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## 2015 Community Survey

Report of Results DRAFT

September 2015

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## Executive Summary

### Survey Background and Methods

To determine resident attitudes about Village services and pending local policy, Village leaders opted to conduct a community survey. The Village of Long Grove contracted with National Research Center, Inc. (NRC) to implement this survey to monitor community sentiment about local service delivery and invited all households to participate. The 2015 survey surveys as a baseline survey on which the village can build a trend line to measure perceptions over time and keep a pulse on the community.

A postcard was mailed to all Long Grove households (2,462) notifying residents of their opportunity to participate in the survey. A survey followed in the mail after one week and another one week later. There were 1,007 survey respondents, including 96 surveys completed online, yielding a response rate of 42%. The margin of error is plus or minus three percentage points around any given percentage for all respondents (1,007).

The results were weighted to reflect the demographic profile of households in the Village of Long Grove. Reported responses are for those who had an opinion – “don’t know” responses were removed from the analyses.

### Key Findings

#### **Overall, residents are happy with the quality of life and services in Long Grove.**

- About three-quarters of respondents felt that the overall quality of life in Long Grove was excellent or good, a rating that was similar to ratings given by residents in other communities across the nation.
- Long Grove as a place for schools and to raise children were given high ratings, with about 9 in 10 respondents saying these aspects were excellent or good. The Village received ratings that were similar to the national benchmark for Long Grove as a place to raise children.
- When asked about the importance of various aspects when choosing to live in Long Grove, local schools topped the list, with 89% saying this was essential or very important in their decision. The Village’s reputation and the 1-acre plus residential lots also were a draw for about 7 in 10 respondents.
- When evaluating the quality of services provided by the Village, about 9 in 10 residents said the usability of garbage and recycling carts and garbage, yard waste and recycling collection were excellent or good. At least 7 in 10 gave favorable ratings to the preservation of open space and Police services. Preservation of open space also received ratings that were higher than the national average.

#### **Respondents support commercial development, particularly in Downtown Long Grove.**

- When asked to identify the most pressing issue facing the Village over the next two years, 40% of respondents providing a comment said that Downtown renovations were the top priority.
- About three out of five respondents gave a poor rating to the quality of economic development, which was rated much lower than the national average.

- Nearly all respondents supported the Village promoting commercial development to generate more sales tax to cover the shortfall in the Village General Fund, with 74% strongly supporting this idea and 20% somewhat supporting it. Additionally, about 70% of respondents strongly or somewhat opposed limiting commercial development.
- Overall, between 5 in 10 and 8 in 10 residents strongly supported commercial development in each sub-area. Commercial development of the Menards outlots, Sunset Grove and existing Downtown received the greatest amounts of support.
- When evaluating the quality of existing commercial development in the Village, one-third of respondents gave excellent or good ratings to the quality of development Downtown.
- At least three-quarters of residents supported the various possible funding sources for infrastructure improvements within the public rights of way in Historic Downtown, including Downtown private property owners, the General Fund and Downtown TIF District Funds and SSA Funds.

### **Maintenance of roads is a priority for residents.**

- When assessing the importance of potential infrastructure projects the Village should consider, three-quarters of respondents felt that it was essential or very important for the Village to consider maintenance of existing Village-owned roads.
- Road repair, maintenance and funding was identified as the second most pressing issue facing the Village over the next two years, with 12% of respondents making a comment.
- The quality of street repair was the second lowest rated Village-provided service, with 29% giving an excellent or good rating, and was lower than the national benchmark.

### **Long Grove residents agree that it is important for the Village to participate in the planning process for the Route 53 extension and they are concerned about the potential impacts of the current plan on Long Grove.**

- About one-third of respondents reported being very familiar with the current status of the Route 53 extension project and one-half said they were somewhat familiar. Fourteen percent indicated they were not familiar with the project.
- While 9 in 10 respondents felt it important that the Village be involved in the planning process for the Route 53 extension, only 47% felt the Village should support the extension as proposed.
- Residents understood that travel once the extension project was complete would be more convenient (74% felt this would be a positive impact) and were realistic about the lack of convenience of travel during construction (80% said this would be a negative impact).
- However, the majority of respondents feared the current plan for the extension project would have negative impacts on Long Grove, including home values, the water supply, the environment, cost to taxpayers and traffic noise.

## Survey Background

### Survey Purposes

The Village of Long Grove contracted with National Research Center, Inc. (NRC) to implement the 2015 survey to all village households, in an effort to determine attitudes about Village services, the local government and pending local policy. This was the first broad survey of residents and will serve as a baseline for future administrations.

The survey permitted residents an opportunity to provide feedback to government on what is working well and what is not, and to communicate priorities for community planning and resource allocation. The focus on quality of service delivery helps elected officials, staff and the public set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of the Village government, helping to assure maximum service quality over time.

This type of survey gets at the key services that local government controls to create a quality community. This survey generates a reliable foundation of resident opinion that can be monitored periodically over the coming years, like taking the community pulse, as the Village changes and grows.

### Survey Administration

The five-page Village of Long Grove Community Survey was administered by mail to all households (2,462) in June 2015. Respondents also could complete the survey online, if desired. Of the 2,409 households receiving the survey (since some addresses were vacant), 1,007 completed the survey (including 96 online responses), providing a response rate of 42%.

The survey results were weighted so that the gender, age and housing tenure (rent or own) of respondents were represented in the demographic proportions reflective of the entire Village. (For more information see *Appendix G: Survey Methodology*.)

### How the Results are Reported

For the most part, frequency distributions and the “percent positive” are presented in the body of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “strongly agree” and “somewhat agree”).

On many of the questions in the survey, respondents gave an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Complete Set of Survey Responses* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the figures in the body of the report display the responses from respondents who had an opinion about a specific item.

When a figure for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

## Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The 95 percent confidence interval for this survey is generally no greater than plus or minus three percentage points around any given percent reported for all survey respondents (1,007). For comparisons among subgroups, the margin of error rises to approximately plus or minus five percentage points for subgroups of 400 to plus or minus 10% for subgroups of 100.

## Comparing Survey Results by Respondent Subgroups

Select survey results were compared by demographic characteristics of survey respondents. These comparisons are discussed throughout the body of the report, when applicable. The full set of results by demographic characteristics and geographic area can be found in *Appendix D: Comparisons of Select Questions by Respondent Characteristics*.

## Comparing Survey Results to Other Communities

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in community surveys from approximately 600 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans.

National benchmark comparisons have been included in the report when available. Benchmark comparisons have been provided when similar questions on the Long Grove survey are included in NRC’s database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country. Additional information on NRC’s benchmarking database, including jurisdictions to which Long Grove was compared nationally, can be found in *Appendix F: Benchmark Comparisons*.

Where comparisons for quality ratings were available, Long Grove’s results were generally noted as being “higher” the benchmark, “lower” the benchmark or “similar” to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much lower” or “much higher”). These labels come from a statistical comparison of Long Grove’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error (10 points or less on the 100-point scale); “higher” or “lower” if the difference between Long Grove’s rating and the benchmark is greater than the margin of error (greater than 10 points but 20 points or less); and “much higher” or “much lower” if the difference between Long Grove’s rating and the benchmark is more than twice the margin of error (greater than 20 points). Data for a number of items on the survey is not available in the benchmark database (e.g., some of the services or aspects of the community or quality of life). These items are excluded from the benchmark tables.

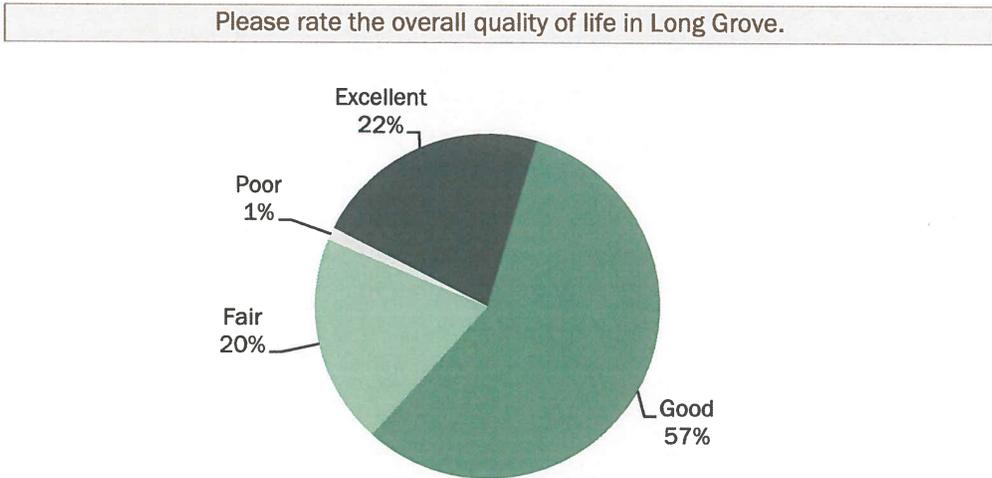
# Survey Results

## Quality of Life and Community

The 2015 Community Survey asked Long Grove residents to evaluate several aspects of quality of life in the village. The overall quality of life in Long Grove was rated as excellent or good by about three-quarters of respondents (77%). About one in five said it was fair and only 1% thought it was poor. The ratings for overall quality of life were similar to ratings given by residents in other communities across the nation (see *Appendix F: Benchmark Comparisons* for more information).

When compared by respondent characteristics (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*), survey respondents who had lived in the community for five years or less tended to view the overall quality of life in Long Grove more positively than those respondents with longer tenures (see Table 79).

Figure 1: Overall Quality of Life in Long Grove



About 9 in 10 respondents believed that Long Grove as a place for schools (93%), their neighborhood as a place to live (90%), the Village as a place to live (89%) and the Village as a place to raise children (88%) was excellent or good. Between one-quarter and one-third of residents felt that the Village as a place to visit, work and retire was excellent or good, while at least one-third of respondents gave these three aspects of quality of life a poor rating and another one-third gave a fair rating. (Please note that about half of respondents selected “don’t know” when evaluating the quality of the Village as a place to work. A full set of responses, including “don’t know” can be found in *Appendix B: Complete Set of Survey Responses*.)

When compared to other communities across the country, Long Grove was rated similarly for the Village as a place to raise children, place to live and neighborhood as a place to live. Long Grove as a place to retire, work and visit were rated much lower than the national benchmarks (see *Appendix F: Benchmark Comparisons* for more information).

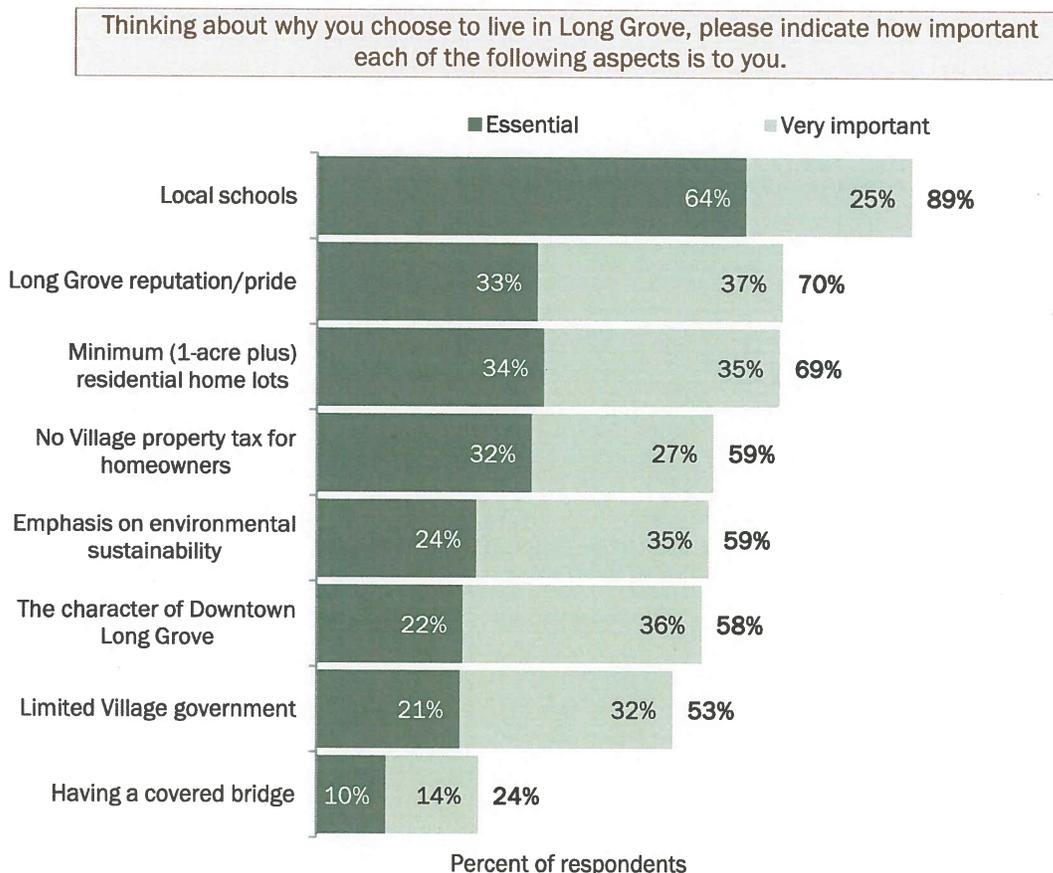
Aspects of quality of life were compared by respondent characteristics (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*). Overall, few differences were found between respondents by age, gender or presence of children in the household. However, length of residency affected respondents’ ratings of aspects of quality of life; generally, ratings decreased as length of residency increased (see Table 79).

Figure 2: Aspects of Quality of Life in Long Grove



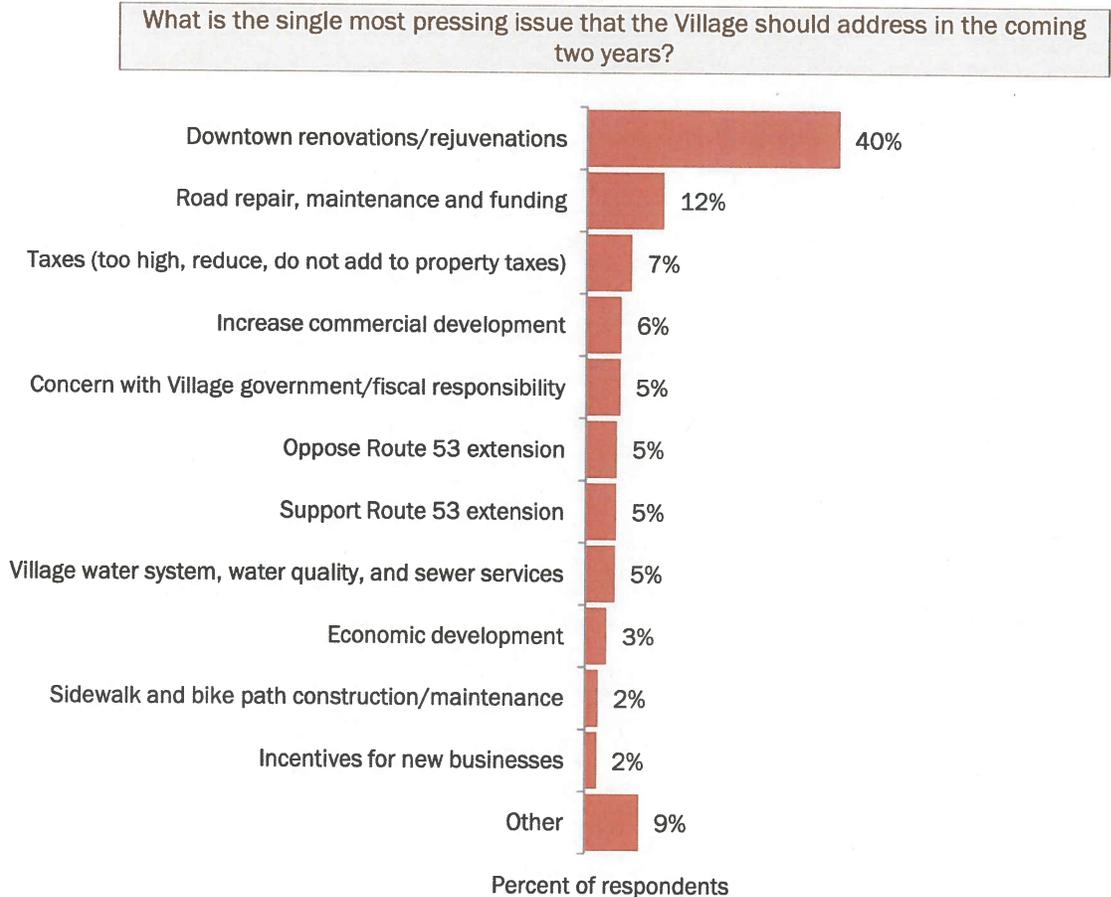
The importance of eight aspects of living in Long Grove was assessed on the survey. About 9 in 10 respondents said that local schools were an essential or very important aspect of why they chose to live in Long Grove. Long Grove’s reputation and minimum residential home lots were essential or very important to about 7 in 10 respondents. Only one-quarter of respondents said that having a covered bridge was essential or very important in their decision to live in Long Grove; 50% said it was not at all important (see *Appendix B: Complete Set of Survey Responses.*)

Figure 3: Importance of Aspects of Living in Long Grove



When asked to identify the single most pressing issue that the Village should address in the coming two years, of the 821 respondents that wrote a comment, 40% said that Downtown renovations or rejuvenations were the biggest priority. About 1 in 10 respondents felt that road repair, maintenance and funding was the most pressing issue in the coming two years. Less than 8% of respondents mentioned any of the other issues, including taxes being too high, concern with the Village government and fiscal responsibility and the Village water system. All comments, including the “other” comments, can be found in *Appendix C: Verbatim Responses to Specific Survey Questions*.

Figure 4: Most Pressing Village Issue Over the Next Two Years



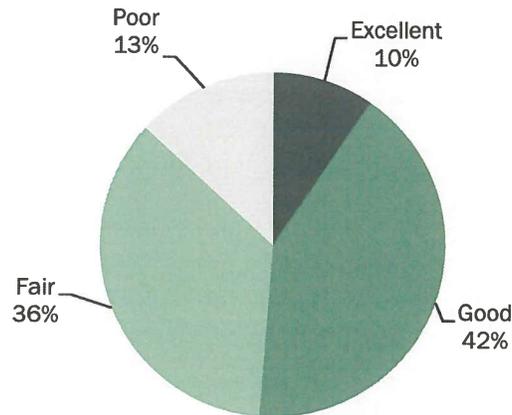
### Quality of Services

The survey also asked residents to evaluate both the overall quality of services provided by the Village as well as individual Village services and those provided by other entities. Ten percent of respondents felt the overall quality of Village services was excellent and 42% said it was good. Another 36% said the overall quality of services provided by the Village was fair and 13% said it was poor. Compared to the national benchmark, the overall quality of services in Long Grove was lower than the national average (see *Appendix F: Benchmark Comparisons* for more information).

When compared by respondent characteristics (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*), survey respondents who had lived in the community for five years or less tended to view the overall quality of services in Long Grove more positively than those respondents with longer tenures (see Table 80).

Figure 5: Overall Quality of Services Provided by Long Grove

Please rate the overall quality of the services provided by the Village of Long Grove.



Survey respondents were asked to assess the quality of 14 individual services provided by the Village (see Figure 6 on the following page). About 9 in 10 residents felt the usability of garbage and recycling carts and garbage, yard waste and recycling collection were excellent or good. Eight in 10 respondents said that the preservation of open space was excellent or good, while 7 in 10 gave positive reviews to Police services. Among the lower rated services was street repair (29% excellent or good and economic development (15%); 35% of residents rated street repair as poor and 57% gave a poor rating to economic development.

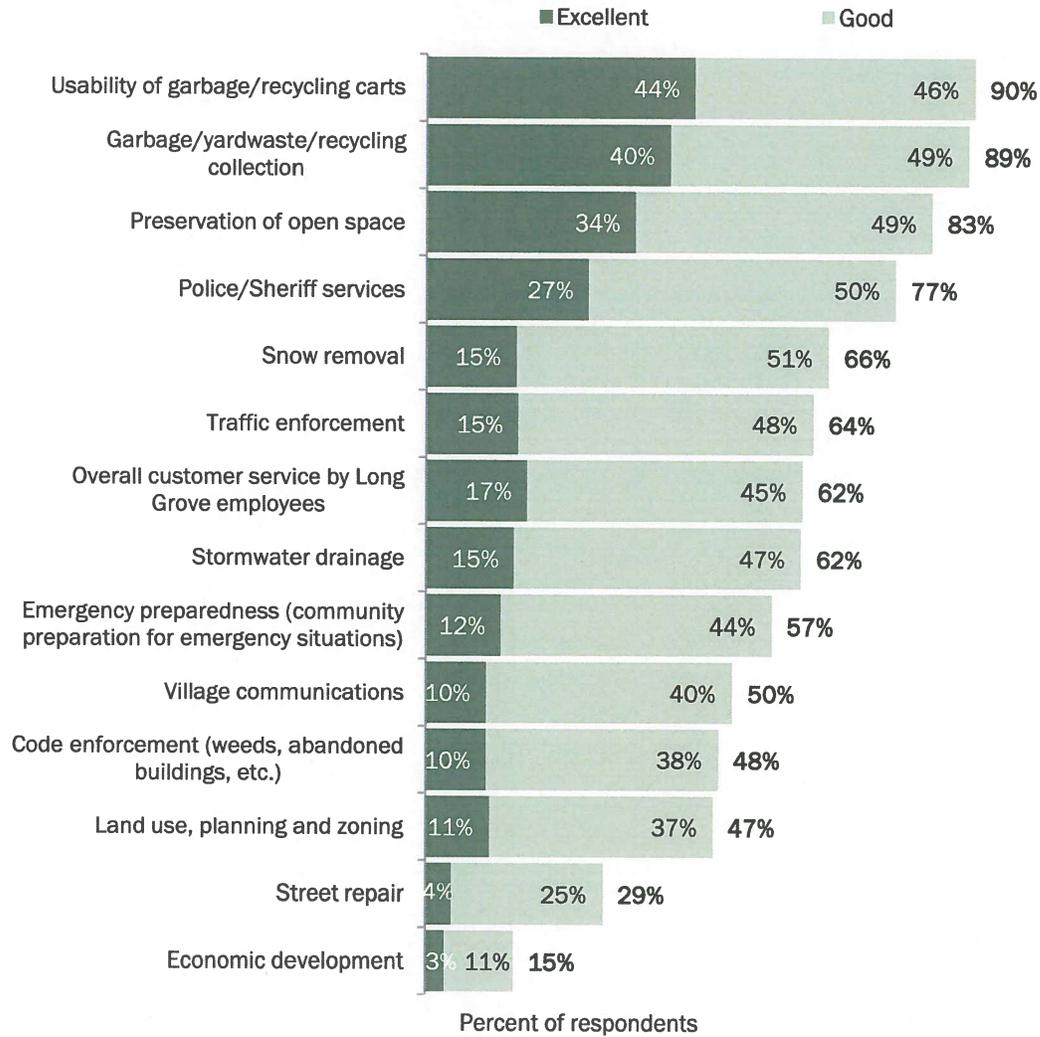
(Please note that at least 20% of respondents selected “don’t know” when evaluating the quality of emergency preparedness and overall customer service provided by Long Grove employees. A full set of responses, including “don’t know” can be found in *Appendix B: Complete Set of Survey Responses.*)

Thirteen Village-provided services could be compared to the national benchmarks. Preservation of open space was rated higher than the national average. Ten of the 13 services were similar when compared to the nation, including Police services, stormwater drainage and code enforcement. Two services, economic development and street repair, were rated lower than the national benchmarks (see *Appendix F: Benchmark Comparisons* for more information).

The quality of the various services provided by Long Grove were compared by respondent characteristics (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*). Overall, few differences were found between respondents by age, gender, presence of children in the household or length of residency. Where differences were found, the youngest residents, households with children and those living in the community for five years or less tended to give more positive ratings to the different services provided by the Village than their counterparts (see Table 80).

**Figure 6: Quality of Village-provided Services**

Please rate the quality of each of the following services provided by the Village of Long Grove.



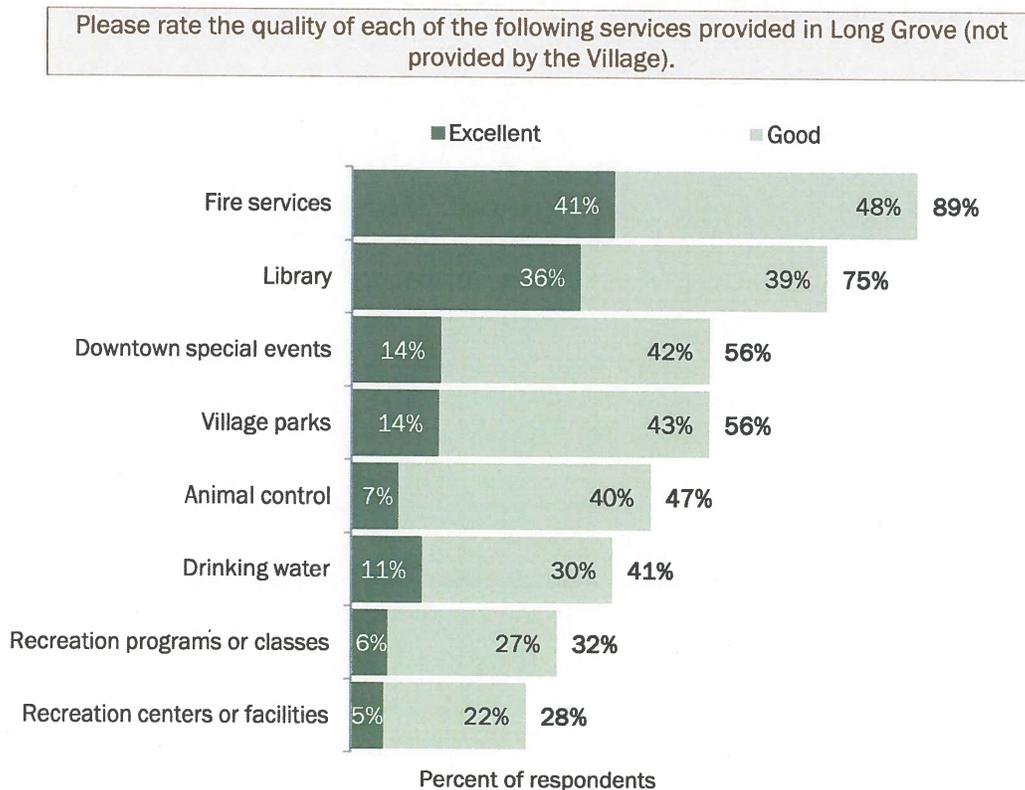
When rating the eight services provided by other entities, Long Grove residents gave high marks to fire services (89% excellent or good) and the library (75%). Just over half of respondents felt that Downtown special events and Village parks were excellent or good, while just under half (47%) gave favorable ratings to animal control. Four in 10 residents felt that the quality of drinking water was excellent or good and about 3 in 10 gave positive reviews to recreation programs or classes and recreation centers or facilities.

(Please note that more than 20% of respondents selected “don’t know” when evaluating the quality of most of the services provided by other entities. A full set of responses, including “don’t know” can be found in *Appendix B: Complete Set of Survey Responses.*)

All of the services provided by other entities could be compared to the national benchmarks. Fire services, the library and Downtown special events were rated similar to the national benchmark while other ratings were lower than the national average (see *Appendix F: Benchmark Comparisons* for more information).

The quality of the various services provided by entities other than the Village of Long Grove was compared by respondent characteristics (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*). Overall, few differences were found between respondents by age, gender, presence of children in the household or length of residency. Notable differences included men and households without children providing more favorable ratings to recreation programs or classes and recreations centers or facilities than women and households with children (see Table 81).

Figure 7: Quality of Services Provided by Other Entities



### Village Government Performance

The quality of several aspects of the Village Government performance was measured on the survey. Between one-third and one-half of Long Grove residents gave excellent or good evaluations to each aspect of government performance. The quality of administrative services received the most favorable ratings (52% excellent or good), while responsiveness of the Village to resident input was the lowest rated (31%).

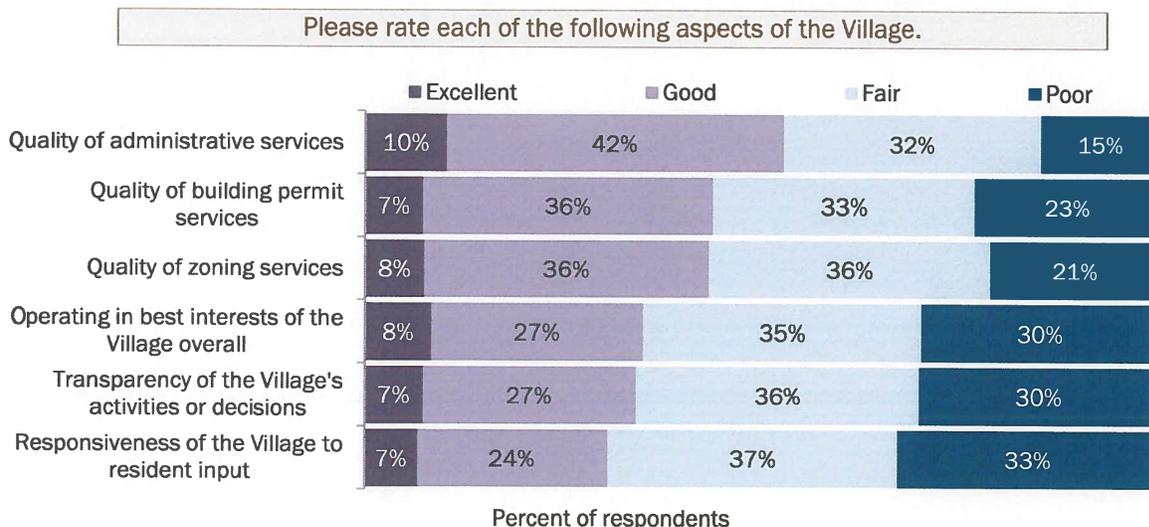
(Please note that at least one-quarter of respondents selected “don’t know” when evaluating the quality of building permit services, zoning services and administrative services. A full set of responses, including “don’t know” can be found in *Appendix B: Complete Set of Survey Responses.*)

Two aspects of government performance could be compared to the benchmarks. The quality of building permit service was rated similar to the national average, while the government operating in the best interests of the Village overall was rated lower (see *Appendix F: Benchmark Comparisons* for more information).

Aspects of Village government performance were compared by respondent characteristics (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*). Overall, few differences were found between respondents by age, gender, presence of children in the household or length of residency. However, young residents (18 to 34) and men tended to give more favorable ratings to Village responsiveness to resident input and operating in the best interests of the Village overall than older residents and women (see Table 93).

Ratings of Long Grove Government performance varied by voting behavior (see Table 97 in *Appendix E: Selected Subgroup Comparisons*). Generally, respondents who had not voted in the tax referendum or Trustee elections tended to give more favorable ratings to performance than those who had voted.

Figure 8: Quality of Village Government Performance

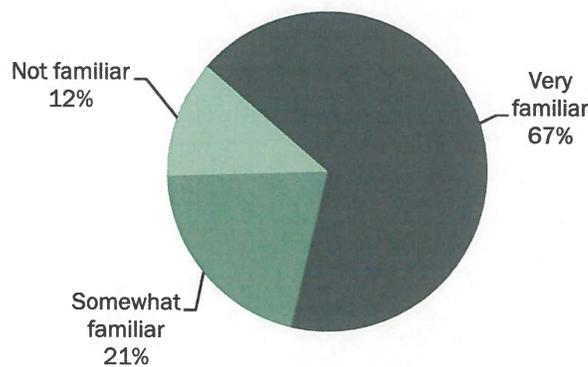


Two-thirds of residents were very familiar with there being no Village property tax prior to receiving the survey. One in five reported being somewhat familiar with there being no Village property tax and about 1 in 10 were not familiar.

Residents age 18 to 34, men, households without children and respondents with lengths of residency greater than 15 years were more likely than their counterparts to be very familiar with there being no Village property tax for homeowners (see Table 92 in *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 9: Familiarity with No Village Property Tax

Prior to receiving this survey, how familiar were you, if at all, with there being no Village property tax for homeowners?

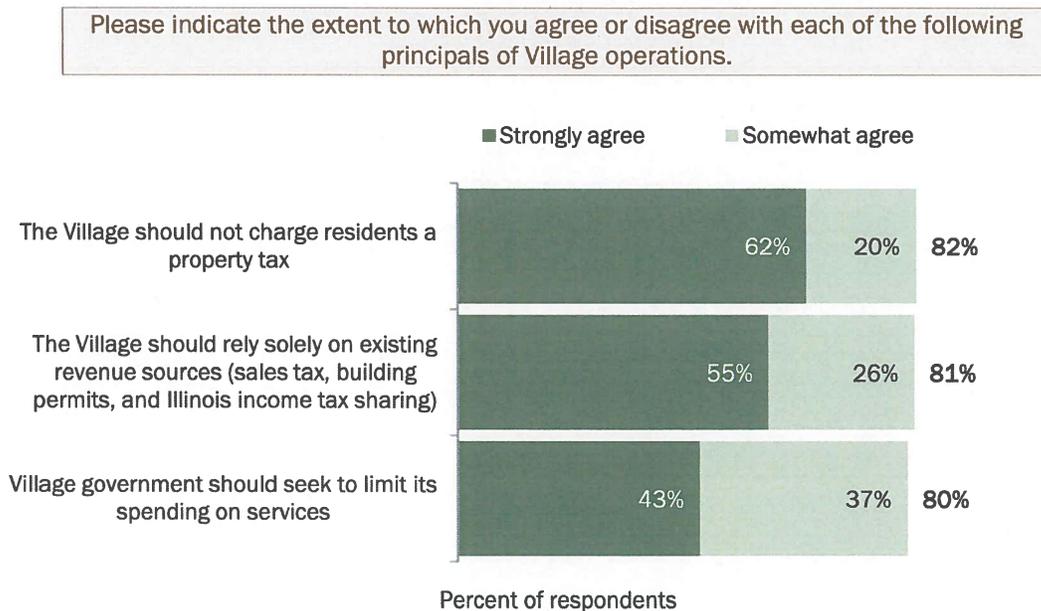


When asked the extent to which they agreed or disagreed with Village principals of operation, 8 in 10 respondents strongly or somewhat agreed with each. About 6 in 10 strongly agreed that the Village should not charge residents a property tax and 2 in 10 somewhat agreed with this statement. Fifty-five percent of respondents strongly agreed that the Village should rely solely on existing revenue sources (26% somewhat agreed) and 43% strongly agreed that the Village government should seek to limit its spending on services (37% somewhat agreed).

When compared by respondent characteristics (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*), men agreed more than women that the Village government should seek to limit its spending on services (see Table 82).

The three principals of Village operations were compared by respondent’s familiarity with the Village’s property tax policy and voting behaviors on the most recent tax referendum and the most recent Trustee election (see Table 94 in *Appendix E: Selected Subgroup Comparisons*). Respondents who had not voted in the Trustee election tended to agree more with the Village relying solely on existing revenue sources and the Village limiting its spending on services than those who had voted for a Trustee.

Figure 10: Level of Agreement with Village Principals



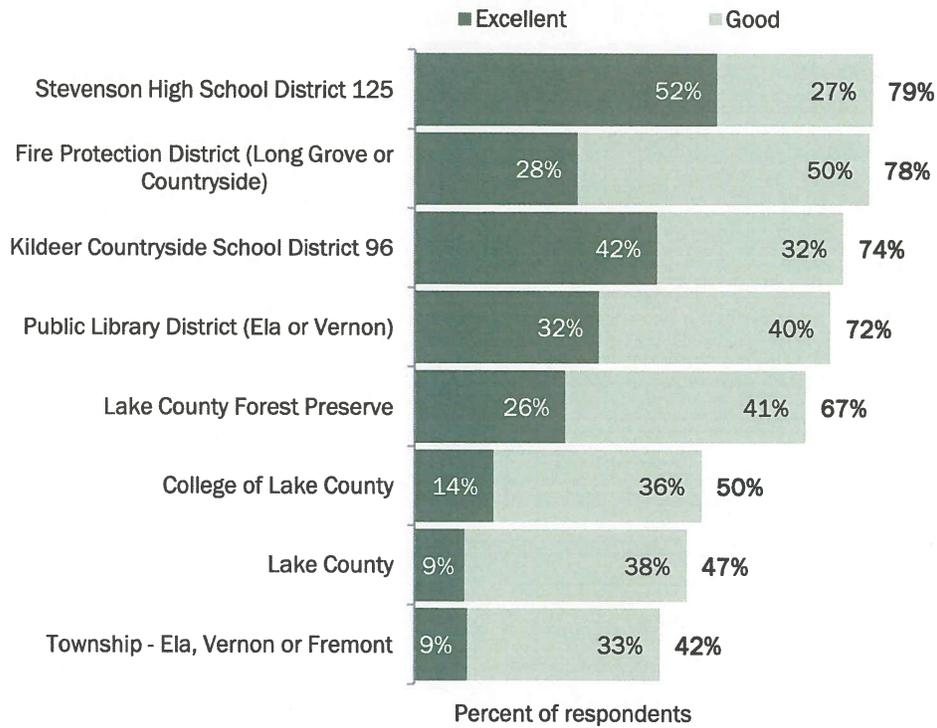
Long Grove residents were asked to indicate the level of value they received for the property taxes paid to various entities (see Figure 11 on the following page). About 7 in 10 respondents felt they received excellent or good value for the taxes they paid to the Stevenson High School District 125, Fire Protection District, Kildeer Countryside School District 96 and Public Library District. About two-thirds felt positively about the value they receive for the taxes paid to the Lake County Forest Preserve, while about one-half gave excellent or good ratings to the value of taxes paid to the College of Lake County and Lake County. The Township taxes paid were felt to be of less value (42% excellent or good).

(Please note that about one-quarter of respondents selected “don’t know” when evaluating the value they receive for the taxes paid to the College of Lake County and Township - Ela, Vernon or Fremont. A full set of responses, including “don’t know” can be found in *Appendix B: Complete Set of Survey Responses*.)

Evaluations of the value of the property taxes paid to assorted entities varied by respondent age, gender, presence of children and length of residency (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*). Households with children gave more favorable ratings to education- and school-related entities than those without children and residents with the longest lengths of residency gave more favorable ratings to the Fire Protection District and the Public Library District than those in the community for less time. The youngest residents (age 18 to 34) were more critical of the value received for taxes paid to the College of Lake County than older residents (see Table 91).

**Figure 11: Value Received for Property Taxes Paid to Various Entities**

In terms of your property tax bill, please indicate the level of value received for the property taxes paid to each entity:

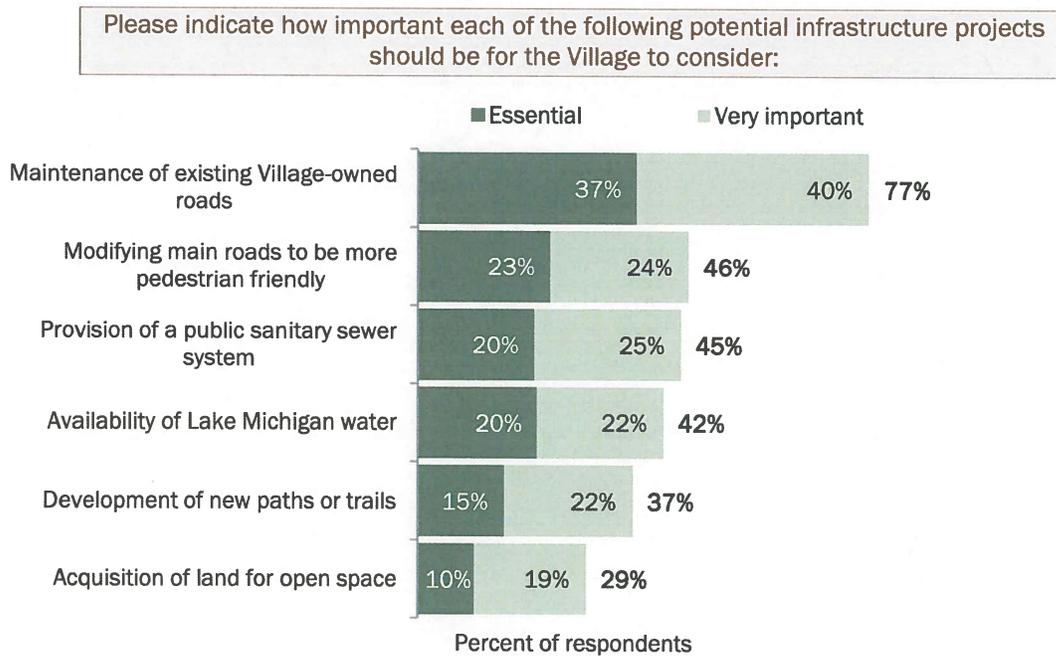


### Prioritization of Village Projects and Services

The 2015 Community Survey measured resident priorities for Village infrastructure projects, the Long Grove Park District and ways in which the Village should manage a potential budget shortfall.

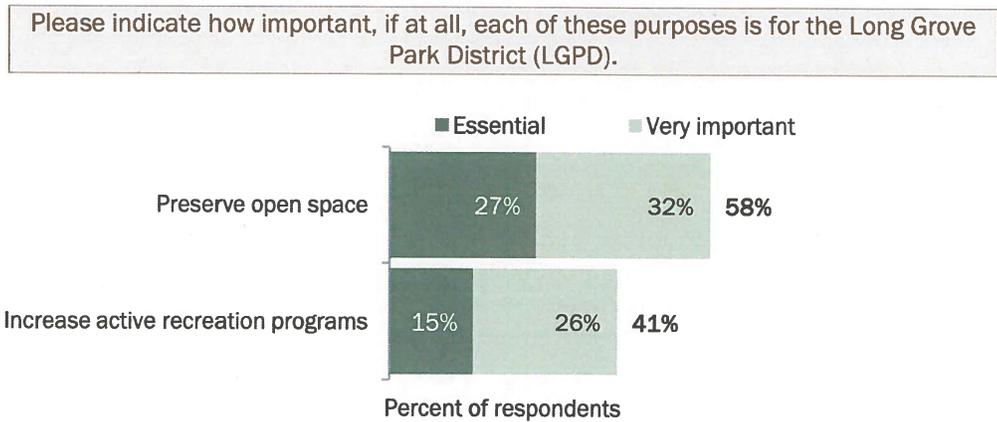
Residents felt that the maintenance of existing Village-owned roads was the most important potential infrastructure project the Village should consider, with 77% saying it was essential or very important. The next most important projects were modifying main roads to be more pedestrian friendly (46% essential or very important), providing a public sanitary sewer system (45%) and the availability of Lake Michigan water (42%). Of relatively less importance was the development of new paths or trails and the acquisition of land for open space (37% and 29% essential or very important, respectively). It is worth noting that, aside from the maintenance of existing roads, between about one-quarter and one-third of respondents felt that each potential project was not at all important (see *Appendix B: Complete Set of Survey Responses.*)

Figure 12: Importance of Potential Infrastructure Projects



About 6 in 10 respondents (58%) felt that it was essential or very important for the Long Grove Park District to preserve open space and about 4 in 10 (41%) felt it was important for the District to increase active recreation programs; about one in five felt this was not at all important.

Figure 13: Priorities for Long Grove Park District

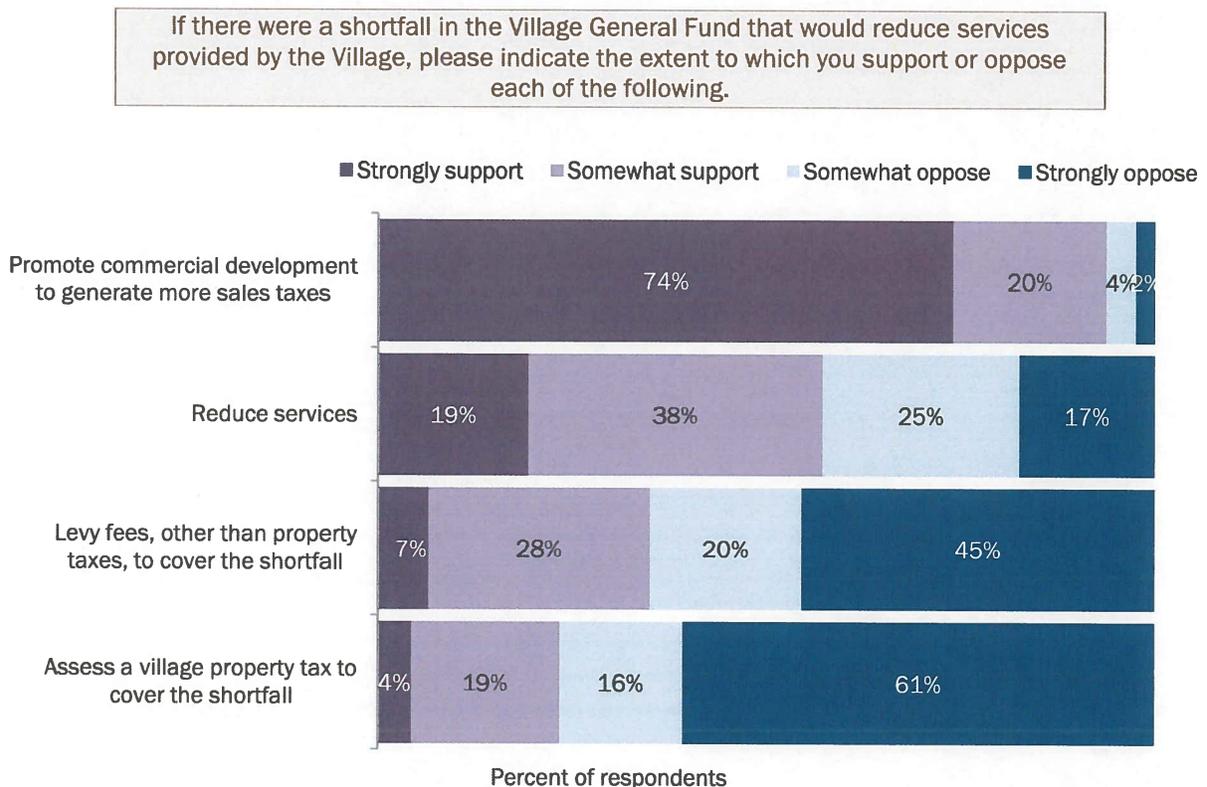


Residents indicated their level of support for solutions to the shortfall in the Village General Fund. Overall, residents had mixed feelings about the list of potential ideas. Nearly all respondents supported the Village promoting commercial development to generate more sales to help with the shortfall, with 74% strongly supporting this idea and 20% somewhat supporting it. Just over half of respondents supported reducing services. Long Grove residents were more opposed to than supported of levy fees other than property taxes and assessing a village property tax, with 65% and 77%, respectively, opposing these solutions; at least 4 in 10 strongly opposed these two solutions to the budget shortfall. In addition to the four potential options for addressing the General Fund shortfall, respondents were allowed to select “do none of these;” 50 respondents supported this option.

When compared by respondent characteristics (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*), men and the youngest residents (18 to 34) supported more than women and older residents the reduction of services if there were a shortfall in the Village General Fund (see Table 83).

Voters in both the last tax referendum and Trustee election were more supportive of promoting commercial development to generate more sales taxes than non-voters (see Table 95 in *Appendix E: Selected Subgroup Comparisons*).

Figure 14: Support for or Opposition to Solutions to a Potential General Fund Shortfall



## Planning and Development

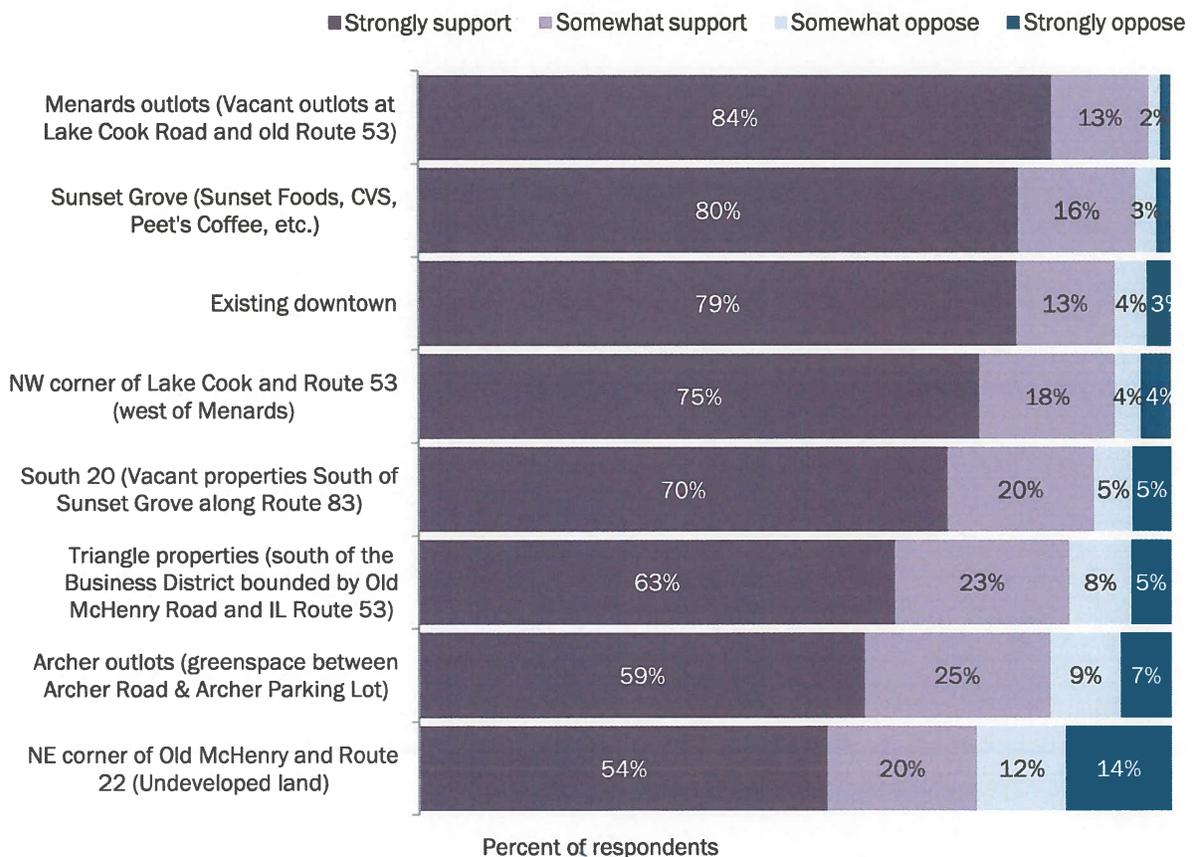
### Commercial and Residential Development

Survey respondents were asked their level of support for commercial development in specific areas of the Village’s Comprehensive Plan. Overall, the vast majority of residents strongly supported commercial development in each sub-area. Four out of five respondents strongly supported commercial development in the Menards outlots and at Sunset Grove. About 5 in 10 residents strongly supported commercial development at the Archer outlots and at the NE corner of Old McHenry and Route 22. Less than one-quarter of respondents strongly or somewhat opposed commercial development in each sub-area.

(Please note that 21% of respondents selected “don’t know” when evaluating their level of support for commercial development at Archers outlots. A full set of responses, including “don’t know” can be found in *Appendix B: Complete Set of Survey Responses.*)

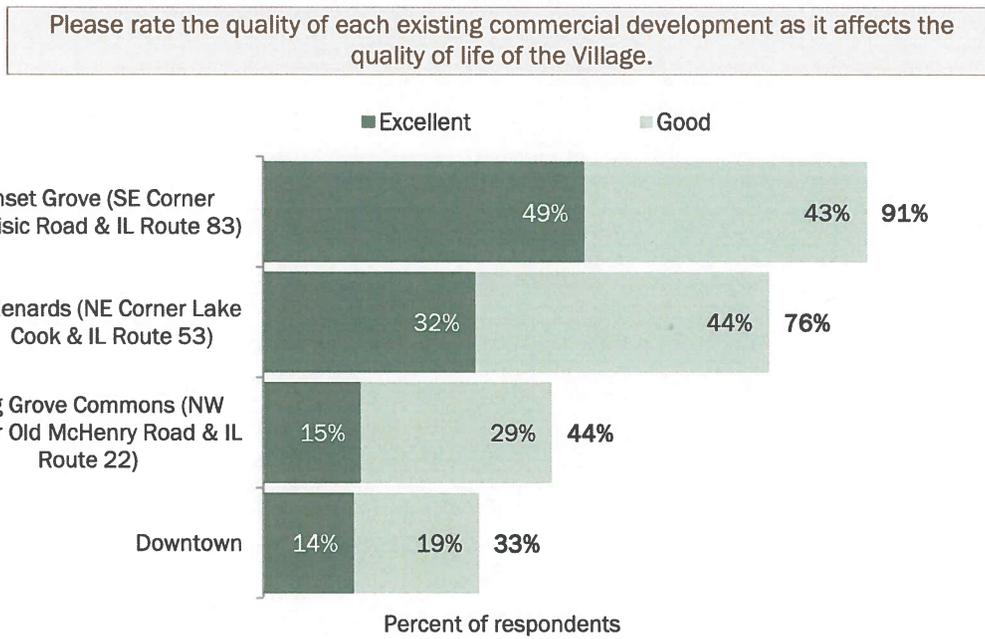
Figure 15: Support for or Opposition to Commercial Development in Sub-areas of Comprehensive Plan

The Village's Comprehensive Plan identifies specific sub-areas for commercial development. To what extent do you support or oppose each of the following for commercial development within those sub-areas?



Residents were asked to evaluate the quality of existing commercial development in Long Grove as it affects the quality of life in the Village. About 9 in 10 respondents felt the quality of development at Sunset Grove was excellent or good and three-quarters felt that the existing development at Menards was excellent or good. Less than half felt the quality of existing development at Long Grove Commons and Downtown was excellent or good; about 4 in 10 respondents believed the development Downtown was poor (see *Appendix B: Complete Set of Survey Responses.*)

Figure 16: Quality of Existing Commercial Development in the Village

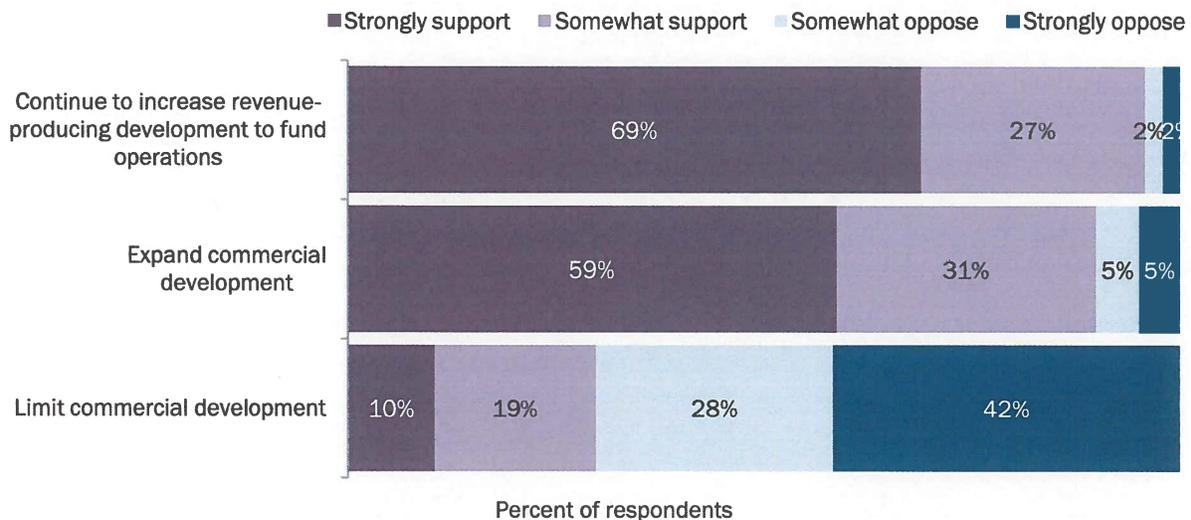


Nine in 10 respondents supported continuing to increase revenue-producing development to fund operations and expanding commercial development, with 69% and 59%, respectively, strongly supporting these changes in commercial development. Residents were less receptive to limiting commercial development, with four times as many respondents strongly opposing this change than strongly supporting it.

When compared by respondent characteristics (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*), the oldest residents (55 and over) and households without children supported limited commercial development more than younger residents and households with children (see Table 85).

Figure 17: Support for or Opposition to Changes in Commercial Development

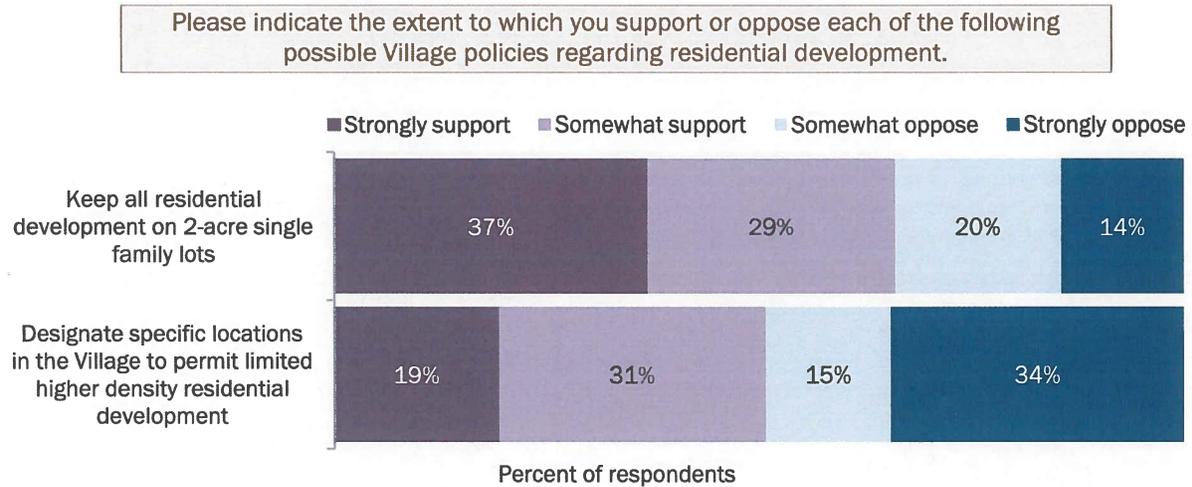
In terms of commercial development, please indicate the extent to which you support or oppose each of the following.



About two-thirds of respondents strongly or somewhat supported keeping all residential development on 2-acre single family lots. Half of residents supported designating specific locations in the Village to permit limited higher density residential development; one-third of respondents strongly opposed this potential policy.

When compared by respondent characteristics (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*), women offered more support than men for higher density residential development, while households with children offered more support for keeping all residential development on 2-acre single family lots than households without children (see Table 86).

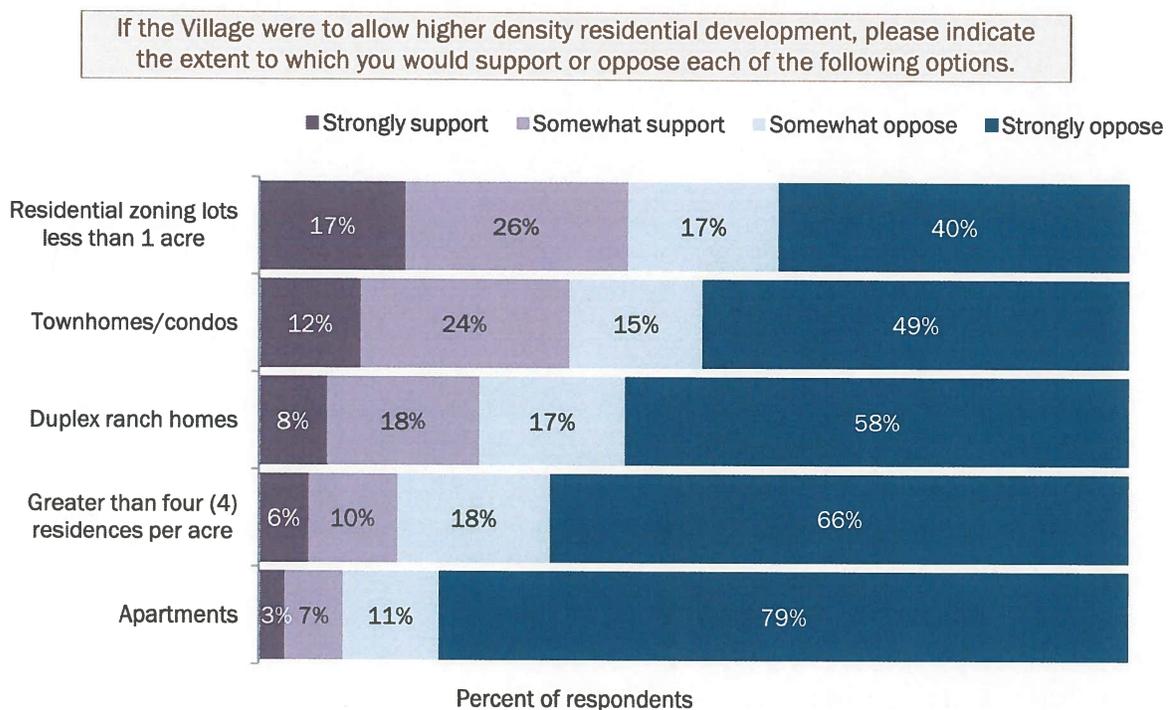
Figure 18: Support for or Opposition to Village Residential Development Policies



When asked to indicate their level of support for the options for potential higher density residential development, the majority of respondents opposed each option. Between 40% and 79% of respondents strongly opposed each option for higher density development, including zoning lots less than 1 acre, townhomes and condos and apartments.

Options for higher density residential development were compared by respondent characteristics (see *Appendix D: Comparisons of Select Questions by Respondent Characteristics*). Overall, few differences were found between respondents by age, gender, presence of children in the household or length of residency. However, residents who had lived in the village for more than 15 years were more supportive of attached housing (i.e., townhomes, duplexes and apartments) than those who had lived in the community for less time (see Table 87).

Figure 19: Support for or Opposition to Options for Higher Density Residential Development



### Historic Downtown Development and Improvements

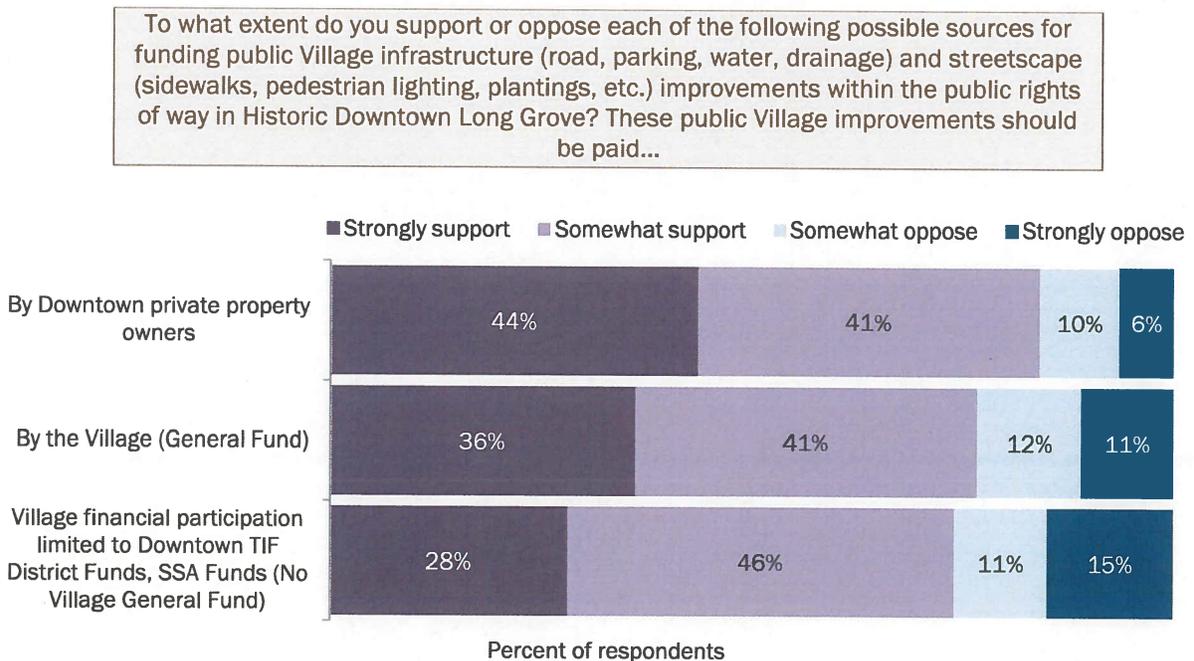
A number of survey questions gathered opinions about potential developments or improvements to Long Grove’s Historic Downtown. When asked their level of support for possible funding sources for public infrastructure improvements for Historic Downtown, at least 7 in 10 respondents strongly or somewhat supported each. Eighty-five percent supported funding improvements by Downtown private property owners, 77% supported using the Village General Fund and 74% supported Village financial participation limited to Downtown TIF District Funds and SSA Funds.

(Please note that 20% of respondents selected “don’t know” when evaluating their level of support for Village financial participation limited to Downtown TIF District Funds and SSA Funds. A full set of responses, including “don’t know” can be found in *Appendix B: Complete Set of Survey Responses*.)

Households with children and residents of the community for five years or less were more supportive of Downtown TIF District Funds and SSA Funds to pay for improvements within the public rights of way in Historic Downtown Long Grove than households without children and residents with longer tenure (see Table 88 in *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Respondents very familiar with the Village’s no property tax policy and non-voters were more supportive of paying for infrastructure improvements in Historic Downtown Long Grove through the General Fund and Downtown private property owners than those less familiar with the tax policy and voters (see Table 96 in *Appendix E: Selected Subgroup Comparisons*).

Figure 20: Support for or Opposition to Funding Sources for Historic Downtown Infrastructure and Streetscape Improvements

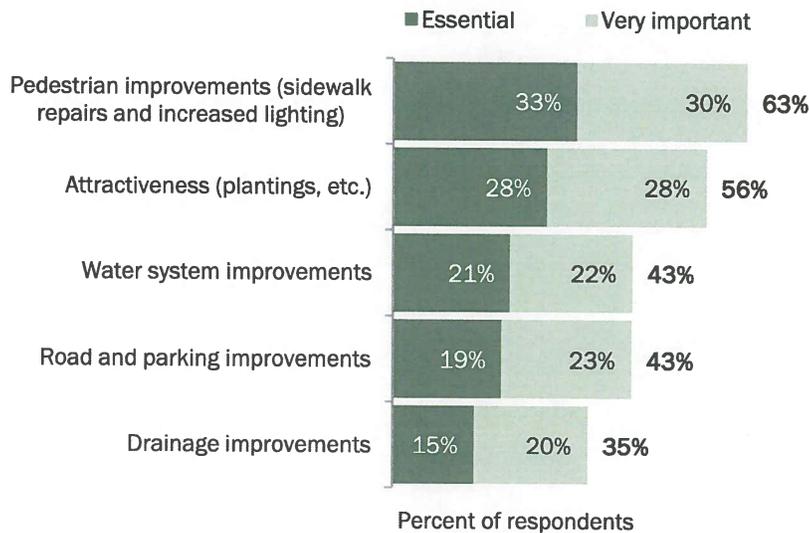


Survey respondents were asked to rate the importance of the Village prioritizing potential Historic Downtown improvements in the next one to two years. The most important improvements that residents felt the Village should prioritize were pedestrian improvements (63% essential or very important) and attractiveness (56%). About 4 in 10 felt that the Village should prioritize water system and road and parking improvements and about one-third said that drainage improvements were an essential or very important priority for the Village. However, about one-quarter of respondents said that improvements to roads and parking, the water system and drainage were not at all important (see *Appendix B: Complete Set of Survey Responses.*)

When rating the importance of potential improvements to Historic Downtown Long Grove, men were more likely than women to prefer water system improvement, while households with children were more likely than those without children to prefer pedestrian improvements (see Table 89 in *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 21: Importance of Historic Downtown Improvements

Thinking about potential improvements in Historic Downtown Long Grove, please indicate how important, if at all, each of the following projects would be for the Village to prioritize in the next 1-2 years.

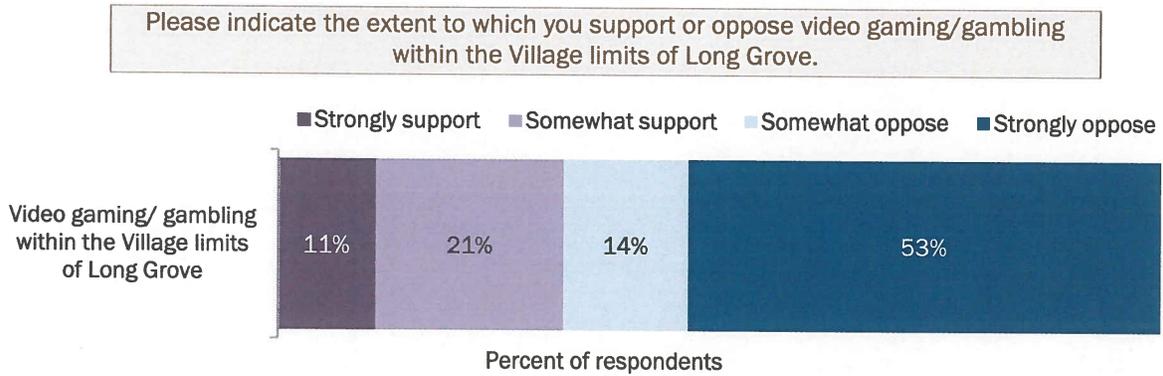


### Gaming and Gambling in the Village

Residents generally did not want gaming or gambling within the Village limits, with 53% strongly opposing this idea and 14% somewhat opposing it.

No differences were found in the level of support for video gaming by respondent age, gender or presence of children; support for gaming increased as respondent length of residency increased (see Table 90 in *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 22: Support for or Opposition to Video Gaming and Gambling in the Village

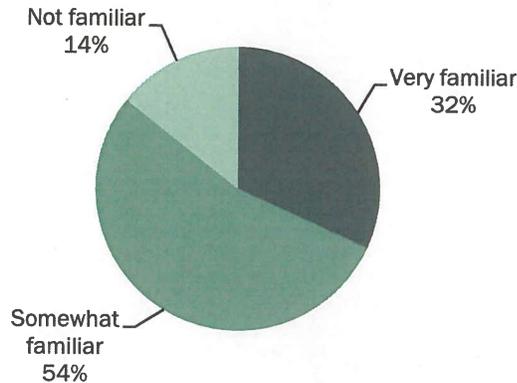


### Route 53 Extension Project

Several survey questions gauged resident perceptions about the Route 53 extension project. About one-third of respondents were very familiar with the current status of the project and just over half were somewhat familiar. Only 14% of residents indicated that they were not familiar with the current status of the Route 53 project.

Figure 23: Familiarity with Current Status of Route 53 Extension Project

How familiar are you, if at all, with the current status of the Illinois Route 53 extension project?



Residents were split when considering if the Village should support or oppose the extension of Route 53 as proposed, with 47% supporting it and 53% opposing it. However, residents were clear that the Village should participate in the planning of the Route 53 extension, with 91% saying the Village should participate.

Figure 24: Should the Village Support or Oppose the Proposed Route 53 Extension

Should the Village of Long Grove support or oppose the extension of Route 53 as proposed?

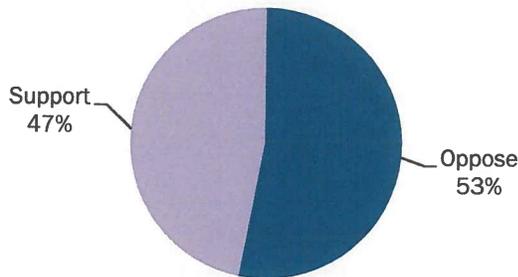
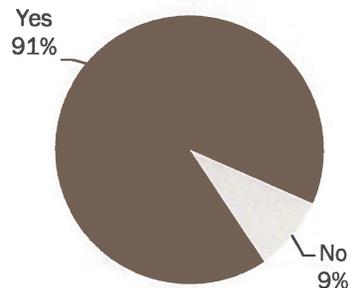


Figure 25: Should the Village Participate in the Route 53 Extension Planning

Is it important that the Village of Long Grove participate in the Route 53 extension planning process?

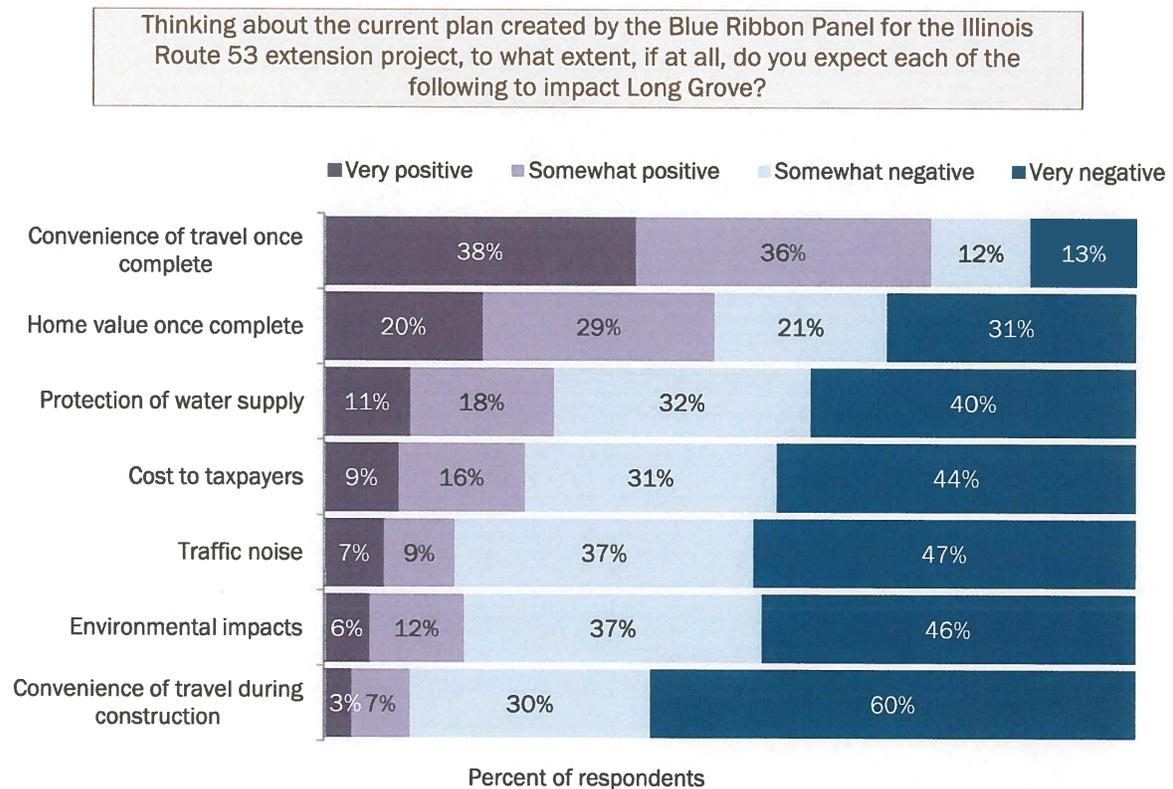


When asked to evaluate the impact of the Route 53 extension project, residents felt the most positive about the convenience of travel once the project is complete, with 38% saying there will be a very positive impact and 36% saying the impact will be somewhat positive. About half of residents felt the project would have a positive impact on home values once complete, while one-third felt the impact on home values would be very negative. Respondents expected that the Route 53 extension project would negatively impact the protection of the water supply, cost to taxpayers, traffic noise, the environment and the convenience of travel during construction; at least 4 in 10 residents felt the impact on these aspects would be very negative.

(Please note that at least 20% of respondents selected “don’t know” when evaluating the impact of the cost to taxpayers and the protection of the water supply. A full set of responses, including “don’t know” can be found in *Appendix B: Complete Set of Survey Responses*.)

Aspects of the Illinois Route 53 extension were compared by respondent familiarity with the project, support for the extension and importance of the Village’s participation in the planning process (see Table 98 in *Appendix E: Selected Subgroup Comparisons*). Overall, no differences were found based on respondents’ ratings of importance of participation, but many differences were found by level of support. Respondents who supported the extension as proposed tended to feel the aspects of the plan would have a positive impact on Long Grove compared to those who were less supportive of the extension.

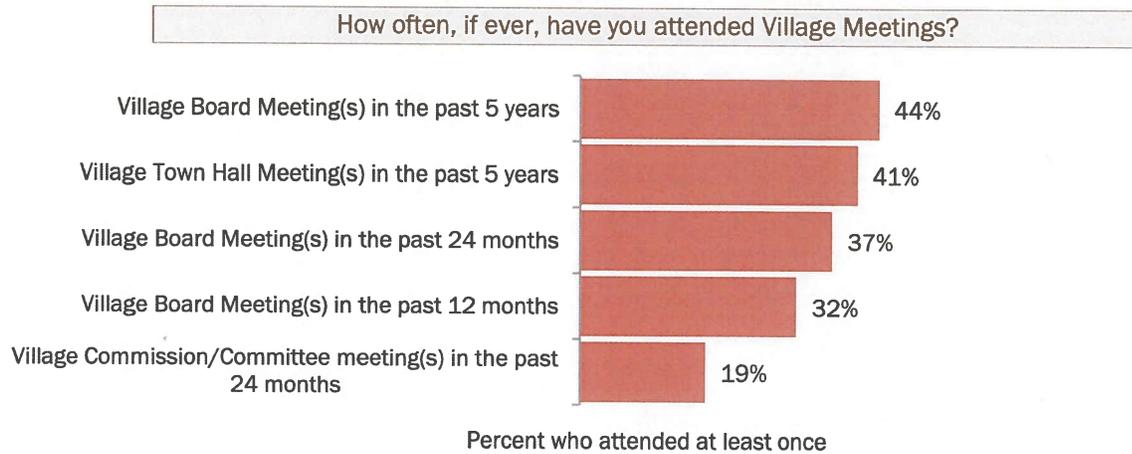
Figure 26: Impact of Route 53 Project on Long Grove



## Communication with Residents

The survey invited residents to note whether they had attended various Village meetings over different periods of time as well as share their thoughts on sources of information about the Village. Just over 4 in 10 residents (44%) had attended a Village Board meeting in the last five years, while 19% of respondents reported attending a Village Commission or committee meeting in the last two years.

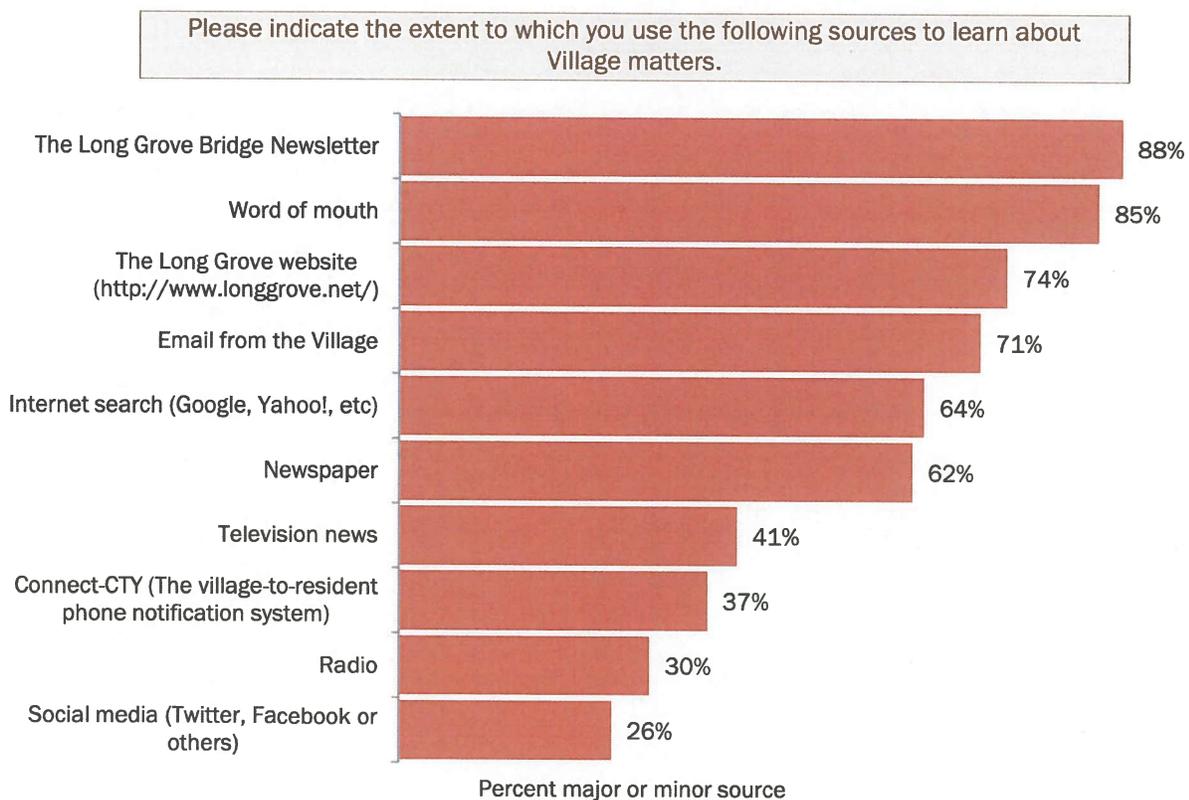
Figure 27: Attendance of Village Meetings



The Long Grove Bridge Newsletter and word of mouth were the most used sources of information about Village matters, with 8 in 10 respondents indicating these were a major or minor source. The Long Grove website (74% major or minor source) and email from the Village (71%) also were popular sources for Village information. The radio and social media were less likely to be a source of information for respondents about Village matters.

The extent to which subgroups or the population within the village used information sources varied (see Table 84 in *Appendix D: Comparisons of Select Questions by Respondent Characteristics*). Generally, residents age 35 to 54 and households with children were more likely to use new media sources (e.g., Village website, social media, Internet searches) than the youngest and oldest residents and households without children to learn about Village matters.

Figure 28: Sources of Information about Village Matters



When asked how likely they would be to use social media to get official Village information, about half of respondents were very or somewhat likely to use the Village’s Facebook page. Residents were much less likely to use Long Grove Twitter messages or other social media to get official Village information, with 77% and 80%, respectively, indicating they were not likely to use these social media resources.

Figure 29: Likelihood of Using Social Media for Official Village Information

Long Grove could expand its social media presence. How likely would you be to use each of the following potential social media resources to get official Village information about Long Grove?

