

**City of Rochelle**  
**Community Survey**  
*Presentation to City Council*  
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NORTHERN ILLINOIS UNIVERSITY

Center for Governmental Studies

*Outreach, Engagement and Regional Development*

# Background and Purpose of Survey

- Multi-mode survey (internet, mail, and telephone reminder calls)
- To gather residents' opinions regarding satisfaction with city services, customer service, and communication to assist the city improve the services provided to residents
- The Center for Governmental Studies (CGS) worked closely with the City of Rochelle staff throughout the project



# Survey Methodology

- Questionnaire
  - 32 questions
  - Questionnaire covered the following topics:
    - Quality of life in Rochelle
    - Importance of city government services
    - Satisfaction with city government services
    - Customer service
    - Economic development
    - Communication
  - The questionnaire was translated into Spanish



# Survey Methodology

- Survey Recipients
  - City of Rochelle staff provided a list of 3,865 households, including names, addresses, and telephone numbers to CGS
  - CGS sent the list to the Marketing Systems Group, a survey research sample firm. They added 675 households that were not on the list provided by the City of Rochelle staff
  - The information from the 4,540 households was sent to InfoUSA for email addresses to be appended



# Survey Methodology

- Data Collection
  - Email invitation to participate in the survey was sent on October 4, 2020
  - Up to seven reminder emails were sent to non-respondents
  - Mail questionnaire was sent to those households that did not complete the survey online
  - Reminders calls were made to non-respondents
  - The survey closed on April 8, 2020
  - A total of 439 completed surveys were received



# Survey Findings

## *Like Most and Like Least About Living in Rochelle*

- Like Most
  - The residents provide a variety of responses
    - The size of the city (17.4%)
    - The atmosphere of the city (16.2%)
    - The people (15.2%)
- Like Least
  - The residents provide a variety of responses
    - Lack of shopping (25.4%)
    - Lack of a grocery store (15.8%)
    - Limited restaurant options (15.3%)



# Survey Findings

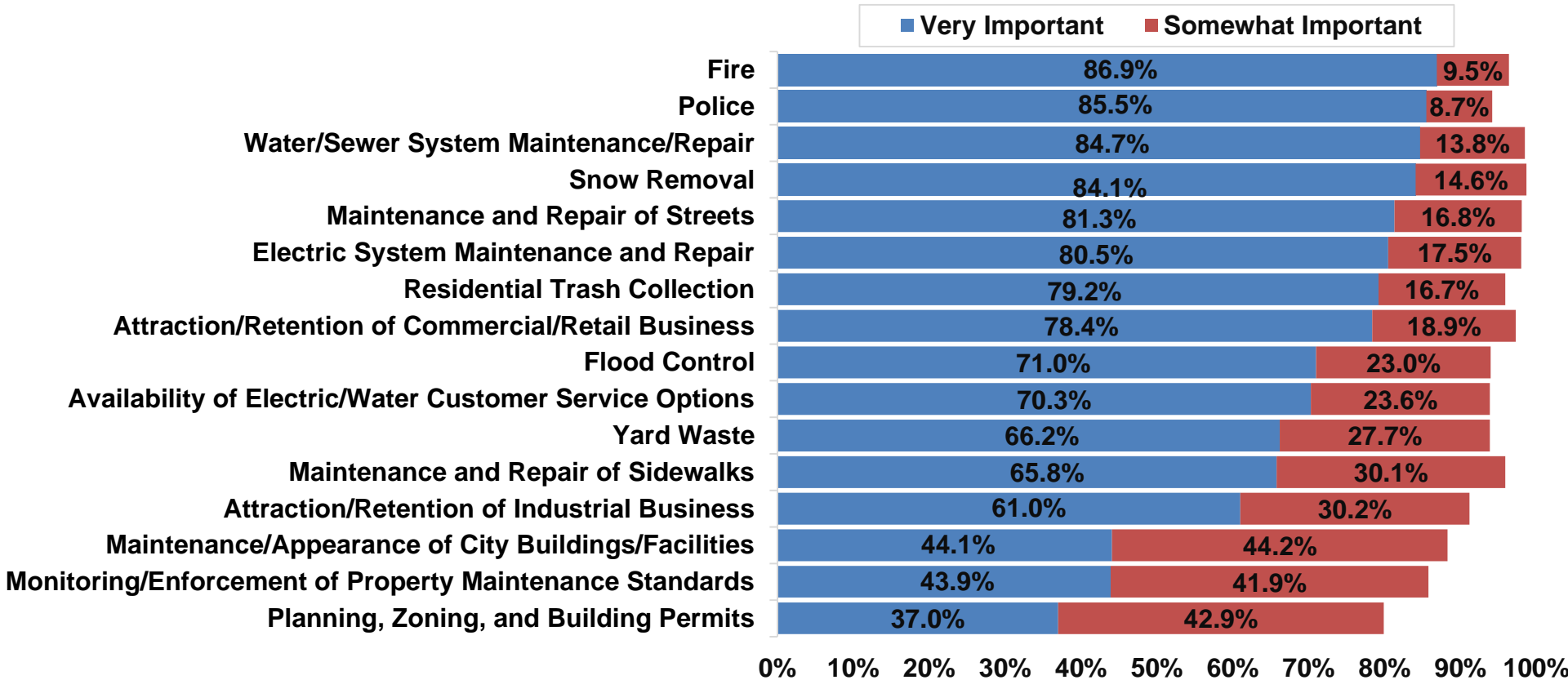
## *Most Important Issues Facing Rochelle*

- Top Three Most Important Issues
  - Lack of shopping (25.3%)
  - Lack of employment opportunities (21.5%)
  - Attracting and retaining businesses (21.0%)
- Other Issues Mentioned
  - Taxes (19.6%)
  - Maintenance/repair of infrastructure (13.4%)
  - Lack of a grocery store (13.4%)



# Survey Findings

## Importance of City Government Provided Services



More than eight out of ten indicate that fire (86.9%), police (85.5%), water and sewer system maintenance and repair (84.7%), snow removal (84.1%), maintenance and repair of streets (81.3%), and electric system maintenance and repair services (80.5%) are very important



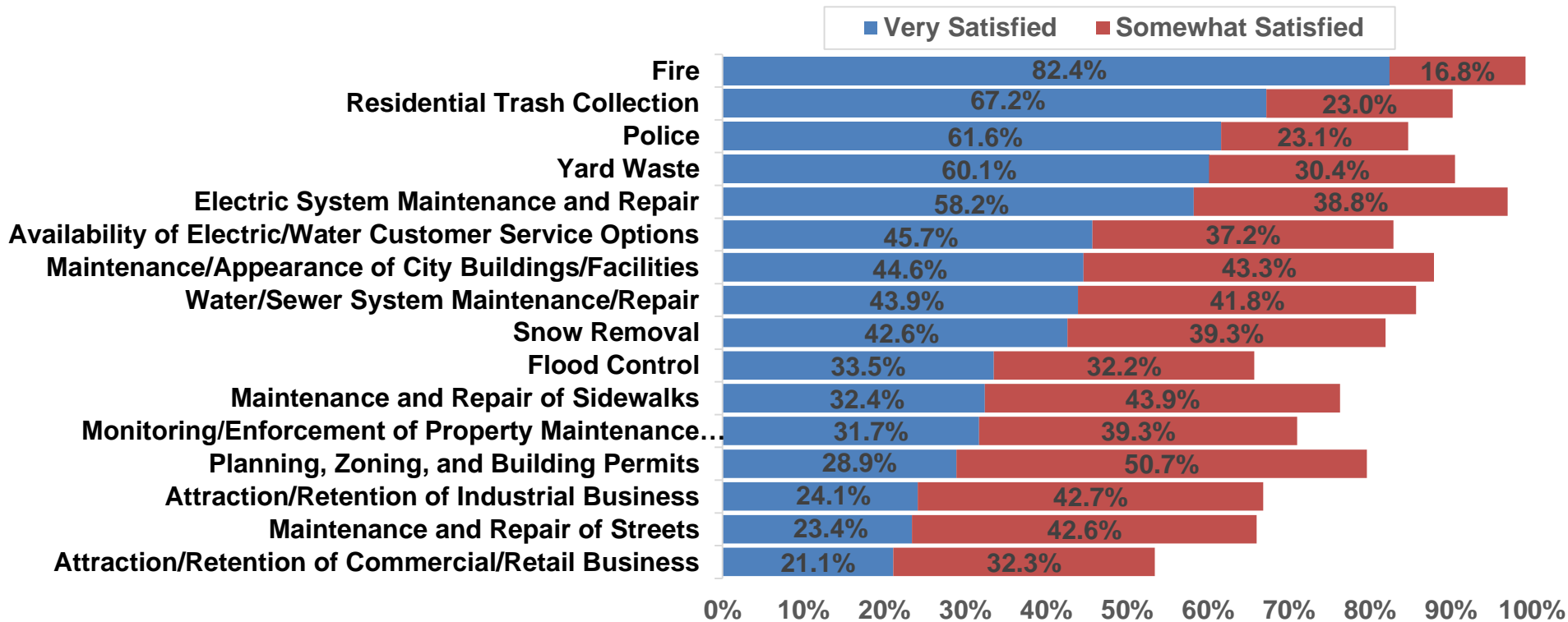
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# Survey Findings

## Satisfaction with City Government Provided Services

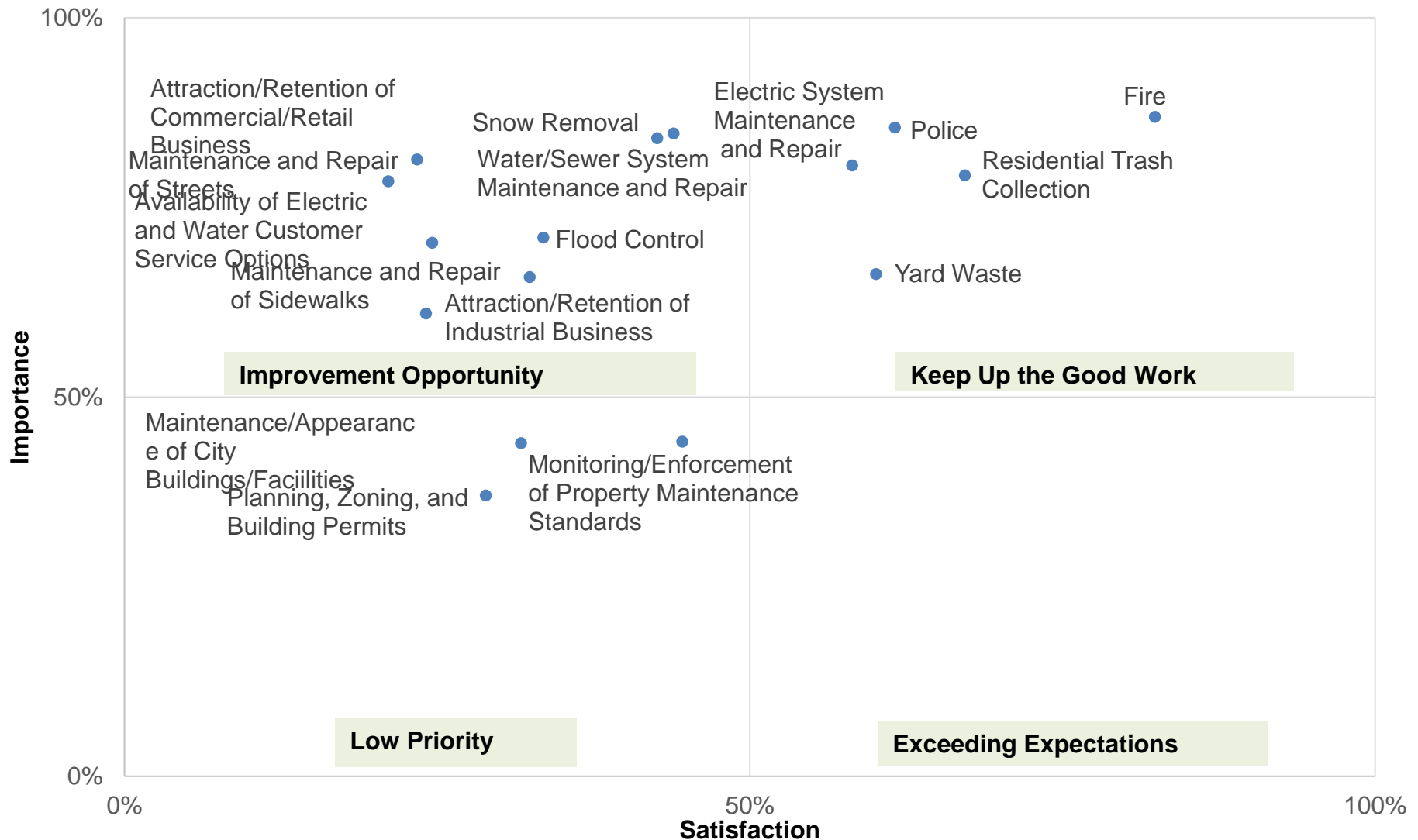


Fire services receives a relatively high satisfaction rating (82.4% very satisfied). Six out of ten or more are very satisfied with residential trash collection (67.2%), police (61.6%), and yard waste (60.1%) services. Nearly six out of ten (58.2%) residents are very satisfied with electric system maintenance and repair services.



# Survey Findings

## Importance-Satisfaction Analysis



# Survey Findings

## *Customer Service*

- 42.2% of residents have contacted a city department in the past year
- The most common methods of contacting a city department are by phone (44.3%) or in person (40.2%)
- More than one-third (34.6%) of the residents who contacted a city department in the past year contacted the Utilities Department. A total of 19.5% contacted the Police Department, 16.2% contacted the Street Department, and 15.7% contacted the Community Development Department



# Survey Findings

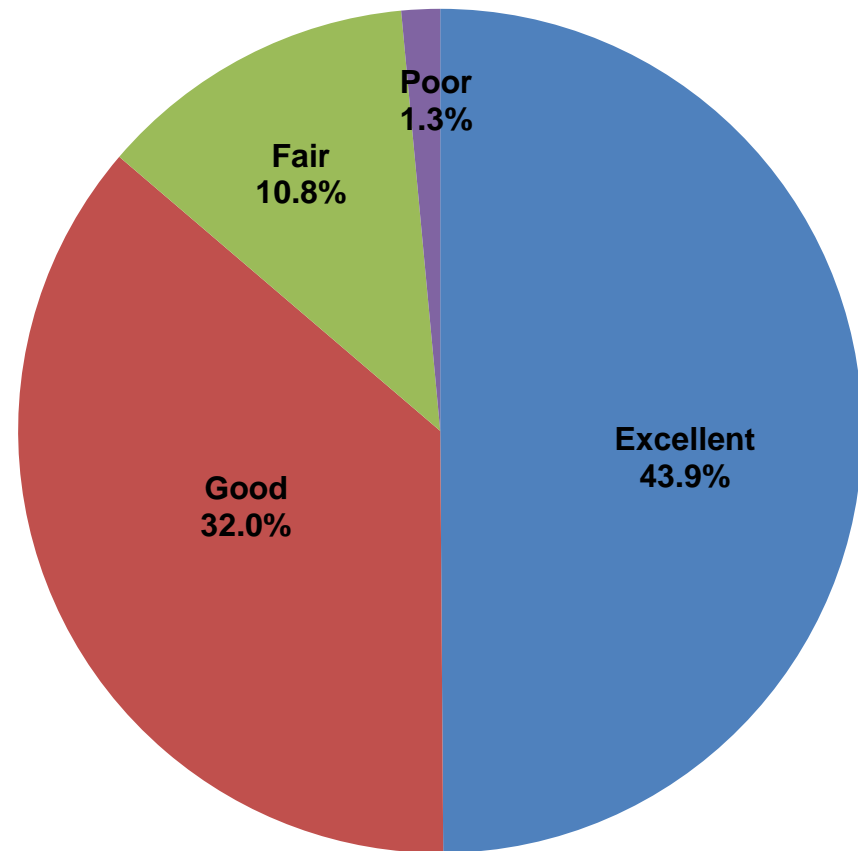
## *Customer Service*

- The majority (83.1%) of residents did not have difficulty finding the appropriate staff person to contact
- Most (76.7%) residents report one staff person was able to assist
- The majority (88.1%) of residents indicate the staff were knowledgeable
- Most (91.3%) residents indicate the staff were courteous
- More than four-fifths (81.3%) of residents state the staff responded in a timely manner

# Survey Findings

## *Customer Service*

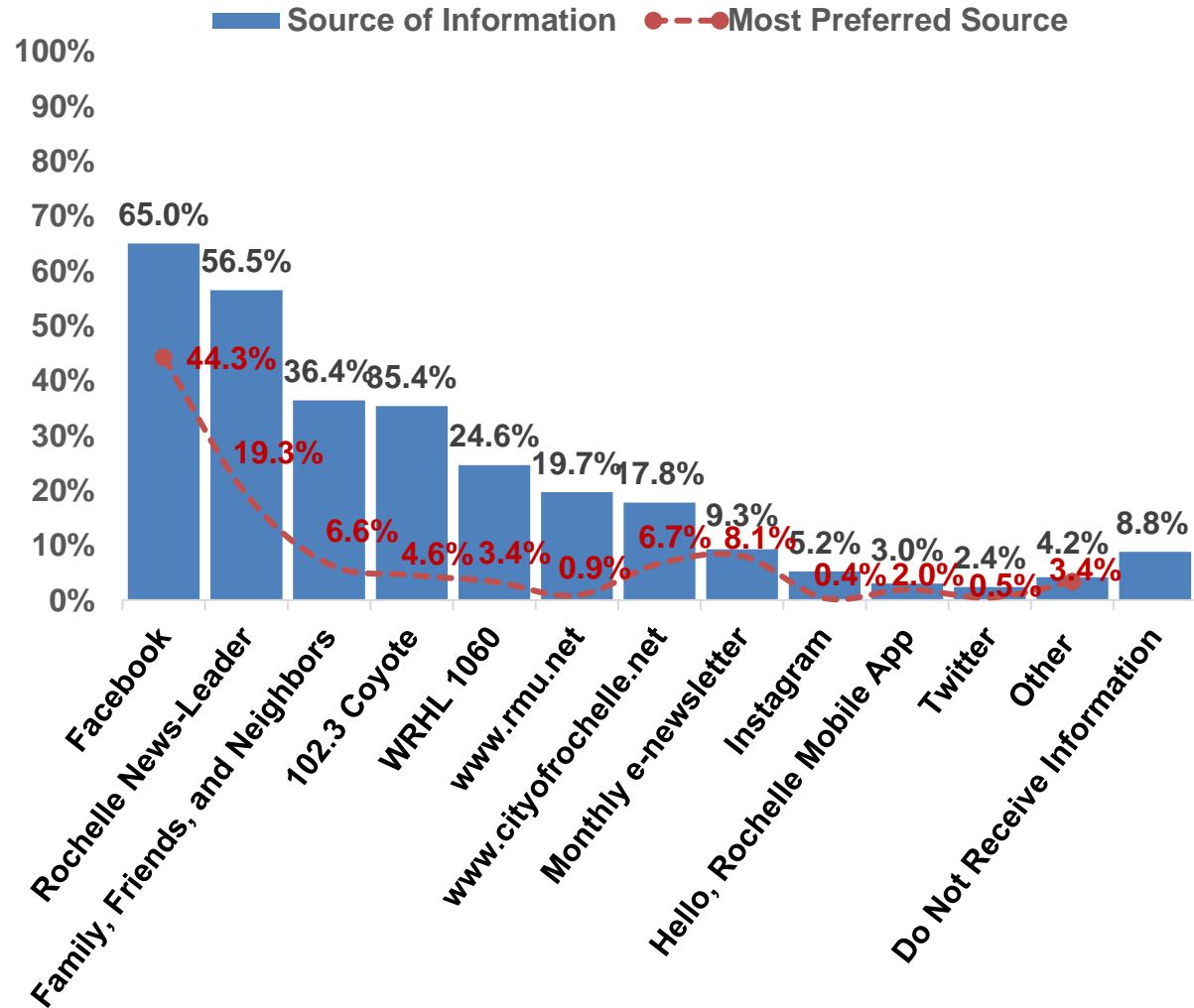
- 75.9% rate their overall experience as excellent or good
- They report the staff were helpful, courteous, knowledgeable, or professional (21.7%), the issue was resolved/question answered (16.3%), or the response was timely (14.7%)



# Survey Findings

## Sources of Information About City Government

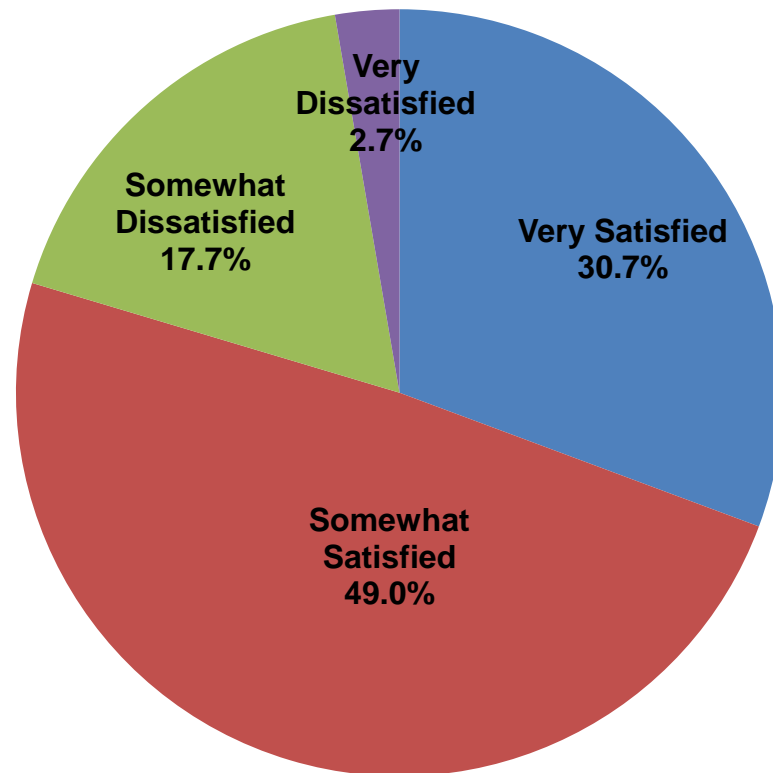
- More than one-half indicate Facebook (65.0%) and Rochelle News-Leader (56.5%) as a source of information
- 18.2% of Latino residents report they do not receive information about the city government



# Survey Findings

## *Satisfaction with Communication by City*

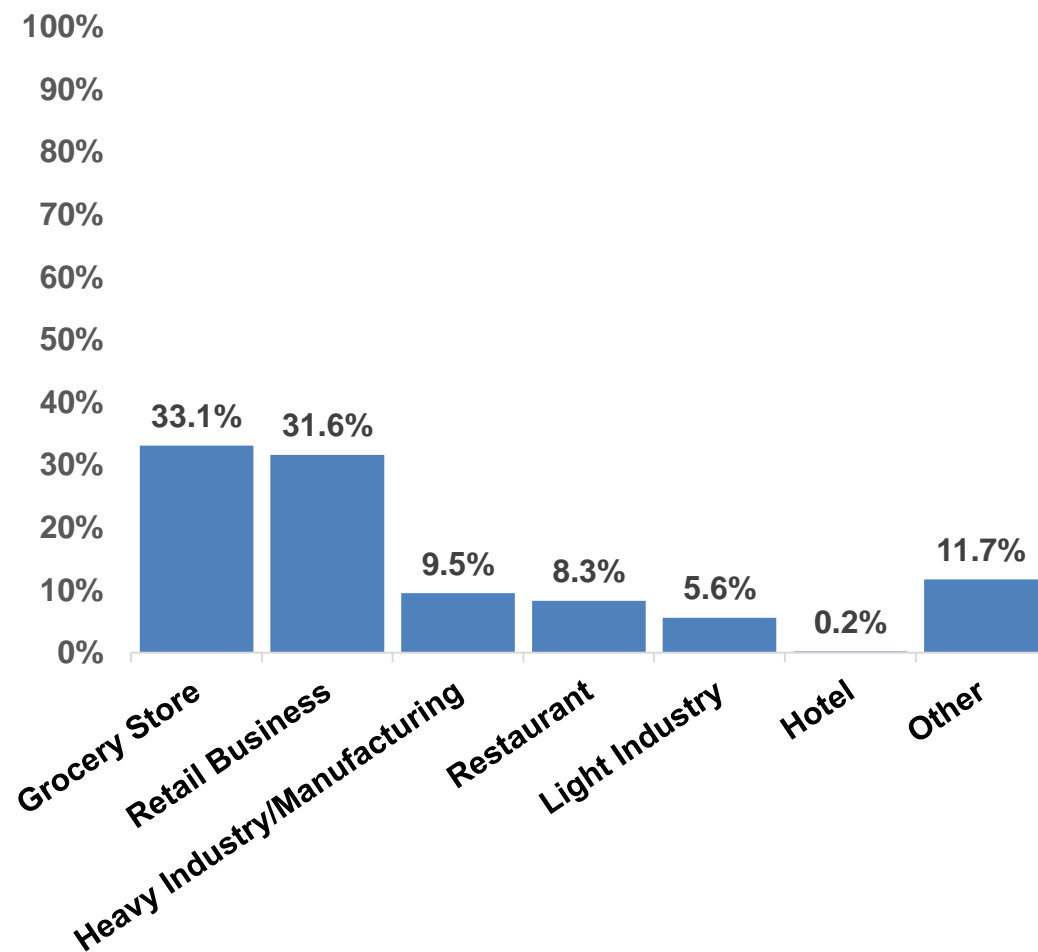
- Most (79.7%) residents are satisfied with the job the City of Rochelle does providing information to residents
- Suggestions on how the city could improve communication include provide more information, provide more timely information, and be more honest/transparent



# Survey Findings

## *Economic Development*

- About one-third of residents would like the city to attract a grocery store (33.1%) or retail business (31.6%)
- Residents 55+ years of age (48.1%) and those who live in the south section of Rochelle (49.6%) are more likely to want a grocery store



# Conclusions

- Overall, residents are satisfied with Rochelle as a place to live
  - Residents who live in the south section of Rochelle are less satisfied with Rochelle as a place to live
- Main issues facing Rochelle are lack of shopping, lack of employment opportunities, and attraction and retention of businesses
  - Residents would most like the City of Rochelle to attract to the community a grocery store and retail businesses



# Conclusions

- The city government is doing a good job at providing police, fire, residential trash collection, yard waste, and electric system maintenance and repair services
- However, the following services need improvement:
  - Attraction/Retention of Commercial/Retail Business
  - Snow Removal
  - Maintenance and Repair of Streets
  - Water/Sewer System Maintenance and Repair
  - Availability of Electric and Water Customer Service Options
  - Flood Control
  - Maintenance and Repair of Sidewalks
  - Attraction/Retention of Industrial Business



# Conclusions

- Residents who contacted a city department in the past year were satisfied with the customer service they received
  - They believe the staff were knowledgeable and courteous, and that the staff responded in a timely manner
- Residents are satisfied with the job the City of Rochelle does sharing information with them
  - Nearly one-fifth of Latino residents report they do not receive information about the Rochelle city government

