

# Village of Lombard



## 2013 Community Survey

### Village of Lombard 2013 Community Survey



### **Methodology**

- Demographics
- Satisfaction
- Preferences
- Customer Service

## Village of Lombard 2013 Community Survey



- 20 question survey
- Response Rate
  - 2013: 363 respondents (22% response rate)
  - 2011: 448 respondents (28% response rate)
  - 2009: 500+ respondents (34% response rate)
- Random Mailing
  - All three years: 1,600 households mailed at random
- Completed in March/April 2013
- Purpose: To gauge resident perceptions about government programs and customer service.

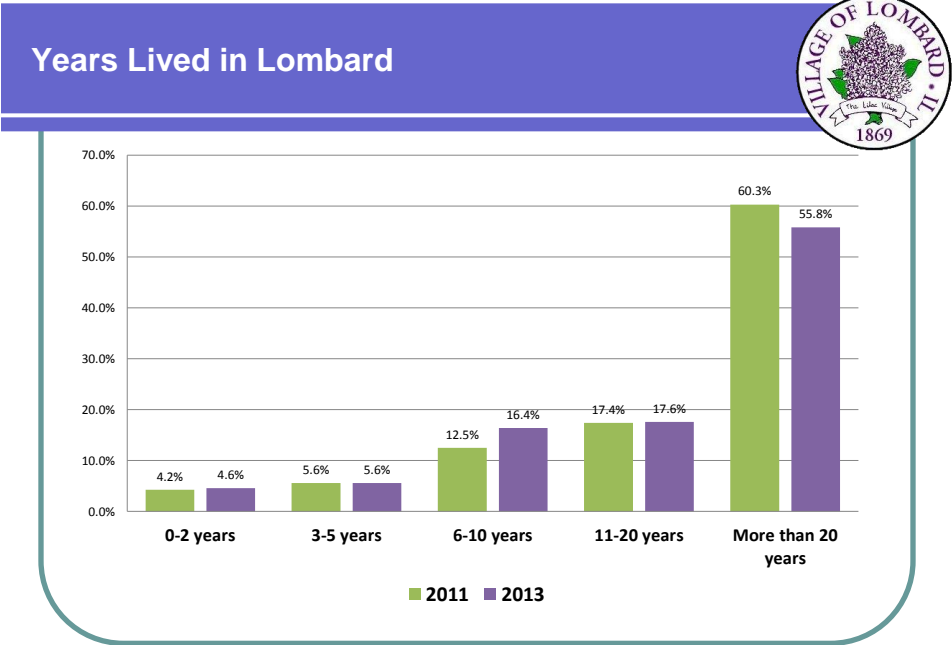
3

## Village of Lombard 2013 Community Survey

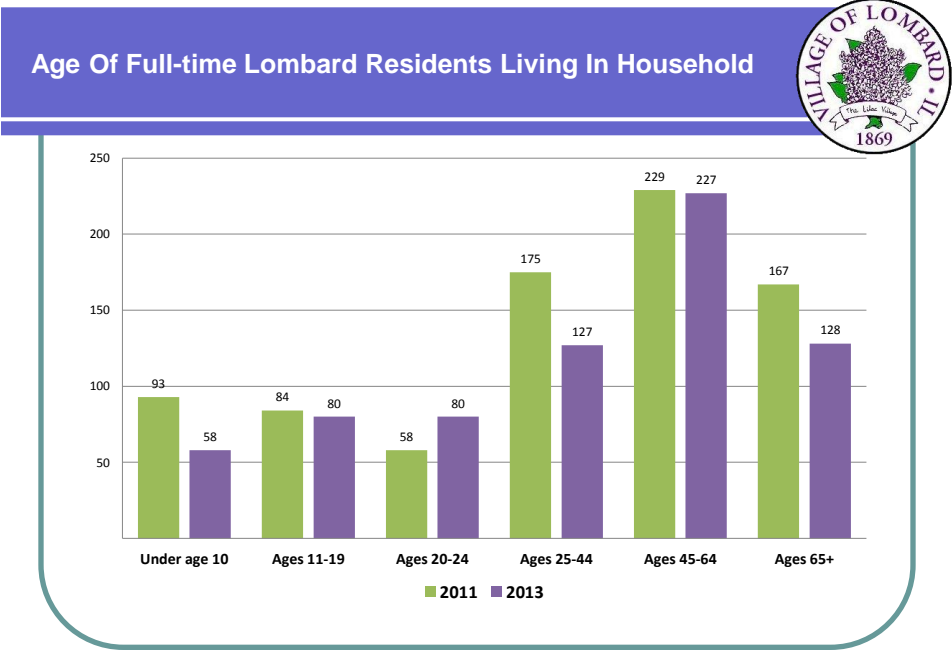


Methodology  
**Demographics**  
 Satisfaction  
 Preferences  
 Customer Service

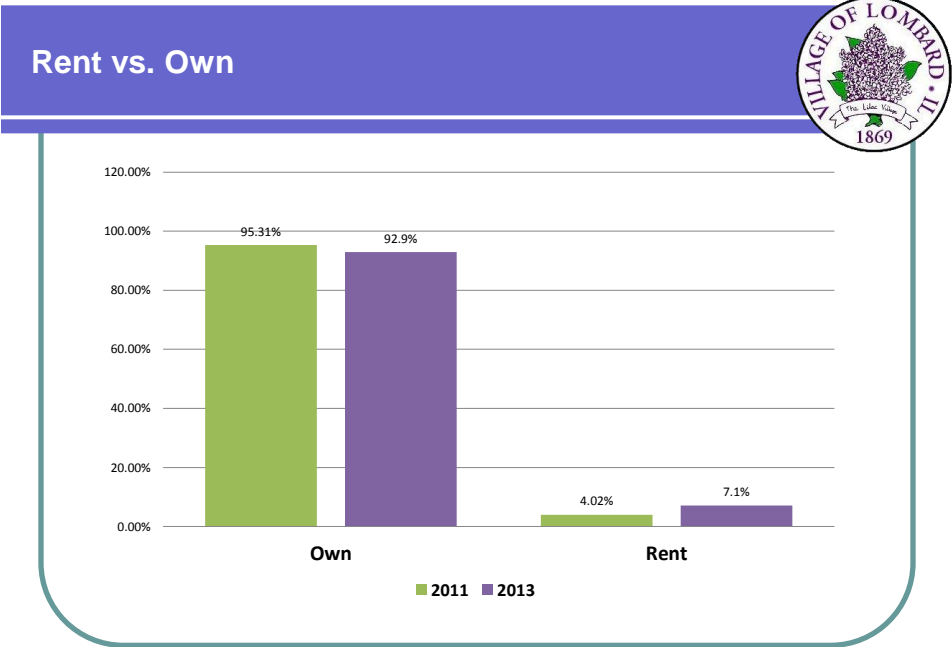
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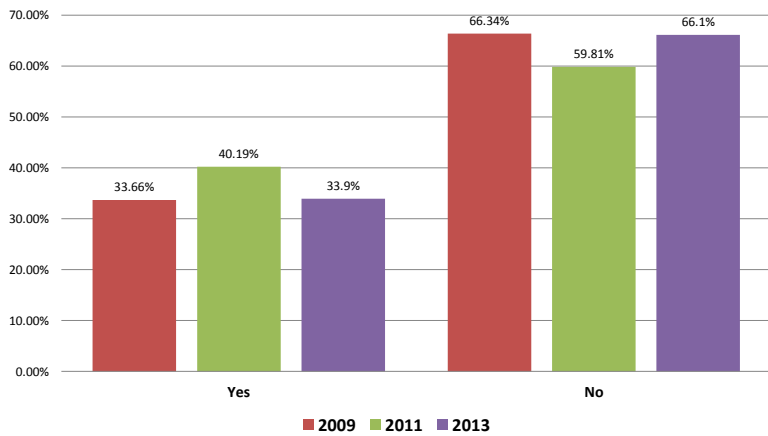
## Most Popular Words Used To Describe Lombard



	2009	2011	2013
1	Lilac	Lilac	Lilacs
2	Friendly	Friendly	Friendly
3	Clean	Clean	Quiet
4	Safe	Safe	Safe
5	Quiet	Quiet	Clean

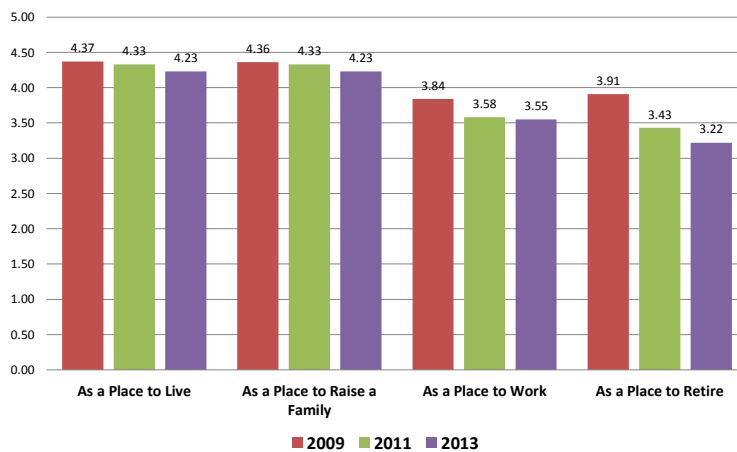
9

## Were you aware that the Village's property tax as a percentage of each property owners' total tax bill is approximately 8% of the total tax bill, meaning that approximately \$0.08 of every dollar paid in property taxes will go to the Village next year?

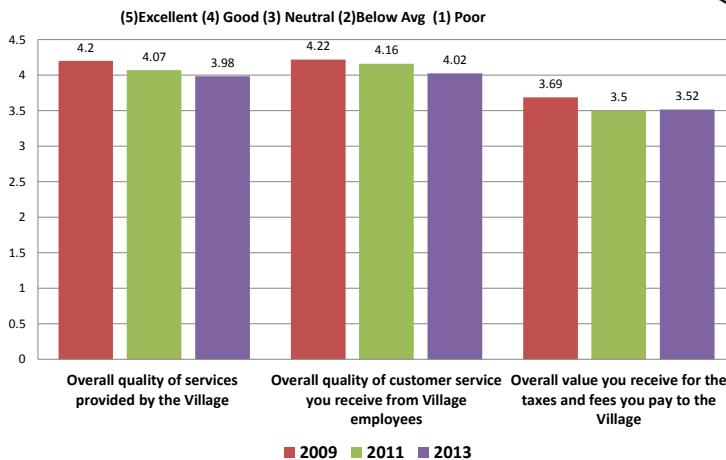


10

Methodology  
Demographics  
**Satisfaction**  
Preferences  
Customer Service

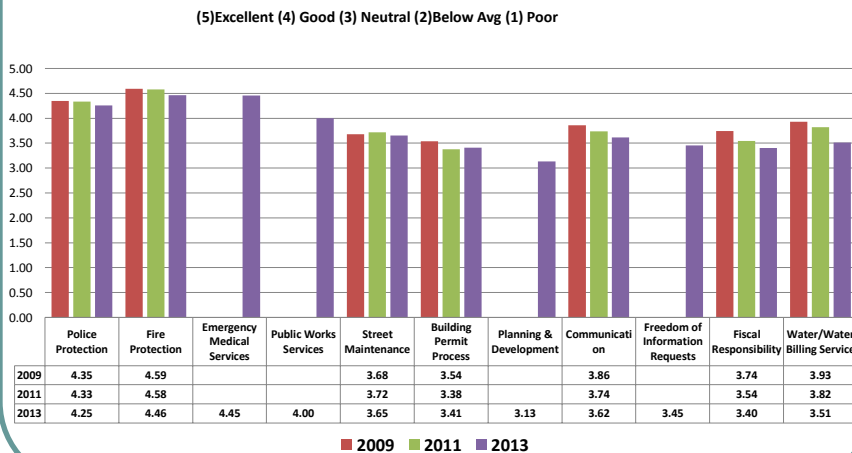


## Rate Your Satisfaction With The Following



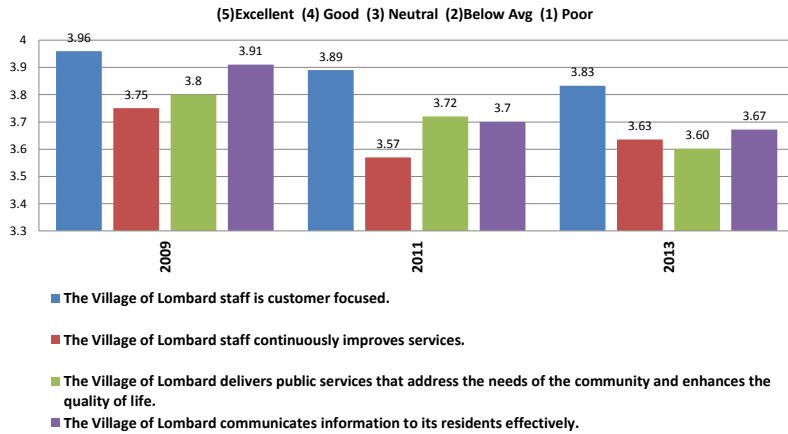
13

## Rate the quality of the following services:



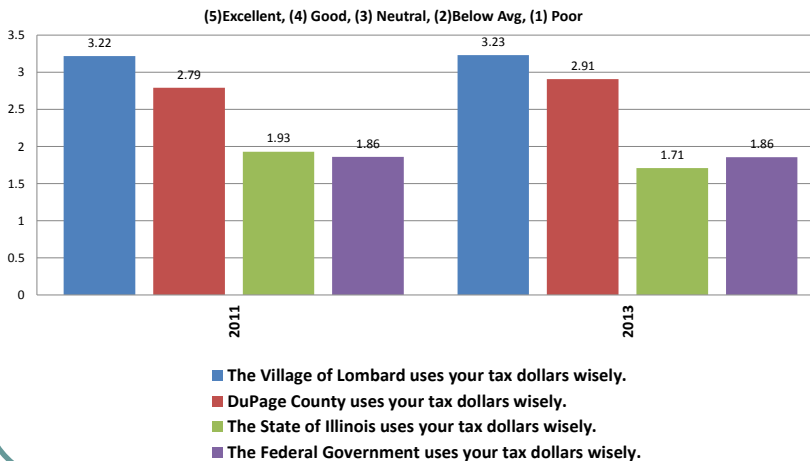
14

## How Do You Feel About The Following Statements:



15

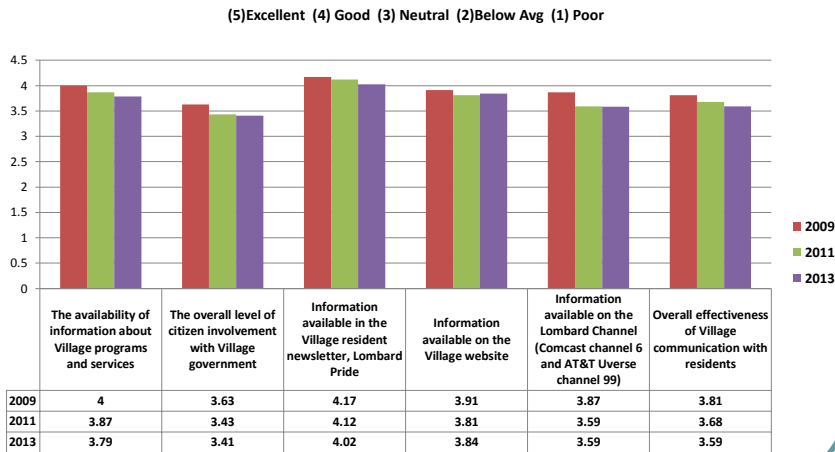
## How Do You Feel About The Following Statements:



16



Rate your satisfaction with the following:



17

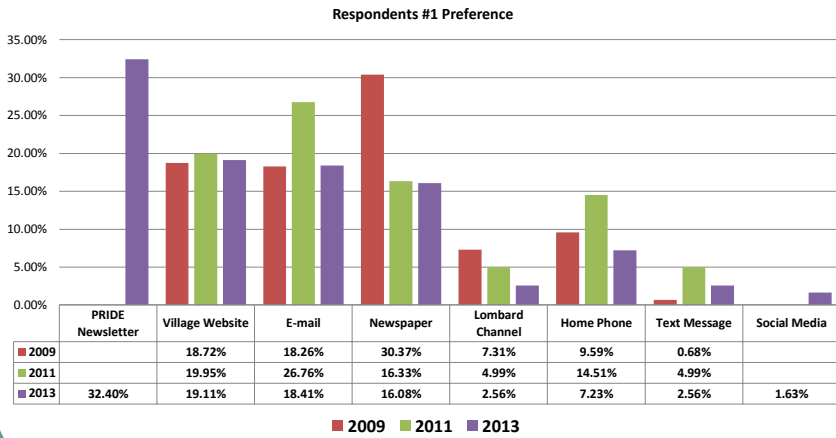
Village of Lombard  
2013 Community Survey



Methodology  
Demographics  
Satisfaction  
**Preferences**  
Customer Service

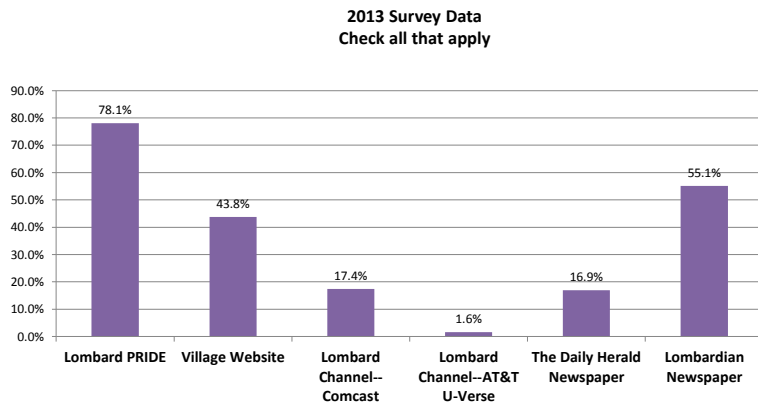
18

## Prioritize how you would prefer to get information from the Village:



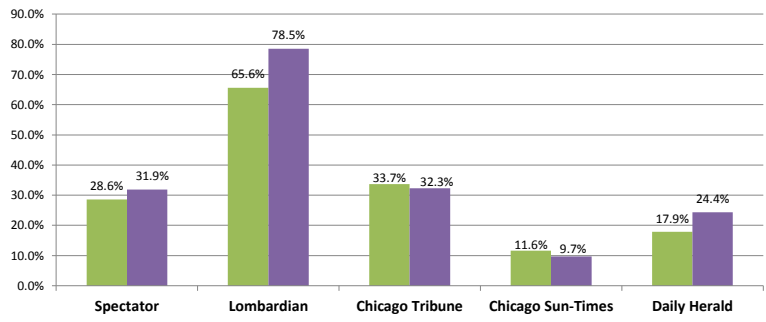
19

## Where Do You Currently Obtain Information About Village Issues, Programs, Services and/or Events:



20

## Which Newspaper Do You Refer To For Village Information:

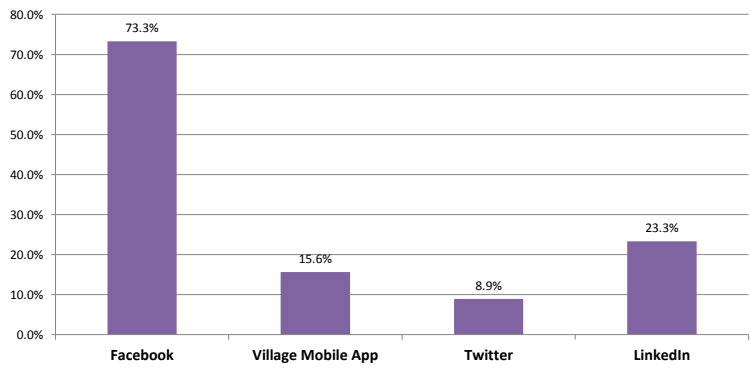


\*Chart totals over 100% as respondents were able to list more than one response

## Which Social Media Outlets Do You Refer To For Village Information:



2013 Survey



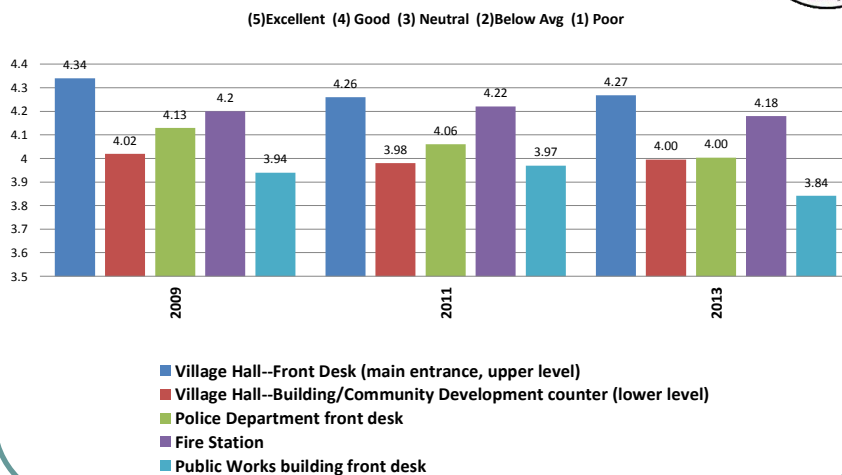
Village of Lombard  
2013 Community Survey



Methodology  
Demographics  
Satisfaction  
Preferences  
**Customer Service**

23

Rate customer service at the following locations:

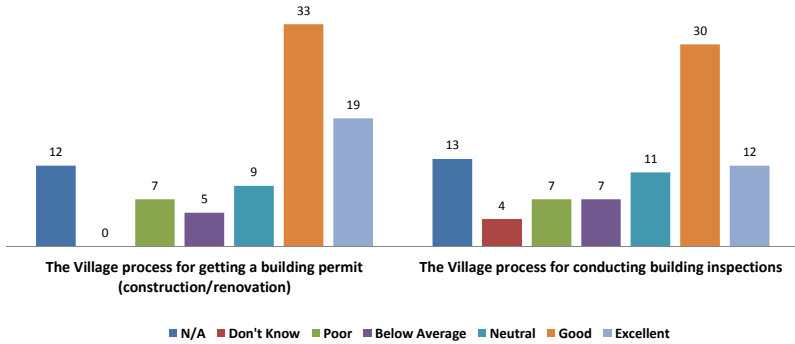


24

## Rate Your Satisfaction -- If You Have Received A Building Permit In The Last Two Years:

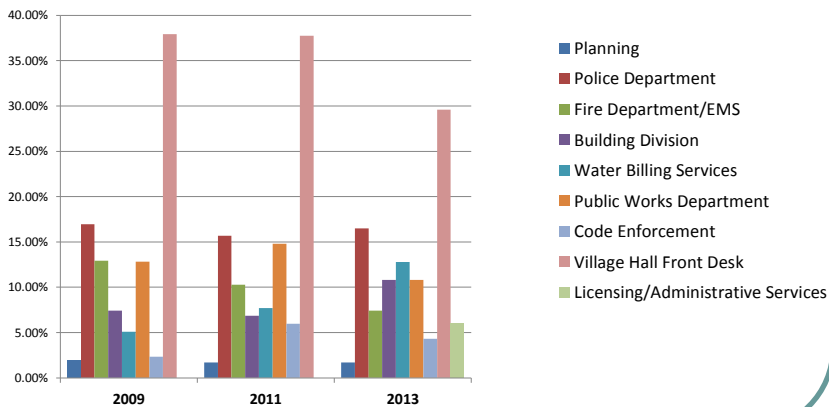


2013 Survey Data



25

## What Department Was Your Last Experience With



26

Indicate your level of agreement with the following statements based on your last customer experience:



(5)Excellent (4) Good (3) Neutral (2)Below Avg (1) Poor



27

Comparison of the same seven statements by department:



	Planning	Community Development		Building Division			Code Enforcement		
	2013	2011	2009	2013	2011	2009	2013	2011	2009
It was easy to find the person who could address my request	3.00	3.17	4.00	5.00	4.30	3.97	4.50	3.71	4.09
The Village employee(s) who assisted me was courteous and professional	2.00	3.33	4.13	5.00	4.25	4.00	5.00	4.19	4.18
I was able to get my question or concern resolved	2.00	3.00	3.63	5.00	4.17	3.91	2.50	3.57	3.60
The staff person was knowledgeable	1.00	3.17	4.00	5.00	4.29	4.03	3.50	4.10	4.18
The response time to address my request was reasonable	4.00	3.00	3.88	5.00	4.17	4.06	3.50	4.05	3.82
The Village employee(s) went the extra mile to get my issue heard and resolved	1.00	2.83	3.13	5.00	4.00	3.73	2.50	3.29	3.50
I was satisfied with my experience	1.00	2.83	3.50	5.00	4.09	4.06	2.00	3.38	3.64

(5)Excellent (4) Good (3) Neutral (2)Below Avg (1) Poor

28

**Comparison of the same seven statements by department:**



	Public Works			Water Billing			Village Hall Front Desk		
	2013	2011	2009	2013	2011	2009	2013	2011	2009
It was easy to find the person who could address my request	3.17	4.04	4.06	4.67	4.08	3.77	4.00	4.34	4.43
The Village employee(s) who assisted me was courteous and professional	3.50	4.14	4.34	4.67	4.32	3.91	4.10	4.46	4.51
I was able to get my question or concern resolved	3.50	3.74	4.04	4.67	4.04	3.86	4.10	4.38	4.41
The staff person was knowledgeable	3.67	4.04	4.23	4.67	4.08	4.04	4.20	4.47	4.40
The response time to address my request was reasonable	3.40	3.77	4.07	4.67	4.00	4.10	4.20	4.42	4.43
The Village employee(s) went the extra mile to get my issue heard and resolved	3.50	3.56	3.90	4.33	3.73	3.35	3.56	4.02	4.04
I was satisfied with my experience	3.50	3.60	4.04	4.67	4.00	3.52	4.11	4.35	4.38

(5)Excellent (4) Good (3) Neutral (2)Below Avg (1) Poor

**Comparison of the same seven statements by department:**



	Police Department			Fire Department/EMS		
	2013	2011	2009	2013	2011	2009
It was easy to find the person who could address my request	4.00	4.20	4.08	N/A	4.13	4.32
The Village employee(s) who assisted me was courteous and professional	3.33	4.23	4.08	N/A	4.44	4.51
I was able to get my question or concern resolved	2.00	4.14	4.01	N/A	4.38	4.43
The staff person was knowledgeable	3.00	4.25	4.14	N/A	4.38	4.53
The response time to address my request was reasonable	3.00	4.04	4.13	N/A	4.34	4.48
The Village employee(s) went the extra mile to get my issue heard and resolved	2.33	4.00	3.76	N/A	3.93	4.21
I was satisfied with my experience	2.67	4.00	3.90	N/A	4.22	4.47

(5)Excellent (4) Good (3) Neutral (2)Below Avg (1) Poor

## Written Comments



- Opportunity for written comments.
- Top Issue: Lack of Village response to issues published in the *Speak Out* section of the Lombardian Newspaper
- Village Board Policy 5.F
  - Prohibits response to items from anonymous sources

31

## Comments Continued



- Beyond the Board Policy, there are additional concerns regarding response to commentary in *Speak Out*:
  - Published comments may include factual inaccuracies
  - Opportunity to respond is limited to selected postings at discretion of editor
  - Official responses may be edited
  - Not provided an opportunity to respond to all Village issues

32



## Comments Continued



- Limited ability to respond may mean:
  - Inability to correct published inaccuracies
  - Inability to respond to comments that warrant further discussion or response
  - Lack of response may be misconstrued as assent
- Other Concerns:
  - *Speak Out* is not the best forum to address individual or organizational concerns
  - *Speak Out* format is not conducive to supporting dialogue, sharing information, exploring problems or resolving specific issues

33

## Comments Continued



- Individuals may use cloak of anonymity to make untrue statements, misrepresentations or personal attacks for self-interested reasons.
- Village has received recognition for its commitment to public transparency in adopting the strongest transparency policy in the State.
- Village remains committed to transparent operations and a culture of responsiveness to resident inquiries, issues and concerns via phone, e-mail, online service request, U.S. mail or in person

34