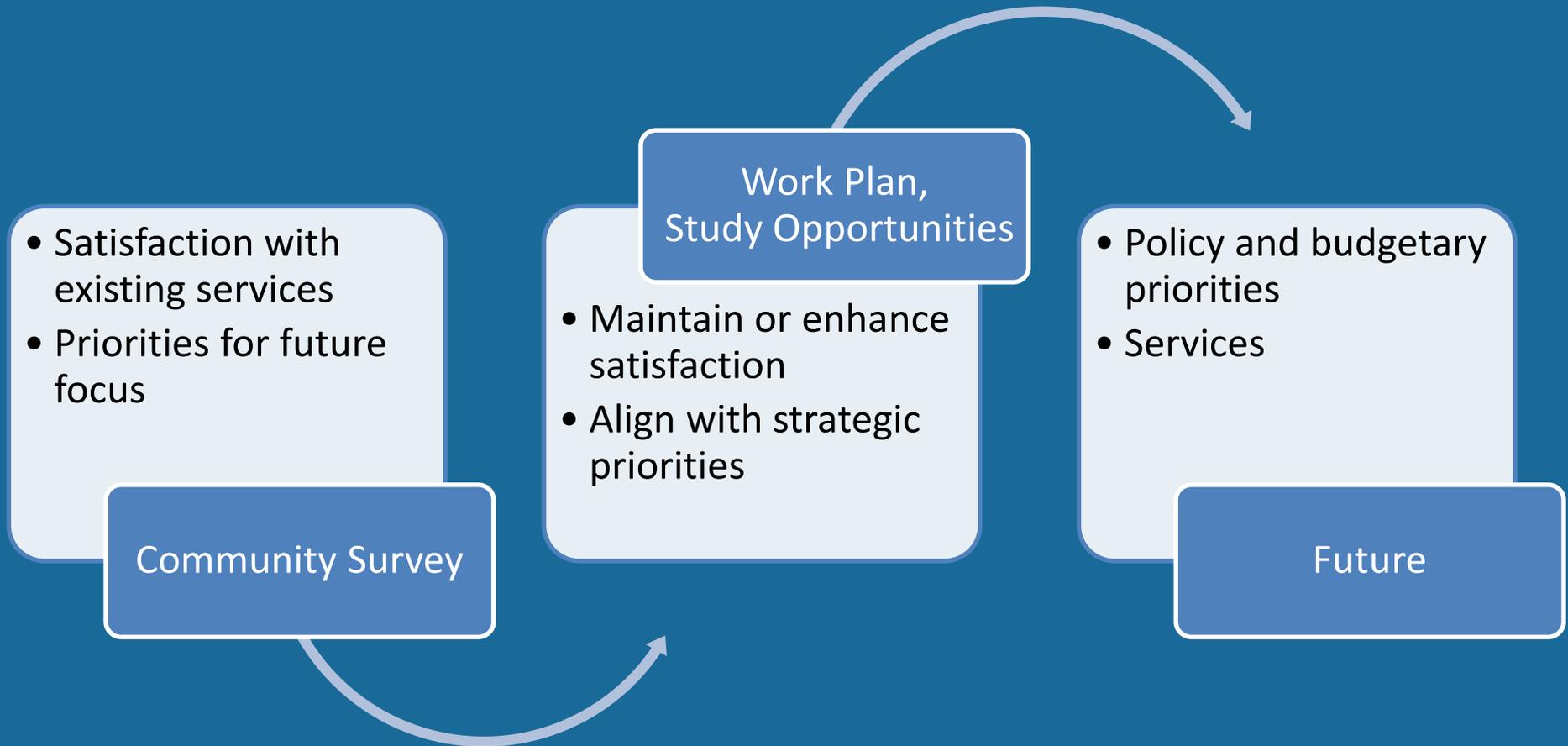


# **2015 Community Survey**

**February 4, 2016**

**Committee of the Whole**

# Overview



# ***2015 Community Survey*** ***Village of Glencoe, Illinois***



Presented by

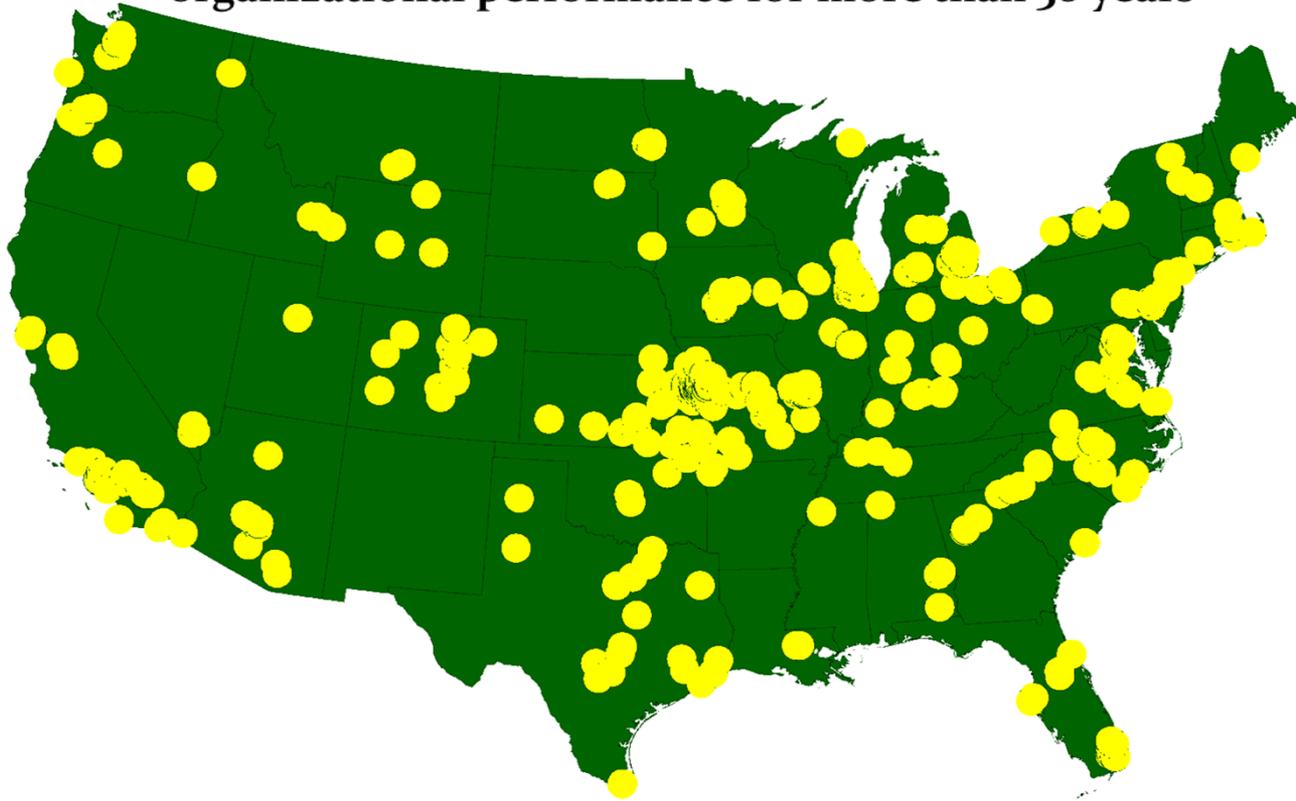


February 2016

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance  
organizational performance for more than 30 years



More than 2,050,000 Persons Surveyed Since 2006  
for more than 850 cities in 49 States

# Agenda

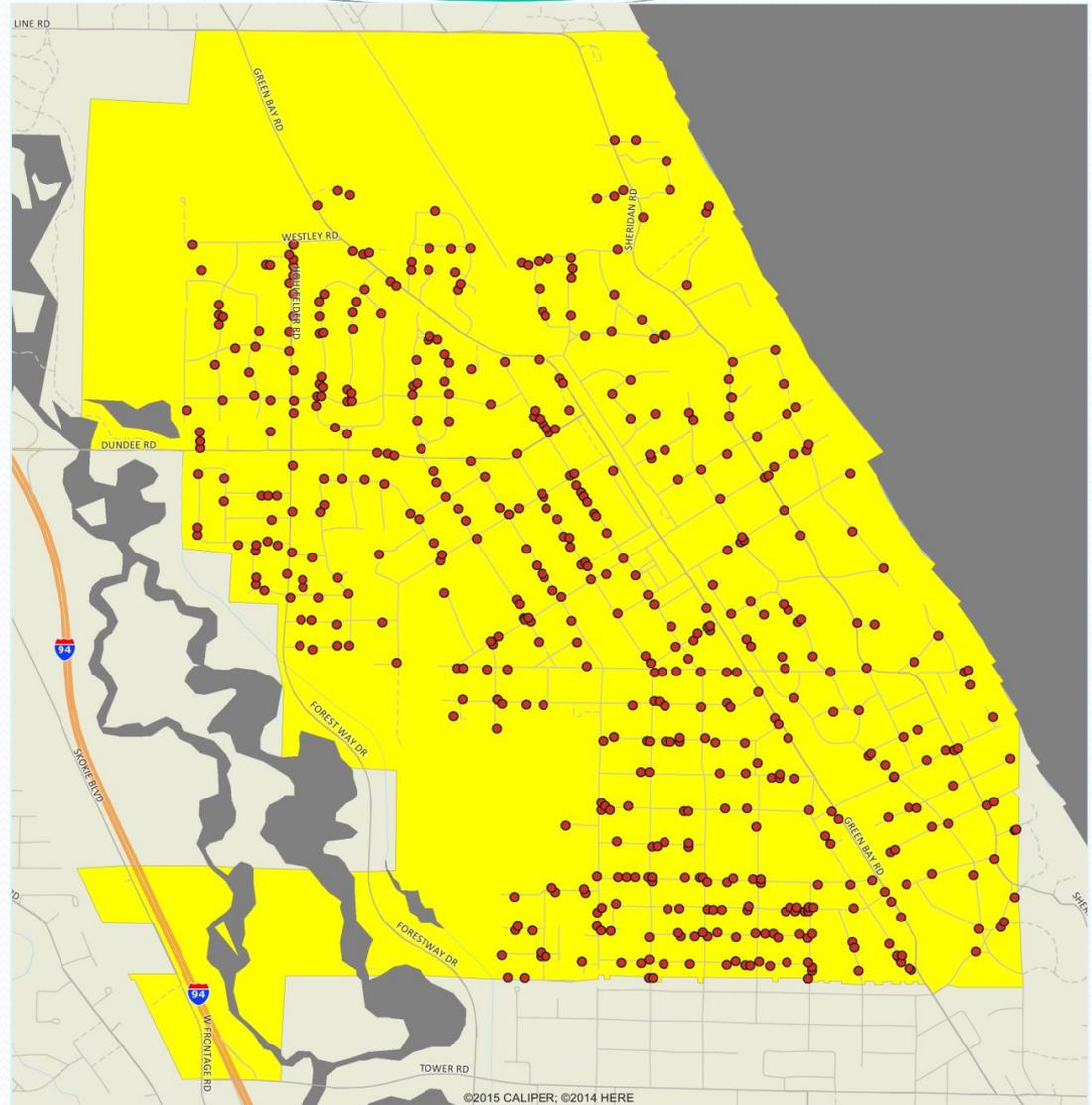
- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

# Methodology

- **Survey Description**
  - ❑ seven-page survey
- **Method of Administration**
  - ❑ by mail, phone and online to all households in the Village
  - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
  - ❑ goal number of surveys: 400
  - ❑ goal far exceeded: 608 completed surveys
- **Confidence level:** 95<sup>0</sup>%
- **Margin of error:** +/- 4.0<sup>0</sup>% overall

# Location of Survey Respondents

## Village of Glencoe 2015 Community Survey



Good Representation throughout the Village

# Bottom Line Up Front

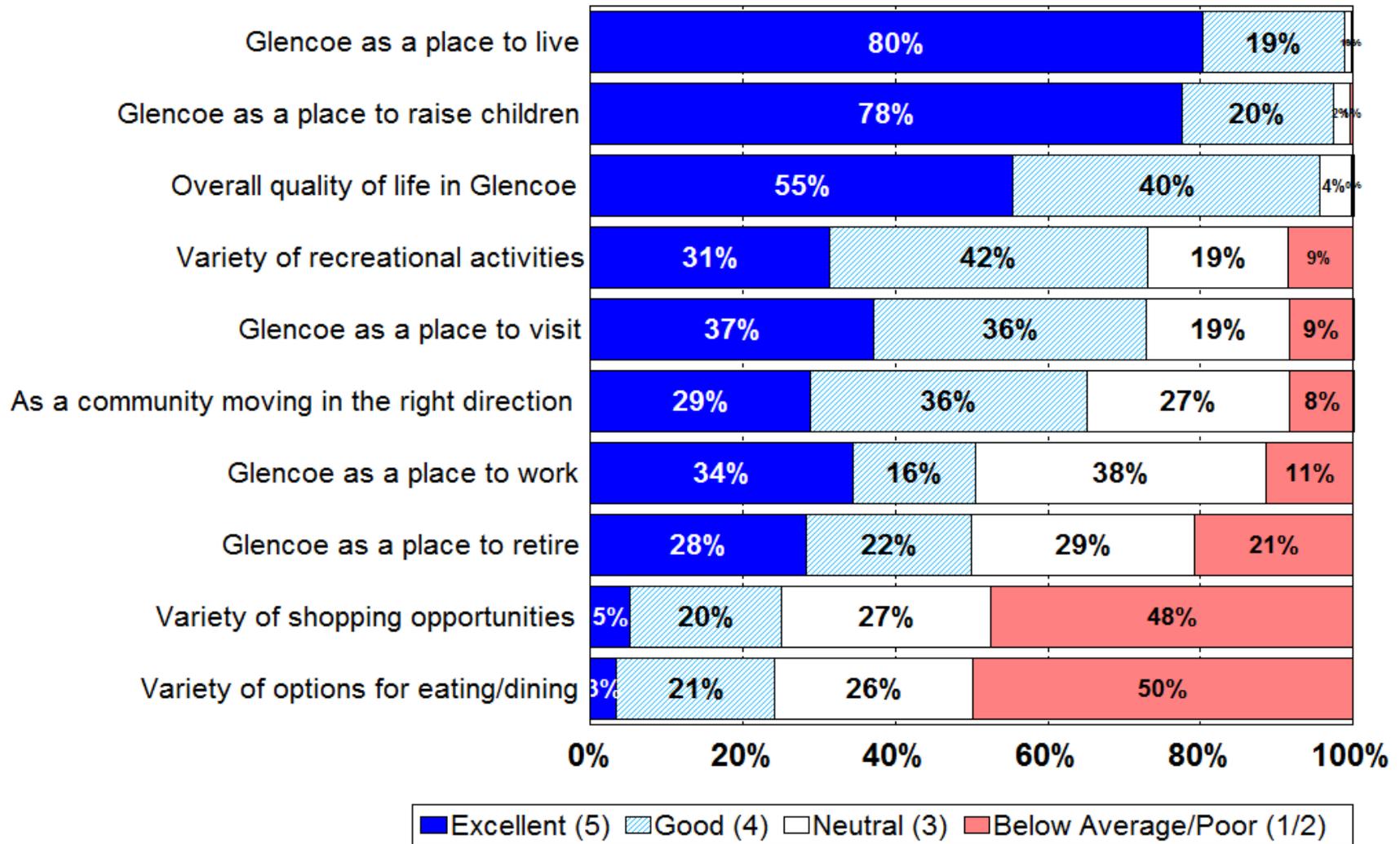
- **Residents Have a Very Positive Perception of the Village**
  - ❑ 99% rated Glencoe as an excellent or good place to live
  - ❑ 98% rated Glencoe as an excellent or good place to raise children
- **Glencoe Rated Significantly Higher Than Other Communities in Nearly All Areas That Were Compared**
  - ❑ Overall satisfaction with Village services rated 36% above the U.S. Average, and 46% above the East Central Regional Average
  - ❑ Village rated above the U.S. Average and the East Central Average in 42 of 44 areas
- **Top community priorities for over the next 2 years:**
  - ❑ Flood Prevention & Stormwater Management
  - ❑ Crime Prevention
  - ❑ A Vibrant Downtown

# *Major Finding #1*

Residents Have a Very Positive  
Perception of the Village

# Q1. Quality of Life in the Village of Glencoe

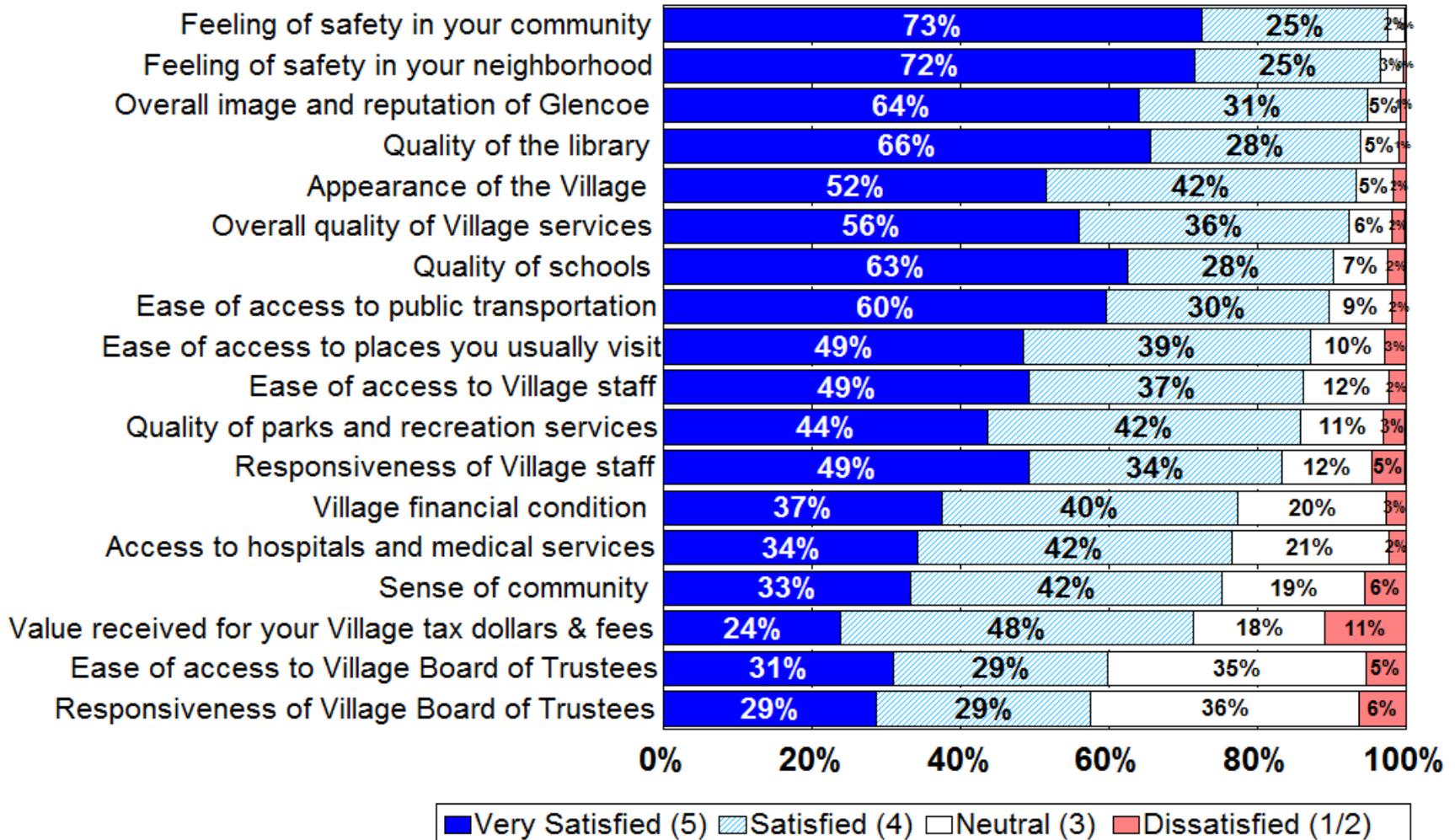
by percentage of respondents (excluding don't knows)



**99% of Residents Rated Glencoe as an Excellent or Good Place to Live, and 98% Rated Glencoe as an Excellent or Good Place to Raise Children**

# Q2. Overall Perceptions and Characteristics of the Village of Glencoe

by percentage of respondents (excluding don't knows)



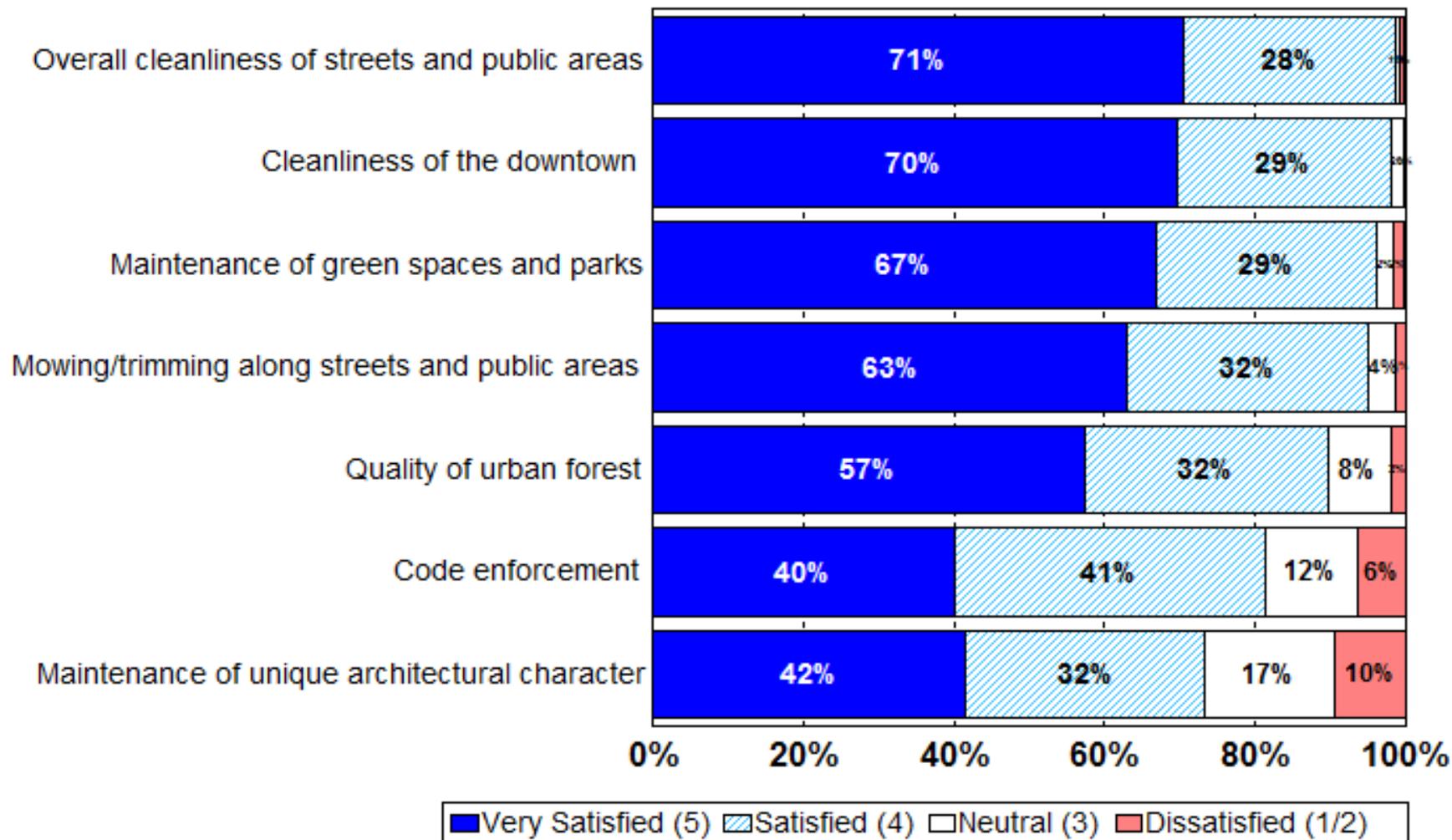
**92% of Residents Are Satisfied with the Overall Quality of Services Provided by the Village, Compared to Only 2% Who Are Dissatisfied**

## *Major Finding #2*

Satisfaction Ratings Are High  
for Village Services

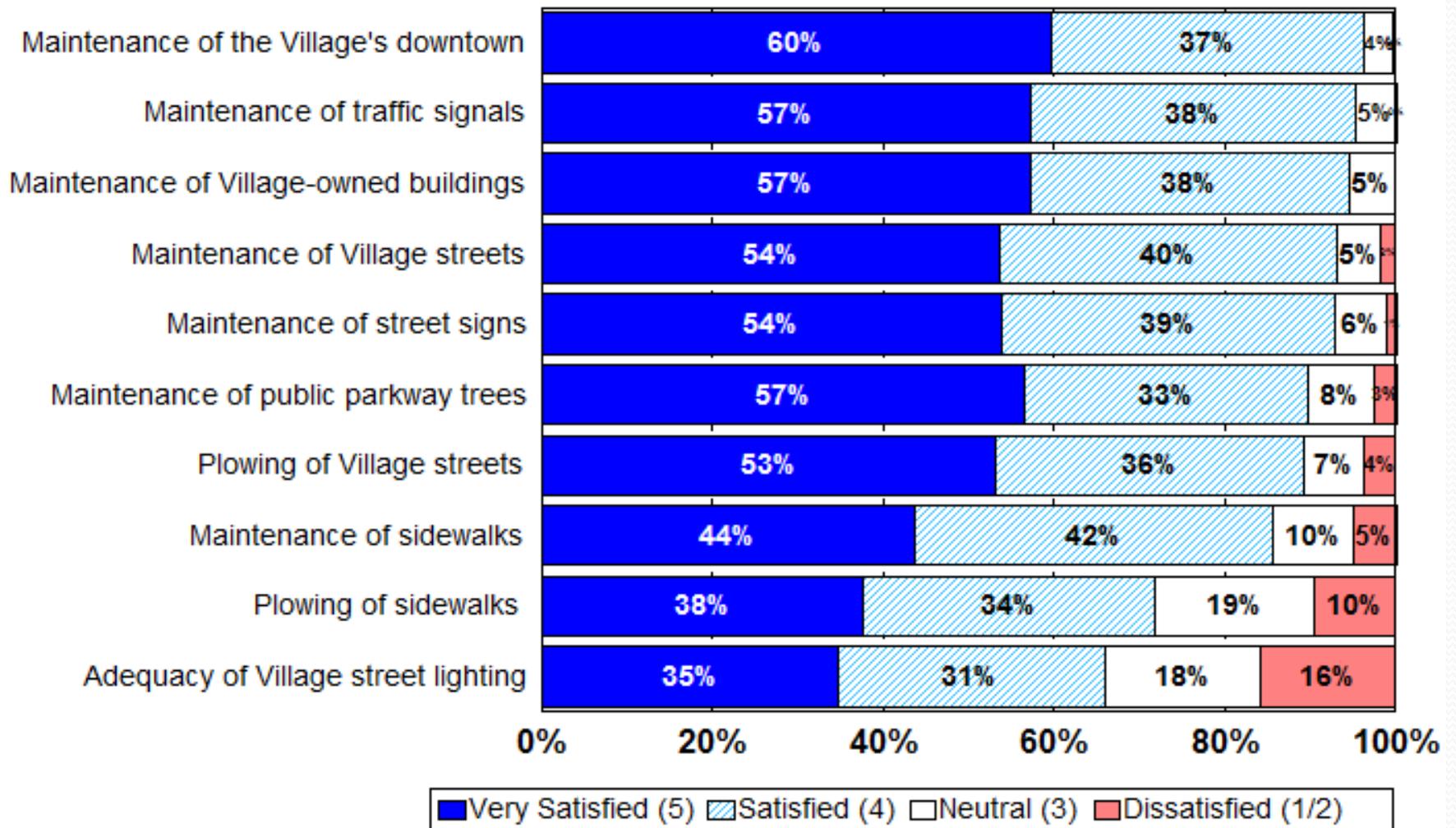
# Q3. Overall Look and Feel of the Village of Glencoe

by percentage of respondents (excluding don't knows)



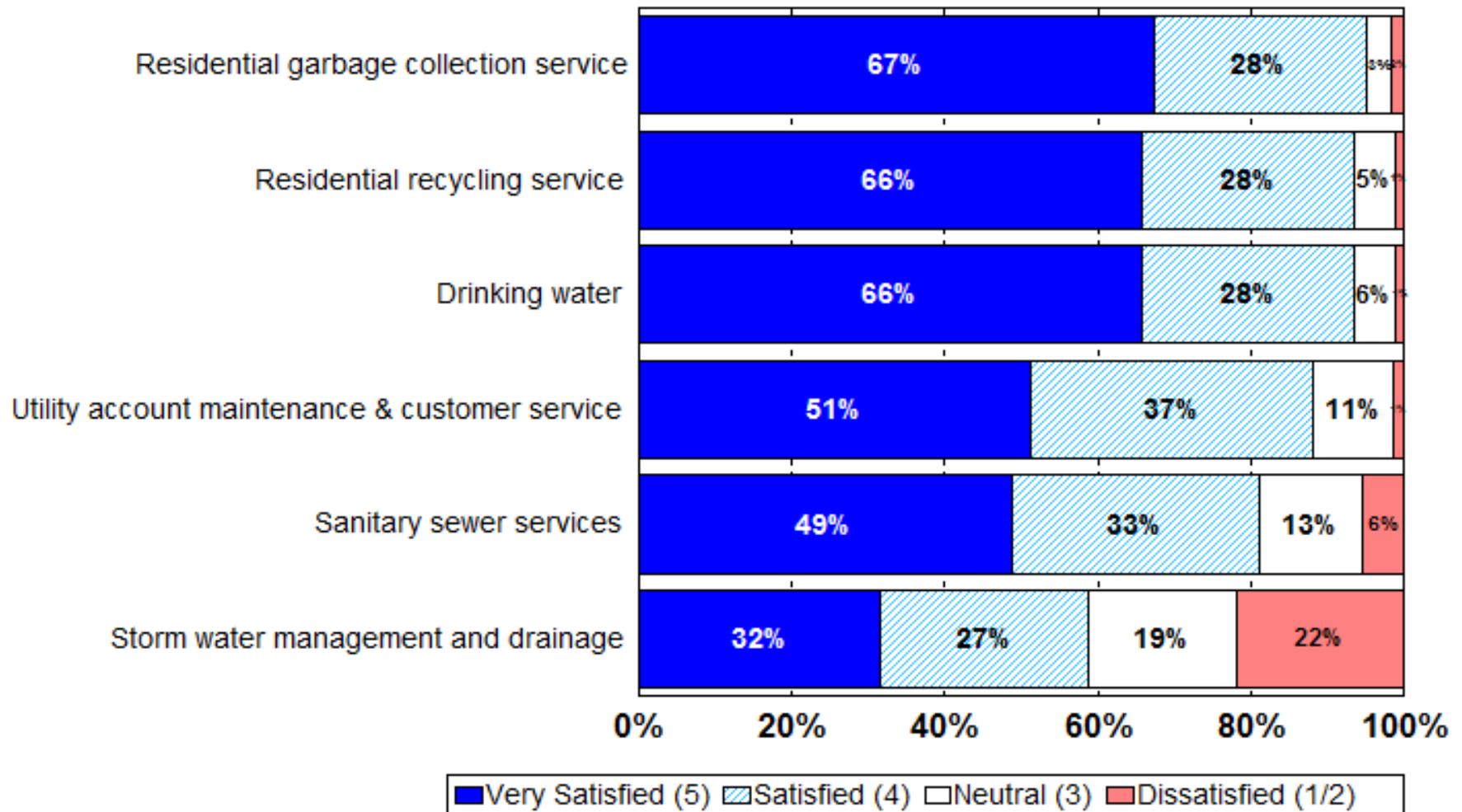
# Q4. Overall Maintenance in the Village of Glencoe

by percentage of respondents (excluding don't knows)



## Q6. Satisfaction with Utility Services

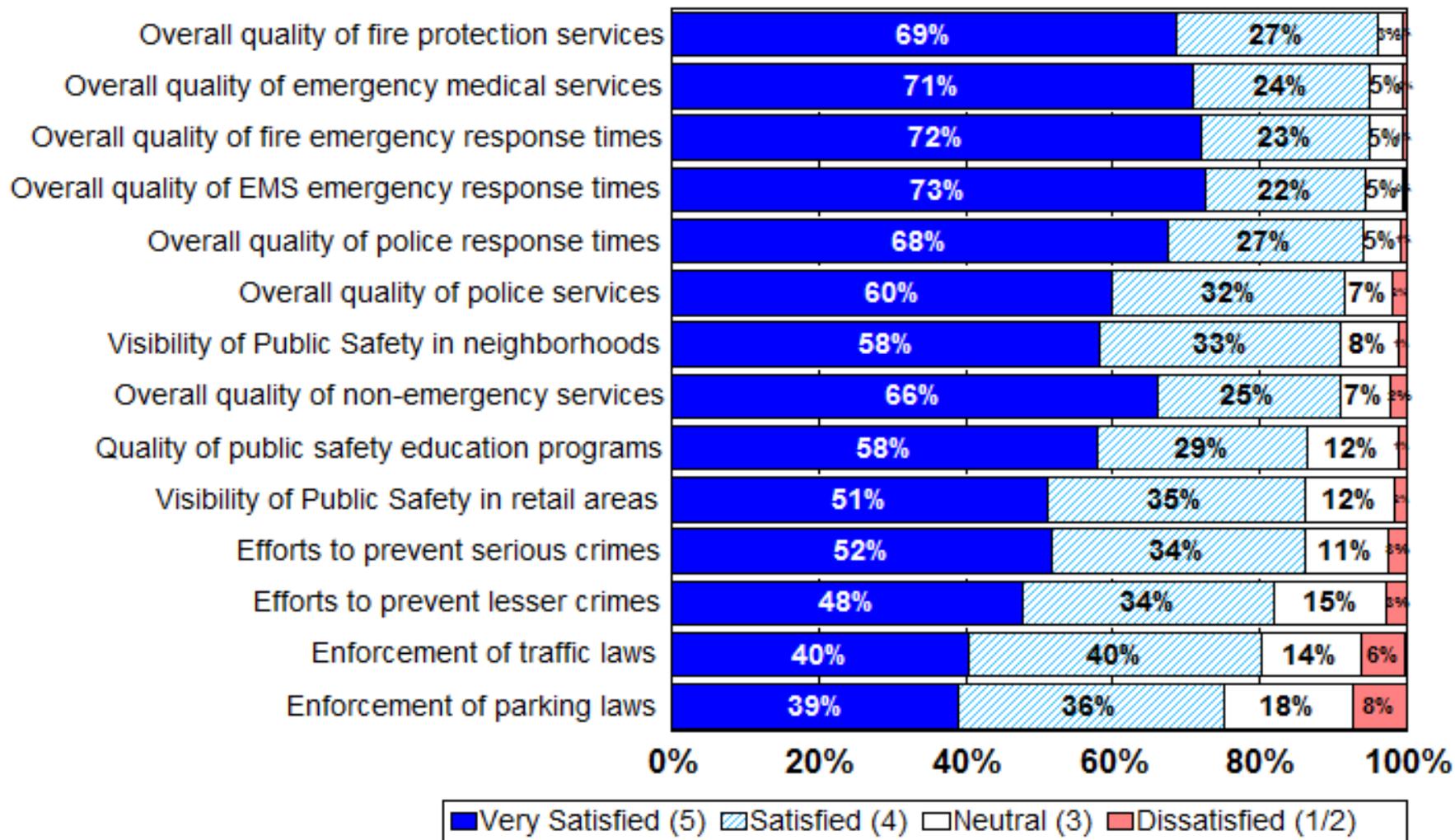
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015 - Village of Glencoe, IL)

# Q13. Satisfaction with Police, Fire and Paramedic Services

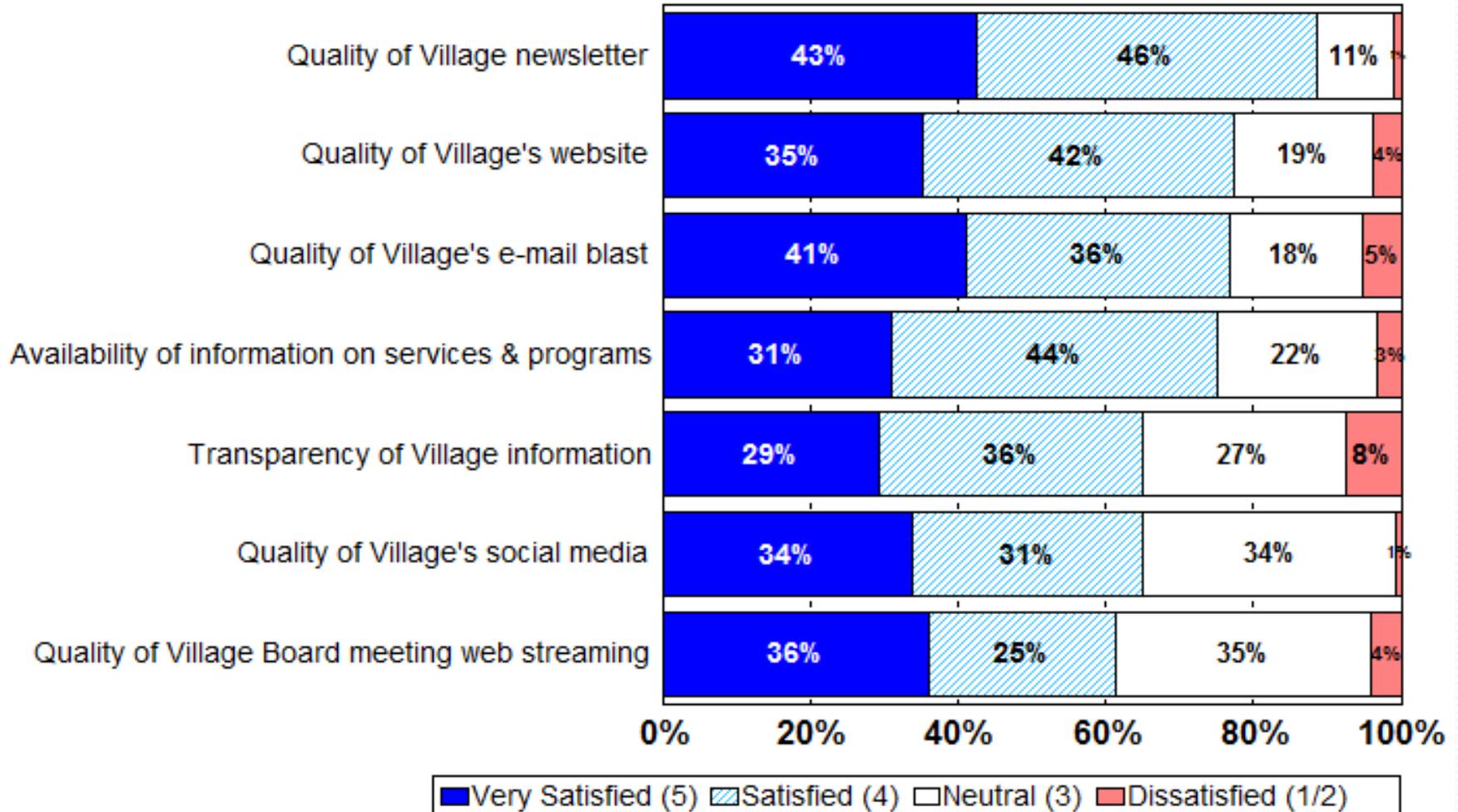
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015 - Village of Glencoe, IL)

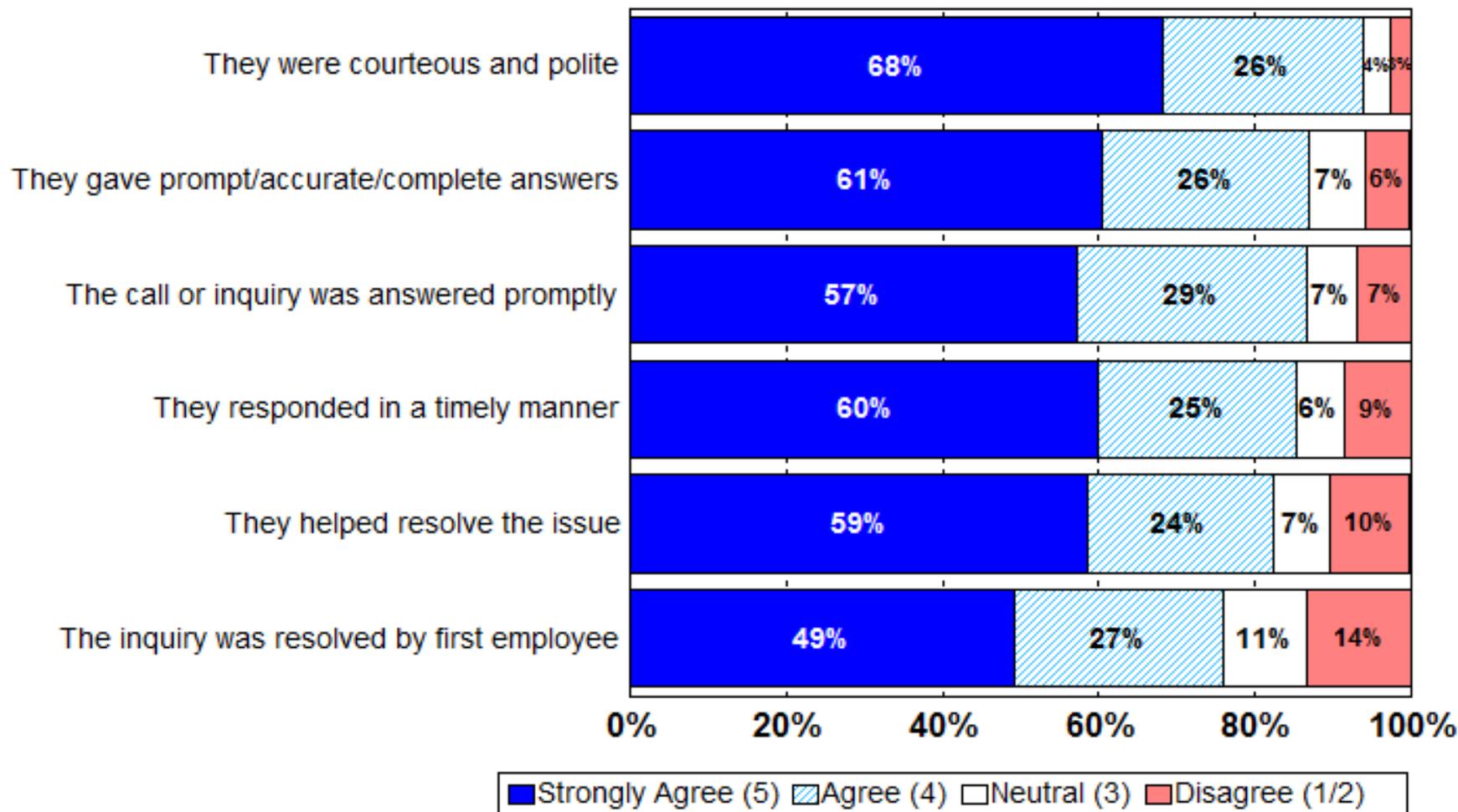
# Q15. Satisfaction with Quality of Village Communications

by percentage of respondents (excluding don't knows)



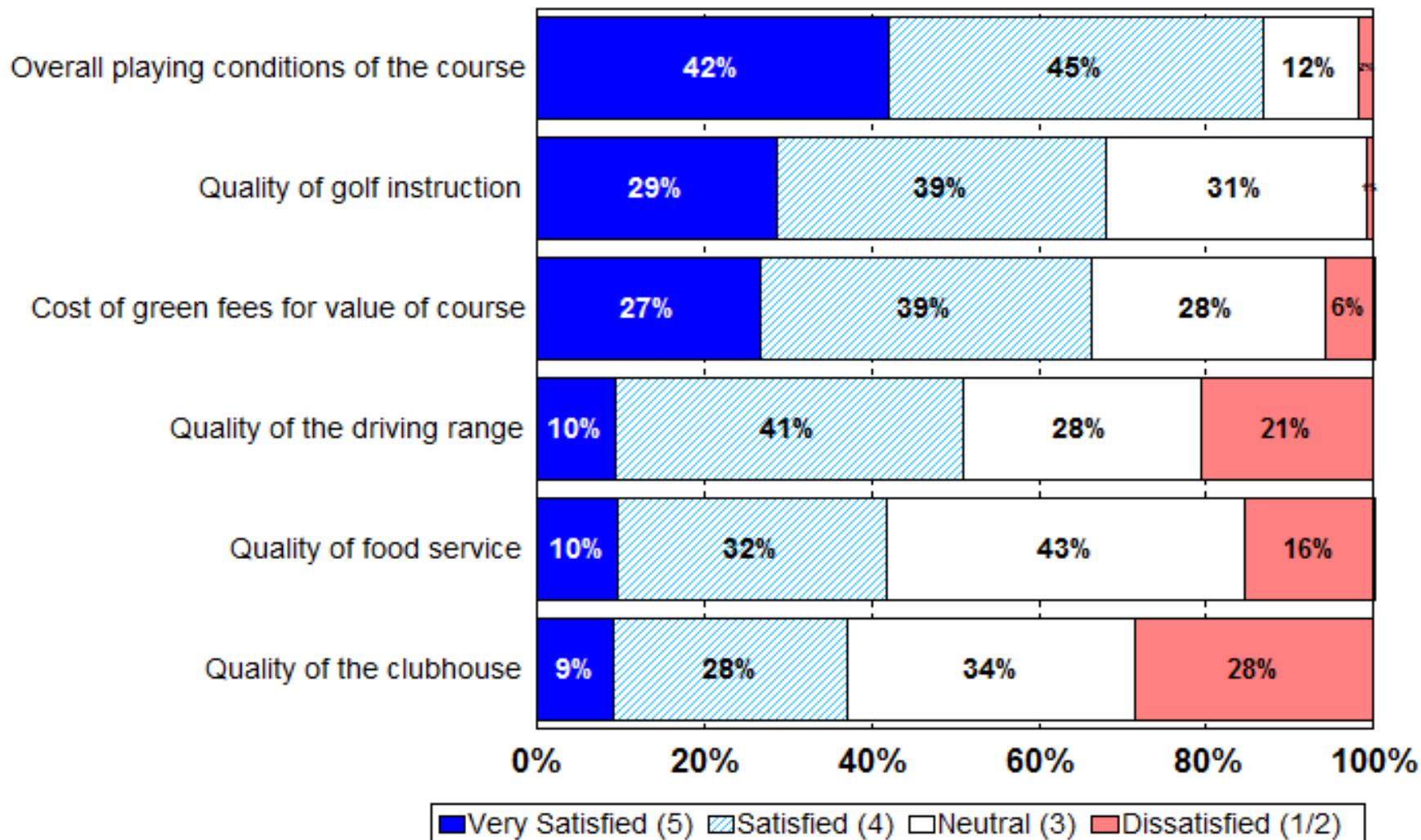
## Q18.4 Agreement with Various Aspects of Customer Service

by percentage of respondents who had contacted the Village during the past year (excluding don't knows)



## Q12. Satisfaction with Glencoe Golf Club

by percentage of respondents who have used the Glencoe Golf Club facilities in the past 24 months



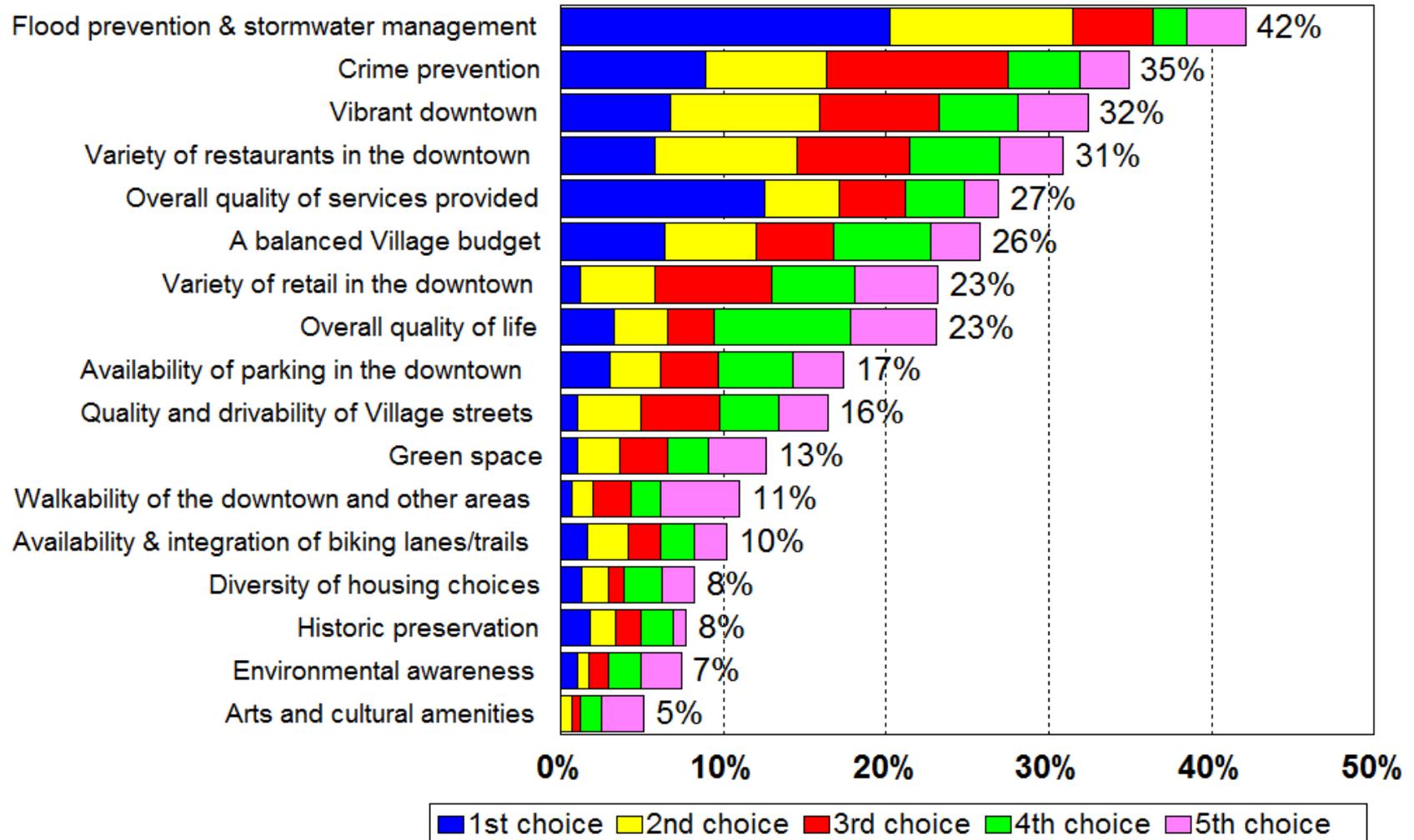
Source: ETC Institute (2015 - Village of Glencoe, IL)

# *Major Finding #3*

## Top Community Priorities

# Q19.1 Community Priorities That Should Receive the Most Emphasis Over the Next Two Years

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



**The Community Priorities That Residents Feel Should Receive the Most Emphasis Over the Next Two Years Are: 1) Flood Prevention & Stormwater Management, 2) Crime Prevention, and 3) a Vibrant Downtown**

# Importance-Satisfaction Analysis

## Top Priorities for Maintenance, Utilities, and Police, Fire and Paramedic Services

### Highest Priorities

- Storm Water Management and Drainage
- Adequacy of Village Street Lighting

### Medium Priorities

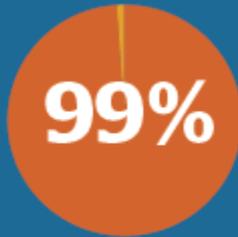
- Plowing of Sidewalks
- Maintenance of Sidewalks
- Efforts to Prevent Lesser Crimes
- Efforts to Prevent Serious Crimes

# Summary

- **Residents Have a Very Positive Perception of the Village**
  - ❑ 99% rated Glencoe as an excellent or good place to live
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- **Glencoe Rated Significantly Higher Than Other Communities in Nearly All Areas That Were Compared**
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- **Top community priorities for over the next 2 years:**
  - ❑ Flood Prevention & Stormwater Management
  - ❑ Crime Prevention
  - ❑ A Vibrant Downtown

Crime dining police  
Keeping Flooding need Village  
residents other  
enough Storm diversity  
community school business taxes big because way  
living homes all see property parking  
being public place schools here plant feel much  
area tax Lack park banks live needs keep  
quality control Green issue houses make traffic street choices  
management vibrant years space good going high lower cleaners  
spaces salons safety options Flood Theatre people  
trees district use think  
housing services retail like businesses  
some about new stores building  
budget restaurant state town better  
streets issues  
many water great Maintaining  
Glencoe restaurants theater small  
Maintain Writers affordable

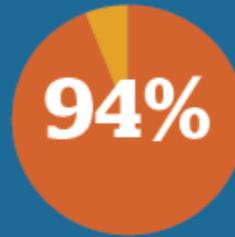
# Investment in Community Services



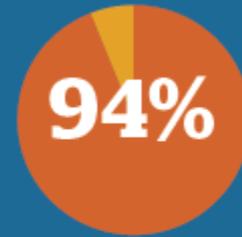
rated Glencoe as an excellent or good place to live



are very satisfied or satisfied with the police, fire and emergency medical services provided by the Public Safety Department



are very satisfied or satisfied with maintenance of the downtown, traffic signals, municipal buildings and streets



thought that when they spoke with our employees, the employees were courteous and polite

## Planned Investments and Projects

**FY 2017 Infrastructure Improvement**  
**Training and Technology**  
**Services**  
**Public Safety**

# Sound Fiscal Management

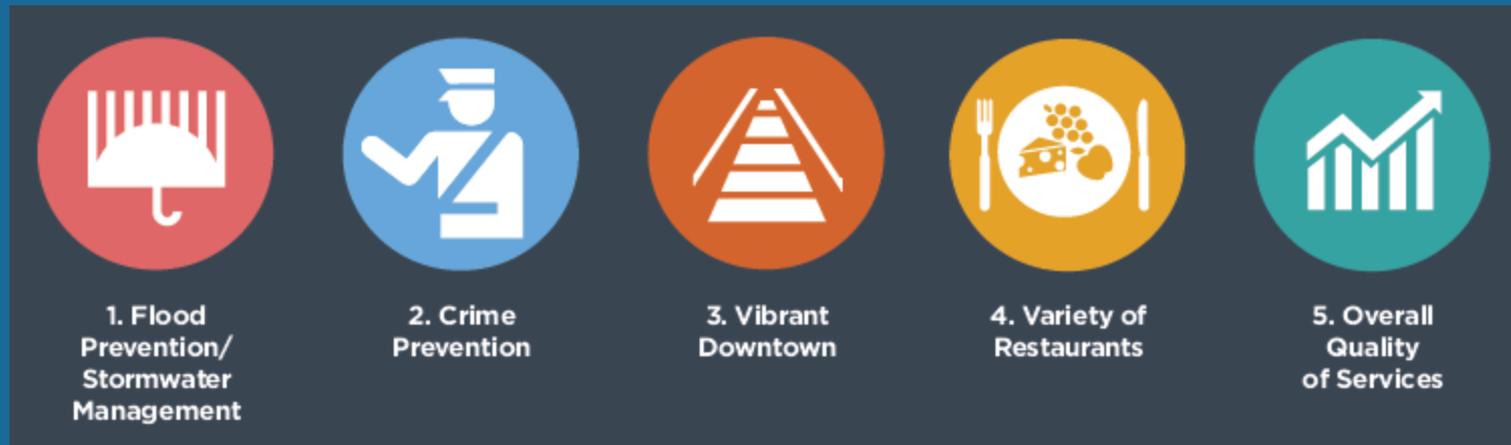


- ✓ 71% excellent or good value for Village tax dollar
- ✓ Balanced budget amid State budget crisis
- ✓ Maintain high quality services
- ✓ Property taxes

## Planned Investments and Projects

**Financial Reporting and Budgeting**  
**Evaluate Revenue Opportunities**

# Survey Responses: Priorities



## Planned Investments and Projects:

Storm Water

Crime Prevention

Vibrant Downtown & Variety of Restaurants

Overall Quality of Services

# Continuous Improvement



Garbage collection  
program study



Complete water  
system analysis



Technology  
investments in  
Village operations



Redesigned, simple to  
navigate website with more  
information and  
citizen self-service options

## Planned Investments and Projects

Evaluate Street Lighting

Garbage Collection Study

Complete Water System Analysis

Training, Technology and Process Improvement

Public Info and Transparency