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COMMUNITY WIDE SURVEY

Overview:

The village launched its first community-wide survey in January, 2012. The results have been received and analyzed and on Monday, May 7, representatives from the National Research Center will present the results to the Board of Trustees.

Several key themes have emerged from the analysis, warranting some type of response/position by the village. This memo includes position statements pertaining to each key theme.

The survey included a section with several open-ended questions. These offer useable data toward formulating an overall message that resonates with people.

In its report, NRC highlights that open-ended questions have key advantages, providing responses that are not prompted and allowing others to hear the voice of the respondents in their own words. We agree with NRC's conclusion.

That said, this should be viewed as a flexible document requiring modification as new information comes to light. This will result from further drill down into the issues and attitudes of residents.

Attached please find the survey in its entirety. Note that this survey will be available to the public on the village's website in the Citizens' Information Center. In addition, within the next few weeks, the same survey (minus the open ended questions) will be made available to the entire community on the website. Keep in mind that this self selected survey will be non-scientific.

You may see a discrepancy between the percentages in the actual report and those on the Power Point that will be shown on Monday. The calculation on the actual report is based on percentiles based on a scale of 100. The calculation on the Power Point is based on raw percentage responses. This is akin to a raw test score percentage and where that test score places in a percentile (e.g., a test score of 80% could place a student in the 90th percentile).

Messaging Theme:

The messaging theme should be viewed as on-going, perennial effort rather than simply something for just this year. This way we don't need to reinvent it next year. And, over time, the campaign will build its own "brand equity." The cumulative effect of bringing residents good news every month or so, is powerful.

Creating A Brand

The village's Office of Public Information is researching potential brands to be used village wide, by all departments. A suitable message will be chosen to accentuate the many positives the village produces each month and throughout the year.

A messaging brand is being created to frame whatever issue the village is highlighting as another example of the positive projects the Village Board is implementing to improve and maintain the quality of life in the community.

Targeted Issues

People pay close attention to things they already own and to ideas or concerns they care deeply about. That concept is what needs to drive our message. It makes no sense to talk about "x", if people are concerned about "y." Even if our focus is "y," we need to also guard against emphasizing the process involved over the result, i.e., getting lost in the weeds, in our communication and messaging.

The NCS survey identified several key issues people are concerned about (not necessarily in this order)

1. Economic Development & Jobs
2. Taxes/Government Efficiency
3. Traffic/Road Maintenance
4. Safety/Crime

As revealed in the open-ended questions, these are the main concerns of residents and therefore, are issues to which we need to respond. These are topics to place into perspective and direct our communication efforts towards.

We'll take them one at a time. . .

Suggested Talking/Messaging Points

General Intro points for interviews/public presentations

- a) Orland Park was named as one of the most desirable communities to live in America.
- b) 91% of surveyed residents said they'd recommend living here...
- c) We live in one of the safest, most vibrant communities in the nation...
- d) This doesn't just happen; it takes purposeful planning and a deep commitment to addressing the issues that matter most to families...

"I'm proud to be part of an administration that when it comes to quality of life issues – safety, economic development, planning for the future and more – we're really connecting the dots...doing what it takes to keep O.P. one of the best communities in the nation...We're being Orland Smart."

Economic Development

Concerns over this issue are driven by the general perception that there are too many vacant stores and strip malls. Currently, it seems we're competing against the

notion/perception – regardless of how uniformed – that business and therefore economic development is in trouble in Orland Park and we need to correct that.

“Attracting business to O.P. has been a top priority of this administration. Everything we do – from maintaining O.P. as one of the safest communities in the nation to stability of our finances to continually up-grading our roads – is directed toward building and maintaining a quality of life that will encourage business to locate here and expand here...”

- a) Every community, every state seriously hit by the recession. O.P is no exception...By any measure, a 4.84% retail vacancy rate is a very good place to be when the national average is over 12%.
- b) Smart planning made it possible for us to minimize negative effects and move forward.
- c) 100 new businesses last year alone...
- d) New businesses moving in all the time...
- e) In addition to Jewel and Meijer's two new food stores...Whole Foods Market and Berkot's (and more knocking on the door....).
- f) Highly successful restaurant and family entertainment chains are opening up...
- g) Cutting edge companies like Madison Construction; TeleCommunications started up here and expanding – creating quality job opportunities...
- h) Moving forward with high end, purposefully planned development that will create hundreds of jobs; help local businesses thrive and enhance home values throughout the village... (“Ninety-Seven Fifty”)

Taxes / Government Efficiency

This is one of the areas where a contradiction jumped out. 7 in 10 respondents to the survey thought highly of the services provided by the village, yet only 55% positively rated the “value of services for taxes paid.”

That said, the 55% generally positive attitude in this anti-government, cynical environment is worth note. However, a word of caution: Just because residents are generally satisfied with services, doesn't mean they like taxes. Count on it! They feel taxes are way too high and we would do well to assume (contrary to survey responses) that the vast majority blame the city for their “outrageous” tax bills.

- a) The village of O.P. receives less than 8% of the average resident's total tax bill. Less than 8 cents of every tax dollar you pay goes to the village...
- b) That 8 cents provides:
 - A community safer than any comparable city in the nation...
 - Police, parks, recreation, library facilities and more second to none...
 - Upgrades in road improvements/helping solve our traffic problems...

- c) Our commitment to safeguarding taxpayer dollars and being fiscally responsible has always been the cornerstone of this administration...as evidenced by the independent arbiters of money: rating agencies.
- d) For 7 out of the last 10 years the village has refunded its portion of property taxes back to homeowners...
- e) Economic realities / worst time since Great Depression / forced us to suspend that policy / but smart planning made it possible for us to consider tax refund policy in upcoming budgets.

Safety / Crime

- a) O.P. one of the safest communities in the nation...
- b) Crime rate well below the national average...
- c) Violent crime way less in O.P. than most of America...
- d) Chances of being victim of violent crime is 1 in 2500 (www.neighborhoodscout.com combined FBI stats)
- e) Property crime way down in 2012...(O.P. Police Dept web site)
- f) One of the best, most effective and efficient police departments in the country; very proud of that fact and of the work they are doing to make O.P one of the safest communities around.
- g) Retail safety review conducted in early 2012, and the Police Department has already taken steps to address perception of rowdiness at the mall – with very positive effects

Traffic / Road Maintenance

This has been a sensitive issue in O.P. for a long time. We need to keep putting it out there that we recognize it and are successfully addressing it - continuously.

In all, between the state and the village, over \$150 million over the next five years will be spent on transportation improvements in Orland Park. Add this to the \$20 million for the 143rd and La Grange Road intersection improvement and residents can be assured that high quality transportation improvements will remain a priority for our Village.

- a) 159th Street widening between Ravinia Ave. west through Homer Glen;
- b) 143rd Street widening west of SW Highway to Will-Cook Road;
- c) La Grange Road widening from 131st to 179th Streets
- d) Construction of 156th Street between La Grange Road and Ravinia, providing yet another connection to offload local traffic from La Grange Rd.