Civic Communication & Analytics Platform
Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Questions about our product?
Visit www.polco.us to learn more

Advanced Survey Science & Performance Analytics
Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Exclusive partners of:
ICMA
NLC
National League of Cities
Role of Resident Surveys in Local Governance

- Monitor trends in resident opinion
- Measure government performance
- Inform budget, land use, strategic planning decisions
- Benchmarking to other communities
Facets of Community Livability

- Economy
- Mobility
- Inclusivity & Engagement
- Community Design
- Education, Arts, & Culture
- Utilities
- Health & Wellness
- Safety
- Parks & Recreation
- Natural Environment

THE NCS™
THE NATIONAL COMMUNITY SURVEY™
The National Community Survey in Arlington Heights

The NCS for Arlington Heights
- First time conducting The NCS
- Survey conducted from March 24, 2023 – May 6, 2023
- Mailing approach employed:
  - Probability-based sample of 2,800 randomly selected households
  - 523 total responses received
  - 19% overall response rate
  - Non-probability, open-participation survey: 343 responses
- Results statistically weighted to reflect Arlington Heights overall
- 95% confidence interval with a +/- 4% margin of error
Polco’s Benchmarking Database

More than 600 comparison communities across the nation.
Polco’s Benchmarking Database

**Community Population by Type of Jurisdiction**

- 10,000 or less: 2% Place (Municipality), 16% County
- 10,001-20,000: 8% Place (Municipality), 14% County
- 20,001-50,000: 10% Place (Municipality), 21% County
- 50,001-100,000: 12% Place (Municipality), 21% County
- 100,001-200,000: 10% Place (Municipality), 21% County
- 200,001-500,000: 5% Place (Municipality), 28% County
- more than 500,000: 3% Place (Municipality), 19% County

**Year Surveys Were Conducted**

- 1987-1996: 2% % of community’s most recent survey, 2% % of all surveys
- 1997-2001: 5% % of community’s most recent survey, 8% % of all surveys
- 2002-2006: 12% % of community’s most recent survey, 17% % of all surveys
- 2007-2011: 19% % of community’s most recent survey, 26% % of all surveys
- 2012-2016: 29% % of community’s most recent survey, 31% % of all surveys
- 2017-2022: 17% % of community’s most recent survey, 31% % of all surveys
Overview of Survey Results
Facets of Community Livability: Quality

PERCENT EXCELLENT or GOOD

- Overall economic health: 87%
- Overall quality of the transportation system: 64%
- Overall design or layout of residential and commercial areas: 83%
- Overall quality of the utility infrastructure: 77%
- Overall feeling of safety: 88%
- Overall quality of natural environment: 77%
- Overall quality of parks and recreation opportunities: 85%
- Overall health and wellness opportunities: 87%
- Overall opportunities for education, culture, and the arts: 85%
- Residents' connection and engagement with their community: 76%

COMPARISON TO NATIONAL BENCHMARK:
- Higher
- Similar
- Lower
# Facets of Community Livability: Importance

<table>
<thead>
<tr>
<th>PERCENT ESSENTIAL OR VERY IMPORTANT</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall economic health</td>
<td>93%</td>
</tr>
<tr>
<td>Overall quality of the transportation system</td>
<td>74%</td>
</tr>
<tr>
<td>Overall design or layout of residential and commercial areas</td>
<td>67%</td>
</tr>
<tr>
<td>Overall quality of the utility infrastructure</td>
<td>91%</td>
</tr>
<tr>
<td>Overall feeling of safety</td>
<td>92%</td>
</tr>
<tr>
<td>Overall quality of natural environment</td>
<td>80%</td>
</tr>
<tr>
<td>Overall quality of parks and recreation opportunities</td>
<td>87%</td>
</tr>
<tr>
<td>Overall health and wellness opportunities</td>
<td>71%</td>
</tr>
<tr>
<td>Overall opportunities for education, culture, and the arts</td>
<td>70%</td>
</tr>
<tr>
<td>Residents’ connection and engagement with their community</td>
<td>63%</td>
</tr>
</tbody>
</table>

**COMPARISON TO NATIONAL BENCHMARK:**

- Higher
- Similar
- Lower

_**Comparison to National Benchmark:**_
Balancing Quality and Importance

The graph illustrates the balance between the importance and quality of various factors. Points represent different aspects such as Health and wellness, Education, arts, and culture, Parks and recreation, Safety, Economy, Community design, Natural environment, Inclusivity and engagement, Mobility, and Utilities. Each point is plotted on a grid where the x-axis represents importance and the y-axis represents quality. The green star highlights a specific point that might indicate a focus area or priority.
Comparisons to National Benchmarks

- 51 received more positive ratings
- 71 received similar ratings
- 0 received more negative ratings
Key Findings
Arlington Heights residents experience a high quality of life and a strong sense of community.
Overall Community Quality

9 in 10 residents gave **excellent** or **good** ratings to:
- The overall quality of life in Arlington Heights
- Arlington Heights as a place to live
- Arlington Heights as a place to raise children

9 in 10 residents also:
- Would recommend living in Arlington Heights
- Plan to remain in Arlington Heights for the next 5 years
Residents generally feel safe in Arlington Heights but continue to prioritize safety within the community.
Safety in Arlington Heights

Overall feeling of safety in Arlington Heights:
- Excellent: 40%
- Good: 48%
- Fair: 9%
- Poor: 3%

Please rate how safe or unsafe you feel:

- From property crime: 80%
- From violent crime: 90%
- In your neighborhood during the day: 96%
- In Arlington Heights downtown area during the day: 95%
- From fire, flood, or natural disaster: 89%
Safety Services in Arlington Heights

- 98% Fire services
- 97% Ambulance/Emergency medical services
- 86% Police services
- 88% Fire prevention/education

Percent excellent or good
All similar to national benchmarks
Arlington Heights’ educational and cultural opportunities are a valued aspect of the community.
Education, Arts, and Culture in Arlington Heights

Overall opportunities for education, culture and the arts

- Excellent: 37%
- Good: 47%
- Fair: 14%
- Poor: 2%

Please rate each of the following in the Arlington Heights community:

- Public library services: 98%
- K-12 education: 88%
- Adult educational opportunities: 82%
- Opportunities to attend cultural/music/art activities: 82%
- Opportunities to attend special events and festivals: 78%
- Overall community support of the arts: 80%

PERCENT EXCELLENT OR GOOD
16. Did you attend any of the following events hosted by the Village in the last two years?

<table>
<thead>
<tr>
<th>Event</th>
<th>Attended</th>
<th>Chose not to attend</th>
<th>Did not know about</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Alfresco Outdoor Dining Experience (May – September)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Sounds of Summer Concerts (Thursdays &amp; Fridays in mid-June – July)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Harmony Fest featuring the Taste of Arlington Heights (End of September)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Autumn Harvest (First Saturday of October)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Community Open House with Police, Fire, &amp; Public Works (Second Saturday of October)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Tree Lighting and events at Harmony Park (Friday after Thanksgiving)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
### Village Event Attendance

<table>
<thead>
<tr>
<th>Event</th>
<th>Attended</th>
<th>Chose not to attend</th>
<th>Did not know about</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Alfresco Outdoor Dining Experience</td>
<td>69%</td>
<td>12%</td>
<td>19%</td>
</tr>
<tr>
<td>Sounds of Summer Concerts</td>
<td>50%</td>
<td>31%</td>
<td>19%</td>
</tr>
<tr>
<td>Harmony Fest</td>
<td>45%</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>Autumn Harvest</td>
<td>30%</td>
<td>31%</td>
<td>37%</td>
</tr>
<tr>
<td>Open House with Police, Fire, &amp; Public Works</td>
<td>10%</td>
<td>40%</td>
<td>50%</td>
</tr>
<tr>
<td>Tree Lighting at Harmony Park</td>
<td>31%</td>
<td>49%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Residents appreciate many aspects of the local economy but show concern about general affordability and their own economic outlook.
The Economy in Arlington Heights

Overall economic health of Arlington Heights

- Excellent: 30%
- Good: 57%
- Fair: 12%
- Poor: 1%

Please rate each of the following in the Arlington Heights community:

- Arlington Heights as a place to work: 74%
- Arlington Heights as a place to visit: 76%
- Overall quality of business and service establishments: 88%
- Variety of business and service establishments: 79%
- Vibrancy of downtown/commercial area: 87%
- Shopping opportunities: 69%
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive: 3%
- Somewhat positive: 14%
- Neutral: 43%
- Somewhat negative: 33%
- Very negative: 7%

Please rate each of the following in the Arlington Heights community:

- Availability of affordable quality housing: 30%
- Availability of employment opportunities: 58%
- Cost of living: 40%
14. Have you visited the Village's Arlington Park Redevelopment webpage (www.vah.com/arlingtonpark) for updates regarding this project?
   - Yes (skip to Question 16)
   - No (continue to Question 15)

15. If you have not visited the Village's Arlington Park Redevelopment page, why not?
   - I did not know about the website
   - I did not know about the project
   - Other
If you have not visited the Village's Arlington Park Redevelopment website, why not?

- I did not know about the website: 68%
- I did not know about the project: 28%
- Other: 5%
Summary of Conclusions

• Arlington Heights residents experience a high quality of life and a strong sense of community.

• Residents generally feel safe in Arlington Heights but continue to prioritize safety within the Village.

• Arlington Heights’ educational and cultural opportunities are a valued aspect of the community.

• Residents appreciate many aspects of the local economy but show concern about general affordability and their own economic outlook.
Debriefing The Survey Results

- What findings did you expect?
- What findings were surprising?
- Are there areas where you need to dig deeper?
- In what areas should you focus?
Continue Resident Engagement on Polco

Don't let the community input and dialogue conclude with the survey.

Post

- Library of professional civic content
- Easily post custom surveys & polls

Share

- Representative samples of households
- Accumulating residents on digital panels

Analyze

- Maps, trendlines and dashboards
- Advanced benchmarking analyses
Polco Performance Dashboards

- More participation
- Good government
- More informed participation
- Data driven performance management
- Better balanced participation
- Save staff time and effort

Subscriber Growth Over Time (per month)

- Jun 13, 2023: 16 New Subscribers
- 839 Total Subscribers

Total Responses: 641

2.65% in the last 30 days
Questions?
Thank you!

Joe Dell’Olio
Senior Survey Associate
Polco/National Research Center
joe@polco.us