



# NEWS • RELEASE

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**FOR IMMEDIATE RELEASE**

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## **Village of Lombard Partners with Polco for Community Survey**

**Lombard, IL** – The Village of Lombard is conducting a resident survey to gather feedback on Village services and overall quality of life. The survey, administered by Polco, an independent research firm, follows a scientifically valid process to ensure results accurately reflect the views of the entire community. The data collected will help Village officials assess current services, identify areas for improvement and guide future decision-making.

To achieve a fair and representative sample, Polco has randomly selected 3,000 households to participate. Polco's use of research-based methodology ensures that reliable insights into community are identified in a manner which eliminates the risk of self-selection bias. Residents who receive a survey invitation in the mail are strongly encouraged to complete it, as their feedback will directly influence Village planning efforts. Postcards will be sent on February 5, followed by paper surveys on February 12, with responses requested by March 19.

"This survey is an important tool in helping us understand what matters most to residents," commented Village Manager Scott Niehaus. "Because it's based on a random sample, every response truly counts. If you receive a survey, we strongly encourage you to take the time to complete it. Your input will help shape future priorities for our community."

The National Community Survey, developed by Polco, gathers resident perspectives on a wide range of topics, including public safety, transportation, parks, utilities, and more. The results will also allow the Village to compare its performance to its 2016 community survey as well as communities across the country.

As an independent third party, Polco ensures all responses remain confidential and that the data is analyzed objectively. Once the survey is complete, results will be compiled into a report and shared with the community.

For more information, visit [www.villageoflombard.org/NCS](http://www.villageoflombard.org/NCS) or contact the Village at (630) 620-5700.

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