

MEMORANDUM

DATE: January 14, 2005

TO: Honorable President and Board of Trustees
Department Managers

FROM: Gary Webster, Village Manager

SUBJECT: Community Attitude Survey

Attached is the final, printed report about our Community Attitude Survey undertaken by Dimension Research last fall. The document is broken into various sections which are highlighted in the following:

- Introduction – Brief commentary on background, purpose, method, dates, sample, interpretation of data.
- Twenty-page narrative summary of the Survey results, beginning with a two-page summary titled “Highlights.”
- Copy of the 29 “slides” prepared for a “Power Point” presentation by Wes Peters (President, Dimension Research, Inc.) at the regular meeting of the Village Board on Monday evening, February 14, 2005.
- Page 2 of the Survey questionnaire contained questions 3-11 under the category of “Dealings with Village of Glen Ellyn Employees.” Question No. 11 asked for a written response by the respondent if the person was “dissatisfied” with the Village’s overall handling of their problem or concern. Appendix A contains the 58 verbatim respondent answers to this question.
- Page 4 of the questionnaire contained questions 16-18 involving the “Downtown Business Area.” Question 18 asked the respondent to write-in their response to the question of “What type of business, store, event or activity would you like to have added to Downtown Glen Ellyn?” Appendix B contains over 250 written verbatim respondent answers to this question.
- Page 5 of the questionnaire contained questions 19-21 under a category titled “Roosevelt Road Corridor.” Questionnaire 21 asked the respondent to write-in their response to the question of “What type of business, store, event or activity would you like to have added to the Roosevelt Road corridor in Glen Ellyn?” Appendix C contains the written verbatim respondent answers to this question from almost 200 respondents.

- Appendix D contains a wide variety of information, mostly about the technical issues and process by which the Survey was completed. For example, Appendix D discusses the record of dialings, the statements read by the Survey person making the telephone call, the Village President transmittal letter, etc. Also included in this Appendix is a copy of the 2004 questionnaire (ivory) followed by a copy of the 2000 questionnaire (white).

Not included in the attached document is a copy of the 168 data tables. These tables are available in the one “master copy” which is in the Manager’s office. Following presentation on February 14, this entire document, including the data tables, will be placed on the website allocated to the Village so there is maximum availability of this information.

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Attachments

cc: Wes Peters, President, Dimension Research, Inc. (memo only, via fax)