2011 DirectionFinder®
Community Survey
FINAL Results

Prepared for
The City of Vestavia Hills
May, 2011
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DirectionFinder® Survey
Executive Summary

Purpose and Methodology

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

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

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

This report contains:

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

**Major Findings**

- **Overall Satisfaction with City services.** The overall City services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were; the quality of the City’s school system (94%), the quality of public safety services (92%), the quality of public library services (90%) and parks and recreation programs and facilities (77%). Of least satisfaction was the quality of street and facility maintenance (60%) and the quality of the City’s stormwater runoff/management system (60%).

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

- **Perceptions of the City.** Most (91%) of the residents surveyed, *who had an opinion*, were very satisfied with the overall quality of life in Vestavia Hills; only 2% were dissatisfied and the remaining 7% gave a neutral rating. Most were also satisfied (85%) with the overall quality of services provided by the City.

- **Public Safety.** The public safety services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: the quality of local fire protection (88%), the quality of local police protection (88%) and the response time of police personnel (85%). The public safety services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) visibility of police in neighborhoods, and 2) City’s efforts to prevent crime.

- **Feeling of Safety in the City.** Most (98%) of the residents surveyed, *who had an opinion*, felt safe, in general, (rating of 4 or 5 on a 5-point scale) in Vestavia Hills. In addition, ninety-eight percent (98%) of residents felt safe in their neighborhood during the day and 98% felt safe in commercial and retail areas.
- **Codes and Ordinances.** Nearly three fourths (72%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with codes designed to protect public safety, and 61% were satisfied with sign regulations. Those surveyed were least satisfied with the maintenance of residential property (53%).

- **City Maintenance.** The maintenance services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were; the maintenance of traffic signals (87%), the cleanliness of streets and other public areas (82%), and the maintenance of City buildings (80%). Residents were least satisfied with the adequacy of the City’s street lighting (60%). The maintenance services that residents felt should receive the most emphasis from City leaders over the next two years were; 1) the maintenance of streets, and 2) the adequacy of city street lighting.

- **Parks and Recreation.** The parks and recreation services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were; the maintenance of City parks (83%), the City’s youth athletic programs (71%), and outdoor athletic fields (68%). The parks and recreation services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) walking trails, and 2) the maintenance of parks.

- **City Communications.** Seventy percent (70%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City’s newsletter and 59% were satisfied with the availability of information about city programs.

- **Priority of Various City Projects.** The City projects that residents felt should be the highest priority, based upon the combined percent of residents who rated the item as a 1, or 2 6-point scale where a rating of 1 meant the item was very important, were; road resurfacing/reconstruction (48%), expanded police protection and facilities (47%), and expansion of trails and facilities (39%).

**Other Findings.**

- 39% of those surveyed had called the City’s “911” public safety call center. Of those, most felt treated professionally (98%), said that their call was answered in a timely manner (96%), and that their call was met with a satisfactory response (93%).

- Capital improvements that respondents indicated were the most important were; street reconstruction (59%), sidewalk extensions (56%), and parks (48%).

- Capital projects that respondents felt were the most important to fund through general obligation bonds were Vestavia Hills funded/operated Community Civic Center, and sidewalk expansion.
Section 1: Charts and Graphs
Q1. Overall Satisfaction with City Services
by percentage of respondents (excluding don't knows)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of the City's school system</td>
<td>65%</td>
<td>29%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Overall quality of public safety services</td>
<td>52%</td>
<td>40%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Quality of public library facilities/services</td>
<td>61%</td>
<td>29%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Quality of City parks &amp; rec programs/fac.</td>
<td>31%</td>
<td>46%</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>Quality of customer service from City employees</td>
<td>29%</td>
<td>47%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Effectiveness of City comm. with the public</td>
<td>23%</td>
<td>45%</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>Overall flow of traffic &amp; congestion mgmt in City</td>
<td>21%</td>
<td>45%</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>Enforcement of City codes and ordinances</td>
<td>20%</td>
<td>46%</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td>Maintenance of City streets and facilities</td>
<td>16%</td>
<td>44%</td>
<td>26%</td>
<td>14%</td>
</tr>
<tr>
<td>Quality of City's stormwater runoff/mgmt system</td>
<td>19%</td>
<td>41%</td>
<td>27%</td>
<td>13%</td>
</tr>
</tbody>
</table>

ETC Institute 2011 (City of Vestavia Hills, AL)

Q2. City Services That Should Receive the Most Emphasis From City Leaders Over the Next Two Years
by percentage of respondents who selected the item as one of their top three choices

<table>
<thead>
<tr>
<th>Service</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of City streets and facilities</td>
<td>51%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of the City's school system</td>
<td>40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall flow of traffic &amp; congestion mgmt in City</td>
<td>38%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall quality of public safety services</td>
<td>31%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of City parks &amp; rec programs/fac.</td>
<td>29%</td>
<td></td>
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</tr>
<tr>
<td>Quality of City's stormwater runoff/mgmt system</td>
<td>21%</td>
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</tr>
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<td>Effectiveness of City comm. with the public</td>
<td>16%</td>
<td></td>
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</tr>
<tr>
<td>Enforcement of City codes and ordinances</td>
<td>14%</td>
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<tr>
<td>Quality of public library facilities/services</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of customer service from City employees</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ETC Institute 2011 (City of Vestavia Hills, AL)
Q3. Satisfaction with Issues that Influence Your Perception of the City
by percentage of respondents (excluding don't knows)

- Overall quality of life in the City:
  - Very Satisfied: 38%
  - Satisfied: 53%
  - Neutral: 7%
  - Dissatisfied: 2%

- Overall quality of services provided by the City:
  - Very Satisfied: 29%
  - Satisfied: 56%
  - Neutral: 12%
  - Dissatisfied: 4%

- Overall image of the City:
  - Very Satisfied: 28%
  - Satisfied: 49%
  - Neutral: 15%
  - Dissatisfied: 8%

- Value that you receive for City tax dollars/fees:
  - Very Satisfied: 22%
  - Satisfied: 47%
  - Neutral: 21%
  - Dissatisfied: 10%

- Overall appearance of the City:
  - Very Satisfied: 21%
  - Satisfied: 46%
  - Neutral: 20%
  - Dissatisfied: 14%

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Q4. Ratings of the City of Vestavia Hills
by percentage of respondents (excluding don't knows)

How Respondents Rate the City of Vestavia Hills:

- As a place to live:
  - Excellent: 61%
  - Good: 36%
  - Neutral: 2%

- As a place to raise children:
  - Excellent: 67%
  - Good: 29%
  - Neutral: 4%

- As a place to work:
  - Excellent: 42%
  - Good: 30%
  - Neutral: 21%
  - Poor: 7%

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ETC Institute 2011 (City of Vestavia Hills, AL)
Q5. Satisfaction with Various Aspects of Public Safety
by percentage of respondents (excluding don’t knows)

- Overall quality of local fire protection: 42% Very Satisfied, 46% Satisfied, 12% Neutral
- Quality of local police protection: 40% Very Satisfied, 48% Satisfied, 10% Neutral
- How quickly police respond to emergencies: 39% Very Satisfied, 46% Satisfied, 11% Neutral
- How quickly emergency personnel respond: 49% Very Satisfied, 36% Satisfied, 14% Neutral
- Quality of local ambulance service: 42% Very Satisfied, 39% Satisfied, 19% Neutral
- City’s efforts to prevent crime: 28% Very Satisfied, 45% Satisfied, 20% Neutral
- Enforcement of local traffic laws: 25% Very Satisfied, 47% Satisfied, 21% Neutral
- Visibility of police in neighborhoods: 27% Very Satisfied, 42% Satisfied, 20% Neutral
- Police safety education programs: 31% Very Satisfied, 37% Satisfied, 28% Neutral
- Visibility of police in retail areas: 22% Very Satisfied, 45% Satisfied, 27% Neutral
- Fire safety education programs: 29% Very Satisfied, 35% Satisfied, 32% Neutral
- Enforcement of speed limits in neighborhoods: 20% Very Satisfied, 39% Satisfied, 21% Neutral
- Quality of animal control: 19% Very Satisfied, 37% Satisfied, 29% Neutral

ETC Institute 2011 (City of Vestavia Hills, AL)

Q6. Public Safety Issues That Should Receive the Most Emphasis From City Leaders Over the Next Two Years
by percentage of respondents who selected the item as one of their top three choices

- Visability of police in neighborhoods: 41% 1st Choice, 28% 2nd Choice, 16% 3rd Choice
- City’s efforts to prevent crime: 39% 1st Choice, 28% 2nd Choice, 15% 3rd Choice
- Quality of local police protection: 28% 1st Choice, 15% 2nd Choice, 14% 3rd Choice
- Enforcement of speed limits in neighborhoods: 28% 1st Choice, 15% 2nd Choice, 13% 3rd Choice
- Visability of police in retail areas: 16% 1st Choice, 15% 2nd Choice, 13% 3rd Choice
- Quality of animal control: 15% 1st Choice, 14% 2nd Choice, 13% 3rd Choice
- How quickly emergency personnel respond: 15% 1st Choice, 14% 2nd Choice, 13% 3rd Choice
- Enforcement of local traffic laws: 14% 1st Choice, 13% 2nd Choice, 13% 3rd Choice
- Overall quality of local fire protection: 13% 1st Choice, 13% 2nd Choice, 13% 3rd Choice
- How quickly police respond to emergencies: 13% 1st Choice, 13% 2nd Choice, 13% 3rd Choice
- Police safety education programs: 6% 1st Choice, 5% 2nd Choice, 4% 3rd Choice
- Quality of local ambulance service: 5% 1st Choice, 5% 2nd Choice, 4% 3rd Choice
- Fire safety education programs: 4% 1st Choice, 5% 2nd Choice, 5% 3rd Choice

ETC Institute 2011 (City of Vestavia Hills, AL)
Q7. Have You Ever Called “911”, the Vestavia Hills Public Safety Call Center?

by percentage of respondents

Yes 39%
No 61%

ETC Institute 2011 (City of Vestavia Hills, AL)

Q7a. How Was Your Service?

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

Where you treated professionally? 98%
Was your call answered in timely manner? 96%
Did call taker's action end with satisfactory res? 93%

ETC Institute 2011 (City of Vestavia Hills, AL)
Q8. Feeling of Safety in Various Situations
by percentage of respondents (excluding don’t knows)

Overall feeling of safety in Vestavia Hills
- Very Safe: 65%
- Somewhat Safe: 33%
- Unsafe: 2%

In your neighborhood during the day
- Very Safe: 75%
- Somewhat Safe: 23%

In commercial and retail areas
- Very Safe: 58%
- Somewhat Safe: 40%

In your neighborhood at night
- Very Safe: 60%
- Somewhat Safe: 36%

In the City parks
- Very Safe: 53%
- Somewhat Safe: 43%

ETC Institute 2011 (City of Vestavia Hills, AL)

Q9. Satisfaction with Enforcement of Codes and Ordinances
by percentage of respondents (excluding don’t knows)

Enforcing:
- Codes designed to protect public safety
  - Very Satisfied: 20%
  - Satisfied: 52%
  - Neutral: 24%
  - Dissatisfied: 4%

- Sign regulations
  - Very Satisfied: 17%
  - Satisfied: 44%
  - Neutral: 29%
  - Dissatisfied: 10%

- Clean up of litter/debris on private property
  - Very Satisfied: 17%
  - Satisfied: 43%
  - Neutral: 22%
  - Dissatisfied: 17%

- Mowing/trimming of private property
  - Very Satisfied: 15%
  - Satisfied: 44%
  - Neutral: 25%
  - Dissatisfied: 16%

- Maintenance of business property
  - Very Satisfied: 16%
  - Satisfied: 42%
  - Neutral: 30%
  - Dissatisfied: 13%

- Maintenance of residential property
  - Very Satisfied: 14%
  - Satisfied: 39%
  - Neutral: 29%
  - Dissatisfied: 18%

ETC Institute 2011 (City of Vestavia Hills, AL)
Q10. Overall Satisfaction with Various Aspects of City Maintenance

by percentage of respondents (excluding don't knows)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of traffic signals</td>
<td>27%</td>
<td>60%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>Cleanliness of City streets/other public areas</td>
<td>25%</td>
<td>57%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>Maintenance of City buildings</td>
<td>27%</td>
<td>53%</td>
<td>18%</td>
<td>2%</td>
</tr>
<tr>
<td>Maintenance of street signs</td>
<td>25%</td>
<td>54%</td>
<td>16%</td>
<td>5%</td>
</tr>
<tr>
<td>Maintenance of sidewalks</td>
<td>29%</td>
<td>50%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Mowing &amp; trimming along streets/other public areas</td>
<td>25%</td>
<td>53%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Maintenance of major City streets</td>
<td>23%</td>
<td>51%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Adequacy of City street lighting</td>
<td>19%</td>
<td>41%</td>
<td>22%</td>
<td>18%</td>
</tr>
</tbody>
</table>

ETC Institute 2011 (City of Vestavia Hills, AL)

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

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

<table>
<thead>
<tr>
<th>Aspect</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of major City streets</td>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adequacy of City street lighting</td>
<td></td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Cleanliness of City streets/other public areas</td>
<td></td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Mowing &amp; trimming along streets/other public areas</td>
<td></td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Maintenance of sidewalks</td>
<td></td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Maintenance of street signs</td>
<td></td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Maintenance of traffic signals</td>
<td></td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Maintenance of City buildings</td>
<td></td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

ETC Institute 2011 (City of Vestavia Hills, AL)
Q12. Satisfaction with Various Aspects of Parks and Recreation 
by percentage of respondents (excluding don't knows)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of City parks</td>
<td>22%</td>
<td>61%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>City's youth athletic programs</td>
<td>22%</td>
<td>49%</td>
<td>24%</td>
<td>6%</td>
</tr>
<tr>
<td>Outdoor athletic fields</td>
<td>21%</td>
<td>47%</td>
<td>23%</td>
<td>9%</td>
</tr>
<tr>
<td>Ease of registering for programs</td>
<td>18%</td>
<td>49%</td>
<td>25%</td>
<td>8%</td>
</tr>
<tr>
<td>Number of City parks</td>
<td>17%</td>
<td>45%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Fees charged for recreational programs</td>
<td>15%</td>
<td>43%</td>
<td>30%</td>
<td>12%</td>
</tr>
<tr>
<td>Swimming pools</td>
<td>16%</td>
<td>41%</td>
<td>30%</td>
<td>13%</td>
</tr>
<tr>
<td>City recreational programs</td>
<td>14%</td>
<td>37%</td>
<td>40%</td>
<td>9%</td>
</tr>
<tr>
<td>Community recreational centers</td>
<td>13%</td>
<td>36%</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>City's adult athletic programs</td>
<td>12%</td>
<td>36%</td>
<td>39%</td>
<td>13%</td>
</tr>
<tr>
<td>Number of walking/biking trails</td>
<td>12%</td>
<td>31%</td>
<td>23%</td>
<td>34%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of walking/biking trails</td>
<td>41%</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>Maintenance of City parks</td>
<td>31%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Community recreational centers</td>
<td>26%</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>Number of City parks</td>
<td>24%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Swimming pools</td>
<td>15%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Outdoor athletic fields</td>
<td>12%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>City's youth athletic programs</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Fees charged for recreational programs</td>
<td>8%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>City's adult athletic programs</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>City recreational programs</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Ease of registering for programs</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

ETC Institute 2011 (City of Vestavia Hills, AL)
Q14. Satisfaction with Various Aspects of City Communication

by percentage of respondents (excluding don’t knows)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of community newsletter</td>
<td>24%</td>
<td>46%</td>
<td>23%</td>
</tr>
<tr>
<td>Availability of information about City programs/se</td>
<td>16%</td>
<td>43%</td>
<td>28%</td>
</tr>
<tr>
<td>Quality of the City's web page</td>
<td>17%</td>
<td>39%</td>
<td>33%</td>
</tr>
<tr>
<td>Level of public involvement in local decision making</td>
<td>14%</td>
<td>42%</td>
<td>30%</td>
</tr>
<tr>
<td>Transparency of City government</td>
<td>14%</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td>Availability of info on other City services/programs</td>
<td>16%</td>
<td>35%</td>
<td>33%</td>
</tr>
</tbody>
</table>

ETC Institute 2011 (City of Vestavia Hills, AL)

---

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

by percentage of respondents

Yes 93%
No 7%

ETC Institute 2011 (City of Vestavia Hills, AL)
Q15a. Kind of Internet Access at Home?
by percentage of respondents who HAD access to the internet

- Broadband (DSL/Cable): 94%
- Dial-up: 5%
- Don't know: 1%

ETC Institute 2011 (City of Vestavia Hills, AL)

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

- Yes: 33%
- No: 67%

ETC Institute 2011 (City of Vestavia Hills, AL)
Q16b-f. Satisfaction with Various Aspects of Customer Service
by percentage of respondents who DID have contact with the City

- They were courteous & polite: 52% Always, 30% Usually, 14% Sometimes
- They were easy to contact: 41% Always, 34% Usually, 19% Sometimes
- Gave prompt/accurate/complete answers: 45% Always, 27% Usually, 12% Sometimes, 5% Sometimes
- Did what they said they would in a timely manner: 42% Always, 25% Usually, 16% Sometimes, 11% Occasionally
- Helped resolve an issue to satisfaction: 40% Always, 25% Usually, 12% Sometimes, 9% Occasionally, 14% Occasionally

Q17. Satisfaction with Various Aspects of City Leadership
by percentage of respondents (excluding don’t knows)

- Quality of leadership provided by Elected Official: 22% Very Satisfied (5), 48% Satisfied (4), 24% Neutral (3), 6% Dissatisfied (1/2)
- Effectiveness of the Department Heads and Staff: 21% Very Satisfied (5), 47% Satisfied (4), 28% Neutral (3), 5% Dissatisfied (1/2)
- Effectiveness of appointed boards/commissions: 20% Very Satisfied (5), 45% Satisfied (4), 30% Neutral (3), 5% Dissatisfied (1/2)

ETC Institute 2011 (City of Vestavia Hills, AL)
Q18. What Priority Level Respondents Place on the Following Projects by percentage of respondents (excluding don't knows)

- Road resurfacing & reconstruction: 31% Highest, 17% 2nd, 26% 3rd, 11% 4th, 9% 5th, 7% Lowest
- Expanded police protection & facilities: 25% Highest, 22% 2nd, 17% 3rd, 15% 4th, 14% 5th, 7% Lowest
- Expansion of trails & facilities: 17% Highest, 22% 2nd, 15% 3rd, 16% 4th, 15% 5th, 16% Lowest
- New community center & pool: 23% Highest, 12% 2nd, 13% 3rd, 11% 4th, 15% 5th, 25% Lowest
- Expanded fire protection & facilities: 10% Highest, 17% 2nd, 19% 3rd, 21% 4th, 22% 5th, 11% Lowest
- Expanded recycling program & facilities: 12% Highest, 13% 2nd, 11% 3rd, 17% 4th, 16% 5th, 32% Lowest

Q19. Respondent’s Rating of Areas Involving Economic Development by percentage of respondents (excluding don't knows)

- Retail development: 35% Much Too Slow, 39% Slow, 39% Just Right, 21% Fast, 2% Much Too Fast
- High Density business development: 21% Much Too Slow, 39% Slow, 39% Just Right, 35% Fast, 2% Much Too Fast
- Mixed use development: 16% Much Too Slow, 34% Slow, 44% Just Right, 6% Fast, 2% Much Too Fast
- Office Development: 13% Much Too Slow, 37% Slow, 47% Just Right, 3% Fast, 2% Much Too Fast
- Single-family residential development: 5% Much Too Slow, 12% Slow, 68% Just Right, 3% Fast, 2% Much Too Fast

ETC Institute 2011 (City of Vestavia Hills, AL)
Q20. Support of the City Using Incentives to Attract and Expand Retail, Manufacturing, Science & Technology, and Regional Office Companies?

by percentage of respondents

- Very Supportive: 50%
- Somewhat Supportive: 31%
- Not Sure: 15%
- Not Supportive: 4%

ETC Institute 2011 (City of Vestavia Hills, AL)

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

by percentage of respondents

- Every day: 20%
- A few times/week: 46%
- At least once a week: 18%
- Few times per month: 14%
- Few times per year: 2%
- Seldom or never: 1%
- Every day: 20%

ETC Institute 2011 (City of Vestavia Hills, AL)
Q22. How Important is a Redeveloped Highway 31 as Part of the City’s Redevelopment Plan?

by percentage of respondents

- Essential: 44%
- Important: 31%
- Not Sure: 16%
- Not Important: 8%
- Detrimental: 1%

ETC Institute 2011 (City of Vestavia Hills, AL)

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

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

- Street Reconstruction: 59%
- Sidewalk extensions: 56%
- Parks: 48%
- Storm water system improvements: 42%
- Greenways: 36%
- Traffic signal replacement/Upgrade: 29%

ETC Institute 2011 (City of Vestavia Hills, AL)
Q24. Respondent’s Likeliness to Vote In Favor of Issuing General Obligation Bonds to Fund:

by percentage of respondents (excluding don’t knows)

- Vestavia Hills funded/operated Community/Civic Ctr: 42% Very Likely, 38% Somewhat Likely, 21% Not Likely
- Sidewalk extensions: 43% Very Likely, 36% Somewhat Likely, 22% Not Likely
- Relocating a fire station & updating others: 25% Very Likely, 45% Somewhat Likely, 31% Not Likely
- Purchase of wireless system to serve key areas: 26% Very Likely, 35% Somewhat Likely, 39% Not Likely
- A Need for a new City Hall: 11% Very Likely, 32% Somewhat Likely, 57% Not Likely
- Building a natatorium: 14% Very Likely, 28% Somewhat Likely, 58% Not Likely

Q25. Which TWO Capital Projects Respondent’s Think Are Most Important to Fund Through A General Obligation Bond

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

- Vestavia Hills funded/operated Community/Civic Ctr: 42%
- Sidewalk extensions: 38%
- Relocating a fire station & updating others: 21%
- Purchase of wireless system to serve key areas: 15%
- A Need for a new City Hall: 8%
- Building a natatorium: 6%
Q26. How Likely Respondents are to Vote In Favor of Increasing Taxes to Issue Bonds to Fund:

by percentage of respondents (excluding don't knows)

- Sidewalk extensions: 16% Very Likely, 30% Somewhat Likely, 55% Not Likely
- Vestavia Hills funded/operated Community/Civic Ctr: 16% Very Likely, 28% Somewhat Likely, 56% Not Likely
- Relocating a fire station & updating others: 12% Very Likely, 29% Somewhat Likely, 59% Not Likely
- Purchase of wireless system to serve key areas: 7% Very Likely, 17% Somewhat Likely, 76% Not Likely
- A Need for a new City Hall: 11% Very Likely, 85% Somewhat Likely, 85% Not Likely
- Building a natatorium: 12% Very Likely, 85% Somewhat Likely, 85% Not Likely

ETC Institute 2011 (City of Vestavia Hills, AL)

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

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

- Vestavia Hills funded/operated Community/Civic Ctr: 26% 1st Choice, 26% 2nd Choice
- Sidewalk extensions: 24% 1st Choice, 24% 2nd Choice
- Relocating a fire station & updating others: 18% 1st Choice, 18% 2nd Choice
- Purchase of wireless system to serve key areas: 9% 1st Choice, 9% 2nd Choice
- A Need for a new City Hall: 4% 1st Choice, 4% 2nd Choice
- Building a natatorium: 3% 1st Choice, 3% 2nd Choice

ETC Institute 2011 (City of Vestavia Hills, AL)
Q28. Satisfaction with Various Aspects of Trash Services
by percentage of respondents (excluding don’t knows)

- Residential Trash collection services: 50% Very Satisfied, 41% Satisfied, 5% Neutral, 4% Dissatisfied
- Recycling programs: 29% Very Satisfied, 36% Satisfied, 20% Neutral, 15% Dissatisfied
- Litter control along major streets: 22% Very Satisfied, 41% Satisfied, 24% Neutral, 14% Dissatisfied
- Brush & bulky removal services: 25% Very Satisfied, 35% Satisfied, 17% Neutral, 24% Dissatisfied

ETC Institute 2011 (City of Vestavia Hills, AL)

Q29. Demographics: Amount of People in Each Age Group Living in Household
by percentage of respondents

- Under age 5: 11%
- Ages 65-74: 4%
- Ages 75+: 4%
- Ages 5-9: 6%
- Ages 10-14: 5%
- Ages 15-19: 7%
- Ages 20-24: 7%
- Ages 25-34: 13%
- Ages 35-44: 11%
- Ages 45-54: 14%
- Ages 55-64: 17%

ETC Institute 2011 (City of Vestavia Hills, AL)
Q30. Demographics: Amount of Years Lived in the City of Vestavia Hills
by percentage of respondents

- Less than 5 years: 18%
- 5-10 years: 21%
- 11-20 years: 22%
- More than 20 years: 39%

ETC Institute 2011 (City of Vestavia Hills, AL)

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

- None: 79%
- One: 16%
- Two: 4%
- Three/Four: 1%

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

ETC Institute 2011 (City of Vestavia Hills, AL)
Q32. Demographics: Do You Own or Rent Residence?

by percentage of respondents

- Own: 94%
- Rent: 6%

ETC Institute 2011 (City of Vestavia Hills, AL)

Q33. Demographics: Age of Respondent

by percentage of respondents

- Under 25: 2%
- 25 to 34: 21%
- 35 to 44: 16%
- 45 to 54: 20%
- 55 to 64: 26%
- 65+: 18%

ETC Institute 2011 (City of Vestavia Hills, AL)
Q34. Demographics: Are Your or Other Members of Your Household of Hispanic or Latino Ancestry?

by percentage of respondents

- Yes: 2%
- No: 98%

ETC Institute 2011 (City of Vestavia Hills, AL)

Q35. Demographics: Race of Respondent

by percentage of respondents

- White: 95%
- Other: 5%

ETC Institute 2011 (City of Vestavia Hills, AL)
Q36. Demographics: Household Income

by percentage of respondents

- Under $50,000: 10%
- $50,000 to $79,999: 12%
- $80,000 to $119,999: 29%
- $120,000 to $199,999: 25%
- $200,000 or more: 24%

ETC Institute 2011 (City of Vestavia Hills, AL)

Q37. Demographics: Respondent’s Gender

by percentage of respondents

- Male: 43%
- Female: 57%

ETC Institute 2011 (City of Vestavia Hills, AL)
Section 2: Benchmarking Data
Overview

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

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

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

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

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

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

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

Source: 2011 ETC Institute
Overall Satisfaction with Various City Services by Major Category - 2011

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

- Police, fire and ambulance services: 92% (Vestavia Hills) vs. 58% (U.S.)
- Parks and recreation: 77% (Vestavia Hills) vs. 31% (U.S.)
- Maintenance of City streets/facilities: 70% (Vestavia Hills) vs. 19% (U.S.)
- Overall quality of customer service: 76% (Vestavia Hills) vs. 32% (U.S.)
- City stormwater runoff management: 60% (Vestavia Hills) vs. 31% (U.S.)
- Effectiveness of communication with the public: 68% (Vestavia Hills) vs. 25% (U.S.)
- Enforcement of City Codes/ordinances: 66% (Vestavia Hills) vs. 28% (U.S.)

Source: ETC Institute DirectionFinder (2011)

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 image of the community: 77% (Vestavia Hills) vs. 71% (U.S.)
- Overall quality of life in the City: 91% (Vestavia Hills) vs. 80% (U.S.)
- Overall quality of City services provided: 85% (Vestavia Hills) vs. 57% (U.S.)
- Overall appearance of the City: 67% (Vestavia Hills) vs. 70% (U.S.)
- Value received for City tax dollars/fees: 69% (Vestavia Hills) vs. 45% (U.S.)

Source: 2011 ETC Institute
Perceptions that Residents Have of the City in Which They Live - 2011

Overall quality of life
- 25% rated high
- 97% rated very high

Overall image of the City
- 22% rated high
- 95% rated very high

Overall value received for your tax dollars
- 24% rated high
- 81% rated very high

Source: ETC Institute DirectionFinder (2011)

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

As a place to live
- 84% rated high
- 97% rated very high

As a place to raise children
- 79% rated high
- 96% rated very high

As a place to work
- 72% rated high
- 8% rated very high

Source: 2011 ETC Institute Benchmarking Analysis
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: 2011 ETC Institute

Satisfaction with Various Public Safety Services
Provided by Cities - 2011

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

Source: ETC Institute DirectionFinder (2011)
How Safe Residents Feel in Their Community
Vestavia Hills vs. the U.S

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

Source: 2011 ETC Institute

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

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

Source: 2011 ETC Institute
Satisfaction with **City Leadership**
Compared to Other Communities - 2011

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

*Source: ETC Institute DirectionFinder (2011)*

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

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

*Source: 2011 ETC Institute Benchmarking Analysis*
Satisfaction with **Maintenance Services** Provided by Cities - 2011

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

Vestavia Hills, AL

- Maintenance of City buildings such as City Hall
- Overall cleanliness of City streets/public areas
- Adequacy of City street lighting
- Mowing/trimming of public areas
- Maintenance of City Streets
- Maintenance of City sidewalks

*Vestavia Hills set a new high - 73% to 79%

Source: ETC Institute DirectionFinder (2011)

---

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

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

Source: 2011 ETC Institute Benchmarking Analysis

---

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

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

- **Maintenance of City parks**: 94% in Vestavia Hills, AL
- **The number of City parks**: 90%
- **Walking/biking trails in the City**: 89%
- **City swimming pools**: 87%
- **Outdoor athletic fields**: 85%
- **Ease of registering for programs**: 85%

Source: ETC Institute DirectionFinder (2011)

---

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)

- **Clean-up of junk/debris in neighborhoods**: 60% in Vestavia Hills vs. 47% in the U.S.
- **Enforcement of sign regulations**: 61% in Vestavia Hills vs. 51% in the U.S.

Source: 2011 ETC Institute Benchmarking Analysis
Satisfaction with the Enforcement of Codes and Ordinances by Cities - 2011

Enforcing clean up of debris on private property
- 21% of respondents rated this 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: 60% satisfaction.

Enforcing sign regulations
- 32% of respondents rated this 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: 61% satisfaction.

Source: ETC Institute DirectionFinder (2011)

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

- Quality of the City's website: 56% in Vestavia Hills, 59% in the U.S.
- Availability of info. about programs/services: 51% in Vestavia Hills, 54% in the U.S.
- Level of public involvement in decision-making: 58% in Vestavia Hills, 42% in the U.S.

Source: 2011 ETC Institute
Satisfaction with Various Aspects of City Communications - 2011

Availability of info about programs/services
- 31% (Vestavia Hills)
- 86% (U.S.)

Level of public involvement in local decisions
- 19% (Vestavia Hills)
- 65% (U.S.)

Source: ETC Institute DirectionFinder (2011)

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

Quality of trash collection service
- 91% (Vestavia Hills)
- 81% (U.S.)

Recycling service
- 65% (Vestavia Hills)
- 71% (U.S.)

Source: 2011 ETC Institute Benchmarking Analysis
Section 3:

Importance-Satisfaction Analysis
Importance-Satisfaction Analysis
Vestavia Hills, AL

Overview

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

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

Methodology

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

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

With regard to satisfaction, parks and recreation was ranked fourth overall with 77% rating parks and recreation as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for parks and recreation was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 29% was multiplied by 23% (1-0.77). This calculation yielded an I-S rating of 0.0667, which was ranked fourth out of ten major service categories.
The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

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

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

**Interpreting the Ratings**

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

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

The results for Vestavia Hills are provided on the following page.
# Importance-Satisfaction Rating

## City of Vestavia Hills

### OVERALL

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

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

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

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

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## Importance-Satisfaction Rating
### City of Vestavia Hills
#### Public Safety

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

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

**Most Important %:**

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

**Satisfaction %:**

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

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## Importance-Satisfaction Rating
### City of Vestavia Hills
#### Maintenance

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

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

**Most Important %:**

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

**Satisfaction %:**

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

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# Importance-Satisfaction Rating

## City of Vestavia Hills

### Parks and Recreation

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; 20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of walking/biking trails</td>
<td>41%</td>
<td>1</td>
<td>43%</td>
<td>11</td>
<td>0.2337</td>
<td>1</td>
</tr>
<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community recreational centers</td>
<td>26%</td>
<td>3</td>
<td>49%</td>
<td>9</td>
<td>0.1326</td>
<td>2</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt;.10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of City parks</td>
<td>24%</td>
<td>4</td>
<td>62%</td>
<td>5</td>
<td>0.0912</td>
<td>3</td>
</tr>
<tr>
<td>Swimming pools</td>
<td>15%</td>
<td>5</td>
<td>57%</td>
<td>7</td>
<td>0.0645</td>
<td>4</td>
</tr>
<tr>
<td>Maintenance of City parks</td>
<td>31%</td>
<td>2</td>
<td>83%</td>
<td>1</td>
<td>0.0527</td>
<td>5</td>
</tr>
<tr>
<td>Outdoor athletic fields</td>
<td>15%</td>
<td>6</td>
<td>68%</td>
<td>3</td>
<td>0.0480</td>
<td>6</td>
</tr>
<tr>
<td>City's adult athletic programs</td>
<td>8%</td>
<td>9</td>
<td>48%</td>
<td>10</td>
<td>0.0416</td>
<td>7</td>
</tr>
<tr>
<td>Fees charged for recreational programs</td>
<td>9%</td>
<td>8</td>
<td>58%</td>
<td>6</td>
<td>0.0378</td>
<td>8</td>
</tr>
<tr>
<td>City's youth athletic programs</td>
<td>12%</td>
<td>7</td>
<td>71%</td>
<td>2</td>
<td>0.0348</td>
<td>9</td>
</tr>
<tr>
<td>City recreational programs</td>
<td>7%</td>
<td>10</td>
<td>51%</td>
<td>8</td>
<td>0.0343</td>
<td>10</td>
</tr>
<tr>
<td>Ease of registering for programs</td>
<td>4%</td>
<td>11</td>
<td>67%</td>
<td>4</td>
<td>0.0132</td>
<td>11</td>
</tr>
</tbody>
</table>

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

**Most Important %:**

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

**Satisfaction %:**

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

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Importance-Satisfaction Matrix Analysis
Vestavia Hills, Alabama

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

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

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

- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.

- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.

- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City’s performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Vestavia Hills are provided on the following pages.
2011 City of Vestavia Hills Community Survey
Importance-Satisfaction Assessment Matrix

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

mean importance

Exceeded Expectations
- Lower importance/higher satisfaction
  - Public library facilities/services

Continued Emphasis
- Higher importance/higher satisfaction
  - School system
  - Public safety services

Less Important
- Lower importance/lower satisfaction
  - Customer service
  - Effectiveness of City communication
  - Enforcement of codes/ordinances

Opportunities for Improvement
- Higher importance/lower satisfaction
  - Maintenance of streets and facilities
  - Flow of traffic and congestion management

Source: ETC Institute (2011)
2011 City of Vestavia Hills Community Importance-Satisfaction Assessment Matrix

-Public Safety-

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

Mean Importance

Exceeded Expectations
Lower importance/higher satisfaction

Local fire protection •
How quickly police respond to emergencies •
Local ambulance service •
How quickly emergency personnel respond

Continued Emphasis
Higher importance/higher satisfaction

• Local police protection

Lower Importance
Lower importance/lower satisfaction

Enforcement of local traffic laws •
Police safety education programs •
Fire safety education programs
Visibility of police •
in retail areas
Quality of animal control •

Less Important
Lower importance/lower satisfaction

City efforts to prevent crime •
Visibility of police in neighborhoods •

Opportunities for Improvement
Higher importance/lower satisfaction

• Enforcement of speed limits in neighborhoods

Source: ETC Institute (2011)
2011 City of Vestavia Hills Community Survey
Importance-Satisfaction Assessment Matrix

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

mean importance

- Exceeded Expectations
  lower importance/higher satisfaction
  - Mowing/trimming along City streets/other public areas
  - Maintenance of City buildings
  - Street signs
  - Sidewalks

- Continued Emphasis
  higher importance/higher satisfaction
  - Cleanliness of City streets/other public areas
  - Maintenance of major streets
  - Adequacy of City street lighting

- Lower Importance
  lower importance/lower satisfaction

- Opportunities for Improvement
  higher importance/lower satisfaction

Source: ETC Institute (2011)
2011 City of Vestavia Hills Community Survey
Importance-Satisfaction Assessment 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 (2011)
Interpreting the Maps

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

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

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

- **DARK/LIGHT BLUE** shades indicate **POSITIVE** ratings. Shades of blue generally indicate satisfaction with a service.

- **OFF-WHITE** shades indicate **NEUTRAL** ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.

- **ORANGE/RED** shades indicate **NEGATIVE** ratings. Shades of orange/red generally indicate dissatisfaction with a service.
Q1a. Quality City’s school system.

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

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other

Note: “Other” areas did not contain any responses.
Q1b. Quality of public safety services.

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

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

Note: "Other" areas do not contain any responses.

Q1c. City parks and recreation programs.

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

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

Note: "Other" areas do not contain any responses.
Q1d. Maintenance of City streets and facilities.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas do not contain any responses

Q1e. Enforcement of City codes and ordinances.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas do not contain any responses
Q1f. Customer service you receive from City employees.

Q1g. Effectiveness of City communication with the public.
Q1h. Quality of City's stormwater runoff/stormwater management.

Q1i. Public library facilities.
Q1j. Flow of traffic and congestion management.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: “Other” areas did not contain any responses

Q3a. Quality of services provided by the City.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: “Other” areas did not contain any responses
Q3b. Value you receive for your City tax dollars and fees.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0 - 1.8 Very Dissatisfied
1.8 - 2.6 Dissatisfied
2.6 - 3.4 Neutral
3.4 - 4.2 Satisfied
4.2 - 5.0 Very Satisfied
Other

Note: “Other” areas do not contain any responses

Q3c. Image of the City.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)
Q3d. Quality of life in the City.

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas did not contain any responses

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3e. Appearance of the City.

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas did not contain any responses

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)
Q5a. Quality of police protection.

2011 City of Vestavia Hills Citizen Survey

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

LEGEND
Mean rating on a 5-point scale, where:
1.0 - 1.8 Very Dissatisfied
1.8 - 2.6 Dissatisfied
2.6 - 3.4 Neutral
3.4 - 4.2 Satisfied
4.2 - 5.0 Very Satisfied

Note: "Other" areas do not contain any responses

Q5b. Visibility of Police in neighborhoods.

2011 City of Vestavia Hills Citizen Survey

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

LEGEND
Mean rating on a 5-point scale, where:
1.0 - 1.8 Very Dissatisfied
1.8 - 2.6 Dissatisfied
2.6 - 3.4 Neutral
3.4 - 4.2 Satisfied
4.2 - 5.0 Very Satisfied

Note: "Other" areas do not contain any responses
Q5c. Visibility of police in retail areas.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

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

Note: "Other" areas did not contain any responses

Q5d. City’s effort to prevent crime.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

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

Note: "Other" areas did not contain any responses
Q5e. How quickly police respond to emergencies.

2011 City of Vestavia Hills Citizen Survey

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other

Note: “Other” areas did not contain any responses

Q5f. Enforcement of local traffic laws.

2011 City of Vestavia Hills Citizen Survey

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other

Note: “Other” areas did not contain any responses
Q5g. Police safety education programs.

LEGEND
Mean rating
on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied

Other

Note: "Other" areas did not contain any responses

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all responses by CBG (merged as needed)

Q5h. Quality of fire protection.

LEGEND
Mean rating
on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied

Other

Note: "Other" areas did not contain any responses

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all responses by CBG (merged as needed)
Q5i. Quality of ambulance service.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas do not contain any responses

Q5j. How quickly the Fire Department responds.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas do not contain any responses
Q5k. Fire safety education programs.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other

Note: "Other" areas did not contain any responses

Q5l. Animal Control.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other

Note: "Other" areas did not contain any responses
Q5m. Enforcement of speed limits.

2011 City of Vestavia Hills Citizen Survey

Mean rating on a 5-point scale, where:
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied

Other

Note: "Other" areas did not contain any responses

Q8a. Feeling of safety in neighborhoods during the day.

2011 City of Vestavia Hills Citizen Survey

Mean rating on a 4-point scale, where:
- 1.0-1.75 Very Unsafe
- 1.75-2.5 Somewhat Unsafe
- 2.5-3.25 Somewhat Safe
- 3.25-4.0 Very Safe

Other

Note: "Other" areas did not contain any responses
Q8b. Feeling of safety in neighborhoods at night.

QLegend
Mean rating
2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)
Mean rating on a 4-point scale, where:
1.0 - 1.75 Very Unsafe
1.75 - 2.5 Somewhat Unsafe
2.5 - 3.25 Somewhat Safe
3.25 - 4.0 Very Safe
Other
Note: "Other" areas did not contain any responses

Q8c. Feeling of safety in City parks.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)
Mean rating on a 4-point scale, where:
1.0 - 1.75 Very Unsafe
1.75 - 2.5 Somewhat Unsafe
2.5 - 3.25 Somewhat Safe
3.25 - 4.0 Very Safe
Other
Note: "Other" areas did not contain any responses
Q8d. Feelings of safety in commercial and retail areas.

Q8e. Overall feelings of safety in Vestavia Hills.
Q9a. Enforcing clean up of litter and debris.

2011 City of Vestavia Hills Citizen Survey

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

LEGEND
Mean rating
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas do not contain any responses

Q9b. Enforcing mowing and trimming of private property.

2011 City of Vestavia Hills Citizen Survey

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

LEGEND
Mean rating
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas do not contain any responses
Q9c. Enforcing maintenance of residential property.

LEGEND
Mean rating on a 5-point scale, where:
1.0 - 1.8 Very Dissatisfied
1.8 - 2.6 Dissatisfied
2.6 - 3.4 Neutral
3.4 - 4.2 Satisfied
4.2 - 5.0 Very Satisfied

Other

Note: "Other" areas did not contain any responses.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed).

Q9d. Enforcing maintenance of business property.

LEGEND
Mean rating on a 5-point scale, where:
1.0 - 1.8 Very Dissatisfied
1.8 - 2.6 Dissatisfied
2.6 - 3.4 Neutral
3.4 - 4.2 Satisfied
4.2 - 5.0 Very Satisfied

Other

Note: "Other" areas did not contain any responses.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed).
Q9e. Enforcing codes designed to protect public safety.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas did not contain any responses

Q9f. Enforcing sign regulations.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas did not contain any responses
Q10a. Maintenance of City streets.

LEGEND
Mean rating

Mean rating on a 5-point scale, where:

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

Other

Note: “Other” areas did not contain any responses.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed).

Q10b. Maintenance of sidewalks.

LEGEND
Mean rating

Mean rating on a 5-point scale, where:

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

Other

Note: “Other” areas did not contain any responses.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed).
Q10c. Maintenance of street signs.

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

Note: "Other" areas did not contain any responses.

Q10d. Maintenance of traffic signals.

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

Note: "Other" areas did not contain any responses.
Q10e. Maintenance of City buildings.

Q10f. Mowing and trimming along streets and other public areas.
Q10g. Adequacy of City street lighting.

Q10h. Cleanliness of City streets and other public areas.
Q12a. Maintenance of City parks.

2011 City of Vestavia Hills Citizen Survey

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

**LEGEND**

Mean rating on a 5-point scale, where:

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

Other

Note: "Other" areas do not contain any responses

Q12b. Number of City parks.

2011 City of Vestavia Hills Citizen Survey

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

**LEGEND**

Mean rating on a 5-point scale, where:

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

Other

Note: "Other" areas do not contain any responses
Q12c. Number of walking and biking trails.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas did not contain any responses

Q12d. Outdoor athletic fields.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other
Note: "Other" areas did not contain any responses
Q12e Community recreation centers.

Legend:
- Mean rating on a 5-point scale, where:
  - 1.0-1.8 Very Dissatisfied
  - 1.8-2.6 Dissatisfied
  - 2.6-3.4 Neutral
  - 3.4-4.2 Satisfied
  - 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas do not contain any responses.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed).

Q12f. City’s youth athletic programs.

Legend:
- Mean rating on a 5-point scale, where:
  - 1.0-1.8 Very Dissatisfied
  - 1.8-2.6 Dissatisfied
  - 2.6-3.4 Neutral
  - 3.4-4.2 Satisfied
  - 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas do not contain any responses.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed).
Q12g. City’s adult athletic programs.

Q12h. City recreational programs.
Q12k. Fees charged for recreational programs.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q14a. Availability of information.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)
Q14b. Level of public involvement.

2011 City of Vestavia Hills Citizen Survey

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

LEGEND
Mean rating on a 5-point scale, where:
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

Q14c. Community newsletter.

2011 City of Vestavia Hills Citizen Survey

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

LEGEND
Mean rating on a 5-point scale, where:
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses
Q14d. Availability of information service.

Q14e. Quality of city website.
Q14f. Transparency of City government.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other

Note: "Other" areas did not contain any responses

Q28a. Residential trash collection.

2011 City of Vestavia Hills Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:
1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other

Note: "Other" areas did not contain any responses
Q28d. Litter control along major streets.

2011 City of Vestavia Hills Citizen Survey

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

LEGEND

Mean rating on a 5-point scale, where:
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

2011 Vestavia Hills DirectionFinder® Survey Results

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

(N=473)

<table>
<thead>
<tr>
<th>Question</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1a. Quality of school system</td>
<td>53.5%</td>
<td>23.9%</td>
<td>3.0%</td>
<td>1.9%</td>
<td>0.0%</td>
<td>17.8%</td>
</tr>
<tr>
<td>Q1b. Quality of public safety services</td>
<td>49.5%</td>
<td>38.3%</td>
<td>5.9%</td>
<td>1.9%</td>
<td>0.0%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Q1c. Quality of parks &amp; recreation programs &amp; facilities</td>
<td>28.5%</td>
<td>42.1%</td>
<td>14.6%</td>
<td>5.1%</td>
<td>1.9%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Q1d. Maintenance of streets &amp; facilities</td>
<td>16.1%</td>
<td>43.6%</td>
<td>25.8%</td>
<td>10.8%</td>
<td>2.5%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Q1e. Enforcement of codes &amp; ordinances</td>
<td>16.9%</td>
<td>38.7%</td>
<td>22.0%</td>
<td>6.1%</td>
<td>1.1%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Q1f. Quality of customer service from City employees</td>
<td>24.5%</td>
<td>40.2%</td>
<td>19.2%</td>
<td>1.3%</td>
<td>0.2%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Q1g. Effectiveness of communication between City &amp; public</td>
<td>21.8%</td>
<td>42.9%</td>
<td>22.8%</td>
<td>5.9%</td>
<td>1.7%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Q1h. Quality of stormwater runoff/stormwater management system</td>
<td>16.7%</td>
<td>36.2%</td>
<td>23.3%</td>
<td>9.3%</td>
<td>2.3%</td>
<td>12.3%</td>
</tr>
<tr>
<td>Q1i. Quality of public library facilities &amp; services</td>
<td>56.9%</td>
<td>27.3%</td>
<td>5.7%</td>
<td>2.7%</td>
<td>0.6%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Q1j. Flow of traffic &amp; congestion management</td>
<td>20.7%</td>
<td>44.6%</td>
<td>19.2%</td>
<td>12.1%</td>
<td>1.7%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>
Q1. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below: (without "don't know")

(N=473)

<table>
<thead>
<tr>
<th>Q1a. Quality of school system</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>65.0%</td>
<td>29.0%</td>
<td>3.6%</td>
<td>2.3%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q1b. Quality of public safety services</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>51.8%</td>
<td>40.0%</td>
<td>6.2%</td>
<td>2.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q1c. Quality of parks &amp; recreation programs &amp; facilities</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31.0%</td>
<td>45.6%</td>
<td>15.8%</td>
<td>5.5%</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q1d. Maintenance of streets &amp; facilities</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16.3%</td>
<td>44.1%</td>
<td>26.1%</td>
<td>10.9%</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q1e. Enforcement of codes &amp; ordinances</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20.0%</td>
<td>45.6%</td>
<td>25.9%</td>
<td>7.2%</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q1f. Quality of customer service from City employees</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>28.7%</td>
<td>47.0%</td>
<td>22.5%</td>
<td>1.5%</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q1g. Effectiveness of communication between City &amp; public</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22.9%</td>
<td>45.1%</td>
<td>24.0%</td>
<td>6.2%</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q1h. Quality of stormwater runoff/stormwater management system</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>19.0%</td>
<td>41.2%</td>
<td>26.5%</td>
<td>10.6%</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q1i. Quality of public library facilities &amp; services</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>61.0%</td>
<td>29.3%</td>
<td>6.1%</td>
<td>2.9%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q1j. Flow of traffic &amp; congestion management</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21.1%</td>
<td>45.4%</td>
<td>19.6%</td>
<td>12.3%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>
Q2. Which THREE of the items listed in Question #1 do you think should receive the most emphasis from City leaders over the next TWO Years?

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

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

<table>
<thead>
<tr>
<th>Q2. 2nd choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of school system</td>
<td>42</td>
<td>8.9%</td>
</tr>
<tr>
<td>Quality of public safety services</td>
<td>63</td>
<td>13.3%</td>
</tr>
<tr>
<td>Quality of P&amp;R programs &amp; facilities</td>
<td>46</td>
<td>9.7%</td>
</tr>
<tr>
<td>Maintenance of streets &amp; facilities</td>
<td>93</td>
<td>19.7%</td>
</tr>
<tr>
<td>Enforcement of codes &amp; ordinances</td>
<td>21</td>
<td>4.4%</td>
</tr>
<tr>
<td>Quality of customer service from City employees</td>
<td>10</td>
<td>2.1%</td>
</tr>
<tr>
<td>Effectiveness of communication between City &amp; public</td>
<td>22</td>
<td>4.7%</td>
</tr>
<tr>
<td>Quality of stormwater runoff/stormwater management system</td>
<td>35</td>
<td>7.4%</td>
</tr>
<tr>
<td>Quality of public library facilities &amp; services</td>
<td>11</td>
<td>2.3%</td>
</tr>
<tr>
<td>Flow of traffic &amp; congestion management</td>
<td>59</td>
<td>12.5%</td>
</tr>
<tr>
<td>None chosen</td>
<td>71</td>
<td>15.0%</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Q2. Which THREE of the items listed in Question #1 do you think should receive the most emphasis from City leaders over the next TWO Years?

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

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

<table>
<thead>
<tr>
<th>Q2. Top choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of school system</td>
<td>187</td>
<td>39.5 %</td>
</tr>
<tr>
<td>Quality of public safety services</td>
<td>146</td>
<td>30.9 %</td>
</tr>
<tr>
<td>Quality of P&amp;R programs &amp; facilities</td>
<td>136</td>
<td>28.8 %</td>
</tr>
<tr>
<td>Maintenance of streets &amp; facilities</td>
<td>240</td>
<td>50.7 %</td>
</tr>
<tr>
<td>Enforcement of codes &amp; ordinances</td>
<td>66</td>
<td>14.0 %</td>
</tr>
<tr>
<td>Quality of customer service from City employees</td>
<td>27</td>
<td>5.7 %</td>
</tr>
<tr>
<td>Effectiveness of communication between City &amp; public</td>
<td>75</td>
<td>15.9 %</td>
</tr>
<tr>
<td>Quality of stormwater runoff/stormwater management system</td>
<td>99</td>
<td>20.9 %</td>
</tr>
<tr>
<td>Quality of public library facilities &amp; services</td>
<td>40</td>
<td>8.5 %</td>
</tr>
<tr>
<td>Flow of traffic &amp; congestion management</td>
<td>181</td>
<td>38.3 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>50</td>
<td>10.6 %</td>
</tr>
<tr>
<td>Total</td>
<td>1247</td>
<td></td>
</tr>
</tbody>
</table>
Q3. Several items that may influence your perception of the City of Vestavia Hills are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

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

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

(N=473)

<table>
<thead>
<tr>
<th>Question</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3a. Quality of services provided by City</td>
<td>29.1%</td>
<td>55.6%</td>
<td>11.6%</td>
<td>3.2%</td>
<td>0.4%</td>
<td></td>
</tr>
<tr>
<td>Q3b. Value you receive for City tax dollars &amp; fees</td>
<td>21.9%</td>
<td>47.0%</td>
<td>21.0%</td>
<td>8.2%</td>
<td>1.9%</td>
<td></td>
</tr>
<tr>
<td>Q3c. Overall image of City</td>
<td>27.6%</td>
<td>49.1%</td>
<td>15.2%</td>
<td>5.8%</td>
<td>2.4%</td>
<td></td>
</tr>
<tr>
<td>Q3d. Quality of life in City</td>
<td>38.0%</td>
<td>52.9%</td>
<td>7.4%</td>
<td>0.8%</td>
<td>0.8%</td>
<td></td>
</tr>
<tr>
<td>Q3e. Overall appearance of City</td>
<td>20.9%</td>
<td>45.6%</td>
<td>19.6%</td>
<td>11.1%</td>
<td>2.8%</td>
<td></td>
</tr>
</tbody>
</table>
**Q4. Please rate the City of Vestavia Hills on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."**

(N=473)

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

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

(N=473)

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Neutral</th>
<th>Below Average</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4a. As a place to live</td>
<td>61.4%</td>
<td>35.6%</td>
<td>2.1%</td>
<td>0.4%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Q4b. As a place to raise children</td>
<td>66.6%</td>
<td>29.1%</td>
<td>3.6%</td>
<td>0.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Q4c. As a place to work</td>
<td>41.7%</td>
<td>30.2%</td>
<td>21.3%</td>
<td>5.7%</td>
<td>1.1%</td>
</tr>
</tbody>
</table>
Q5. For each of the items of Public Safety, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q5a. Quality of local police protection</td>
<td>38.1%</td>
<td>46.1%</td>
<td>9.5%</td>
<td>2.7%</td>
<td>0.0%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Q5b. Visibility of police in neighborhoods</td>
<td>26.8%</td>
<td>41.4%</td>
<td>19.2%</td>
<td>9.3%</td>
<td>1.1%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Q5c. Visibility of police in retail areas</td>
<td>20.5%</td>
<td>42.5%</td>
<td>25.2%</td>
<td>6.1%</td>
<td>0.4%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Q5d. City's efforts to prevent crime</td>
<td>24.9%</td>
<td>40.4%</td>
<td>18.0%</td>
<td>5.7%</td>
<td>1.1%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Q5e. Police quick response to emergencies</td>
<td>29.6%</td>
<td>34.9%</td>
<td>8.5%</td>
<td>2.1%</td>
<td>1.1%</td>
<td>23.9%</td>
</tr>
<tr>
<td>Q5f. Enforcement of local traffic laws</td>
<td>22.4%</td>
<td>41.6%</td>
<td>19.0%</td>
<td>4.2%</td>
<td>1.9%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Q5g. Police safety education programs</td>
<td>18.8%</td>
<td>22.8%</td>
<td>17.1%</td>
<td>2.1%</td>
<td>0.4%</td>
<td>38.7%</td>
</tr>
<tr>
<td>Q5h. Quality of local fire protection</td>
<td>33.2%</td>
<td>35.9%</td>
<td>9.1%</td>
<td>0.0%</td>
<td>0.4%</td>
<td>21.4%</td>
</tr>
<tr>
<td>Q5i. Quality of local ambulance service</td>
<td>29.0%</td>
<td>26.8%</td>
<td>12.9%</td>
<td>0.4%</td>
<td>0.2%</td>
<td>30.7%</td>
</tr>
<tr>
<td>Q5j. Fire/emergency services personnel respond to emergencies</td>
<td>34.9%</td>
<td>25.6%</td>
<td>9.9%</td>
<td>0.6%</td>
<td>0.4%</td>
<td>28.5%</td>
</tr>
<tr>
<td>Q5k. Fire safety education programs</td>
<td>16.7%</td>
<td>19.9%</td>
<td>18.4%</td>
<td>2.1%</td>
<td>0.4%</td>
<td>42.5%</td>
</tr>
<tr>
<td>Q5l. Quality of animal control</td>
<td>14.0%</td>
<td>27.3%</td>
<td>21.6%</td>
<td>9.7%</td>
<td>1.9%</td>
<td>25.6%</td>
</tr>
<tr>
<td>Q5m. Enforcement of speed limits in neighborhoods</td>
<td>18.0%</td>
<td>35.9%</td>
<td>19.2%</td>
<td>12.7%</td>
<td>5.9%</td>
<td>8.2%</td>
</tr>
</tbody>
</table>
Q5. For each of the items of Public Safety, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=473)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q5a. Quality of local police protection</td>
<td>39.5%</td>
<td>47.8%</td>
<td>9.9%</td>
<td>2.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Q5b. Visibility of police in neighborhoods</td>
<td>27.4%</td>
<td>42.3%</td>
<td>19.7%</td>
<td>9.5%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Q5c. Visibility of police in retail areas</td>
<td>21.7%</td>
<td>44.9%</td>
<td>26.6%</td>
<td>6.5%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Q5d. City's efforts to prevent crime</td>
<td>27.7%</td>
<td>44.8%</td>
<td>20.0%</td>
<td>6.3%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Q5e. Police quick response to emergencies</td>
<td>38.9%</td>
<td>45.8%</td>
<td>11.1%</td>
<td>2.8%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Q5f. Enforcement of local traffic laws</td>
<td>25.1%</td>
<td>46.7%</td>
<td>21.3%</td>
<td>4.7%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Q5g. Police safety education programs</td>
<td>30.7%</td>
<td>37.2%</td>
<td>27.9%</td>
<td>3.4%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Q5h. Quality of local fire protection</td>
<td>42.2%</td>
<td>45.7%</td>
<td>11.6%</td>
<td>0.0%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Q5i. Quality of local ambulance service</td>
<td>41.8%</td>
<td>38.7%</td>
<td>18.6%</td>
<td>0.6%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Q5j. Fire/emergency services personnel respond to emergencies</td>
<td>48.8%</td>
<td>35.8%</td>
<td>13.9%</td>
<td>0.9%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Q5k. Fire safety education programs</td>
<td>29.0%</td>
<td>34.6%</td>
<td>32.0%</td>
<td>3.7%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Q5l. Quality of animal control</td>
<td>18.8%</td>
<td>36.6%</td>
<td>29.0%</td>
<td>13.1%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Q5m. Enforcement of speed limits in neighborhoods</td>
<td>19.6%</td>
<td>39.2%</td>
<td>21.0%</td>
<td>13.8%</td>
<td>6.5%</td>
</tr>
</tbody>
</table>
Q6. Which THREE of the public safety items listed above in Question #5 do you think should receive the most emphasis from City leaders over the next TWO Years?

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

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

<table>
<thead>
<tr>
<th>Q6. 2nd choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of local police protection</td>
<td>29</td>
<td>6.1 %</td>
</tr>
<tr>
<td>Visibility of police in neighborhoods</td>
<td>75</td>
<td>15.9 %</td>
</tr>
<tr>
<td>Visibility of police in retail areas</td>
<td>35</td>
<td>7.4 %</td>
</tr>
<tr>
<td>City's efforts to prevent crime</td>
<td>46</td>
<td>9.7 %</td>
</tr>
<tr>
<td>Police quick response to emergencies</td>
<td>24</td>
<td>5.1 %</td>
</tr>
<tr>
<td>Enforcement of local traffic laws</td>
<td>23</td>
<td>4.9 %</td>
</tr>
<tr>
<td>Police safety education programs</td>
<td>12</td>
<td>2.5 %</td>
</tr>
<tr>
<td>Quality of local fire protection</td>
<td>34</td>
<td>7.2 %</td>
</tr>
<tr>
<td>Quality of local ambulance service</td>
<td>8</td>
<td>1.7 %</td>
</tr>
<tr>
<td>Fire/emergency personnel respond to emergencies</td>
<td>21</td>
<td>4.4 %</td>
</tr>
<tr>
<td>Fire safety education programs</td>
<td>7</td>
<td>1.5 %</td>
</tr>
<tr>
<td>Quality of animal control</td>
<td>20</td>
<td>4.2 %</td>
</tr>
<tr>
<td>Enforcement of speed limits in neighborhoods</td>
<td>38</td>
<td>8.0 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>101</td>
<td>21.4 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q6. Which THREE of the public safety items listed above in Question #5 do you think should receive the most emphasis from City leaders over the next TWO Years?

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

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

<table>
<thead>
<tr>
<th>Q6. Top choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of local police protection</td>
<td>134</td>
<td>28.3 %</td>
</tr>
<tr>
<td>Visibility of police in neighborhoods</td>
<td>195</td>
<td>41.2 %</td>
</tr>
<tr>
<td>Visibility of police in retail areas</td>
<td>77</td>
<td>16.3 %</td>
</tr>
<tr>
<td>City's efforts to prevent crime</td>
<td>185</td>
<td>39.1 %</td>
</tr>
<tr>
<td>Police quick response to emergencies</td>
<td>60</td>
<td>12.7 %</td>
</tr>
<tr>
<td>Enforcement of local traffic laws</td>
<td>65</td>
<td>13.7 %</td>
</tr>
<tr>
<td>Police safety education programs</td>
<td>26</td>
<td>5.5 %</td>
</tr>
<tr>
<td>Quality of local fire protection</td>
<td>62</td>
<td>13.1 %</td>
</tr>
<tr>
<td>Quality of local ambulance service</td>
<td>24</td>
<td>5.1 %</td>
</tr>
<tr>
<td>Fire/emergency personnel respond to emergencies</td>
<td>69</td>
<td>14.6 %</td>
</tr>
<tr>
<td>Fire safety education programs</td>
<td>21</td>
<td>4.4 %</td>
</tr>
<tr>
<td>Quality of animal control</td>
<td>71</td>
<td>15.0 %</td>
</tr>
<tr>
<td>Enforcement of speed limits in neighborhoods</td>
<td>131</td>
<td>27.7 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>74</td>
<td>15.6 %</td>
</tr>
<tr>
<td>Total</td>
<td>1194</td>
<td></td>
</tr>
</tbody>
</table>
Q7. Have you ever called the "911", the Vestavia Hills Public Safety Call Center?

<table>
<thead>
<tr>
<th>Q7. Have you ever called &quot;911&quot;</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>183</td>
<td>38.7 %</td>
</tr>
<tr>
<td>No</td>
<td>289</td>
<td>61.1 %</td>
</tr>
<tr>
<td>No response</td>
<td>1</td>
<td>0.2 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Q7. Have you ever called &quot;911&quot;</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>183</td>
<td>38.8 %</td>
</tr>
<tr>
<td>No</td>
<td>289</td>
<td>61.2 %</td>
</tr>
<tr>
<td>Total</td>
<td>472</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

Q7a. If YES to Question #7, how was the service? (N=183)

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

Q7a. If YES to Question #7, how was the service? (without "no response") (N=183)

<table>
<thead>
<tr>
<th>Q7a. Was your call answered in a timely manner</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>96.1%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Q7b. Were you treated professionally</td>
<td>98.3%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Q7c. Did call taker's action result in a satisfactory resolution</td>
<td>93.3%</td>
<td>6.7%</td>
</tr>
</tbody>
</table>
Q8. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

(N=473)

<table>
<thead>
<tr>
<th>Q8a. In your neighborhood during day</th>
<th>Very Safe</th>
<th>Somewhat Safe</th>
<th>Somewhat Unsafe</th>
<th>Very Unsafe</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>74.4%</td>
<td>22.6%</td>
<td>1.7%</td>
<td>0.4%</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q8b. In your neighborhood at night</th>
<th>59.0%</th>
<th>35.9%</th>
<th>3.6%</th>
<th>0.2%</th>
<th>1.3%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q8c. In City parks</th>
<th>42.3%</th>
<th>34.2%</th>
<th>3.8%</th>
<th>0.0%</th>
<th>19.7%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q8d. In commercial &amp; retail areas</th>
<th>55.4%</th>
<th>38.3%</th>
<th>2.5%</th>
<th>0.0%</th>
<th>3.8%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q8e. Overall feeling of safety</th>
<th>64.7%</th>
<th>33.0%</th>
<th>1.5%</th>
<th>0.0%</th>
<th>0.8%</th>
</tr>
</thead>
</table>

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

(N=473)

<table>
<thead>
<tr>
<th>Q8a. In your neighborhood during day</th>
<th>Very Safe</th>
<th>Somewhat Safe</th>
<th>Somewhat Unsafe</th>
<th>Very Unsafe</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>75.1%</td>
<td>22.8%</td>
<td>1.7%</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q8b. In your neighborhood at night</th>
<th>59.7%</th>
<th>36.4%</th>
<th>3.6%</th>
<th>0.2%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q8c. In City parks</th>
<th>52.6%</th>
<th>42.6%</th>
<th>4.7%</th>
<th>0.0%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q8d. In commercial &amp; retail areas</th>
<th>57.6%</th>
<th>39.8%</th>
<th>2.6%</th>
<th>0.0%</th>
</tr>
</thead>
</table>

| Q8e. Overall feeling of safety     | 65.2%     | 33.3%         | 1.5%            | 0.0%        |
Q9. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (N=473)

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

Q9. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know") (N=473)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q9a. Enforcing clean up of litter &amp; debris on private property</td>
<td>17.0%</td>
<td>43.2%</td>
<td>22.4%</td>
<td>13.5%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Q9b. Enforcing mowing &amp; trimming of private property</td>
<td>15.3%</td>
<td>43.5%</td>
<td>25.3%</td>
<td>11.8%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Q9c. Enforcing exterior maintenance of residential property</td>
<td>13.9%</td>
<td>38.6%</td>
<td>29.4%</td>
<td>13.9%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Q9d. Enforcing maintenance of business property</td>
<td>15.5%</td>
<td>41.8%</td>
<td>30.0%</td>
<td>9.8%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Q9e. Enforcing codes designed to protect public safety</td>
<td>20.1%</td>
<td>52.0%</td>
<td>24.4%</td>
<td>2.4%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Q9f. Enforcing sign regulations</td>
<td>16.6%</td>
<td>44.2%</td>
<td>29.1%</td>
<td>6.8%</td>
<td>3.4%</td>
</tr>
</tbody>
</table>
Q10. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."
(N=473)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q10a. Maintenance of major City streets</td>
<td>22.8%</td>
<td>49.9%</td>
<td>13.7%</td>
<td>10.1%</td>
<td>1.9%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Q10b. Maintenance of sidewalks</td>
<td>26.6%</td>
<td>46.1%</td>
<td>14.4%</td>
<td>4.4%</td>
<td>1.5%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Q10c. Maintenance of street signs</td>
<td>24.1%</td>
<td>52.9%</td>
<td>15.9%</td>
<td>4.0%</td>
<td>0.6%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Q10d. Maintenance of traffic signals</td>
<td>26.2%</td>
<td>57.9%</td>
<td>11.0%</td>
<td>1.5%</td>
<td>0.4%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Q10e. Maintenance of City buildings</td>
<td>24.3%</td>
<td>47.8%</td>
<td>16.3%</td>
<td>0.8%</td>
<td>0.6%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Q10f. Mowing &amp; trimming along streets &amp; other public areas</td>
<td>23.9%</td>
<td>51.8%</td>
<td>13.5%</td>
<td>6.8%</td>
<td>1.7%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Q10g. Adequacy of City street lighting</td>
<td>18.6%</td>
<td>40.6%</td>
<td>21.1%</td>
<td>13.7%</td>
<td>4.0%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Q10h. Cleanliness of City streets/other public areas</td>
<td>23.9%</td>
<td>55.2%</td>
<td>14.8%</td>
<td>3.0%</td>
<td>0.8%</td>
<td>2.3%</td>
</tr>
</tbody>
</table>
Q10. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know") (N=473)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q10a. Maintenance of major City streets</td>
<td>23.2%</td>
<td>50.6%</td>
<td>13.9%</td>
<td>10.3%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Q10b. Maintenance of sidewalks</td>
<td>28.6%</td>
<td>49.5%</td>
<td>15.5%</td>
<td>4.8%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Q10c. Maintenance of street signs</td>
<td>24.7%</td>
<td>54.2%</td>
<td>16.3%</td>
<td>4.1%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Q10d. Maintenance of traffic signals</td>
<td>27.0%</td>
<td>59.7%</td>
<td>11.3%</td>
<td>1.5%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Q10e. Maintenance of City buildings</td>
<td>27.1%</td>
<td>53.2%</td>
<td>18.1%</td>
<td>0.9%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Q10f. Mowing &amp; trimming along streets &amp; other public areas</td>
<td>24.5%</td>
<td>53.0%</td>
<td>13.9%</td>
<td>6.9%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Q10g. Adequacy of City street lighting</td>
<td>19.0%</td>
<td>41.4%</td>
<td>21.6%</td>
<td>14.0%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Q10h. Cleanliness of City streets/other public areas</td>
<td>24.5%</td>
<td>56.5%</td>
<td>15.2%</td>
<td>3.0%</td>
<td>0.9%</td>
</tr>
</tbody>
</table>
Q11. Which THREE of the maintenance/public works items listed above in Question #10 do you think should receive the most emphasis from City leaders over the next TWO Years?

<table>
<thead>
<tr>
<th>Q11. Top choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of major City streets</td>
<td>146</td>
<td>30.9 %</td>
</tr>
<tr>
<td>Maintenance of sidewalks</td>
<td>40</td>
<td>8.5 %</td>
</tr>
<tr>
<td>Maintenance of street signs</td>
<td>11</td>
<td>2.3 %</td>
</tr>
<tr>
<td>Maintenance of traffic signals</td>
<td>16</td>
<td>3.4 %</td>
</tr>
<tr>
<td>Maintenance of City buildings</td>
<td>11</td>
<td>2.3 %</td>
</tr>
<tr>
<td>Mowing &amp; trimming along streets/other public areas</td>
<td>40</td>
<td>8.5 %</td>
</tr>
<tr>
<td>Adequacy of City street lighting</td>
<td>86</td>
<td>18.2 %</td>
</tr>
<tr>
<td>Cleanliness of City streets/other public areas</td>
<td>27</td>
<td>5.7 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>96</td>
<td>20.3 %</td>
</tr>
</tbody>
</table>

Total 473 100.0 %

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

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

Total 473 100.0 %
Q11. Which THREE of the maintenance/public works items listed above in Question #10 do you think should receive the most emphasis from City leaders over the next TWO Years?

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

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

<table>
<thead>
<tr>
<th>Q11. Top choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of major City streets</td>
<td>237</td>
<td>50.1 %</td>
</tr>
<tr>
<td>Maintenance of sidewalks</td>
<td>112</td>
<td>23.7 %</td>
</tr>
<tr>
<td>Maintenance of street signs</td>
<td>71</td>
<td>15.0 %</td>
</tr>
<tr>
<td>Maintenance of traffic signals</td>
<td>67</td>
<td>14.2 %</td>
</tr>
<tr>
<td>Maintenance of City buildings</td>
<td>43</td>
<td>9.1 %</td>
</tr>
<tr>
<td>Mowing &amp; trimming along streets/other public areas</td>
<td>140</td>
<td>29.6 %</td>
</tr>
<tr>
<td>Adequacy of City street lighting</td>
<td>206</td>
<td>43.6 %</td>
</tr>
<tr>
<td>Cleanliness of City streets/other public areas</td>
<td>160</td>
<td>33.8 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>96</td>
<td>20.3 %</td>
</tr>
<tr>
<td>Total</td>
<td>1132</td>
<td></td>
</tr>
</tbody>
</table>
Q12. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

<table>
<thead>
<tr>
<th>Q12a. Maintenance of City parks</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q12b. Number of City Parks</td>
<td>18.6%</td>
<td>51.2%</td>
<td>10.4%</td>
<td>3.6%</td>
<td>0.6%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Q12c. Number of walking &amp; biking trails</td>
<td>15.0%</td>
<td>38.7%</td>
<td>18.2%</td>
<td>13.1%</td>
<td>1.7%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Q12d. Outdoor athletic fields</td>
<td>9.9%</td>
<td>26.8%</td>
<td>19.5%</td>
<td>22.6%</td>
<td>6.8%</td>
<td>14.4%</td>
</tr>
<tr>
<td>Q12e. Community recreational centers</td>
<td>17.1%</td>
<td>37.6%</td>
<td>18.8%</td>
<td>5.3%</td>
<td>1.5%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Q12f. City's youth athletic programs</td>
<td>10.4%</td>
<td>29.0%</td>
<td>22.4%</td>
<td>14.8%</td>
<td>4.9%</td>
<td>18.6%</td>
</tr>
<tr>
<td>Q12g. City's adult athletic programs</td>
<td>14.6%</td>
<td>31.9%</td>
<td>15.4%</td>
<td>3.2%</td>
<td>0.4%</td>
<td>34.5%</td>
</tr>
<tr>
<td>Q12h. City recreational programs</td>
<td>6.8%</td>
<td>19.9%</td>
<td>21.8%</td>
<td>6.3%</td>
<td>0.8%</td>
<td>44.4%</td>
</tr>
<tr>
<td>Q12i. Swimming pools</td>
<td>8.0%</td>
<td>20.7%</td>
<td>22.8%</td>
<td>3.8%</td>
<td>1.3%</td>
<td>43.3%</td>
</tr>
<tr>
<td>Q12j. Ease of registering for programs</td>
<td>11.4%</td>
<td>29.4%</td>
<td>21.1%</td>
<td>7.6%</td>
<td>1.9%</td>
<td>28.5%</td>
</tr>
<tr>
<td>Q12k. Fees charged for recreational programs</td>
<td>11.0%</td>
<td>30.0%</td>
<td>15.4%</td>
<td>4.2%</td>
<td>0.4%</td>
<td>38.9%</td>
</tr>
</tbody>
</table>
**Q12. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=473)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q12a. Maintenance of City parks</td>
<td>22.1%</td>
<td>60.7%</td>
<td>12.3%</td>
<td>4.3%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Q12b. Number of City Parks</td>
<td>17.3%</td>
<td>44.6%</td>
<td>21.0%</td>
<td>15.1%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Q12c. Number of walking &amp; biking trails</td>
<td>11.6%</td>
<td>31.4%</td>
<td>22.7%</td>
<td>26.4%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Q12d. Outdoor athletic fields</td>
<td>21.3%</td>
<td>46.8%</td>
<td>23.4%</td>
<td>6.6%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Q12e. Community recreational centers</td>
<td>12.7%</td>
<td>35.6%</td>
<td>27.5%</td>
<td>18.2%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Q12f. City's youth athletic programs</td>
<td>22.3%</td>
<td>48.7%</td>
<td>23.5%</td>
<td>4.8%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Q12g. City's adult athletic programs</td>
<td>12.2%</td>
<td>35.7%</td>
<td>39.2%</td>
<td>11.4%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Q12h. City recreational programs</td>
<td>14.2%</td>
<td>36.6%</td>
<td>40.3%</td>
<td>6.7%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Q12i. Swimming pools</td>
<td>16.0%</td>
<td>41.1%</td>
<td>29.6%</td>
<td>10.7%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Q12j. Ease of registering for programs</td>
<td>18.0%</td>
<td>49.1%</td>
<td>25.3%</td>
<td>6.9%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Q12k. Fees charged for recreational programs</td>
<td>15.0%</td>
<td>43.0%</td>
<td>30.4%</td>
<td>10.2%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>
Q13. Which THREE of the parks and recreation items listed above in Question #12 do you think should receive the most emphasis from City leaders over the next TWO Years?

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

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

<table>
<thead>
<tr>
<th>Q13. 2nd choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of City parks</td>
<td>42</td>
<td>8.9 %</td>
</tr>
<tr>
<td>Number of City parks</td>
<td>52</td>
<td>11.0 %</td>
</tr>
<tr>
<td>Number of walking &amp; biking trails</td>
<td>52</td>
<td>11.0 %</td>
</tr>
<tr>
<td>Outdoor athletic fields</td>
<td>21</td>
<td>4.4 %</td>
</tr>
<tr>
<td>Community recreational centers</td>
<td>50</td>
<td>10.6 %</td>
</tr>
<tr>
<td>Youth athletic programs</td>
<td>14</td>
<td>3.0 %</td>
</tr>
<tr>
<td>Adult athletic programs</td>
<td>11</td>
<td>2.3 %</td>
</tr>
<tr>
<td>City recreational programs</td>
<td>14</td>
<td>3.0 %</td>
</tr>
<tr>
<td>Swimming pools</td>
<td>28</td>
<td>5.9 %</td>
</tr>
<tr>
<td>Ease of registering for programs</td>
<td>8</td>
<td>1.7 %</td>
</tr>
<tr>
<td>Fees charged for recreational programs</td>
<td>10</td>
<td>2.1 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>171</td>
<td>36.2 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q13. Which THREE of the parks and recreation items listed above in Question #12 do you think should receive the most emphasis from City leaders over the next TWO Years?

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

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

<table>
<thead>
<tr>
<th>Q13. Top choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of City parks</td>
<td>147</td>
<td>31.1 %</td>
</tr>
<tr>
<td>Number of City parks</td>
<td>115</td>
<td>24.3 %</td>
</tr>
<tr>
<td>Number of walking &amp; biking trails</td>
<td>192</td>
<td>40.6 %</td>
</tr>
<tr>
<td>Outdoor athletic fields</td>
<td>69</td>
<td>14.6 %</td>
</tr>
<tr>
<td>Community recreational centers</td>
<td>124</td>
<td>26.2 %</td>
</tr>
<tr>
<td>Youth athletic programs</td>
<td>58</td>
<td>12.3 %</td>
</tr>
<tr>
<td>Adult athletic programs</td>
<td>37</td>
<td>7.8 %</td>
</tr>
<tr>
<td>City recreational programs</td>
<td>34</td>
<td>7.2 %</td>
</tr>
<tr>
<td>Swimming pools</td>
<td>73</td>
<td>15.4 %</td>
</tr>
<tr>
<td>Ease of registering for programs</td>
<td>21</td>
<td>4.4 %</td>
</tr>
<tr>
<td>Fees charged for recreational programs</td>
<td>44</td>
<td>9.3 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>140</td>
<td>29.6 %</td>
</tr>
<tr>
<td>Total</td>
<td>1054</td>
<td></td>
</tr>
</tbody>
</table>
Q14. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q14a. Availability of information about City programs &amp; services</td>
<td>14.2%</td>
<td>38.1%</td>
<td>24.7%</td>
<td>10.6%</td>
<td>2.1%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Q14b. Level of public involvement in local decision making</td>
<td>11.6%</td>
<td>35.3%</td>
<td>25.2%</td>
<td>10.6%</td>
<td>2.3%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Q14c. Quality of community newsletter</td>
<td>22.4%</td>
<td>42.5%</td>
<td>20.9%</td>
<td>4.4%</td>
<td>1.9%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Q14d. Availability of information on other City services &amp; programs</td>
<td>13.5%</td>
<td>29.8%</td>
<td>27.9%</td>
<td>11.4%</td>
<td>1.7%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Q14e. Quality of City's web page</td>
<td>11.0%</td>
<td>24.9%</td>
<td>20.9%</td>
<td>5.3%</td>
<td>1.7%</td>
<td>36.2%</td>
</tr>
<tr>
<td>Q14f. Transparency of City government/City's willingness to openly share information with community</td>
<td>10.8%</td>
<td>31.5%</td>
<td>25.8%</td>
<td>6.3%</td>
<td>3.8%</td>
<td>21.8%</td>
</tr>
</tbody>
</table>
Q14. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=473)

<table>
<thead>
<tr>
<th></th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q14a. Availability of information about City programs &amp; services</td>
<td>15.8%</td>
<td>42.5%</td>
<td>27.6%</td>
<td>11.8%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Q14b. Level of public involvement in local decision making</td>
<td>13.7%</td>
<td>41.5%</td>
<td>29.6%</td>
<td>12.4%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Q14c. Quality of community newsletter</td>
<td>24.3%</td>
<td>46.1%</td>
<td>22.7%</td>
<td>4.8%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Q14d. Availability of information on other City services &amp; programs</td>
<td>16.0%</td>
<td>35.3%</td>
<td>33.1%</td>
<td>13.5%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Q14e. Quality of City's web page</td>
<td>17.2%</td>
<td>39.1%</td>
<td>32.8%</td>
<td>8.3%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Q14f. Transparency of City government/City's willingness to openly share information with community</td>
<td>13.8%</td>
<td>40.3%</td>
<td>33.0%</td>
<td>8.1%</td>
<td>4.9%</td>
</tr>
</tbody>
</table>
## 2011 Vestavia Hills, AL DirectionFinder® Survey Results

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

<table>
<thead>
<tr>
<th>Have internet access at home</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>436</td>
<td>92.2 %</td>
</tr>
<tr>
<td>No</td>
<td>31</td>
<td>6.6 %</td>
</tr>
<tr>
<td>No response</td>
<td>6</td>
<td>1.3 %</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Have internet access at home</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>436</td>
<td>93.4 %</td>
</tr>
<tr>
<td>No</td>
<td>31</td>
<td>6.6 %</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>467</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>What kind of access</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadband (DSL/cable)</td>
<td>409</td>
<td>93.8 %</td>
</tr>
<tr>
<td>Dial-up</td>
<td>22</td>
<td>5.0 %</td>
</tr>
<tr>
<td>Don't know</td>
<td>5</td>
<td>1.1 %</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>436</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>What kind of access</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadband (DSL/cable)</td>
<td>409</td>
<td>94.9 %</td>
</tr>
<tr>
<td>Dial-up</td>
<td>22</td>
<td>5.1 %</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>431</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q16. Have you contacted the City with a question, problem, or complaint during the past year?

<table>
<thead>
<tr>
<th>Q16. Have you contacted City</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>146</td>
<td>30.9 %</td>
</tr>
<tr>
<td>No</td>
<td>293</td>
<td>61.9 %</td>
</tr>
<tr>
<td>No response</td>
<td>34</td>
<td>7.2 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Q16. Have you contacted City</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>146</td>
<td>33.3 %</td>
</tr>
<tr>
<td>No</td>
<td>293</td>
<td>66.7 %</td>
</tr>
<tr>
<td>Total</td>
<td>439</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q16a. If YES to Question #16, which City department did you contact most recently?

<table>
<thead>
<tr>
<th>Q16a Which City Dept contacted</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADMINISTRATION</td>
</tr>
<tr>
<td>ANIMAL CONTROL</td>
</tr>
<tr>
<td>ANIMAL CONTROL</td>
</tr>
<tr>
<td>ANIMAL CONTROL</td>
</tr>
<tr>
<td>ANIMAL CONTROL</td>
</tr>
<tr>
<td>ANIMAL CONTROL</td>
</tr>
<tr>
<td>ANIMAL CONTROL</td>
</tr>
<tr>
<td>ANIMAL CONTROL</td>
</tr>
<tr>
<td>ANIMAL CONTROL</td>
</tr>
<tr>
<td>BLDG DEPT</td>
</tr>
<tr>
<td>BLDG PERMIT</td>
</tr>
<tr>
<td>CHAMBER OF COMMERCE</td>
</tr>
<tr>
<td>CITY CLERK</td>
</tr>
<tr>
<td>CITY CLERK</td>
</tr>
<tr>
<td>CITY COUNCIL</td>
</tr>
<tr>
<td>CITY HALL</td>
</tr>
<tr>
<td>CITY HALL</td>
</tr>
<tr>
<td>CITY HALL</td>
</tr>
<tr>
<td>CITY HALL</td>
</tr>
<tr>
<td>CITY HALL</td>
</tr>
<tr>
<td>CITY MAINTENANCE</td>
</tr>
<tr>
<td>CITY MAINTENANCE</td>
</tr>
<tr>
<td>CITY MANAGER</td>
</tr>
<tr>
<td>CODES &amp; ORDINANCES</td>
</tr>
<tr>
<td>COUNCIL</td>
</tr>
<tr>
<td>CITY HALL/STREET/SANITATION</td>
</tr>
<tr>
<td>ENGINEERING</td>
</tr>
<tr>
<td>FIRE DEPT</td>
</tr>
<tr>
<td>FIRE DEPT</td>
</tr>
<tr>
<td>GARBAGE</td>
</tr>
<tr>
<td>GARBAGE</td>
</tr>
<tr>
<td>GARBAGE</td>
</tr>
<tr>
<td>GARBAGE COLLECTION</td>
</tr>
<tr>
<td>GARBAGE COLLECTION</td>
</tr>
<tr>
<td>GARBAGE COLLECTION</td>
</tr>
<tr>
<td>GARBAGE PICK UP</td>
</tr>
<tr>
<td>GARBAGE PICK UP</td>
</tr>
<tr>
<td>INSPECTION DEPT</td>
</tr>
<tr>
<td>LEAF &amp; LIMB SERVICE</td>
</tr>
<tr>
<td>LIBRARY</td>
</tr>
<tr>
<td>LIBRARY</td>
</tr>
</tbody>
</table>
Q16a. If YES to Question #16, which City department did you contact most recently?

Q16a Which City Dept contacted
MAINTENANCE
MAINT/PARKS
MAINTENANCE
MAYOR
MAYOR
MAYORS OFFICE
MAYORS OFFICE
MAYOR/PUBLIC WORKS
MAYORS OFFICE
MAYORS OFFICE
MAYORS OFFICE
MAYORS OFFICE
ORDINANCES
PARKS
PARKS & REC
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE DEPT
POLICE/FIRE
PUBLIC SERVICE/GARBAGE
PUBLIC SERVICES
PUBLIC STREETS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
Q16a. If YES to Question #16, which City department did you contact most recently?

Q16a Which City Dept contacted

PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS, MAYOR
PUBLIC WORKS/STREET MAINT
RECREATION
RESIDENTIAL
SANITATION
SANITATION
SANITATION
SANITATION DEPT
SANITATION/TRASH PICK UP
SERVICE
SIDEWALKS
SIGNS/SPEEDING
STREET
STREET & SANITATION
STREET & SANITATION
STREET MAINT
STREET SIGNS
STREETS
STREETS
STREETS & SANITATION
STREETS/MAINT
STREETS/SANITATION
TRAFFIC, MAYORS OFFICE
TRAFFIC ENGR
TRAFFIC LIGHTS
TRASH/GARBAGE
TRASH
TRASH
TRASH
TRASH
TRASH
TRASH/LAWN PICK UP
Q16a. If YES to Question #16, which City department did you contact most recently?

Q16a Which City Dept contacted

- TRASH PICK UP
- TRASH PICK UP
- TRASH PICK UP
- TRASH PICK UP
- TRASH PICK UP
- TRASH PICK UP
- TRASH PICK UP
- TREE/BRUSH CLEAN UP
- TREE PICK UP
- WASTE MGMT
- WATER/PUBLIC WORKS
- ZONING
- ZONING
- ZONING
- ZONING
Q16b-f. (If YES to Question #16) Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City department you listed in Q16a. (N=146)

<table>
<thead>
<tr>
<th>Q16b. They were easy to contact</th>
<th>Always</th>
<th>Usually</th>
<th>Sometimes</th>
<th>Seldom</th>
<th>Never</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>39.7%</td>
<td>32.9%</td>
<td>18.5%</td>
<td>3.4%</td>
<td>2.1%</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q16c. They were courteous &amp; polite</th>
<th>49.3%</th>
<th>28.8%</th>
<th>13.0%</th>
<th>2.1%</th>
<th>1.4%</th>
<th>5.5%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q16d. They gave prompt, accurate, &amp; complete answers to questions</th>
<th>43.2%</th>
<th>26.0%</th>
<th>11.6%</th>
<th>11.0%</th>
<th>4.8%</th>
<th>3.4%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q16e. They did what they said they would do in a timely manner</th>
<th>38.4%</th>
<th>22.6%</th>
<th>14.4%</th>
<th>9.6%</th>
<th>6.2%</th>
<th>8.9%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q16f. They helped you resolve an issue to your satisfaction</th>
<th>37.7%</th>
<th>24.0%</th>
<th>11.6%</th>
<th>8.2%</th>
<th>13.7%</th>
<th>4.8%</th>
</tr>
</thead>
</table>

Q16b-f. (If YES to Question #16) Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City department you listed in Q16a. (without "don't know") (N=146)

<table>
<thead>
<tr>
<th>Q16b. They were easy to contact</th>
<th>Always</th>
<th>Usually</th>
<th>Sometimes</th>
<th>Seldom</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>41.1%</td>
<td>34.0%</td>
<td>19.1%</td>
<td>3.5%</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q16c. They were courteous &amp; polite</th>
<th>52.2%</th>
<th>30.4%</th>
<th>13.8%</th>
<th>2.2%</th>
<th>1.4%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q16d. They gave prompt, accurate, &amp; complete answers to questions</th>
<th>44.7%</th>
<th>27.0%</th>
<th>12.1%</th>
<th>11.3%</th>
<th>5.0%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q16e. They did what they said they would do in a timely manner</th>
<th>42.1%</th>
<th>24.8%</th>
<th>15.8%</th>
<th>10.5%</th>
<th>6.8%</th>
</tr>
</thead>
</table>

| Q16f. They helped you resolve an issue to your satisfaction | 39.6% | 25.2% | 12.2% | 8.6% | 14.4% |
Q17. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

<table>
<thead>
<tr>
<th>Q17a. Overall quality of leadership provided by City's elected officials</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.7%</td>
<td>42.5%</td>
<td>20.7%</td>
<td>4.7%</td>
<td>0.6%</td>
<td>11.8%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q17b. Overall effectiveness of appointed boards &amp; commissions</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.5%</td>
<td>37.2%</td>
<td>24.9%</td>
<td>3.6%</td>
<td>0.8%</td>
<td>16.9%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q17c. Overall effectiveness of Department heads &amp; staff</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.5%</td>
<td>37.0%</td>
<td>22.0%</td>
<td>3.2%</td>
<td>0.6%</td>
<td>20.7%</td>
</tr>
</tbody>
</table>

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

(N=473)

<table>
<thead>
<tr>
<th>Q17a. Overall quality of leadership provided by City's elected officials</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>22.3%</td>
<td>48.2%</td>
<td>23.5%</td>
<td>5.3%</td>
<td>0.7%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q17b. Overall effectiveness of appointed boards &amp; commissions</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.8%</td>
<td>44.8%</td>
<td>30.0%</td>
<td>4.3%</td>
<td>1.0%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q17c. Overall effectiveness of Department heads &amp; staff</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.8%</td>
<td>46.7%</td>
<td>27.7%</td>
<td>4.0%</td>
<td>0.8%</td>
<td></td>
</tr>
</tbody>
</table>
Q18. What priority would you place on the following projects? (please indicate priority, with 1 being the HIGHEST priority and 6 being the LOWEST priority.)

(N=473)

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Highest</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Lowest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q18a. Expanded fire protection &amp; facilities</td>
<td>10.3%</td>
<td>16.8%</td>
<td>18.9%</td>
<td>20.9%</td>
<td>22.1%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Q18b. Expanded police protection &amp; facilities</td>
<td>24.9%</td>
<td>21.6%</td>
<td>17.3%</td>
<td>15.4%</td>
<td>13.7%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Q18c. Road resurfacing &amp; reconstruction</td>
<td>30.8%</td>
<td>16.6%</td>
<td>26.0%</td>
<td>11.0%</td>
<td>8.7%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Q18d. Expanded recycling program &amp; facilities</td>
<td>11.9%</td>
<td>12.6%</td>
<td>11.0%</td>
<td>17.4%</td>
<td>15.5%</td>
<td>31.5%</td>
</tr>
<tr>
<td>Q18e. New community center &amp; pool</td>
<td>23.3%</td>
<td>11.8%</td>
<td>13.4%</td>
<td>10.8%</td>
<td>15.3%</td>
<td>25.2%</td>
</tr>
<tr>
<td>Q18f. Expansion of trails &amp; facilities</td>
<td>16.5%</td>
<td>21.9%</td>
<td>15.3%</td>
<td>15.5%</td>
<td>15.3%</td>
<td>15.5%</td>
</tr>
</tbody>
</table>
Q19. Using a five-point scale where 5 means "much too slow" and 1 means "much too fast", please rate the City's current pace of development in each of the following areas.

(N=473)

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

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

(N=473)

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

<table>
<thead>
<tr>
<th>Q20. How supportive are you</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very supportive</td>
<td>236</td>
<td>49.9 %</td>
</tr>
<tr>
<td>Somewhat supportive</td>
<td>148</td>
<td>31.3 %</td>
</tr>
<tr>
<td>Not sure</td>
<td>68</td>
<td>14.4 %</td>
</tr>
<tr>
<td>Not supportive</td>
<td>21</td>
<td>4.4 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th>Q21. How often do you go outside City limits to shop</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every day</td>
<td>91</td>
<td>19.5 %</td>
</tr>
<tr>
<td>A few times per week</td>
<td>212</td>
<td>45.5 %</td>
</tr>
<tr>
<td>At least once a week</td>
<td>83</td>
<td>17.8 %</td>
</tr>
<tr>
<td>A few times per month</td>
<td>64</td>
<td>13.7 %</td>
</tr>
<tr>
<td>A few times per year</td>
<td>12</td>
<td>2.6 %</td>
</tr>
<tr>
<td>Seldom or never</td>
<td>4</td>
<td>0.9 %</td>
</tr>
<tr>
<td>Total</td>
<td>466</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q22. Do you feel that a redeveloped Highway 31 is an important part of the City's redevelopment plan?

<table>
<thead>
<tr>
<th>part of City's redevelopment plan</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No response</td>
<td>12</td>
<td>2.5 %</td>
</tr>
<tr>
<td>Essential</td>
<td>203</td>
<td>42.9 %</td>
</tr>
<tr>
<td>Important</td>
<td>141</td>
<td>29.8 %</td>
</tr>
<tr>
<td>Not sure</td>
<td>74</td>
<td>15.6 %</td>
</tr>
<tr>
<td>Not important</td>
<td>39</td>
<td>8.2 %</td>
</tr>
<tr>
<td>Detrimental</td>
<td>4</td>
<td>0.8 %</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>part of City's redevelopment plan</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential</td>
<td>203</td>
<td>44.0 %</td>
</tr>
<tr>
<td>Important</td>
<td>141</td>
<td>30.6 %</td>
</tr>
<tr>
<td>Not sure</td>
<td>74</td>
<td>16.1 %</td>
</tr>
<tr>
<td>Not important</td>
<td>39</td>
<td>8.5 %</td>
</tr>
<tr>
<td>Detrimental</td>
<td>4</td>
<td>0.9 %</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>461</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q23. Of these Capital Improvements, which three would you select as the most important?

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

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

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

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

<table>
<thead>
<tr>
<th>Q23. 3rd choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storm water system improvements</td>
<td>2</td>
<td>0.4 %</td>
</tr>
<tr>
<td>Sidewalk extensions</td>
<td>1</td>
<td>0.2 %</td>
</tr>
<tr>
<td>Street reconstruction</td>
<td>39</td>
<td>8.2 %</td>
</tr>
<tr>
<td>Traffic signal replacement/upgrade</td>
<td>87</td>
<td>18.4 %</td>
</tr>
<tr>
<td>Parks</td>
<td>113</td>
<td>23.9 %</td>
</tr>
<tr>
<td>Greenways</td>
<td>165</td>
<td>34.9 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>66</td>
<td>14.0 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q23. Of these Capital Improvements, which three would you select as the most important? (top 3)

<table>
<thead>
<tr>
<th>Q23. Top choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storm water system improvements</td>
<td>198</td>
<td>41.9 %</td>
</tr>
<tr>
<td>Sidewalk extensions</td>
<td>267</td>
<td>56.4 %</td>
</tr>
<tr>
<td>Street reconstruction</td>
<td>280</td>
<td>59.2 %</td>
</tr>
<tr>
<td>Traffic signal replacement/upgrade</td>
<td>137</td>
<td>29.0 %</td>
</tr>
<tr>
<td>Parks</td>
<td>228</td>
<td>48.2 %</td>
</tr>
<tr>
<td>Greenways</td>
<td>171</td>
<td>36.2 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>25</td>
<td>5.3 %</td>
</tr>
<tr>
<td>Total</td>
<td>1306</td>
<td></td>
</tr>
</tbody>
</table>
**Q24. The City may have the capacity to issue general obligation bonds (without having to increase taxes) to fund capital projects. How likely would you be to vote in favor of issuing these types of general obligation bonds to fund?**

(N=473)

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

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

(N=473)

<table>
<thead>
<tr>
<th></th>
<th>Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q24a. A Vestavia Hills funded &amp; operated Community/Civic Center</td>
<td>41.5%</td>
<td>38.0%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Q24b. Sidewalk extensions</td>
<td>42.5%</td>
<td>35.8%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Q24c. Purchase of a wireless system to serve key areas within City</td>
<td>25.7%</td>
<td>35.0%</td>
<td>39.3%</td>
</tr>
<tr>
<td>Q24d. A need for a new City Hall</td>
<td>11.4%</td>
<td>32.1%</td>
<td>56.5%</td>
</tr>
<tr>
<td>Q24e. Relocating a fire station &amp; updating others</td>
<td>24.7%</td>
<td>44.7%</td>
<td>30.6%</td>
</tr>
<tr>
<td>Q24f. Building a natatorium</td>
<td>13.8%</td>
<td>28.1%</td>
<td>58.1%</td>
</tr>
</tbody>
</table>
Q25. Which TWO of the items listed above in Question #24 do you think are most important to
fund through a General Obligation Bond?

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

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

<table>
<thead>
<tr>
<th>Q25. 2nd choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>A City funded/operated Community/Civic Center</td>
<td>71</td>
<td>15.0 %</td>
</tr>
<tr>
<td>Sidewalk extensions</td>
<td>86</td>
<td>18.2 %</td>
</tr>
<tr>
<td>Purchase of a wireless system to serve key areas within City</td>
<td>39</td>
<td>8.2 %</td>
</tr>
<tr>
<td>A need for a new City Hall</td>
<td>24</td>
<td>5.1 %</td>
</tr>
<tr>
<td>Relocating a fire station &amp; updating others</td>
<td>48</td>
<td>10.1 %</td>
</tr>
<tr>
<td>Building a natatorium</td>
<td>16</td>
<td>3.4 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>189</td>
<td>40.0 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q25. Which TWO of the items listed above in Question #24 do you think are most important to fund through a General Obligation Bond? (top 2)

<table>
<thead>
<tr>
<th>Q25. Top choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>A City funded/operated Community/Civic Center</td>
<td>198</td>
<td>41.9 %</td>
</tr>
<tr>
<td>Sidewalk extensions</td>
<td>179</td>
<td>37.8 %</td>
</tr>
<tr>
<td>Purchase of a wireless system to serve key areas within City</td>
<td>72</td>
<td>15.2 %</td>
</tr>
<tr>
<td>A need for a new City Hall</td>
<td>36</td>
<td>7.6 %</td>
</tr>
<tr>
<td>Relocating a fire station &amp; updating others</td>
<td>100</td>
<td>21.1 %</td>
</tr>
<tr>
<td>Building a natatorium</td>
<td>29</td>
<td>6.1 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>143</td>
<td>30.2 %</td>
</tr>
<tr>
<td>Total</td>
<td>757</td>
<td></td>
</tr>
</tbody>
</table>
Q26. For the City's needs that cannot be met without increasing taxes, how likely would you be to vote in favor of increasing taxes to issue bonds to fund the following?

(N=473)

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

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

(N=473)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q26a. A Vestavia Hills funded &amp; operated Community/Civic Center</td>
<td>16.1%</td>
<td>28.4%</td>
<td>55.5%</td>
</tr>
<tr>
<td>Q26b. Sidewalk extensions</td>
<td>15.7%</td>
<td>29.6%</td>
<td>54.6%</td>
</tr>
<tr>
<td>Q26c. Purchase of a wireless system to serve key areas within City</td>
<td>7.1%</td>
<td>17.2%</td>
<td>75.6%</td>
</tr>
<tr>
<td>Q26d. A need for a new City Hall</td>
<td>4.9%</td>
<td>10.5%</td>
<td>84.6%</td>
</tr>
<tr>
<td>Q26e. Relocating a fire station &amp; updating others</td>
<td>11.6%</td>
<td>29.3%</td>
<td>59.1%</td>
</tr>
<tr>
<td>Q26f. Building a natatorium</td>
<td>3.4%</td>
<td>11.6%</td>
<td>85.0%</td>
</tr>
</tbody>
</table>
Q27. Which TWO of the items listed above in Question #26 do you think are most important to fund through a tax increase?

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

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

<table>
<thead>
<tr>
<th>Q27. 2nd choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>A City funded/operated Community/Civic Center</td>
<td>42</td>
<td>8.9 %</td>
</tr>
<tr>
<td>Sidewalk extensions</td>
<td>49</td>
<td>10.4 %</td>
</tr>
<tr>
<td>Purchase of a wireless system to serve key areas within City</td>
<td>27</td>
<td>5.7 %</td>
</tr>
<tr>
<td>A need for a new City Hall</td>
<td>12</td>
<td>2.5 %</td>
</tr>
<tr>
<td>Relocating a fire station &amp; updating others</td>
<td>33</td>
<td>7.0 %</td>
</tr>
<tr>
<td>Building a natatorium</td>
<td>8</td>
<td>1.7 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>302</td>
<td>63.8 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q27. Which TWO of the items listed above in Question #26 do you think are most important to fund through a tax increase? (top 2)

<table>
<thead>
<tr>
<th>Q27. Top choice</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>A City funded/operated Community/Civic Center</td>
<td>121</td>
<td>25.6 %</td>
</tr>
<tr>
<td>Sidewalk extensions</td>
<td>113</td>
<td>23.9 %</td>
</tr>
<tr>
<td>Purchase of a wireless system to serve key areas within City</td>
<td>43</td>
<td>9.1 %</td>
</tr>
<tr>
<td>A need for a new City Hall</td>
<td>21</td>
<td>4.4 %</td>
</tr>
<tr>
<td>Relocating a fire station &amp; updating others</td>
<td>84</td>
<td>17.8 %</td>
</tr>
<tr>
<td>Building a natatorium</td>
<td>16</td>
<td>3.4 %</td>
</tr>
<tr>
<td>None chosen</td>
<td>247</td>
<td>52.2 %</td>
</tr>
<tr>
<td>Total</td>
<td>645</td>
<td></td>
</tr>
</tbody>
</table>
Q28. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=473)

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

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

(N=473)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q28a. Residential trash collection services</td>
<td>50.0%</td>
<td>40.9%</td>
<td>5.0%</td>
<td>2.4%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Q28b. Brush &amp; bulky removal services</td>
<td>24.6%</td>
<td>34.7%</td>
<td>16.6%</td>
<td>18.6%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Q28c. Recycling programs</td>
<td>28.6%</td>
<td>35.8%</td>
<td>20.4%</td>
<td>10.0%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Q28d. Litter control along major streets</td>
<td>21.7%</td>
<td>41.2%</td>
<td>23.5%</td>
<td>9.7%</td>
<td>4.0%</td>
</tr>
</tbody>
</table>
Q29. How many in your household (counting yourself), are?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Mean</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>number</td>
<td>2.92</td>
<td>1368</td>
</tr>
<tr>
<td>Under 5</td>
<td>0.31</td>
<td>145</td>
</tr>
<tr>
<td>5-9</td>
<td>0.18</td>
<td>85</td>
</tr>
<tr>
<td>10-14</td>
<td>0.16</td>
<td>73</td>
</tr>
<tr>
<td>15-19</td>
<td>0.19</td>
<td>90</td>
</tr>
<tr>
<td>20-24</td>
<td>0.20</td>
<td>93</td>
</tr>
<tr>
<td>25-34</td>
<td>0.39</td>
<td>184</td>
</tr>
<tr>
<td>35-44</td>
<td>0.31</td>
<td>147</td>
</tr>
<tr>
<td>45-54</td>
<td>0.41</td>
<td>190</td>
</tr>
<tr>
<td>55-64</td>
<td>0.51</td>
<td>238</td>
</tr>
<tr>
<td>65-74</td>
<td>0.13</td>
<td>61</td>
</tr>
<tr>
<td>75+</td>
<td>0.13</td>
<td>62</td>
</tr>
</tbody>
</table>
**Q30. Approximately how many years have you lived in the City of Vestavia Hills?**

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

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

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

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

<table>
<thead>
<tr>
<th>Q31. How many people work within City limits</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>374</td>
<td>79.1 %</td>
</tr>
<tr>
<td>1</td>
<td>77</td>
<td>16.3 %</td>
</tr>
<tr>
<td>2</td>
<td>17</td>
<td>3.6 %</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>0.8 %</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>0.2 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q32. Do you own or rent your current residence?

<table>
<thead>
<tr>
<th>Q32. Own or rent current residence</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>436</td>
<td>92.2 %</td>
</tr>
<tr>
<td>Rent</td>
<td>29</td>
<td>6.1 %</td>
</tr>
<tr>
<td>Declined</td>
<td>8</td>
<td>1.7 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Q32. Own or rent current residence</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>436</td>
<td>93.8 %</td>
</tr>
<tr>
<td>Rent</td>
<td>29</td>
<td>6.2 %</td>
</tr>
<tr>
<td>Total</td>
<td>465</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

Q33. What is your age?

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

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

<table>
<thead>
<tr>
<th>Q33. Your age</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>8</td>
<td>1.7 %</td>
</tr>
<tr>
<td>25 to 34</td>
<td>96</td>
<td>20.5 %</td>
</tr>
<tr>
<td>35 to 44</td>
<td>75</td>
<td>16.0 %</td>
</tr>
<tr>
<td>45 to 54</td>
<td>92</td>
<td>19.7 %</td>
</tr>
<tr>
<td>55 to 64</td>
<td>123</td>
<td>26.3 %</td>
</tr>
<tr>
<td>65+</td>
<td>74</td>
<td>15.8 %</td>
</tr>
<tr>
<td>Total</td>
<td>468</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q34. Are you or other members of your household of Hispanic or Latino ancestry?

<table>
<thead>
<tr>
<th>Q34. Are you of Hispanic or Latino ancestry</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>7</td>
<td>1.5 %</td>
</tr>
<tr>
<td>No</td>
<td>461</td>
<td>97.5 %</td>
</tr>
<tr>
<td>Declined</td>
<td>5</td>
<td>1.1 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Q34. Are you of Hispanic or Latino ancestry</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>7</td>
<td>1.5 %</td>
</tr>
<tr>
<td>No</td>
<td>461</td>
<td>98.5 %</td>
</tr>
<tr>
<td>Total</td>
<td>468</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q35. Which of the following best describes your race?

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

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

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

Q35. Other

Q35 Other
GERMAN
INDIAN
### Q36. Would you say your total household income is:

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

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

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

### Q37. Your gender:

<table>
<thead>
<tr>
<th>Q37. Your gender</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>204</td>
<td>43.1 %</td>
</tr>
<tr>
<td>Female</td>
<td>269</td>
<td>56.9 %</td>
</tr>
<tr>
<td>Total</td>
<td>473</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Dear Vestavia Hills Residents,

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

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

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

The comprehensive report analyzing the results will be available at the Municipal Center and posted on the City’s website at www.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
Welcome to the City of Vestavia Hills Citizen Survey for 2010. Your input is an important part of the City’s ongoing effort to involve citizens in long-range planning and investment decisions. Please take a few minutes to complete this survey. If you have questions, please call Mayor Alberto C. Zaragoza, Jr. at 978-3675.

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

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

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."

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

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

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."

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

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.]

<table>
<thead>
<tr>
<th></th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td></td>
</tr>
<tr>
<td>B.</td>
<td></td>
</tr>
<tr>
<td>C.</td>
<td></td>
</tr>
</tbody>
</table>

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:

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

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

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."

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

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]

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."

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

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.]
14. 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."

<table>
<thead>
<tr>
<th>City Communication</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. The availability of information about City programs and services</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>B. Level of public involvement in local decision making</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>C. Quality of community newsletter</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>D. Availability of information on other City services and programs</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>E. The quality of the City's web page</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>F. Transparency of City government/the City’s willingness to openly share information with the community</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>

15. Do you have access to the internet at home?
   _____ (1) Yes (go to Q15a)     _____ (2) No (go to Q16)

15a. If “yes” to question 15, do you have high speed, broadband or dial-up Internet access at your home?
   _____ (1) Broadband (DSL/cable)           _____ (3) Don’t know
   _____ (2) Dial-up

16. Have you contacted the City with a question, problem, or complaint during the past year?
   _____ (1) Yes [go to Q16a-d]          _____ (2) No [go to Q17]

16a. Which City department did you contact most recently? _______________________

16b-e. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means “very dissatisfied”, please rate your satisfaction with the customer service you received from the City department you listed in Q16a.

<table>
<thead>
<tr>
<th>Customer Service</th>
<th>Always</th>
<th>Usually</th>
<th>Seldom</th>
<th>Never</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. They were easy to contact</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>C. They were courteous and polite</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>D. They gave prompt, accurate, &amp; complete answers to questions</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>E. They did what they said they would do in a timely manner</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>F. They helped you resolve an issue to your satisfaction</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

17. 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."

<table>
<thead>
<tr>
<th>City Leadership</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Overall quality of leadership provided by the City’s elected officials</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>B. Overall effectiveness of appointed boards and commissions</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>C. Overall effectiveness of the Department Heads and staff</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>
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

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.

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

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

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

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

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

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

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

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

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

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

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

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

1st 2nd None
26. For the City’s needs that cannot be met without increasing taxes, how likely would you be to vote in favor of increasing taxes to issue bonds to fund the following?

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

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

1st  2nd  None

OTHER ISSUES

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

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

DEMOGRAPHICS

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

<table>
<thead>
<tr>
<th>Ages</th>
<th>___</th>
<th>Ages 20-24</th>
<th>___</th>
<th>Ages 55-64</th>
<th>___</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under age 5</td>
<td>___</td>
<td>Ages 25-34</td>
<td>___</td>
<td>Ages 65-74</td>
<td>___</td>
</tr>
<tr>
<td>Ages 5-9</td>
<td>___</td>
<td>Ages 35-44</td>
<td>___</td>
<td>Ages 75+</td>
<td>___</td>
</tr>
<tr>
<td>Ages 10-14</td>
<td>___</td>
<td>Ages 45-54</td>
<td>___</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ages 15-19</td>
<td>___</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>(1) Less than 5 years</th>
<th>(2) 5-10 years</th>
<th>(3) 11-20 years</th>
<th>(4) More than 20 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>___</td>
<td>___</td>
<td>___</td>
<td>___</td>
</tr>
</tbody>
</table>

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

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

33. What is your age?

<table>
<thead>
<tr>
<th>(1) Under 25</th>
<th>(2) 25 to 34</th>
<th>(3) 35 to 44</th>
<th>(4) 45 to 54</th>
<th>(5) 55 to 64</th>
<th>(6) 65+</th>
</tr>
</thead>
</table>
34. Are you or other members of your household of Hispanic or Latino ancestry?
   ___(1) Yes  ___(2) No

35. Which of the following best describes your race?
   ___(1) African American/Black  ___(4) White
   ___(2) American Indian or Alaska Native  ___(5) Other: __________________
   ___(3) Asian, Hawaiian or Other Pacific Islander

36. 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

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

This concludes the survey. Thank you for your time!

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

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