

MEMORANDUM

To: Village President Rothing and Board of Trustees
From: Ryan Mentkowski, Assistant to Village Manager
Date: February 15, 2017 Village Board Meeting
Re: 2016 Calendar Year Citizen Survey Results

The last day to fill out the 2016 Calendar year Citizen Survey was February 10, 2017. The survey was available on the Village website (with a link to SurveyMonkey.com), was mailed directly to all homeowners in the Village, referenced in the Village's February/March newsletter and sent out multiple times through email to our Village contacts. The main difference this year was that there was no Deer Survey performed in conjunction with the Citizen Survey. In addition, this year's survey was slightly modified to provide more of a "strategic planning" focus to match the strategic planning work the Village Board has been performing. Overall, this year's participation in the Citizen Survey was a total of 67 respondents, which is up 11 responses compared to last year (2015). This is up from the 2013 when only 18 people participated.

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

Tab 1: "Bannockburn 2017 Annual Citizen Survey Results" (for year 2016 services) illustrates the comparison of scoring between 2016 and 2015. Because of the addition of new questions, some of the questions will have no comparison between the years.

Tab 2: "Important Qualities for the Future" illustrates the tabulation of scores to the question of "What specific qualities about Bannockburn do you feel are important for the future?"

Tab 3: "2017 Citizen Survey – Open Ended Responses" summarizes the open ended comments made by residents in regards to the major subjects reviewed in the survey.

Tab 4: "2017 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 Survey Calendar Year 2016.

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

- We received 67 responses this year (21 online & 46 paper copies). We received a total of 56 surveys last year with a total of 27 online and 29 paper copies. The increase in paper copies compared to last year is likely due to the fact that we performed a direct mailing this year (direct mailings typically provide a higher response rate).
- The newest part of this survey was the focus on strategic planning. The residents were asked questions about the proposed overarching goals for the Village, to help ensure thoughtful and relevant decision-making, prioritization and budgeting. The results are illustrated on page 1 of Tab 1. The two highest rated goals were “Ensure Operational Excellence” (4.12) & “Preserve Village Character. Adapt and Encourage Progress” (4.10). The lowest rated goal was “Promote the Village of Bannockburn” (3.39).
- The residents were also provided the proposed Village of Bannockburn Mission statement and asked whether they agree with the Mission statement and whether they would participate in a focus group that would discuss the Village’s goals and Mission statement.
 - As to the question whether they agree with the Mission statement, 66 people responded to the question with 95% of the residents responding that they agreed with the statement.
 - As to the question whether they would participate, 64 people responded to the question and 43% (28) responded they would be willing to participate.
- When comparing 2016 to 2015, and looking at “Operational Excellence” (Tab 1, page 1 & 2, part 1 & 2), the Village satisfaction scores were less than the previous years for all 5 topics (this is following two years of general increases).
 - The percentage range of the decreased scores varied from 1.80% - 6.05%. The two lowest scores were from the topics “Traffic flow within the Village” (-6.05%) and “Landscape Maintenance in public areas” (-3.69%). We should note that residents are still “Satisfied” with these services (all have scores of 4 or greater).
 - Part 2 of the operational excellence topic was a request to rank the same topics, but identify which one is more important than the next. This is the first year we have performed this question and it was clear from the hard copy responses that some of the respondents did not fully understand the difference in ranking versus rating. Overall, the scores of the ranking ranged from 3.19 to 3.69, which illustrates a “Neutral” – “Important” view of all six of the categories.
- When comparing 2016 to 2015, and looking at “Operational Excellence” (Tab 1, page 2, part 3), the Village satisfaction scores were less than the previous years for 11 of the 15 topics.
 - The highest score increases were from “Village Police Department’s Service – Courteous” (1.75%) and from “Village Staff’s Customer Service – Courteous” (1.72%).

- The lowest scores were from “Path – maintenance (repaired and in good condition)” (-8.83%) and “Path –snow removal” (-8.32%). The drops in satisfaction dropped both of these categories from “Satisfied” to “Neutral” (down to a score in the “3” range).
- We continued with the category regarding the Village’s use of road salt, with the addition to the question of “should we salt roads only if the snow pack gets icy”? For the results for the use of salt, 83% stated the use was “about right”, 11% stated the use as “too much” and the remaining 6% felt “not enough” salt was used. In regards to the question related to only using salt when the snow pack getting icy, 60% of the respondents answered “No” and the remaining 40% responded “Yes”.
- When comparing 2016 to 2015, and looking at “Foster an Engaged Community & Strengthen Partnerships” (Tab 1, page 3), the Village satisfaction scores dropped on all 3 responses [website, newsletter, communications]. The drop in scores ranged from 6.59% to 8.09%. The biggest drop was in “overall effectiveness of Village communication”.
- When comparing 2016 to 2015, and looking at the “Excellence in Government” (Tab 1, page 3), the Village satisfaction scores dropped on all 3 responses [interaction with Board, PCZBA, and ARC]. The drop in scores ranged from 8.77% to 9.61%. The biggest drop was in “Interaction with Board of Trustees”, which now has dropped below “Satisfied”.
- When comparing 2016 to 2015, and looking at the “Promote the Village” (Tab 1, page 3), the Village satisfaction scores dropped on all 5 previously asked questions. This year there were 4 new questions added, which will be examined next year. The drop in scores ranged from 1.30% to 2.70%. The biggest drop was in “Appearance of Village entrances – Pillars and Fences” and “Appearance of Village Entrances – Holiday Lighting”. It should be noted that even though there were drops in these scores, the scores are still in the “Satisfied” range (greater than 4).
- When comparing 2016 to 2015, and looking at the “Citizen’s Perception of Bannockburn Green Retail Center” (Tab 1, page 3), the Village satisfaction scores dropped on all 3 responses [parking/access, quality of stores and restaurants]. The drop in scores ranged from 0.66% to 11.49%. The biggest drop was in “quality of restaurants”, which looking at the comments related to this question, many of the people commented on their desire for a nicer sit-down restaurant.
- Tab 2 illustrates the total responses to the question of “What specific qualities about Bannockburn do you feel are important for the future?” The options that people were provided are illustrated in tab 2. The top three qualities were “natural physical beauty”, “abundance of trees and landscaping”.

- Lastly, the general “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 17.32 years (down from 22 years last year).
 - The largest age group within the residences who filled out the survey is for “persons over 65” years of age: 35.
 - There were 14 persons under 19; 15 persons 20-34; 15 persons 35-54; and 18 persons 55-65.