VILLAGE OF GLENCOE
MEMORANDUM
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Date: July 20, 2023

Staff Contact: Sammy Hanzel, Communications Manager, Village Manager's Office

Agenda Item: ***Review of 2023 Community Survey Results***

Strategic Priority Addressed: Community Engagement, Organizational Development, Operational Effectiveness

BACKGROUND AND ANALYSIS

In early 2023 the Village partnered with survey firm ETC Institute, Inc. (ETC) to administer 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. The Village's current Strategic Plan includes an initiative to "evaluate and implement community engagement initiatives to determine satisfaction with Village services and future community priorities."

As background, the Village's last two community surveys were conducted in 2015 and 2019, also by ETC; therefore, secondarily, this survey was designed as a benchmarking tool to measure improvements or declines in service area satisfaction levels.

At the July 20 Committee of the Whole meeting, staff will present the 2023 survey results and will provide the Village Board with its opportunity to evaluate these results. These results will also be a critical component of the Village's strategic planning efforts as we work to update our Strategic Plan in early 2024. A copy of ETC Institute's survey report, an infographic summarizing results, tabular survey data, open-ended comments and GIS mapping of results are attached to this memorandum. Additionally, new to the Village's survey process, ETC developed an interactive online dashboard with the results of the 2023 survey benchmarked against the Village's 2015 and 2019 surveys, as well as Plains region and nationwide standards. All results have been made available on the Village's website. These materials will also be shared with the community via social media, eNews and the upcoming edition of *Inside Glencoe*.

SURVEY METHOD AND RESPONSE RATE

In March a seven-page survey was mailed to all households in the Village. The mailed survey included a cover letter explaining the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to complete the survey online. Approximately 10 days after the surveys were mailed, residents who received the survey were

contacted by text message to encourage participation. Staff likewise utilized eNews and social media posts to encourage participation from the community. Responses were anonymous and only one survey response was counted per residential address.

The goal was to receive at least 400 completed surveys to yield a statistically significant response. This goal was far exceeded, with a total of 542 households completing a survey. The results for the sample of 542 households have a 95% level of confidence.

SURVEY FINDINGS

The results of the 2023 survey were extraordinarily positive and better than most of ETC's client communities in terms of percentage of respondents *and* overall satisfaction with services. ETC informed the Village that it has once again been awarded their "Leading the Way Award" which recognizes local governments that rank in the top 10% of all communities in the United States with regard to resident satisfaction with the overall quality of local governmental services, customer service, and the value provided for local taxes/fees.

Since the last survey conducted in 2019, global, national and local changes and events could influence responses and satisfaction ratings. For instance, a worldwide pandemic, the national social climate around law enforcement and national issues were all external hurdles the Village has faced since last surveying the community. Internally, a number of individuals serving on the Village Board has changed and a large number of the Village's staff have been hired since 2019; in particular, changes in staffing has the potential to negatively impact satisfaction with services. Finally, since 2019 the Village has passed multiple referendums for funding infrastructure improvements. Despite these factors, when comparing 2023 results to 2019 results, satisfaction ratings improved or stayed the same in 102 of the 115 areas that were measured. Of the areas with decreases in satisfaction, only one saw a "significant" decrease of greater than -5%. These trends are highlighted further below. Overall, the results of the survey reflected an overwhelmingly positive view of Glencoe and Village services, and feedback also highlights areas for further attention in the coming years.

(*Note:* the following summary statistics exclude responses that indicated no opinion on a topic by marking "don't know")

- **Quality of Life and Perceptions of the Village:** Like in 2015 and 2019, 99% of all residents that completed the survey rated Glencoe as an excellent or good place to live; and 98% rated the quality of life in Glencoe and Glencoe as a place to raise children as excellent or good. According to the 2023 results, the majority of residents - 98% - have a positive perception of the Village and feel safe in Glencoe.

  One area with a noticeable increase from 2019 was "Glencoe as a place to work," with a 15% satisfaction increase. Staff believes that this may be due to continued growth of the Village's business community and the growing number of people who are able to work remotely and may take advantage of public workspaces in town such as food establishments, the library or parks.

  <u>*Areas for Potential Improvement*</u> - There are a few areas in quality of life that from year-to-year, continue to have lower satisfaction levels compared to other questions asked; these include Glencoe as place to retire (58% satisfied), and the variety of shopping (45%) and dining (44%) opportunities in town. It is important to note, however, that despite these three areas being rated with noticeably lower satisfaction compared to the frequent service ratings at 80-90%, all these

areas still saw continued increased satisfaction since 2015.

- **Overall Village Services, Village Communications and Customer Service**

  For questions asked in relation to overall satisfaction with Village Services, every area saw an increase in respondents who were "very satisfied" or "satisfied." Ninety-seven percent were very satisfied or satisfied with the quality of Village services, 87% with the responsiveness of and ease of access to Village staff, including 98% saying staff were courteous and polite. Of note, 86% were very satisfied or satisfied with the Village's overall financial condition.

  Finally, 89% (a 10% increase since 2019) were very satisfied or satisfied with the overall effectiveness of Village communication, with respondents listing *Inside Glencoe* and Village weekly eNews as the two main sources of information for Village services.

  While 62% of respondents were very satisfied or satisfied with the responsiveness of the Village Board (which increased from 56% in 2015 and 2019), staff believes that this is a positive indicator, as 36% of respondents indicated a neutral response. Coupled with the very high levels of satisfaction with Village services and staff, this suggests that many community members may not have felt the need to contact the Village Board.

- **Look, Feel and Maintenance of the Village:** 97% of residents surveyed, who had an opinion, gave a rating of very satisfied or satisfied with the overall cleanliness of streets and public areas in Glencoe. Other areas that received ratings of very satisfied or satisfied included: maintenance of the Village's downtown (96%), snow plowing of Village streets (96%), maintenance of Village streets (93%), and mowing/trimming along streets and public areas (91%).

  Based on the sum of their top three choices, the maintenance services that residents feel should receive the most emphasis from Village leaders over the next two years were: (1) maintenance of Village streets, (2) maintenance of the Village's downtown, and (3) maintenance of sidewalks.

- **Building Permits and Construction:** An area of the survey that saw an increased satisfaction that directly correlates to changes to Village services, was the "ease of regulatory processes" - i.e. the Village's permitting process. This area of satisfaction increased by 11% likely because of the online permitting process that was implemented in 2020 in response to the pandemic, as well as increased staff attention to all matters related to the regulatory process. As the Village continues to improve the permitting process, staff will continue to monitor satisfaction levels.

- **Garbage, Recycling and Special Collection Services:** The 2019 community survey was the first time residents were asked about their satisfaction with garbage and recycling services following the Village's transition away from in-house services to contractual services with Lakeshore Recycling Systems (LRS). 2019 satisfaction levels were viewed very positively and again in 2023, satisfaction continues to grow. Ninety-two percent of residents surveyed, who had an opinion, gave a rating of very satisfied or satisfied with garbage collection service; 91% were very satisfied or satisfied with recycling collection service; 90% were very satisfied or satisfied with Village annual cleanup days and 89% were very satisfied or satisfied with curbside leaf collection.

- **Water Distribution/Utility Services:** Ninety-six percent of residents surveyed, who had an opinion, gave a rating of "very satisfied" or "satisfied" with the overall quality of water utility services; 92%

were “very satisfied” or “satisfied” with the ease of paying their water bill, and 91% were “very satisfied” or “satisfied” with the taste of drinking (tap) water. Satisfaction with utility services increased in all areas, particularly storm water management by an increase of 7%. The increase in satisfaction may be related to the investments made in the Village’s water distribution system since the last community survey. Likewise, since 2019 the Village has installed smart water meters in the homes of nearly all residents, and most recently implemented the smart water meter customer portal. This technology has ultimately led to better customer service and the ability to quickly detect problems such as leaks or breaks.

Areas for Potential Improvement - Although stormwater management saw great improvement over the last eight years (59% satisfaction in 2015, 64% in 2019, and 71% in 2023) this continues to be an area rank amongst residents’ top five community priorities.

- **Glencoe Golf Club:** Forty-two percent of residents surveyed, who provided a response, indicated they play golf. Of those who play golf, 47% who responded indicated they use the Glencoe Golf Club most frequently; 29% use a private club, and 23% use another public golf course. Of the 42% who play golf, nearly two-thirds (64%) indicated they would use the Golf Club’s public driving range more often if it was a full-service driving range.

  More than half (57%) of the respondents, who had an opinion, indicated they would visit the Glencoe Golf Club with the same frequency if residents of Cook County were offered a discounted rate; 36% would visit more and 7% indicated they would visit less.

- **Police, Fire and Paramedic Services:** Ninety seven percent of residents surveyed gave a rating of very satisfied or satisfied with the quality of emergency medical services, an increase compared to the last two surveys. For the other public safety services that were rated, residents gave a rating of very satisfied or satisfied with: quality of fire protection services (97%), quality of fire emergency response times (97%), quality of EMS emergency response times (96%), and quality of police response times (95%). Of the residents who used 911 service, 99% who had an opinion gave a rating of very satisfied or satisfied with emergency service response time.

  Areas for Potential Improvement - The area throughout the survey with the most significant decrease in satisfaction levels compared to the last two surveys was “enforcement of traffic laws,” which dropped from 80% in 2015 and 2019, to 75% satisfaction. Although satisfaction levels are still considered very high, staff notes it as an area for continued improvement.

  Furthermore, respondents were asked to prioritize three areas of public safety services that they feel should receive the most emphasis from Village leaders over the next two years. These included efforts to prevent serious crimes, visibility of Public Safety in neighborhoods, and efforts to prevent lesser crimes. Although these priorities are to be expected, it is still important to draw awareness to how our residents responded to this question.

- **Special Initiatives:** Similar to the 2019 survey, respondents were asked questions specific to topics that were deemed to be priorities to residents.

  Environmental Sustainability - Respondents were asked to rate the importance of various aspects of environmental sustainability. Ninety-seven percent of residents surveyed, who had an opinion, indicated protection of water, ravines and trees as very important or important; 90% rated

recycling, waste management, and composting as very important or important; 85% rated reduction of single-use plastics as very important or important; 84% rated installation of rain gardens as very important or important; and 83% rated resource conservation (water, energy) as very important or important.

Diversity, Equity and Inclusion - Residents were also asked their level of agreement with various statements regarding diversity, equity and inclusion in the Village. Most respondents (94%), who had an opinion, strongly agree or agreed that they feel welcomed in Glencoe. Other statements in which residents strongly agree or agree include: the Village as a government is welcoming and inclusive (85%), the Village as a government treats all individuals equally (84%) and the Glencoe community recognizes and respects diverse people (74%).

- **Overall Community Priorities:** The last survey question asked respondents to rank overall community priorities from a list services and attributes, the areas that were deemed very high or high priorities included: overall quality of life (95%), crime prevention (95%), quality of services provided (94%), a balanced Village budget (87%) and flood prevention and stormwater management (87%).

OPEN-ENDED COMMENTS

For some questions throughout the survey, respondents were given the option to provide free response comments. Although many comments are positive, the most frequent negative responses do mirror the areas that had lower satisfaction levels in the quantitative data, such as parking availability or lack of affordable housing options. Although negative comments may not be reflective of the opinions of all residents, they are critical data points as the Village prioritizes its work over the next several years.

SURVEY TRENDS

As noted previously, since 2019 satisfaction ratings improved or stayed the same in 102 of the 115 areas that were measured. Of all the assessed areas, the top five that showed the most significant improvement between 2019 and 2023 include the Village's social media (+21%), Village's Board meeting web streaming (+21%), interactive Village GIS maps (+16%), Glencoe as a place to work (+15%) and presence of historic structures (+14%).

Although there were 13 areas with decreased satisfaction, 12 had an insignificant change (around -1%). It is possible that the change may be due to changes in survey respondents compared to 2019, or actual change in satisfaction. While not a cause for immediate concern, staff will continue to monitor these areas.

INVESTMENT PRIORITIES

In order to help the Village identify investment priorities for the next two years, ETC conducts an Importance-Satisfaction (I-S) analysis. This analysis examines the importance that residents place on each Village service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Village services over the next two years. Based on the results of this analysis, the services that are recommended as the top investment priorities by ETC over the next two years are:

- Look, Feel and Maintenance: None of the areas assessed were rated as a high priority (due to high levels of satisfaction, therefore a lower I-S rating), but continued emphasis should be placed on adequacy of street lighting in residential areas.

- Public Safety Services: None of the areas assessed were rated as a high priority (due to high levels of satisfaction, therefore a lower I-S rating), but continued emphasis should be placed on efforts to prevent serious crimes.

NEXT STEPS

After the July 20 Committee of the Whole meeting, the full survey results will be shared with the Village's various volunteer committees and commissions, Glencoe units of governments and the community at large. Furthermore, the results of the survey will be referred to while contemplating the Village's new Comprehensive and Strategic Plans, and the development of the future budgets.

Staff will present an overview of the results of the 2023 Survey at the July 20 Committee of the Whole meeting and look forward to Board feedback.

ATTACHMENTS:

1. ETC Institute: Glencoe 2023 Resident Survey Findings Report
2. ETC Institute: Community Survey Open Ended Responses
3. ETC Institute: Survey Results Mapped