

2018 Village of Bensenville Community Survey

PRESENTED BY



OCTOBER 9, 2018

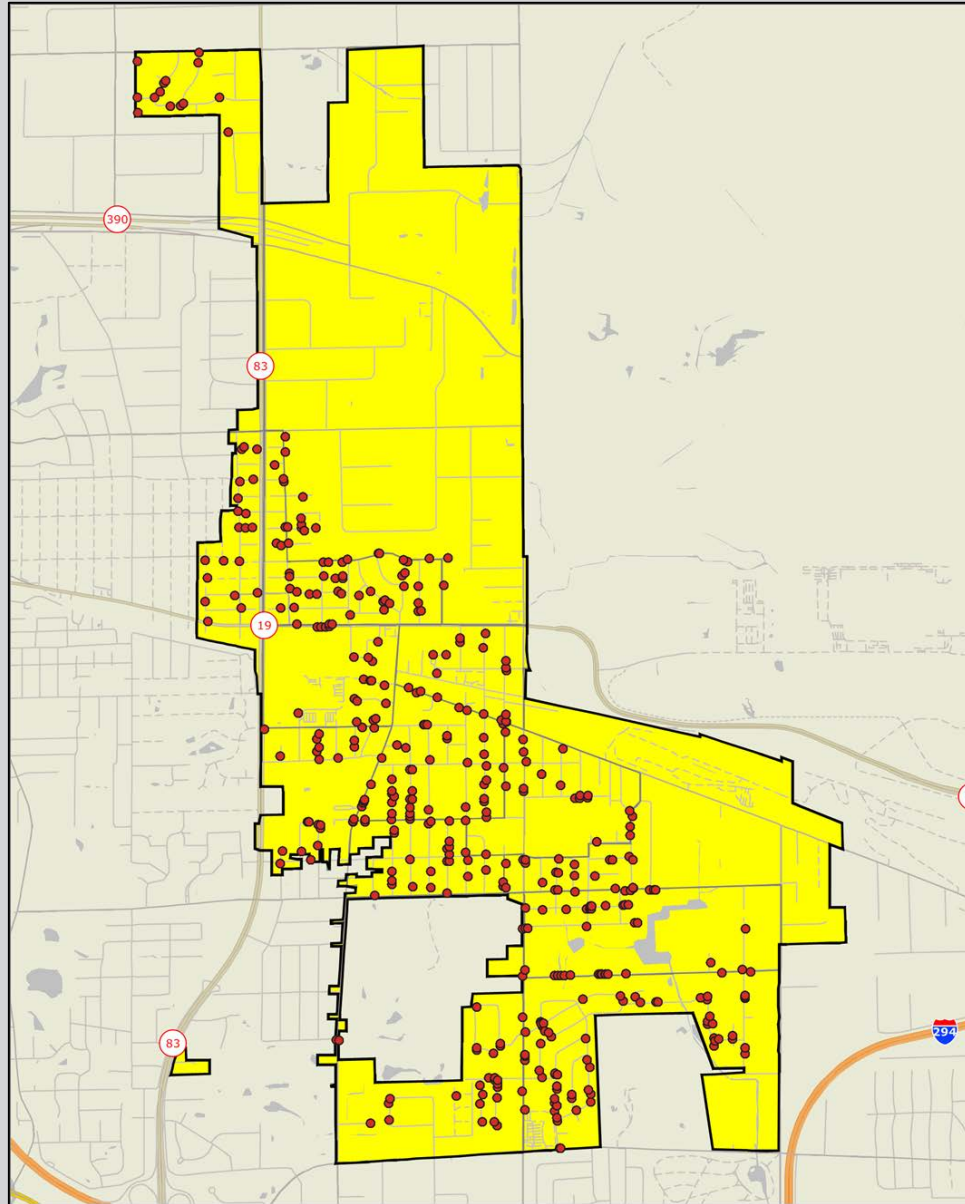
Purpose

- **To objectively assess citizen satisfaction with the delivery of Village services**
- **To help measure long (2011) and short-term (2014) trends**
- **To help determine priorities for the community as a part of the Village's on-going planning process**
- **To compare Bensenville's performance with residents in communities across the U.S.**

Methodology

- **Survey Description**
 - **Seven-page survey**
 - **3rd *DirectionFinder*[®] Survey conducted for the Village**
- **Method of Administration**
 - **By mail, phone and online to randomly selected sample of households**
 - **Each survey took approximately 15-20 minutes to complete**
- **Sample Size Goal: 400**
 - **452 actually completed**
 - **Margin of error: +/- 4.5% at the 95% level of confidence**

Survey Respondents



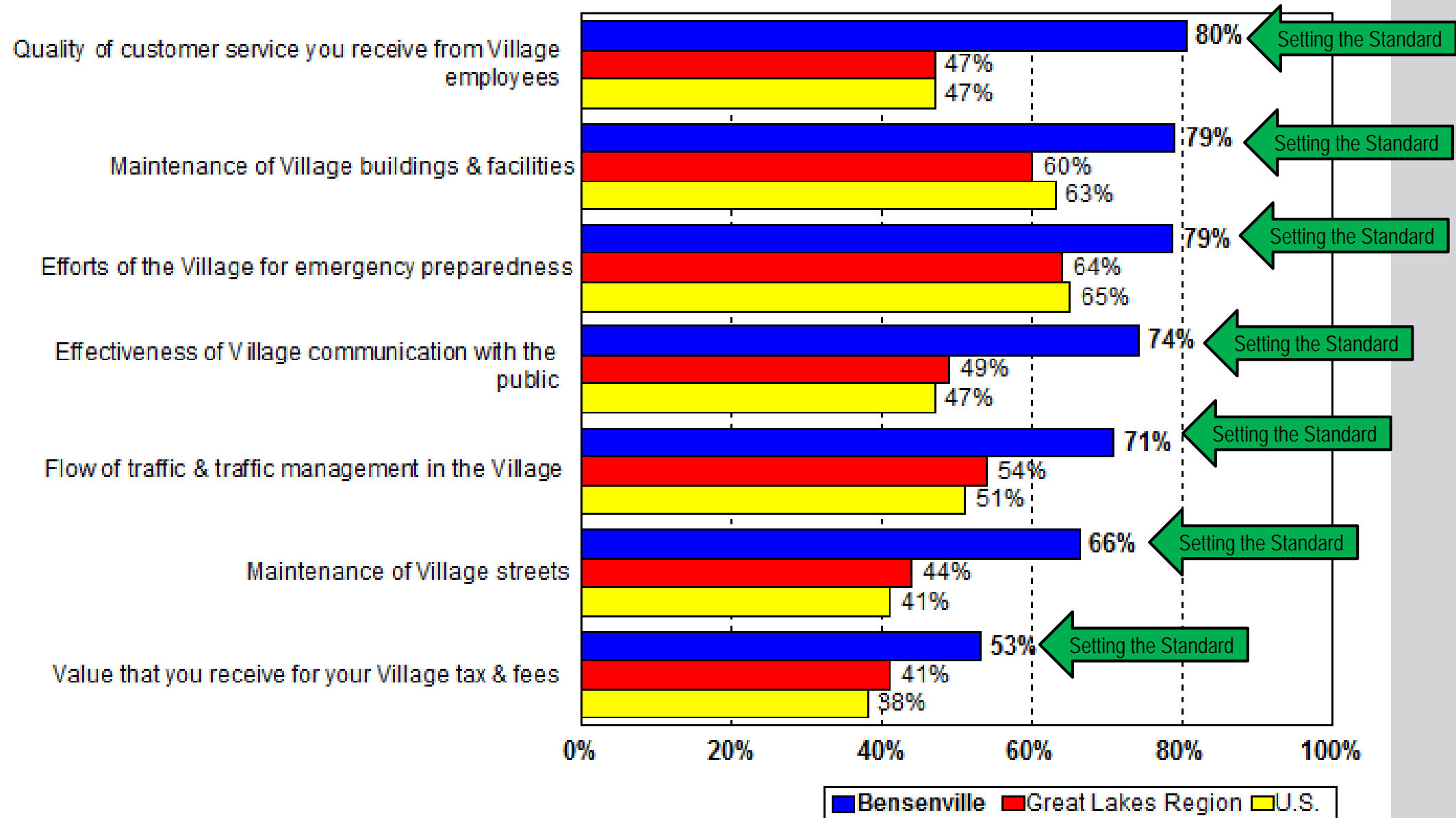
- **Good representation throughout Village**
- **Demographics of survey respondents accurately portrays Bensenville**
 - **Gender**
 - **Race/Ethnicity**

Bottom Line Up Front

- **Overall satisfaction has improved 9% compared to 2014**
- **Respondents have a positive perception of the Village**
 - **53% indicated they were “very satisfied” or “satisfied” with the value they receive for Village taxes and fees—15% above National average**
 - **76% rated Village as excellent or good place to live —6% above the National average**
- **Fire, Ambulance and Police services continue to exceed expectations**
- **Top priority for residents is still the overall value received for Village taxes and fees**

Overall Satisfaction with Major Village Services Bensenville vs. Great Lakes Region vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



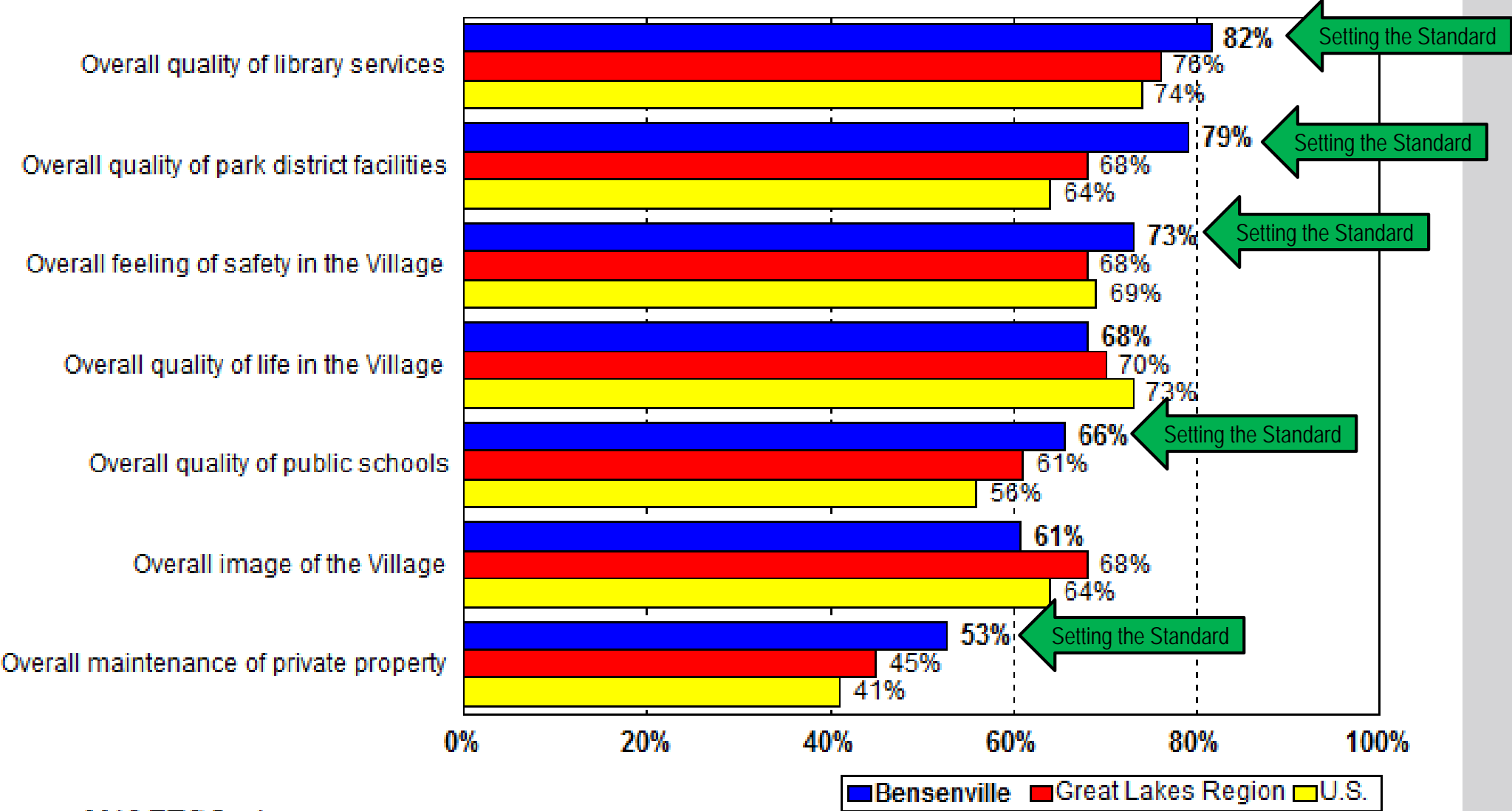
Source: 2018 ETC Institute

Residents in Bensenville are SIGNIFICANTLY MORE SATISFIED than our National and Regional Respondents

Satisfaction with Issues that Influence Perceptions of the Village

Bensenville vs. Great Lakes Region vs. the U.S

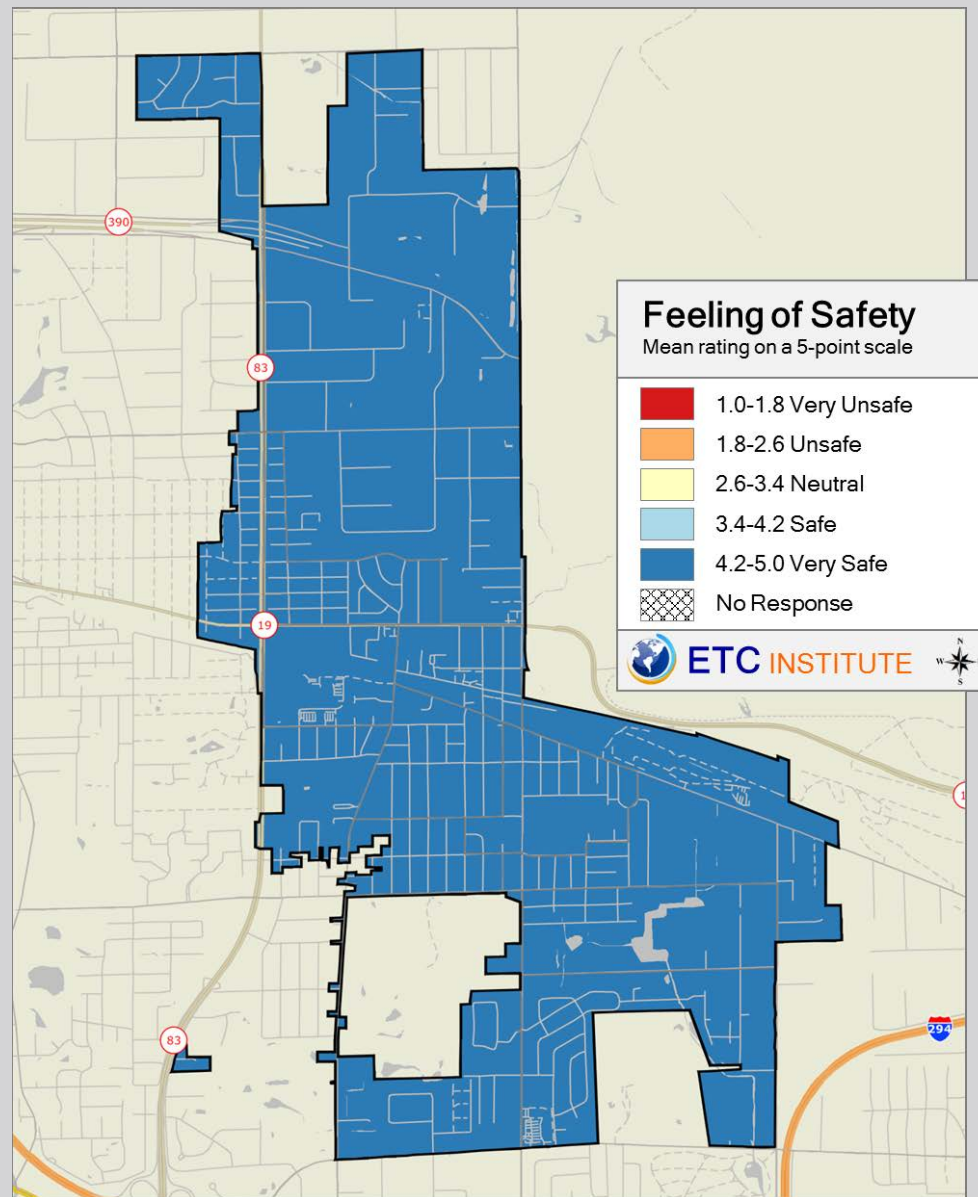
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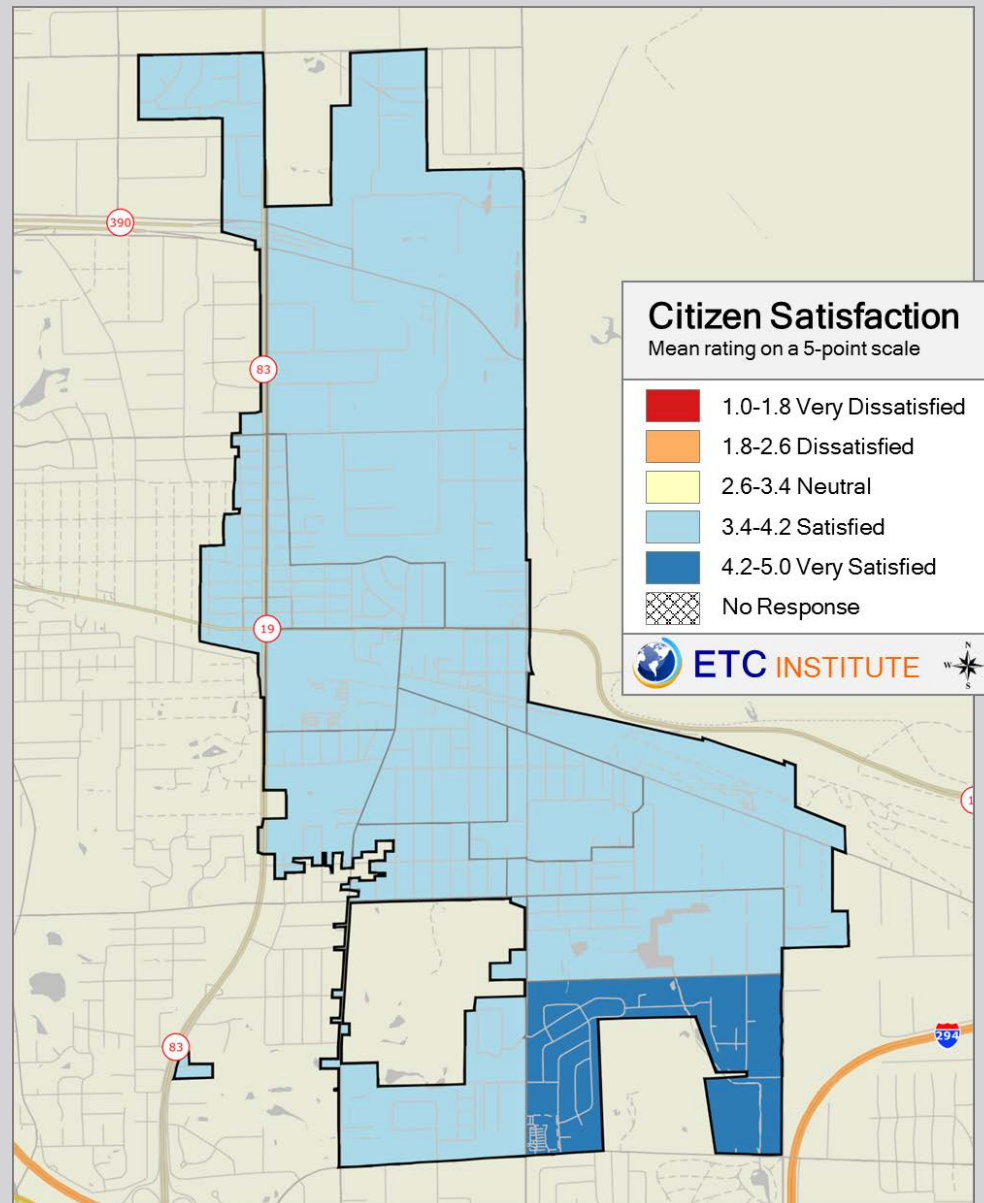
Libraries, Parks, Feeling of Safety, Public Schools, and Private Property Maintenance all Received Exceptionally High Marks

Overall Feeling of Safety in Neighborhoods During the Day



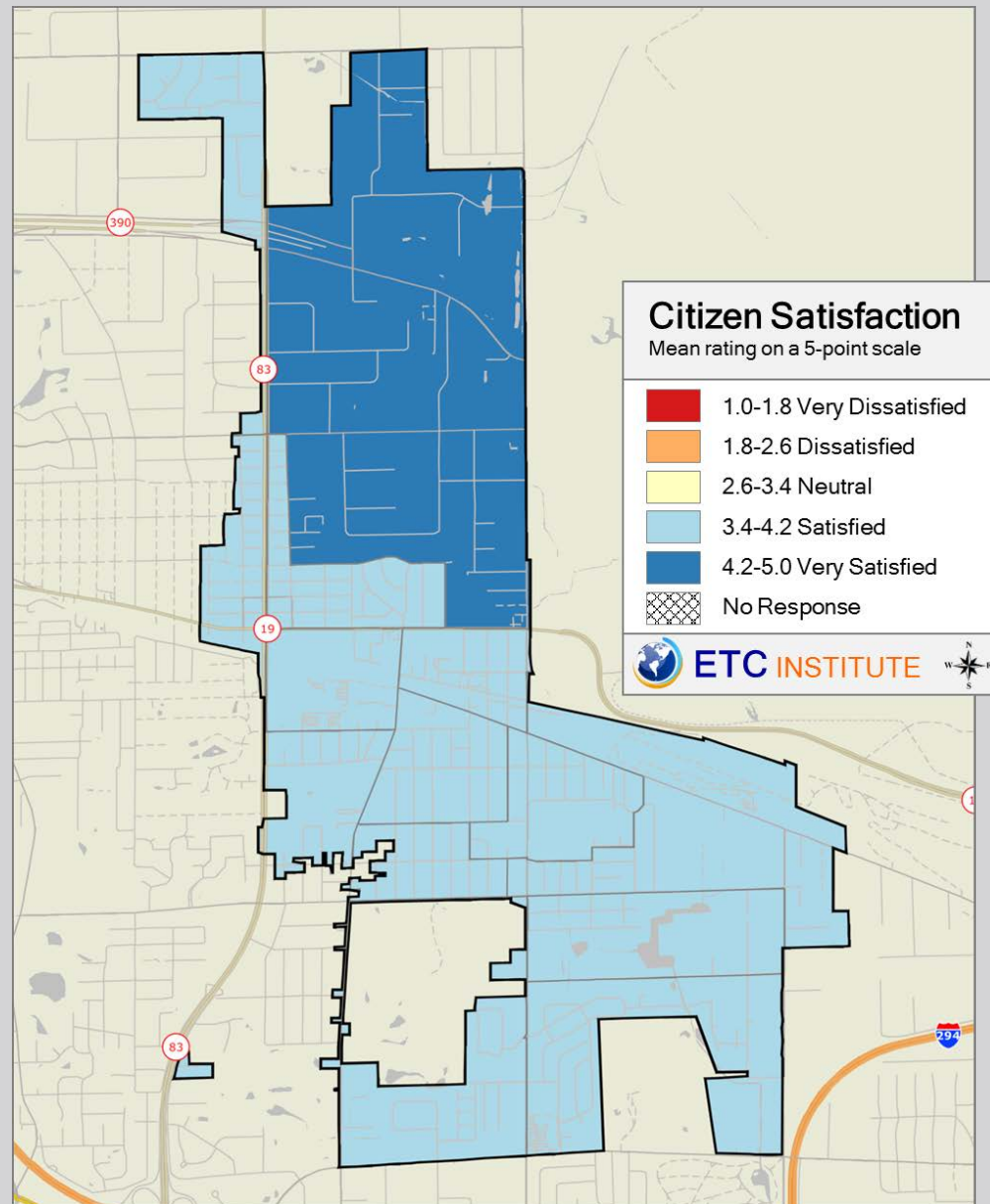
- **Most residents feel “very safe”**
- **No areas of the village saw average ratings below 4.2 on a 5-point scale**

Satisfaction with the Overall Quality of Local Police Protection



- **Darker areas indicate higher levels of satisfaction**
- **Most respondents indicated they are “very satisfied” or “satisfied” with the quality of local police protection**

Satisfaction with Overall Effectiveness of Village Communication with the Public



- **Residents are generally satisfied with Village communication**
- **The Village is effectively communicating with all Village residents**

Notable Increases Since 2014

- **Ease of east-west travel (+22%)**
- **How well traffic signal system provides for efficient traffic flow (+18%)**
- **As a place to raise children (+17%)**
- **Overall flow of traffic & traffic management in the Village (+16%)**
- **Ease of north-south travel (+14%)**
- **Overall value that you receive for your Village tax & fees (+14%)**
- **Overall feeling of safety in the Village (+12%)**
- **Overall quality of life in the Village (+12%)**
- **Maintenance of neighborhood streets (+12%)**

2018 Importance-Satisfaction Rating

Bensenville, Illinois

Major Village Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Overall value that you receive for your Village tax & fees	48%	2	53%	8	0.2261	1
Overall management of Village finances	38%	3	51%	9	0.1853	2
Overall maintenance of Village streets	48%	1	66%	7	0.1636	3
Overall flow of traffic & traffic management in the Village	21%	5	71%	6	0.0602	4
Overall quality of services provided by Village of Bensenville	25%	4	78%	4	0.0544	5
Overall effectiveness of Village communication with the public	17%	7	74%	5	0.0435	6
Overall efforts of the Village for emergency preparedness	20%	6	79%	3	0.0426	7
Overall quality of customer service you receive from Village employees	14%	8	80%	1	0.0272	8
Overall maintenance of Village buildings & facilities	12%	9	79%	2	0.0256	9

2018 Importance-Satisfaction Rating

Bensenville, Illinois

Public Safety and Emergency Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Visibility of police in neighborhoods	46%	2	63%	8	0.1714	1
Village's efforts to prevent crime	47%	1	69%	6	0.1473	2
Enforcement of speed limits in neighborhoods	28%	4	52%	10	0.1328	3
Quality of animal control	15%	8	47%	11	0.0771	4
Enforcement of local traffic laws	19%	6	62%	9	0.0701	5
Overall quality of local police protection	34%	3	80%	3	0.0678	6
Visibility of police in commercial areas	16%	7	63%	7	0.0588	7
How quickly police respond to emergencies	19%	5	78%	4	0.0428	8
Overall quality of local fire protection	14%	9	88%	1	0.0171	9
How quickly police respond to vehicle accidents	5%	11	70%	5	0.0158	10
Quality of local ambulance service	9%	10	84%	2	0.0150	11

2018 Importance-Satisfaction Rating

Bensenville, Illinois

Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Maintenance of neighborhood streets	40%	1	66%	8	0.1363	1
Mosquito abatement	19%	8	45%	13	0.1058	2
Adequacy of street lighting	27%	2	64%	10	0.0959	3
Condition of sidewalks	22%	6	59%	12	0.0912	4
Overall quality of stormwater management/flood control system	24%	4	65%	9	0.0825	5
Overall quality of snow/ice removal	24%	5	69%	6	0.0729	6
Maintenance of major streets	26%	3	72%	4	0.0723	7
Tap water quality	20%	7	72%	5	0.0574	8
Overall cleanliness of streets	14%	9	76%	2	0.0320	9
Quality of landscaping & parkway trees	8%	12	67%	7	0.0281	10
Maintenance of street signs/pavement markings	10%	10	73%	3	0.0262	11
Overall quality of sanitary/waste water services	10%	11	77%	1	0.0222	12
Quality of landscaping in medians	6%	13	64%	11	0.0199	13

Questions?