

Westwood Community Survey

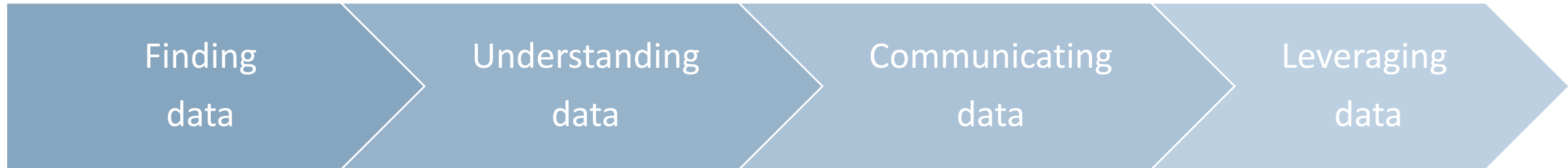
Key Insights

August 2024



PorchLight Insights' Work

We help public sector and nonprofit organizations with:



Within your systems



Analysis support



Identifying audience needs



Performance management systems



From stakeholders



Distilling key insights



Identifying data story



Performance metrics



From external sources



Training for analysts and non-analysts

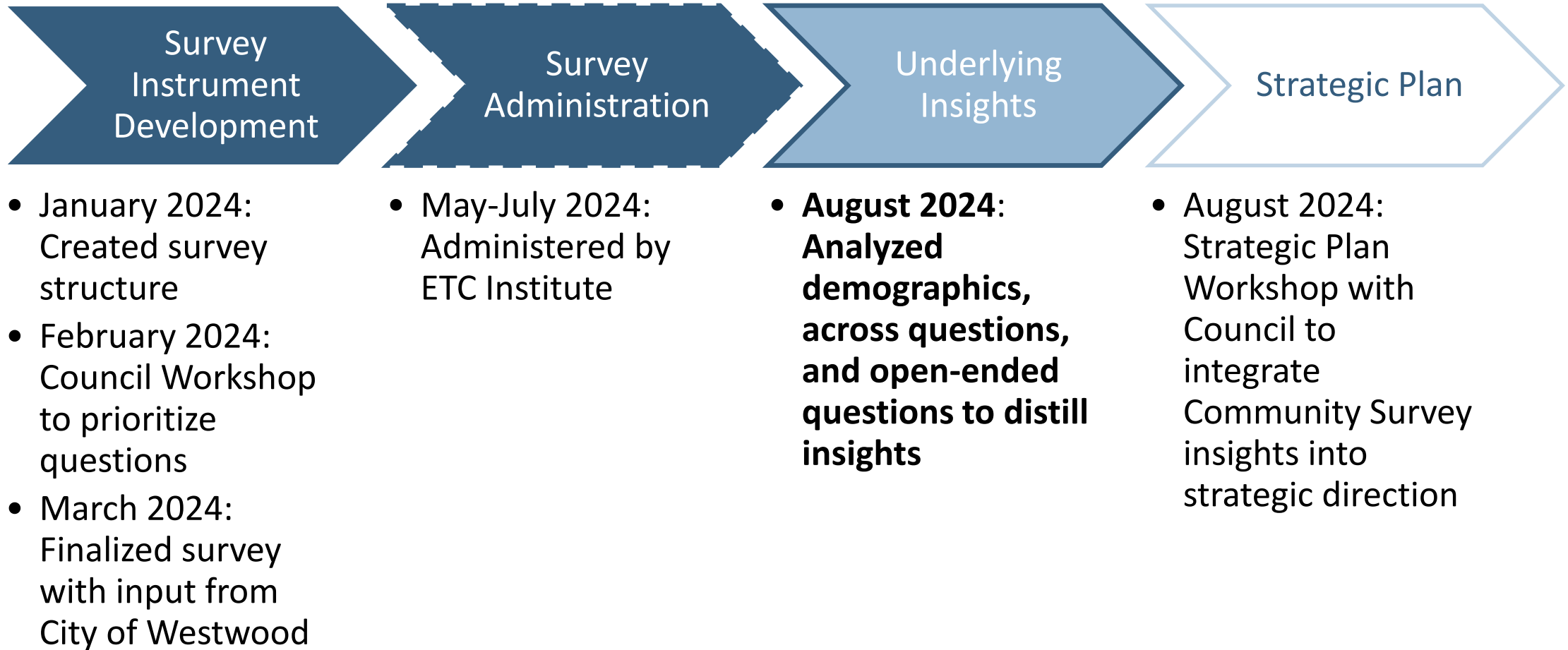


Impactful visualization



Coaching openness to change

Westwood Scope of Work



Sentiment Summary for Quality of Life Questions

Highly positive 80%+ excellent/good	<ul style="list-style-type: none">• Feelings of safety• Tree canopy• Connections to neighbors and community• Communications from the City
Positive 50%+ excellent/good	<ul style="list-style-type: none">• Ease of using alternative modes of transportation• Gathering spaces for the community• Shopping/restaurants
Mix of positive & negative 30-50% excellent/good	<ul style="list-style-type: none">• Availability of different types of housing• Price point of housing• Public art
Mix + don't know 25%+ don't know	<ul style="list-style-type: none">• Signage, comfort, and accessibility of bus stops• Size, features and availability of community room

Groups with **Lower Ratings** for Selected Quality of Life Questions

Gathering spaces for community

35-44 and 45-54 age groups

Shopping/restaurants

18-34 and 35-44 age groups

Residents of less than 10 years

Availability of different types of housing

35-44 age group

Households with children

Non-white residents

Price point of housing

Income <\$60K and \$60K-\$120K

18-34 and 35-44 age groups

Households with children

Non-white residents

Top Three Priorities by Age Cohort



>30%	20-29%	10-19%	<10%
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Priority area	All residents	18-34	35-44	45-54	55-64	65+
Street maintenance	67%	55%	55%	78%	73%	70%
Tree care and planting	36%	38%	40%	47%	35%	29%
Streetlights	32%	23%	21%	31%	31%	43%
Environmentally sustainable practices	27%	38%	28%	29%	27%	22%
Rebate program for City property taxes	26%	15%	9%	18%	26%	44%
Bicycle/pedestrian facilities	18%	25%	36%	18%	11%	10%
Recreation programs and community events	18%	38%	28%	22%	8%	9%
Grants for resident housing improvements	18%	28%	21%	20%	16%	13%
City building improvements	15%	5%	19%	10%	18%	19%
Public art	12%	18%	17%	14%	11%	7%
Community room	6%	5%	4%	4%	6%	7%
Organized volunteer program	4%	5%	2%	4%	6%	4%
Bike share program	2%	3%	9%	0%	2%	0%

Willingness To Pay Additional Taxes for Capital Improvements (Very + Somewhat Willing) by Income Group and Housing Type

>60% 50-59% 40-49% <40%

Priority area	All residents	<\$60K	\$60-\$120K	\$120-\$200K	>\$200K	Owners	Renters
0.5 mill in property taxes	82%	69%	84%	84%	90%	82%	87%
1 mill in property taxes	70%	45%	70%	80%	80%	69%	80%
1.5 mill in property taxes	57%	39%	54%	67%	70%	57%	56%
2 mill in property taxes	49%	34%	46%	53%	65%	49%	53%
.5% in sales tax	64%	54%	62%	71%	67%	65%	53%
.75% in sales tax	49%	33%	49%	52%	61%	50%	38%
1% in sales tax	42%	23%	41%	48%	56%	44%	24%
1.25% in sales tax	34%	15%	28%	37%	52%	35%	19%
1.5% in sales tax	30%	22%	23%	31%	48%	31%	18%

Likelihood of participating in or using New Program/Infrastructure by Age Group



>50%	25-50%	<25%
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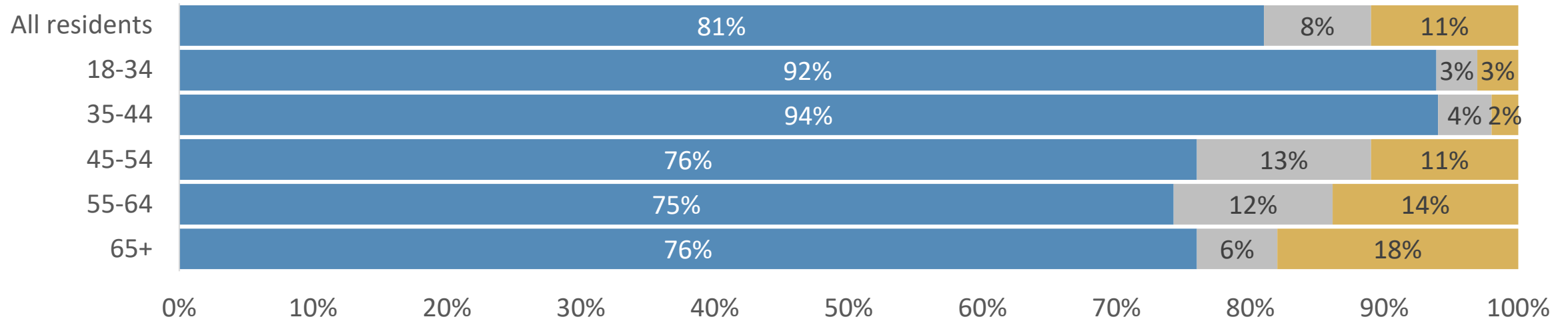
Priority area	All residents	18-34	35-44	45-54	55-64	65+	With kids	No kids
Bicycle/pedestrian facilities	56%	72%	81%	65%	52%	35%	70%	49%
Rebate program for city property taxes	55%	55%	18%	47%	54%	79%	33%	66%
Additional recreation programming and community events	52%	64%	79%	60%	48%	32%	79%	39%
Grants for resident housing improvements	52%	57%	46%	45%	48%	59%	42%	57%
Organized volunteer program	37%	50%	43%	33%	39%	28%	43%	33%
Bike share program	16%	30%	28%	9%	19%	7%	18%	16%

Ratings of Communications and Customer Service from the City

Ratings of city communications and city customer service are both higher for younger age groups / lower for older age groups

Ratings of City Communication by Age Group

■ Excellent/Good ■ Neutral ■ Below Average/Poor



Those who **do not read** the quarterly newsletter or the weekly email Buzz have **less positive** ratings of communications

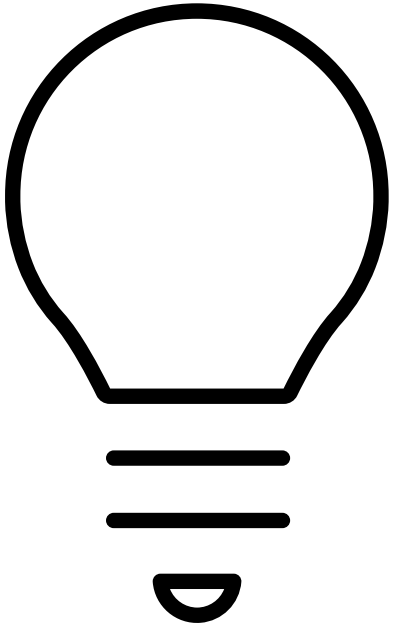
Those who have **attended a Planning Commission** meeting have **higher negative ratings** of customer service

Preferences for communication are relatively consistent across age, except that **65+ has a stronger preference for print**

Summary of Open-Ended Comments

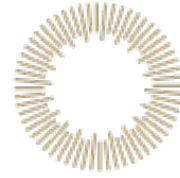
Overview	<ul style="list-style-type: none"> • Survey Question: “If you have any additional comments, please list them below.” • 112 total comments (over one-third of responses) • Many concrete suggestions for the City
Priorities for improvement	<ul style="list-style-type: none"> • 10% of comments mention streetlights • Multiple suggestions about communications improvements • Several traffic and parking enforcement comments • Others mentioned: community redevelopment, bike lanes and sidewalks, community appearance
Major project sentiment	<ul style="list-style-type: none"> • Almost a third of comments (35) touched on the Karbank/park project (16/46% in favor and 19/54% against) • City Hall was mentioned 6 times: 3 in favor of reusing, 3 in favor of keeping
General city sentiment	<ul style="list-style-type: none"> • Negative and positive sentiment about city leadership both reflected

Key Strategic Takeaways



- **Westwood is not a monolith**
 - There are typical differences in perspectives related to age and household structure
 - There are also some key differences about major issues
 - Sharing this feedback with residents can help to facilitate engagement around specific issues
- **Sense of community is strong**
 - The community is exceptionally engaged with the city
 - This provides a basis for ongoing conversation about strategic efforts
- **There is a shared love and appreciation for Westwood and a general vision for maintaining it**
 - There are differences in the details about how this vision can be realized
 - Open communication and building on the shared appreciation can help to facilitate these differences

Questions?



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