

The Village of Arlington Heights 2017 Customer Relations Survey Report

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EXECUTIVE SUMMARY

Introduction

At the request of the Village of Arlington Heights, the Northern Illinois University's Center for Governmental Studies (CGS) conducted a mixed-mode (internet and mail) survey of Arlington Heights residents to determine their opinions of the customer service received from the Village.

The survey was designed to assess the following topics:

- perceptions of overall quality of services and programs provided by the Village of Arlington Heights,
- perceptions of the customer service received from the Village of Arlington Heights, and
- opinions of the Village of Arlington Heights' communications.

An invitation email that briefly explained the purpose of the survey and provided a unique link to the survey was sent to 2,200 randomly selected Arlington Heights households. Two weeks later, a letter that included the web address of the online survey and a unique password to access the online survey, a hardcopy questionnaire, as well as a description of the programs and services offered by the Village of Arlington Heights was mailed to non-responding households. Up to four email reminders were also sent to non-responding households.

A total of 511 households completed the survey.

Key Findings

- The majority (92.4%) of the responding residents rate the overall quality of services and programs provided by the Village of Arlington Heights as either excellent or good.
- The main reason for rating the overall quality of the services and programs as excellent or good is that they have not had any problems with the services and programs provided by the Village (32.3%), followed by the staff are professional, helpful, and knowledgeable (10.6%) and the Village provides prompt response (9.5%).
- The respondents provide various reasons for rating the overall quality of services and programs as fair or poor including:
 - they experienced sewer problems (18.8%);
 - they experienced police problems (18.8%);

- poor customer service is provided by Village staff (18.8%);
 - communication of Village services and programs is lacking (12.5%); and
 - street maintenance is poor (12.5%).
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- When the respondents were asked what additional services or programs they would like to see the Village of Arlington Heights provide almost one-fourth (23.0%) do not know and 10.9% indicate none. The most frequent suggestions are improve the leaf removal method (12.1%), improve maintenance and repair of roads (4.2%), increase senior services and programs (3.6%), improve police enforcement of traffic violations (3.0%), and decrease taxes (3.0%).
 - Two-thirds (66.9%) of the responding residents have had contact with the Village of Arlington Heights in the past two years.
 - Almost all (91.1%) of the residents who have had contact with the Village of Arlington Heights report that they did not have difficulty finding out who the appropriate staff person was to contact.
 - Most (81.9%) of the residents state that one staff person was able to assist them to get the information they needed or to resolve their concern.
 - Almost all (95.8%) of the residents think that the Village of Arlington Heights staff were knowledgeable, with 69.6% indicating the staff were very knowledgeable.
 - More than three-fourths (78.3%) of residents think the Village of Arlington Heights staff are very courteous and 15.1% of residents believe the staff are somewhat courteous.
 - The majority (95.2%) of residents think that the Village of Arlington Heights are very professional (77.6%) or somewhat professional (17.6%).
 - Slightly more than nine out of ten (91.4%) residents believe that the Village of Arlington Heights staff responded to their inquiry in a timely manner.
 - Most residents rate their overall experience with their most recent contact with the Village of Arlington Heights as excellent (58.1%) or good (24.0%).

- Of the 74.4% of residents that have visited the Village of Arlington Heights' website, the majority (94.5%) think the information on the website was helpful to them, with 36.1% indicating it was very helpful.
- More than three-fourths (77.5%) of responding residents think that written communication received from the Village of Arlington Heights is helpful.
- In the past two years, 16.3% of the responding residents have watched the Village's cable access channel, 55.6% have not watched the Village's cable access channel, and 28.2% are unaware of the Village's cable access channel.
- Most (89.5%) responding residents are satisfied with the job the Village of Arlington Heights does in providing information to residents, with 31.7% indicating they are very satisfied.
- The two main sources of information about the Village of Arlington Heights are family, friends, and/or neighbors (55.2%) and local newspapers (51.0%), followed closely by the Village website (44.1%). The two most preferred methods of getting information about the Village are local newspapers (27.6%) and the Village website (25.2%), followed closely by website e-alerts (19.4%).

Introduction

[Background and Purpose](#)

At the request of the Village of Arlington Heights, the Northern Illinois University's Center for Governmental Studies (CGS) conducted a mixed-mode (internet and mail) survey of Arlington Heights residents to determine their opinions of the customer service received from the Village. The survey was conducted from mid- November to early January. The survey findings will be used to assist the Village of Arlington Heights to identify areas of customer service that need improvement.

[Methodology](#)

A questionnaire was developed by CGS with input from the Village of Arlington Heights staff (See Appendix A). The questionnaire was designed to assess the following topics:

- perceptions of overall quality of services and programs provided by the Village of Arlington Heights,
- perceptions of the customer service received from the Village of Arlington Heights, and
- opinions of the Village of Arlington Heights' communications.

The questionnaire was programmed in CGS' online survey software and was formatted for mailing.

The households to be surveyed were obtained from the Marketing Systems Group (MSG), a survey research sampling firm. A total of 2,200 households were randomly selected. For each household MSG provided a name, mailing address, and email address.

An invitation email that briefly explained the purpose of the survey and provided a unique link to the survey was sent to the sampled households on November 16, 2017 (See Appendix A). Two weeks later, a letter that included the web address of the online survey and a unique password to access the online survey, a hardcopy questionnaire, as well as a description of the programs and services offered by the Village of Arlington Heights was mailed to non-responding households (See Appendix A). Up to four email reminders were also sent to non-responding households.

A total of 511 households completed the survey. A total of 261 internet surveys were completed and 250 mail surveys were completed.

[Analysis](#)

Frequencies of responses for all questions were produced overall, as well as crosstabs by zip code, years living in the Village of Arlington Heights, and demographic variables. Chi-square tests were conducted to determine statistically significant differences between groups. Only statistically significant differences at the $p < .05$ level are included in the report.

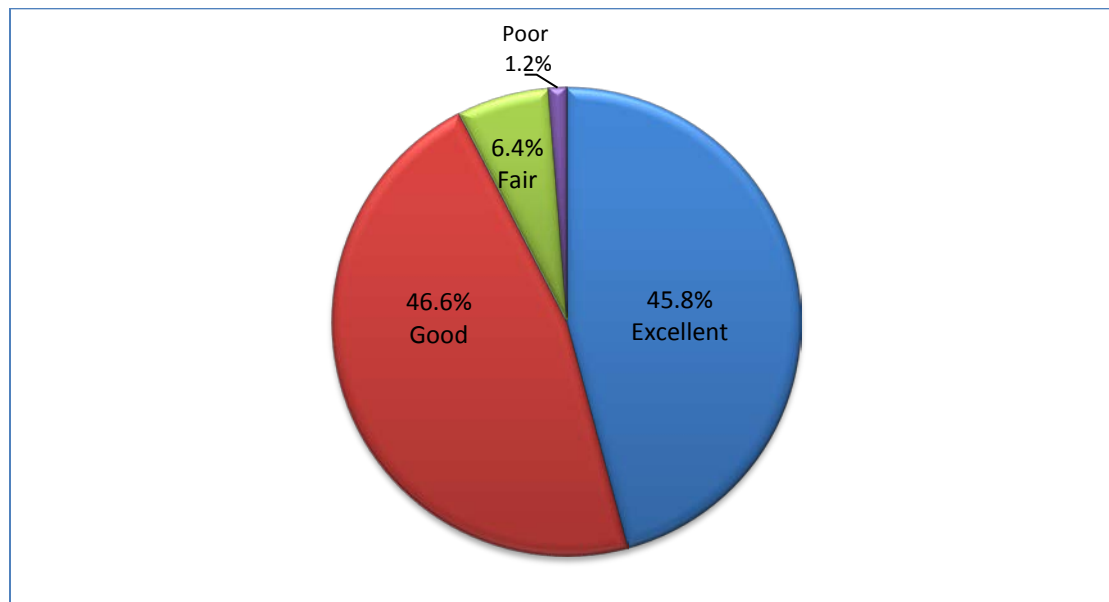
Key Findings

[Village Services and Programs](#)

The survey began with a set of questions about residents' perceptions of the services and programs provided by the Village of Arlington Heights. The residents were asked to rate the overall quality of the services and programs and then asked why they gave the rating they did. The residents were also asked what additional services or programs they would like to see the Village of Arlington Heights provide.

The majority (92.4%) of the responding residents rate the overall quality of services and programs provided by the Village of Arlington Heights as either excellent or good (Figure 1).

Figure 1: Rating of Overall Quality of Services and Programs Provided by the Village
In general, how would you rate the overall quality of services and programs provided by the Village of Arlington Heights?



No statistically significant differences are found for the rating of overall quality of services and programs provided by the Village of Arlington Heights by respondents' gender, age, race/ethnicity, annual household income, zip code, and years living in Arlington Heights.

Those respondents who rated the overall quality of the services and programs as excellent or good were asked why they gave that rating. The respondents provide a variety of reasons for giving the rating of excellent or good. The main reason is that they have not had any problems with the services and programs provided by the Village (32.3%), followed by the staff are

professional, helpful, and knowledgeable (10.6%) and the Village provides prompt response (9.5%) (Table 1). See Appendix B for verbatim comments.

Table 1: Reasons for Rating the Overall Quality of the Services and Programs as Excellent or Good

Reasons	Percent
Have had no problems	32.3
Staff are professional, helpful, and knowledgeable	10.6
Village provides prompt response	9.5
Police Department is good/Village is safe	6.3
Village provides numerous services/programs	5.8
Services/programs meet needs	5.3
Village is well run	4.2
Have had good experiences	4.2
Village is clean	3.7
Services/programs could be better	3.7
Fire Department is good	3.2
Senior Center is good	2.1
Streets are well maintained	1.6
Garbage pickup is good	1.6
Other	29.1

Those respondents who rated the overall quality of the services and programs as fair or poor were asked why they gave that rating. The respondents provide various reasons for giving the rating of fair or poor. The main reasons are:

- they experienced sewer problems (18.8%);
- they experienced police problems (18.8%);
- poor customer service is provided by Village staff (18.8%);
- communication of Village services and programs is lacking (12.5%); and
- street maintenance is poor (12.5%) (Table 2).

See Appendix B for verbatim comments.

Table 2: Reasons for Rating the Overall Quality of the Services and Programs as Fair or Poor

Reasons	Percent
Sewer system problems	18.8%
Police problems	18.8%

Poor customer service provided by Village staff	18.8%
Communication of Village services/programs is lacking	12.5%
Poor street maintenance	12.5%
Other	43.8%

When the respondents were asked what additional services or programs they would like to see the Village of Arlington Heights provide almost one-fourth (23.0%) do not know and 10.9% indicate none. The most frequent suggestions are improve the leaf removal method (12.1%), improve maintenance and repair of roads (4.2%), increase senior services and programs (3.6%), improve police enforcement of traffic violations (3.0%), and decrease taxes (3.0%) (Table 3). See Appendix B for verbatim comments.

Table 3: Suggestions for Additional Services or Programs the Village of Arlington Heights Could Provide

Suggestions	Percent
Don't know	23.0
Improve leaf removal method	12.1

None	10.9
Improve maintenance/repair of roads	4.2
Increase senior services/programs	3.6
Improve police enforcement of traffic violations	3.0
Decrease taxes	3.0
Improve tree maintenance	2.4
Improve snow removal service	2.4
Be more pet friendly	2.2
Village should improve customer service	1.8
Village should improve communication about services/programs	1.8
More economic development	1.8
Allow for more community input/involvement	1.2
Expand Village Hall hours	1.2
Improve street lighting	1.2
Increase downtown parking	1.2
Increase public transportation	1.2
Other	29.1

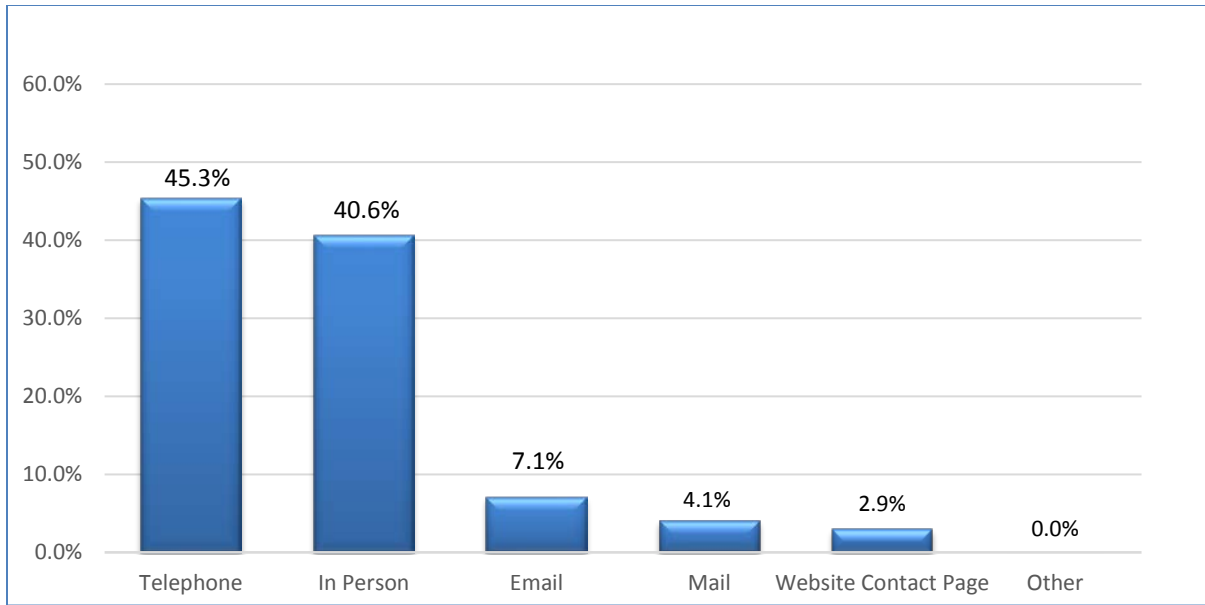
Village Customer Service

Two-thirds (66.9%) of the responding residents have had contact with the Village of Arlington Heights in the past two years. These residents were asked a series of questions regarding their experiences and perceptions of the customer service they received during their most recent contact with the Village of Arlington Heights. They were asked about the method used to contact the Village, which Department they contacted, the main reason for the contact, their perceptions of the Village staff, and their overall satisfaction.

Most of the residents contacted the Village either by telephone (45.3%) or in person (40.6%) (Figure 2).

Figure 2: Method Used to Contact the Village of Arlington Heights

Thinking about your most recent contact with the Village of Arlington Heights, how did you contact the Village?



No statistically significant differences are found for the method used to contact the Village of Arlington Heights by respondents' gender, age, race/ethnicity, annual household income, zip code, and years living in Arlington Heights.

The most frequent departments contacted are Public Works (21.8%) and Finance (19.4%), followed by Police (12.9%). A total of 11.8% of residents do not know or are unsure which Department they contacted (Table 4).

Table 4: Village Department Contacted

Thinking about your most recent contact with the Village of Arlington Heights, with which Department did you have contact?

Department	Percent
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Public Works	21.8
Finance	19.4
Police	12.9
Building and Life Safety	7.6
Engineering	7.1
Senior Center	5.3
Planning and Community Development	4.1
Health and Human Services	3.5
Village Manager's/Mayor's Office	2.4
Legal	1.2
Fire	1.2
Human Resources	0.6
Other	1.2
Don't Know/Unsure	11.8

No statistically significant differences are found for the Department contacted by respondents' gender, age, race/ethnicity, annual household income, zip code, and years living in Arlington Heights.

The most frequent reasons for contacting the Village of Arlington Heights include:

- permit (17.8%),
- trees (11.7%),
- vehicle sticker (9.2%),
- water bill payment (8.0%),
- street repair (5.5%), and
- flooding or water ponding (4.3%) (Table 5).

Table 5: Main Reason for Contacting the Village of Arlington Heights
What was your main reason for contacting the Village of Arlington Heights?

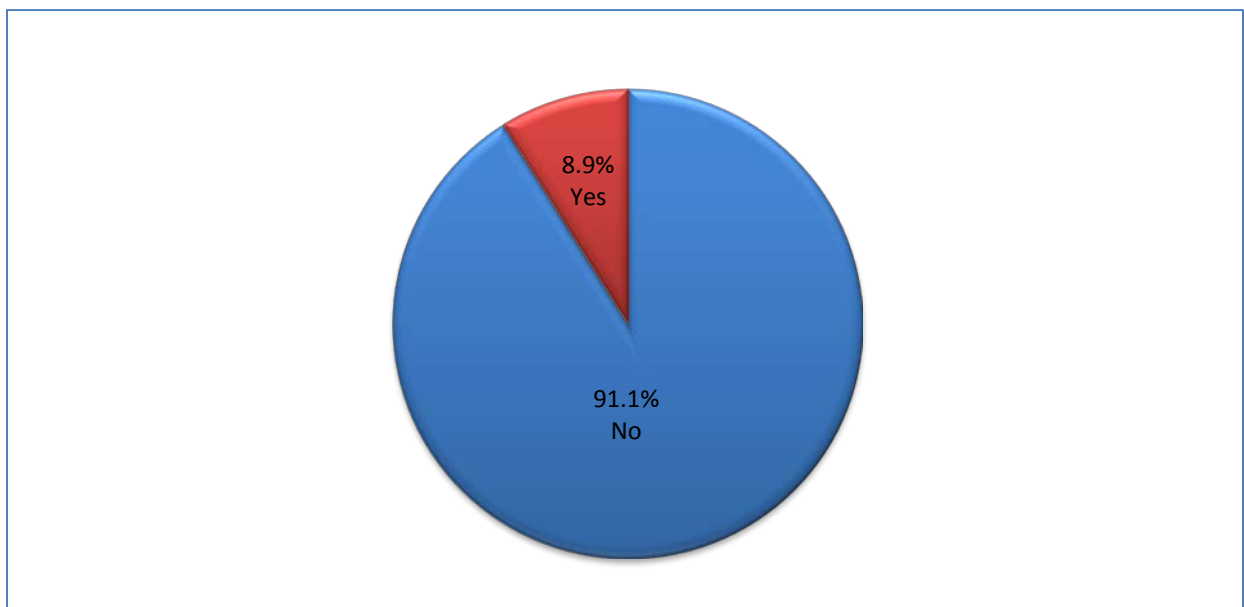
Reason	Percent
Permit	17.8
Trees	11.7

Vehicle sticker	9.2
Water bill payment	8.0
Street repair	5.5
Flooding or water ponding	4.3
Garbage pickup	1.8
Designation of property (zoning)	1.8
Speak with the Village Manager's/Mayor's Office	1.8
Street lighting	1.2
Traffic signals/crossings	1.2
Employment	1.2
Snow plowing	0.6
Other	33.7

No statistically significant differences are found for the main reason for contacting the Village by respondents' gender, age, race/ethnicity, annual household income, zip code, and years living in Arlington Heights.

Almost all (91.1%) of the residents report that they did not have difficulty finding out who the appropriate staff person was to contact (Figure 3).

Figure 3: Whether They Had Difficulty Finding Out the Appropriate Staff Person to Contact
Did you have difficulty finding out who the appropriate staff person was to contact?

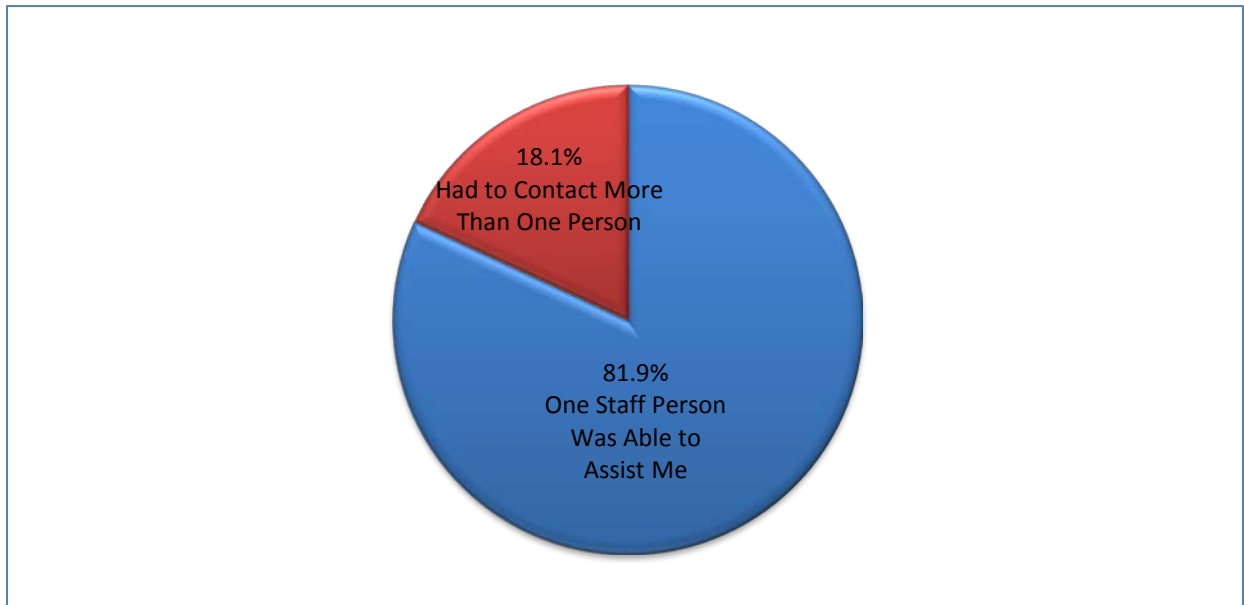


No statistically significant differences are found for whether they had difficulty finding out the appropriate staff person to contact by respondents' gender, age, race/ethnicity, annual household income, zip code, and years living in Arlington Heights.

Most (81.9%) of the residents state that one staff person was able to assist them to get the information they needed or to resolve their concern (Figure 4).

Figure 4: Whether One Staff Person Was Able to Assist Them or Whether They Had to Contact More Than One Staff Person

Was one staff person able to assist you or did you have to contact more than one staff person to get the information you needed or resolve your concern?

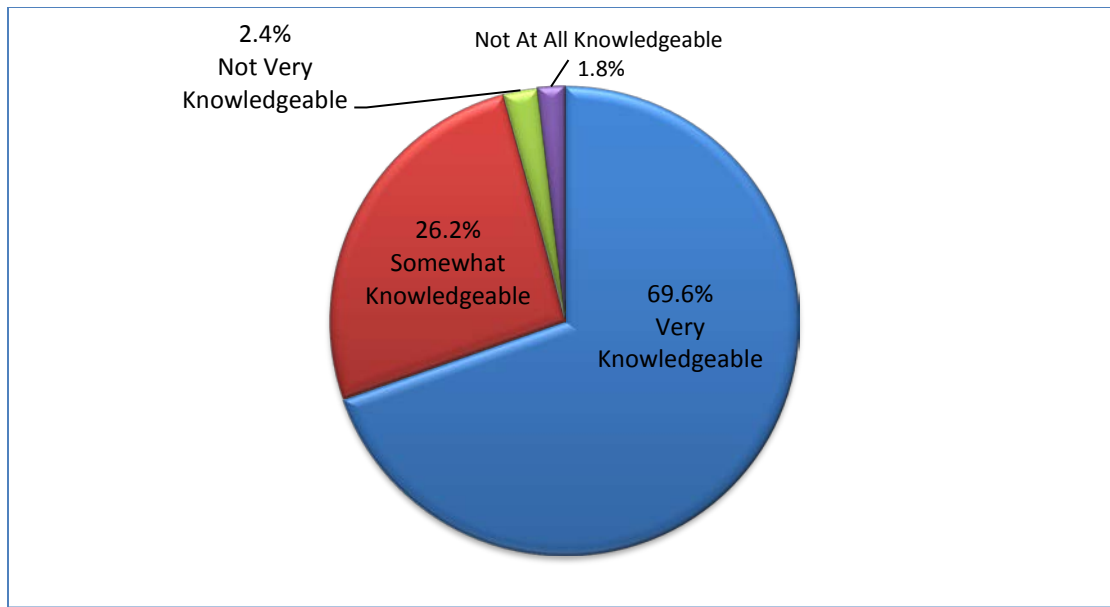


No statistically significant differences are found for whether one staff person was able to assist them or whether they had to contact more than one staff person by respondents' gender, age, race/ethnicity, annual household income, zip code, and years living in Arlington Heights.

Almost all (95.8%) of the residents think that the Village of Arlington Heights staff were knowledgeable, with 69.6% indicating the staff were very knowledgeable (Figure 5).

Figure 5: Rating of How Knowledgeable the Staff Were

During your most recent contact with the Village of Arlington Heights, how knowledgeable were the staff?

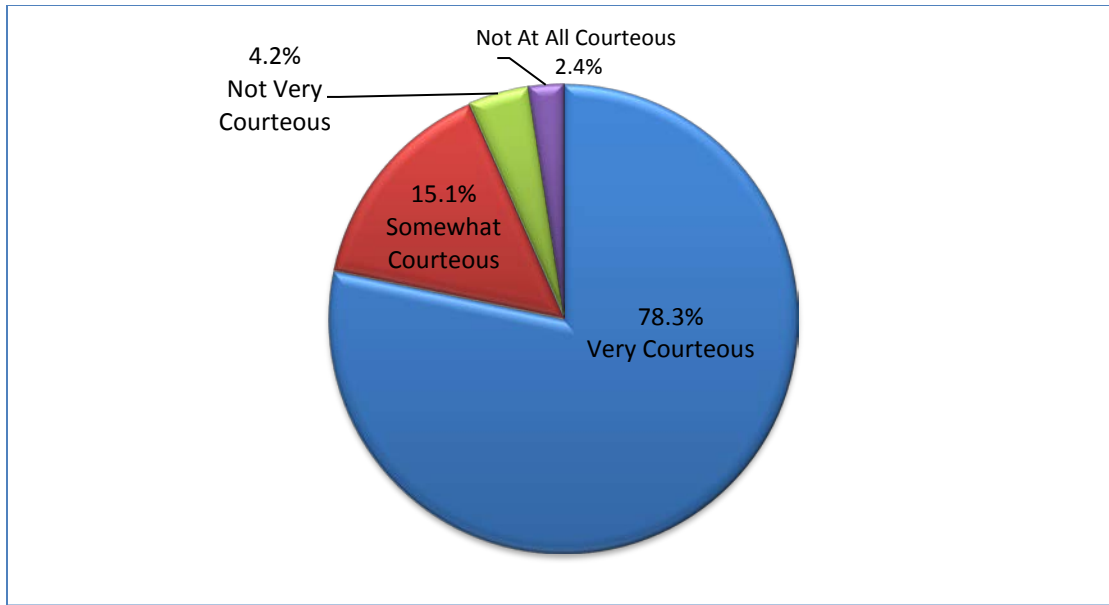


No statistically significant differences are found for the rating of how knowledgeable the staff were by respondents' gender, age, race/ethnicity, annual household income, zip code, and years living in Arlington Heights.

More than three-fourths (78.3%) of residents think the Village of Arlington Heights staff are very courteous and 15.1% of residents believe the staff are somewhat courteous (Figure 6).

Figure 6: Rating of How Courteous the Staff Were

During your most recent contact with the Village of Arlington Heights, how courteous were the staff?



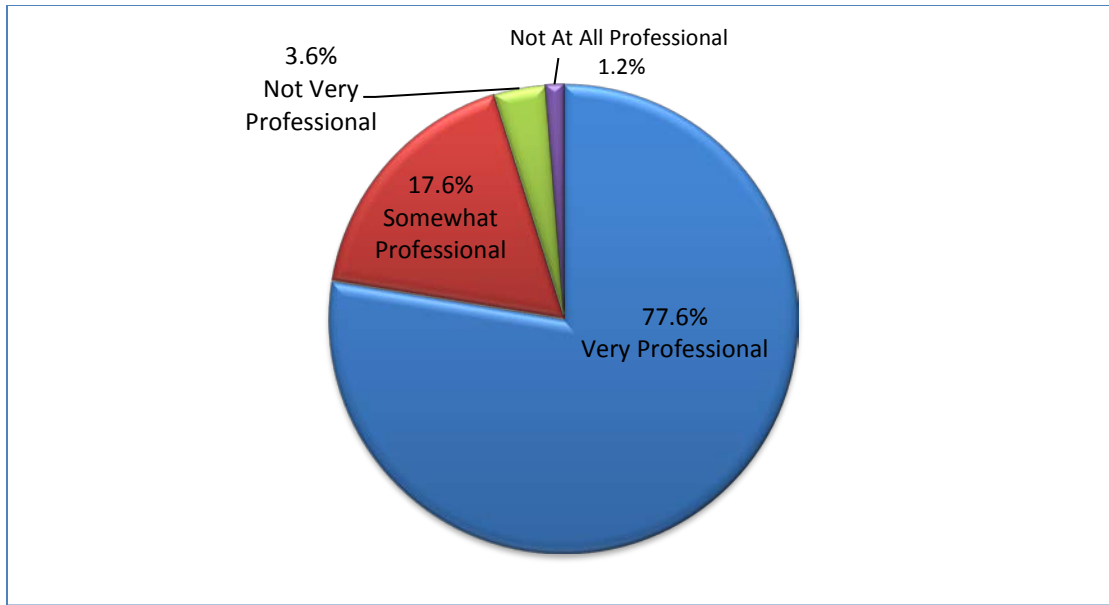
Those residents who live in zip code 60005 (72.1%) are less likely than those residents who live in zip code 60004 (82.7%) to indicate that the Village staff were very courteous.

Those residents who are less than 45 years of age (56.3%) are less likely than those residents who are 45 years of age or more (84.1%) to indicate that the Village staff are very courteous.

The majority (95.2%) of residents think that the Village of Arlington Heights are very professional (77.6%) or somewhat professional (17.6%) (Figure 7).

Figure 7: Rating of How Professional the Staff Were

During your most recent contact with the Village of Arlington Heights, how professional were the staff?

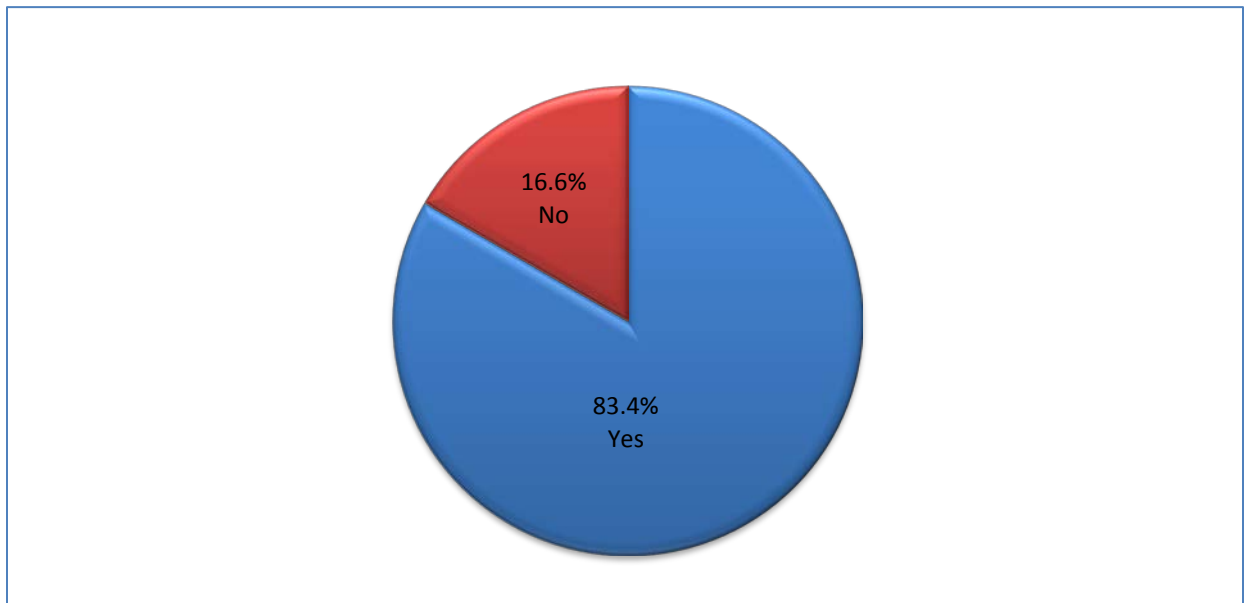


Those residents who live in zip code 60005 (70.7%) are less likely than those residents who live in zip code 60004 (82.1%) to indicate that the Village staff were very professional.

More than four-fifths (83.4%) of residents state that the staff took time to explain and make sure the information provided was understood or how their concern would be addressed (Figure 8).

Figure 8: Whether the Staff Took the Time to Explain and Make Sure the Information Provided Was Understood or How Their Concern Would be Addressed

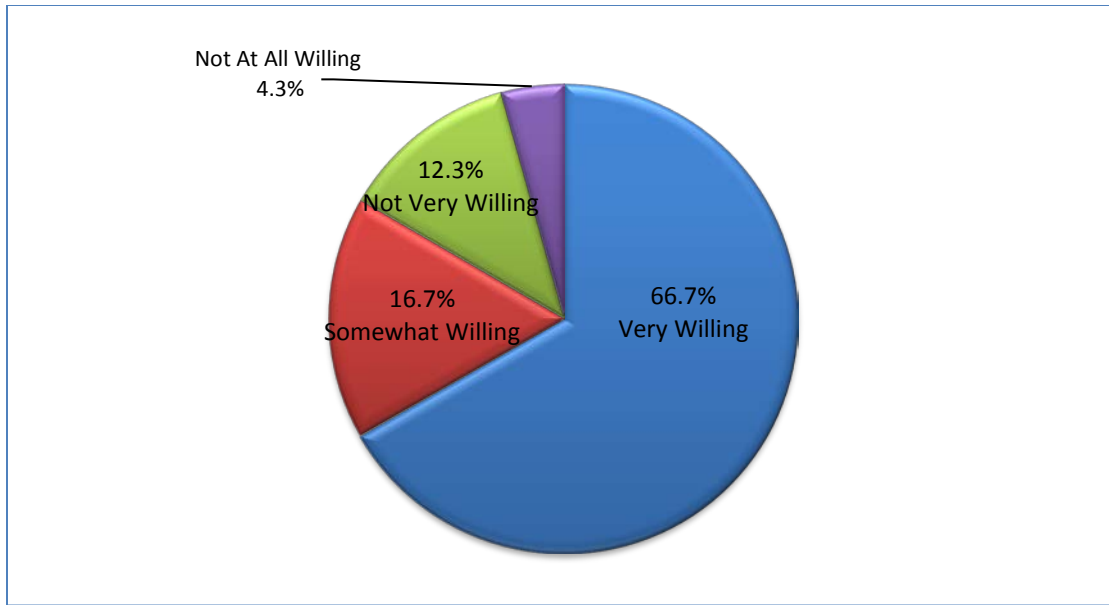
During your most recent contact with the Village of Arlington Heights, did the staff take the time to explain and make sure you understood the information they provided or how your concern would be addressed?



Those residents who live in zip code 60005 (74.1%) are less likely than those residents who live in zip code 60004 (89.4%) to indicate that the Village staff took the time to explain and make sure the information provided was understood or how their concern would be addressed.

Most (83.4%) residents indicate that the Village of Arlington Heights staff were willing to help them further and follow-up, if necessary, on their inquiry, with two-thirds (66.7%) indicating the staff were very willing (Figure 9).

Figure 9: Willingness of Village Staff to Help Further and Follow-up on Inquiry
During your most recent contact with the Village of Arlington Heights, how willing was the staff to help you further and follow-up, if necessary, on your inquiry?

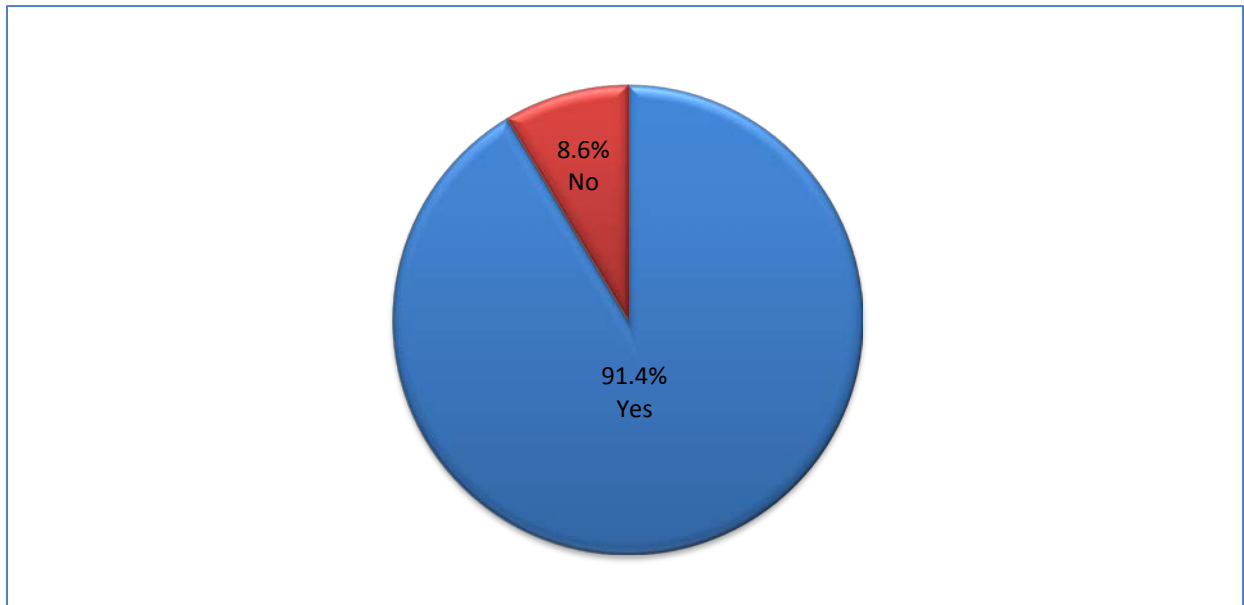


Those residents who live in zip code 60005 (57.6%) are less likely than those residents who live in zip code 60004 (72.5%) to indicate that the Village staff were very willing to help further and follow-up, if necessary, on their inquiry.

The percentage of residents who indicate that the Village staff were very willing to help further and follow-up, if necessary, on their inquiry increases with increasing age (less than 45 years of age, 45.5%; 45-64 years of age, 66.2%; 65 years of age or more, 81.1%).

Slightly more than nine out of ten (91.4%) residents believe that the Village of Arlington Heights staff responded to their inquiry in a timely manner (Figure 10).

Figure 10: Whether the Staff Responded to the Inquiry in a Timely Manner
Did the staff respond to your inquiry in a timely manner (within 24 hours, excluding weekends/holidays)?

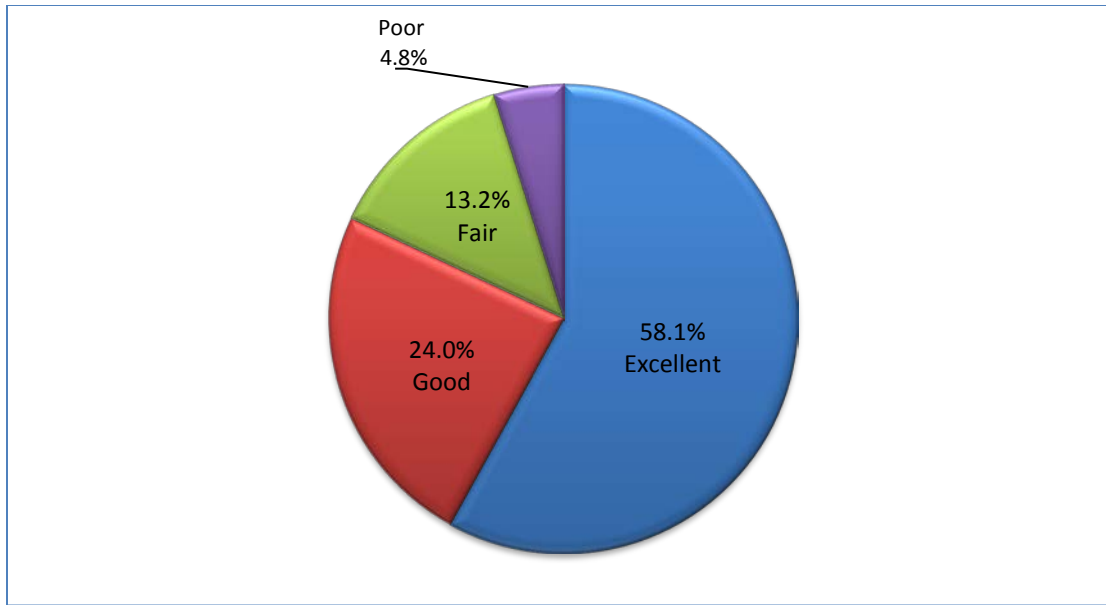


Those residents who live in zip code 60005 (84.5%) are less likely than those residents who live in zip code 60004 (96.1%) to indicate that the Village staff responded to their inquiry in a timely manner.

Lastly, the residents were asked to rate their overall experience with their most recent contact with the Village of Arlington Heights. Most residents rate their overall experience as excellent (58.1%) or good (24.0%) (Figure 11).

Figure 11: Rating of Overall Experience with the Most Recent Contact with the Village of Arlington Heights

How would you rate your overall experience with your most recent contact with the Village of Arlington Heights?



Those residents who live in zip code 60005 (53.3%) are less likely than those residents who live in zip code 60004 (61.3%) to rate their overall experience with their most recent contact with the Village as excellent. Also, those residents who live in zip code 60005 (21.7%) are more likely than those residents who live in zip code 60004 (21.7%) to rate their overall experience with their most recent contact with the Village as fair.

Those respondents who rated their overall experience with the Village as excellent or good were asked why they gave that rating. The main reasons that they rated their overall experience with the Village as good or excellent are that the staff were helpful, knowledgeable, and professional (29.3%), the response was timely (24.2%), good service was provided/most recent contact went well (18.2%), and they resolved the problem/answered question well (15.2%). See Appendix B for verbatim comments.

Those respondents who rated their overall experience with the Village as fair or poor were asked why they gave that rating. The main reasons that they rated their overall experience with the Village as fair or poor are that the Village staff did not resolve their concern (37.9%) and the Village staff were not courteous and professional (24.1%).

A variety of suggestions for improving the customer service provided by the Village of Arlington Heights was provided by responding residents including:

- improve staff training (5.9%),
- improve website (4.7%),
- more timely response (4.7%),

- better follow-up (4.7%), and
- provide information on who to contact for various issues (3.5%) (See Appendix B for verbatim comments).

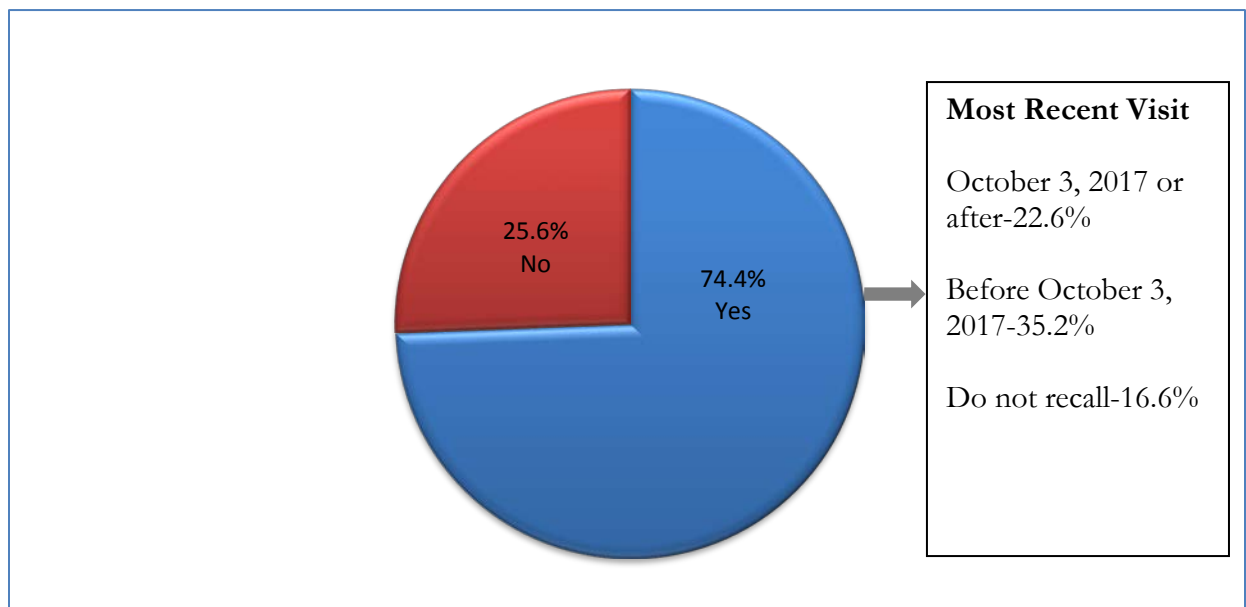
Village Communications

Next, the respondents were asked about the Village communications, including questions about the helpfulness of the Village of Arlington Heights' website, the helpfulness of written communication received from the Village, and the helpfulness of information on the Village's cable access channel. They were also asked questions about their sources of Village information, their most preferred method of getting information about the Village, and their satisfaction with the job the Village of Arlington Heights does in providing information.

Three-fourths (74.4%) of the responding residents have visited the Village of Arlington Heights' website. A new Village of Arlington Heights website was launched on October 3, 2017. Almost one-fourth (22.6%) of these residents most recent visit to the website was on October 3, 2017 or after. A total of 35.2% of these residents most recent visit to the website was before October 3, 2017 and 16.6% do not recall when their most recent visit was to the website (Figure 12).

Figure 12: Whether Visited the Village of Arlington Heights' Website

Have you ever visited the Village of Arlington Heights' website? When was the most recent time that you visited the website?



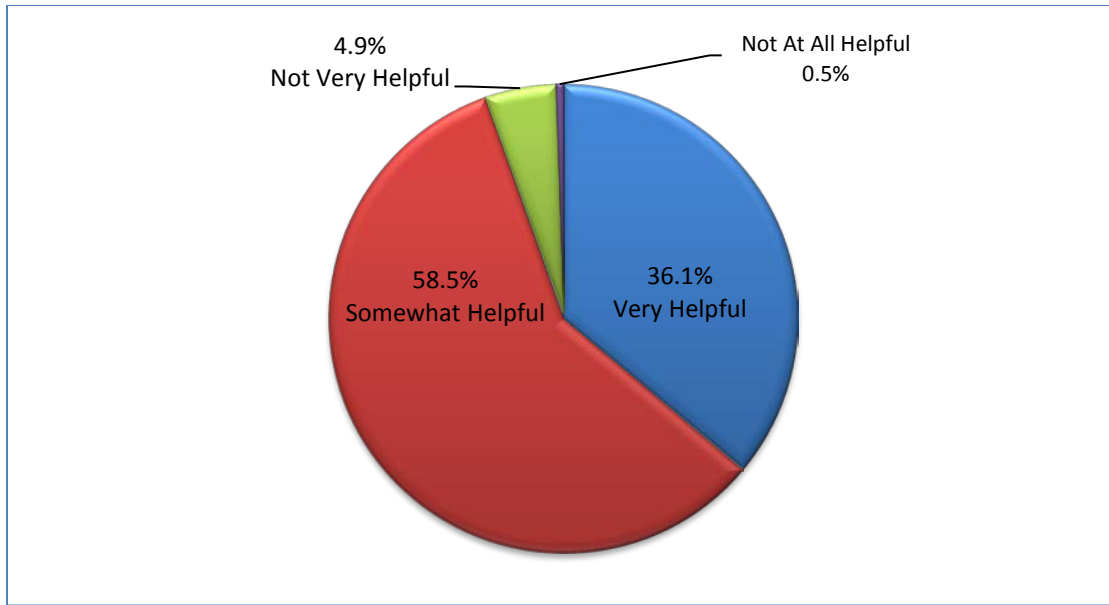
Those residents under the age of 65 (81.5%) are more likely than those residents 65 years of age or more (60.0%) to have visited the Village of Arlington Heights' website.

The percentage of residents that have visited the Village of Arlington Heights' website increases with increasing annual household income (less than \$50,000, 57.7%; \$50,000 to less than \$100,000, 66.2%; \$100,000 or more, 85.6%).

Those residents that have lived in the Village less than five years (58.3%) are less likely than those residents that have lived in the Village 5 to 19 years (82.9%) and those residents who have lived in the Village 20 years or more (74.1%) to have visited the Village of Arlington Heights' website.

Of the responding residents that have visited the Village of Arlington Heights' website, the majority (94.5%) think the information on the website was helpful to them, with 36.1% indicating it was very helpful (Figure 13).

Figure 13: Helpfulness of the Information on the Village's Website
How helpful to you was the information on the website?

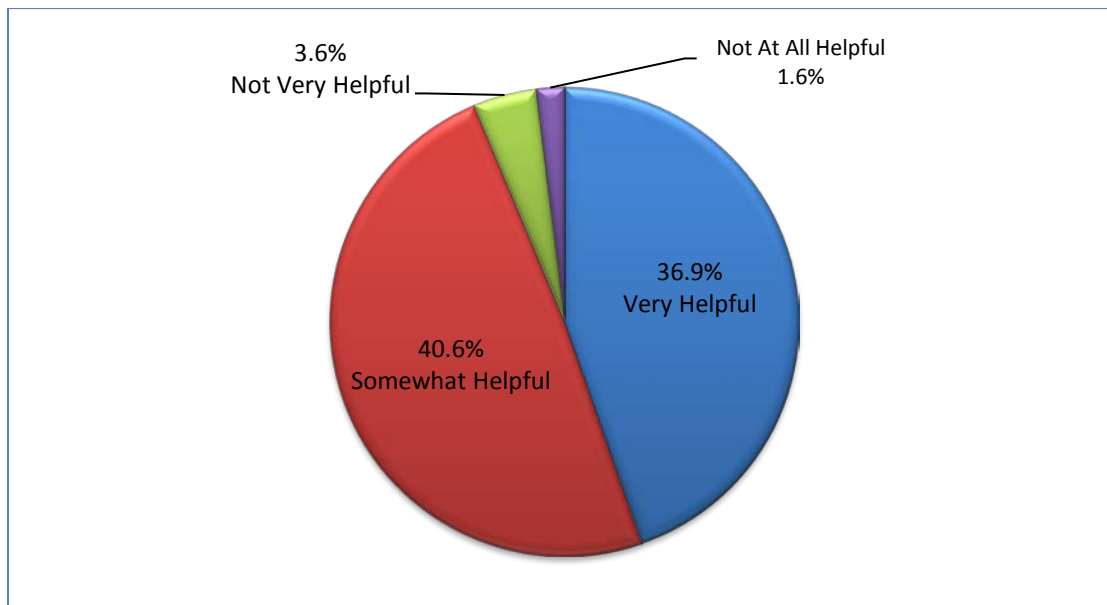


Those residents who visited the Village’s website on October 3, 2017 or after (42.1%) are more likely than those residents who visited the Village’s website before October 2, 2017 (27.8%) to indicate the information on the website is very helpful.

No statistically significant differences are found for the helpfulness of the information on the Village’s website by respondents’ gender, age, race/ethnicity, annual household income, zip code, and years living in Arlington Heights.

More than three-fourths (77.5%) of responding residents think that written communication received from the Village of Arlington Heights is helpful (Figure 14).

Figure 14: Helpfulness of Written Communication Received From the Village
How helpful is any written communication you have received from the Village? Examples would be an article on the website, a letter or notice, a handout, application, doorhanger, form or guide.

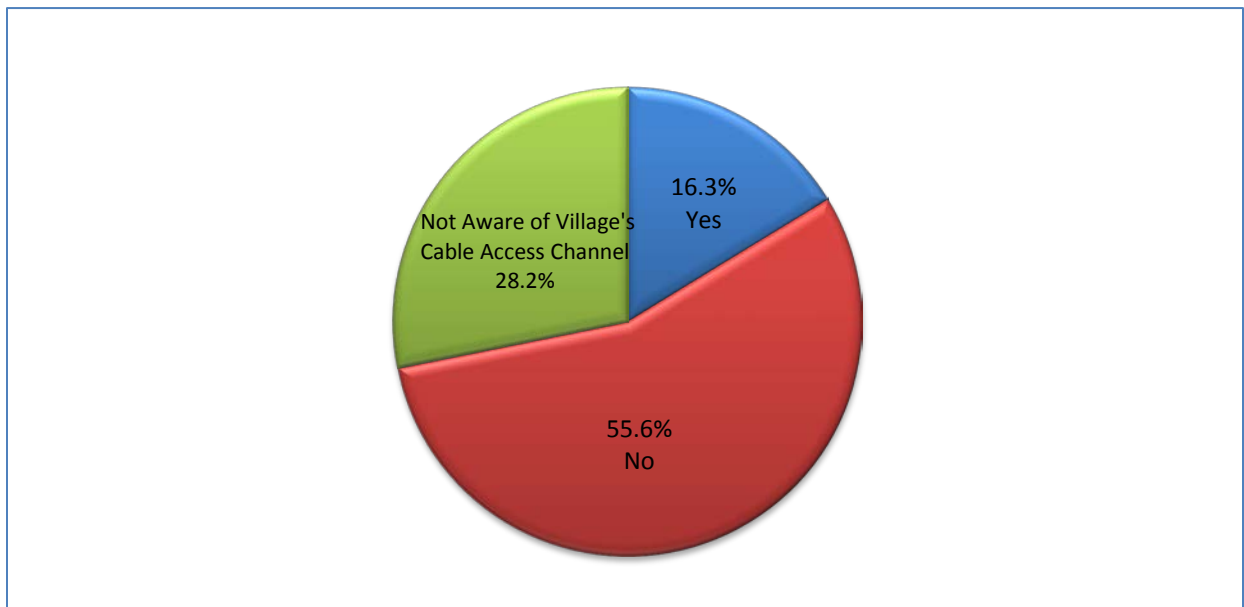


Those residents who live in zip code 60005 (31.0%) are less likely than those residents who live in zip code 60004 (40.5%) to indicate written communication received from the Village is very helpful. Those residents who live in zip code 60005 (21.4%) are more likely than those residents who live in zip code 60004 (15.3%) to indicate they have not received or read written communication from the Village.

Only a few suggestions were provided on how the Village can improve its written communication. The suggestions include update the Village's website more frequently so the information is current and relevant, provide fewer written communications and address important issues only, and provide more information about Village services and amenities by mail. See Appendix B for verbatim comments.

In the past two years, 16.3% of the responding residents have watched the Village's cable access channel, 55.6% have not watched the Village's cable access channel, and 28.2% are not aware of the Village's cable access channel (Figure 15).

Figure 15: Whether They Watched the Village's Cable Access Channel
In the past 2 years, have you watched the Village's cable access channel?



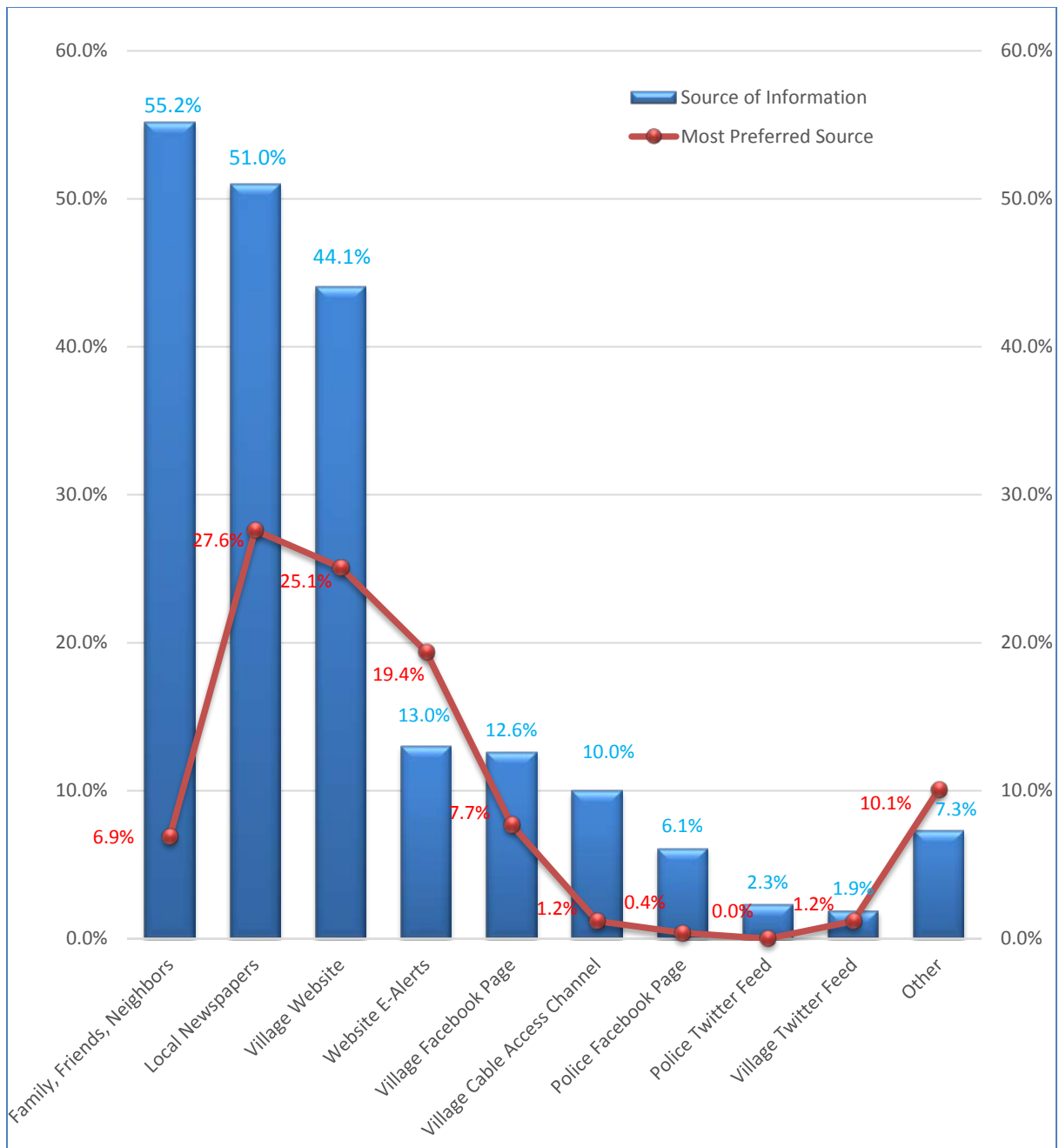
Those residents under the age of 45 (5.4%) are less likely than those residents 45 years of age or more (18.8%) to watch the Village's cable access channel. Those residents under the age of 45 (48.2%) are more likely than those residents 45 years of age or more (22.4%) to be unaware of the Village's cable access channel.

Those residents that have lived in the Village less than five years (41.7%) are more likely than those residents that have lived in the Village 5 years or more (25.6%) to be unaware of the Village's cable access channel.

Of those responding residents who have watched the Village's cable access channel, almost all (97.6%) have watched a Village Board meeting and 53.7% have watched an informational video. Of those residents who watched a Village Board meeting, 87.5% found it helpful. Of those residents who watched an informational video, 90.9% found it helpful.

The two main sources of information about the Village of Arlington Heights are family, friends, and/or neighbors (55.2%) and local newspapers (51.0%), followed closely by the Village website (44.1%). A total of 10.7% of responding residents report that they do not receive any information about the Village. The two most preferred methods of getting information about the Village are local newspapers (27.6%) and the Village website (25.2%), followed closely by website e-alerts (19.4%) (See Figure 16).

Figure 16: Sources of Information About the Village of Arlington Heights
From which of the following sources do you receive information about the Village of Arlington Heights? (CHECK ALL THAT APPLY)
Which of the following is your most preferred method for getting information about the Village of Arlington Heights (CHECK ONE RESPONSE ONLY)



The percentage of residents that receive information about the Village from the local newspapers increases with increasing age (less than 45 years of age, 25.0%; 45-64 years of age, 50.9%; 65 years of age or more, 72.1%).

Residents who have lived in Arlington Heights less than five years (29.8%) are less likely than residents who have lived in Arlington Heights 5-19 years (51.1%) and residents who have lived in

Arlington Heights 20 years or more (43.9%) to indicate that they receive information about the Village from the Village website.

Residents who are 45 years of age or more (6.7%) are less likely than residents who are less than 45 years of age (35.7%) to report that they receive information about the Village from the Village Facebook page.

The percentage of residents who indicate their most preferred method of getting information about the Village is from the Village website decreases with increasing age (less than 45 years of age, 40.7%; 45-64 years of age, 25.5%; 65 years of age or more, 14.1%).

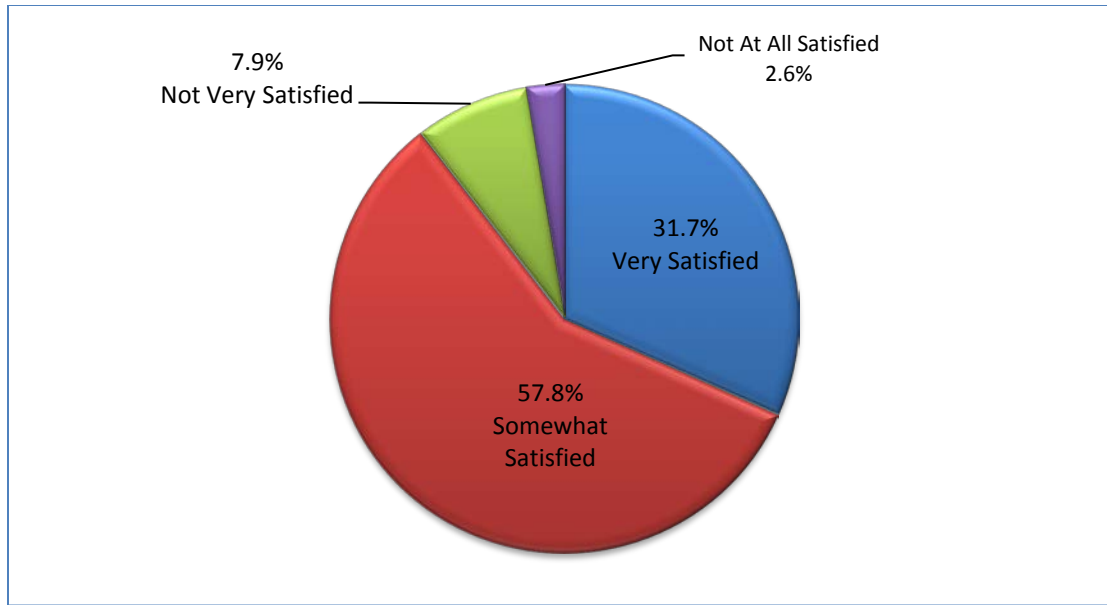
Residents less than 65 years of age (24.7%) are more likely than residents 65 years of age or more (10.6%) to indicate their most preferred method of getting information about the Village is website e-alerts.

Residents who are 65 years of age or more (54.7%) are more likely than residents less than 65 years of age (12.2%) to indicate their most preferred method of getting information about the Village is local newspapers.

Most (89.5%) responding residents are satisfied with the job the Village of Arlington Heights does in providing information to residents, with 31.7% indicating they are very satisfied (Figure 17).

Figure 17: Satisfaction with the Job the Village of Arlington Heights Does in Providing Information to Residents

How satisfied are you with the job the Village of Arlington Heights does in providing information to residents?



No statistically significant differences are found for satisfaction with the job the Village of Arlington Heights does in providing information to residents by respondents' gender, age, race/ethnicity, annual household income, zip code, and years living in Arlington Heights.

Those residents who indicated they are satisfied with the job the Village does in providing information to residents were asked why they are satisfied. The main reasons given are the Village communicates the necessary information (22.8%), they can find the information they need or the information is easily accessible (10.6%), and they have no complaints or they have had no problems (10.6%) (Table 6). See Appendix B for verbatim comments.

Table 6: Reasons for Rating Satisfaction with the Job the Village Does in Providing Information to Residents as Very or Somewhat Satisfied

Reasons	Percent
Village communicates the necessary information	22.8%
Can find the information needed/Information is easily accessible	10.6%

No complaints/No problems	10.6%
Information is available on Village's website	8.9%
I believe I am well informed	8.1%
Information is available on social media	4.1%
Information is timely	4.1%
Would like more communication from the Village	4.1%
Information is available in the Daily Herald	3.3%
Information is provided in a variety of ways	2.4%
Other	29.3%

Those residents who indicated they are dissatisfied with the job the Village does in providing information to residents were asked why they are dissatisfied. The main reasons given are they do not receive information from the Village (26.1%), they think it is difficult to find information on the Village's website (13.0%), they are not aware of the sources of Village information, such as the Village's Twitter feed, Facebook page, and cable channel (13.0%), and they want more communication about Village services and programs (13.0%) (Table 7). See Appendix B for verbatim comments.

Table 7: Reasons for Rating Satisfaction with the Job the Village Does in Providing Information to Residents as Not Very or Not At All Satisfied

Reasons	Percent
Do not receive information from the Village	26.1%
Difficult to find information on the Village's website	13.0%
Not aware of the sources of Village information (e.g., Twitter feed, Facebook page, cable channel)	13.0%

Want more communication about Village services and programs	13.0%
Want Village information mailed to residents	8.7%
Want Village information to be in newspapers	4.3%
Want definitive method of receiving pertinent information from Village	4.3%
Other	30.4%

Additional Comments

At the end of the survey, the responding residents were asked for any additional comments about any aspect of the Village of Arlington Heights. The majority (64.2%) of the comments are negative and concern a variety of issues. A total of 22.4% of the comments are positive and are about how much they like living in Arlington Heights. The remaining 13.4% of the comments are neutral. See Appendix B for verbatim comments.

Responding Residents' Characteristics

As shown in Table 8, approximately one-half (49.0%) of the responding residents are male and about one-half (50.6%) of the responding residents are female. The majority (59.6%) of the responding residents are 35-64 years of age. Most (89.3%) of the responding residents are White. More than one-half (51.9%) of responding residents have annual household incomes of \$100,000 or more, while 12.7% of responding residents have annual household incomes of less than \$50,000. The majority (65.0%) of the responding residents live in zip code 60004. More than one-half (53.5%) of the responding residents have lived in Arlington Heights for 20 years or more.

Table 8: Responding Residents' Characteristics

<u>Gender</u>	Percent
Male	49.0
Female	50.6
<u>Age</u>	
18-24	0.4
25-34	5.6
35-44	16.4

45-54	16.0
55-64	27.2
65-74	20.4
75+	14.0
<u>Race/Ethnicity</u>	
White	89.3
Black/African American	1.9
Hispanic/Latino	2.3
Asian	3.8
Native Hawaiian/Pacific Islander	0.8
Other	1.9
<u>Annual Household Income</u>	
Under \$15,000	0.0
\$15,000-\$24,999	2.0
\$25,000-\$34,999	2.9
\$35,000-\$49,999	7.8
\$50,000-\$74,999	16.7
\$75,000-\$99,999	18.6
\$100,000-\$149,999	23.5
\$150,000-\$199,999	10.3
\$200,000 or more	18.1
<u>Zip Code</u>	
60004	65.0
60005	34.6
60006	0.4
<u>Years Lived in Arlington Heights</u>	
Less than 5 years	14.2
5-19 years	32.3
20 years or more	53.5

Conclusions

The majority of Arlington Heights residents who responded to the survey believe the overall quality of services and programs provided by the Village of Arlington Heights are excellent or good. Residents indicate they have not had any problems with the services and programs provided with the Village. Some residents comment that they would like the Village to improve the leaf removal method.

Residents who have had contact with the Village of Arlington Heights in the past two years are overall satisfied with the customer service provided by the Village. Most report that they did not have difficulty finding out the appropriate staff person to contact; one staff person was able to assist them; the staff were knowledgeable, courteous, and professional; the staff took the time to explain and make sure the information provided was understood; the staff were willing to help further and follow-up; and the staff responded in a timely manner. Additionally, residents who live in zip code 60005 are less satisfied than residents who live in zip code 60004 with the customer service provided by the Village.

Most residents are satisfied with the job that the Village of Arlington Heights does in providing information to residents. They think the information on the Village's website and the written communications the Village provide are helpful.

The Village should consider increasing awareness among new residents of the available sources of information about the Village of Arlington Heights. Residents who have lived in the Village less than five years are less likely to have visited the Village's website. This may be due to those residents not being aware of the Village's website. More than two-fifths of residents who have lived in the Village less than five years are unaware of the Village's cable access channel.

The majority of residents who responded to the survey report their main sources of receiving information about the Village of Arlington Heights are family, friends, and neighbors and local newspapers rather than from the Village itself. One exception is the Village's website, which is a source of information for more than two-fifths of residents. The most preferred method of receiving information about the Village is from the Village's website except for residents 65 years of age or more whose most preferred method of receiving information about the Village is from local newspaper.

APPENDIX A

INVITATION EMAIL, LETTER, AND QUESTIONNAIRE

The Village of
Arlington Heights
2017 Customer
Relations Survey

Dear [FirstName] [LastName],

We would like to hear from you! The Village of Arlington Heights has contracted with the

Center for Governmental Studies at Northern Illinois University to conduct a survey of residents. The survey will determine residents' opinions of the customer service provided by the Village. Thanks to your participation, the findings of this survey will help the Village improve the customer service offered to our residents.

Your household is one of a limited number of households that has been selected to participate, so your responses to the survey are very important to us. Your responses will be confidential. All information provided will be reported in summary form only. No information will be reported that will identify individual survey respondents.

To complete the survey please click the "Begin Survey" button below.

If you have any questions about the survey please call 815-753-0039 and ask for Mindy Schneiderman, Assistant Director, Center for Governmental Studies.

Thank you for your participation.

Sincerely,
Thomas W. Hayes
Mayor

[Begin Survey](#)

Please do not forward this email as its survey link is unique to you.
[Unsubscribe](#) from this list



Village employees are encouraged to use "One Village Voice" when communicating with those we serve. We strive for one voice that is Clear, Consistent & Courteous.

November 2017

Dear Village of Arlington Heights Resident,

We would like to hear from you! The Village of Arlington Heights has contracted with the Center for Governmental Studies at Northern Illinois University to conduct a survey of residents. The survey will determine residents' opinions of the customer service provided by the Village. Thanks to your participation, the findings of this survey will help the Village improve the customer service offered to our residents.

Your household is one of a limited number of households that has been selected to participate, so your responses to the survey are very important to us. Your responses will be confidential. All information provided will be reported in summary form only. No information will be reported that will identify individual survey respondents.

You may complete the enclosed survey and return it to the Center for Governmental Studies in the postage-paid envelope provided or you may complete the survey online at:

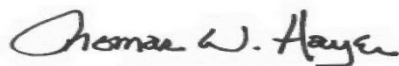
<https://research.net/r/villageofarlingtonheightssurvey>

You will need to enter your passcode included in the top right hand corner of this letter to access the online survey. Please complete the survey before December 12, 2017.

If you have any questions about the survey please call 815-753-0039 and ask for Mindy Schneiderman, Assistant Director, Center for Governmental Studies.

Thank you for your participation.

Sincerely,



Thomas W. Hayes
Mayor



Village employees are encouraged to use "One Village Voice" when communicating with those we serve. We strive for one voice that is Clear, Consistent & Courteous.

THE VILLAGE OF ARLINGTON HEIGHTS 2017 CUSTOMER RELATIONS SURVEY

Thank you for taking the time to complete this important survey. The Village of Arlington Heights will use your input to evaluate the quality of services it provides to residents. **Please read the enclosed description of the services and programs the Village of Arlington Heights**

I. Residence Information

1. What is your zip code?
60004
60005
60006
Other (PLEASE SPECIFY) _____
2. How many years have you lived in Arlington Heights?
Less than 5 years
5-19 years
20 years or more

II. Village Services and Programs

3. In general, how would you rate the overall quality of services and programs provided by the Village of Arlington Heights?
Excellent (GO TO QUESTION 4a)
Good (GO TO QUESTION 4a)
Fair (GO TO QUESTION 4b)
Poor (GO TO QUESTION 4b)
Don't Know/Unsure (GO TO QUESTION 5)

- 4a. Why did you rate the overall quality of the services and programs as excellent or good?

- 4b. Why did you rate the overall quality of the services and programs as fair or poor?

5. What additional services or programs would you like to see the Village of Arlington Heights provide?

III. Village Customer Service

6. In the past 2 years, have you had contact with the Village of Arlington Heights?
Yes (GO TO QUESTION 7)
No (GO TO QUESTION 20)

7. Thinking about your **most recent contact** with the Village of Arlington Heights, how did you contact the Village?
- By telephone
 - By mail
 - By email
 - Village website contact page
 - In person
 - Other (PLEASE SPECIFY) _____
8. Thinking about your **most recent contact** with the Village of Arlington Heights, with which Department did you have contact?
- Building and Life Safety
 - Engineering
 - Finance
 - Fire
 - Health and Human Services
 - Human Resources
 - Legal
 - Village Manager's/Mayor's Office
 - Planning and Community Development
 - Police
 - Public Works
 - Senior Center
 - Other (PLEASE SPECIFY) _____
 - Don't Know/Unsure
9. What was your **main** reason for contacting the Village of Arlington Heights?
- Designation of property (Zoning)
 - Employment
 - Flooding or water ponding
 - Freedom of Information Act (FOIA)
 - Garbage pickup
 - Permit
 - Property maintenance violation
 - Snow plowing
 - Speak with the Village Manager's/Mayor's Office
 - Street lighting
 - Street repair
 - Traffic signals/crossings
 - Trees
 - Water bill payment
 - Other (PLEASE SPECIFY) _____

10. Did you have difficulty finding out who the appropriate staff person was to contact?
Yes
No
11. Was one staff person able to assist you or did you have to contact more than one staff person to get the information you needed or to resolve your concern?
One staff person was able to assist me
Had to contact more than one person
12. During your **most recent contact** with the Village of Arlington Heights, how knowledgeable were the staff?
Very Knowledgeable
Somewhat Knowledgeable
Not Very Knowledgeable
Not At All Knowledgeable
13. During your **most recent contact** with the Village of Arlington Heights, how courteous were the staff?
Very Courteous
Somewhat Courteous
Not Very Courteous
Not At All Courteous
14. During your **most recent contact** with the Village of Arlington Heights, how professional were the staff?
Very Professional
Somewhat Professional
Not Very Professional
Not At All Professional
15. During your **most recent contact** with the Village of Arlington Heights, did the staff take the time to explain and make sure you understood the information they provided or how your concern would be addressed?
Yes
No
16. During your **most recent contact** with the Village of Arlington Heights, how willing was the staff to help you further and follow-up, if necessary, on your inquiry?
Very Willing
Somewhat Willing
Not Very Willing
Not At All Willing

17. Did the staff respond to your inquiry in a timely manner (within 48 hours, excluding weekends/holidays)?

Yes

No

18. How would you rate your overall experience with your **most recent contact** with the Village of Arlington Heights?

Excellent

Good

Fair

Poor

18a. Why did you rate your overall experience as excellent or good?

GO TO QUESTION 19

18b. Why did you rate your overall experience as fair or poor?

19. What suggestions, if any, do you have for improving the customer service provided by the Village of Arlington Heights?

IV. Village Communications

20. Have you ever visited the Village of Arlington Heights' website?

Yes (GO TO QUESTION 21)

No (GO TO QUESTION 23)

21. When was the **most recent time** that you visited the Village of Arlington Heights' website?

October 3, 2017 or after

Before October 3, 2017

Do not recall

22. How helpful to you was the information on the website?

Very Helpful

Somewhat Helpful

Not Very Helpful

Not At All Helpful

23. How helpful is any written communication you have received from the Village? Examples would be an article on the website, a letter or notice, a handout, application, doorhanger, form or guide.

Very Helpful (GO TO QUESTION 25)

Somewhat Helpful (GO TO QUESTION 25)

Not Very Helpful (GO TO QUESTION 24)

Not At All Helpful (GO TO QUESTION 24)

Have Not Received or Read Written Communication from the Village (GO TO QUESTION 25)

24. How can the Village improve its written communication?

25. In the past 2 years, have you watched the Village's cable access channel?

Yes (GO TO QUESTION 26)

No (GO TO QUESTION 30)

Was Not Aware of the Village's Cable Access Channel (GO TO QUESTION 30)

26. In the past 2 years, have you watched a Village Board meeting on the cable access channel?

Yes (GO TO QUESTION 27)

No (GO TO QUESTION 28)

27. How helpful did you find the Village Board meeting?

Very Helpful

Somewhat Helpful

Not Very Helpful

Not At All Helpful

28. In the past 2 years, have you watched informational videos on the cable access channel?

Yes (GO TO QUESTION 29)

No (GO TO QUESTION 30)

29. How helpful did you find the informational videos?

Very Helpful

Somewhat Helpful

Not Very Helpful

Not At All Helpful

30. From which of the following sources do you receive information about the Village of Arlington Heights? (CHECK ALL THAT APPLY)

Village website
Website e-alerts
Village Facebook page
Village Twitter feed
Police Facebook page
Police Twitter feed
Local newspapers
Village cable access channel
Family, friends, neighbors
Do Not Receive information about the Village
Other (PLEASE SEPCIFY) _____

31. Which of the following is your most preferred method for getting information about the Village of Arlington Heights? (CHECK ONE RESPONSE ONLY)

Village website
Website e-alerts
Village Facebook page
Village Twitter feed
Police Facebook page
Police Twitter feed
Village cable access channel
Local newspapers
Family, friends, neighbors
Other (PLEASE SEPCIFY) _____

32. How satisfied are you with the job the Village of Arlington Heights does in providing information to residents?

Very Satisfied →
Somewhat Satisfied →
Not Very Satisfied →
Not At All Satisfied →
Don't Know/Unsure →

32a. Why are you satisfied?

GO TO QUESTION 33

32b. Why are you dissatisfied?

33. If you would like to receive electronic communications from the Village of Arlington Heights regarding news and events, please provide your email address.

V. Your Characteristics

IF YOU PREFER NOT TO PROVIDE YOUR CHARACTERISTICS PLEASE GO TO QUESTION 38

34. Are you ...?

Male

Female

Other

35. What is your age?

18-24

25-35

35-44

45-54

55-64

65-74

75+

36. What is your race/ethnicity?

White

Black or African American

Hispanic or Latino

Asian

Native Hawaiian or Pacific Islander

American Indian or Alaskan Native

Other (PLEASE SPECIFY) _____

37. What is your total annual household income?

Under \$15,000

\$15,000-\$24,999

\$25,000-\$34,999

\$35,000-\$49,999

\$50,000-\$74,999

\$75,000-\$99,999

\$100,000-\$149,999

\$150,000-\$199,999

\$200,000 or more

38. Do you have any additional comments you would like to add about any aspect of the Village of Arlington Heights?

Thank you for your participation. Please return the completed survey to the Center for Governmental Studies at Northern Illinois University in the postage-paid envelope provided.

DESCRIPTION OF MAIN SERVICES AND PROGRAMS THE VILLAGE OF ARLINGTON HEIGHTS PROVIDES TO RESIDENTS

Building and Life Safety Department

Residential, commercial, and community events permits and licenses

Engineering Department

Street resurfacing
Water detention, backyard flooding
Street and sidewalk reconstruction

Finance Department

Water bill payment
Vehicle stickers
Dog licenses

Fire Department

Fire prevention
Emergency medical service
Emergency and disaster planning
CPR and fire safety classes

Health and Human Services Department

Programs for individuals with disabilities

Police Department

Crime prevention
Citizen Police Academy
Traffic enforcement
Animal control

Public Works

Maintenance and repair of sewer systems
Street maintenance and repair
Maintenance and repair of potable water systems
Snow removal
Street lighting maintenance (only some)
Tree trimming
Public building maintenance

Senior Center

Eight senior service organizations
Offers assistance and social programs

Village Clerk

Health clinic and screenings
Referral to community agencies for assistance
Nursing service for homebound residents
Oversees Village's refuse collection contract

Human Resources

Management of employee recruitment, testing, and selection
Management of employee benefits, risk, and pension programs

Legal Department

Drafts ordinances and maintains the Municipal code
Ensures the Village complies with existing and new Federal and state laws
FOIA Information or request

Planning and Community Development

Zoning
Comprehensive Plan
Housing Programs

Administer elections and register voters
Ensures access to Village records

Village Manager's Office

Provides overall direction
and administration of programs and policies established by the Village
Ensures the delivery of high-quality customer-service oriented programs