

2014 City of Vestavia Hills Citizen Survey

...helping organizations make better decisions since 1982

Final Report

Submitted to the City of Vestavia Hills, AL by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas 66061

May 2014



Contents

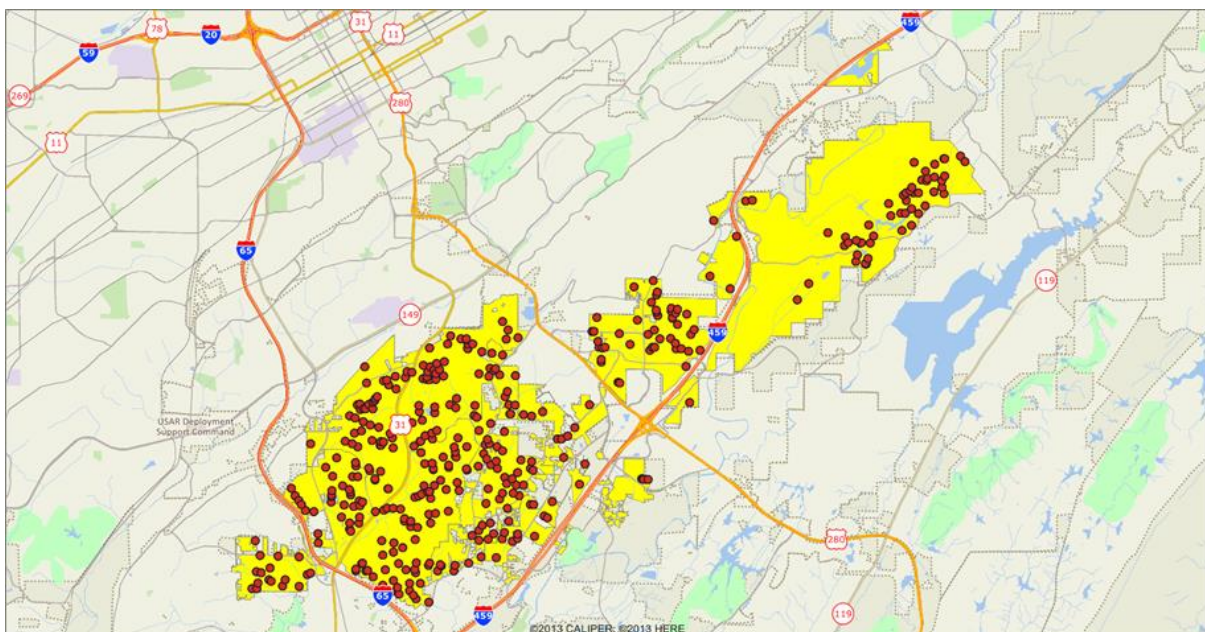
Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Analysis	29
Section 3: Importance-Satisfaction Analysis	42
Section 4: Tabular Data	54
Section 5: Survey Instrument	95
Appendix A: GIS Maps	A-1

2014 City of Vestavia Hills Executive Summary Report

Overview and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Vestavia Hills during April of 2014. The survey was administered as part of the City's effort to assess citizen satisfaction with the quality of city services. This is the second time that the City of Vestavia Hills has administered a citizen survey with ETC Institute. The first survey was administered in 2011.

Resident Survey. A seven-page survey was mailed to a random sample of 1,500 households in the City of Vestavia Hills. Approximately seven days after the surveys were mailed residents who received the survey were contacted by phone. Those who indicated that they had not yet returned the survey were given the option of completing it by phone. Of the households that received a survey, a total of 420 completed the survey. The results for the random sample of 420 households have a 95% level of confidence with a precision of at least +/- 4.8%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey (see map below).



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

This report contains:

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

Overall Perceptions of the City

Most (93%) of the residents surveyed, *who had an opinion*, were satisfied with the overall quality of life in Vestavia Hills; only 1% were dissatisfied and the remaining 6% gave a neutral rating. Most were also satisfied (86%) with the overall quality of services provided by the City. There were **no significant increases** in respondents’ perceptions of the City, and there were **no decreases**.

Overall Satisfaction with City Services

The overall City services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were; the quality of public safety services (95%), the quality of the City’s school system (93%), and the quality of public library facilities/services (91%). Those surveyed were least satisfied with the maintenance of City streets and facilities (57%). Among the City services that were assessed, there was **one significant increase**: effectiveness of City communication with the public (+10%). In this report, a “significant increase/decrease” is defined as **a change of 5% or more** since 2011. There were **no significant decreases** in satisfaction with City services.

Overall Priorities

The overall areas that residents thought should receive the most emphasis from the City of Vestavia Hills over the next two years were: 1) maintenance of City streets and facilities, 2) the quality of the City's school system, and 3) flow of traffic and congestion management.

Satisfaction with Specific City Services

- **Public Safety.** The public safety services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the response time of fire and emergency personnel (92%), the quality of local fire protection (91%), and the quality of local police protection (91%). There were **eight areas of public safety with significant increases** from 2011. They include: response time of fire and emergency personnel (+7%), quality of local ambulance service (+7%), the City's efforts to prevent crime (+11%), visibility of police in neighborhoods (+11%), enforcement of local traffic laws (+6%), visibility of police in retail areas (+9%), fire safety education programs (+5%), and quality of animal control (+6%). There were **no decreases** in satisfaction with public safety.
- **Feelings of Safety in the City.** Most (99%) of the residents surveyed, *who had an opinion*, felt safe, in general (rating of 4 or 5 on a 5-point scale) in Vestavia Hills. In addition, ninety-eight percent (99%) of residents felt safe in their neighborhood during the day and 99% felt safe in commercial and retail areas. There were **no significant increases** in feelings of safety from 2011, and there were **no decreases**.
- **Codes and Ordinances.** More than three-fourths (76%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the enforcement of codes designed to protect public safety, and 68% were satisfied with the enforcement of sign regulations. Those surveyed were least satisfied with the enforcement of maintenance of residential property (59%). There were **two significant increases** in satisfaction from 2011: enforcing sign regulations (+7%) and enforcing the maintenance of residential property (+6%). There were **no decreases**.
- **City Maintenance.** The maintenance services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the maintenance of traffic signals (89%), the maintenance of City buildings (87%), and the maintenance of street signs (84%). Residents were least satisfied with the adequacy of City street lighting (68%). There were **three significant increases** in satisfaction from 2011: maintenance of City buildings (+7%), maintenance of street signs (+5%), and adequacy of street lighting (+8%). There were **no significant decreases**.

- **Parks and Recreation.** The parks and recreation services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the maintenance of City parks (83%), the City’s youth athletic programs (75%), and outdoor athletic fields (70%). Residents were least satisfied with the number of walking and biking trails in Vestavia Hills (45%). There were **three significant decreases** in satisfaction from 2011: ease of registering for programs (-7%), swimming pools (-8%), and City recreational programs (-5%). There were **no significant increases**.
- **City Communication.** Eighty-one percent (81%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the community newsletter and 67% were satisfied with the availability of information about City programs and services. Residents were least satisfied with the level of public involvement in local decision-making (49%). There were **four significant increases** in satisfaction from 2011: quality of the community newsletter (+11%), availability of information about City programs and services (+8%), availability of information on other City services and programs (+11%), and transparency of City government (+8%). There was **one significant decrease**: level of public involvement in local decision-making (-7%).
- **Customer Service from City Employees.** Of the 35% of residents who contacted the City with a question, problem or complaint during the past year, 81% of those surveyed, *who had an opinion*, indicated the customer service contact was either “always” or “usually” courteous and polite. Residents were least satisfied with the overall resolution to their issue (61% indicating either “always” or “usually”). There were **two significant decreases** in satisfaction with customer services from 2011: ease of contact (-5%), and prompt, accurate and complete answers provided (-5%). There were **no significant increases**.
- **City Leadership.** More than three-fourths (79%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of leadership by the City’s elected officials. The same category showed a **significant increase** from 2011 (+9%). There were **no decreases**.
- **Trash Services.** Ninety-one percent (91%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection services in Vestavia Hills. They were least satisfied with brush and bulky removal services (61%). There were **two significant increases** in satisfaction with trash services from 2011: recycling programs (+6%) and litter control along major streets (+7%). There were **no decreases**.

Other Findings

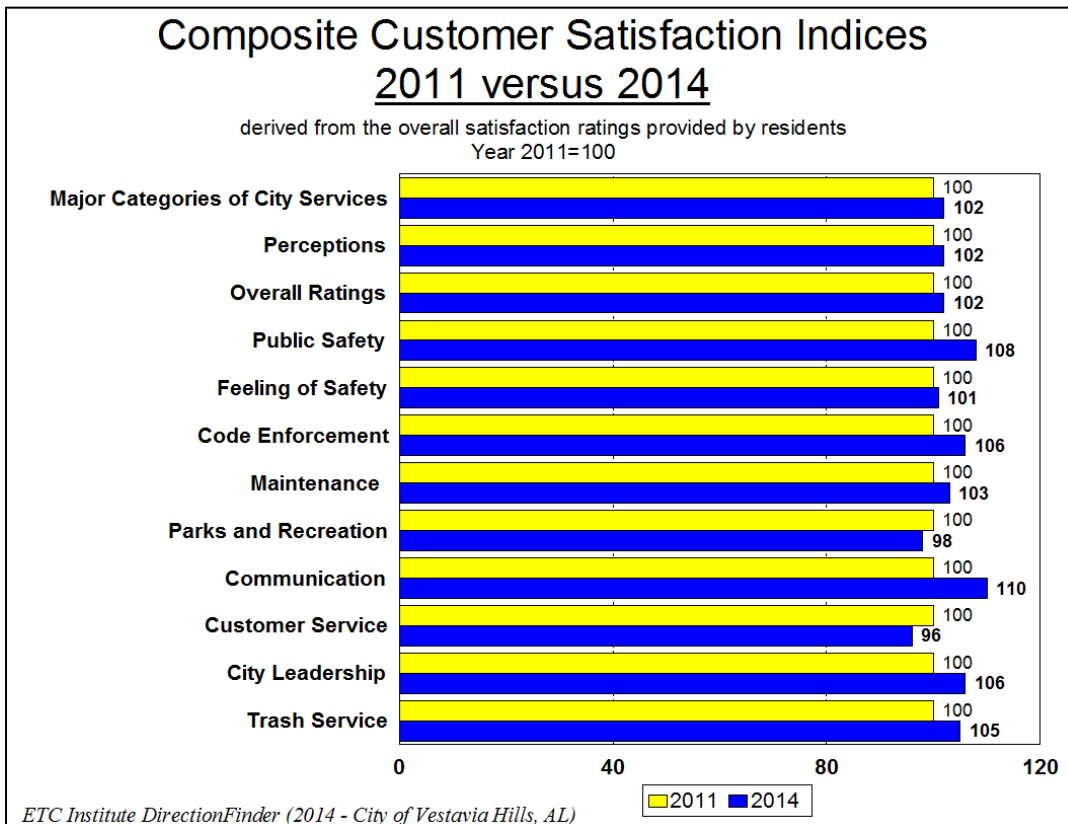
- 35% of those surveyed indicated they had called “911”. Of those, most felt they were treated professionally (98%), while 97% said their call was answered in a timely manner and 95% indicated their call resulted in a satisfactory response.

- Capital improvements that respondents indicated were the most important were: sidewalk extensions (44%), roadway improvements that lead to development (41%) and redeveloping current parks (38%).
- Capital projects that respondents felt were the most important to fund through general obligation bonds were: sidewalk extensions (30%) and roadway improvements that lead to development (29%).

Analysis of Trends in Satisfaction

To objectively assess the change in satisfaction with city services from 2011 to 2014, ETC Institute developed Composite Customer Satisfaction Indices for the City. The Composite Customer Satisfaction Indices by department/area are derived from the mean rating for each specific department/area. The index for each department is then calculated by dividing the mean rating from the current year by the mean rating from 2011 and then multiplying the result by 100.

The chart below shows how the composite performance for the major categories of City services as well as specific departments/areas changed from 2011 to 2014. Since 2011 is the base year, values greater than 100 indicate that the composite performance for the department/area improved from 2011. Values less than 100 indicated that the composite performance has decreased from 2011. Ten of the twelve areas showed increases from 2011, including overall satisfaction with the major categories of City services rated.



Opportunities for Improvement

In order to help the City identify opportunities for improvement, ETC Institute conducted an Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize improvements in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report. Based on the results of the Importance-Satisfaction (I-S) Priorities Analysis, ETC Institute recommends the following:

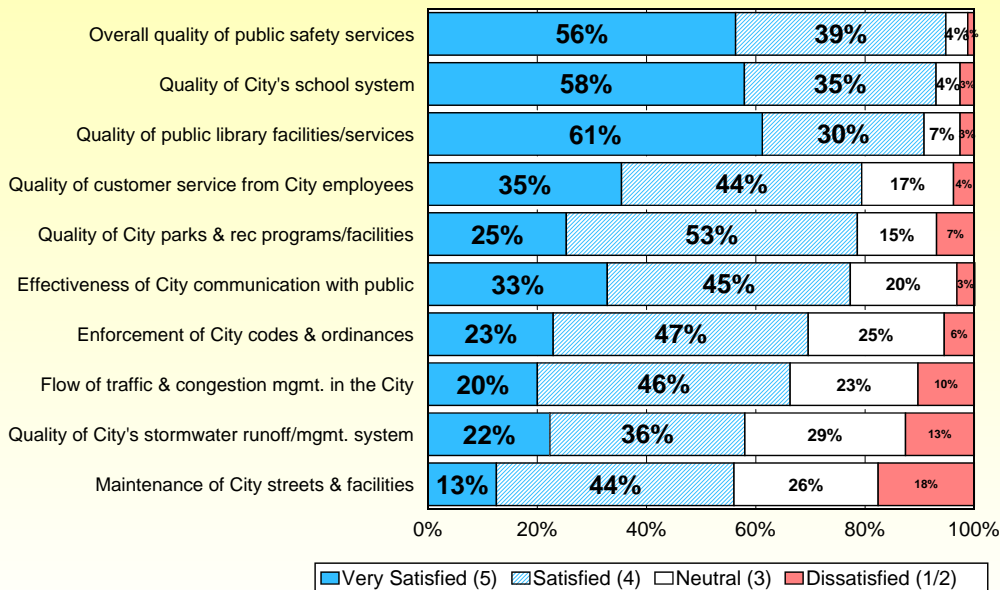
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Maintenance of City streets and facilities
 - Flow of traffic and congestion management in the City

- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Public Safety:** enforcement of speed limits in neighborhoods
 - **City Maintenance:** maintenance of major City streets and adequacy of city street lighting
 - **Parks and Recreation:** number of walking and biking trails and community recreational centers

Section 1:
Charts and Graphs

Q1. Overall Satisfaction with City Services

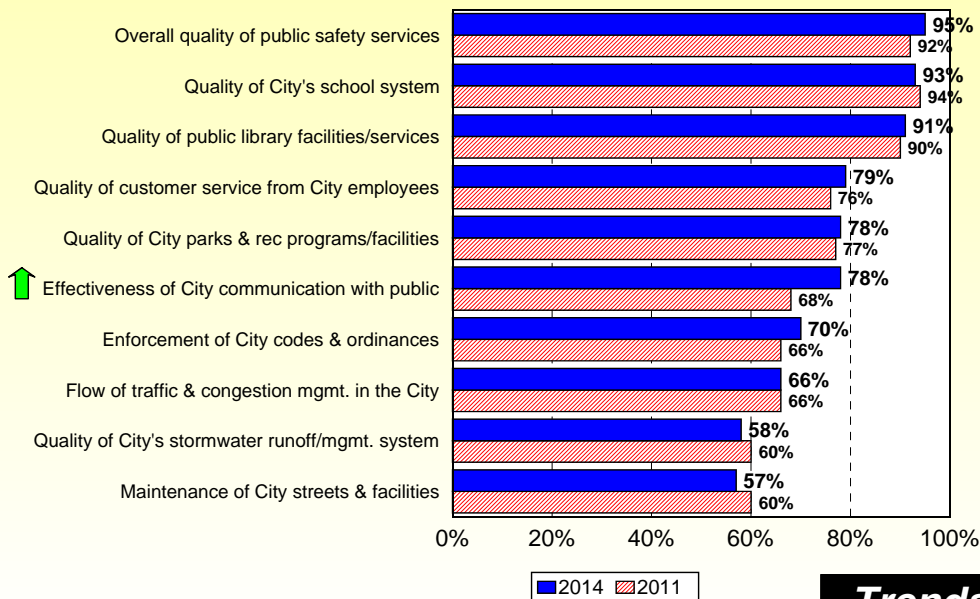
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Overall Satisfaction with City Services - 2011 vs. 2014

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

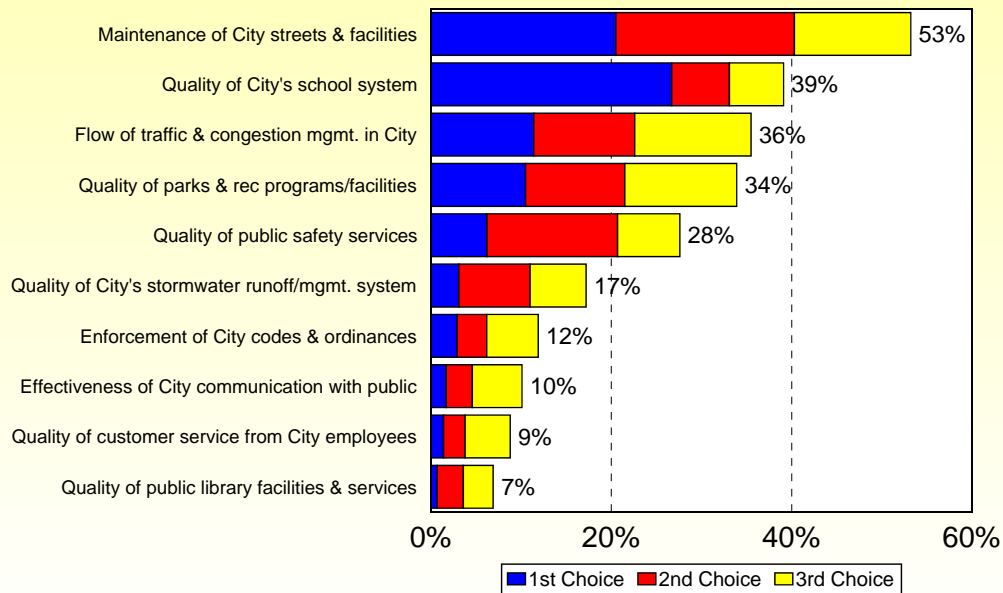


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Trends

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

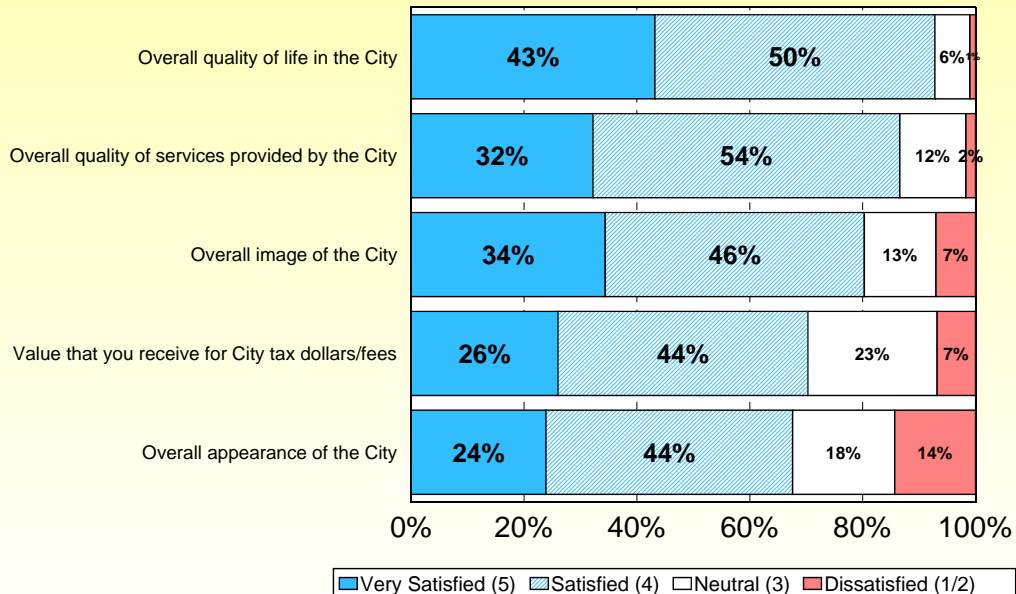
by percentage of respondents who selected the item as one of their top three choices



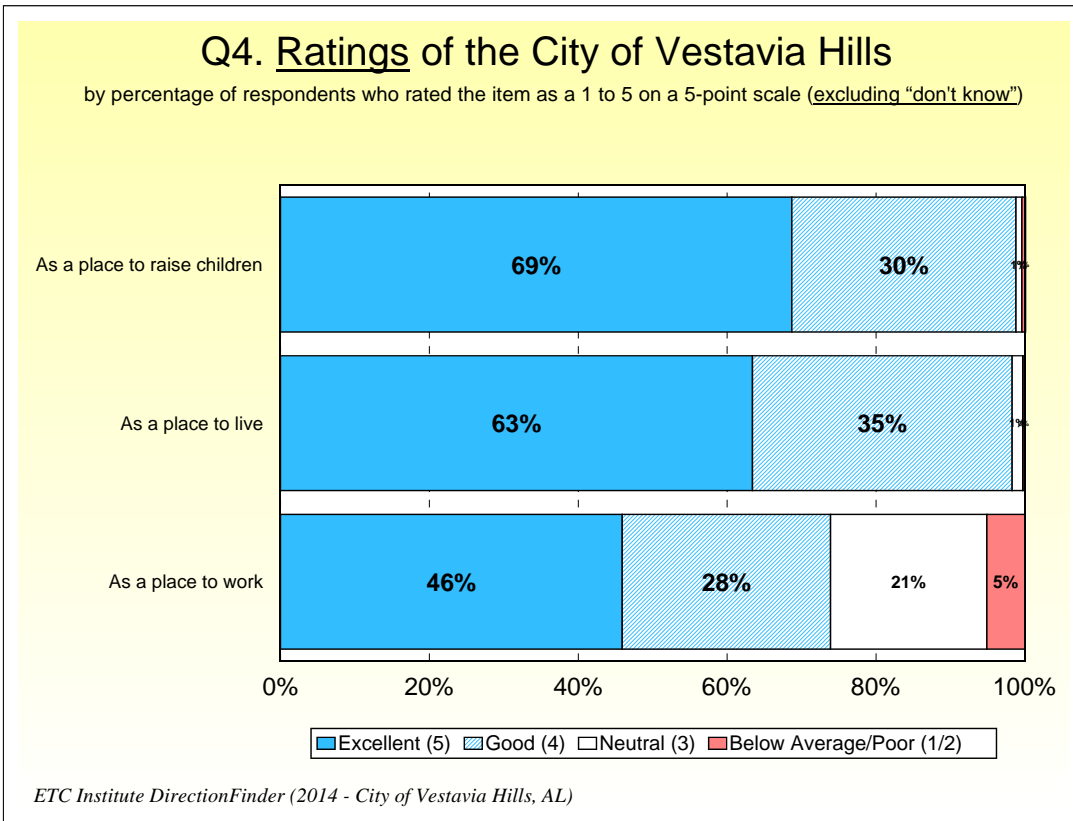
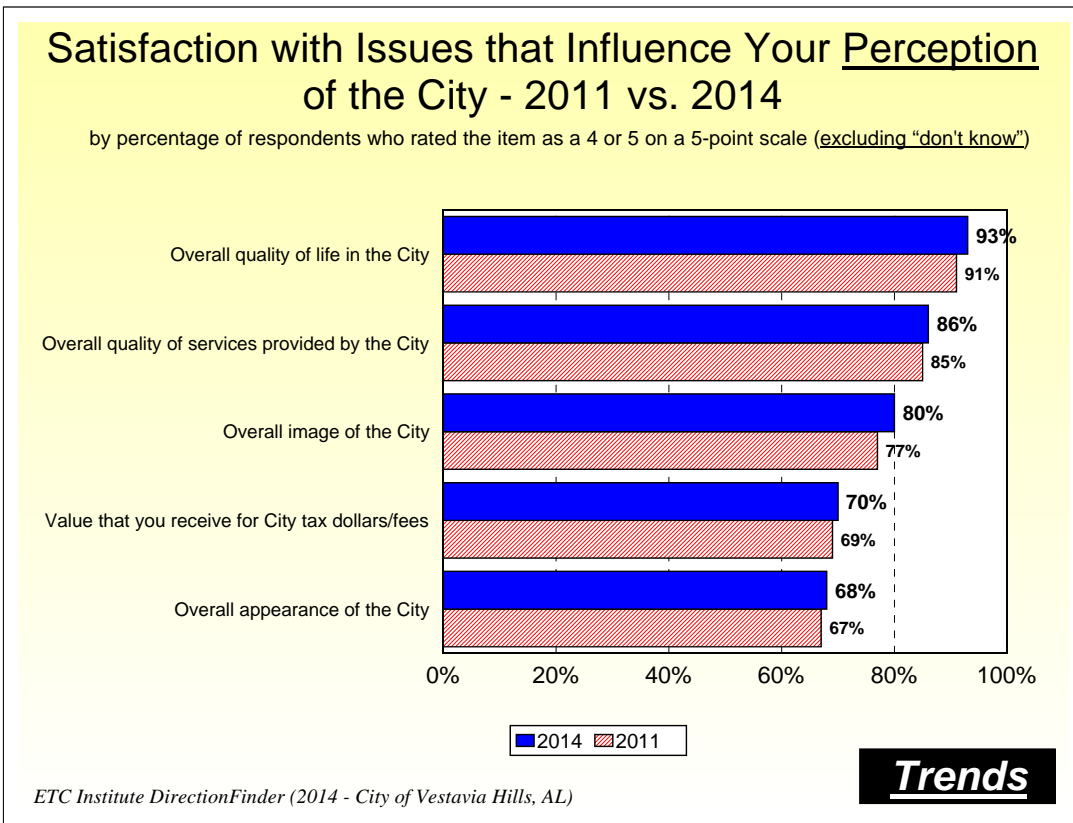
ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

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

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

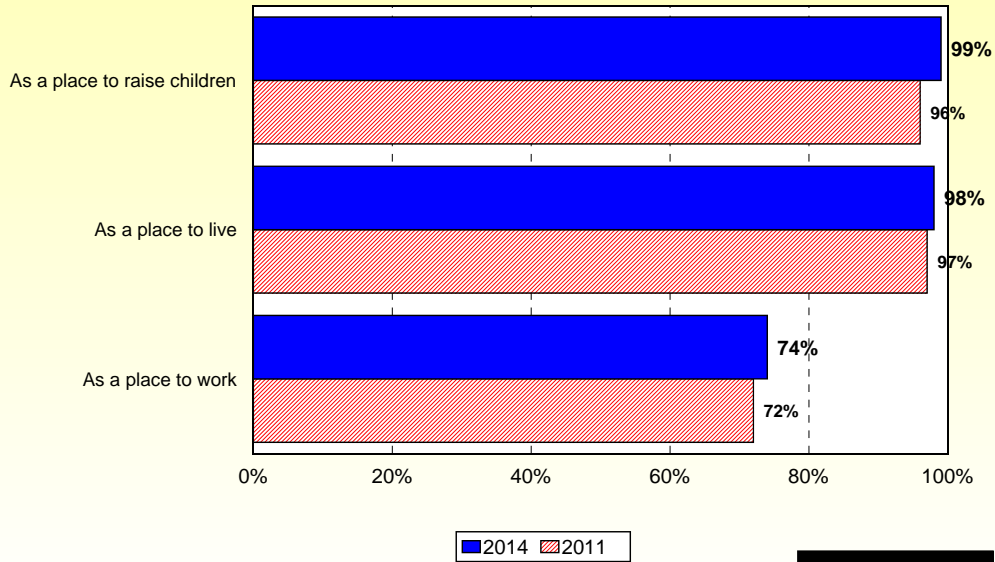


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)



Q4. Ratings of the City of Vestavia Hills 2011 vs. 2014

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

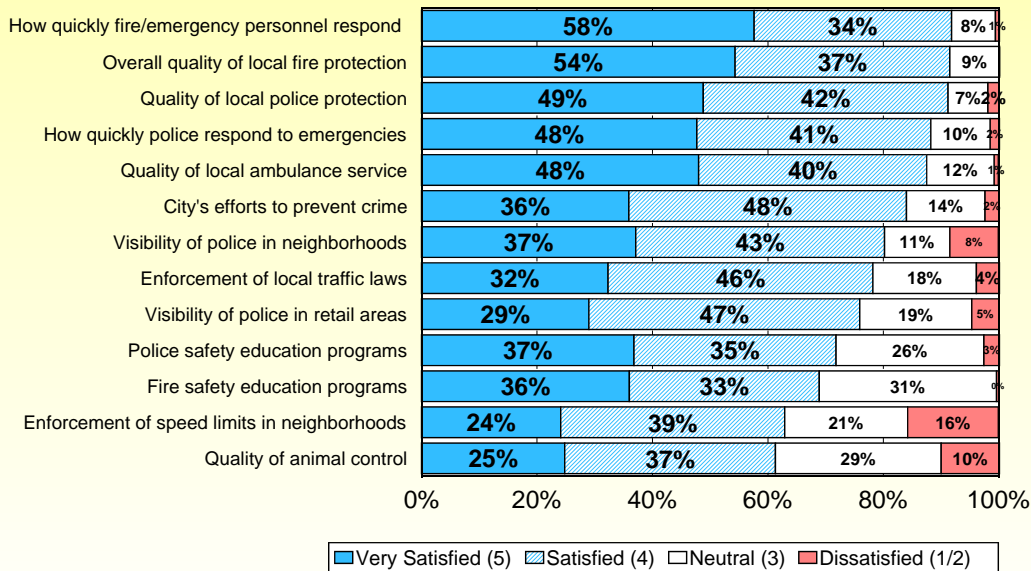


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

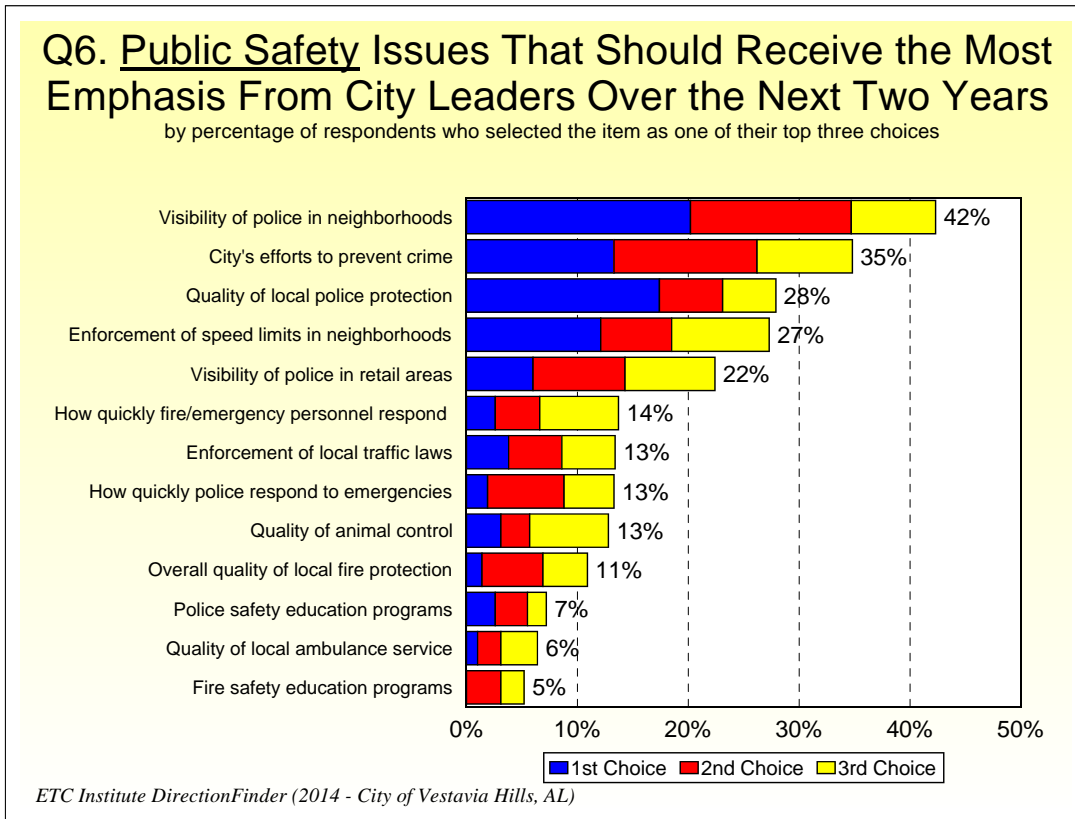
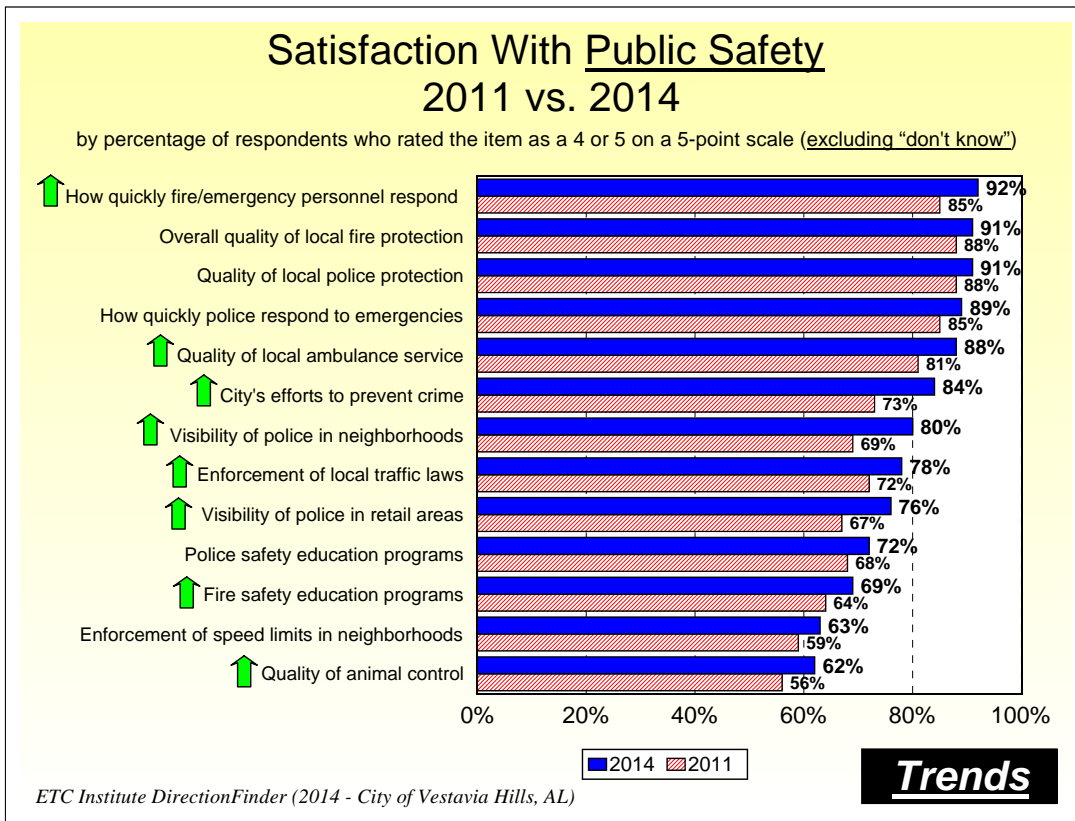
Trends

Q5. Satisfaction With Public Safety

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

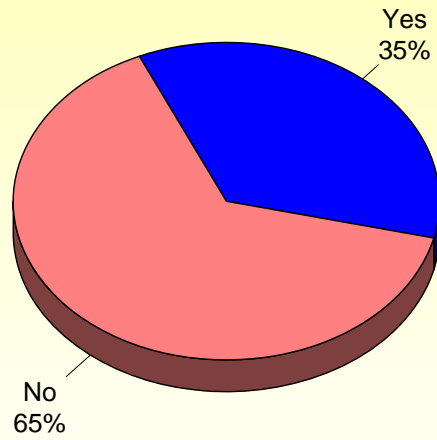


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)



Q7. Have You Ever Called "911"?

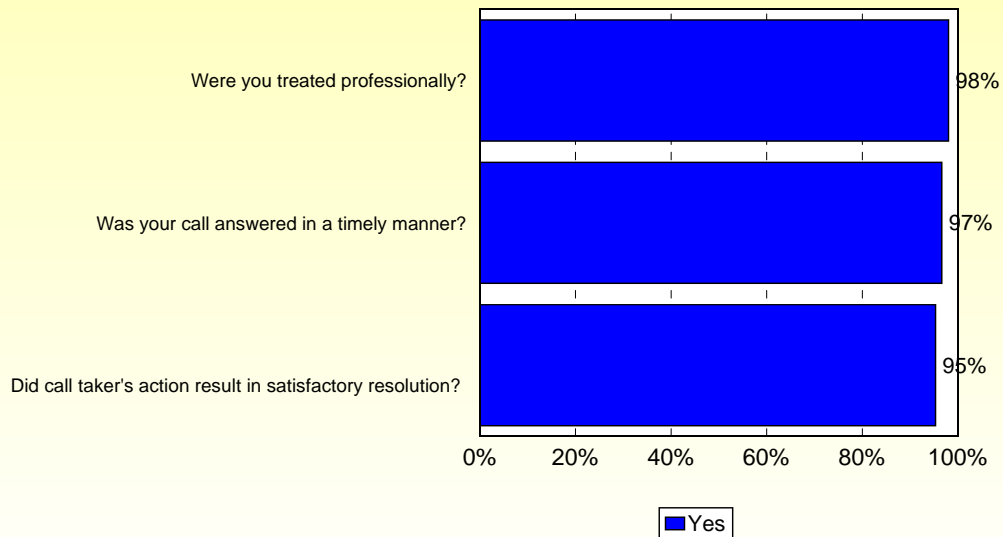
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q7a. How Was Your Service?

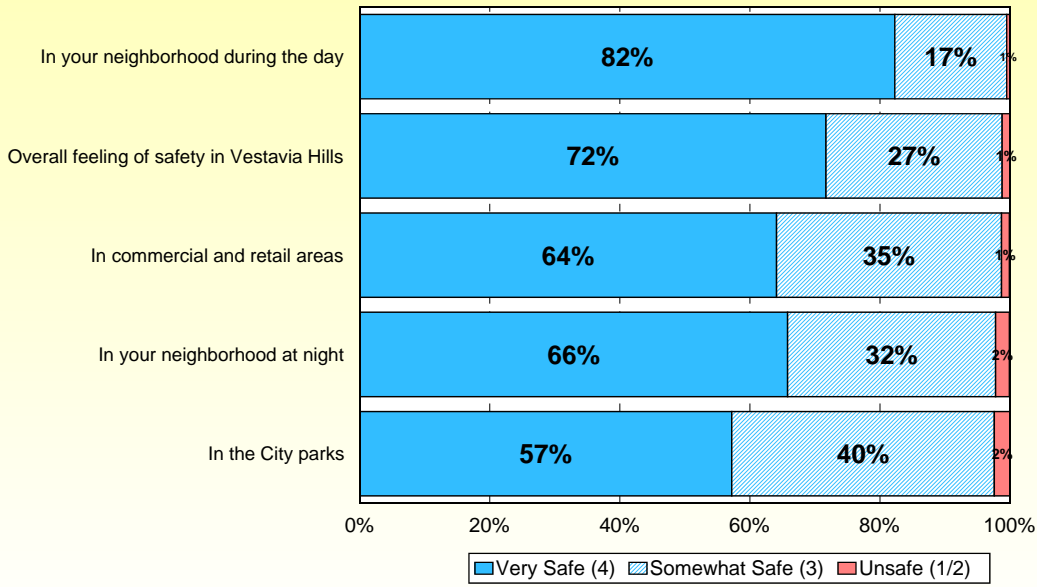
by percentage of respondents who indicated they had called "911"



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q8. Feelings of Safety in Various Situations

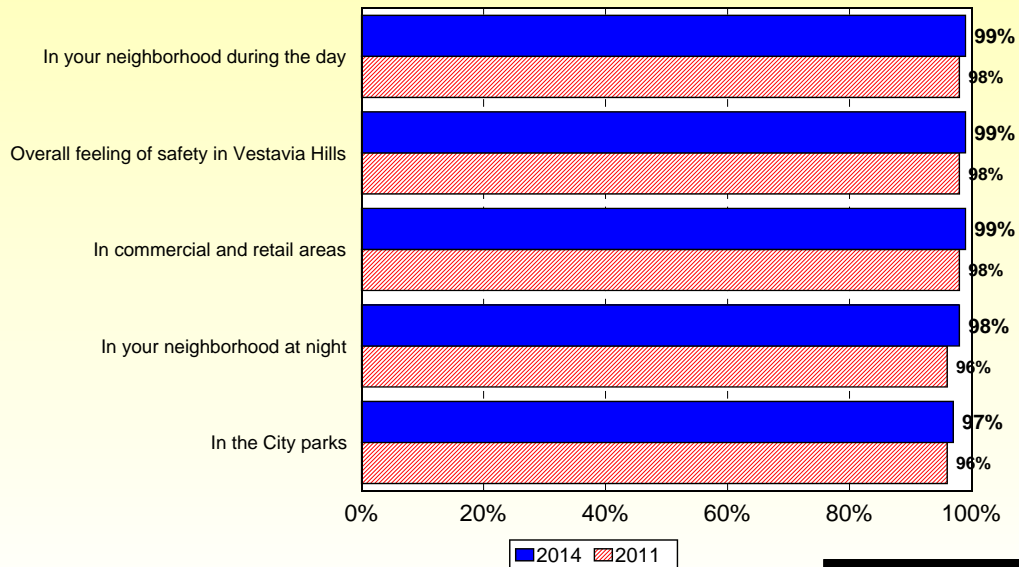
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q8. Feelings of Safety in Various Situations 2011 vs. 2014

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

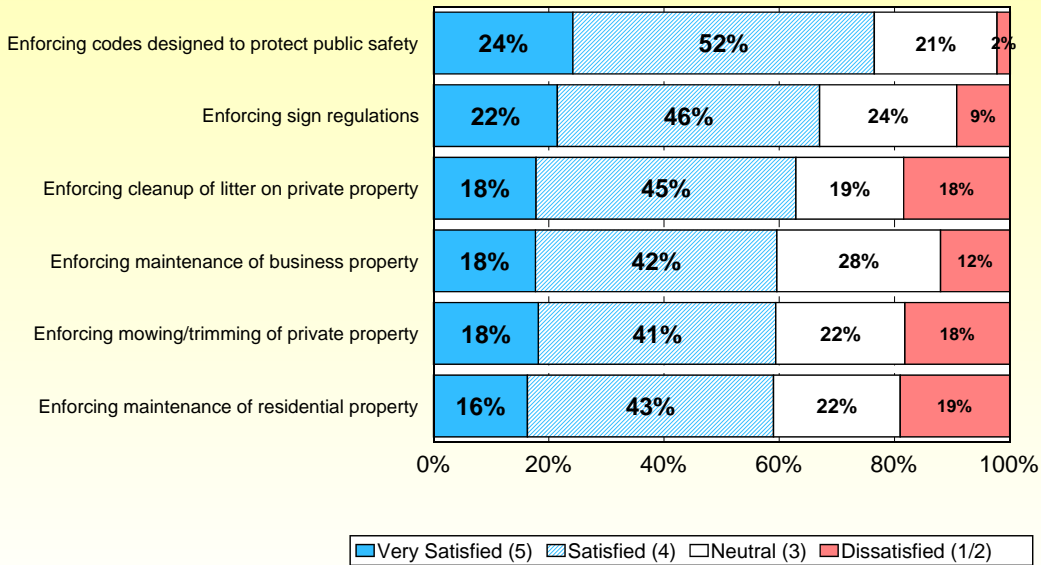


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Trends

Q9. Satisfaction With Enforcement of Codes and Ordinances

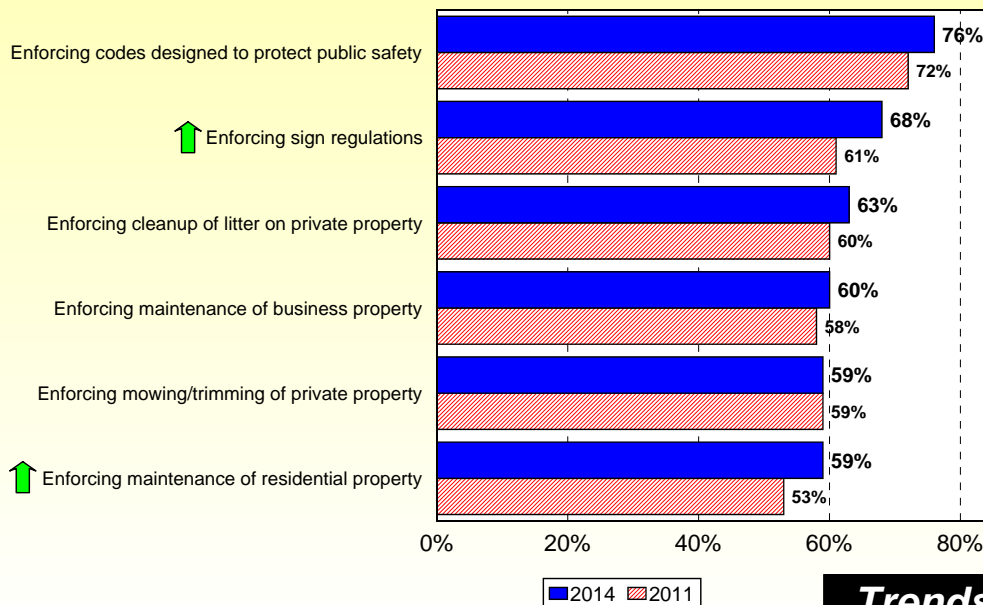
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Satisfaction With Enforcement of Codes and Ordinances 2011 vs. 2014

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

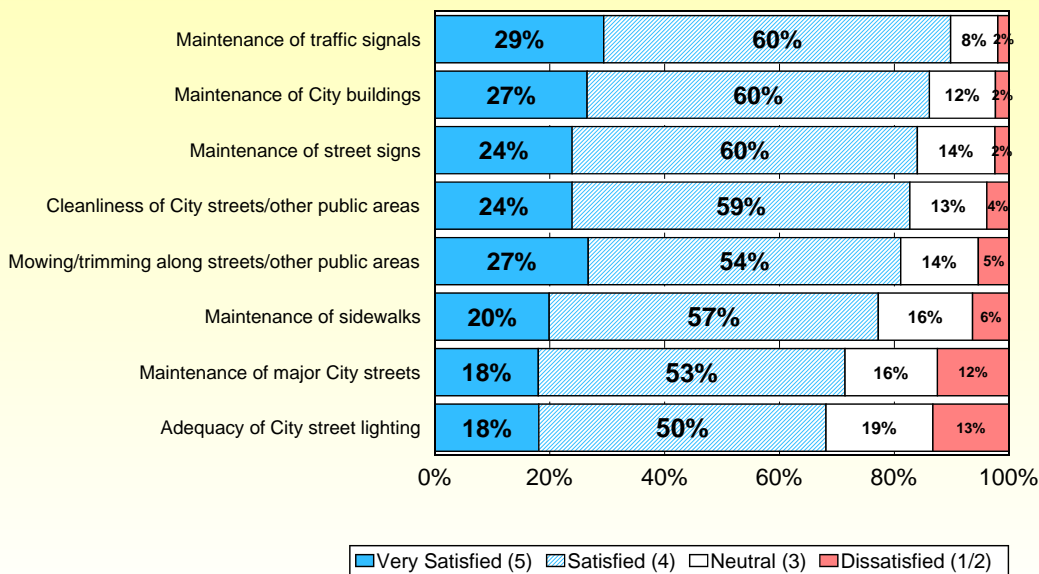


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Trends

Q10. Satisfaction With City Maintenance

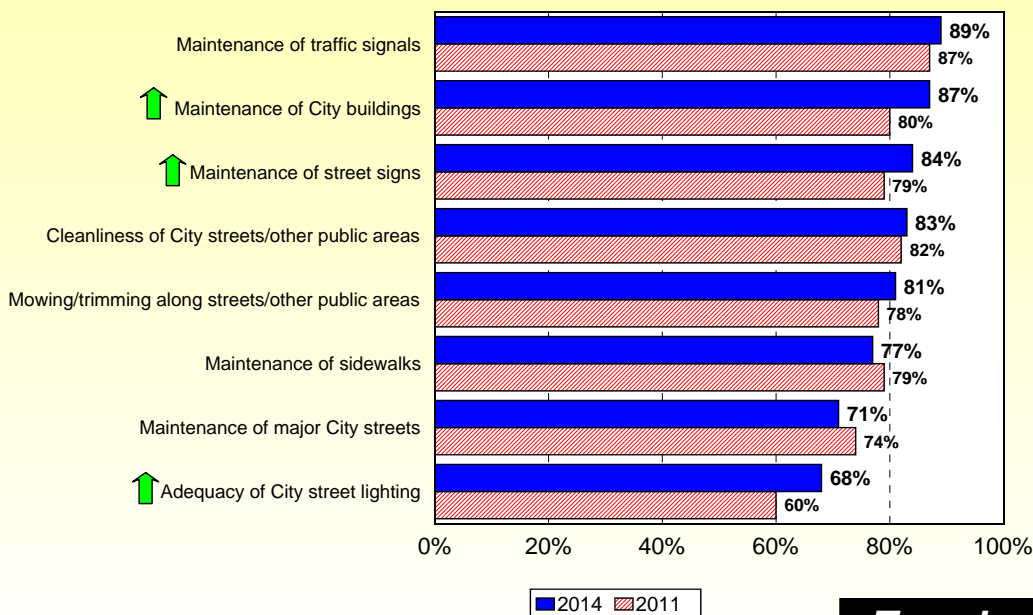
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Satisfaction With City Maintenance - 2011 vs. 2014

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

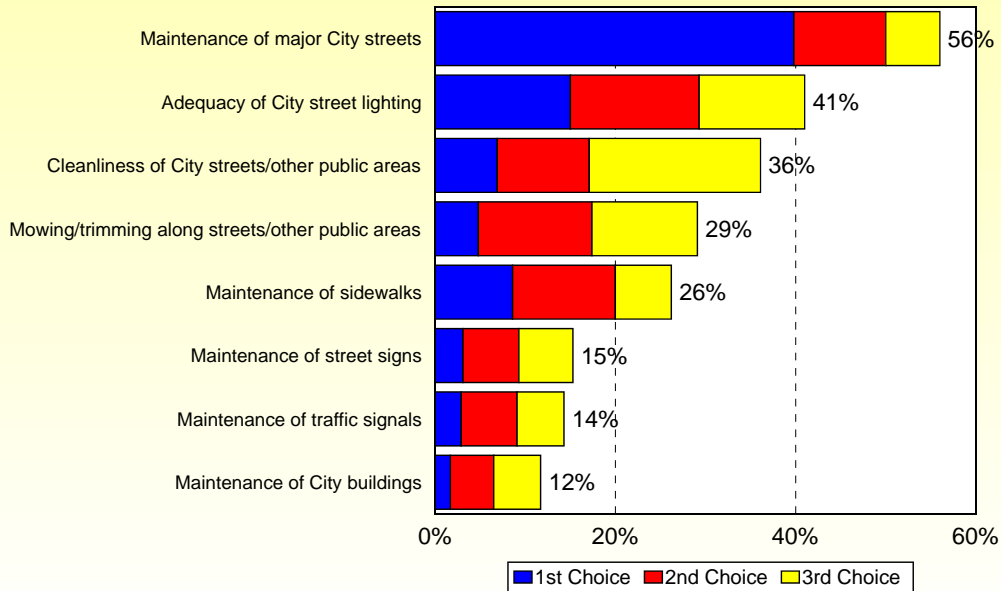


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Trends

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

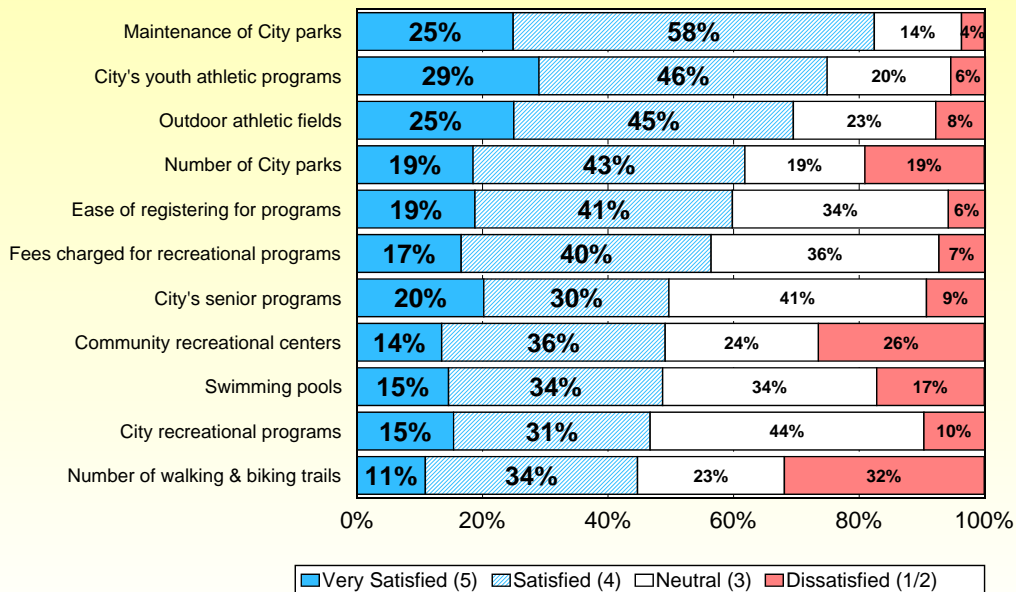
by percentage of respondents who selected the item as one of their top three choices



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q12. Satisfaction With Parks and Recreation

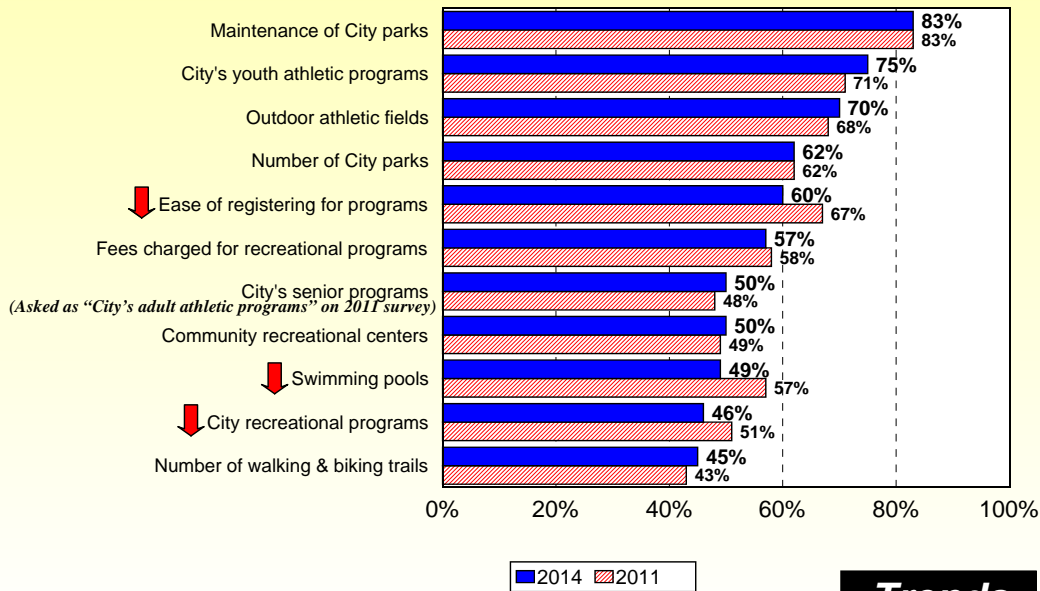
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Satisfaction With Parks and Recreation - 2011 vs. 2014

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

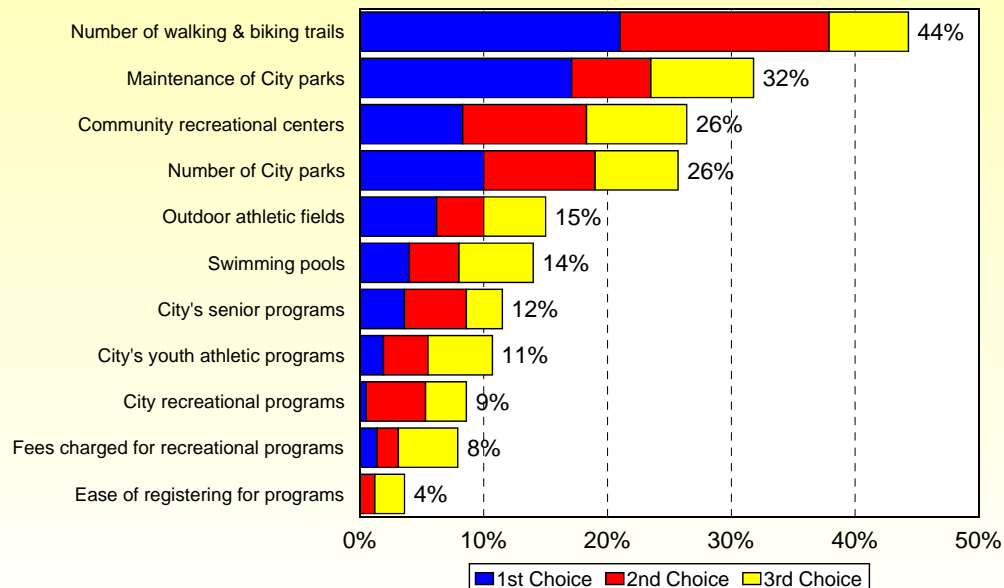


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Trends

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

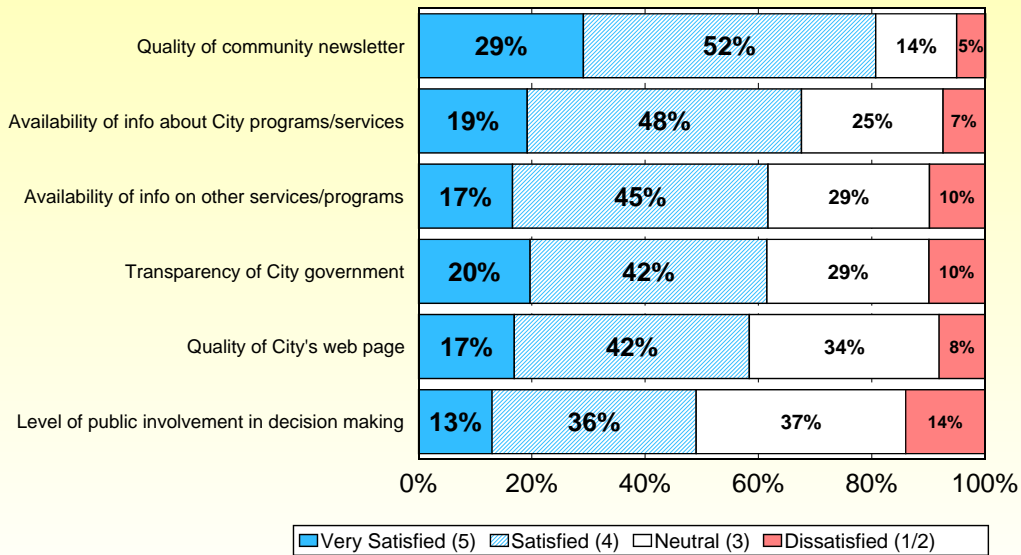
by percentage of respondents who selected the item as one of their top three choices



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q14. Satisfaction With City Communication

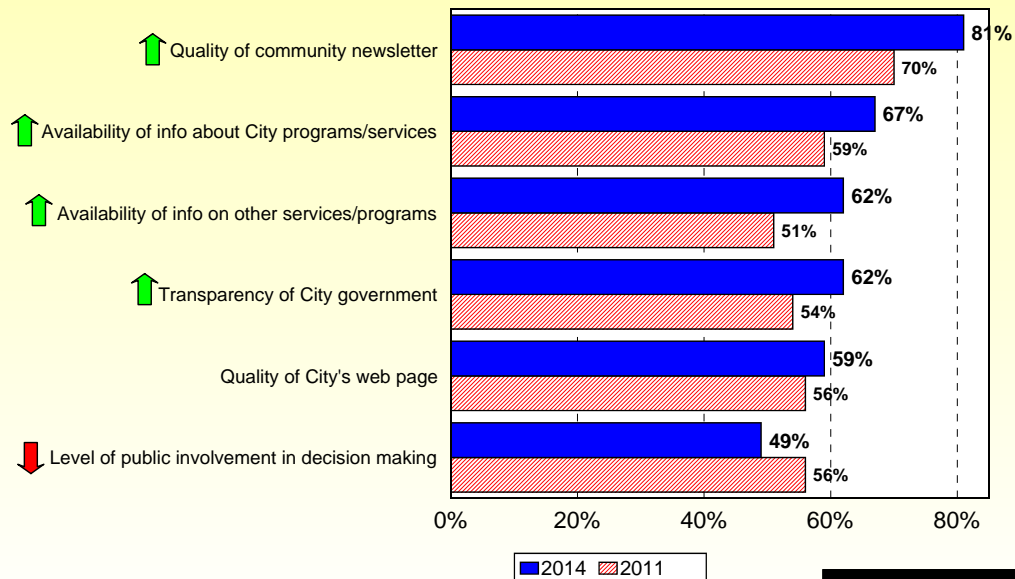
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Satisfaction With City Communication 2011 vs. 2014

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

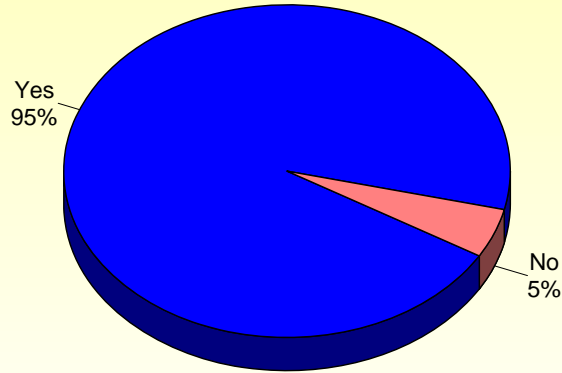


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Trends

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

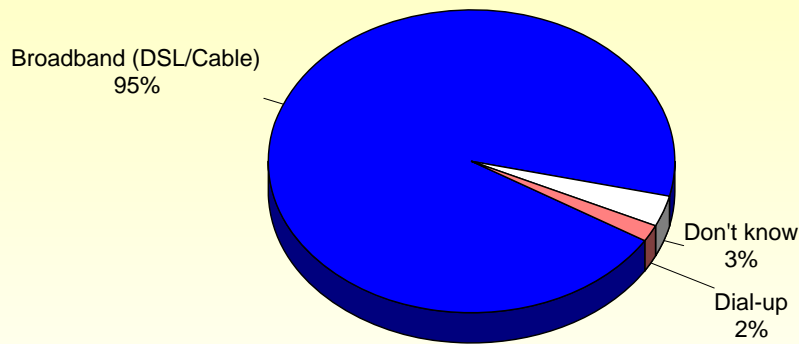
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q15a. Type of Internet Access

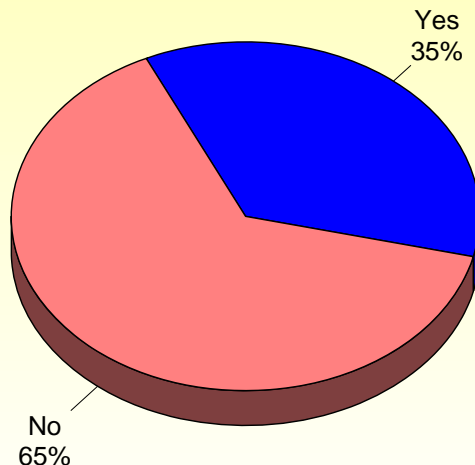
by percentage of respondents who indicated they have internet access



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

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

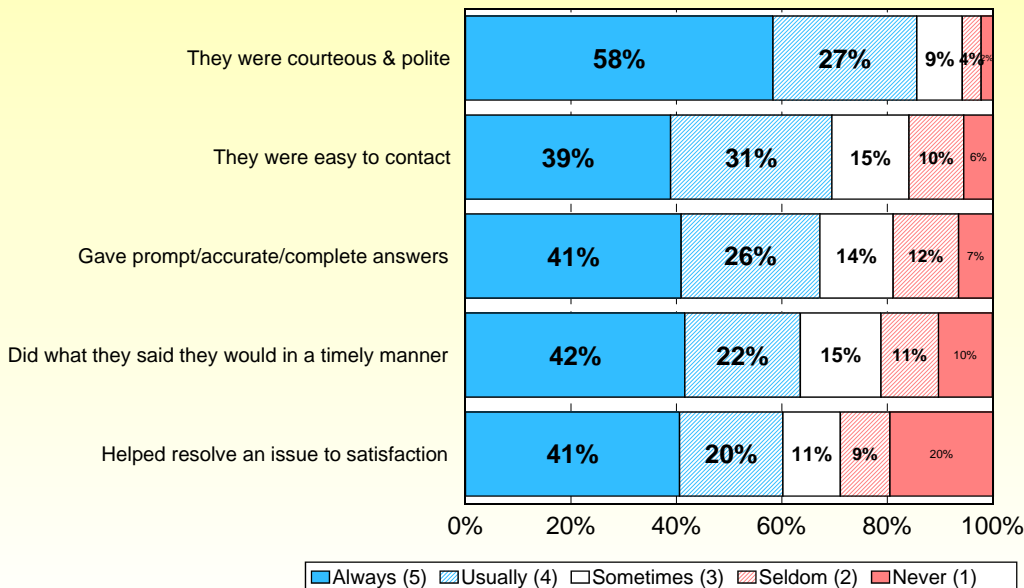
by percentage of respondents



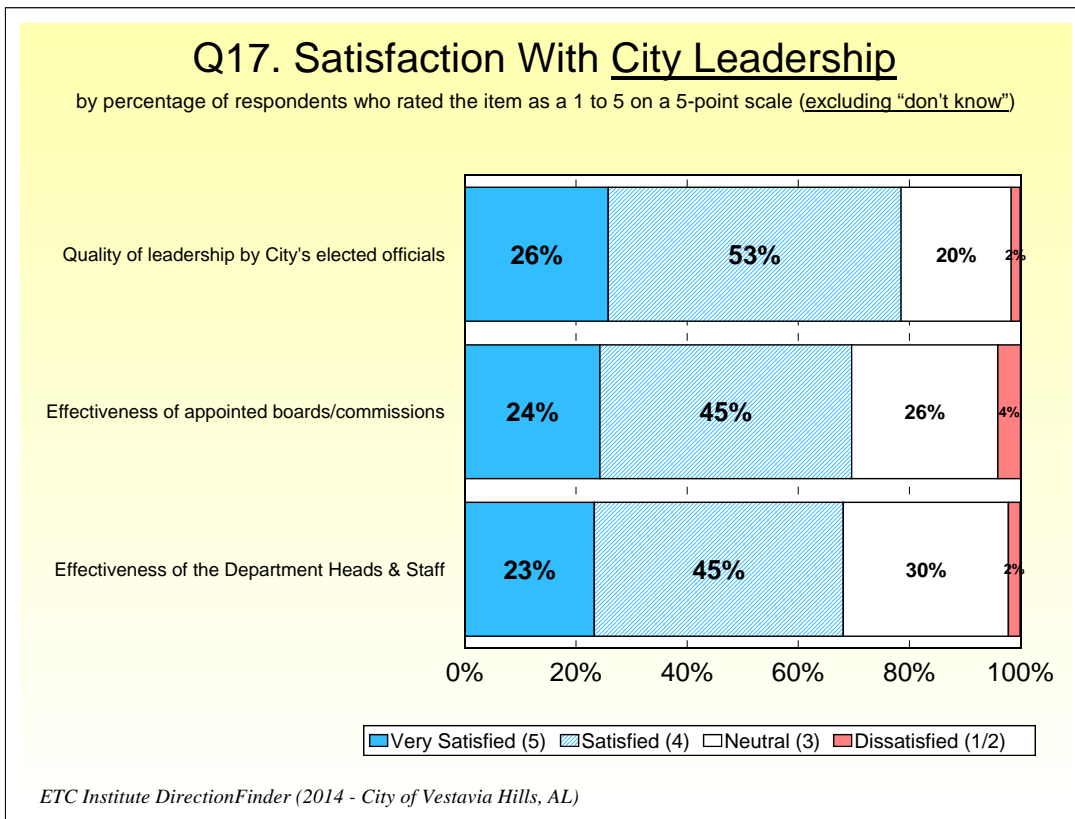
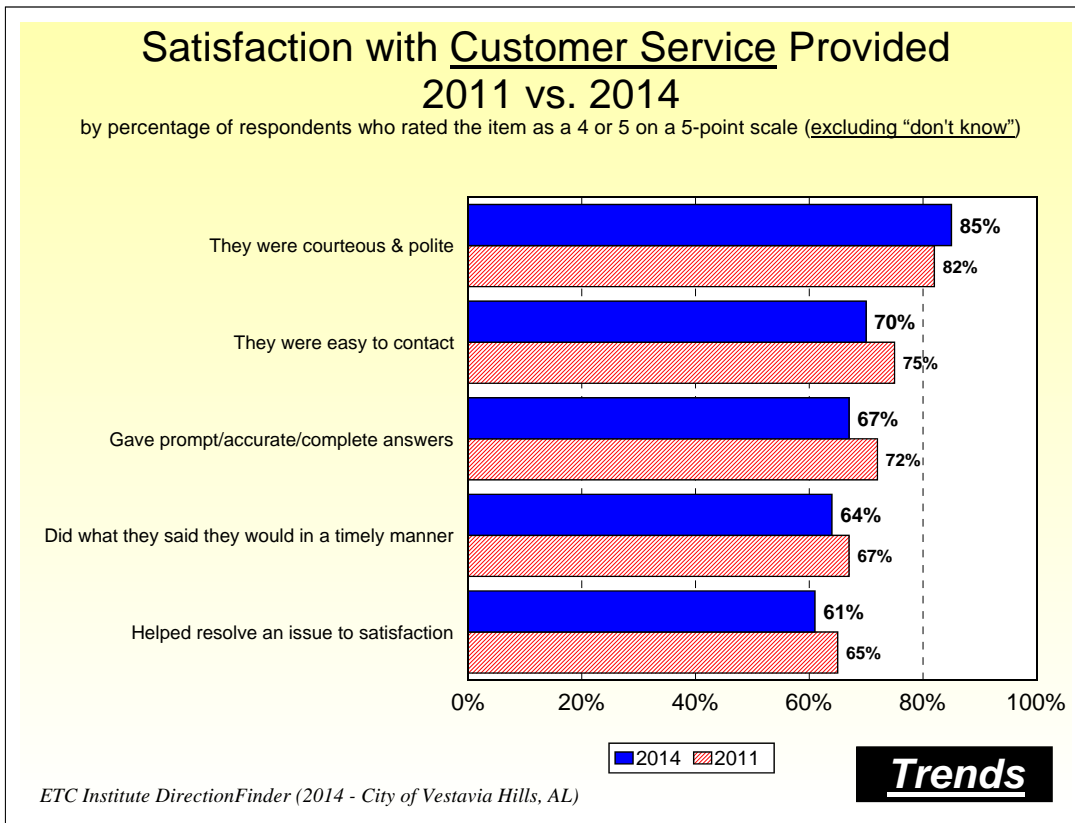
ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q16b-f. Satisfaction with Customer Service Provided

by percentage of respondents who indicated they had contacted the City and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

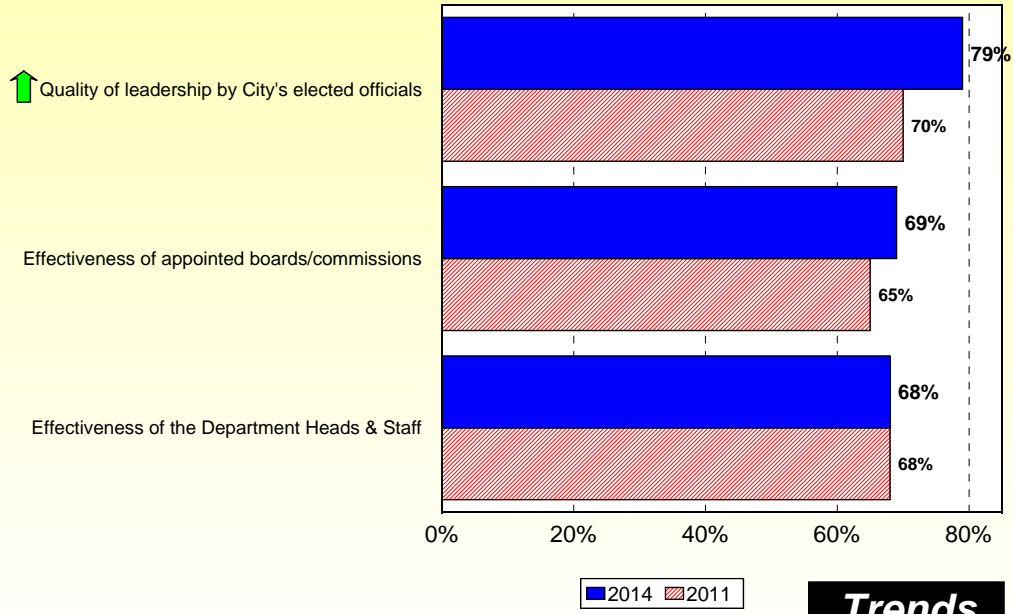


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)



Satisfaction With City Leadership - 2011 vs. 2014

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

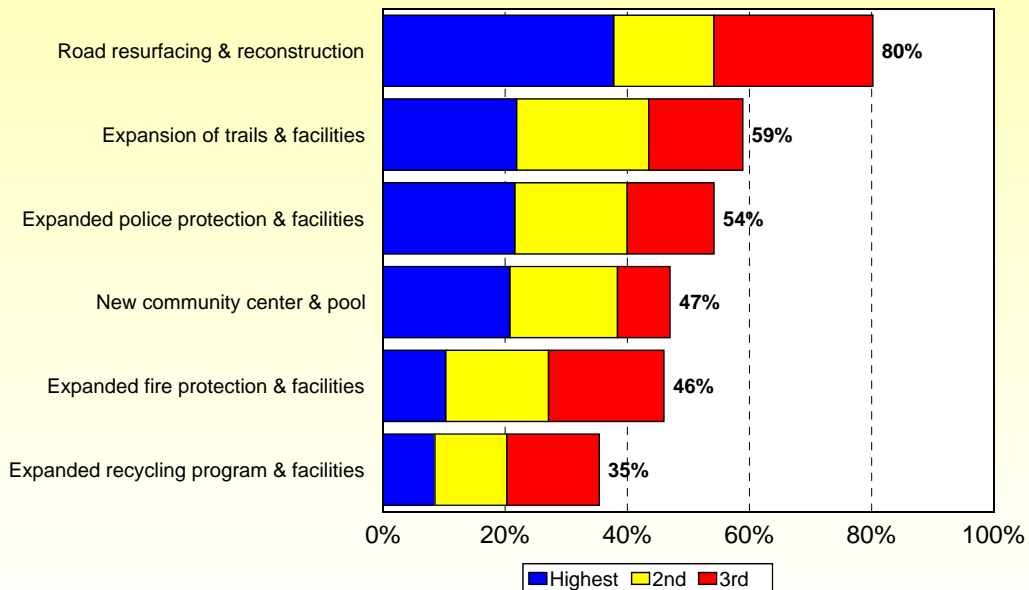


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Trends

Q18. What Priority Level Respondents Place on the Following Projects

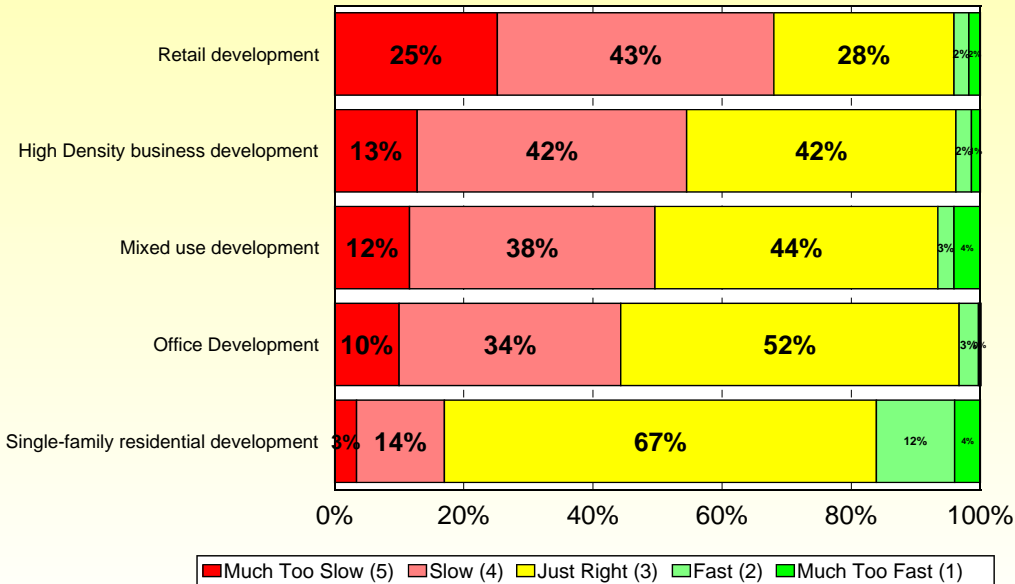
by percentage of respondents who selected the project as one of their top three choices



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q19. How Respondents Rate the Pace of Economic Development

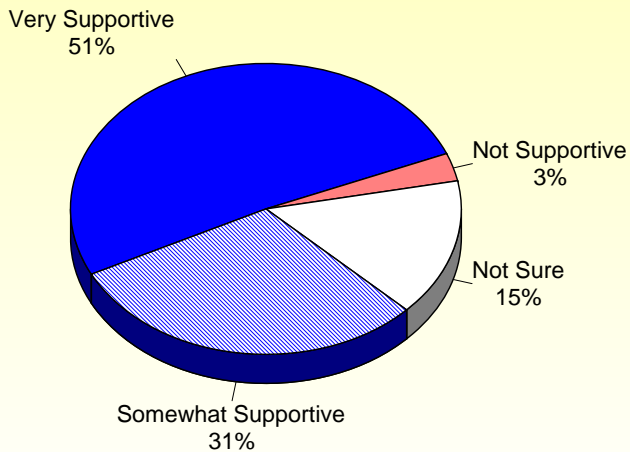
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q20. Support for Using Incentives to Attract and Expand Retail, Manufacturing, Science & Technology, and Regional Office Companies

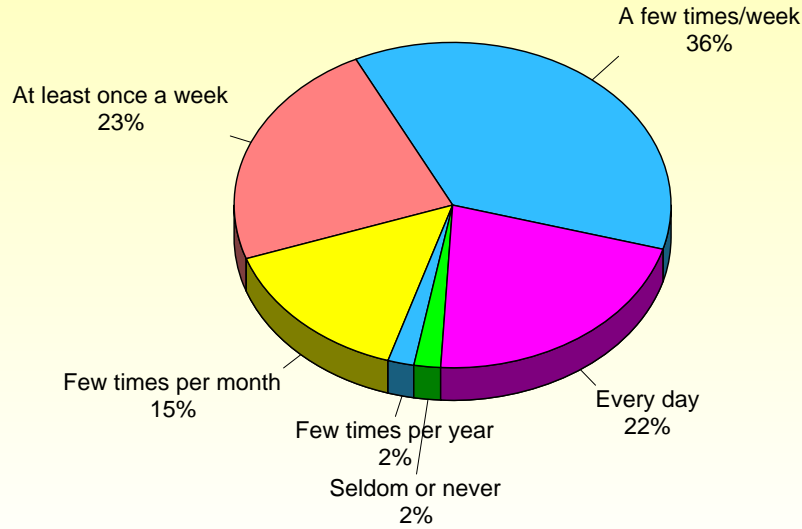
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q21. How Often Respondents Typically Go Outside Vestavia Hills City Limits to Shop

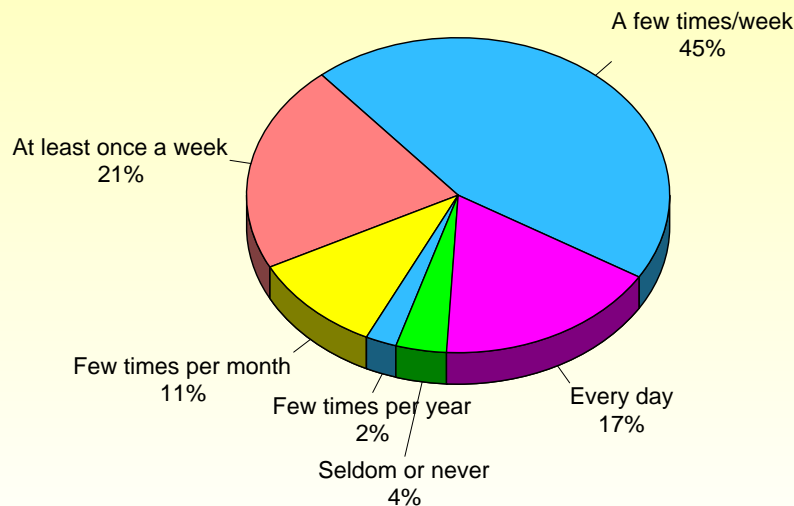
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q22. How Often Respondents Typically Shop Within the Vestavia Hills City Limits

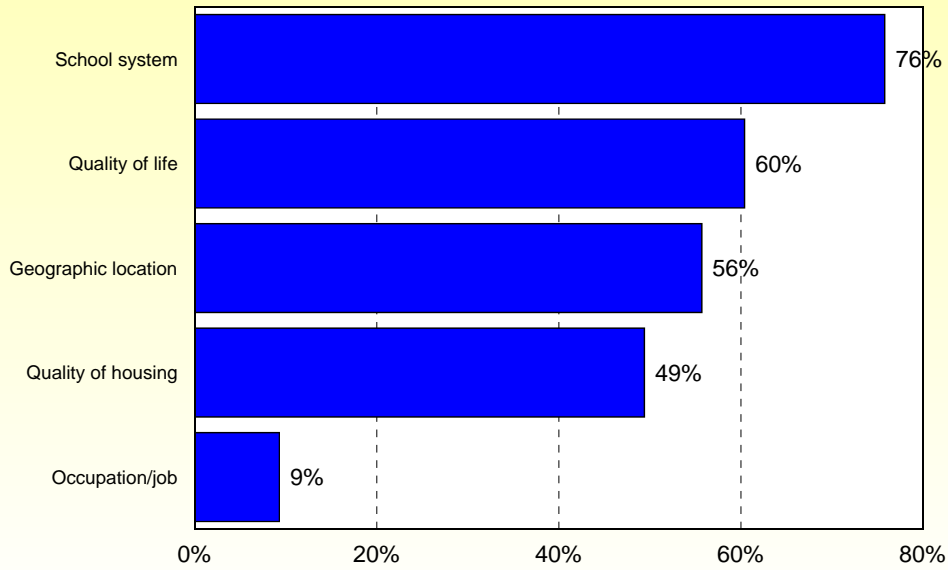
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q23. Most Important Reasons for Choosing to Live in Vestavia Hills

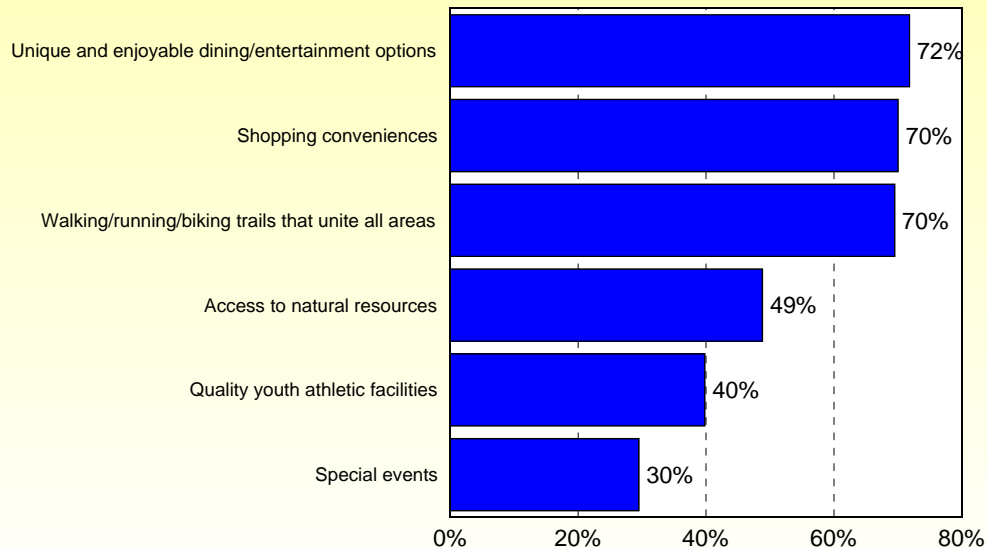
by percentage of respondents (multiple selections could be made)



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q24. Activities/Amenities Offered in Vestavia Hills That Are Most Important or Most Appreciated by Households

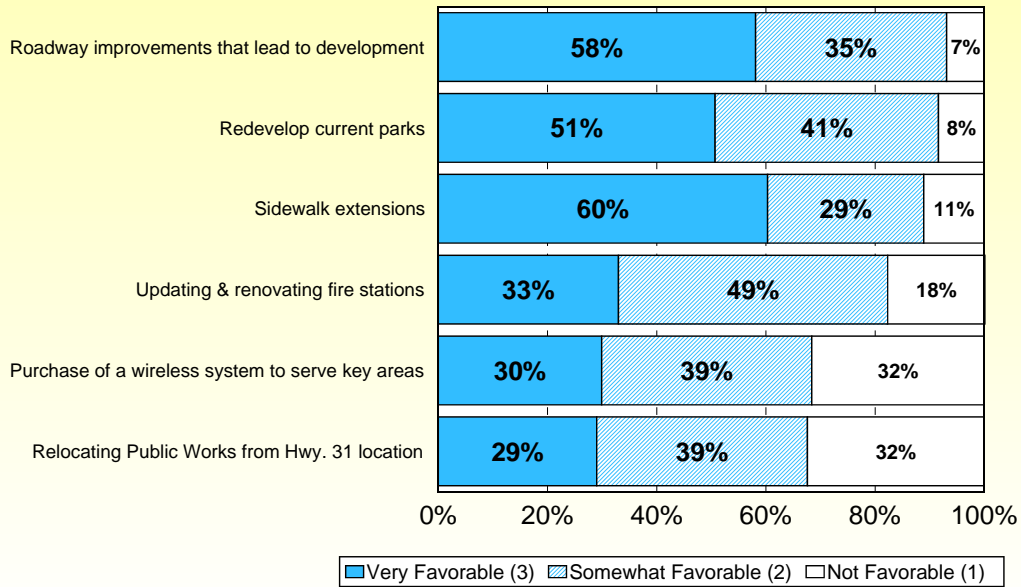
by percentage of respondents (multiple selections could be made)



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q25. How Favorable Respondents Are of Funding the Following Projects

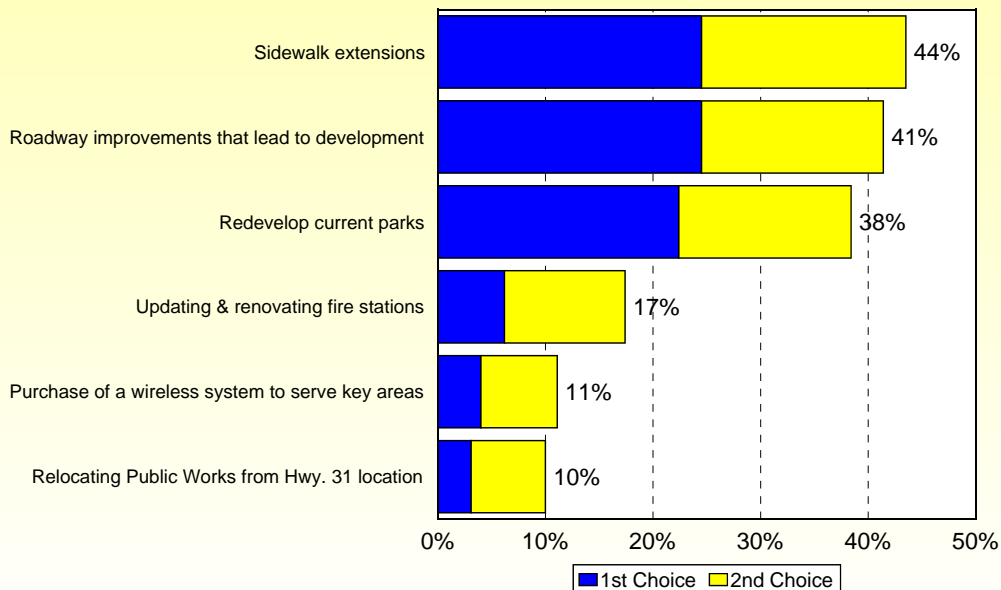
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding "don't know")



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q26. Two Items Respondents Think are Most Important to Fund

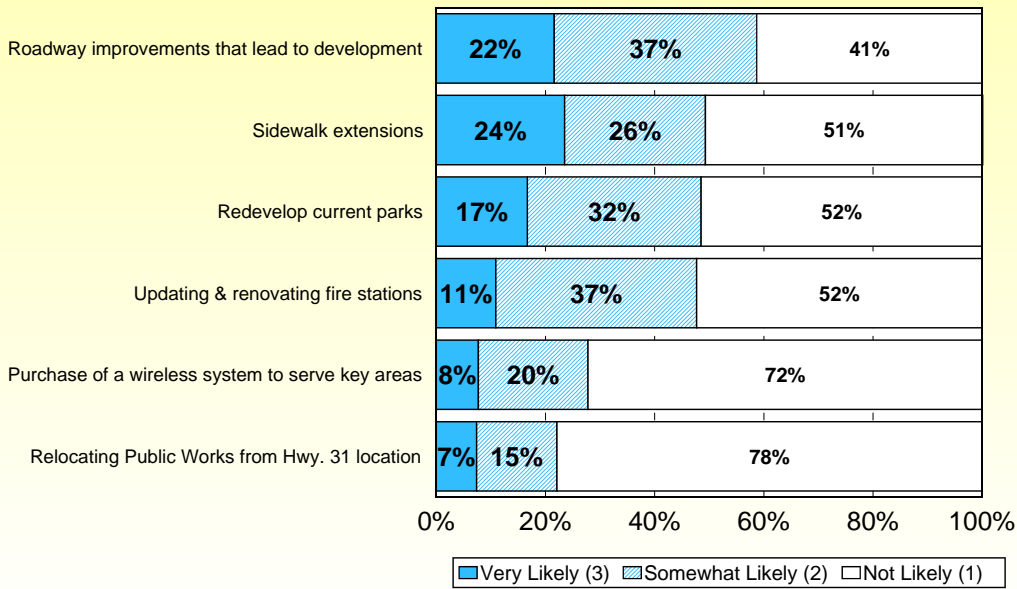
by percentage of respondents who selected the item as one of their top two choices



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q27. How Likely Respondents Would Be to Vote in Favor of Increasing Taxes to Fund the Following

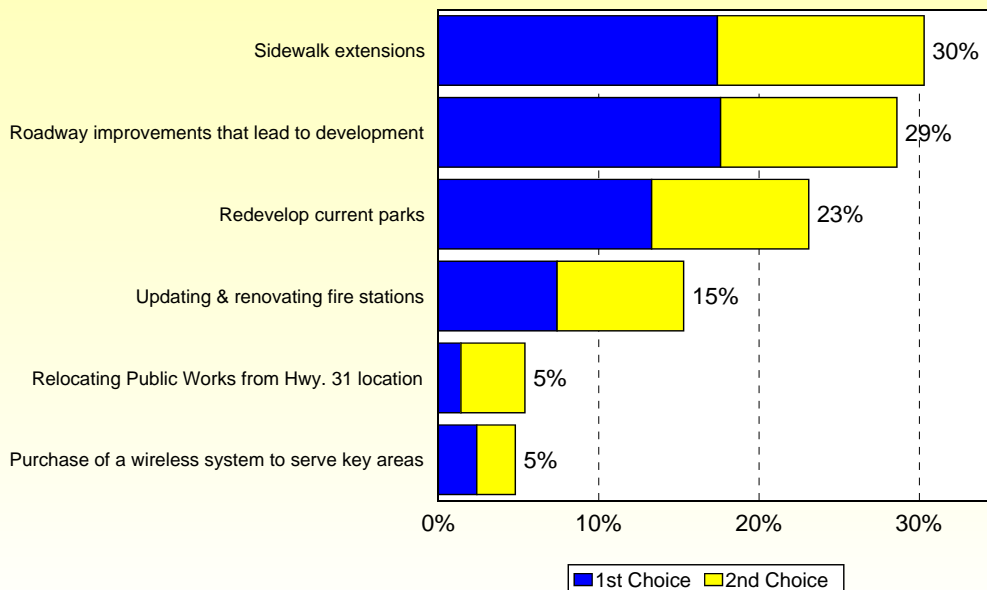
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding "don't know")



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q28. Two Items Respondents Think are Most Important to Fund Through a Tax Increase

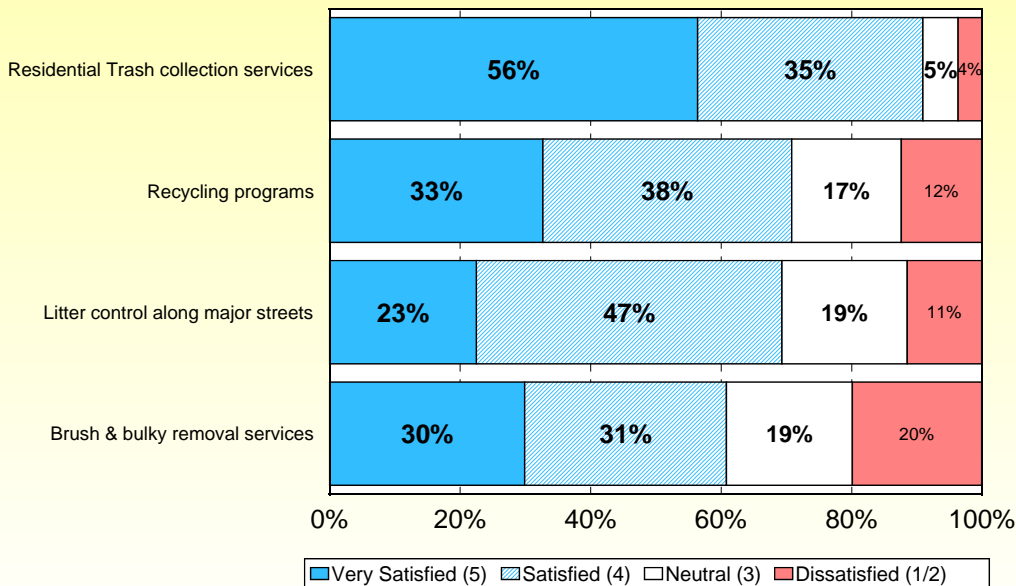
by percentage of respondents who selected the item as one of their top two choices



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q29. Satisfaction With Trash Services

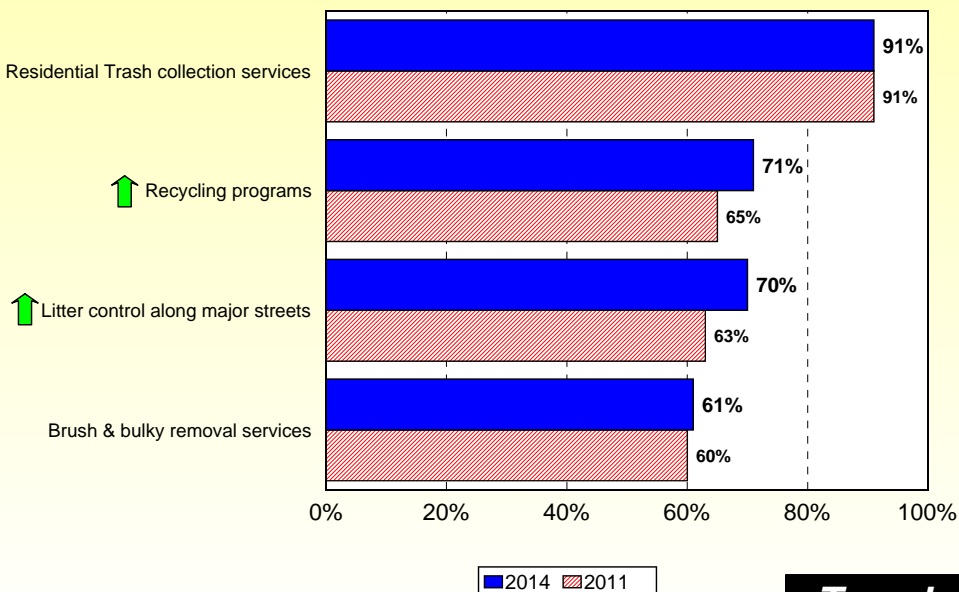
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q29. Satisfaction With Trash Services - 2011 vs. 2014

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

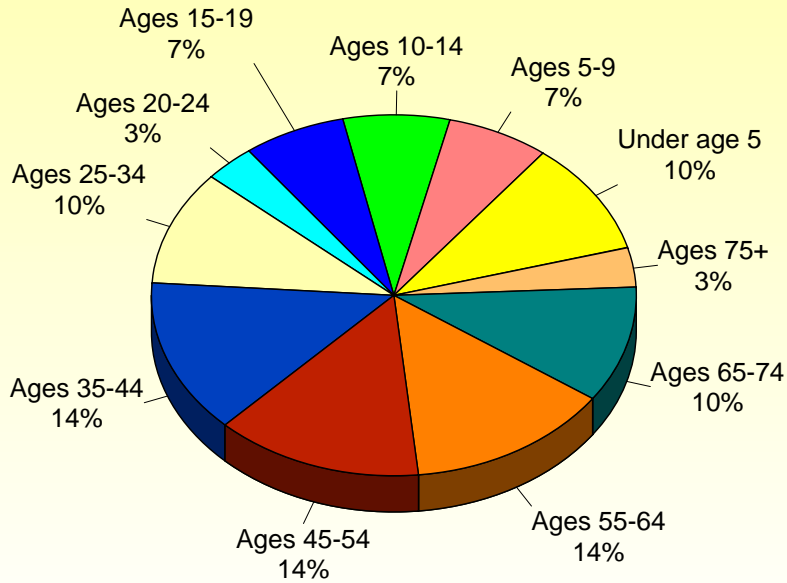


ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Trends

Q30. Demographics: Ages of All Household Members

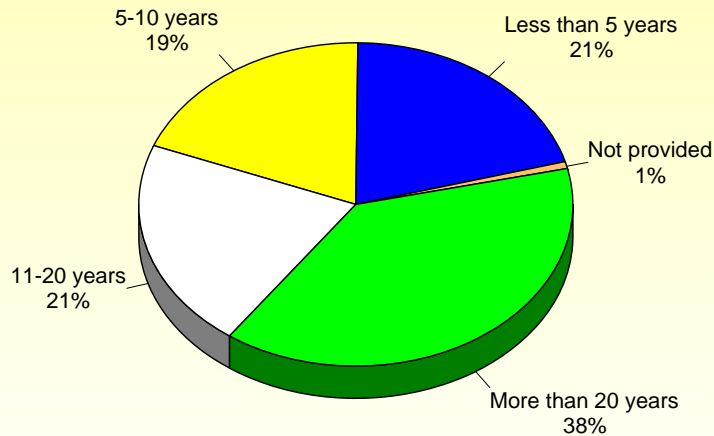
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q31. Demographics: Number of Years Lived in the City of Vestavia Hills

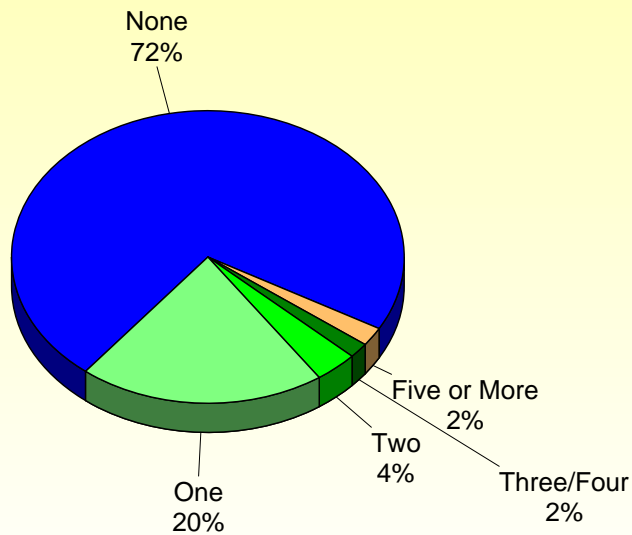
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q32. Demographics: Number in Household Who Work Within the City Limits of Vestavia Hills

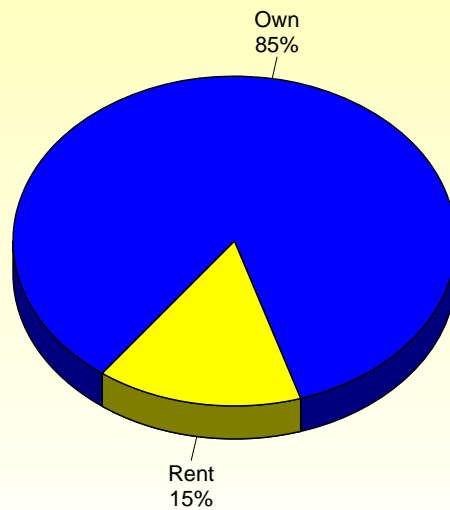
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q33. Demographics: Do you own or rent your current residence?

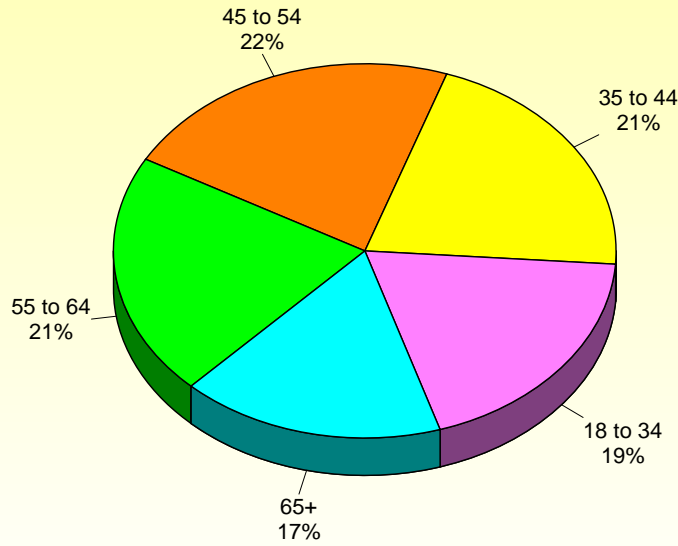
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q34. Demographics: Age of Respondent

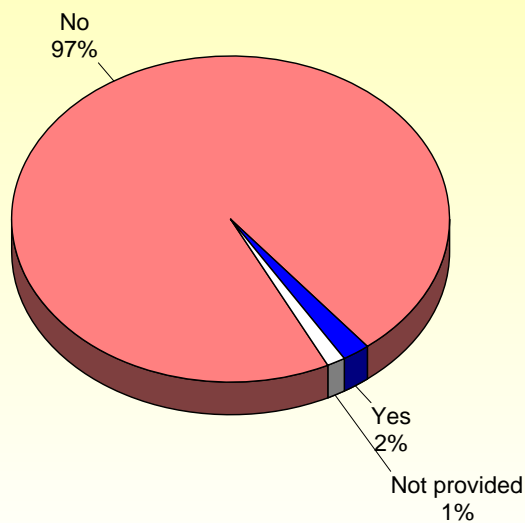
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q35. Demographics: Are you or other members of your household of Hispanic or Latino ancestry?

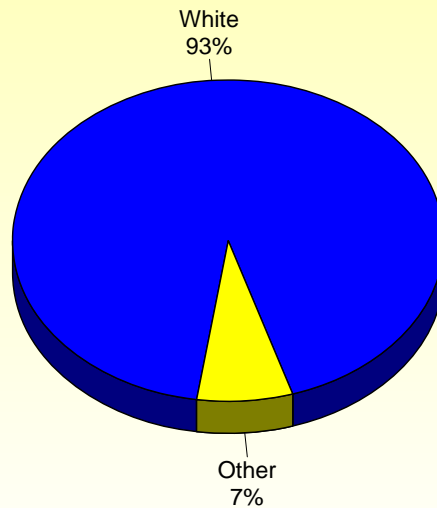
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q36. Demographics: Race of Respondent

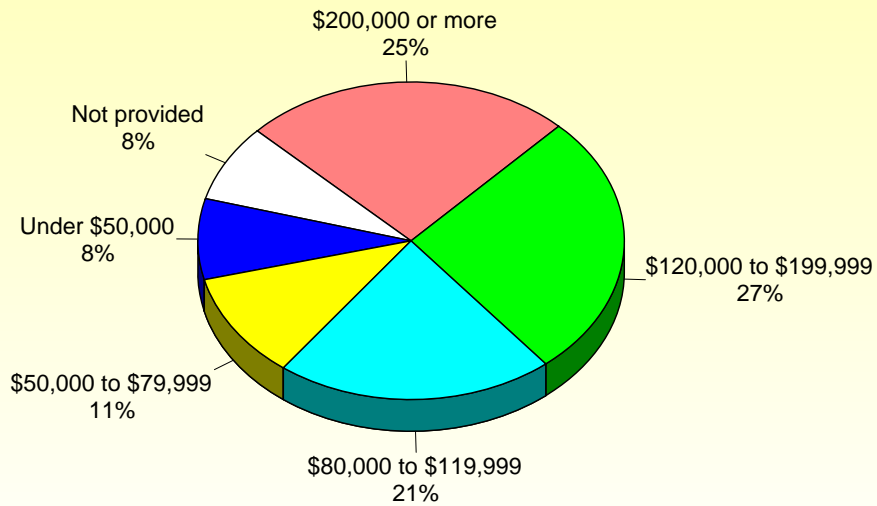
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q37. Demographics: Household Income

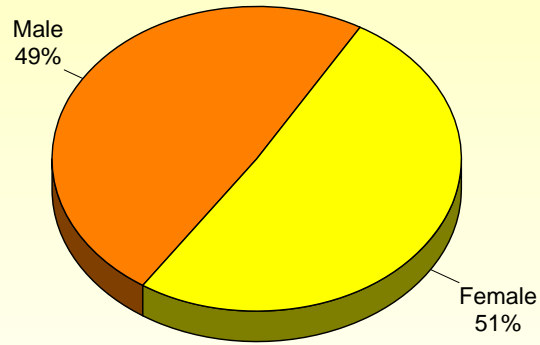
by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Q38. Demographics: Gender

by percentage of respondents



ETC Institute DirectionFinder (2014 - City of Vestavia Hills, AL)

Section 2:
Benchmarking Analysis



Benchmarking Summary Report

Vestavia Hills, Alabama

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 210 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2013 to a random sample of more than 4,000 residents across the United States and (2) individual communities with a population of less than 150,000 where ETC Institute had administered the *DirectionFinder Survey* between January 2010 and December 2013; the 53 communities included in these comparisons are listed below.

- Abilene, TX
- Auburn, AL
- Baytown, TX
- Bensenville, IL
- Blue Springs, MO
- Bryan, TX
- Chapel Hill, NC
- Clayton, MO
- Coffeyville, KS
- Columbia, MO
- Coral Springs, FL
- Davenport, IA
- Dothan, AL
- Edgerton, KS
- Garden City, KS
- Gardner, KS
- Grandview, MO
- Hallandale Beach, FL
- Harrisonville, MO
- High Point, NC
- Hyattsville, MD
- Independence, MO
- Indian Trail, NC
- Junction City, KS
- Lawrence, KS
- Lenexa, KS
- Merriam, KS
- Mission, KS
- Naperville, IL
- Narragansett, RI
- Newport Beach, CA
- North Kansas City, MO
- Olathe, KS
- Pflugerville, TX
- Platte City, MO
- Pueblo, CO
- Raymore, MO
- Rio Blanco, CO
- Riverside, MO
- Rolla, MO
- Round Rock, TX
- Saint Joseph, MO
- San Marcos, TX
- Shoreline, WA
- St. Joseph, MO
- Tamarac, FL
- Vestavia Hills, AL
- Village of Pinehurst, NC
- Wentzville, MO
- Westlake, TX
- Westlake, TX
- Wilmington, NC
- Winchester, VA

Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall results for Vestavia Hills compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents.

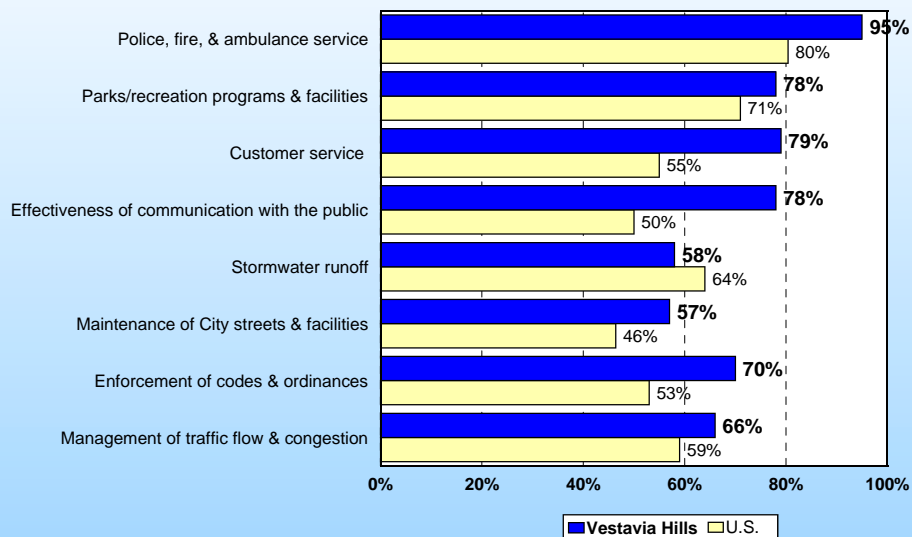
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 53 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 53 communities. The actual ratings for Vestavia Hills are listed to the right of each chart. The dot on each bar shows how the results for Vestavia Hills compare to the other communities with a population of less than 150,000 where the DirectionFinder® survey has been administered since 2010.

National Benchmarks

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

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

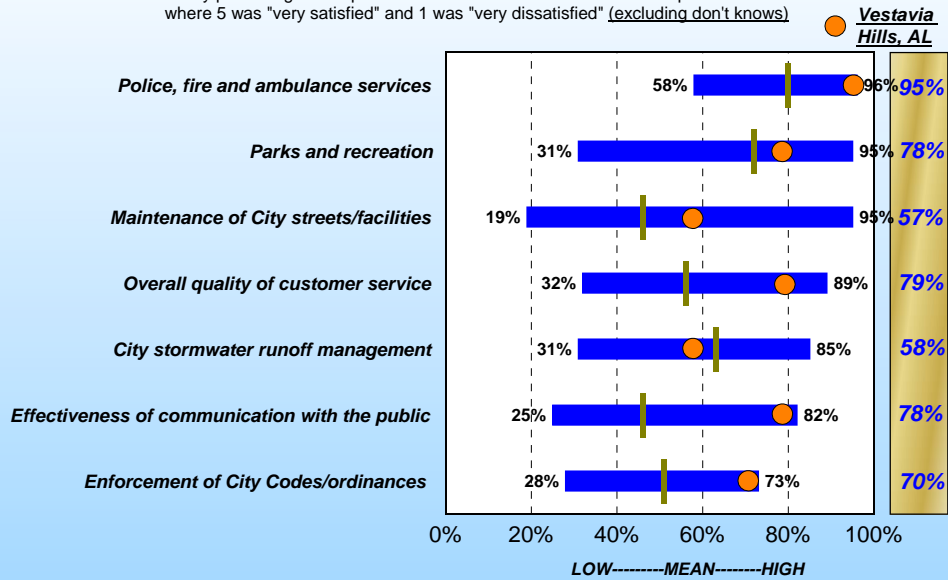
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute *DirectionFinder* Survey (2014)

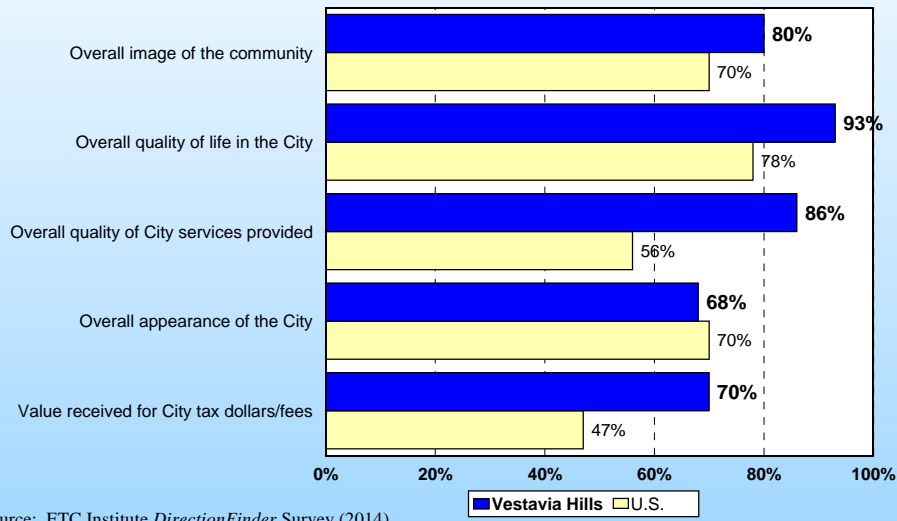
Overall Satisfaction with Various City Services by Major Category - 2014

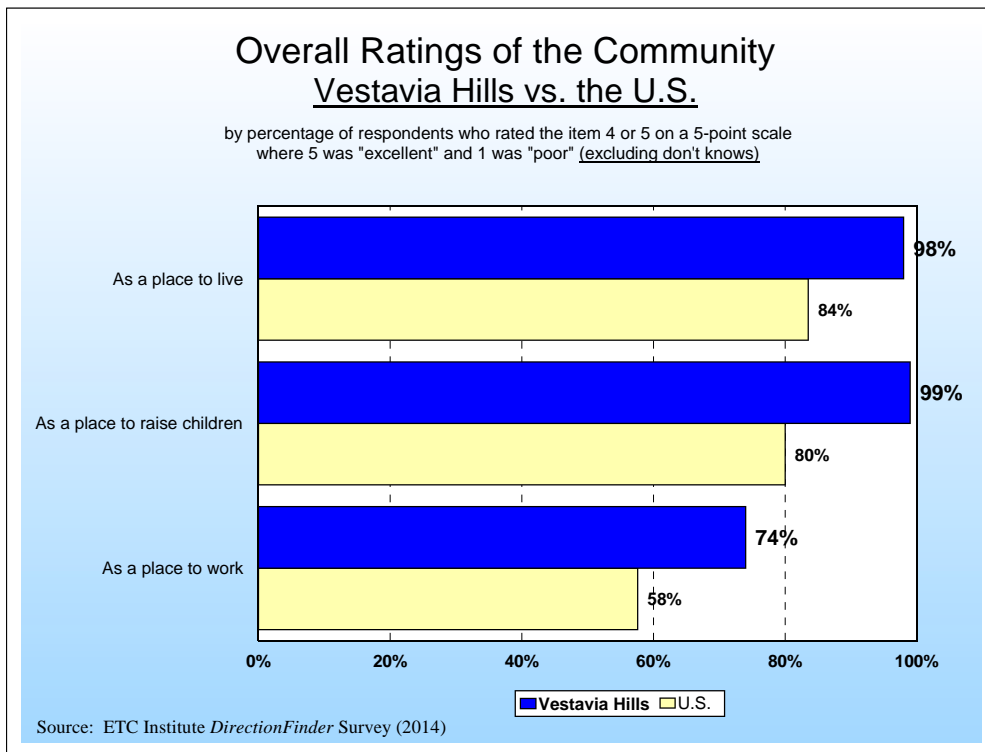
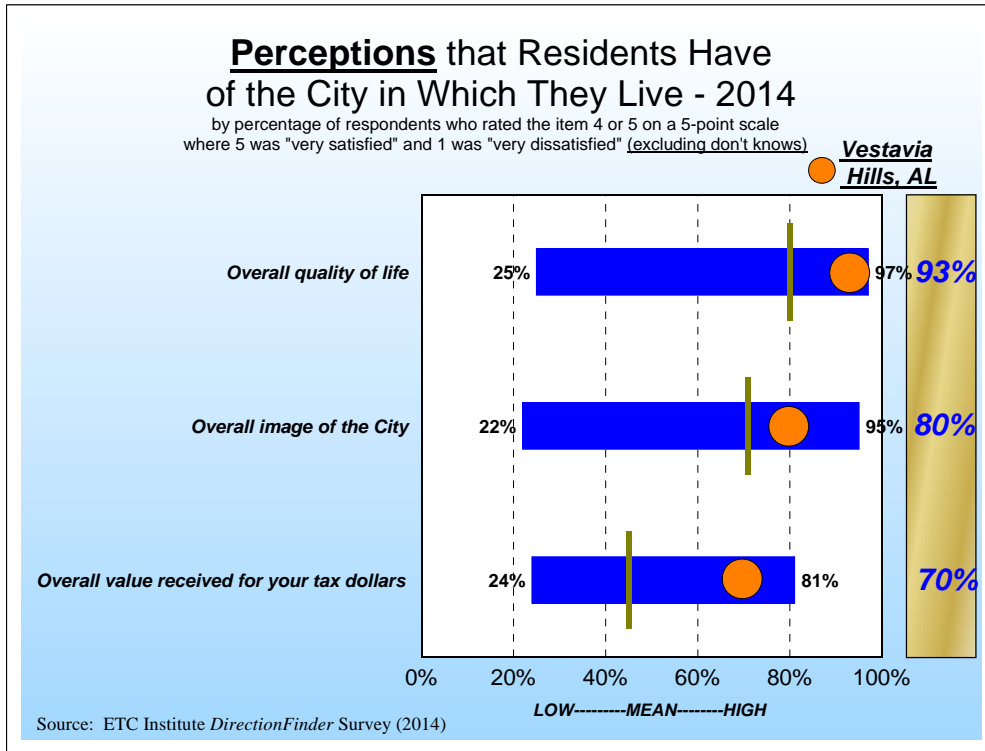
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



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

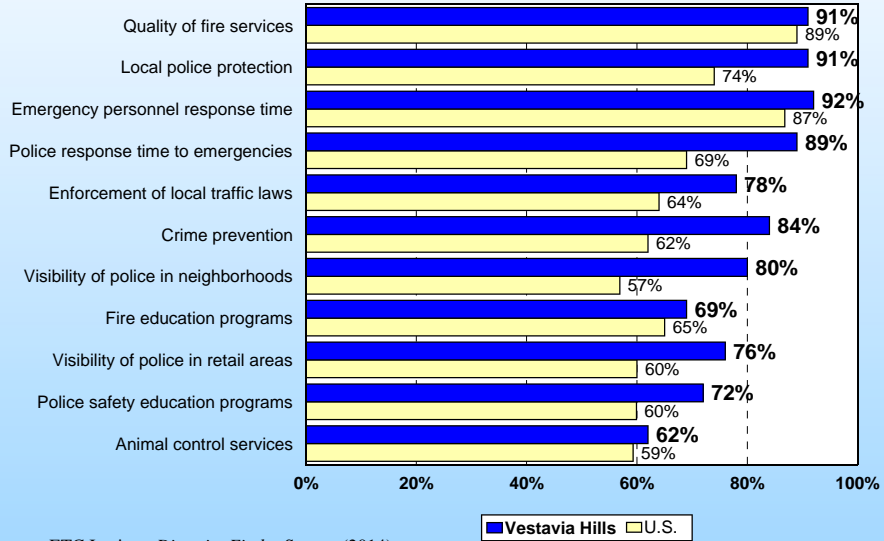
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





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

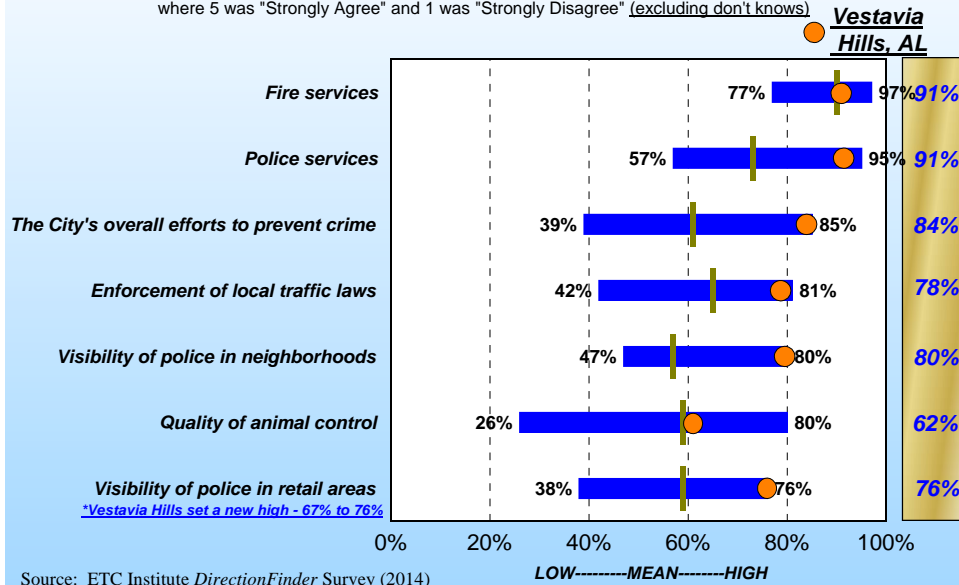
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



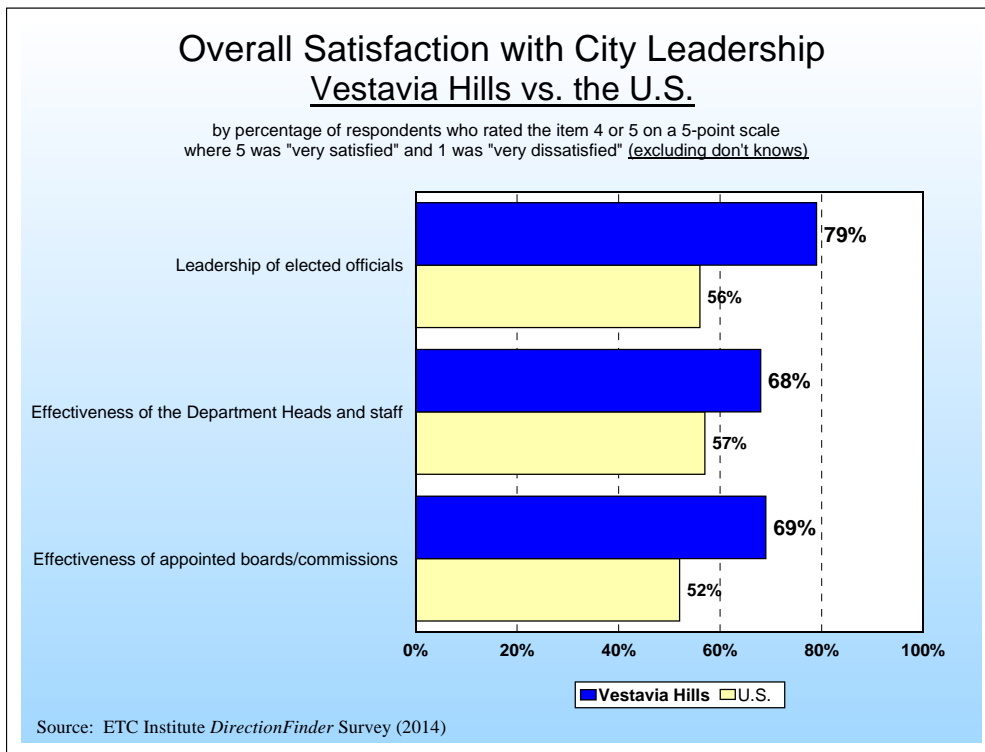
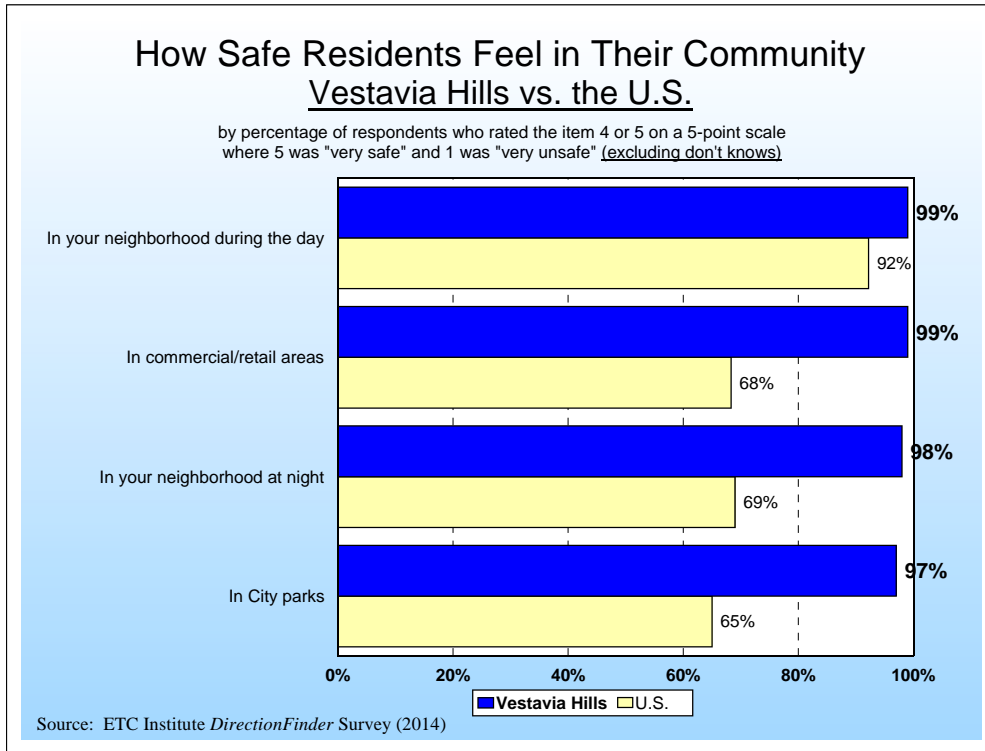
Source: ETC Institute DirectionFinder Survey (2014)

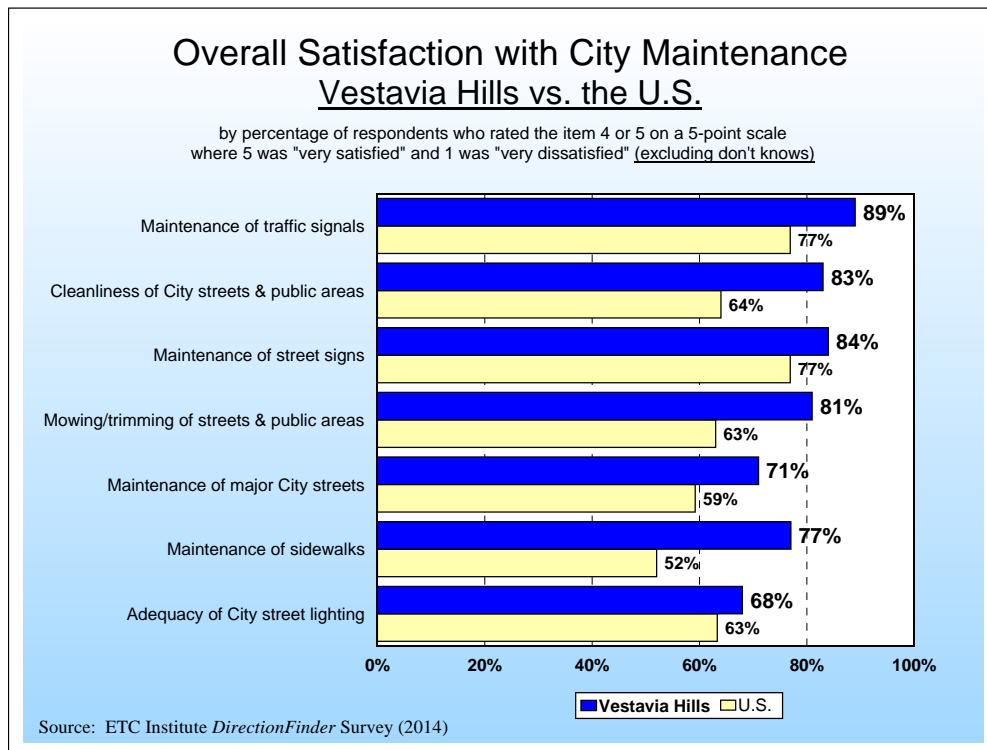
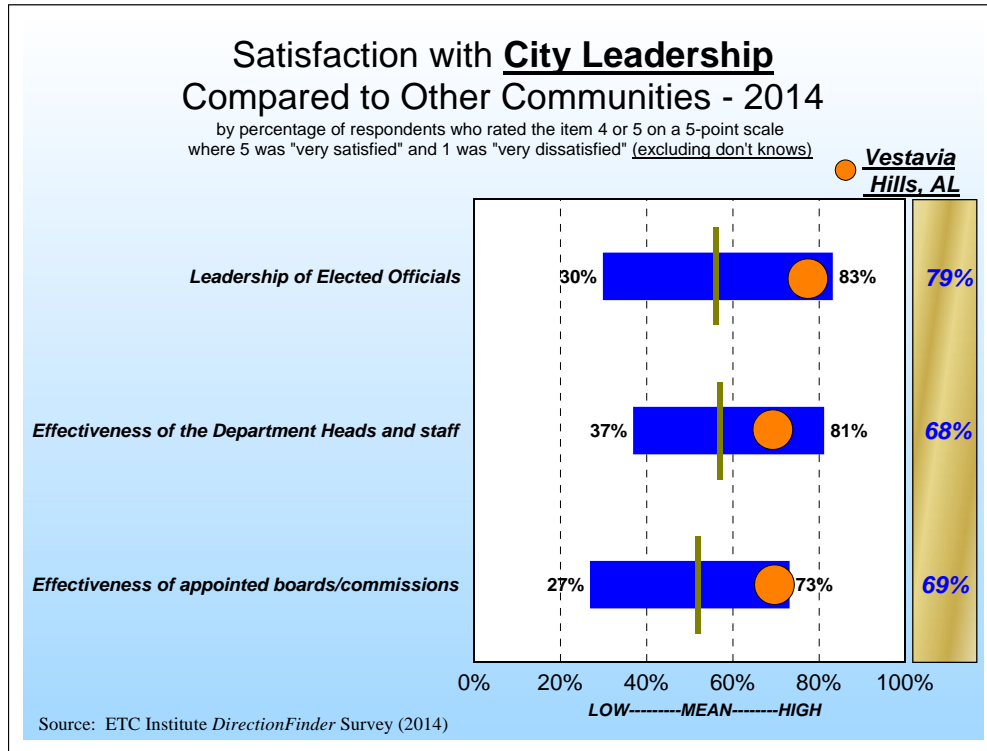
Satisfaction with Various Public Safety Services Provided by Cities - 2014

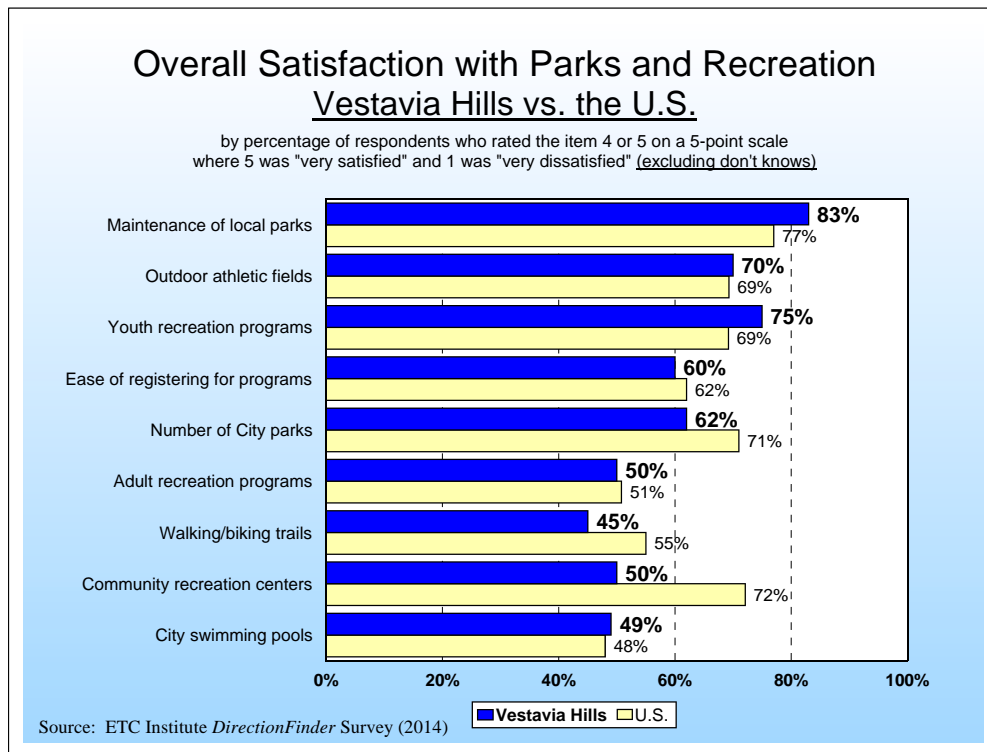
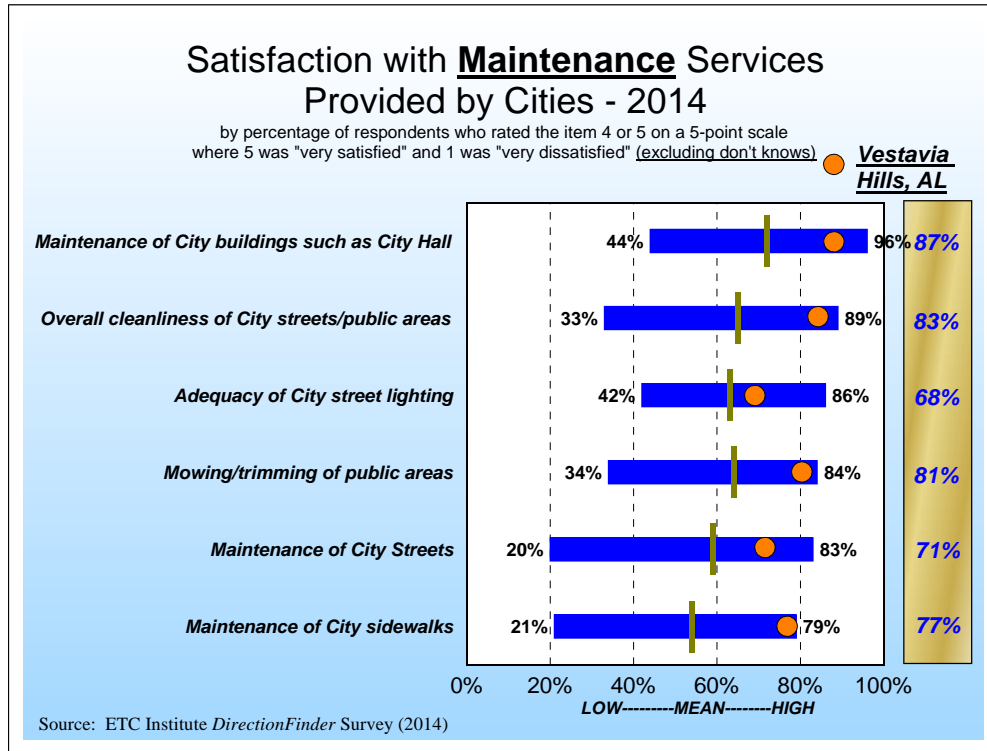
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "Strongly Agree" and 1 was "Strongly Disagree" (excluding don't knows)



Source: ETC Institute DirectionFinder Survey (2014)

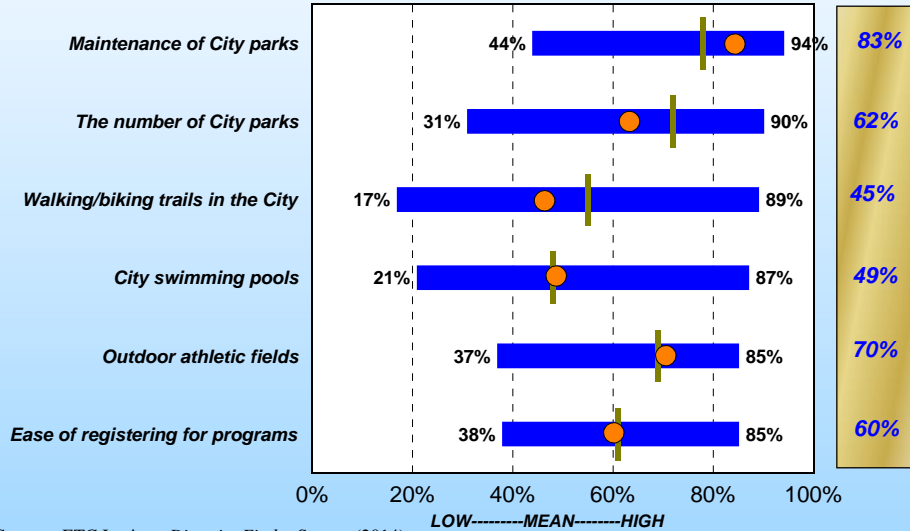






Satisfaction with **Parks and Recreation** Facilities and Services Provided by Cities - 2014

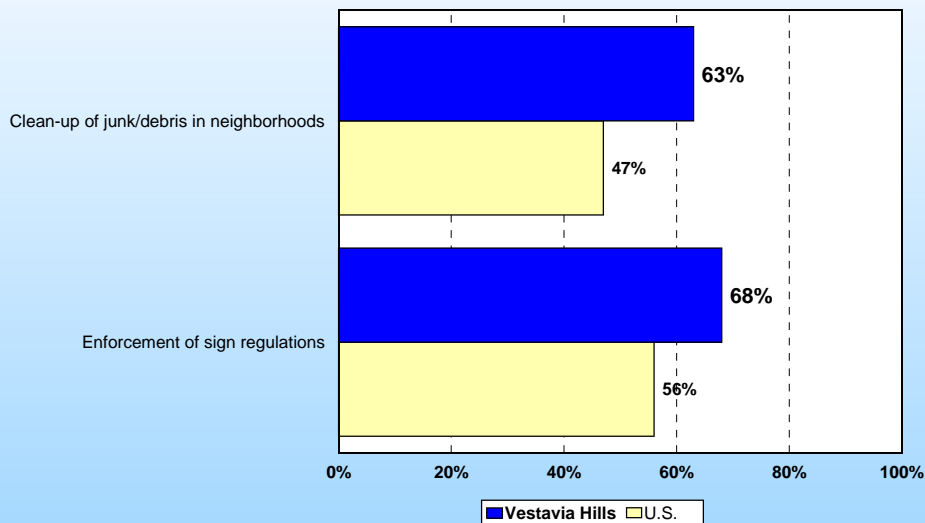
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows) ● Vestavia Hills, AL



Source: ETC Institute DirectionFinder Survey (2014)

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

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

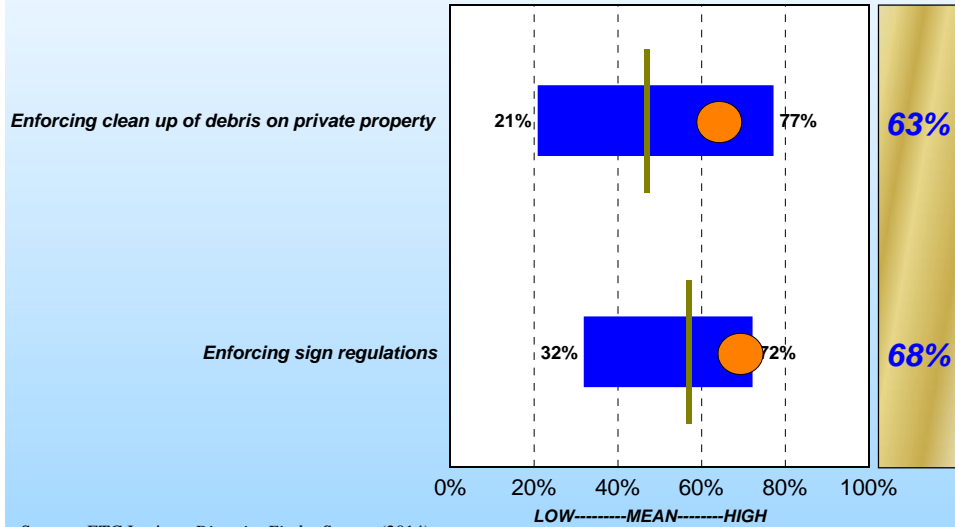


Source: ETC Institute DirectionFinder Survey (2014)

Satisfaction with the Enforcement of Codes and Ordinances by Cities - 2014

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

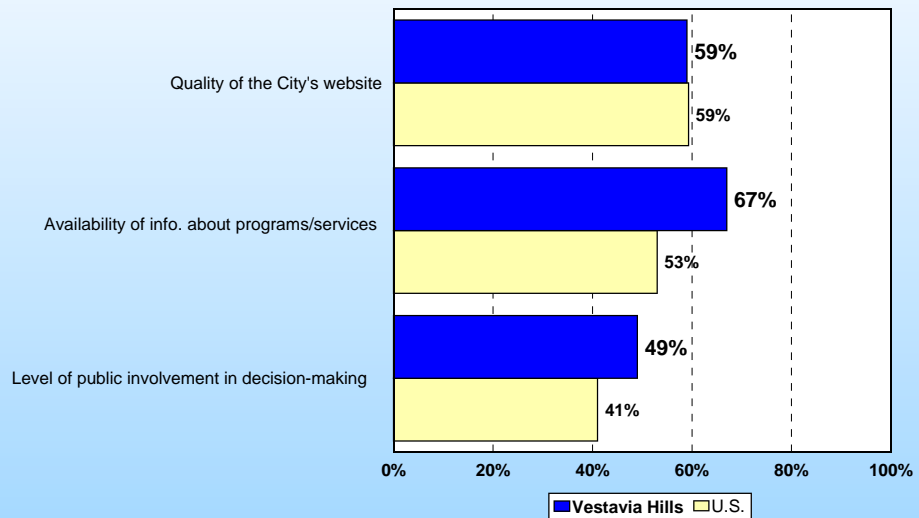
Vestavia Hills, AL



Source: ETC Institute *DirectionFinder* Survey (2014)

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

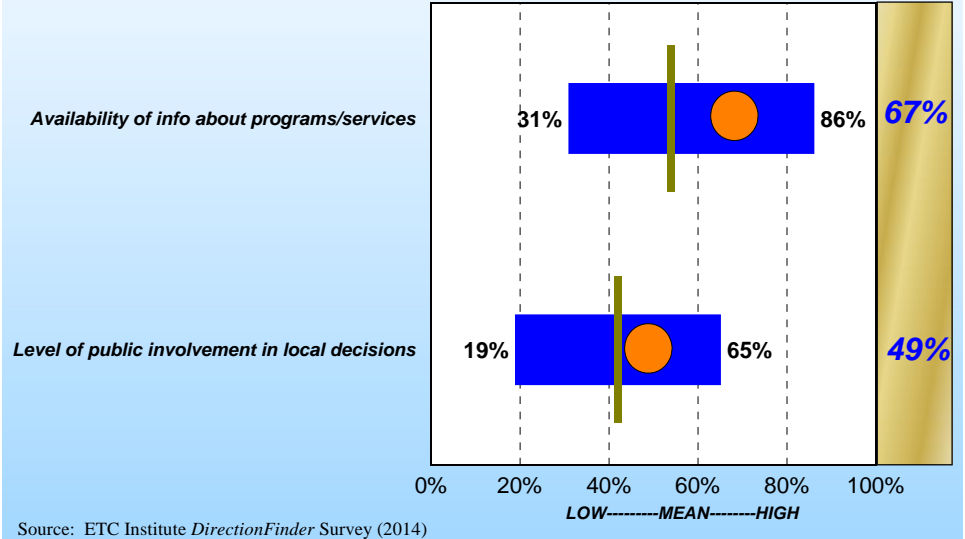
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute *DirectionFinder* Survey (2014)

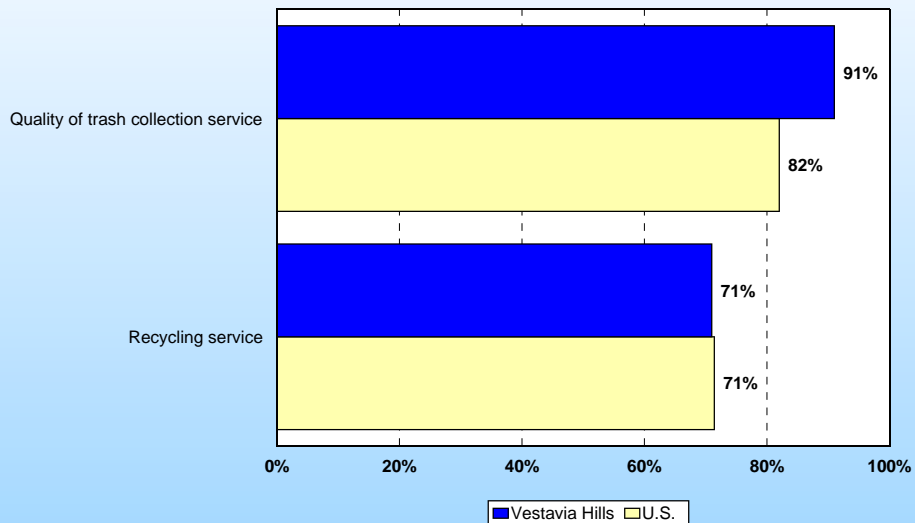
Satisfaction with Various Aspects of City Communications - 2014

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



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

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



Section 3:
Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

The City of Vestavia Hills, AL

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to provide. Approximately fifty-three percent (53.2%) of residents selected "overall maintenance of City streets and facilities" as the most important major service to provide.

With regard to satisfaction, fifty-six percent (56%) of the residents surveyed rated their overall satisfaction with “overall maintenance of City streets and facilities” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “overall maintenance of City streets and facilities” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 53.2% was multiplied by 44% (1-0.56). This calculation yielded an I-S rating of 0.2341, which ranked first out of ten major City services.

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

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

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

Interpreting the Ratings

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

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

The results for Vestavia Hills are provided on the following pages.

Importance-Satisfaction Rating

City of Vestavia Hills, AL

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets & facilities	53%	1	56%	10	0.2341	1
<u>High Priority (IS .10-.20)</u>						
Flow of traffic & congestion mgmt. in the City	36%	3	66%	8	0.1196	2
<u>Medium Priority (IS <.10)</u>						
Quality of City parks & rec programs/facilities	34%	4	79%	5	0.0725	3
Quality of City's stormwater runoff/mgmt. system	17%	6	58%	9	0.0722	4
Enforcement of City codes & ordinances	12%	7	70%	7	0.0362	5
Quality of City's school system	39%	2	93%	2	0.0274	6
Effectiveness of City communication with public	10%	8	77%	6	0.0229	7
Quality of customer service from City employees	9%	9	79%	4	0.0181	8
Overall quality of public safety services	28%	5	95%	1	0.0144	9
Quality of public library facilities/services	7%	10	91%	3	0.0063	10

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Vestavia Hills, AL

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Enforcement of speed limits in neighborhoods	27%	4	63%	12	0.1013	1
<u>Medium Priority (IS <.10)</u>						
Visibility of police in neighborhoods	42%	1	80%	7	0.0838	2
City's efforts to prevent crime	35%	2	84%	6	0.0557	3
Visibility of police in retail areas	22%	5	76%	9	0.0540	4
Quality of animal control	13%	9	61%	13	0.0495	5
Enforcement of local traffic laws	13%	7	78%	8	0.0292	6
Quality of local police protection	28%	3	91%	3	0.0246	7
Police safety education programs	7%	11	72%	10	0.0203	8
Fire safety education programs	5%	13	69%	11	0.0162	9
How quickly police respond to emergencies	13%	8	88%	4	0.0157	10
How quickly fire/emergency personnel respond	14%	6	92%	1	0.0112	11
Overall quality of local fire protection	11%	10	92%	2	0.0093	12
Quality of local ambulance service	6%	12	88%	5	0.0080	13

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

© 2014 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Vestavia Hills, AL

City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance of major City streets	56%	1	71%	7	0.1602	1
Adequacy of City street lighting	41%	2	68%	8	0.1308	2
<u>Medium Priority (IS <.10)</u>						
Cleanliness of City streets/other public areas	36%	3	83%	4	0.0625	3
Maintenance of sidewalks	26%	5	77%	6	0.0597	4
Mowing/trimming along streets/other public areas	29%	4	81%	5	0.0550	5
Maintenance of street signs	15%	6	84%	3	0.0245	6
Maintenance of City buildings	12%	8	86%	2	0.0163	7
Maintenance of traffic signals	14%	7	90%	1	0.0146	8

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

© 2014 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Vestavia Hills, AL

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Number of walking & biking trails	44%	1	45%	11	0.2450	1
<u>High Priority (IS .10-.20)</u>						
Community recreational centers	26%	3	49%	8	0.1344	2
<u>Medium Priority (IS <.10)</u>						
Number of City parks	26%	4	62%	4	0.0982	3
Swimming pools	14%	6	49%	9	0.0718	4
City's senior programs	12%	7	50%	7	0.0578	5
Maintenance of City parks	32%	2	82%	1	0.0560	6
City recreational programs	9%	9	47%	10	0.0458	7
Outdoor athletic fields	15%	5	70%	3	0.0458	8
Fees charged for recreational programs	8%	10	56%	6	0.0344	9
City's youth athletic programs	11%	8	75%	2	0.0269	10
Ease of registering for programs	4%	11	60%	5	0.0145	11

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis

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

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

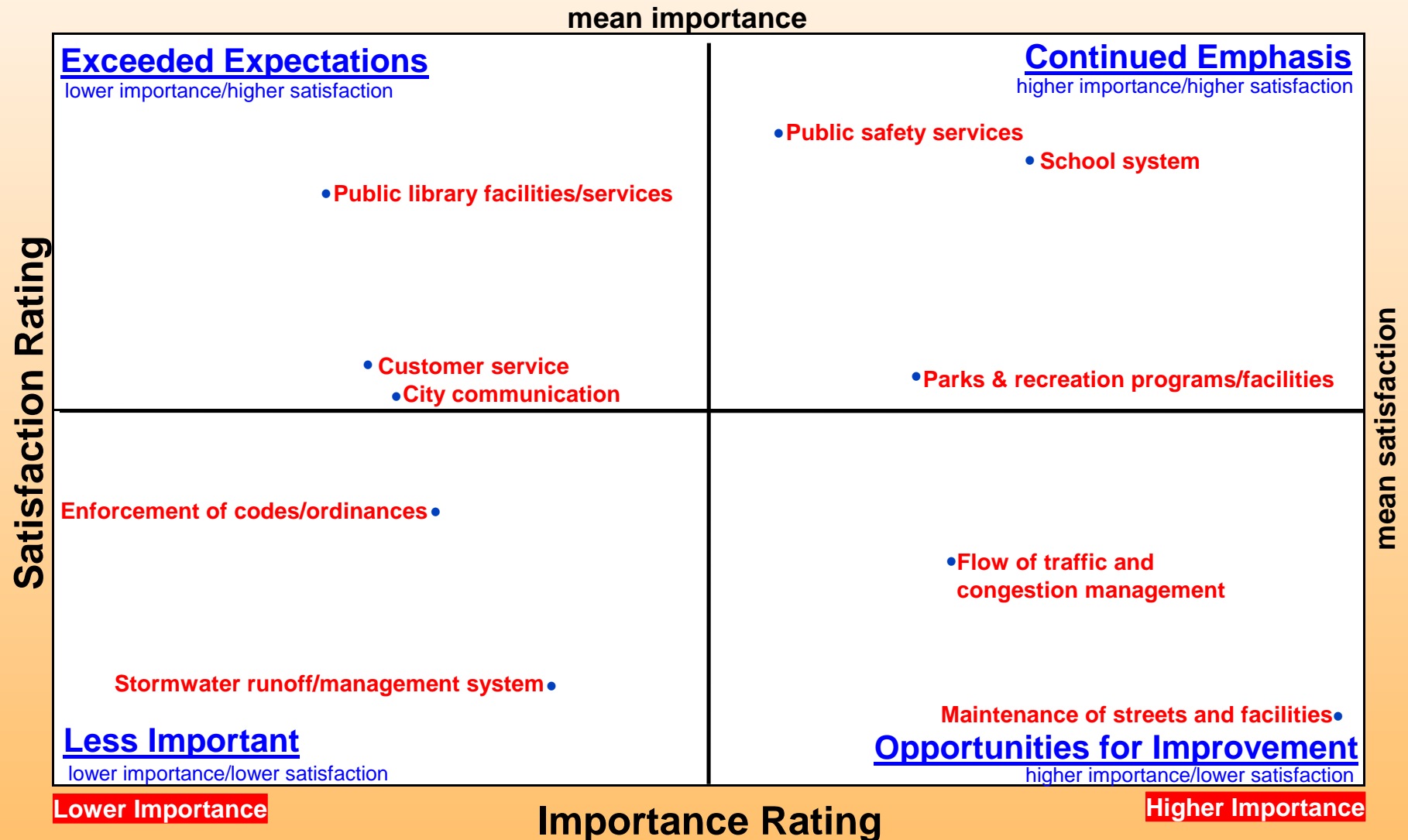
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

Matrices showing the results for Vestavia Hills are provided on the following pages.

2014 City of Vestavia Hills Community Survey Importance-Satisfaction Assessment Matrix

-Overall-

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

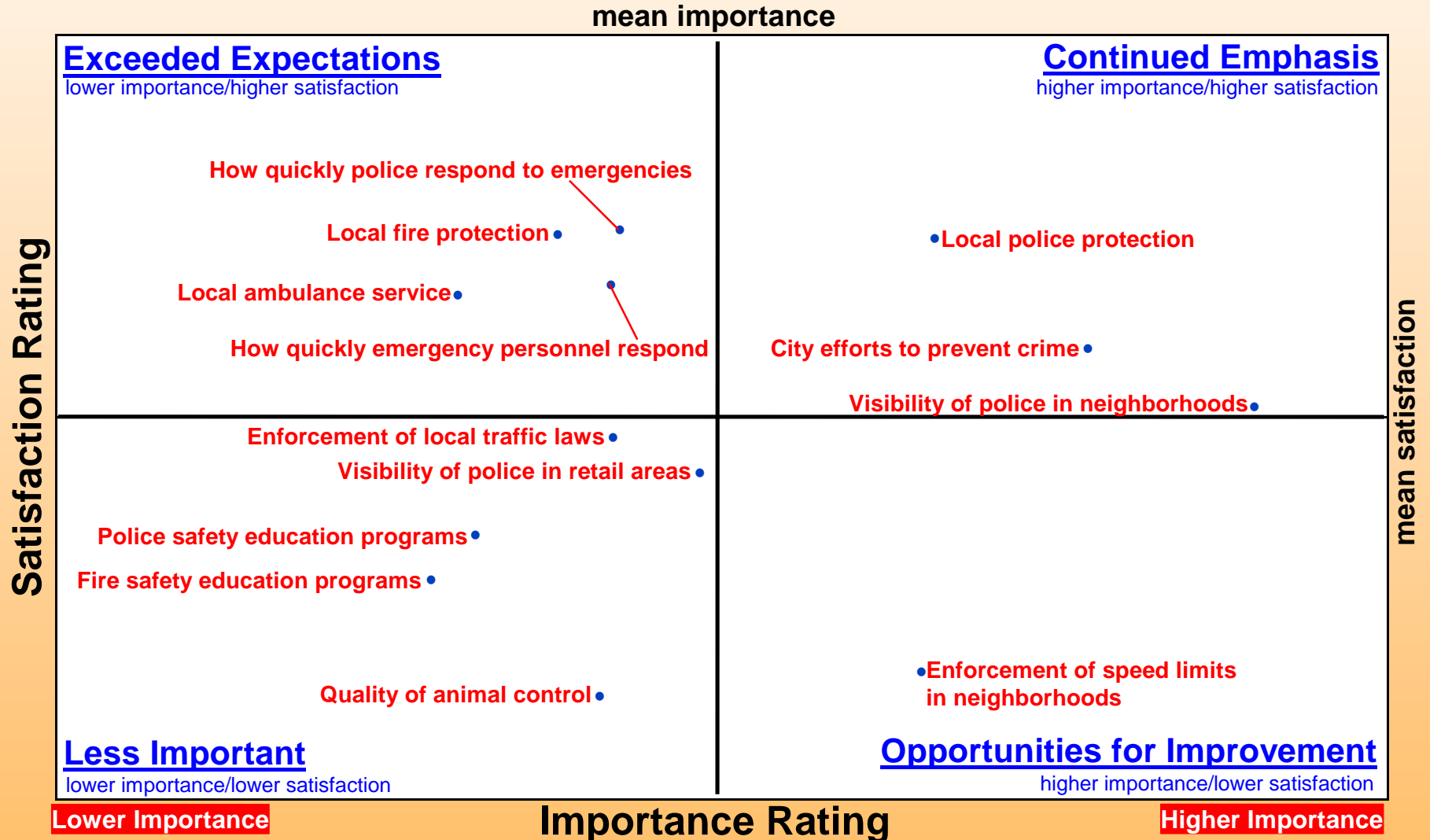


Source: ETC Institute (2014)

2014 City of Vestavia Hills Community Importance-Satisfaction Assessment Matrix

-Public Safety-

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

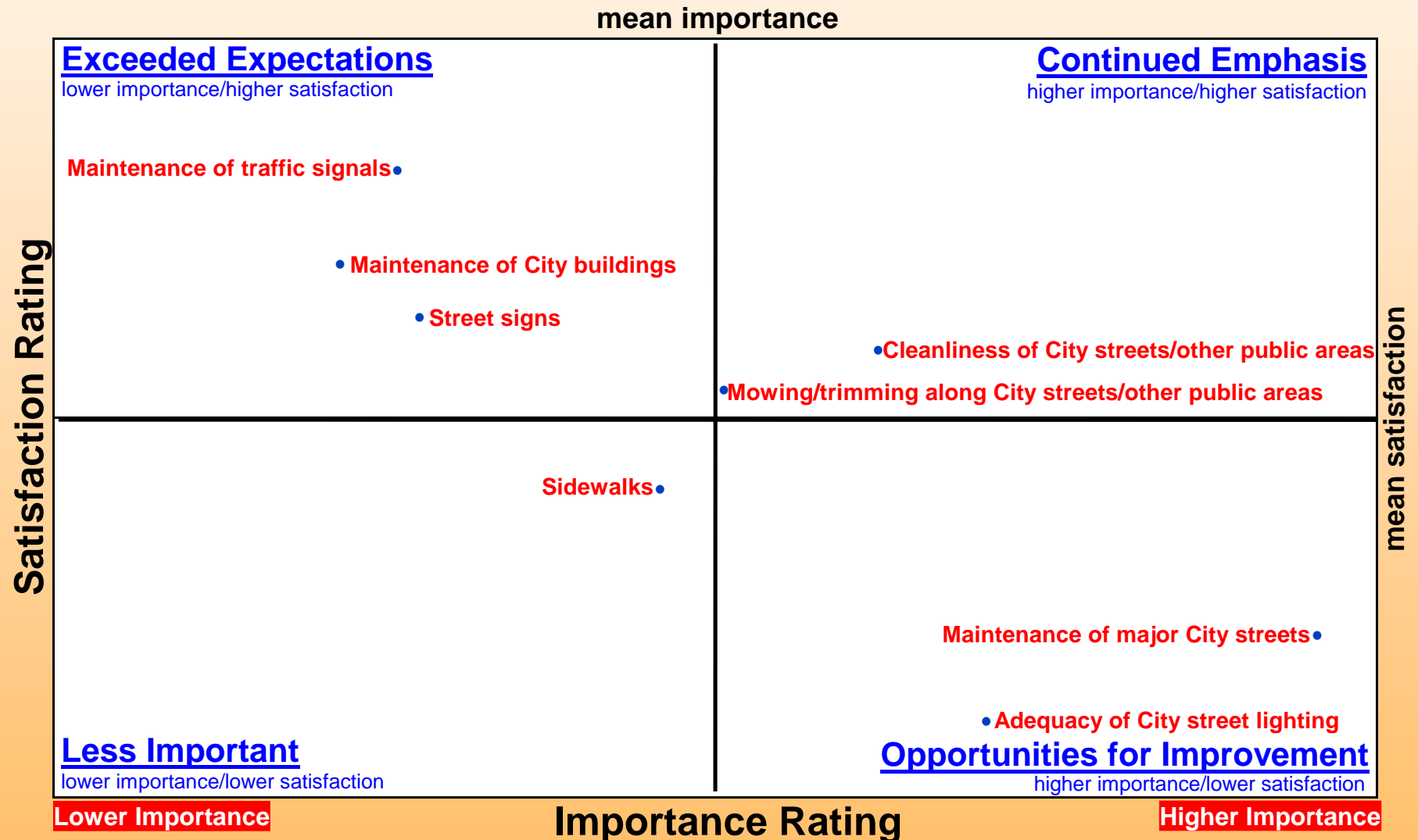


Source: ETC Institute (2014)

2014 City of Vestavia Hills Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

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

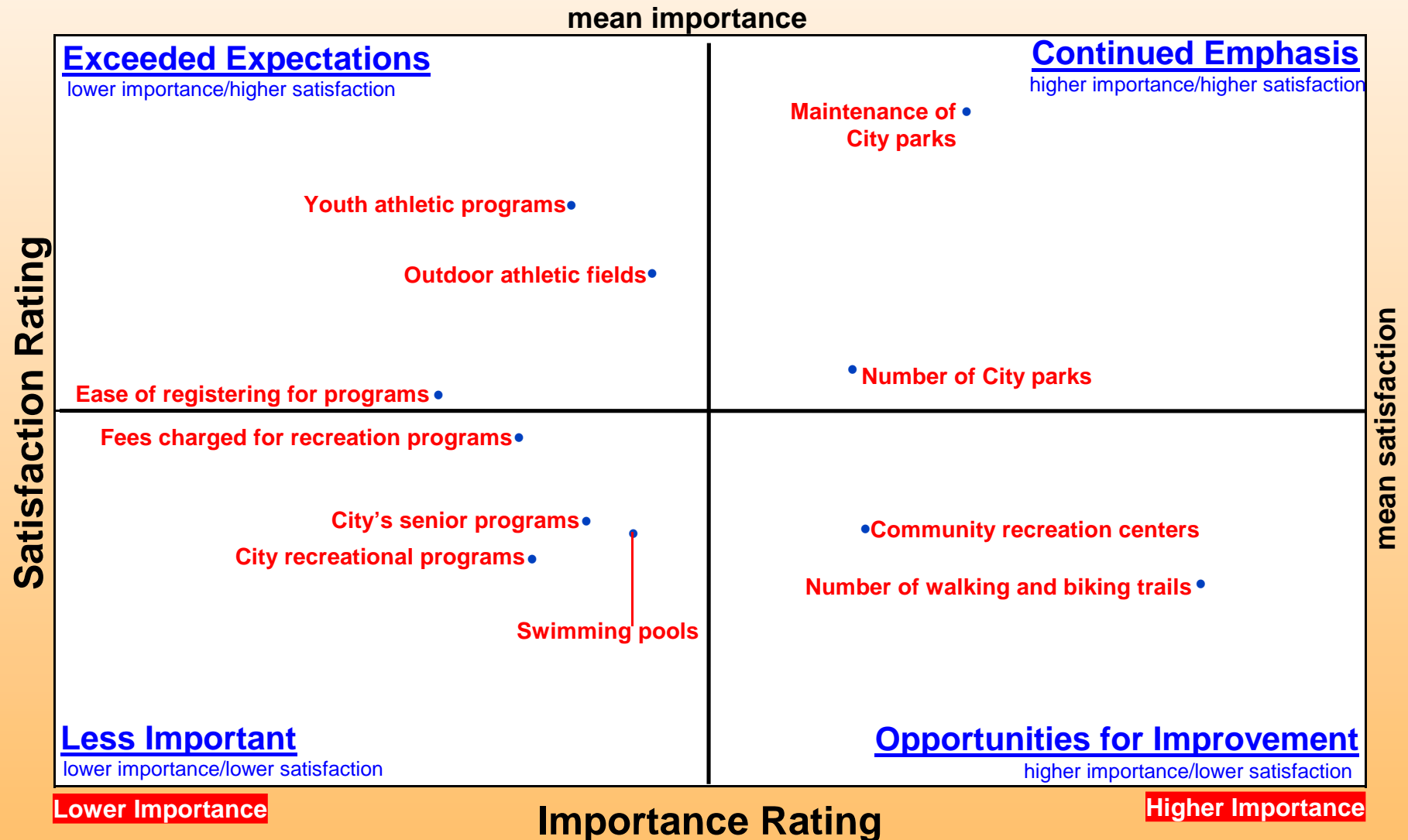


Source: ETC Institute (2014)

2014 City of Vestavia Hills Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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



Source: ETC Institute (2014)

***Section 4:
Tabular Data***

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of City's school system	47.3%	28.6%	3.6%	1.9%	0.2%	18.4%
Q1b. Overall quality of public safety services	54.0%	36.9%	3.8%	0.5%	0.7%	4.0%
Q1c. Overall quality of City parks & recreation programs & facilities	23.6%	49.8%	13.6%	5.5%	1.0%	6.7%
Q1d. Overall maintenance of City streets & facilities	12.4%	43.1%	26.2%	13.3%	4.0%	1.0%
Q1e. Overall enforcement of City codes & ordinances	18.8%	38.3%	20.5%	3.6%	1.0%	17.9%
Q1f. Overall quality of customer service you receive from City employees	30.7%	38.1%	14.5%	1.7%	1.7%	13.3%
Q1g. Overall effectiveness of City communication with public	31.2%	42.4%	18.6%	2.6%	0.5%	4.8%
Q1h. Overall quality of City's stormwater runoff/stormwater management system	18.6%	29.8%	24.5%	7.4%	3.1%	16.7%
Q1i. Overall quality of public library facilities & services	55.2%	26.7%	6.0%	1.7%	0.7%	9.8%
Q1j. Overall flow of traffic & congestion management in City	19.8%	45.7%	23.1%	8.8%	1.4%	1.2%

WITHOUT DON'T KNOW

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of City's school system	57.9%	35.1%	4.4%	2.3%	0.3%
Q1b. Overall quality of public safety services	56.3%	38.5%	4.0%	0.5%	0.7%
Q1c. Overall quality of City parks & recreation programs & facilities	25.3%	53.3%	14.5%	5.9%	1.0%
Q1d. Overall maintenance of City streets & facilities	12.5%	43.5%	26.4%	13.5%	4.1%
Q1e. Overall enforcement of City codes & ordinances	22.9%	46.7%	24.9%	4.3%	1.2%
Q1f. Overall quality of customer service you receive from City employees	35.4%	44.0%	16.8%	1.9%	1.9%
Q1g. Overall effectiveness of City communication with public	32.8%	44.5%	19.5%	2.8%	0.5%
Q1h. Overall quality of City's stormwater runoff/stormwater management system	22.3%	35.7%	29.4%	8.9%	3.7%
Q1i. Overall quality of public library facilities & services	61.2%	29.6%	6.6%	1.8%	0.8%
Q1j. Overall flow of traffic & congestion management in City	20.0%	46.3%	23.4%	8.9%	1.4%

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

<u>Q2. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	112	26.7 %
Quality of public safety services	26	6.2 %
Quality of City parks & recreation programs & facilities	44	10.5 %
Maintenance of City streets & facilities	86	20.5 %
Enforcement of City codes & ordinances	12	2.9 %
Quality of customer service from City employees	6	1.4 %
Effectiveness of City communication with public	7	1.7 %
Quality of City's stormwater runoff/stormwater management system	13	3.1 %
Quality of public library facilities & services	3	0.7 %
Flow of traffic & congestion management in City	48	11.4 %
<u>None chosen</u>	<u>63</u>	<u>15.0 %</u>
Total	420	100.0 %

<u>Q2. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	27	6.4 %
Quality of public safety services	61	14.5 %
Quality of City parks & recreation programs & facilities	46	11.0 %
Maintenance of City streets & facilities	83	19.8 %
Enforcement of City codes & ordinances	14	3.3 %
Quality of customer service from City employees	10	2.4 %
Effectiveness of City communication with public	12	2.9 %
Quality of City's stormwater runoff/stormwater management system	33	7.9 %
Quality of public library facilities & services	12	2.9 %
Flow of traffic & congestion management in City	47	11.2 %
<u>None chosen</u>	<u>75</u>	<u>17.9 %</u>
Total	420	100.0 %

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

<u>Q2. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	25	6.0 %
Quality of public safety services	29	6.9 %
Quality of City parks & recreation programs & facilities	52	12.4 %
Maintenance of City streets & facilities	54	12.9 %
Enforcement of City codes & ordinances	24	5.7 %
Quality of customer service from City employees	21	5.0 %
Effectiveness of City communication with public	23	5.5 %
Quality of City's stormwater runoff/stormwater management system	26	6.2 %
Quality of public library facilities & services	14	3.3 %
Flow of traffic & congestion management in City	54	12.9 %
None chosen	98	23.3 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	164	39.0 %
Quality of public safety services	116	27.6 %
Quality of City parks & recreation programs & facilities	142	33.8 %
Maintenance of City streets & facilities	223	53.1 %
Enforcement of City codes & ordinances	50	11.9 %
Quality of customer service from City employees	37	8.8 %
Effectiveness of City communication with public	42	10.0 %
Quality of City's stormwater runoff/stormwater management system	72	17.1 %
Quality of public library facilities & services	29	6.9 %
Flow of traffic & congestion management in City	149	35.5 %
None chosen	63	15.0 %
Total	1087	

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of services provided by City of Vestavia Hills	31.4%	53.1%	11.4%	1.0%	0.7%	2.4%
Q3b. Overall value that you receive for your City tax & fees	25.5%	43.3%	22.4%	5.5%	1.2%	2.1%
Q3c. Overall image of City	34.0%	45.5%	12.6%	6.2%	0.7%	1.0%
Q3d. Overall quality of life in City	42.9%	49.3%	6.2%	0.5%	0.5%	0.7%
Q3e. Overall appearance of City	23.8%	43.6%	18.1%	11.9%	2.4%	0.2%

WITHOUT DON'T KNOW

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by City of Vestavia Hills	32.2%	54.4%	11.7%	1.0%	0.7%
Q3b. Overall value that you receive for your City tax & fees	26.0%	44.3%	22.9%	5.6%	1.2%
Q3c. Overall image of City	34.4%	45.9%	12.7%	6.3%	0.7%
Q3d. Overall quality of life in City	43.2%	49.6%	6.2%	0.5%	0.5%
Q3e. Overall appearance of City	23.9%	43.7%	18.1%	11.9%	2.4%

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

(N=420)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a. As a place to live	63.1%	34.8%	1.4%	0.2%	0.0%	0.5%
Q4b. As a place to raise children	65.2%	28.6%	0.7%	0.5%	0.0%	5.0%
Q4c. As a place to work	34.3%	21.0%	15.7%	3.6%	0.2%	25.2%

WITHOUT DON'T KNOW

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

(N=420)

	Excellent	Good	Neutral	Below Average	Poor
Q4a. As a place to live	63.4%	34.9%	1.4%	0.2%	0.0%
Q4b. As a place to raise children	68.7%	30.1%	0.8%	0.5%	0.0%
Q4c. As a place to work	45.9%	28.0%	21.0%	4.8%	0.3%

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Overall quality of local police protection	47.4%	41.2%	6.7%	1.7%	0.2%	2.9%
Q5b. Visibility of police in neighborhoods	36.7%	42.6%	11.2%	6.7%	1.7%	1.2%
Q5c. Visibility of police in retail areas	26.7%	43.1%	17.9%	4.0%	0.2%	8.1%
Q5d. City's efforts to prevent crime	32.1%	43.1%	12.1%	2.1%	0.0%	10.5%
Q5e. How quickly police respond to emergencies	36.4%	31.0%	7.9%	1.2%	0.0%	23.6%
Q5f. Enforcement of local traffic laws	28.8%	41.0%	16.0%	3.1%	0.5%	10.7%
Q5g. Police safety education programs	23.3%	22.1%	16.2%	1.2%	0.5%	36.7%
Q5h. Overall quality of local fire protection	43.8%	30.0%	6.9%	0.0%	0.0%	19.3%
Q5i. Quality of local ambulance service	32.1%	26.4%	7.9%	0.5%	0.0%	33.1%
Q5j. How quickly fire department/emergency services personnel respond to emergencies	38.1%	22.6%	5.0%	0.5%	0.0%	33.8%
Q5k. Fire safety education programs	19.5%	17.9%	16.7%	0.2%	0.0%	45.7%
Q5l. Quality of animal control	18.1%	26.7%	21.0%	5.5%	1.9%	26.9%
Q5m. Enforcement of speed limits in neighborhoods	22.6%	36.4%	20.0%	9.0%	5.7%	6.2%

WITHOUT DON'T KNOW

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Overall quality of local police protection	48.8%	42.4%	6.9%	1.7%	0.2%
Q5b. Visibility of police in neighborhoods	37.1%	43.1%	11.3%	6.7%	1.7%
Q5c. Visibility of police in retail areas	29.0%	46.9%	19.4%	4.4%	0.3%
Q5d. City's efforts to prevent crime	35.9%	48.1%	13.6%	2.4%	0.0%
Q5e. How quickly police respond to emergencies	47.7%	40.5%	10.3%	1.6%	0.0%
Q5f. Enforcement of local traffic laws	32.3%	45.9%	17.9%	3.5%	0.5%
Q5g. Police safety education programs	36.8%	35.0%	25.6%	1.9%	0.8%
Q5h. Overall quality of local fire protection	54.3%	37.2%	8.6%	0.0%	0.0%
Q5i. Quality of local ambulance service	48.0%	39.5%	11.7%	0.7%	0.0%
Q5j. How quickly fire department/emergency services personnel respond to emergencies	57.6%	34.2%	7.6%	0.7%	0.0%
Q5k. Fire safety education programs	36.0%	32.9%	30.7%	0.4%	0.0%
Q5l. Quality of animal control	24.8%	36.5%	28.7%	7.5%	2.6%
Q5m. Enforcement of speed limits in neighborhoods	24.1%	38.8%	21.3%	9.6%	6.1%

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

<u>Q6. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	73	17.4 %
Visibility of police in neighborhoods	85	20.2 %
Visibility of police in retail areas	25	6.0 %
City's efforts to prevent crime	56	13.3 %
How quickly police respond to emergencies	8	1.9 %
Enforcement of local traffic laws	16	3.8 %
Police safety education programs	11	2.6 %
Overall quality of local fire protection	6	1.4 %
Quality of local ambulance service	4	1.0 %
How quickly fire department/emergency services personnel respond to emergencies	11	2.6 %
Quality of animal control	13	3.1 %
Enforcement of speed limits in neighborhoods	51	12.1 %
None chosen	61	14.5 %
Total	420	100.0 %

<u>Q6. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	24	5.7 %
Visibility of police in neighborhoods	61	14.5 %
Visibility of police in retail areas	35	8.3 %
City's efforts to prevent crime	54	12.9 %
How quickly police respond to emergencies	29	6.9 %
Enforcement of local traffic laws	20	4.8 %
Police safety education programs	12	2.9 %
Overall quality of local fire protection	23	5.5 %
Quality of local ambulance service	9	2.1 %
How quickly fire department/emergency services personnel respond to emergencies	17	4.0 %
Fire safety education programs	13	3.1 %
Quality of animal control	11	2.6 %
Enforcement of speed limits in neighborhoods	27	6.4 %
None chosen	85	20.2 %
Total	420	100.0 %

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

Q6. 3 rd Choice	Number	Percent
Overall quality of local police protection	20	4.8 %
Visibility of police in neighborhoods	32	7.6 %
Visibility of police in retail areas	34	8.1 %
City's efforts to prevent crime	36	8.6 %
How quickly police respond to emergencies	19	4.5 %
Enforcement of local traffic laws	20	4.8 %
Police safety education programs	7	1.7 %
Overall quality of local fire protection	17	4.0 %
Quality of local ambulance service	14	3.3 %
How quickly fire department/emergency services personnel respond to emergencies	30	7.1 %
Fire safety education programs	9	2.1 %
Quality of animal control	30	7.1 %
Enforcement of speed limits in neighborhoods	37	8.8 %
None chosen	115	27.4 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q6. Sum of Top 3 Choices	Number	Percent
Overall quality of local police protection	117	27.9 %
Visibility of police in neighborhoods	178	42.4 %
Visibility of police in retail areas	94	22.4 %
City's efforts to prevent crime	146	34.8 %
How quickly police respond to emergencies	56	13.3 %
Enforcement of local traffic laws	56	13.3 %
Police safety education programs	30	7.1 %
Overall quality of local fire protection	46	11.0 %
Quality of local ambulance service	27	6.4 %
How quickly fire department/emergency services personnel respond to emergencies	58	13.8 %
Fire safety education programs	22	5.2 %
Quality of animal control	54	12.9 %
Enforcement of speed limits in neighborhoods	115	27.4 %
None chosen	61	14.5 %
Total	1060	

Q7. Have you ever called "911?"

<u>Q7. Have you ever called "911"</u>	<u>Number</u>	<u>Percent</u>
Yes	148	35.2 %
No	272	64.8 %
Total	420	100.0 %

Q7a-c. If "yes" to Question 7, how was your service?

(N=148)

	<u>Yes</u>	<u>No</u>
Q7a. Was your call answered in a timely manner	96.6%	3.4%
Q7b. Were you treated professionally	98.0%	2.0%
Q7c. Did call taker's action result in a satisfactory resolution	95.3%	4.7%

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

(N=420)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
Q8a. In your neighborhood during the day	81.9%	17.1%	0.5%	0.0%	0.5%
Q8b. In your neighborhood at night	65.0%	31.7%	1.9%	0.2%	1.2%
Q8c. In City parks	46.2%	32.6%	1.7%	0.2%	19.3%
Q8d. In commercial & retail areas	62.1%	33.6%	1.2%	0.0%	3.1%
Q8e. Overall feeling of safety in Vestavia Hills	71.2%	26.9%	1.2%	0.0%	0.7%

WITHOUT DON'T KNOW

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

(N=420)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe
Q8a. In your neighborhood during the day	82.3%	17.2%	0.5%	0.0%
Q8b. In your neighborhood at night	65.8%	32.0%	1.9%	0.2%
Q8c. In City parks	57.2%	40.4%	2.1%	0.3%
Q8d. In commercial & retail areas	64.1%	34.6%	1.2%	0.0%
Q8e. Overall feeling of safety in Vestavia Hills	71.7%	27.1%	1.2%	0.0%

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Enforcing cleanup of litter & debris on private property	14.8%	37.4%	15.5%	11.7%	3.6%	17.1%
Q9b. Enforcing mowing & trimming of private property	14.5%	32.9%	17.9%	10.2%	4.3%	20.2%
Q9c. Enforcing maintenance of residential property	13.1%	34.3%	17.6%	10.7%	4.5%	19.8%
Q9d. Enforcing maintenance of business property	14.0%	33.3%	22.6%	7.9%	1.7%	20.5%
Q9e. Enforcing codes designed to protect public safety	17.9%	38.6%	15.7%	0.7%	1.0%	26.2%
Q9f. Enforcing sign regulations	15.5%	32.9%	17.1%	4.3%	2.4%	27.9%

WITHOUT DON'T KNOW

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Enforcing cleanup of litter & debris on private property	17.8%	45.1%	18.7%	14.1%	4.3%
Q9b. Enforcing mowing & trimming of private property	18.2%	41.2%	22.4%	12.8%	5.4%
Q9c. Enforcing maintenance of residential property	16.3%	42.7%	22.0%	13.4%	5.6%
Q9d. Enforcing maintenance of business property	17.7%	41.9%	28.4%	9.9%	2.1%
Q9e. Enforcing codes designed to protect public safety	24.2%	52.3%	21.3%	1.0%	1.3%
Q9f. Enforcing sign regulations	21.5%	45.5%	23.8%	5.9%	3.3%

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Maintenance of major City streets	17.6%	52.1%	15.7%	10.0%	2.1%	2.4%
Q10b. Maintenance of sidewalks	18.6%	53.3%	15.2%	4.5%	1.4%	6.9%
Q10c. Maintenance of street signs	23.1%	58.1%	13.1%	2.1%	0.2%	3.3%
Q10d. Maintenance of traffic signals	28.1%	57.9%	7.9%	1.0%	1.0%	4.3%
Q10e. Maintenance of City buildings	23.6%	53.1%	10.2%	1.9%	0.2%	11.0%
Q10f. Mowing & trimming along streets & other public areas	26.0%	52.9%	13.1%	4.0%	1.2%	2.9%
Q10g. Adequacy of City street lighting	17.6%	48.6%	18.1%	10.5%	2.4%	2.9%
Q10h. Overall cleanliness of City streets/ other public areas	23.3%	57.4%	13.1%	3.3%	0.5%	2.4%

WITHOUT DON'T KNOW

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Maintenance of major City streets	18.0%	53.4%	16.1%	10.2%	2.2%
Q10b. Maintenance of sidewalks	19.9%	57.3%	16.4%	4.9%	1.5%
Q10c. Maintenance of street signs	23.9%	60.1%	13.5%	2.2%	0.2%
Q10d. Maintenance of traffic signals	29.4%	60.4%	8.2%	1.0%	1.0%
Q10e. Maintenance of City buildings	26.5%	59.6%	11.5%	2.1%	0.3%
Q10f. Mowing & trimming along streets & other public areas	26.7%	54.4%	13.5%	4.2%	1.2%
Q10g. Adequacy of City street lighting	18.1%	50.0%	18.6%	10.8%	2.5%
Q10h. Overall cleanliness of City streets/ other public areas	23.9%	58.8%	13.4%	3.4%	0.5%

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

Q11. 1 st Choice	Number	Percent
Maintenance of major City streets	167	39.8 %
Maintenance of sidewalks	36	8.6 %
Maintenance of street signs	13	3.1 %
Maintenance of traffic signals	12	2.9 %
Maintenance of City buildings	7	1.7 %
Mowing & trimming along streets & other public areas	20	4.8 %
Adequacy of City street lighting	63	15.0 %
Overall cleanliness of City streets/other public areas	29	6.9 %
None chosen	73	17.4 %
Total	420	100.0 %

Q11. 2 nd Choice	Number	Percent
Maintenance of major City streets	43	10.2 %
Maintenance of sidewalks	48	11.4 %
Maintenance of street signs	26	6.2 %
Maintenance of traffic signals	26	6.2 %
Maintenance of City buildings	20	4.8 %
Mowing & trimming along streets & other public areas	53	12.6 %
Adequacy of City street lighting	60	14.3 %
Overall cleanliness of City streets/other public areas	43	10.2 %
None chosen	101	24.0 %
Total	420	100.0 %

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

Q11. 3 rd Choice	Number	Percent
Maintenance of major City streets	25	6.0 %
Maintenance of sidewalks	26	6.2 %
Maintenance of street signs	25	6.0 %
Maintenance of traffic signals	22	5.2 %
Maintenance of City buildings	22	5.2 %
Mowing & trimming along streets & other public areas	49	11.7 %
Adequacy of City street lighting	49	11.7 %
Overall cleanliness of City streets/other public areas	80	19.0 %
None chosen	122	29.0 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q11. Sum of Top 3 Choices	Number	Percent
Maintenance of major City streets	235	56.0 %
Maintenance of sidewalks	110	26.2 %
Maintenance of street signs	64	15.2 %
Maintenance of traffic signals	60	14.3 %
Maintenance of City buildings	49	11.7 %
Mowing & trimming along streets & other public areas	122	29.0 %
Adequacy of City street lighting	172	41.0 %
Overall cleanliness of City streets/other public areas	152	36.2 %
None chosen	73	17.4 %
Total	1037	

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Maintenance of City parks	21.0%	48.3%	11.7%	2.4%	0.7%	16.0%
Q12b. Number of City parks	16.2%	37.9%	16.7%	13.6%	3.1%	12.6%
Q12c. Number of walking & biking trails	9.5%	29.5%	20.5%	22.1%	5.7%	12.6%
Q12d. Outdoor athletic fields	20.7%	36.9%	18.8%	6.0%	0.5%	17.1%
Q12e. Community recreational centers	11.0%	28.8%	19.8%	14.5%	6.9%	19.0%
Q12f. City's youth athletic programs	20.0%	31.7%	13.6%	3.6%	0.2%	31.0%
Q12g. City's senior programs	8.8%	12.9%	17.9%	3.1%	1.0%	56.4%
Q12h. City recreational programs	8.3%	16.9%	23.6%	4.0%	1.2%	46.0%
Q12i. Swimming pools	10.0%	23.3%	23.3%	7.1%	4.5%	31.7%
Q12j. Ease of registering for programs	11.4%	25.0%	21.0%	3.1%	0.5%	39.0%
Q12k. Fees charged for recreational programs	10.2%	24.5%	22.4%	3.3%	1.2%	38.3%

WITHOUT DON'T KNOW

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Maintenance of City parks	24.9%	57.5%	13.9%	2.8%	0.8%
Q12b. Number of City parks	18.5%	43.3%	19.1%	15.5%	3.5%
Q12c. Number of walking & biking trails	10.9%	33.8%	23.4%	25.3%	6.5%
Q12d. Outdoor athletic fields	25.0%	44.5%	22.7%	7.2%	0.6%
Q12e. Community recreational centers	13.5%	35.6%	24.4%	17.9%	8.5%
Q12f. City's youth athletic programs	29.0%	45.9%	19.7%	5.2%	0.3%
Q12g. City's senior programs	20.2%	29.5%	41.0%	7.1%	2.2%
Q12h. City recreational programs	15.4%	31.3%	43.6%	7.5%	2.2%
Q12i. Swimming pools	14.6%	34.1%	34.1%	10.5%	6.6%
Q12j. Ease of registering for programs	18.8%	41.0%	34.4%	5.1%	0.8%
Q12k. Fees charged for recreational programs	16.6%	39.8%	36.3%	5.4%	1.9%

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

<u>Q13. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	72	17.1 %
Number of City parks	42	10.0 %
Number of walking & biking trails	88	21.0 %
Outdoor athletic fields	26	6.2 %
Community recreational centers	35	8.3 %
City's youth athletic programs	8	1.9 %
City's senior programs	15	3.6 %
City recreational programs	2	0.5 %
Swimming pools	17	4.0 %
Fees charged for recreational programs	6	1.4 %
None chosen	109	26.0 %
Total	420	100.0 %

<u>Q13. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	27	6.4 %
Number of City parks	38	9.0 %
Number of walking & biking trails	71	16.9 %
Outdoor athletic fields	16	3.8 %
Community recreational centers	42	10.0 %
City's youth athletic programs	15	3.6 %
City's senior programs	21	5.0 %
City recreational programs	20	4.8 %
Swimming pools	17	4.0 %
Ease of registering for programs	5	1.2 %
Fees charged for recreational programs	7	1.7 %
None chosen	141	33.6 %
Total	420	100.0 %

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

<u>Q13. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	35	8.3 %
Number of City parks	28	6.7 %
Number of walking & biking trails	27	6.4 %
Outdoor athletic fields	21	5.0 %
Community recreational centers	34	8.1 %
City's youth athletic programs	22	5.2 %
City's senior programs	12	2.9 %
City recreational programs	14	3.3 %
Swimming pools	25	6.0 %
Ease of registering for programs	10	2.4 %
Fees charged for recreational programs	20	4.8 %
<u>None chosen</u>	<u>172</u>	<u>41.0 %</u>
Total	420	100.0 %

SUM OF TOP 3 CHOICES

<u>Q13. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	134	31.9 %
Number of City parks	108	25.7 %
Number of walking & biking trails	186	44.3 %
Outdoor athletic fields	63	15.0 %
Community recreational centers	111	26.4 %
City's youth athletic programs	45	10.7 %
City's senior programs	48	11.4 %
City recreational programs	36	8.6 %
Swimming pools	59	14.0 %
Ease of registering for programs	15	3.6 %
Fees charged for recreational programs	33	7.9 %
<u>None chosen</u>	<u>109</u>	<u>26.0 %</u>
Total	947	

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Availability of information about City programs & services	17.4%	43.8%	22.6%	6.0%	0.7%	9.5%
Q14b. Level of public involvement in local decision making	10.0%	27.6%	28.3%	8.8%	1.9%	23.3%
Q14c. Quality of community newsletter	27.6%	49.0%	13.6%	4.5%	0.2%	5.0%
Q14d. Availability of information on other City services & programs	14.0%	38.1%	24.0%	7.6%	0.7%	15.5%
Q14e. Quality of City's web page	11.0%	26.9%	21.7%	4.8%	0.5%	35.2%
Q14f. Transparency of City government/ City's willingness to openly share information with community	15.2%	32.4%	22.1%	6.0%	1.7%	22.6%

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Availability of information about City programs & services	19.2%	48.4%	25.0%	6.6%	0.8%
Q14b. Level of public involvement in local decision making	13.0%	36.0%	37.0%	11.5%	2.5%
Q14c. Quality of community newsletter	29.1%	51.6%	14.3%	4.8%	0.3%
Q14d. Availability of information on other City services & programs	16.6%	45.1%	28.5%	9.0%	0.8%
Q14e. Quality of City's web page	16.9%	41.5%	33.5%	7.4%	0.7%
Q14f. Transparency of City government/ City's willingness to openly share information with community	19.7%	41.8%	28.6%	7.7%	2.2%

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

<u>Q15. Do you have access to internet at home</u>	<u>Number</u>	<u>Percent</u>
Yes	400	95.2 %
No	20	4.8 %
Total	420	100.0 %

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

<u>Q15a. Do you have high speed broadband or dial-up Internet access</u>	<u>Number</u>	<u>Percent</u>
Broadband (DSL/cable)	380	95.0 %
Dial-up	7	1.8 %
Don't know	13	3.3 %
Total	400	100.0 %

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

<u>Q16. Have you contacted City during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	149	35.5 %
No	271	64.5 %
Total	420	100.0 %

Q16a. Which City Department did you contact most recently?

Q16a. Which City Department did you contact most Recently?	Number	Percent
PUBLIC WORKS	17	11.8 %
POLICE	17	11.8 %
TRASH PICK UP	8	5.6 %
TRASH COLLECTION	4	2.8 %
TRASH	4	2.8 %
MAINTENANCE	4	2.8 %
PUBLIC SERVICES	3	2.1 %
STREET	3	2.1 %
CITY MANAGER	3	2.1 %
ANIMAL CONTROL	2	1.4 %
WATER	2	1.4 %
PARKS & REC	2	1.4 %
SANITATION	2	1.4 %
GARBAGE	2	1.4 %
DEBRIS PICK UP	2	1.4 %
STREET CLEAN UP	1	0.7 %
PUBLIC SERVICE	1	0.7 %
STREET & SANITATION	1	0.7 %
POLICE NON EMERGENCY	1	0.7 %
TRIES TO COMPLAIN ABOUT NO STR REFLECTOR	1	0.7 %
LARGE TRASH REMOVAL	1	0.7 %
GARBAGE/RECYCLING	1	0.7 %
TRASH & GARBAGE	1	0.7 %
LIBERTY FIRE DEPT	1	0.7 %
TRAFFIC/WASTE REMOVAL	1	0.7 %
YOUTH SERVICES	1	0.7 %
ENGINEER	1	0.7 %
STREETS/ENFORCEMENT OF CODES	1	0.7 %
DEVELOPMENT	1	0.7 %
SINK HOLE STREETS	1	0.7 %
RESIDENTIAL COMPLAINT	1	0.7 %
STREET REPAIR POTHOLES	1	0.7 %
TRASH/GARBAGE PICK UP	1	0.7 %
FIRE DEPT GAS LEAK	1	0.7 %
ZONING	1	0.7 %
MAYOR FOR CLEAN UP	1	0.7 %
GARBAGE & LEAF	1	0.7 %
BRIAN DAVIS DURING SNOW STORM	1	0.7 %
VESTAVIA ENGINEERING	1	0.7 %
REPAIRS	1	0.7 %
STREETS/WATER	1	0.7 %
UHPD	1	0.7 %
BULDING/COMPLIANCE	1	0.7 %
VARIANCE	1	0.7 %
CITY COUNCILMAN	1	0.7 %
BUJILDING INSPECTIONS	1	0.7 %
BUILDING INSPECTOR'S OFFICE	1	0.7 %
TRASH/CITY ENGINEER	1	0.7 %
GARBAGE/TRASH/LAWN & SHRUBBERY DEBRIS	1	0.7 %
STREET LIGHTS	1	0.7 %
MAINTENANCE/ROAD	1	0.7 %

Q16a. Which City Department did you contact most recently?

Q16a. Which City Department did you contact most Recently?	Number	Percent
I ALWAYS CALL THE MAYORS OFFICE	1	0.7 %
STORM WATER	1	0.7 %
CODES & ORDINANCES	1	0.7 %
ENGINEERING/BLDG	1	0.7 %
SCHOOL	1	0.7 %
CITY CLERK	1	0.7 %
FORMER CITY MANAGER/JIM SHARP COUNCILMAN	1	0.7 %
GARBAGE PICK UP	1	0.7 %
COUNCILMAN	1	0.7 %
POLICE & FIRE	1	0.7 %
MAINTENANCE/STREET LIGHT OUT	1	0.7 %
SPECIAL TASH PICK UP	1	0.7 %
BOARD OF EDUCATION	1	0.7 %
PLANNING & ZONING	1	0.7 %
INSPECTIONS	1	0.7 %
MAIN OFFICE	1	0.7 %
FIRE & TRASH	1	0.7 %
GARBAGE, LARGE ITEM PICK UP	1	0.7 %
STREETS	1	0.7 %
COMPLIANCE, ENGINEERS (CHRIS)	1	0.7 %
CITY PLANNING	1	0.7 %
PUBLIC SAFETY	1	0.7 %
STREET DEPT	1	0.7 %
CITY MAINT	1	0.7 %
STREETS/SEWER/MAYOR'S OFFICE	1	0.7 %
GROUND MAINTENANCE	1	0.7 %
MAINT	1	0.7 %
INSPECTOR	1	0.7 %
STREET MAINT	1	0.7 %
GARBAGE/RECYLCING	1	0.7 %
MAYOR'S OFFICE	1	0.7 %
POLICE DEPT	1	0.7 %
PERMITS	1	0.7 %
Total	144	100.0 %

Q16b-f. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "always" and 1 means "never", please rate your satisfaction with the customer service you received from the City Department you listed in Q16a.

(N=144)

	Always	Usually	Sometimes	Seldom	Never	Don't Know
Q16b. They were easy to contact	38.9%	30.6%	14.6%	10.4%	5.6%	0.0%
Q16c. They were courteous & polite	56.3%	26.4%	8.3%	3.5%	2.1%	3.5%
Q16d. They gave prompt, accurate, & complete answers to questions	38.9%	25.0%	13.2%	11.8%	6.3%	4.9%
Q16e. They did what they said they would do in a timely manner	39.6%	20.8%	14.6%	10.4%	9.7%	4.9%
Q16f. They helped you resolve an issue to your satisfaction	38.9%	18.8%	10.4%	9.0%	18.8%	4.2%

WITHOUT DON'T KNOW

Q16b-f. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "always" and 1 means "never", please rate your satisfaction with the customer service you received from the City Department you listed in Q16a. (without "don't know")

(N=144)

	Always	Usually	Sometimes	Seldom	Never
Q16b. They were easy to contact	38.9%	30.6%	14.6%	10.4%	5.6%
Q16c. They were courteous & polite	58.3%	27.3%	8.6%	3.6%	2.2%
Q16d. They gave prompt, accurate, & complete answers to questions	40.9%	26.3%	13.9%	12.4%	6.6%
Q16e. They did what they said they would do in a timely manner	41.6%	21.9%	15.3%	10.9%	10.2%
Q16f. They helped you resolve an issue to your satisfaction	40.6%	19.6%	10.9%	9.4%	19.6%

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a. Overall quality of leadership provided by City's elected officials	22.6%	46.2%	17.4%	1.4%	0.0%	12.4%
Q17b. Overall effectiveness of appointed boards & commissions	19.8%	36.9%	21.4%	3.3%	0.0%	18.6%
Q17c. Overall effectiveness of Department Heads & staff	18.3%	35.2%	23.3%	1.4%	0.2%	21.4%

WITHOUT DON'T KNOW

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

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Overall quality of leadership provided by City's elected officials	25.8%	52.7%	19.8%	1.6%	0.0%
Q17b. Overall effectiveness of appointed boards & commissions	24.3%	45.3%	26.3%	4.1%	0.0%
Q17c. Overall effectiveness of Department Heads & staff	23.3%	44.8%	29.7%	1.8%	0.3%

Q18. What priority would you place on the following projects?

(N=420)

	Highest Priority	2	3	4	5	Lowest Priority
Q18a. Expanded fire protection & facilities	9.2%	15.1%	18.2%	17.9%	24.9%	14.6%
Q18b. Expanded police protection & facilities	21.6%	18.4%	14.2%	18.9%	18.4%	8.5%
Q18c. Road resurfacing & reconstruction	37.8%	16.4%	26.0%	11.2%	4.9%	3.6%
Q18d. Expanded recycling program & facilities	8.5%	11.8%	15.1%	17.3%	15.9%	31.3%
Q18e. New community center & pool	20.8%	17.6%	8.6%	13.0%	14.3%	25.7%
Q18f. Expansion of trails & facilities	21.9%	21.6%	15.4%	14.3%	14.6%	12.2%

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

(N=420)

	Much too slow	Slow	Just right	Fast	Much too fast	Don't know
Q19a. Office development	6.4%	22.1%	33.8%	1.9%	0.2%	35.5%
Q19b. High density business development	8.8%	28.8%	28.8%	1.7%	1.0%	31.0%
Q19c. Mixed use development	7.6%	25.0%	28.8%	1.7%	2.6%	34.3%
Q19d. Single-family residential development	2.6%	10.5%	51.4%	9.3%	3.1%	23.1%
Q19e. Retail development	20.5%	34.8%	22.6%	1.9%	1.4%	18.8%

WITHOUT DON'T KNOW

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

(N=420)

	Much too slow	Slow	Just right	Fast	Much too fast
Q19a. Office development	10.0%	34.3%	52.4%	3.0%	0.4%
Q19b. High density business development	12.8%	41.7%	41.7%	2.4%	1.4%
Q19c. Mixed use development	11.6%	38.0%	43.8%	2.5%	4.0%
Q19d. Single-family residential development	3.4%	13.6%	66.9%	12.1%	4.0%
Q19e. Retail development	25.2%	42.8%	27.9%	2.3%	1.8%

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

Q20. City uses incentives to attract & expand retail, manufacturing, science & technology, & regional office companies

	Number	Percent
Very supportive	215	51.2 %
Somewhat supportive	128	30.5 %
Not sure	64	15.2 %
Not supportive	13	3.1 %
Total	420	100.0 %

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

Q21. How often do you go outside City limits to shop	Number	Percent
Every day	90	21.4 %
A few times per week	152	36.2 %
At least once a week	96	22.9 %
A few times per month	63	15.0 %
A few times per year	8	1.9 %
Seldom or never	8	1.9 %
Don't know	3	0.7 %
Total	420	100.0 %

WITHOUT DON'T KNOW

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

Q21. How often do you go outside City limits to shop	Number	Percent
Every day	90	21.6 %
A few times per week	152	36.5 %
At least once a week	96	23.0 %
A few times per month	63	15.1 %
A few times per year	8	1.9 %
Seldom or never	8	1.9 %
Total	417	100.0 %

Q22. How often do you typically shop within the Vestavia Hills City limits?

<u>Q22. How often do you shop within City limits</u>	<u>Number</u>	<u>Percent</u>
Every day	72	17.1 %
A few times per week	187	44.5 %
At least once a week	89	21.2 %
A few times per month	44	10.5 %
A few times per year	10	2.4 %
Seldom or never	16	3.8 %
Don't know	2	0.5 %
Total	420	100.0 %

WITHOUT DON'T KNOW**Q22. How often do you typically shop within the Vestavia Hills City limits? (without "don't know")**

<u>Q22. How often do you shop within City limits</u>	<u>Number</u>	<u>Percent</u>
Every day	72	17.2 %
A few times per week	187	44.7 %
At least once a week	89	21.3 %
A few times per month	44	10.5 %
A few times per year	10	2.4 %
Seldom or never	16	3.8 %
Total	418	100.0 %

Q23. Which of the following reasons were most important in your decision to live in Vestavia Hills?

<u>Q23. Which reasons were most important in your decision to live in Vestavia Hills</u>	<u>Number</u>	<u>Percent</u>
School system	310	73.8 %
Quality of housing	202	48.1 %
Quality of life	247	58.8 %
Occupation/job	38	9.0 %
Geographic location	228	54.3 %
Other	32	7.6 %
None chosen	11	2.6 %
Total	1068	

WITHOUT NONE CHOSEN**Q23. Which of the following reasons were most important in your decision to live in Vestavia Hills? (without "none chosen")**

<u>Q23. Which reasons were most important in your decision to live in Vestavia Hills</u>	<u>Number</u>	<u>Percent</u>
School system	310	75.8 %
Quality of life	247	60.4 %
Geographic location	228	55.7 %
Quality of housing	202	49.4 %
Occupation/job	38	9.3 %
Other	32	7.8 %
Total	1057	

Q23. Other

<u>Q23. Other</u>	<u>Number</u>	<u>Percent</u>
SAFETY	3	10.0 %
ANNEXED AGAINST DESIRED CHOICE	1	3.3 %
FAMILY IN VESTAVIA	1	3.3 %
BORN & RAISED HERE	1	3.3 %
PROPERTY VALUE RETENTION	1	3.3 %
IN CANADA HEIGHTS BEFORE ANNEX	1	3.3 %
ANNEXATION WAS FORCED	1	3.3 %
PRICE OF HOUSING	1	3.3 %
POLICE/FIRE PROTECTION	1	3.3 %
CONVENIENCE	1	3.3 %
LIVED IN MTN BRK ALL MY LIFE	1	3.3 %
LIBERTY PARK	1	3.3 %
WE ARE ANNEXED AGAINST WILL	1	3.3 %
RAISED IN VESTAVIA	1	3.3 %
PRESTIGE	1	3.3 %
IN LAWS	1	3.3 %
MOVE CLOSER TO FAMILY	1	3.3 %
SIDEWALK DEVELOPMENT	1	3.3 %
HOUSE PROVIDED BY EMPLOYER	1	3.3 %
LIVE NEAR FAMILY	1	3.3 %
SAFETY, CODES, POLICE, FIRE	1	3.3 %
LOW CRIME RATE	1	3.3 %
BEAUTIFUL AND QUIET	1	3.3 %
CLOSE TO EVERYTHING	1	3.3 %
FAMILY OPPORTUNITIES	1	3.3 %
ALWAYS LIVED HERE	1	3.3 %
ANNEXED	1	3.3 %
MOVED UNEXPECTEDLY	1	3.3 %
Total	30	100.0 %

Q24. Which of the following activities/amenities offered in Vestavia Hills are most important or would be most appreciated by your household?

Q24. Which ctivities/amenities are most important or would be most appreciated by your household	Number	Percent
Special events	118	28.1 %
Access to or view of natural resources	195	46.4 %
Walking/running/biking trails that unite all areas of City	278	66.2 %
Unique & enjoyable dining/entertainment venues	287	68.3 %
Quality youth athletic facilities	159	37.9 %
Shopping conveniences or unique shopping experiences/ boutiques	280	66.7 %
None chosen	20	4.8 %
Total	1337	

WITHOUT NONE CHOSEN

Q24. Which of the following activities/amenities offered in Vestavia Hills are most important or would be most appreciated by your household? (without "none chosen")

Q24. Which ctivities/amenities are most important or would be most appreciated by your household	Number	Percent
Unique & enjoyable dining/entertainment venues	287	71.8 %
Shopping conveniences or unique shopping experiences/ boutiques	280	70.0 %
Walking/running/biking trails that unite all areas of City	278	69.5 %
Access to or view of natural resources	195	48.8 %
Quality youth athletic facilities	159	39.8 %
Special events	118	29.5 %
Total	1317	

Q25. The City may have the capacity to fund capital projects (without having to increase taxes). How favorable would you be of funding these projects?

(N=420)

	Very Favorable	Somewhat Favorable	Not Favorable	Don't Know
Q25a. Redevelop current parks	46.0%	37.1%	7.6%	9.3%
Q25b. Sidewalk extensions	55.7%	26.4%	10.2%	7.6%
Q25c. Purchase of a wireless system to serve key areas within City	23.8%	30.7%	25.2%	20.2%
Q25d. Roadway improvements that lead to development	53.8%	32.4%	6.4%	7.4%
Q25e. Updating & renovating fire stations	27.4%	41.0%	14.8%	16.9%
Q25f. Relocating Public Works from current Hwy 31 location	20.0%	26.7%	22.4%	31.0%

WITHOUT DON'T KNOW**Q25. The City may have the capacity to fund capital projects (without having to increase taxes). How favorable would you be of funding these projects? (without "don't know")**

(N=420)

	Very Favorable	Somewhat Favorable	Not Favorable
Q25a. Redevelop current parks	50.7%	40.9%	8.4%
Q25b. Sidewalk extensions	60.3%	28.6%	11.1%
Q25c. Purchase of a wireless system to serve key areas within City	29.9%	38.5%	31.6%
Q25d. Roadway improvements that lead to development	58.1%	35.0%	6.9%
Q25e. Updating & renovating fire stations	33.0%	49.3%	17.8%
Q25f. Relocating Public Works from current Hwy 31 location	29.0%	38.6%	32.4%

Q26. Which TWO of the items listed in Question 25 do you think are most important to fund?

<u>Q26. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Redevelop current parks	94	22.4 %
Sidewalk extensions	103	24.5 %
Purchase of a wireless system to serve key areas within City	17	4.0 %
Roadway improvements that lead to development	103	24.5 %
Updating & renovating fire stations	26	6.2 %
Relocating Public Works from current Hwy 31 location	13	3.1 %
<u>None chosen</u>	<u>64</u>	<u>15.2 %</u>
Total	420	100.0 %

<u>Q26. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Redevelop current parks	67	16.0 %
Sidewalk extensions	80	19.0 %
Purchase of a wireless system to serve key areas within City	30	7.1 %
Roadway improvements that lead to development	71	16.9 %
Updating & renovating fire stations	47	11.2 %
Relocating Public Works from current Hwy 31 location	29	6.9 %
<u>None chosen</u>	<u>96</u>	<u>22.9 %</u>
Total	420	100.0 %

SUM OF TOP 2 CHOICES

<u>Q26. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Redevelop current parks	161	38.3 %
Sidewalk extensions	183	43.6 %
Purchase of a wireless system to serve key areas within City	47	11.2 %
Roadway improvements that lead to development	174	41.4 %
Updating & renovating fire stations	73	17.4 %
Relocating Public Works from current Hwy 31 location	42	10.0 %
<u>None chosen</u>	<u>64</u>	<u>15.2 %</u>
Total	744	

Q27. For the City's needs that cannot be met without increasing taxes, how likely would you be to vote in favor of increasing taxes to issue bonds to fund the following?

(N=420)

	Very Likely	Somewhat Likely	Not Likely	Don't Know
Q27a. Redevelop current parks	15.1%	28.7%	46.4%	9.8%
Q27b. Sidewalk extensions	21.7%	23.8%	46.9%	7.6%
Q27c. Purchase of a wireless system to serve key areas within City	6.7%	17.4%	62.4%	13.6%
Q27d. Roadway improvements that lead to development	19.8%	34.0%	37.9%	8.3%
Q27e. Updating & renovating fire stations	9.8%	32.9%	46.7%	10.7%
Q27f. Relocating Public Works from current Hwy 31 location	6.2%	12.4%	65.5%	16.0%

WITHOUT DON'T KNOW

Q27. For the City's needs that cannot be met without increasing taxes, how likely would you be to vote in favor of increasing taxes to issue bonds to fund the following? (without "don't know")

(N=420)

	Very Likely	Somewhat Likely	Not Likely
Q27a. Redevelop current parks	16.7%	31.8%	51.5%
Q27b. Sidewalk extensions	23.5%	25.8%	50.8%
Q27c. Purchase of a wireless system to serve key areas within City	7.7%	20.1%	72.2%
Q27d. Roadway improvements that lead to development	21.6%	37.1%	41.3%
Q27e. Updating & renovating fire stations	10.9%	36.8%	52.3%
Q27f. Relocating Public Works from current Hwy 31 location	7.4%	14.7%	77.9%

Q28. Which TWO of the items listed in Question 27 do you think are most important to fund through a tax increase?

<u>Q28. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Redevelop current parks	56	13.3 %
Sidewalk extensions	73	17.4 %
Purchase of a wireless system to serve key areas within City	10	2.4 %
Roadway improvements that lead to development	74	17.6 %
Updating & renovating fire stations	31	7.4 %
Relocating Public Works from current Hwy 31 location	6	1.4 %
None chosen	170	40.5 %
Total	420	100.0 %

<u>Q28. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Redevelop current parks	41	9.8 %
Sidewalk extensions	54	12.9 %
Purchase of a wireless system to serve key areas within City	10	2.4 %
Roadway improvements that lead to development	46	11.0 %
Updating & renovating fire stations	33	7.9 %
Relocating Public Works from current Hwy 31 location	17	4.0 %
None chosen	219	52.1 %
Total	420	100.0 %

SUM OF TOP 2 CHOICES

<u>Q28. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Redevelop current parks	97	23.1 %
Sidewalk extensions	127	30.2 %
Purchase of a wireless system to serve key areas within City	20	4.8 %
Roadway improvements that lead to development	120	28.6 %
Updating & renovating fire stations	64	15.2 %
Relocating Public Works from current Hwy 31 location	23	5.5 %
None chosen	170	40.5 %
Total	621	

Q29. TRASH SERVICES: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q29a. Residential trash collection services	55.6%	34.1%	5.3%	2.2%	1.4%	1.4%
Q29b. Brush & bulky removal services	28.3%	29.3%	18.3%	15.0%	3.8%	5.2%
Q29c. Recycling programs	30.2%	35.2%	15.5%	7.6%	3.8%	7.6%
Q29d. Litter control along major streets	21.2%	44.0%	18.1%	7.9%	2.9%	6.0%

WITHOUT DON'T KNOW

Q29. TRASH SERVICES: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=420)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q29a. Residential trash collection services	56.4%	34.5%	5.4%	2.2%	1.5%
Q29b. Brush & bulky removal services	29.9%	30.9%	19.3%	15.8%	4.0%
Q29c. Recycling programs	32.7%	38.1%	16.8%	8.2%	4.1%
Q29d. Litter control along major streets	22.5%	46.8%	19.2%	8.4%	3.0%

Q30. How many in your household (counting yourself), are?

	Mean	Sum
number	3.0	1243
Under age 5	0.3	122
Ages 5-9	0.2	91
Ages 10-14	0.2	84
Ages 15-19	0.2	95
Ages 20-24	0.1	56
Ages 25-34	0.3	106
Ages 35-44	0.4	156
Ages 45-54	0.4	187
Ages 55-64	0.4	187
Ages 65-74	0.3	106
Ages 75+	0.1	53

Q31. Approximately how many years have you lived in the City of Vestavia Hills?

Q31. How many years have you lived in City of Vestavia Hills

	Number	Percent
Less than 5 year	87	20.7 %
5-10 years	81	19.3 %
11-20 years	88	21.0 %
20+ years	161	38.3 %
Not provided	3	0.7 %
Total	420	100.0 %

Q32. How many people in your household work within the City limits of Vestavia Hills?

Q32. How many people in your household work within City limits	Number	Percent
0	304	72.4 %
1	85	20.2 %
2	15	3.6 %
3	2	0.5 %
4	5	1.2 %
5	5	1.2 %
6	3	0.7 %
7+	1	0.2 %
Total	420	100.0 %

Q33. Do you own or rent your current residence?

Q33. Do you own or rent your current residence	Number	Percent
Own	356	84.8 %
Rent	62	14.8 %
Not provided	2	0.5 %
Total	420	100.0 %

Q34. What is your age?

Q34. Your age	Number	Percent
18 to 34	80	19.0 %
35 to 44	87	20.7 %
45 to 54	92	21.9 %
55 to 64	87	20.7 %
65+	70	16.7 %
Not provided	4	1.0 %
Total	420	100.0 %

Q35. Are you or other members of your household of Hispanic or Latino ancestry?

<u>Q35. Are you of Hispanic or Latino ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	9	2.1 %
No	405	96.4 %
Not provided	6	1.4 %
Total	420	100.0 %

Q36. Which of the following best describes your race?

<u>Q36. Your race</u>	<u>Number</u>	<u>Percent</u>
African American/Black	9	2.1 %
American Indian or Alaska Native	1	0.2 %
Asian, Hawaiian or Other Pacific Islander	11	2.6 %
White	392	93.3 %
Other	8	1.9 %
Not provided	4	1.0 %
Total	425	

Q37. Would you say your total household income is:

<u>Q37. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$50K	34	8.1 %
\$50K-\$79,999	48	11.4 %
\$80K-\$119,999	86	20.5 %
\$120K-\$199,999	112	26.7 %
\$200K+	107	25.5 %
Not provided	33	7.9 %
Total	420	100.0 %

Q38. Your gender:

<u>Q38. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	206	49.0 %
Female	214	51.0 %
Total	420	100.0 %

***Section 5:
Survey Instrument***



CITY OF VESTAVIA HILLS

OFFICE OF THE MAYOR

ALBERTO "BUTCH" ZARAGOZA
MAYOR

Dear Vestavia Hills Residents,

We would appreciate your helping the City of Vestavia Hills plan for the future by completing the enclosed 2014 Vestavia Hills Survey.

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

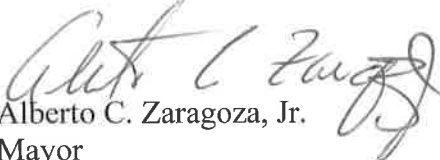
Please take a few minutes to complete and return this Survey in the postage-paid return envelope addressed to ETC Institute, our partner in this effort. Your responses are anonymous.

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

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

Thank you for your participation.

Sincerely,


Alberto C. Zaragoza, Jr.
Mayor

Enclosures



2014 City of Vestavia Hills Citizen Survey

Welcome to the City of Vestavia Hills Citizen Survey for 2014. Your input is an important part of the City's ongoing effort to involve citizens in long-range planning and investment decisions. Please take a few minutes to complete this survey. If you have questions, please call Mayor Alberto C. Zaragoza, Jr. at 978-3675.

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

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

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

_____ 1st
_____ 2nd
_____ 3rd

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

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

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

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

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

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

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

_____ 1st _____ 2nd _____ 3rd

7. Have you ever called "911"?

_____ (1) Yes [go to Q7a-c] _____ (2) No [go to Q8]

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

		<i>Yes</i>	<i>No</i>
A.	Was your call answered in a timely manner?	1	2
B.	Were you treated professionally?	1	2
C.	Did the call taker's action result in a satisfactory resolution?	1	2

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

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

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

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

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

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

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

1st

2nd

3rd

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

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

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

1st

2nd

3rd

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

- (A) Expanded fire protection & facilities
- (B) Expanded police protection & facilities
- (C) Road resurfacing and reconstruction
- (D) Expanded recycling program & facilities
- (E) New community center and pool
- (F) Expansion or trails and facilities

ECONOMIC DEVELOPMENT

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

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

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

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

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

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

22. How often do you typically shop within the Vestavia Hills city limits?

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

23. Which of the following reasons were most important in your decision to live in Vestavia Hills?

[Check all that apply]

- (1) School system
- (2) Quality of housing
- (3) Quality of life
- (4) Occupation/job
- (5) Geographic location
- (6) Other: _____

24. Which of the following activities/amenities offered in Vestavia Hills are most important or would be most appreciated by your household? [Check all that apply]

- (1) Special events (e.g. “I Love America Day,” “Wing Ding,” Christmas activities, outdoor entertainment events)
- (2) Access to or view of natural resources (e.g. Cahaba River, Shades Mountain)
- (3) Walking/running/biking trails that unite all areas of the City
- (4) Unique and enjoyable dining/entertainment venues
- (5) Quality youth athletic facilities
- (6) Shopping conveniences or unique shopping experiences/boutiques

25. The City may have the capacity to fund capital projects (without having to increase taxes). How favorable would you be of funding of these projects?

<i>Capital Projects</i>		<i>Very Likely</i>	<i>Somewhat Likely</i>	<i>Not Likely</i>	<i>Don't know</i>
A.	Redevelop current parks	3	2	1	9
B.	Sidewalk extensions	3	2	1	9
C.	Purchase of a wireless system to serve key areas within the City	3	2	1	9
D.	Roadway improvements that lead to development	3	2	1	9
E.	Updating and renovating fire stations	3	2	1	9
F.	Relocating Public Works from the current Hwy 31 location	3	2	1	9

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

_____ 1st _____ 2nd _____ None

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

<i>General</i>		<i>Very Likely</i>	<i>Somewhat Likely</i>	<i>Not Likely</i>	<i>Don't know</i>
A.	Redevelop current parks	3	2	1	9
B.	Sidewalk extensions	3	2	1	9
C.	Purchase of a wireless system to serve key areas within the City	3	2	1	9
D.	Roadway improvements that lead to development	3	2	1	9
E.	Updating and renovating fire stations	3	2	1	9
F.	Relocating Public Works from current Hwy 31 location	3	2	1	9

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

_____ 1st _____ 2nd _____ None

OTHER ISSUES

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

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

DEMOGRAPHICS

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

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

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

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

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

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

34. What is your age?

_____ (1) Under 25

_____ (3) 35 to 44

_____ (5) 55 to 64

_____ (2) 25 to 34

_____ (4) 45 to 54

_____ (6) 65+

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

____(1) Yes

____(2) No

36. Which of the following best describes your race?

____(1) African American/Black

____(4) White

____(2) American Indian or Alaska Native

____(5) Other: _____

____(3) Asian, Hawaiian or Other Pacific Islander

37. Would you say your total household income is:

____(1) Under \$50,000

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

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

____(5) \$200,000 or more

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

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

This concludes the survey. Thank you for your time!

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

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

2014 City of Vestavia Hills Citizen Survey *Appendix A – GIS Maps*

...helping organizations make better decisions since 1982

Appendix A

Submitted to the City of Vestavia Hills, AL by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas 66061

May 2014

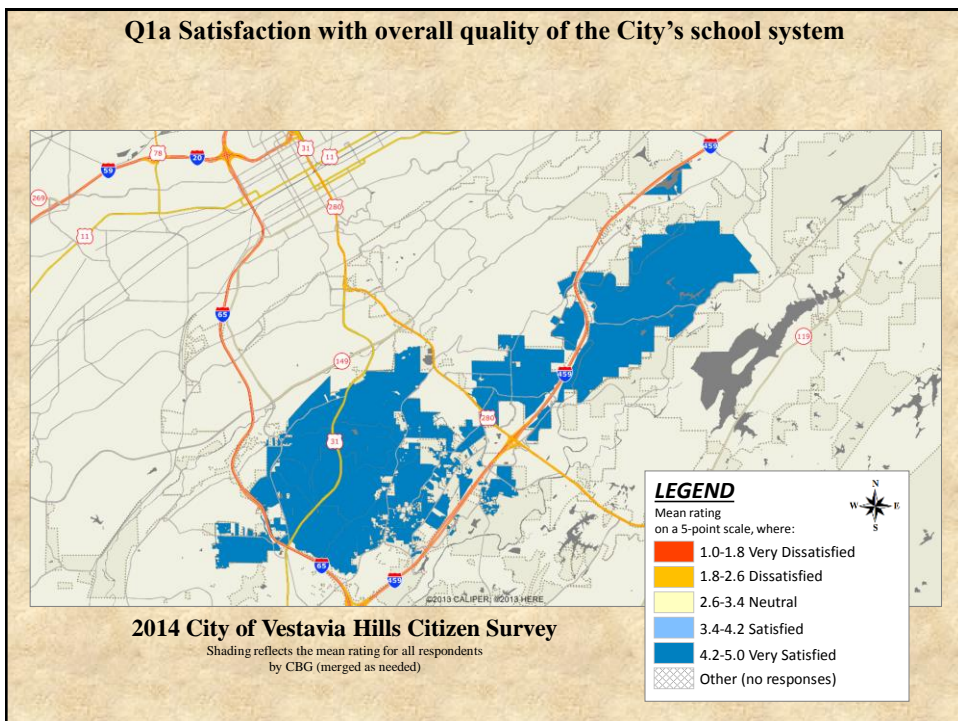
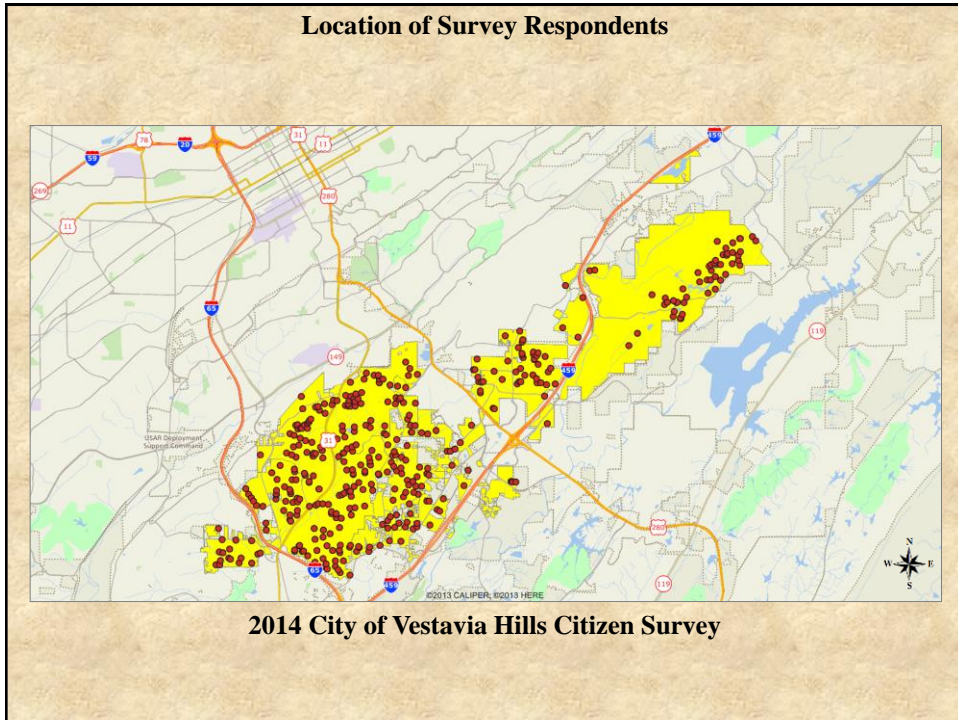


Interpreting the Maps

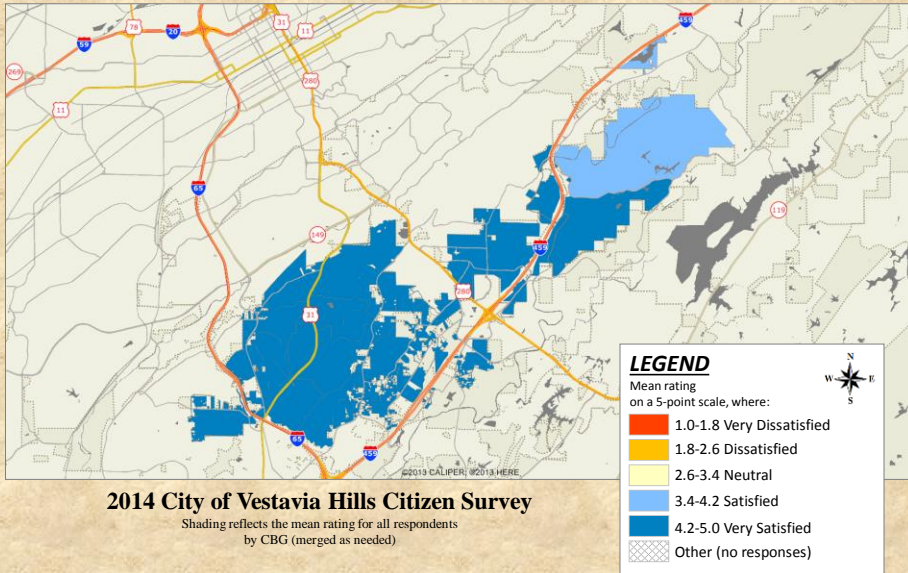
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

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

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”



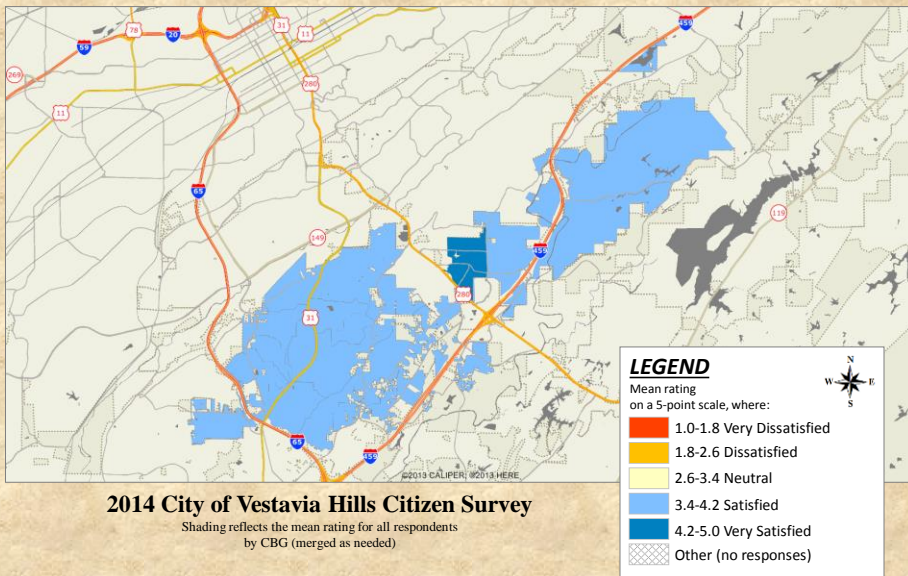
Q1b Satisfaction with overall quality of public safety services



2014 City of Vestavia Hills Citizen Survey

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

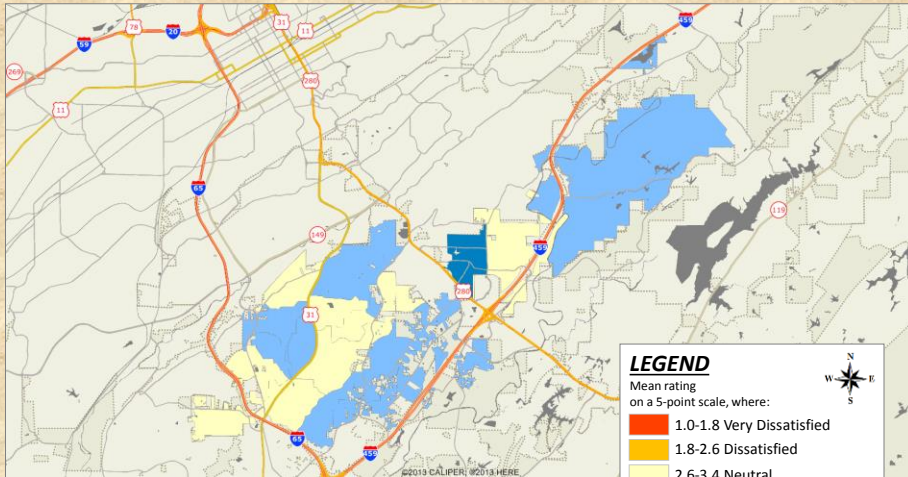
Q1c Satisfaction with overall quality of City parks and recreation programs and facilities



2014 City of Vestavia Hills Citizen Survey

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

Q1d Satisfaction with overall maintenance of City streets and facilities



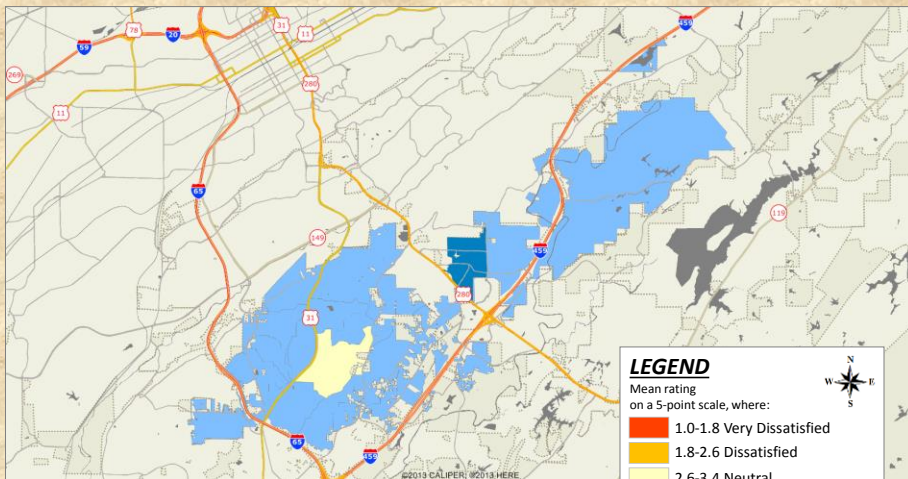
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q1e Satisfaction with overall enforcement of City codes and ordinances



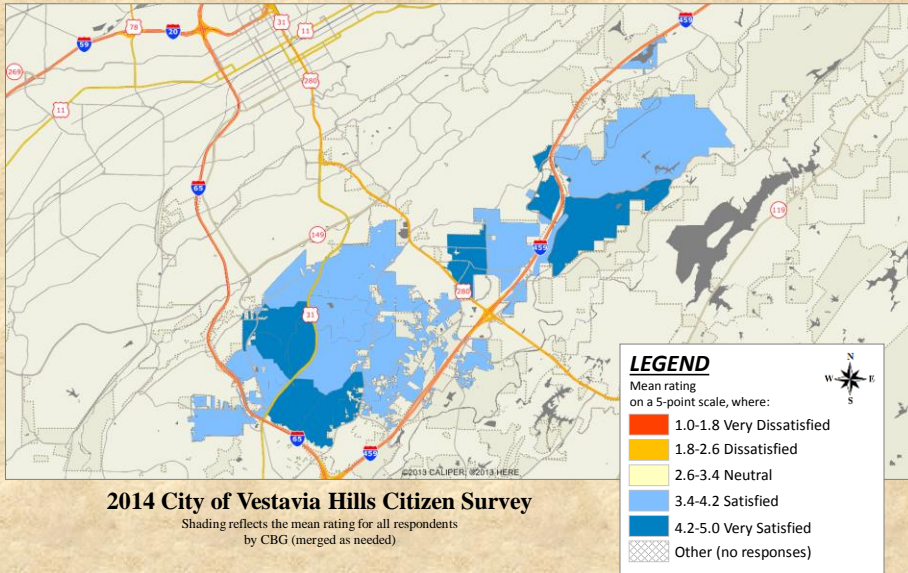
2014 City of Vestavia Hills Citizen Survey

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

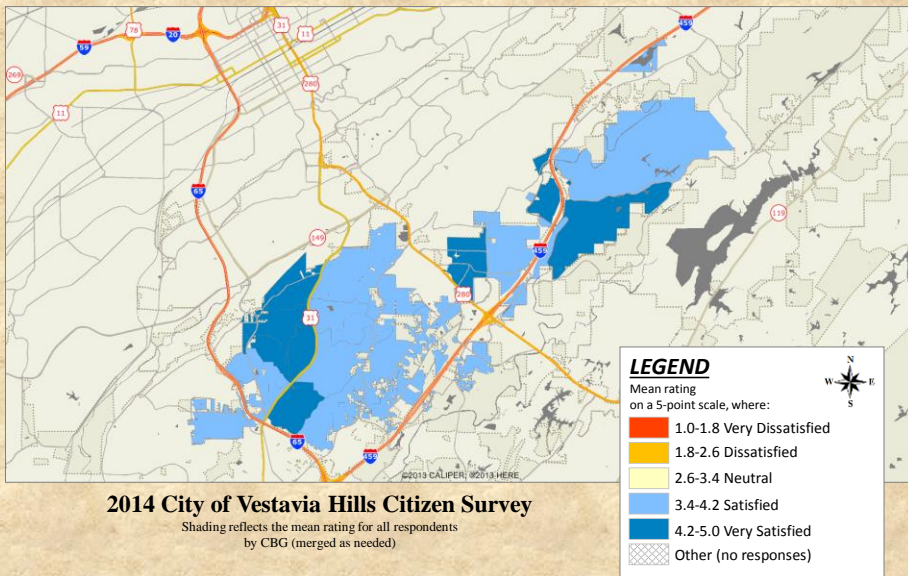
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

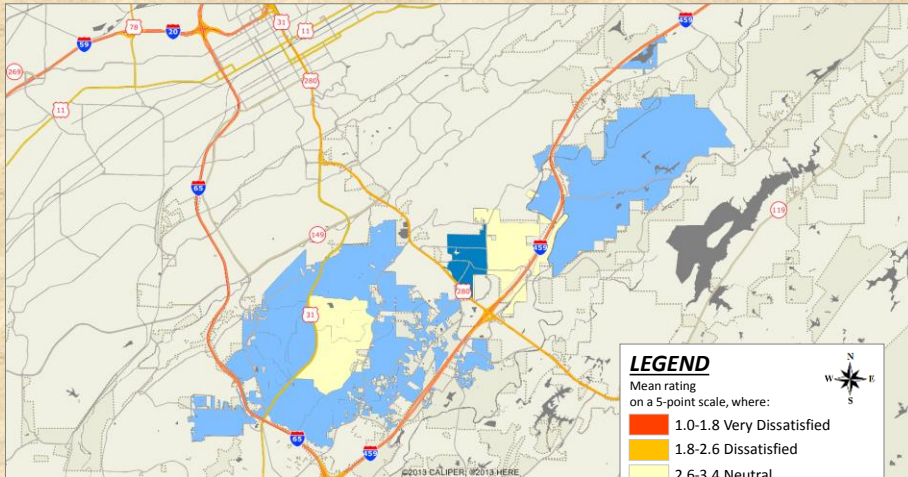
Q1f Satisfaction with overall quality of customer service from City employees



Q1g Satisfaction with overall effectiveness of City communication with the public



**Q1h Satisfaction with overall quality of the City's stormwater runoff/
stormwater management system**



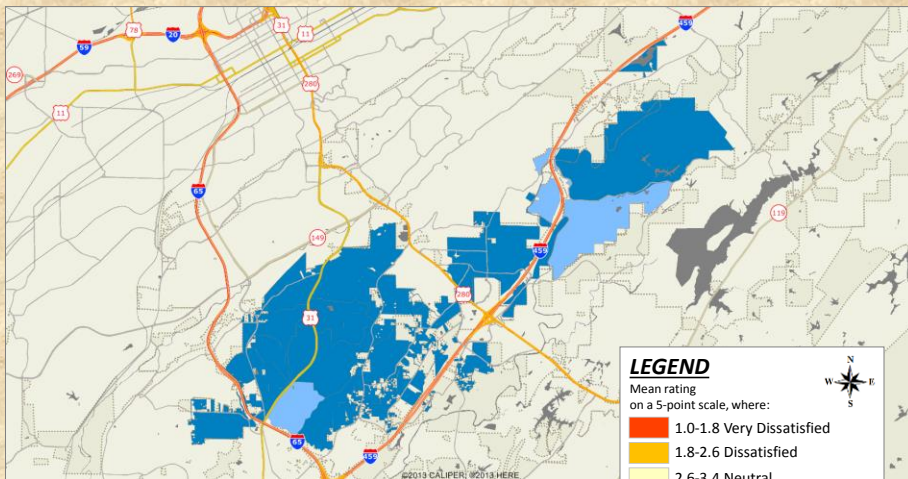
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q1i Satisfaction with overall quality of public library facilities and services



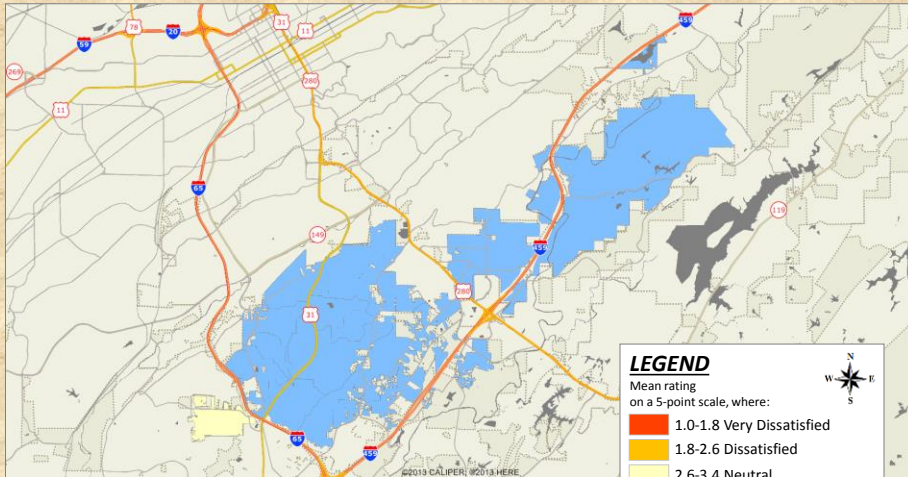
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

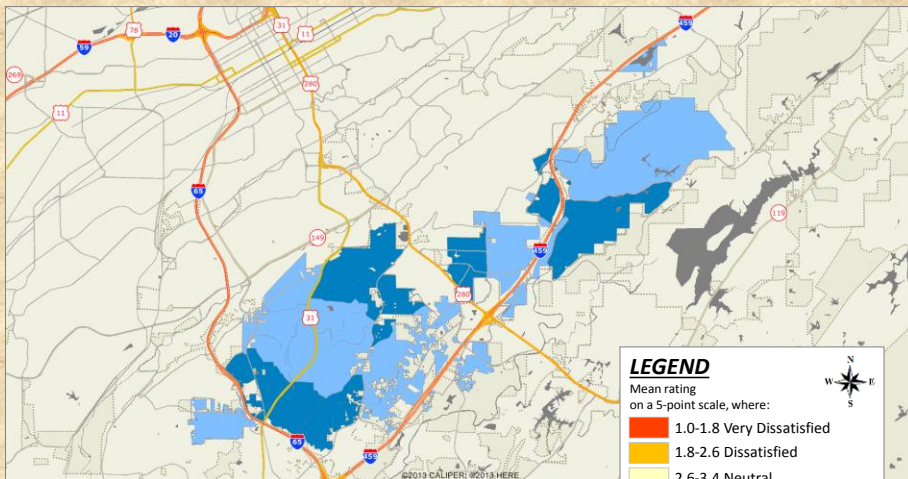
Q1j Satisfaction with overall flow of traffic & congestion management in the City



2014 City of Vestavia Hills Citizen Survey

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

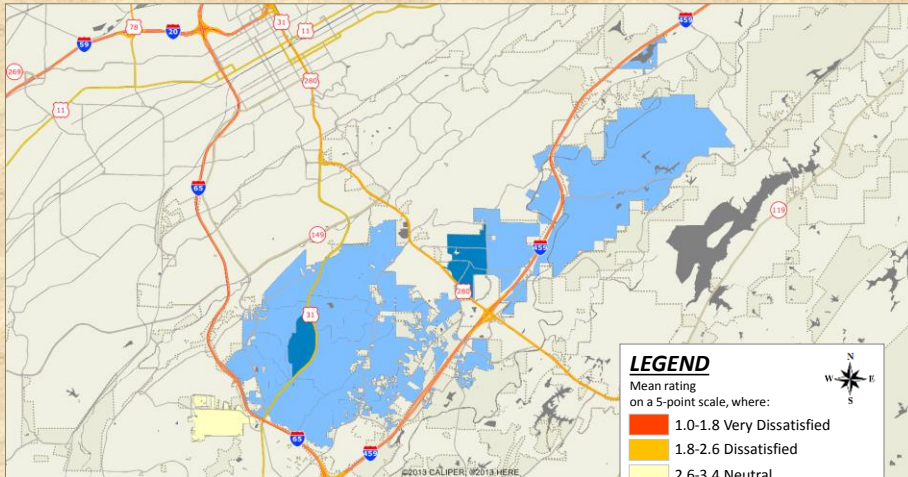
Q3a Satisfaction with overall quality of services provided by the City of Vestavia Hills



2014 City of Vestavia Hills Citizen Survey

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

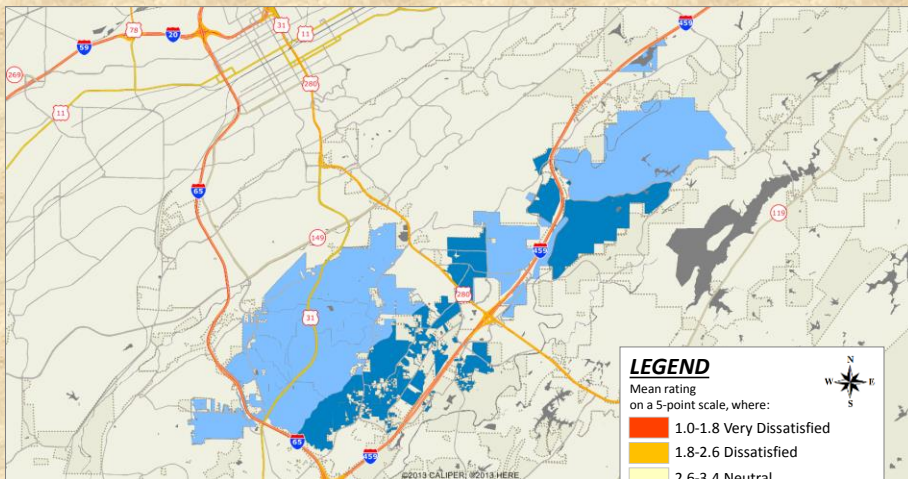
Q3b Satisfaction with overall value that you receive for your City tax dollars and fees



2014 City of Vestavia Hills Citizen Survey

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

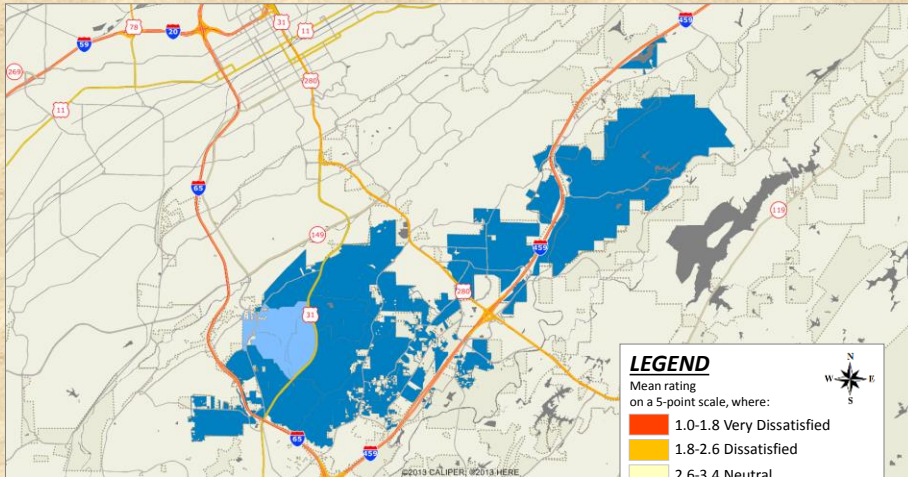
Q3c Satisfaction with overall image of the City



2014 City of Vestavia Hills Citizen Survey

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

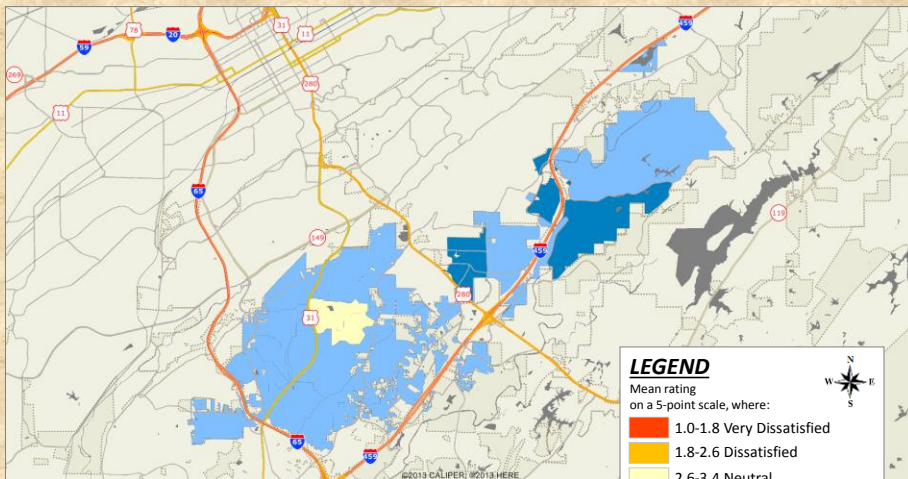
Q3d Satisfaction with overall quality of life in the City



2014 City of Vestavia Hills Citizen Survey

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

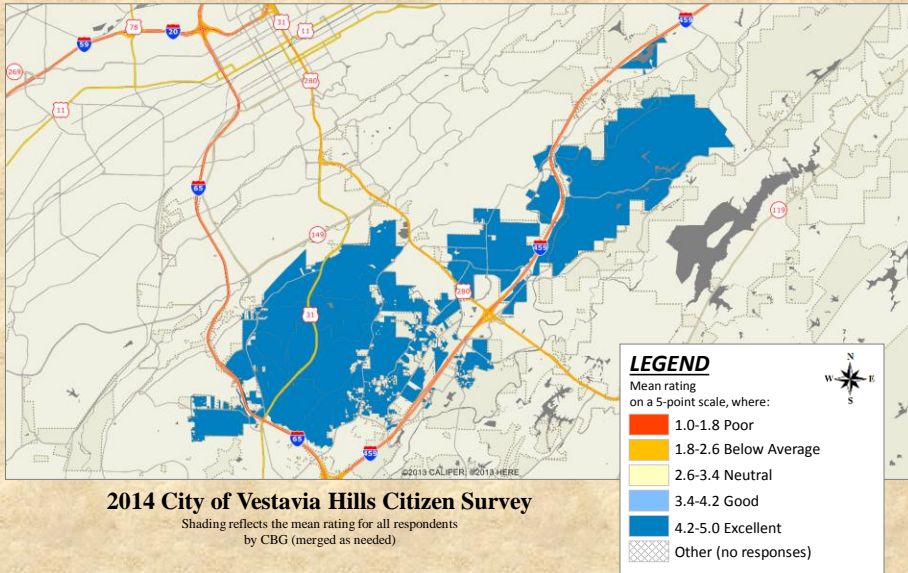
Q3e Satisfaction with overall appearance of the City



2014 City of Vestavia Hills Citizen Survey

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

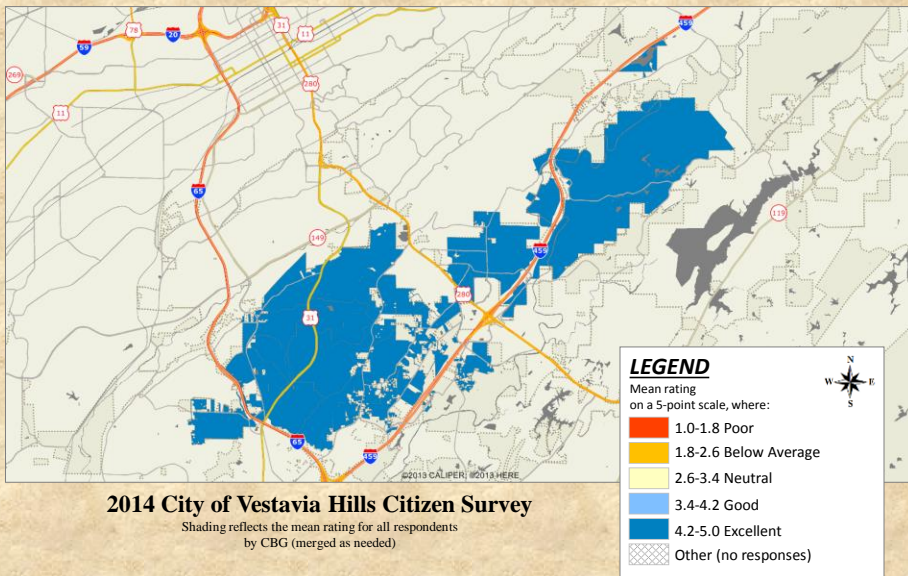
Q4a Ratings of the City as a place to live



2014 City of Vestavia Hills Citizen Survey

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

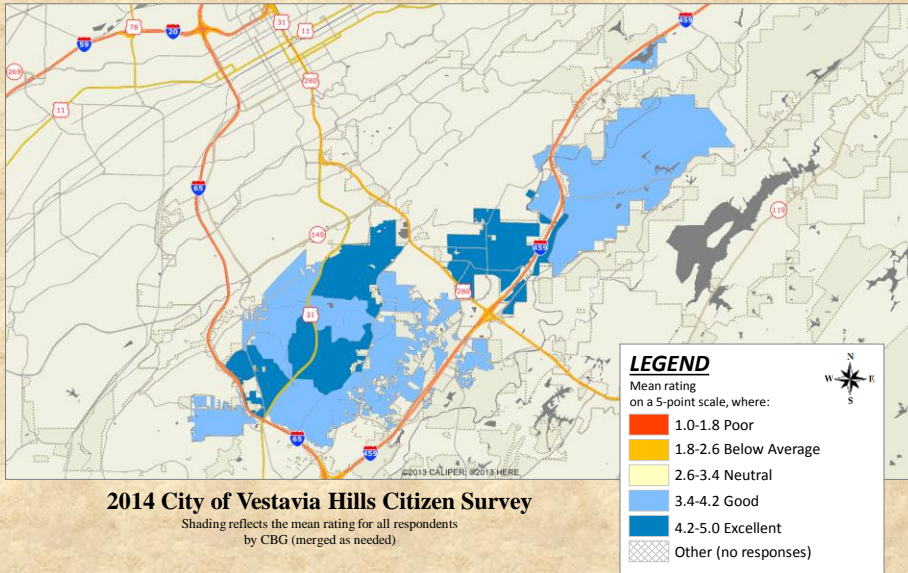
Q4b Ratings of the City as a place to raise children



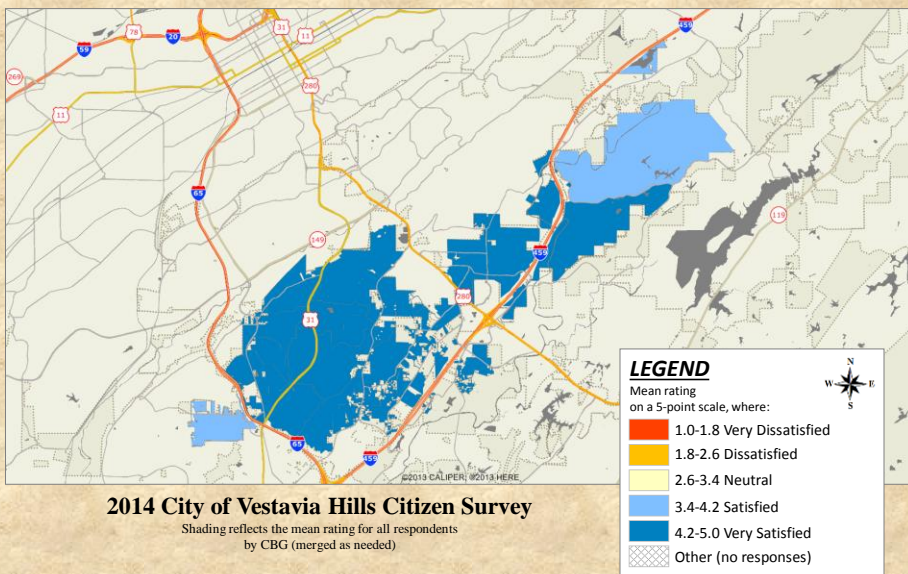
2014 City of Vestavia Hills Citizen Survey

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

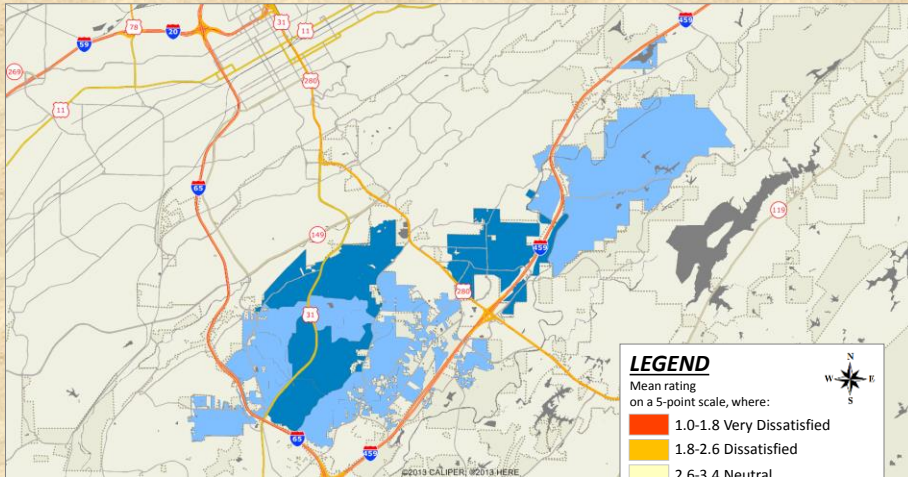
Q4c Ratings of the City as a place to work



Q5a Satisfaction with overall quality of local police protection



Q5b Satisfaction with the visibility of police in neighborhoods



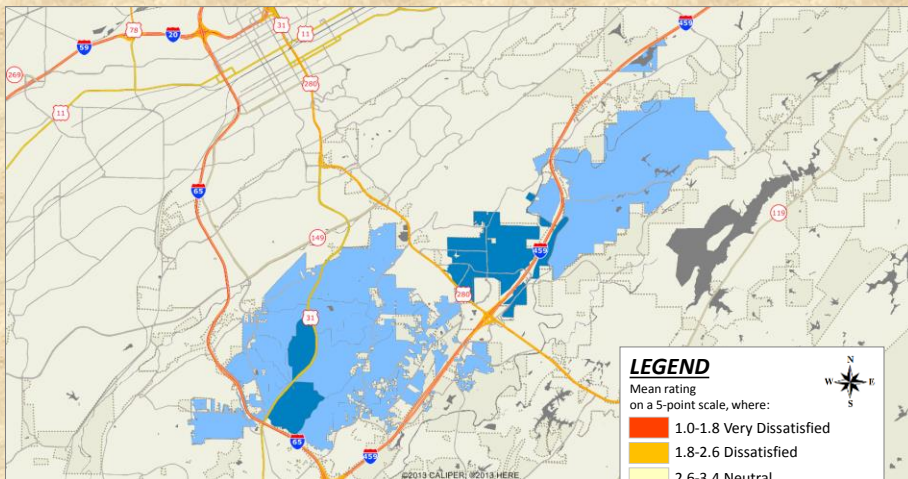
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q5c Satisfaction with the visibility of police in retail areas



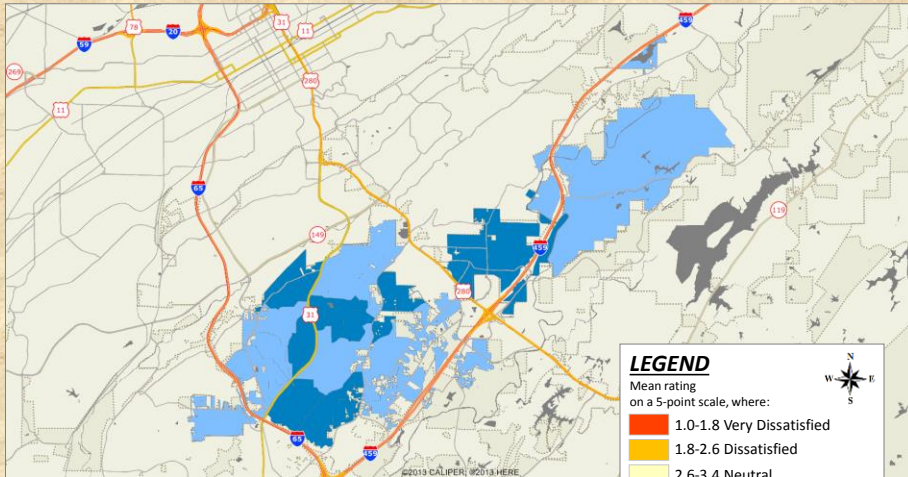
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q5d Satisfaction with the City's efforts to prevent crime



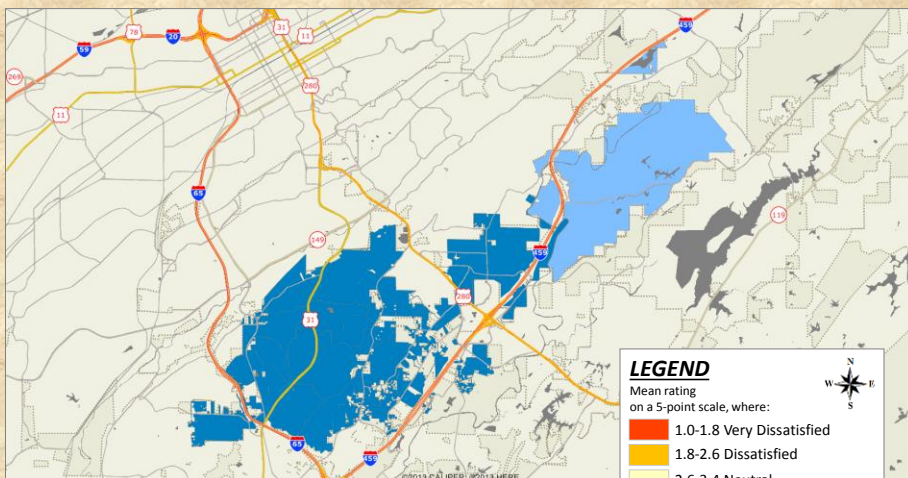
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q5e Satisfaction with how quickly police respond to emergencies



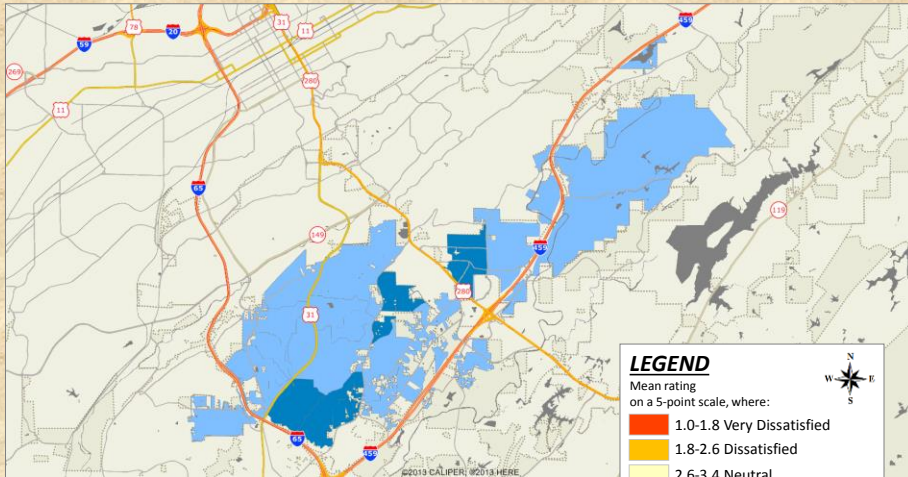
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

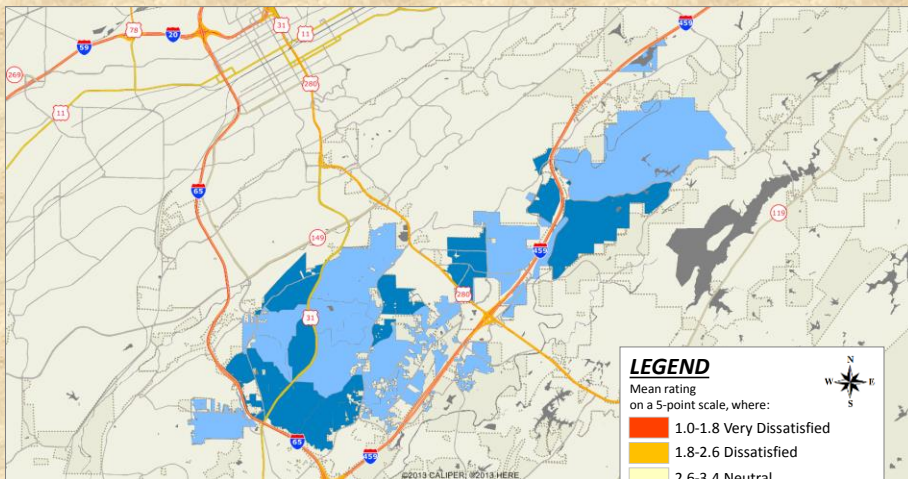
Q5f Satisfaction with enforcement of local traffic laws



2014 City of Vestavia Hills Citizen Survey

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

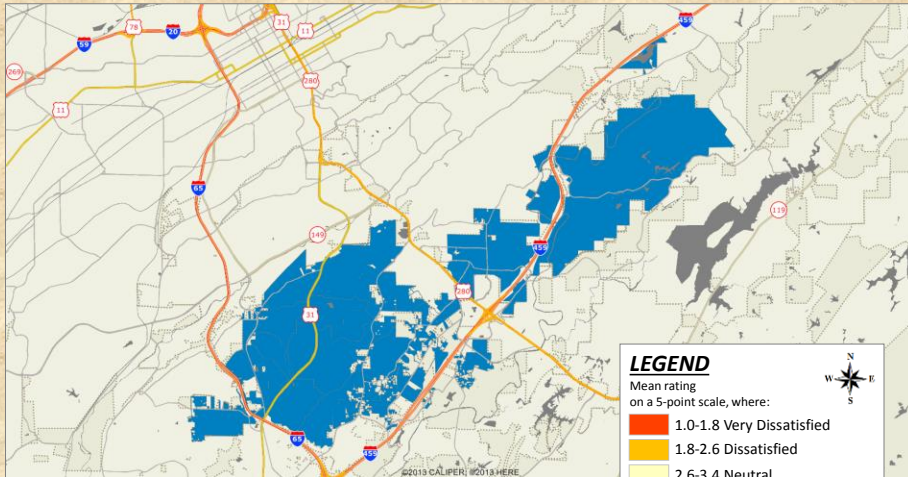
Q5g Satisfaction with police safety education programs



2014 City of Vestavia Hills Citizen Survey

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

Q5h Satisfaction with overall quality of local fire protection



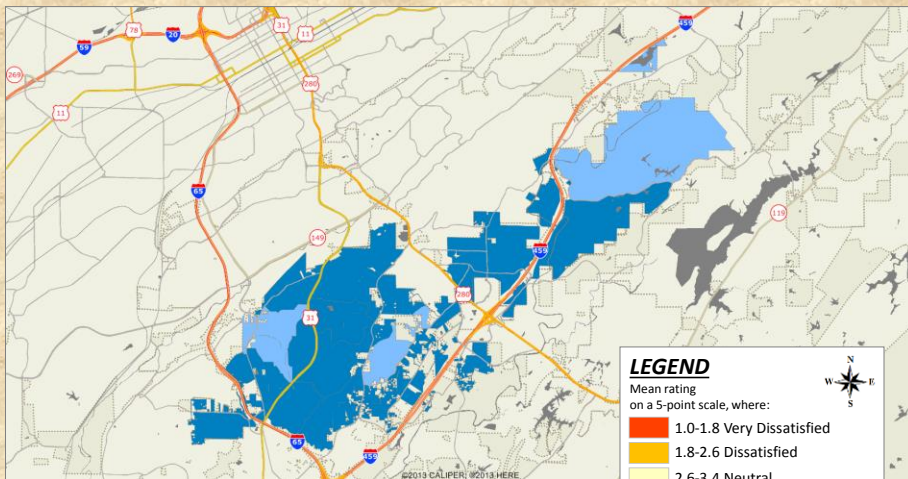
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q5i Satisfaction with quality of local ambulance service



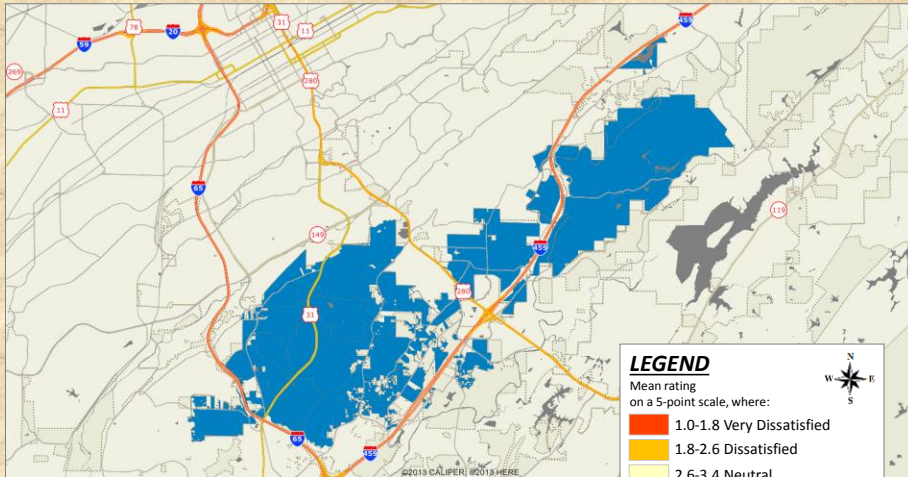
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

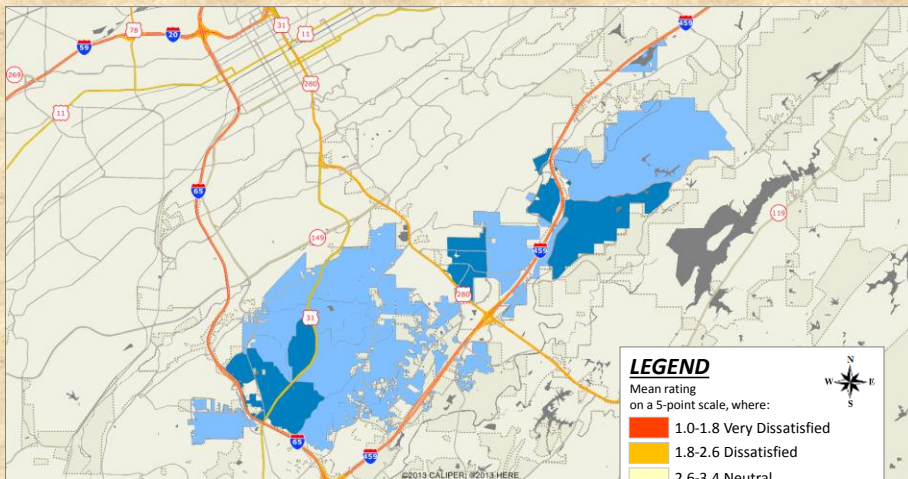
Q5j Satisfaction with how quickly fire department/emergency services personnel respond to emergencies



2014 City of Vestavia Hills Citizen Survey

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

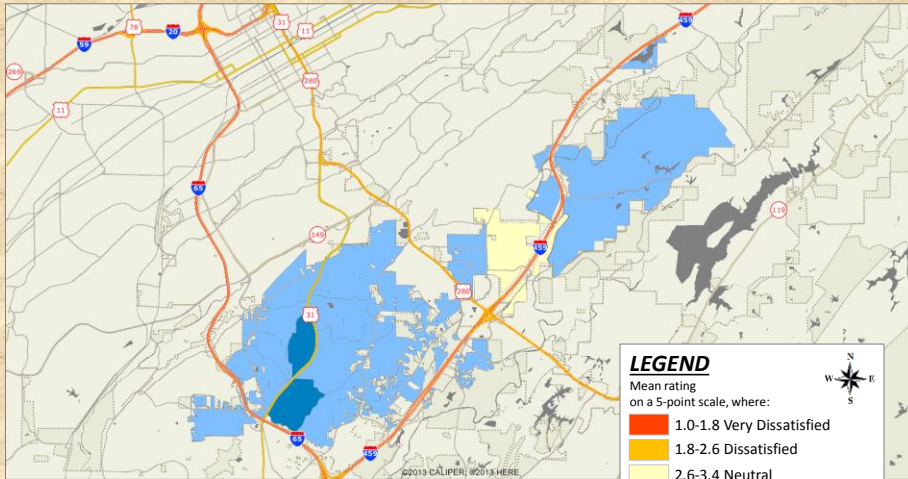
Q5k Satisfaction with fire safety education programs



2014 City of Vestavia Hills Citizen Survey

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

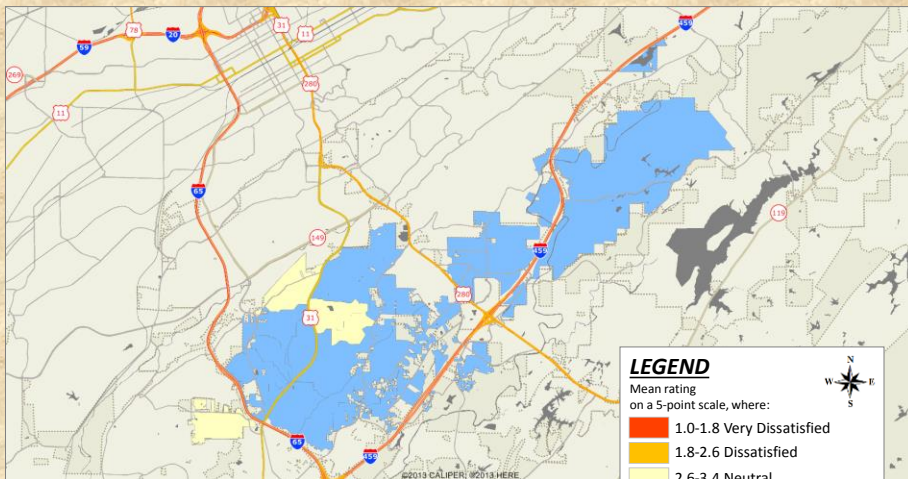
Q5l Satisfaction with quality of animal control



2014 City of Vestavia Hills Citizen Survey

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

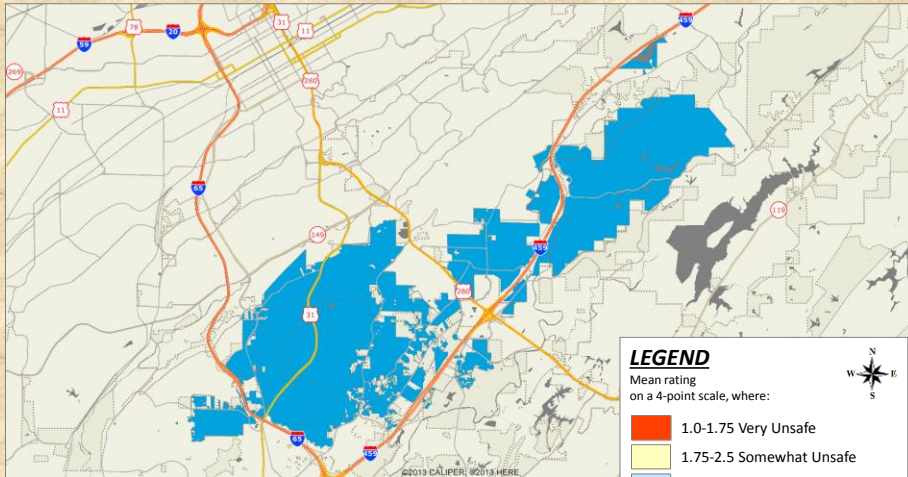
Q5m Satisfaction with enforcement of speed limits in neighborhoods



2014 City of Vestavia Hills Citizen Survey

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

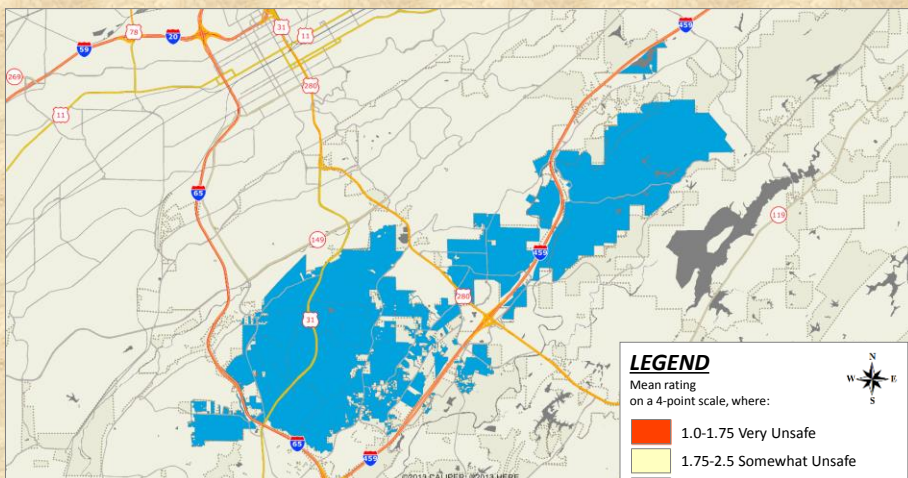
Q8a How safe residents feel in their neighborhood during the day



2014 City of Vestavia Hills Citizen Survey

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

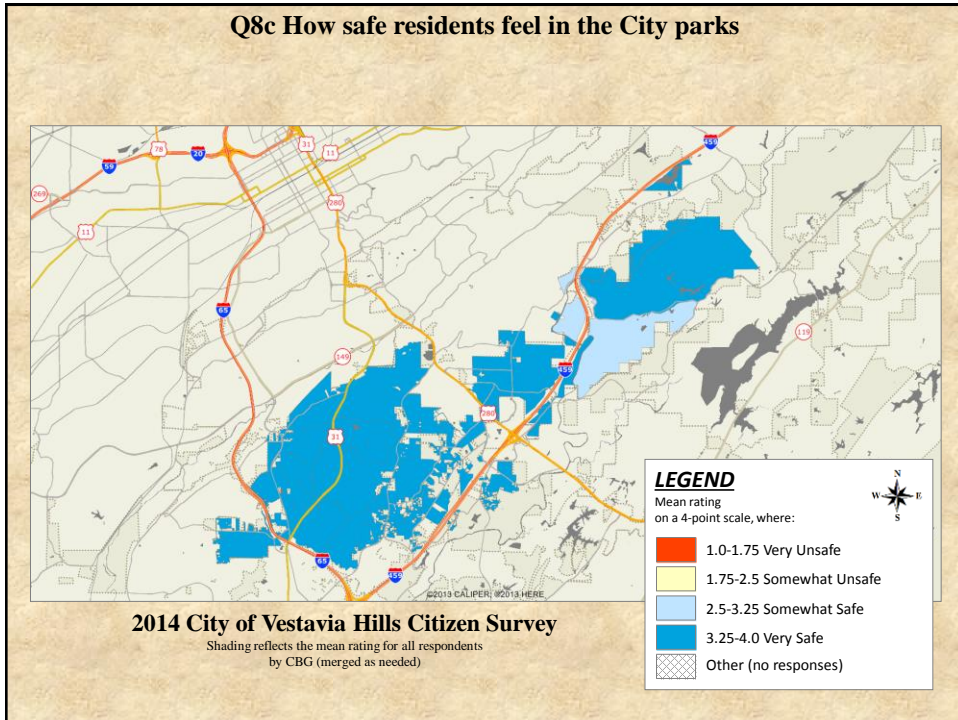
Q8b How safe residents feel in their neighborhood at night



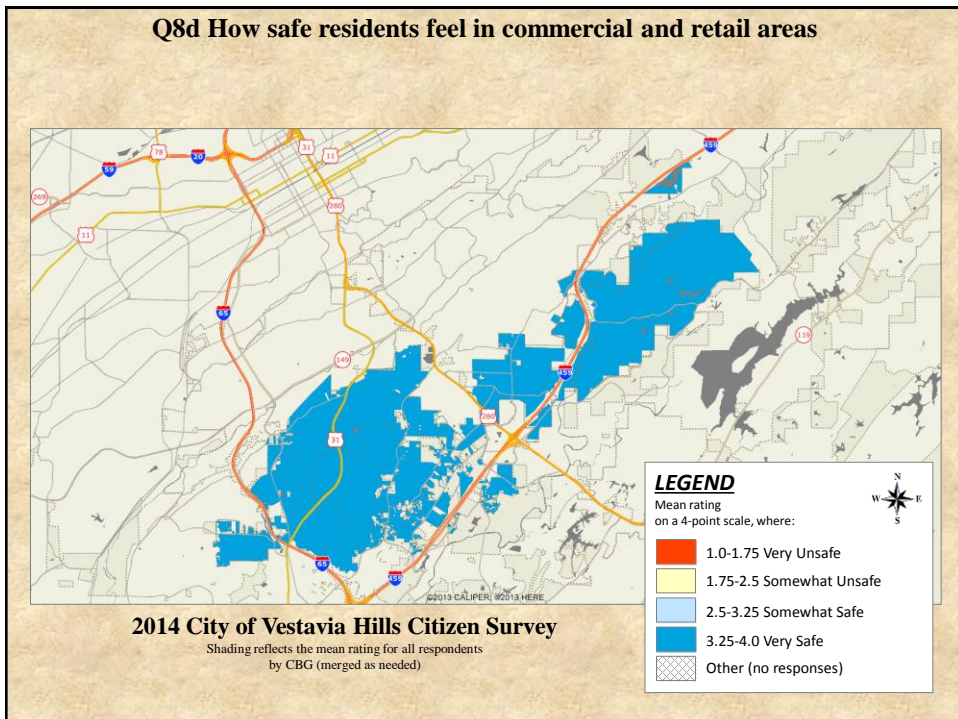
2014 City of Vestavia Hills Citizen Survey

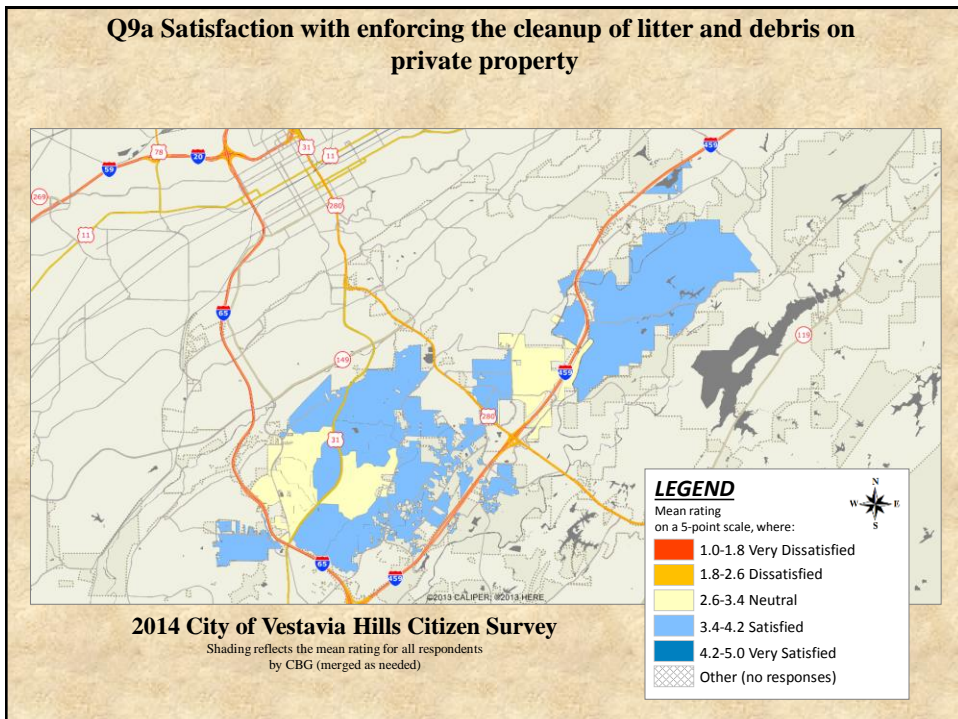
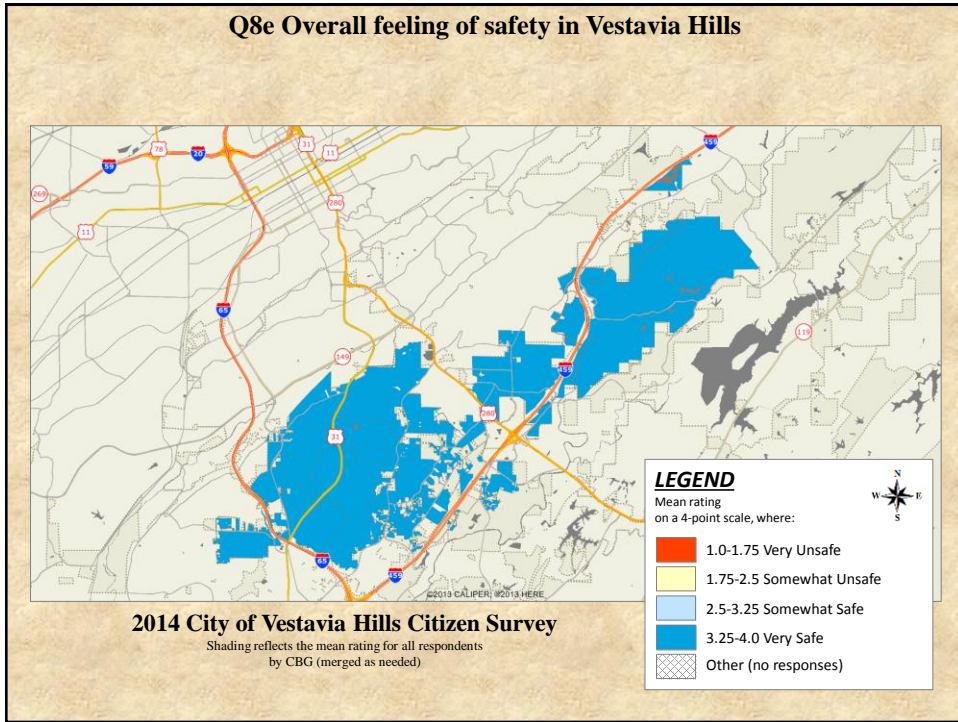
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q8c How safe residents feel in the City parks

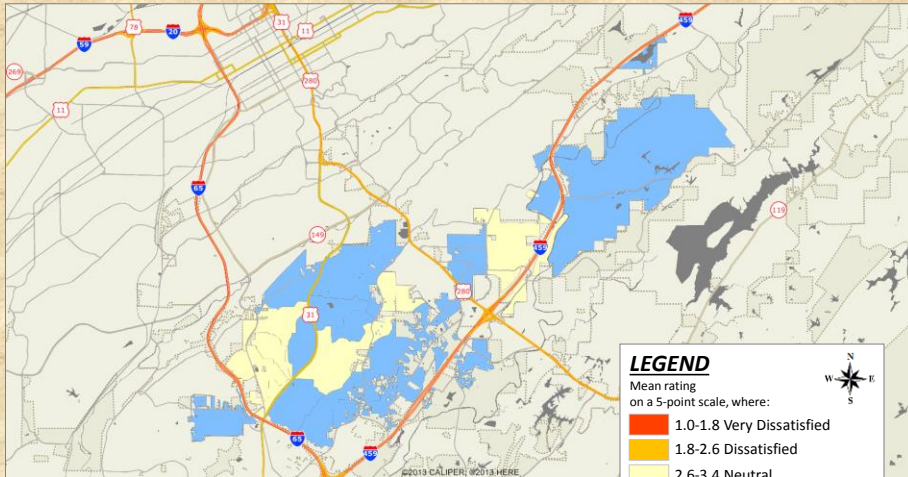


Q8d How safe residents feel in commercial and retail areas





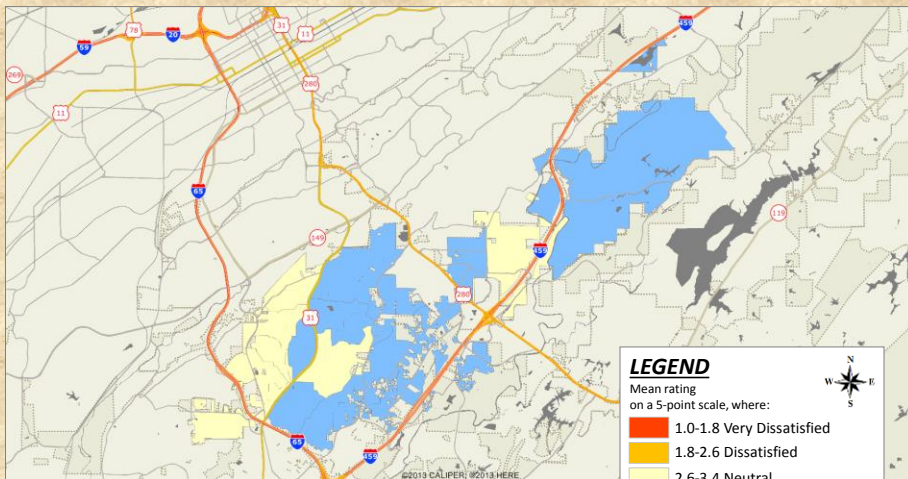
Q9b Satisfaction with enforcing the mowing and trimming of private property



2014 City of Vestavia Hills Citizen Survey

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

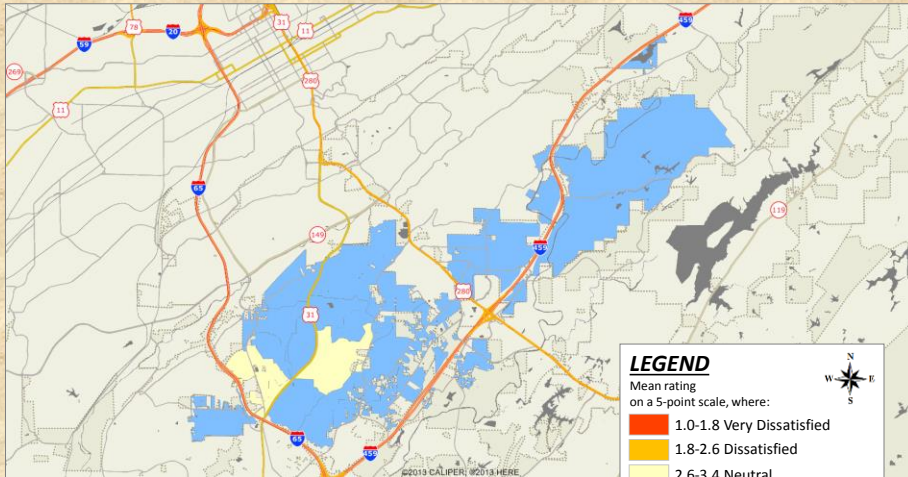
Q9c Satisfaction with enforcing the maintenance of residential property (exterior of homes)



2014 City of Vestavia Hills Citizen Survey

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

Q9d Satisfaction with enforcing the maintenance of business property



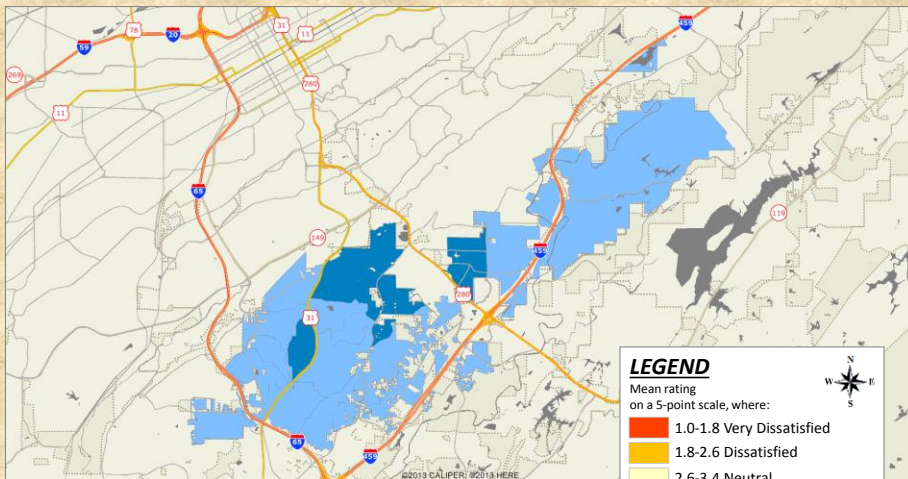
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q9e Satisfaction with enforcing codes designed to protect public safety



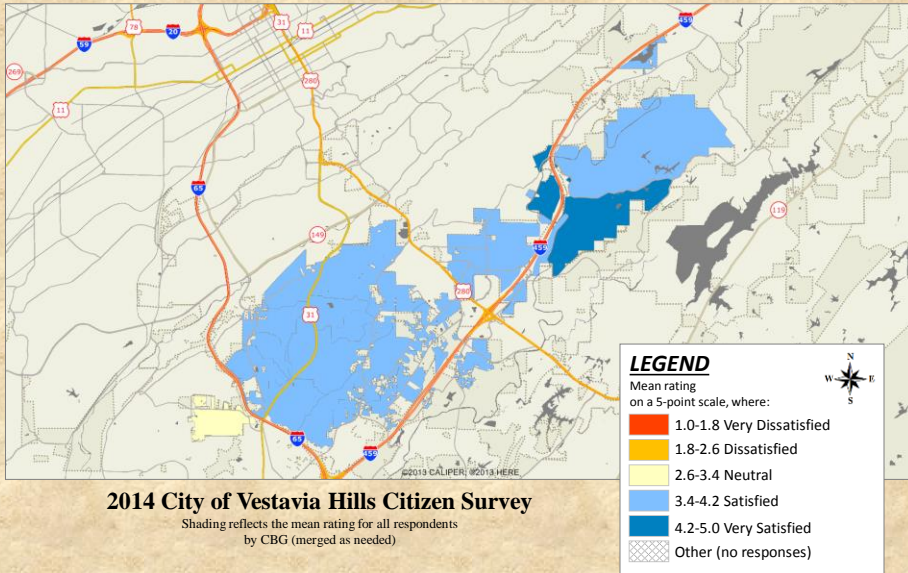
2014 City of Vestavia Hills Citizen Survey

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

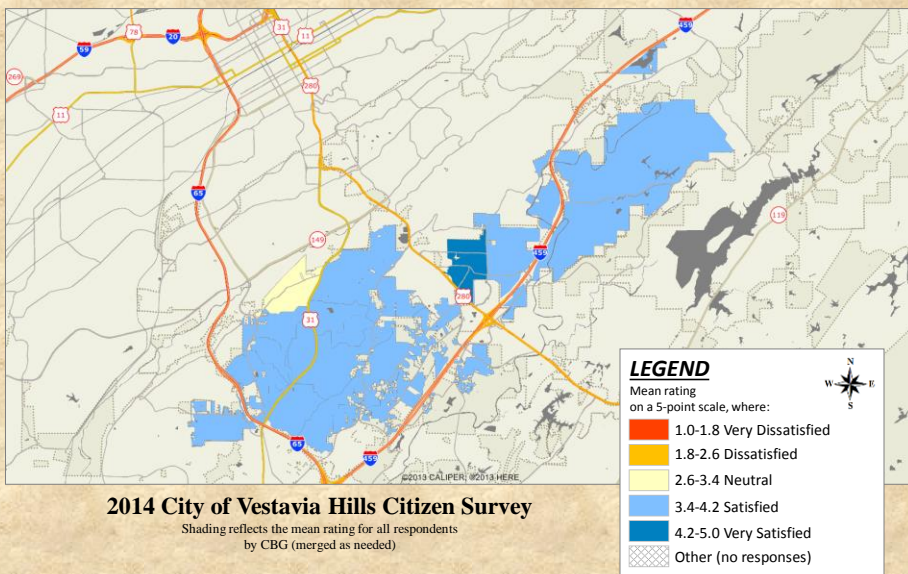
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

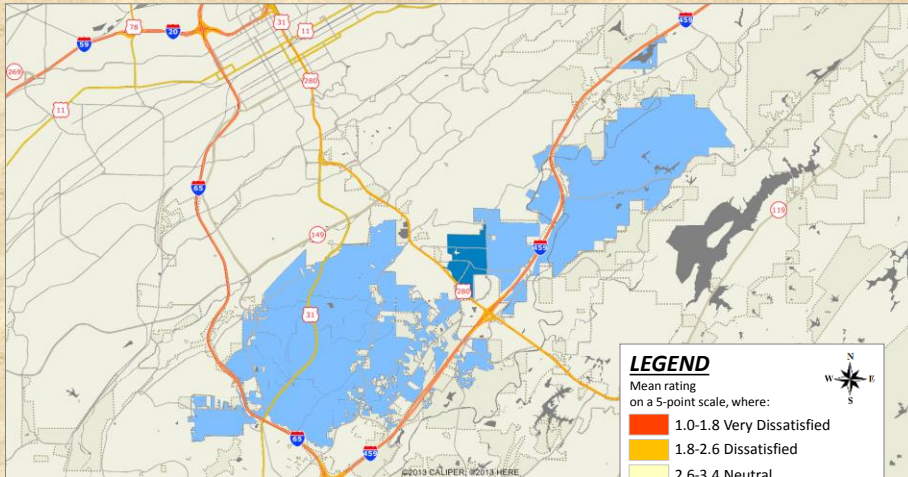
Q9f Satisfaction with enforcing sign regulations



Q10a Satisfaction with maintenance of major City streets



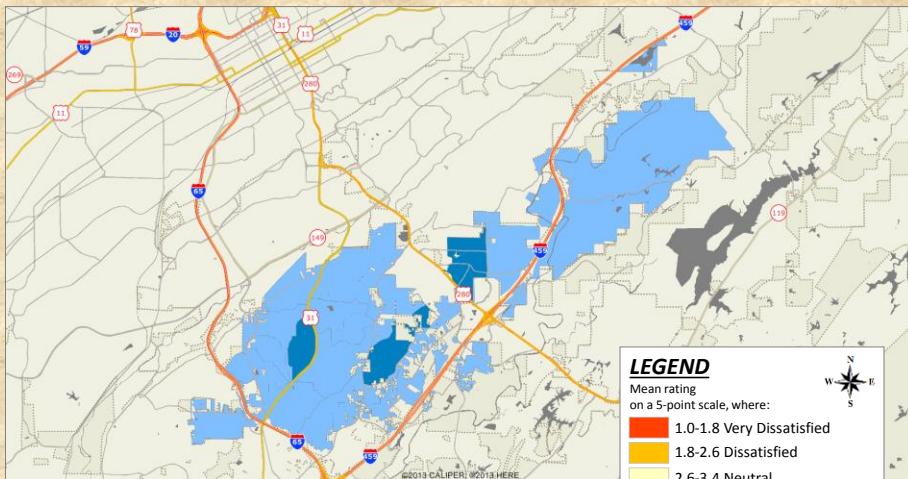
Q10b Satisfaction with maintenance of sidewalks



2014 City of Vestavia Hills Citizen Survey

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

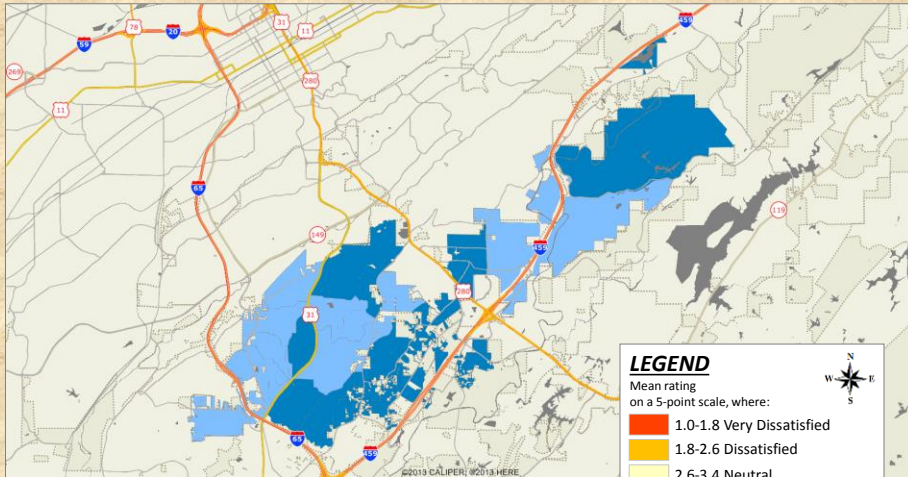
Q10c Satisfaction with maintenance of street signs



2014 City of Vestavia Hills Citizen Survey

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

Q10d Satisfaction with maintenance of traffic signals



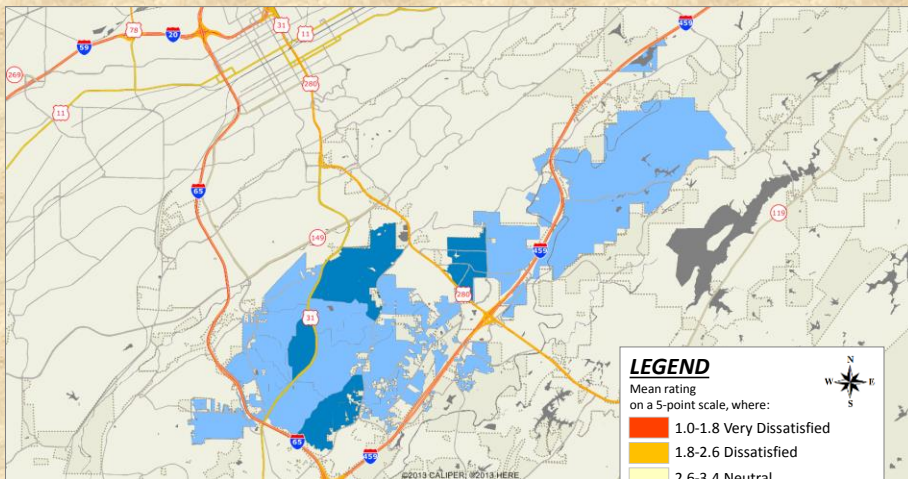
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q10e Satisfaction with maintenance of City buildings



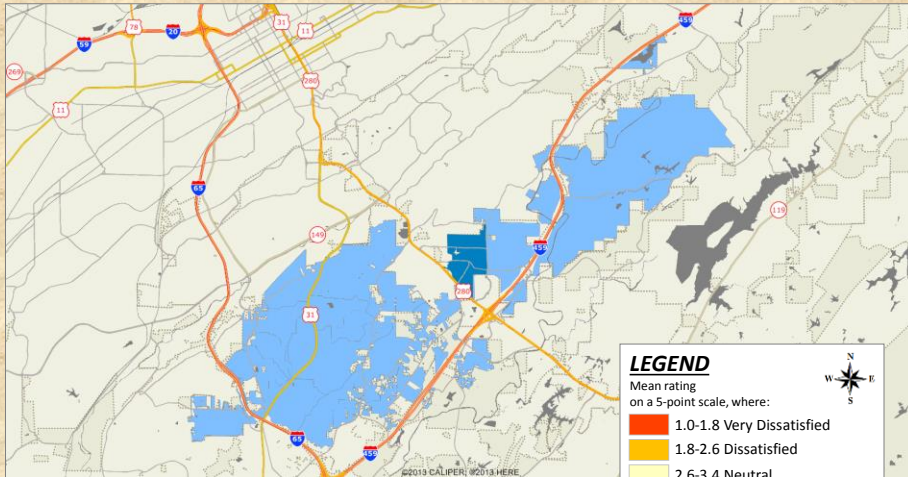
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q10f Satisfaction with mowing and trimming along streets and other public areas



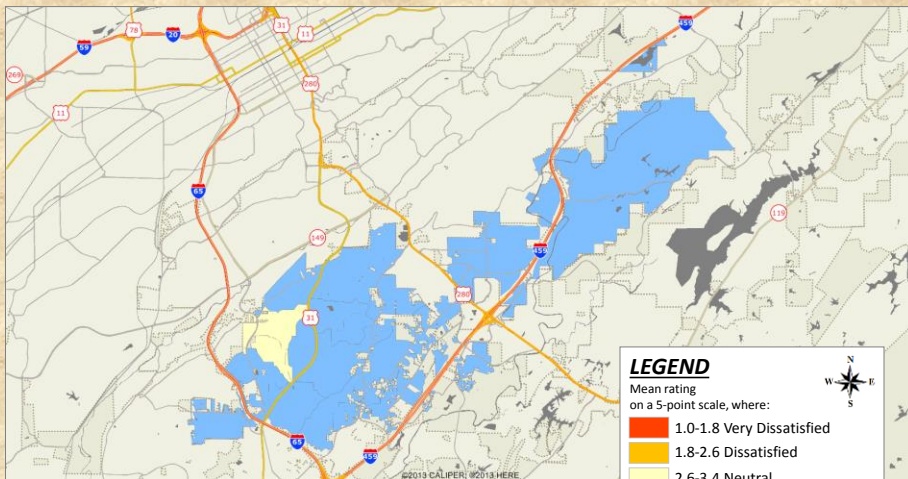
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q10g Satisfaction with adequacy of City street lighting

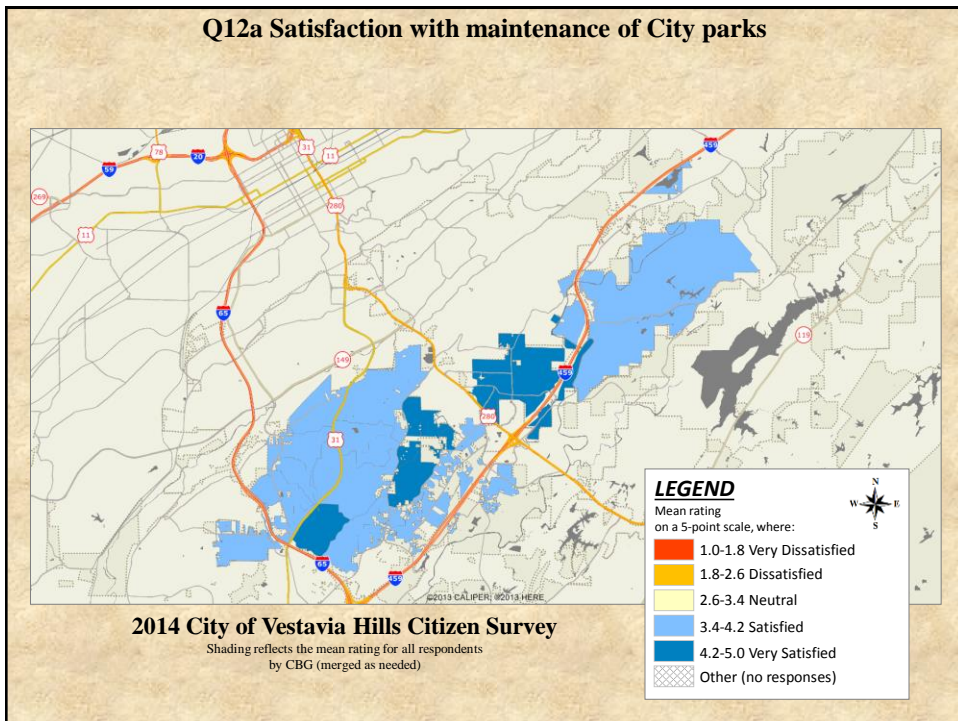
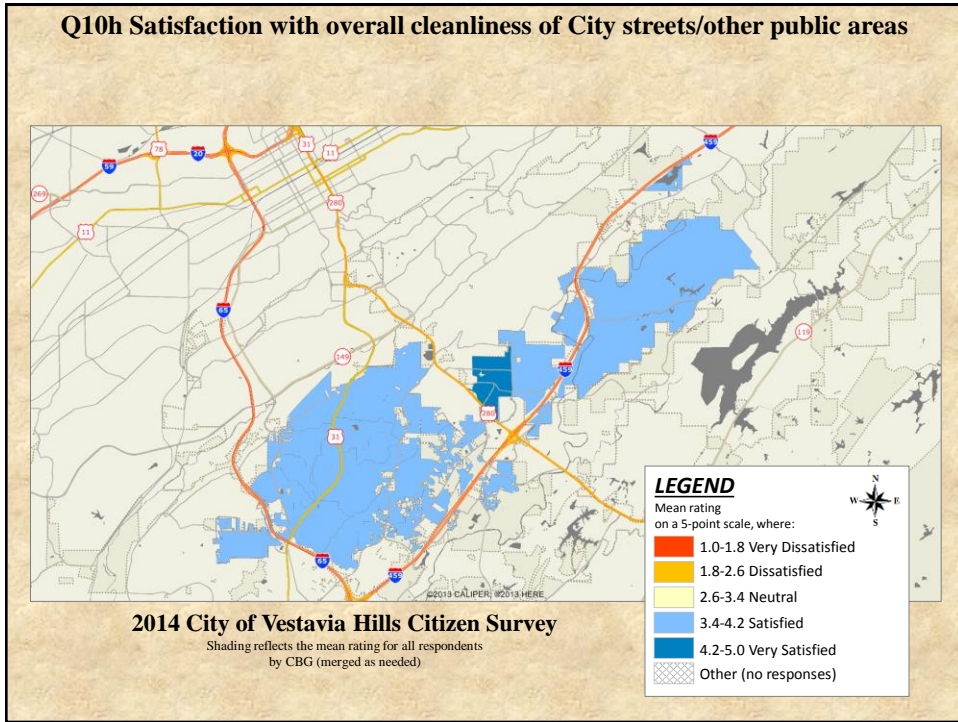


2014 City of Vestavia Hills Citizen Survey

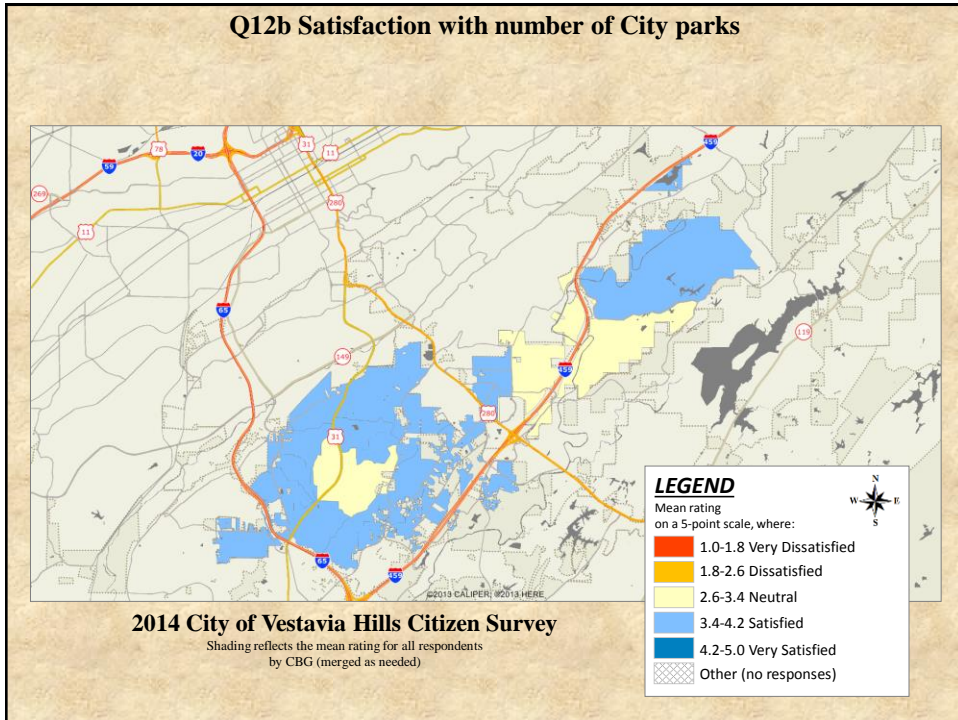
Shading reflects the mean rating for all respondents by CBG (merged as needed)

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

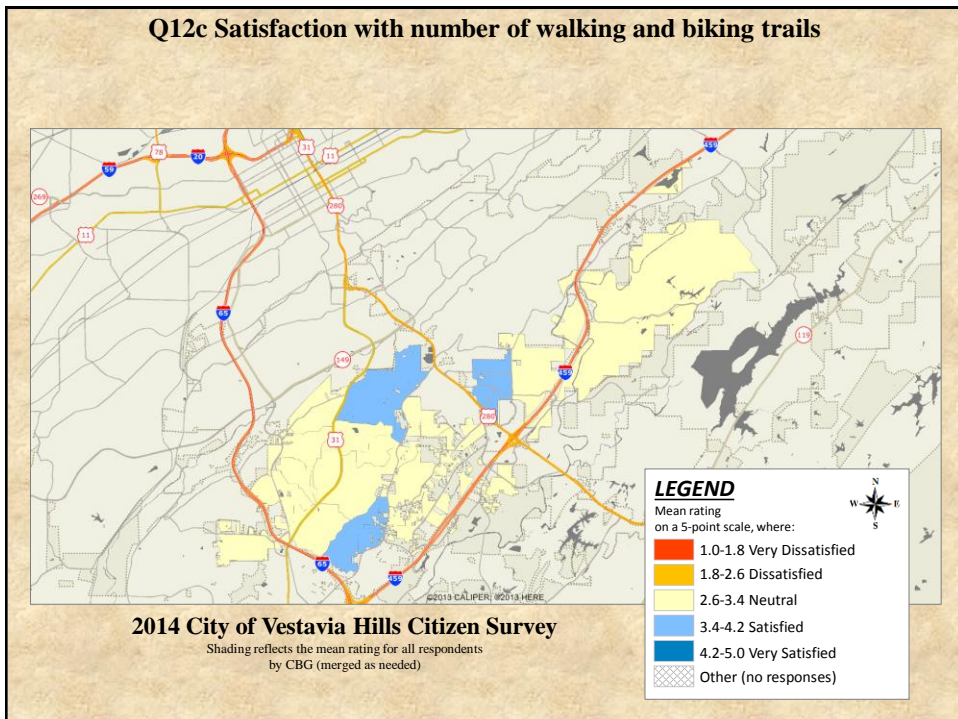
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



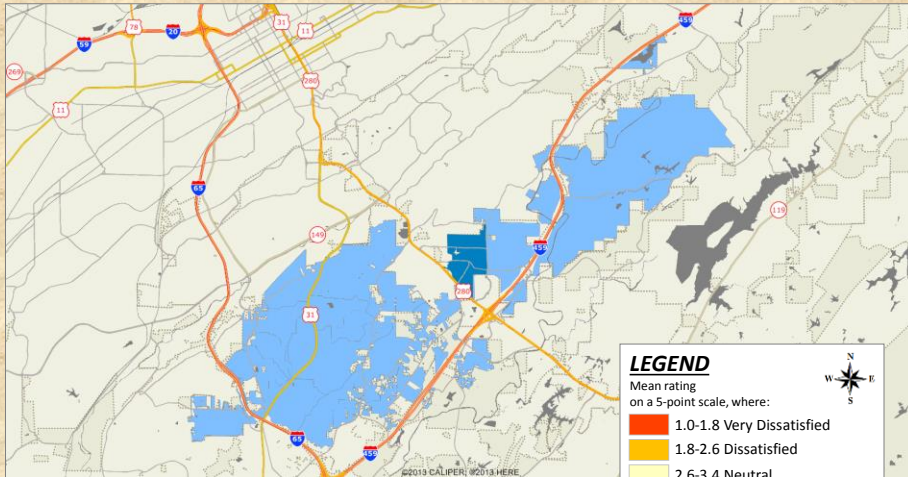
Q12b Satisfaction with number of City parks



Q12c Satisfaction with number of walking and biking trails



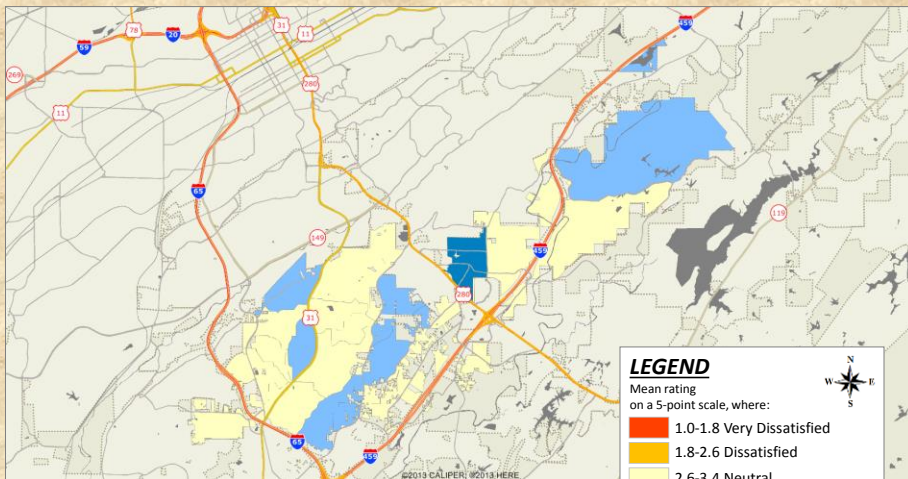
**Q12d Satisfaction with outdoor athletic fields
(baseball, soccer, softball, lacrosse, and football)**



2014 City of Vestavia Hills Citizen Survey

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

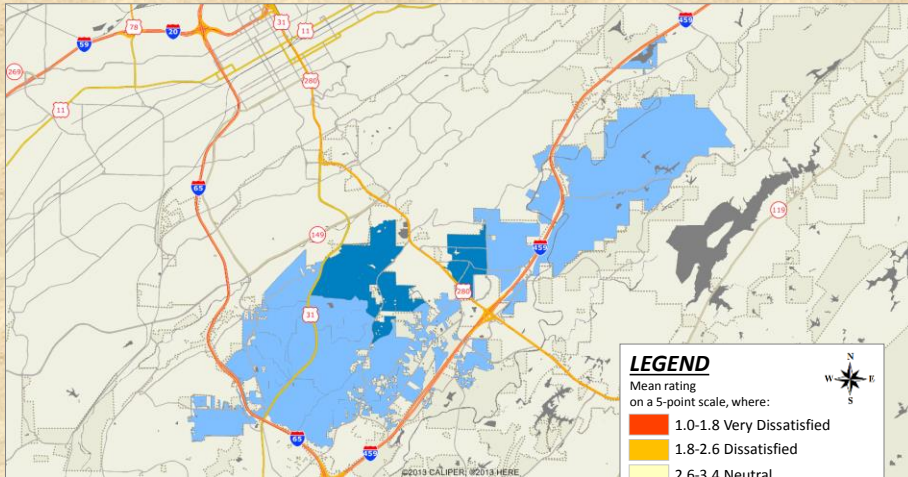
Q12e Satisfaction with community recreational centers



2014 City of Vestavia Hills Citizen Survey

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

Q12f Satisfaction with the City's youth athletic programs



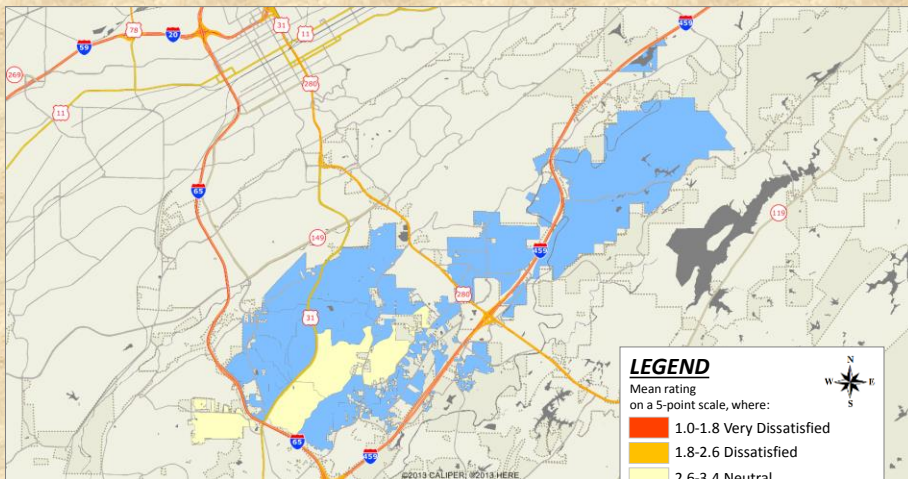
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q12g Satisfaction with the City's senior programs



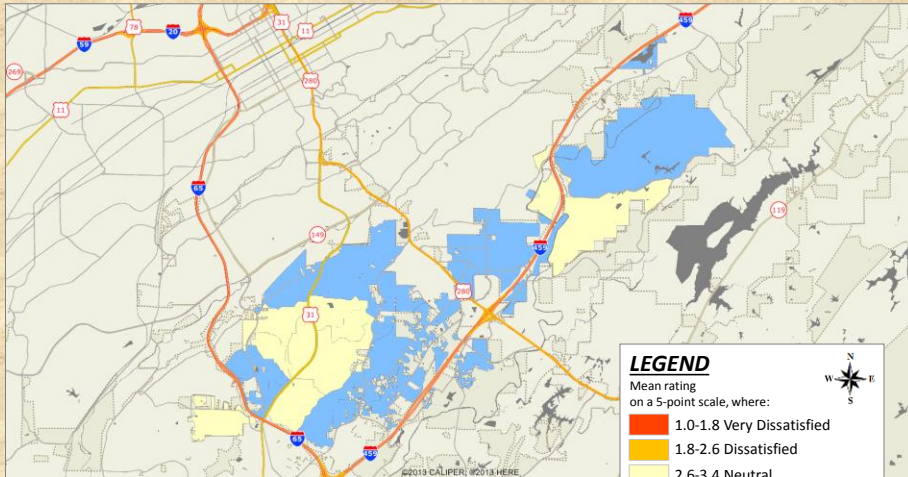
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**Q12h Satisfaction with City recreational programs
(classes, trips, specials events and arts programming)**



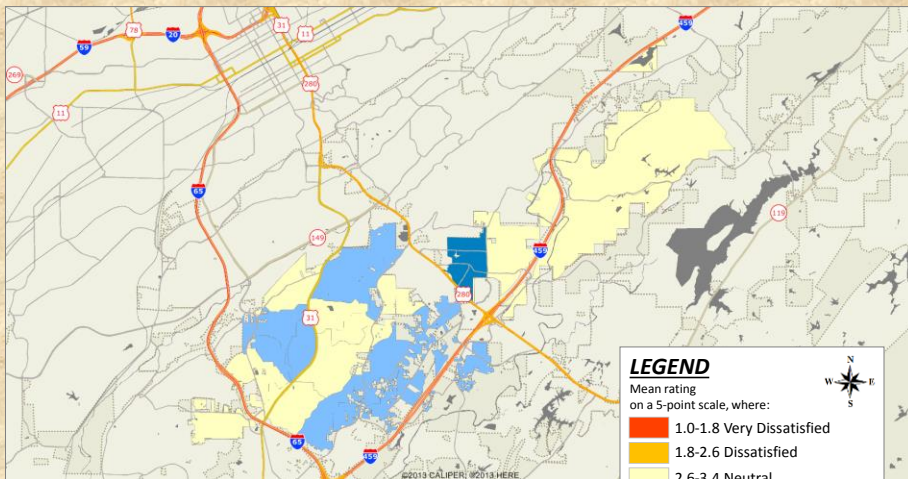
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q12i Satisfaction with swimming pools



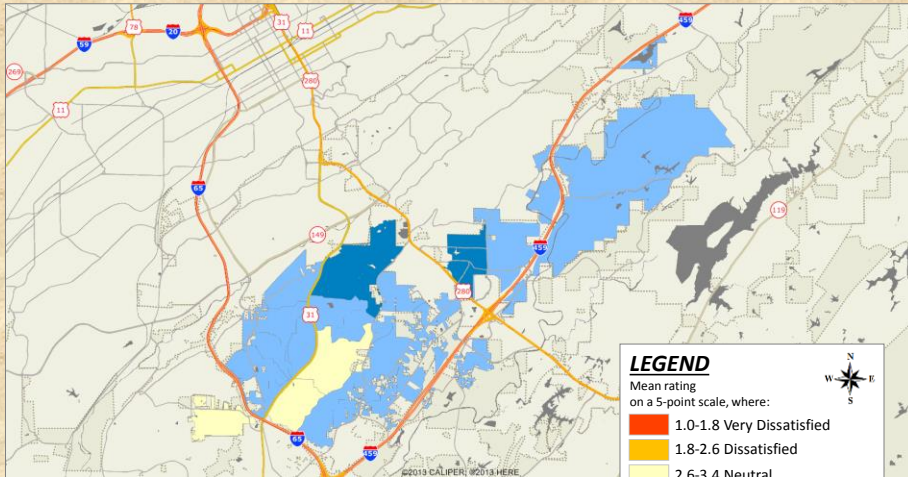
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

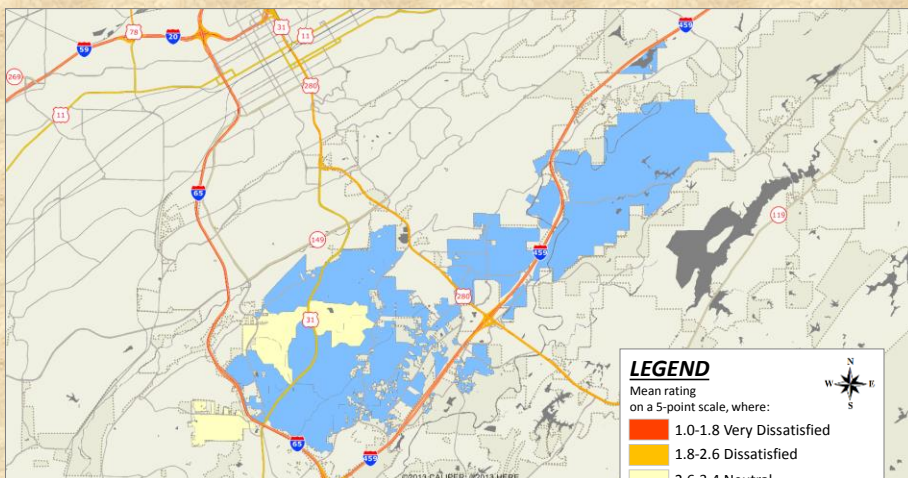
Q12j Satisfaction with ease of registering for programs



2014 City of Vestavia Hills Citizen Survey

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

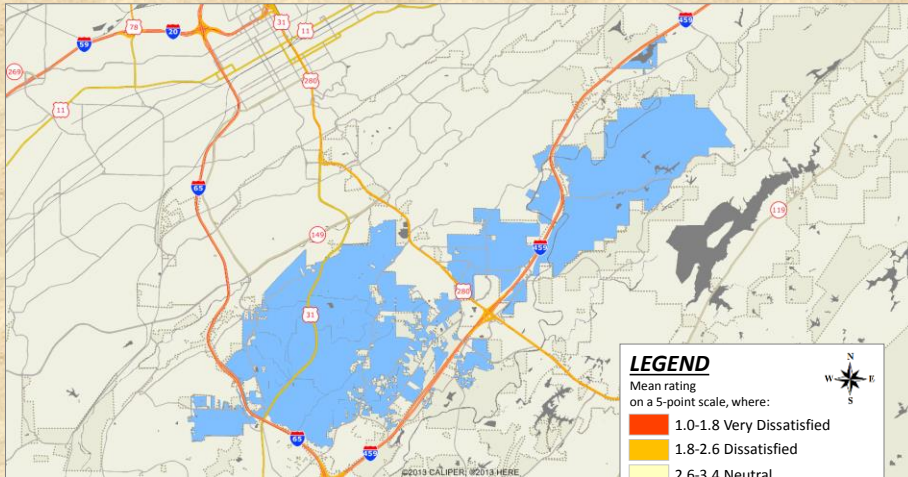
Q12k Satisfaction with fees charged for recreational programs



2014 City of Vestavia Hills Citizen Survey

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

Q14a Satisfaction with the availability of information about City programs and services



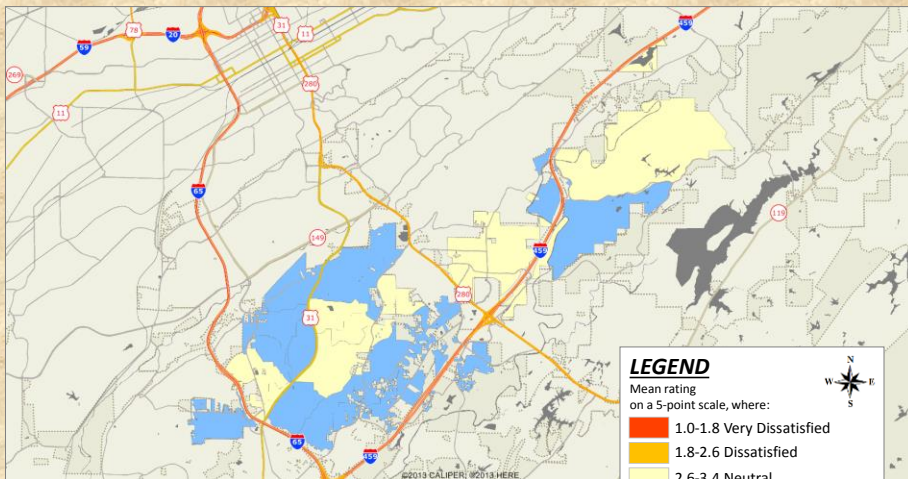
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q14b Satisfaction with level of public involvement in local decision making



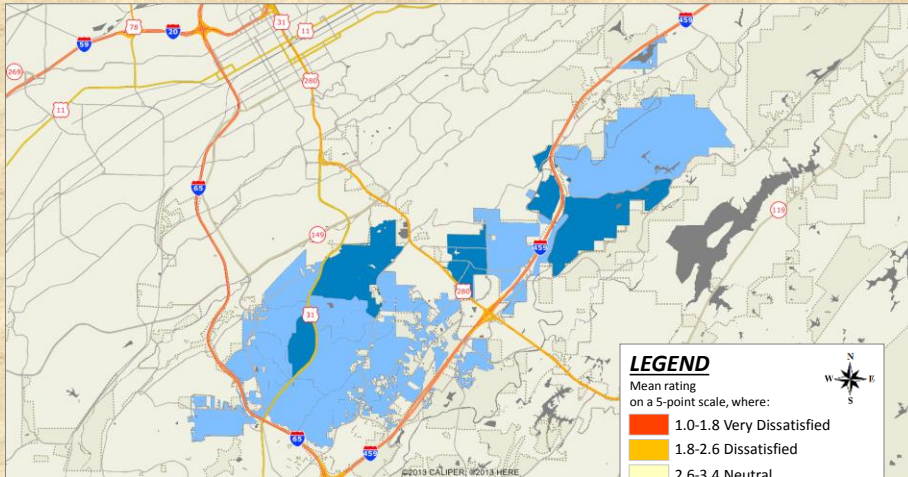
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q14c Satisfaction with quality of community newsletter



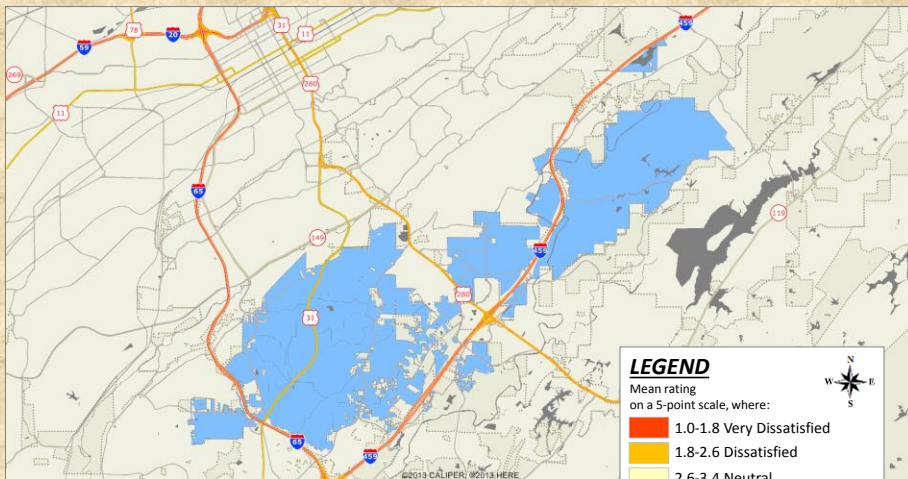
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q14d Satisfaction with availability of information on other City services and programs



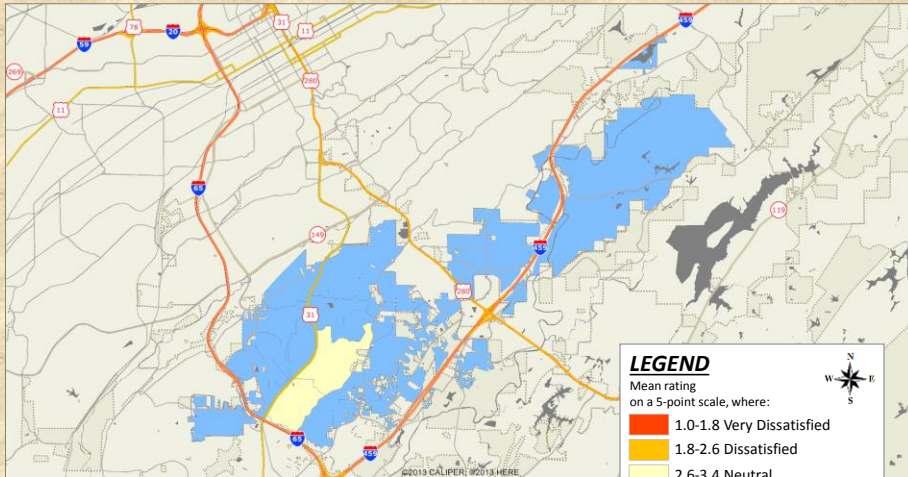
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

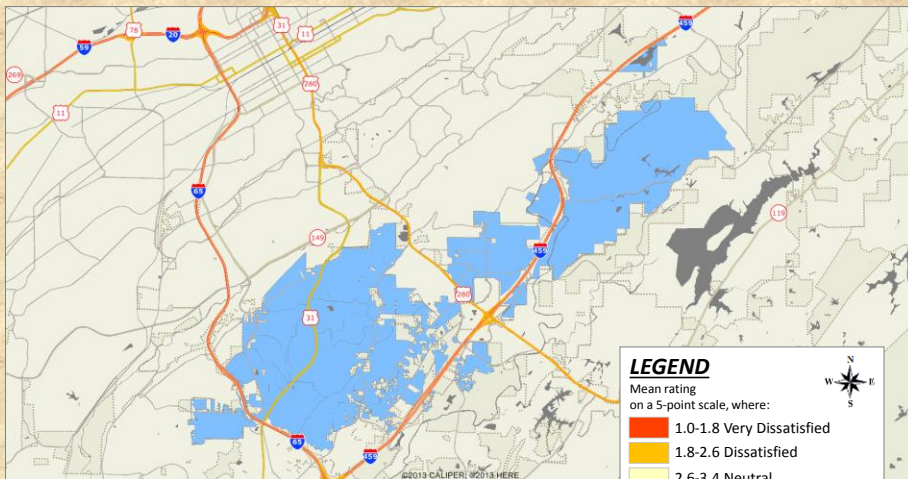
Q14e Satisfaction with the quality of the City's web page



2014 City of Vestavia Hills Citizen Survey

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

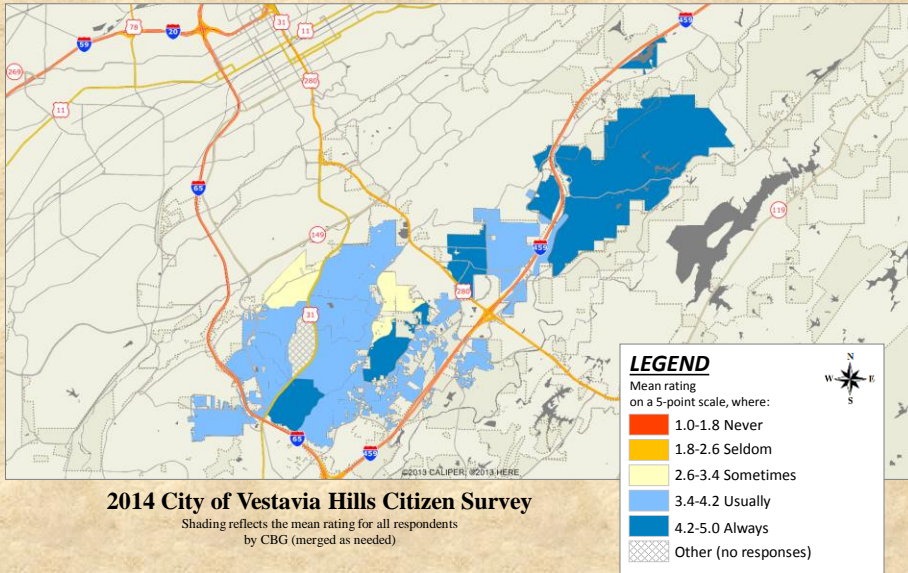
Q14f Satisfaction with the transparency of the City government/the City's willingness to openly share information with the community



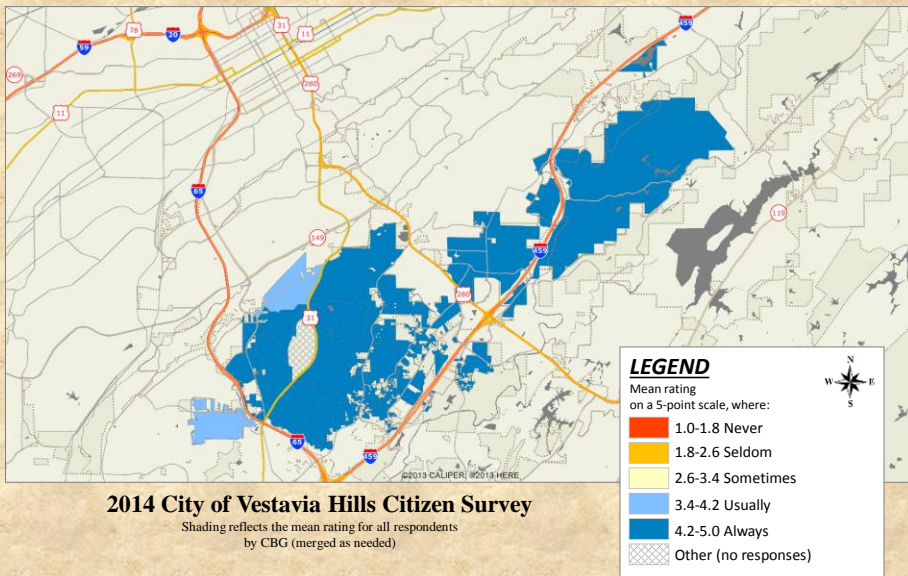
2014 City of Vestavia Hills Citizen Survey

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

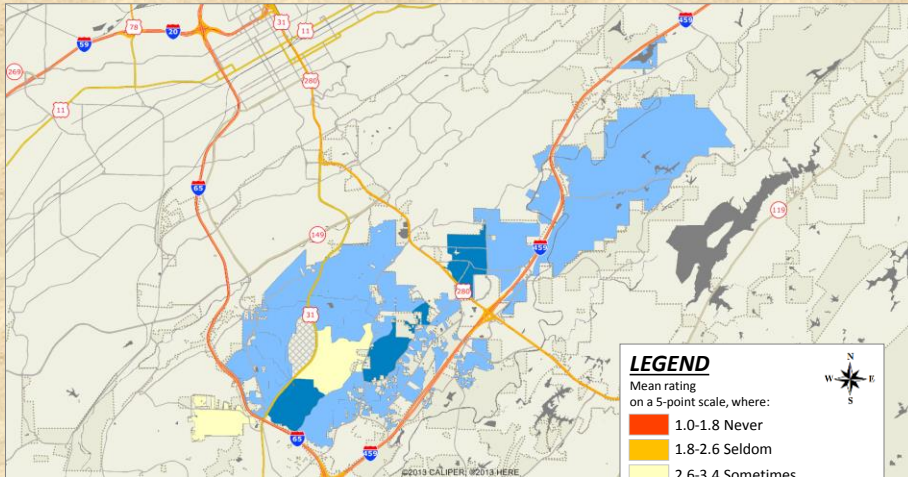
Q16b How often customer service was easy to contact



Q16c How often customer service was courteous and polite



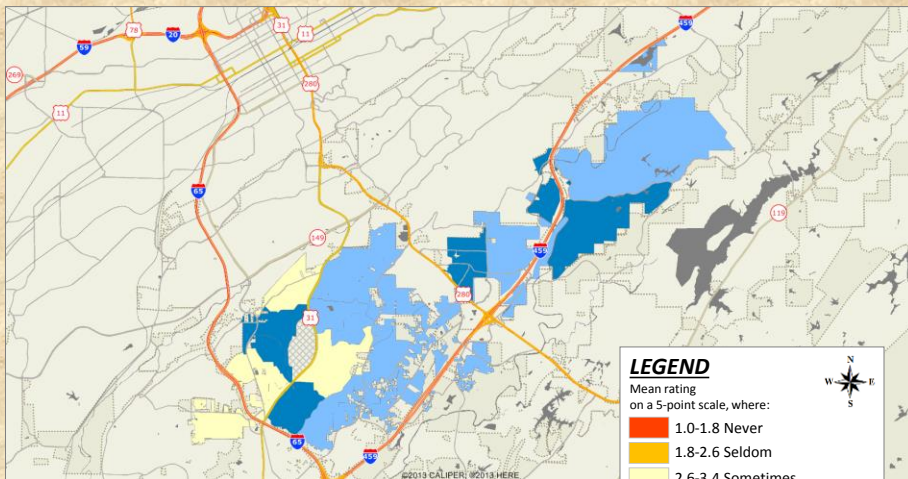
Q16d How often customer service gave prompt, accurate, & complete answers to questions



2014 City of Vestavia Hills Citizen Survey

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

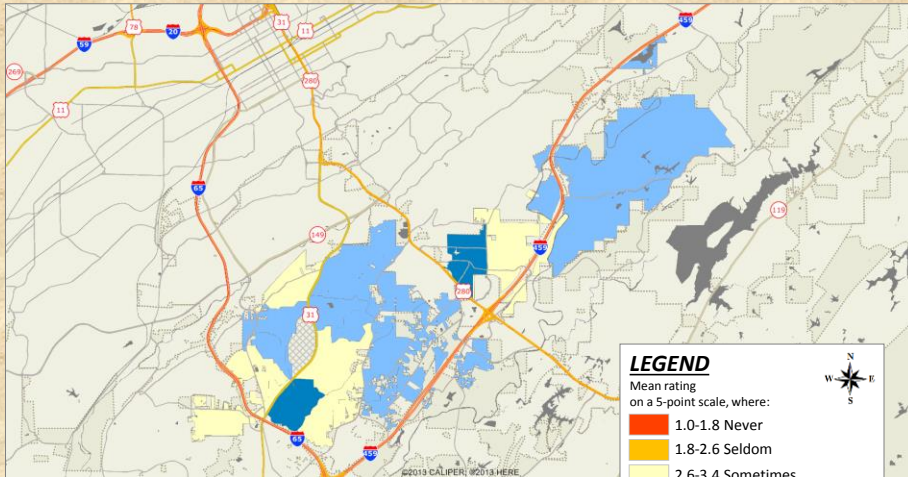
Q16e How often customer service did what they said they would do in a timely manner



2014 City of Vestavia Hills Citizen Survey

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

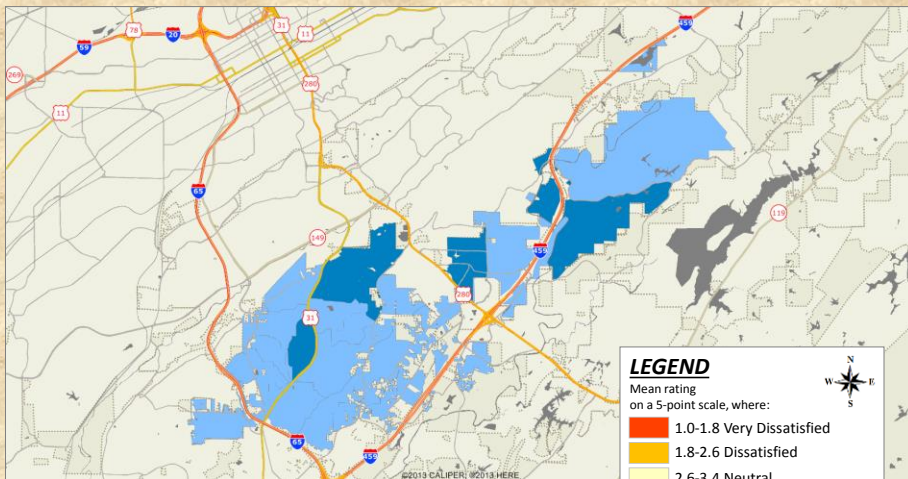
Q16f How often customer service helped you resolve an issue to your satisfaction



2014 City of Vestavia Hills Citizen Survey

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

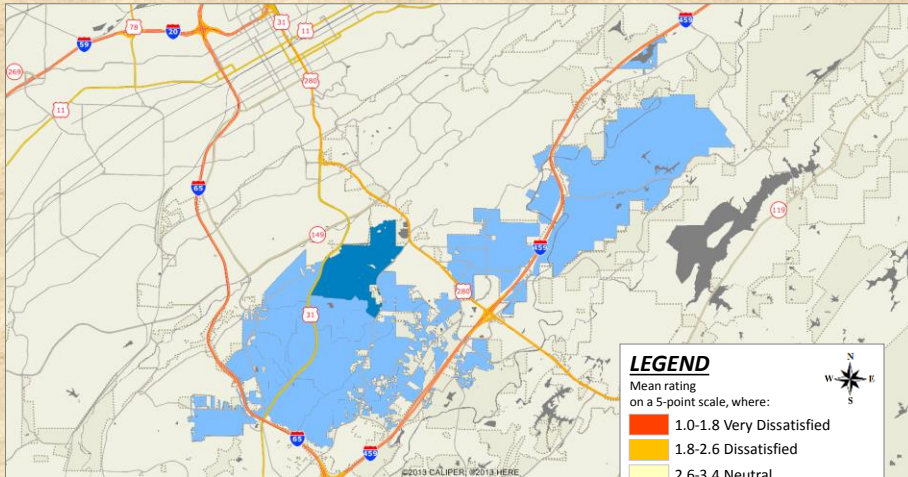
Q17a Satisfaction with overall quality of leadership provided by the City's elected officials



2014 City of Vestavia Hills Citizen Survey

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

Q17b Satisfaction with overall effectiveness of appointed boards and commissions



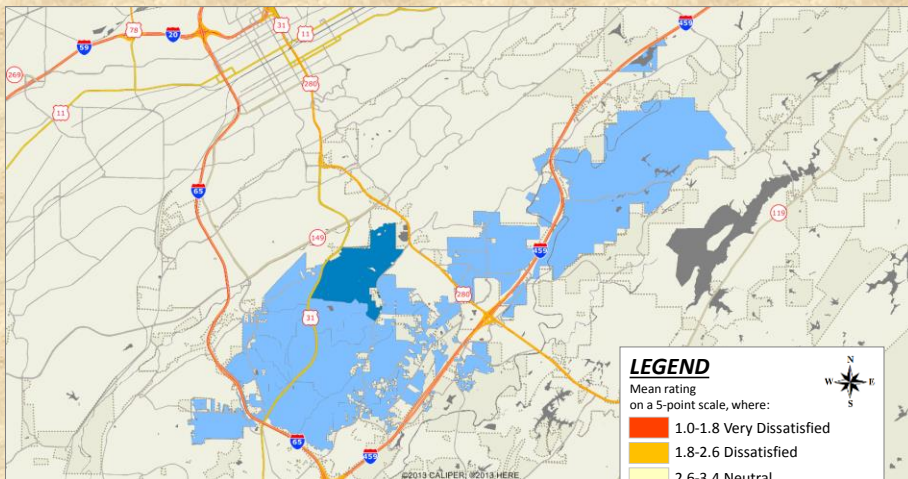
2014 City of Vestavia Hills Citizen Survey

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

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q17c Satisfaction with overall effectiveness of the Department Heads and staff



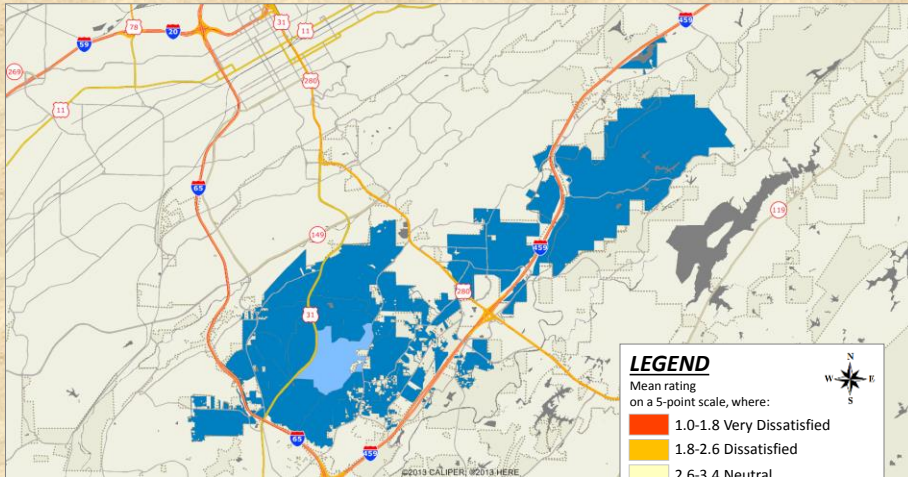
2014 City of Vestavia Hills Citizen Survey

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

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

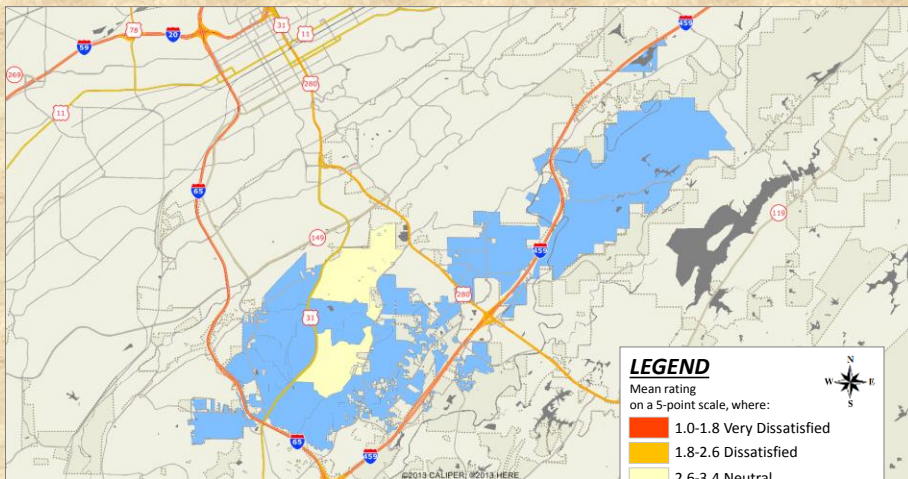
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q29a Satisfaction with residential trash collection services



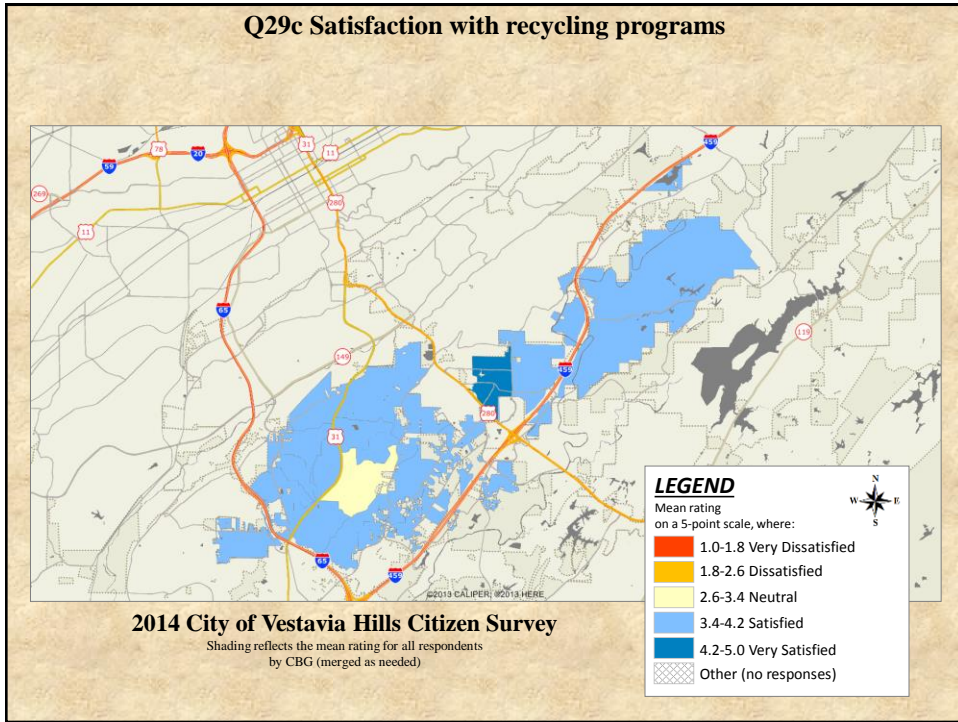
2014 City of Vestavia Hills Citizen Survey
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q29b Satisfaction with brush and bulky removal services



2014 City of Vestavia Hills Citizen Survey
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q29c Satisfaction with recycling programs



Q29d Satisfaction with litter control along major streets

