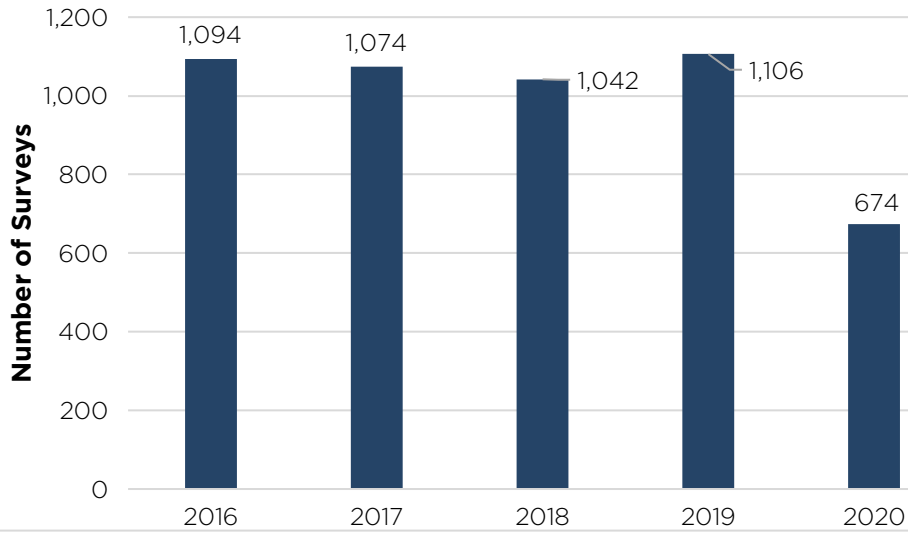
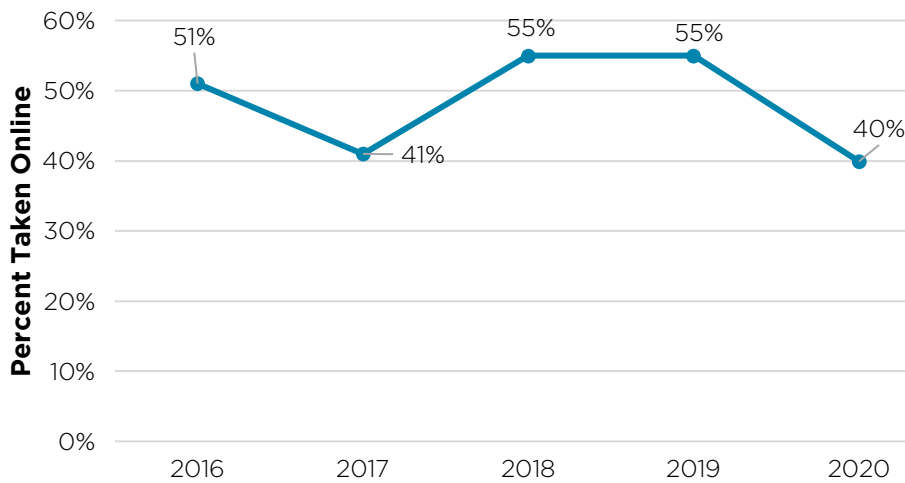


### Survey Count

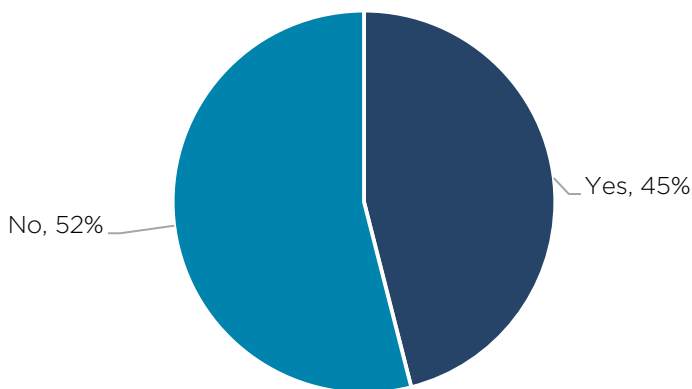


15% of Highland households. This gives us a 95% confidence level that results can be attributed to the population with a 4% margin of error.

### Online Survey Method



### Children in the Home

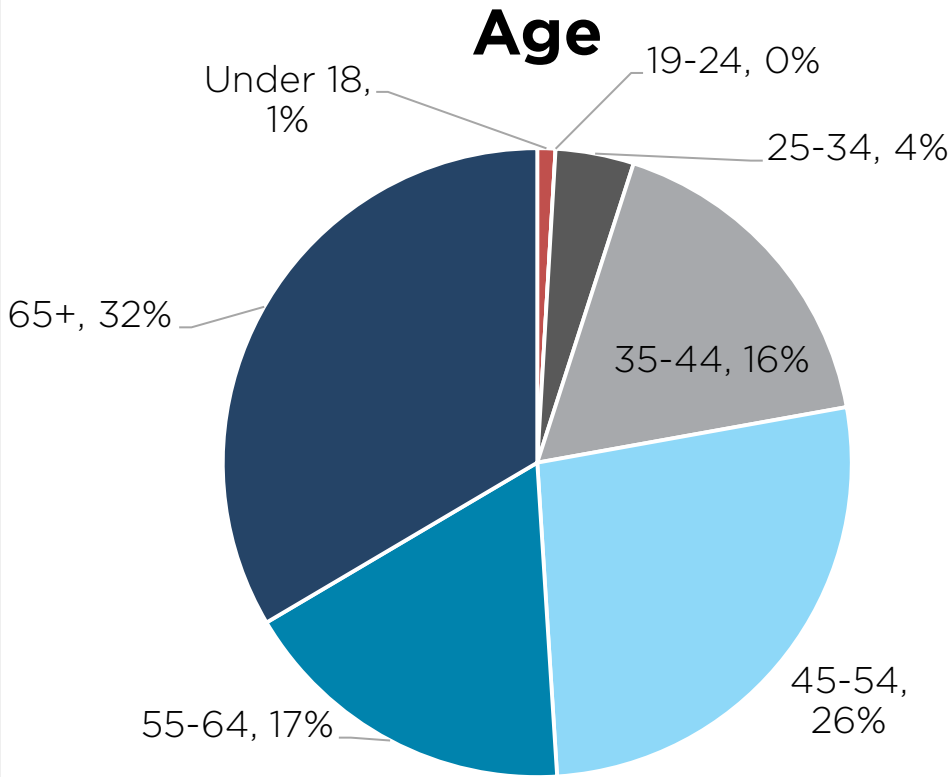


#### ACS Data:

Yes - 56%

No - 44%

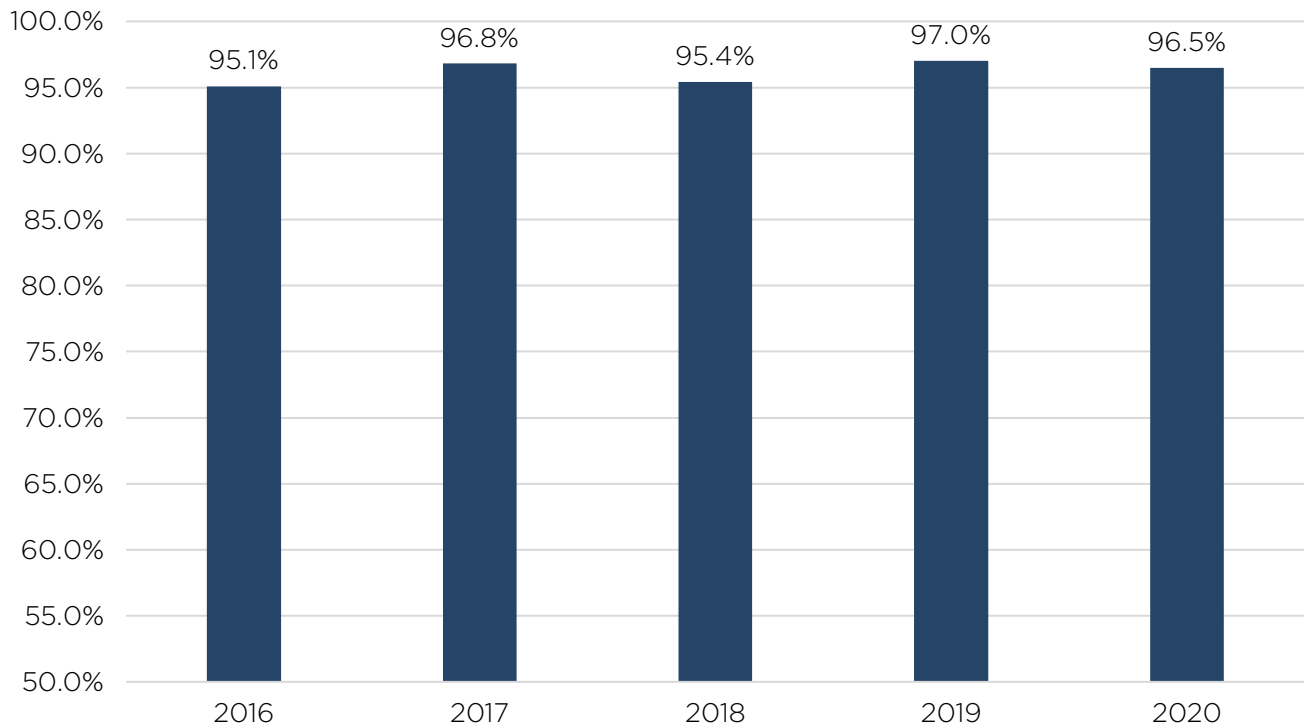
# Age



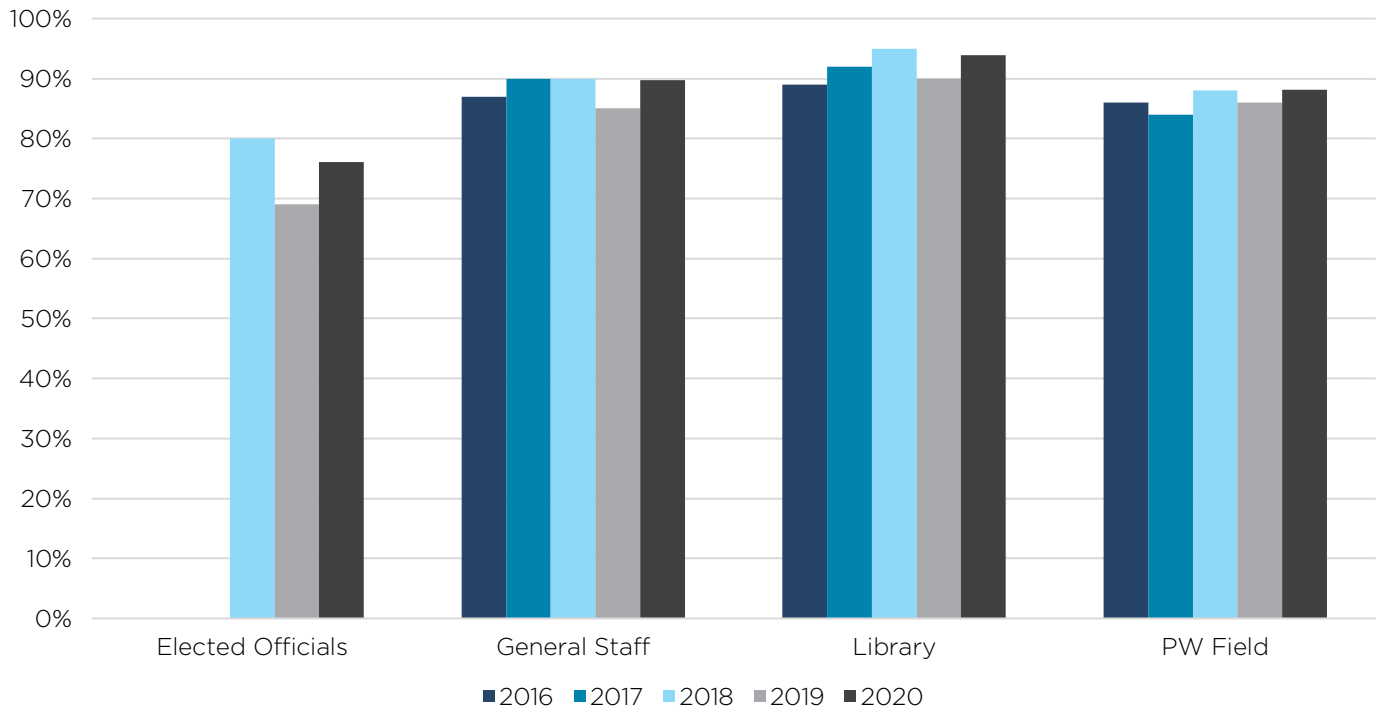
## ACS Data (25+):

- 25-34: 12%
- 35-44: 27%
- 45-54: 27%
- 55-64: 18%
- 65+: 15%

## Quality of Life - Good or Excellent

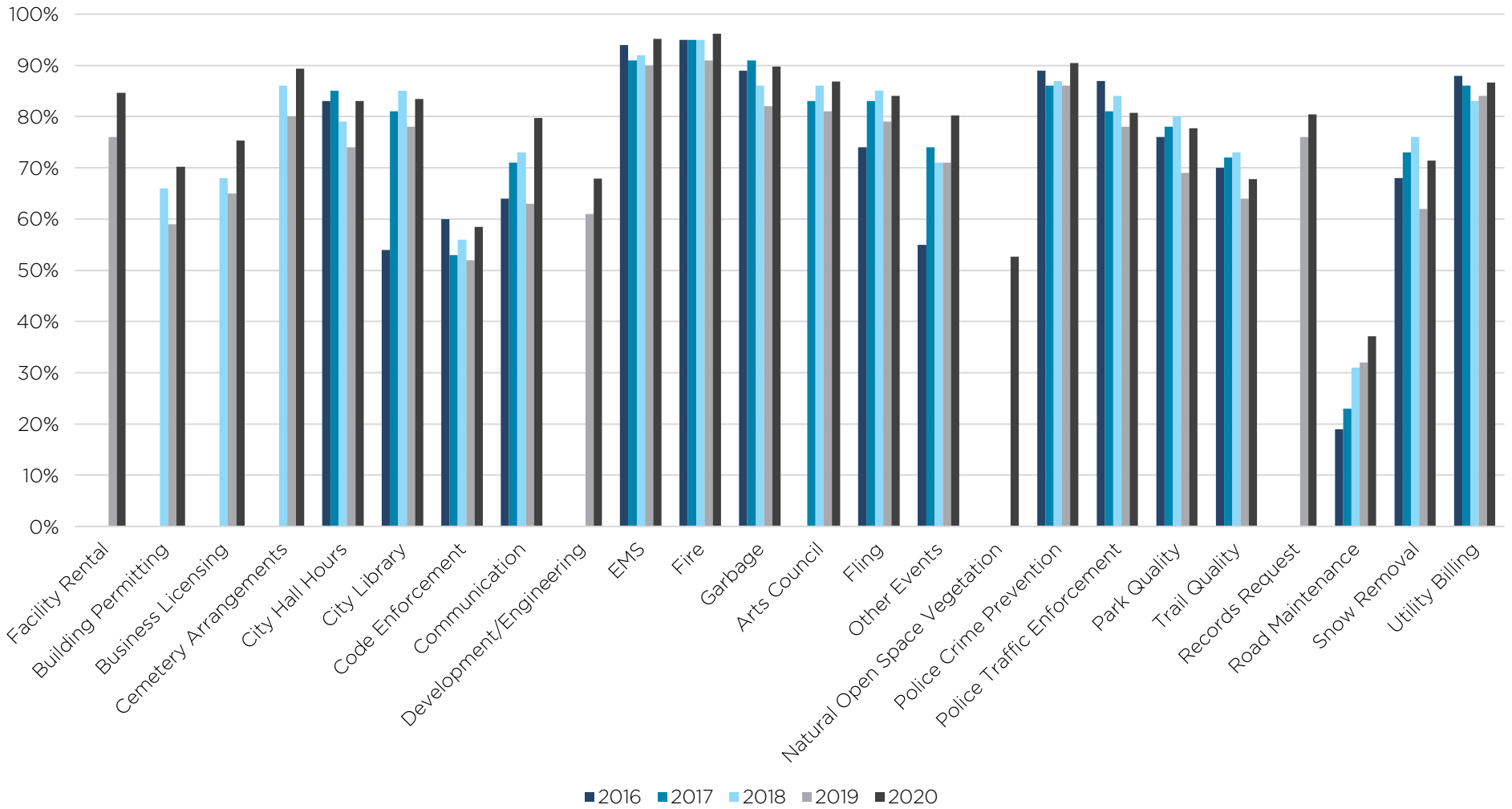


## Personnel Rating - Good or Excellent



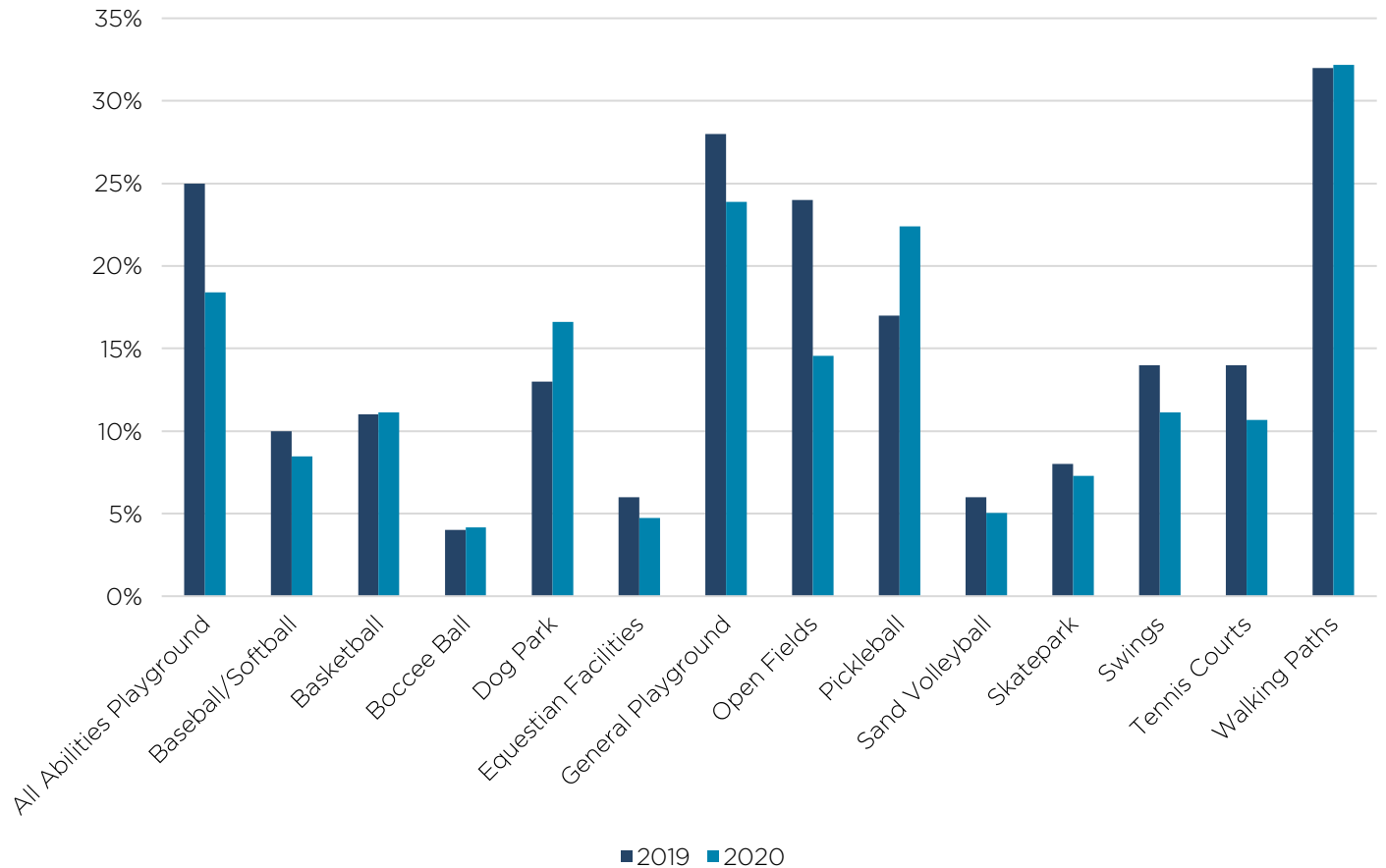
Personnel Rating - Percent Good or Excellent						
	2016	2017	2018	2019	2020	2019-2020 Change
<b>Elected Officials</b>	--	--	80%	69%	76%	7%
<b>General Staff</b>	87%	90%	90%	85%	90%	5%
<b>Library</b>	89%	92%	95%	90%	94%	4%
<b>PW Field</b>	86%	84%	88%	86%	88%	2%

## Service Rating - Good or Excellent



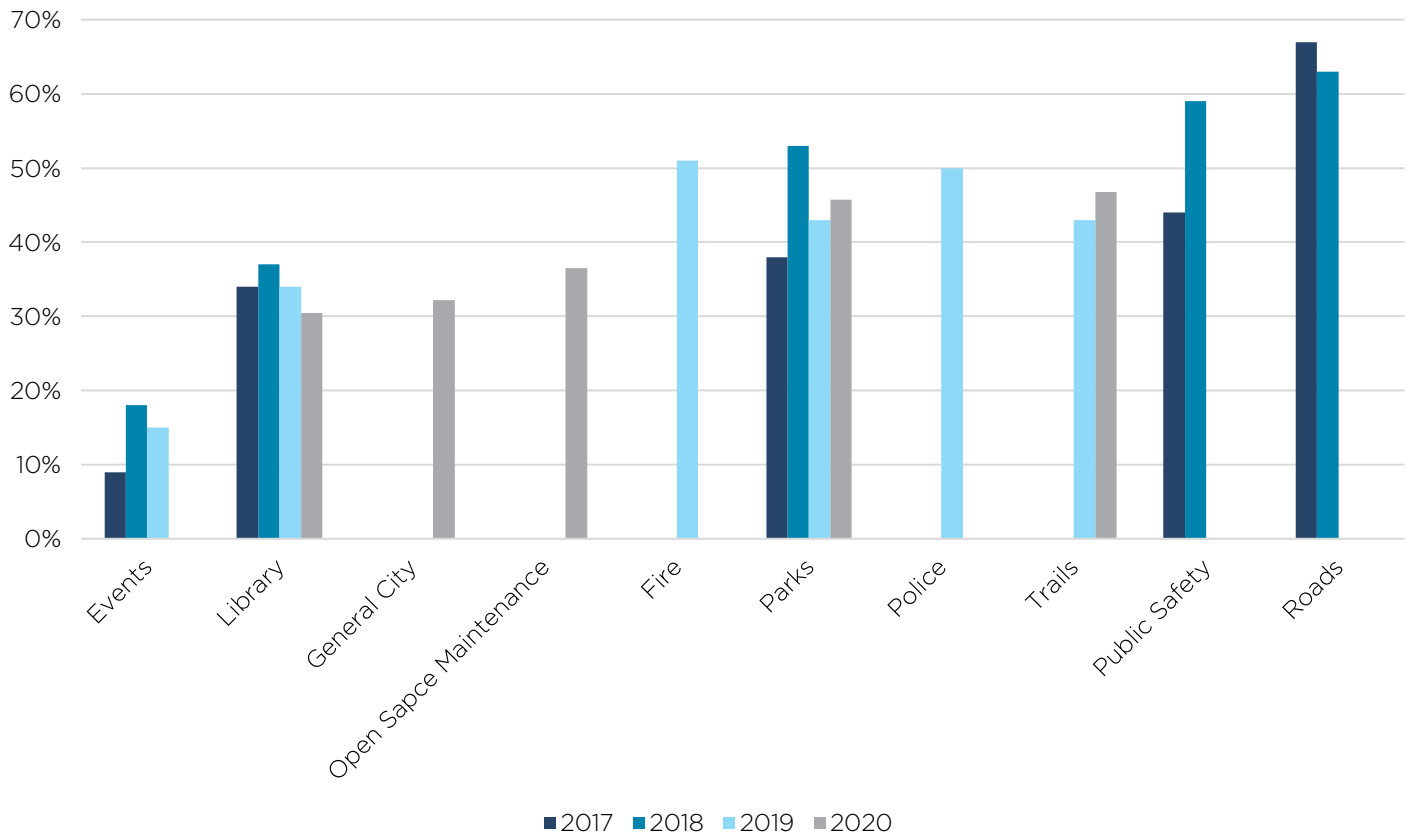
<b>Service Ratings - Percent Good or Excellent</b>						
	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2019-2020 Change</b>
<b>Facility Rental</b>	--	--	--	76%	85%	9%
<b>Building Permitting</b>	--	--	66%	59%	70%	11%
<b>Business Licensing</b>	--	--	68%	65%	75%	10%
<b>Cemetery Arrangements</b>	--	--	86%	80%	89%	9%
<b>City Hall Hours</b>	83%	85%	79%	74%	83%	9%
<b>City Library</b>	54%	81%	85%	78%	83%	5%
<b>Code Enforcement</b>	60%	53%	56%	52%	58%	6%
<b>Communication</b>	64%	71%	73%	63%	80%	17%
<b>Development/Engineering</b>	--	--	--	61%	68%	7%
<b>EMS</b>	94%	91%	92%	90%	95%	5%
<b>Fire</b>	95%	95%	95%	91%	96%	5%
<b>Garbage</b>	89%	91%	86%	82%	90%	8%
<b>Arts Council</b>	--	83%	86%	81%	87%	6%
<b>Fling</b>	74%	83%	85%	79%	84%	5%
<b>Other Events</b>	55%	74%	71%	71%	80%	9%
<b>Natural Open Space Vegetation</b>	--	--	--	--	53%	--
<b>Police Crime Prevention</b>	89%	86%	87%	86%	90%	4%
<b>Police Traffic Enforcement</b>	87%	81%	84%	78%	81%	3%
<b>Park Quality</b>	76%	78%	80%	69%	78%	9%
<b>Trail Quality</b>	70%	72%	73%	64%	68%	4%
<b>Records Request</b>	--	--	--	76%	80%	4%
<b>Road Maintenance</b>	19%	23%	31%	32%	37%	5%
<b>Snow Removal</b>	68%	73%	76%	62%	71%	9%
<b>Utility Billing</b>	88%	86%	83%	84%	87%	3%

## New Park Elements Desired



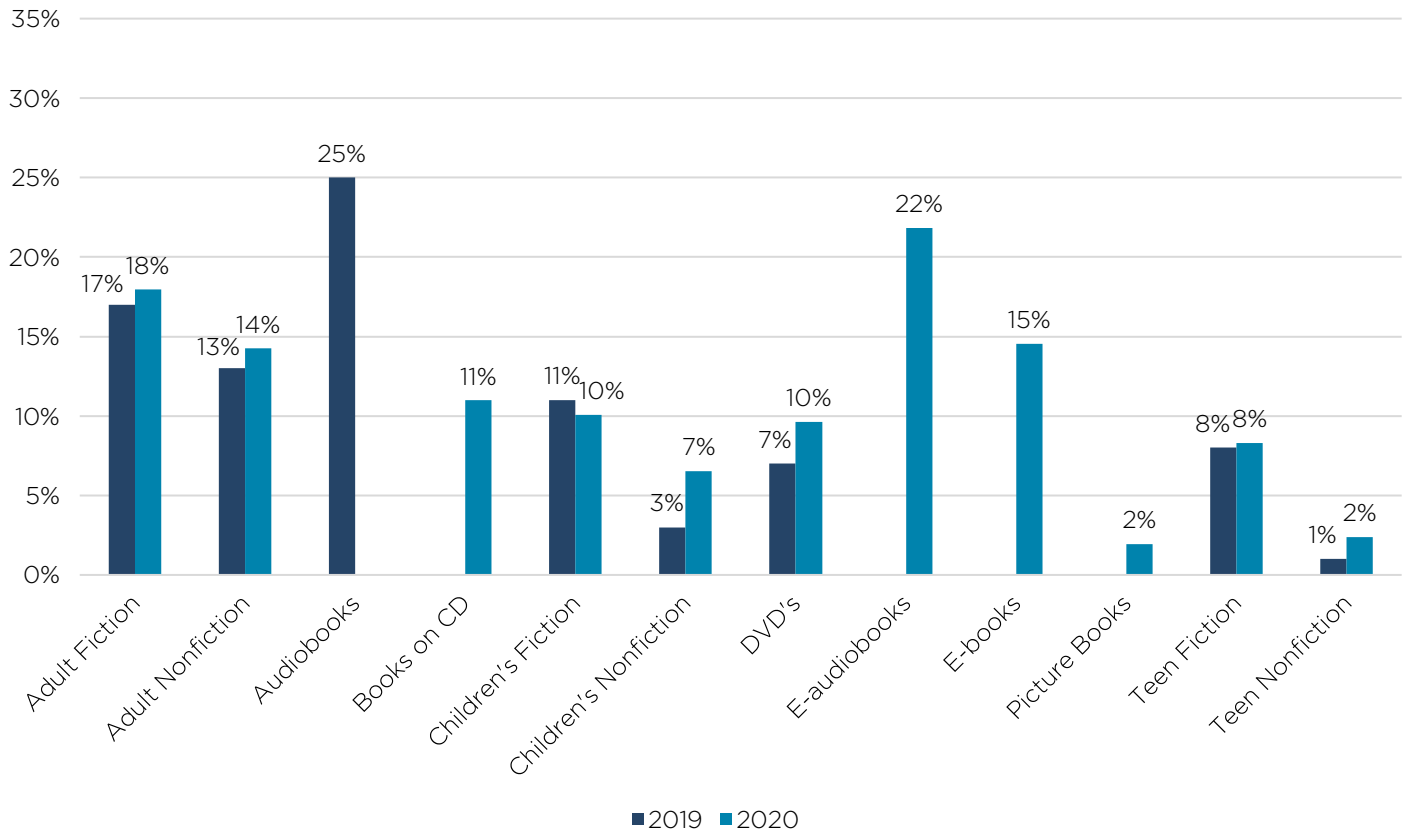
<b>New Park Elements Desired</b>			
	<b>2019</b>	<b>2020</b>	<b>2019-2020 Change</b>
<b>All Abilities Playground</b>	25%	18%	-7%
<b>Baseball/Softball</b>	10%	8%	-2%
<b>Basketball</b>	11%	11%	0%
<b>Boccee Ball</b>	4%	4%	0%
<b>Dog Park</b>	13%	17%	4%
<b>Equestrian Facilities</b>	6%	5%	-1%
<b>General Playground</b>	28%	24%	-4%
<b>Open Fields</b>	24%	15%	-9%
<b>Pickleball</b>	17%	22%	5%
<b>Sand Volleyball</b>	6%	5%	-1%
<b>Skatepark</b>	8%	7%	-1%
<b>Swings</b>	14%	11%	-3%
<b>Tennis Courts</b>	14%	11%	-3%
<b>Walking Paths</b>	32%	32%	0%

## Support Funding Increase

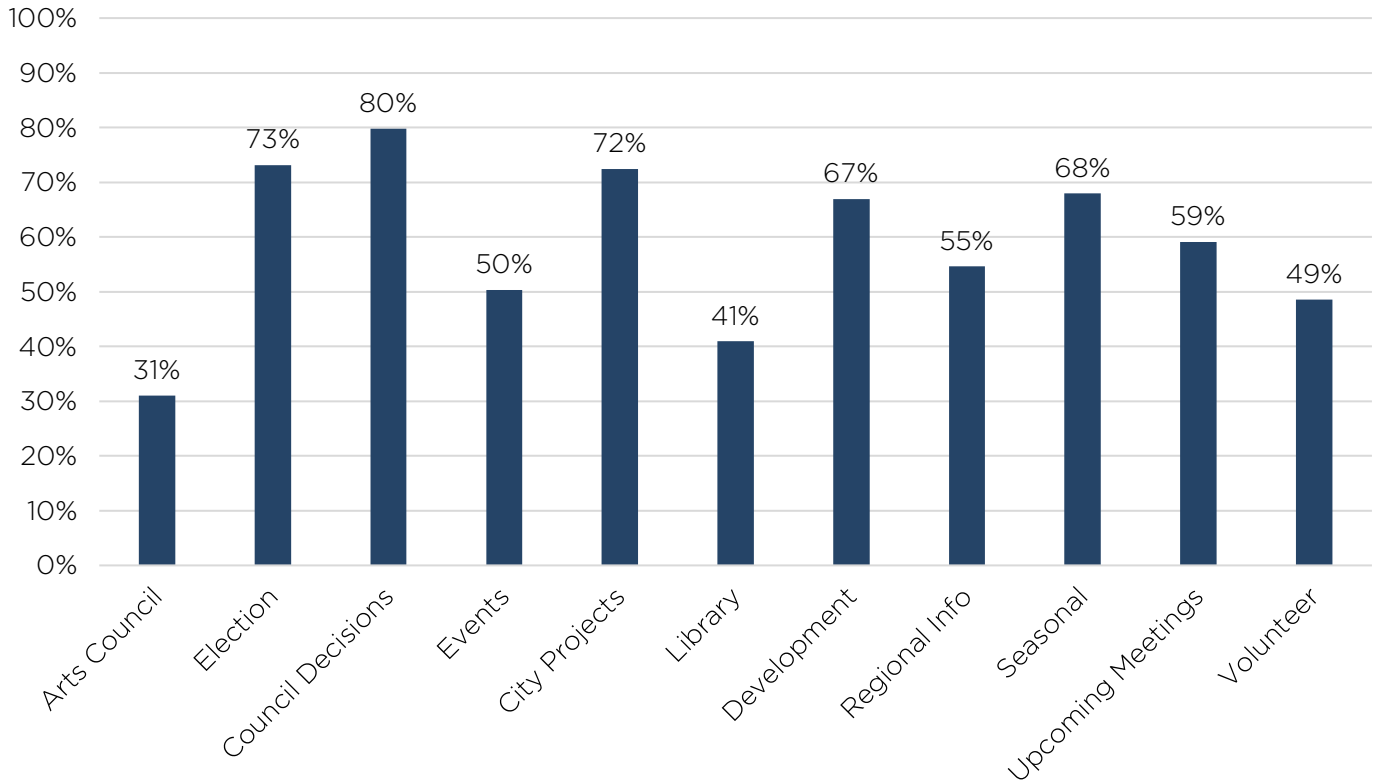


<b>Support Funding Increase</b>				
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>Events</b>	9%	18%	15%	--
<b>Library</b>	34%	37%	34%	30%
<b>General City</b>	--	--	--	32%
<b>Open Space Maintenance</b>	--	--	--	36%
<b>Fire</b>	--	--	51%	--
<b>Parks</b>	38%	53%	43%	46%
<b>Police</b>	--	--	50%	--
<b>Trails</b>	--	--	43%	47%
<b>Public Safety</b>	44%	59%	--	--
<b>Roads</b>	67%	63%	--	--

## More Library Materials



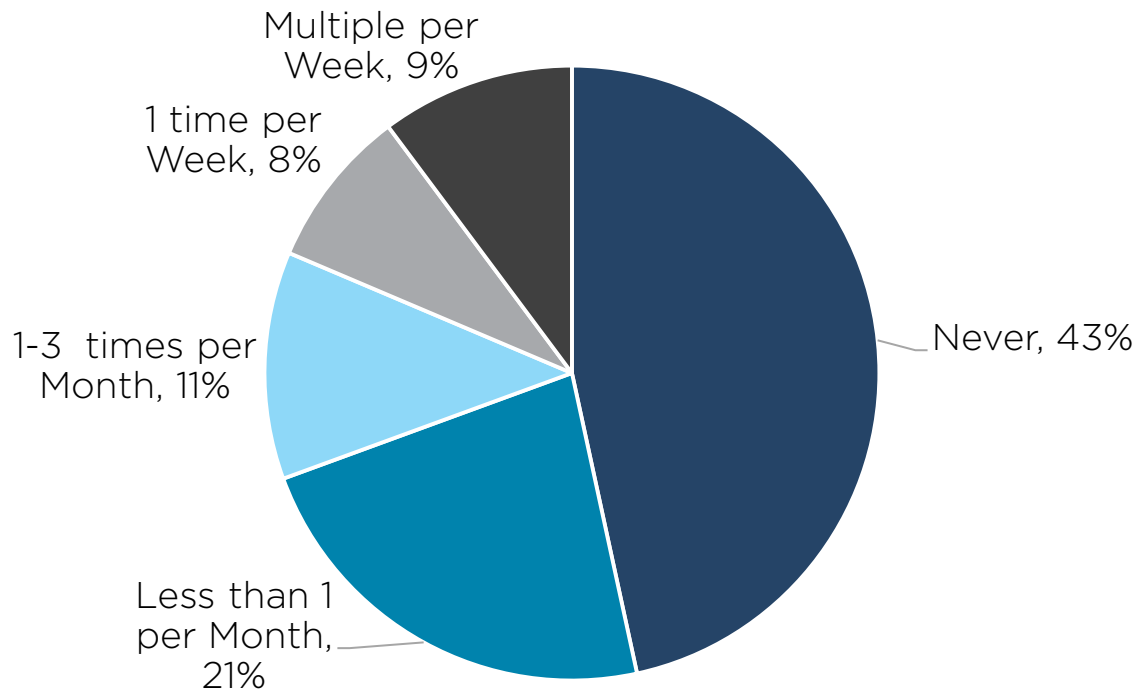
## Communication Topics - Fairly or Very Important



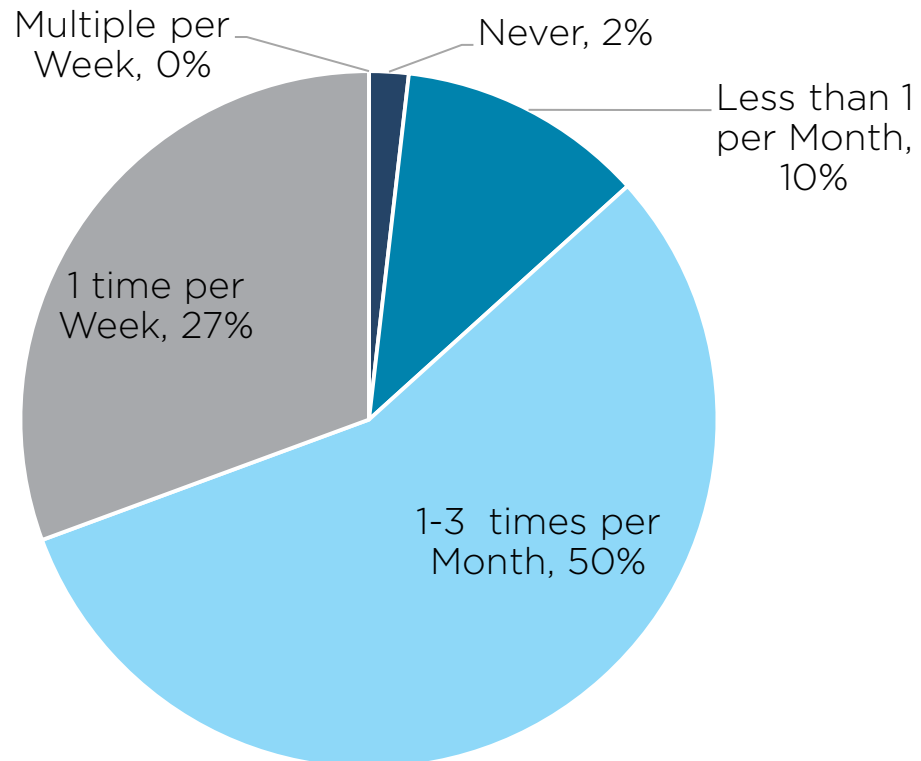


# Park Use

## Organized Play

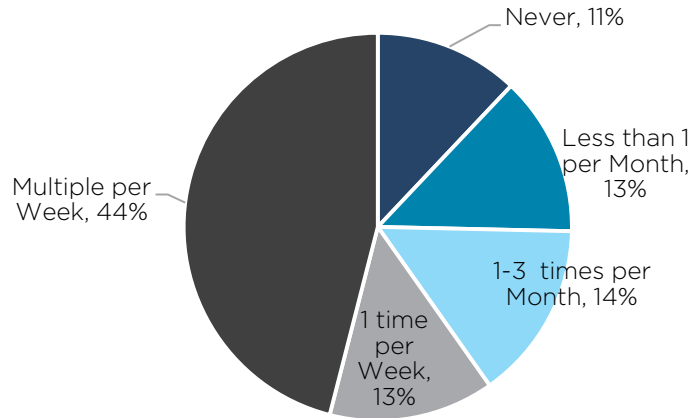


## Passive Play

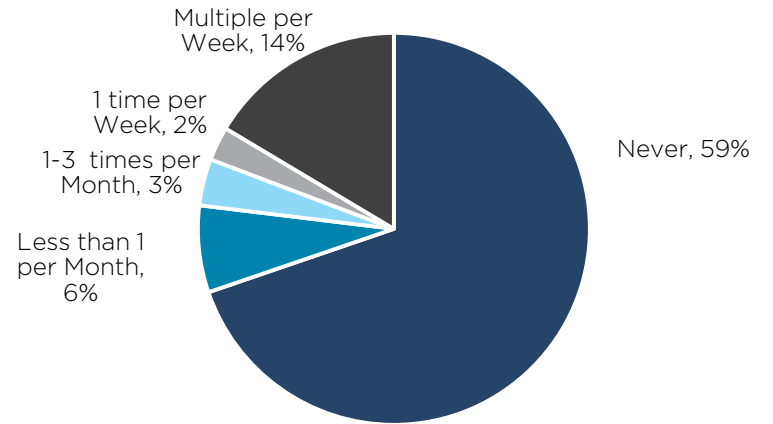


# Trail Use

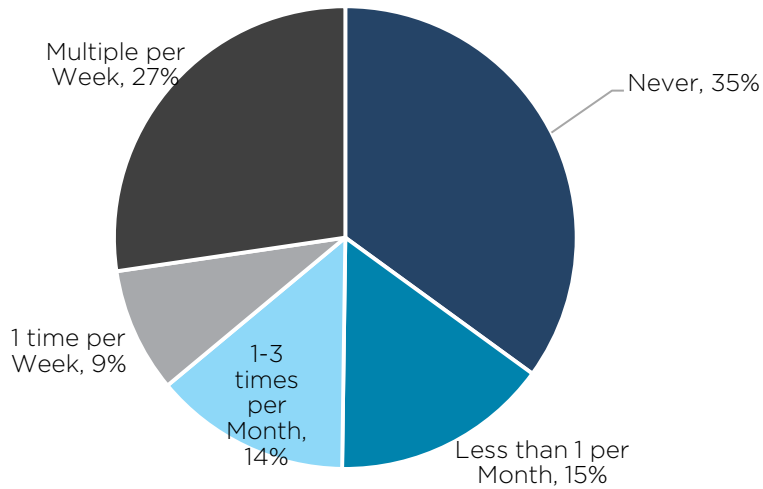
## Exercise/ Enjoyment



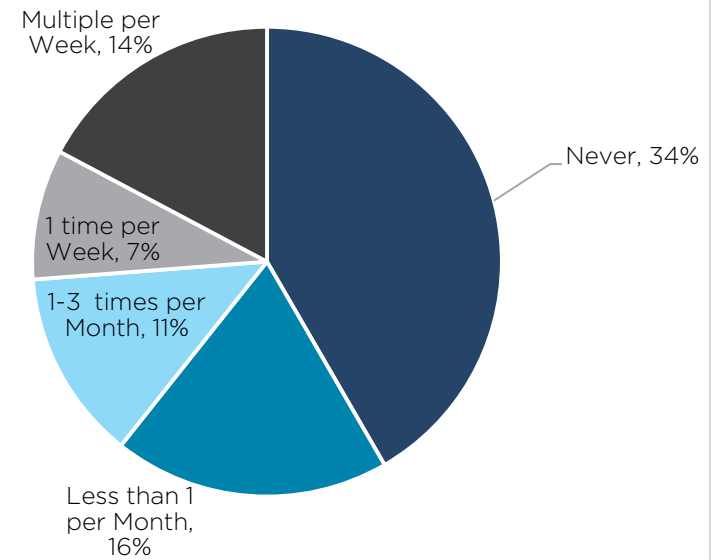
## Traveling to School



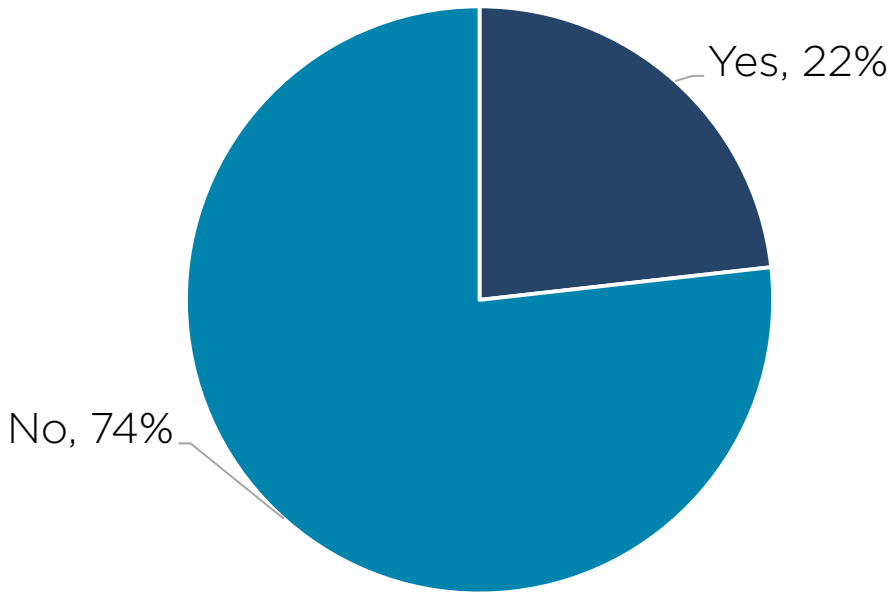
## Traveling to a Park



## Traveling Elsewhere



## Live in Open Space Subdivision

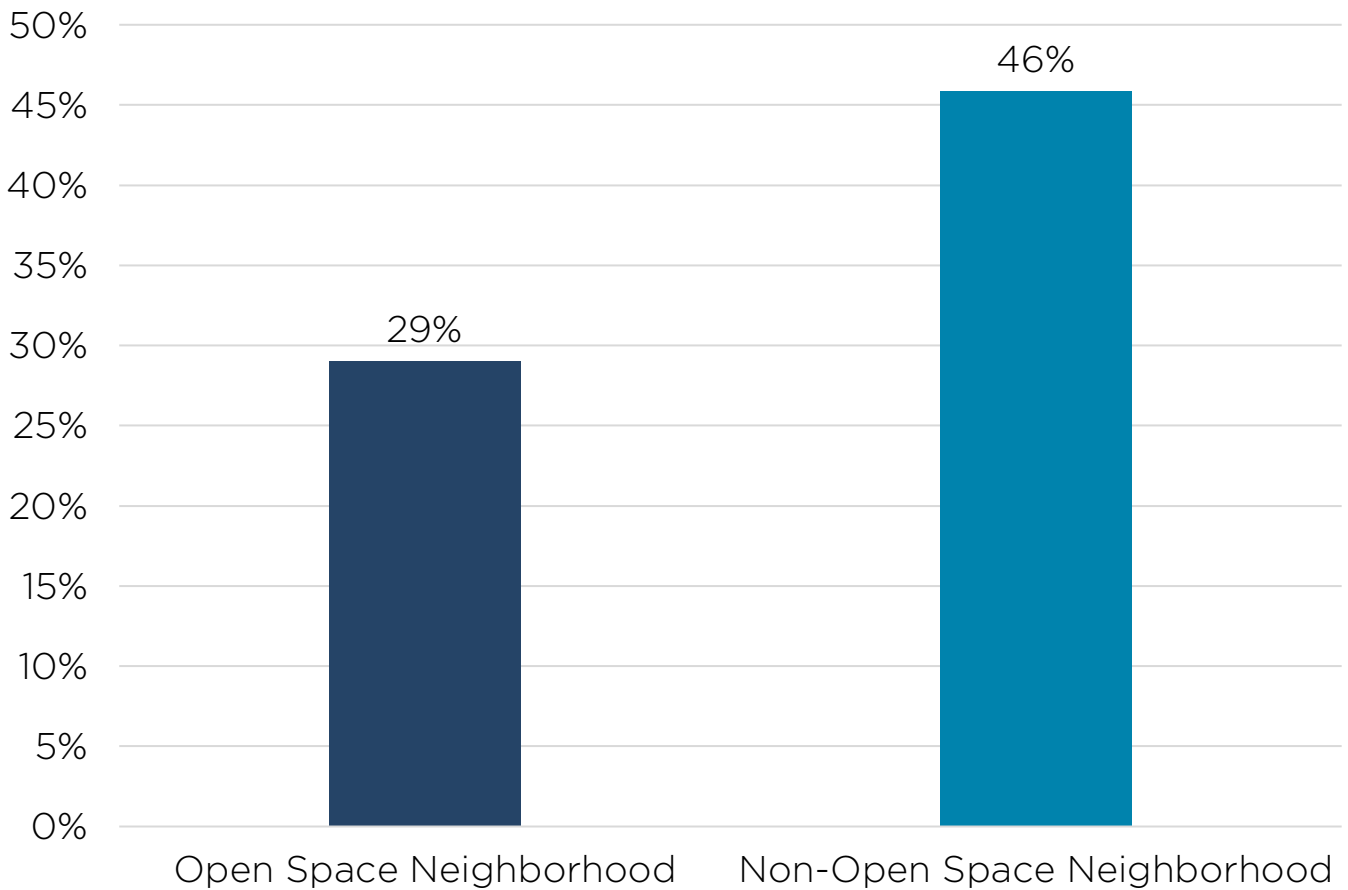


### City Data:

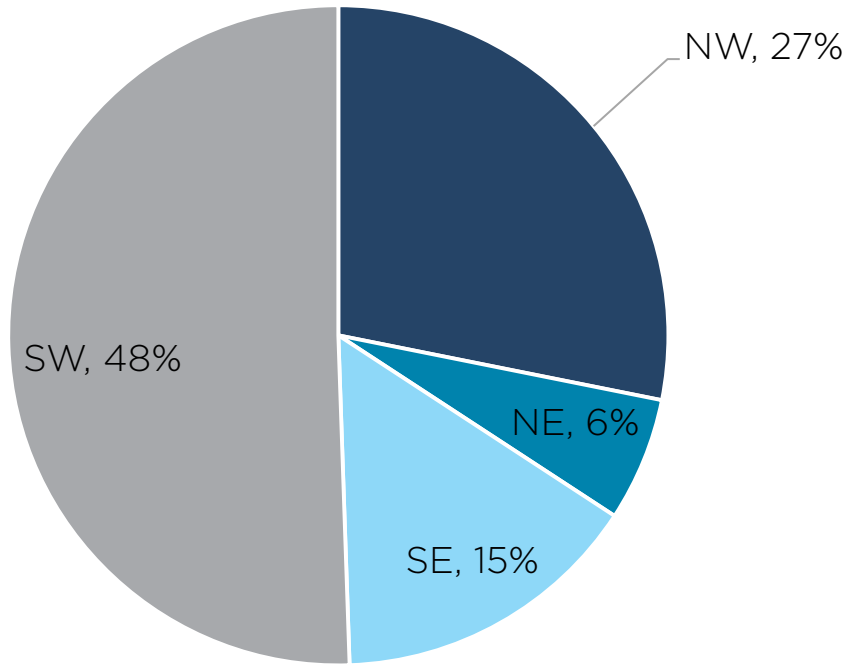
Open Space: 26%

Non-Open Space: 74%

## Good or Excellent - Open Space Maintenance



# Location



## Precinct Data:

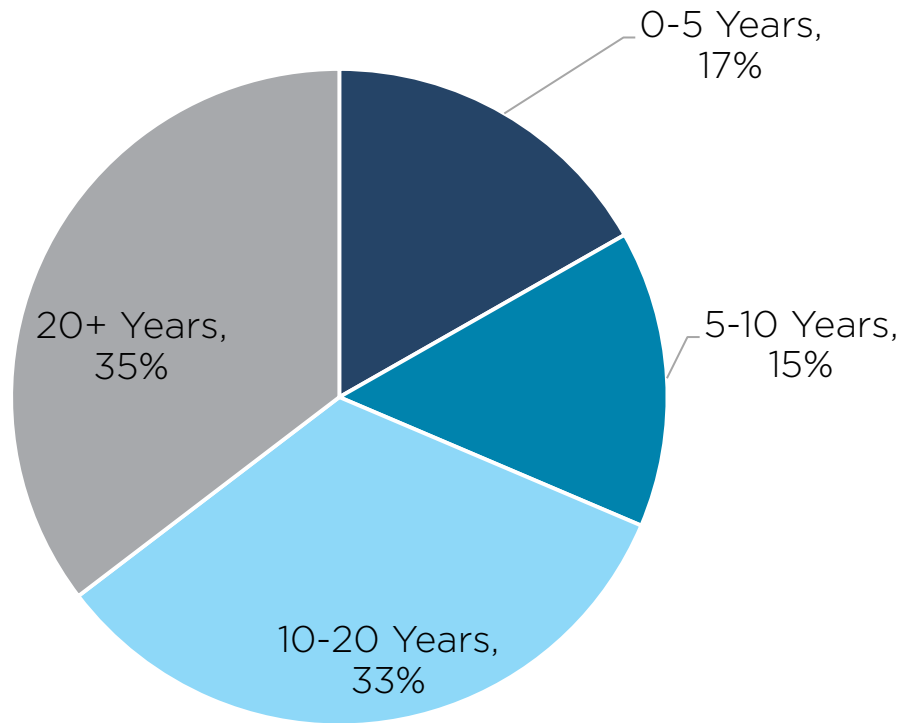
NW - 28%

NE - 11%

SE - 10%

SW - 50%

## Years Lived In Highland



## Years Planning on Living In Highland

