

**MINUTES OF A COMMITTEE OF THE WHOLE MEETING
OSWEGO VILLAGE PRESIDENT AND BOARD OF TRUSTEES
OSWEGO VILLAGE HALL
100 PARKERS MILL, OSWEGO, ILLINOIS
November 1, 2016**

CALL TO ORDER

President Gail Johnson called the meeting to order at 6:00 p.m.

CONSIDERATION OF AND POSSIBLE ACTIONS ON-ANY REQUESTS FOR ELECTRONIC PARTICIPATION IN MEETING

There was no one who participated electronically.

ROLL CALL

Physically Present: President Gail Johnson; Trustees Ryan Kauffman (attended at 6:20 p.m.), Karin McCarthy-Lange, Pam Parr, Judy Sollinger and Joe West (attended at 6:04 p.m.).

Absent: Trustee Luis Perez

Staff Present: Dan Di Santo, Village Administrator; Christina Burns, AVA/HR Director; Tina Touchette, Village Clerk; Jennifer Hughes, Public Works Director; Jeff Burgner, Police Chief; Mark Horton, Finance Director; Rod Zenner, Community Development Director; Michele Brown, Community Relations Manager; Jay Hoover, Building & Zoning Manager; Corinna Cole, Economic Development Director; and Dave Silverman, Village Attorney.

PUBLIC FORUM

Public Forum was opened at 6:01 p.m.

There was no one who requested to speak; the Public Forum was closed at 6:01 p.m.

OLD BUSINESS

There was no Old Business.

NEW BUSINESS

F.1. 2016 Community Survey Results

Asst. Village Administrator Burns addressed the Board regarding the 2016 Community survey results. The Village contracted with ETC Institute to conduct a Community Survey. ETC received 629 completed surveys, which exceeded the goal response of 500 surveys. Overall, residents rated Oswego as an excellent or good place to raise children and live. Residents have a higher overall satisfaction rate with Village services; in particular public safety services. The primary areas where residents would like to see improvement is in overall flow of traffic/congestion management and management of the Village's finances. The goal is to complete the Community Survey every two years and benchmark progress in key areas. Jason Morado, of ETC Institute, presented the survey findings.

ETC Institute

- National leader in market research for local government
- Surveyed more than 850 cities in 49 states since 2006

Survey Purpose

- Objectively assess citizen satisfaction with services
- Setting a baseline for future surveys
- Compare Oswego's performance with other communities regionally and nationally
- Determining priorities for the community

Methodology

- Survey description
 - Six pages
 - Completing in 15-20 minutes
- Method of administration
 - Mail, phone and online to randomly selected households
- Sample size
 - Received 629 surveys; goal was 500
 - Good representation throughout the Village
- Confidence level
 - 95%
- Margin of error
 - +/- 3.9% overall

Major Findings #1

- Residents had a very positive perception of the Village
 - 90% rated Oswego as an excellent or good place to raise children
 - 88% rated Oswego as an excellent or good place to live
 - 72% rated Oswego as a place they are proud to call home
 - 42% rated Oswego as a place to work
 - 42% rated Oswego as a place to visit
 - 34% rated Oswego as a place to retire
- Overall satisfaction with Village services much higher than other communities
 - Village services rated 24% above the regional average and 14% above the U.S. average
 - Rated above the regional average in 48 of 60 areas
 - Rated above the U.S. average in 45 of 60 areas

Major Findings #2

- Satisfaction levels are significantly higher than national and regional averages
 - Regional area includes Illinois, Indiana, Ohio and Michigan
 - Most residents are satisfied with the Fire District, Library, ambulance, feeling of safety and Park District
 - Concerns with transportation options and job availability
- Significantly higher in the following service areas compared to the region and U.S.:
 - Overall quality of the library system- 91%
 - Parks/recreation programs & facilities- 82%
 - Overall quality of police services- 81%
 - Overall quality of public schools/district- 74%
 - Overall quality of customer service- 73%
 - Maintenance of Village streets- 65%
 - Village communication with the public- 55%
- Significantly lower in the following service area compared to the region and U.S.:
 - Overall traffic flow & congestion management
- Satisfaction with issues that influence perceptions compared to the region and U.S.:
 - Overall quality of life in the Village- 78%
 - Overall appearance of the community- 75%
 - Overall quality of Village services provided- 70%
 - Value received for Village tax dollars/fees- 38%
- Satisfaction with police services compared to the region and U.S.:
 - Police response time to emergencies- 79%
 - Enforcement of local traffic laws- 75%
 - Visibility of police in neighborhoods- 74%
 - Efforts to prevent crime- 73%
- Satisfaction with Village maintenance compared to the region and U.S.:
 - Cleanliness of streets & other public areas- 80%

- Maintenance of buildings/facilities downtown- 80%
- Condition of neighborhood streets- 72%
- Condition of sidewalks- 66%
- Satisfaction with communication compared to the region and U.S.:
 - Village efforts to keep residents informed- 58%
 - Quality of the Village's website- 57%
 - Quality of social media outlets- 51%
- Satisfaction with utility services compared to the region and U.S.:
 - Residential trash collection services- 97%
 - Recycling services- 97%
 - Yard waste collection services- 88%
 - Water pressure- 88%
 - Overall water service- 69%
- Satisfaction with customer service compared to the region and U.S.:
 - Way you are treated- 83%
 - How easy they were to contact- 82%
 - How quickly Village staff responded to request- 72%
 - How well your issue was handled- 69%

Major Findings #3

- Overall priorities
 - Overall value received for tax dollars & fees
 - Overall flow of traffic and congestion management
 - Overall management of Village finances
- Police priorities
 - Village's efforts to prevent crime
 - Visibility of police in neighborhoods
- Maintenance/Public Works priorities
 - Traffic flow on major Village streets
 - Condition of State roads
 - Water rates
 - Condition of major Village streets

Other Findings

- Primary sources for information about community activities and services
 - Quarterly newsletter- 65%
 - Website- 39%
 - Social media/Facebook- 39%
- Satisfaction with various aspects of Downtown
 - Very satisfied
 - ✓ Street lighting
 - ✓ Pedestrian walkways/crossings
 - ✓ Green space
 - ✓ Public gathering spaces
 - Dissatisfied
 - ✓ Shopping choices
 - ✓ Public art
 - ✓ Restaurant choices
- What residents leave Oswego to spend money on
 - Fine dining
 - Furniture
 - Vehicles
- 51% pay Village utility bills online
- 51% want the availability to make more Village transactions online

Board and staff discussion focused on no areas standing out more over others; no areas dissatisfied; customer service is the strongest area overall; traffic and congestion percentage skewed because of the timing of the survey due to construction; ratings high for family and children; surprised on how many people read the newsletter; social media and website high; using the website, but not happy with it; not a ton of negative ratings, but some neutral ratings; all low areas are areas the Village is currently working on; information is terrific; survey to be completed every 2-3 years; information very in depth; staff currently meeting to discuss last year's budget; branding; community survey; priorities; strategic plan and ERP. There was no further discussion.

CLOSED SESSION

A motion was made by Trustee Kauffman and seconded by Trustee Sollinger to enter into Closed Session for the purposes of discussing the following:

- a. Pending and Probable Litigation [5 ILCS 120/2(c)(11)]
- b. Sale, Lease, and/or Acquisition of Property [5 ILCS 120/2(c)(5) & (6)]

Aye: Ryan Kauffman
Pam Parr
Joe West

Karin McCarthy-Lange
Judy Sollinger

Nay: None

Absent: Luis Perez

The motion was declared carried by a roll call vote with five (5) aye votes and zero (0) nay votes.

The Board adjourned to Closed Session at 6:24 p.m.

The Board returned to open session at 6:57 p.m.; all remaining members still present.

ADJOURNMENT

The Committee of the Whole meeting adjourned at 6:57 p.m.

Tina Touchette
Village Clerk