

National Citizen Survey



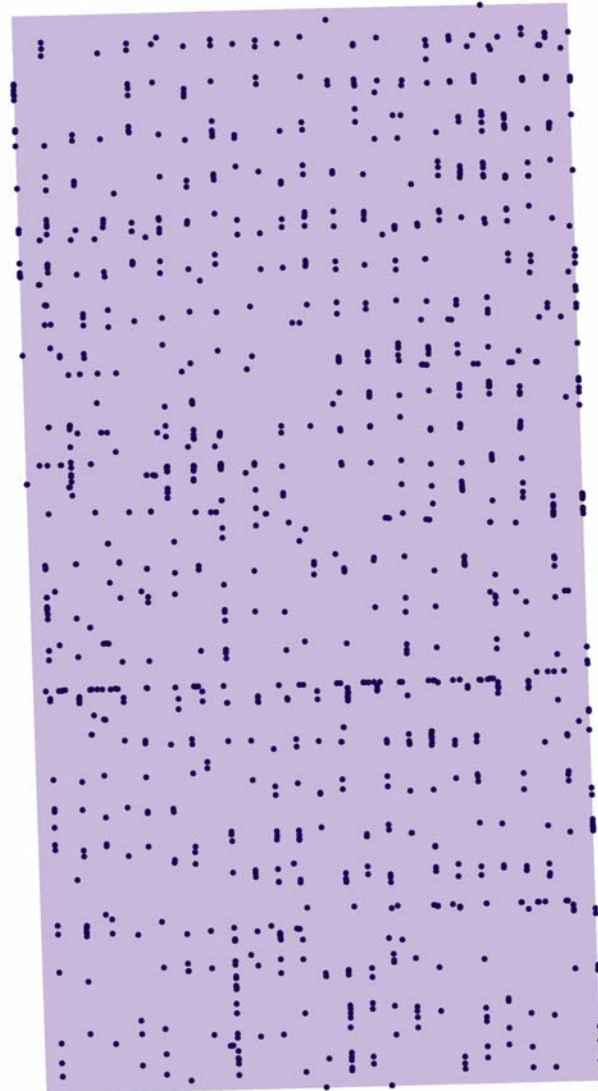
*Village of Oak Park
2011 Survey Results*

Survey Background

- ❑ Conducted by the National Research Center of Boulder, Colorado, in association with the International City/County Management Assoc.
- ❑ Multi-contact mailed survey
- ❑ 1,200 surveys were distributed in late August and early September
- ❑ 39% response rate, which is toward the high end of an expected 25% – 40% rate of return
- ❑ Prior surveys were completed in 2000, 2004, and 2008

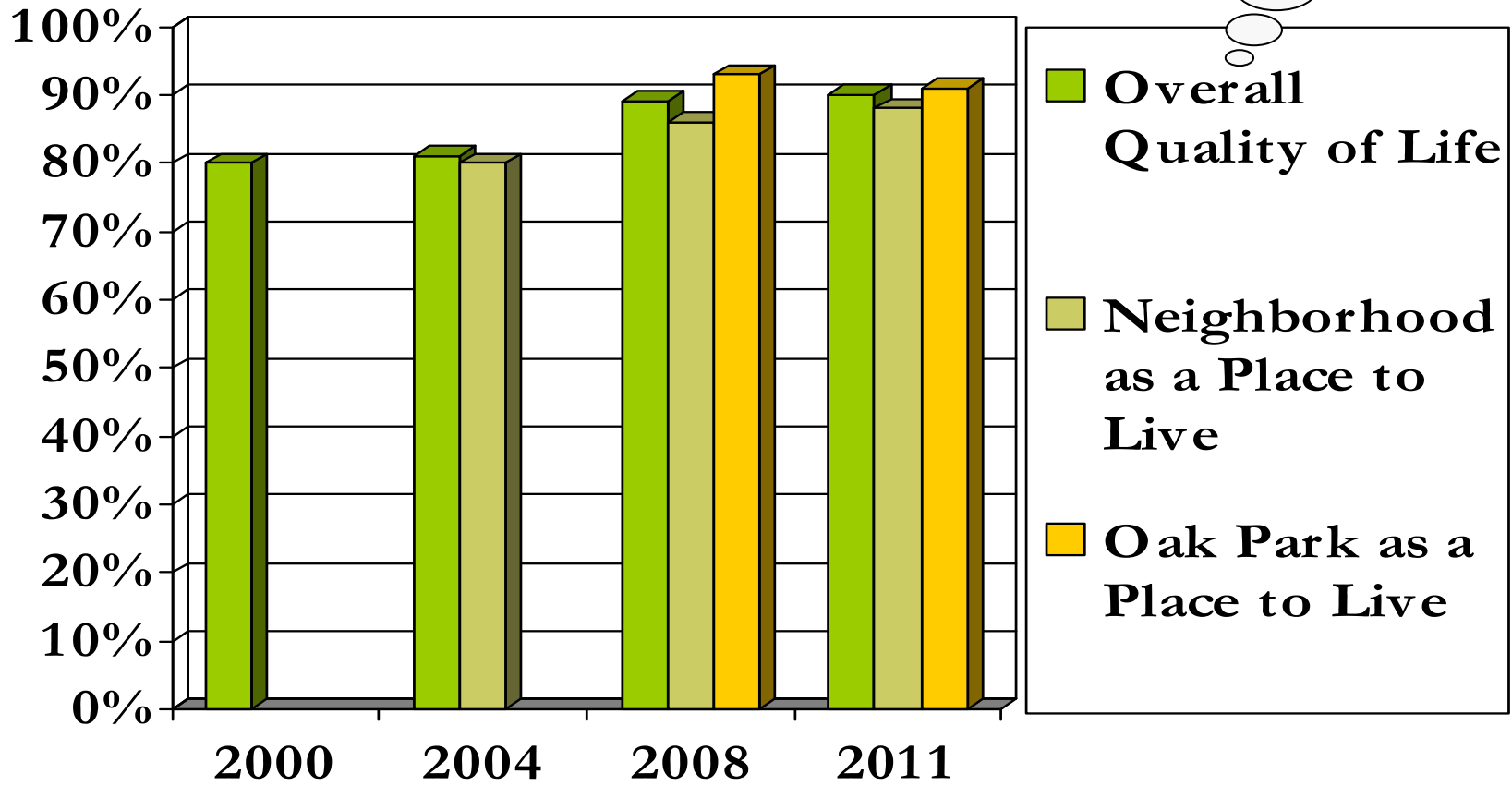
Survey Distribution

- **Survey recipient**

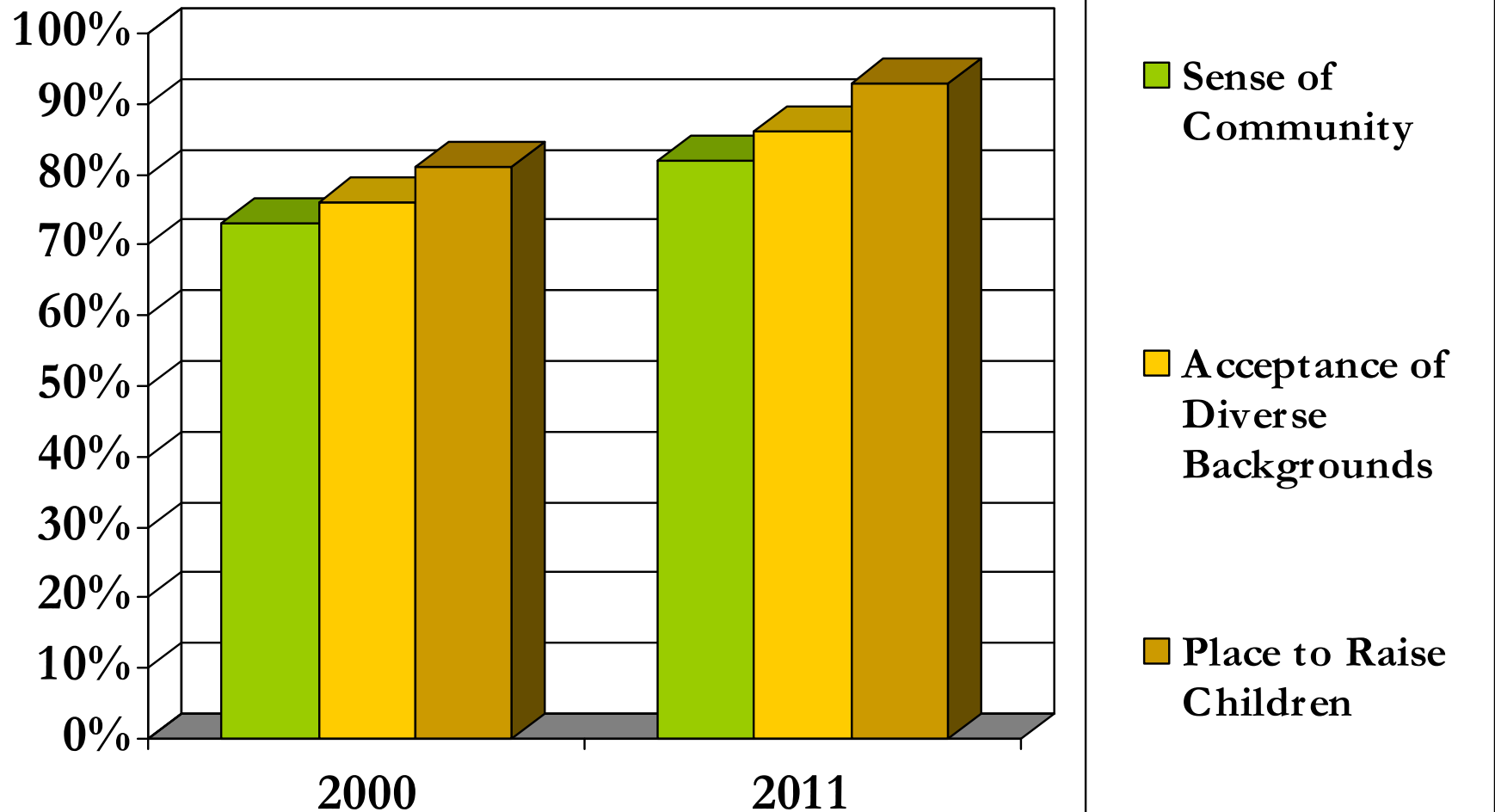


Community Quality

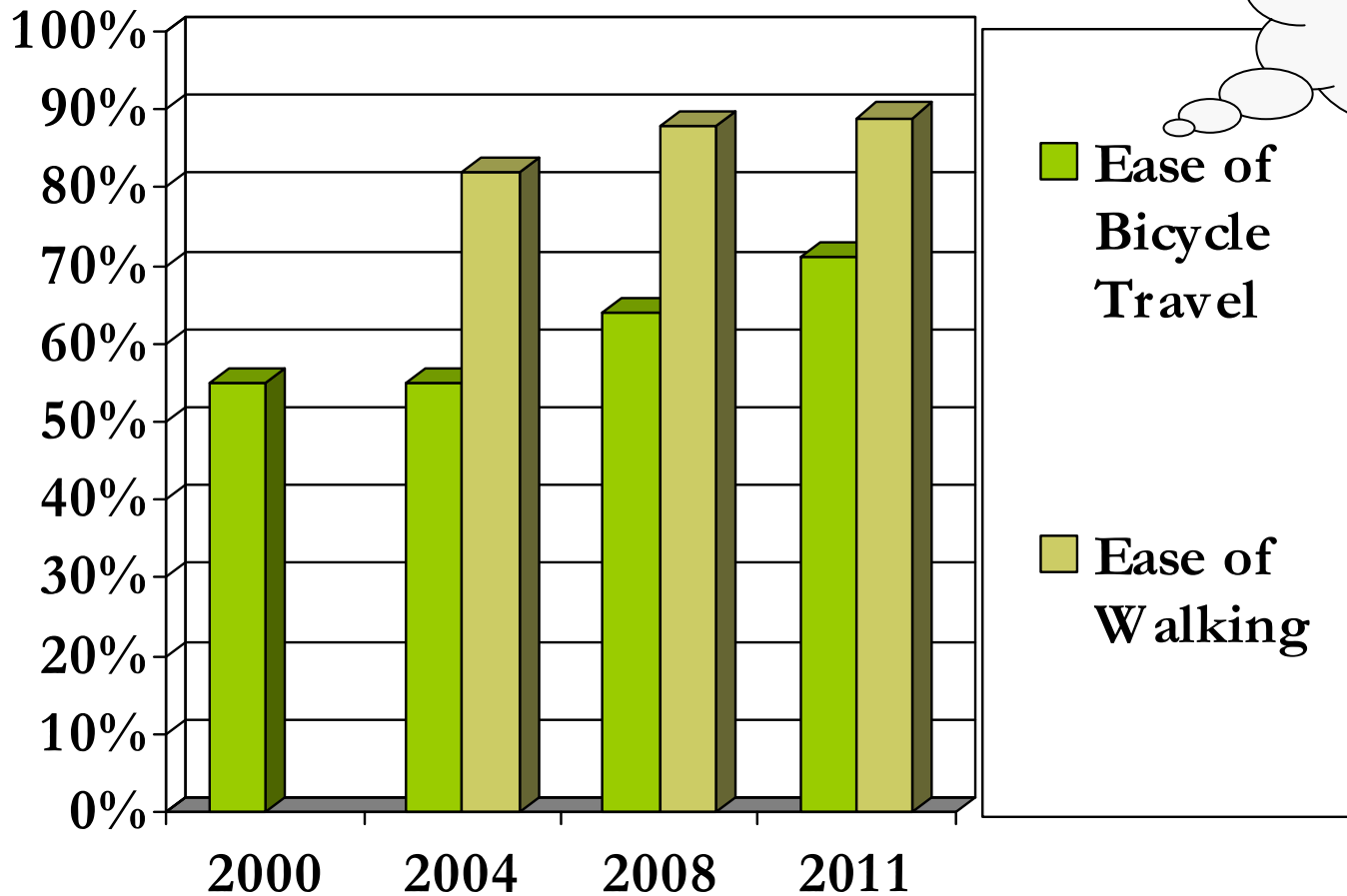
10% gain in overall quality of life over 2000



Community Inclusiveness: 10% Gains, 2000 to 2011



Community Design: Transportation

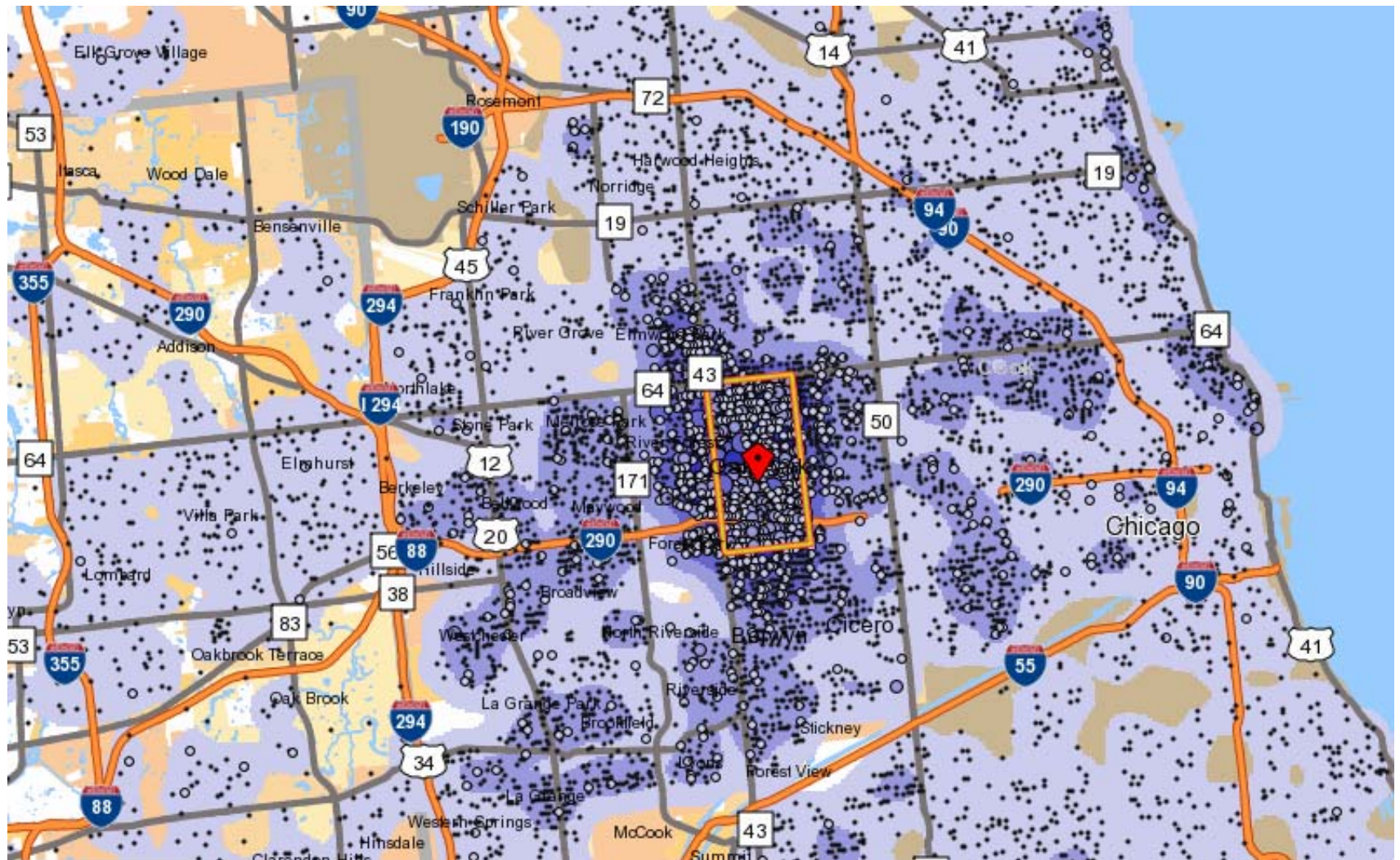


16% gain in ease of bicycle travel over 2000

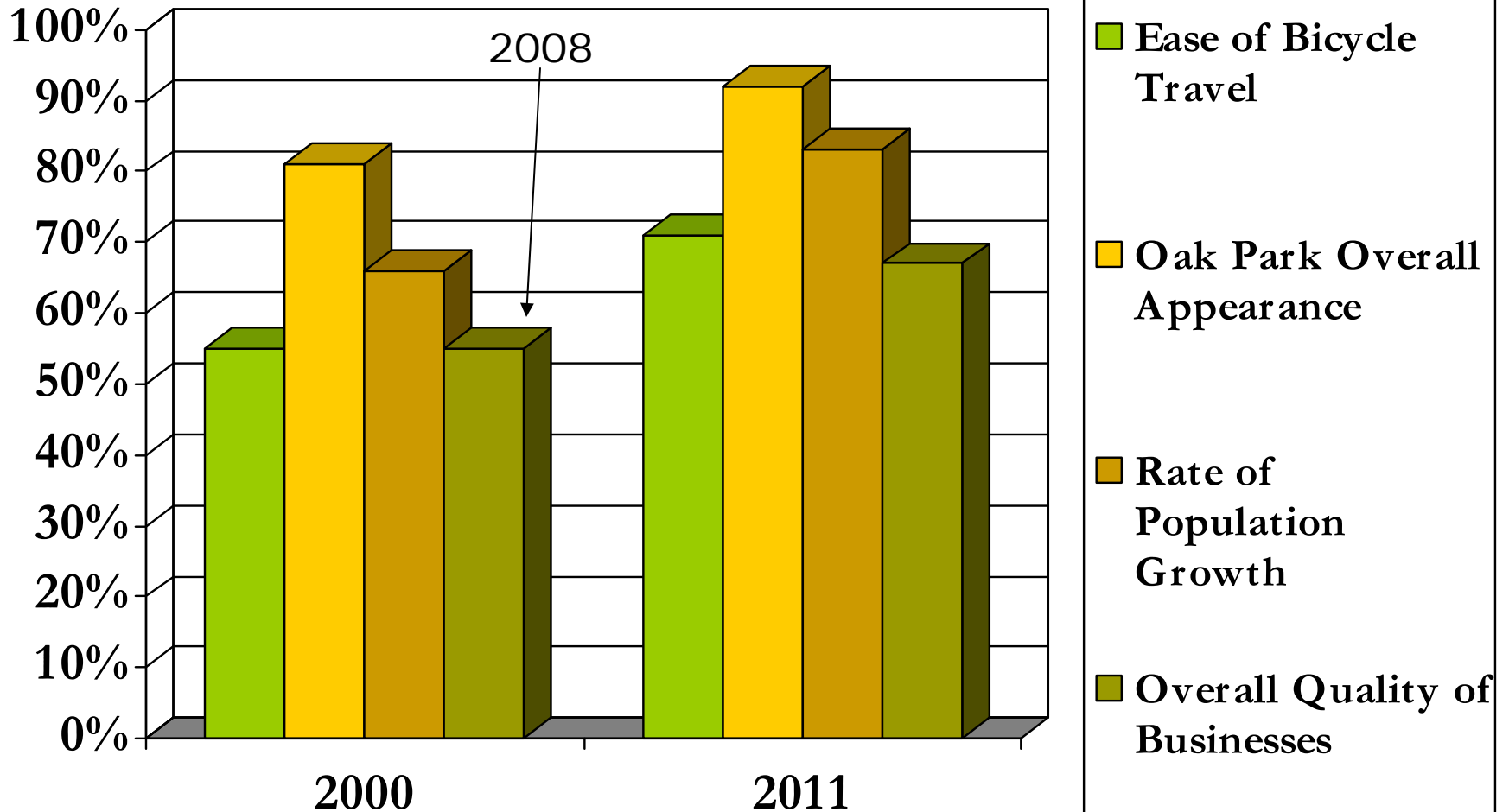
■ Ease of Bicycle Travel

■ Ease of Walking

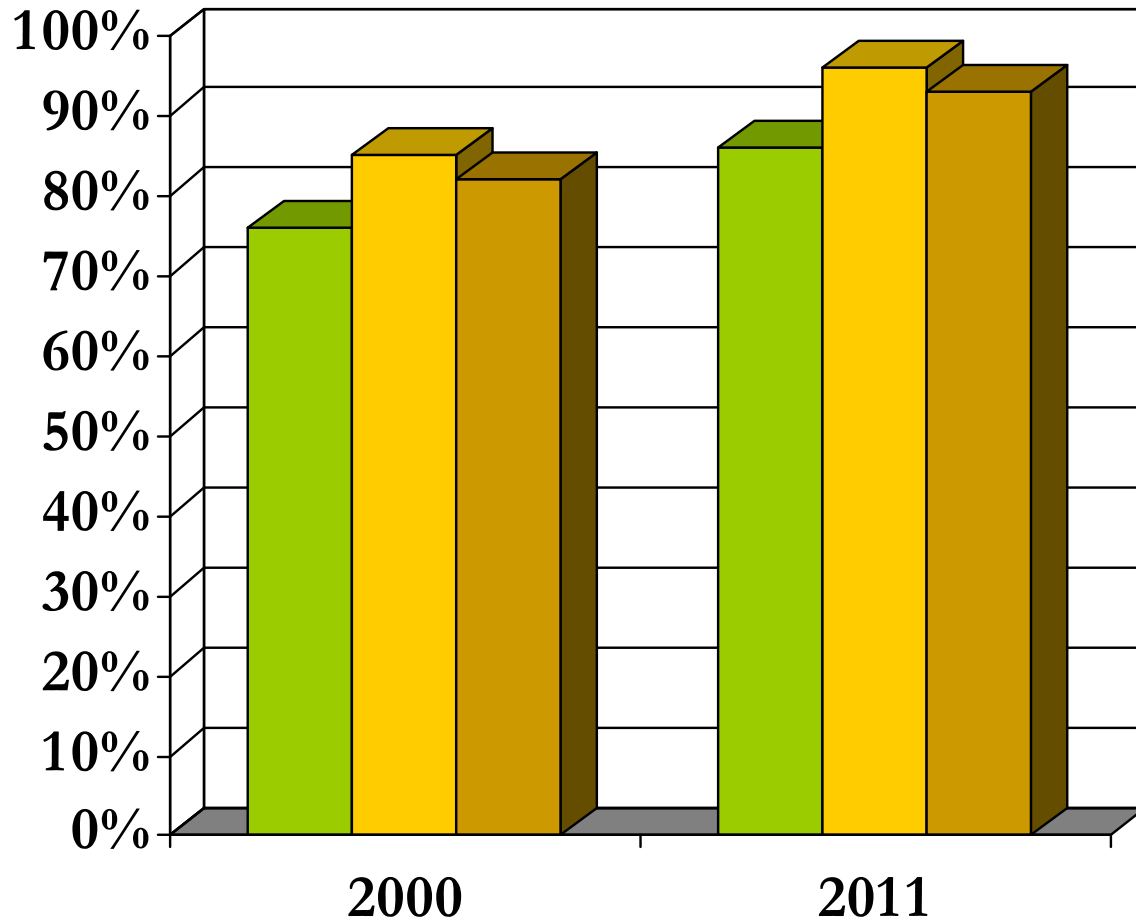
Community Design: Transportation



Community Design: 10% Gains, 2000 to 2011



Public Safety: 10% Gains, 2000 to 2011



■ Police Services

■ Fire Services

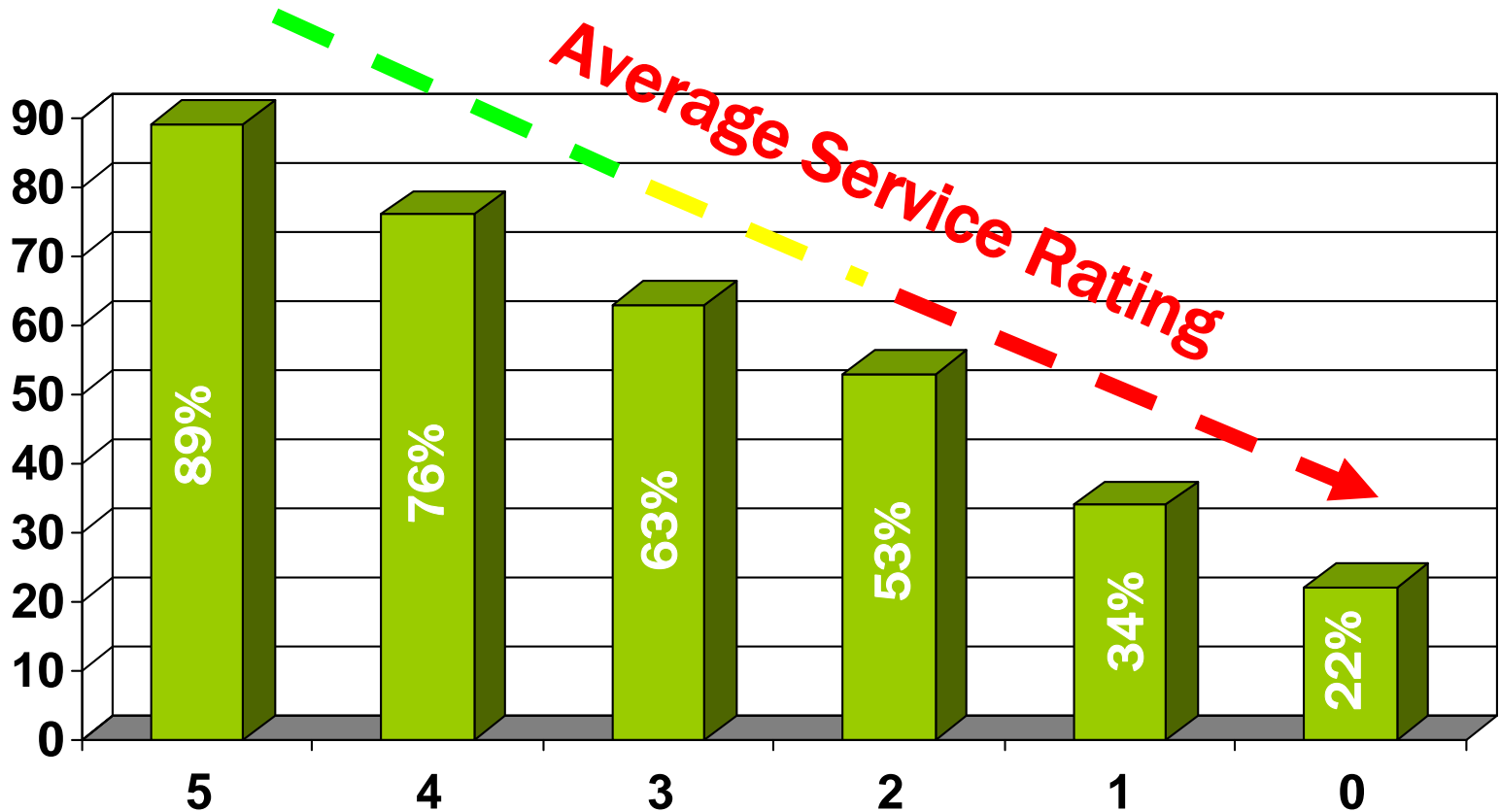
■ Ambulance/Emergency
Med

Village Employee Ratings: Customer Satisfaction Key Drivers

- Knowledge or Competence**
- Fairness**
- Courtesy as “Extra Mile, Extra Smile”**
- Responsiveness or Timeliness**
- Outcome – Did you get what you needed?**

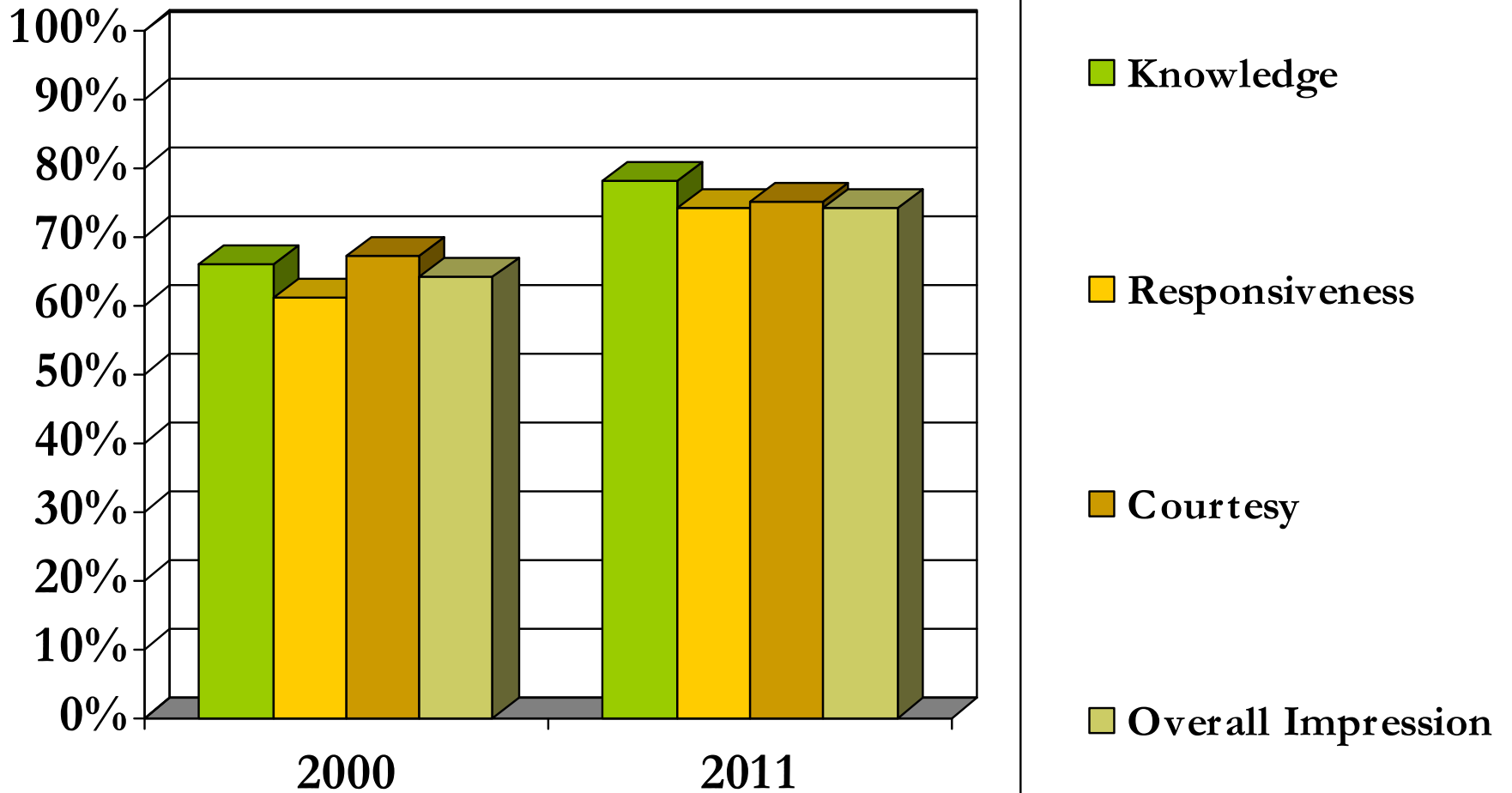
Research: Key Driver Rating Impact

Average Service Quality Rating

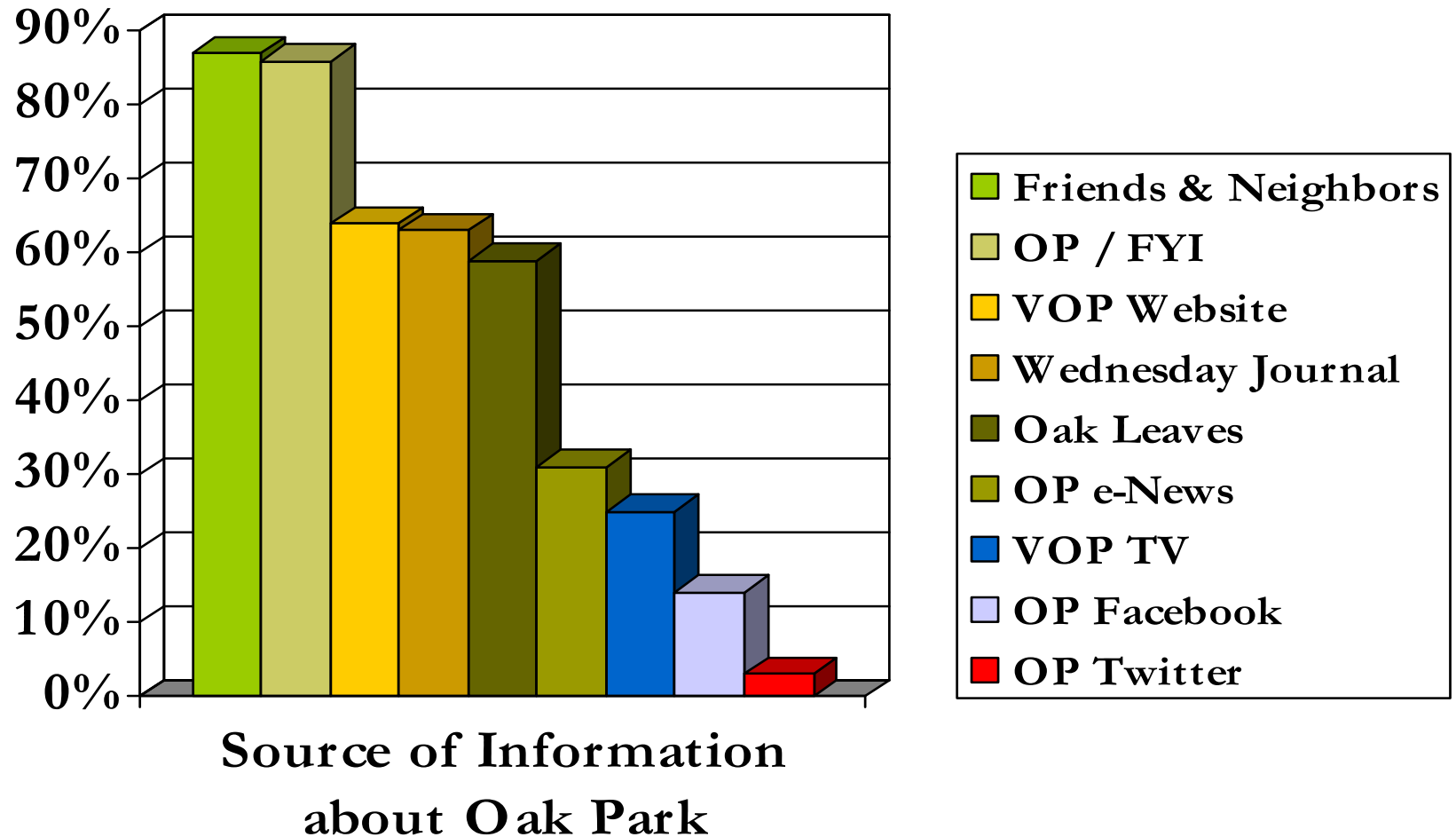


Number of Drivers Scoring "Good"

Village Employee Ratings



Technology: Information Sources

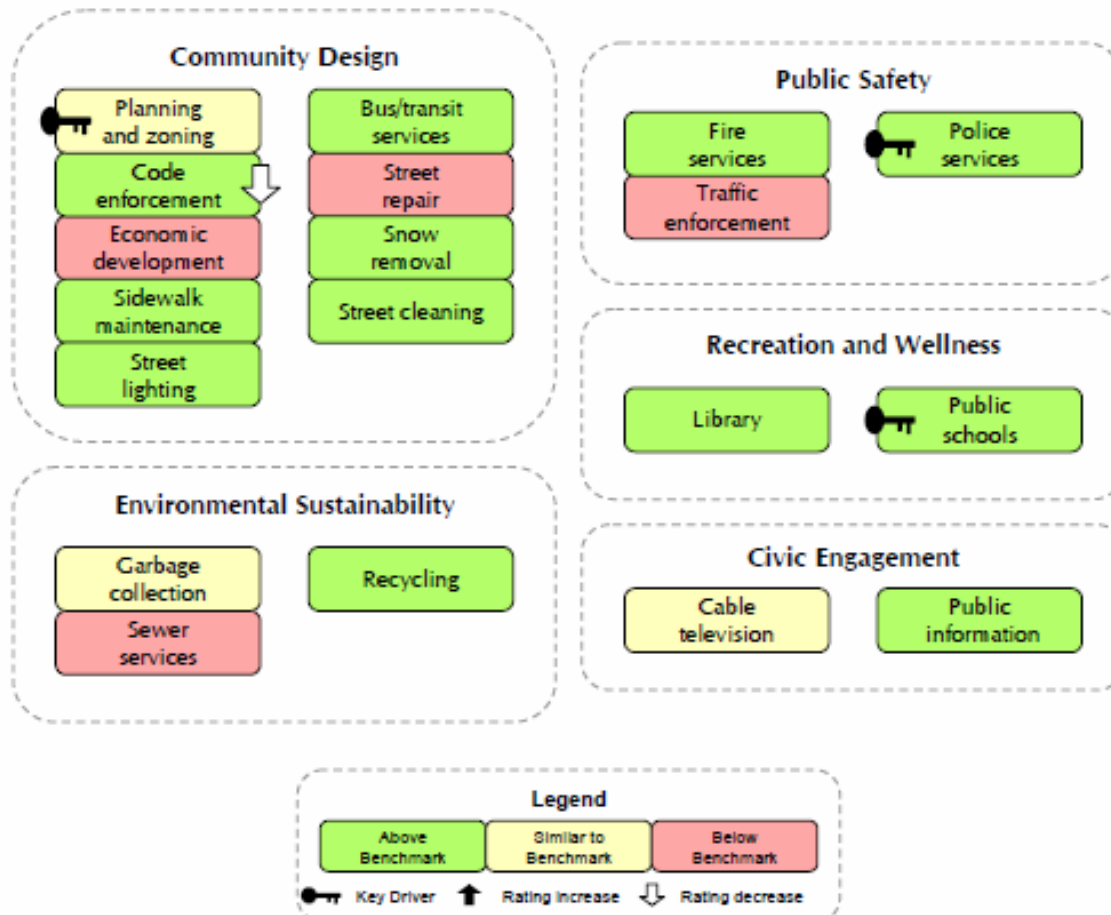


Technology: Observations

- 96% of respondents have a cell phone
- 65% of respondents have a land line at home
- Of those with both, 49% consider the land line their primary phone, with 25% indicating both
- 89% of respondents indicate that they have Internet access at home

Action Chart

Overall Quality of City of Oak Park Services



Suggested 2012 Focus Areas

- ❑ Economic Development (-): Retail and job Growth
- ❑ Streets (+) and Sewers (-): Resurfacing and flood mitigation
- ❑ Traffic Enforcement (-): Safer for bikes and pedestrians
- ❑ Continued emphasis on quality of service experiences (++), with particular attention to employee courtesy
- ❑ Continued emphasis on public information (+) and engagement, including social media
- ❑ Additional specific services include Adjudication (-), Code Enforcement (-), Sidewalk Maintenance (-), Alley Maintenance (+), Building Permit Review (++), Low-Income Services (+), and Parking Services (++)

Summary

***Oak Park is a very
special place***