

MEMORANDUM

To: Village President Rothing and Board of Trustees
From: Ryan Mentkowski, Assistant to Village Manager
Date: April 25, 2016 Village Board Meeting
Re: 2015 Calendar Year Citizen Survey & Deer Survey Results.

The last day to fill out the 2015 Citizen Survey and Deer Surveys was April 15, 2016. The survey was available on the Village website, in two of the Village's newsletters and sent out multiple times through email to our Village contacts. This is the second year that we have combined the Citizen Survey with the Deer Survey. In years past, the Deer Survey was done in the fall and the Citizen Survey in the spring, but we have found that this method provides additional participation with the Citizen Survey. Overall, participation in the Citizen Survey was up one response compared to the last year, but still we are up from two years ago when 18 people participated.

The summary of the survey results can be found in documents which are attached with this memo:

Tab 1: "Bannockburn 2016 Annual Citizen Survey Results" (for year 2015 services) illustrates the comparison of scoring between 2014 and 2015. Tab 1 also includes the summary document titled "2015 One Last Question Survey" which was an additional question posed to the residents regarding the qualities that Bannockburn possessed when residents originally purchased their homes.

Tab 2: "2015 Citizen Survey – Open Ended Responses" summarizes the open ended comments made by residents in regards to the major subjects reviewed in the survey.

Tab 3: "2016 Deer Survey Results (2015 year)" summarizes the real and perceived deer population situation in the Village of Bannockburn.

Tab 4: "2015 Citizen Survey Results, All Respondents / All Responses" contains all the results for all the respondents who took the survey.

Tab 5: Contains the hard copy original of the Bannockburn Citizen and Deer Survey Calendar Year 2015, as well as the Bannockburn Survey "One Last Question" inquiry.

In summary, the following information relates to the survey results received from residents:

- We received 56 responses this year (27 online & 29 paper copies). We received a total of 55 surveys last year with a total of 17 online and 38 paper copies. It appears that more people are utilizing the digital copies, which will help reduce staff input time greatly!
- When comparing 2015 to 2014, and looking at the “Service or Condition”, “Public Information & Communication”, “Public Information & Communication – Police and Admin Staff”, “Citizen’s Interaction with Village Government”, “Citizen’s Perception of Bannockburn” and the “Perception of Bannockburn Green Retail Center”, the Village improved the satisfaction scores on 19 of 37 of the total topics (the previous year we improved on 25 of 38). In addition, one score also remained the same from the previous year.
 - The percentage range of the increased scores varied from 0.21% - 12.86%. The “Value received for Village Taxes” had the highest year over year increase with a 12.86% increase, which could be due to the fact that we did minor tweaking to the question to better illustrate that a majority of the tax levy was not from the Village of Bannockburn.
 - The percentage range of decreased scores varied from 0.21% - 5.98%. The two lowest scores were from the topics “Storm water management” (-5.98%) and “Traffic flow within the Village” (-3.45%). While both scores were the two highest scores, we should note that residents are still “Satisfied” with these services.
- We also added a new category regarding the Village’s use of road salt. However, it should be noted that the score came in at 2.77 which illustrates that perception regarding our use of salt was “about right”. (If they scored it a “1” we were using too much salt and if they scored it a “2” we were not using enough.)
- The “Service or Condition”, “Public Information & Communication”, “Public Information & Communication related to Village Staff and Police Department Staff” all had scores of greater than 4, which indicates satisfaction with those services.
- The areas which are still below the “satisfied” range are “Interaction with Plan Commission and Zoning Board of Appeals” (3.94), “Interaction with Architectural Review Commission” (3.67), “Quality of Retail Stores” in Bannockburn Green (3.97) and “Quality of Restaurants” in Bannockburn Green (3.44).
- When comparing 2015 to 2014 in regards to the event satisfaction, Staff would note the following percentage score differences:
 - Concert in the Park saw an increase of 5.74% in satisfaction for a total score of 4.42;
 - Community Safety Day at Bannockburn Green Retail Center saw an increase of 6.25% in satisfaction for a total score of 4.25;
 - The Battle of Bannockburn BBQ saw a decrease of 1.09% in satisfaction for a total score of 4.54;

- The Bannockburn Day Festival saw an increase of 2.49% in satisfaction for a total score of 4.52;
 - The Golf Scramble saw an increase of 9.28% in satisfaction for a total score of 4.83; and
 - The Winter Hayride and Sing-a-long saw an increase of 7.58% in satisfaction for a total score of 4.54.
 - Overall, the numbers presented still are very high satisfaction totals, and it would appear that the people attending the events are having a good time.
- This year the “one last question survey” was added which asked “what specific qualities about Bannockburn attracted you to the Village when you originally purchased your home?” The options that people were provided are illustrated in tab 5 and follows the citizen and deer survey. The top three qualities were “lot size”, “natural physical beauty” and abundance of trees and landscaping”. In a close second were “privacy and opacity” and “Village location”. As younger families continue to purchase in the Village, it will be interesting to see if the qualities that attract people to Bannockburn stay the same or start to shift to things like the Bannockburn School System.
- The “demographics” of the survey takers are as follows:
 - The average length of time a resident filling out the survey has lived in their current residence is 22.07 years.
 - The largest age group within the residences who filled out the survey is for “persons over 65” years of age: 46.
 - There were 23 persons under 19; 9 persons 20-34; 23 persons 35-54; and 25 persons 55-65.
- The deer survey results are also attached as Tab 3 and are summarized as follows:
 - The most common ‘number of times deer were seen on the property’ was between 1-10 (26 total). (this is over an entire 365 day year)
 - Page 2 illustrates the most common number of observed effects of Deer on residents’ property. The most common were that they “ate vegetation” and “dropped feces”.
 - Page 3 illustrates the deer activity (real or perceived) compared to the previous year. A majority of the respondents noted that the activity was the same (27).
 - Page 4 illustrates the deterrents that were used to stop deer activity on residents’ property. A majority of the respondents noted they utilized “no deterrents”.
 - Page 5 illustrates the number of times deer have been observed on the streets of Bannockburn, as well as whether anyone had been involved in deer-vehicle accidents in Bannockburn. A majority of the respondents noted that between 1-5 deer had been seen on the streets over the last year. In regards to the deer-vehicle accidents, there were NO respondents who noted they were involved in an accident.