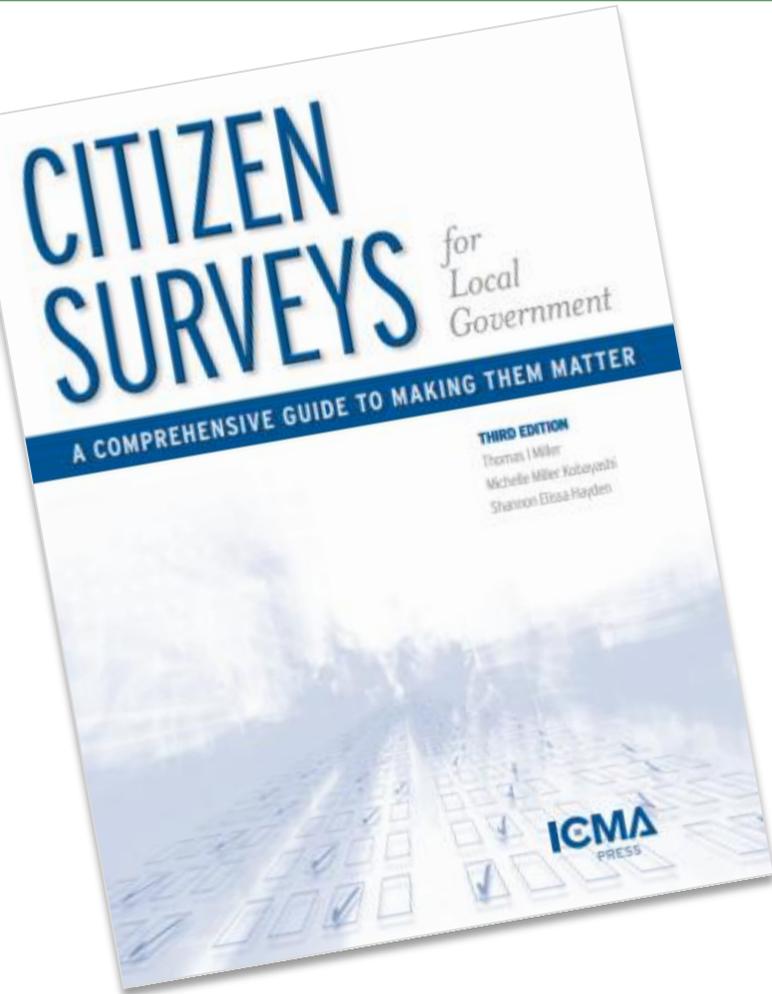




2015 Community Survey Results

About NRC



- ∞ 20 years conducting survey research for local government
- ∞ Wrote the books on citizen surveying
- ∞ Industry pioneers
- ∞ Long-term partnerships with ICMA and NLC
- ∞ Charter members of AAPOR Transparency Initiative

Using Survey Results



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings

Survey Backgrounds & Methods

- ✎ Mailed 2,462 households
- ✎ 1,007 completes (42% response rate)
- ✎ $\pm 3\%$ margin of error
- ✎ Results weighted
- ✎ Comparisons of select questions by respondent characteristics
- ✎ Selected subgroup comparisons
- ✎ National benchmark comparisons



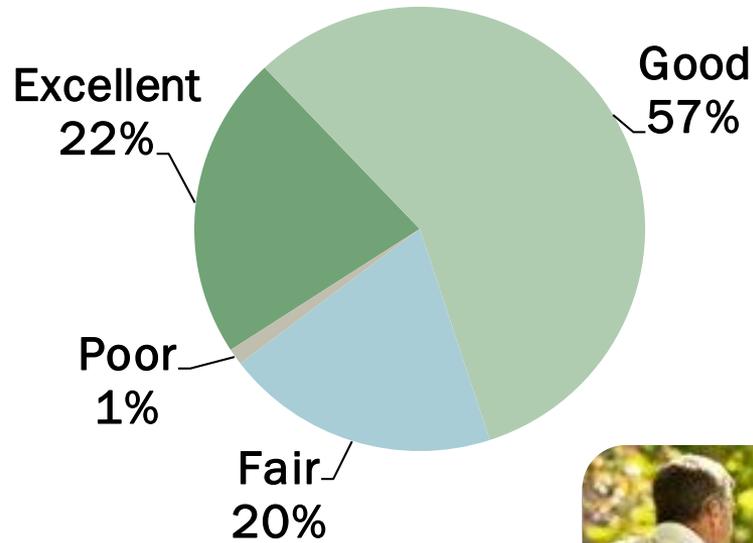
Comparisons to 1998 Gallup Survey

- ∞ Data collected by phone in 1998
- ∞ Overall quality of life and services similar over time
- ∞ Perspectives have changed regarding limiting commercial development
 - In 1998, 77% favored limiting
 - In 2015, 29% strongly or somewhat supported limiting

Residents are happy with the quality of life
and services



Overall Quality of Life



Raising Children in Long Grove

Place for schools



93%

Place to raise children



88%

Percent “excellent” or “good”

2015 Ratings Compared to National Benchmarks

1

received
higher
ratings

18

received similar
ratings

12

received
lower
ratings

Reasons for Living in Long Grove

Schools

89%

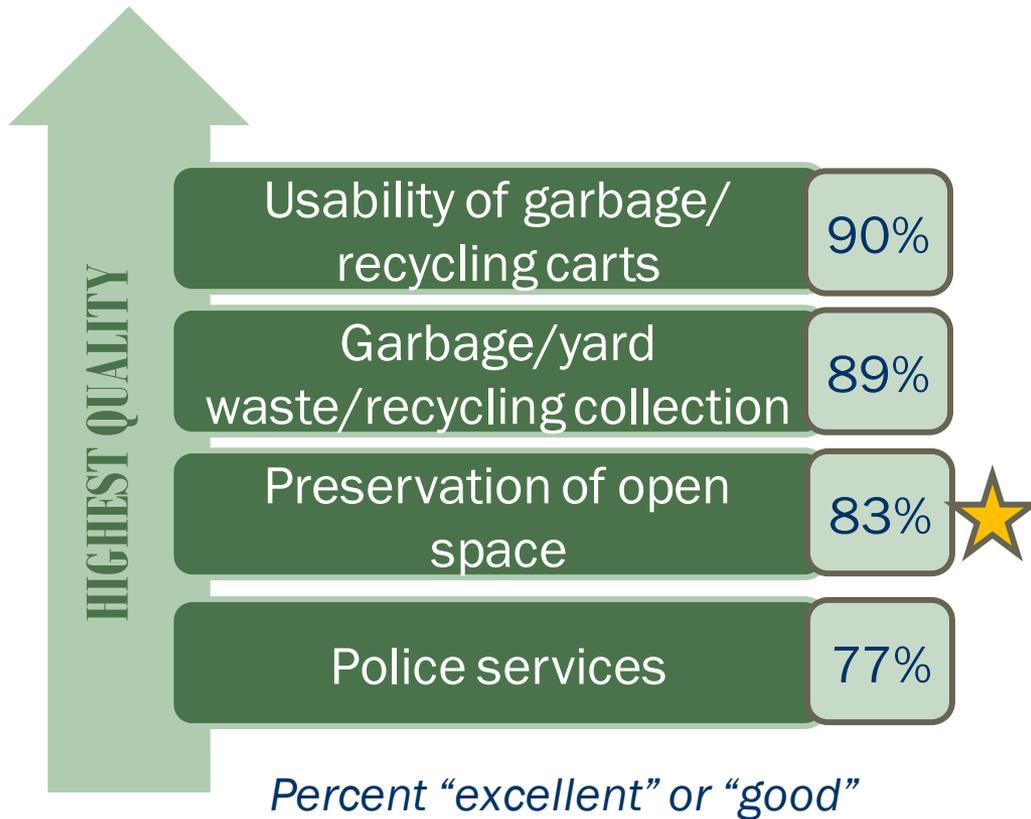
Village's
reputation

70%

1-acre plus
residential
lots

69%

Quality of Services



Higher than National benchmark

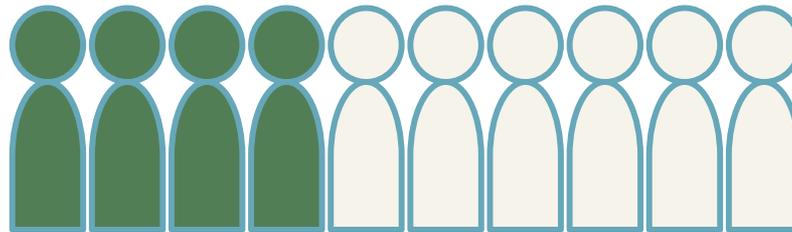
Respondents support commercial
development, particularly in Downtown



Most Pressing Issues Facing Long Grove

“Attract business to fill vacancies in Downtown and other vacant business buildings”

“Bring back business to Downtown Long Grove”

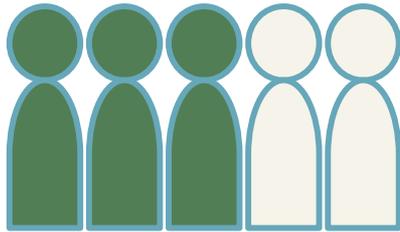


“Bring back Downtown!!”

“Building up Downtown-making Long Grove a 'happening place'”

Commercial Development

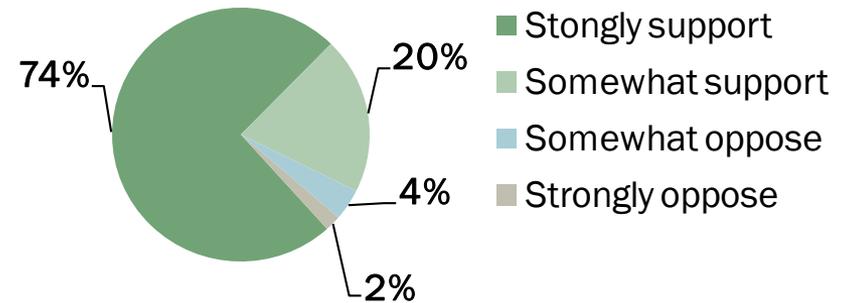
Quality of economic development



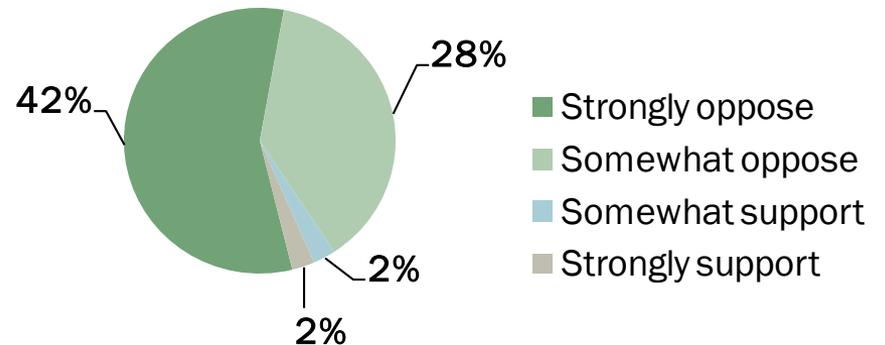
Lower than the benchmark



Promoting Commercial Development



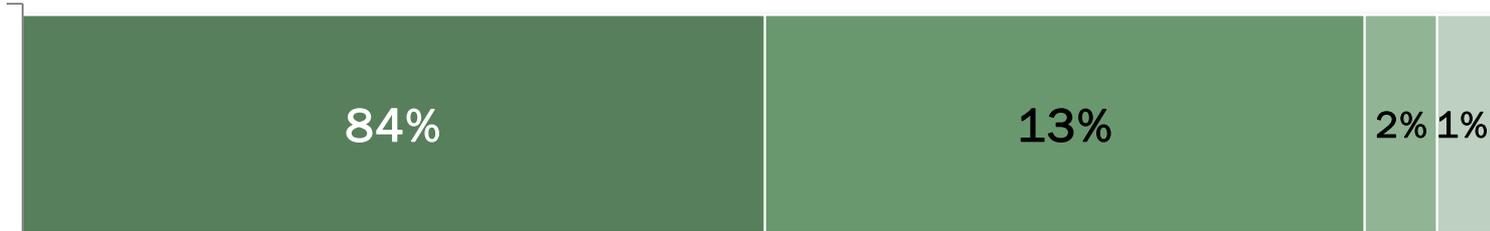
Limiting Commercial Development



Subarea Commercial Development

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose

Menards outlots



Sunset Grove

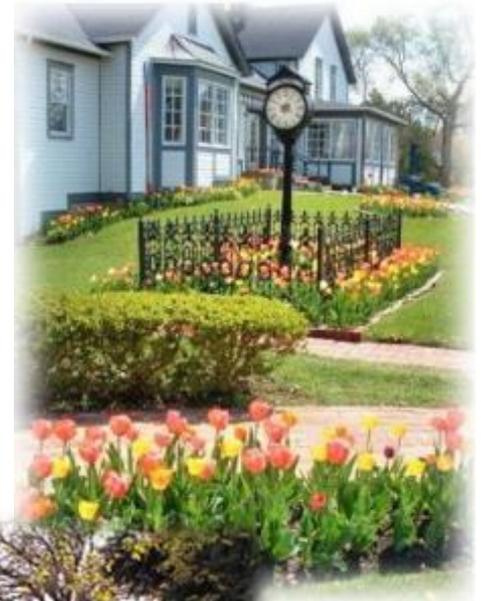
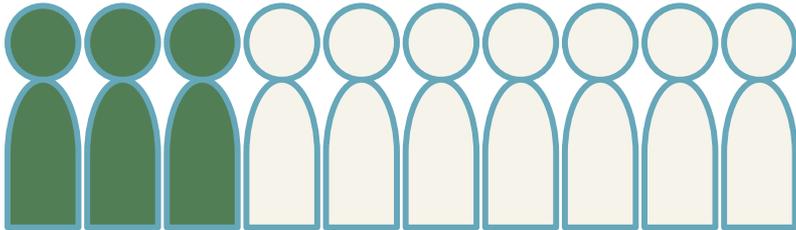


Existing downtown



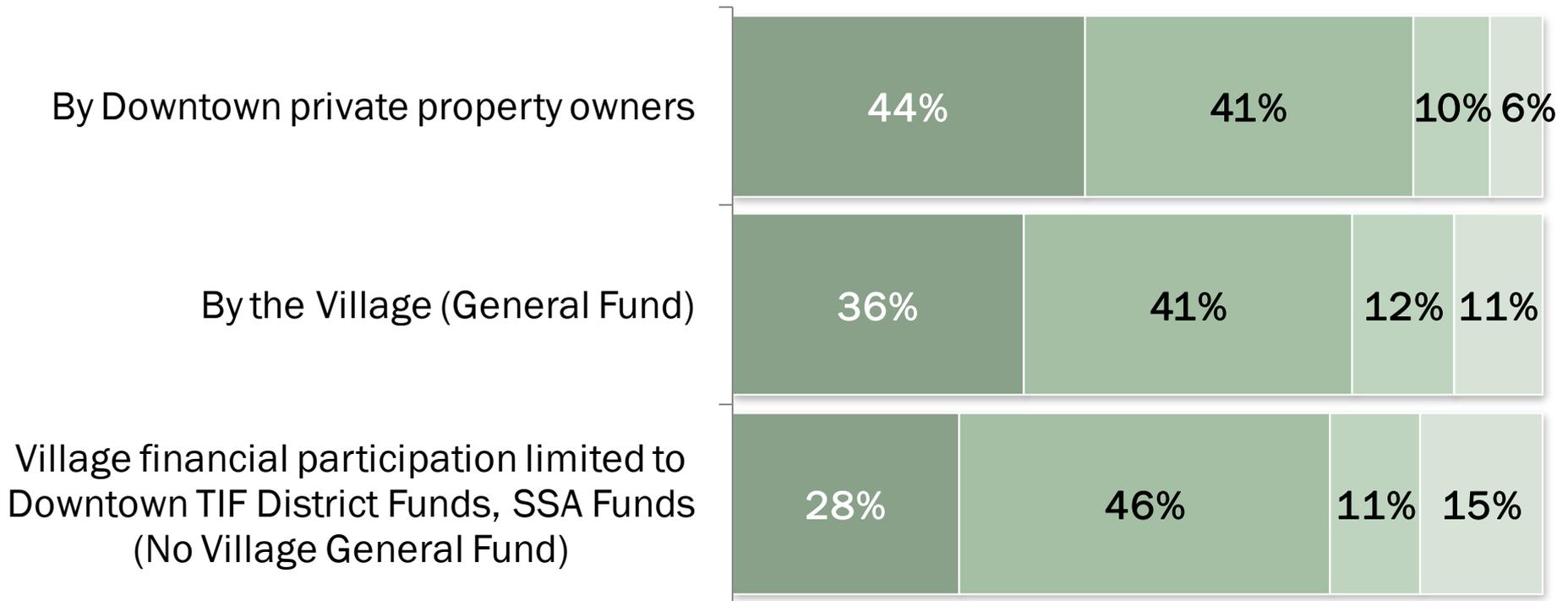
Existing Development

Quality of Development
Downtown



Funding Village Infrastructure in Historic Downtown

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose



Maintenance of roads is a priority for
residents



Village Road Maintenance



77%

Maintenance of roads are
“essential” or
“very important”



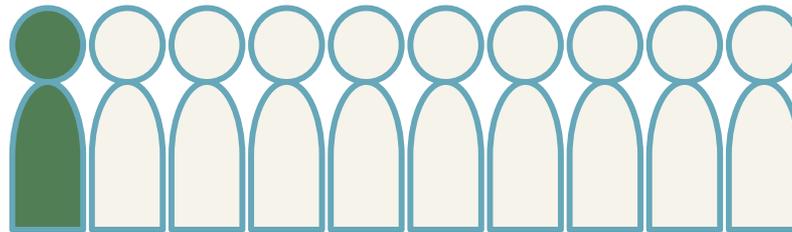
29%

Quality of street maintenance as
“excellent” or
“good”

Road Repair

“Equality in road maintenance/snow removal responsibilities for all residents”

“Fix Oakwood road!”



“Fixing all public roads w/a planned maintenance program”

“Honoring their commitment to maintain village owned roads, plowing, etc.”

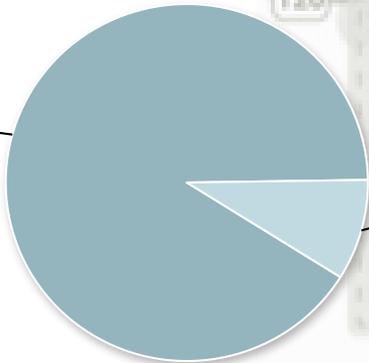
It is important for the Village to participate
in the plans for the Route 53 extension



Route 53 Extension

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

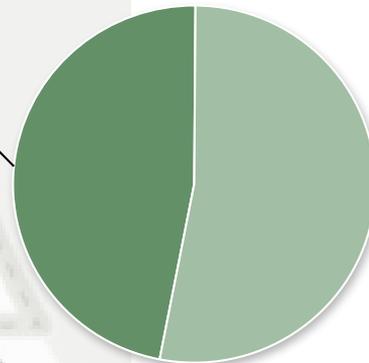
Yes
91%



No
9%

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

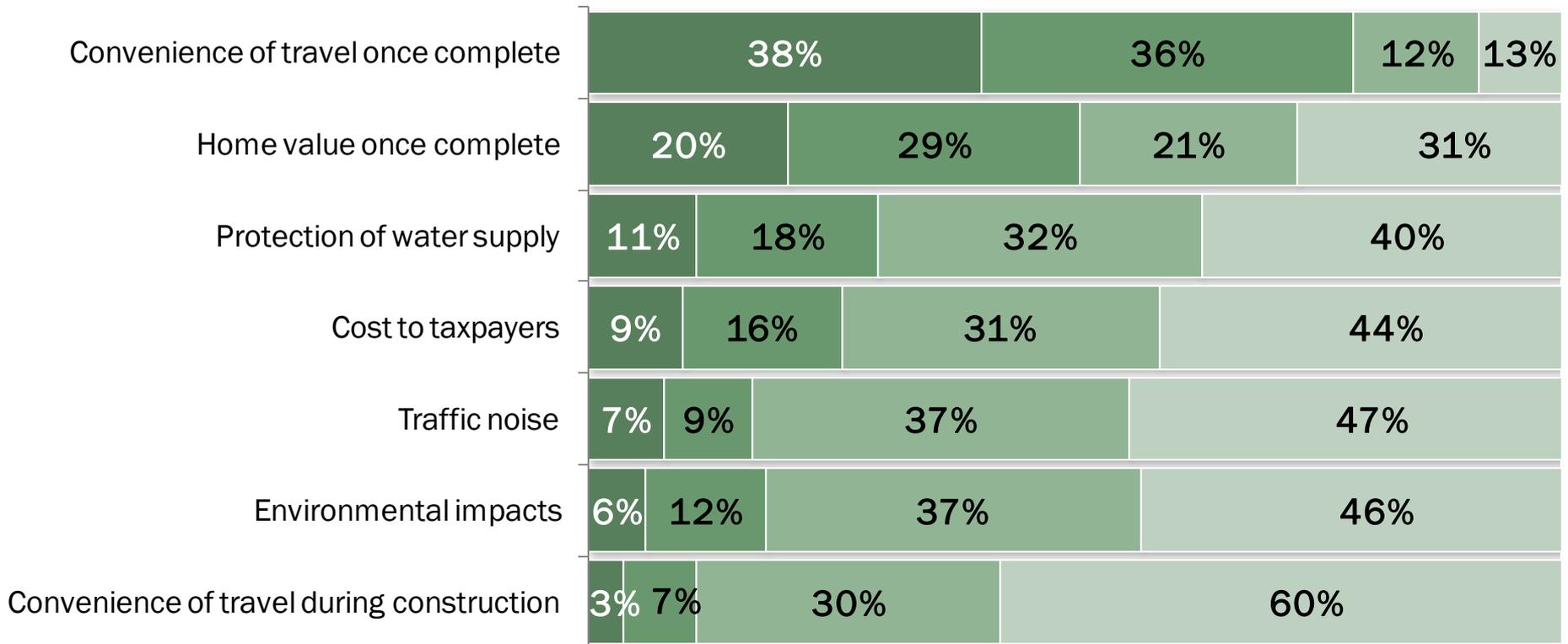
Support
47%



Oppose
53%

Impacts of Route 53 Extension

■ Very positive
 ■ Somewhat positive
 ■ Somewhat negative
 ■ Very negative



Questions?



Thank you!



Shannon Hayden
Chief Operating Officer
Shannon@n-r-c.com