

MEMORANDUM

Date: April 1, 2015
To: Chris Heinen, United City of Yorkville
From: Justin Weidl, The Lakota Group

RE: Yorkville Comprehensive Plan Update - Online Survey Results

INTRODUCTION

The following memorandum summarizes the results of an online survey conducted between January and March of 2015. 152 people participated in the survey. The planning team anticipates re-introducing the survey at another point in time during the planning process in order to gain additional community feedback. These initial results will be used to assess existing conditions and planning issues.

SUMMARY OF DEMOGRAPHIC RESPONSES

Question 1: Please indicate your gender.

- 99 out of 150 (or 66%) of respondents were female and 51 (or 34%) were male.

Question 2: What is your age?

- 68 (or 45%) of respondents were between age 35 and 44 years old, while 119 (or 79%) of respondents were between age 25 and 44 years old.

Question 3: How many people currently live in your household, including yourself?

- 50 (or 33%) of respondents live in a household of four, while 103 (or 68%) of respondents live in a household of between three and five.
- 33 (or 22%) of respondents live in a household of two.

Question 4: Please indicate how many children under the age of 18 years live in your home.

- 47 (or 31%) of respondents have no children living in their home, while 101 (or 67%) of respondents have one to three children living in their home.

Question 5: Please indicate how long you have lived in your home.

- 64 (or 43%) of respondents have lived in their home between one and five years, while 63 (or 42%) of respondents have lived in their home between six and ten years.

Question 6: Please indicate your primary occupation.

- 26 (or 23%) of respondents work in education, while 20 (or 18%) of respondents work in management.

Question 7: What is the highest level of education you have completed?

- 50 (or 34%) of respondents have completed a 4-year college program, while 32 (or 22%) of respondents have completed some college and 28 (or 19%) of respondents have completed graduate school.

Question 8: Please indicate where you work.

- 42 (or 29%) of respondents work in Yorkville or within two miles of Yorkville, while 42 (or 29%) of respondents work greater than 25 miles from Yorkville.

Question 9: Please indicate your approximate gross (before taxes) annual family income.

- 71 (or 50%) of respondents have an annual family income of \$100,000 or more, 57 (or 40%) of respondents have an annual family income of between \$50,000 and \$99,999.

SUMMARY OF COMMUNITY QUALITY RESPONSES (WHERE 1 = VERY DISSATISFIED AND 10 = VERY SATISFIED)

Question 10: Quality of parks, recreational facilities and programs. (weighted average presented)

- Quality of local parks - 6.99 (somewhat satisfied)
- Accessibility of local parks - 7.13 (somewhat satisfied)
- Quality of recreational programs - 6.04 (somewhat satisfied)
- Quantity of recreational programs - 5.79 (neutral)

Question 11: Quality of Infrastructure and Utilities. (weighted average presented)

- Condition of Streets - 4.18 (somewhat dissatisfied)
- Condition of Sidewalks - 5.07 (neutral)
- Water quality and services - 6.20 (somewhat satisfied)
- Sewer quality and service - 6.42 (somewhat satisfied)
- Gas and electric service - 6.48 (somewhat satisfied)
- Cable and broadband service - 5.64 (somewhat satisfied)

Question 12: Fire Department service. (weighted average presented)

- Fire Department service - 8.12 (satisfied)

Question 13: Police Department service. (weighted average presented)

- *Police Department service - 8.12 (satisfied)*

Question 14: Ambulance, emergency medical service. (weighted average presented)

- *Ambulance, emergency medical service - 7.91 (satisfied)*

Question 15: Availability of general health care service. (weighted average presented)

- *Availability of general health care service - 7.66 (satisfied)*

Question 16: Quality of local schools. (weighted average presented)

- *Elementary Schools - 6.67 (somewhat satisfied)*
- *Middle and senior high school - 5.98 (somewhat satisfied)*
- *Post-secondary institutions - 5.29 (neutral)*

Question 17: Quality of library services. (weighted average presented)

- *Quality of library services - 6.70 (somewhat satisfied)*

Question 18: What other community facilities and services are needed in Yorkville? (top responses presented)

- *Indoor activities (sports, recreation center, youth programs, or children's museum)*
- *Dog Park*
- *Walking/Hiking Trails (continuous sidewalk or bike trail network)*
- *Restaurants*
- *Grocery stores*

Question 19: Please provide additional comments: (top responses presented)

- *Finish and fix deteriorated roads*

SUMMARY OF HOUSING RESPONSES

Question 20: Please indicate if you rent or own your residence.

- *144 (or 93%) of respondents own their residence, while 8 (or 7%) rent their residence.*

Question 21: If you rent, what is your approximate monthly payment?

- *19 (or 83%) of respondents pay \$850 or more a month on rent.*

Question 22: Please indicate the type of housing that is most needed in Yorkville.

- *49 (or 54%) of respondents believe that Higher income housing is most needed in Yorkville, and 41 (or 46%) believe that Affordable housing is most needed in Yorkville.*
- *Some respondents commented that rents are high because of a lack of rental supply.*

SUMMARY OF BUSINESS RESPONSES

Question 23: Please indicate the type of job opportunities and businesses that are most needed in Yorkville.

- *97 (or 83%) of respondents believe that Restaurants/Entertainment businesses are most needed in Yorkville, while 74 (or 63%) believe that General Retail is most needed, and 68 (or 58%) believe that Downtown Retail is most needed.*

Question 24: Please indicate what would be Yorkville's ideal population in the next 20 years.

- *55 (or 46%) of respondents would like to see Yorkville's population increase.*

Question 25: A series of questions regarding tourism-related activities/initiatives are listed below. Please rate each activity according to what priority they should be pursued in developing a tourism industry in Yorkville.

- *Fox River Recreation (canoeing, kayaking, etc.) - 4.11 weighted average*
- *Walking/Cycling trails - 4.01 weighted average*
- *Destination Shopping - 3.82 weighted average*
- *Sporting Events - 3.35 weighted average*
- *Cultural Activities / Performing Arts - 3.19 weighted average*
- *Wildlife/Bird Observation - 2.86 weighted average*
- *Heritage Tourism - 2.51 weighted average*
- *Horseback Riding / Equestrian Activities - 2.50 weighted average*

Question 26: Aside from the activities/ industries listed above, can you think of any other opportunities for tourism in or around Yorkville? (top responses presented)

- *Local Events and Festivals*
- *Restaurants (water park area)*
- *Camping*

Question 27: Do you have any other general comments, thoughts or ideas related to tourism in Yorkville? (top responses presented)

- *Develop Downtown*
- *Bed and Breakfasts (near downtown and Fox River)*

SUMMARY OF OVERALL COMMUNITY RESPONSES

Question 28: Please list two reasons you like living in Yorkville. (top responses presented)

- *Rural living with suburban features*
- *Small town feel*
- *Friendly people*
- *Affordable*
- *Good schools*

Question 29: Please indicate whether you feel there is a strong sense of pride in Yorkville.

- *57 (or 53%) of respondents feel there is a strong sense of pride in Yorkville, while 27 (or 25%) feel there is not and 24 (or 22%) have no opinion.*

Question 30: What are the top three (3) issues in Yorkville today? (top responses presented)

- *Lack of vibrant Downtown*
- *Unfinished or deteriorated roads*
- *High taxes*
- *Lack of pedestrian and bicycle network*
- *Lack of restaurants*
- *Finish incomplete subdivisions*