

THE NCSTM
The National Citizen SurveyTM

Libertyville, IL
Community Livability Report

2015



NRC
National Research Center Inc

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

ICMA

Leaders at the Core of Better Communities

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

Contents

About..... 1

Quality of Life in Libertyville 2

Community Characteristics 3

Governance 5

Participation 7

Special Topics..... 9

Conclusions 11

The National Citizen Survey™
© 2001-2015 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About

The National Citizen Survey™ (The NCS) report is about the “livability” of Libertyville. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

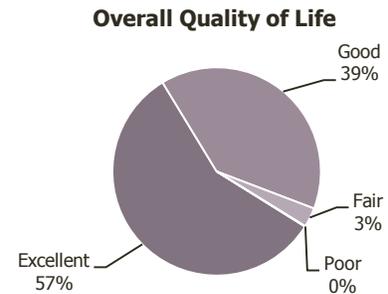
The Community Livability Report provides the opinions of 919 residents of the Village of Libertyville. The “range of uncertainty” around any reported percentage is 5% for the entire sample of 919 residents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Libertyville

Almost all residents rated the quality of life in Libertyville as excellent or good. This rating was higher than those seen in other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.



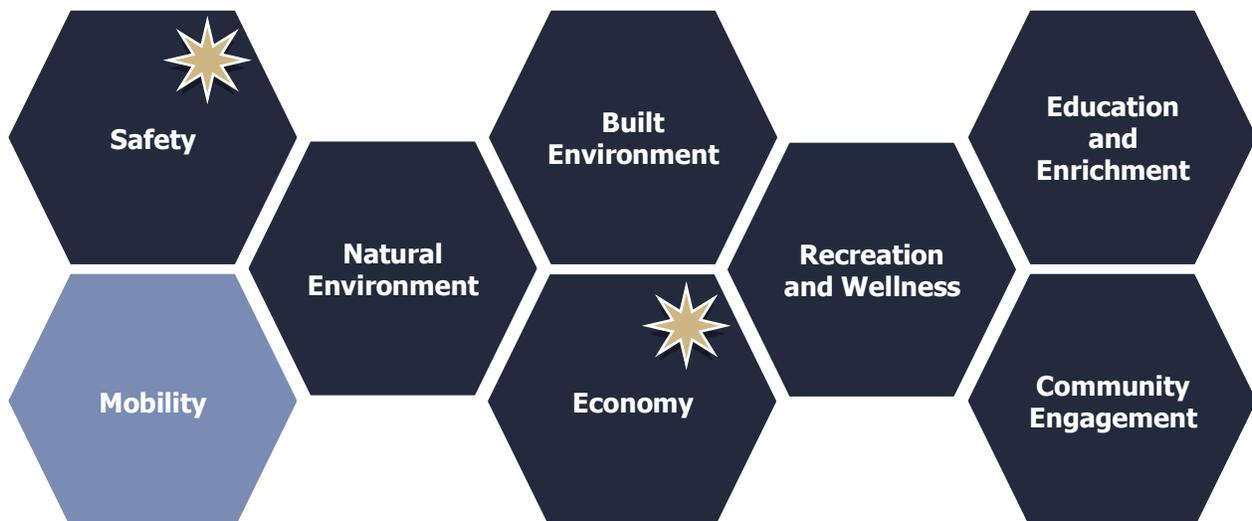
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Libertyville community in the coming two years. It is noteworthy that Libertyville residents gave strong ratings to both of these facets of community as well as to Natural Environment, Built Environment, Recreation and Wellness, Education and Enrichment, and Community Engagement. Ratings for Mobility were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Libertyville’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



Community Characteristics

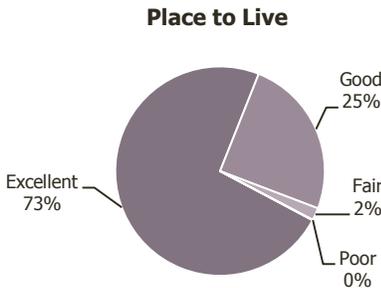
What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Libertyville, 98% rated the Village as an excellent or good place to live. Respondents' ratings of Libertyville as a place to live were higher than ratings in other communities across the nation.

In addition to rating the Village as a place to live, respondents rated several aspects of community quality including Libertyville as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Libertyville and its overall appearance. Most of these ratings were higher than the benchmark with more than 9 in 10 providing positive ratings. The only exception was Libertyville as a place to retire which was lower than the benchmark and received positive ratings from about half the residents.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Overall, ratings in Libertyville tended to be higher than ratings given in other communities and most aspects received positive ratings from a majority of residents who responded to the survey. Aspects within the facet of Safety were positively rated by almost all Libertyville's residents and were at least similar to the benchmark comparisons. Most aspects within the facet of Economy were also rated positively by a majority of residents and were higher than the national benchmark; however, cost of living received positive ratings from just over a third of respondents and was rated similar to the benchmark. Ratings within the facets of Natural Environment, Recreation and Wellness, and Education and Enrichment were all positive and all higher than the benchmark. Within the facet of Mobility ratings varied, though all aspects were rated excellent or good by about 5 in 10 residents or more. Paths and walking trails and ease of walking within Mobility received ratings that were higher than the benchmark, while overall ease of travel, travel by bicycle, travel by public

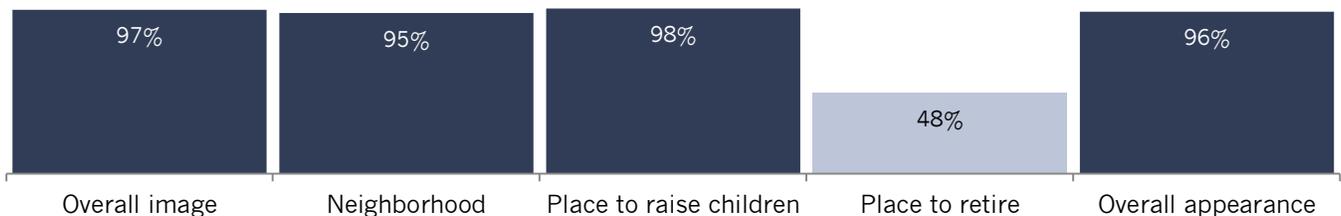
transportation and car, public parking in downtown, and traffic flow received ratings similar to the benchmark. Aspects of Built Environment such as the overall built environment, new development in Libertyville and public places each received positive ratings from at least 8 in 10 residents, ratings all higher than the benchmark. Other aspects of Built Environment such as affordable quality housing and housing options received positive ratings between 45% and 74% that were similar to the benchmark.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



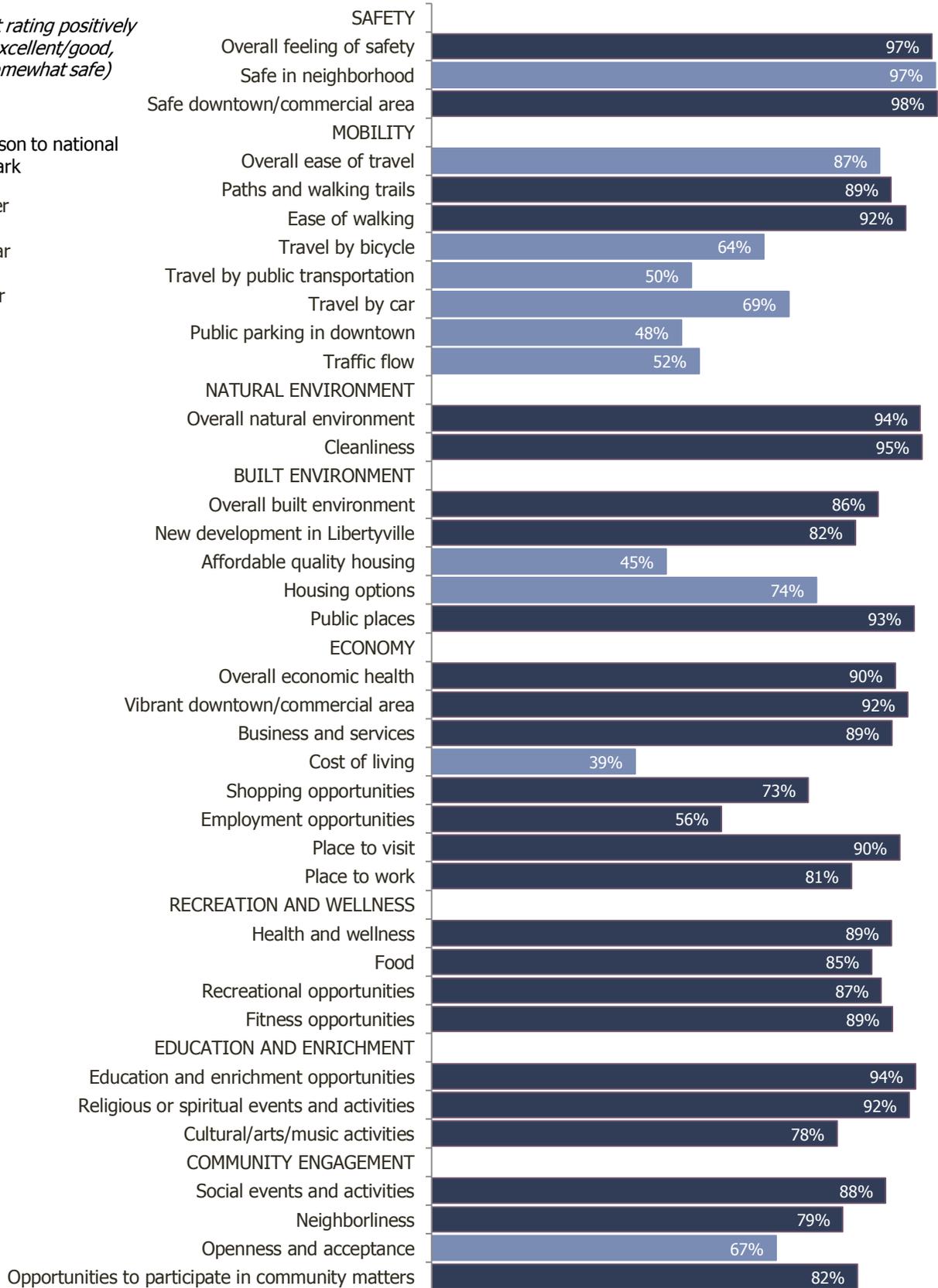
The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



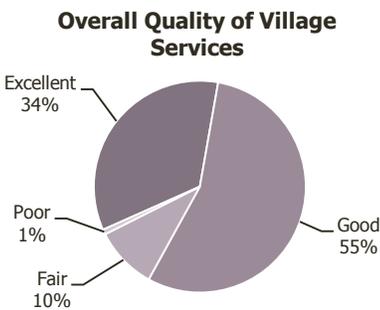
Governance

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

The overall quality of services provided by Libertyville as well as the manner in which these services are provided are a key component of how residents rate their quality of life. The overall quality of services provided by the Village of Libertyville received excellent or good ratings by 89% of residents, while the Federal Government received positive ratings by 39% of respondents. Libertyville's rating was higher than the benchmark while the rating for the Federal Government was similar to the benchmark.

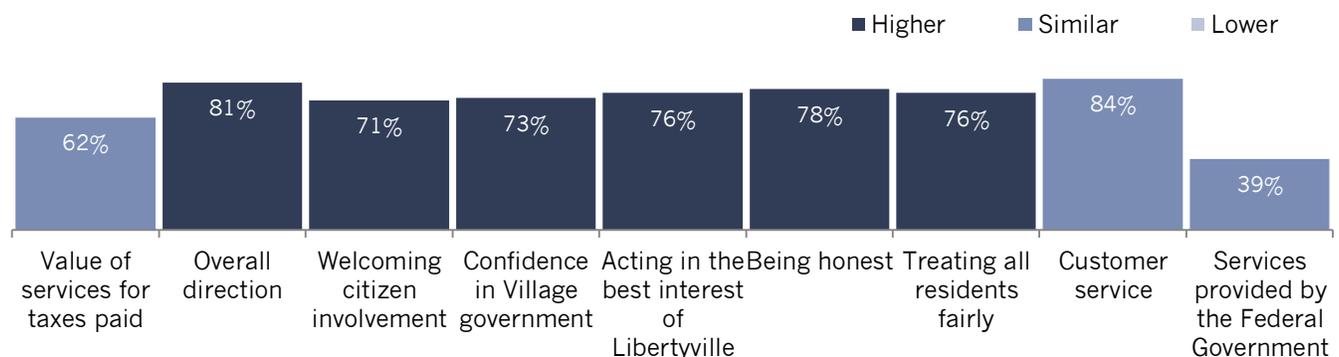
Survey respondents also rated various aspects of Libertyville's leadership and governance. Most of these ratings were higher than the benchmark; however, the ratings for value of services for taxes paid and customer services were similar to the benchmark. Overall direction of the Village received positive ratings from 8 in 10 residents and was higher than the benchmark. About three-quarters of residents provided excellent or good ratings for welcoming citizen involvement, confidence in Village government, acting in the best interest of Libertyville, being honest, and treating all residents fairly, all of which were higher than the benchmark comparisons.

Respondents evaluated over 30 individual services and amenities available in Libertyville. Overall, ratings for services in Libertyville were reported as excellent or good by at least 6 in 10 survey respondents and were at least similar to, but more often higher than the national benchmark. The highest rated services were: fire services, ambulance/EMS, fire prevention, Village Parks, drinking water, special events, crime prevention, recycling, health services, yard waste pick-up, sewer services, and police services; at least 9 in 10 rated these services as excellent or good. Ratings within the facet of Mobility were among the most variable though they were all rated positively by more than half of respondents. Of the eight aspects related to Mobility, seven were rated similar to the benchmark and one was rated higher than the benchmark (street cleaning).



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

Comparison to national benchmark



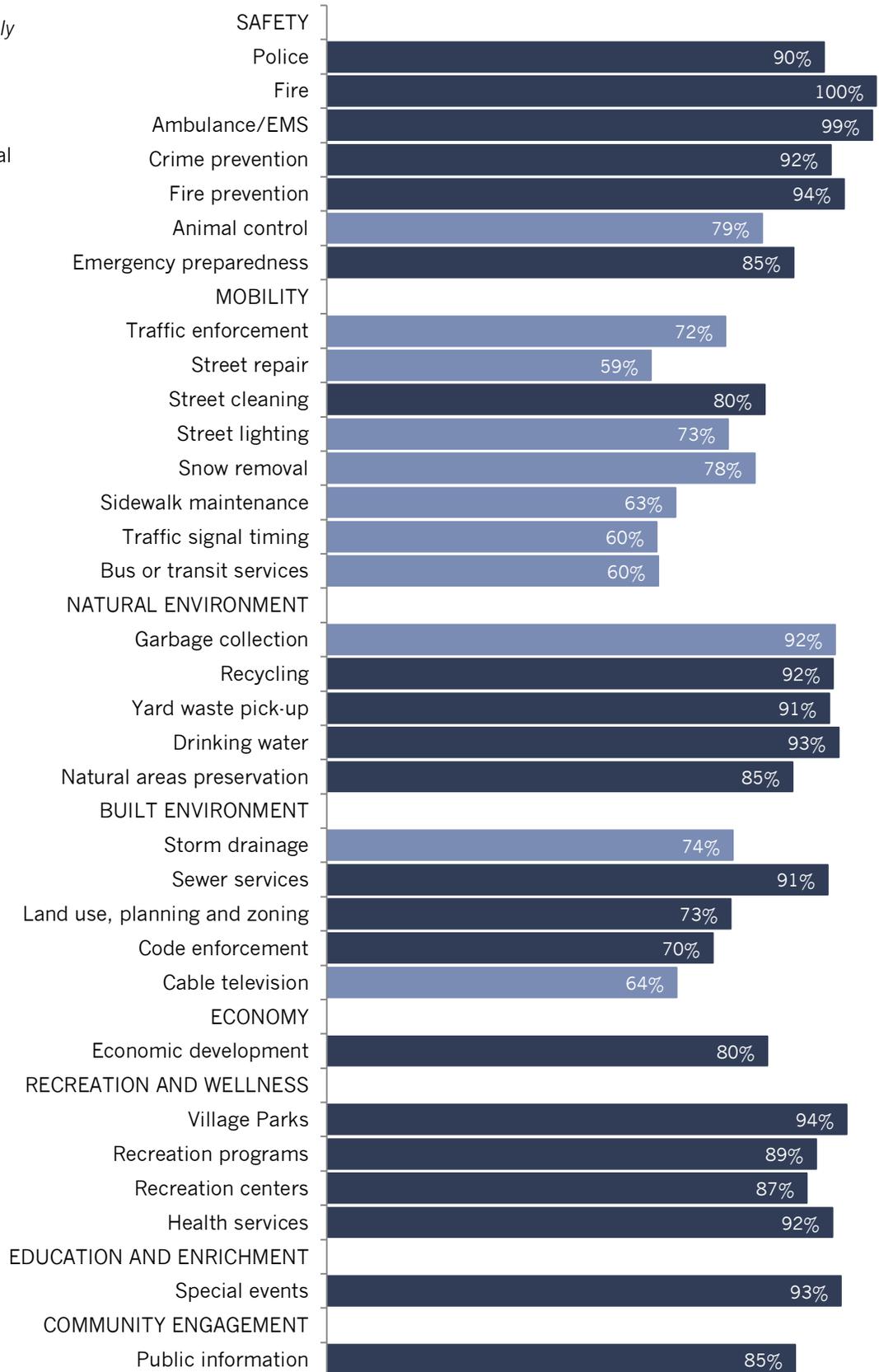
The National Citizen Survey™

Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



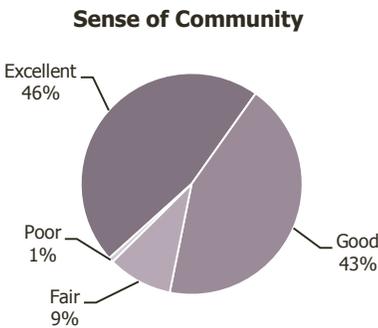
Participation

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

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. Almost all residents in Libertyville gave an excellent or good rating to the sense of community in Libertyville and this rating was much higher than ratings given in other communities across the nation. More than 9 in 10 residents were likely to recommend living in Libertyville and a similar amount of residents plan to remain in the Village for the next five years. About three in five residents reported they had contacted Libertyville employees in the last 12 months and this rate of contact was higher than that seen in comparison communities.

The survey included over 25 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of participation in the Village of Libertyville tended to vary, but most rates were similar to other communities. Specifically, Participation aspects within the facet of Community Engagement were mixed; almost all residents had talked to or visited with neighbors (96%) and 9 in 10 residents reported that they had read or watched local news and voted in local elections. Meanwhile, 4 in 10 residents reported they had volunteered and 2 in 10 residents reported that they had campaigned for an issue, cause or candidate, contacted Libertyville elected officials, or attended a local public meeting. These rates of Participation were all similar to the benchmark. More residents reported that they recycled at home, did not report a crime, visited a Village Park, attended a Village- or MainStreet Libertyville-sponsored event, used Libertyville recreation facilities, walked or biked instead of driving, voted in local elections and did not observe a code violation than did residents in other communities across the nation.

Alternatively, fewer Libertyville residents reported that they had stocked supplies for an emergency and watched a local public meeting compared to residents in other communities across the nation. Nearly all of Libertyville's residents (97%) reported that they had purchased goods or services in the Village; however, only a third of residents work in the Village of Libertyville and believed the economy would have a positive impact on their income.



Percent rating positively
(e.g., very/somewhat likely,
yes)

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



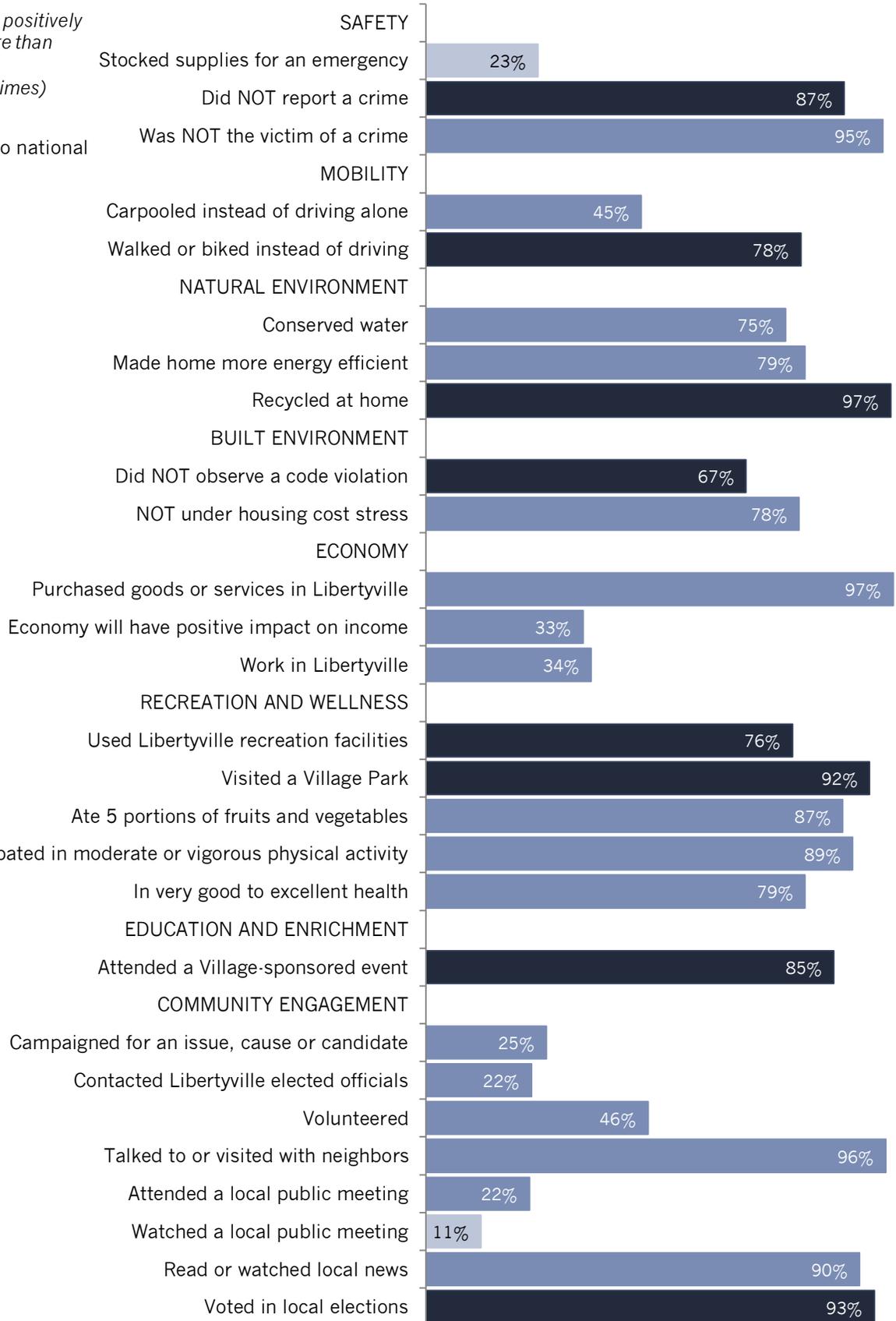
The National Citizen Survey™

Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

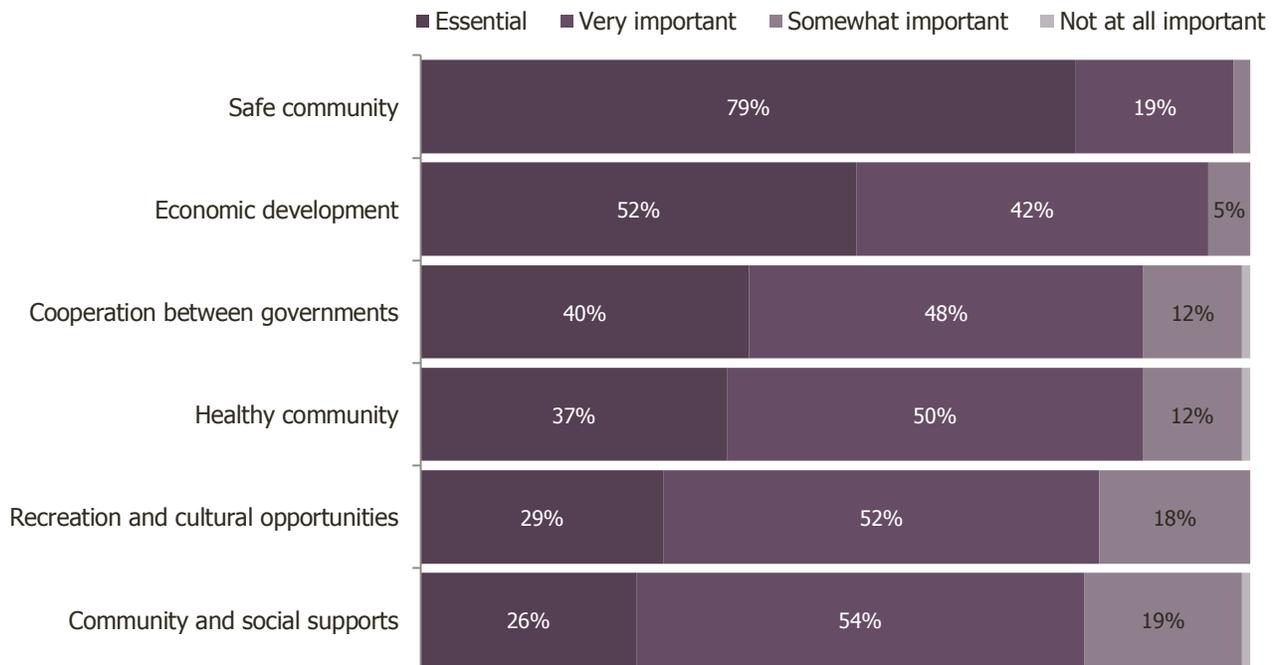


Special Topics

The Village of Libertyville included two questions of special interest on The NCS. The first Libertyville-specific question asked residents to rate the importance of strategic planning areas as they related to the overall quality of life in the Village. Nearly all respondents said strategic planning for a safe community was essential or very important and no residents said it was not at all important. All other strategic planning areas were considered essential or very important by 8 in 10 residents.

Figure 4: Importance of Strategic Planning Areas

Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in the Village:

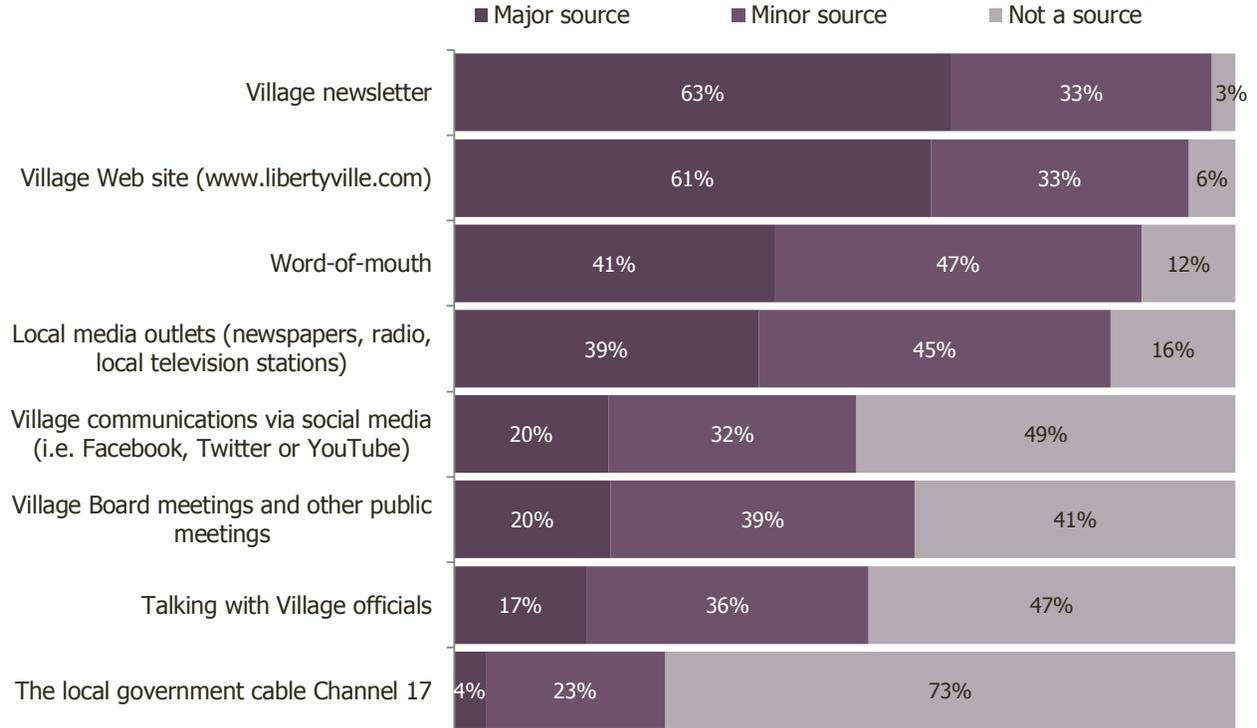


The National Citizen Survey™

The second Libertyville-specific question asked residents about the sources used for obtaining information about Village government and its activities, events and services. Almost all residents cited the Village newsletter as a major source of information with a similar amount reporting that the Village Web site was either a major or minor source of information. Seven in 10 residents reported that the local government cable channel was the least likely source of information for the Village.

Figure 5: Information Sources

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



Conclusions

Libertyville residents enjoy a high quality of life.

Almost all residents gave positive ratings to their overall quality of life and Libertyville as a place to live (96% and 98% rated excellent or good, respectively). A vast majority of respondents gave high ratings to Libertyville as a place to raise children, to the Village's overall appearance and image. Additionally, more than 9 in 10 residents would recommend the Village as a place to live. All of these ratings were higher than those reported in other communities.

Safety and Economy were identified as main focus areas.

Respondents indicated that Safety and Economy are important areas for the Village to focus on over the next two years. Many of the ratings within Safety were higher than those found in other communities. Additionally, safe community received the highest ratings of importance regarding Village strategic planning areas (98% essential or very important).

More than 8 in 10 residents indicated that Economy was a priority for the future. While ratings varied within Economy, all were similar to or higher than the benchmark. Areas seeing the highest ratings within Economy were vibrant downtown/commercial area, overall economic health, Libertyville as a place to visit, economic development, and participation of Village residents in purchasing goods and services in Libertyville. Moreover, economic development received the second highest ratings of importance regarding Village strategic planning areas (94% essential or very important).

Opinions of Mobility varied but were on par with ratings given across the country.

Aspects within the facet of Mobility across each pillar were generally similar to those seen in other communities; however, the ratings for ease of walking in the Village, paths and walking trails, street cleaning, and their ability to walk or bike instead of driving were each higher, or much higher than the national benchmark. Ratings varied from 45% who carpooled instead of driving alone and 48% excellent or good for public parking in downtown to 92% excellent or good for ease of walking and 89% excellent or good for paths and walking trails.

Resident's appreciate all aspects of Natural Environment.

A vast majority of aspects related to Natural Environment received positive ratings from at least 9 in 10 respondents. Residents were especially pleased with the cleanliness of the Village of Libertyville, drinking water, and the ability to recycle at home, each which received ratings higher than those in comparison communities. However, participation in the conservation of water and making homes more energy efficient did not see as high of ratings, they still received positive ratings from as many as 8 in 10 residents which were similar to the benchmark.