



2013 RESIDENTIAL SURVEY SUMMARY OF SIGNIFICANT FINDINGS

1. Who was the average responder?

- 74% have lived in Bloomingdale 11+ years; (51%) have live here 20+ years.
- 93% live in single family housing; (72%) in detached single family housing.
- 80% are 45+ years of age; (32%) are age 55 to 64.
- 78% live with their spouse.
- 42% have one or more children living at home.

2. How do they feel about the Village?

- 94% somewhat to very satisfied with the services provided by the Village; (60% very satisfied).
- 99% feel safe in their home; (92% very often to always).

3. What are the top concerns? (10% or more of responses)

- 59% - Fiscal Sustainability (Budget)
- 56% - Attracting New Business, Economic Incentives, and Flexible Design Standards
- 41% - Promoting & Retaining Current Businesses
- 35% - Public Safety/Crime Prevention
- 25% - Public Infrastructure (Streets, Sidewalks, Sewers, etc.)
- 18% - Condition of Housing/Neighborhoods

4. On an “occasional-to-often” basis, the respondents received information regarding the Village from the following sources.

89% - Village Almanac

54% - Village Hall Sign

72% - Friends & Neighbors

35% - Daily Herald

70% - Village E-News

7% - Bloomingdale TV

62% - Village Website

5. Social Media

The majority of respondents (55%) frequent a social media account; however, only 26% are interested in receiving information from the Village through social media.

6. Allocation of Resources

The most frequent response was for no change to resources allocated to services provided by the Village, with the following exceptions:

More resources should be devoted to:

- Attracting New Business (74%)
- Promoting & Retaining Existing Business (64%)
- Neighborhood Patrol (47%)

7. Community Events

The most frequent response was for no change to be made to resources devoted to the community events hosted by the Village.

8. Family Fest

- The most frequent response (47%), desired the return of a “scaled-back” Family Fest with a local focus and a fireworks display.
- 29% responded not to re-establish Family Fest or the Fireworks display.
- 16% responded Fireworks Display only.
- 8% desired the return of the 4-Day Family Fest.

9. Village Almanac

The majority of respondents (78%) indicated that the Village should continue to produce the Village Almanac; of which, 59% responded that it should be distributed electronically.

Constant Contact Survey Results

Survey Name: Bloomingdale Residential Survey - Draft

Response Status: Completed

Filter: None

11/4/2013 3:30 PM CST

TextBlock:

Thank

you for participating in the Village of Bloomingdale Residential Survey.

The purpose of this survey is to provide Village Officials with meaningful feedback from residents regarding the value they place on various Village services, to help establish the priorities of limited Village resources.

Your responses to this survey are anonymous. Please answer all questions, except for those questions with directions to skip forward to another question

* Do you live within the incorporated Village of Bloomingdale (the "Village")?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			533	99.2 %
No (If your answer is no, please stop filling out this survey)			4	<1 %
No Response(s)			0	0.0 %
Totals			537	100%

* How long have you been a resident of the Village?

Answer	0%	100%	Number of Response(s)	Response Ratio
1 year or less			20	3.7 %
2 to 10 years			118	21.9 %
11 to 20 years			127	23.6 %
Over 20 years			272	50.6 %
No Response(s)			0	0.0 %
Totals			537	100%

* In what type of home do you currently reside?

Answer	0%	100%	Number of Response(s)	Response Ratio
Single Family Detached			386	71.8 %
Townhome			111	20.6 %
Condominium			24	4.4 %
Apartment			16	2.9 %
Group (e.g. Assisted Living, etc.)			0	0.0 %
No Response(s)			0	0.0 %
Totals			537	100%

* What is your age?

Answer	0%	100%	Number of Response(s)	Response Ratio
Under 18 years old			1	<1 %
18 to 24 years old			3	<1 %
25 to 34 years old			35	6.5 %
35 to 44 years old			61	11.3 %
45 to 54 years old			107	19.9 %
55 to 64 years old			175	32.5 %
65 to 74 years old			126	23.4 %
75 years or older			29	5.4 %
No Response(s)			0	0.0 %
Totals			537	100%

* I live in my home with the following individuals: (Check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Spouse/Partner			420	83.3 %
Children Under 19			120	23.8 %
Children Over 19			101	20.0 %
Parent(s)			11	2.1 %
Other			95	18.8 %
Totals			504	100%

***What are the 3 most important issues facing the Village? (Please select only 3 issues)**


Answer	0%	100%	Number of Response(s)	Response Ratio
Fiscal Sustainability (Budget)			319	63.2 %
Public Infrastructure (Streets, Sidewalks, Sewers, etc.)			134	26.5 %
Promoting & Retaining Current Businesses			215	42.6 %
Attracting New Business (Economic Incentives/Flexible Design Standards)			300	59.5 %
Public Safety/Crime Prevention			193	38.2 %
Traffic Flow and Circulation			23	4.5 %
Drainage/Flooding			47	9.3 %
Public Transportation			33	6.5 %
Condition of Housing/Neighborhoods			97	19.2 %
Commercial Property Maintenance			30	5.9 %
Emergency Preparedness			29	5.7 %
Open Space (Acquisition/Enhancement)			28	5.5 %
Streetscape (Aesthetics/Landscaping)			28	5.5 %
Undergrounding Electrical Lines			24	4.7 %
Parkway Tree Replacement			53	10.5 %
Other			46	9.1 %
Totals			504	100%

Services provided by the Village are performed by the following Departments: Administration, Finance, Police and Village Services (comprised of Building & Zoning, Engineering, Streets, Forestry, Water, and Sewer Divisions)

How satisfied are you with services provided by the Village as a whole?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very Satisfied			319	59.4 %
Somewhat Satisfied			183	34.0 %
Somewhat Dissatisfied			26	4.8 %
Very Dissatisfied			9	1.6 %
No Response(s)			0	0.0 %
Totals			537	100%

***How often do you feel safe and secure in your neighborhood?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Always			227	42.2 %
Very Often			268	49.9 %
Sometimes			37	6.8 %
Rarely			4	<1 %
Never			1	<1 %
No Response(s)			0	0.0 %
Totals			537	100%

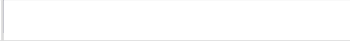
***How often do you obtain local news and information about the Village from the following sources?**

1 = Often, 2 = Occasionally, 3 = Rarely, 4 = Never




Answer	1	2	3	4	Number of Response(s)	Rating Score*
Village Almanac Newsletter					537	1.4
Village Website					537	2.2
Village E-News					537	1.9
Bloomington TV (Comcast 6, AT&T 99)					537	3.6
Village Hall Front Sign					537	2.4
Daily Herald					537	2.9
Friends & Neighbors (word of mouth)					537	2.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

***Do you have a social media account that you frequent? (e.g. Facebook, Twitter and LinkedIn)**

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes (go to question 11)			295	54.9 %
No (skip question 11)			242	45.0 %
No Response(s)			0	0.0 %
Totals			537	100%

Are you interested in receiving information about the Village through social media? (e.g. Facebook, Twitter and LinkedIn)

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			138	25.6 %
No			243	45.2 %
No Response(s)			156	29.0 %
Totals			537	100%

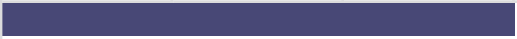

TextBlock:

Allocation of Village Resources The Village is a service organization that utilizes paid personnel to provide service to the public. Village operations also require the acquisition and maintenance of costly equipment and infrastructure.

Acknowledging that every service has a related cost, please respond as to what level of resources (more, less, no change, don't know) the Village should allocate to each service listed in questions 12 - 17.

***Community Development**







1 = More Resources, 2 = Less Resources, 3 = No Change, 4 = Don't Know

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Building Permits					537	3.0
Comprehensive Planning					537	2.7

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

***Community Relations**

1 = More Resources, 2 = Less Resources, 3 = No Change, 4 = Don't Know

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Promoting & Retaining Existing Business					537	1.8
Attracting New Business					537	1.6
Village Website					537	2.8
Village Almanac					537	2.9
Village E-News					537	2.9
Bloomington TV (Comcast 6, AT&T 99)					537	3.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

*Ordinance Enforcement

1 = More Resources, 2 = Less Resources, 3 = No Change, 4 = Don't Know

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Storage of Garbage Carts					537	2.6
Parking (Across Sidewalks, Overnight, Recreation Vehicles, Trucks, etc)					537	2.4
Weeds and Tall Grass					537	2.5
Residential Property Maintenance					537	2.4
Commercial Property Maintenance					537	2.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

*Police

1 = More Resources, 2 = Less Resources, 3 = No Change, 4 = Don't Know

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Crime Prevention					537	2.1
Traffic Enforcement					537	2.6
Parking Enforcement					537	2.6
Neighborhood Patrol					537	2.1
Youth Services (Peer Jury, School Resource Officer)					537	2.7
Senior Services (Senior Advisory Committee, Senior Fair)					537	2.7

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

*Public Works & Utilities

1 = More Resources, 2 = Less Resources, 3 = No Change, 4 = Don't Know

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Street Maintenance					537	2.5
Snow Plowing & Salting					537	2.5
Drainage/Flooding Prevention					537	2.5
Drinking Water					537	2.7
Sanitary Sewer					537	2.8
Sidewalk Maintenance					537	2.6
Parkway Trees					537	2.4
Residential Branch Collection					537	2.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

*Community Events

1 = More Resources, 2 = Less Resources, 3 = No Change, 4 = Don't Know

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Septemberfest					537	2.5
Concerts in Old Town Park					537	2.6
Library Gazebo Concerts					537	2.8
Halloween Open House					537	2.8
Ice Cream Social					537	2.9
National Night Out					537	2.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Family Fest & Fireworks

In 2010 the Village suspended Family Fest due to poor economic conditions. At that time, Family Fest * was a 4-day event with amusement rides, musical entertainment, games, food vendors, beer garden and a fireworks display. The Village's net loss for the 2009 Family Fest was in excess of \$100,000.

In the future, as economic conditions improve, to what level should Family Fest be re-established?

(Please check only one)

Answer	0%	100%	Number of Response(s)	Response Ratio
Full 4-Day event with a fireworks display (same as it was prior to 2010 with a net loss in excess of \$100,000),			45	8.3 %
Scaled-back event with a local focus and a fireworks display,			249	46.3 %
Fireworks display only.			84	15.6 %
Do not reinstate Family Fest or the Fireworks display.			159	29.6 %
No Response(s)			0	0.0 %
Totals			537	100%

TextBlock:

Village Almanac

The Village currently prepares, prints and mails out roughly 10,000 Village Almanac Newsletters every other month, with several pages devoted to and paid by the Bloomingdale Fire Protection District, Library and Park District. The total cost to produce the Village Almanac is \$92,925 per year, with the Village's share at \$68,725, of which \$33,800 is for printing and postage.

***Should the Village continue to produce a Village Almanac?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes (if yes, complete question 20 below)			423	78.7 %
No (if no skip question 20)			88	16.3 %
Don't Know			26	4.8 %
No Response(s)			0	0.0 %
Totals			537	100%

If produced, should the Village Almanac be sent electronically instead of mailed to eliminate printing and postage cost?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			320	59.5 %
No			152	28.3 %
Don't Know			30	5.5 %
No Response(s)			35	6.5 %
Totals			537	100%

TextBlock:

Thank you for completing the Residential Survey. The Village values and appreciates your input. Results of the survey will be presented to the Village Board in December, and will also be posted on the Village website and sent out in the weekly Village E-News. If you do not currently received the Village E-News, please sign-up for it today. After clicking on "Finish" below, you will be directed to the E-News sign-up page.

Question 6 "Other" Answers

Constricting Ordinances Regarding Construction/Remodel in Old Town; Signage
East Lake Street Development
Employee pensions
expanded gym facility
First Class Schools -faculty,curriculum
Fix B'dales reputation of too restrictive to business, contractors & residents
high property taxes
home values
Jobs
Lake Street crossover walkway EAST side of town
leaf removal
Lower Property Taxes - Way too high.
Lower Taxes
lowering taxes
Maintaining Village Services
Make programs more affordable
Mall
Motorists exceeding speed limits by 10 to 15 mph and disregarding traffic signs
Need more info from Admin to answer this
Need to bring a free standing Starbucks to bloomingdale
NEED TO KEEP LAND OPEN SPACE
ordinance enforcement
outrageous property taxes
Park District Facility
performing the jobs you are paid to do..there ia=s a problem in this area!
PROPERTY - vacant houses or businesss NOT CARED FOR. Eye sores.
PROPERTY TAXES
Property taxes too high
Public Amenities [Park District, Etc]
Real Businesses in the empty storefronts
Reinstating Bloomingdale Fest
remove telephone tax
Revitalization of "downtown" area
Sidewalks, curbs, in lake woods subdivision
Skunks
Stratford Mall deterioration
Stratford Mall Stores
Taxes
taxes
Taxes
The Historical Significance of the village - we need programs to promote this
This is a Constant Contact Representative TEST
water bill

Survey Detail Sources of Village Information

1 = Often , 2 = Occasionally , 3 = Rarely , 4 = Never

9. *How often do you obtain local news and information about the Village from the following sources?

Answer	1	2	3	4
Village Almanac Newsletter	<u>390</u> (77%)	<u>64</u> (12%)	<u>15</u> (2%)	<u>35</u> (6%)
Village Website	<u>126</u> (25%)	<u>196</u> (38%)	<u>115</u> (22%)	<u>67</u> (13%)
Village E-News	<u>293</u> (58%)	<u>65</u> (12%)	<u>42</u> (8%)	<u>104</u> (20%)
Bloomington TV (Comcast 6, AT&T 99)	<u>14</u> (2%)	<u>30</u> (5%)	<u>110</u> (21%)	<u>350</u> (69%)
Village Hall Front Sign	<u>106</u> (21%)	<u>170</u> (33%)	<u>131</u> (25%)	<u>97</u> (19%)
Daily Herald	<u>84</u> (16%)	<u>100</u> (19%)	<u>87</u> (17%)	<u>233</u> (46%)
Friends & Neighbors (word of mouth)	<u>123</u> (24%)	<u>243</u> (48%)	<u>98</u> (19%)	<u>40</u> (7%)

Survey Detail Allocation of Village Resources

1 = More Resources , 2 = Less Resources , 3 = No Change , 4 = Don't Know

12*Community Development

Answer	1	2	3	4
Building Permits	<u>34</u> (6%)	<u>87</u> (17%)	<u>232</u> (46%)	<u>151</u> (29%)
Comprehensive Planning	<u>134</u> (26%)	<u>29</u> (5%)	<u>170</u> (33%)	<u>171</u> (33%)

Survey Detail Allocation of Village Resources (Continued)

1 = More Resources, 2 = Less Resources, 3 = No Change, 4 = Don't Know

13*Community Relations

Answer	1	2	3	4
Promoting & Retaining Existing Business	<u>324</u> (64%)	<u>11</u> (2%)	<u>104</u> (20%)	<u>65</u> (12%)
Attracting New Business	<u>374</u> (74%)	<u>8</u> (1%)	<u>67</u> (13%)	<u>55</u> (10%)
Village Website	<u>75</u> (14%)	<u>39</u> (7%)	<u>314</u> (62%)	<u>76</u> (15%)
Village Almanac	<u>36</u> (7%)	<u>54</u> (10%)	<u>342</u> (67%)	<u>72</u> (14%)
Village E-News	<u>56</u> (11%)	<u>44</u> (8%)	<u>305</u> (60%)	<u>99</u> (19%)
Bloomington TV (Comcast 6, AT&T 99)	<u>21</u> (4%)	<u>130</u> (25%)	<u>140</u> (27%)	<u>213</u> (42%)

14*Ordinance Enforcement

Answer	1	2	3	4
Storage of Garbage Carts	<u>72</u> (14%)	<u>108</u> (21%)	<u>280</u> (55%)	<u>44</u> (8%)
Parking (Across Sidewalks, Overnight, Recreation Vehicles, Trucks, etc)	<u>124</u> (24%)	<u>103</u> (20%)	<u>249</u> (49%)	<u>28</u> (5%)
Weeds and Tall Grass	<u>134</u> (26%)	<u>40</u> (7%)	<u>297</u> (58%)	<u>33</u> (6%)
Residential Property Maintenance	<u>164</u> (32%)	<u>29</u> (5%)	<u>272</u> (53%)	<u>39</u> (7%)
Commercial Property Maintenance	<u>166</u> (32%)	<u>27</u> (5%)	<u>260</u> (51%)	<u>51</u> (10%)

Survey Detail Allocation of Village Resources (Continued)

1 = More Resources, 2 = Less Resources, 3 = No Change, 4 = Don't Know

15*Police

Answer	1	2	3	4
Crime Prevention	<u>225</u> (44%)	<u>8</u> (1%)	<u>240</u> (47%)	<u>31</u> (6%)
Traffic Enforcement	<u>97</u> (19%)	<u>57</u> (11%)	<u>322</u> (63%)	<u>28</u> (5%)
Parking Enforcement	<u>77</u> (15%)	<u>78</u> (15%)	<u>318</u> (63%)	<u>31</u> (6%)
Neighborhood Patrol	<u>237</u> (47%)	<u>10</u> (1%)	<u>220</u> (43%)	<u>37</u> (7%)
Youth Services (Peer Jury, School Resource Officer)	<u>110</u> (21%)	<u>30</u> (5%)	<u>248</u> (49%)	<u>116</u> (23%)
Senior Services (Senior Advisory Committee, Senior Fair)	<u>113</u> (22%)	<u>27</u> (5%)	<u>270</u> (53%)	<u>94</u> (18%)

16*Public Works & Utilities

Answer	1	2	3	4
Street Maintenance	<u>126</u> (25%)	<u>16</u> (3%)	<u>342</u> (67%)	<u>20</u> (3%)
Snow Plowing & Salting	<u>130</u> (25%)	<u>11</u> (2%)	<u>344</u> (68%)	<u>19</u> (3%)
Drainage/Flooding Prevention	<u>152</u> (30%)	<u>12</u> (2%)	<u>302</u> (59%)	<u>38</u> (7%)
Drinking Water	<u>82</u> (16%)	<u>8</u> (1%)	<u>377</u> (74%)	<u>37</u> (7%)
Sanitary Sewer	<u>62</u> (12%)	<u>9</u> (1%)	<u>383</u> (75%)	<u>50</u> (9%)
Sidewalk Maintenance	<u>107</u> (21%)	<u>20</u> (3%)	<u>342</u> (67%)	<u>35</u> (6%)
Parkway Trees	<u>152</u> (30%)	<u>37</u> (7%)	<u>293</u> (58%)	<u>22</u> (4%)
Residential Branch Collection	<u>60</u> (11%)	<u>16</u> (3%)	<u>392</u> (77%)	<u>36</u> (7%)

Survey Detail Allocation of Village Resources (Continued)

1 = More Resources, 2 = Less Resources, 3 = No Change, 4 = Don't Know

17 * Community Events

Septemberfest	<u>102</u> (20%)	<u>82</u> (16%)	<u>279</u> (55%)	<u>41</u> (8%)
Concerts in Old Town Park	<u>90</u> (17%)	<u>60</u> (11%)	<u>298</u> (59%)	<u>56</u> (11%)
Library Gazebo Concerts	<u>39</u> (7%)	<u>92</u> (18%)	<u>294</u> (58%)	<u>79</u> (15%)
Halloween Open House	<u>35</u> (6%)	<u>86</u> (17%)	<u>303</u> (60%)	<u>80</u> (15%)
Ice Cream Social	<u>32</u> (6%)	<u>94</u> (18%)	<u>288</u> (57%)	<u>90</u> (17%)
National Night Out	<u>39</u> (7%)	<u>84</u> (16%)	<u>287</u> (56%)	<u>94</u> (18%)