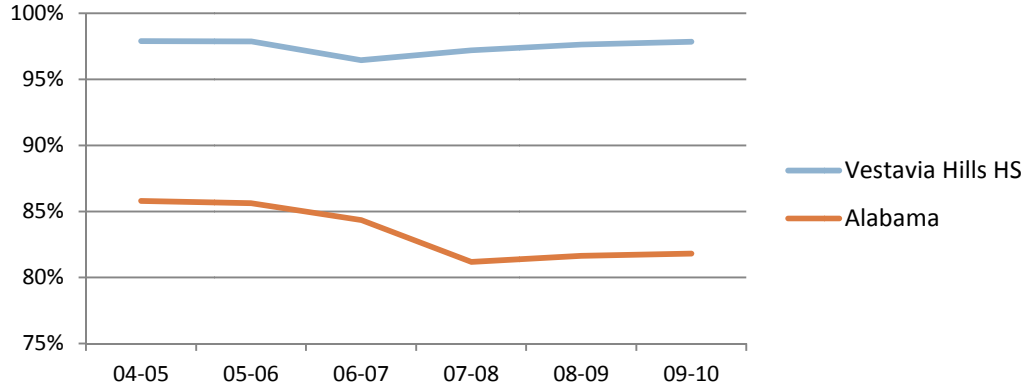
Percentage of Students that Met or Exceeded Requirements for Math AHSGE, 11th Grade

SOURCE: Alabama State Department of Education



Percentage of Students that Met or Exceeded Requirements for Reading AHSGE, 11th Grade

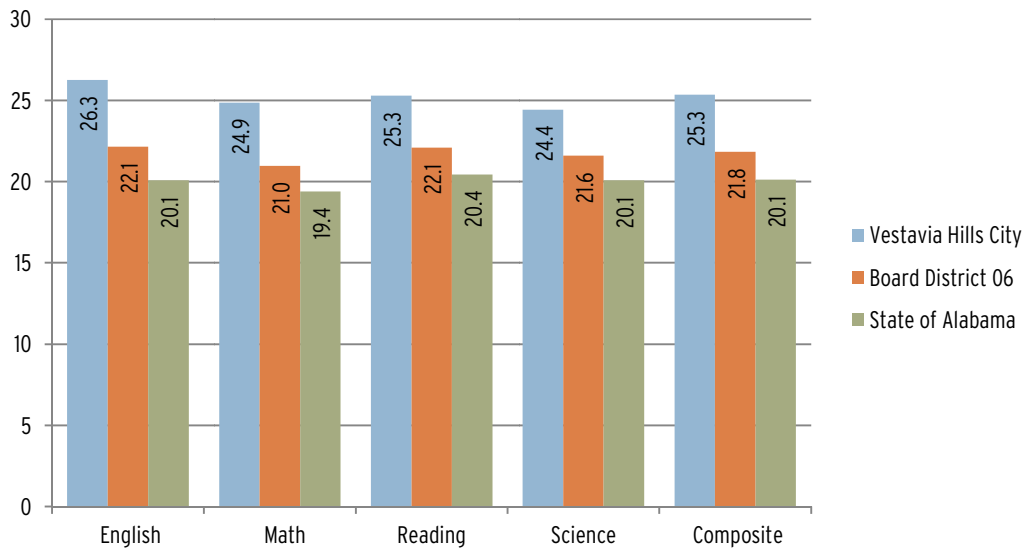
SOURCE: Alabama State Department of Education



Explanation: The Alabama State Department of Education publishes a variety of information on the proficiency of students in end-of-grade testing in various subjects and at multiple stages throughout the K-12 system. The preceding tables display the percentage of 11th grade students that either met or exceeded state standards on the Alabama High School Graduation Exam (AHSGE) in Math and Reading.

ACT Performance, 2010 Graduates

SOURCE: Alabama State Department of Education; ACT, Inc.



Explanation: The ACT is a national, standardized test for high school achievement and college admissions. It consists of four test sections: English, Mathematics, Reading, and Science Reasoning. The four sections are scored individually on a scale of 1-36, with the final composite score calculated as the whole number average of the four scores. The preceding table uses the most recent data available (2007-08 school year) from ACT, Inc.

Higher Education

Four-Year Universities, 2009

SOURCE: National Center for Education Statistics

	Degree Types	Enrollment	Graduation Rate
University of Alabama at Birmingham	BA, M, D	16,874	40.0%
Samford University	BA, M, D	4,658	74.0%
University of Montevallo	BA, M	3,044	45.0%
Birmingham Southern College	BA, M	1,549	72.0%
Miles College	BA	1,791	21.0%

Two-Year Universities, 2009

SOURCE: National Center for Education Statistics

	Degree Types	Enrollment	Graduation Rate
Jefferson State Community College	A, C	8,581	7.0%
Bevill State Community College	A, C	4,554	17.0%
Lawson State Community College	A, C	4,353	22.0%

PROSPERITY

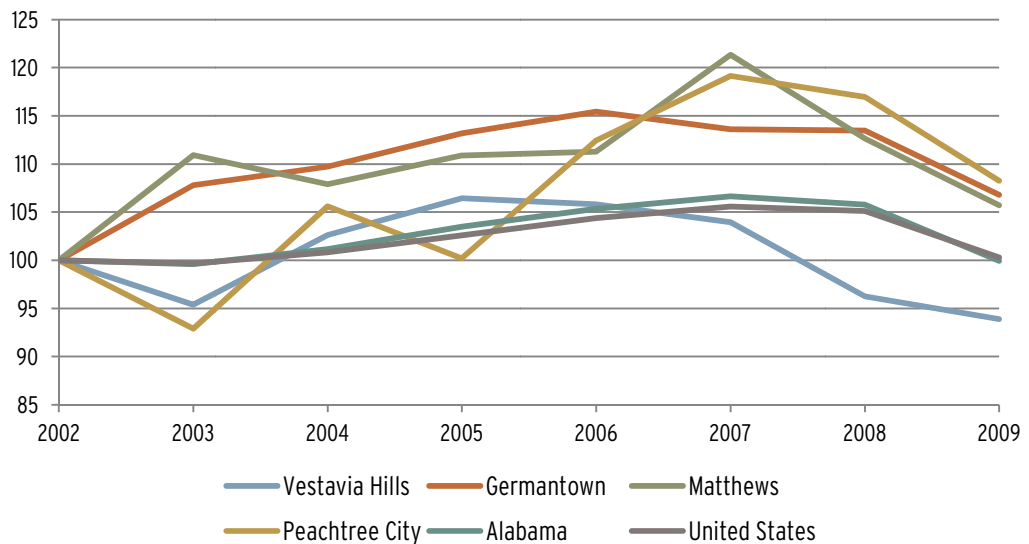
At the crux of economic development are wealth creation opportunities for workers with diverse skill sets and quality of life interests. As the nation pulls out of the Great Recession, and Vestavia Hills continues to fortify its assets, it is important for stakeholders to have a shared understanding of the current competitive position of the city’s economy.

This section provides data related to employment, labor force participation rates, unemployment rates, job change by business sector, and business climate.

Employment

Employment (Jobs) Index, 2002-2009

SOURCE: US Census Bureau, Local Employment Dynamics; Quarterly Census of Employment and Wages



Explanation: Indexing is a way to normalize data from geographies of differing sizes so that meaningful comparisons can be derived. Employment levels by establishment location (jobs located within each geography) in 2002 are set to a value of 100, with all subsequent years’ employment levels indexed to this starting value of 100. This allows for easier visual comparisons of deviations in employment growth over time and across geographies.

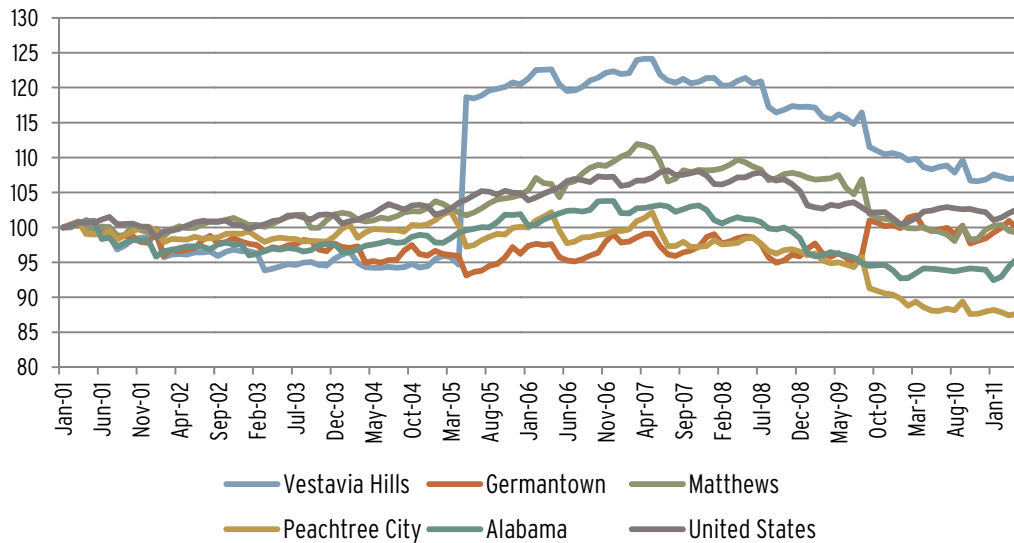
Employment (Jobs) Change, 2002-2009

SOURCE: US Census Bureau, Local Employment Dynamics; Quarterly Census of Employment and Wages

	2002	2007	2009	2002-2007		2007-2009	
				Net change	% change	Net change	% change
Vestavia Hills	14,626	15,203	13,733	577	3.9%	-1,470	-9.7%
Germantown	10,659	12,111	11,385	1,452	13.6%	-726	-6.0%
Matthews	14,754	17,903	15,598	3,149	21.3%	-2,305	-12.9%
Peachtree City	14,907	17,762	16,141	2,855	19.2%	-1,621	-9.1%
Alabama	1,830,620	1,952,091	1,829,487	121,471	6.6%	-122,604	-6.3%
United States	128,233,919	135,366,106	128,607,842	7,132,187	5.6%	-6,758,264	-5.0%

Resident Employment Index, 2001-2011

SOURCE: US Bureau of Labor Statistics, Local Area Unemployment Statistics



Explanation: Resident employment refers the employment status of Vestavia Hills’ residents, as compared to “jobs” which refers to employment contained within establishments located in Vestavia Hills. Because of lag time between the annexation of Cahaba Heights in 2002 and the processing of new boundaries by federal employment surveys, the resident employment chart shows the spike in employment due to annexation as occurring in March 2005. The *Competitive Snapshot* includes important discussion about the ways in which the annexation of Cahaba heights impacted population and employment dynamics in the city.

Resident Employment Change, 2001-2011

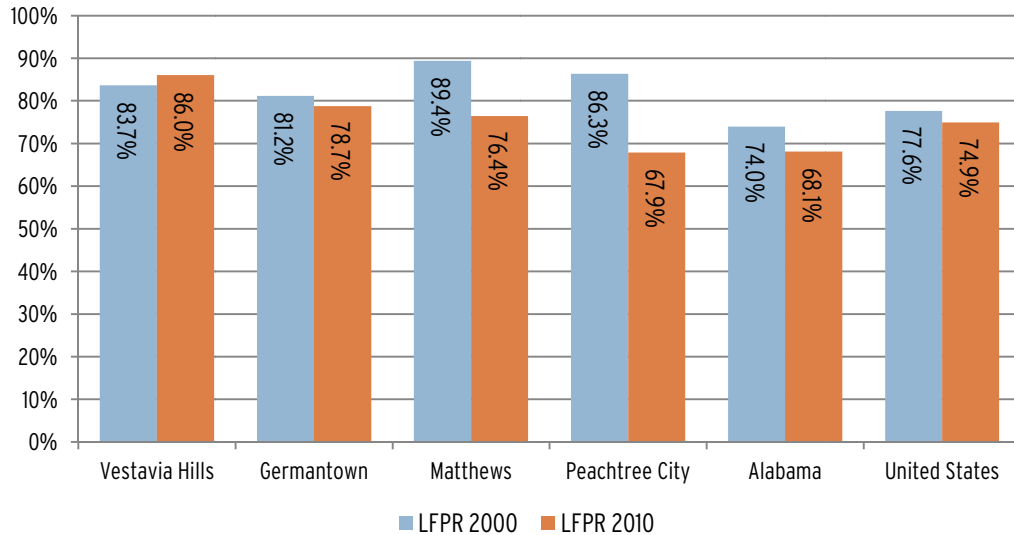
SOURCE: US Bureau of Labor Statistics, Local Area Unemployment Statistics

	Jan-01	Dec-07	Apr-11	Jan-01 - Dec-07		Dec-07 - Apr-11	
				Net change	% change	Net change	% change
Vestavia Hills	12,329	14,966	13,194	2,637	21.4%	-1,772	-11.8%
Germantown	19,636	19,366	19,612	-270	-1.4%	246	1.3%
Matthews	12,525	13,549	12,432	1,024	8.2%	-1,117	-8.2%
Peachtree City	16,846	16,395	14,768	-451	-2.7%	-1,627	-9.9%
Alabama	2,053,666	2,104,742	1,961,048	51,076	2.5%	-143,694	-6.8%
United States	136,181,000	146,334,000	139,661,000	10,153,000	7.5%	-6,673,000	-4.6%

Labor Force Participation and Unemployment

Labor Force Participation Rate

SOURCE: US Census Bureau; US Bureau of Labor Statistics, Local Area Unemployment Statistics

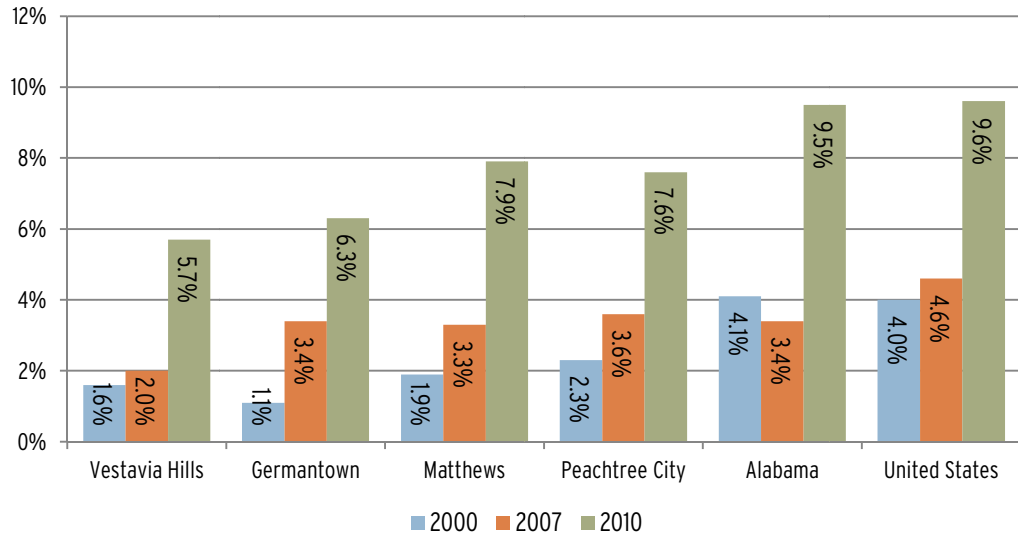


Explanation: Labor force participation rates (LFPR) offer a more nuanced view of employment dynamics. Unemployment rates only capture adults who are actively seeking work and receiving unemployment benefits. However, many eligible workers may not be employed and not receiving benefits, for any number of reasons. LFPR measures the percentage of the potential working aged population¹ which is working or looking for work divided by the total working aged population. The remaining adults comprise the so-called “hidden workforce” because they have either dropped out of the workforce or given up looking for a job.

¹ Defined here as 16-69, while the 18-69 group would be ideal. Census data do not allow high school aged students to be segmented out.

Unemployment Rate

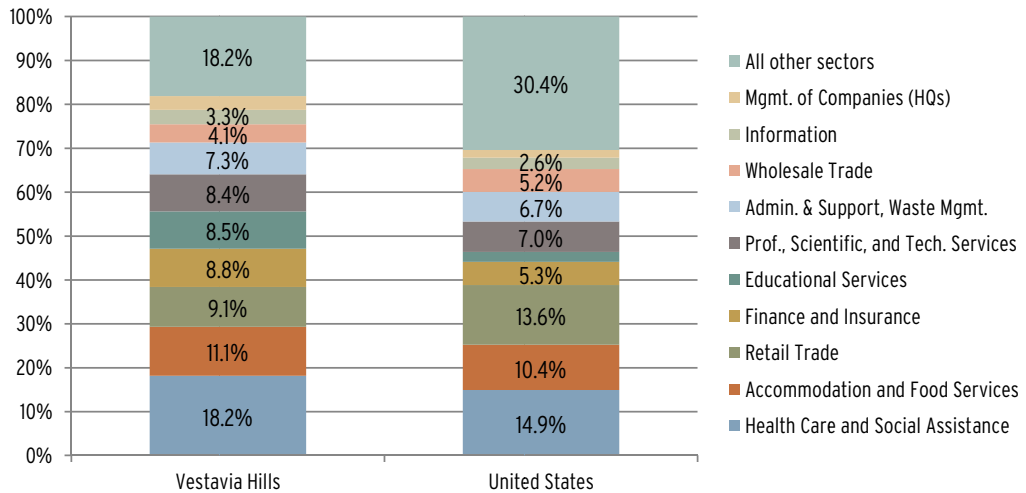
SOURCE: US Census Bureau; US Bureau of Labor Statistics, Local Area Unemployment Statistics



Economic Structure

Business Sector Composition, All Ownerships, 2009

SOURCE: US Census Bureau, Local Employment Dynamics



Major Employers (with 100 employees or more)

SOURCE: ReferenceUSA; Birmingham Business Journal

Establishment	Location type	Sector	Employees
Carr Allison	Headquarters	Lawyers	350
Warren, Averett, Kimbrough & Marino	Single location	Wealth management	250
E Commerce Solutions	Single location	Accounting	250
Vulcan Materials Company	Headquarters	Mining	220
Crown Nissan	Single location	New car dealers	200
Vestavia Country Club	Single location	Country club	175
Don Dennen Motor Company	Single location	New car dealers	150
Drummond Company	Headquarters	Mining	135
Nursefinders	Branch	Child day care services	125
McLeod Software Corporation	Single location	Computer programming	110
Chuys	Single location	Restaurants	101
Publix	Branch	Grocery stores	100-249
YMCA	Branch	Child and youth services	100
Two Men and a Truck	Branch	Local freight trucking	100
McCrorry Building Company	Single location	General contractors	100
Earnest McCarty Ford	Single location	New car dealers	100
Energy Systems Southeast	Single location	Power and comm. systems	100
NaphCare*	Headquarters	Medical equip. and svcs.	100

*Announced relocation

Electricity Rates, January 2011

SOURCE: Energy Information Administration

Avg. Price (Cents) per Kilowatt Hour

	Residential	Commercial	Industrial
Alabama	10.63	10.38	5.94
Georgia	9.80	9.68	6.34
North Carolina	9.48	7.75	5.77
Tennessee	9.49	10.00	6.87
United States	10.99	9.88	6.73

Tax Climate

State Business Tax Climate, 2011

SOURCE: Tax Foundation

	Overall	Corporate Income Tax	Individual Income Tax	Sales Tax	Unemp. Insurance Tax	Property Tax
Alabama	28	24	18	40	10	9
Georgia	25	8	30	23	22	38
North Carolina	41	25	36	44	6	33
Tennessee	27	11	8	47	35	50

NOTE: "1" is most favorable and components weights are as follows: Individual Income Tax - 29.64%; Sales Tax - 25.16%; Corporate Tax 19.35%; Property Tax - 14.57%; Unemployment Insurance Tax - 11.28%

Business Tax Index, 2011

SOURCE: Small Business and Entrepreneurial Council

Rank	State	BTI Score	Rank	State	BTI Score
1	South Dakota	11.1	26	Kansas	37.8
2	Texas	12.1	27	Michigan	38.0
3	Nevada	12.3	28	Montana	38.1
4	Wyoming	16.9	29	North Dakota	38.3
5	Washington	18.4	30	Pennsylvania	39.4
6	Florida	23.3	31	Maryland	40.1
7	Alabama	25.1	32	Wisconsin	40.4
8	Alaska	25.2	33	Delaware	40.4
9	Ohio	25.9	34	West Virginia	40.9
10	Colorado	28.0	35	Idaho	43.7
11	South Carolina	29.7	36	Massachusetts	44.6
12	Mississippi	30.6	37	Illinois	44.7
13	Oklahoma	32.2	38	North Carolina	44.8
14	Virginia	32.3	39	Nebraska	44.8
15	Missouri	32.6	40	Connecticut	45.3
16	Arizona	33.2	41	Oregon	46.5
17	Tennessee	33.2	42	Rhode Island	47.7
18	Georgia	34.1	43	Hawaii	48.4
19	Arkansas	34.1	44	Vermont	50.1
20	Utah	34.5	45	California	50.2
21	Louisiana	34.7	46	Maine	51.4
22	New Mexico	35.8	47	Iowa	52.1
23	New Hampshire	36.4	48	New York	52.8
24	Indiana	36.7	49	New Jersey	53.4
25	Kentucky	36.8	50	Minnesota	54.5
			51	Dist. of Columbia	61.3

Small Business Survival Index, 2010

SOURCE: Small Business and Entrepreneurial Council

Rank	State	SBSI	Rank	State	SBSI
1	South Dakota	28.6	26	Michigan	60.3
2	Nevada	34.7	27	Louisiana	60.4
3	Texas	35.1	28	Illinois	60.7
4	Wyoming	41.8	29	Kansas	61.5
5	Washington	45.3	30	Pennsylvania	62.0
6	Florida	47.8	31	Wisconsin	62.0
7	Alabama	48.5	32	Delaware	62.9
8	South Carolina	49.3	33	Montana	63.3
9	Ohio	49.8	34	Idaho	65.1
10	Colorado	52.3	35	West Virginia	66.5
11	Tennessee	53.5	36	Maryland	66.6
12	Utah	53.8	37	Nebraska	66.7
13	Arizona	54.3	38	North Carolina	68.4
14	Virginia	54.4	39	Oregon	69.4
15	Alaska	54.6	40	Iowa	70.4
16	Mississippi	54.8	41	Connecticut	71.9
17	Indiana	55.0	42	Minnesota	75.0
18	North Dakota	55.9	43	Massachusetts	75.6
19	Missouri	56.0	44	Hawaii	75.9
20	Georgia	56.6	45	Rhode Island	76.7
21	Oklahoma	57.1	46	Maine	77.4
22	Kentucky	58.5	47	Vermont	79.4
23	New Hampshire	58.6	48	California	80.6
24	Arkansas	58.7	49	New York	83.0
25	New Mexico	59.1	50	New Jersey	84.2
			51	Dist. of Columbia	86.8

PROPERTY TAX RATES, NEARBY COMMUNITIES, 2008

SOURCE: Jefferson County Tax Assessor

District	Total rate per \$100 assessed
Vestavia Hills	9.26
Birmingham (Bham Div)	6.95
Birmingham (Bess Div)	6.95
Homewood	7.50
Hoover (Bham Div)	7.26
Hoover (Bess Div)	7.26
Mountain Brook	9.90

State and Local Tax Burden

SOURCE: Tax Foundation; Federation of Tax Administrators; assessor sites

	Alabama	Georgia	North Carolina	Tennessee
Individual Income Tax (2011)	2-5%	1-6%	6-7.75%	6% on div. and int. income
Corporate Income Tax (2011)	6.5%	6.0%	6.9%	6.5%
Franchise Tax (2011)	Yes - Replaced by privilege tax, based on net worth Minimum: \$100 Maximum: \$15,000	Yes - Replaced by net worth tax Min: \$10 Max: \$5,000	Yes - Tax levied at rate of \$1.50 per \$1,000 on largest of (1) capital stock, surplus and undivided profits; (2) 55% of appraised ad valorem tax value of all tangible property in NC; or (3) actual investment in tangible property in NC	Yes - .25% of the greater of net worth or real and tangible property in TN Min: \$100
State/local tax burden per capita (2008)	\$3,168	\$3,735	\$3,849	\$2,891
State/local tax burden as % of PCI (2008)	8.8%	9.9%	10.1%	7.7%
Property tax as % of home value (2009)	0.33%	0.83%	0.78%	0.68%
Apportionment of Corporate Income (2011)	3 factor	100% Sales	Double wtd. Sales	Double wtd. Sales
	Vestavia Hills	Peachtree City	Matthews	Germantown
Sales tax (city and state combined)	9.00%	6.00%	8.25%	9.25%
Res. property tax: \$200,000 property	\$1,296	\$2,251	\$2,342	\$2,743

PLACE

Vestavia Hills' community life, infrastructure assets, and proximity to employment centers have made it an attractive location for workers, families, and second home owners. Increasingly, workers choose where they want to live first and then they find a job. Therefore, quality of life and "quality of place" are crucial components to attracting and retaining residents and employers.

This section of the report examines factors related to Vestavia Hills' quality of place including housing, crime rates, commuting dynamics, public transportation options, and broadband infrastructure.

Because this is a section that received a great deal of stakeholder input, *Market Street* has provided complete survey responses in the following section of this *Data Appendix*.

Recreational Amenities

The following list of parks and recreational amenities is just a partial list of the various recreational opportunities in and around Vestavia Hills.

Wald Park: Wald Park features five baseball fields, a walking track, the Vestavia Hills Swimming Pool, picnic areas, the Civic Center, the Senior's Lodge, the Community Playground and the Skate park.

Byrd Park: Byrd Park features a walking track and a playground. There are also picnic areas in the park.

Liberty Park Sports Complex: Liberty Park Sports Complex features four youth softball fields, five adult softball fields, four soccer fields, and one football field.

Sicard Hollow Road Athletic Complex: The newly-opened Sicard Hollow Complex contains four full-size fields with 11 acres of synthetic turf to accommodate multiple games of football, soccer, or lacrosse.

Cahaba Heights Athletic Fields: This facility has three youth baseball fields, and one multipurpose field that can be used for baseball, soccer, flag football, or lacrosse.

McCallum Park (aka Little Shades Creek Park): A passive park with pavilions, trails, restrooms, and an open field that caters to lazy days at the park. There are grills to cook over open flames, and Little Shades Creek meanders through the park. It is located at the end of Rosemary Lane, which is connected to Rocky Ridge Road.

Cahaba River: Flowing through the Birmingham area in the heart of Alabama, the river attracts many canoeists and kayakers. The Cahaba River also offers recreational opportunities in the form of fishing, rafting and bird watching for many outdoor enthusiasts. One hundred thirty-five fish species are known to occur in the Cahaba River and its tributaries. Several rare fish found in the Cahaba River have been assigned special conservation status.

Boulder Canyon Nature Trail: 1.3 miles, 15 ft. waterfall.

Cost of Living

Cost of Living Index, 2010*

SOURCE: C2ER

	Composite Index	Grocery Items	Housing	Utilities	Trans.	Health Care	Misc. Items
Vestavia Hills	90.8	93.5	73.0	105.9	93.5	87.8	100.3
Peachtree City	95.5	96.1	90.5	86.5	99.3	103.1	100.3
Matthews	93.2	97.1	79.3	91.4	95.7	110.1	101.4
Germantown	88.2	92.7	76.0	87.1	91.5	98.4	95.2

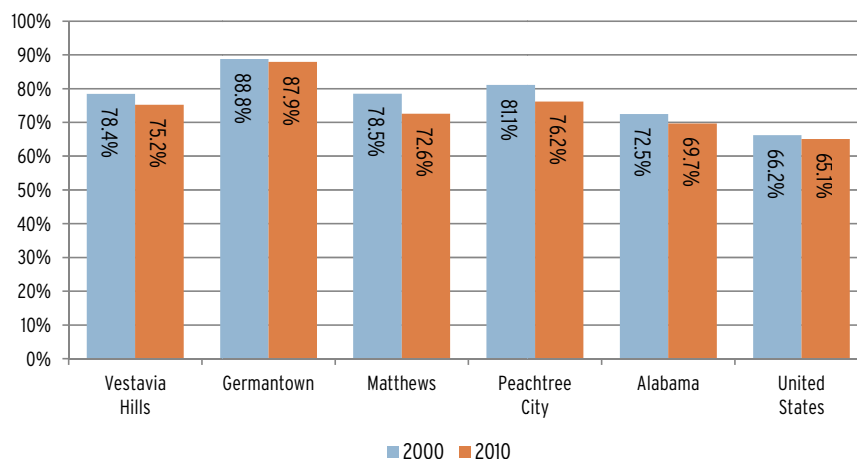
*Index values represent comparison communities' broader metropolitan areas

NOTE: Component weights are as follows: Grocery Items - 13.31%; Housing - 29.27%; Utilities - 10.22%; Transportation - 9.86%; Health Care - 4.23%; and Miscellaneous goods and services - 33.11%.

Housing

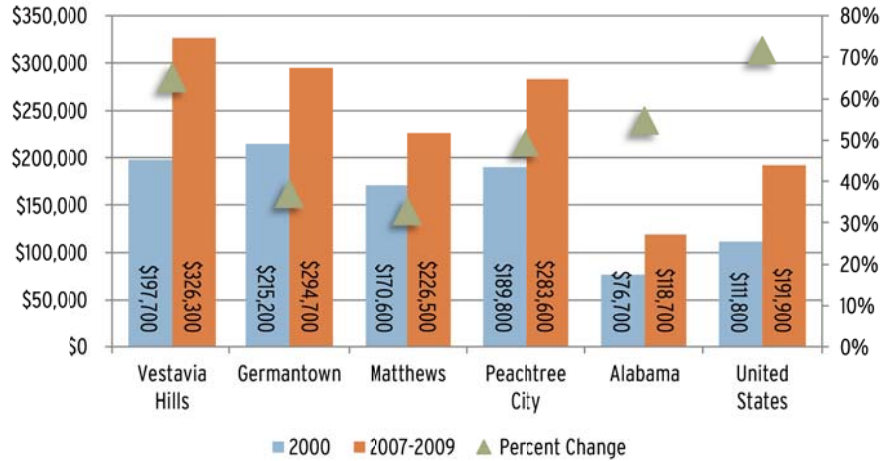
Homeownership Rates, 2000-2010

SOURCE: US Census Bureau, ACS



Median Home Value, (2000)–(2007–2009)

SOURCE: US Census Bureau, American Community Survey



Explanation: Zillow.com provides real estate market data for local geographies. It is considered less authoritative than the U.S. Census statistics, but provides helpful insight into recent trends. It is not referenced heavily throughout the Snapshot text because there is no more recent data for household incomes in Vestavia Hills, thus making more recent affordability calculations impossible.

Median Sale Price, 2000–2010

SOURCE: Zillow.com

NOTE: August 2010 is the most recently available data for Vestavia Hills. As such, the month was used as a reference point for preceding years in this chart.

	Aug-00	Aug-07	Aug-10	% change	
				2000-2007	2007-2010
Vestavia Hills	\$216,500	\$357,000	\$271,400	64.9%	-24.0%
Germantown	\$234,200	\$290,800	\$286,400	24.2%	-1.5%
Matthews	\$167,900	\$229,800	\$186,700	36.9%	-18.8%
Peachtree City	\$188,000	\$264,300	\$272,000	40.6%	2.9%
Alabama	\$106,300	\$168,500	\$144,200	58.5%	-14.4%
United States	\$142,800	\$218,000	\$198,300	52.7%	-9.0%

Building Permit Filings, 2005-2010

SOURCE: US Census Bureau

	2005	2006	2007	2008	2009	2010
Single-family buildings	175	136	73	38	29	39
Multi-family buildings	0	0	0	0	0	0
Total building permits	175	136	73	38	29	39



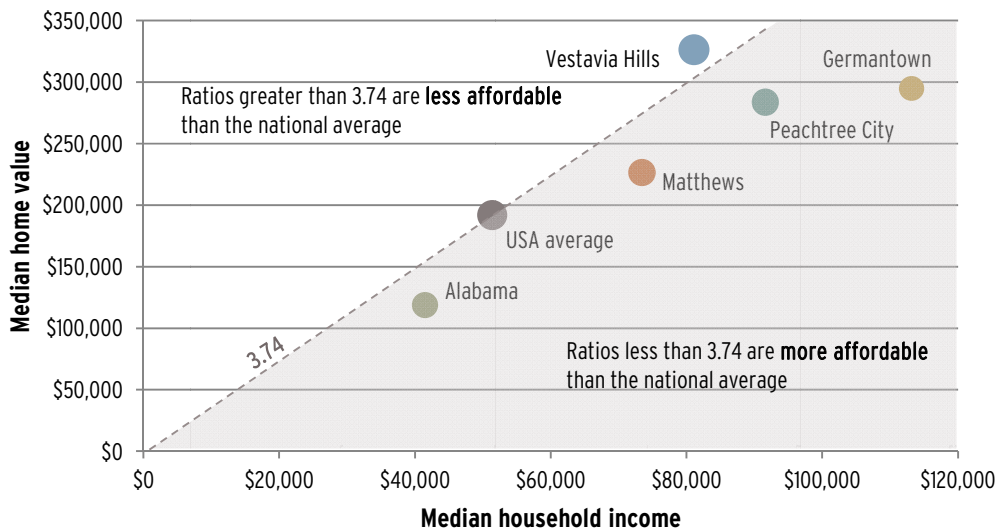
Median Home Price and Median Household Income, 2007-2009 (3-yr)

SOURCE: US Census Bureau, American Community Survey

	Median home price	Median household income	Price-income ratio
Vestavia Hills	\$326,300	\$81,090	4.02
Germantown	\$294,700	\$113,154	2.60
Matthews	\$226,500	\$73,435	3.08
Peachtree City	\$283,600	\$91,604	3.10
Alabama	\$118,700	\$41,458	2.86
United States	\$191,900	\$51,369	3.74

Affordability of Single-Family Housing, 2007-2009 (3-yr)

SOURCE: US Census Bureau, American Community Survey

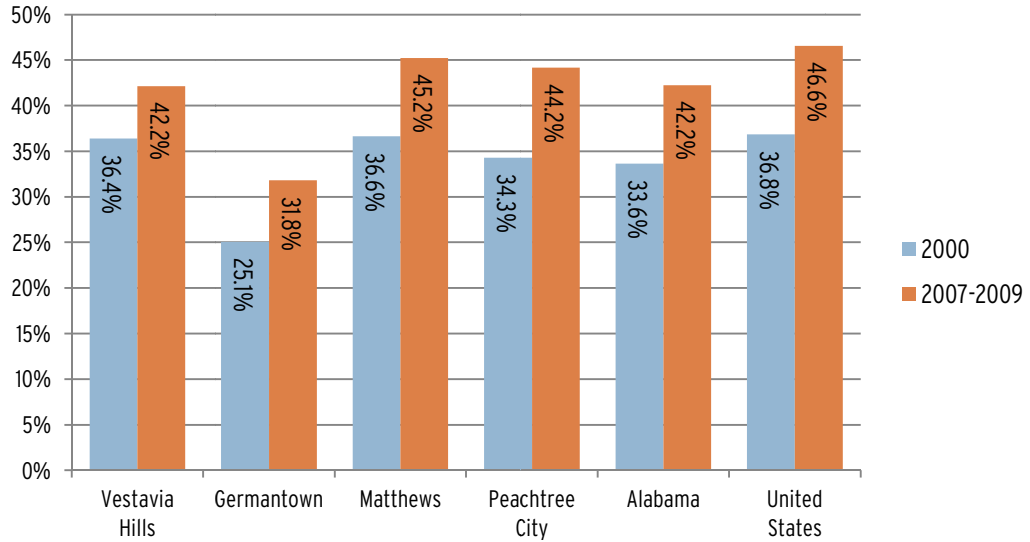


Explanation: Housing affordability indicates the compatibility between home prices and household incomes, in a specific area. Nationally, the median home price is 3.74 times greater than the median household income. Ratios above the national average of 3.74 indicate a market where household income must be leveraged more highly,

resulting in a less affordable market. In other words, more affordable markets are those where home prices are closer to the amount able to be paid by the household, which is measured as the median household income.

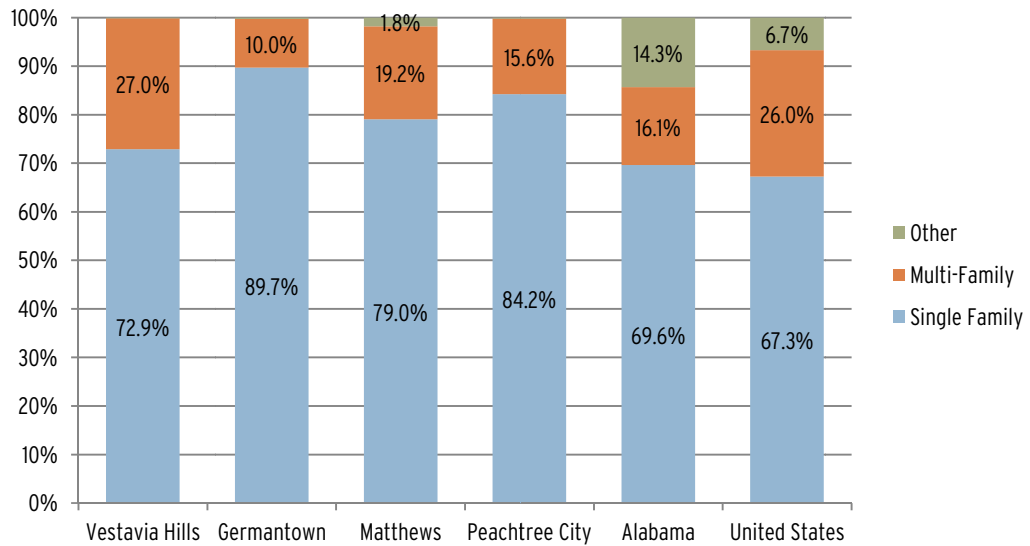
Percentage of Renters Paying Greater than 30 Percent of Household Income on Rent, 2000 - 2007-2009 (3-yr)

SOURCE: US Census Bureau, American Community Survey



Housing Stock Composition, 2007-2009 (3-yr)

SOURCE: US Census Bureau, American Community Survey



Crime Rates

Explanation: Crime rates indicate the prevalence of certain types of criminal activity in a specific jurisdiction. However, the Federal Bureau of Investigation (FBI) strongly warns against ranking and directly comparing jurisdictions based on crime statistics. Many variables related to the volume and locations of crime are unable to be adequately captured in the data. The *per capita* figures presented provide a degree of standardization, but the measure is not intended as an indicator of law enforcement effectiveness.

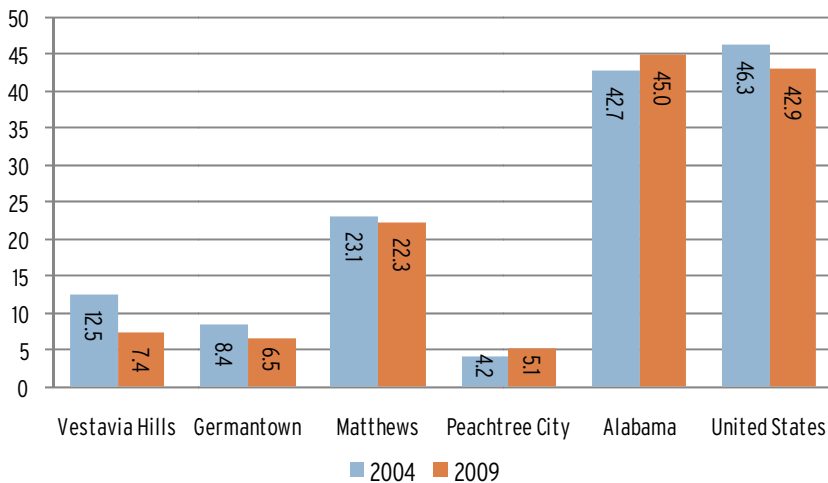
Violent Crime per 10,000 Residents, 2009

SOURCE: FBI Uniform Crime Reports

	All violent crime	Murder and nonnegligent manslaughter	Forcible rape	Robbery	Aggravated assault
Vestavia Hills	7.4	0.0	0.6	3.2	3.6
Germantown	6.5	0.2	0.2	2.4	3.6
Matthews	22.3	0.0	0.4	11.3	10.6
Peachtree City	5.1	0.0	1.1	1.1	2.8
Alabama	45.0	0.7	3.2	13.3	27.8
United States	42.9	0.5	2.9	13.3	26.3

Violent Crime per 10,000 Residents, 2004-2009

SOURCE: FBI Uniform Crime Reports



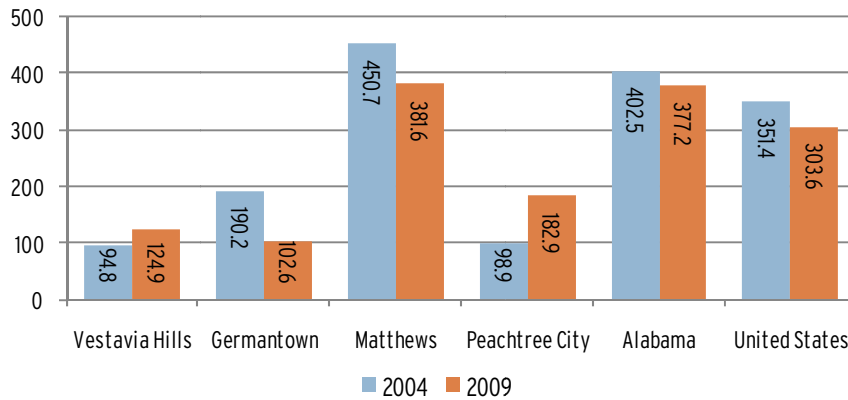
Property Crime per 10,000 Residents, 2009

SOURCE: FBI Uniform Crime Reports

	All property crime	Burglary	Larceny-theft	Motor vehicle theft	Arson
Vestavia Hills	124.9	50.2	68.6	6.1	0.0
Germantown	102.6	17.6	82.3	2.7	1.2
Matthews	381.6	53.7	305.2	22.7	2.2
Peachtree City	182.9	12.5	146.0	24.5	0.0
Alabama	377.2	103.7	250.0	23.5	0.0
United States	303.6	71.6	206.1	25.9	0.0

Property Crime per 10,000 Residents, 2004-2009

SOURCE: FBI Uniform Crime Reports



Commuting Dynamics

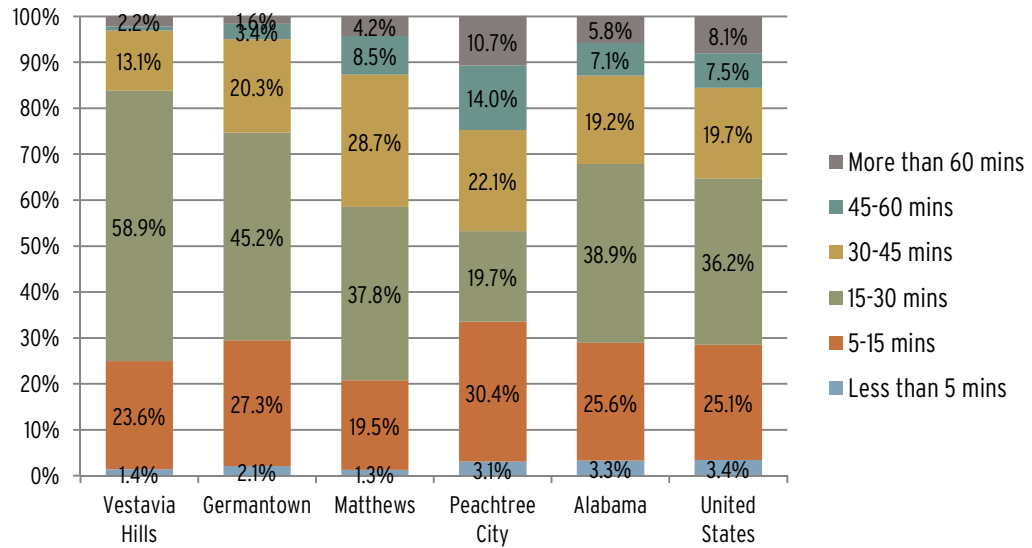
Commute Mode, 2005-2009 (5-yr)

SOURCE: US Census Bureau, American Community Survey

	Vestavia Hills	Germantown	Matthews	Peachtree City	Alabama	United States
Drove alone or motorcycle	88.0%	87.8%	79.2%	81.4%	83.7%	76.1%
Carpooled	6.3%	5.3%	9.9%	7.7%	11.2%	10.5%
Public transit	0.0%	0.1%	1.4%	0.3%	0.5%	5.0%
Walked/biked	0.6%	0.6%	1.2%	1.3%	1.4%	3.4%
Other	0.4%	0.2%	0.6%	3.2%	0.8%	0.9%
Worked at home	4.4%	6.0%	7.7%	6.1%	2.4%	4.0%

Commute Time, 2007-2009 (3-yr)

SOURCE: US Census Bureau, American Community Survey



Live-work dynamics

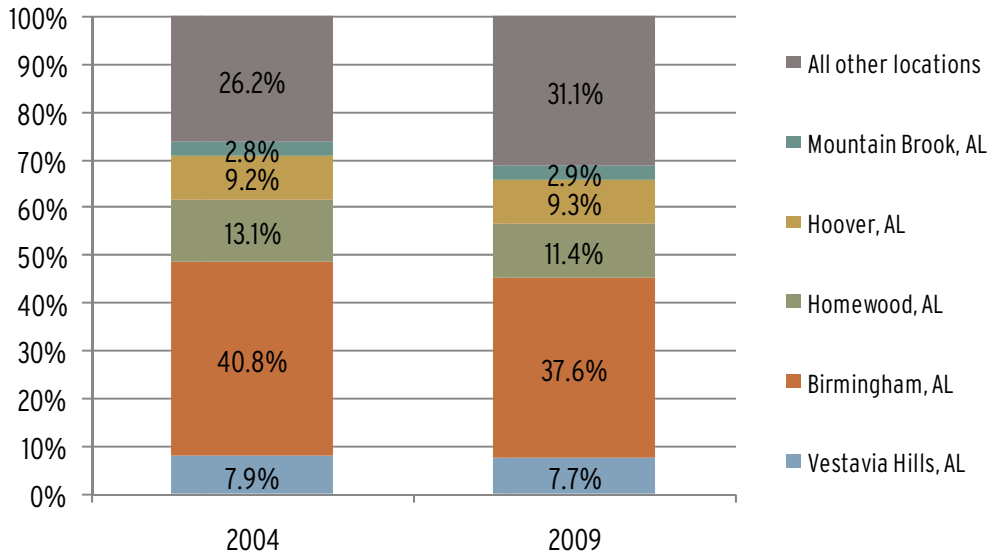
SOURCE: US Census Local Employment Dynamics

- ✓ **12,341** people live in Vestavia Hills but are employed elsewhere
- ✓ **12,710** people are employed in Vestavia Hills but live elsewhere
- ✓ **1,023** people both live and work in Vestavia Hills

Explanation: The US Census Bureau’s “On the Map” tool provides information related to (1) where Vestavia Hills residents work, and (2) where those who work in Vestavia Hills live.

Where Vestavia Hills' Residents Work, 2004 - 2009

SOURCE: US Census Local Employment Dynamics



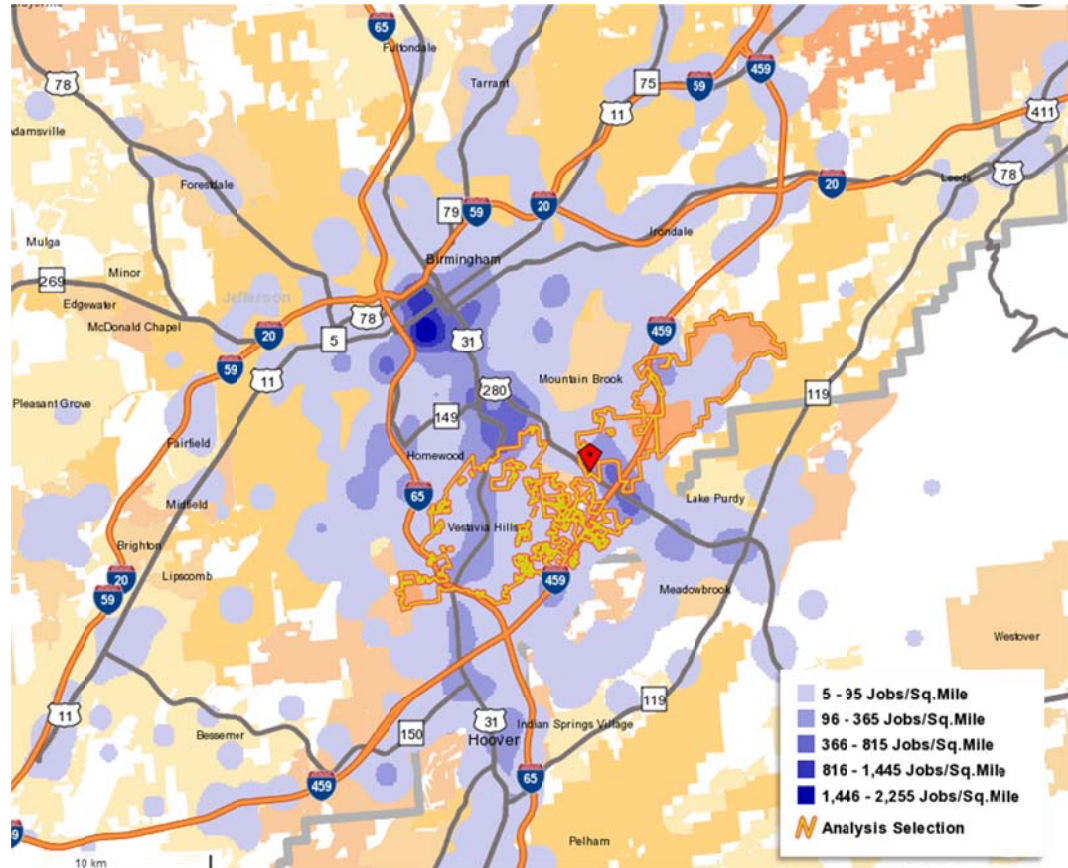
Percentage of Residents that Work in their Home City, 2009

SOURCE: US Census Local Employment Dynamics

City	Working in home city
Vestavia Hills	7.7%
Germantown	6.6%
Matthews	7.5%
Peachtree City	17.0%
Birmingham	24.6%
Homewood	5.3%
Hoover	12.4%
Mountain Brook	7.8%
Pelham	5.2%

Where Residents Work, Heat Map, 2009

SOURCE: US Census Bureau, Local Employment Dynamics, OnTheMap



Public Transit

The Birmingham-Jefferson County Transit Authority (BJCTA) currently serves 200 square miles and 400,000 riders, in and around the Greater Birmingham area. The BJCTA operates fixed bus routes and paratransit services. Of Vestavia Hills’ major annexations, Cahaba Heights is much better served by BJCTA routes than Liberty Park. However, fiscal pressures in 2009 prompted Vestavia Hills to reduce funding for the US 31 Express bus service, resulting in the loss of seven weekday and six weekend trips into the city. The City also operates a limited bus service for seniors who need transportation to medical and dental appointments, shopping, bank visits, and other errands.

Broadband Infrastructure

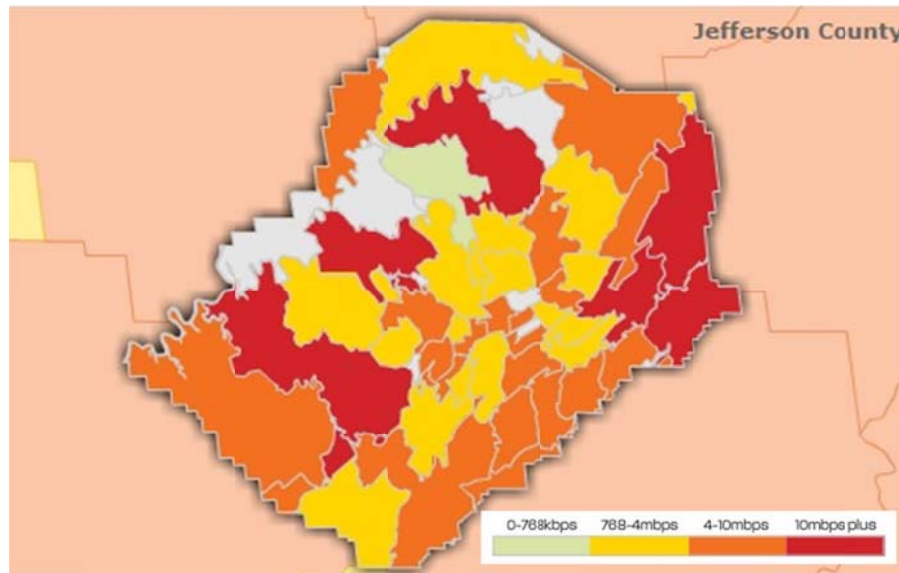
Download Speeds by Zip Code

Source: SpeedMatters.org

Zip code	Mbps
35216	9.2
35226	7.6
35242	5.9
35243	7.6

Jefferson County Download Speeds by Zip Code

SOURCE: SpeedMatters.org



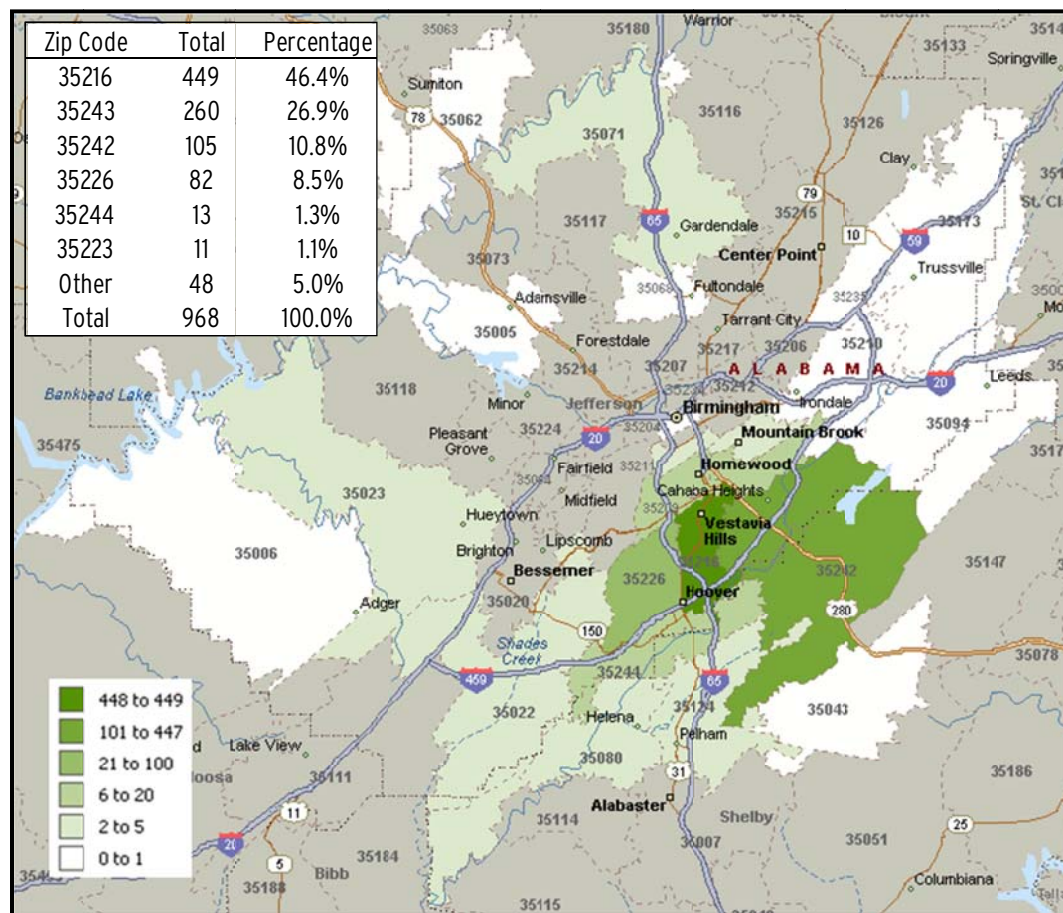
Explanation: Speed Matters is an industry group which advocates for the expansion and upgrade of Broadband infrastructure nationwide. As part of its efforts, it maintains comparative upload and download speeds for communities. Download speeds are reflected in the preceding chart. The download speeds recorded for Vestavia Hills in the preceding chart show that the area has faster broadband speeds than the U.S. median, which is just 3.0 mbps.

STAKEHOLDER INPUT

Market Street staff facilitated a full day of focus groups with key stakeholders. Because we protect the anonymity of respondents, specific details of those focus groups are not included. However, “take away” points from those sessions have been incorporated into the *Competitive Snapshot* and will be used to directly inform relevant components of the *Community Vision Plan*.

Broader input was gained through a public online survey which garnered 461 responses. This portion of the *Data Appendix* includes the complete responses from the online survey.

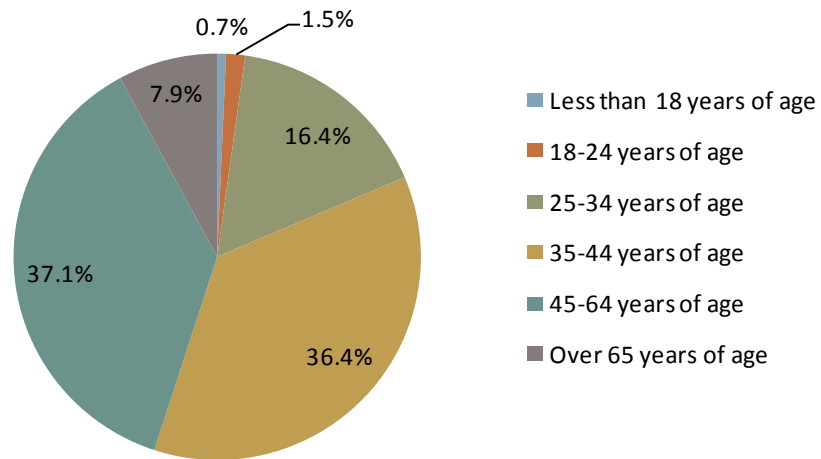
1. What is the ZIP code of your primary residence?



2. *Do you live within the City of Vestavia Hills incorporated limits?*

Answer Options	Response Percent	Response Count
Yes	84.1%	811
No	10.7%	103
Don't Know	5.2%	50

3. *What is your age?*



4. *What is your race/ethnicity?*

Answer Options	Response Percent	Response Count
Caucasian	96.4%	932
African-American	1.0%	10
Hispanic or Latino	0.3%	3
Asian-American	0.4%	4
Native American	0.4%	4
Two or more races	0.0%	0
I choose not to answer	1.1%	11
Other (please specify)	0.3%	3

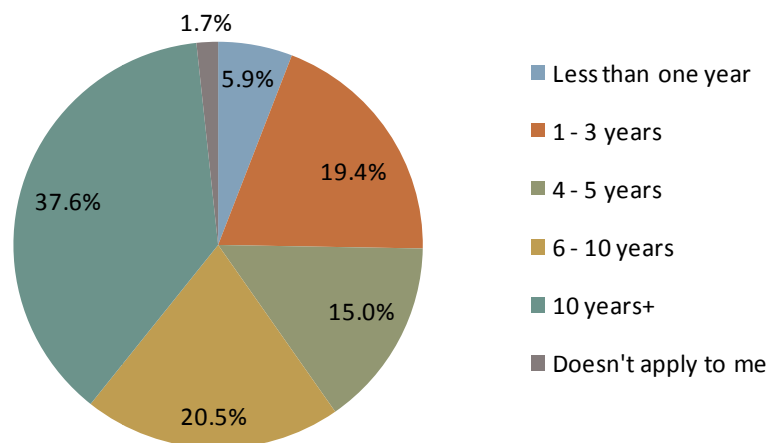
5. *What is your employment status?*

Answer Options	Response Percent	Response Count
Employed	76.5%	741
Unemployed, looking for work	1.7%	16
Unemployed, not looking for work	11.4%	110
Active military service	0.0%	0
Student	1.1%	11
Retired	9.3%	90
<i>answered question</i>		968

6. *What is the zip code of your company or organization's primary location?*

Zip Code	Total	Percentage
35216	161	23.1%
35209	91	13.0%
35203	84	12.0%
35243	64	9.2%
35242	49	7.0%
35233	35	5.0%
35244	29	4.2%
All Other	185	26.5%
Total	698	100.0%

7. *How long have you worked at your current place of employment?*



8. *What is your role in your company or organization?*



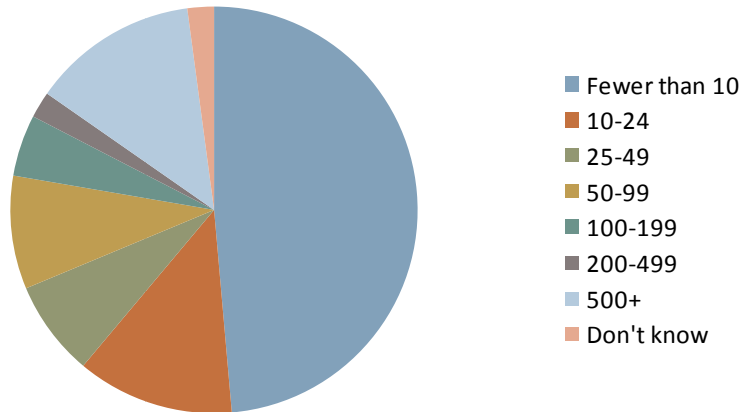
9. *Is your business located within the City of Vestavia Hills' corporate limits?*

Answer Options	Response Percent	Response Count
Yes	28.4%	205
No	70.2%	506
Don't Know	1.4%	10
<i>answered question</i>		721

10. *How would you characterize your company or organization's type of business?*
**asked only of those whose business is located within Vestavia Hills*

Answer Options	Response Percent	Response Count
Administrative services and waste services	0.0%	0
Agriculture	0.7%	1
Arts, entertainment, and recreation	4.1%	6
Construction	2.0%	3
Education services	4.8%	7
Health care services	6.1%	9
Hospitality (Accommodation and food services)	4.8%	7
Finance and insurance	17.7%	26
Government	3.4%	5
Information (media, publishing, broadcasting, data)	2.0%	3
Manufacturing	2.7%	4
Non-Profit	7.5%	11
Professional and technical services (legal, accounting,	15.0%	22
Real estate	5.4%	8
Retail trade	10.9%	16
Logistics (Transportation and warehousing)	0.0%	0
Wholesale trade	0.7%	1
Other (please specify)	12.2%	18
<i>answered question</i>		147

11. *How many employees work for your company or organization at all of its locations? *asked only of those whose business is located within Vestavia Hills*



12. *What is the primary market/service area of your company or organization? Please check all that apply. *asked only of those whose business is located within Vestavia Hills*

Answer Options	Response Percent	Response Count
City of Vestavia Hills	49.3%	71
Jefferson and Shelby counties	43.8%	63
Greater Birmingham	34.7%	50
Alabama	28.5%	41
United States	25.0%	36
North America (U.S., Canada and Mexico)	3.5%	5
Global	6.3%	9
Don't know	1.4%	2
<i>answered question</i>		144

13. *If you are a business owner or are involved in management/staffing decisions within your organization, please evaluate the degree to which you agree with the following statements:*

Answer Options	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't Know
If I have no trouble finding quality employees in Greater Birmingham to support my business.	25 14.4%	51 29.3%	35 20.1%	14 8.0%	10 5.7%	39 22.4%
If I needed help finding or training workers for my business, I am confident that I could find this help from the City of Vestavia Hills or the Vestavia Hills Chamber of Commerce.	14 8.1%	31 17.9%	39 22.5%	22 12.7%	18 10.4%	49 28.3%
If I needed help finding or training workers for my business, I am confident that I could find this help from the Birmingham Business Alliance.	4 2.3%	18 10.5%	52 30.2%	21 12.2%	12 7.0%	65 37.8%
If I needed help finding or training workers for my business, I am confident that I could find this help from the Alabama Department of Labor.	3 1.7%	14 8.1%	52 30.2%	24 14.0%	21 12.2%	58 33.7%

Additional comments: Respondents were given the opportunity to provide additional comments. A sample of these 31 responses is as follows:

- I am not aware that any of these organizations provide this type of help or service.
- What we do is so specialized that we would train or find through colleague contacts across country.
- Finding good talent was always a challenge. Sometimes the skills were not present in the workforce and sometimes those who had the skills were not interested in living in Alabama.
- There are other groups I would look to for training like the AIDT, AWDI, and community colleges. The same might help with finding workers, but finding workers is no problem in Alabama. Finding TRAINED workers is a problem.

14. *What do you feel is the GREATEST STRENGTH of the local workforce? A sample of the 114 responses is as follows:*

- Personable and loyal to Vestavia's commerce.
- Large number of students from several universities in this area.

- The businesses I visit in Vestavia have caring employees who try to help whatever my request. They are knowledgeable about their businesses and related companies.
- Many quality educated individuals in Vestavia area.
- Willingness to serve the city.
- Friendly, educated, skilled, community oriented.
- Understanding the needs of the community.
- Education and knowledge of the local people.
- Sense of ownership in the community.
- Their desire to want to work.
- That the MAX system can get them to work.
- Cost relative to other metro areas in the Southeast.

15. *What do you think is the **GREATEST WEAKNESS** of the workforce? A sample of the 100 responses is as follows:*

- Lack of diversity.
- Too few entry level type employees.
- Technology is moving so fast it is hard to keep up.
- Lack of depth of professional services experience in potential new hires
- Low number of workers available.
- The lack of or under-utilizing the younger (16-20) yrs. old people within our community.
- Boldness for new business and lack of local "hometown" workers in stores.
- Public Transportation - we have one bus line that runs on Hwy. 31 and one that runs on Hwy. 280 with no connecting routes.
- In Vestavia - leadership skills and experience.
- Lack of skilled laborers, e.g., plumbers, electricians, painters, etc.
- High salary demands.
- Education. The personnel in this area can command better wages due to their educational foundation.
- They do not have the needed qualifications. Their lack of education or proper skills.
- Some employees don't have cars , making it difficult to get to work
- Lack of job training.

16. Please rate the following statements according to the degree to which you agree

Answer Options	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know
My business will remain in the Vestavia Hills area in the long-term	40.5% (70)	23.7% (41)	16.8% (29)	1.7% (3)	0.6% (1)	16.8% (29)
My business receives the support it needs to expand from the City	12.9% (22)	15.2% (26)	36.8% (63)	9.9% (17)	5.3% (9)	19.9% (34)
Labor costs are not prohibitive	8.3% (14)	29.6% (50)	29.6% (50)	9.5% (17)	1.8% (3)	21.3% (36)
Business regulations and costs (ordinances, licensing fees, etc.) are not prohibitive	6.5% (11)	32.5% (55)	23.1% (39)	14.2% (24)	4.7% (8)	18.9% (32)
Utility costs are not prohibitive	5.8% (10)	38.6% (66)	22.8% (39)	10.5% (18)	3.5% (6)	18.7% (32)
The cost of commercial/industrial space is relatively affordable	3.5% (6)	25.3% (43)	25.9% (44)	15.9% (27)	7.6% (13)	21.8% (37)

17. Please evaluate the following aspects of Vestavia Hills' small business and entrepreneurial climate, with 1 being Very Poor and 5 being Very Good. If you are unsure of your answer, please select "Don't Know."

Answer Options	1	2	3	4	5	Don't Know
Availability of small business assistance and services	3.1% (16)	8.4% (43)	12.3% (63)	8.0% (41)	5.3% (27)	63.0% (323)
Availability of capital	3.7% (19)	8.1% (41)	11.4% (58)	7.5% (38)	2.6% (13)	66.8% (340)
Availability of networking opportunities with other entrepreneurs	3.3% (17)	4.3% (22)	17.4% (89)	15.0% (77)	13.1% (67)	46.9% (240)
Availability of affordable office space	3.1% (16)	12.3% (63)	15.0% (77)	11.3% (58)	4.1% (21)	54.2% (278)
Speed of permit review processes	3.7% (19)	4.3% (22)	12.0% (61)	6.5% (33)	5.3% (27)	68.2% (348)
Responsiveness of City government to small business needs	3.4% (17)	7.1% (36)	12.2% (62)	7.7% (39)	5.7% (29)	63.9% (324)

18. Please indicate if the following items are barriers to, or potential advantages for, the existing and future ability of the community to be successful.

Answer Options	Significant Problem	Minor Problem	Little to No Concern	Minor Advantage	Significant Advantage	No Opinion
Local tax climate	9.7% (67)	30.4% (211)	35.2% (244)	7.1% (49)	5.5% (38)	12.1% (84)
Quality of K-12 education	0.8% (6)	1.9% (14)	2.8% (20)	5.7% (41)	87.4% (631)	1.4% (10)
Higher education opportunities	2.0% (14)	3.9% (28)	21.0% (149)	13.5% (96)	42.9% (305)	16.7% (119)
Retention of college graduates and young professionals	3.1% (22)	13.0% (93)	12.3% (88)	23.6% (169)	35.3% (253)	12.7% (91)
Ability to attract young professionals	4.9% (35)	17.2% (123)	9.5% (68)	24.5% (175)	36.3% (259)	7.6% (54)
Cost of living	4.6% (33)	33.2% (237)	26.2% (187)	20.2% (144)	12.9% (92)	2.8% (20)
Cost of doing business	5.1% (36)	21.8% (153)	25.7% (181)	11.8% (83)	7.8% (55)	27.7% (195)
Local elected leadership	7.0% (50)	12.5% (89)	22.1% (158)	27.6% (197)	17.9% (128)	12.9% (92)
State elected leadership	12.7% (90)	19.9% (141)	22.1% (157)	19.5% (138)	15.4% (109)	10.4% (74)
Infrastructure	10.3% (73)	29.9% (212)	26.2% (115)	20.0% (142)	14.5% (103)	9.2% (65)
Public Safety	3.1% (22)	5.6% (40)	15.4% (110)	24.9% (177)	48.5% (345)	2.5% (18)

Additional comments: Respondents were given the opportunity to provide additional comments. A sample of these 92 responses is as follows:

- I don't know that Vestavia is doing a good job of attracting the young professionals. Vestavia is very family oriented, which is reflected in the quality schools, but I don't know that this is an area that would draw young professionals.
- As for infrastructure, Cahaba Heights needs sidewalks, especially on Greendale and White Oak where there is so much traffic to and from the ball fields
- Newer - Affordable Apartment complexes are much needed in Vestavia Hills area. It's an excellent place to live but finding a nice home/apartment for a decent price is nowhere to be found in Vestavia Hills. School buses are

needed as well ... Kids who are forced to walk home across Hwy. 31 is extremely dangerous and to me a serious liability!

- Infrastructure - more sidewalks needed. Notably in neighborhoods on west side of Hwy 31. Sidewalk is needed down Merryvale to West Elem/Wald Park for safety reasons. Either a bridge over or tunnel under Hwy 31 at the new Library & just below West Elem would be ideal to connect neighborhoods on both sides.
- High quality retail and restaurant space on Hwy 31, Columbiana and Rocky Ridge is lacking seriously. Cahaba Heights is not used properly. Too much is put into Liberty Park while original Vestavia is crumbling.
- Retention of college graduates and young professionals is a concern given the loss of certain corporate headquarters in the greater Birmingham area. Our infrastructure such as parks and roads is showing its age. Also, we need a master development plan. We have constructed city buildings, etc. over time, but if you drive down 31, the word that comes to mind would be "stuccoville".
- My concern with our school system is the size of our classrooms. I grew up in Vestavia Hills, and I am concerned with the lack of proper instruction due to the current class sizes. East, Central and Pizitz are overcrowded, and it seems no effort is being made to correct this problem.
- Quality of K-12 education is a HUGE advantage.... it was the primary reason we were willing to pay higher housing prices to live here
- The local leadership and business leadership seem to have a personality conflict.
- I think that there needs to be a group of young leaders step up and lead Vestavia. There needs to be more emphasis on the youth programs, installing sidewalks, rehabing commercial corridors and properties, rehabing multifamily properties
- Vestavia has limited attractions for young professionals and is more of a bedroom community. There is no vibrant area for entertainment, limited shopping, and poor management to attract these in the future. The city's infrastructure is okay. However, the quality of many of the buildings is less than adequate and incentives need to be made to redevelop the area.
- Vestavia schools are the key to attracting young professionals. Business areas and parks should be a major focus for facelifts and updates to compete with surrounding areas.

19. Please rank the top ten (10) challenges Vestavia Hills faces in attracting and/or retaining residents, with one (1) being the most important challenge. You may only vote once for each challenge

Answer Options	1	2	3	4	5	6	7	8	9	10
Quality development, planning, and land use	33.9%	15.0%	13.0%	7.9%	9.8%	5.9%	4.5%	4.9%	2.7%	2.3%
Infrastructure quality	7.7%	16.6%	14.7%	13.8%	15.8%	11.0%	7.7%	7.2%	3.4%	2.1%
Traffic congestion	9.8%	9.5%	12.9%	12.6%	14.1%	11.6%	11.3%	10.1%	5.2%	3.0%
More entertainment and recreation amenities	14.7%	14.1%	16.2%	13.8%	13.0%	7.7%	8.2%	6.3%	4.1%	1.8%
Creating more quality jobs	12.7%	11.3%	12.1%	11.0%	14.9%	10.6%	10.1%	9.3%	5.4%	2.5%
K-12 capacity, financing, and quality	17.3%	8.3%	8.9%	7.1%	9.0%	7.2%	8.9%	8.9%	12.0%	12.6%
More diverse housing stock (i.e., apartments, more choices of single-family homes)	4.9%	6.4%	6.0%	3.7%	7.2%	5.5%	9.6%	13.2%	22.5%	21.0%
Appearance of the city	15.4%	13.3%	11.5%	11.8%	11.0%	10.1%	8.9%	9.1%	5.9%	3.0%
Cost of living	9.6%	10.9%	11.1%	10.3%	12.4%	10.5%	13.1%	10.8%	9.1%	2.2%

20. *Please evaluate the quality of the following elements of Vestavia Hills' infrastructure. If you are unsure of your answer, please select "Don't Know."*

Answer Options	Excellent	Good	Average	Poor	Very Poor	Don't Know
Road and highway capacity serving existing developed areas	5.9%	35.3%	41.9%	10.3%	2.5%	4.1%
Road and highway capacity serving undeveloped areas	3.2%	20.3%	37.6%	8.0%	2.0%	28.9%
Water and sewer capacity to support growth	3.7%	23.3%	26.2%	7.9%	3.4%	35.6%
High-speed telecommunications	9.0%	29.8%	29.4%	11.3%	3.8%	16.7%
Class A office space	1.7%	9.8%	24.2%	15.3%	5.9%	43.0%
Industrial sites and buildings	1.1%	5.5%	19.0%	16.1%	11.4%	46.9%

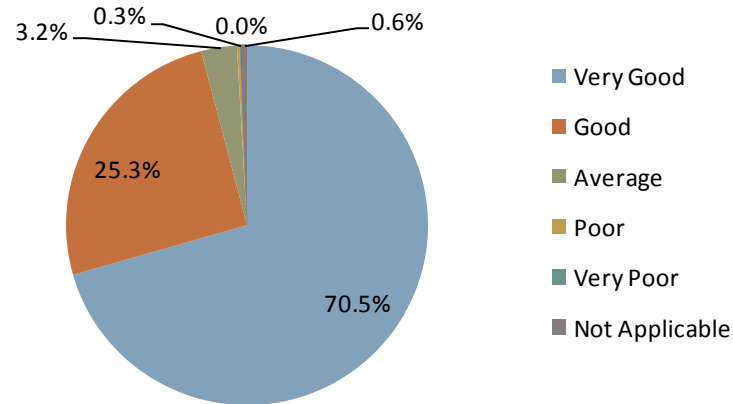
21. *Do you have a child or children who are currently students in Vestavia Hills public schools, or are you currently a high school student?*

Answer Options	Response Percent	Response Count
Yes	42.3%	318
No	57.7%	434
	<i>answered question</i>	752

22. *Where do you (or your child) attend school?*

All of the schools in Vestavia Hills were represented by the 312 respondents.

23. *How would you rate the quality of the education that you (or your children) are receiving?*



Additional comments: Respondents were given the opportunity to provide additional comments. A sample of these 66 responses is as follows:

- Both of my children are straight A students but only take a few honors courses. I really believe the better teachers need to be teaching more non honors/AP courses
- Great staff and teachers. Have my child with a developmental delay and he is made major progress. I cannot heap enough praise on the staff there.
- I believe the schools do a great job with at risk and gifted children but the average "a" student gets passed over a bit. I believe the education my children are recording is not as excellent as the one I received in Vestavia years ago. I believe we need to model ourselves after Mtn. Brook
- The cuts in Spanish k-5 is disappointing. Our children need to know a second language and the earlier the better. I would happily pay for this and will hire my own Spanish teacher in the fall to continue this education. The board has disappointed many families with this cut.
- It's not just a school for education in the basics of math/sciences and arts/language. They teach the children personal growth as well as strategies on how to protect the growth of the community.
- I feel high school students should be exposed to more "career" interest classes (such as engineering, etc)--more attention should be given to help students explore career interests--annual career day is NOT enough--feel a "study habit" class should be mandatory for freshman, because for the past several years, I feel Pizitz has poorly prepared students.

- We really need to watch class sizes though, seems they are beginning to creep up there.
- The teachers are top notch and the resources are amazing

24. Please select and answer below based on the following statement.

Answer Options	Strongly agree	Agree	Neither agree nor	Disagree	Strongly disagree	No opinion	Response Count
"Our community has a commitment to quality, public K-12 education."	71.8% (224)	26.0% (81)	0.6% (2)	0.6% (2)	0.6% (2)	0.3% (1)	312

Additional comments: Respondents were asked to answer the question: "Why do you feel this way?" A sample of these 142 responses is as follows:

- Look at our graduation rate and test scores, that says it all.
- Strong PTOs, the Foundation, active Board of Education, GREAT teachers/administrators
- The teachers are highly qualified, parents are very involved in education, and there is more money spent on schools in Vestavia.
- Citizens provide excellent support and involvement in public K-12 education in Vestavia Hills.
- It is evident in the amount of funding we give to our schools, and the quality of the teachers and staff. People move to Vestavia Hills because of our good schools.
- The faculty always encourages excellence in education and cares about each student doing the best they can do. This is evident in our various academic teams' successes and our blue ribbon school status.
- I love the technology provided to our children.
- My child is visibly progressing, feels confident, safe, making friends, etc.
- I grew up in Vestavia and attended Vestavia schools. I feel like I see the same dedication to quality education that was there 30 years ago. However, I wish the class sizes were not so big.
- Our students are taught to want to excel in education and community. Our teachers are the best of the best and their jobs rarely end at the end of the school day.

25. *What do you think needs to be done to improve your school or school district?*

Overview: Many respondents said that school capacity and the physical state of classroom buildings should be addressed. In addition to smaller class sizes, respondents suggested the creation of a 9th grade academy or intermediate school. However, responses point to mixed feelings about the creation of a second high school. Transportation issues, such as lack of buses and congestion around school facilities, were also prevalent among survey responses.

A sample of the 312 responses is as follows:

- Class size should be smaller.
- Bring back elementary school Spanish program.
- Keep teacher/student ratio low. Keep only 1 High School, so as not to split the community (reference: how much Hoover High & Spain Park are rivals). WISH we could purchase the old Berry property; maybe make it an 8th & 9th grade campus!!
- School busses ... for those parents that are not able to leave work early everyday to pick up there child from school. Not all mothers are able to be stay-at-home-moms!
- Another high school or a ninth grade only school. I worry that the high school will become overcrowded.
- More diversity for the kids. I don't know how to accomplish this, but I wish our schools were more mixed...
- More opportunities for teaching geared to specific children - such as gifted, special needs, foreign students, etc - in a different environment other than the primary classroom
- Continued improvement of facilities. Would love to see our school board embrace healthier, green, LEED certified construction with more daylighting & improved air quality.
- Traffic congestion/carpool issues.
- A 2nd high school is needed for Liberty Park & Cahaba Heights Elementary School. We moved here from a neighboring school system to get away from the "mega schools".
- Reinstate the elementary Spanish program.
- Need to make sure the high school can handle the additional growth in the future; Vestavia Hills does not need a 2nd high school as it can split the community and we need to take the steps necessary to preserve this one location.
- Encourage the use of school buses and discourage non-senior students from driving to and from school.
- Pull ninth grade out of the High school and build a ninth grade campus.

- PTO needs to be revamped to allow more parents the opportunity to serve in board capacities. Being "popular" shouldn't be the reason you are chosen by a majority. PTO elections should never involve PTO board members, past or present. Slight changes to the above would increase parent involvement by 100%.
- Drugs and alcohol are a VERY BIG problem at the school. I would like to see it recognized as a problem so we can figure out a way to fight it.

26. Do you feel sufficient recreational programs and amenities are available for children and teenagers in the Vestavia Hills area?

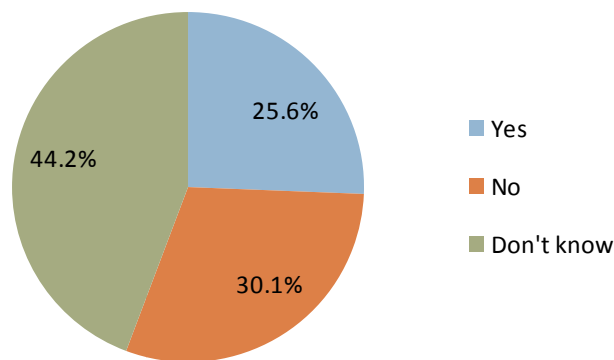
Answer Options	Response Percent	Response Count
Yes, there are many options for young people here.	66.0%	206
No, but amenities and options are a short drive away.	26.3%	82
No, diverse amenities and options are not available in the	7.7%	24

Additional comments: Respondents were given the opportunity to respond to the question, “What kinds of additional programs or amenities for children and teenagers would you like to see?” A sample of the 61 responses is as follows:

- More outdoor, hiking, walking and park areas. Little Shades creek is very nice. Can something be done along Cahaba River? Rec Center is old and out dated. Most space there serves little to no purpose.
- The parks need more walking trail. Kids need to be able to ride their bikes and other wheeled toys, but need wider and longer trails that overlap. I love going to Heardmont Park because everyone is welcome. They have something for everyone like tennis, baseball, soccer, walking, running, biking, pets, playground, food, football, seniors, etc.
- Roller skating, Rock-climbing, an awesome (after-work-hours) supervised Life Center with indoor walking track, step-aerobics, swimming, basketball, would be nice.
- We have to drive to Liberty park for any female sport
- More tween type programs are needed, ie. racquetball courts, movie nights at the civic center. And an upscale skating rink would generate money.
- We could benefit from more tennis courts and ball fields. Our Community Center could definitely use a face lift!
- Golf programs that don't require country club membership

- I would like to see more attention paid to girls sports. I have two daughters and the recreational offerings for the sports we play are basically non-existent. There is a strong emphasis and channeling to softball, cheerleading, soccer and basketball, but not other girls sports or activities.
- A new Vestavia park in the Cahaba Heights area with hiking trails and a canoe launch
- Would like to see better amenities closer than Liberty Park. We joined Hoover Rec league last year because it was more convenient.

27. Do you feel there will be job opportunities available to you (or your child) locally upon graduation?

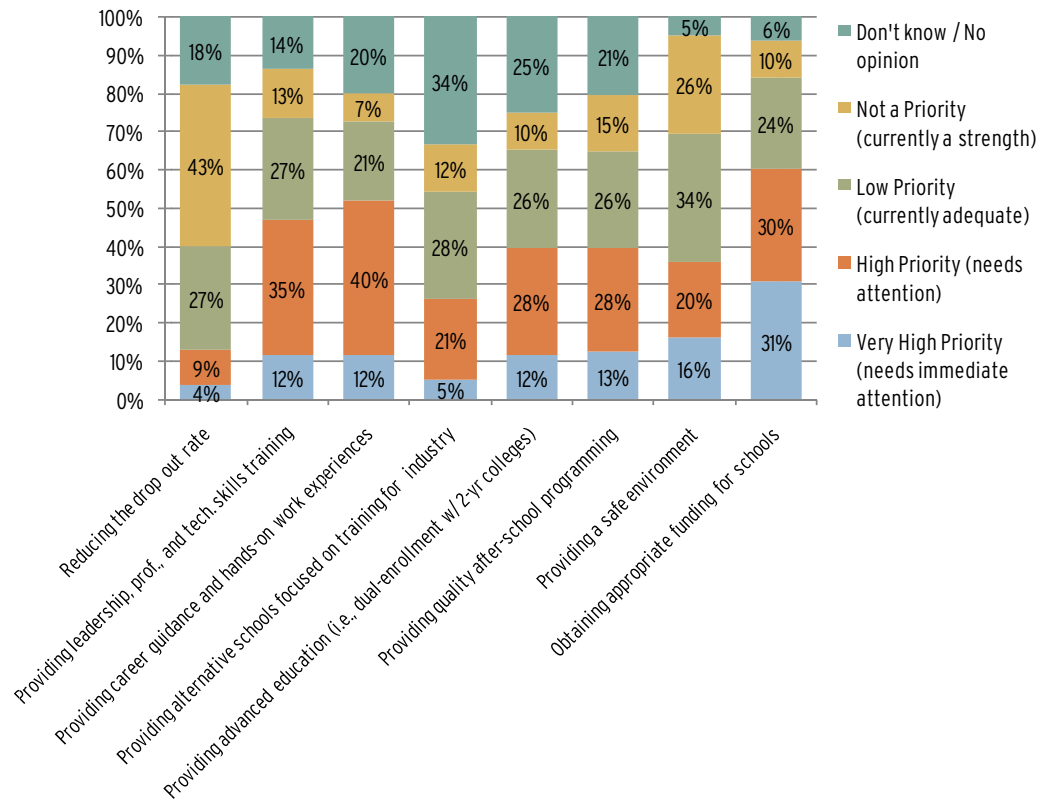


Additional comments: Respondents were given the opportunity to provide additional comments. A sample of the 33 responses is as follows:

- Our city is still viewed as a place to live, not to make a living.
- Birmingham, yes. Vestavia, doubtful.
- Really depends on vocation. VH supports many types of professional careers.
- Our solutions in this area are regional and we, as part of this region, must contribute to finding a regional solution.
- Especially in finance or medical fields.
- Very limited job options in Vestavia Hills other than lawyers, dentists, doctors office jobs.
- Most job opportunities for young adults seem to be downtown or in the Hoover business park areas

- The city is not very large and does not have many business opportunities and in my opinion not sufficient to absorb the graduating children. But the small quaintness of Vestavia is what I like most about the city.

28. Please rate the areas on which the City's public schools should focus.

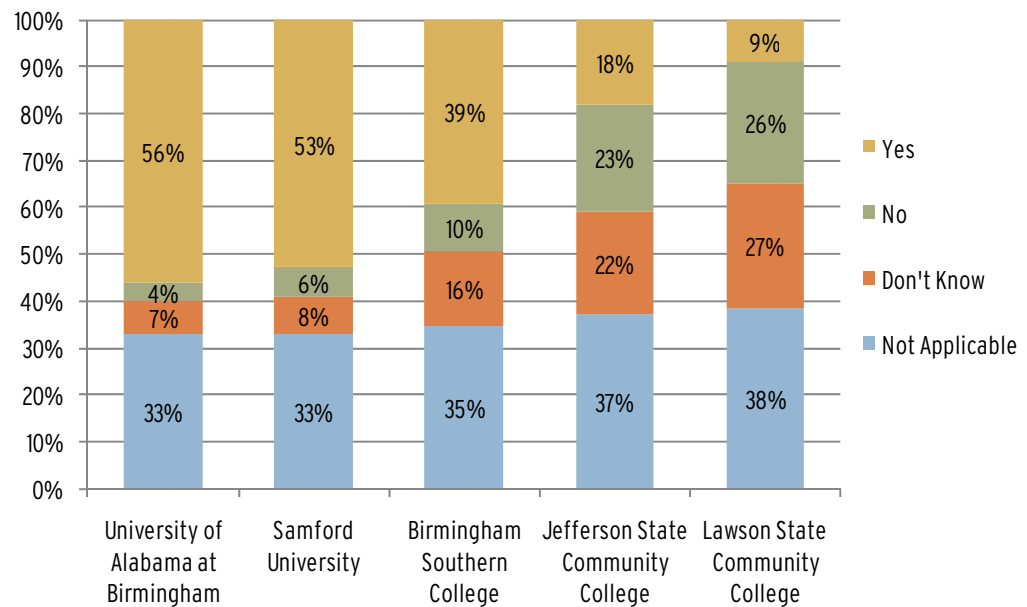


Additional comments: Respondents were given the opportunity to provide additional comments. A sample of the 39 responses is as follows:

- Need to stop our schools from being overcrowded; AND need to only have 1 high school to keep the community united. (Difficult to do both, I know).
- Provide after school hands-on and skills training at the high school for kids and adults.
- ALL Vestavia schools need a police officer present, not just Central, Pizitz, and VHHS.
- Class curriculums for current technological and economical developments, such as IT and green energy/recycling etc.
- Provide quality, healthy lunches for students

- We need more funding to hire more teachers, therefore creating smaller class sizes.
- Possible provide opportunities for advanced academic education with four-year colleges such as Alabama or Auburn. A huge number of students attend these colleges so that would be beneficial.
- BUS service

29. *If you are interested in pursuing higher education or continuing education, do the following institutions of higher education provide the individual courses or degree programs that would meet your needs and interests?*



30. *Please list any programs not currently offered in the region that you feel should be added to one or more of the above college's curricula. A sample of the 52 responses is as follows:*

- More Hands-on-Experience for kids regarding different careers (have a job for a day program) or more field trips outside of the school, placing them in real environments to show them exactly what each type of employer does. It would be more of a learning experience for the kids to actually see what the professional person does then for them to just look at a person in uniform describing/talking about what all they do
- I have a BS from UA & MBA from UAB. Would consider a PhD in Business if available locally. UAB appears to have limited PhDs avail in business.

- Samford is the only school with a Pharmacy program. It is very expensive. UAB ought to also have the program for two reasons; one- it is much more affordable for lower income people seeking to better their situations & two- Samford limits very much the number of people seeking to enter Pharmacy. It seems logical that a Pharmacy school should be connected to a major medical school and facility like UAB.
- Interested in conversational Spanish classes
- More Master's Level Programs in Arts/Sciences
- Looking for medical billing and coding
- PhD Finance
- MS and/or PhD of Journalism or Mass Communications
- PhD in Liberal arts fields
- Veterinary science program. We have medical schools in the area so it shouldn't be hard to add a veterinary science program. A program that focuses on graphic design and areas of advertising like copy writing and art directing.
- Basic sciences, non-medical related. Geology, astronomy, physics, aerospace engineering.
- Automotive engineering needs to be picked up by one of our universities.

31. *The ability for local workers and families to find quality employment and build personal wealth is very important. Please rate the following statements. Do you feel that Vestavia Hills provides:*

Answer Options	Excellent	Good	Average	Below Average	Poor	Don't Know	Response Count
Access to jobs that provide a living wage	9.7% (68)	27.4% (192)	31.9% (223)	13.7% (96)	2.3% (16)	15.0% (105)	700
Access to jobs that provide health insurance benefits	9.2% (64)	28.8% (201)	29.8% (68)	9.7% (68)	2.0% (14)	20.5% (143)	698
Affordable housing options	4.7% (33)	23.4% (164)	42.9% (301)	19.1% (134)	4.1% (29)	5.7% (40)	701
Access to affordable education/training programs	13.2% (92)	30.3% (211)	26.0% (181)	7.9% (55)	1.9% (13)	20.7% (144)	696
Access to affordable child care	5.4% (38)	19.1% (134)	31.9% (224)	9.4% (66)	4.6% (32)	29.6% (208)	702
Access to affordable, reliable public transportation options	2.6% (18)	6.9% (48)	11.2% (78)	21.3% (148)	38.3% (266)	19.7% (137)	695

32. *Are you a “young professional” (e.g. someone between the ages of 25 and 44 working in a professional occupation)?*

Answer Options	Response Percent	Response Count
Yes	43.0%	300
No	57.0%	397
	<i>answered question</i>	697

33. Please indicate the degree to which you agree with the following statements:

Answer Options	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	No opinion	Response Count
Vestavia Hills is an attractive and desirable place to live for young professionals.	43.7% (142)	43.7% (142)	8.0% (26)	3.4% (11)	0.6% (2)	0.6% (2)	325
I would recommend Vestavia Hills to single young professionals looking for a place to live in Greater Birmingham.	38.2% (124)	36.6% (119)	8.9% (29)	13.2% (43)	2.5% (8)	0.6% (2)	325
I would recommend Vestavia Hills to young professionals looking for a place to raise a family in Greater Birmingham.	70.5% (229)	27.1% (88)	0.9% (3)	0.6% (2)	0.6% (2)	0.3% (1)	325

Additional comments: Respondents were given the opportunity to provide additional comments. A sample of the 29 responses is as follows:

- There are not many places to live for a single professional, but there are for people that would like to raise a family.
- Homewood has cornered the market for young professionals. I wish we could tear down most everything on the Highway 31 corridor for a big "do over".
- Lots of young professional feel that Homewood is the "place" to be because of all the charm, restaurants, etc. we could work on that
- Vestavia lacks an entertainment district / recreational opportunities for young professionals. Without these, Homewood, Mtn. Brook, and Forest Park will continue to attract more young professionals. Vestavia needs businesses that cater to these age groups, especially for recreational purposes. The city could turn a large portion of Patchwork Farms into a park and have a couple of small business on the outskirts. This could attract a bike store or running store from another area if there was a paved or gravel track around the perimeter. This property could help Vestavia to attract recreational minded people. Otherwise, it will be a huge waste of money for the city for trying to become developers using tax money.

- Homewood and downtown Birmingham are much more attractive and viable places of residence for young professionals in the area.
- Affordable houses are scarce.

34. What does Vestavia Hills need to do to attract and retain young professionals?

A sample of the 169 responses is as follows:

- Great place to live, but few professional jobs in Vestavia proper Proximity to Birmingham alleviates this, but would be great to see firms set up shop in the city limits.
- More options of apartment living that is updated, new and different with restaurants and entertainment that is close by. Ex - Hallman Hill & Soho Square in Homewood.
- City Center needs a complete "do-over" - we need a place that has quality dining, fun commerce, family options... is clean, accessible and has a good feel to it (like Soho).
- Help fix highway 280 traffic mess to make it easier to travel to/from jobs and work in Birmingham
- Some more entertainment locations. We all go outside the city to have fun/ spend money on the weekend.
- Make and maintain a "village" feel in the casaba heights area with improving sidewalks, restaurants, shops and boutiques, and community green spaces a within walking distance to area homes.
- Create/re-build loft-like, or modern apartments w/ nice garden areas, that are affordable and near an entertainment area or park, ie. near Wald Park or Vestavia City Centre
- (1) Increase the sidewalk footprint to connect different areas of VH for runners, bikers, strollers, etc. (2) Strive to consistently attract more locally owned restaurants, shops, & other businesses. (3) Increase more green spaces (outdoor trails, park space, etc) in a cohesive, well designed format. (McCallum Park is a good start but needs work)
- There needs to be more of a social scene for this age group that doesn't have children.
- More entertainment options and affordable small starter homes, sidewalks and jogging trails especially in Cahaba Heights on Crosshaven
- Having some loft type housing options like what the city of Homewood has done would be great!!
- For young, single professionals, Vestavia Hills doesn't offer the "cool" housing or social amenities of downtown loft district, southside, or

Homewood. Vestavia Hills is very much more of a "transition" community for those who have children about to enter elementary school.

- More entertainment, more fun restaurants (like Mugshots, new Mexican place in city center, etc), have a young leaders of Vestavia committee to help out
- More opportunities for socializing, networking, and recreation. Young professionals' events. Dog park. Bicycle/walking paths.
- IT opportunities
- Recruit more businesses that provide appropriate entertainment for youth (ages 12-18).

35. Please rate the degree to which you agree with the following statements:

Answer Options	Strongly Agree	Neither		Strongly Disagree	Don't Know	Response Count	
		Agree	Disagree				
New members of the community are welcomed	18.8% (134)	49.5% (353)	18.1% (129)	8.4% (60)	1.1% (8)	4.1% (29)	713
Our community is inviting and open to diverse populations	10.6% (75)	39.9% (283)	23.8% (169)	19.4% (138)	4.6% (33)	1.7% (12)	710
There are opportunities to volunteer your time for worthy causes	28.0% (199)	49.7% (353)	10.3% (73)	4.9% (35)	0.7% (5)	6.3% (45)	710
The public's opinions are valued by government leaders	12.7% (90)	39.9% (283)	20.0% (142)	10.9% (77)	4.1% (29)	12.4% (88)	709

Additional comments: Respondents were given the opportunity to provide additional comments. A sample of the 56 responses is as follows:

- I've seen little to blend the three areas of Vestavia into one community - old/original Vestavia, Cahaba Heights and Liberty Park. It's not that each has its own flavor; I feel each is on its own, with Cahaba Heights more of a stepchild/afterthought.
- These statements point to an issue of communication---it seems there is no one place to go for information--one arm is doing one thing but publicity about what is being done (from activities, service opportunities, city planning, business development events, etc) seem to fall flat and not reach the community.
- I believe that Vestavia Hills is the most welcoming of all of the over the mountain communities for people who did not grow up in the Birmingham area.

- I have always found the elected officials approachable and very interested in their constituents.
- Old Vestavia is very "generational," which is both a good thing and a bad thing. Good in the fact that many generations of families return. Bad in the fact that there is an air of exclusivity that permeates this community. That is why you find most newcomers move to "New" Vestavia (i.e., Liberty Park). More should be done to attract and welcome newcomers.
- It is difficult to meet people and network in Vestavia Hills if you did not grow up in the community. Even more so if you do not attend a church in VH or do not have children in the school system.
- I don't think there is a sense of community within Vestavia Hills, especially those young adults without children yet. There is no "downtown" or "village" as Homewood and Mountain Brook have which make them feel like a community.
- I moved here a year ago this month and still feel much more welcome in Mt. Brook than Vestavia Hills

36. Please evaluate the:

Answer Options	Excellent	Good	Average	Below Average	Poor	Don't Know or Not Applicable	Response Count
Likelihood you will continue to live in Vestavia Hills for at least the next five years	62.5% (447)	20.6% (147)	6.3% (45)	2.8% (20)	1.8% (13)	6.0% (43)	715
Likelihood you will raise children in the community	50.9% (361)	12.8% (91)	3.9% (28)	1.1% (8)	2.0% (14)	29.2% (207)	709
Likelihood your children (once grown) will choose to live in the community	17.6% (125)	23.0% (164)	17.7% (126)	6.6% (47)	6.6% (47)	28.5% (203)	712
Likelihood you will retire in the community	26.3% (187)	23.2% (165)	17.2% (122)	10.1% (72)	9.1% (65)	14.1% (100)	711

37. If you will not continue to live in the community, and/or you feel your children will not choose to live in the community, why do you feel this way?

Overview: Many respondents felt that their children may not return to Vestavia Hills because of the lack of entertainment and housing options that would be attractive to young professionals. For those respondents nearing retirement, the cost of living and taxes were often cited as reasons to leave Vestavia Hills. Additionally, many respondents indicated that the school system was the most important aspect keeping them in Vestavia Hills.

A sample of the 215 responses is as follows:

- Hopefully this area will have changed and updated so that the young professionals will continue to live here.
- My children are looking to live in a larger metropolitan area with better entertainment options, a larger population of young professionals, better public transportation options, and better access to direct flights to other major cities.
- Cost of Living and appears to be pricing me out of this community. Also lack of quality planning by city for restaurants, shopping, Lowes, etc.
- My children did grow up here and both have chosen to reside in other cities. For one child, she wants to be in a city with a lot of single young professionals. For my son, he chose Hoover because of better housing for the money and less of a social-economic focus. For me, I may move closer to my job where there is more affordable housing.
- I will live in Vestavia until my children complete their education. Then will move to a smaller, garden type home outside the city limits with lower taxes.
- Children cannot afford housing in the city. We will probably sell house on retirement due to tax burden.
- We are looking to move out to Fultondale, Pelham, or Helena for more affordable living and good school potentials for our future kids.
- Inadequate job opportunities for college graduates in the metro area.
- It has been my experience that larger cities provide greater opportunities for first-time workers. I would anticipate my children would move away for their first job.
- I hope my children move away to an area with greater diversity, challenges, arts, and entertainment...and then return to Vestavia Hills to share their experiences with others.
- Property tax is high for retired
- Lack of leadership and the future ability of Vestavia to make required changes to keep the same standard of living and excellent schools.
- Lack of cultural and racial diversity
- Community is too old for young professionals. Not enough activities.
- I live in the community for the educational system and growing home values. Post kids leaving k-12 school system, living in Vestavia Hills will not necessarily be a priority.

38. Please evaluate the following aspects of the City's leadership from Excellent to Poor.

Answer Options	Excellent	Good	Average	Below Average	Poor	Don't Know
Quality of Vestavia Hills elected leadership	16.9%	43.9%	21.7%	4.0%	2.6%	10.9%
Responsiveness of the City of Vestavia Hills' appointed government leadership to the needs of residents	15.4%	41.4%	23.0%	5.2%	2.9%	12.1%
Quality of Jefferson County's elected leadership	2.9%	15.5%	21.8%	21.1%	32.7%	6.2%
Engagement of Vestavia Hills' private sector leadership in the community's well-being and future	13.6%	38.8%	22.7%	5.6%	2.0%	17.2%
Willingness of City, County, and school leaders to work together for the community's benefit	11.4%	34.3%	23.3%	7.6%	9.9%	13.4%
Willingness of the City of Vestavia Hills' elected and appointed leadership to work with private sector leadership to develop collaborative solutions to community challenges	12.6%	32.7%	22.6%	4.3%	5.1%	22.7%

Additional comments: Respondents were given the opportunity to provide additional comments. A sample of the 53 responses is as follows:

- I feel that the County government does not wish to really work for the communities benefit.
- There has been no innovative leadership in Vestavia Hills in a long time. Just those who support the status quo and maintain it as such.
- I would say that this survey and partnering with Market Street is evidence of the willingness of city leadership to work with private sector leadership to develop collaborative solutions. It's also a good demonstration of the city's willingness to gather input from citizens.

- High quality candidates are not attracted to potions of city leadership.
- I think we have fantastic leadership in our city--we are very lucky.
- I have been impressed by the Chamber of Commerce's involvement in the community. I also have a positive view of the mayor and city council. I am proud to say that David Carrington is from Vestavia. I do not have the same opinion of the state house elected officials. I think they have turned a deaf ear to the problems of the county and do not fully understand that the health of the county government affects the health of Vestavia. (That is with the exception of Jack Williams.)
- The ability of the city and private sector to work together is terrible.
- Seems to be a personality conflict between government leadership and business leadership.
- The current leadership within Jefferson County is great. This is new though and they will have a HUGE job overcoming the previous issues of the county.
- We have some GREAT elected leadership in VH and some that need to get their focus adjusted. We have some GREAT elected leadership in Jeff County and some that are exceptionally poor
- There is an obvious and far too public rift/power struggle between the City and School System and between the City and the Chamber
- Jeffco and its "leadership", both past and present, is one of the biggest drains on the area as a whole and without better cooperation among all area communities it has the potential to be a never ending drag.

39. *If you could make one recommendation for strengthening the effectiveness of your community's leadership (within the public or private sector), what would it be?*

Overview: Many respondents feel that community leadership could be strengthened by seeking out more public input and involving younger members of the community. As well, a better dialogue between the private and public sector is a main theme from many respondents, especially as it pertains to bringing in quality businesses.

A sample of the 208 responses is as follows:

- I do like the idea of a paid city manager. We need consistent leadership and not a revolving door.
- Maybe some forums for local residents to openly address concerns and ask questions?
- Get out and get to know the people!
- Put out more community newsletters and have more town hall meetings that involve local residents. Appoint a board of young professionals to

help steer the development of the city. You will learn what attracted them to live in Vestavia as opposed to the Crestline park area where most young professionals are buying their first homes. You would also learn better how to retain these residents instead of losing them to the Mtn. Brook community.

- More opportunities for public involvement in planning processes
- Need to get more involved and engage the younger members of the community.
- Make sure it is easy for the private sector to know what is going in their community - maybe work closer with chamber and businesses for city wide advertising of events etc.
- Become actively engaged in economic development. The city must reinvent itself and better use what it has if it is to continue to enhance the quality of life and business in the city.
- Hold government meetings in other areas of Vestavia besides hwy 31. Have a public meeting in the other areas of Vestavia.
- More support to new business/new ownership of existing business.
- Facebook page or email blasts to keep community informed electronically
- Reach out to residents who are not actively involved in city politics. Leadership should make themselves known to all residents.
- A regular, open dialogue between the two sectors to focus on the roles of each sector in helping reach a common goal of improving VH and what each sector is doing to reach that goal.
- Steer the focus of the Chamber to recruiting and promoting businesses within Vestavia and let the Council/Mayor/Manager run the City.
- Make business development a more integral part of City government
- Encourage more residents to get involved in elected offices and other leadership opportunities.
- Require Leaders within the City, County, School System and Chamber to participate in ongoing, facilitated strategy planning sessions with; specific, measurable, achievable, realistic and timely goals
- Work on unified leadership. If they can't find a way to develop a metro type government, they could at least meet regularly as some type of council.

40. Please evaluate the following aspects of the community that contribute to overall quality of life:

Answer Options	Excellent	Good	Average	Below average	Poor	Don't Know	Response Count
Availability of health care	42.4% (292)	35.4% (244)	11.2% (77)	1.6% (11)	0.7% (5)	8.7% (60)	689
Availability of child care	13.5% (93)	28.3% (195)	19.6% (135)	4.1% (28)	2.2% (15)	32.5% (224)	690
Quality of child care	17.1% (118)	29.3% (202)	15.1% (104)	1.0% (7)	0.7% (5)	36.7% (253)	689
Sense of personal and property safety	37.9% (262)	48.6% (336)	10.0% (69)	2.0% (14)	0.6% (4)	0.9% (6)	691
Availability of for-sale housing	24.9% (172)	50.7% (350)	17.2% (119)	2.2% (15)	0.3% (2)	4.8% (33)	691
Availability of rental housing	5.4% (37)	17.1% (117)	22.9% (157)	10.7% (73)	3.6% (25)	40.3% (276)	685
Quality of air, water, and the environment	24.7% (170)	46.4% (319)	19.0% (131)	4.7% (32)	2.9% (20)	2.3% (16)	688
Availability/quality of cultural and arts facilities & programs	10.2% (70)	27.7% (190)	31.2% (214)	21.0% (144)	6.4% (44)	3.4% (23)	685
Availability/quality of recreational opportunities	14.9% (103)	35.0% (241)	32.4% (223)	12.6% (87)	3.8% (26)	1.3% (9)	689
Pedestrian and bicycle friendliness	8.0% (55)	16.9% (116)	25.0% (172)	25.6% (176)	21.2% (146)	3.3% (23)	688
Availability/quality of shopping and dining opportunities	9.6% (66)	20.8% (143)	30.9% (212)	24.6% (169)	13.5% (93)	0.6% (4)	687
Overall community appearance	13.8% (94)	38.0% (258)	30.5% (207)	11.6% (79)	5.7% (39)	0.3% (2)	679

Additional comments: Respondents were given the opportunity to provide additional comments. A sample of the 150 responses is as follows:

- We need businesses that everyone uses--Target--WalMart, reasonable restaurants----many of them---Places we need, but have to drive to Hoover or other places.
- I am concerned with the empty business buildings.
- Seeing sidewalks being built is a great start, but I'd like to see bike lanes on public roads.
- The City of Vestavia is still lacking a coherent "look". Shops and shopping centers are scattered throughout the city and have no real cohesiveness. There may be a fast food restaurant, mattress store, yogurt shop and lawn care shop in a row. That example of random assortment of business interest that is repeated throughout the city (except for

Cahaba Heights) is one factor that is holding Vestavians back from being able to spend the bulk of our shopping dollars in our own city.

- Sidewalks are needed in Cahaba Heights
- Would love sidewalks. All the strip malls and fast food are not attractive but have their place...wish we had more parks, fountains, sidewalks...places to gather.
- VH lacks community theatre, an arts/culture performance space, and venues for live music. The city is also very unfriendly to bicyclists and pedestrians (though the latter is slowly changing with the building of sidewalks --- still, need a sidewalk along Rocky Ridge)
- We have lost many trees in Vestavia over the last 35 or so years . They need to be replaced. Byrd Park needs more trees, benches, and playground equipment.
- Although the addition of the Library in the Forest is excellent, there is still much needed cultural arts facilities and programs needed. There are activities for young children (baseball, swimming, upward sports, gymnastics, etc., but there is nothing that really appeals to adults (bike trails, hiking trails, running trails, etc.)
- We have grown around the automobile, which means an appalling infrastructure for walking and/or biking. Communities with higher walkability are considerably more appealing for families (and retirees). A good city plan that builds toward sustainability, with healthy commuting options (including public transit) will be a more attractive place to live and work, in my opinion.
- Increase Police presence in the neighborhoods. Our neighborhood has seen a huge jump in burglaries in the past 3 months.

41. When you leave Vestavia Hills for shopping, where do you go?

An overview of the 580 responses indicates that when residents leave Vestavia to shop they frequent the following places:

- | | |
|------------------|-----------------------|
| • Homewood | • Brookwood Mall |
| • The Summit | • Inverness |
| • The Galleria | • Shelby County |
| • Mountain Brook | • Downtown Birmingham |
| • Crestline | • Patton Creek |
| • Hoover | |

42. What percentage of your spending, on the following goods, do you spend outside of Vestavia Hills?

Answer Options	Less than				Greater than 30%
	5%	5%-10%	11%-20%	21%-30%	
Furniture of Home	11.2%	3.7%	2.8%	4.8%	77.4%
Furnishings	(75)	(125)	(19)	(32)	(517)
Electronics and Appliances	9.2%	3.7%	2.8%	2.7%	81.6%
	(62)	(25)	(19)	(18)	(551)
Clothing and Clothing	6.8%	4.8%	5.6%	7.8%	75.0%
Accessories	(46)	(33)	(38)	(53)	(511)
Sporting Goods	10.1%	4.2%	5.0%	5.7%	75.1%
	(67)	(28)	(33)	(38)	(500)
Building Materials/Home	7.5%	4.9%	3.5%	5.0%	79.1%
Maintenance Supplies	(51)	(33)	(24)	(34)	(537)
Groceries	49.5%	10.1%	8.2%	7.5%	24.7%
	(337)	(69)	(56)	(51)	(168)

43. What new retailers would you like to see in Vestavia Hills?

Answer Options	Very High	High	Some	Little	No Interest
	Interest	Interest	Interest	Interest	
More Convenience Dining (Ruby Tuesday/Applebee's)	10.8%	15.1%	22.1%	24.5%	27.4%
	(72)	(100)	(147)	(163)	(182)
More Mid-Scale Dining (Cheesecake Factory/P.F. Chang's)	31.0%	31.0%	25.1%	7.5%	5.4%
	(211)	(211)	(171)	(51)	(37)
More High End Dining (Fleming's/Highlands)	26.9%	23.7%	25.8%	15.0%	8.6%
	(179)	(158)	(172)	(100)	(57)
Sporting Goods	24.1%	24.6%	27.4%	14.6%	9.4%
	(162)	(165)	(184)	(98)	(63)
Building Materials/Home Maintenance Supplies	29.6%	27.9%	21.5%	11.9%	9.1%
	(201)	(190)	(146)	(81)	(62)
Grocers	14.6%	17.4%	23.3%	24.9%	19.8%
	(97)	(116)	(155)	(166)	(132)

44. Generally, how many times per month (not including lunch) do you dine out?

Of the 662 responses, the average respondent said they dined out nine times per month. Responses ranged from zero times per month to 54 times per month.

45. How many times per month (not including lunch) do you dine out in Vestavia Hills?

Of the 663 responses, the average respondent said they dined out four times per month in Vestavia Hills. Responses ranged from zero times per month to 25 times per month.

46. How many times per month (not including lunch) do you dine outside of Vestavia Hills?

Of the 657 responses, the average respondent said they dined out five times per month outside Vestavia Hills. Responses ranged from zero times per month to 30 times per month.

47. When you dine out (not including lunch) how much do you spend per person?

Answer Options	Response Percent	Response Count
\$25 or Less	60.9%	415
\$26 to \$50	31.5%	215
\$51 to \$75	6.3%	43
\$76 to \$100	0.9%	6
Greater than \$100	0.4%	3
<i>answered question</i>		682

48. When you hear the term “mixed use,” what do you envision?

Answer Options	Response Percent	Response Count
Downtown Homewood (SOHO)	67.2%	453
Patton Creek Shopping Center (Hoover)	10.5%	71
Downtown Homewood (Edgewood)	14.8%	100
The Summit	18.8%	127
The Villages of Mountain Brook	27.0%	182
Somewhere else (please specify)	6.4%	43
<i>answered question</i>		674

Additional comments: Respondents were given the opportunity to provide additional comments. A sample of the 43 responses is as follows:

- A combination of office, retail, and residential
- Green Hills (Nashville) TN

- Revitalized areas of midtown atlanta
- Cahaba Shopping Center in 280
- See Atlantic Station in Atlanta

49. Please share with US a phrase, quote, or slogan that might appropriately describe the desired future of Vestavia Hills.

A sample of the 321 responses is as follows:

- A beautiful place to live, work, shop, and go to school.
- Buy first in Vestavia... Great quality and convenience
- Vestavia Hills, where growth and opportunity meet.
- Vestavia Hills where the people care about each other and support each other, whether in business or personal endeavors.
- Vestavia Hills the City where the past and the present come together to create the future!
- A vibrant community to include transit oriented districts and a friendly pedestrian environment, supported by quality retail and businesses.
- The place I love to call home
- A beautiful city of parks, bike trails, walking trails and sidewalks with a vibrant business climate and excellent schools.
- Friendly communities living in community.
- Grounded in the past, embracing the future.
- Say, "Vestavia Hills..." then follow with one of the following: "where community counts!" or "where everyone makes a difference!" or other.
- A community of diverse neighborhoods and business districts working together to continuously improve our city.
- Vestavia Hills - A quiet community, so close to so much.
- A growing place and a place to grow.
- The City with a Heart, in the heart of everything.
- Vestavia Hills - you never have to leave to live and enjoy life.
- Vestavia Hills: A City of Neighbors, Growing Together.
- Prosperous from within the limits but accessible to the utmost limit.
- Many Communities, One Vision
- A place to raise your family with good opportunities to play.
- In the Heart of It All
- Three Communities, One Vestavia

50. *Please share your vision for the future of Vestavia Hills. Imagine if you were to leave the community and not return for ten years. What would you like to see different about the City of Vestavia Hills, if anything?*

Overview: Many respondents hold similar visions for the future of Vestavia Hills. Common components include better shopping options, more sidewalks, aesthetic and architectural cohesiveness, and alternative transportation options. Also, many responses reflect a vision of Vestavia Hills that has a well-defined downtown or public space where people can meet, dine, and interact with each other.

A sample of the 445 responses is as follows:

- Connection of all sidewalks. Better landscaping along sidewalks. Bridges over 31. A walkway along the creek. Locally owned restaurants - outdoor dining. Lower 31 completely redone. A traffic circle at the top of 31 to stop pass through traffic or at least slow it down. A renovated civic center; wireless.
- A busy community where people are actively interacting with one another (working, shopping, playing and raising families).
- Significantly better air quality, pedestrian friendly, less traffic congestion, and the use of green technology, such as solar power and transportation Using electricity and alternative fuels.
- I would just hope that the City Center is full of people and gives off a vibrant look to our city. I would also like to see that our roads and buildings are well maintained in ten years.
- I would like it to be greener- more recycling, more bike paths, people walking places instead of getting into the car for everything.
- Cleaner, brighter, removed out dated infrastructure, stronger residential/commercial/industrial building appearance expectations, improved school facilities, inviting to young professional families, safe, more local medical support, less rentals/apartments, etc...
- Like to see no power lines, especially on the main arteries coming into our city. Gorgeous tree lined and shaded areas of living mixed with shops. Trolley car type transportation around town and more of a artsy vibrant flair with music and "happenings"!!
- More mixed use... new urbanism
- The city needs a focal point and to transition from a commuter pass through city.
- Evidence of a coordinated plan for economic development, signage, etc
- More professional city management, an expanded tax base, traditional designs for retail and commercial centers, and higher academic standards in the schools

- A progressive, updated, thriving city that is pulling in residents of surrounding communities due to the quality of living, entertainment, dining, and shopping.
- I would like to see better public transportation.
- A larger daytime population that encourages more retailers of all types to locate here so I don't have to drive outside the city to get what I need.
- The business community and city government working together on priorities the both agree will move the city forward.
- More of a walkable city with upscale condominiums and town homes around the City Center and Rocky Ridge areas. Something similar in Cahaba Heights would be good.
- A real downtown, which Cahaba Heights might offer, but also a city center along Hwy 31 that offers more of a town or village feel, including a mixed use development.
- Better transit, some elevated crosswalks
- I would like to see a higher quality built environment (including better public building architecture, better roads between Old Vestavia through Cahaba Heights to Liberty Park, distinctly branded retail areas) that fosters higher property values and attracts diverse young professionals.
- Less differentiation between old VH, Cahaba Heights and Liberty Park
- People not identifying with their local neighborhood as much as being a citizen of Vestavia Hills
- Flourishing activity, from mixed use development to people gathering during the day and the night.

51. *In your opinion, what is the area's greatest strength?*

Of the 555 responses, over 65 percent of respondents deemed the schools and education system as Vestavia Hills' greatest strength. Many respondents also indicated that Vestavia Hills strengths come from its residents and sense of community. Respondents indicated that the proximity to Birmingham and the area's natural beauty also make Vestavia Hills stand out from other communities.

A sample of the 555 responses is as follows:

- Our homes are situated in neighborhoods that are extremely convenient to everything in the city of Birmingham. Our homes are on larger lots that have are spacious compared to Homewood and Crestline. Our school system is superior.
- Location; a "can-do" attitude of the residents; the forward thinking of our elected officials by asking the residents for their opinions of the city & then listening to what is said.

- The school system, the ability to earn a high income in Vestavia, and the quality of housing in the area.
- People are the greatest strength of Vestavia.
- Close proximity to Birmingham.
- It's neighborhoods and schools
- The quality of the schools and the responsiveness of city government.
- Natural beauty, conveniently located, strong schools
- The individuals who care about the city and want to make effective change for the better.
- The people, schools and wonderful neighborhoods with affordable housing.
- Two strengths: Education system's reputation, and convenience to downtown Birmingham.
- The commitment of a core group of individuals to the city and to make sure the future of the city is maintained
- Family friendly, safe neighborhoods
- It's people. People love this community. Once you move here, you get it, and you never want to leave.
- Quality of life, safety, accessibility of services, beauty of the area.

52. *What do you think is the area's most important challenge to overcome?*

Overview: The responses indicate that Vestavia Hills' main challenges revolve around creating a unified sense of place and distinct city identity. Many respondents feel that revitalizing the US-31 corridor, attracting a diversity of businesses, and working to keep local businesses in Vestavia Hills, will be key to moving the city forward. Other challenges include the lack of sidewalks, heavy traffic, landlocked nature of city geography, and the implications of Jefferson County and the sewer debt.

A sample of the 528 responses is as follows:

- The fact that many in the community see it as a community for schools only. We need other benefits in the community as well -- sidewalks, parks (good start here), great library (great here), a good community center (needed), good stores and restaurants.
- Blending business owners and vision for the city.
- Spending our money in Vestavia Hills and attracting more "outside" money.
- Small business opportunities

- Developing Cahaba Heights, I think that is a huge asset that we need to make sure we grow it carefully and choose companies that will be there for a long time.
- Disjointed communities, all apart of the city of VH, yet divided by miles and miles of unincorporated county areas and communities and other cities.
- Poor shopping choices and options
- How to entice businesses and retail to come into our community and to get the community at large to buy into it. If we could establish a business base, it would allow US to grow, however the greatest challenge is to clean up our act along Hwy 31 and to change the image that is projected with this major corridor of our city. Until we are able to do this, and to bring a level of sophistication, character and beauty to this stretch of road from Shades Crest Drive to I-65, we will never be able to be successful in growing beyond where we are today.
- Long term commitment of business investors to seeing development not only launched but maintained, invested in and nurtured.
- The courage to take some risks
- Growing school population
- Coming up with ways to get people to want to come here to spend their money instead of somewhere else
- The challenge of keeping business in the City Centre.
- A centralized community. We have many wonderful assets, but they are spread out all over the place. No sense of a "community".
- Jefferson County and the sewer issues.
- Empty commercial property...the need for someone to dedicate full time to economic development
- The need for sustainable economic development, the need to refine the image along the Hwy 31 corridor, and the need to do something (anything!) about the languishing City Center.
- Traffic and living expenses

53. Do you have any final comments on Vestavia Hills or this strategic process?

A sample of the 280 responses is as follows:

- I appreciate the opportunity to provide input!
- Would love to see the image of the city be more like the Temple of Sibyl with white architecture so that it would make it seem more cohesive.
- THANK YOU for this opportunity. Please be brave as we make hard and long-term decisions for the future of this wonderful city.

- I really try to spend money in Vestavia. It is hard sometimes!!! I think we need to continue to keep stressing how important it is to do that
- I appreciate the opportunity to give my honest opinions; no one's ever asked before and I know of no forums where I can tell you what I think about things
- Making the city more livable is important, bike trails, community programs and events and promoting everyone to stay and spend in Vestavia.
- Needs more "community" feel where people congregate together in the public square, to feel safe and a part of something bigger
- Plan the work and WORK THE PLAN!!! Create a task force or group with a Leader that is enthusiastic about accomplishing specific, manageable, and time based goals of the plan.
- I have been a resident of this city for 40 years. Significant progress has been made during this time period, particularly in the last decade or so. I am encouraged to see evidence of continued strategic planning and concern for the future of our city. I commend those responsible!
- I just realized that I have not mentioned the new library. It is wonderful!!! It is the best thing that the city has done since I have been living here.
- Cahaba Heights is a GEM-don't forget to develop it as well!!!
- The plan will also need to identify specific action plans and how to fund each initiative. I believe funding will be a key issue.
- I do not think we should try and imitate one of the other areas but develop our own unique identity. Vestavia is not Hoover or Homewood and that is why we chose to live here
- Keep the lines of communication open and flowing.
- I have no doubt a plan will be developed. I will be looking for proof that we are willing to execute against the plan and hold ourselves accountable to both the plan and execution.