

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

_____ Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
 X Recommendations of Boards, Commissions & Committees (Green)
_____ Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES
FROM: Community Relations Committee
DATE: September 15, 2023 AGENDA DATE: September 21, 2023
TITLE: National Citizen Survey Recommendation

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a recommendation from the Community Relations Committee to contract Polco to conduct a Village wide resident survey.

The Community Relations Committee is recommending the approval of the proposed survey package as part of the Village's Strategic Plan goal of implementing a Village wide survey.

Please place this item on the September 21, 2023 Board of Trustees consent agenda.

Review (as necessary):

Village Attorney X _____ Date _____

Finance Director X _____ Date _____

Village Manager X _____ Date _____

NOTE: Materials must be submitted to / approved by the Village Manager's Office by 12:00 pm, Wednesday, prior to the Agenda Distribution.



#230212

MEMORANDUM

TO: Village President and Board of Trustees
FROM: Community Relations Committee
DATE: September 15, 2023
SUBJECT: Recommendation of National Citizen Survey

The Community Relations Committee was asked to review options for implementation of a community survey method. A community survey will be used to assess public feedback regarding the Village's level of service, gauge priorities of Lombard residents, support current Village goals, and realign future goals. Upon review and discussion, the Community Relations Committee recommends approval of the National Citizen Survey.

Staff has recommended, and the Community Relations Committee has accepted, utilizing the National Citizen Survey (NCS), which is a collaborative effort between the National Research Institute and Polco, aimed at collecting comprehensive feedback from citizens across the country. The survey is designed to cover a wide range of topics, including community services, public infrastructure, safety, local government performance, quality of life, and more. It employs a combination of closed-ended and open-ended questions to capture both quantitative data for statistical analysis and qualitative insights for a holistic understanding of citizen perspectives.

Surveys are completed by a representative cross-section of the population, thus ensuring neutrality on who receives the survey. The information will be collected, analyzed, and presented by National Research Center, and will allow Lombard to remain neutral.

The NCS's ability to provide benchmark data provides a significant advantage over a self-administered survey. Perhaps one of the most important features of the NCS is that collected data will be compared with communities that are similar in size and demographics to that of Lombard and will provide insight via comparison.

In 2016, the Village conducted its first National Citizen Survey with a sample size of 3,000 residents. The survey findings were instrumental in guiding the Village's strategic initiatives and measuring their success.

It is at the recommendation of the Community Relations Committee to contract National Citizen Survey to conduct a non-biased, scientifically based, community-wide survey to gain knowledge about resident feedback and concerns. The cost for this assessment is \$22,000.00 and includes the primary survey administration, data collection, analysis, and report generation.



Account Name Lombard, IL
Company Address United States

Created Date 6/21/2023
Expiration Date 9/18/2023
Quote Number 00000044
Prepared By James Windisch
Email james@polco.us

Bill To Name Lombard, IL
Bill To 255 East Wilson Avenue
Lombard, 60148
United States

Products and Services

Product	Product Description	Quantity	Total Price
Add On - Remote Presentation of Results	One-time - Remote Presentation of Results	1.00	\$3,000.00
Add On - Spanish Translation	One-time - Spanish Translation	1.00	\$1,350.00
Assess Stand Alone - The National Community Survey	One Time- Assess - Domain assessments (stand alone prices)	1.00	\$22,000.00

Subtotal \$26,350.00
Discount 0.00%
Total Price \$26,350.00
Grand Total \$26,350.00

Questions? Contact me

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