



City of Lake Forest Community-Wide Survey Results

PRESENTED BY ETC INSTITUTE

Purpose

To gather objective feedback and perspectives from residents on the delivery of City services to help inform the City's Strategic Plan

To compare the City's performance to nation-wide averages and similarly sized communities

To help determine priorities for the City using Importance-Satisfaction Analysis and Priority Investment Ratings

Methodology

Survey Description

- 1st Resident Survey conducted for the City by ETC Institute

Method of Administration

- By mail and online to ALL households in the City
- Each survey took approximately 15-20 minutes to complete

Sample Size

- 1,450 completed surveys
- Based on an estimated 7,014 households in the City the response rate was 20.6%

Margin of Error

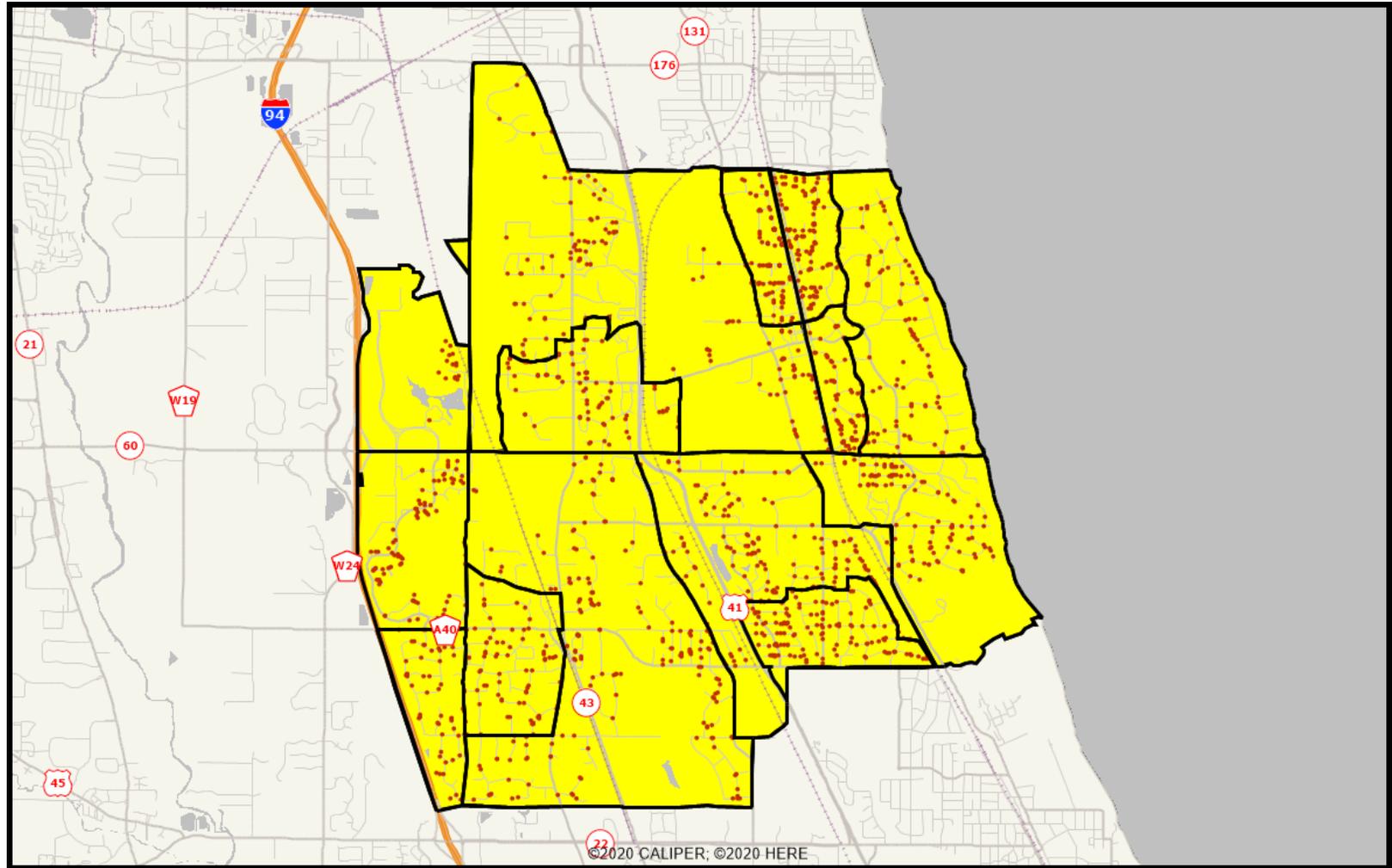
- Expected margin of error was: +/- 4.9% at the 95% level of confidence
- Actual margin of error is: +/- 2.6% at the 95% level of confidence

Location of Survey Respondents

Good representation of responses throughout the City

Home address of all respondents are geocoded to the block level to ensure anonymity

In addition to geographic representation, ETC Institute also achieved a demographic composition that closely mirrors that of the Census



City of Lake Forest Community-Wide Survey Results

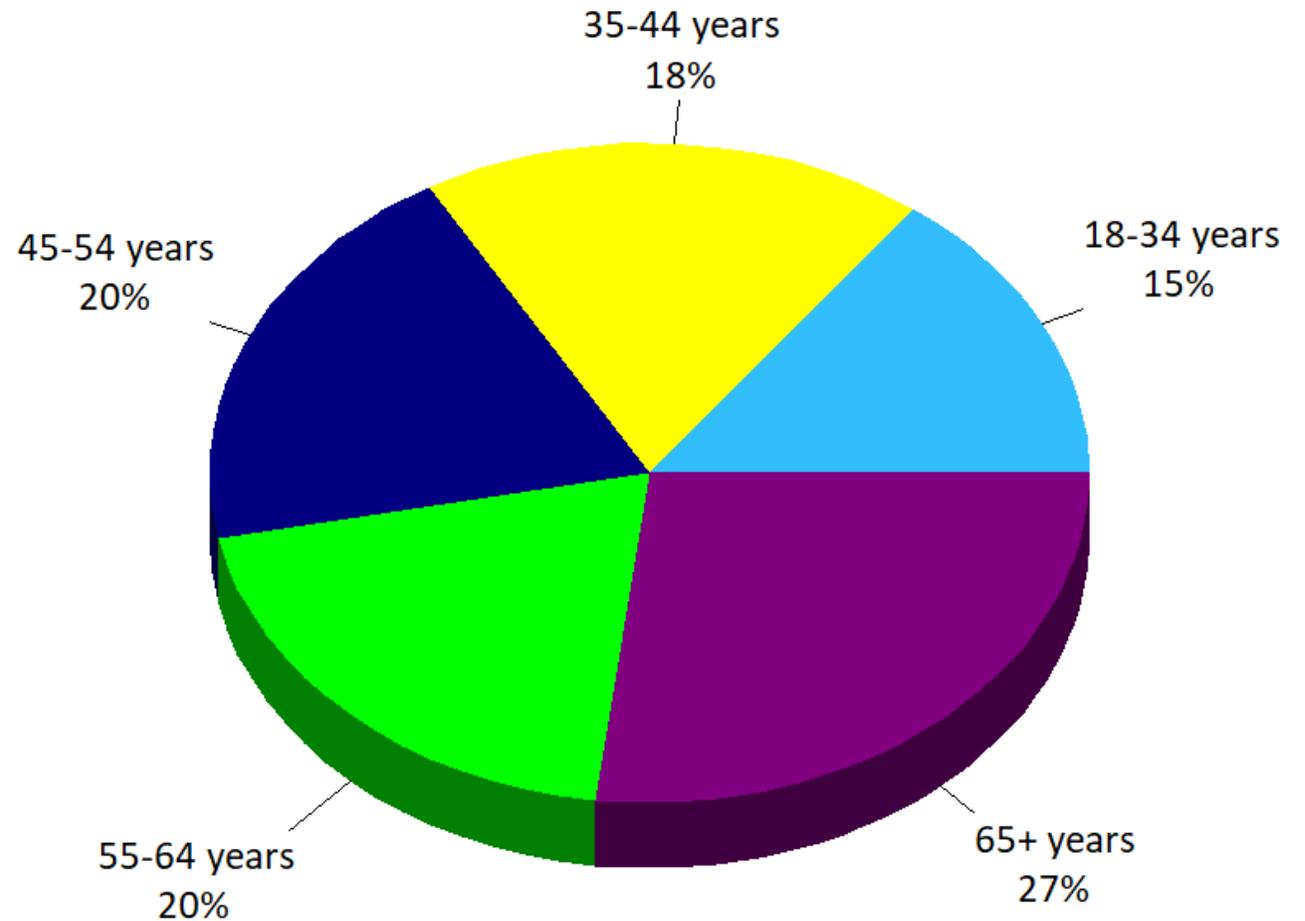
Who Responded?

While some questions can be aligned with U.S. Census estimates to provide an accurate demographic comparison to the survey results, other questions are asked to ensure a good representation of various groups are included in the survey sample.

While ETC Institute did collect the ages of household members and those results can be compared to U.S. Census estimates – ETC Institute is pushing for a good distribution in terms of the age of the respondent

Q31. Demographics: What is your age?

by percentage of respondents (excluding "not provided")

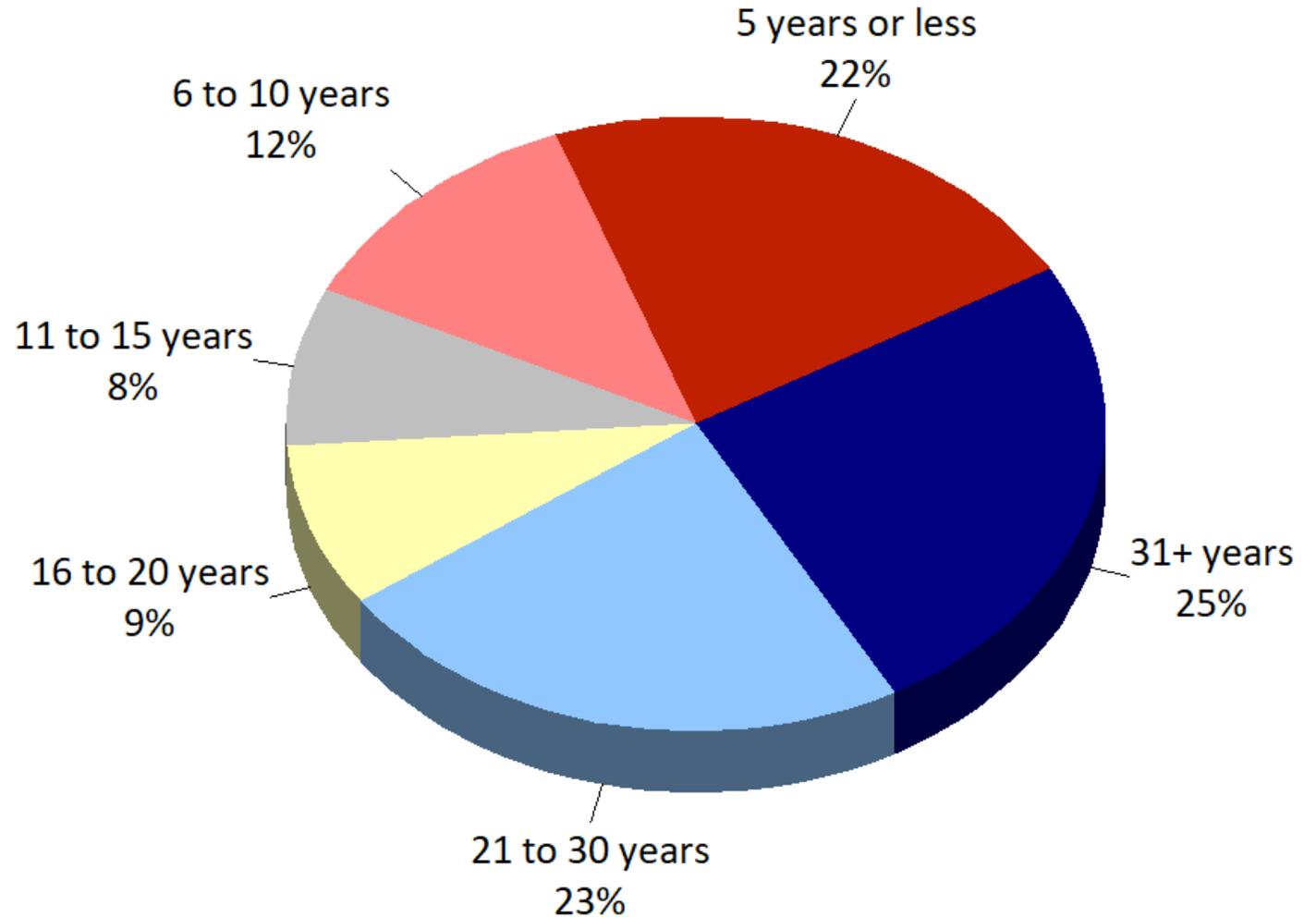


Who Responded?

Good distribution of responses in terms of how long the respondent has lived in the City of Lake Forest

Q34. Demographics: How many years have you lived in the City of Lake Forest?

by percentage of respondents (excluding "not provided")



Bottom Line Up Front

Residents have a very positive perception of the City

- 98% of respondents rated the *quality of life in the City* as “excellent” or “good”
- 94% of respondents rated the *quality of services provided by the City* as “excellent” or “good”

Satisfaction with City services is much higher in Lake Forest than other communities

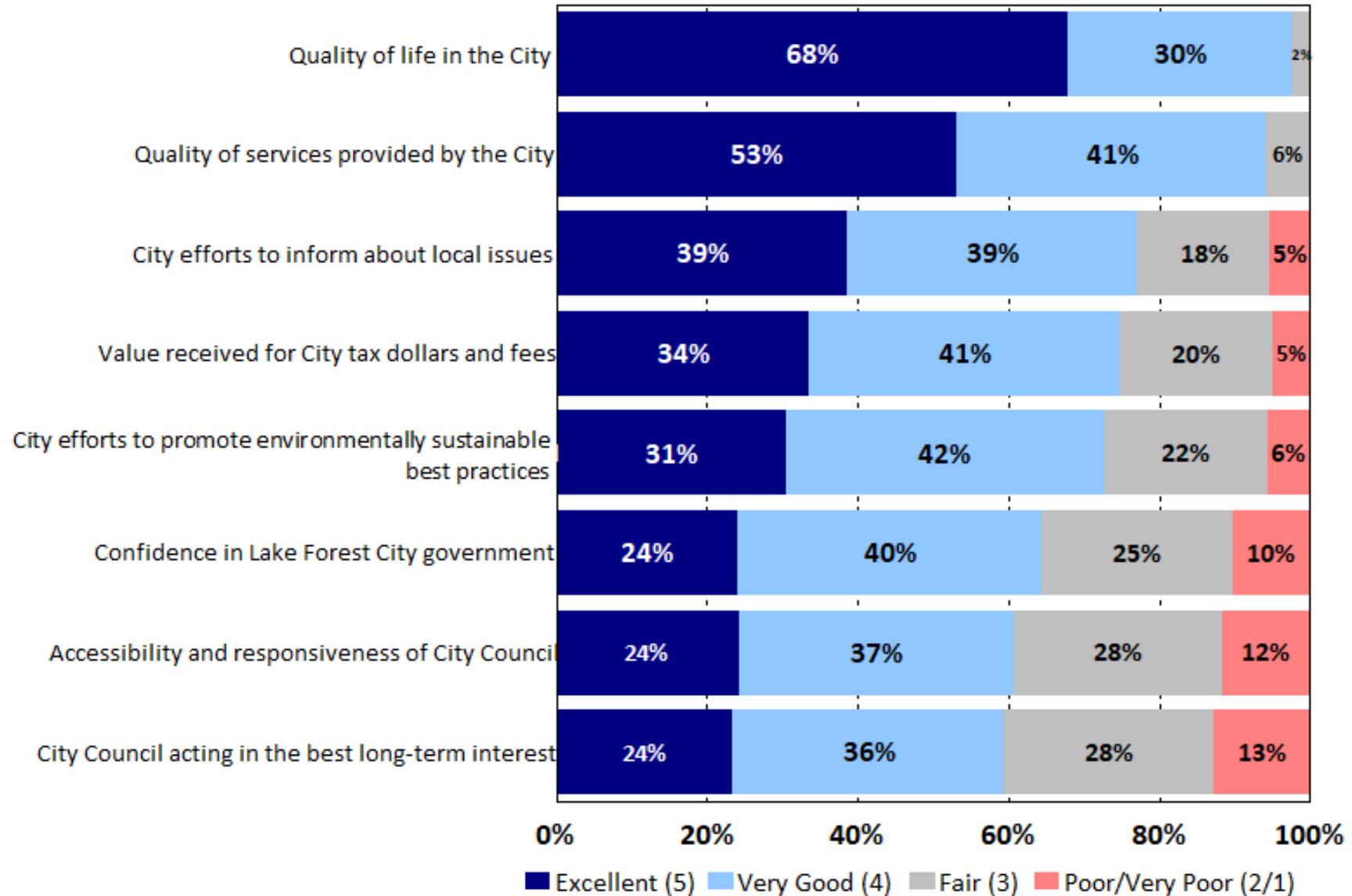
- The City rated above the U.S. Average in ALL 25 areas assessed, and significantly above the average for similarly sized communities 23 of the 25 areas assessed

Perceptions

RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY

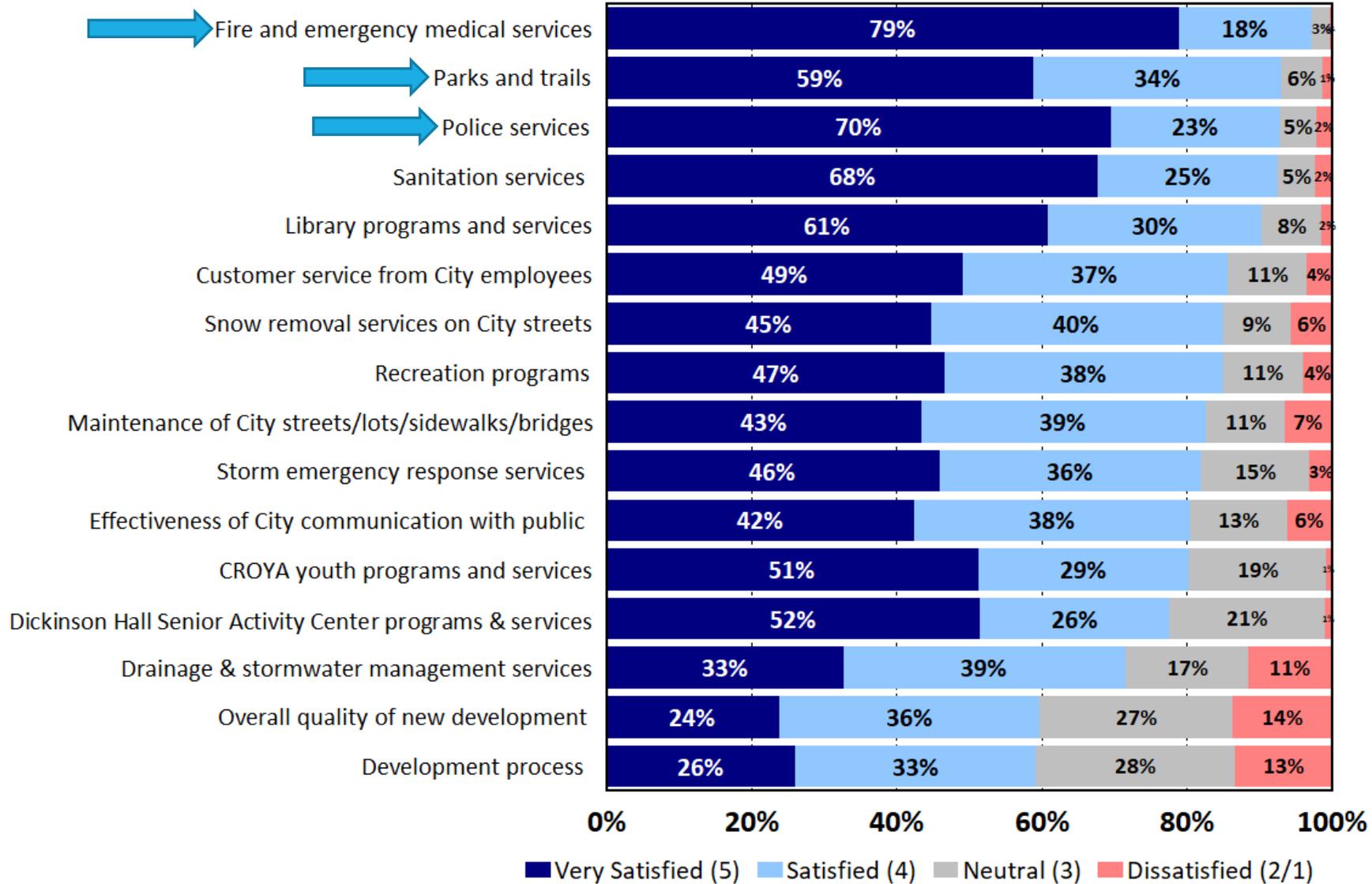
Q3. Perception of the City of Lake Forest

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Q1. Satisfaction with City Services

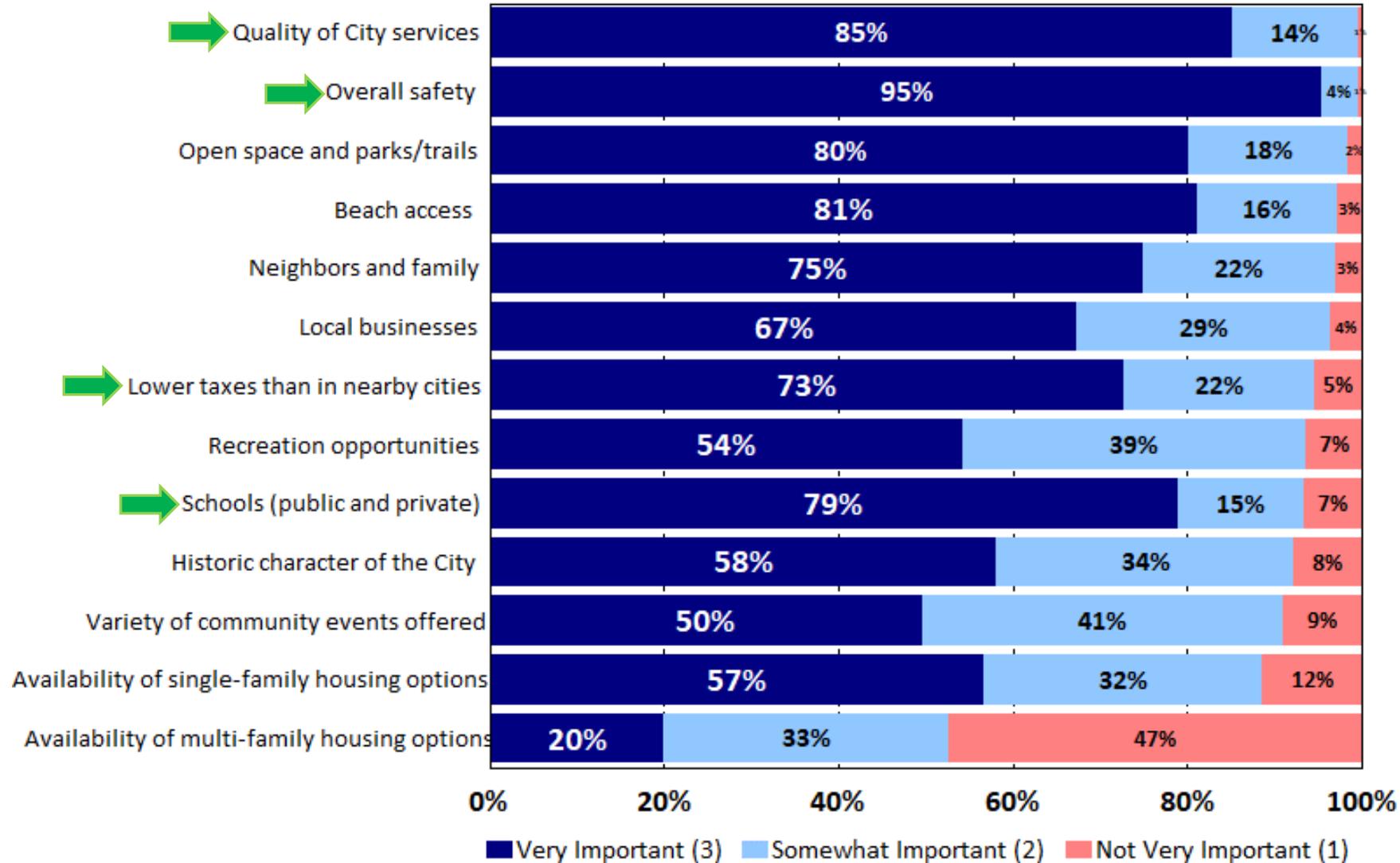
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



The areas with highest levels of satisfaction are the same items that received high levels of importance ratings

Q7. Importance of Each of the Following When Choosing to Live in Lake Forest

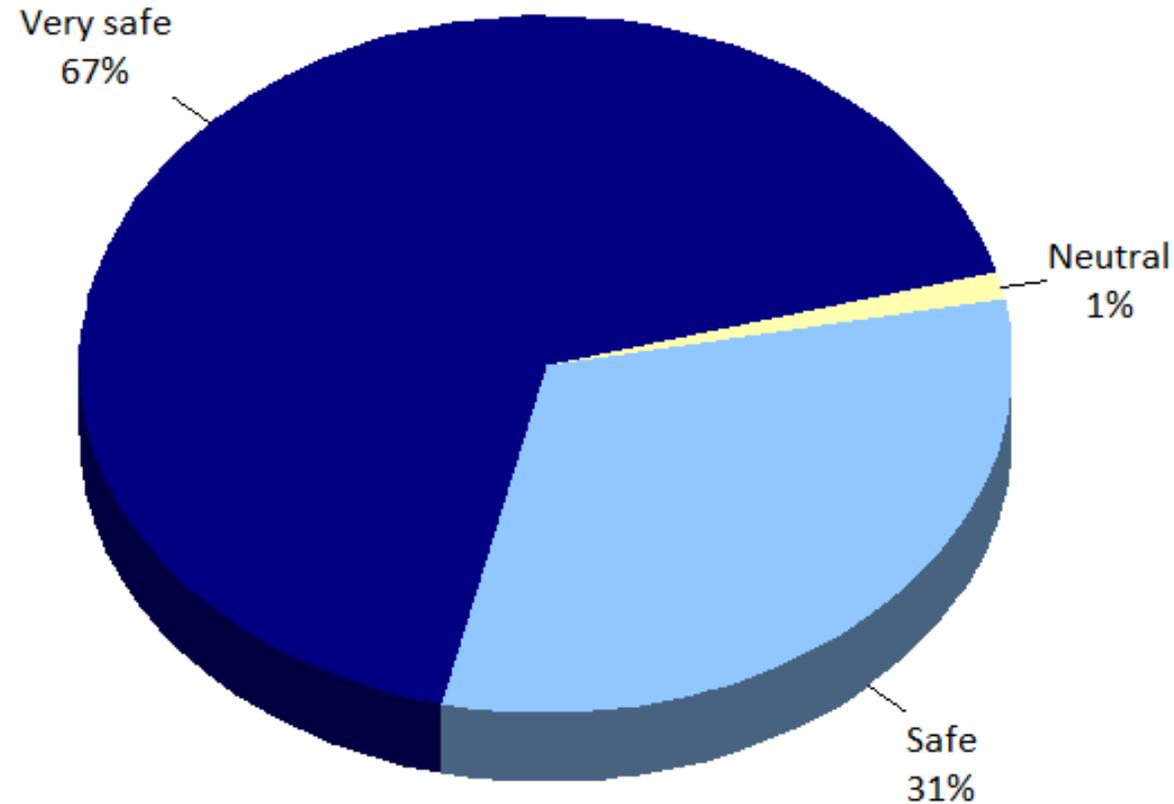
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding "not provided")



The highlighted items will have the largest impact on the respondent's decision to stay in the City

Q16. Overall, how safe do you feel the City of Lake Forest is as a community to live, work and play?

by percentage of respondents (excluding "not provided")



Only 0.4% feel "unsafe" or "very unsafe"

Most residents feel "very safe" or "safe" in the City of Lake Forest

Benchmarks

THE CITY RATES MUCH HIGHER THAN OTHER COMMUNITIES

Benchmarks

The City's 2023 Community-Wide survey contained 25 questions that were directly comparable to ETC Institute's benchmarking database

The U.S. Average is based on a national survey administered during the fall of 2022 to a random sample of more than 9,000 U.S. residents

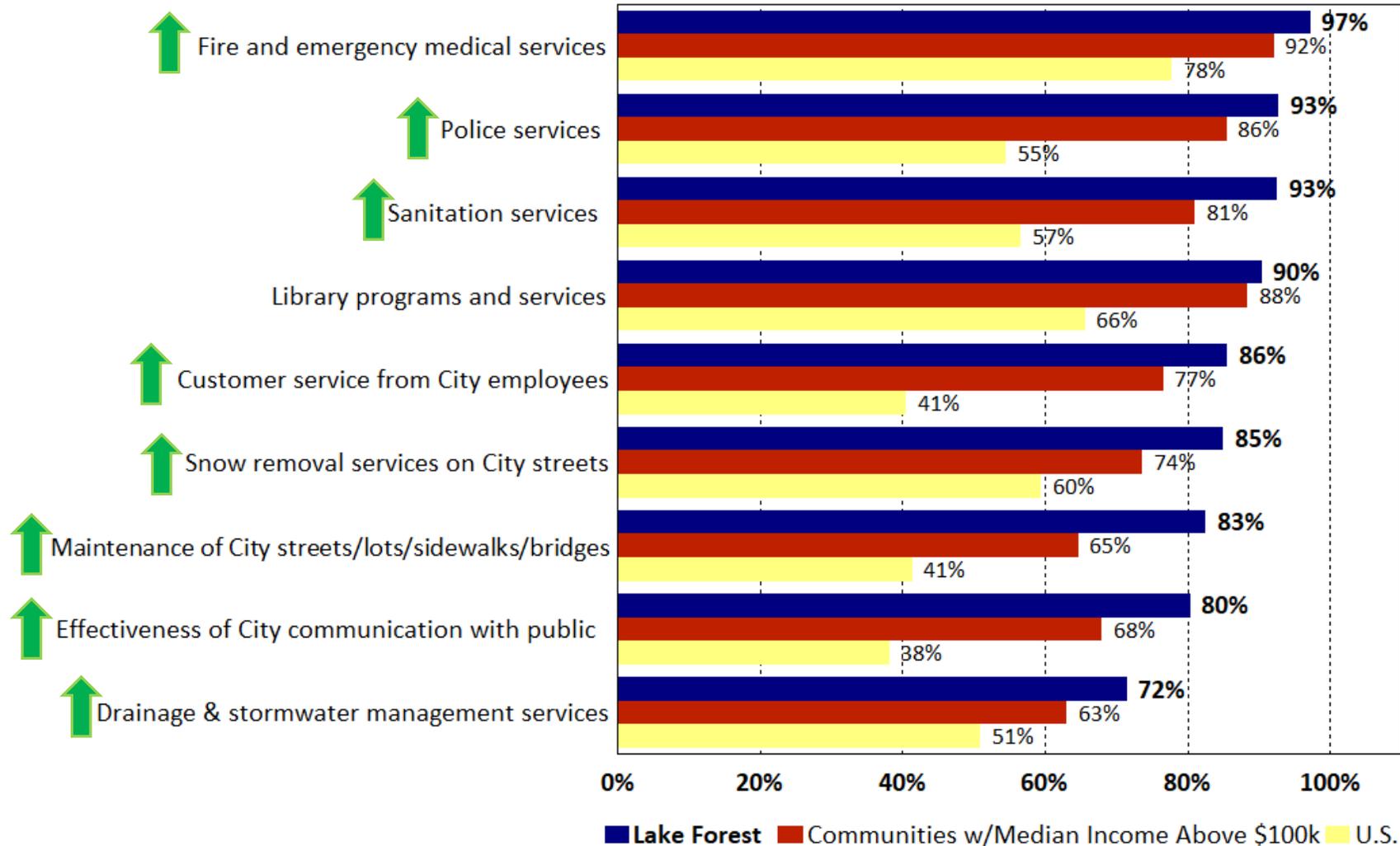
The average for communities with a median income over \$100k is based on surveys administered over the past two years by ETC Institute to residents living in communities with a median household income of \$100k or more according to the U.S. Census

- *These communities regularly conduct surveys with ETC Institute to assess their performance in these key areas*

Overall Satisfaction with City Services

Lake Forest vs. Communities with a Median Income Above \$100k vs. the U.S.

by percentage of respondents who rated the item a 4 or 5 on a 5-point scale where 5 was "very satisfied" and 4 was "satisfied" (excluding don't knows)



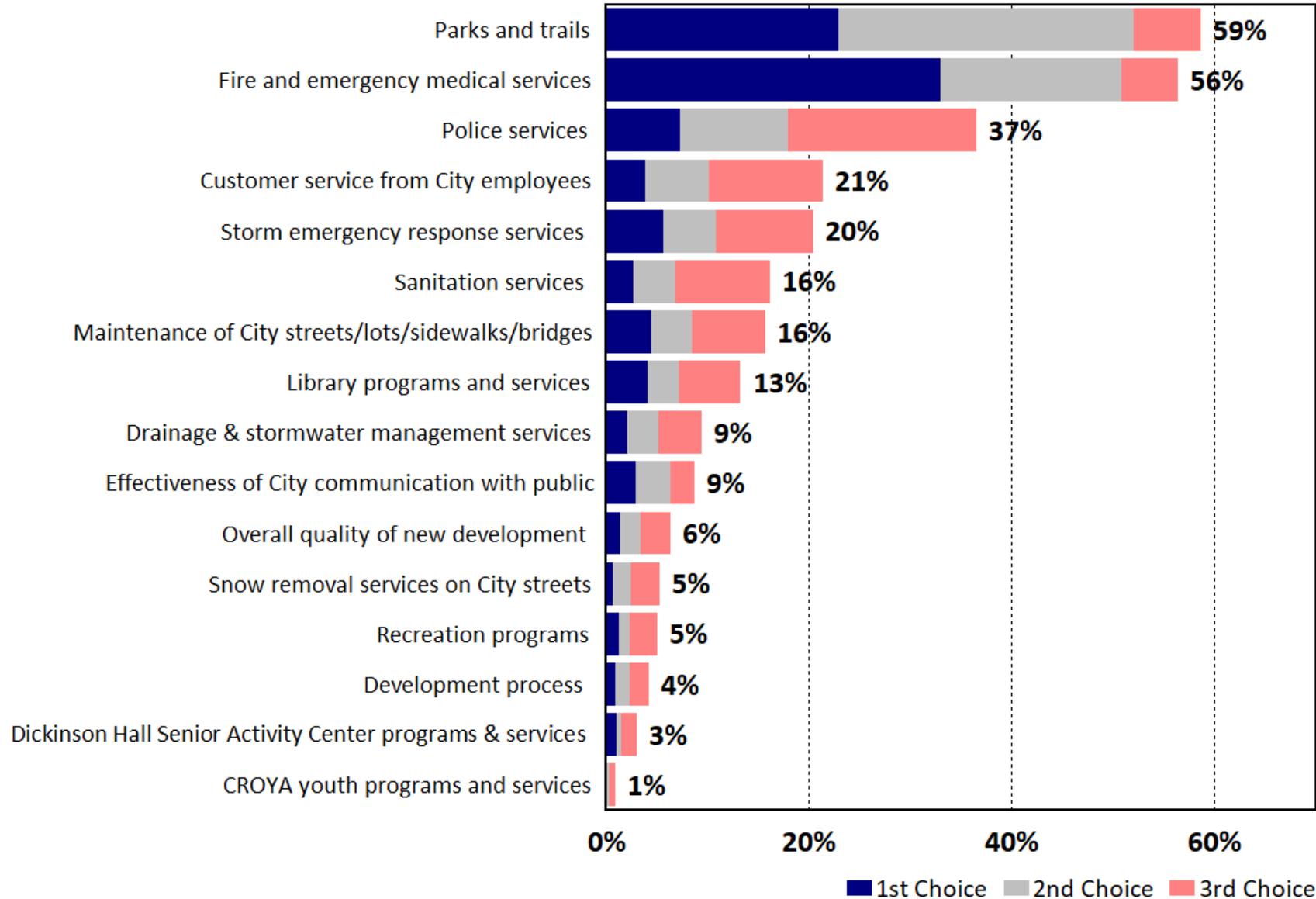
Significantly Higher Than Average: ↑

Priorities for Improvement

IMPORTANCE-SATISFACTION ANALYSIS

Q2. City Services That Are Most Important to Households

by percentage of respondents who selected the item as one of their top three choices



The Importance-Satisfaction Analysis relies on both satisfaction and importance ratings to determine priorities

Importance-Satisfaction Rating

City of Lake Forest, IL

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Parks and trails	59%	1	93%	2	0.0405	1
Storm emergency response services	20%	5	82%	10	0.0367	2
Customer service from City employees	21%	4	86%	6	0.0308	3
Maintenance of City streets/lots/sidewalks/bridges	16%	7	83%	9	0.0273	4
Drainage & stormwater management services	9%	9	72%	14	0.0268	5
Police services	37%	3	93%	3	0.0264	6
Overall quality of new development	6%	11	60%	15	0.0258	7
Development process	4%	14	59%	16	0.0172	8
Effectiveness of City communication with public	9%	10	80%	11	0.0171	9
Fire and emergency medical services	56%	2	97%	1	0.0158	10
Library programs and services	13%	8	90%	5	0.0128	11
Sanitation services	16%	6	93%	4	0.0120	12
Snow removal services on City streets	5%	12	85%	7	0.0080	13
Recreation programs	5%	13	85%	8	0.0077	14
Dickinson Hall Senior Activity Center programs & services	3%	15	78%	13	0.0069	15
CROYA youth programs and services	1%	16	80%	12	0.0018	16

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Rating

City of Lake Forest, IL

City Infrastructure

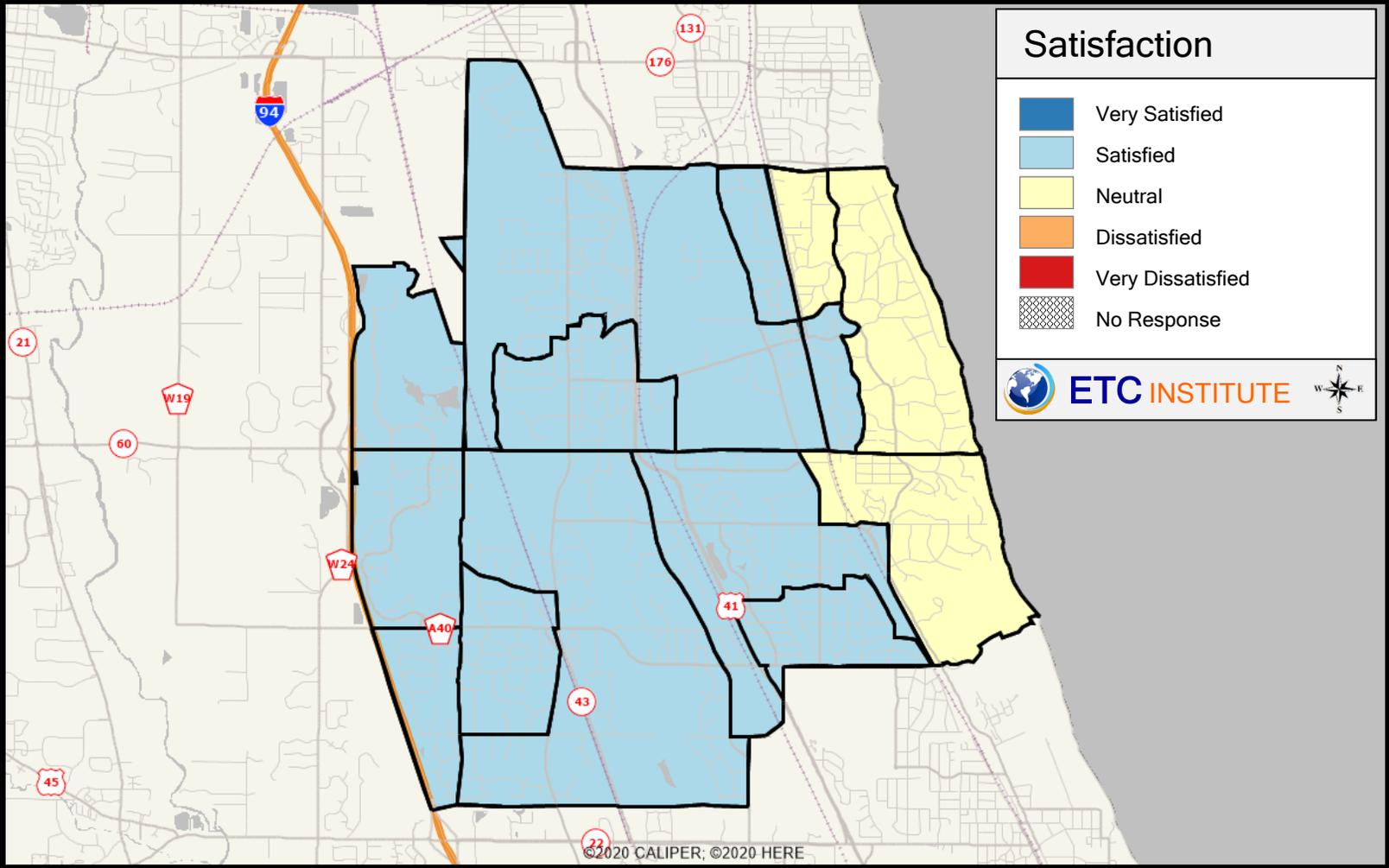
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
City's drainage & stormwater sewer management	50%	3	63%	7	0.1871	1
City streets in neighborhoods	70%	1	75%	5	0.1788	2
City streets	59%	2	81%	3	0.1109	3
City street lighting	35%	5	69%	6	0.1075	4
City sidewalks	41%	4	78%	4	0.0912	5
City parking lots	11%	6	88%	1	0.0129	6
City bridges	8%	7	84%	2	0.0127	7

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

City's Drainage and Stormwater Sewer Management

This area was determined to be the top priority for improvement in the City Infrastructure category based on the Importance-Satisfaction Analysis

This item was determined to be a high priority for improvement

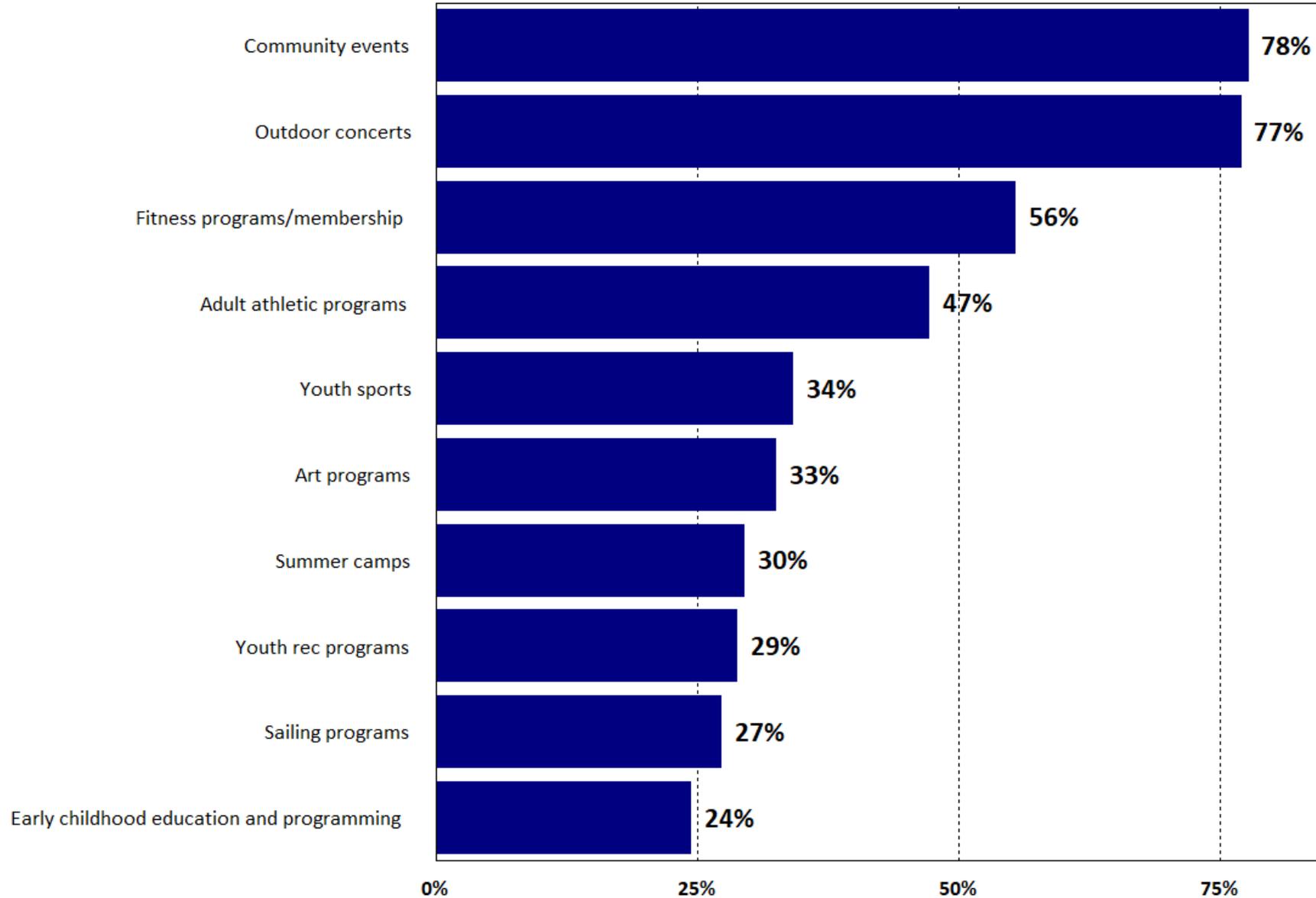


Recreation Program Priorities Analysis

NEEDS AND PRIORITIES FOR RECREATION PROGRAMS

Q26. Need for Recreation Programs

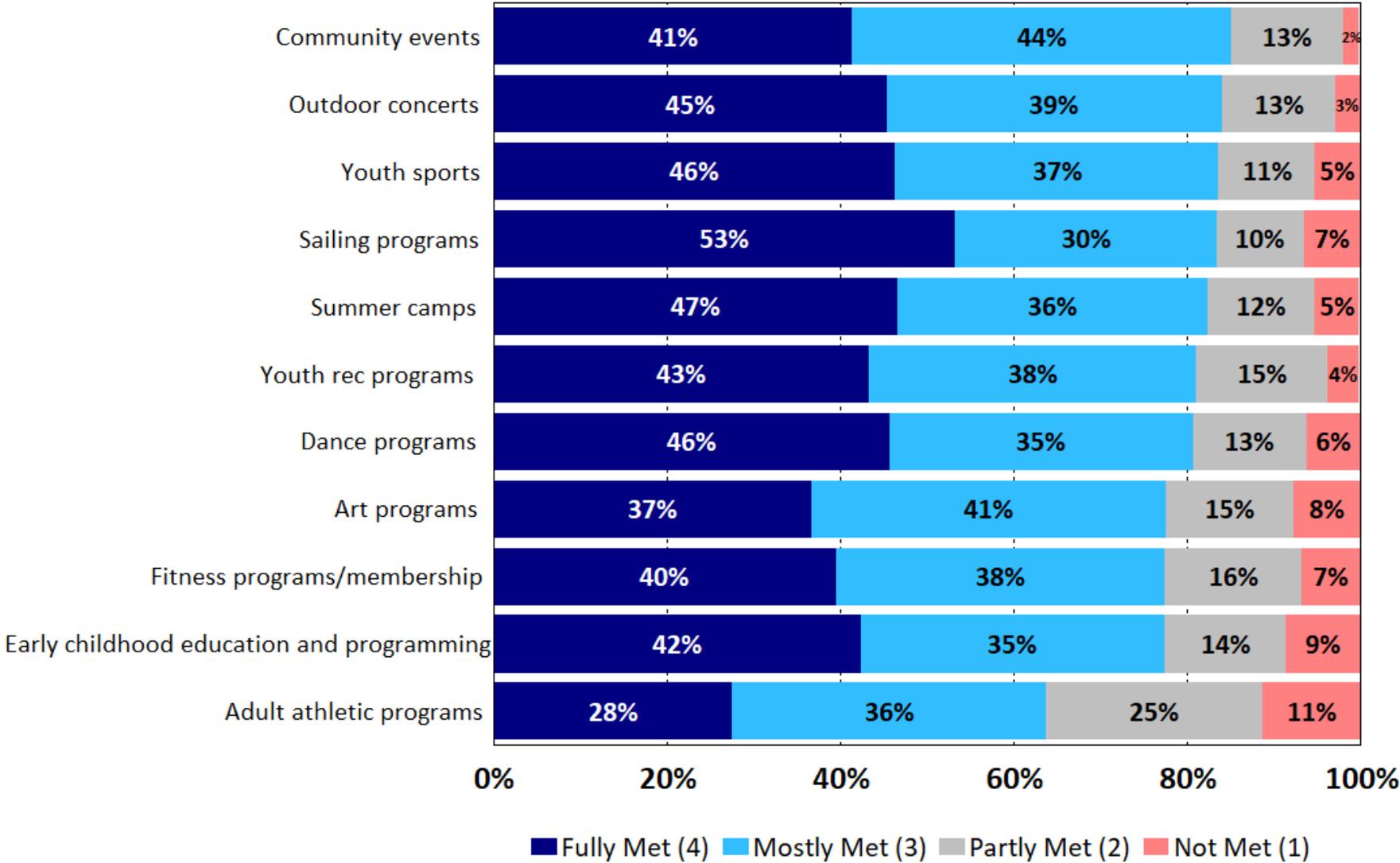
by percentage of respondents who indicated need



First, we determine the overall need for the programs listed

Q26. How Well the Following Recreation Programs Are Meeting the Needs of Households

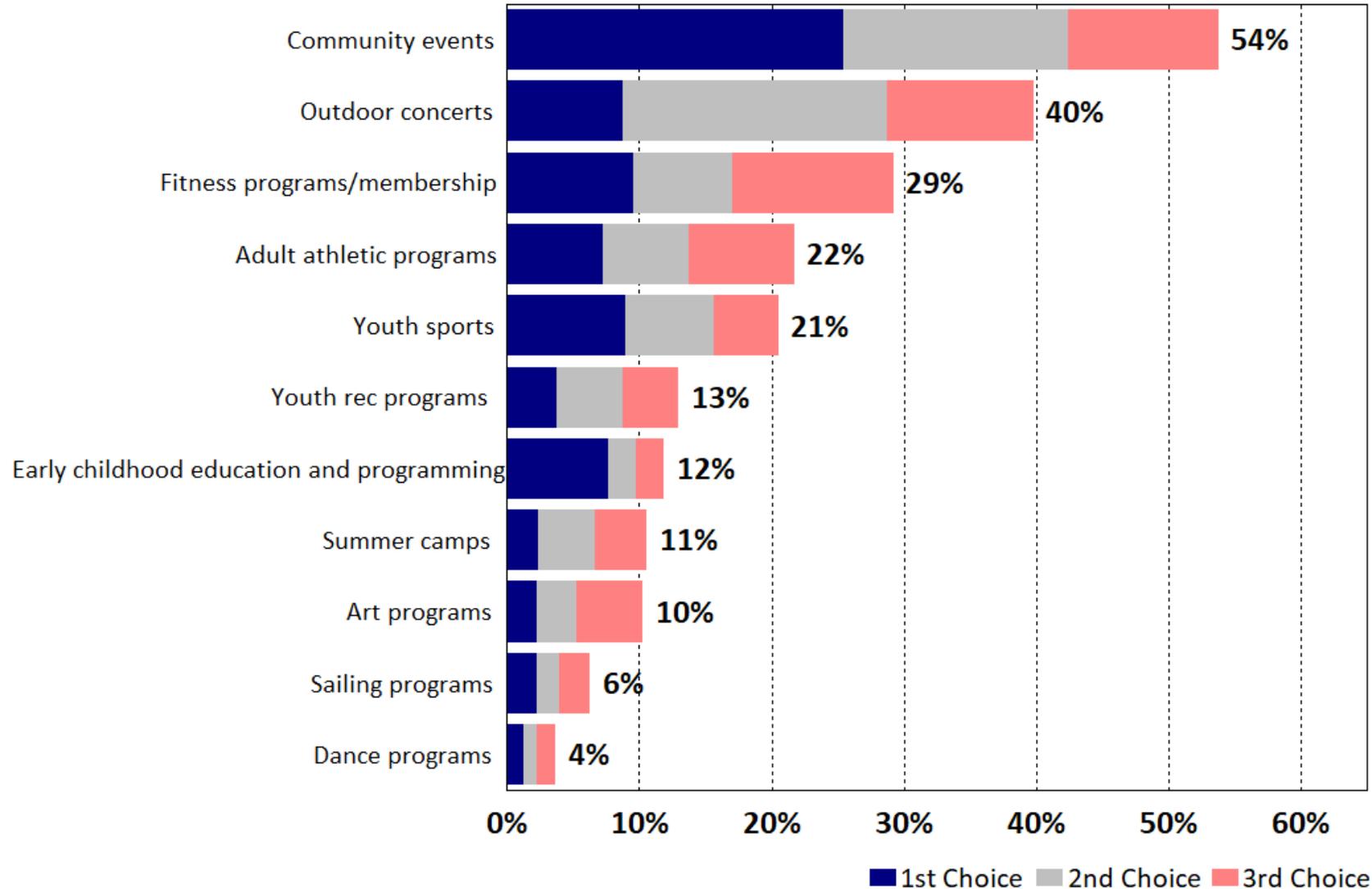
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "no need")



Those respondents who have a need are asked to indicate how well their needs are currently being met

Q27. Recreation Programs That Are Most Important to Households

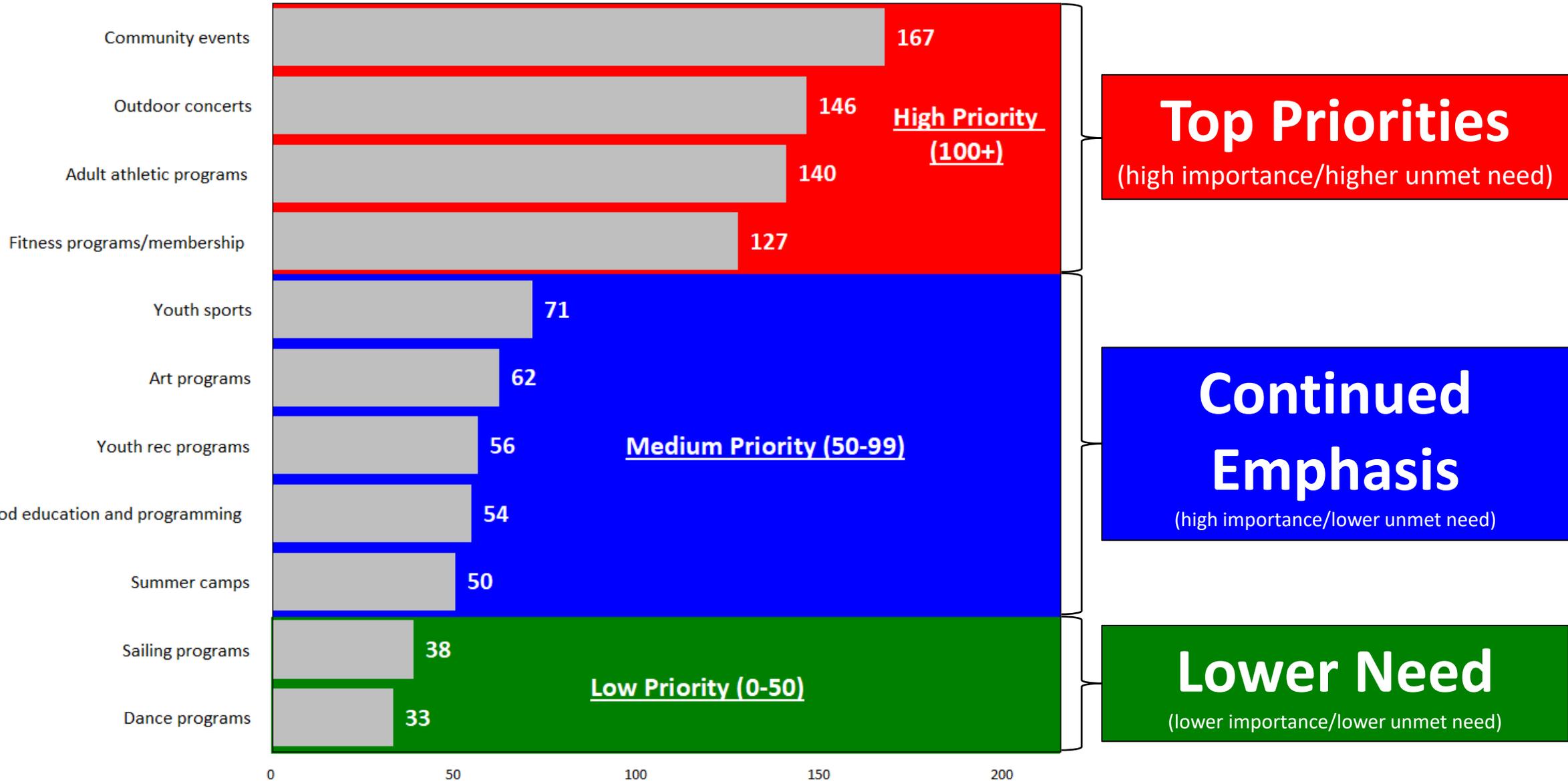
by percentage of respondents who selected the item as one of their top three choices



The final piece of the Priority Investment Ratings is the important of the programs to households

Top Priorities for Investment for Recreation Programs Based on

Priority Investment Rating

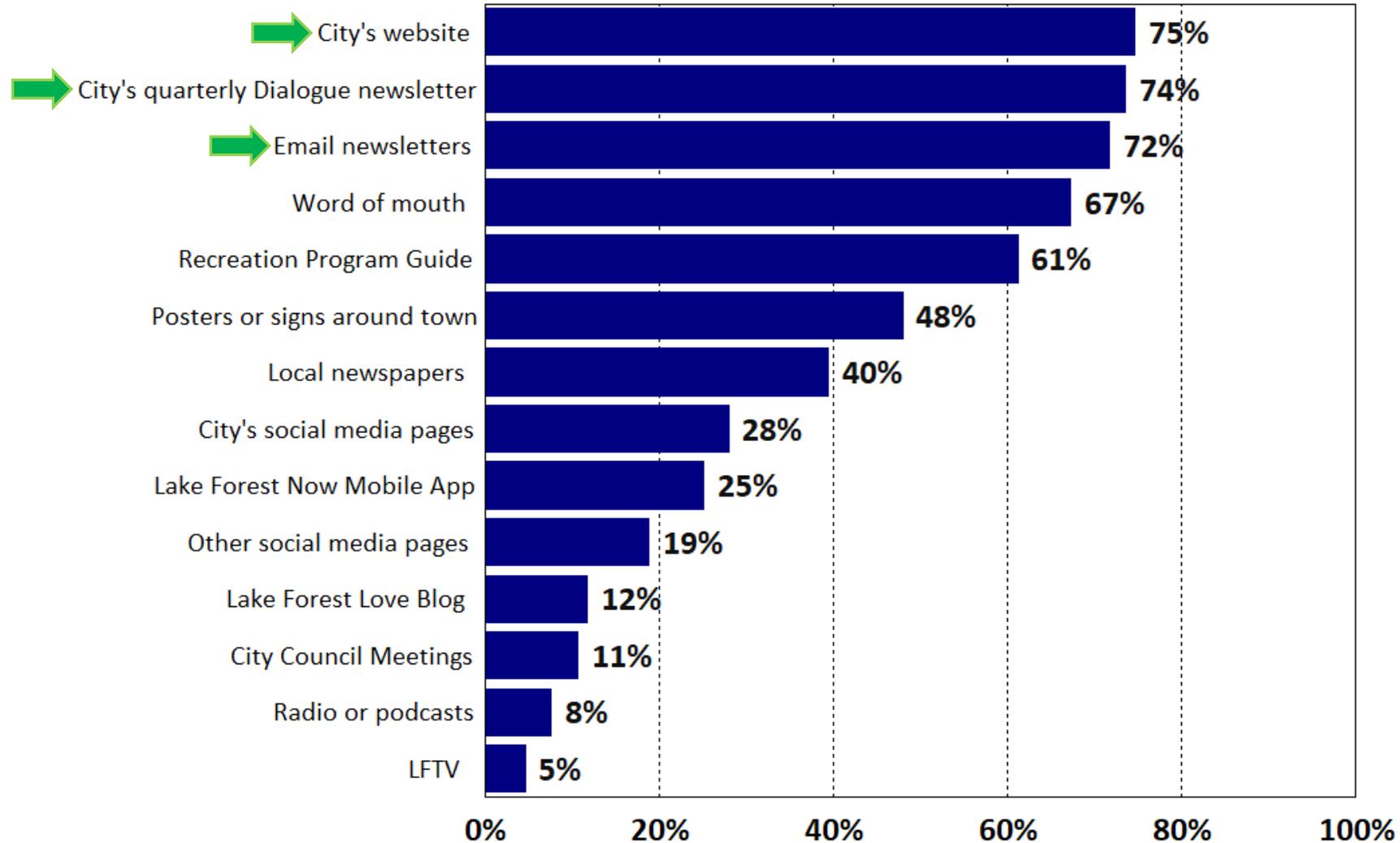


Communication

COMMUNICATION IS KEY TO CONTINUED SUCCESS

Q4. Sources Currently Used to Get News and Information About City Programs, Services, and Events

by percentage of respondents (multiple selections could be made)



The highlighted items are the sources respondents most prefer to use

Interactive Data Dashboard

YOUR SURVEY DATA IS AT YOUR FINGERTIPS



City of Lake Forest

Community-Wide Survey

Results by Key Demographics

Home Page | Filter Page | Clear Filter

of Records: 1450 (2023)

Select survey a topic from the drop down menu below to begin:

Survey Topic [Key Demographic Page]
City Facilities

...or select a survey question

Questions [Key Demographic Page]
CROYA Student Union

76.2
Overall Results %

CITY PERFORMANCE

Results

Results by Key Demographics

TREND DATA NEXT SURVEY

Importance

WHO RESPONDED

MAPPING

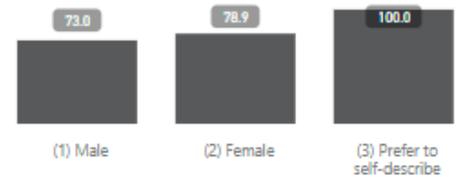
INVESTMENT PRIORITIES

BENCHMARKS

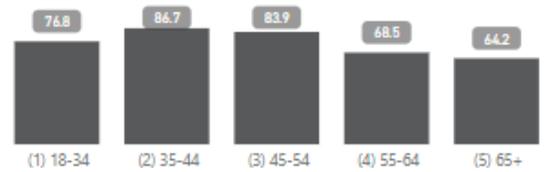
Survey Results by Race/Ethnicity



Survey Results by Gender



Survey Results by Age



Survey Results by Income



Survey Results by Years Lived in Area



Survey Results by Residence Type



ETC INSTITUTE | Select Survey Time Frame: 2023



City of Lake Forest

Community-Wide Survey

Cross Tabulation Page

Home Page | Filter Page | Clear Filter

of Records: 1450 (2023)

Select survey a topic & question from the drop down menu below to begin:

Topic #1 [Correlation Page]
 City Infrastructure

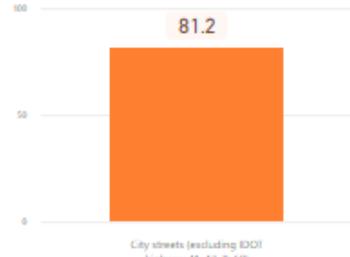
Question #1 [Correlation Page]

- City bridges
- City parking lots (i.e., City Hall, City facility lots)
- City sidewalks
- City street lighting
- City streets (excluding IDOT highway 41, 43, ...)
- City streets in YOUR neighborhood
- City's drainage and stormwater sewer manag...

Topic #2 [Correlation Page]
 General Demographics

Question #2 [Correlation Page]

- Approximately how many years have you live...
- Do you own or rent your current residence?
- How many years have you lived in the City of...
- What is your age?
- What is your gender?
- Which of the following best describes your r...
- Would you say your total annual household i...



Question #1 Results

Question #1	#	%
(5) Very Satisfied	401	28.4%
(4) Satisfied	744	52.8%
(3) Neutral	184	13.0%
(2) Dissatisfied	69	4.9%
(1) Very Dissatisfied	12	0.9%
Total	1,410	100.0%

Question #2 Results

Question #2	#	%
White alone, non-Hispanic	1,195	85.2%
Native Hawaiian or other Pacific Islander alone, non-Hispanic	4	0.3%
Hispanic, any race	70	5.0%
Black/African American alone, non-Hispanic	15	1.1%

Select an answer choice above to see the cross-tabulation results from that group:

Question #1 Results by Question #2

Question #1	Q2 (#)	Q2 (%)
(5) Very Satisfied	63	36.8%
(4) Satisfied	108	63.2%
Total	171	100.0%

Question #2 Results by Question #1

Question #2	Q1 (#)	Q1 (%)
Native Hawaiian or other Pacific Islander alone, non-Hispanic	3	1.8%
Hispanic, any race	60	35.1%
Black/African American alone, non-Hispanic	13	7.6%
Asian/Asian Indian alone, non-Hispanic	89	52.0%



CITY PERFORMANCE

Results

Results by Key Demographics

TREND DATA NEXT SURVEY

Importance

WHO RESPONDED

MAPPING

INVESTMENT PRIORITIES

BENCHMARKS

ETC INSTITUTE

Select Survey Time Frame: 2023

*Non-Provided/Don't Know Answers have been removed from the results



City of Lake Forest
Community-Wide Survey
Cross Tabulation Page - Top Correlations

Home Page | Filter Page | Clear Filter

of Records: 1450 (2023)

Select survey a topic & question from the drop down menu below to begin:

Topic #1 [Correlation Page]
City Infrastructure

Question #1 [Correlation Page]

- City bridges
- City parking lots (i.e., City Hall, City facility lots)
- City sidewalks
- City street lighting
- City streets (excluding IDOT highway 41, 43, & 60)
- City streets in YOUR neighborhood
- City's drainage and stormwater sewer management system (e.g.,

81.21
Question #1 Satisfaction %

City streets (excluding IDOT highway 41, 43, & 60)

Topic #2	Question #2	Correlation Coefficient	Satisfaction (%)
City Infrastructure	City streets in YOUR neighborhood	0.672	74.45
City Infrastructure	City parking lots (i.e., City Hall, City facility lots)	0.545	87.90
City Infrastructure	City sidewalks	0.536	77.81
City Services	Maintenance of City streets, lots, sidewalks, and bridges	0.523	82.60
City Infrastructure	City bridges	0.489	83.52
City Infrastructure	City street lighting	0.395	69.30
City Infrastructure	City's drainage and stormwater sewer management system (e.g., storm drains, ravines, pipes, ditches)	0.375	62.86
Perception	Quality of services provided by the City	0.362	94.11
City Services	Snow removal services on City streets	0.338	85.01
Perception	Value that you receive for your City tax dollars and fees	0.334	74.72
Parks and Forestry	Landscaping in City parkways and properties	0.329	88.63
City Services	Drainage and stormwater management services (in City right of ways including streets and sidewalks)	0.323	71.52
City Services	Storm emergency response services (flood, windstorms, etc.)	0.319	82.01
City Facilities	Lake Forest Fitness Center	0.314	71.77
Parks and Forestry	Park pavilions	0.308	90.40
City Services	Parks and trails	0.303	93.10
City Services	Development process (permit issuance and inspections)	0.303	59.14
Parks and Forestry	Tree planting and maintenance (pruning and trimming) services	0.297	83.20
Parks and Forestry	City parks	0.296	96.12

- .00-.19 "very weak"
- .20-.39 "weak"
- .40-.59 "moderate"
- .60-.79 "Strong"
- .80-1.0 "very strong"

CITY PERFORMANCE

Results

Results by Key Demographics

TREND DATA NEXT SURVEY

Importance

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Select Survey Time Frame: 2023

*Non-Provided/Don't Know Answers have been removed from the results

Info Page

Summary

Residents have a very positive perception of the City

Satisfaction is Much Higher in Lake Forest than other communities

Overall, the City of Lake Forest performed exceptionally well—especially when comparing the City’s performance to ETC Institute’s Benchmarks

The City should focus on the additional analysis of the survey results to pull out priorities for improvement and investment that will help serve the future and evolving needs of residents in the City to ensure the high ratings receive continue

Questions?

THANK YOU

