



July 3, 2017

TO: Public Works & Environmental Concerns Committee
Public Safety & Transportation Committee

FROM: Carl Goldsmith, Director of Public Works
Tom Wirsing, Deputy Police Chief

SUBJECT: National Citizen Survey

The National Citizen Survey was recently issued to 3,000 Lombard residents, by random. The community survey was 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. There were 8 facets of livability that were measured by the survey to determine the Quality of Overall Community, which included:

1. Safety
2. Natural Environment
3. Mobility
4. Built Environment
5. Economy
6. Education
7. Recreation and wellness
8. Community Engagement.

Survey Conclusions

- Most residents rated their quality of life positively and think that Lombard is an excellent or good place to live.
- Most survey participants gave positive ratings for the overall image and overall appearance of Lombard and the vast majority also think Lombard is an excellent or good place to raise children.
- About 8 in 10 survey participants planned on remaining in Lombard for the next five years and 9 in 10 would recommend living in Lombard to others.
- The Village received high service level ratings for garbage collection, drinking water and sewer services.
- Residents indicated that Safety and Economy as important facets for Lombard to focus on in the coming two years.
- When asked about sources of information about Lombard, the top source was the Village Pride newsletter.
- Most residents noted that they would be very or somewhat likely to contact the Village or seek out information about the Village if needed.
- Lombard outpaced the National Average in the following categories:
 - Paths and riding trails
 - Travel by bicycle

- Use of public transportation
- Affordable quality housing
- Housing options
- Shopping opportunities
- Health care
- Child care/preschool

Survey Material Related to the Public Works and Public Safety Departments

Against the National Average, Lombard rated similar to other communities in the following categories:

- Mobility
 - Traffic Enforcement (71%)
 - Street Repair (55%)
 - Street Cleaning (69%)
 - Street Lighting (67%)
 - Snow Removal (68%)
 - Sidewalk Maintenance (58%)
 - Traffic Signal Timing (58%)
- Alternative Travel
 - Overall Ease of Travel (81%)
 - Paths and Riding Trails (85%)
 - Ease of Walking (79%)
 - Travel by Bicycle (67%)
 - Travel by Public Transportation (50%)
 - Travel by Car (75%)
 - Public Parking (66%)
 - Traffic Flow (56%)
- Safety
 - Overall Feeling of Safety (92%)
 - Safe in Neighborhood (98%)
 - Safe Downtown/Commercial Areas (97%)
- Rating of Safety
 - Police (89%)
 - Fire (96%)
 - Ambulance/EMS (95%)
 - Crime Prevention (81%)
 - Fire Prevention (87%)
 - Animal Control (69%)
 - Emergency Preparedness (73%)

Questions were included in the survey to meet specific requirements of CALEA for the Police Department Accreditation. In order to maintain its CALEA certification, the Department is required to issue a survey to the public about safety services. Out of 854 responses received by the Village, the Department was deemed to be highly effective:

- 599 rated the Lombard Police Department as VERY competent and
- 226 people selected somewhat competent.

- Only 20 people selected somewhat incompetent
- While only 9 people out of 854 (1%) rated the police department as incompetent.

Survey respondents were asked rate their perception of Lombard Police Officers' attitudes and behavior in the following categories:

- Professional Conduct – 87% rated Excellent or Good
- Overall attitude/resident perception of attitude – 85% rated Excellent or Good
- Cultural Sensitivity – very important in today's climate – 84% rated Excellent or Good

How Will We Use This Data

- Support for Village initiatives
- Economic development, public safety, bike/pedestrian plan, downtown initiatives
- Communications efforts
- Pride article encouraging visits to website
- Social media initial blast
- Ongoing use of data on social media
- Monthly department spotlights for next 4 to 6 months
- Weekly e-news: Did you Know?

Attached is the Community Livability and the Technical Appendices Reports showing Lombard's desirability. Staff will give an overview of the survey results at the July 12, 2017 joint meeting of the PW&EC and PS&T committees.

COMMITTEE ACTION REQUESTED

No action is requested. This item is for information and discussion purposes.