

THE NCSTM
The National Citizen SurveyTM

Schaumburg, IL
Community Livability Report

2016



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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Schaumburg. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 345 residents of the Village of Schaumburg. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Schaumburg

A vast majority of residents rated the quality of life in Schaumburg as excellent or good. This rating is similar to quality of life ratings reported in other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.



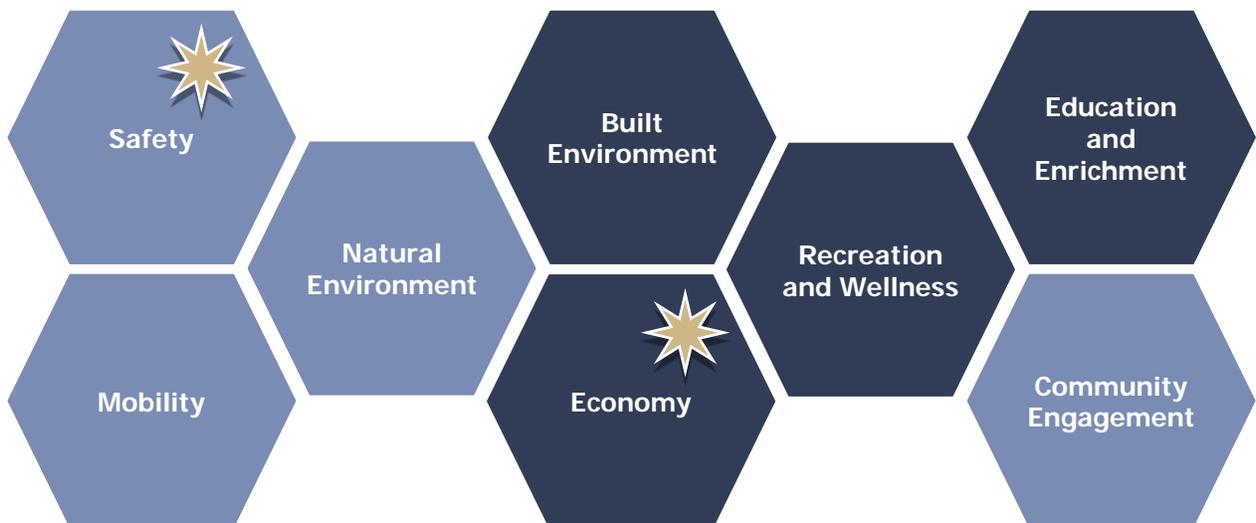
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Schaumburg community in the coming two years. It is noteworthy that Schaumburg residents gave strong ratings to Economy, Built Environment, Recreation and Wellness and Education and Enrichment. Ratings for Safety, Mobility, Natural Environment and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Schaumburg's unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Schaumburg, 95% rated the Village as an excellent or good place to live. Respondents' ratings of Schaumburg as a place to live were similar to ratings in comparison communities.

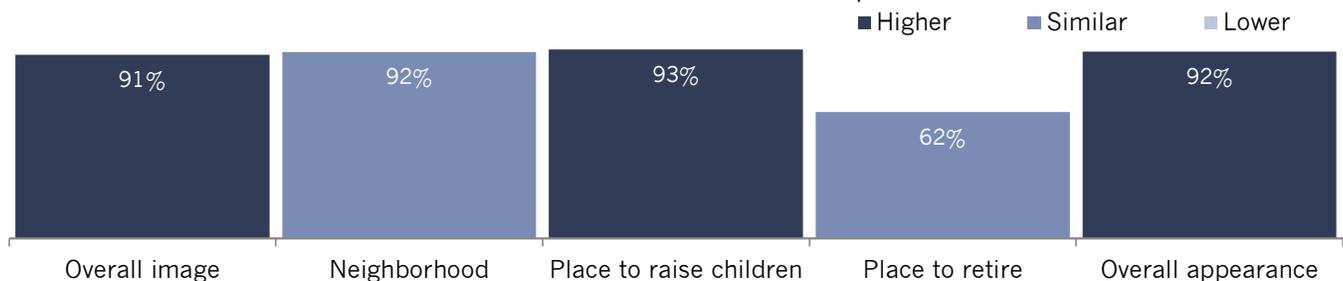
In addition to rating the village as a place to live, respondents rated several aspects of community quality including Schaumburg as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Schaumburg and its overall appearance. About 9 in 10 respondents gave favorable ratings to the overall image of the village, its overall appearance and to Schaumburg as a place to raise children; all of these ratings were higher than the national benchmark comparisons. Respondent ratings of their neighborhood as a place to live and the village as a place to retire were strong and similar to ratings seen in other communities.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Almost all aspects within Community Characteristics were given favorable ratings by at least half of residents, and a majority of aspects were rated higher than the national benchmarks. About 9 in 10 or more respondents gave high marks to all aspects of Safety, including to the overall feeling of safety in the village, the feeling of safety in their neighborhood and the feeling of safety in Schaumburg's Woodfield area. Ratings within Mobility ranged from a low of 40% excellent or good for travel by public transportation to a high of 84% for the overall ease of travel in Schaumburg. Ratings for ease of travel by bicycle, ease of walking, ease travel by public transportation and the availability of paths and walking trails all increased from 2014 to 2016 (see the *Trends over Time* report provided under a separate cover for more detail). About 8 in 10 or more survey participants gave favorable ratings to all aspects of Natural Environment in Schaumburg, including to air quality and the cleanliness of the village. All aspects within the facets of Built Environment and Recreation and Wellness were rated positively by a majority of residents and were higher than the national benchmark comparisons. Ratings within the facet of Economy were very strong. More than 8 in 10 respondents gave favorable ratings the overall economic health of Schaumburg, and about 9 in 10 gave high marks to shopping opportunities and Schaumburg as a place to work. All aspects of Economy (except for cost of living in the village) were rated higher in Schaumburg than in other communities nationwide. About three-quarters of respondents or more gave excellent or good ratings to all aspects of Education and Enrichment, and most of these ratings were higher than ratings seen elsewhere. More than two-thirds of residents gave favorable ratings to all aspects of Community Engagement; all of these aspects were rated similar to or higher than the national benchmarks.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark



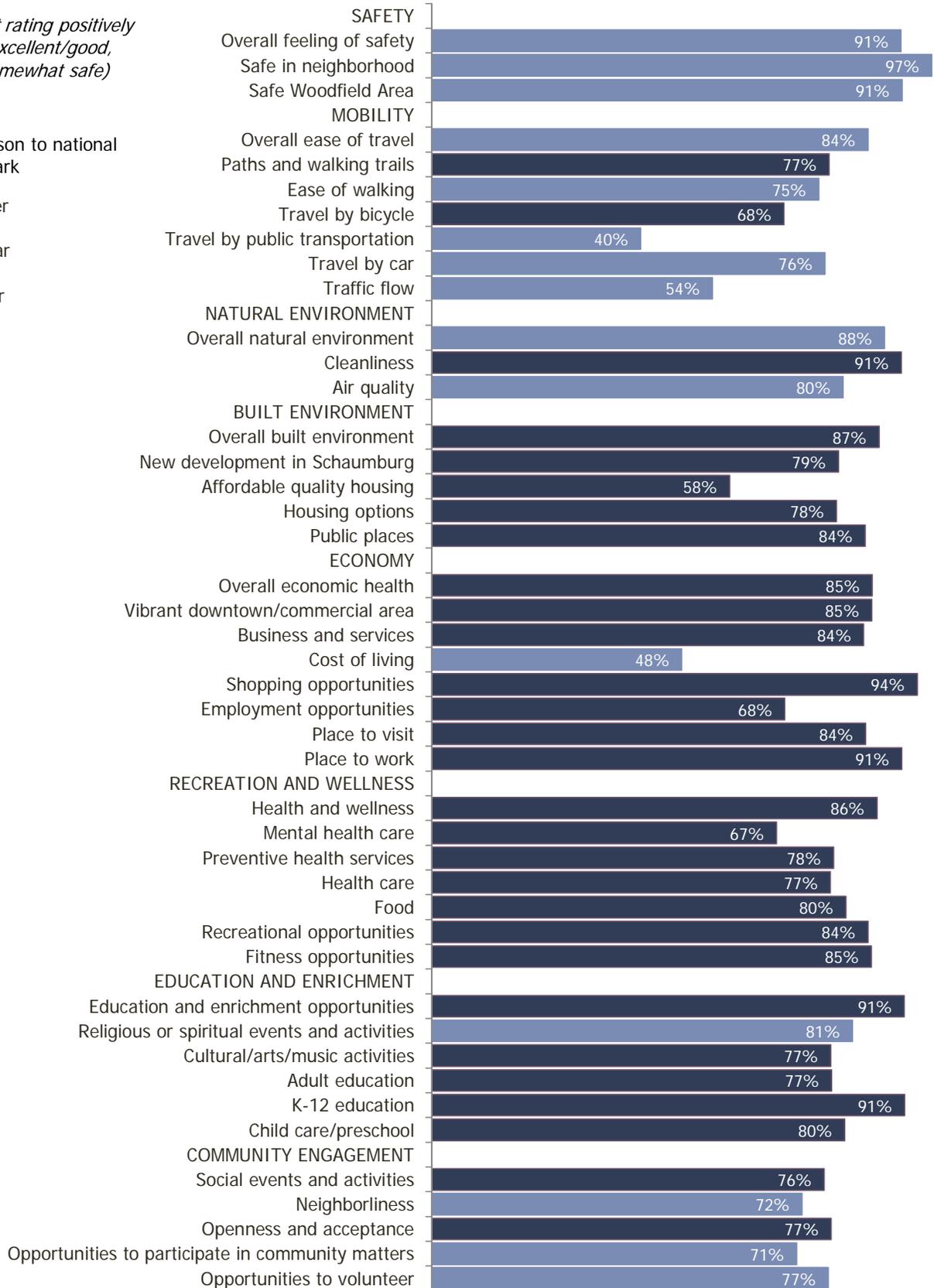
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Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



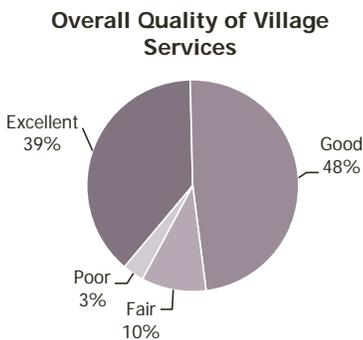
Governance

How well does the government of Schaumburg meet the needs and expectations of its residents?

The overall quality of the services provided by Schaumburg as well as the manner in which these services are provided are a key component of how residents rate their quality of life. A vast majority of respondents (87%) gave excellent or good ratings to the overall quality of Village services; this rating is higher than the national benchmark comparison and similar to Schaumburg's custom benchmark comparison. In contrast, about 3 in 10 participants gave favorable ratings to services provided by the Federal Government, which is similar to the national benchmark.

Survey respondents also rated various aspects of Schaumburg's leadership and governance. About two-thirds of residents or more gave favorable ratings to the overall direction of Schaumburg, confidence in the Village government, the job the Village does at acting in the best interest of Schaumburg, being honest and treating all residents fairly; all of these aspects of the Village's leadership and governance were rated higher in Schaumburg than in other communities nationwide. All other aspects of the Village's leadership and governance were given positive ratings by at least a majority of residents and were similar to the national benchmarks.

Respondents evaluated over 30 individual services and amenities available in Schaumburg. Ratings for all aspects of Governance were strong and similar to or higher than the national benchmark comparisons, and a majority of residents gave excellent or good ratings to every aspect within this pillar. Within the facet of Safety, at least 8 in 10 respondents gave high marks to fire prevention, crime prevention, ambulance/EMS, police and fire services. Ratings for aspects of Mobility were generally strong and similar to both the national and custom benchmark comparisons. It is noteworthy that the rating for street repair improved from 2014 to 2016, and that the rating for street lighting was higher in Schaumburg than in comparison communities. At least 7 in 10 or more survey participants gave high marks to all aspects of Natural Environment; the rating for natural areas preservation was higher than the national benchmark and ratings for Schaumburg open space were higher than the custom benchmark comparisons. The facet of Built Environment received exceptionally high ratings, with about three-quarters of respondents giving high marks to storm drainage, code enforcement and land use, planning and zoning (all three of these aspects were rated higher than the national benchmarks). Ratings were similarly strong for both economic development (within the facet of Economy) and for public information (within the facet of Community Engagement). Within Recreation and Wellness, about 8 in 10 respondents gave excellent or good ratings to Park District parks and health services. About 4 in 5 or more participants awarded high marks to aspects of Education and Enrichment; the rating for Schaumburg Township public libraries was higher than the national benchmark comparison.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



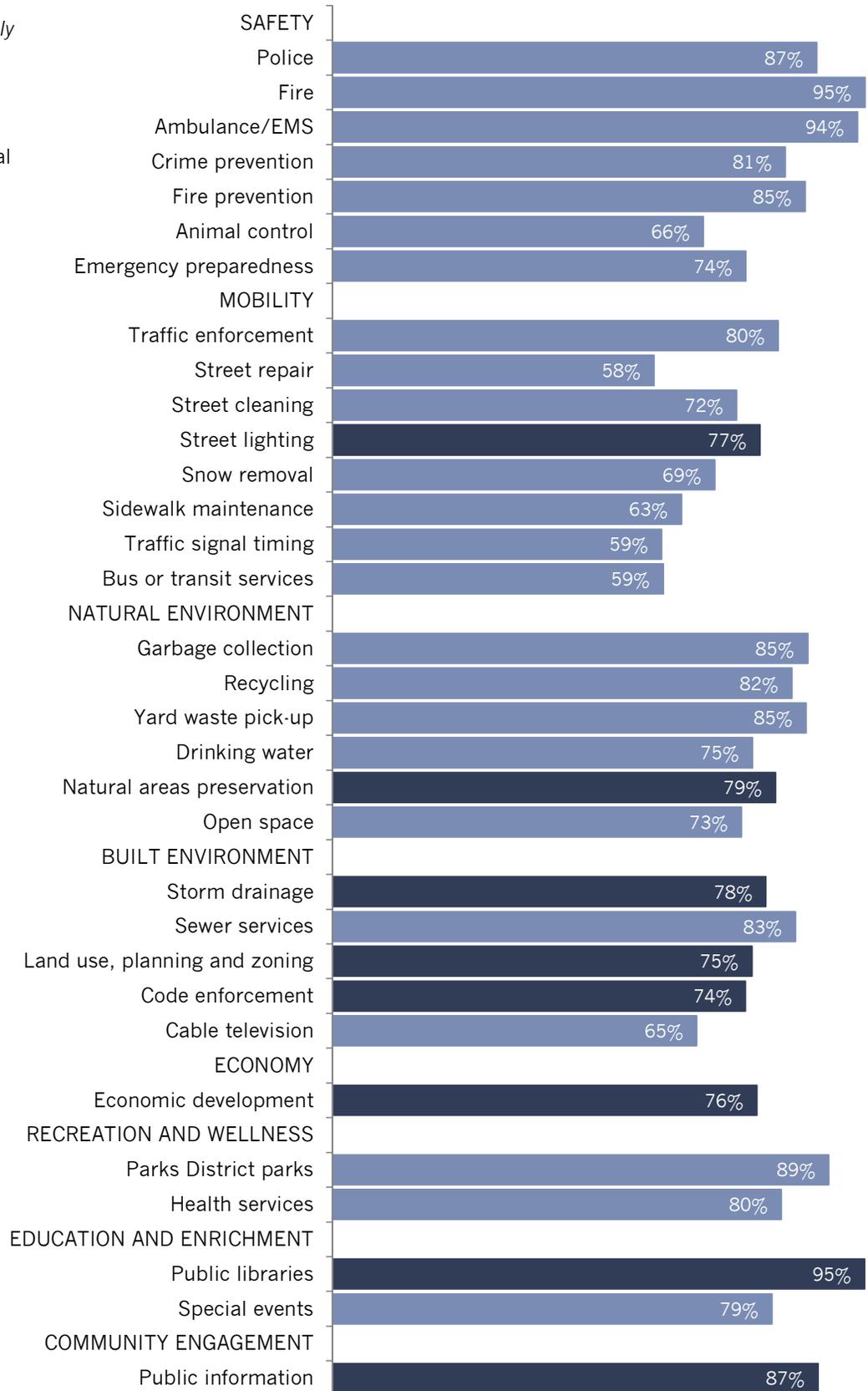
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower

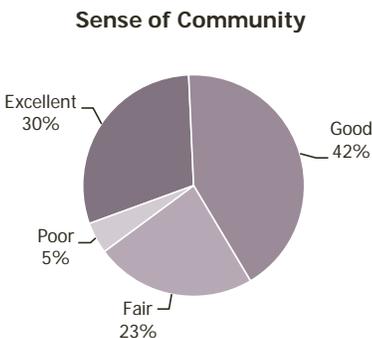


Participation

Are the residents of Schaumburg connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About 7 in 10 respondents gave excellent or good ratings to the sense of community in Schaumburg. This rating is similar to ratings reported in other communities, and improved from 2014 to 2016. Almost all residents (95%) would recommend Schaumburg to someone who asked, and slightly fewer (89%) planned to remain in Schaumburg in the next five years; when compared to 2014, a higher proportion of residents in 2016 indicated that they planned to remain in the Village for the coming five years.

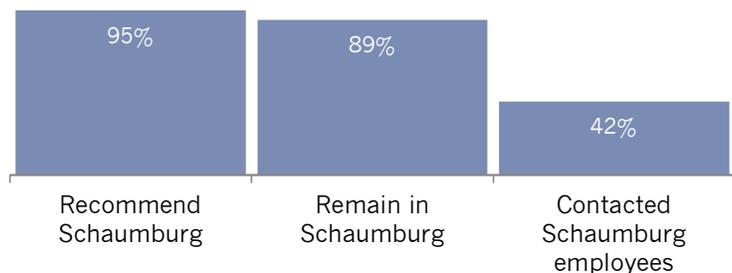
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Within Safety, more than 4 in 5 participants did not report a crime and were not the victim of a crime in the 12 months prior to the survey. However, fewer than 1 in 5 respondents indicated that they had stocked supplies for an emergency, a participation rate that was lower than both the national and Schaumburg's custom benchmark comparisons. Levels of participation in Mobility varied from a low of 25% for using public transportation instead of driving to a high of 56% for walking or biking instead of driving. About 8 in 10 or more survey respondents reported participating in every aspect of Natural Environment; these levels of participation were strong and similar to rates reported elsewhere. Within Built Environment, about 7 in 10 participants had not observed a code violation in the 12 months prior to the survey (a rate that is higher than both benchmarks), and about 6 in 10 were not under housing cost stress (a rate that is similar to both benchmarks). Within Economy, almost all respondents reported purchasing goods or services in Schaumburg, and about one-quarter reported working in the village. Levels of participation in Recreation and Wellness were also strong. More than 8 in 10 residents had visited a community park and participated in moderate or vigorous physical activity. Village residents reported higher rates of using Schaumburg recreation centers than residents in other communities nationwide. About 7 in 10 respondents used Schaumburg Township public libraries or had attended a Village-sponsored special event; rates of residents who attended a Village-sponsored event increased from 2014 to 2016 and were higher than both benchmarks. Levels of participation in Community Engagement tended to be more mixed. About three-quarters of respondents or more voted in local elections, read or watched the local news and talked to or visited with neighbors; however, fewer than 3 in 10 residents had volunteered, participated in a club or campaigned for an issue, cause or candidate.



Percent rating positively
(e.g., very/somewhat likely,
yes)

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



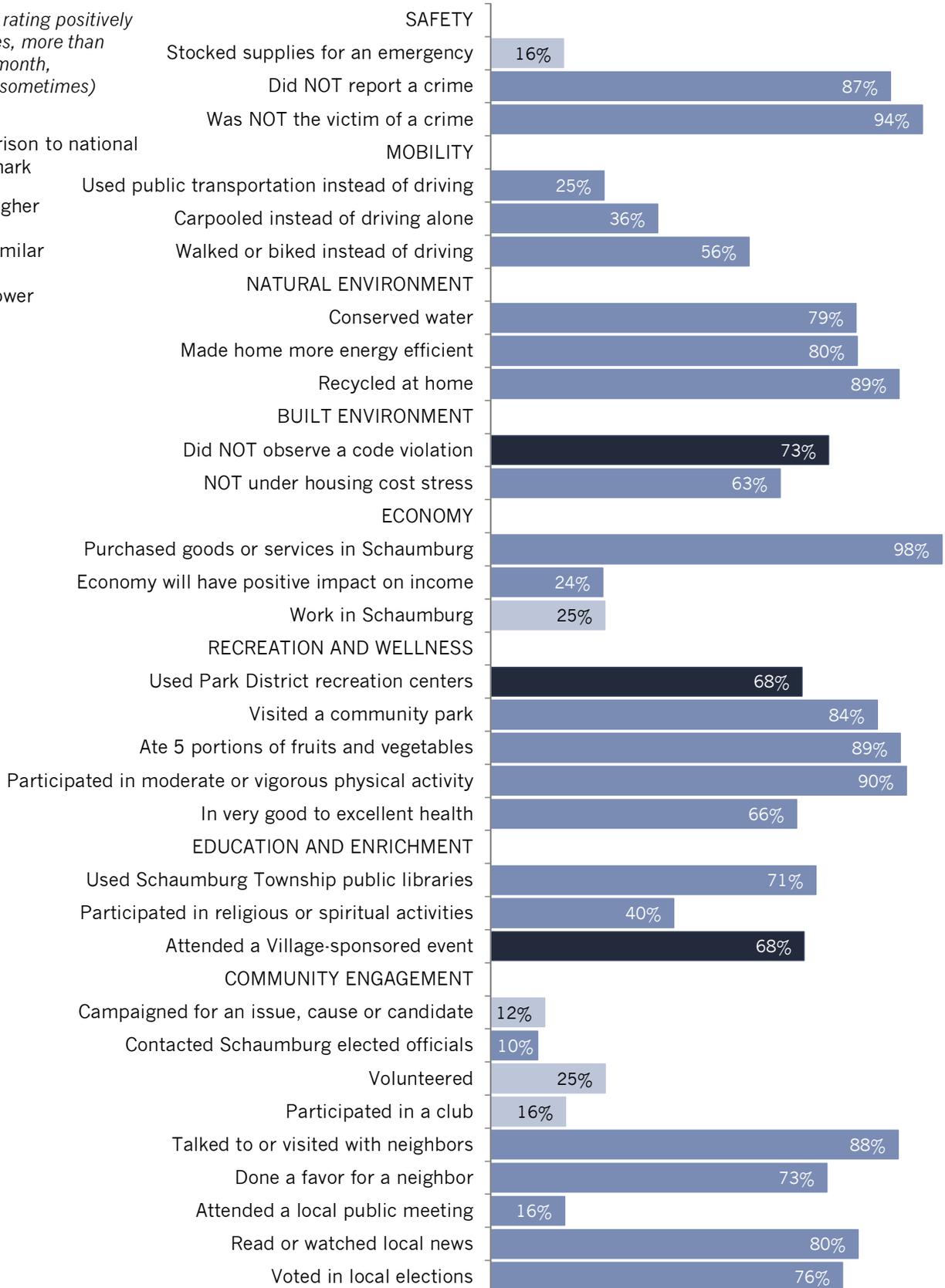
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

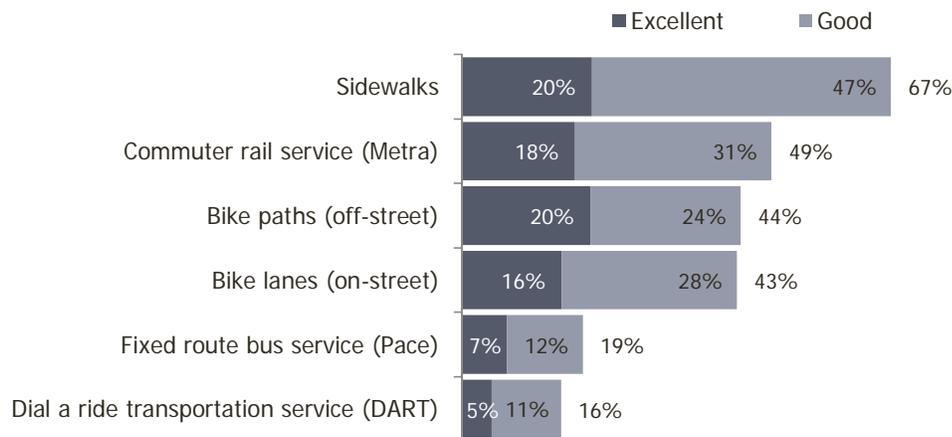
- Higher
- Similar
- Lower



Special Topics

The Village of Schaumburg included four questions of special interest on The NCS, as well as one open-ended question where residents could write down a response in their own words. The first special-interest question asked residents to rate both the quality and availability of various transportation infrastructure and services. When asked about the quality of Schaumburg transportation infrastructure and services, about two-thirds of respondents gave excellent or good ratings to the quality of sidewalks in the village, while slightly fewer than half gave high marks to the quality of the commuter rail service (Metra), off-street bike paths and on-street bike lanes. Fewer than 1 in 5 respondents gave favorable ratings to the quality of the fixed route bus service (Pace) and dial a ride transportation (Dart).

Figure 4: Schaumburg Transportation Infrastructure and Services—Quality
Please rate each of the following as they relate to transportation in Schaumburg. Quality of:



In the second part of question 14, residents were asked about the availability of various aspects of Schaumburg’s transportation infrastructure. A majority of residents reported that sidewalks, on-street bike lanes, off-street bike paths and commuter rail service (Metra) were always or somewhat available. About 7 in 10 respondents reported not using the fixed route bus service (Pace) or dial a ride transportation (Dart).

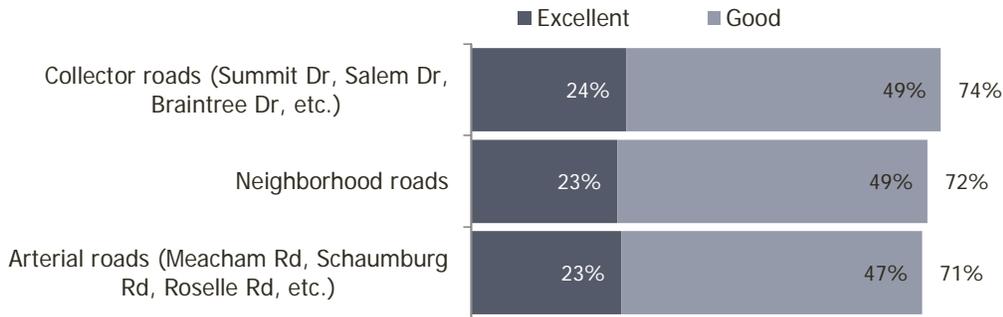
Figure 5: Schaumburg Transportation Infrastructure and Services—Availability
Please rate each of the following as they relate to transportation in Schaumburg. Availability of:



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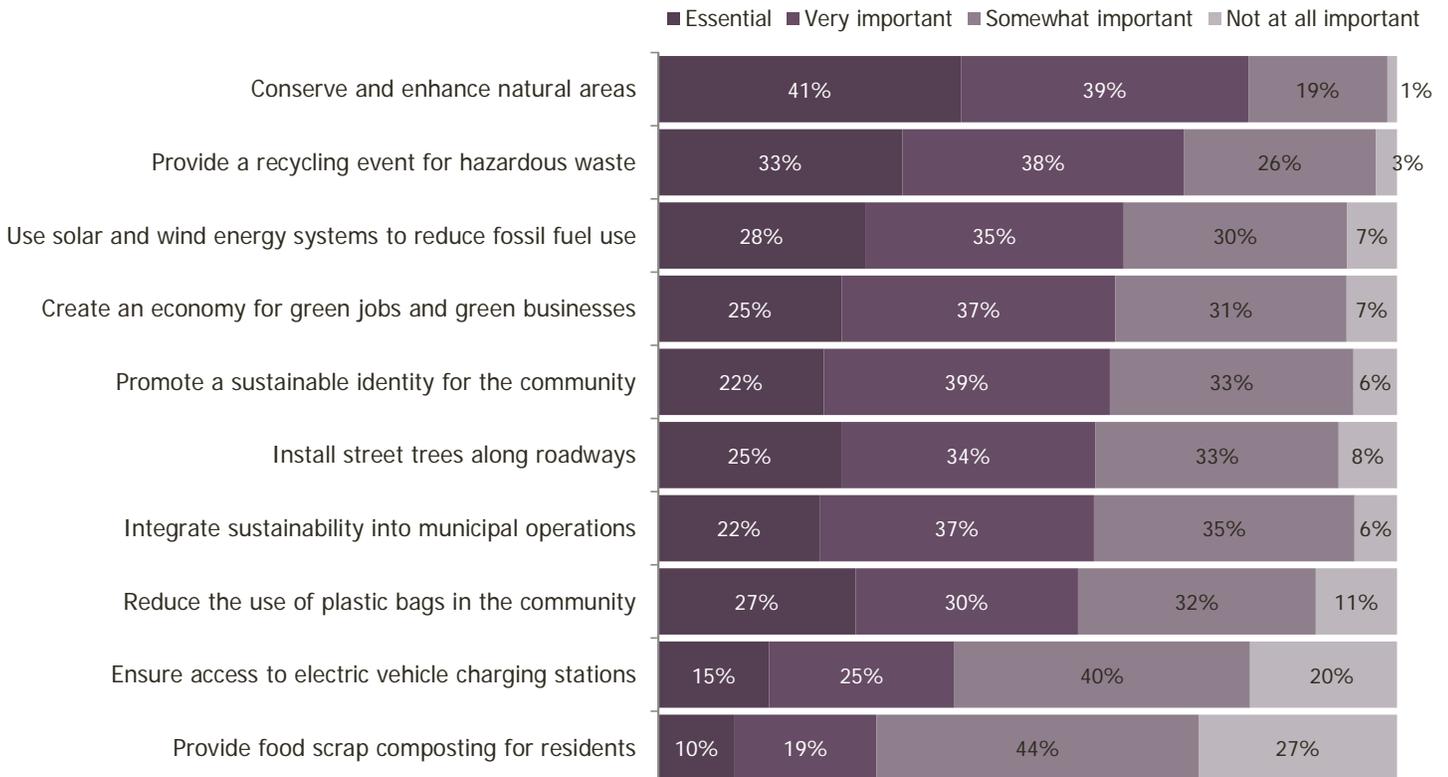
The second special-interest question asked residents to rate the quality of various roads in the village. About 7 in 10 respondents gave excellent or good ratings to collector roads, neighborhoods roads and arterial roads.

Figure 6: Quality of Schaumburg Roads
Please rate the quality of each of the following in Schaumburg:



Residents were next asked to rate how important, if at all, they thought it was for the Schaumburg community to focus on various sustainability-related initiatives in the coming three years. About 8 in 10 respondents reported that it was essential or very important for the community to conserve and enhance natural areas. A majority of respondents reported that most other initiatives were at least very important for the community to focus on in the coming three years. However, less than half indicated that ensuring access to electric vehicle charging stations and providing food scrap composting were essential or very important.

Figure 7: Importance of Sustainability Initiatives
Please rate how important, if at all, you think it is for the Schaumburg community to focus on each of the following in the coming three years:

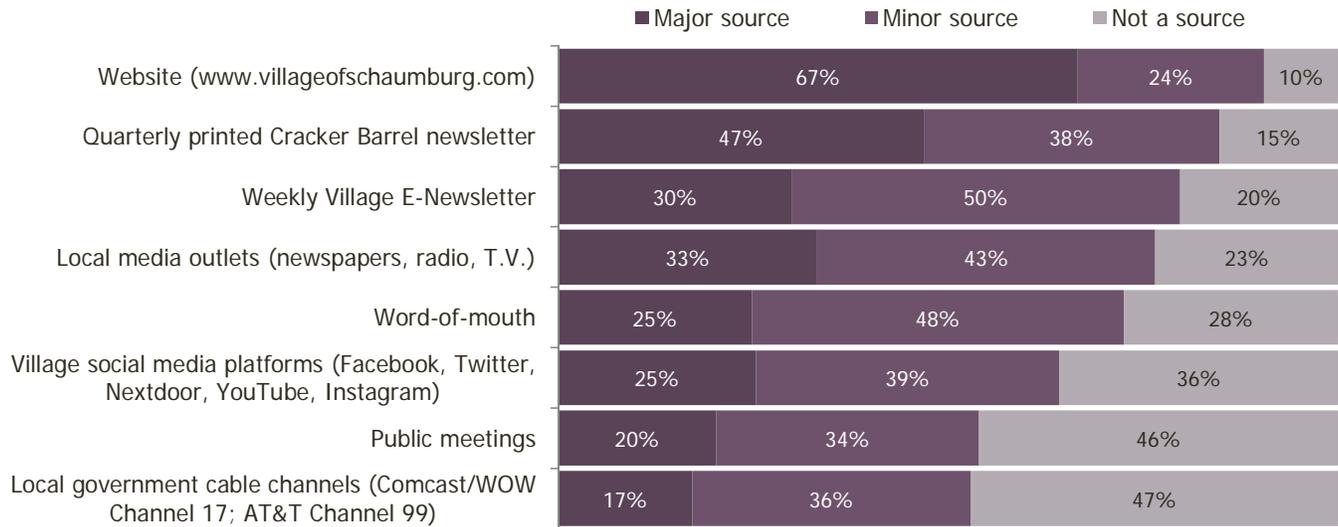


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The fourth special-interest question asked survey participants about sources they used for obtaining information about the Village government and its activities, events and services. About 8 in 10 respondents or more reported that the Village Website, the quarterly printed Cracker Barrel newsletter and the weekly Village E-Newsletter were major or minor sources of information. A majority of respondents indicated that all other sources were at least minor sources for obtaining information about the Village government.

Figure 8: Sources of Village Information

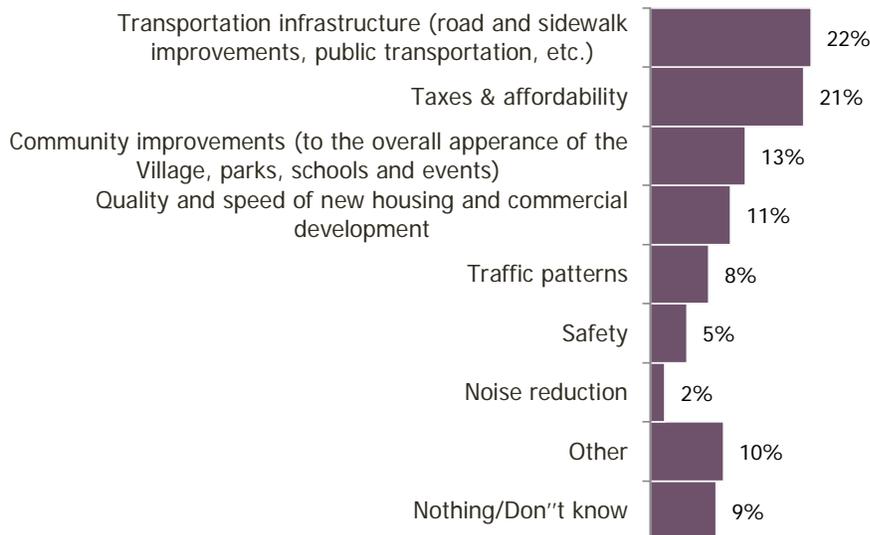
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Village government and its activities, events and services:



Schaumburg’s open-ended question asked residents to write down one thing they would change in the Village. The verbatim responses were categorized by topic area and those topics are reported in the chart below with the percent of responses given in each category. Of the respondents who wrote in a response, the most frequently cited change was to transportation infrastructure (for the full verbatim responses, see the *Open End Report* under separate cover).

Figure 9: Changes in Schaumburg

If you could change one thing in the Village of Schaumburg, what would it be?



Conclusions

Schaumburg continues to be a great place to live.

A vast majority of survey respondents rated the overall quality of life in Schaumburg and the village as a place to live as excellent or good. Several features that enhance quality of life, including Schaumburg as a place to raise children, the overall image of Schaumburg and overall appearance of the village were rated positively by about 9 in 10 respondents; these ratings were higher than ratings seen in other communities nationwide. Almost all survey participants (95%) would recommend living in Schaumburg to someone who asked, and only slightly fewer (89%) planned to remain in the village for the coming 5 years. Additionally, about 7 in 10 residents rated Schaumburg's sense of community as excellent or good; ratings for the sense of community in Schaumburg increased from 2014 to 2016.

The Economy and Safety are important and positive features of the community.

About 9 in 10 participants indicated that it is essential or very important for the Schaumburg community to focus on the overall feeling of safety in the village in the coming two years. Ratings for Safety tended to be similar to ratings seen in other communities across the country. About 9 in 10 respondents gave excellent or good ratings to the overall feeling of safety in Schaumburg, and to fire and ambulance/EMS services. Participation rates in Safety were also strong, with more than 9 in 10 residents reporting that they were not victims of crime in the 12 months prior to the survey. However, fewer Schaumburg residents reported stocking supplies for an emergency than what is typically seen in other communities.

Residents also identified Economy as a top priority for the community in the coming two years, and tended to give very high ratings to most aspects of Schaumburg's economy. At least 8 in 10 or more residents gave excellent or good ratings to the overall economic health of the village, the quality of business and service establishments in Schaumburg, shopping opportunities and Schaumburg as a place to work; these ratings were all stable over time and higher than the national benchmark comparisons. About three-quarters of residents gave high marks to economic development in Schaumburg, and almost all residents (98%) reported buying goods or services in the village. Only about one-quarter of respondents reported working in the village, which is a lower level than what is generally seen in other communities nationwide.

Ratings for aspects of Mobility are strong, but residents still see some room for improvement.

About 4 in 5 respondents gave an excellent or good rating to the overall ease of travel in Schaumburg. Ratings for other aspects of Mobility, like the availability of paths and walking trails and ease of travel by car, tended to be similar to or higher than ratings seen in other communities across the U.S. Ratings for ease of travel by bicycle, ease of walking, ease travel by public transportation and the availability of paths and walking trails all increased from 2014 to 2016. Further, a majority of residents gave favorable ratings to all Mobility-related services, including street repair, street lighting and traffic signal timing. Rates of participation in Mobility were also strong a similar to levels reported in comparison communities. Despite these strong ratings, when asked to name one thing they would change in Schaumburg, about 1 in 5 residents cited a change to transportation-related infrastructure, and about 1 in 10 would make changes to traffic patterns in the village. Additionally, fewer than half of respondents gave favorable ratings to the quality of Schaumburg bike paths, bike lanes, the fixed route bus service (Pace) and Dial a ride transportation (Dart).

Residents appreciate Schaumburg's Built Environment.

Ratings and participation levels for Built Environment in Schaumburg tended to be higher than the national benchmark comparisons across all three pillars of community livability. The overall built environment was given excellent or good ratings by 87% of respondents. About 8 in 10 residents gave high marks to new development in Schaumburg, housing options and public places where people like to spend time; ratings for new development in Schaumburg increased from 2014 to 2016. Ratings for Built Environment-related services were also strong: about 7 in 10 or more respondents gave favorable ratings to storm drainage, sewer services, land use, planning and zoning and code enforcement. A majority of respondents were not under housing cost stress (63%) and had not observed a code violation (73%); these participation levels were stable over time.