



THE NCSTM
The National Citizen SurveyTM

Schaumburg, IL

Community Livability Report

2018



NRC
National Research Center Inc.

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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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 410 residents of the Village of Schaumburg. The margin of error around any reported percentage is 5% for all respondents. 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

About 9 in 10 residents rated the quality of life in Schaumburg as excellent or good. This was similar to ratings given 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.

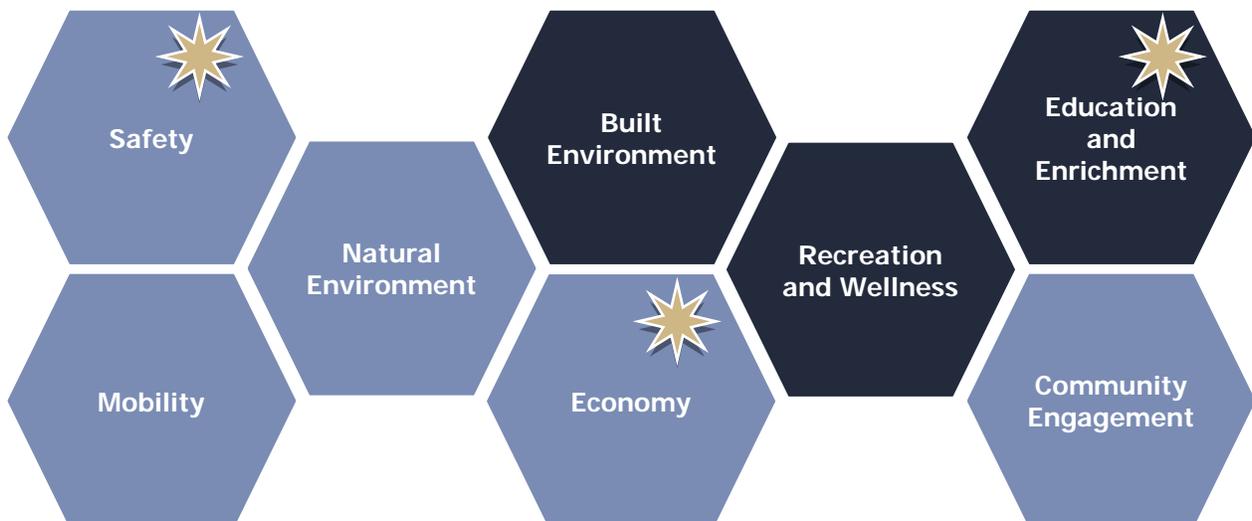
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety, Economy and Education and Enrichment as priorities for the Schaumburg community in the coming two years. It is noteworthy that the facets of Built Environment, Recreation and Wellness and Education and Enrichment received ratings higher than the national benchmarks, while all other facets were similar. 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, 93% 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 other communities across the nation.

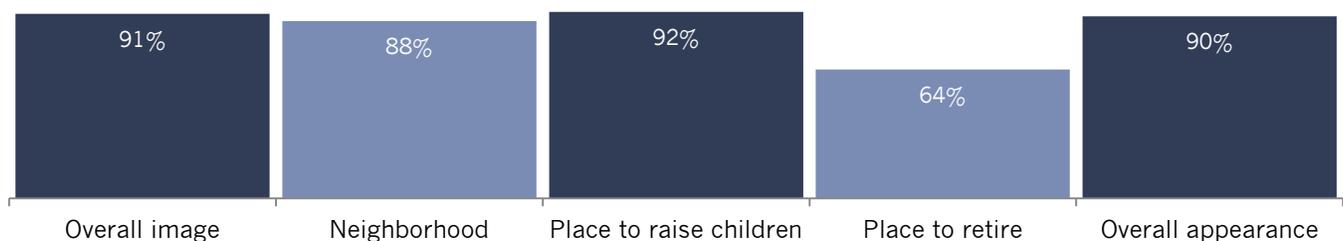
In addition to rating the village as a place to live, respondents rated several aspects of community quality including Schaumburg as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Schaumburg and its overall appearance. About 9 in 10 residents gave excellent or good ratings to the overall image and overall appearance of the village, their neighborhood as a place to live and Schaumburg as a place to raise children, while 6 in 10 positively rated the village as a place to retire. Ratings for overall image, overall appearance and Schaumburg as a place to raise children were all higher than national averages.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Ratings were strong and residents gave evaluations that were higher than the national benchmark to nearly half of the listed aspects: out of 44 total aspects, residents gave above average marks to 20. About 9 in 10 residents or more gave positive ratings to the overall feeling of safety in Schaumburg, feeling of safety in their neighborhood and in Schaumburg's Woodfield Area, cleanliness of the village, shopping opportunities and K-12 education.



Compared to 2016, ratings in 2018 improved for adult educational opportunities, but declined for ease of travel by bicycle and measures related to affordability such as the availability of affordable quality housing, variety of housing options and cost of living (for more information see the *Trends over Time* report under separate cover).

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



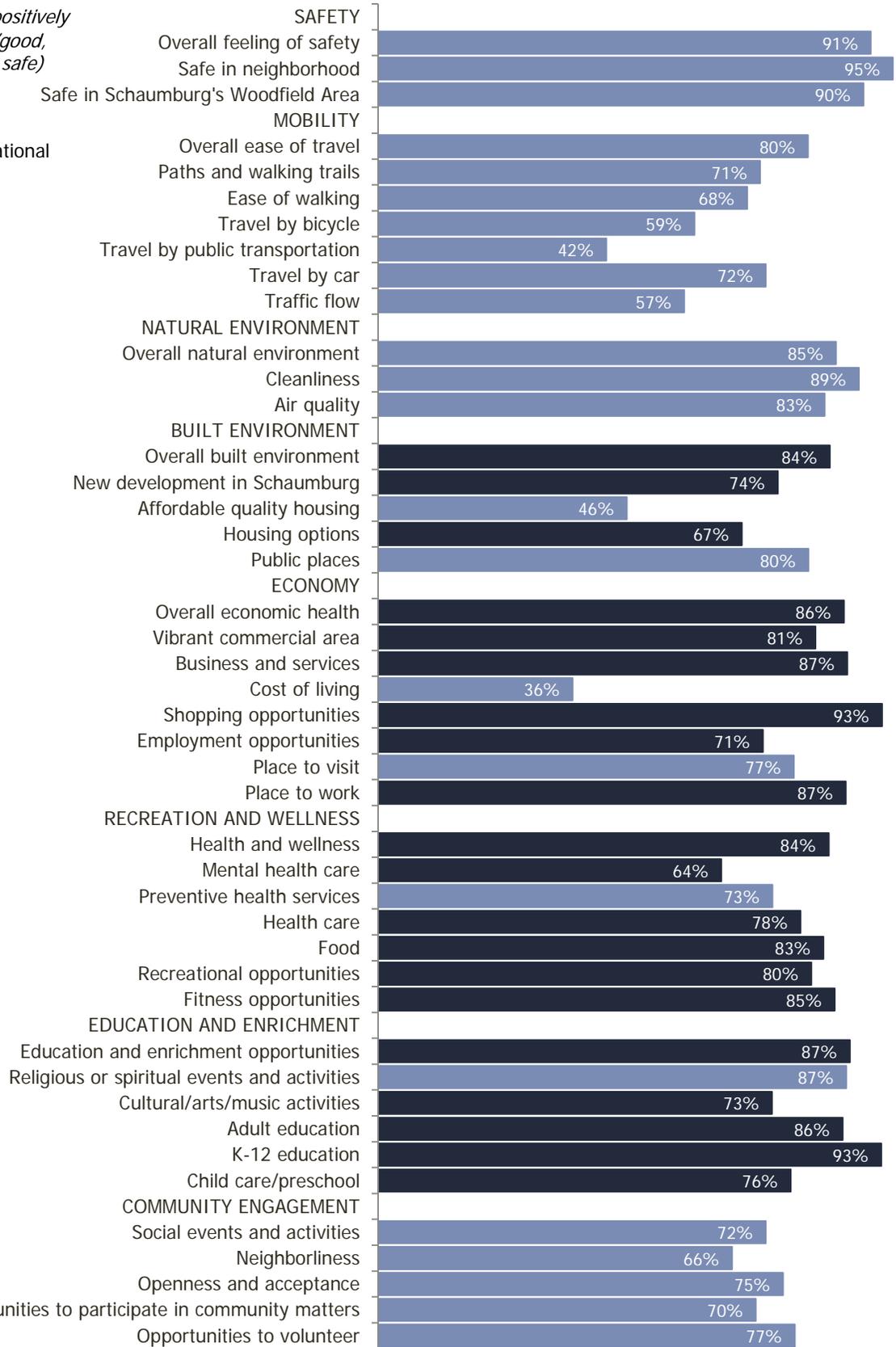
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Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

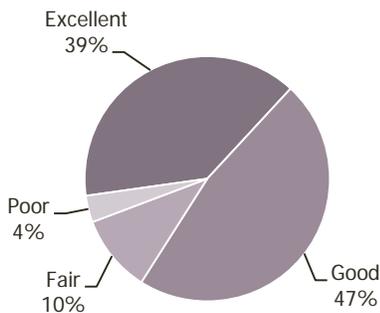
How well does the government of Schaumburg meet the needs and expectations of its residents?

The overall quality of the services provided by Schaumburg as well as the manner in which these services are provided is a key component of how residents rate their quality of life. More than 8 in 10 residents gave excellent or good ratings to the overall quality of Village services (which was higher than the national benchmark), while 4 in 10 were pleased with the services provided by the Federal Government (which was similar).

Survey respondents also rated various aspects of Schaumburg’s leadership and governance. About 8 in 10 residents gave favorable evaluations of the customer service provided by the Village and at least 6 in 10 positively rated the remaining aspects of government performance. Further, ratings for overall confidence in Village government and government acting in the best interest of Schaumburg were higher than those given in other communities across the nation.

Respondents evaluated over 30 individual services and amenities available in Schaumburg. Service ratings across all facets were similar to or higher than the benchmark and almost all services were rated positively by at least 6 in 10 residents. Compared to 2016, ratings for animal control, sidewalk maintenance and traffic signal timing increased and no ratings decreased.

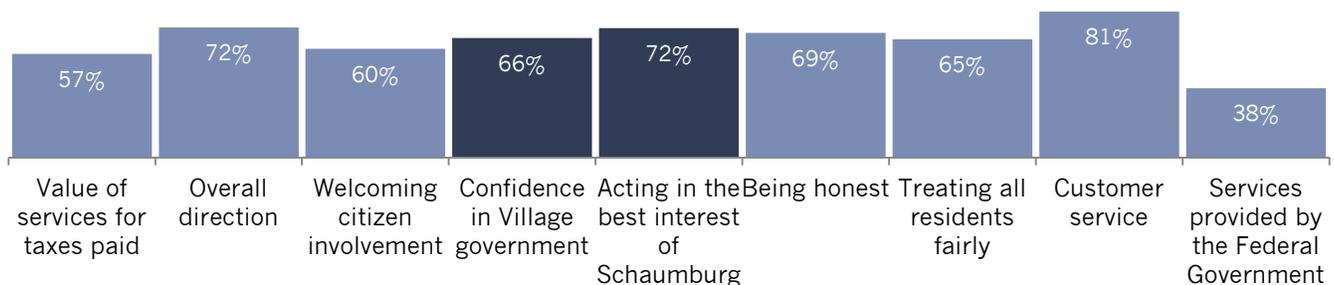
Overall Quality of Village Services



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



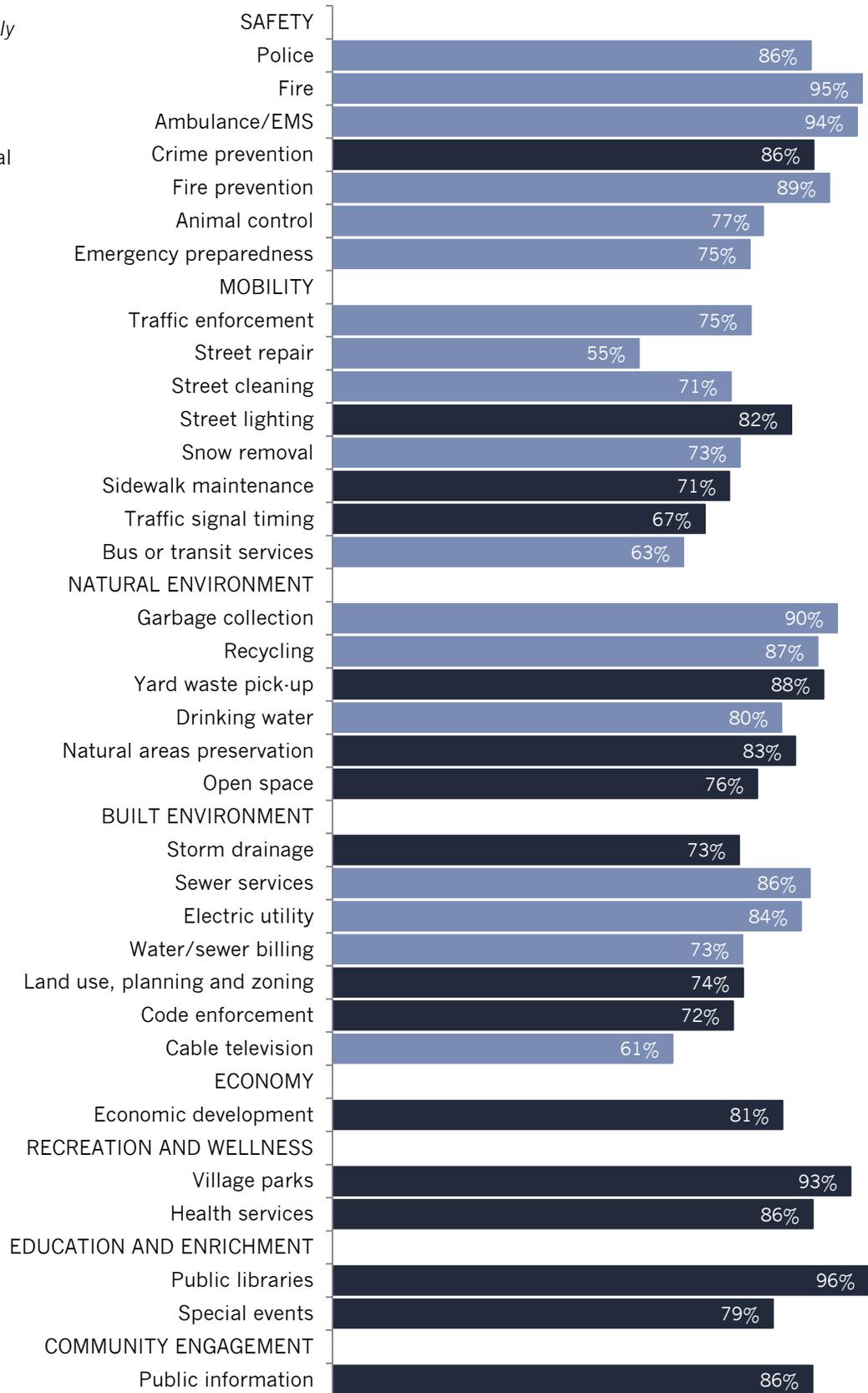
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Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



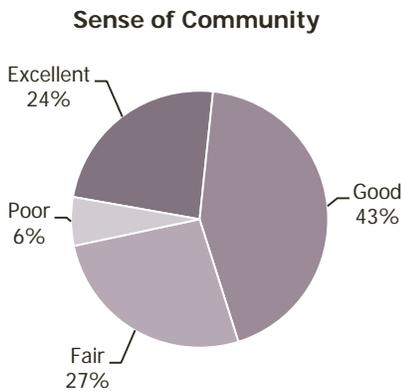
Participation

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

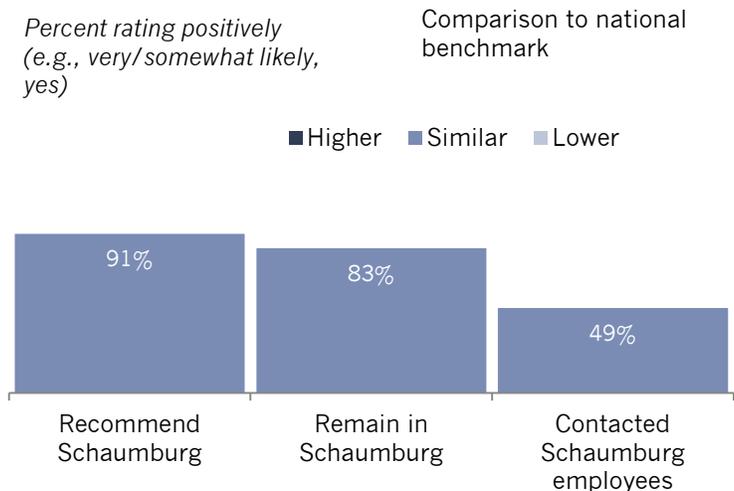
An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About two-thirds of Schaumburg residents rated the sense of community in the village as excellent or good; about 9 in 10 residents would recommend living in Schaumburg to someone who asked and 8 in 10 planned to remain in the village for the next five years. These ratings were similar to those given in other communities across the nation.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation rates vary naturally across the different aspects, making the benchmark comparison (and comparison to Schaumburg over time) helpful for understanding the results.

Overall, residents of Schaumburg participated in almost all activities at rates similar to those found in other communities across the country. Roughly 9 in 10 residents had not reported a crime nor been the victim of a crime in the 12 months prior to the survey, on par with the rest of the country. Most residents had recycled at home, purchased goods or services in Schaumburg, talked to or visited with their neighbors and read or watched local news. Schaumburg residents were less likely than those who lived elsewhere to work in the community, have attended a Village-sponsored event, campaigned for an issue, cause or candidate, volunteered, participated in a club, done a favor for a neighbor or attended a local public meeting, but were more likely to have not observed a code violation or to have used the Schaumburg Township District library.



Compared to 2016, residents were more likely in 2018 to have a positive future economic outlook, but less likely to have used public transportation instead of driving, participated in physical activity or attended a Village-sponsored event.



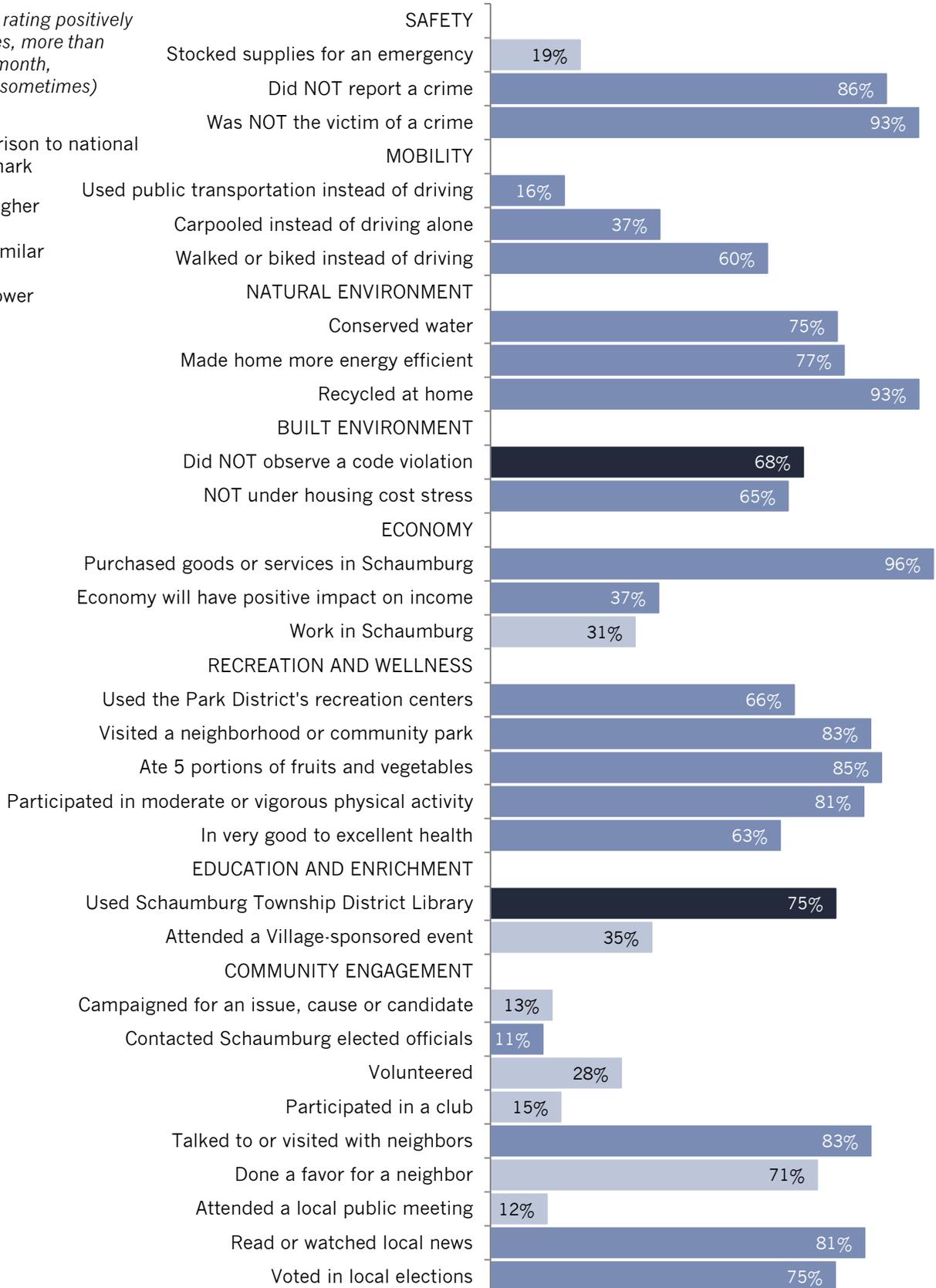
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Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



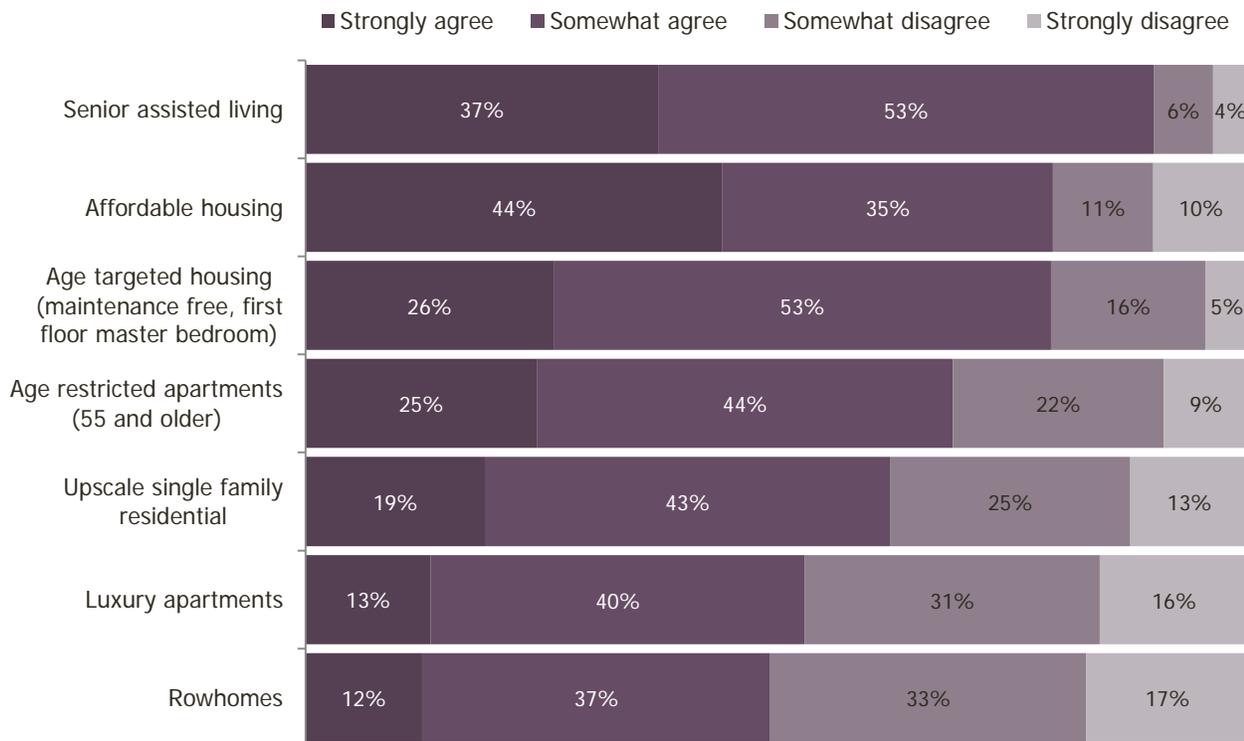
Special Topics

The Village of Schaumburg included five questions of special interest on The NCS. Topic areas included types of new development, sources of Village information and frequency of Village communications, among others.

Residents were asked to indicate their level of agreement with Schaumburg’s pursuit of various types of new residential development. Nine in ten residents strongly or somewhat agreed that the Village should pursue senior assisted living, and 8 in 10 agreed that affordable housing and age targeted housing should be pursued by the Village. While about half of residents agreed that luxury apartments or rowhomes should be pursued, these types of development received the lowest level of agreement.

Figure 4: New Residential Development

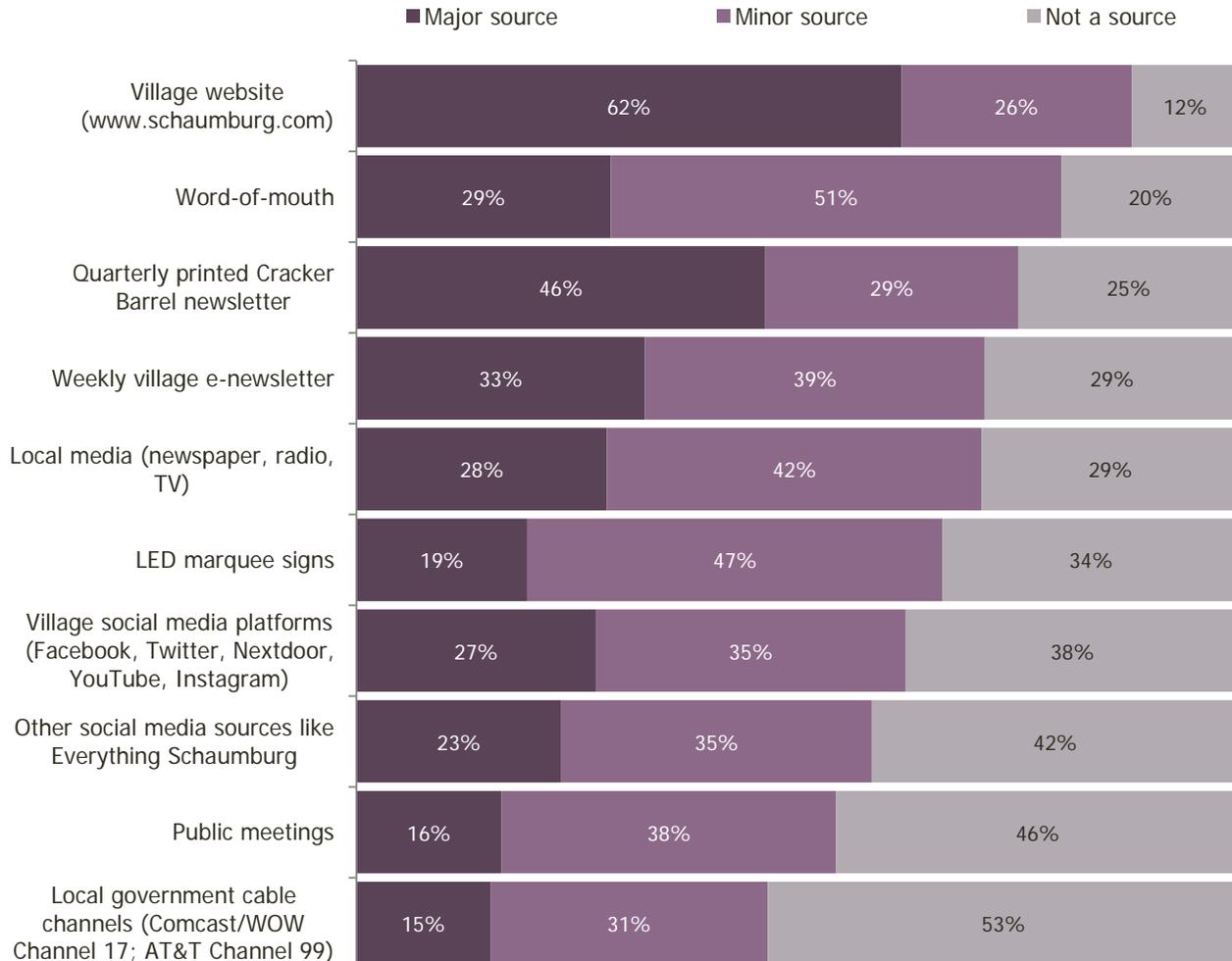
To what extent do you agree or disagree that the Village of Schaumburg should pursue each of the following types of new development?



Thinking about various sources of information about the Village, nearly 9 in 10 residents indicated that they used the Village website as a major or minor source of information and 8 in 10 relied on word-of-mouth as an information source. Roughly 7 in 10 residents utilized the quarterly printed Cracker Barrel newsletter, weekly Village e-newsletter or local media as sources of information about Schaumburg. Public meetings and local government cable channels were the least-used sources of Village information.

Figure 5: Sources of Village Information

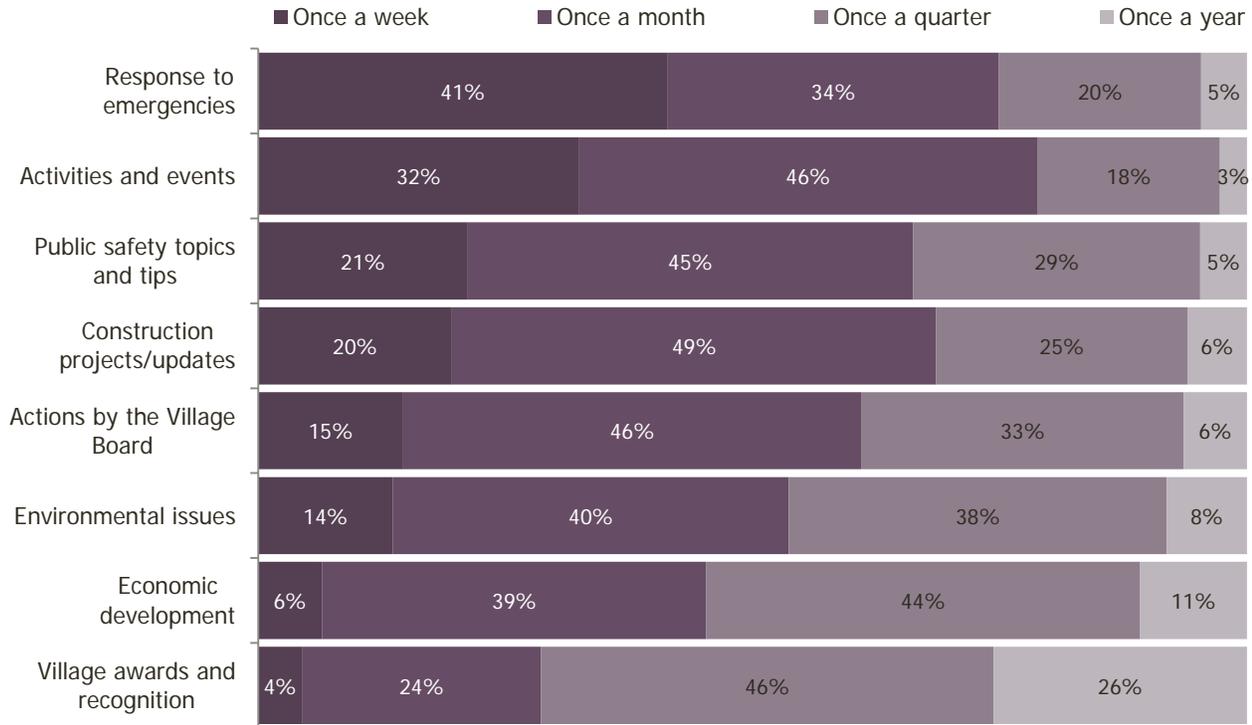
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Village government and its activities, events and services:



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When asked how frequently they would prefer the Village share information about various topics, the most preferred frequency to receive information from the Village was once a month with one-quarter to half of respondents selecting this option for each listed topic; however, responses to emergencies and information on activities and events was preferred as frequently as once a week by one-third of residents or more. Residents indicated that they would like information least frequently about economic development and Village awards and recognition.

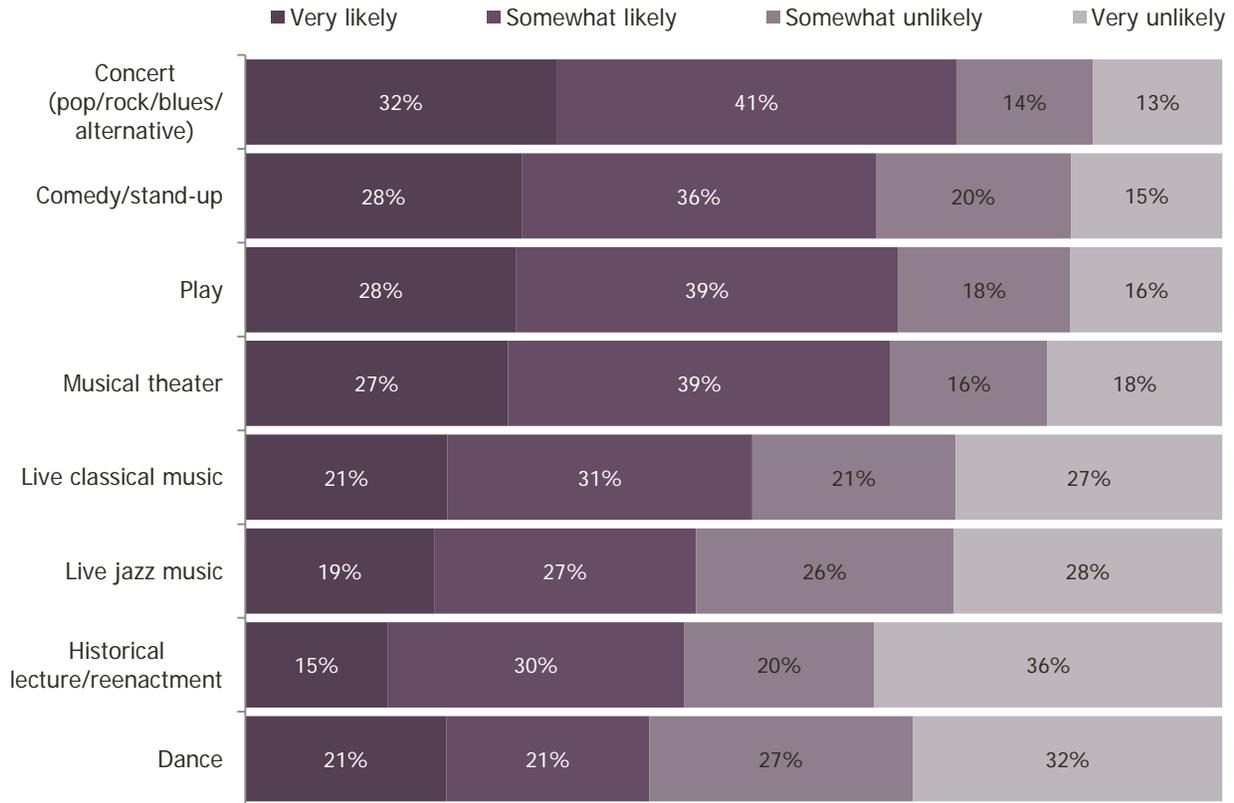
Figure 6: Frequency of Village Communications
How often, if at all, do you want the village to communicate information on the following topics through its website, newsletter and other communications channels?



Thinking about their likelihood of attending various types of performances at the Al Larson Prairie Center for the Arts, survey participants were most likely to attend a concert, comedy/stand-up, a play or musical theater (about 7 in 10 very or somewhat likely). At the bottom of the list was attending a dance performance with about 4 in 10 residents indicating that they were likely to attend.

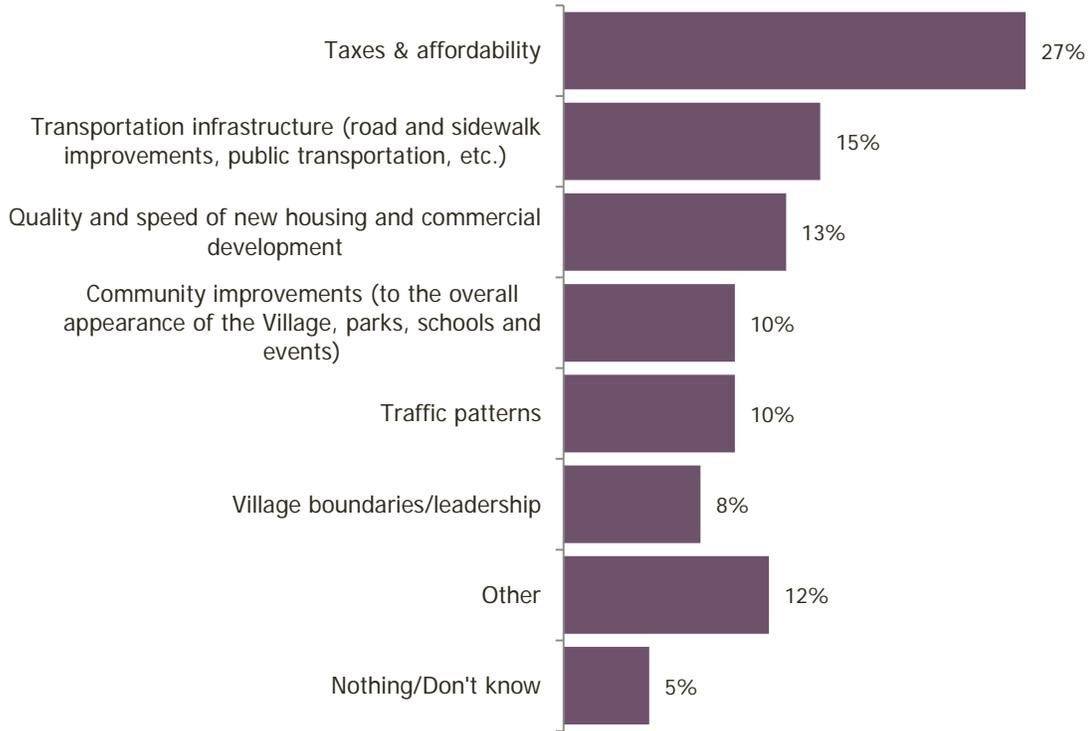
Figure 7: Likelihood of Performance Attendance

How likely or unlikely would you be to attend one of the following types of performances at the Al Larson Prairie Center for the Arts?



Residents were asked to write in their own words what one thing they would change about Schaumburg. A total of 410 surveys were completed by Schaumburg residents; of these, 209 respondents wrote in responses for the open-ended question. The most common response was a comment related to taxes or affordability, with about one-quarter of residents making a comment related to this topic (for more information and the full verbatim responses to this question see the *Open-end Report* under separate cover).

Figure 8: Open-ended Question
If you could change one thing in the Village of Schaumburg, what would it be?



Conclusions

Quality of life ratings in Schaumburg remain strong.

Nine in ten residents gave excellent or good ratings to the overall quality of life in Schaumburg and the village as a place to live. About 9 in 10 residents or more gave favorable marks to the overall image and overall appearance of the village and Schaumburg as a place to raise children, ratings which were higher than those given in other communities across the nation. Most would recommend living in the village to someone who asked and planned to remain in the community for the next five years. When compared to 2016, these ratings remained stable.

Safety continues to be a priority and a strength of Schaumburg.

As in 2016, residents indicated that Safety was an important focus area for the Village in the next two years. At least 9 in 10 residents gave positive ratings to the overall feeling of safety in the village and feelings of safety in their neighborhood and in Schaumburg's Woodfield Area. Virtually all residents gave positive marks to fire and ambulance/EMS services and at least three-quarters awarded favorable reviews to police, crime prevention, fire prevention, animal control and emergency preparedness. Further, the rating for crime prevention was above average and resident sentiment toward animal control improved since 2016. Most residents had not been the victim of a crime or reported a crime to the police; however, only 2 in 10 had stocked supplies for an emergency, which was lower than the national benchmark.

Economy is an important community feature, but affordability is an issue.

Survey respondents also indicated that Economy was an important area for the Village to focus on in the coming two years, and as in 2016, ratings within this facet tended to be higher than average. At least 7 in 10 residents gave excellent or good ratings to the overall economic health of the city, vibrant commercial area, overall quality of business and service establishments, shopping opportunities, employment opportunities, Schaumburg as a place to work and economic development and all of these ratings were higher than the national benchmarks. Residents in 2018 were also more likely to have a positive economic outlook on the future than in 2016.

However, measures related to affordability such as the availability of affordable quality housing, variety of housing options and cost of living declined from 2016 to 2018, and ratings for affordable quality housing and cost of living were lower than those given elsewhere across the country. When asked to indicate their level of agreement with Schaumburg's pursuit of various types of new residential development, 8 in 10 residents strongly or somewhat agreed that the Village should pursue affordable housing. Finally, when asked to write in their own words what one thing they would change about Schaumburg, about one-quarter of residents made a comment related to taxes and/or affordability and another 1 in 10 commented on the quality and speed of new housing and commercial development.

Residents place high value on Education and Enrichment.

Residents also designated Education and Enrichment as a focus area for the Village and ratings within this facet were exceptional. At least 7 in 10 residents gave excellent or good ratings to education and enrichment opportunities, cultural/arts/music activities, adult educational opportunities (which increased since 2016), K-12 education, availability of affordable quality child care/preschool, public libraries and Village-sponsored special events, and all of these ratings exceeded national averages. Three-quarters of residents had used the Schaumburg Township District Library and this rate was also higher than the benchmark.

When asked how frequently they would prefer the Village share information about various topics, about one-third of residents preferred that the Village share information about activities and events on a weekly basis and one-half wanted information about this topic to be shared monthly. Further, when thinking about their likelihood of attending various types of performances at the Al Larson Prairie Center for the Arts, about 7 in 10 survey participants were very or somewhat likely to attend a concert, comedy/stand-up, a play or musical theater.