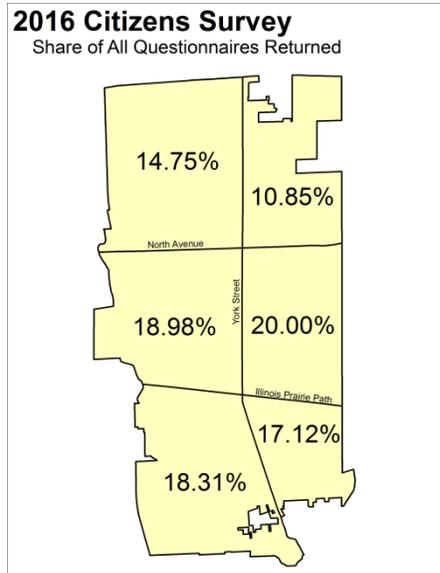

2018 City of Elmhurst Citizen Survey - Summary

Background

The City has conducted an in depth citizen survey every other year since 1994 to gather resident opinions and determine satisfaction with community services. Information gathered through the surveys provides an indication of the citizens' perceptions of quality and value of services provided, as well as their observations regarding the community's strengths and weaknesses, and problems they feel the community will face in the next five years.



The original survey instrument was developed with input from the City Council, the City Manager, and management team, with technical support from the International City/County Management Association, Northern Illinois University School of Public Administration, and with benefit of research on several successful local and out-of-state survey instruments. It was designed to provide a statistically valid sample of the community's perception and, in that regard, was judged to be accurate to within plus or minus 5%. With only minor adjustments, all successive surveys through the 2016 survey, followed the same design of the original survey instrument. Based on information received from City Council and residents on the

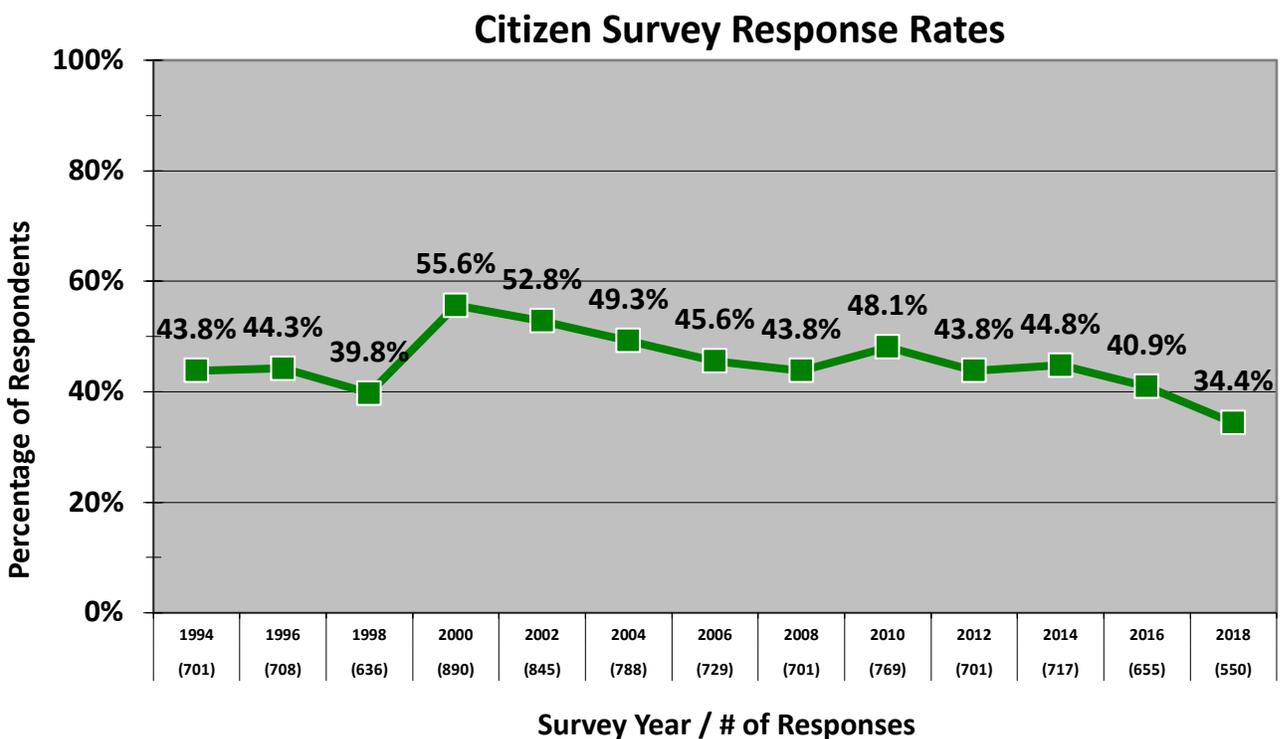
previous surveys being too lengthy with high online drop off rates, City Staff restructured the 2018 survey. Staff Directors were asked to review each section of the survey pertaining to their department and provide feedback on what results that they found most useful for future planning. The 2018 survey was condensed and reformatted to 4 pages. Many of the questions from the previous survey were included, but questions that were deemed unnecessary were eliminated. All staff directors and City Council members were consulted and asked to provide feedback of the final version.

The 2018 survey was mailed on May 4, 2018 to 1,600 randomly selected residents from the City's land management database. A reminder notice was mailed on May 16, 2018. Completed surveys were accepted until June 4, 2018. For 2018, a total of 550 surveys were returned for a response rate of 34.4% compared to the 2016 response rate of 41%. For 2016, a total of 655 surveys were returned for a response rate of 41% compared to the 2014 response rate of 45%. A response rate of 40% is considered strong. Higher response rates provide results more likely to reflect the opinions of the whole community. There were 258 (39%) of the total responses submitted online in 2016 compared to 110 (15%) in 2014. We plan to work with Elmhurst College to evaluate the survey to increase the response rate.

In reviewing this summary and the results, it is important to remember that the more

responses a question gets, the more reliable the results are, and the closer they reflect general perceptions. Questions aimed at people who had specific interactions with City government tend to have much smaller response numbers.

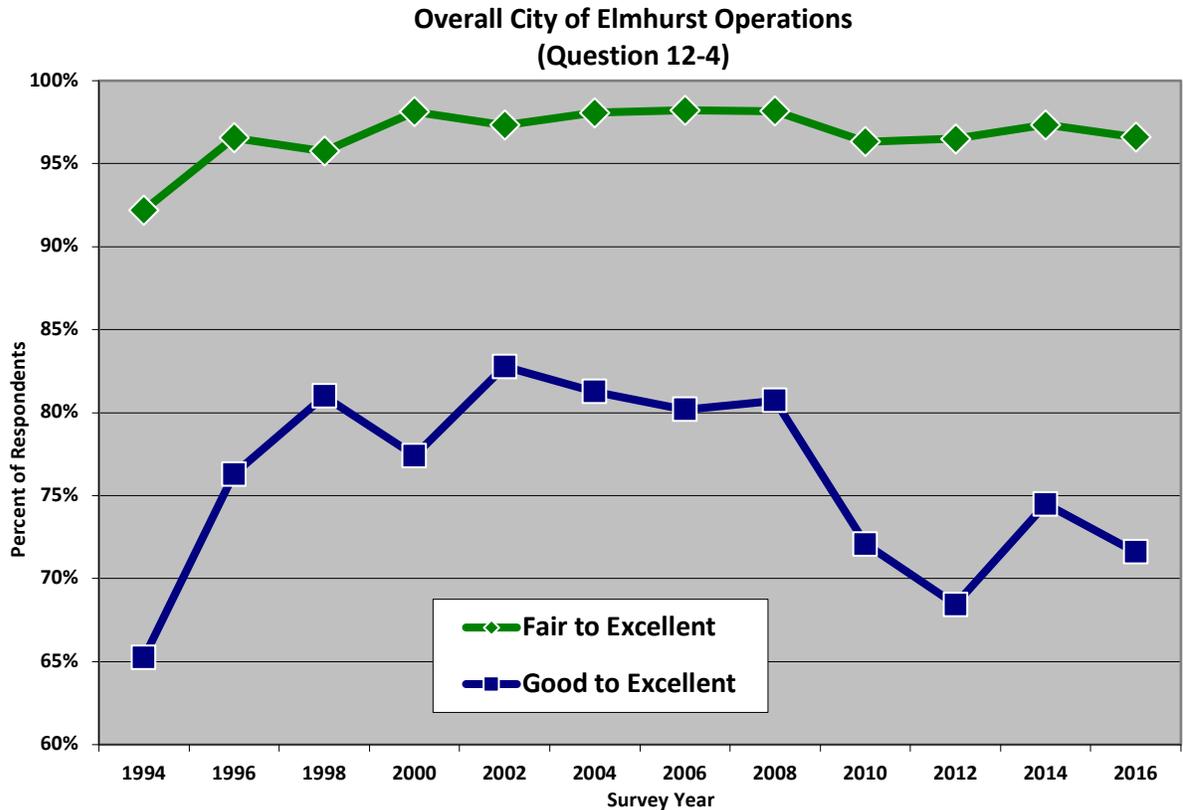
A number of the changes in opinion can be observed to correlate with budget priorities. For example, when we decreased the street paving budget, it was noticed by the residents and reflected in the survey results. Now that we have increased paving funding, again it is reflected in the results.



Major Findings

The following are some key results from the 2016 Citizen Survey.

- Although “quality of life” ratings remain strong, the perception of the overall quality of life in Elmhurst now compared to five years ago was slightly down for “about the same or better” category, with a 2016 rating of 90% compared to 2014 rating of 91%.
- After an increase in favorability regarding Elmhurst as a place to retire in 2014, the ratings for 2016 dropped. 46% of respondents rate Elmhurst as a “good to excellent” place to retire and 81% rate Elmhurst as a fair to good place to retire.
- Ratings for overall City operations experienced a slight decrease from the 2014 survey, coming in with a “good to excellent” score of 72% compared to 75% in 2014.

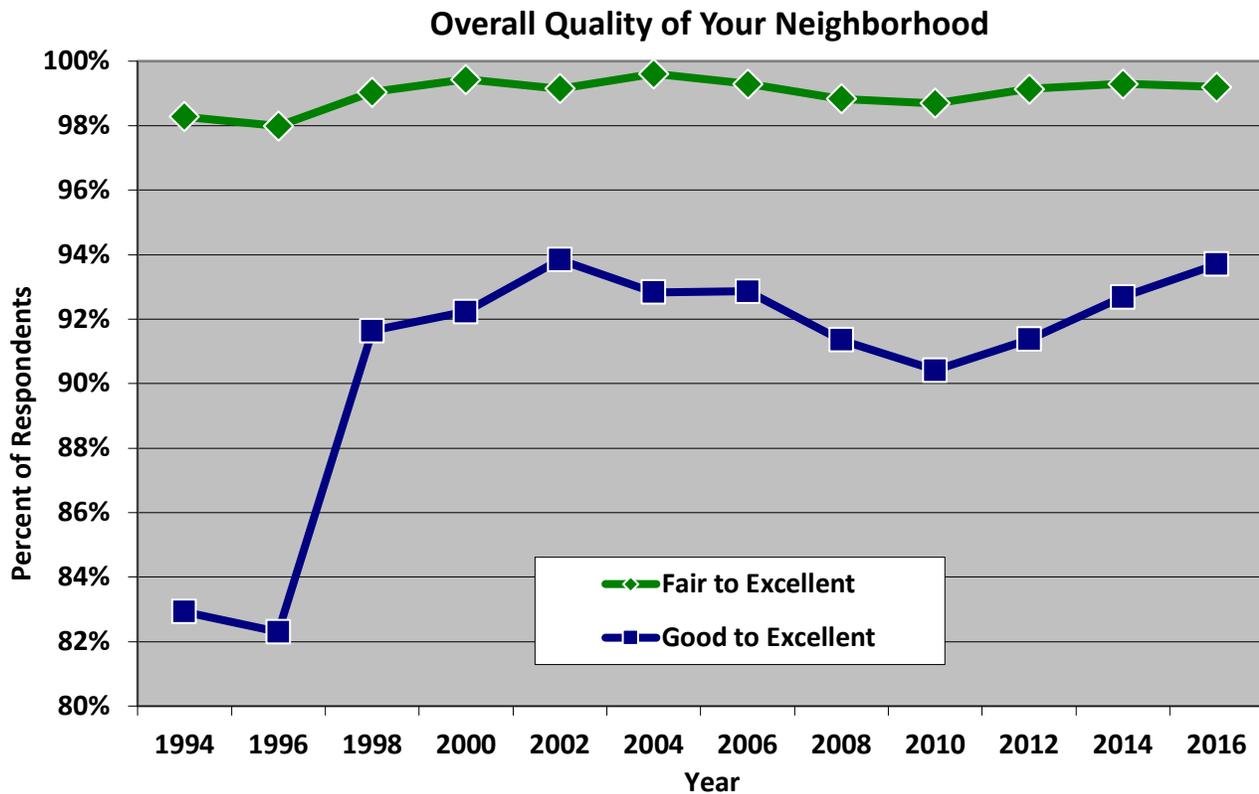


- Stormwater management continues to be a concern for residents of Elmhurst. In 2014, 52% rated the level of service for stormwater management as “not enough,” where this year 49% of residents identified it as “not enough”.
- Residents continue to rate stormwater management/flooding in the top three most disliked things about living in Elmhurst. It remains a future concern, but dropped to fourth place this year from second place in 2014.
- Fire and EMS services continue to perform strongly with over-all scores in the 97 to 98 percentile range. Ratings for Police services increased over 2014 with Response Time showing a 13% increase in the “Good to Excellent” category.
- The Front Porch newsletter continues to be the source of choice for information in the City.

Section Highlights

Section One – Quality of Life

- The purpose of the Quality of Life questions is to get a sense of how residents perceive various aspects of the quality of life in Elmhurst.
- A 100% rating was achieved this year for the Elmhurst community as a place to raise children in the “fair to excellent” range. Ratings in the “good to excellent” range also increased to 98% from 96% in 2014.
- Ratings for Elmhurst as a place to live and overall quality remain high.



Ratings of “good to excellent” continue to improve, showing positive increases the last two surveys.

- Regardless of age, most citizens rated the quality of life in Elmhurst as good.
- Private property appearance ratings remain strong for “fair to excellent” ratings and experienced an increase in “good to excellent” ratings over 2014.
- Citizens rating the physical appearance of public property as “good to excellent” decreased from 93% in 2014 to 91% in 2016. Responses rating “fair to excellent” in this category remain constant in the 99 percentile.
- The question of overall quality of life now compared to five years ago continues to trend the “same”.
- As mentioned previously, Elmhurst as a place to retire dropped to the lowest in survey history. 46% of respondents rate Elmhurst as a “good to excellent” place to retire and 81% rate Elmhurst as a fair to good place to retire.

Section Two – Public Safety

To ensure the highest level of safety for Elmhurst residents, as well as those who work in and visit the City, the survey asked respondents to rate service levels for emergency medical, fire protection, and police services. In looking at results in this section, it is important to keep in mind that some of the questions had fewer responses. Where there are fewer responses, the results are much more sensitive to the opinions of even a handful of respondents. The set of questions that had a large number of responses was resident perceptions of safety.

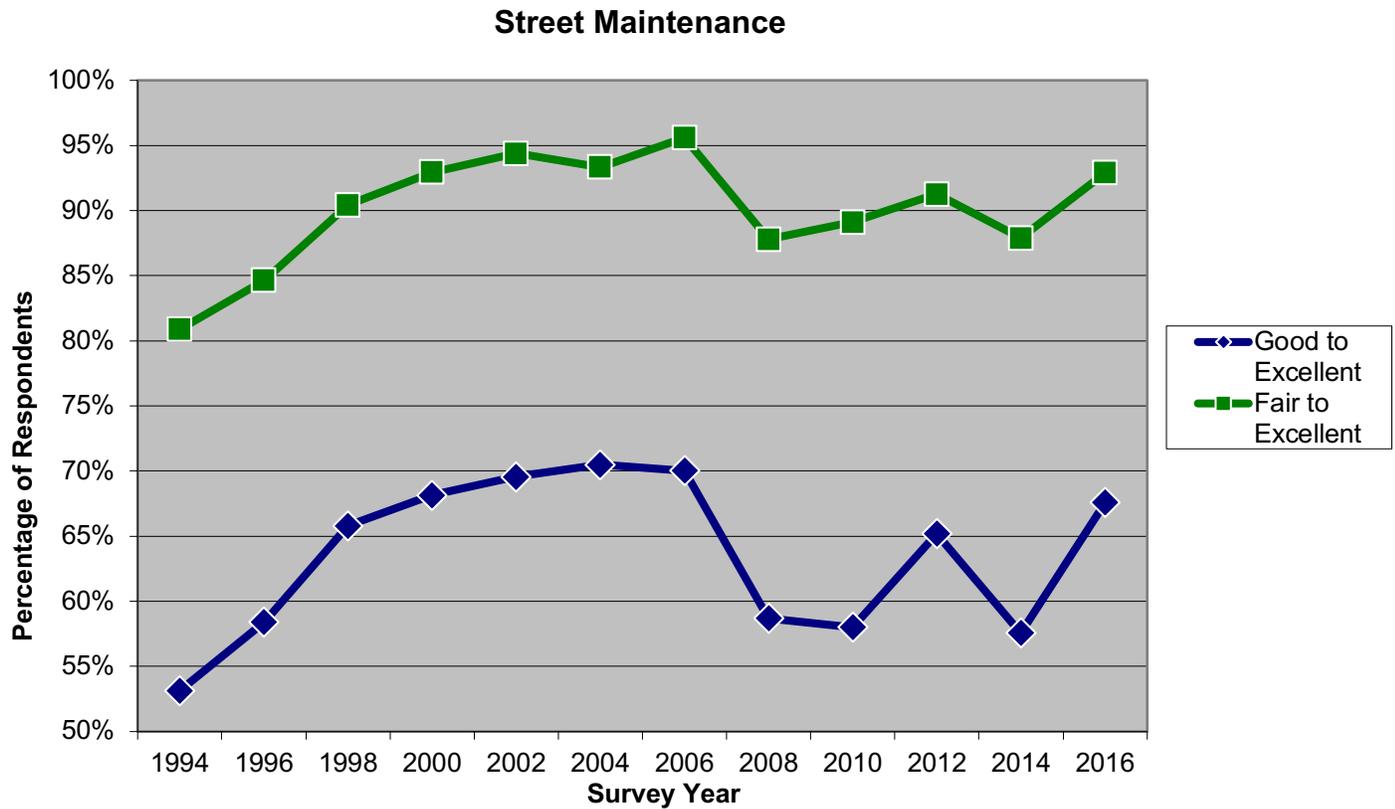
- 17% of the respondents said that they had called 9-1-1 in the past 12 months. Calls were primarily for Ambulance and Police emergencies.
- Overall, perceptions of safety in Elmhurst are consistent with previous years, with 92% of residents rating their overall safety level as Safe to Very Safe. Overall safety in all areas surveyed increased slightly from 2014.
- Respondents using Fire Department services rated them all higher than respondents to the 2014 survey. Response time, Quality of services and Professionalism and Courtesy all received scores in the 97% range.
- Response times, quality of service, and professionalism and courtesy for ambulance services were all rated 98% in “good to excellent” range. Response time was down from 100% in 2014.
- Results from residents that identify as having used the Police Department in an emergency situation, indicate that perceptions of quality of service, and professionalism and courtesy were positive, with ratings higher in both the “fair to excellent” and “good to excellent” categories. Although the number of residents reporting response time as “good to excellent” increased in 2016, ratings for “fair to excellent” decreased. “Good to excellent” ratings for police courtesy and professionalism during traffic stops increased from 74% in 2014 to 78% in 2016. Fair to excellent ratings remained consistent with the prior survey.
- Ratings for police visibility in both individual neighborhoods and in the City as a whole remained about the same in the “good to excellent” category. Respondents expressed higher satisfaction with Police visibility in the City as a whole with “good to excellent” ratings of 84.6%.
- CodeRED and Smart911 were added this year. 41% of respondents are aware of CodeRED and only 21% are aware of Smart911.

Section Three – Public Works Department

In order to assess residents’ opinions regarding water and sewer services, the City instituted questions regarding sanitary sewer, storm sewer, and water supply maintenance beginning with the 2014 survey. In 2016, 72% of residents rated sanitary sewer maintenance as “good to excellent” and 91% of residents rated maintenance as “fair to excellent”. Regarding storm sewer maintenance, 58% of respondents rated storm sewer maintenance as “good to excellent,” with 80% rating it as “fair to excellent.”

Mosquito control and street lighting results decreased slightly in 2016.

Street maintenance experienced a ten point increase in the “good to excellent” rating over 2014 results.

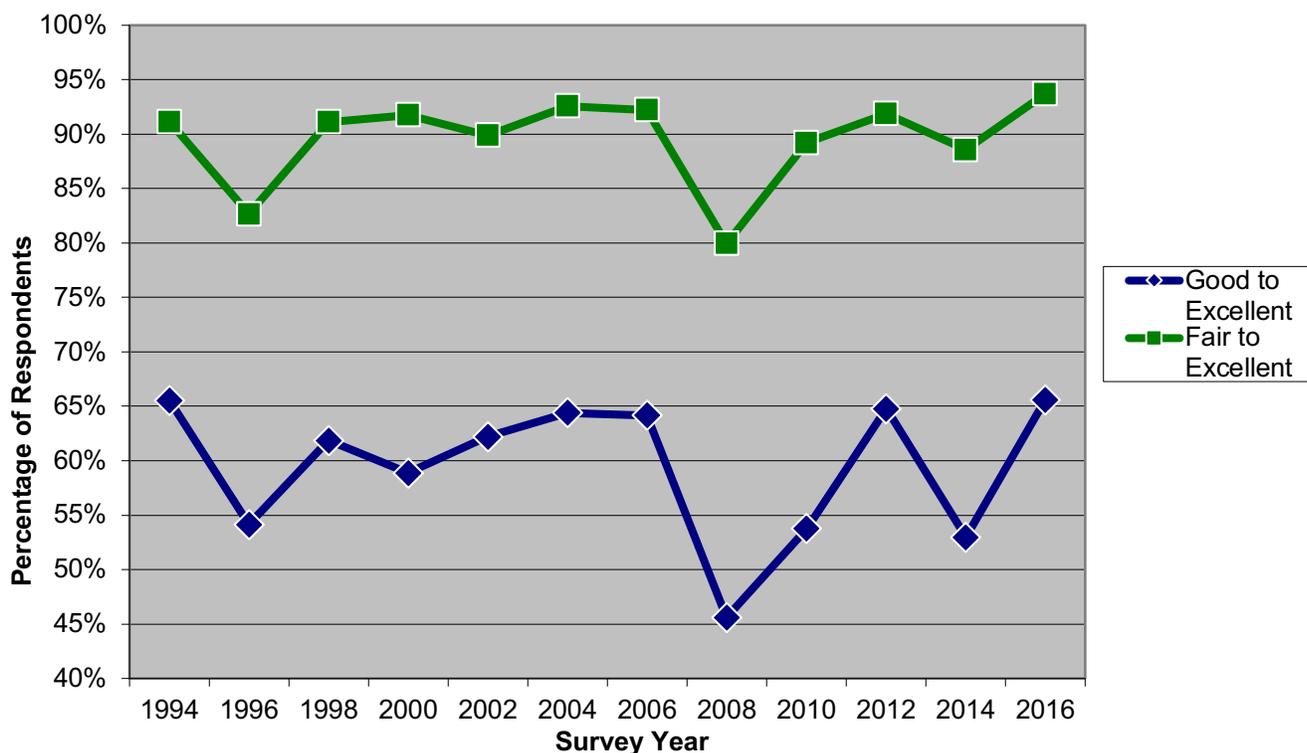


About 29% of the respondents indicated that they had contact with the Public Works Department in the last year. Their experience ratings were consistent with results from prior years, maintaining levels in the mid 70 percentile ranges for response time and quality of service and the mid 80 percentile in professionalism and courtesy.

Section Four – Traffic and Transportation

Ratings in the Traffic and Transportation section of the survey saw improvements in a majority of areas including parking and conditions of streets. The condition of streets experienced a 24% increase in ratings, consistent with the increased satisfaction of street maintenance in Section Three, returning a 66% “good to excellent” rating over the 2014 rating of 53%.

Street Condition



The SMART trailer is placed in various places within the City in order to monitor vehicle speed. 76% of the respondents indicated that they had observed the SMART trailer in the community during the last year. They rated its effectiveness in controlling vehicular speeds with “good to excellent” of 59% and a “fair to excellent” rating of 88%, slightly less than 2014.

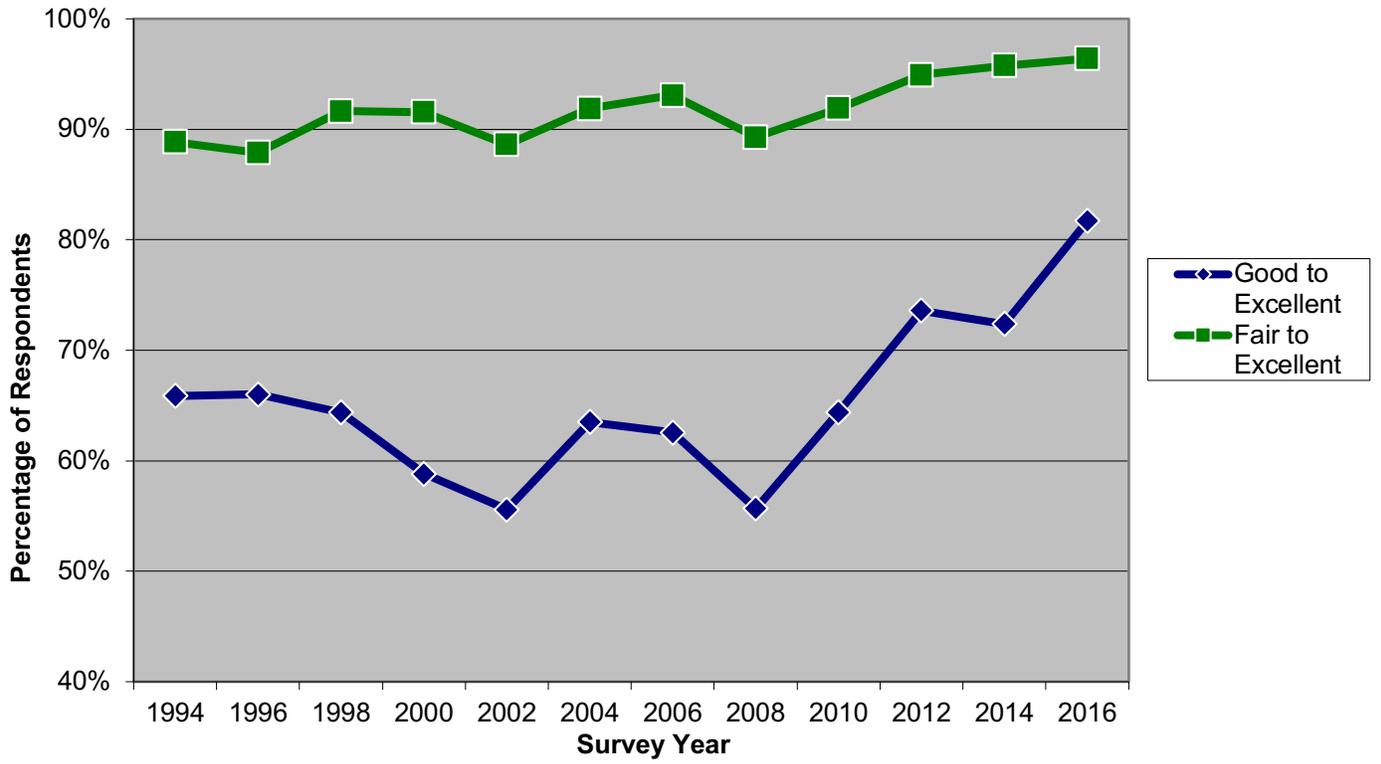
Residents rate compliance with speed limits as “good to excellent” in their neighborhoods at 53% of the time and in throughout the City 67% of the time.

The 2016 respondents generally commute a further distance to work than the group surveyed in 2014, with 41% commuting distance greater than 15 miles versus 37% in 2014. 24% of the respondents have a commute of less the five miles versus 30% in 2014. In correlation with the increase in commuting distances, respondents reported increased usage of train transportation and a 7% decrease of a personal vehicle for commuting to work.

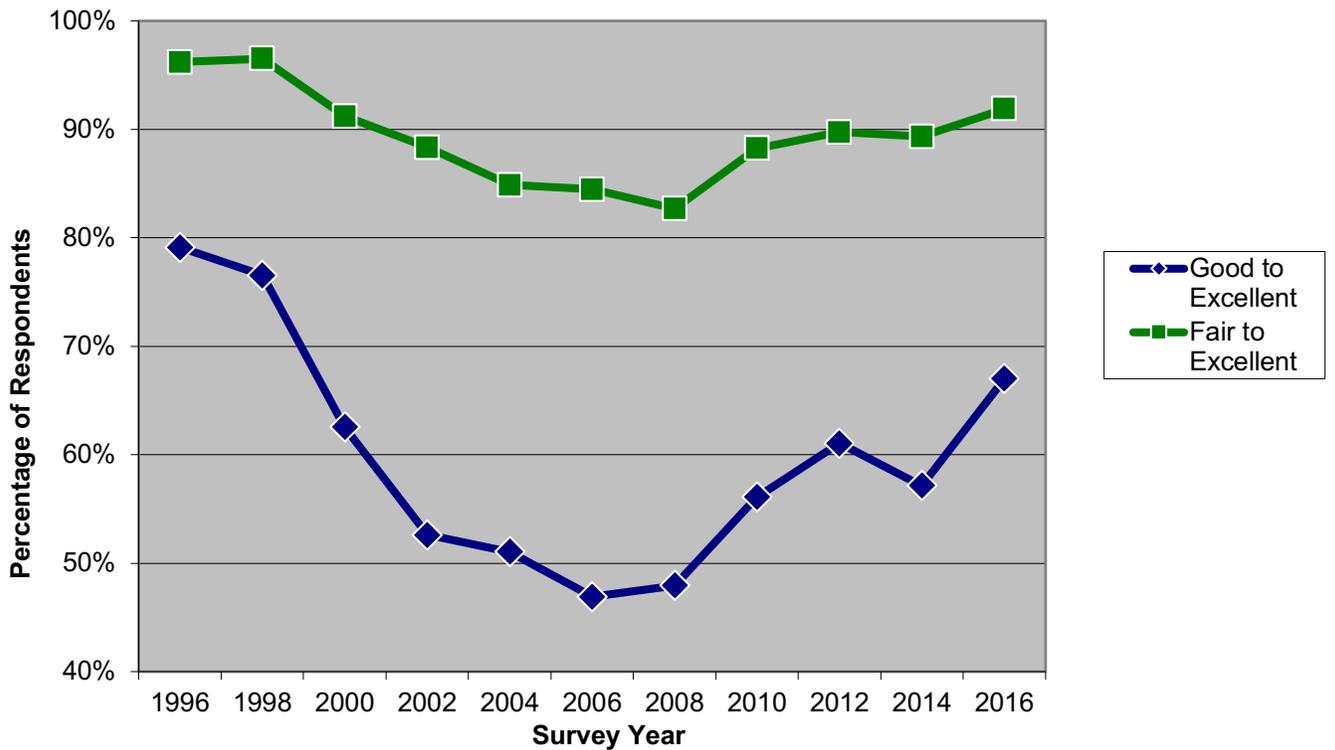
The primary purpose of bicycle riding throughout the City continues to be recreation and exercise. 63% of the respondents indicated that they would support the City in building a bicycle infrastructure for recreation. 65% support the building for children commuting to school and 57% for commuting downtown.

Commuter parking and shopper parking “good to excellent” ratings increased from 72% to 82% and 56% to 69% respectively.

Commuter Parking



City Centre Parking Convenience and Accessibility



Section Five – Downtown (City Centre)

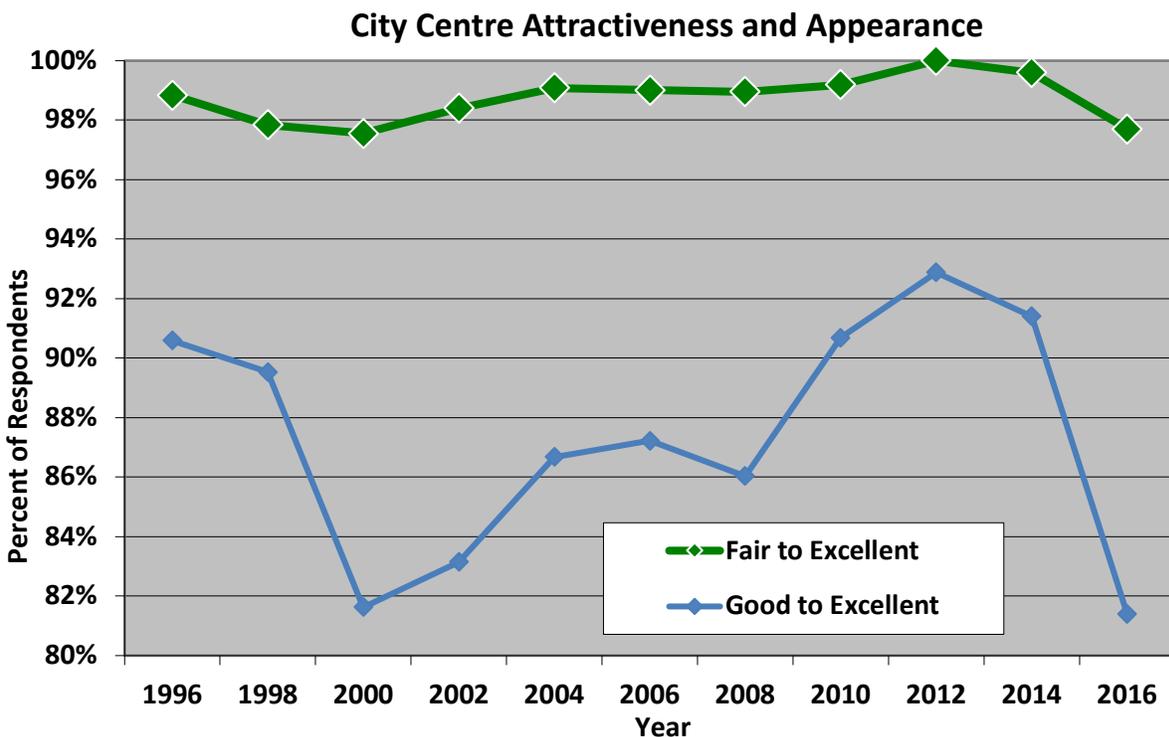
This section has historically focused on the City Centre, along with the shopping habits and interests of Elmhurst residents.

The survey contains several questions regarding use of stores located within the City Centre, in an effort to assess shopping habits. 44% reporting that they visit or shop in the City Centre at least once a week, with another 31% visiting at least once a month. As in past surveys, respondents continue to say that extended shopping hours would not result in a change in shopping habits.

Visitors to downtown primarily visit for dining (27%), to see a movie (20%), grocery shopping (14%), and other shopping (14%). Although only 3% responded that they come downtown to attend a City Centre event, 306 of the respondents had attended at least one of the several events offered and 163 of them indicated that they had attended two or more events.

Special events and promotions rating increased from 84% to 87%. Block to Block Music Series on Wednesday nights in the summer, Rock the Block Party in September and the City of Elmhurst Tree Light Event were the most popular. When asked about other events that they would like to see added, Cool Cars and Elmfest/Taste of Elmhurst were the most popular answers.

The attractiveness of the City Centre’s “good to excellent” rating decreased in 2016, from 91% in 2014 to 81%. The “fair to excellent” rating decreased slightly from just under 100% to 98%. Ratings for cleanliness, pedestrian accessibility and security remain high.

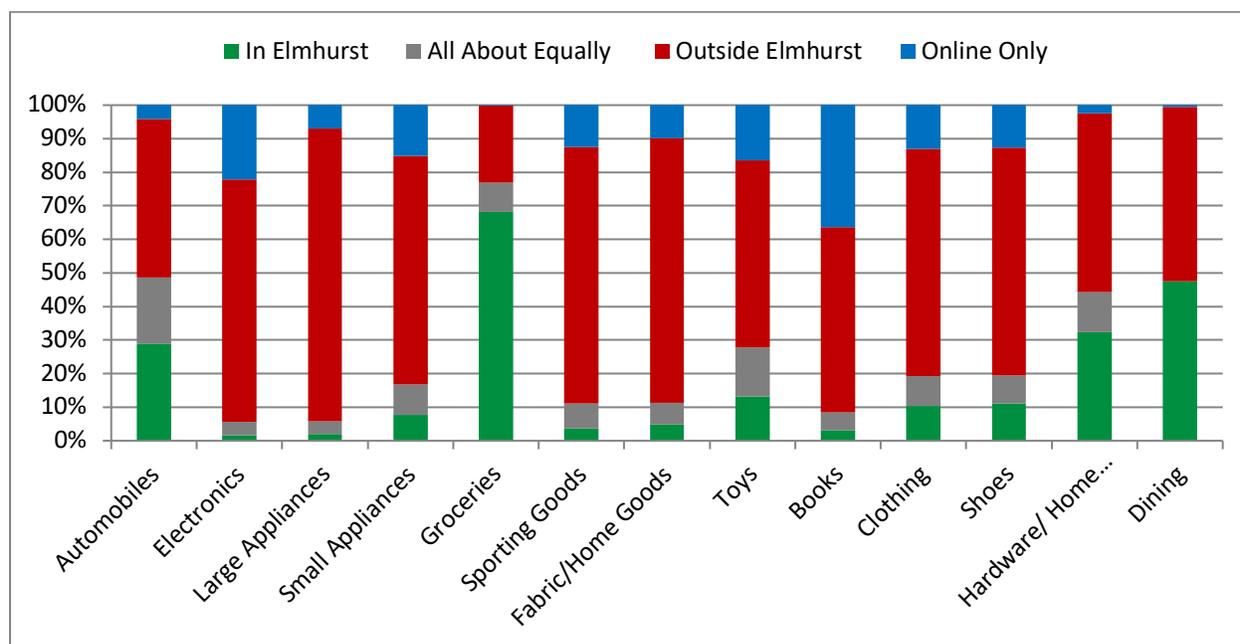


Parking convenience and availability in the City Centre saw an increase in the “good to excellent” rating from 57% to 67%. Snow removal satisfaction levels remained consistent with 86.6% of residents rating snow removal as “good to excellent”.

Of the other Elmhurst shopping areas the survey participants most often visited Elmhurst Crossing at Rt. 83 and St. Charles, followed by Butterfield and York, Spring Road, York and Vallette and North York Street – North of North Avenue. Overall, 94% of the respondents indicate that they shop about the same or more in Elmhurst as they did last year. This is down from the 2014 response of 95%.

68% of the respondents shop exclusively for groceries in Elmhurst compared to 72% of the 2014 respondents and 37% dined in Elmhurst exclusively compared to 32% of the respondents in 2014. They typically shop outside of Elmhurst at malls, big box retailers and warehouse clubs. 23% also reported online shopping. They would like to see more restaurants, clothing stores and bookstores in downtown Elmhurst.

Where Residents Shop



Residents continue to rate the “Front Porch” newsletter as their best source of information about City Centre events, followed by local newspapers. Electronic sourced were utilized by the respondents more than in 2014, The City Centre website 2016 rate was 9% compared to 6% in 2014 and elmhurst.org usage increased to 8% compared to 4% in 2014. Social media was utilized at a rate of 4% over 2014.

Section Six – Building and Code Enforcement

16% of the survey participants indicated they had contact with the Building Department in the past 12 months. This is comparable to a contact rate of 17% in 2014. Professionalism and

courtesy rating remained the same in 2016. Accuracy of information and quality of service both decreased by 5 percentage points in the “good to excellent” category. “Fair to excellent” also decreased 3 percentage points for these categories. Response time decreased by 2 percentage points.

Section Seven – Cultural Attractions

This section examines cultural opportunities available in Elmhurst, with special emphasis on the Library and Historical Museum. Residents generally have a positive outlook on the cultural opportunities available in Elmhurst, although the overall assessment of cultural opportunities rating of “good to excellent” dropped to 78% this survey from 85% in 2014, the “fair to excellent” rating held steady at 99%.

Over 50% of the respondents indicated that someone in their family visited the Elmhurst Public Library once a month or more. They primarily visit the library to check out items followed by attending programs. They also utilize the library as a place to study or work. Ratings for library services remain high with all areas enjoying near or above a 98% “good to excellent” rating. They rely on the Fine Print Quarterly Newsletter for the Library information, followed by the elmhurstpubliclibrary.org website and Library flyers and posters.

Nearly 20% of the survey participants reported that they had visited the Elmhurst Historical Museum in the past year. They mostly visit to see an exhibit, programs and to take visiting friends and family. They give the quality of services a 95% “good to excellent” rating with an overall satisfaction with the visit a 97% “good to excellent” rating.

After the Library and Historical Museum, participants most often visit the Elmhurst Art Museum, Lizzardo Museum of Lapidary Art and Elmhurst College lectures and concerts. They utilized the “Front Porch” newsletter and local newspapers as their primary information sources regarding cultural events in Elmhurst.

77% of the respondents indicated that they were aware of last year’s Elmhurst Trolley program, while only 10% said that they rode it.

Section Eight – Finance

41% of the survey participants indicated that they had contact with the Finance Department in the past 12 months. Overall quality of service tended higher than in 2014 with professionalism and courtesy experiencing a 6% increase in their “good to excellent” rating. Over 75% of the respondents stated that they have visited City Hall at least once during the last year.

About 60% of the 2016 respondents were aware of the E-Z Pay direct debit program for utility bills compared to 65% in 2014. Online payment options for utility bills, parking tickets, and vehicle stickers increased slightly over the 2014 survey to a rate of 81%. Ratings for overall satisfaction with the array of payment options is high, with 89% of people rating these options as “good to excellent” and 99% “fair to excellent.”

Section Nine- Communications

This section provided residents the opportunity to provide feedback on communication. As in previous years, residents' primary sources for information continue to be local news publications and the City's "Front Porch" newsletter, which they continue to give a 90% plus "good to excellent" rating for quality. Utility bill inserts also are an often used option as well as the elmhurst.org website. The number of respondents reporting internet use remains about the same at around 92%. Most utilize the internet at home and on mobile devices. The percentage of household telephone landlines continues to decrease, with the number dropping almost seven points to 77% of homes in 2016.

About 70% of the respondents indicated they accessed the elmhurst.org website in the past six months. The participants visiting the website access it via computer and smart phone. They mostly visited to search for information regarding City services, calendar information and to make electronic payments. They also use the site to obtain City forms and applications. They rate the ability to solve their problem or obtain proper information at a 74% "good to excellent" rating.

The City received a 71% "good to excellent" rating for their efforts to keep the public informed. Approximately 90% of the respondents have not taken advantage of the broadcasts of the City council meetings on cable television or online, with less than 1% regularly viewing the meetings. Only 13% have visited the stormwater management website and 4% signed up to receive updates on specific stormwater management projects. 78% of the participants have not taken advantage of the "Notify Me" electronic message alerts. 16% have requested to be alerted of weather emergencies.

Section Ten – Budget

This section was added in 2010 to generate information on resident perceptions of the value of service delivered, perceptions of service levels, public awareness of the budget and the effectiveness of City communication on the subject.

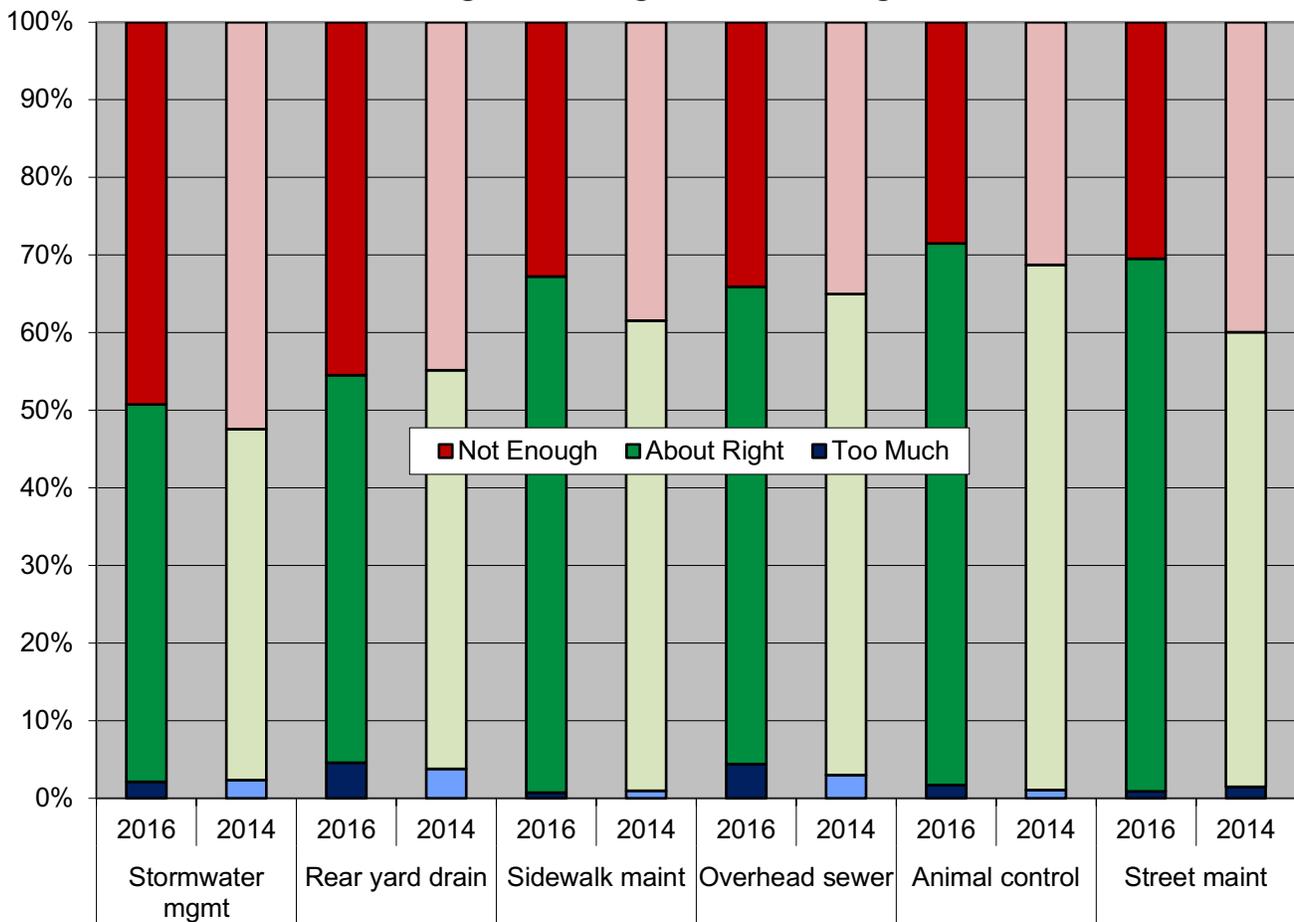
Value of City services for the fees and taxes paid received "good to excellent" rating of 50% and 90% "fair to excellent." The "good to excellent" rating was down from 54% in 2014 and the "fair to excellent" rating was up from 89% in 2014. The City's financial management rating from residents of "good to excellent" decreased to 42% from 45% in 2014.

In response to question 10.3 asking residents to rate their awareness of the City budget, 16% rate their awareness as "good to excellent" and 57% "fair to excellent," reflecting a significant decrease from the 2014 "fair to excellent" rating of 65%. The leading sources of budget information continue to be local newspapers (51%), the Front Porch newsletter (33%), and word of mouth (20%). About 45% are aware that the budget and financial report are available at elmhurst.org and about 11% stated that they have viewed the budget in the last two years. 50% of the respondents view the quality of the budget information as "good to excellent" while the 42% consider the efforts of the City to inform the public about the budget and finances "good to excellent."

Respondents reported service level ratings as “about right” at 70% or above in 18 of the 23 areas reviewed, similar to 2014. Areas not receiving at least a 70% rating were stormwater management, stormwater assistance, sanitary sewer assistance, street maintenance and sidewalk maintenance.

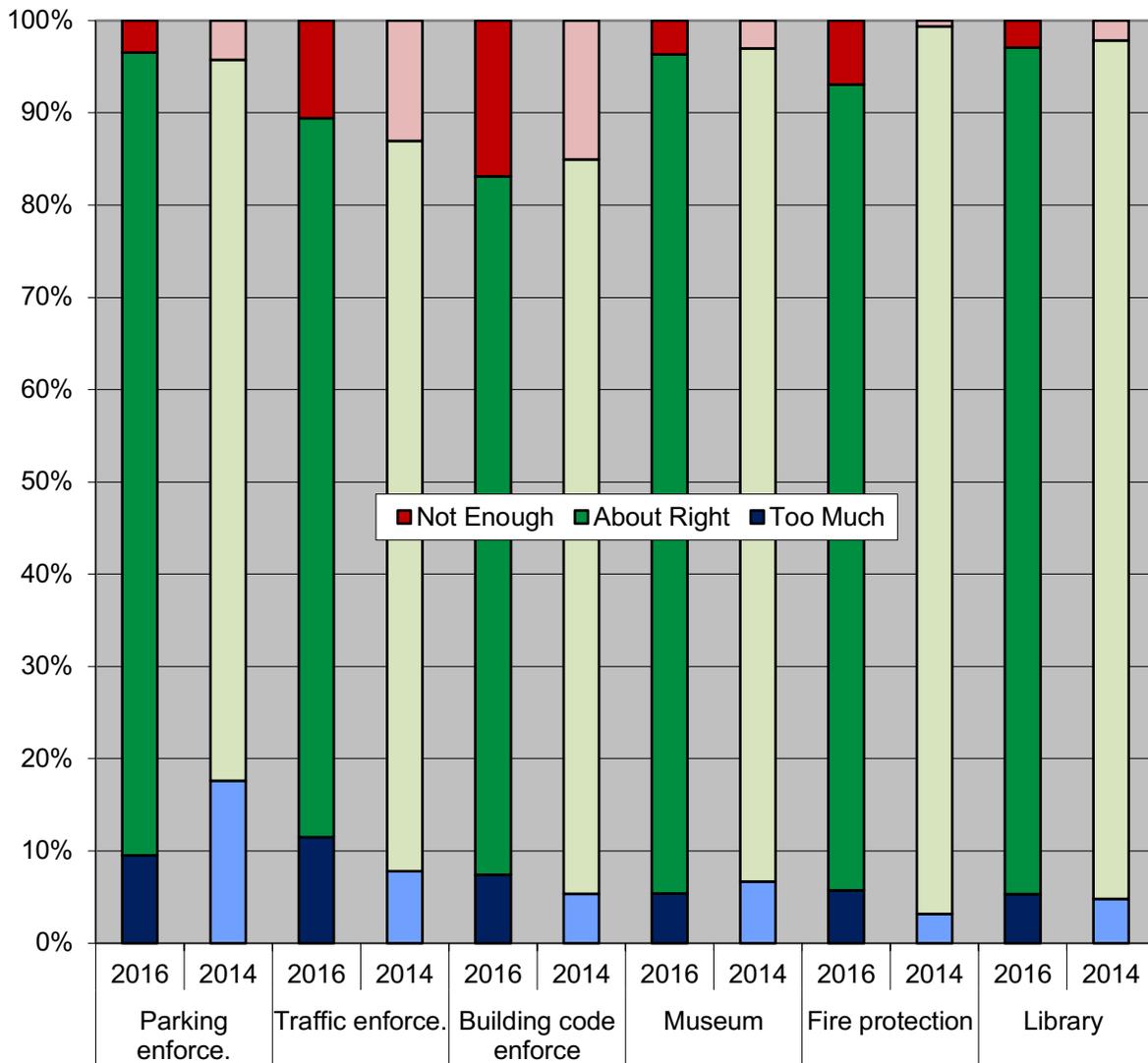
The participants felt there was “not enough” service in the same areas as 2014. It was noted that the rates decreased for these services with the exception of rear yard drain which remained the same.

Highest Ratings of "Not Enough" Service

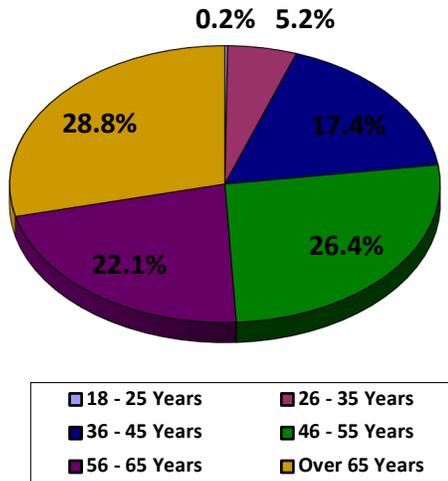


When rating the levels of service as “too much,” generally there has not been any significant shift in most service areas, with the exception of parking enforcement. The rate fell from 18% in 2014 to 10% in 2016. Traffic enforcements increased from 8% to 12% in 2014.

Highest Ratings of "Too Much" Service



Which Category Best Reflects Your Age?



Section Eleven – Demographics

Among the 2016 survey respondents, 29% represent the “over 65” age group followed by 26% representing the “46-55” age group. Residents age 45 and younger continue to be the fewest represented, with 23% of all respondents. This pattern seems to be consistent with past surveys except for the 2010 census demographics, reporting that 14% of Elmhurst residents are over the age of 65.

As in past surveys, the respondents that lived in Elmhurst between 21 and 35 years (24%) and those that own their home (98%), represents the majority. Gender breakdown of respondents is 52% male and 49% female.

Geographically, results remain consistent. In general, the share of responses of residents living on the south side of Elmhurst is high, followed by the central and north sides of town.

Section Twelve – General Comments

The final section of the survey gave residents an opportunity to express general comments and concerns about the City of Elmhurst.

- Central location, quality of life, and quality of schools continue to represent the three things that people like most about living in Elmhurst. Of these three responses, the central location/convenience of the City ranked the highest, which is consistent with previous years’ results.
- When asked for the three things residents like least about living in Elmhurst, taxes had the highest percentage, followed by stormwater management and cost of living. Again, these are the same as 2014 responses.
- When asked about the three biggest problems facing Elmhurst in the next five years, citizens continue to cite taxes as their biggest concern, followed by cost of living and then stormwater management. The 2014 survey ranked the same three issues in order of taxes, stormwater management and cost of living.

Top Five (5) Gains

There were several notable gains in the 2016 survey over 2014. Significant gains observed include:

1. The Police Department response time to emergency situations “good to excellent” rating continues to trend up, registering a 13% increase over 2014.
2. Shopper parking in the City experienced a 13% increase in the “good to excellent” rating category over 2014.

3. Condition of streets “good to excellent” rating increased by 13% over 2014 to achieve a 66% rating compared to the 2014 rating of 53%.
4. The Street maintenance “good to excellent” rating experienced an increase of 10% over the 2014 rating of 58%.
5. City Centre parking convenience and availability “good to excellent” rating increased by 10% over 2014.

Top Five (5) Declines

Few significant declines were noted compared to previous survey results. Declines observed include:

1. City Centre attractiveness and appearance “good to excellent” rating declined by 10% over the 2014 rating of 91%.
2. Elmhurst as a good place to retire “good to excellent” rating declined by 8% over the 2014 results resulting in an historical low of 46%.
3. When compared with 2014, 6% fewer participants have a telephone landline in their home. This continues to reflect a downward trend.
4. Cultural opportunities decreased 7% in 2016 from 85% in 2014 to 78% in 2016.
5. The accuracy of information supplied by the Building Department “good to excellent” rating declined by 5% from an all-time high of 80% in 2014.

The citizen survey results have been organized as follows:

- Section I is a summary of survey results. Some information in the summary is not included in the following breakdown section. Specifically, information looking at responses based on respondents’ area of town, age, or responses to other questions, was compiled internally from raw response information.
- Section II shows a breakdown of actual responses given. Under each question, the first line indicates the number of responses given in each category. The second line represents the corresponding percentage of responses for that category based upon responses with an opinion. The third line represents combined percentages. For example, if you look at the first question (1-1 – Overall quality of your neighborhood), the 93.7% published is the number of respondents who answered either "excellent" or "good" and the 0.8% is the number of respondents who answered either "poor" or "very poor."
- Section III lists all the "General Comments" given by respondents. The responses are not listed in any particular order. Comments following the number from a specific question generally reflect the “other” choice for that specific question.
- Section IV shows the response history of the citizen survey from the 2006 survey to the current 2016 survey. The report provides the percentage of responses for the “good to excellent” and “fair to excellent.” Questions with an incomplete history are either new or have been significantly modified over the years, so a comparison cannot be made. Also, percentages have been omitted for most questions that allowed respondents to select more than one answer. For example, question 9-1 where residents were asked to select the source or sources that they get information about the City. In these cases, the report displays the number of times each option was chosen.
- Section V is a copy of the actual survey instrument utilized in 2016.

Recommendations

The citizen survey results should be:

- used as a tool in developing the future budgets, including framing goals and objectives for City of Elmhurst departments;
 - shared with the School District, Park District, Public Library and City Centre in that various services under their jurisdiction are mentioned;
 - highlighted in future Front Porch newsletters;
 - posted on the City's website and available at City Hall and at the Elmhurst Public Library for review;
 - continued as a method to track citizen use of and satisfaction with City services, while reviewing format and exploring ways of improving online response;
 - considered by the Mayor and City Council as they prepare the annual budget goals message to the City Manager.
-