



HIGHLAND PARK TOWN HALL
4700 BREKEL DRIVE

2025 Town of Highland Park Community Survey Findings Report August 2025



ETC
INSTITUTE

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Executive Summary

2025 Highland Park Community Survey

Executive Summary



Purpose

During the summer of 2025, ETC Institute administered a community survey for the town of Highland Park. The purpose of the survey was to assist Town leaders in planning and investment decisions.

Methodology

The eight-page survey, cover letter and postage-paid return envelope were mailed to households in Highland Park. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address; this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database. After the surveys were mailed, residents who received the survey were contacted to encourage participation.

The goal was to receive 300 completed surveys. This goal was far exceeded, with 487 households completing the survey. The results for 487 households have a 95% level of confidence with a precision of at least +/-4.1%.

The percentage of “don’t know” responses has been excluded from many of the graphs and the benchmarking data shown in this report to facilitate valid comparisons between Town services. Since the number of “don’t know” responses often reflects the utilization and awareness of Town services, the percentage of “don’t know” responses has been provided in the tabular data section of this report.

This report contains the following:

- executive summary of the methodology and major findings (Section 1)
- charts depicting the overall results of the survey (Section 2)
- benchmarking analysis that shows how the survey results compare to the U.S. average and the Texas average (Section 3)
- Importance-Satisfaction analysis that shows priorities for investment (Section 4)
- tabular data for all questions on the survey (Section 5)
- a copy of the survey instrument (Section 6)

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Major Findings

Major Categories of Town Services. Respondents were asked to rate their level of satisfaction with 12 major categories of Town services. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with the overall quality of police, fire, and EMS (100%), 9-1-1 services (99%), customer service from Town employees (96%), Town parks and green spaces (96%), and the public library (96%). The five services respondents think its most important for the town to provide are quality fire, police, and EMS (90%), maintenance of Town streets, sidewalks, and alleys (72%), and 9-1-1 services (62%). The “Importance-Satisfaction” analysis (Section 4) identified traffic flow/congestion management, and residential waste services as “high priorities.”

Perceptions of Town. Respondents were asked to rate their level of satisfaction with 13 aspects of life in Highland Park. The three items respondents felt most satisfied with (rating “satisfied” or “very satisfied”) were Highland Park as a place to live (99%), their overall quality of life (99%), the overall appearance of Highland Park (98%), and as a place to raise children (98%).

Public Safety. Regarding feeling of safety, respondents felt most safe (rating “safe” or “very safe”) in their neighborhood during the day (99%) and overall in the town (99%). The public safety items respondents felt most satisfied with (rating “satisfied” or “very satisfied”) were overall quality of police response times (99%), overall quality of fire protection services (99%), and overall quality of fire emergency response times (99%). The three items respondents thought were most important for the Town to provide were efforts to prevent serious crimes (45%), visibility of public safety in neighborhoods (34%), and quality police services (33%).

Town Hall/Building Maintenance. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with the maintenance/condition/cleanliness of Town Hall (98%), accessibility (97%), and quality of council chambers/municipal court facilities (96%).

Parks and Recreation. The three aspects of parks and recreation that respondents are most satisfied with (rating “satisfied” or “very satisfied”) are maintenance/condition/cleanliness of decorative fountains (96%), landscape/maintenance/condition/cleanliness of Town parks (96%), and the maintenance/condition/cleanliness of Fairfax Park athletic fields (94%). The three parks and recreation services respondents find most important are landscape/maintenance/condition/cleanliness of Town parks (76%), maintenance/condition/cleanliness of ponds/lakes/greenways, and amenities in Town parks (27%).

Sanitation and Recycling. The three aspects of sanitation/recycling respondents feel most satisfied with (rating “satisfied” or “very satisfied”) are frequency of sanitation and recycling services (98%), residential garbage/recycling collection services (98%), and brush/yard waste collection services (97%). The two services most important to respondents are garbage/recycling collection (78%) and brush/yard waste collection (34%).

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Roadways/Public Works/Engineering and Transportation. The roadways/public works/engineering items respondents feel most satisfied with (rating “satisfied” or “very satisfied”) are overall cleanliness of streets (93%), emergency debris pick-up (92%), and maintenance of traffic signals (92%). The three services most important for the Town to provide are maintenance of streets (77%), maintenance of sidewalks (52%), and ability to manage and convey storm water (20%). The “Importance-Satisfaction” analysis (Section 4) identified maintenance of sidewalks and streets as “high priorities.” Four percent (4%) of respondents say they utilize DART services.

Utilities. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with the timeliness of water/service line break repairs (92%), water pressure (89%), and overall quality of water (89%). The two most important items for respondents are quality of water (78%) and water pressure (51%).

Community Development. Regarding community development, respondents feel most satisfied (rating “satisfied” or “very satisfied”) with permitted days/hours for residential construction (62%), appropriateness of Town’s zoning standards (59%), and promoting sound urban planning practices through ordinance development (59%). The three services most important for the Town to provide are new development/redevelopment in the Town (34%), maintenance/cleanliness of residential construction sites (25%), and regulation of residential construction vehicle parking (24%). The “Importance-Satisfaction” analysis (Section 4) identified regulation of residential construction vehicle parking, quality of new development/redevelopment, overall duration of construction projects, and maintenance/cleanliness of residential construction sites as “high priorities.”

Library System. Respondents are most satisfied (rating “satisfied” or “very satisfied”) with the library system in regards to the quality of space of the library facility (93%), hours of operation (92%), and quality of children’s events/classes/programs (91%). The three items most important for the Town to provide are quality space of the facilities (43%), quality and availability of library materials and resources (31%), and hours of operation (30%).

Town Communication. Respondents are most satisfied (rating “satisfied” or “very satisfied”) with Town communication in regards to the Town’s digital newsletter (86%), timeliness of information provided by the Town (83%), and quality/ease of use of the Town’s website (83%). The primary sources for information about Town issues/services/events are Bluezone emails (63%), the town website (42%), and word of mouth (40%). The three sources of information respondents most prefer to get information about the town are Bluezone emails (57%), town website (40%), and direct mail pieces (24%).

Customer Service. Fifty-nine percent (59%) of respondents report calling or visiting the Town with a question, problem, or complaint during the past year. Of these respondents, most (65%) communicated via phone call. These respondents also found contact with the person they needed to reach “very easy” (73%) or “somewhat easy” (20%). The department contacted by the highest percentage of respondents who had contacted the Town was public safety (51%).

2025 Highland Park Community Survey

Executive Summary



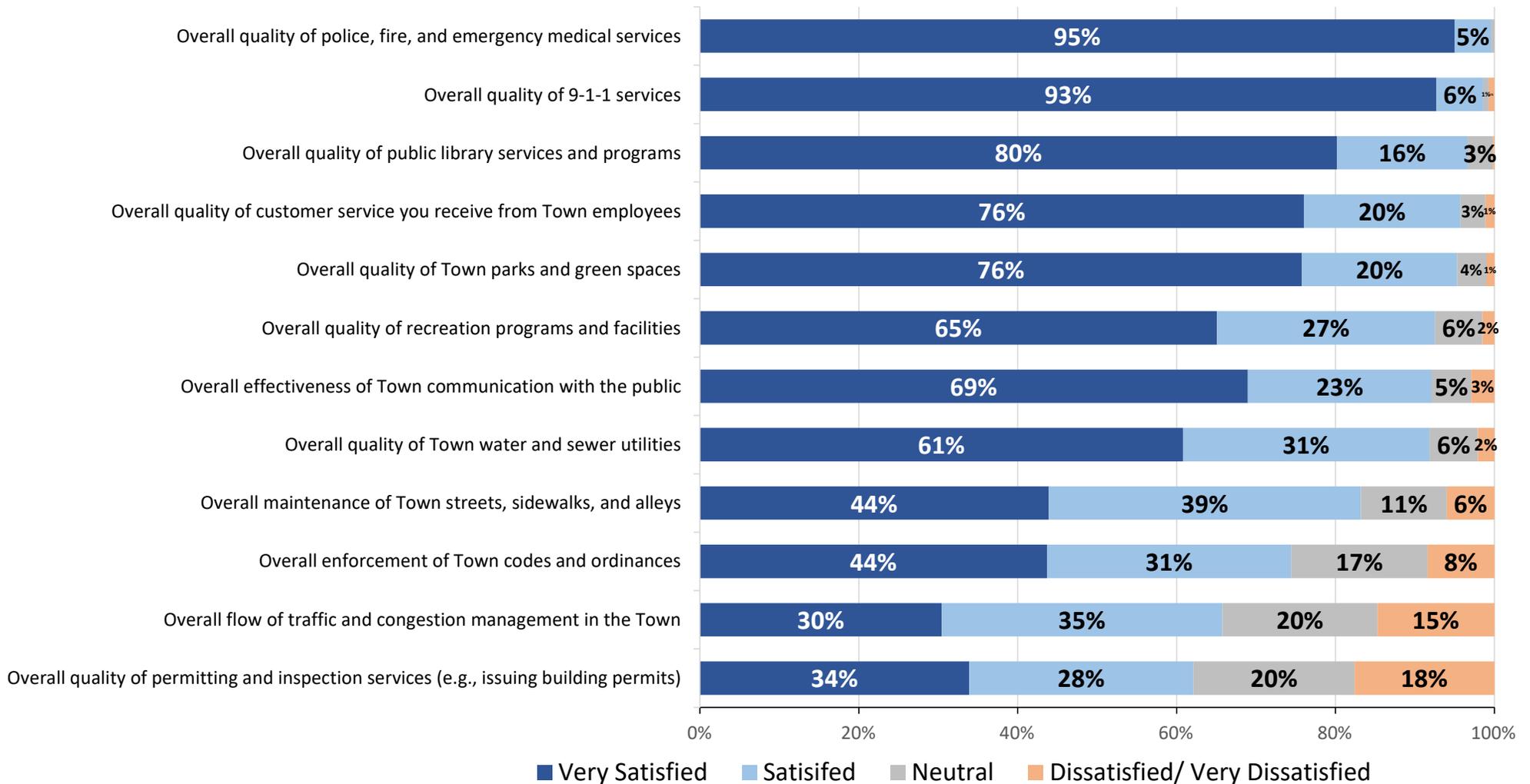
Improvements to Highland Park. When asked to select the three issues they believe will be the biggest issues facing Highland Park within the next five years, the highest percentage of respondents selected cut-through traffic and congestion (62%), encroachment of urban development adjacent to Highland Park (46%), and historic and/or architecturally significant home demolitions and redevelopment (46%). The three initiatives respondents most support (rating “very supportive”) are addressing problem intersections to increase safety and traffic flow (77%), implementing a micro transit system (56%), and purchasing property for the creation of additional parks and/or open spaces (53%). The items respondents think should receive the most emphasis over the next two years are addressing problem intersections to increase safety and traffic flow (52%) and implementing a micro transit system aimed at reducing construction and service workers on street parking (34%).



Charts and Graphs

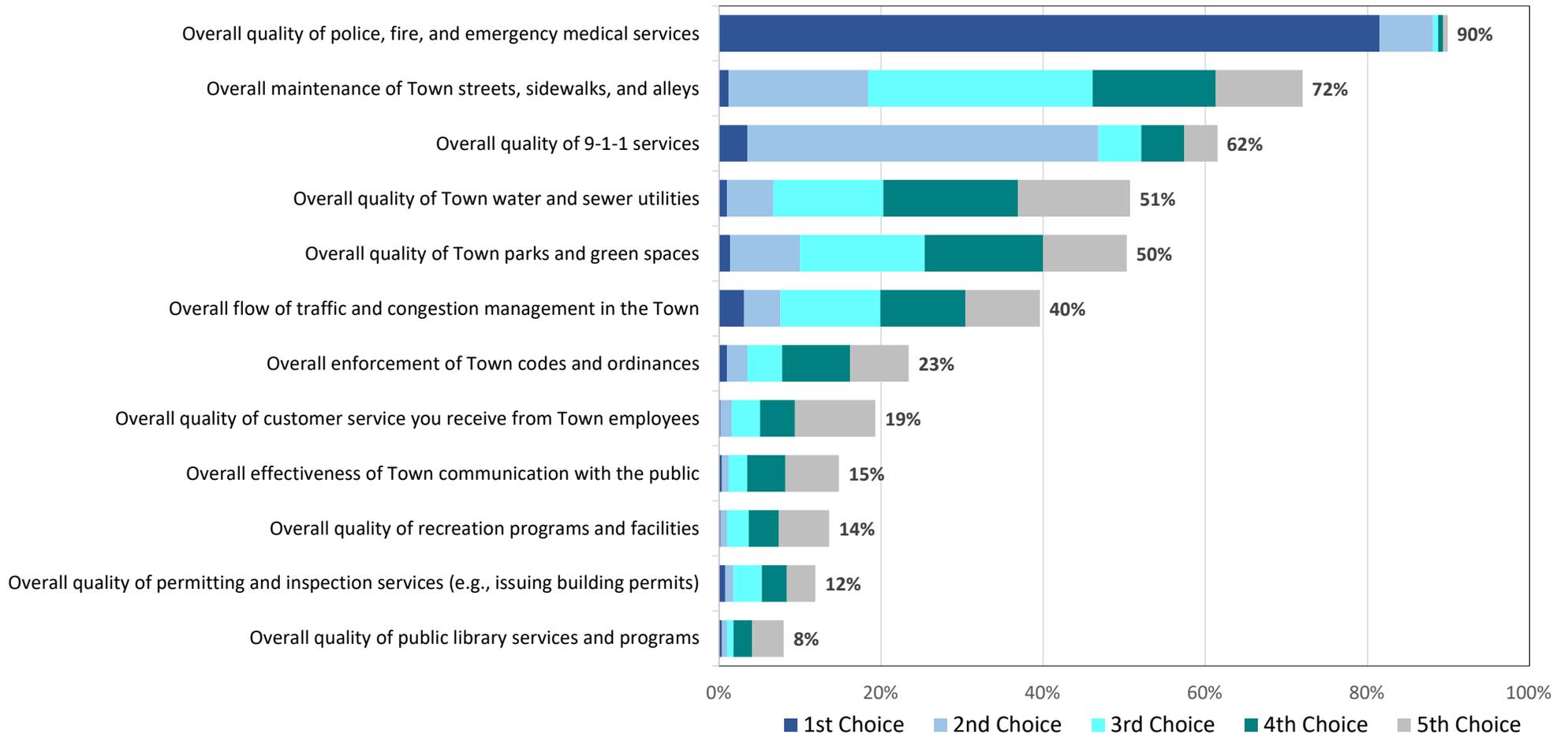
Q1. Satisfaction with Major Categories of Town Services

by percentage of respondents (excluding “don’t know”)

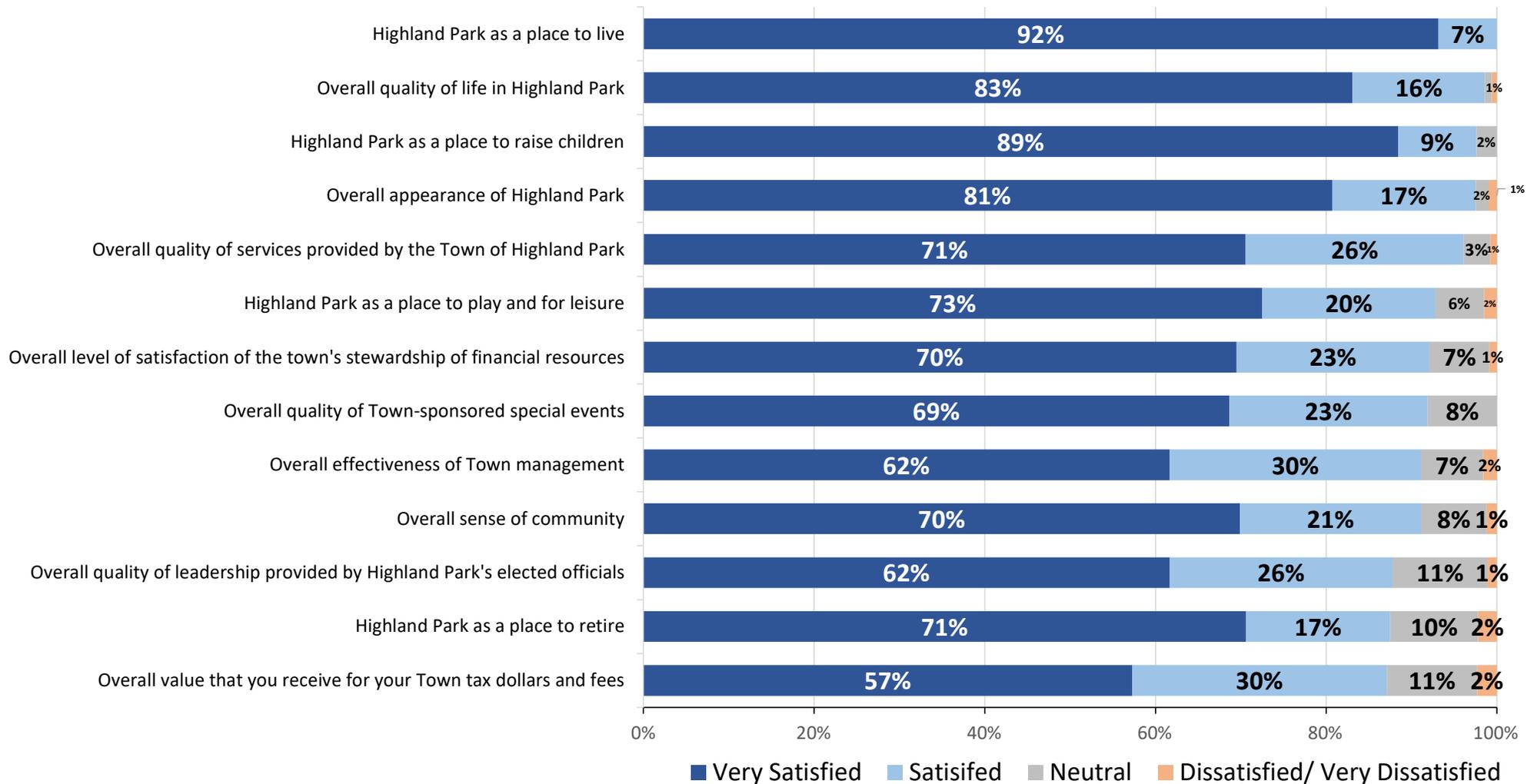


Q2. Which FIVE of the services listed in Question 1 do you think are MOST IMPORTANT for the Town to provide?

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

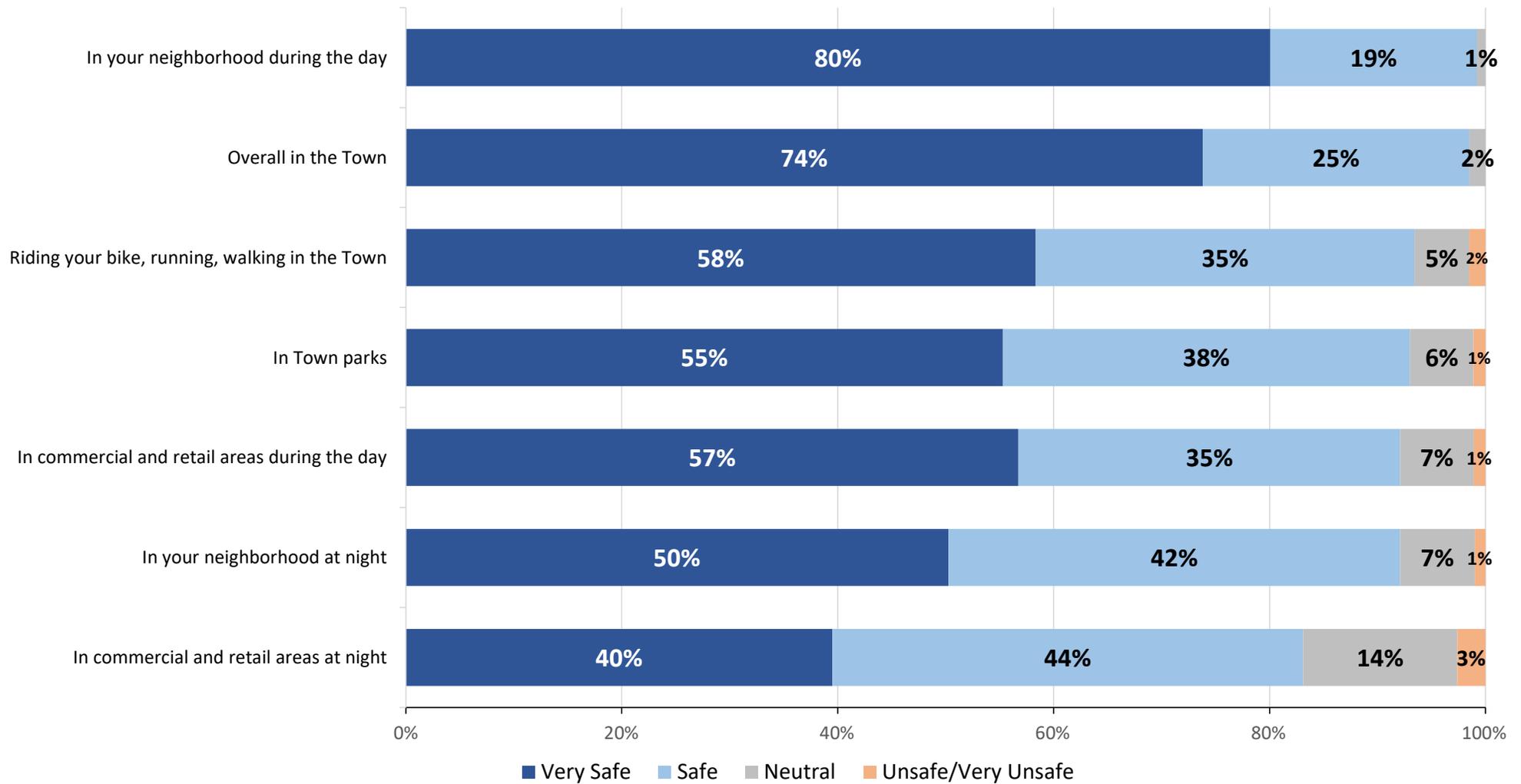


Q3. Perceptions of Town by percentage of respondents (excluding “don’t know”)

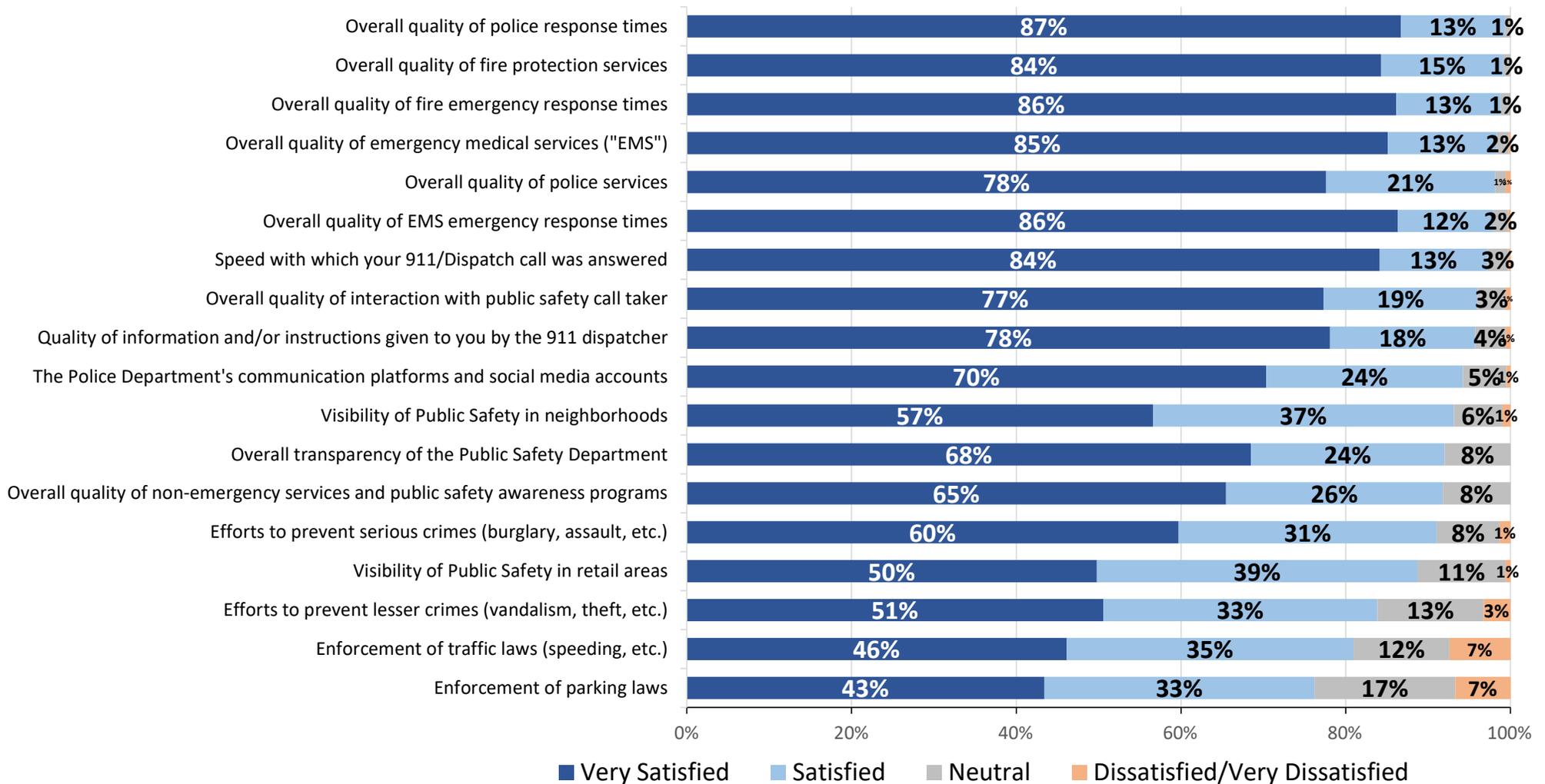


Q4. Rating Feeling of Safety

by percentage of respondents (excluding “don’t know”)

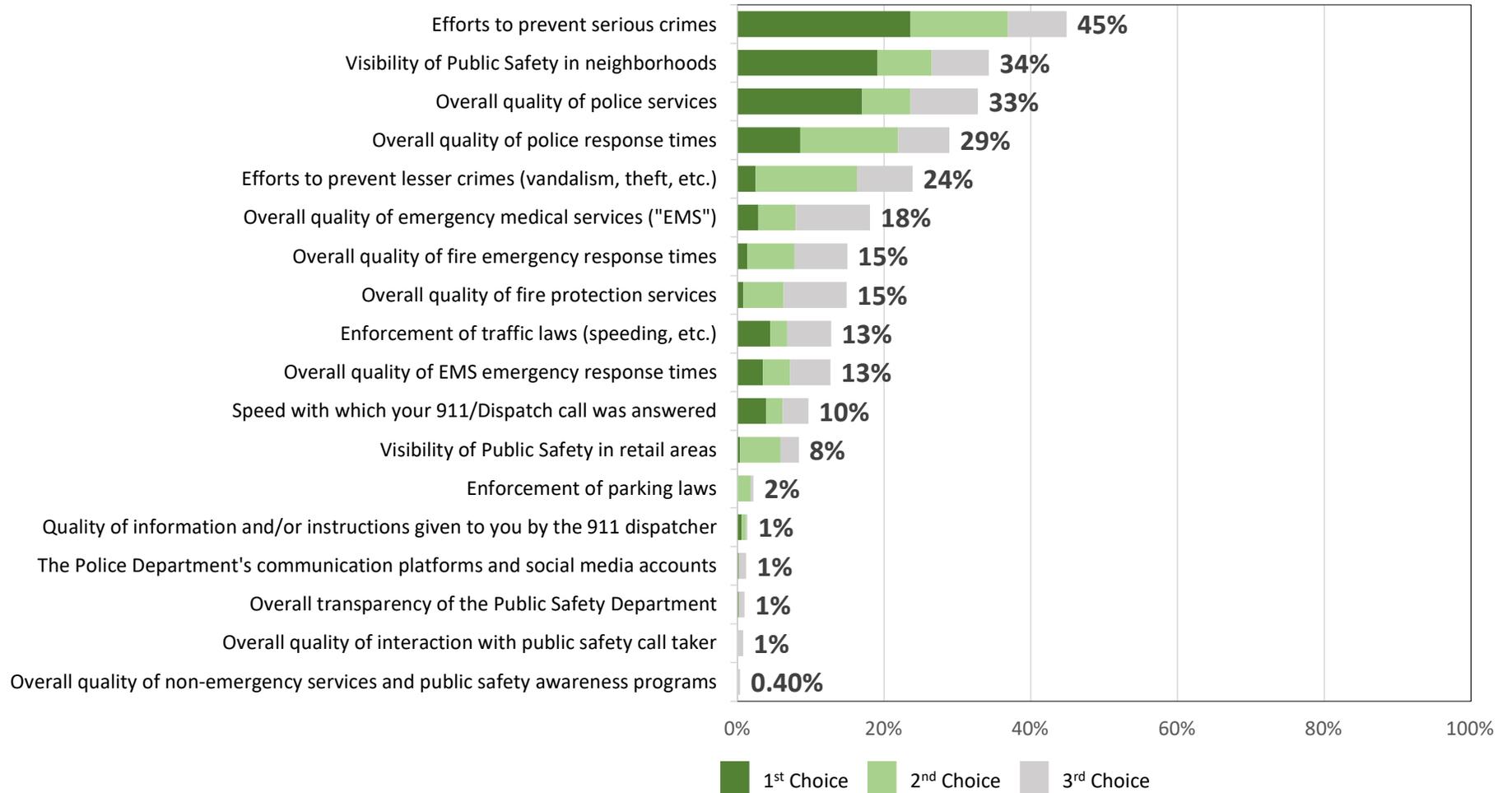


Q5. Satisfaction with Public Safety by percentage of respondents (excluding "don't know")

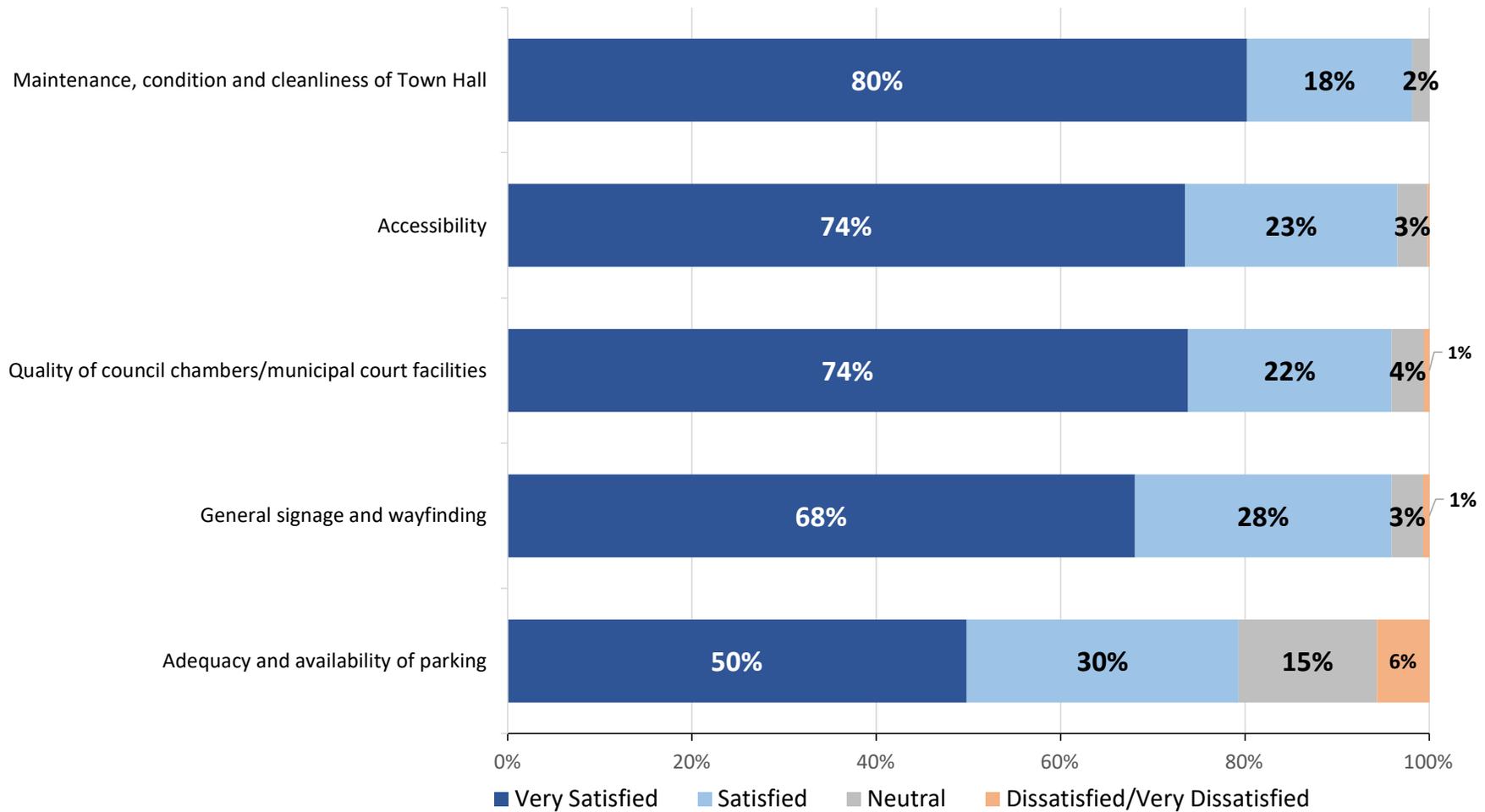


Q6. Which THREE of the Public Safety Department services listed in Question 5 do you think are MOST IMPORTANT for the Town to provide?

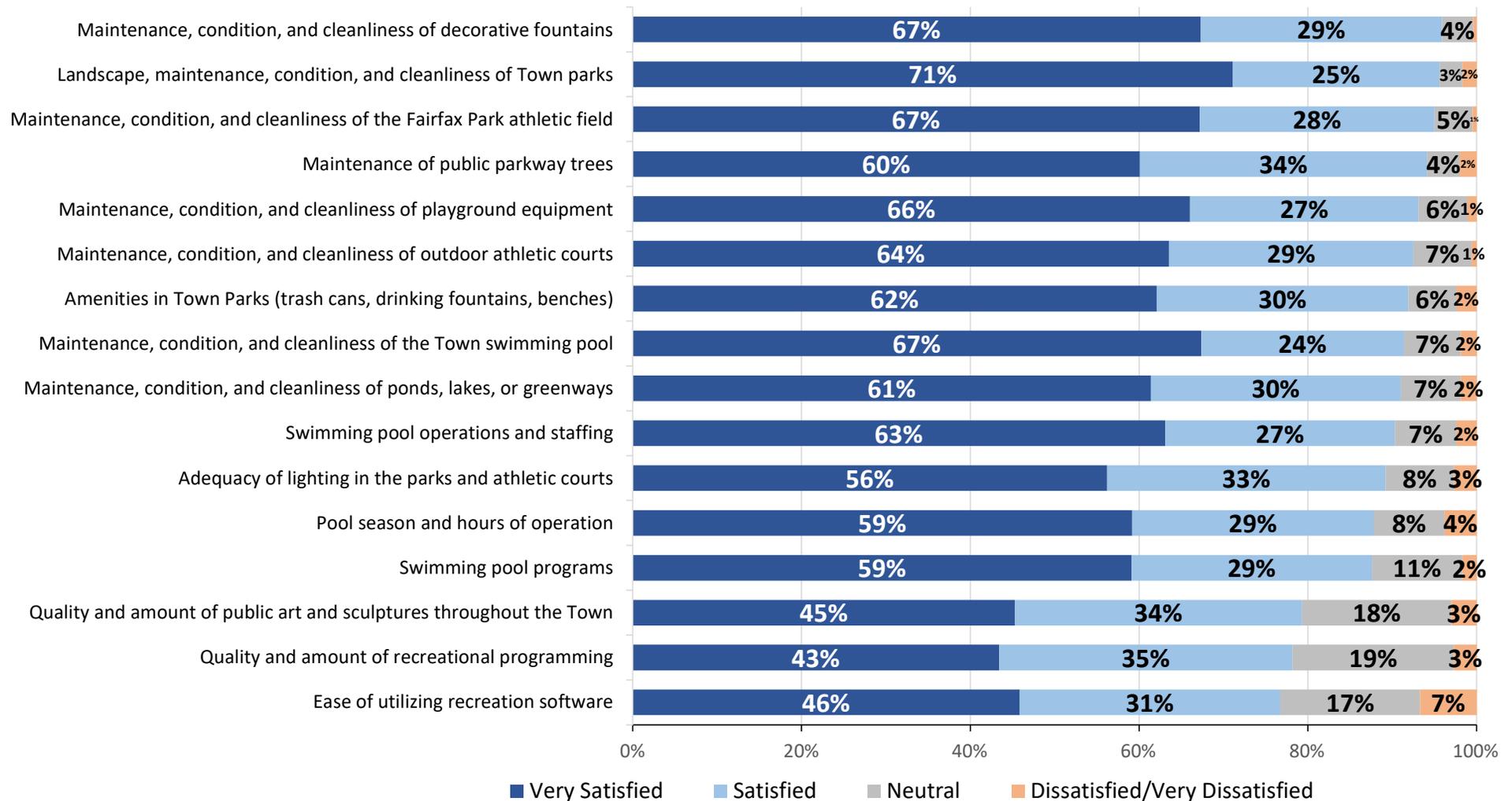
by percentage of respondents who selected the item as one of their top three choices



Q7. Satisfaction with Town Hall/Building Maintenance by percentage of respondents (excluding “don’t know”)

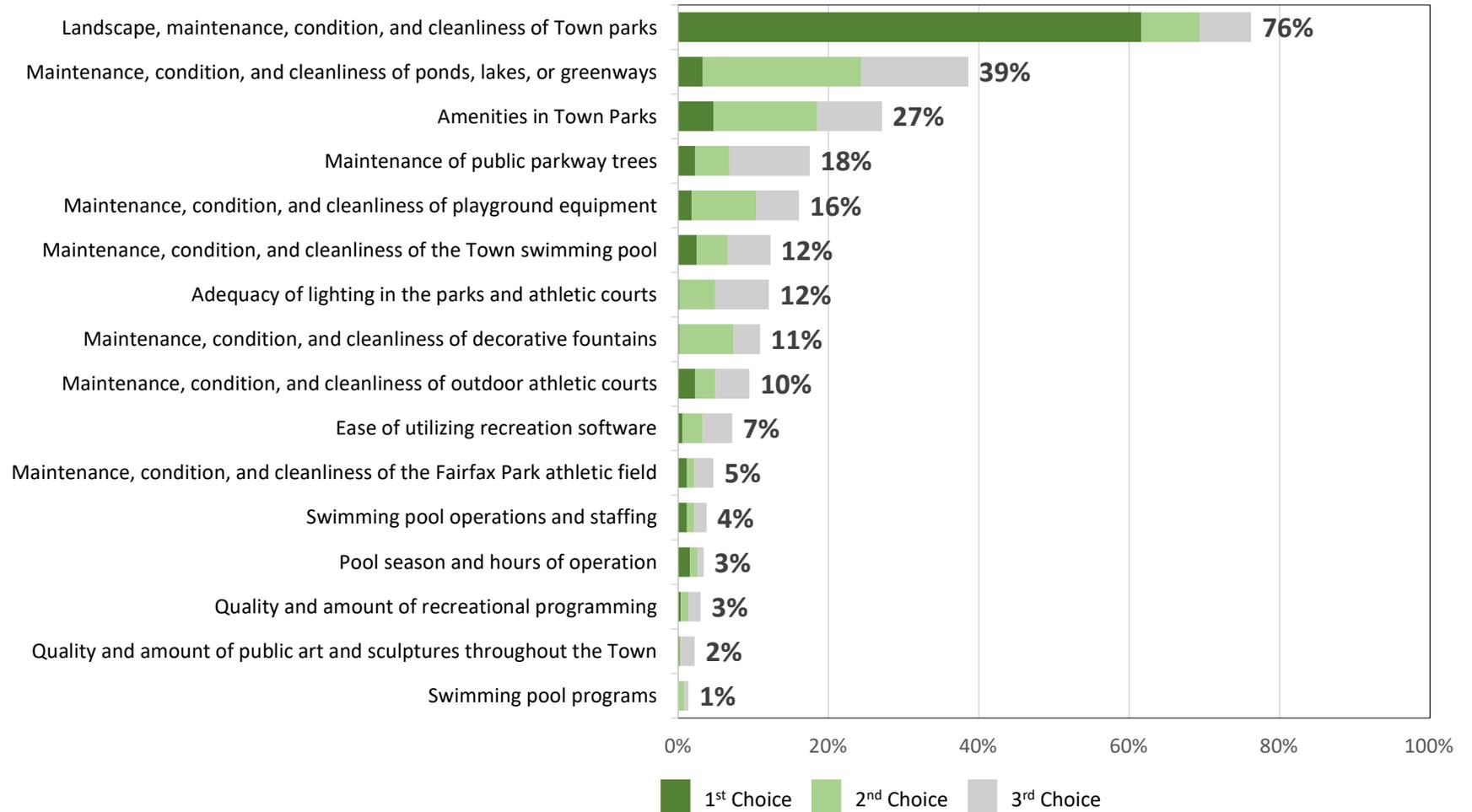


Q8. Satisfaction with Parks and Recreation by percentage of respondents (excluding “don’t know”)

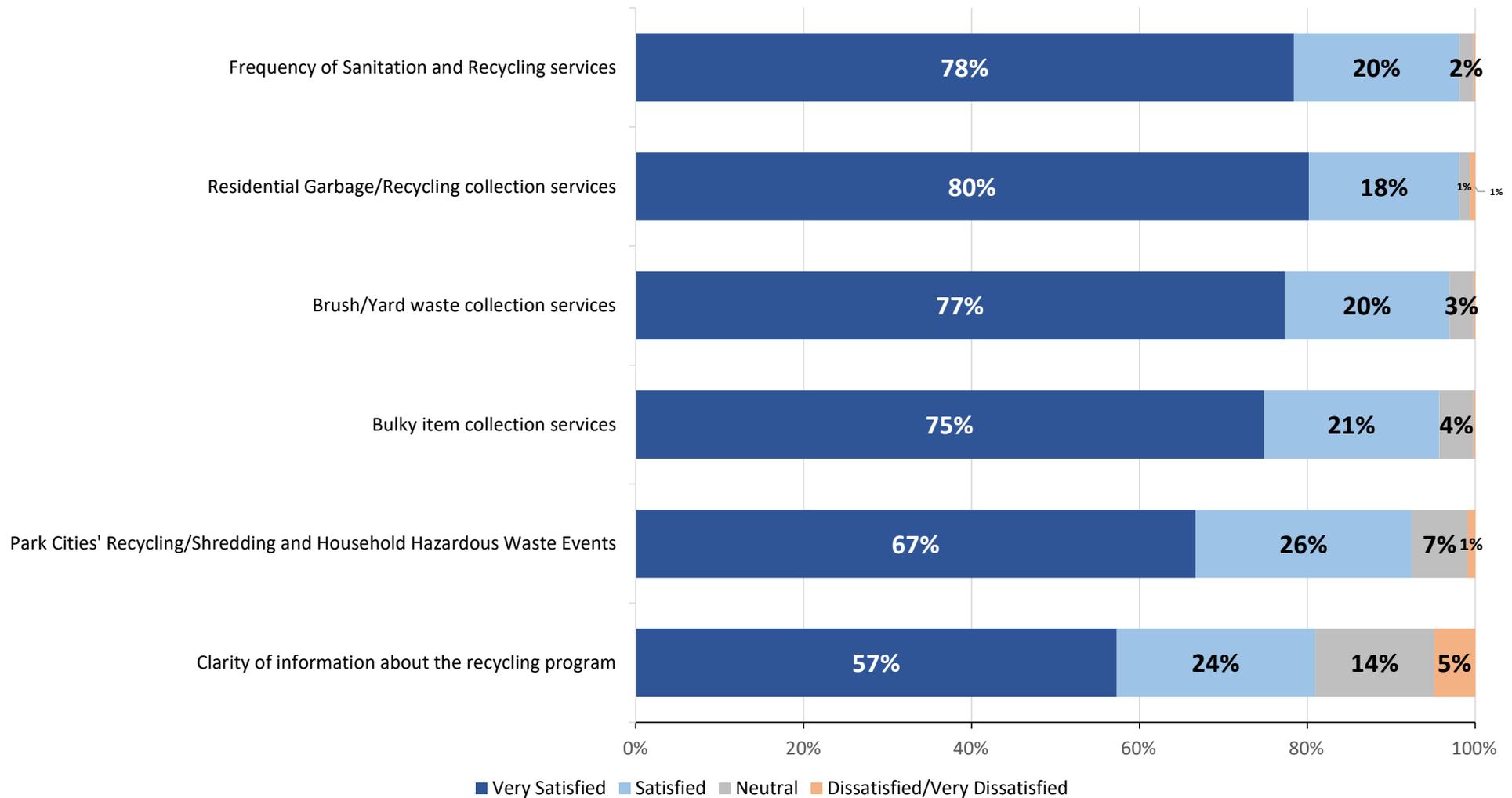


Q9. Which THREE of the Parks and Recreation services listed in Question 8 do you think are MOST IMPORTANT for the Town to provide?

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

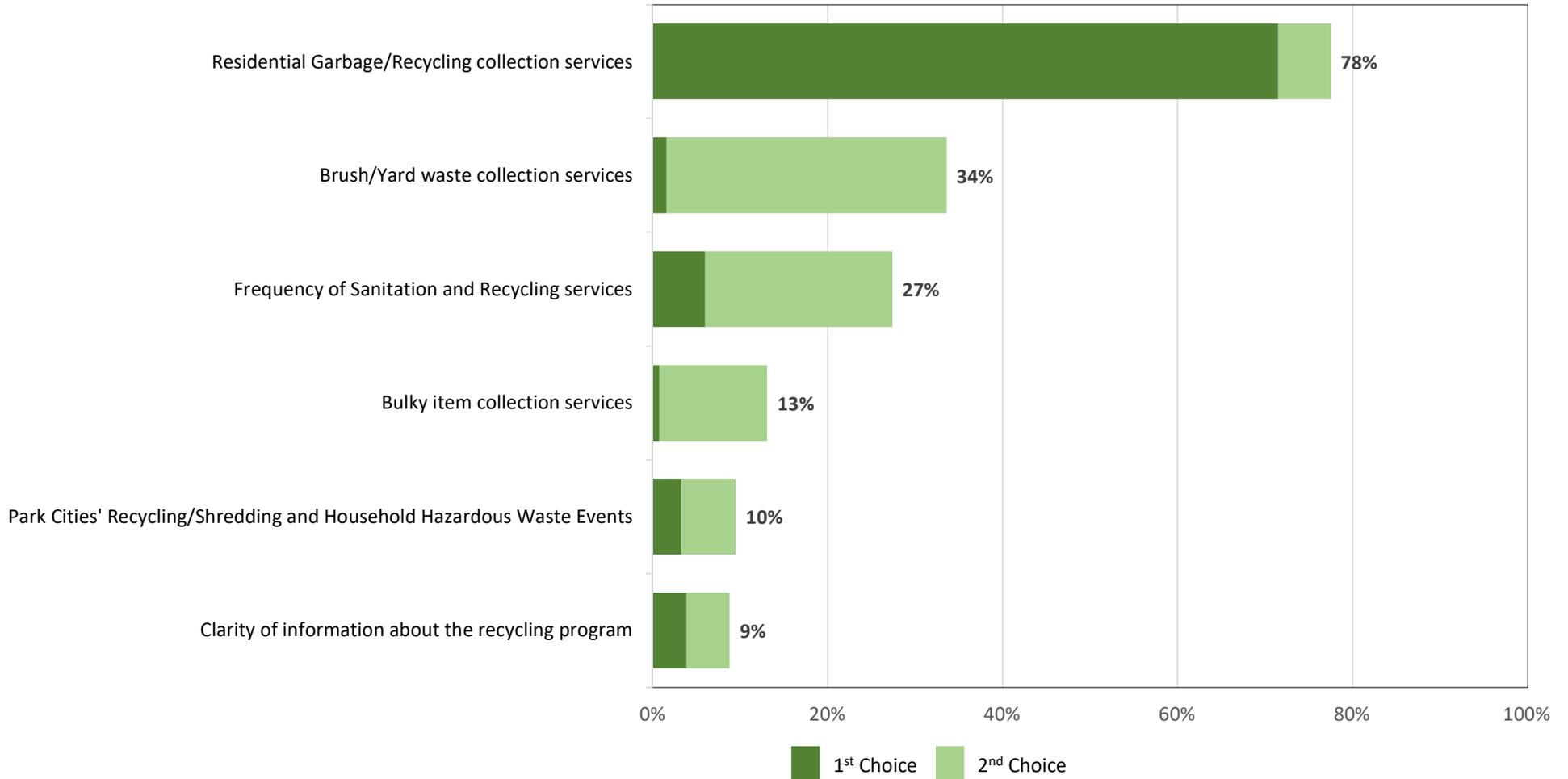


Q10. Satisfaction with Sanitation and Recycling by percentage of respondents (excluding “don’t know”)

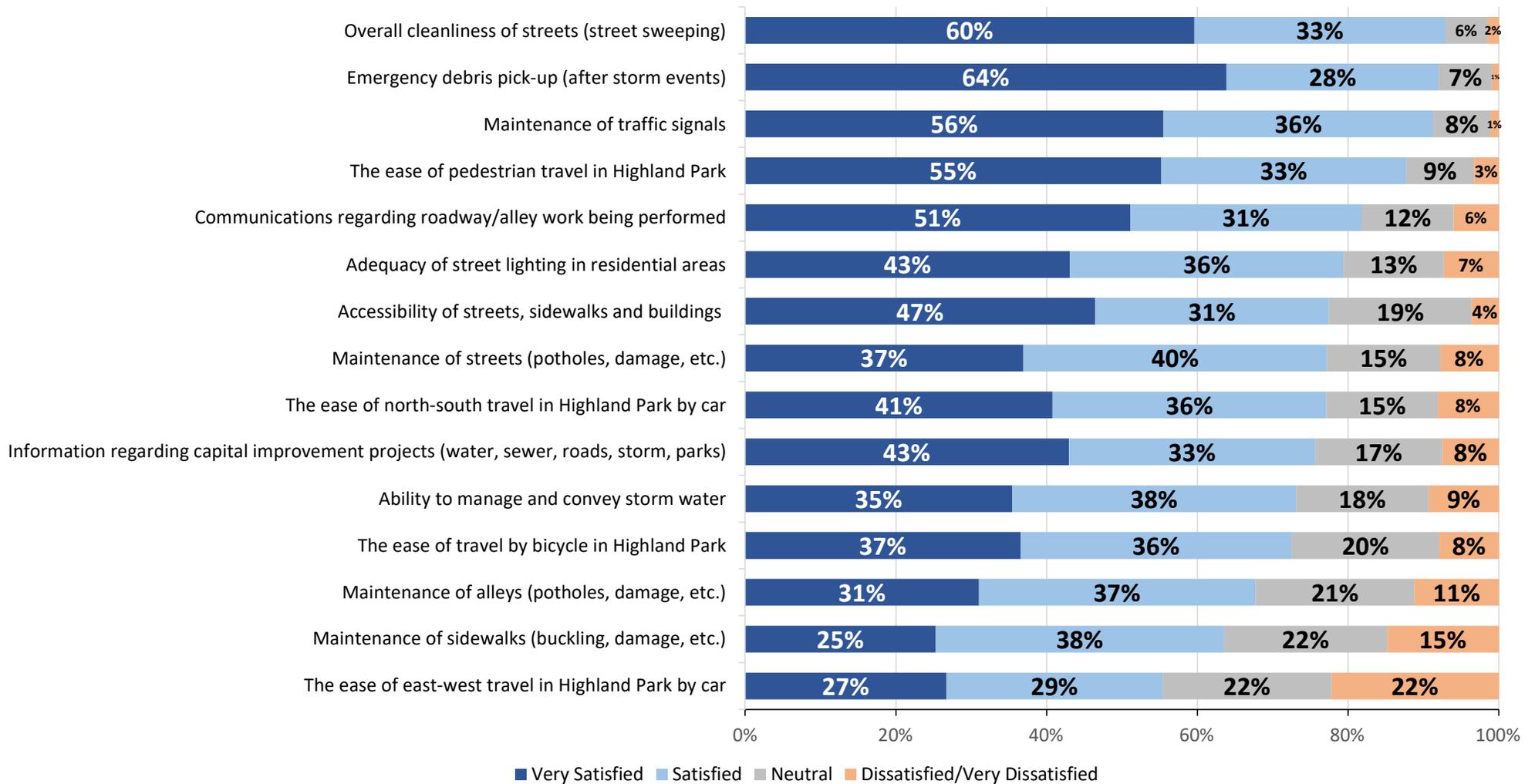


Q11. Which TWO of the Sanitation and Recycling services listed in Question 10 do you think are MOST IMPORTANT for the Town to provide?

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

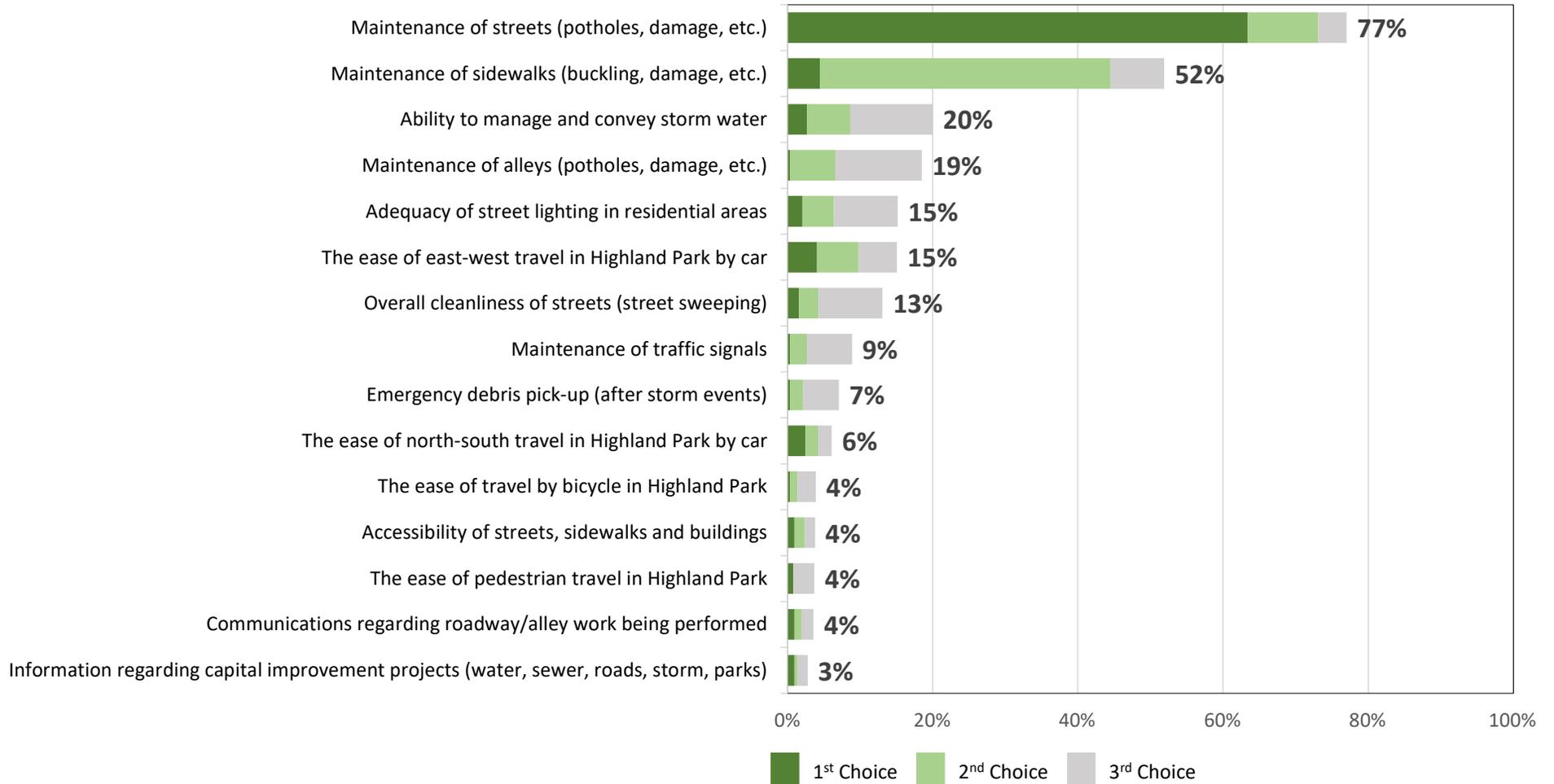


Q12. Satisfaction with Roadways/Public Works/Engineering by percentage of respondents (excluding “don’t know”)



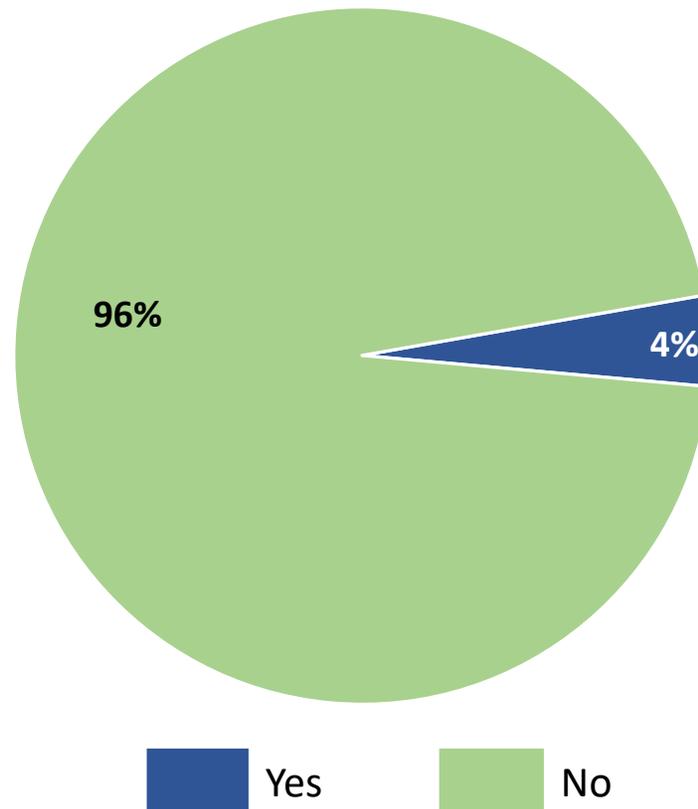
Q13. Which THREE of the Roadways/Public Works/Engineering services listed in Question 12 do you think are MOST IMPORTANT for the Town to provide?

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

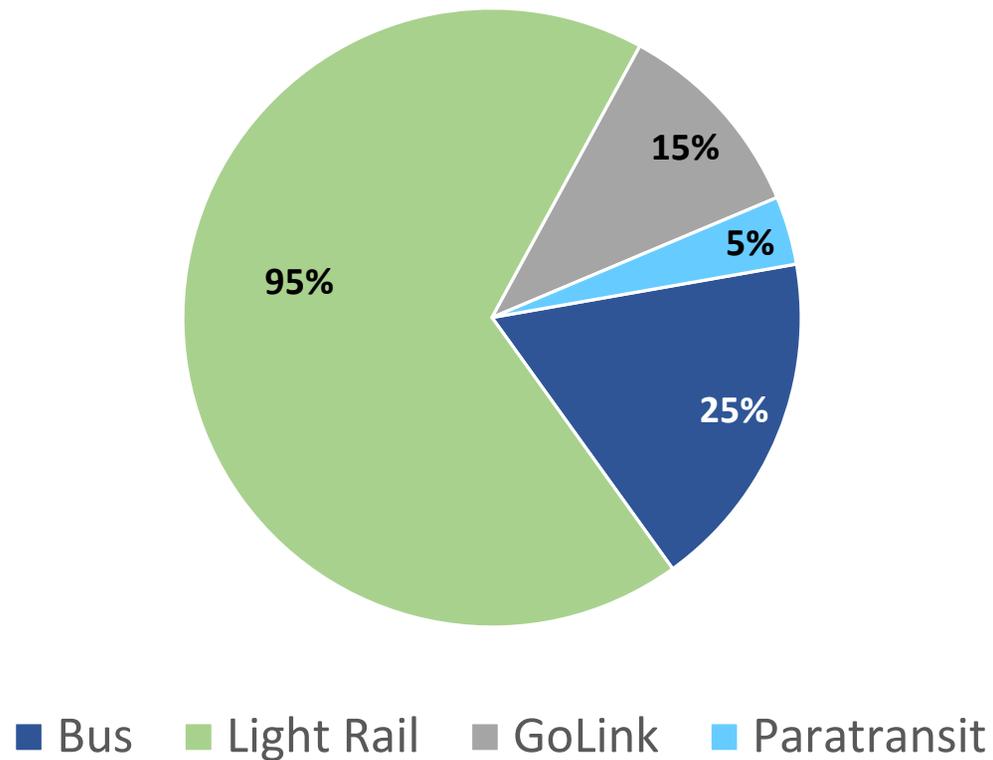


Q14. Transportation. Do you utilize Dallas Area Rapid Transit (DART) Services?

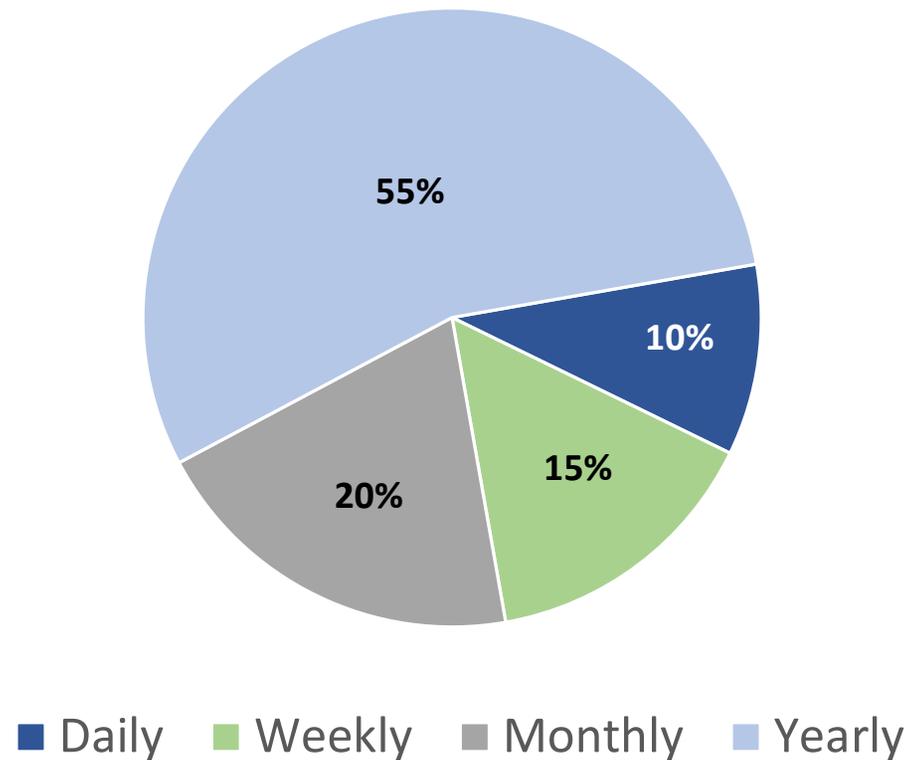
by percentage of respondents (excluding "not provided")



Q14a. If yes, which services do you utilize? by percentage of respondents who answered “yes” to Q14

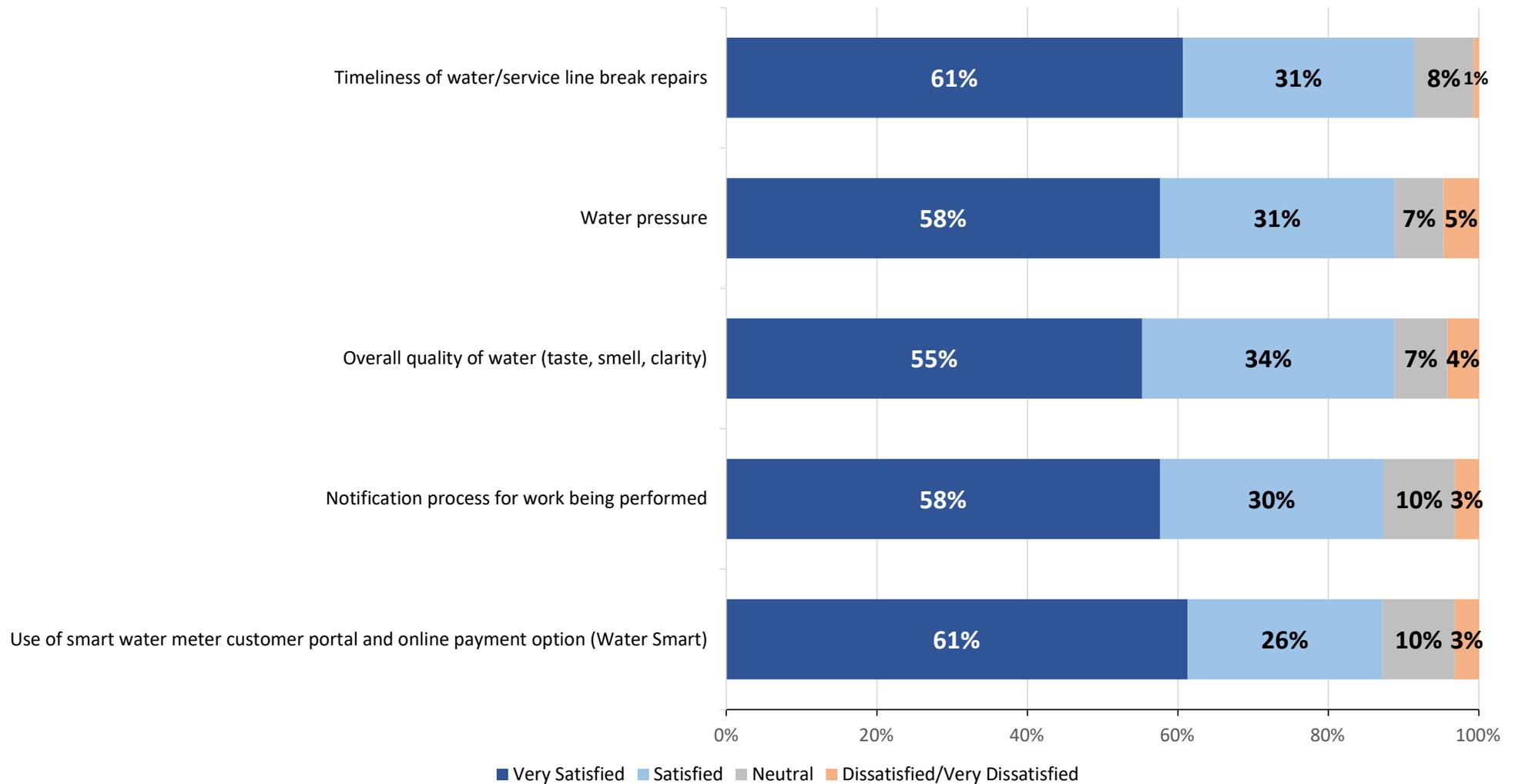


Q14b. If yes, how often do you utilize this service? by percentage of respondents who answered “yes” to Q14



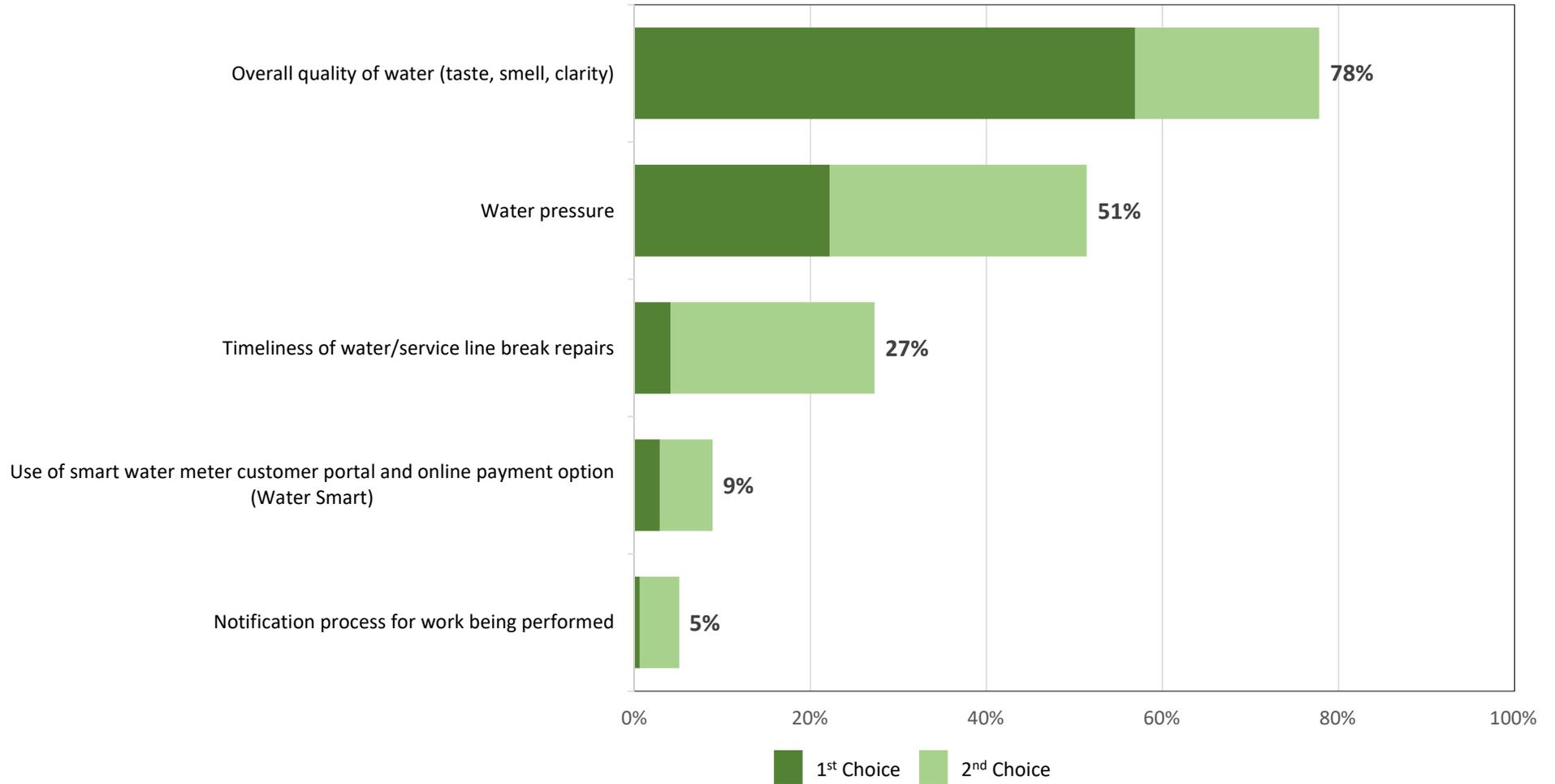
Q15. Satisfaction with Utilities

by percentage of respondents (excluding “don’t know”)

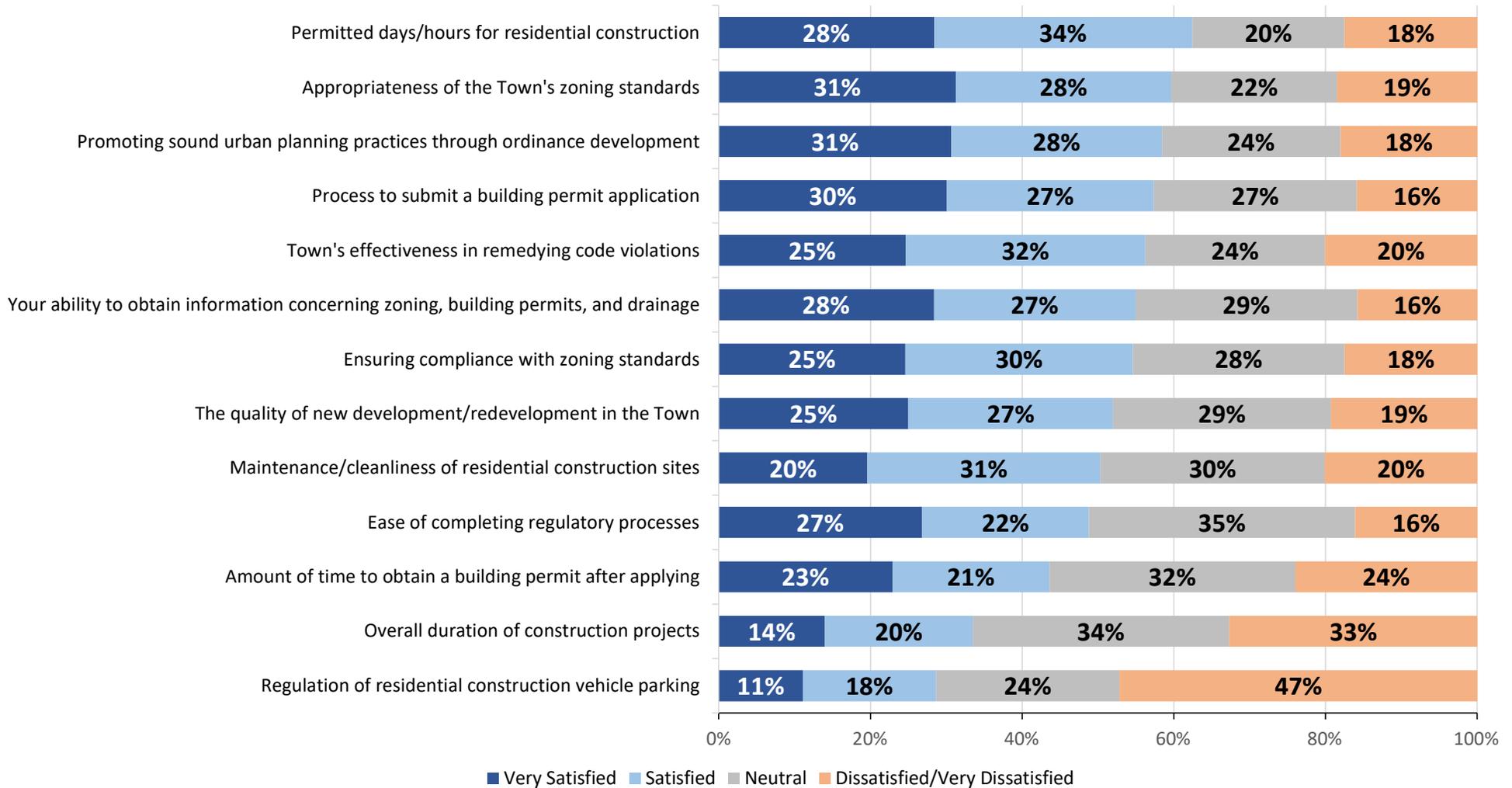


Q16. Which TWO of the Utility services listed in Question 15 do you think are MOST IMPORTANT for the Town to provide?

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

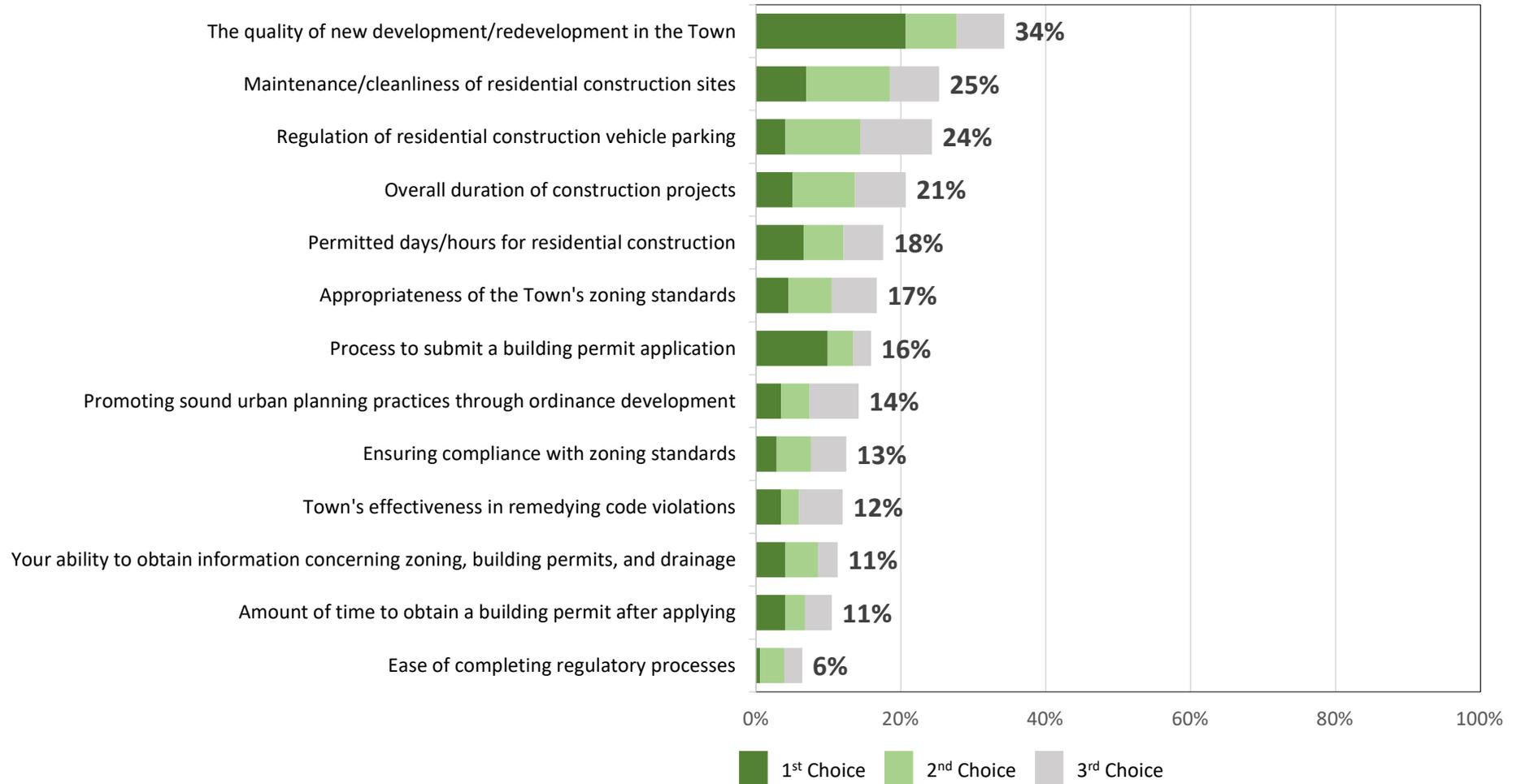


Q17. Satisfaction with Community Development by percentage of respondents (excluding “don’t know”)

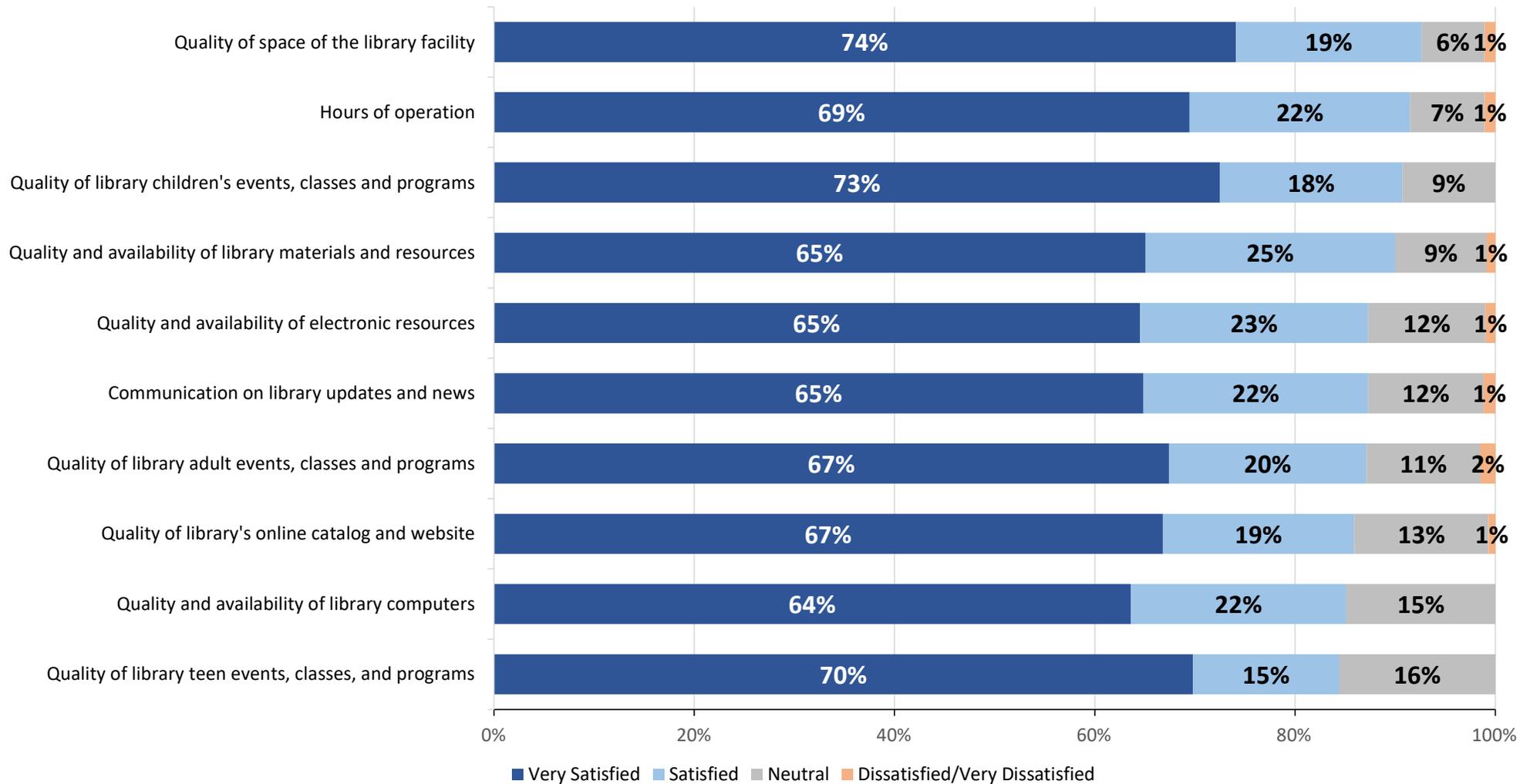


Q18. Which THREE of the Community Development services listed in Question 17 do you think are MOST IMPORTANT for the Town to provide?

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

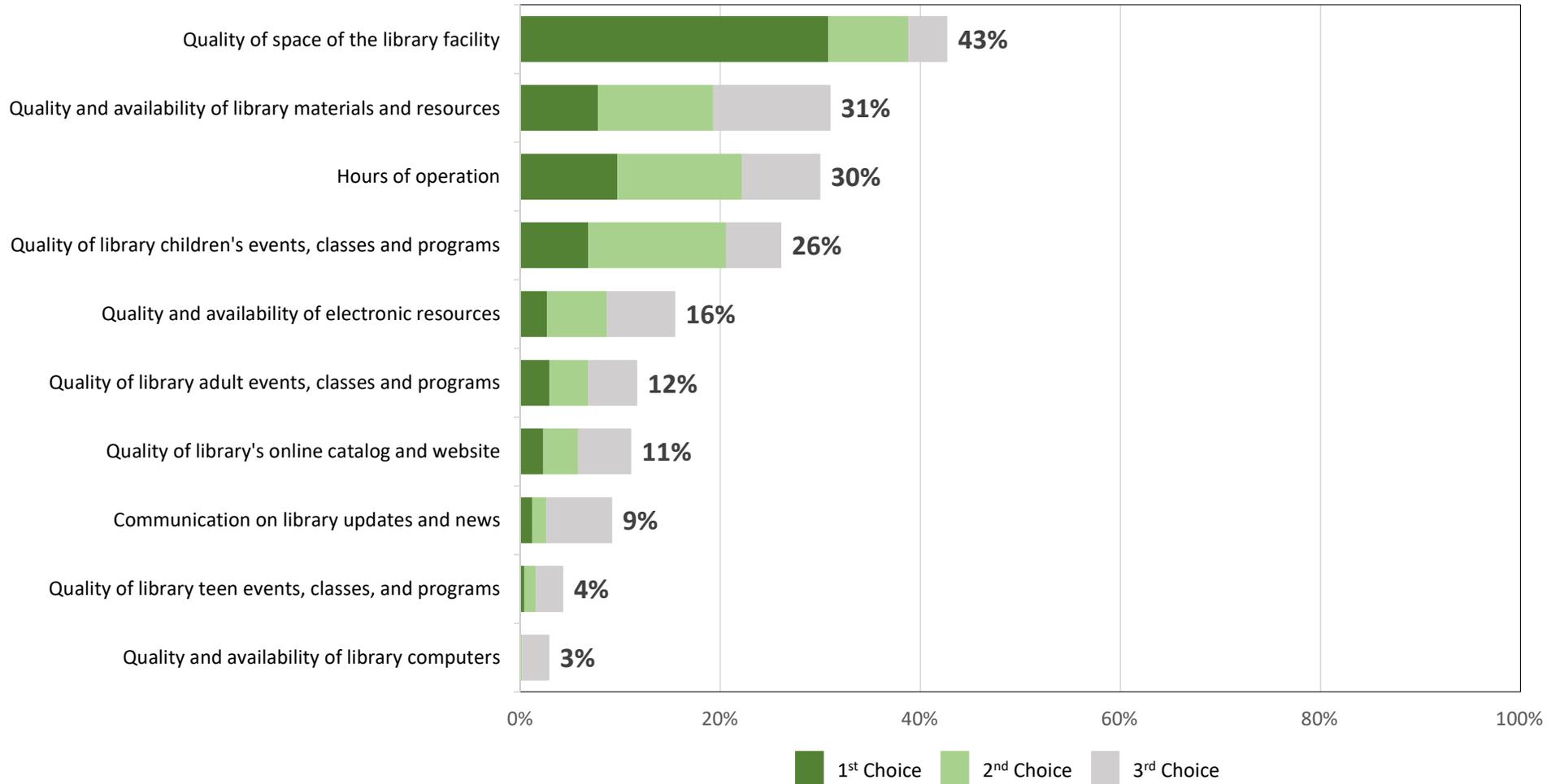


Q19. Satisfaction with the Library System by percentage of respondents (excluding “don’t know”)

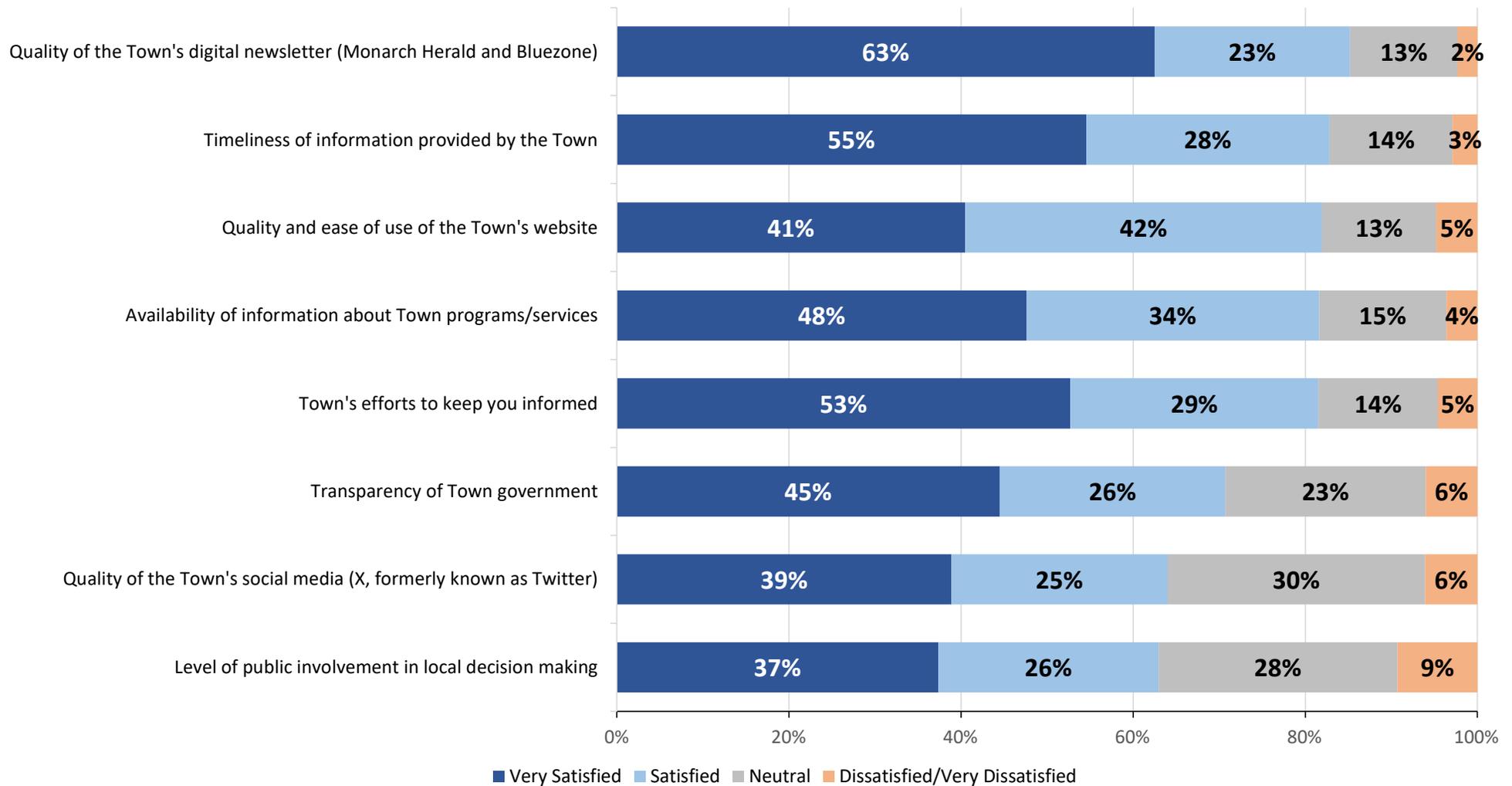


Q20. Which THREE of the library services listed in Question 19 do you think are MOST IMPORTANT for the Town to provide?

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

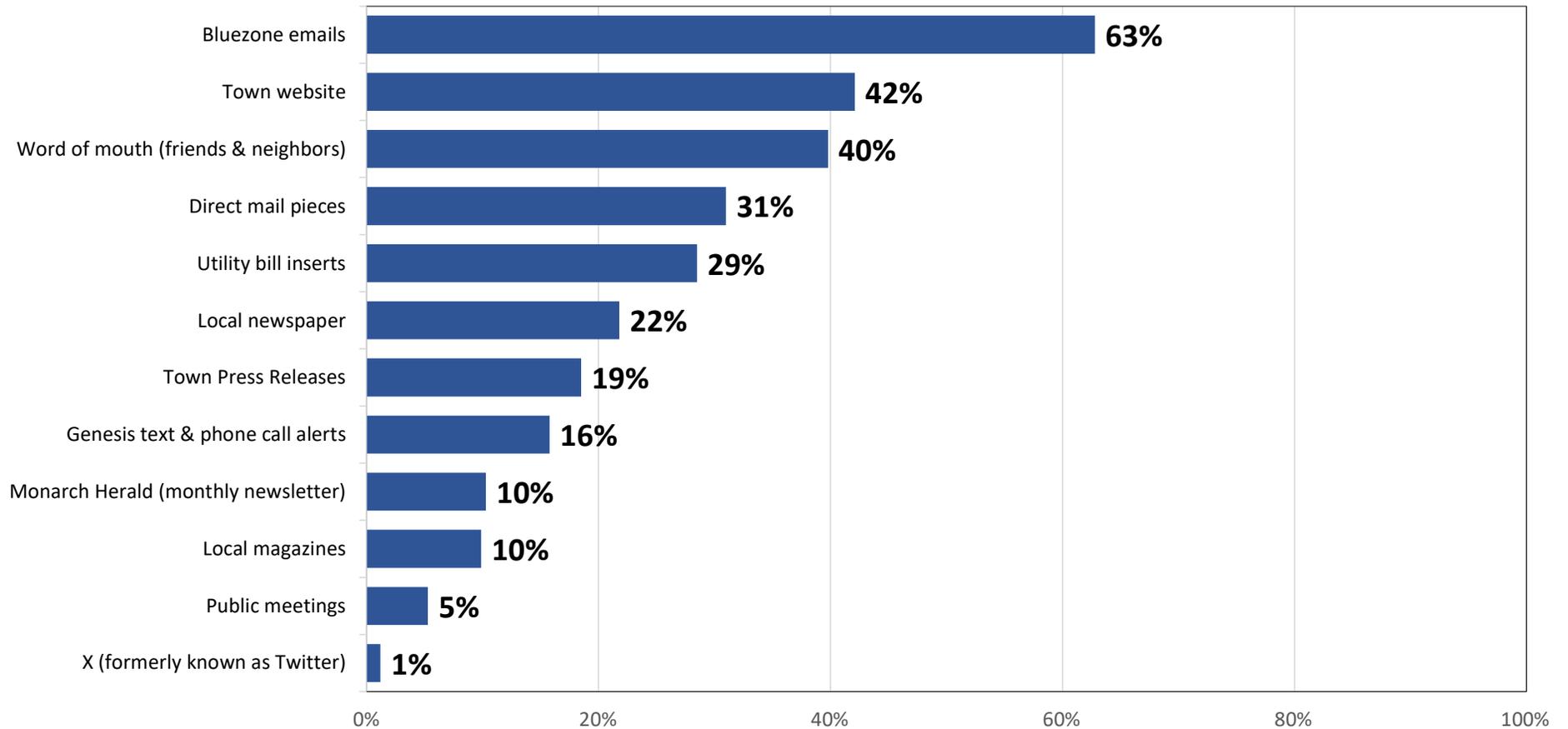


Q22. Satisfaction with Town Communication by percentage of respondents (excluding “don’t know”)



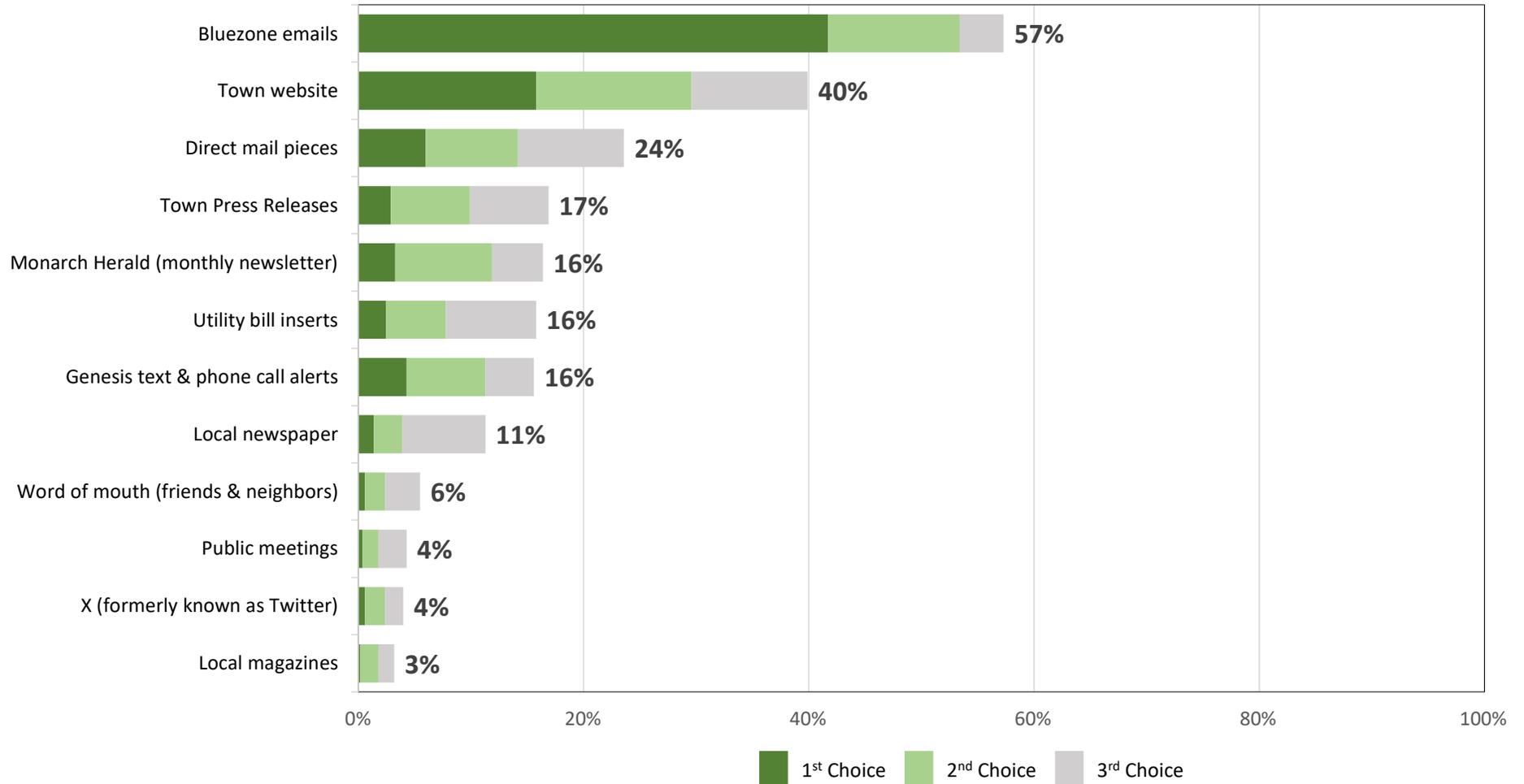
Q23. Which of the following are your PRIMARY SOURCES of information about Town issues, services and events?

by percentage of respondents (multiple selections could be made)

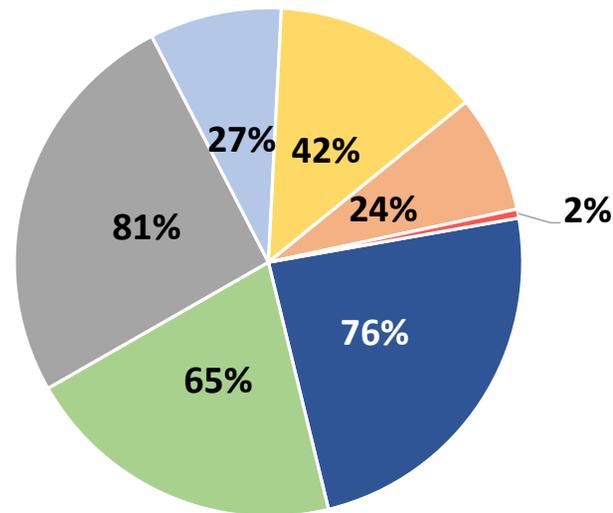


Q24. From which THREE sources of information listed in Question 23 would you prefer to get information from the Town?

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



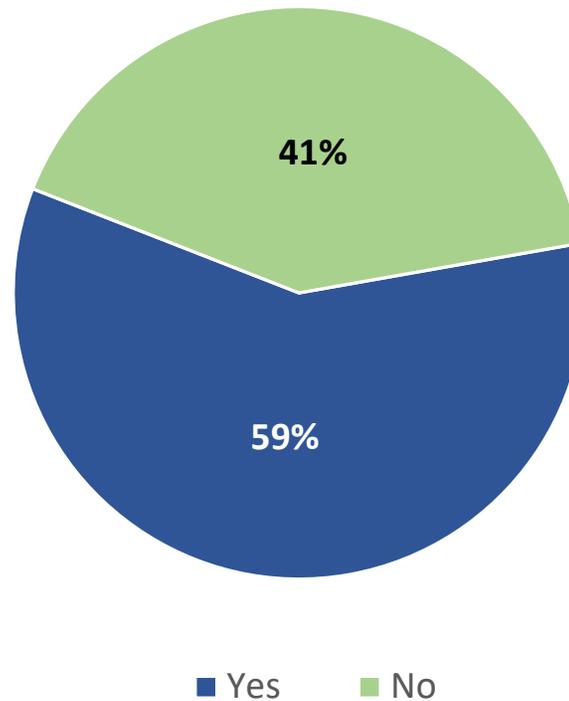
Q26. What topics would you like to hear about the most? by percentage of respondents



- Road closures & construction
- Public Safety (crime, fire, emergency management)
- Community & recreational events
- Other
- Impactful development projects
- Meeting information
- Library topics & programming

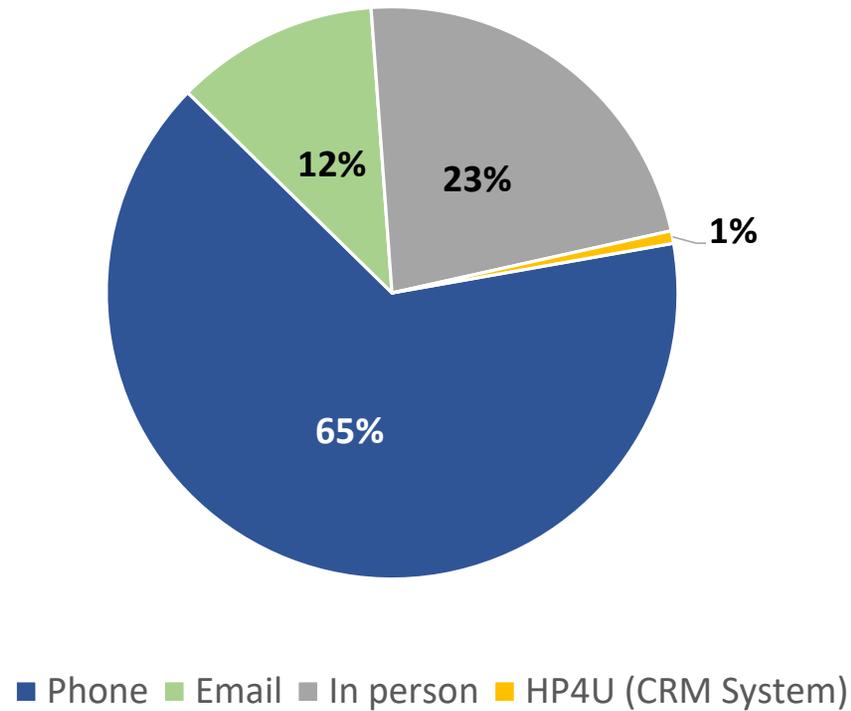
Q27. Customer Service. Have you called or visited the Town with a question, problem or complaint during the past year?

by percentage of respondents



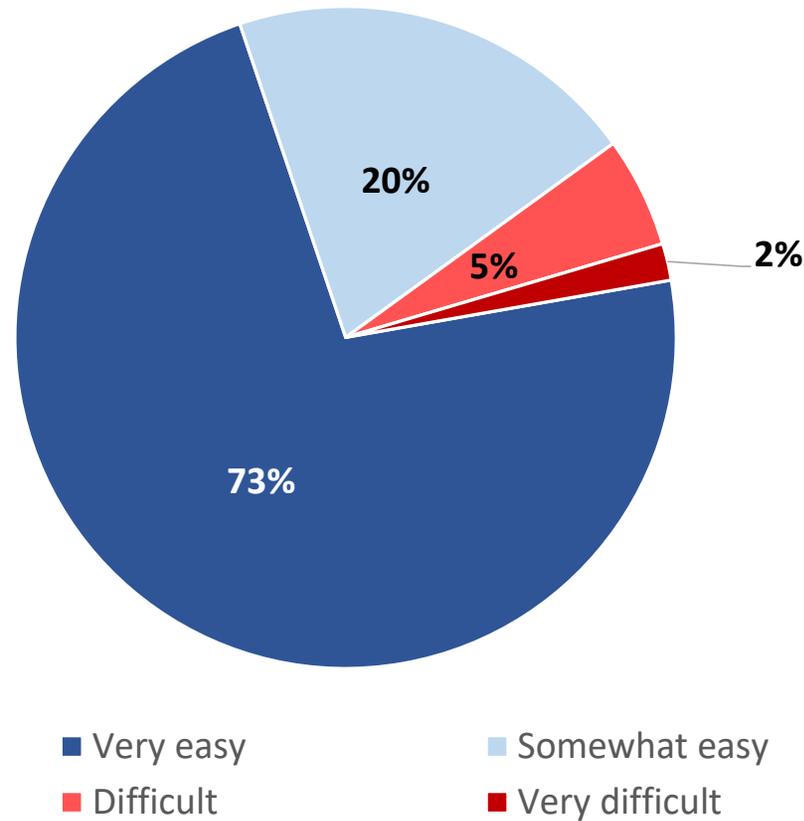
Q27a. How did you communicate with the person you contacted?

by percentage of respondents who answered “yes” to Q27

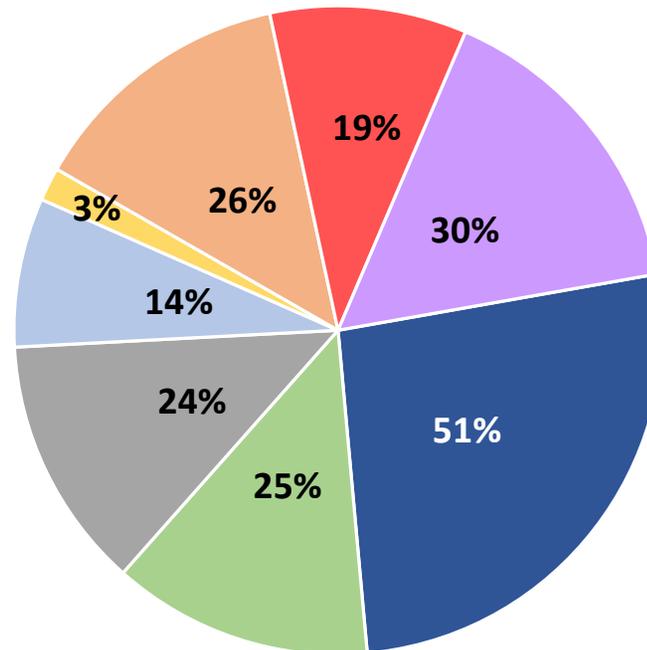


Q27b. How easy was it to contact the person you needed to reach?

by percentage of respondents who answered "yes" to Q27



Q27c. Which departments did you contact? by percentage of respondents who responded “yes” to Q27



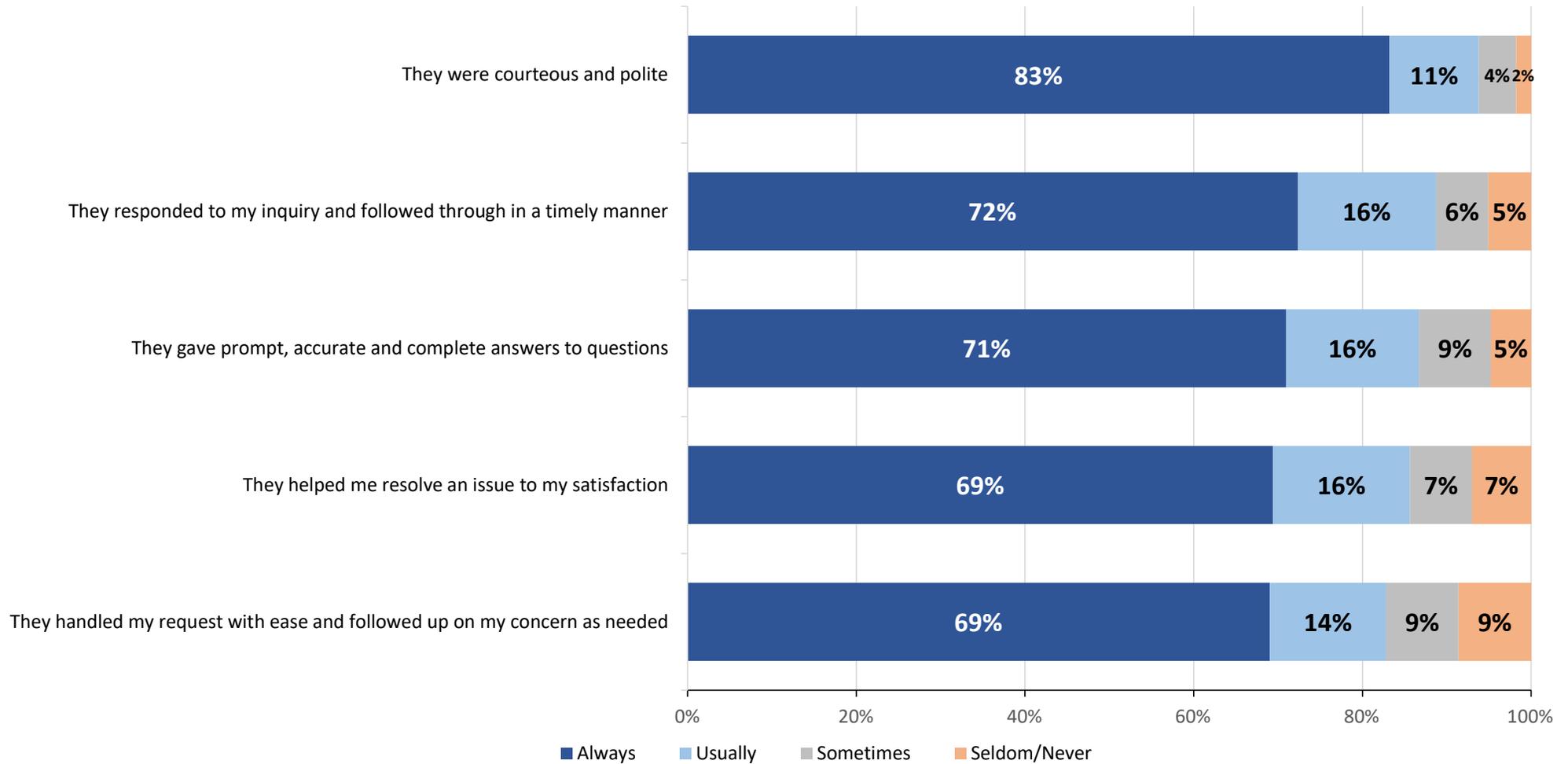
- Public Safety (Police, Fire, EMS)
- Parks & Recreation
- Library

- Public Works/Engineering
- Municipal Court
- Utilities

- Community Development
- Town Administration

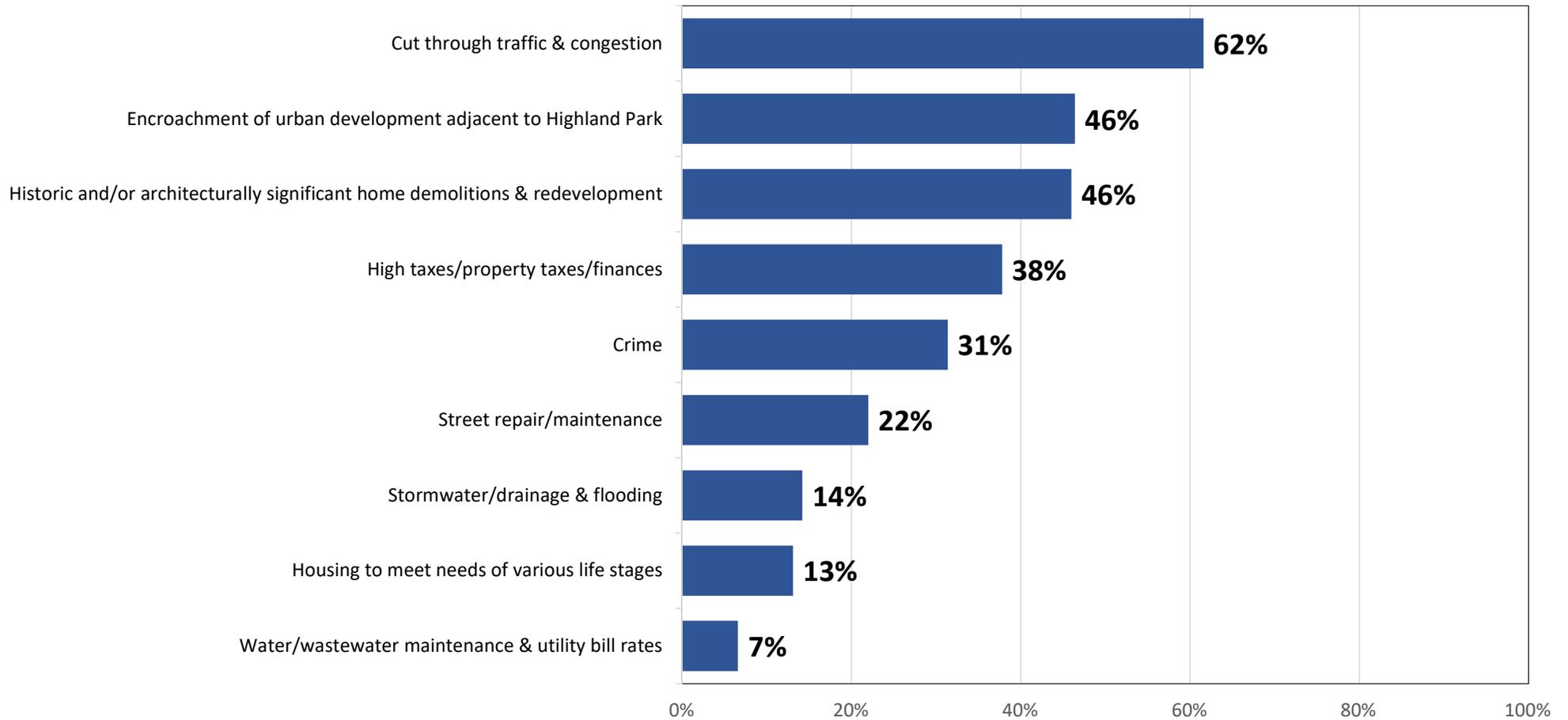
Q27d. Please rate how often the employees you contacted during the past year have displayed the following.

by percentage of respondents who answered “yes” to Q27 (excluding “don’t know”)

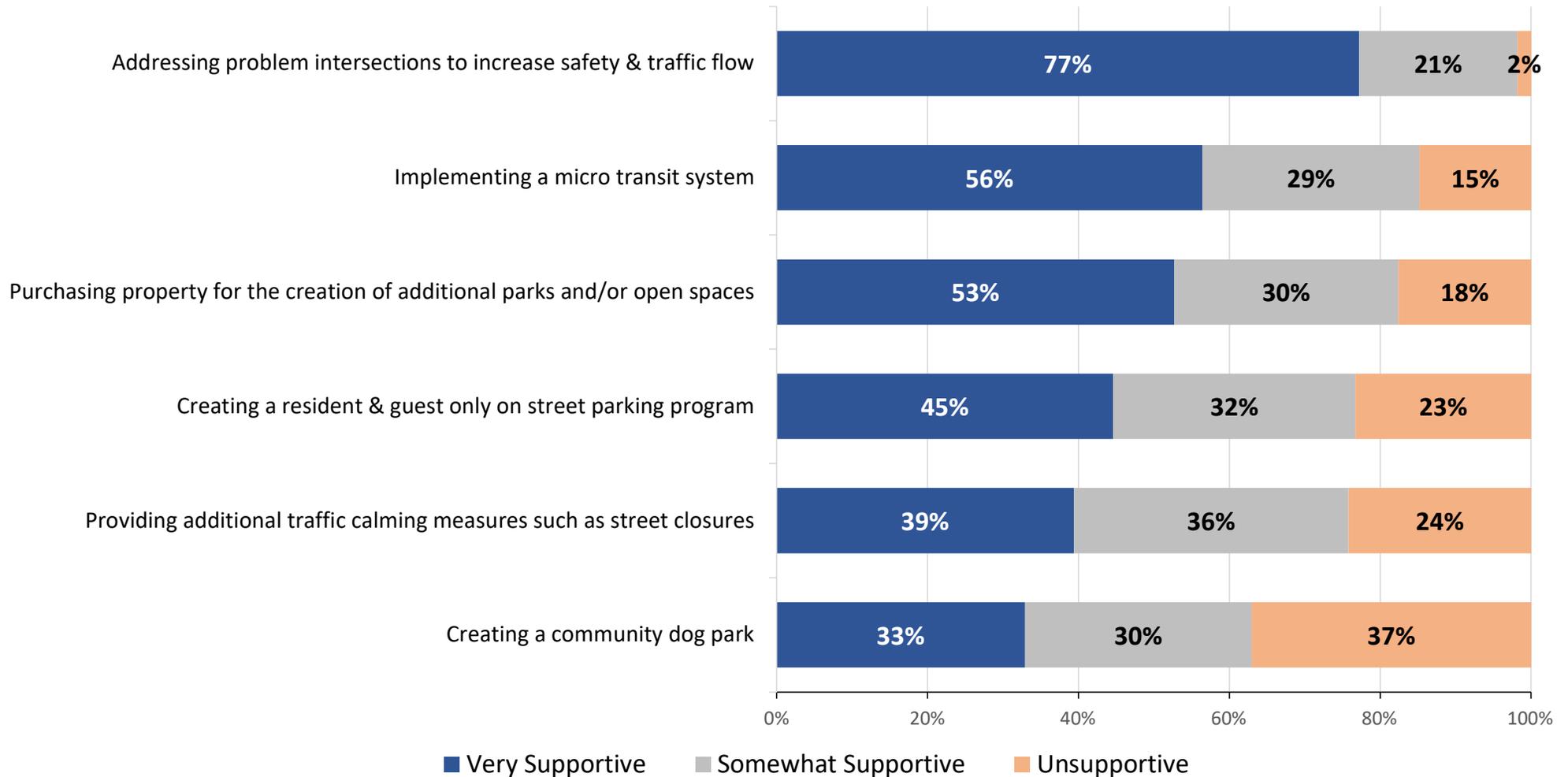


Q28. Which THREE of the following do you think will be the biggest issues facing Highland Park within the next FIVE years?

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

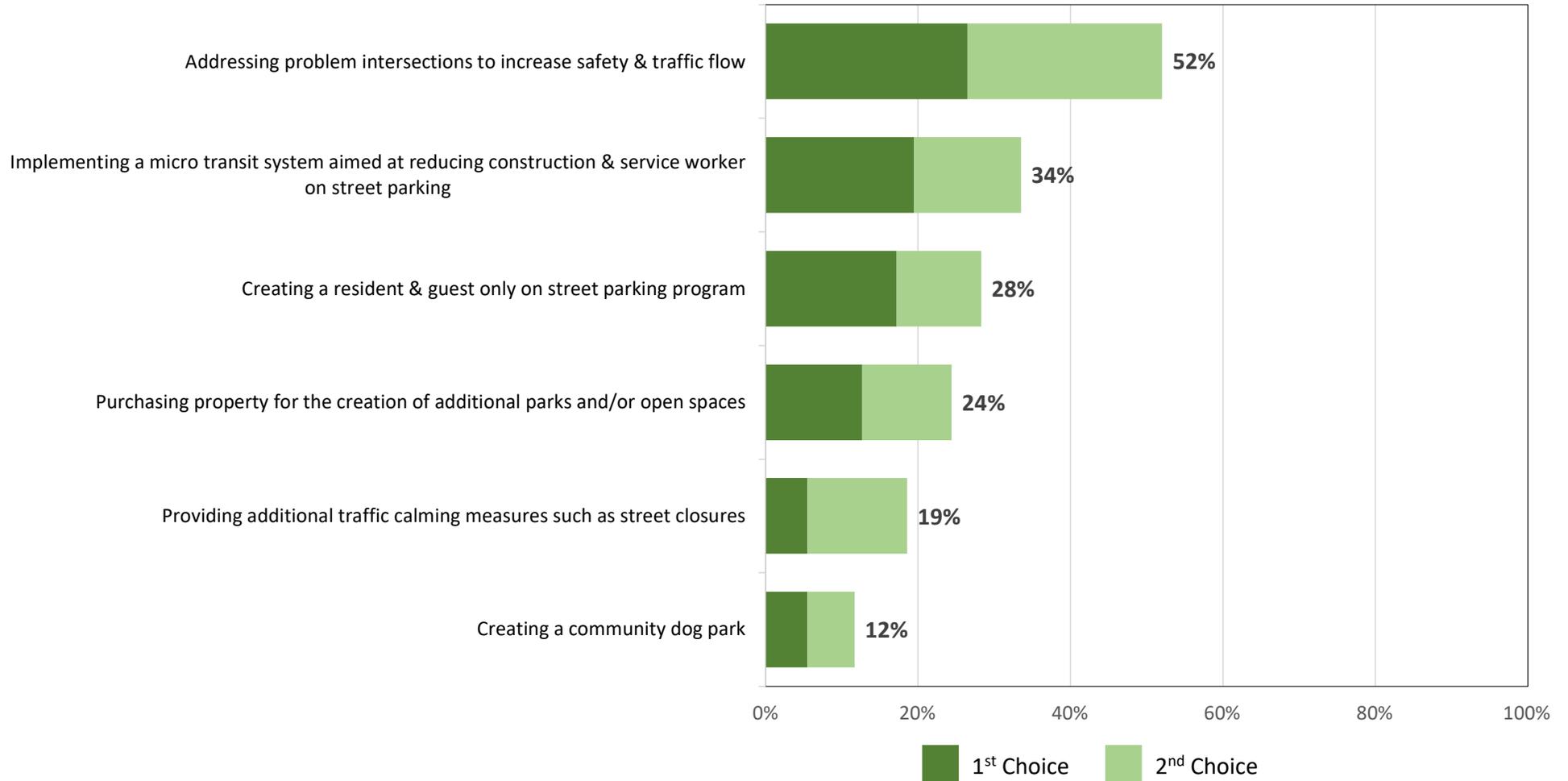


Q29. Rating Support for Initiatives by percentage of respondents (excluding “don’t know”)

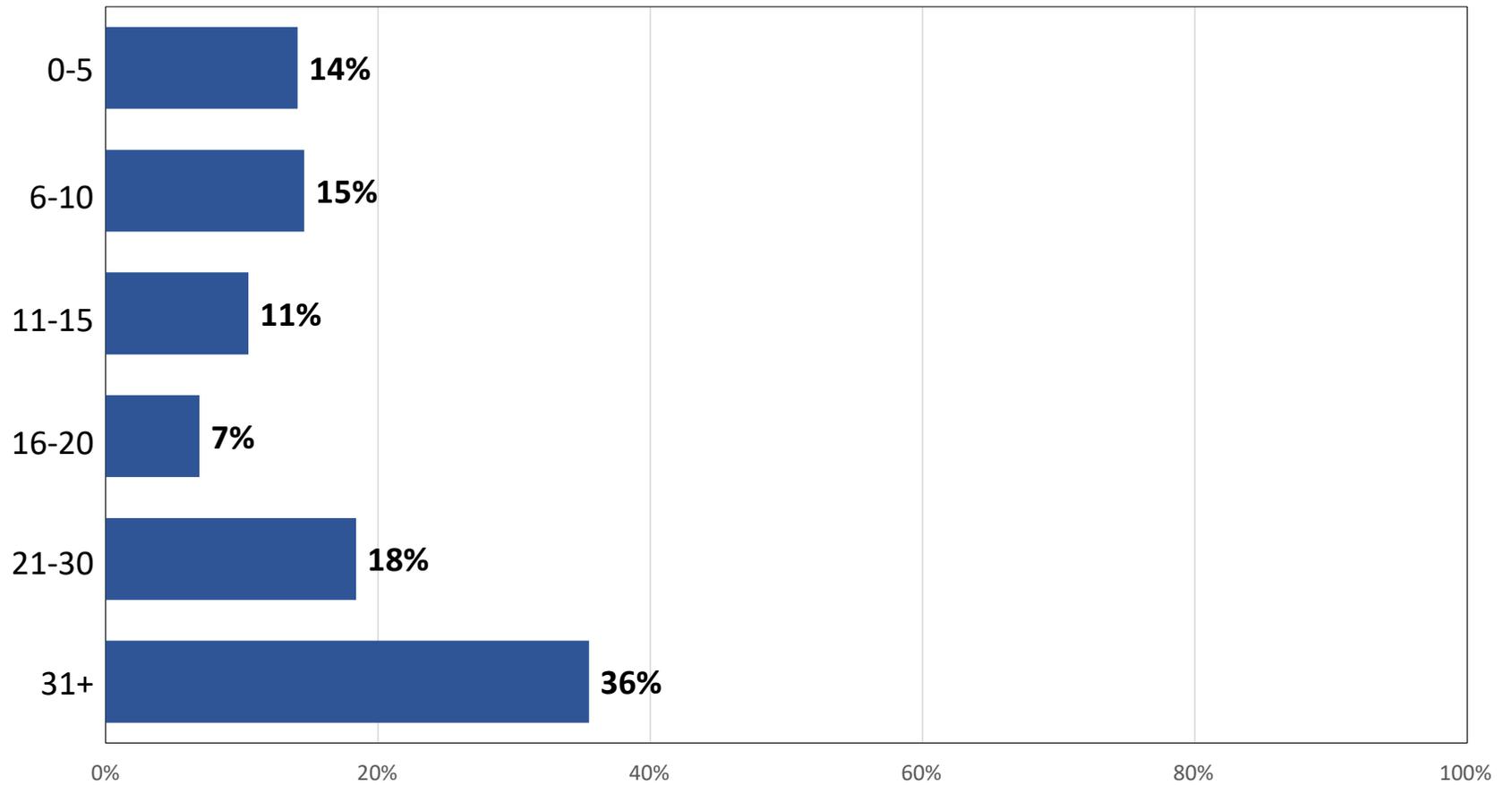


Q30. Which TWO of the initiatives listed in Question 29 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

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

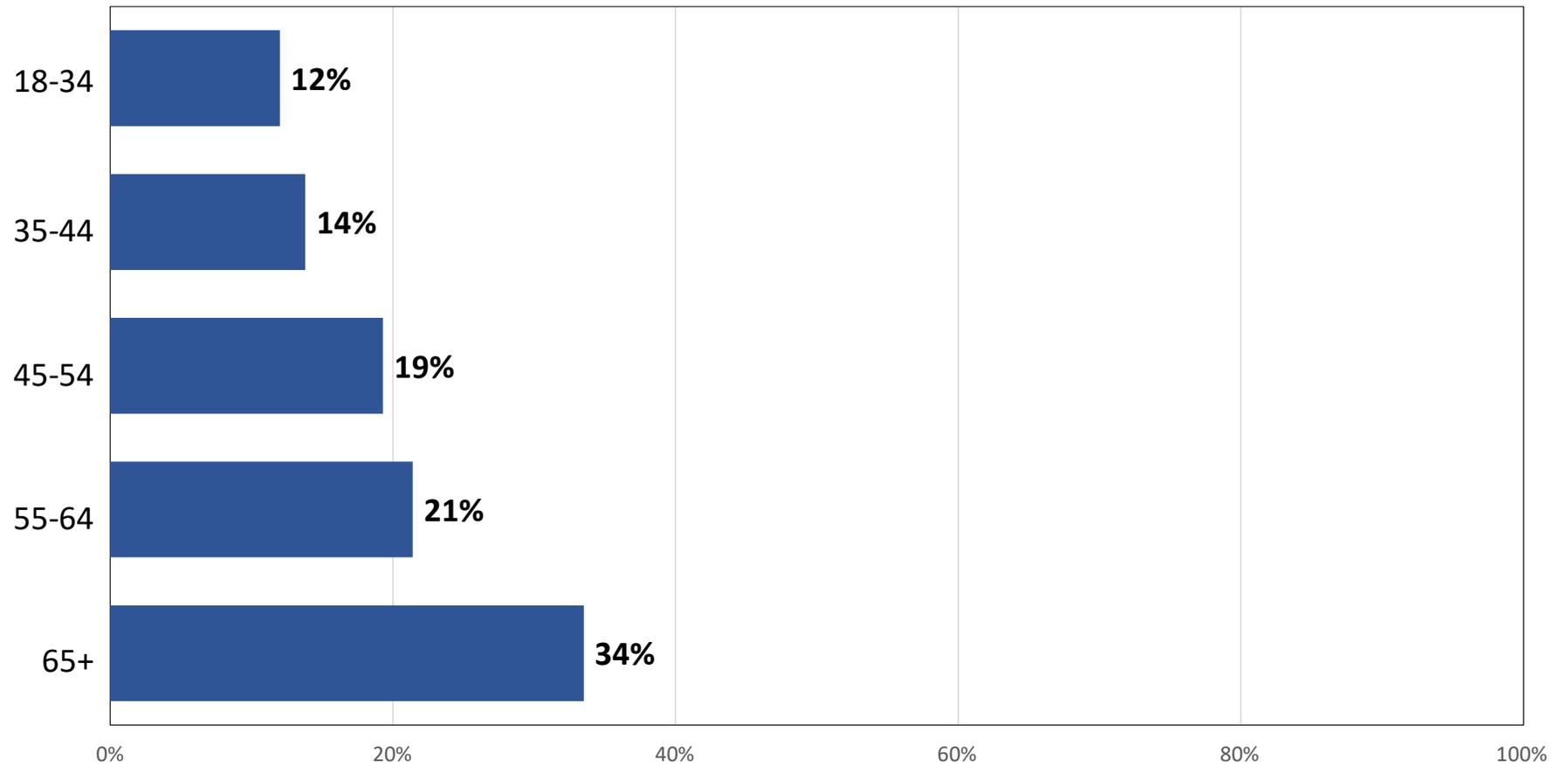


Q33. Approximately how many years have you lived in Highland Park? by percentage of respondents (excluding "not provided")



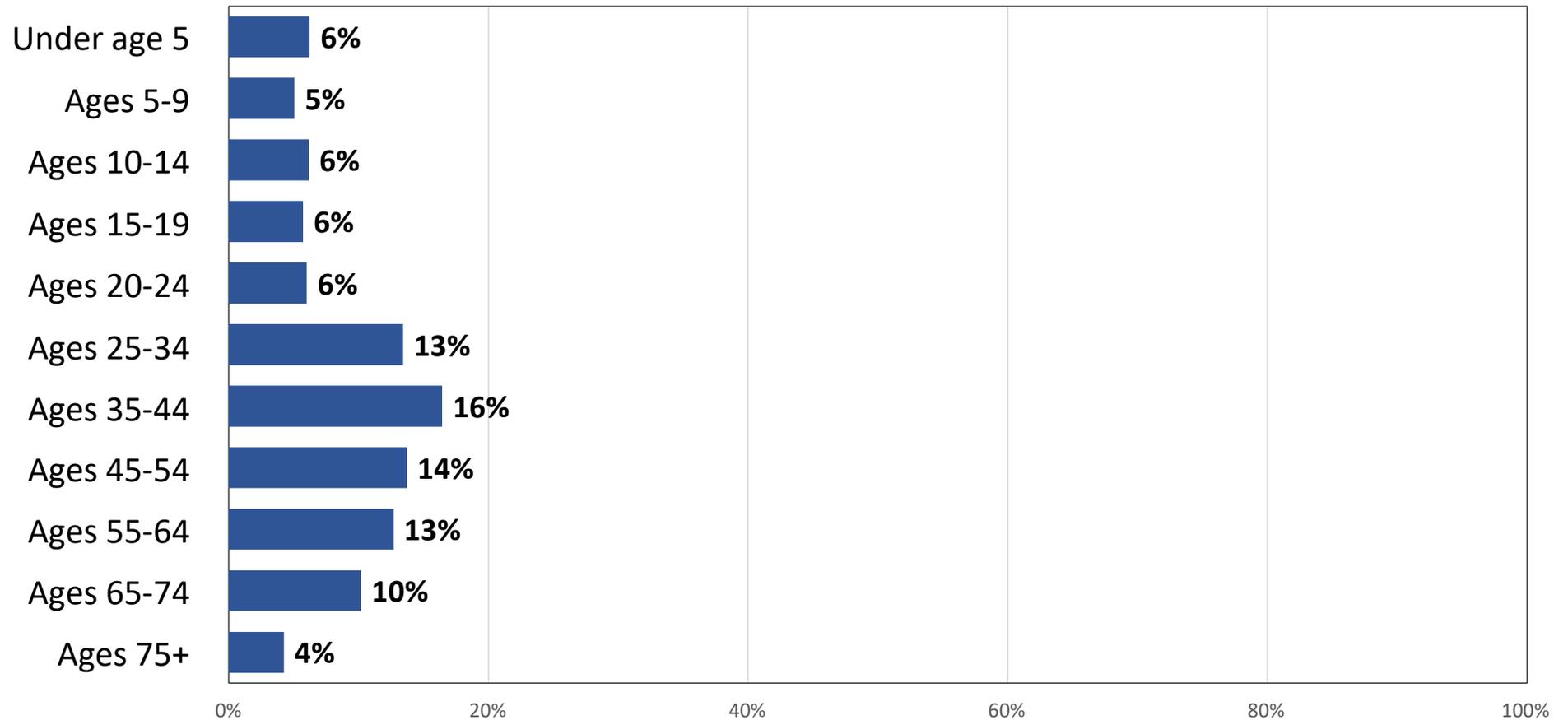
Q34. What Is Your Age?

by percentage of respondents (excluding "not provided")



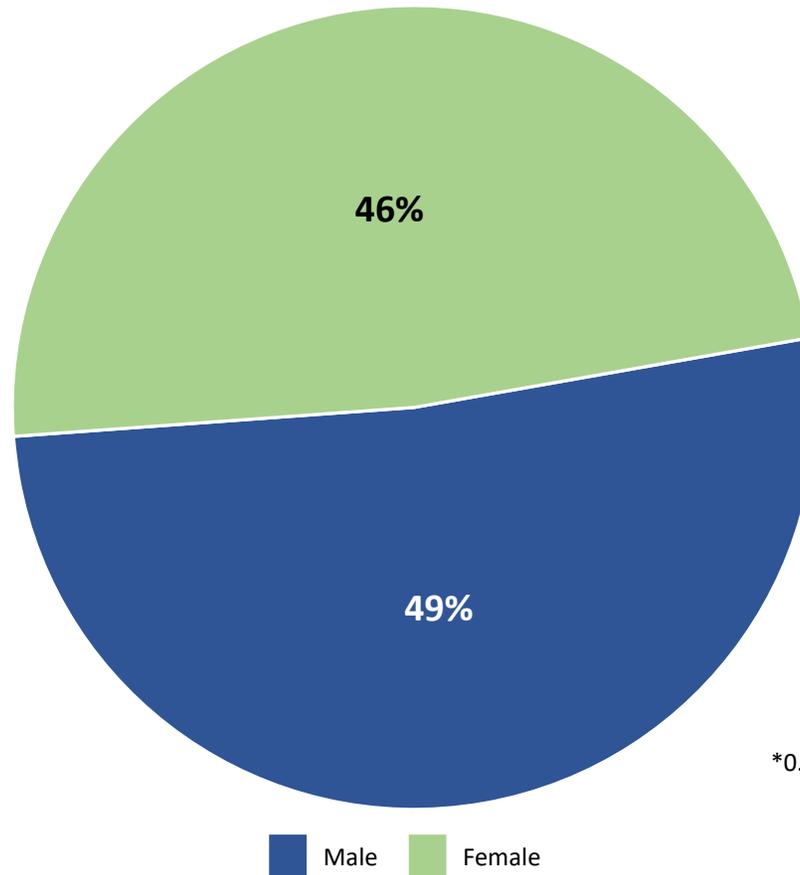
Q35. Including Yourself, How Many People In Your Household Are...

by percentage of respondents (multiple selections could be made)



Q29. Your Gender:

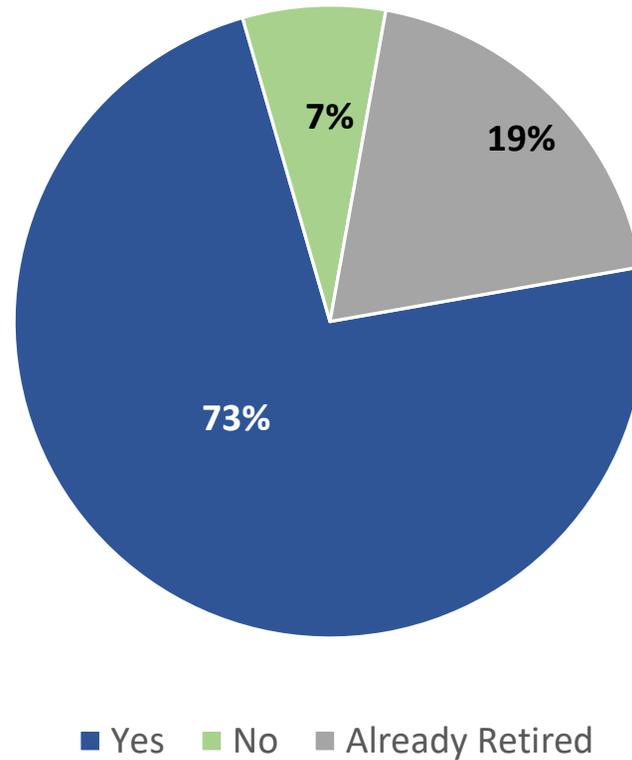
by percentage of respondents (excluding not provided)



*0.2% of respondents identify as Non-binary

Q37. Do you plan to retire in Highland Park?

by percentage of respondents (excluding not provided)



3

Importance-Satisfaction Rating

Importance-Satisfaction Analysis

Highland Park, TX

Overview

Today, Town officials have limited resources which need to be targeted to actions 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 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.

Methodology

The rating is calculated by summing the percentage of responses for items selected as one of the most important items for the city 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 ("good") and 5 ("excellent") 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. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: In an example scenario, respondents were asked to rate their satisfaction parks and facilities then select the top three most important aspects to their household. In this example, twenty-eight percent (28%) of respondents selected *quality/number of outdoor amenities* as one of the most important services.

Regarding satisfaction, 73% of respondents rated the city's overall performance in the *quality/number of outdoor amenities* 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 *quality/number of outdoor amenities* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 28% was multiplied by 51% (1-0.73). This calculation yielded an I-S rating of 0.0750 which ranked 3rd out of 15 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 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 three most important areas for the city to emphasize over the next five 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 Highland Park are provided on the following pages.

2025 Importance-Satisfaction Rating

Town of Highland Park

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) | | | | | | |
| Overall flow of traffic and congestion management in the Town | 39.6% | 6 | 65.7% | 11 | 0.1358 | 1 |
| Overall maintenance of Town streets, sidewalks, and alleys | 72.0% | 2 | 83.2% | 9 | 0.1210 | 2 |
| Medium Priority (IS <.10) | | | | | | |
| Overall enforcement of Town codes and ordinances | 23.4% | 7 | 74.4% | 10 | 0.0599 | 3 |
| Overall quality of permitting and inspection services (e.g., issuing building permits) | 11.9% | 11 | 62.1% | 12 | 0.0451 | 4 |
| Overall quality of Town water and sewer utilities | 50.7% | 4 | 91.8% | 8 | 0.0416 | 5 |
| Overall quality of Town parks and green spaces | 50.3% | 5 | 95.2% | 5 | 0.0241 | 6 |
| Overall effectiveness of Town communication with the public | 14.8% | 9 | 92.0% | 7 | 0.0118 | 7 |
| Overall quality of recreation programs and facilities | 13.6% | 10 | 92.5% | 6 | 0.0102 | 8 |
| Overall quality of 9-1-1 services | 61.5% | 3 | 98.5% | 2 | 0.0092 | 9 |
| Overall quality of customer service you receive from Town employees | 19.3% | 8 | 95.8% | 4 | 0.0081 | 10 |
| Overall quality of police, fire, and emergency medical services | 89.9% | 1 | 99.6% | 1 | 0.0036 | 11 |
| Overall quality of public library services and programs | 8.0% | 12 | 96.6% | 3 | 0.0027 | 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 five most important responses for each item. Respondents were asked to identify the items they thought were the most important for the Town to provide

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.

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2025 Importance-Satisfaction Rating

Town of Highland Park

Public Safety

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| Medium Priority (IS <.10) | | | | | | |
| Overall quality of police response times | 28.9% | 4 | 99.4% | 1 | 0.0017 | 1 |
| Overall quality of fire protection services | 14.9% | 8 | 99.1% | 2 | 0.0013 | 2 |
| Overall quality of fire emergency response times | 15.0% | 7 | 98.8% | 3 | 0.0018 | 3 |
| Overall quality of emergency medical services ("EMS") | 18.1% | 6 | 98.3% | 4 | 0.0031 | 4 |
| Overall quality of police services | 32.8% | 3 | 98.2% | 5 | 0.0059 | 5 |
| Overall quality of EMS emergency response times | 12.7% | 10 | 98.0% | 6 | 0.0025 | 6 |
| Speed with which your 911/Dispatch call was answered | 9.7% | 11 | 97.3% | 7 | 0.0026 | 7 |
| Overall quality of interaction with public safety call taker | 0.8% | 17 | 96.0% | 8 | 0.0003 | 8 |
| Quality of information and/or instructions given to you by the 911 dispatcher | 1.4% | 14 | 95.7% | 9 | 0.0006 | 9 |
| The Police Department's communication platforms and social media accounts | 1.2% | 15 | 94.3% | 10 | 0.0007 | 10 |
| Visibility of Public Safety in neighborhoods | 34.3% | 2 | 93.1% | 11 | 0.0237 | 11 |
| Overall transparency of the Public Safety Department | 1.0% | 16 | 91.9% | 12 | 0.0008 | 12 |
| Overall quality of non-emergency services and public safety awareness programs (house watch, car seat installation, animal control, etc.) | 0.4% | 18 | 91.7% | 13 | 0.0003 | 13 |
| Efforts to prevent serious crimes (burglary, assault, etc.) | 44.9% | 1 | 91.0% | 14 | 0.0404 | 14 |
| Visibility of Public Safety in retail areas | 8.4% | 12 | 88.7% | 15 | 0.0095 | 15 |
| Efforts to prevent lesser crimes (vandalism, theft, etc.) | 23.9% | 5 | 83.9% | 16 | 0.0385 | 16 |
| Enforcement of traffic laws (speeding, etc.) | 12.8% | 9 | 80.9% | 17 | 0.0244 | 17 |
| Enforcement of parking laws | 2.2% | 13 | 76.2% | 18 | 0.0052 | 18 |

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 are most important for the Town to provide

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.

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2025 Importance-Satisfaction Rating Town of Highland Park Parks and Recreation

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| Medium Priority (IS <.10) | | | | | | |
| Maintenance, condition, and cleanliness of ponds, lakes, or greenways | 38.6% | 2 | 91.0% | 9 | 0.0347 | 1 |
| Landscape, maintenance, condition, and cleanliness of town parks | 76.2% | 1 | 95.6% | 2 | 0.0335 | 2 |
| Amenities in Town Parks (trash cans, drinking fountains, benches) | 27.1% | 3 | 91.9% | 7 | 0.0220 | 3 |
| Ease of utilizing recreation software | 7.2% | 10 | 76.8% | 16 | 0.0167 | 4 |
| Adequacy of lighting in the parks and athletic courts | 12.1% | 7 | 89.2% | 11 | 0.0131 | 5 |
| Maintenance, condition, and cleanliness of playground equipment | 16.1% | 5 | 93.2% | 5 | 0.0109 | 6 |
| Maintenance, condition, and cleanliness of the Town swimming pool | 12.3% | 6 | 91.3% | 8 | 0.0107 | 7 |
| Maintenance of public parkway trees | 17.5% | 4 | 94.1% | 4 | 0.0103 | 8 |
| Maintenance, condition, and cleanliness of outdoor athletic courts | 9.5% | 9 | 92.6% | 6 | 0.0070 | 9 |
| Quality and amount of recreational programming | 3.0% | 14 | 78.1% | 15 | 0.0066 | 10 |
| Quality and amount of public art and sculptures throughout the Town | 2.2% | 15 | 79.3% | 14 | 0.0046 | 11 |
| Maintenance, condition, and cleanliness of decorative fountains | 10.9% | 8 | 95.9% | 1 | 0.0045 | 12 |
| Pool season and hours of operation | 3.4% | 13 | 87.7% | 12 | 0.0042 | 13 |
| Swimming pool operations and staffing | 3.8% | 12 | 90.3% | 10 | 0.0037 | 14 |
| Maintenance, condition, and cleanliness of the Fairfax Park athletic field | 4.7% | 11 | 95.0% | 3 | 0.0024 | 15 |
| Swimming pool programs | 1.4% | 16 | 87.6% | 13 | 0.0017 | 16 |

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 are most important for the Town to provide

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.

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2025 Importance-Satisfaction Rating Town of Highland Park Sanitation and Recycling

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| Medium Priority (IS <.10) | | | | | | |
| Clarity of information about the recycling program (what can be recycled, pick-up schedules and updates) | 8.8% | 6 | 80.9% | 6 | 0.0168 | 1 |
| Residential Garbage/Recycling collection services | 77.5% | 1 | 98.0% | 2 | 0.0155 | 2 |
| Brush/Yard waste collection services | 33.6% | 2 | 96.9% | 3 | 0.0104 | 3 |
| Park Cities' Recycling/Shredding and Household Hazardous Waste Events | 9.5% | 5 | 92.4% | 5 | 0.0072 | 4 |
| Bulky item collection services | 13.1% | 4 | 95.7% | 4 | 0.0056 | 5 |
| Frequency of Sanitation and Recycling services | 27.4% | 3 | 98.1% | 1 | 0.0052 | 6 |

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

Most Important %:

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

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.

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2025 Importance-Satisfaction Rating

Town of Highland Park

Roadways/Public Works/Engineering

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| High Priority (IS .10-.20) | | | | | | |
| Maintenance of sidewalks (buckling, damage, etc.) | 51.90% | 2 | 63.5% | 14 | 0.1894 | 1 |
| Maintenance of streets (potholes, damage, etc.) | 77.00% | 1 | 77.2% | 8 | 0.1756 | 2 |
| Medium Priority (IS <.10) | | | | | | |
| The ease of east-west travel in Highland Park by car | 15.10% | 6 | 55.3% | 15 | 0.0675 | 3 |
| Maintenance of alleys (potholes, damage, etc.) | 18.50% | 4 | 67.7% | 13 | 0.0598 | 4 |
| Ability to manage and convey storm water | 20.00% | 3 | 73.0% | 11 | 0.0540 | 5 |
| Adequacy of street lighting in residential areas | 15.20% | 5 | 79.4% | 6 | 0.0313 | 6 |
| The ease of north-south travel in Highland Park by car | 6.10% | 10 | 77.1% | 9 | 0.0140 | 7 |
| The ease of travel by bicycle in Highland Park | 3.90% | 11 | 72.4% | 12 | 0.0108 | 8 |
| Overall cleanliness of streets (street sweeping) | 13.10% | 7 | 92.9% | 1 | 0.0093 | 9 |
| Accessibility of streets, sidewalks and buildings for people with disabilities or using mobility aids | 3.80% | 12 | 77.5% | 7 | 0.0086 | 10 |
| Maintenance of traffic signals | 8.90% | 8 | 91.3% | 3 | 0.0077 | 11 |
| Information regarding capital improvement projects (water, sewer, roads, storm, parks) | 2.80% | 15 | 75.7% | 10 | 0.0068 | 12 |
| Communications regarding roadway/alley work being performed | 3.60% | 14 | 81.8% | 5 | 0.0066 | 13 |
| Emergency debris pick-up (after storm events) | 7.10% | 9 | 91.9% | 2 | 0.0058 | 14 |
| The ease of pedestrian travel in Highland Park | 3.70% | 13 | 87.7% | 4 | 0.0046 | 15 |

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 three most important responses for each item. Respondents were asked to identify the items they thought were the most important for the Town to provide

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.

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2025 Importance-Satisfaction Rating

Town of Highland Park

Utilities

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| Medium Priority (IS <.10) | | | | | | |
| Overall quality of water (taste, smell, clarity) | 77.8% | 1 | 88.7% | 3 | 0.0879 | 1 |
| Water pressure | 51.4% | 2 | 88.9% | 2 | 0.0571 | 2 |
| Timeliness of water/service line break repairs | 27.3% | 3 | 91.3% | 1 | 0.0238 | 3 |
| Use of smart water meter customer portal and online payment option (Water Smart) | 8.9% | 4 | 87.1% | 5 | 0.0115 | 4 |
| Notification process for work being performed | 5.1% | 5 | 87.4% | 4 | 0.0064 | 5 |

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 three most important responses for each item. Respondents were asked to identify the items they thought were the most important for the Town to provide

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.

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2025 Importance-Satisfaction Rating Town of Highland Park Community Development

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| High Priority (IS .10-.20) | | | | | | |
| Regulation of residential construction vehicle parking | 24.30% | 3 | 28.7% | 13 | 0.1733 | 1 |
| The quality of new development/redevelopment in the Town | 34.30% | 1 | 52.0% | 8 | 0.1646 | 2 |
| Overall duration of construction projects | 20.70% | 4 | 33.5% | 12 | 0.1377 | 3 |
| Maintenance/cleanliness of residential construction sites | 25.30% | 2 | 50.3% | 9 | 0.1257 | 4 |
| Medium Priority (IS <.10) | | | | | | |
| Process to submit a building permit application | 15.90% | 7 | 57.4% | 4 | 0.0677 | 5 |
| Appropriateness of the Town's zoning standards (height limits, building setbacks, etc.) | 16.70% | 6 | 59.7% | 2 | 0.0673 | 6 |
| Permitted days/hours for residential construction (7 am to 6 pm, Monday - Saturday) | 17.60% | 5 | 62.4% | 1 | 0.0662 | 7 |
| Amount of time to obtain a building permit after applying | 10.50% | 12 | 43.6% | 11 | 0.0592 | 8 |
| Promoting sound urban planning practices through ordinance development | 14.20% | 8 | 58.3% | 3 | 0.0592 | 9 |
| Ensuring compliance with zoning standards | 12.50% | 9 | 54.6% | 7 | 0.0568 | 10 |
| Town's effectiveness in remedying code violations (enforcement of exterior maintenance and upkeep of private property) | 12.00% | 10 | 56.3% | 5 | 0.0524 | 11 |
| Your ability to obtain information concerning zoning, building permits, and drainage | 11.30% | 11 | 55.0% | 6 | 0.0509 | 12 |
| Ease of completing regulatory processes (Town Council, Board of Adjustment, Zoning Commission) | 6.40% | 13 | 48.8% | 10 | 0.0328 | 13 |

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

Most Important %:

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

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.

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2025 Importance-Satisfaction Rating

Town of Highland Park

Library System

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| Medium Priority (IS <.10) | | | | | | |
| Quality of space of the library facility | 42.70% | 1 | 92.6% | 1 | 0.0316 | 1 |
| Quality and availability of library materials and resources | 31.00% | 2 | 89.9% | 4 | 0.0313 | 2 |
| Hours of operation | 30.00% | 3 | 91.4% | 2 | 0.0258 | 3 |
| Quality of library children's events, classes and programs | 26.10% | 4 | 90.7% | 3 | 0.0243 | 4 |
| Quality and availability of electronic resources | 15.50% | 5 | 87.3% | 5 | 0.0197 | 5 |
| Quality of library's online catalog and website | 11.10% | 7 | 85.9% | 8 | 0.0157 | 6 |
| Quality of library adult events, classes and programs | 11.70% | 6 | 87.1% | 7 | 0.0151 | 7 |
| Communication on library updates and news | 9.20% | 8 | 87.2% | 6 | 0.0118 | 8 |
| Quality of library teen events, classes, and programs | 4.30% | 9 | 84.4% | 10 | 0.0067 | 9 |
| Quality and availability of library computers | 2.90% | 10 | 85.1% | 9 | 0.0043 | 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 three most important responses for each item. Respondents were asked to identify the items they thought were the most important for the Town to provide

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.

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4

Benchmarks

Benchmarking



Overview

ETC Institute's *DirectionFinder*[®] program was originally developed in 1999 to help community leaders use statistically-valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities 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 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in Texas.

The charts on the following pages show how the results for Highland Park compare to the national average and the Texas average. The dark blue bar shows the results for Highland Park. The light blue bar shows the Texas state average from communities that administered the *DirectionFinder*[®] survey during the summer of 2023. The gray bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

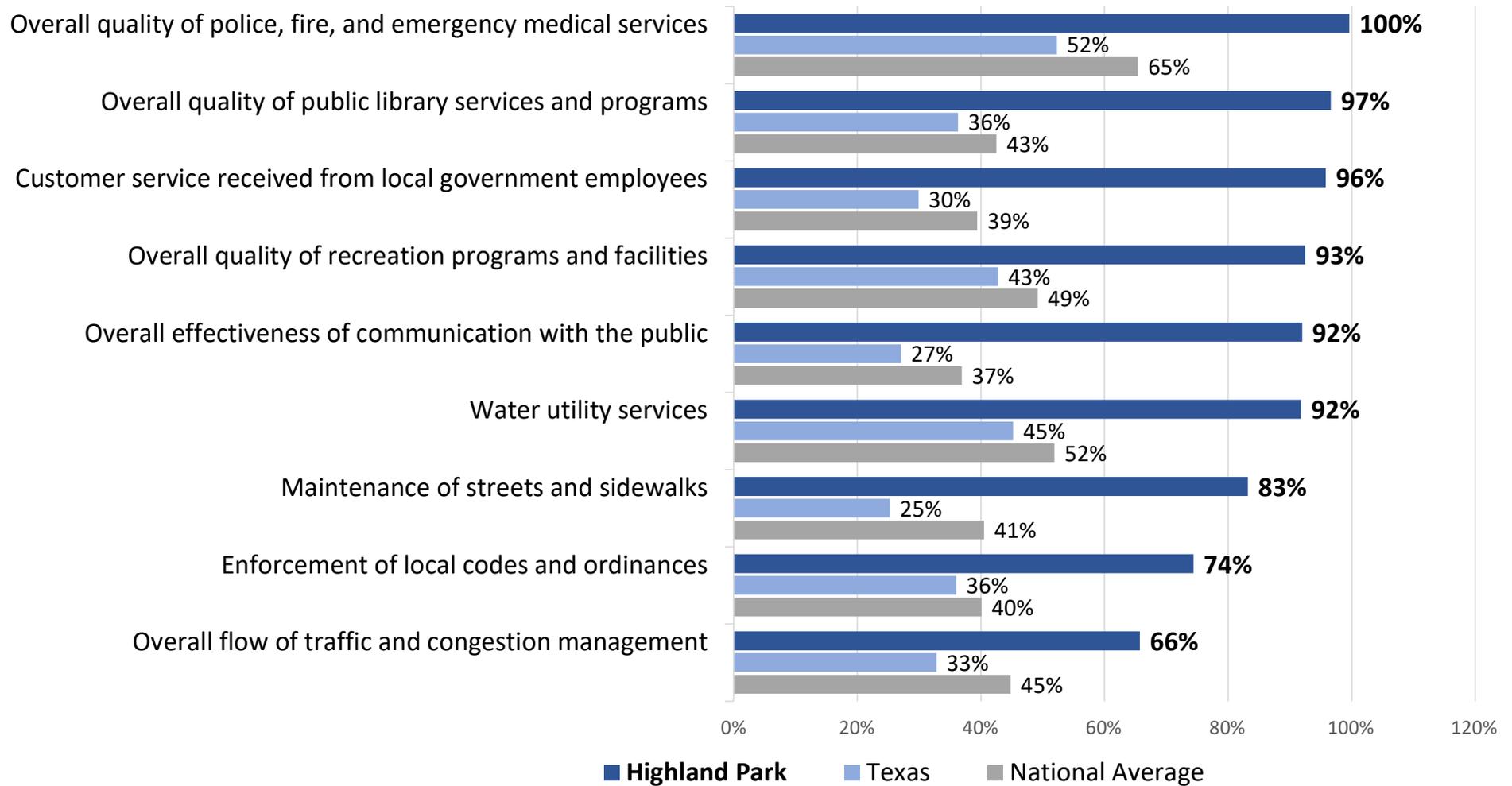
The charts on the following pages exclude the "don't know" responses to aid in data comparison.

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 Highland Park is not authorized without written consent from ETC Institute.

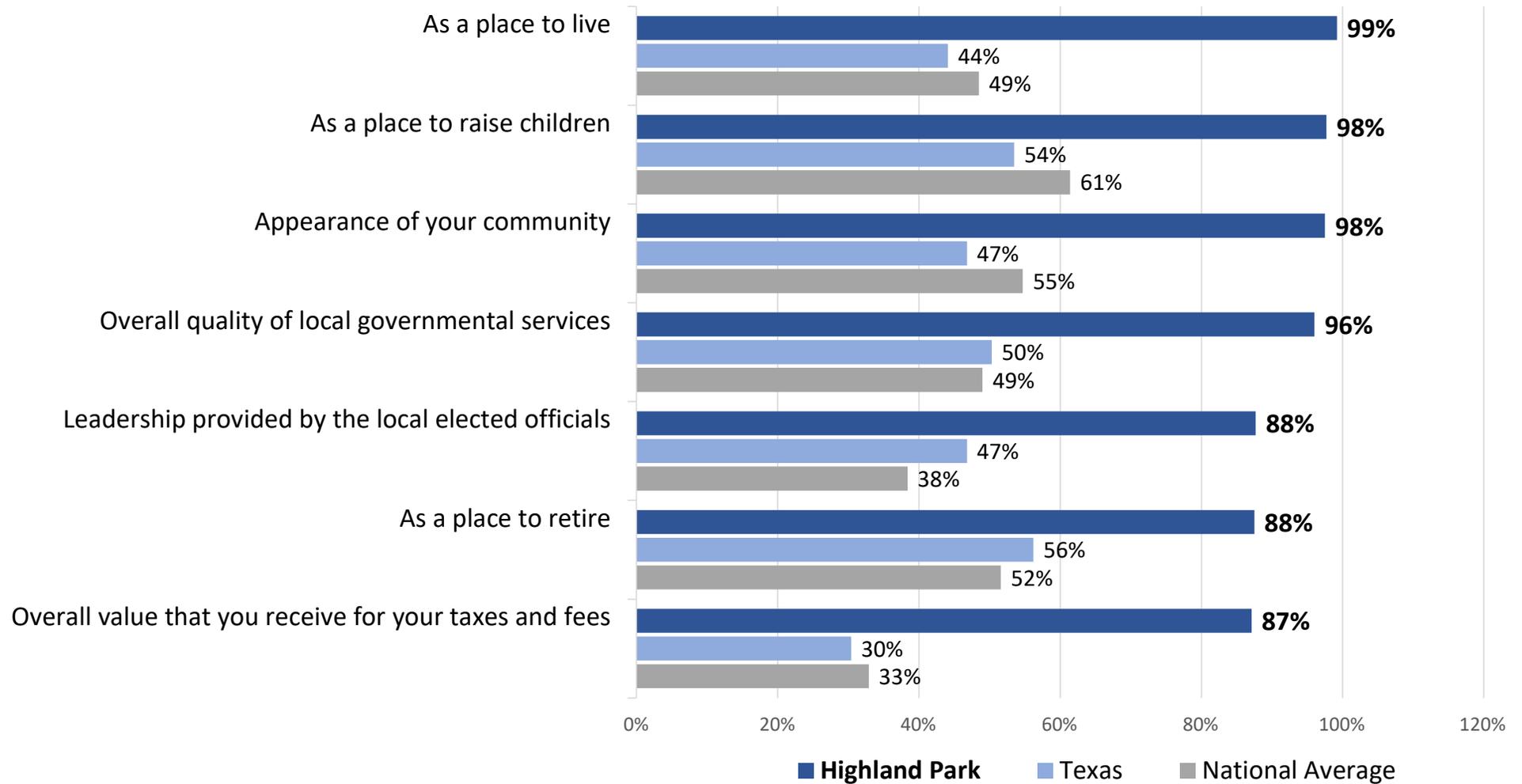
Q1. Major Categories of Town Services

Highland Park vs. Texas Average vs. National Average



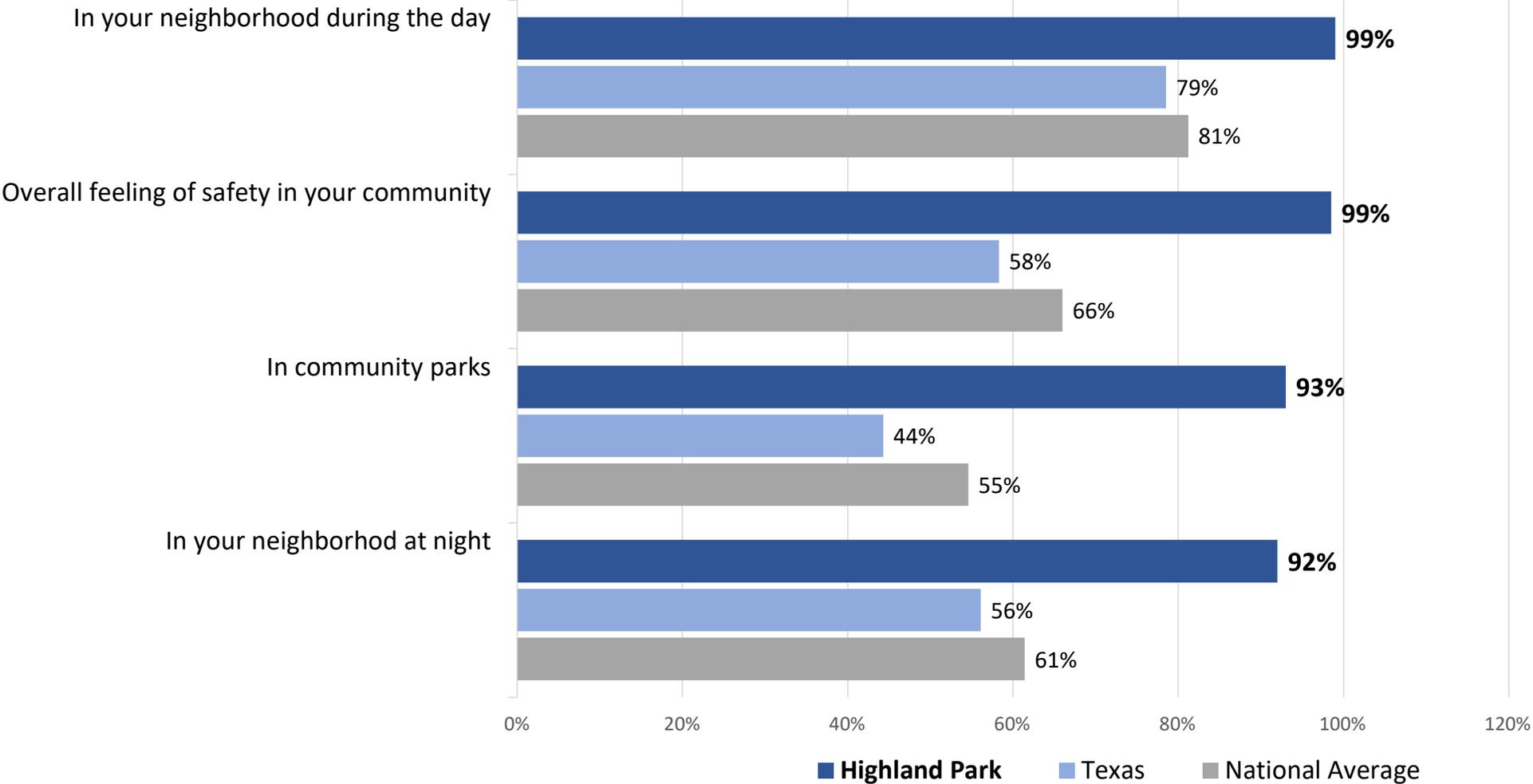
Q3. Perceptions of Town

Highland Park vs. Texas Average vs. National Average



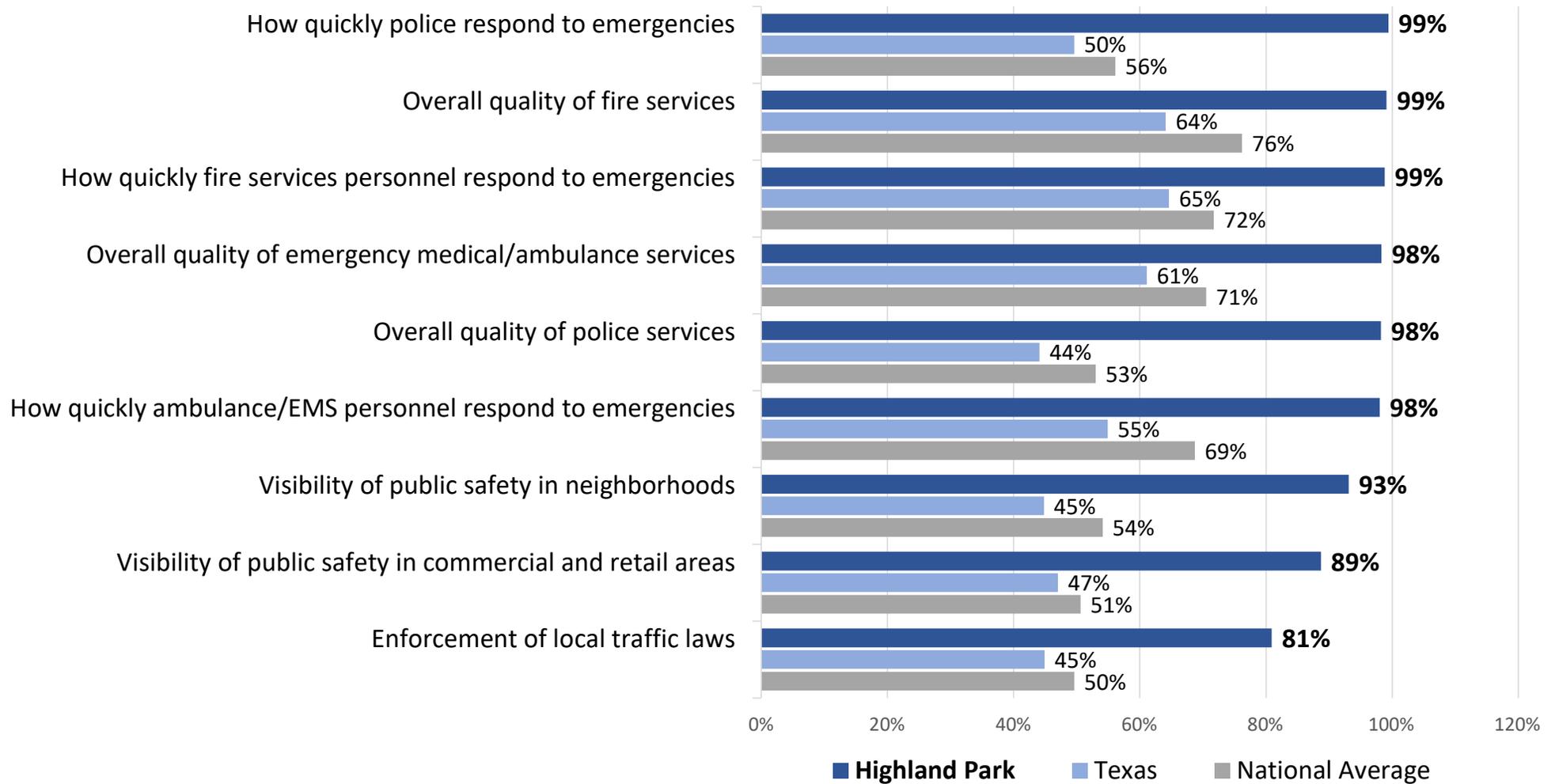
Q4. Feeling of Safety

Highland Park vs. Texas Average vs. National Average



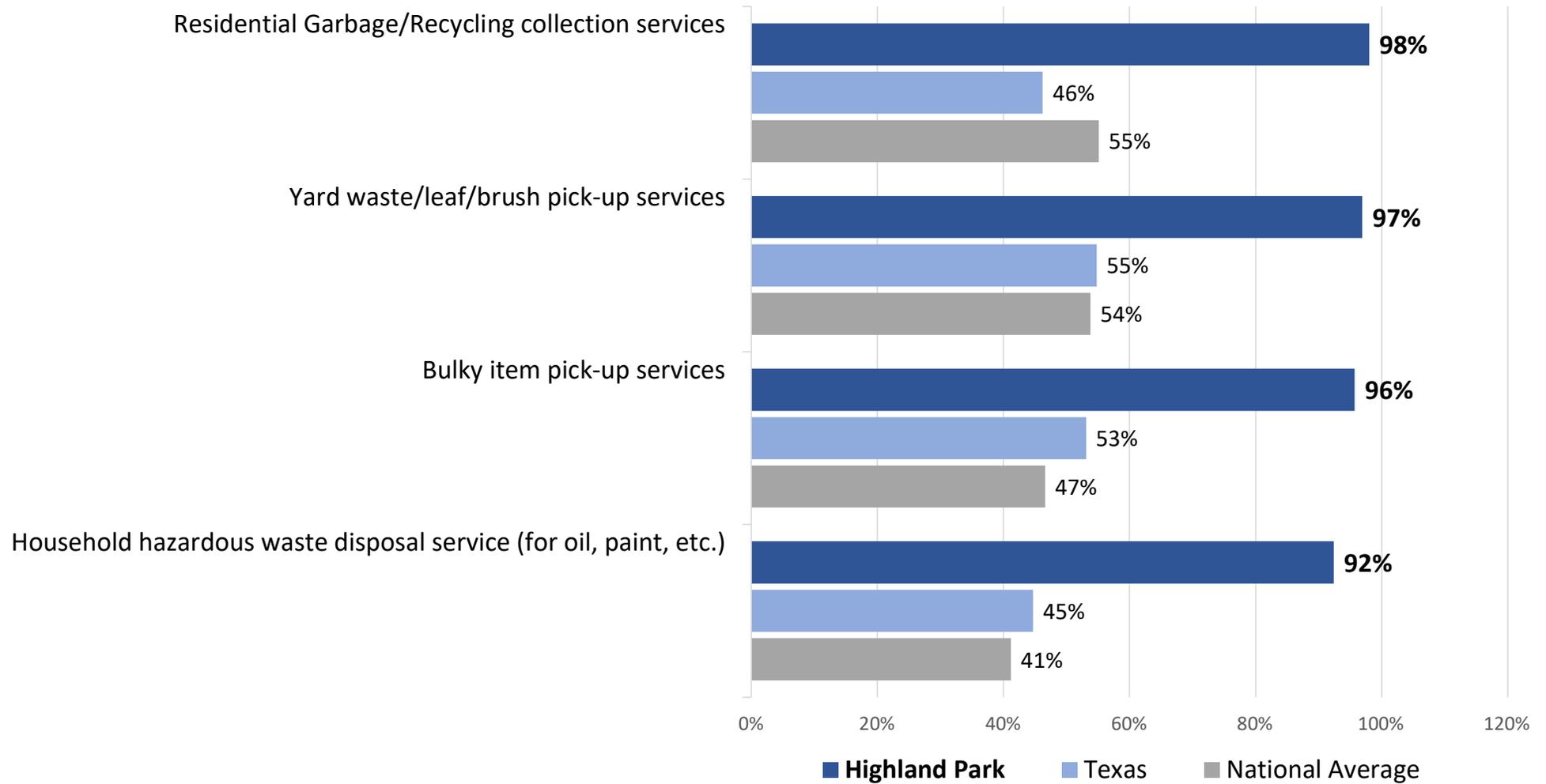
Q5. Public Safety

Highland Park vs. Texas Average vs. National Average



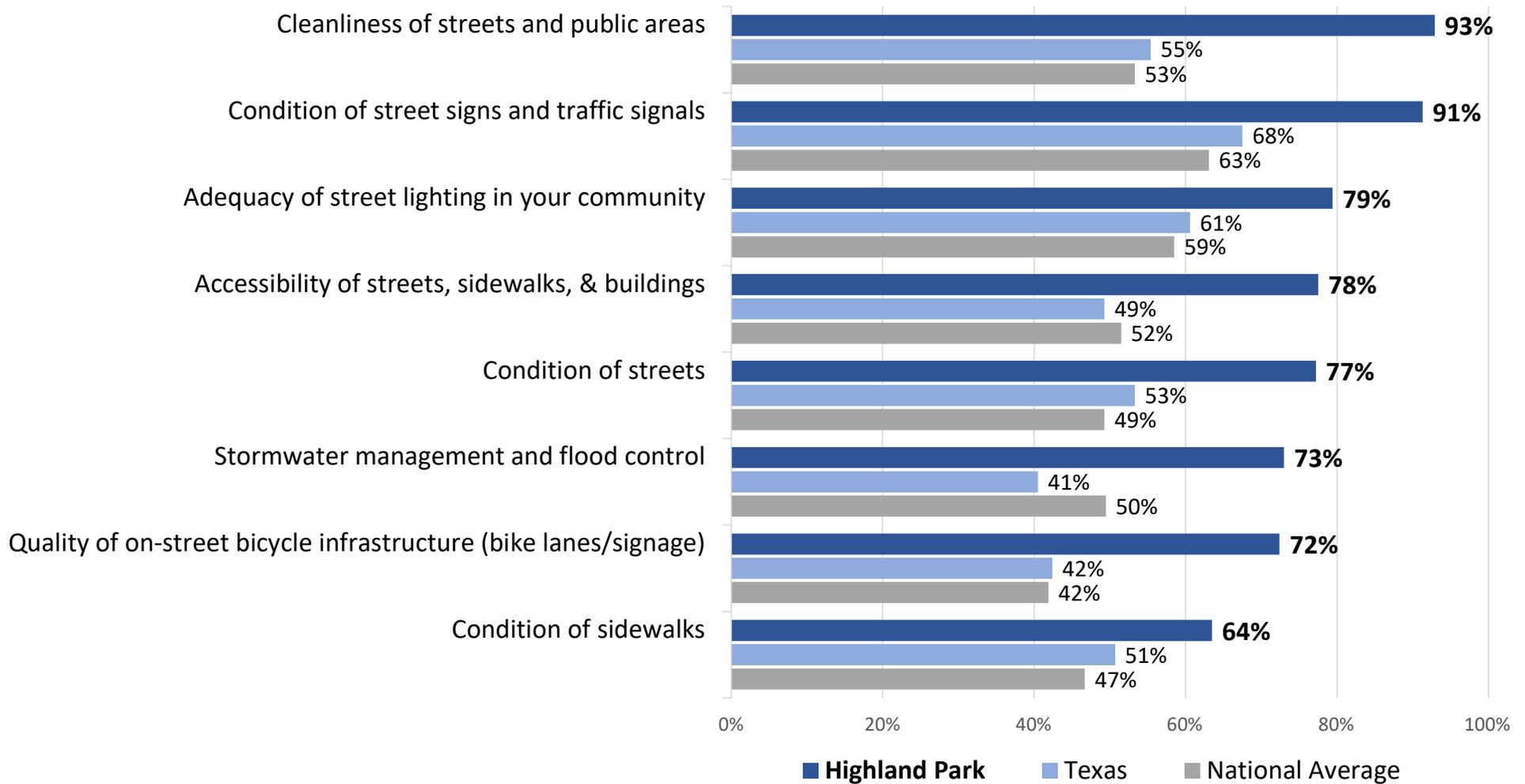
Q10. Sanitation and Recycling

Highland Park vs. Texas Average vs. National Average



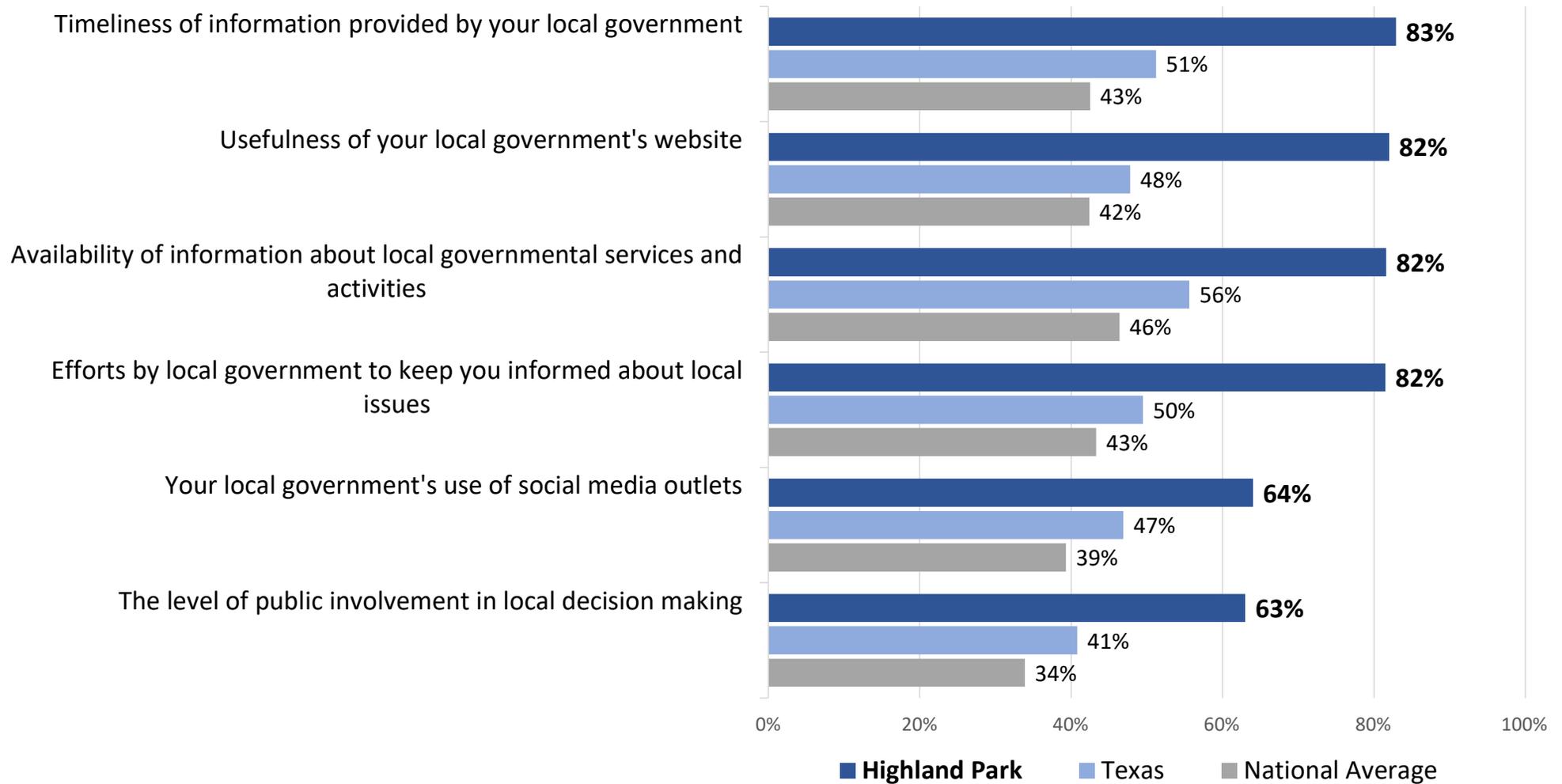
Q12. Roadways/Public Works/Engineering

Highland Park vs. Texas Average vs. National Average



Q22. Town Communication

Highland Park vs. Texas Average vs. National Average



5

Tabular Data

Q1. Major Categories of Town Services. Please rate your overall satisfaction with these major categories of services provided by the Town of Highland Park.

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q1-1. Overall quality of police, fire, & emergency medical services | 93.2% | 4.5% | 0.4% | 0.0% | 0.0% | 1.8% |
| Q1-2. Overall quality of 911 services | 77.6% | 4.9% | 0.6% | 0.6% | 0.0% | 16.2% |
| Q1-3. Overall quality of Town parks & green spaces | 74.7% | 19.3% | 3.7% | 0.8% | 0.2% | 1.2% |
| Q1-4. Overall quality of recreation programs & facilities | 55.6% | 23.4% | 5.1% | 0.8% | 0.4% | 14.6% |
| Q1-5. Overall maintenance of Town streets, sidewalks, & alleys | 43.5% | 39.0% | 10.7% | 4.7% | 1.2% | 0.8% |
| Q1-6. Overall flow of traffic & congestion management in Town | 30.0% | 34.9% | 19.3% | 11.1% | 3.5% | 1.2% |
| Q1-7. Overall quality of permitting & inspection services (e. g., issuing building permits) | 20.9% | 17.5% | 12.5% | 7.8% | 3.1% | 38.2% |
| Q1-8. Overall quality of Town water & sewer utilities | 59.1% | 30.2% | 6.0% | 1.8% | 0.2% | 2.7% |
| Q1-9. Overall quality of public library services & programs | 67.4% | 13.8% | 2.7% | 0.2% | 0.0% | 16.0% |
| Q1-10. Overall enforcement of Town codes & ordinances | 36.6% | 25.7% | 14.4% | 4.7% | 2.3% | 16.4% |
| Q1-11. Overall quality of customer service you receive from Town employees | 73.1% | 18.9% | 3.1% | 1.0% | 0.0% | 3.9% |
| Q1-12. Overall effectiveness of Town communication with the public | 67.4% | 22.6% | 4.9% | 2.3% | 0.6% | 2.3% |

(WITHOUT "DON'T KNOW")**Q1. Major Categories of Town Services. Please rate your overall satisfaction with these major categories of services provided by the Town of Highland Park. (without "don't know")**

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q1-1. Overall quality of police, fire, & emergency medical services | 95.0% | 4.6% | 0.4% | 0.0% | 0.0% |
| Q1-2. Overall quality of 911 services | 92.6% | 5.9% | 0.7% | 0.7% | 0.0% |
| Q1-3. Overall quality of Town parks & green spaces | 75.7% | 19.5% | 3.7% | 0.8% | 0.2% |
| Q1-4. Overall quality of recreation programs & facilities | 65.1% | 27.4% | 6.0% | 1.0% | 0.5% |
| Q1-5. Overall maintenance of Town streets, sidewalks, & alleys | 43.9% | 39.3% | 10.8% | 4.8% | 1.2% |
| Q1-6. Overall flow of traffic & congestion management in Town | 30.4% | 35.3% | 19.5% | 11.2% | 3.5% |
| Q1-7. Overall quality of permitting & inspection services (e.g., issuing building permits) | 33.9% | 28.2% | 20.3% | 12.6% | 5.0% |
| Q1-8. Overall quality of Town water & sewer utilities | 60.8% | 31.0% | 6.1% | 1.9% | 0.2% |
| Q1-9. Overall quality of public library services & programs | 80.2% | 16.4% | 3.2% | 0.2% | 0.0% |
| Q1-10. Overall enforcement of Town codes & ordinances | 43.7% | 30.7% | 17.2% | 5.7% | 2.7% |
| Q1-11. Overall quality of customer service you receive from Town employees | 76.1% | 19.7% | 3.2% | 1.1% | 0.0% |
| Q1-12. Overall effectiveness of Town communication with the public | 68.9% | 23.1% | 5.0% | 2.3% | 0.6% |

Q2. Which FIVE of the services listed in Question 1 do you think are MOST IMPORTANT for the Town to provide?

| <u>Q2. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police, fire, & emergency medical services | 397 | 81.5 % |
| Overall quality of 911 services | 17 | 3.5 % |
| Overall quality of Town parks & green spaces | 7 | 1.4 % |
| Overall quality of recreation programs & facilities | 1 | 0.2 % |
| Overall maintenance of Town streets, sidewalks, & alleys | 6 | 1.2 % |
| Overall flow of traffic & congestion management in Town | 15 | 3.1 % |
| Overall quality of permitting & inspection services (e.g., issuing building permits) | 4 | 0.8 % |
| Overall quality of Town water & sewer utilities | 5 | 1.0 % |
| Overall quality of public library services & programs | 2 | 0.4 % |
| Overall enforcement of Town codes & ordinances | 5 | 1.0 % |
| Overall quality of customer service you receive from Town employees | 1 | 0.2 % |
| Overall effectiveness of Town communication with the public | 2 | 0.4 % |
| <u>None chosen</u> | <u>25</u> | <u>5.1 %</u> |
| Total | 487 | 100.0 % |

Q2. Which FIVE of the services listed in Question 1 do you think are MOST IMPORTANT for the Town to provide?

| <u>Q2. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police, fire, & emergency medical services | 32 | 6.6 % |
| Overall quality of 911 services | 211 | 43.3 % |
| Overall quality of Town parks & green spaces | 42 | 8.6 % |
| Overall quality of recreation programs & facilities | 4 | 0.8 % |
| Overall maintenance of Town streets, sidewalks, & alleys | 84 | 17.2 % |
| Overall flow of traffic & congestion management in Town | 22 | 4.5 % |
| Overall quality of permitting & inspection services (e.g., issuing building permits) | 5 | 1.0 % |
| Overall quality of Town water & sewer utilities | 28 | 5.7 % |
| Overall quality of public library services & programs | 3 | 0.6 % |
| Overall enforcement of Town codes & ordinances | 12 | 2.5 % |
| Overall quality of customer service you receive from Town employees | 7 | 1.4 % |
| Overall effectiveness of Town communication with the public | 4 | 0.8 % |
| <u>None chosen</u> | <u>33</u> | <u>6.8 %</u> |
| Total | 487 | 100.0 % |

Q2. Which FIVE of the services listed in Question 1 do you think are MOST IMPORTANT for the Town to provide?

| <u>Q2. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police, fire, & emergency medical services | 3 | 0.6 % |
| Overall quality of 911 services | 26 | 5.3 % |
| Overall quality of Town parks & green spaces | 75 | 15.4 % |
| Overall quality of recreation programs & facilities | 13 | 2.7 % |
| Overall maintenance of Town streets, sidewalks, & alleys | 135 | 27.7 % |
| Overall flow of traffic & congestion management in Town | 60 | 12.3 % |
| Overall quality of permitting & inspection services (e.g., issuing building permits) | 17 | 3.5 % |
| Overall quality of Town water & sewer utilities | 66 | 13.6 % |
| Overall quality of public library services & programs | 4 | 0.8 % |
| Overall enforcement of Town codes & ordinances | 21 | 4.3 % |
| Overall quality of customer service you receive from Town employees | 17 | 3.5 % |
| Overall effectiveness of Town communication with the public | 11 | 2.3 % |
| <u>None chosen</u> | <u>39</u> | <u>8.0 %</u> |
| Total | 487 | 100.0 % |

Q2. Which FIVE of the services listed in Question 1 do you think are MOST IMPORTANT for the Town to provide?

| <u>Q2. 4th choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police, fire, & emergency medical services | 3 | 0.6 % |
| Overall quality of 911 services | 26 | 5.3 % |
| Overall quality of Town parks & green spaces | 71 | 14.6 % |
| Overall quality of recreation programs & facilities | 18 | 3.7 % |
| Overall maintenance of Town streets, sidewalks, & alleys | 74 | 15.2 % |
| Overall flow of traffic & congestion management in Town | 51 | 10.5 % |
| Overall quality of permitting & inspection services (e.g., issuing building permits) | 15 | 3.1 % |
| Overall quality of Town water & sewer utilities | 81 | 16.6 % |
| Overall quality of public library services & programs | 11 | 2.3 % |
| Overall enforcement of Town codes & ordinances | 41 | 8.4 % |
| Overall quality of customer service you receive from Town employees | 21 | 4.3 % |
| Overall effectiveness of Town communication with the public | 23 | 4.7 % |
| <u>None chosen</u> | <u>52</u> | <u>10.7 %</u> |
| Total | 487 | 100.0 % |

Q2. Which FIVE of the services listed in Question 1 do you think are MOST IMPORTANT for the Town to provide?

| <u>Q2. 5th choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police, fire, & emergency medical services | 3 | 0.6 % |
| Overall quality of 911 services | 20 | 4.1 % |
| Overall quality of Town parks & green spaces | 50 | 10.3 % |
| Overall quality of recreation programs & facilities | 30 | 6.2 % |
| Overall maintenance of Town streets, sidewalks, & alleys | 52 | 10.7 % |
| Overall flow of traffic & congestion management in Town | 45 | 9.2 % |
| Overall quality of permitting & inspection services (e.g., issuing building permits) | 17 | 3.5 % |
| Overall quality of Town water & sewer utilities | 67 | 13.8 % |
| Overall quality of public library services & programs | 19 | 3.9 % |
| Overall enforcement of Town codes & ordinances | 35 | 7.2 % |
| Overall quality of customer service you receive from Town employees | 48 | 9.9 % |
| Overall effectiveness of Town communication with the public | 32 | 6.6 % |
| None chosen | 69 | 14.2 % |
| Total | 487 | 100.0 % |

(SUM OF TOP 5 RESPONSES)

Q2. Which FIVE of the services listed in Question 1 do you think are MOST IMPORTANT for the Town to provide? (top 5)

| <u>Q2. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police, fire, & emergency medical services | 438 | 89.9 % |
| Overall quality of 911 services | 300 | 61.6 % |
| Overall quality of Town parks & green spaces | 245 | 50.3 % |
| Overall quality of recreation programs & facilities | 66 | 13.6 % |
| Overall maintenance of Town streets, sidewalks, & alleys | 351 | 72.1 % |
| Overall flow of traffic & congestion management in Town | 193 | 39.6 % |
| Overall quality of permitting & inspection services (e.g., issuing building permits) | 58 | 11.9 % |
| Overall quality of Town water & sewer utilities | 247 | 50.7 % |
| Overall quality of public library services & programs | 39 | 8.0 % |
| Overall enforcement of Town codes & ordinances | 114 | 23.4 % |
| Overall quality of customer service you receive from Town employees | 94 | 19.3 % |
| Overall effectiveness of Town communication with the public | 72 | 14.8 % |
| None chosen | 25 | 5.1 % |
| Total | 2242 | |

Q3. Perceptions of the Town. Please rate your satisfaction with each of the following.

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q3-1. Highland Park as a place to live | 91.8% | 6.8% | 0.4% | 0.4% | 0.0% | 0.6% |
| Q3-2. Highland Park as a place to raise children | 83.4% | 8.6% | 2.1% | 0.2% | 0.0% | 5.7% |
| Q3-3. Highland Park as a place to play & for leisure | 70.4% | 19.7% | 5.5% | 1.2% | 0.2% | 2.9% |
| Q3-4. Highland Park as a place to retire | 66.1% | 15.8% | 9.7% | 1.4% | 0.6% | 6.4% |
| Q3-5. Overall quality of Town-sponsored special events (e.g., Park Cities 4th of July Parade, Tree Lighting, Santa Around Town) | 63.7% | 21.6% | 7.2% | 0.4% | 0.0% | 7.2% |
| Q3-6. Overall sense of community | 69.0% | 20.9% | 7.6% | 1.2% | 0.0% | 1.2% |
| Q3-7. Overall appearance of Highland Park | 79.9% | 16.6% | 1.4% | 1.0% | 0.0% | 1.0% |
| Q3-8. Overall quality of life in Highland Park | 82.3% | 15.4% | 0.8% | 0.6% | 0.0% | 0.8% |
| Q3-9. Overall quality of leadership provided by Highland Park's elected officials | 55.6% | 23.6% | 10.1% | 0.8% | 0.2% | 9.7% |
| Q3-10. Overall effectiveness of Town management | 57.5% | 27.5% | 6.8% | 0.8% | 0.6% | 6.8% |
| Q3-11. Overall quality of services provided by Town of Highland Park | 69.2% | 25.1% | 3.1% | 0.8% | 0.0% | 1.8% |
| Q3-12. Overall value that you receive for your Town tax dollars & fees | 55.6% | 29.0% | 10.3% | 2.3% | 0.0% | 2.9% |
| Q3-13. Overall level of satisfaction of Town's stewardship of financial resources (pay as you go, no debt) | 63.7% | 20.7% | 6.4% | 0.6% | 0.2% | 8.4% |

(WITHOUT "DON'T KNOW")**Q3. Perceptions of the Town. Please rate your satisfaction with each of the following. (without "don't know")**

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q3-1. Highland Park as a place to live | 92.4% | 6.8% | 0.4% | 0.4% | 0.0% |
| Q3-2. Highland Park as a place to raise children | 88.5% | 9.2% | 2.2% | 0.2% | 0.0% |
| Q3-3. Highland Park as a place to play & for leisure | 72.5% | 20.3% | 5.7% | 1.3% | 0.2% |
| Q3-4. Highland Park as a place to retire | 70.6% | 16.9% | 10.3% | 1.5% | 0.7% |
| Q3-5. Overall quality of Town-sponsored special events (e.g., Park Cities 4th of July Parade, Tree Lighting, Santa Around Town) | 68.6% | 23.2% | 7.7% | 0.4% | 0.0% |
| Q3-6. Overall sense of community | 69.9% | 21.2% | 7.7% | 1.2% | 0.0% |
| Q3-7. Overall appearance of Highland Park | 80.7% | 16.8% | 1.5% | 1.0% | 0.0% |
| Q3-8. Overall quality of life in Highland Park | 83.0% | 15.5% | 0.8% | 0.6% | 0.0% |
| Q3-9. Overall quality of leadership provided by Highland Park's elected officials | 61.6% | 26.1% | 11.1% | 0.9% | 0.2% |
| Q3-10. Overall effectiveness of Town management | 61.7% | 29.5% | 7.3% | 0.9% | 0.7% |
| Q3-11. Overall quality of services provided by Town of Highland Park | 70.5% | 25.5% | 3.1% | 0.8% | 0.0% |
| Q3-12. Overall value that you receive for your Town tax dollars & fees | 57.3% | 29.8% | 10.6% | 2.3% | 0.0% |
| Q3-13. Overall level of satisfaction of Town's stewardship of financial resources (pay as you go, no debt) | 69.5% | 22.6% | 7.0% | 0.7% | 0.2% |

Q4. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=487)

| | Very safe | Safe | Neutral | Unsafe | Very unsafe | Don't know |
|---|-----------|-------|---------|--------|-------------|------------|
| Q4-1. Overall in Town | 72.3% | 24.2% | 1.2% | 0.2% | 0.0% | 2.1% |
| Q4-2. In your neighborhood during the day | 78.2% | 18.7% | 0.8% | 0.0% | 0.0% | 2.3% |
| Q4-3. In your neighborhood at night | 49.3% | 41.1% | 6.8% | 1.0% | 0.0% | 1.8% |
| Q4-4. In commercial & retail areas during the day | 55.2% | 34.5% | 6.6% | 1.0% | 0.0% | 2.7% |
| Q4-5. In commercial & retail areas at night | 38.0% | 41.9% | 13.8% | 2.5% | 0.0% | 3.9% |
| Q4-6. In Town parks | 52.2% | 35.5% | 5.5% | 1.0% | 0.0% | 5.7% |
| Q4-7. Riding your bike, running, walking in Town | 56.7% | 34.1% | 4.9% | 1.2% | 0.2% | 2.9% |

(WITHOUT "DON'T KNOW")

Q4. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=487)

| | Very safe | Safe | Neutral | Unsafe | Very unsafe |
|---|-----------|-------|---------|--------|-------------|
| Q4-1. Overall in Town | 73.8% | 24.7% | 1.3% | 0.2% | 0.0% |
| Q4-2. In your neighborhood during the day | 80.0% | 19.1% | 0.8% | 0.0% | 0.0% |
| Q4-3. In your neighborhood at night | 50.2% | 41.8% | 6.9% | 1.0% | 0.0% |
| Q4-4. In commercial & retail areas during the day | 56.8% | 35.4% | 6.8% | 1.1% | 0.0% |
| Q4-5. In commercial & retail areas at night | 39.5% | 43.6% | 14.3% | 2.6% | 0.0% |
| Q4-6. In Town parks | 55.3% | 37.7% | 5.9% | 1.1% | 0.0% |
| Q4-7. Riding your bike, running, walking in Town | 58.4% | 35.1% | 5.1% | 1.3% | 0.2% |

Q5. Public Safety. Please rate your satisfaction with each of the following.

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q5-1. Visibility of Public Safety in neighborhoods | 55.4% | 35.7% | 5.7% | 0.8% | 0.2% | 2.1% |
| Q5-2. Visibility of Public Safety in retail areas | 46.8% | 36.6% | 10.1% | 0.4% | 0.2% | 6.0% |
| Q5-3. Efforts to prevent serious crimes (burglary, assault, etc.) | 56.1% | 29.4% | 7.2% | 1.2% | 0.0% | 6.2% |
| Q5-4. Efforts to prevent lesser crimes (vandalism, theft, etc.) | 46.8% | 30.8% | 11.9% | 3.1% | 0.0% | 7.4% |
| Q5-5. Enforcement of traffic laws (speeding, etc.) | 44.6% | 33.7% | 11.3% | 4.7% | 2.5% | 3.3% |
| Q5-6. Enforcement of parking laws | 39.6% | 30.0% | 15.6% | 4.5% | 1.6% | 8.6% |
| Q5-7. Overall quality of police services | 76.4% | 20.1% | 1.2% | 0.6% | 0.0% | 1.6% |
| Q5-8. Overall quality of police response times | 82.1% | 11.9% | 0.6% | 0.0% | 0.0% | 5.3% |
| Q5-9. Overall quality of fire protection services | 77.2% | 13.6% | 0.8% | 0.0% | 0.0% | 8.4% |
| Q5-10. Overall quality of fire emergency response times | 76.4% | 11.3% | 1.0% | 0.0% | 0.0% | 11.3% |
| Q5-11. Overall quality of emergency medical services (EMS) | 71.5% | 11.1% | 1.2% | 0.2% | 0.0% | 16.0% |
| Q5-12. Overall quality of EMS emergency response times | 70.2% | 9.4% | 1.4% | 0.2% | 0.0% | 18.7% |
| Q5-13. Overall quality of non-emergency services & public safety awareness programs (house watch, car seat installation, animal control, etc.) | 54.6% | 22.0% | 6.8% | 0.0% | 0.2% | 16.4% |
| Q5-14. Overall transparency of Public Safety Department | 60.4% | 20.7% | 7.0% | 0.0% | 0.2% | 11.7% |

Q5. Public Safety. Please rate your satisfaction with each of the following.

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q5-15. Police Department's communication platforms & social media accounts | 60.0% | 20.3% | 4.5% | 0.4% | 0.0% | 14.8% |
| Q5-16. Speed with which your 911 dispatch call was answered | 63.2% | 9.9% | 1.8% | 0.0% | 0.2% | 24.8% |
| Q5-17. Quality of information and/or instructions given to you by 911 dispatcher | 55.6% | 12.5% | 2.7% | 0.2% | 0.2% | 28.7% |
| Q5-18. Overall quality of interaction with public safety call taker | 60.2% | 14.6% | 2.7% | 0.2% | 0.2% | 22.2% |

(WITHOUT "DON'T KNOW")**Q5. Public Safety. Please rate your satisfaction with each of the following. (without "don't know")**

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q5-1. Visibility of Public Safety in neighborhoods | 56.6% | 36.5% | 5.9% | 0.8% | 0.2% |
| Q5-2. Visibility of Public Safety in retail areas | 49.8% | 38.9% | 10.7% | 0.4% | 0.2% |
| Q5-3. Efforts to prevent serious crimes (burglary, assault, etc.) | 59.7% | 31.3% | 7.7% | 1.3% | 0.0% |
| Q5-4. Efforts to prevent lesser crimes (vandalism, theft, etc.) | 50.6% | 33.3% | 12.9% | 3.3% | 0.0% |
| Q5-5. Enforcement of traffic laws (speeding, etc.) | 46.1% | 34.8% | 11.7% | 4.9% | 2.5% |
| Q5-6. Enforcement of parking laws | 43.4% | 32.8% | 17.1% | 4.9% | 1.8% |
| Q5-7. Overall quality of police services | 77.7% | 20.5% | 1.3% | 0.6% | 0.0% |
| Q5-8. Overall quality of police response times | 86.8% | 12.6% | 0.7% | 0.0% | 0.0% |
| Q5-9. Overall quality of fire protection services | 84.3% | 14.8% | 0.9% | 0.0% | 0.0% |
| Q5-10. Overall quality of fire emergency response times | 86.1% | 12.7% | 1.2% | 0.0% | 0.0% |
| Q5-11. Overall quality of emergency medical services (EMS) | 85.1% | 13.2% | 1.5% | 0.2% | 0.0% |
| Q5-12. Overall quality of EMS emergency response times | 86.4% | 11.6% | 1.8% | 0.3% | 0.0% |
| Q5-13. Overall quality of non-emergency services & public safety awareness programs (house watch, car seat installation, animal control, etc.) | 65.4% | 26.3% | 8.1% | 0.0% | 0.2% |
| Q5-14. Overall transparency of Public Safety Department | 68.4% | 23.5% | 7.9% | 0.0% | 0.2% |

(WITHOUT "DON'T KNOW")**Q5. Public Safety. Please rate your satisfaction with each of the following. (without "don't know")**

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q5-15. Police Department's communication platforms & social media accounts | 70.4% | 23.9% | 5.3% | 0.5% | 0.0% |
| Q5-16. Speed with which your 911 dispatch call was answered | 84.2% | 13.1% | 2.5% | 0.0% | 0.3% |
| Q5-17. Quality of information and/or instructions given to you by 911 dispatcher | 78.1% | 17.6% | 3.7% | 0.3% | 0.3% |
| Q5-18. Overall quality of interaction with public safety call taker | 77.3% | 18.7% | 3.4% | 0.3% | 0.3% |

Q6. Which THREE of the Public Safety Department services listed in Question 5 do you think are MOST IMPORTANT for the Town to provide?

| Q6. Top choice | Number | Percent |
|---|--------|---------|
| Visibility of Public Safety in neighborhoods | 93 | 19.1 % |
| Visibility of Public Safety in retail areas | 2 | 0.4 % |
| Efforts to prevent serious crimes (burglary, assault, etc.) | 115 | 23.6 % |
| Efforts to prevent lesser crimes (vandalism, theft, etc.) | 12 | 2.5 % |
| Enforcement of traffic laws (speeding, etc.) | 22 | 4.5 % |
| Overall quality of police services | 83 | 17.0 % |
| Overall quality of police response times | 42 | 8.6 % |
| Overall quality of fire protection services | 4 | 0.8 % |
| Overall quality of fire emergency response times | 7 | 1.4 % |
| Overall quality of emergency medical services (EMS) | 14 | 2.9 % |
| Overall quality of EMS emergency response times | 17 | 3.5 % |
| Overall transparency of Public Safety Department | 1 | 0.2 % |
| Police Department's communication platforms & social media accounts | 1 | 0.2 % |
| Speed with which your 911 dispatch call was answered | 19 | 3.9 % |
| Quality of information and/or instructions given to you by 911 dispatcher | 3 | 0.6 % |
| None chosen | 52 | 10.7 % |
| Total | 487 | 100.0 % |

Q6. Which THREE of the Public Safety Department services listed in Question 5 do you think are MOST IMPORTANT for the Town to provide?

| <u>Q6. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Visibility of Public Safety in neighborhoods | 36 | 7.4 % |
| Visibility of Public Safety in retail areas | 27 | 5.5 % |
| Efforts to prevent serious crimes (burglary, assault, etc.) | 65 | 13.3 % |
| Efforts to prevent lesser crimes (vandalism, theft, etc.) | 67 | 13.8 % |
| Enforcement of traffic laws (speeding, etc.) | 11 | 2.3 % |
| Enforcement of parking laws | 9 | 1.8 % |
| Overall quality of police services | 32 | 6.6 % |
| Overall quality of police response times | 65 | 13.3 % |
| Overall quality of fire protection services | 27 | 5.5 % |
| Overall quality of fire emergency response times | 31 | 6.4 % |
| Overall quality of emergency medical services (EMS) | 25 | 5.1 % |
| Overall quality of EMS emergency response times | 18 | 3.7 % |
| Speed with which your 911 dispatch call was answered | 11 | 2.3 % |
| Quality of information and/or instructions given to you by 911 dispatcher | 3 | 0.6 % |
| <u>None chosen</u> | <u>60</u> | <u>12.3 %</u> |
| Total | 487 | 100.0 % |

Q6. Which THREE of the Public Safety Department services listed in Question 5 do you think are MOST IMPORTANT for the Town to provide?

| <u>Q6. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Visibility of Public Safety in neighborhoods | 38 | 7.8 % |
| Visibility of Public Safety in retail areas | 12 | 2.5 % |
| Efforts to prevent serious crimes (burglary, assault, etc.) | 39 | 8.0 % |
| Efforts to prevent lesser crimes (vandalism, theft, etc.) | 37 | 7.6 % |
| Enforcement of traffic laws (speeding, etc.) | 29 | 6.0 % |
| Enforcement of parking laws | 2 | 0.4 % |
| Overall quality of police services | 45 | 9.2 % |
| Overall quality of police response times | 34 | 7.0 % |
| Overall quality of fire protection services | 42 | 8.6 % |
| Overall quality of fire emergency response times | 35 | 7.2 % |
| Overall quality of emergency medical services (EMS) | 49 | 10.1 % |
| Overall quality of EMS emergency response times | 27 | 5.5 % |
| Overall quality of non-emergency services & public safety awareness programs (house watch, car seat installation, animal control, etc.) | 2 | 0.4 % |
| Overall transparency of Public Safety Department | 4 | 0.8 % |
| Police Department's communication platforms & social media accounts | 5 | 1.0 % |
| Speed with which your 911 dispatch call was answered | 17 | 3.5 % |
| Quality of information and/or instructions given to you by 911 dispatcher | 1 | 0.2 % |
| Overall quality of interaction with public safety call taker | 4 | 0.8 % |
| <u>None chosen</u> | <u>65</u> | <u>13.3 %</u> |
| Total | 487 | 100.0 % |

Q6. Which THREE of the Public Safety Department services listed in Question 5 do you think are MOST IMPORTANT for the Town to provide? (top 3)

| <u>Q6. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Visibility of Public Safety in neighborhoods | 167 | 34.3 % |
| Visibility of Public Safety in retail areas | 41 | 8.4 % |
| Efforts to prevent serious crimes (burglary, assault, etc.) | 219 | 45.0 % |
| Efforts to prevent lesser crimes (vandalism, theft, etc.) | 116 | 23.8 % |
| Enforcement of traffic laws (speeding, etc.) | 62 | 12.7 % |
| Enforcement of parking laws | 11 | 2.3 % |
| Overall quality of police services | 160 | 32.9 % |
| Overall quality of police response times | 141 | 29.0 % |
| Overall quality of fire protection services | 73 | 15.0 % |
| Overall quality of fire emergency response times | 73 | 15.0 % |
| Overall quality of emergency medical services (EMS) | 88 | 18.1 % |
| Overall quality of EMS emergency response times | 62 | 12.7 % |
| Overall quality of non-emergency services & public safety awareness programs (house watch, car seat installation, animal control, etc.) | 2 | 0.4 % |
| Overall transparency of Public Safety Department | 5 | 1.0 % |
| Police Department's communication platforms & social media accounts | 6 | 1.2 % |
| Speed with which your 911 dispatch call was answered | 47 | 9.7 % |
| Quality of information and/or instructions given to you by 911 dispatcher | 7 | 1.4 % |
| Overall quality of interaction with public safety call taker | 4 | 0.8 % |
| <u>None chosen</u> | <u>52</u> | <u>10.7 %</u> |
| Total | 1336 | |

Q7. Town Hall/Building Maintenance. Please rate your satisfaction with each of the following.

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q7-1. Accessibility | 64.9% | 20.3% | 2.9% | 0.2% | 0.0% | 11.7% |
| Q7-2. General signage & wayfinding | 60.8% | 24.8% | 3.1% | 0.6% | 0.0% | 10.7% |
| Q7-3. Adequacy & availability of parking | 45.0% | 26.7% | 13.6% | 4.7% | 0.4% | 9.7% |
| Q7-4. Maintenance, condition & cleanliness of Town Hall | 70.6% | 15.8% | 1.6% | 0.0% | 0.0% | 11.9% |
| Q7-5. Quality of council chambers/municipal court facilities | 52.2% | 15.6% | 2.5% | 0.4% | 0.0% | 29.4% |

(WITHOUT "DON'T KNOW")**Q7. Town Hall/Building Maintenance. Please rate your satisfaction with each of the following. (without "don't know")**

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q7-1. Accessibility | 73.5% | 23.0% | 3.3% | 0.2% | 0.0% |
| Q7-2. General signage & wayfinding | 68.0% | 27.8% | 3.4% | 0.7% | 0.0% |
| Q7-3. Adequacy & availability of parking | 49.8% | 29.5% | 15.0% | 5.2% | 0.5% |
| Q7-4. Maintenance, condition & cleanliness of Town Hall | 80.2% | 17.9% | 1.9% | 0.0% | 0.0% |
| Q7-5. Quality of council chambers/municipal court facilities | 73.8% | 22.1% | 3.5% | 0.6% | 0.0% |

Q8. Parks and Recreation. Please rate your satisfaction with each of the following.

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q8-1. Landscape, maintenance, condition, & cleanliness of Town parks | 69.2% | 23.8% | 2.7% | 1.4% | 0.2% | 2.7% |
| Q8-2. Maintenance, condition, & cleanliness of decorative fountains | 64.3% | 27.3% | 3.5% | 0.2% | 0.2% | 4.5% |
| Q8-3. Amenities in Town Parks (trash cans, drinking fountains, benches) | 58.3% | 27.9% | 5.3% | 2.3% | 0.0% | 6.2% |
| Q8-4. Maintenance, condition, & cleanliness of playground equipment | 51.5% | 21.1% | 4.5% | 0.6% | 0.2% | 22.0% |
| Q8-5. Maintenance, condition, & cleanliness of ponds, lakes, or greenways | 58.7% | 28.3% | 6.8% | 1.8% | 0.0% | 4.3% |
| Q8-6. Maintenance, condition, & cleanliness of Fairfax Park athletic field (located on northeast corner of Beverly & Tollway) | 52.6% | 21.8% | 3.5% | 0.4% | 0.0% | 21.8% |
| Q8-7. Maintenance, condition, & cleanliness of outdoor athletic courts (pickleball & tennis) | 49.5% | 22.6% | 5.3% | 0.2% | 0.2% | 22.2% |
| Q8-8. Ease of utilizing recreation software (purchasing permits, reserving courts, signing up for programs) | 29.6% | 19.9% | 10.7% | 3.1% | 1.2% | 35.5% |
| Q8-9. Quality & amount of recreational programming (pickleball clinics, yoga, meditation) | 25.7% | 20.5% | 11.3% | 1.4% | 0.2% | 40.9% |
| Q8-10. Maintenance of public parkway trees | 56.7% | 32.0% | 3.7% | 1.2% | 0.6% | 5.7% |
| Q8-11. Adequacy of lighting in parks & athletic courts | 48.3% | 28.3% | 7.0% | 1.4% | 0.8% | 14.2% |
| Q8-12. Quality & amount of public art & sculptures throughout Town | 40.5% | 30.4% | 15.8% | 2.3% | 0.4% | 10.7% |

Q8. Parks and Recreation. Please rate your satisfaction with each of the following.

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q8-13. Maintenance, condition, & cleanliness of Town swimming pool | 43.1% | 15.4% | 4.3% | 0.8% | 0.4% | 35.9% |
| Q8-14. Pool season & hours of operation | 37.4% | 18.1% | 5.3% | 2.1% | 0.4% | 36.8% |
| Q8-15. Swimming pool operations & staffing (daily admission, pool party reservation process & experience, concessions) | 37.2% | 16.0% | 4.3% | 0.6% | 0.8% | 41.1% |
| Q8-16. Swimming pool programs (swim lessons, swim conditioning program, etc.) | 29.4% | 14.2% | 5.3% | 0.8% | 0.0% | 50.3% |

(WITHOUT "DON'T KNOW")**Q8. Parks and Recreation. Please rate your satisfaction with each of the following. (without "don't know")**

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q8-1. Landscape, maintenance, condition, & cleanliness of Town parks | 71.1% | 24.5% | 2.7% | 1.5% | 0.2% |
| Q8-2. Maintenance, condition, & cleanliness of decorative fountains | 67.3% | 28.6% | 3.7% | 0.2% | 0.2% |
| Q8-3. Amenities in Town Parks (trash cans, drinking fountains, benches) | 62.1% | 29.8% | 5.7% | 2.4% | 0.0% |
| Q8-4. Maintenance, condition, & cleanliness of playground equipment | 66.1% | 27.1% | 5.8% | 0.8% | 0.3% |
| Q8-5. Maintenance, condition, & cleanliness of ponds, lakes, or greenways | 61.4% | 29.6% | 7.1% | 1.9% | 0.0% |
| Q8-6. Maintenance, condition, & cleanliness of Fairfax Park athletic field (located on northeast corner of Beverly & Tollway) | 67.2% | 27.8% | 4.5% | 0.5% | 0.0% |
| Q8-7. Maintenance, condition, & cleanliness of outdoor athletic courts (pickleball & tennis) | 63.6% | 29.0% | 6.9% | 0.3% | 0.3% |
| Q8-8. Ease of utilizing recreation software (purchasing permits, reserving courts, signing up for programs) | 45.9% | 30.9% | 16.6% | 4.8% | 1.9% |
| Q8-9. Quality & amount of recreational programming (pickleball clinics, yoga, meditation) | 43.4% | 34.7% | 19.1% | 2.4% | 0.3% |
| Q8-10. Maintenance of public parkway trees | 60.1% | 34.0% | 3.9% | 1.3% | 0.7% |
| Q8-11. Adequacy of lighting in parks & athletic courts | 56.2% | 33.0% | 8.1% | 1.7% | 1.0% |

(WITHOUT "DON'T KNOW")

Q8. Parks and Recreation. Please rate your satisfaction with each of the following. (without "don't know")

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q8-12. Quality & amount of public art & sculptures throughout Town | 45.3% | 34.0% | 17.7% | 2.5% | 0.5% |
| Q8-13. Maintenance, condition, & cleanliness of Town swimming pool | 67.3% | 24.0% | 6.7% | 1.3% | 0.6% |
| Q8-14. Pool season & hours of operation | 59.1% | 28.6% | 8.4% | 3.2% | 0.6% |
| Q8-15. Swimming pool operations & staffing (daily admission, pool party reservation process & experience, concessions) | 63.1% | 27.2% | 7.3% | 1.0% | 1.4% |
| Q8-16. Swimming pool programs (swim lessons, swim conditioning program, etc.) | 59.1% | 28.5% | 10.7% | 1.7% | 0.0% |

Q9. Which THREE of the Parks and Recreation services listed in Question 8 do you think are MOST IMPORTANT for the Town to provide?

| Q9. Top choice | Number | Percent |
|---|--------|---------|
| Landscape, maintenance, condition, & cleanliness of Town parks | 300 | 61.6 % |
| Maintenance, condition, & cleanliness of decorative fountains | 1 | 0.2 % |
| Amenities in Town Parks (trash cans, drinking fountains, benches) | 23 | 4.7 % |
| Maintenance, condition, & cleanliness of playground equipment | 9 | 1.8 % |
| Maintenance, condition, & cleanliness of ponds, lakes, or greenways | 16 | 3.3 % |
| Maintenance, condition, & cleanliness of Fairfax Park athletic field (located on northeast corner of Beverly & Tollway) | 6 | 1.2 % |
| Maintenance, condition, & cleanliness of outdoor athletic courts (pickleball & tennis) | 11 | 2.3 % |
| Ease of utilizing recreation software (purchasing permits, reserving courts, signing up for programs) | 3 | 0.6 % |
| Quality & amount of recreational programming (pickleball clinics, yoga, meditation) | 2 | 0.4 % |
| Maintenance of public parkway trees | 11 | 2.3 % |
| Adequacy of lighting in parks & athletic courts | 1 | 0.2 % |
| Quality & amount of public art & sculptures throughout Town | 1 | 0.2 % |
| Maintenance, condition, & cleanliness of Town swimming pool | 12 | 2.5 % |
| Pool season & hours of operation | 8 | 1.6 % |
| Swimming pool operations & staffing (daily admission, pool party reservation process & experience, concessions) | 6 | 1.2 % |
| None chosen | 77 | 15.8 % |
| Total | 487 | 100.0 % |

Q9. Which THREE of the Parks and Recreation services listed in Question 8 do you think are MOST IMPORTANT for the Town to provide?

| Q9. 2nd choice | Number | Percent |
|---|--------|---------|
| Landscape, maintenance, condition, & cleanliness of Town parks | 38 | 7.8 % |
| Maintenance, condition, & cleanliness of decorative fountains | 35 | 7.2 % |
| Amenities in Town Parks (trash cans, drinking fountains, benches) | 67 | 13.8 % |
| Maintenance, condition, & cleanliness of playground equipment | 42 | 8.6 % |
| Maintenance, condition, & cleanliness of ponds, lakes, or greenways | 103 | 21.1 % |
| Maintenance, condition, & cleanliness of Fairfax Park athletic field (located on northeast corner of Beverly & Tollway) | 5 | 1.0 % |
| Maintenance, condition, & cleanliness of outdoor athletic courts (pickleball & tennis) | 13 | 2.7 % |
| Ease of utilizing recreation software (purchasing permits, reserving courts, signing up for programs) | 13 | 2.7 % |
| Quality & amount of recreational programming (pickleball clinics, yoga, meditation) | 5 | 1.0 % |
| Maintenance of public parkway trees | 22 | 4.5 % |
| Adequacy of lighting in parks & athletic courts | 23 | 4.7 % |
| Quality & amount of public art & sculptures throughout Town | 1 | 0.2 % |
| Maintenance, condition, & cleanliness of Town swimming pool | 20 | 4.1 % |
| Pool season & hours of operation | 5 | 1.0 % |
| Swimming pool operations & staffing (daily admission, pool party reservation process & experience, concessions) | 5 | 1.0 % |
| Swimming pool programs (swim lessons, swim conditioning program, etc.) | 4 | 0.8 % |
| None chosen | 86 | 17.7 % |
| Total | 487 | 100.0 % |

Q9. Which THREE of the Parks and Recreation services listed in Question 8 do you think are MOST IMPORTANT for the Town to provide?

| Q9. 3rd choice | Number | Percent |
|---|--------|---------|
| Landscape, maintenance, condition, & cleanliness of Town parks | 33 | 6.8 % |
| Maintenance, condition, & cleanliness of decorative fountains | 17 | 3.5 % |
| Amenities in Town Parks (trash cans, drinking fountains, benches) | 42 | 8.6 % |
| Maintenance, condition, & cleanliness of playground equipment | 28 | 5.7 % |
| Maintenance, condition, & cleanliness of ponds, lakes, or greenways | 69 | 14.2 % |
| Maintenance, condition, & cleanliness of Fairfax Park athletic field (located on northeast corner of Beverly & Tollway) | 12 | 2.5 % |
| Maintenance, condition, & cleanliness of outdoor athletic courts (pickleball & tennis) | 22 | 4.5 % |
| Ease of utilizing recreation software (purchasing permits, reserving courts, signing up for programs) | 19 | 3.9 % |
| Quality & amount of recreational programming (pickleball clinics, yoga, meditation) | 8 | 1.6 % |
| Maintenance of public parkway trees | 52 | 10.7 % |
| Adequacy of lighting in parks & athletic courts | 35 | 7.2 % |
| Quality & amount of public art & sculptures throughout Town | 9 | 1.8 % |
| Maintenance, condition, & cleanliness of Town swimming pool | 28 | 5.7 % |
| Pool season & hours of operation | 4 | 0.8 % |
| Swimming pool operations & staffing (daily admission, pool party reservation process & experience, concessions) | 8 | 1.6 % |
| Swimming pool programs (swim lessons, swim conditioning program, etc.) | 3 | 0.6 % |
| None chosen | 98 | 20.1 % |
| Total | 487 | 100.0 % |

(SUM OF TOP 3 RESPONSES)**Q9. Which THREE of the Parks and Recreation services listed in Question 8 do you think are MOST IMPORTANT for the Town to provide? (top 3)**

| Q9. Top choice | Number | Percent |
|---|-------------|---------------|
| Landscape, maintenance, condition, & cleanliness of Town parks | 371 | 76.2 % |
| Maintenance, condition, & cleanliness of decorative fountains | 53 | 10.9 % |
| Amenities in Town Parks (trash cans, drinking fountains, benches) | 132 | 27.1 % |
| Maintenance, condition, & cleanliness of playground equipment | 79 | 16.2 % |
| Maintenance, condition, & cleanliness of ponds, lakes, or greenways | 188 | 38.6 % |
| Maintenance, condition, & cleanliness of Fairfax Park athletic field (located on northeast corner of Beverly & Tollway) | 23 | 4.7 % |
| Maintenance, condition, & cleanliness of outdoor athletic courts (pickleball & tennis) | 46 | 9.4 % |
| Ease of utilizing recreation software (purchasing permits, reserving courts, signing up for programs) | 35 | 7.2 % |
| Quality & amount of recreational programming (pickleball clinics, yoga, meditation) | 15 | 3.1 % |
| Maintenance of public parkway trees | 85 | 17.5 % |
| Adequacy of lighting in parks & athletic courts | 59 | 12.1 % |
| Quality & amount of public art & sculptures throughout Town | 11 | 2.3 % |
| Maintenance, condition, & cleanliness of Town swimming pool | 60 | 12.3 % |
| Pool season & hours of operation | 17 | 3.5 % |
| Swimming pool operations & staffing (daily admission, pool party reservation process & experience, concessions) | 19 | 3.9 % |
| Swimming pool programs (swim lessons, swim conditioning program, etc.) | 7 | 1.4 % |
| None chosen | 77 | 15.8 % |
| Total | 1277 | |

Q10. Sanitation and Recycling. Please rate your satisfaction with each of the following.

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q10-1. Residential garbage/recycling collection services | 77.0% | 17.2% | 1.2% | 0.4% | 0.2% | 3.9% |
| Q10-2. Brush/yard waste collection services | 71.5% | 18.1% | 2.7% | 0.2% | 0.0% | 7.6% |
| Q10-3. Bulky item collection services | 67.8% | 18.9% | 3.7% | 0.2% | 0.0% | 9.4% |
| Q10-4. Frequency of Sanitation & Recycling services | 74.3% | 18.7% | 1.6% | 0.2% | 0.0% | 5.1% |
| Q10-5. Clarity of information about recycling program (what can be recycled, pick-up schedules & updates) | 52.4% | 21.6% | 12.9% | 3.5% | 1.0% | 8.6% |
| Q10-6. Park Cities' Recycling/Shredding & Household Hazardous Waste Events | 57.5% | 22.2% | 5.7% | 0.6% | 0.2% | 13.8% |

(WITHOUT "DON'T KNOW")**Q10. Sanitation and Recycling. Please rate your satisfaction with each of the following. (without "don't know")**

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q10-1. Residential garbage/recycling collection services | 80.1% | 17.9% | 1.3% | 0.4% | 0.2% |
| Q10-2. Brush/yard waste collection services | 77.3% | 19.6% | 2.9% | 0.2% | 0.0% |
| Q10-3. Bulky item collection services | 74.8% | 20.9% | 4.1% | 0.2% | 0.0% |
| Q10-4. Frequency of Sanitation & Recycling services | 78.4% | 19.7% | 1.7% | 0.2% | 0.0% |
| Q10-5. Clarity of information about recycling program (what can be recycled, pick-up schedules & updates) | 57.3% | 23.6% | 14.2% | 3.8% | 1.1% |
| Q10-6. Park Cities' Recycling/Shredding & Household Hazardous Waste Events | 66.7% | 25.7% | 6.7% | 0.7% | 0.2% |

Q11. Which TWO of the Sanitation and Recycling services listed in Question 10 do you think are MOST IMPORTANT for the Town to provide?

| Q11. Top choice | Number | Percent |
|--|--------|---------|
| Residential garbage/recycling collection services | 348 | 71.5 % |
| Brush/yard waste collection services | 8 | 1.6 % |
| Bulky item collection services | 4 | 0.8 % |
| Frequency of Sanitation & Recycling services | 29 | 6.0 % |
| Clarity of information about recycling program (what can be recycled, pick-up schedules & updates) | 19 | 3.9 % |
| Park Cities' Recycling/Shredding & Household Hazardous Waste Events | 16 | 3.3 % |
| None chosen | 63 | 12.9 % |
| Total | 487 | 100.0 % |

Q11. Which TWO of the Sanitation and Recycling services listed in Question 10 do you think are MOST IMPORTANT for the Town to provide?

| <u>Q11. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Residential garbage/recycling collection services | 29 | 6.0 % |
| Brush/yard waste collection services | 156 | 32.0 % |
| Bulky item collection services | 60 | 12.3 % |
| Frequency of Sanitation & Recycling services | 104 | 21.4 % |
| Clarity of information about recycling program (what can be recycled, pick-up schedules & updates) | 24 | 4.9 % |
| Park Cities' Recycling/Shredding & Household Hazardous Waste Events | 30 | 6.2 % |
| <u>None chosen</u> | <u>84</u> | <u>17.2 %</u> |
| Total | 487 | 100.0 % |

Q11. Which TWO of the Sanitation and Recycling services listed in Question 10 do you think are MOST IMPORTANT for the Town to provide? (top 2)

| <u>Q11. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Residential garbage/recycling collection services | 377 | 77.4 % |
| Brush/yard waste collection services | 164 | 33.7 % |
| Bulky item collection services | 64 | 13.1 % |
| Frequency of Sanitation & Recycling services | 133 | 27.3 % |
| Clarity of information about recycling program (what can be recycled, pick-up schedules & updates) | 43 | 8.8 % |
| Park Cities' Recycling/Shredding & Household Hazardous Waste Events | 46 | 9.4 % |
| <u>None chosen</u> | <u>63</u> | <u>12.9 %</u> |
| Total | 890 | |

Q12. Roadways/Public Works/Engineering. Please rate your satisfaction with each of the following.

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q12-1. Maintenance of streets (potholes, damage, etc.) | 35.7% | 39.0% | 14.6% | 5.7% | 1.8% | 3.1% |
| Q12-2. Maintenance of sidewalks (buckling, damage, etc.) | 24.4% | 37.0% | 20.9% | 11.9% | 2.5% | 3.3% |
| Q12-3. Maintenance of alleys (potholes, damage, etc.) | 27.7% | 32.9% | 18.9% | 8.6% | 1.4% | 10.5% |
| Q12-4. Ability to manage & convey storm water | 32.6% | 34.7% | 16.2% | 7.6% | 1.0% | 7.8% |
| Q12-5. Accessibility of streets, sidewalks & buildings for people with disabilities or using mobility aids | 32.6% | 21.8% | 13.3% | 1.2% | 1.2% | 29.8% |
| Q12-6. Maintenance of traffic signals | 52.6% | 33.9% | 7.2% | 0.8% | 0.2% | 5.3% |
| Q12-7. Adequacy of street lighting in residential areas | 41.3% | 34.7% | 12.7% | 5.7% | 1.2% | 4.3% |
| Q12-8. Overall cleanliness of streets (street sweeping) | 57.3% | 32.0% | 5.3% | 1.2% | 0.2% | 3.9% |
| Q12-9. Emergency debris pickup (after storm events) | 58.7% | 25.9% | 6.6% | 0.8% | 0.0% | 8.0% |
| Q12-10. Ease of north-south travel in Highland Park by car | 39.0% | 34.7% | 14.2% | 6.2% | 1.6% | 4.3% |
| Q12-11. Ease of east-west travel in Highland Park by car | 25.7% | 27.5% | 21.6% | 17.0% | 4.3% | 3.9% |
| Q12-12. Ease of travel by bicycle in Highland Park | 24.4% | 24.0% | 13.1% | 3.9% | 1.4% | 33.1% |
| Q12-13. Ease of pedestrian travel in Highland Park | 51.5% | 30.4% | 8.4% | 2.1% | 1.0% | 6.6% |
| Q12-14. Communications regarding roadway/alley work being performed | 47.2% | 28.3% | 11.3% | 3.7% | 1.8% | 7.6% |
| Q12-15. Information regarding capital improvement projects (water, sewer, roads, storm, parks) | 39.2% | 29.8% | 15.4% | 3.9% | 2.9% | 8.8% |

(WITHOUT "DON'T KNOW")**Q12. Roadways/Public Works/Engineering. Please rate your satisfaction with each of the following.**
(without "don't know")

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q12-1. Maintenance of streets (potholes, damage, etc.) | 36.9% | 40.3% | 15.0% | 5.9% | 1.9% |
| Q12-2. Maintenance of sidewalks (buckling, damage, etc.) | 25.3% | 38.2% | 21.7% | 12.3% | 2.5% |
| Q12-3. Maintenance of alleys (potholes, damage, etc.) | 31.0% | 36.7% | 21.1% | 9.6% | 1.6% |
| Q12-4. Ability to manage & convey storm water | 35.4% | 37.6% | 17.6% | 8.2% | 1.1% |
| Q12-5. Accessibility of streets, sidewalks & buildings for people with disabilities or using mobility aids | 46.5% | 31.0% | 19.0% | 1.8% | 1.8% |
| Q12-6. Maintenance of traffic signals | 55.5% | 35.8% | 7.6% | 0.9% | 0.2% |
| Q12-7. Adequacy of street lighting in residential areas | 43.1% | 36.3% | 13.3% | 6.0% | 1.3% |
| Q12-8. Overall cleanliness of streets (street sweeping) | 59.6% | 33.3% | 5.6% | 1.3% | 0.2% |
| Q12-9. Emergency debris pickup (after storm events) | 63.8% | 28.1% | 7.1% | 0.9% | 0.0% |
| Q12-10. Ease of north-south travel in Highland Park by car | 40.8% | 36.3% | 14.8% | 6.4% | 1.7% |
| Q12-11. Ease of east-west travel in Highland Park by car | 26.7% | 28.6% | 22.4% | 17.7% | 4.5% |
| Q12-12. Ease of travel by bicycle in Highland Park | 36.5% | 35.9% | 19.6% | 5.8% | 2.1% |
| Q12-13. Ease of pedestrian travel in Highland Park | 55.2% | 32.5% | 9.0% | 2.2% | 1.1% |
| Q12-14. Communications regarding roadway/alley work being performed | 51.1% | 30.7% | 12.2% | 4.0% | 2.0% |
| Q12-15. Information regarding capital improvement projects (water, sewer, roads, storm, parks) | 43.0% | 32.7% | 16.9% | 4.3% | 3.2% |

Q13. Which THREE of the Roadways/Public Works/Engineering services listed in Question 12 do you think are MOST IMPORTANT for the Town to provide?

| Q13. Top choice | Number | Percent |
|---|--------|---------|
| Maintenance of streets (potholes, damage, etc.) | 309 | 63.4 % |
| Maintenance of sidewalks (buckling, damage, etc.) | 22 | 4.5 % |
| Maintenance of alleys (potholes, damage, etc.) | 2 | 0.4 % |
| Ability to manage & convey storm water | 13 | 2.7 % |
| Accessibility of streets, sidewalks & buildings for people with disabilities or using mobility aids | 5 | 1.0 % |
| Maintenance of traffic signals | 2 | 0.4 % |
| Adequacy of street lighting in residential areas | 10 | 2.1 % |
| Overall cleanliness of streets (street sweeping) | 8 | 1.6 % |
| Emergency debris pickup (after storm events) | 2 | 0.4 % |
| Ease of north-south travel in Highland Park by car | 12 | 2.5 % |
| Ease of east-west travel in Highland Park by car | 20 | 4.1 % |
| Ease of travel by bicycle in Highland Park | 2 | 0.4 % |
| Ease of pedestrian travel in Highland Park | 4 | 0.8 % |
| Communications regarding roadway/alley work being performed | 5 | 1.0 % |
| Information regarding capital improvement projects (water, sewer, roads, storm, parks) | 5 | 1.0 % |
| None chosen | 66 | 13.6 % |
| Total | 487 | 100.0 % |

Q13. Which THREE of the Roadways/Public Works/Engineering services listed in Question 12 do you think are MOST IMPORTANT for the Town to provide?

| Q13. 2nd choice | Number | Percent |
|---|--------|---------|
| Maintenance of streets (potholes, damage, etc.) | 47 | 9.7 % |
| Maintenance of sidewalks (buckling, damage, etc.) | 195 | 40.0 % |
| Maintenance of alleys (potholes, damage, etc.) | 30 | 6.2 % |
| Ability to manage & convey storm water | 29 | 6.0 % |
| Accessibility of streets, sidewalks & buildings for people with disabilities or using mobility aids | 7 | 1.4 % |
| Maintenance of traffic signals | 11 | 2.3 % |
| Adequacy of street lighting in residential areas | 21 | 4.3 % |
| Overall cleanliness of streets (street sweeping) | 13 | 2.7 % |
| Emergency debris pickup (after storm events) | 9 | 1.8 % |
| Ease of north-south travel in Highland Park by car | 9 | 1.8 % |
| Ease of east-west travel in Highland Park by car | 28 | 5.7 % |
| Ease of pedestrian travel in Highland Park | 5 | 1.0 % |
| Communications regarding roadway/alley work being performed | 5 | 1.0 % |
| Information regarding capital improvement projects (water, sewer, roads, storm, parks) | 2 | 0.4 % |
| None chosen | 76 | 15.6 % |
| Total | 487 | 100.0 % |

Q13. Which THREE of the Roadways/Public Works/Engineering services listed in Question 12 do you think are MOST IMPORTANT for the Town to provide?

| <u>Q13. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Maintenance of streets (potholes, damage, etc.) | 19 | 3.9 % |
| Maintenance of sidewalks (buckling, damage, etc.) | 36 | 7.4 % |
| Maintenance of alleys (potholes, damage, etc.) | 58 | 11.9 % |
| Ability to manage & convey storm water | 55 | 11.3 % |
| Accessibility of streets, sidewalks & buildings for people with disabilities or using mobility aids | 7 | 1.4 % |
| Maintenance of traffic signals | 30 | 6.2 % |
| Adequacy of street lighting in residential areas | 43 | 8.8 % |
| Overall cleanliness of streets (street sweeping) | 43 | 8.8 % |
| Emergency debris pickup (after storm events) | 24 | 4.9 % |
| Ease of north-south travel in Highland Park by car | 9 | 1.8 % |
| Ease of east-west travel in Highland Park by car | 26 | 5.3 % |
| Ease of travel by bicycle in Highland Park | 12 | 2.5 % |
| Ease of pedestrian travel in Highland Park | 14 | 2.9 % |
| Communications regarding roadway/alley work being performed | 8 | 1.6 % |
| Information regarding capital improvement projects (water, sewer, roads, storm, parks) | 7 | 1.4 % |
| None chosen | 96 | 19.7 % |
| Total | 487 | 100.0 % |

(SUM OF TOP 3 CHOICES)

Q13. Which THREE of the Roadways/Public Works/Engineering services listed in Question 12 do you think are MOST IMPORTANT for the Town to provide? (top 3)

| <u>Q13. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Maintenance of streets (potholes, damage, etc.) | 375 | 77.0 % |
| Maintenance of sidewalks (buckling, damage, etc.) | 253 | 52.0 % |
| Maintenance of alleys (potholes, damage, etc.) | 90 | 18.5 % |
| Ability to manage & convey storm water | 97 | 19.9 % |
| Accessibility of streets, sidewalks & buildings for people with disabilities or using mobility aids | 19 | 3.9 % |
| Maintenance of traffic signals | 43 | 8.8 % |
| Adequacy of street lighting in residential areas | 74 | 15.2 % |
| Overall cleanliness of streets (street sweeping) | 64 | 13.1 % |
| Emergency debris pickup (after storm events) | 35 | 7.2 % |
| Ease of north-south travel in Highland Park by car | 30 | 6.2 % |
| Ease of east-west travel in Highland Park by car | 74 | 15.2 % |
| Ease of travel by bicycle in Highland Park | 14 | 2.9 % |
| Ease of pedestrian travel in Highland Park | 23 | 4.7 % |
| Communications regarding roadway/alley work being performed | 18 | 3.7 % |
| Information regarding capital improvement projects (water, sewer, roads, storm, parks) | 14 | 2.9 % |
| None chosen | 66 | 13.6 % |
| Total | 1289 | |

Q14. Transportation. Do you utilize Dallas Area Rapid Transit (DART) Services?

| Q14. Do you utilize Dallas Area Rapid Transit (DART) | | |
|--|--------|---------|
| Services | Number | Percent |
| Yes | 20 | 4.1 % |
| No | 458 | 94.0 % |
| Not provided | 9 | 1.8 % |
| Total | 487 | 100.0 % |

(WITHOUT "NOT PROVIDED")**Q14. Transportation. Do you utilize Dallas Area Rapid Transit (DART) Services? (without "not provided")**

| Q14. Do you utilize Dallas Area Rapid Transit (DART) | | |
|--|--------|---------|
| Services | Number | Percent |
| Yes | 20 | 4.2 % |
| No | 458 | 95.8 % |
| Total | 478 | 100.0 % |

Q14a. If yes, which services do you utilize?

| Q14a. Which services do you utilize | | |
|-------------------------------------|--------|---------|
| | Number | Percent |
| Bus | 5 | 25.0 % |
| Light Rail | 19 | 95.0 % |
| GoLink | 3 | 15.0 % |
| Paratransit | 1 | 5.0 % |
| Total | 28 | |

Q14b. If yes, how often do you utilize this service?

| Q14b. How often do you utilize this service | | |
|---|--------|---------|
| | Number | Percent |
| Daily | 2 | 10.0 % |
| Weekly | 3 | 15.0 % |
| Monthly | 4 | 20.0 % |
| Yearly | 11 | 55.0 % |
| Total | 20 | 100.0 % |

Q15. Utilities. Please rate your satisfaction with each of the following.

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q15-1. Water pressure | 56.3% | 30.4% | 6.4% | 3.1% | 1.4% | 2.5% |
| Q15-2. Overall quality of water (taste, smell, clarity) | 53.4% | 32.4% | 6.8% | 3.3% | 0.8% | 3.3% |
| Q15-3. Timeliness of water/ service line break repairs | 50.3% | 25.5% | 6.6% | 0.2% | 0.4% | 17.0% |
| Q15-4. Notification process for work being performed | 52.6% | 27.1% | 8.6% | 2.3% | 0.6% | 8.8% |
| Q15-5. Use of smart water meter customer portal & online payment option (Water Smart) | 43.1% | 18.3% | 6.8% | 1.8% | 0.4% | 29.6% |

(WITHOUT "DON'T KNOW")**Q15. Utilities. Please rate your satisfaction with each of the following. (without "don't know")**

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q15-1. Water pressure | 57.7% | 31.2% | 6.5% | 3.2% | 1.5% |
| Q15-2. Overall quality of water (taste, smell, clarity) | 55.2% | 33.5% | 7.0% | 3.4% | 0.8% |
| Q15-3. Timeliness of water/service line break repairs | 60.6% | 30.7% | 7.9% | 0.2% | 0.5% |
| Q15-4. Notification process for work being performed | 57.7% | 29.7% | 9.5% | 2.5% | 0.7% |
| Q15-5. Use of smart water meter customer portal & online payment option (Water Smart) | 61.2% | 25.9% | 9.6% | 2.6% | 0.6% |

Q16. Which TWO of the Utility services listed in Question 15 do you think are MOST IMPORTANT for the Town to provide?

| Q16. Top choice | Number | Percent |
|--|--------|---------|
| Water pressure | 108 | 22.2 % |
| Overall quality of water (taste, smell, clarity) | 277 | 56.9 % |
| Timeliness of water/service line break repairs | 20 | 4.1 % |
| Notification process for work being performed | 3 | 0.6 % |
| Use of smart water meter customer portal & online payment option (Water Smart) | 14 | 2.9 % |
| None chosen | 65 | 13.3 % |
| Total | 487 | 100.0 % |

Q16. Which TWO of the Utility services listed in Question 15 do you think are MOST IMPORTANT for the Town to provide?

| Q16. 2nd choice | Number | Percent |
|--|--------|---------|
| Water pressure | 142 | 29.2 % |
| Overall quality of water (taste, smell, clarity) | 102 | 20.9 % |
| Timeliness of water/service line break repairs | 113 | 23.2 % |
| Notification process for work being performed | 22 | 4.5 % |
| Use of smart water meter customer portal & online payment option (Water Smart) | 29 | 6.0 % |
| None chosen | 79 | 16.2 % |
| Total | 487 | 100.0 % |

(SUM OF TOP 2 RESPONSES)**Q16. Which TWO of the Utility services listed in Question 15 do you think are MOST IMPORTANT for the Town to provide? (top 2)**

| <u>Q16. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Water pressure | 250 | 51.3 % |
| Overall quality of water (taste, smell, clarity) | 379 | 77.8 % |
| Timeliness of water/service line break repairs | 133 | 27.3 % |
| Notification process for work being performed | 25 | 5.1 % |
| Use of smart water meter customer portal & online payment option (Water Smart) | 43 | 8.8 % |
| None chosen | 65 | 13.3 % |
| Total | 895 | |

Q17. Community Development (Building Permits, Construction, Zoning and Code Enforcement). Please rate your satisfaction with each of the following.

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q17-1. Process to submit a building permit application | 11.3% | 10.3% | 10.1% | 3.1% | 2.9% | 62.4% |
| Q17-2. Your ability to obtain information concerning zoning, building permits, & drainage | 12.9% | 12.1% | 13.3% | 4.9% | 2.3% | 54.4% |
| Q17-3. Quality of new development/redevelopment in Town | 18.1% | 19.5% | 20.7% | 9.2% | 4.7% | 27.7% |
| Q17-4. Amount of time to obtain a building permit after applying | 8.4% | 7.6% | 11.9% | 4.7% | 4.1% | 63.2% |
| Q17-5. Ease of completing regulatory processes (Town Council, Board of Adjustment, Zoning Commission) | 9.2% | 7.6% | 12.1% | 3.5% | 2.1% | 65.5% |
| Q17-6. Maintenance/cleanliness of residential construction sites | 16.0% | 25.1% | 24.2% | 12.5% | 3.9% | 18.3% |
| Q17-7. Permitted days/hours for residential construction (7 am to 6 pm, Monday-Saturday) | 23.0% | 27.5% | 16.2% | 10.7% | 3.5% | 19.1% |
| Q17-8. Overall duration of construction projects | 11.3% | 15.8% | 27.3% | 17.2% | 9.2% | 19.1% |
| Q17-9. Regulation of residential construction vehicle parking | 9.0% | 14.4% | 19.7% | 22.0% | 16.4% | 18.5% |
| Q17-10. Ensuring compliance with zoning standards | 15.0% | 18.3% | 17.0% | 5.5% | 5.1% | 39.0% |
| Q17-11. Appropriateness of Town's zoning standards (height limits, building setbacks, etc.) | 22.6% | 20.5% | 15.8% | 7.8% | 5.5% | 27.7% |
| Q17-12. Promoting sound urban planning practices through ordinance development | 19.5% | 17.7% | 15.0% | 6.6% | 4.9% | 36.3% |
| Q17-13. Town's effectiveness in remedying code violations (enforcement of exterior maintenance & upkeep of private property) | 15.4% | 19.7% | 14.8% | 6.8% | 5.7% | 37.6% |

Q17. Community Development (Building Permits, Construction, Zoning and Code Enforcement). Please rate your satisfaction with each of the following. (without "don't know")

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q17-1. Process to submit a building permit application | 30.1% | 27.3% | 26.8% | 8.2% | 7.7% |
| Q17-2. Your ability to obtain information concerning zoning, building permits, & drainage | 28.4% | 26.6% | 29.3% | 10.8% | 5.0% |
| Q17-3. Quality of new development/redevelopment in Town | 25.0% | 27.0% | 28.7% | 12.8% | 6.5% |
| Q17-4. Amount of time to obtain a building permit after applying | 22.9% | 20.7% | 32.4% | 12.8% | 11.2% |
| Q17-5. Ease of completing regulatory processes (Town Council, Board of Adjustment, Zoning Commission) | 26.8% | 22.0% | 35.1% | 10.1% | 6.0% |
| Q17-6. Maintenance/cleanliness of residential construction sites | 19.6% | 30.7% | 29.6% | 15.3% | 4.8% |
| Q17-7. Permitted days/hours for residential construction (7 am to 6 pm, Monday-Saturday) | 28.4% | 34.0% | 20.1% | 13.2% | 4.3% |
| Q17-8. Overall duration of construction projects | 14.0% | 19.5% | 33.8% | 21.3% | 11.4% |
| Q17-9. Regulation of residential construction vehicle parking | 11.1% | 17.6% | 24.2% | 27.0% | 20.2% |
| Q17-10. Ensuring compliance with zoning standards | 24.6% | 30.0% | 27.9% | 9.1% | 8.4% |
| Q17-11. Appropriateness of Town's zoning standards (height limits, building setbacks, etc.) | 31.3% | 28.4% | 21.9% | 10.8% | 7.7% |

Q17. Community Development (Building Permits, Construction, Zoning and Code Enforcement). Please rate your satisfaction with each of the following. (without "don't know")

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q17-12. Promoting sound urban planning practices through ordinance development | 30.6% | 27.7% | 23.5% | 10.3% | 7.7% |
| Q17-13. Town's effectiveness in remedying code violations (enforcement of exterior maintenance & upkeep of private property) | 24.7% | 31.6% | 23.7% | 10.9% | 9.2% |

Q18. Which THREE of the Community Development services listed in Question 17 do you think are MOST IMPORTANT for the Town to provide?

| Q18. Top choice | Number | Percent |
|--|--------|---------|
| Process to submit a building permit application | 48 | 9.9 % |
| Your ability to obtain information concerning zoning, building permits, & drainage | 20 | 4.1 % |
| Quality of new development/redevelopment in Town | 101 | 20.7 % |
| Amount of time to obtain a building permit after applying | 20 | 4.1 % |
| Ease of completing regulatory processes (Town Council, Board of Adjustment, Zoning Commission) | 3 | 0.6 % |
| Maintenance/cleanliness of residential construction sites | 34 | 7.0 % |
| Permitted days/hours for residential construction (7 am to 6 pm, Monday-Saturday) | 32 | 6.6 % |
| Overall duration of construction projects | 25 | 5.1 % |
| Regulation of residential construction vehicle parking | 20 | 4.1 % |
| Ensuring compliance with zoning standards | 14 | 2.9 % |
| Appropriateness of Town's zoning standards (height limits, building setbacks, etc.) | 22 | 4.5 % |
| Promoting sound urban planning practices through ordinance development | 17 | 3.5 % |
| Town's effectiveness in remedying code violations (enforcement of exterior maintenance & upkeep of private property) | 17 | 3.5 % |
| None chosen | 114 | 23.4 % |
| Total | 487 | 100.0 % |

Q18. Which THREE of the Community Development services listed in Question 17 do you think are MOST IMPORTANT for the Town to provide?

| <u>Q18. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Process to submit a building permit application | 17 | 3.5 % |
| Your ability to obtain information concerning zoning, building permits, & drainage | 22 | 4.5 % |
| Quality of new development/redevelopment in Town | 34 | 7.0 % |
| Amount of time to obtain a building permit after applying | 13 | 2.7 % |
| Ease of completing regulatory processes (Town Council, Board of Adjustment, Zoning Commission) | 16 | 3.3 % |
| Maintenance/cleanliness of residential construction sites | 56 | 11.5 % |
| Permitted days/hours for residential construction (7 am to 6 pm, Monday-Saturday) | 27 | 5.5 % |
| Overall duration of construction projects | 42 | 8.6 % |
| Regulation of residential construction vehicle parking | 50 | 10.3 % |
| Ensuring compliance with zoning standards | 23 | 4.7 % |
| Appropriateness of Town's zoning standards (height limits, building setbacks, etc.) | 29 | 6.0 % |
| Promoting sound urban planning practices through ordinance development | 19 | 3.9 % |
| Town's effectiveness in remedying code violations (enforcement of exterior maintenance & upkeep of private property) | 12 | 2.5 % |
| <u>None chosen</u> | <u>127</u> | <u>26.1 %</u> |
| Total | 487 | 100.0 % |

Q18. Which THREE of the Community Development services listed in Question 17 do you think are MOST IMPORTANT for the Town to provide?

| <u>Q18. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Process to submit a building permit application | 12 | 2.5 % |
| Your ability to obtain information concerning zoning, building permits, & drainage | 13 | 2.7 % |
| Quality of new development/redevelopment in Town | 32 | 6.6 % |
| Amount of time to obtain a building permit after applying | 18 | 3.7 % |
| Ease of completing regulatory processes (Town Council, Board of Adjustment, Zoning Commission) | 12 | 2.5 % |
| Maintenance/cleanliness of residential construction sites | 33 | 6.8 % |
| Permitted days/hours for residential construction (7 am to 6 pm, Monday-Saturday) | 27 | 5.5 % |
| Overall duration of construction projects | 34 | 7.0 % |
| Regulation of residential construction vehicle parking | 48 | 9.9 % |
| Ensuring compliance with zoning standards | 24 | 4.9 % |
| Appropriateness of Town's zoning standards (height limits, building setbacks, etc.) | 30 | 6.2 % |
| Promoting sound urban planning practices through ordinance development | 33 | 6.8 % |
| Town's effectiveness in remedying code violations (enforcement of exterior maintenance & upkeep of private property) | 29 | 6.0 % |
| <u>None chosen</u> | <u>142</u> | <u>29.2 %</u> |
| Total | 487 | 100.0 % |

(SUM OF TOP 3 RESPONSES)**Q18. Which THREE of the Community Development services listed in Question 17 do you think are MOST IMPORTANT for the Town to provide? (top 3)**

| <u>Q18. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Process to submit a building permit application | 77 | 15.8 % |
| Your ability to obtain information concerning zoning, building permits, & drainage | 55 | 11.3 % |
| Quality of new development/redevelopment in Town | 167 | 34.3 % |
| Amount of time to obtain a building permit after applying | 51 | 10.5 % |
| Ease of completing regulatory processes (Town Council, Board of Adjustment, Zoning Commission) | 31 | 6.4 % |
| Maintenance/cleanliness of residential construction sites | 123 | 25.3 % |
| Permitted days/hours for residential construction (7 am to 6 pm, Monday-Saturday) | 86 | 17.7 % |
| Overall duration of construction projects | 101 | 20.7 % |
| Regulation of residential construction vehicle parking | 118 | 24.2 % |
| Ensuring compliance with zoning standards | 61 | 12.5 % |
| Appropriateness of Town's zoning standards (height limits, building setbacks, etc.) | 81 | 16.6 % |
| Promoting sound urban planning practices through ordinance development | 69 | 14.2 % |
| Town's effectiveness in remedying code violations (enforcement of exterior maintenance & upkeep of private property) | 58 | 11.9 % |
| <u>None chosen</u> | <u>114</u> | <u>23.4 %</u> |
| Total | 1192 | |

Q19. Library System. Please rate your satisfaction with each of the following.

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q19-1. Quality of space of library facility | 53.6% | 13.3% | 4.5% | 0.8% | 0.0% | 27.7% |
| Q19-2. Hours of operation (Tuesdays 9:30 am-7:00 pm & Wednesdays-Saturdays 9:30 am-5:30 pm) | 51.7% | 16.4% | 5.5% | 0.8% | 0.0% | 25.5% |
| Q19-3. Quality of library children's events, classes & programs | 40.0% | 10.1% | 5.1% | 0.0% | 0.0% | 44.8% |
| Q19-4. Quality of library adult events, classes & programs | 36.6% | 10.7% | 6.2% | 0.8% | 0.0% | 45.8% |
| Q19-5. Quality of library teen events, classes, & programs | 29.4% | 6.2% | 6.6% | 0.0% | 0.0% | 57.9% |
| Q19-6. Quality of library's online catalog & website | 38.8% | 11.1% | 7.8% | 0.4% | 0.0% | 41.9% |
| Q19-7. Quality & availability of library materials & resources | 42.3% | 16.2% | 6.0% | 0.6% | 0.0% | 34.9% |
| Q19-8. Quality & availability of electronic resources (eBooks, audiobooks, movies, etc.) | 38.4% | 13.6% | 7.0% | 0.4% | 0.2% | 40.5% |
| Q19-9. Quality & availability of library computers | 29.8% | 10.1% | 7.0% | 0.0% | 0.0% | 53.2% |
| Q19-10. Communication on library updates & news | 42.7% | 14.8% | 7.6% | 0.8% | 0.0% | 34.1% |

(WITHOUT "DON'T KNOW")**Q19. Library System. Please rate your satisfaction with each of the following. (without "don't know")**

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q19-1. Quality of space of library facility | 74.1% | 18.5% | 6.3% | 1.1% | 0.0% |
| Q19-2. Hours of operation (Tuesdays 9:30 am-7:00 pm & Wednesdays-Saturdays 9:30 am-5:30 pm) | 69.4% | 22.0% | 7.4% | 1.1% | 0.0% |
| Q19-3. Quality of library children's events, classes & programs | 72.5% | 18.2% | 9.3% | 0.0% | 0.0% |
| Q19-4. Quality of library adult events, classes & programs | 67.4% | 19.7% | 11.4% | 1.5% | 0.0% |
| Q19-5. Quality of library teen events, classes, & programs | 69.8% | 14.6% | 15.6% | 0.0% | 0.0% |
| Q19-6. Quality of library's online catalog & website | 66.8% | 19.1% | 13.4% | 0.7% | 0.0% |
| Q19-7. Quality & availability of library materials & resources | 65.0% | 24.9% | 9.1% | 0.9% | 0.0% |
| Q19-8. Quality & availability of electronic resources (eBooks, audiobooks, movies, etc.) | 64.5% | 22.8% | 11.7% | 0.7% | 0.3% |
| Q19-9. Quality & availability of library computers | 63.6% | 21.5% | 14.9% | 0.0% | 0.0% |
| Q19-10. Communication on library updates & news | 64.8% | 22.4% | 11.5% | 1.2% | 0.0% |

Q20. Which THREE of the library services listed in Question 19 do you think are MOST IMPORTANT for the Town to provide?

| Q20. Top choice | Number | Percent |
|--|--------|---------|
| Quality of space of library facility | 150 | 30.8 % |
| Hours of operation (Tuesdays 9:30 am-7:00 pm & Wednesdays-Saturdays 9:30 am-5:30 pm) | 47 | 9.7 % |
| Quality of library children's events, classes & programs | 33 | 6.8 % |
| Quality of library adult events, classes & programs | 14 | 2.9 % |
| Quality of library teen events, classes, & programs | 2 | 0.4 % |
| Quality of library's online catalog & website | 11 | 2.3 % |
| Quality & availability of library materials & resources | 38 | 7.8 % |
| Quality & availability of electronic resources (eBooks, audiobooks, movies, etc.) | 13 | 2.7 % |
| Communication on library updates & news | 6 | 1.2 % |
| None chosen | 173 | 35.5 % |
| Total | 487 | 100.0 % |

Q20. Which THREE of the library services listed in Question 19 do you think are MOST IMPORTANT for the Town to provide?

| Q20. 2nd choice | Number | Percent |
|--|--------|---------|
| Quality of space of library facility | 39 | 8.0 % |
| Hours of operation (Tuesdays 9:30 am-7:00 pm & Wednesdays-Saturdays 9:30 am-5:30 pm) | 61 | 12.5 % |
| Quality of library children's events, classes & programs | 67 | 13.8 % |
| Quality of library adult events, classes & programs | 19 | 3.9 % |
| Quality of library teen events, classes, & programs | 6 | 1.2 % |
| Quality of library's online catalog & website | 17 | 3.5 % |
| Quality & availability of library materials & resources | 56 | 11.5 % |
| Quality & availability of electronic resources (eBooks, audiobooks, movies, etc.) | 29 | 6.0 % |
| Quality & availability of library computers | 1 | 0.2 % |
| Communication on library updates & news | 7 | 1.4 % |
| None chosen | 185 | 38.0 % |
| Total | 487 | 100.0 % |

Q20. Which THREE of the library services listed in Question 19 do you think are MOST IMPORTANT for the Town to provide?

| Q20. 3rd choice | Number | Percent |
|--|--------|---------|
| Quality of space of library facility | 19 | 3.9 % |
| Hours of operation (Tuesdays 9:30 am-7:00 pm & Wednesdays-Saturdays 9:30 am-5:30 pm) | 38 | 7.8 % |
| Quality of library children's events, classes & programs | 27 | 5.5 % |
| Quality of library adult events, classes & programs | 24 | 4.9 % |
| Quality of library teen events, classes, & programs | 13 | 2.7 % |
| Quality of library's online catalog & website | 26 | 5.3 % |
| Quality & availability of library materials & resources | 57 | 11.7 % |
| Quality & availability of electronic resources (eBooks, audiobooks, movies, etc.) | 33 | 6.8 % |
| Quality & availability of library computers | 13 | 2.7 % |
| Communication on library updates & news | 32 | 6.6 % |
| None chosen | 205 | 42.1 % |
| Total | 487 | 100.0 % |

(WITHOUT "DON'T KNOW")

Q20. Which THREE of the library services listed in Question 19 do you think are MOST IMPORTANT for the Town to provide? (top 3)

| Q20. Top choice | Number | Percent |
|--|--------|---------|
| Quality of space of library facility | 208 | 42.7 % |
| Hours of operation (Tuesdays 9:30 am-7:00 pm & Wednesdays-Saturdays 9:30 am-5:30 pm) | 146 | 30.0 % |
| Quality of library children's events, classes & programs | 127 | 26.1 % |
| Quality of library adult events, classes & programs | 57 | 11.7 % |
| Quality of library teen events, classes, & programs | 21 | 4.3 % |
| Quality of library's online catalog & website | 54 | 11.1 % |
| Quality & availability of library materials & resources | 151 | 31.0 % |
| Quality & availability of electronic resources (eBooks, audiobooks, movies, etc.) | 75 | 15.4 % |
| Quality & availability of library computers | 14 | 2.9 % |
| Communication on library updates & news | 45 | 9.2 % |
| None chosen | 173 | 35.5 % |
| Total | 1071 | |

Q22. Town Communication. Please rate your satisfaction with each of the following.

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q22-1. Quality & ease of use of Town's website | 33.1% | 33.9% | 10.9% | 3.1% | 0.8% | 18.3% |
| Q22-2. Quality of Town's social media (X, formerly known as Twitter) | 16.8% | 10.9% | 12.9% | 2.3% | 0.4% | 56.7% |
| Q22-3. Quality of Town's digital newsletter (Monarch Herald & Bluezone) | 44.1% | 16.0% | 8.8% | 1.2% | 0.4% | 29.4% |
| Q22-4. Availability of information about Town programs/services | 38.2% | 27.3% | 11.9% | 2.5% | 0.4% | 19.7% |
| Q22-5. Town's efforts to keep you informed | 46.6% | 25.5% | 12.3% | 3.3% | 0.8% | 11.5% |
| Q22-6. Timeliness of information provided by Town | 47.2% | 24.4% | 12.3% | 2.1% | 0.4% | 13.6% |
| Q22-7. Transparency of Town government | 34.9% | 20.5% | 18.3% | 3.7% | 1.0% | 21.6% |
| Q22-8. Level of public involvement in local decision making | 27.3% | 18.7% | 20.3% | 5.5% | 1.2% | 26.9% |

(WITHOUT "DON'T KNOW")**Q22. Town Communication. Please rate your satisfaction with each of the following. (without "don't know")**

(N=487)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q22-1. Quality & ease of use of Town's website | 40.5% | 41.5% | 13.3% | 3.8% | 1.0% |
| Q22-2. Quality of Town's social media (X, formerly known as Twitter) | 38.9% | 25.1% | 29.9% | 5.2% | 0.9% |
| Q22-3. Quality of Town's digital newsletter (Monarch Herald & Bluezone) | 62.5% | 22.7% | 12.5% | 1.7% | 0.6% |
| Q22-4. Availability of information about Town programs/services | 47.6% | 34.0% | 14.8% | 3.1% | 0.5% |
| Q22-5. Town's efforts to keep you informed | 52.7% | 28.8% | 13.9% | 3.7% | 0.9% |
| Q22-6. Timeliness of information provided by Town | 54.6% | 28.3% | 14.3% | 2.4% | 0.5% |
| Q22-7. Transparency of Town government | 44.5% | 26.2% | 23.3% | 4.7% | 1.3% |
| Q22-8. Level of public involvement in local decision making | 37.4% | 25.6% | 27.8% | 7.6% | 1.7% |

Q23. Which of the following are your PRIMARY SOURCES of information about Town issues, services and events?

| Q23. Your primary sources of information about Town issues, services & events | Number | Percent |
|---|--------|---------|
| Town website | 205 | 42.1 % |
| Monarch Herald (monthly newsletter) | 50 | 10.3 % |
| Bluezone emails | 306 | 62.8 % |
| X (formerly known as Twitter) | 6 | 1.2 % |
| Town Press Releases | 90 | 18.5 % |
| Public meetings | 26 | 5.3 % |
| Local newspaper | 106 | 21.8 % |
| Local magazines | 48 | 9.9 % |
| Utility bill inserts | 139 | 28.5 % |
| Genesis text & phone call alerts | 77 | 15.8 % |
| Direct mail pieces | 151 | 31.0 % |
| Word of mouth (friends & neighbors) | 194 | 39.8 % |
| Other | 9 | 1.8 % |
| Total | 1407 | |

Q24. From which THREE sources of information listed in Question 23 would you prefer to get information from the Town?

| Q24. Top choice | Number | Percent |
|-------------------------------------|--------|---------|
| Town website | 77 | 15.8 % |
| Monarch Herald (monthly newsletter) | 16 | 3.3 % |
| Bluezone emails | 203 | 41.7 % |
| X (formerly known as Twitter) | 3 | 0.6 % |
| Town Press Releases | 14 | 2.9 % |
| Public meetings | 2 | 0.4 % |
| Local newspaper | 7 | 1.4 % |
| Local magazines | 1 | 0.2 % |
| Utility bill inserts | 12 | 2.5 % |
| Genesis text & phone call alerts | 21 | 4.3 % |
| Direct mail pieces | 29 | 6.0 % |
| Word of mouth (friends & neighbors) | 3 | 0.6 % |
| None chosen | 99 | 20.3 % |
| Total | 487 | 100.0 % |

Q24. From which THREE sources of information listed in Question 23 would you prefer to get information from the Town?

| Q24. 2nd choice | Number | Percent |
|-------------------------------------|--------|---------|
| Town website | 67 | 13.8 % |
| Monarch Herald (monthly newsletter) | 42 | 8.6 % |
| Bluezone emails | 57 | 11.7 % |
| X (formerly known as Twitter) | 9 | 1.8 % |
| Town Press Releases | 34 | 7.0 % |
| Public meetings | 7 | 1.4 % |
| Local newspaper | 12 | 2.5 % |
| Local magazines | 8 | 1.6 % |
| Utility bill inserts | 26 | 5.3 % |
| Genesis text & phone call alerts | 34 | 7.0 % |
| Direct mail pieces | 40 | 8.2 % |
| Word of mouth (friends & neighbors) | 9 | 1.8 % |
| None chosen | 142 | 29.2 % |
| Total | 487 | 100.0 % |

Q24. From which THREE sources of information listed in Question 23 would you prefer to get information from the Town?

| Q24. 3rd choice | Number | Percent |
|-------------------------------------|--------|---------|
| Town website | 50 | 10.3 % |
| Monarch Herald (monthly newsletter) | 22 | 4.5 % |
| Bluezone emails | 19 | 3.9 % |
| X (formerly known as Twitter) | 8 | 1.6 % |
| Town Press Releases | 34 | 7.0 % |
| Public meetings | 12 | 2.5 % |
| Local newspaper | 36 | 7.4 % |
| Local magazines | 7 | 1.4 % |
| Utility bill inserts | 39 | 8.0 % |
| Genesis text & phone call alerts | 21 | 4.3 % |
| Direct mail pieces | 46 | 9.4 % |
| Word of mouth (friends & neighbors) | 15 | 3.1 % |
| None chosen | 178 | 36.6 % |
| Total | 487 | 100.0 % |

(SUM OF TOP 3 RESPONSES)**Q24. From which THREE sources of information listed in Question 23 would you prefer to get information from the Town? (top 3)**

| <u>Q24. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------------------|---------------|----------------|
| Town website | 194 | 39.8 % |
| Monarch Herald (monthly newsletter) | 80 | 16.4 % |
| Bluezone emails | 279 | 57.3 % |
| X (formerly known as Twitter) | 20 | 4.1 % |
| Town Press Releases | 82 | 16.8 % |
| Public meetings | 21 | 4.3 % |
| Local newspaper | 55 | 11.3 % |
| Local magazines | 16 | 3.3 % |
| Utility bill inserts | 77 | 15.8 % |
| Genesis text & phone call alerts | 76 | 15.6 % |
| Direct mail pieces | 115 | 23.6 % |
| Word of mouth (friends & neighbors) | 27 | 5.5 % |
| None chosen | 99 | 20.3 % |
| Total | 1141 | |

Q26. What topics would you like to hear about the most?

| <u>Q26. What topics would you like to hear about the most</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Road closures & construction | 368 | 75.6 % |
| Impactful development projects | 315 | 64.7 % |
| Public Safety (crime, fire, emergency management) | 394 | 80.9 % |
| Meeting information | 129 | 26.5 % |
| Community & recreational events | 205 | 42.1 % |
| Library topics & programming | 115 | 23.6 % |
| Other | 9 | 1.8 % |
| Total | 1535 | |

Q27. Customer Service. Have you called or visited the Town with a question, problem or complaint during the past year?

| <u>Q27. Have you called or visited Town with a question, problem or complaint during past year</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes | 280 | 57.5 % |
| No | 197 | 40.5 % |
| Don't know | 10 | 2.1 % |
| Total | 487 | 100.0 % |

(WITHOUT "DON'T KNOW")**Q27. Customer Service. Have you called or visited the Town with a question, problem or complaint during the past year? (without "don't know")**

| <u>Q27. Have you called or visited Town with a question, problem or complaint during past year</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes | 280 | 58.7 % |
| No | 197 | 41.3 % |
| Total | 477 | 100.0 % |

Q27a. How did you communicate with the person you contacted?

| Q27a. How did you communicate with the person you contacted | Number | Percent |
|---|--------|---------|
| Phone | 181 | 64.6 % |
| Email | 32 | 11.4 % |
| In person | 63 | 22.5 % |
| HP4U (CRM System) | 2 | 0.7 % |
| Not provided | 2 | 0.7 % |
| Total | 280 | 100.0 % |

(WITHOUT "NOT PROVIDED")**Q27a. How did you communicate with the person you contacted? (without "not provided")**

| Q27a. How did you communicate with the person you contacted | Number | Percent |
|---|--------|---------|
| Phone | 181 | 65.1 % |
| Email | 32 | 11.5 % |
| In person | 63 | 22.7 % |
| HP4U (CRM System) | 2 | 0.7 % |
| Total | 278 | 100.0 % |

Q27b. How easy was it to contact the person you needed to reach?

| Q27b. How easy was it to contact the person you needed to reach | Number | Percent |
|---|--------|---------|
| Very easy | 201 | 71.8 % |
| Somewhat easy | 56 | 20.0 % |
| Difficult | 15 | 5.4 % |
| Very difficult | 5 | 1.8 % |
| Don't know | 3 | 1.1 % |
| Total | 280 | 100.0 % |

(WITHOUT "DON'T KNOW")**Q27b. How easy was it to contact the person you needed to reach? (without "don't know")**

| Q27b. How easy was it to contact the person you needed to reach | Number | Percent |
|---|--------|---------|
| Very easy | 201 | 72.6 % |
| Somewhat easy | 56 | 20.2 % |
| Difficult | 15 | 5.4 % |
| Very difficult | 5 | 1.8 % |
| Total | 277 | 100.0 % |

Q27c. Which departments did you contact?

| Q27c. Which departments did you contact | Number | Percent |
|---|--------|---------|
| Public Safety (Police, Fire, EMS) | 142 | 50.7 % |
| Public Works/Engineering | 70 | 25.0 % |
| Community Development (Planning, Building Inspection, Code Enforcement) | 68 | 24.3 % |
| Parks & Recreation | 40 | 14.3 % |
| Municipal Court | 9 | 3.2 % |
| Town Administration | 72 | 25.7 % |
| Library | 53 | 18.9 % |
| Utilities (Water, Wastewater, Solid Waste) | 85 | 30.4 % |
| Other | 4 | 1.4 % |
| Total | 543 | |

Q27c-9. Other:

| <u>Q27c-9. Other</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Response to blue zone email | 1 | 25.0 % |
| Receptionist that answers the main call line | 1 | 25.0 % |
| PARKING ENFORCEMENT | 1 | 25.0 % |
| Repair due to trash collection in alley | 1 | 25.0 % |
| Total | 4 | 100.0 % |

Q27d. Several factors may influence your perception of the quality of customer service you receive from Town employees. Please rate how often the employees you contacted during the past year have displayed the following.

(N=280)

| | <u>Always</u> | <u>Usually</u> | <u>Sometimes</u> | <u>Seldom</u> | <u>Never</u> | <u>Don't know</u> |
|---|---------------|----------------|------------------|---------------|--------------|-------------------|
| Q27d-1. They responded to my inquiry & followed through in a timely manner | 71.1% | 16.1% | 6.1% | 2.9% | 2.1% | 1.8% |
| Q27d-2. They gave prompt, accurate & complete answers to questions | 68.9% | 15.4% | 8.2% | 2.1% | 2.5% | 2.9% |
| Q27d-3. They helped me resolve an issue to my satisfaction | 67.1% | 15.7% | 7.1% | 3.2% | 3.6% | 3.2% |
| Q27d-4. They handled my request with ease & followed up on my concern as needed | 66.1% | 13.2% | 8.2% | 4.3% | 3.9% | 4.3% |
| Q27d-5. They were courteous & polite | 81.4% | 10.4% | 4.3% | 0.7% | 1.1% | 2.1% |

(WITHOUT "DON'T KNOW")

Q27d. Several factors may influence your perception of the quality of customer service you receive from Town employees. Please rate how often the employees you contacted during the past year have displayed the following. (without "don't know")

(N=280)

| | Always | Usually | Sometimes | Seldom | Never |
|---|--------|---------|-----------|--------|-------|
| Q27d-1. They responded to my inquiry & followed through in a timely manner | 72.4% | 16.4% | 6.2% | 2.9% | 2.2% |
| Q27d-2. They gave prompt, accurate & complete answers to questions | 71.0% | 15.8% | 8.5% | 2.2% | 2.6% |
| Q27d-3. They helped me resolve an issue to my satisfaction | 69.4% | 16.2% | 7.4% | 3.3% | 3.7% |
| Q27d-4. They handled my request with ease & followed up on my concern as needed | 69.0% | 13.8% | 8.6% | 4.5% | 4.1% |
| Q27d-5. They were courteous & polite | 83.2% | 10.6% | 4.4% | 0.7% | 1.1% |

Q28. Which THREE of the following do you think will be the biggest issues facing Highland Park within the next FIVE years?

Q28. Biggest issues facing Highland Park within next 5 years

| | Number | Percent |
|--|--------|---------|
| Encroachment of urban development adjacent to Highland Park | 226 | 46.4 % |
| Historic and/or architecturally significant home demolitions & redevelopment | 224 | 46.0 % |
| Housing to meet needs of various life stages | 64 | 13.1 % |
| Cut through traffic & congestion | 300 | 61.6 % |
| Stormwater/drainage & flooding | 69 | 14.2 % |
| Street repair/maintenance | 107 | 22.0 % |
| High taxes/property taxes/finances | 184 | 37.8 % |
| Crime | 153 | 31.4 % |
| Water/wastewater maintenance & utility bill rates | 32 | 6.6 % |
| Other | 20 | 4.1 % |
| Total | 1379 | |

Q29. Please rate your support of the following initiatives.

(N=487)

| | Very supportive | Somewhat supportive | Unsupportive | Don't know |
|--|-----------------|---------------------|--------------|------------|
| Q29-1. Purchasing property for the creation of additional parks and/or open spaces | 47.4% | 26.7% | 15.8% | 10.1% |
| Q29-2. Creating a community dog park | 27.9% | 25.5% | 31.4% | 15.2% |
| Q29-3. Creating a resident & guest only on street parking program | 37.4% | 26.9% | 19.5% | 16.2% |
| Q29-4. Implementing a micro transit system aimed at reducing construction & service worker on street parking | 47.6% | 24.2% | 12.5% | 15.6% |
| Q29-5. Providing additional traffic calming measures such as street closures | 29.8% | 27.5% | 18.3% | 24.4% |
| Q29-6. Addressing problem intersections to increase safety & traffic flow | 68.8% | 18.7% | 1.6% | 10.9% |

(WITHOUT "DON'T KNOW")**Q29. Please rate your support of the following initiatives. (without "don't know")**

(N=487)

| | Very supportive | Somewhat supportive | Unsupportive |
|--|-----------------|---------------------|--------------|
| Q29-1. Purchasing property for the creation of additional parks and/or open spaces | 52.7% | 29.7% | 17.6% |
| Q29-2. Creating a community dog park | 32.9% | 30.0% | 37.0% |
| Q29-3. Creating a resident & guest only on street parking program | 44.6% | 32.1% | 23.3% |
| Q29-4. Implementing a micro transit system aimed at reducing construction & service worker on street parking | 56.4% | 28.7% | 14.8% |
| Q29-5. Providing additional traffic calming measures such as street closures | 39.4% | 36.4% | 24.2% |
| Q29-6. Addressing problem intersections to increase safety & traffic flow | 77.2% | 21.0% | 1.8% |

Q30. Which TWO of the initiatives listed in Question 29 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

| <u>Q30. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Purchasing property for the creation of additional parks and/or open spaces | 62 | 12.7 % |
| Creating a community dog park | 27 | 5.5 % |
| Creating a resident & guest only on street parking program | 84 | 17.2 % |
| Implementing a micro transit system aimed at reducing construction & service worker on street parking | 95 | 19.5 % |
| Providing additional traffic calming measures such as street closures | 27 | 5.5 % |
| Addressing problem intersections to increase safety & traffic flow | 129 | 26.5 % |
| None chosen | 63 | 12.9 % |
| Total | 487 | 100.0 % |

Q30. Which TWO of the initiatives listed in Question 29 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

| <u>Q30. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Purchasing property for the creation of additional parks and/or open spaces | 57 | 11.7 % |
| Creating a community dog park | 30 | 6.2 % |
| Creating a resident & guest only on street parking program | 54 | 11.1 % |
| Implementing a micro transit system aimed at reducing construction & service worker on street parking | 68 | 14.0 % |
| Providing additional traffic calming measures such as street closures | 64 | 13.1 % |
| Addressing problem intersections to increase safety & traffic flow | 124 | 25.5 % |
| None chosen | 90 | 18.5 % |
| Total | 487 | 100.0 % |

Q30. Which TWO of the initiatives listed in Question 29 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 2)

| <u>Q30. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Purchasing property for the creation of additional parks and/or open spaces | 119 | 24.4 % |
| Creating a community dog park | 57 | 11.7 % |
| Creating a resident & guest only on street parking program | 138 | 28.3 % |
| Implementing a micro transit system aimed at reducing construction & service worker on street parking | 163 | 33.5 % |
| Providing additional traffic calming measures such as street closures | 91 | 18.7 % |
| Addressing problem intersections to increase safety & traffic flow | 253 | 52.0 % |
| None chosen | 63 | 12.9 % |
| Total | 884 | |

Q33. Approximately how many years have you lived in Highland Park?

| <u>Q33. How many years have you lived in Highland Park</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| 0-5 | 66 | 13.6 % |
| 6-10 | 68 | 14.0 % |
| 11-15 | 49 | 10.1 % |
| 16-20 | 32 | 6.6 % |
| 21-30 | 86 | 17.7 % |
| 31+ | 166 | 34.1 % |
| Not provided | 20 | 4.1 % |
| Total | 487 | 100.0 % |

(WITHOUT "NOT PROVIDED")**Q33. Approximately how many years have you lived in Highland Park? (without "not provided")**

| <u>Q33. How many years have you lived in Highland Park</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| 0-5 | 66 | 14.1 % |
| 6-10 | 68 | 14.6 % |
| 11-15 | 49 | 10.5 % |
| 16-20 | 32 | 6.9 % |
| 21-30 | 86 | 18.4 % |
| 31+ | 166 | 35.5 % |
| Total | 467 | 100.0 % |

Q33a. If less than 5 years, where did you move from?

| <u>Q33a. Where did you move from</u> | <u>Number</u> | <u>Percent</u> |
|--------------------------------------|---------------|----------------|
| Dallas | 9 | 19.6 % |
| University Park | 9 | 19.6 % |
| Houston | 3 | 6.5 % |
| New York City | 2 | 4.3 % |
| Devonshire | 2 | 4.3 % |
| Austin | 2 | 4.3 % |
| Santa Fe NM | 1 | 2.2 % |
| Boone | 1 | 2.2 % |
| London | 1 | 2.2 % |
| Turtle Creek area | 1 | 2.2 % |
| Uptown Dallas | 1 | 2.2 % |
| Preston Hollow | 1 | 2.2 % |
| Miami, Florida | 1 | 2.2 % |
| North Dallas | 1 | 2.2 % |
| Rockwell, TX | 1 | 2.2 % |
| Greenway Crest | 1 | 2.2 % |
| San Francisco | 1 | 2.2 % |
| St. Louis, Missouri | 1 | 2.2 % |
| Ritz Carlton Residences | 1 | 2.2 % |
| Newport Beach, CA | 1 | 2.2 % |
| California | 1 | 2.2 % |
| MEMPHIS, TN | 1 | 2.2 % |
| FLORIDA | 1 | 2.2 % |
| MINNESOTA | 1 | 2.2 % |
| Boerne | 1 | 2.2 % |
| Total | 46 | 100.0 % |

Q34. What is your age?

| <u>Q34. Your age</u> | <u>Number</u> | <u>Percent</u> |
|----------------------|---------------|----------------|
| 18-34 | 55 | 11.3 % |
| 35-44 | 63 | 12.9 % |
| 45-54 | 88 | 18.1 % |
| 55-64 | 98 | 20.1 % |
| 65+ | 153 | 31.4 % |
| Not provided | 30 | 6.2 % |
| Total | 487 | 100.0 % |

(WITHOUT "NOT PROVIDED")

Q34. What is your age? (without "not provided")

| <u>Q34. Your age</u> | <u>Number</u> | <u>Percent</u> |
|----------------------|---------------|----------------|
| 18-34 | 55 | 12.0 % |
| 35-44 | 63 | 13.8 % |
| 45-54 | 88 | 19.3 % |
| 55-64 | 98 | 21.4 % |
| 65+ | 153 | 33.5 % |
| Total | 457 | 100.0 % |

Q35. Including yourself, how many people in your household are...

| | <u>Mean</u> | <u>Sum</u> |
|-------------|-------------|------------|
| number | 2.6 | 1162 |
| Under age 5 | 0.1 | 56 |
| Ages 5-9 | 0.1 | 53 |
| Ages 10-14 | 0.1 | 64 |
| Ages 15-19 | 0.2 | 91 |
| Ages 20-24 | 0.1 | 48 |
| Ages 25-34 | 0.3 | 121 |
| Ages 35-44 | 0.3 | 128 |
| Ages 45-54 | 0.3 | 140 |
| Ages 55-64 | 0.4 | 186 |
| Ages 65-74 | 0.3 | 141 |
| Ages 75+ | 0.3 | 134 |

Q36. Your gender:

| Q36. Your gender | Number | Percent |
|--------------------------------|--------|---------|
| Male | 231 | 47.4 % |
| Female | 216 | 44.4 % |
| I prefer to self-identify | 1 | 0.2 % |
| Completing as a household unit | 23 | 4.7 % |
| Not provided | 16 | 3.3 % |
| Total | 487 | 100.0 % |

(WITHOUT "NOT PROVIDED")**Q36. Your gender: (without "not provided")**

| Q36. Your gender | Number | Percent |
|--------------------------------|--------|---------|
| Male | 231 | 49.0 % |
| Female | 216 | 45.9 % |
| I prefer to self-identify | 1 | 0.2 % |
| Completing as a household unit | 23 | 4.9 % |
| Total | 471 | 100.0 % |

Q36-3. Self-describe your gender:

| Q36-3. Self-describe your gender | Number | Percent |
|----------------------------------|--------|---------|
| Gender fluid | 1 | 100.0 % |
| Total | 1 | 100.0 % |

Q37. Do you plan to retire in Highland Park?

| Q37. Do you plan to retire in Highland Park | Number | Percent |
|---|--------|---------|
| Yes | 332 | 68.2 % |
| No | 33 | 6.8 % |
| Already retired | 88 | 18.1 % |
| Not provided | 34 | 7.0 % |
| Total | 487 | 100.0 % |

(WITHOUT "NOT PROVIDED")**Q37. Do you plan to retire in Highland Park? (without "not provided")**

| Q37. Do you plan to retire in Highland Park | Number | Percent |
|---|--------|---------|
| Yes | 332 | 73.3 % |
| No | 33 | 7.3 % |
| Already retired | 88 | 19.4 % |
| Total | 453 | 100.0 % |



Survey Instrument

MAYOR
Will C. Beecherl
TOWN ADMINISTRATOR
Tobin E. Maples, AICP



Town of Highland Park, TX 2025 Survey
TOWN COUNCIL
MEMBERS
Alan Friedman
Marc Myers
Lydia Novakov
Don Snell
Leland White

Dear Highland Park Resident,

We appreciate your continued support and involvement in making the Town of Highland Park a premier community. This letter is a request for your assistance in continuing that legacy. Your input on the enclosed survey is invaluable to us.

The Town Council is embarking on a strategic planning process to identify long-term goals and priorities that affect nearly every aspect of our community including public safety, parks and recreation, public works, community development and code enforcement, libraries and more. To ensure these priorities reflect your needs and expectations, we need to hear from you.

We understand the survey takes a little time to complete, but every question plays an important role. It should take no longer than **15 minutes**, and the time you invest will help shape important decisions about the Town's future.

To protect your privacy, the Town has engaged ETC Institute, a nationally recognized firm specializing in municipal research, to administer the survey and compile the results. Your individual responses will remain confidential. ETC Institute will present the aggregate findings to the Town Council, and the results will be posted on the Town's website.

You may complete the survey in any of the following ways:

1. By mail, using the enclosed prepaid envelope
2. Online at hptxsurvey.org
3. By scanning the QR code below



If you have questions about the survey or would like additional information, please contact Chelsey Gordon, Director of Policy Development and Strategic Initiatives at 214-559-9347 or by emailing her at cgordon@hptx.org.

Thank you for taking the time to help us shape Highland Park's future and ensure it remains a wonderful place to live.

Sincerely,

Will Beecherl
Mayor



2025 Town of Highland Park Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the Town's planning process and will be used by Town leaders to make planning and investment decisions. If you prefer, you can take this survey at hptxsurvey.org.

1. Major Categories of Town Services. Please rate your overall satisfaction with these major categories of services provided by the Town of Highland Park.

| How satisfied are you with... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Overall quality of police, fire, and emergency medical services | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Overall quality of 9-1-1 services | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Overall quality of Town parks and green spaces | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Overall quality of recreation programs and facilities | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Overall maintenance of Town streets, sidewalks, and alleys | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Overall flow of traffic and congestion management in the Town | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Overall quality of permitting and inspection services (e.g., issuing building permits) | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Overall quality of Town water and sewer utilities | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Overall quality of public library services and programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Overall enforcement of Town codes and ordinances | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. Overall quality of customer service you receive from Town employees | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. Overall effectiveness of Town communication with the public | 5 | 4 | 3 | 2 | 1 | 9 |

2. Which FIVE of the services listed in Question 1 do you think are MOST IMPORTANT for the Town to provide? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ 5th: ____ NONE

3. Perceptions of the Town. Please rate your satisfaction with each of the following.

| How satisfied are you with... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Highland Park as a place to live | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Highland Park as a place to raise children | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Highland Park as a place to play and for leisure | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Highland Park as a place to retire | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Overall quality of Town-sponsored special events (e.g., Park Cities 4th of July Parade, Tree Lighting, Santa Around Town) | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Overall sense of community | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Overall appearance of Highland Park | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Overall quality of life in Highland Park | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Overall quality of leadership provided by Highland Park's elected officials | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Overall effectiveness of Town management | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. Overall quality of services provided by the Town of Highland Park | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. Overall value that you receive for your Town tax dollars and fees | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. Overall level of satisfaction of the town's stewardship of financial resources (pay as you go, no debt) | 5 | 4 | 3 | 2 | 1 | 9 |

4. Using a scale of 1 to 5, where 5 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 | Safe | Neutral | Unsafe | Very Unsafe | Don't Know |
|---|-----------|------|---------|--------|-------------|------------|
| 1. Overall in the Town | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. In your neighborhood during the day | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. In your neighborhood at night | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. In commercial and retail areas during the day | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. In commercial and retail areas at night | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. In Town parks | 5 | 4 | 3 | 2 | 1 | 9 |
| 7. Riding your bike, running, walking in the Town | 5 | 4 | 3 | 2 | 1 | 9 |

5. Public Safety. Please rate your satisfaction with each of the following.

| How satisfied are you with... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Visibility of Public Safety in neighborhoods | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Visibility of Public Safety in retail areas | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Efforts to prevent serious crimes (burglary, assault, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Efforts to prevent lesser crimes (vandalism, theft, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Enforcement of traffic laws (speeding, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Enforcement of parking laws | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Overall quality of police services | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Overall quality of police response times | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Overall quality of fire protection services | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Overall quality of fire emergency response times | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. Overall quality of emergency medical services ("EMS") | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. Overall quality of EMS emergency response times | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. Overall quality of non-emergency services and public safety awareness programs (house watch, car seat installation, animal control, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 14. Overall transparency of the Public Safety Department | 5 | 4 | 3 | 2 | 1 | 9 |
| 15. The Police Department's communication platforms and social media accounts | 5 | 4 | 3 | 2 | 1 | 9 |
| 16. Speed with which your 911/Dispatch call was answered | 5 | 4 | 3 | 2 | 1 | 9 |
| 17. Quality of information and/or instructions given to you by the 911 dispatcher | 5 | 4 | 3 | 2 | 1 | 9 |
| 18. Overall quality of interaction with public safety call taker | 5 | 4 | 3 | 2 | 1 | 9 |

6. Which THREE of the Public Safety Department services listed in Question 5 do you think are MOST IMPORTANT for the Town to provide? [Write in your answers below using the numbers from the list in Question 5, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

7. Town Hall/Building Maintenance. Please rate your satisfaction with each of the following.

| How satisfied are you with... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Accessibility | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. General signage and wayfinding | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Adequacy and availability of parking | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Maintenance, condition and cleanliness of Town Hall | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Quality of council chambers/municipal court facilities | 5 | 4 | 3 | 2 | 1 | 9 |

8. Parks and Recreation. Please rate your satisfaction with each of the following.

| | How satisfied are you with... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|-----|---|----------------|-----------|---------|--------------|-------------------|------------|
| 01. | Landscape, maintenance, condition, and cleanliness of Town parks | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. | Maintenance, condition, and cleanliness of decorative fountains | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. | Amenities in Town Parks (trash cans, drinking fountains, benches) | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. | Maintenance, condition, and cleanliness of playground equipment | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. | Maintenance, condition, and cleanliness of ponds, lakes, or greenways | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. | Maintenance, condition, and cleanliness of the Fairfax Park athletic field (located on the northeast corner of Beverly and the Tollway) | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. | Maintenance, condition, and cleanliness of outdoor athletic courts (pickleball and tennis) | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. | Ease of utilizing recreation software (purchasing permits, reserving courts, signing up for programs) | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. | Quality and amount of recreational programming (pickleball clinics, yoga, meditation) | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. | Maintenance of public parkway trees | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. | Adequacy of lighting in the parks and athletic courts | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. | Quality and amount of public art and sculptures throughout the Town | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. | Maintenance, condition, and cleanliness of the Town swimming pool | 5 | 4 | 3 | 2 | 1 | 9 |
| 14. | Pool season and hours of operation | 5 | 4 | 3 | 2 | 1 | 9 |
| 15. | Swimming pool operations and staffing (daily admission, pool party reservation process and experience, concessions) | 5 | 4 | 3 | 2 | 1 | 9 |
| 16. | Swimming pool programs (swim lessons, swim conditioning program, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |

9. Which THREE of the Parks and Recreation services listed in Question 8 do you think are MOST IMPORTANT for the Town to provide? [Write in your answers below using the numbers from the list in Question 8, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

10. Sanitation and Recycling. Please rate your satisfaction with each of the following.

| | How satisfied are you with... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|----|--|----------------|-----------|---------|--------------|-------------------|------------|
| 1. | Residential Garbage/Recycling collection services | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. | Brush/Yard waste collection services | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. | Bulky item collection services | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. | Frequency of Sanitation and Recycling services | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. | Clarity of information about the recycling program (what can be recycled, pick-up schedules and updates) | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. | Park Cities' Recycling/Shredding and Household Hazardous Waste Events | 5 | 4 | 3 | 2 | 1 | 9 |

11. Which TWO of the Sanitation and Recycling services listed in Question 10 do you think are MOST IMPORTANT for the Town to provide? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]

1st: ____ 2nd: ____ NONE

12. Roadways/Public Works/Engineering. Please rate your satisfaction with each of the following.

| How satisfied are you with... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Maintenance of streets (potholes, damage, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Maintenance of sidewalks (buckling, damage, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Maintenance of alleys (potholes, damage, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Ability to manage and convey storm water | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Accessibility of streets, sidewalks and buildings for people with disabilities or using mobility aids | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Maintenance of traffic signals | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Adequacy of street lighting in residential areas | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Overall cleanliness of streets (street sweeping) | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Emergency debris pick-up (after storm events) | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. The ease of north-south travel in Highland Park by car | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. The ease of east-west travel in Highland Park by car | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. The ease of travel by bicycle in Highland Park | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. The ease of pedestrian travel in Highland Park | 5 | 4 | 3 | 2 | 1 | 9 |
| 14. Communications regarding roadway/alley work being performed | 5 | 4 | 3 | 2 | 1 | 9 |
| 15. Information regarding capital improvement projects (water, sewer, roads, storm, parks) | 5 | 4 | 3 | 2 | 1 | 9 |

13. Which THREE of the Roadways/Public Works/Engineering services listed in Question 12 do you think are MOST IMPORTANT for the Town to provide? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

14. Transportation. Do you utilize Dallas Area Rapid Transit (DART) Services?

____(1) Yes [Answer 14a.] ____ (2) No [Skip to Q15.]

14a. If yes, which services do you utilize?

____(1)Bus ____ (2) Light Rail ____ (3) GoLink ____ (4) Paratransit

14b. If yes, how often do you utilize this service?

____(1) Daily ____ (2) Weekly ____ (3) Monthly ____ (4) Yearly

15. Utilities. Please rate your satisfaction with each of the following.

| How satisfied are you with... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Water pressure | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. Overall quality of water (taste, smell, clarity) | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Timeliness of water/service line break repairs | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Notification process for work being performed | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Use of smart water meter customer portal and online payment option (Water Smart) | 5 | 4 | 3 | 2 | 1 | 9 |

16. Which TWO of the Utility services listed in Question 15 do you think are MOST IMPORTANT for the Town to provide? [Write in your answers below using the numbers from the list in Question 15, or circle "NONE."]

1st: ____ 2nd: ____ NONE

17. Community Development (Building Permits, Construction, Zoning and Code Enforcement). Please rate your satisfaction with each of the following.

| | How satisfied are you with... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|-----|--|----------------|-----------|---------|--------------|-------------------|------------|
| 01. | Process to submit a building permit application | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. | Your ability to obtain information concerning zoning, building permits, and drainage | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. | The quality of new development/redevelopment in the Town | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. | Amount of time to obtain a building permit after applying | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. | Ease of completing regulatory processes (Town Council, Board of Adjustment, Zoning Commission) | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. | Maintenance/cleanliness of residential construction sites | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. | Permitted days/hours for residential construction (7 am to 6 pm, Monday - Saturday) | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. | Overall duration of construction projects | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. | Regulation of residential construction vehicle parking | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. | Ensuring compliance with zoning standards | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. | Appropriateness of the Town's zoning standards (height limits, building setbacks, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. | Promoting sound urban planning practices through ordinance development | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. | Town's effectiveness in remedying code violations (enforcement of exterior maintenance and upkeep of private property) | 5 | 4 | 3 | 2 | 1 | 9 |

18. Which THREE of the Community Development services listed in Question 17 do you think are MOST IMPORTANT for the Town to provide? [Write in your answers below using the numbers from the list in Question 17, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

19. Library System. Please rate your satisfaction with each of the following.

| | How satisfied are you with... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|-----|--|----------------|-----------|---------|--------------|-------------------|------------|
| 01. | Quality of space of the library facility | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. | Hours of operation (Tuesdays 9:30 a.m. - 7:00 p.m. and Wednesdays - Saturdays 9:30 a.m. - 5:30 p.m.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. | Quality of library children's events, classes and programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. | Quality of library adult events, classes and programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. | Quality of library teen events, classes, and programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. | Quality of library's online catalog and website | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. | Quality and availability of library materials and resources | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. | Quality and availability of electronic resources (e-books, audiobooks, movies, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. | Quality and availability of library computers | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. | Communication on library updates and news | 5 | 4 | 3 | 2 | 1 | 9 |

20. Which THREE of the library services listed in Question 19 do you think are MOST IMPORTANT for the Town to provide? [Write in your answers below using the numbers from the list in Question 19, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

21. What services or resources do you wish the library offered?

22. Town Communication. Please rate your satisfaction with each of the following.

| | How satisfied are you with... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|-----|--|----------------|-----------|---------|--------------|-------------------|------------|
| 01. | Quality and ease of use of the Town's website | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. | Quality of the Town's social media (X, formerly known as Twitter) | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. | Quality of the Town's digital newsletter (Monarch Herald and Bluezone) | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. | Availability of information about Town programs/services | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. | Town's efforts to keep you informed | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. | Timeliness of information provided by the Town | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. | Transparency of Town government | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. | Level of public involvement in local decision making | 5 | 4 | 3 | 2 | 1 | 9 |

23. Which of the following are your PRIMARY SOURCES of information about Town issues, services and events? [Check all that apply.]

- (01) Town Website
- (02) Monarch Herald (monthly newsletter)
- (03) Bluezone emails
- (04) X (formerly known as Twitter)
- (05) Town Press Releases
- (06) Public Meetings
- (07) Local newspaper
- (08) Local magazines
- (09) Utility bill inserts
- (10) Genesis text and phone call alerts
- (11) Direct mail pieces
- (12) Word of mouth (friends and neighbors)
- (13) Other: _____

24. From which THREE sources of information listed in Question 23 would you prefer to get information from the Town? [Write in your answers below using the numbers from the list in Question 23, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

25. Are there communication tools that you prefer that the Town does not currently utilize? (e.g., Podcast, Facebook, Instagram)

26. What topics would you like to hear about the most?

- (1) Road closures and construction
- (2) Impactful development projects
- (3) Public Safety (crime, fire, emergency management)
- (4) Meeting information
- (5) Community and recreational events
- (6) Library topics and programming
- (7) Other: _____

27. Customer Service. Have you called or visited the Town with a question, problem or complaint during the past year?

- (1) Yes [Answer 27a-d.]
- (2) No [Skip to Q28.]
- (9) Don't Know [Skip to Q28.]

27a. How did you communicate with the person you contacted?

- (1) Phone
- (2) Email
- (3) In person
- (4) Social media
- (5) HP4U (CRM System)

27b. How easy was it to contact the person you needed to reach?

- (4) Very easy
- (3) Somewhat easy
- (2) Difficult
- (1) Very difficult
- (9) Don't know

27c. Which departments did you contact? [Check all that apply.]

- (1) Public Safety (Police, Fire, EMS)
- (2) Public Works/Engineering
- (3) Community Development (Planning, Building Inspection, Code Enforcement)
- (4) Parks and Recreation
- (5) Municipal Court
- (6) Town Administration
- (7) Library
- (8) Utilities (Water, wastewater, solid waste)
- (9) Other: _____

27d. Several factors may influence your perception of the quality of customer service you receive from Town employees. Please rate how often the employees you contacted during the past year have displayed the following.

| Frequency that: | | Always | Usually | Sometimes | Seldom | Never | Don't Know |
|-----------------|---|--------|---------|-----------|--------|-------|------------|
| 01. | They responded to my inquiry and followed through in a timely manner | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. | They gave prompt, accurate and complete answers to questions | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. | They helped me resolve an issue to my satisfaction | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. | They handled my request with ease and followed up on my concern as needed | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. | They were courteous and polite | 5 | 4 | 3 | 2 | 1 | 9 |

28. Which THREE of the following do you think will be the biggest issues facing Highland Park within the next FIVE years? [Select THREE at most.]

- (01) Encroachment of urban development adjacent to Highland Park
- (02) Historic and/or Architecturally Significant home demolitions and redevelopment
- (03) Housing to meet the needs of various life stages
- (04) Cut through traffic and congestion
- (05) Stormwater/drainage and flooding
- (06) Street repair/maintenance
- (07) High taxes/property taxes/finances
- (08) Crime
- (09) Water/Wastewater maintenance and utility bill rates
- (10) Other: _____

29. Please rate your support of the following initiatives.

| How supportive are you of... | | Very Supportive | Somewhat Supportive | Unsupportive | Don't Know |
|------------------------------|---|-----------------|---------------------|--------------|------------|
| 1. | Purchasing property for the creation of additional parks and/or open spaces | 3 | 2 | 1 | 9 |
| 2. | Creating a community dog park | 3 | 2 | 1 | 9 |
| 3. | Creating a resident and guest only on street parking program | 3 | 2 | 1 | 9 |
| 4. | Implementing a micro transit system aimed at reducing construction and service worker on street parking | 3 | 2 | 1 | 9 |
| 5. | Providing additional traffic calming measures such as street closures | 3 | 2 | 1 | 9 |
| 6. | Addressing problem intersections to increase safety and traffic flow | 3 | 2 | 1 | 9 |

30. Which TWO of the initiatives listed in Question 29 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 29.]

1st: _____ 2nd: _____

31. What do you like BEST about living in Highland Park? _____

32. What do you like LEAST about living in Highland Park? _____

Demographics

Your individual responses will remain confidential.

33. Approximately how many years have you lived in Highland Park? _____ years

33a. If less than 5 years, where did you move from? _____

34. What is your age? _____ years

35. 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: _____ | |

36. Your gender:

____(1) Male ____ (3) I prefer to self-identify: _____
 ____ (2) Female ____ (4) Completing as a household unit

37. Do you plan to retire in Highland Park? ____ (1) Yes ____ (2) No ____ (3) Already retired

38. If you have any other suggestions to improve Town services, please provide them here.

This concludes the survey. We appreciate your time!
 Please return your completed survey in the enclosed return-reply envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061



2025 Town of Highland Park Community Survey

GIS Maps
August 2025

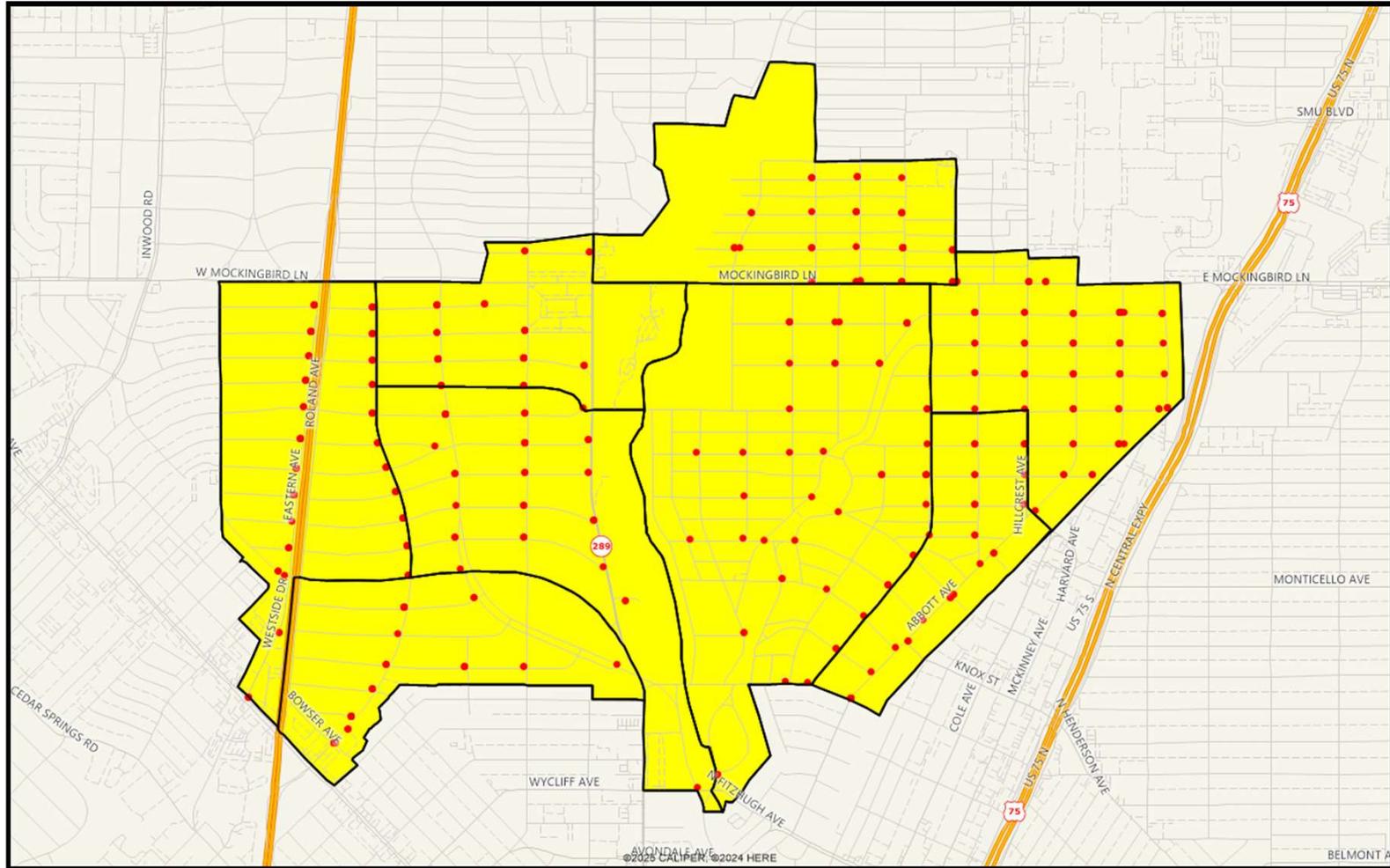
HIGHLAND PARK TOWN HALL
4700 BREKEL DRIVE



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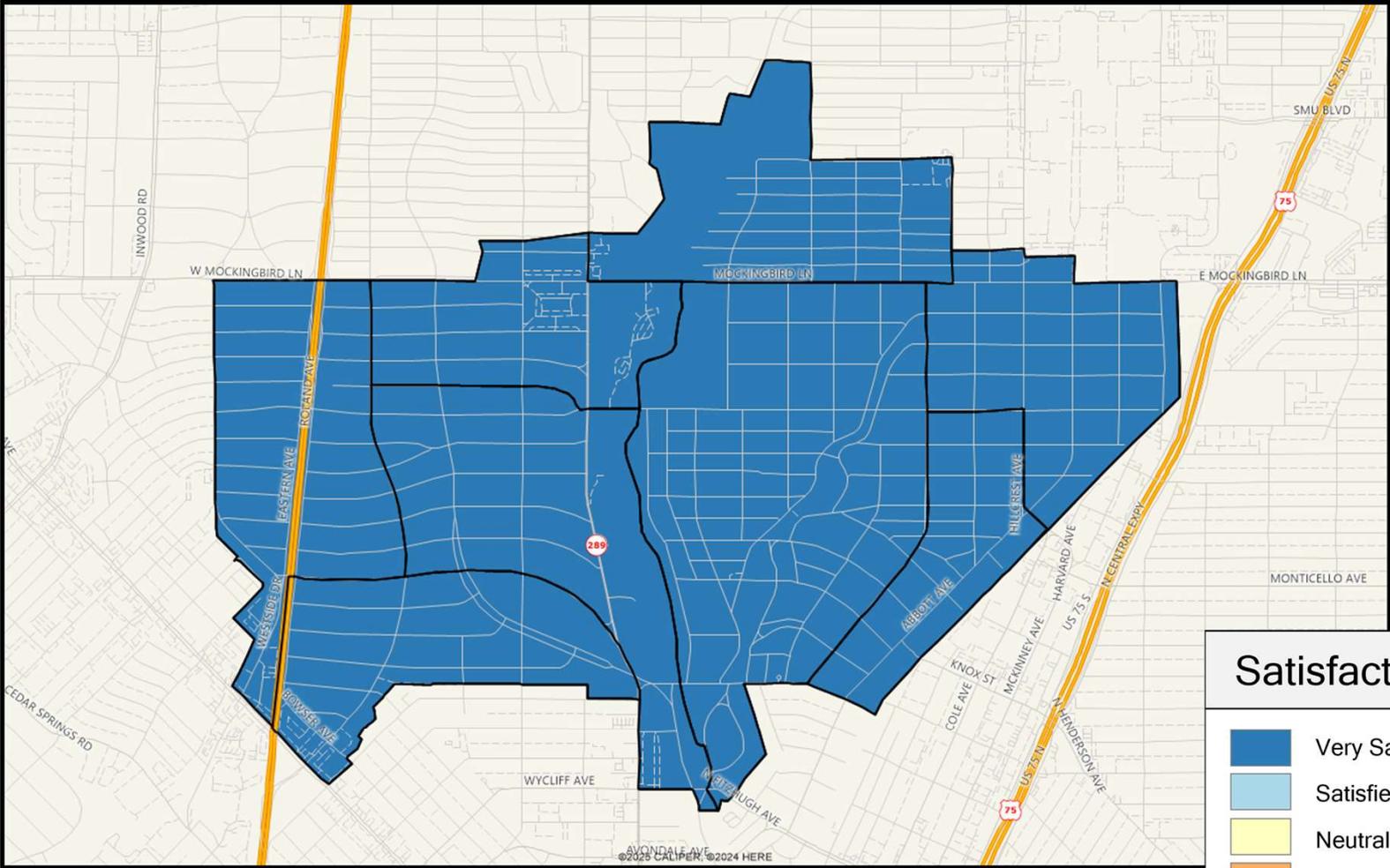
Location of Respondents

(Boundaries by Census Block Group)



Q1-01. Overall quality of police, fire, and emergency medical services

Mean: 4.95



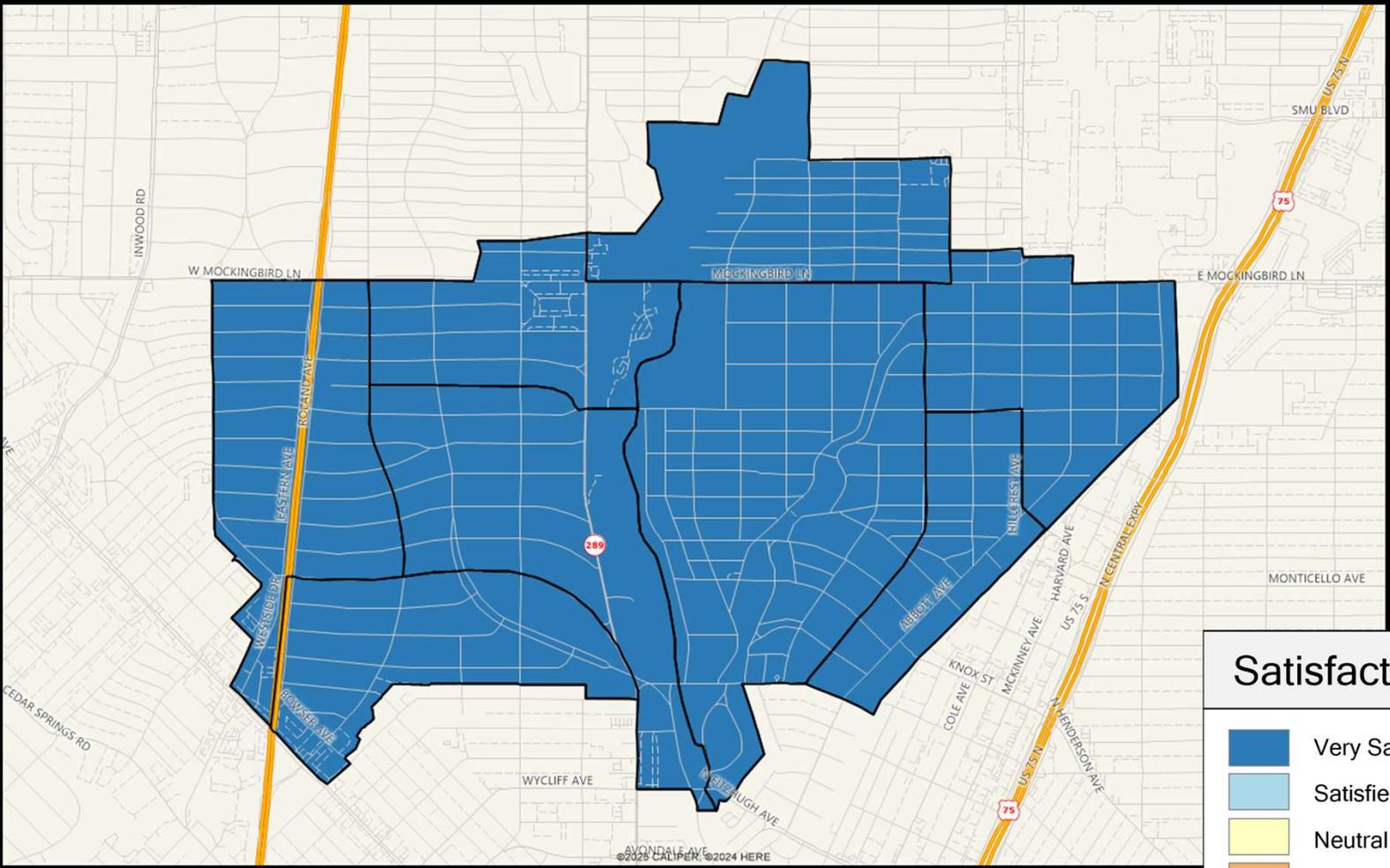
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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Q1-02. Overall quality of 9-1-1 services

Mean: 4.9



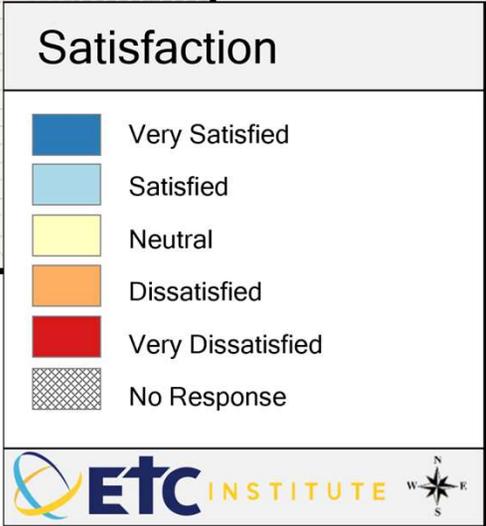
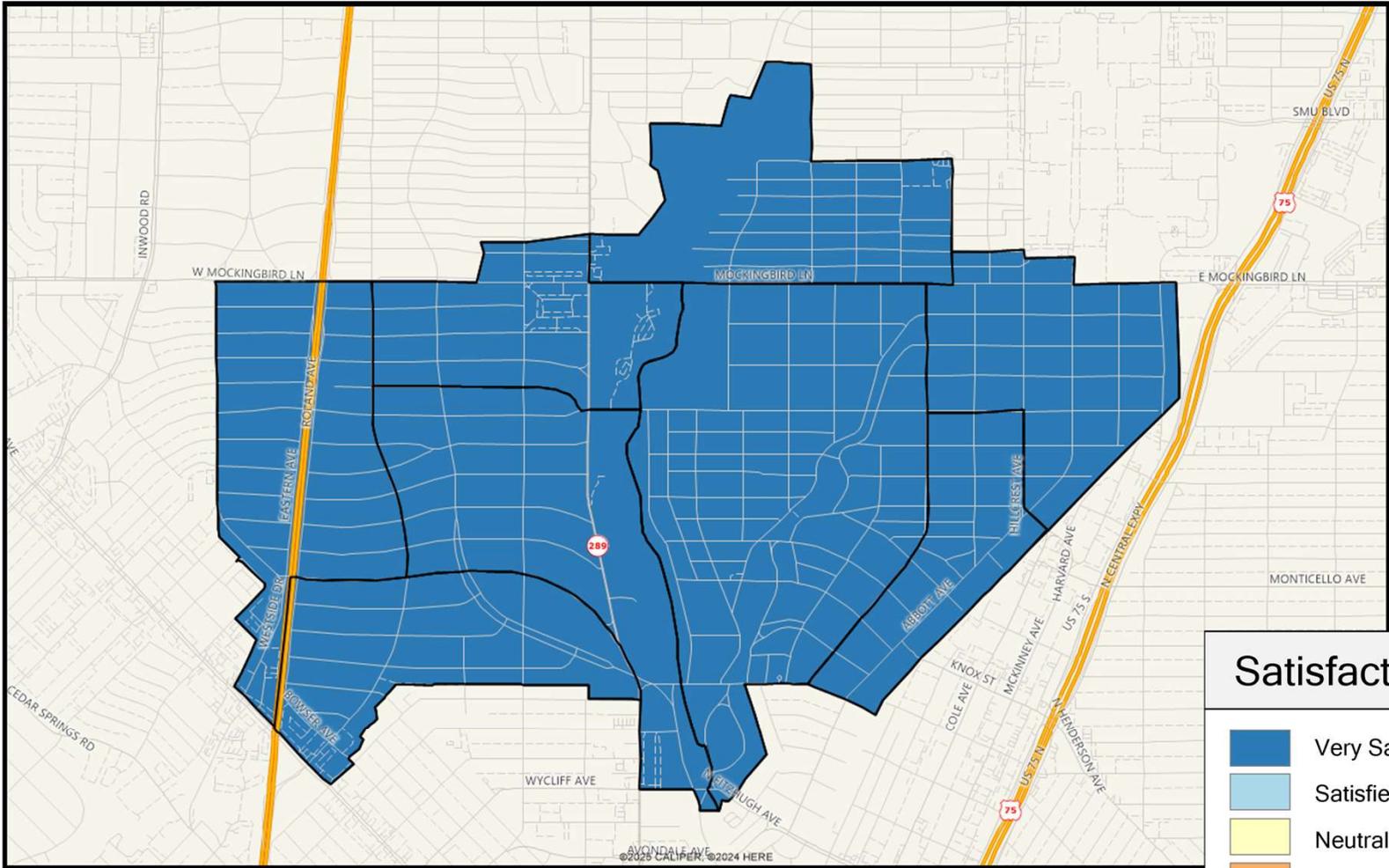
Satisfaction

| | |
|---|-------------------|
|  | Very Satisfied |
|  | Satisfied |
|  | Neutral |
|  | Dissatisfied |
|  | Very Dissatisfied |
|  | No Response |

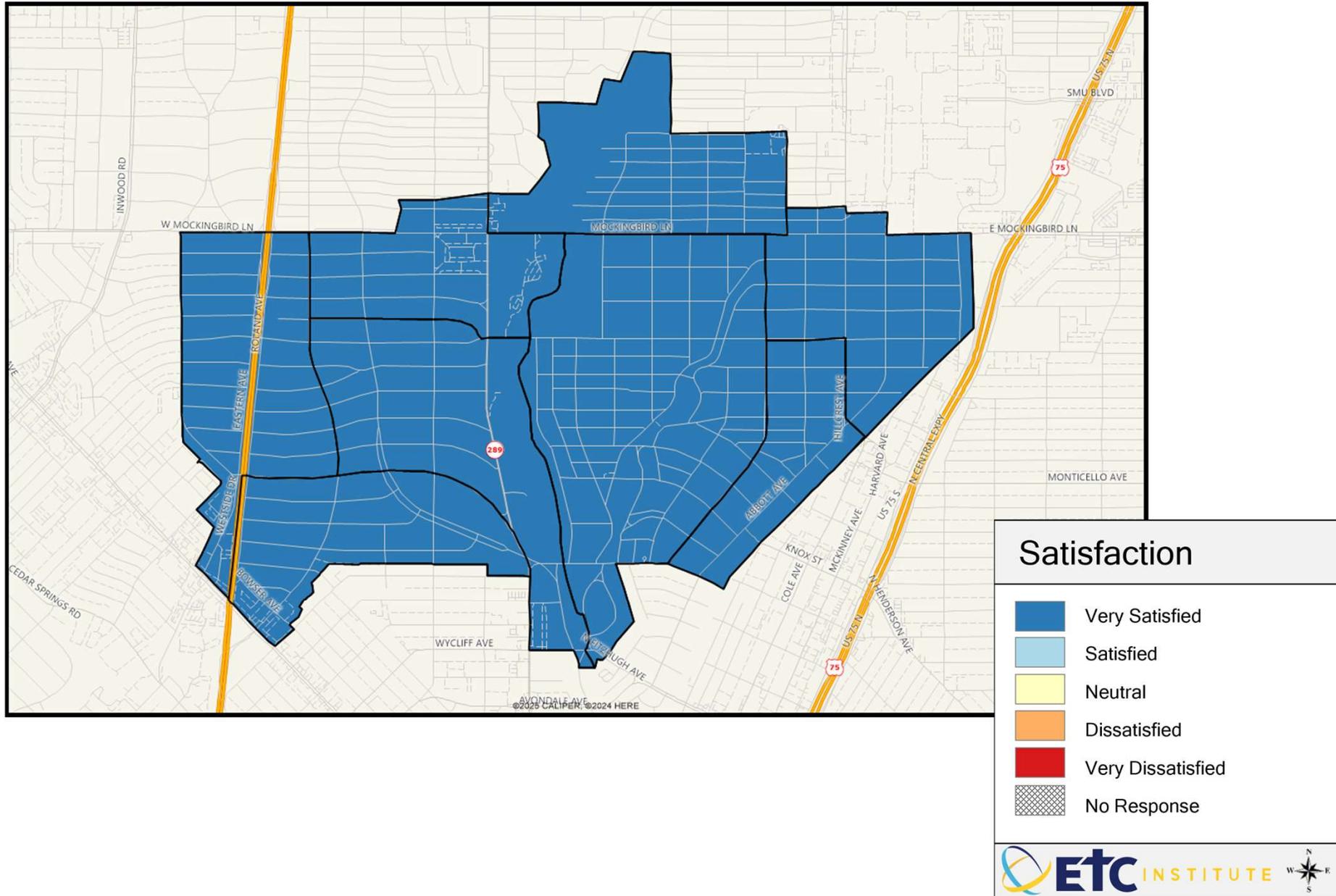
Q1-03. Overall quality of Town parks and green spaces

Mean: 4.7



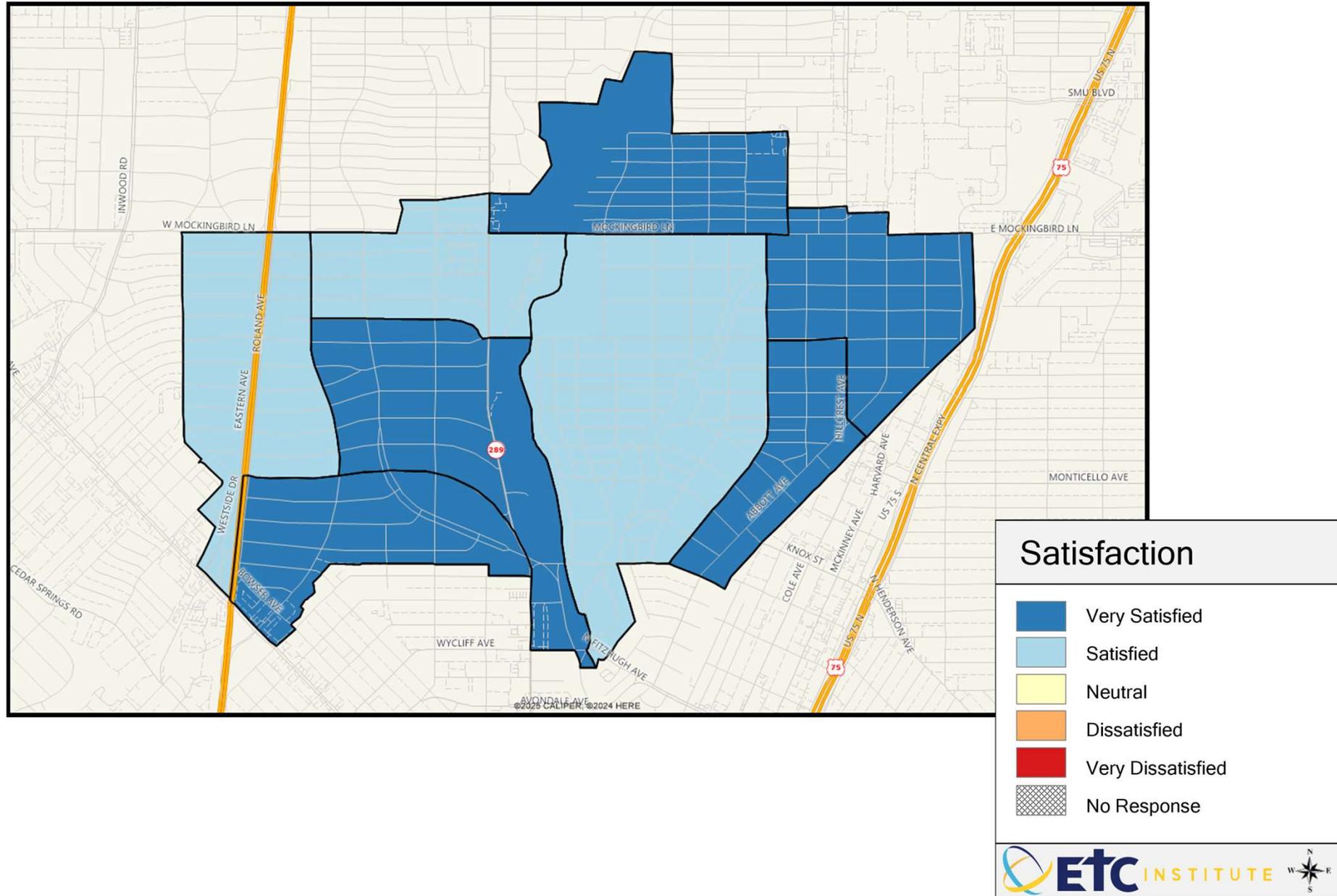
Q1-04. Overall quality of recreation programs and facilities

Mean: 4.56



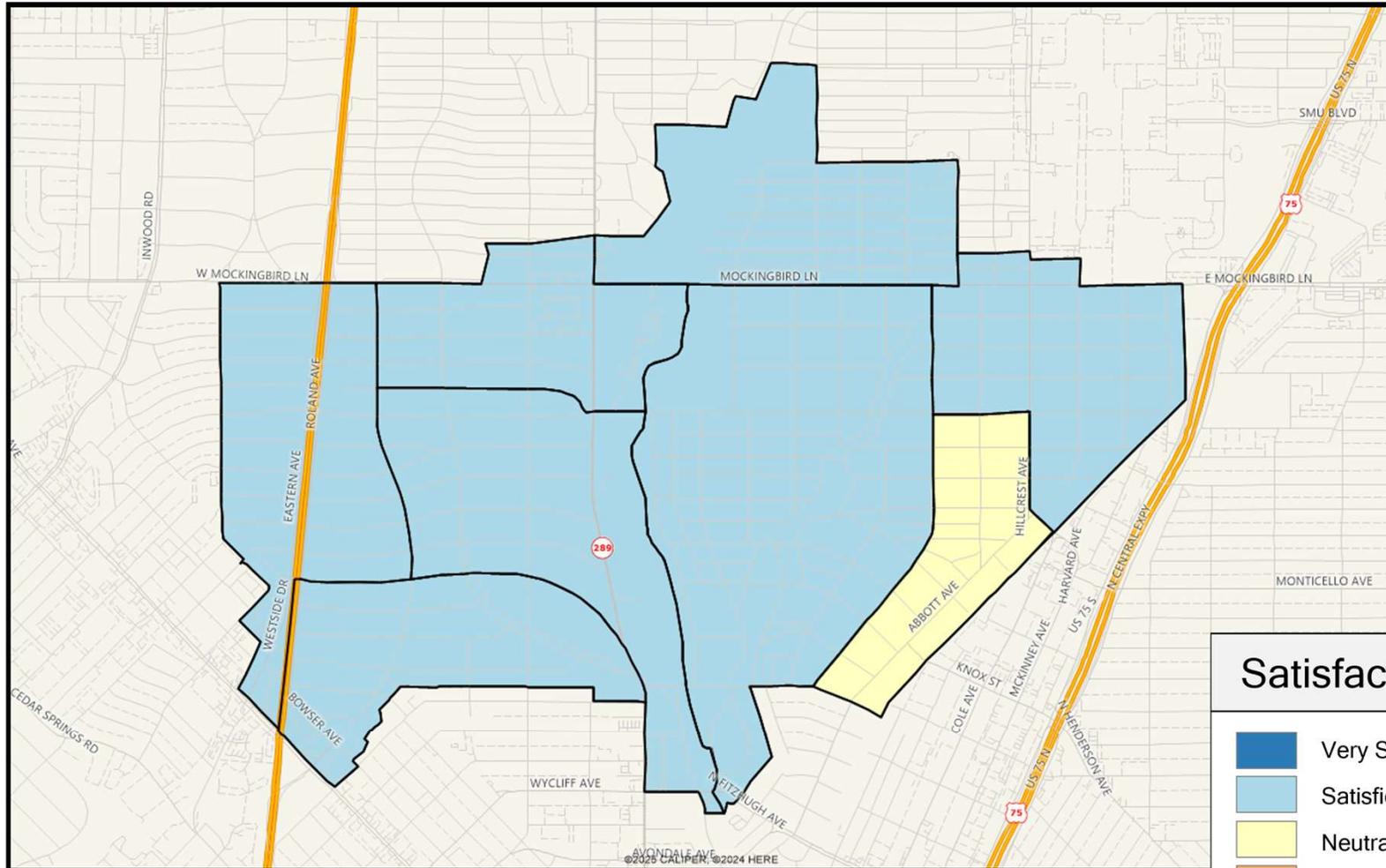
Q1-05. Overall maintenance of Town streets, sidewalks, and alleys

Mean: 4.2



Q1-06. Overall flow of traffic and congestion management in the Town

Mean: 3.78



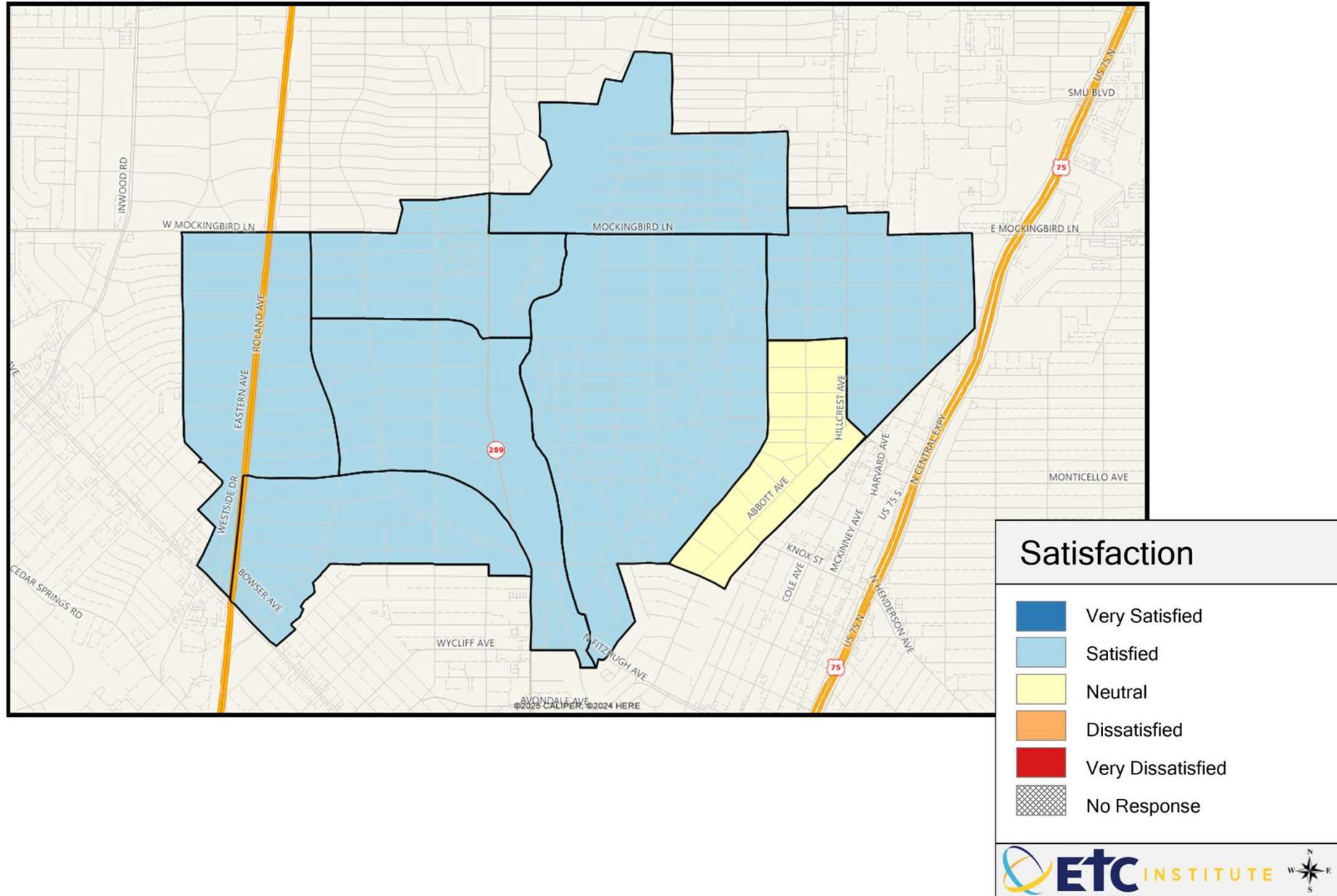
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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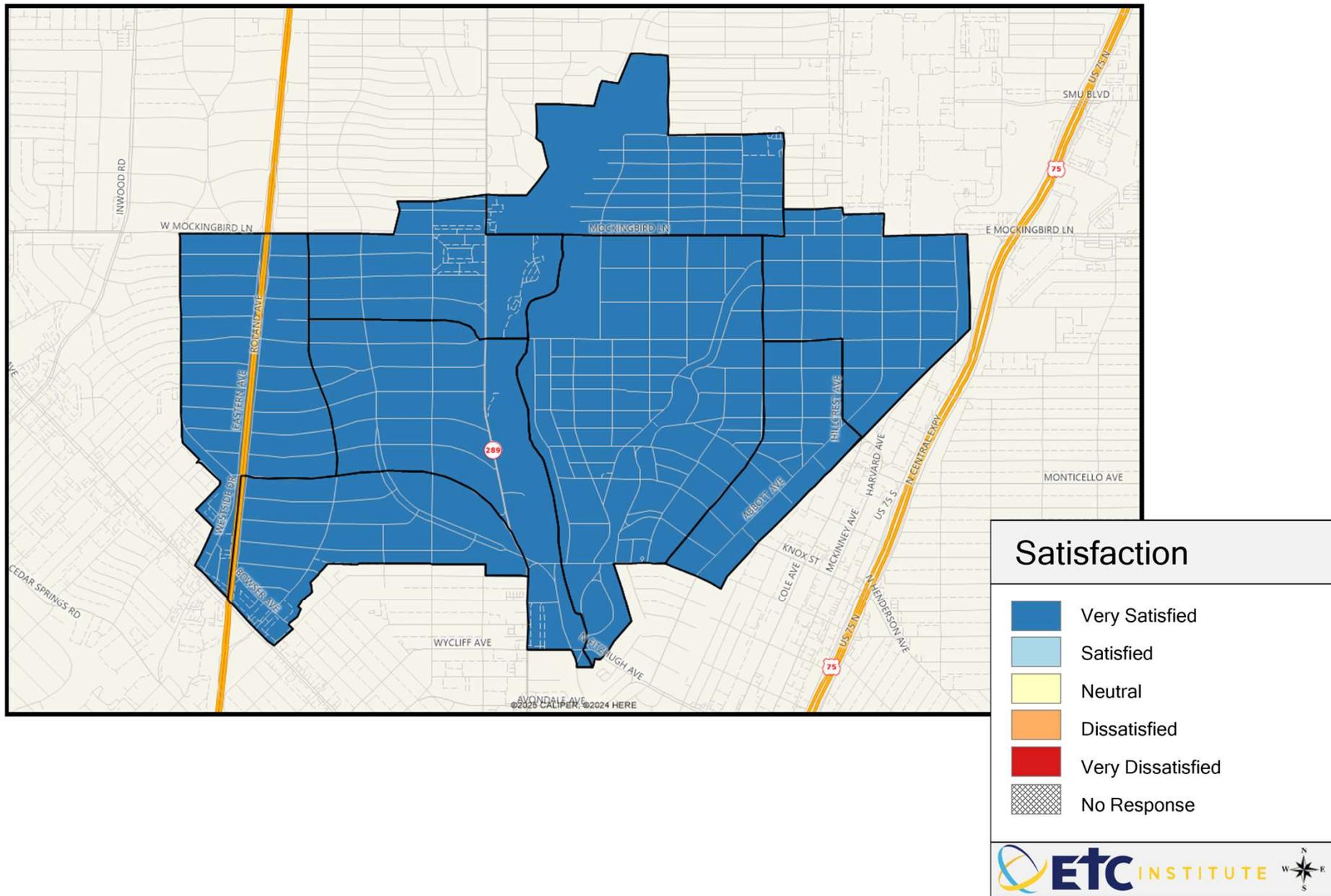
Q1-07. Overall quality of permitting and inspection services (e.g., issuing building permits)

Mean: 3.73



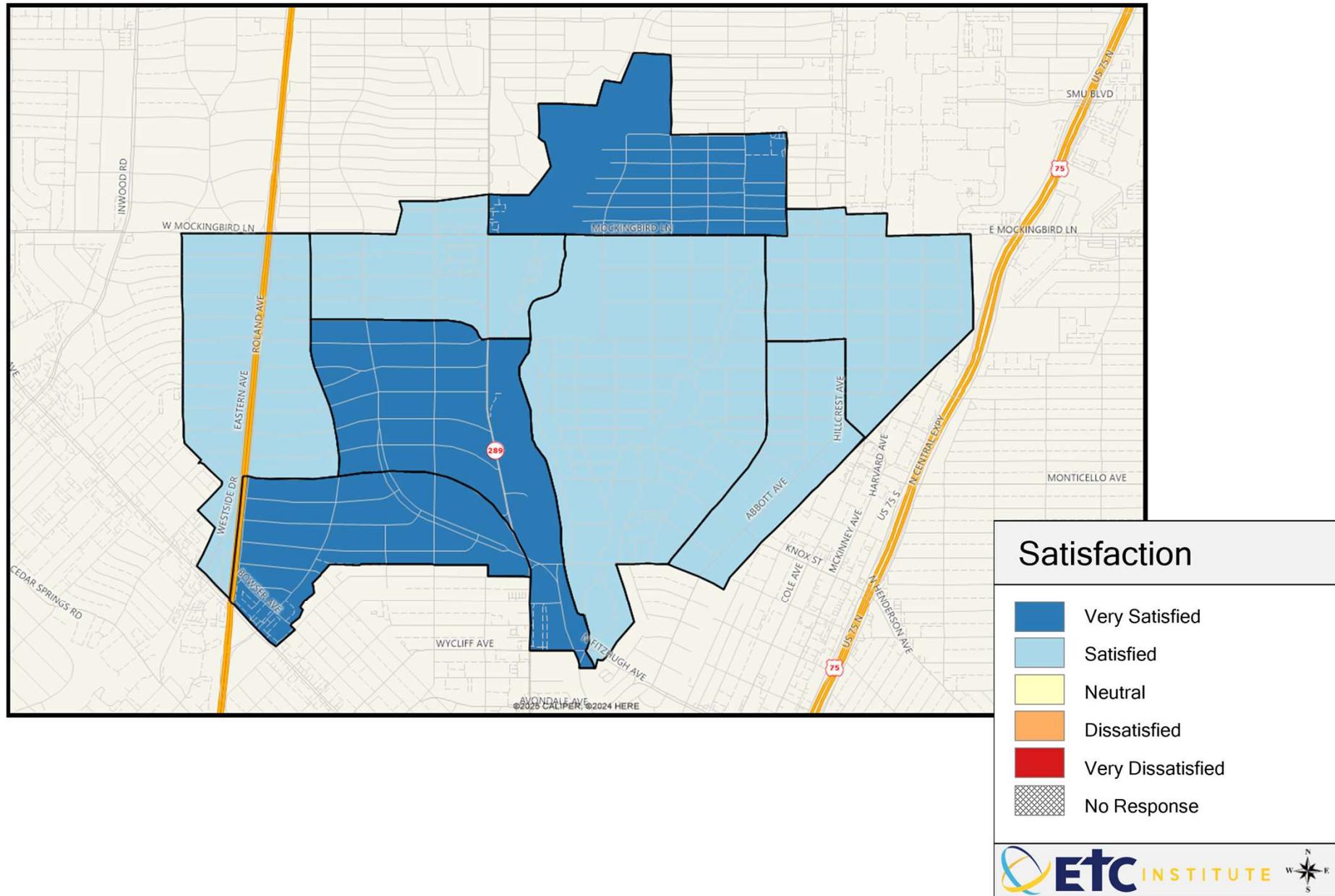
Q1-08. Overall quality of Town water and sewer utilities

Mean: 4.5

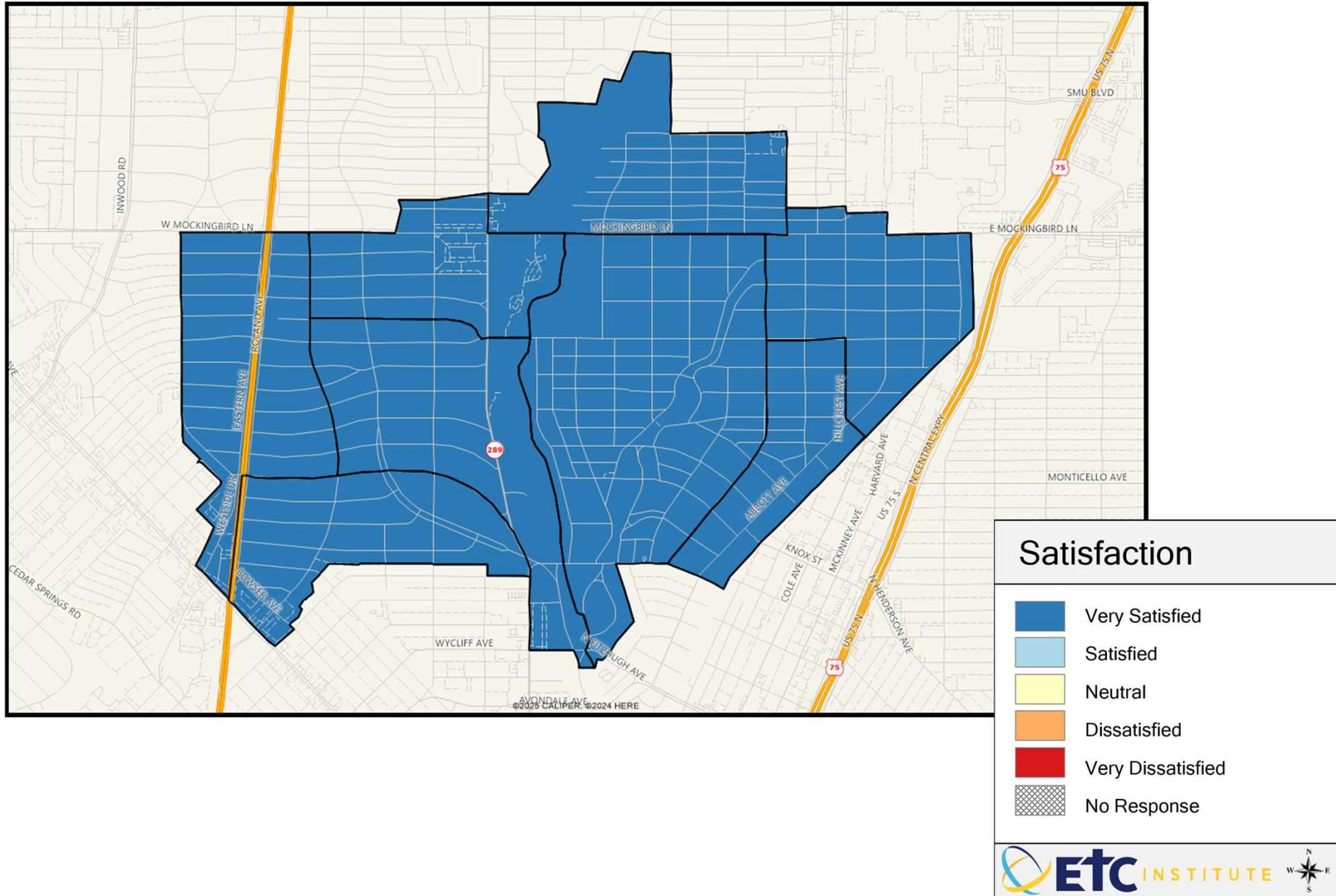


Q1-10. Overall enforcement of Town codes and ordinances

Mean: 4.07

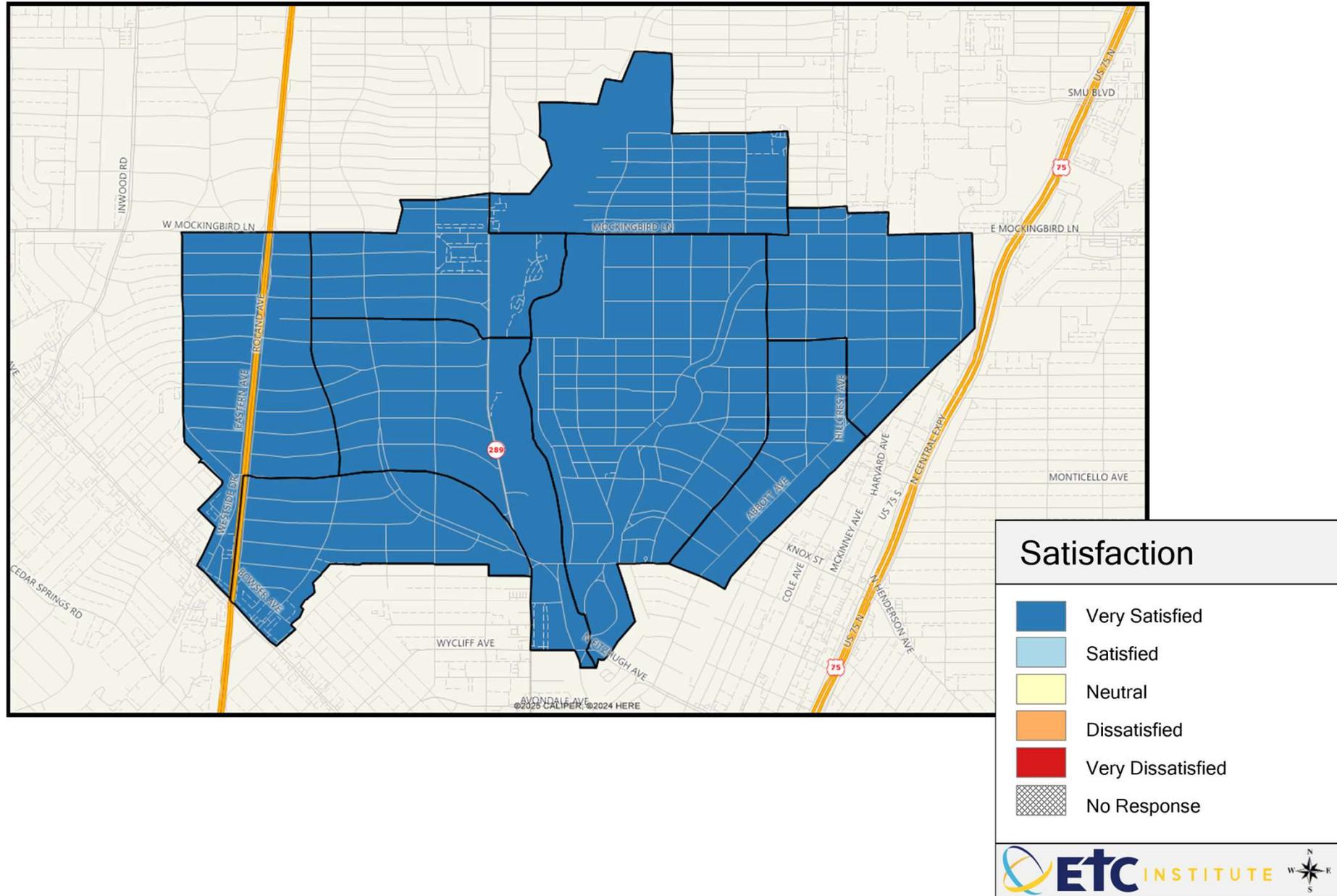


Q1-11. Overall quality of customer service you receive from Town employees Mean: 4.71



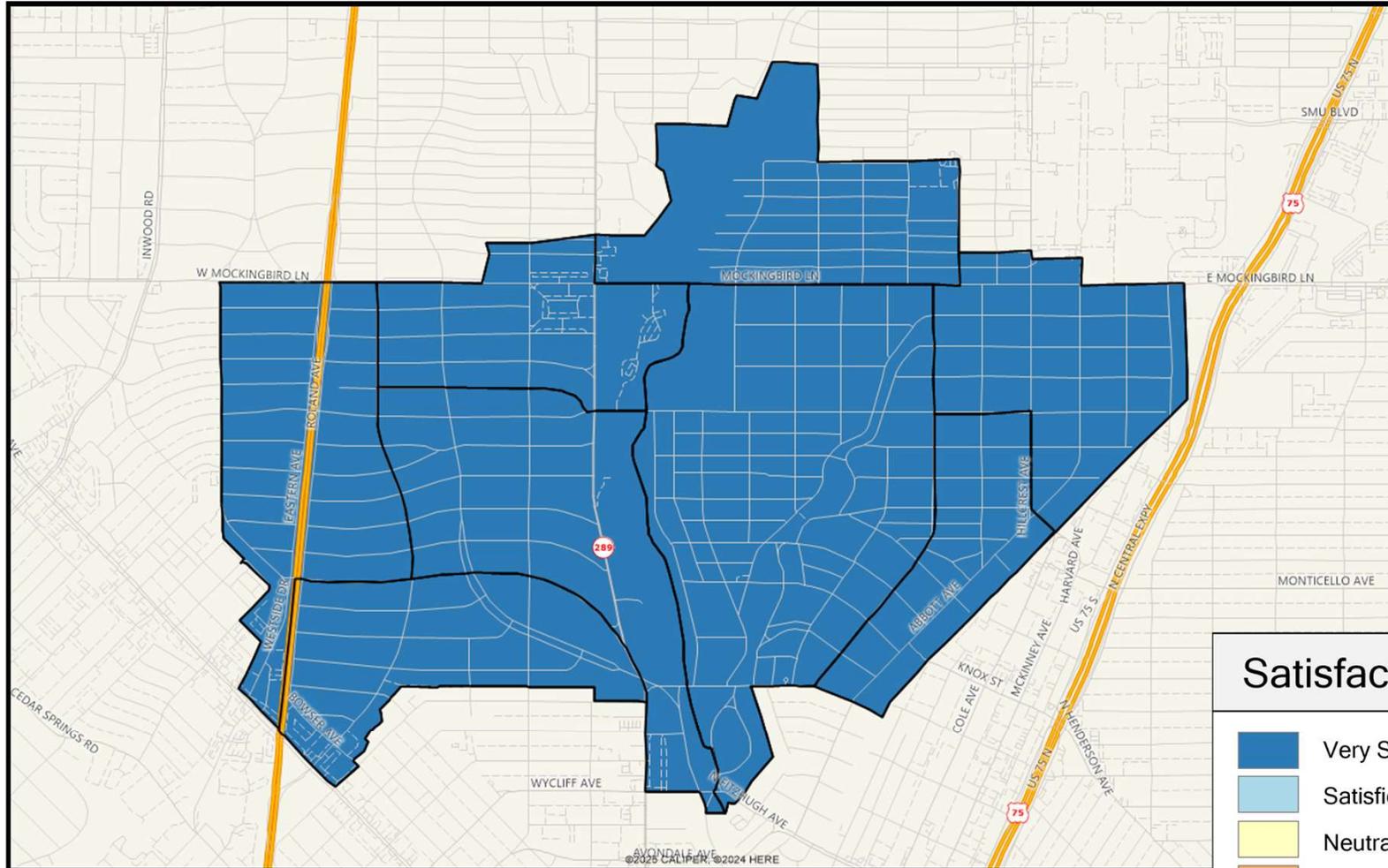
Q1-12. Overall effectiveness of Town communication with the public

Mean: 4.57



Q3-01. Highland Park as a place to live

Mean: 4.91



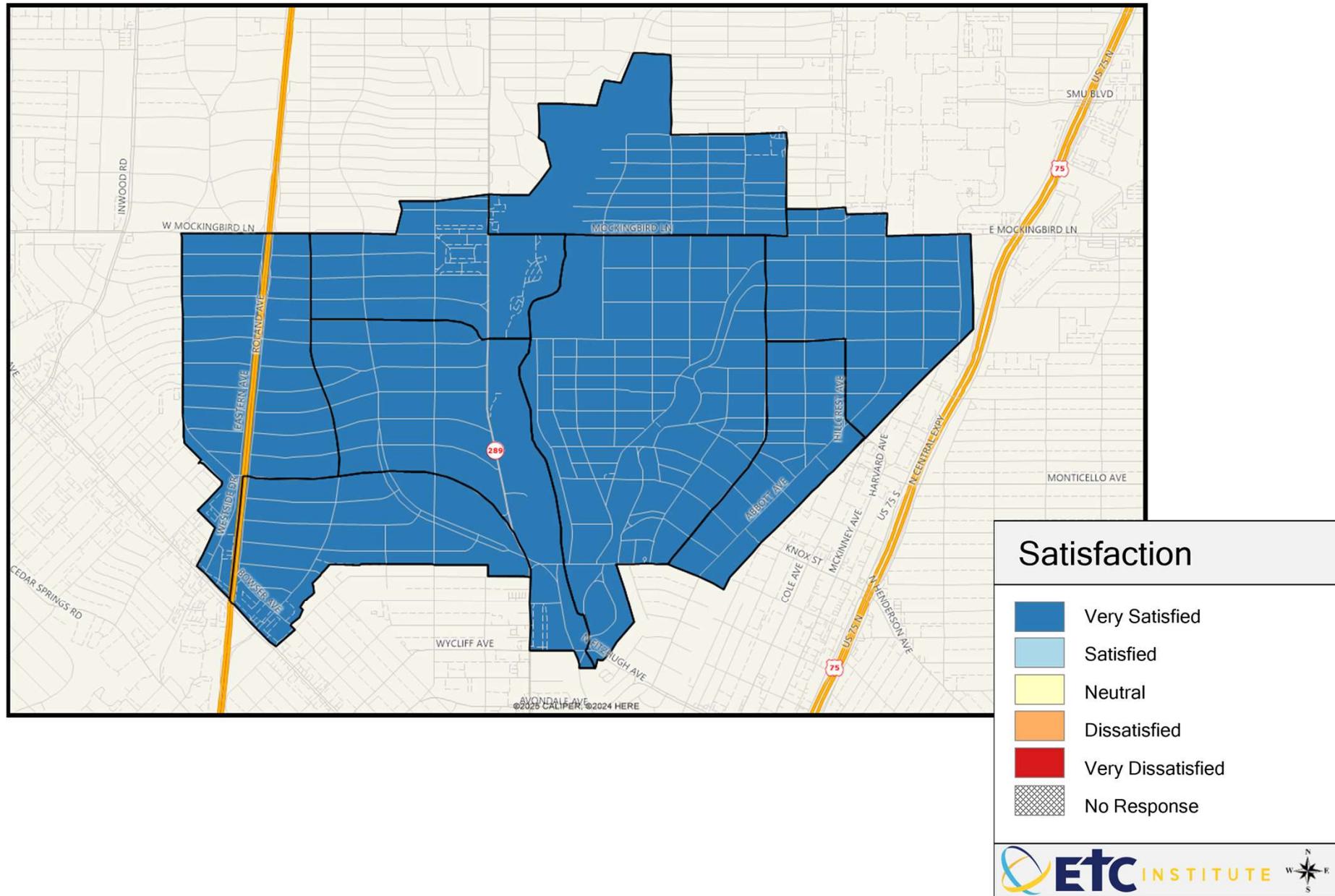
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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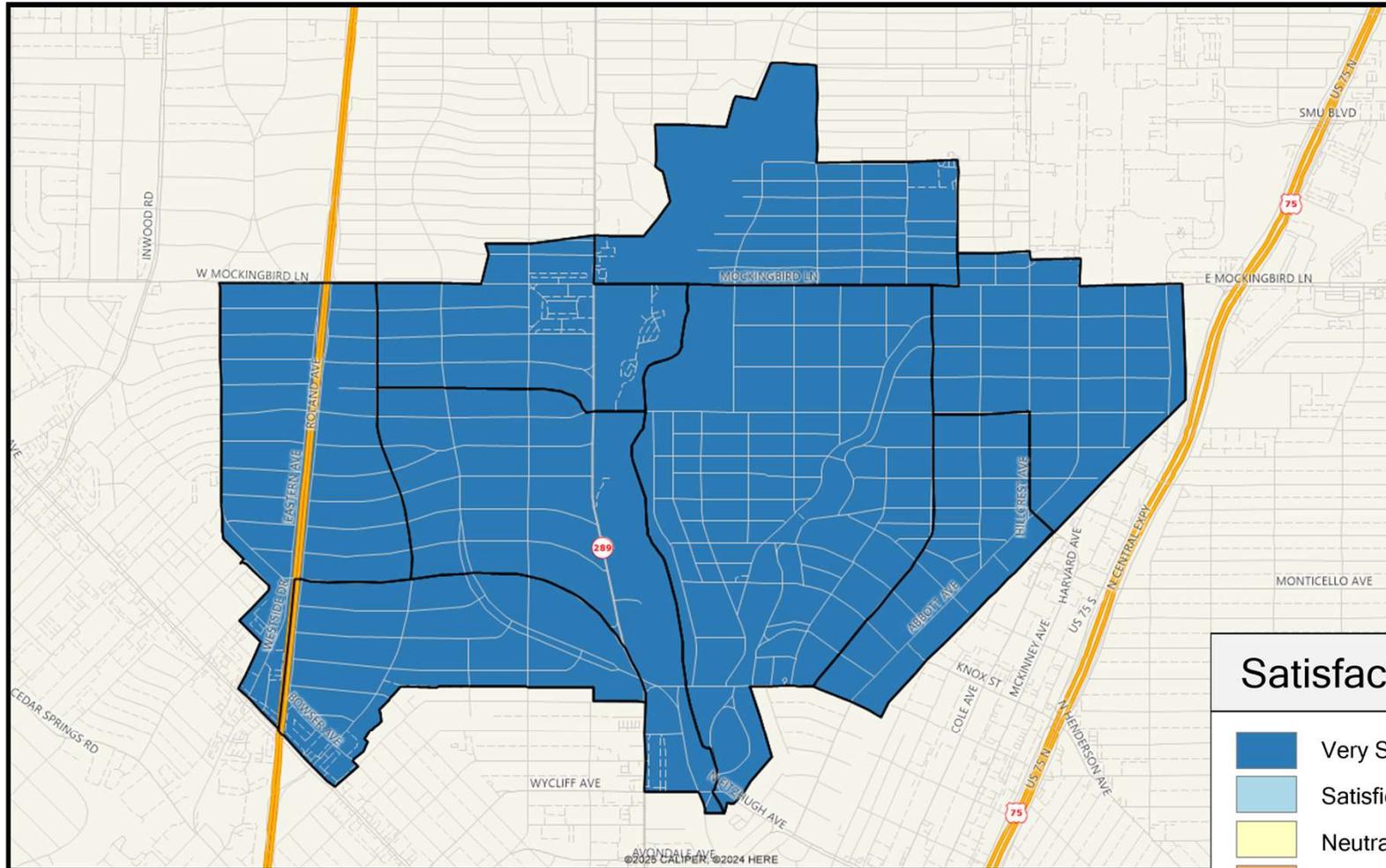
Q3-02. Highland Park as a place to raise children

Mean: 4.86



Q3-03. Highland Park as a place to play and for leisure

Mean: 4.64



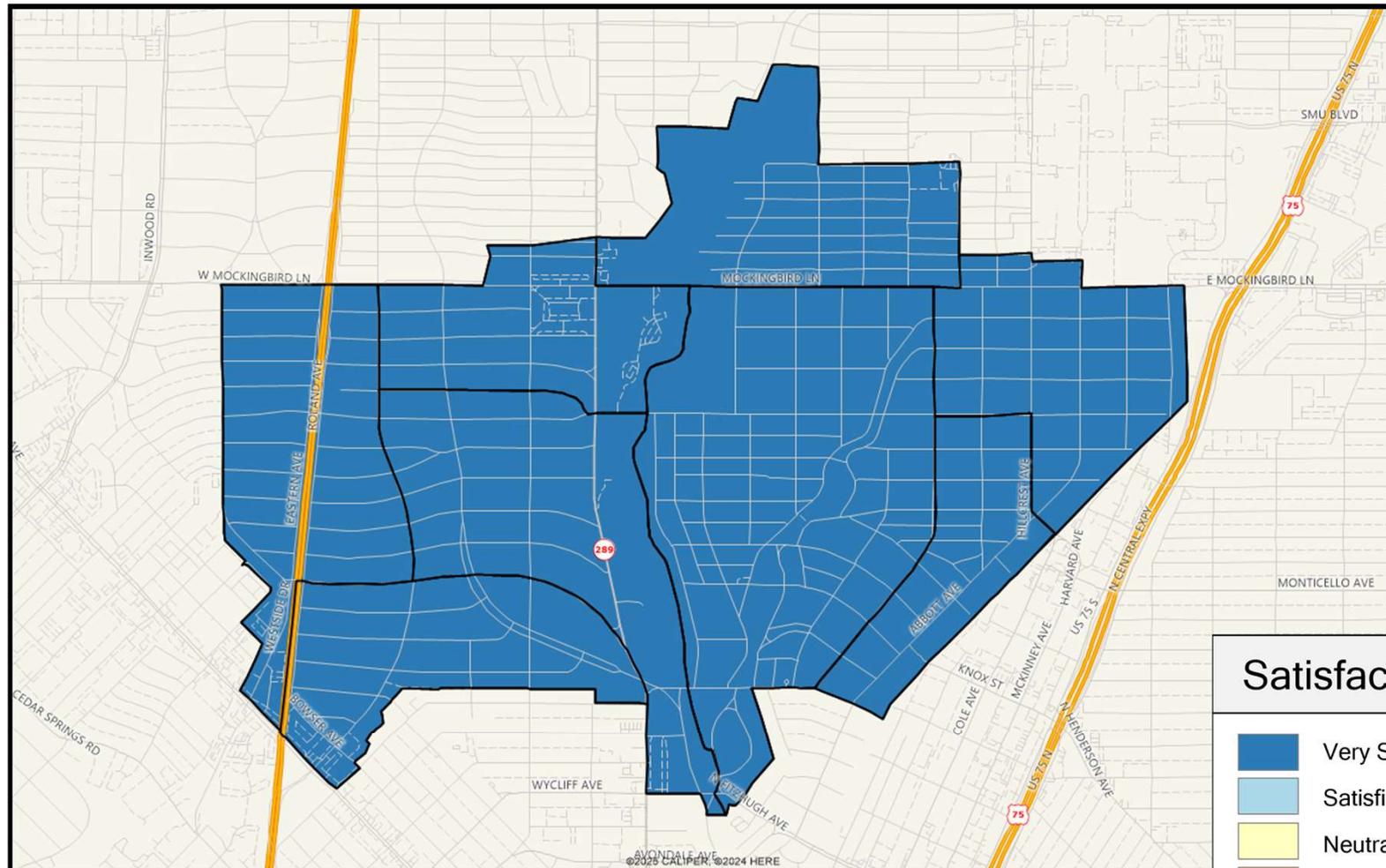
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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Q3-04. Highland Park as a place to retire

Mean: 4.55



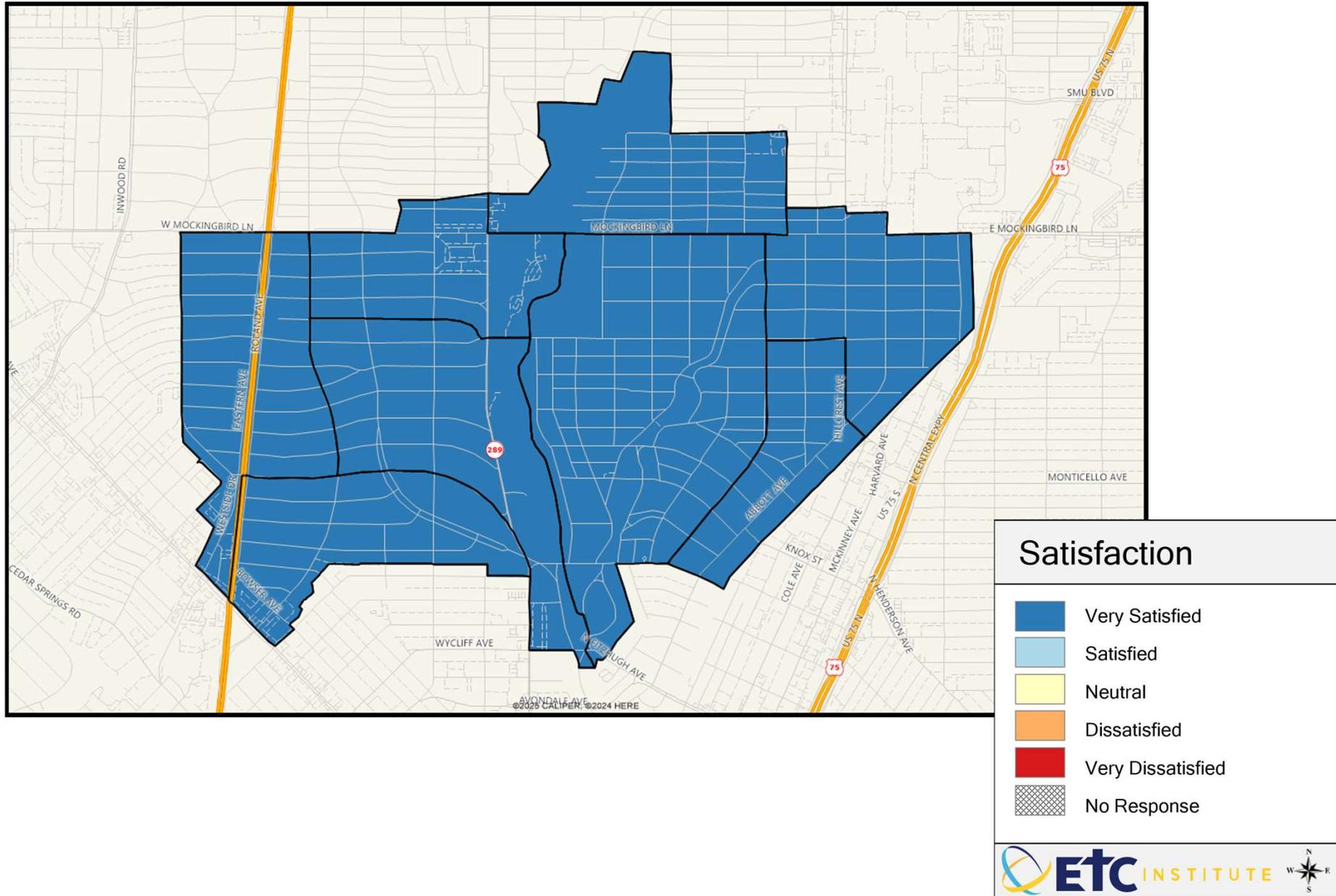
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

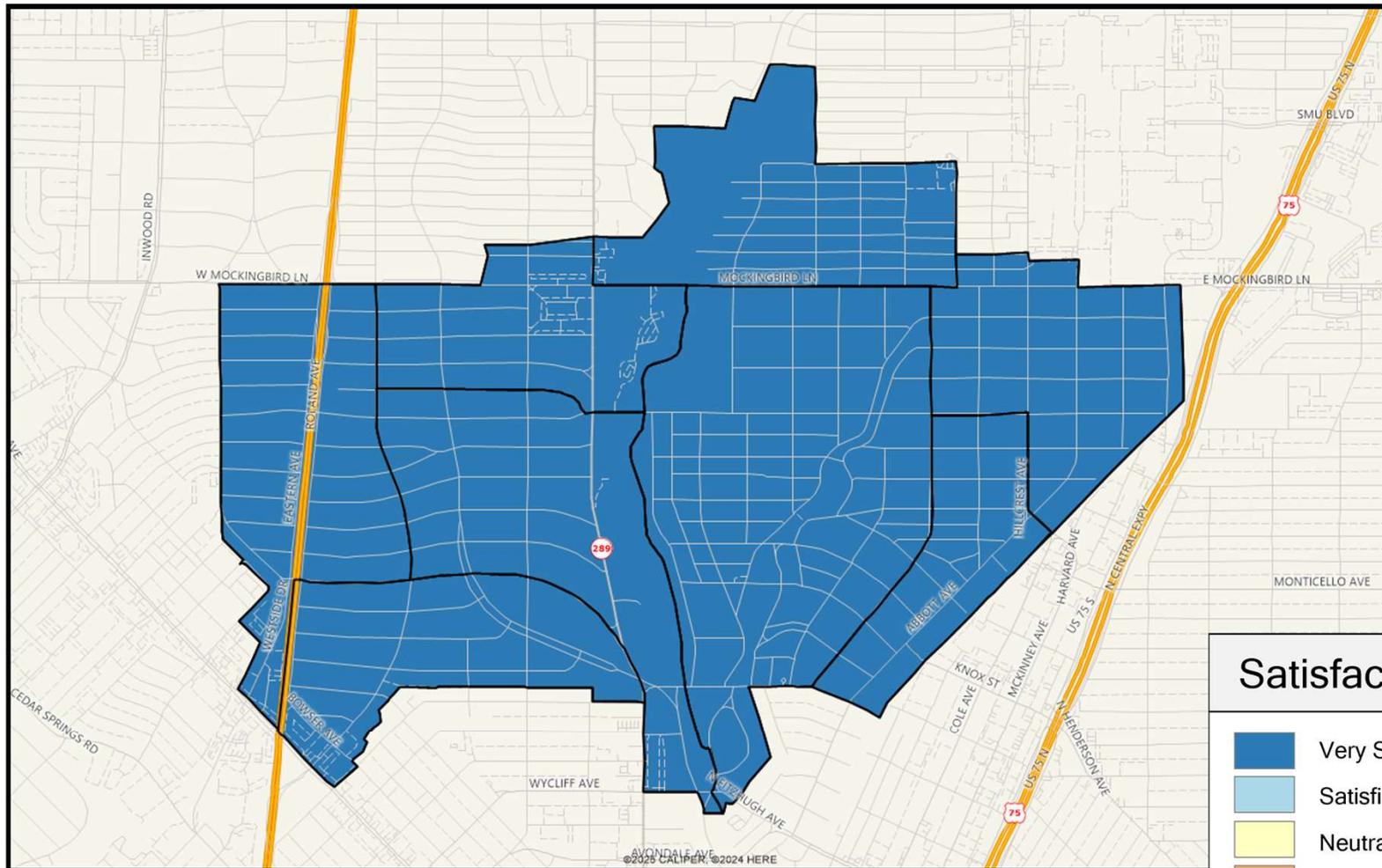
Q3-05. Overall quality of Town-sponsored special events (e.g., Park Cities 4th of July Parade, Tree Lighting, Santa Around Town)

Mean: 4.6



Q3-06. Overall sense of community

Mean: 4.6

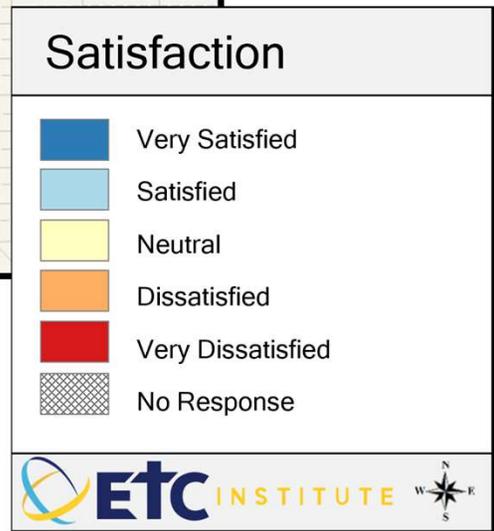
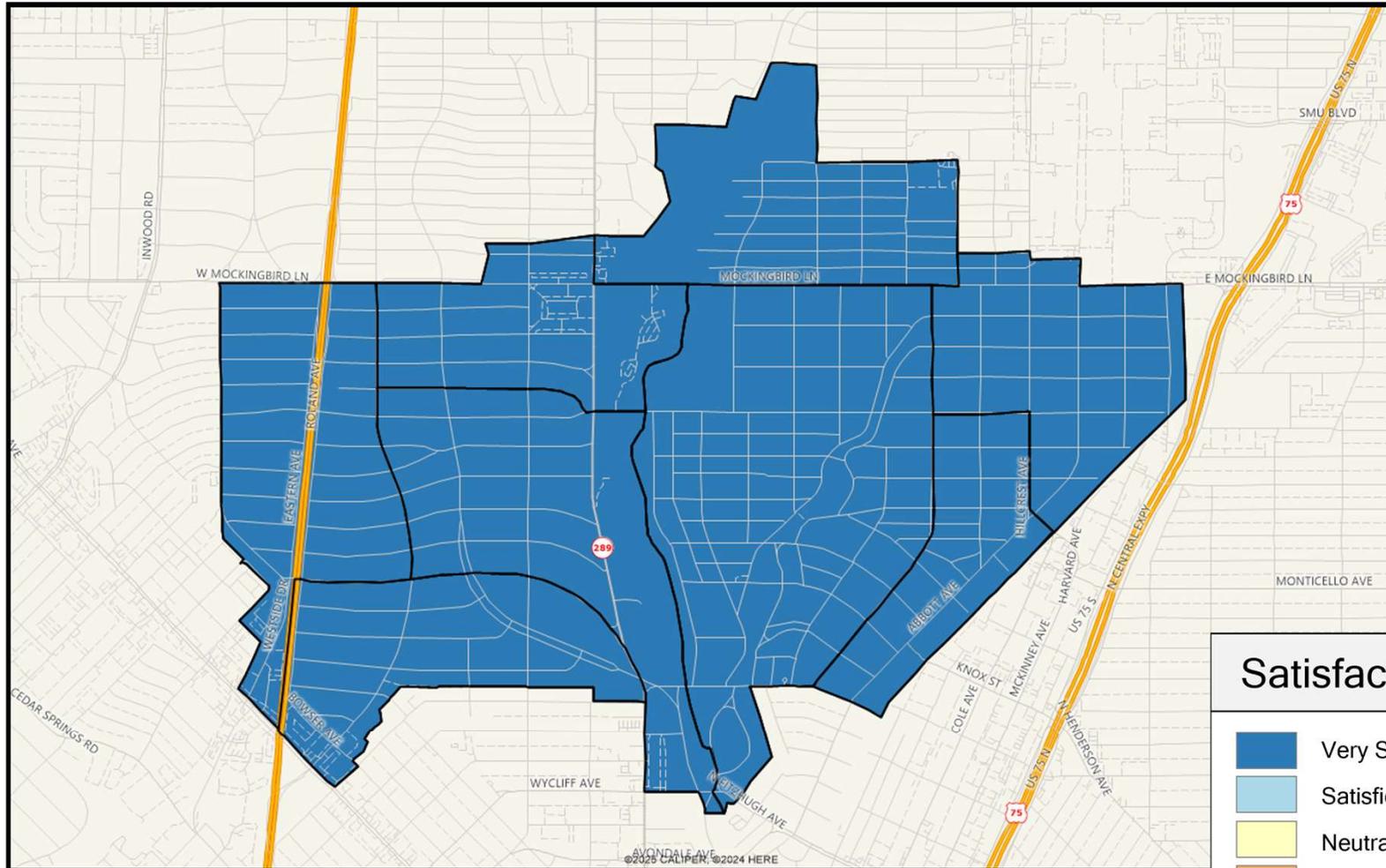


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

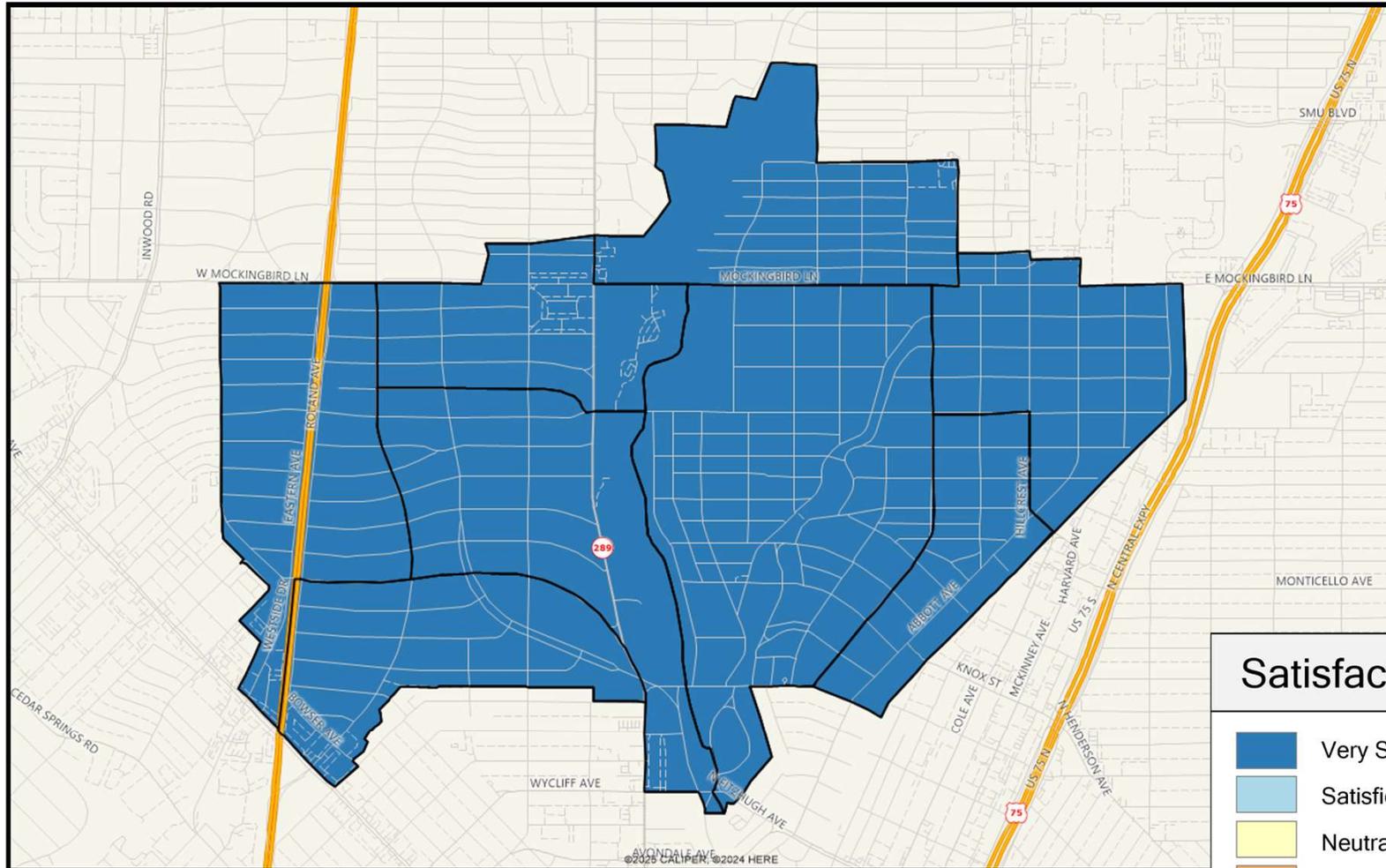
Q3-07. Overall appearance of Highland Park

Mean: 4.77



Q3-08. Overall quality of life in Highland Park

Mean: 4.81



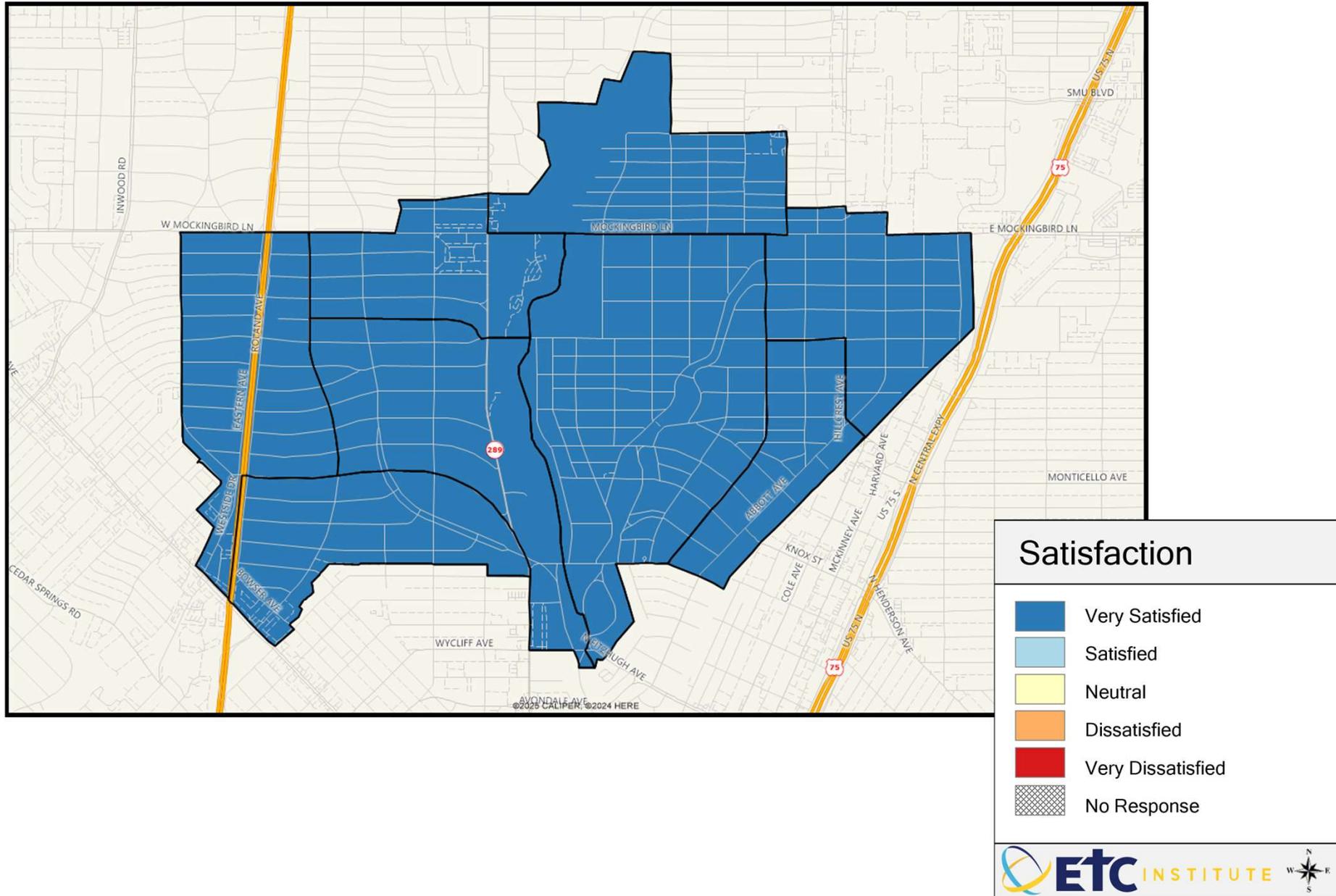
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

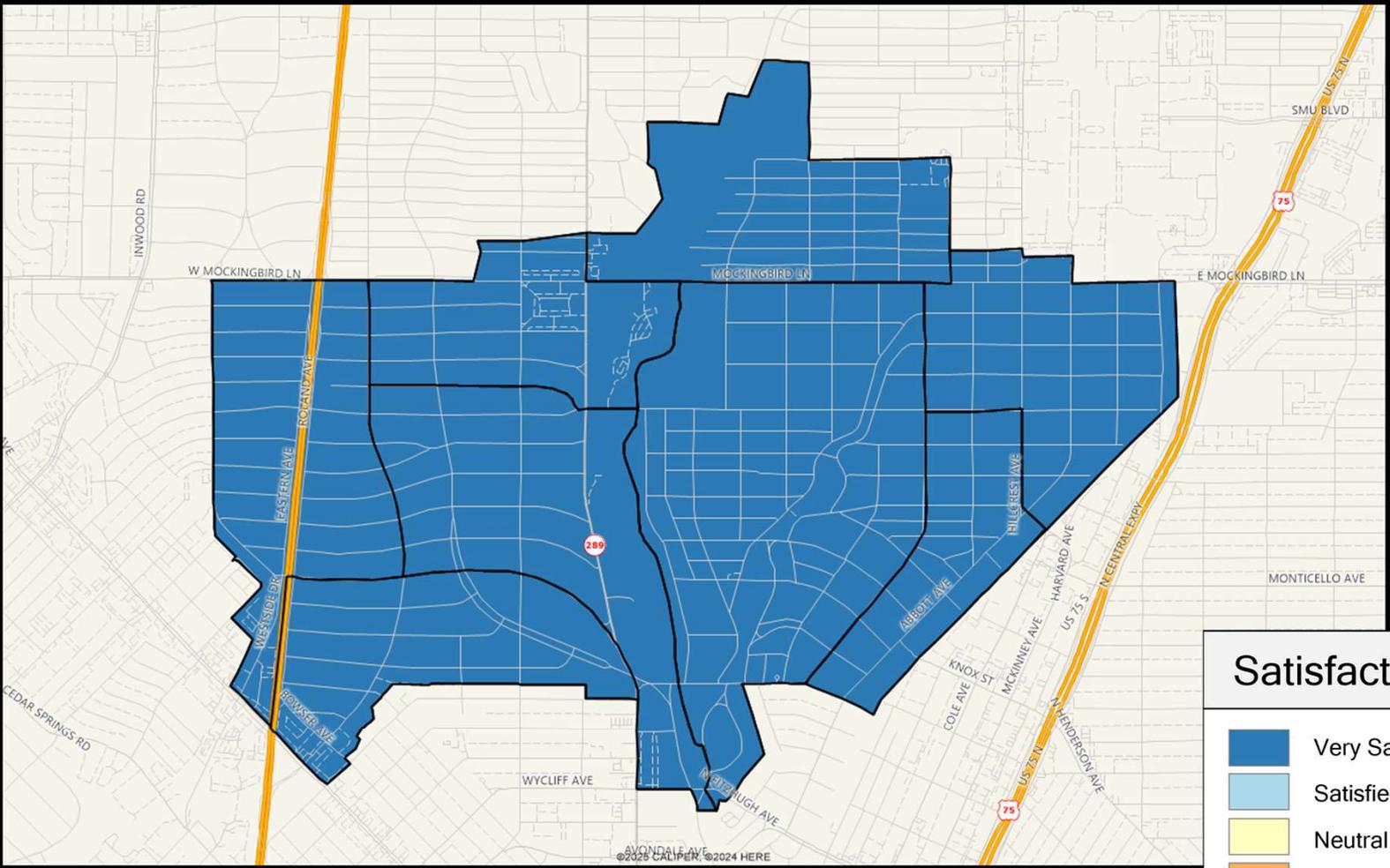
Q3-09. Overall quality of leadership provided by Highland Park's elected officials

Mean: 4.48



Q3-10. Overall effectiveness of Town management

Mean: 4.51



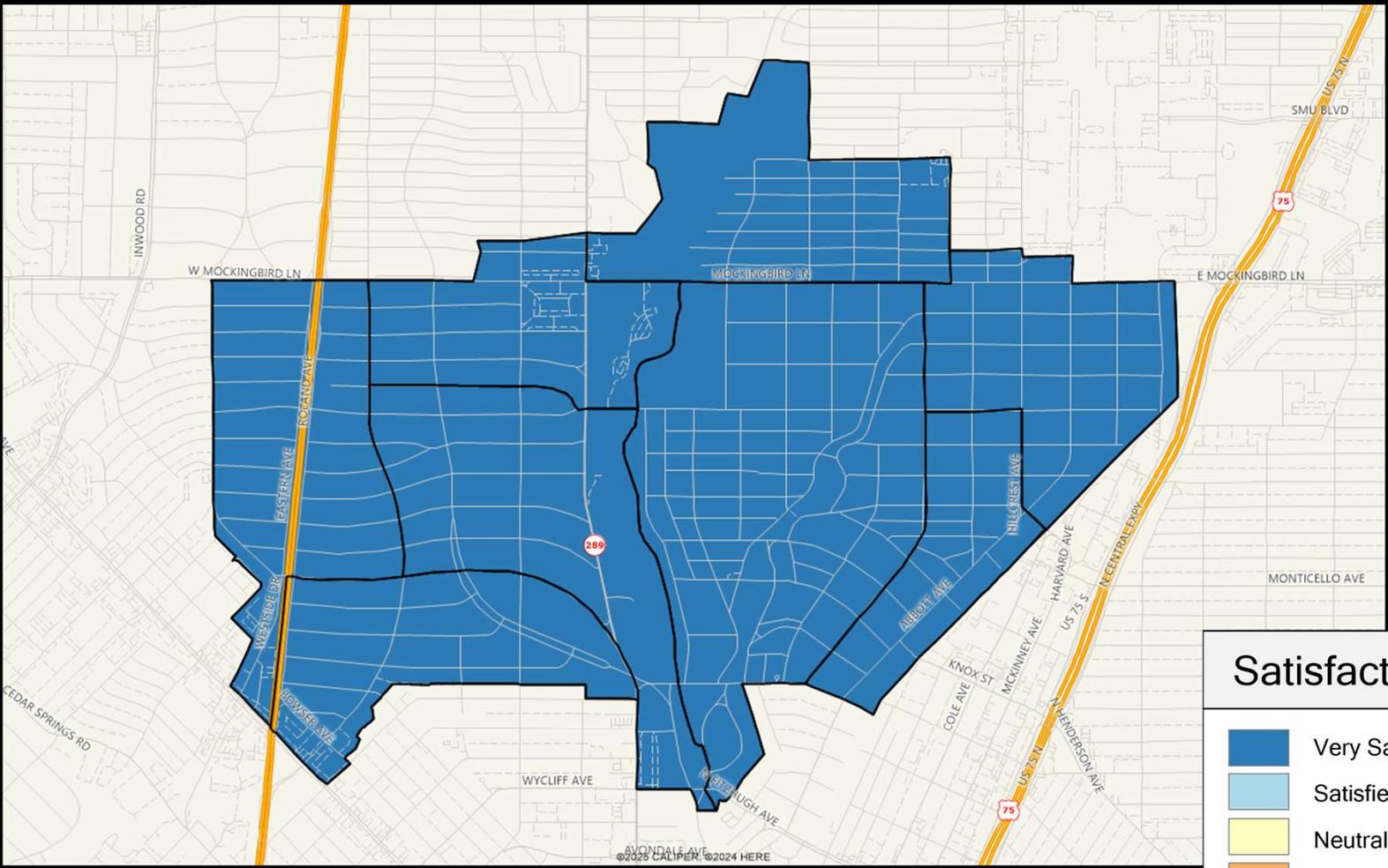
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q3-11. Overall quality of services provided by the Town of Highland Park

Mean: 4.66

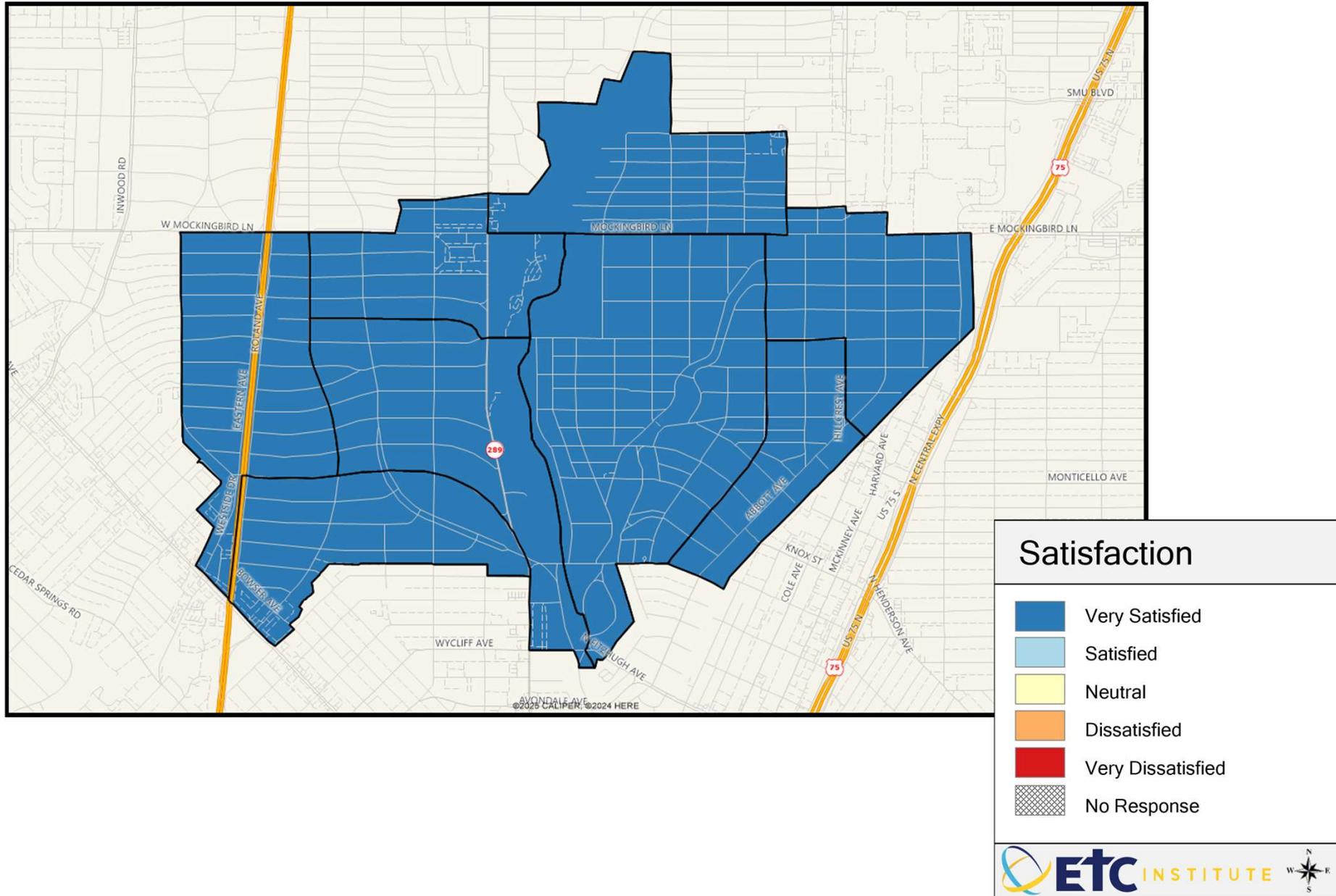


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

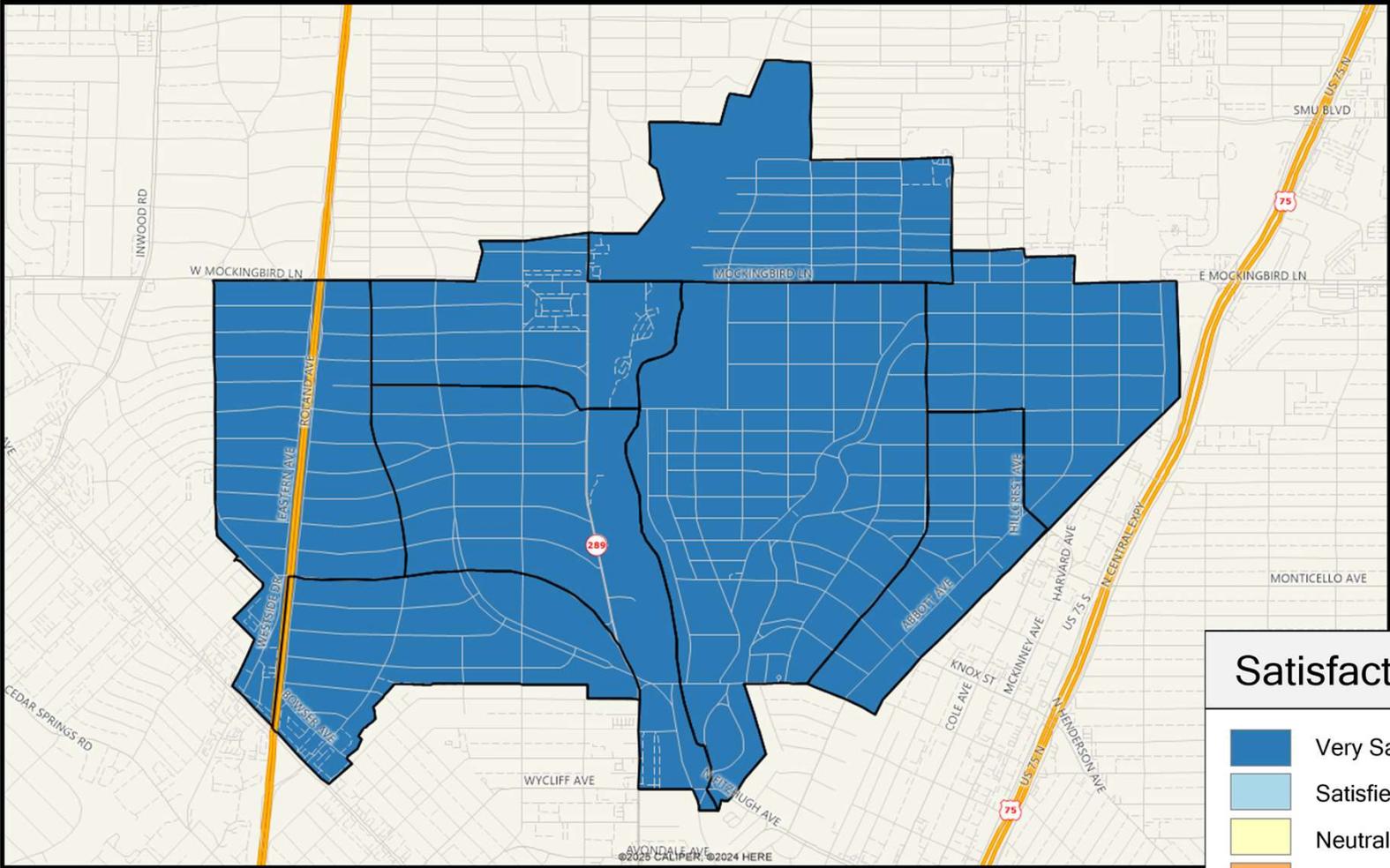
Q3-12. Overall value that you receive for your Town tax dollars and fees

Mean: 4.42



Q3-13. Overall level of satisfaction of the town's stewardship of financial resources (pay as you go, no debt)

Mean: 4.61

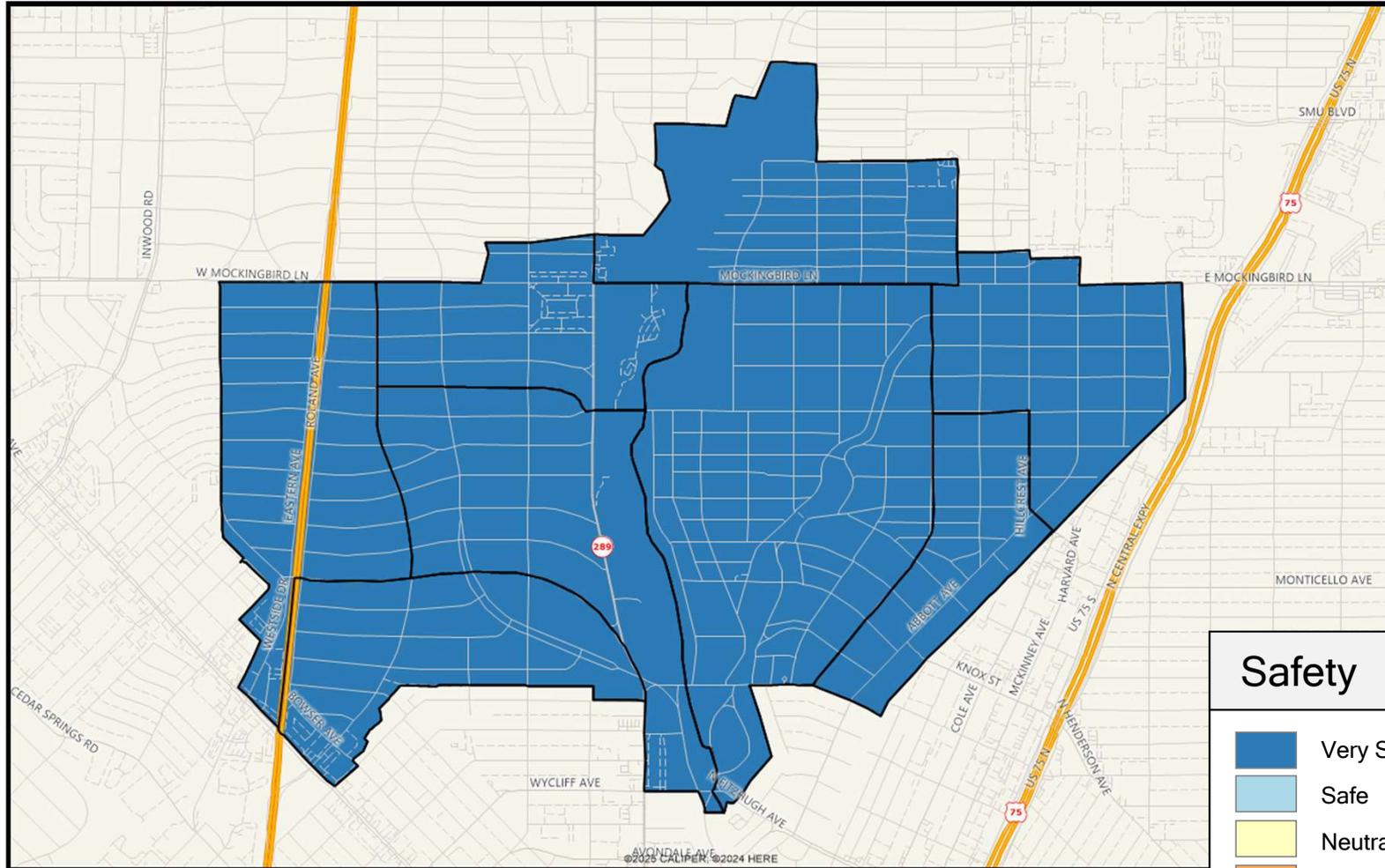


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

Q4-01. Overall in the Town

Mean: 4.72



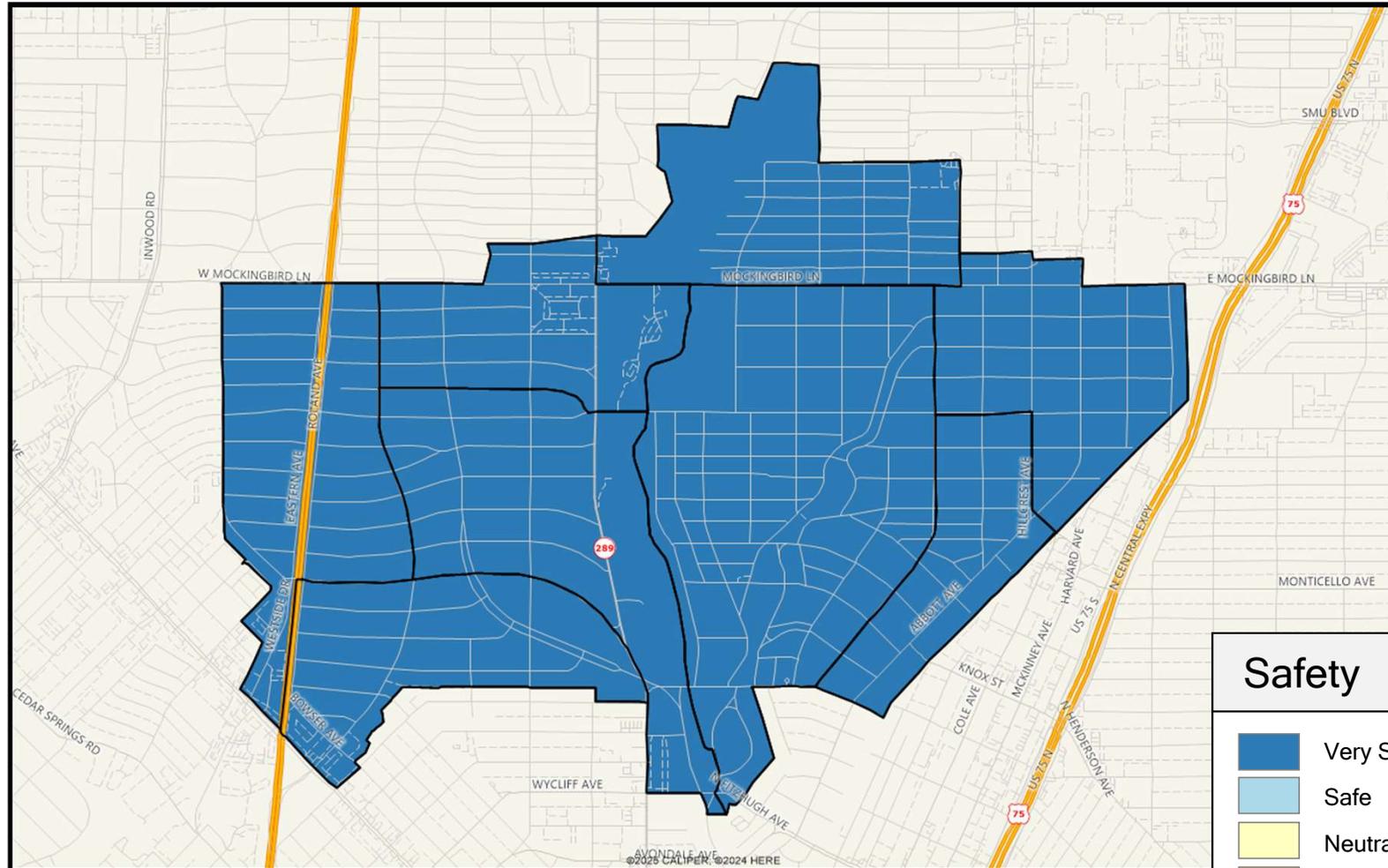
Safety

- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response

ETC INSTITUTE

Q4-02. In your neighborhood during the day

Mean: 4.79



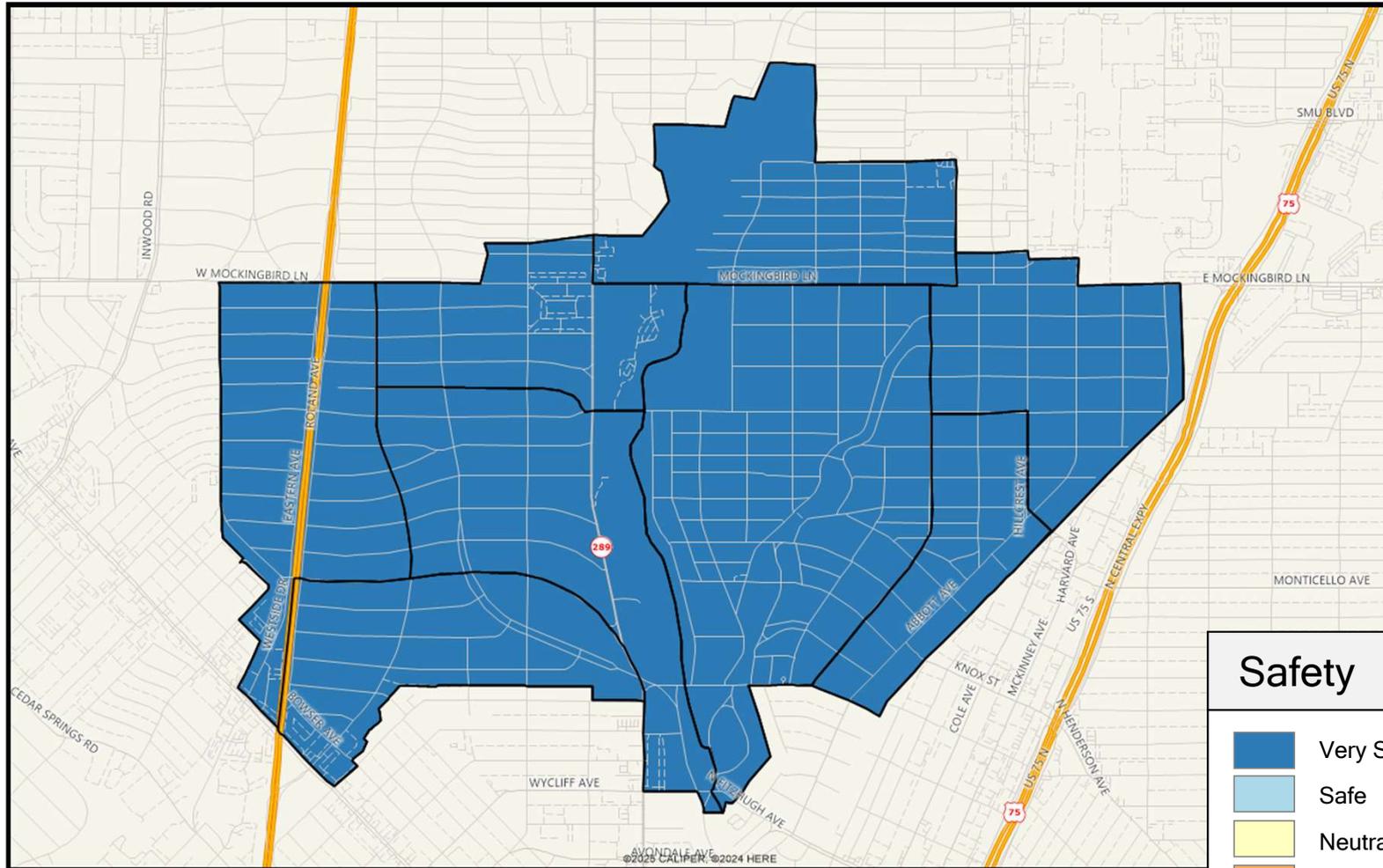
Safety

- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response

ETC INSTITUTE

Q4-03. In your neighborhood at night

Mean: 4.41



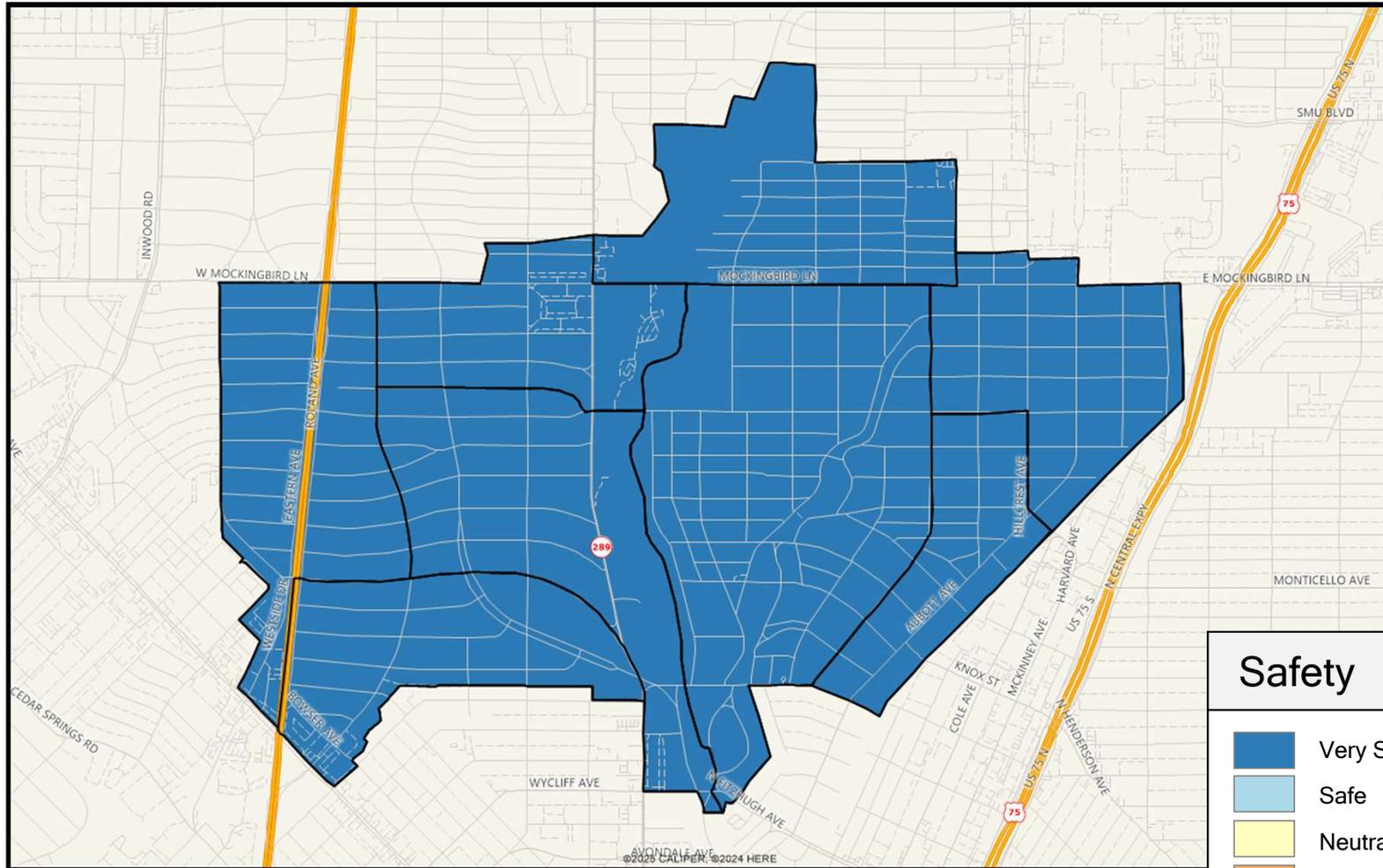
Safety

- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response

ETC INSTITUTE

Q4-04. In commercial and retail areas during the day

Mean: 4.48



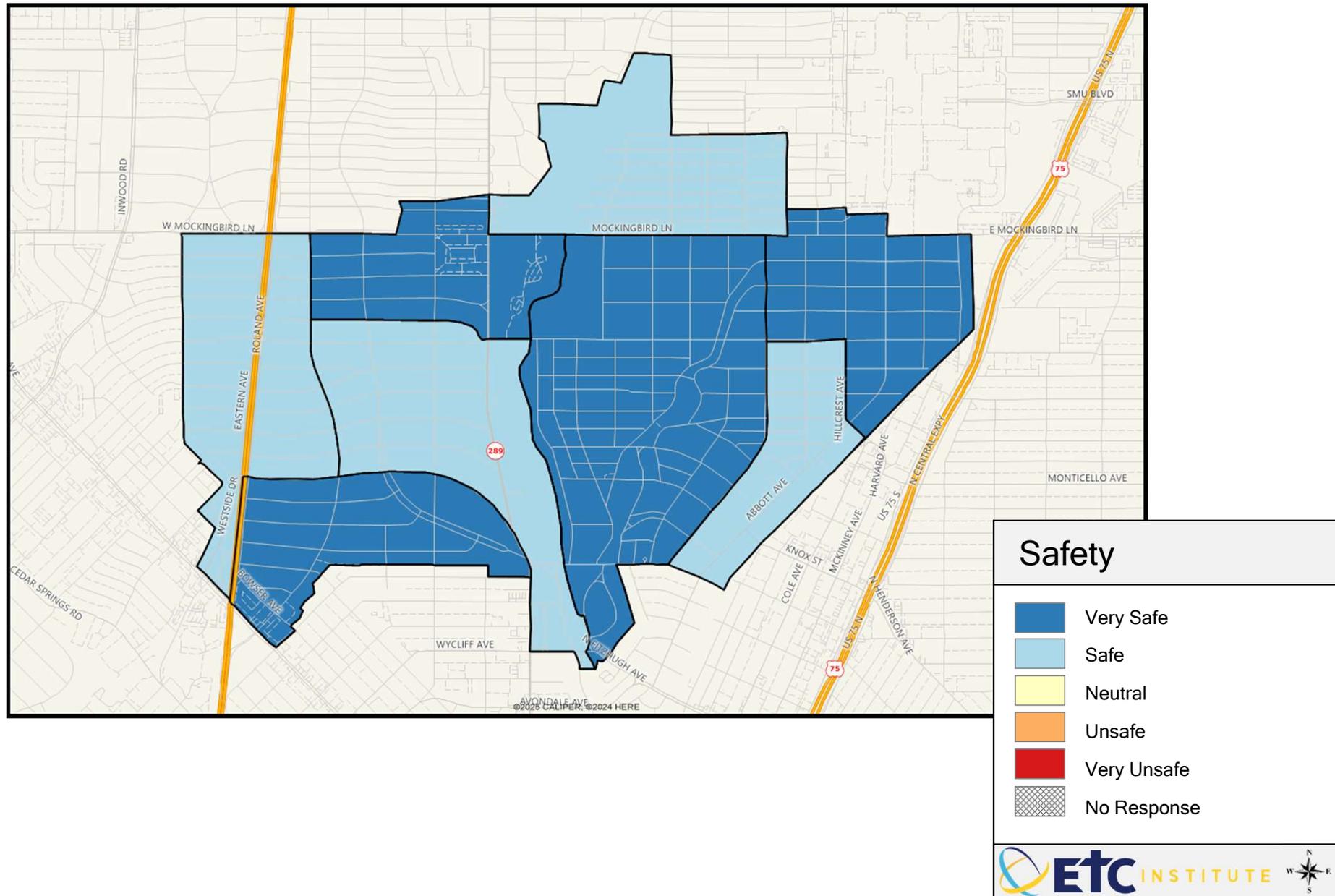
Safety

- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response

ETC INSTITUTE

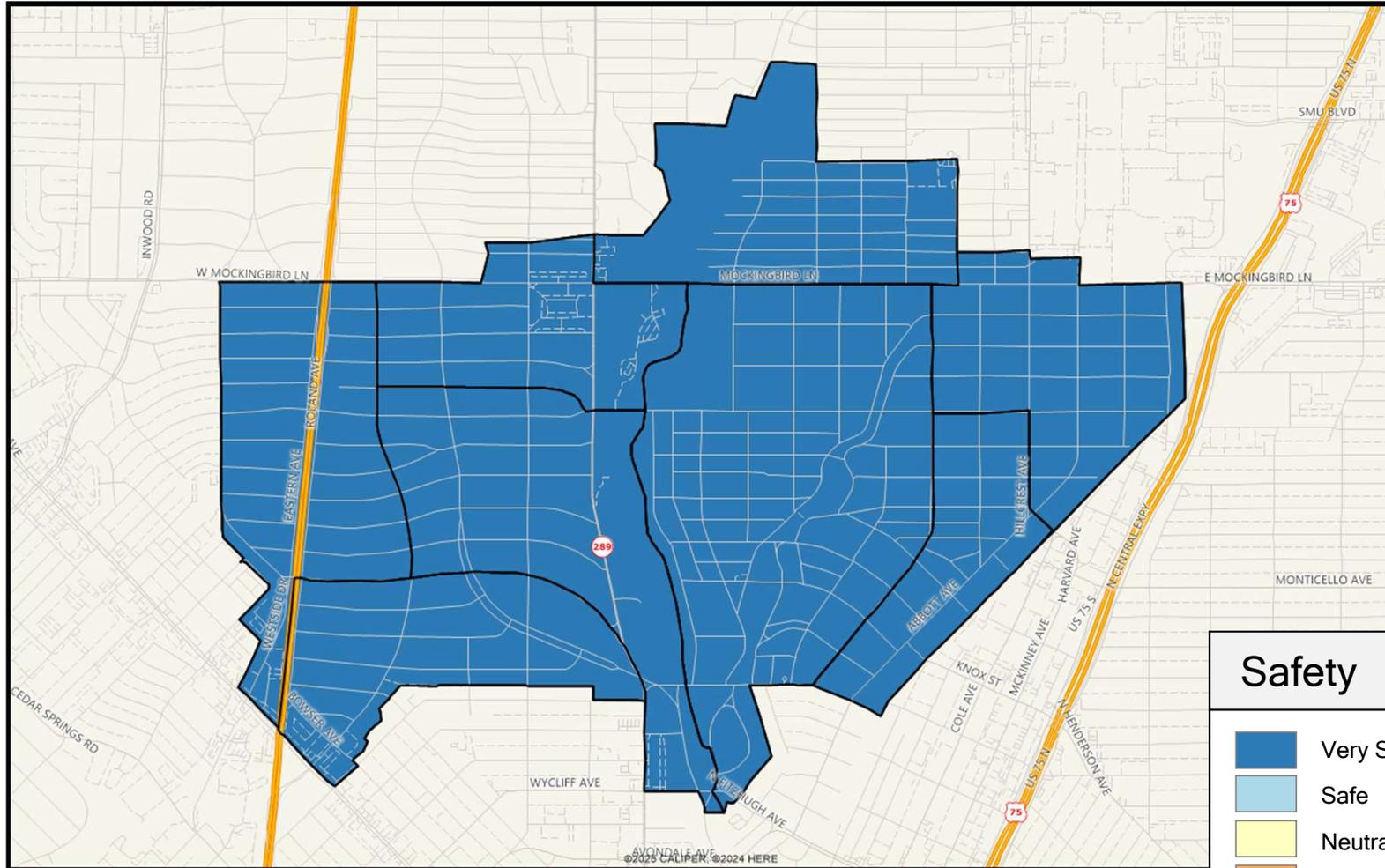
Q4-05. In commercial and retail areas at night

Mean: 4.2



Q4-07. Riding your bike, running, walking in the Town

Mean: 4.5



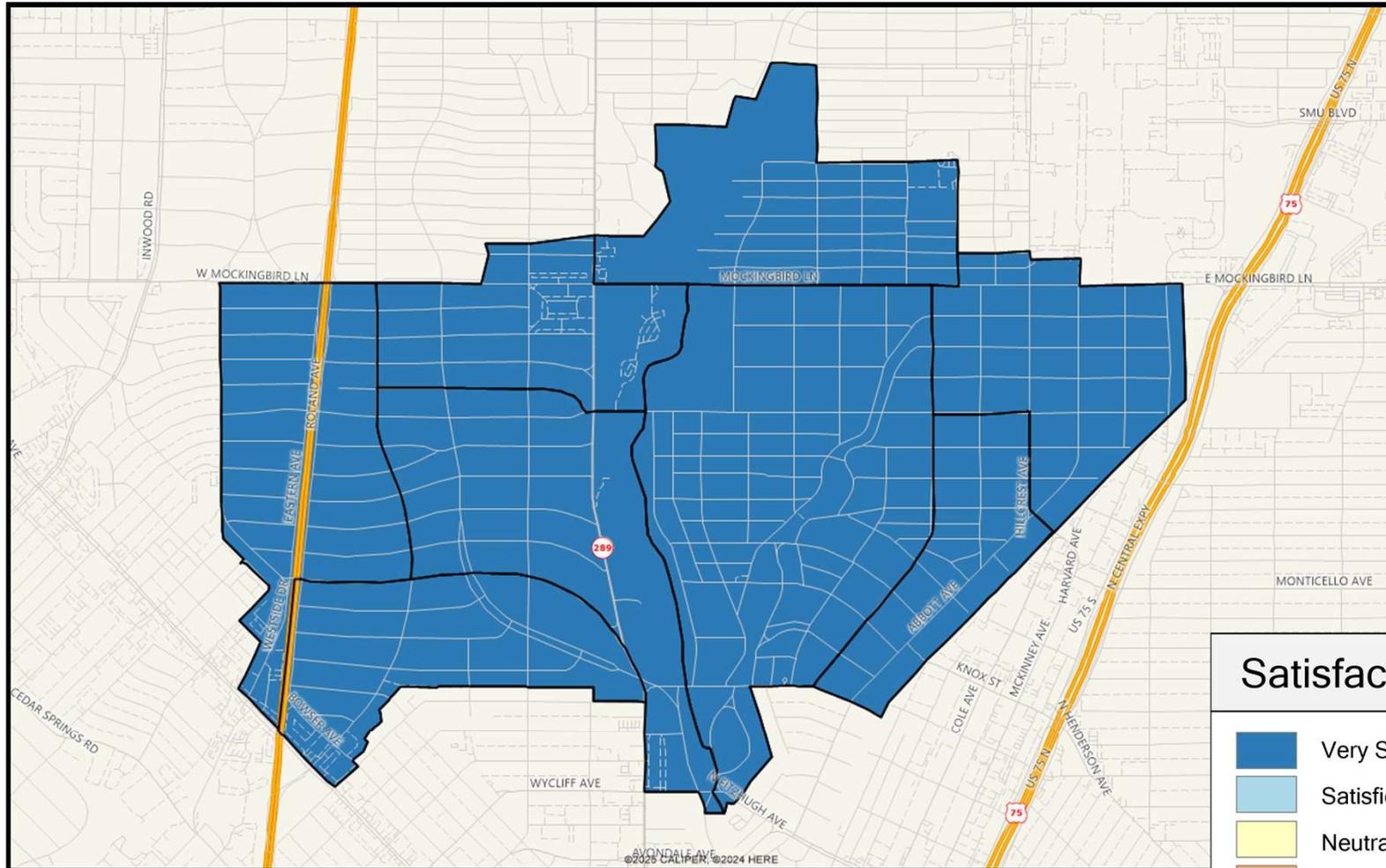
Safety

- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response

ETC INSTITUTE

Q5-01. Visibility of Public Safety in neighborhoods

Mean: 4.48



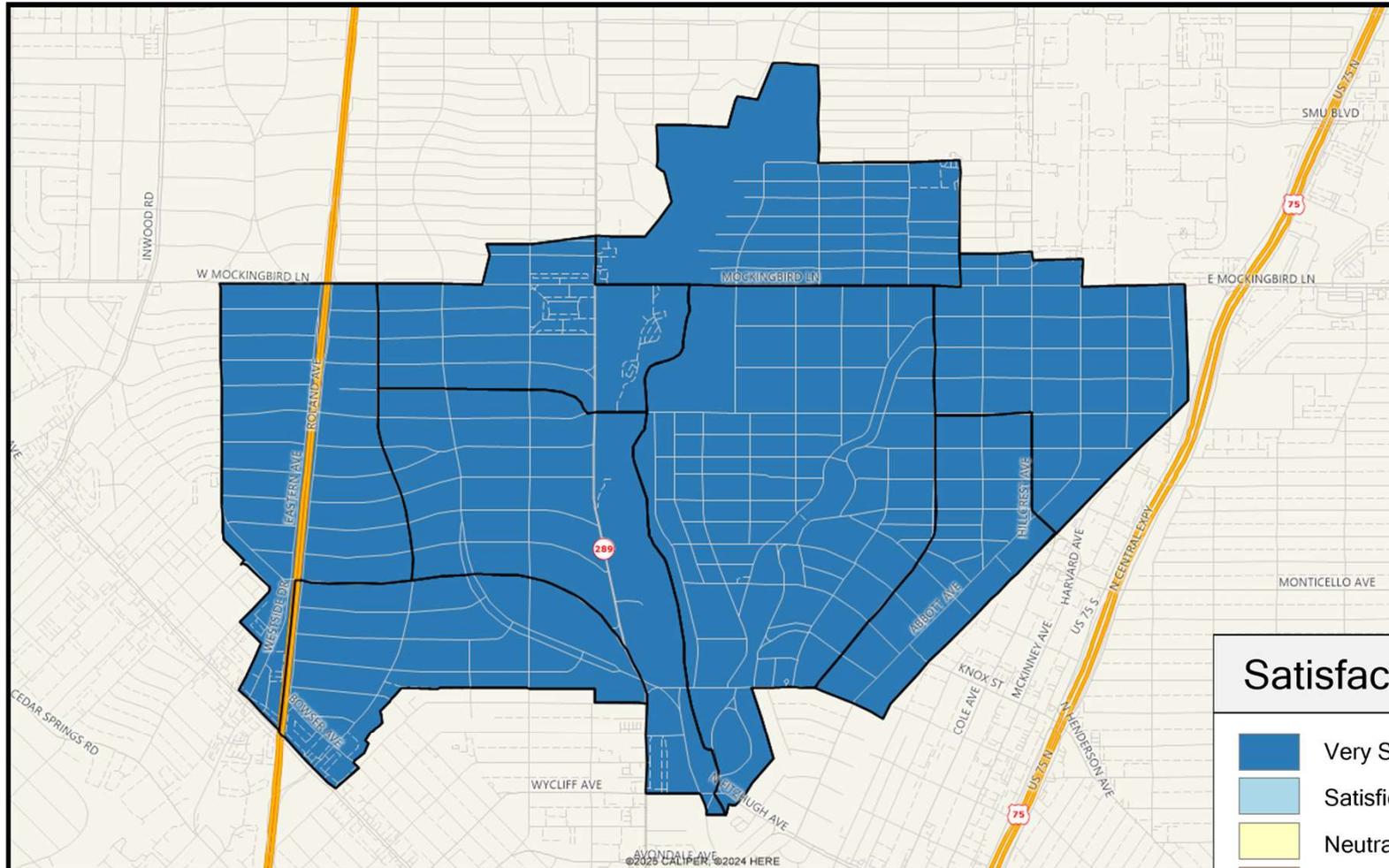
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q5-02. Visibility of Public Safety in retail areas

Mean: 4.38

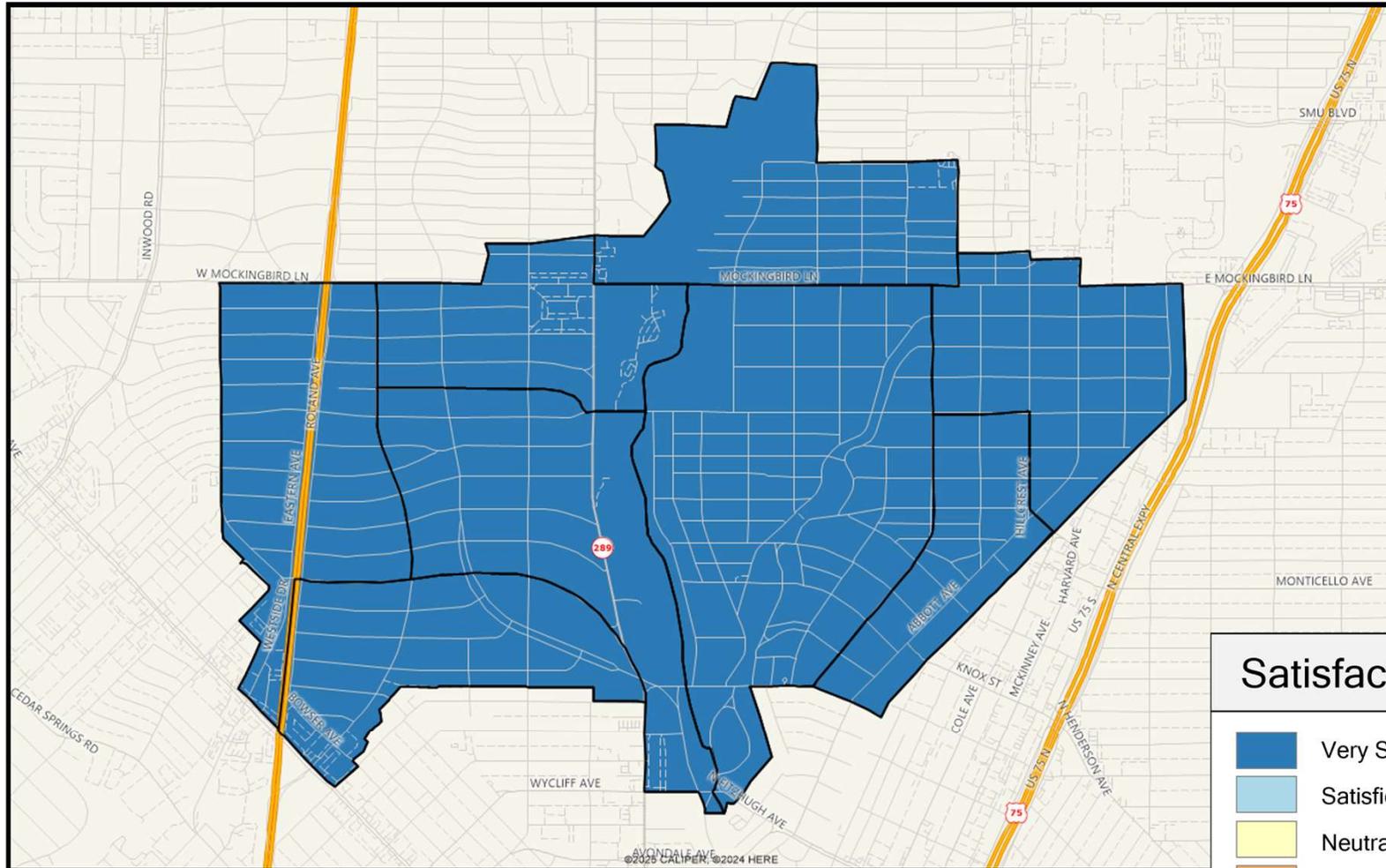


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

Q5-03. Efforts to prevent serious crimes (burglary, assault, etc.)

Mean: 4.49

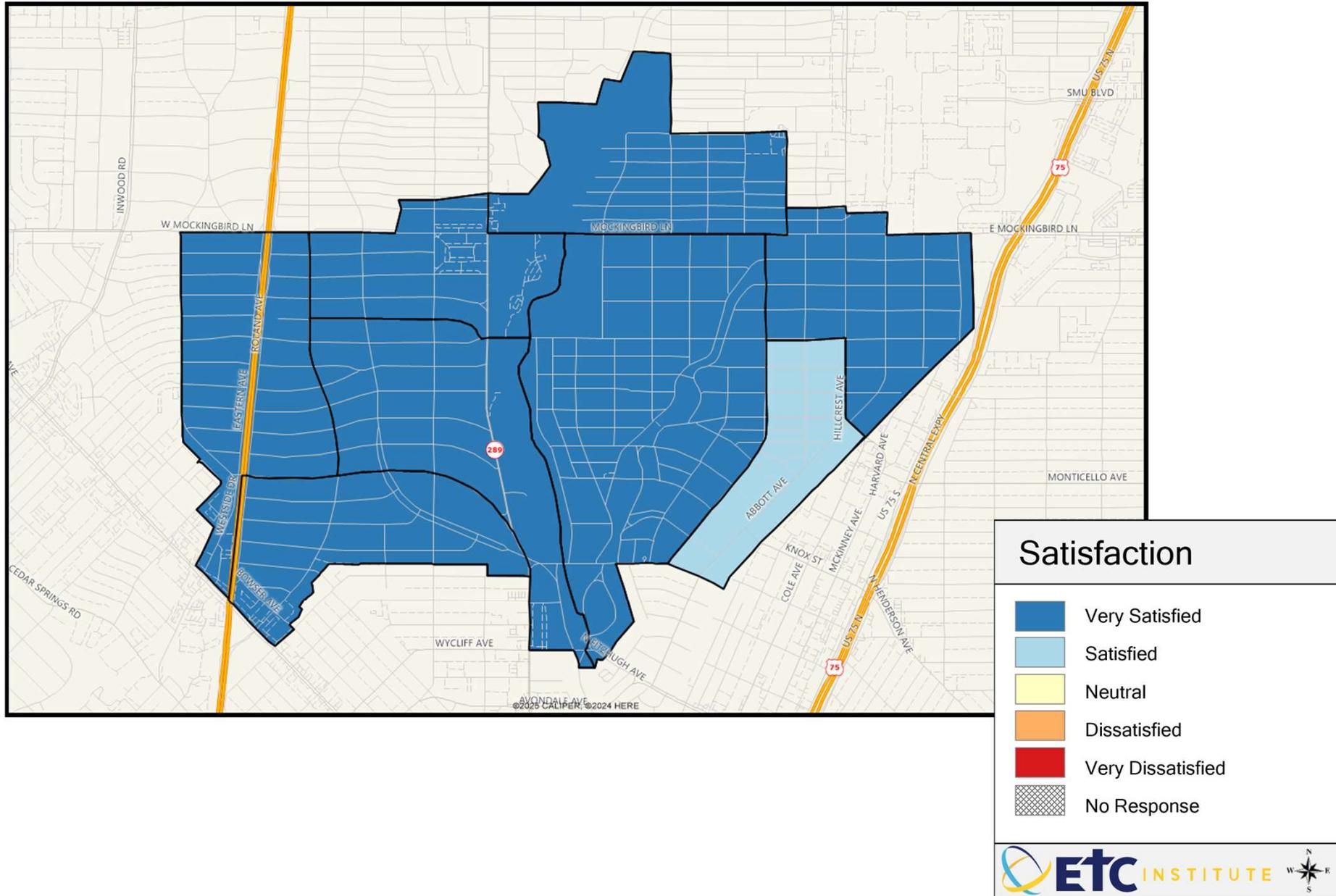


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

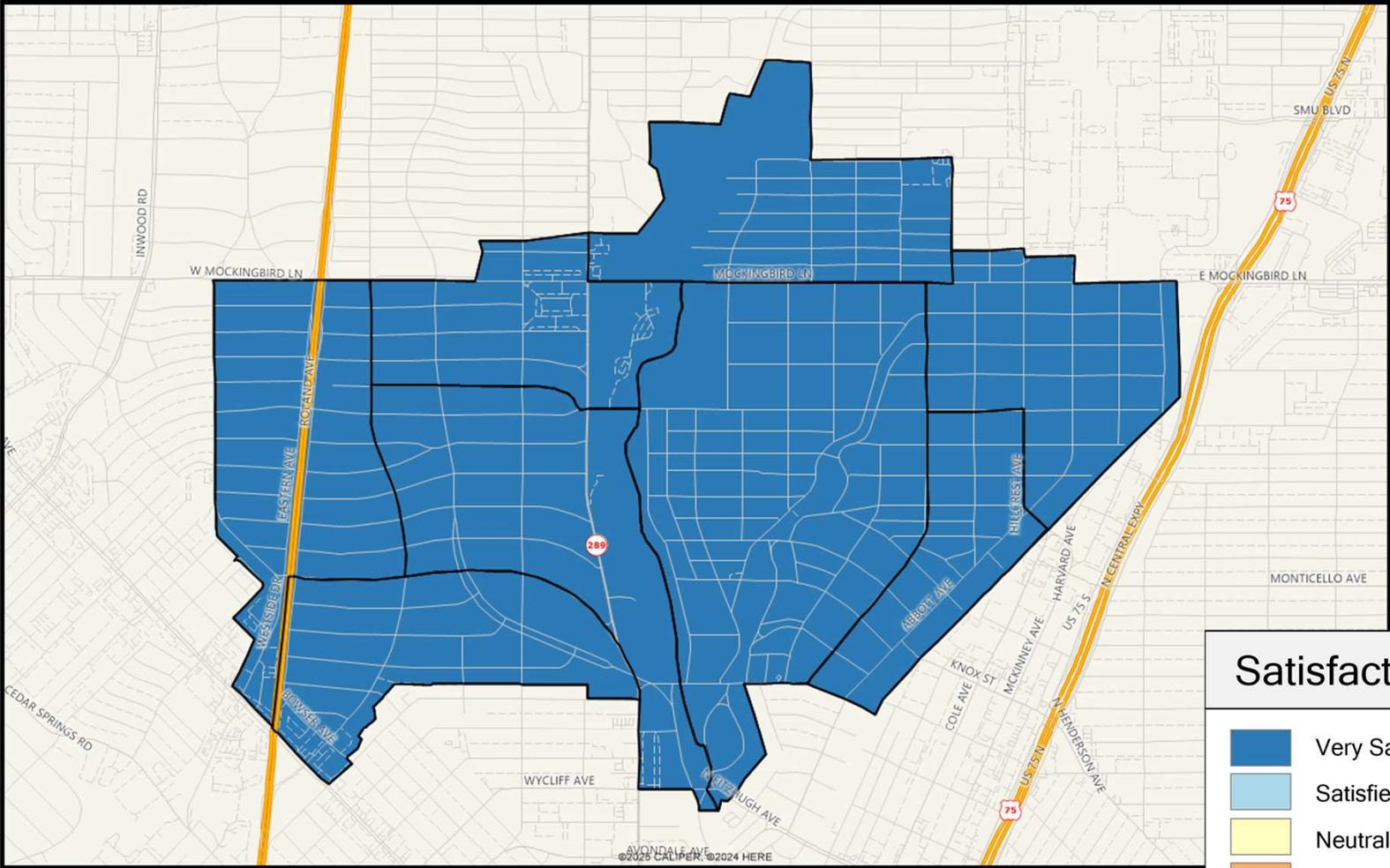
Q5-04. Efforts to prevent lesser crimes (vandalism, theft, etc.)

Mean: 4.31



Q5-07. Overall quality of police services

Mean: 4.75



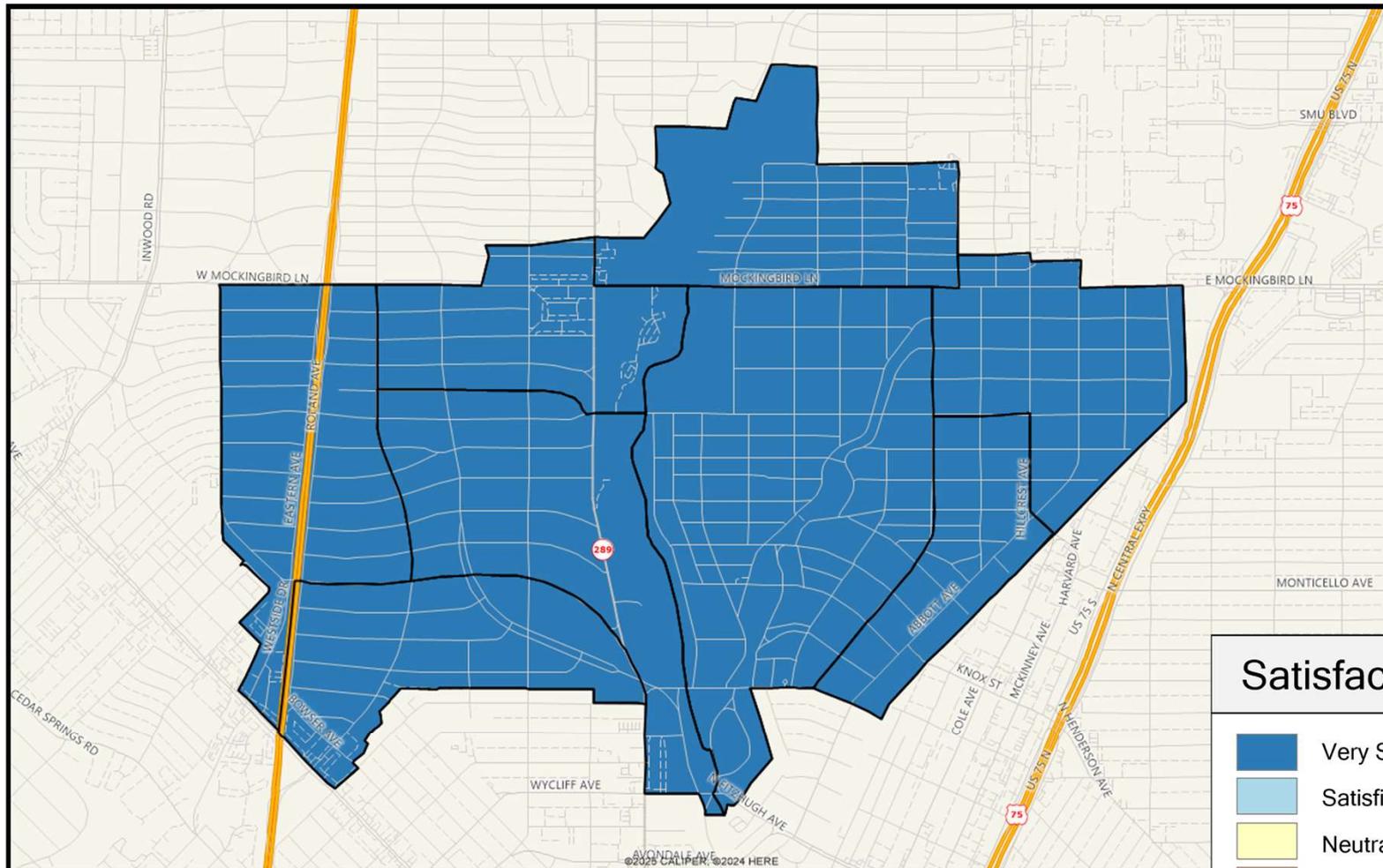
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q5-08. Overall quality of police response times

Mean: 4.86

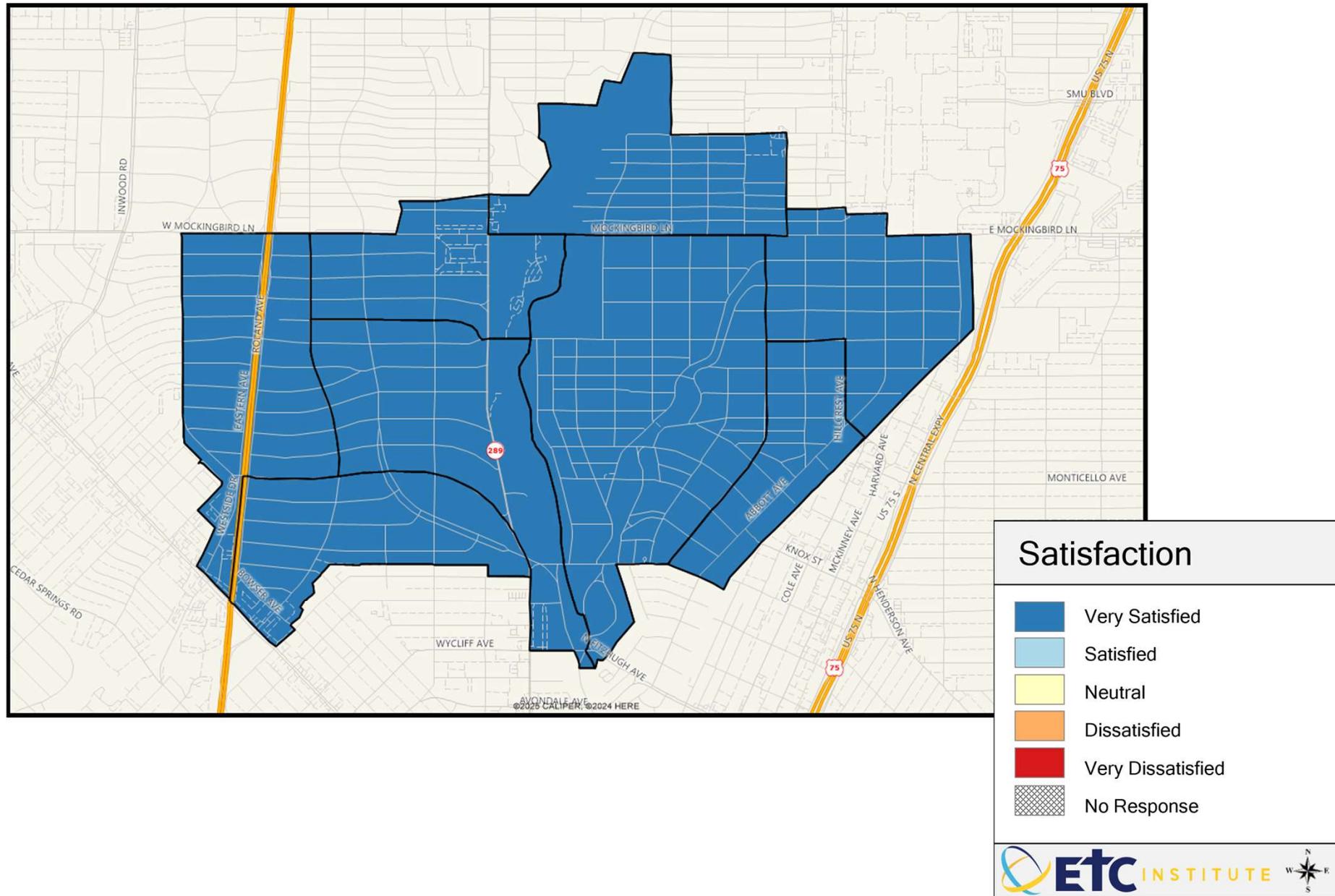


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

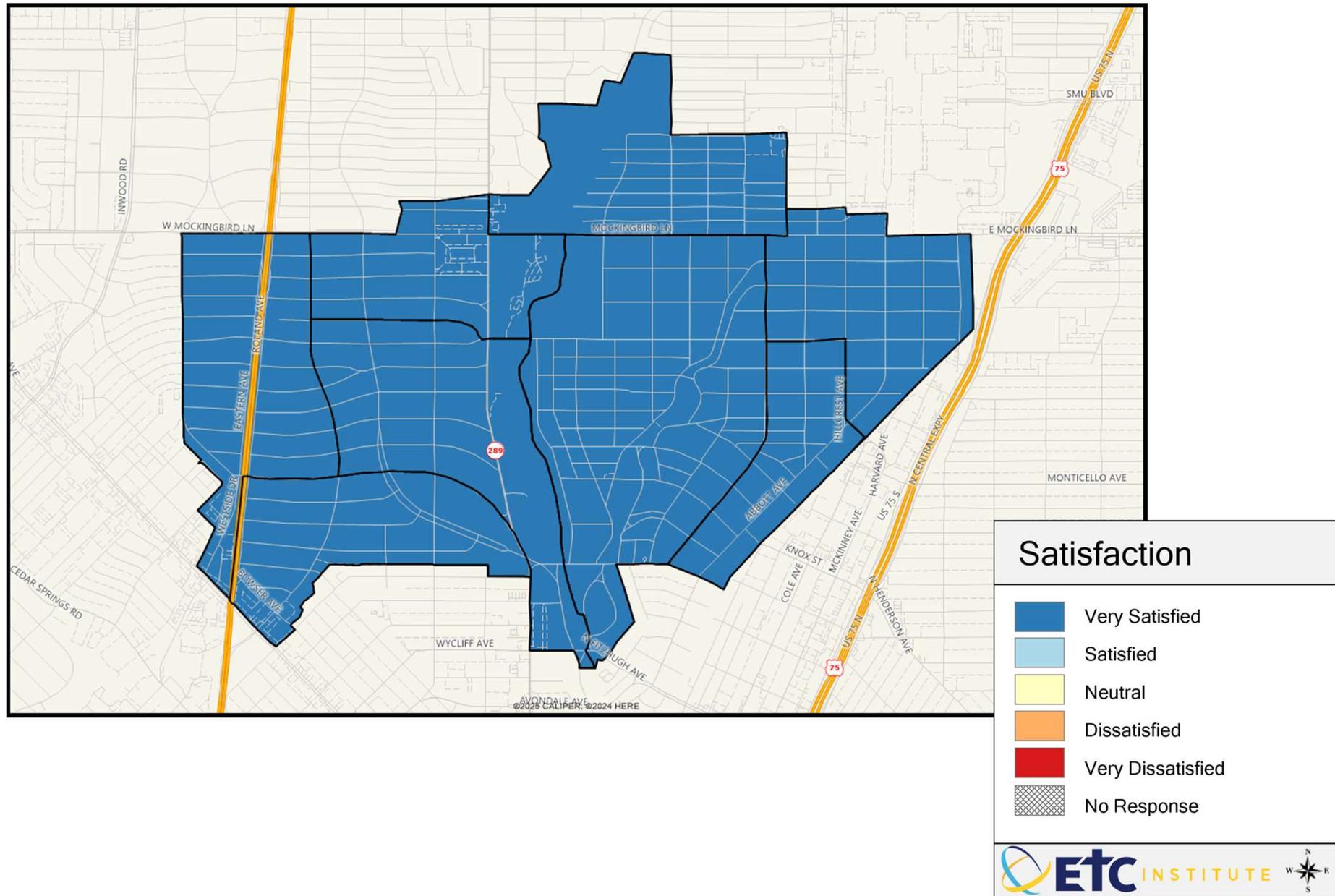
Q5-09. Overall quality of fire protection services

Mean: 4.83



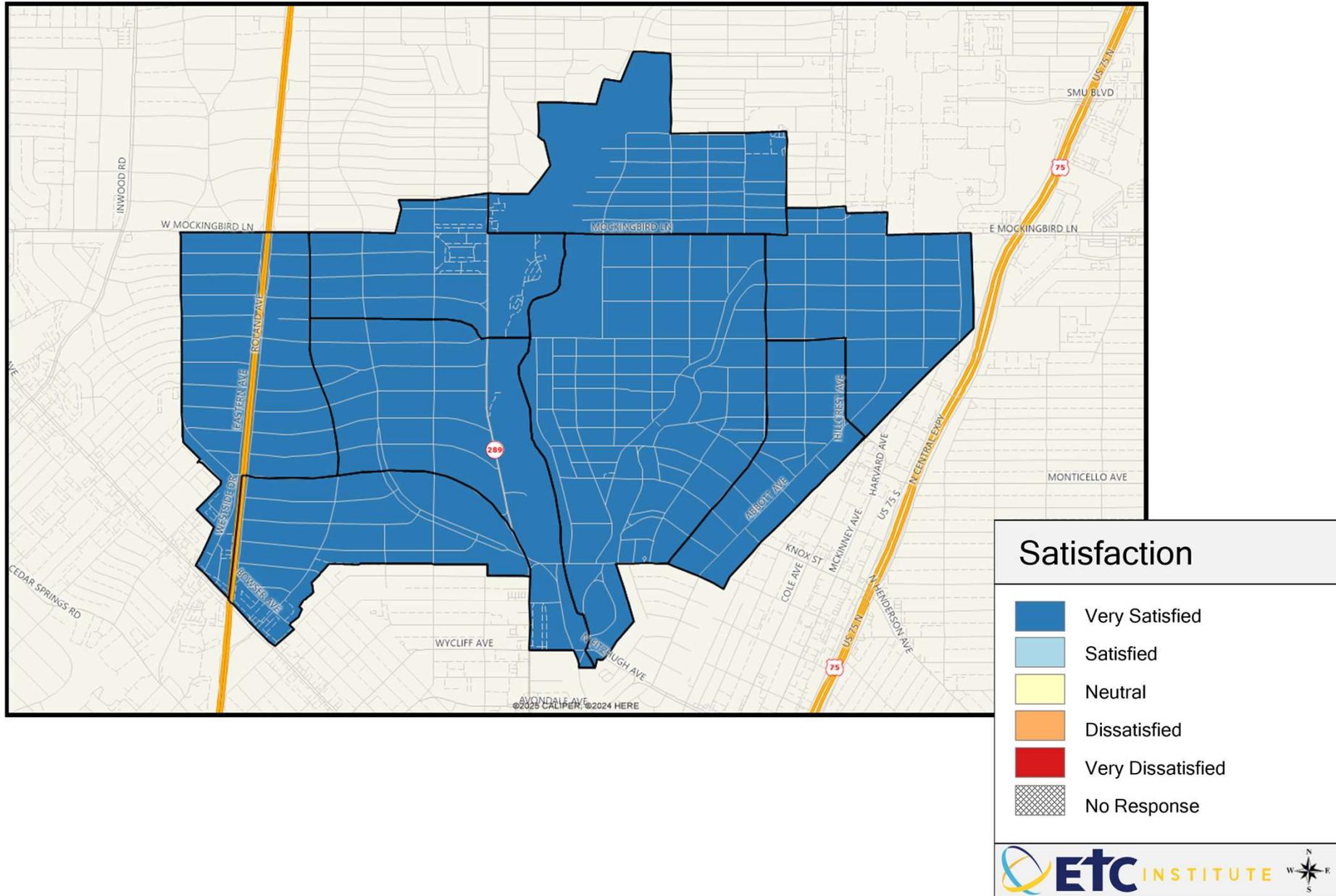
Q5-10. Overall quality of fire emergency response times

Mean: 4.85



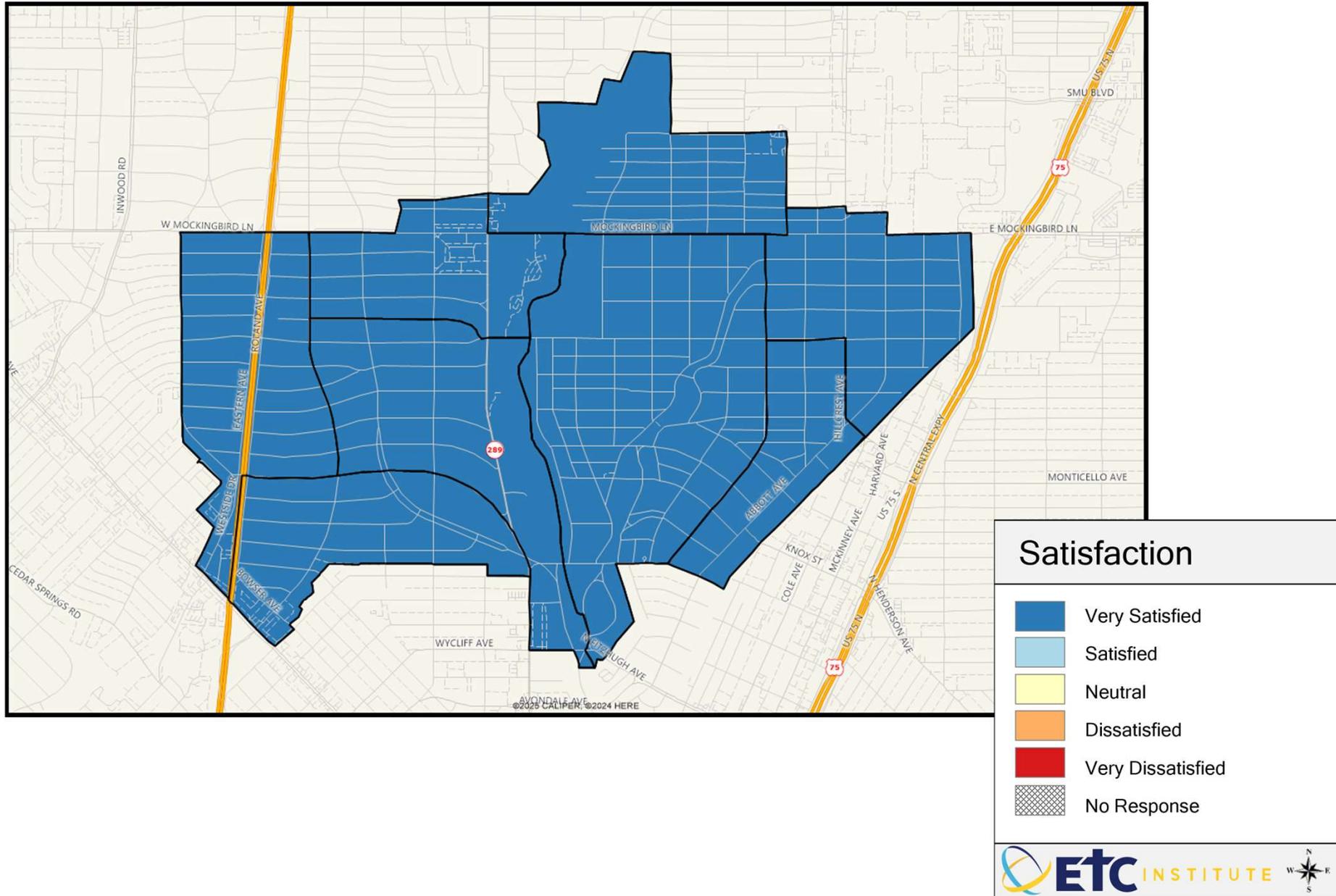
Q5-11. Overall quality of emergency medical services ("EMS")

Mean: 4.83



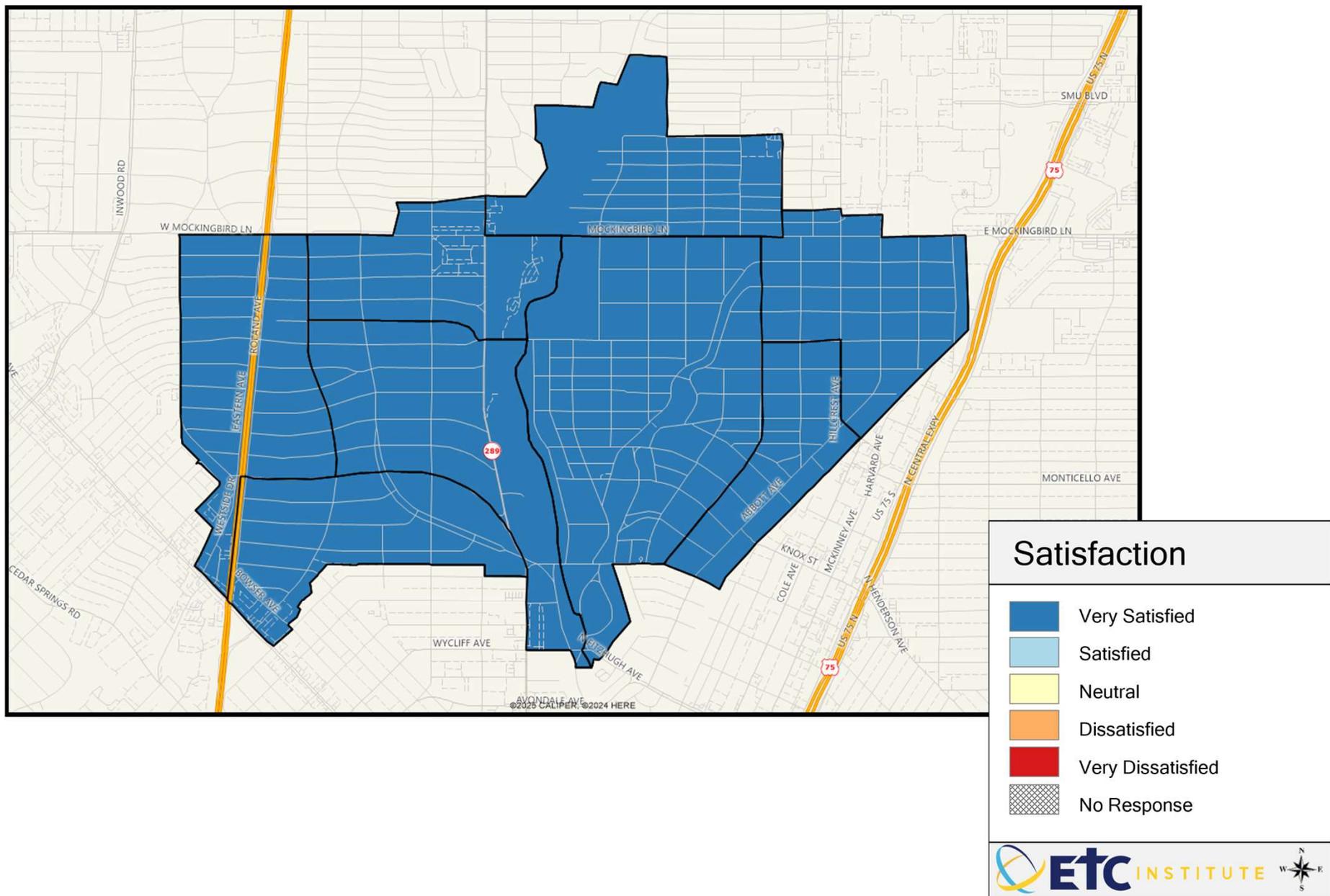
Q5-12. Overall quality of EMS emergency response times

Mean: 4.84



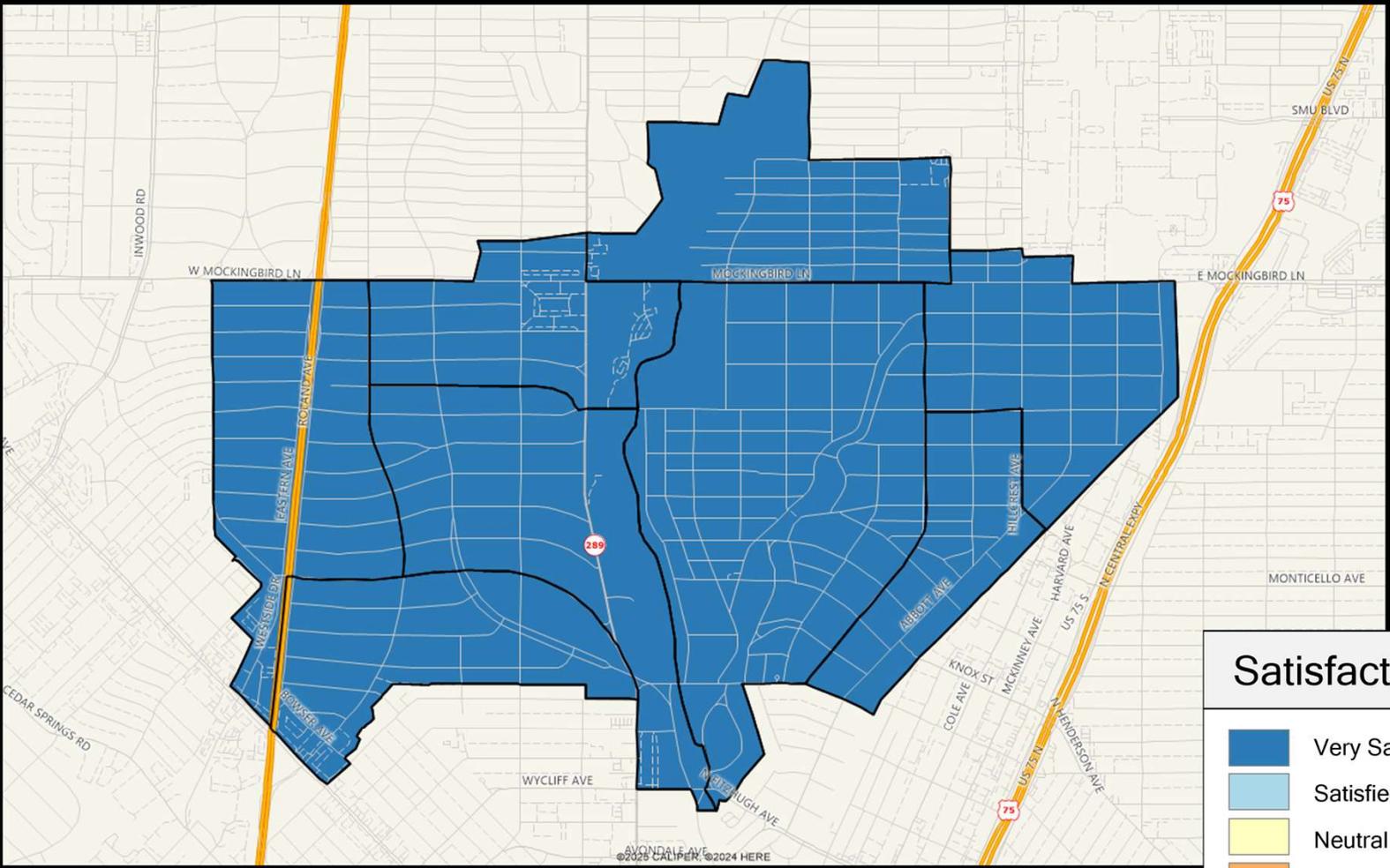
Q5-13. Overall quality of non-emergency services and public safety awareness programs (house watch, car seat installation, animal control, etc.)

Mean: 4.57



Q5-14. Overall transparency of the Public Safety Department

Mean: 4.6

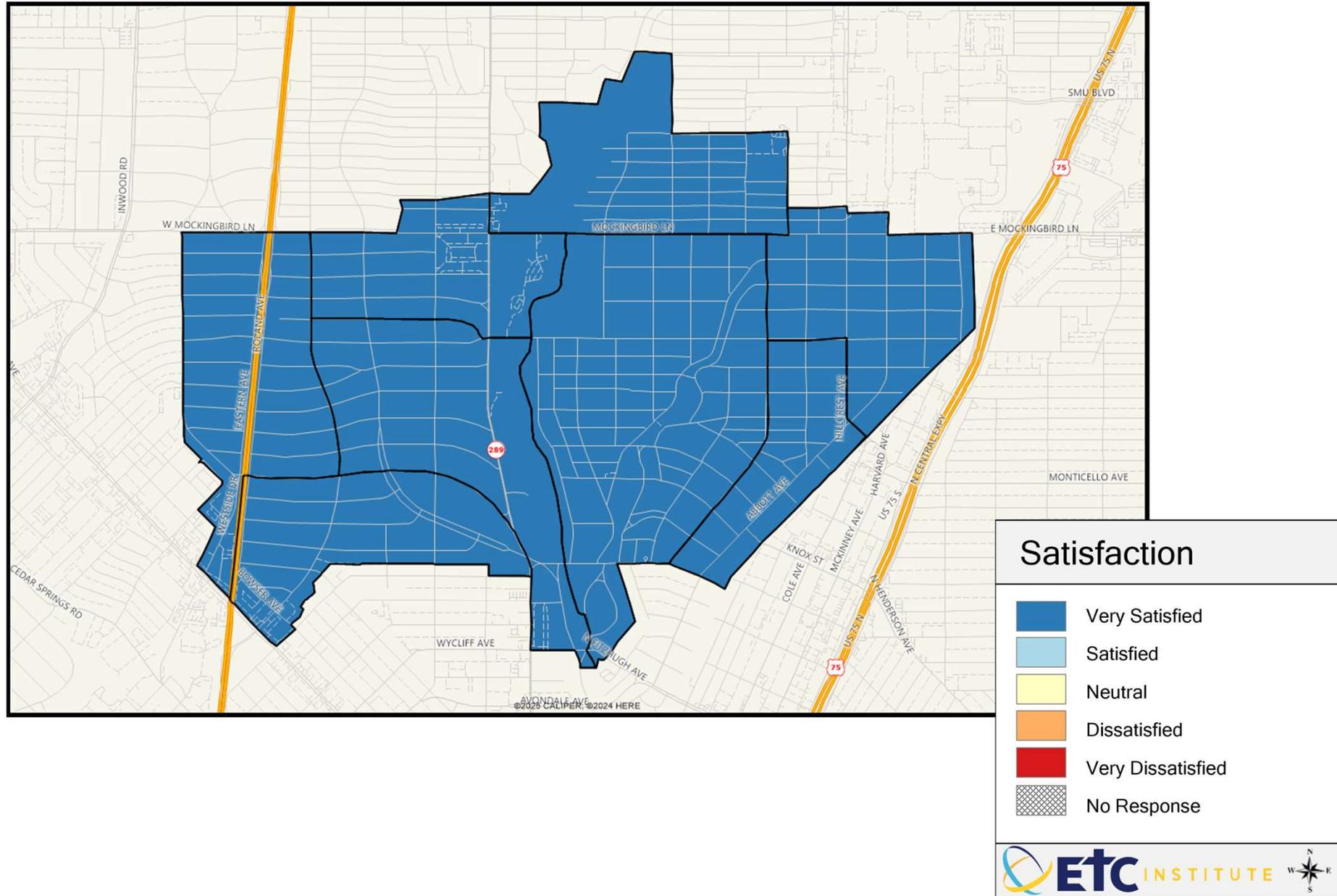


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

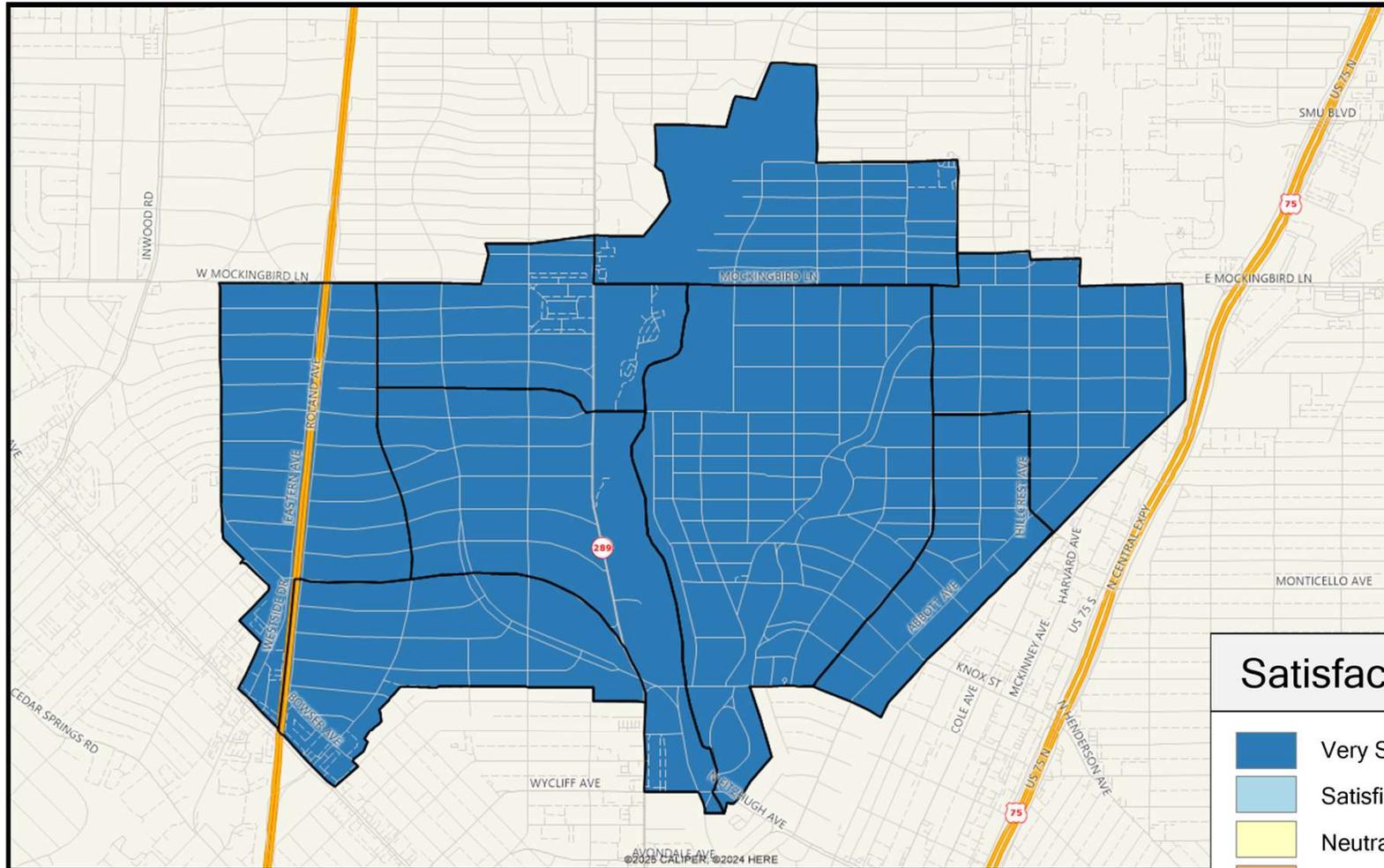
Q5-15. The Police Department's communication platforms and social media accounts

Mean: 4.64



Q5-16. Speed with which your 911/Dispatch call was answered

Mean: 4.81

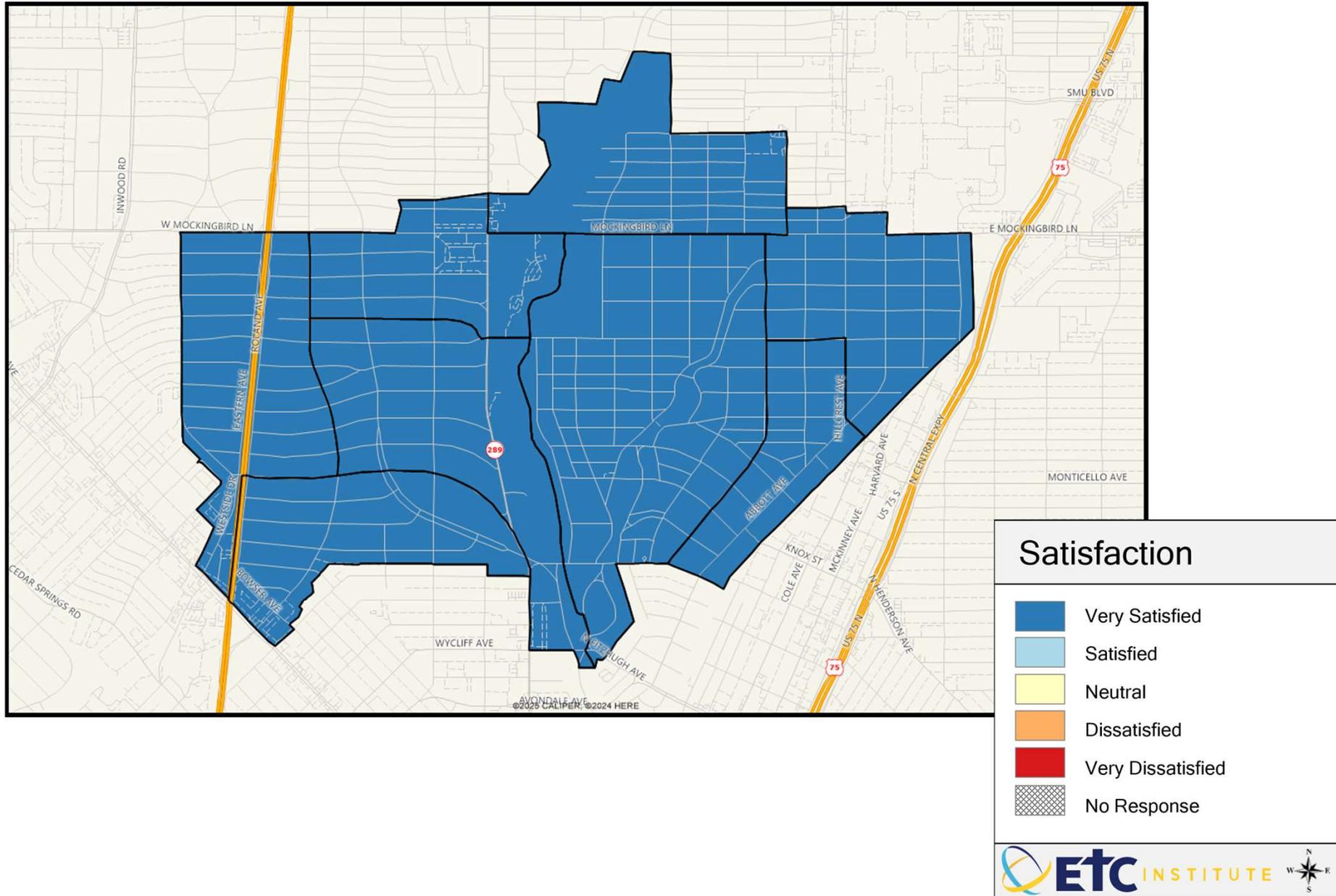


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

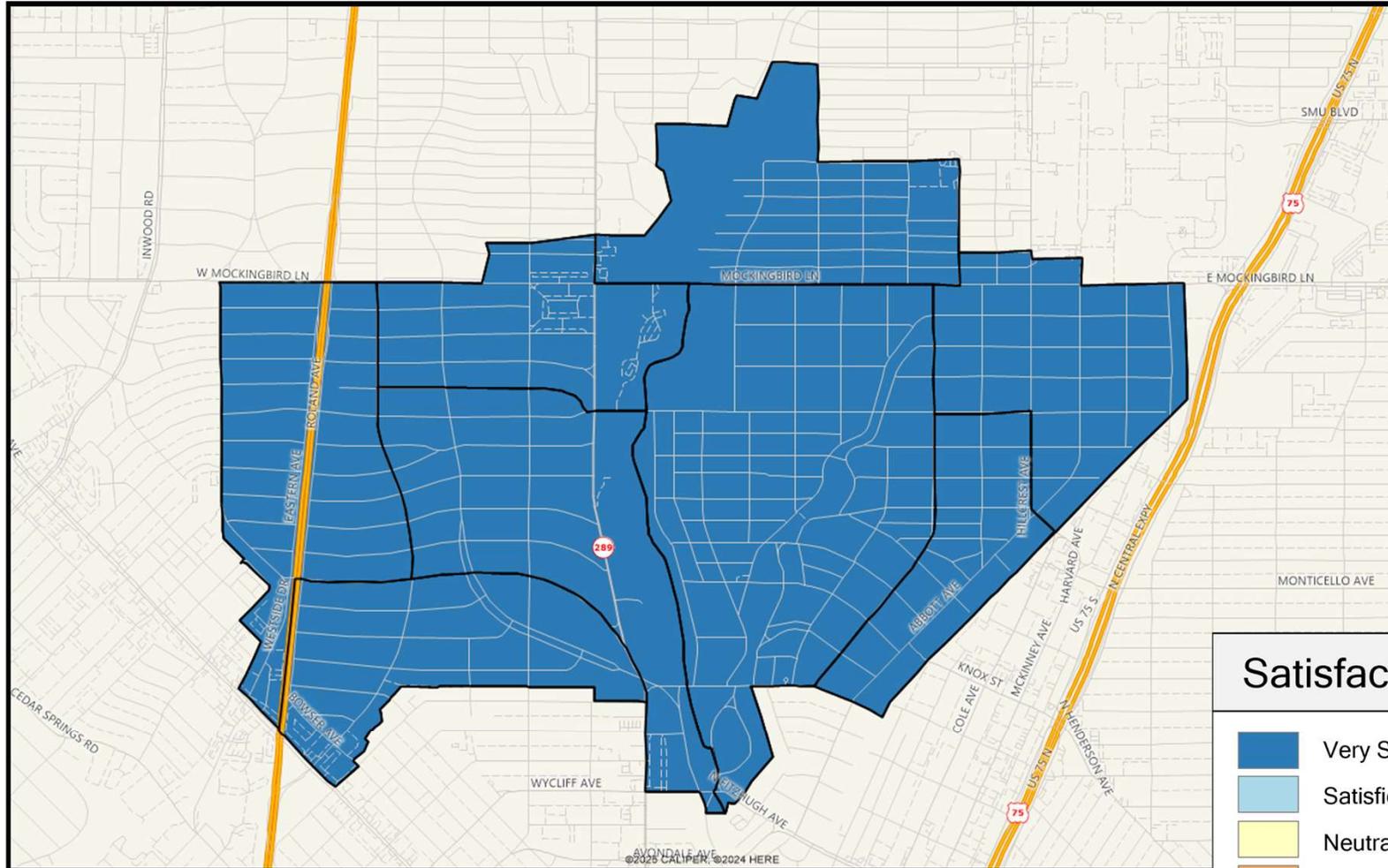
Q5-17. Quality of information and/or instructions given to you by the 911 dispatcher

Mean: 4.73



Q5-18. Overall quality of interaction with public safety call taker

Mean: 4.73

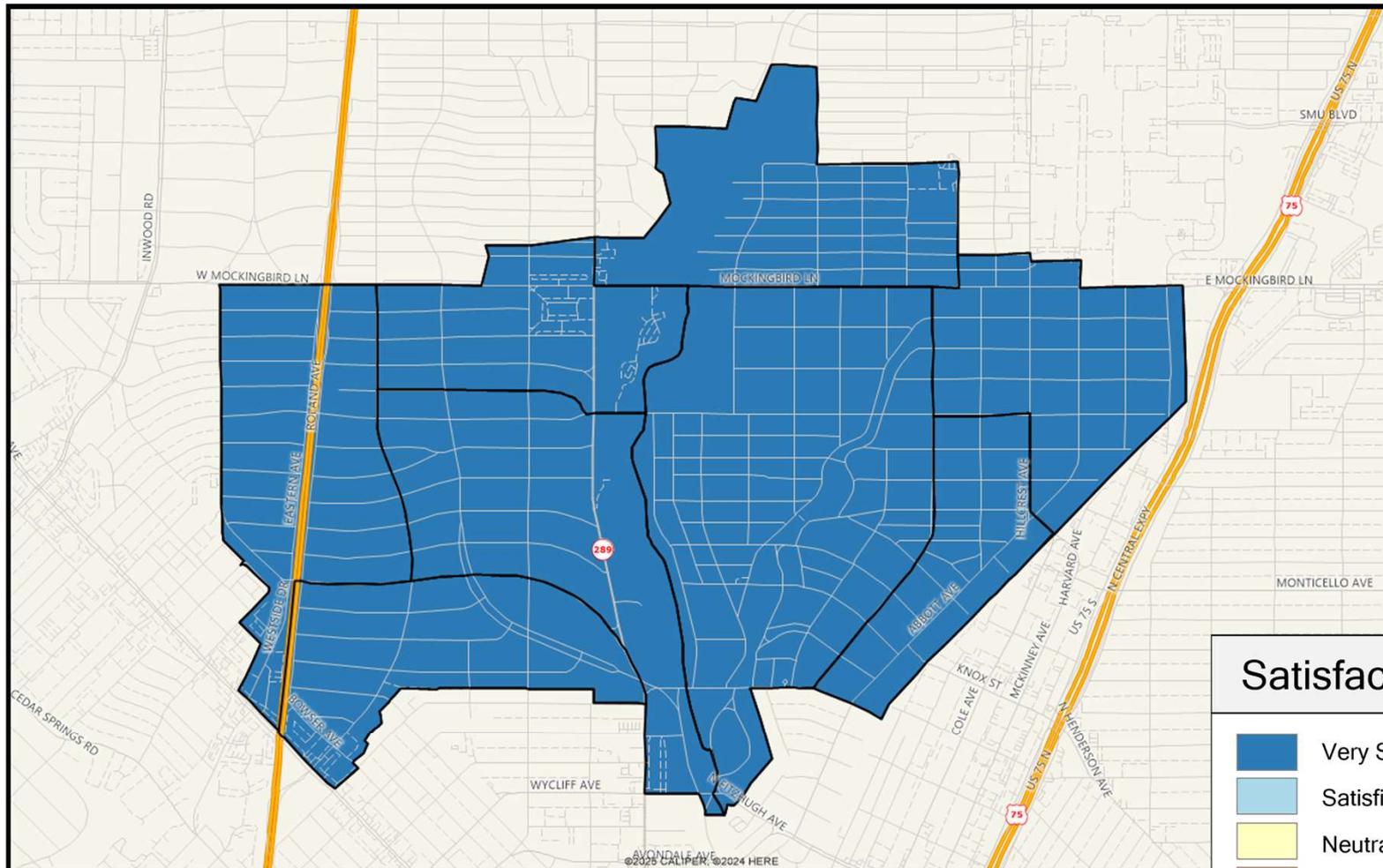


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

Q7-02. General signage and wayfinding

Mean: 4.63

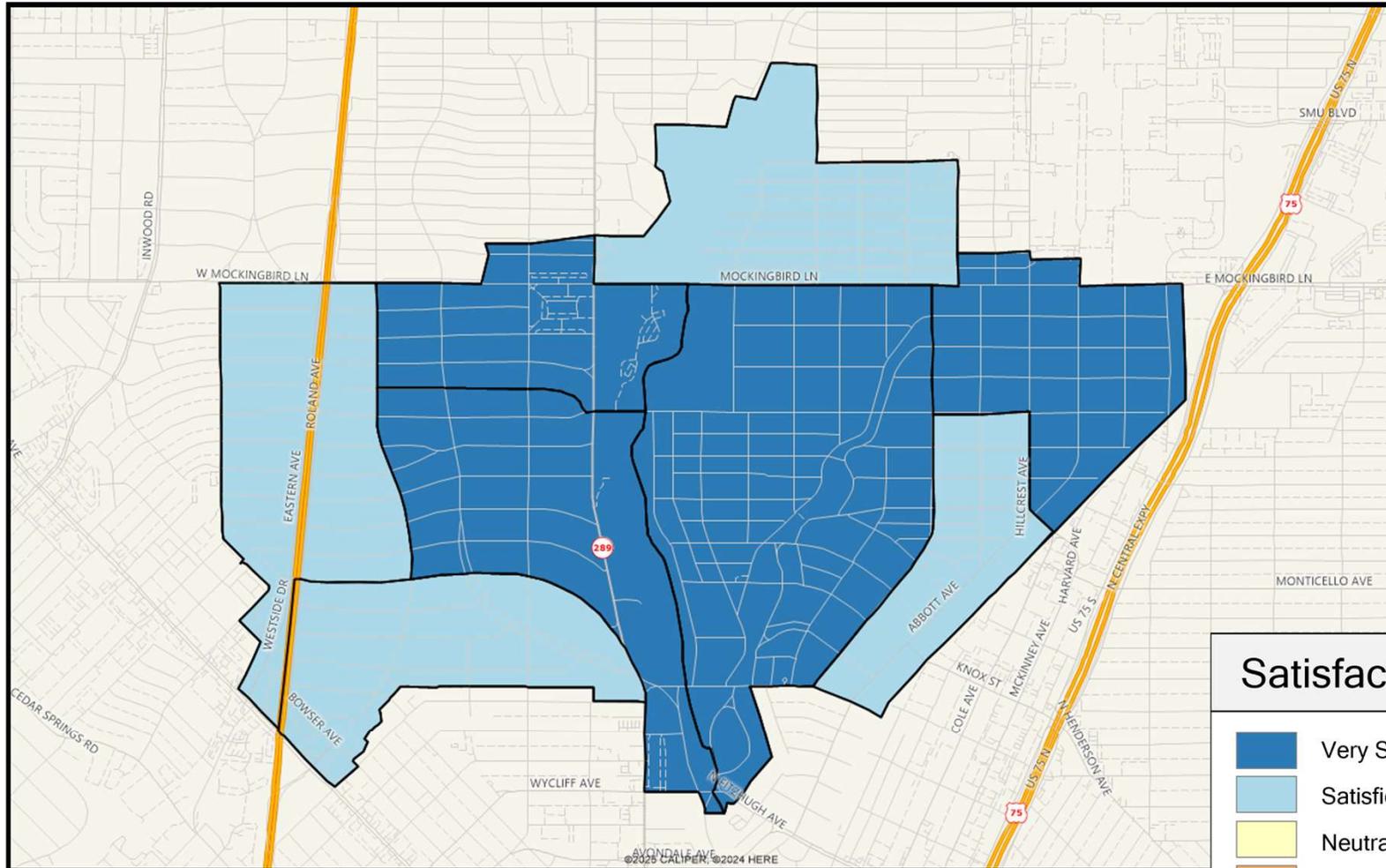


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

Q7-03. Adequacy and availability of parking

Mean: 4.23



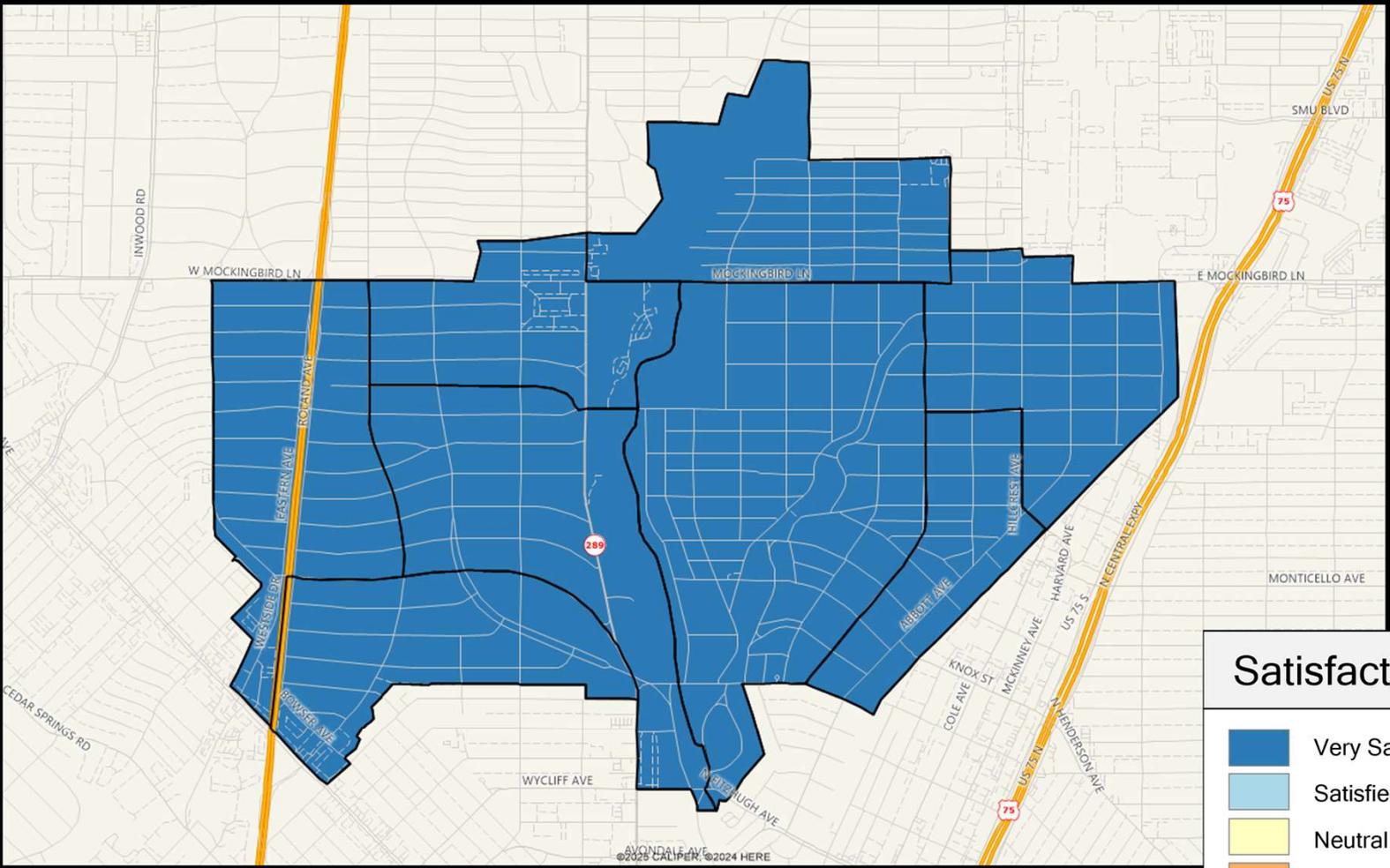
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q7-04. Maintenance, condition and cleanliness of Town Hall

Mean: 4.78



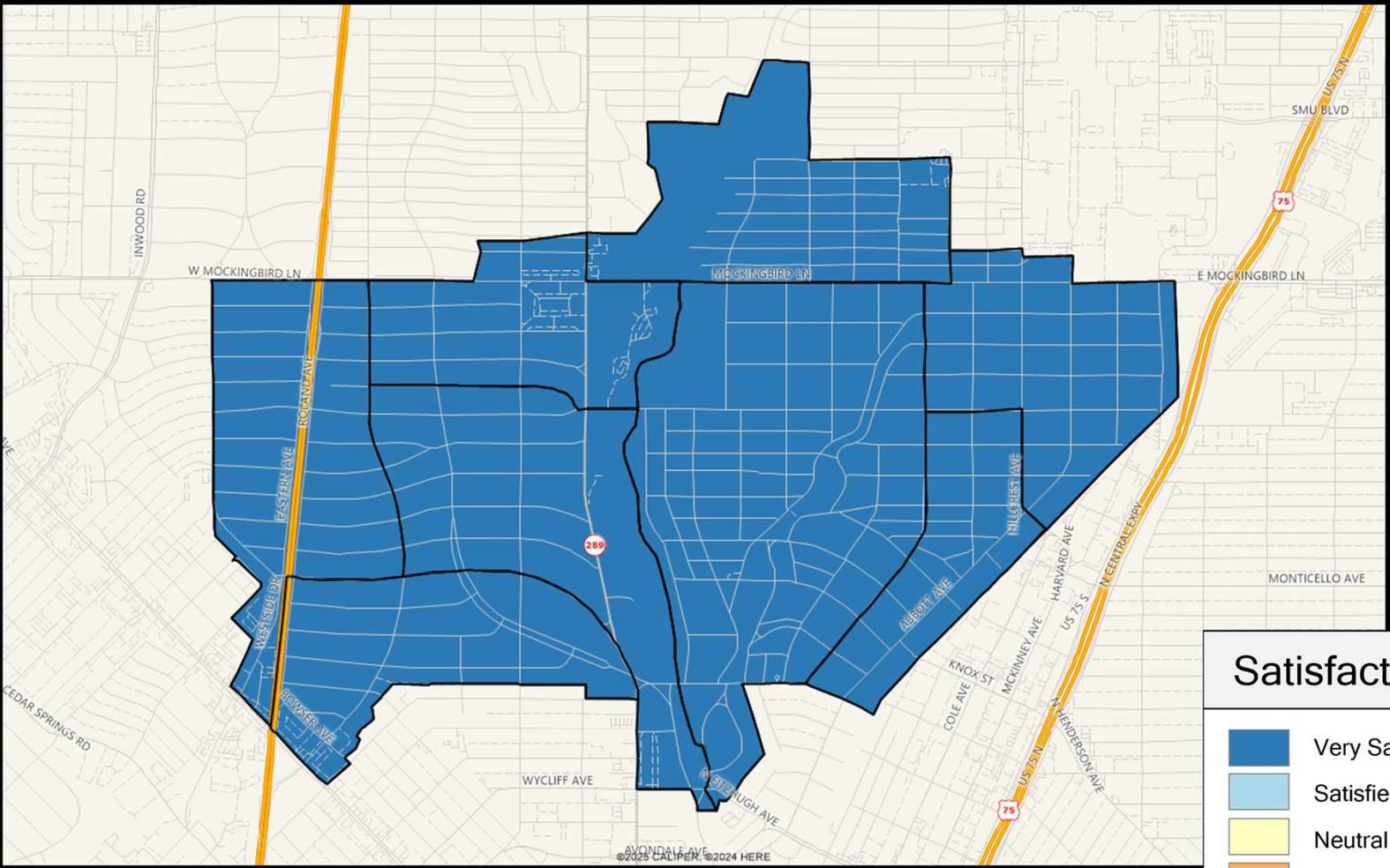
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q7-05. Quality of council chambers/municipal court facilities

Mean: 4.69

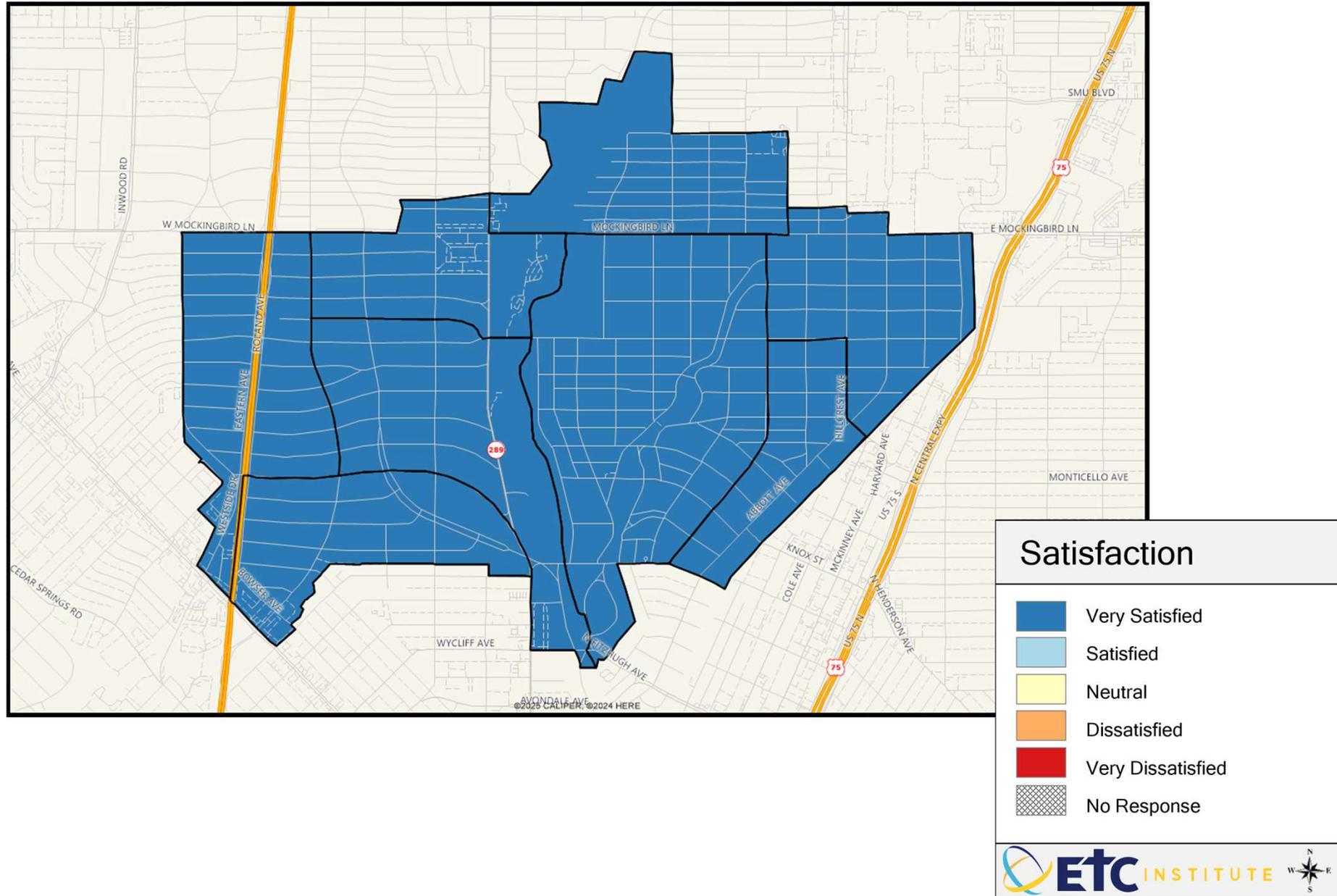


Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

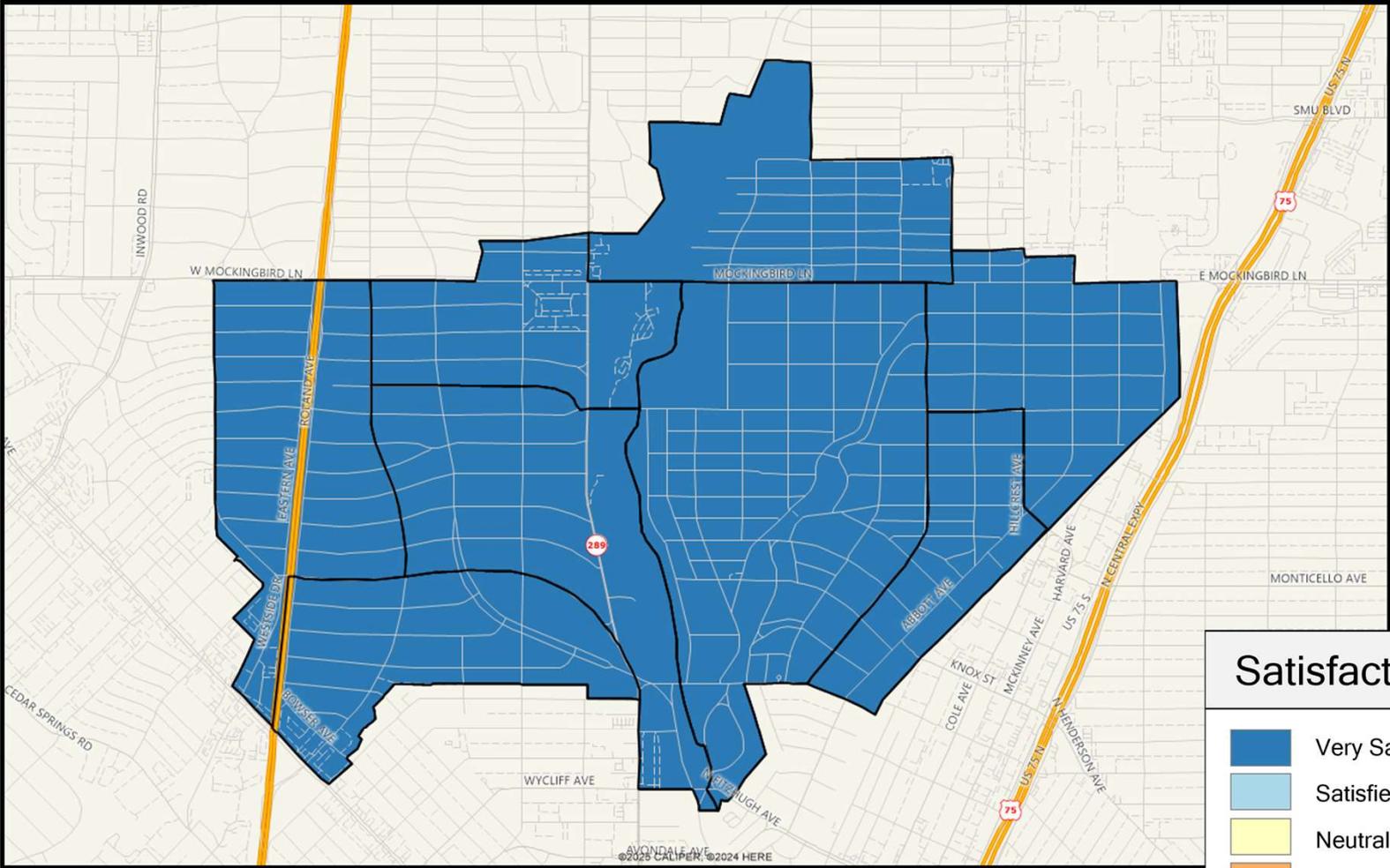
ETC INSTITUTE

Q8-01. Landscape, maintenance, condition, and cleanliness of Town parks Mean: 4.65



Q8-02. Maintenance, condition, and cleanliness of decorative fountains

Mean: 4.63



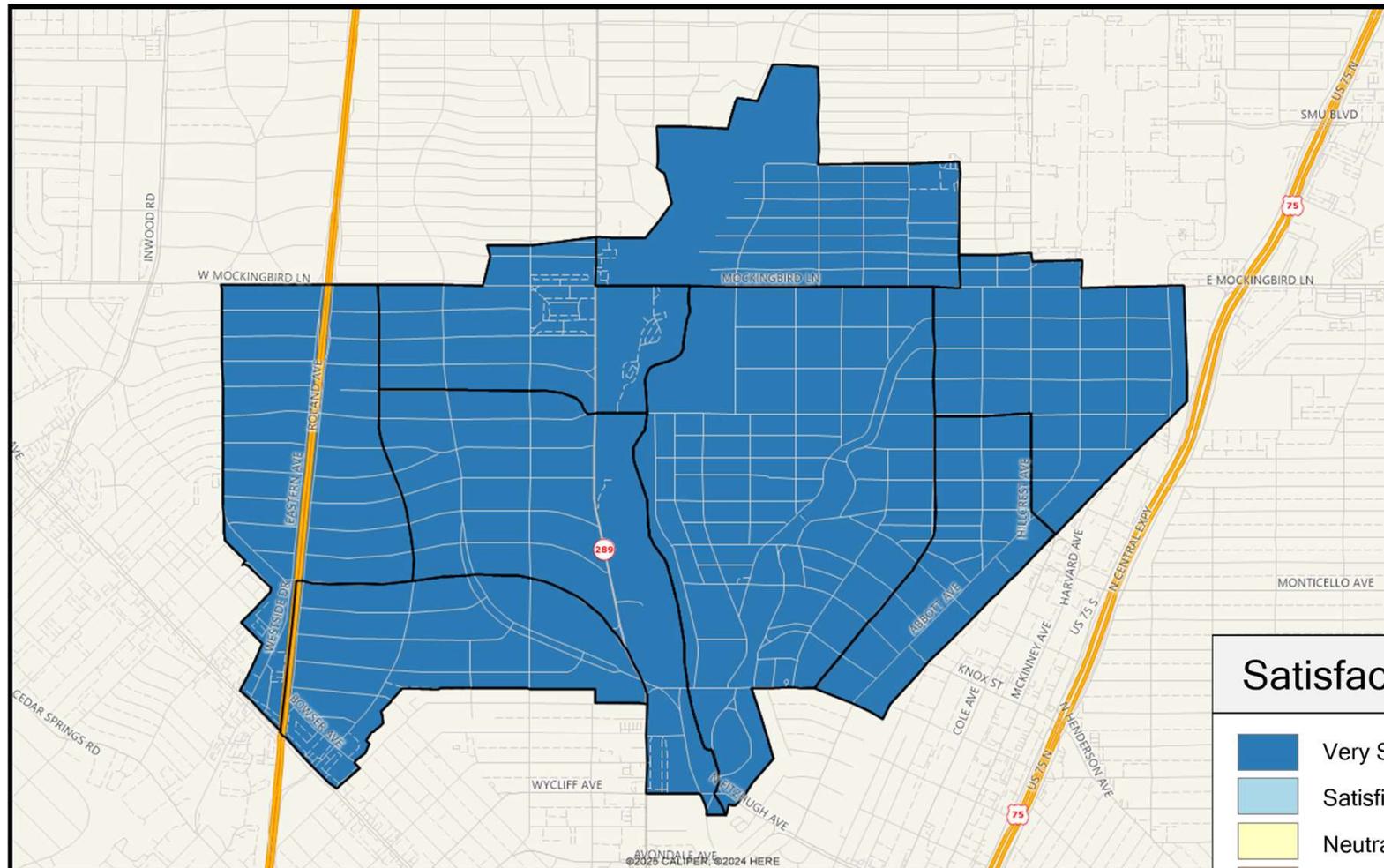
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q8-03. Amenities in Town Parks (trash cans, drinking fountains, benches)

Mean: 4.52



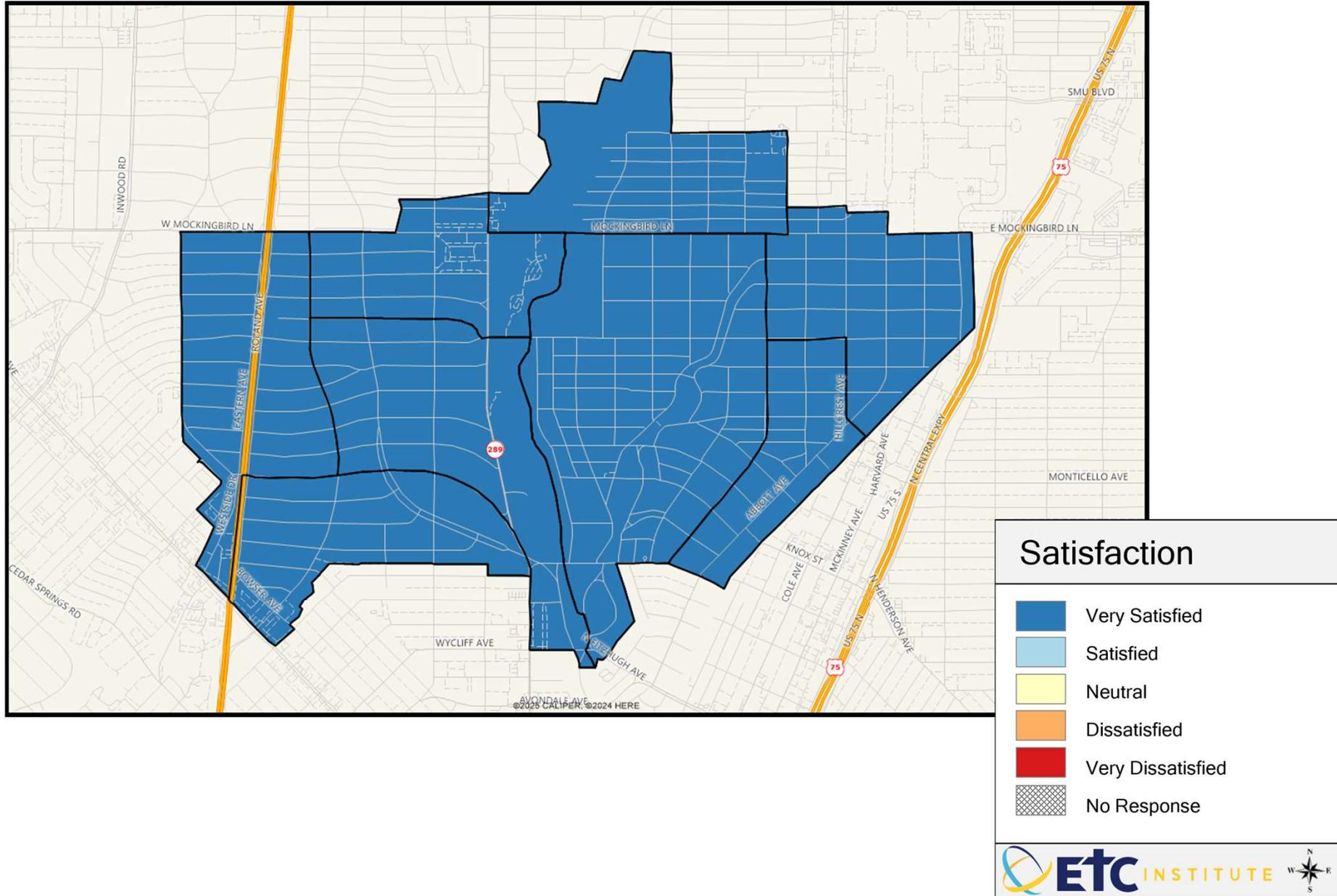
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

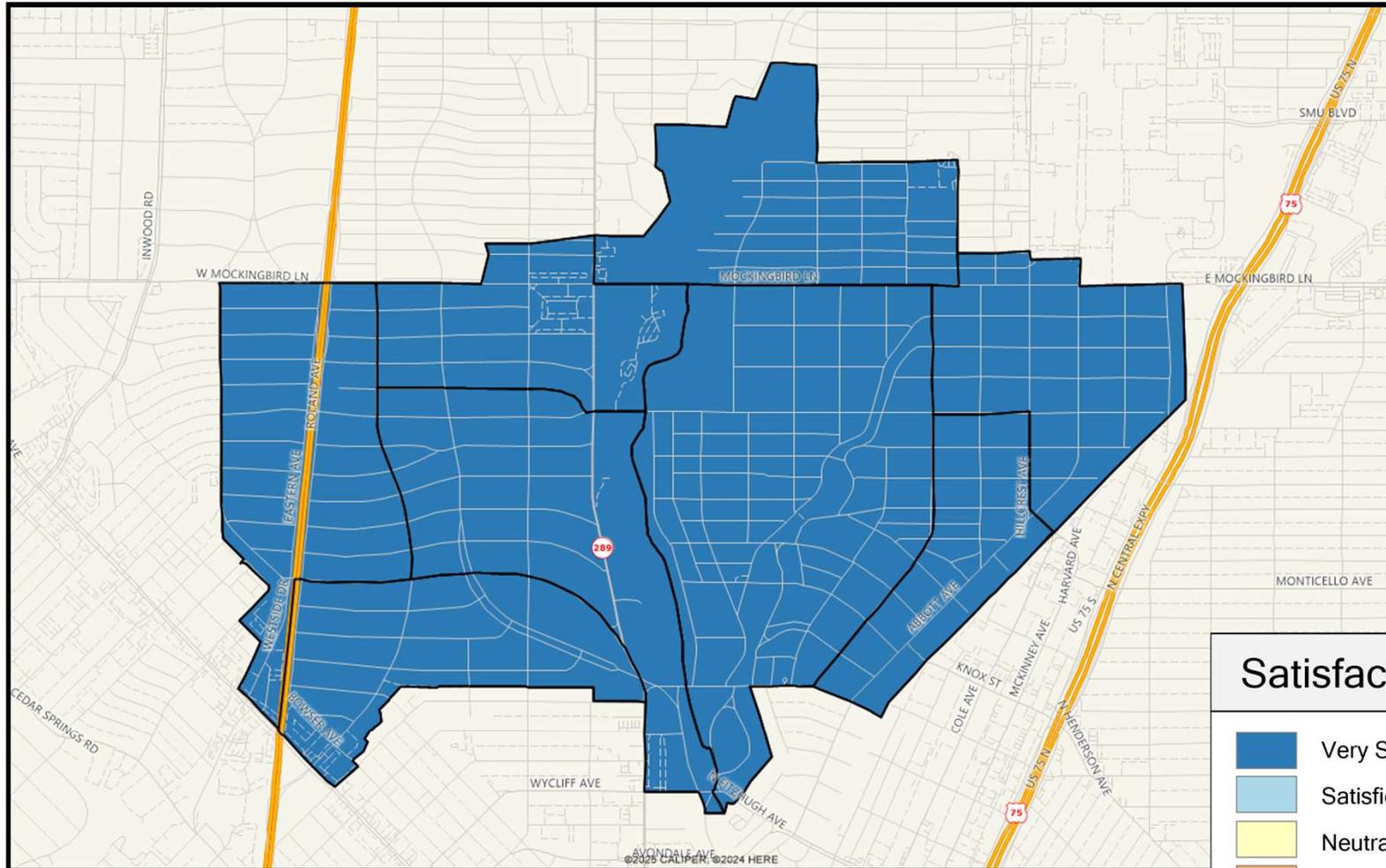
Q8-04. Maintenance, condition, and cleanliness of playground equipment

Mean: 4.58



Q8-05. Maintenance, condition, and cleanliness of ponds, lakes, or greenways

Mean: 4.5



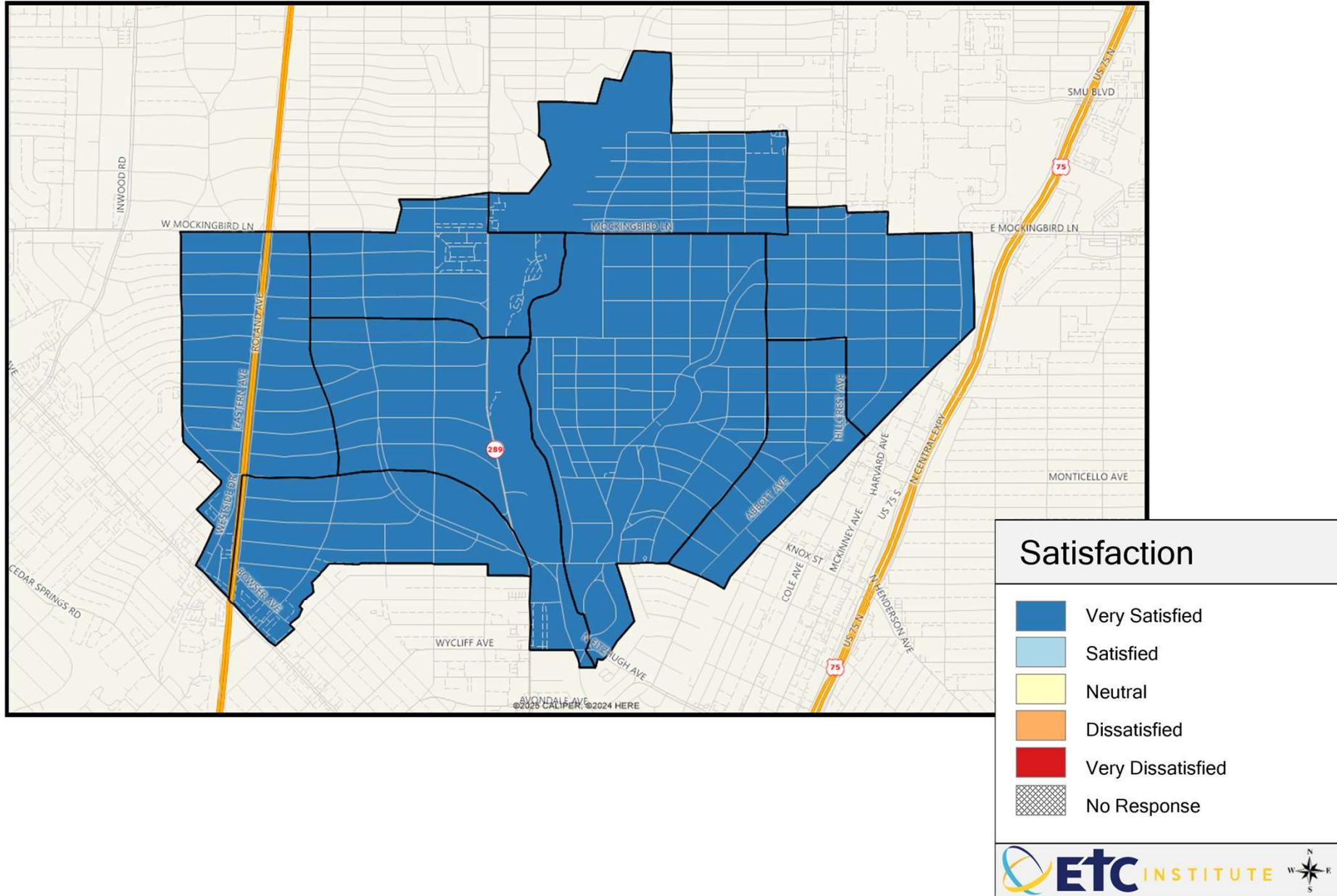
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

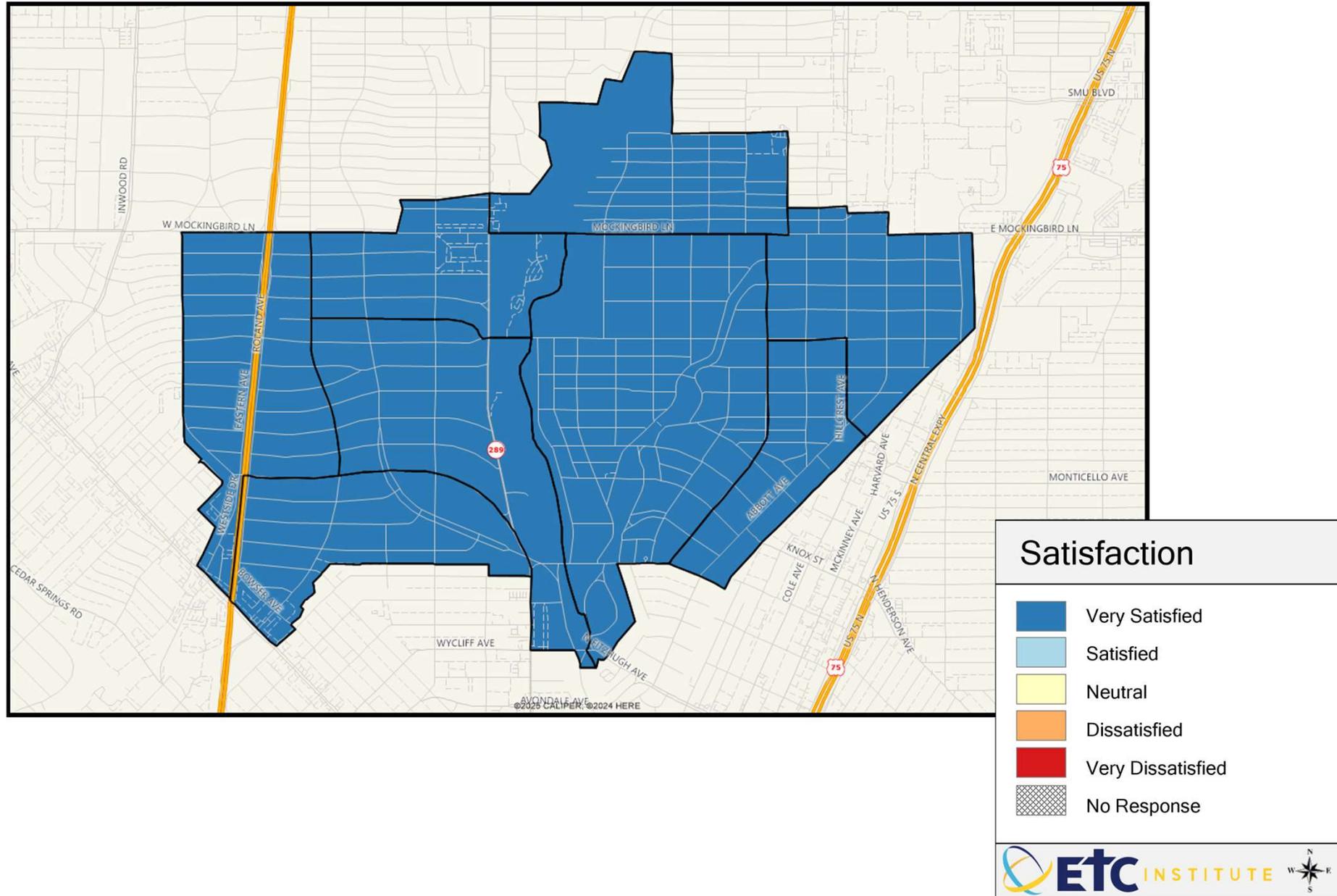
Q8-06. Maintenance, condition, and cleanliness of the Fairfax Park athletic field (located on the northeast corner of Beverly and the Tollway)

Mean: 4.62



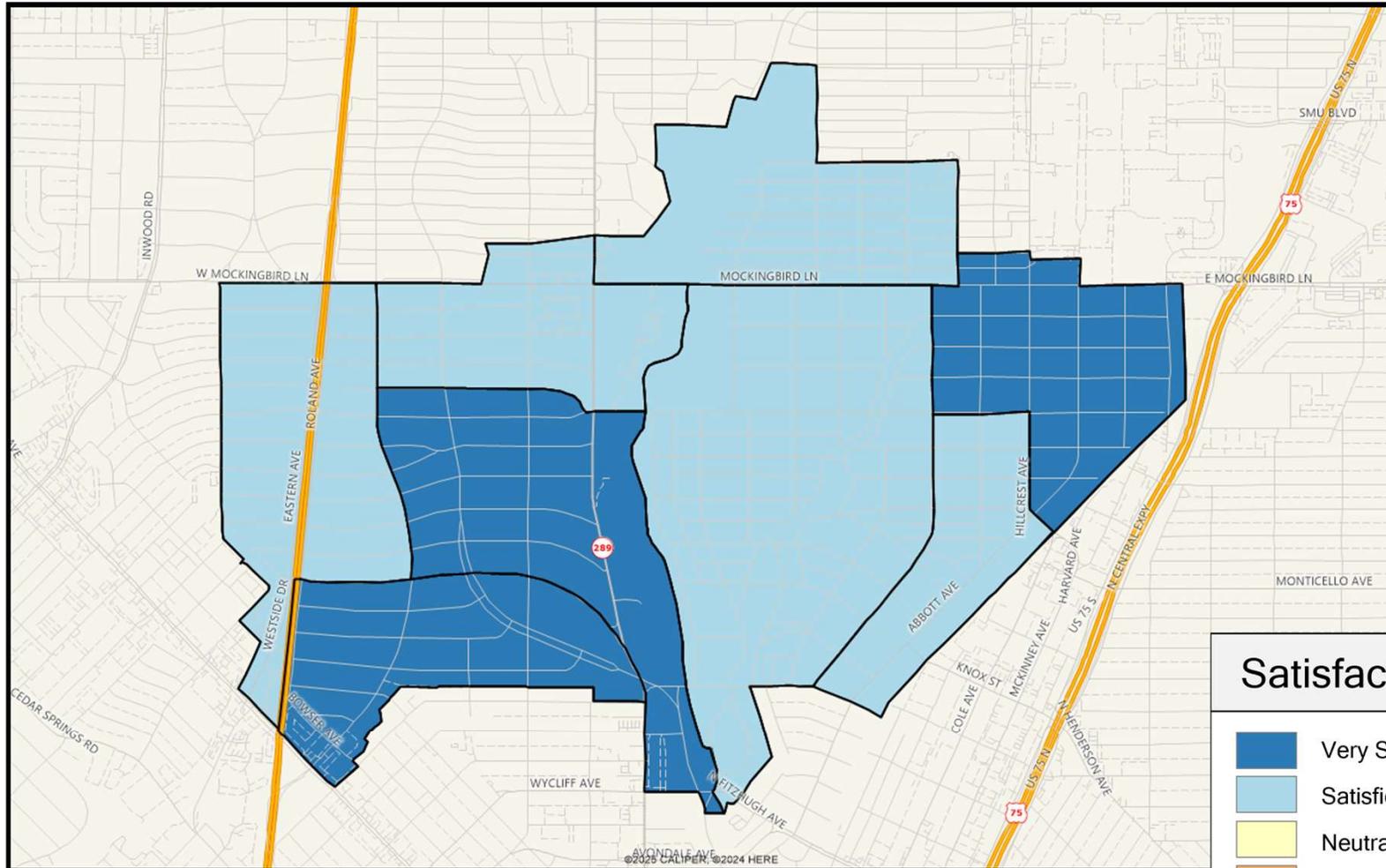
Q8-07. Maintenance, condition, and cleanliness of outdoor athletic courts (pickleball and tennis)

Mean: 4.55



Q8-08. Ease of utilizing recreation software (purchasing permits, reserving courts, signing up for programs)

Mean: 4.14

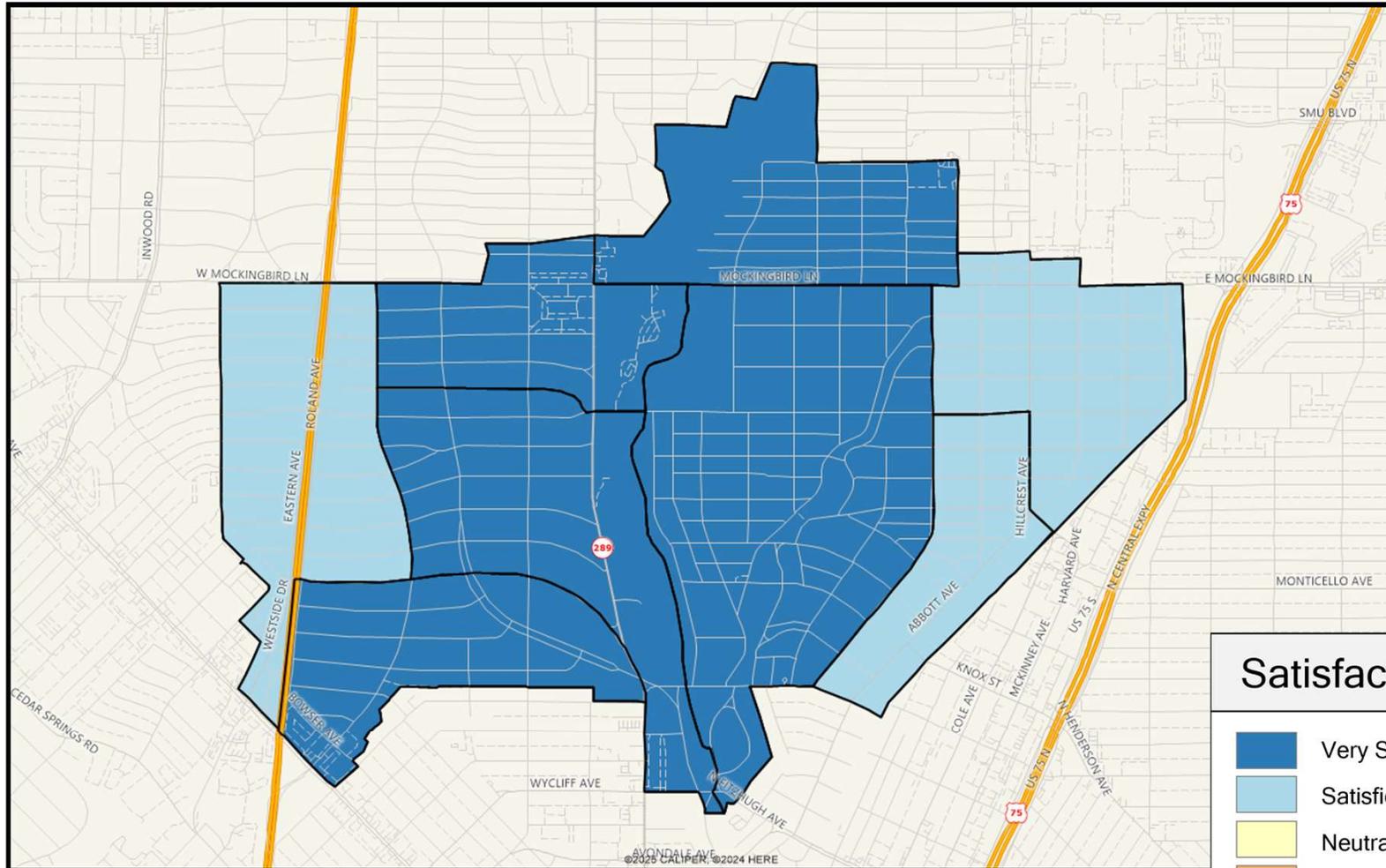


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

Q8-09. Quality and amount of recreational programming (pickleball clinics, yoga, meditation)

Mean: 4.18



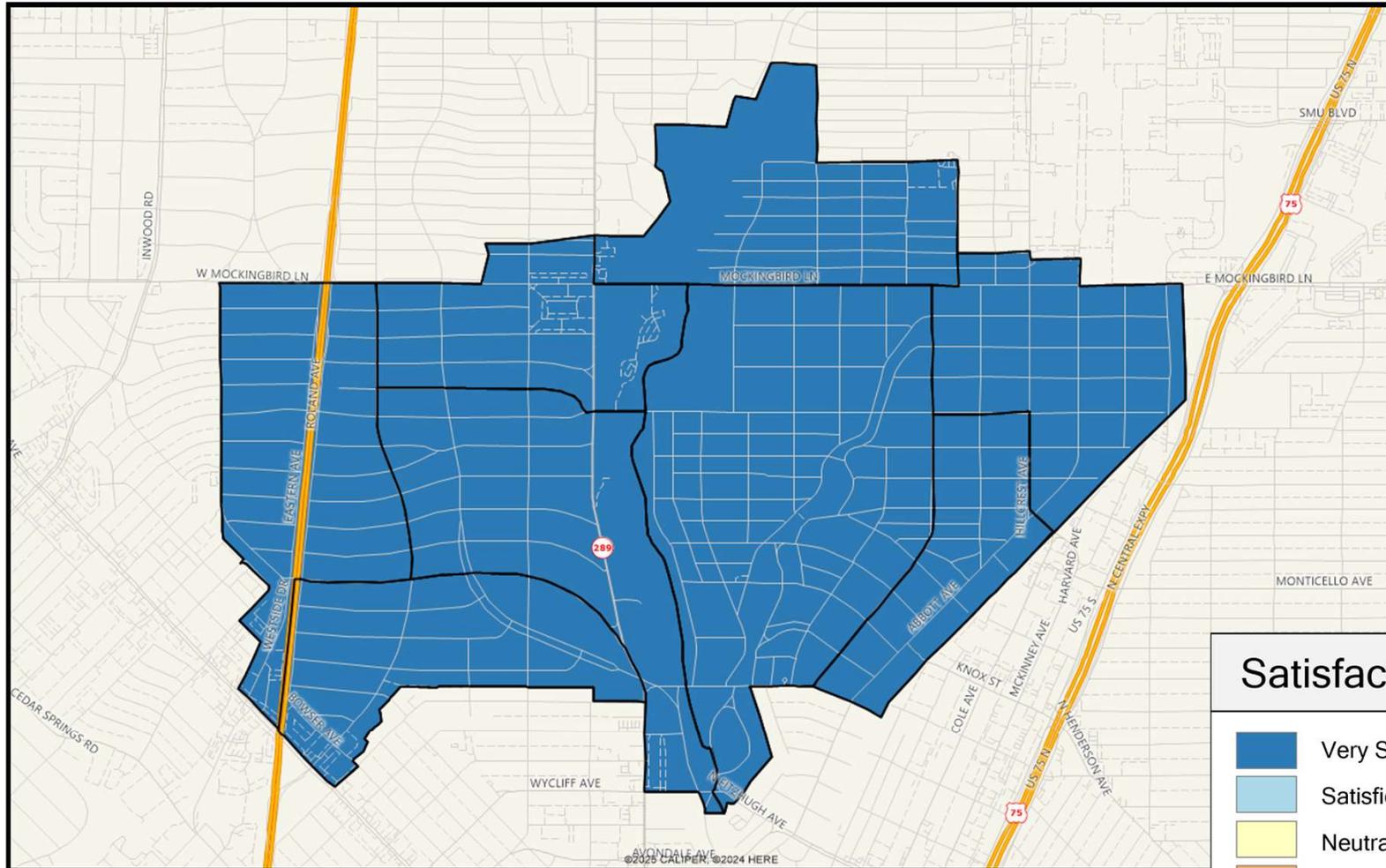
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q8-10. Maintenance of public parkway trees

Mean: 4.52



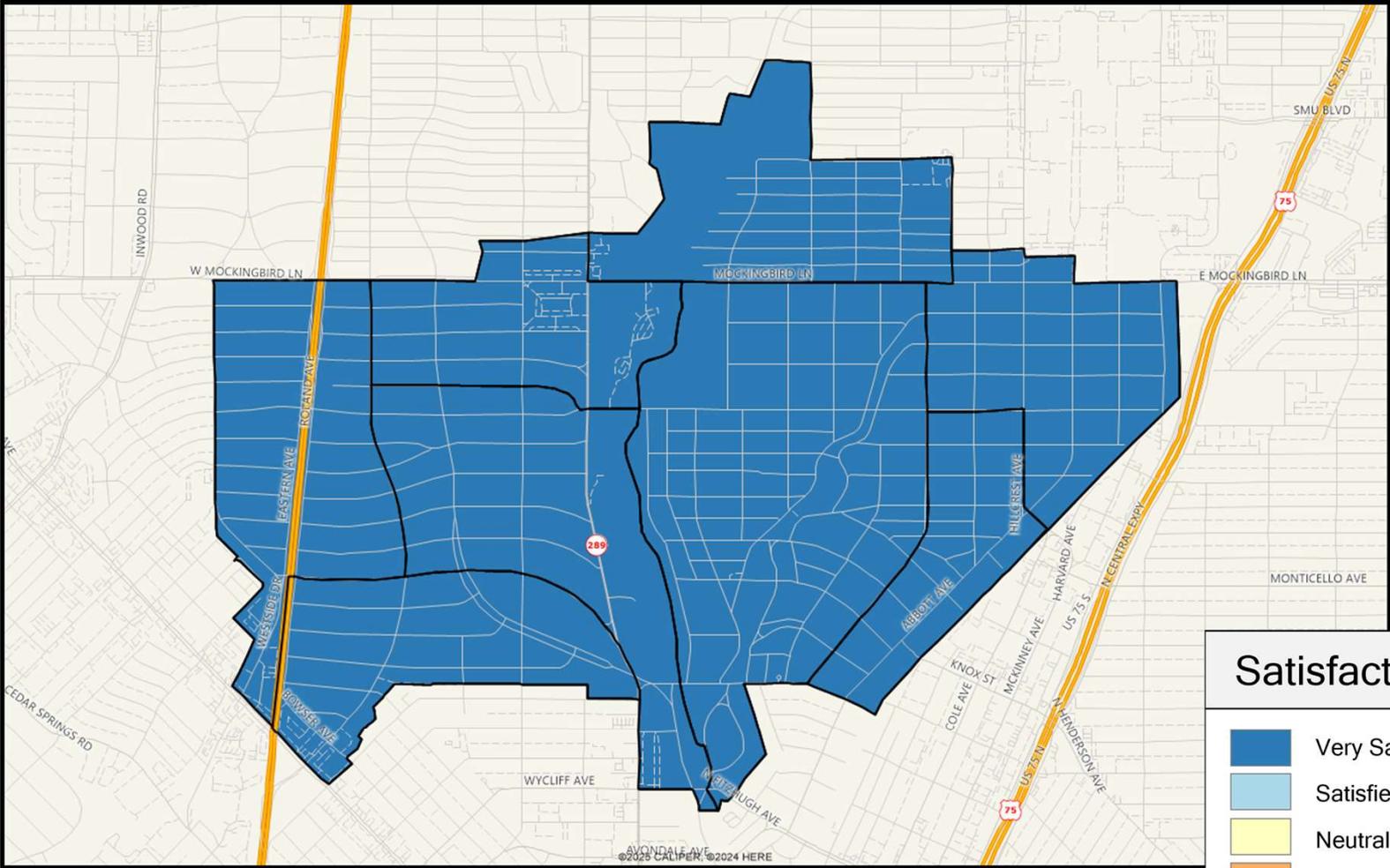
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q8-11. Adequacy of lighting in the parks and athletic courts

Mean: 4.42



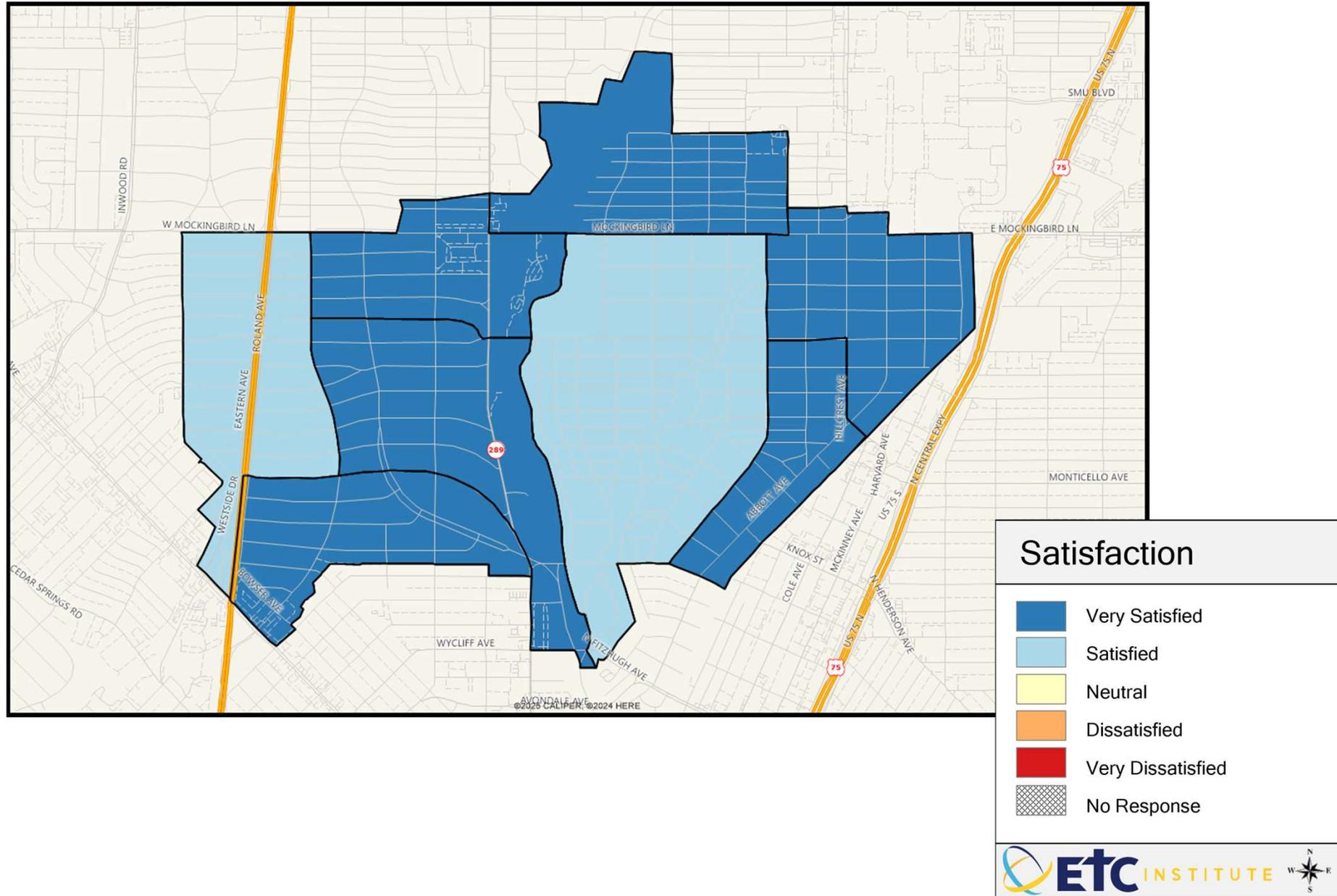
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

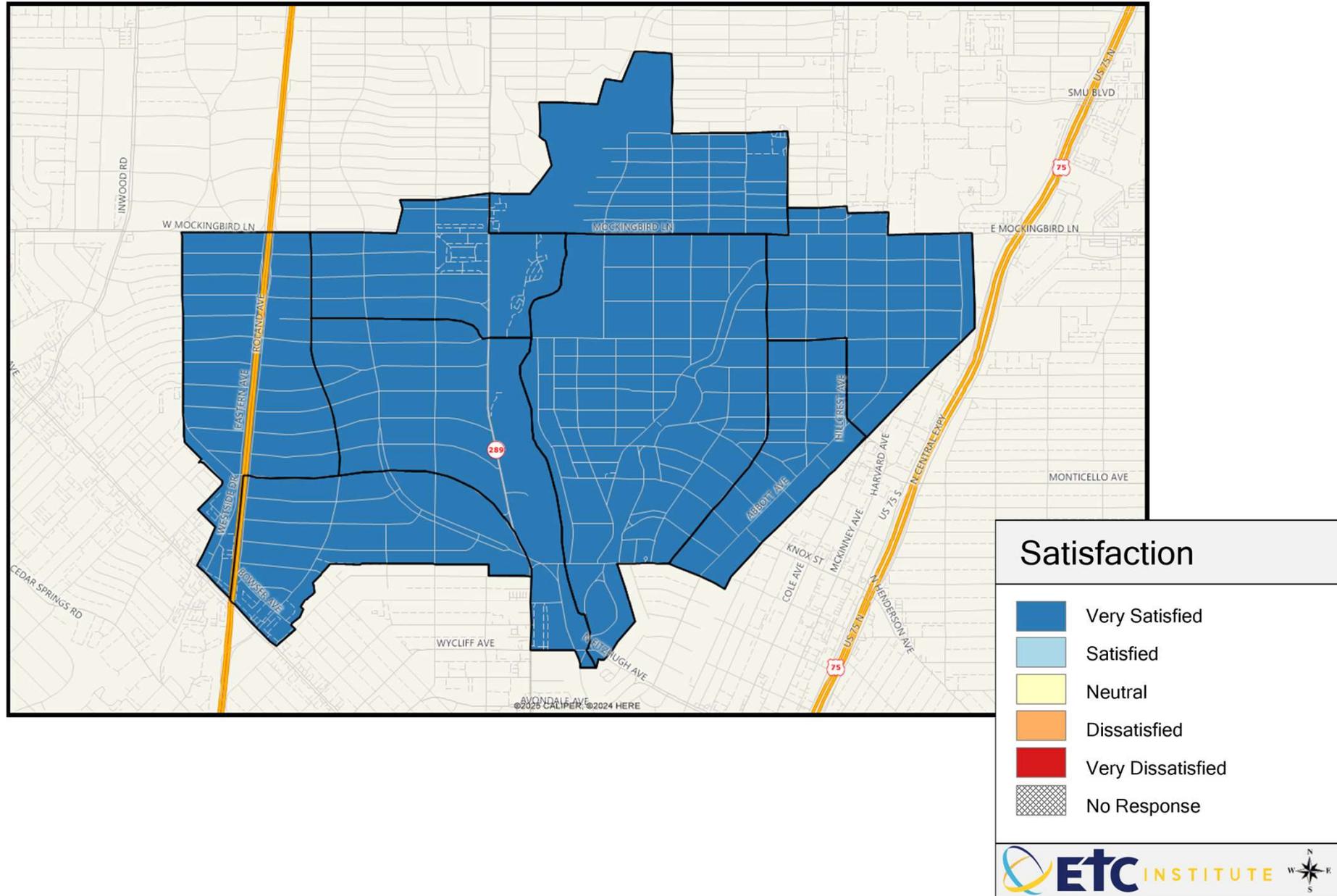
Q8-12. Quality and amount of public art and sculptures throughout the Town

Mean: 4.21



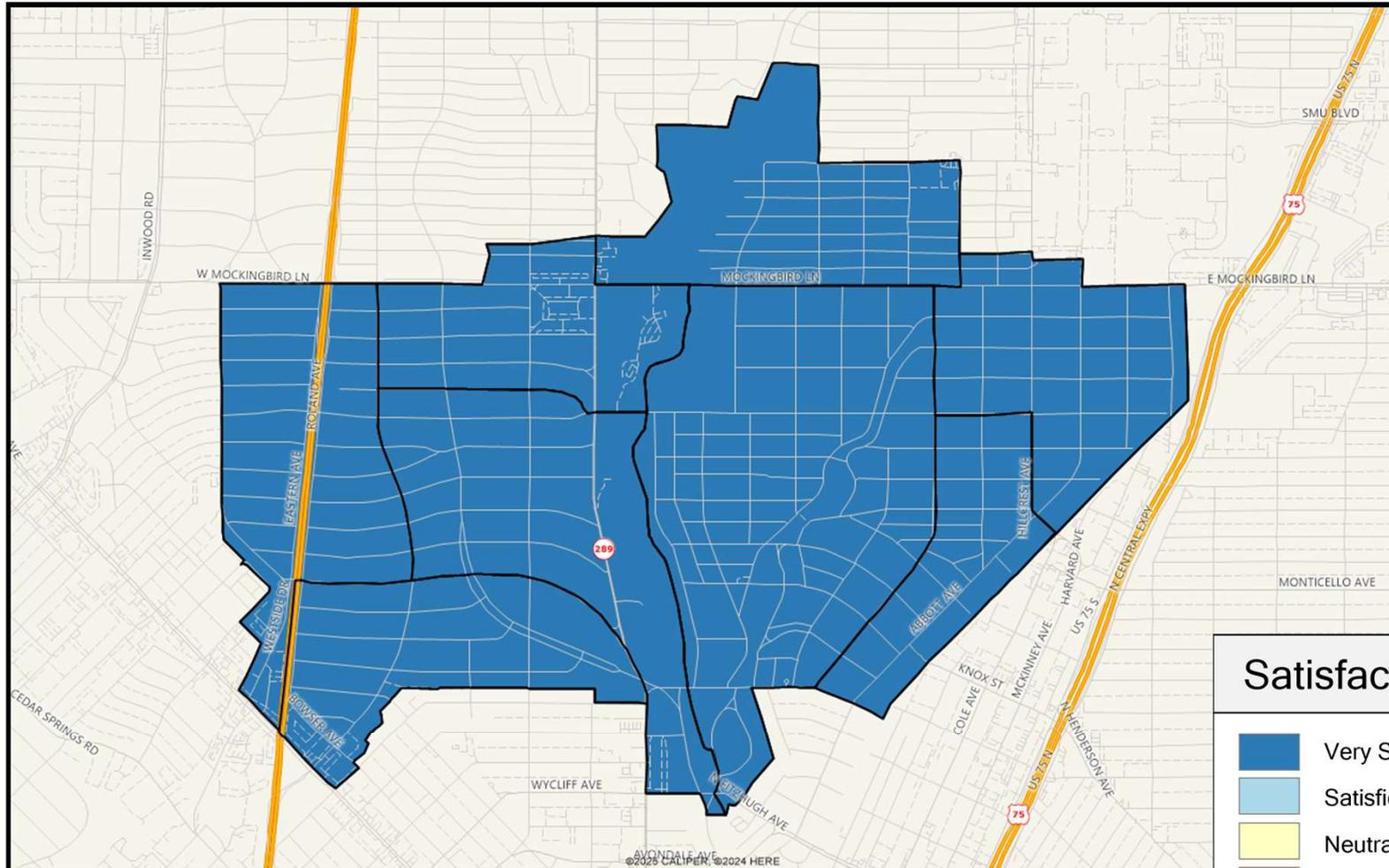
Q8-13. Maintenance, condition, and cleanliness of the Town swimming pool

Mean: 4.56



Q8-14. Pool season and hours of operation

Mean: 4.42

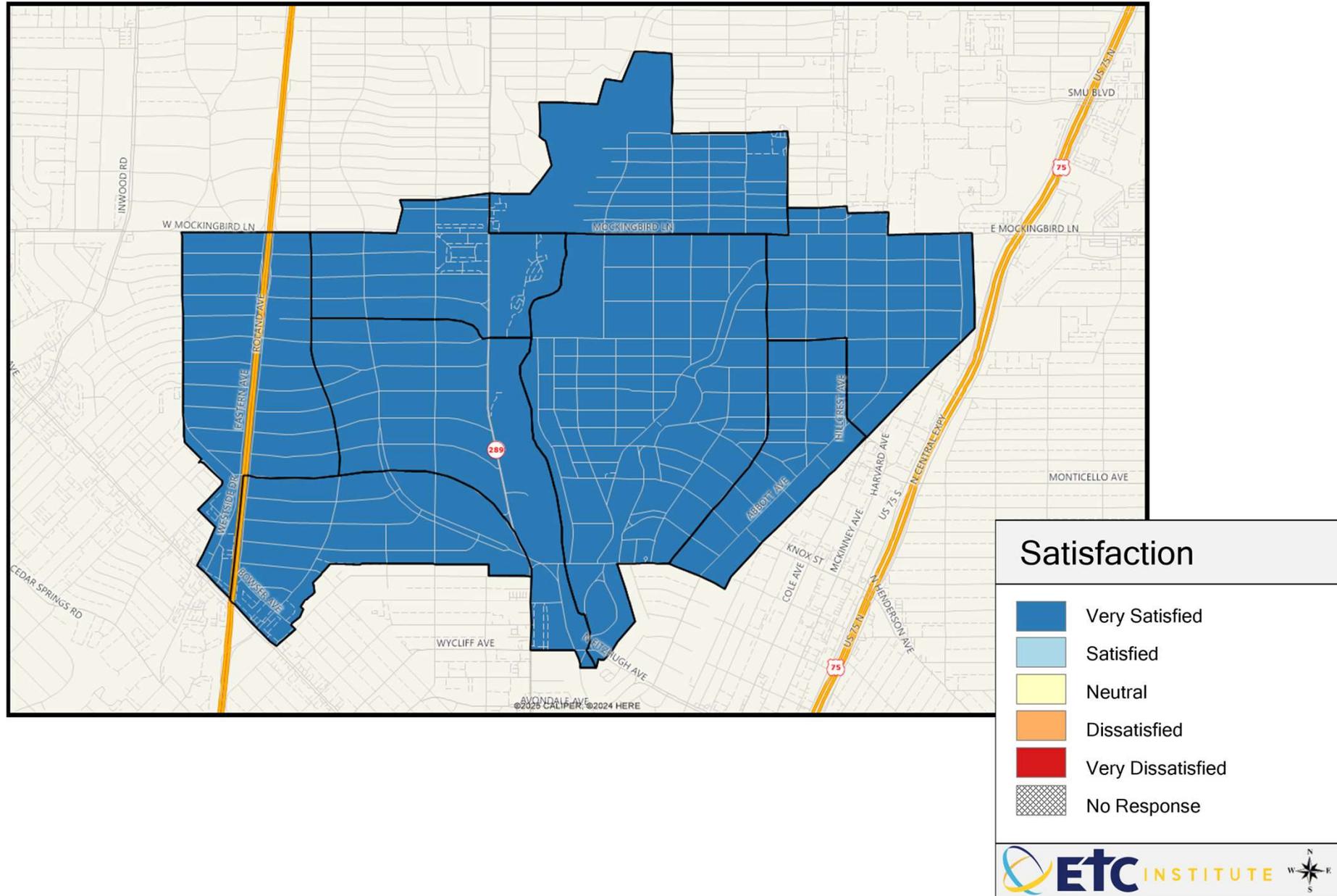


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

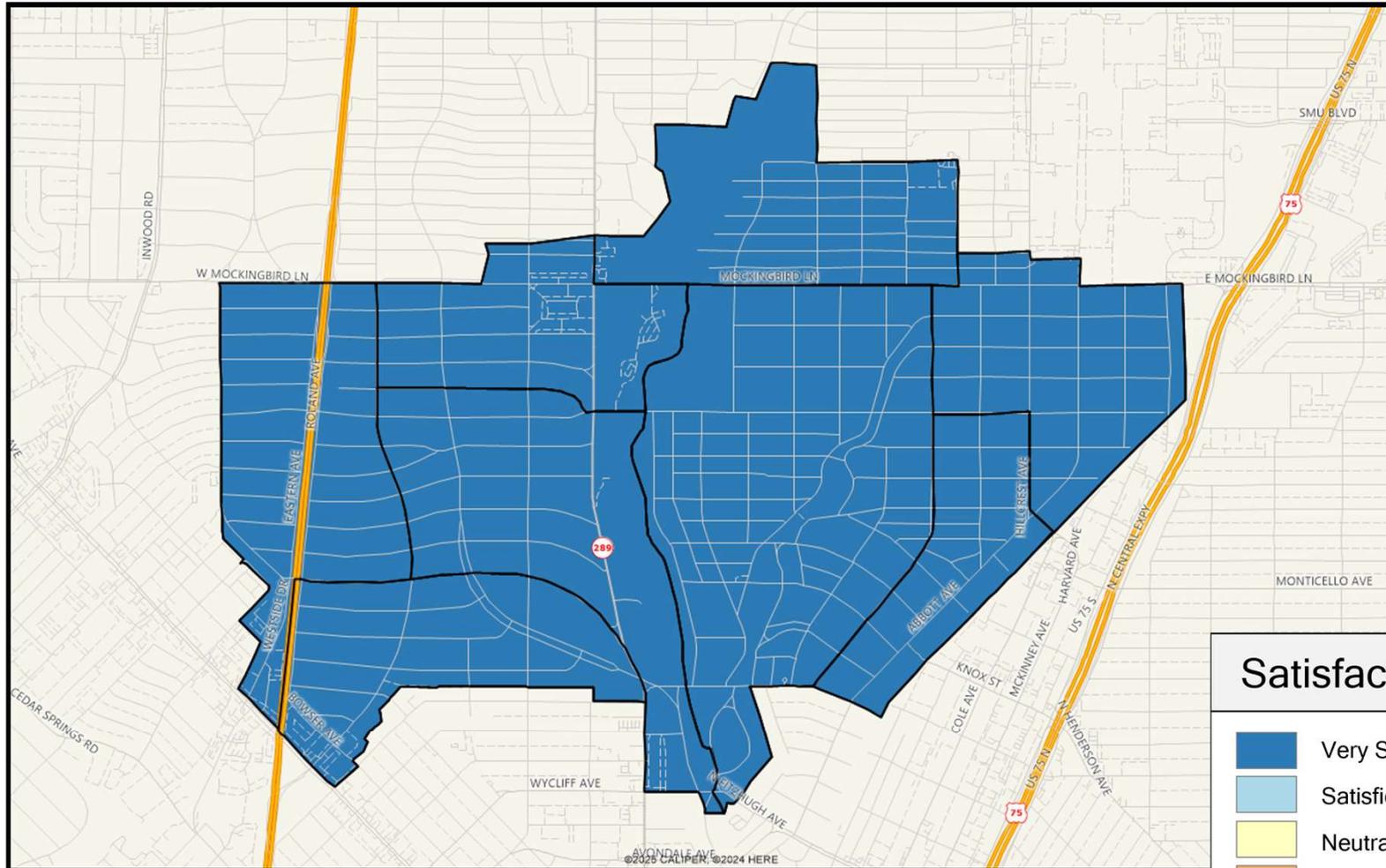
Q8-15. Swimming pool operations and staffing (daily admission, pool party reservation process and experience, concessions)

Mean: 4.49



Q8-16. Swimming pool programs (swim lessons, swim conditioning program, etc.)

Mean: 4.45



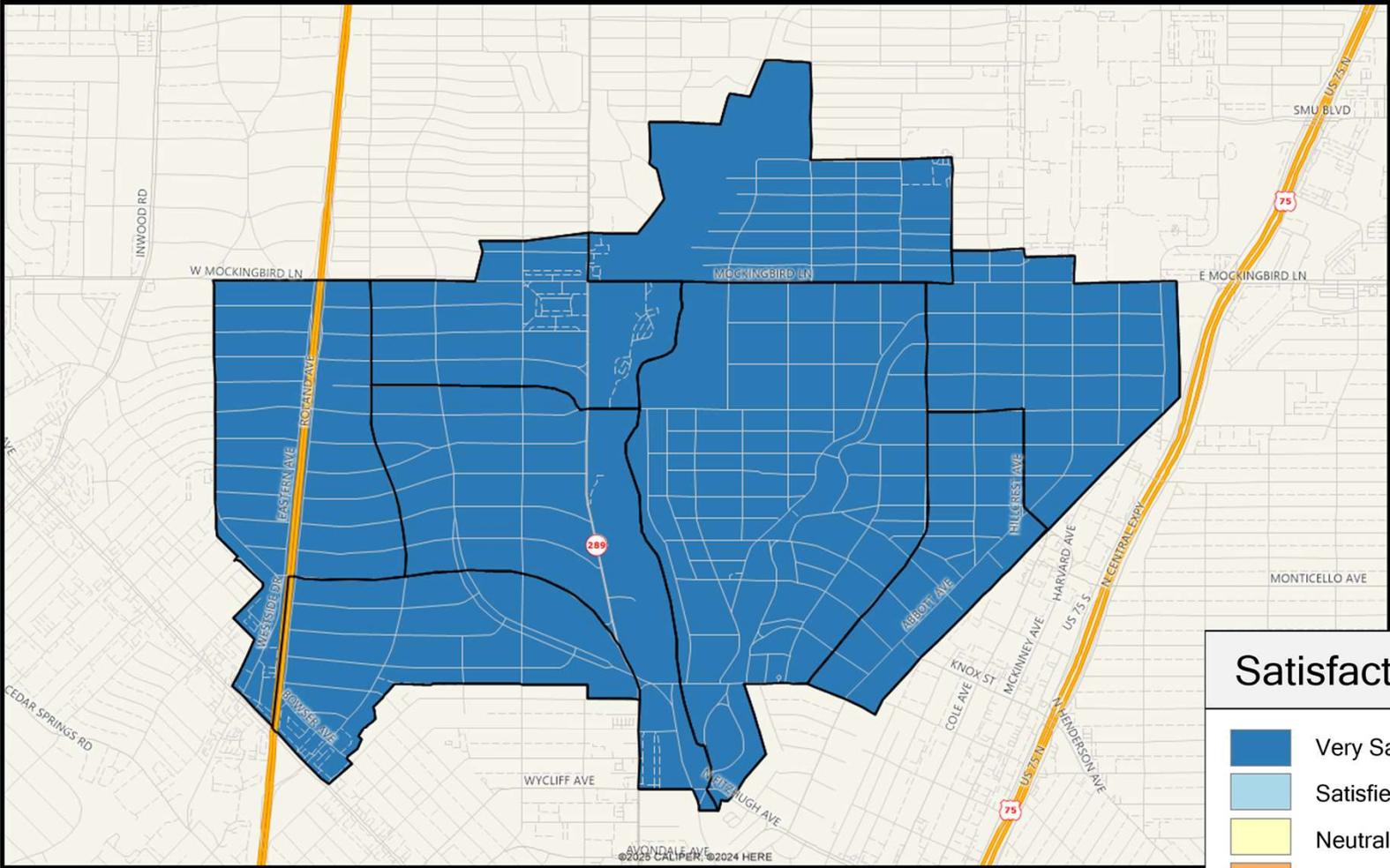
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q10-01. Residential Garbage/Recycling collection services

Mean: 4.77



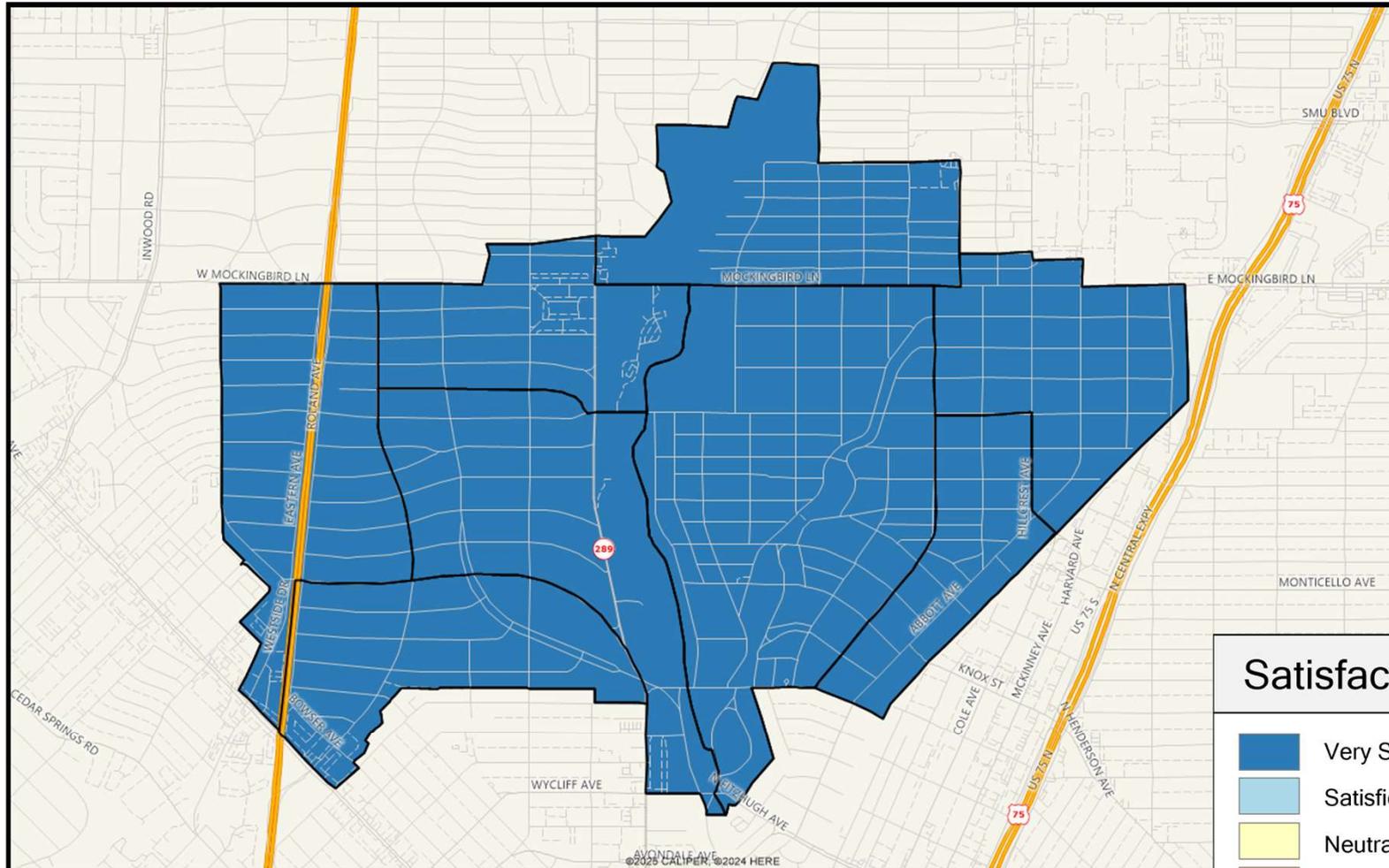
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

The logo for ETC INSTITUTE is located at the bottom right of the map. It features the letters 'ETC' in a large, bold, blue font, followed by 'INSTITUTE' in a smaller, blue font. To the right of the text is a compass rose with the cardinal directions labeled: N (North), S (South), E (East), and W (West).

Q10-02. Brush/Yard waste collection services

Mean: 4.74

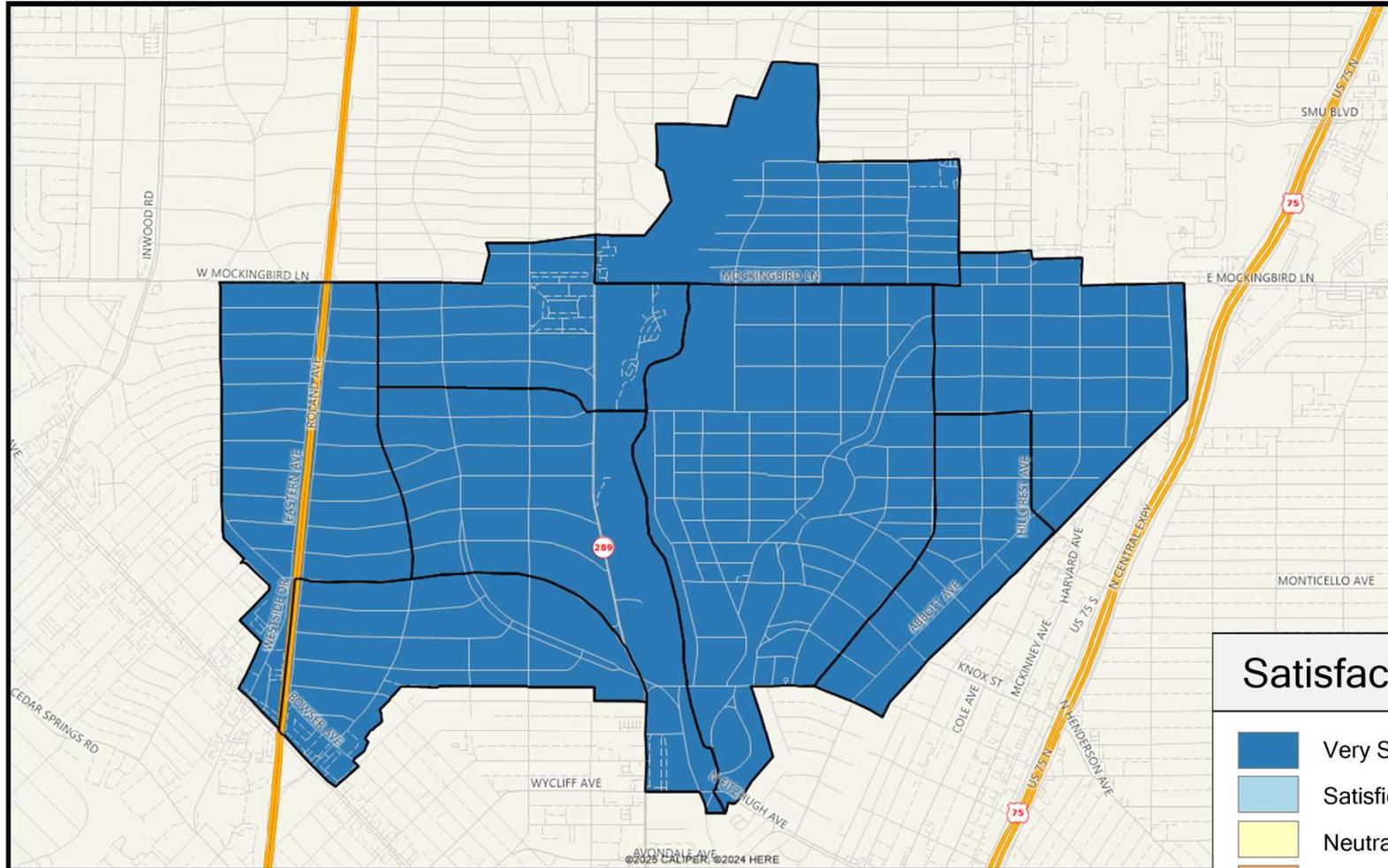


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

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Q10-03. Bulky item collection services

Mean: 4.7



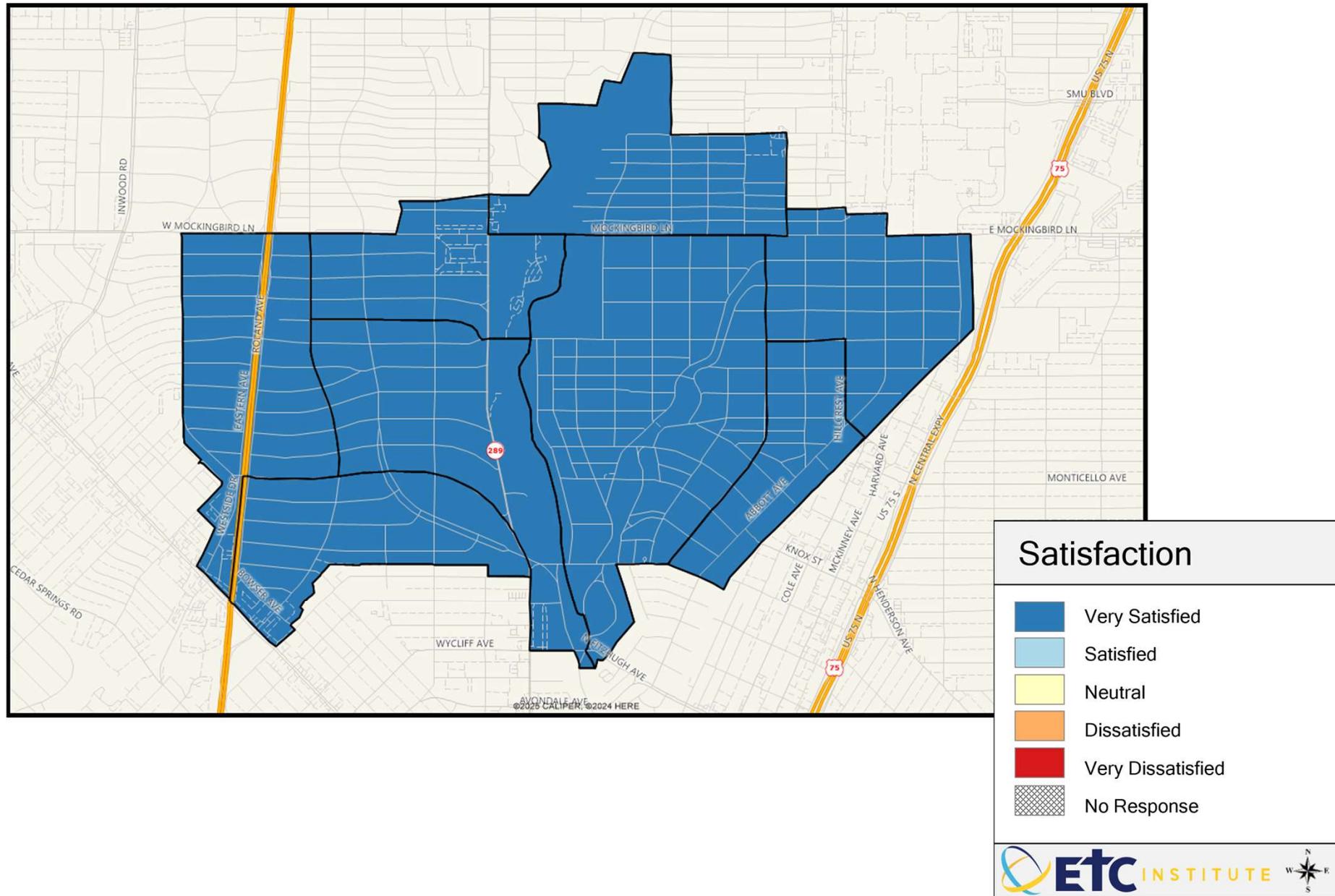
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

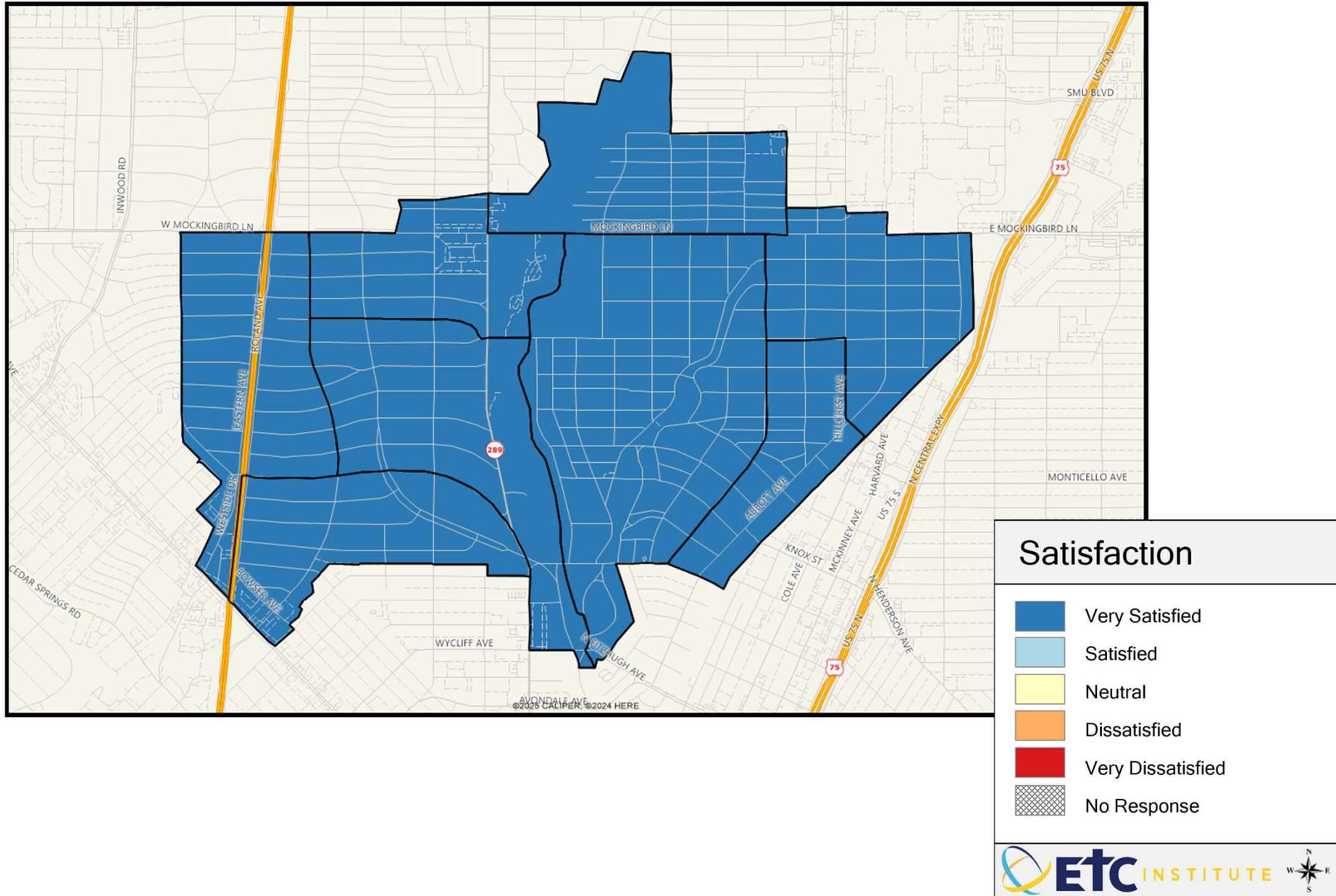
Q10-04. Frequency of Sanitation and Recycling services

Mean: 4.76



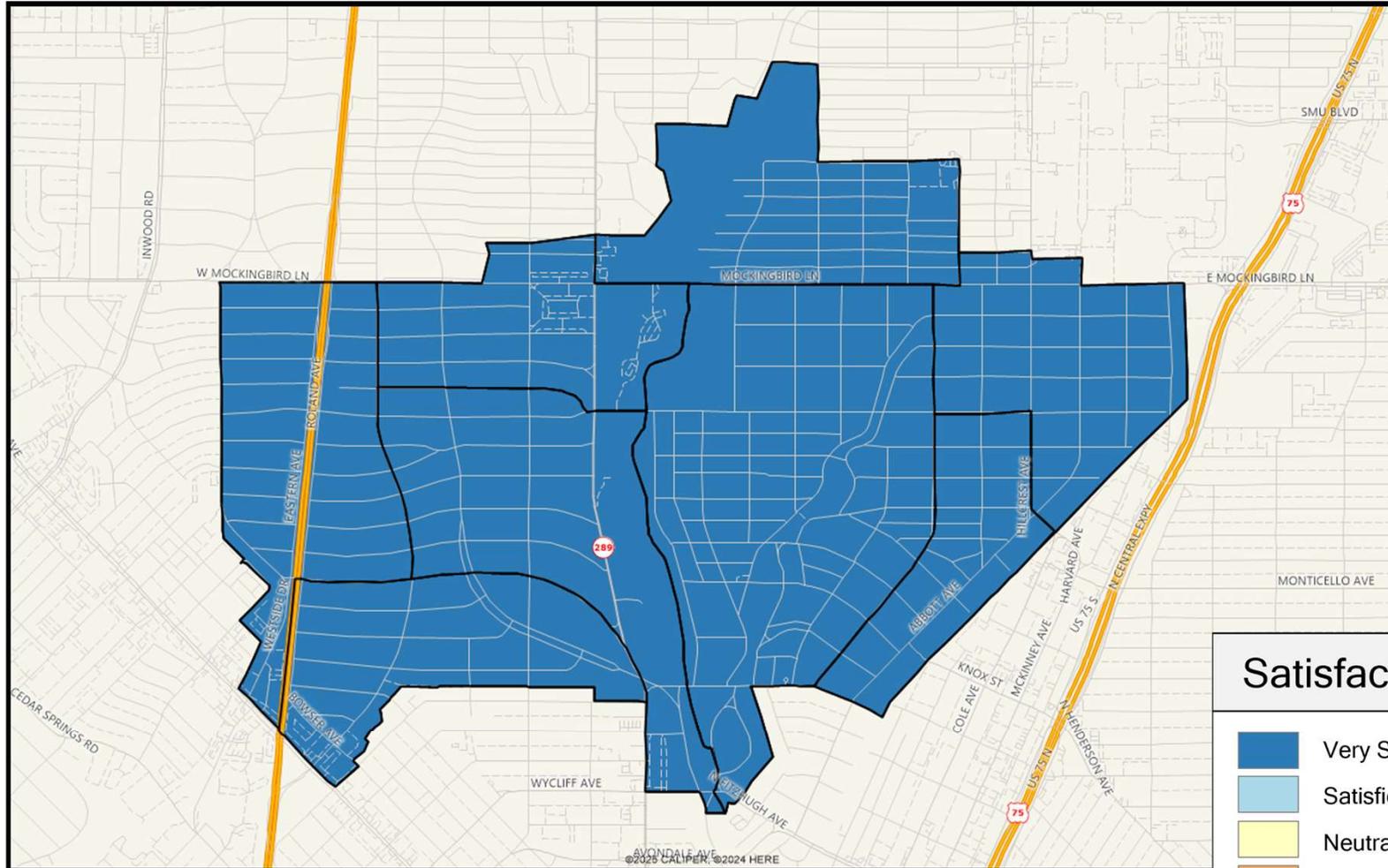
Q10-05. Clarity of information about the recycling program (what can be recycled, pick-up schedules and updates)

Mean: 4.32



Q10-06. Park Cities' Recycling/Shredding and Household Hazardous Waste Events

Mean: 4.58

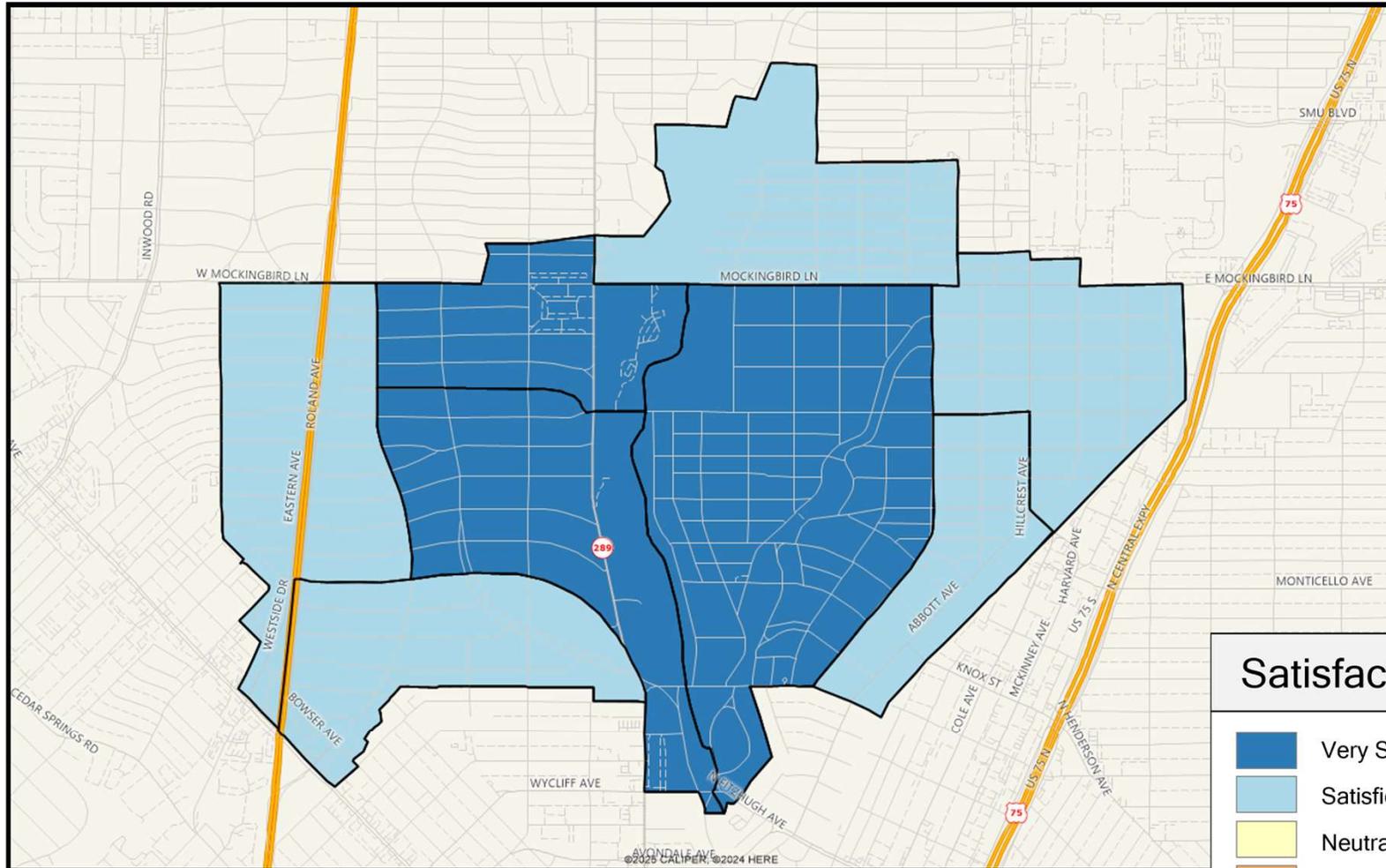


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

Q12-01. Maintenance of streets (potholes, damage, etc.)

Mean: 4.04

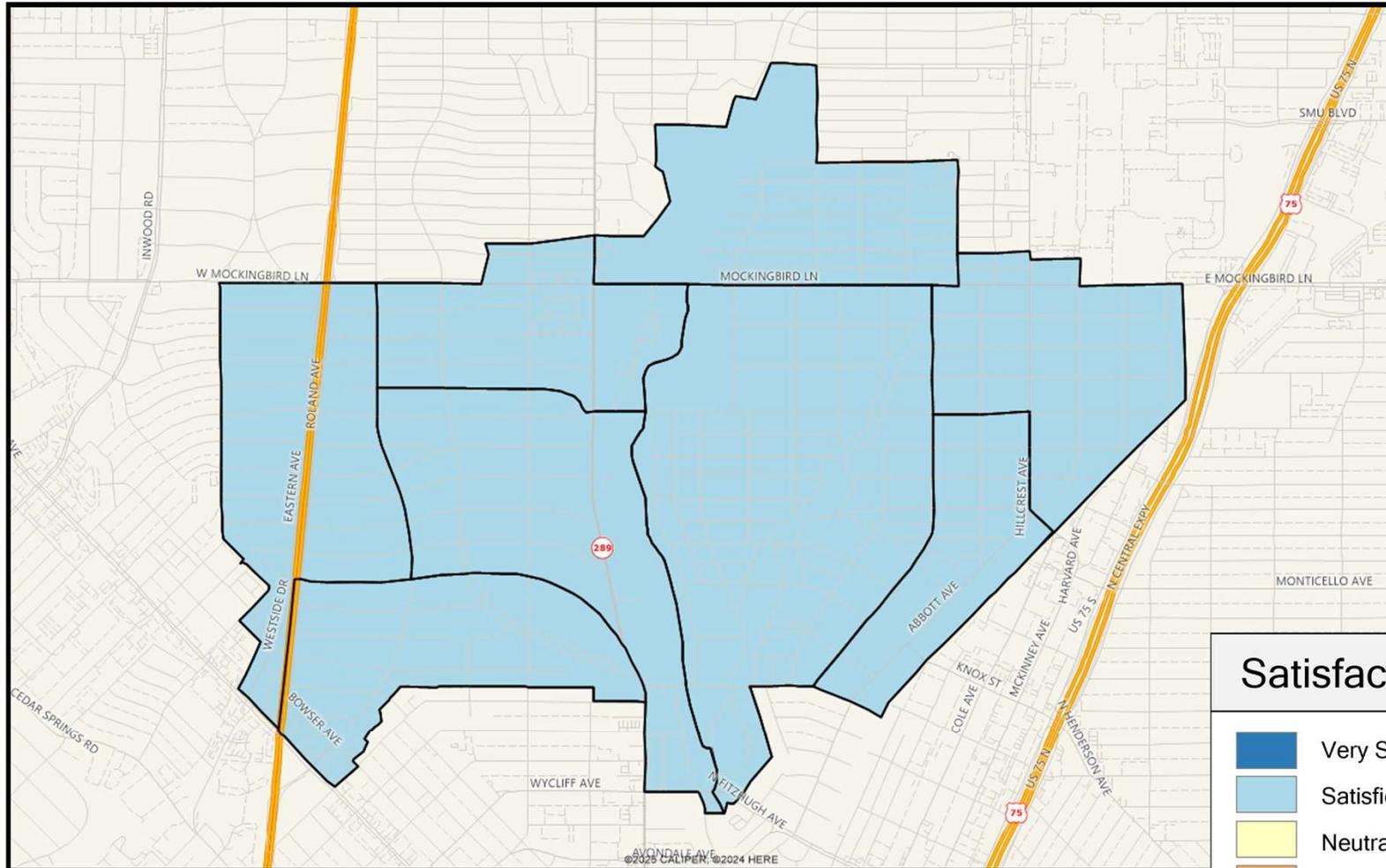


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

Q12-02. Maintenance of sidewalks (buckling, damage, etc.)

Mean: 3.71



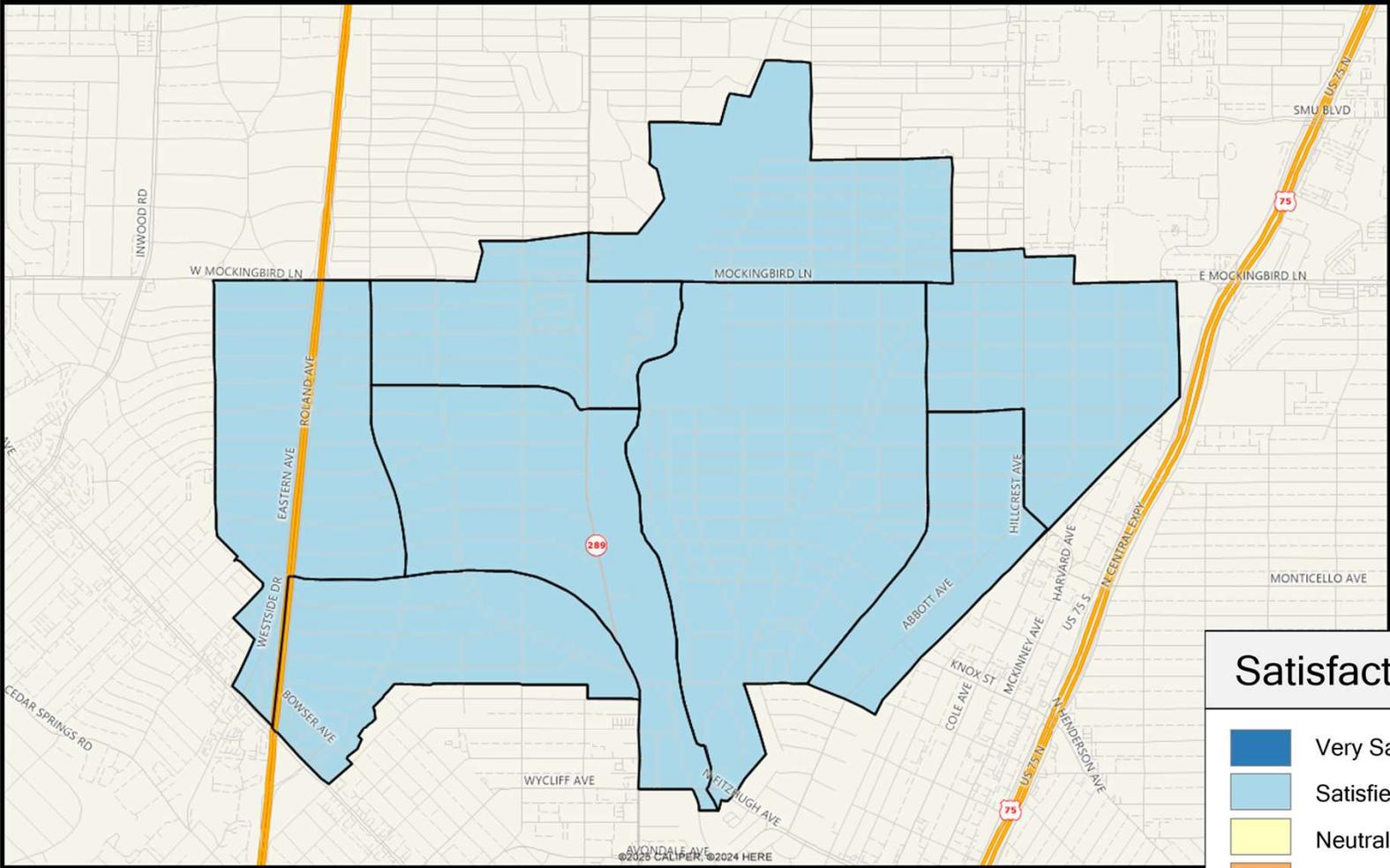
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q12-03. Maintenance of alleys (potholes, damage, etc.)

Mean: 3.86



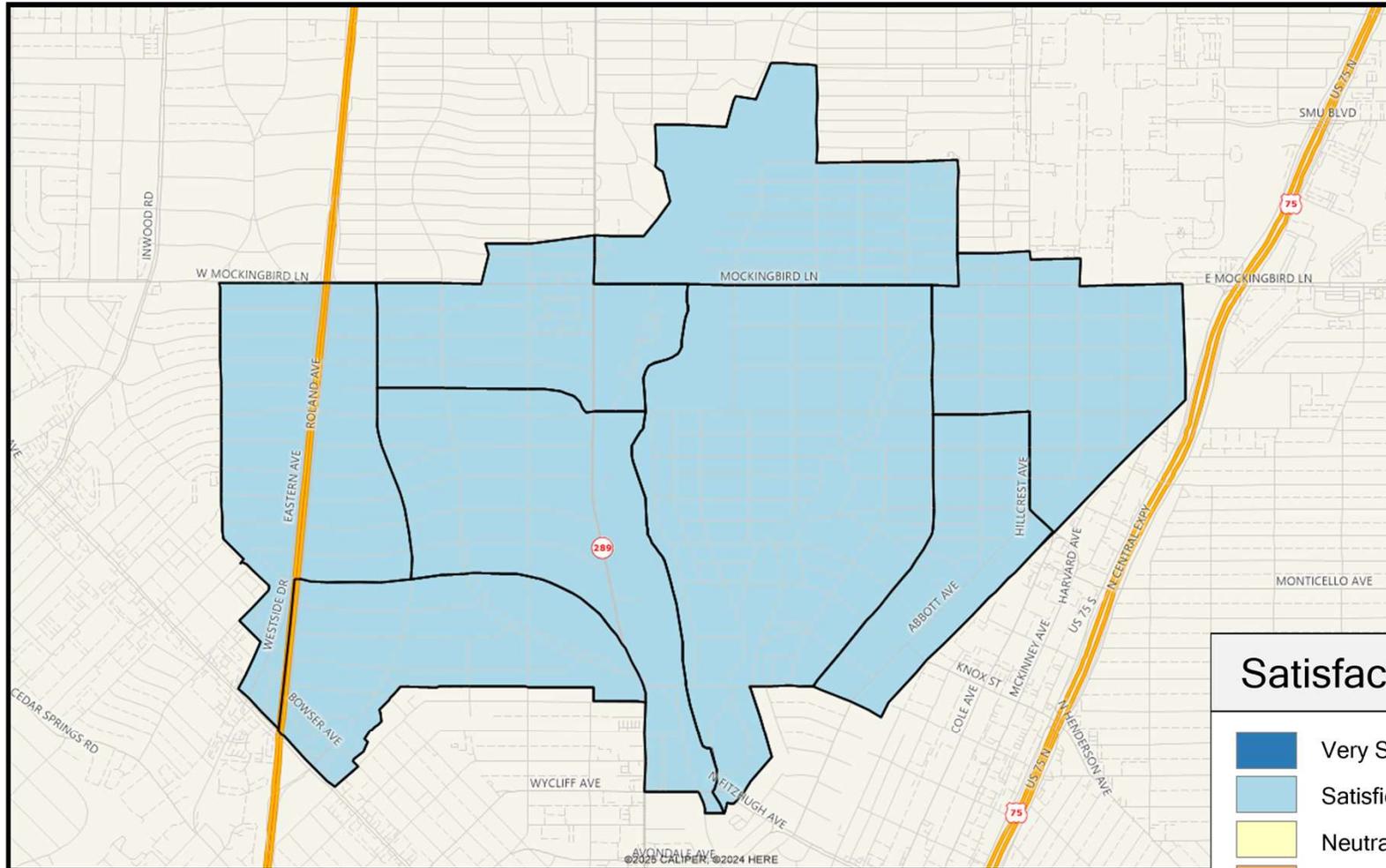
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q12-04. Ability to manage and convey storm water

Mean: 3.98



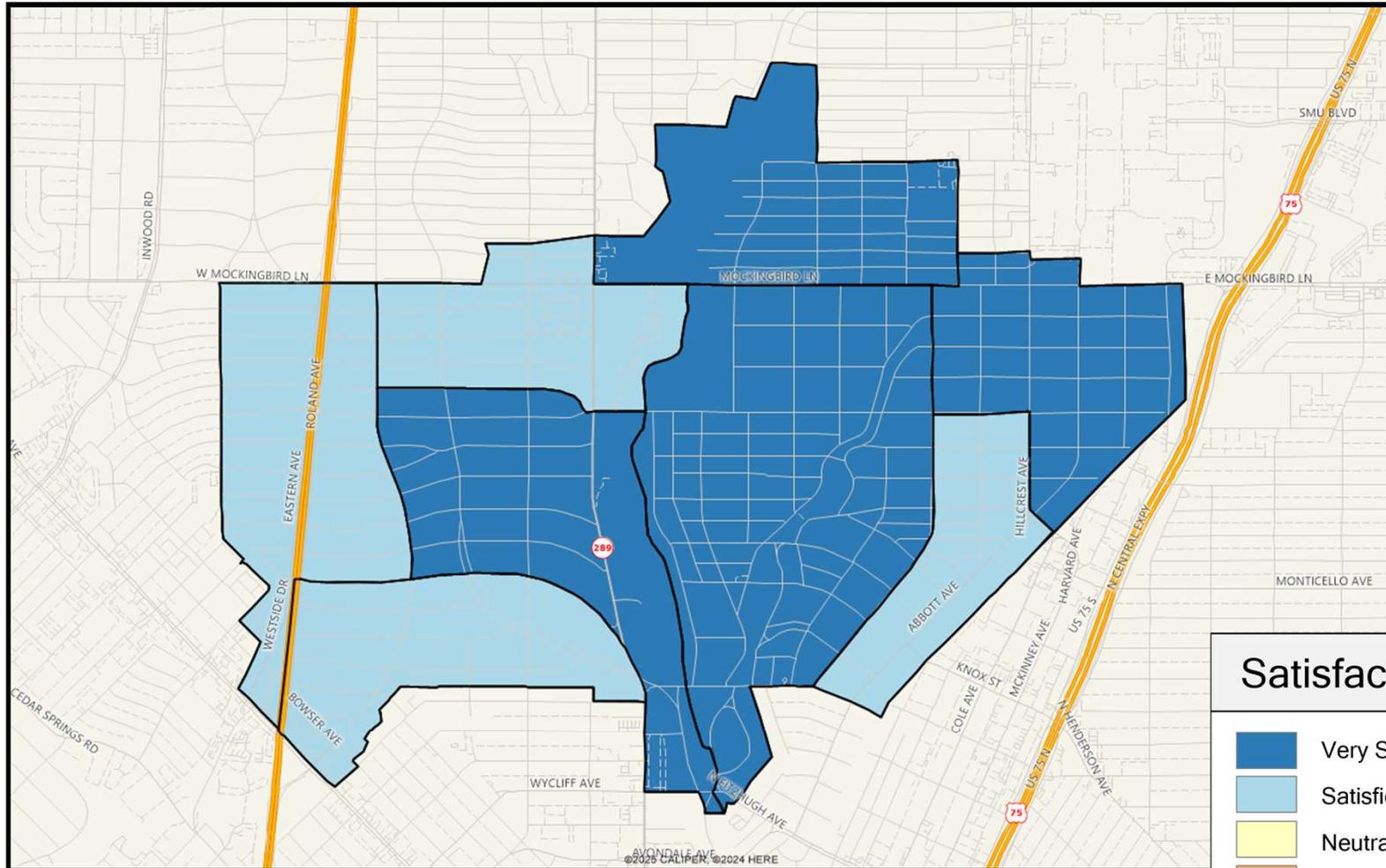
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q12-05. Accessibility of streets, sidewalks and buildings for people with disabilities or using mobility aids

Mean: 4.19



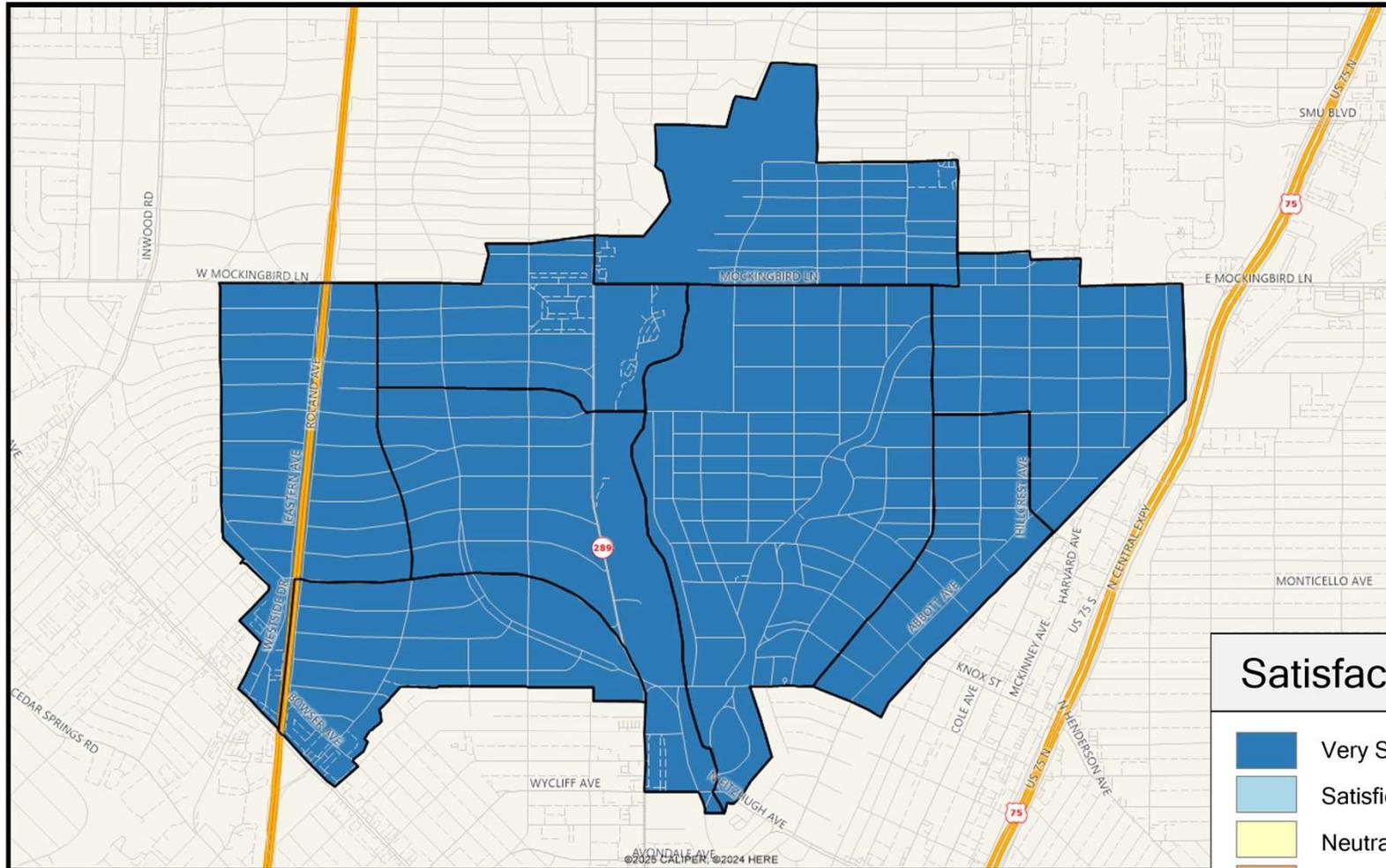
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q12-06. Maintenance of traffic signals

Mean: 4.46

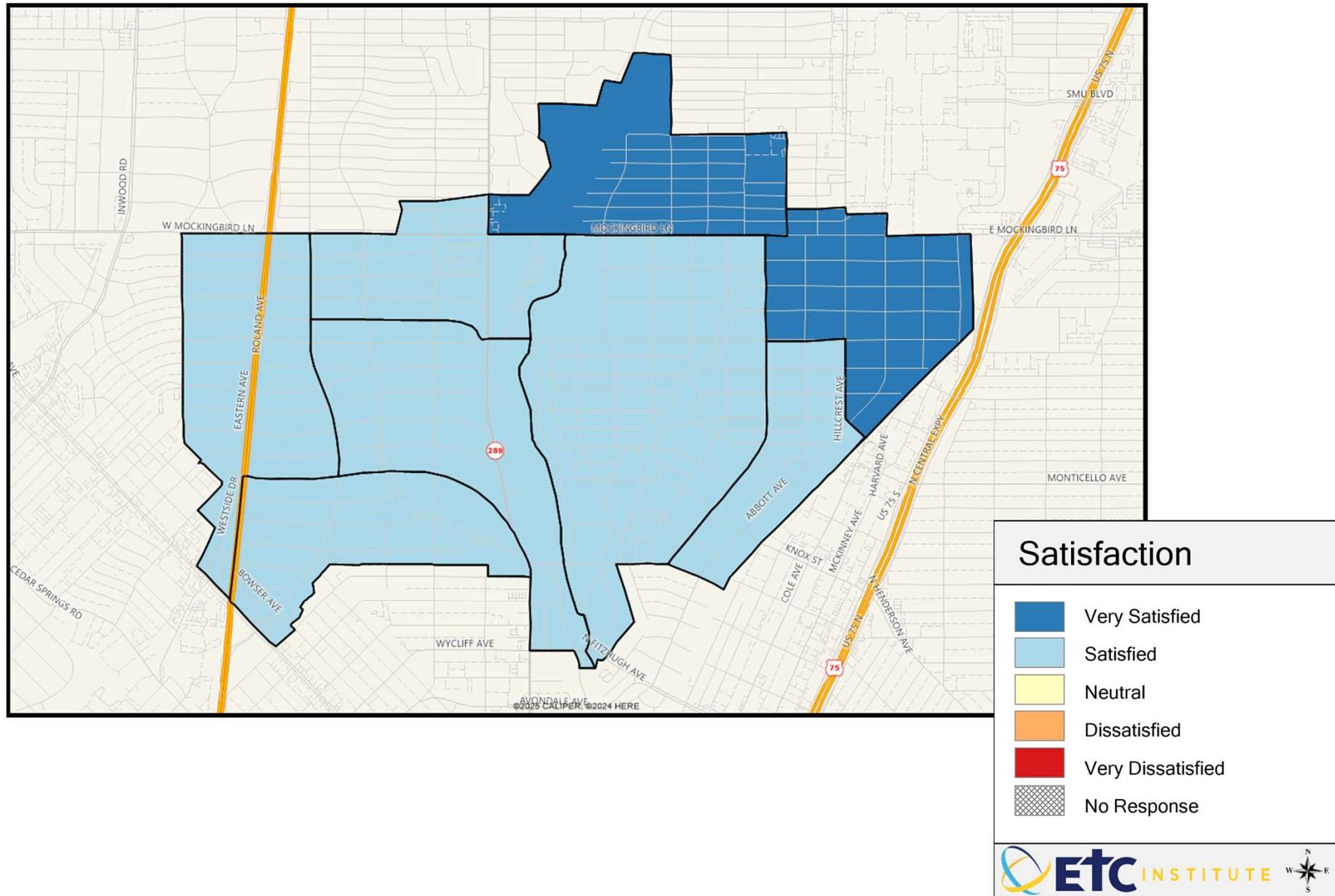


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

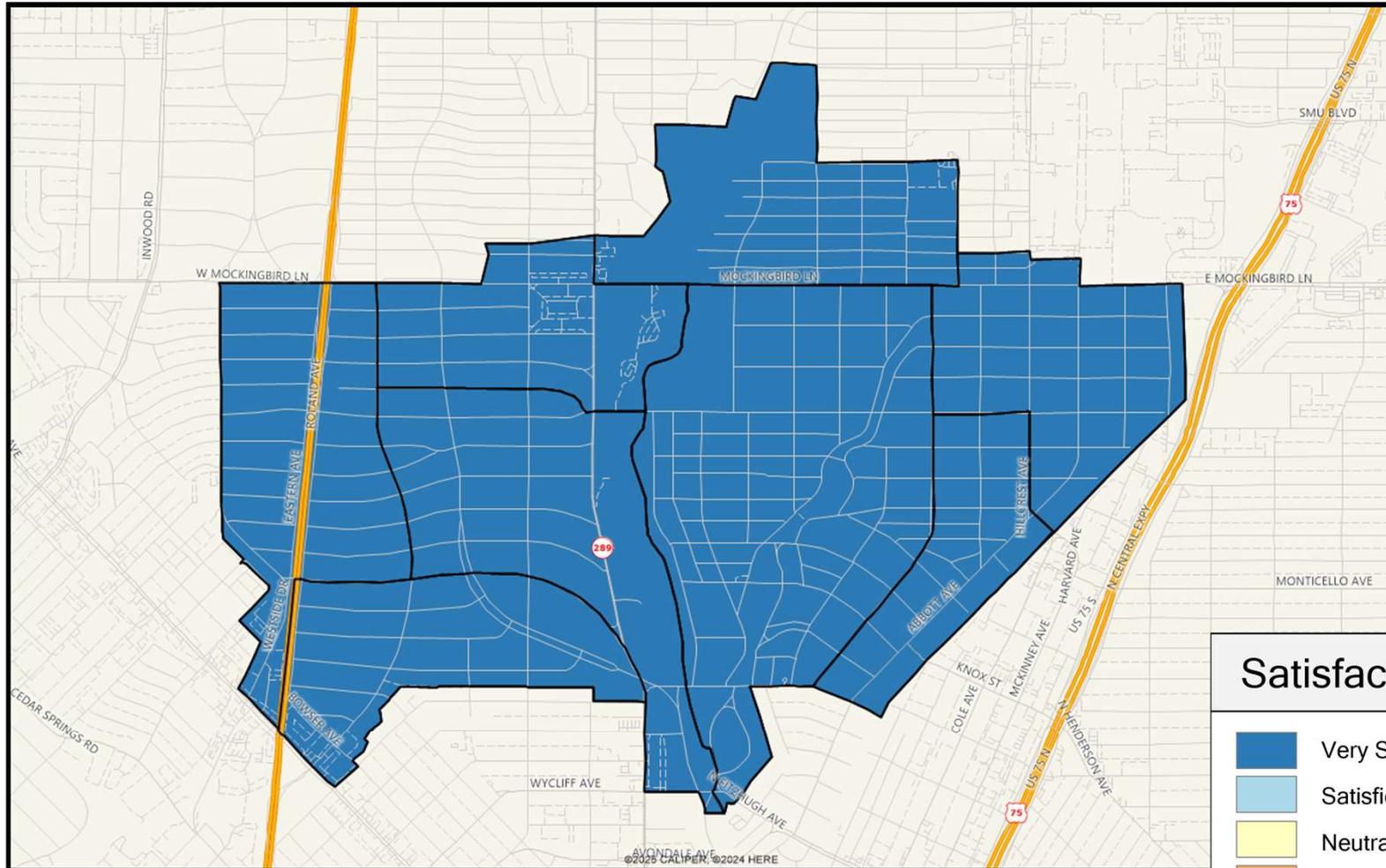
Q12-07. Adequacy of street lighting in residential areas

Mean: 4.14



Q12-08. Overall cleanliness of streets (street sweeping)

Mean: 4.51

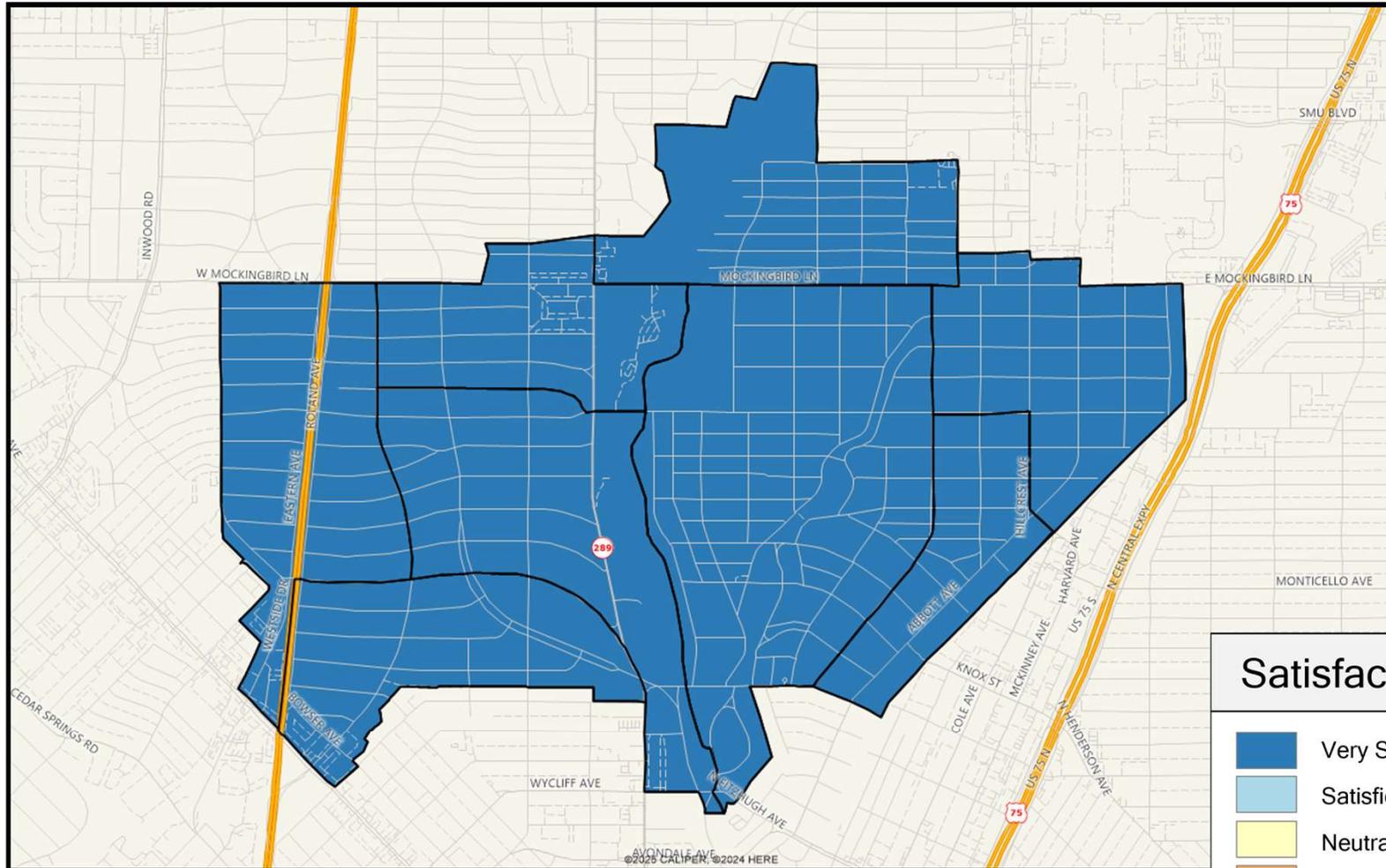


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

Q12-09. Emergency debris pick-up (after storm events)

Mean: 4.55

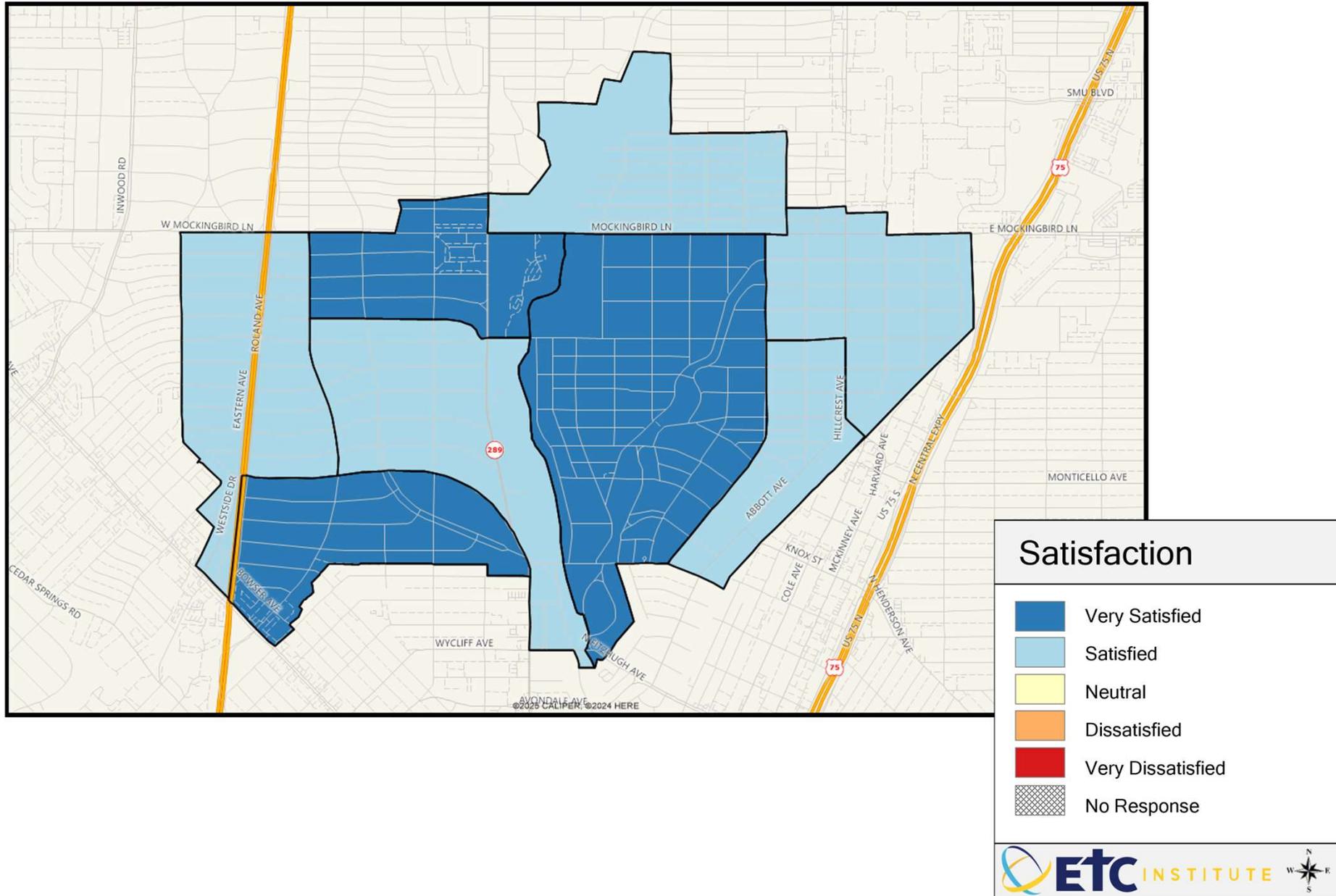


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

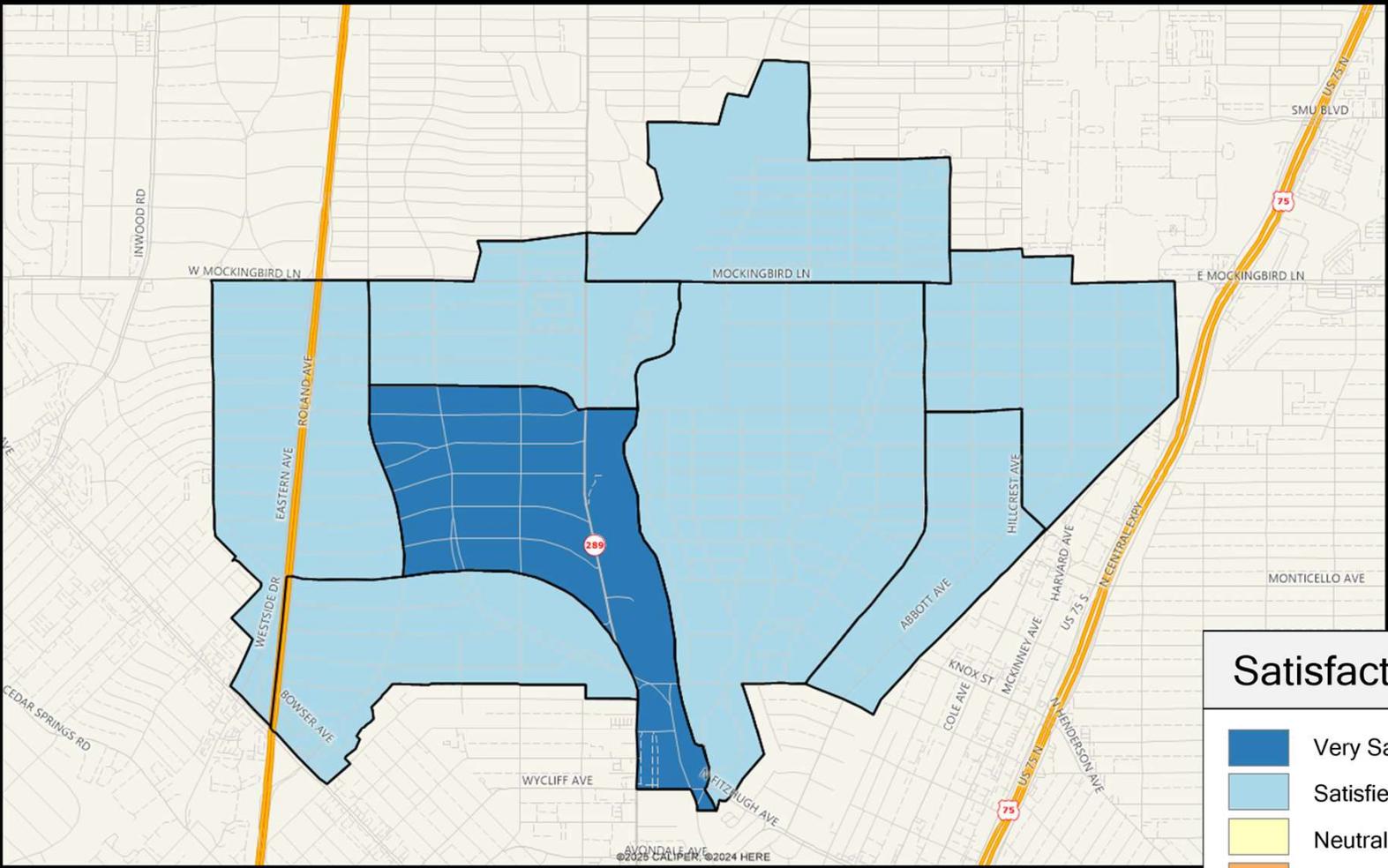
Q12-10. The ease of north-south travel in Highland Park by car

Mean: 4.08



Q12-12. The ease of travel by bicycle in Highland Park

Mean: 3.99



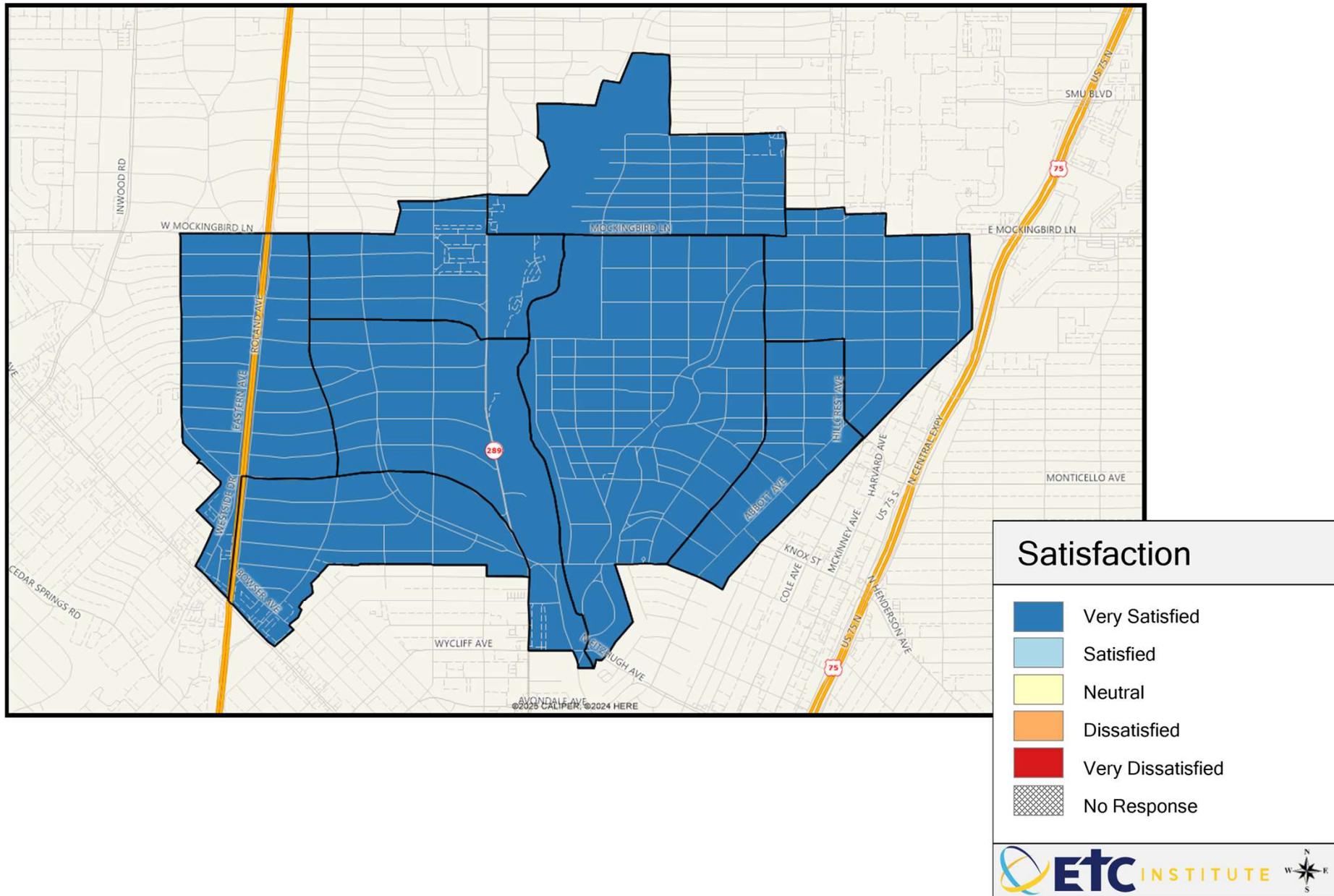
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

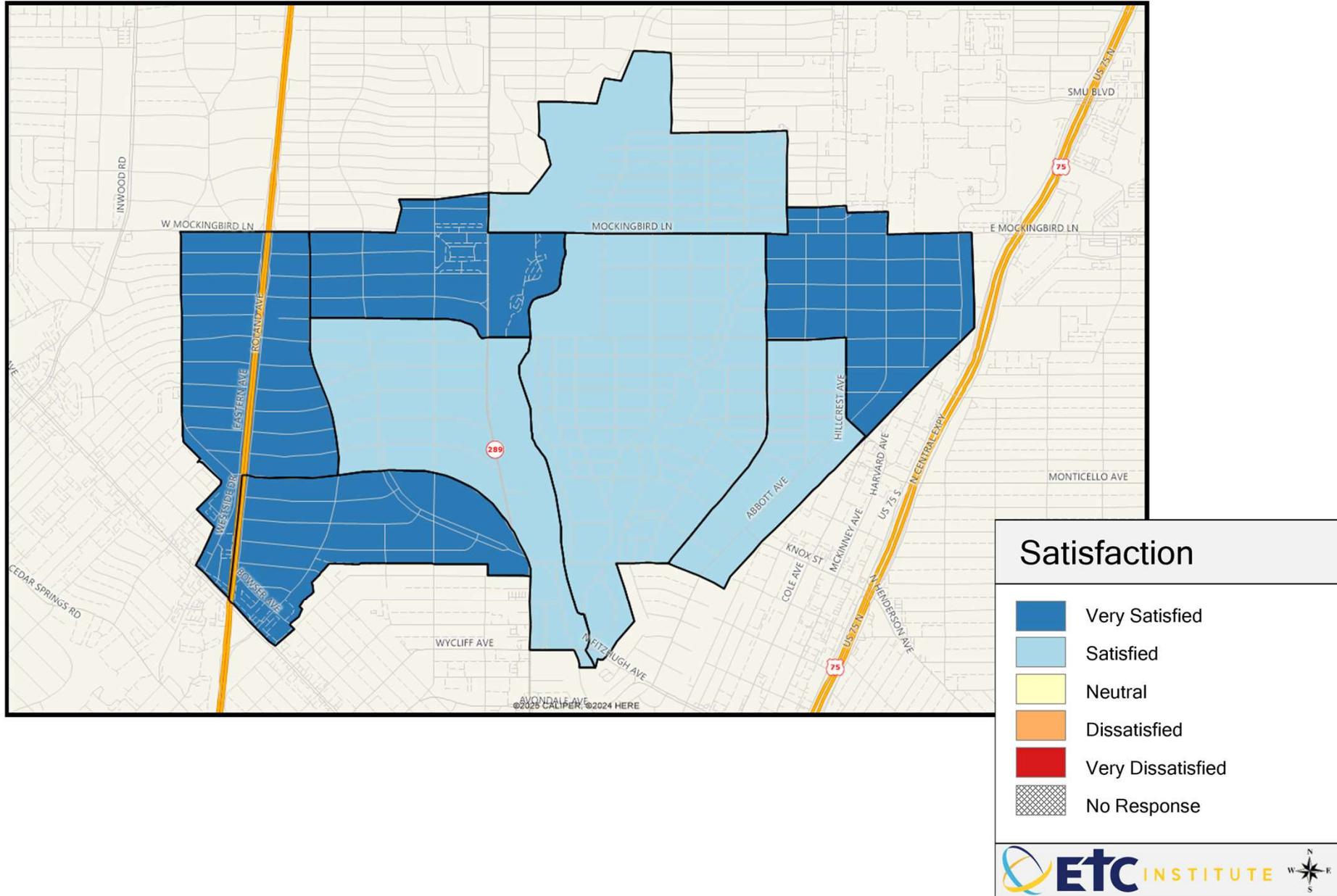
Q12-13. The ease of pedestrian travel in Highland Park

Mean: 4.38



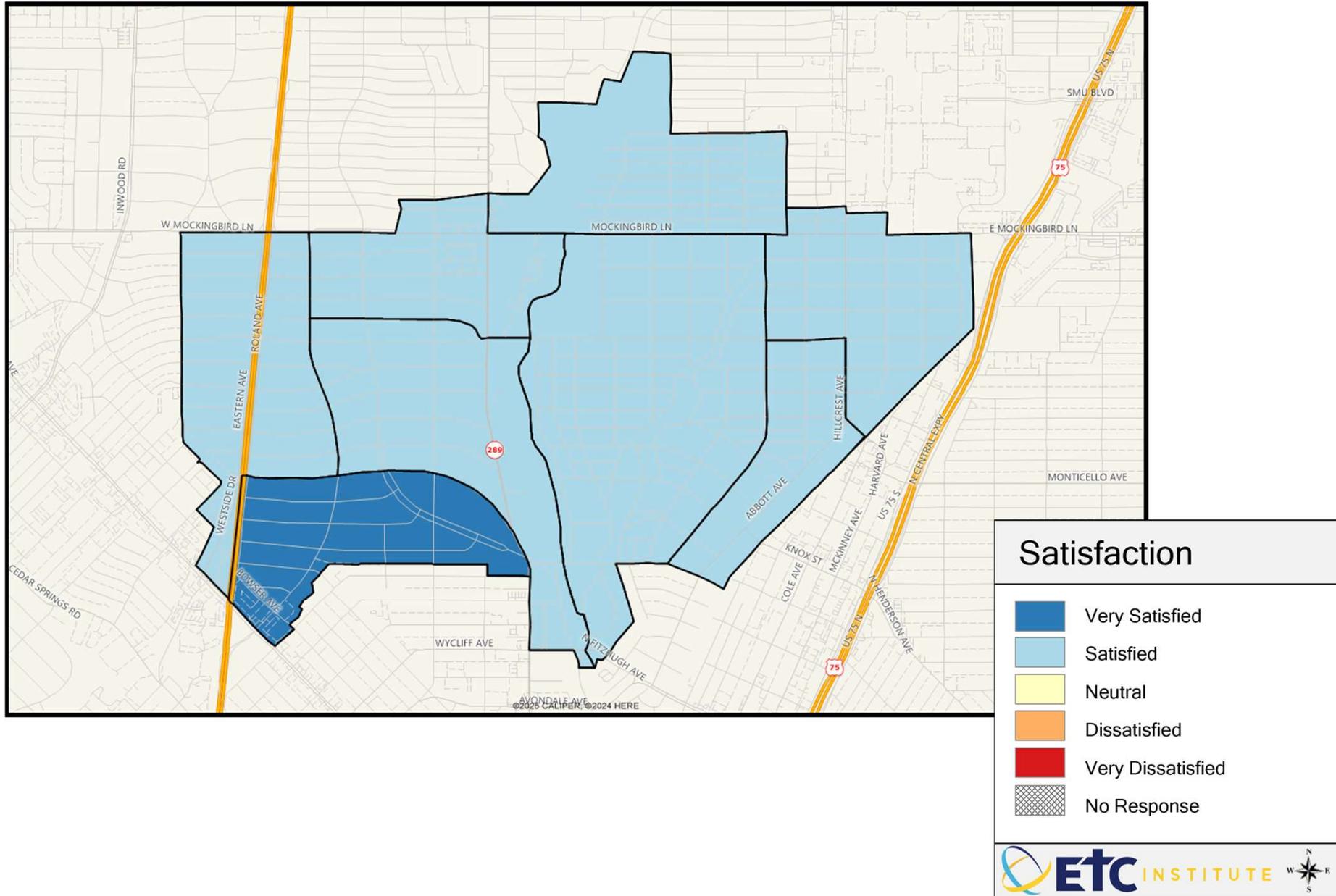
Q12-14. Communications regarding roadway/alley work being performed

Mean: 4.25



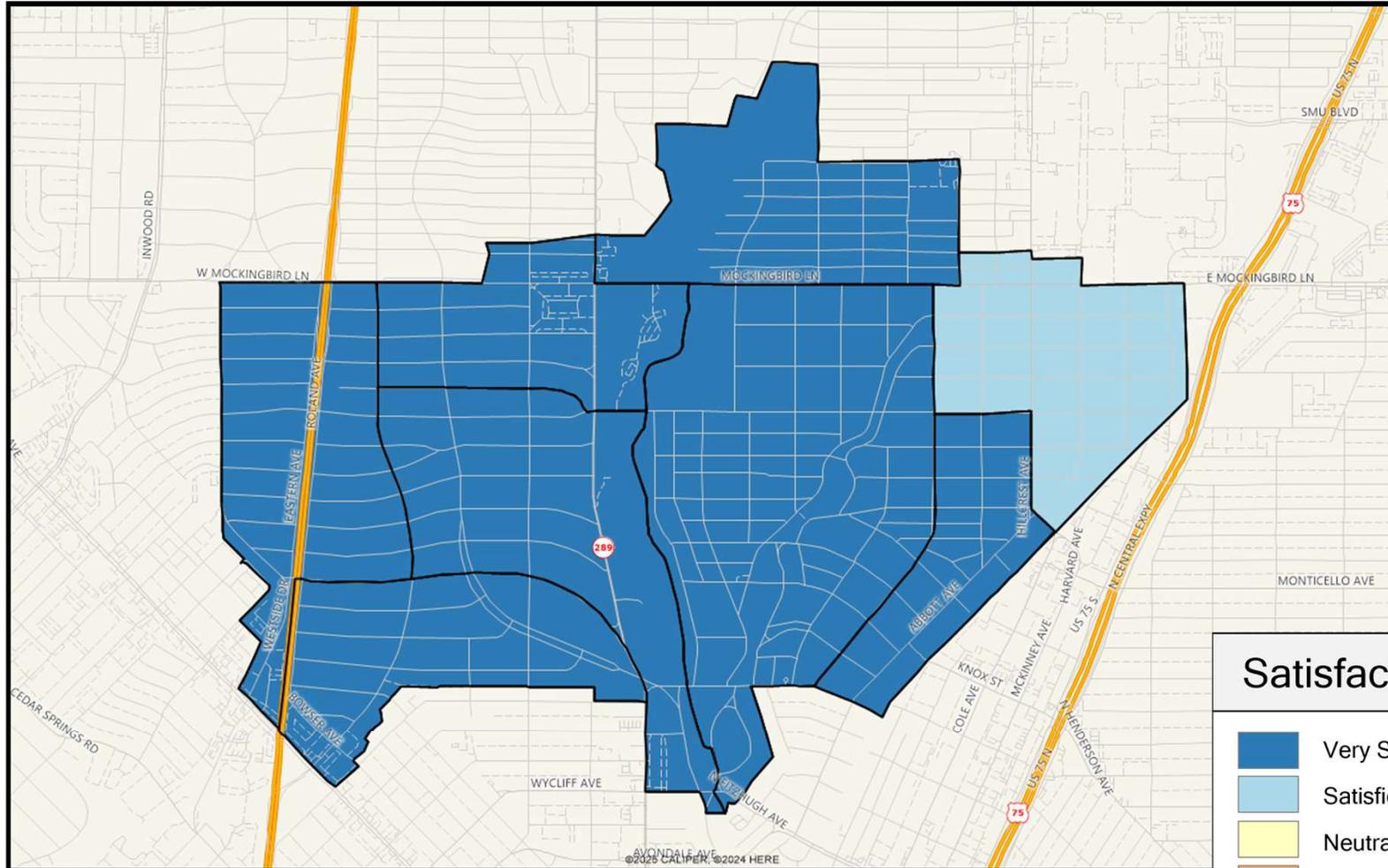
Q12-15. Information regarding capital improvement projects (water, sewer, roads, storm, parks)

Mean: 4.08



Q15-01. Water pressure

Mean: 4.4



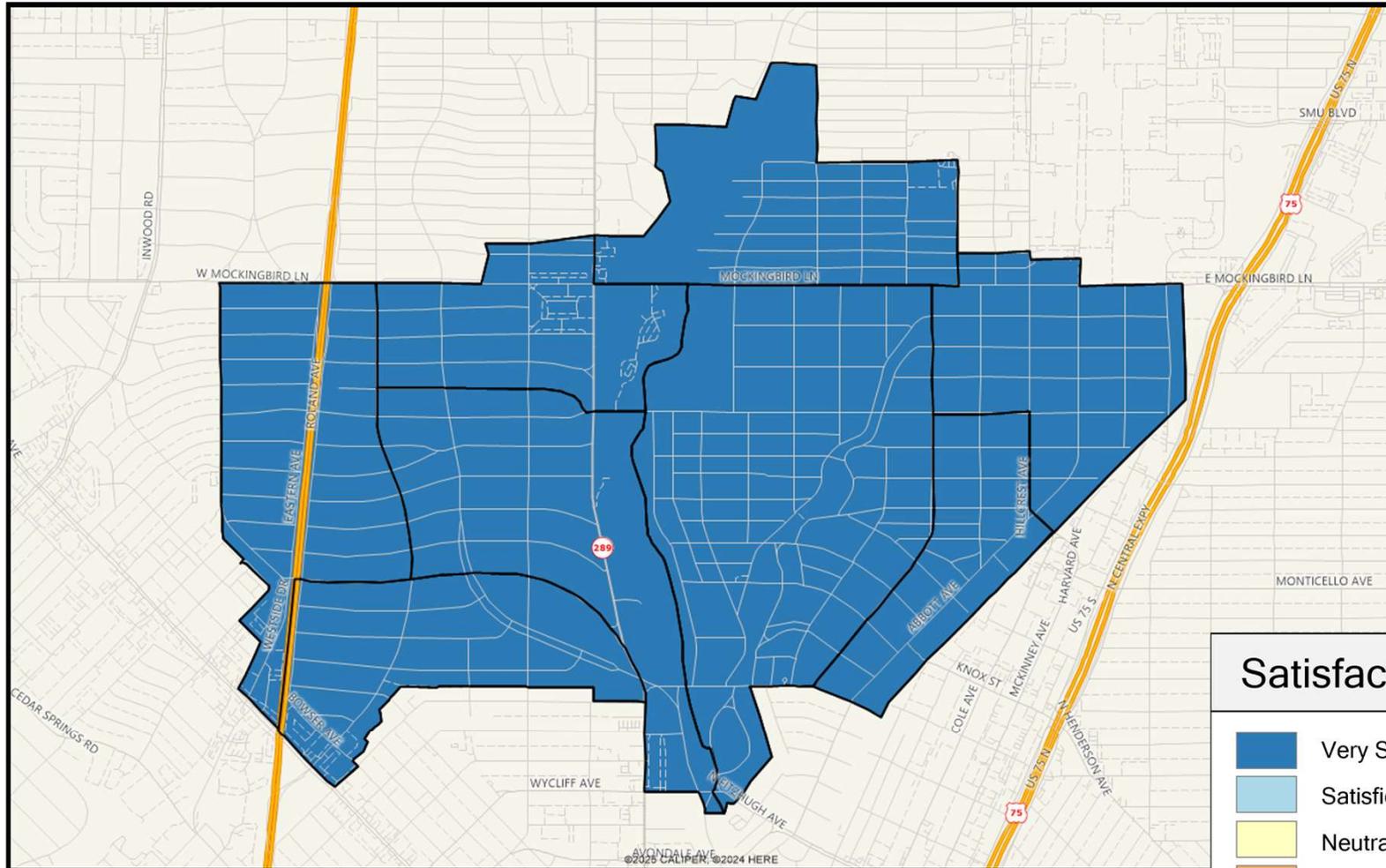
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q15-03. Timeliness of water/service line break repairs

Mean: 4.51

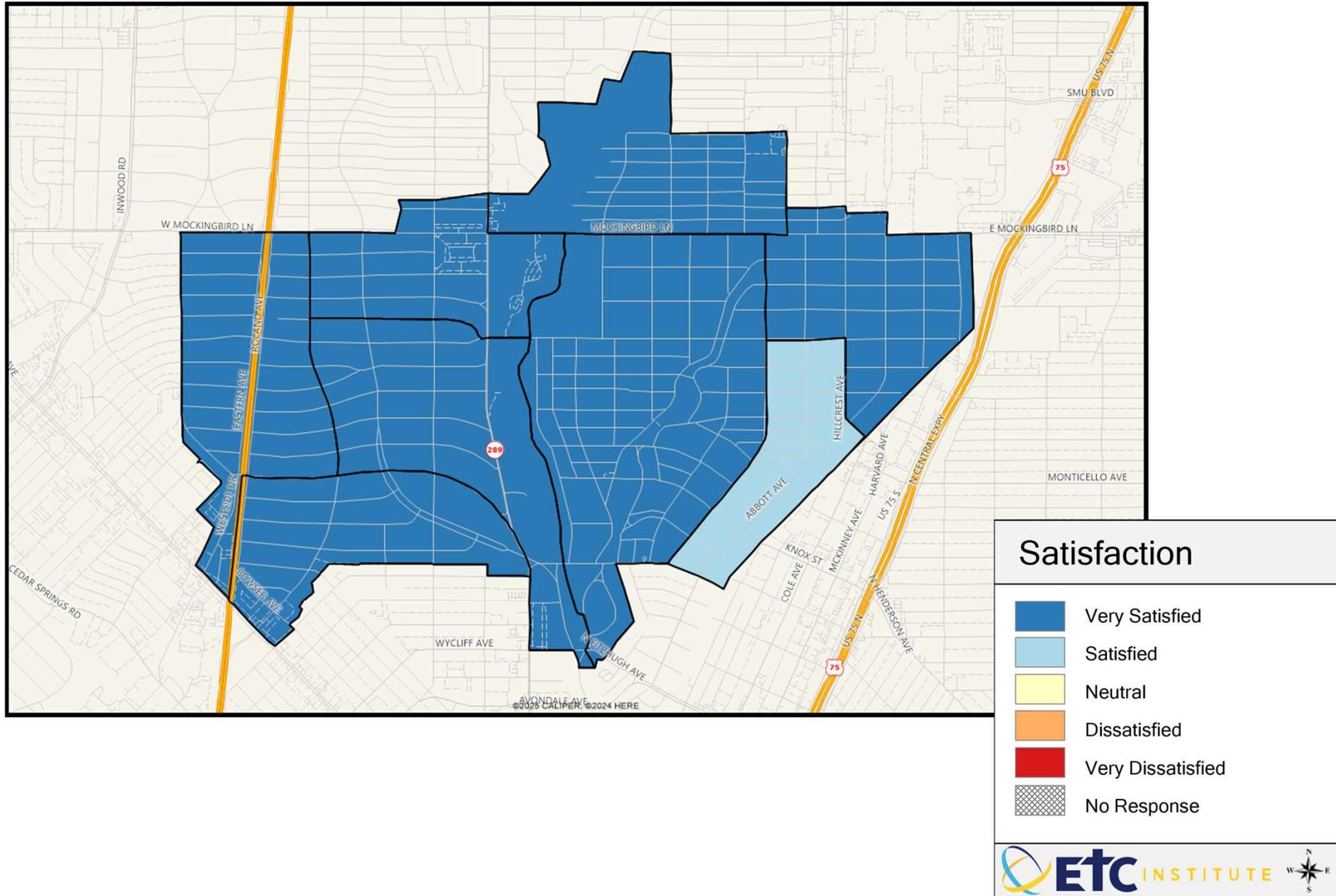


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

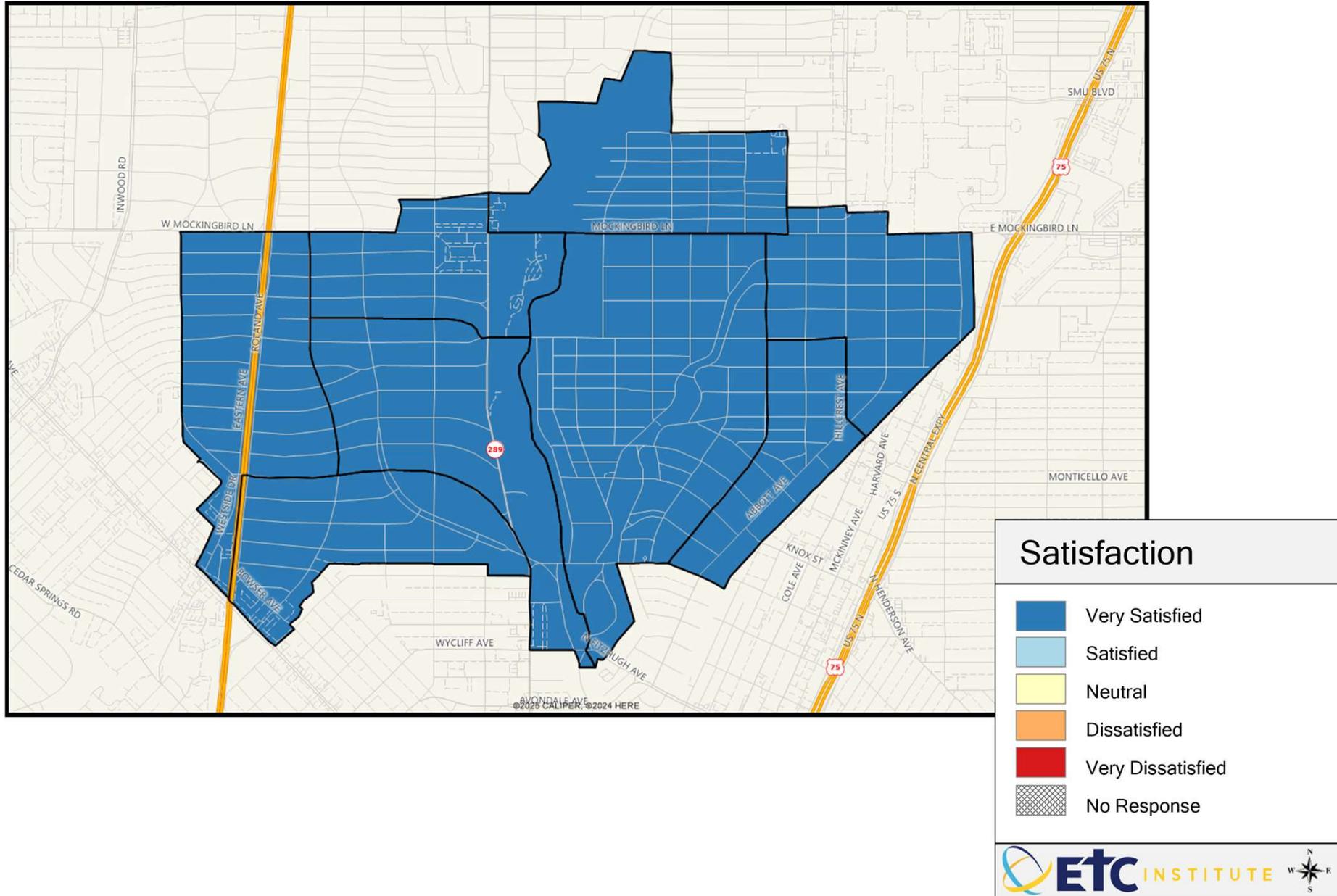
Q15-04. Notification process for work being performed

Mean: 4.41



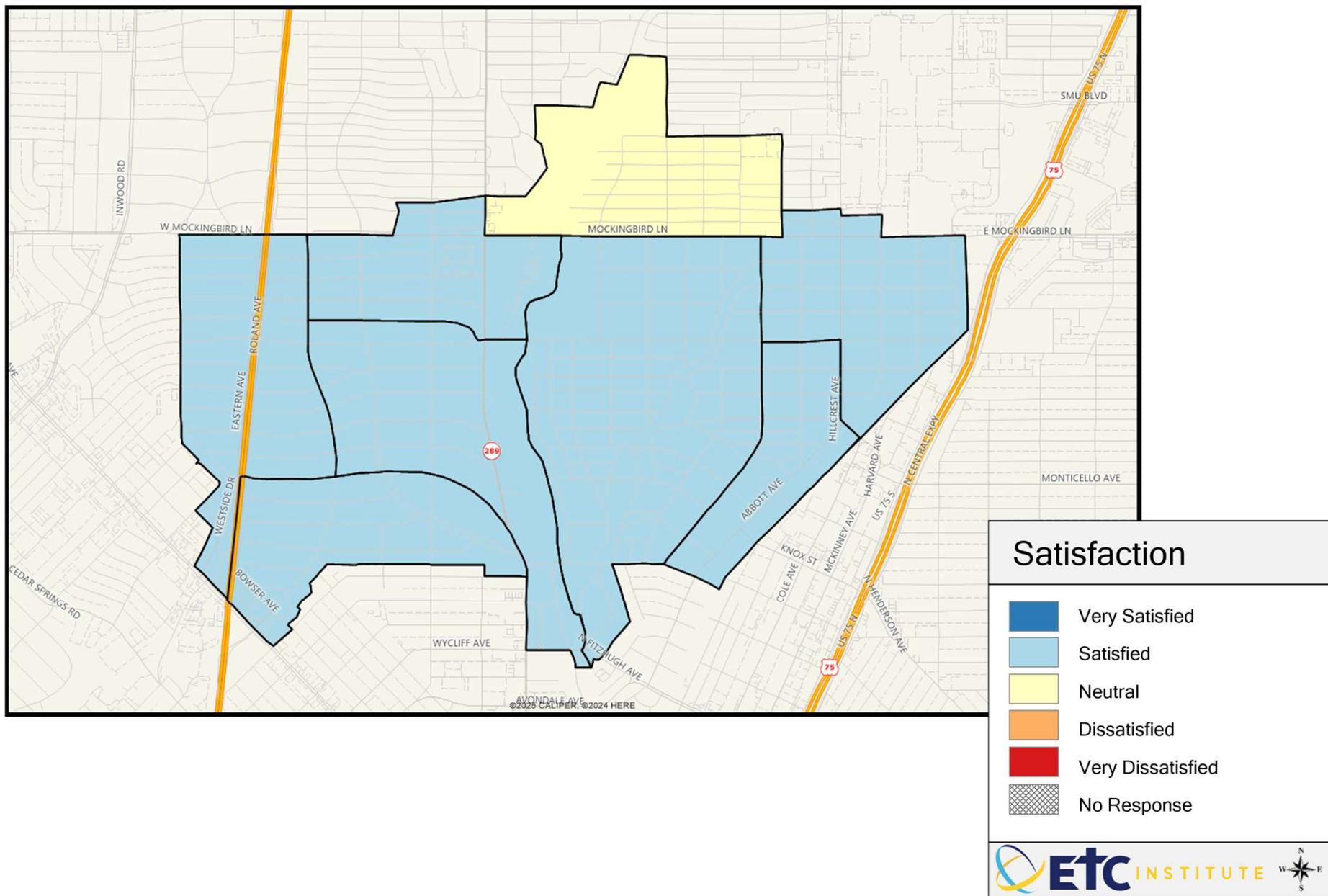
Q15-05. Use of smart water meter customer portal and online payment option (Water Smart)

Mean: 4.45



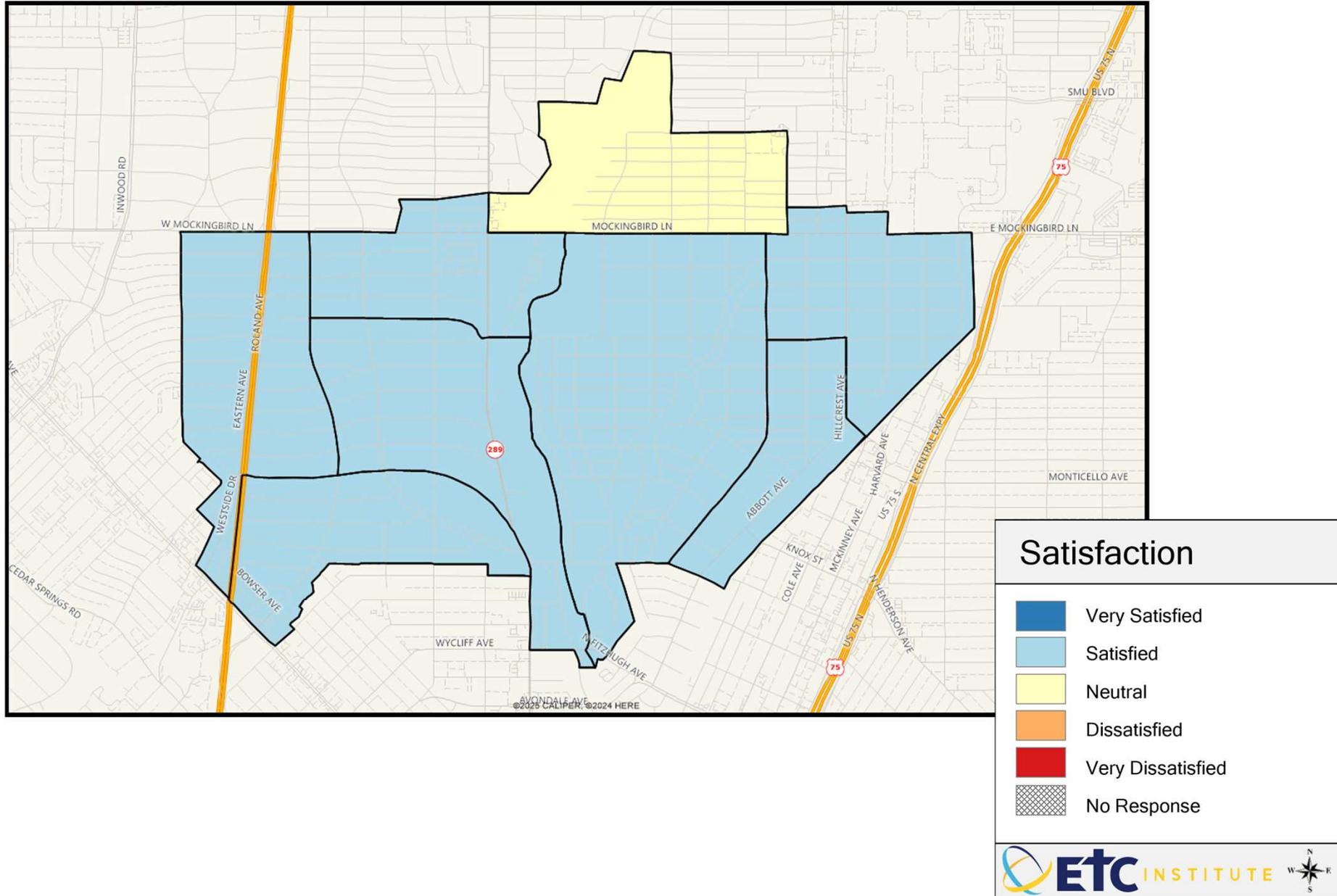
Q17-01. Process to submit a building permit application

Mean: 3.64



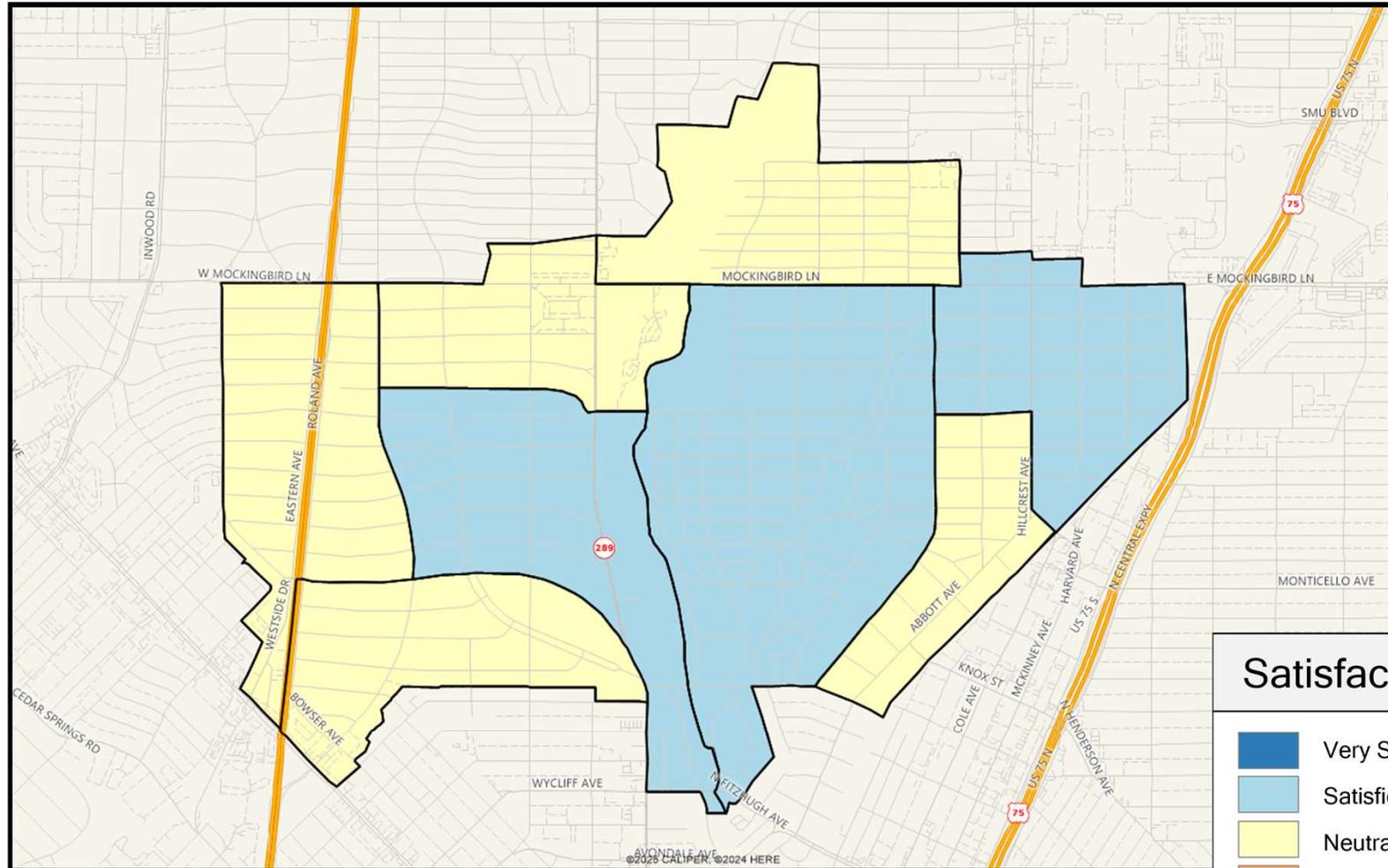
Q17-02. Your ability to obtain information concerning zoning, building permits, and drainage

Mean: 3.63



Q17-04. Amount of time to obtain a building permit after applying

Mean: 3.31

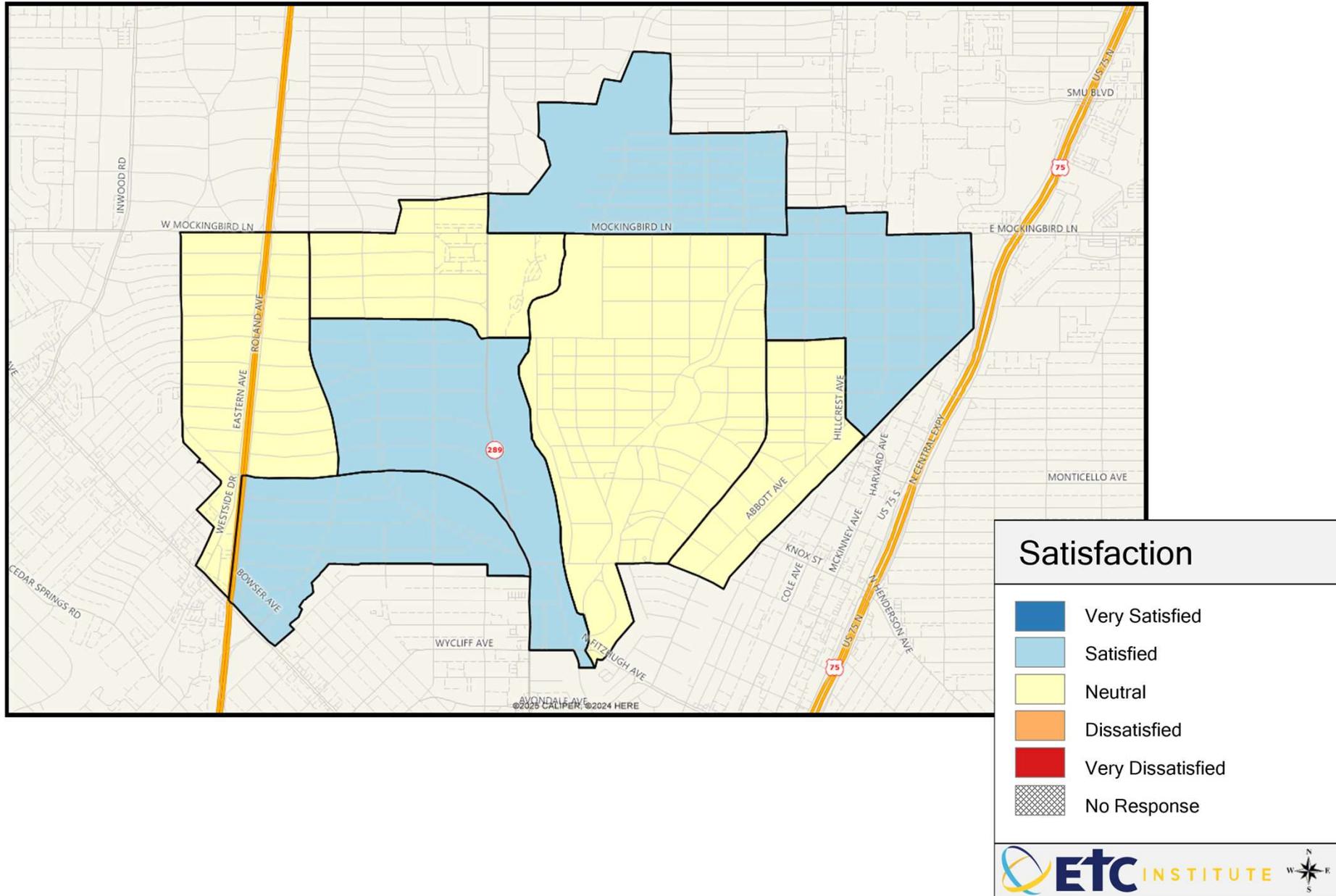


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

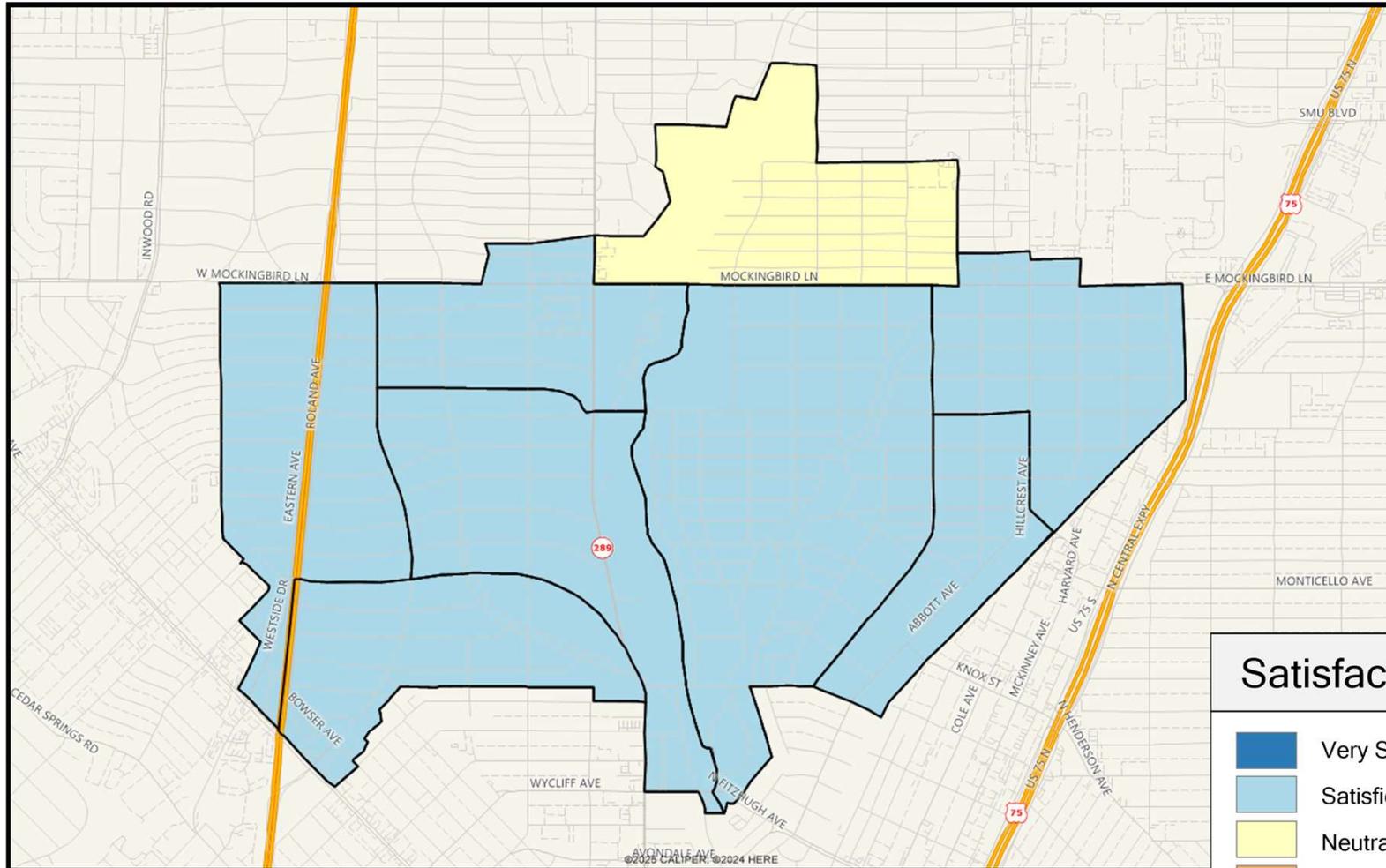
ETC INSTITUTE

Q17-06. Maintenance/cleanliness of residential construction sites

Mean: 3.45



Q17-07. Permitted days/hours for residential construction (7 am to 6 pm, Monday - Saturday) Mean: 3.69



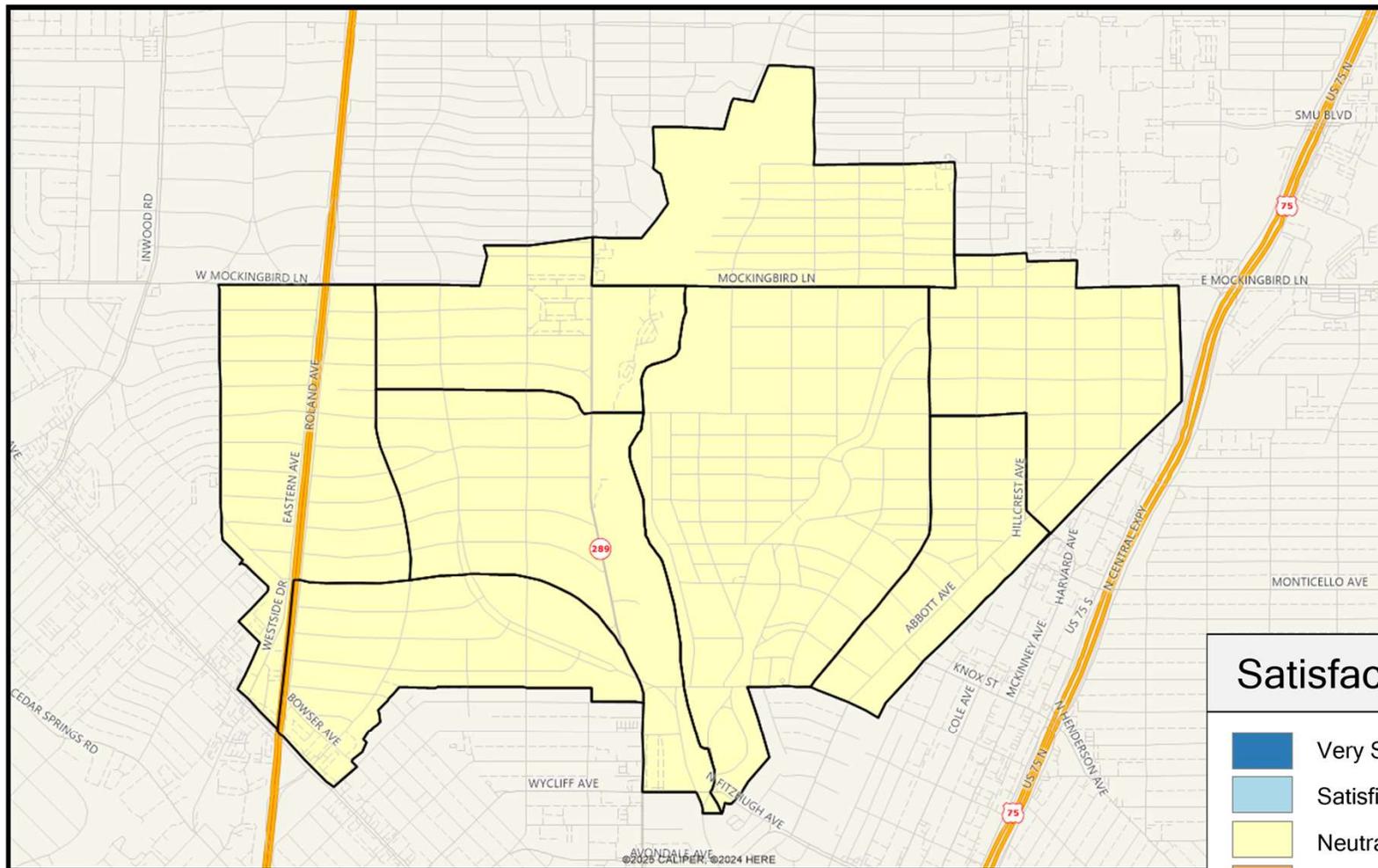
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q17-08. Overall duration of construction projects

Mean: 3.03

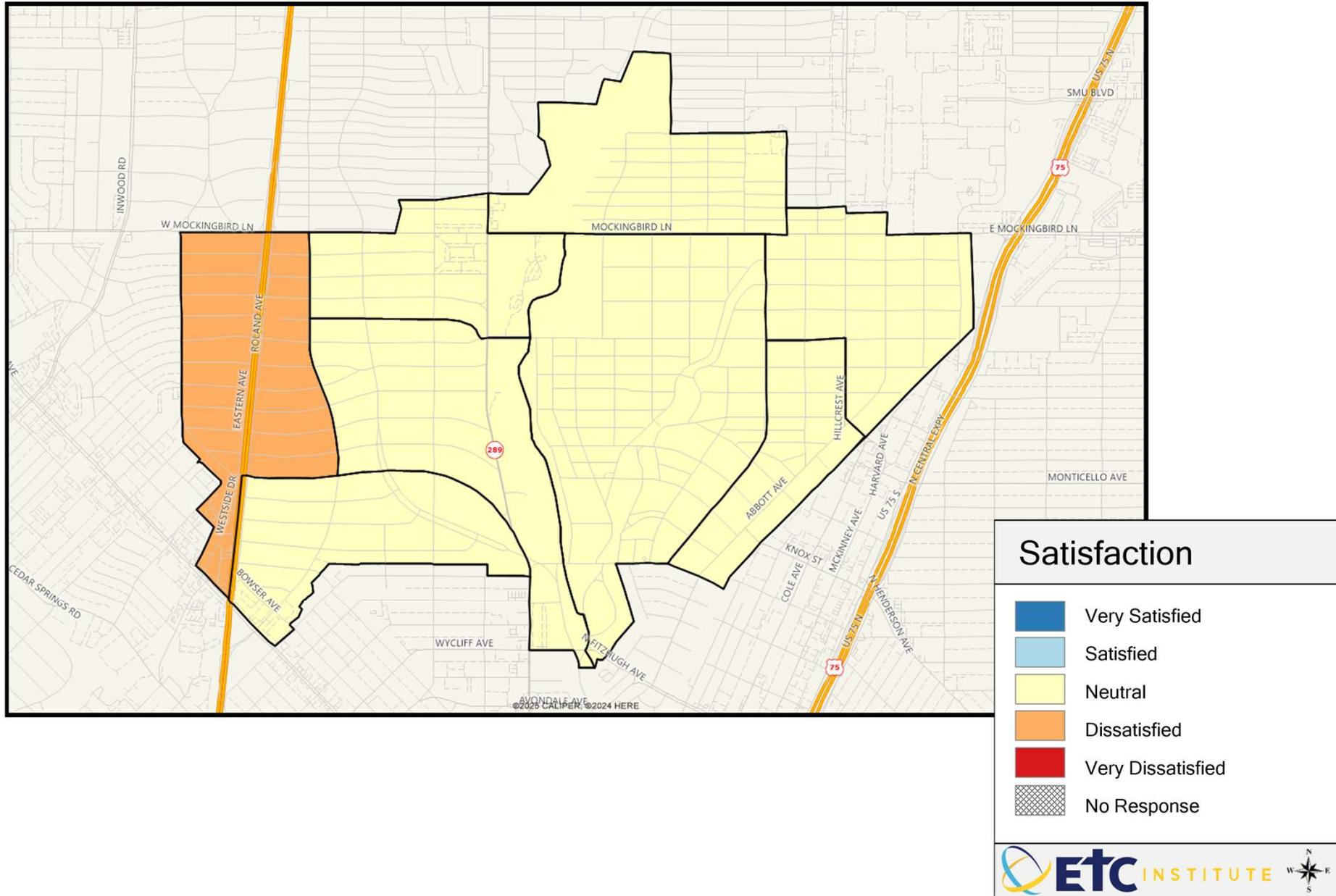


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

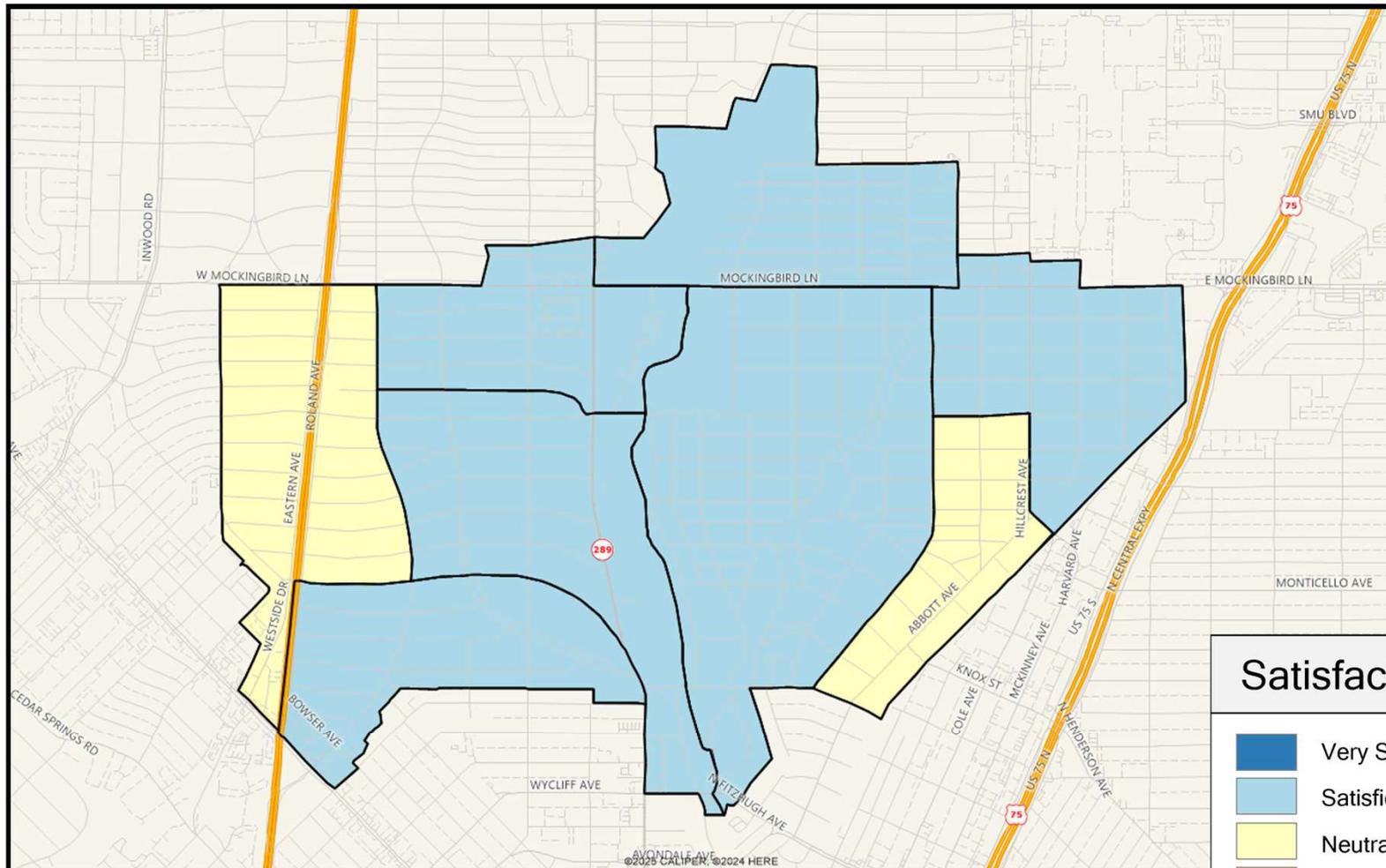
Q17-09. Regulation of residential construction vehicle parking

Mean: 2.73



Q17-10. Ensuring compliance with zoning standards

Mean: 3.53

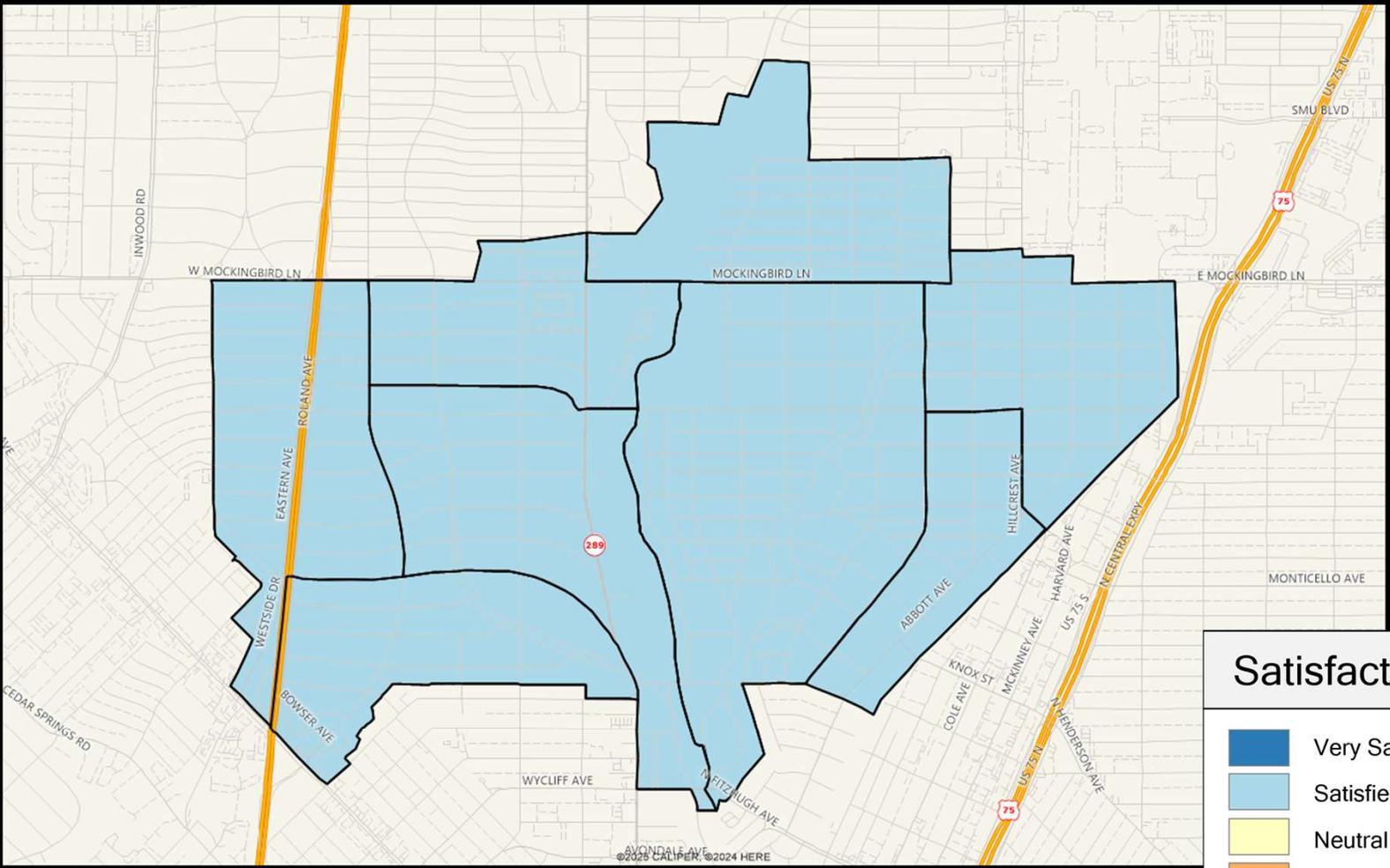


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

Q17-11. Appropriateness of the Town's zoning standards (height limits, building setbacks, etc.)

Mean: 3.65

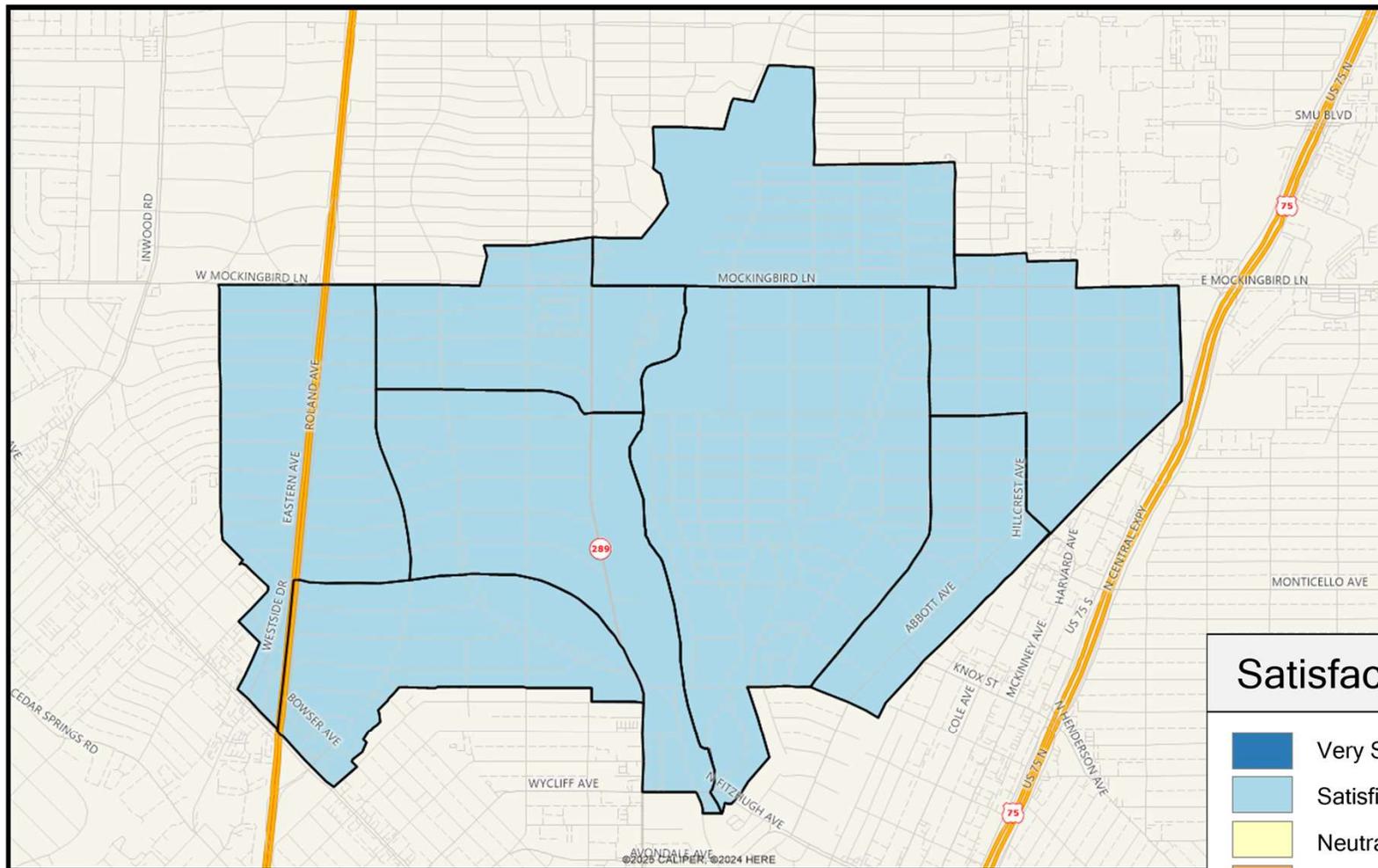


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

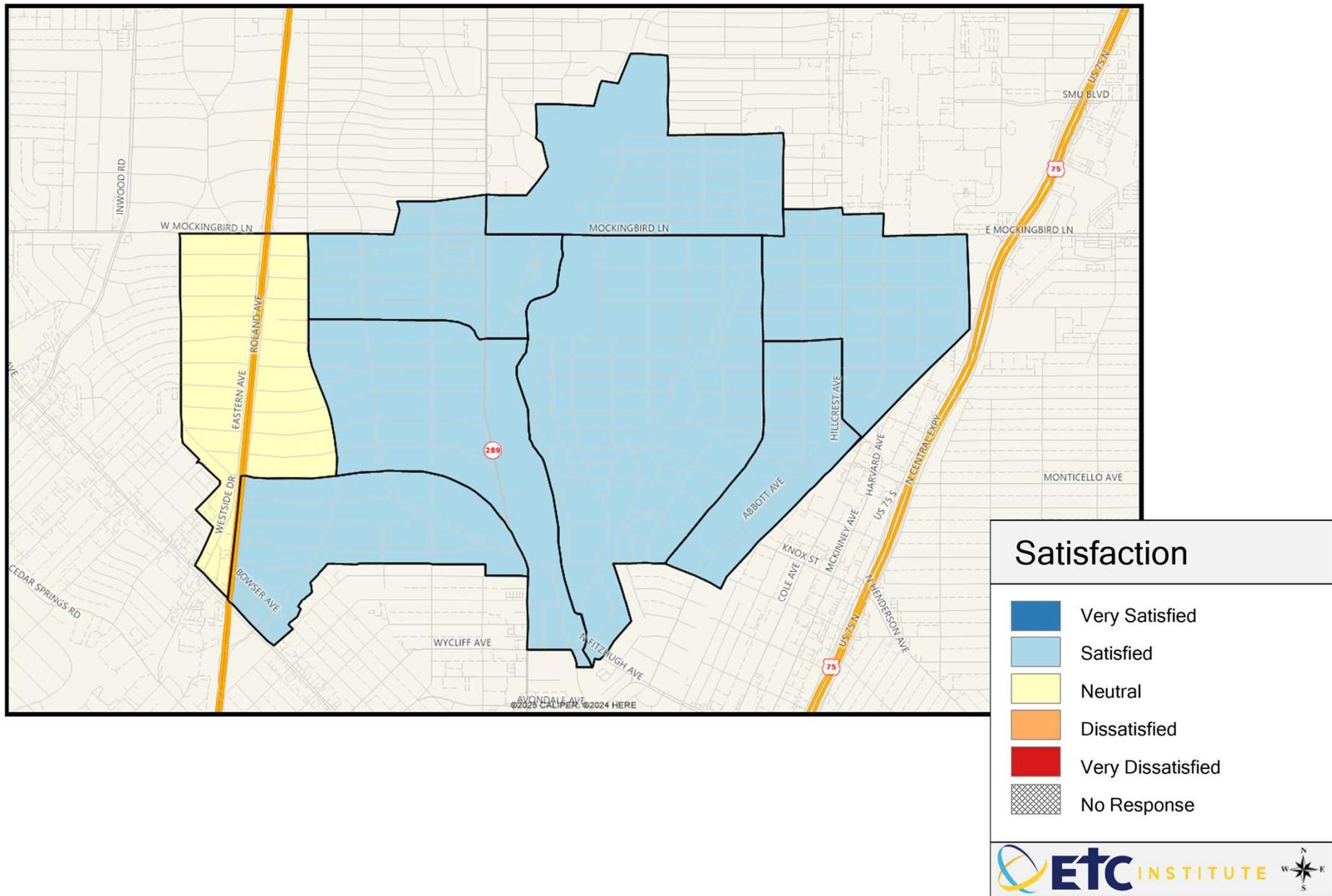
Q17-12. Promoting sound urban planning practices through ordinance development

Mean: 3.63



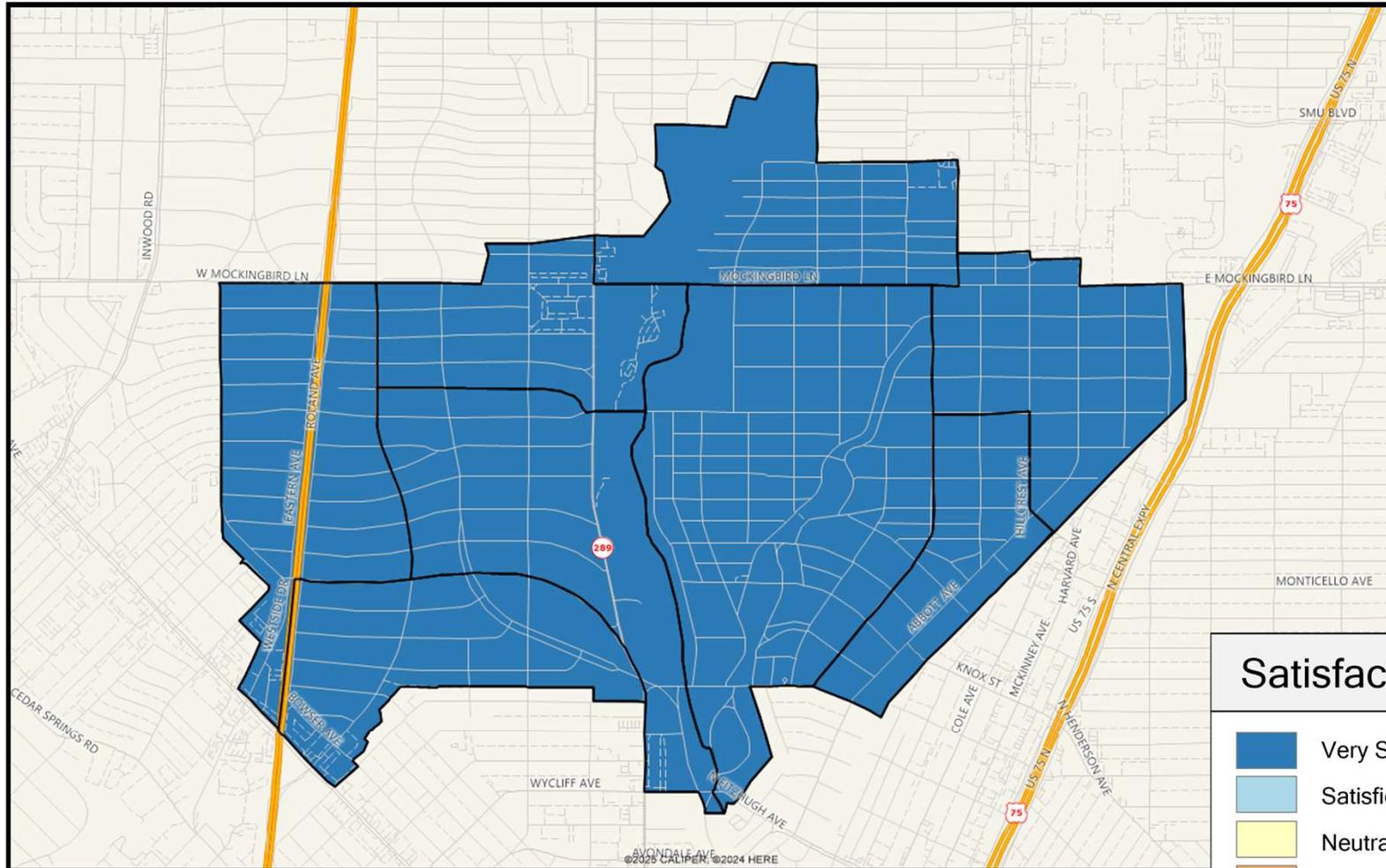
Q17-13. Town's effectiveness in remedying code violations (enforcement of exterior maintenance and upkeep of private property)

Mean: 3.52



Q19-01. Quality of space of the library facility

Mean: 4.66



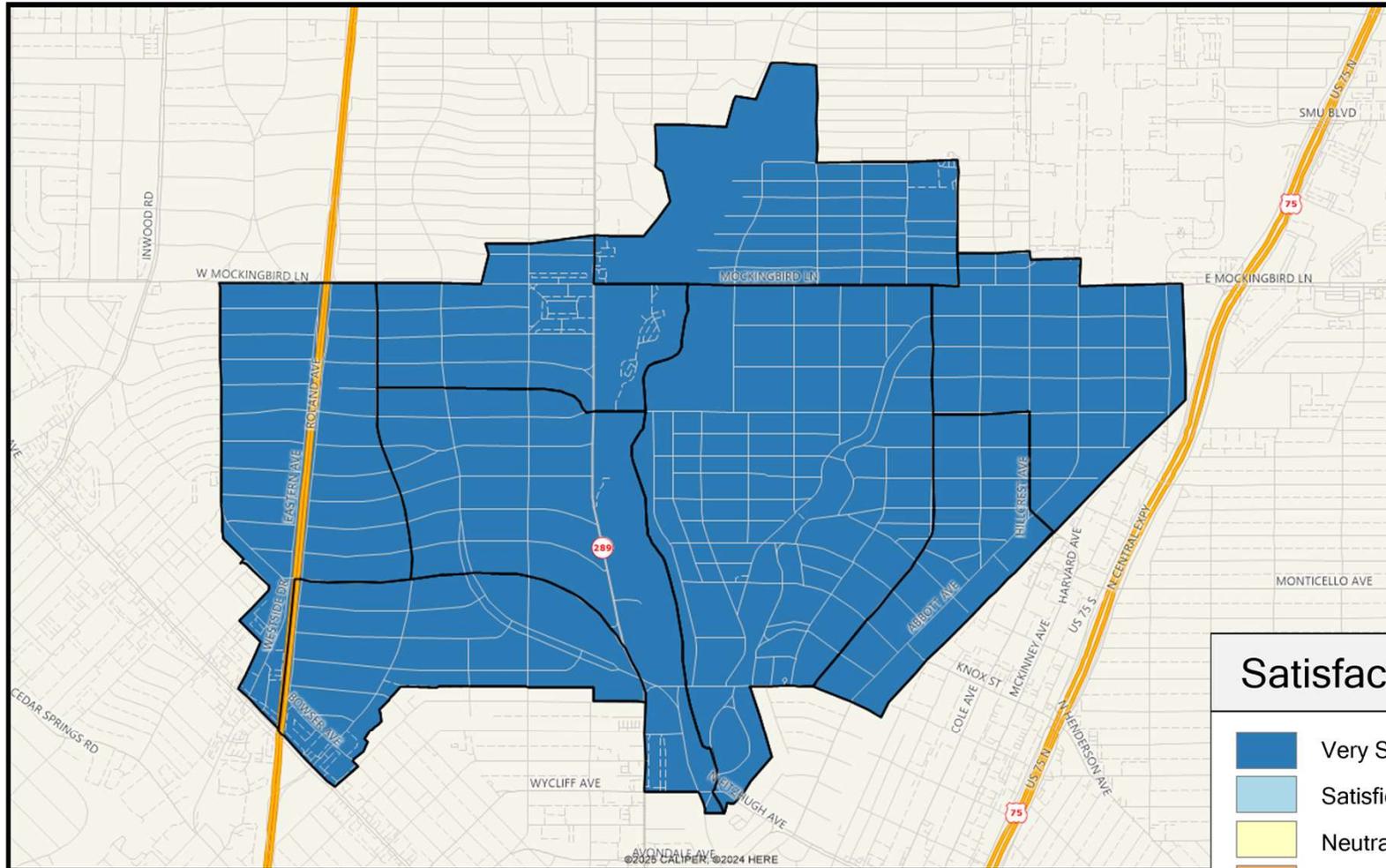
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q19-02. Hours of operation (Tuesdays 9:30 a.m. - 7:00 p.m. and Wednesdays - Saturdays 9:30 a.m. - 5:30 p.m.)

Mean: 4.6



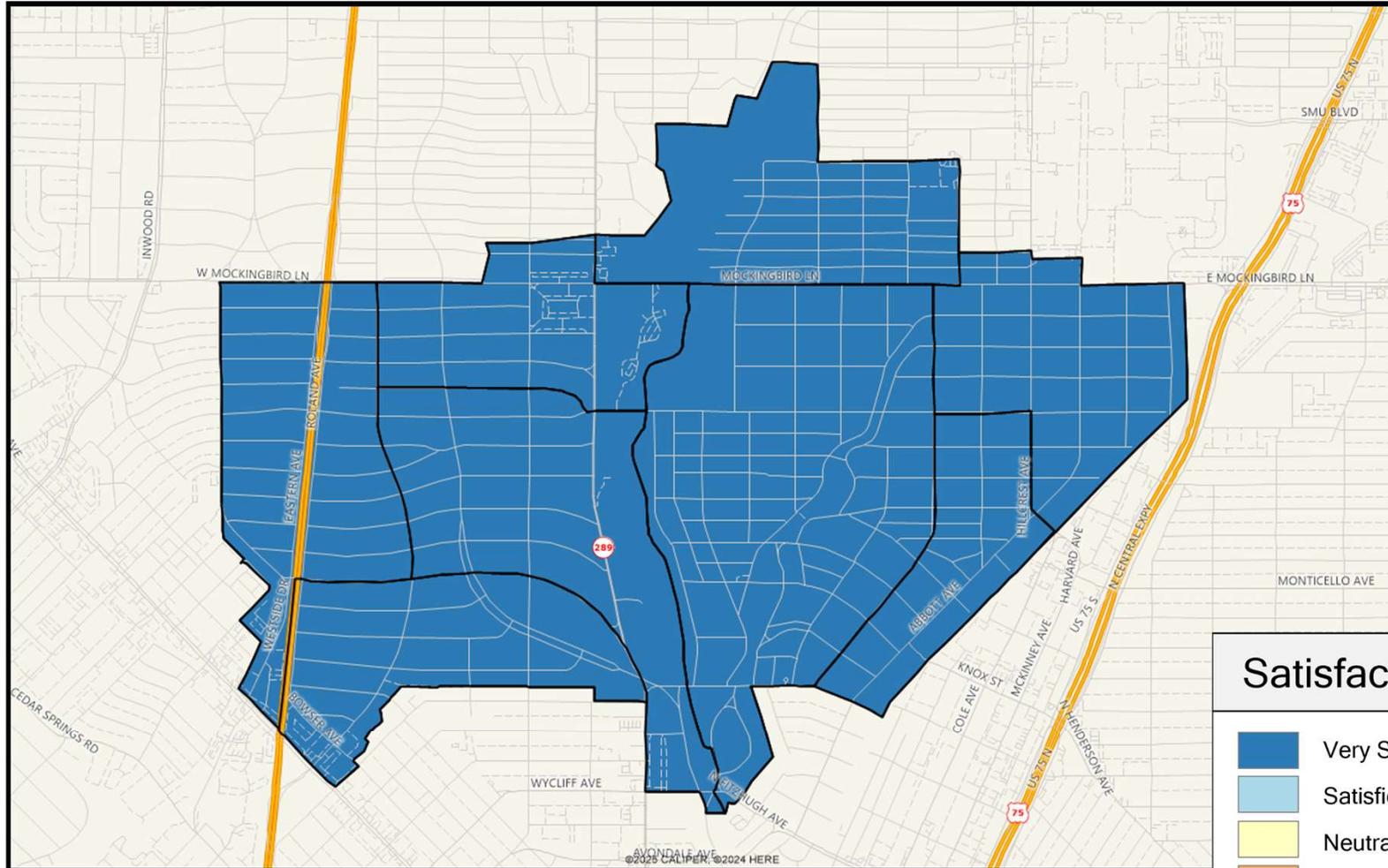
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q19-03. Quality of library children's events, classes and programs

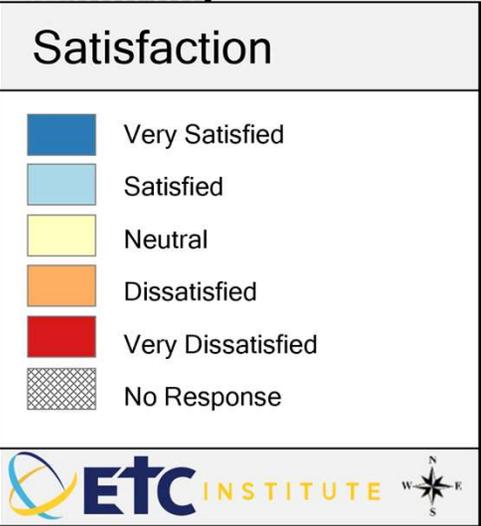
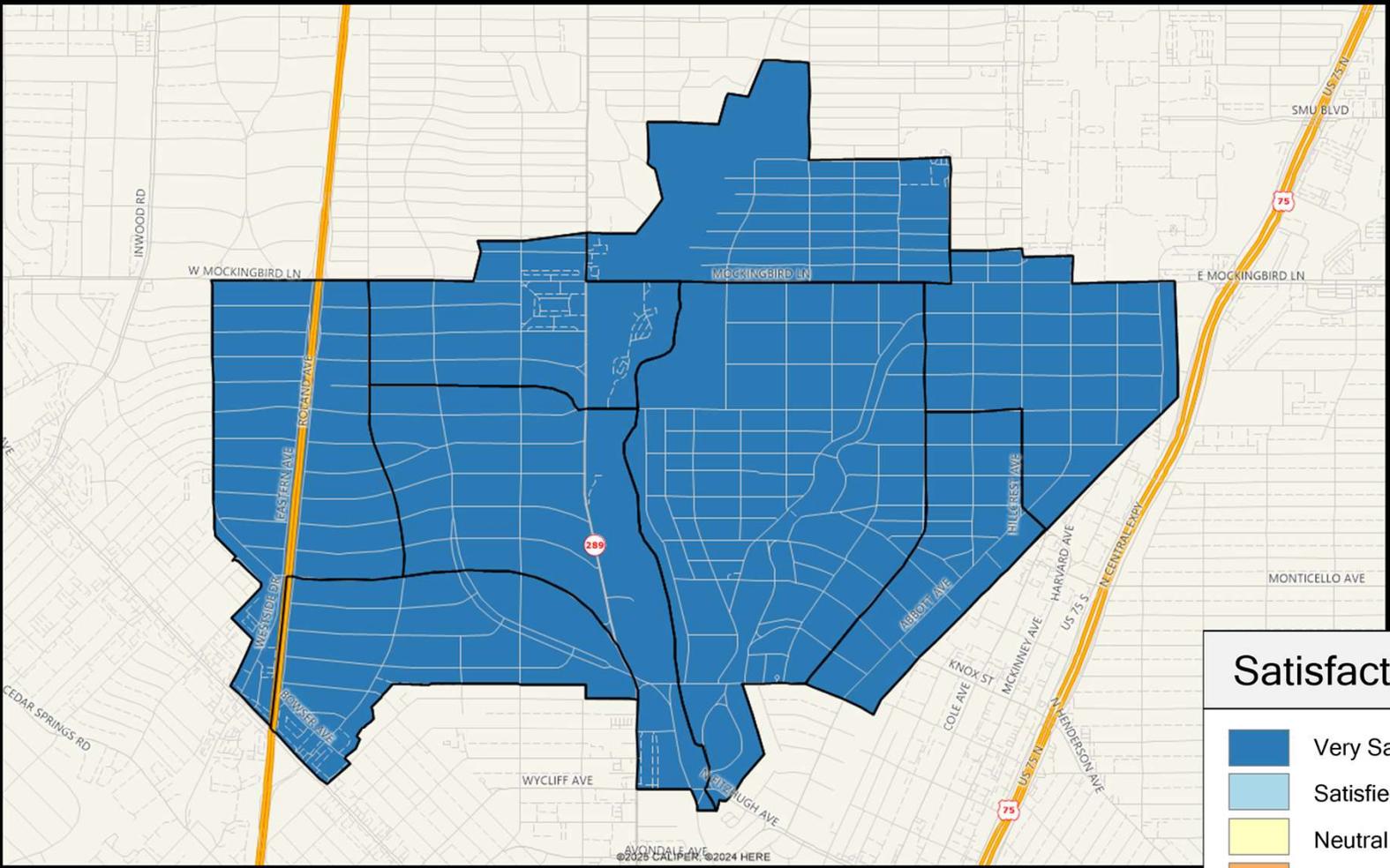
Mean: 4.63



| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

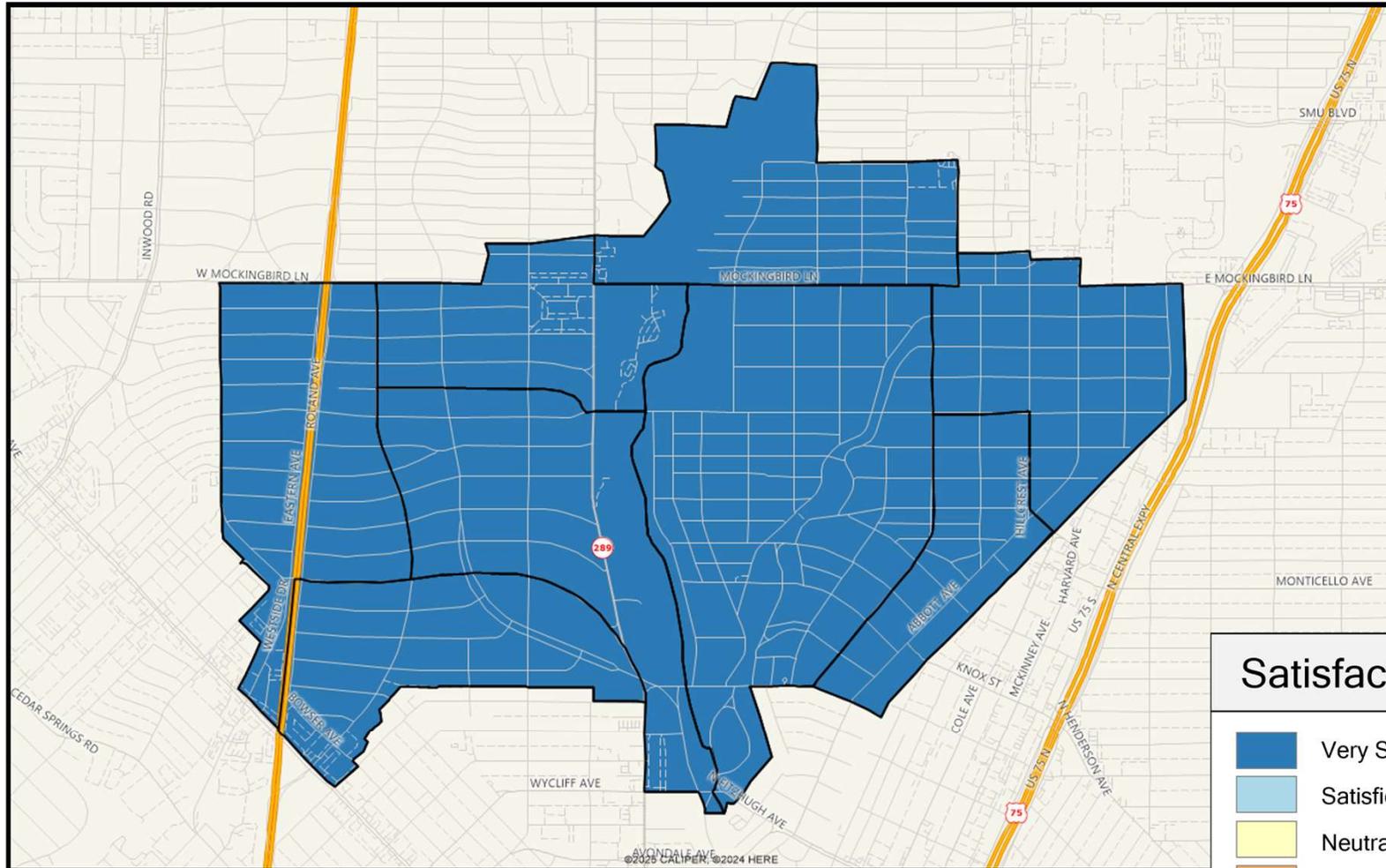
Q19-06. Quality of library's online catalog and website

Mean: 4.52



Q19-07. Quality and availability of library materials and resources

Mean: 4.54



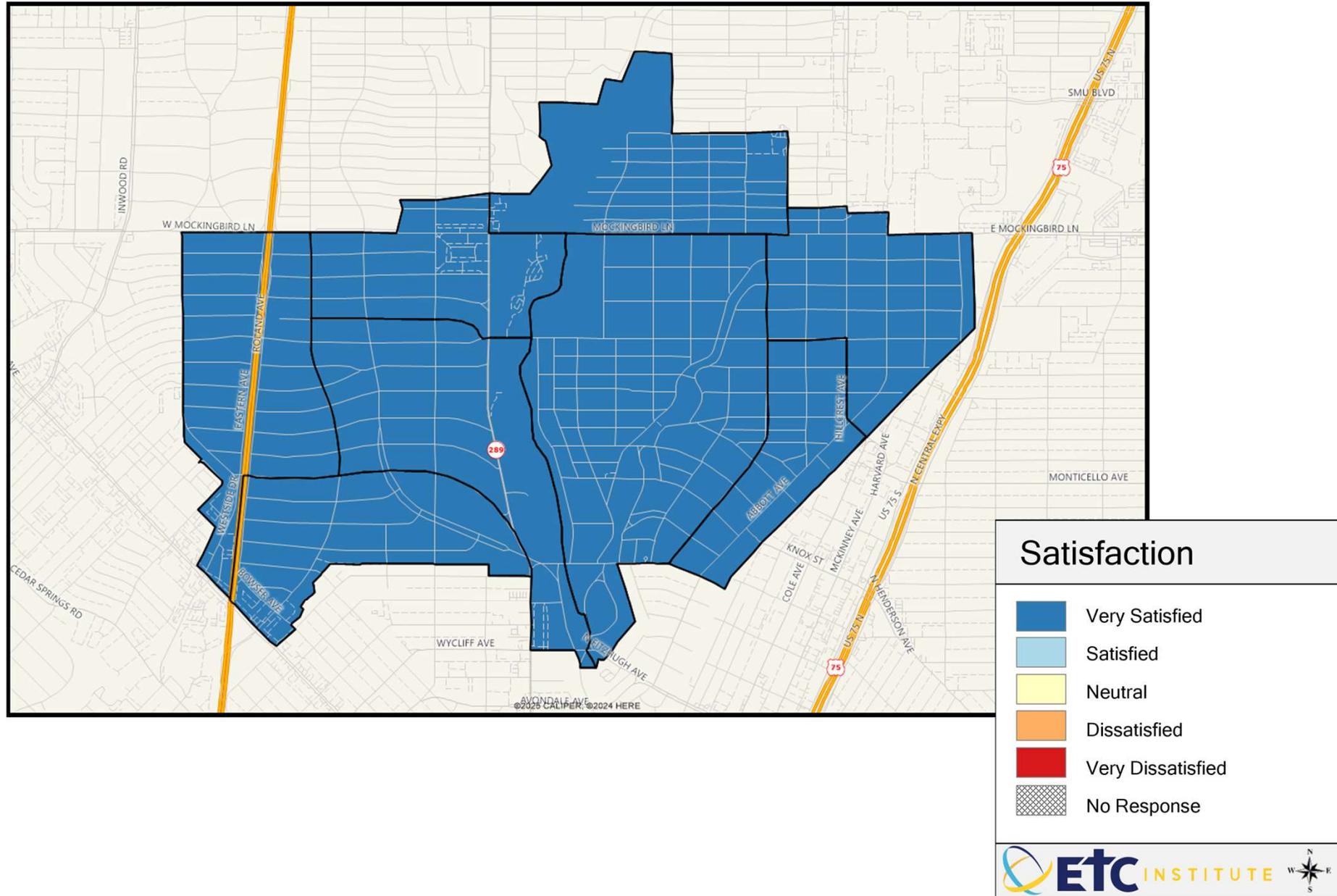
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

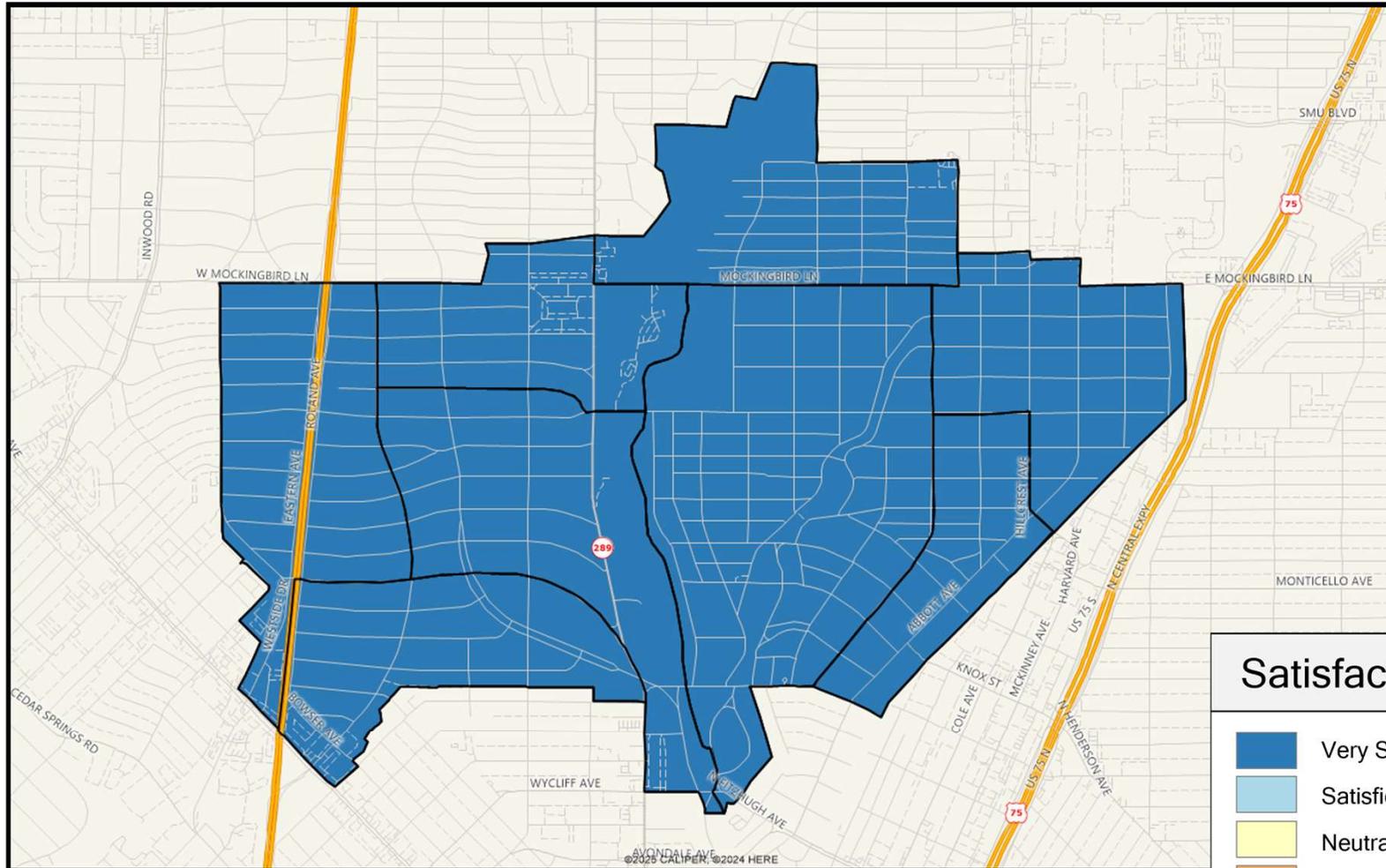
Q19-08. Quality and availability of electronic resources (e-books, audiobooks, movies, etc.)

Mean: 4.5



Q19-09. Quality and availability of library computers

Mean: 4.49

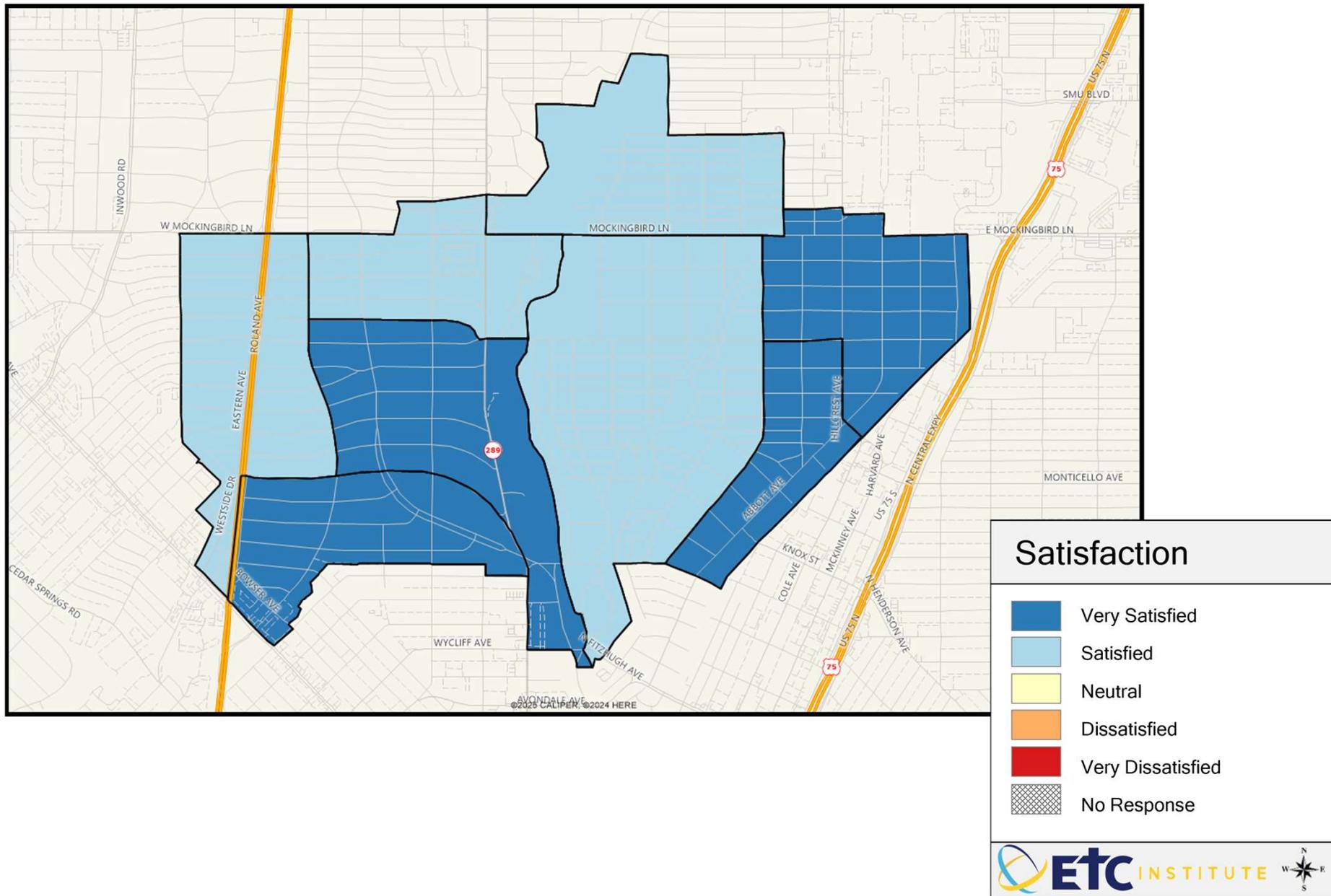


| Satisfaction | |
|--------------|-------------------|
| | Very Satisfied |
| | Satisfied |
| | Neutral |
| | Dissatisfied |
| | Very Dissatisfied |
| | No Response |

ETC INSTITUTE

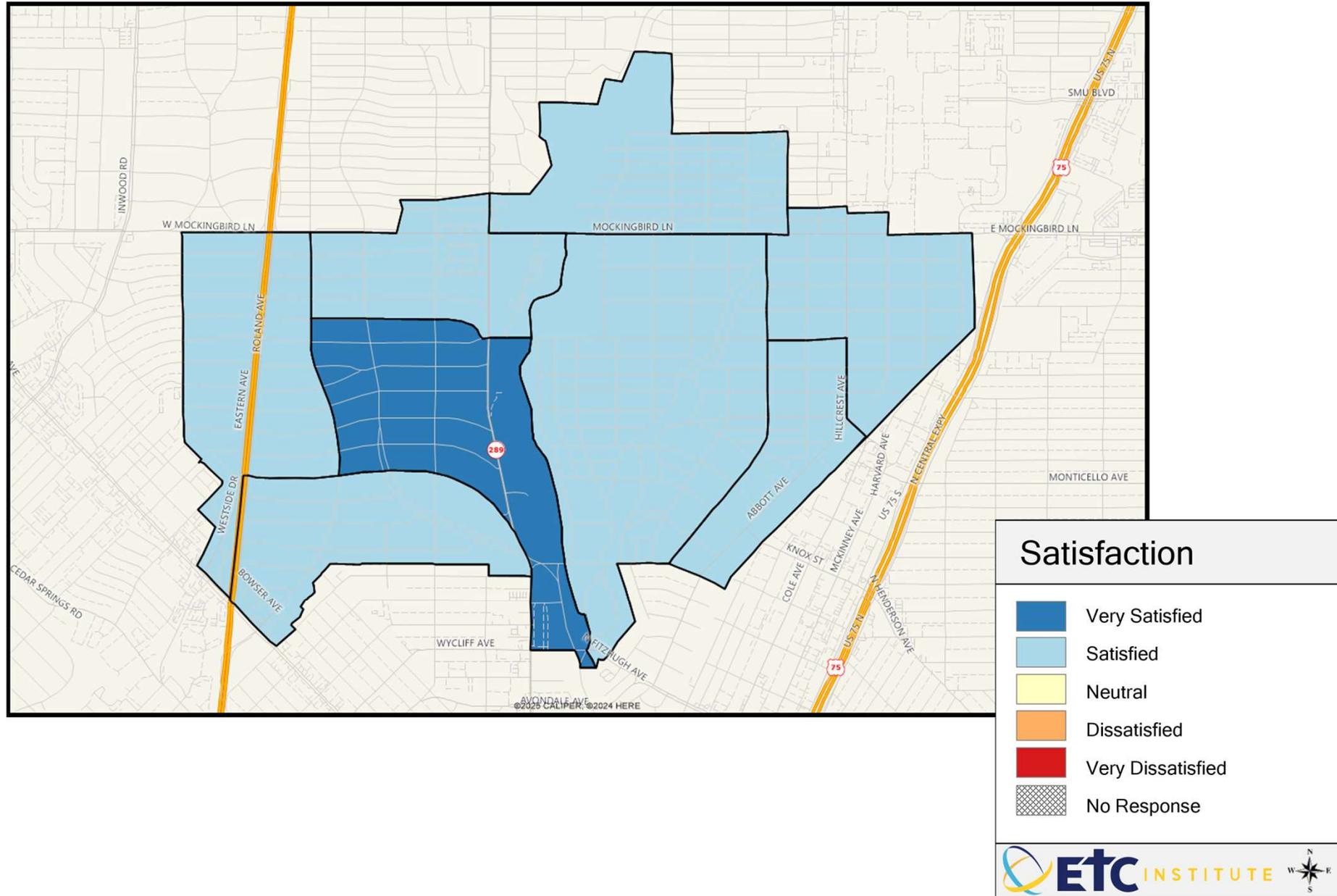
Q22-01. Quality and ease of use of the Town's website

Mean: 4.17



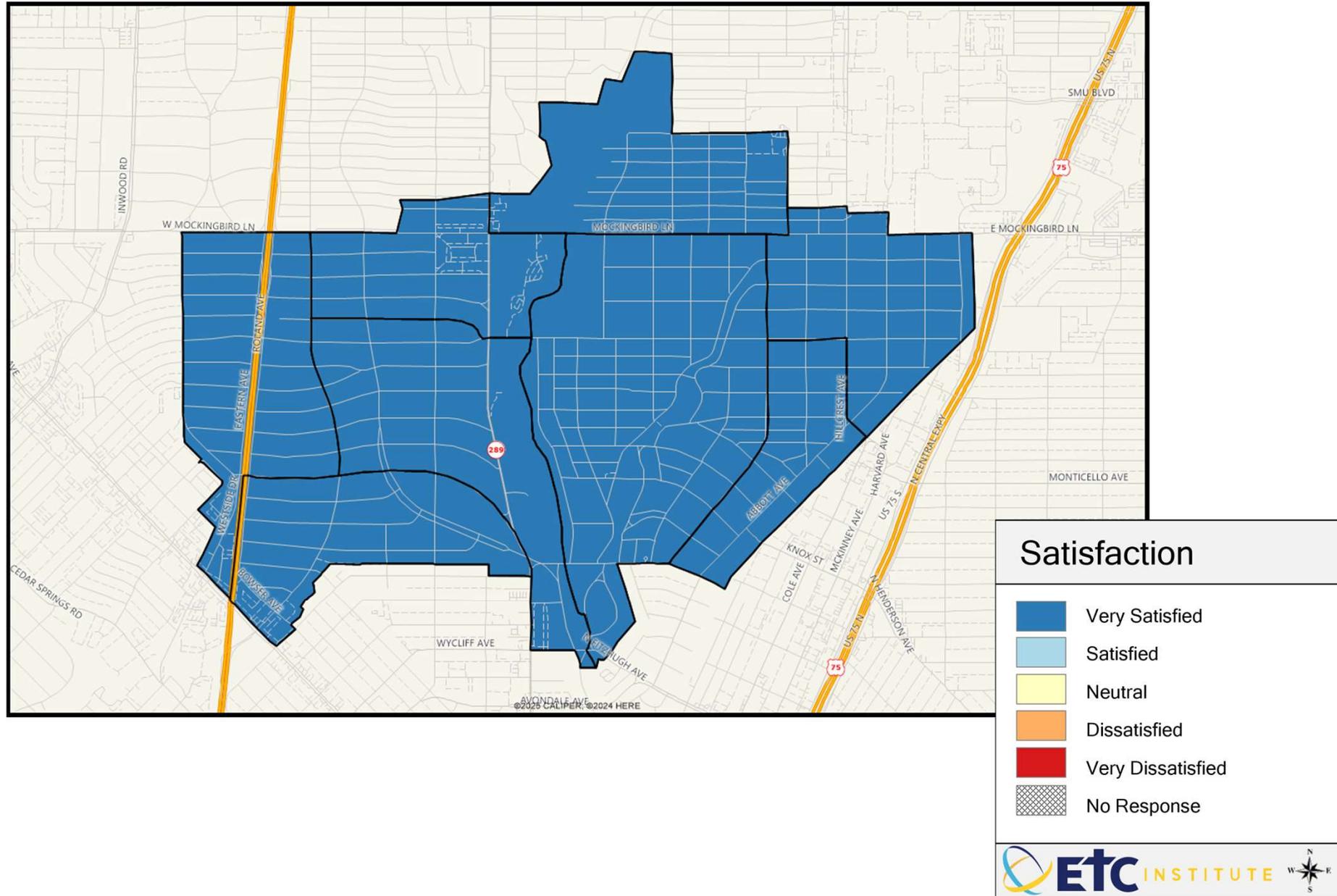
Q22-02. Quality of the Town's social media (X, formerly known as Twitter)

Mean: 3.96



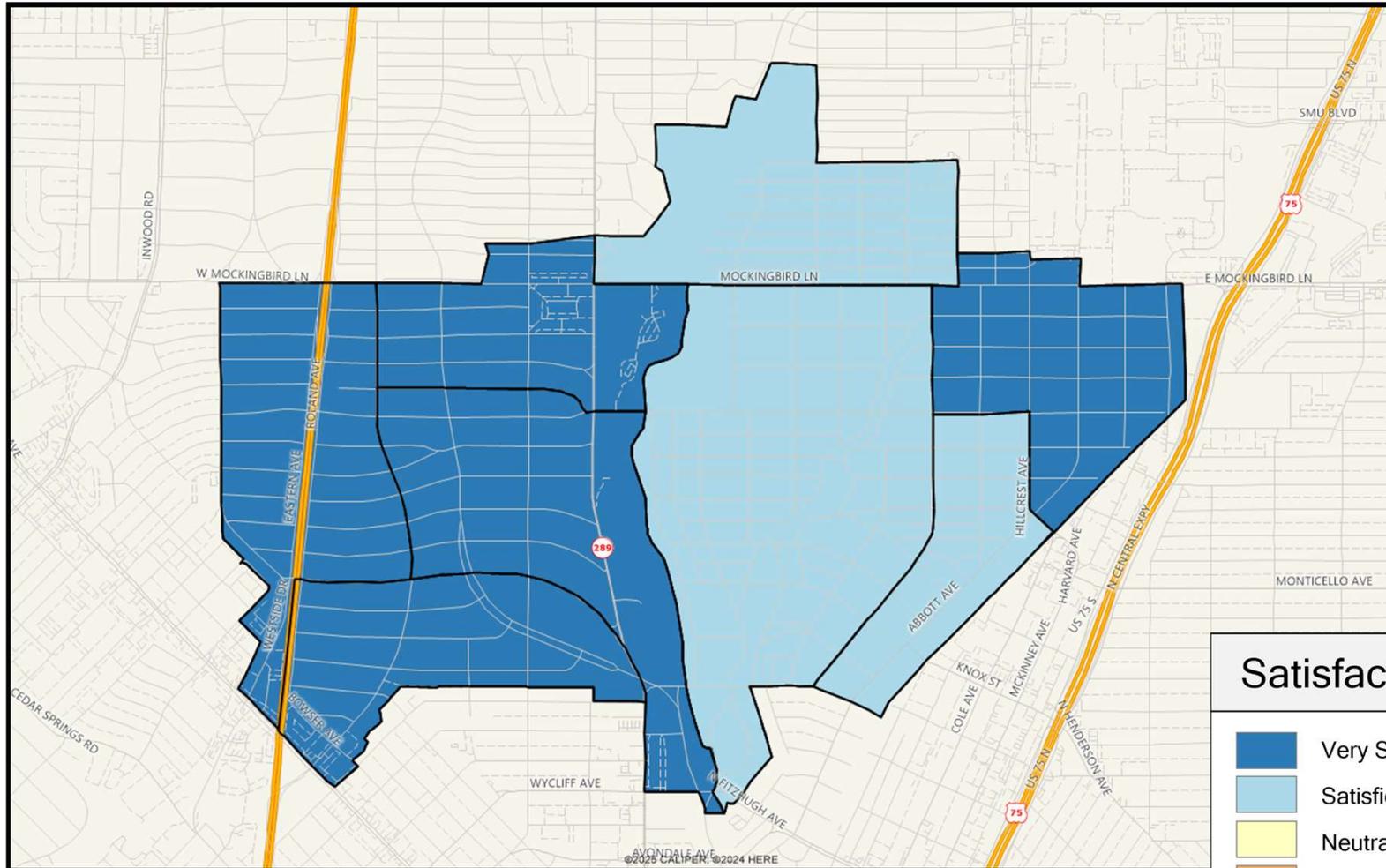
Q22-03. Quality of the Town's digital newsletter (Monarch Herald and Bluezone)

Mean: 4.45



Q22-04. Availability of information about Town programs/services

Mean: 4.25



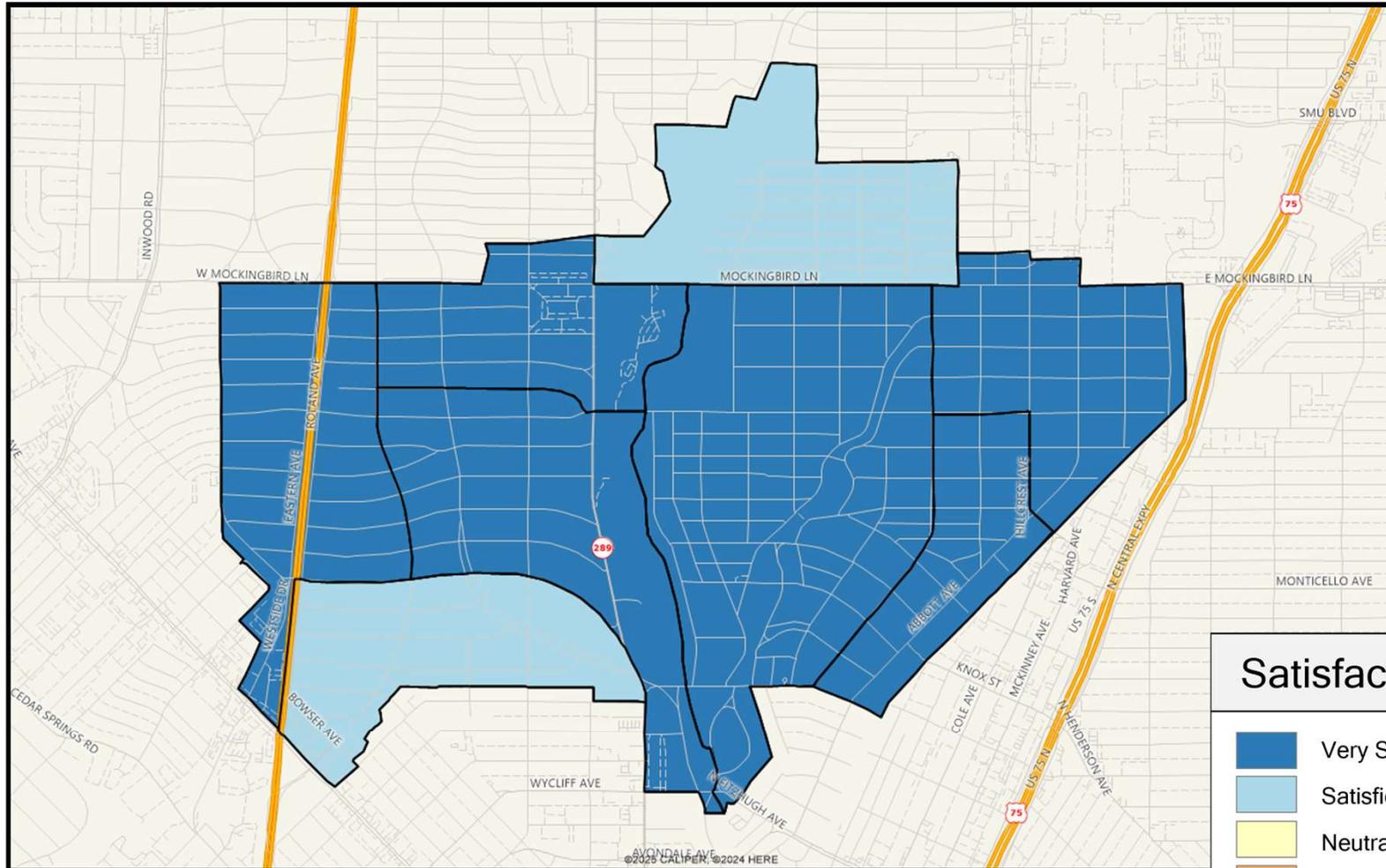
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

Q22-05. Town's efforts to keep you informed

Mean: 4.29



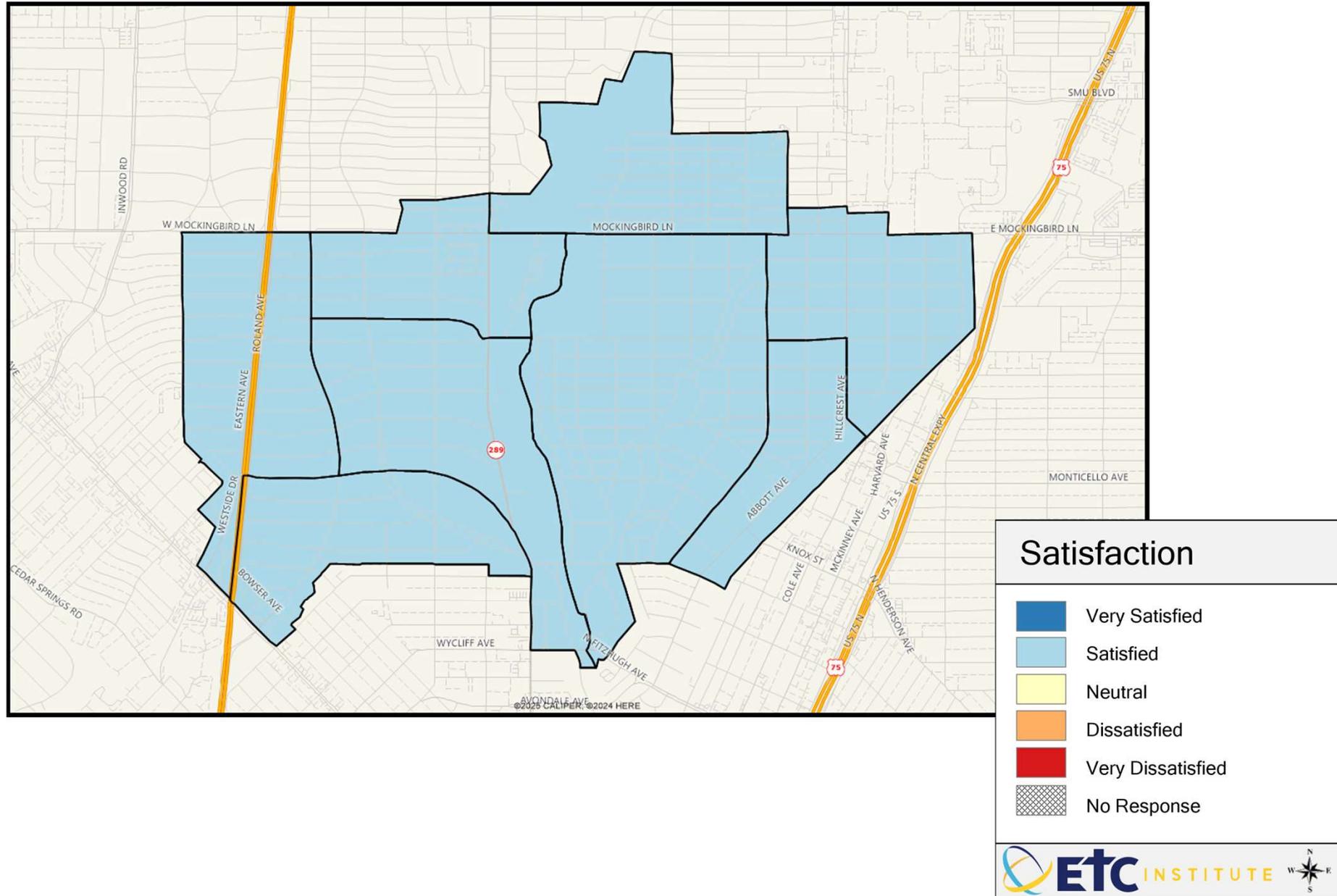
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

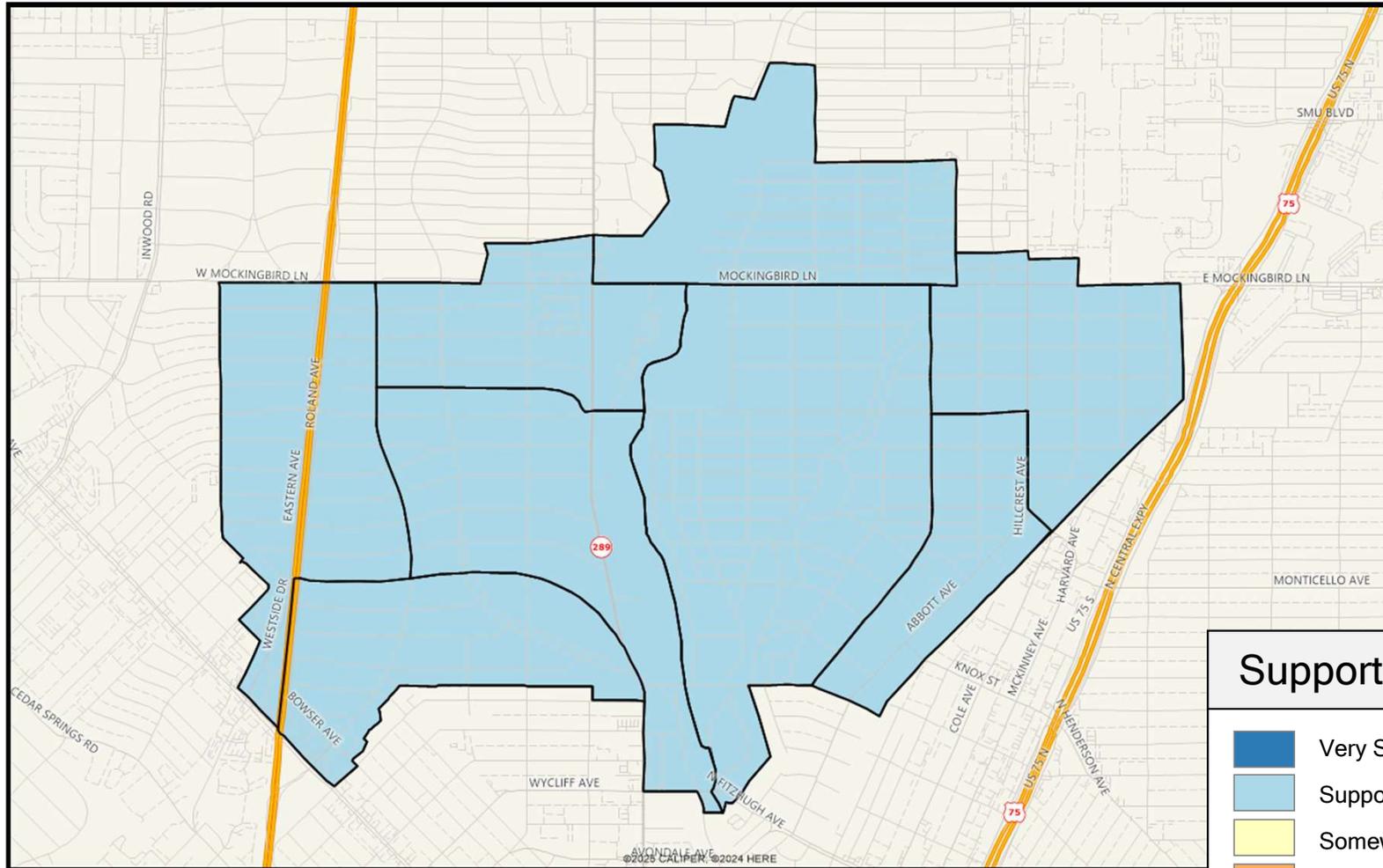
Q22-08. Level of public involvement in local decision making

Mean: 3.89



Q29-01. Purchasing property for the creation of additional parks and/or open spaces

Mean: 3.7



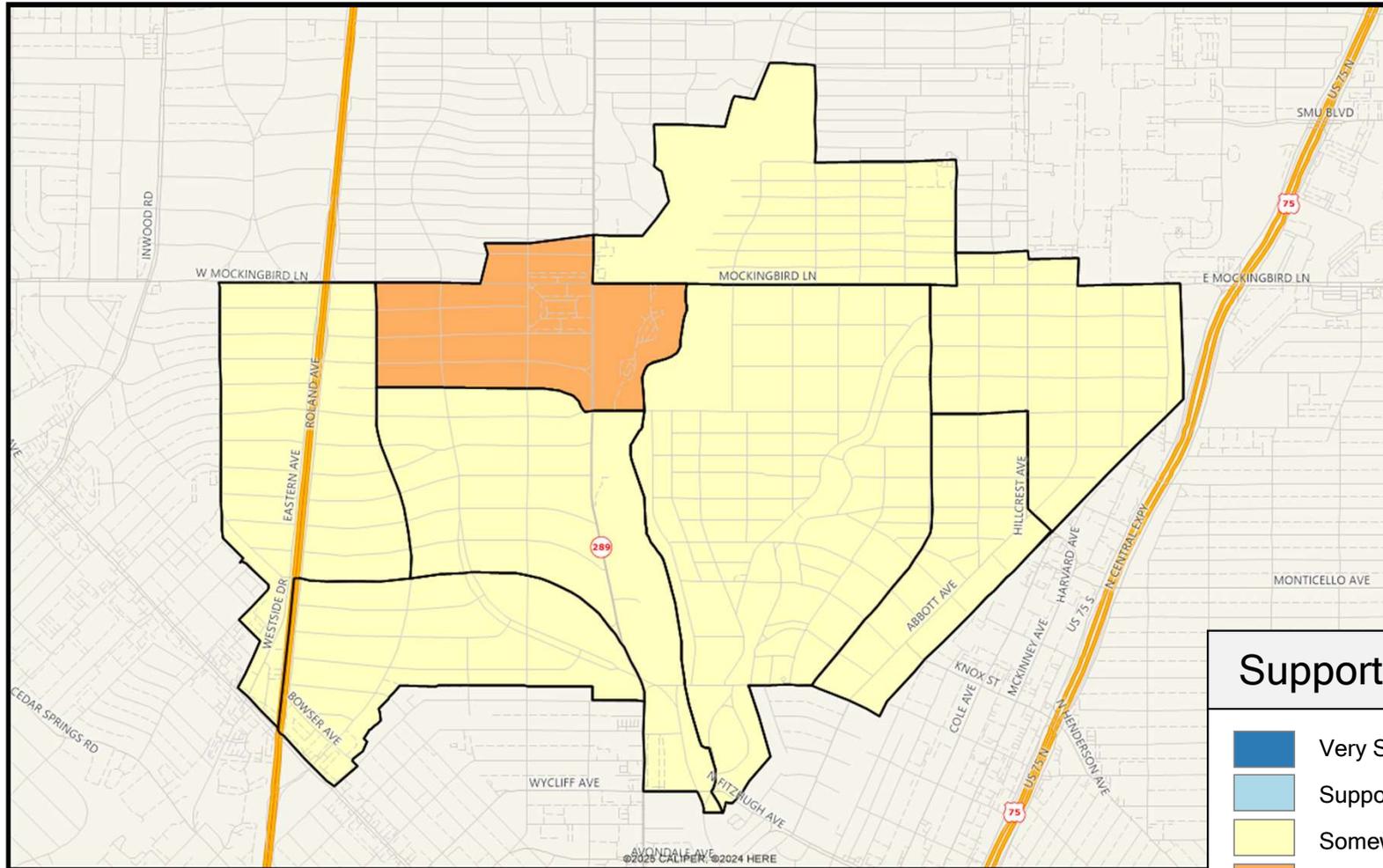
Support

- Very Supportive
- Supportive
- Somewhat Supportive
- Slightly Supportive
- Unsupportive
- No Response

ETC INSTITUTE

Q29-02. Creating a community dog park

Mean: 2.92



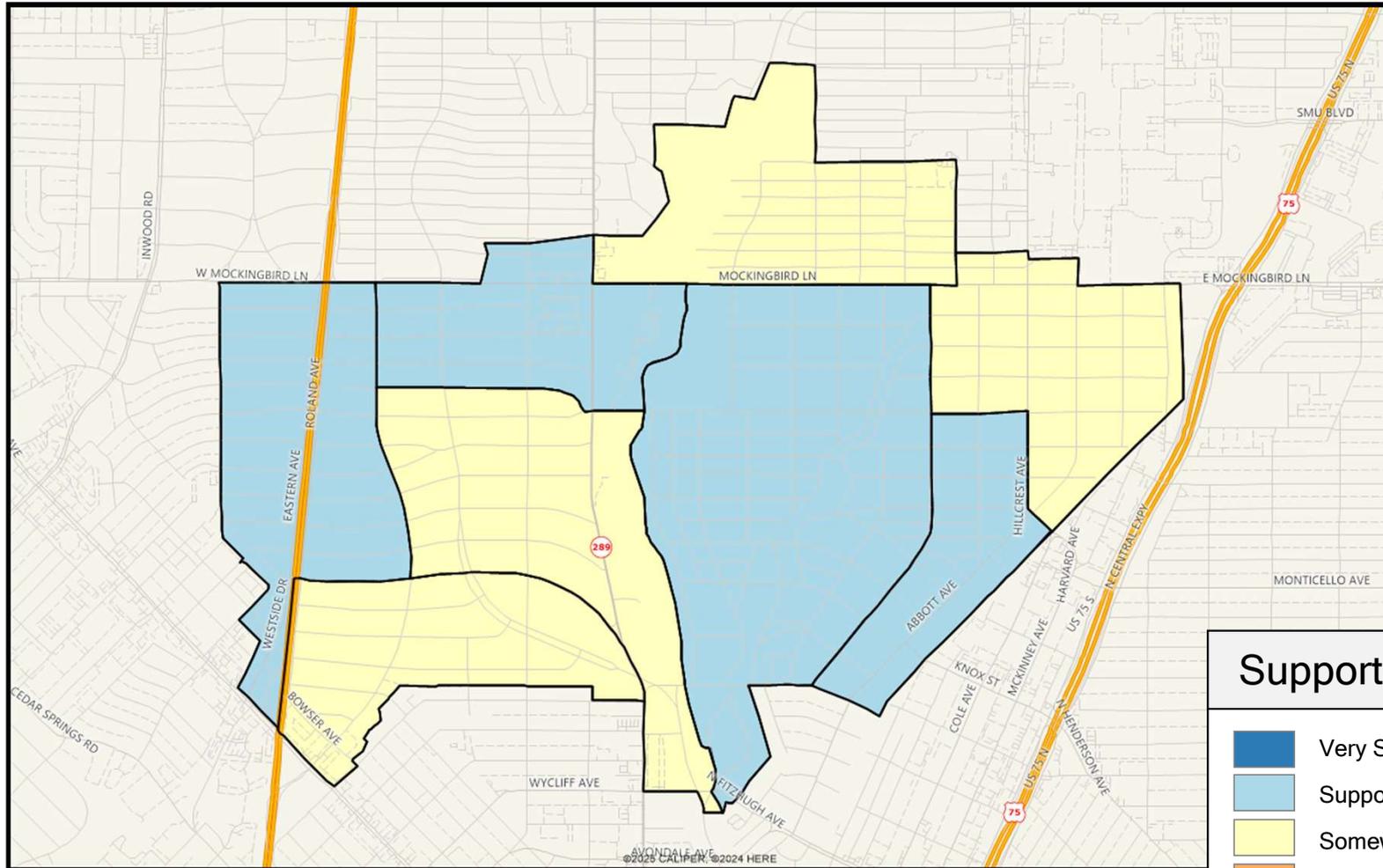
Support

- Very Supportive
- Supportive
- Somewhat Supportive
- Slightly Supportive
- Unsupportive
- No Response

ETC INSTITUTE

Q29-03. Creating a resident and guest only on street parking program

Mean: 3.43



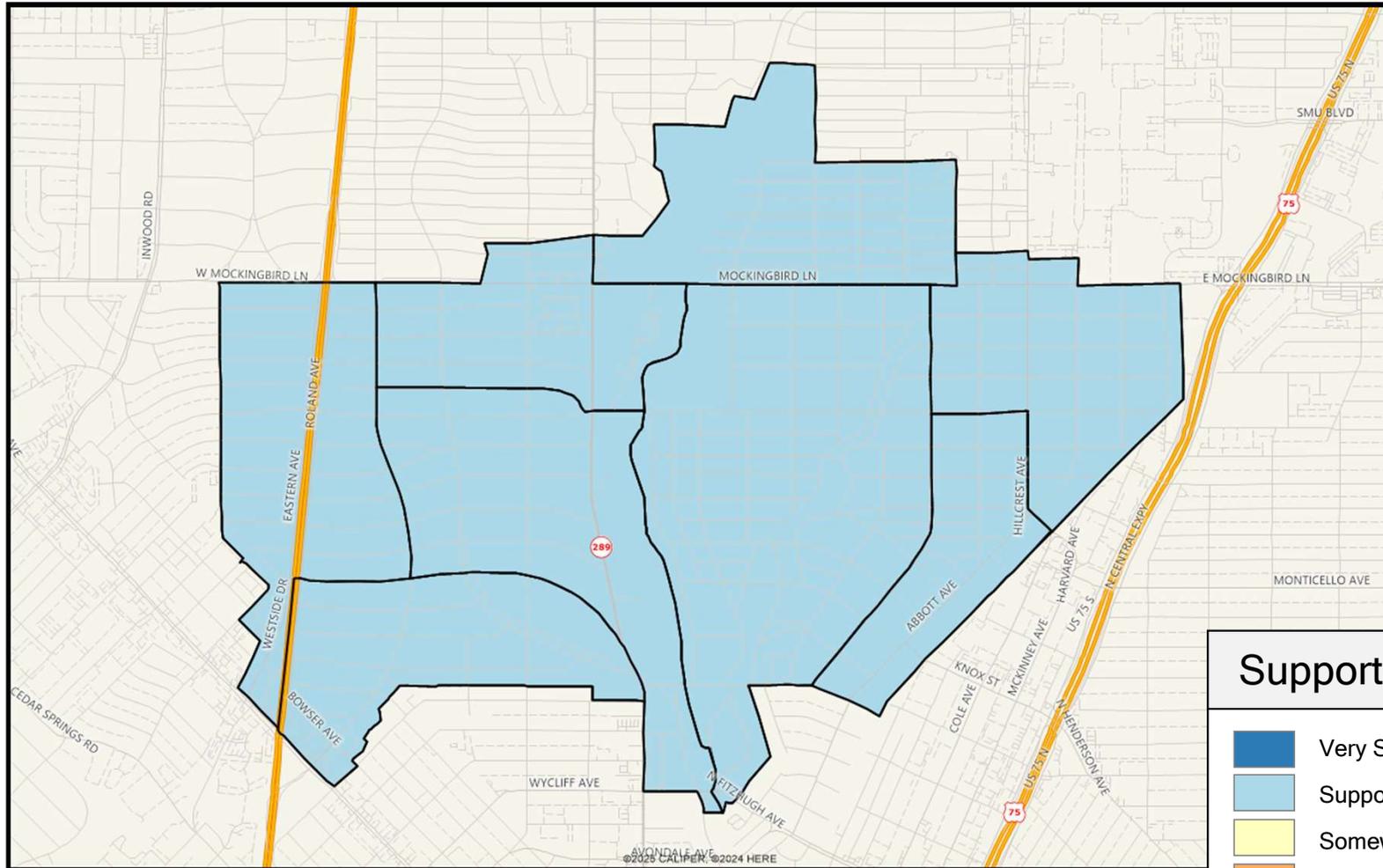
Support

| | |
|--|---------------------|
| | Very Supportive |
| | Supportive |
| | Somewhat Supportive |
| | Slightly Supportive |
| | Unsupportive |
| | No Response |

ETC INSTITUTE

Q29-04. Implementing a micro transit system aimed at reducing construction and service worker on street parking

Mean: 3.83



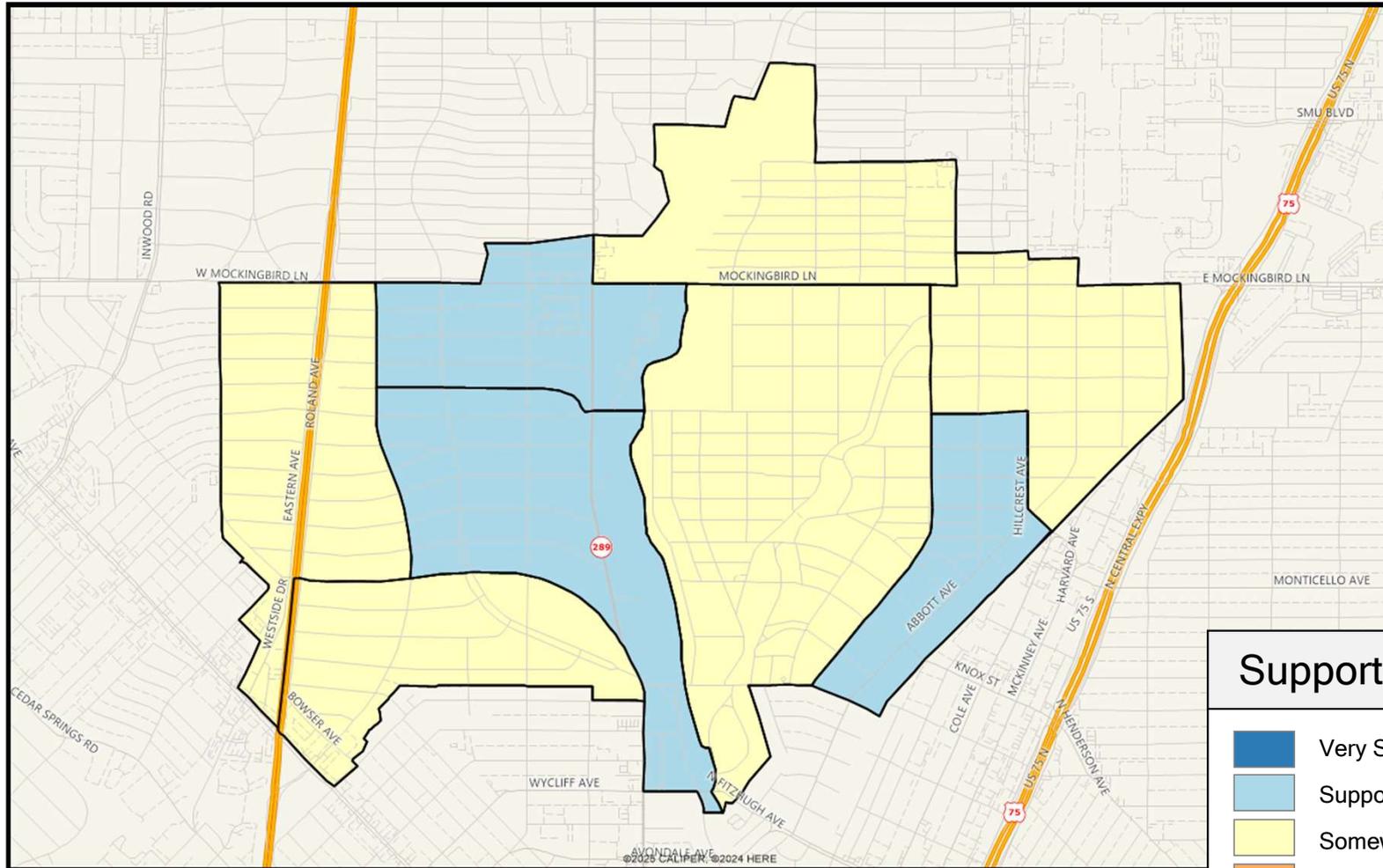
Support

- Very Supportive
- Supportive
- Somewhat Supportive
- Slightly Supportive
- Unsupportive
- No Response

ETC INSTITUTE

Q29-05. Providing additional traffic calming measures such as street closures

Mean: 3.3



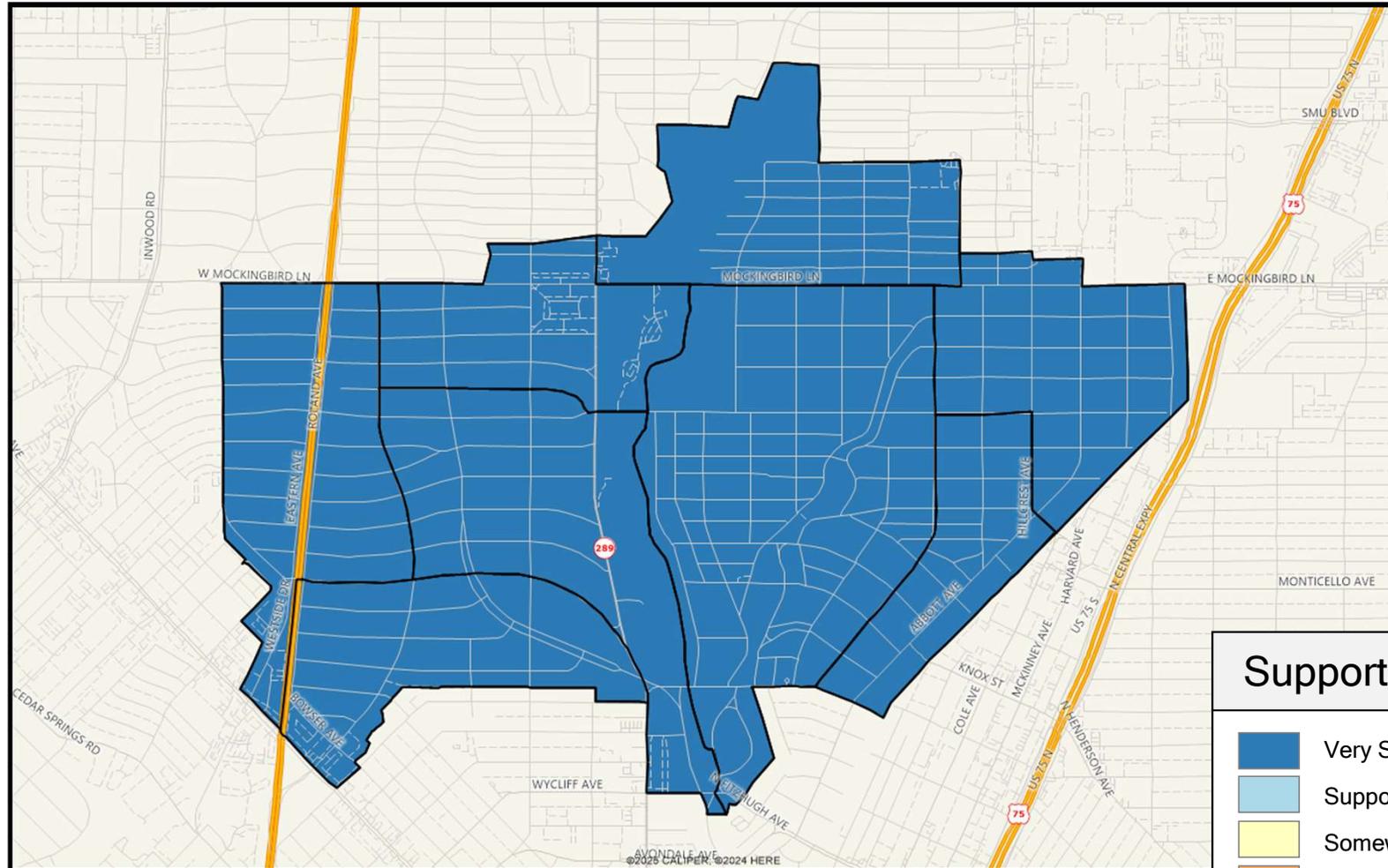
Support

| | |
|--|---------------------|
| | Very Supportive |
| | Supportive |
| | Somewhat Supportive |
| | Slightly Supportive |
| | Unsupportive |
| | No Response |

ETC INSTITUTE

Q29-06. Addressing problem intersections to increase safety and traffic flow

Mean: 4.51



Support

- Very Supportive
- Supportive
- Somewhat Supportive
- Slightly Supportive
- Unsupportive
- No Response

ETC INSTITUTE