MEMORANDUM

To: Village President Rothing and Board of Trustees

From: Ryan Mentkowski, Assistant to Village Manager
        Joan Koriath, Administrative Coordinator

Date: January 28, 2019 Village Board Meeting

Re: 2018 Calendar Year Citizen Survey Results

We administered the Citizen Survey for 2018 after taking a year off in 2017. The survey was mailed to all residents on December 11, 2018 with a due date of January 10, 2019. The Citizen Survey was available on the Village website (with a link to Surveymonkey.com). This year, there was once no Deer Survey attached with the Citizen Survey.

This year’s survey was again aimed at verifying the satisfaction with the overarching goals, as well as the evaluation of Village operations, communication, engagement and economic development. Additionally, we requested feedback on the Comprehensive Plan and Mission Statement. Overall, this year’s participation in the Citizen Survey was a total of 60 respondents, which is down from 67 responses in 2016.

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

**Tab 1:** “Bannockburn 2018 Annual Citizen Survey Results” (for year 2018 services) illustrates the comparison of scoring between 2018 and 2016 (and 2015 if applicable). Because of the addition of new questions, some of the questions will have no comparison between the years.

**Tab 2:** “2018 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:** “2018 Citizen Survey Results, All Respondents / All Responses” contains all the results for all the respondents who took and completed the survey.

**Tab 4:** Contains the hard copy original of the Bannockburn Citizen Survey Calendar Year 2018.
In summary, the following information relates to the survey results received from residents:

- We received 60 responses this year (21 online & 39 paper copies). We received a total of 67 surveys in 2016. The lower completion of the survey could be the result of the short notice of the survey, which reduced our ability to promote the survey, and administering the survey in December, which is a busy time of the year.

- We asked the participants to rank and rate the Strategic Planning goals. The ranking results indicated a significantly higher score of 3.97 versus 3.39 in 2016 in “Promote the Village of Bannockburn”. The increase in score is consistent with the significant number of open-ended comments encouraging promotion of the Village. The rated results, which was added this year, indicated also that “Promote the Village of Bannockburn” was the most important goal.

- The residents were asked to indicate whether they agree with the Village of Bannockburn Mission statement. An overwhelming number of respondents indicated “Yes” or (96.49%) they agreed with our current mission statement.

- We added a question this year to determine whether they feel the Village’s Comprehensive Plan needs to be update in 2019. Though most respondents agreed (77.97%), some of the open-ended comments suggested the Village review now, every 5 years or 10 years.

- The results of “Operational Excellence- service or conditions/roads”, showed an increase of satisfaction in 7 of 9 areas. The “Path -maintenance” score increased to 4.18 (2018) from 3.97 (2016). The “Public area -snow removal” score increased to 4.20 (2018) from 4.06 (2016). The “Street maintenance” questions results indicated a lower score then in 2016, 4.37 (2018) which was down from 4.46.

- The “Operational Excellence-service or condition (general)”, overall indicated a decrease in satisfaction. The most significant decrease in satisfaction was in “Storm Water Management”, 3.57 (2018) and 4.02 (2016). The “Traffic flow within the Village”, question received negative comments regarding the increased traffic, rush hour surge of traffic, and safety concerns about the intersection of Rt. 22 and 43. The “Service by Staff” indicated a small decrease in satisfaction with the Administration Staff and Police Department. In contrast, open ended comments, thank the Administration Staff and Police Department for their hard work and commitment.

- We added a question this year about salting the streets or “Do you agree with the Village’s Salting Policy?”. A majority of respondents (94.74%) indicated “Yes”. There were positive and negative open-ended comments on the 2018 (and probably current) and winter 2017 salting methods.
The “Foster an Engaged Community & Strengthen Partnerships-Public Information & Communication” rating did show an increase in satisfaction over 2016, there were very few open-ended comments that would help us better understand the ideas and needs of our residents. The Overall effectiveness of Village Communication increased to 4.34 (2018) from 4.08 (2016), which was a decrease from 4.44 (2015). Open ended responses indicated a desire for alternative methods like text messages, when communicating with residents.

- Overall, the “Excellence in Government-Citizen Interaction with Village Government” question did indicate an increase in satisfaction, “Interaction with the Board of Trustees”, resulted in 4.02 (2018), and 3.77 (2016). Similar results were seen in the Interactions with PCZBA and ARC categories.

- In the category, “Promote the Village-Citizen’s Perception of Bannockburn”, when comparing 2018 to 2016, the Village satisfaction scores decreased in 7 of 9 areas, with ranges from 4.65 to 4.02. The rating of “Bannockburn as a place to live” satisfaction decreased to 4.65 (2018) from 4.72 (2016). A significant number of respondents indicated satisfied or very satisfied on how they love living in Bannockburn!

The “Appearance of Village Entrances-Signs” showed the most significant decrease in satisfaction 4.03 (2018) to 4.23 (2016). The question “Would you like to see improved entrance signs in Bannockburn?”, only received “Yes” from 43.86% of the respondents. Comments by respondents noted the street signs are too small, need to promote the character of the Village, the pillars need to be cleaned, and to improve flowers/landscaping. The Open Space and the Village Shelter showed a slight increase in satisfaction.

- Village Safety is always noted as important to residents. The question “Do you currently use the Village’s Vacation Watch Service?” indicated 61.70% of respondents utilize this police service.

- 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 23.02 years (up from 17.32 in 2016).
  - The largest age group within the residences who filled out the survey is for “persons over 65” years of age: 56. This is an increase in “over 65” respondents from 35 (2016).
  - There were 24 persons under 19; 8 persons 20-34; 23 persons 35-54; and 25 persons 55-65.

The demographic data indicated that most respondents were over 65. The results also indicate an increase in children/teens have moved into the Village.

Thank you!