

City of Vestavia Hills Citizen Survey

Findings Report

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2020

Submitted to the City of Vestavia Hills, AL

by:

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ETC
INSTITUTE

Contents

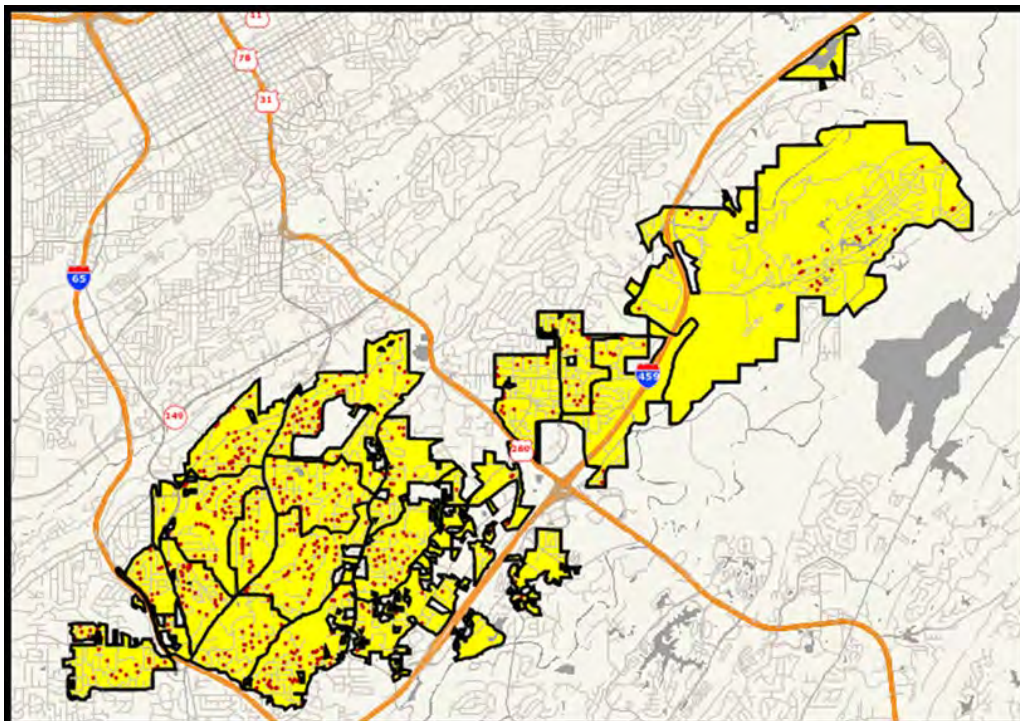
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2020 City of Vestavia Hills Executive Summary Report

Overview and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Vestavia Hills during the fall of 2020. The survey was administered as part of the City's effort to assess citizen satisfaction with the quality of city services. This is the fourth time that the City of Vestavia Hills has administered a citizen survey with ETC Institute. Previous surveys were conducted in 2011, 2014 and 2017.

Resident Survey. A seven-page survey was mailed to a random sample of households in the City of Vestavia Hills. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by email to encourage participation. The goal was to receive a minimum of 400 completed surveys. This goal was far exceeded, with 633 households completing the survey. The results for the random sample of 633 households have a 95% level of confidence with a precision of at least $\pm 3.9\%$. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online). 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.



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

This report contains:

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

Major Findings

- **Overall Satisfaction with City services.** The overall City services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were; the quality of public safety services (95%), the quality of the City’s school system (91%), and the quality of public library facilities/services (88%). Those surveyed were least satisfied with the quality of the City’s stormwater runoff and management system (54%). Among the City services that were assessed, there were **three significant increases**. In this report, a “significant increase/decrease” is defined as **a change of 4% or more** since 2017. The significant increases were: flow of traffic and congestion management in the City (+12%), quality of the City’s stormwater runoff/stormwater management system (+11%), and quality of City parks and recreation programs and facilities (+10%). There were **no significant decreases** in satisfaction with City services from 2017.
- **Overall Priorities.** The overall areas that residents thought should receive the most emphasis from the City of Vestavia Hills over the next two years were: 1) maintenance of City streets and facilities, 2) quality of the City’s school system, and 3) the quality of parks and recreation programs and facilities.
- **Perceptions of the City.** Most (91%) of the residents surveyed, *who had an opinion*, were 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 (88%) with the overall quality of services provided by the City. There were **no significant increases or decreases** in respondents’ perceptions of the City from 2017.

- **Public Safety – Police Department.** The police department services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: overall quality of local police protection (95%), overall credibility of the police department (93%), and how quickly police respond to emergencies (90%). There was **one area of the police department with a significant increase** from 2017: community oriented policing programs (+5%). There were **no decreases**.
- **Public Safety – Fire Department.** The fire department services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: overall quality of local fire protection (96%) and how quickly fire/emergency personnel respond (93%). There were **no increases** from 2017 and **no significant decreases**.
- **Feelings of Safety in the City.** Nearly all (99%) of the residents surveyed, *who had an opinion*, felt safe, in general (rating of 4 or 5 on a 5-point scale) in Vestavia Hills. In addition, 100% of residents felt safe in their neighborhood during the day and 98% felt safe on school campuses. There were **no significant increases** in feelings of safety from 2017, and there were **no decreases**.
- **Codes and Ordinances.** Three-fourths (75%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the enforcement of codes designed to protect public safety, and 66% were satisfied with the enforcement of sign regulations. Those surveyed were least satisfied with the enforcement of maintenance of residential property (52%). There were **two significant increases** in satisfaction from 2017: enforcement of sign regulations (+6%) and enforcement of codes designed to protect public safety (+4%). There were **no significant decreases** from 2017.
- **City Maintenance.** The maintenance services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the maintenance of City owned buildings (86%), the maintenance of traffic signals (83%), and the cleanliness of City streets and other public areas (80%). Residents were least satisfied with the adequacy of City street lighting (57%). There were **two significant increases** in satisfaction from 2017: maintenance of traffic signals (+4%) and maintenance of sidewalks (+4%). There was **one significant decrease**: maintenance of major City streets (-4%).
- **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: swimming pools-new aquatic complex (76%), the maintenance of City ballfields (74%), the City's youth athletic programs (72%), and the maintenance of City parks (70%). Residents were least satisfied with the City's senior programs (42%). There were **four significant increases** in satisfaction from 2017: number of walking and biking trails (+8%), number of City parks (+7%), community recreational centers (+6%), and ease of registering for programs (+4%). There were **no significant decreases**.

- **Library in the Forest.** The Library in the Forest services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: maintenance of facility and grounds (94%), quality of customer service (88%), availability of library materials (88%), and programs and services for children 0-12 (78%). Residents were least satisfied with 3D printing and vinyl cutting classes (63%). There were **five significant increases** in satisfaction from 2017: passport application processing (+13%), walking/hiking trails (+7%), 3D printing and vinyl cutting classes (+5%), meeting room rental opportunities (+4%), and quality of customer service (+4%). There was **one significant decrease**: programs and services for mature adults, ages 50 and up (-5%).
- **Library in the Forest During COVID-19 Closure.** The Library in the Forest services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) during the COVID-19 closure were: quality of customer service (80%), curbside services (79%), and accessibility of library materials (74%). Residents were least satisfied with the use of online databases, such as Universal Class, Niche Academy and Creative Bug (60%).
- **City Communication.** Seventy-seven percent (77%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the community newsletter and 67% were satisfied with the availability of information about City programs and services. Residents were least satisfied with the level of public involvement in local decision-making (46%). There was **one significant increase** in satisfaction from 2017: availability of information about City programs and services (+7%). There was **one significant decrease**: level of public involvement in decision making (-5%).
- **Customer Service from City Employees.** Of the 45% of residents who contacted the City with a question, problem or complaint during the past year, 89% of those surveyed, *who had an opinion*, indicated the customer service contact was “always” or “usually” courteous and polite. Residents were least satisfied with the overall resolution to their issue (67% indicating “always” or “usually”). There were **no significant increases or decreases** in satisfaction with customer service from 2017.
- **City Leadership.** Three-fourths (75%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of leadership by the City’s elected officials. There was a **significant increase** in satisfaction from 2017: effectiveness of the Department heads and staff (+6%). There were **no decreases**.
- **New Trash Services Provided by AmWaste.** Eighty-four percent (84%) of residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection services provided by AmWaste, and 69% were satisfied with the route schedule. Residents were least satisfied with litter control along major streets (60%).

Other Findings

- 38% of those surveyed indicated they had called “911”. Of those, most felt they were treated professionally (99%), while 97% said their call was answered in a timely manner and 96% indicated their call resulted in a satisfactory resolution.
- Capital improvements that respondents indicated were the most important were: sidewalk extensions (39%), roadway improvements (37%), and development of the next phase of parks and recreation facilities (37%).
- Capital projects that respondents felt were the most important to fund through an additional monetary contribution were: assistance with Vestavia Hills City schools facility improvements (31%), sidewalk extensions (31%), and roadway improvements (29%).

Opportunities for Improvement

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

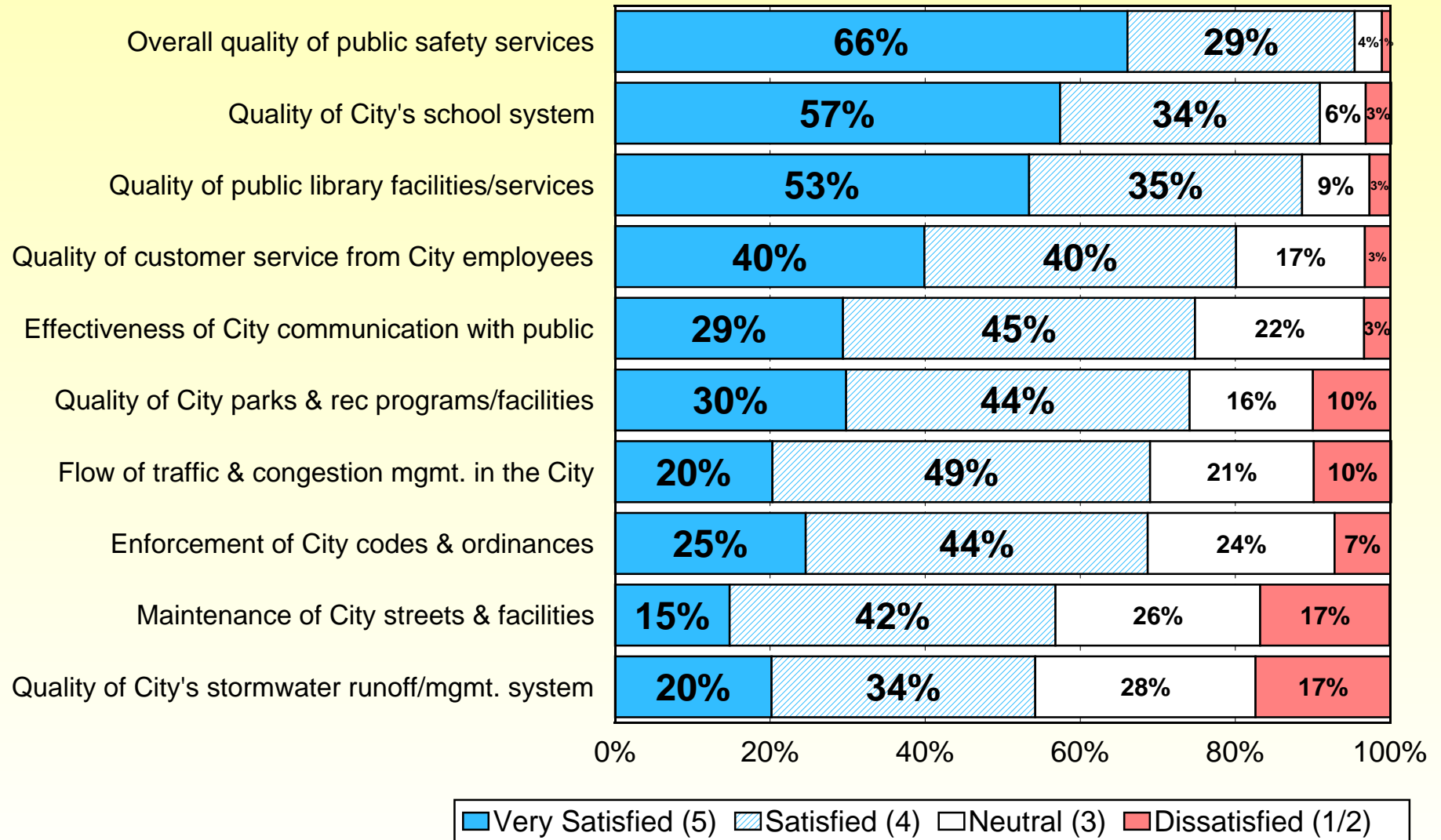
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services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

- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Public Safety:** there were no high priority items in this category
 - **City Maintenance:** adequacy of city street lighting, maintenance of major City streets and maintenance of sidewalks
 - **Parks and Recreation:** number of walking and biking trails and community recreational centers

Section 1: Charts and Graphs

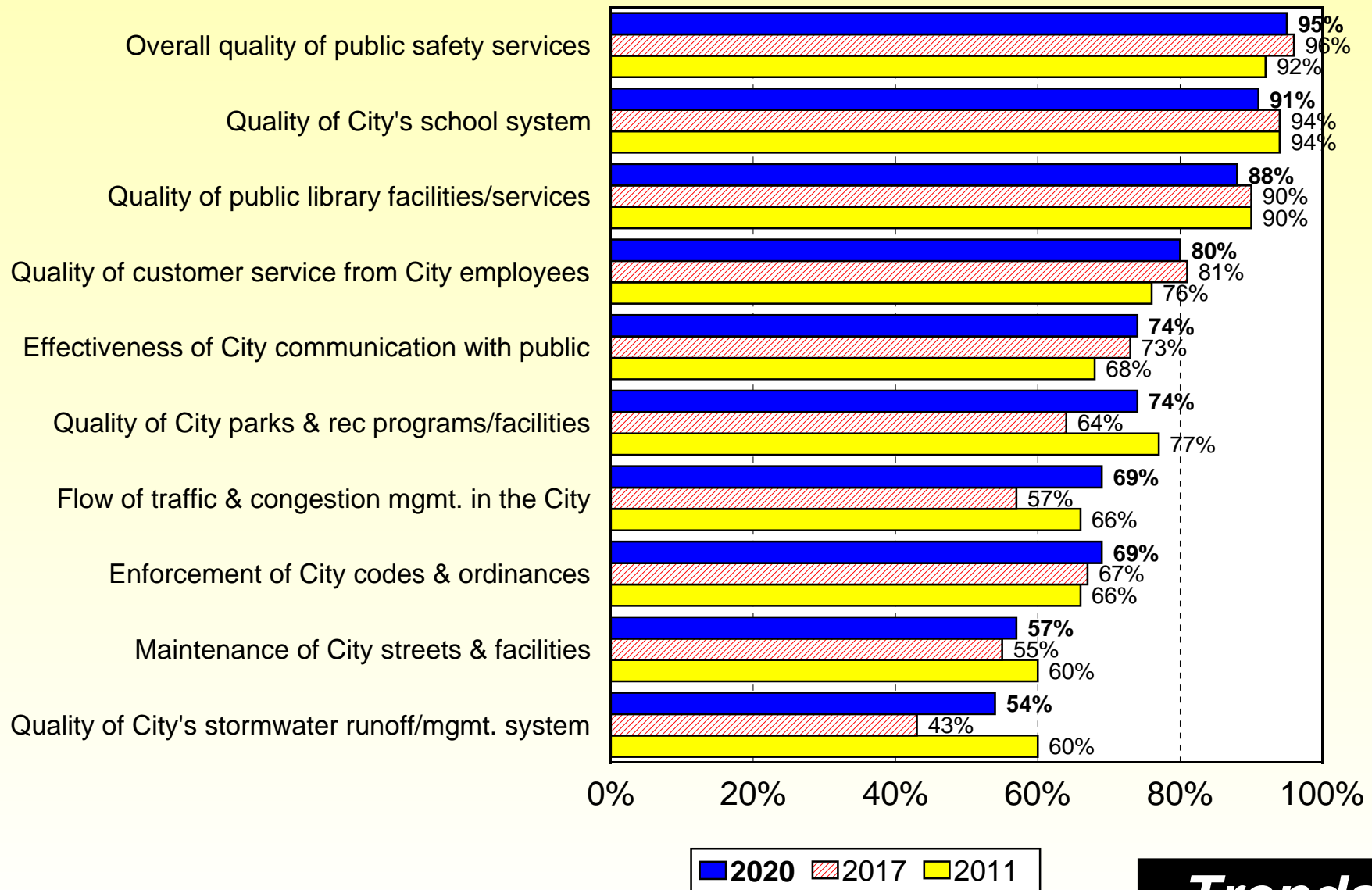
Q1. Overall Satisfaction with City Services

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



Overall Satisfaction with City Services - 2011 to 2020

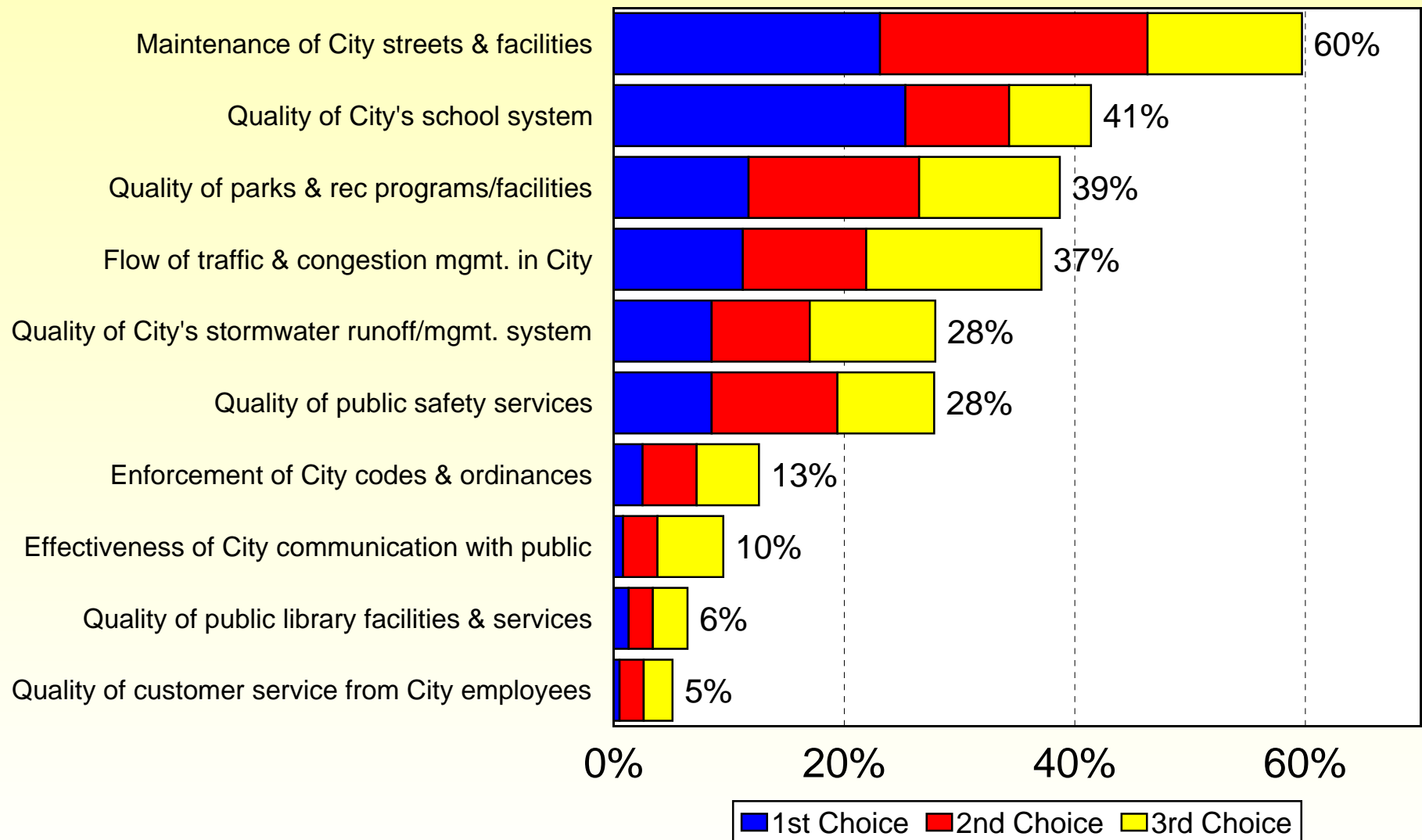
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Trends

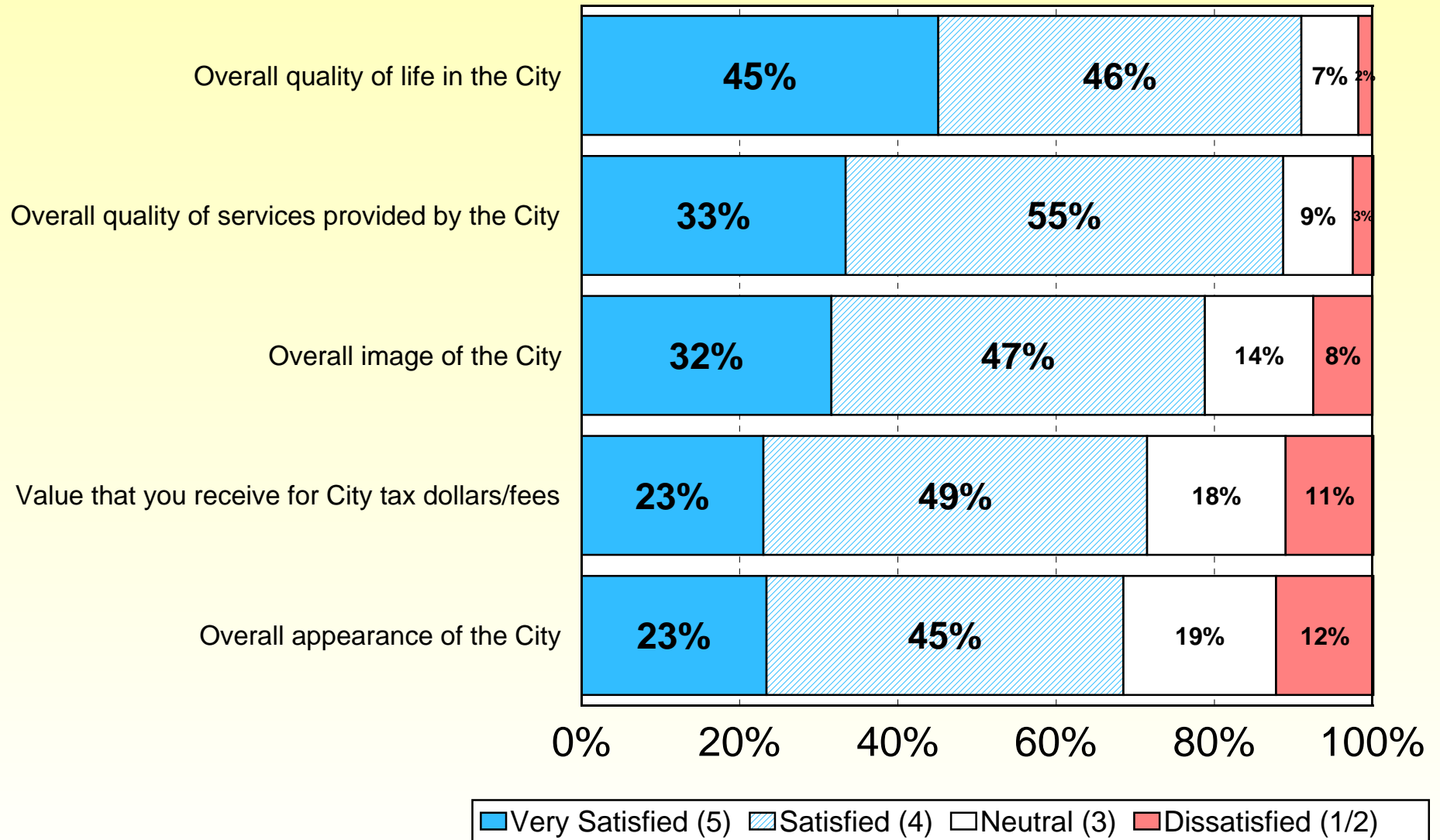
Q2. City Services That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



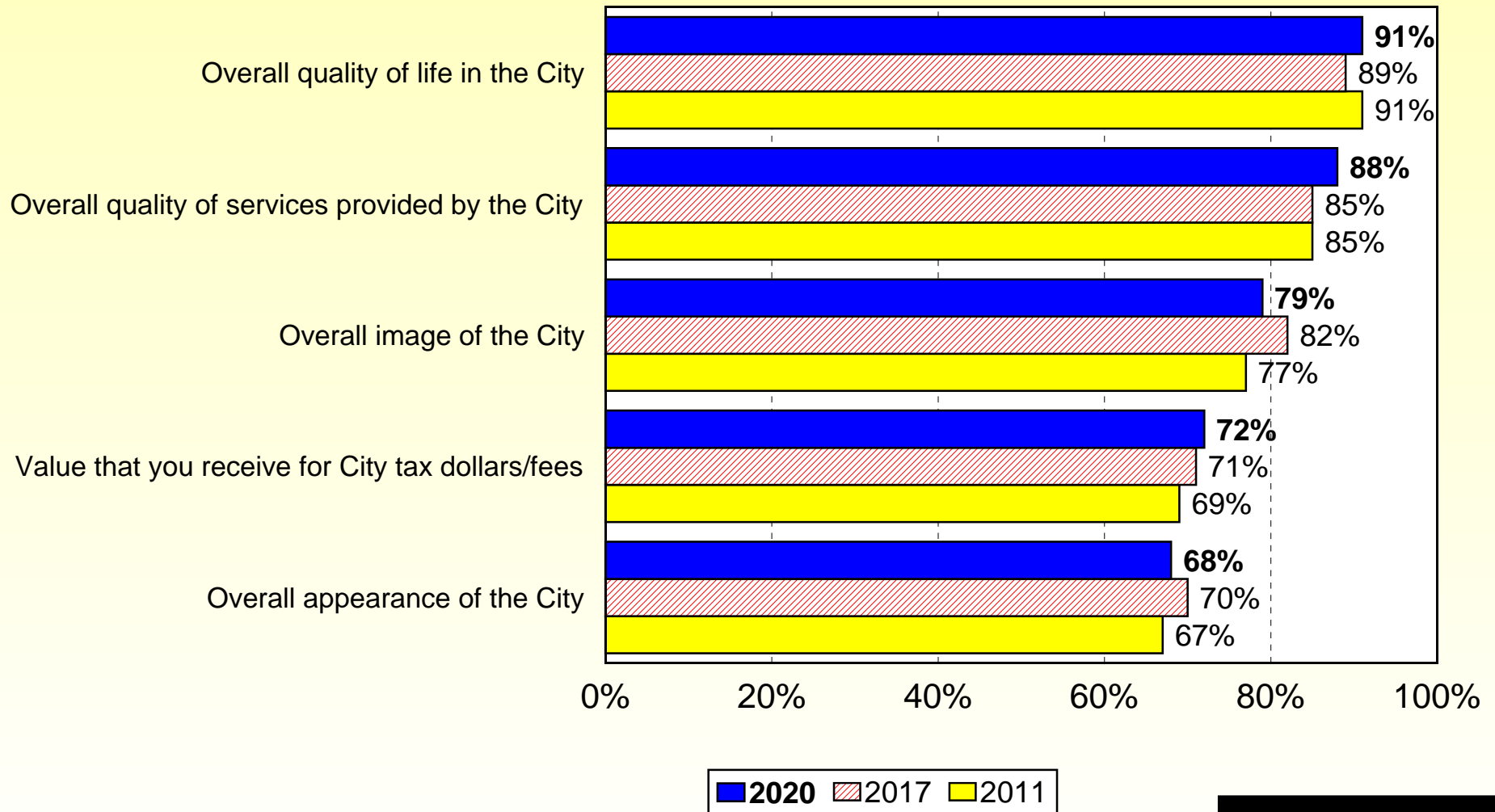
Q3. Satisfaction with Issues that Influence Your Perception of the City

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



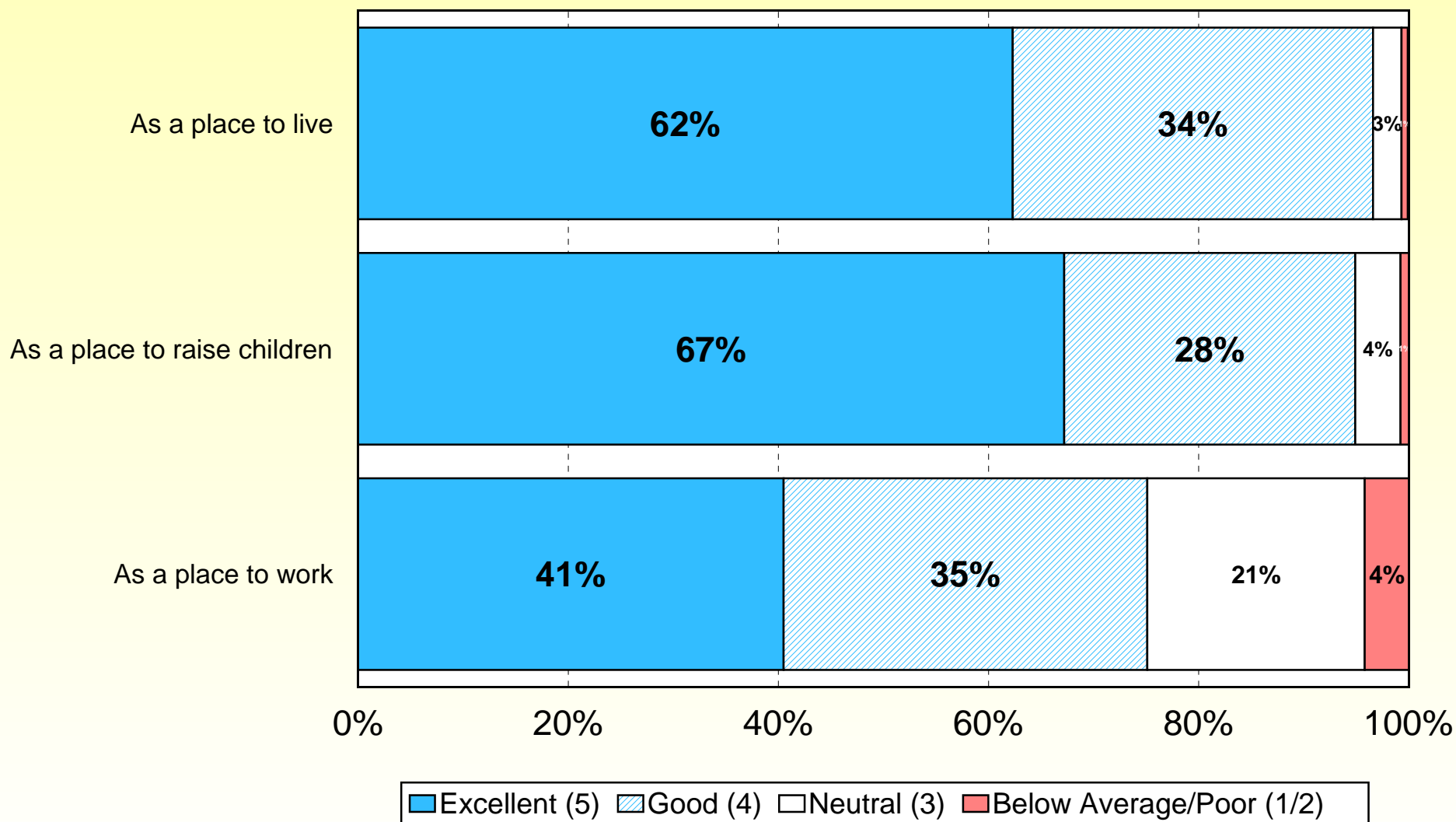
Satisfaction with Issues that Influence Your Perception of the City - 2011 to 2020

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



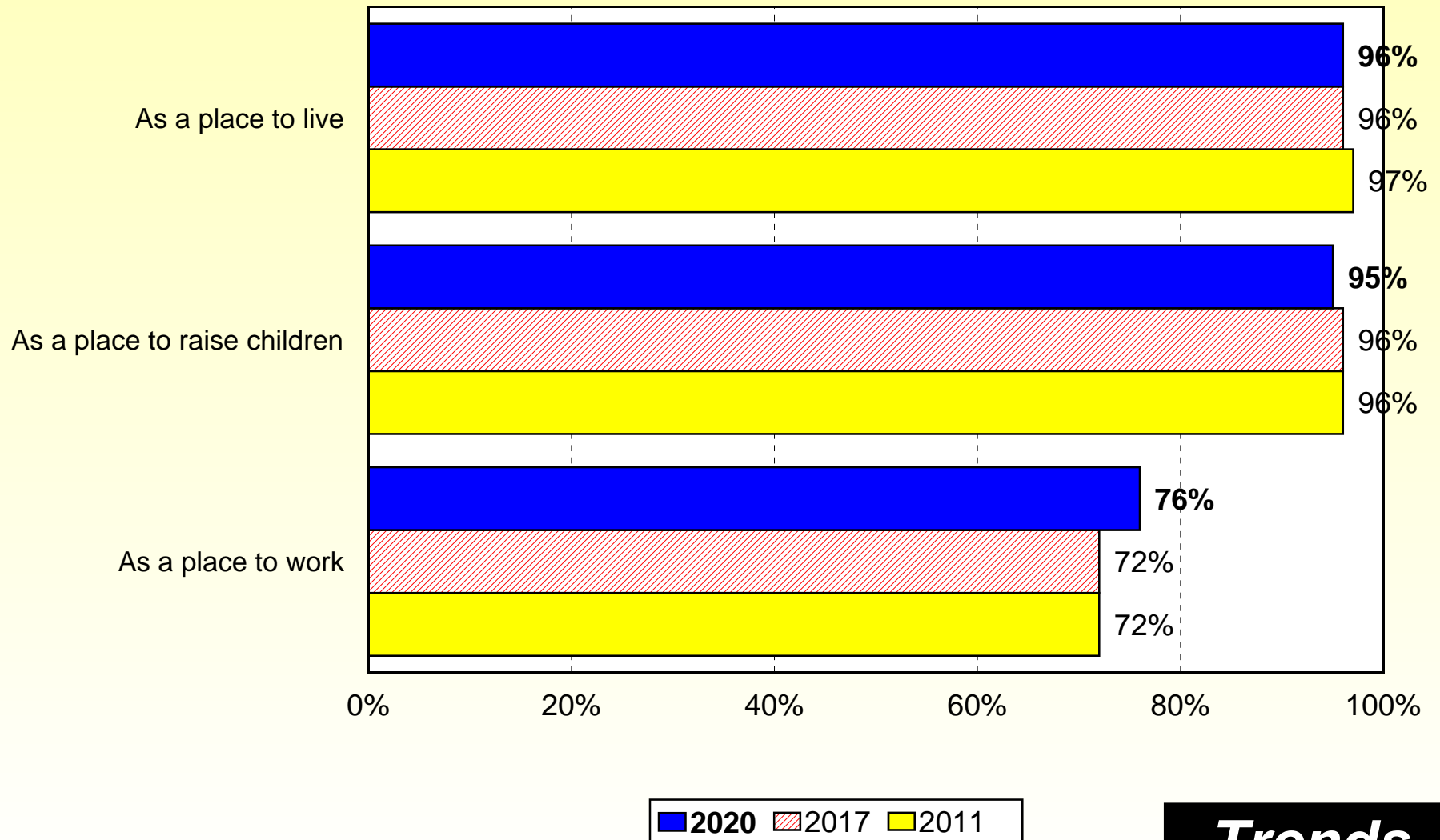
Q4. Ratings of the City of Vestavia Hills

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



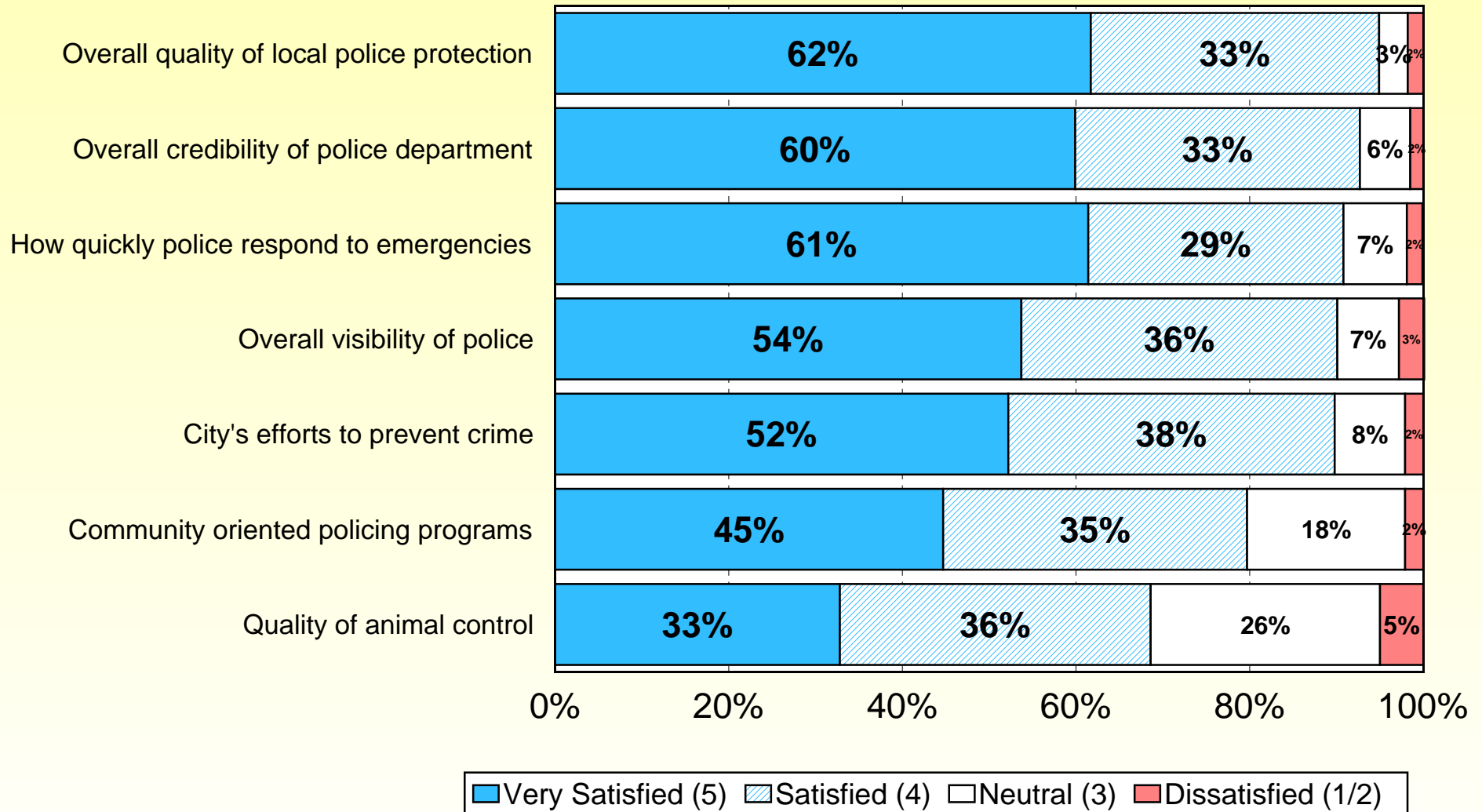
Q4. Ratings of the City of Vestavia Hills 2011 to 2020

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



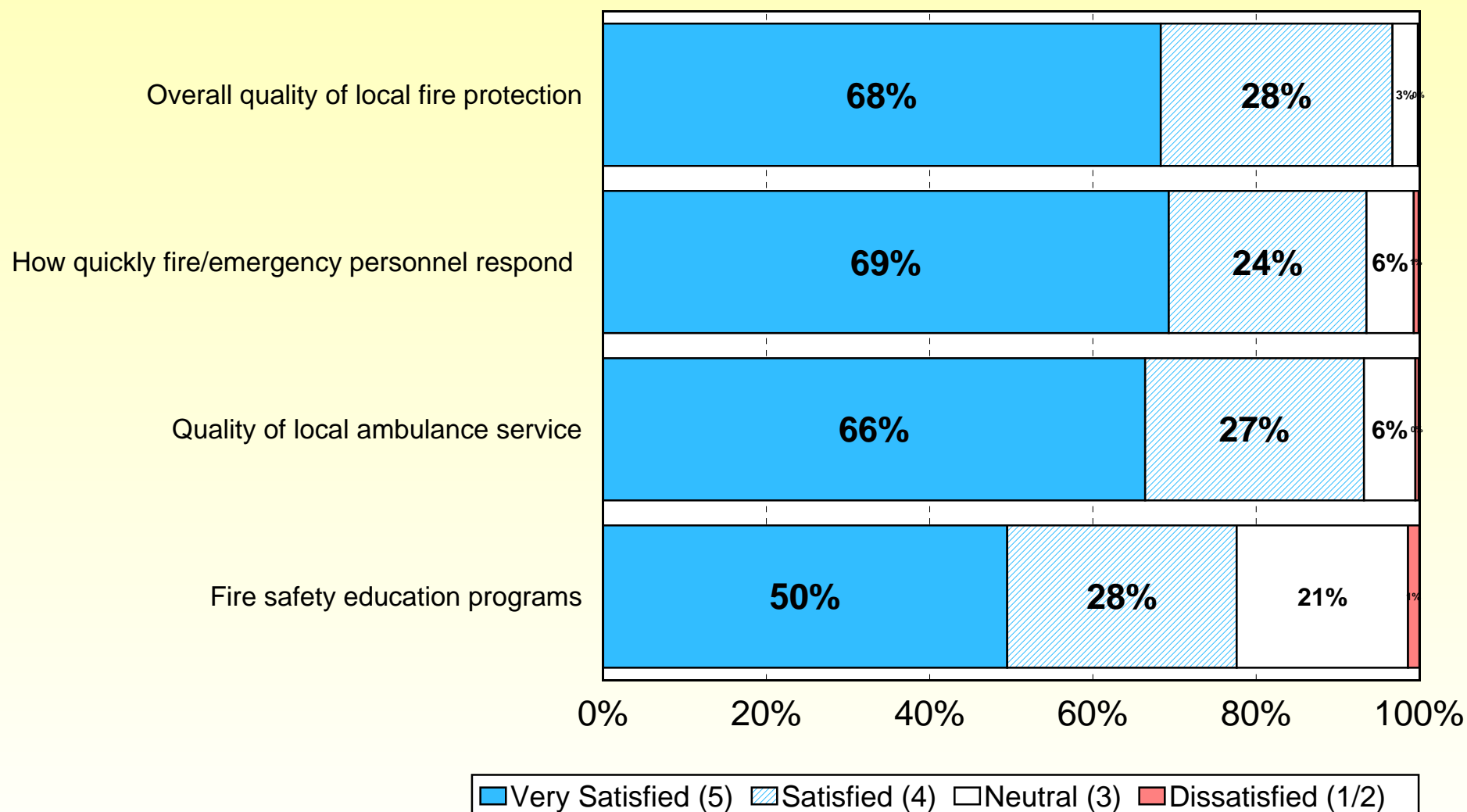
Q5. Satisfaction With Public Safety - Police Department

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



Q5. Satisfaction With Public Safety - Fire Department

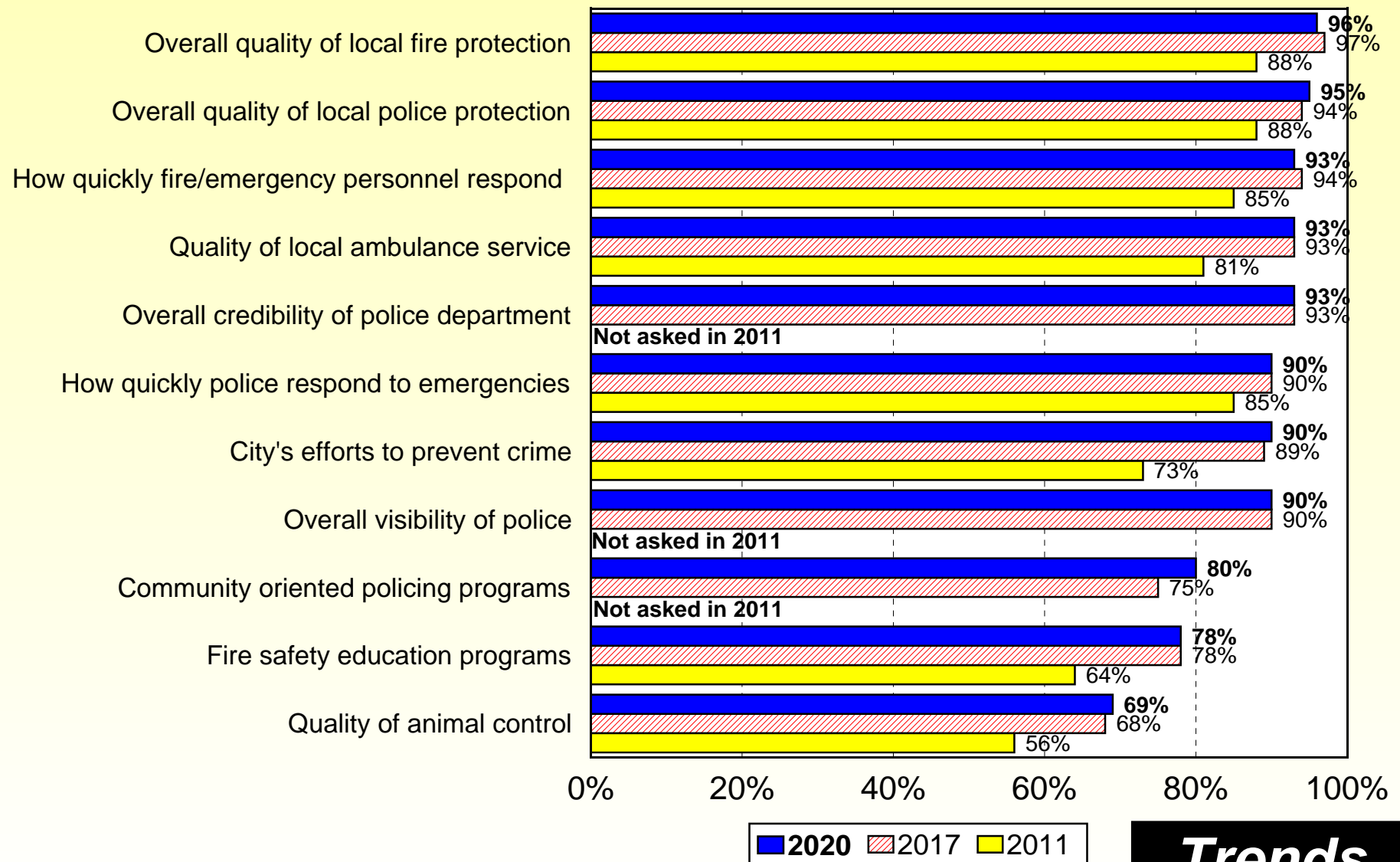
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Satisfaction With Public Safety

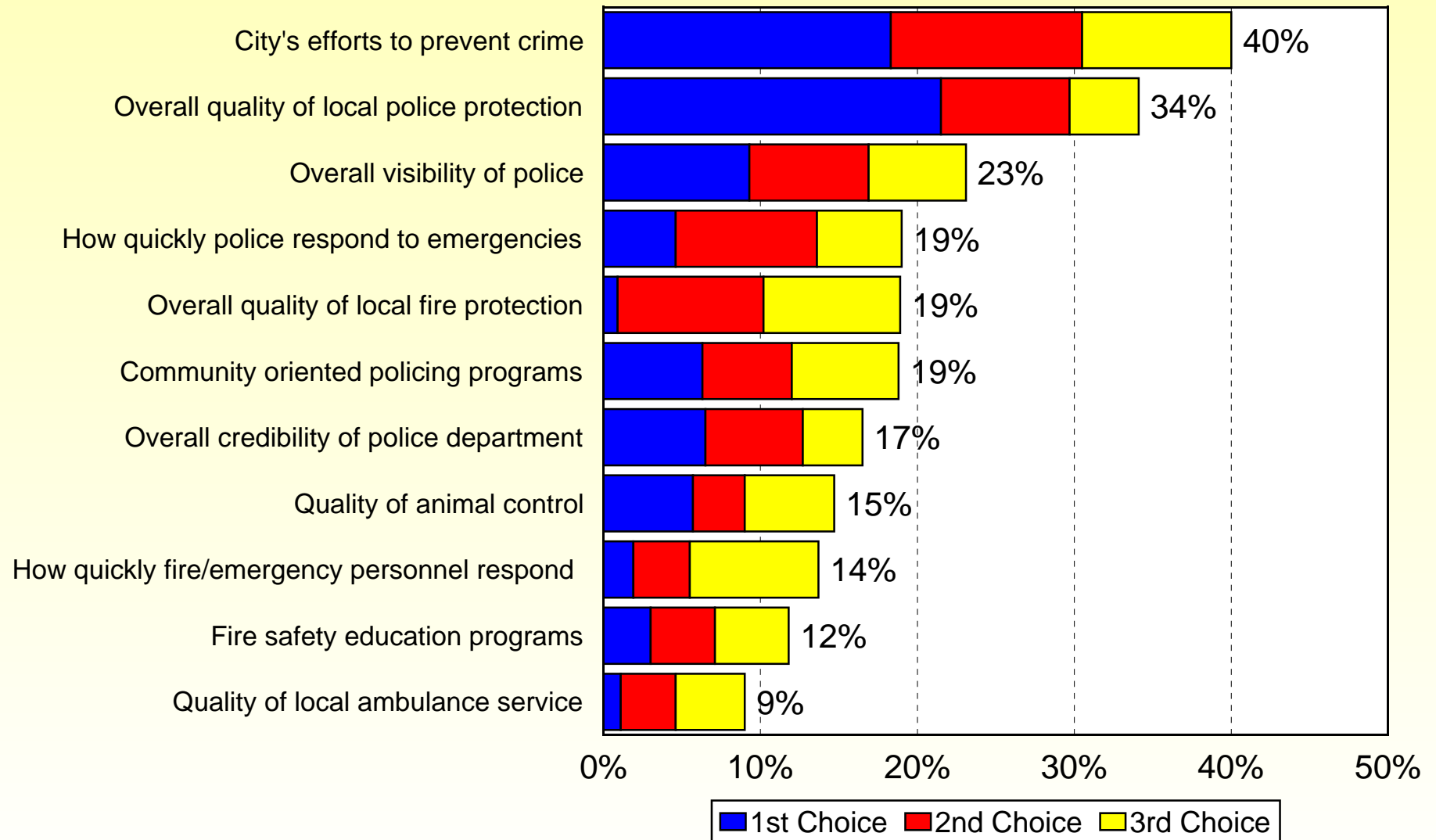
2011 to 2020

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



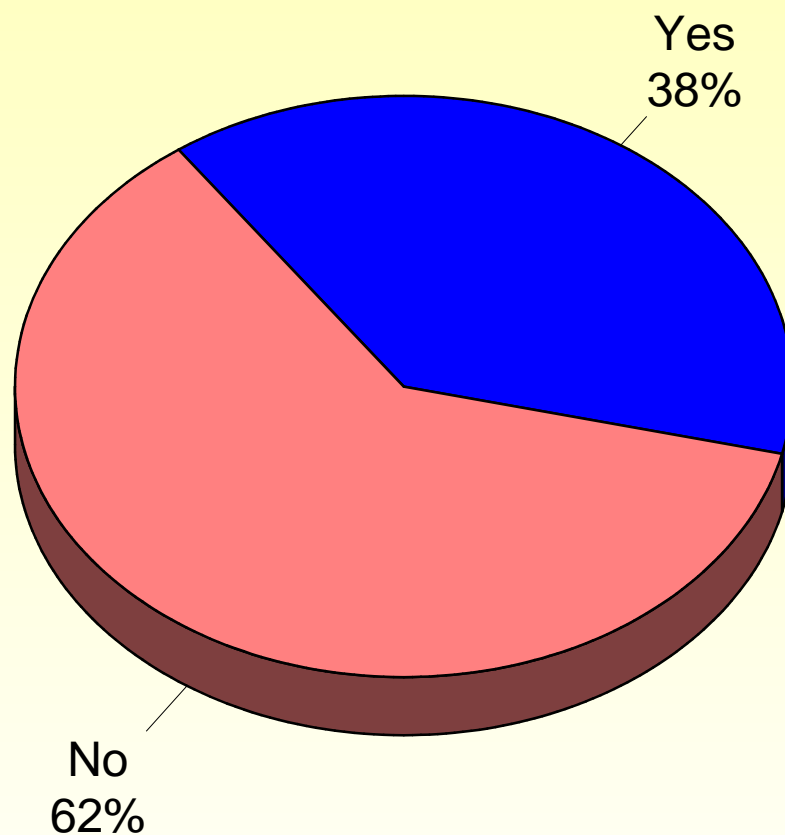
Q6. Public Safety Issues That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



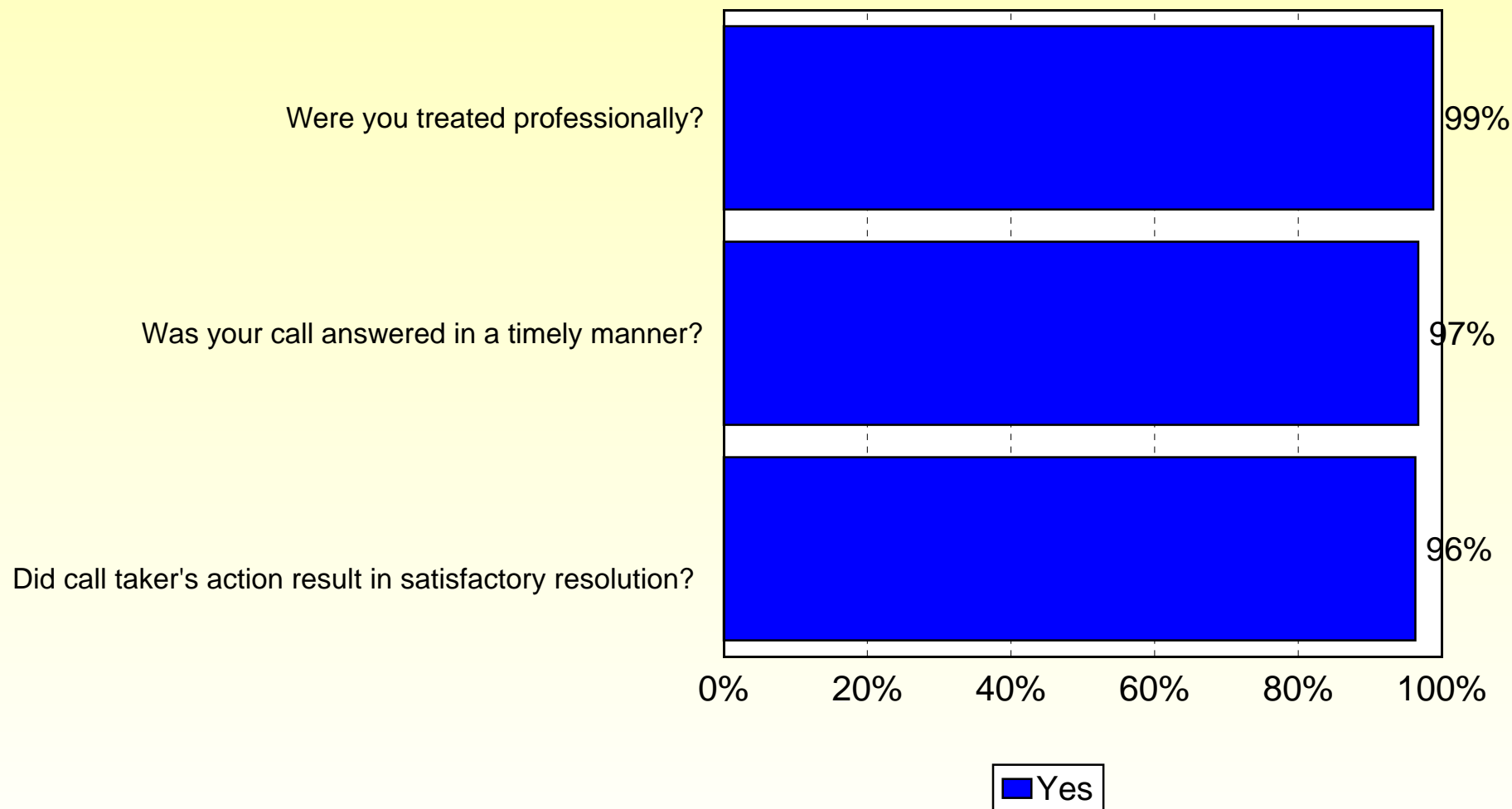
Q7. Have you ever called “911”?

by percentage of respondents



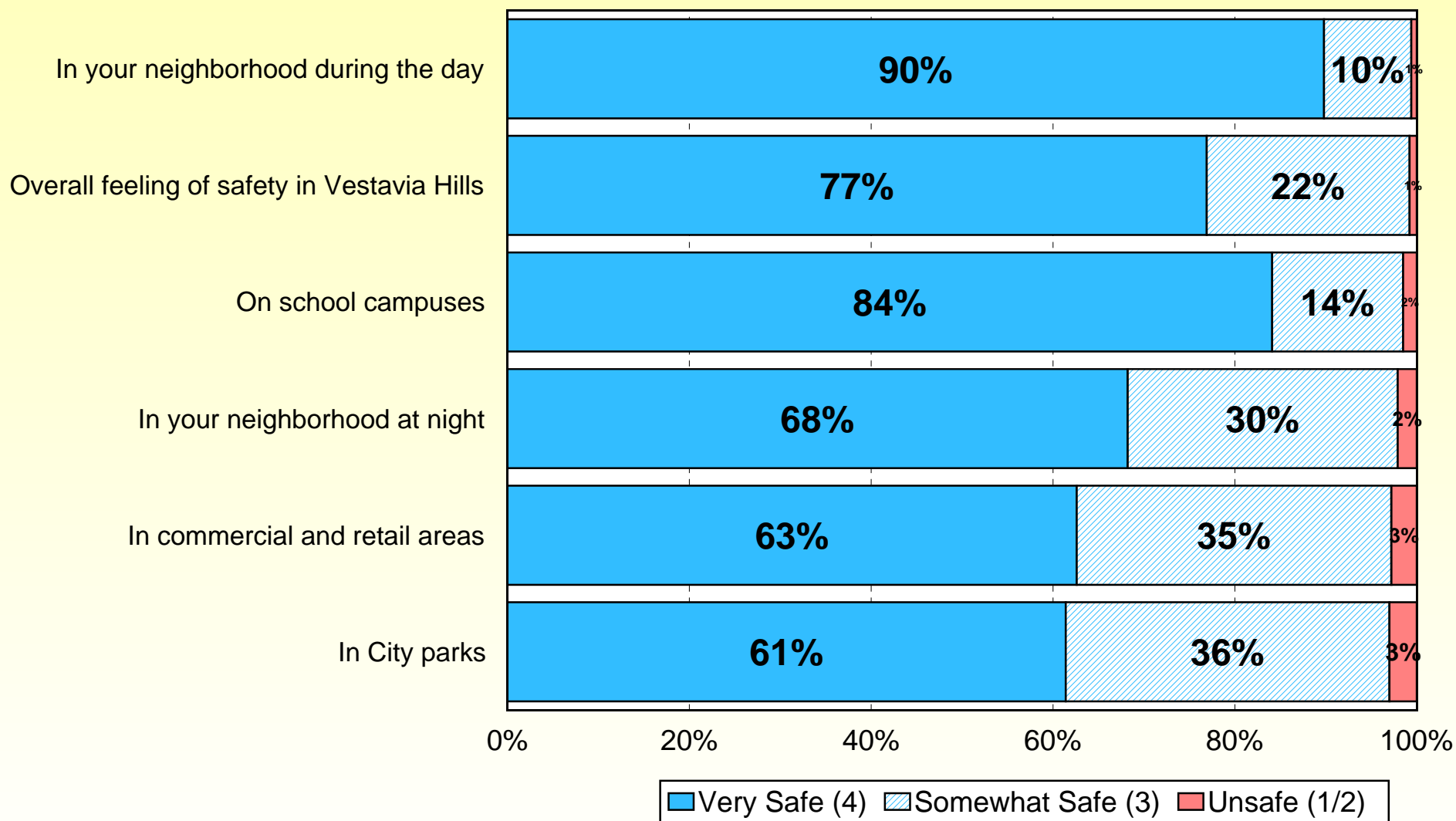
Q7a. How was your service?

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



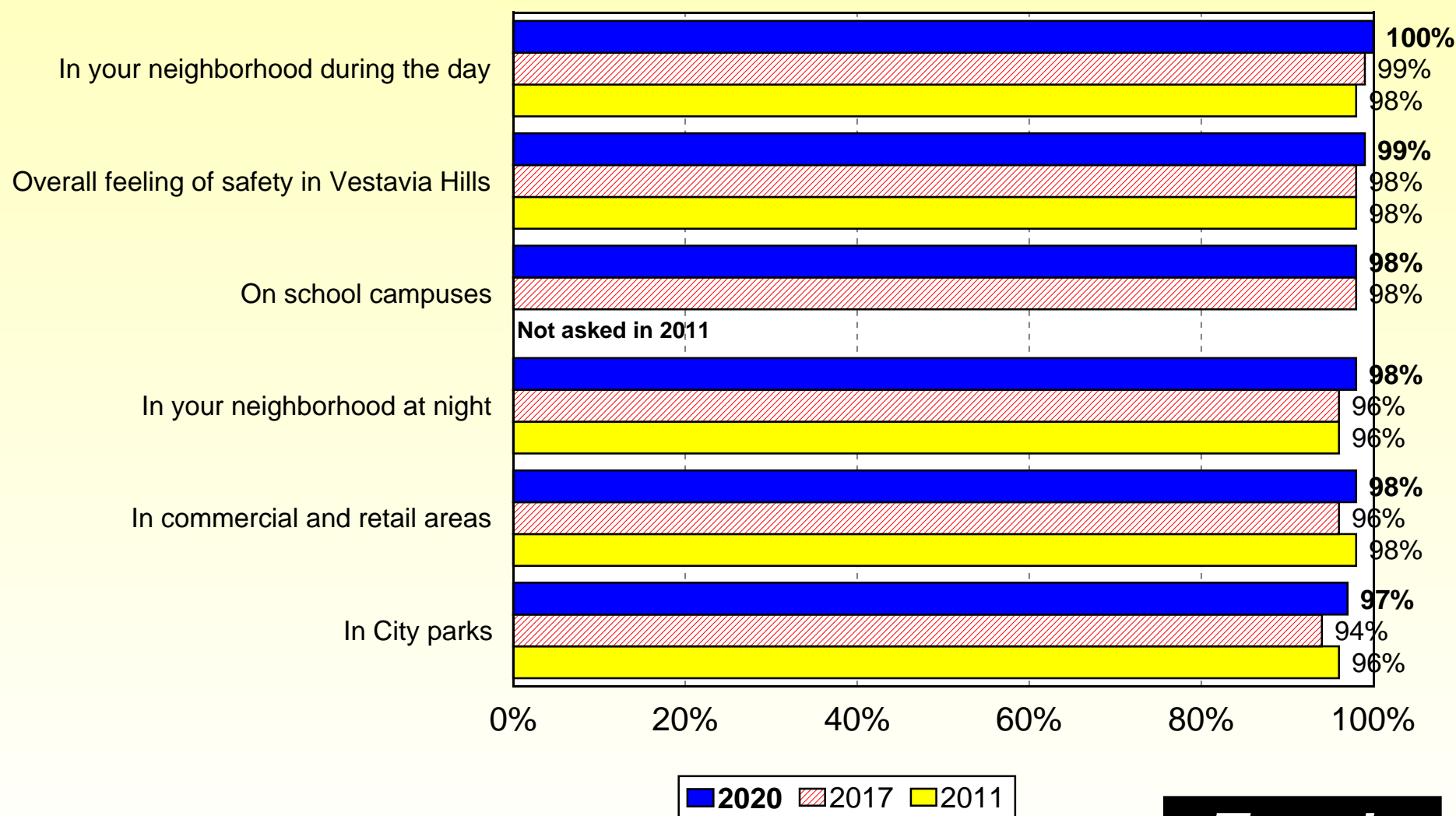
Q8. Feelings of Safety in Various Situations

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



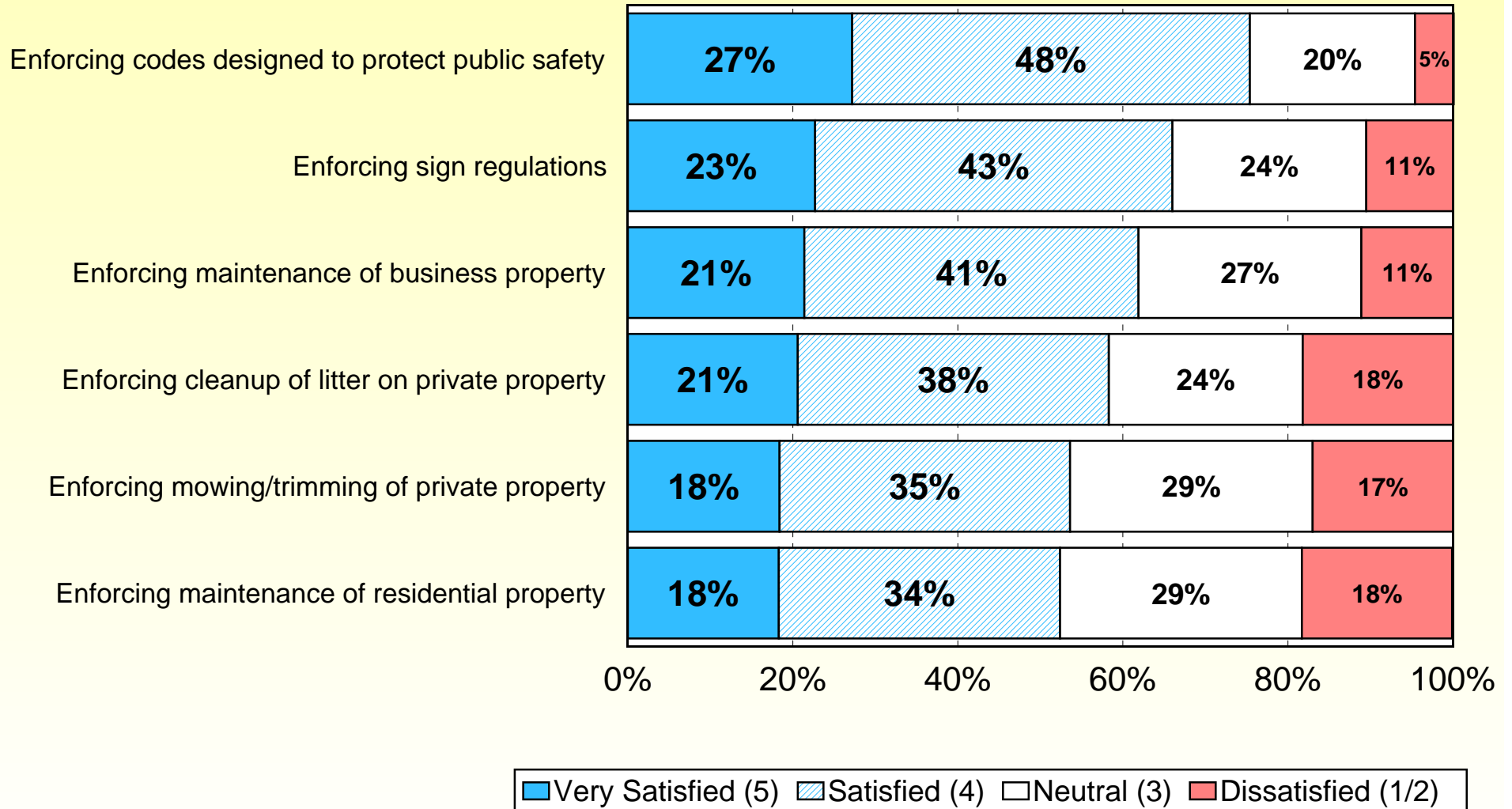
Q8. Feelings of Safety in Various Situations 2011 to 2020

by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding "don't know")



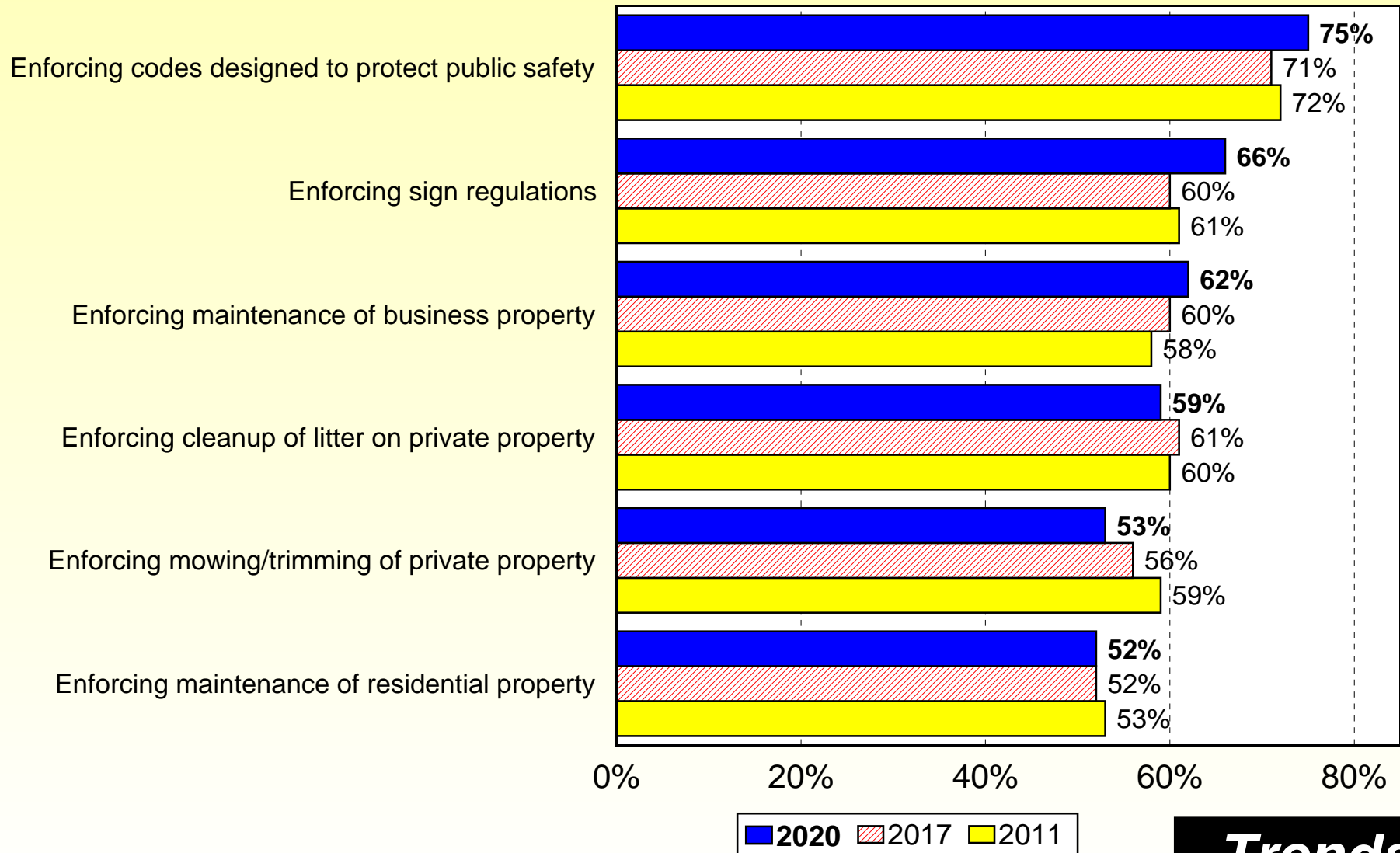
Q9. Satisfaction With Enforcement of Codes and Ordinances

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



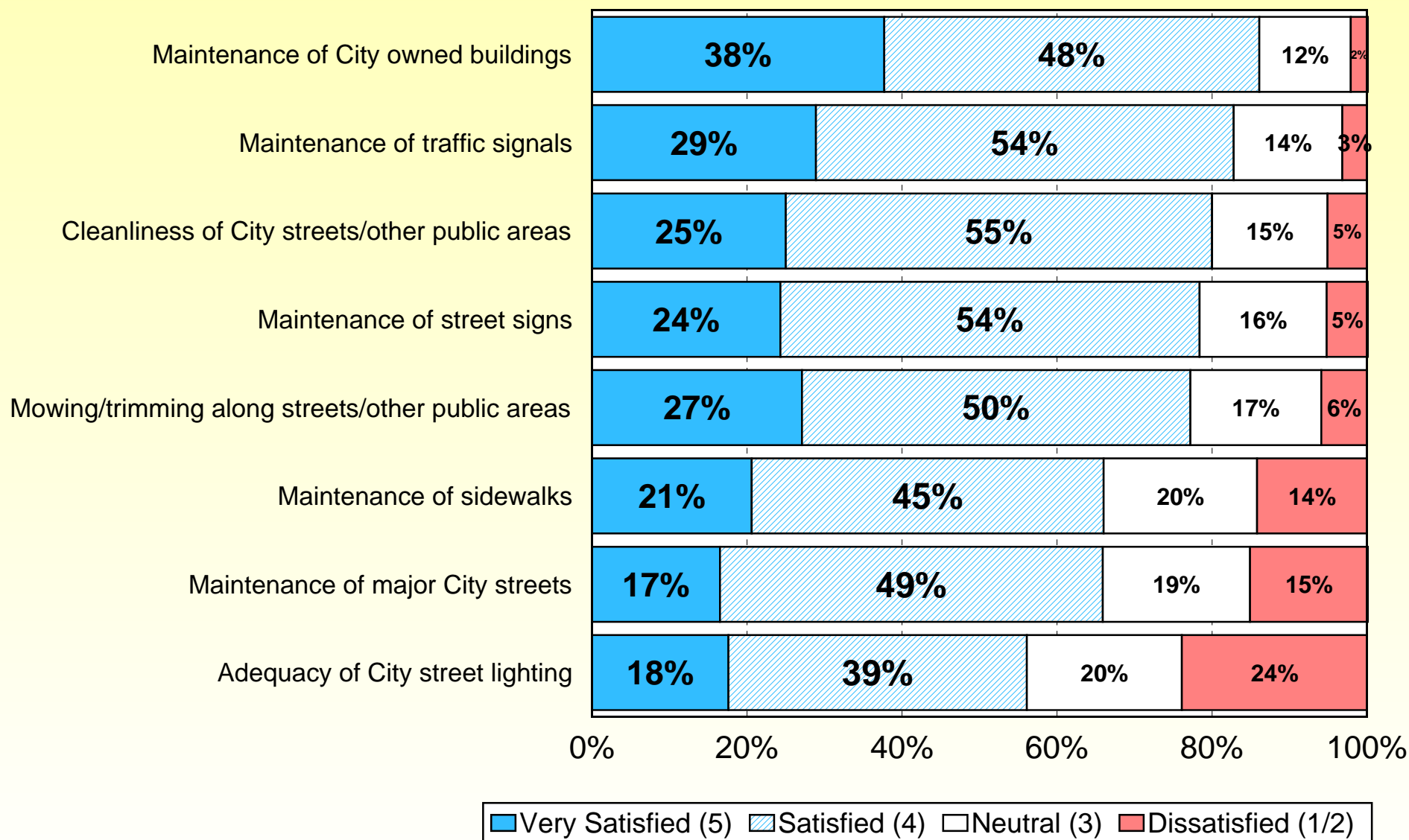
Satisfaction With Enforcement of Codes and Ordinances 2011 to 2020

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



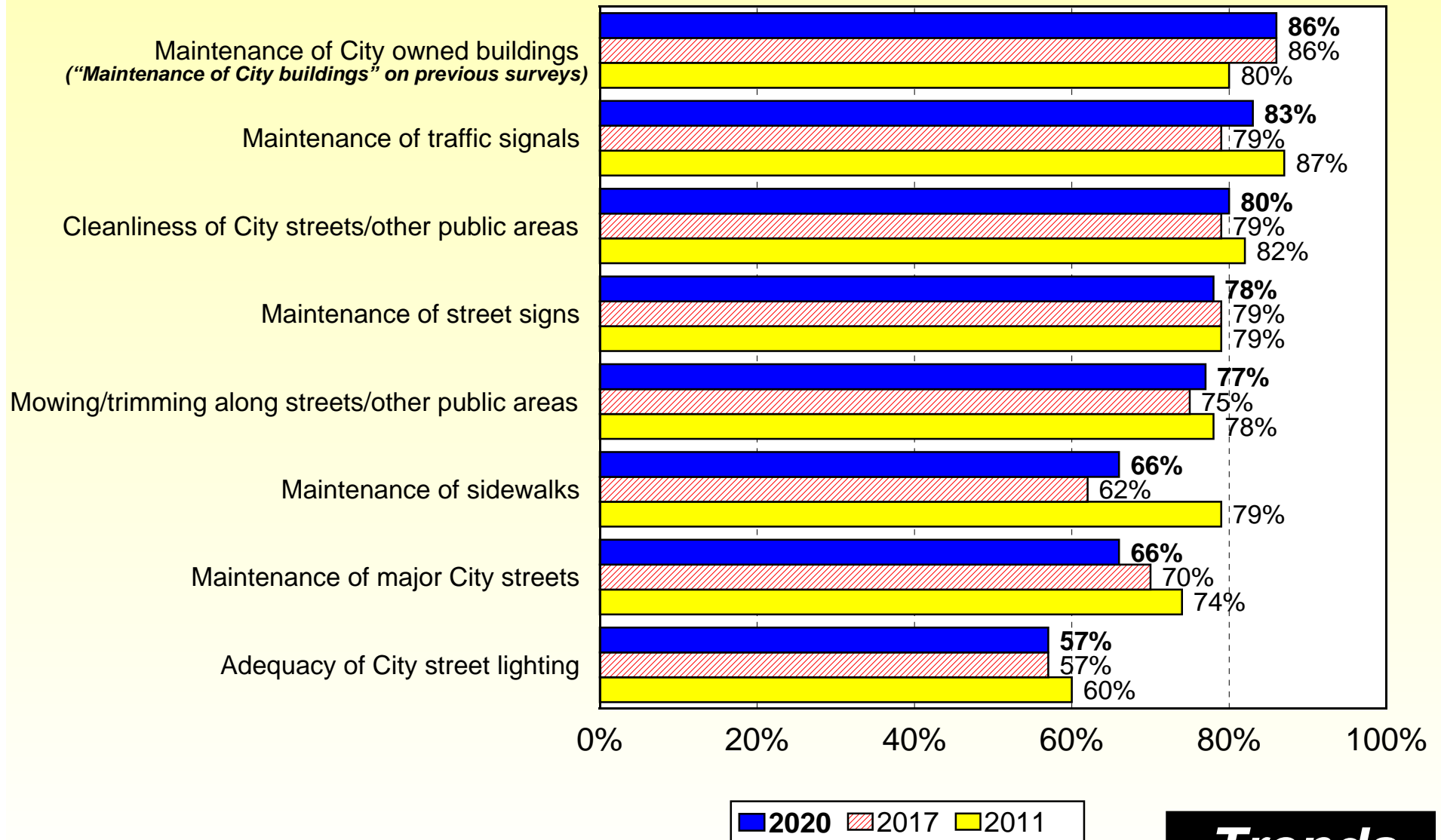
Q10. Satisfaction With City Maintenance

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



Satisfaction With City Maintenance - 2011 to 2020

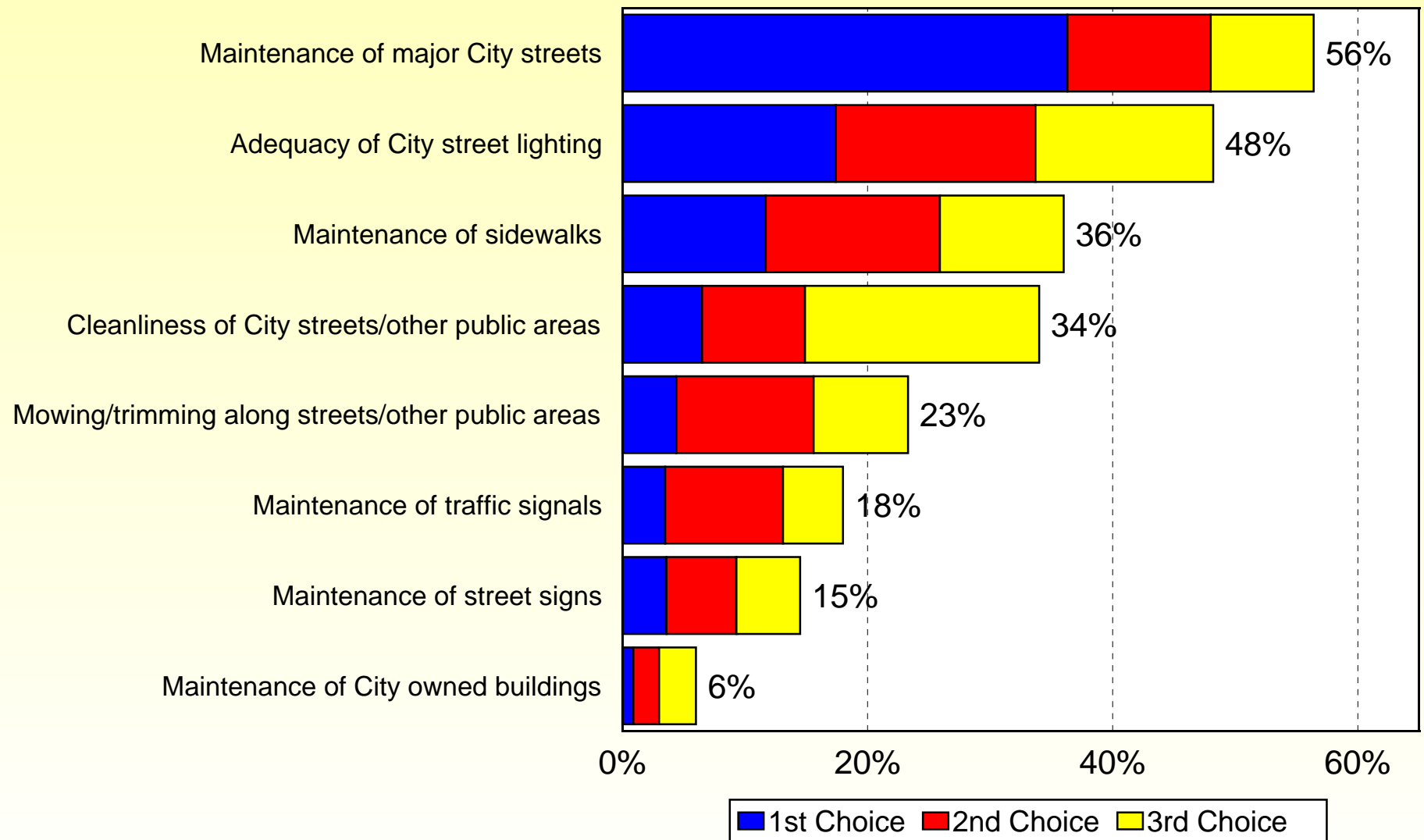
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Trends

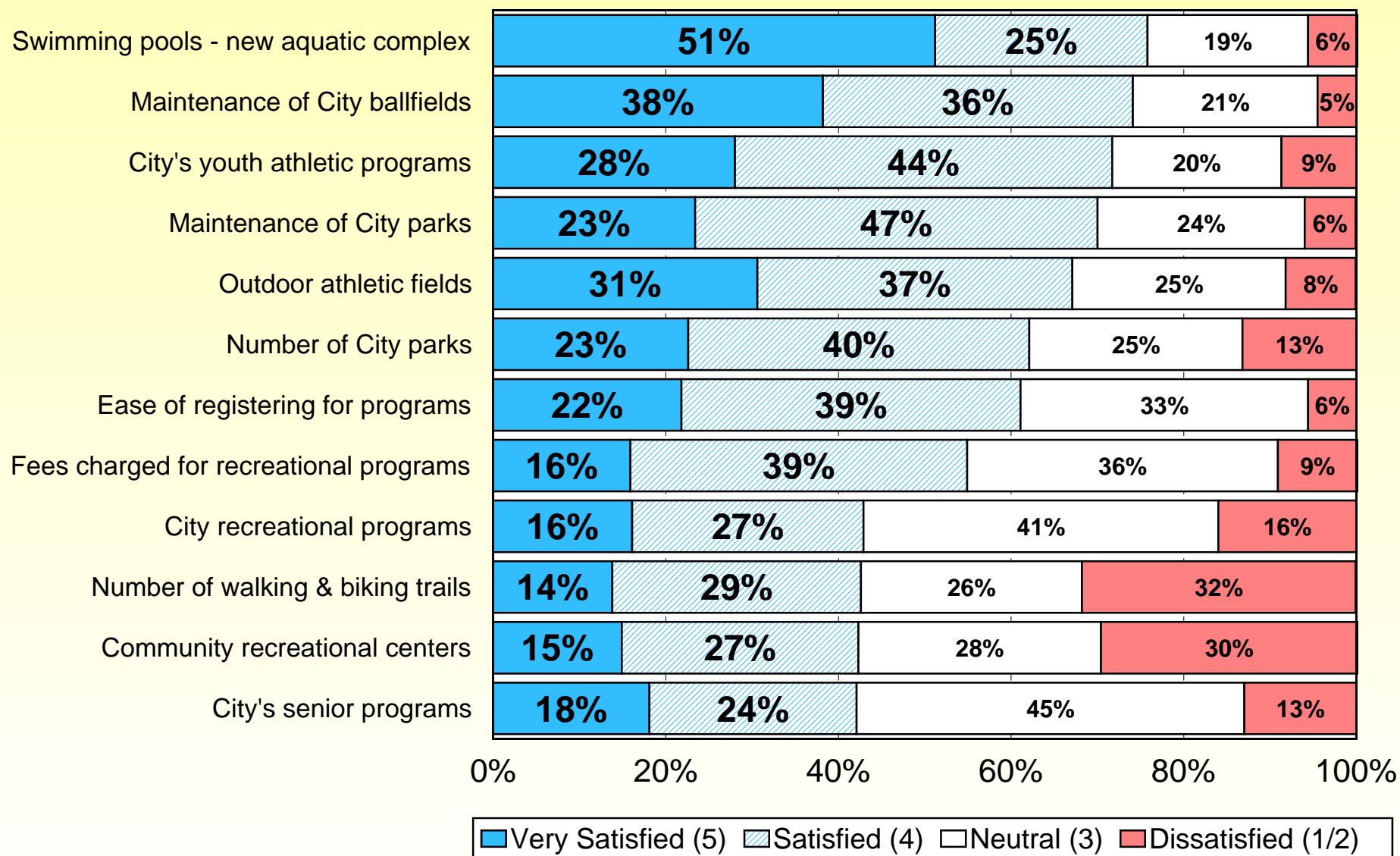
Q11. Maintenance Issues That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



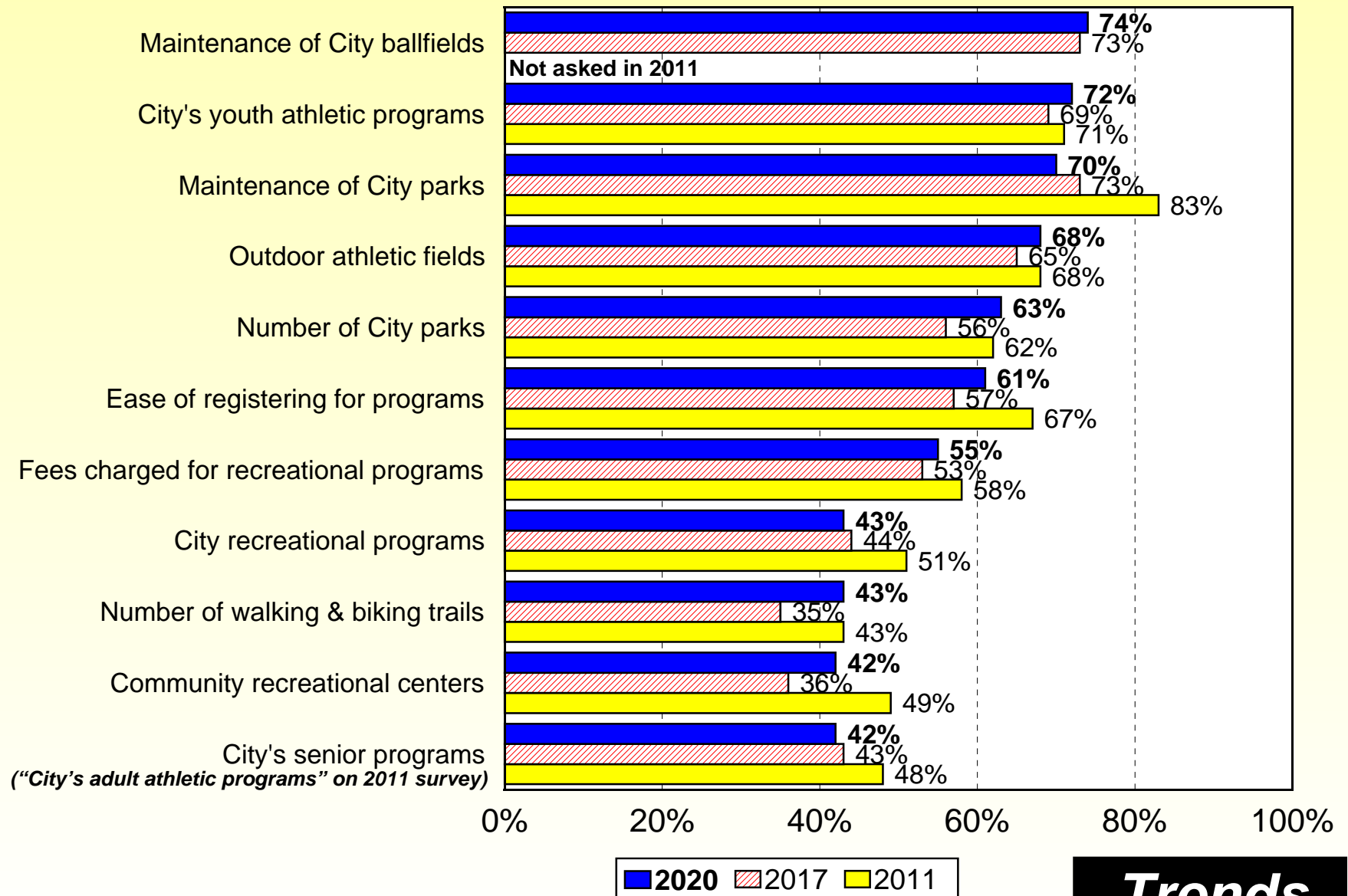
Q12. Satisfaction With Parks and Recreation

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



Satisfaction With Parks and Recreation - 2011 to 2020

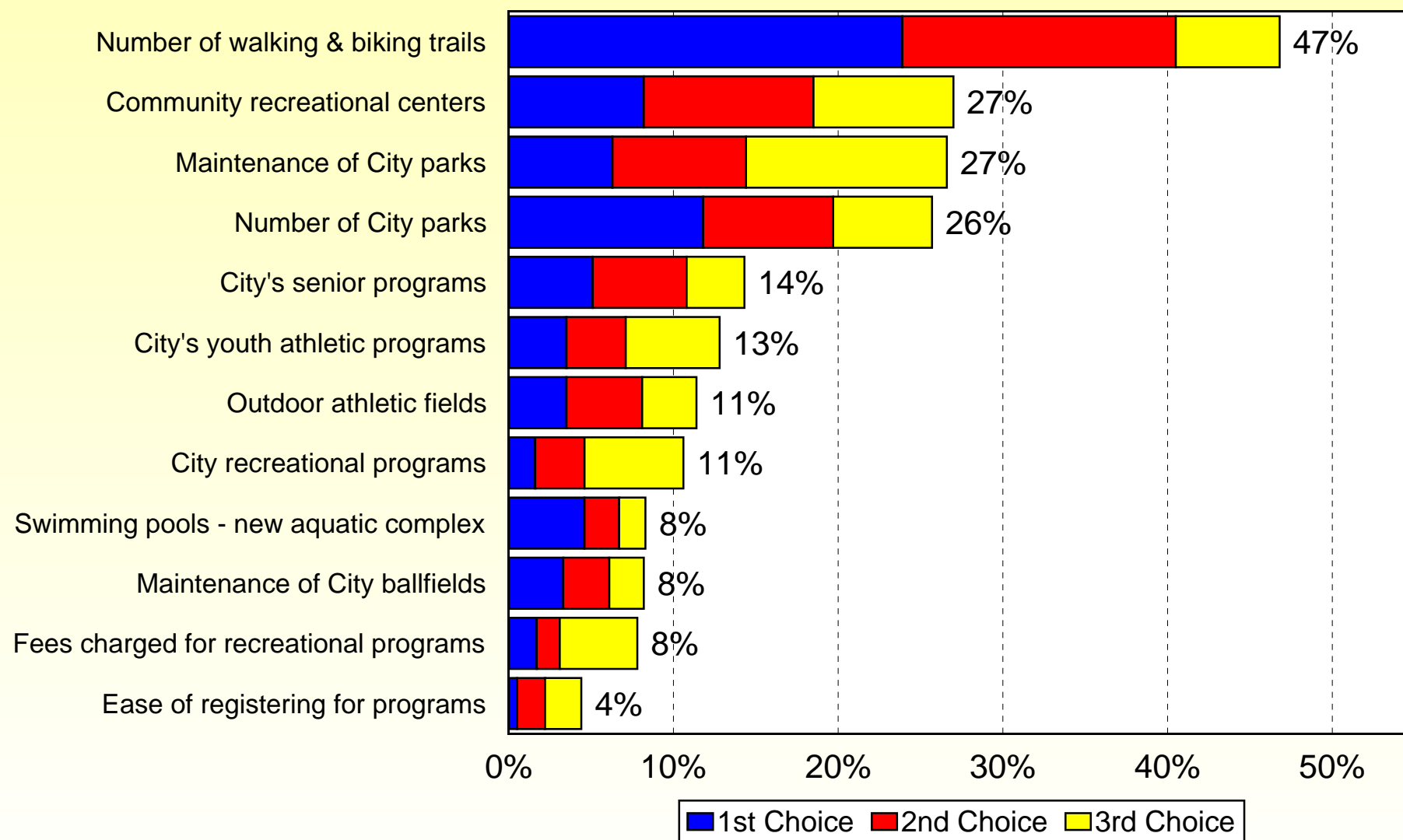
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Trends

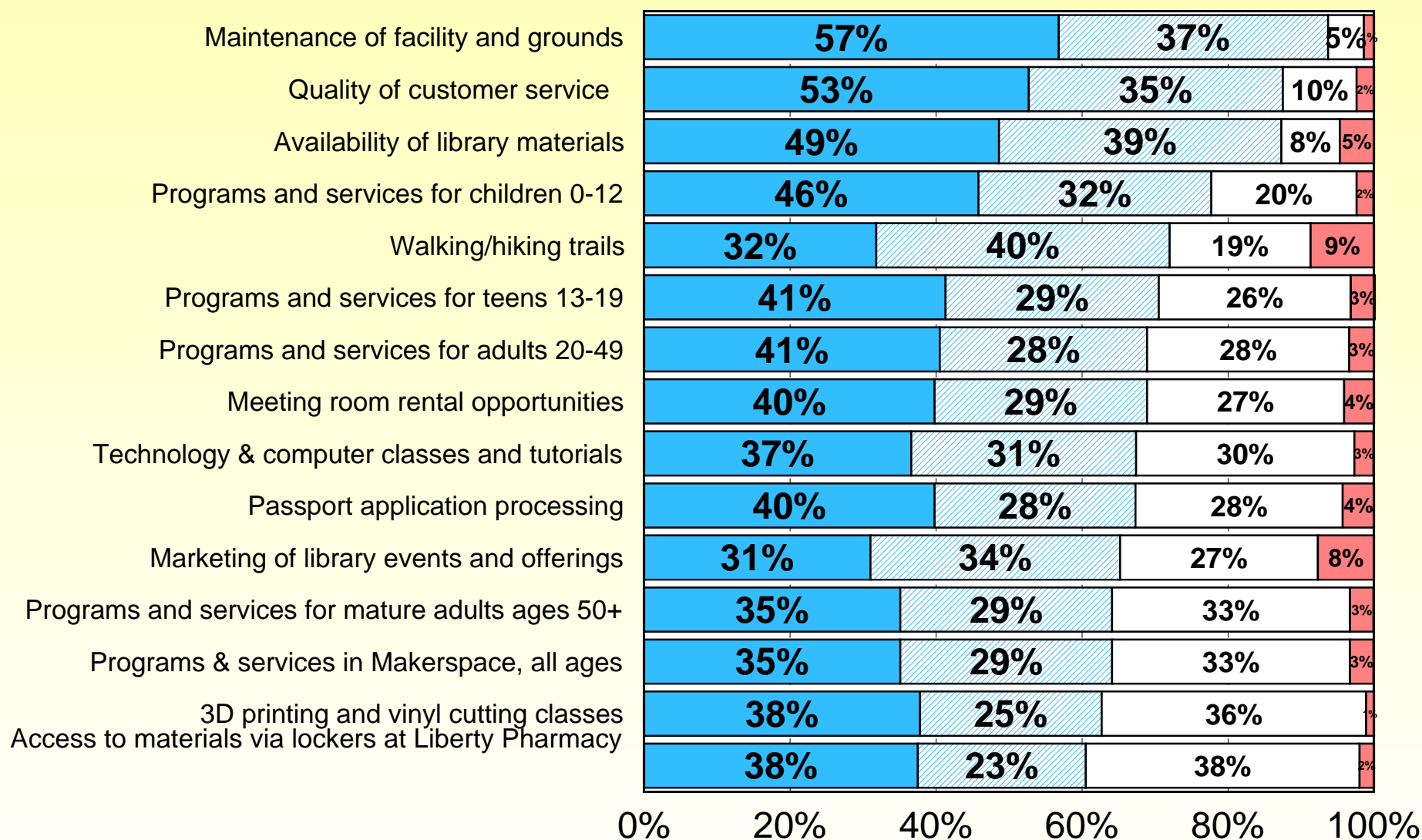
Q13. Parks and Recreation Issues That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



Q14[1-15]. Satisfaction With Library in the Forest

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

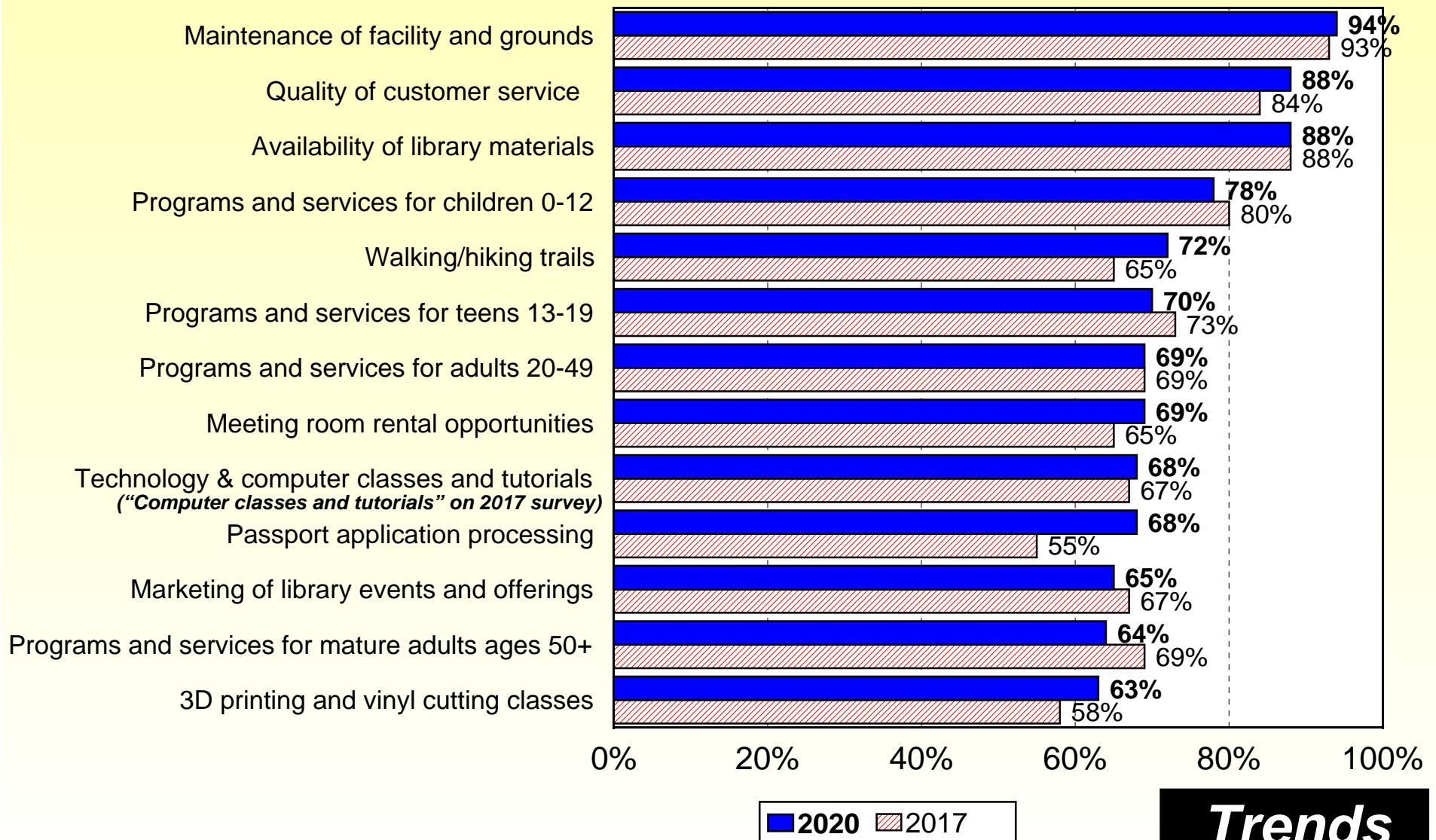


Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (1/2)

Satisfaction With Library in the Forest

2017 vs. 2020

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

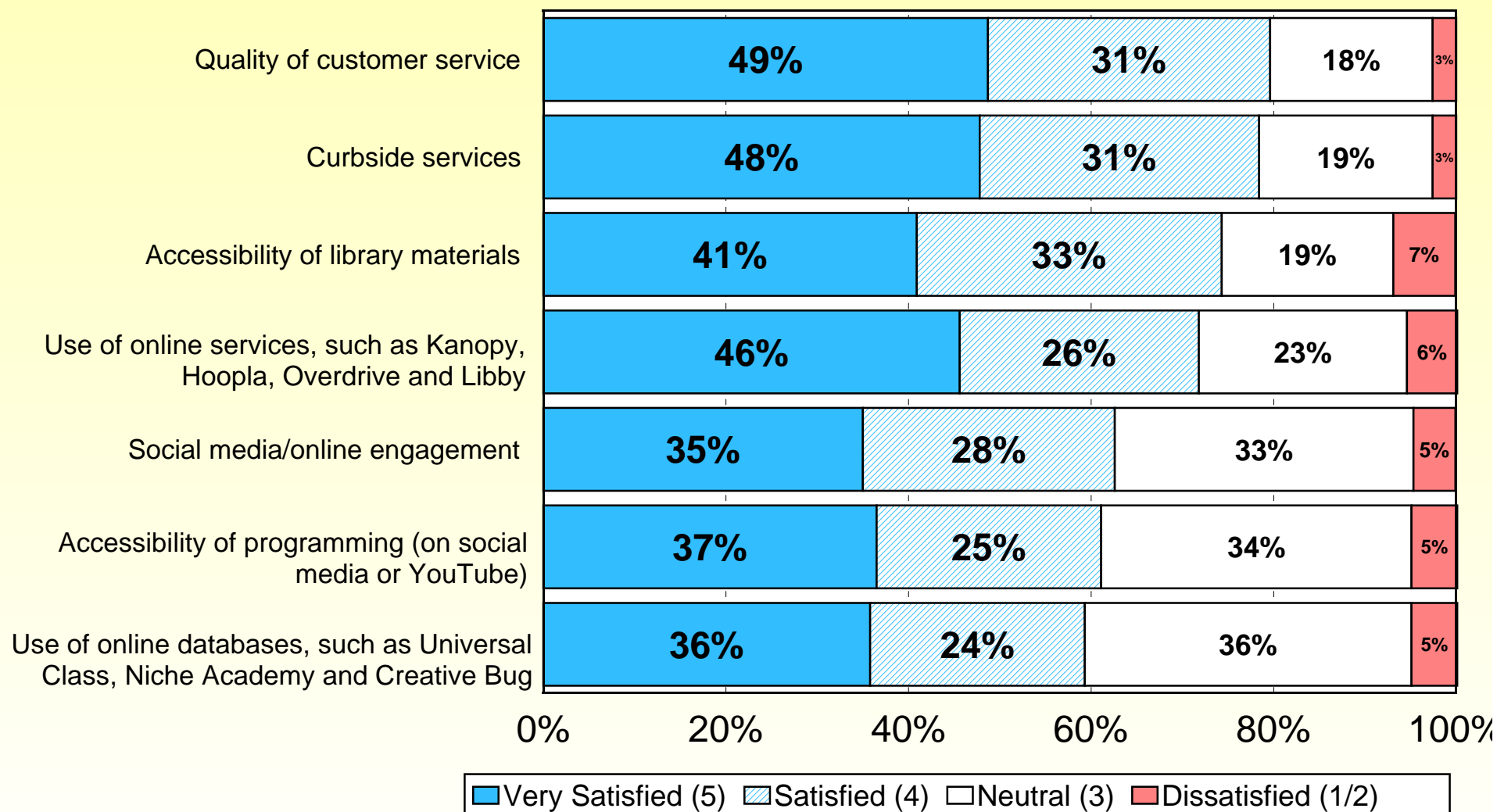


Trends

ETC Institute DirectionFinder (2020 - City of Vestavia Hills, AL)

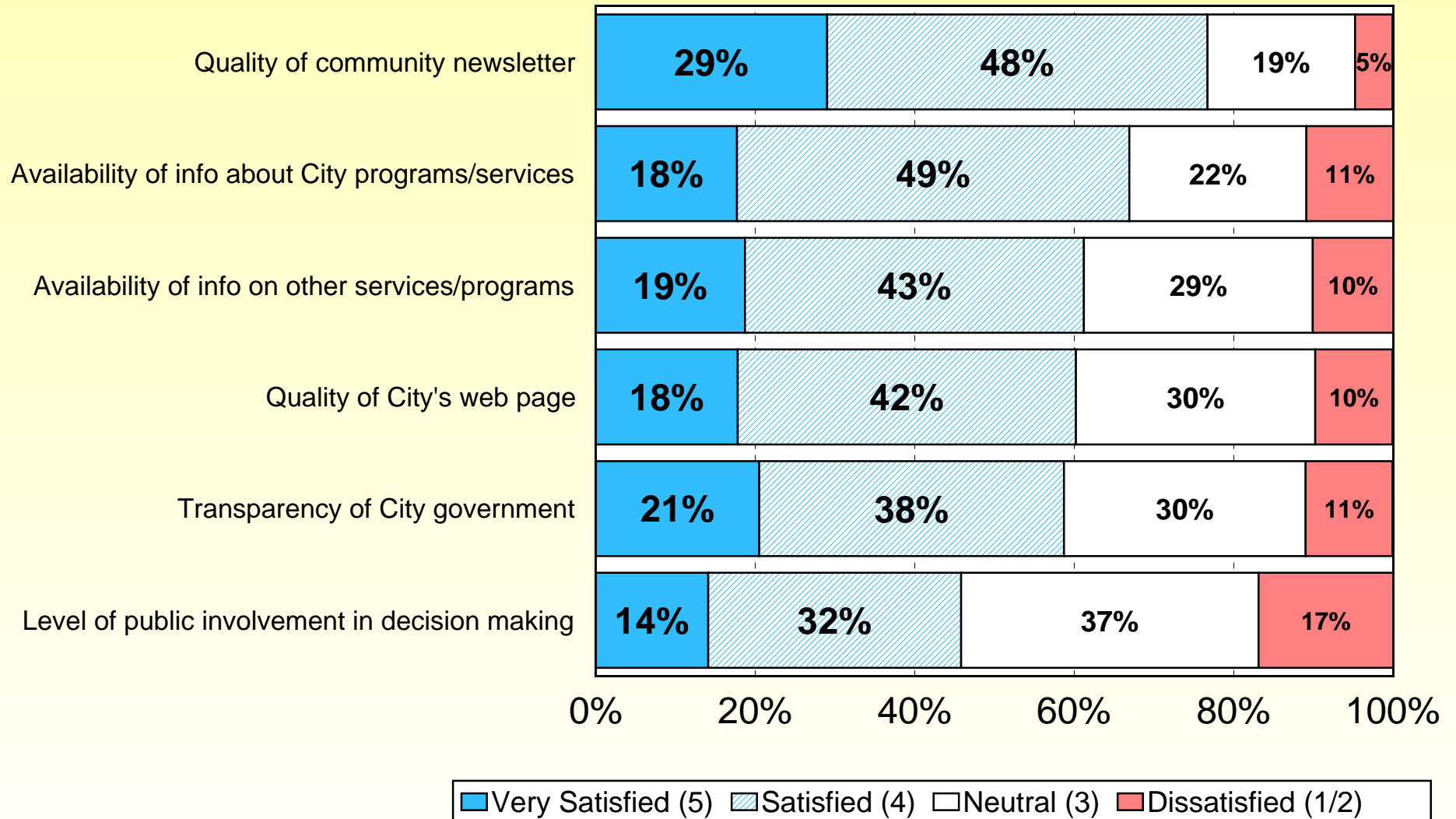
Q14[16-22]. Satisfaction With Library in the Forest During COVID-19 Closure

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



Q15. Satisfaction With City Communication

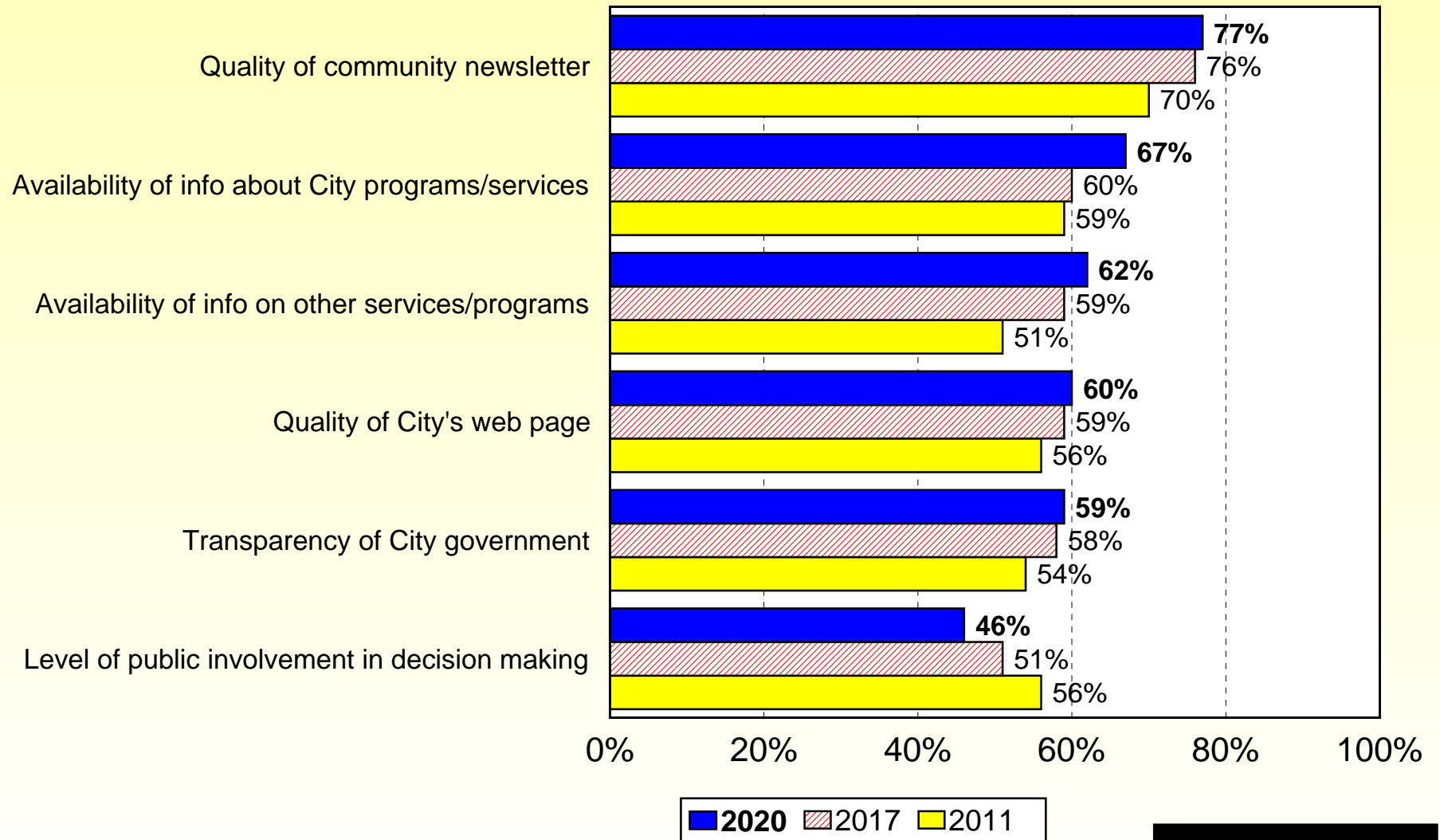
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Satisfaction With City Communication

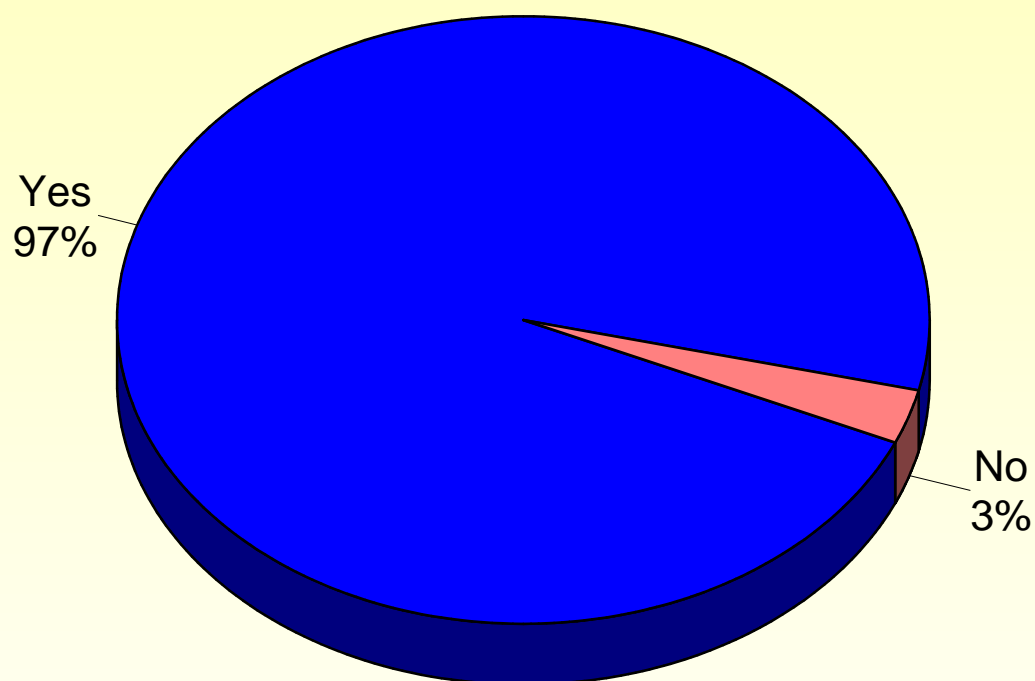
2011 to 2020

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



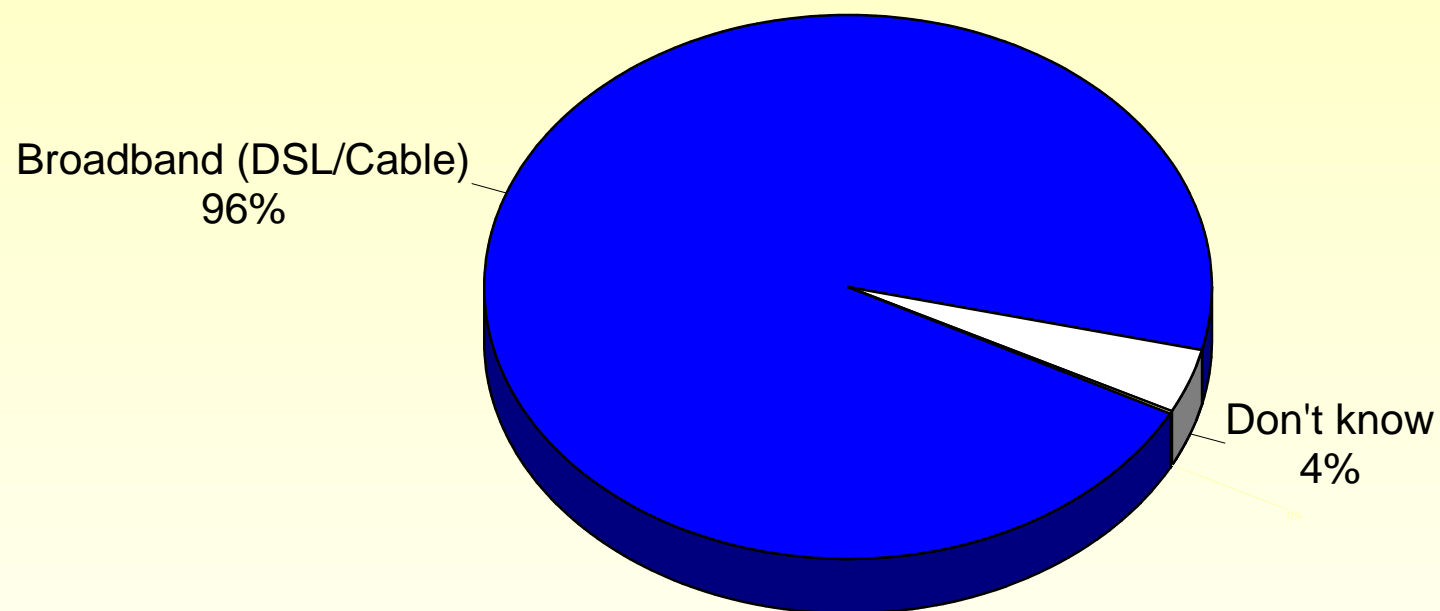
Q16. Do You Have Access to the Internet at Home?

by percentage of respondents (excluding “not provided”)



Q16a. Type of Internet Access

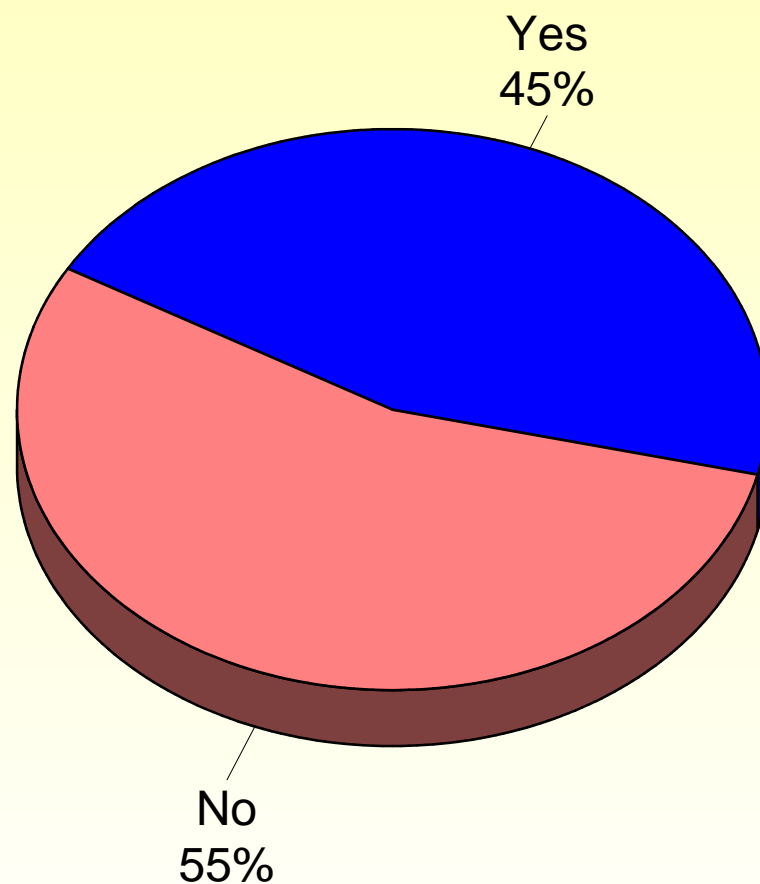
by percentage of respondents who indicated they have internet access



0.2% of respondents selected "dial-up"

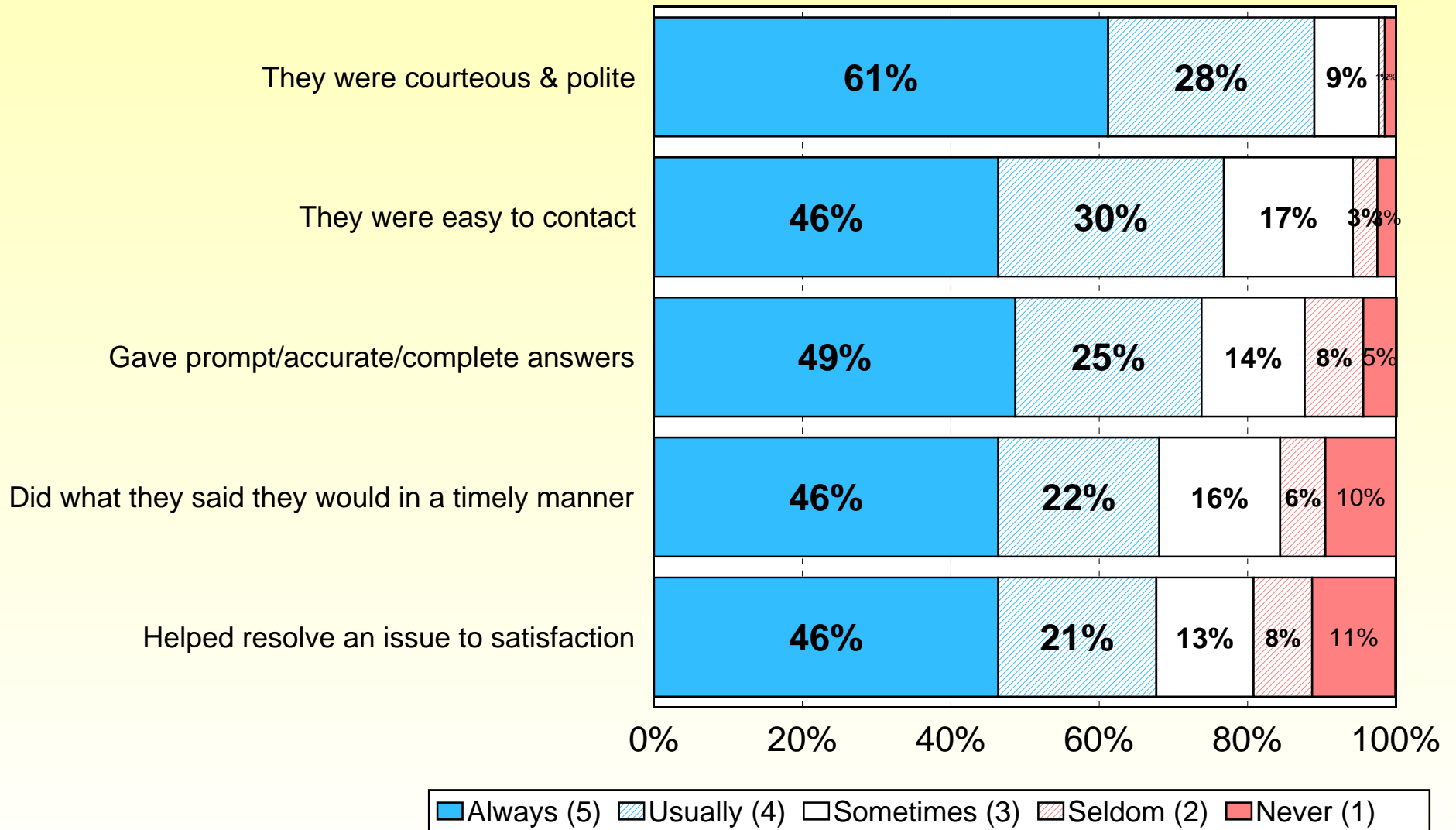
Q17. Have you contacted the City with a question, problem, or complaint during the past year?

by percentage of respondents



Q17b. Satisfaction with Customer Service Provided

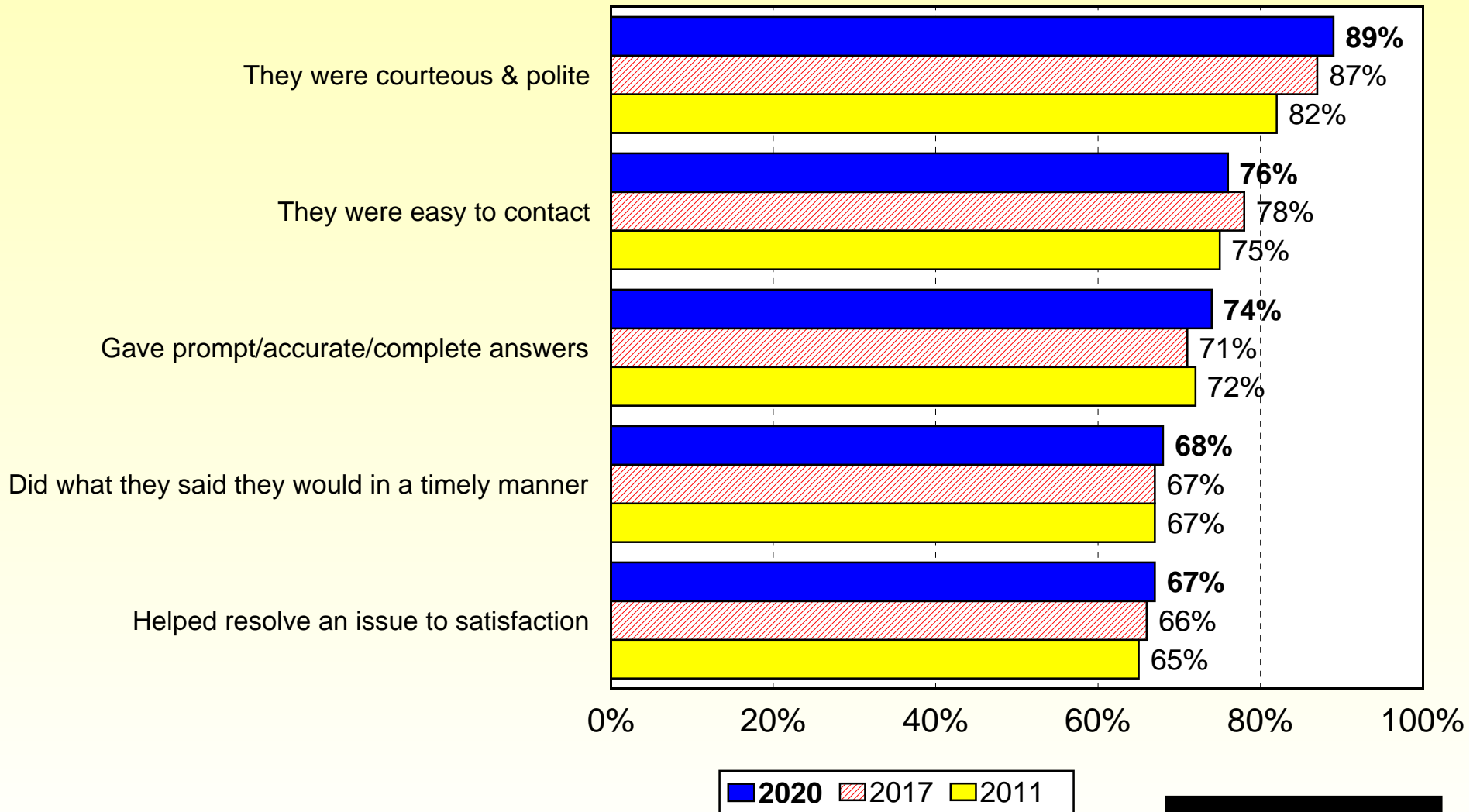
by percentage of respondents who indicated they had contacted the City and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Satisfaction with Customer Service Provided

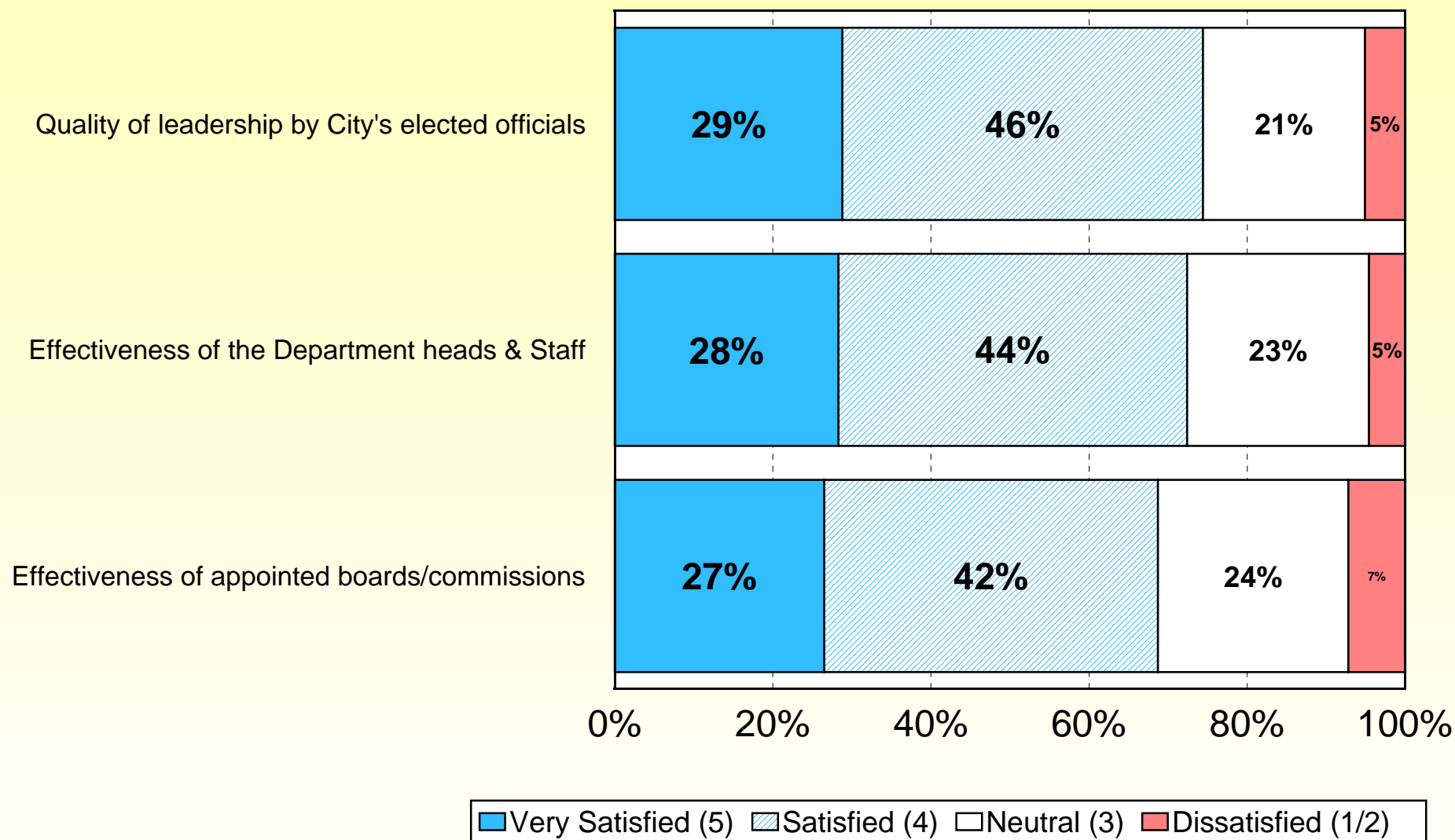
2011 to 2020

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



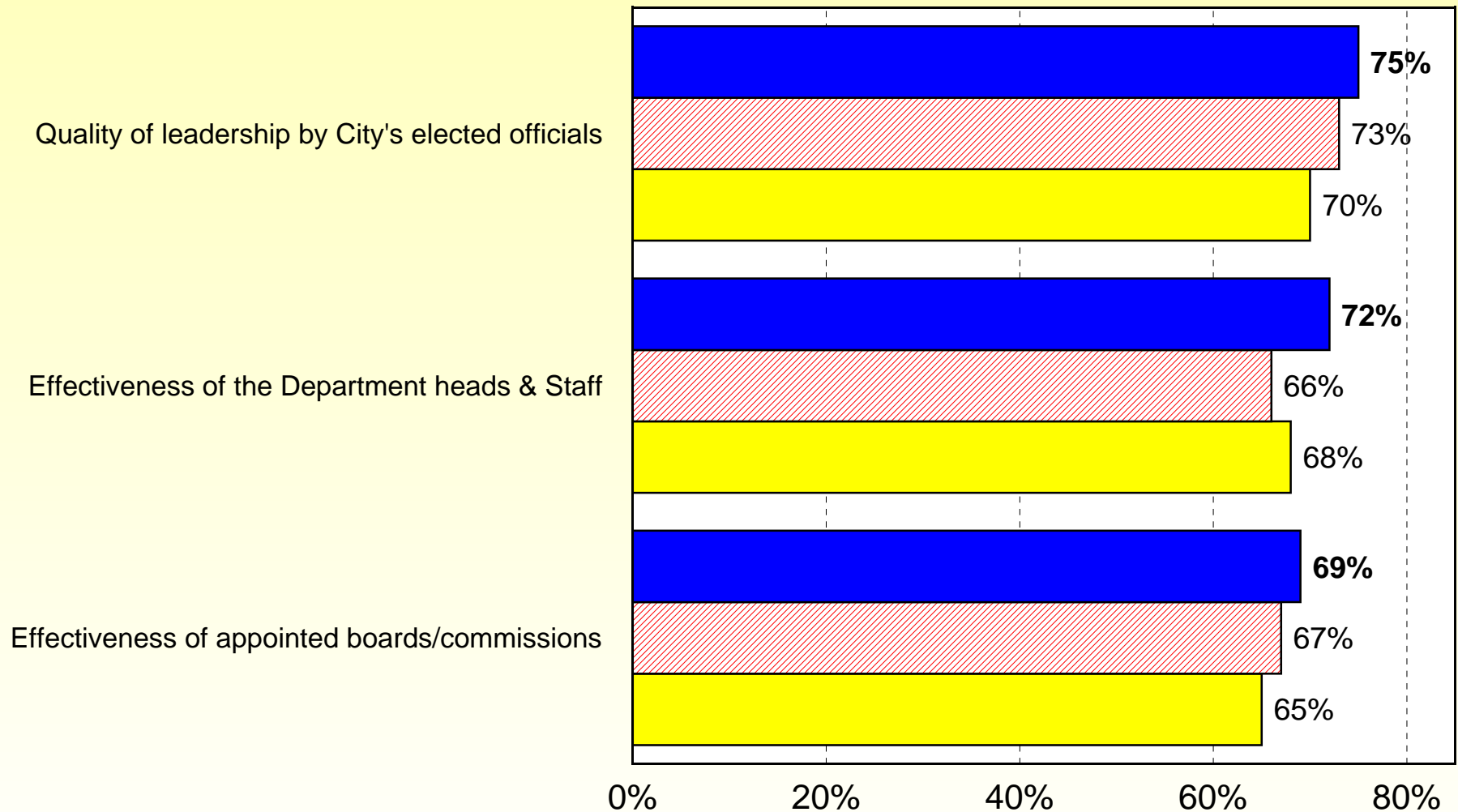
Q18. Satisfaction With City Leadership

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



Satisfaction With City Leadership - 2011 to 2020

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

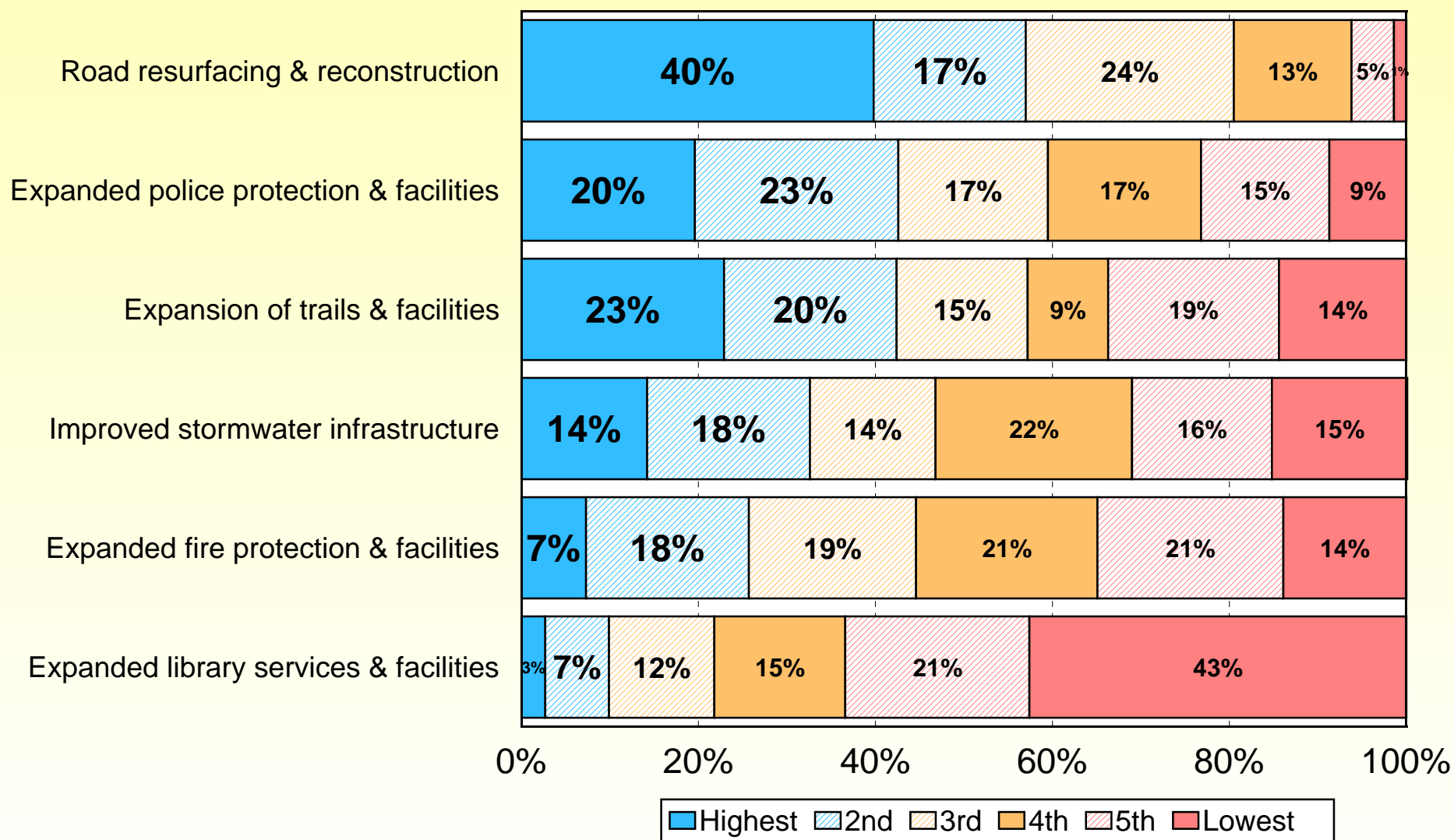


■ 2020 ■ 2017 ■ 2011

Trends

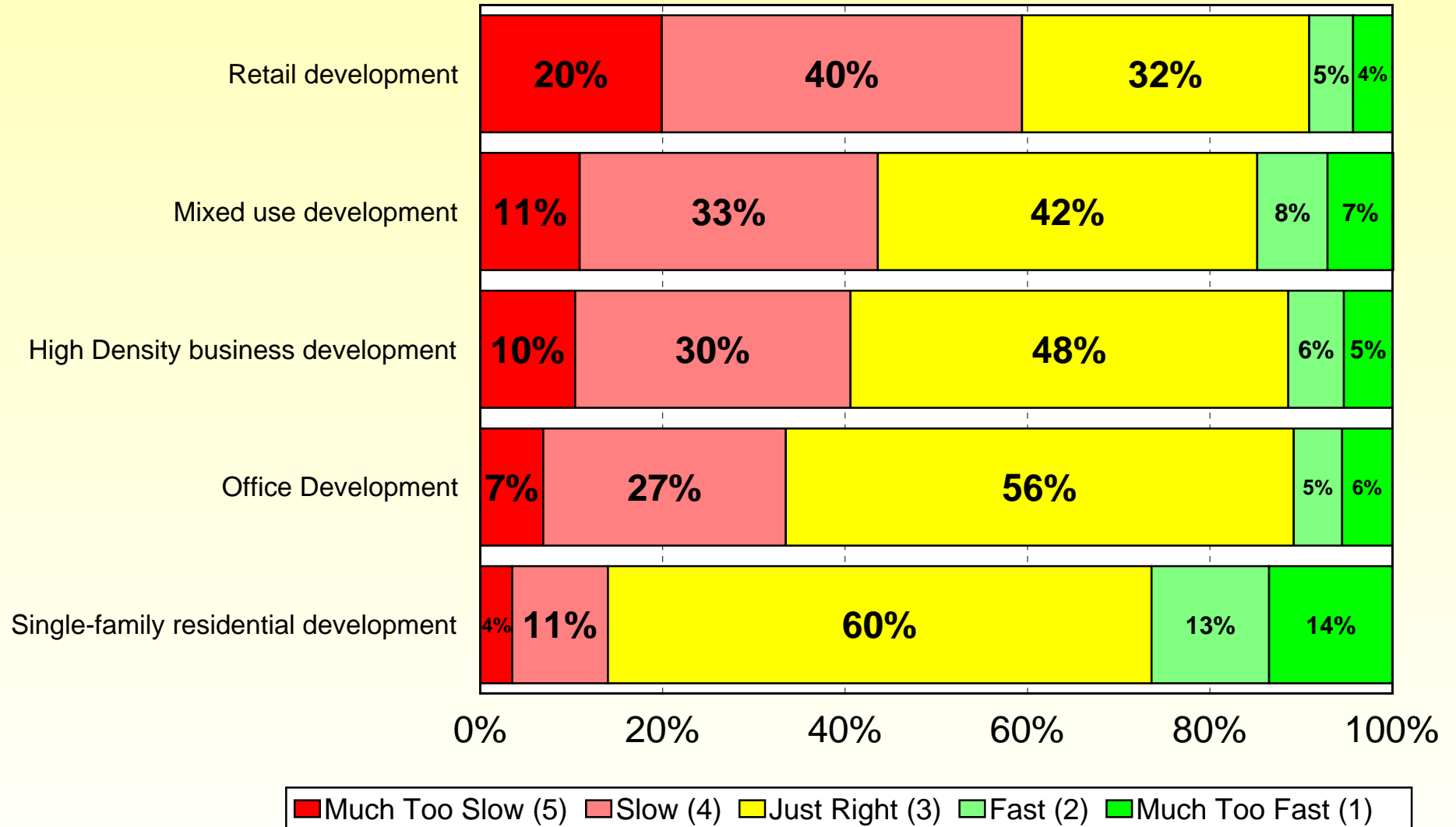
Q19. What Priority Level Respondents Place on the Following Projects

by percentage of respondents



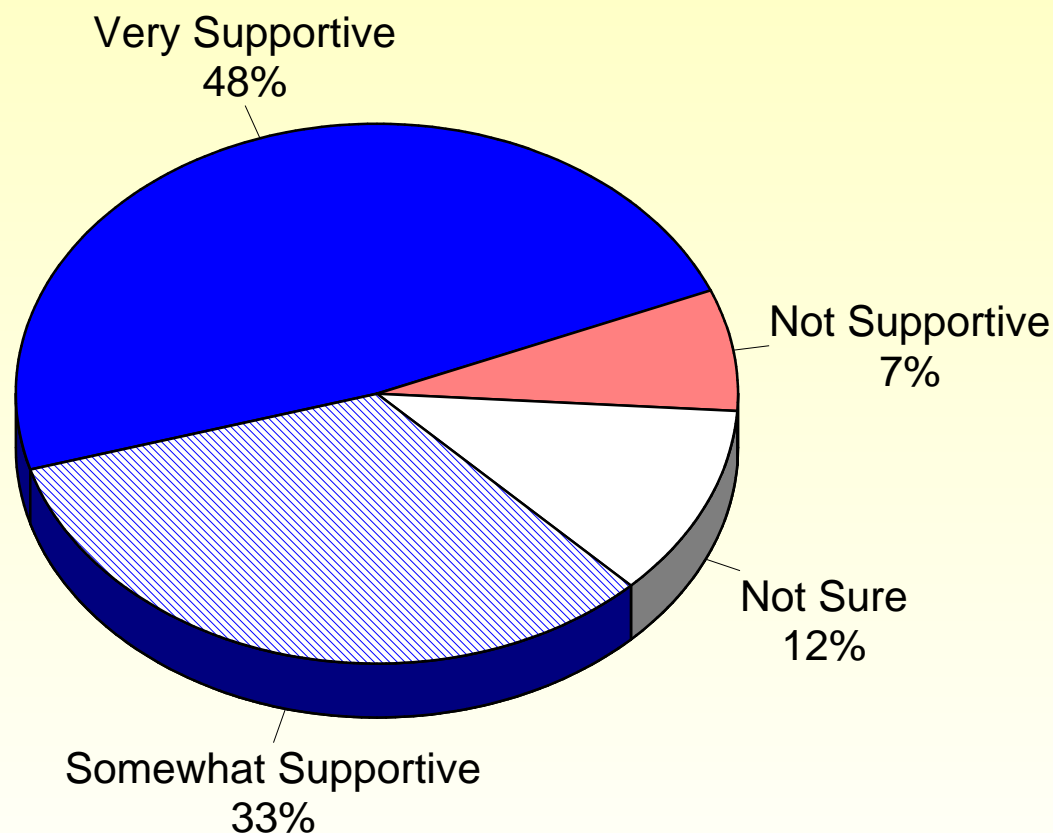
Q20. How Respondents Rate the Pace of Economic Development

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



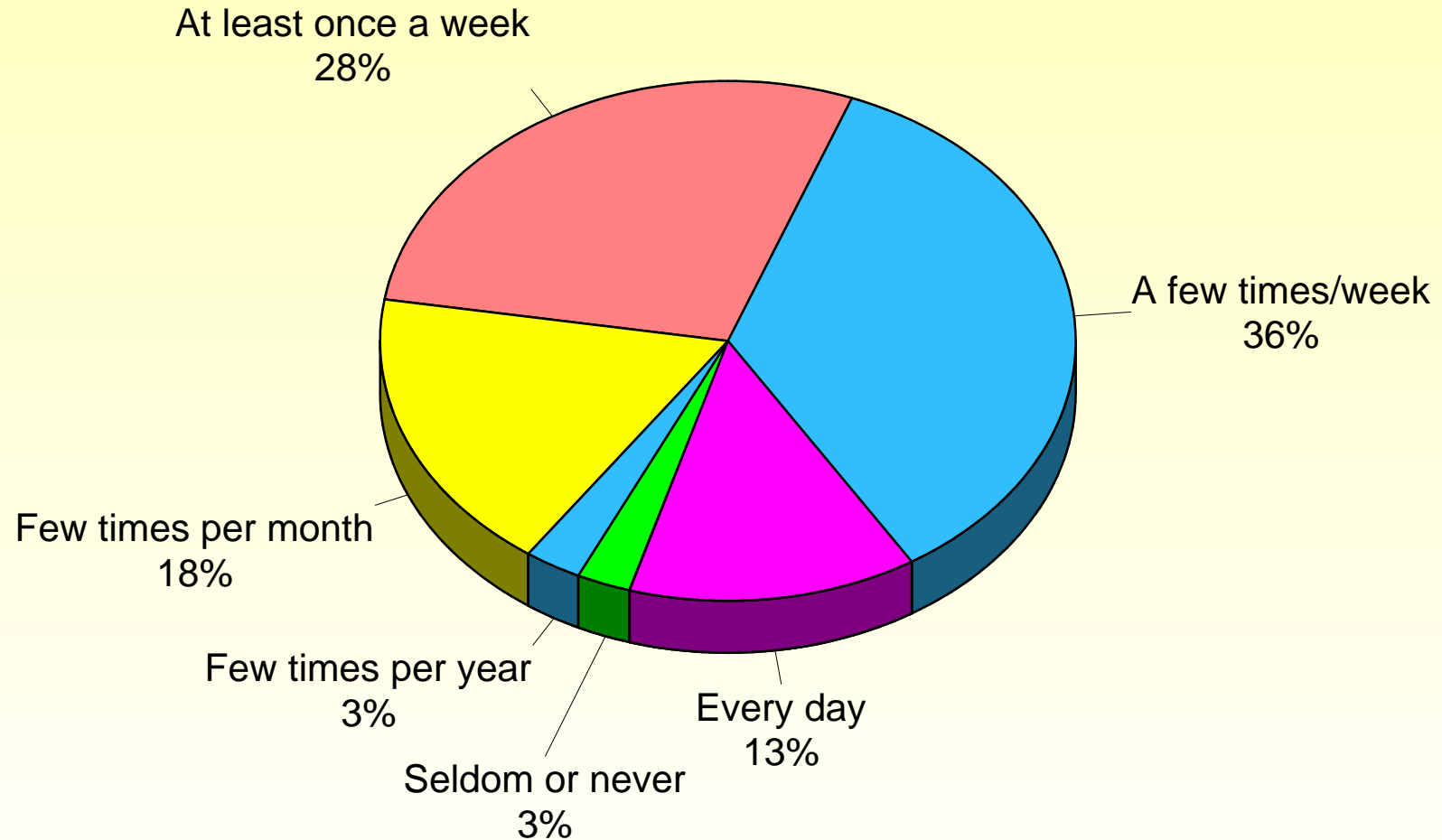
Q21. Support for Using Incentives to Attract and Expand Retail, Manufacturing, Science & Technology, and Regional Office Companies

by percentage of respondents (excluding “not provided”)



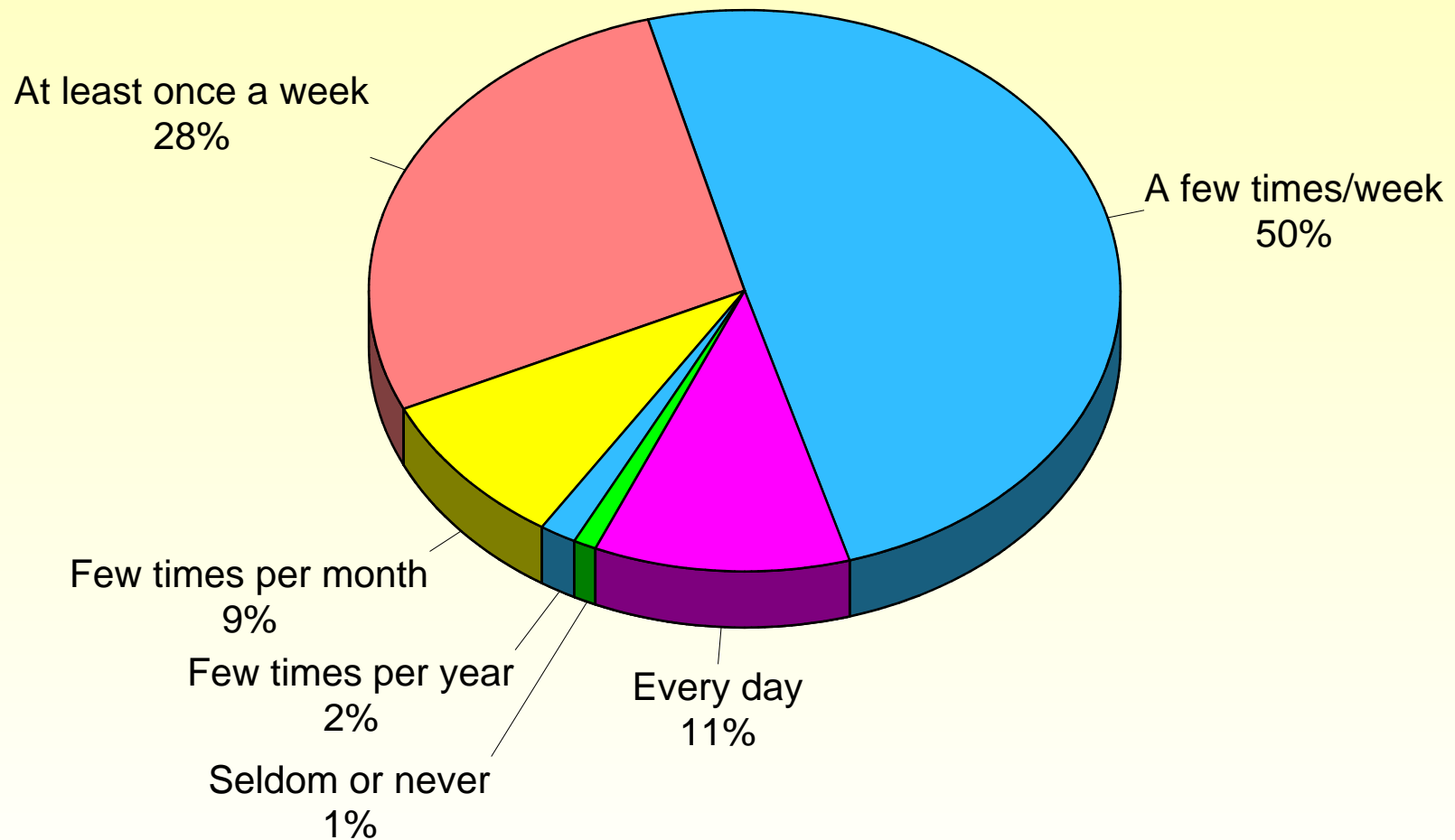
Q22. How Often Respondents Typically Go Outside Vestavia Hills City Limits to Shop

by percentage of respondents (excluding “not provided”)



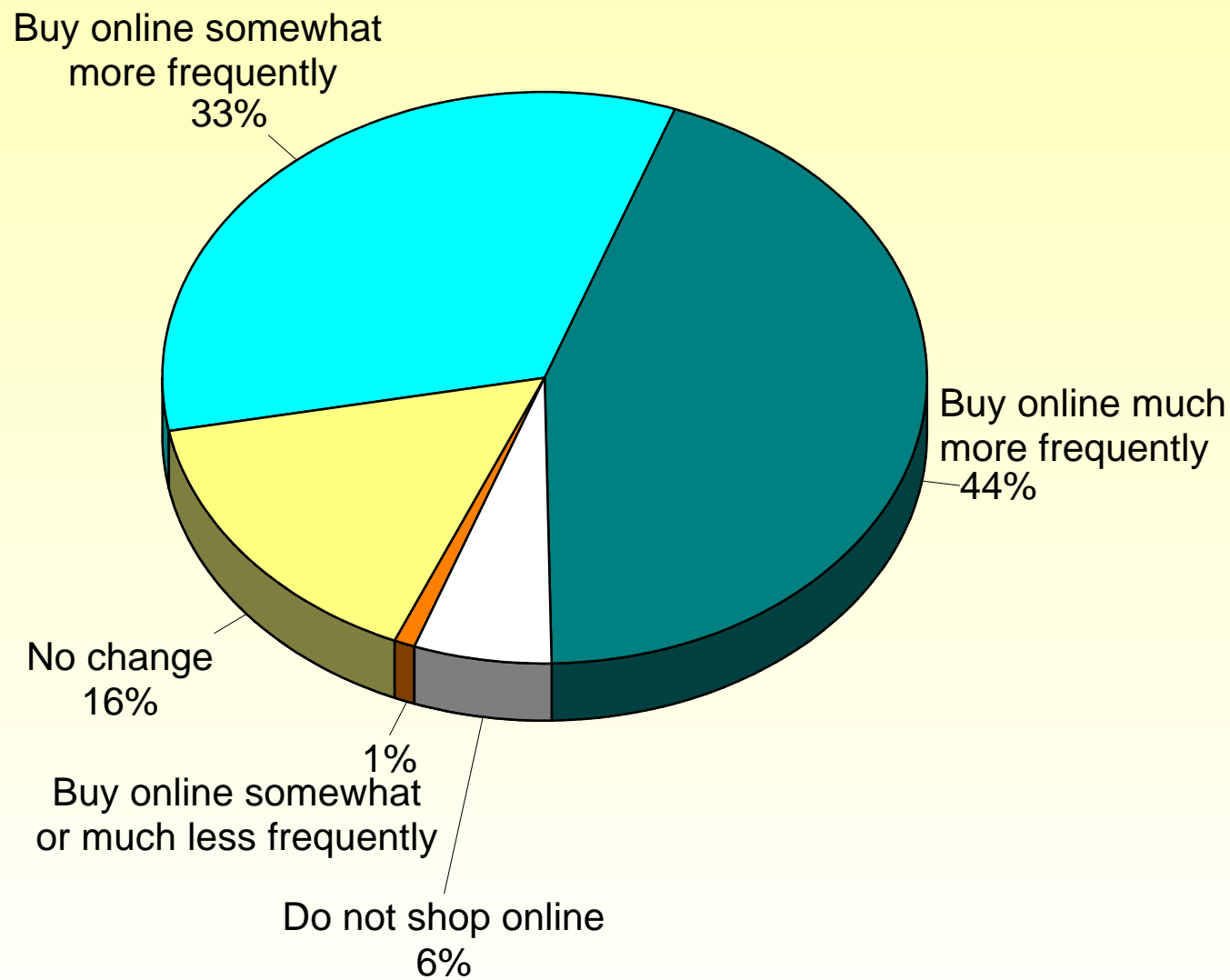
Q23. How Often Respondents Typically Shop Within the Vestavia Hills City Limits

by percentage of respondents (excluding "not provided")



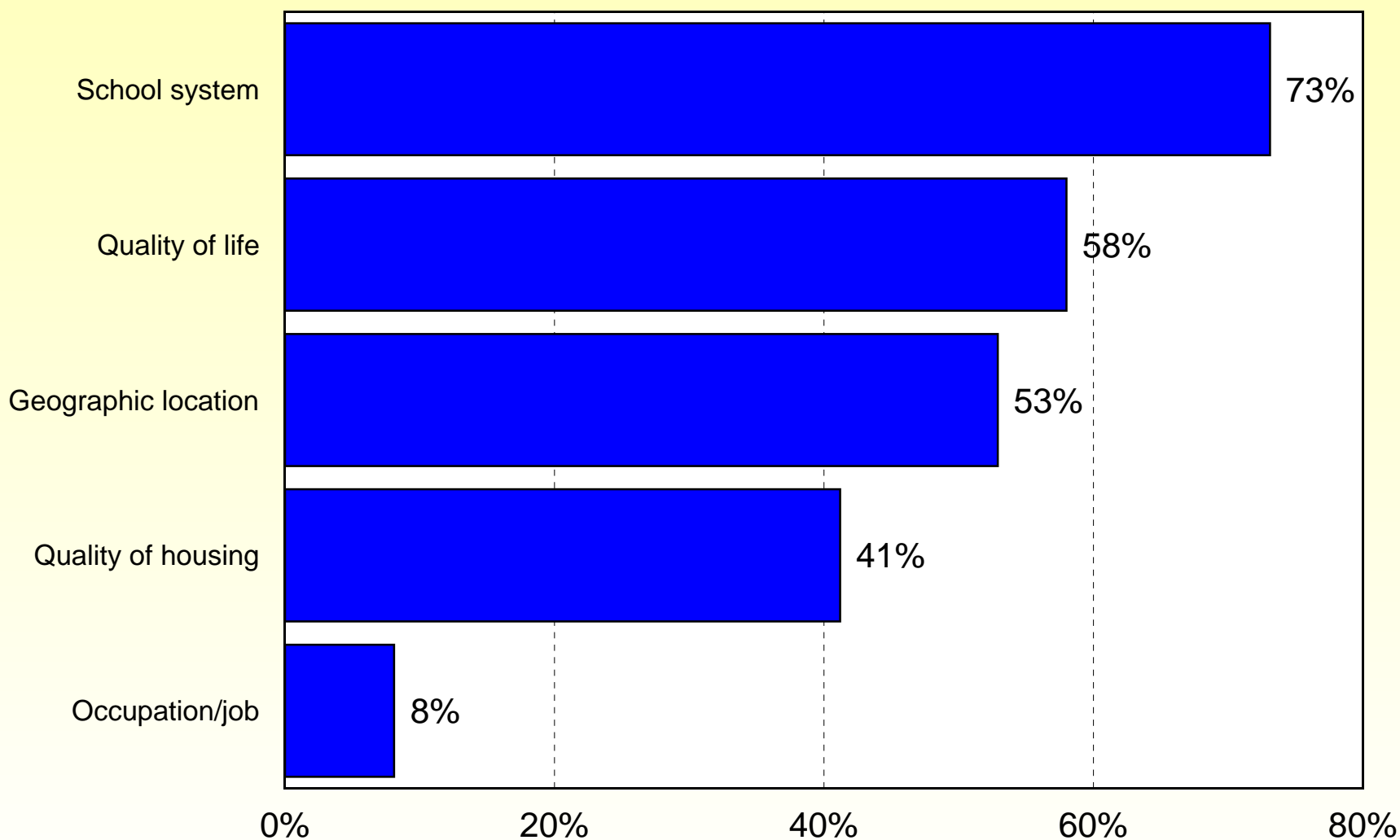
Q24. How Respondents' ONLINE Purchase of Goods and Services Has Changed in the Past 12 Months

by percentage of respondents (excluding "not provided")



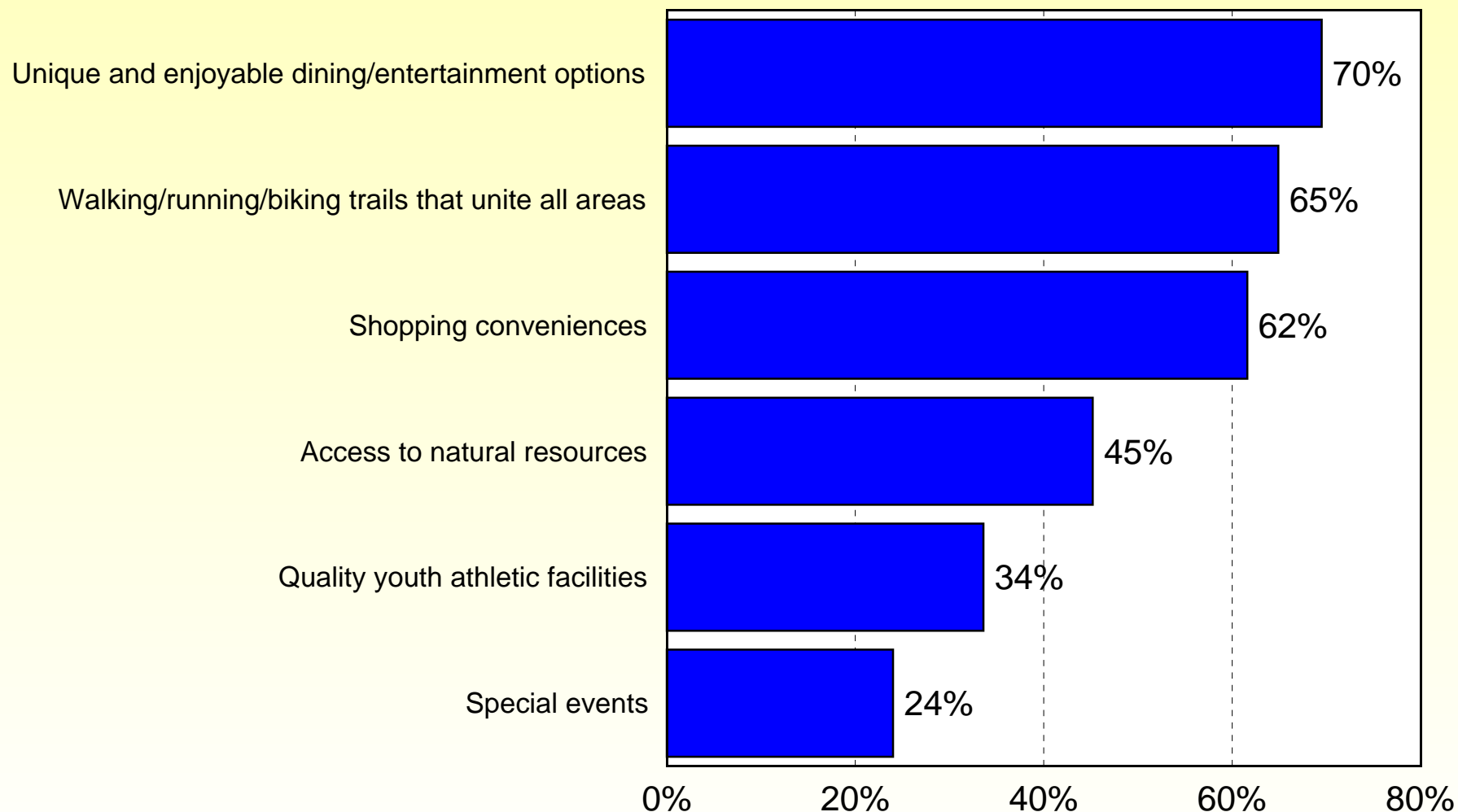
Q25. Most Important Reasons for Choosing to Live in Vestavia Hills

by percentage of respondents (multiple selections could be made)



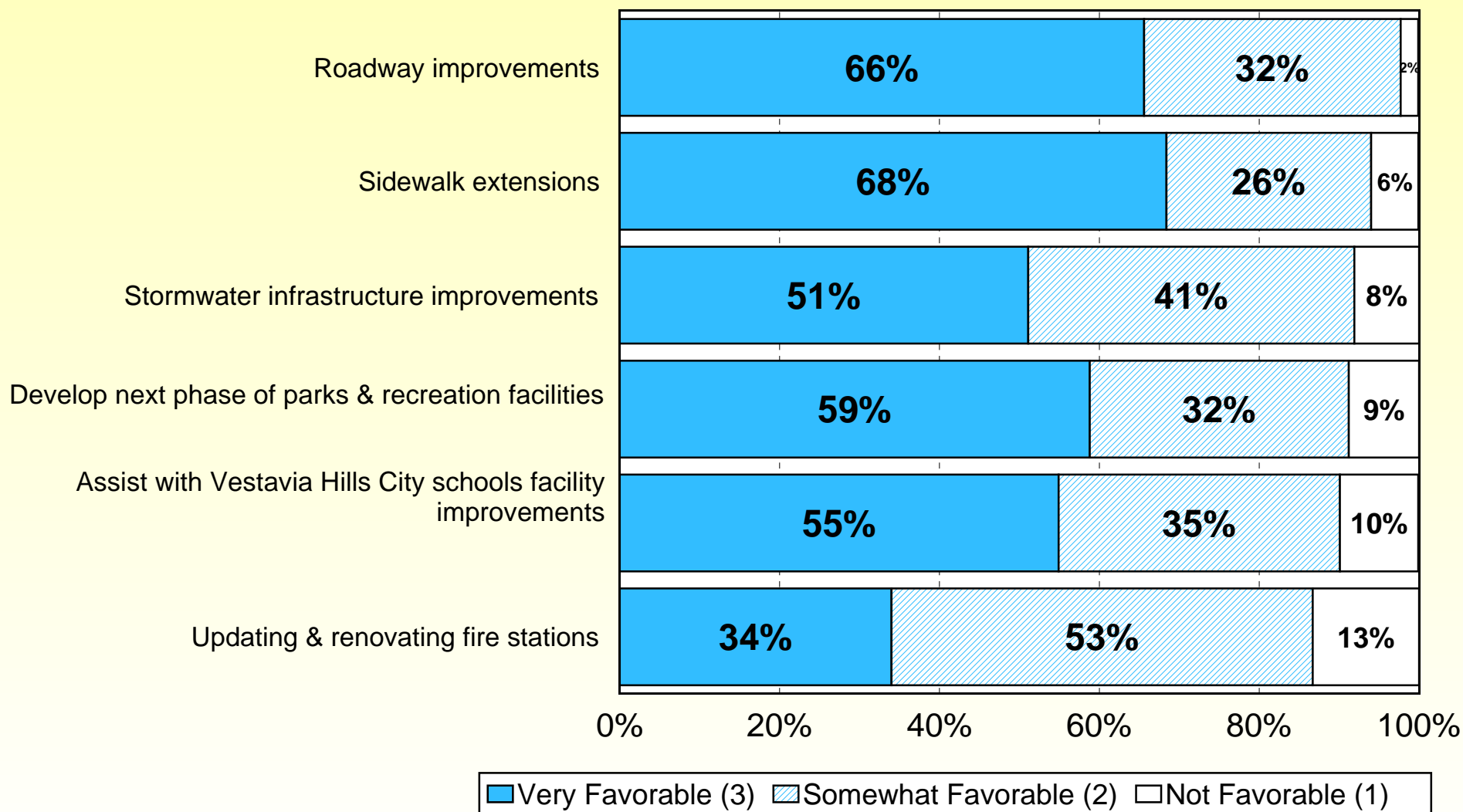
Q26. Activities/Amenities Offered in Vestavia Hills That Are Most Important or Most Appreciated by Households

by percentage of respondents (multiple selections could be made)



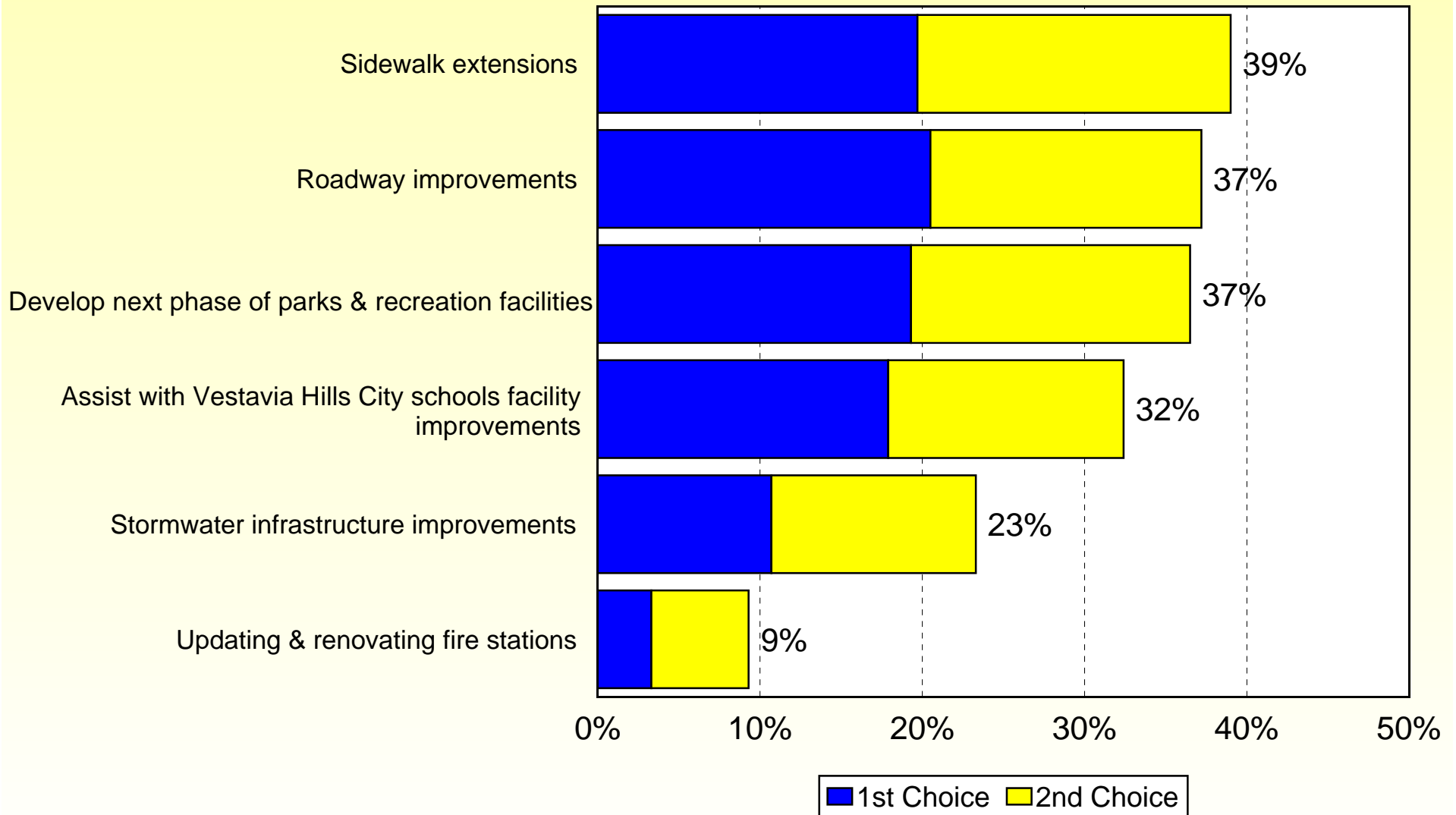
Q27. How Favorable Respondents Are of Funding the Following Projects

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



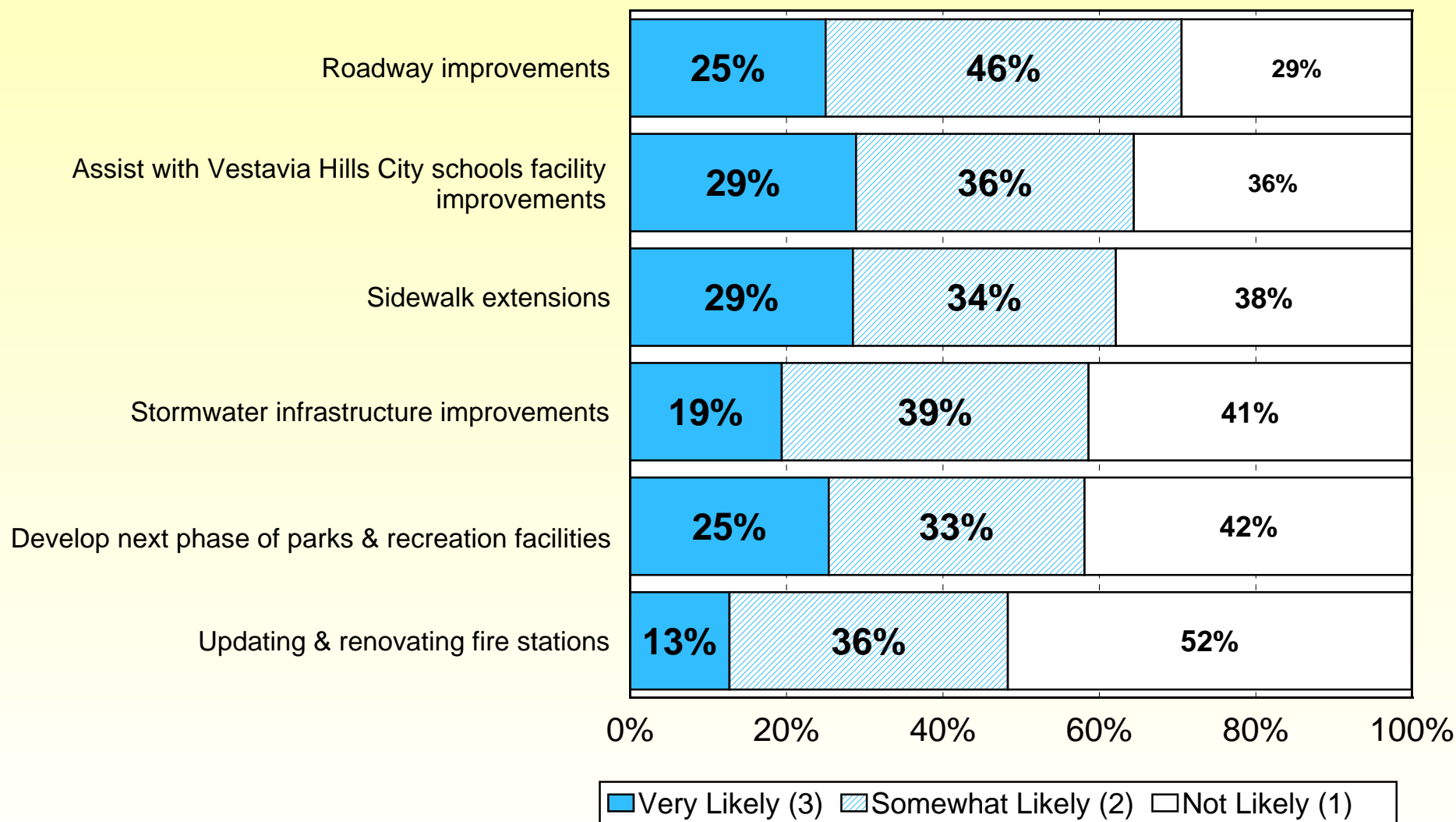
Q28. Two Items Respondents Think are Most Important to Fund

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



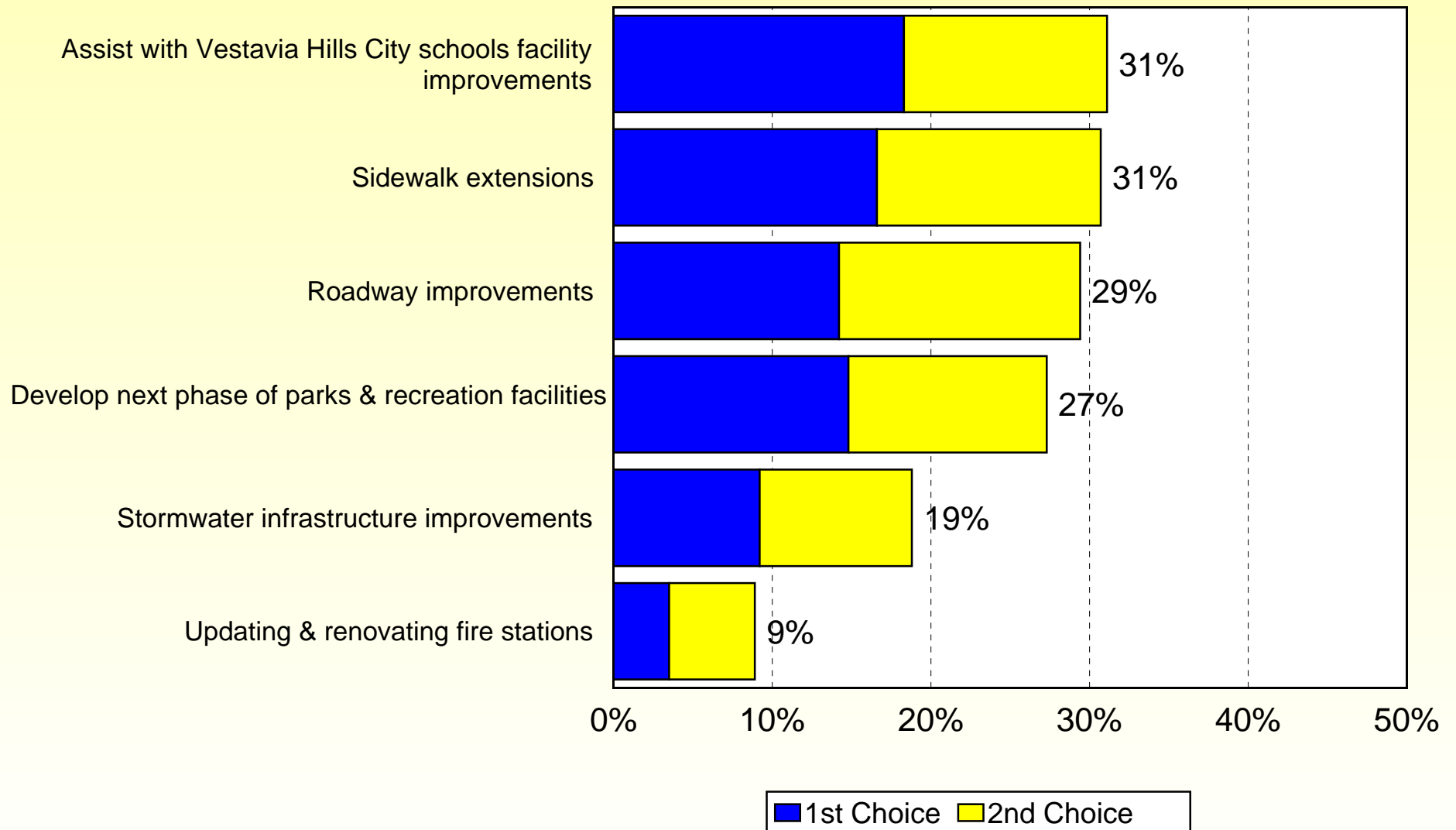
Q29. Likelihood of Supporting Increased Contributions to Fund the Following Projects

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



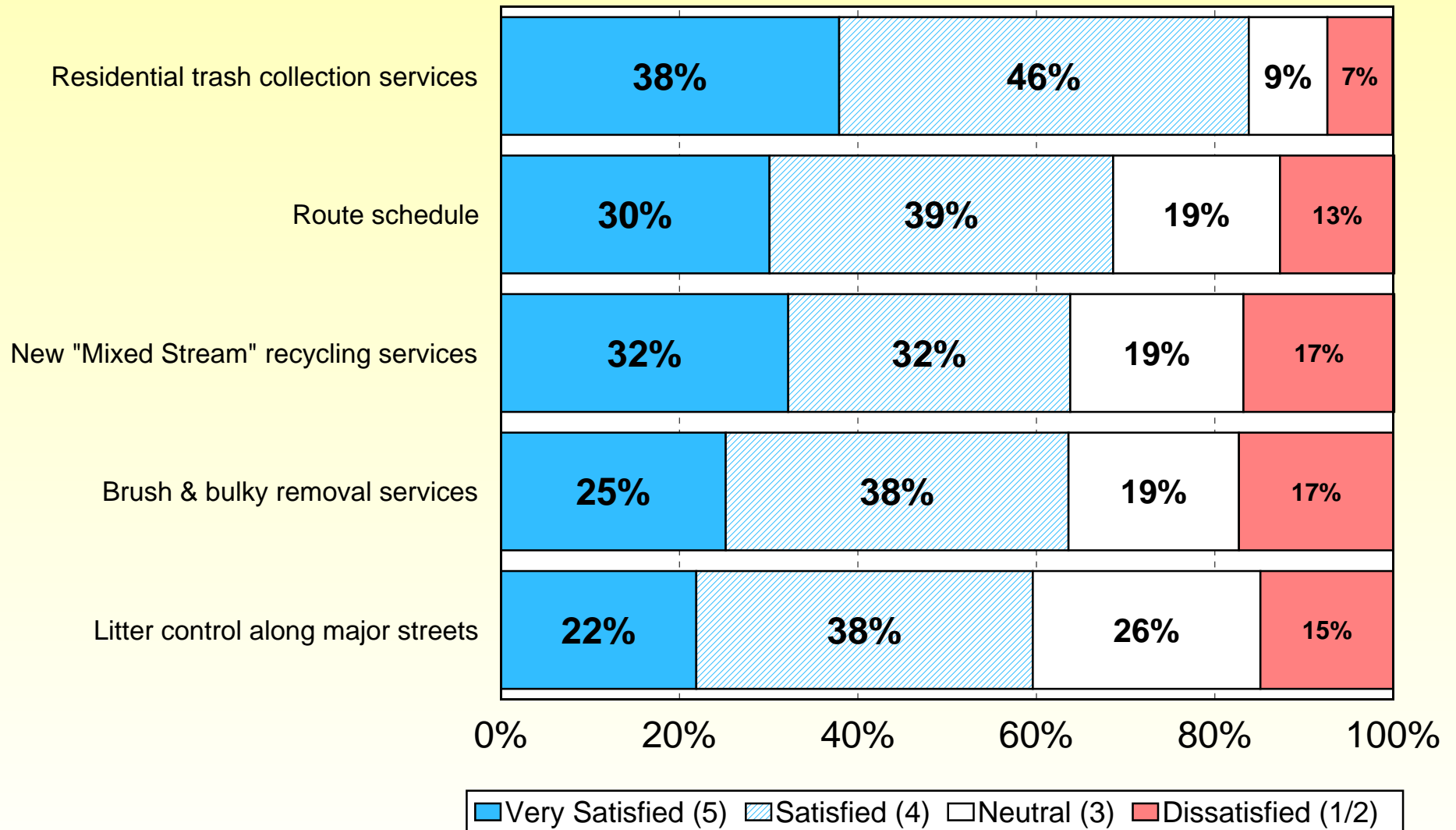
Q30. Two Items Respondents Think are Most Important to Fund Through an Additional Monetary Contribution

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



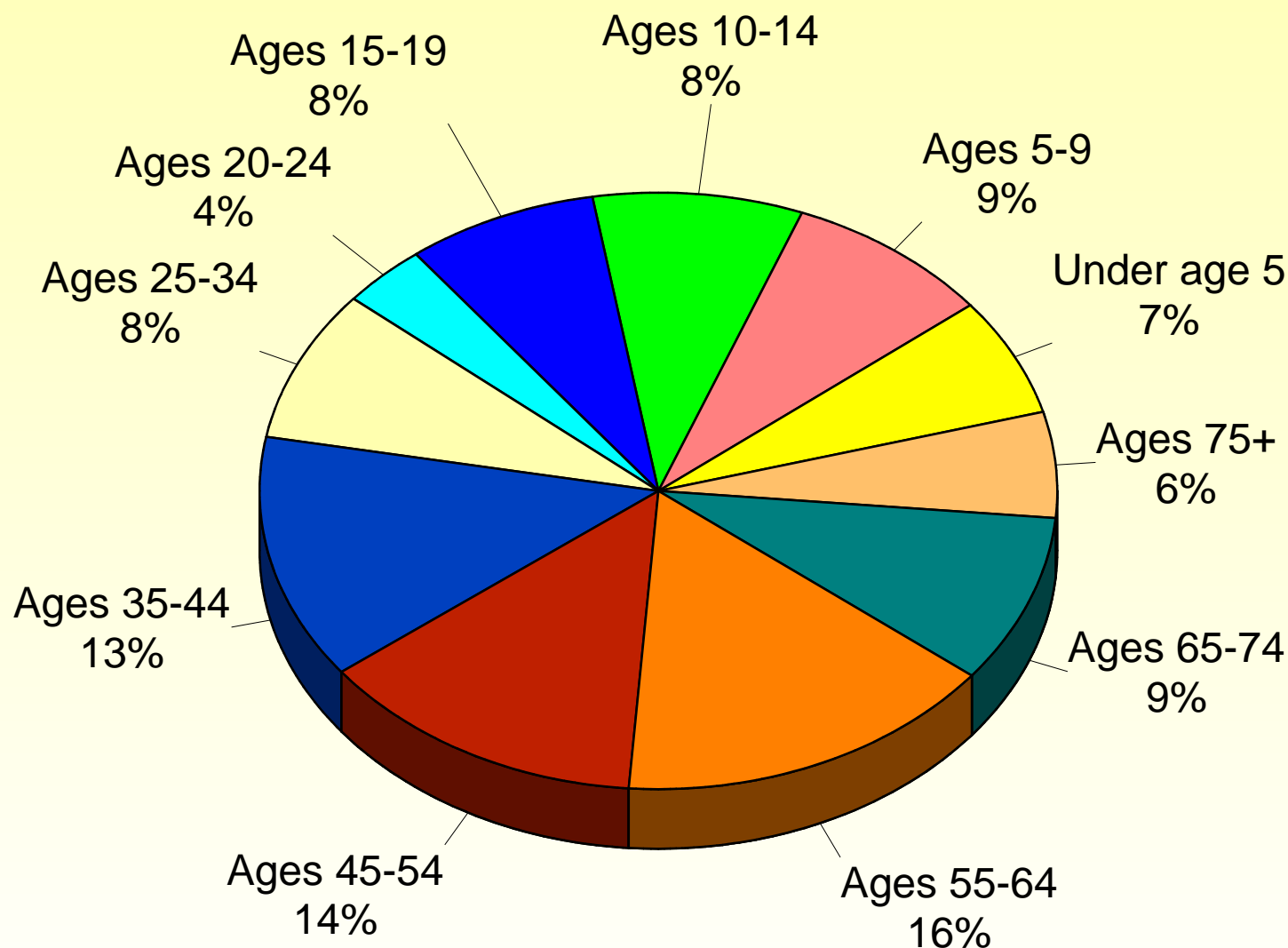
Q31. Satisfaction With New Trash Services Provided by AmWaste

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



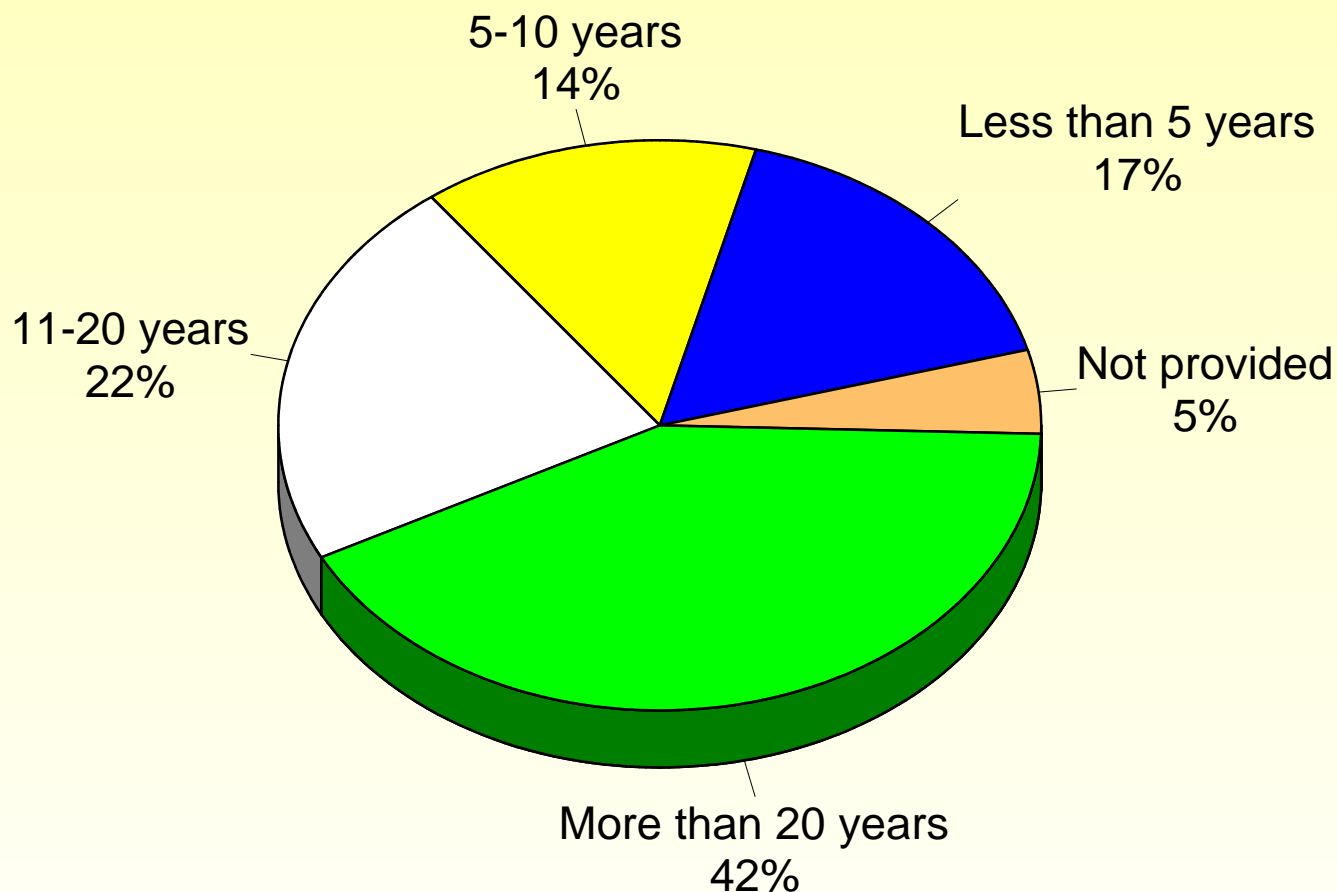
Q32. Demographics: Ages of All Household Members

by percentage of respondents



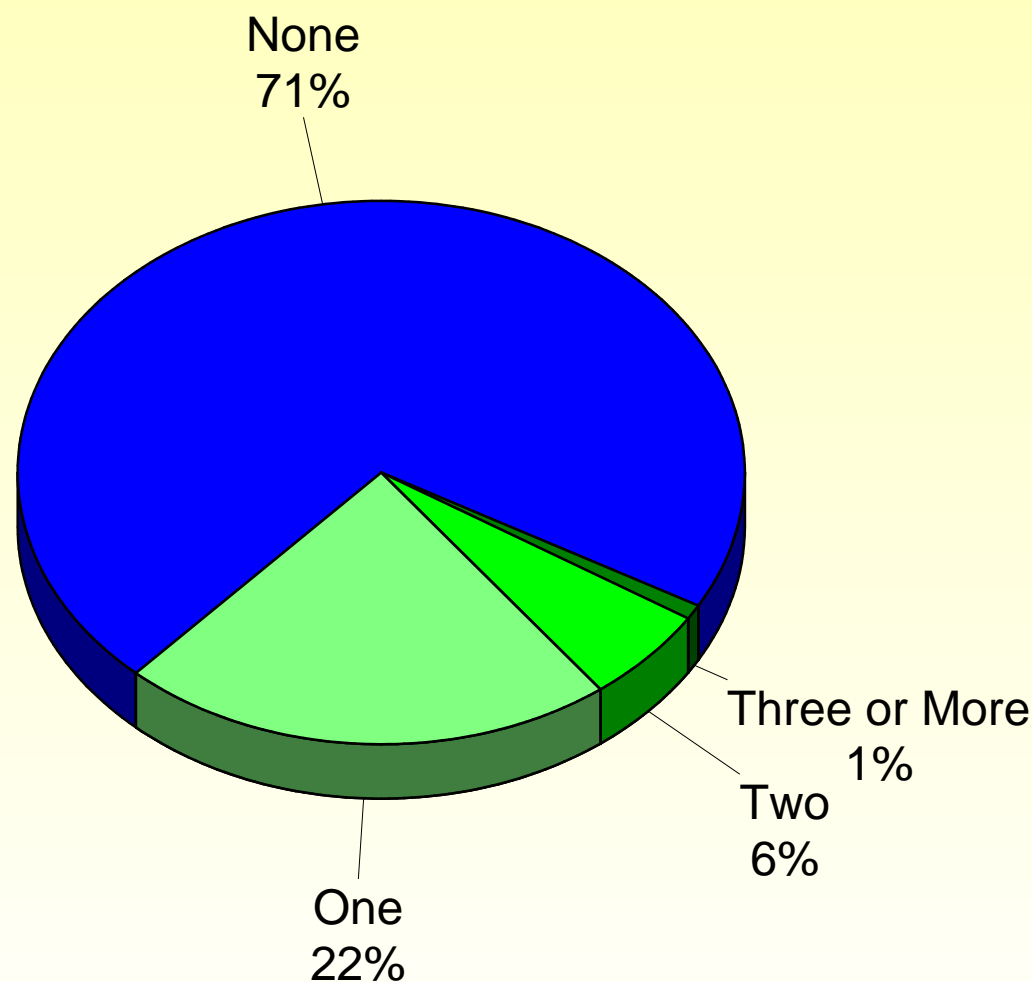
Q33. Demographics: Number of Years Lived in the City of Vestavia Hills

by percentage of respondents



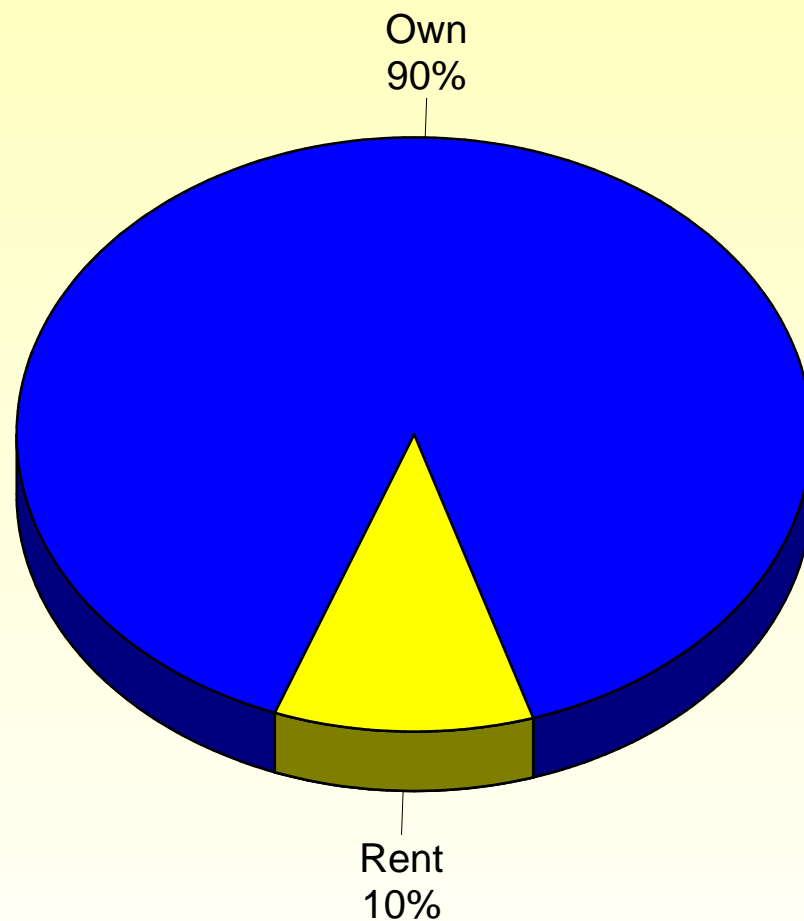
Q34. Demographics: Number in Household Who Work Within the City Limits of Vestavia Hills

by percentage of respondents (excluding "not provided")



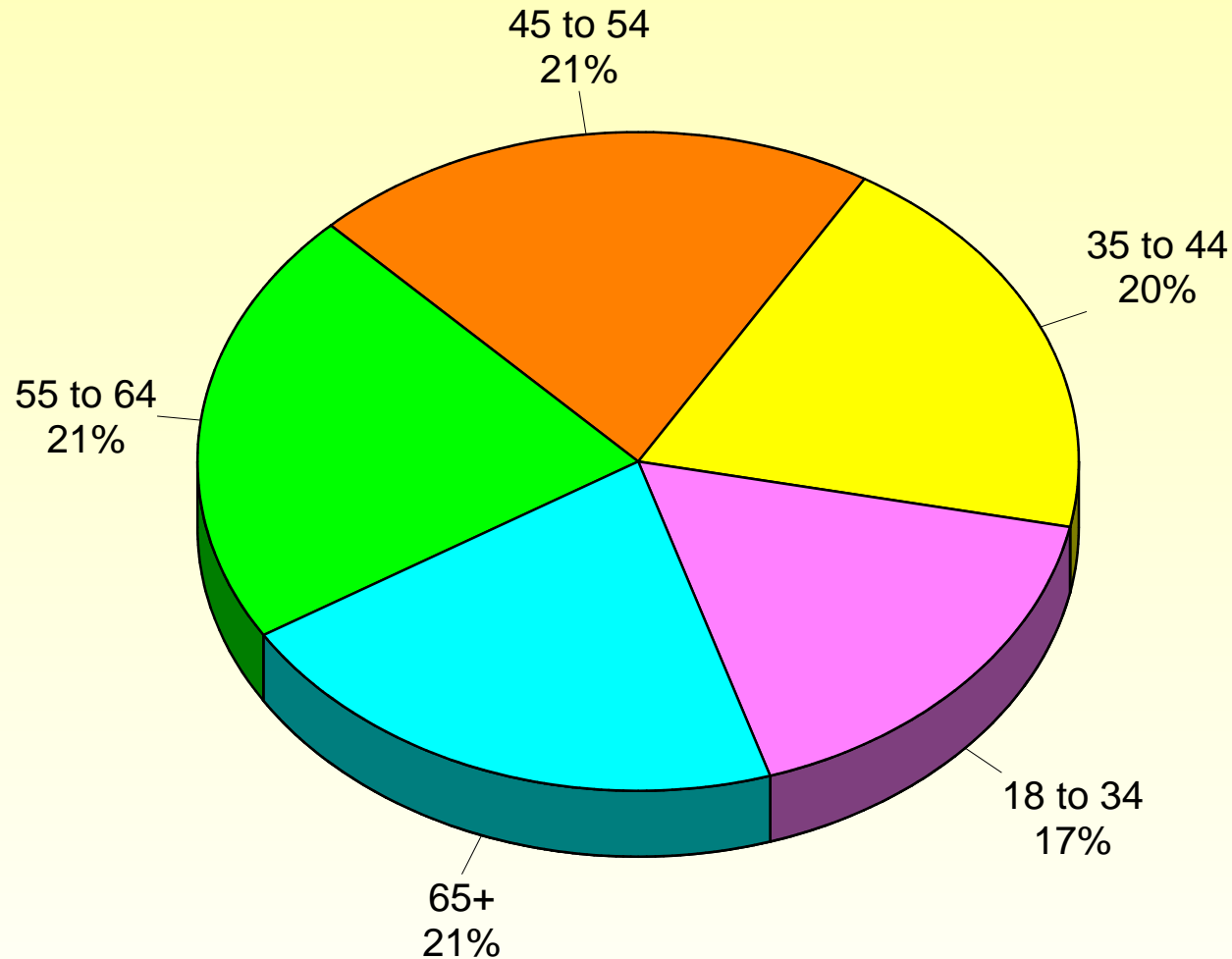
Q35. Demographics: Do you own or rent your current residence?

by percentage of respondents (excluding “not provided”)



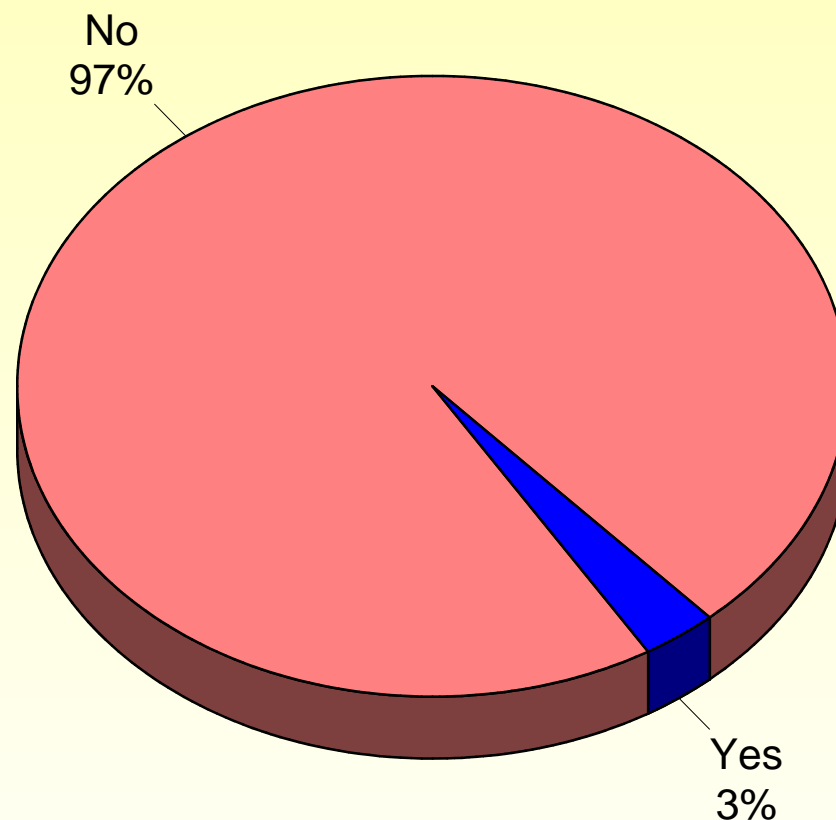
Q36. Demographics: Age of Respondent

by percentage of respondents (excluding “not provided”)



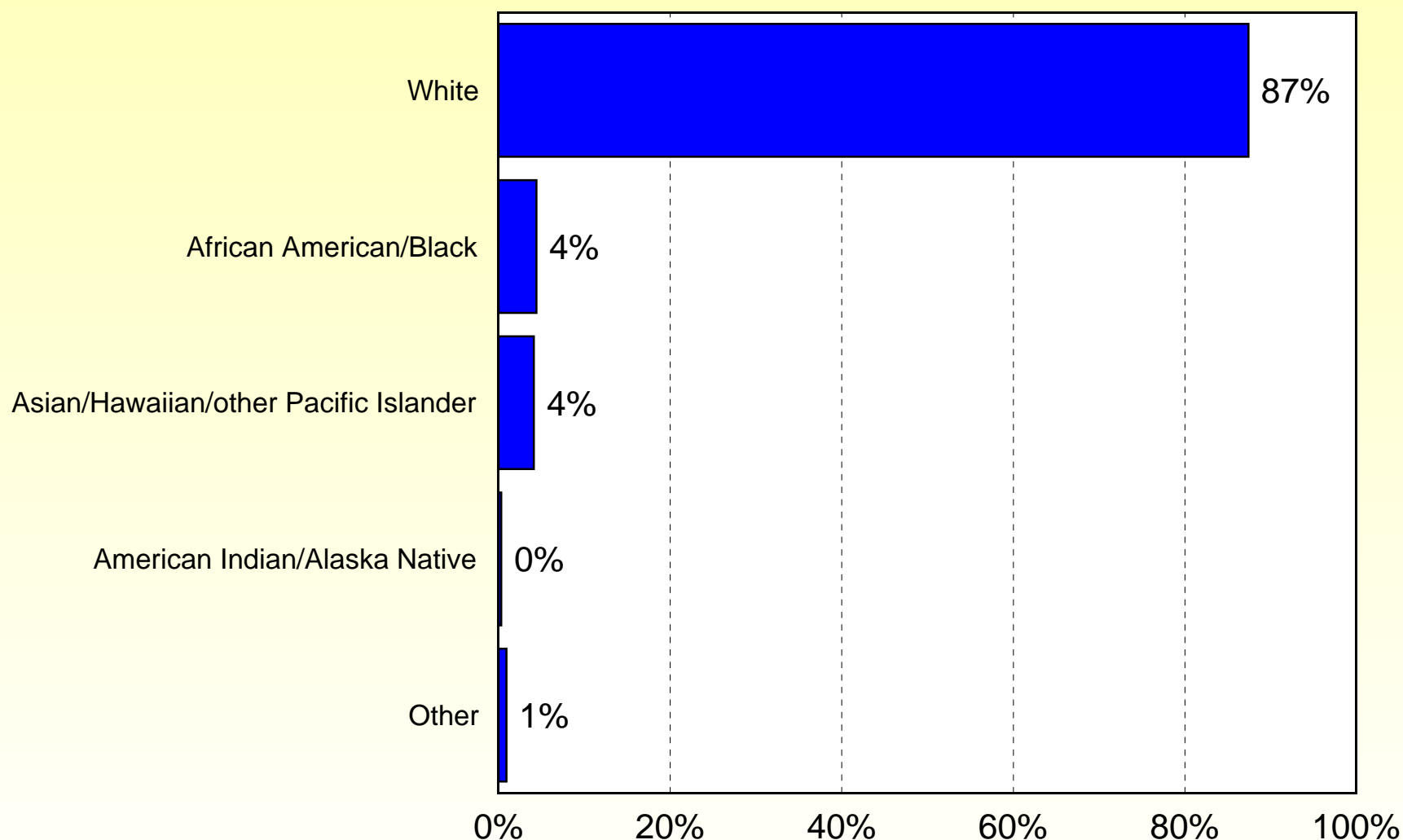
Q37. Demographics: Are you or other members of your household of Hispanic or Latino ancestry?

by percentage of respondents (excluding “not provided”)



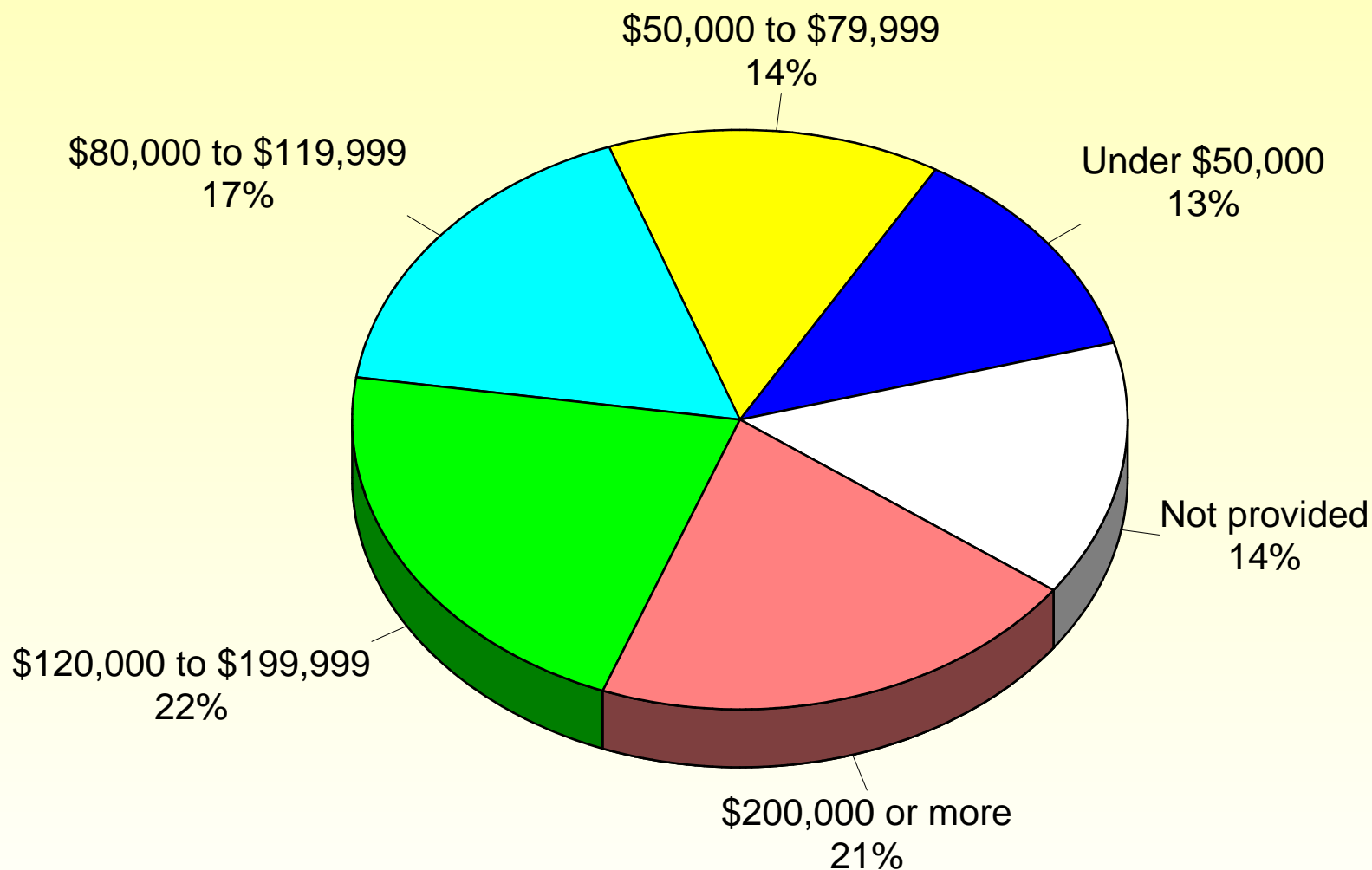
Q38. Demographics: Race of Respondent

by percentage of respondents (multiple selections could be made)



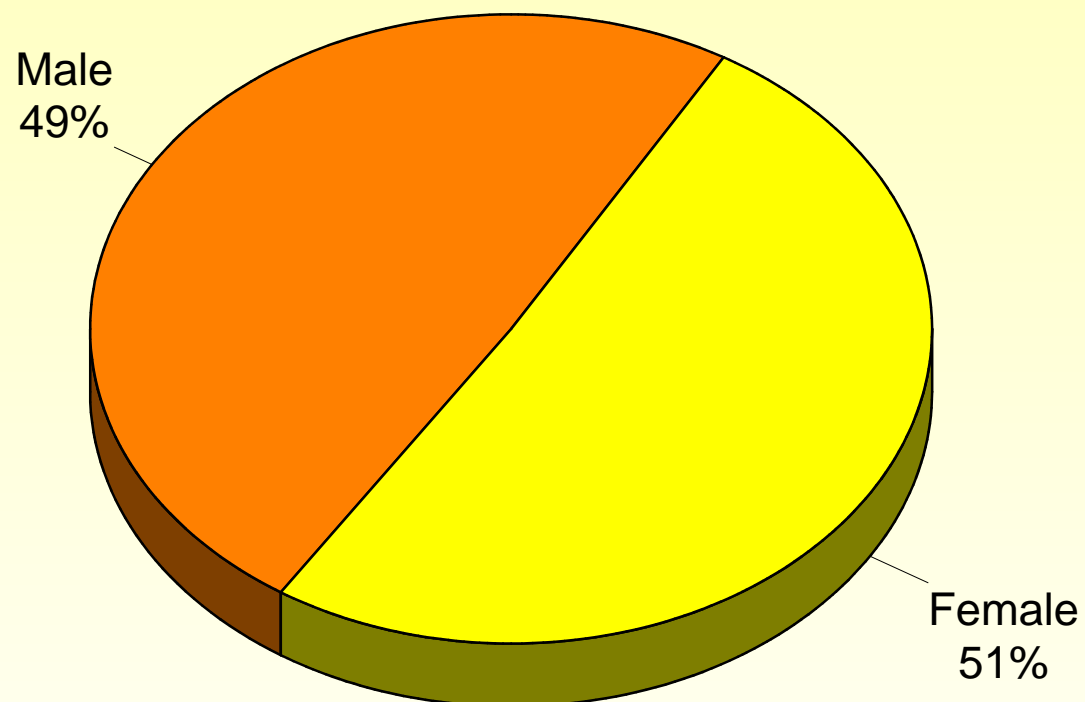
Q39. Demographics: Household Income

by percentage of respondents



Q40. Demographics: Gender

by percentage of respondents



Section 2: Benchmarking Analysis

Benchmarking Summary Report

Vestavia Hills, Alabama

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of more than 4,000 residents across the United States and (2) individual communities with a population between 20,000 and 50,000 where ETC Institute had administered the DirectionFinder® survey between January 2018 and December 2020; the 25 communities included in these comparisons are listed below.

- Camas, WA
- Cedar Hill, TX
- Cleveland Heights, OH
- Dickinson, TX
- Enterprise, AL
- Gallatin, TN
- Gardner, KS
- Gladstone, MO
- Glenview, IL
- Grandview, MO
- Johnston, IA
- Kirkwood, MO
- Manassas, VA
- Maryland Heights, MO
- Mercer Island, WA
- Mooresville, NC
- Oregon City, OR
- Prairie Village, KS
- Raymore, MO
- Rolla, MO
- Schertz, TX
- St. Charles, IL
- Trussville, AL
- University City, MO
- Wauwatosa, WI

Interpreting the Charts

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

Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 25 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 25 communities. The actual ratings for Vestavia Hills are listed to the right of each chart. The dot on each bar shows how the results for Vestavia Hills compare to the other communities with a population between 20,000 and 50,000 where the DirectionFinder® survey has been administered since 2018.

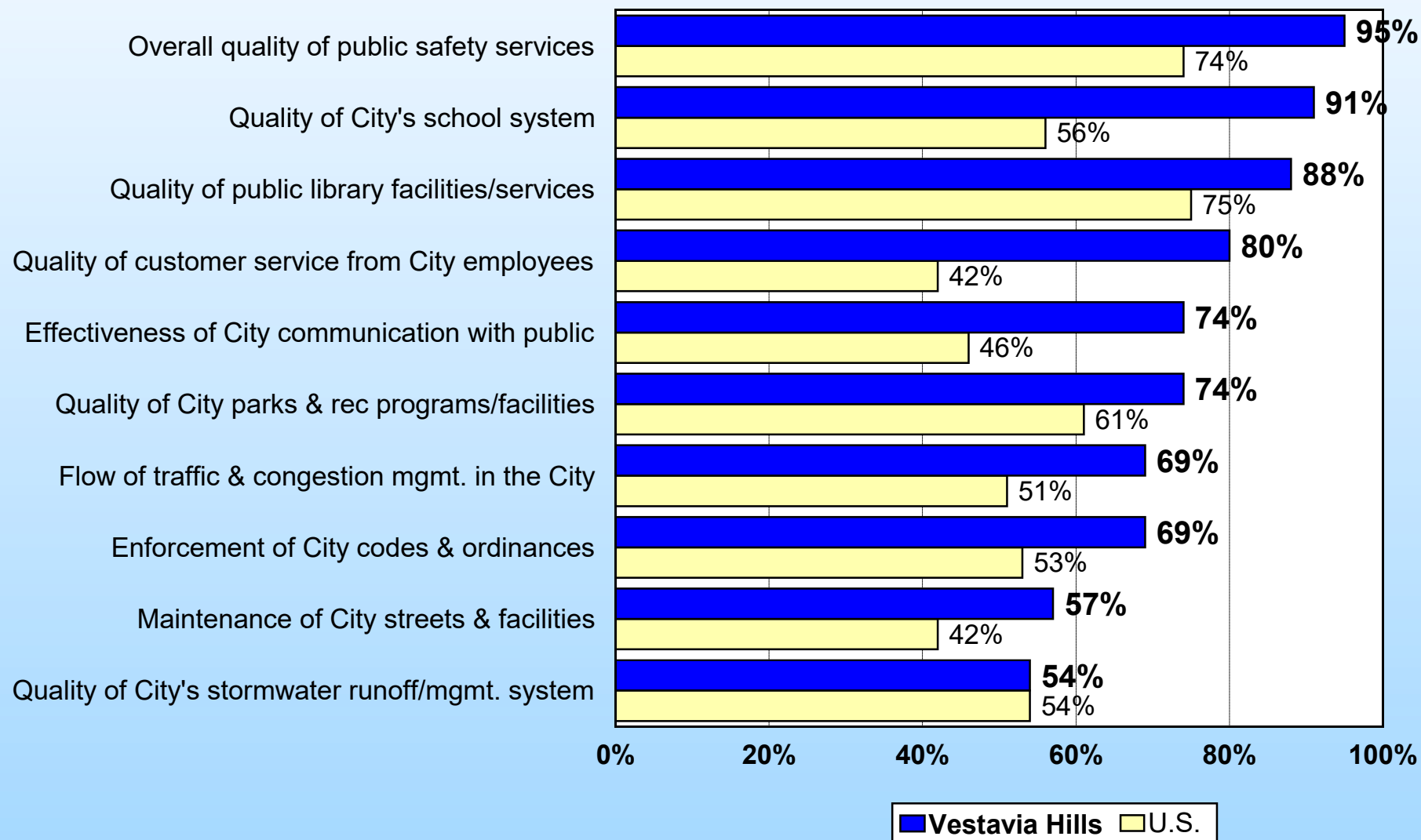
National Benchmarks

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

Overall Satisfaction with Major Categories of City Services

Vestavia Hills vs. the U.S.

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

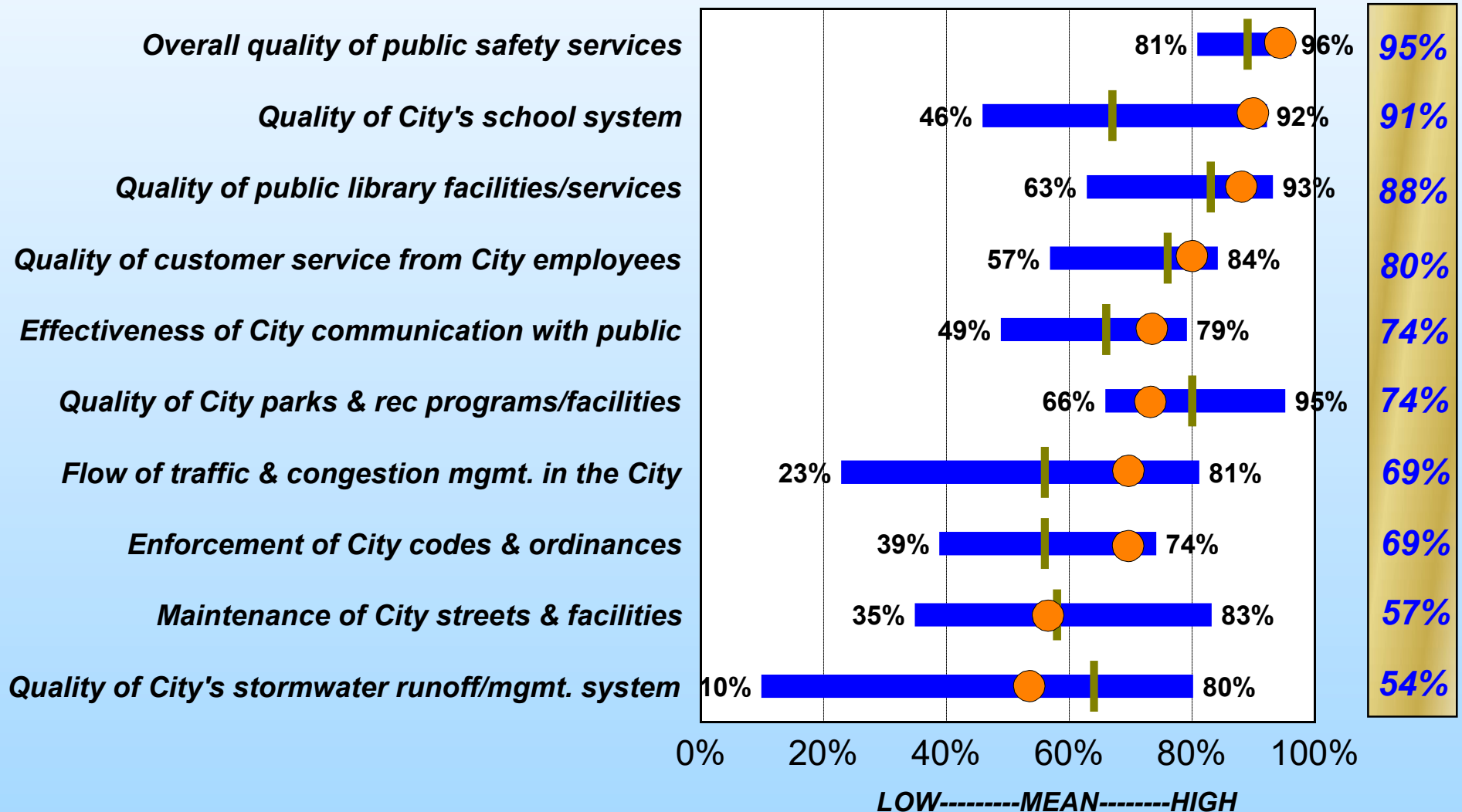


Source: ETC Institute *DirectionFinder* Survey (2020)

Overall Satisfaction with Various City Services by Major Category - 2020

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

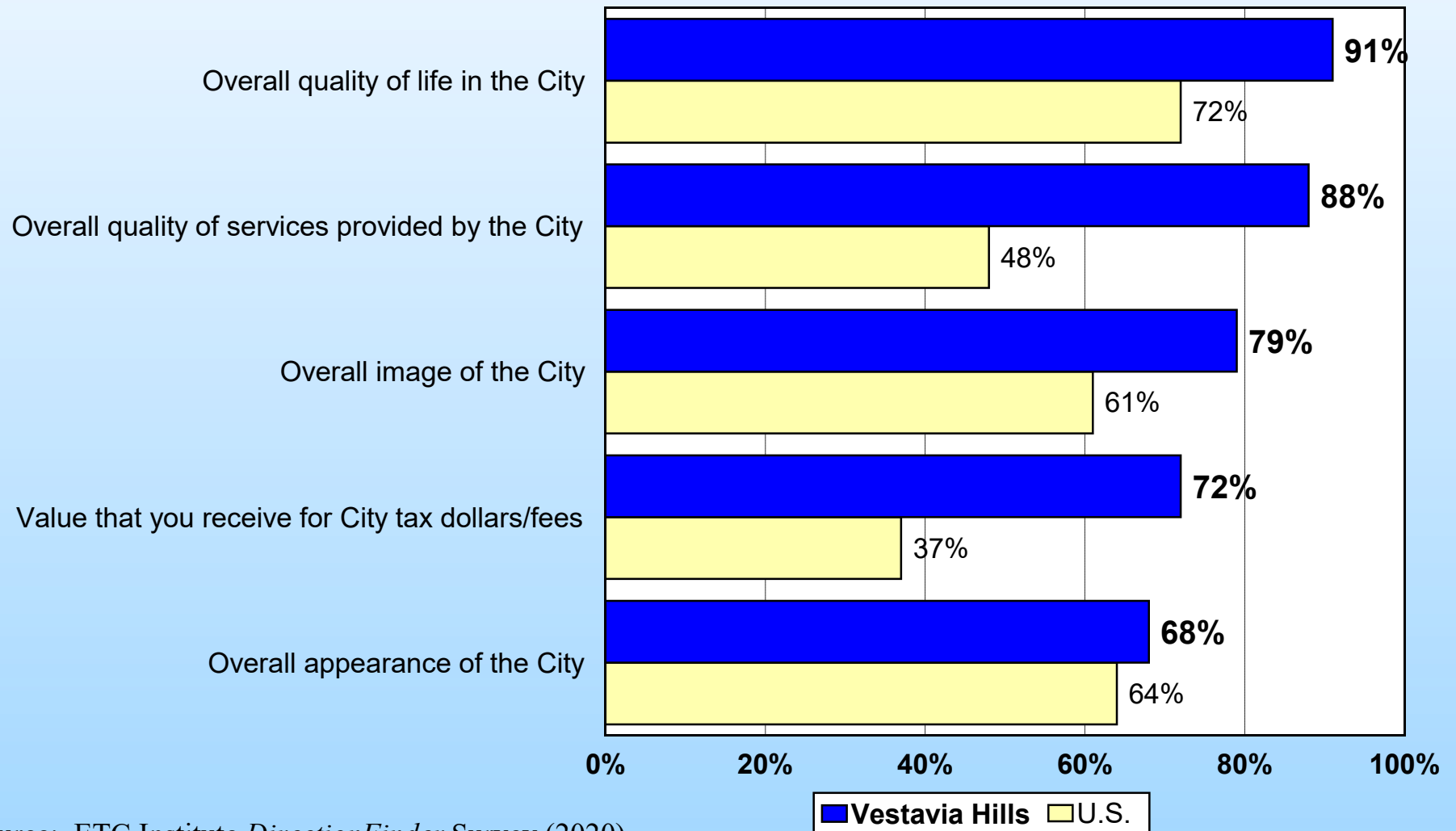
 **Vestavia Hills, AL**



Source: ETC Institute *DirectionFinder* Survey (2020)

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)

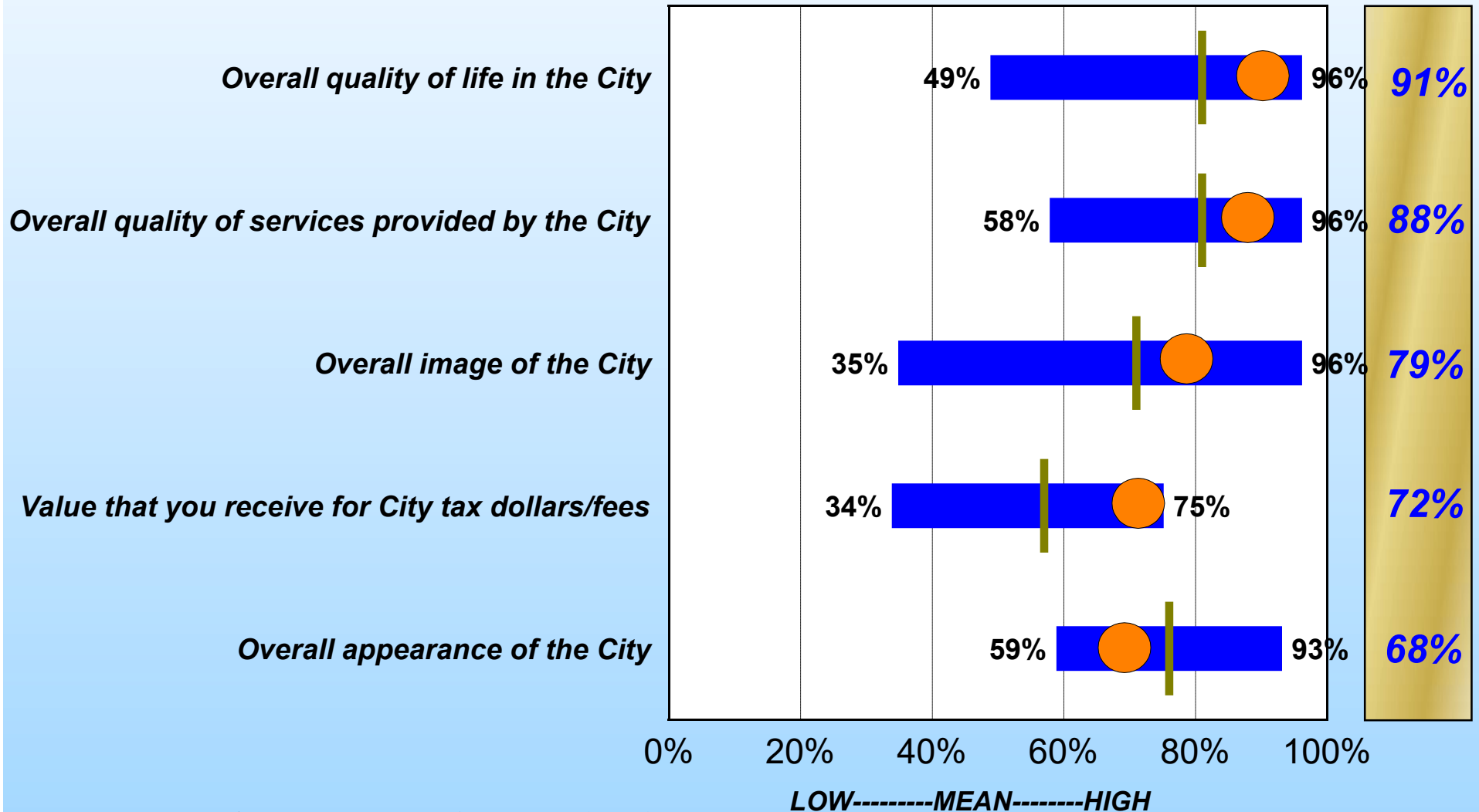


Source: ETC Institute *DirectionFinder* Survey (2020)

Perceptions that Residents Have of the City in Which They Live - 2020

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

**Vestavia
Hills, AL**

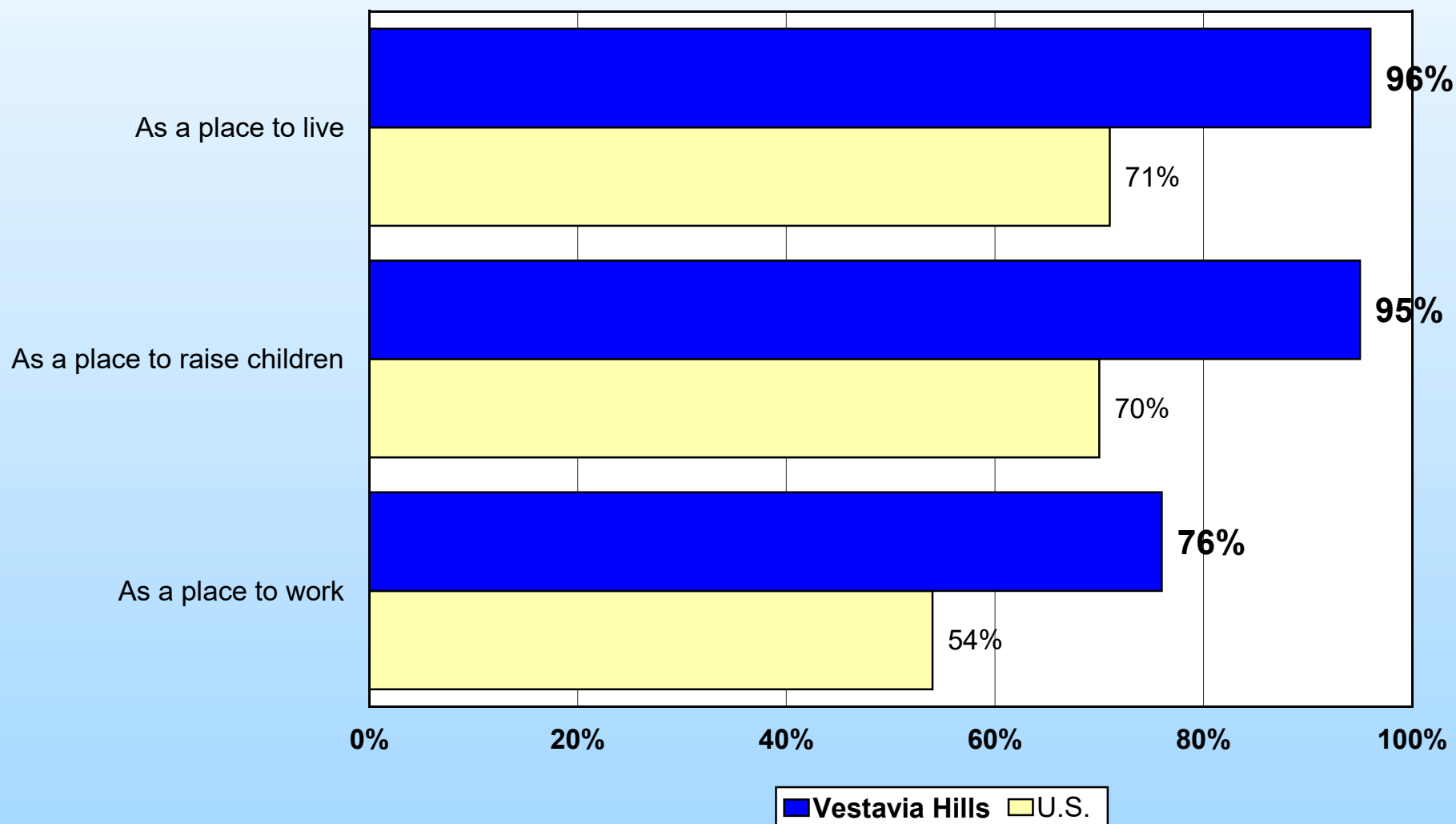


Source: ETC Institute *DirectionFinder* Survey (2020)

Overall Ratings of the Community

Vestavia Hills vs. the U.S.

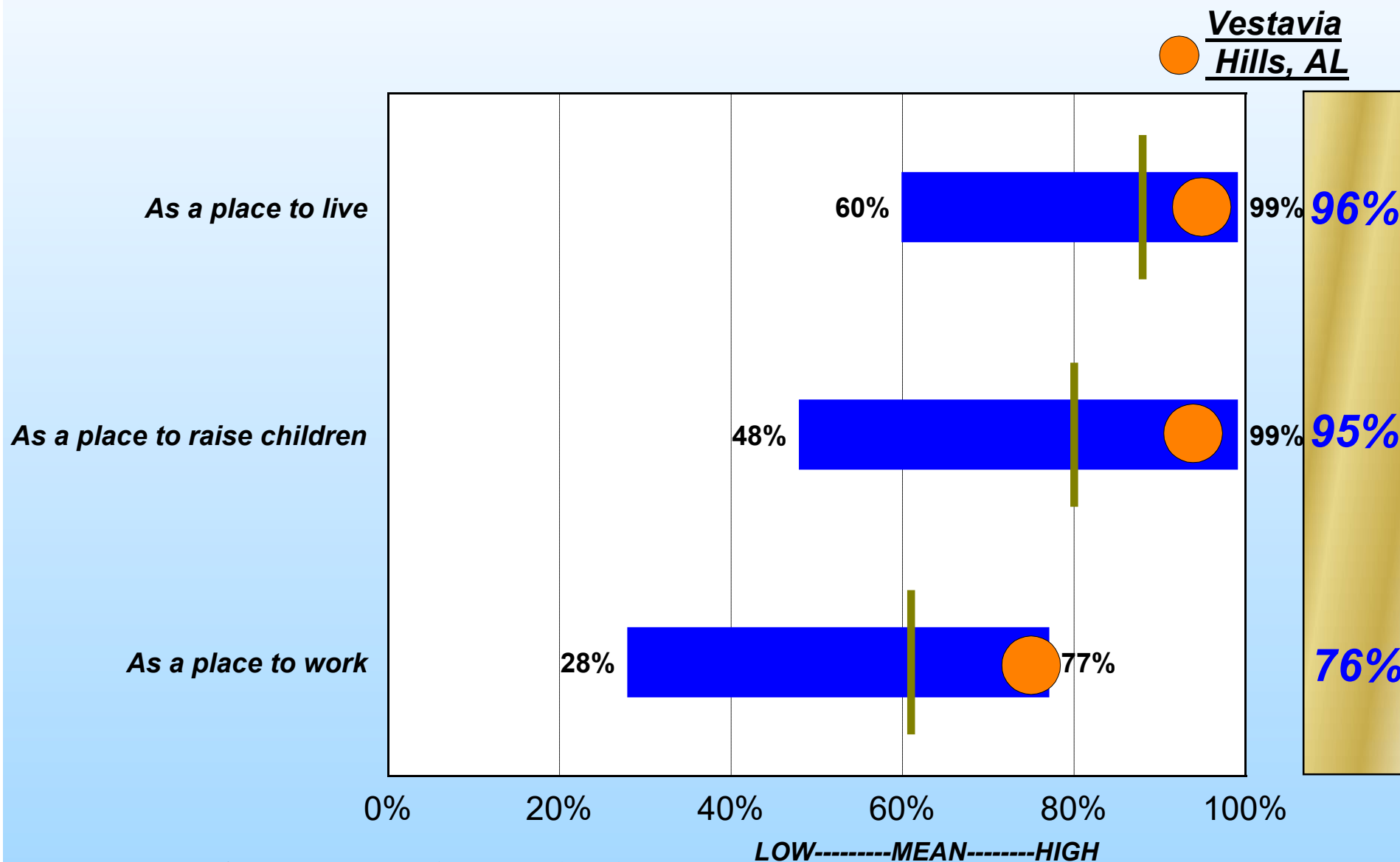
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Source: ETC Institute *DirectionFinder* Survey (2020)

Overall Ratings of the Community - 2020

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

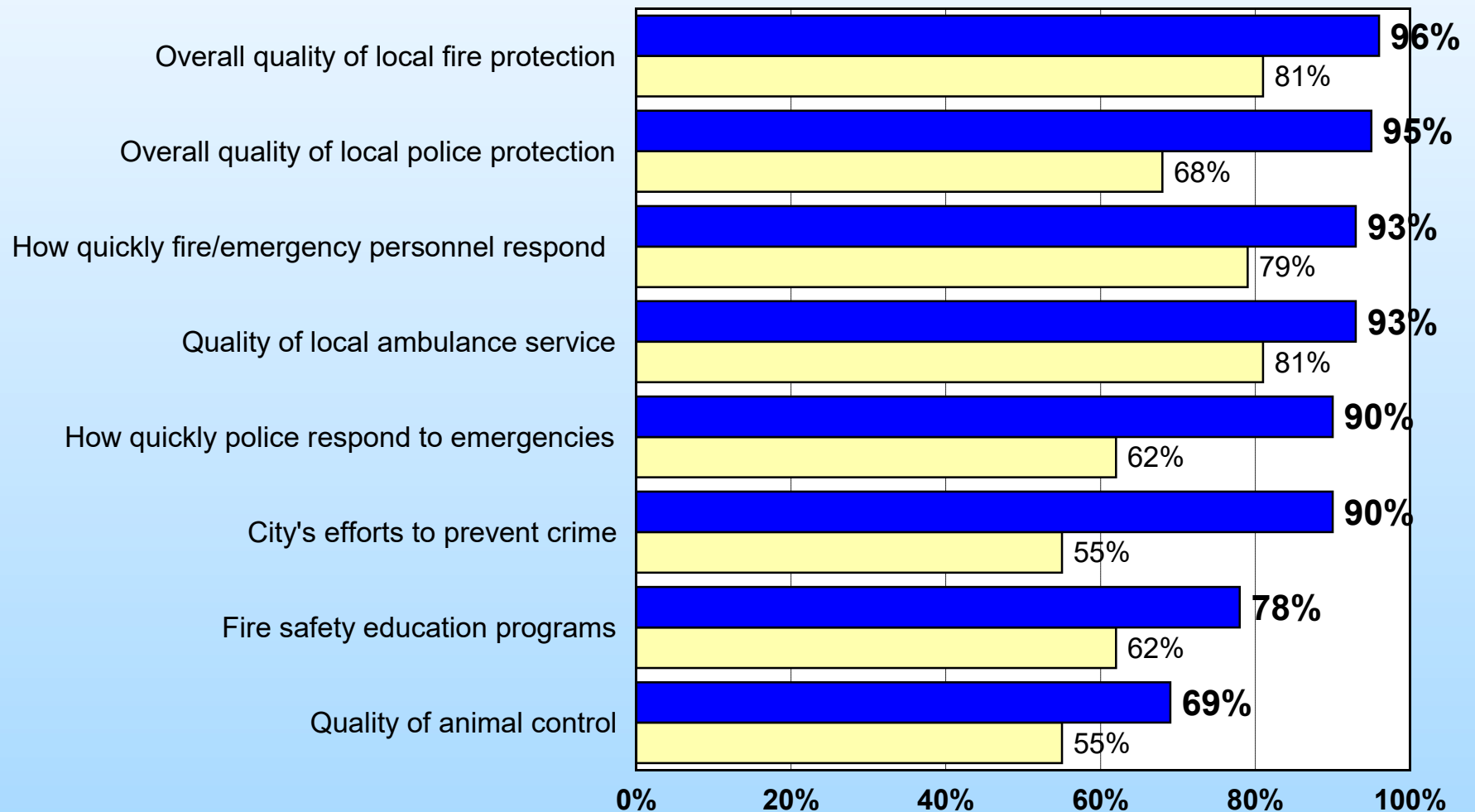


Source: ETC Institute *DirectionFinder* Survey (2020)

Overall Satisfaction with Public Safety Services

Vestavia Hills vs. the U.S.

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

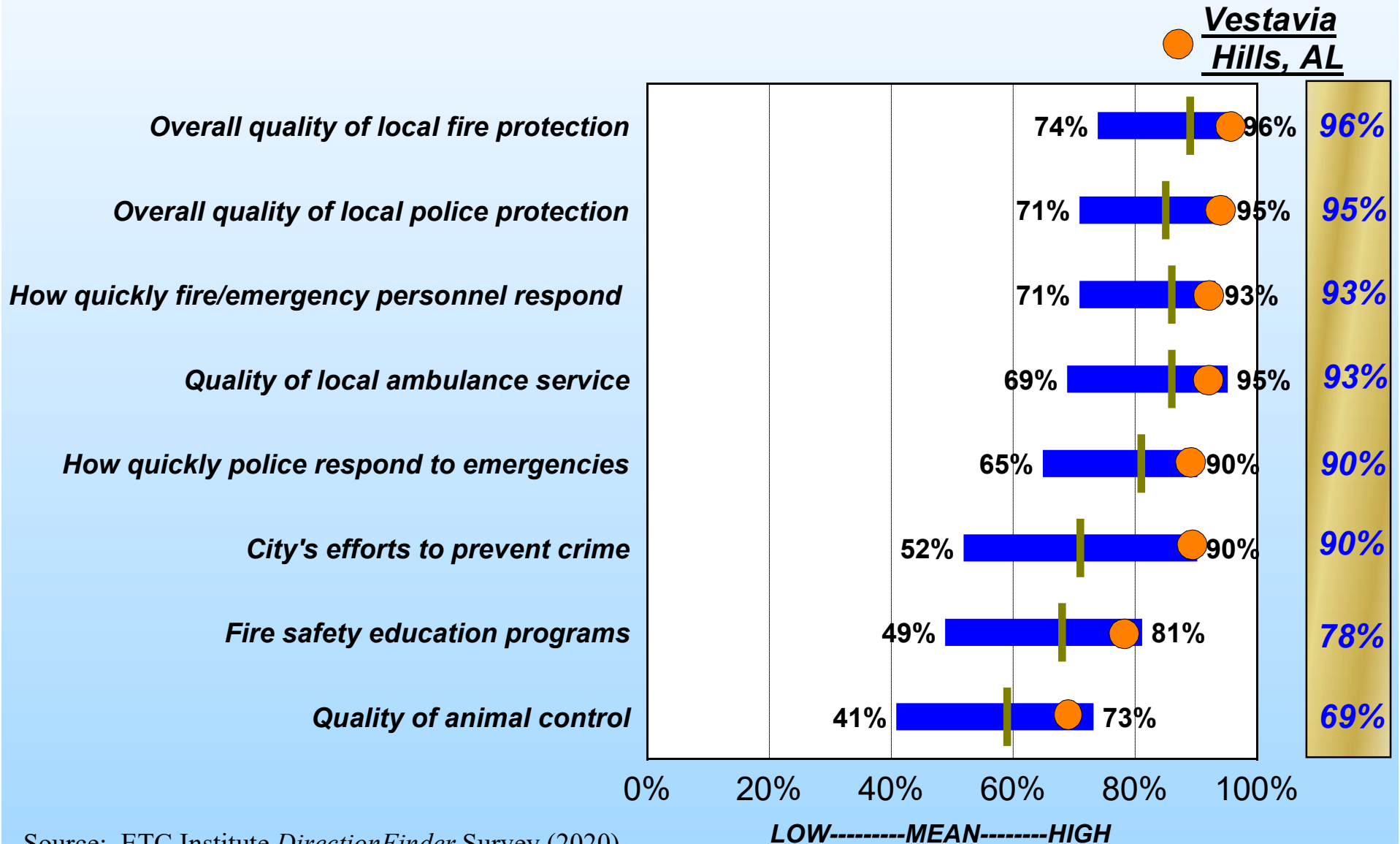


Source: ETC Institute *DirectionFinder* Survey (2020)

■ Vestavia Hills ■ U.S.

Satisfaction with Public Safety Services - 2020

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

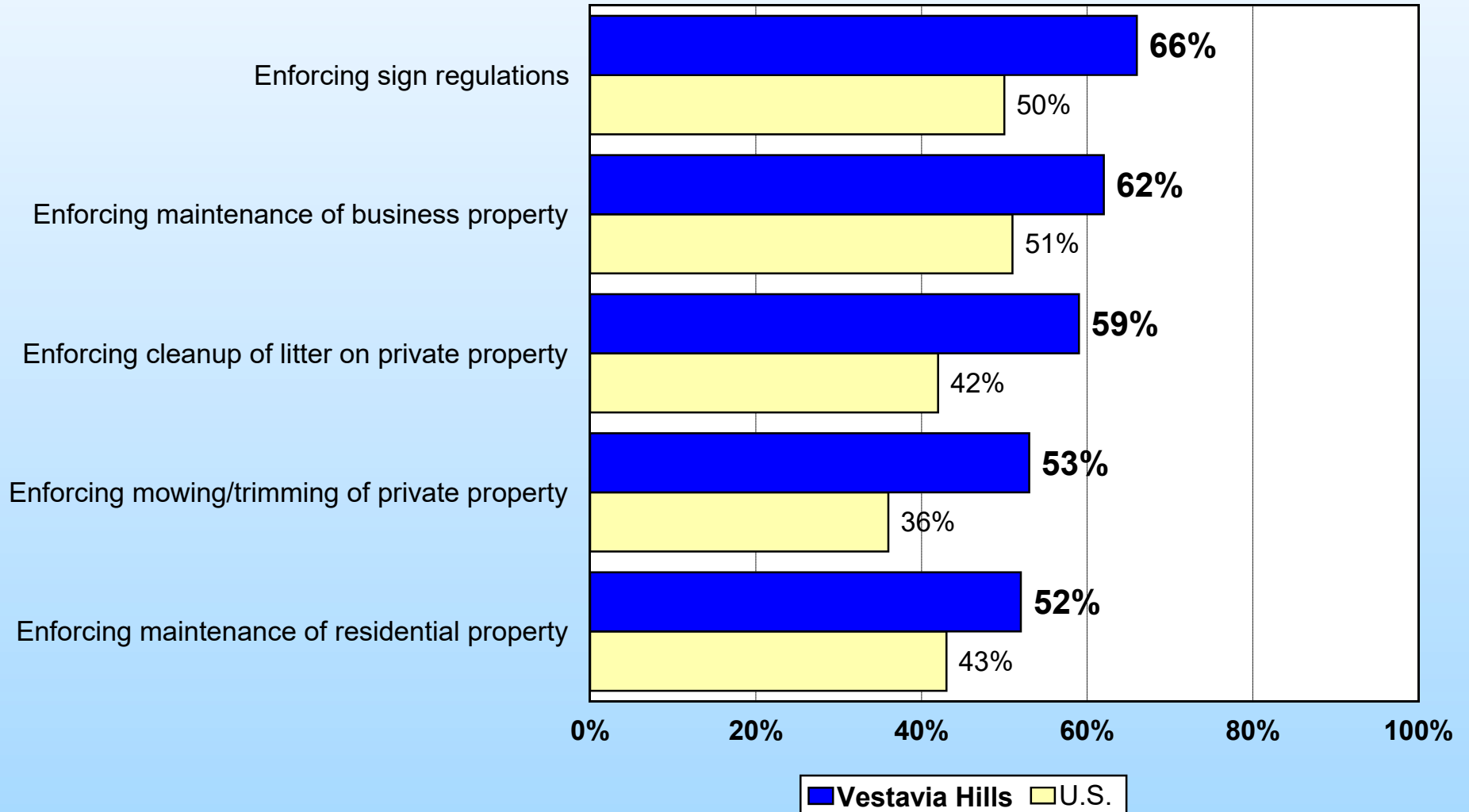


Source: ETC Institute *DirectionFinder* Survey (2020)

Overall Satisfaction with Code Enforcement

Vestavia Hills vs. the U.S.

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

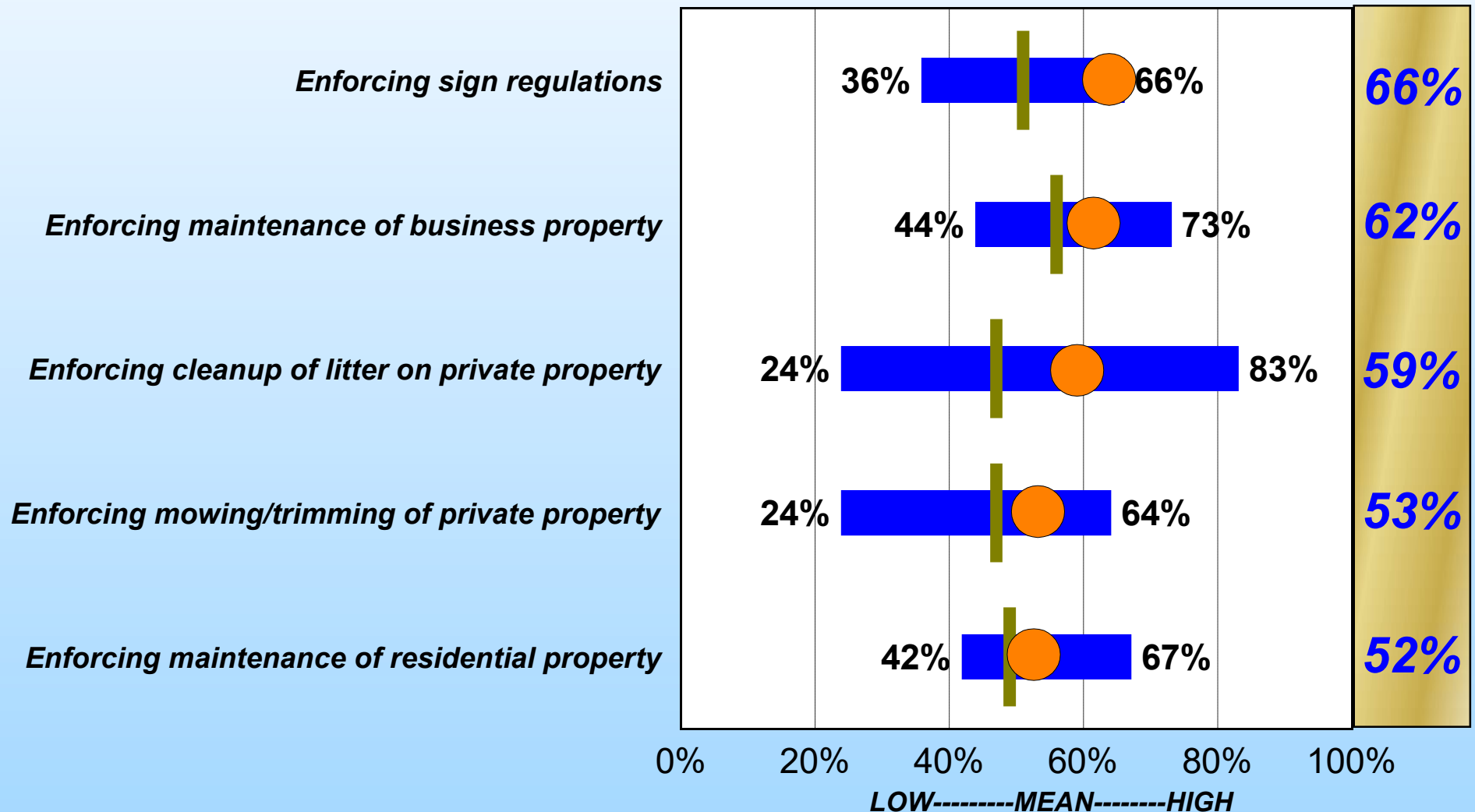


Source: ETC Institute *DirectionFinder* Survey (2020)

Satisfaction with Code Enforcement - 2020

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

Vestavia Hills, AL

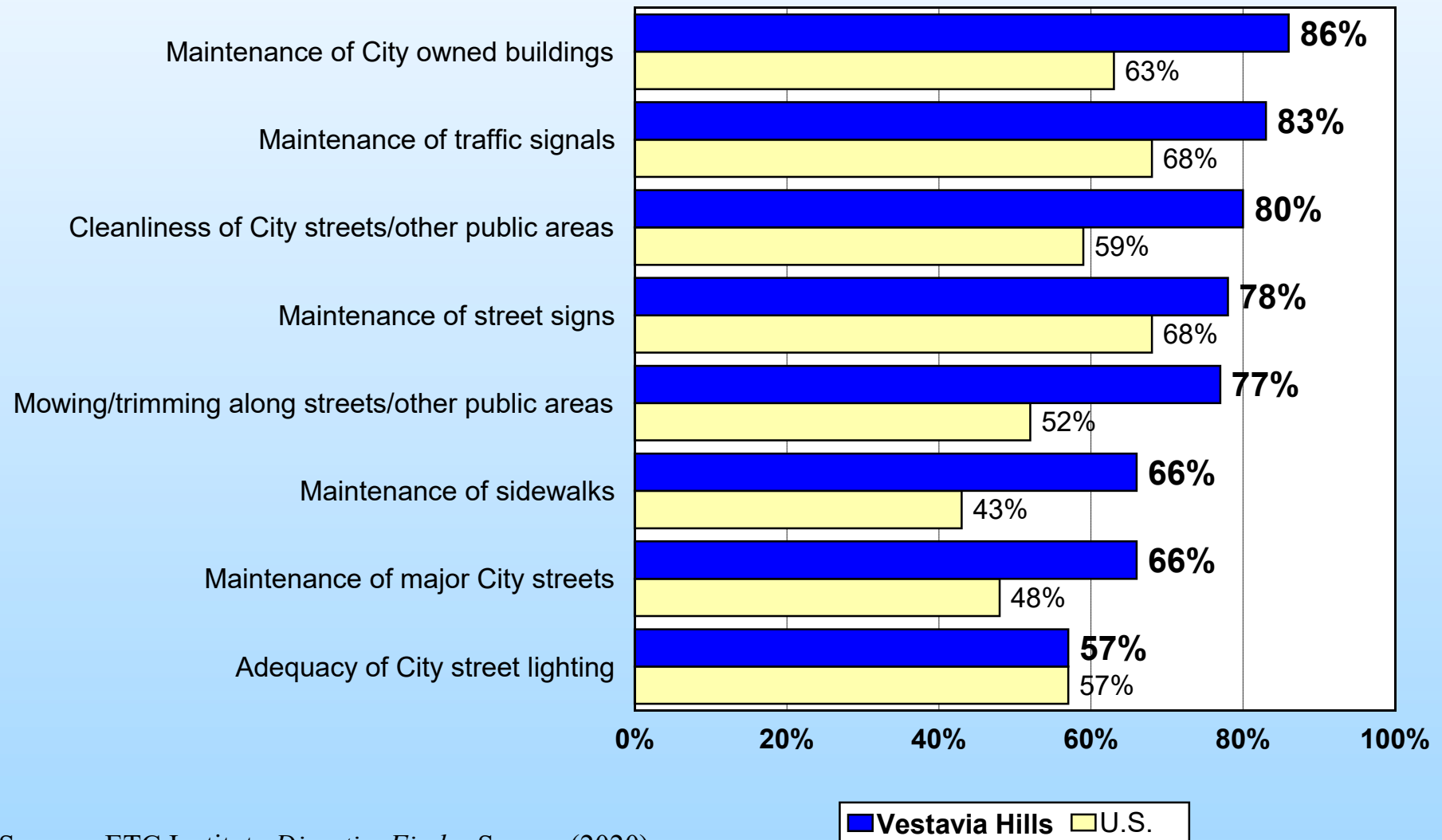


Source: ETC Institute *DirectionFinder* Survey (2020)

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)

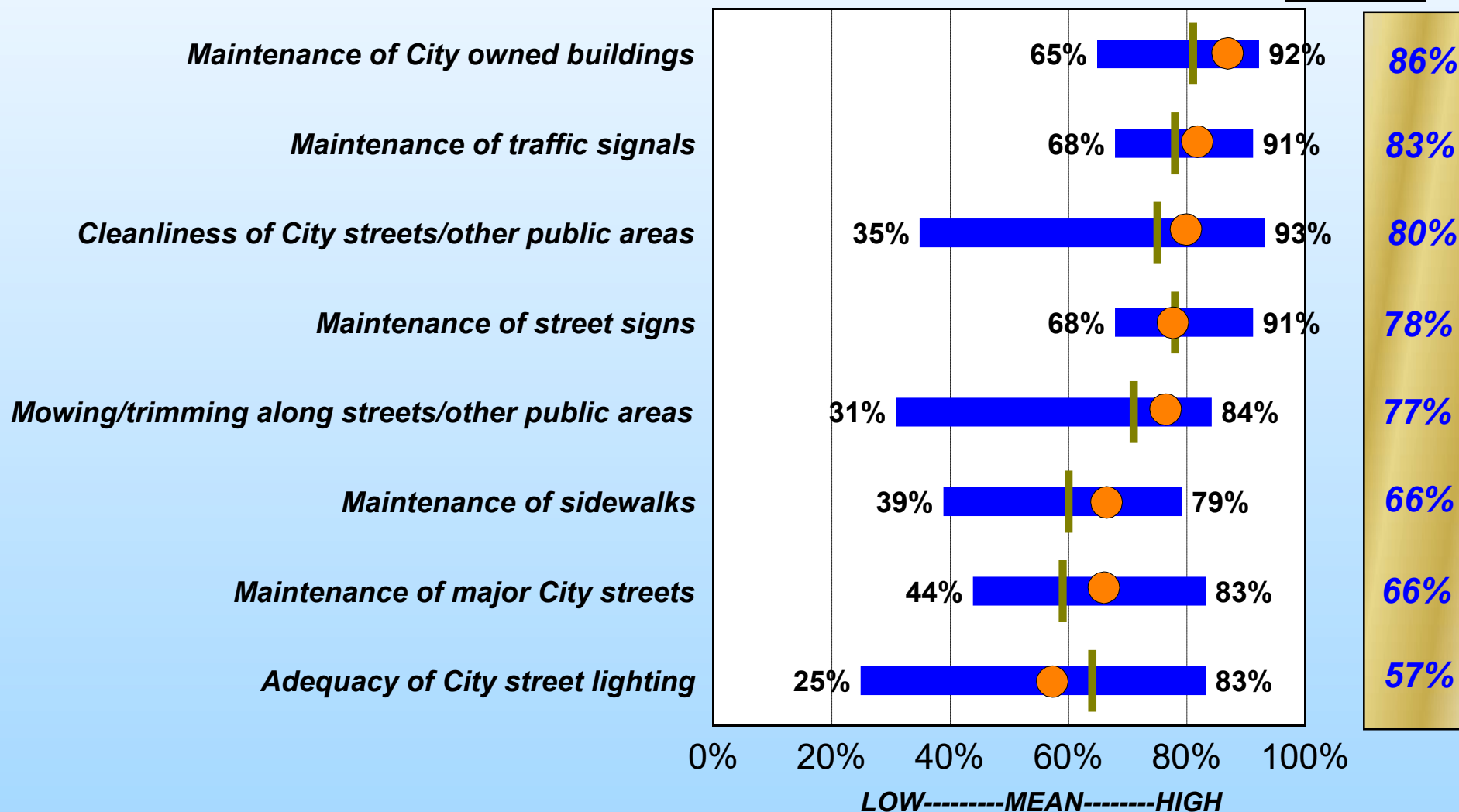


Source: ETC Institute *DirectionFinder* Survey (2020)

Satisfaction with Maintenance Services Provided by Cities - 2020

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

**Vestavia
Hills, AL**

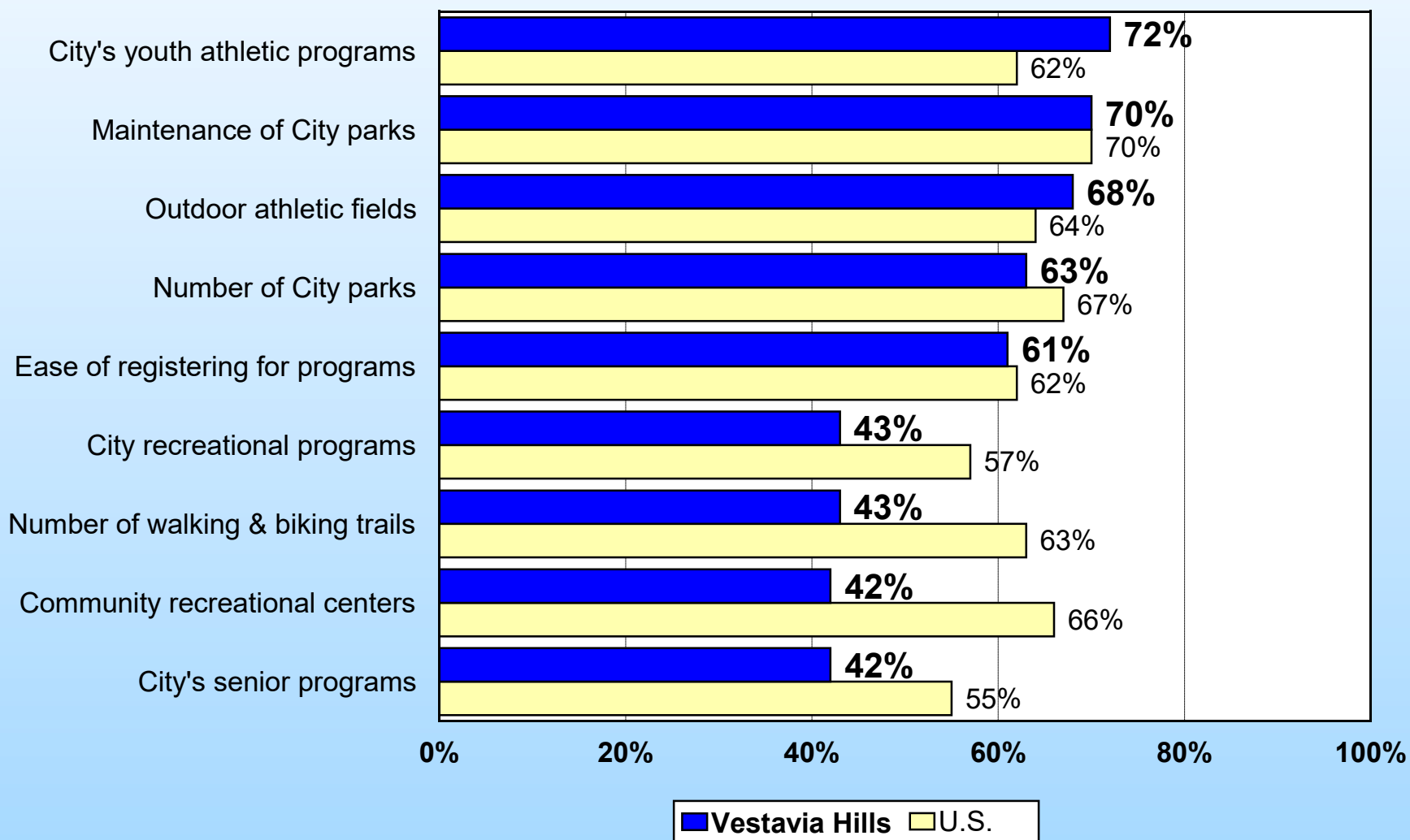


Source: ETC Institute *DirectionFinder* Survey (2020)

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)

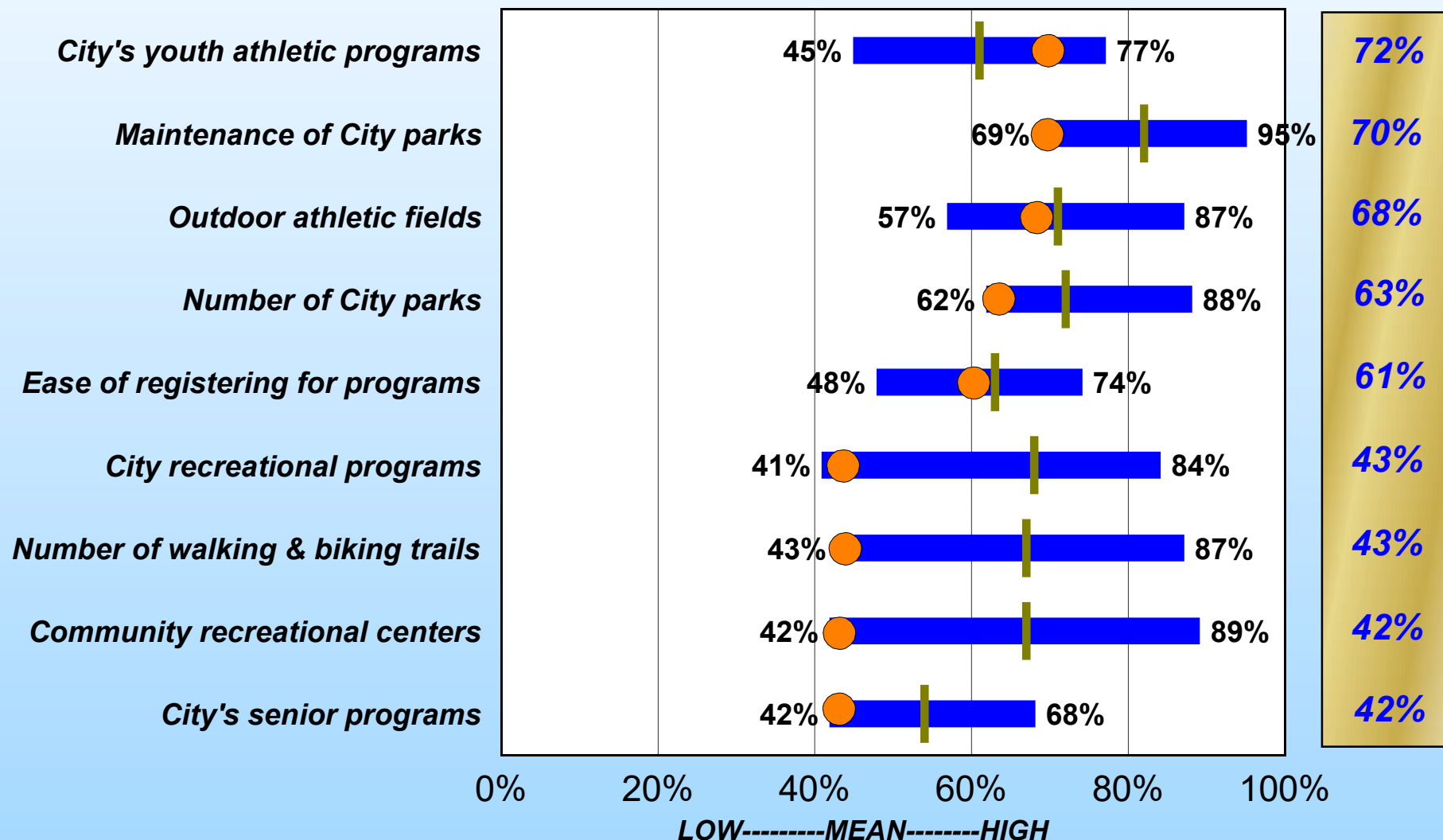


Source: ETC Institute *DirectionFinder* Survey (2020)

Satisfaction with Parks and Recreation Facilities and Services Provided by Cities - 2020

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

● **Vestavia Hills, AL**

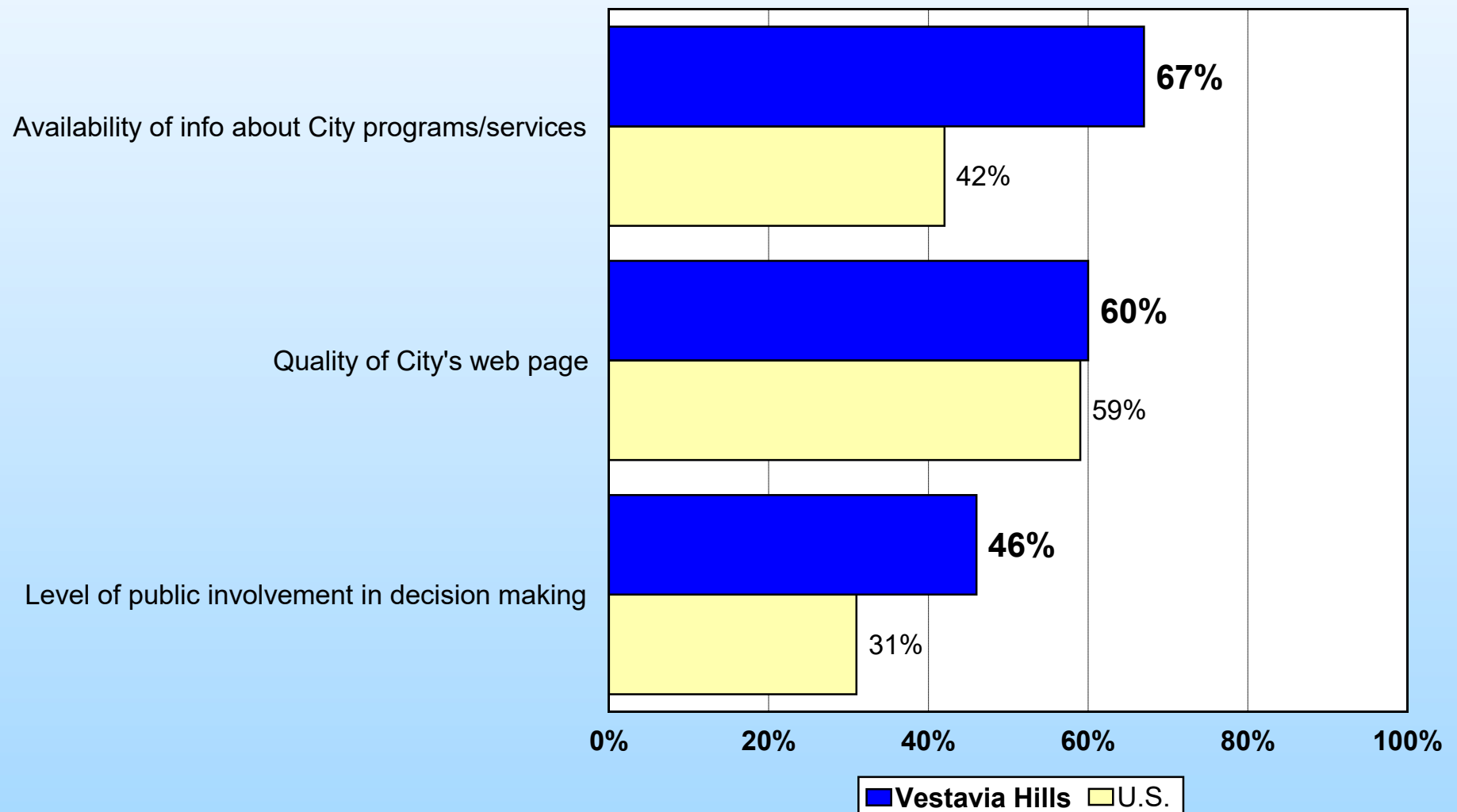


Source: ETC Institute *DirectionFinder* Survey (2020)

Overall Satisfaction with Communication

Vestavia Hills vs. the U.S

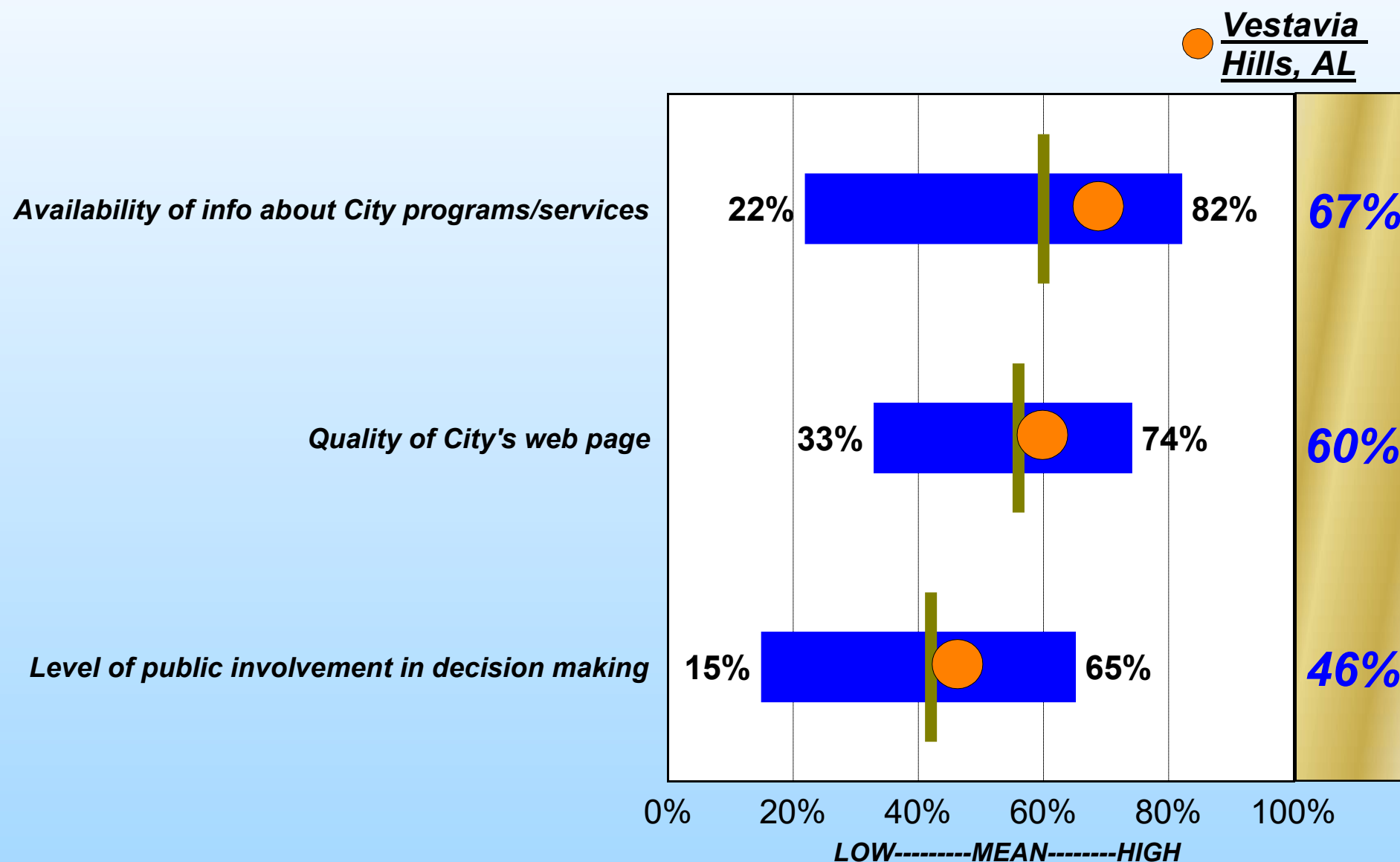
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute *DirectionFinder* Survey (2020)

Satisfaction with City Communication - 2020

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

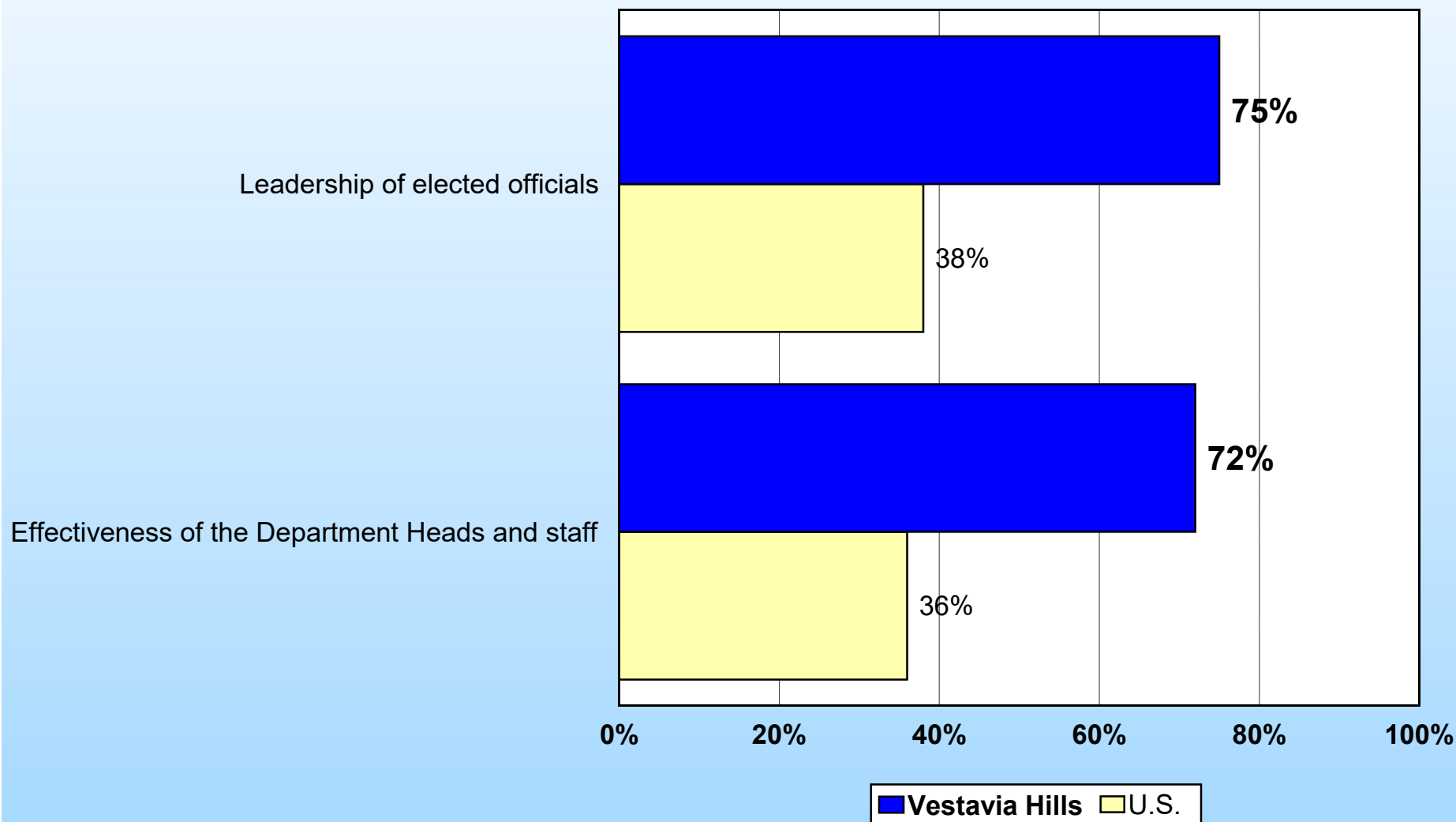


Source: ETC Institute *DirectionFinder* Survey (2020)

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)

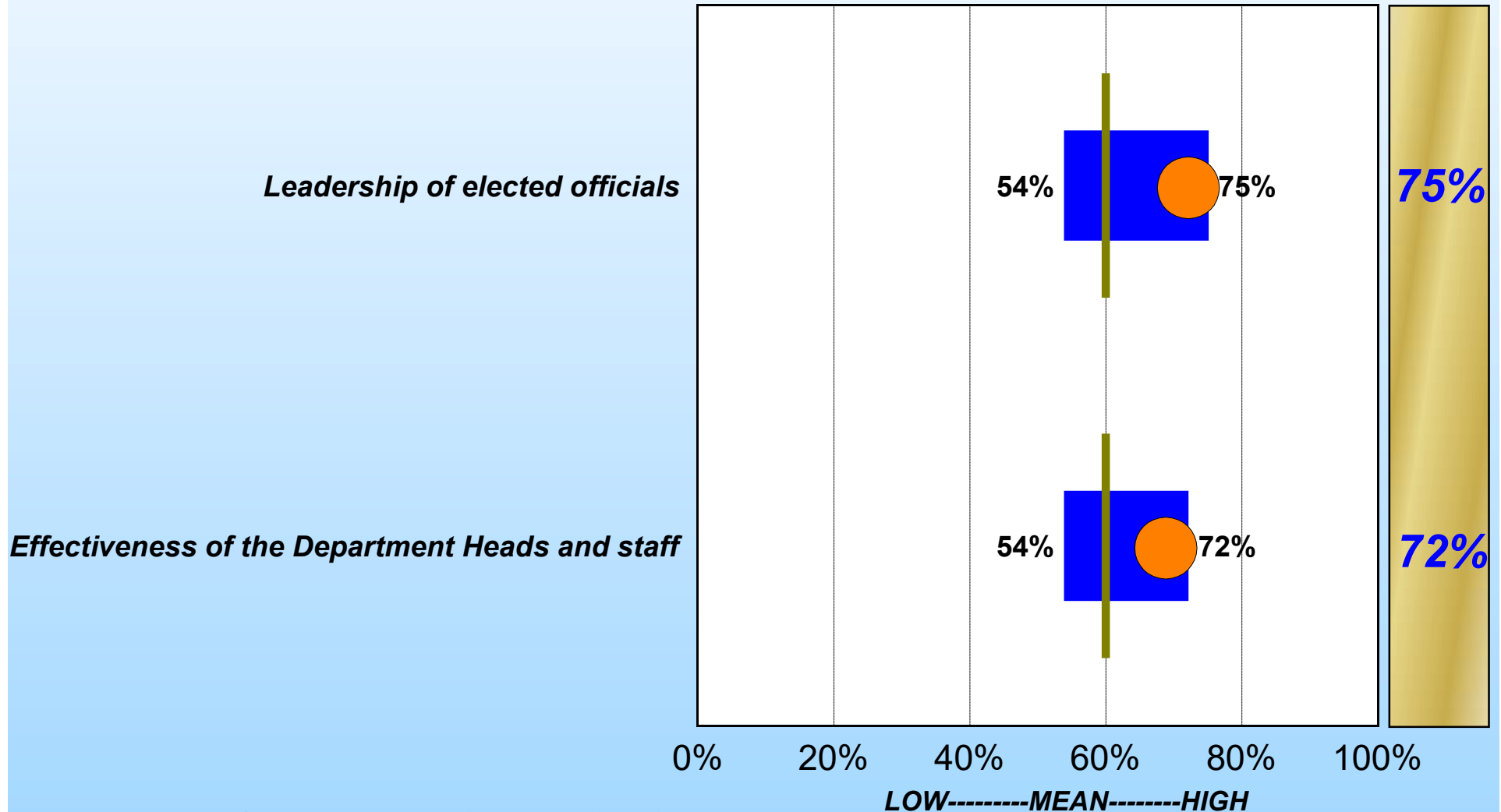


Source: ETC Institute *DirectionFinder* Survey (2020)

Satisfaction with City Leadership Compared to Other Communities - 2020

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

**Vestavia
Hills, AL**



Source: ETC Institute *DirectionFinder* Survey (2020)

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

Importance-Satisfaction Analysis

The City of Vestavia Hills, AL

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to provide. Approximately sixty percent (59.7%) of residents selected "overall maintenance of City streets and facilities" as the most important major service to provide.

With regard to satisfaction, fifty-seven percent (57%) of the residents surveyed rated their overall satisfaction with "overall maintenance of City streets and facilities" as a "4" or a "5" on a

5-point scale (where “5” means “very satisfied”). The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 59.7% was multiplied by 43% (1-0.57). This calculation yielded an I-S rating of 0.2567, which ranked first out of ten major City services.

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

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

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

Interpreting the Ratings

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

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

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

Importance-Satisfaction Rating

City of Vestavia Hills, AL

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets & facilities	60%	1	57%	9	0.2567	1
<u>High Priority (IS .10-.20)</u>						
Quality of City's stormwater runoff/mgmt. system	28%	5	54%	10	0.1283	2
Flow of traffic & congestion mgmt. in the City	37%	4	69%	7	0.1150	3
Quality of City parks & recreation programs/facilities	39%	3	74%	6	0.1006	4
<u>Medium Priority (IS <.10)</u>						
Enforcement of City codes & ordinances	13%	7	69%	8	0.0391	5
Quality of City's school system	41%	2	91%	2	0.0373	6
Effectiveness of City communication with public	10%	8	74%	5	0.0247	7
Overall quality of public safety services	28%	6	95%	1	0.0139	8
Quality of customer service from City employees	5%	10	80%	4	0.0102	9
Quality of public library facilities/services	6%	9	88%	3	0.0077	10

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Vestavia Hills, AL

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS < .10)</u>						
Quality of animal control	15%	8	69%	11	0.0456	1
City's efforts to prevent crime	40%	1	90%	7	0.0400	2
Community oriented policing programs	19%	6	80%	9	0.0376	3
Fire safety education programs	12%	10	78%	10	0.0260	4
Overall visibility of police	23%	3	90%	8	0.0231	5
How quickly police respond to emergencies	19%	4	90%	6	0.0190	6
Overall quality of local police protection	34%	2	95%	2	0.0171	7
Overall credibility of police department	17%	7	93%	5	0.0116	8
How quickly fire/emergency personnel respond	14%	9	93%	3	0.0096	9
Overall quality of local fire protection	19%	5	96%	1	0.0076	10
Quality of local ambulance service	9%	11	93%	4	0.0063	11

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Vestavia Hills, AL

City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Adequacy of City street lighting	48%	2	57%	8	0.2073	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of major City streets	56%	1	66%	7	0.1918	2
Maintenance of sidewalks	36%	3	66%	6	0.1224	3
<u>Medium Priority (IS <.10)</u>						
Cleanliness of City streets/other public areas	34%	4	80%	3	0.0680	4
Mowing/trimming along streets/other public areas	23%	5	77%	5	0.0536	5
Maintenance of street signs	15%	7	78%	4	0.0319	6
Maintenance of traffic signals	18%	6	83%	2	0.0306	7
Maintenance of City owned buildings	6%	8	86%	1	0.0084	8

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Vestavia Hills, AL

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Number of walking & biking trails	47%	1	43%	10	0.2668	1
<u>High Priority (IS .10-.20)</u>						
Community recreational centers	27%	2	42%	11	0.1566	2
<u>Medium Priority (IS <.10)</u>						
Number of City parks	26%	4	63%	6	0.0951	3
City's senior programs	14%	5	42%	12	0.0829	4
Maintenance of City parks	27%	3	70%	4	0.0798	5
City recreational programs	11%	8	43%	9	0.0604	6
Outdoor athletic fields	11%	7	68%	5	0.0365	7
City's youth athletic programs	13%	6	72%	3	0.0358	8
Fees charged for recreational programs	8%	11	55%	8	0.0351	9
Maintenance of City ballfields	8%	10	74%	2	0.0213	10
Swimming pools - new aquatic complex	8%	9	76%	1	0.0199	11
Ease of registering for programs	4%	12	61%	7	0.0172	12

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Matrix Analysis

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

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

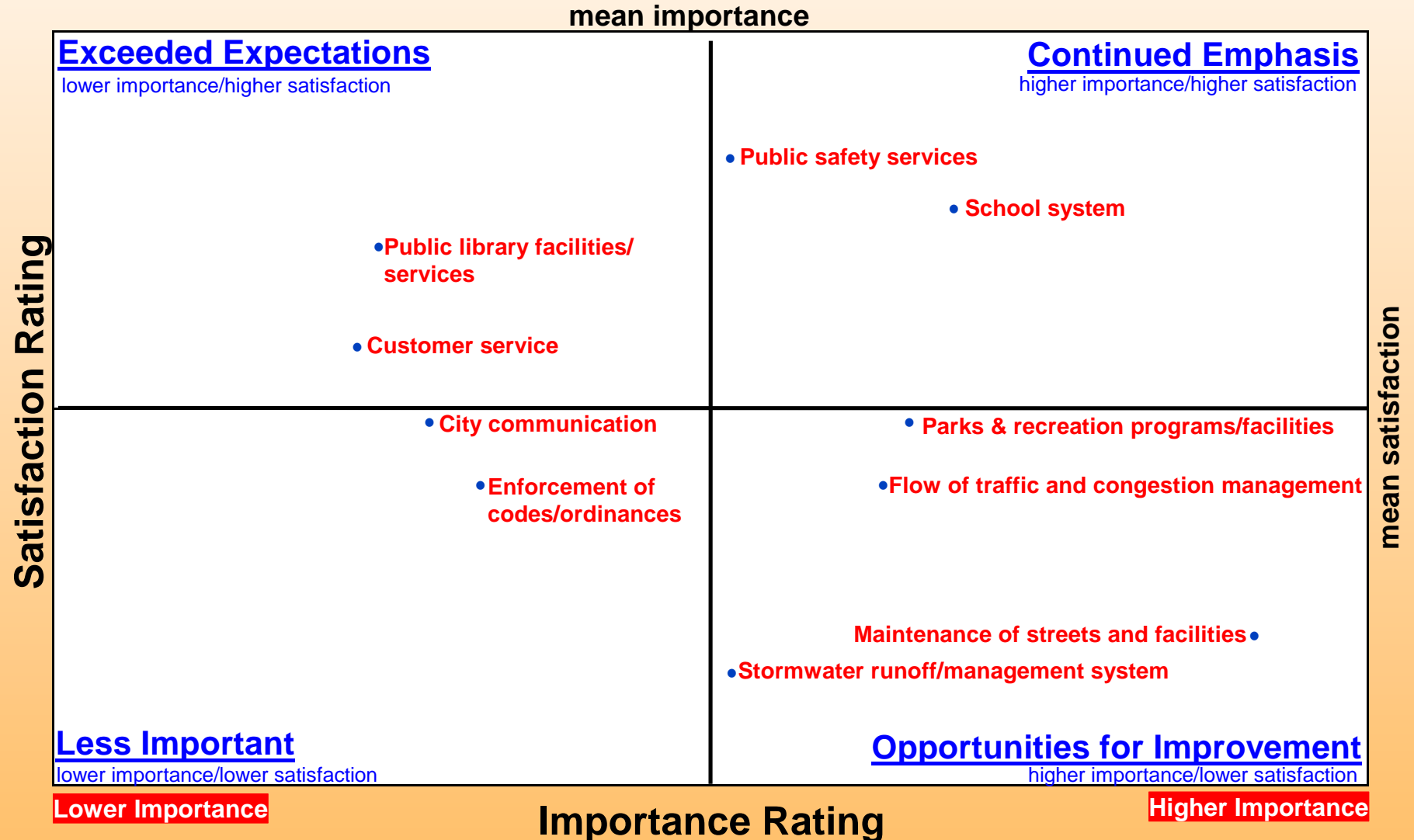
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

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

2020 City of Vestavia Hills Community Survey Importance-Satisfaction Assessment Matrix

-Overall-

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

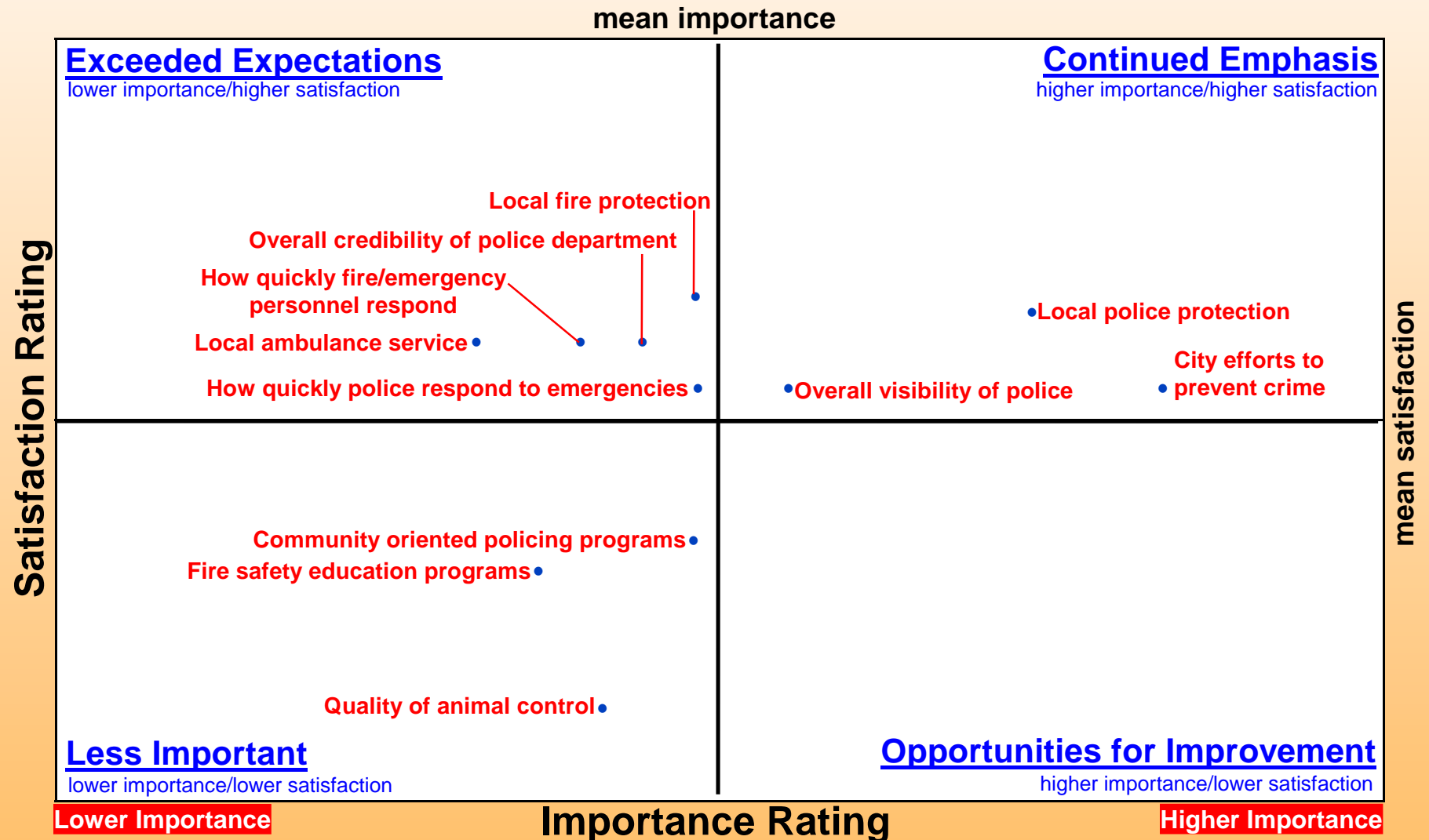


Source: ETC Institute (2020)

2020 City of Vestavia Hills Community Importance-Satisfaction Assessment Matrix

-Public Safety-

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

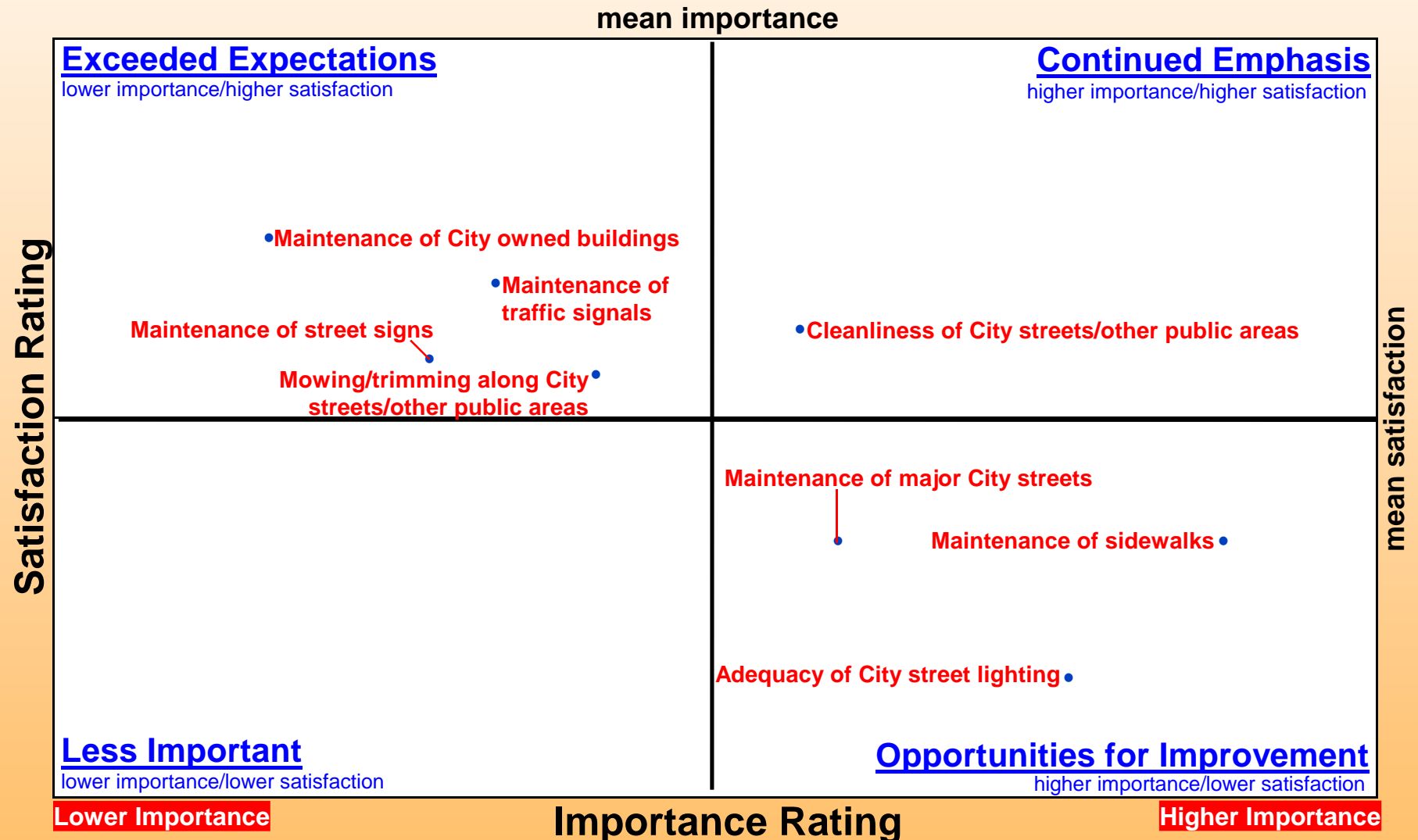


Source: ETC Institute (2020)

2020 City of Vestavia Hills Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

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

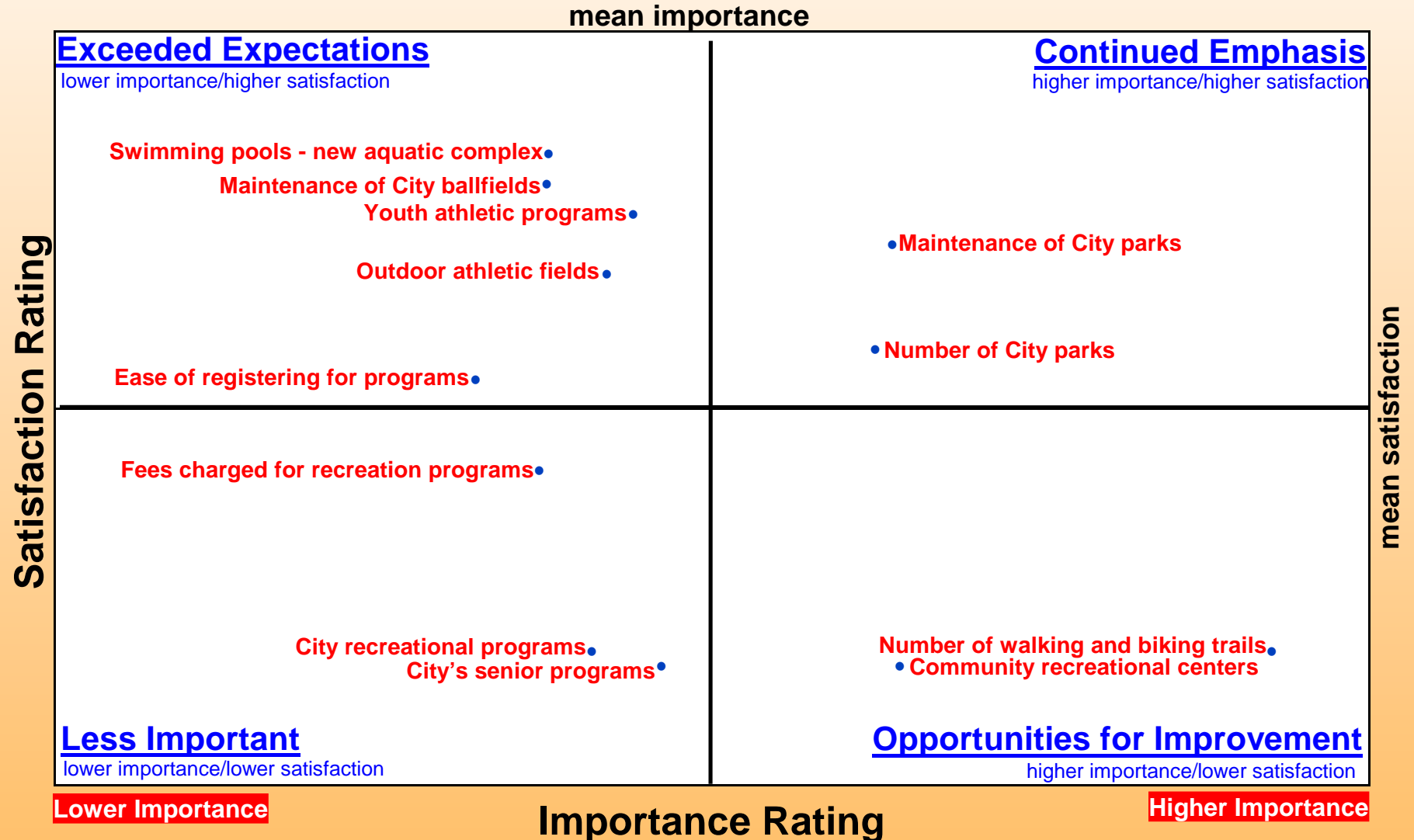


Source: ETC Institute (2020)

2020 City of Vestavia Hills Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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



Source: ETC Institute (2020)

Section 4: Tabular Data

Q1. Overall Satisfaction with City Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following services.

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Quality of City's school system	47.4%	27.6%	4.9%	1.9%	0.8%	17.4%
Q1-2. Overall quality of public safety services (e.g., police, fire, ambulance)	63.0%	28.0%	3.3%	0.8%	0.3%	4.6%
Q1-3. Overall quality of City parks & recreation programs & facilities	27.3%	40.6%	14.5%	7.9%	1.3%	8.4%
Q1-4. Overall maintenance of City streets & facilities	14.5%	41.2%	25.9%	13.3%	3.2%	1.9%
Q1-5. Overall enforcement of City codes & ordinances	20.5%	36.8%	20.1%	4.9%	1.1%	16.6%
Q1-6. Overall quality of customer service you receive from City employees	34.1%	34.4%	14.2%	2.2%	0.6%	14.4%
Q1-7. Overall effectiveness of City communication with the public	28.1%	43.4%	20.9%	2.5%	0.8%	4.3%
Q1-8. Overall quality of City's stormwater runoff/stormwater management system	17.5%	29.5%	24.6%	10.1%	5.1%	13.1%
Q1-9. Overall quality of public library facilities & services	47.4%	31.3%	7.7%	1.3%	1.1%	11.2%
Q1-10. Overall flow of traffic & congestion management in City	19.6%	47.1%	20.4%	7.3%	2.4%	3.3%

WITHOUT "DON'T KNOW"

Q1. Overall Satisfaction with City Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following services. (without "don't know")

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Quality of City's school system	57.4%	33.5%	5.9%	2.3%	1.0%
Q1-2. Overall quality of public safety services (e.g., police, fire, ambulance)	66.1%	29.3%	3.5%	0.8%	0.3%
Q1-3. Overall quality of City parks & recreation programs & facilities	29.8%	44.3%	15.9%	8.6%	1.4%
Q1-4. Overall maintenance of City streets & facilities	14.8%	42.0%	26.4%	13.5%	3.2%
Q1-5. Overall enforcement of City codes & ordinances	24.6%	44.1%	24.1%	5.9%	1.3%
Q1-6. Overall quality of customer service you receive from City employees	39.9%	40.2%	16.6%	2.6%	0.7%
Q1-7. Overall effectiveness of City communication with the public	29.4%	45.4%	21.8%	2.6%	0.8%
Q1-8. Overall quality of City's stormwater runoff/stormwater management system	20.2%	34.0%	28.4%	11.6%	5.8%
Q1-9. Overall quality of public library facilities & services	53.4%	35.2%	8.7%	1.4%	1.2%
Q1-10. Overall flow of traffic & congestion management in City	20.3%	48.7%	21.1%	7.5%	2.5%

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

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	160	25.3 %
Overall quality of public safety services (e.g., police, fire, ambulance)	54	8.5 %
Overall quality of City parks & recreation programs & facilities	74	11.7 %
Overall maintenance of City streets & facilities	146	23.1 %
Overall enforcement of City codes & ordinances	16	2.5 %
Overall quality of customer service you receive from City employees	3	0.5 %
Overall effectiveness of City communication with the public	5	0.8 %
Overall quality of City's stormwater runoff/stormwater management system	54	8.5 %
Overall quality of public library facilities & services	8	1.3 %
Overall flow of traffic & congestion management in City	71	11.2 %
<u>None chosen</u>	<u>42</u>	<u>6.6 %</u>
Total	633	100.0 %

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

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	57	9.0 %
Overall quality of public safety services (e.g., police, fire, ambulance)	69	10.9 %
Overall quality of City parks & recreation programs & facilities	94	14.8 %
Overall maintenance of City streets & facilities	147	23.2 %
Overall enforcement of City codes & ordinances	30	4.7 %
Overall quality of customer service you receive from City employees	13	2.1 %
Overall effectiveness of City communication with the public	19	3.0 %
Overall quality of City's stormwater runoff/stormwater management system	54	8.5 %
Overall quality of public library facilities & services	13	2.1 %
Overall flow of traffic & congestion management in City	68	10.7 %
<u>None chosen</u>	<u>69</u>	<u>10.9 %</u>
Total	633	100.0 %

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

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	45	7.1 %
Overall quality of public safety services (e.g., police, fire, ambulance)	53	8.4 %
Overall quality of City parks & recreation programs & facilities	77	12.2 %
Overall maintenance of City streets & facilities	85	13.4 %
Overall enforcement of City codes & ordinances	34	5.4 %
Overall quality of customer service you receive from City employees	16	2.5 %
Overall effectiveness of City communication with the public	36	5.7 %
Overall quality of City's stormwater runoff/stormwater management system	69	10.9 %
Overall quality of public library facilities & services	19	3.0 %
Overall flow of traffic & congestion management in City	96	15.2 %
None chosen	103	16.3 %
Total	633	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	262	41.4 %
Overall quality of public safety services (e.g., police, fire, ambulance)	176	27.8 %
Overall quality of City parks & recreation programs & facilities	245	38.7 %
Overall maintenance of City streets & facilities	378	59.7 %
Overall enforcement of City codes & ordinances	80	12.6 %
Overall quality of customer service you receive from City employees	32	5.1 %
Overall effectiveness of City communication with the public	60	9.5 %
Overall quality of City's stormwater runoff/stormwater management system	177	28.0 %
Overall quality of public library facilities & services	40	6.3 %
Overall flow of traffic & congestion management in City	235	37.1 %
None chosen	42	6.6 %
Total	1727	

Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Vestavia Hills using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Vestavia Hills	32.5%	53.9%	8.5%	2.1%	0.5%	2.5%
Q3-2. Overall value that you receive for your City tax dollars & fees	22.3%	46.9%	16.9%	9.0%	1.7%	3.2%
Q3-3. Overall image of City	31.3%	46.8%	13.6%	6.6%	0.8%	0.9%
Q3-4. Overall quality of life in City	44.7%	45.5%	7.1%	1.4%	0.3%	0.9%
Q3-5. Overall appearance of City	23.2%	44.7%	19.1%	10.6%	1.6%	0.8%

WITHOUT "DON'T KNOW"

Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Vestavia Hills using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Vestavia Hills	33.4%	55.3%	8.8%	2.1%	0.5%
Q3-2. Overall value that you receive for your City tax dollars & fees	23.0%	48.5%	17.5%	9.3%	1.8%
Q3-3. Overall image of City	31.6%	47.2%	13.7%	6.7%	0.8%
Q3-4. Overall quality of life in City	45.1%	45.9%	7.2%	1.4%	0.3%
Q3-5. Overall appearance of City	23.4%	45.1%	19.3%	10.7%	1.6%

Q4. Please rate the City of Vestavia Hills with regard to each of the following items using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

(N=633)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	61.9%	34.1%	2.7%	0.3%	0.3%	0.6%
Q4-2. As a place to raise children	64.0%	26.4%	4.1%	0.8%	0.0%	4.7%
Q4-3. As a place to work	30.3%	25.9%	15.5%	2.1%	1.1%	25.1%

WITHOUT "DON'T KNOW"

Q4. Please rate the City of Vestavia Hills with regard to each of the following items using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")

(N=633)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	62.3%	34.3%	2.7%	0.3%	0.3%
Q4-2. As a place to raise children	67.2%	27.7%	4.3%	0.8%	0.0%
Q4-3. As a place to work	40.5%	34.6%	20.7%	2.7%	1.5%

Q5(1-7). Vestavia Hills Police Department. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall quality of local police protection	59.6%	32.1%	3.2%	1.3%	0.5%	3.5%
Q5-2. Overall credibility of police department	57.3%	31.4%	5.5%	0.9%	0.5%	4.3%
Q5-3. Overall visibility of police	52.9%	35.9%	7.0%	1.7%	1.1%	1.4%
Q5-4. City's efforts to prevent crime	48.0%	34.6%	7.4%	0.8%	1.1%	8.1%
Q5-5. How quickly police respond to emergencies	46.4%	22.3%	5.5%	0.6%	0.8%	24.3%
Q5-6. Community oriented policing programs	29.9%	23.4%	12.2%	0.9%	0.5%	33.2%
Q5-7. Quality of animal control	22.7%	24.8%	18.3%	2.8%	0.6%	30.6%

WITHOUT "DON'T KNOW"

Q5(1-7). Vestavia Hills Police Department. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall quality of local police protection	61.7%	33.2%	3.3%	1.3%	0.5%
Q5-2. Overall credibility of police department	59.9%	32.8%	5.8%	1.0%	0.5%
Q5-3. Overall visibility of police	53.7%	36.4%	7.1%	1.8%	1.1%
Q5-4. City's efforts to prevent crime	52.2%	37.6%	8.1%	0.9%	1.2%
Q5-5. How quickly police respond to emergencies	61.4%	29.4%	7.3%	0.8%	1.0%
Q5-6. Community oriented policing programs	44.7%	35.0%	18.2%	1.4%	0.7%
Q5-7. Quality of animal control	32.8%	35.8%	26.4%	4.1%	0.9%

Q5(8-11). Vestavia Hills Fire Department. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-8. Overall quality of local fire protection	60.0%	25.0%	2.7%	0.2%	0.0%	12.2%
Q5-9. Quality of local ambulance service	49.6%	20.1%	4.7%	0.3%	0.0%	25.3%
Q5-10. How quickly fire department/emergency services personnel respond to emergencies	51.0%	17.9%	4.3%	0.3%	0.2%	26.4%
Q5-11. Fire safety education programs	28.6%	16.3%	12.2%	0.8%	0.0%	42.2%

WITHOUT "DON'T KNOW"

Q5(8-11). Vestavia Hills Fire Department. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-8. Overall quality of local fire protection	68.3%	28.4%	3.1%	0.2%	0.0%
Q5-9. Quality of local ambulance service	66.4%	26.8%	6.3%	0.4%	0.0%
Q5-10. How quickly fire department/emergency services personnel respond to emergencies	69.3%	24.2%	5.8%	0.4%	0.2%
Q5-11. Fire safety education programs	49.5%	28.1%	21.0%	1.4%	0.0%

Q6. Which THREE of the Public Safety items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	136	21.5 %
Overall credibility of police department	41	6.5 %
Overall visibility of police	59	9.3 %
City's efforts to prevent crime	116	18.3 %
How quickly police respond to emergencies	29	4.6 %
Community oriented policing programs	40	6.3 %
Quality of animal control	36	5.7 %
Overall quality of local fire protection	6	0.9 %
Quality of local ambulance service	7	1.1 %
How quickly fire department/emergency services personnel respond to emergencies	12	1.9 %
Fire safety education programs	19	3.0 %
None chosen	132	20.9 %
Total	633	100.0 %

Q6. Which THREE of the Public Safety items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	52	8.2 %
Overall credibility of police department	39	6.2 %
Overall visibility of police	48	7.6 %
City's efforts to prevent crime	77	12.2 %
How quickly police respond to emergencies	57	9.0 %
Community oriented policing programs	36	5.7 %
Quality of animal control	21	3.3 %
Overall quality of local fire protection	59	9.3 %
Quality of local ambulance service	22	3.5 %
How quickly fire department/emergency services personnel respond to emergencies	23	3.6 %
Fire safety education programs	26	4.1 %
None chosen	173	27.3 %
Total	633	100.0 %

Q6. Which THREE of the Public Safety items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	28	4.4 %
Overall credibility of police department	24	3.8 %
Overall visibility of police	39	6.2 %
City's efforts to prevent crime	60	9.5 %
How quickly police respond to emergencies	34	5.4 %
Community oriented policing programs	43	6.8 %
Quality of animal control	36	5.7 %
Overall quality of local fire protection	55	8.7 %
Quality of local ambulance service	28	4.4 %
How quickly fire department/emergency services personnel respond to emergencies	52	8.2 %
Fire safety education programs	30	4.7 %
None chosen	204	32.2 %
Total	633	100.0 %

SUM OF TOP 3 CHOICES

Q6. Which THREE of the Public Safety items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q6. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	216	34.1 %
Overall credibility of police department	104	16.4 %
Overall visibility of police	146	23.1 %
City's efforts to prevent crime	253	40.0 %
How quickly police respond to emergencies	120	19.0 %
Community oriented policing programs	119	18.8 %
Quality of animal control	93	14.7 %
Overall quality of local fire protection	120	19.0 %
Quality of local ambulance service	57	9.0 %
How quickly fire department/emergency services personnel respond to emergencies	87	13.7 %
Fire safety education programs	75	11.8 %
None chosen	132	20.9 %
Total	1522	

Q7. Have you ever called 911?

<u>Q7. Have you ever called 911</u>	<u>Number</u>	<u>Percent</u>
Yes	243	38.4 %
No	390	61.6 %
Total	633	100.0 %

Q7a. If "YES," Please answer each of the following questions concerning the service you received from 911.

(N=243)

	<u>Yes</u>	<u>No</u>	<u>Not provided</u>
Q7a-1. Was your call answered in a timely manner	96.7%	3.3%	0.0%
Q7a-2. Were you treated professionally	98.8%	1.2%	0.0%
Q7a-3. Did call taker's action result in a satisfactory resolution	95.5%	3.7%	0.8%

WITHOUT "NOT PROVIDED"**Q7a. If "YES," Please answer each of the following questions concerning the service you received from 911. (without "not provided")**

(N=243)

	<u>Yes</u>	<u>No</u>
Q7a-1. Was your call answered in a timely manner	96.7%	3.3%
Q7a-2. Were you treated professionally	98.8%	1.2%
Q7a-3. Did call taker's action result in a satisfactory resolution	96.3%	3.7%

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

(N=633)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Q8-1. In your neighborhood during the day	88.9%	9.5%	0.6%	0.0%	0.9%
Q8-2. In your neighborhood at night	67.5%	29.4%	2.1%	0.0%	1.1%
Q8-3. In City parks	51.5%	29.9%	2.4%	0.2%	16.1%
Q8-4. In commercial & retail areas	60.8%	33.6%	2.7%	0.0%	2.8%
Q8-5. On school campuses	60.8%	10.4%	0.9%	0.2%	27.6%
Q8-6. Overall feeling of safety in Vestavia Hills	75.8%	22.0%	0.6%	0.2%	1.4%

WITHOUT "DON'T KNOW"**Q8. Using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")**

(N=633)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q8-1. In your neighborhood during the day	89.8%	9.6%	0.6%	0.0%
Q8-2. In your neighborhood at night	68.2%	29.7%	2.1%	0.0%
Q8-3. In City parks	61.4%	35.6%	2.8%	0.2%
Q8-4. In commercial & retail areas	62.6%	34.6%	2.8%	0.0%
Q8-5. On school campuses	84.1%	14.4%	1.3%	0.2%
Q8-6. Overall feeling of safety in Vestavia Hills	76.9%	22.3%	0.6%	0.2%

Q9. Enforcement of Codes and Ordinances. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Enforcing cleanup of litter & debris on private property	16.4%	30.2%	18.8%	11.8%	2.7%	20.1%
Q9-2. Enforcing mowing & trimming of private property	14.2%	27.2%	22.7%	10.1%	3.0%	22.7%
Q9-3. Enforcing maintenance of residential property (exterior of homes)	14.2%	26.5%	22.7%	11.8%	2.4%	22.3%
Q9-4. Enforcing maintenance of business property	16.7%	31.8%	21.2%	7.1%	1.6%	21.6%
Q9-5. Enforcing codes designed to protect public safety	20.4%	36.2%	15.0%	2.7%	0.8%	25.0%
Q9-6. Enforcing sign regulations	17.4%	33.2%	18.0%	5.8%	2.2%	23.4%

WITHOUT "DON'T KNOW"

Q9. Enforcement of Codes and Ordinances. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Enforcing cleanup of litter & debris on private property	20.6%	37.7%	23.5%	14.8%	3.4%
Q9-2. Enforcing mowing & trimming of private property	18.4%	35.2%	29.4%	13.1%	3.9%
Q9-3. Enforcing maintenance of residential property (exterior of homes)	18.3%	34.1%	29.3%	15.2%	3.0%
Q9-4. Enforcing maintenance of business property	21.4%	40.5%	27.0%	9.1%	2.0%
Q9-5. Enforcing codes designed to protect public safety	27.2%	48.2%	20.0%	3.6%	1.1%
Q9-6. Enforcing sign regulations	22.7%	43.3%	23.5%	7.6%	2.9%

Q10. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Maintenance of major City streets	16.1%	48.3%	18.6%	12.0%	2.8%	2.1%
Q10-2. Maintenance of sidewalks	19.3%	42.5%	18.5%	10.1%	3.2%	6.5%
Q10-3. Maintenance of street signs	23.4%	52.1%	15.8%	4.6%	0.5%	3.6%
Q10-4. Maintenance of traffic signals	28.1%	52.4%	13.6%	2.5%	0.6%	2.7%
Q10-5. Maintenance of City owned buildings	33.3%	42.8%	10.4%	1.6%	0.3%	11.5%
Q10-6. Mowing & trimming along streets & other public areas	26.5%	49.1%	16.6%	4.3%	1.6%	1.9%
Q10-7. Adequacy of City street lighting	17.2%	37.8%	19.6%	17.5%	5.8%	2.1%
Q10-8. Overall cleanliness of City streets/other public areas	24.6%	54.3%	14.7%	3.9%	1.1%	1.3%

WITHOUT "DON'T KNOW"**Q10. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of major City streets	16.5%	49.4%	19.0%	12.3%	2.9%
Q10-2. Maintenance of sidewalks	20.6%	45.4%	19.8%	10.8%	3.4%
Q10-3. Maintenance of street signs	24.3%	54.1%	16.4%	4.8%	0.5%
Q10-4. Maintenance of traffic signals	28.9%	53.9%	14.0%	2.6%	0.6%
Q10-5. Maintenance of City owned buildings	37.7%	48.4%	11.8%	1.8%	0.4%
Q10-6. Mowing & trimming along streets & other public areas	27.1%	50.1%	16.9%	4.3%	1.6%
Q10-7. Adequacy of City street lighting	17.6%	38.5%	20.0%	17.9%	6.0%
Q10-8. Overall cleanliness of City streets/ other public areas	25.0%	55.0%	14.9%	4.0%	1.1%

Q11. Which THREE of the City Maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	230	36.3 %
Maintenance of sidewalks	74	11.7 %
Maintenance of street signs	23	3.6 %
Maintenance of traffic signals	22	3.5 %
Maintenance of City owned buildings	6	0.9 %
Mowing & trimming along streets & other public areas	28	4.4 %
Adequacy of City street lighting	110	17.4 %
Overall cleanliness of City streets/other public areas	41	6.5 %
None chosen	99	15.6 %
Total	633	100.0 %

Q11. Which THREE of the City Maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	74	11.7 %
Maintenance of sidewalks	90	14.2 %
Maintenance of street signs	36	5.7 %
Maintenance of traffic signals	61	9.6 %
Maintenance of City owned buildings	13	2.1 %
Mowing & trimming along streets & other public areas	71	11.2 %
Adequacy of City street lighting	103	16.3 %
Overall cleanliness of City streets/other public areas	53	8.4 %
None chosen	132	20.9 %
Total	633	100.0 %

Q11. Which THREE of the City Maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	53	8.4 %
Maintenance of sidewalks	64	10.1 %
Maintenance of street signs	33	5.2 %
Maintenance of traffic signals	31	4.9 %
Maintenance of City owned buildings	19	3.0 %
Mowing & trimming along streets & other public areas	49	7.7 %
Adequacy of City street lighting	92	14.5 %
Overall cleanliness of City streets/other public areas	121	19.1 %
None chosen	171	27.0 %
Total	633	100.0 %

SUM OF TOP 3 CHOICES

Q11. Which THREE of the City Maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q11. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	357	56.4 %
Maintenance of sidewalks	228	36.0 %
Maintenance of street signs	92	14.5 %
Maintenance of traffic signals	114	18.0 %
Maintenance of City owned buildings	38	6.0 %
Mowing & trimming along streets & other public areas	148	23.4 %
Adequacy of City street lighting	305	48.2 %
Overall cleanliness of City streets/other public areas	215	34.0 %
None chosen	99	15.6 %
Total	1596	

Q12. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Swimming pools-new aquatic complex	24.3%	11.7%	8.8%	0.9%	1.7%	52.4%
Q12-2. Maintenance of City ballfields	21.6%	20.4%	12.2%	1.7%	0.8%	43.3%
Q12-3. Number of City parks	19.3%	33.6%	21.0%	9.0%	2.2%	14.8%
Q12-4. Number of walking & biking trails	11.8%	24.6%	22.0%	21.2%	6.0%	14.4%
Q12-5. Outdoor athletic fields (baseball, soccer, softball, lacrosse, football)	21.3%	25.4%	17.2%	4.3%	1.4%	30.3%
Q12-6. Community recreational centers	10.4%	19.1%	19.6%	14.2%	6.5%	30.2%
Q12-7. City's youth athletic programs	16.7%	26.1%	11.7%	3.2%	2.1%	40.3%
Q12-8. City's senior programs	7.3%	9.6%	18.0%	3.6%	1.6%	59.9%
Q12-9. City recreational programs (classes, trips, special events, arts programming)	7.1%	11.8%	18.2%	5.1%	2.1%	55.8%
Q12-10. Maintenance of City parks	19.3%	38.4%	19.7%	3.6%	1.3%	17.7%
Q12-11. Ease of registering for programs	11.1%	19.9%	16.9%	2.1%	0.8%	49.3%
Q12-12. Fees charged for recreational programs	8.2%	20.2%	18.6%	2.7%	2.1%	48.2%

WITHOUT "DON'T KNOW"

Q12. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Swimming pools-new aquatic complex	51.2%	24.6%	18.6%	2.0%	3.7%
Q12-2. Maintenance of City ballfields	38.2%	35.9%	21.4%	3.1%	1.4%
Q12-3. Number of City parks	22.6%	39.5%	24.7%	10.6%	2.6%
Q12-4. Number of walking & biking trails	13.8%	28.8%	25.6%	24.7%	7.0%
Q12-5. Outdoor athletic fields (baseball, soccer, softball, lacrosse, football)	30.6%	36.5%	24.7%	6.1%	2.0%
Q12-6. Community recreational centers	14.9%	27.4%	28.1%	20.4%	9.3%
Q12-7. City's youth athletic programs	28.0%	43.7%	19.6%	5.3%	3.4%
Q12-8. City's senior programs	18.1%	24.0%	44.9%	9.1%	3.9%
Q12-9. City recreational programs (classes, trips, special events, arts programming)	16.1%	26.8%	41.1%	11.4%	4.6%
Q12-10. Maintenance of City parks	23.4%	46.6%	24.0%	4.4%	1.5%
Q12-11. Ease of registering for programs	21.8%	39.3%	33.3%	4.0%	1.6%
Q12-12. Fees charged for recreational programs	15.9%	39.0%	36.0%	5.2%	4.0%

Q13. Which THREE of the Parks and Recreation items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
Swimming pools-new aquatic complex	29	4.6 %
Maintenance of City ballfields	21	3.3 %
Number of City parks	75	11.8 %
Number of walking & biking trails	151	23.9 %
Outdoor athletic fields (baseball, soccer, softball, lacrosse, football)	22	3.5 %
Community recreational centers	52	8.2 %
City's youth athletic programs	22	3.5 %
City's senior programs	32	5.1 %
City recreational programs (classes, trips, special events, arts programming)	10	1.6 %
Maintenance of City parks	40	6.3 %
Ease of registering for programs	3	0.5 %
Fees charged for recreational programs	11	1.7 %
None chosen	165	26.1 %
Total	633	100.0 %

Q13. Which THREE of the Parks and Recreation items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Swimming pools-new aquatic complex	13	2.1 %
Maintenance of City ballfields	18	2.8 %
Number of City parks	50	7.9 %
Number of walking & biking trails	105	16.6 %
Outdoor athletic fields (baseball, soccer, softball, lacrosse, football)	29	4.6 %
Community recreational centers	65	10.3 %
City's youth athletic programs	23	3.6 %
City's senior programs	36	5.7 %
City recreational programs (classes, trips, special events, arts programming)	19	3.0 %
Maintenance of City parks	51	8.1 %
Ease of registering for programs	11	1.7 %
Fees charged for recreational programs	9	1.4 %
None chosen	204	32.2 %
Total	633	100.0 %

Q13. Which THREE of the Parks and Recreation items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 3rd choice	Number	Percent
Swimming pools-new aquatic complex	10	1.6 %
Maintenance of City ballfields	13	2.1 %
Number of City parks	38	6.0 %
Number of walking & biking trails	40	6.3 %
Outdoor athletic fields (baseball, soccer, softball, lacrosse, football)	21	3.3 %
Community recreational centers	54	8.5 %
City's youth athletic programs	36	5.7 %
City's senior programs	22	3.5 %
City recreational programs (classes, trips, special events, arts programming)	38	6.0 %
Maintenance of City parks	77	12.2 %
Ease of registering for programs	14	2.2 %
Fees charged for recreational programs	30	4.7 %
None chosen	240	37.9 %
Total	633	100.0 %

SUM OF TOP 3 CHOICES

Q13. Which THREE of the Parks and Recreation items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q13. Sum of top 3 choices	Number	Percent
Swimming pools-new aquatic complex	52	8.2 %
Maintenance of City ballfields	52	8.2 %
Number of City parks	163	25.8 %
Number of walking & biking trails	296	46.8 %
Outdoor athletic fields (baseball, soccer, softball, lacrosse, football)	72	11.4 %
Community recreational centers	171	27.0 %
City's youth athletic programs	81	12.8 %
City's senior programs	90	14.2 %
City recreational programs (classes, trips, special events, arts programming)	67	10.6 %
Maintenance of City parks	168	26.5 %
Ease of registering for programs	28	4.4 %
Fees charged for recreational programs	50	7.9 %
None chosen	165	26.1 %
Total	1455	

Q14(1-15). Library in The Forest. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Maintenance of facility & grounds	43.8%	28.4%	3.8%	0.9%	0.2%	22.9%
Q14-2. Availability of library materials	35.7%	28.4%	5.8%	3.0%	0.5%	26.5%
Q14-3. Programs & services for children, ages 0-12	21.8%	15.2%	9.5%	0.6%	0.5%	52.4%
Q14-4. Programs & services for teens, ages 13-19	15.6%	11.1%	10.0%	1.1%	0.2%	62.1%
Q14-5. Programs & services for adults, ages 20-49	16.9%	11.8%	11.5%	0.8%	0.6%	58.3%
Q14-6. Programs & services for mature adults, ages 50 and up	15.3%	12.6%	14.2%	1.1%	0.3%	56.4%
Q14-7. Programs & services in Makerspace, all ages	14.1%	9.6%	9.6%	0.8%	0.2%	65.7%
Q14-8. 3D printing & vinyl cutting classes	11.1%	7.3%	10.6%	0.0%	0.3%	70.8%
Q14-9. Technology & computer classes & tutorials	13.0%	10.9%	10.6%	0.5%	0.5%	64.6%
Q14-10. Meeting room rental opportunities	15.3%	11.2%	10.4%	0.9%	0.6%	61.5%
Q14-11. Walking/hiking trails	19.7%	25.0%	12.0%	4.6%	0.8%	37.9%
Q14-12. Quality of customer service	35.4%	23.4%	6.8%	1.3%	0.3%	32.9%
Q14-13. Passport application processing	13.3%	9.2%	9.5%	0.8%	0.6%	66.7%
Q14-14. Access to materials via lockers at Liberty Pharmacy	9.0%	5.5%	9.0%	0.2%	0.3%	76.0%
Q14-15. Marketing of library events & offerings	17.9%	19.7%	15.6%	3.6%	0.8%	42.3%

Q14(1-15). Library in The Forest. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Maintenance of facility & grounds	56.8%	36.9%	4.9%	1.2%	0.2%
Q14-2. Availability of library materials	48.6%	38.7%	8.0%	4.1%	0.6%
Q14-3. Programs & services for children, ages 0-12	45.8%	31.9%	19.9%	1.3%	1.0%
Q14-4. Programs & services for teens, ages 13-19	41.3%	29.2%	26.3%	2.9%	0.4%
Q14-5. Programs & services for adults, ages 20-49	40.5%	28.4%	27.7%	1.9%	1.5%
Q14-6. Programs & services for mature adults, ages 50 and up	35.1%	29.0%	32.6%	2.5%	0.7%
Q14-7. Programs & services in Makerspace, all ages	41.0%	28.1%	28.1%	2.3%	0.5%
Q14-8. 3D printing & vinyl cutting classes	37.8%	24.9%	36.2%	0.0%	1.1%
Q14-9. Technology & computer classes & tutorials	36.6%	30.8%	29.9%	1.3%	1.3%
Q14-10. Meeting room rental opportunities	39.8%	29.1%	27.0%	2.5%	1.6%
Q14-11. Walking/hiking trails	31.8%	40.2%	19.3%	7.4%	1.3%
Q14-12. Quality of customer service	52.7%	34.8%	10.1%	1.9%	0.5%
Q14-13. Passport application processing	39.8%	27.5%	28.4%	2.4%	1.9%
Q14-14. Access to materials via lockers at Liberty Pharmacy	37.5%	23.0%	37.5%	0.7%	1.3%
Q14-15. Marketing of library events & offerings	31.0%	34.2%	27.1%	6.3%	1.4%

Q14(16-22). Library in the Forest Services During COVID-19 Closure. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-16. Curbside services	20.2%	13.0%	8.1%	0.5%	0.6%	57.7%
Q14-17. Accessibility of library materials	19.9%	16.3%	9.2%	1.4%	1.9%	51.3%
Q14-18. Accessibility of programming (on social media or YouTube)	11.7%	7.9%	10.9%	0.8%	0.8%	67.9%
Q14-19. Social media/online engagement	12.0%	9.5%	11.2%	0.8%	0.8%	65.7%
Q14-20. Use of online services, such as Kanopy, Hoopla, Overdrive & Libby	17.1%	9.8%	8.5%	1.1%	0.9%	62.6%
Q14-21. Use of online databases, such as Universal Class, Niche Academy & Creative Bug	9.2%	6.0%	9.2%	0.5%	0.8%	74.4%
Q14-22. Quality of customer service	24.2%	15.3%	8.8%	0.8%	0.5%	50.4%

WITHOUT "DON'T KNOW"

Q14(16-22). Library in the Forest Services During COVID-19 Closure. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-16. Curbside services	47.8%	30.6%	19.0%	1.1%	1.5%
Q14-17. Accessibility of library materials	40.9%	33.4%	18.8%	2.9%	3.9%
Q14-18. Accessibility of programming (on social media or YouTube)	36.5%	24.6%	34.0%	2.5%	2.5%
Q14-19. Social media/online engagement	35.0%	27.6%	32.7%	2.3%	2.3%
Q14-20. Use of online services, such as Kanopy, Hoopla, Overdrive & Libby	45.6%	26.2%	22.8%	3.0%	2.5%
Q14-21. Use of online databases, such as Universal Class, Niche Academy & Creative Bug	35.8%	23.5%	35.8%	1.9%	3.1%
Q14-22. Quality of customer service	48.7%	30.9%	17.8%	1.6%	1.0%

Q15. City Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Availability of information about City programs & services	15.5%	43.0%	19.4%	8.5%	0.9%	12.6%
Q15-2. Level of public involvement in local decision making	11.1%	25.0%	29.4%	11.2%	2.1%	21.3%
Q15-3. Quality of community newsletter	26.2%	43.1%	16.7%	3.6%	0.6%	9.6%
Q15-4. Availability of information on other City services & programs	15.8%	35.9%	24.2%	7.1%	1.4%	15.6%
Q15-5. Quality of City's web page	13.6%	32.4%	22.9%	5.4%	2.1%	23.7%
Q15-6. Transparency of City government/City's willingness to openly share information with the community	16.6%	30.8%	24.5%	6.3%	2.5%	19.3%

WITHOUT "DON'T KNOW"

Q15. City Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of information about City programs & services	17.7%	49.2%	22.2%	9.8%	1.1%
Q15-2. Level of public involvement in local decision making	14.1%	31.7%	37.3%	14.3%	2.6%
Q15-3. Quality of community newsletter	29.0%	47.7%	18.5%	4.0%	0.7%
Q15-4. Availability of information on other City services & programs	18.7%	42.5%	28.7%	8.4%	1.7%
Q15-5. Quality of City's web page	17.8%	42.4%	30.0%	7.0%	2.7%
Q15-6. Transparency of City government/City's willingness to openly share information with the community	20.5%	38.2%	30.3%	7.8%	3.1%

Q16. Do you have access to the internet at home?

Q16. Do you have access to internet at home	Number	Percent
Yes	602	95.1 %
No	18	2.8 %
Not provided	13	2.1 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"**Q16. Do you have access to the internet at home? (without "not provided")**

Q16. Do you have access to internet at home	Number	Percent
Yes	602	97.1 %
No	18	2.9 %
Total	620	100.0 %

Q16a. If "YES," do you have high-speed broadband or dial-up Internet access at your home?

Q16a. Do you have high-speed broadband or dial-up internet access at your home	Number	Percent
Broadband (DSL/cable)	578	96.0 %
Dial-up	1	0.2 %
Don't know	23	3.8 %
Total	602	100.0 %

WITHOUT "DON'T KNOW"**Q16a. If "YES," do you have high-speed broadband or dial-up Internet access at your home? (without "don't know")**

Q16a. Do you have high-speed broadband or dial-up internet access at your home	Number	Percent
Broadband (DSL/cable)	578	99.8 %
Dial-up	1	0.2 %
Total	579	100.0 %

Q17. Have you contacted the City with a question, problem, or complaint during the past year?

Q17. Have you contacted City with a question, problem, or complaint during past year	Number	Percent
Yes	287	45.3 %
No	346	54.7 %
Total	633	100.0 %

Q17a. Which City department did you contact MOST RECENTLY?

- 911 call
- Action Center
- Action Center
- Action Center
- Action Center
- Action Center
- Action Center
- Action Center
- Action Center
- Action Center
- Animal control
- Animal control
- Animal control
- Animal control
- Animal control
- Animal control
- Animal control
- Animal control
- APP- NEIGHBOR ABANDONING HOME UPKEEP AND YARD
- BIG TRASH PICK UP
- BRUSH PICKUP
- BUILDING AND ZONING
- BUILDING CODES
- Building Inspection
- Building Safety
- Code compliance for residential care property
- City clerk zoning.
- City Council
- City Engineering Dept.
- City Engineering Dept.
- City Hall
- City Hall
- City Hall
- CITY MAINTENANCE, STORM DRAIN ISSUE
- CITY PLANNING
- City services
- City services
- City works
- Code Enforcement
- Code Enforcement
- Code Enforcement
- COMPLAINT ABOUT MY NEIGHBORS GRASS AND YARD
- Council
- Curbside limb pickup.
- Debris pick up
- Debris pick up
- Debris pick up
- Debris pick up

Q17a. Which City department did you contact MOST RECENTLY? (cont.)

- Debris pick up
- Debris pick up
- Debris pick up
- Engineering
- Engineering
- Engineering
- Environmental
- Finance
- Finance/ Auto tag
- Finance/tag department at city hall
- fire department
- Fire Department
- FRONT DESK ABOUT GARBAGE PICK UP
- Garbage
- Garbage
- Garbage
- Garbage
- Garbage
- Garbage
- Garbage
- Garbage collection
- Garbage collection
- Garbage collection
- Garbage collection
- Garbage collection
- GARBAGE DEPT ABOUT TRASH NOT BEING REMOVED.
- Garbage pick up
- Garbage pick up
- Garbage pick up
- Garbage pick up
- Garbage pick up
- Garbage pick up
- Garbage pick up
- Garbage pick up
- Garbage pick up
- Garbage pick up
- Garbage pick up
- GARBAGE SERVICES
- GARBAGE/SANITATION- REQUESTED NEW GARBAGE AND RECYCLING CAN VIA PHONE AND ONLINE. NEVER GOT THEM.
- Garbage/trash pickup.
- Garbage/Trash Services
- GEORGE PIERCE- VERY HELPFUL
- George Pierce-Amazing!!
- Horrible statements made publicly by City Councilperson Kimberly Cook. She shares misinformation and hate speech and it is troubling.
- I believe it was concerning trash pick up.

Q17a. Which City department did you contact MOST RECENTLY? (cont.)

- Issue with garbage truck running over our yard
- Large debris pick up.
- LARGE WASTE DISPOSAL- NEVER PICKED UP PHONE OR CALLED BACK.
- Library And then trash pick up, next
- Library in the forest
- Licenses
- Maintenance
- Maintenance
- Maintenance
- Maintenance
- MAINTENANCE-GARBAGE PICK UP
- MANAGER OF CITY
- Mayor
- Mayor
- Mayor's office
- Missing garbage can
- PARKS AND REC
- PARKS AND REC
- Permit
- Permits and trash pick up
- Pick up limbs
- planning and zoning/public works
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Police
- Property complaint
- Property tax
- PUBLIC SAFETY REGARDING ISSUE WITH FORMER SANITATION CONTRACTOR REPUBLIC SERVICES.
- Public services
- Public services
- Public services

Q17a. Which City department did you contact MOST RECENTLY? (cont.)

- Public services
- Public services
- Public services
- Public services
- Public Waste
- Public Works
- Public Works
- Public Works
- Public Works
- Public Works
- Public Works
- Public Works
- Public Works
- Public Works
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- Public Works
- Public Works
- Public Works
- Public Works
- Public Works
- Public Works
- Public Works
- Question about mattress disposal.
- Recycle pick up changes
- RECYCLE DAY
- Refuse pickup and removal
- Regarding construction of fence.
- REQUEST TO PICK UP RECYCLE BIN.
- ROAD MAINTENANCE
- ROADS
- ROADS DEPT
- Sanitation
- Sanitation
- Sanitation
- Sanitation
- Sanitation
- Sanitation

Q17a. Which City department did you contact MOST RECENTLY? (cont.)

- Sanitation
- Sanitation
- Sanitation
- Sanitation
- Sanitation
- Sanitation
- Sanitation
- SCHOOL ZONING
- services
- Sewer
- Sewer/wafer runoff
- Storm drain, inlet
- STORMWATER DEPARTMENT
- Street
- Street
- Street
- Street and sanitation.
- Street drainage issues. Not sure if the department.
- Street lights
- Street maintenance
- Street paving request on line.
- Street repair
- Tags
- The Action Center concerning the need of stop signs along a cut thru road and have NEVER received any response to my concerns! In 3 years, NOTHING.
- TRAFFIC
- TRAFFIC CONTROL
- Traffic. About a traffic light being out.
- Trash
- Trash
- Trash
- Trash
- Trash
- Trash
- Trash
- Trash
- Trash
- Trash
- Trash
- Trash
- Trash
- Trash
- TRASH AND LITTER REMOVAL
- TRASH CAN REPLACEMENT
- TRASH COLLECTION
- Trash collection

Q17a. Which City department did you contact MOST RECENTLY? (cont.)

- TRASH COLLECTION, SENIOR TRANSPORTATION
- Trash department
- Trash for new garbage bin.
- TRASH LEFT AT CURBSIDE FOR WEEKS. EMERGENCY VEHICLES COULD NOT REACH MY HOME FOR TERMINALLY ILL PATIENT!
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash pick up
- Trash service
- Trash services
- Trash services
- TRASH/ GARBAGE PICK UP
- Trashed and it was answered timely.
- Tree branches
- Two recycling cans sitting in front of my driveway, they keep telling me they are coming to get them?
- VEHICLE LICENSES
- WASTE
- WASTE COLLECTION
- WASTE COLLECTION
- Waste management
- Waste management
- Waste management
- Waste Management
- Waste management
- Waste management
- Waste pick up
- Waste Services
- YARD DEBIS PICK UP
- Zoning
- Zoning
- Zoning, city council, police admin

Q17b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5, where 5 means "Always" and 1 means "Never," please rate your satisfaction with the customer service you received from the City department you listed in Q17a.

(N=287)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q17b-1. They were easy to contact	44.6%	29.3%	16.7%	3.1%	2.4%	3.8%
Q17b-2. They were courteous & polite	56.1%	25.4%	8.0%	0.7%	1.4%	8.4%
Q17b-3. They gave prompt, accurate, & complete answers to questions	45.3%	23.3%	12.9%	7.3%	4.2%	7.0%
Q17b-4. They did what they said they would do in a timely manner	42.5%	19.9%	15.0%	5.6%	8.7%	8.4%
Q17b-5. They helped you resolve an issue to your satisfaction	43.2%	19.9%	12.2%	7.3%	10.5%	7.0%

WITHOUT "DON'T KNOW"

Q17b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5, where 5 means "Always" and 1 means "Never," please rate your satisfaction with the customer service you received from the City department you listed in Q17a. (without "don't know")

(N=287)

	Always	Usually	Sometimes	Seldom	Never
Q17b-1. They were easy to contact	46.4%	30.4%	17.4%	3.3%	2.5%
Q17b-2. They were courteous & polite	61.2%	27.8%	8.7%	0.8%	1.5%
Q17b-3. They gave prompt, accurate, & complete answers to questions	48.7%	25.1%	13.9%	7.9%	4.5%
Q17b-4. They did what they said they would do in a timely manner	46.4%	21.7%	16.3%	6.1%	9.5%
Q17b-5. They helped you resolve an issue to your satisfaction	46.4%	21.3%	13.1%	7.9%	11.2%

Q18. City Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Overall quality of leadership provided by City's elected officials	24.8%	39.3%	17.7%	3.5%	0.9%	13.7%
Q18-2. Overall effectiveness of appointed boards & commissions	21.0%	33.5%	19.1%	4.4%	1.3%	20.7%
Q18-3. Overall effectiveness of Department heads & staff	22.4%	34.9%	18.2%	2.7%	0.9%	20.9%

WITHOUT "DON'T KNOW"**Q18. City Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Overall quality of leadership provided by City's elected officials	28.8%	45.6%	20.5%	4.0%	1.1%
Q18-2. Overall effectiveness of appointed boards & commissions	26.5%	42.2%	24.1%	5.6%	1.6%
Q18-3. Overall effectiveness of Department heads & staff	28.3%	44.1%	23.0%	3.4%	1.2%

Q19. Please indicate what priority you would place on the following projects, with 1 being the HIGHEST priority and 6 being the LOWEST priority.

(N=633)

	Highest priority	2	3	4	5	Lowest priority	Not provided
Q19-1. Expanded fire protection & facilities	6.2%	15.5%	16.0%	17.2%	17.7%	11.7%	15.8%
Q19-2. Expanded police protection & facilities	16.4%	19.3%	14.2%	14.5%	12.2%	7.3%	16.1%
Q19-3. Road resurfacing & reconstruction	35.1%	15.2%	20.7%	11.7%	4.3%	1.3%	11.8%
Q19-4. Improved stormwater infrastructure	12.0%	15.6%	12.0%	18.8%	13.4%	13.0%	15.2%
Q19-5. Expanded library services & facilities	2.2%	6.0%	10.0%	12.3%	17.4%	35.5%	16.6%
Q19-6. Expansion of recreation trails & facilities	19.1%	16.3%	12.3%	7.6%	16.1%	12.0%	16.6%

WITHOUT "NOT PROVIDED"**Q19. Please indicate what priority you would place on the following projects, with 1 being the HIGHEST priority and 6 being the LOWEST priority. (without "not provided")**

(N=633)

	Highest priority	2	3	4	5	Lowest priority
Q19-1. Expanded fire protection & facilities	7.3%	18.4%	18.9%	20.5%	21.0%	13.9%
Q19-2. Expanded police protection & facilities	19.6%	23.0%	16.9%	17.3%	14.5%	8.7%
Q19-3. Road resurfacing & reconstruction	39.8%	17.2%	23.5%	13.3%	4.8%	1.4%
Q19-4. Improved stormwater infrastructure	14.2%	18.4%	14.2%	22.2%	15.8%	15.3%
Q19-5. Expanded library services & facilities	2.7%	7.2%	11.9%	14.8%	20.8%	42.6%
Q19-6. Expansion of recreation trails & facilities	22.9%	19.5%	14.8%	9.1%	19.3%	14.4%

Q20. Economic Development. Using a scale of 1 to 5, 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=633)

	Much too slow	Slow	Just right	Fast	Much too fast	Don't know
Q20-1. Office development	4.1%	16.0%	33.3%	3.2%	3.3%	40.1%
Q20-2. High density business development	6.5%	18.8%	29.9%	3.8%	3.3%	37.8%
Q20-3. Mixed use development	7.0%	20.9%	26.5%	4.9%	4.6%	36.2%
Q20-4. Single-family residential development	2.5%	7.6%	43.1%	9.3%	9.8%	27.6%
Q20-5. Retail development	15.2%	30.2%	24.0%	3.6%	3.3%	23.7%

WITHOUT "DON'T KNOW"

Q20. Economic Development. Using a scale of 1 to 5, 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=633)

	Much too slow	Slow	Just right	Fast	Much too fast
Q20-1. Office development	6.9%	26.6%	55.7%	5.3%	5.5%
Q20-2. High density business development	10.4%	30.2%	48.0%	6.1%	5.3%
Q20-3. Mixed use development	10.9%	32.7%	41.6%	7.7%	7.2%
Q20-4. Single-family residential development	3.5%	10.5%	59.6%	12.9%	13.5%
Q20-5. Retail development	19.9%	39.5%	31.5%	4.8%	4.3%

Q21. In general, how supportive are you of having the City use incentives to attract and expand retail, manufacturing, science and technology, and regional office companies?

Q21. How supportive are you of having City use incentives to attract & expand retail, manufacturing, science & technology, & regional office companies

	Number	Percent
Very supportive	299	47.2 %
Somewhat supportive	204	32.2 %
Not sure	72	11.4 %
Not supportive	44	7.0 %
Not provided	14	2.2 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"

Q21. In general, how supportive are you of having the City use incentives to attract and expand retail, manufacturing, science and technology, and regional office companies? (without "not provided")

Q21. How supportive are you of having City use incentives to attract & expand retail, manufacturing, science & technology, & regional office companies

	Number	Percent
Very supportive	299	48.3 %
Somewhat supportive	204	33.0 %
Not sure	72	11.6 %
Not supportive	44	7.1 %
Total	619	100.0 %

Q22. How often do you typically go OUTSIDE Vestavia Hills City limits to shop?

Q22. How often do you typically go outside Vestavia Hills City limits to shop	Number	Percent
Every day	83	13.1 %
A few times per week	223	35.2 %
At least once a week	177	28.0 %
A few times per month	112	17.7 %
A few times per year	17	2.7 %
Seldom or never	16	2.5 %
Not provided	5	0.8 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"**Q22. How often do you typically go OUTSIDE Vestavia Hills City limits to shop? (without "not provided")**

Q22. How often do you typically go outside Vestavia Hills City limits to shop	Number	Percent
Every day	83	13.2 %
A few times per week	223	35.5 %
At least once a week	177	28.2 %
A few times per month	112	17.8 %
A few times per year	17	2.7 %
Seldom or never	16	2.5 %
Total	628	100.0 %

Q23. How often do you typically shop WITHIN the Vestavia Hills City limits?

Q23. How often do you typically shop within Vestavia

Hills City limits	Number	Percent
Every day	68	10.7 %
A few times per week	313	49.4 %
At least once a week	175	27.6 %
A few times per month	58	9.2 %
A few times per year	10	1.6 %
Seldom or never	6	0.9 %
Not provided	3	0.5 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"**Q23. How often do you typically shop WITHIN the Vestavia Hills City limits? (without "not provided")**

Q23. How often do you typically shop within Vestavia

Hills City limits	Number	Percent
Every day	68	10.8 %
A few times per week	313	49.7 %
At least once a week	175	27.8 %
A few times per month	58	9.2 %
A few times per year	10	1.6 %
Seldom or never	6	1.0 %
Total	630	100.0 %

Q24. How has your ONLINE purchase of goods and services changed in the past 12 MONTHS?

Q24. How has your online purchase of goods & services changed in past 12 months	Number	Percent
Buy online much more frequently	278	43.9 %
Buy online somewhat more frequently	209	33.0 %
No change	99	15.6 %
Buy online somewhat less frequently	4	0.6 %
Buy online much less frequently	2	0.3 %
Do not shop online	36	5.7 %
Not provided	5	0.8 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"**Q24. How has your ONLINE purchase of goods and services changed in the past 12 MONTHS? (without "not provided")**

Q24. How has your online purchase of goods & services changed in past 12 months	Number	Percent
Buy online much more frequently	278	44.3 %
Buy online somewhat more frequently	209	33.3 %
No change	99	15.8 %
Buy online somewhat less frequently	4	0.6 %
Buy online much less frequently	2	0.3 %
Do not shop online	36	5.7 %
Total	628	100.0 %

Q25. Which of the following reasons were MOST IMPORTANT in your decision to live in Vestavia Hills?

Q25. Which following reasons were most important in
your decision to live in Vestavia Hills

	Number	Percent
School system	463	73.1 %
Quality of housing	261	41.2 %
Quality of life	367	58.0 %
Occupation/job	51	8.1 %
Geographic location	335	52.9 %
Other	45	7.1 %
Total	1522	

Q25-6. Other

- Annexed
- Annexed
- best chance for appreciation of home
- CLOSE TO FAMILY
- COMMUNITY DIVERSITY
- COMMUNITY SPIRIT
- Convenience
- Convenience
- Everyone maintaining their property nicely.
- Family
- Family
- Family lives here.
- Grew up here
- Grew up here. Been here 57 years
- House size/retail availability
- HUSBANDS HEALTH, SMALLER GATED COMMUNITY
- Lived here all my life so never thought of going any place else. I actually lived here before it was the city of Vestavia and it's a great location with great schools, churches and close to everything.
- MARRIED HOMEMAKER
- Moved in with someone.
- my house
- Near relatives
- OVERLAP WITH CHURCH COMMUNITY
- POLICE/FIRE PROTECTION
- Proximity to church
- RESALE VALUE OF HOME
- Resale value...because of all the other things listed.
- Safety
- Safety
- Safety
- Safety
- Safety
- Safety

Q25-6. Other (cont.)

- Safety
- Safety
- Safety
- Safety
- Safety
- Safety
- Safety
- Safety
- Safety
- Trees and natural scenery. Don't ruin it!
- TRUE NEIGHBORHOOD/SUBDIVISION
- Value of home
- Wife grew up here.

Q26. Which of the following activities/amenities offered in Vestavia Hills are MOST IMPORTANT or would be MOST APPRECIATED by your household?

Q26. Which following activities/amenities offered in Vestavia Hills are most important or would be most appreciated by your household

	Number	Percent
Special events (e.g., "I Love America Day," "Wing Ding," Christmas activities, outdoor entertainment events)	152	24.0 %
Access to or view of natural resources (e.g., Cahaba River, Shades Mountain)	286	45.2 %
Walking/running/biking trails that unite all areas of City	411	64.9 %
Unique & enjoyable dining/entertainment venues	440	69.5 %
Quality youth athletic facilities	213	33.6 %
Shopping conveniences or unique shopping experiences/boutiques	390	61.6 %
Total	1892	

Q27. The City may have the capacity to fund capital projects (without having to increase taxes). With that in mind, how favorable would you be of funding the following projects?

(N=633)

	Very favorable	Somewhat favorable	Not favorable	Don't know
Q27-1. Develop next phase of parks & recreation facilities	53.1%	29.2%	7.9%	9.8%
Q27-2. Sidewalk extensions	63.7%	23.9%	5.5%	7.0%
Q27-3. Assist with Vestavia Hills City schools facility improvements	48.5%	31.1%	8.7%	11.7%
Q27-4. Roadway improvements	61.0%	29.9%	2.1%	7.1%
Q27-5. Updating & renovating fire stations	28.8%	44.5%	11.2%	15.5%
Q27-6. Stormwater infrastructure improvements	43.8%	34.9%	7.0%	14.4%

WITHOUT "DON'T KNOW"

Q27. The City may have the capacity to fund capital projects (without having to increase taxes). With that in mind, how favorable would you be of funding the following projects? (without "don't know")

(N=633)

	Very favorable	Somewhat favorable	Not favorable
Q27-1. Develop next phase of parks & recreation facilities	58.8%	32.4%	8.8%
Q27-2. Sidewalk extensions	68.4%	25.6%	5.9%
Q27-3. Assist with Vestavia Hills City schools facility improvements	54.9%	35.2%	9.8%
Q27-4. Roadway improvements	65.6%	32.1%	2.2%
Q27-5. Updating & renovating fire stations	34.0%	52.7%	13.3%
Q27-6. Stormwater infrastructure improvements	51.1%	40.8%	8.1%

Q28. Which TWO of the items listed in Question 27 do you think are MOST IMPORTANT to fund?

<u>Q28. Top choice</u>	<u>Number</u>	<u>Percent</u>
Develop next phase of parks & recreation facilities	122	19.3 %
Sidewalk extensions	125	19.7 %
Assist with Vestavia Hills City schools facility improvements	113	17.9 %
Roadway improvements	130	20.5 %
Updating & renovating fire stations	21	3.3 %
Stormwater infrastructure improvements	68	10.7 %
None chosen	54	8.5 %
Total	633	100.0 %

Q28. Which TWO of the items listed in Question 27 do you think are MOST IMPORTANT to fund?

<u>Q28. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Develop next phase of parks & recreation facilities	109	17.2 %
Sidewalk extensions	122	19.3 %
Assist with Vestavia Hills City schools facility improvements	92	14.5 %
Roadway improvements	106	16.7 %
Updating & renovating fire stations	38	6.0 %
Stormwater infrastructure improvements	80	12.6 %
None chosen	86	13.6 %
Total	633	100.0 %

SUM OF TOP 2 CHOICES**Q28. Which TWO of the items listed in Question 27 do you think are MOST IMPORTANT to fund? (top 2)**

<u>Q28. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Develop next phase of parks & recreation facilities	231	36.5 %
Sidewalk extensions	247	39.0 %
Assist with Vestavia Hills City schools facility improvements	205	32.4 %
Roadway improvements	236	37.3 %
Updating & renovating fire stations	59	9.3 %
Stormwater infrastructure improvements	148	23.4 %
None chosen	54	8.5 %
Total	1180	

Q29. For the City's needs that cannot be met without increasing funding, how likely would you be to support increased contributions to fund the following projects?

(N=633)

	Very likely	Somewhat likely	Not likely	Don't know
Q29-1. Develop next phase of parks & recreation facilities	21.8%	28.1%	36.0%	14.1%
Q29-2. Sidewalk extensions	24.8%	29.2%	32.9%	13.1%
Q29-3. Assist with Vestavia Hills City schools facility improvements	25.0%	30.6%	30.6%	13.7%
Q29-4. Roadway improvements	21.6%	39.3%	25.4%	13.6%
Q29-5. Updating & renovating fire stations	10.4%	29.2%	42.3%	18.0%
Q29-6. Stormwater infrastructure improvements	16.0%	32.2%	34.0%	17.9%

WITHOUT "DON'T KNOW"**Q29. For the City's needs that cannot be met without increasing funding, how likely would you be to support increased contributions to fund the following projects? (without "don't know")**

(N=633)

	Very likely	Somewhat likely	Not likely
Q29-1. Develop next phase of parks & recreation facilities	25.4%	32.7%	41.9%
Q29-2. Sidewalk extensions	28.5%	33.6%	37.8%
Q29-3. Assist with Vestavia Hills City schools facility improvements	28.9%	35.5%	35.5%
Q29-4. Roadway improvements	25.0%	45.5%	29.4%
Q29-5. Updating & renovating fire stations	12.7%	35.6%	51.6%
Q29-6. Stormwater infrastructure improvements	19.4%	39.2%	41.3%

Q30. Which TWO of the items listed in Question 29 do you think are MOST IMPORTANT to fund through an additional monetary contribution?

<u>Q30. Top choice</u>	<u>Number</u>	<u>Percent</u>
Develop next phase of parks & recreation facilities	94	14.8 %
Sidewalk extensions	105	16.6 %
Assist with Vestavia Hills City schools facility improvements	116	18.3 %
Roadway improvements	90	14.2 %
Updating & renovating fire stations	22	3.5 %
Stormwater infrastructure improvements	58	9.2 %
None chosen	148	23.4 %
Total	633	100.0 %

Q30. Which TWO of the items listed in Question 29 do you think are MOST IMPORTANT to fund through an additional monetary contribution?

<u>Q30. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Develop next phase of parks & recreation facilities	79	12.5 %
Sidewalk extensions	89	14.1 %
Assist with Vestavia Hills City schools facility improvements	81	12.8 %
Roadway improvements	96	15.2 %
Updating & renovating fire stations	34	5.4 %
Stormwater infrastructure improvements	61	9.6 %
None chosen	193	30.5 %
Total	633	100.0 %

SUM OF TOP 2 CHOICES**Q30. Which TWO of the items listed in Question 29 do you think are MOST IMPORTANT to fund through an additional monetary contribution? (top 2)**

<u>Q30. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Develop next phase of parks & recreation facilities	173	27.3 %
Sidewalk extensions	194	30.6 %
Assist with Vestavia Hills City schools facility improvements	197	31.1 %
Roadway improvements	186	29.4 %
Updating & renovating fire stations	56	8.8 %
Stormwater infrastructure improvements	119	18.8 %
None chosen	148	23.4 %
Total	1073	

Q31. New Trash Services Provided by AmWaste. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q31-1. Residential trash collection services	36.7%	44.4%	8.5%	5.5%	1.6%	3.3%
Q31-2. Brush & bulky removal services	21.5%	32.7%	16.3%	11.1%	3.6%	14.8%
Q31-3. New "Mixed Stream" Recycling Services	27.5%	27.0%	16.6%	8.7%	5.7%	14.5%
Q31-4. Litter control along major streets	19.3%	33.2%	22.4%	9.5%	3.6%	12.0%
Q31-5. Route schedule	28.0%	35.9%	17.4%	8.5%	3.3%	7.0%

WITHOUT "DON'T KNOW"

Q31. New Trash Services Provided by AmWaste. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=633)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q31-1. Residential trash collection services	37.9%	45.9%	8.8%	5.7%	1.6%
Q31-2. Brush & bulky removal services	25.2%	38.4%	19.1%	13.0%	4.3%
Q31-3. New "Mixed Stream" Recycling Services	32.2%	31.6%	19.4%	10.2%	6.7%
Q31-4. Litter control along major streets	21.9%	37.7%	25.5%	10.8%	4.1%
Q31-5. Route schedule	30.1%	38.5%	18.7%	9.2%	3.6%

Q32. Including yourself, how many people in your household are...

	Mean	Sum
number	2.9	1782
Under age 5	0.2	116
Ages 5-9	0.3	153
Ages 10-14	0.2	148
Ages 15-19	0.2	139
Ages 20-24	0.1	63
Ages 25-34	0.2	148
Ages 35-44	0.4	234
Ages 45-54	0.4	241
Ages 55-64	0.5	277
Ages 65-74	0.3	164
Ages 75+	0.2	99

Q33. Approximately how many years have you lived in the City of Vestavia Hills?

Q33. How many years have you lived in City of
Vestavia Hills

	Number	Percent
Less than 5 years	107	16.9 %
5-10 years	89	14.1 %
11-20 years	142	22.4 %
20+ years	266	42.0 %
Not provided	29	4.6 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"**Q33. Approximately how many years have you lived in the City of Vestavia Hills? (without "not provided")**

Q33. How many years have you lived in City of
Vestavia Hills

	Number	Percent
Less than 5 years	107	17.7 %
5-10 years	89	14.7 %
11-20 years	142	23.5 %
20+ years	266	44.0 %
Total	604	100.0 %

Q34. How many people in your household work within the City limits of Vestavia Hills?

Q34. How many people in your household work within City limits of Vestavia Hills	Number	Percent
0	439	69.4 %
1	136	21.5 %
2	36	5.7 %
3	2	0.3 %
4	4	0.6 %
Not provided	16	2.5 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"**Q34. How many people in your household work within the City limits of Vestavia Hills? (without "not provided")**

Q34. How many people in your household work within City limits of Vestavia Hills	Number	Percent
0	439	71.2 %
1	136	22.0 %
2	36	5.8 %
3	2	0.3 %
4	4	0.6 %
Total	617	100.0 %

Q35. Do you own or rent your current residence?

Q35. Do you own or rent your current residence	Number	Percent
Own	566	89.4 %
Rent	65	10.3 %
Not provided	2	0.3 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Do you own or rent your current residence? (without "not provided")**

Q35. Do you own or rent your current residence	Number	Percent
Own	566	89.7 %
Rent	65	10.3 %
Total	631	100.0 %

Q36. What is your age?

Q36. Your age?	Number	Percent
18-34	104	16.4 %
35-44	119	18.8 %
45-54	126	19.9 %
55-64	130	20.5 %
65+	127	20.1 %
Not provided	27	4.3 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"**Q36. What is your age? (without "not provided")**

Q36. Your age?	Number	Percent
18-34	104	17.2 %
35-44	119	19.6 %
45-54	126	20.8 %
55-64	130	21.5 %
65+	127	21.0 %
Total	606	100.0 %

Q37. Are you or other members of your household of Hispanic or Latino ancestry?

Q37. Are you or other members of your household of Hispanic or Latino ancestry	Number	Percent
Yes	19	3.0 %
No	612	96.7 %
Not provided	2	0.3 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"**Q37. Are you or other members of your household of Hispanic or Latino ancestry? (without "not provided")**

Q37. Are you or other members of your household of Hispanic or Latino ancestry	Number	Percent
Yes	19	3.0 %
No	612	97.0 %
Total	631	100.0 %

Q38. Which of the following best describes your race/ethnicity?

<u>Q38. Which following best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
African American/Black	28	4.4 %
American Indian/Alaska Native	2	0.3 %
Asian/Hawaiian/other Pacific Islander	26	4.1 %
White	553	87.4 %
Other	6	0.9 %
Total	615	

Q38-5. Other

<u>Q38-5. Other</u>	<u>Number</u>	<u>Percent</u>
CUBAN	1	20.0 %
LEBANESE	1	20.0 %
More than one	1	20.0 %
Southeast Asian	1	20.0 %
Mixed	1	20.0 %
Total	5	100.0 %

Q39. Would you say your total household income is...

<u>Q39. What is your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$50K	79	12.5 %
\$50K to \$79,999	87	13.7 %
\$80K to \$119,999	110	17.4 %
\$120K to \$199,999	137	21.6 %
\$200K+	131	20.7 %
Not provided	89	14.1 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"**Q39. Would you say your total household income is... (without "not provided")**

<u>Q39. What is your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$50K	79	14.5 %
\$50K to \$79,999	87	16.0 %
\$80K to \$119,999	110	20.2 %
\$120K to \$199,999	137	25.2 %
\$200K+	131	24.1 %
Total	544	100.0 %

Q40. Your gender:

<u>Q40. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	311	49.1 %
Female	321	50.7 %
Not provided	1	0.2 %
Total	633	100.0 %

WITHOUT "NOT PROVIDED"**Q40. Your gender: (without "not provided")**

<u>Q40. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	311	49.2 %
Female	321	50.8 %
Total	632	100.0 %

Section 5: Survey Instrument



VESTAVIA HILLS

A LIFE ABOVE

ASHLEY C. CURRY
Mayor

JEFFREY DOWNES
City Manager

Dear Vestavia Hills Resident,

As our community adjusts to the changing times and related challenges, it is more important than ever to hear from the residents we serve. Please help your elected officials and city staff plan for the future by completing the enclosed 2020 Vestavia Hills Citizen Survey. The results of this survey are a valuable tool in understanding our residents' perception of the services we provide. Additionally, the results serve as a guide in the creation of policy and the assignment of budget priorities.

Please take a few minutes to complete and return this anonymous survey in the postage-paid return envelope addressed to ETC Institute, our partner in this effort. Upon completion, the comprehensive report analyzing the results will be available online at https://bit.ly/Studies_Assessments. You may also view a printed copy in the Administration office at Vestavia Hills City Hall.

Thank you in advance for your participation. If you have any questions or concerns, please contact the Mayor's office at 205.978.0100.

Sincerely,

A handwritten signature in cursive script that reads "Ashley C. Curry".

Ashley C. Curry
Mayor, City of Vestavia Hills

Enclosures

VESTAVIA HILLS CITY HALL
1032 Montgomery Highway | Vestavia Hills, AL 35216
P. O. Box 660854 | Vestavia Hills, AL 35266-0854
205.978.0100 | **VHAL.ORG**



2020 City of Vestavia Hills Citizen Survey

Welcome to the City of Vestavia Hills Citizen Survey for 2020. 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 the City of Vestavia Hills at 978-0100.

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 following services.

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of the City's school system	5	4	3	2	1	9
02. Overall quality of public safety services (e.g., police, fire, ambulance)	5	4	3	2	1	9
03. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
04. Overall maintenance of City streets and facilities	5	4	3	2	1	9
05. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
06. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
07. Overall effectiveness of City communication with the public	5	4	3	2	1	9
08. Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
09. Overall quality of public library facilities and services	5	4	3	2	1	9
10. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9

2. 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? *[Write-in your answers below using the numbers from the list in Question 1.]*

1st: ____ 2nd: ____ 3rd: ____

3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Vestavia Hills using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

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

4. Please rate the City of Vestavia Hills with regard to each of the following items using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor".

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

5. **Public Safety.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Public Safety		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Vestavia Hills Police Department							
01.	Overall quality of local police protection	5	4	3	2	1	9
02.	Overall credibility of the police department	5	4	3	2	1	9
03.	The overall visibility of police	5	4	3	2	1	9
04.	The City's efforts to prevent crime	5	4	3	2	1	9
05.	How quickly police respond to emergencies	5	4	3	2	1	9
06.	Community oriented policing programs	5	4	3	2	1	9
07.	Quality of animal control	5	4	3	2	1	9
Vestavia Hills Fire Department							
08.	Overall quality of local fire protection	5	4	3	2	1	9
09.	Quality of local ambulance service	5	4	3	2	1	9
10.	How quickly fire department/emergency services personnel respond to emergencies	5	4	3	2	1	9
11.	Fire safety education programs	5	4	3	2	1	9

6. Which **THREE** of the Public Safety items listed in Question 5 do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years? *[Write-in your answers below using the numbers from the list in Question 5.]*

1st: _____ 2nd: _____ 3rd: _____

7. Have you ever called "911"? _____(1) Yes _____(2) No *[Skip to Q8.]*

- 7a. Please answer each of the following questions concerning the service you received from 911.

		Yes	No
1.	Was your call answered in a timely manner?	1	2
2.	Were you treated professionally?	1	2
3.	Did the call taker's action result in a satisfactory resolution?	1	2

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

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

9. **Enforcement of Codes and Ordinances.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

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

10. **City Maintenance.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

City Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of major City streets	5	4	3	2	1	9
2.	Maintenance of sidewalks	5	4	3	2	1	9
3.	Maintenance of street signs	5	4	3	2	1	9
4.	Maintenance of traffic signals	5	4	3	2	1	9
5.	Maintenance of City owned buildings	5	4	3	2	1	9
6.	Mowing and trimming along streets and other public areas	5	4	3	2	1	9
7.	Adequacy of City street lighting	5	4	3	2	1	9
8.	Overall cleanliness of City streets/other public areas	5	4	3	2	1	9

11. Which THREE of the City Maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 10.]*

1st: _____ 2nd: _____ 3rd: _____

12. **Parks and Recreation.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Swimming pools – new aquatic complex	5	4	3	2	1	9
02.	Maintenance of City ballfields	5	4	3	2	1	9
03.	Number of City parks	5	4	3	2	1	9
04.	Number of walking and biking trails	5	4	3	2	1	9
05.	Outdoor athletic fields (baseball, soccer, softball, lacrosse, football)	5	4	3	2	1	9
06.	Community recreational centers	5	4	3	2	1	9
07.	The City's youth athletic programs	5	4	3	2	1	9
08.	The City's senior programs	5	4	3	2	1	9
09.	City recreational programs (classes, trips, special events, arts programming)	5	4	3	2	1	9
10.	Maintenance of City parks	5	4	3	2	1	9
11.	Ease of registering for programs	5	4	3	2	1	9
12.	Fees charged for recreational programs	5	4	3	2	1	9

13. Which THREE of the Parks and Recreation items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 12.]*

1st: _____ 2nd: _____ 3rd: _____

14. Library in The Forest. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Library in the Forest		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of facility and grounds	5	4	3	2	1	9
02.	Availability of library materials	5	4	3	2	1	9
03.	Programs and services for children, ages 0-12	5	4	3	2	1	9
04.	Programs and services for teens, ages 13-19	5	4	3	2	1	9
05.	Programs and services for adults, ages 20-49	5	4	3	2	1	9
06.	Programs and services for mature adults, ages 50 and up	5	4	3	2	1	9
07.	Programs and services in Makerspace, all ages	5	4	3	2	1	9
08.	3D Printing and vinyl cutting classes	5	4	3	2	1	9
09.	Technology and computer classes and tutorials	5	4	3	2	1	9
10.	Meeting room rental opportunities	5	4	3	2	1	9
11.	Walking/hiking trails	5	4	3	2	1	9
12.	Quality of customer service	5	4	3	2	1	9
13.	Passport application processing	5	4	3	2	1	9
14.	Access to materials via lockers at Liberty Pharmacy	5	4	3	2	1	9
15.	Marketing of library events and offerings	5	4	3	2	1	9
Library in the Forest Services During COVID-19 Closure		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
16.	Curbside services	5	4	3	2	1	9
17.	Accessibility of library materials	5	4	3	2	1	9
18.	Accessibility of programming (on social media or YouTube)	5	4	3	2	1	9
19.	Social media/online engagement	5	4	3	2	1	9
20.	Use of online services, such as Kanopy, Hoopla, Overdrive and Libby	5	4	3	2	1	9
21.	Use of online databases, such as Universal Class, Niche Academy and Creative Bug	5	4	3	2	1	9
22.	Quality of customer service	5	4	3	2	1	9

15. City Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

City Communication		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of information about City programs and services	5	4	3	2	1	9
2.	Level of public involvement in local decision making	5	4	3	2	1	9
3.	Quality of community newsletter	5	4	3	2	1	9
4.	Availability of information on other City services and programs	5	4	3	2	1	9
5.	The quality of the City's web page	5	4	3	2	1	9
6.	Transparency of City government/the City's willingness to openly share information with the community	5	4	3	2	1	9

16. Do you have access to the internet at home? ____ (1) Yes ____ (2) No [Skip to Q17.]

16a. Do you have high-speed broadband or dial-up Internet access at your home?

____ (1) Broadband (DSL/cable) ____ (2) Dial-up ____ (9) Don't know

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

____(1) Yes ____ (2) No [Skip to Q18.]

17a. Which City department did you contact MOST RECENTLY?

17b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5, where 5 means "Always" and 1 means "Never", please rate your satisfaction with the customer service you received from the City department you listed in Q17a.

Customer Service		Always	Usually	Sometimes	Seldom	Never	Don't Know
1.	They were easy to contact	5	4	3	2	1	9
2.	They were courteous and polite	5	4	3	2	1	9
3.	They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
4.	They did what they said they would do in a timely manner	5	4	3	2	1	9
5.	They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

18. City Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

City Leadership		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
2.	Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
3.	Overall effectiveness of the Department heads and staff	5	4	3	2	1	9

19. Please indicate what priority you would place on the following projects, with 1 being the HIGHEST priority and 6 being the LOWEST priority.

Expanded fire protection and facilities: ____ Improved stormwater infrastructure: ____
 Expanded police protection and facilities: ____ Expanded library services and facilities: ____
 Road resurfacing and reconstruction: ____ Expansion of recreation trails and facilities: ____

20. Economic Development. Using a scale of 1 to 5, where 5 means "Much Too Slow" and 1 means "Much Too Fast", please rate the City's current pace of development in each of the following areas.

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

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

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

22. How often do you typically go OUTSIDE Vestavia Hills city limits to shop?

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

23. How often do you typically shop WITHIN the Vestavia Hills city limits?

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

24. How has your ONLINE purchase of goods and services changed in the past 12 MONTHS?

- ☐ (1) Buy online much more frequently ☐ (4) Buy online somewhat less frequently
☐ (2) Buy online somewhat more frequently ☐ (5) Buy online much less frequently
☐ (3) No change ☐ (6) Do not shop online

25. Which of the following reasons were MOST IMPORTANT in your decision to live in Vestavia Hills? [Check all that apply.]

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

26. Which of the following activities/amenities offered in Vestavia Hills are MOST IMPORTANT or would be MOST APPRECIATED by your household? [Check all that apply.]

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

27. The City may have the capacity to fund capital projects (without having to increase taxes). With that in mind, how favorable would you be of funding the following projects?

Capital Projects		Very Favorable	Somewhat Favorable	Not Favorable	Don't Know
1.	Develop next phase of parks and recreation facilities	3	2	1	9
2.	Sidewalk extensions	3	2	1	9
3.	Assist with Vestavia Hills City Schools facility improvements	3	2	1	9
4.	Roadway improvements	3	2	1	9
5.	Updating and renovating fire stations	3	2	1	9
6.	Stormwater infrastructure improvements	3	2	1	9

28. Which TWO of the items listed in Question 27 do you think are MOST IMPORTANT to fund? [Write-in your answers below using the numbers from the list in Question 27, or circle "NONE".]

1st: _____ 2nd: _____ NONE

29. For the City's needs that cannot be met without increasing funding, how likely would you be to support increased contributions to fund the following projects?

		Very Likely	Somewhat Likely	Not Likely	Don't Know
1.	Develop next phase of parks and recreation facilities	3	2	1	9
2.	Sidewalk extensions	3	2	1	9
3.	Assist with Vestavia Hills City Schools facility improvements	3	2	1	9
4.	Roadway improvements	3	2	1	9
5.	Updating and renovating fire stations	3	2	1	9
6.	Stormwater infrastructure improvements	3	2	1	9

30. Which TWO of the items listed in Question 29 do you think are MOST IMPORTANT to fund through an additional monetary contribution? [Write-in your answers below using the numbers from the list in Question 29, or circle "NONE".]

1st: _____ 2nd: _____ NONE

31. **New Trash Services Provided by AmWaste.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Trash Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential Trash collection services	5	4	3	2	1	9
2. Brush and bulky removal services	5	4	3	2	1	9
3. New "Mixed Stream" Recycling Services	5	4	3	2	1	9
4. Litter control along major streets	5	4	3	2	1	9
5. Route Schedule	5	4	3	2	1	9

Demographics

32. **Including yourself, how many people in your household are...**

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

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

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

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

35. **Do you own or rent your current residence?** ____ (1) Own ____ (2) Rent

36. **What is your age?**

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

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

____ (1) Yes ____ (2) No

38. **Which of the following best describes your race/ethnicity?**

____ (1) African American/Black ____ (3) Asian/Hawaiian/Other ____ (4) White
 ____ (2) American Indian/Alaska Native Pacific Islander ____ (5) Other: _____

39. **Would you say your total household income is...**

____ (1) Under \$50,000 ____ (3) \$80,000 to \$119,999 ____ (5) Over \$200,000
 ____ (2) \$50,000 to \$79,999 ____ (4) \$120,000 to \$199,999

40. **Your gender:** ____ (1) Male ____ (2) Female

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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

City of Vestavia Hills

Citizen Survey

GIS Maps

...helping organizations make better decisions since 1982

2020

Submitted to the City of Vestavia Hills, AL

by:

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

February 2021



ETC
INSTITUTE

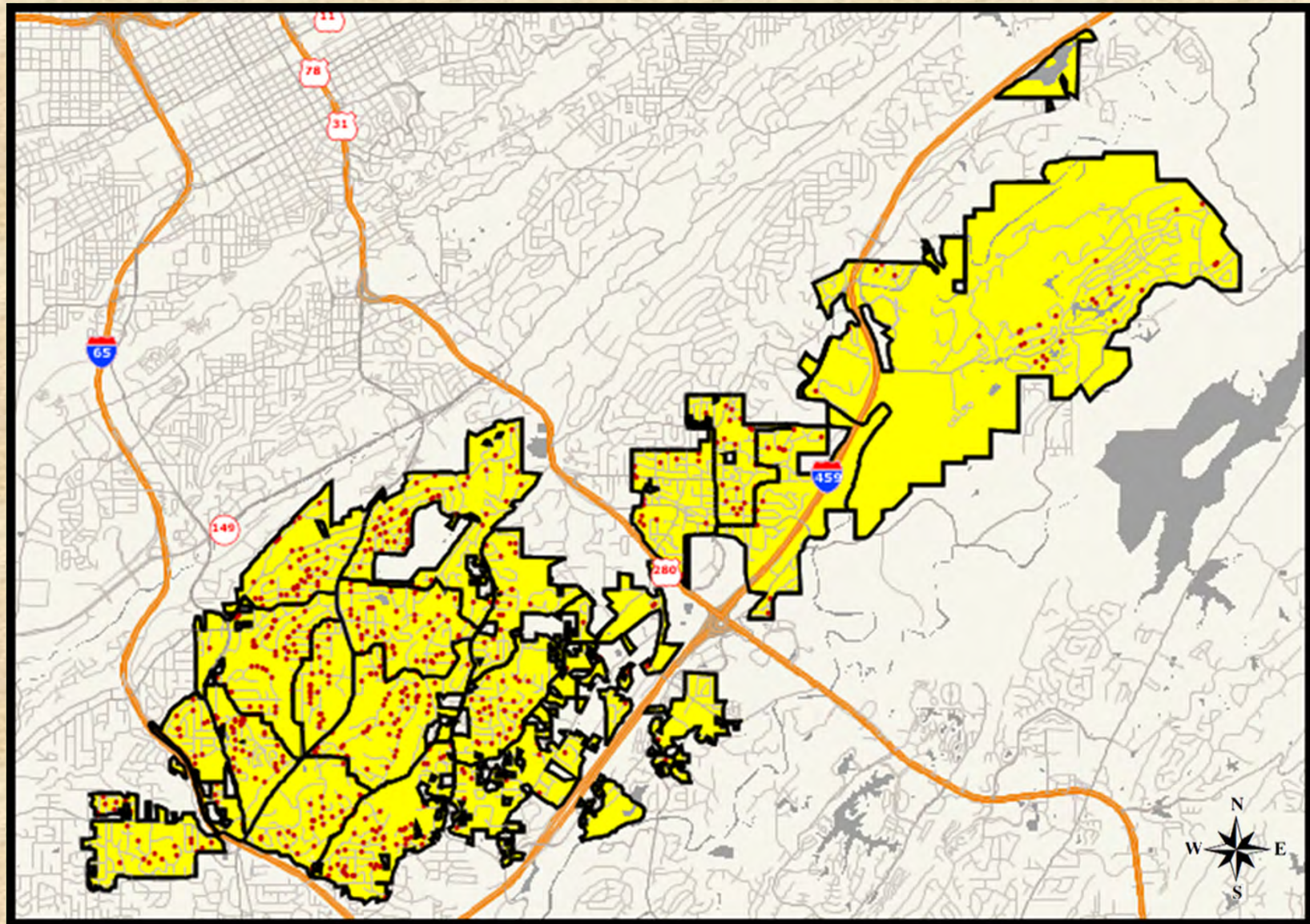
Interpreting the Maps

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

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

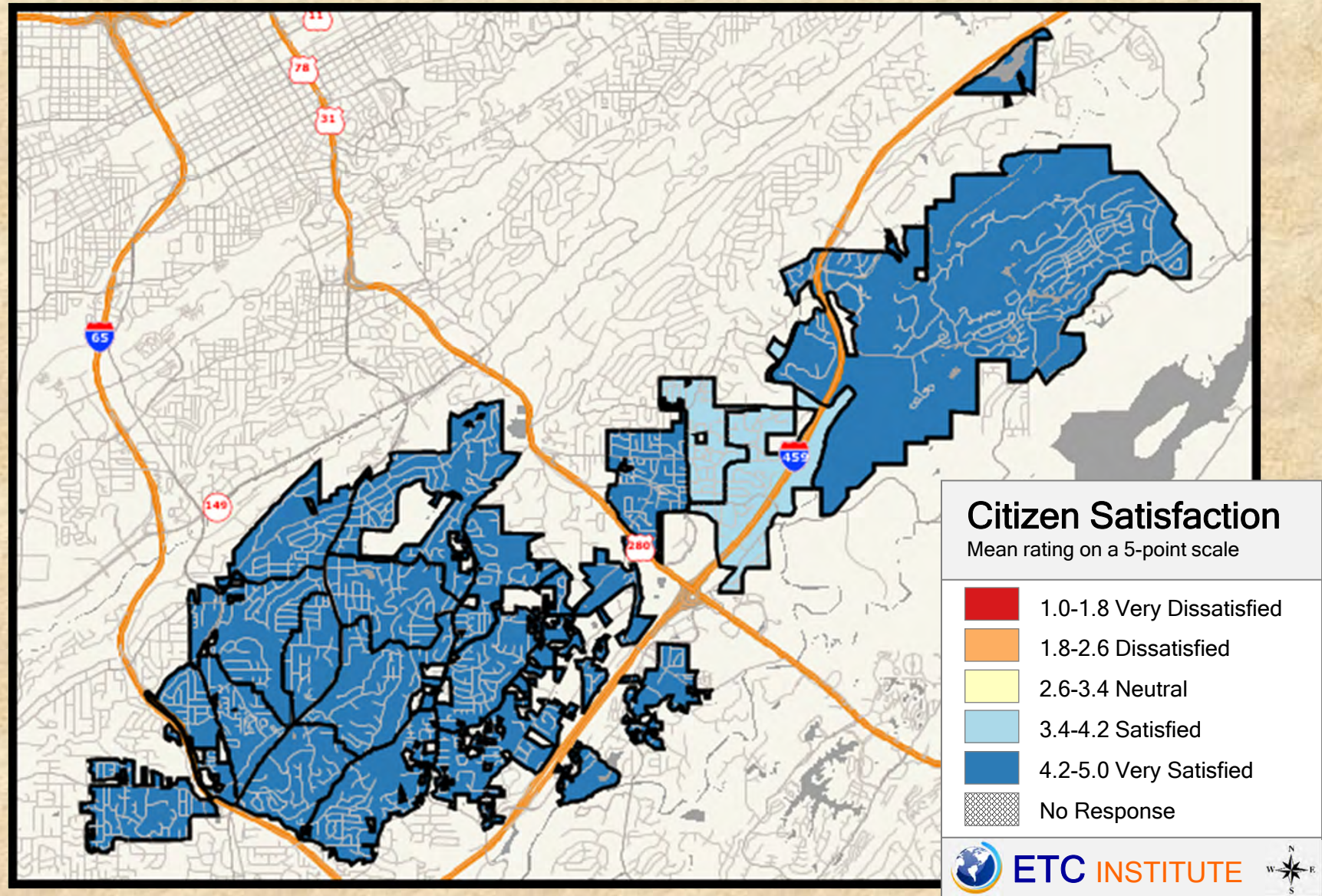
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the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

Location of Survey Respondents



2020 City of Vestavia Hills Citizen Survey

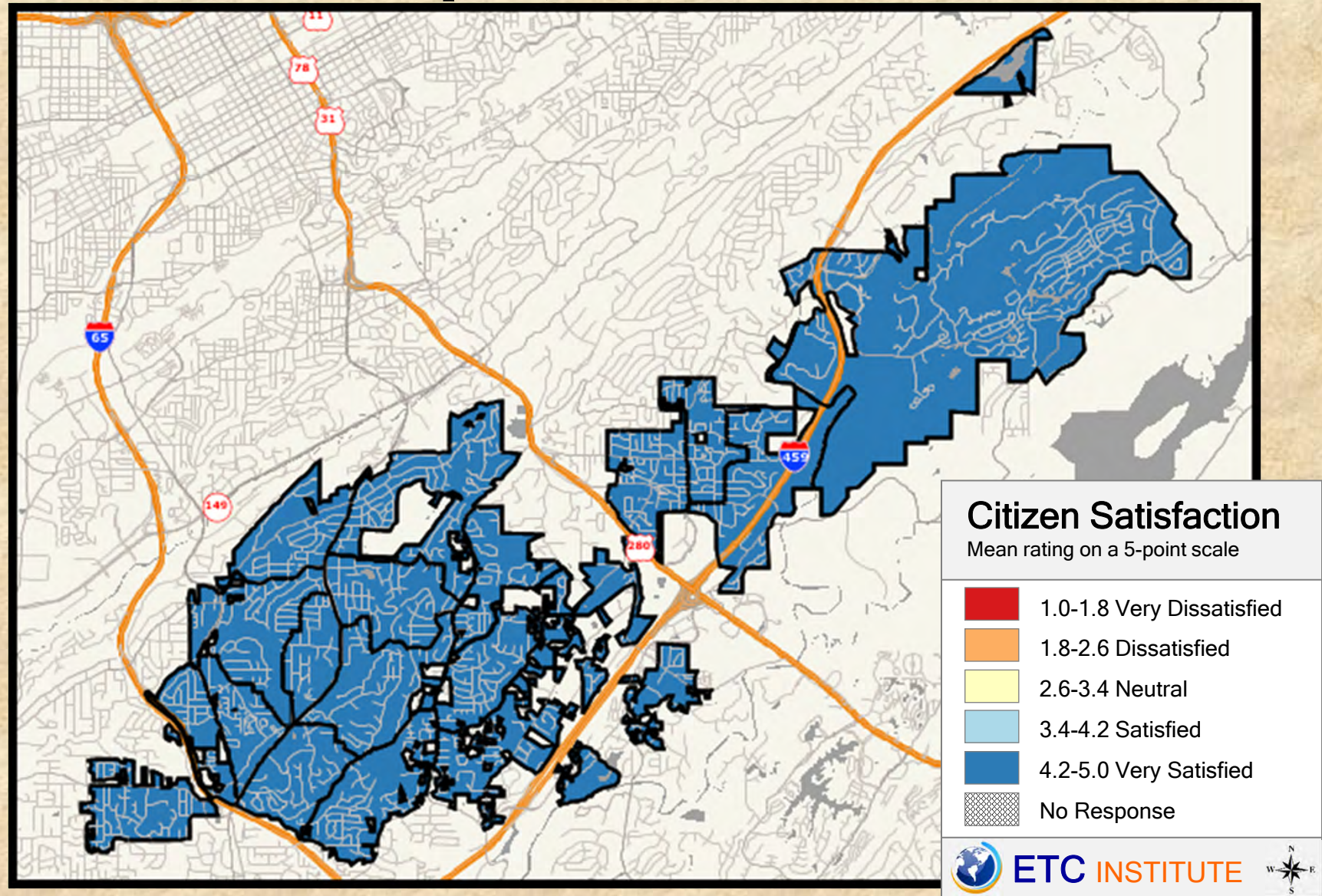
Q1-01 Satisfaction with quality of the City's school system



2020 City of Vestavia Hills Citizen Survey

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

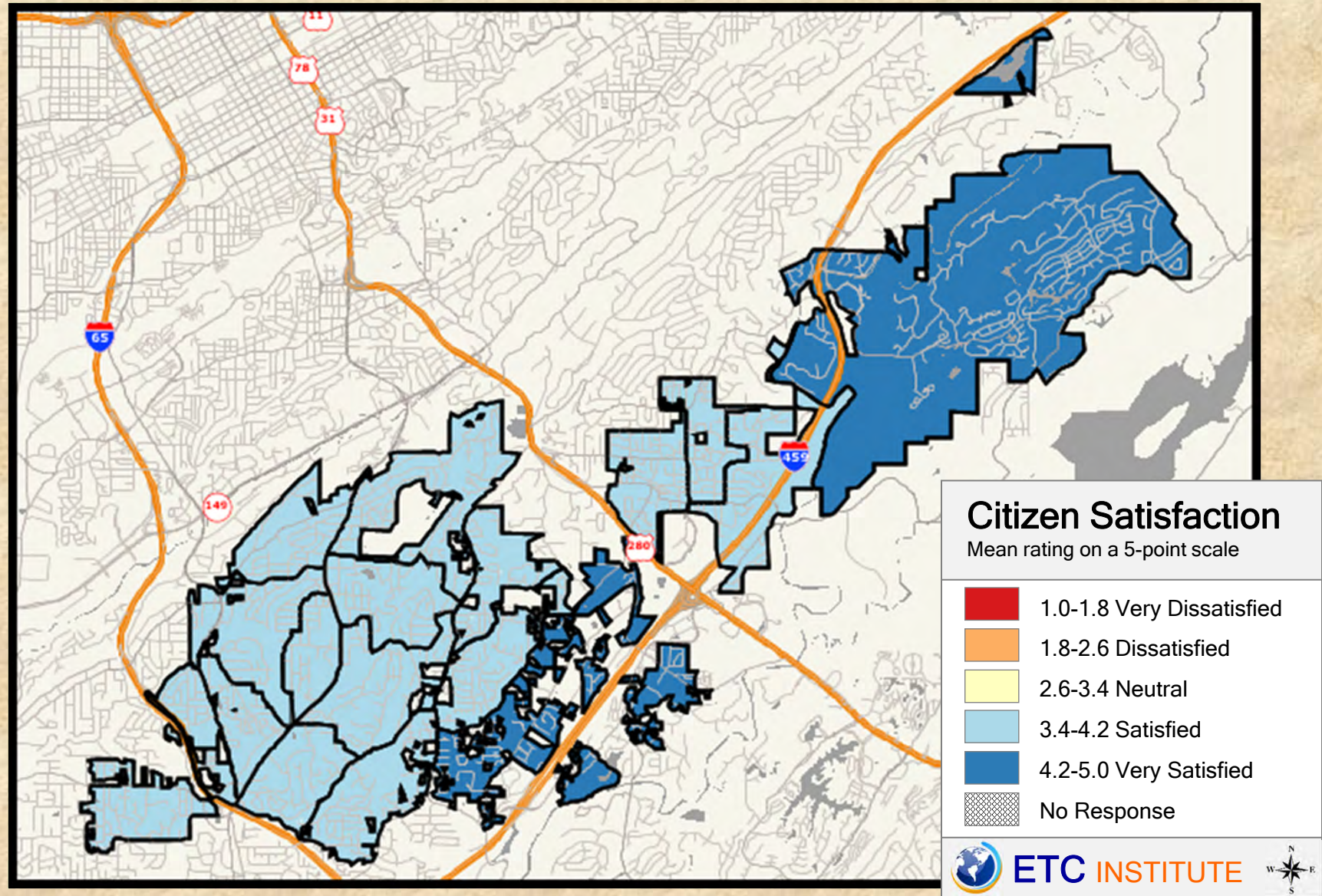
Q1-02 Satisfaction with overall quality of public safety services (police, fire, ambulance)



2020 City of Vestavia Hills Citizen Survey

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

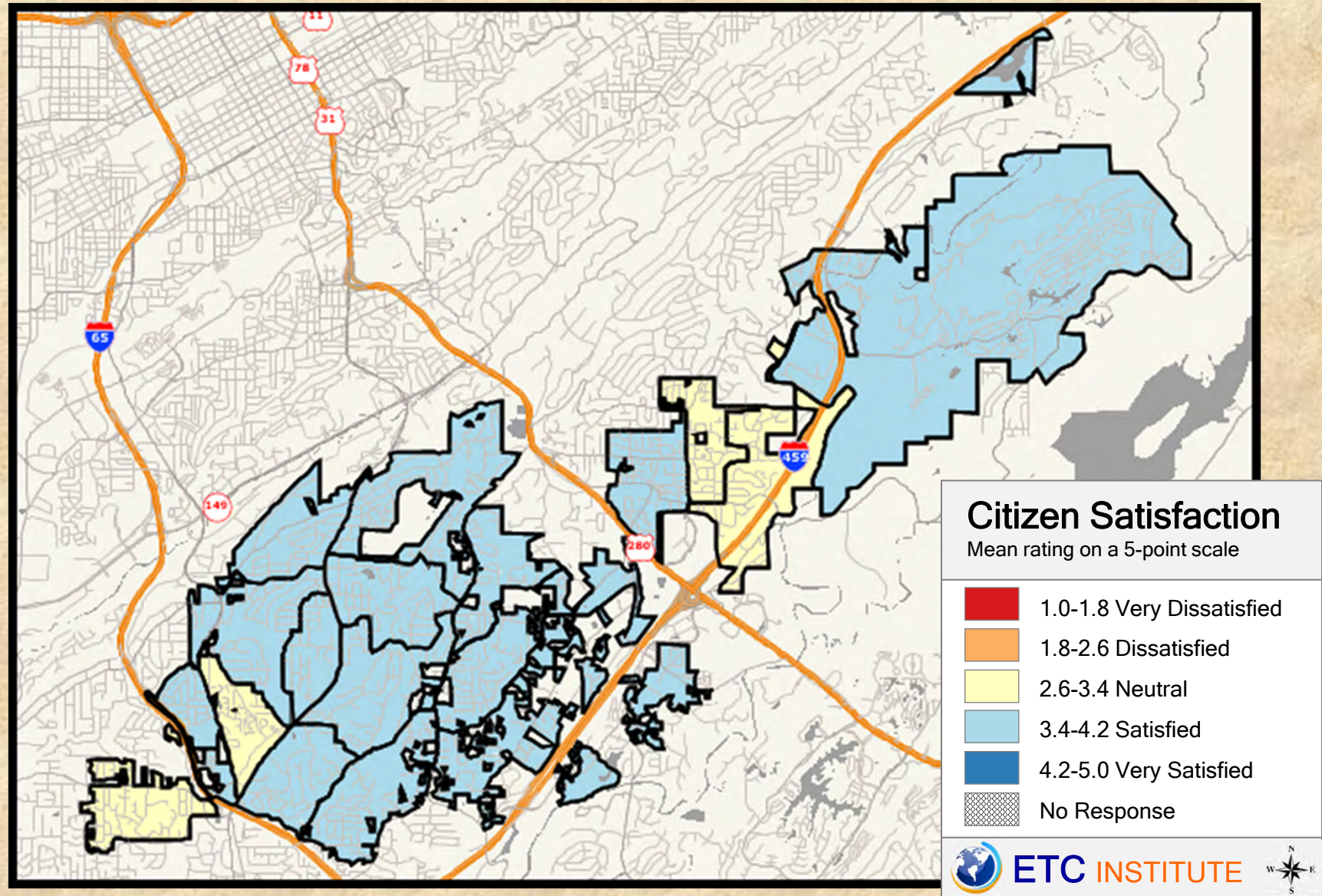
Q1-03 Satisfaction with overall quality of City parks and recreation programs and facilities



2020 City of Vestavia Hills Citizen Survey

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

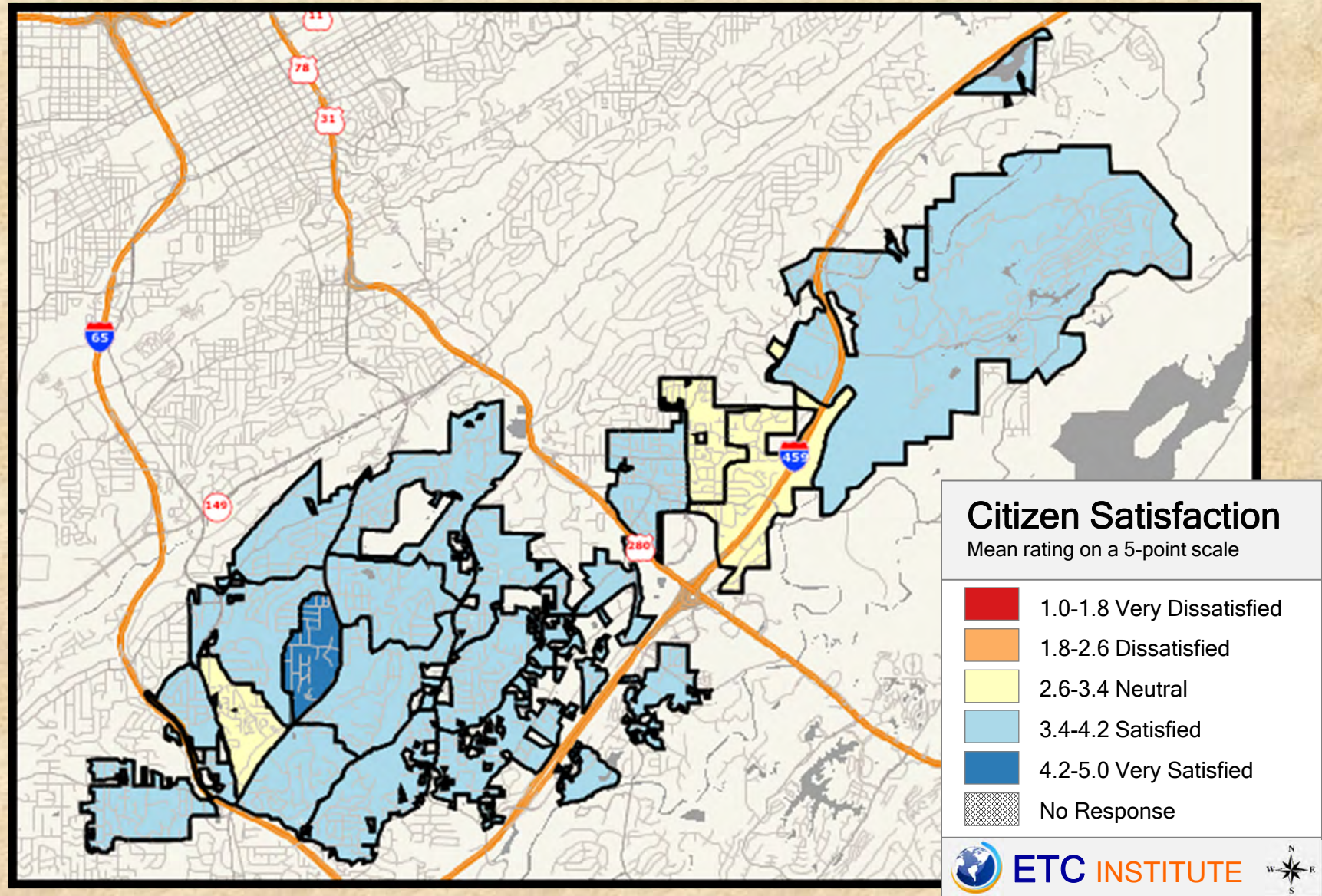
Q1-04 Satisfaction with overall maintenance of City streets and facilities



2020 City of Vestavia Hills Citizen Survey

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

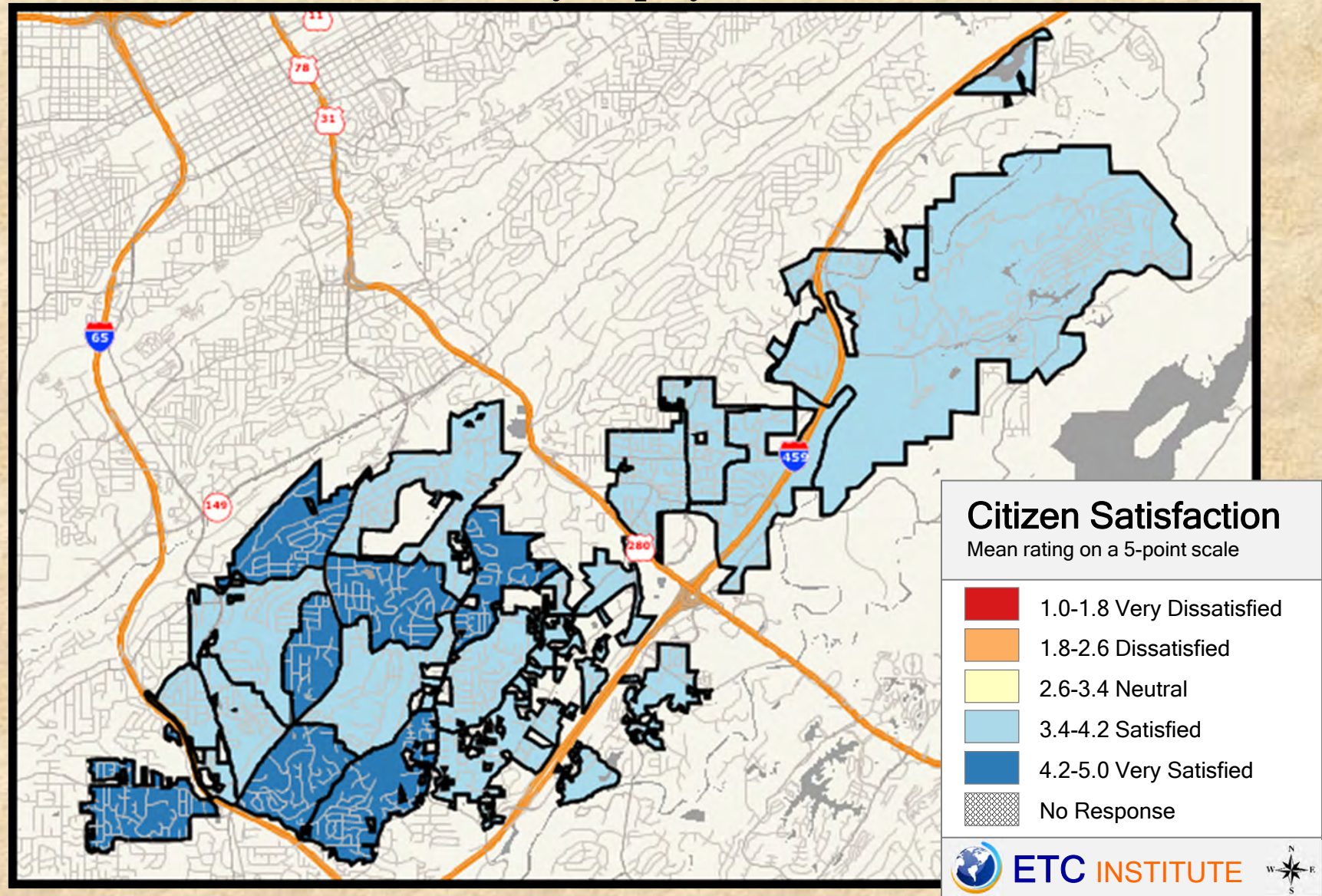
Q1-05 Satisfaction with overall enforcement of City codes and ordinances



2020 City of Vestavia Hills Citizen Survey

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

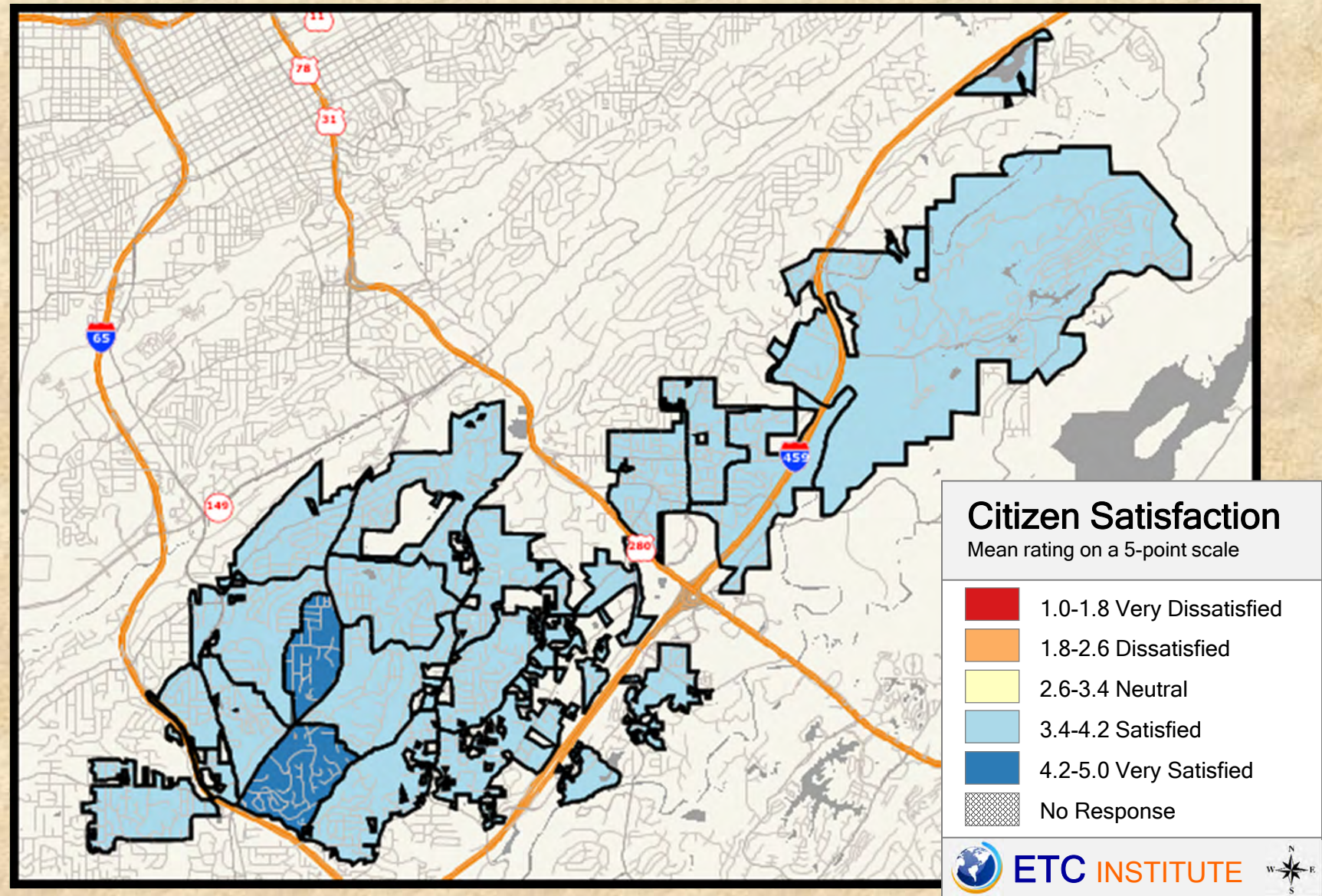
Q1-06 Satisfaction with overall quality of customer service received from City employees



2020 City of Vestavia Hills Citizen Survey

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

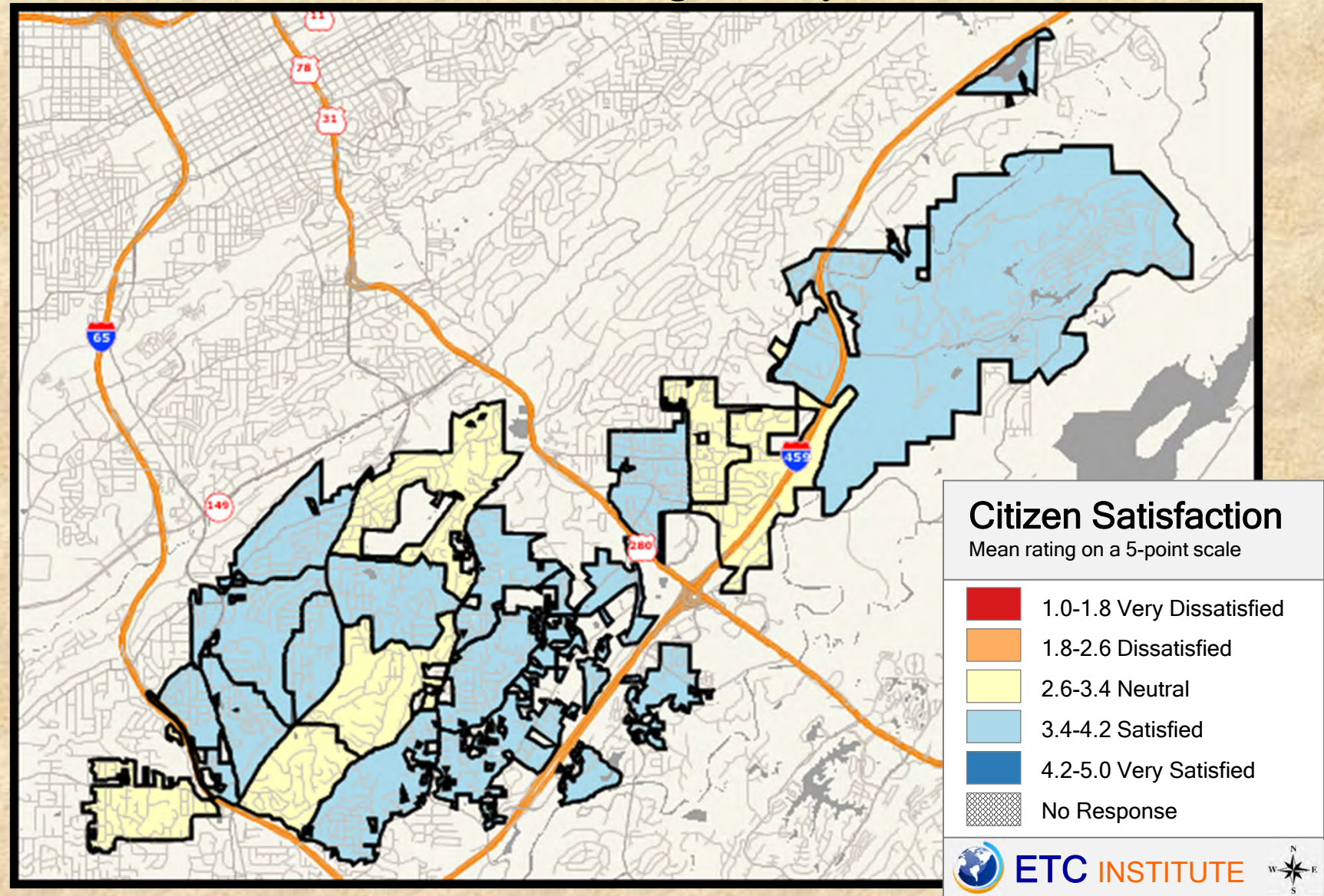
Q1-07 Satisfaction with overall effectiveness of City communication with the public



2020 City of Vestavia Hills Citizen Survey

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

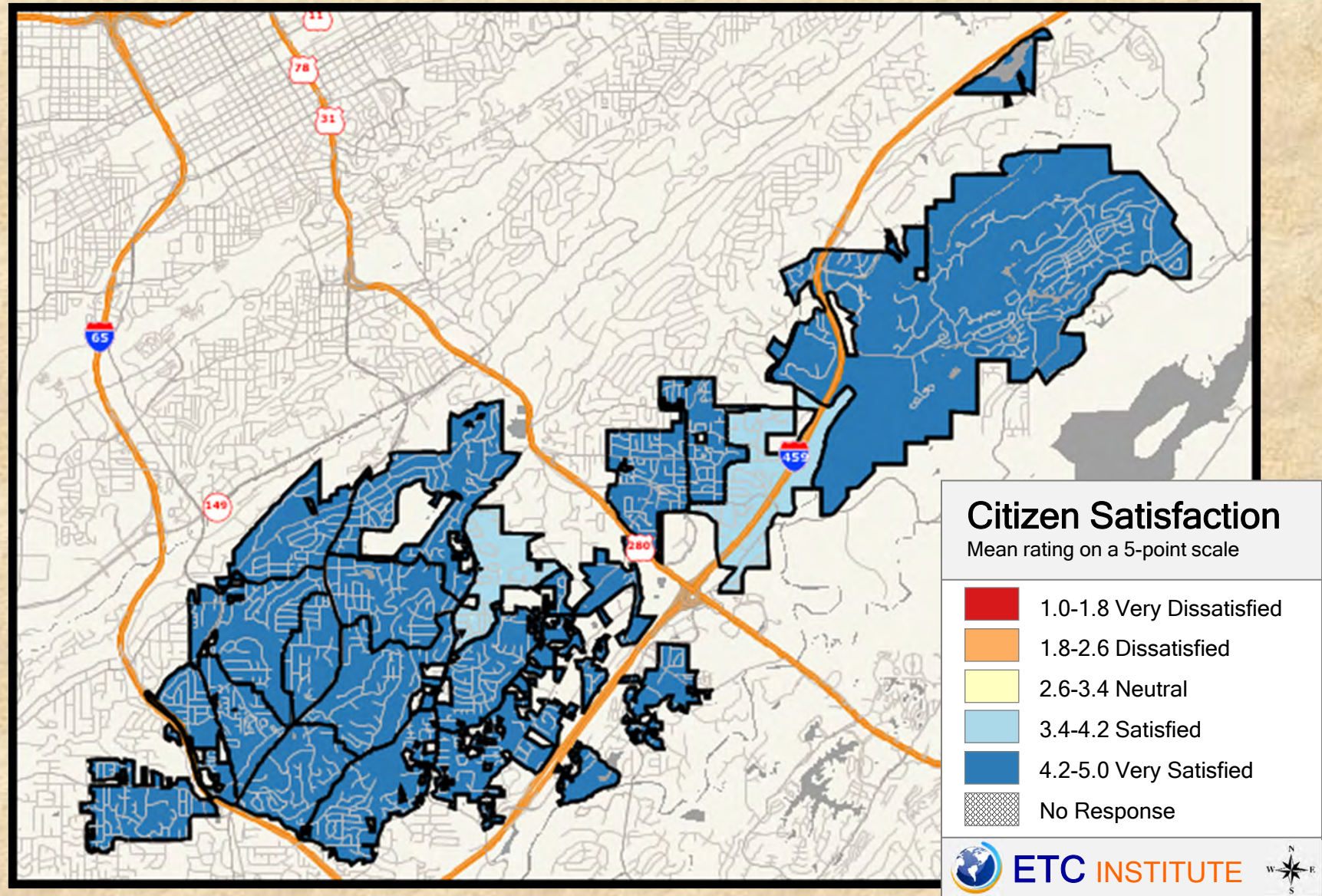
Q1-08 Satisfaction with overall quality of the City's stormwater runoff/ stormwater management system



2020 City of Vestavia Hills Citizen Survey

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

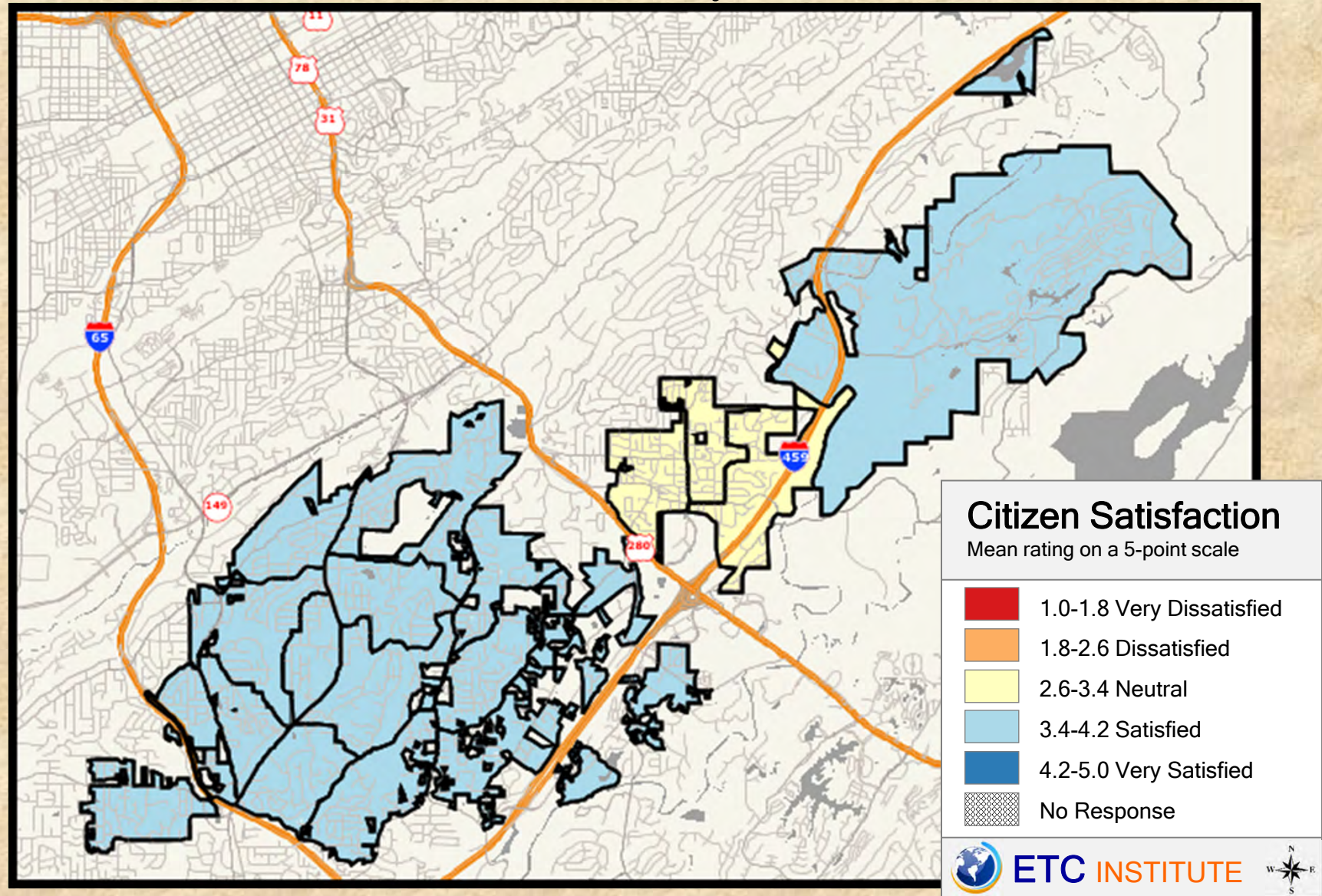
Q1-09 Satisfaction with overall quality of public library facilities and services



2020 City of Vestavia Hills Citizen Survey

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

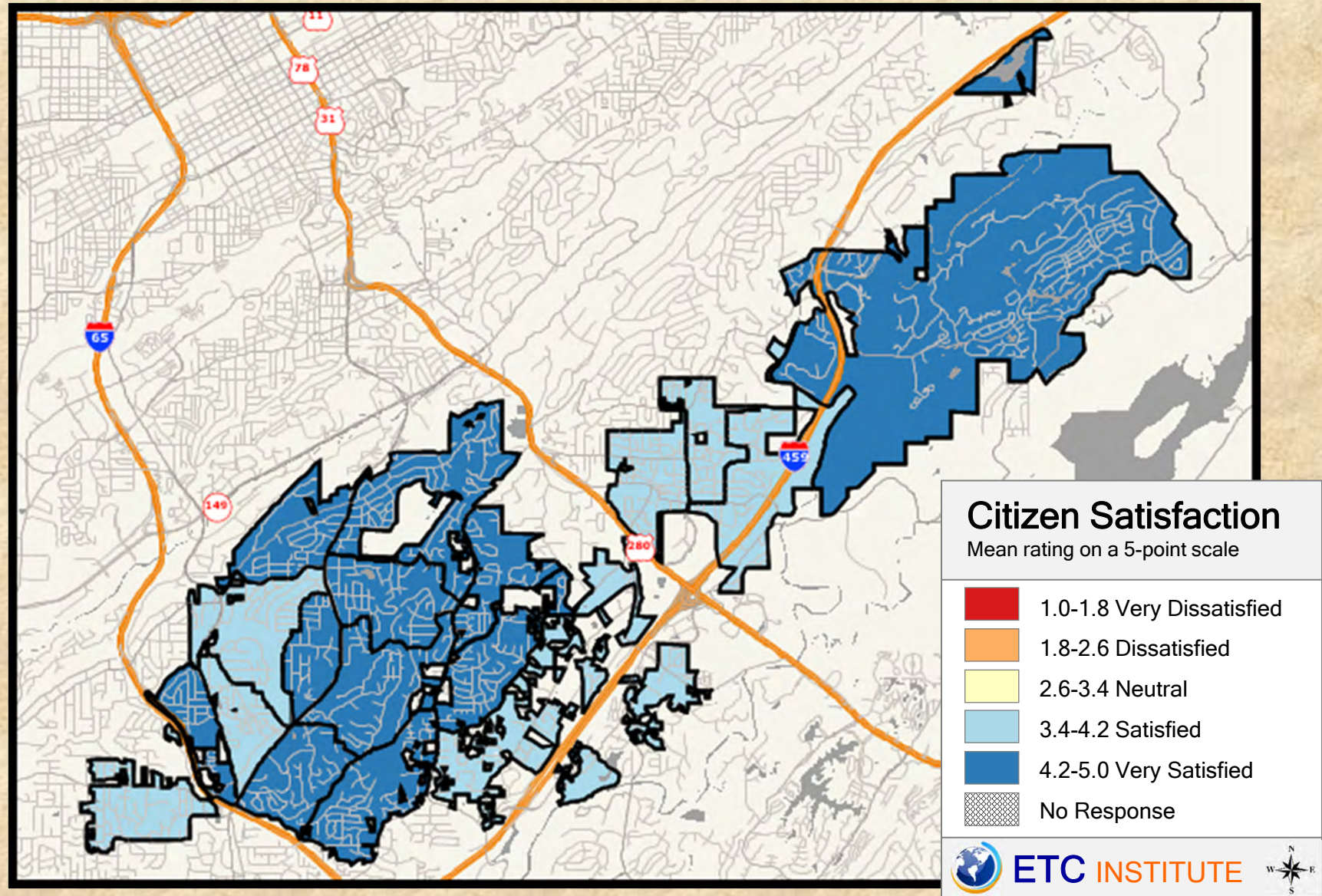
Q1-10 Satisfaction with overall flow of traffic and congestion management in the City



2020 City of Vestavia Hills Citizen Survey

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

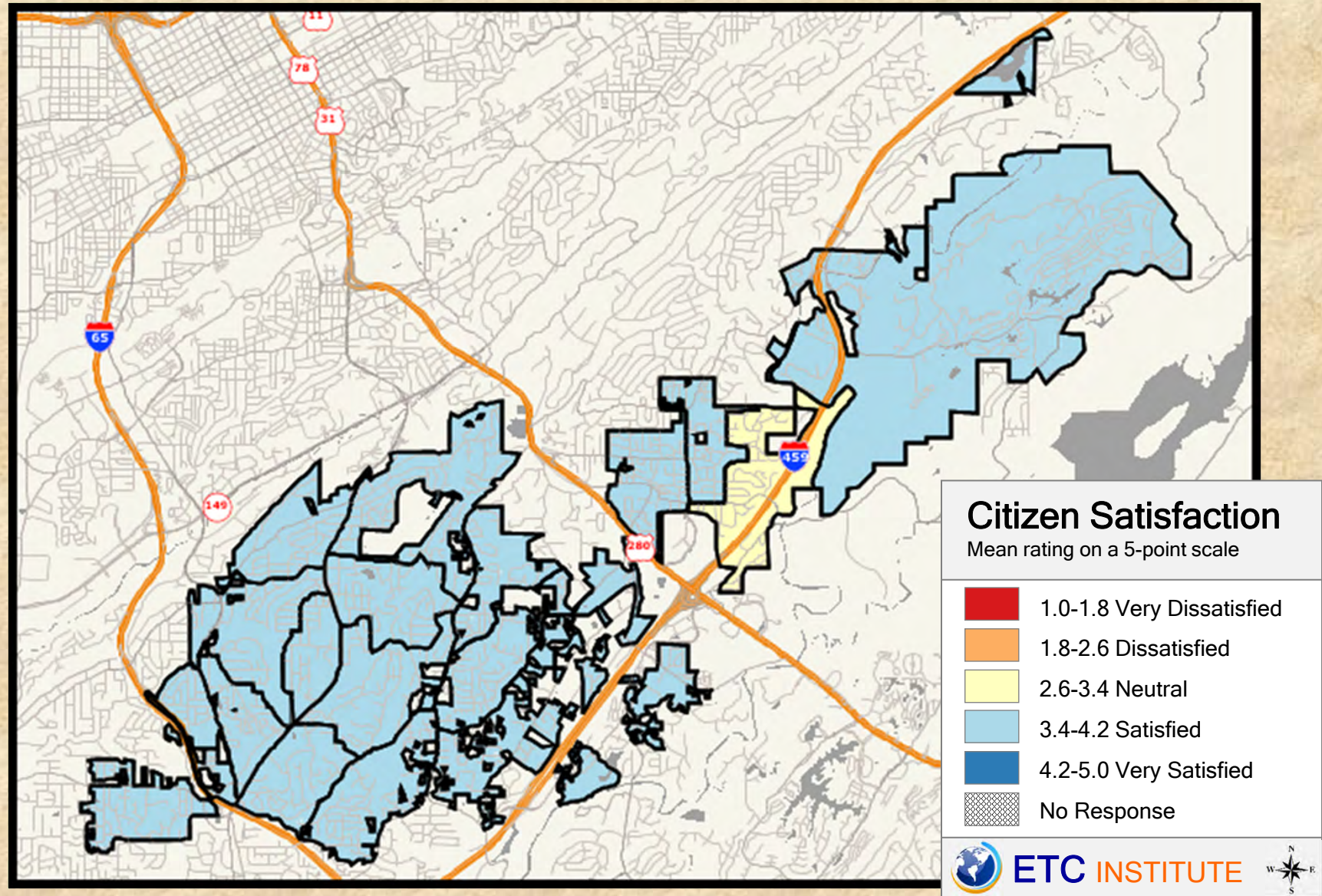
Q3-01 Satisfaction with overall quality of services provided by the City of Vestavia Hills



2020 City of Vestavia Hills Citizen Survey

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

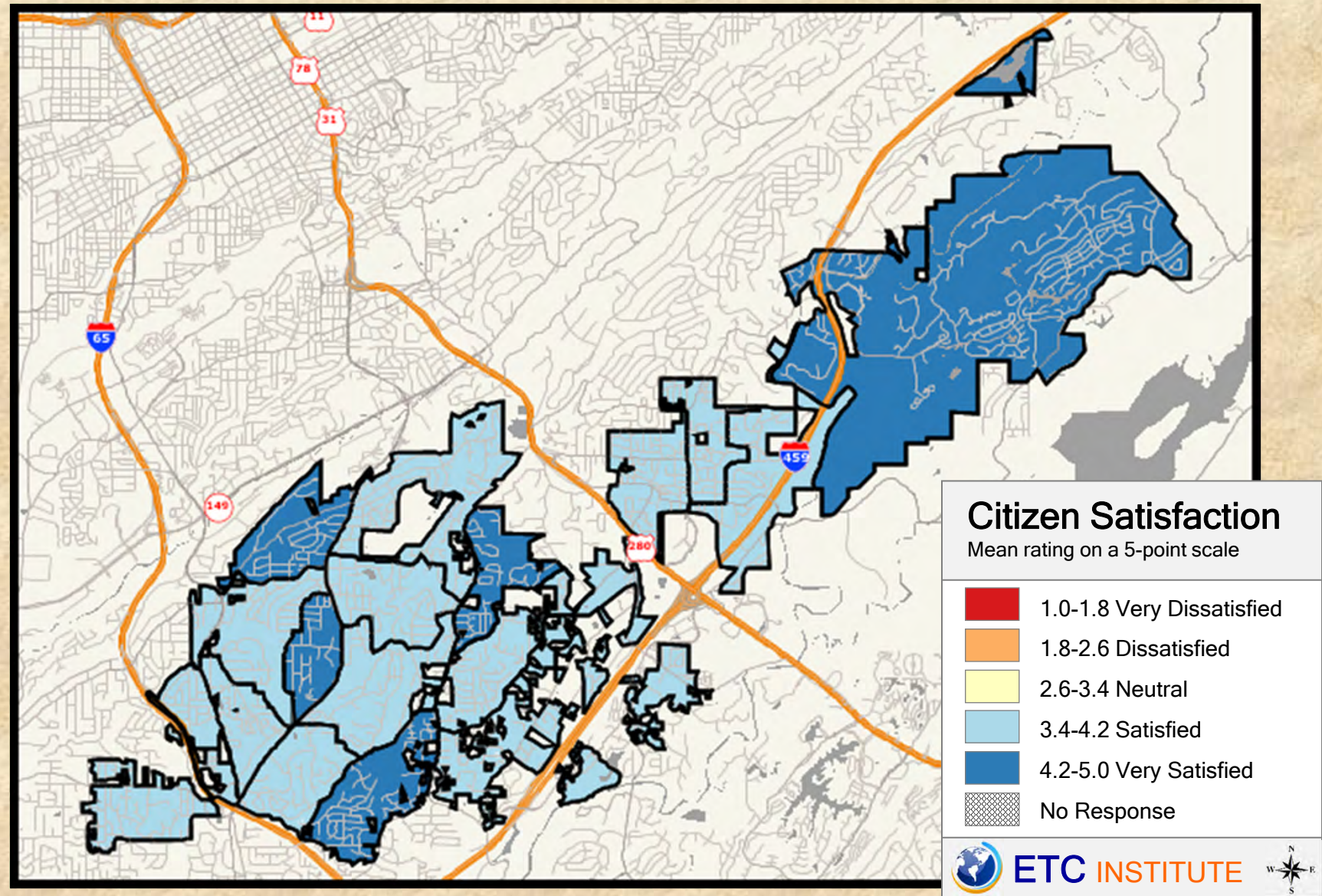
Q3-02 Satisfaction with overall value received for City tax dollars and fees



2020 City of Vestavia Hills Citizen Survey

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

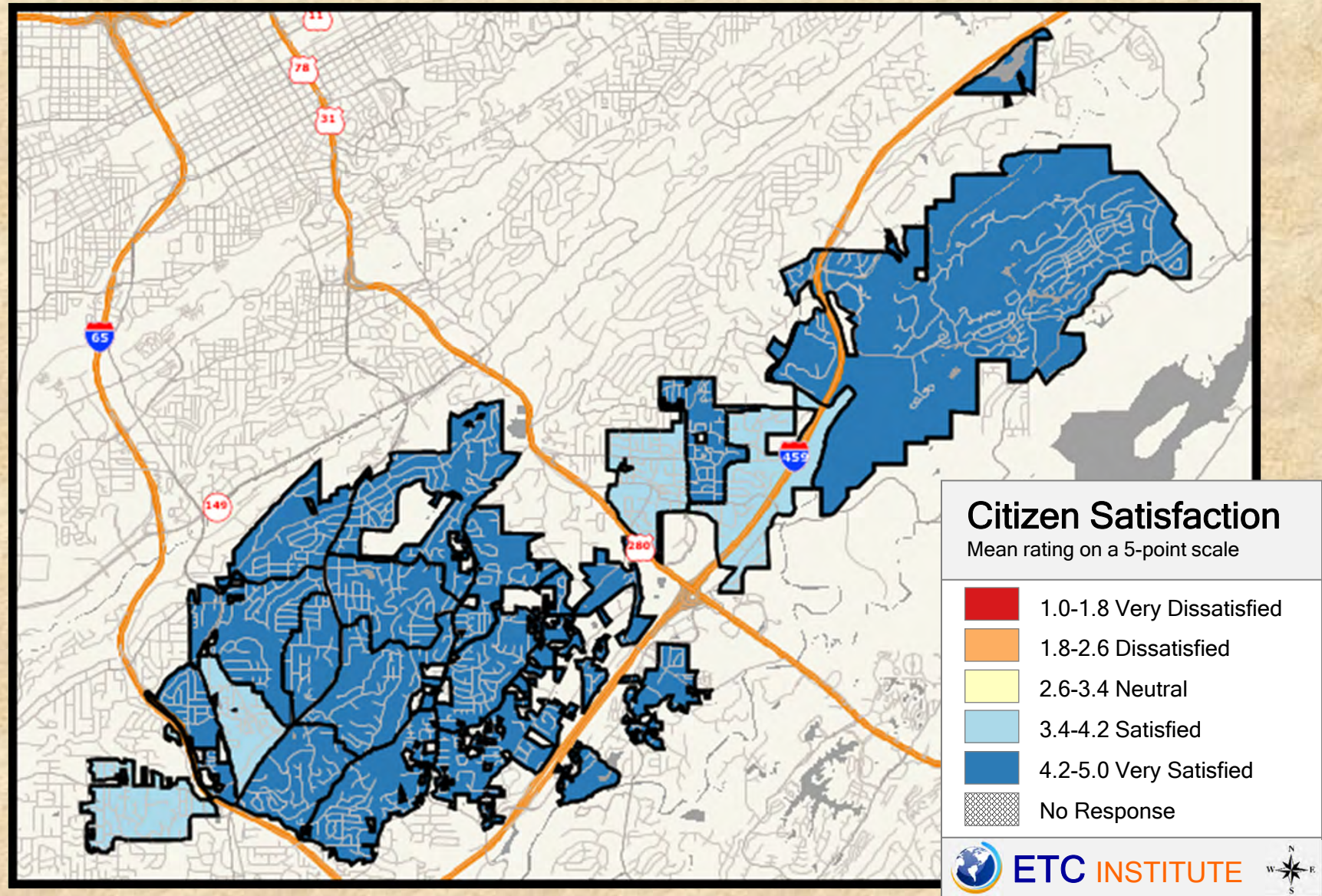
Q3-03 Satisfaction with overall image of the City



2020 City of Vestavia Hills Citizen Survey

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

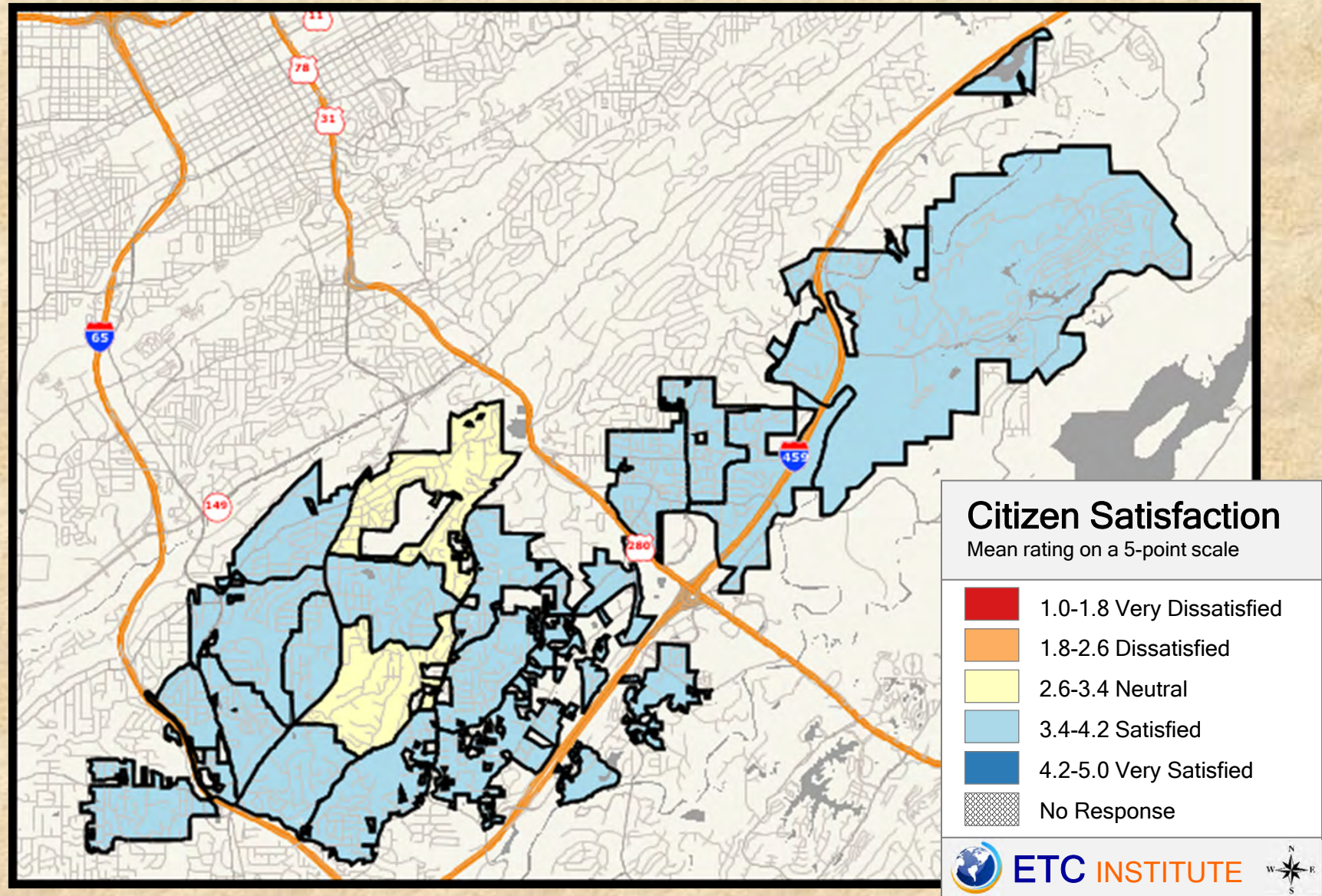
Q3-04 Satisfaction with overall quality of life in the City



2020 City of Vestavia Hills Citizen Survey

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

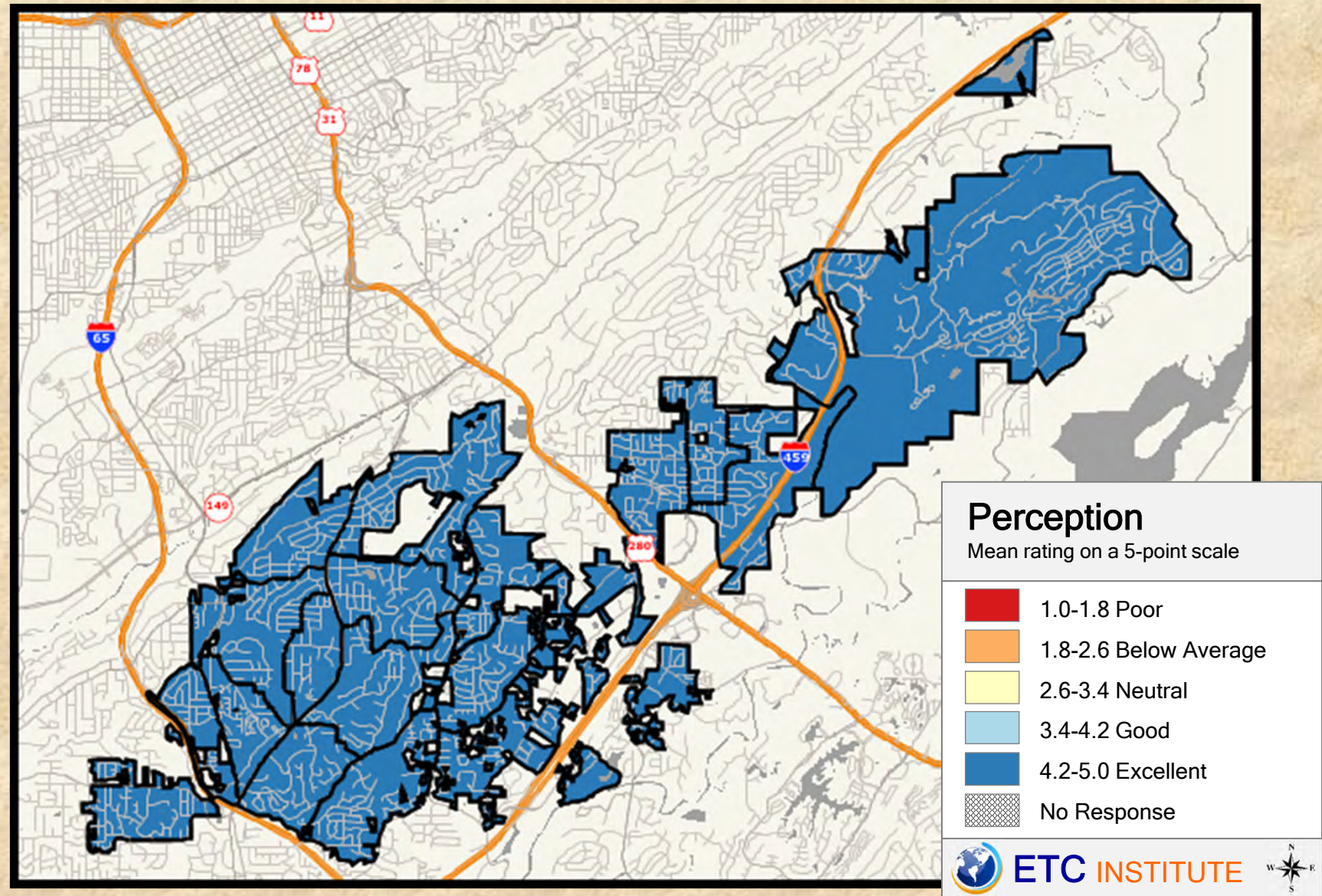
Q3-05 Satisfaction with overall appearance of the City



2020 City of Vestavia Hills Citizen Survey

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

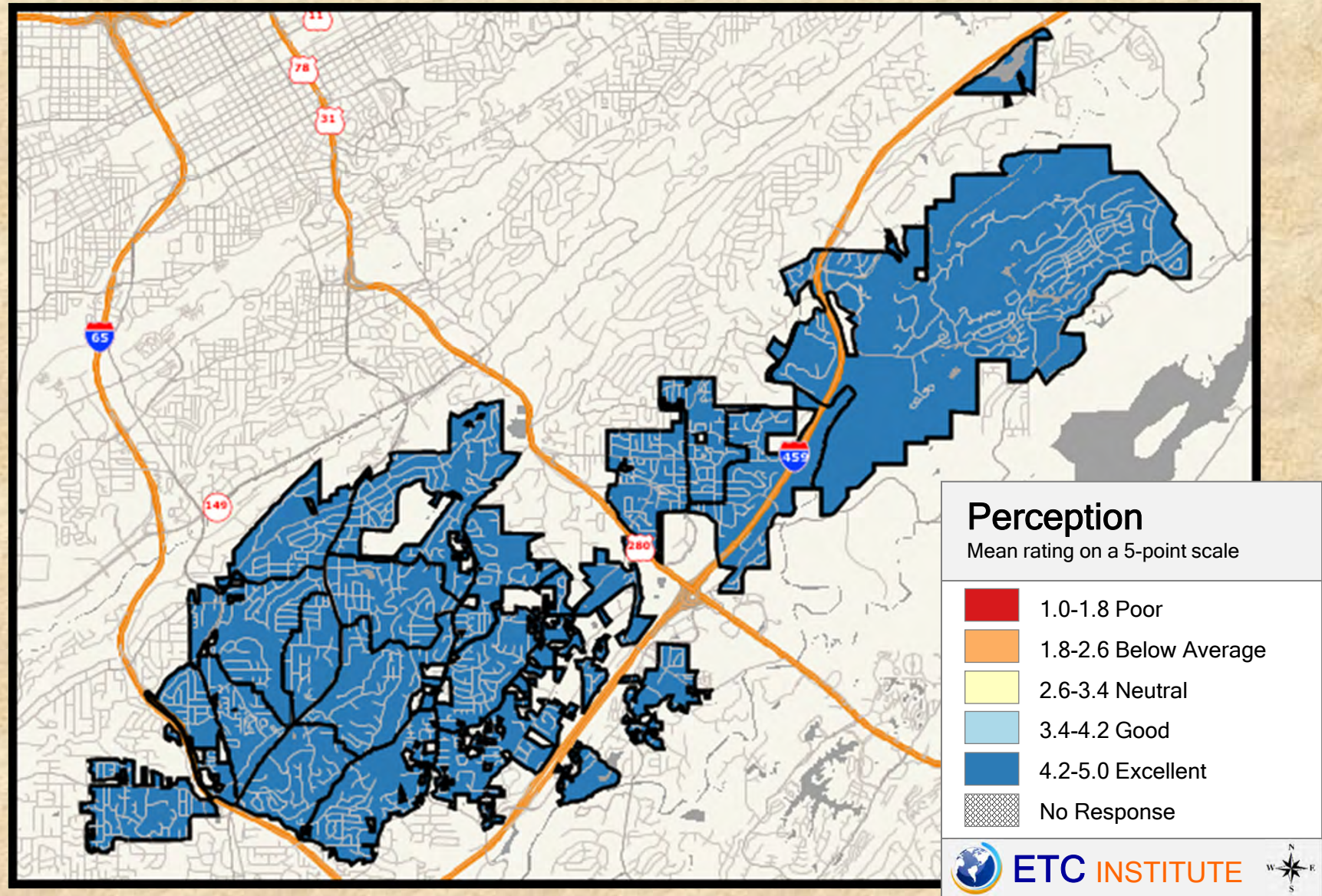
Q4-01 Ratings of the City as a place to live



2020 City of Vestavia Hills Citizen Survey

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

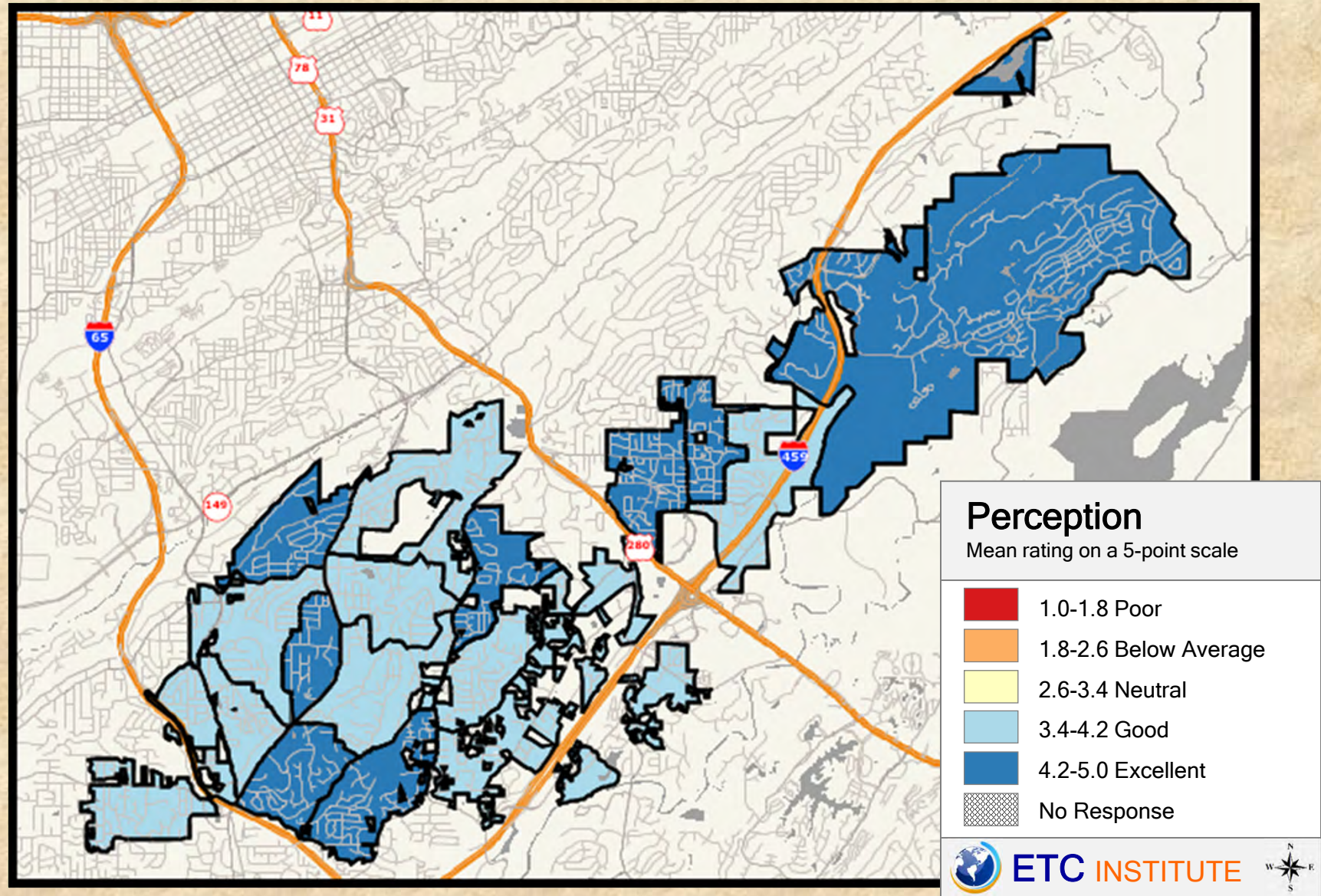
Q4-02 Ratings of the City as a place to raise children



2020 City of Vestavia Hills Citizen Survey

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

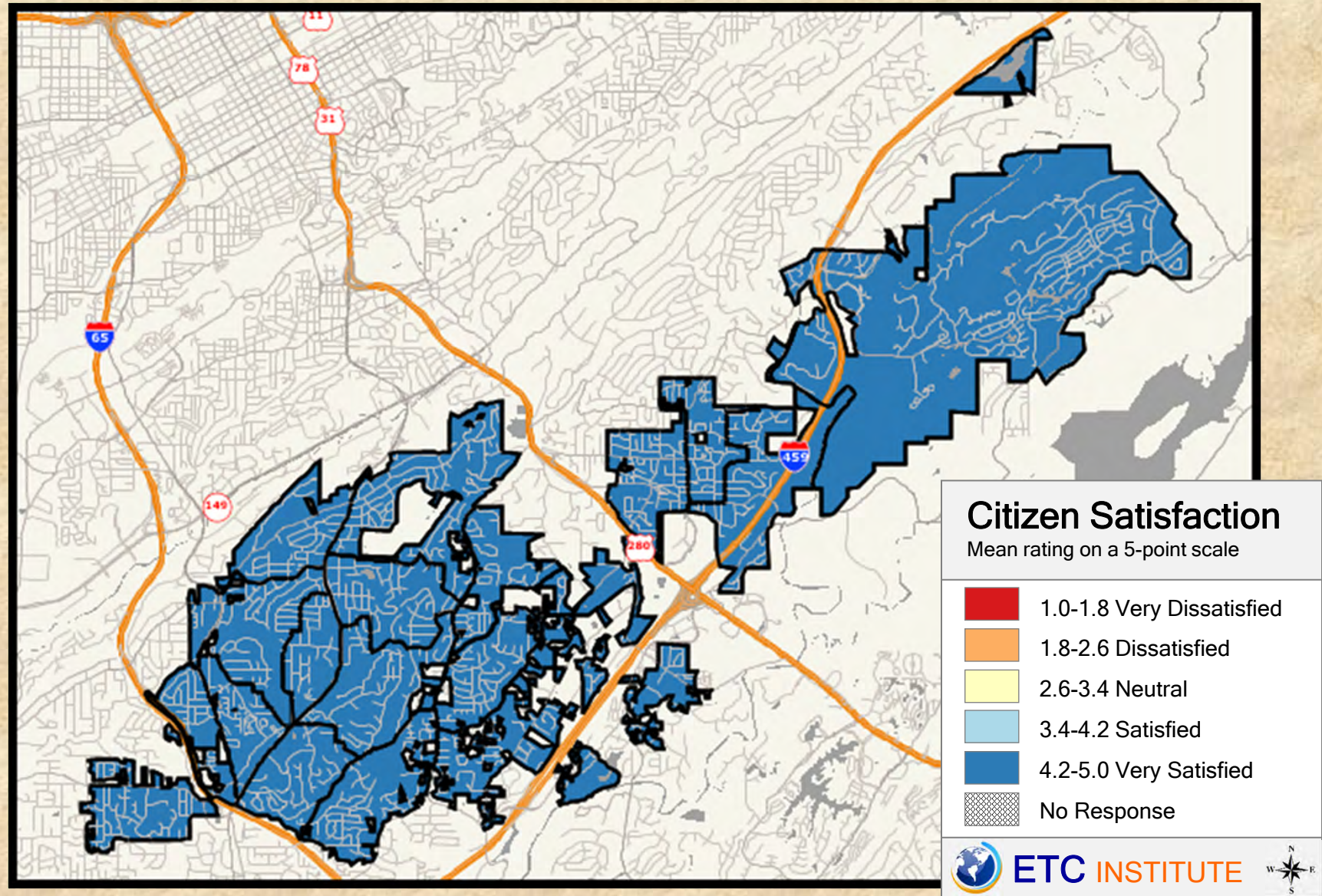
Q4-03 Ratings of the City as a place to work



2020 City of Vestavia Hills Citizen Survey

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

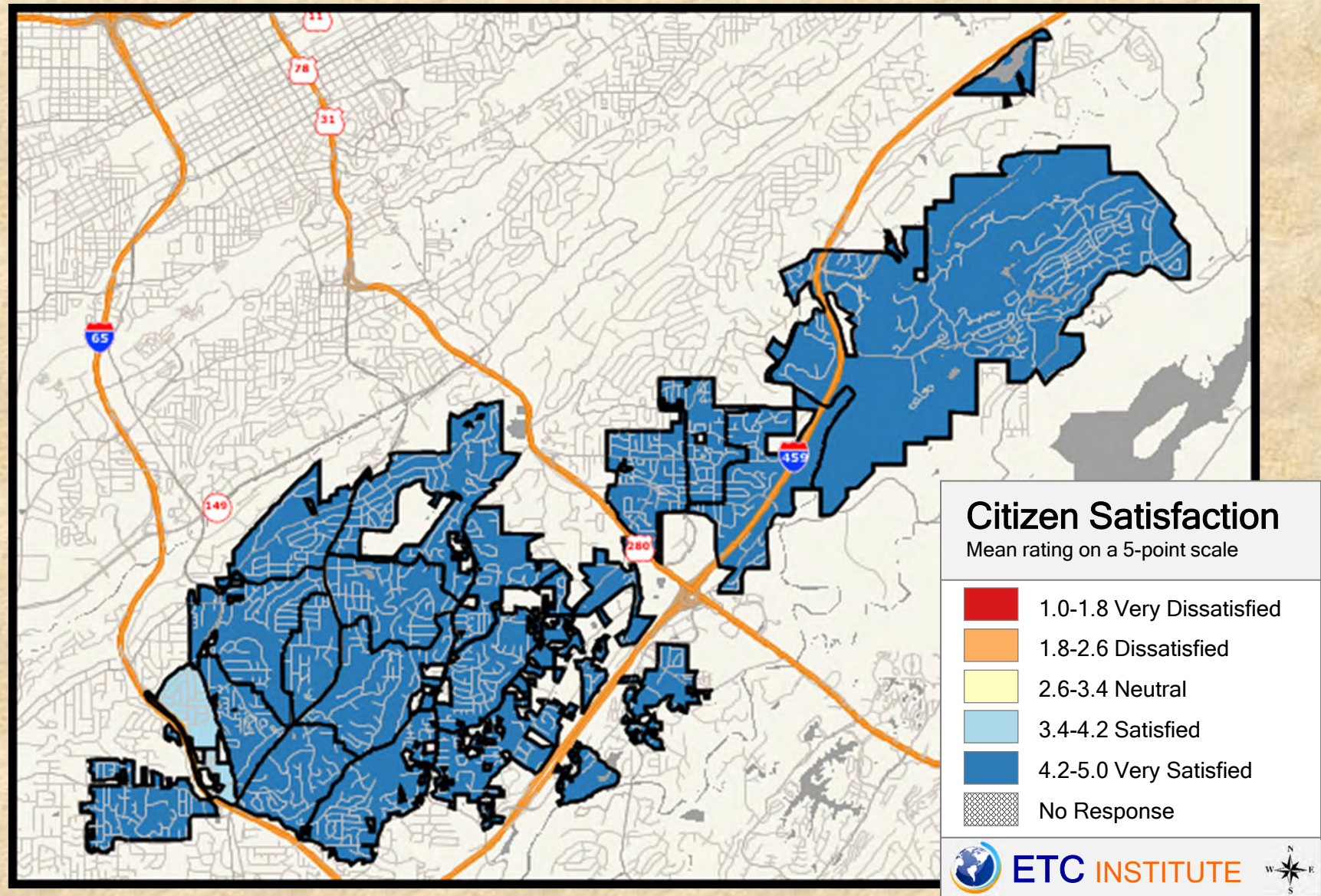
Q5-01 Satisfaction with overall quality of local police protection



2020 City of Vestavia Hills Citizen Survey

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

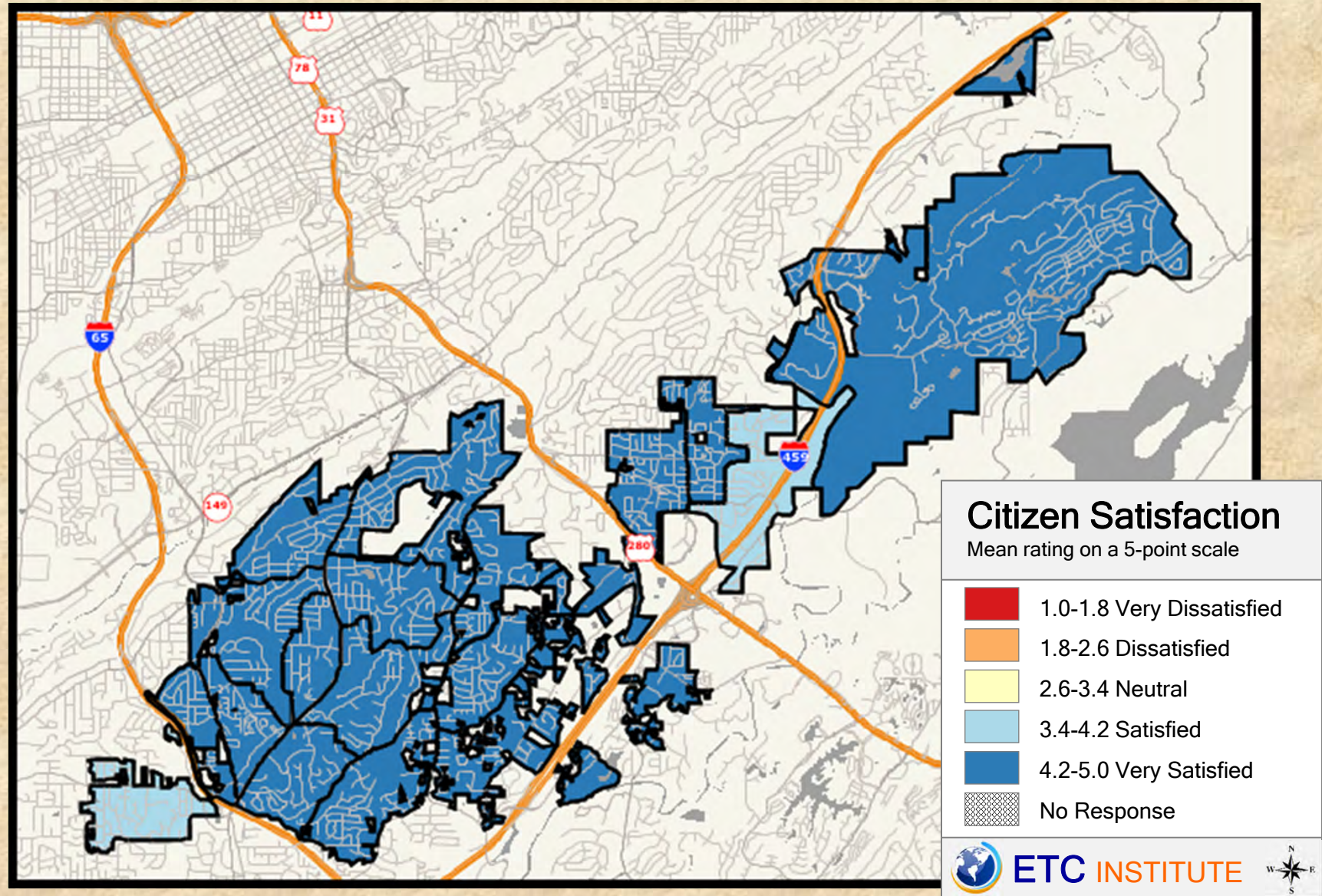
Q5-02 Satisfaction with overall credibility of the police department



2020 City of Vestavia Hills Citizen Survey

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

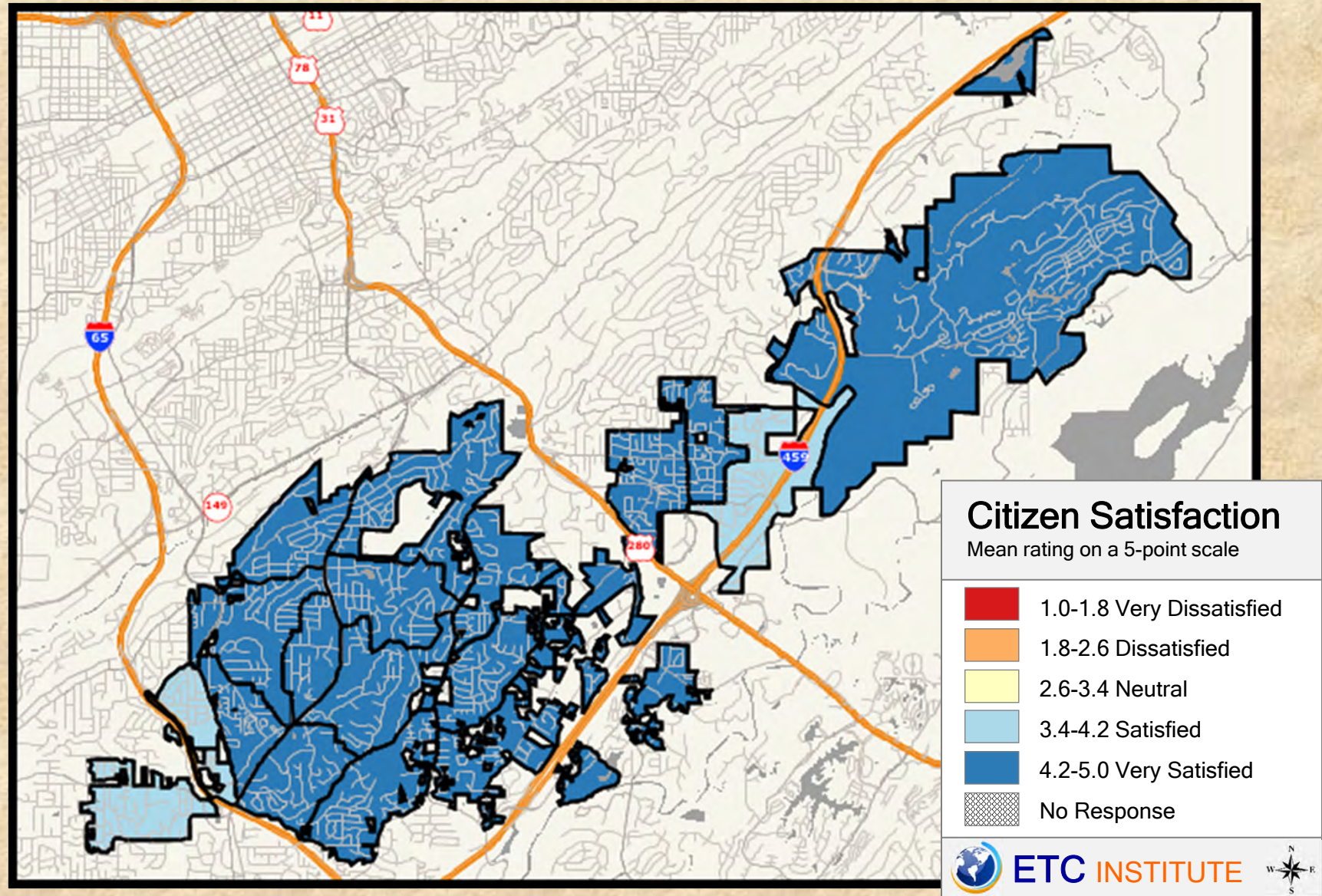
Q5-03 Satisfaction with the overall visibility of police



2020 City of Vestavia Hills Citizen Survey

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

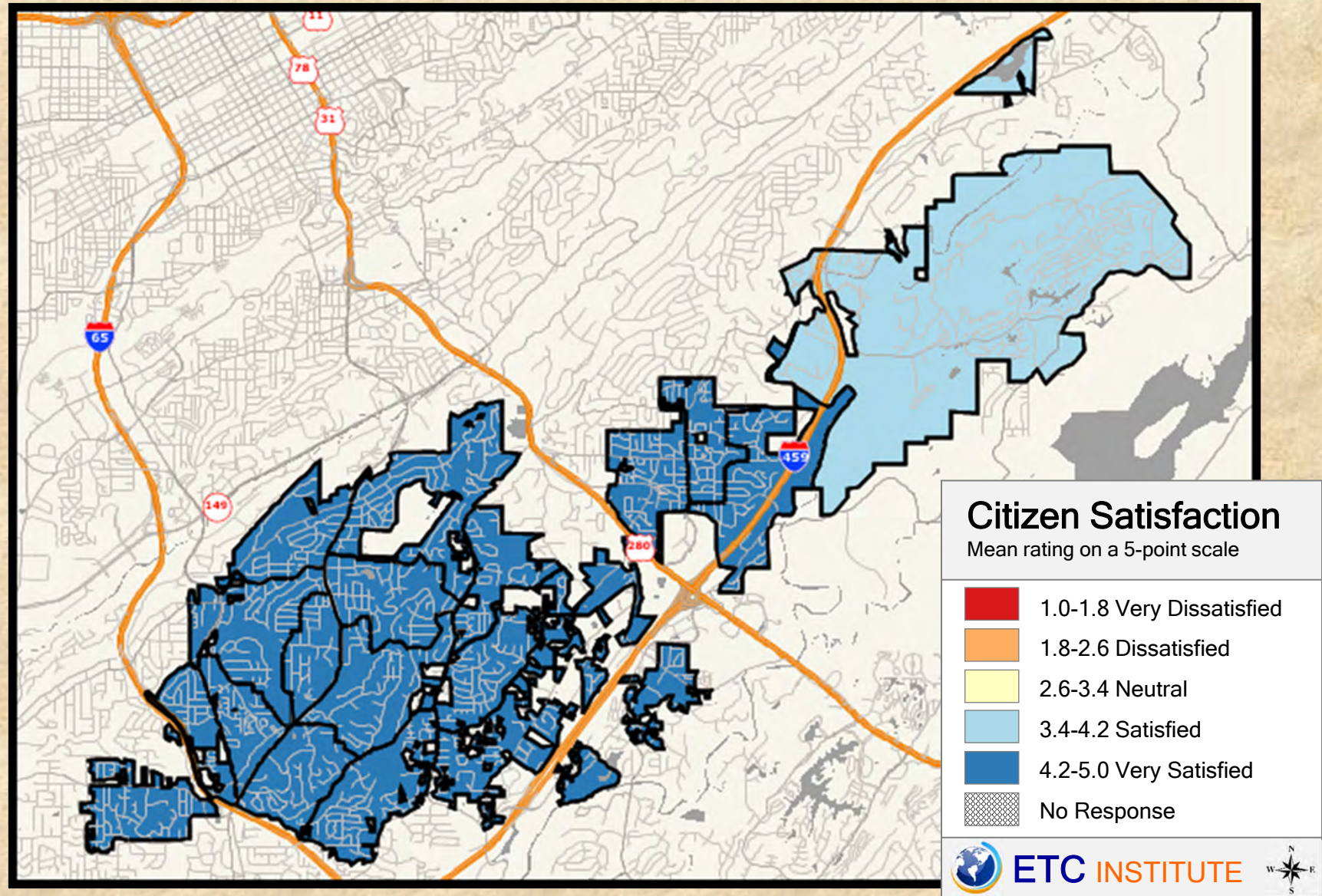
Q5-04 Satisfaction with the City's efforts to prevent crime



2020 City of Vestavia Hills Citizen Survey

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

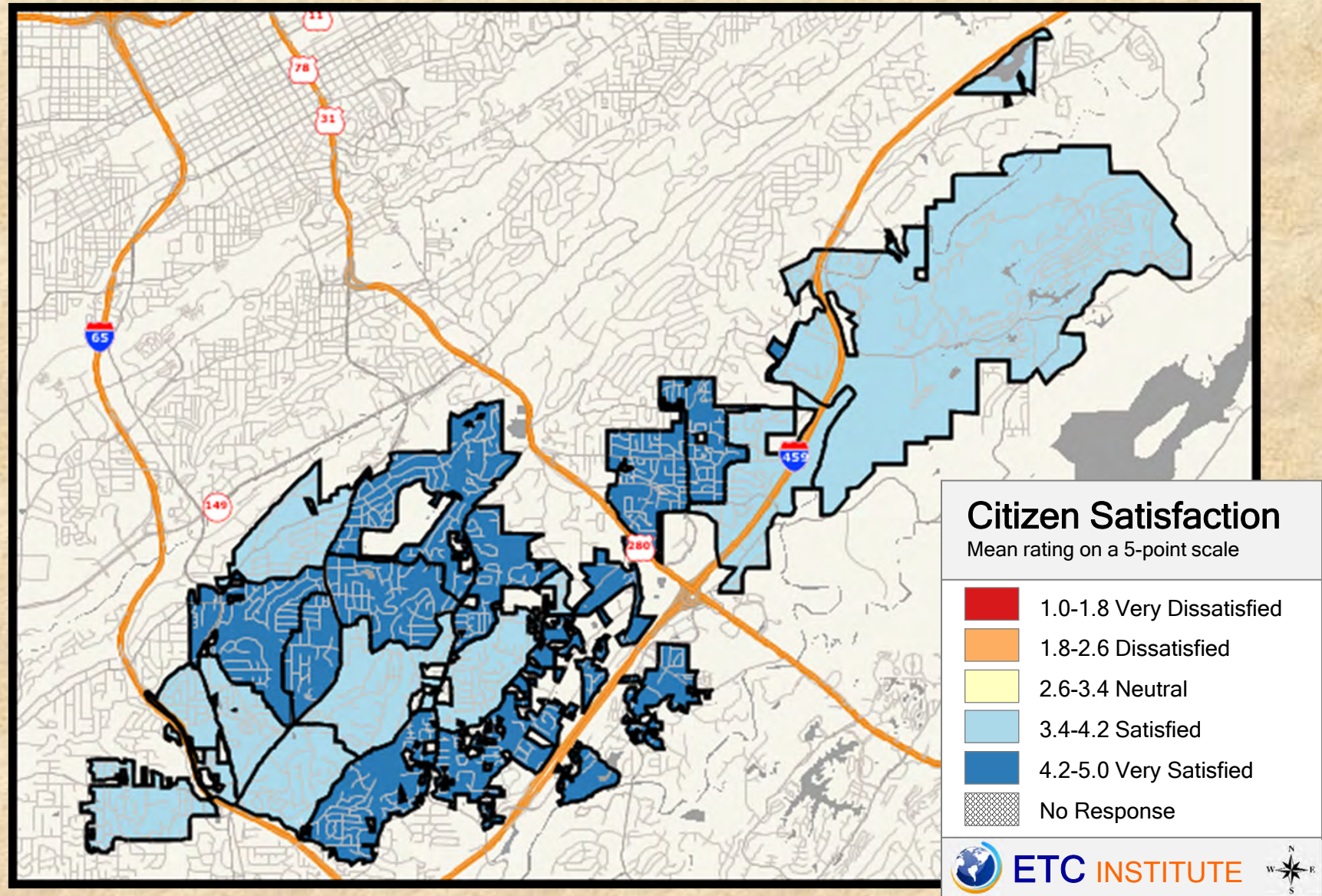
Q5-05 Satisfaction with how quickly police respond to emergencies



2020 City of Vestavia Hills Citizen Survey

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

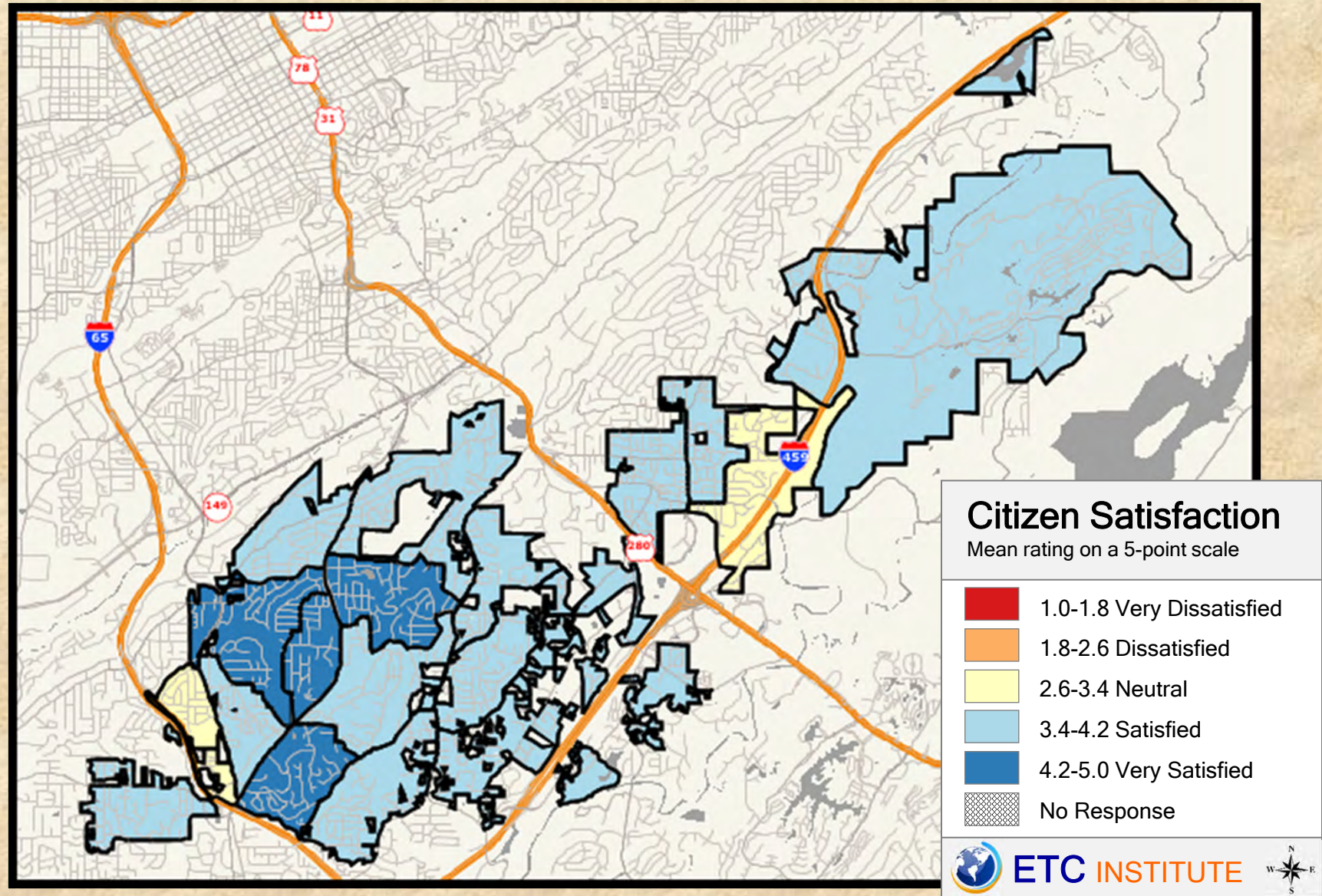
Q5-06 Satisfaction with community oriented policing programs



2020 City of Vestavia Hills Citizen Survey

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

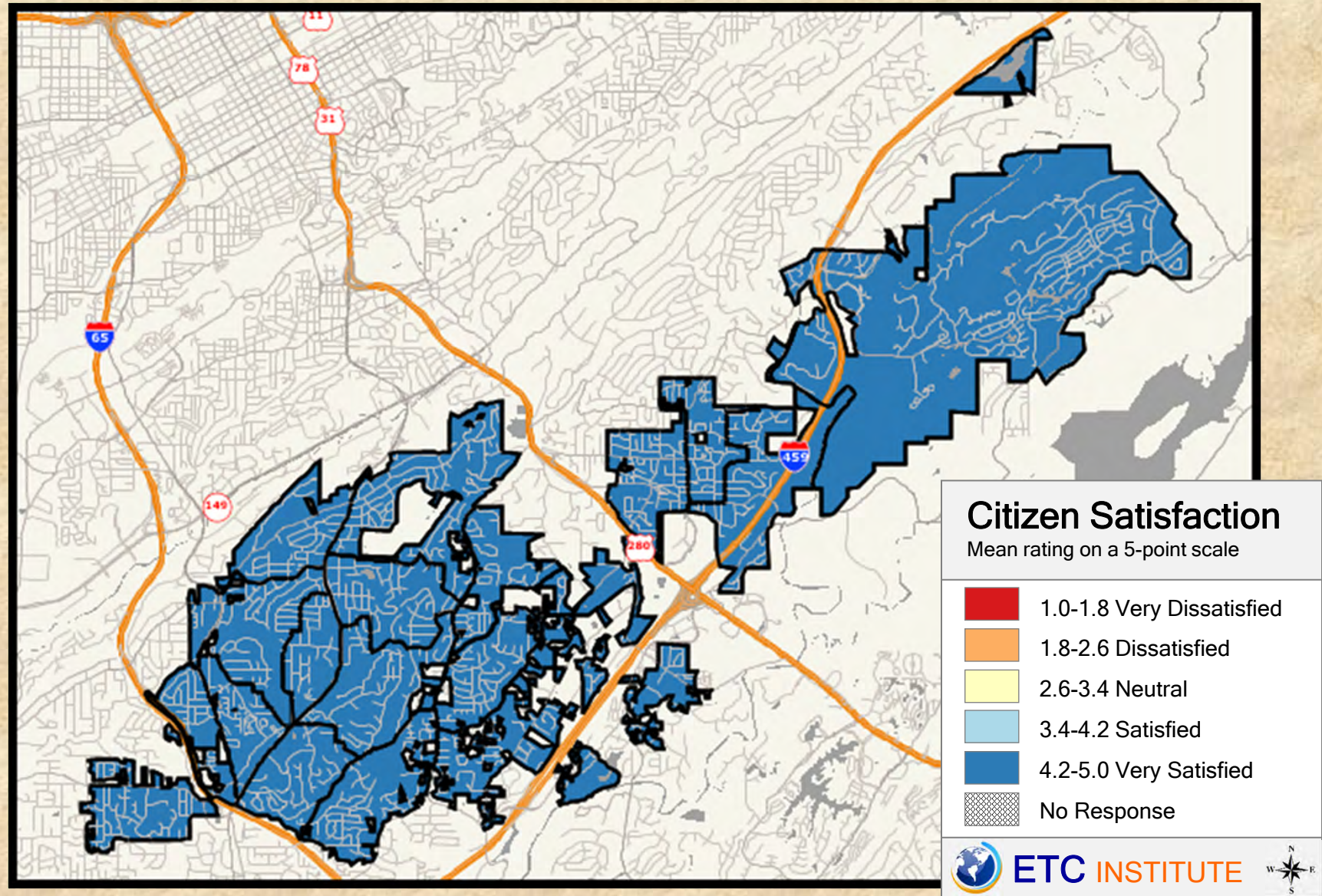
Q5-07 Satisfaction with quality of animal control



2020 City of Vestavia Hills Citizen Survey

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

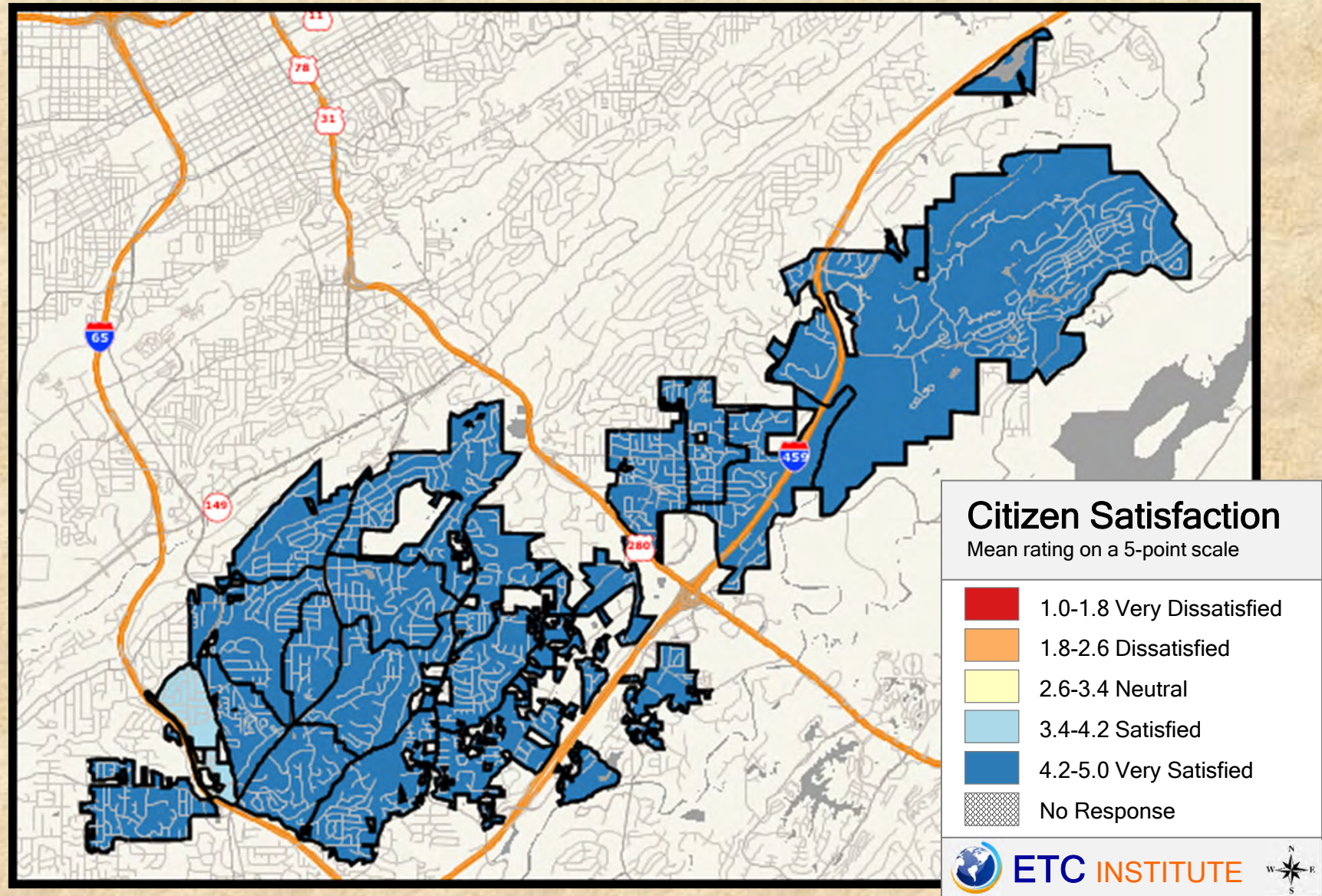
Q5-08 Satisfaction with overall quality of local fire protection



2020 City of Vestavia Hills Citizen Survey

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

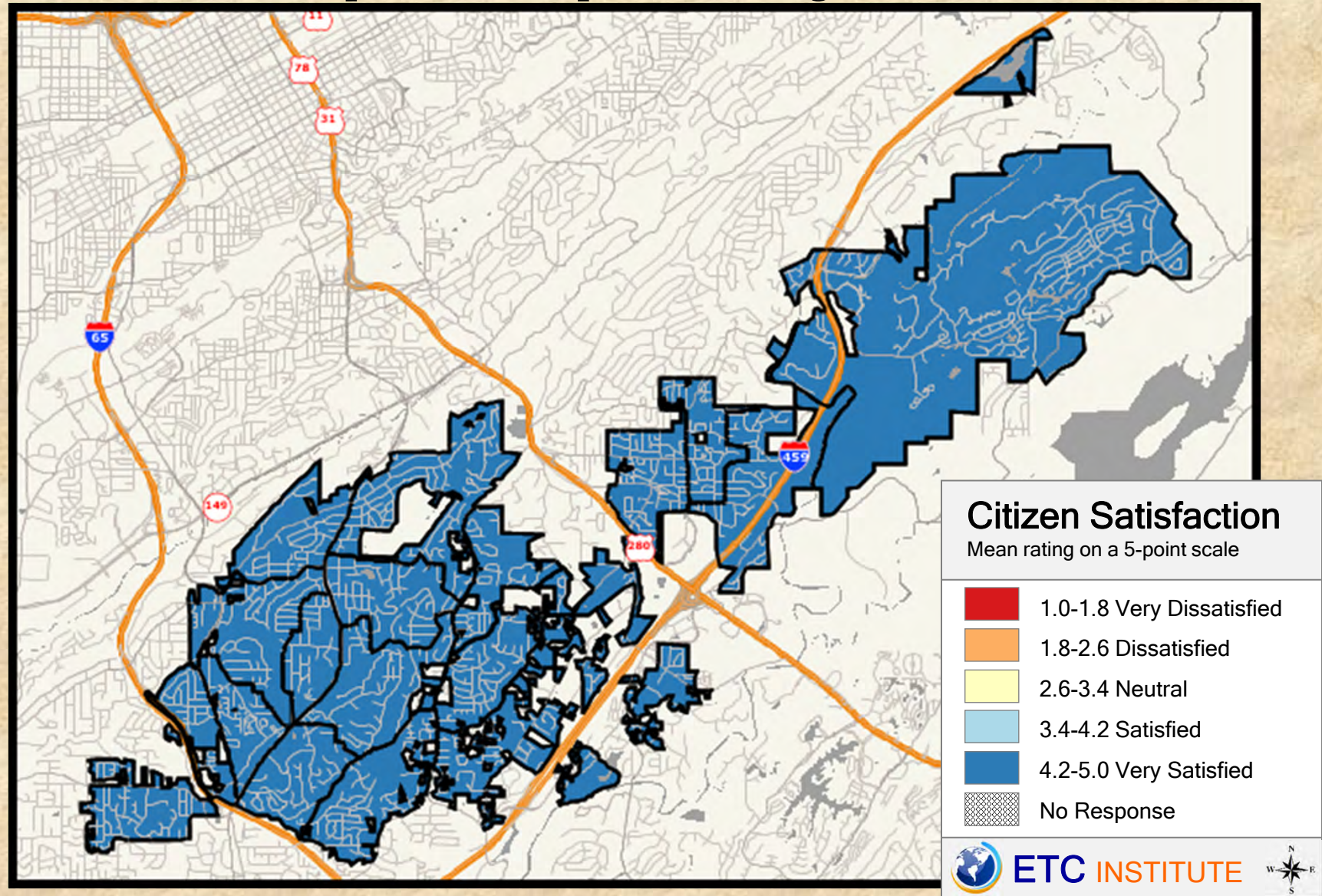
Q5-09 Satisfaction with quality of local ambulance service



2020 City of Vestavia Hills Citizen Survey

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

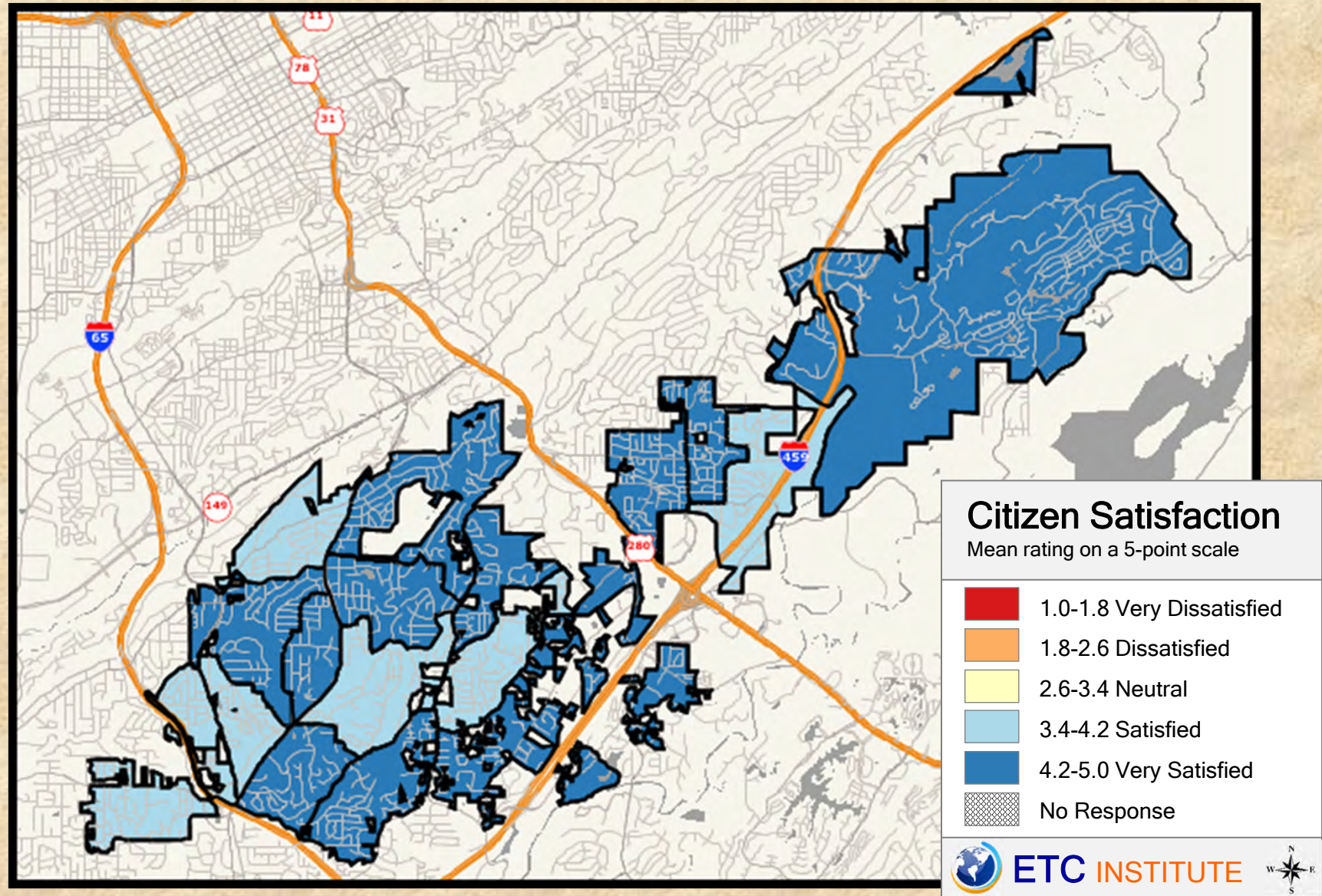
Q5-10 Satisfaction with how quickly fire department/emergency services personnel respond to emergencies



2020 City of Vestavia Hills Citizen Survey

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

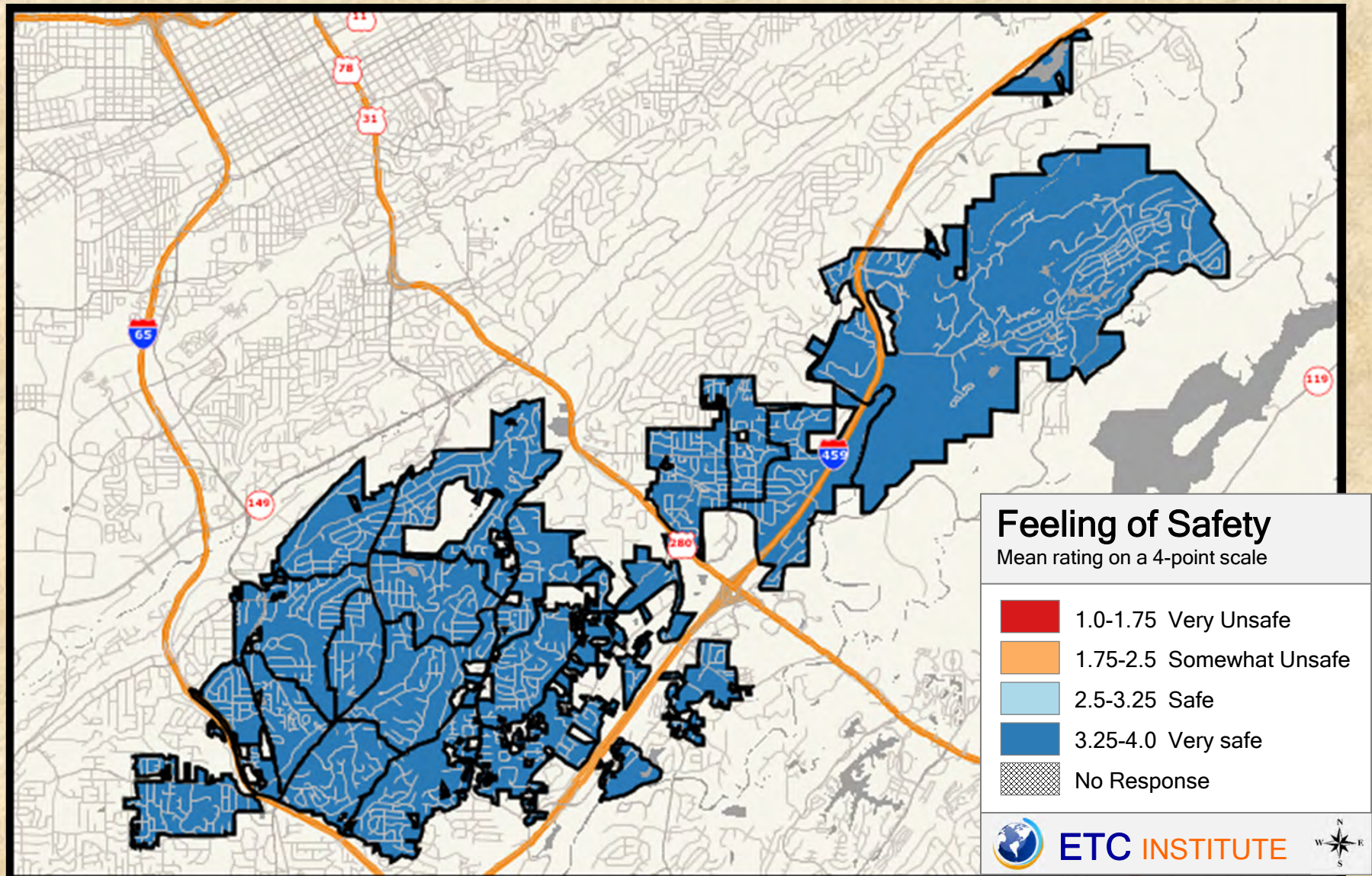
Q5-11 Satisfaction with fire safety education programs



2020 City of Vestavia Hills Citizen Survey

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

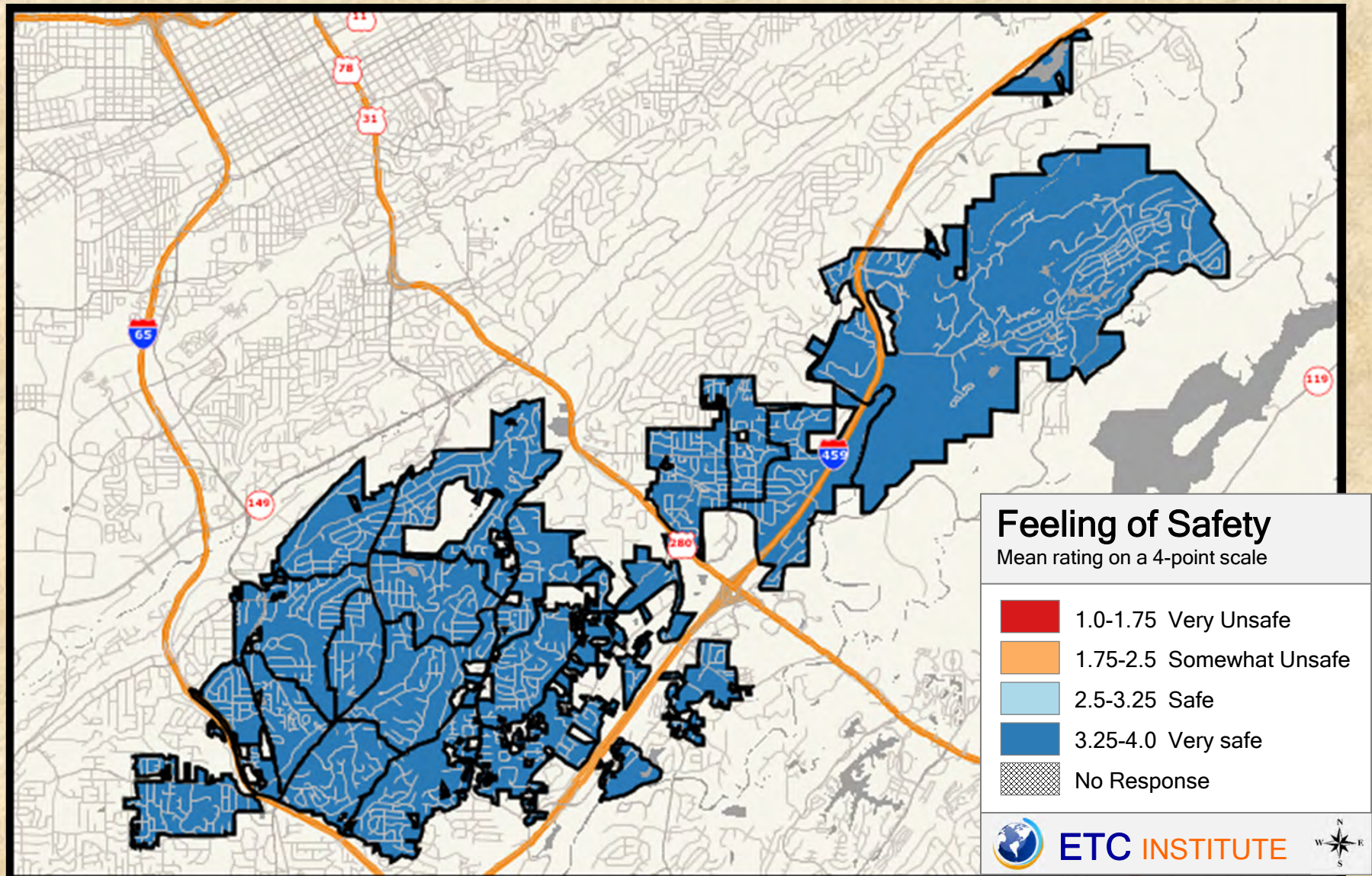
Q8-01 Feeling of safety in neighborhoods during the day



2020 City of Vestavia Hills Citizen Survey

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

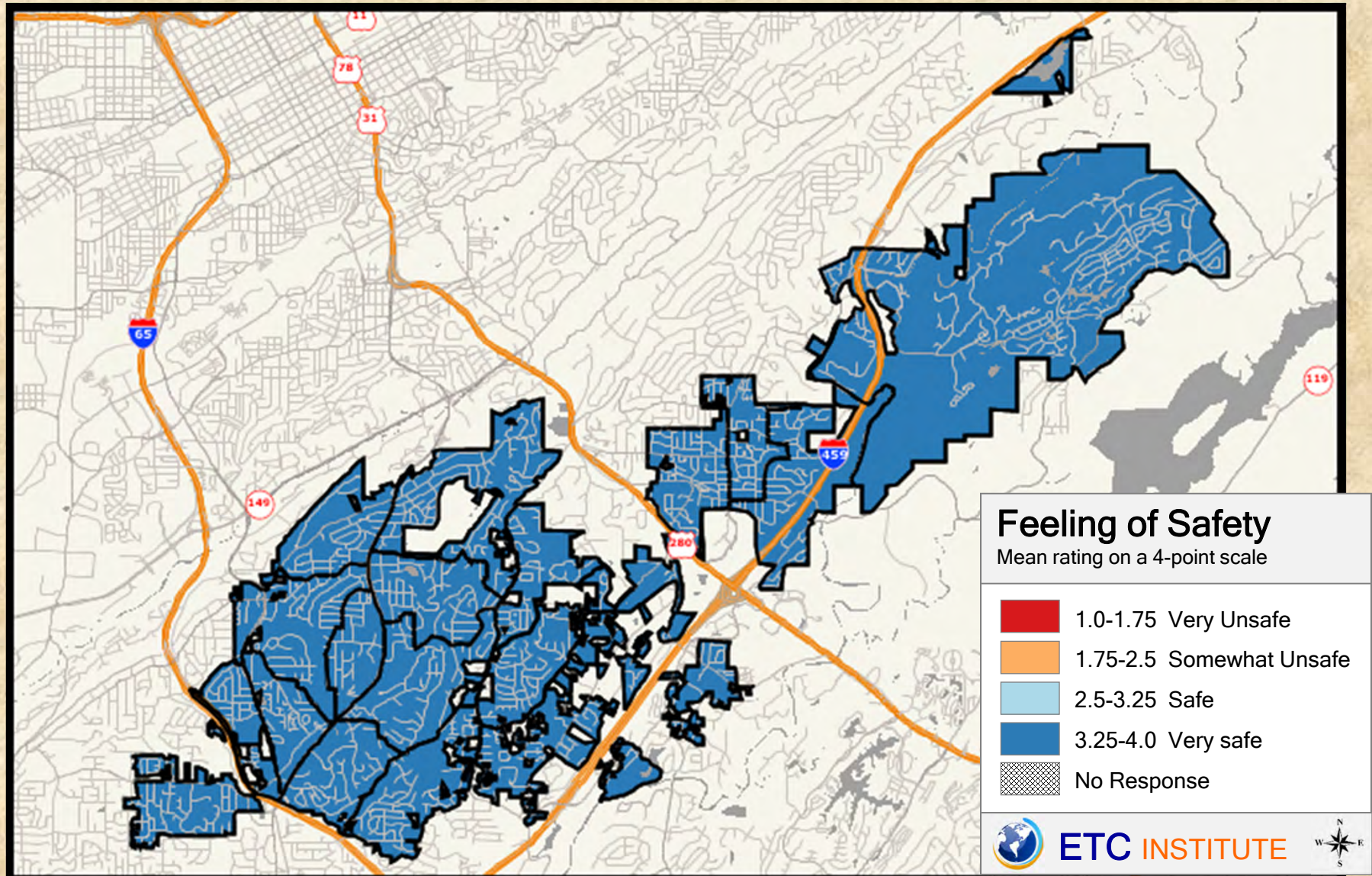
Q8-02 Feeling of safety in neighborhoods at night



2020 City of Vestavia Hills Citizen Survey

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

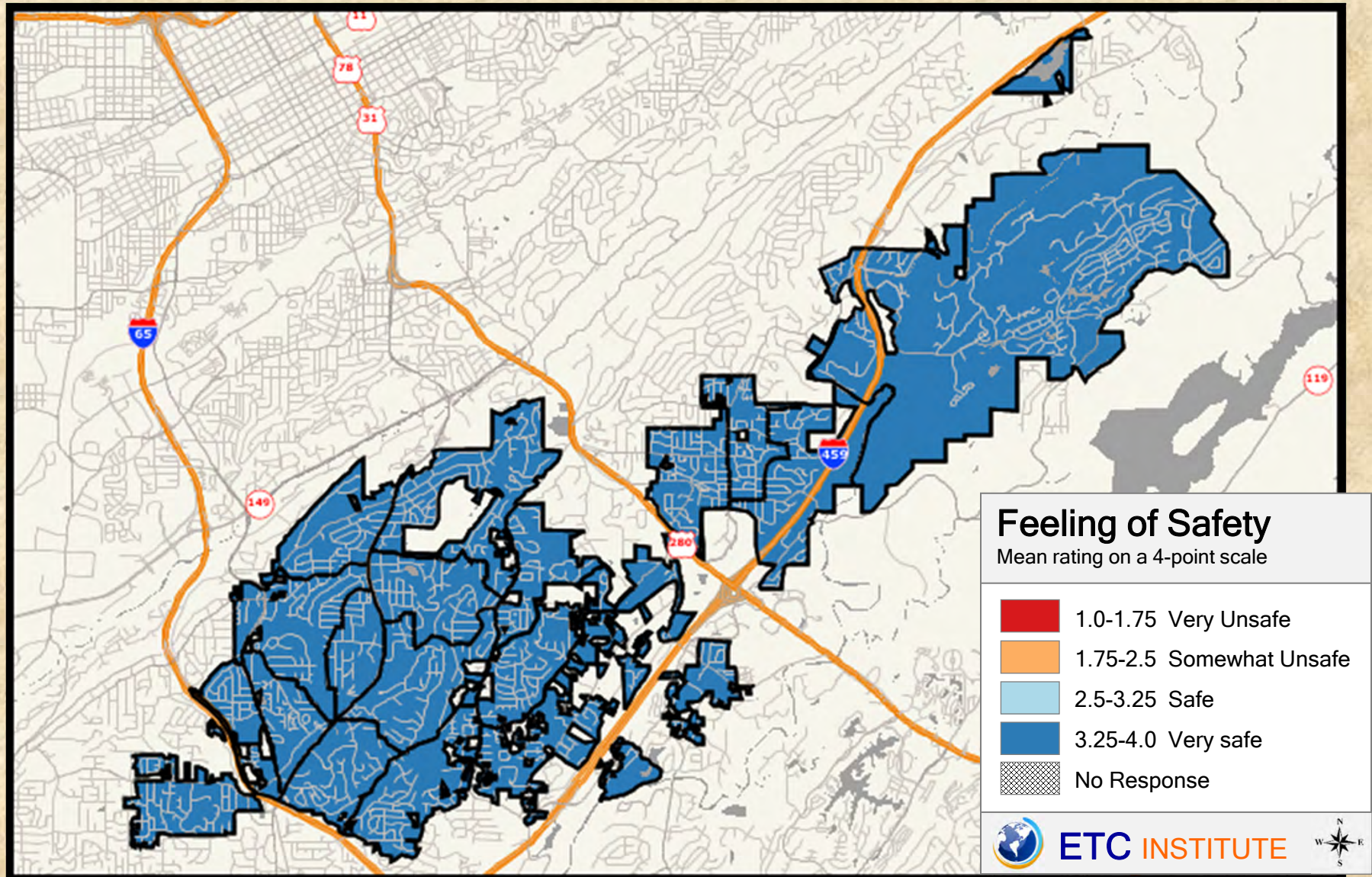
Q8-03 Feeling of safety in the City parks



2020 City of Vestavia Hills Citizen Survey

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

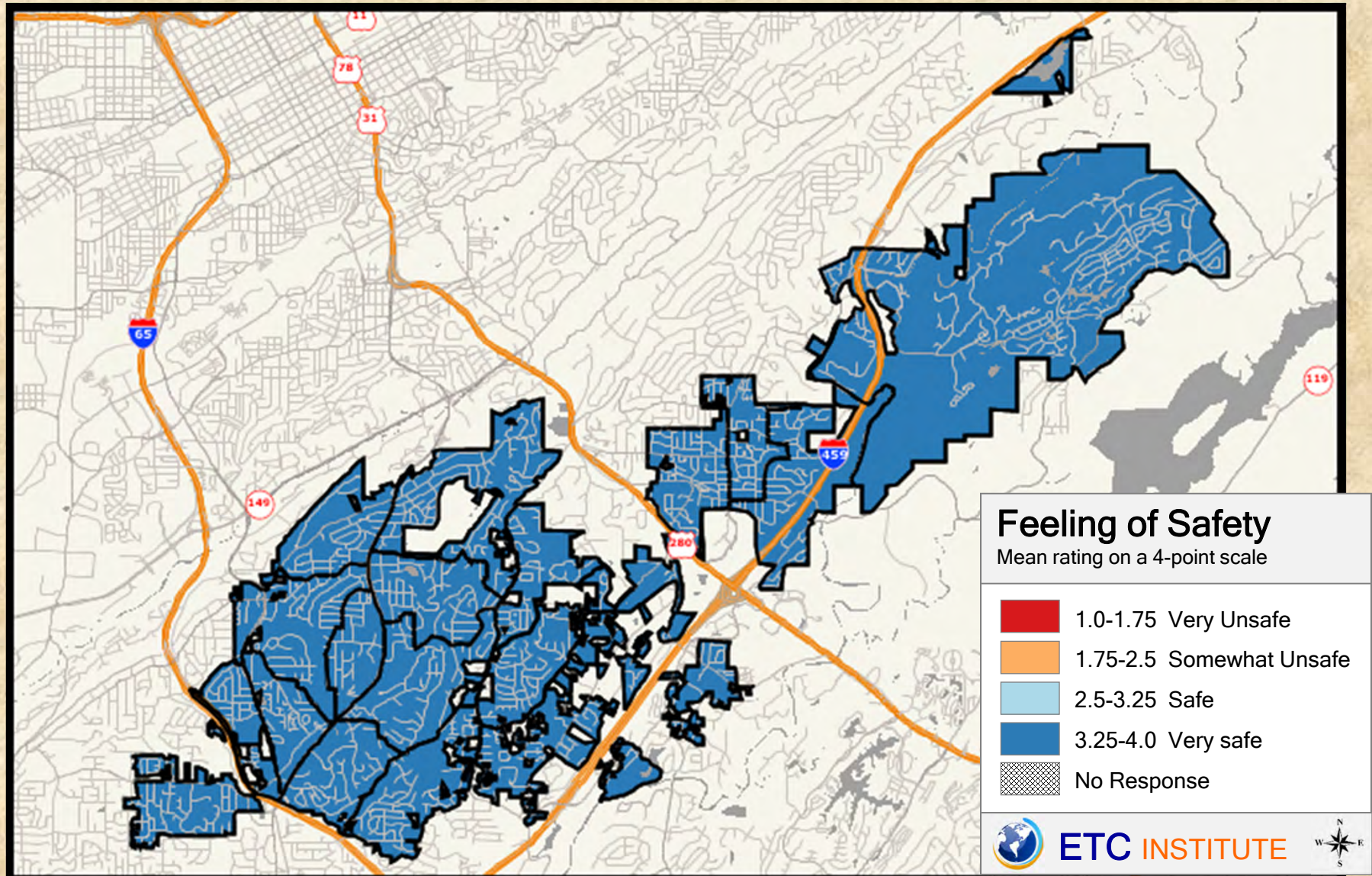
Q8-04 Feeling of safety in commercial and retail areas



2020 City of Vestavia Hills Citizen Survey

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

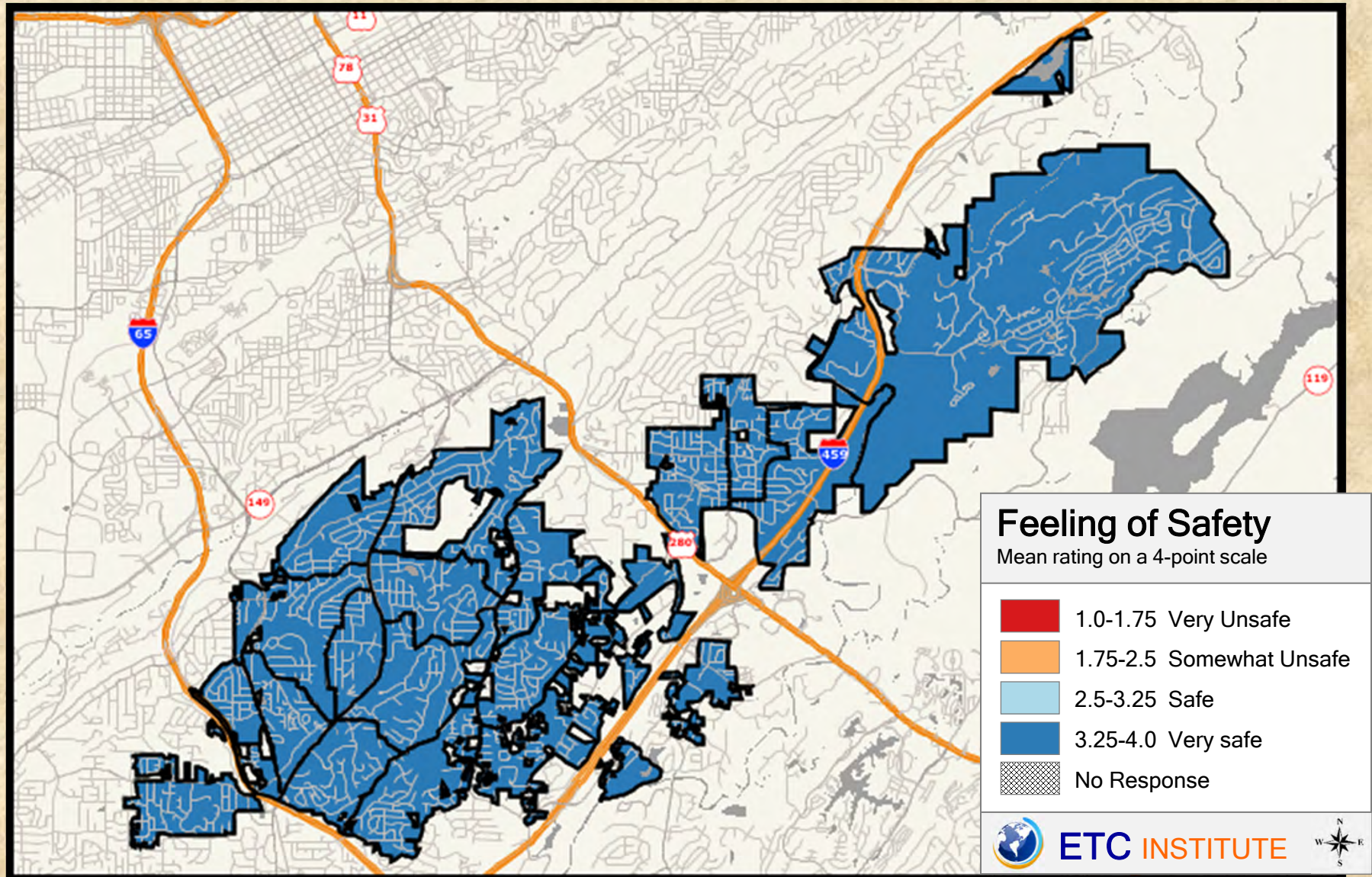
Q8-05 Feeling of safety on school campuses



2020 City of Vestavia Hills Citizen Survey

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

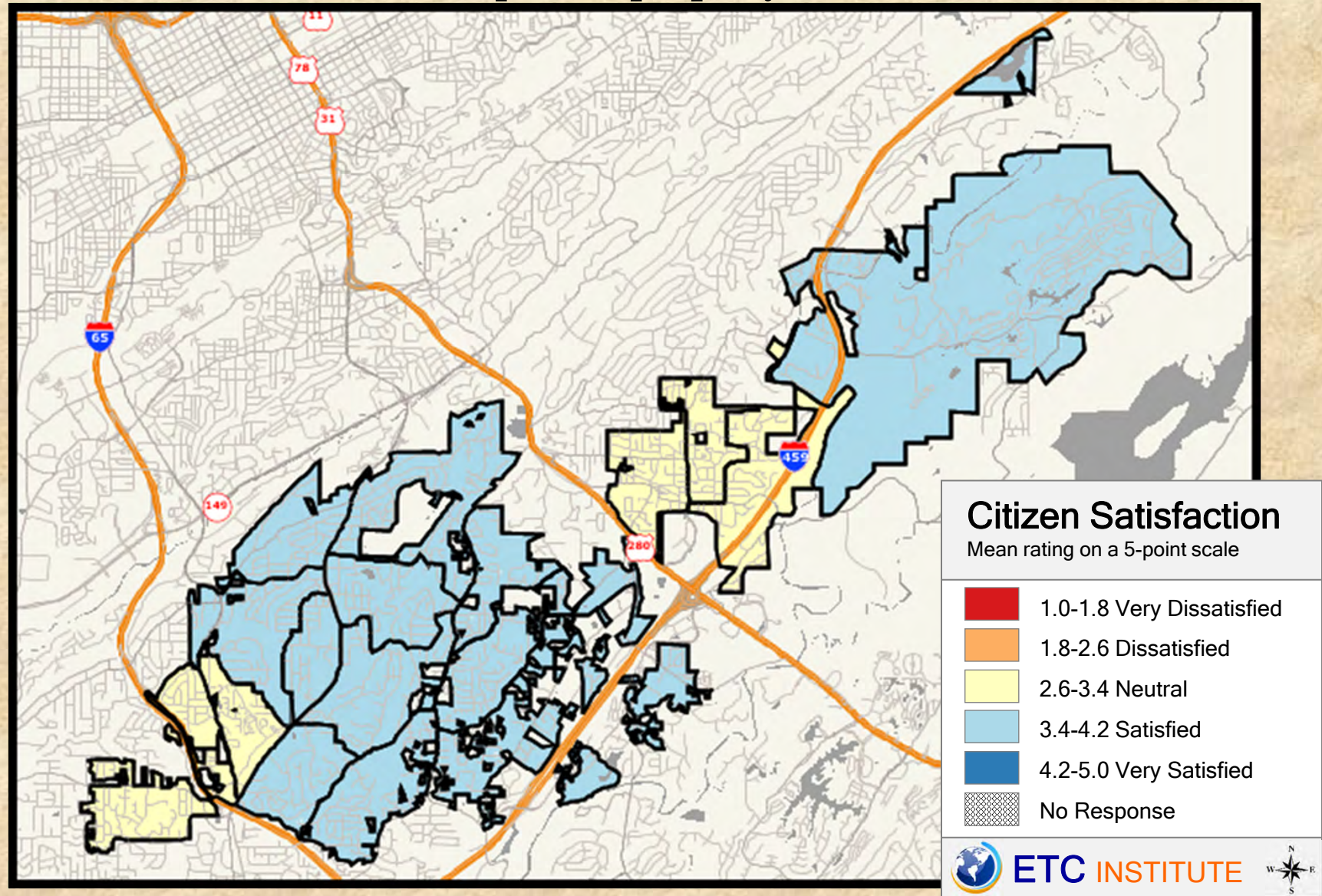
Q8-06 Overall feeling of safety in Vestavia Hills



2020 City of Vestavia Hills Citizen Survey

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

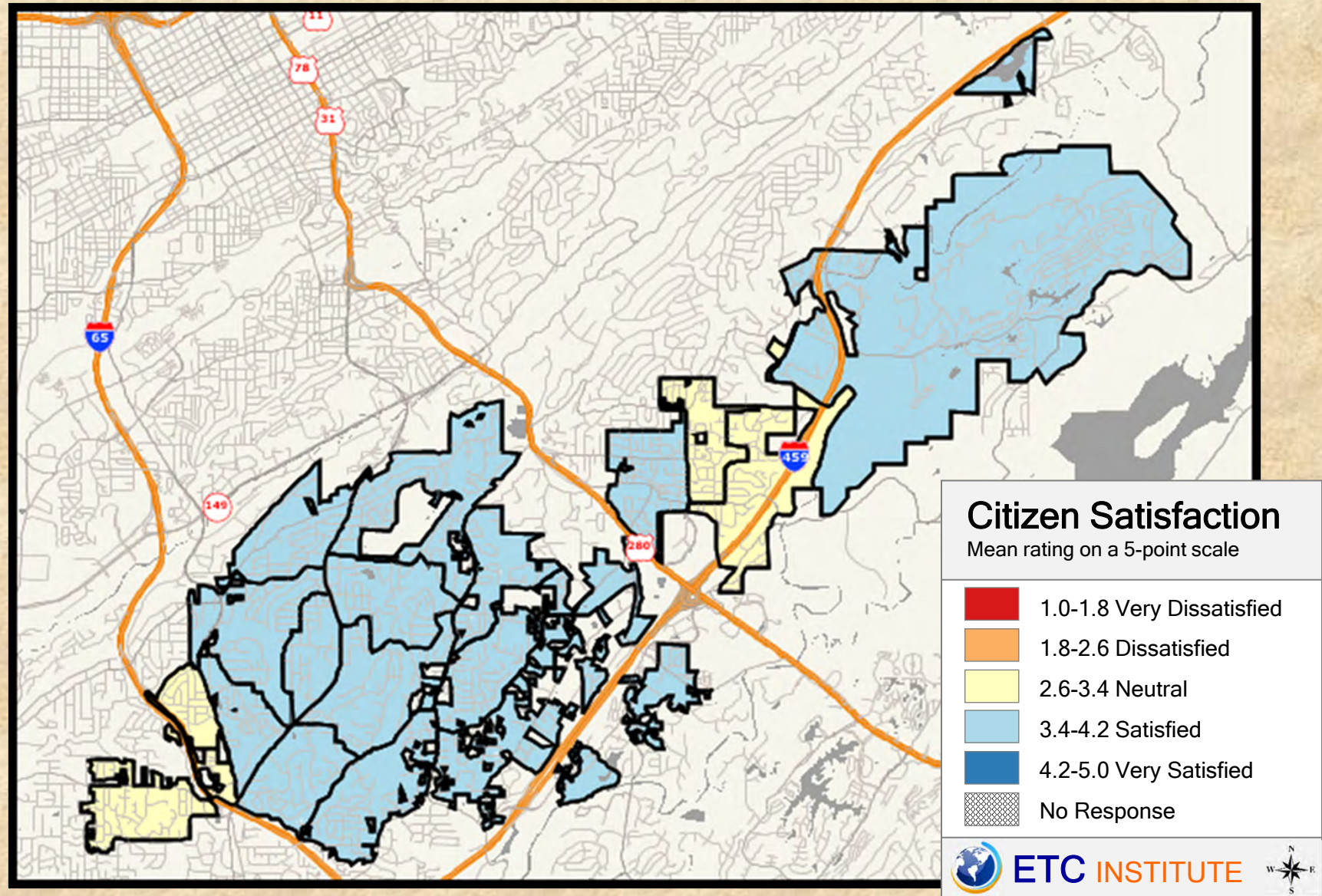
Q9-01 Satisfaction with enforcing the cleanup of litter and debris on private property



2020 City of Vestavia Hills Citizen Survey

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

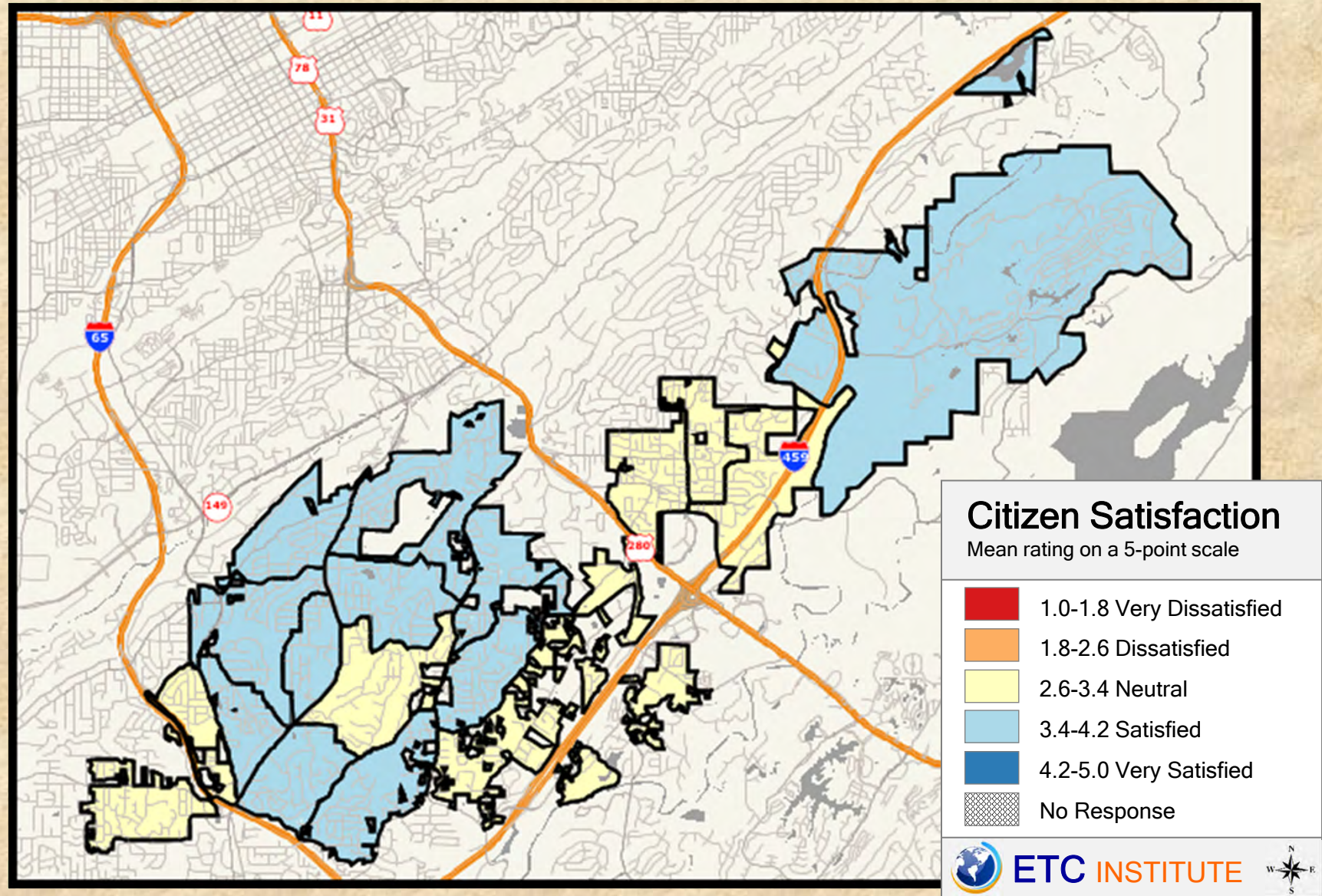
Q9-02 Satisfaction with enforcing the mowing and trimming of private property



2020 City of Vestavia Hills Citizen Survey

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

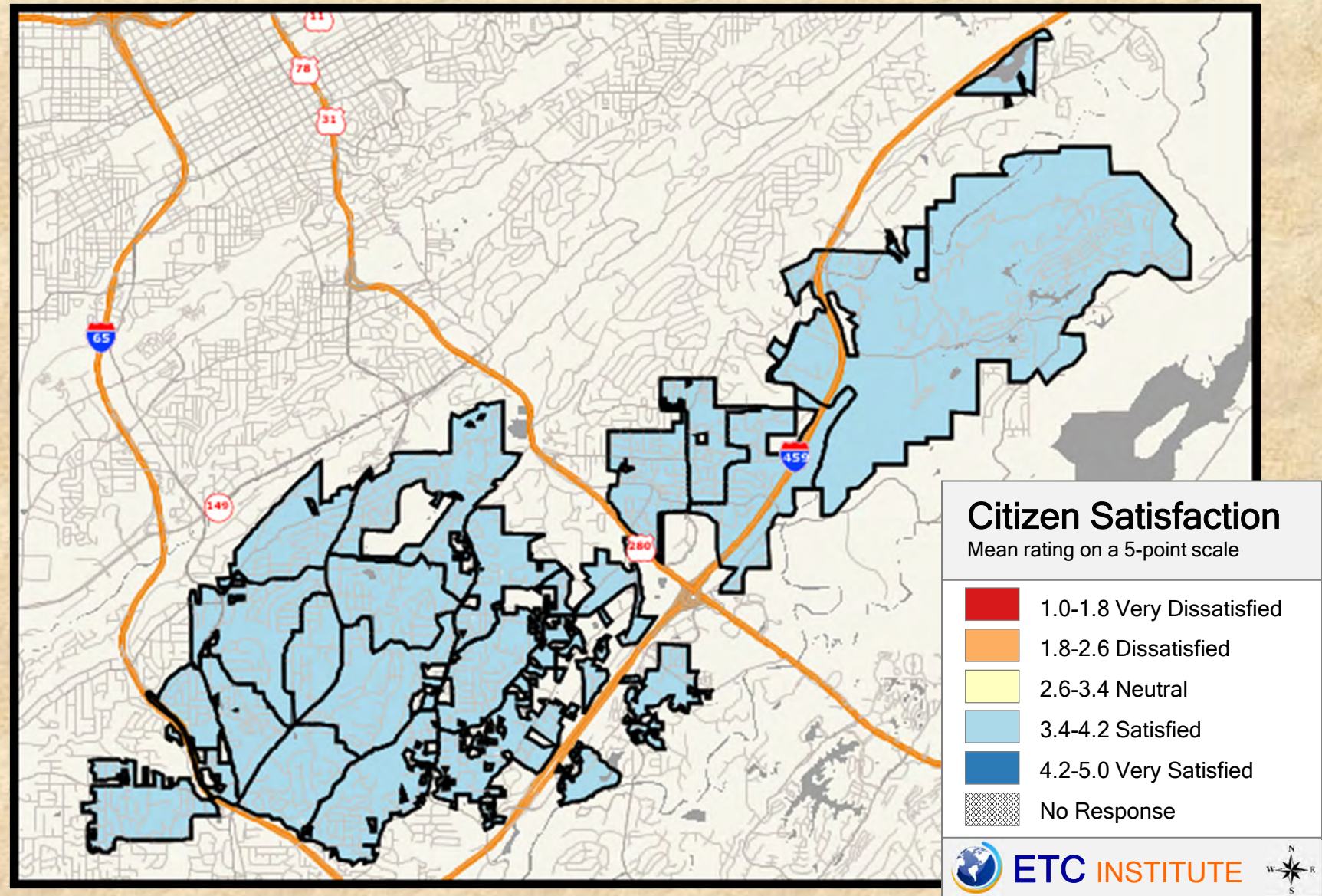
Q9-03 Satisfaction with enforcing the maintenance of residential property (exterior of homes)



2020 City of Vestavia Hills Citizen Survey

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

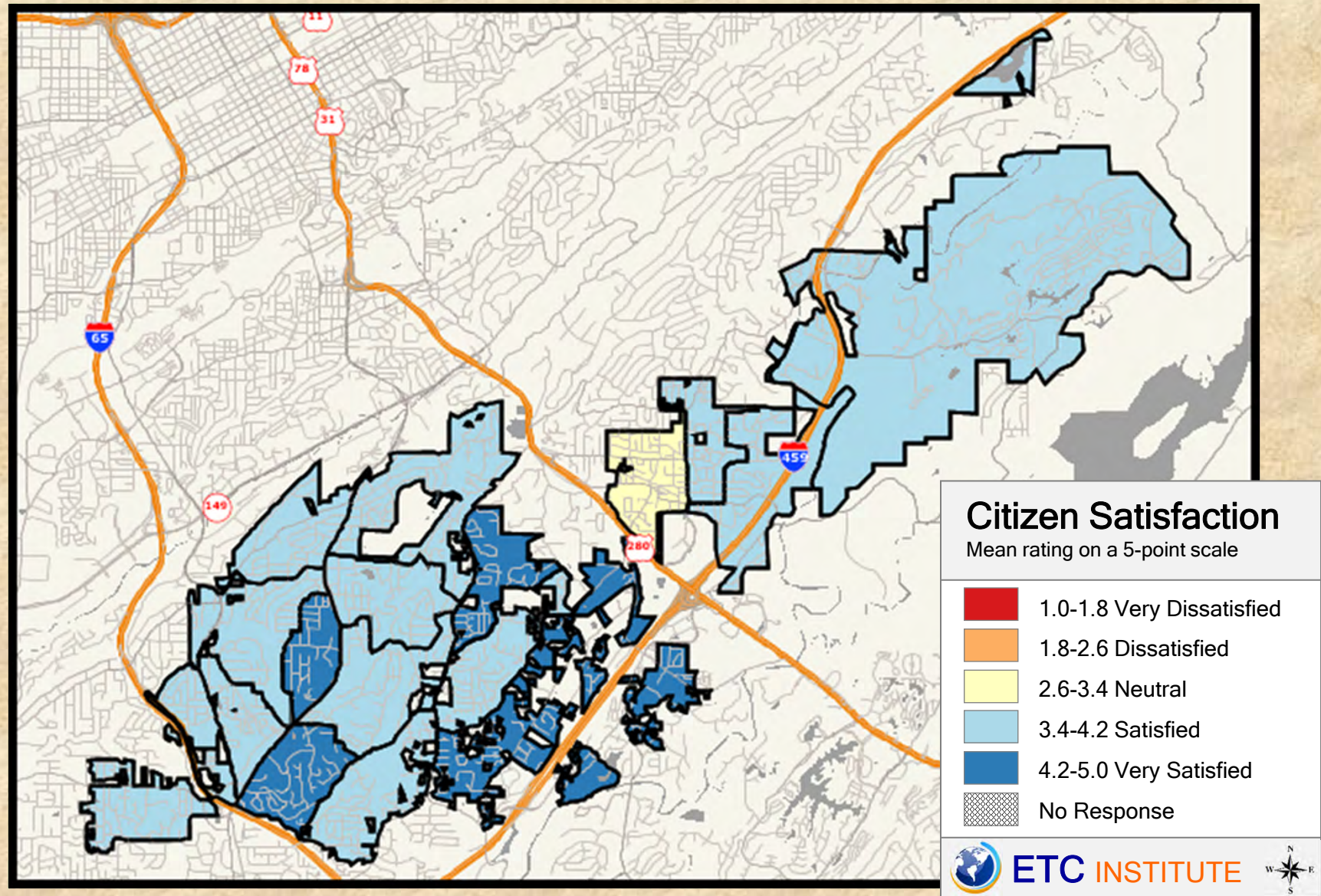
Q9-04 Satisfaction with enforcing the maintenance of business property



2020 City of Vestavia Hills Citizen Survey

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

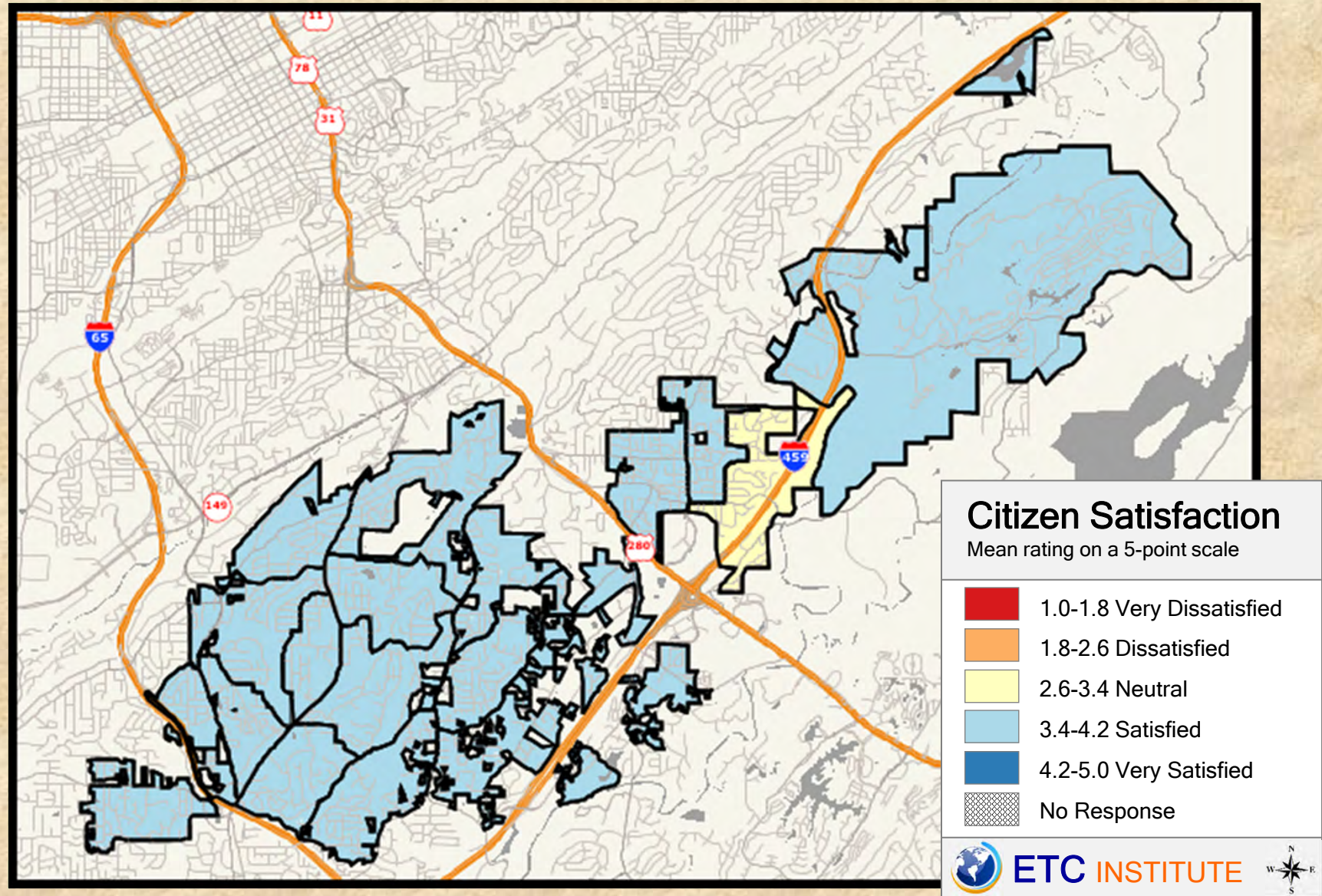
Q9-05 Satisfaction with enforcing codes designed to protect public safety



2020 City of Vestavia Hills Citizen Survey

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

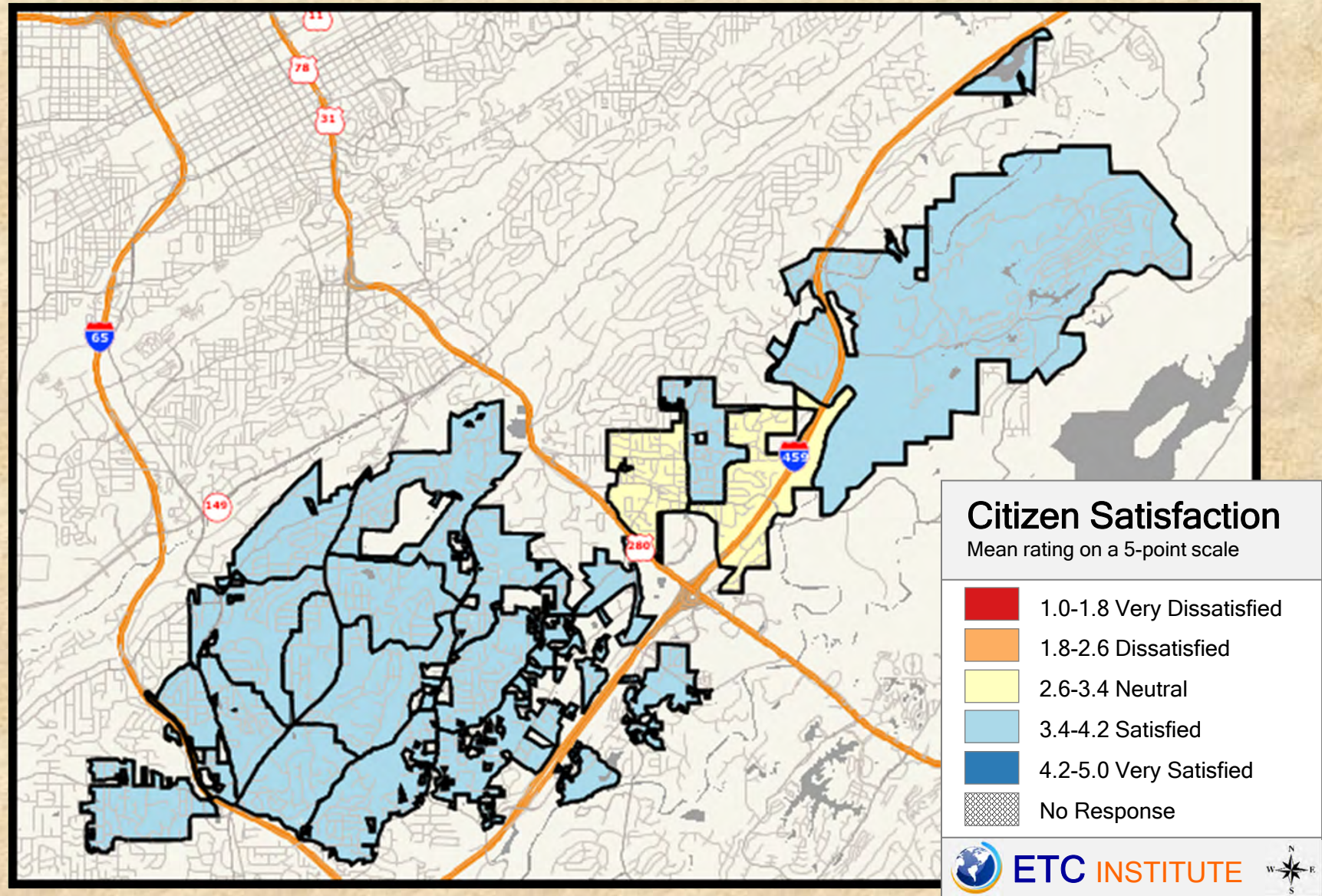
Q9-06 Satisfaction with enforcing sign regulations



2020 City of Vestavia Hills Citizen Survey

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

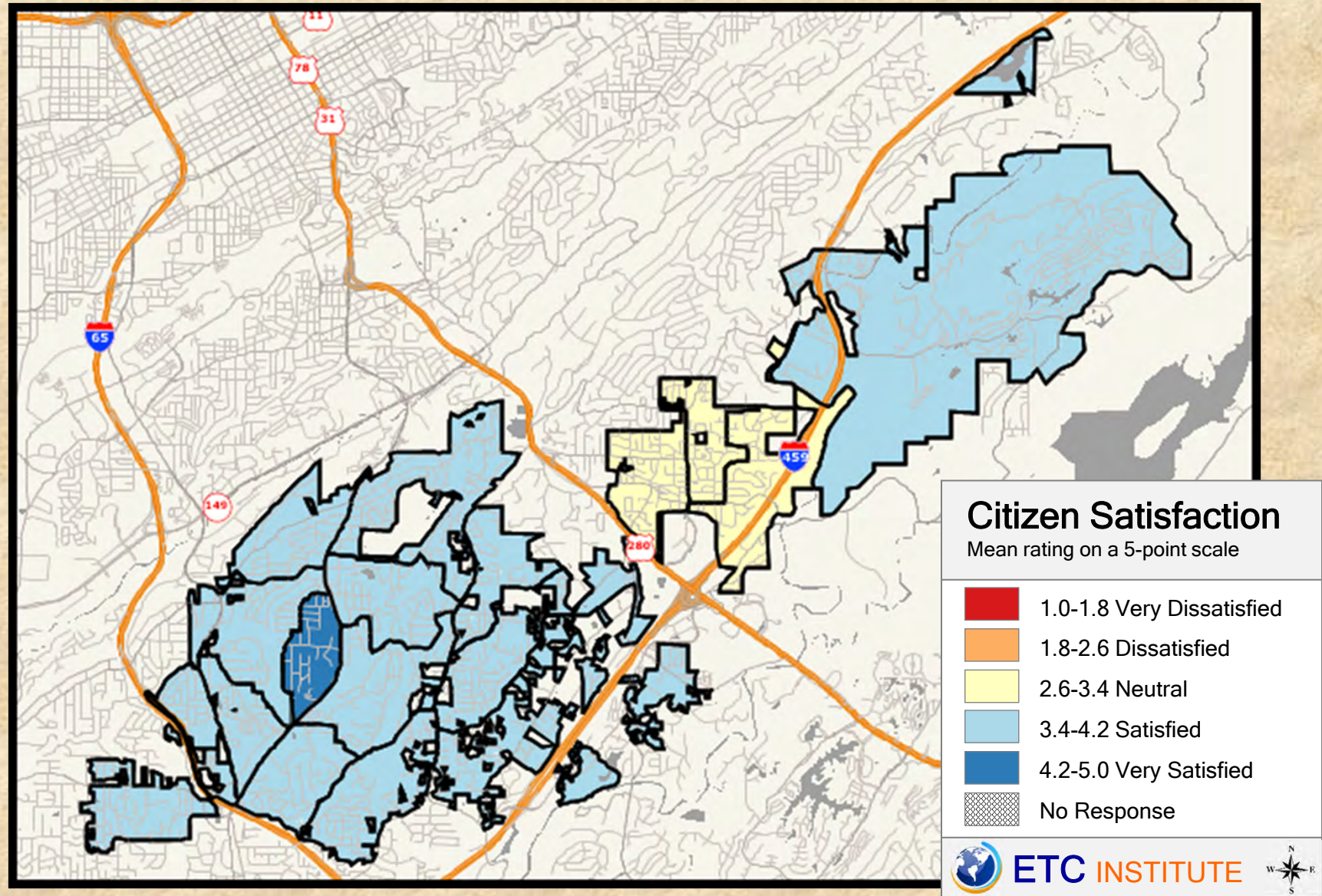
Q10-01 Satisfaction with maintenance of major City streets



2020 City of Vestavia Hills Citizen Survey

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

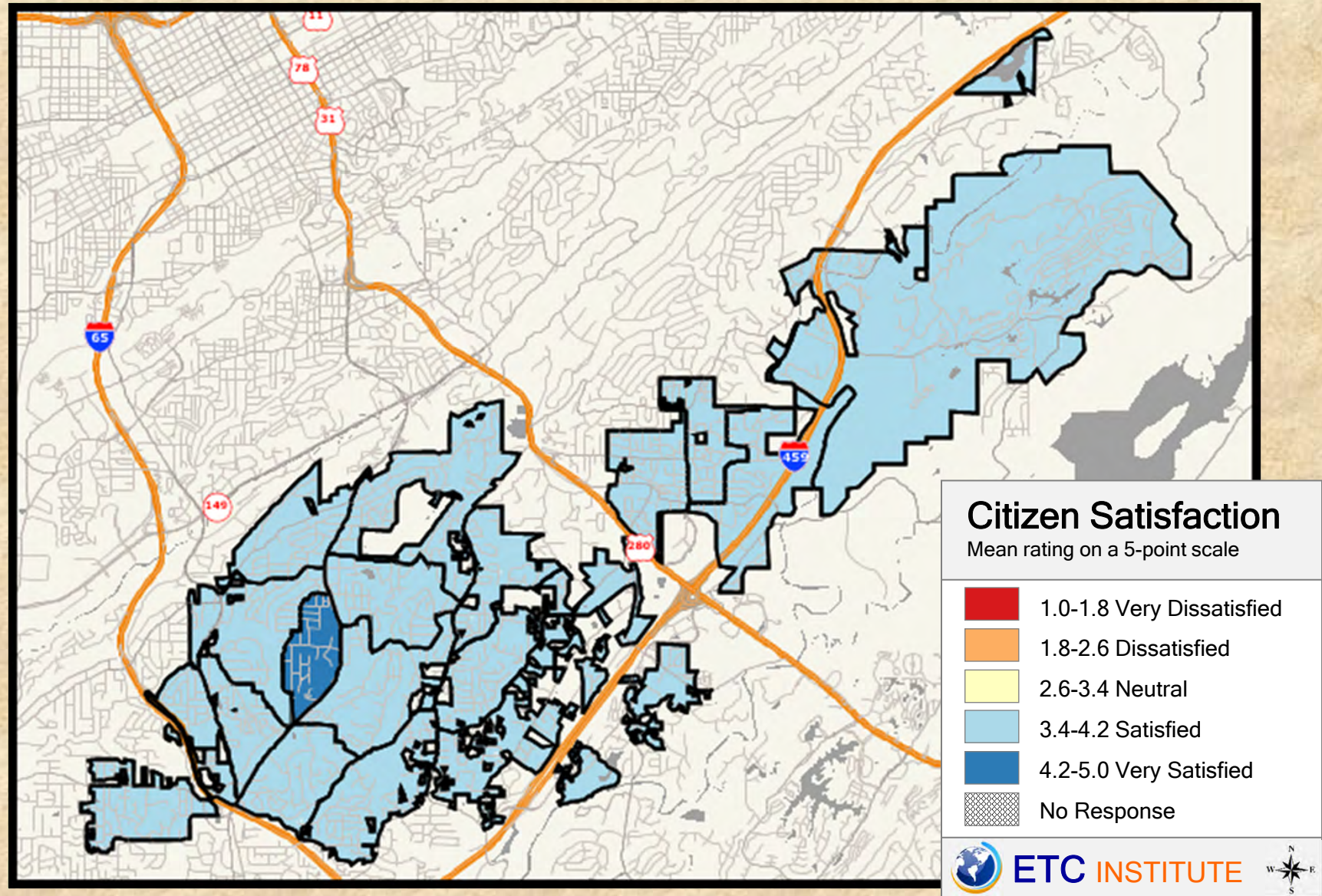
Q10-02 Satisfaction with maintenance of sidewalks



2020 City of Vestavia Hills Citizen Survey

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

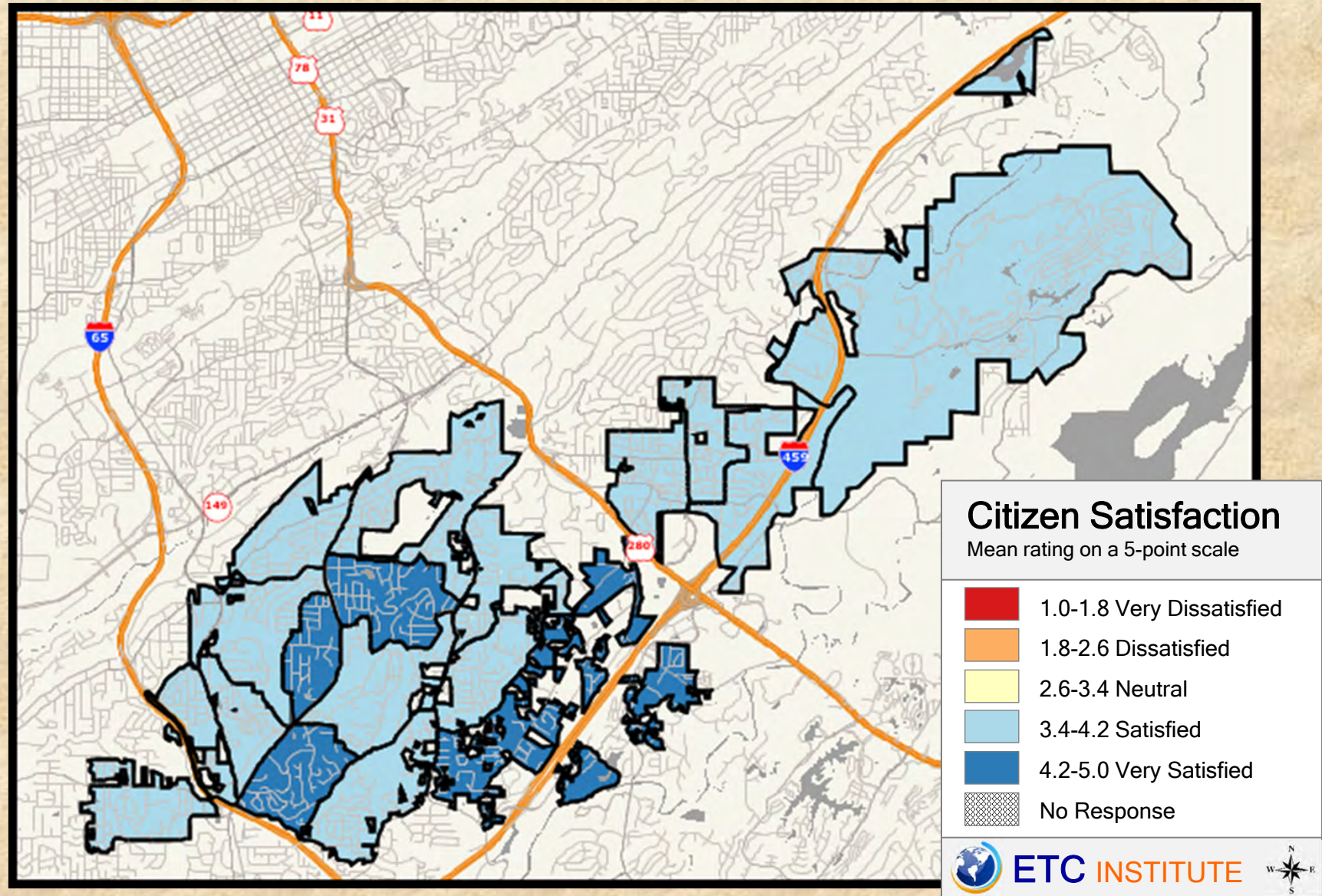
Q10-03 Satisfaction with maintenance of street signs



2020 City of Vestavia Hills Citizen Survey

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

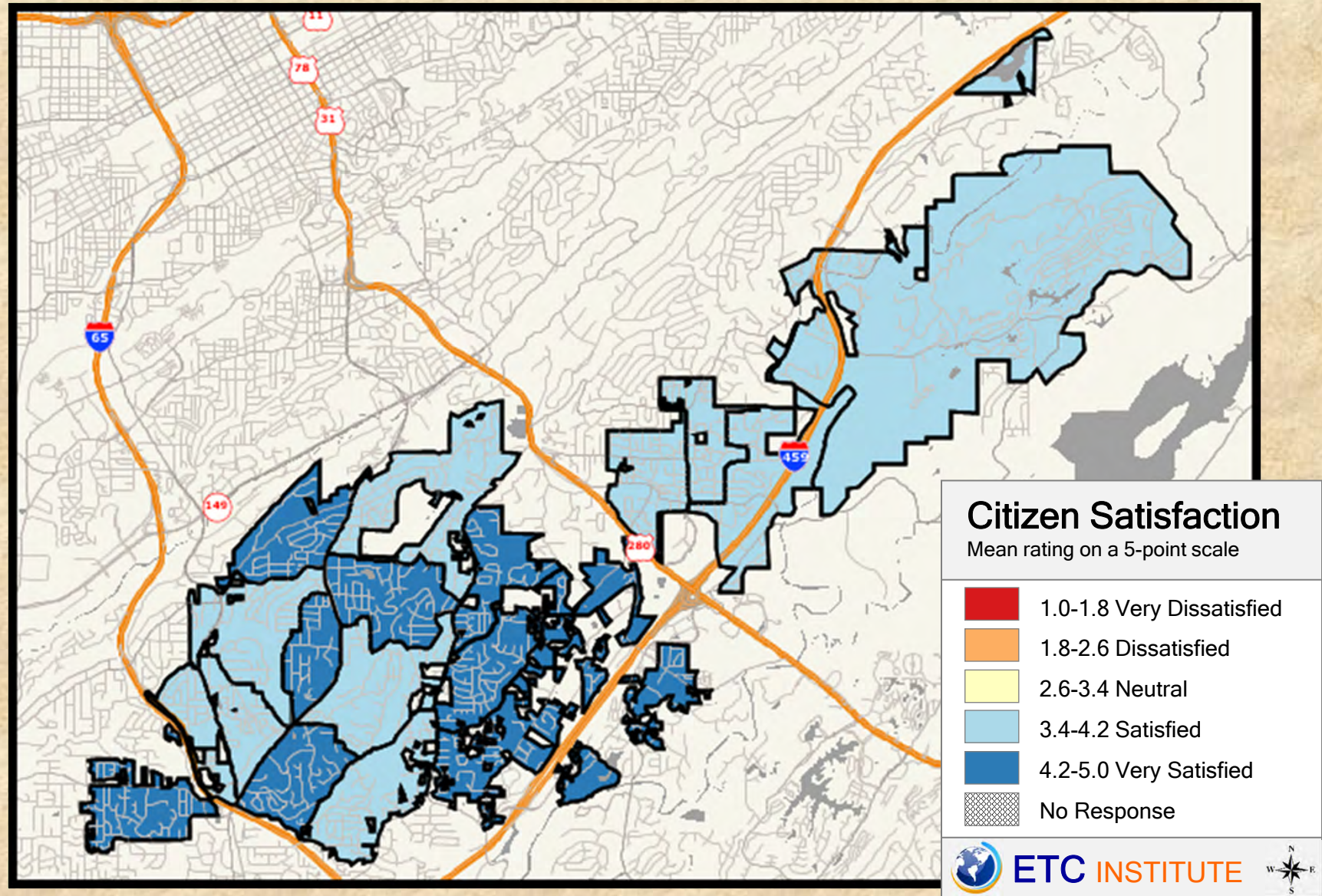
Q10-04 Satisfaction with maintenance of traffic signals



2020 City of Vestavia Hills Citizen Survey

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

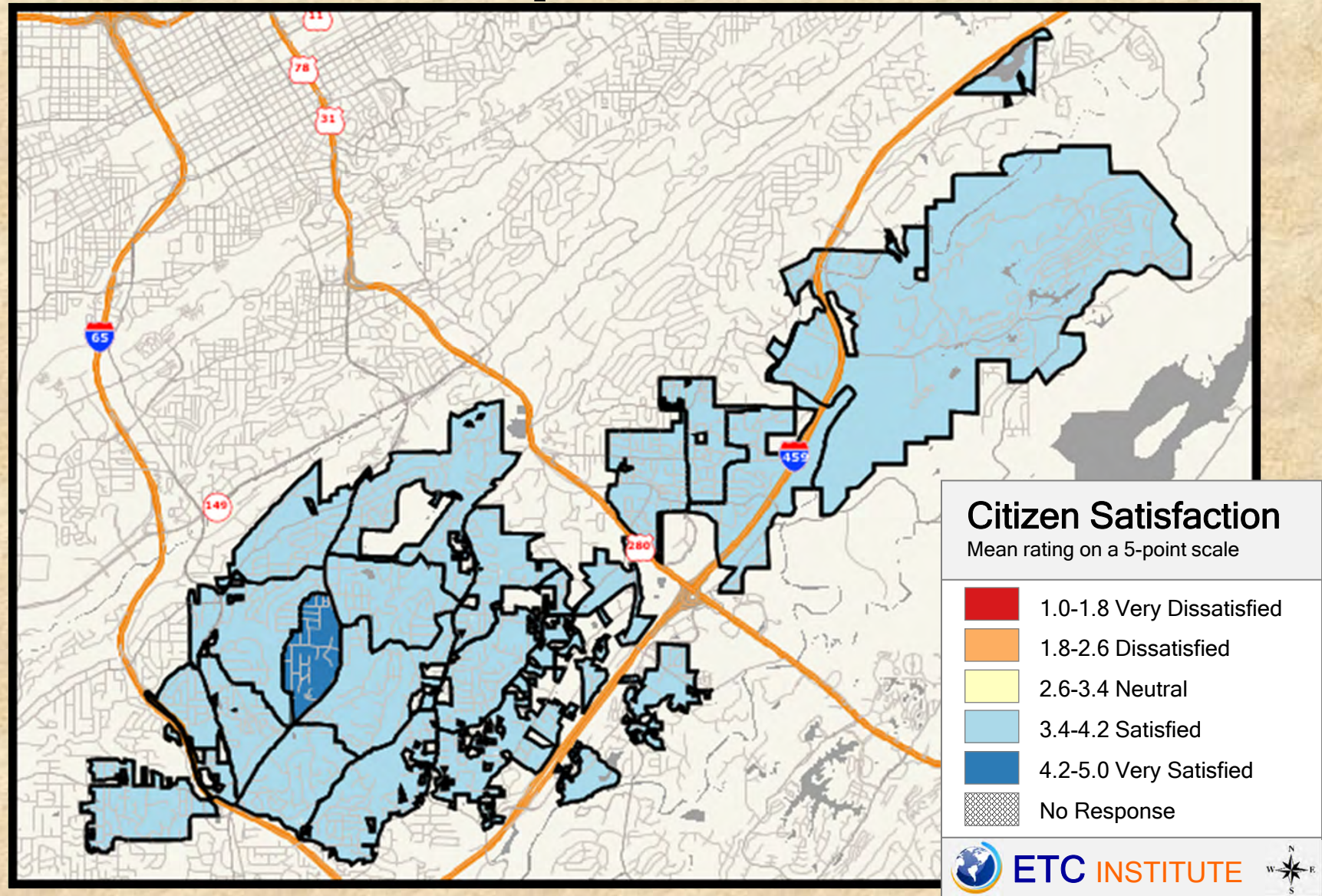
Q10-05 Satisfaction with maintenance of City owned buildings



2020 City of Vestavia Hills Citizen Survey

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

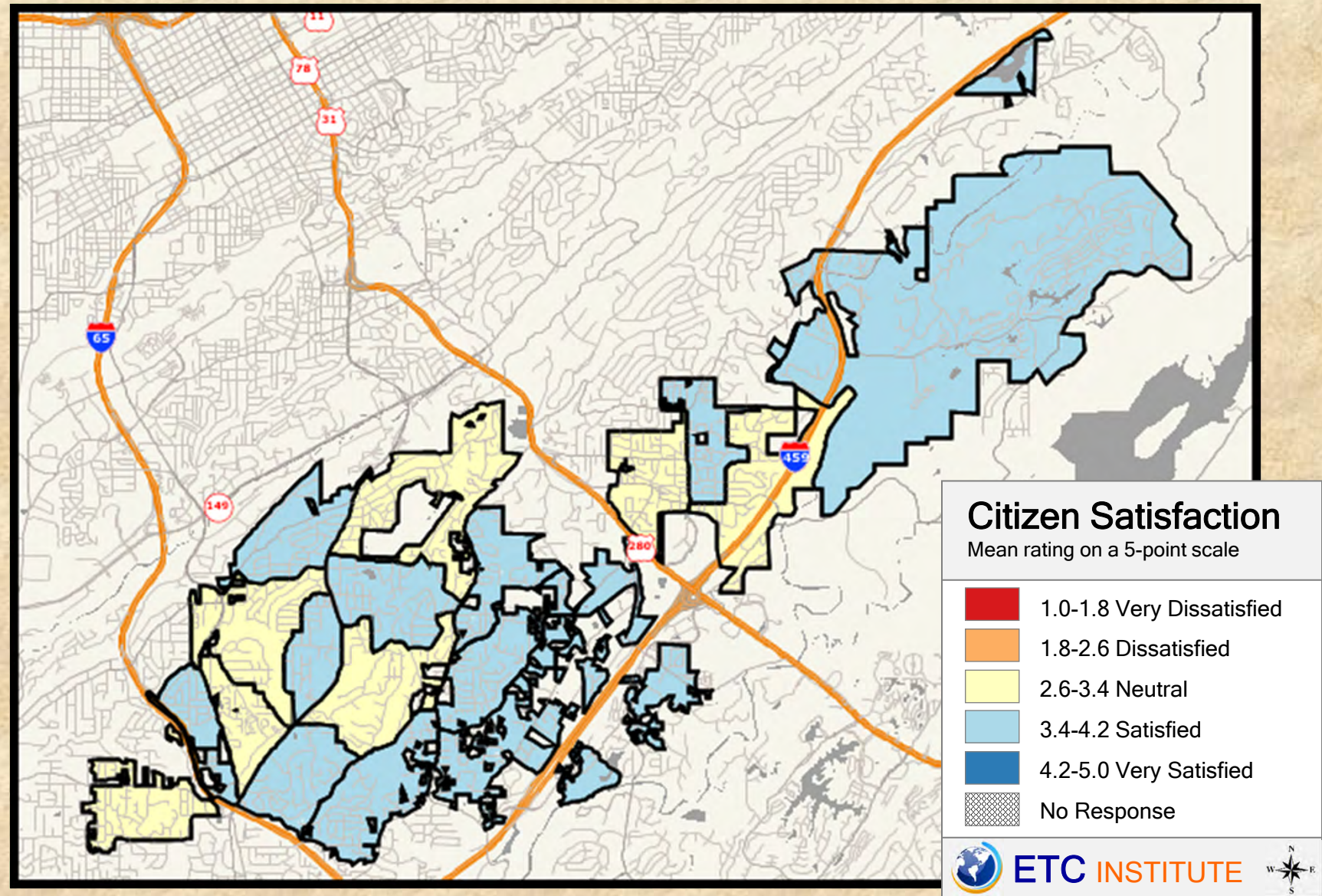
Q10-06 Satisfaction with mowing and trimming along streets and other public areas



2020 City of Vestavia Hills Citizen Survey

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

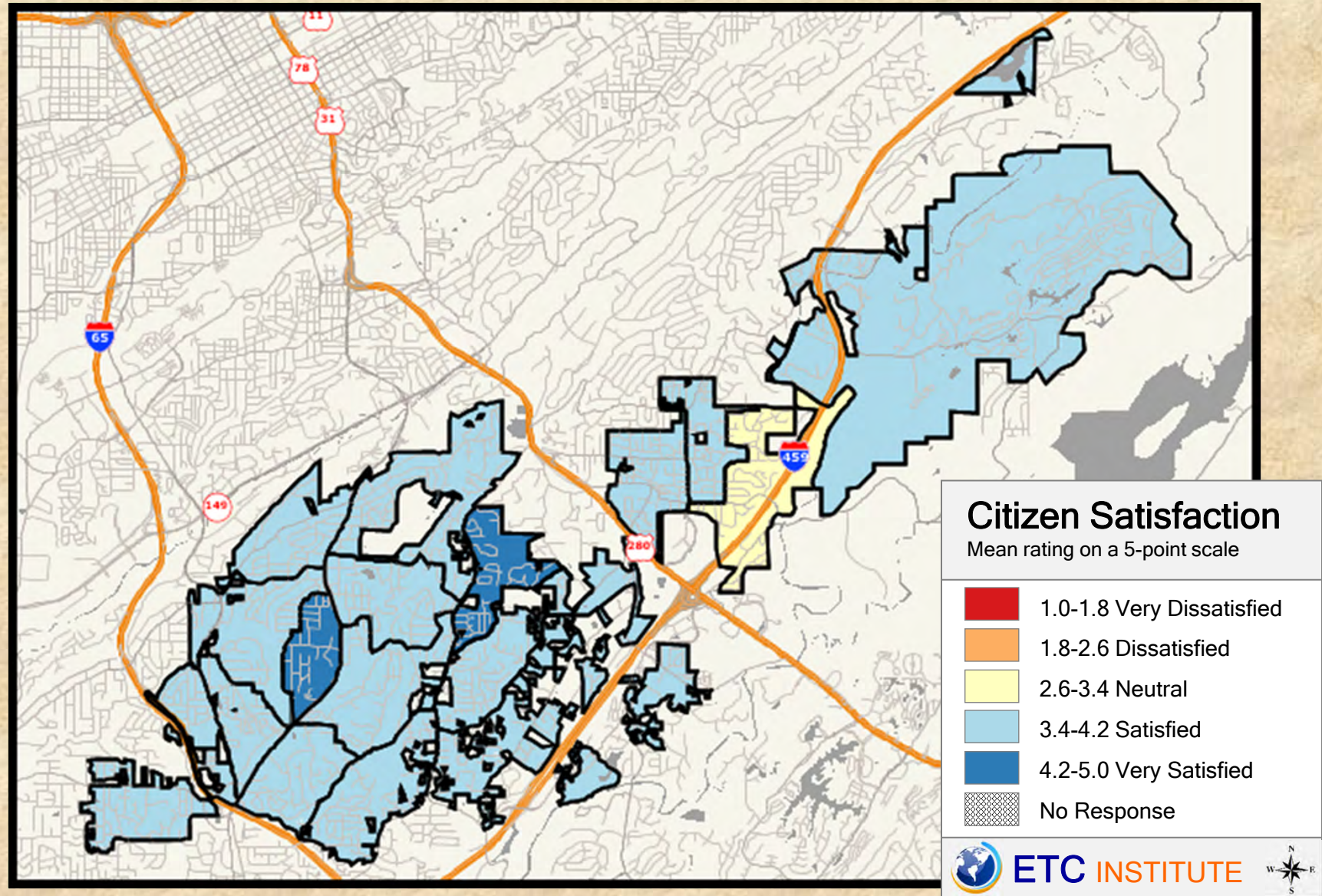
Q10-07 Satisfaction with adequacy of City street lighting



2020 City of Vestavia Hills Citizen Survey

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

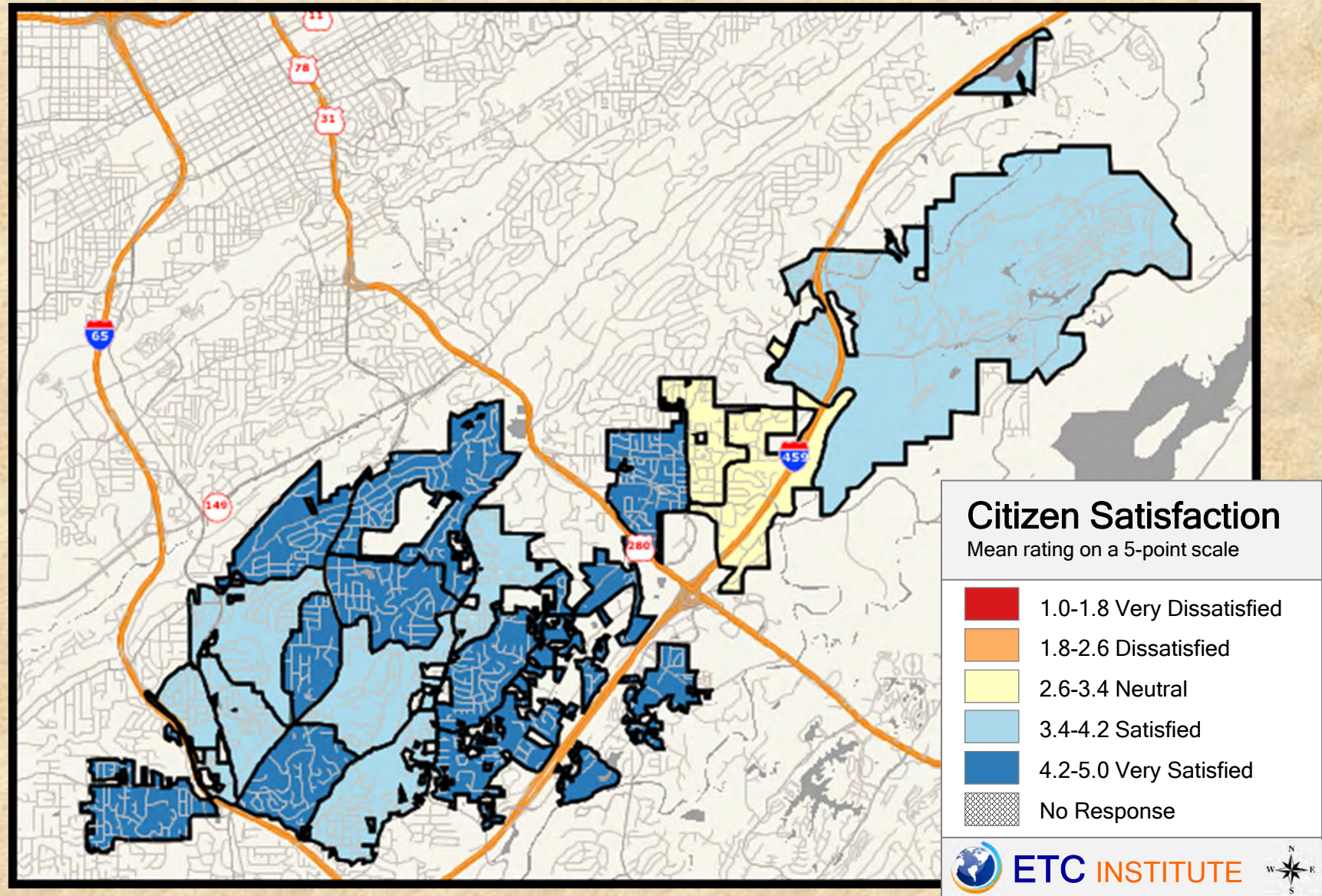
Q10-08 Satisfaction with overall cleanliness of City streets/other public areas



2020 City of Vestavia Hills Citizen Survey

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

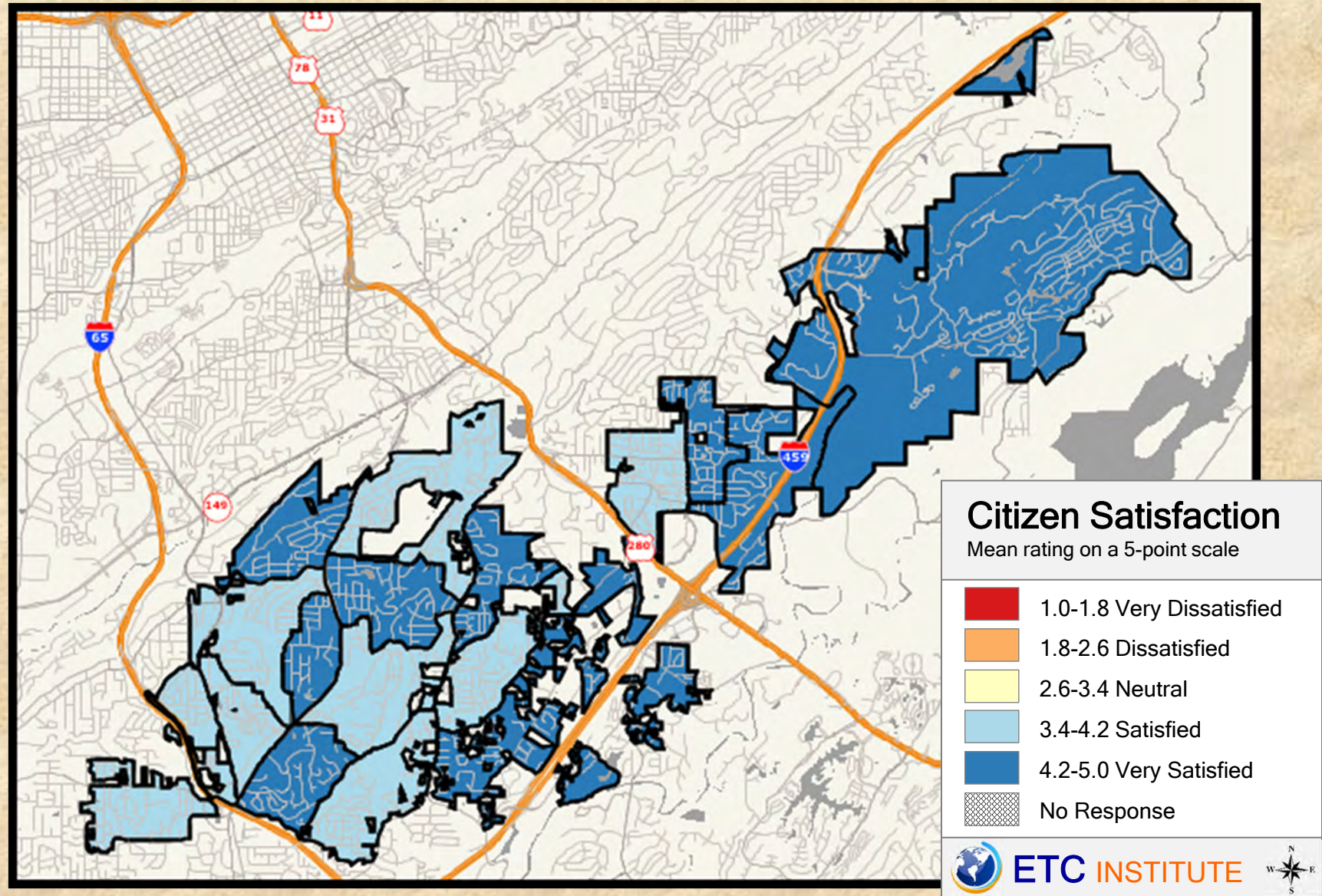
Q12-01 Satisfaction with swimming pools – new aquatic complex



2020 City of Vestavia Hills Citizen Survey

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

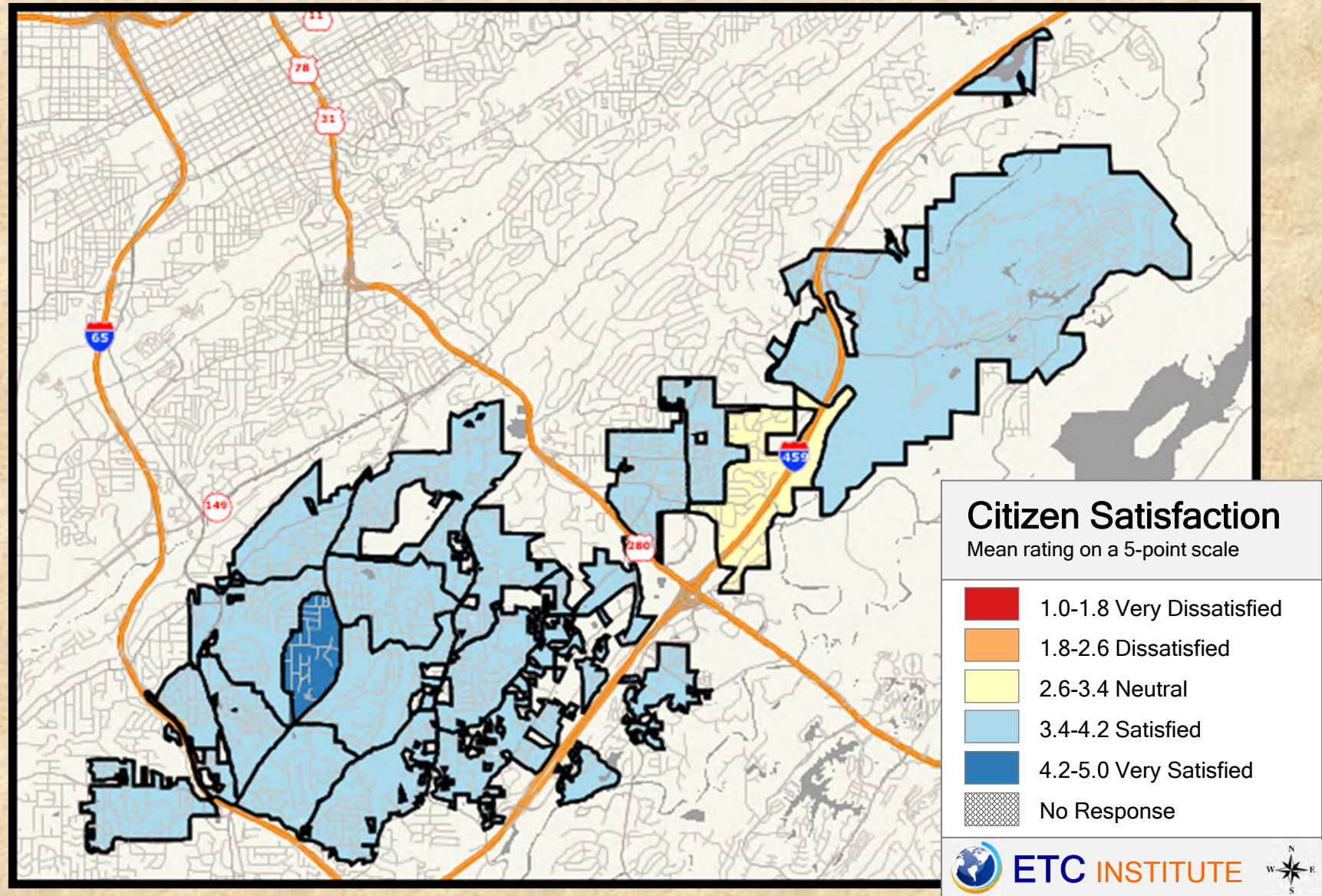
Q12-02 Satisfaction with maintenance of City ballfields



2020 City of Vestavia Hills Citizen Survey

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

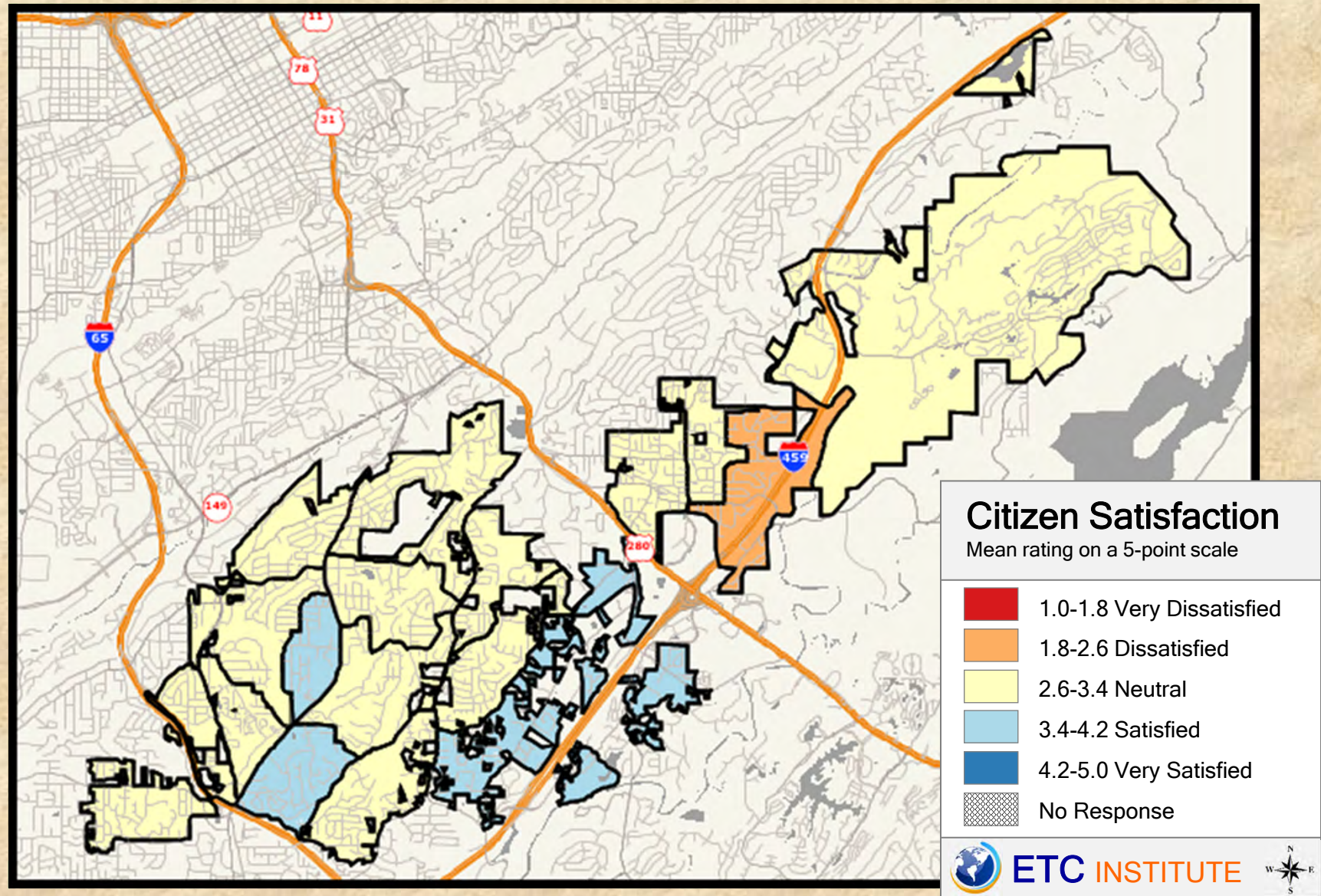
Q12-03 Satisfaction with number of City parks



2020 City of Vestavia Hills Citizen Survey

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

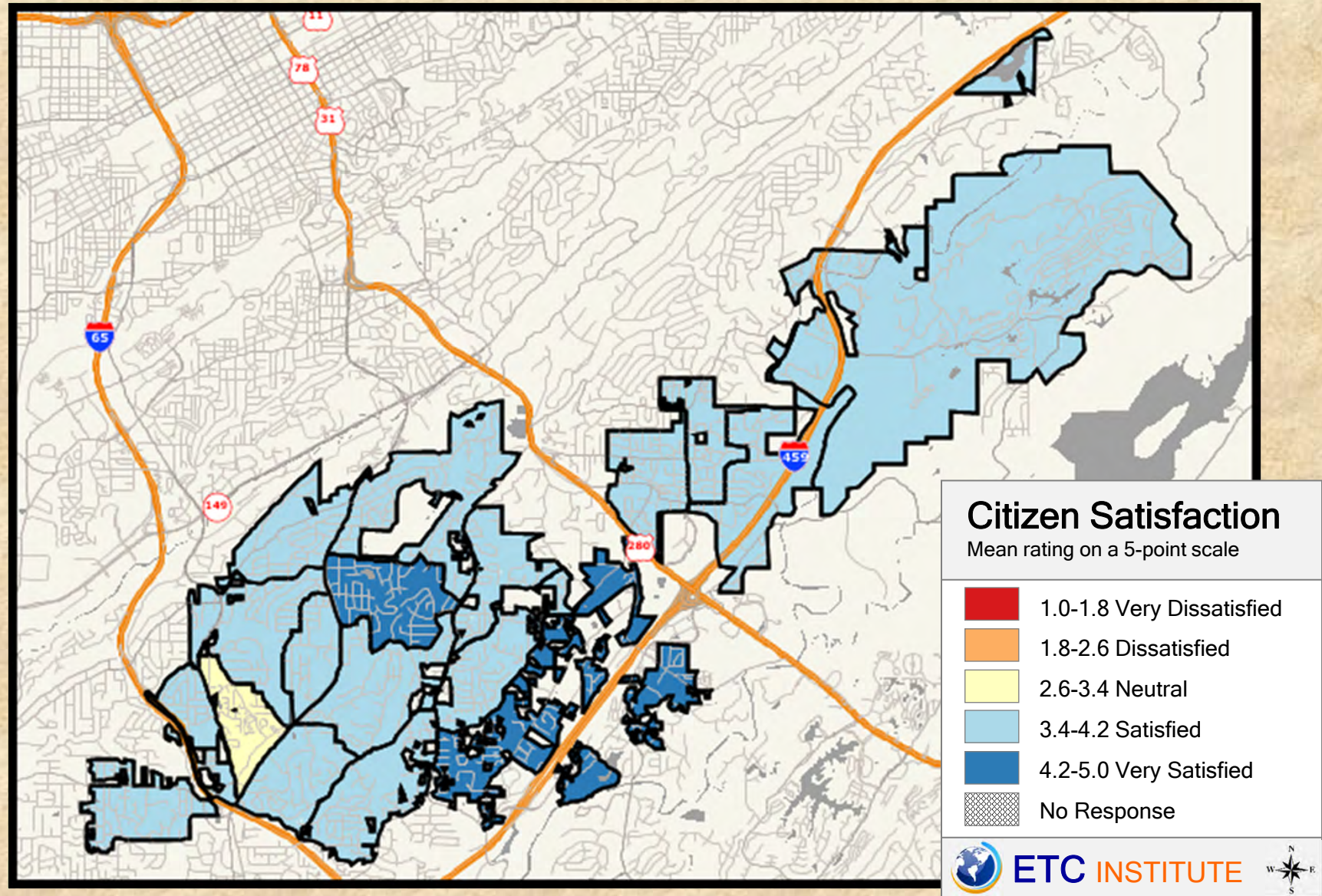
Q12-04 Satisfaction with number of walking and biking trails



2020 City of Vestavia Hills Citizen Survey

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

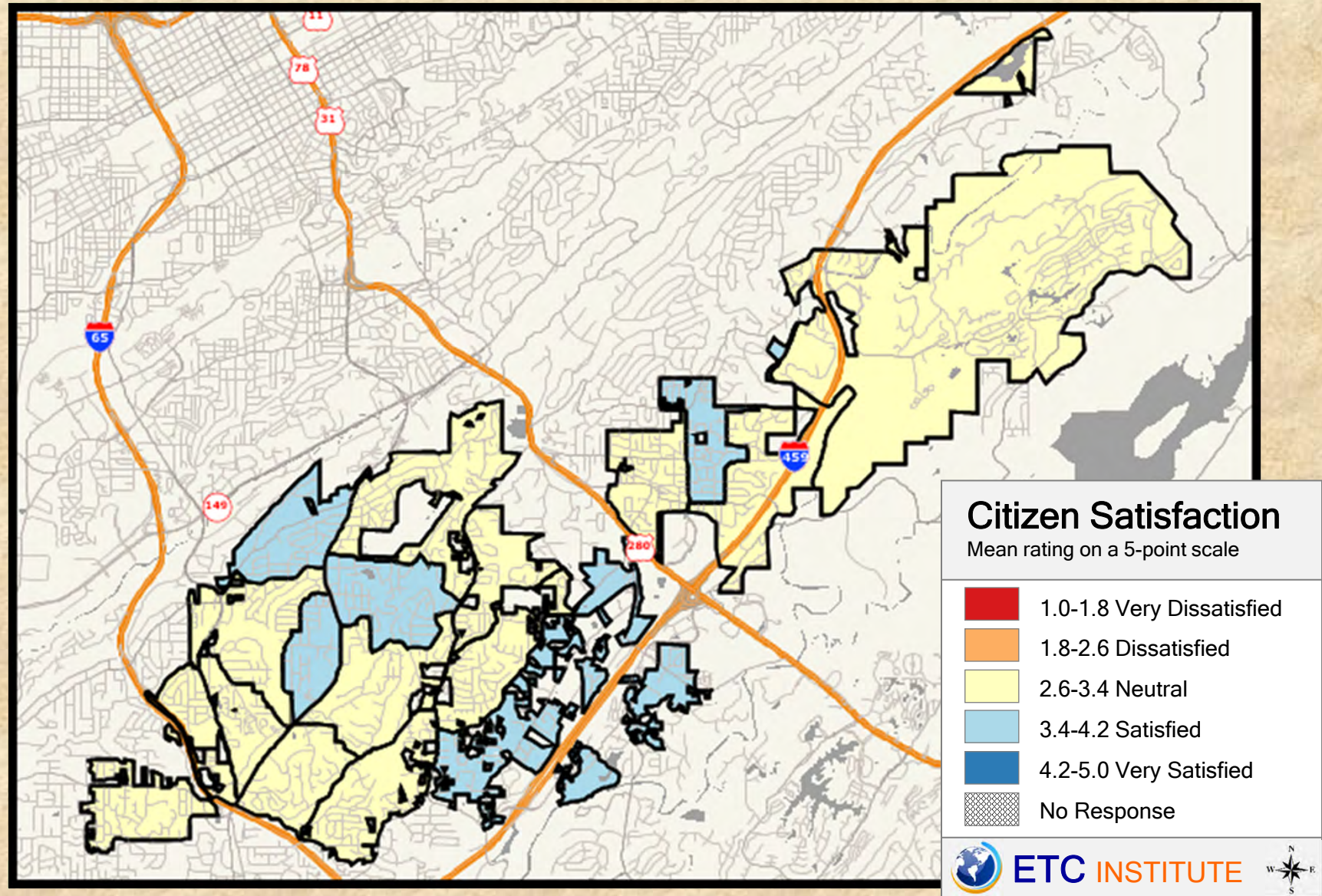
Q12-05 Satisfaction with outdoor athletic fields (baseball, soccer, softball, lacrosse, football)



2020 City of Vestavia Hills Citizen Survey

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

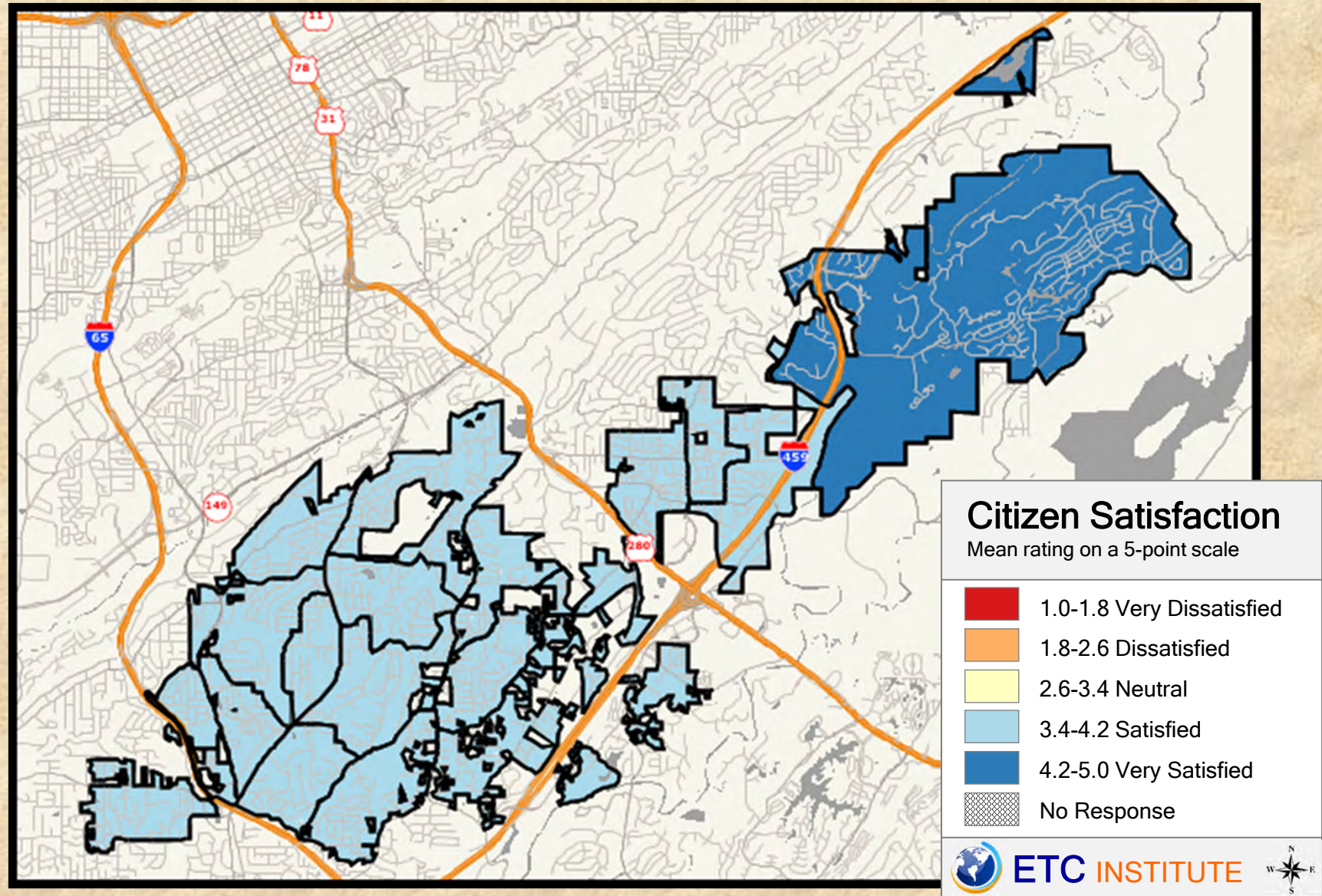
Q12-06 Satisfaction with community recreational centers



2020 City of Vestavia Hills Citizen Survey

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

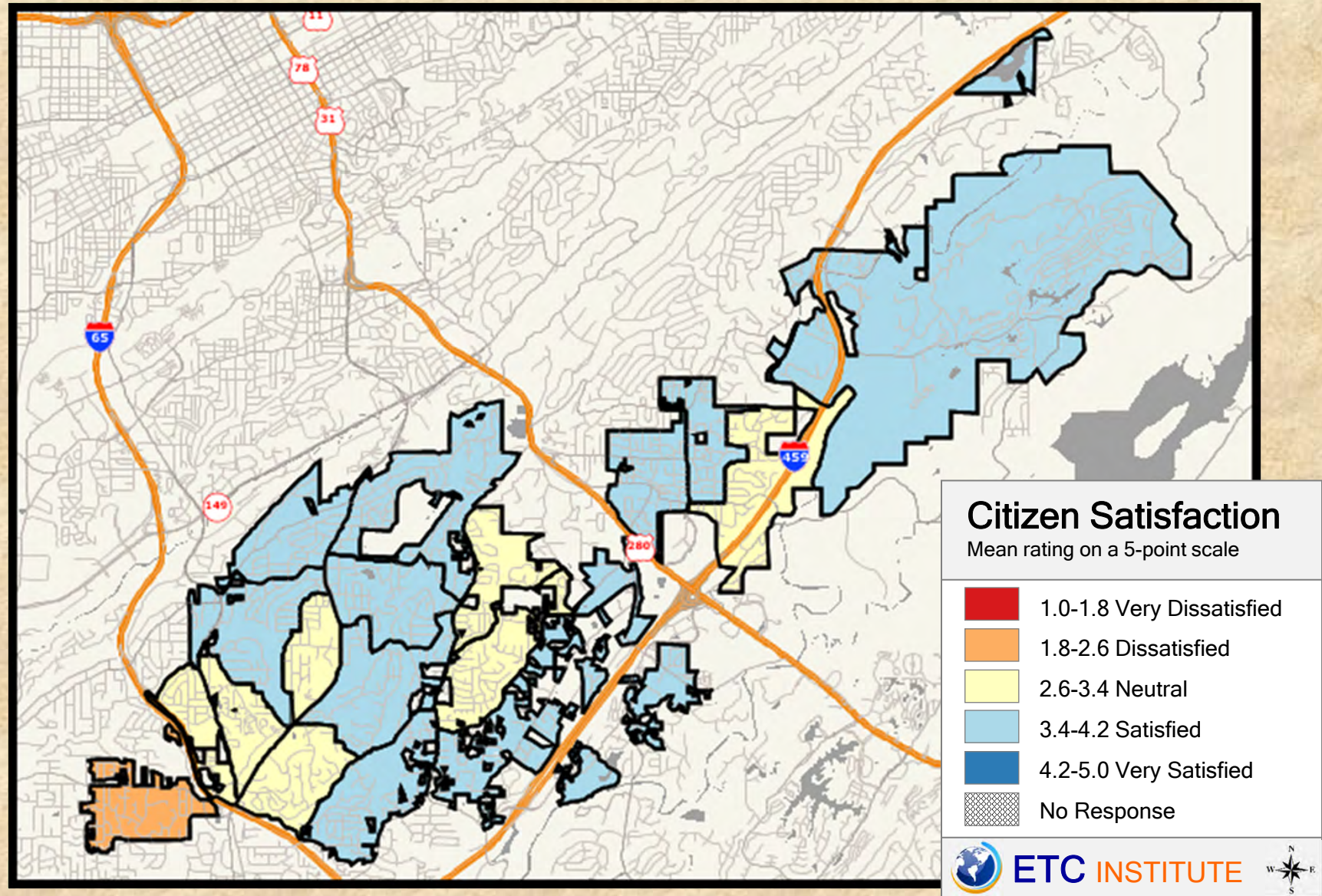
Q12-07 Satisfaction with the City's youth athletic programs



2020 City of Vestavia Hills Citizen Survey

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

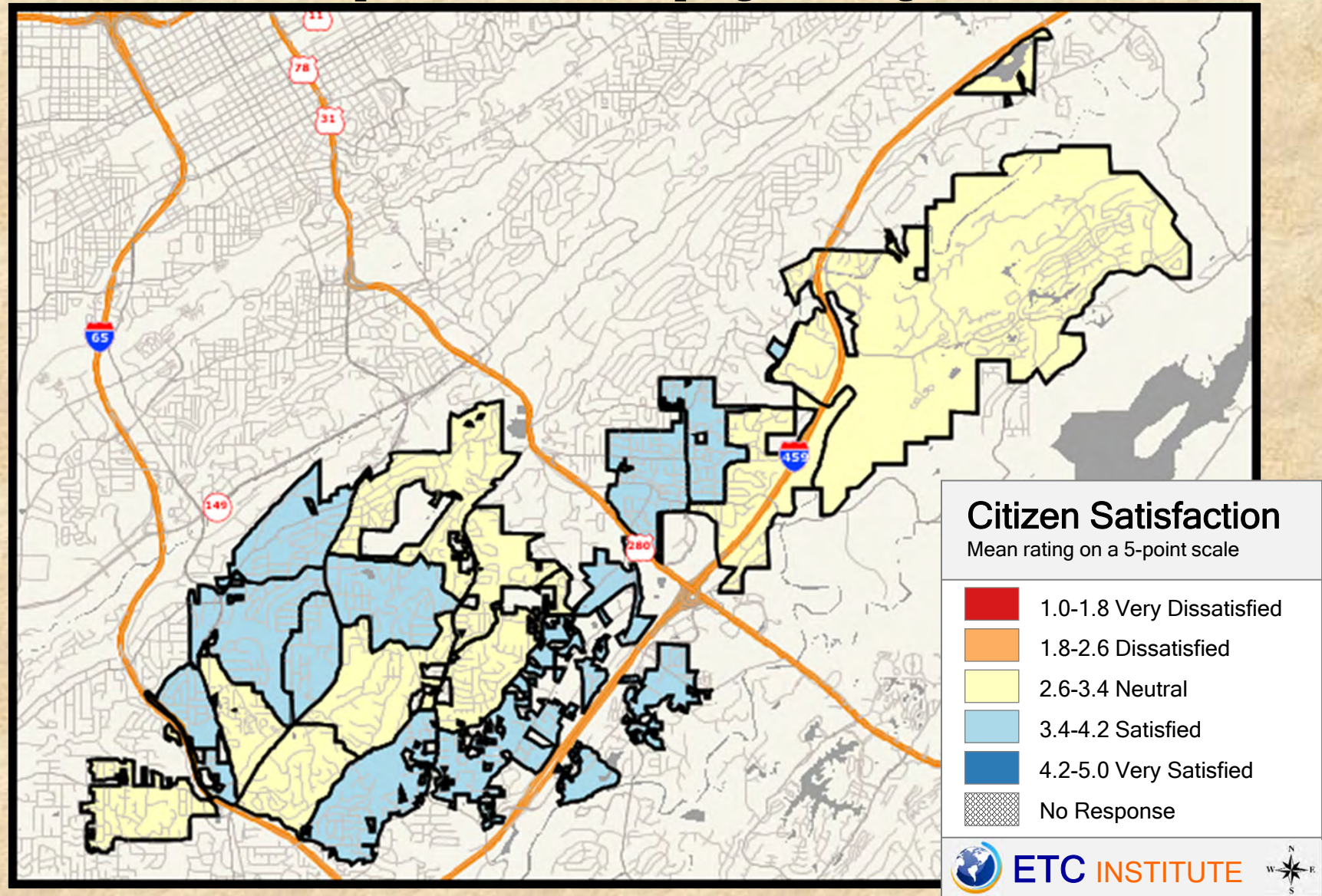
Q12-08 Satisfaction with the City's senior programs



2020 City of Vestavia Hills Citizen Survey

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

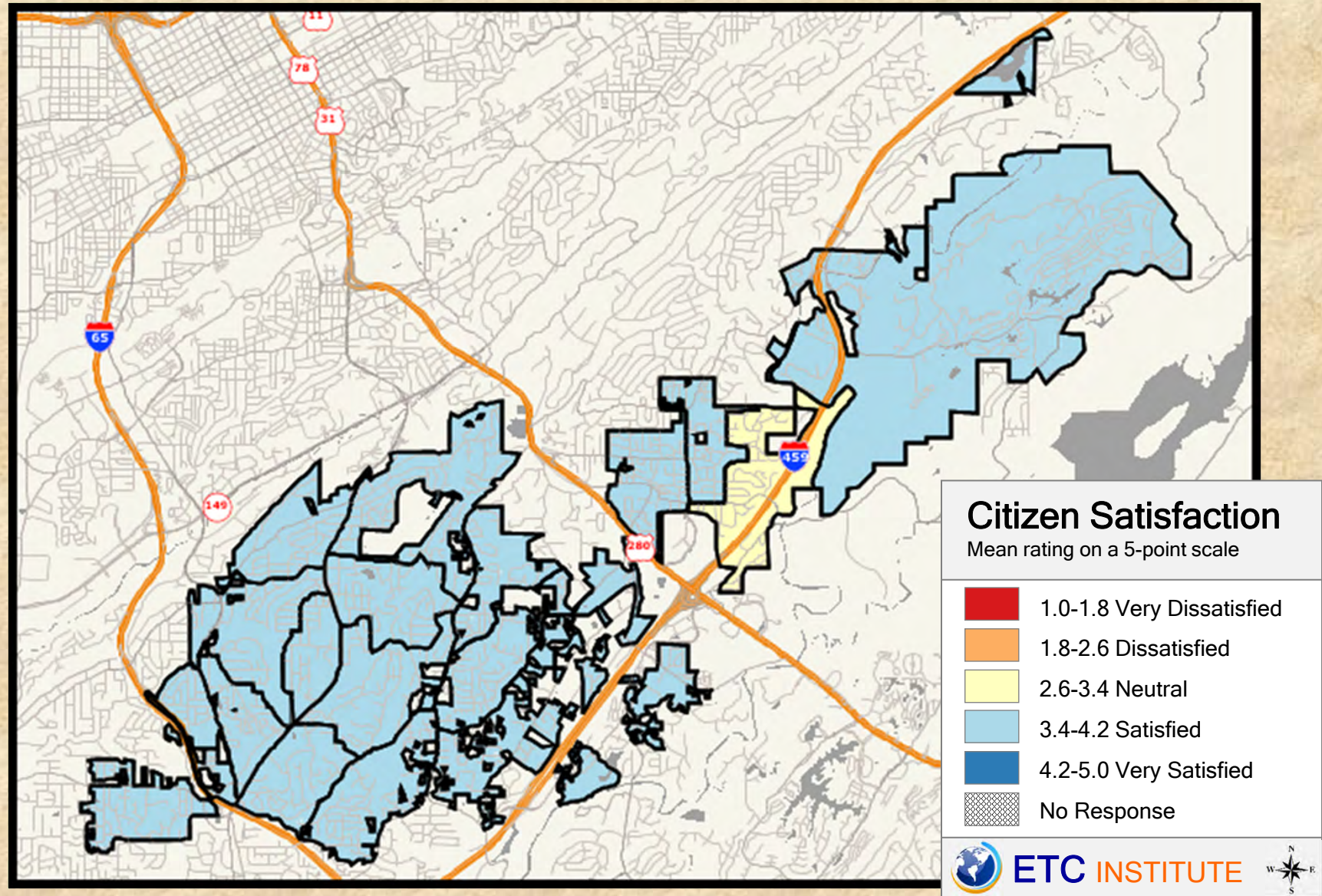
Q12-09 Satisfaction with City recreational programs (classes, trips, special events, arts programming)



2020 City of Vestavia Hills Citizen Survey

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

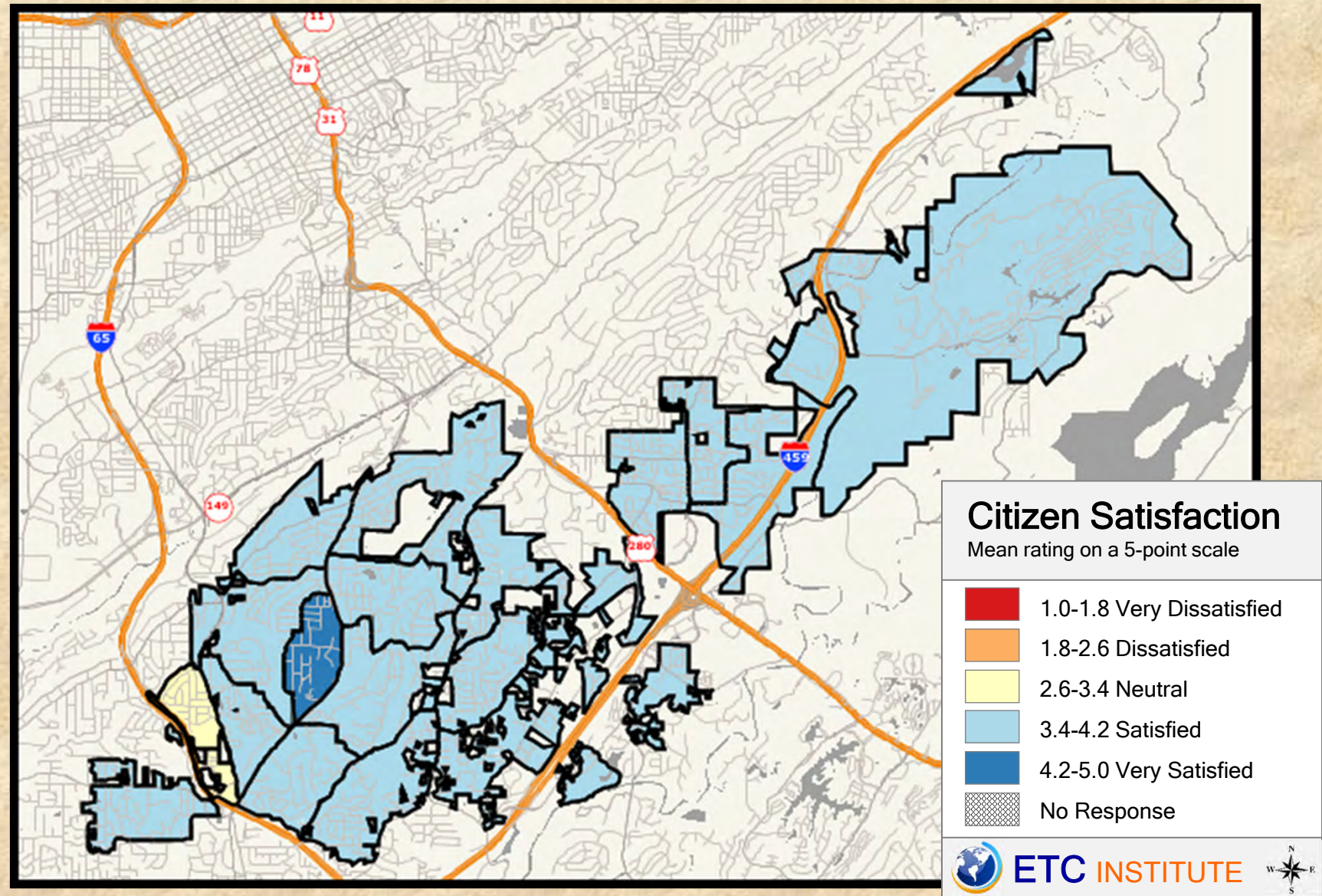
Q12-10 Satisfaction with maintenance of City parks



2020 City of Vestavia Hills Citizen Survey

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

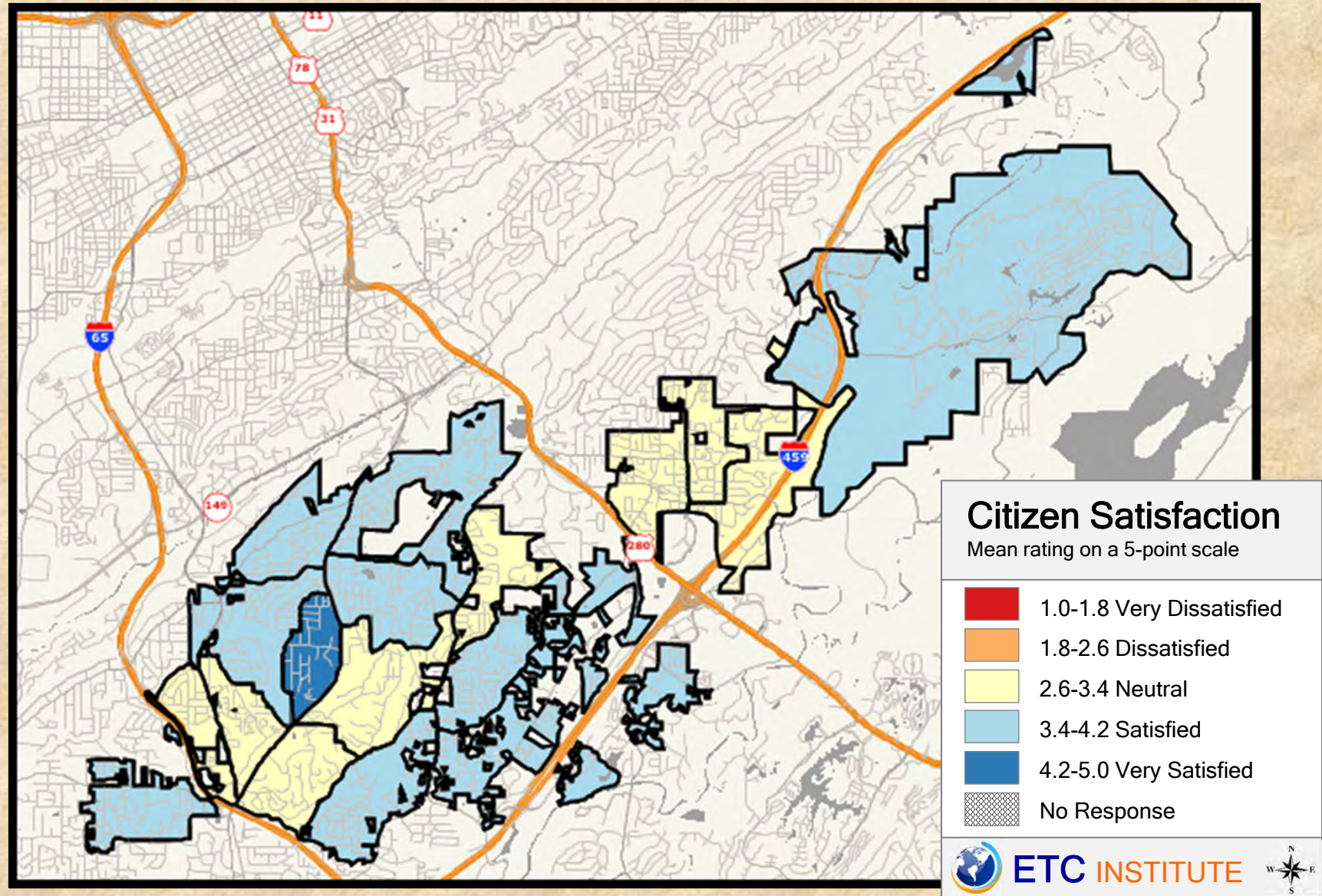
Q12-11 Satisfaction with ease of registering for programs



2020 City of Vestavia Hills Citizen Survey

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

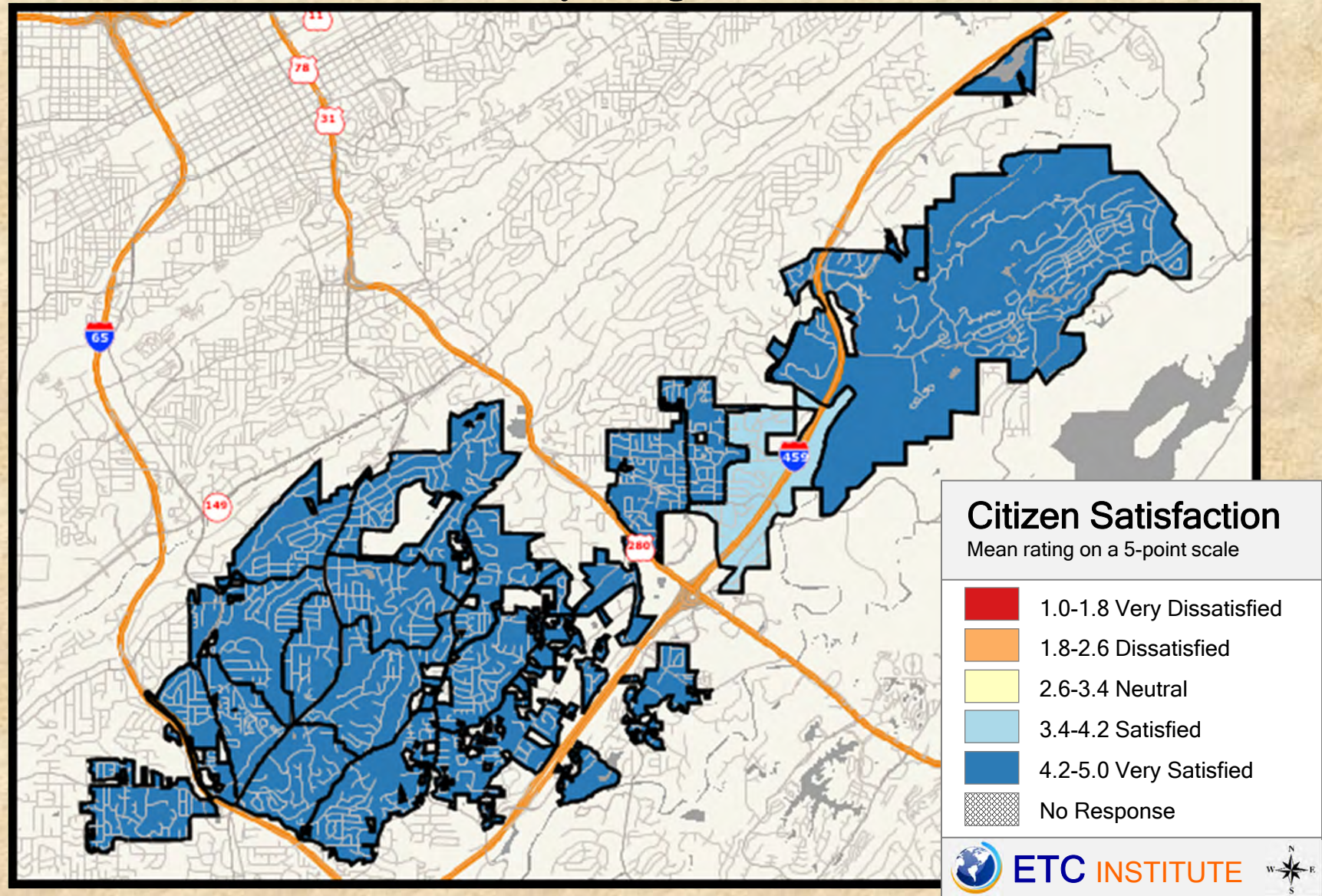
Q12-12 Satisfaction with fees charged for recreational programs



2020 City of Vestavia Hills Citizen Survey

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

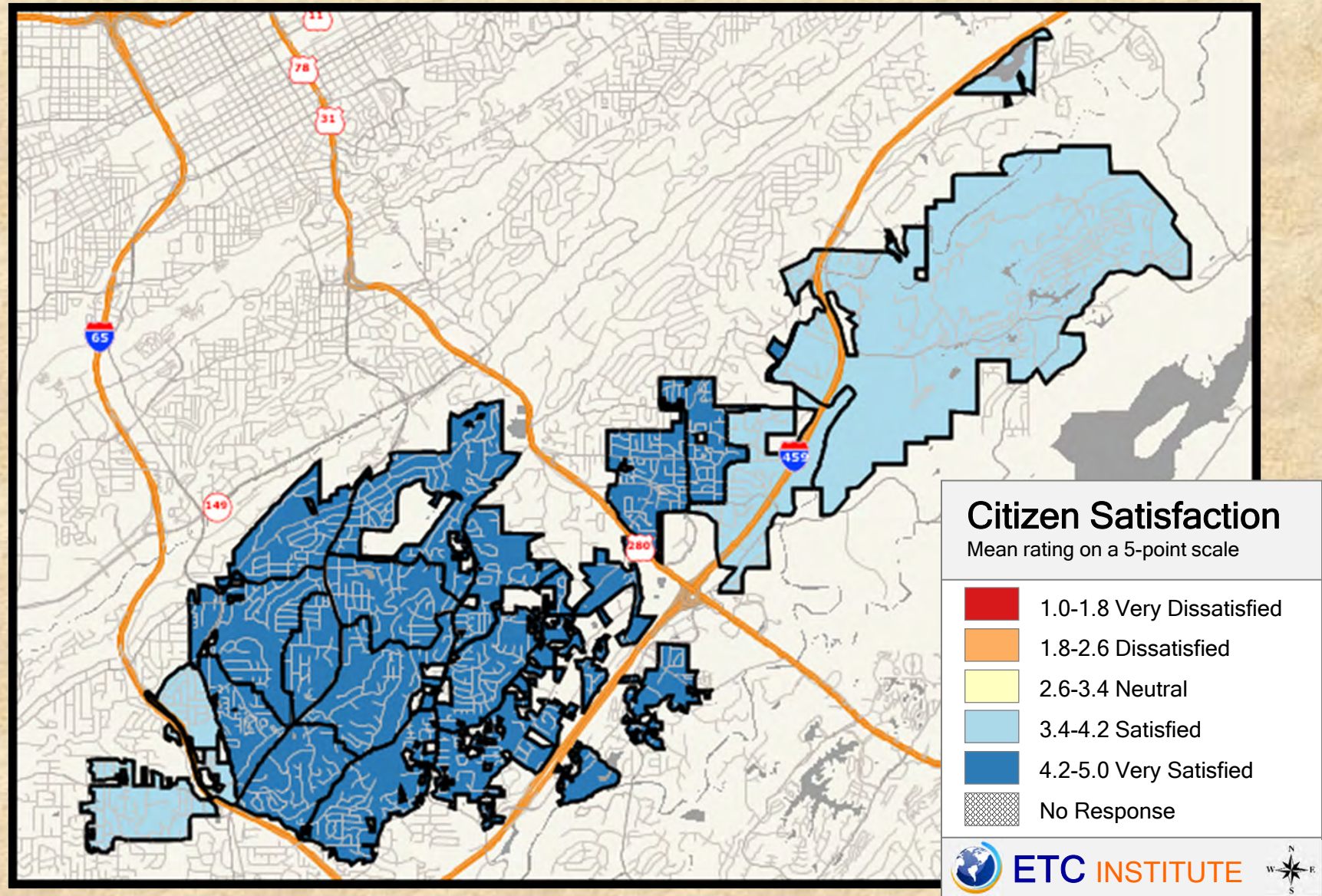
Q14-01 Library in the Forest: Satisfaction with maintenance of facility and grounds



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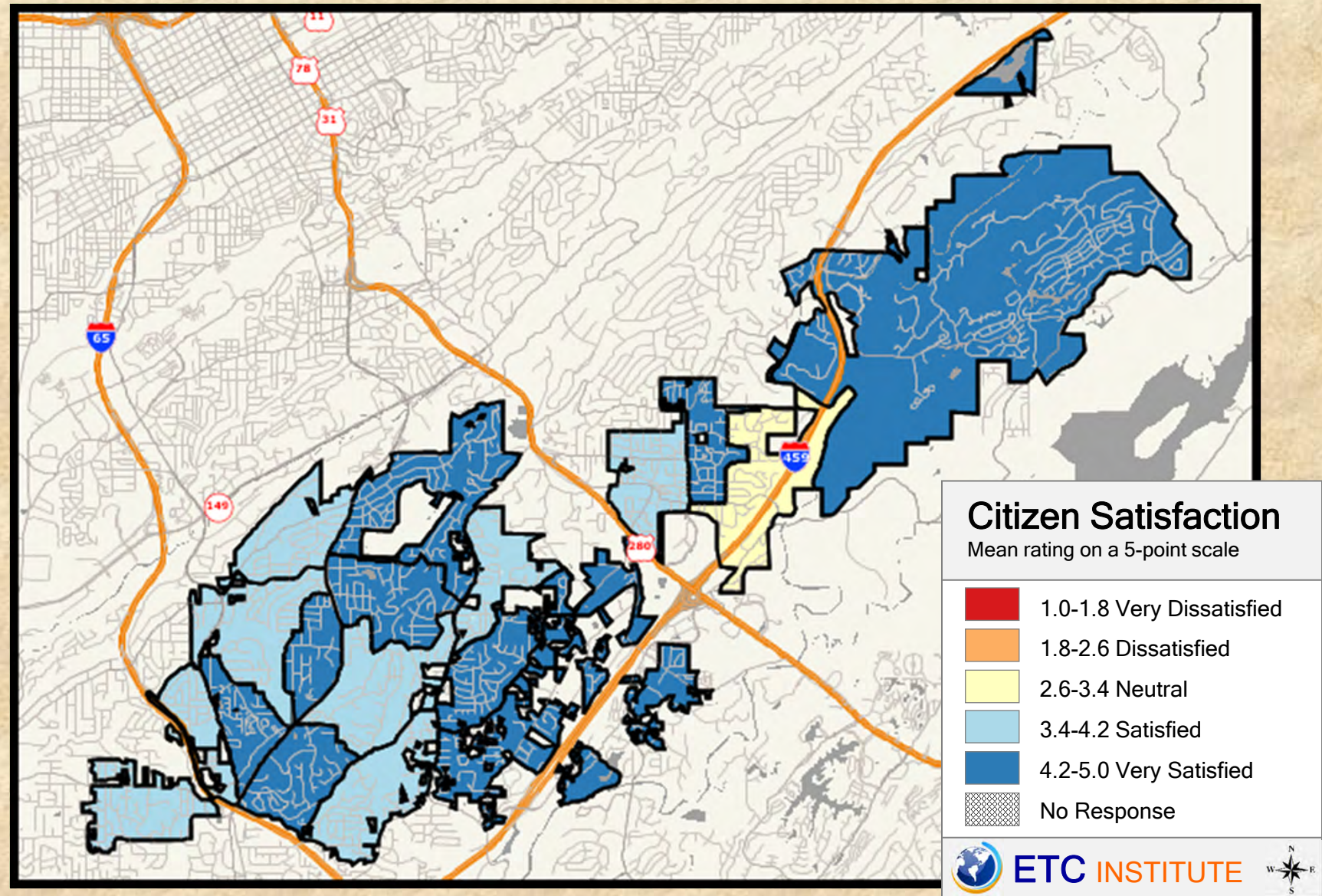
Q14-02 Library in the Forest: Satisfaction with availability of library materials



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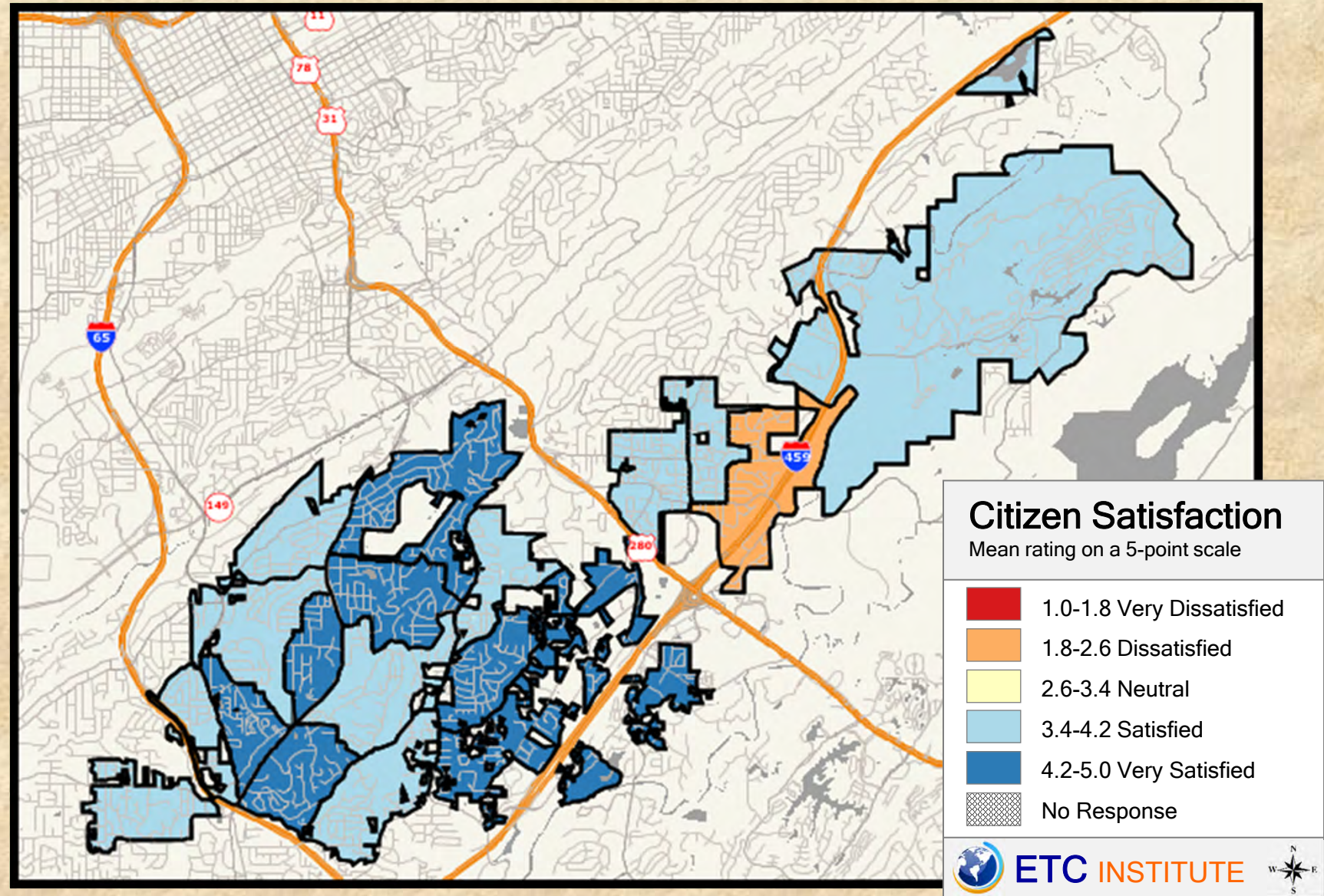
Q14-03 Library in the Forest: Satisfaction with programs and services for children 0-12



2020 City of Vestavia Hills Citizen Survey

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

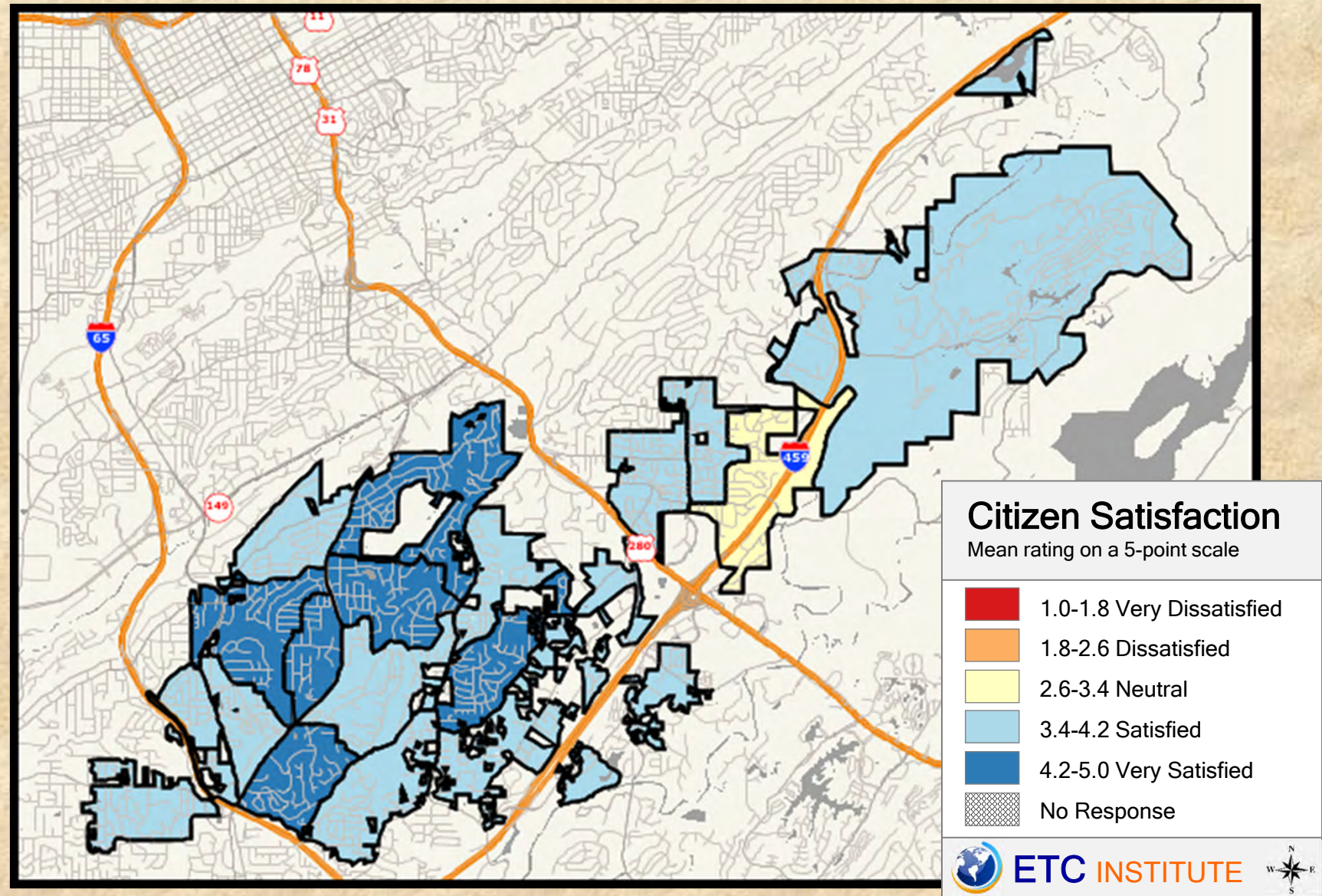
Q14-04 Library in the Forest: Satisfaction with programs and services for teens 13-19



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

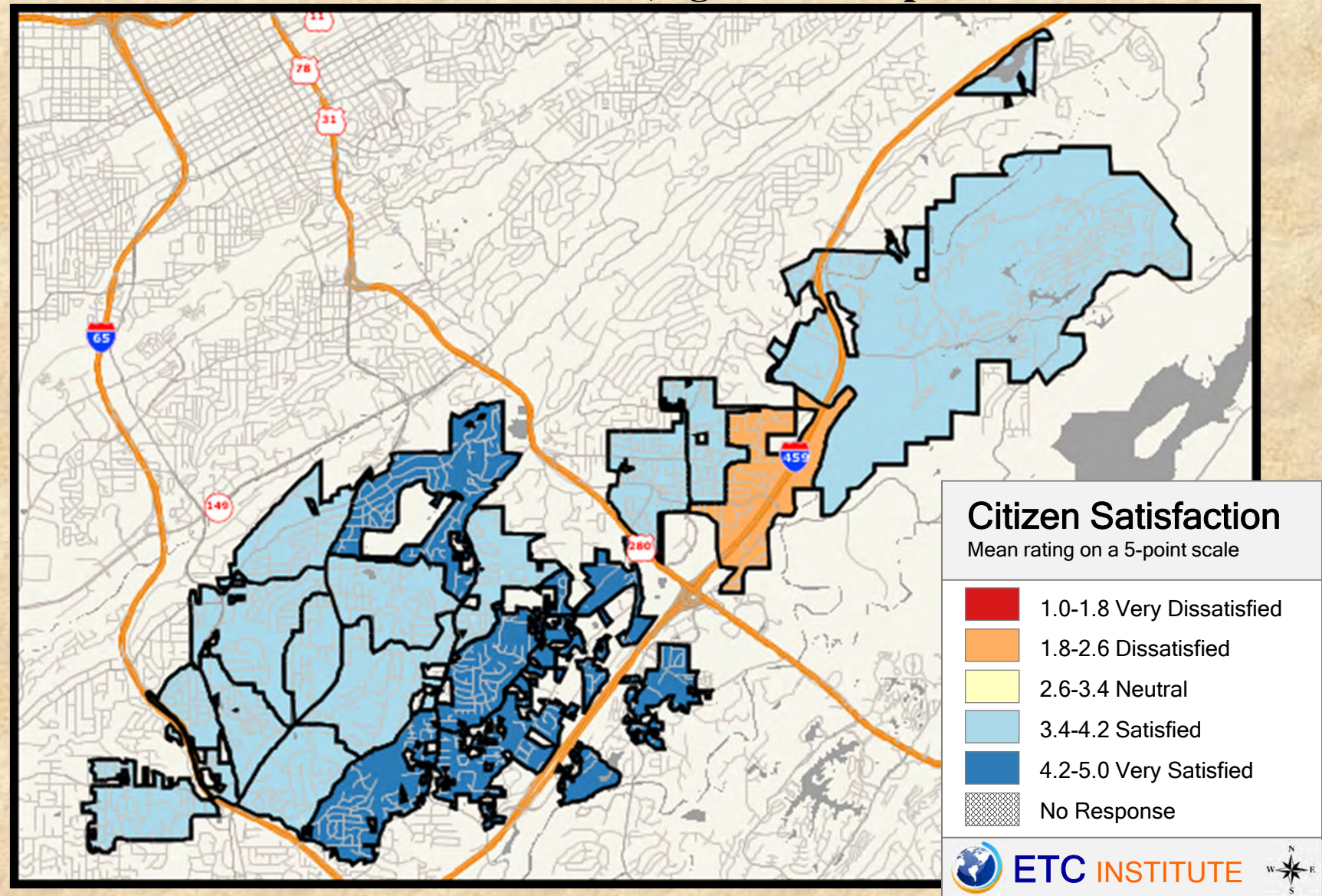
Q14-05 Library in the Forest: Satisfaction with programs and services for adults 20-49



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

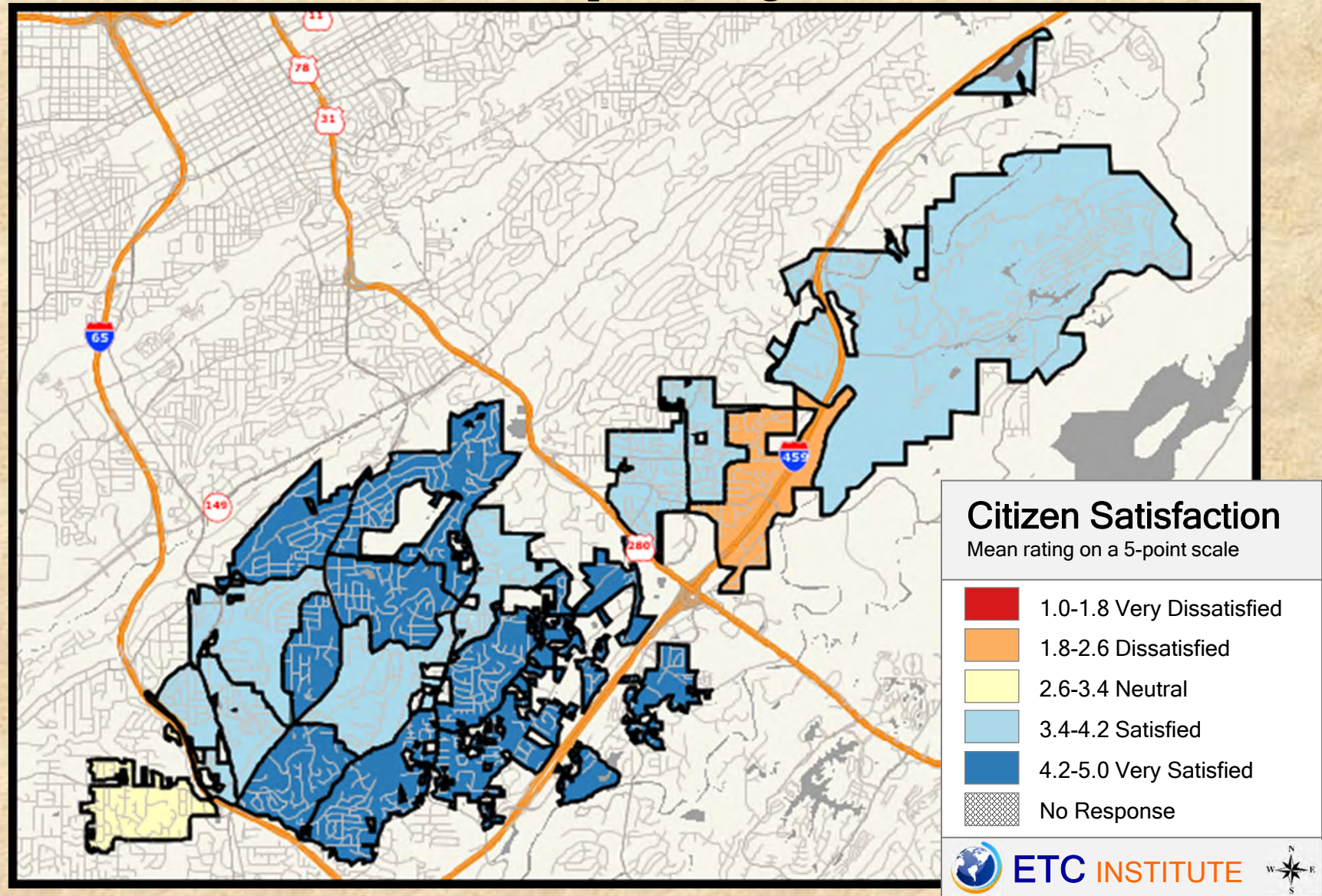
Q14-06 Library in the Forest: Satisfaction with programs and services for mature adults, ages 50 and up



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

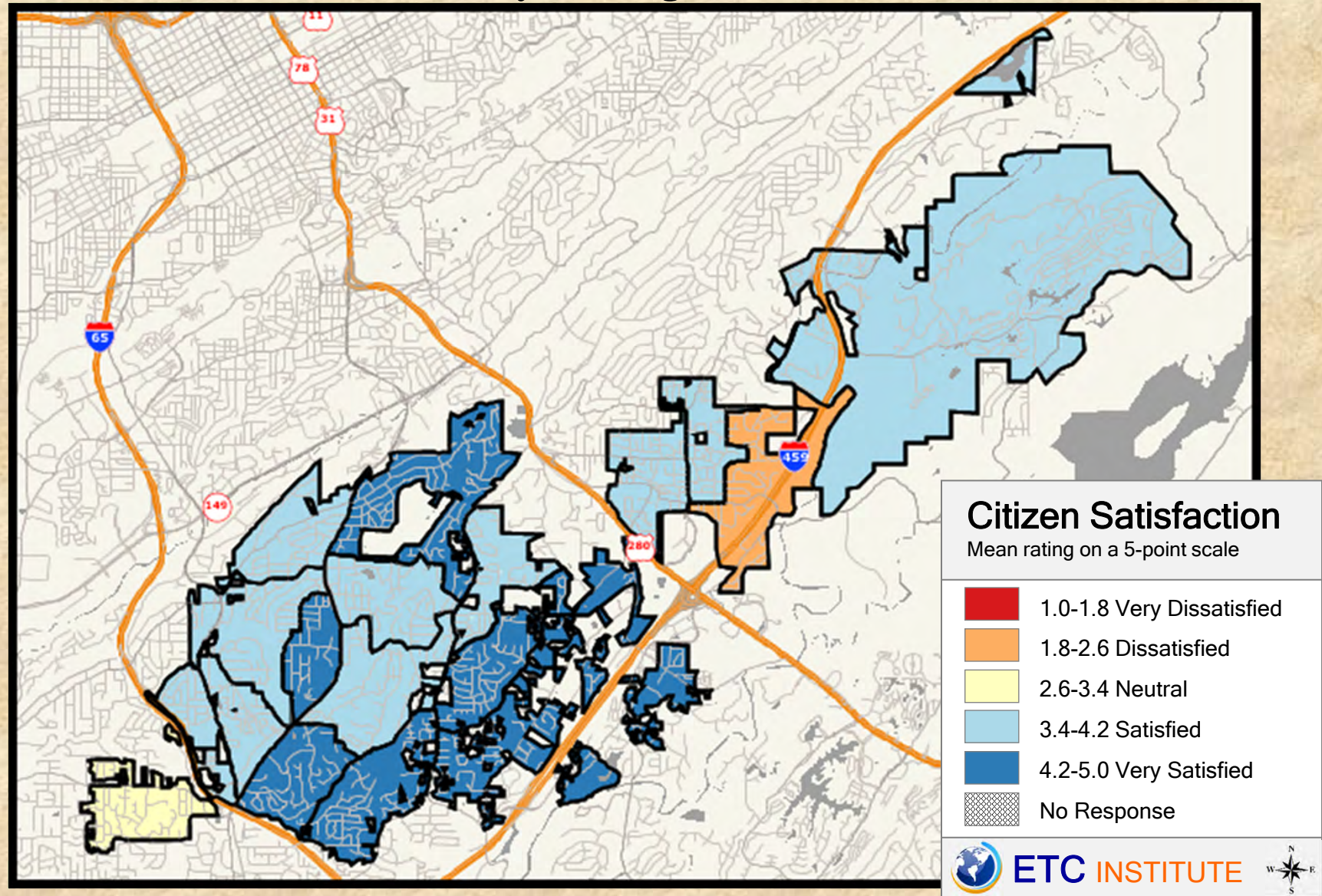
Q14-07 Library in the Forest: Satisfaction with programs and services in Makerspace, all ages



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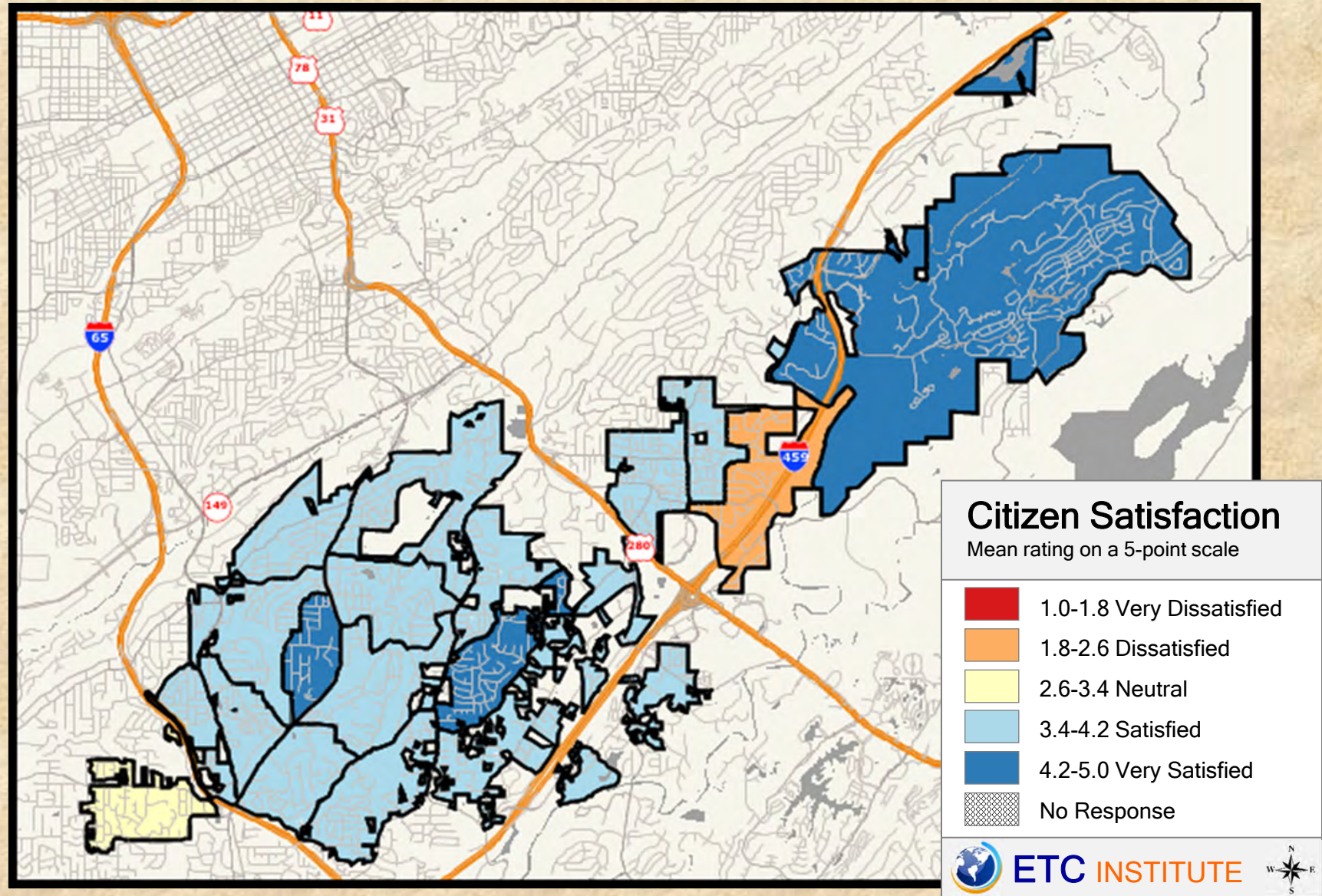
Q14-08 Library in the Forest: Satisfaction with 3D printing and vinyl cutting classes



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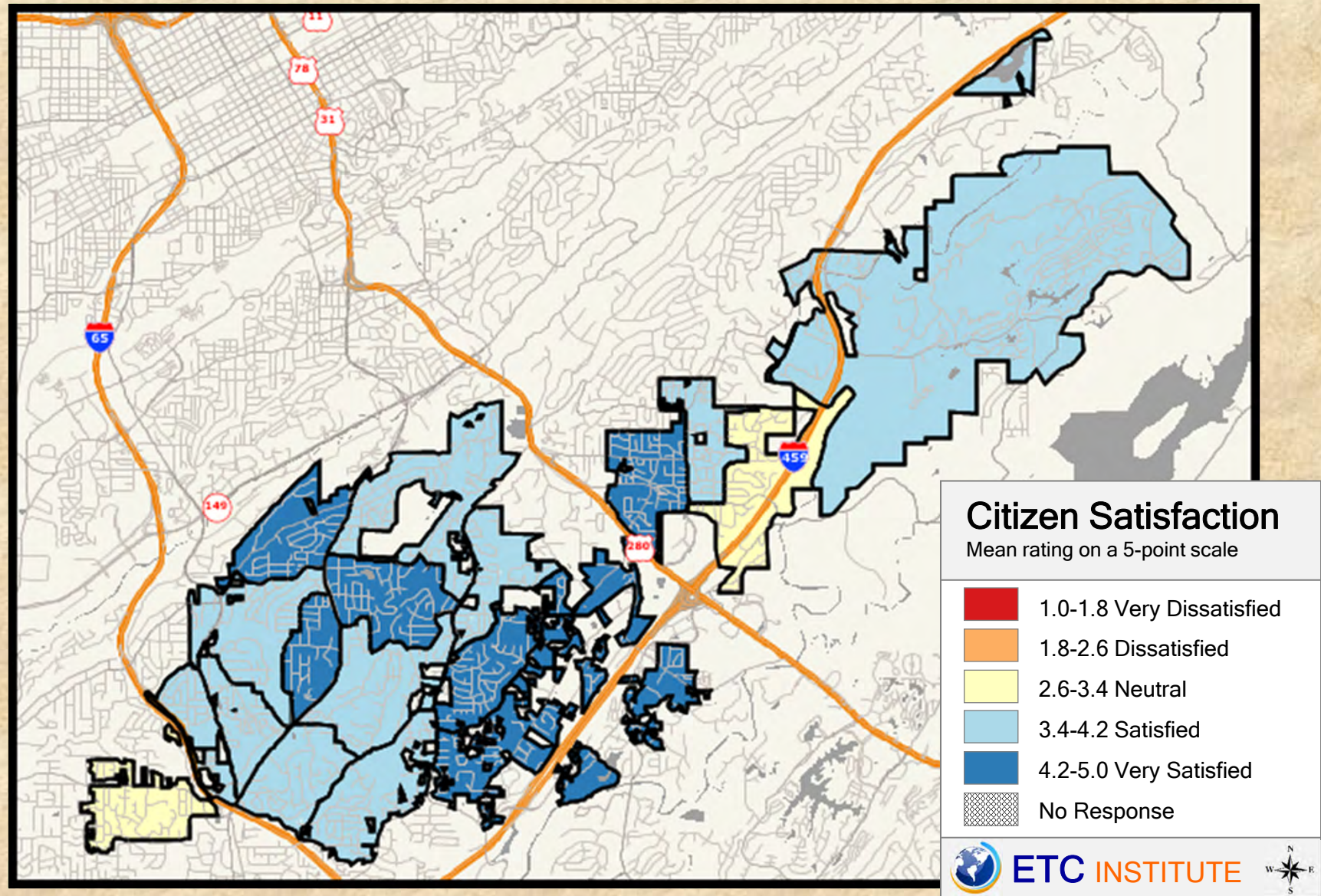
Q14-09 Library in the Forest: Satisfaction with technology and computer classes and tutorials



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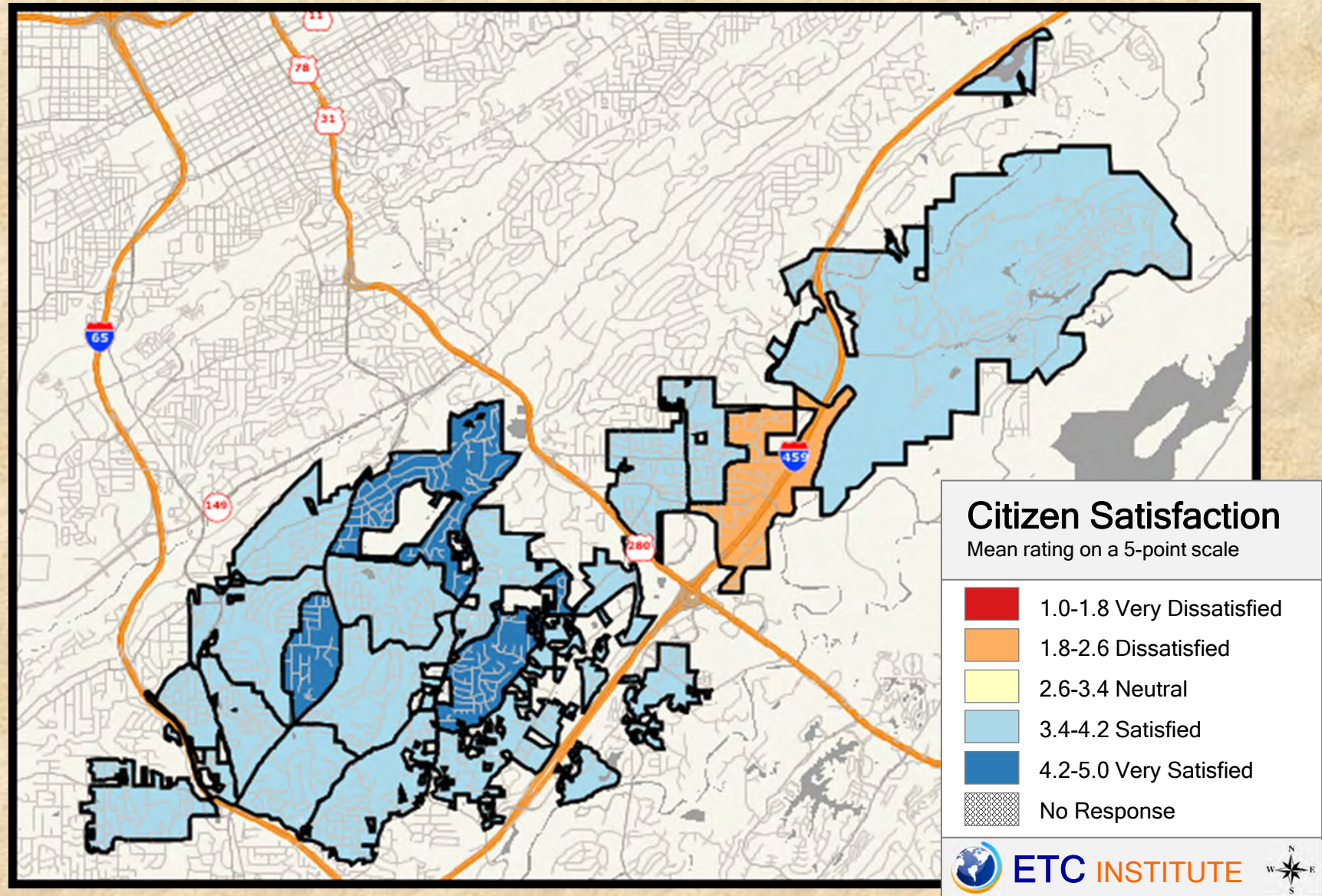
Q14-10 Library in the Forest: Satisfaction with meeting room rental opportunities



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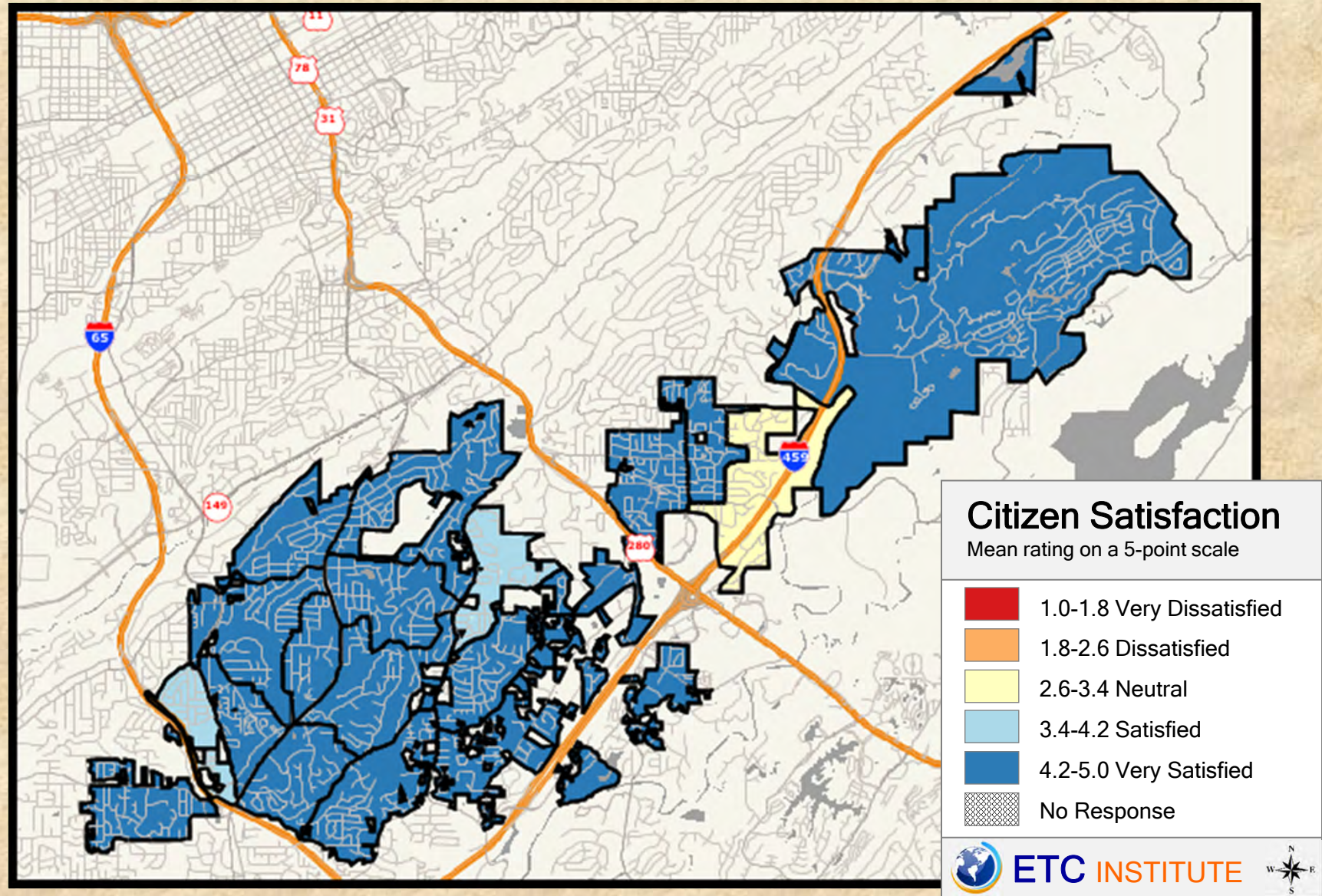
Q14-11 Library in the Forest: Satisfaction with walking/hiking trails



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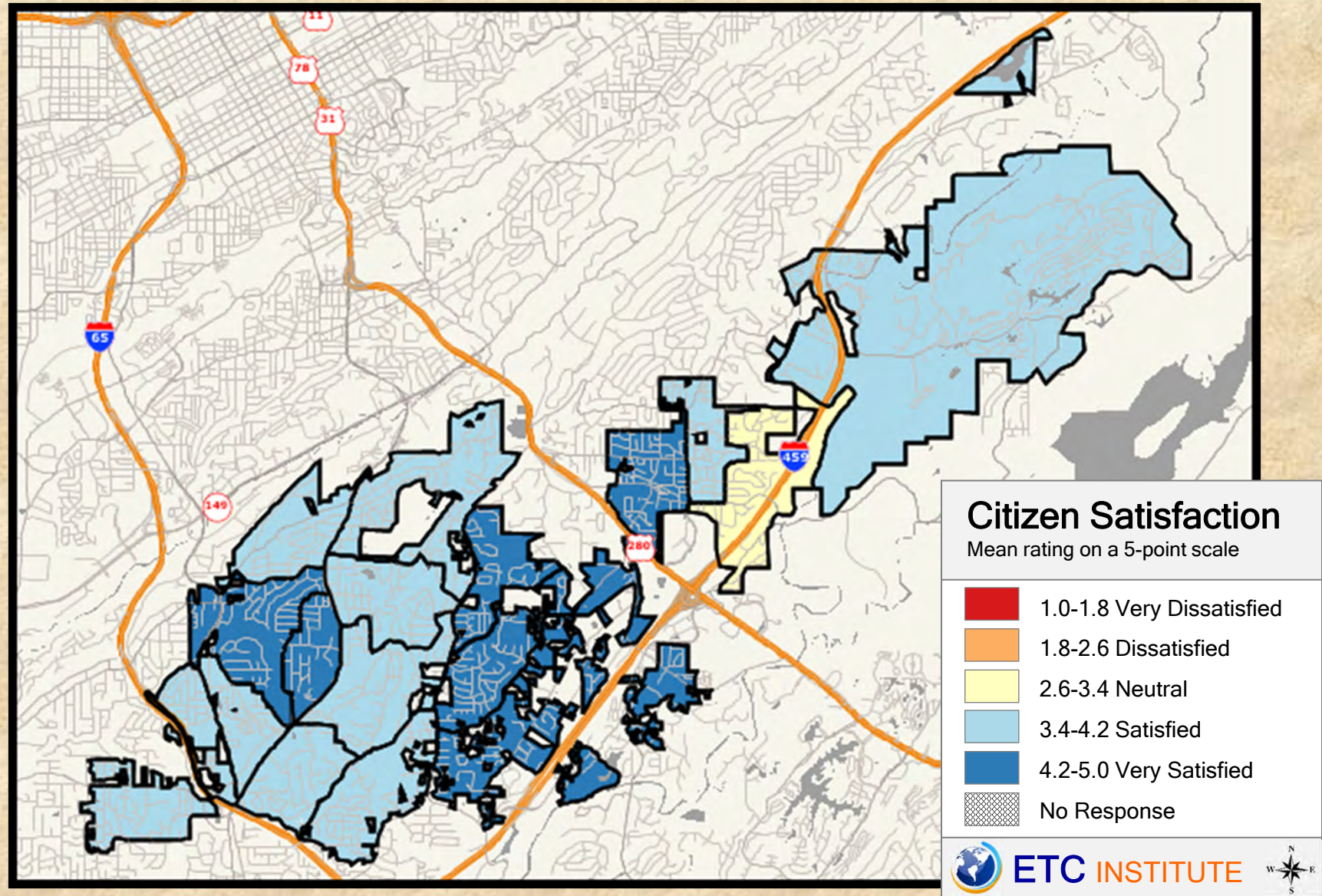
Q14-12 Library in the Forest: Satisfaction with quality of customer service



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

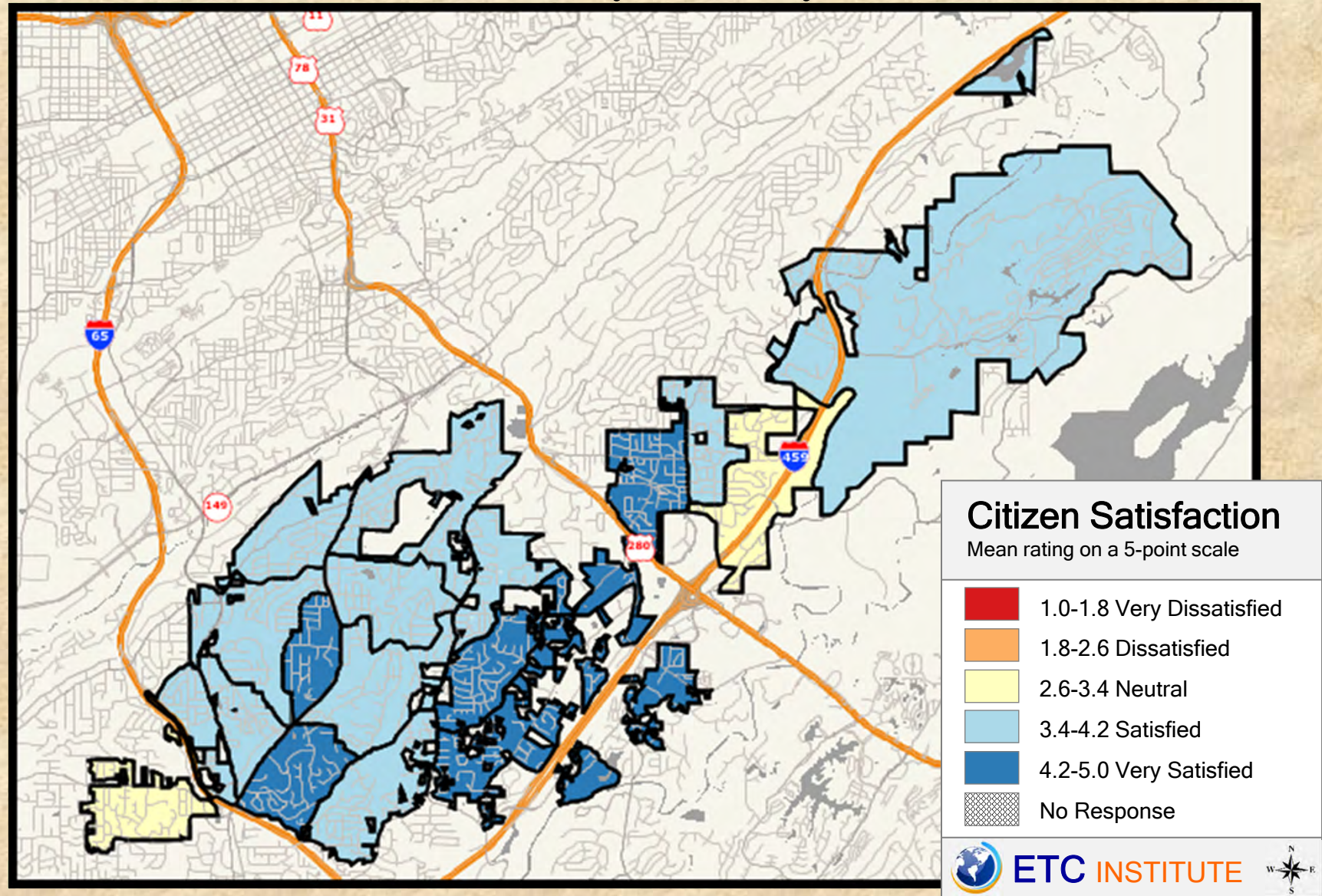
Q14-13 Library in the Forest: Satisfaction with passport application processing



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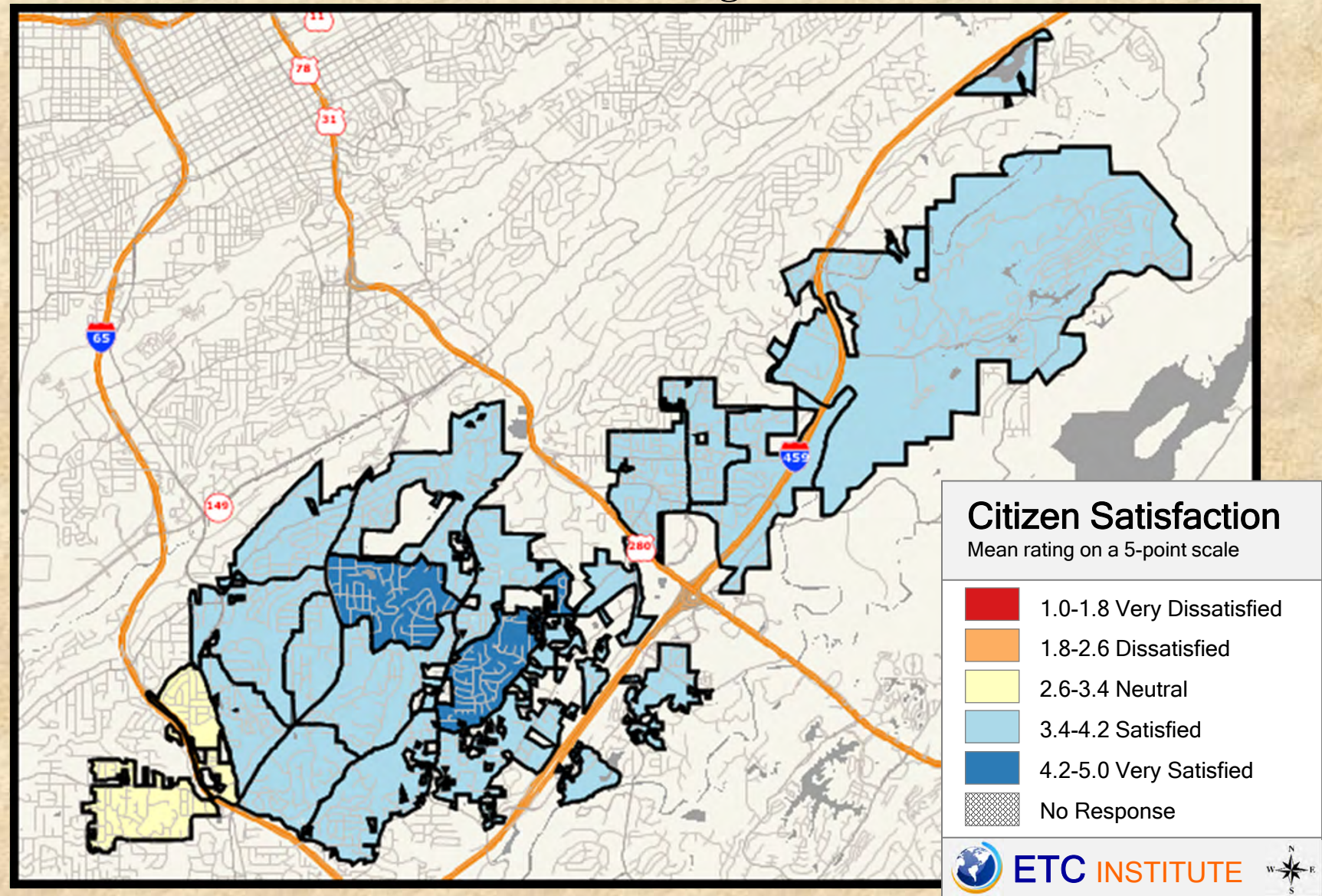
Q14-14 Library in the Forest: Satisfaction with access to materials via lockers at Liberty Pharmacy



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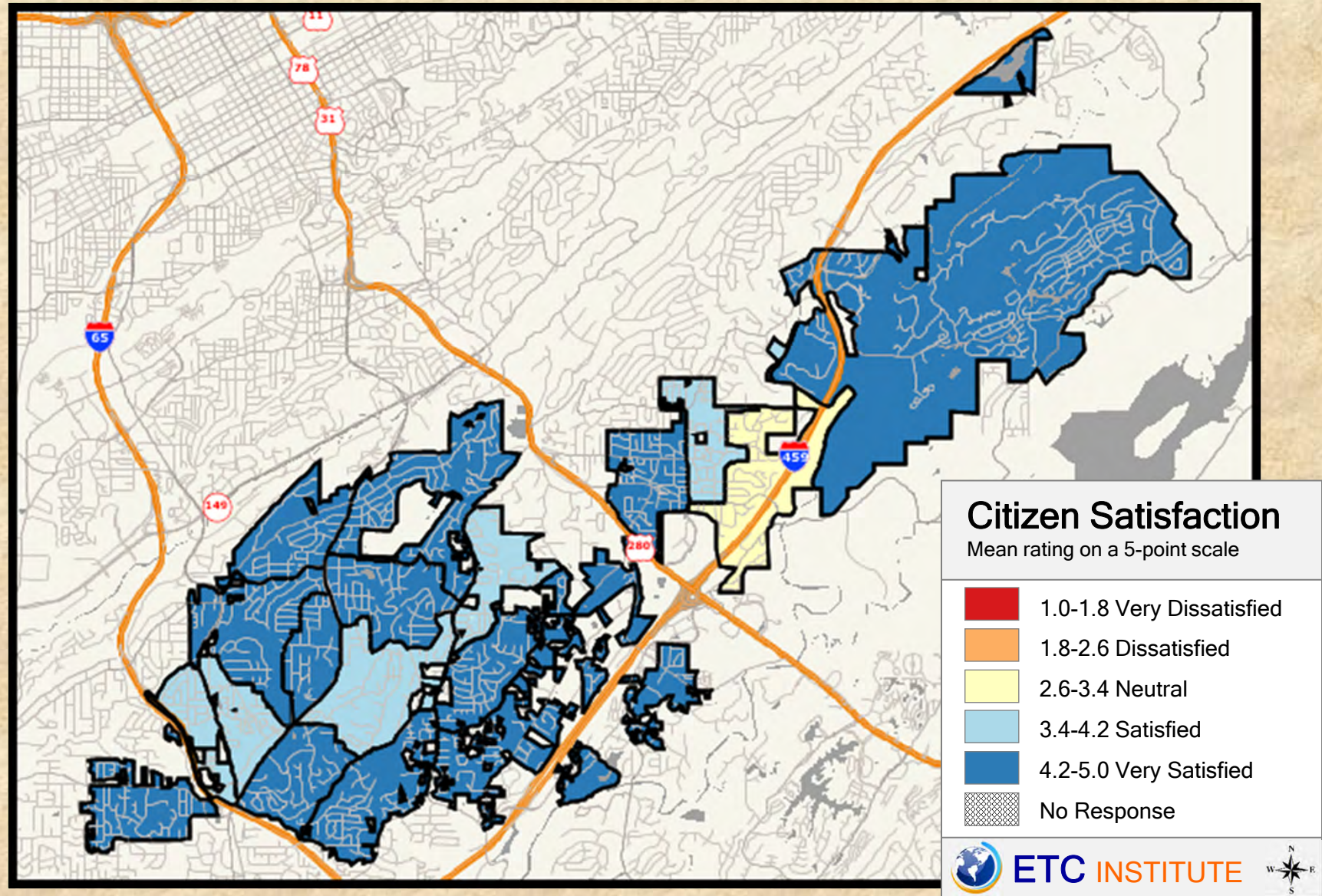
Q14-15 Library in the Forest: Satisfaction with marketing of library events and offerings



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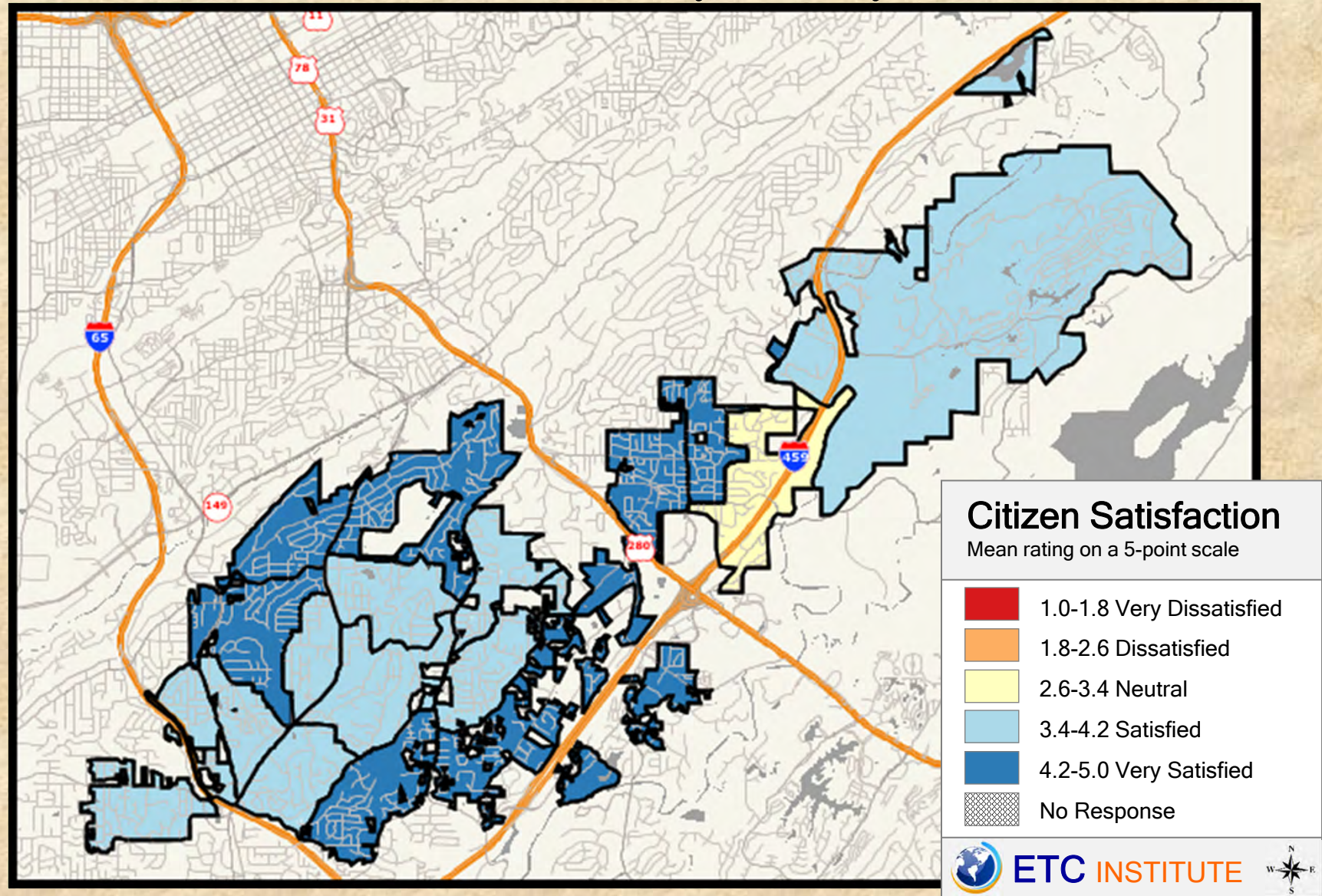
Q14-16 Library in the Forest during COVID-19 closure: Satisfaction with curbside services



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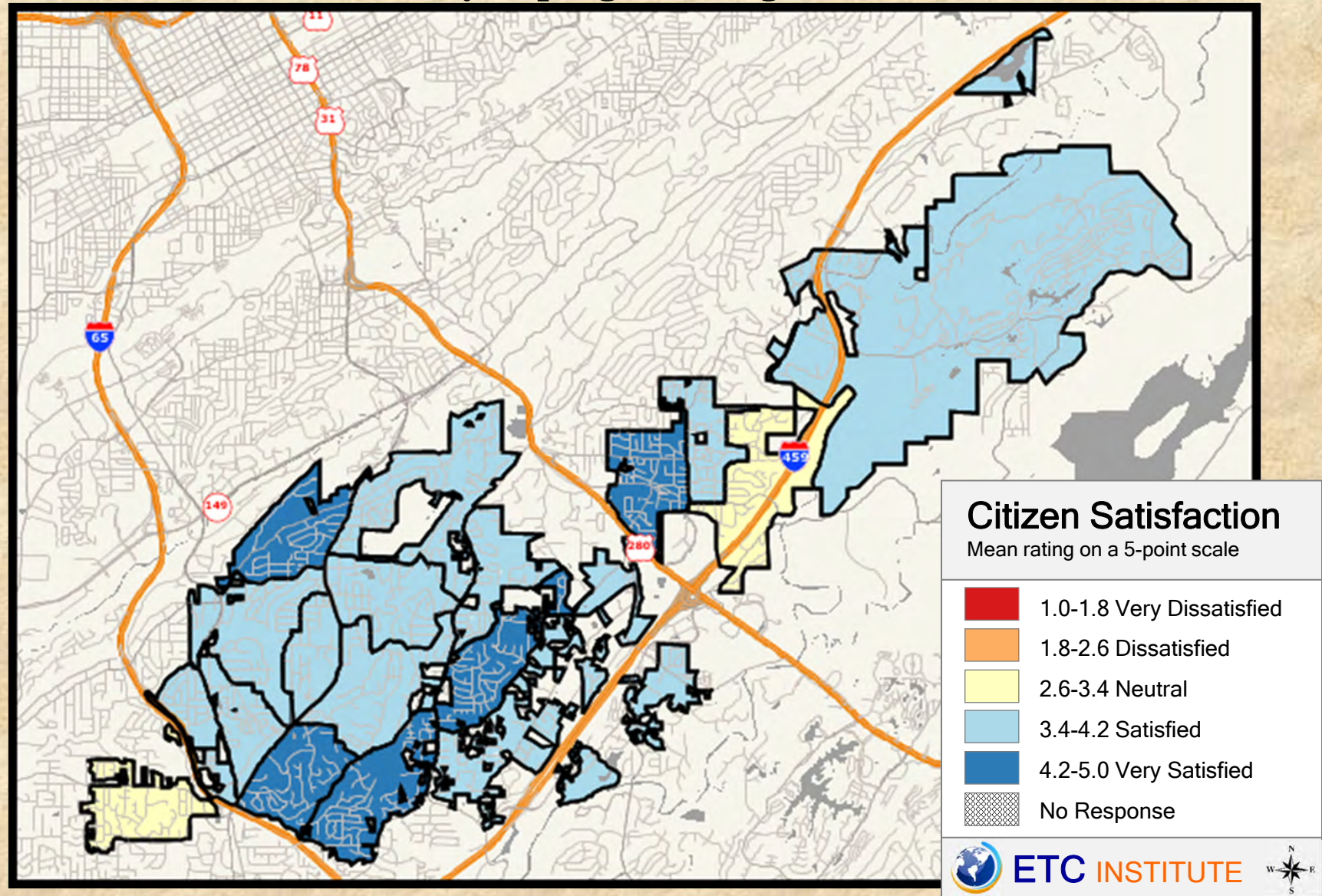
Q14-17 Library in the Forest during COVID-19 closure: Satisfaction with accessibility of library materials



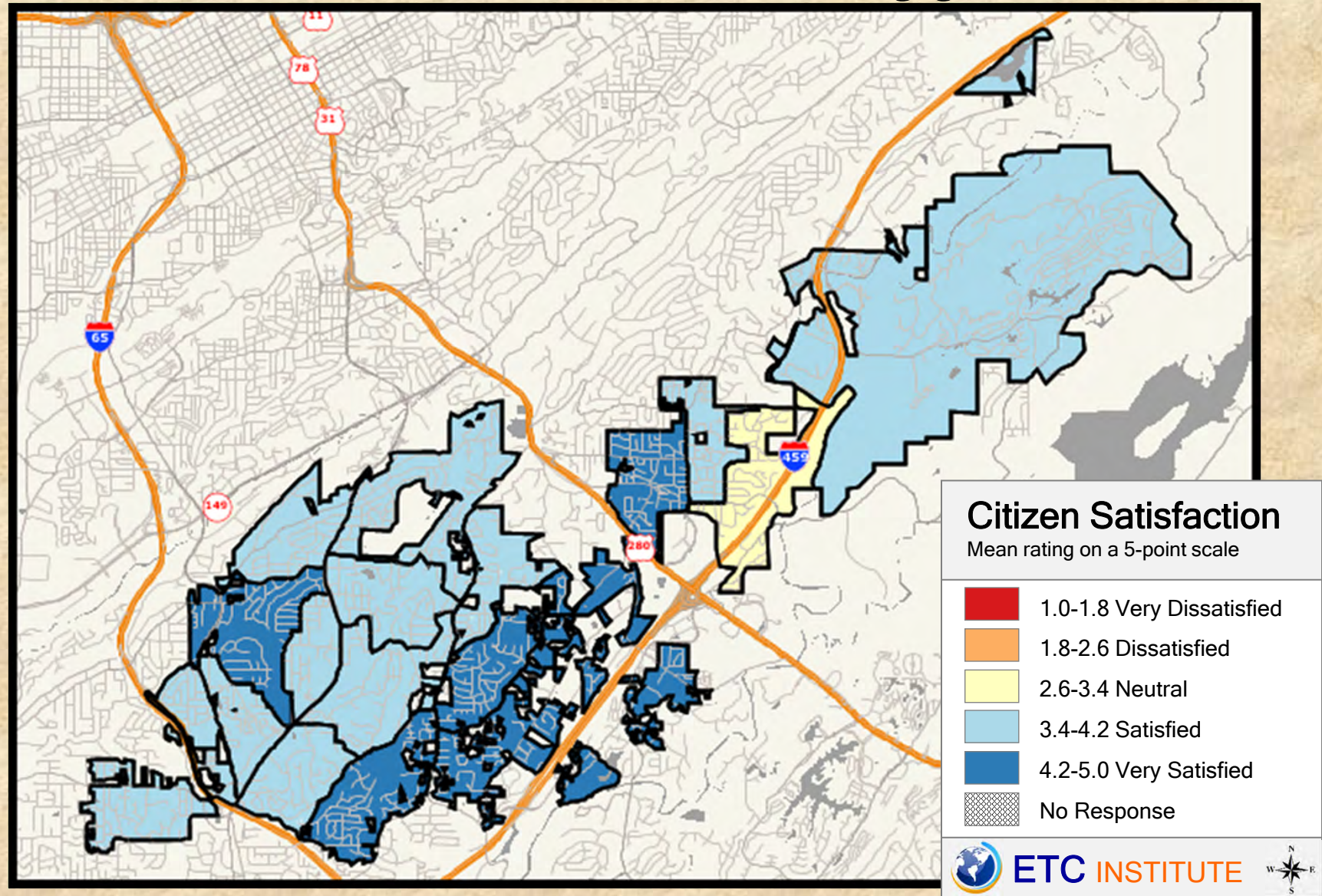
2020 City of Vestavia Hills Citizen Survey

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Q14-18 Library in the Forest during COVID-19 closure: Satisfaction with accessibility of programming (on social media or YouTube)



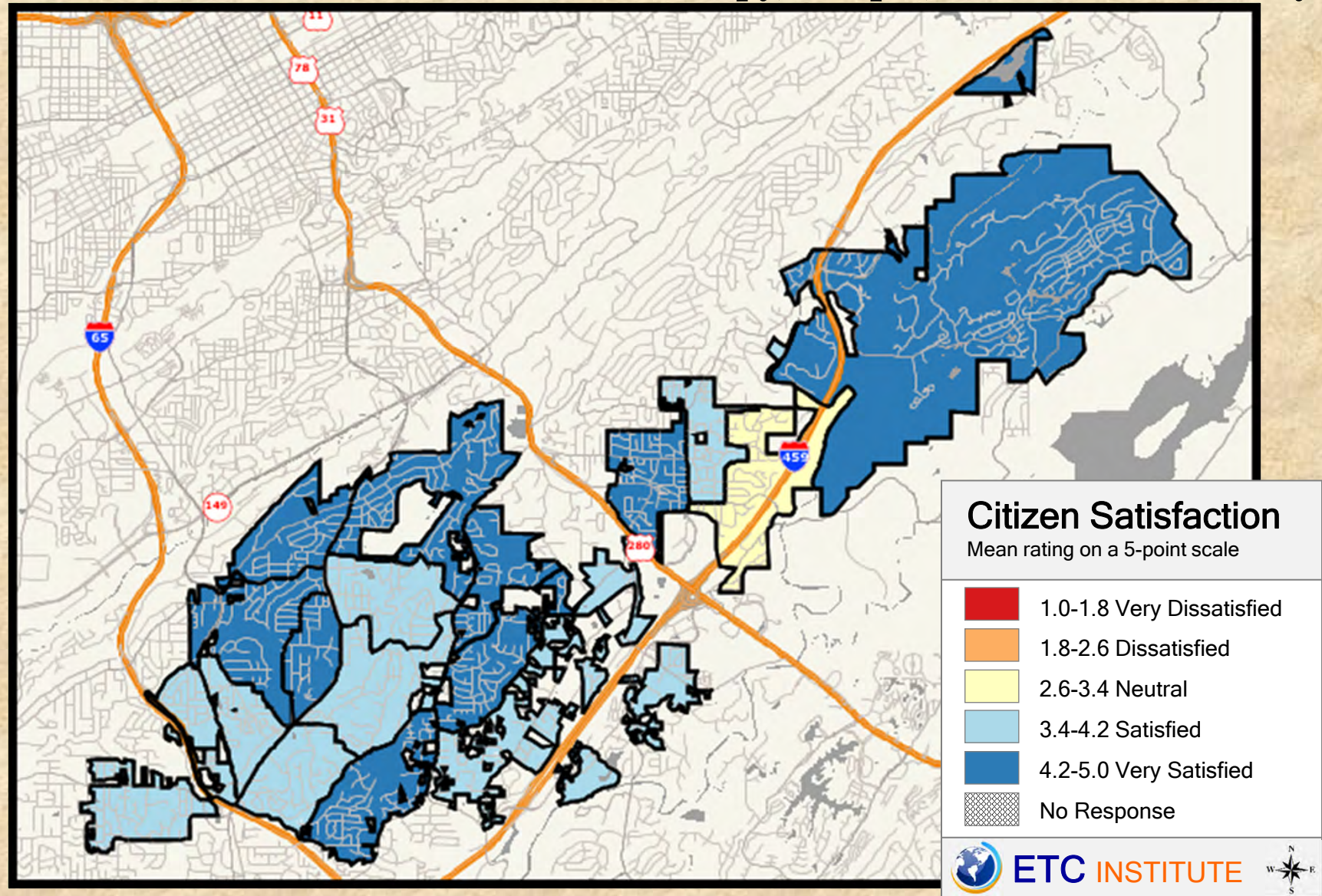
Q14-19 Library in the Forest during COVID-19 closure: Satisfaction with social media/online engagement



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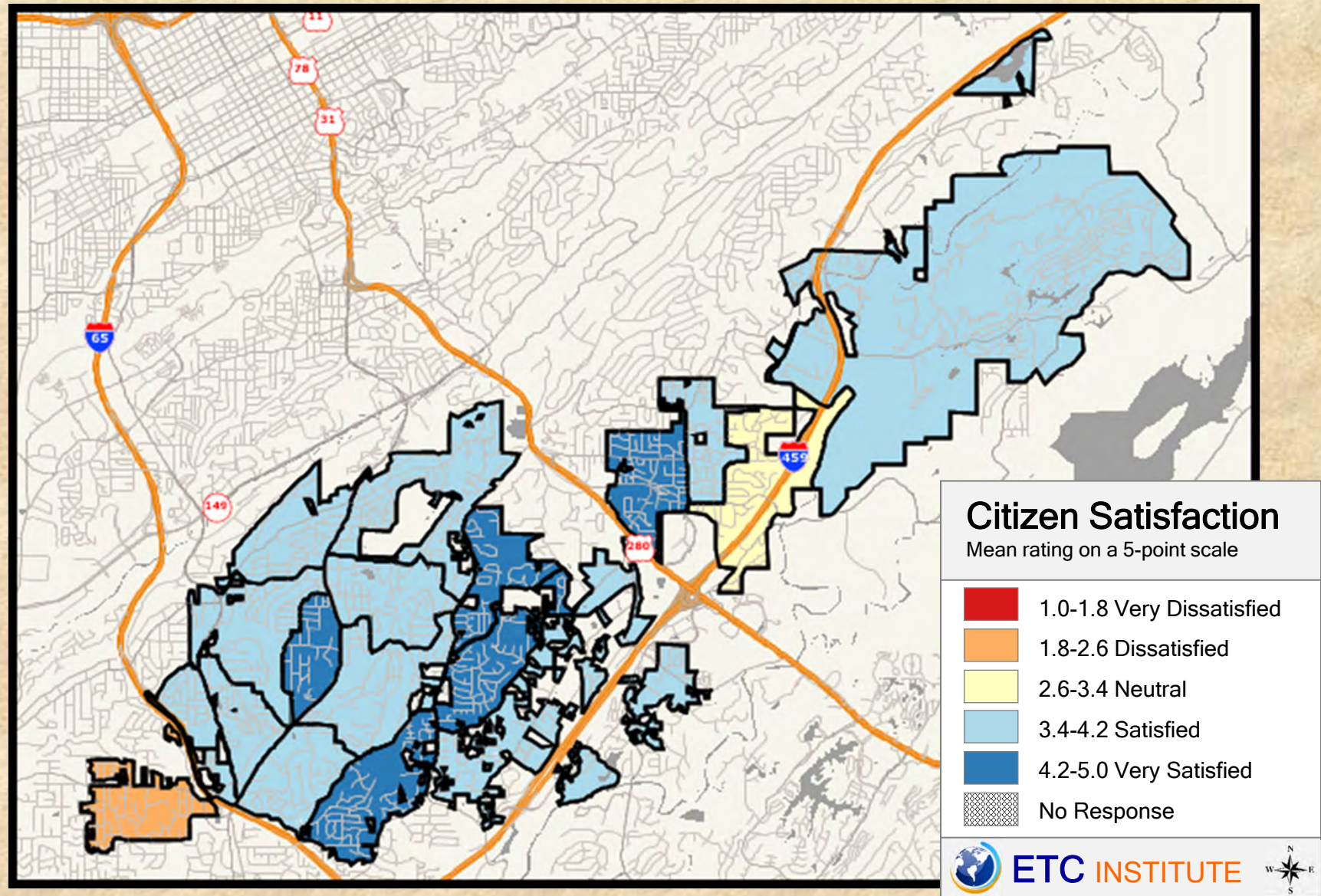
Q14-20 Library in the Forest during COVID-19 closure: Satisfaction with use of online services (Kanopy, Hoopla, Overdrive and Libby)



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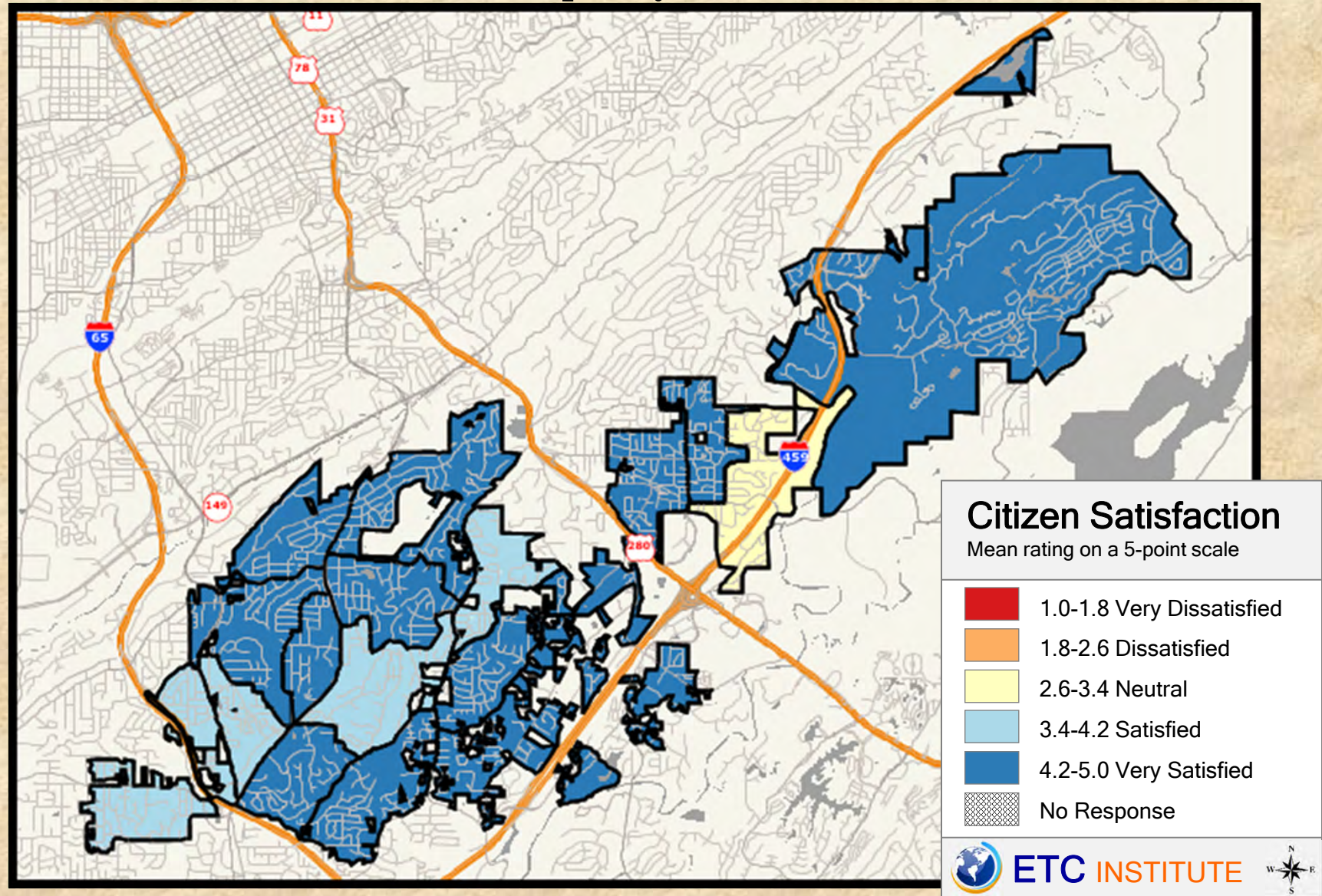
Q14-21 Library in the Forest during COVID-19 closure: Satisfaction with use of online databases (Universal Class, Niche Academy, Creative Bug)



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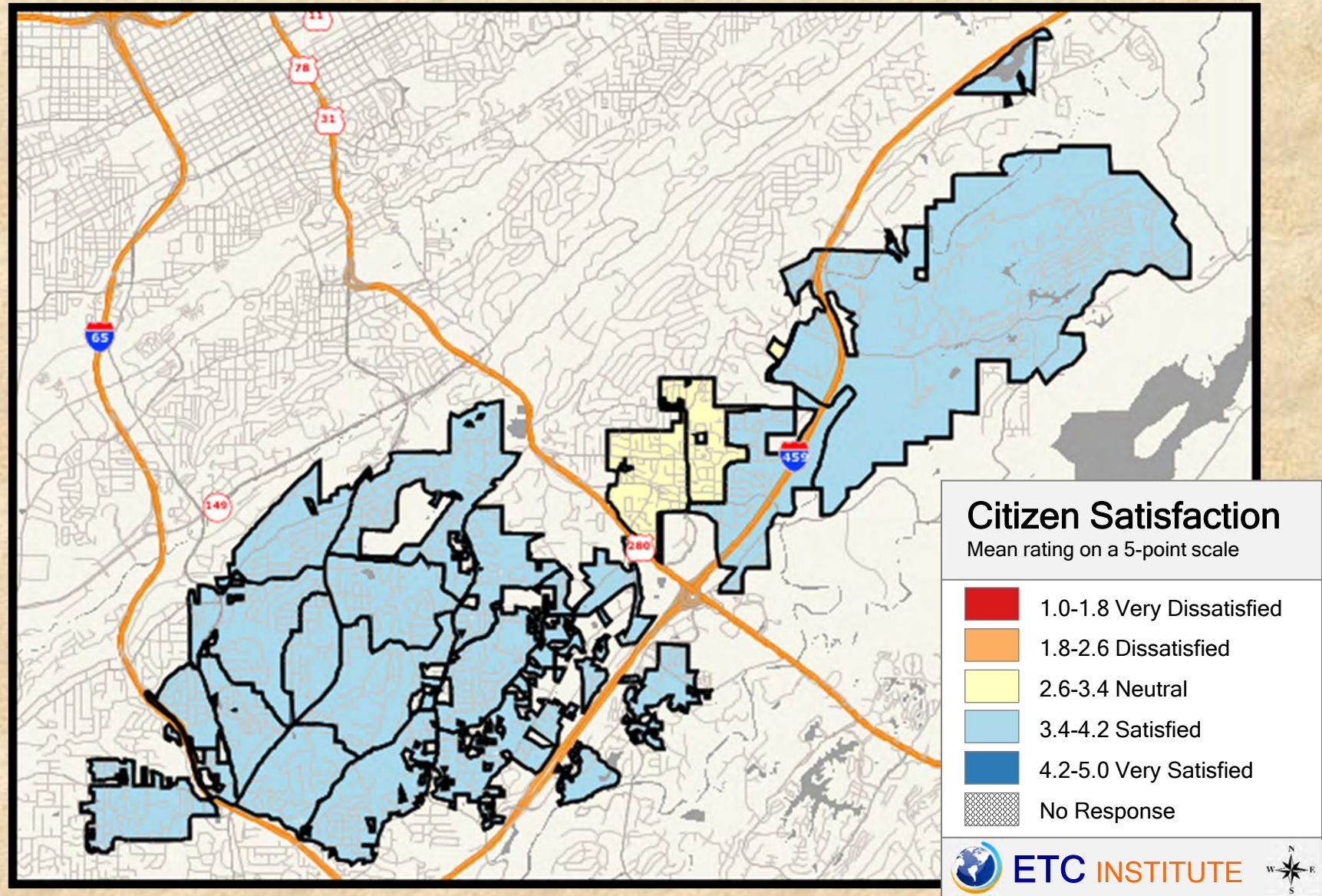
Q14-22 Library in the Forest during COVID-19 closure: Satisfaction with quality of customer service



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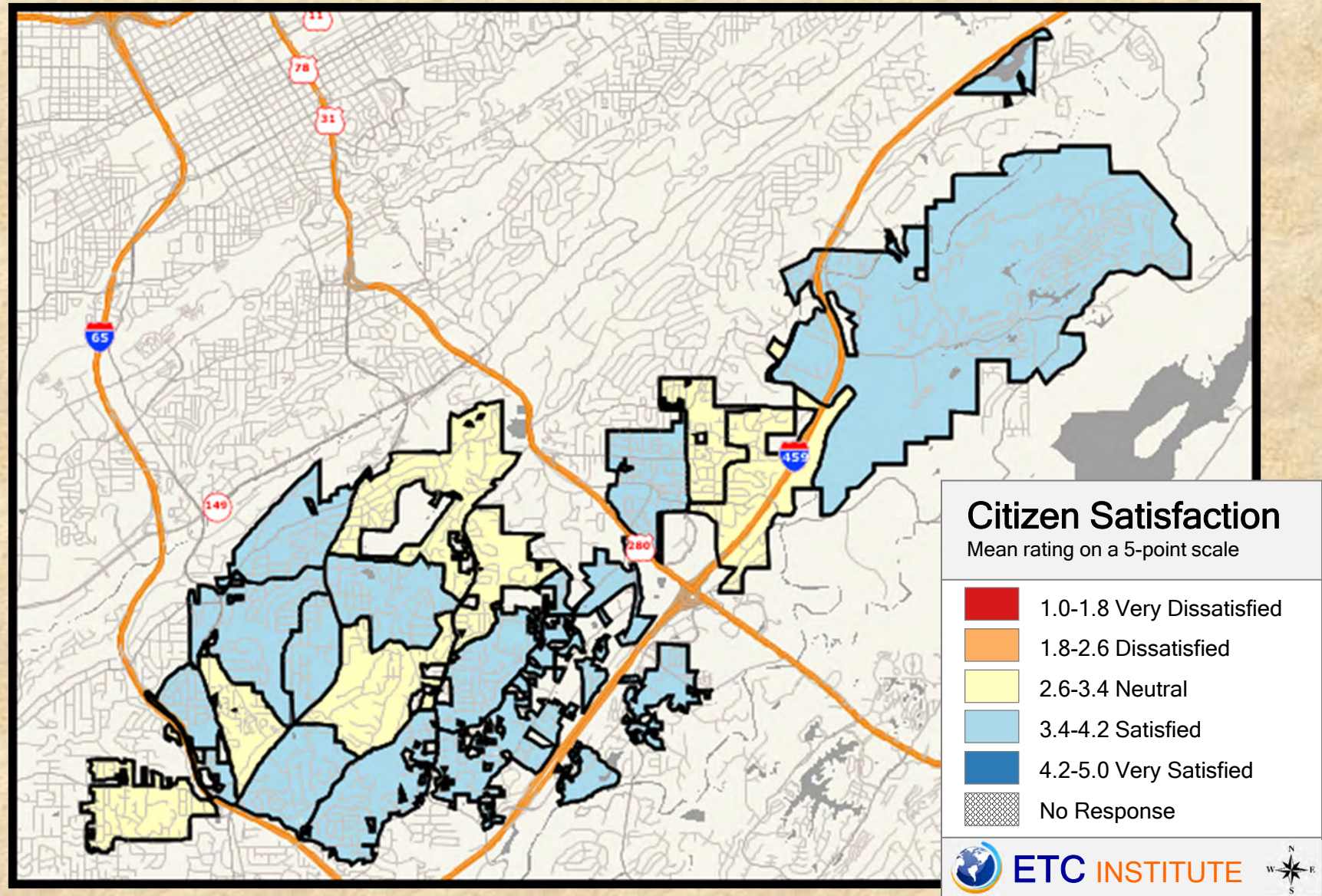
Q15-01 Satisfaction with the availability of information about City programs and services



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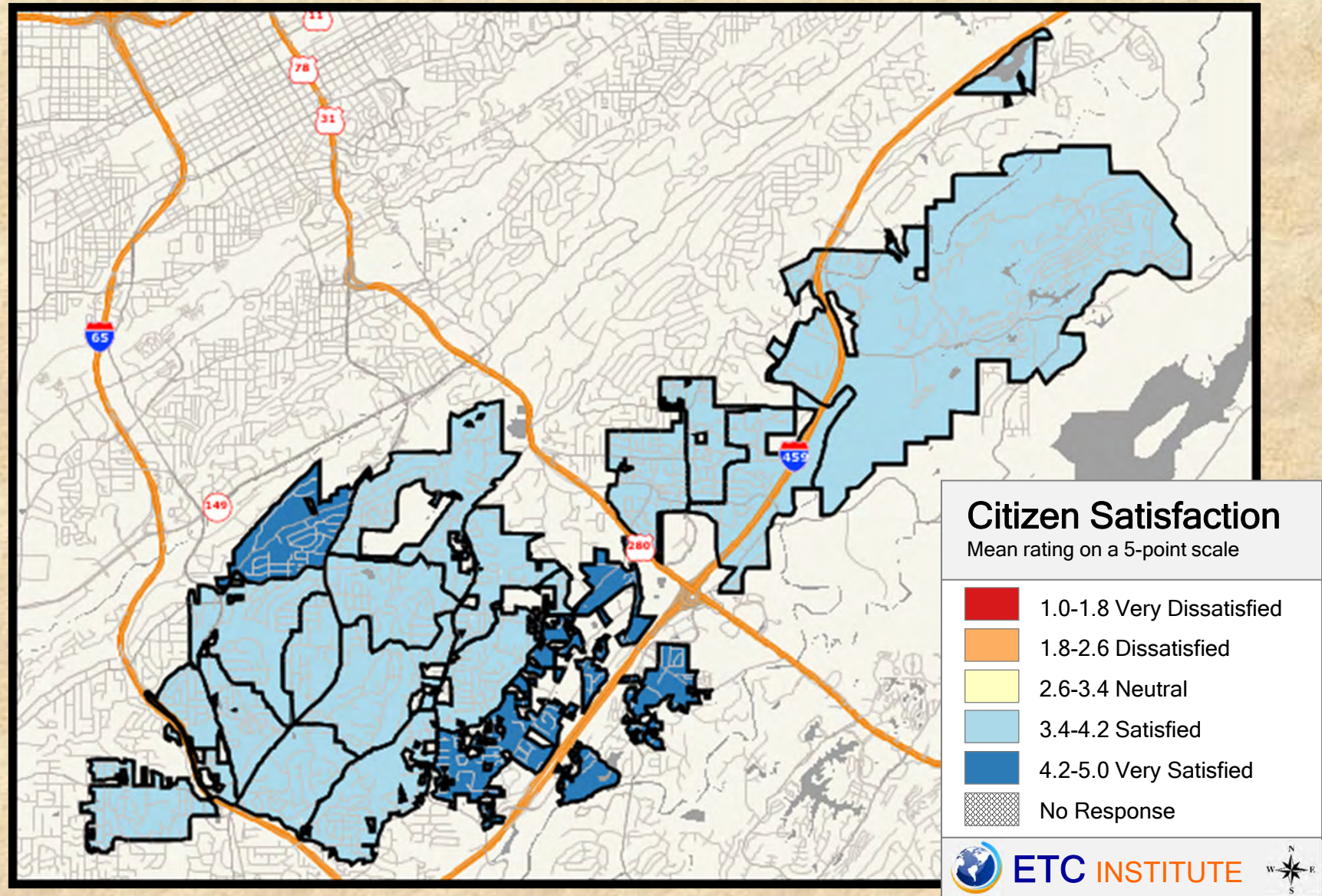
Q15-02 Satisfaction with the level of public involvement in local decision making



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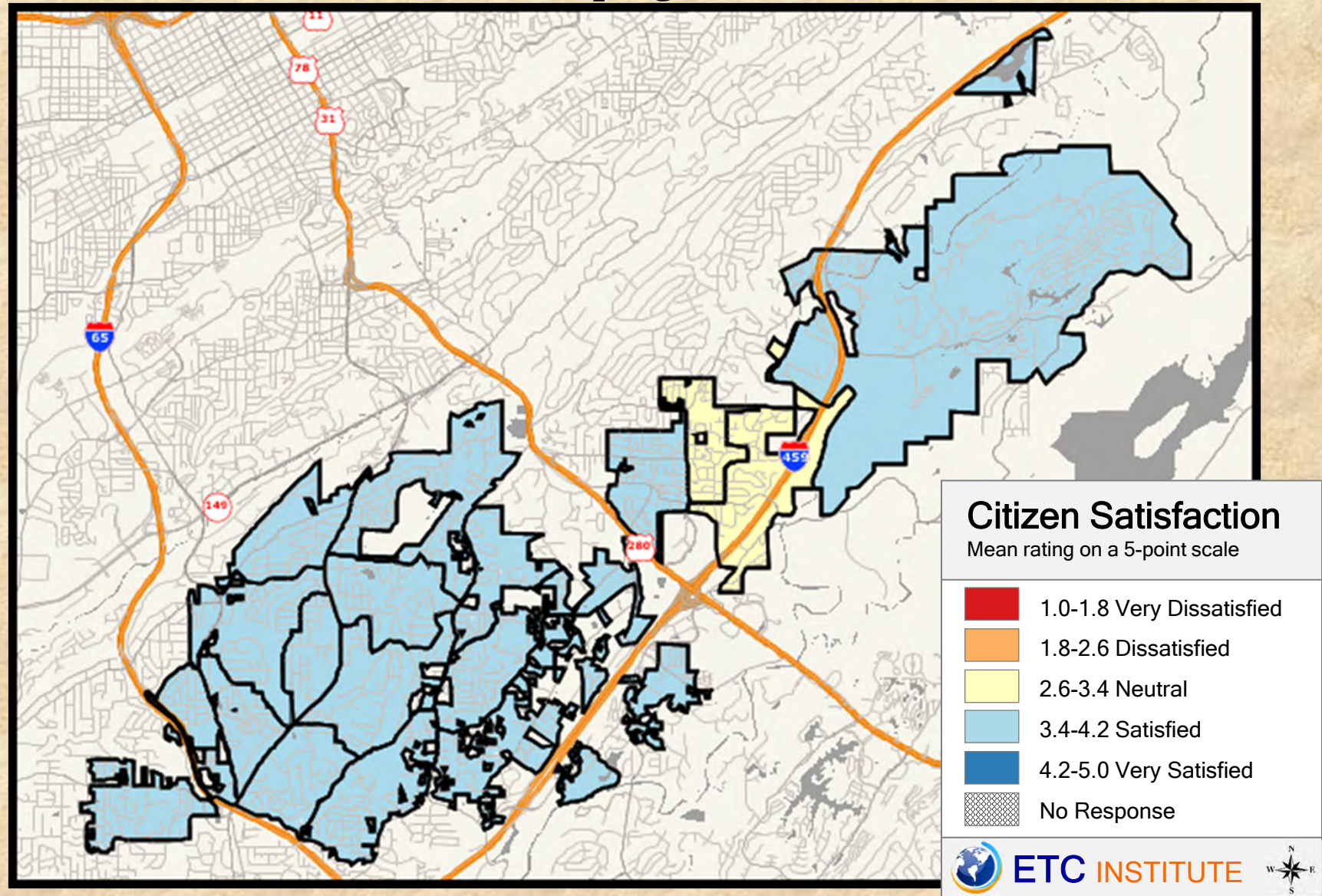
Q15-03 Satisfaction with the quality of the community newsletter



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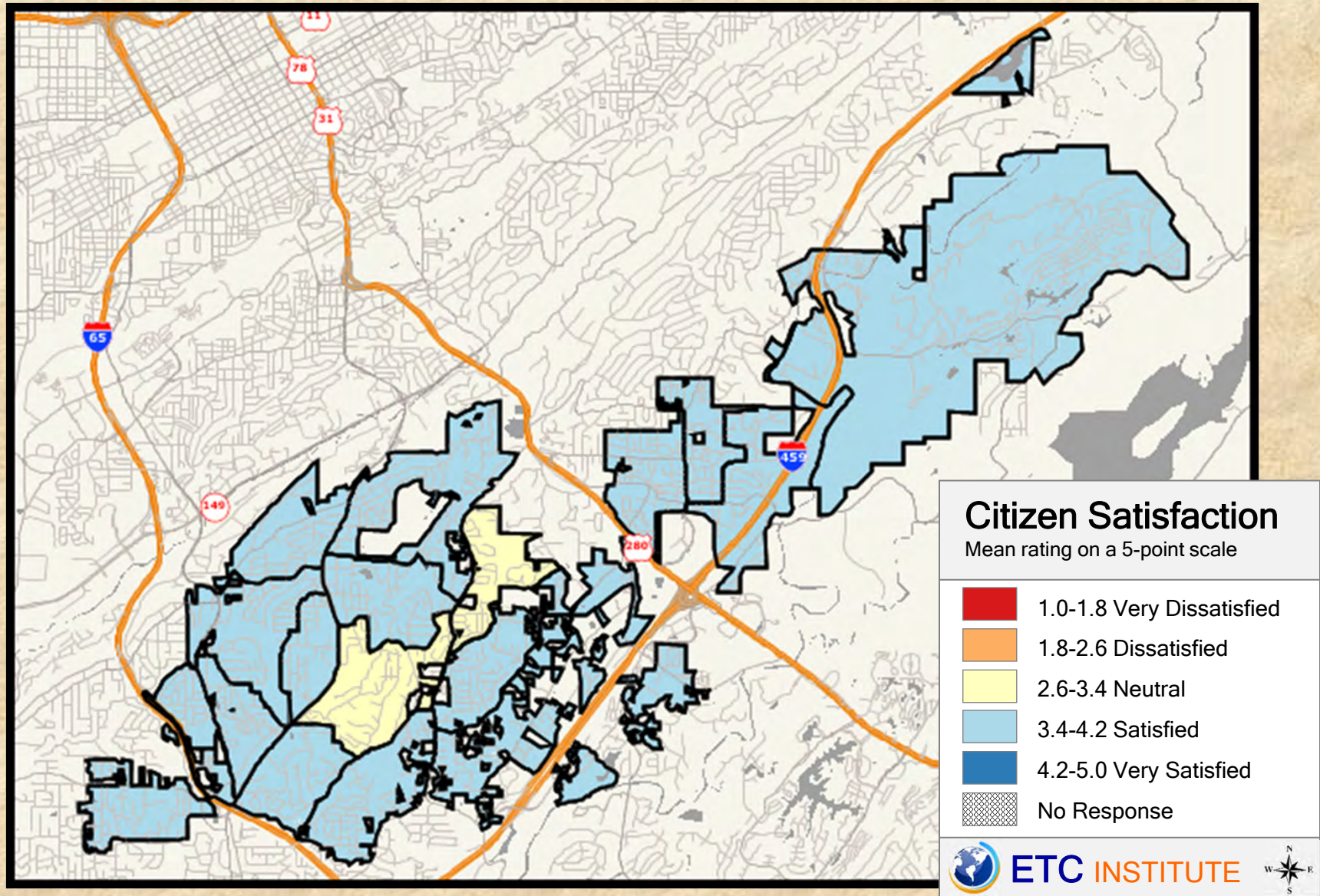
Q15-04 Satisfaction with the availability of information on other City services and programs



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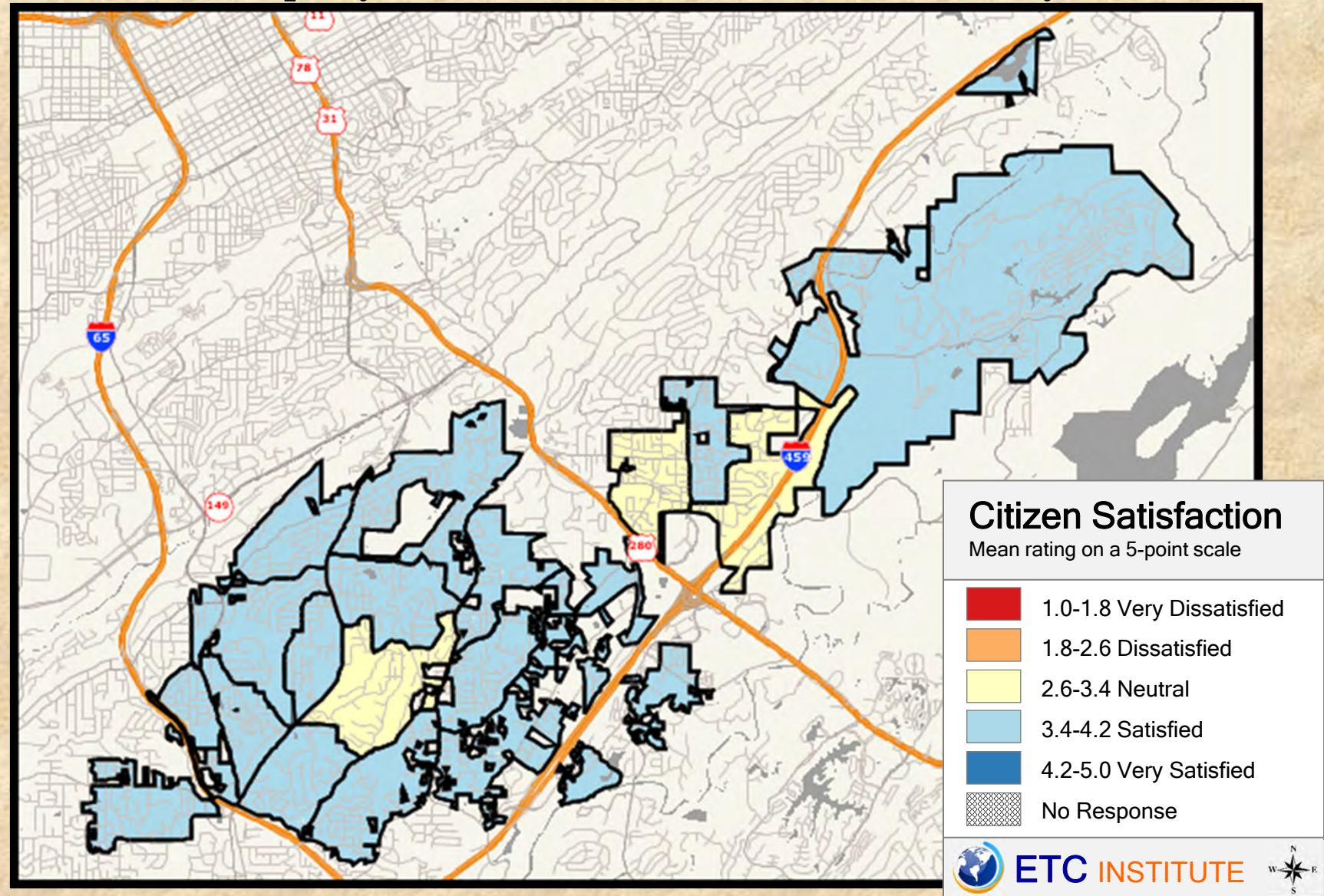
Q15-05 Satisfaction with the quality of the City's web page



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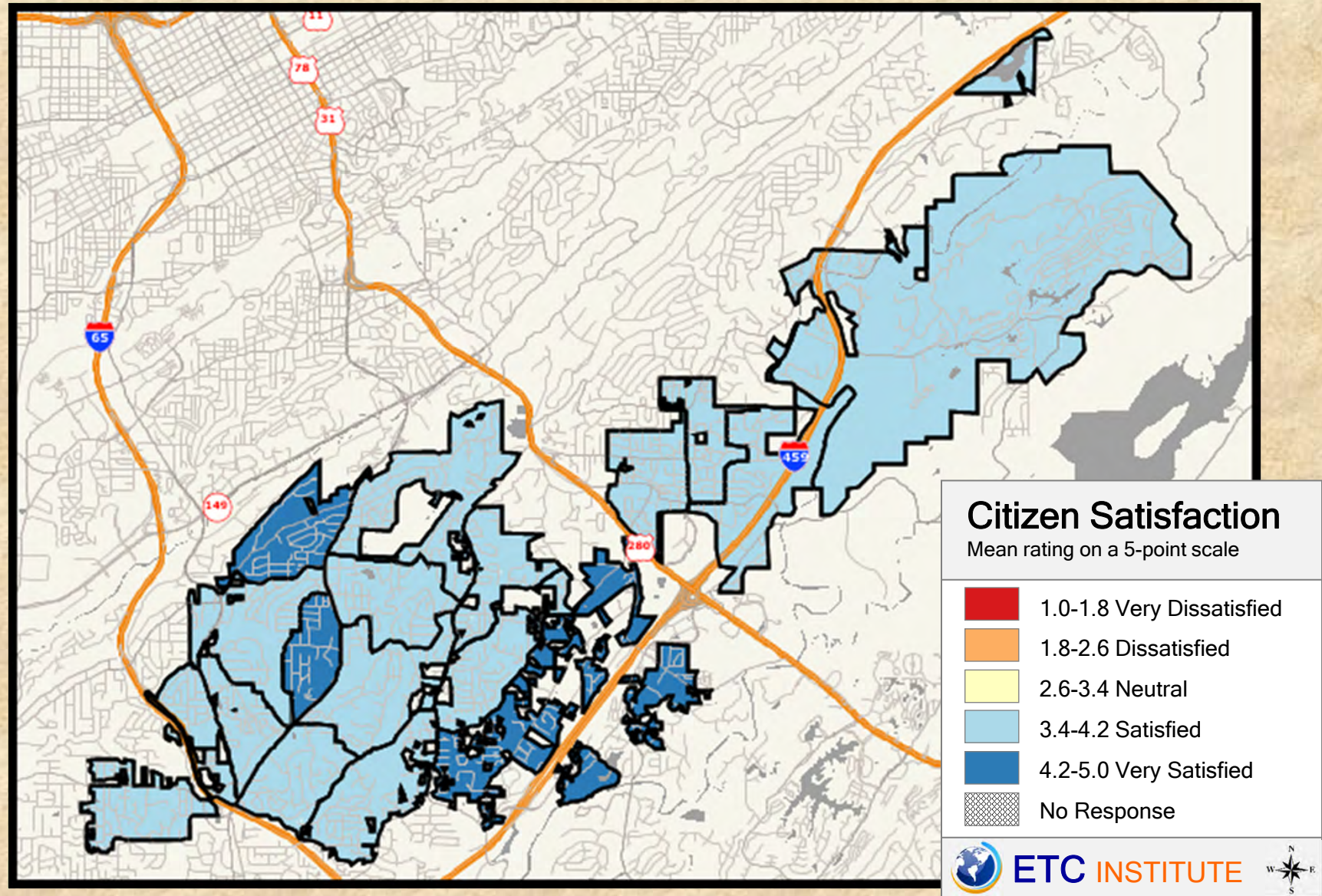
Q15-06 Satisfaction with transparency of City government/the City's willingness to openly share information with the community



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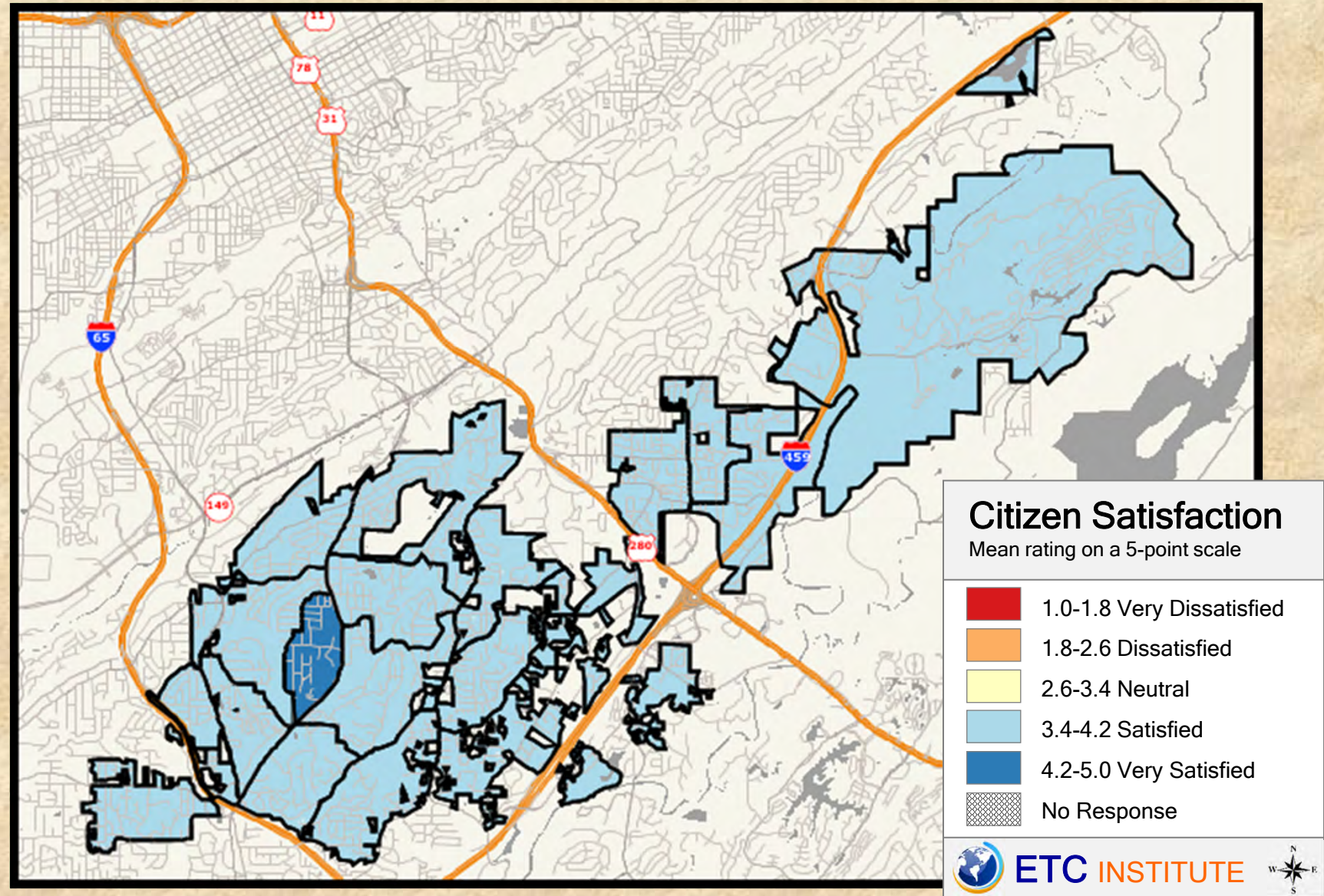
Q18-01 Satisfaction with overall quality of leadership provided by the City's elected officials



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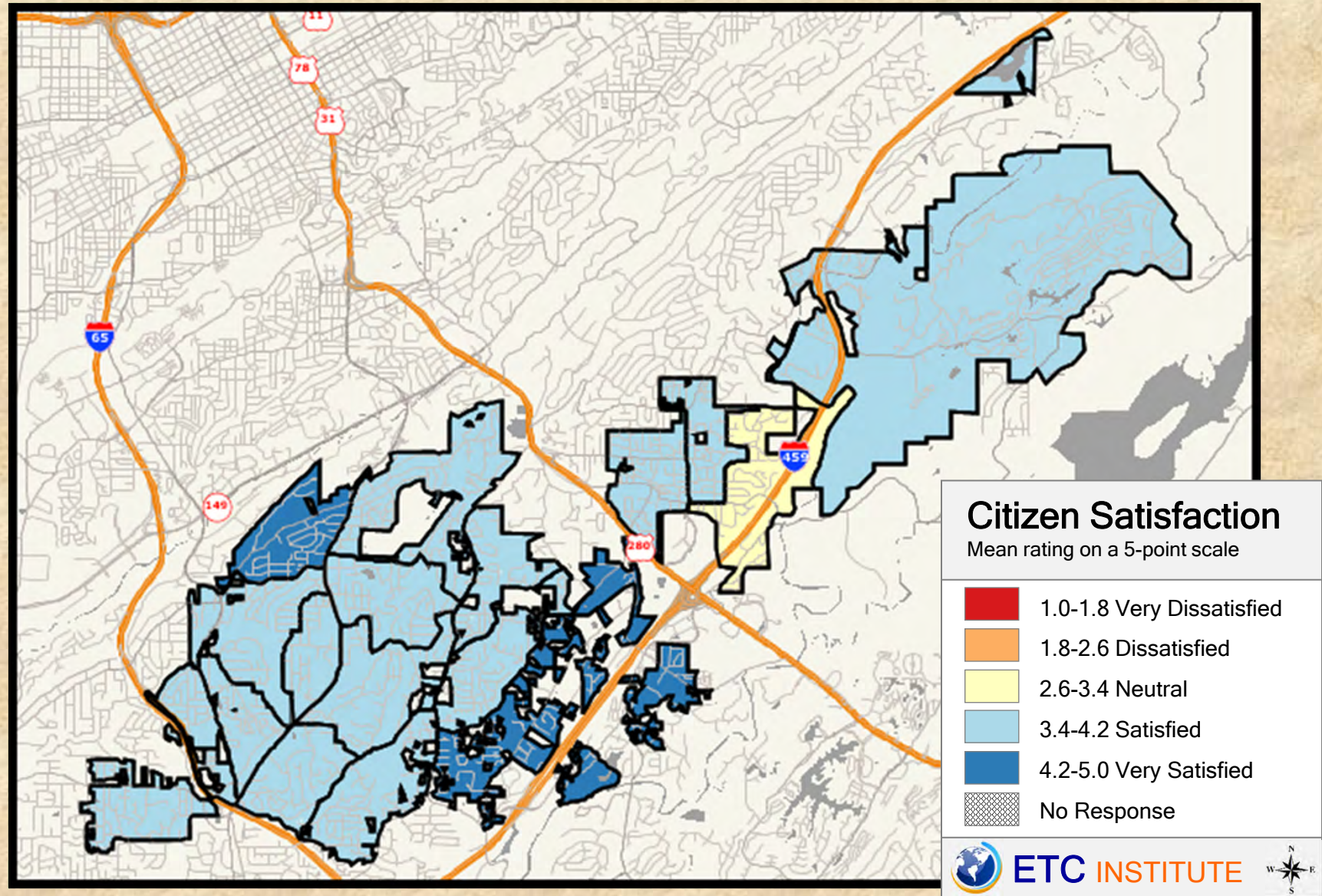
Q18-02 Satisfaction with overall effectiveness of appointed boards and commissions



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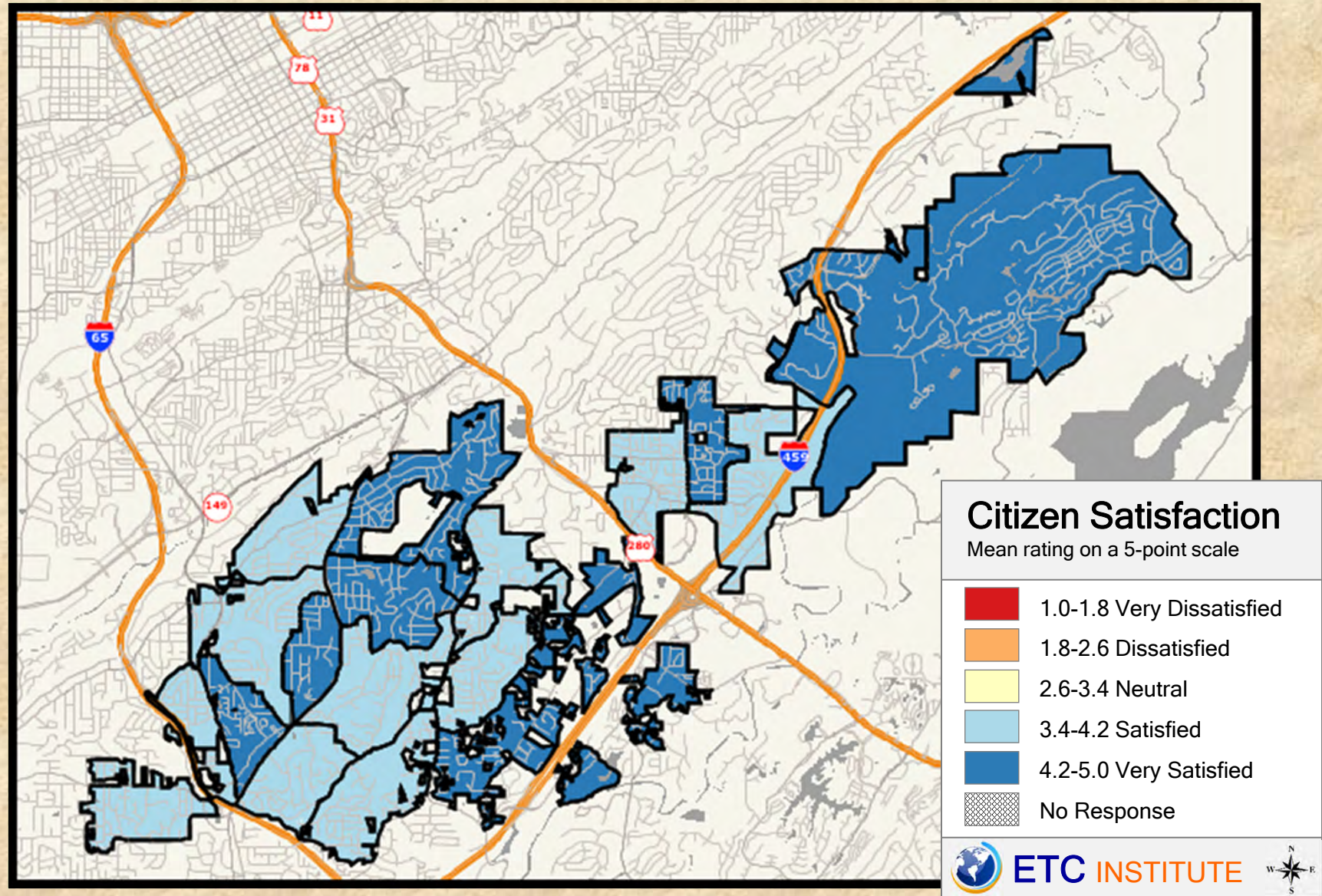
Q18-03 Satisfaction with overall effectiveness of the Department heads and staff



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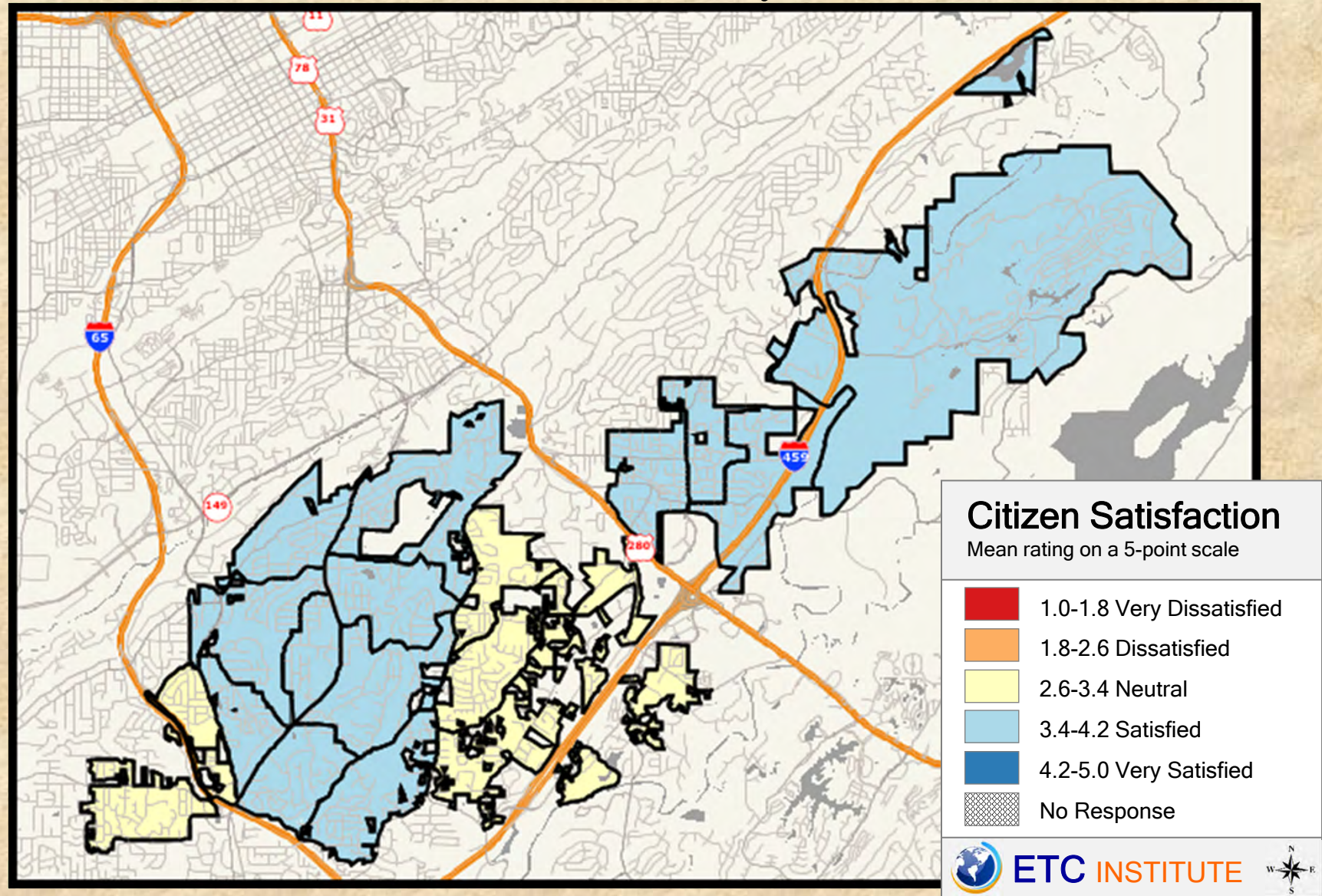
Q31-01 New trash services provided by AmWaste: Satisfaction with residential trash collection services



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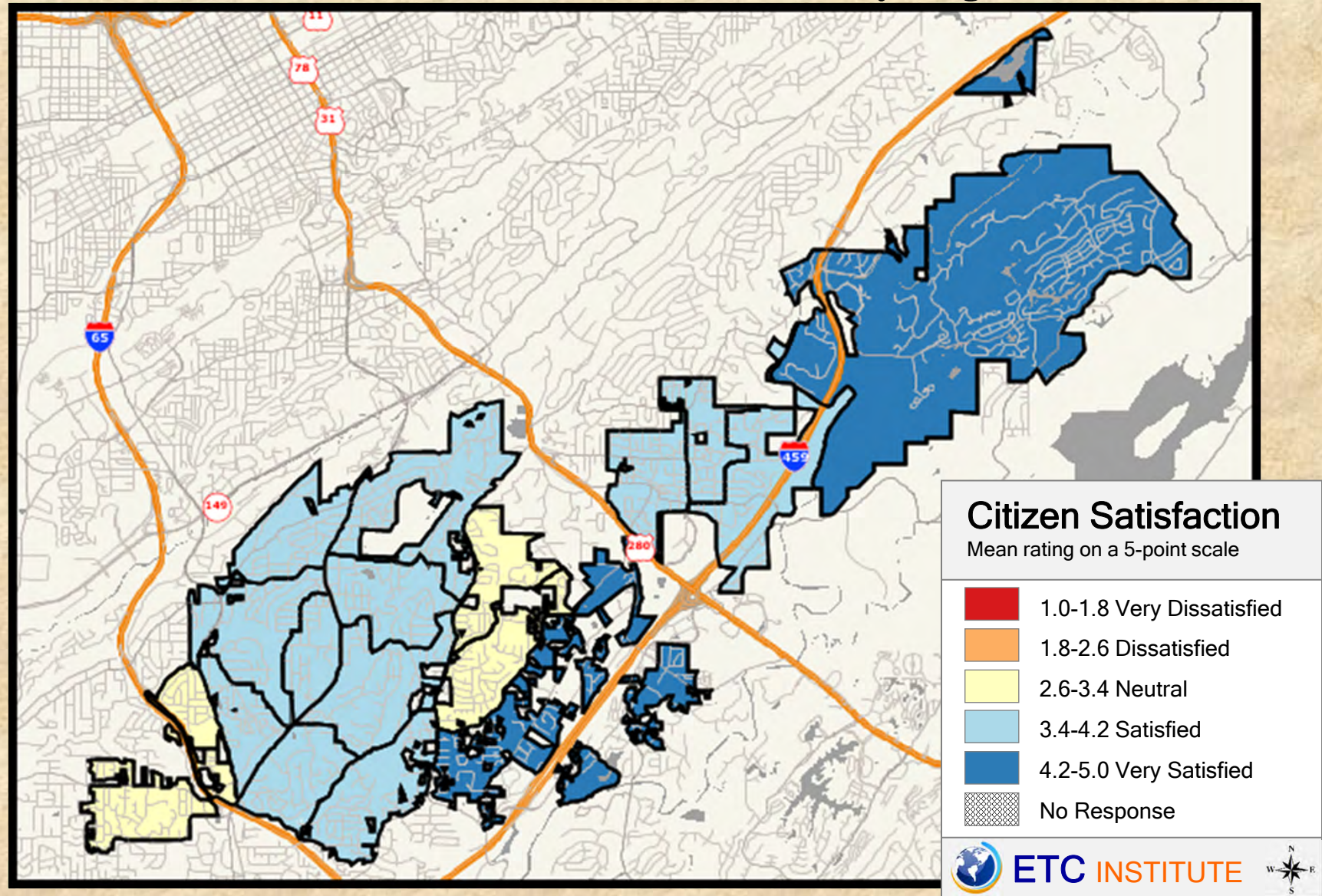
Q31-02 New trash services provided by AmWaste: Satisfaction with brush and bulky removal services



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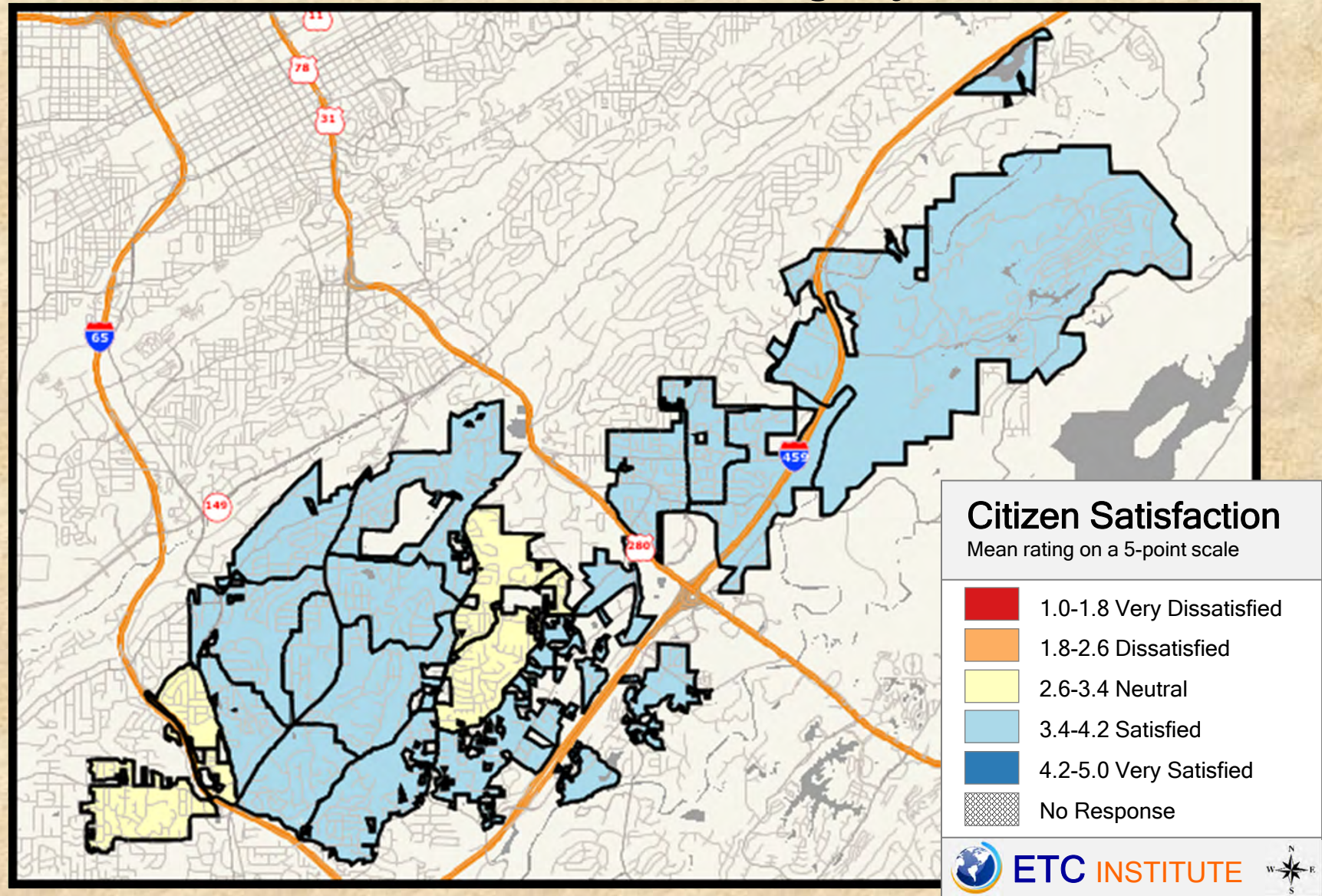
Q31-03 New trash services provided by AmWaste: Satisfaction with new “Mixed Stream” recycling services



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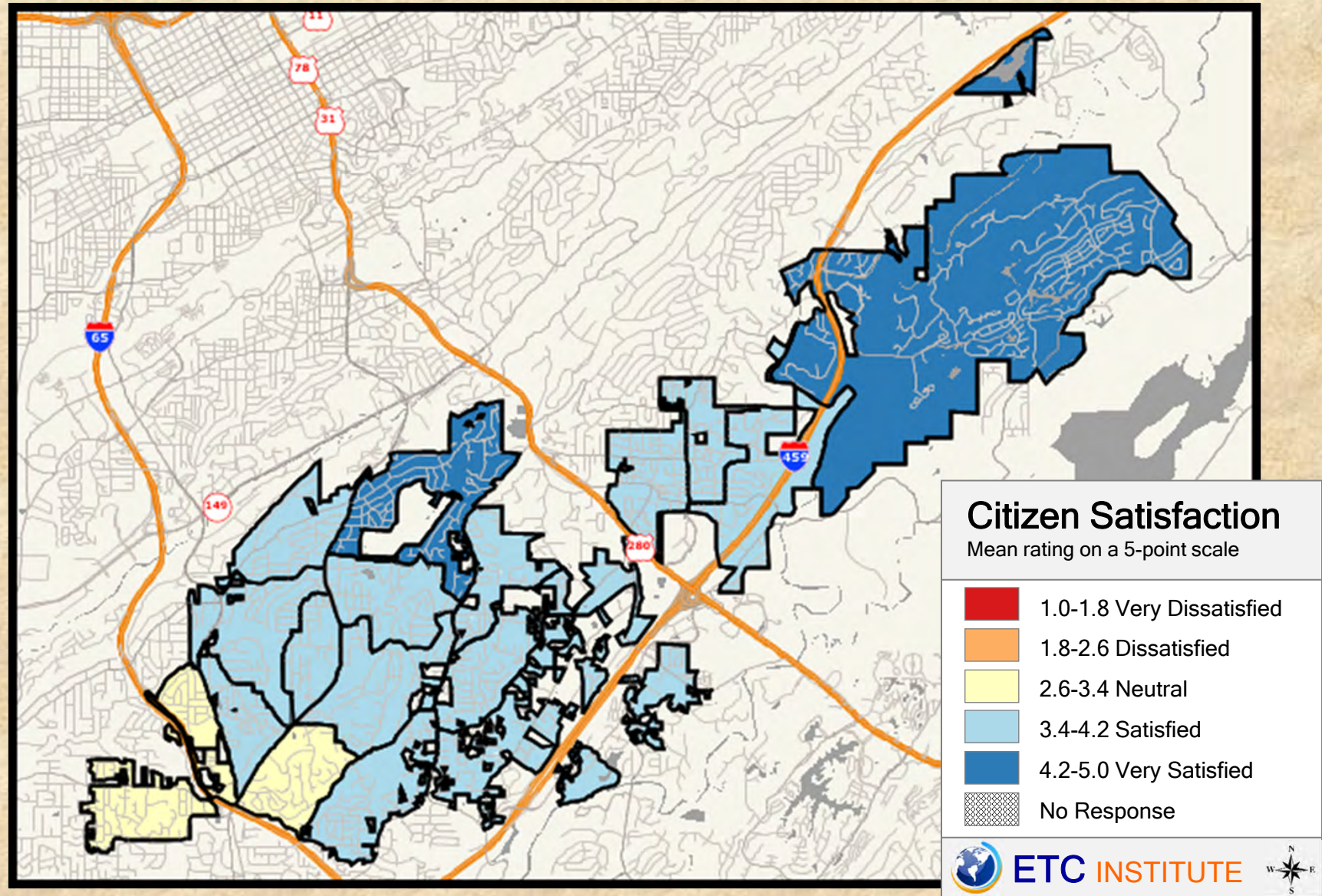
Q31-04 New trash services provided by AmWaste: Satisfaction with litter control along major streets



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

Q31-05 New trash services provided by AmWaste: Satisfaction with route schedule



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