

# **City of Crestview Hills**

## **Summary of Resident Survey – 2012**

The City Council in Crestview Hills commissioned a Citizen satisfaction survey in the fall of 2012 to gauge residents opinions on City services and the how they perceive the future challenges to the community.

Approximately 330 surveys were received out of 1300 mailed to residential households for a return rate of 25.3%. This is about an average response rate of citizen surveys. (note that return postage was pre-paid; the resident only had to tape the survey and drop it in the mail).

### **Summary of Data**

The residents overall were very satisfied with the level and quality of City Services as well as the quality of life in Crestview Hills.

The average rating for quality of life issues was 3.46 out of a total possible average score of 4.0. This reflects a high level of satisfaction. Residents were most satisfied with the community as a “Peaceful and Quiet Place”, “A great place to raise children”, and a “Safe and Secure Place to Live”. All three received scores of 3.6/4.0. The only item that received an overall lower rating was “Adequate cultural and recreational opportunities” which received an average score of 3.1/4.0.

City Services (both supplied and contracted) also received very favorable ratings. The overall rating was 3.3 out of 4.0 total score. The highest rated services were Fire Protection and Ambulance Services (3.6/4.0). Following closely behind in terms of satisfaction were Police Protection, City Economic Development initiatives, and Staff Customer Service. All three received a 3.5 out of 4.0, which is a very good rating.

There were a few categories that received lower overall ratings than the average score. Residents seemed least satisfied with the City’s Street Lighting and Nuisance Enforcement activities. Both categories received ratings of 3.1/4.0. Following close behind were Street Maintenance, Snow Removal and Planning. Each received an average score of 3.2/4.0. The most sidebar comments for City Services were in the categories of Garbage & Recycling and Nuisance Enforcement. A complete list of miscellaneous comments is attached to this report.

We asked residents to comment on three items, what they like about the City and should build upon, what the City is lacking, and three challenges facing the City in the future. The most commonly mentioned items that residents like about the community were Low Taxes, A nice community appearance, and Safety & Security.

Residents noted many items that they thought were lacking in the community, but the most mentioned item was a park/greenspace. More activities for kids/seniors/teens were the second most mentioned item, followed by walking/bike trails.

We also asked residents what they thought were the three most significant challenges facing the community in the future. The two most frequent responses were Traffic and keeping taxes low. However, there were many insightful and unique responses to this question, including possible I-275 widening and dealing with the aging population. One resident even mentioned Global Warming as a future threat to the community.



Finally, we added several open response type questions centering on the City's beautification efforts, the walkability of the community, satisfaction with the City's recreational offerings, whether the community thought we needed to own a greenspace, and how they adjusted to the new Garbage provider.

The Community overwhelmingly supported the City's beautification efforts by a margin of 96%.

Most residents felt that the community was very walkable (91%), and supported the City building more sidewalks (85%). 76% of respondents were satisfied with the City's current recreational offerings. When asked if residents supported developing a City owned greenspace, 68% supported such a proposition.

Finally, when asked how they have adjusted to the new garbage provider, 86% stated that they had adjusted with no significant problems to the new service. (a few residents commented that they appreciated the company supplied trash carts)

One other question posed was for our newer residents, those that have moved here in the last five years. We asked them what items were applicable to them choosing Crestview Hills. The majority of respondent's thought that location was the primary factor in moving to Crestview Hills. A smaller number cited City reputation and low taxes as a factor.

While the response rate was less than initially desired, it does give the City Council a good insight into the thoughts of the residents on both overall satisfaction with the community, and possible things to consider in the future.

# City of Crestview Hills Citizen Survey 2012 – Official Results

## Quality of Life in Crestview Hills

A Peaceful and Quiet Place to Live

3.6

A great place to raise children

3.6

A place that respects the past but always plans for the future

3.5

A strong sense of community pride

3.5

Safe to walk streets and secure neighborhoods

3.6



Adequate cultural and recreational opportunities

A low cost of living

3.1

3.4

A place with friendly, accepting residents and strong values

3.5

A good educational system

3.4

### Quality of City Services in Crestview Hills

Police Protection	3.5
Fire Protection	3.6
Ambulance Services	3.6
Street Maintenance	3.2
Street Lighting	3.1
Snow Removal	3.2
Planning Services	3.2
Economic Development	3.5



Nuisance Enforcement	3.1
Customer Service of Staff	3.5
Garbage & Recycling	3.3

### New Resident Attraction



Factors that attracted you to Crestview Hills

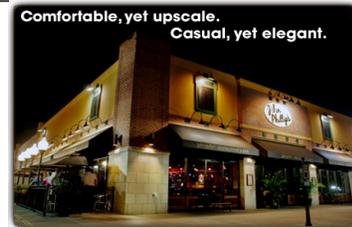
- (1) Location
- (2) City Reputation
- (3) Low Taxes
- (4) Housing Costs
- (5) Community Amenities
- (6) Family Connections

**Things the Community needs to Retain & Build Upon**

**Low Taxes (51)**



**Nice**



**Appearance/Upscale**

**Community (45)**

**Safety/Security (40)**



**Town Center (37)**

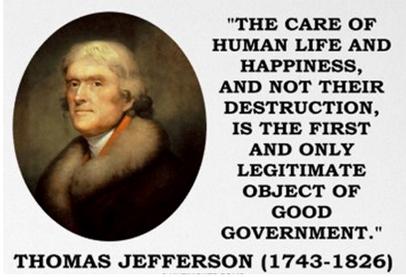


**Local Economy**



**Businesses/ (22)**

## Streets & Sidewalks (19)



## Good Government (19)

### Things Would Like to See

### the Community Lacks and You

## Park/Greenspace (40)



## More Activities for Seniors/Children/Teens (27)

## Walking/Bike Trails (15)



## Traffic Improvements (15)

## Street Lighting (12)



## Dog

Park (11)

More Sidewalks (8)

Better Animal Control (7)



Sound Wall (6)

Leaf Collection (6)

**Three Major Challenges Facing the Community in the Next Ten Years**

Traffic (44)



Keeping Taxes Low (42)

Controlling City Costs (28)

Aging Infrastructure (27)



Safety/Crime (22)



Growth & Development (19)

Maintain Home Values/Strong Neighborhoods (16)



## Aging Population (12)

### Maintain Vibrant/Relevant Town Center (10)

#### **Open Response Questions**

Question – “The City has pursued various beautification efforts over the years to enhance the image and marketability of the community. Do you support those efforts?”

YES 277                      NO 11

Question – “Do you believe that Crestview Hills is a walkable Community? Do you believe that the City should continue to develop sidewalks and walking trails to enhance walkability?”

YES 254                      NO 26

YES 239                      NO 42

Question – “Are you satisfied with the City’s recreational opportunities? Do you think the City should own a greenspace (i.e. Passive Park) for the benefit of residents?”

YES 192                      NO 60

YES 175                      NO 82

Question – “The City recently changed Garbage providers and level of service. Have you been able to adequately adjust to this change?”

YES 247                      NO 40



## **Miscellaneous Responses**

Residents offered several miscellaneous responses in the margins of the survey. There was no central theme to the responses, and ranged from “keep up the good work” to “Too many walkers bring their dogs and DON’T clean up their messes.” A full list of comments is attached to this survey.