



2022 RESIDENT SURVEY

Final Findings

Prepared By
ETC INSTITUTE
OLATHE, KANSAS

Presented To The
TOWN OF WESTLAKE,
TEXAS

APRIL 2022



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Section 1:

Executive Summary

Purpose & Methodology

Purpose

ETC Institute administered a community survey to residents of the Town of Westlake, TX. The purpose of this survey was to gather information on residents' level of satisfaction with Town services and to gather opinions about other topics. Information received will be used to help Town leaders know where they are doing well and where they can improve. Data from the survey will help these leaders to make certain they are making decisions that align to the needs of the Town residents and prioritizing services that will positively impact the community.

Methodology

The survey instrument, cover letter, and postage paid return envelope were mailed to a random sample of households in the Town. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online.

Approximately, ten days after the surveys were mailed, ETC Institute sent emails/text messages to the households that received the survey to encourage participation. The emails/texts contained a link to the online version of the survey to make it easy for residents to complete. To prevent people who were not residents of the Town from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain 150 surveys and this goal was exceeded with a total of 160 completed surveys. The overall response for the sample of 160 completed surveys have a precision of at least $+/-6.5\%$ at the 95% level of confidence.

Overview of the Findings Report

This report contains:

- An executive summary of the survey purpose, methodology, and major findings
- Charts and graphs showing the overall results and trend analysis
- Benchmark analysis charts and graphs showing how the Town of Westlake compares to other communities in Texas and nationally
- Importance-satisfaction analysis
- Frequency tables that show the results for each question on the survey
- A copy of the cover letter and survey instrument

Major survey findings are found on the following pages.

Major Findings

The majority of respondents rated that they were either very satisfied or satisfied with all Town services that were analyzed. Out of the eleven major categories of Town services, the quality of public safety services was rated the top service that respondents feel is most important to them.

- Based on the sum of “very satisfied” and “satisfied” responses, the major categories of Town services that had the highest satisfaction ratings, were: the quality of public safety services (89%), the quality of maintenance of Town streets (88%), the quality of customer service (86%), and parks/trails/open spaces/streetscaping/facilities (86%).
- Based on the sum of respondents’ top three choices, 73% of respondents indicated that the quality of public safety services is most important to them, followed by the value of Westlake Academy to the Town (42%), effectiveness of communication by the Town (31%) and the value they [respondents] receive from their tax dollars and fees (31%).

Respondents were the most satisfied with the usefulness of the Westlake Wire communications and efforts by the Town to keep them informed.

- Based on the sum of “very satisfied” and “satisfied” responses, 74% of respondents indicated they were satisfied with the usefulness of the Westlake Wire communications and 64% were satisfied with the efforts by the Town to keep them informed.
- The ease of use of the Town’s website received the lowest satisfaction rating (56%). However, the communication services with the highest dissatisfaction ratings were efforts by the Town to keep you [respondents] informed (17%) and opportunities provided for public input (17%).

Most respondents were either very satisfied or satisfied with the maintenance of streetscaping and open spaces in the Town.

- Eighty-four percent (84%) of respondents indicated that they were either “very satisfied” or “satisfied” with the maintenance of streetscaping and open spaces, 74% were satisfied with the number of publicly-accessible parks and trails, and 67% were satisfied with the maintenance of Town-owned Glenwyck Park.

Respondents were the most satisfied with the following utility services: residential trash/recycling collection services, quality of drinking water utility services, and yard waste/bulky item removal services.

- The utility services with the highest ratings of satisfaction were: residential trash/recycling collection services (86%), quality of drinking water utility services (78%), and yard waste and bulky item removal services (77%).

The Town received high satisfaction ratings for the friendliness and accessibility of Town staff.

- Almost all (89%) respondents indicated they were either “very satisfied” or “satisfied” with the friendliness of Town staff. Eighty percent (80%) were either “very satisfied” or “satisfied” with the accessibility of Town staff.

Respondents were more satisfied with the overall buildings on Westlake Academy Campus than they were with the use of portable buildings on Westlake Academy Campus.

- Forty-six percent (46%) of respondents were either “very satisfied” or “satisfied” with the overall buildings on Westlake Academy Campus; 23% were neither satisfied or dissatisfied and 31% were either “dissatisfied” or “very dissatisfied”.
- Twenty-one percent (21%) of respondents were either “very satisfied” or “satisfied” with the use of portable buildings on Westlake Academy Campus; 31% were neither satisfied or dissatisfied and 48% were either “dissatisfied” or “very dissatisfied”.

All respondents indicated that the quality of life is the most important reason in their decision to move to Westlake; followed by low crime rates/quality of public safety, and the quality of their subdivision.

- All (100%) of respondents indicated that the quality of life was important in their decision to move to Westlake; followed by low crime rates/quality of public safety (99%) and the quality of their subdivision (98%).
- The top five reasons respondents will stay in Westlake over the next five years is because of the:
 - Quality of life (55%)
 - Low crime rates/quality of public safety (41%)
 - Westlake Academy (38%)
 - Quality of their subdivision (36%)
 - Aesthetic appeal and high development standards (35%)

Conclusion

(Importance-Satisfaction Analysis)

To ensure the Town continues to deliver high quality services to its residents, ETC Institute recommends the Town emphasize the following areas.

Overall Priorities for the Town by Major Categories of Services:

The first level of analysis reviewed the importance of and satisfaction with major Town services. This analysis was conducted to help set the overall priorities for the Town. The table below shows the Importance-Satisfaction Analysis for all major services analyzed. Based on the results of this analysis, the major services that are recommended as the top opportunity for improvement over the next two years, in order to raise the Town's overall satisfaction rating is

- Value of Westlake Academy to the Town (IS Rating = 0.1663)
- Value you receive from your taxes and fees (IS Rating = 0.1113)

2022 Importance-Satisfaction Rating

Town of Westlake

Major Categories of Town Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Value of Westlake Academy to the Town	42%	2	60%	11	0.1663	1
Value you receive from your tax & fees	31%	4	64%	10	0.1113	2
Medium Priority (IS <.10)						
Quality of public safety services	73%	1	89%	1	0.0810	3
Effectiveness of communication by the Town	31%	3	80%	6	0.0629	4
Westlake's emergency preparedness efforts	22%	6	83%	5	0.0365	5
Quality of enforcement of codes & ordinances	14%	8	74%	9	0.0360	6
Quality of maintenance of Town streets	27%	5	88%	2	0.0319	7
Quality of customer service	21%	7	86%	3	0.0300	8
Quality of utility services	8%	10	76%	8	0.0194	9
Parks/trails/open spaces/streetscaping/facilities	12%	9	85%	4	0.0176	10
Quality of government services provided	4%	11	78%	7	0.0088	11

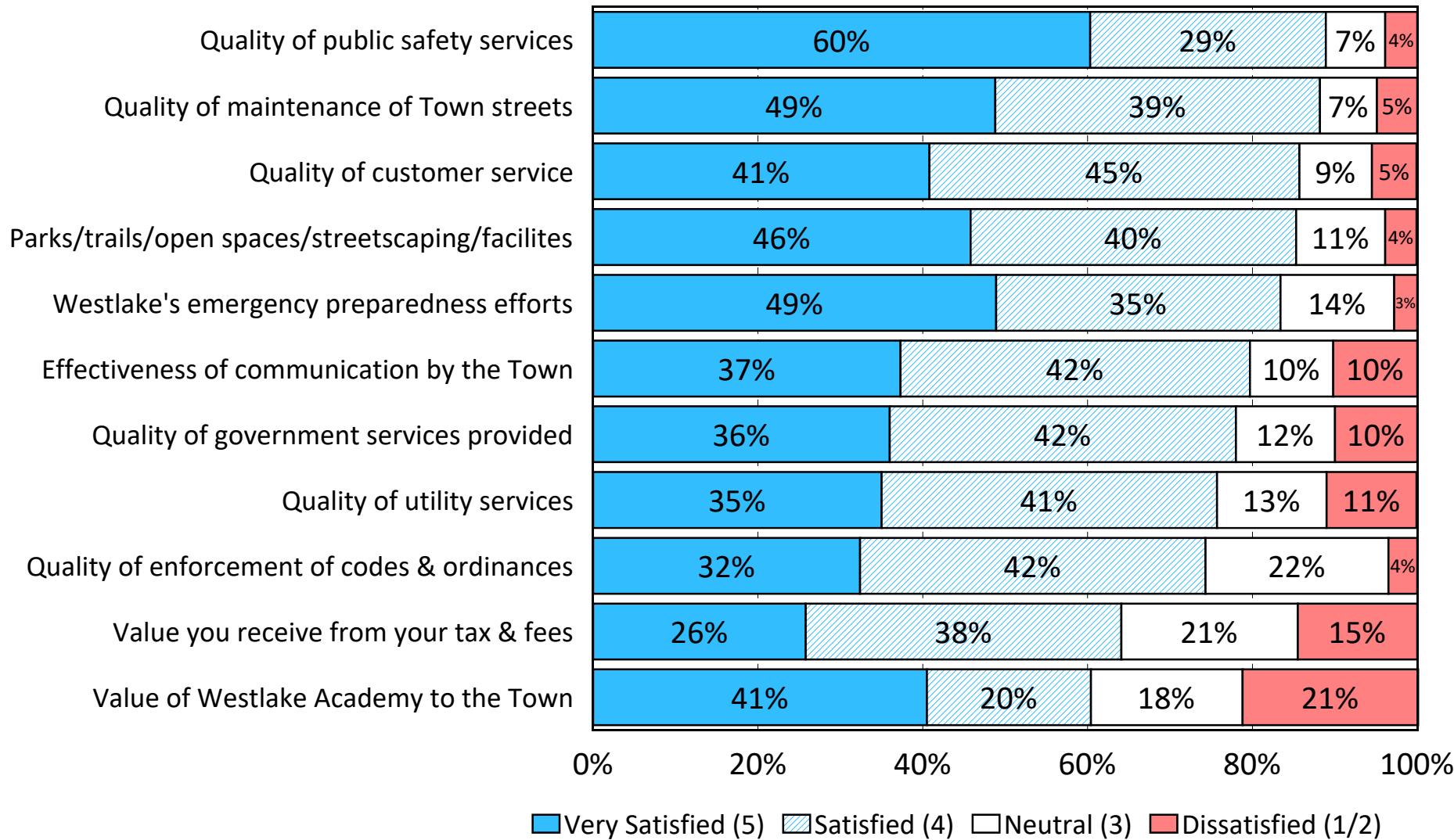
Section 2:

Charts & Graphs

of Overall Results

Q1. Overall Satisfaction With Town Services by Major Category

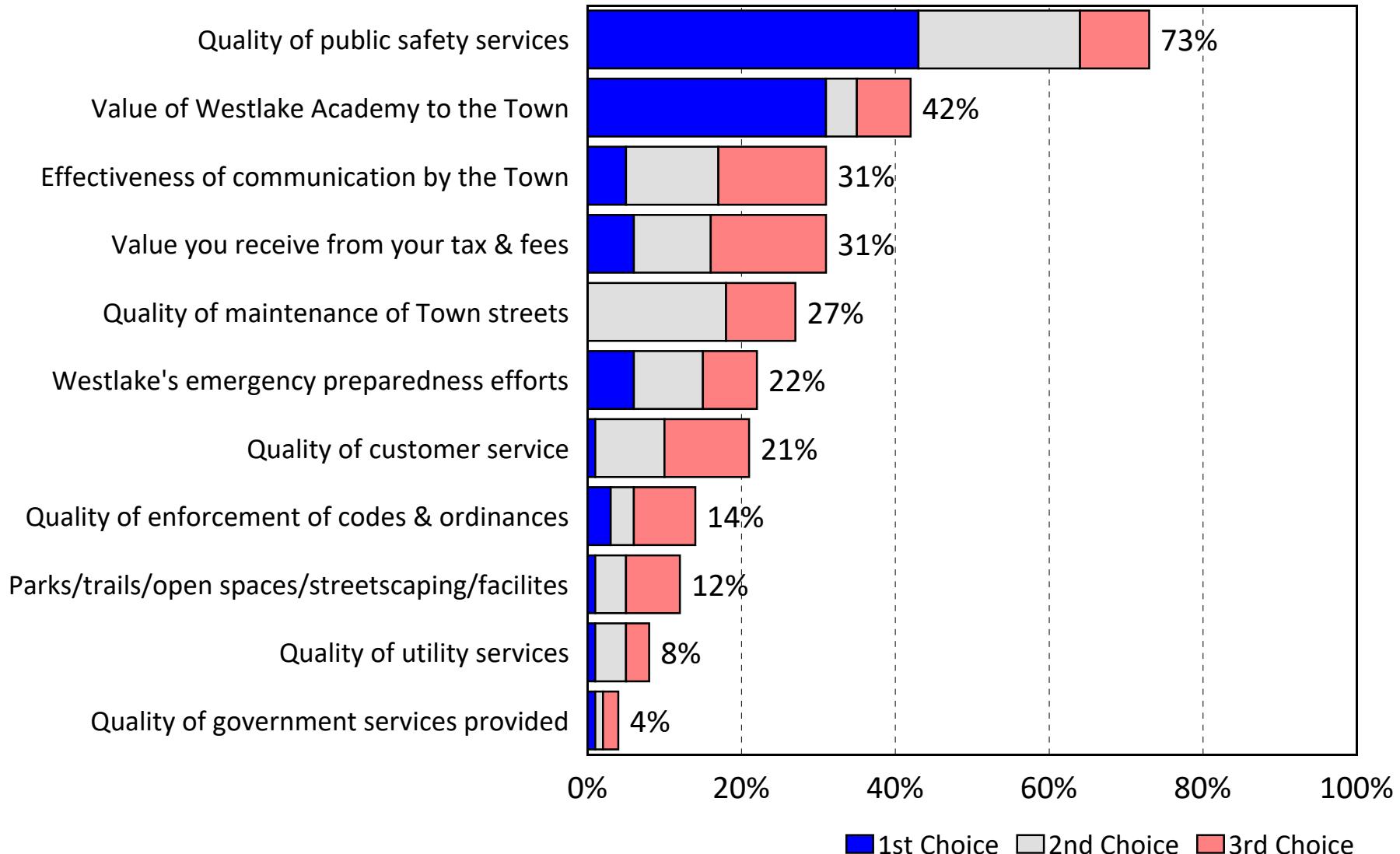
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q2. Major Categories of Town Services That Residents Felt Were Most Important

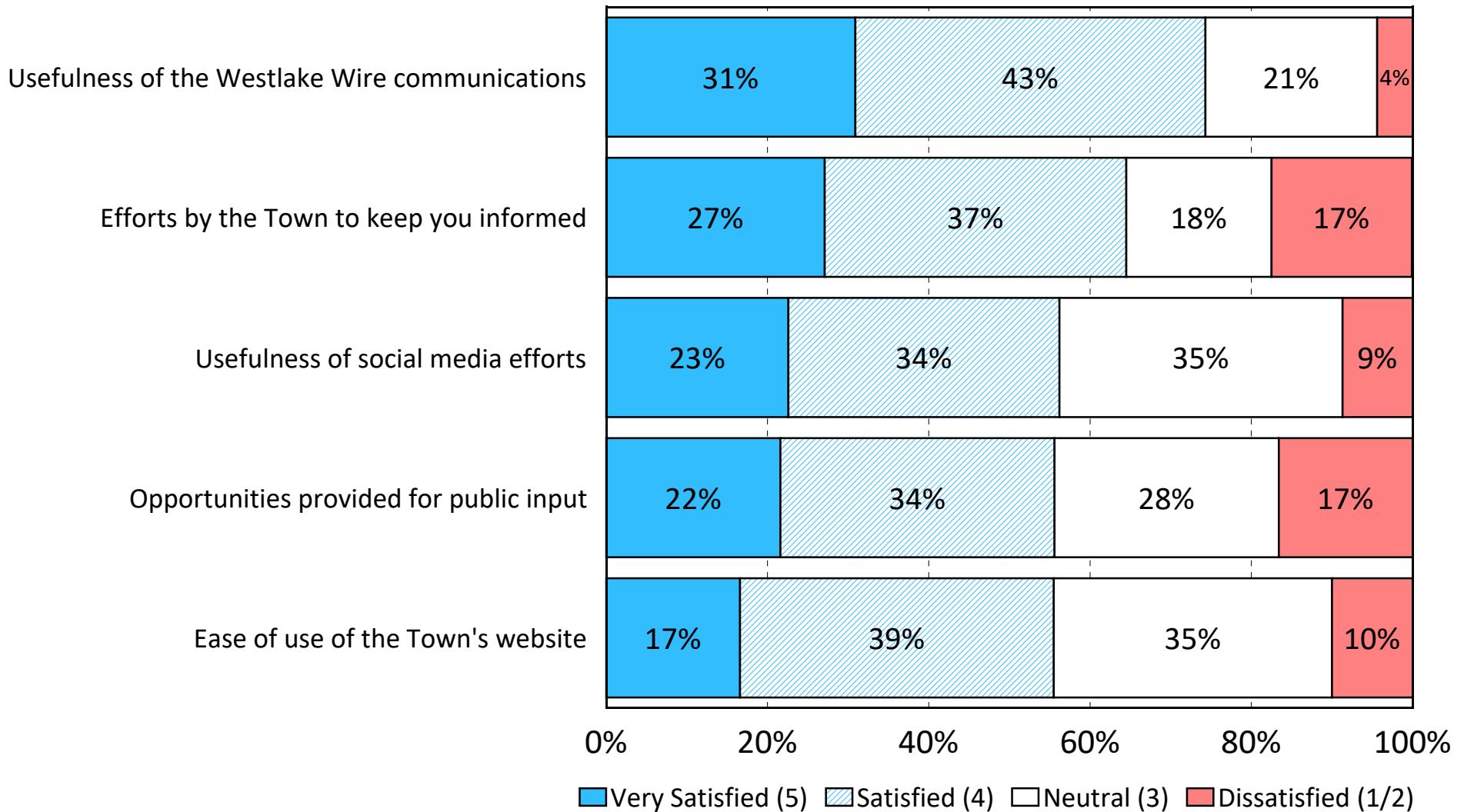
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q3.1-5. Satisfaction with Communication and Engagement in the Town of Westlake

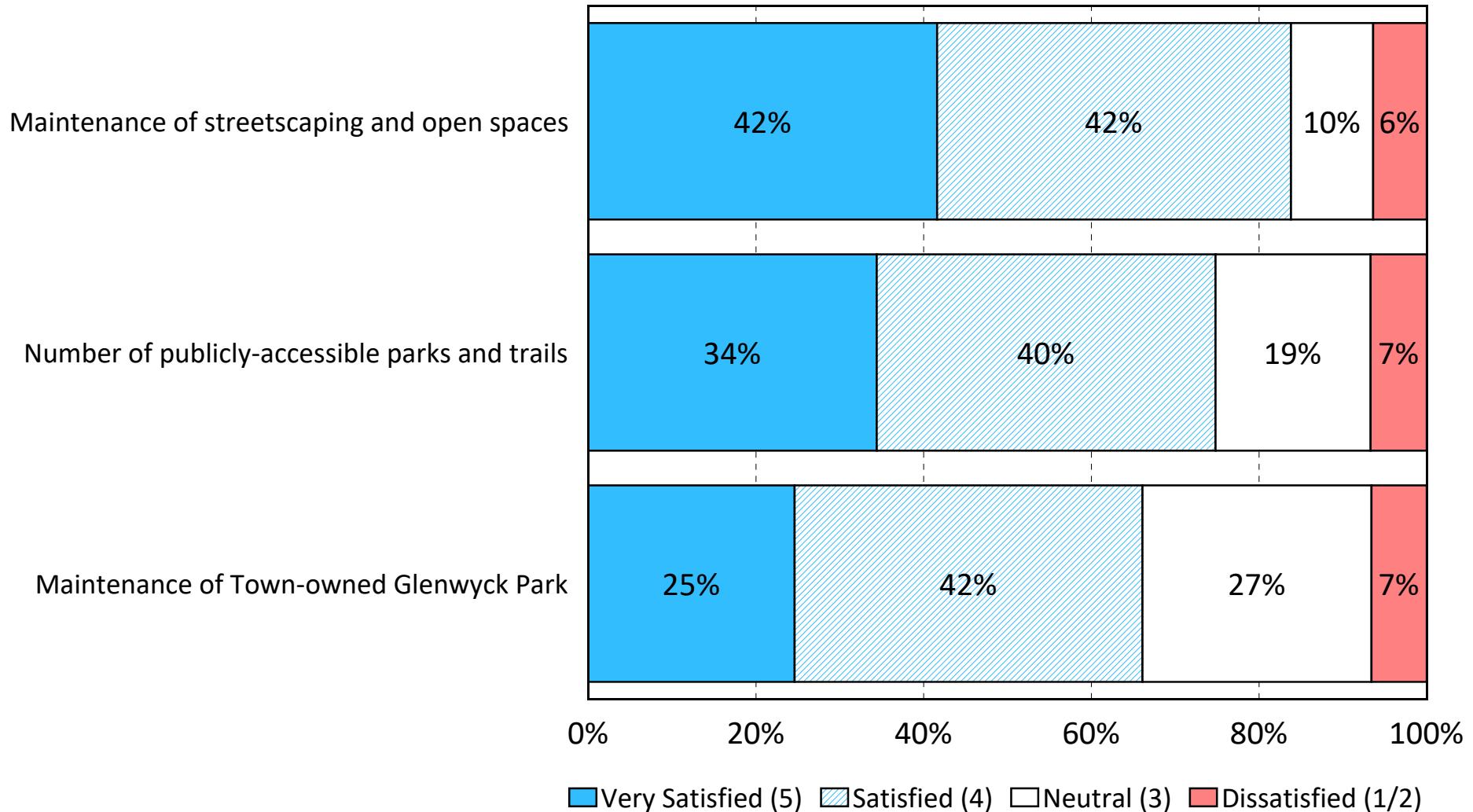
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q3.6-8. Satisfaction with Parks and Recreation Services in the Town of Westlake

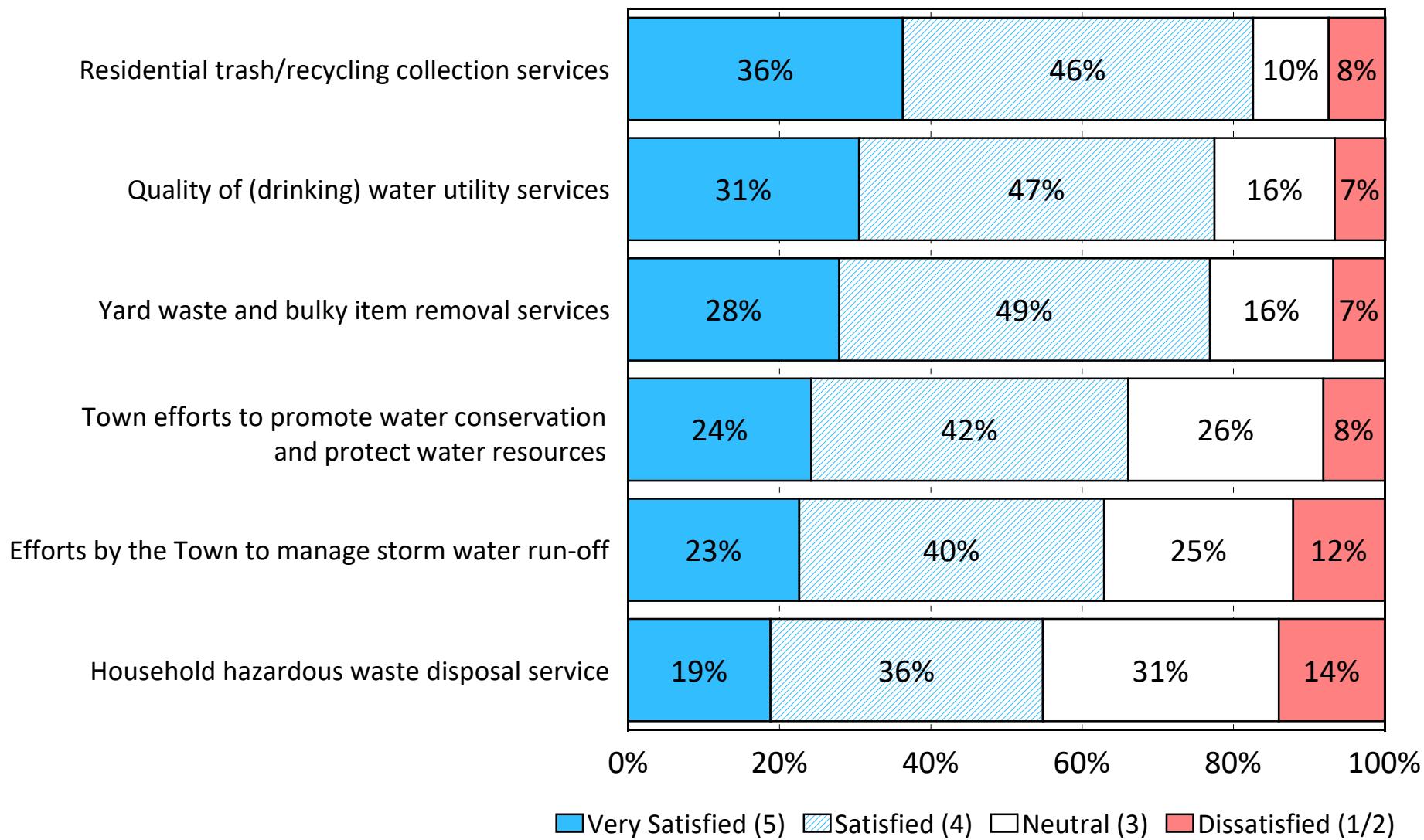
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q3.9-14. Satisfaction with Utility Services in the Town of Westlake

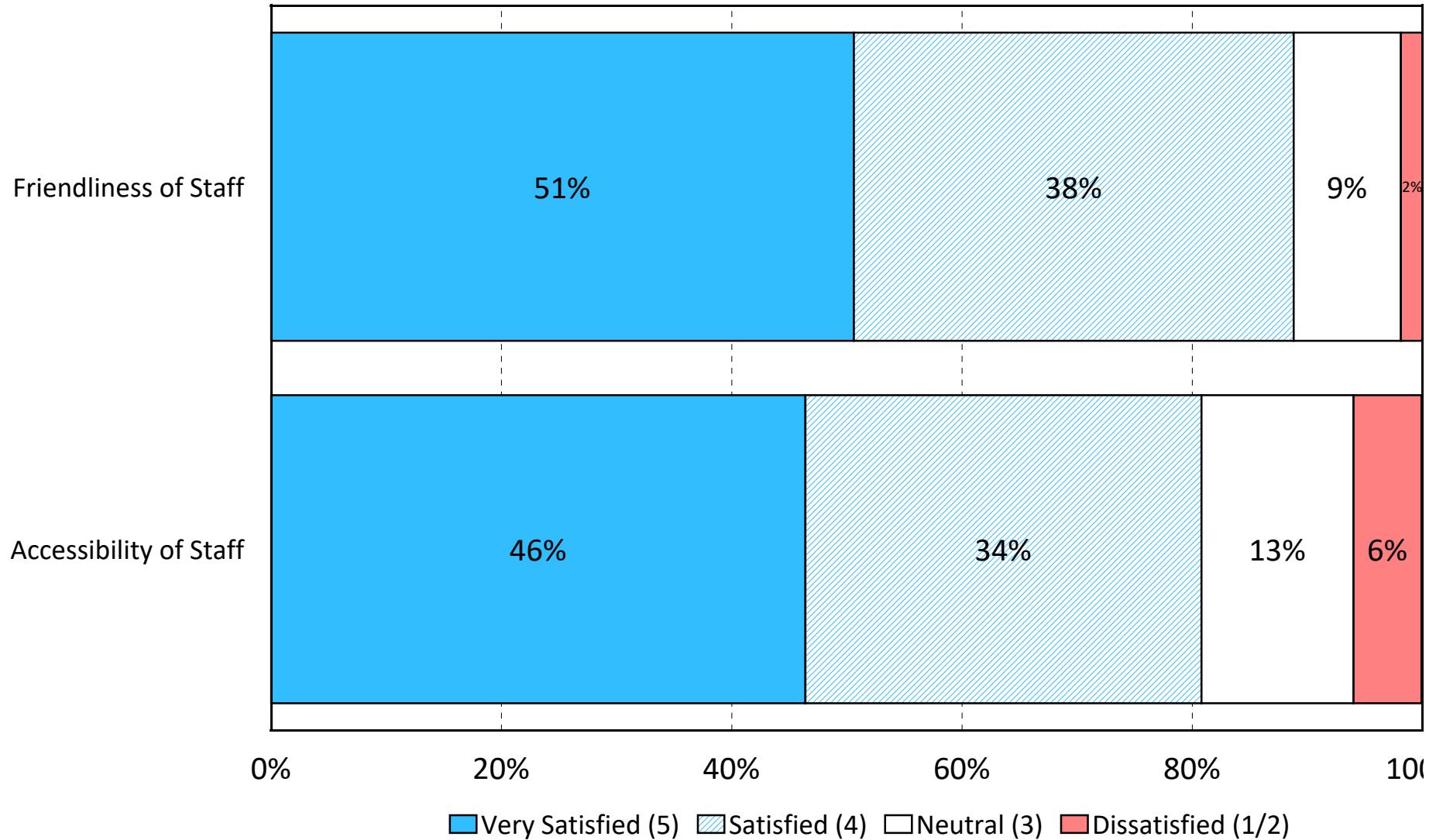
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q3.15-16. Satisfaction with Customer Service in the Town of Westlake

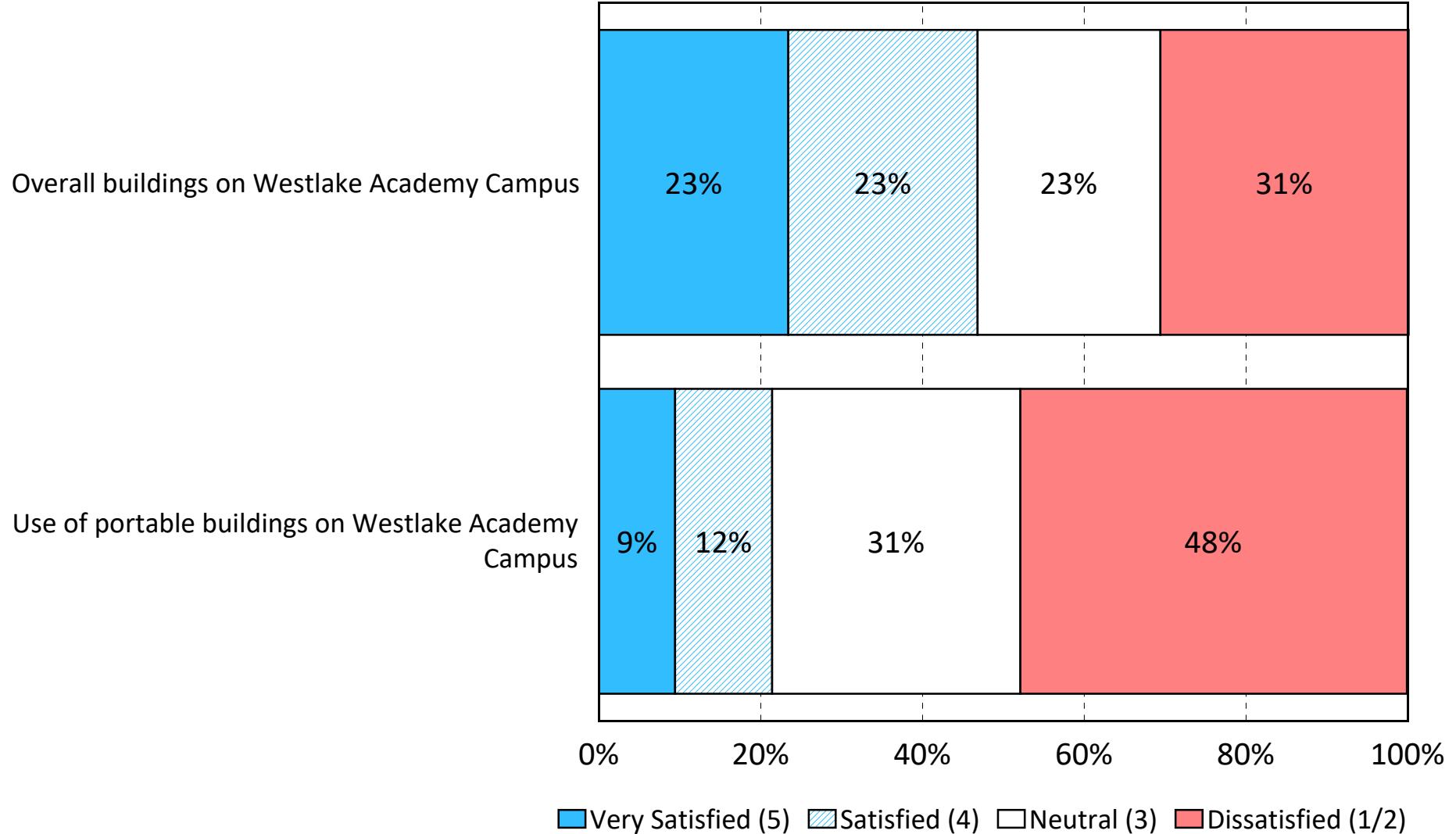
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q3.17-18. Satisfaction with Facilities in the Town of Westlake

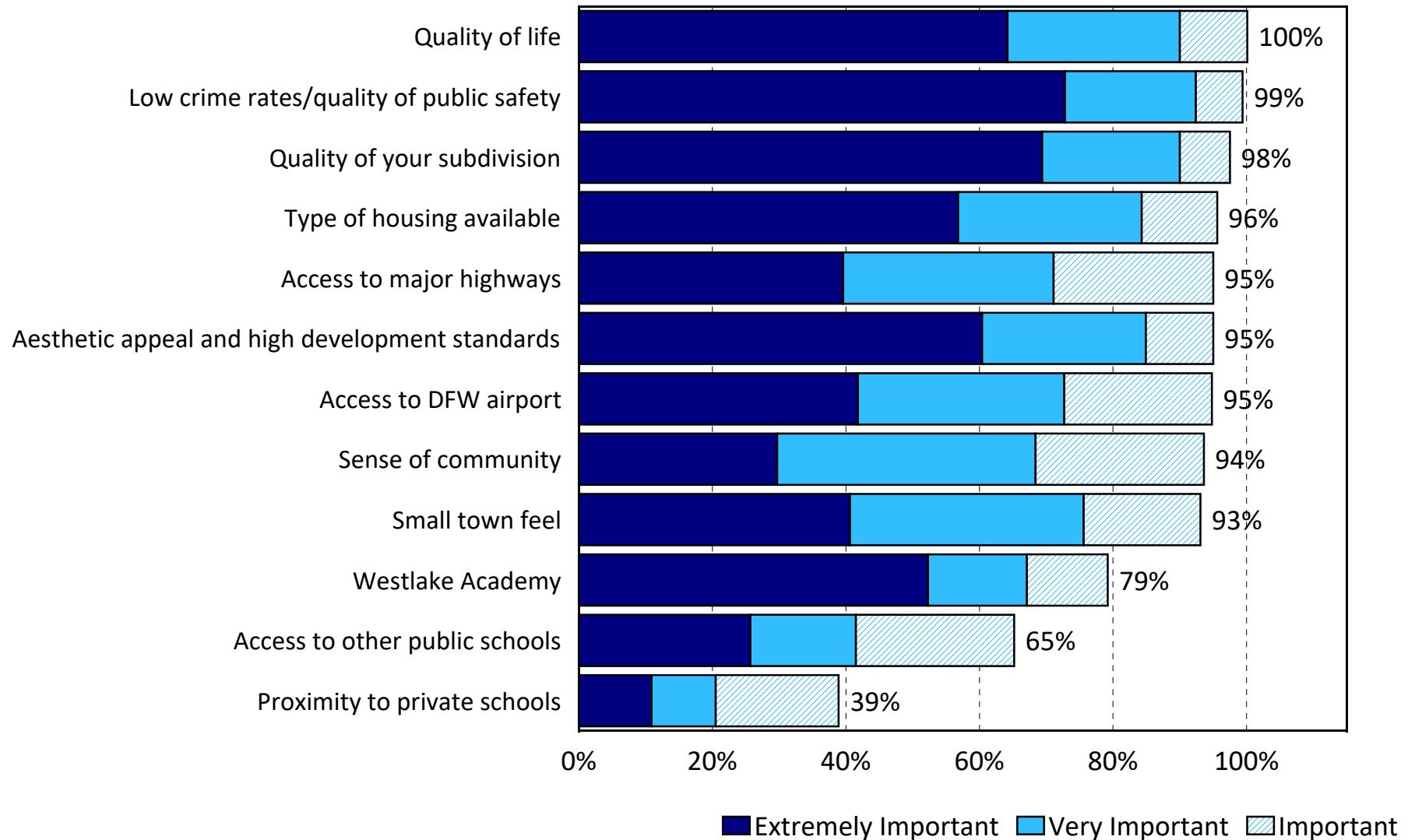
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q4. Importance of Various Reasons in the Decision to Move to Westlake

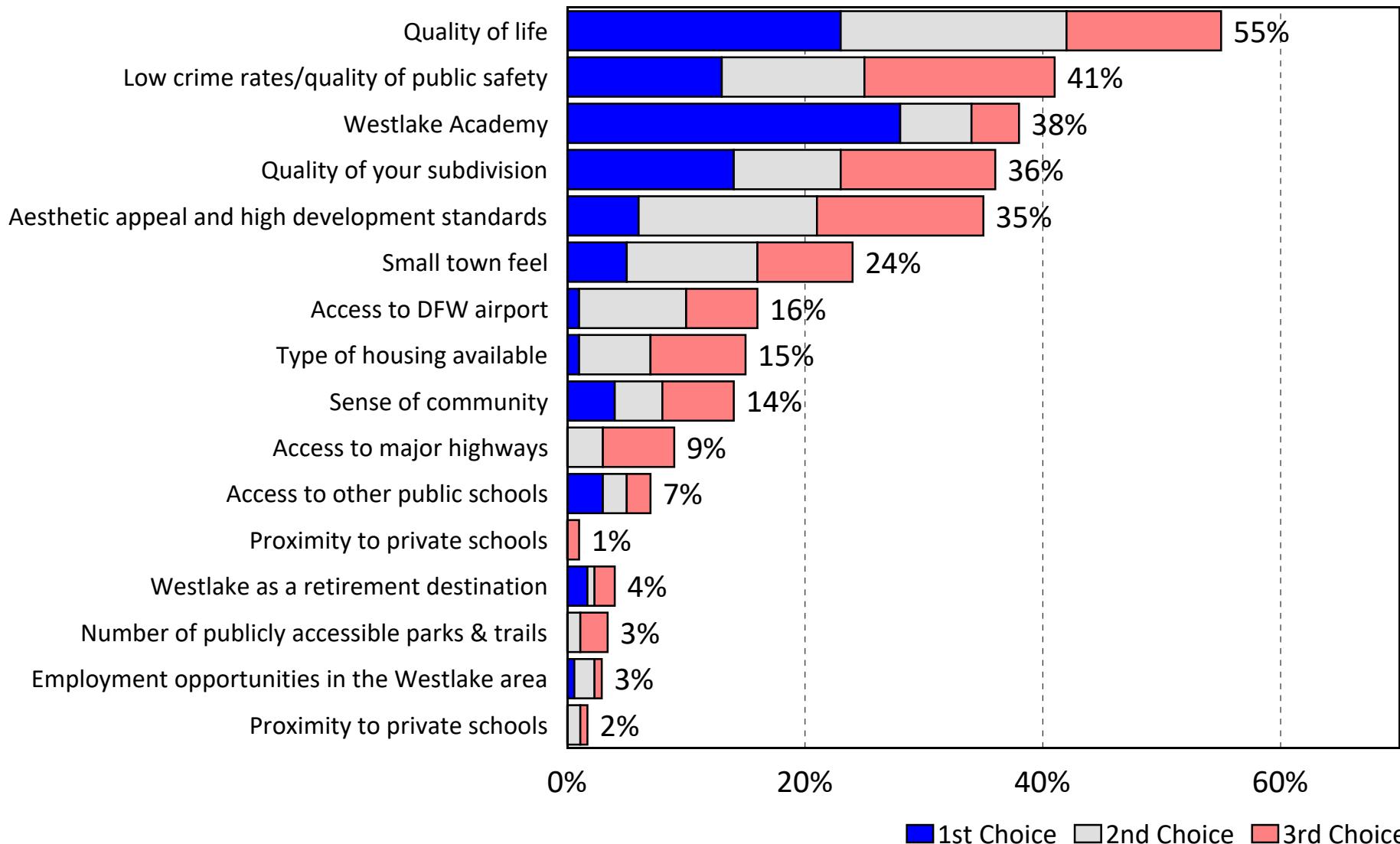
by percentage of respondents who felt the item was "extremely important," "very important" or "important"



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q5. Reasons Residents Will Stay in Westlake Over the Next Five Years

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

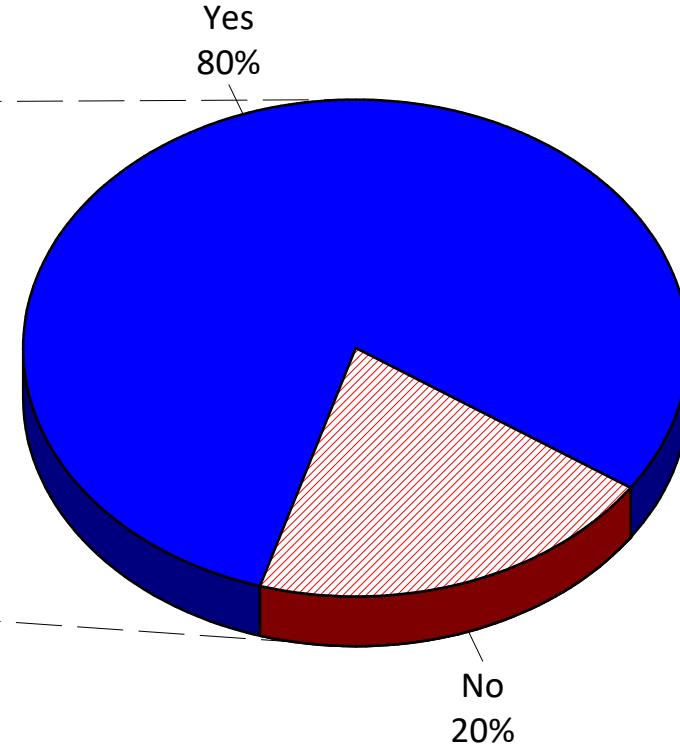
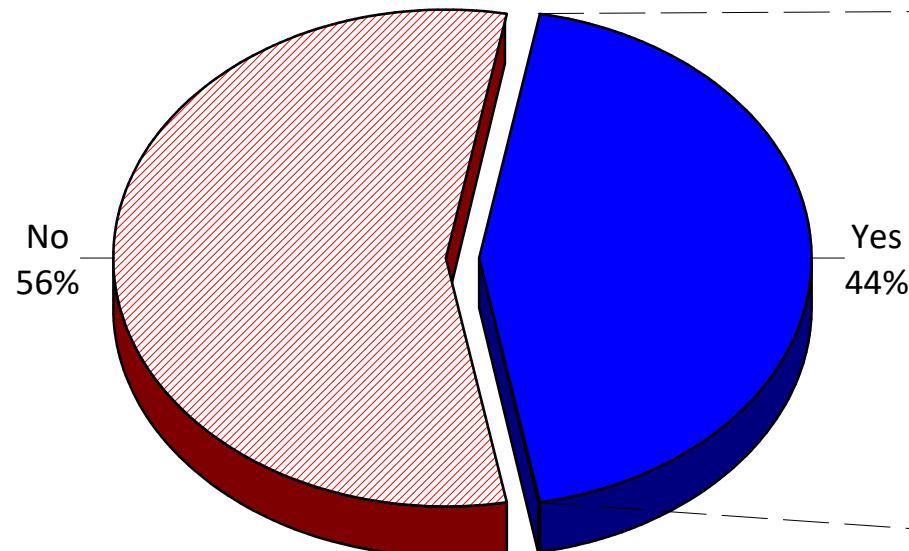


Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q6. Do any children in grades K-12 live in your home?

by percentage of respondents

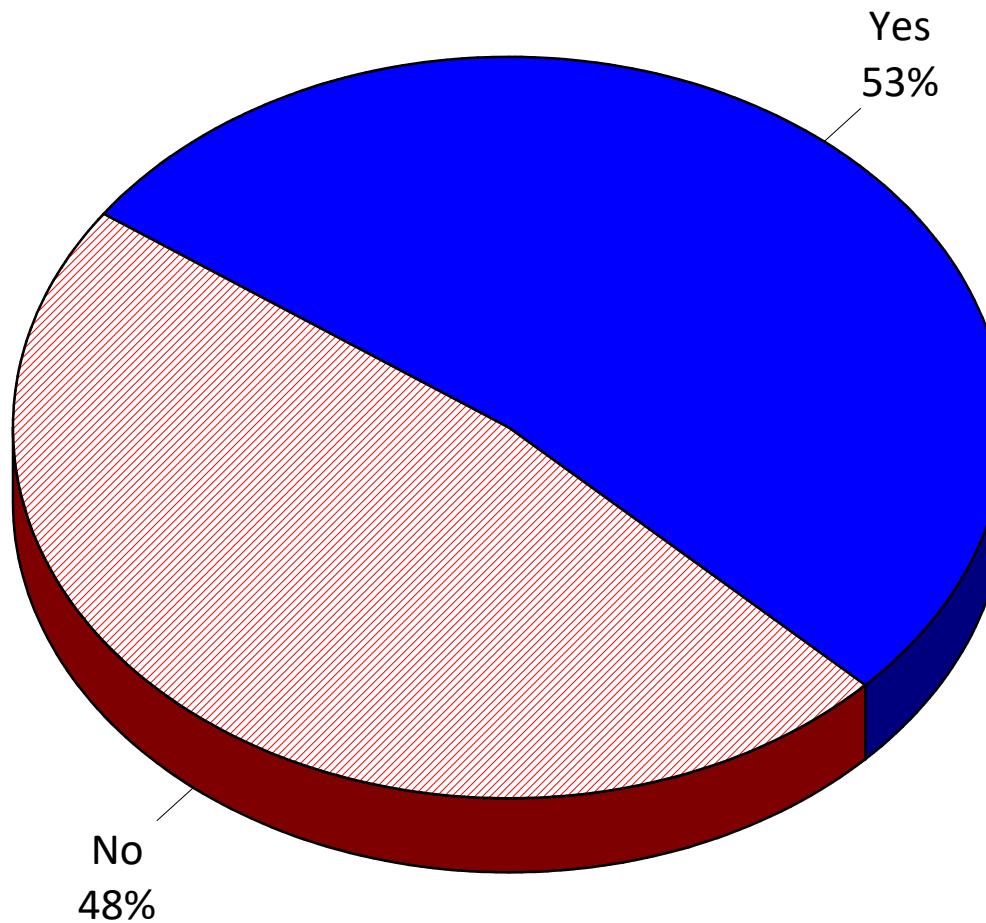
Q6a. If YES, do any of these children currently attend Westlake Academy?



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

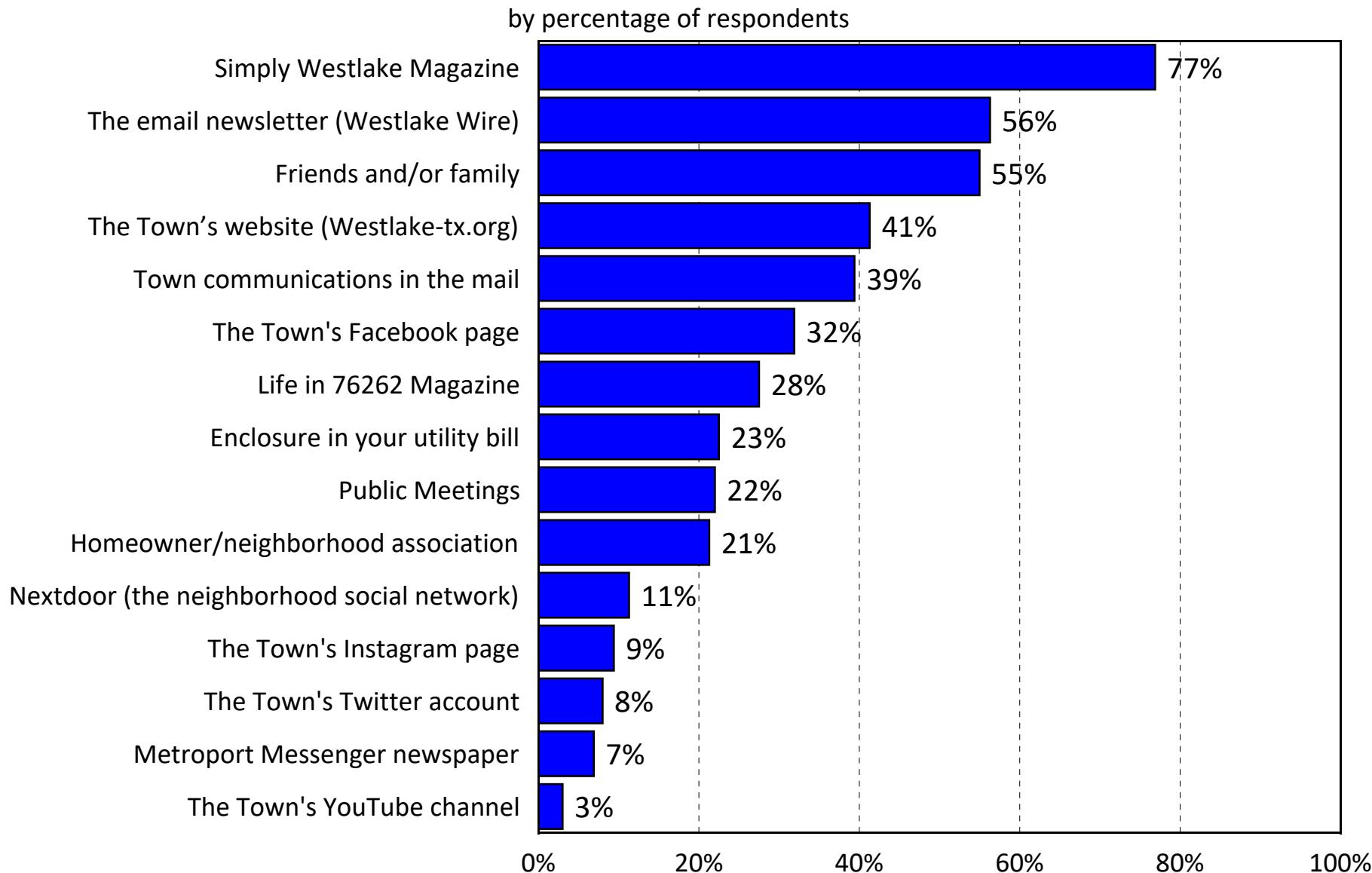
Q7. As the Town Council is considering future facilities on the Westlake Academy Campus, would you be willing to participate in meetings/conversations about this topic?

by percentage of respondents



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

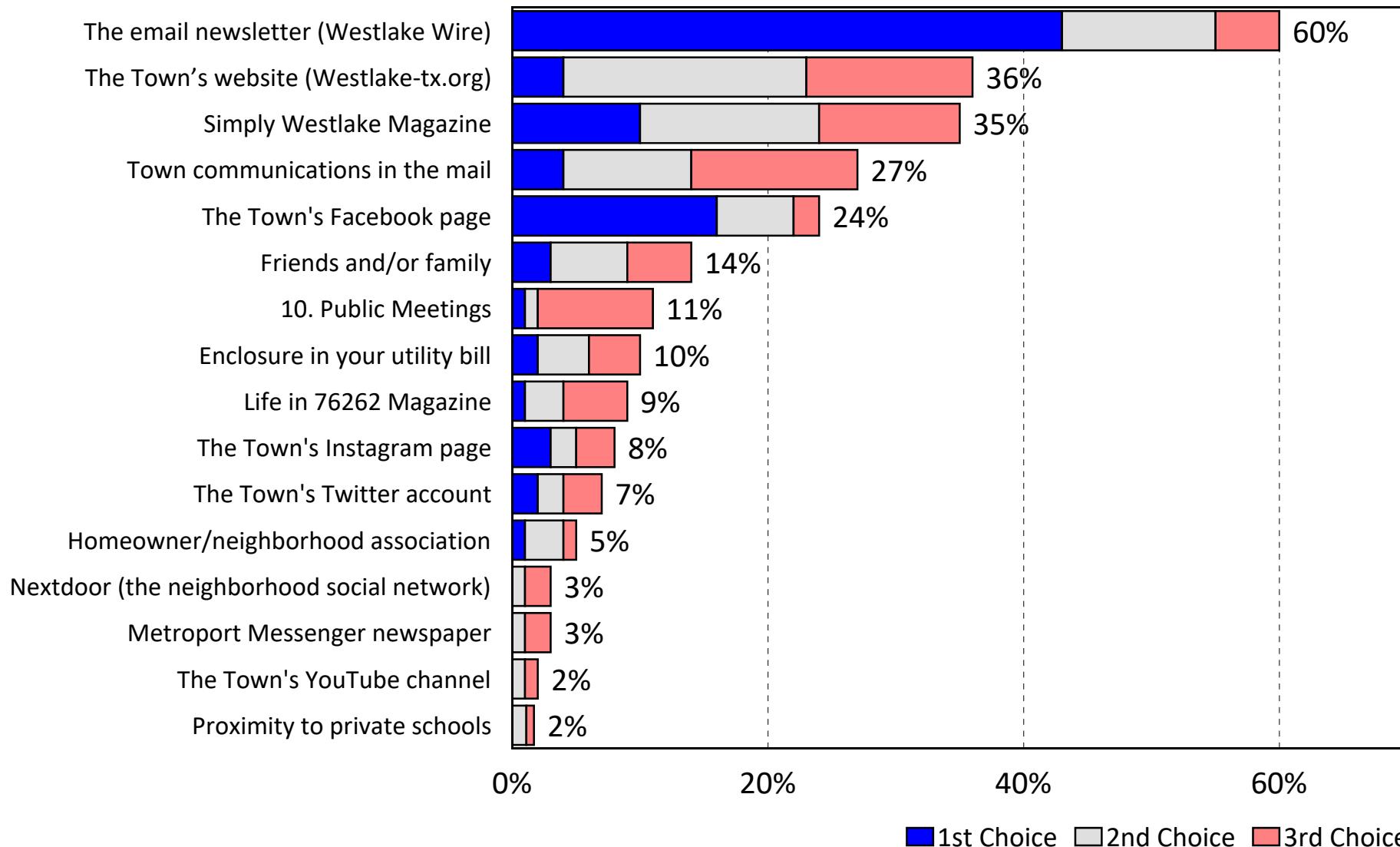
Q8. From which of the following sources do you current receive information about the Town of Westlake?



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q9. Most preferred sources to receive information about the Town of Westlake

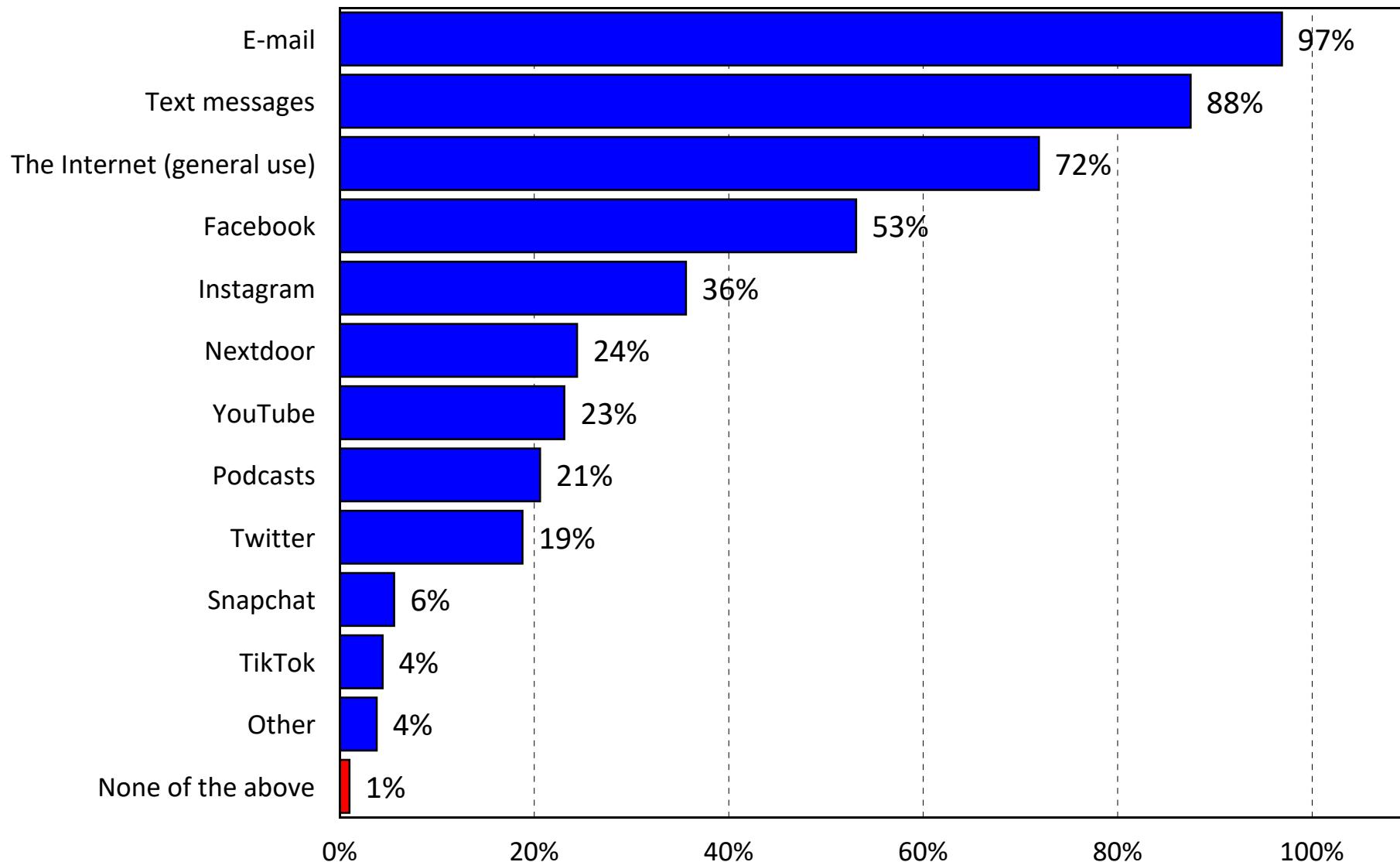
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q10. Which of the following electronic sources of information are you current using for your personal use?

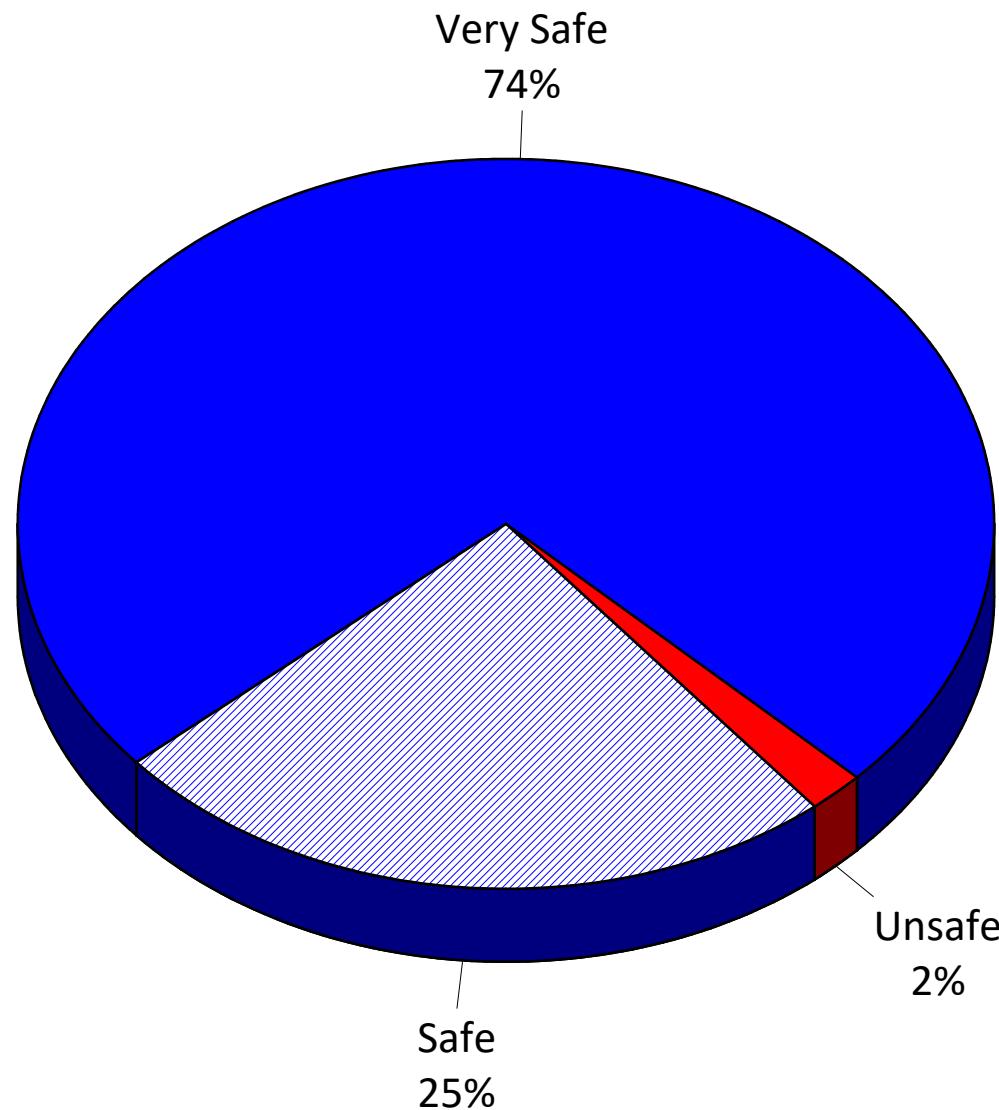
by percentage of respondents



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q11. Overall, how safe do you feel in the Town of Westlake?

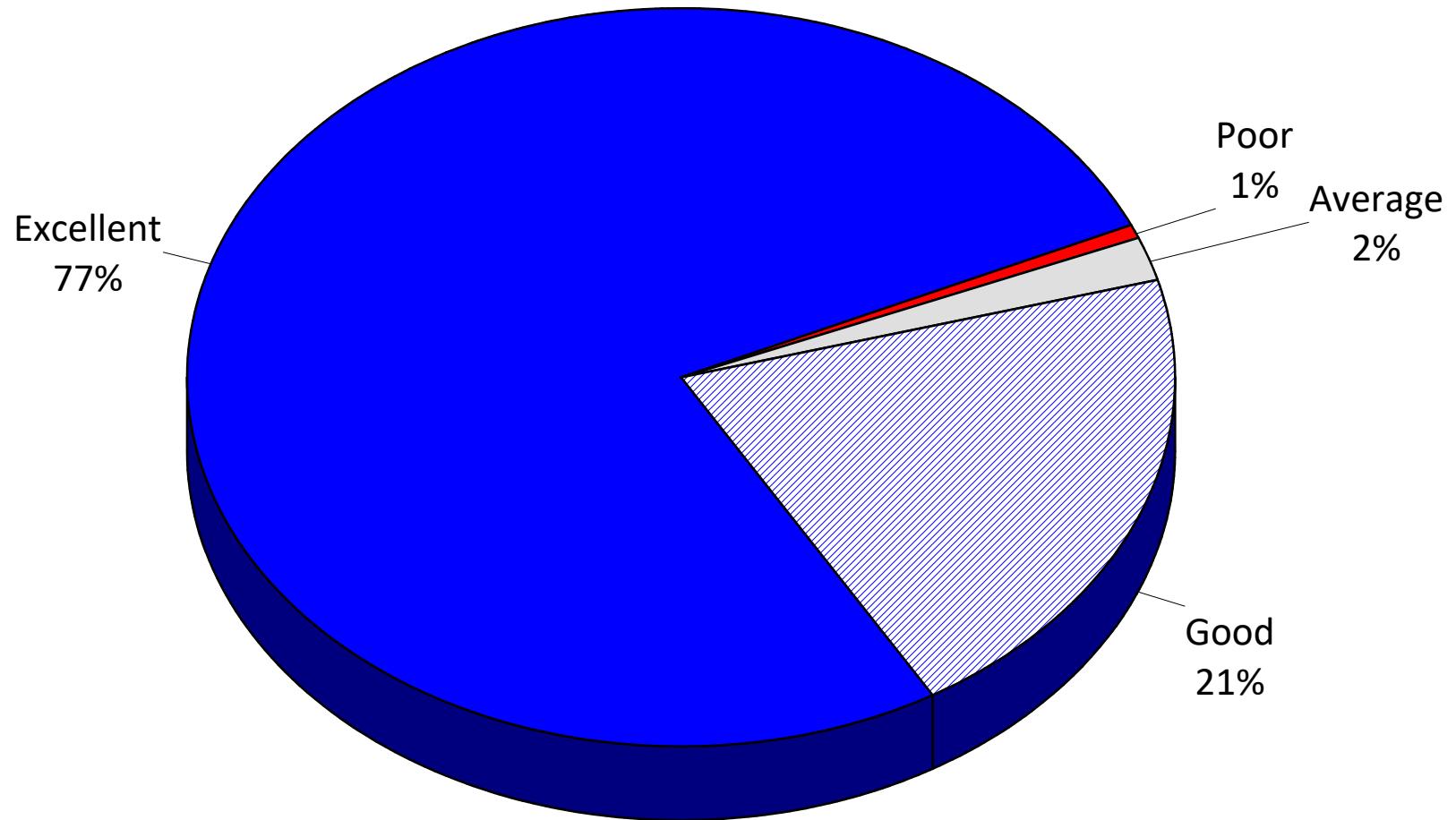
by percentage of respondents



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q12. Overall, how would you rate the Town of Westlake as a place to live?

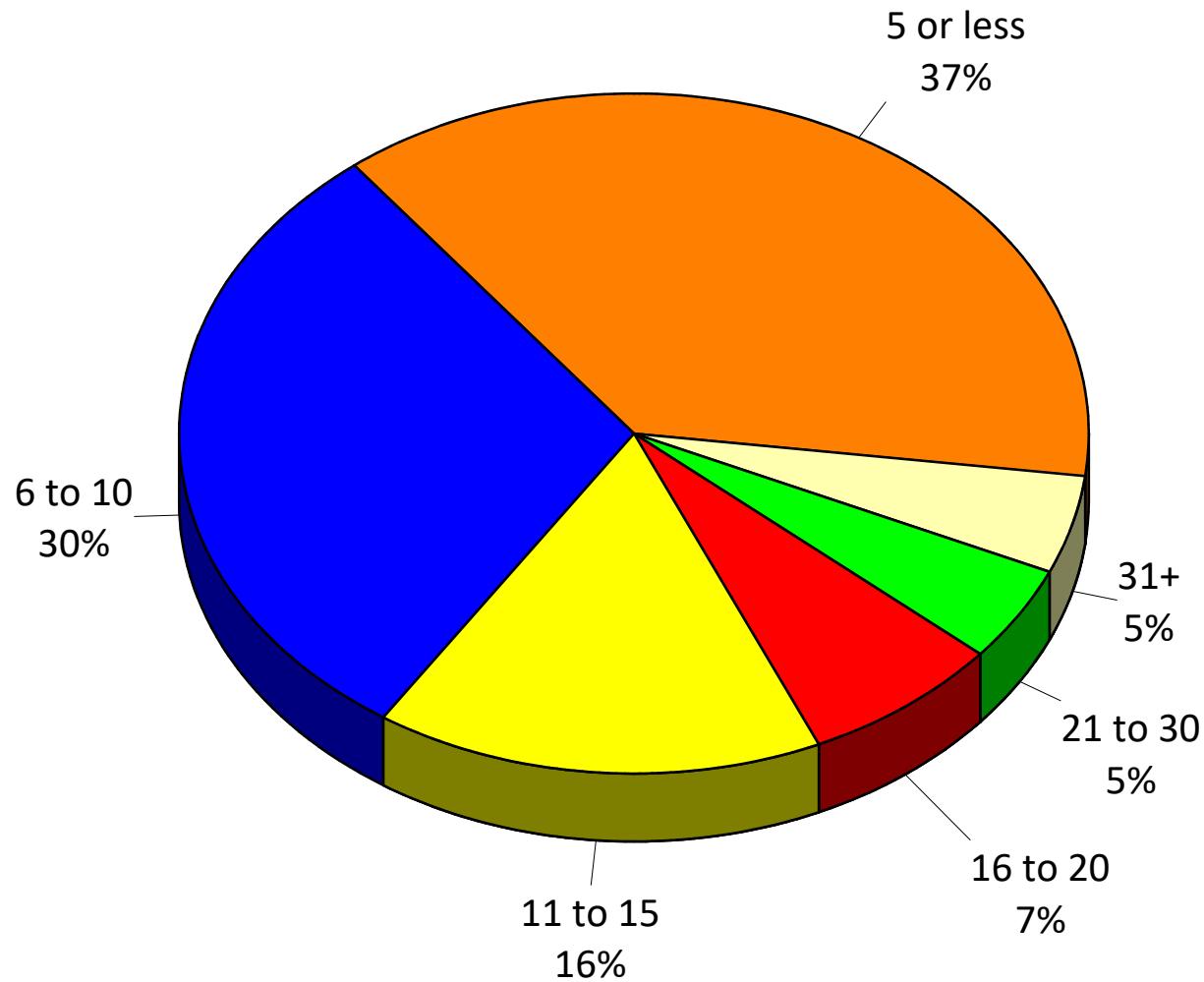
by percentage of respondents



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q13. Demographics: How many years have you lived in Westlake?

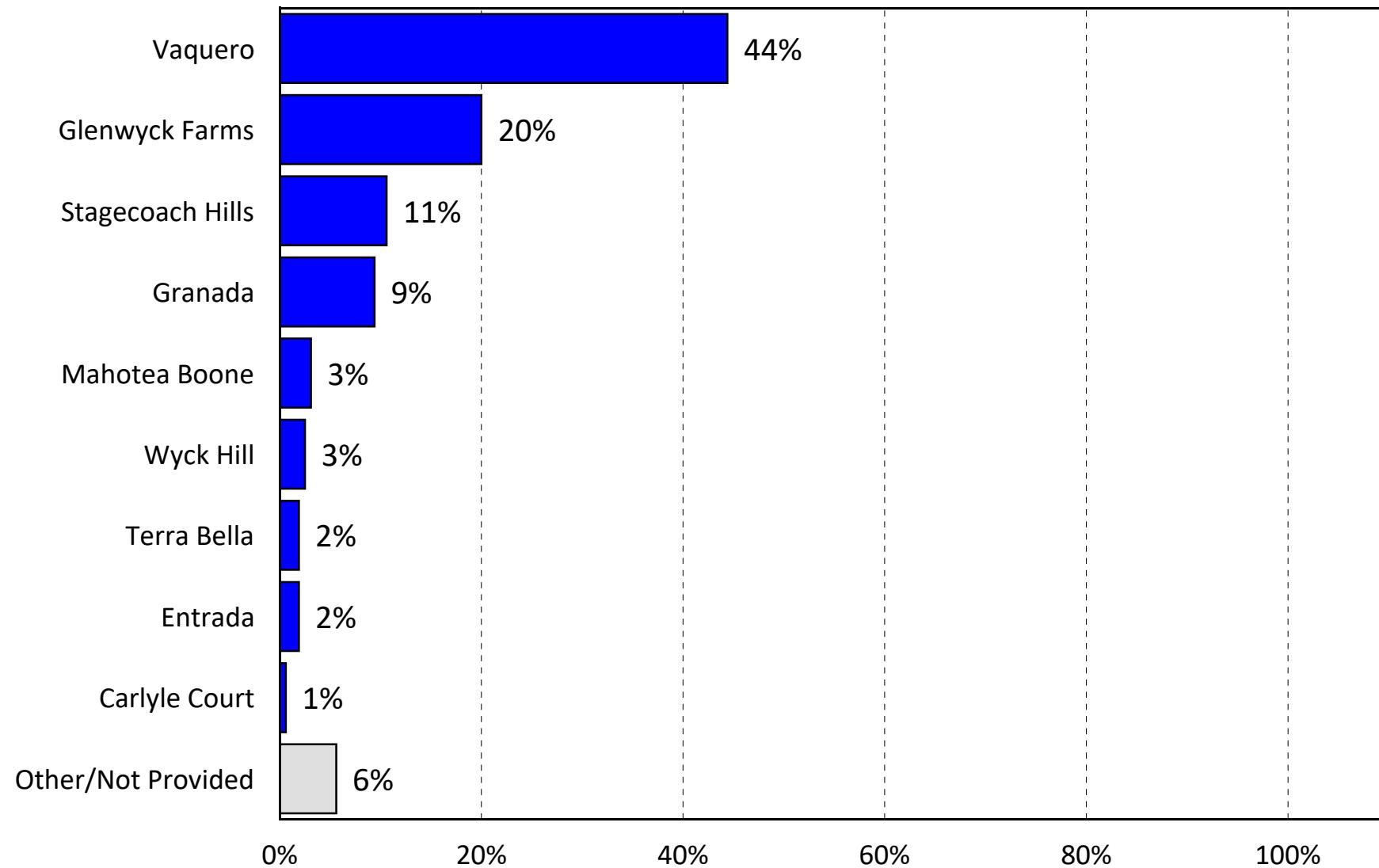
by percentage of respondents



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q14. Demographics: In which subdivision do you live?

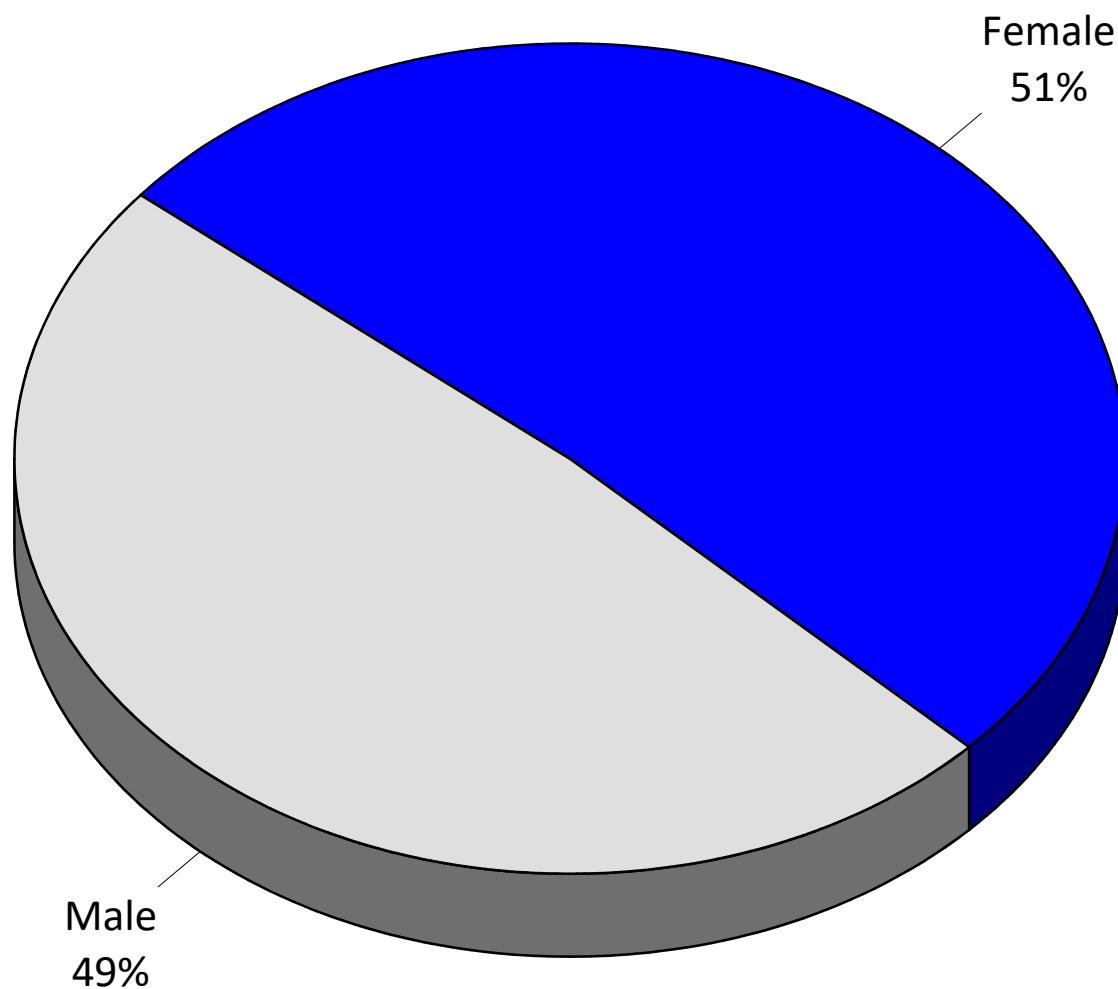
by percentage of respondents



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Q15. Demographics: Gender

by percentage of respondents



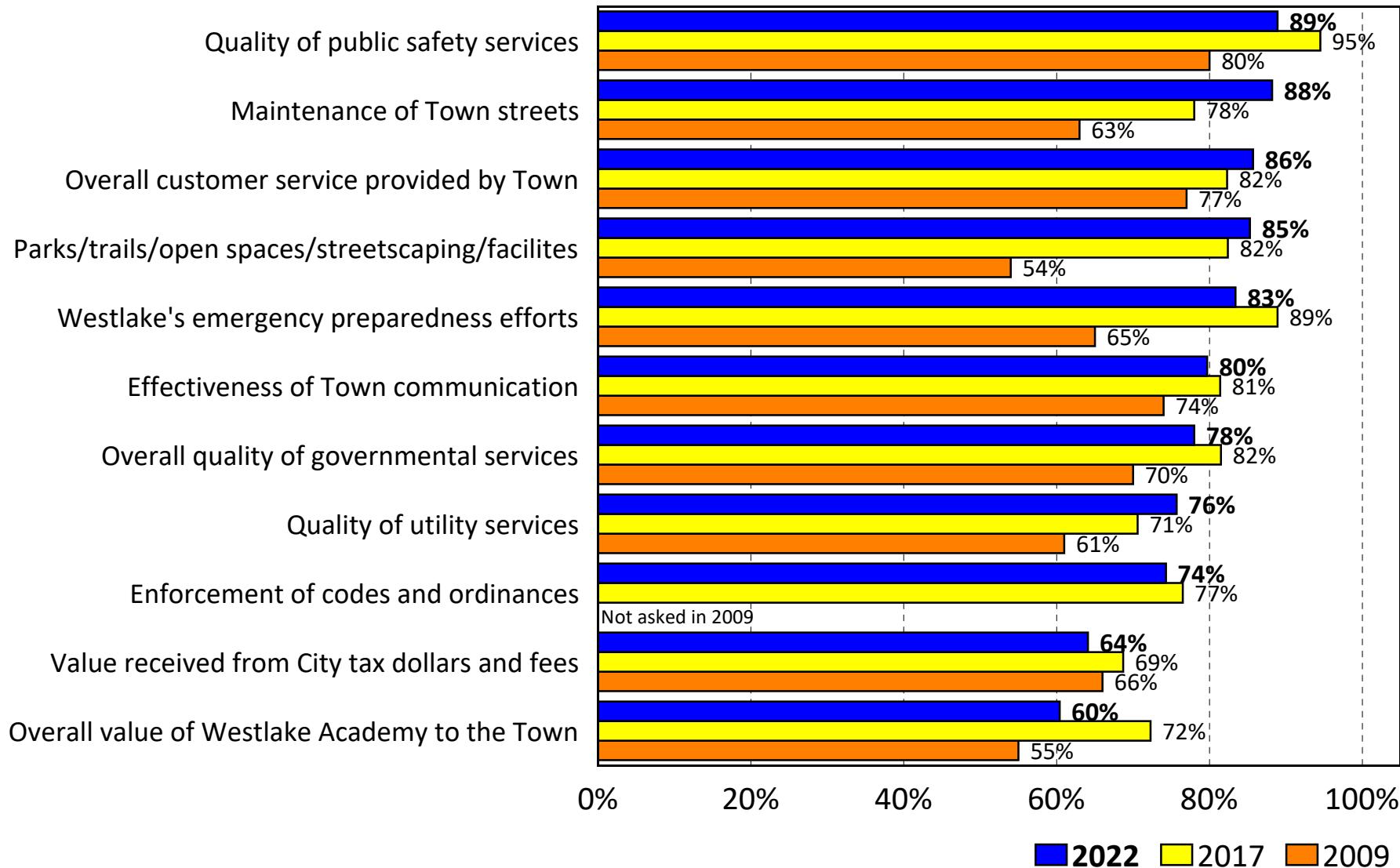
Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Section 3:

Trend Analysis

Trends: Overall Satisfaction With Town Services by Major Category (2022 vs. 2017 vs. 2009)

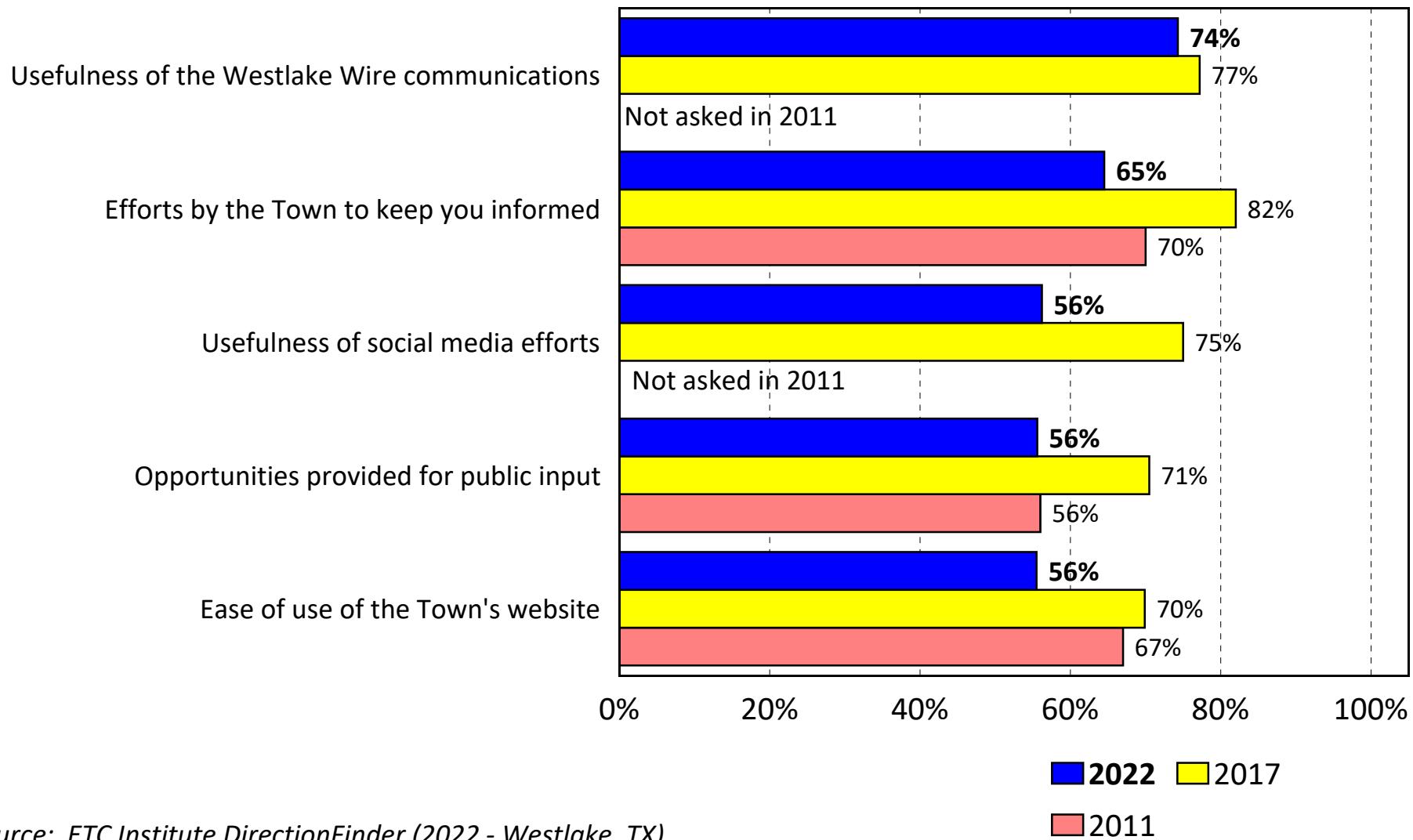
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Trends: Satisfaction with Communications and Citizen Engagement in the Town of Westlake (2022 vs. 2017 vs. 2011)

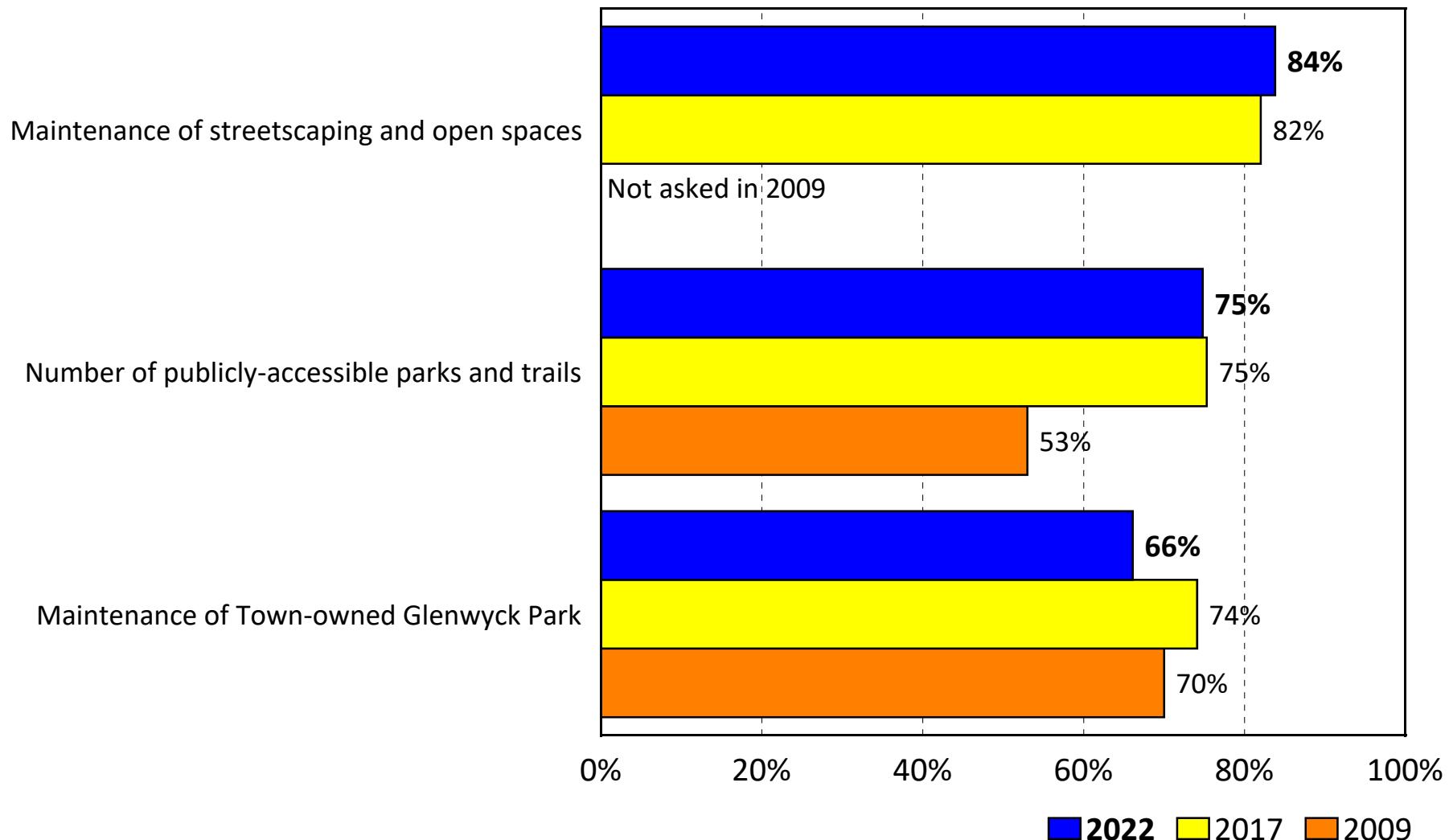
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Trends: Satisfaction with Parks and Recreation in the Town of Westlake (2022 vs. 2017 vs. 2009)

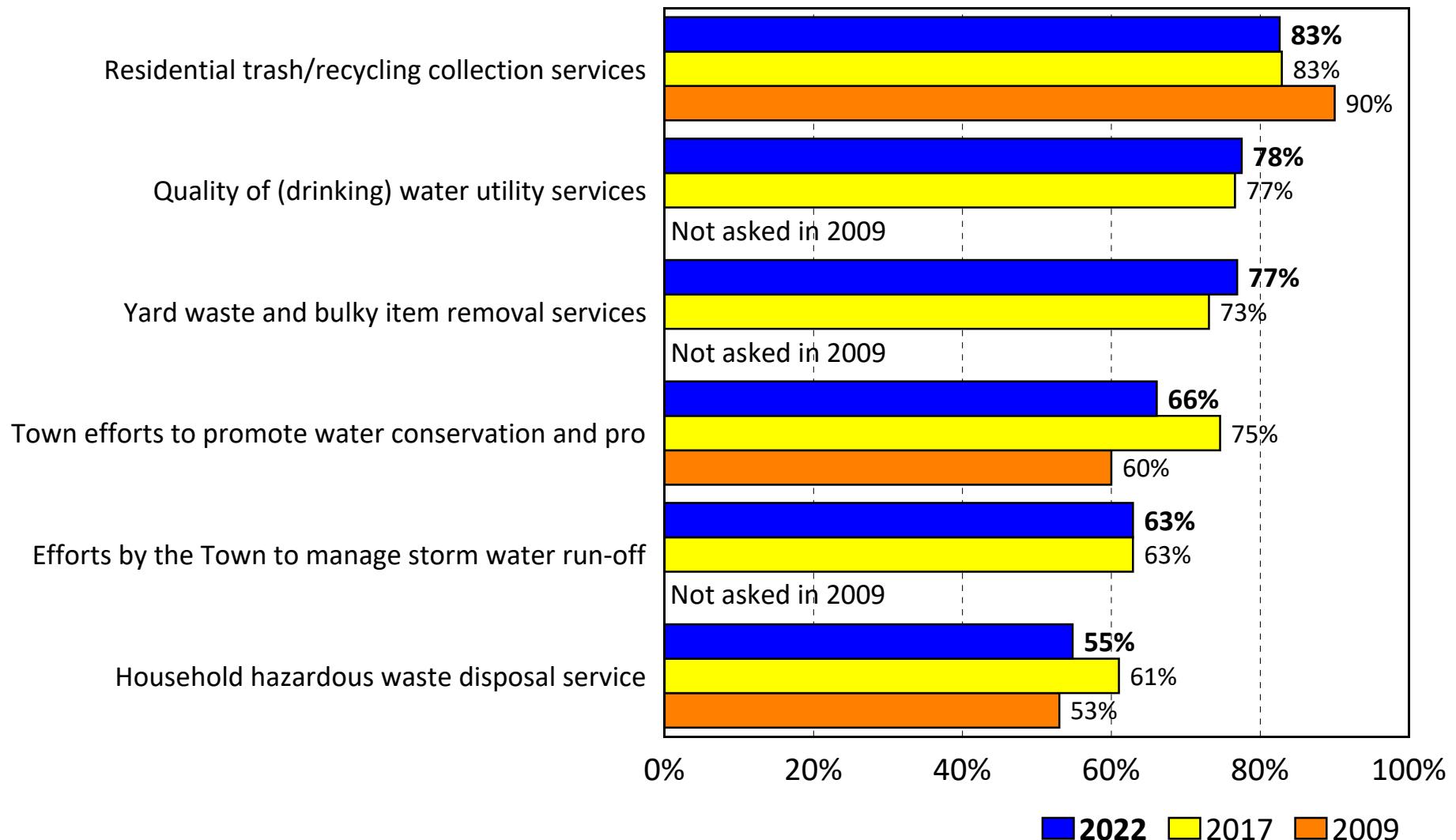
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Trends: Satisfaction with Utility Services in the Town of Westlake (2022 vs. 2017 vs. 2009)

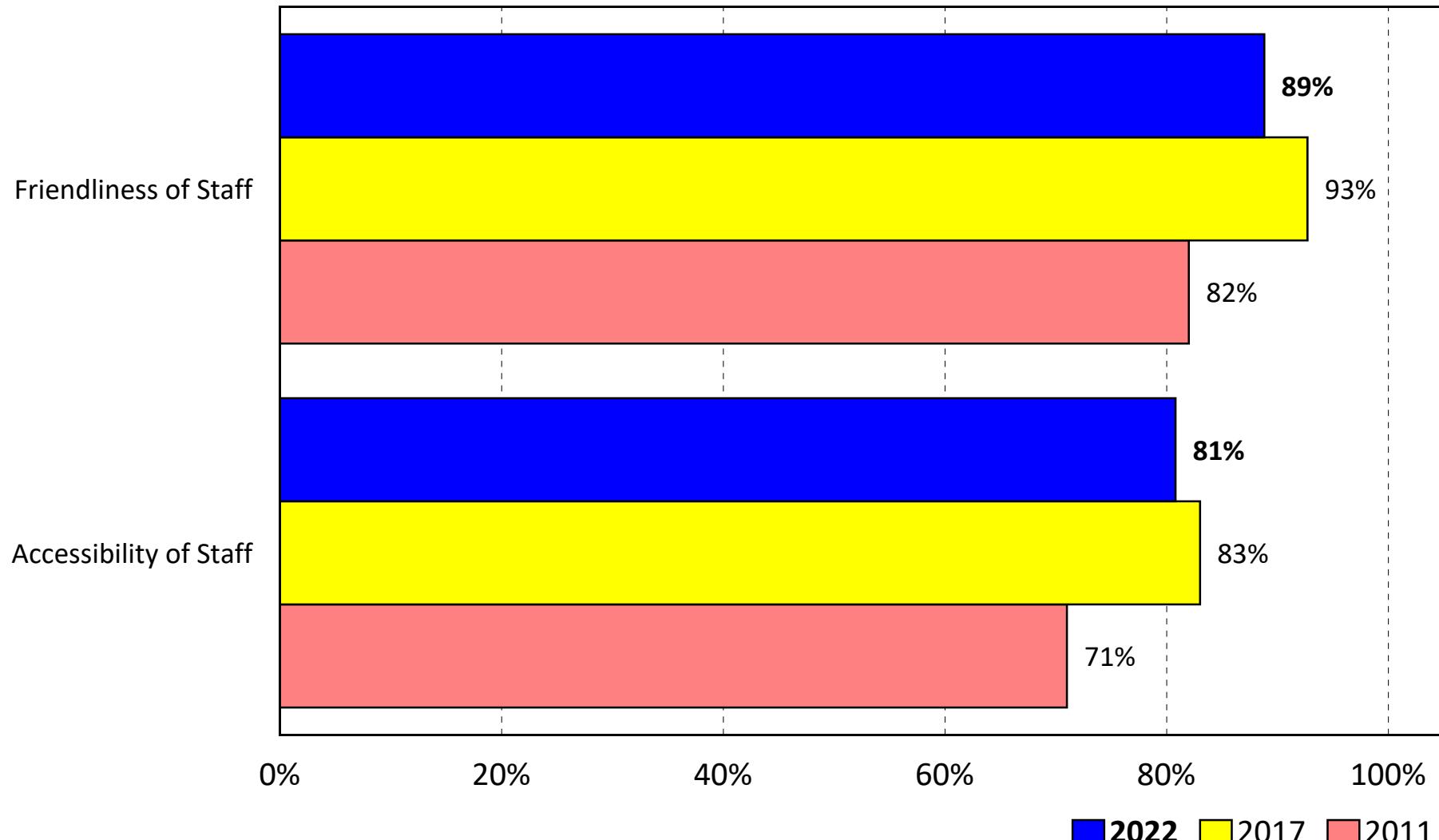
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Trends: Satisfaction with Customer Service in the Town of Westlake (2022 vs. 2017 vs. 2011)

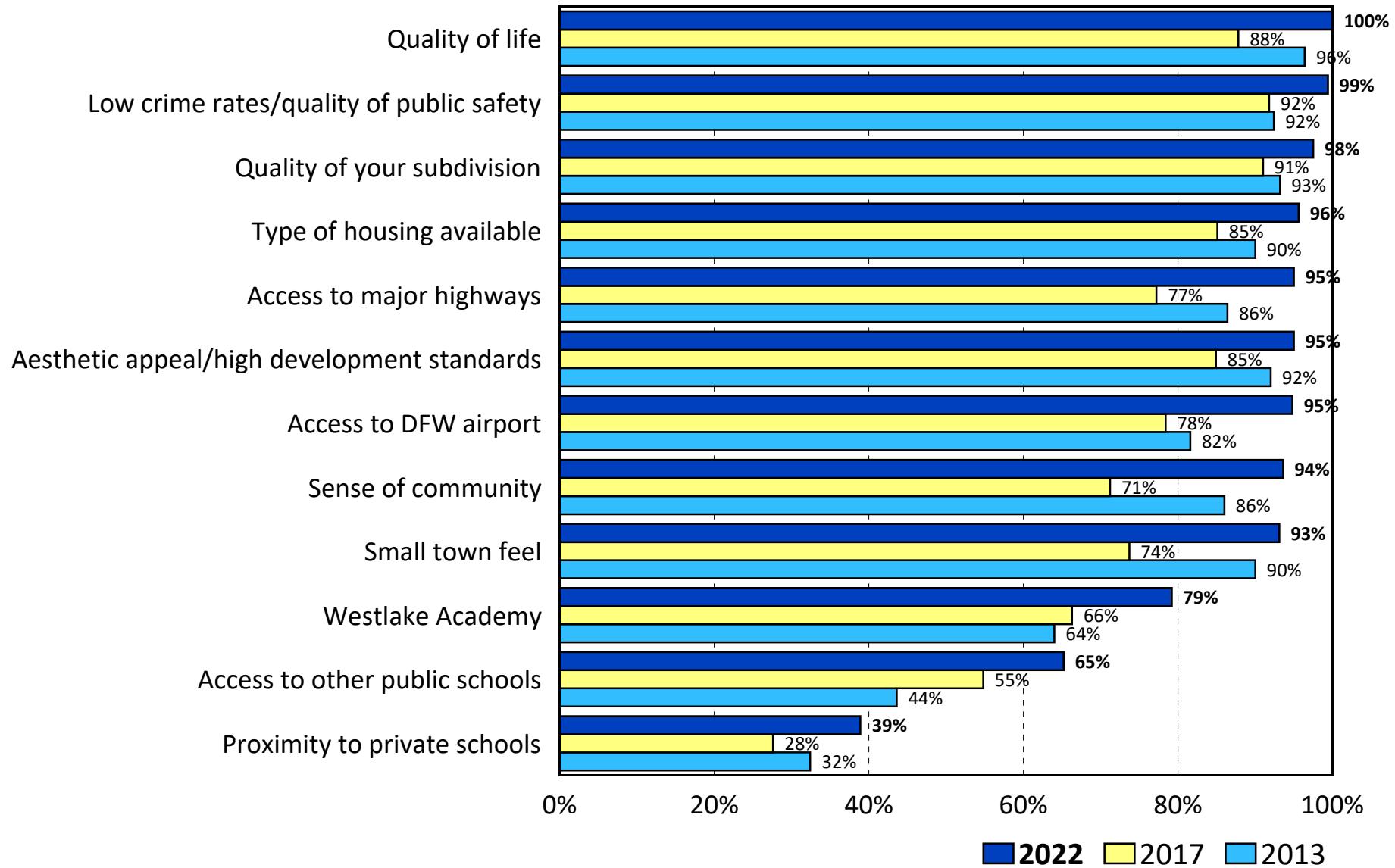
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Trends: Importance of Various Reasons in the Decision to Move to Westlake (2022 vs. 2017 vs. 2013)

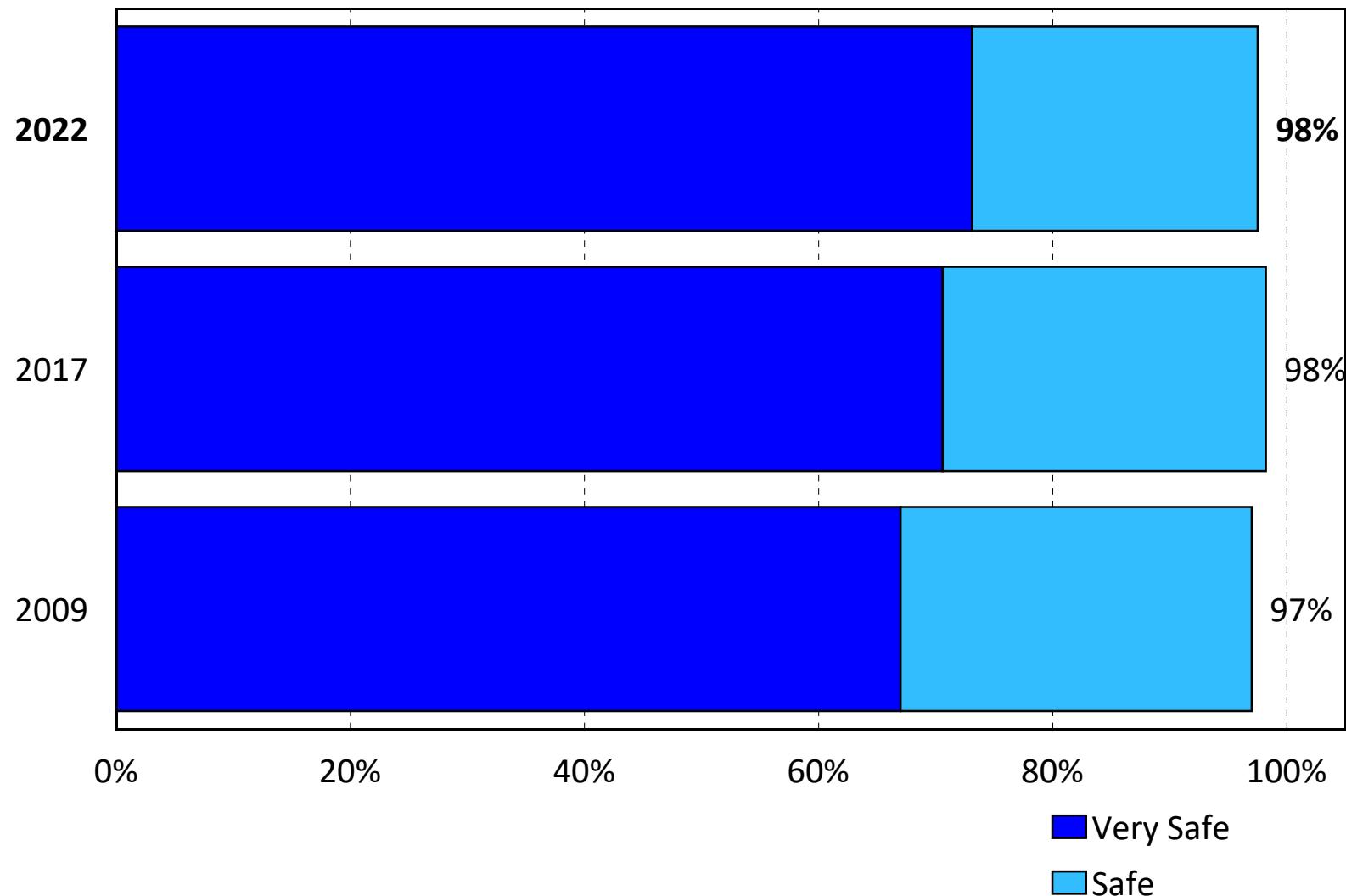
by percentage of respondents who felt the item was "extremely important," "very important" or "important"



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Trends: Overall, how safe do you feel in Westlake? (2022 vs. 2017 vs. 2009)

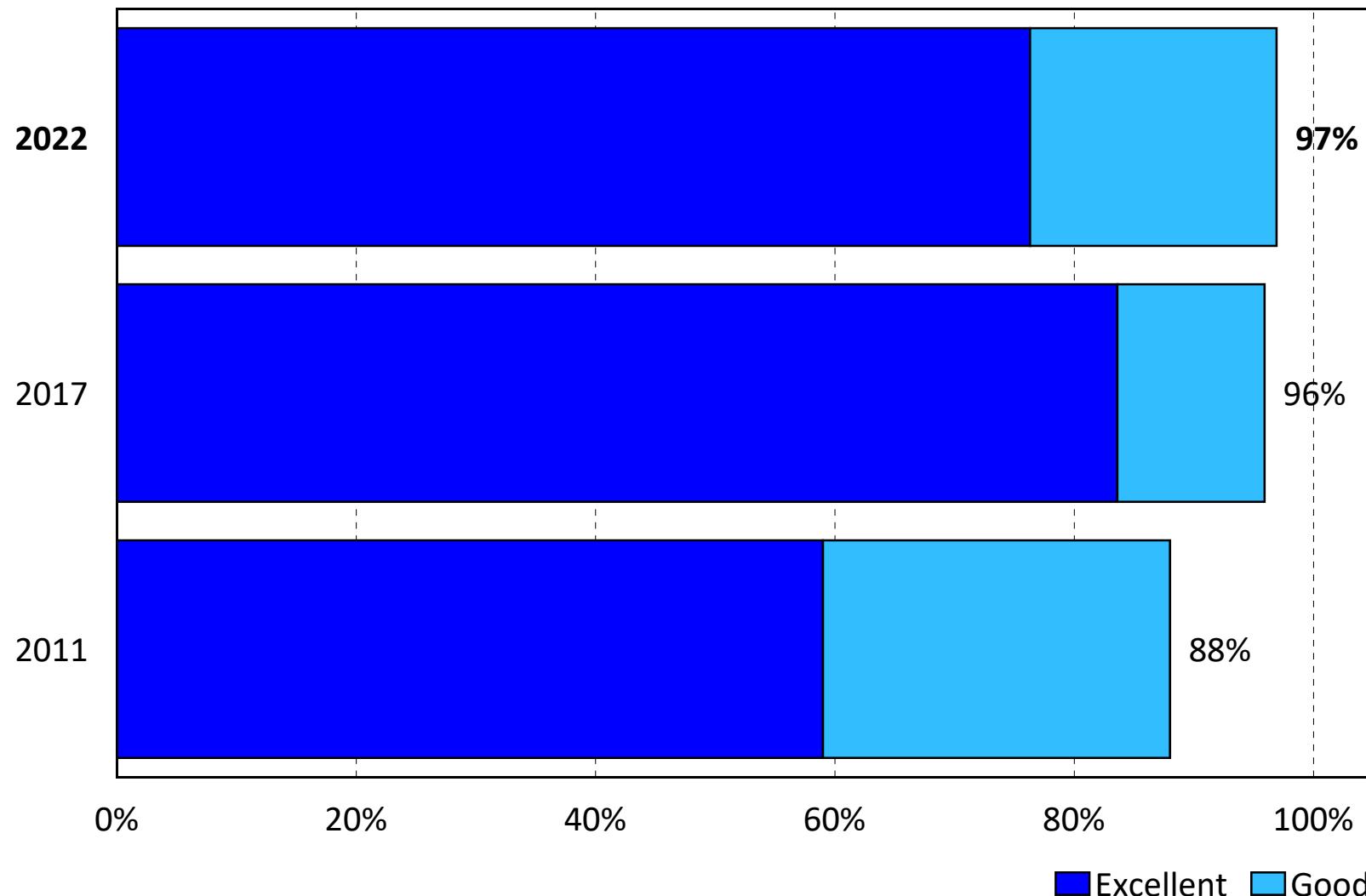
by percentage of respondents who feel “very safe” or “safe” in Westlake



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Trends: Overall Ratings of the Town of Westlake As a Place to Live (2017 vs. 2015 vs. 2011)

by percentage of respondents who rated the Town as an “excellent” or “good” place to live



Source: ETC Institute DirectionFinder (2022 - Westlake, TX)

Section 4:

Benchmarking

Analysis

Benchmark Analysis

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 1,200 cities and counties in 43 states.

This report contains benchmarking data from a national survey that was administered by ETC Institute during the winter of 2022 to a random sample of more than 9,000 residents living in United States' communities.

The benchmarking charts provided show how the results from the 2022 Town of Westlake Resident Survey compare to the averages of:

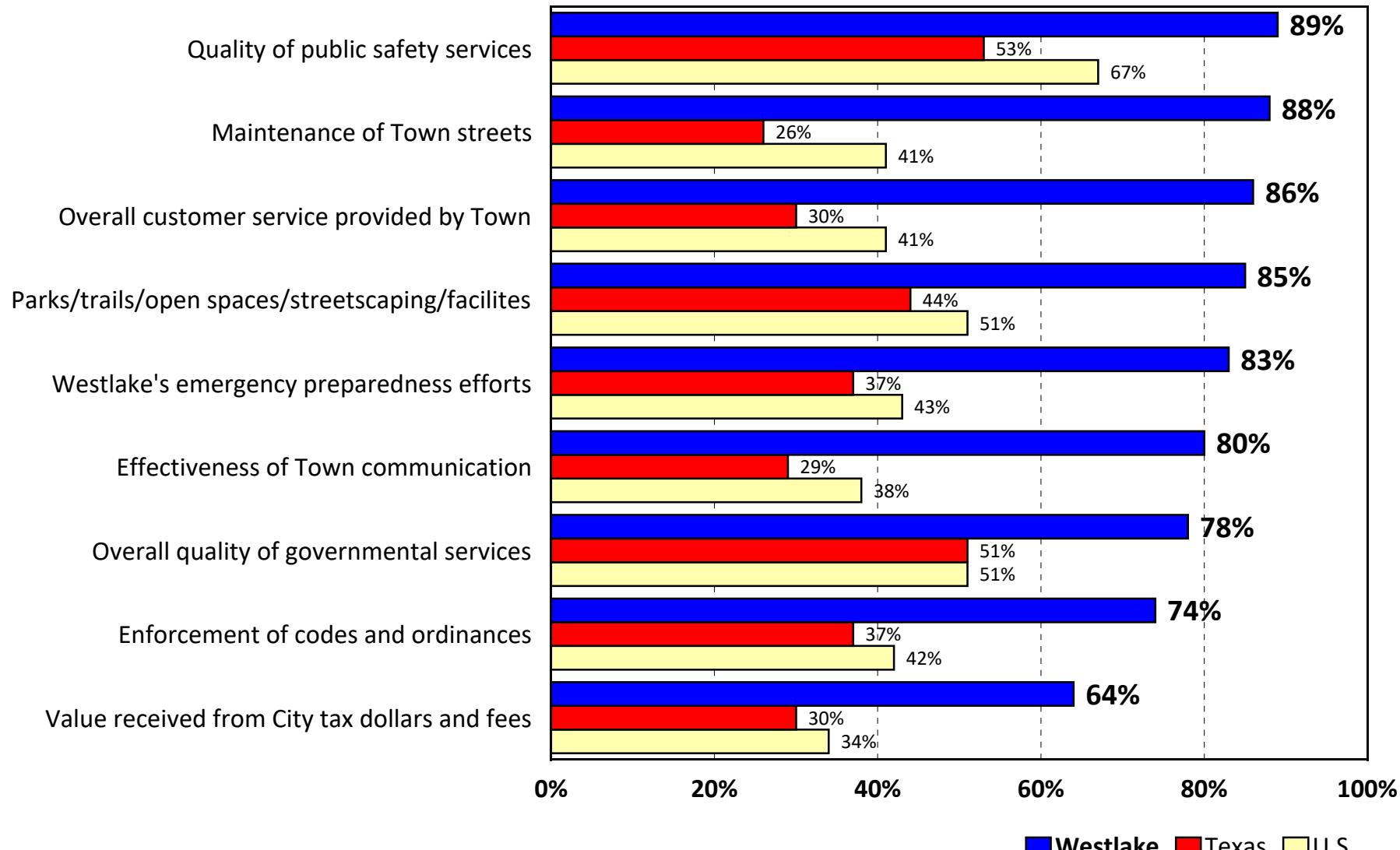
- communities across the State of Texas and
- communities nationally in the services analyzed.

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 Town of Westlake is not authorized without written consent from ETC Institute.

Overall Satisfaction with Major Categories of Town Services - Westlake vs. Texas 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)

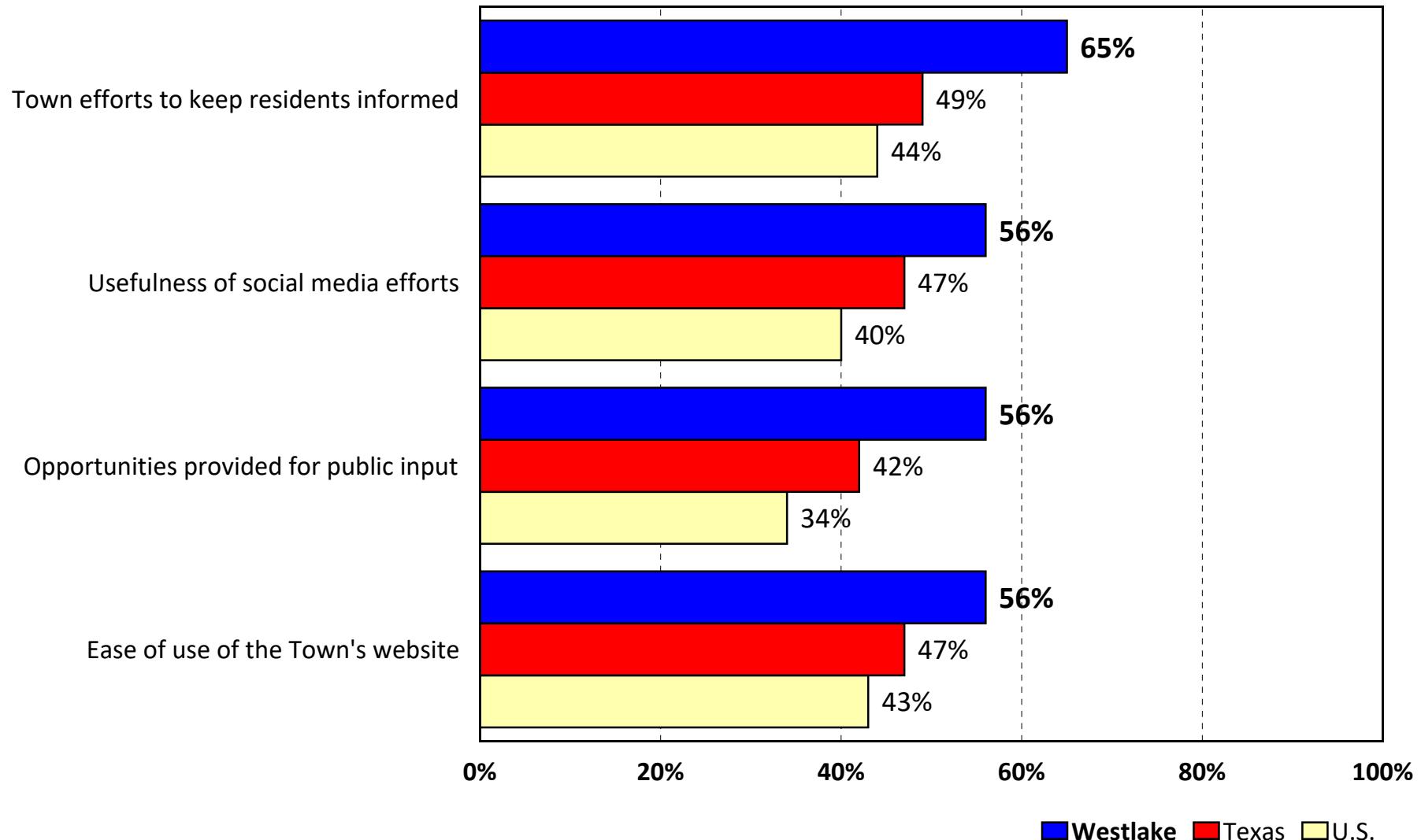


Source: 2022 ETC Institute

Overall Satisfaction with Communication

Westlake vs. Texas 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)

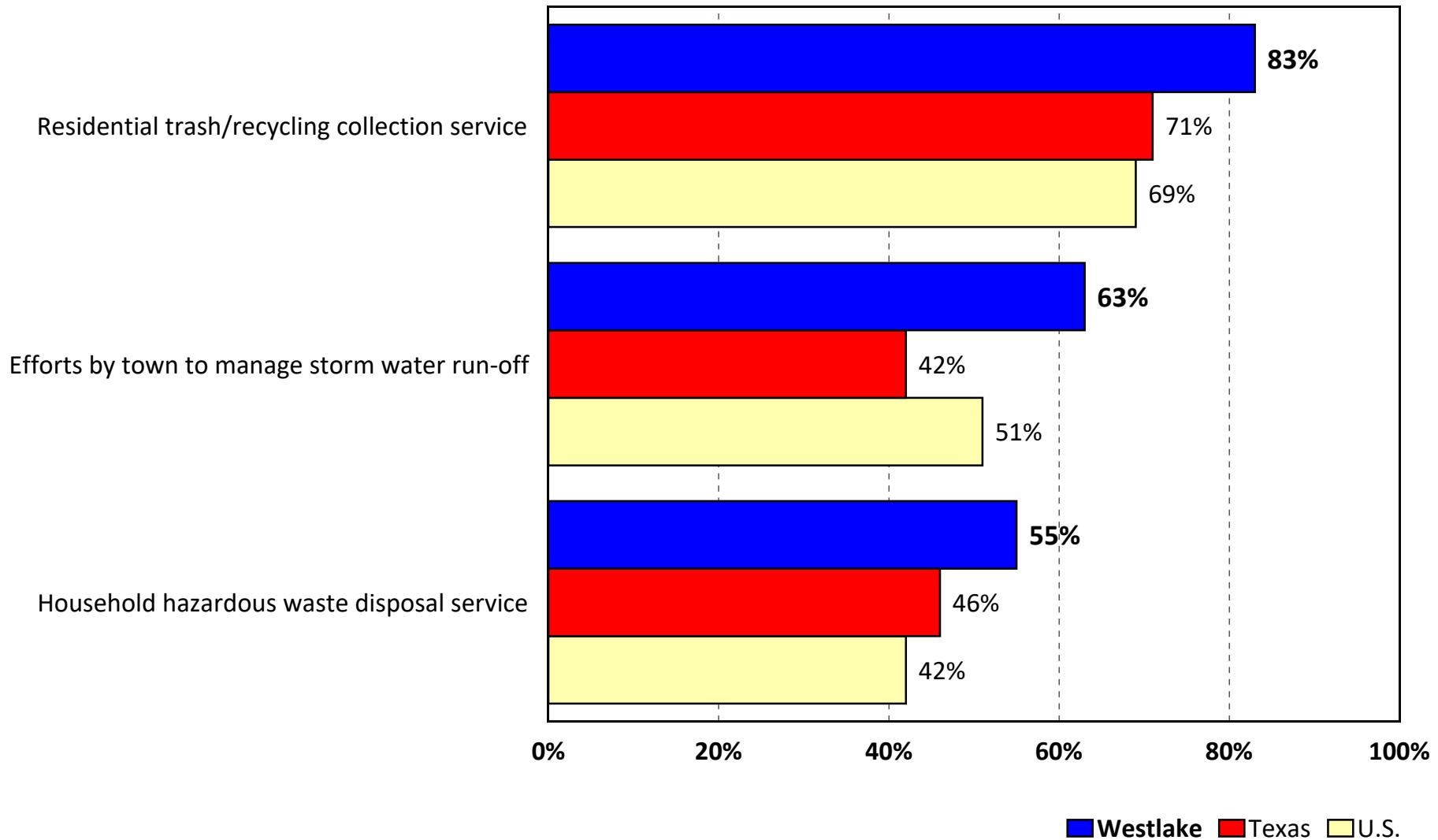


Source: 2022 ETC Institute

Overall Satisfaction with Utility Services

Westlake vs. Texas 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)

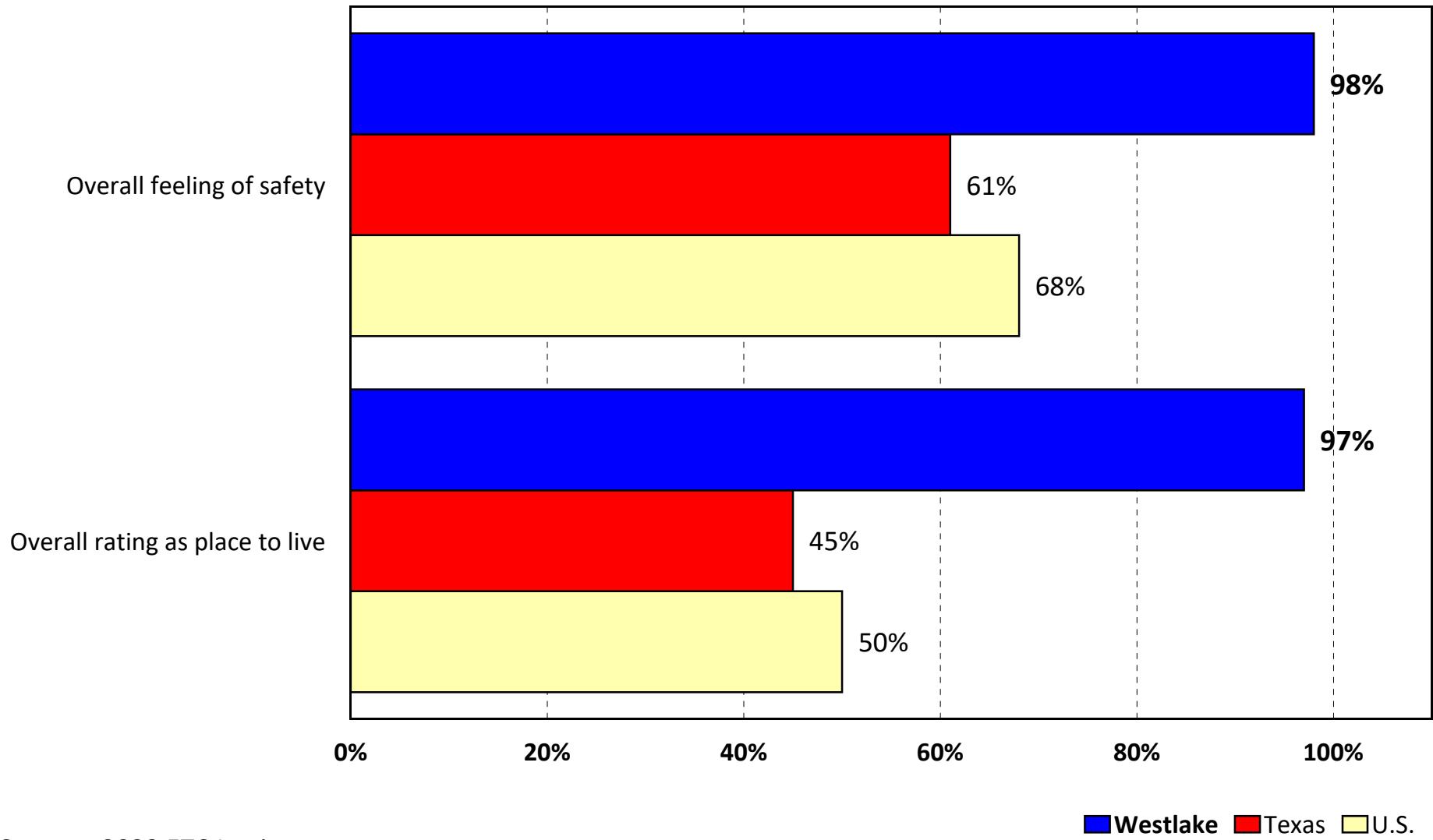


Source: 2022 ETC Institute

Overall Satisfaction with Liveability

Westlake vs. Texas vs. the U.S

by percentage of respondents who rated the item 1 or 2 on a 4-point scale
where 1 was "very safe" or "excellent" and 4 was "very unsafe" or "poor" (excluding don't knows)



Source: 2022 ETC Institute

Section 5:

Importance-Satisfaction

Analysis

Importance-Satisfaction Analysis

Overview

Today, Town officials have limited resources which need to be targeted to services that are of the most benefit to their residents. Two of the most important criteria for decision making are;

1. to target resources toward services of the highest importance to residents and
2. to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall resident 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.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Town to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the Town'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 the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify major categories of services provided by the Town that they think are most important for the Town to provide. Forty-two percent (42.0%) of respondents selected the *value of Westlake Academy* as one of the most important major services for the Town to provide.

Importance-Satisfaction Analysis (Continued)

Regarding satisfaction, 60.4% of respondents rated the Town's overall performance regarding the *value of Westlake Academy* as a "4" or "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses.

The I-S rating for the *value of Westlake Academy* is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages.

In this example, 42.0% was multiplied by 39.6% (1-0.604). This calculation yielded an I-S rating of 0.1663 which ranked first out of the eleven major categories of Town services analyzed.

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 they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for the two or three most important areas for the Town 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the Town of Westlake are provided on the following pages.

2022 Importance-Satisfaction Rating

Town of Westlake

Major Categories of Town Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Value of Westlake Academy to the Town	42%	2	60%	11	0.1663	1
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<u>Medium Priority (IS <.10)</u>						
Quality of public safety services	73%	1	89%	1	0.0810	3
Effectiveness of communication by the Town	31%	3	80%	6	0.0629	4
Westlake's emergency preparedness efforts	22%	6	83%	5	0.0365	5
Quality of enforcement of codes & ordinances	14%	8	74%	9	0.0360	6
Quality of maintenance of Town streets	27%	5	88%	2	0.0319	7
Quality of customer service	21%	7	86%	3	0.0300	8
Quality of utility services	8%	10	76%	8	0.0194	9
Parks/trails/open spaces/streetscaping/facilities	12%	9	85%	4	0.0176	10
Quality of government services provided	4%	11	78%	7	0.0088	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 be the Town's top priorities.

Satisfaction %:

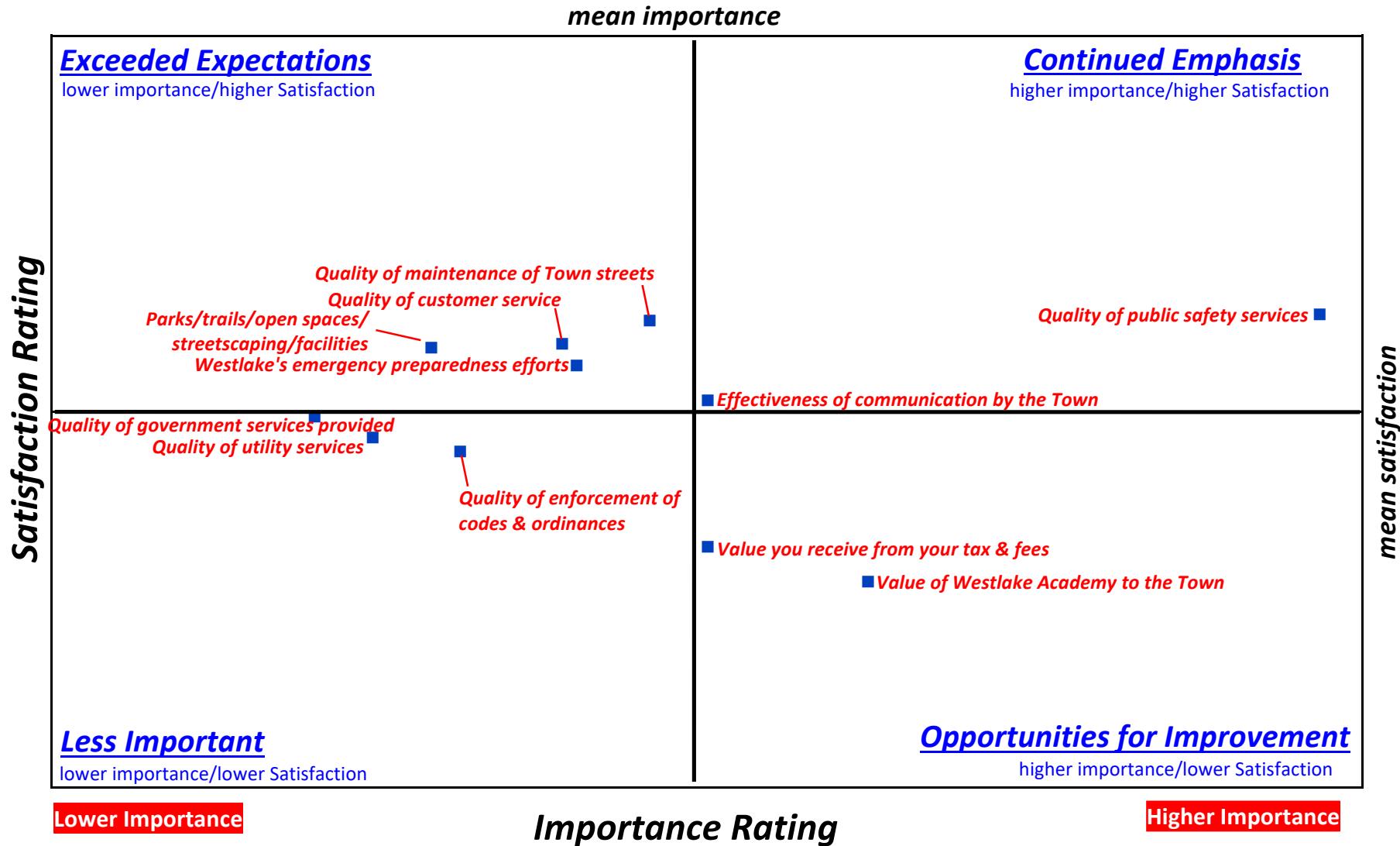
The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

2022 Town of Westlake Resident Survey

Importance-Satisfaction Assessment Matrix

-Major Categories of Town Services-

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



Source: ETC Institute (2022)

Section 6:

Tabular Data

Q1. Please rate your level of satisfaction with the following major categories of services provided by the Town of Westlake

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-01. Overall quality of public safety services (police, fire, and emergency medical)	58.1%	27.5%	6.9%	2.5%	1.3%	3.7%
Q1-02. Overall efforts by the Town to ensure the community is prepared for emergencies	44.4%	31.3%	12.5%	1.3%	1.3%	9.2%
Q1-03. Overall quality of maintenance of Town streets	48.8%	39.4%	6.9%	4.4%	0.6%	0.0%
Q1-04. Overall effectiveness of communication by the Town	36.9%	41.9%	10.0%	6.3%	3.8%	1.1%
Q1-05. Overall quality of utility services	34.4%	40.0%	13.1%	4.4%	6.3%	1.8%
Q1-06. Overall quality of parks, trails, open spaces, streetscaping, and facilities	45.0%	38.8%	10.6%	1.9%	1.9%	1.8%
Q1-07. Overall quality of customer service	37.5%	41.3%	8.1%	2.5%	2.5%	8.1%
Q1-08. Overall quality of enforcement of codes and ordinances	30.0%	38.8%	20.6%	1.3%	1.9%	7.4%
Q1-09. Overall quality of government services provided by the Town of Westlake	33.8%	39.4%	11.3%	7.5%	1.9%	6.1%
Q1-10. Overall value you receive from your tax dollars and fees	25.6%	38.1%	21.3%	11.3%	3.1%	0.6%
Q1-11. Overall value of Westlake Academy to the Town	34.4%	16.9%	15.6%	12.5%	5.6%	15.0%

Q1. Please rate your level of satisfaction with the following major categories of services provided by the Town of Westlake (without “don’t know”)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-01. Overall quality of public safety services (police, fire, and emergency medical)	60.3%	28.6%	7.2%	2.6%	1.3%
Q1-02. Overall efforts by the Town to ensure the community is prepared for emergencies	48.9%	34.5%	13.8%	1.4%	1.4%
Q1-03. Overall quality of maintenance of Town streets	48.8%	39.4%	6.9%	4.4%	0.6%
Q1-04. Overall effectiveness of communication by the Town	37.3%	42.4%	10.1%	6.4%	3.8%
Q1-05. Overall quality of utility services	35.0%	40.7%	13.3%	4.5%	6.4%
Q1-06. Overall quality of parks, trails, open spaces, streetscaping, and facilities	45.8%	39.5%	10.8%	1.9%	1.9%
Q1-07. Overall quality of customer service	40.8%	44.9%	8.8%	2.7%	2.7%
Q1-08. Overall quality of enforcement of codes and ordinances	32.4%	41.9%	22.2%	1.4%	2.1%
Q1-09. Overall quality of government services provided by the Town of Westlake	36.0%	42.0%	12.0%	8.0%	2.0%
Q1-10. Overall value you receive from your tax dollars and fees	25.8%	38.3%	21.4%	11.4%	3.1%
Q1-11. Overall value of Westlake Academy to the Town	40.5%	19.9%	18.4%	14.7%	6.6%

Q2. Which THREE of the services listed in Question 1 are MOST IMPORTANT to you

Q2. Top Choice	Number	Percent
01. Overall quality of public safety services (police, fire, and emergency medical)	68	43%
02. Overall efforts by the Town to ensure the community is prepared for emergencies	0	0%
03. Overall quality of maintenance of Town streets	1	1%
04. Overall effectiveness of communication by the Town	2	1%
05. Overall quality of utility services	9	6%
06. Overall quality of parks, trails, open spaces, streetscaping, and facilities	8	5%
07. Overall quality of customer service	1	1%
08. Overall quality of enforcement of codes and ordinances	1	1%
09. Overall quality of government services provided by the Town of Westlake	4	3%
10. Overall value you receive from your tax dollars and fees	9	6%
11. Overall value of Westlake Academy to the Town	49	31%
None	8	5%
Grand Total	160	100%

Q2. Which THREE of the services listed in Question 1 are MOST IMPORTANT to you

Q2. Second Choice	Number	Percent
01. Overall quality of public safety services (police, fire, and emergency medical)	34	21%
02. Overall efforts by the Town to ensure the community is prepared for emergencies	28	18%
03. Overall quality of maintenance of Town streets	15	9%
04. Overall effectiveness of communication by the Town	6	4%
05. Overall quality of utility services	15	9%
06. Overall quality of parks, trails, open spaces, streetscaping, and facilities	19	12%
07. Overall quality of customer service	2	1%
08. Overall quality of enforcement of codes and ordinances	6	4%
09. Overall quality of government services provided by the Town of Westlake	4	3%
10. Overall value you receive from your tax dollars and fees	16	10%
11. Overall value of Westlake Academy to the Town	6	4%
None	9	6%
Grand Total	160	100%

Q2. Which THREE of the services listed in Question 1 are MOST IMPORTANT to you

Q2. Third Choice	Number	Percent
01. Overall quality of public safety services (police, fire, and emergency medical)	15	9%
02. Overall efforts by the Town to ensure the community is prepared for emergencies	15	9%
03. Overall quality of maintenance of Town streets	17	11%
04. Overall effectiveness of communication by the Town	11	7%
05. Overall quality of utility services	11	7%
06. Overall quality of parks, trails, open spaces, streetscaping, and facilities	22	14%
07. Overall quality of customer service	3	2%
08. Overall quality of enforcement of codes and ordinances	4	3%
09. Overall quality of government services provided by the Town of Westlake	13	8%
10. Overall value you receive from your tax dollars and fees	24	15%
11. Overall value of Westlake Academy to the Town	11	7%
None	14	9%
Grand Total	160	100%

Q3. Please rate your level of satisfaction with each of the following types of services provided by the Town

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-01. Efforts to keep you informed about Council meetings, Town projects, issues, and events	26.3%	36.3%	17.5%	15.6%	1.3%	3.0%
Q3-02. Usefulness of the Westlake Wire communications	26.3%	36.9%	18.1%	2.5%	1.3%	14.9%
Q3-03. Usefulness of social media efforts	18.1%	26.9%	28.1%	6.3%	0.6%	20.0%
Q3-04. Ease of use of the Town's website	14.4%	33.8%	30.0%	5.6%	3.1%	13.1%
Q3-05. Opportunities provided for resident input	19.4%	30.6%	25.0%	11.9%	3.1%	10.0%
Q3-06. Maintenance of Town-owned Glenwyck Park	16.3%	27.5%	18.1%	4.4%	0.0%	33.7%
Q3-07. Number of publicly-accessible parks and trails	32.5%	38.1%	17.5%	5.0%	1.3%	5.6%
Q3-08. Maintenance of streetscaping and open spaces	40.0%	40.6%	9.4%	5.6%	0.6%	3.8%
Q3-09. Residential trash/recycling collection services	36.3%	46.3%	10.0%	5.0%	2.5%	0.0%
Q3-10. Yard waste and bulky item removal services	25.6%	45.0%	15.0%	5.0%	1.3%	8.1%
Q3-11. Town efforts to promote water conservation and protect water resources	20.6%	35.6%	21.9%	5.0%	1.9%	15.0%
Q3-12. Household hazardous waste disposal service	14.4%	27.5%	23.8%	8.8%	1.9%	23.6%
Q3-13. Efforts by the Town to manage storm water run-off	17.5%	31.3%	19.4%	7.5%	1.9%	22.4%

Q3. Please rate your level of satisfaction with each of the following types of services provided by the Town (Continued)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-14. Quality of (drinking) water utility services	28.8%	44.4%	15.0%	4.4%	1.9%	5.6%
Q3-15. Friendliness of Staff	48.1%	36.3%	8.8%	1.9%	0%	5.0%
Q3-16. Accessibility of Staff	43.8%	32.5%	12.5%	5.0%	0.6%	5.6%
Q3-17. Overall buildings on Westlake Academy Campus	18.1%	18.1%	17.5%	9.4%	14.4%	22.5%
Q3-18. Use of portable buildings on Westlake Academy Campus	6.9%	8.8%	22.5%	9.4%	25.6%	26.9%

Q3. Please rate your level of satisfaction with each of the following types of services provided by the Town (without “don’t know”)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-01. Efforts to keep you informed about Council meetings, Town projects, issues, and events	27.1%	37.4%	18.0%	16.1%	1.3%
Q3-02. Usefulness of the Westlake Wire communications	30.9%	43.4%	21.3%	2.9%	1.5%
Q3-03. Usefulness of social media efforts	22.6%	33.6%	35.1%	7.9%	0.8%
Q3-04. Ease of use of the Town's website	16.6%	38.9%	34.5%	6.4%	3.6%
Q3-05. Opportunities provided for resident input	21.6%	34.0%	27.8%	13.2%	3.4%
Q3-06. Maintenance of Town-owned Glenwyck Park	24.6%	41.5%	27.3%	6.6%	0.0%
Q3-07. Number of publicly-accessible parks and trails	34.4%	40.4%	18.5%	5.3%	1.4%
Q3-08. Maintenance of streetcapping and open spaces	41.6%	42.2%	9.8%	5.8%	0.6%
Q3-09. Residential trash/recycling collection services	36.3%	46.3%	10.0%	5.0%	2.5%
Q3-10. Yard waste and bulky item removal services	27.9%	49.0%	16.3%	5.4%	1.4%
Q3-11. Town efforts to promote water conservation and protect water resources	24.2%	41.9%	25.8%	5.9%	2.2%
Q3-12. Household hazardous waste disposal service	18.8%	36.0%	31.2%	11.5%	2.5%
Q3-13. Efforts by the Town to manage storm water run-off	22.6%	40.3%	25.0%	9.7%	2.4%

Q3. Please rate your level of satisfaction with each of the following types of services provided by the Town (Continued) (without “don’t know”)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-14. Quality of (drinking) water utility services	30.5%	47.0%	15.9%	4.7%	2.0%
Q3-15. Friendliness of Staff	50.6%	38.2%	9.3%	2.0%	0.0%
Q3-16. Accessibility of Staff	46.4%	34.4%	13.2%	5.3%	0.6%
Q3-17. Overall buildings on Westlake Academy Campus	23.4%	23.4%	22.6%	12.1%	18.6%
Q3-18. Use of portable buildings on Westlake Academy Campus	9.4%	12.0%	30.7%	12.8%	35.0%

Q4. Please indicate how important the following issues were in your decision to move to the Town of Westlake

	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
Q4-01. Sense of community	28.8%	37.5%	24.4%	5.0%	1.3%	3.0%
Q4-02. Quality of life	63.8%	25.6%	10.0%	0.0%	0.0%	0.6%
Q4-03. Small town feel	40.6%	35.0%	17.5%	5.6%	1.3%	0.0%
Q4-04. Aesthetic appeal and high development standards	60.0%	24.4%	10.0%	5.0%	0.0%	0.6%
Q4-05. Westlake Academy	48.8%	13.8%	11.3%	3.8%	15.6%	6.7%
Q4-06. Access to other public schools (Keller, Northwest or Carroll ISD)	24.4%	15.0%	22.5%	15.6%	17.5%	5.0%
Q4-07. Proximity to private schools	10.0%	8.8%	16.9%	23.1%	33.1%	8.1%
Q4-08. Low crime rates/quality of public safety	71.9%	19.4%	6.9%	0.6%	0.0%	1.2%
Q4-09. Access to DFW airport	41.3%	30.6%	21.9%	3.8%	1.3%	1.1%
Q4-10. Access to major highways	39.4%	31.3%	23.8%	4.4%	0.6%	0.5%
Q4-11. Type of housing available	56.9%	27.5%	11.3%	3.1%	1.3%	0.0%
Q4-12. Quality of your subdivision	69.4%	20.6%	7.5%	1.9%	0.6%	0.0%

Q4. Please indicate how important the following issues were in your decision to move to the Town of Westlake (without “don’t know”)

	Extremely Important	Very Important	Important	Less Important	Not Important
Q4-01. Sense of community	29.7%	38.7%	25.2%	5.2%	1.3%
Q4-02. Quality of life	64.2%	25.8%	10.1%	0.0%	0.0%
Q4-03. Small town feel	40.6%	35.0%	17.5%	5.6%	1.3%
Q4-04. Aesthetic appeal and high development standards	60.4%	24.5%	10.1%	5.0%	0.0%
Q4-05. Westlake Academy	52.3%	14.8%	12.1%	4.1%	16.7%
Q4-06. Access to other public schools (Keller, Northwest or Carroll ISD)	25.7%	15.8%	23.7%	16.4%	18.4%
Q4-07. Proximity to private schools	10.9%	9.6%	18.4%	25.1%	36.0%
Q4-08. Low crime rates/quality of public safety	72.8%	19.6%	7.0%	0.6%	0.0%
Q4-09. Access to DFW airport	41.8%	30.9%	22.1%	3.8%	1.3%
Q4-10. Access to major highways	39.6%	31.5%	23.9%	4.4%	0.6%
Q4-11. Type of housing available	56.8%	27.5%	11.3%	3.1%	1.3%
Q4-12. Quality of your subdivision	69.4%	20.6%	7.5%	1.9%	0.6%

Q5. Which THREE of the reasons listed in Question 4 are the MOST IMPORTANT reasons why you will stay in Westlake for the next 5 years

Q5. Top Choice	Number	Percent
01. Sense of community	7	4%
02. Quality of life	36	23%
03. Small town feel	8	5%
04. Aesthetic appeal and high development standards	9	6%
05. Westlake Academy	45	28%
06. Access to other public schools (Keller, Northwest or Carroll ISD)	4	3%
07. Proximity to private schools	0	0%
08. Low crime rates/quality of public safety	21	13%
09. Access to DFW airport	1	1%
10. Access to major highways	0	0%
11. Type of housing available	2	1%
12. Quality of your subdivision	23	14%
None	4	3%
Grand Total	160	100%

Q5. Which THREE of the reasons listed in Question 4 are the MOST IMPORTANT reasons why you will stay in Westlake for the next 5 years

Q5. Second Choice	Number	Percent
01. Sense of community	7	4%
02. Quality of life	31	19%
03. Small town feel	18	11%
04. Aesthetic appeal and high development standards	24	15%
05. Westlake Academy	9	6%
06. Access to other public schools (Keller, Northwest or Carroll ISD)	3	2%
07. Proximity to private schools	0	0%
08. Low crime rates/quality of public safety	19	12%
09. Access to DFW airport	15	9%
10. Access to major highways	5	3%
11. Type of housing available	10	6%
12. Quality of your subdivision	15	9%
None	4	3%
Grand Total	160	100%

Q5. Which THREE of the reasons listed in Question 4 are the MOST IMPORTANT reasons why you will stay in Westlake for the next 5 years

Q5. Third Choice	Number	Percent
01. Sense of community	9	6%
02. Quality of life	21	13%
03. Small town feel	13	8%
04. Aesthetic appeal and high development standards	23	14%
05. Westlake Academy	7	4%
06. Access to other public schools (Keller, Northwest or Carroll ISD)	3	2%
07. Proximity to private schools	1	1%
08. Low crime rates/quality of public safety	25	16%
09. Access to DFW airport	9	6%
10. Access to major highways	10	6%
11. Type of housing available	12	8%
12. Quality of your subdivision	21	13%
None	6	4%
Grand Total	160	100%

Q6. Do any children in grades K-12 live in your home

Q6. Do any children in grades K-12 live in your home	Number	Percent
Yes	70	43.8%
No	88	55.0%
Not Provided	2	1.3%
Total	160	100.0%

Q6a. Do any of these children currently attend Westlake Academy

Q6a. Do any of these children currently attend Westlake Academy

	Number	Percent
Yes	56	35.0%
No	14	8.8%
Not Provided	90	56.3%
Total	160	100.0%

Q6b. Where do your children go to school?

Boarding school - neither WA and Keller ISD were a good fit

Carroll ISD

Carroll ISD

Carroll Senior High School

CISD

CISD

CISD

CISD

Culver Academy

Keller

Keller

KISD

Private

Private School

Shelton Lysin in Switzerland

South Lake

Southlake Carroll ISD

Southlake Carroll Senior High

University Prep

Q7. As the Town Council is considering future facilities on the Westlake Academy campus, would you be willing to participate in meetings/conversations about this topic

Q7. As the Town Council is considering future facilities on the Westlake Academy campus, would you be willing to participate in meetings/conversations about this topic Number Percent

Yes	84	52.5%
No	76	47.5%
Total	160	100.0%

Q8. From which of the following sources do you currently receive information about the Town of Westlake

Q8. From which of the following sources do you currently receive information about the Town of Westlake

	Number	Percent
03. Simply Westlake Magazine	123	76.9%
07. Enclosure in your utility bill	36	22.5%
09. The Town's website (Westlake-tx.org)	66	41.3%
11. Town communications in the mail	63	39.4%
14. Life in 76262 Magazine	44	27.5%
04. The email newsletter (Westlake Wire)	90	56.3%
08. Friends and/or family	88	55.0%
01. The Town's Facebook page	51	31.9%
15. Metroport Messenger newspaper	11	6.9%
12. Homeowner/neighborhood association (via newsletter, website, social media, etc.)	34	21.3%
05. The Town's Instagram page	15	9.4%
13. Nextdoor (the neighborhood social network)	18	11.3%
02. The Town's Twitter account	12	8%
10. Public Meetings	35	22%
06. The Town's YouTube channel	5	3%

Q9. Which THREE of the sources in Question 8 are the MOST PREFERRED ways for you to receive information about the Town of Westlake

Q9. Top Choice	Number	Percent
01. The Town's Facebook page	25	16%
02. The Town's Twitter account	3	2%
03. Simply Westlake Magazine	16	10%
04. The email newsletter (Westlake Wire)	69	43%
05. The Town's Instagram page	5	3%
06. The Town's YouTube channel	0	0%
07. Enclosure in your utility bill	3	2%
08. Friends and/or family	5	3%
09. The Town's website (Westlake-tx.org)	7	4%
10. Public Meetings	2	1%
11. Town communications in the mail	6	4%
12. Homeowner/neighborhood association (via newsletter, website, social media, etc.)	2	1%
13. Nextdoor (the neighborhood social network)	0	0%
14. Life in 76262 Magazine	2	1%
15. Metroport Messenger newspaper	0	0%
None	15	9%
Grand Total	160	100%

Q9. Which THREE of the sources in Question 8 are the MOST PREFERRED ways for you to receive information about the Town of Westlake

Q9. Second Choice	Number	Percent
01. The Town's Facebook page	10	6%
02. The Town's Twitter account	3	2%
03. Simply Westlake Magazine	23	14%
04. The email newsletter (Westlake Wire)	19	12%
05. The Town's Instagram page	3	2%
06. The Town's YouTube channel	1	1%
07. Enclosure in your utility bill	7	4%
08. Friends and/or family	9	6%
09. The Town's website (Westlake-tx.org)	31	19%
10. Public Meetings	2	1%
11. Town communications in the mail	16	10%
12. Homeowner/neighborhood association (via newsletter, website, social media, etc.)	5	3%
13. Nextdoor (the neighborhood social network)	2	1%
14. Life in 76262 Magazine	5	3%
15. Metroport Messenger newspaper	1	1%
None	23	14%
Grand Total	160	100%

Q9. Which THREE of the sources in Question 8 are the MOST PREFERRED ways for you to receive information about the Town of Westlake

Q9. Third Choice	Number	Percent
01. The Town's Facebook page	3	2%
02. The Town's Twitter account	4	3%
03. Simply Westlake Magazine	17	11%
04. The email newsletter (Westlake Wire)	8	5%
05. The Town's Instagram page	5	3%
06. The Town's YouTube channel	2	1%
07. Enclosure in your utility bill	7	4%
08. Friends and/or family	8	5%
09. The Town's website (Westlake-tx.org)	21	13%
10. Public Meetings	15	9%
11. Town communications in the mail	21	13%
12. Homeowner/neighborhood association (via newsletter, website, social media, etc.)	2	1%
13. Nextdoor (the neighborhood social network)	3	2%
14. Life in 76262 Magazine	8	5%
15. Metroport Messenger newspaper	3	2%
None	33	21%
Grand Total	160	100%

Q10. Which of the following electronic sources of information are you currently using for your personal use

Q10. Which of the following electronic sources of information are you currently using for your personal use

Number Percent

YouTube	37	23.1%
Text messages	140	87.5%
E-mail	155	96.9%
The Internet (general use)	115	71.9%
Twitter	30	18.8%
Podcasts	33	20.6%
Facebook	85	53.1%
Instagram	57	35.6%
Snapchat	9	5.6%
Nextdoor	39	24.4%
Other	6	3.8%
TikTok	7	4.4%
None of the above	1	1%

Q10. Other:

Dr. White gives a nice synopsis on the town meetings. That I've found useful.

Group me (neighbors)

GROUPME

GroupMe

Parler, Gab, MeWe, Rumble, and other social media that does not censor speech or track and sell my data. Facebook and Google are terrible companies that don't respect free speech or privacy and the Town should post on alternative sources of social media for those who refuse to use big tech.

Parler, Google

Q11. Overall, how safe do you feel in the Town of Westlake

Q11. Overall, how safe do you feel in the Town of Westlake

	Number	Percent
Very Safe	117	73.1%
Safe	39	24.4%
Unsafe	3	1.9%
Not Provided	1	0.6%
Total	160	100.0%

Q12. Overall, how would you rate the Town of Westlake as a place to live

Q12. Overall, how would you rate the Town of Westlake as a place to live

	Number	Percent
Excellent	122	76.3%
Good	33	20.6%
Average	3	1.9%
Poor	1	0.6%
Not Provided	1	0.6%
Total	160	100.0%

Q13. How many years have you lived in Westlake?

Q13. How many years have you lived in Westlake?	Number	Percent
5 or less	57	35.6%
6 to 10	46	28.8%
11 to 15	24	15.0%
16 to 20	11	6.9%
21 to 30	7	4.4%
31+	7	4.4%
Not Provided	8	5.0%
Total	160	100.0%

Q14. In which subdivision do you live

Q14. In which subdivision do you live	Number	Percent
Stagecoach Hills	17	10.6%
Vaquero	71	44.4%
Terra Bella	3	1.9%
Wyck Hill	4	2.5%
Granada	15	9.4%
Entrada	3	1.9%
Glenwyck Farms	32	20.0%
Mahotea Boone	5	3.1%
Carlyle Court	1	0.6%
Other/Not Provided	9	5.6%
Total	160	100.0%

Q15. Gender:

Q15. Gender:	Number	Percent
Male	150	46.9%
Female	158	49.4%
Not Provided	12	3.8%
Total	320	100.0%

Section 7:

Survey Instrument



Dear Westlake Resident,

It is that time when the Town of Westlake is again seeking feedback about the quality of our municipal services, which are provided to our residents. We are proud to present to you the 2022 *DirectionFinder* survey. **The feedback received from your response is critical to the municipality in shaping our goals, evaluating our services, and uncovering the most important issues for you and your family.**

If you have not previously participated, we encourage you to take a moment to provide us with your responses. If you have completed this survey in years past, please know that we thank you for your continued participation in this effort and are looking forward to hearing from you again.

This year marks the seventh administration of this survey and you may notice some changes. Every time we conduct this process, we strive to improve it and help the response and feedback flow quickly and easily. We have added a few special interest items and reduced the overall number of feedback questions in order to help streamline this process. Because we appreciate your time, we are also pleased to offer the survey in an online format for all residents. We hope this courtesy will provide our busy residents with a convenient option for providing the Town with your input.

Please take a few minutes to complete the enclosed survey. Please answer any and all questions as accurately as possible and if you feel it is appropriate, use the comment space provided at the end of the survey for any further information you would like us to know.

If you would like to access the survey online in lieu of completing this paper copy, you can find it at:

Westlake2022survey.org

Please return your completed paper survey in the enclosed postage-paid envelope to:

ETC
Institute
725 W. Frontier Circle
Olathe, KS 66061

If you have any questions, please contact Jarrod Greenwood, Deputy Town Manager, at (817) 490-5717, or via email at jgreenwood@westlake-tx.org.

Thank you for helping us set our community apart and providing us with the much-needed insight only you can bring!

Amanda DeGan
Town Manager/Superintendent Westlake Academy

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2022 Town of Westlake Resident Survey

1. **Satisfaction with Major Categories of Town Services.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following services provided by the Town of Westlake.

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of public safety services (police, fire, and emergency medical)	5	4	3	2	1	9
02.	Overall efforts by the Town to ensure the community is prepared for emergencies	5	4	3	2	1	9
03.	Overall quality of maintenance of Town streets	5	4	3	2	1	9
04.	Overall effectiveness of communication by the Town	5	4	3	2	1	9
05.	Overall quality of utility services	5	4	3	2	1	9
06.	Overall quality of parks, trails, open spaces, streetscaping, and facilities	5	4	3	2	1	9
07.	Overall quality of customer service	5	4	3	2	1	9
08.	Overall quality of enforcement of codes and ordinances	5	4	3	2	1	9
09.	Overall quality of government services provided by the Town of Westlake	5	4	3	2	1	9
10.	Overall value you receive from your tax dollars and fees	5	4	3	2	1	9
11.	Overall value of Westlake Academy to the Town	5	4	3	2	1	9

2. **Which THREE of the services listed in Question 1 are MOST IMPORTANT to you? [Write in your answers below using the numbers from the list in Question 1.]**

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

3. **Satisfaction with Specific Types of Services Provided by the Town.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with each of the following.

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Communications & Citizen Engagement							
01.	Efforts to keep you informed about Council meetings, Town projects, issues, and events	5	4	3	2	1	9
02.	Usefulness of the Westlake Wire communications	5	4	3	2	1	9
03.	Usefulness of social media efforts	5	4	3	2	1	9
04.	Ease of use of the Town's website	5	4	3	2	1	9
05.	Opportunities provided for resident input	5	4	3	2	1	9
Parks & Recreation Services							
06.	Maintenance of Town-owned Glenwyck Park	5	4	3	2	1	9
07.	Number of publicly-accessible parks and trails	5	4	3	2	1	9
08.	Maintenance of streetscaping and open spaces	5	4	3	2	1	9
Utility Services							
09.	Residential trash/recycling collection services	5	4	3	2	1	9
10.	Yard waste and bulky item removal services	5	4	3	2	1	9
11.	Town efforts to promote water conservation and protect water resources	5	4	3	2	1	9
12.	Household hazardous waste disposal service	5	4	3	2	1	9
13.	Efforts by the Town to manage storm water run-off	5	4	3	2	1	9
14.	Quality of (drinking) water utility services	5	4	3	2	1	9

Customer Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
15. Friendliness of Staff	5	4	3	2	1	9
16. Accessibility of Staff	5	4	3	2	1	9
Facilities						
17. Overall buildings on Westlake Academy Campus	5	4	3	2	1	9
18. Use of portable buildings on Westlake Academy Campus	5	4	3	2	1	9

4. **Reasons for Moving to Westlake.** Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please indicate how important the following issues were in your decision to move to the Town of Westlake.

How important was...	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
01. Sense of community	5	4	3	2	1	9
02. Quality of life	5	4	3	2	1	9
03. Small town feel	5	4	3	2	1	9
04. Aesthetic appeal and high development standards	5	4	3	2	1	9
05. Westlake Academy	5	4	3	2	1	9
06. Access to other public schools (Keller, Northwest or Carroll ISD)	5	4	3	2	1	9
07. Proximity to private schools	5	4	3	2	1	9
08. Low crime rates/quality of public safety	5	4	3	2	1	9
09. Access to DFW airport	5	4	3	2	1	9
10. Access to major highways	5	4	3	2	1	9
11. Type of housing available	5	4	3	2	1	9
12. Quality of your subdivision	5	4	3	2	1	9

5. Which THREE of the reasons listed in Question 4 are the MOST IMPORTANT reasons why you will stay in Westlake for the next 5 years? [Write in your answers below using the numbers from the list in Question 4.]

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

6. Do any children in grades K-12 live in your home? _____ (1) Yes [Answer 6a.] _____ (2) No [Skip to 7.]

6a. Do any of these children currently attend Westlake Academy?

_____ (1) Yes [Skip to 7.] _____ (2) No [Answer 6b.]

6b. Where do your children go to school? _____

7. As the Town Council is considering future facilities on the Westlake Academy campus, would you be willing to participate in meetings/conversations about this topic?

_____ (1) Yes _____ (2) No

8. From which of the following sources do you currently receive information about the Town of Westlake? [Check all that apply.]

_____ (01) The Town's Facebook page
 _____ (02) The Town's Twitter account
 _____ (03) Simply Westlake Magazine
 _____ (04) The email newsletter (Westlake Wire)
 _____ (05) The Town's Instagram page
 _____ (06) The Town's YouTube channel
 _____ (07) Enclosure in your utility bill
 _____ (08) Friends and/or family
 _____ (09) The Town's website (Westlake-tx.org)
 _____ (10) Public Meetings
 _____ (11) Town communications in the mail
 _____ (12) Homeowner/neighborhood association (via newsletter, website, social media, etc.)
 _____ (13) Nextdoor (the neighborhood social network)
 _____ (14) Life in 76262 Magazine
 _____ (15) Metroport Messenger newspaper

9. **Which THREE of the sources in Question 8 are the MOST PREFERRED ways for you to receive information about the Town of Westlake? [Write-in your answers below using the numbers from the list in Question 8.]**

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

10. **Which of the following electronic sources of information are you currently using for your personal use? [Check all that apply.]**

____(01) Facebook	____(06) Text messages	____(11) Nextdoor
____(02) Twitter	____(07) E-mail	____(12) Other: _____
____(03) YouTube	____(08) The internet (general use)	____(13) None of the above
____(04) Instagram	____(09) Podcasts	
____(05) Snapchat	____(10) TikTok	

11. **Overall, how safe do you feel in the Town of Westlake?**

____(1) Very safe ____(2) Safe ____(3) Unsafe ____(4) Very unsafe ____(9) Don't know

12. **Overall, how would you rate the Town of Westlake as a place to live?**

____(1) Excellent ____(2) Good ____(3) Average ____(4) Poor ____(9) Don't know

13. **How many years have you lived in Westlake?** _____ years

14. **In which subdivision do you live?**

____(01) Stagecoach Hills	____(05) Granada	____(09) Carlyle Court
____(02) Vaquero	____(06) Entrada	____(10) Other
____(03) Terra Bella	____(07) Glenwyck Farms	
____(04) Wyck Hill	____(08) Mahotea Boone	

15. **Gender:** ____(1) Male ____(2) Female

Optional: If you have any other comments or a question you would like to share with us, please write the information in the space provided below.

This concludes the survey. Thank you for your time!

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

Your response will remain completely confidential.
The address information printed to the right will
ONLY be used to help identify areas with specific
needs. If your address is not correct, please
provide the correct information. Thank You.