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Cities Westlake

Westlake Resident Survey Results Set New High for Nationwide Averages -



Recent survey results reveal 85 percent of Westlake residents are “very satisfied” or “satisfied” with the overall quality of government services, according to data from one of the nation’s leading community-based market research firms.

The ETC Institute conducted the survey during the summer to help Town leaders make critical decisions concerning the allocation of Town resources, to measure the effectiveness of Town services, and to help decide the future direction of the community. Chris Tatham, Senior Executive Vice President/Chief Operating Officer for ETC Institute, shared the results with Westlake Town Council during the Sept. 21 meeting.

Along with the Composite Customer Satisfaction Index at 127, much higher than the national average of 100, the Town of Westlake set new satisfaction highs in four areas. Emergency preparedness efforts received an overall satisfaction of 96 percent, compared to the U.S. average of 67 percent; communications received 92 percent versus the U.S. average of 50 percent; customer service received 90 percent satisfaction versus 54 percent in the U.S.; and code enforcement was rated at 78 percent satisfaction versus the U.S. average of 49 percent.

“The Town of Westlake is now setting the standard for the delivering of local governmental services,” Tatham said. “Very few communities in the nation have seen satisfaction levels increase as much as Westlake over the past six years.”

This was the fifth time the Town of Westlake administered the resident survey, which was sent to residents via mail and phone. Previous surveys were administered in 2009, 2010, 2011, and 2013. The Composite Customer Satisfaction Index for the Town increased by 14 points since 2013 and by 27 points since 2009. In comparison, the U.S. index has remained stagnant, with a decrease of 1 point since 2013 and no overall change since 2009.

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Assistant Town Manager Amanda DeGan said she is very pleased with the results as it reinforces that Town staff are providing the services and quality that residents value.

“We, as a staff team, focus on working with the Council to create an environment that is high quality and welcoming,” DeGan said. “We work hard to build personal relationships with our residents, which helps them feel like a part of our community.”

DeGan said even though staff members are thrilled with the survey results, they intend to continue the hard work necessary to not only maintain high satisfaction levels but also increase efforts in other areas where improvements are needed.

For more than 20 years, ETC Institute has worked with local governments nationwide to gather statistically valid and representative input from residents on a wide variety of issues and topics. For more information, go to www.etcinstitute.com.



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