

Final Report for a Statistically Valid Community Survey



Submitted to

The Town of Vienna
By



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Contents

Executive Summary.....Section 1

Charts and GraphsSection 2

Benchmarking.....Section 3

Survey InstrumentSection 4

Section 1
Executive Summary

Town of Vienna, VA

Community Interest and Opinion Survey **Executive Summary Report**

Overview of the Methodology

ETC partnered with the Town of Vienna to conduct a statistically valid Community Interest and Opinion Survey to determine community priorities and quality of member programs and services. The survey was designed to obtain statistically valid results from households throughout the Town of Vienna. The survey was administered by mail and web.

ETC worked extensively with the Town of Vienna officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to help understand and establish priorities for the community.

A six-page survey was mailed to the 2,000 households within the Town of Vienna. The goal was to obtain a total of at least 300 completed surveys. This draft report is based on 403 surveys having been completed. The results of the random sample of 403 households have a 95% level of confidence with a precision rate of at least +/-4.8%.

The following pages summarize major survey findings.

Major Findings

- **Respondent Household Overall Satisfaction with Town Services:** Based on the percentage of respondent households who were either “very satisfied” or “satisfied,” (90%) are satisfied with the *overall quality of Town services*. Other similar satisfaction levels include: Overall quality of customer service (88%), overall quality of police service (84%) and overall quality of parks and recreation programs and facilities (84%).
- **Services Most Important for the Town to Prioritize Over the Next Two Years:** Based on the sum of respondent households top three choices, (56%) state that the most important services the Town should prioritize over the next two years is *maintenance of Town streets, sidewalk and infrastructure*. Other most important service priorities include: Overall value for tax dollars and fees (45%), how well the Town is preparing for the future (36%), quality of parks and recreation programs and facilities (26%), quality of Town services (25%) and quality of police services (25%).
- **Respondent Household Satisfaction With Public Safety and Police Services:** Based on the percentage of respondent households who were either “very satisfied” or “satisfied,” (86%) were satisfied with the *quality of police protection*. Other similar satisfaction levels include: Professionalism of police employees (86%) and how quickly police respond to 911 emergencies (82%).
- **Public Safety and Police Service Items Most Important for the Town to Prioritize Over the Next Two Years:** Based on the sum of respondent households top three choices, (48%) chose *Town’s efforts to prevent crime* as the most important public safety and police service item for the Town to prioritize over the next two years. Other most important public safety and police services to prioritize include: Quality of local police protection (42%), visibility of police in neighborhoods (38%) and how quickly police respond to 911 emergencies (36%).
- **Respondent Household Perceptions of Safety:** Based on the percentage of respondent households who felt either “very safe” or “somewhat safe,” (99%) feel safe at *special events*. Other similar levels of respondent households feeling safe in different areas include: In commercial and business areas during the day (98%), walking in ones neighborhood during the day (98%), in Town parks (94%), in commercial and business areas at night (91%), walking in your neighborhood at night (90%) and on the wood trail (74%).

- **Respondent Household Satisfaction with Parks and Recreation Facilities and Services:** Based on the percentage of respondent households who were either “very satisfied” or “satisfied,” (88%) are satisfied with *Town special events and festivals*. Other similar satisfaction levels include: Maintenance of Town parks and landscaping (88%), quality of athletic fields (84%), quality of parks and recreation facilities (84%) and availability of information about parks and recreation programs (83%).

- **Parks and Recreation Items Most Important for Town Leaders to Prioritize Over the Next Two Years:** Based on the sum of respondent households top three choices, (39%) chose *maintenance of Town parks and landscaping* as the most important parks and recreation item for Town leaders to prioritize over the next two years. Other most important items for leader to prioritize include: Quality of parks and recreation facilities (38%) and the number of walking and biking trails (28%).

- **Respondent Household Satisfaction with Enforcement of Town Regulations:** Based on the percentage of respondent households who were either “very satisfied” or “satisfied,” (63%) are satisfied with the *maintenance of business property*. Other similar satisfaction levels include: Sign regulations (61%), safety and maintenance of residential construction sites (57%) and sign removal from public right of ways (56%).

- **Code and Ordinance Items Most Important for Town Leaders to Prioritize Over the Next Two Years:** Based on the sum of respondent households top two choices, (38%) believe it is most important for the Town to prioritize *cleanup of litter and debris on private property*. Other top priorities include: Enforcing safety and maintenance of residential construction sites (23%), enforcing mowing and cutting weeds on private property (22%), enforcing maintenance of residential property (19%), enforcing maintenance of business property (18%) and enforcing removal of blighted and abandoned buildings (18%).

- **Respondent Household Satisfaction with Transportation and Public Works Programs:** Based on the percentage of respondent households who were either “very satisfied” or “satisfied,” (78%) are satisfied with the *overall maintenance of water and sewer system*. Other similar satisfaction levels include: Effectiveness of snow removal program (78%), safety of walking in Town (76%), effectiveness of street sweeping program (72%) and overall maintenance of street signs and pavement marks (70%).

- **Transportation and Infrastructure Items Most Important for Town Leaders to Emphasize Over the Next Two Years:** Based on the sum of respondents top three choices, (53%) of respondents believe that it is most important for the Town leader to emphasize traffic flow on Maple Avenue over the next two years. Other most important transportation and infrastructure items include: Maintenance of streets in your neighborhood (26%), traffic flow on neighborhood roads (24%) and the traffic signal system for efficient traffic flow (20%).
- **Public Transportation Options:** Thirty-eight percent (38%) of respondent households stated yes that they do use public transportation options. The remaining (62%) stated that they did not use public transportation options. Of the (38%) who do use public transportation options, (71%) use the metro, (5%) use the bus and (24%) use both the metro and the bus.
- **Bicycle Riding Options:** Sixty percent (60%) of respondent households stated that they do ride a bicycle and (40%) of household said that they did not ride a bicycle. Of the (60%) who stated that they did ride a bicycle, (40%) stated they do so for *recreation purposes*. Other reasons include: Exercise (32%), tasks (11%), riding to and from school (9%), riding to and from work (8%) and for other purposes (1%).
- **Respondent Household Satisfaction with Refuse Collection:** Based on the percentage of respondent households who were either “very satisfied” or “satisfied,” (92%) are satisfied with *residential trash collection services*. Other similar levels of satisfaction include: Yard waste removal (91%), residential recycling service (89%), leaf collection (86%), removal of large bulky items (82%) and free mulch pick up (78%).
- **Contact with the Town During the Past Year:** Sixty-four percent (64%) of respondent households have contacted the Town within the past year. Thirty-six percent (36%) of households have not contacted the time during the past year.
- **Respondent Household Satisfaction with Town Employees:** Based on the percentage of respondent households who have contacted the Town within the past year, who were either “always” or “usually” satisfied with the service, (91%) were satisfied with *Vienna employees’ courteousness and professionalism*. Other similar satisfaction levels include: Response time was reasonable (87%), it was easy to find someone to address my request (86%) and I was able to get my question or concern resolved (79%).

- **Respondent Household Satisfaction with Public Communication and Outreach:** Based on the percentage of respondent households who were either “very satisfied” or “satisfied” with public communication and outreach, (84%) were satisfied with the *ease of access to information about Town services*. Other similar levels of satisfaction include: Efforts to keep you informed about local issues (73%), quality of the Town’s website (72%), quality of information about programs and services (69%), opportunities to participate in local government (67%), accessibility and responsiveness of Mayor and Council (64%) and effectiveness of Town local access channel (45%).

- **Primary Ways Respondent Households Receive Information About Town Issues, Services and Events:** Ninety-five percent (95%) of respondent households receive information about Town issues, services and events through the *Town newsletter*. Other ways households receive information about issues, services and events include: Town website (62%), community newspapers (36%) and Vienna community alerts (22%).

- **Respondents Preference to Receive the Newsletter by Mail or Online:** Eighty-two percent (82%) of respondent households prefer to receive the newsletter by *mail*. Eighteen percent (18%) of respondent households prefer to receive the newsletter online.

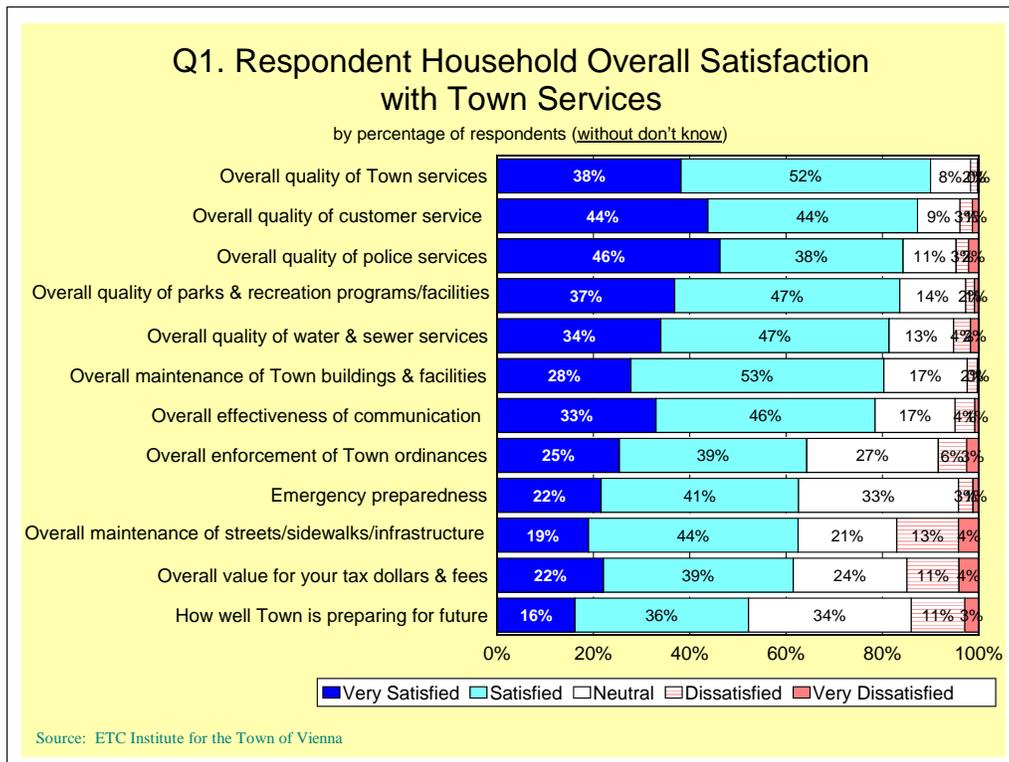
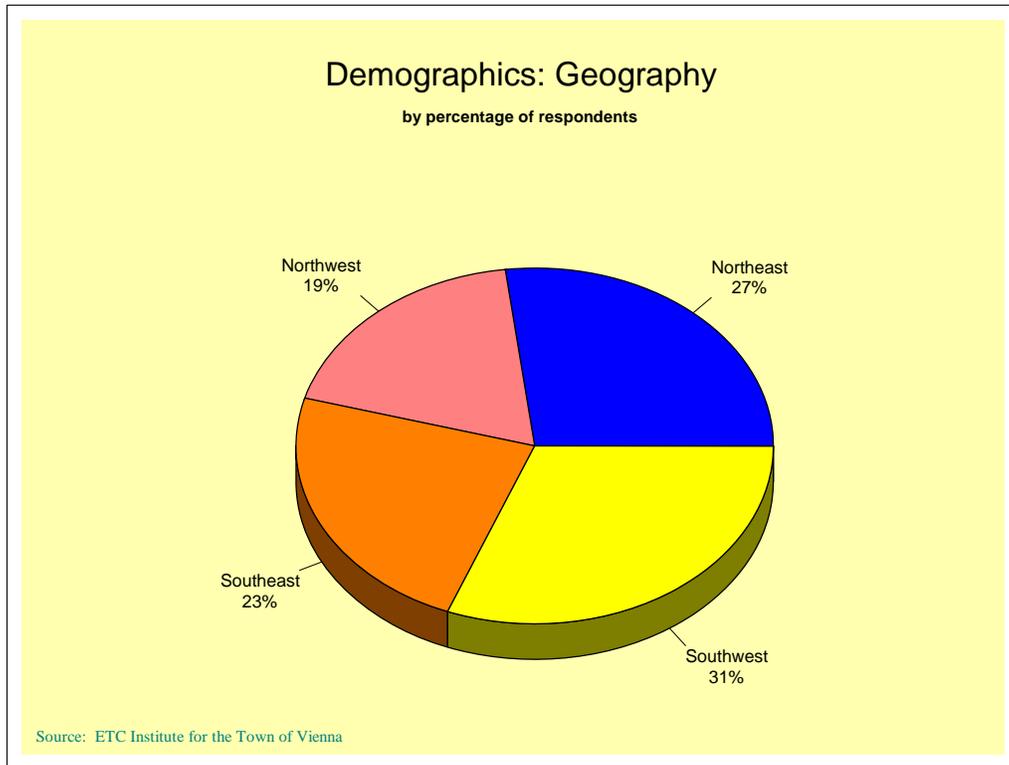
- **Respondents Satisfaction with the Value of Services Received for Property Taxes that Fund a Portion of the Town's Operating Budget:** Forty-seven percent (47%) of respondent households are *satisfied* with the value of services received for property taxes paid to fund a portion of the Town’s operating budget. Other levels of satisfaction include: Very satisfied (22%), neutral (18%), dissatisfied (9%) and very dissatisfied (4%).

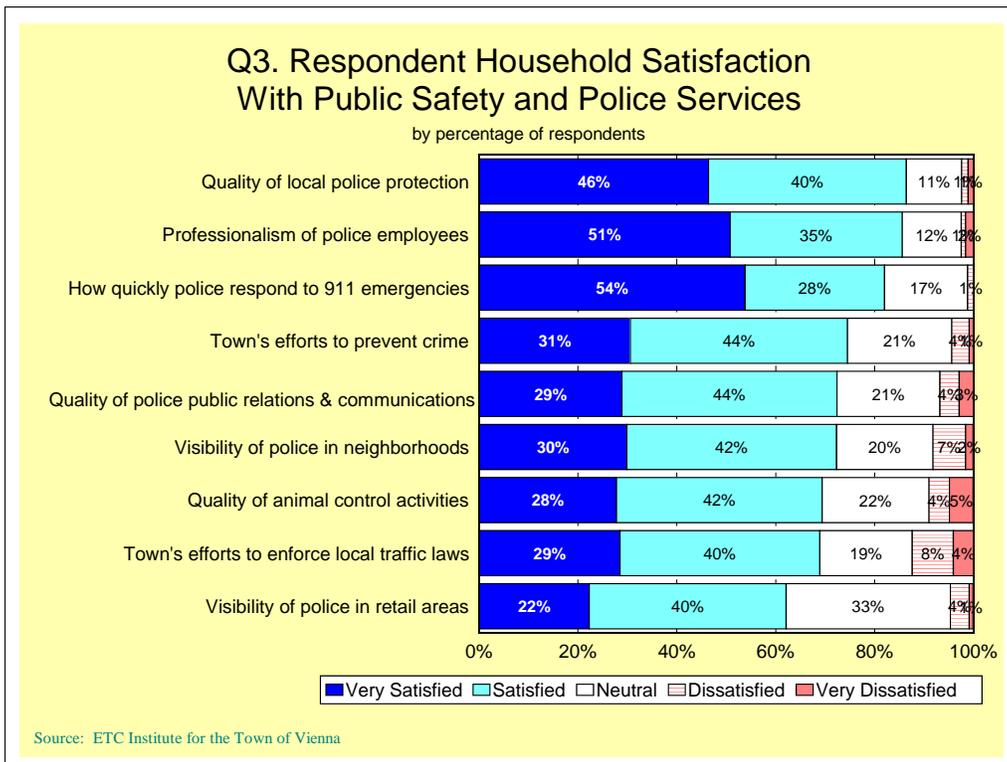
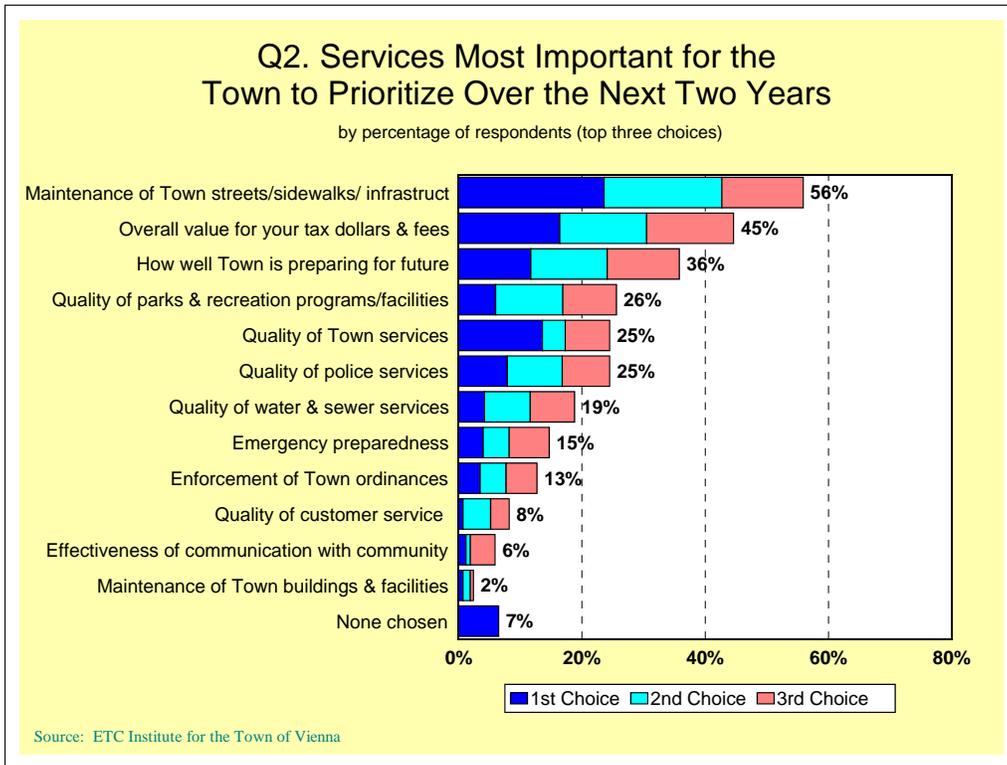
- **Capital Improvements Respondents Feel Are the Most Important:** Based on the sum of respondent households top three choices, (57%) feel the most important capital improvement is *street construction*. Other most important capital improvements include: Improvements to the sidewalk system (52%), water and sewer projects (43%) and storm water system improvements (37%).

- **Respondent Household Overall Opinion of the Town:** Seventy-nine percent (79%) of respondent households rated the Town of Vienna as an excellent *place to raise and educate children*. Other similar top excellent ratings include: As a place to live (73%), overall sense of community (56%) and as a place to work (52%). Twenty-three percent (23%) of respondent households rated the *Town as a place to shop* as below average. Twenty percent (20%) rated the Town as below average on a place to retire.

- **Actions Regarding Land Use Respondent Households Would Most Like to See the Town Encourage:** Seventy-five percent (75%) of respondent households would most like to see *incentive for redevelopment of existing commercial building and shopping centers*. Forty-four percent (44%) of respondent households would most like to see *mixed-use projects that blend a combination of residential and commercial spaces*.

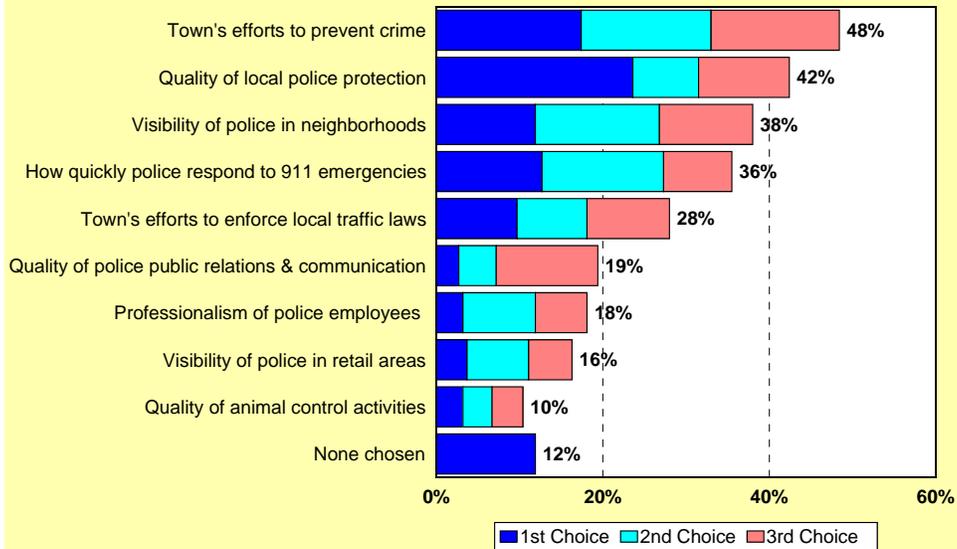
Section 2
Charts and Graphs





Q4. Public Safety and Police Service Items Most Important for the Town to Prioritize Over the Next Two Years

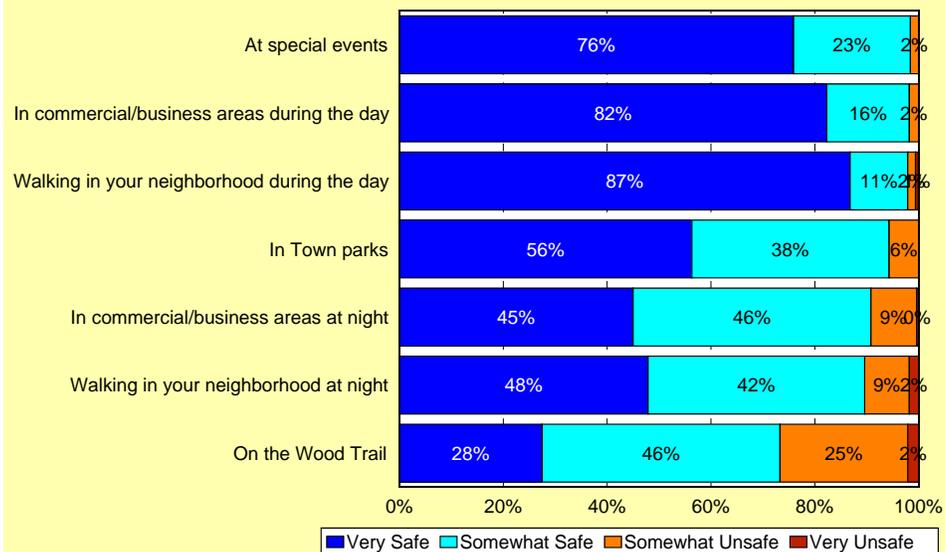
by percentage of respondents (top three choices)



Source: ETC Institute for the Town of Vienna

Q5. Respondent Household Perceptions of Safety

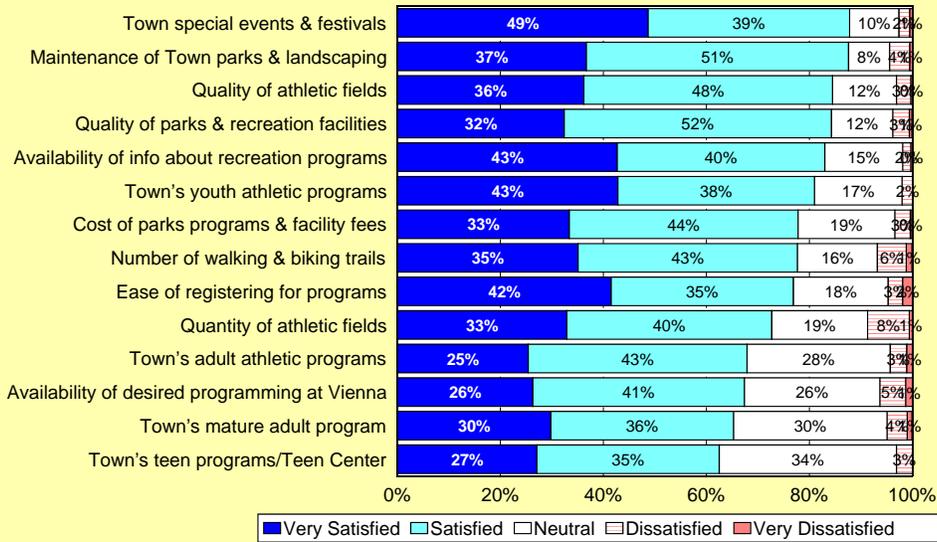
by percentage of respondents



Source: ETC Institute for the Town of Vienna

Q6. Respondent Household Satisfaction with Parks and Recreation Facilities and Services

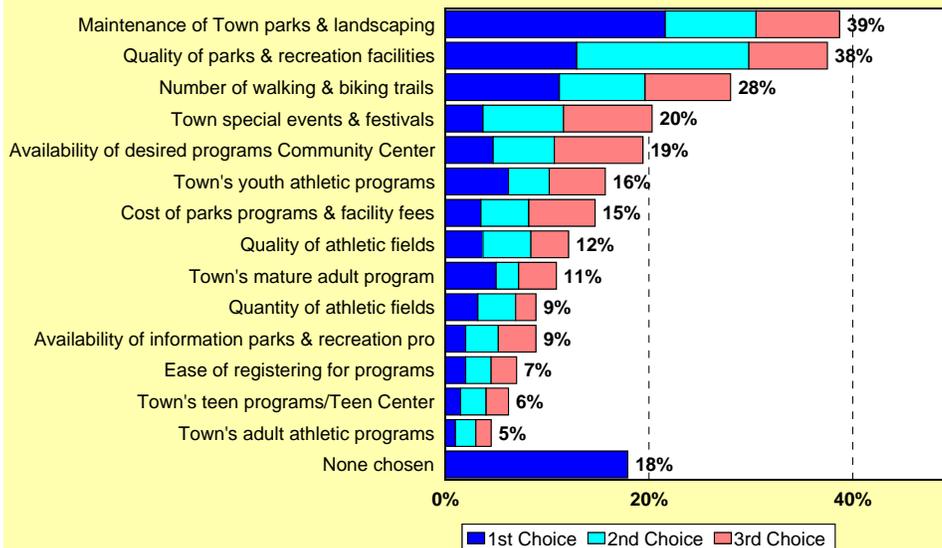
by percentage of respondents



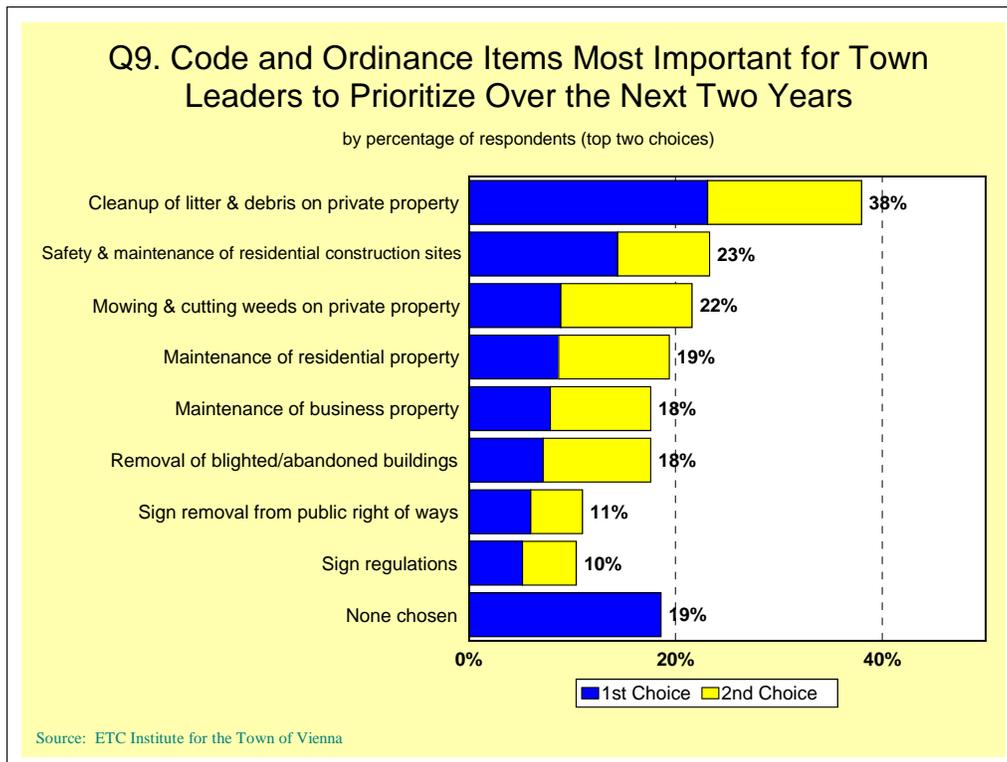
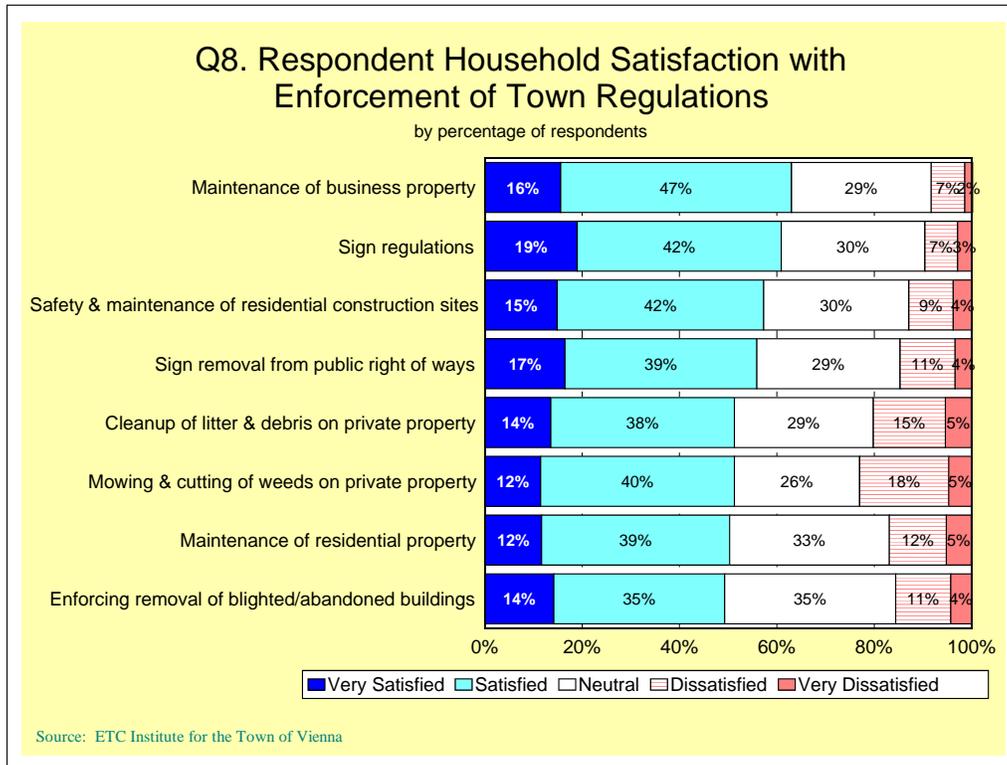
Source: ETC Institute for the Town of Vienna

Q7. Parks and Recreation Items Most Important for Town Leaders to Prioritize Over the Next Two Years

by percentage of respondents (top three choices)

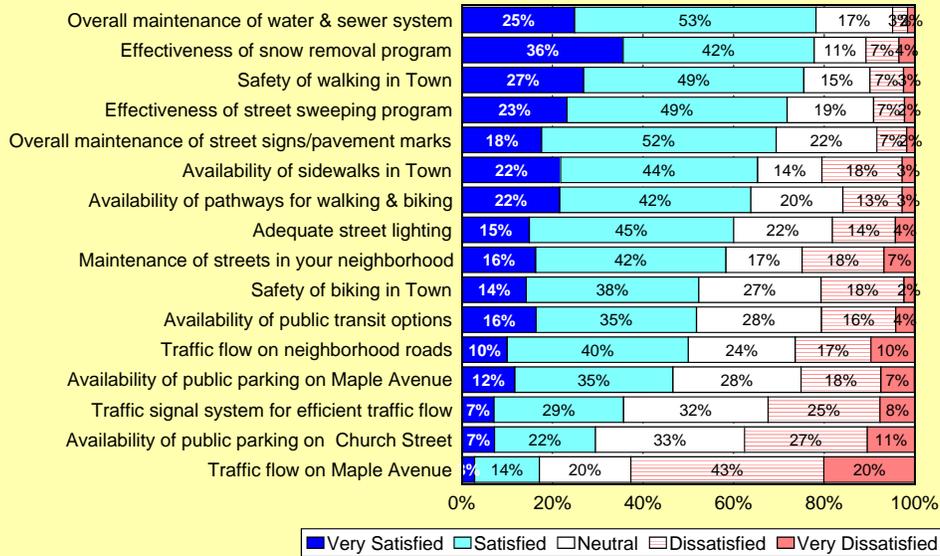


Source: ETC Institute for the Town of Vienna



Q10. Respondent Household Satisfaction with Transportation and Public Works Programs

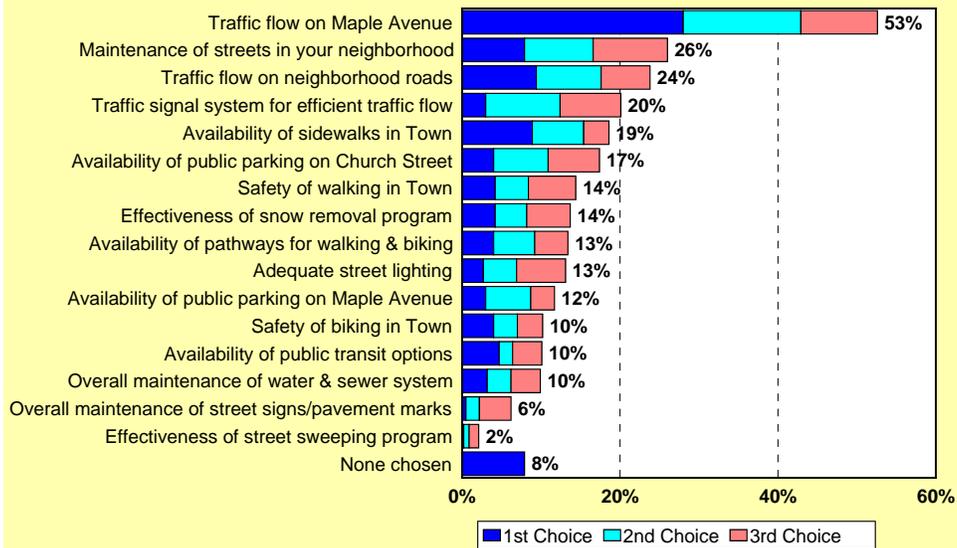
by percentage of respondents



Source: ETC Institute for the Town of Vienna

Q11. Transportation and Infrastructure Items Most Important for Town Leaders to Emphasize Over the Next Two Years

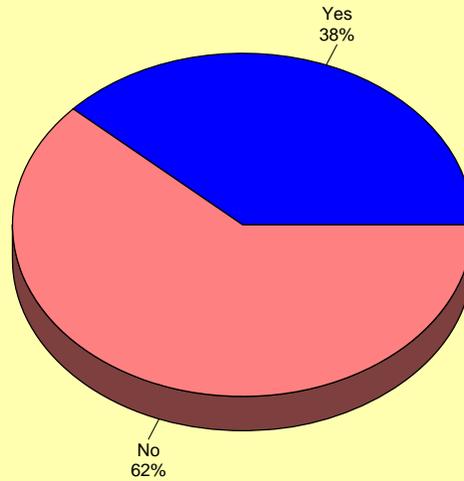
by percentage of respondents (top three choices)



Source: ETC Institute for the Town of Vienna

Q12. Does Your Household Use Public Transportation Options?

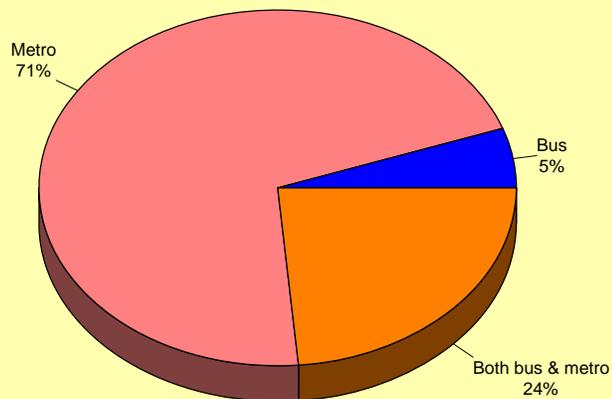
by percentage of respondents (without don't know)



Source: ETC Institute for the Town of Vienna

Q12a. If You Use Public Transportation Options, Which Options do You Use?

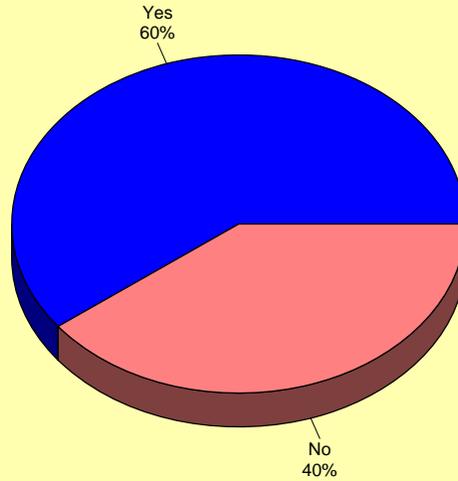
by percentage of respondents



Source: ETC Institute for the Town of Vienna

Q13. Does Anyone in Your Household Ride a Bicycle?

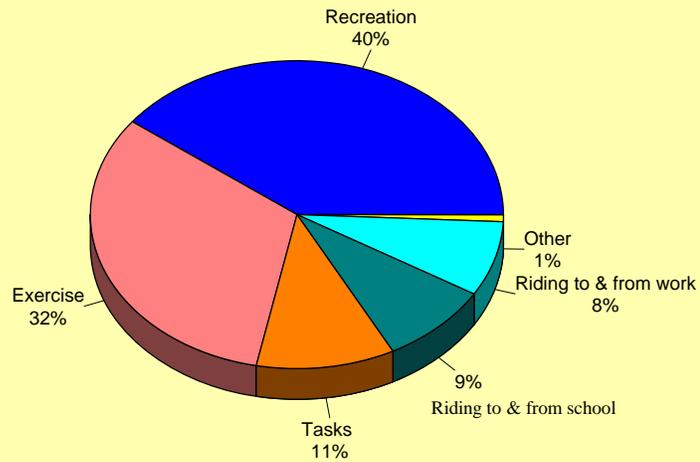
by percentage of respondents



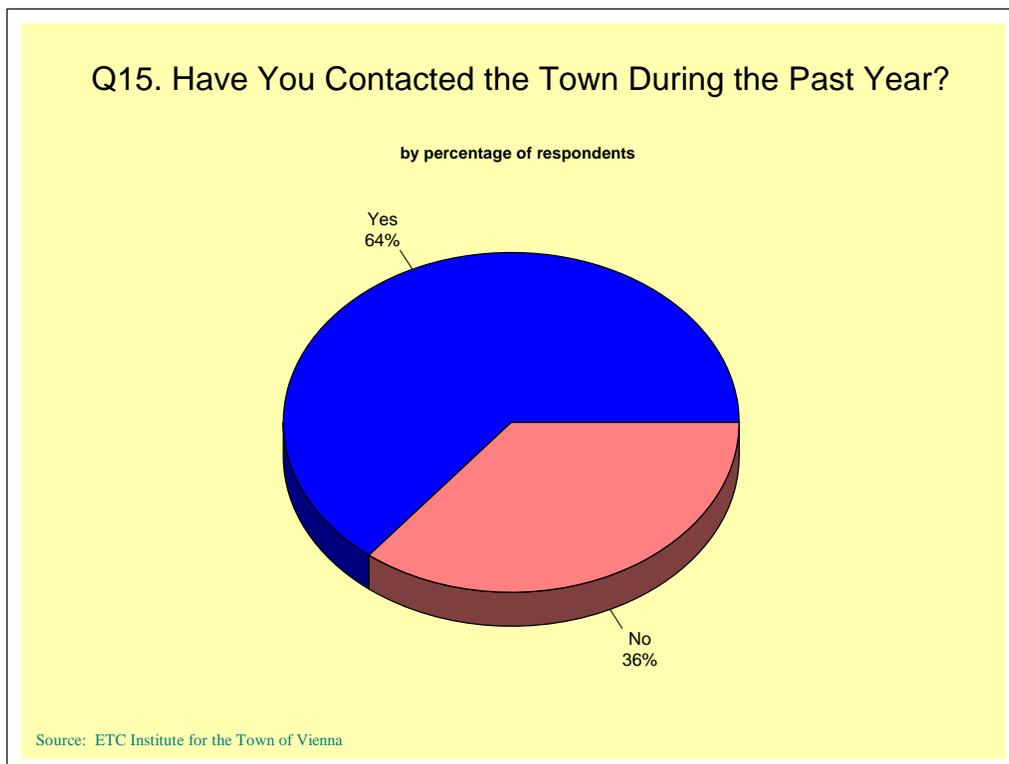
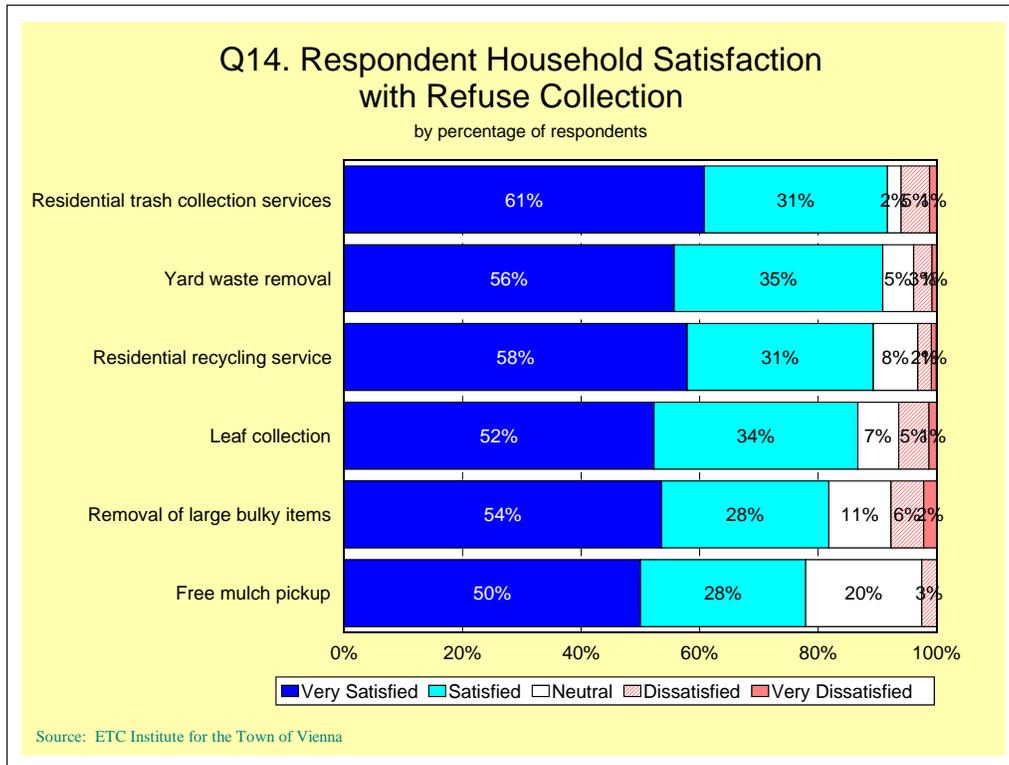
Source: ETC Institute for the Town of Vienna

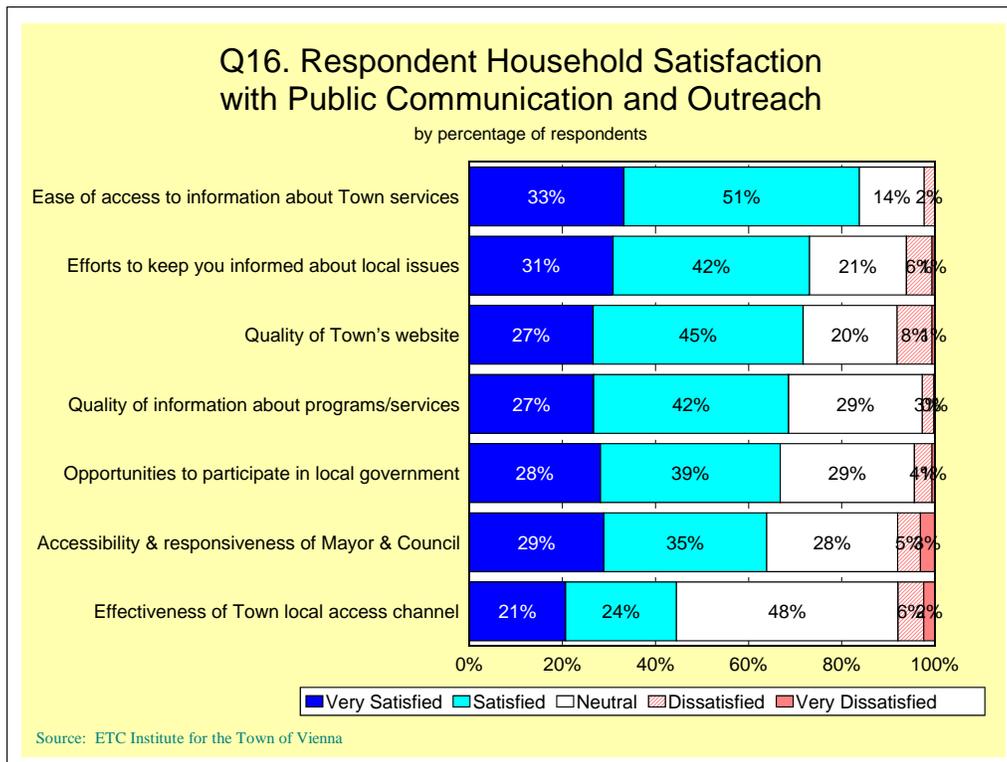
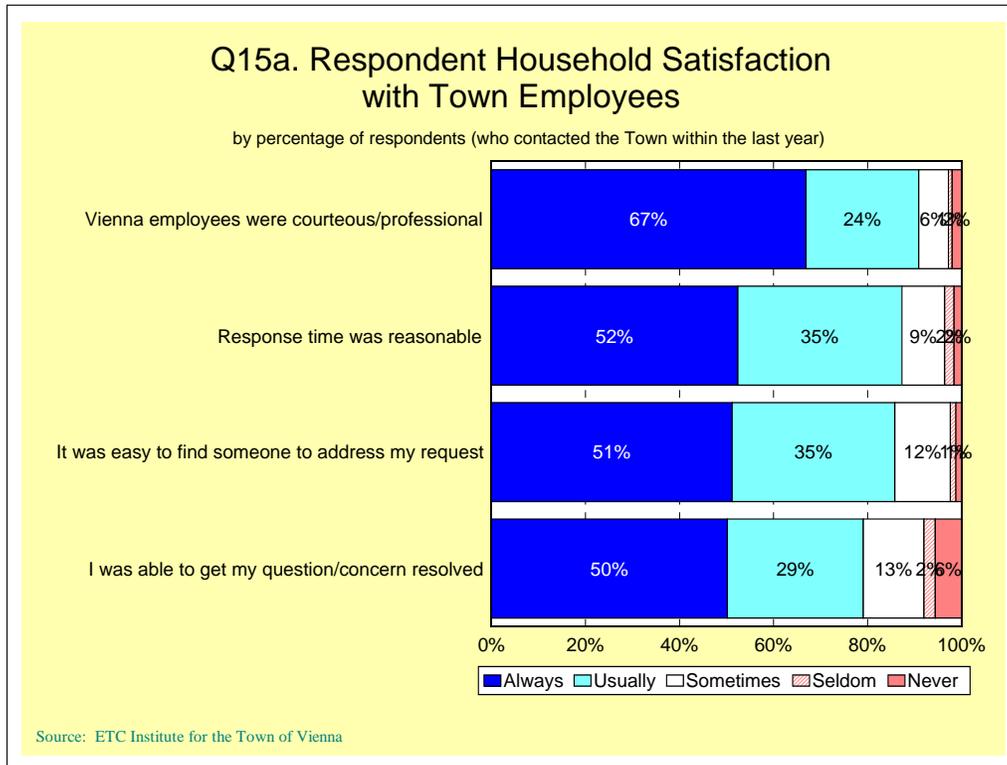
Q13a. If yes to Question#13, What Are the Purposes Members of Your Household Ride Bicycles?

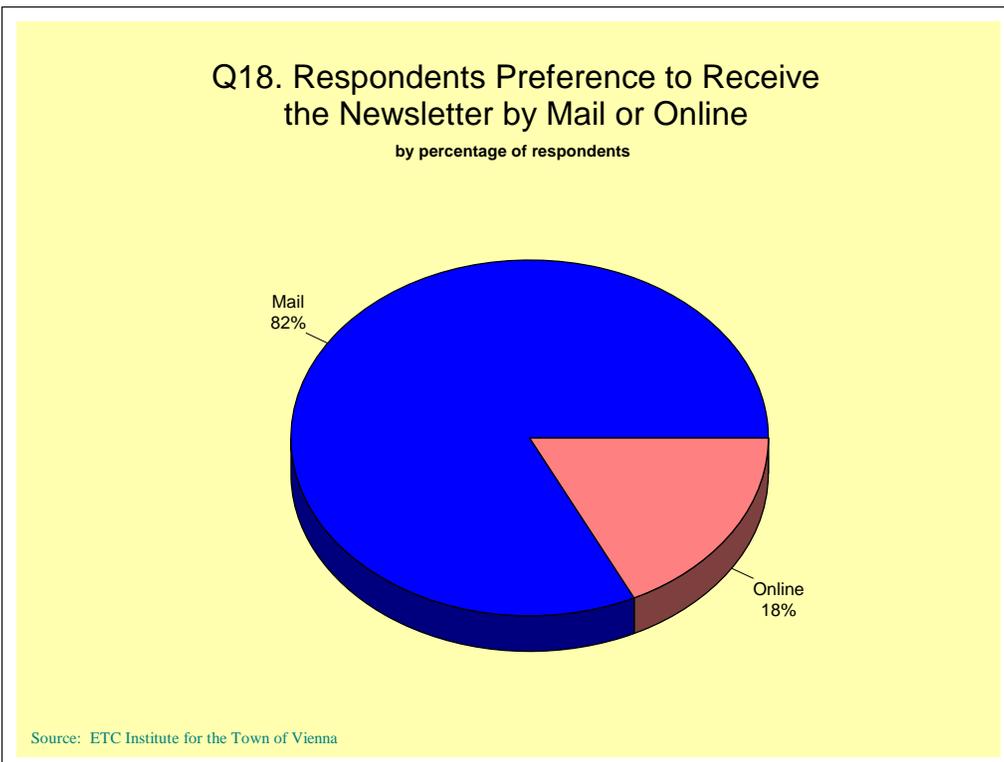
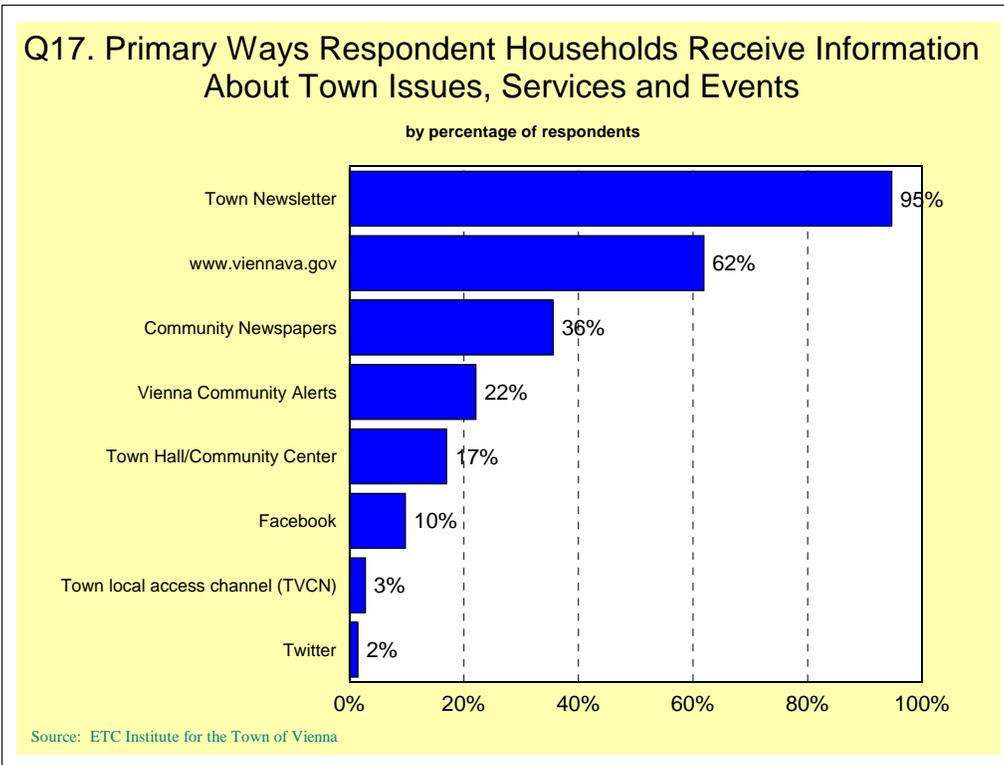
by percentage of respondents



Source: ETC Institute for the Town of Vienna

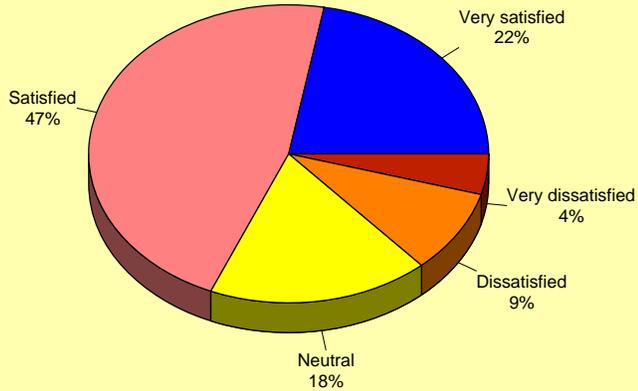






Q19. Respondents Satisfaction with the Value of Services Received for Property Taxes that Fund a Portion of the Town's Operating Budget

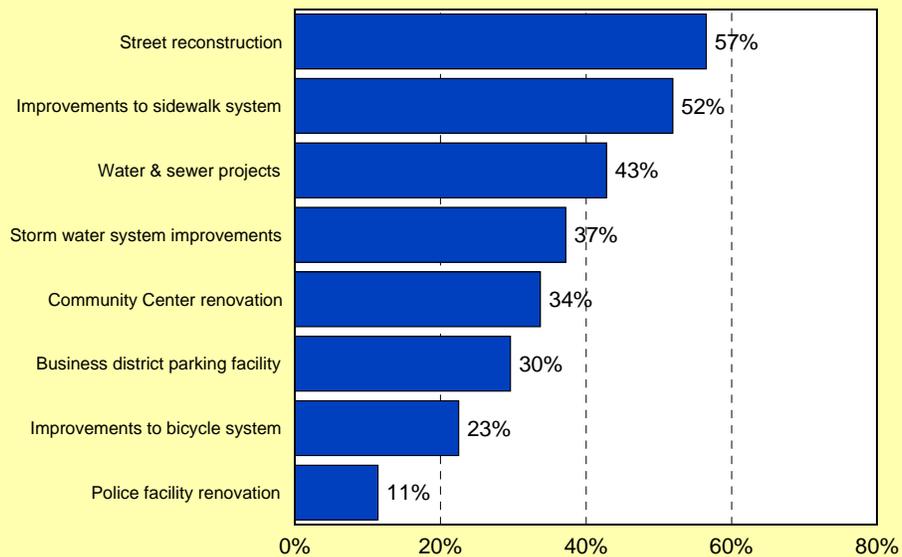
by percentage of respondents



Source: ETC Institute for the Town of Vienna

Q20. Capital Improvements Respondents Feel Are the Most Important

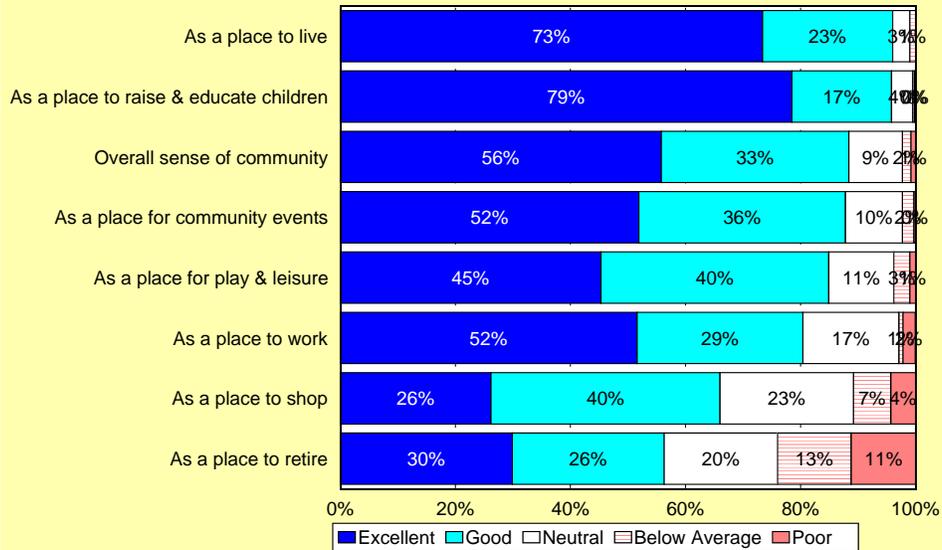
by percentage of respondents (based on sum of top three choices)



Source: ETC Institute for the Town of Vienna

Q21. Respondent Household Overall Opinion of the Town

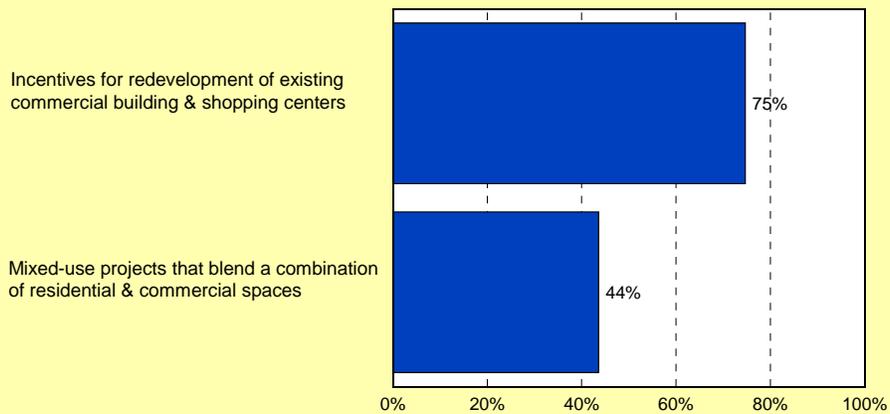
by percentage of respondents



Source: ETC Institute for the Town of Vienna

Q22. Actions Regarding Land Use Respondent Households Would Most Like to See the Town Encourage

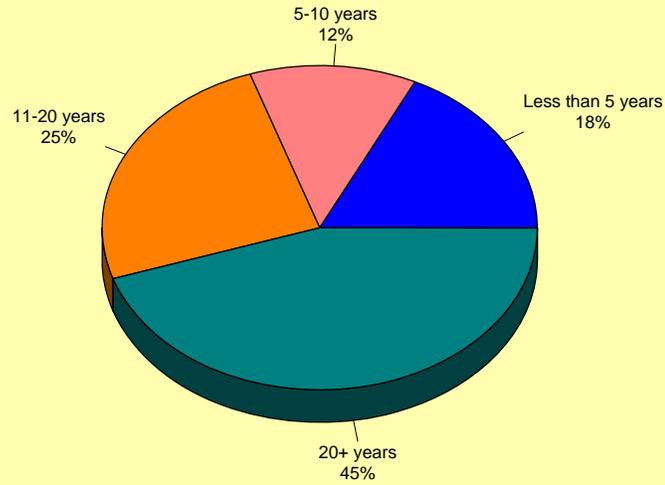
by percentage of respondents



Source: ETC Institute for the Town of Vienna

Q23. Demographics: How Many Years Have You Lived in the Town of Vienna?

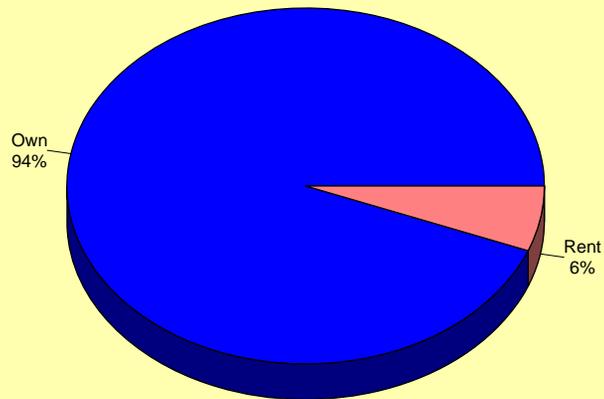
by percentage of respondents



Source: ETC Institute for the Town of Vienna

Q24. Demographics: Do You Rent or Own Your Residence?

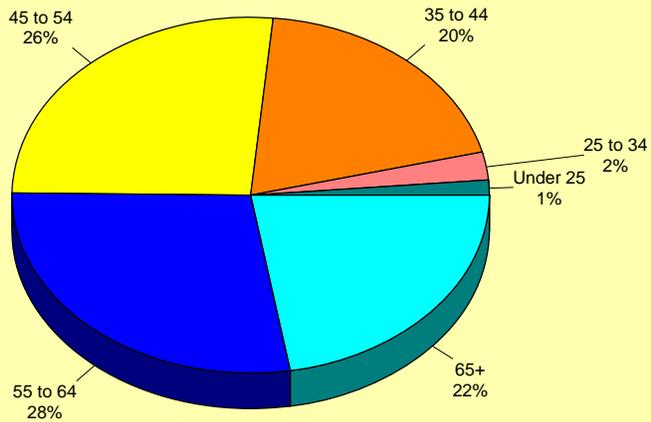
by percentage of respondents



Source: ETC Institute for the Town of Vienna

Q25. Demographics: Respondent Age

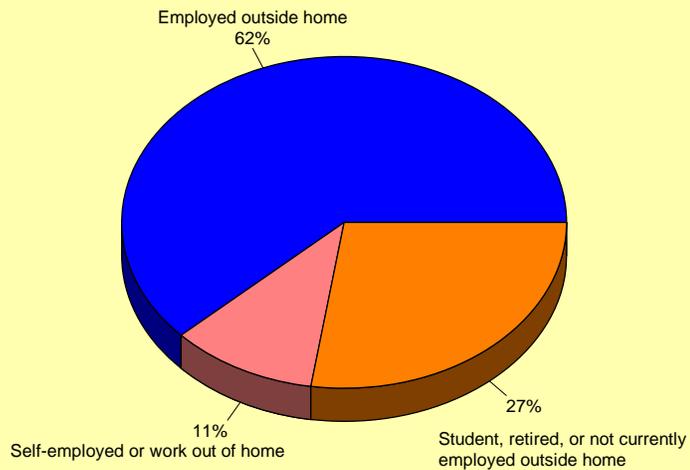
by percentage of respondents



Source: ETC Institute for the Town of Vienna

Q26. Demographics: Statement that Best Describes Your Place of Employment

by percentage of respondents



Source: ETC Institute for the Town of Vienna

Section 3
Benchmarking



DirectionFinder® Survey

Year 2013 Benchmarking Summary Report

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2012 to a random sample of more than 3,500 residents in the continental United States, (2) a regional survey that was administered to 430 residents living in the Mid-Atlantic region of the United States during the summer of 2012 and (3) survey results from 42 medium sized cities (population of 20,000 to 275,000) where the *DirectionFinder*® survey was administered between January 2010 and June 2013. The Mid-Atlantic region of the United States includes the states of Virginia, Pennsylvania, New Jersey, Maryland, Delaware and Washington, D.C. The 42 communities included in the performance ranges that are shown in this report are listed below:

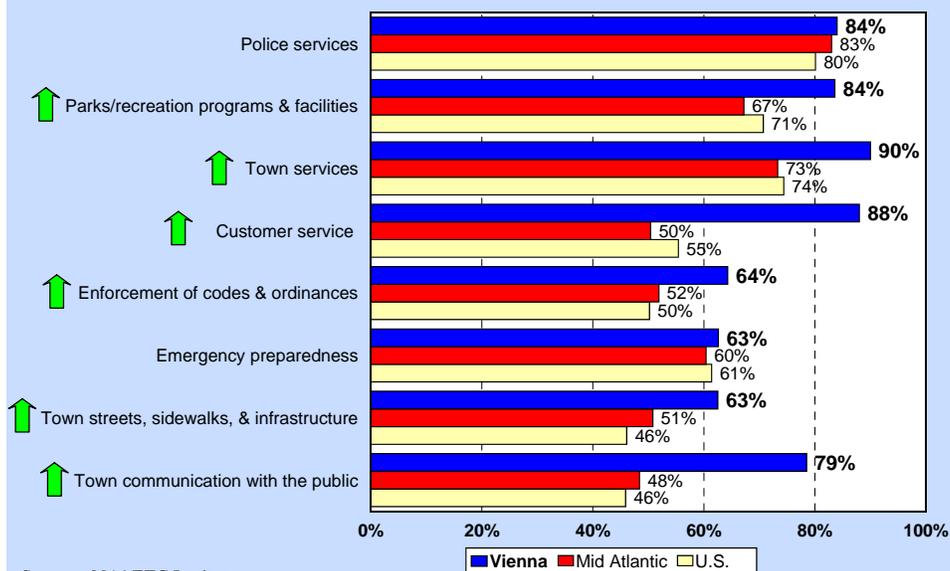
- Abilene, Texas
- Arlington County, Virginia
- Auburn, Alabama
- Casper, Wyoming
- Chapel Hill, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Davenport, Iowa
- Des Moines, Iowa
- Durham, North Carolina
- Fayetteville, North Carolina
- Fort Lauderdale, Florida
- Hallandale Beach, Florida
- Henderson, Nevada
- High Point, North Carolina
- Independence, Missouri
- Indio, California
- Kansas City, Missouri
- Lawrence, Kansas
- Mesa County, Colorado
- Naperville, Illinois
- Newport Beach, California
- Norman, Oklahoma
- Olathe, Kansas
- Overland Park, Kansas
- Panama City, Florida
- Peoria, Arizona
- Plano, Texas
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Marcos, Texas
- Shoreline, Washington
- St. Joseph, Missouri
- Tamarac, Florida
- Tempe, Arizona
- Topeka, Kansas
- Vancouver, Washington
- West Des Moines, Iowa
- Wilmington, North Carolina
- Winchester, Virginia
- Yuma, Arizona

National Benchmarks

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

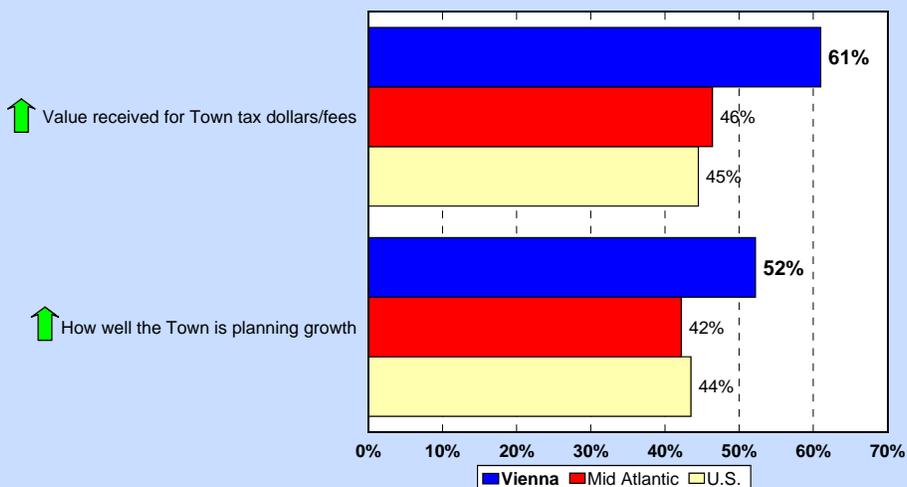
Overall Satisfaction with Various City Services Vienna vs. Mid Atlantic vs. the U.S

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



Satisfaction with Issues that Influence Perceptions of the City Vienna vs. Mid Atlantic vs. the U.S

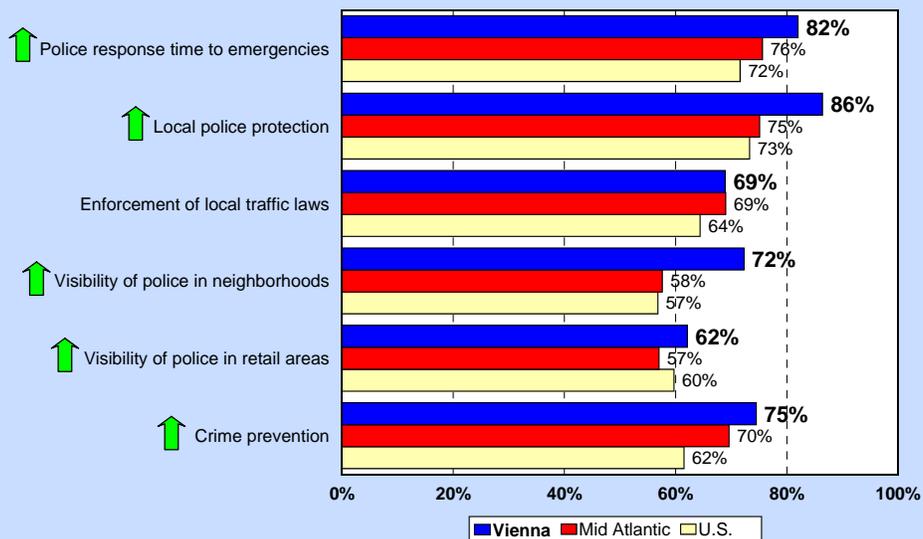
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Police Services Vienna vs. Mid Atlantic vs. the U.S

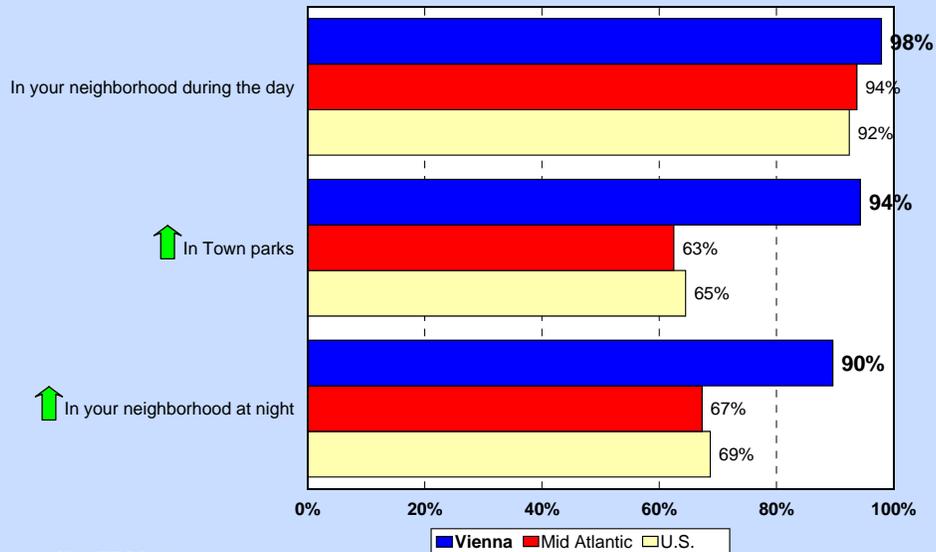
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

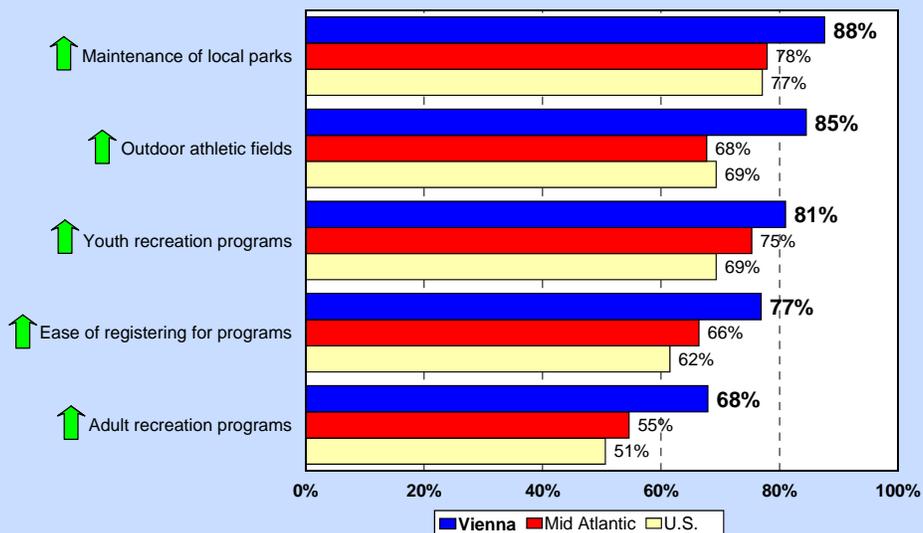
How Safe Residents Feel in Their Community Vienna vs. Mid Atlantic vs. the U.S

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



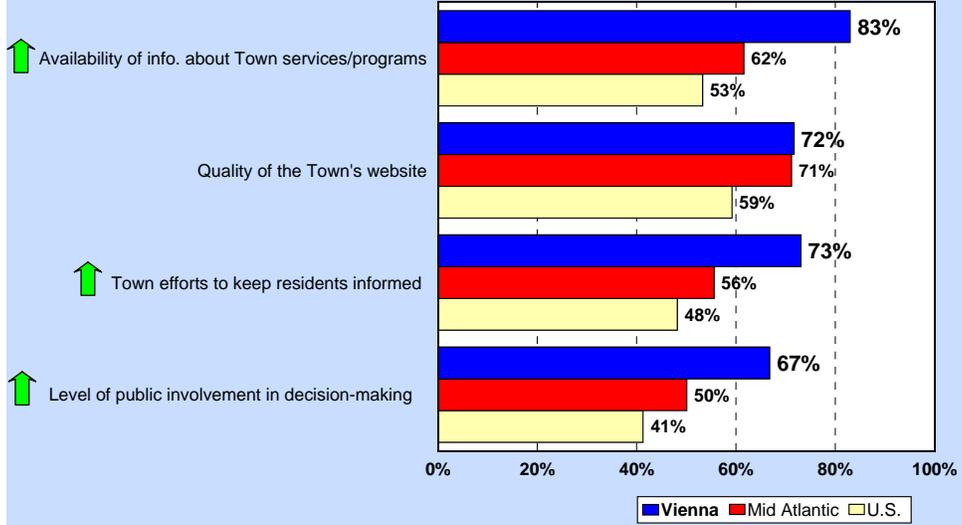
Overall Satisfaction with Parks and Recreation Vienna vs. Mid Atlantic vs. the U.S

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



Overall Satisfaction with Communication Vienna vs. Mid Atlantic vs. the U.S

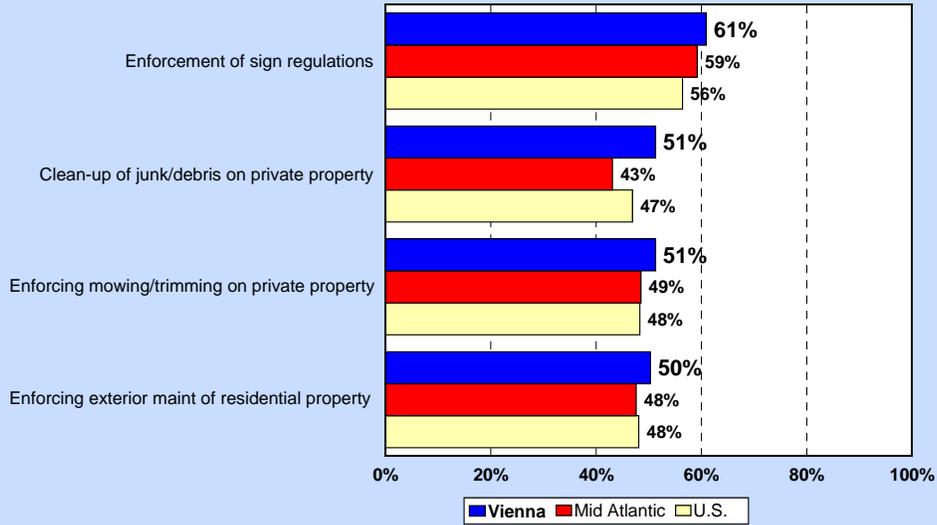
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Code Enforcement Vienna vs. Mid Atlantic vs. the U.S

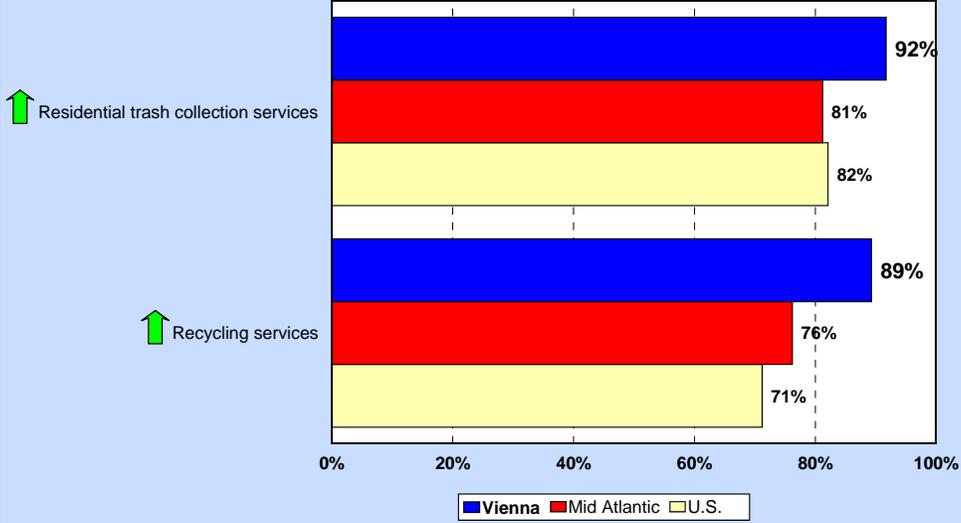
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Trash/Recycling Services Vienna vs. Mid Atlantic vs. the U.S

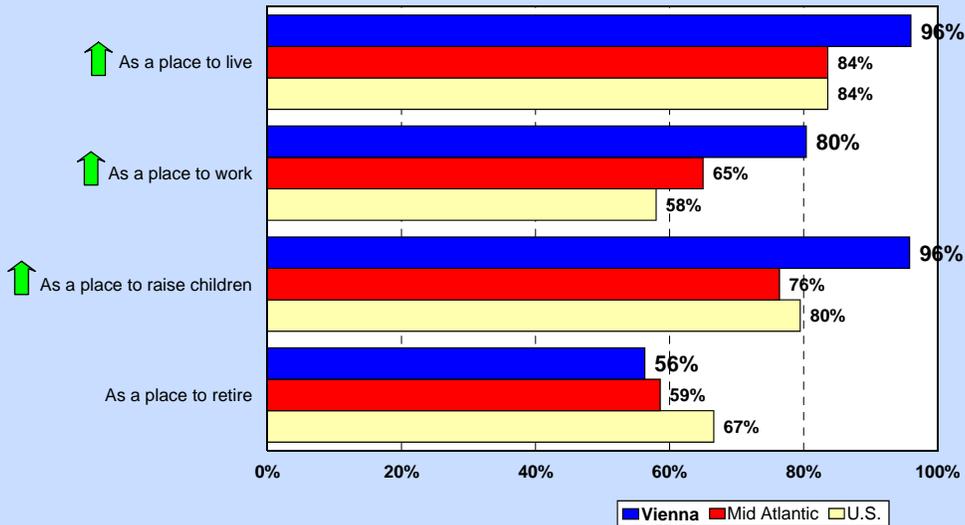
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Ratings of the Community Vienna vs. Mid Atlantic vs. the U.S

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



Source: 2014 ETC Institute

Section 4
Survey Instrument

May 9, 2014

Dear Resident,

I would like to thank you for your continued commitment to the Town of Vienna. To build an even stronger community, we need your assistance. The Town is conducting a survey to help us understand your perceptions of our community, your level of satisfaction with Town services and where resources should be focused in the future. Your confidential feedback is invaluable and will be used to evaluate existing programs and services.

The survey is five pages long and each question is important. It should take no more than 10–15 minutes to complete. The time you invest will influence many of the decisions that will be made about the future of Vienna over the next two years. Your responses will allow the Town Council and staff to identify and address many of the opportunities and challenges facing our Town.

Please complete and return your survey within the next two weeks. We have selected Leisure Vision/ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the Town Council on June 9. **Your responses will remain confidential.**

Please return your completed survey in the enclosed postage-paid envelope to ETC Institute, 725 W. Frontier Circle, Olathe KS 66061. **If you prefer to take the survey online you may do so at www.townofviennasurvey.org.** If you have any questions, please contact the Public Information Office at (703) 255-6330 or via email at pio@viennava.gov. The Community Survey is a tool that will benefit all residents. Please take this opportunity to let your voice be heard!

The Town Council and staff join me in thanking you for helping to make Vienna a better place to live, work and visit!

Best regards,



Laurie A. DiRocco
Mayor

2014 Town of Vienna Community Survey

The Town of Vienna is committed to building a strong community. That can be accomplished with your open and honest input. Your feedback on this survey will inform Town leaders about your level of satisfaction and priorities for Town services and other issues impacting our community. This survey should take approximately 10 minutes to complete. If you have any questions, please contact the Public Information Office at (703) 255-6330 or pio@viennava.gov.

1. OVERALL SATISFACTION WITH TOWN SERVICES

Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of Town services	5	4	3	2	1	9
B.	Overall quality of customer service you receive from Town employees	5	4	3	2	1	9
C.	Overall quality of parks and recreation programs and facilities	5	4	3	2	1	9
D.	Overall quality of police services	5	4	3	2	1	9
E.	Overall enforcement of Town ordinances	5	4	3	2	1	9
F.	Overall maintenance of Town streets, sidewalks and infrastructure	5	4	3	2	1	9
G.	Overall maintenance of Town buildings and facilities	5	4	3	2	1	9
H.	Overall quality of water and sewer services	5	4	3	2	1	9
I.	Overall value for your tax dollars and fees	5	4	3	2	1	9
J.	Overall effectiveness of communication with the community	5	4	3	2	1	9
K.	How well the Town is preparing for the future	5	4	3	2	1	9
L.	Emergency preparedness	5	4	3	2	1	9

2. Which THREE items from the list in question 1 are the most important to your household for Town leaders to prioritize over the next TWO years? [Write in the letters below using the letters from the list in Question 1 above.]

_____ 1st _____ 2nd _____ 3rd

3. PUBLIC SAFETY – POLICE SERVICES

For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of local police protection	5	4	3	2	1	9
B.	Professionalism of police employees responding to emergencies	5	4	3	2	1	9
C.	How quickly police respond to 911 emergencies	5	4	3	2	1	9
D.	The visibility of police in neighborhoods	5	4	3	2	1	9
E.	The visibility of police in retail areas	5	4	3	2	1	9
F.	The Town's efforts to prevent crime	5	4	3	2	1	9
G.	The Town's efforts to enforce local traffic laws	5	4	3	2	1	9
H.	Quality of animal control activities	5	4	3	2	1	9
I.	Quality of police community relations and communications	5	4	3	2	1	9

4. Which THREE of the public safety items listed above do you think should receive the most emphasis from Town leaders over the next TWO years? [Write in the letters below using the letters from the list in Question 3 above.]

_____ 1st _____ 2nd _____ 3rd

5. PERCEPTIONS OF SAFETY

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

		Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
A.	Walking in your neighborhood during the day	4	3	2	1	9
B.	Walking in your neighborhood at night	4	3	2	1	9
C.	In commercial/business areas during the day	4	3	2	1	9
D.	In commercial/business areas at night	4	3	2	1	9
E.	At special events	4	3	2	1	9
F.	In Town parks	4	3	2	1	9
G.	On the Wood Trail (Vienna section)	4	3	2	1	9

6. PARKS AND RECREATION

For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of Town parks and landscaping	5	4	3	2	1	9
B.	Quality of Parks/Recreation facilities (park shelters, tennis courts, Community Center)	5	4	3	2	1	9
C.	Quality of athletic fields	5	4	3	2	1	9
D.	Quantity of athletic fields	5	4	3	2	1	9
E.	Availability of information about Town parks and recreation programs	5	4	3	2	1	9
F.	Cost of parks programs and facility fees	5	4	3	2	1	9
G.	The Town's youth athletic programs	5	4	3	2	1	9
H.	The Town's adult athletic programs	5	4	3	2	1	9
I.	The Town's mature adult program	5	4	3	2	1	9
J.	Town special events and festivals	5	4	3	2	1	9
K.	Ease of registering for programs	5	4	3	2	1	9
L.	The Town's teen programs/Teen Center	5	4	3	2	1	9
M.	Number of walking and biking trails	5	4	3	2	1	9
N.	Availability of desired programming at Vienna Community Center	5	4	3	2	1	9

7. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from Town leaders over the next TWO years? [Write in the letters below using the letters from Question 6 above.]

_____ 1st _____ 2nd _____ 3rd

8. ENFORCEMENT OF TOWN REGULATIONS

For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5, means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D.	Enforcing maintenance of business property (exterior of businesses)	5	4	3	2	1	9
E.	Enforcing sign regulations	5	4	3	2	1	9
F.	Enforcing the removal of blighted/ abandoned buildings	5	4	3	2	1	9
G.	Enforcing sign removal from public right of ways	5	4	3	2	1	9
H.	Enforcing safety and maintenance of residential construction sites	5	4	3	2	1	9

9. Which TWO of the codes and ordinance items listed above do you think should receive the most emphasis from Town leaders over the next TWO years? [Write in the letters below using the letters from the list in Question 8 above.]

_____ 1st _____ 2nd

10. TRANSPORTATION AND PUBLIC WORKS PROGRAMS

For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

TRANSPORTATION AND INFRASTRUCTURE		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Availability of sidewalks in the Town	5	4	3	2	1	9
B.	Availability of pathways for walking and biking	5	4	3	2	1	9
C.	Safety of biking in the Town	5	4	3	2	1	9
D.	Safety of walking in the Town	5	4	3	2	1	9
E.	Traffic flow on neighborhood roads	5	4	3	2	1	9
F.	Traffic flow on Maple Avenue	5	4	3	2	1	9
G.	Availability of public parking at businesses on Maple Avenue	5	4	3	2	1	9
H.	Availability of public parking on historic Church Street	5	4	3	2	1	9
I.	How well the traffic signal system provides for efficient traffic flow	5	4	3	2	1	9
J.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
K.	Overall maintenance of street signs/pavement markings	5	4	3	2	1	9
L.	Adequate street lighting	5	4	3	2	1	9
M.	Effectiveness of street sweeping program	5	4	3	2	1	9
N.	Effectiveness of snow removal program	5	4	3	2	1	9
O.	Overall maintenance of water and sewer system	5	4	3	2	1	9
P.	Availability of public transit options (bus service)	5	4	3	2	1	9

11. Which THREE of the transportation and public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from Question 10 above.]

^{1st} ^{2nd} ^{3rd}

12. Do you or does any member of your household use public transportation options?

(1) Yes (2) No

12a. If yes, which transportation option do you primarily rely on?

(1) Bus (2) Metro (3) Both bus and Metro

13. Does anyone in your household ride a bicycle?

(1) Yes (go to 13a) (2) No (go to 14)

13a. (If yes) Please check ALL the purposes you and members of your household ride bicycles

(1) Recreation (4) Exercise
 (2) Riding to and from school (5) Riding to and from work
 (3) Tasks (i.e. shopping, meetings, etc.) (6) Other: _____

14. REFUSE COLLECTION

For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Refuse Collection		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash collection services	5	4	3	2	1	9
B.	Yard waste removal	5	4	3	2	1	9
C.	Leaf collection	5	4	3	2	1	9
D.	Free mulch pickup	5	4	3	2	1	9
E.	Residential recycling service	5	4	3	2	1	9
F.	Removal of large bulky items	5	4	3	2	1	9

CUSTOMER SERVICE

15. Have you contacted the Town during the past year?

___(1) Yes [answer Q15a]

___(2) No [go to Q16]

15a. **Only if you have contacted the Town during the past year:** Using a 5-point scale, where 5 means “Always” and 1 means “Never,” please rate your satisfaction with Town employees on the following behaviors:

Customer Service Characteristics:		Always	Usually	Sometimes	Seldom	Never	Don't Know
A.	It was easy to find someone to address my request	5	4	3	2	1	9
B.	The response time was reasonable	5	4	3	2	1	9
C.	I was able to get my question/concern resolved	5	4	3	2	1	9
D.	Vienna employees were courteous/professional	5	4	3	2	1	9

16. PUBLIC COMMUNICATION AND OUTREACH

For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Ease of access to information about Town services	5	4	3	2	1	9
B.	Opportunities to participate in local government (advisory boards, volunteering, input on decisions and initiatives)	5	4	3	2	1	9
C.	Quality of Town’s web site	5	4	3	2	1	9
D.	Town efforts to keep you informed about local issues	5	4	3	2	1	9
E.	Effectiveness of Town local access channel (TVCN)	5	4	3	2	1	9
F.	Quality of information about Town programs/services	5	4	3	2	1	9
G.	Accessibility and responsiveness of Mayor and Town Council	5	4	3	2	1	9

17. Which of the following are your primary sources of information about Town issues, services, and events?

(Check all that apply).

___ (1) www.viennava.gov

___ (2) Twitter

___ (3) Facebook

___ (4) Vienna Community Alerts

___ (5) Town Newsletter

___ (6) Town Hall/Community Center

___ (7) Town local access channel (TVCN)

___ (8) Community Newspapers

(which ones) _____

18. Is your preference to receive the Town Newsletter by mail or online?

___(1) Mail

___(2) Online

19. What is your level of satisfaction with the value of the services you receive for your property taxes that fund a portion of the Town’s operating budget?

___ (1) Very satisfied

___ (4) Dissatisfied

___ (2) Satisfied

___ (5) Very Dissatisfied

___ (3) Neutral

___ (6) Don’t Know

CAPITAL PROJECTS

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

- (01) Stormwater system improvements
- (02) Improvements to sidewalk system
- (03) Street reconstruction
- (04) Water and sewer projects
- (05) Police facility renovation
- (06) Community Center renovation
- (07) Business district parking facility
- (08) Improvements to bicycle system

21. OVERALL OPINION OF THE TOWN

Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor", please rate the Town of Vienna with regard to the following:

		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise and educate children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9
D.	As a play for play & leisure	5	4	3	2	1	9
E.	As a place to shop	5	4	3	2	1	9
F.	As a place for community events	5	4	3	2	1	9
G.	As a place to retire	5	4	3	2	1	9
H.	Overall sense of community	5	4	3	2	1	9

22. From the following list, please check the action(s) concerning land use you would like to see the Town encourage.

- (01) Mixed-use projects that blend a combination of residential and commercial spaces
- (02) Incentives for redevelopment of existing commercial building and shopping centers

DEMOGRAPHICS

23. Approximately how many years have you lived in the Town of Vienna?

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

24. Do you own or rent your current residence?

- (1) Own
- (2) Rent

25. What is your age?

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

26. Which of the following best describes your current place of employment?

- (1) Employed outside the home
- (2) Self-employed or work out of home
- (3) Student, Retired, or Not currently employed outside the home

This concludes the survey. Thank you for your time!

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

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