

2015

City Services Survey Report of Results



United City of Yorkville

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Introduction

Summary

An analysis of the results from the 2015 City Services Survey.

Background

This is the third City Services Survey that the City Council has authorized. Past surveys were completed in 2012 and 2013. This year's survey was open from March through the end of November. As in the past, it was administered online through surveymonkey.com and was password protected. Passwords were sent to each utility billing account and residence through utility bills and direct mail. Random groups of residents were also direct mailed to increase survey participation rate.

We sent utility bills and direct mails to 6,456 households and businesses and received 271 responses. This is a 4.2% response rate, which is a large decline from 8.7% in 2012 and 8.3% in 2013. The total number of respondents also dropped from 479 in 2012 and 530 in 2013. Interest might have decreased due to having a survey three times within the last four years.

Analysis Notes

Several of the survey questions asked a resident to rate their satisfaction of a particular city service. For these questions ranking choices were: Very Satisfied, Satisfied, Neutral, Dissatisfied, and Very Dissatisfied. The option of N/A was also included to indicate if a resident did not use a service or have experience with it.

In the analysis, Satisfaction means Very Satisfied plus Satisfied and Dissatisfaction means Dissatisfied plus Very Dissatisfied. This was done in order to reveal overall contentment. The N/A responses were excluded in order to more clearly demonstrate rate of satisfaction from those utilizing each service.

Furthermore, many of the questions allowed for the surveyor to leave a comment or suggestion. In order to evaluate the written portions, answers were categorized. A number of the responses included multiple remarks and each were counted as an individual comment when calculating the percentage.

Survey Results

Results are organized by the following categories:

- City Services Comparison pages 2 – 7
- City Council Goals pages 8 – 9
- Overall Quality and Value pages 10 – 14
- Police and Public Safety pages 15 – 19
- Public Works pages 20 – 28
- Communications pages 29 – 34
- Parks and Recreation pages 35 – 43
- Community Development pages 44 – 47
- Demographics of Respondents pages 48 – 55

City Services Comparison

Question 2 asked constituents to rank their satisfaction with City Services from Very Satisfied (1) to Very Dissatisfied (5)

One method of analysis is to calculate the average answer for each service from the past. Lower values mean satisfaction and higher values mean dissatisfaction due to the scoring method. Possible averages range 1-5. Services are ordered from lowest average to highest average.

Averages range from between very satisfied and satisfied to neutral and dissatisfied. Quality of police services has had the lowest average all three years. Both categories related to communication are in the top two decreases of satisfaction. Maintenance of streets, sidewalks, and infrastructure saw the largest increase.

Table 1: Average Satisfaction of City Services Compared by Year

City Service	2012 Average	2013 Average	2015 Average	2013 to 2015 Satisfaction Improvement
Quality of police services	1.95	1.90	1.81	0.09
Quality of refuse, recycling, and yardwaste collection services	2.04	1.97	1.96	0.01
Response time of police services	1.95	1.91	2.02	-0.11
Quality of parks	1.99	1.96	2.03	-0.07
Quantity of parks provided	2.08	1.95	2.06	-0.11
Quality of wastewater services	2.30	2.22	2.25	-0.03
Quality of flood prevention	2.35	2.33	2.27	0.06
Quality of customer service (any department)	2.31	2.31	2.30	0.01
Quality of stormwater management system	2.37	2.33	2.33	0.00
Quality of special events offered	2.30	2.27	2.40	-0.13
Quality of water services	2.44	2.36	2.41	-0.05
Quality of customer service during building inspections	2.58	2.59	2.52	0.07
Quality of recreation programming offered	2.43	2.58	2.63	-0.05
Quantity of recreation classes offered	2.52	2.64	2.67	-0.03
Quality of property maintenance services (weeds, unsafe buildings, etc.)	2.87	2.77	2.73	0.04
City communication with public (not from elected officials)	2.70	2.63	2.77	-0.14
Communication with your elected officials	2.95	2.96	3.19	-0.23
Maintenance of streets, sidewalks, and infrastructure	3.38	3.51	3.41	0.10
Flow of traffic / congestion management	3.28	3.34	3.48	-0.14

(1 very satisfied, 2 satisfied, 3 neutral, 4 dissatisfied, 5 very dissatisfied)

In addition to averages, percentages of satisfaction, neutrality, and dissatisfaction can provide insight to overall contentment with City Services. Services are organized from the highest satisfaction rate to the lowest satisfaction rate. Those highlighted in green indicate overall satisfaction, yellow indicates neutrality, and red indicates overall dissatisfaction. Residents are overall satisfied with the majority of City services with more than half reaching over a 50% satisfaction rate.

Table 2: 2015 Satisfaction, Neutral, and Dissatisfaction Percentages of City Services

City Service	2015 Satisfaction	2015 Neutral	2015 Dissatisfaction
Quality of Police services	83.5%	12.7%	6.3%
Quality of refuse, recycling, and yardwaste collection services	82.8%	11.0%	6.3%
Quality of Parks	82.4%	11.4%	6.3%
Quantity of Parks Provided	77.5%	15.0%	7.5%
Response time of police services	70.2%	26.7%	3.1%
Quality of wastewater services	68.9%	23.2%	7.9%
Quality of water services	65.5%	17.9%	16.7%
Quality of flood prevention	61.7%	34.2%	4.1%
Quality of stormwater management system	61.1%	32.4%	6.5%
Quality of special events offered	59.6%	31.5%	8.9%
Quality of customer service (any department)	59.2%	34.2%	6.6%
Quality of recreation programming offered	48.7%	32.9%	18.4%
Quantity of recreation classes offered	46.1%	36.4%	17.5%
Quality of property maintenance services (weeds, unsafe buildings, etc.)	44.1%	35.1%	20.7%
Quality of customer service during building inspections	39.7%	57.8%	2.6%
City communication with public (not from elected officials)	36.4%	45.8%	17.8%
Maintenance of streets, sidewalks, and infrastructure	29.8%	19.4%	50.8%
Flow of traffic / congestion management	26.1%	19.8%	54.1%
Communication with your elected officials	20.9%	44.0%	35.1%

Satisfaction rates were also compared by year. In this chart, services are sorted from largest decrease to highest increase. With the exception of two services, satisfaction decreased. Some of this can be attributed to having 43% less respondents than in 2013 as each individual response accounts for a higher percentage. The fact that the top two out of the three relate to communication is important to note.

Table 3: Satisfaction Percentages of City Services Compared by Year

City Service	2012 Satisfaction	2013 Satisfaction	2015 Satisfaction	Percent change 2013 to 2015
Communication with your elected officials	31.9%	31.4%	20.9%	-10.5%
Response time of police services	77.4%	80.0%	70.2%	-9.8%
City communication with public (not from elected officials)	42.3%	46.0%	36.4%	-9.6%
Quality of stormwater management system	62.7%	67.0%	61.1%	-5.9%
Quality of special events offered	61.8%	65.1%	59.6%	-5.5%
Quality of recreation programming offered	56.8%	54.2%	48.7%	-5.5%
Quality of customer service (any department)	63.0%	63.8%	59.2%	-4.6%
Quality of wastewater services	63.8%	73.2%	68.9%	-4.3%
Quality of customer service during building inspections	42.6%	43.5%	39.7%	-3.8%
Quality of flood prevention	61.7%	65.0%	61.7%	-3.3%
Quality of water services	63.8%	68.4%	65.5%	-2.9%
Quantity of recreation classes offered	50.8%	48.2%	46.1%	-2.1%
Flow of traffic / congestion management	30.0%	28.0%	26.1%	-1.9%
Quality of property maintenance services (weeds, unsafe buildings, etc.)	38.4%	45.7%	44.1%	-1.6%
Quality of refuse, recycling, and yardwaste collection services	79.8%	83.6%	82.8%	-0.8%
Quality of Parks	79.4%	82.9%	82.4%	-0.5%
Quality of Police services	79.9%	83.7%	83.5%	-0.2%
Quantity of Parks Provided	74.6%	77.1%	77.5%	0.4%
Maintenance of streets, sidewalks, and infrastructure	28.6%	26.6%	29.8%	3.2%

Participants were also given the option to leave a comment regarding satisfaction with City services. The following is a table that compares the comments from all three years. Overall, the highest increases were seen regarding snow plow issues, subdivision issues, and input for elected officials.

Table 4: Comments Regarding City Services Compared by Year

Comments	% of Comments		
	2012	2013	2015
Specific complaint about a service we are providing	24.4%	28.0%	38.2%
Taxes or fees are too high for the level of service	21.8%	17.8%	14.5%
Input for elected officials	7.7%	0.0%	9.2%
Subdivision Issues	0.0%	0.0%	7.9%
Snow plow issues	0.0%	1.9%	6.6%
Citation of a lack of customer service/communication from City Hall and elected officials	0.0%	2.8%	5.3%
Comments related to the construction on RT 47	0.0%	2.8%	5.3%
More services per tax dollar	38.5%	25.2%	5.3%
Compliments on existing services	2.6%	0.0%	3.9%
Downtown Improvement	0.0%	0.0%	2.6%
Requests for Yorkville to no longer host special events	0.0%	0.9%	1.3%
Cited recreation classes were too expensive	3.2%	0.0%	0.0%
Complaint related to the Rec Center transitioning process	0.0%	0.9%	0.0%
Displeasure with the City's choice to not purchase the Rec Center	0.0%	5.6%	0.0%
Input on whether to keep the REC Center	1.9%	0.0%	0.0%
Positive comments related to communication from their elected officials	0.0%	1.9%	0.0%
Request for reduced staffing at YBFD	0.0%	0.9%	0.0%
Request to eliminate the garbage subsidy for seniors	0.0%	0.9%	0.0%
Request to reduce our number of police officers	0.0%	0.9%	0.0%
Requests for a park district	0.0%	0.9%	0.0%
Requests for a reduced emphasis on recreation classes and programming	0.0%	4.7%	0.0%
Requests to eliminate health insurance for elected officials	0.0%	2.8%	0.0%
Thanking those who raised funds for the bike paths	0.0%	0.9%	0.0%

Citizens were also asked which services should receive the most emphasis and were able to choose three. The table below outlines the response rate for each service with high percentages indicating greater emphasis.

Table 5: City Service Emphasis Ranking Compared by Year

Answer Options	2012 Response Percent	2013 Response Percent	2015 Response Percent	Percent Change (2013 to 2015)
Maintenance of streets, sidewalks, and infrastructure	78.2%	80.6%	82.7%	2.1%
Flow of traffic / congestion management	60.7%	60.5%	56.5%	-4.0%
Quality of police services	24.6%	23.5%	24.2%	0.7%
Quality of property maintenance services (weeds, unsafe buildings, etc.)	23.0%	19.4%	22.3%	2.9%
City communication with public (not from elected officials)	15.5%	14.3%	18.1%	3.8%
Communication with your elected officials	15.9%	17.5%	16.9%	-0.6%
Quality of water services	16.3%	12.3%	16.2%	3.9%
Quality of special events offered	N/A*	4.1%	8.5%	4.4%
Quantity of recreation programming offered	N/A*	N/A*	8.5%	N/A*
Quantity of recreation classes offered	5.6%	10.6%	6.9%	-3.7%
Quality of customer service (any department)	6.3%	3.5%	6.2%	2.7%
Quality of parks	6.3%	6.0%	5.4%	-0.6%
Quality of recreation programming offered	6.9%	10.8%	5.0%	-5.8%
Quality of stormwater management system	4.2%	4.1%	4.6%	0.5%
Quality of flood prevention	3.8%	2.8%	3.9%	1.1%
Quality of refuse, recycling, and yardwaste collection services	9.5%	6.3%	3.9%	-2.4%
Quality of wastewater services	3.0%	3.5%	1.5%	-2.0%
Quality of customer service during building inspections	0.6%	0.4%	0.0%	-0.4%
Quantity of parks provided	4.8%	4.5%	5.0%**	0.5%
Quantity of special events offered	4.6%	3.2%	N/A	N/A

*Answer was not an option **worded as quality of parks provided in 2015

City Council Goals

Question 4 asked surveyors to rank the City Council Goals 1-6. The following is the sorted rankings of the six options, from most important to least important:

Lower values signify higher importance and higher values signify less importance as 1 signifies most important and 6 means least important.

Table 6: Average Importance of City Council Goals Compared by Year

Answer Options	2012 Average	2013 Average	2015 Average	Increase in Importance (2013 to 2015)
Attract commercial development	2.06	2.03	2.07	-0.04
Work on completion of unfinished subdivisions	3.12	3.17	2.93	0.24
Attract manufacturing and light industrial development	2.75	2.71	3.03	-0.32
Keep citizens informed on City government activities	3.52	3.65	3.67	0.02
Attract attainable housing for people at every stage of life	4.29	4.18	4.26	-0.08
Expand cultural activities	4.98	4.96	4.78	0.18

(1 most important of this group.....6 least important of this group)

The following table outlines the importance of the City Council goals as ranked by residents.

From 2013 to 2015 the goal of “Work on completion of unfinished subdivisions” is now number two instead of number three and “Attract manufacturing and light industrial development” is now number three instead of number two

Table 7: 2012- 2015 Importance of City Council Goals

Rank of Importance of City Council Goals		
2012	2013	2015
Attract commercial development	Attract commercial development	Attract commercial development
Attract manufacturing and light industrial development	Attract manufacturing and light industrial development	Work on completion of unfinished subdivisions
Work on completion of unfinished subdivisions	Work on completion of unfinished subdivisions	Attract manufacturing and light industrial development
Keep citizens informed on City government activities	Keep citizens informed on City government activities	Keep citizens informed on City government activities
Attract attainable housing for people at every stage of life	Attract attainable housing for people at every stage of life	Attract attainable housing for people at every stage of life
Expand cultural activities	Expand cultural activities	Expand cultural activities

Overall Quality and Value

In Question 5, residents were asked to rate four items relating to overall quality and value. The first table shows the 2015 satisfaction rates.

In 2015, Satisfaction was the highest percentage for all four items. Dissatisfaction and Satisfaction percentages for “Value you receive for City tax dollars and fees” were very close. Examining the comments can give insight into why that is.

Table 8: 2015 Quality and Value Satisfaction, Neutral, and Dissatisfaction Percentages

Answer Options	2015 Satisfaction	2015 Neutral	2015 Dissatisfaction
Quality of life in the City	58.3%	25.8%	15.9%
Quality of City Services	53.6%	31.4%	15.1%
Image of the City	45.5%	28.5%	26.1%
Value you receive for City tax dollars and fees	36.9%	29.4%	33.7%

Satisfaction of overall quality and value can also be compared by year.

In summary, from 2013 to 2015, there have been significant decreases in satisfaction for all items with the exception of Image of the City.

Table 9: Quality and Value Satisfaction, Neutral, and Dissatisfaction Percentages Compared by Year

Answer Options	2012 Satisfaction	2013 Satisfaction	2015 Satisfaction	Percentage Change 2013 to 2015
Value you receive for City tax dollars and fees	38.5%	45.7%	36.9%	-8.8%
Quality of City Services	58.8%	62.3%	53.6%	-8.7%
Quality of life in the City	61.4%	65.7%	58.3%	-7.4%
Image of the City	45.3%	47.6%	45.5%	-2.1%

Staff analyzed the comments associated with Question 5, and came up with the following analysis:

Large increases were seen in suggestion related to development, input for elected officials, and school system complaints.

The 11 comments (22.9%) in 2015 that are categorized under “specific complaint about a service we are providing” can be broken down as followed:

- 6 comments mention streets or street maintenance
- 3 comments mention multiple items including downtown and overall aesthetics
- 2 comments mention trails
- 2 comments mention snow removal
- 2 comments mention inconveniences associated with road construction

Table 10: Overall Quality and Value Comments Compared by Year

Comments	% of Comments		
	2012	2013	2015
Specific complaint about a service we are providing	11.0%	39.4%	22.9%
Suggestions or input related to how development should occur in Yorkville	0.0%	12.1%	18.8%
Taxes or fees are too high for the level of service	39.6%	21.2%	18.8%
Input for elected officials	9.9%	6.1%	16.7%
Complaints regarding the school system	3.3%	0.0%	8.3%
Compliment on existing services.	1.1%	4.5%	6.3%
More services per tax dollar	30.8%	10.6%	6.3%
Questioning the current vision and direction of the City	0.0%	6.1%	2.1%
Request not to purchase the REC Center	1.1%	0.0%	0.0%
Request to slow development or keep small town characteristics	3.3%	0.0%	0.0%

Another aspect of overall quality and value is advantages and disadvantages of a city. In question 6, residents were asked to rank certain criteria as an advantage or disadvantage to living in Yorkville. The answer options were: Major Advantage, Advantage, Neutral, Disadvantage or Major Disadvantage. For simplicity, Major Advantage and Advantage were combined into Advantageous and Disadvantage and Major Disadvantage were combined into Disadvantageous. This was a new question in 2015.

Answer choices are organized from most advantageous to least advantageous. Those highlighted in green indicate overall advantage, yellow indicates neutrality, and red indicates overall disadvantage.

In addition, looking at the difference between the Advantageous percentage and the Disadvantageous percentage shows the degree to which it is seen as a pro or a con.

In 2015, Transportation is seen as the top disadvantage while residential neighborhoods and friendliness of residents are seen as the primary advantages.

Table 11: 2015 Rank of Advantages and Disadvantages of Living in Yorkville

Answer Choices	Percent that identify it as Advantageous	Percent that identify it as a Neutrality	Percent that identify it as Disadvantageous	Percent Difference between Advantageous and Disadvantageous
Residential Neighborhoods	72.3%	23.4%	4.3%	68.0%
Friendliness of residents	71.2%	24.9%	3.9%	67.3%
Housing Quality	60.9%	32.8%	6.3%	54.6%
Schools	54.9%	35.3%	9.8%	45.1%
Location	54.1%	26.5%	19.5%	34.6%
Housing Cost	39.7%	31.1%	29.2%	10.5%
Recreational amenities	34.4%	45.3%	20.3%	14.1%
Shopping	26.1%	34.6%	39.3%	-13.2%
Transportation	8.6%	42.6%	48.8%	-40.2%

Furthermore, question 9 also related to overall quality and value. In this question respondents were asked to rate their agreement or disagreement with certain statements. The answer options were: Strongly Agree, Agree, Neutral, Disagree, or Strongly Disagree. For simplicity, Strongly Agree and Agree were combined into Agreement and Disagree and Strongly Disagree were combined into Disagreement. This was a new question in 2015.

Answer choices are organized from highest agreement to lowest agreement. Those highlighted in green indicate overall agreement, yellow indicates neutrality, and red indicates overall disagreement.

In addition, looking at the difference between the Agreement percentage and the Disagreement percentage shows the degree to which it is agreed upon with higher percentages indicating more inclusive agreement.

All 6 statements were overall agreed upon. The extent to which each had general agreement is where the differences are. Generally, residents most feel that Yorkville is a good place to raise kids and is safer than surrounding communities.

Table 12: 2015 Agreement, Neutral, and Disagreement Rates for Statements about Yorkville

Statement	2015 Agreement	2015 Neutral	2015 Disagreement	Percent Difference between Agreement and Disagreement
Yorkville is a good place to raise kids.	82.9%	14.8%	2.3%	80.6%
Yorkville is safer than surrounding communities.	70.9%	22.5%	6.6%	64.3%
I plan to remain in Yorkville for the next five years.	67.1%	15.9%	17.1%	50.0%
Yorkville has a sense of community.	64.0%	27.1%	8.9%	55.1%
I would recommend living in Yorkville.	61.6%	24.4%	14.0%	47.6%
Yorkville is a good place to retire.	36.1%	28.7%	35.3%	0.8%

Question 20 inquired for suggestions to improve the quality of life in Yorkville. Responses for this question were written. Staff analyzed the comments and compared them by year. Overall, taxes are still the largest concern, road improvement comments are decreasing, and requests for more services is increasing.

Table 13: Comments Regarding Improving Quality of Life Compared by Year

Comments	% of Comments		
	2012	2013	2015
Taxes are too high	26.5%	28.0%	25.0%
Request for more services	6.8%	14.9%	22.0%
Request for Economic Development	26.5%	18.9%	19.0%
Improve the road system	19.3%	19.4%	11.9%
Addition of the Bike Trails and Sidewalks	9.2%	8.6%	7.1%
Request to beautify Downtown and Riverfront	11.6%	10.3%	7.1%
Add/remove certain types of housing	0.0%	0.0%	3.0%
School system improvement	0.0%	0.0%	1.8%
Don't grow too much	0.0%	0.0%	1.2%
Continue Festivals	0.0%	0.0%	0.6%
Improve Finances	0.0%	0.0%	0.6%
Keep natural areas	0.0%	0.0%	0.6%

Police and Public Safety

Recall in order to compare city services citizens were asked to rate a variety of city services across multiple departments in question two. The top chart indicates the averages of those related to police and public safety. Services are ordered from lowest average to highest average.

Police options ranked first and third out of nineteen services indicating high satisfaction.

Table 14: Average Satisfaction of General Police Services Compared by Year

General Police Service	2012 Average	2013 Average	2015 Average	2013 to 2015 Satisfaction Improvement
Quality of police services	1.95	1.90	1.81	0.09
Response time of police services	1.95	1.91	2.02	-0.11

(1 very satisfied, 2 satisfied, 3 neutral, 4 dissatisfied, 5 very dissatisfied)

In Question 7, residents were asked to rate their satisfaction for more specific police services. This next chart indicates the average satisfaction of the more specific services.

Putting the two charts together, averages for overall quality of police services improved as well as the efforts to prevent major crime.

Table 15: Average Satisfaction for Specific Police Services Compared by Year

Specific Police Service	2012 Average	2013 Average	2015 Average	2013 to 2015 Satisfaction Improvement
Efforts to prevent major crime	2.29	2.26	2.17	0.09
Visibility of police in retail areas	2.44	2.42	2.45	-0.03
Visibility of police in your neighborhood	2.31	2.24	2.30	-0.06
How quickly police respond	2.11	2.09	2.18	-0.09
Quality of non-enforcement services	2.34	2.33	2.42	-0.09
Enforce traffic laws in your neighborhood	2.57	2.59	2.74	-0.15
Enforce traffic laws on major streets	2.27	2.25	2.42	-0.17

(1 very satisfied, 2 satisfied, 3 neutral, 4 dissatisfied, 5 very dissatisfied)

In addition to averages, percentages of satisfaction, neutrality, and dissatisfaction percentages for 2015 were calculated. The first chart outlines general police services while the second chart displays the results for specific police services.

Services are organized from the highest satisfaction rate to the lowest satisfaction rate. Those highlighted in green indicate overall satisfaction, yellow indicates neutrality, and red indicates overall dissatisfaction.

Police options ranked first and fourth out of nineteen services.

Table 16: 2015 Satisfaction, Neutral, and Dissatisfaction Percentages of General Police Services

General Police Service	2015 Satisfaction	2015 Neutral	2015 Dissatisfaction
Quality of Police services	83.5%	12.7%	6.3%
Response time of police services	70.2%	26.7%	3.1%

Overall, residents were satisfied with each police service. For non-enforcement services, the percentage difference is not large between neutral and satisfaction, but the rest have significant value variances.

Table 17: 2015 Satisfaction, Neutral, and Dissatisfaction Percentages of General Police Services

Specific Police Service	2015 Satisfaction	2015 Neutral	2015 Dissatisfaction
Efforts to prevent major crime	68.7%	29.7%	1.6%
How quickly police respond	66.3%	27.6%	6.1%
Visibility of police in your neighborhood	64.3%	20.4%	15.3%
Enforce traffic laws on major streets	63.2%	21.7%	15.0%
Visibility of police in retail areas	52.8%	37.5%	9.7%
Quality of non-enforcement services	49.3%	45.9%	4.8%
Enforce traffic laws in your neighborhood	48.0%	26.0%	26.0%

Satisfaction rates were also compared by year for both general police services and specific police services. With the exception of “Efforts to prevent major crime,” satisfaction decreased from 2013 to 2015.

Satisfaction rate for general police services are higher than specific police services indicating that when compared to other departments, police services are seen as more favorable.

After examining the comments regarding Police from both 2013 and 2015, there were not major differences to account for the decreases in satisfaction. As before, the majority of the comments related to needing more traffic (speeding) enforcement or overall presence.

Table 18: Satisfaction Percentages of General Police Services Compared by Year

General Police Service	2012 Satisfaction	2013 Satisfaction	2015 Satisfaction	Percent Change 2013 to 2015
Response time of police services	77.4%	80.0%	70.2%	-9.8%
Quality of Police services	79.9%	83.7%	83.5%	-0.2%

Table 19: Satisfaction Percentages of Specific Police Services Compared by Year

Specific Police Service	2012 Satisfaction	2013 Satisfaction	2015 Satisfaction	Percent Change 2013 to 2015
Quality of non-enforcement services	53.7%	57.6%	49.3%	-8.3%
Enforce traffic laws on major streets	68.2%	69.5%	63.2%	-6.3%
How quickly police respond	70.8%	72.3%	66.3%	-6.0%
Visibility of police in your neighborhood	63.5%	69.2%	64.3%	-4.9%
Enforce traffic laws in your neighborhood	50.9%	52.9%	48.0%	-4.9%
Visibility of police in retail areas	52.7%	54.5%	52.8%	-1.7%
Efforts to prevent major crime	61.8%	64.6%	68.7%	4.1%

In Question 8, a choice of seven different public safety items was given and participants were asked to identify three that should be given the most emphasis. Examining the response rate gives insight into how important a particular emphasis is to residents.

Compared to prior years, residents are increasingly identifying enforcing traffic laws on major streets as an important emphasis. Efforts to prevent major crime most likely decreased because it saw an increase in satisfaction so residents are not finding it as crucial as before.

Table 20: Response Rate for Public Safety Emphases Compared by Year

Answer Options	2012 Response Percent	2013 Response Percent	2015 Response Percent	Percent Change (2013 to 2015)
Enforce traffic laws on major streets	31.6%	36.3%	44.8%	8.5%
Enforce traffic laws in your neighborhood	28.2%	27.2%	30.2%	3.0%
How quickly police respond	33.8%	31.9%	34.5%	2.6%
Visibility of police in retail areas	42.9%	38.8%	40.9%	2.1%
Quality of non-enforcement services	16.5%	14.5%	15.5%	1.0%
Visibility of police in your neighborhood	54.7%	55.2%	55.6%	0.4%
Efforts to prevent major crime	74.0%	74.2%	71.0%	-3.2%

The following table outlines the emphasis order of Public Safety items as ranked by residents.

The first two and last two priorities have been consistent. In 2015, enforcing traffic laws on major streets is seen as a higher priority for residents compared to visibility of police in retail areas.

Table 21: 2012-2015 Public Safety Emphasis Rank

Public Safety Emphasis Rank		
2012	2013	2015
Efforts to prevent major crime	Efforts to prevent major crime	Efforts to prevent major crime
Visibility of police in your neighborhood	Visibility of police in your neighborhood	Visibility of police in your neighborhood
Visibility of police in retail areas	Visibility of police in retail areas	Enforce traffic laws on major streets
How quickly police respond	Enforce traffic laws on major streets	Visibility of police in retail areas
Enforce traffic laws on major streets	How quickly police respond	How quickly police respond
Enforce traffic laws in your neighborhood	Enforce traffic laws in your neighborhood	Enforce traffic laws in your neighborhood
Quality of non-enforcement services	Quality of non-enforcement services	Quality of non-enforcement services

Public Works

Recall in order to compare city services citizens were asked to rate a variety of city services across multiple departments in question two. The top chart indicates the averages of those related to public works. Services are ordered from lowest average to highest average.

Services related to water had higher satisfaction averages than those related to streets. Construction can explain why citizens are more satisfied with maintenance, but less satisfied with traffic.

Table 22: Average Satisfaction of General Public Works Services Compared by Year

General Public Works Service	2012 Average	2013 Average	2015 Average	2013 to 2015 Satisfaction Improvement
Quality of refuse, recycling, and yardwaste collection services	2.04	1.97	1.96	0.01
Quality of wastewater services	2.30	2.22	2.25	-0.03
Quality of flood prevention	2.35	2.33	2.27	0.06
Quality of stormwater management system	2.37	2.33	2.33	0.00
Quality of water services	2.44	2.36	2.41	-0.05
Maintenance of streets, sidewalks, and infrastructure	3.38	3.51	3.41	0.10
Flow of traffic / congestion management	3.28	3.34	3.48	-0.14

(1 very satisfied, 2 satisfied, 3 neutral, 4 dissatisfied, 5 very dissatisfied)

In Question 10, residents were asked to rate their satisfaction for more specific public works services. This next chart indicates the average satisfaction of the more specific services. Services are ordered from lowest average to highest average.

It is important to note that snow removal saw the largest decreases in satisfaction averages.

Table 23: Average Satisfaction of Specific Public Works Services Compared by Year

Specific Public Works Service	2012 Average	2013 Average	2015 Average	2013 to 2015 Satisfaction Improvement
Snow removal on major streets	2.10	1.93	2.35	-0.42
Cleanliness of streets and other public areas	2.24	2.25	2.37	-0.12
Maintenance of street signs	2.31	2.33	2.37	-0.04
Maintenance of City street lighting	2.35	2.43	2.42	0.01
Mowing and trimming along major streets	2.28	2.19	2.43	-0.24
Maintenance of City sidewalks	2.89	2.97	2.92	0.05
Snow removal on neighborhood streets	2.53	2.26	2.95	-0.69
Maintenance of major City streets (i.e. Game Farm Road, Fox Road, Van Emmon Road)	3.28	3.48	3.12	0.36
Maintenance of neighborhood streets (entrances to subdivisions, streets in front of your house)	3.07	3.16	3.21	-0.05

(1 very satisfied, 2 satisfied, 3 neutral, 4 dissatisfied, 5 very dissatisfied)

In addition to averages, percentages of satisfaction, neutrality, and dissatisfaction percentages for 2015 were calculated. The first chart outlines general public works services while the second chart displays the results for specific public works services.

Services are organized from the highest satisfaction rate to the lowest satisfaction rate. Those highlighted in green indicate overall satisfaction, yellow indicates neutrality, and red indicates overall dissatisfaction.

All services are seen as satisfactory with exception to maintenance of streets, sidewalks, and infrastructure and flow of traffic/congestion management.

Table 24: 2015 Satisfaction, Neutral, and Dissatisfaction Percentages for General Public Works Services

General Public Works Service	2015 Satisfaction	2015 Neutral	2015 Dissatisfaction	Satisfaction Rank (out of 19)
Quality of refuse, recycling, and yardwaste collection services	82.8%	11.0%	6.3%	2
Quality of wastewater services	68.9%	23.2%	7.9%	6
Quality of water services	65.5%	17.9%	16.7%	7
Quality of flood prevention	61.7%	34.2%	4.12%	8
Quality of stormwater management system	61.1%	32.4%	6.5%	9
Maintenance of streets, sidewalks, and infrastructure	29.8%	19.4%	50.8%	17
Flow of traffic / congestion management	26.1%	19.8%	54.1%	18

Residents were overall satisfied with every service except for maintenance of neighborhood streets. That being said, the difference between satisfaction rate and dissatisfaction rate for maintenance of major City streets is only just above one percent.

Combining both charts, street maintenance overall has the lowest satisfaction rates.

Table 25: 2015 Satisfaction, Neutral, and Dissatisfaction Percentages for Specific Public Works Services

Specific Public Works Service	2015 Satisfaction	2015 Neutral	2015 Dissatisfaction
Snow removal on major streets	71.0%	14.1%	14.9%
Maintenance of City street lighting	65.5%	22.2%	12.3%
Maintenance of street signs	64.3%	27.8%	7.9%
Cleanliness of streets and other public areas	63.8%	25.5%	10.8%
Mowing and trimming along major streets	60.6%	28.1%	11.2%
Snow removal on neighborhood streets	46.3%	17.8%	36.0%
Maintenance of City sidewalks	40.2%	31.2%	28.7%
Maintenance of neighborhood streets	39.6%	16.0%	44.4%
Maintenance of major City streets	39.4%	22.5%	38.2%

Satisfaction rates were also compared by year for both general public works services and specific public works services. Services are ordered from highest decrease in satisfaction to highest increase in satisfaction.

Satisfaction for maintenance of streets, sidewalks, and infrastructure with the exception of neighborhood streets saw an increase in satisfaction as well as maintenance of street lighting.

Table 26: Satisfaction Percentages for General Public Works Services Compared by Year

General Public Works Service	2012 Satisfaction	2013 Satisfaction	2015 Satisfaction	Percent Change 2013 to 2015
Quality of stormwater management system	62.7%	67.0%	61.1%	-5.9%
Quality of wastewater services	63.8%	73.2%	68.9%	-4.3%
Quality of flood prevention	61.7%	65.0%	61.7%	-3.3%
Quality of water services	63.8%	68.4%	65.5%	-2.9%
Flow of traffic / congestion management	30.0%	28.0%	26.1%	-1.9%
Quality of refuse, recycling, and yardwaste collection services	79.8%	83.6%	82.8%	-0.8%
Maintenance of streets, sidewalks, and infrastructure	28.6%	26.6%	29.8%	3.2%

Snow removal on City streets both major and neighborhood has drastically decreased in satisfaction rate. The rate for decrease in satisfaction for mowing and trimming is also high. We are moving in the right direction for satisfaction of maintenance of major City streets. Even though it has the lowest satisfaction rate, it has seen the most improvement.

Table 27: Satisfaction Rates for Specific Public Works Services Compared by Year

Specific Public Works Service	2012 Satisfaction	2013 Satisfaction	2015 Satisfaction	Percent Change 2013 to 2015
Snow removal on neighborhood streets	61.4%	72.7%	46.3%	-26.4%
Snow removal on major streets	79.0%	86.4%	71.0%	-15.4%
Mowing and trimming along major streets	68.3%	72.8%	60.6%	-12.2%
Cleanliness of streets and other public areas	70.4%	70.6%	63.8%	-6.8%
Maintenance of neighborhood streets	43.1%	42.5%	39.6%	-2.9%
Maintenance of street signs	67.5%	67.0%	64.3%	-2.7%
Maintenance of City street lighting	68.1%	63.7%	65.5%	1.8%
Maintenance of City sidewalks	39.6%	38.4%	40.2%	1.8%
Maintenance of major City streets	31.7%	25.7%	39.4%	13.7%

Analysis of the comments regarding resident’s satisfaction rates for specific public works services can provide additional insight. Road maintenance and improvement continues to be the top type of comment and issues with snow removal saw an over 20% increase from 2013 to 2015.

Table 28: Specific Public Works Services Comments Compared by Year

Comments	% of Comments		
	2012	2013	2015
Roads which needed improvement and better overall maintenance of streets	45.0%	28.8%	37.7%
Issues with the snow removal process	24.0%	9.6%	32.1%
Request for street signs to be added or replaced or better lighting in a neighborhood	7.0%	19.2%	15.1%
Compliment on existing services	5.6%	13.5%	5.7%
Concerns regarding mowing and upkeep of abandoned lots and the removal of weeds intersections	8.5%	7.7%	3.4%
Requests for more sidewalks	7.0%	7.7%	3.4%
Construction has gone on too long	0.0%	0.0%	1.9%
Displeasure with the current trash and recycling provider	0.0%	3.8%	0.0%
Need for more bike paths	0.0%	1.9%	0.0%
Suggestion for more trees near Riemenschneider Park	1.4%	0.0%	0.0%
Taxes or fees are too high for the level of service	1.4%	7.7%	0.0%

In Question 11, a choice of nine different public works items was given and participants were asked to identify three that should be given the most emphasis. Examining the response rate gives insight into how important a particular emphasis is to residents.

Compared to the prior years, residents are increasingly seeing snow removal on streets of all types as important.

Table 29: Response Rate for Public Works Emphases Compared by Year

Answer Options	2012 Response Percent	2013 Response Percent	2015 Response Percent	Percent Change (2013 to 2015)
Snow removal on neighborhood streets	31.8%	22.5%	48.0%	25.5%
Snow removal on major streets	24.2%	17.1%	27.6%	10.5%
Maintenance of neighborhood streets	63.2%	63.5%	65.0%	1.5%
Maintenance of street signs	5.3%	5.3%	5.1%	-0.2%
Mowing and trimming along major streets	10.1%	9.0%	8.7%	-0.3%
Cleanliness of streets and other public areas	29.0%	28.5%	27.2%	-1.3%
Maintenance of City street lighting	17.9%	21.9%	17.3%	-4.6%
Maintenance of City sidewalks	32.9%	34.8%	25.6%	-9.2%
Maintenance of major City streets	74.9%	82.7%	68.1%	-14.6%

The following table outlines the emphasis order of Public Works items as ranked by residents.

The first two and the last two priorities have been consistent. In prior years sidewalks has been the third highest, but snow removal has now taken third and fourth place.

Table 30: 2012-2015 Public Works Emphasis Rank

Public Works Emphasis Rank		
2012	2013	2015
Maintenance of major City streets	Maintenance of major City streets	Maintenance of major City streets
Maintenance of neighborhood streets	Maintenance of neighborhood streets	Maintenance of neighborhood streets
Maintenance of City sidewalks	Maintenance of City sidewalks	Snow removal on neighborhood streets
Snow removal on neighborhood streets	Cleanliness of streets and other public areas	Snow removal on major streets
Cleanliness of streets and other public areas	Snow removal on neighborhood streets	Cleanliness of streets and other public areas
Snow removal on major streets	Maintenance of City street lighting	Maintenance of City sidewalks
Maintenance of City street lighting	Snow removal on major streets	Maintenance of City street lighting
Mowing and trimming along major streets	Mowing and trimming along major streets	Mowing and trimming along major streets
Maintenance of street signs	Maintenance of street signs	Maintenance of street signs

Communications

In order to most effectively communicate with residents, it is crucial to understand what their primary sources of information about City issues, services, and events are. Residents were asked to identify all they use out of the given options. The following chart is a list of media outlets, ranked by most frequently used to least frequently used.

Residents utilize a variety of sources in order to stay informed regarding City news. Generally, there seems to be a decrease in the usage of external sources such as outside newspapers. The largest increase is the City Facebook page.

Table 31: Response Rates for Communication Sources Compared by Year

Answer Options	2012 Response Percent	2013 Response Percent	2015 Response Percent	Percent Change (2013 to 2015)
Kendall County Record	73.8%	71.8%	63.8%	-8.0%
Utility Bill Inserts	43.1%	46.2%	57.4%	11.2%
City Newsletter	31.7%	47.0%	36.7%	-10.3%
Website	43.1%	27.1%	27.5%	0.4%
Yorkville Patch	24.0%	39.4%	27.1%	-12.3%
City Facebook Page	1.6%	10.3%	18.3%	8.0%
Beacon News	24.0%	22.8%	15.1%	-7.7%
WSPY Radio	13.9%	12.0%	11.6%	-0.4%
Other	5.4%	2.8%	6.0%	3.2%
Contact with elected officials	11.1%	7.2%	3.6%	-3.6%
City Twitter Account	0.2%	2.4%	2.0%	0.4%
Govt Access TV (FVTV)	2.4%	1.5%	0.0%	-1.5%

Examining the comments can give insight into other sources used. Word of mouth continues to be the highest.

Table 32: Comments Regarding Sources of Information Compared by Year

Comments	% of Comments		
	2012	2013	2015
Word of mouth	41.9%	23.8%	29.4%
Flyers/Signs	2.3%	0.0%	17.6%
Reiteration of above response	0.0%	19.0%	11.8%
Unaware of newsletter or asked how to sign up	0.0%	0.0%	11.8%
Call the City	0.0%	0.0%	5.9%
Parks and Recreation Department	0.0%	0.0%	5.9%
Request to reinstate the newsletter	20.9%	9.5%	5.9%
Subdivision Newsletter	0.0%	0.0%	5.9%
What's Going on Yorkville	0.0%	0.0%	5.9%
"Yorkville Preview"	0.0%	9.5%	0.0%
Council meetings	16.3%	9.5%	0.0%
Local church or community center	7.0%	0.0%	0.0%
No form of communication and offered suggestions on current City practices, such as mailings and FVTV	0.0%	14.3%	0.0%
Recommended creating a community board similar to the one found in North Aurora	2.3%	0.0%	0.0%
Unaware of the city website, Facebook or twitter pages	9.3%	0.0%	0.0%
Unaware they could contact Aldermen	0.0%	14.3%	0.0%

In order to reach as many residents as possible, it is important to ask what sources would be the best if they do not use any of the options given before. This question was new in 2013, therefore data from 2012 is not provided. Email blast and mailings continue to be the top two sources.

Table 33: Comments Regarding Best Unmentioned Forms of Communication

Comments	% of Comments	
	2013	2015
Communication through email via a weekly or monthly news blast	29.0%	32.0%
Mailings, preferably in the form of a newsletter	35.5%	28.0%
Restated option given before	12.9%	28.0%
Coffee with the Mayor	0.0%	4.0%
Flyers	0.0%	4.0%
Senior Paper at Senior Services	0.0%	4.0%
Council meetings are the only way they are communicated with	3.2%	0.0%
Neighborhood meetings held by elected officials	3.2%	0.0%
Not sure if any other way to be communicated with than those already described	12.9%	0.0%
Word of mouth is only way they will receive information	3.2%	0.0%

Recall in order to compare city services citizens were asked to rate a variety of city services across multiple departments in question two. The top chart indicates the averages of those related to communication. Services are ordered from lowest average to highest average. Both average satisfaction with staff and elected officials decreased.

Table 34: Average Satisfaction of General Communication Compared by Year

General Communication	2012 Average	2013 Average	2015 Average	2013 to 2015 Satisfaction Improvement
City communication with public (not from elected officials)	2.70	2.63	2.77	-0.14
Communication with your elected officials	2.95	2.96	3.19	-0.23

(1 very satisfied, 2 satisfied, 3 neutral, 4 dissatisfied, 5 very dissatisfied)

In Question 14, residents were asked to rate their satisfaction of specific communication tools. This next chart indicates the average satisfaction. Services are ordered from lowest average to highest average.

All specific communication tools saw an average decrease in satisfaction or statistically insignificant increase.

Table 35: Average Satisfaction of Specific Communication Tools Compared by Year

Specific Communication Tool	2012 Average	2013 Average	2015 Average	2013 to 2015 Satisfaction Improvement
Quality of website	2.58	2.56	2.55	0.01
Quality of City newsletter	2.56	2.46	2.63	-0.17
Efforts to keep you informed about issues	2.79	2.53	2.67	-0.10
Quality of City facebook page	2.95	2.68	2.74	-0.06
Quality of City twitter account	2.96	2.88	2.87	0.01
Quality of government access TV station	3.01	2.97	3.05	-0.08

(1 very satisfied, 2 satisfied, 3 neutral, 4 dissatisfied, 5 very dissatisfied)

In addition to averages, percentages of satisfaction, neutrality, and dissatisfaction percentages for 2015 were calculated. The first chart outlines general communication while the second chart displays the results for specific communication tools.

Services are organized from the highest satisfaction rate to the lowest satisfaction rate. Those highlighted in green indicate overall satisfaction, yellow indicates neutrality, and red indicates overall dissatisfaction.

Both communication with staff and elected officials is seen as neutral.

Table 36: 2015 Satisfaction, Neutral and Dissatisfaction Percentages for General Communication

General Communication	2015 Satisfaction	2015 Neutral	2015 Dissatisfaction
City communication with public (not from elected officials)	36.4%	45.8%	17.8%
Communication with your elected officials	20.9%	44.0%	35.1%

Table 37: 2015 Satisfaction, Neutral and Dissatisfaction Percentages for Specific Communication Tools

Specific Communication Tool	2015 Satisfaction	2015 Neutral	2015 Dissatisfaction
Quality of Website	49.8%	41.7%	8.5%
Efforts to keep you informed about issues	48.4%	34.6%	17.1%
Quality of City Newsletter	47.4%	42.7%	9.9%
Quality of City Facebook Page	32.1%	61.3%	6.6%
Quality of Government Access TV Station	16.9%	67.7%	15.4%
Quality of City Twitter Account	16.1%	79.3%	4.6%

Satisfaction rates were also compared by year for both general communication and specific communication tools. Services are ordered from highest decrease in satisfaction to highest increase in satisfaction.

Both categories under general communication decreased in satisfaction.

Table 38: Satisfaction Percentages for General Communication Compared by Year

General Communication	2012 Satisfaction	2013 Satisfaction	2015 Satisfaction	Percentage Change 2013 to 2015
Communication with your elected officials	31.9%	31.4%	20.9%	-10.5%
City communication with public (not from elected officials)	42.3%	46.0%	36.4%	-9.6%

Results show more satisfaction with the City’s website, the launch of the new website likely explains it.

Table 39: Satisfaction Percentages for Specific Communication Tools Compared by Year

Specific Communication Tool	2012 Satisfaction	2013 Satisfaction	2015 Satisfaction	Percentage Change 2013 to 2015
Efforts to keep you informed about issues	41.5%	55.9%	48.4%	-7.5%
Quality of City Newsletter	51.5%	54.0%	47.4%	-6.6%
Quality of Government Access TV Station	16.8%	17.8%	16.9%	-0.9%
Quality of City Facebook Page	11.8%	31.2%	32.1%	-0.1%
Quality of City Twitter Account	8.8%	13.2%	16.1%	3.2%
Quality of Website	45.5%	44.4%	49.8%	5.4%

Parks and Recreation

Recall in order to compare city services citizens were asked to rate a variety of city services across multiple departments in question two. The top chart indicates the averages of those related to parks and recreation. Services are ordered from lowest average to highest average.

For all three years the survey has been conducted the average satisfaction has been ranked in the same order for Parks and Recreation.

Table 40: Average Satisfaction of Parks and Recreation Services Compared by Year

Parks and Recreation Service	2012 Average	2013 Average	2015 Average	2013 to 2015 Satisfaction Improvement
Quality of parks	1.99	1.96	2.03	-0.07
Quantity of parks provided	2.08	1.95	2.06	-0.11
Quality of special events offered	2.30	2.27	2.40	-0.13
Quality of recreation programming offered	2.43	2.58	2.63	-0.05
Quantity of recreation classes offered	2.52	2.64	2.67	-0.03

(1 very satisfied, 2 satisfied, 3 neutral, 4 dissatisfied, 5 very dissatisfied)

In addition to averages, percentages of satisfaction, neutrality, and dissatisfaction percentages for 2015 were calculated.

Services are organized from the highest satisfaction rate to the lowest satisfaction rate. Those highlighted in green indicate overall satisfaction, yellow indicates neutrality, and red indicates overall dissatisfaction.

In general citizens are more satisfied with parks compared to recreation.

Table 41: 2015 Satisfaction, Neutral and Dissatisfaction Rates for Parks and Recreation Services

Parks and Recreation Service	2015 Satisfaction	2015 Neutral	2015 Dissatisfaction
Quality of Parks	82.4%	11.4%	6.3%
Quantity of Parks Provided	77.5%	15.0%	7.5%
Quality of special events offered	59.6%	31.5%	8.9%
Quality of recreation programming offered	48.7%	32.9%	18.4%
Quantity of recreation classes offered	46.1%	36.4%	17.5%

Satisfaction rates were also compared by year. Services are ordered from highest decrease in satisfaction to highest increase in satisfaction.

Recreation services saw larger decreases in satisfaction than parks.

Table 42: Satisfaction Rates for Parks and Recreation Services Compared by Year

Parks and Recreation Service	2012 Satisfaction	2013 Satisfaction	2015 Satisfaction	Percentage Change 2013 to 2015
Quality of special events offered	61.8%	65.1%	59.6%	-5.5%
Quality of recreation programming offered	56.8%	54.2%	48.7%	-5.5%
Quantity of recreation classes offered	50.8%	48.2%	46.1%	-2.1%
Quality of Parks	79.4%	82.9%	82.4%	-0.5%
Quantity of Parks Provided	74.6%	77.1%	77.5%	0.4%

One primary function of Parks and Recreation is special events. Questions 15-17 related to special events. In Question 15, residents were asked to rate their satisfaction with how each event is run. The first table displays the average satisfaction rate from highest satisfaction to lowest.

With the exception of a very small increase in average satisfaction for the Easter Express, all special events decreased in average satisfaction. The order of the events from highest average satisfaction to lowest has stayed fairly consistent.

Table 43: Average Satisfaction for Special Events Compared by Year

Special Event	2012 Average	2013 Average	2015 Average	2013 to 2015 Satisfaction Improvement
Music Under the Stars	2.24	2.07	2.31	-0.24
Hometown Days	2.16	2.13	2.33	-0.20
Holiday Under the Stars	2.29	2.19	2.35	-0.16
5k runs (Tax Dodge, Chili Chase, etc.)	2.46	2.33	2.46	-0.13
Outdoor Movies	N/A	2.33	2.46	-0.13
Easter Express	N/A	2.48	2.47	0.01
Ribs on the River	N/A	2.40	2.48	-0.08
Halloween Egg Hunt	N/A	2.46	2.52	-0.04
National Night Out	2.55	2.44	2.54	-0.10

(1 very satisfied, 2 satisfied, 3 neutral, 4 dissatisfied, 5 very dissatisfied)

In addition to averages, percentages were also calculated.

Events are organized from the highest satisfaction rate to the lowest satisfaction rate. Those highlighted in green indicate overall satisfaction, yellow indicates neutrality, and red indicates overall dissatisfaction.

In general, our largest special events have higher satisfaction while smaller special events are more neutral.

Table 44: 2015 Satisfaction, Neutral, and Dissatisfaction Percentages for Special Events

Special Event	2015 Satisfaction	2015 Neutral	2015 Dissatisfaction
Hometown Days	62.2%	29.1%	8.7%
Music Under the Stars	59.2%	37.8%	3.1%
Holiday Under the Stars	55.6%	41.5%	2.5%
Ribs on the River	50.3%	42.9%	6.8%
5k runs (Tax Dodge, Chili Chase, etc.)	49.3%	45.7%	5.1%
Outdoor Movies	47.6%	49.0%	3.5%
Easter Express	44.1%	53.4%	2.5%
Halloween Egg Hunt	44.5%	49.2%	6.3%
National Night Out	41.4%	55.0%	3.6%

Satisfaction rates were also compared by year. Services are ordered from largest decrease in satisfaction to largest increase in satisfaction.

Satisfaction for all special events has decreased compared to past years. Due to a large difference in survey participants, it is difficult to determine whether this is a general city trend or what is the exact significance of these results. Comparing all three years comments suggest that Hometown Days might have decreased due to not changing up the event. As for the other events, there were not many specific comments about them.

Table 45: Satisfaction Percentages for Special Events Compared by Year

Special Event	2012 Satisfaction	2013 Satisfaction	2015 Satisfaction	Percentage Change 2013 to 2015
Music Under the Stars	65.9%	75.1%	59.2%	-15.9%
Holiday Under the Stars	63.8%	68.9%	55.6%	-13.3%
Hometown Days	73.5%	72.7%	62.2%	-10.5%
Outdoor Movies	N/A*	57.7%	47.6%	-10.1%
National Night Out	44.5%	50.2%	41.4%	-8.8%
5k runs (Tax Dodge, Chili Chase, etc.)	49.8%	56.7%	49.3%	-7.4%
Ribs on the River	N/A*	55.3%	50.3%	-5.0%
Halloween Egg Hunt	N/A*	49.1%	44.5%	-4.6%
Easter Express	N/A*	47.6%	44.1%	-3.5%

*Event was not asked about

Analyzing the comment associated with ranking the satisfaction of special events can provide clarification to why there is a decrease for all events. For the first time comments were seen regarding compliments of current events. Being unaware or did not attend continues to be the top type of comment.

Suggestions on how to improve Hometown Days primarily related to adding new activities and making it different.

Table 46: Comments Regarding Special Events Compared by Year

Comments	% of Comments		
	2012	2013	2015
Unaware of these events or did not attend	30.5%	44.4%	34.1%
Compliment on current event	0.0%	0.0%	13.6%
Suggestions on how to improve Hometown Days	16.9%	13.0%	11.4%
Suggestions to improve one of the events	0.0%	7.4%	11.4%
Against any event that used tax payer dollars	0.0%	13.0%	9.1%
Suggestions on how to increase attendance at these events	0.0%	5.6%	9.1%
Other	0.0%	0.0%	4.5%
Suggestions for new events	0.0%	3.7%	4.5%
Suggestion to eliminate particular event	0.0%	0.0%	2.3%
Against any event that ran a deficit	23.7%	0.0%	0.0%
Concerns on the City's level of involvement in environmental events	10.2%	0.0%	0.0%
Okay with events if they run on a balanced budget	8.5%	0.0%	0.0%
Suggestion to have Music Under the Stars sponsored by a corporate entity	1.7%	0.0%	0.0%
Supportive of all of these events as positive community influences	8.5%	13.0%	0.0%

In Question 16, constituents ranked the events from their most favorite to their least favorite. 1 represents the most favorite and 9 represents the least favorite. Events are ordered from most favorite to least favorite. 2012 data was not included due to addition and subtraction of multiple events from the 2012 to the 2013 survey.

Music Under the Stars saw the largest average satisfaction decrease and Ribs on the River saw the largest average satisfaction increase.

Table 47: Favorite and Least Favorite Special Events Rankings Compared by Year

Special Event	2013 Average	2015 Average	Increase as Favorite (2013-2015)
Hometown Days	2.20	2.30	-0.10
Holiday Under the Stars	3.42	3.56	-0.14
Music Under the Stars	3.13	3.68	-0.55
Ribs on the River	4.06	3.73	0.33
Outdoor Movies	5.26	5.21	-0.05
National Night Out	5.75	5.64	0.11
5k runs (Tax Dodge, Chili Chase)	6.34	6.49	-0.15
Halloween Egg Hunt	6.79	6.57	0.22
Easter Express	7.21	7.24	-0.03

(1 most favorite through 9 least favorite)

The following table outlines the ranking of favorite special events as chosen by residents.

From 2013 to 2015 Holiday Under the Stars and Music Under the Stars are reversed. Otherwise all other events are ranked the same.

Table 48: Special Events Rankings Most to Least Favorite

Special Events Ranking	
2013	2015
Hometown Days	Hometown Days
Music Under the Stars	Holiday Under the Stars
Holiday Under the Stars	Music Under the Stars
Ribs on the River	Ribs on the River
Outdoor Movies	Outdoor Movies
National Night Out	National Night Out
5k runs (Tax Dodge, Chili Chase)	5k runs (Tax Dodge, Chili Chase)
Halloween Egg Hunt	Halloween Egg Hunt
Easter Express	Easter Express

Question 17 asked residents to identify any types of special events that they would like to see the City engage in.

Staff analyzed the comments and compared them to those from 2013. Overall, a food/beverage tasting event is what people seek the most. Interest for events such as 4th of July and an Antique Car show decreased because these events were implemented. Finally, there was a large decrease in the displeasure with the City hosting events or asking to discontinue certain events. For clarification “Unique Comments” refer to a comment that suggested a type of event or event, but only one suggestion for it and “Unrelated Comments” refer to those comments that did not pertain to special events whatsoever.

Table 49: Comments Regarding Addition of Special Events

Comments	% of Comments	
	2013	2015
Unique Comments	24.0%	15.9%
Unrelated Comments	0.0%	15.9%
Interest in Food/Beverage Tasting Event	8.0%	13.6%
None/Too Many Already	0.0%	11.4%
Stated displeasure with the City spending any money on any events or called for the City to stop hosting certain events	30.7%	9.1%
Suggestions on how to improve current events	2.7%	9.1%
Complements on Current Events	0.0%	6.8%
More musical events	8.0%	6.8%
Events with no children/not aimed at families	0.0%	4.5%
Haven't attended	0.0%	4.5%
More or larger farmers markets	5.3%	2.3%
Interest in 4 th of July Event	10.7%	0.0%
Interest in Antique Car Show	8.0%	0.0%
Interest in Art Show Type of Event	2.7%	0.0%

Community Development

Recall in order to compare city services citizens were asked to rate a variety of city services across multiple departments in question two. The top chart indicates the averages of those related to community development. Both were specific to code enforcement. Services are ordered from lowest average to highest average.

Both services are between satisfied and neutral and improved from 2013 to 2015.

Table 50: Average Satisfaction for Community Development Services Compared by Year

Community Development Service	2012 Average	2013 Average	2015 Average	2013 to 2015 Satisfaction Improvement
Quality of customer service during building inspections	2.58	2.59	2.52	0.07
Quality of property maintenance services (weeds, unsafe buildings, etc.)	2.87	2.77	2.73	0.04

(1 very satisfied, 2 satisfied, 3 neutral, 4 dissatisfied, 5 very dissatisfied)

In addition to averages, percentages of satisfaction, neutrality, and dissatisfaction percentages for 2015 were calculated.

Services are organized from the highest satisfaction rate to the lowest satisfaction rate. Those highlighted in green indicate overall satisfaction, yellow indicates neutrality, and red indicates overall dissatisfaction.

Table 51: 2015 Satisfaction, Neutral, and Dissatisfaction Percentages for Community Development Services

Community Development Service	2015 Satisfaction	2015 Neutral	2015 Dissatisfaction
Quality of property maintenance services (weeds, unsafe buildings, etc.)	44.1%	35.1%	20.7%
Quality of customer service during building inspections	39.7%	57.8%	2.6%

Satisfaction rates were also compared by year. In this chart, services are sorted from largest decrease to highest increase.

Both services saw a decrease in satisfaction.

Table 52: Satisfaction Percentages for Community Development Services Compared by Year

Community Development Service	2012 Satisfaction	2013 Satisfaction	2015 Satisfaction	Percentage Change 2013 to 2015
Quality of property maintenance services (weeds, unsafe buildings, etc.)	38.4%	45.7%	44.1%	-1.6%
Quality of customer service during building inspections	42.6%	43.5%	39.7%	-3.8%

One responsibility of the Community Development Department is business retention. Questions 18 and 19 related to that. In Question 18, surveyors were asked which type of business or industry that they would most like to see in Yorkville. Answers are organized from highest percentage to lowest.

The choice of Retail/shopping opportunities has been consistently the most chosen and saw the largest percentage increase from 2013 to 2015 indicating this is a high priority for residents.

Table 53: Response Rates for Business and Industry Types Desired Compared by Year

Answer Options	2012 Response Percent	2013 Response Percent	2015 Response Percent	Percent Change (2013 to 2015)
Retail/shopping opportunities	55.6%	56.6%	66.3%	9.7%
Light manufacturing areas	24.3%	25.6%	16.5%	-9.1%
Office Developments	13.8%	10.7%	9.5%	-1.2%
Heavy manufacturing or industrial	6.4%	7.1%	7.8%	0.7%

In Question 19, citizens commented on which specific companies or brands they would like to see open a retail store in Yorkville. The table below identifies types of company residents are seeking in Yorkville. If a comment mentioned more than one store in a category it was only counted once.

As in the past restaurants are the top desire. One important item to note is in addition to specific supermarkets, a number of individuals mentioned a grocery store on the south side as something they would like. Furthermore, bookstores and clothing stores made up the majority of specialty stores.

Table 54: Comments Regarding Types of Companies

Type of Company	# of Comments		
	2012	2013	2015
Dining Facility	313	266	75
Specialty Store	225	229	64
Supermarket	202	185	61
General Purpose	134	104	51
Miscellaneous	5	23	25
Service Industries	43	34	2

The table below outlines specific brands and companies that were mentioned at least twice in the comments. Multiple suggestions came from a single comment. As in the past Trader Joe's, Portillos, Costco, and Walmart are near the top.

Table 55: 2015 Comments Regarding Specific Companies Desired

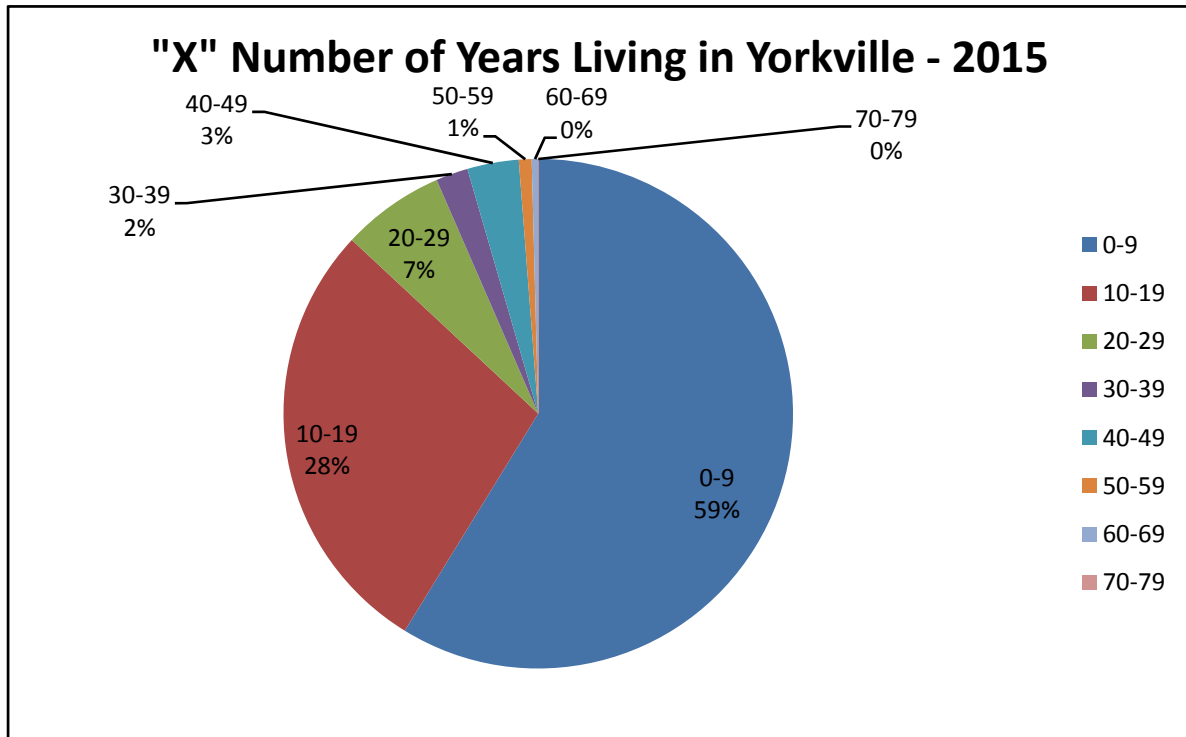
Specific Company	# of Suggestions
Trader Joes	41
Costco	20
Portillos	19
Chipotle	17
Meijers	15
Mariano's	14
Walmart	14
Whole Foods	13
Caputo's	9
JCPenney	9
Michaels	9
Buffalo Wild Wings	8
Hobby Lobby	7
Jo-Ann Fabric	7
Sam's Club	7
Bath and Body Works	6
Chili's	6
Old Navy	6
Barnes & Noble	5
Steak n Shake	5
Bass Pro Shop	4
Best Buy	4
Chick-fil-A	4
CVS	4
Gap	4
Home Goods	4
Macy's	4
Olive Garden	4
Sears	4
Arby's	3
Bed, Bath, and Beyond	3
DSW	3
Hooter's	3
Jersey Mikes	3

Specific Company	# of Suggestions
Noodles & Company	3
Potbelly Sandwich Shop	3
Red Robin	3
Texas Roadhouse	3
Woodmans	3
World Market	3
Bank of America	2
Buy Buy Baby	2
Cabela's	2
Carson Pirie Scott	2
Children's Place	2
Container Store	2
Discount Tire	2
Fresh Market	2
Giordano's	2
Hallmark	2
In N Out Burger	2
Justice	2
Outback Steakhouse	2
Pottery Barn	2
Ricobene's	2
Sephora	2
Toys R Us	2
Von Maur	2
Williams Sonoma	2

Demographics of Respondents

Questions 21 through 28 addressed personal characteristics of the surveyors.

The following is a graph that shows the percentage of people who have been living in Yorkville at each time interval compared with the numbers from last year.



This next chart compares the percentages and number of people from each of the years.

All three years the majority of respondents are within their first 10 years of living in Yorkville followed by within 20 years.

Table 56: Number of Years Respondents have Lived in Yorkville Compared by Year

Years Living in Yorkville	# and % of People		
	2012*	2013	2015
0-9	349, 70%	243, 55%	144, 59%
10-19	95, 19%	120, 27%	69, 28%
20-29	32, 6%	34, 8%	16, 7%
30-39	15, 3%	21, 5%	5, 2%
40-49	10, 2%	14, 3%	8, 3%
50-59	0, 0%	9, 2%	2, 1%
60-69	0, 0%	2, 0%	1, 0%
70-79	0, 0%	2, 0%	1, 0%

* In 2012 the question was worded "How many years have you lived at your current residence?"

In order to gain a better perspective on which areas of the city the respondents are coming from, the survey asked residents to indicate which ward they currently reside in.

The chart below compares response percentages by year.

Ward 1 saw a large decrease in respondents and Ward 4 saw a large increase in respondents. It is also important to note the percentage of those who do not know which ward they live in continues to increase. Adding more information on the website regarding this might be helpful.

Table 57: Percentage of Respondents per Ward Compared by Year

Ward	2012 Response	2013 Response	2015 Response
Ward 1 (Alderman Koch, Alderman Colosimo)	20.0%	23.3%	13.6%
Ward 2 (Alderman Milschewski, Alderman Kot)	11.6%	13.9%	11.5%
Ward 3 (Alderman Frieders, Alderman Funkhouser)	13.2%	13.5%	11.9%
Ward 4 (Alderman Spears*, Alderman Teeling)	20.8%	13.5%	22.6%
I don't know	34.4%	35.8%	40.3%

*Alderman Tarulis was elected May 2015, a few months after the survey went out

Question 23 asked respondents to indicate where they lived before moving to Yorkville. In some cases individuals provided multiple answers. Only the most recent place was counted.

This data generated 237 responses. Only 7 survey takers were lifelong residents, which is a decrease from the total of 28 in 2013. 80 responders lived in another City in the Chicago Metropolitan area excluding Aurora at 37, Naperville at 32, Oswego at 14, and Montgomery at 9. This trend is consistent from 2012 and 2013. There is also representation from multiple states. These are: Alabama, Arkansas, California, Colorado, Florida, Georgia, Iowa, Indiana, Kansas, Louisiana, Oklahoma, Pennsylvania, Tennessee, Minnesota, Missouri, Nebraska, New Jersey, North Carolina, Tennessee, Texas, Washington, and Wisconsin with no more than three responses from each.

Question 24 asked respondents if they owned or rented their current residence.

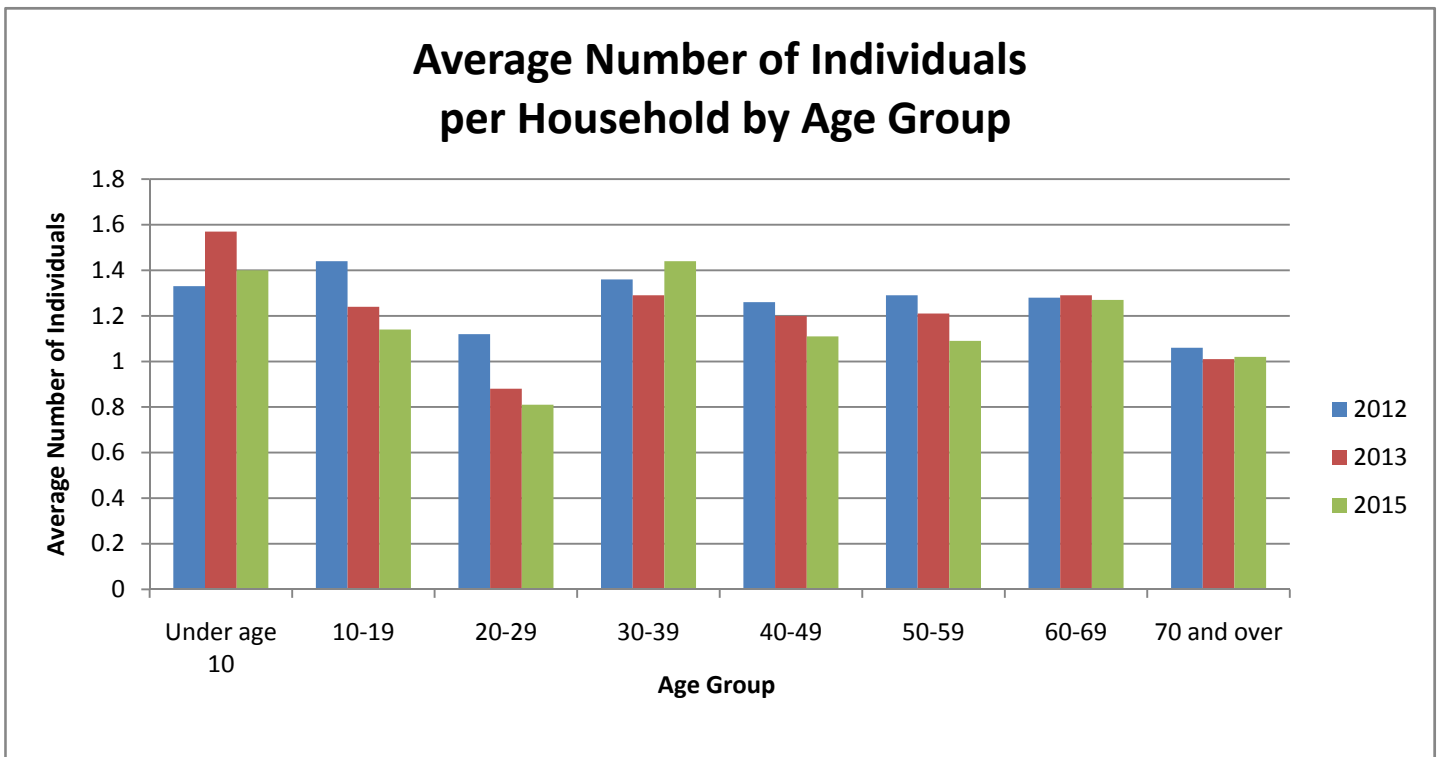
In 2015, 96% of surveyors answered that they currently own their own home. This slightly increased from 2013 and 2012 where the percentage was 95%.

According to U.S. Census data, renters are underrepresented. Renter-occupied households make up approximately 19.3% of occupied households in Yorkville.

Question 25 addressed the number of individuals in a household and the age of those individuals with the following question: How many persons in your household, counting yourself, are in the following age groups?

The chart below summarizes the average number of individuals of each age group per household.

In 2015 there were a total of 246 responses representing approximately 710 individuals. 30-39 is the largest group in each household this year.



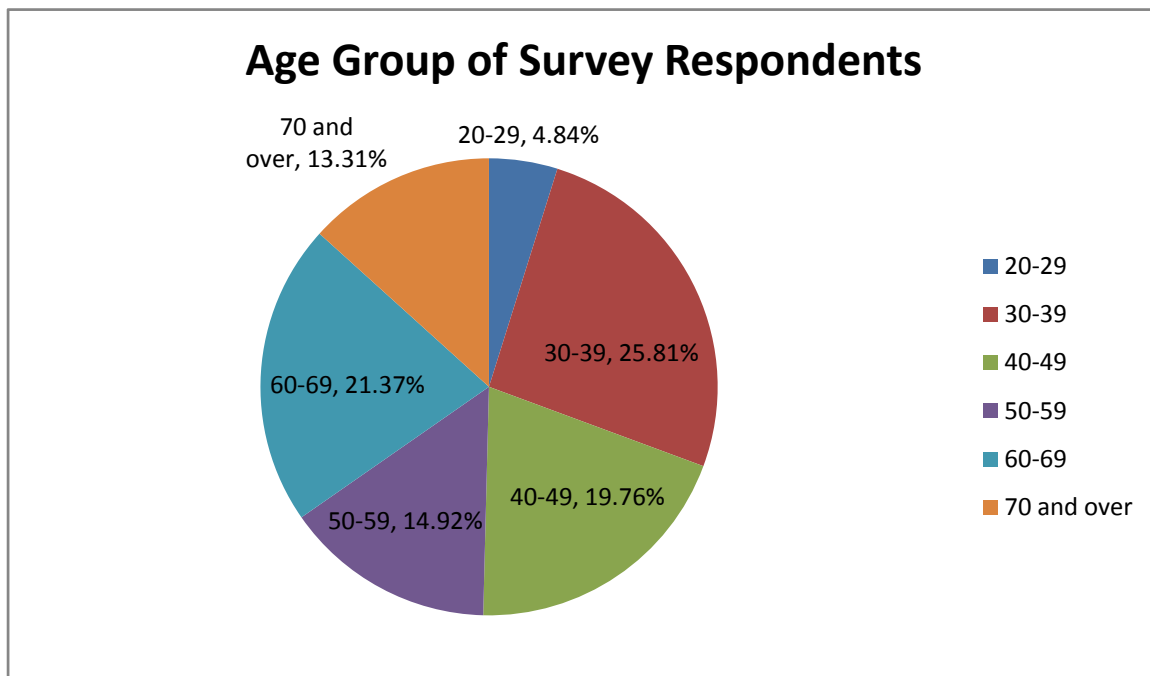
In order to gauge whether individuals represented reflect the community as a whole, percentages of age groups represented can be compared to census data. The table below compares 2015 data to the 2010 census data.

Table 58: Percentage of Represented Individuals in each Age Group Compared to U.S. Census

Age Group	2010 Census	2015 Survey Results	Representation
0-19 (Under 18 for U.S. Census)	30.4%	30.3%	Represented adequately
20-49	45.9%	37.7%	Underrepresented by 8.2%
50 and over	21.6%	32.0%	Overrepresented by 10.4%

Question 26 specifically asked the age group of the individual completing the survey.

The pie chart below indicates the percentage of survey respondents in each age group. No one in the age groups of “Under age 10” and “10-19” completed the survey.



The percentage of respondents in each age group can also be compared to the U.S. Census Data to determine if respondents reflect the community as a whole. The table below compares 2015 data to the 2010 census data. Those 50 and over were very overrepresented.

Table 59: Percentage of Survey Respondents in each Age Group Compared to U.S. Census

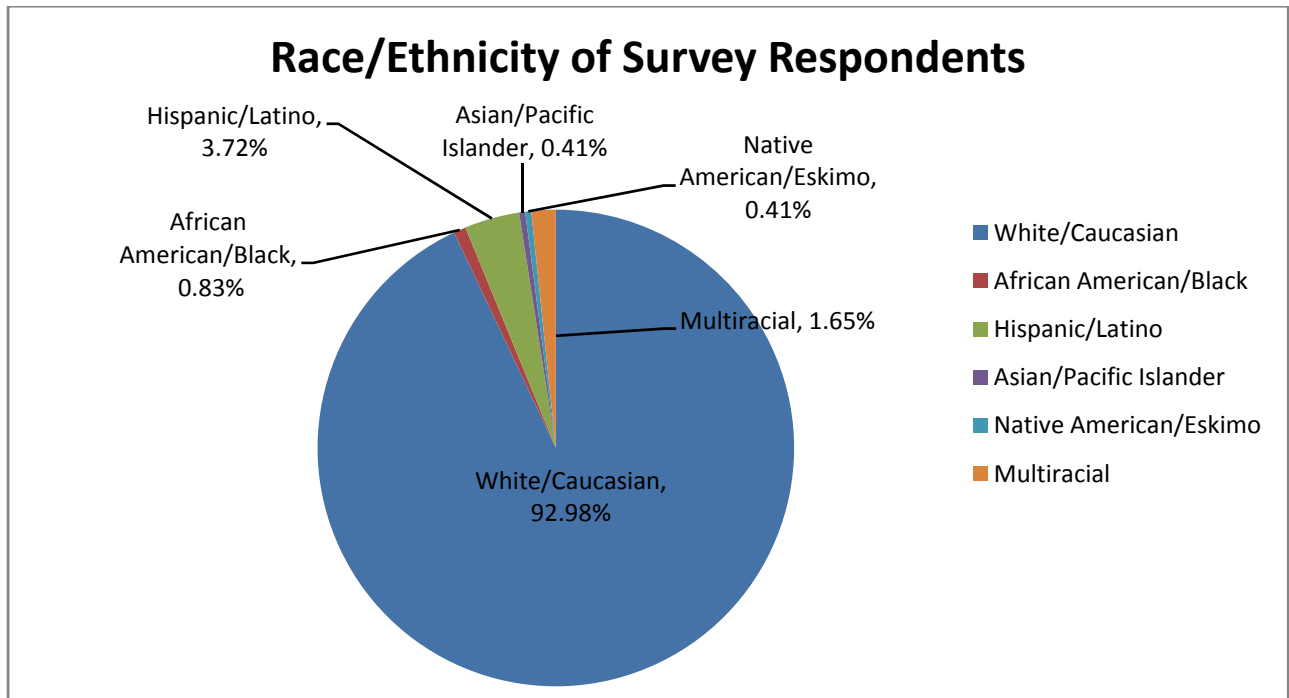
Age Group	2010 Census	2015 Survey Results	Representation
0-19 (Under 18 for U.S. Census)	30.4%	0.0%	Underrepresented by 30.4%
20-49	45.9%	50.4%	Overrepresented by 4.50%
50 and over	21.6%	49.6%	Overrepresented by 28.0%

Next, the following chart compares the response rates of each age group by year. Largest increase was respondents in the age group 30-39 and largest decrease in respondents 50-59.

Table 60: Percentage of Survey Respondents in each Age Group Compared by Year

Age Group	2012 Response Percent	2013 Response Percent	2015 Response Percent	Percent Change (2013 to 2015)
10-19	0.0%	0.0%	0.0%	0.0%
20-29	5.5%	3.2%	4.8%	1.6%
30-39	23.3%	21.4%	25.8%	4.4%
40-49	21.0%	21.0%	19.8%	-1.2%
50-59	22.9%	19.0%	14.9%	-4.1%
60-69	17.0%	23.3%	21.4%	-1.9%
70 and over	10.5%	12.2%	13.3%	1.1%

Question 27 asked surveyors to indicate their race/ethnicity. The following pie chart breaks down the percentages of each race/ethnicity.



Race/Ethnicity data was also compared to U.S. Census data in order to determine if respondents well represented the overall community. The largest underrepresented group was Hispanic/Latino.

Table 61: Race/Ethnicity of Survey Respondents Compared to U.S. Census

Race/Ethnicity	2010 Census	2015 Survey Results	Representation
White/Caucasian	90.8%	93.0%	Overrepresented by 2.2%
African American/Black	3.3%	0.8%	Underrepresented by 2.5%
Hispanic/Latino	10.6%	3.7%	Underrepresented by 6.9%
Asian/Pacific Islander	1.6%	0.4%	Underrepresented by 1.2%
Native American/Eskimo	0.2%	0.4%	Overrepresented by 0.2%
Multiracial	1.7%	1.7%	Represented adequately
Other	2.4%	N/A	N/A

Question 28 asked surveyors to identify their gender. Approximately 53.7% of respondents were male and 46.3% of respondents were female. U.S. Census Data indicates males make up 49.5% of Yorkville's total population while females constitute 50.5%. As a result, females are underrepresented by approximately 4.2%.

The final question asked residents to comment on how the survey could be improved. Staff analyzed the 58 comments resulting in the following data:

- a. 25 comments indicated they liked the survey or had no suggestions for improvements.
- b. 8 comments concluded the survey was too long or needed to be shortened.
- c. 5 comments addressed asking about how to spend tax dollars or satisfaction with taxes
- d. 3 comments requested that problems identified through survey results need to be acted on.
- e. 1 comment asked for a link to be included on the city web page.
- f. 1 comment asked if the comment boxes could be larger
- g. 1 comment indicated the survey could be improved but did not include how
- h. 1 comment suggested including more options in more of the categories (currently police and public works have more detailed service satisfaction questions)
- i. 1 comment asked that we inquire for suggestions on shortcomings
- j. 1 comment suggested using a 4 point scale instead
- k. 1 comment asked for feedback on comments
- l. 1 comment suggested sending out the survey seasonally.
- m. 1 comment asked we include more questions on elected officials
- n. 1 comment asked we include questions relevant to business owners
- o. 1 comment asked we included questions about library services.
- p. 1 comment indicated asking about race is outdated.
- q. 1 comment suggested we include an option of have not used this service instead of N/A
- r. 1 comment requested that respondents should be allowed to chose up to three options instead of the top three.
- s. 1 comment indicated dissatisfaction with asking the same questions.
- t. 1 comment requested a school district survey.
- u. 1 comment requested to see the results afterwards.