BACKGROUND AND ANALYSIS
In the fall of 2019, the Village partnered with survey administration firm ETC Institute to field a community survey to better understand the community’s satisfaction with core Village services and to gain insight into the community’s priorities relating to special projects and initiatives. Conducting the 2019 Community Survey was an action item as outlined in the governance goal of the Strategic Plan, which directed staff to: “Evaluate and implement community engagement initiatives to determine satisfaction with Village services and future community priorities.”

As determined by the Village Board at the June 20, 2019 Committee of the Whole meeting, the primary goals of the survey were to collect feedback from residents on a comprehensive set of perceptions about the Glencoe community and Village services, while also giving residents an opportunity to give the Village Board input on high-level initiatives as future policy, Strategic Plan and budget priorities are developed. Secondarily, the survey was designed as a tool to benchmark current satisfaction levels to the 2015 survey results to help identify service areas where satisfaction improved or declined.

At the December 19 Village Board meeting, staff will provide an initial presentation of the survey results. This will provide the Village Board with the opportunity to evaluate the results and give staff feedback on service areas that warrant further attention. A copy of ETC Institute’s survey report, an infographic summarizing results, tabular survey data and open-ended comments are attached to this memorandum. These materials will also be shared with the community via the Village’s website, social media, eNews and the upcoming edition of Inside Glencoe.

SURVEY METHOD AND RESPONSE RATE
As with the 2015 survey, ETC Institute mailed a paper copy of the survey to all Glencoe households in late September. Community members were given the option to mail back the completed survey or to
complete and submit the survey online. Additionally, the community was informed that all responses were to be kept anonymous and that only one response per household would be counted. The survey asked residents to rank their level of satisfaction with perceptions of life in Glencoe and core Village services and asked several open-ended questions about services and future priorities. When responding to the satisfaction questions, residents had the option to respond “don’t know” if they were unfamiliar with a topic or did not have an opinion.

ETC Institute established a goal of collecting 400 responses, which was far exceeded, with a total of 610 of 3,325 households responding. With an approximate 18% response rate, the results have a 95% level of confidence. Additionally, the home addresses of respondents were geocoded, showing a representative response across the community was collected.

Note that the summary below and ETC Institute’s full report include some benchmarks where possible. In addition to benchmarking responses against the 2015 Community Survey, ETC Institute also provided benchmarks for certain questions to responses collected from random samples of residents living in the region (including Illinois, Ohio, Michigan, Indiana and Pennsylvania), as well as throughout the United States.

SURVEY FINDINGS
Overwhelmingly, the survey illustrated that the community’s satisfaction with life in Glencoe and core Village services is very high, as evidenced by 99% of respondents rating Glencoe as an excellent or good place to live, which is 28% above the U.S. average. Relating to the Village organization specifically, there were similarly positive reviews, with 93% of respondents indicating they were very satisfied or satisfied with overall Village services. Perhaps one of the biggest gains in positive perceptions since 2015 is the fact that there was an 11% increase (from 65% to 76%) in number of respondents indicating that they believe the community is moving in the right direction, which is 28% above the U.S. average.

While these positive trends generally continue on a service-by-service basis in many cases, the survey results also show that there are a number of service areas that warrant attention. With that in mind, feedback on core service areas, including those needing improvement, are highlighted below along with input on special projects. (Note: The following summary statistics exclude those who did not have an opinion).

- Quality of Life and Perceptions of the Village: Like in 2015, nearly all residents - 99% - rated Glencoe as an excellent or good place to live, and 97% rated Glencoe as an excellent or good place to raise children. 96% rated quality of life in Glencoe as excellent or good, and 96% were very satisfied or satisfied with the overall image and reputation of the Village.
  a. Continuous areas: Areas of improvement in overall perceptions of the community include inclusion efforts, as evidenced by 44% satisfaction with inclusion of diverse populations. Similarly, the survey showed 45% satisfaction with the diversity of housing stock in the community. Other potential areas of improvements to quality of life centered on downtown, with low levels of satisfaction in the variety of options for eating and shopping and the availability of parking. Notably, negative opinions about parking were also expressed in the open-ended question responses.

- Overall Village Services, Village Communications and Customer Service: 93% were very satisfied or satisfied with overall Village services, and 83% were very satisfied or satisfied with the
responsiveness and ease of access to Village staff. 73% were very satisfied or satisfied with the value received for tax dollars, which is 36% above the U.S. average response. 79% were very satisfied or satisfied with the overall effectiveness of communication, with an overwhelming percentage of respondents listing Inside Glencoe (74%) as a main source of information for Village services. For customer service, of those who had contacted the Village during the past year, 94% strongly agreed or agreed that Village employees were courteous and polite, 85% strongly agreed or agreed that employees gave prompt, accurate and complete answers to questions, and 84% strongly agreed or agreed that employees responded in a timely manner.

a. **Continuous growth areas:** Less than two-thirds (58%) of respondents were satisfied with the level of public involvement in decision making. Similarly, only 56% of respondents were satisfied with the responsiveness of the Village Board.

- **Look, Feel and Maintenance of the Village:** 96% of respondents gave a rating of very satisfied or satisfied with the overall cleanliness of streets and public areas in Glencoe, with similarly positive very satisfied or satisfied reviews for the cleanliness of downtown (94%), snow plowing services (89%), maintenance of streets (88%) and mowing and trimming in public areas (86%). When asked to rank maintenance priorities, Village streets, sidewalks, the downtown, snow plowing of streets and the adequacy of street lighting in residential areas were selected as the highest priorities.

  a. **Continuous growth areas:** 66% of respondents were satisfied with the adequacy of street lighting in residential areas, with 64% satisfied with the maintenance of private lawns, trees and shrubs which suggests that the Village might increase efforts to enforce property maintenance standards.

- **Building Permits and Construction:** While still needing improvement, since the 2015 Community Survey, there was an 8% increase (from 41% to 49%) in the number of respondents very satisfied or satisfied with the Village’s regulation of residential construction traffic. Similarly, there was an 8% increase (from 51% to 59%) in the number of respondents very satisfied or satisfied with the maintenance of residential construction sites.

  a. **Continuous growth areas:** With distinctly low satisfaction levels collected through questions relating to building permits and construction, this service area will be under review in 2020. Specific attention will be paid to the overall ease of completing building permit regulatory processes and the time it takes obtain permits. Turning to enforcement, the regulation of residential construction traffic will also be an area of focus.

- **Garbage, Recycling and Special Collection Services:** With the transition to contracting with Lakeshore Recycling Systems (LRS) for garbage collection services, satisfaction with the new service provider was reviewed very positively. Respondents gave very satisfied or satisfied ratings for the following services: curbside/top of drive collection (91%), curbside/top of drive recycling service (89%), semi-annual clean-up days (91%) and curbside leaf collection (79%). Satisfaction levels will continue to be monitored as the contract with LRS is administered.

  a. **Continuous growth areas:** 60% of respondents indicated being satisfied with total fees for garbage and recycling services. Fees and fines for all Village services are evaluated annually as part of the budget process. Relating to special programs above and beyond those offered through LRS, there was a 61% satisfaction level with document destruction events, likely due to their infrequency (they are often scheduled every other year in partnership with the Solid Waste Agency of Northern Cook County).
- **Environmental Sustainability**: Related to recycling, the Village asked respondents to rank priorities from a list of sustainability initiatives, with the following initiatives being deemed very important or important: Recycling, waste management and composting (92%), resource conservation (87%), reduction of single-use plastics (86%), active transportation options (85%) and green infrastructure, green building and sustainable planning (80%). These results will be shared with the Sustainability Task Force as they consider next steps for implementing the EcoDistricts Protocol framework in Glencoe.

- **Water Distribution/Utility Services**: 93% of respondents were very satisfied or satisfied with the overall quality of water utility services, with 90% satisfied with the ease of paying their water bill, 90% satisfied with the taste of the drinking water and 89% satisfied with the smell of drinking water (note very low dissatisfaction levels were reported for the taste and smell of drinking water, with the remaining group of respondents having a neutral opinion on the matter).
  
  a. **Continuous improvement area**: As with the 2015 survey, the quality of storm water management in residential areas continues to have relatively low satisfaction, at 64%. Note, however, this is a 5% improvement from the percentage of those very satisfied or satisfied with storm water management in the 2015 Community Survey.

- **Glencoe Golf Club**: As the fundraising plan for the Glencoe Golf Club clubhouse is developed, the Village wanted to gauge general use of the golf course and desire in the community for additional private event space. 35% of respondents reported playing golf, and 43% of those respondents reported playing golf at the Glencoe Golf Club more frequently than other locations. 47% of those respondents who play golf also reported using the driving range at the Golf Club. Of all respondents, non-golfers included, 48% agreed that there is a need for additional private event space in the community.

- **Police, Fire and Paramedic Services**: Like in 2015, police, fire and paramedic services received extremely high ratings both overall and when broken down into subcomponents of the service. 94% of respondents were very satisfied or satisfied with the overall quality of emergency medical services, with 94% satisfaction with the quality of fire protection services and 93% satisfaction with the overall quality of police protection services. Results also showed 94% satisfaction with police and fire emergency response times. With the consolidation of 911 dispatching services to the Village of Glenview, respondents continued to report satisfaction with the speed with which their call was answered and overall emergency response time.
  
  a. **Continuous growth areas**: While still rated high, the lowest ranking subcomponent of public safety services is related to education and awareness programs, with 84% satisfaction.

- **Special Initiatives**: New to the 2019 Community Survey, respondents were asked pointed questions relating to specific Strategic Plan initiatives including the Village’s governance structure, the future of the south end of downtown and next steps for the Water Treatment Plant. Given the complexity of these topics, respondents were encouraged to review topic summaries on the Community Survey webpage. Summaries of the feedback for each topic are as follows:
  
  a. **Governance**: Respondents were asked to state the level with which they agree with the Village Board having increased authority on a number of areas. The area with the most agreement was the Village Board having increased authority in encouraging and
facilitating new commercial development (68% strongly agreeing or agreeing), with the area receiving the least support being the Village Board having increased authority to implement taxes that would apply to visitors and non-residents (47% strongly agreeing or agreeing). More feedback is needed from the Village Board to determine next steps on evaluating the Village’s governance structure.

b. **South end of downtown/Public Works Garage:** Respondents were asked to identify priorities for the south end of downtown, should the Public Works Garage be relocated to a different location. Of the five alternative uses for that space presented, respondents ranked restaurants and retail as their highest priorities. This information, alongside the wealth of information collected in the Downtown Plan development process, will be considered as a committee is formed to evaluate next steps.

c. **Water Treatment Plant:** Respondents were asked to rank priorities for considerations relating to the future of the Water Treatment Plant. Of the four considerations presented, residents indicated that making energy efficient, green upgrades to the facility was the highest priority, followed by producing our own water. Respondents did not rank combining facilities or exploring options to purchase water from another community as high priorities.

- **Overall Community Priorities:** The last survey question asked respondents to rank overall community priorities from a list of 18 services and attributes. Of those, the following received the highest percentage of very high or high priority responses: Overall quality of life (96%), flood prevention and stormwater management (91%), quality of services provided (92%), crime prevention (91%) and a balanced Village budget (89%).

**NEXT STEPS**
This initial summary is the first step toward analyzing the community survey results and drawing conclusions to help improve various service areas. In the coming months, the results will be shared across the organization, as well as with the Village’s various volunteer committees and commissions and the community at-large. Staff will present components of this summary at the December 19 Village Board meeting and look forward to your feedback.

**ATTACHMENTS:**
1. Community Survey Results Infographic
2. ETC Institute: Glencoe 2019 Resident Survey Findings Report
3. ETC Institute - Community Survey Open Ended Responses