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)
- ±3% margin of error
- Results weighted
- Comparisons of select questions by respondent characteristics
- Selected subgroup comparisons
- National benchmark comparisons
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

- Excellent: 22%
- Good: 57%
- Fair: 20%
- Poor: 1%
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

Highest Quality

Usability of garbage/recycling carts: 90%
Garbage/yard waste/recycling collection: 89%
Preservation of open space: 83%
Police services: 77%

Percent “excellent” or “good”

Higher than National benchmark
Respondents support commercial development, particularly in Downtown
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'
Quality of economic development

Lower than the benchmark

Promoting Commercial Development
- Strongly support: 74%
- Somewhat support: 20%
- Somewhat oppose: 4%
- Strongly oppose: 2%

Limiting Commercial Development
- Strongly oppose: 42%
- Somewhat oppose: 28%
- Somewhat support: 2%
- Strongly support: 2%
**Subarea Commercial Development**

<table>
<thead>
<tr>
<th>Location</th>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Menards outlots</td>
<td>84%</td>
<td></td>
<td>13%</td>
<td>2% 1%</td>
</tr>
<tr>
<td>Sunset Grove</td>
<td>80%</td>
<td></td>
<td>16%</td>
<td>3% 2%</td>
</tr>
<tr>
<td>Existing downtown</td>
<td>79%</td>
<td></td>
<td>13%</td>
<td>4% 3%</td>
</tr>
</tbody>
</table>
Quality of Development
Downtown
Funding Village Infrastructure in Historic Downtown

- By Downtown private property owners:
  - Strongly support: 44%
  - Somewhat support: 41%
  - Somewhat oppose: 10%
  - Strongly oppose: 6%

- By the Village (General Fund):
  - Strongly support: 36%
  - Somewhat support: 41%
  - Somewhat oppose: 12%
  - Strongly oppose: 11%

- Village financial participation limited to Downtown TIF District Funds, SSA Funds (No Village General Fund):
  - Strongly support: 28%
  - Somewhat support: 46%
  - Somewhat oppose: 11%
  - Strongly oppose: 15%
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”
“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.
Should the Village of Long Grove support or oppose the extension of Route 53 as proposed?

- Support: 47%
- Oppose: 53%

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

- Yes: 91%
- No: 9%
## Impacts of Route 53 Extension

<table>
<thead>
<tr>
<th>Impact</th>
<th>Very positive</th>
<th>Somewhat positive</th>
<th>Somewhat negative</th>
<th>Very negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience of travel once complete</td>
<td>38%</td>
<td>36%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Home value once complete</td>
<td>20%</td>
<td>29%</td>
<td>21%</td>
<td>31%</td>
</tr>
<tr>
<td>Protection of water supply</td>
<td>11%</td>
<td>18%</td>
<td>32%</td>
<td>40%</td>
</tr>
<tr>
<td>Cost to taxpayers</td>
<td>9%</td>
<td>16%</td>
<td>31%</td>
<td>44%</td>
</tr>
<tr>
<td>Traffic noise</td>
<td>7%</td>
<td>9%</td>
<td>37%</td>
<td>47%</td>
</tr>
<tr>
<td>Environmental impacts</td>
<td>6%</td>
<td>12%</td>
<td>37%</td>
<td>46%</td>
</tr>
<tr>
<td>Convenience of travel during construction</td>
<td>3%</td>
<td>7%</td>
<td>30%</td>
<td>60%</td>
</tr>
</tbody>
</table>
Questions?
Thank you!

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