

# City of Rochelle Community Survey



Northern Illinois University • Center for Governmental Studies  
148 North Third Street • DeKalb, IL 60115-2828  
(815) 753-0039



Northern Illinois  
University

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## Executive Summary

The City of Rochelle commissioned the Northern Illinois University Center for Governmental Studies (CGS) to develop and implement a multi-mode survey (internet and mail survey with telephone reminder calls) to gather residents' opinions regarding satisfaction with city services, customer service, and communication. This survey was designed to collect information to assist the city improve the services provided to residents. The survey was conducted October 2109 - April 2020. A total of 439 completed surveys were received.

- The majority (79.8%) of residents are satisfied with Rochelle as a place to live.
  - Those residents who live in the south section of Rochelle (73.3%) are less likely than those residents who live in the north section of Rochelle (87.3%) to be satisfied with Rochelle as a place to live.
- The residents provide a variety of responses of what they like most about living in Rochelle. The top responses are the size of the city (17.4%), the atmosphere/feel of the city (16.2%), and the people (15.2%).
- When asked what they like least about living in Rochelle the most frequent response is the lack of shopping (25.4%), followed by the lack of a grocery store (15.8%) and limited restaurant options (15.3%).
- The residents believe the three most important issues facing Rochelle are lack of shopping (25.3%), lack of employment opportunities (21.5%), and attracting and retaining businesses (21.0%).
- The following city government provided services are rated by residents as high importance and low satisfaction and are identified as areas for “improvement opportunity”:
  - 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
- The five city government provided services below are rated by residents as high importance and high satisfaction and are identified as areas to “keep up the good work”:
  - Electric System Maintenance and Repair
  - Police
  - Fire
  - Residential Trash Collection
  - Yard Waste
- Of the 42.2% of residents who contacted a city department in the past year, the majority were satisfied with the customer service they received.
  - 88.2% indicate the staff were knowledgeable
  - 91.3% report the staff were courteous

- 81.3% state the staff responded in a timely manner
- 43.9% rate their overall experience as excellent and 32.0% rate their overall experience as good
- Fourth-fifths (79.7%) of residents are satisfied with the job the City of Rochelle does providing information to residents.
  - Latino residents (18.2%) are more likely than residents of other races/ethnicities (6.0%) to report they do not receive information about the Rochelle city government.
- When asked about the type of business they would most like to see the City of Rochelle work to attract to the community, the top two responses provided by residents were a grocery store (33.1%) and retail business (31.6%).

# Introduction

## Background and Purpose

The City of Rochelle commissioned the Northern Illinois University Center for Governmental Studies (CGS) to develop and implement a multi-mode survey (internet and mail survey with telephone reminder calls) to gather residents' opinions regarding satisfaction with city services, customer service, and communication. This survey was designed to collect information to assist the city improve the services provided to residents.

## Methodology

### *Questionnaire*

CGS staff worked closely with the City of Rochelle staff to design a questionnaire to be administered online and by mail.

The questionnaire included 32 questions including demographic questions. It was designed to collect information about importance of and satisfaction with city government services, customer service, economic development, and communication. The questionnaire was translated into Spanish.

The questionnaire can be found in Appendix A.

### *Sample*

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

### *Data Collection*

An e-mail invitation to participate in the survey was sent to the sampled households on October 4, 2019 (See Appendix B). Up to seven reminder emails were sent to non-respondents. On November 9, 2019 a cover letter describing the purpose of the survey and how the results would be used (See Appendix A) and a paper questionnaire with a postage-paid return envelope were sent to those households that did not complete the survey online. Beginning on December 10, 2019 reminders calls were made to non-respondents. The reminder call script can be found in Appendix C. The survey was closed on April 8, 2020. A total of 439 completed surveys were received.

### *Analysis*

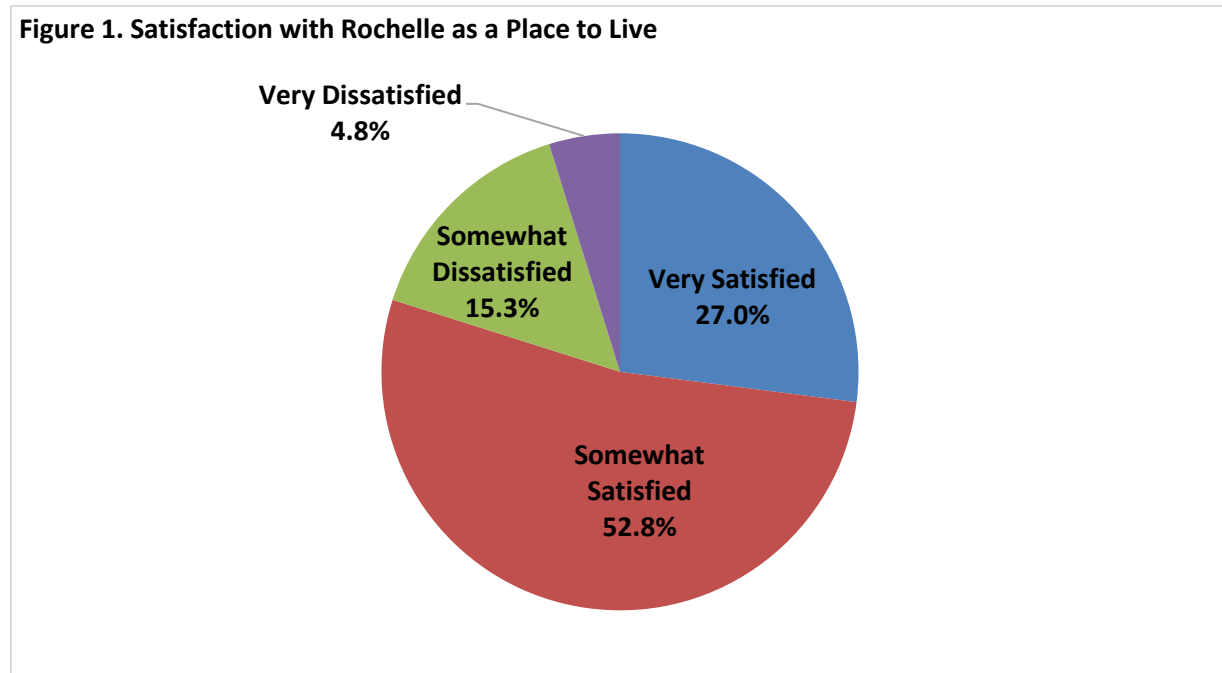
Only statistically significant differences between demographic groups, as determined by chi-square tests, are included in this report.

# Findings

## Quality of Life in Rochelle

### *Satisfaction with Rochelle as a Place to Live*

The first question in the survey asked the residents to rate their satisfaction with Rochelle as a place to live. The majority (79.8%) of residents are satisfied with Rochelle as a place to live, however 15.3 % of residents indicate they are somewhat dissatisfied and 4.8% report they are very dissatisfied (Figure 1).



Those residents who live in the south section of Rochelle (73.3%) are less likely than those residents who live in the north section of Rochelle (87.3%) to be satisfied with Rochelle as a place to live.

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

The next questions in the survey asked the residents to comment on what they like most and what they like least about living in Rochelle.

The residents provide a variety of responses of what they like most about living in Rochelle. The top responses are the size of the city (17.4%), the atmosphere/feel of the city (16.2%), and the people (15.2%) (Table 1) (See Appendix D for verbatim responses).

**Table 1. Like Most about Living in Rochelle**

<b>Response</b>	<b>Percent*</b>
Size of City	17.4
Atmosphere/Feel of City	16.2
People	15.2
Location	10.8
Low Crime/Safe	10.3
Quiet/Peaceful	9.6
Close-Knit Community	8.6
Schools	6.4
Close to Family	5.2
Community Events	3.7
Parks/Bike and Walking Paths	3.4
Convenient/Everything Close By	3.2
City Government Services	3.2
Good Place to Live/Good Place to Raise a Family	3.2
Born/Raised in Rochelle/Lived in Rochelle a Long Time	3.2
Nothing/Not Much	3.2
Close to Job	2.7
Cost of Living/Affordability	2.7
No/Low Traffic	2.5
Businesses/Restaurants	2.2
Downtown Development/Improvements to Downtown	1.5
Faith-based Organizations	1.0
Rural Setting	0.7
Rochelle Has a Promising Future	0.7
Everything	0.7
Other	2.5

\*Multiple responses possible

When asked what they like least about living in Rochelle the most frequent response is the lack of shopping/having to go out of town to shop (25.4%), followed by the lack of a grocery store (15.8%) and limited restaurant options (15.3%) (Table 2) (See Appendix D for verbatim responses).

**Table 2. Like Least about Living in Rochelle**

<b>Response</b>	<b>Percent*</b>
Lack of Shopping/Having to Go Out of Town to Shop	25.4
Lack of a Grocery Store	15.8
Limited Restaurant Options	15.3
Lack of Activities/Nothing to Do	10.6
Taxes	7.7
Lack of Entertainment	5.9
City Government	5.7
Number of Gas Stations	4.0
Number of Bars	3.2
Nothing	3.2
Lack of Job Opportunities	3.0
Lack of Amenities/Services	3.0
Cost of Utilities	2.7
Cost of Living	2.5
Appearance of the City	2.2
Crime	2.2
Lack of Road Maintenance/Repair	2.2
Specific Types of People/Groups of People	2.2
Lack of a Vibrant Downtown	1.7
Lack of Growth/Change	1.7
Walmart	1.7
Number of Vacant/Failed Stores	1.5
Trains	1.5
Schools	1.5
Drugs	1.5
Everything	1.5
Smell of the City	1.2
Flooding	1.2
Water Quality	1.2
No Sidewalks/Lack of Sidewalk Repair	1.0
Internet/Cable Service	1.0
Weather	1.0
Too Much Growth/Change	0.7
Other	15.8

\*Multiple responses possible

### *Most Important Issues Facing Rochelle*

The residents were then asked what are the three most important issues facing Rochelle today and what should be done to solve each issue.

The residents believe the three most important issues facing Rochelle are lack of shopping (25.3%), lack of employment opportunities (21.5%), and attracting and retaining businesses (21.0%) (Table 3).

**Table 3. Most Important Issues Facing Rochelle**

<b>Issue</b>	<b>Percent*</b>
Lack of Shopping	25.3
Lack of Employment Opportunities	21.5
Attracting/Retaining Businesses	21.0
Taxes	19.6
Maintenance/Repair of Infrastructure	13.4
Lack of a Grocery Store	13.4
Housing	9.7
Public Safety/Crime	9.4
Limited Restaurant Options	7.5
Lack of Entertainment	7.3
Revitalization of Downtown	6.7
Lack of Activities/Places for Youth	6.7
Attracting/Retaining Residents	5.6
Drugs	5.1
Improvements to City Government	4.8
Schools	4.8
Lack of Fiscal Responsibility by City Government	3.8
Improvements to Services Provided by the City Government	3.5
Cost of Utilities	3.5
Water Quality	3.5
Flooding	3.5
Cost of Living	3.2
Lack of Activities/Nothing to Do	3.2
Gangs	3.0
Lack of Community Involvement/Engagement	3.0
Upkeep of Residential Properties	2.4
Appearance of the City	2.4
Too Many Bars	2.4
Neglect of South Side	2.2
Too Many Gas Stations	2.2
Poverty/Low Income Residents	2.2
Growth	2.2
Lack of Transportation	1.9
Lack of Activities/Places for Families	1.9
Improvements to Park District	1.9
Environmental Sustainability	1.6

Issue	Percent*
Feral Cats	1.3
Aging Population	1.3
Too Many Gambling Establishments	1.3
Funding of City Government Workers' Pensions	1.1
More Healthcare Services	1.1
Other	12.1

\*Multiple responses possible.

Table 4 summarizes the resident's suggested solutions for the top eight issues (See Appendix D for verbatim responses for all the issues).

**Table 4. Suggested Solutions for Issues**

Issue	Solutions
Lack of Shopping	<ul style="list-style-type: none"> <li>• More residential development, with residential comes retail</li> <li>• Provide incentives to new businesses</li> <li>• Encourage property owners to have reasonable rent for empty properties</li> <li>• Cut back on some of the code issues that make it difficult to start a business here</li> </ul>
Lack of Employment Opportunities	<ul style="list-style-type: none"> <li>• Rework Greater Rochelle Economic Development Corporation with a priority of inviting good paying companies</li> <li>• Focus on providing support for industries with higher level job needs, not warehousing, provide a climate that will welcome professionals</li> <li>• Create feasibility reports to large companies. Be aggressive and pitch opportunities to these corporations.</li> </ul>
Attracting/Retaining Businesses	<ul style="list-style-type: none"> <li>• Marketing to businesses of what the city has to offer. Highlight the trained, willing workforce available.</li> <li>• Require businesses that get tax breaks to remain a set amount of time beyond the tax incentive time frame</li> <li>• Provide incentives to new businesses</li> </ul>
Taxes	<ul style="list-style-type: none"> <li>• Taxing districts should meet and prioritize</li> <li>• Tax bodies should share resources</li> <li>• Reduce spending</li> <li>• Look for other sources of revenue</li> </ul>

Issue	Solutions
Maintenance/Repair of Infrastructure	<ul style="list-style-type: none"> <li>• Secure grants and funding to improve current infrastructure and develop new infrastructure</li> <li>• Need a maintenance/re-building plan</li> </ul>
Lack of a Grocery Store	<ul style="list-style-type: none"> <li>• More marketing to potential companies</li> <li>• Encourage new housing development</li> </ul>
Housing	<ul style="list-style-type: none"> <li>• Find out what people need/want and develop those types of housing</li> <li>• Create incentives to spur development</li> </ul>
Public Safety/Crime	<ul style="list-style-type: none"> <li>• More visible police presence</li> <li>• Neighborhood watches</li> <li>• Hire more police</li> </ul>

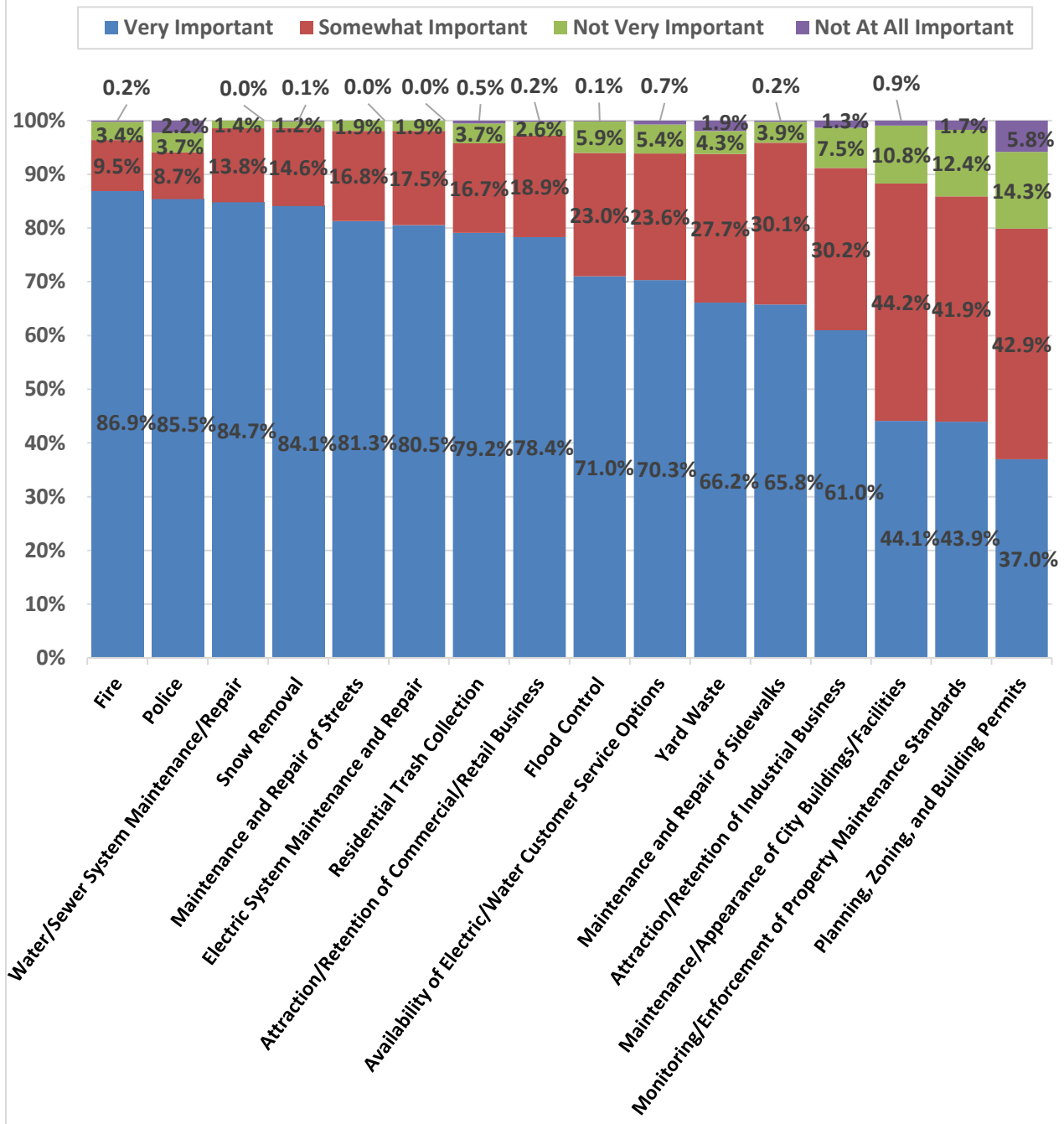
**Importance and Satisfaction with City Government Provided Services**

The next questions were about the importance and satisfaction with 16 city government provided services.

*Importance of City Government Provided Services*

More than eight out of ten residents 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 to their household (Figure 2).

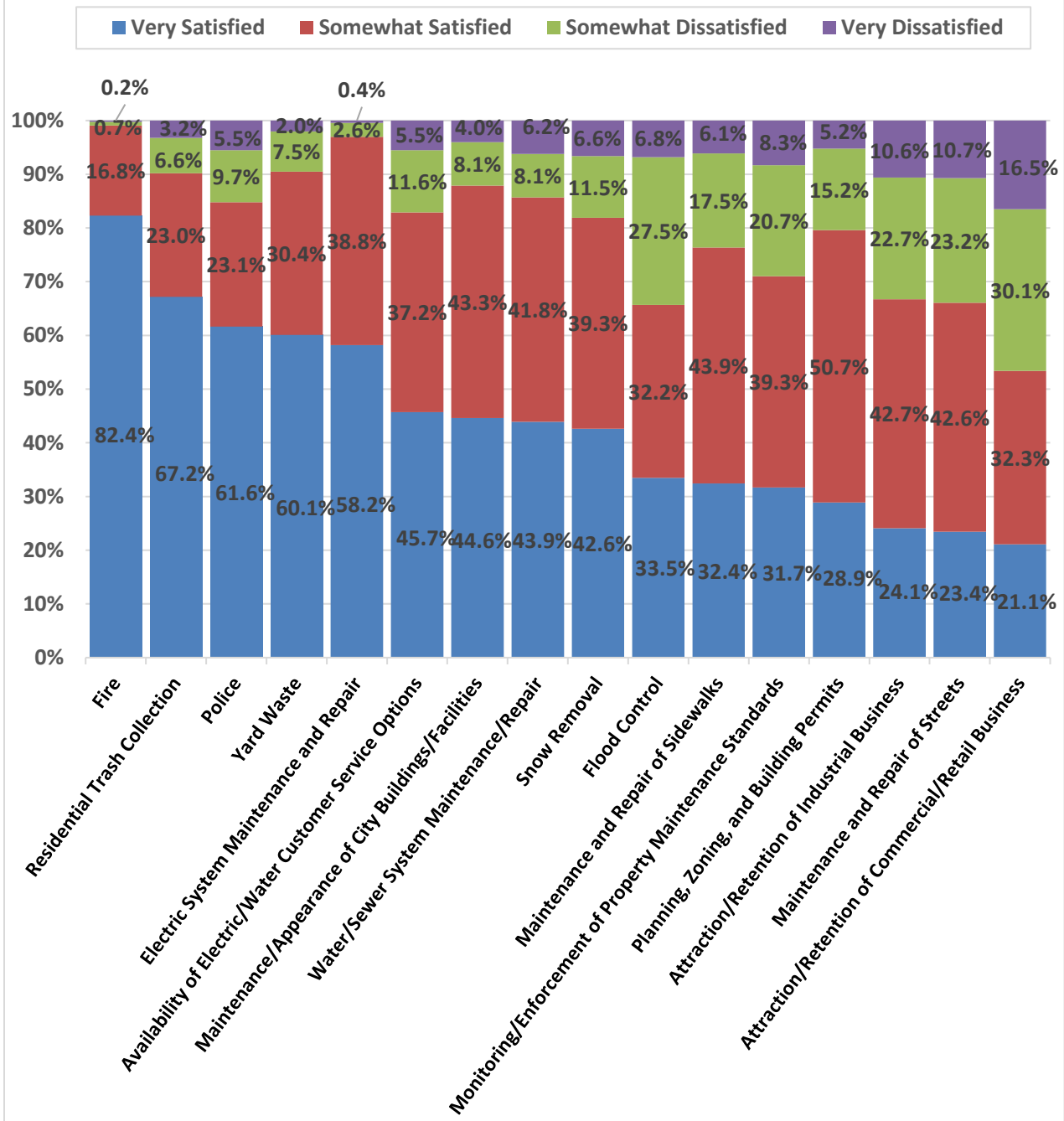
**Figure 2. Importance of City Government Provided Services**



**Satisfaction with City Government Provided Services**

Among the city government provided services, fire services receives a relatively high satisfaction rating (82.4% very satisfied). Six out of ten or more residents 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 (Figure 3).

**Figure 3. Satisfaction with City Government Provided Services**



Those residents who live in the south section of Rochelle (50.9%) are less likely than those residents who live in the north section of Rochelle (63.0%) to be very satisfied with the police services. Latino residents (47.9%) are less likely than residents of other races/ethnicities (66.3%) to be very satisfied with the police services.

The percentage of residents very satisfied with the snow removal services increases with increasing length of time living in the City of Rochelle (1-3 years, 32.6%; 4-25 years, 38.5%; 26-50 years, 46.9%; 51+ years, 56.9%).

Those residents who have lived in the City of Rochelle 11 or more years (23.3%) are less likely than those residents who have lived in the City of Rochelle 10 years or less (54.6%) to be very satisfied with monitoring/enforcement of property maintenance standards services.

### *Importance-Satisfaction Analysis*

The following city government provided services are rated by residents as high importance and low satisfaction and are identified as areas for “improvement opportunity”:

- 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

The five city government provided services below are rated by residents as high importance and high satisfaction and are identified as areas to “keep up the good work”:

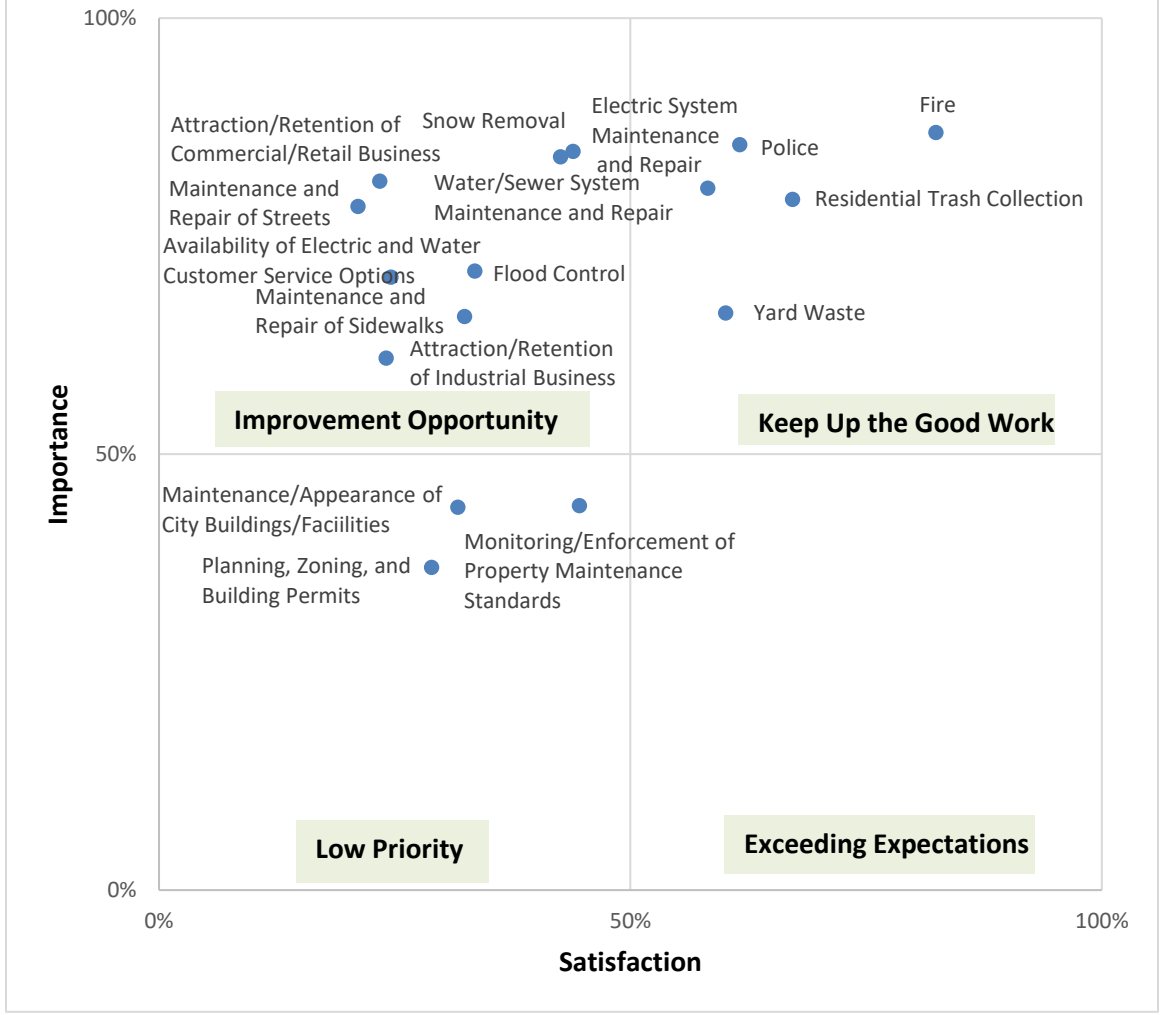
- Electric System Maintenance and Repair
- Police
- Fire
- Residential Trash Collection
- Yard Waste

The following city government provided services are rated by residents as low importance and low satisfaction and are identified as “low priority” areas:

- Maintenance/Appearance of City Buildings/Facilities
- Monitoring/Enforcement of Property Maintenance Standards
- Planning, Zoning, and Building Permits

None of the services are rated as low importance and high satisfaction (“exceeding expectations”) (Figure 4).

**Figure 4. Importance- Satisfaction Quadrant Map**



### Contact with a City Department

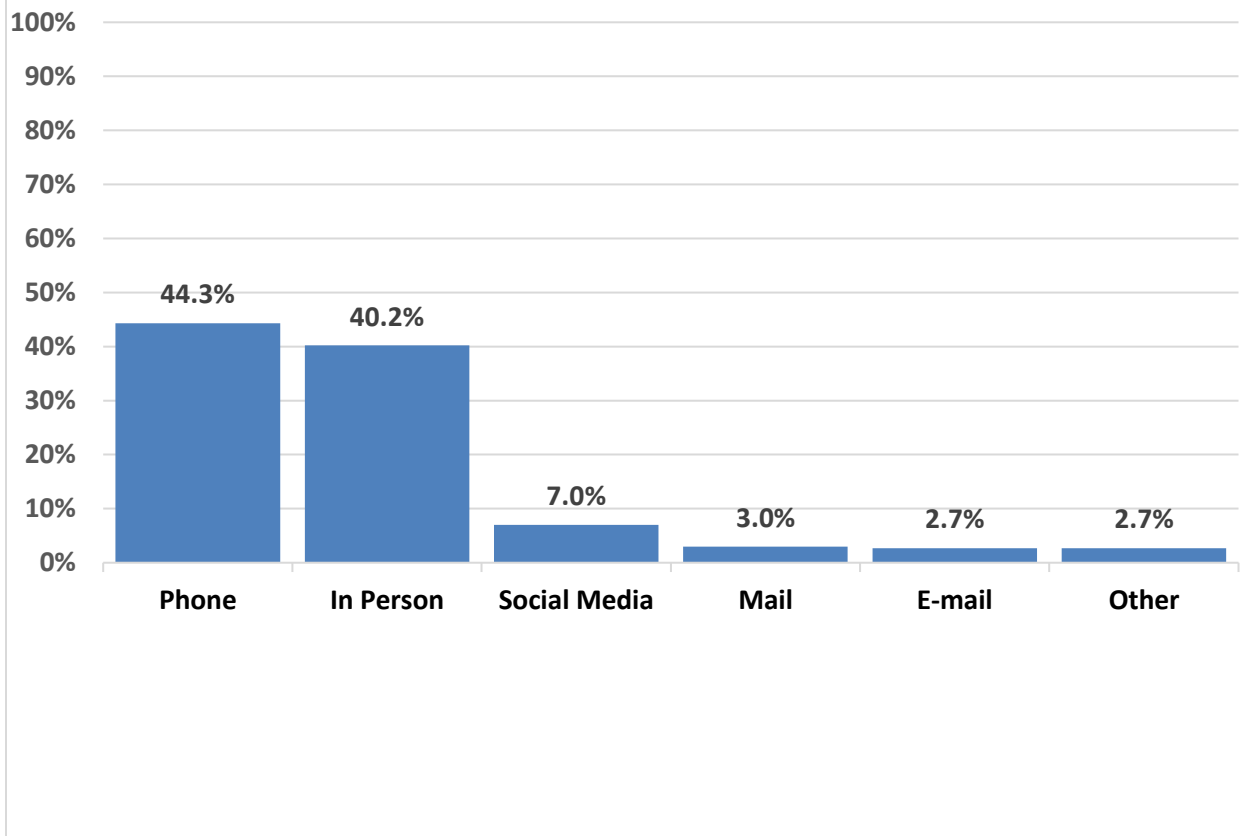
A series of questions were asked about contact with a city department and the customer service received.

#### City Department Customer Service

More than two-fifths (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%). A total of 2.7% contacted a city department using another method, mostly a combination of methods (Figure 5).

**Figure 5. Method of Contacting a City Department**

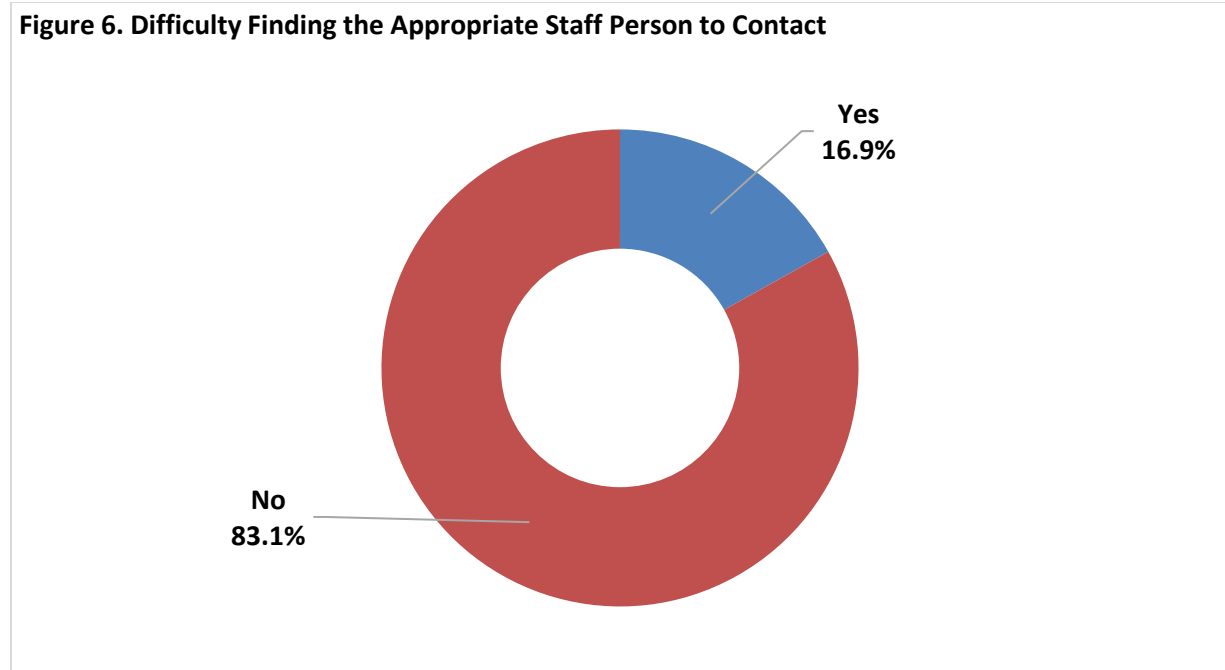


More than one-third (34.6%) of the residents who contacted a city department in the past year contacted the Utilities Department. A total of 19.5% contacted the Police Department, 16.2% contacted the Street Department, and 15.7% contacted the Community Development Department (Table 5).

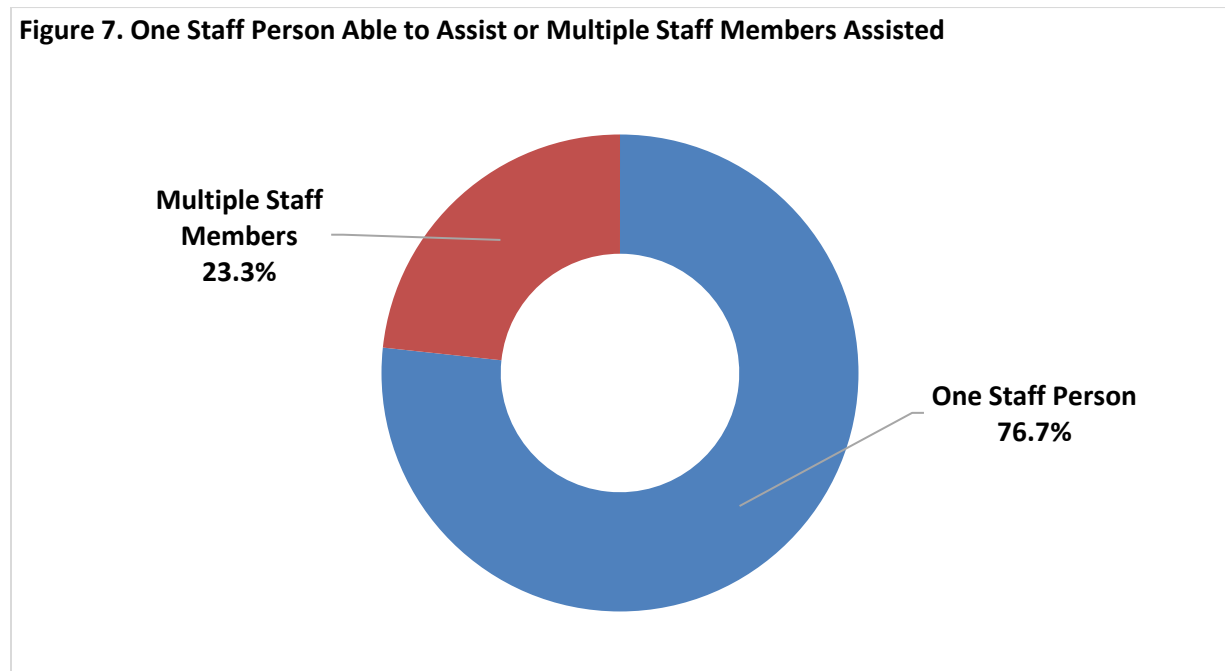
**Table 5. City Department Contacted**

Department	Percent
Utilities	34.6
Police	19.5
Street	16.2
Community Development	15.7
City Hall (general number)	4.9
Fire	2.7
City Manager/Mayor	2.7
Human Resources	0.5
Don't Know	0.5
Other	2.7

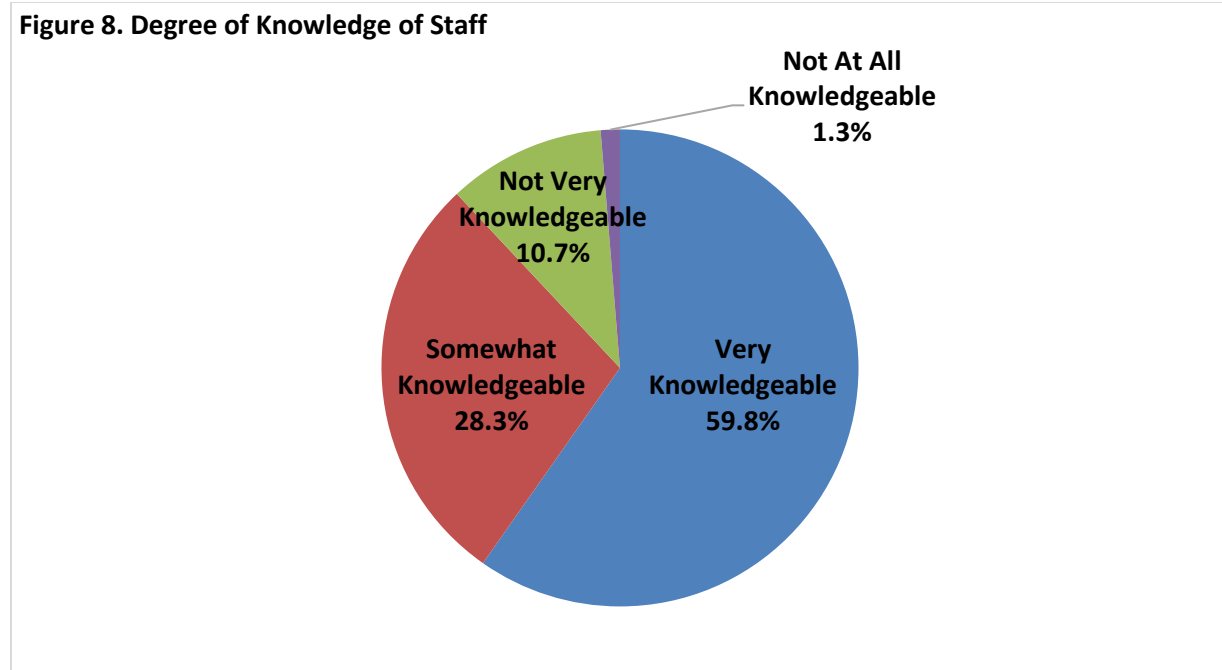
The majority (83.1%) of residents did not have difficulty finding the appropriate staff person to contact (Figure 6).



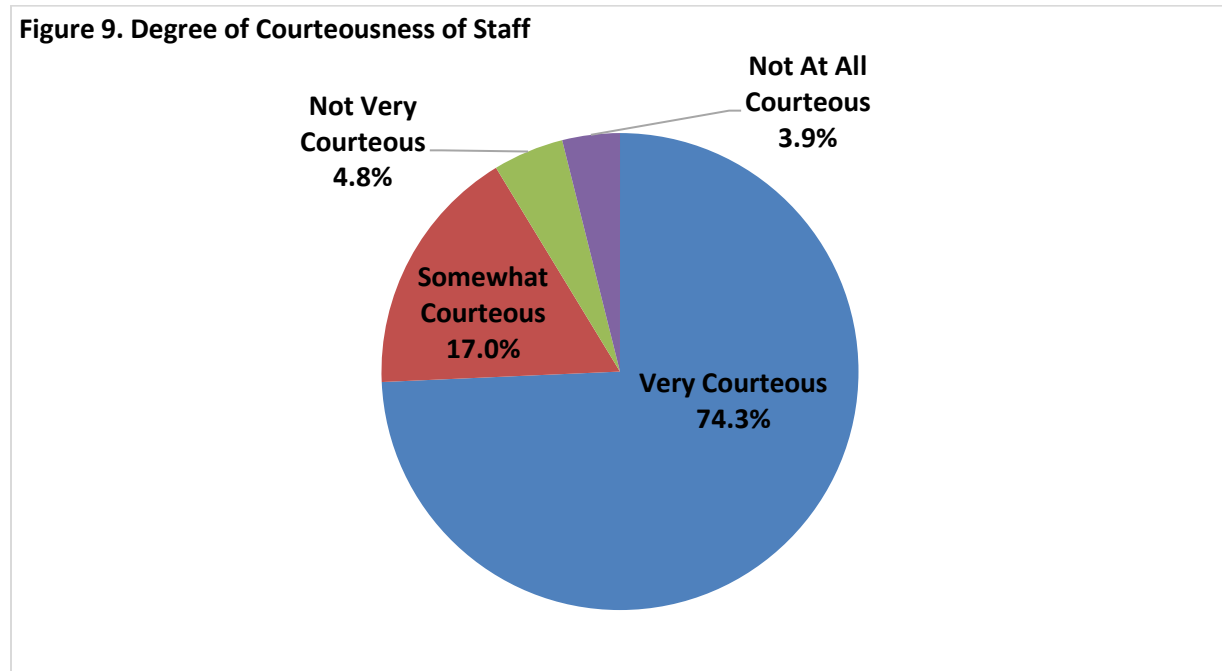
Most (76.7%) residents report one staff person was able to assist (Figure 7).



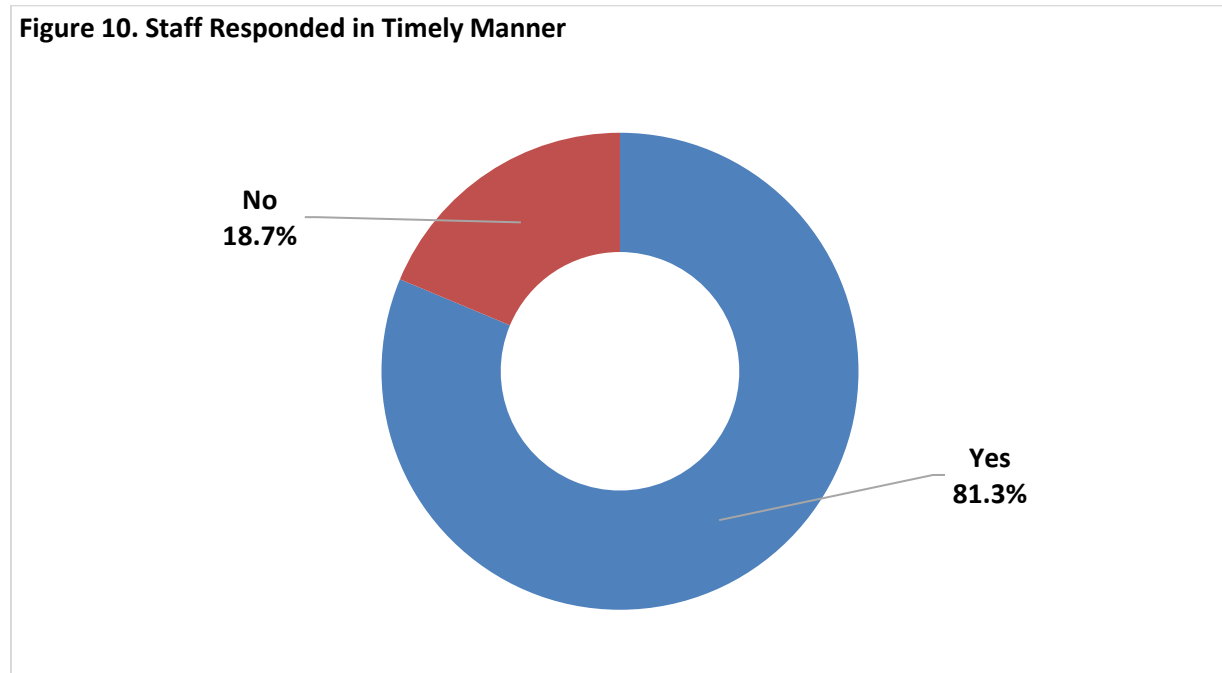
The majority (88.1%) of residents indicate the staff were knowledgeable, with 59.8% reporting they were very knowledgeable (Figure 8).



Most (91.3%) of residents indicate the staff were courteous, with almost three-fourths (74.3%) reporting they were very courteous (Figure 9).

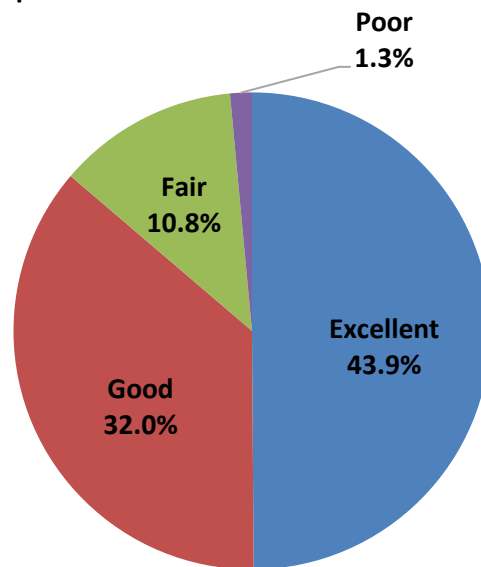


More than four-fifths (81.3%) of residents state the staff responded in a timely manner (Figure 10).



Those residents who contacted a city department were asked to rate their overall experience. More than two-fifths (43.9%) rate their overall experience as excellent and nearly one-third (32.0%) rate their overall experience as good (Figure 11). Most of those who gave a response of excellent or good comment that the reason they chose the response was because 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%). Most of those who gave a response of fair or poor cite that the reason they chose the response was because the issue was not resolved/question not answered (20.7%), the staff were not helpful, courteous, knowledgeable, or professional (17.2%), or the response was not timely (17.2%) (See Appendix D for verbatim responses).

**Figure 11. Rating of Overall Experience**



Lastly, the residents who contacted a city department were asked for suggestions for improvements. The majority of suggestions were not about customer service, but other issues. The following suggestions for improving customer service were provided:

- More training for staff,
- Have a live person answer the telephone,
- Better follow-up on issues, and
- Hire more staff (See Appendix D for verbatim responses).

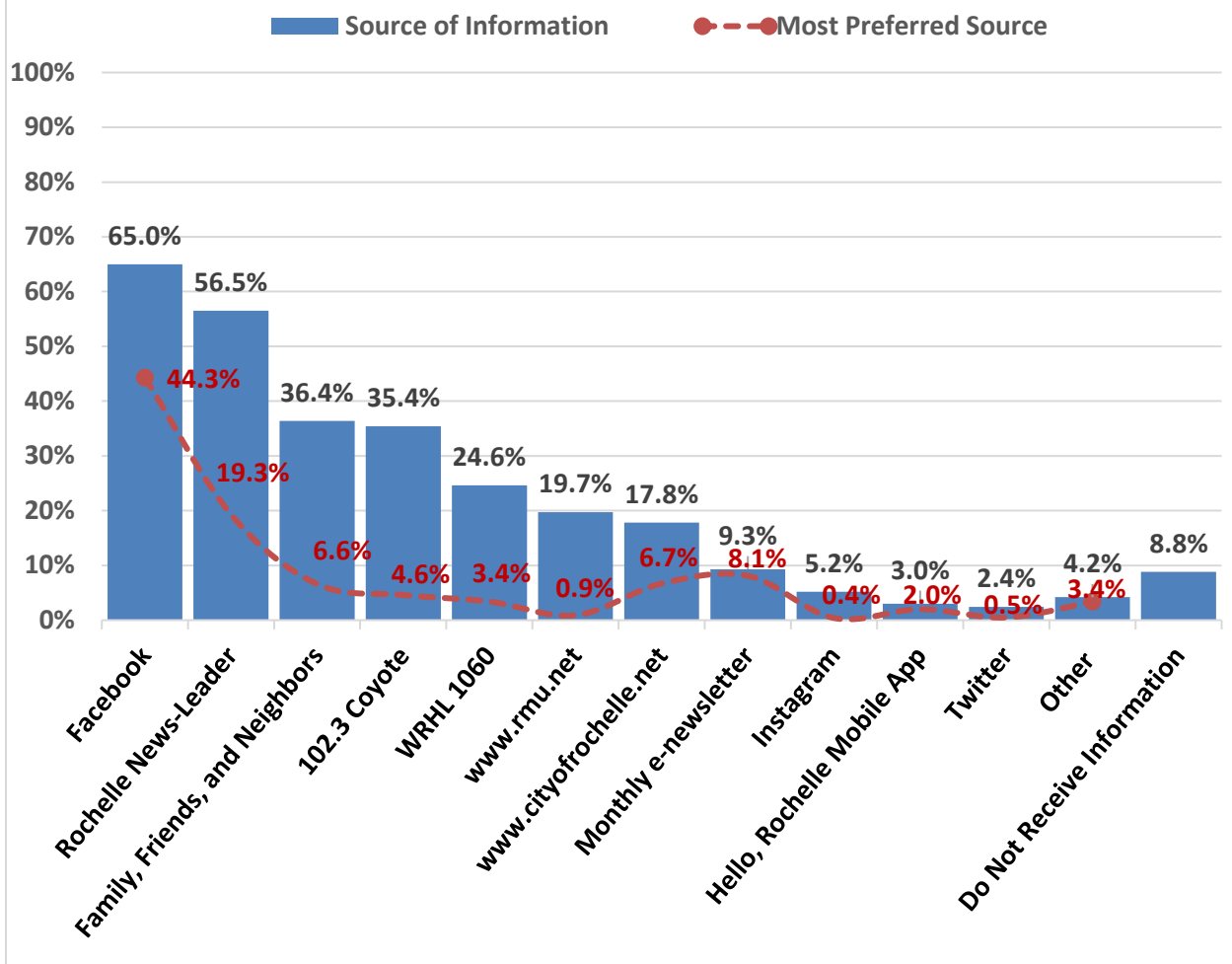
## Information about the City Government

Several questions were asked regarding information about the city government.

### *Sources of Information about the City Government*

Almost two-third (65.0%) of residents receive information about the city government from Facebook, with 44.3% reporting it is their most preferred source of receiving information about the city government. More than one-half (56.5%) of residents receive information about the city government from the Rochelle News-Leader, with 19.2% indicating it is their most preferred source of receiving information about the city government. Other sources of information mentioned are the staff, mayor, and city council. A total of 8.8% of residents do not receive information about the city government (Figure 12).

**Figure 12. Sources of Information about the City Government**



The percentage of residents who receive information about the city government from Facebook decreases with increasing age (less than 45 years of age, 87.9%; 45-64 years of age, 69.7%; 65 years of age or greater, 41.2%). Additionally, the percentage of residents whose most preferred source for receiving information on the Rochelle city government is Facebook decreases with increasing age (less than 45 years of age, 69.4%; 45-64 years of age, 26.9%; 65 years of age or greater, 18.9%).

Latino residents (81.7%) are more likely than residents of other races/ethnicities (68.6%) to receive information about the city government from Facebook. Additionally, Latino residents (60.0%) are more likely than residents of other races/ethnicities (40.5%) to indicate their most preferred source for receiving information on the Rochelle city government is Facebook.

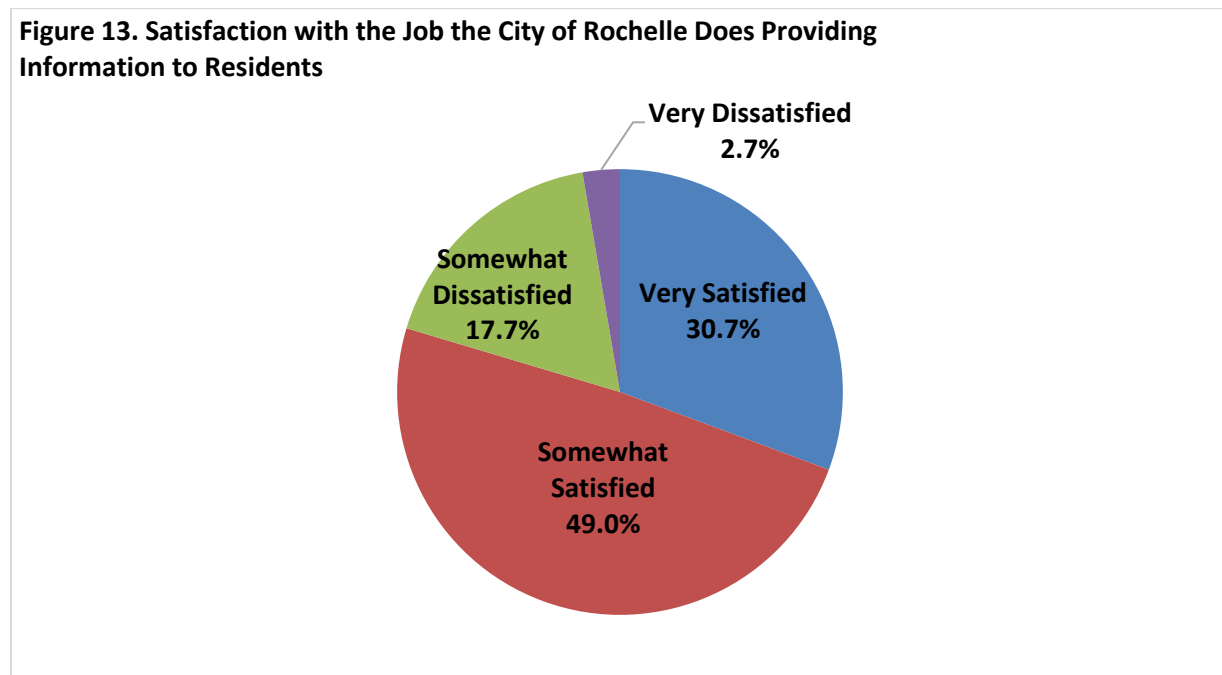
The percentage of residents who receive information about the city government from the Rochelle News Leader increases with increasing age (less than 45 years of age, 50.5%; 45-64 years of age, 64.2%; 65 years of age or greater, 83.7%). Residents of other races/ethnicities (66.3%) are more likely than Latino residents (45.7%) to receive information about the city government from the Rochelle News Leader.

The percentage of residents who receive information about the city government from 102.3 The Coyote decreases with increasing age (less than 35 years of age, 51.6%; 35-64 years of age, 38.4%; 65 years of age or greater, 21.2%).

Latino residents (18.2%) are more likely than residents of other races/ethnicities (6.0%) to report they do not receive information about the Rochelle city government.

### ***Satisfaction with the Job the City of Rochelle Does Providing Information to Residents***

Fourth-fifths (79.7%) of residents are satisfied with the job the City of Rochelle does providing information to residents, with 30.7% being very satisfied (Figure 13).



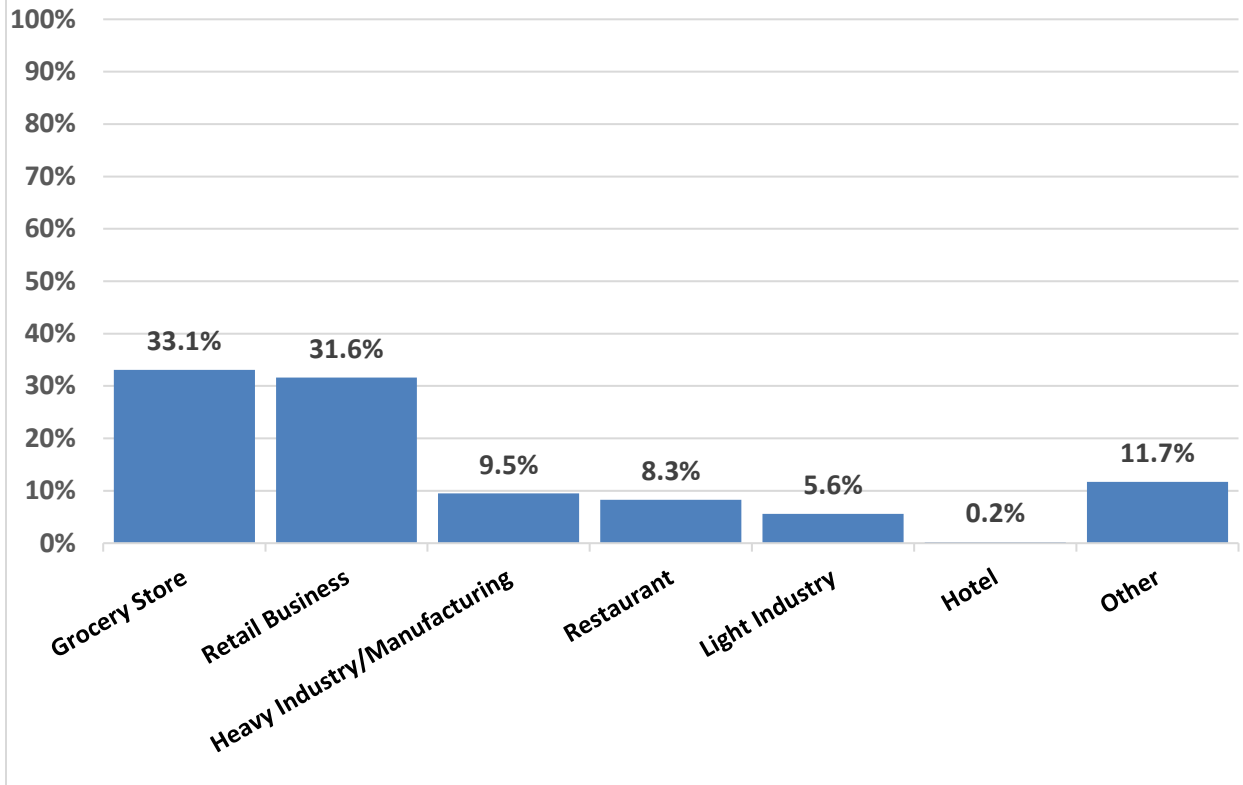
The residents were asked how the City of Rochelle could improve in sharing information with residents. The most frequent response is that the city is doing a good job of sharing information with residents. A variety of suggestions were provided on how the city could improve in sharing information with residents including, mailings, a newsletter, emails, provide more information, provide more timely information, and be more honest/transparent (See Appendix D for verbatim responses).

## **Economic Development**

One question was asked about the type of business they would most like to see the City of Rochelle work to attract to the community.

Approximately one-third of residents would most like to see the City of Rochelle work to attract to the community a grocery store (33.1%) or retail business (31.6%). Other responses include all of the types of businesses asked about in the survey, entertainment businesses, a coffee shop, a recreational/medical marijuana dispensary, a doctor's office, and technology industry (Figure 14).

**Figure 14. Tye of Business Would Most Like to See the City of Rochelle Work to Attract to the Community**



Residents 55 years of age or greater (48.1%) are more likely than residents less than 55 years of age (23.0%) to indicate they would most like to see the City of Rochelle work to attract to the community a grocery store. Residents who live in the south section of Rochelle (49.6%) are more likely than residents who live in the north section of Rochelle (30.2%) to state they would most like to see the City of Rochelle work to attract to the community a grocery store.

## Respondents' Characteristics

Table 6 summarizes the respondents' characteristics.

**Table 6. Respondents' Characteristics**

<b>Characteristic</b>	<b>Percent</b>
<b><u>Gender</u></b>	
Male	43.3
Female	56.7
<b><u>Age</u></b>	
18-24	10.1
25-34	18.6
35-44	14.2
45-54	15.7
55-64	19.6
65-74	12.2
75+	9.5
<b><u>Race/Ethnicity</u></b>	
White	73.1
Black	1.0
Hispanic	15.7
Asian	1.4
Native Hawaiian/Pacific Islander	0.1
American Indian/Alaskan Native	1.4
Other	0.1
Prefer Not to Answer	7.2
<b><u>Number of Years Lived in Rochelle</u></b>	
1-3 Years	10.6
4-10 Years	17.4
11-25 Years	30.5
26-50 Years	29.5
51+ Years	12.0
<b><u>Area of Rochelle Reside</u></b>	
Southeast	22.8
Southwest	8.5
Northeast	30.5
Northwest	38.2
<b><u>Work in Rochelle</u></b>	
Yes	36.6
No	34.5
Retired/Unemployed	28.8
<b><u>Primary Language Spoken in Home</u></b>	
English	94.4
Spanish	5.6

Characteristic	Percent
<b>Annual Household Income</b>	
Under \$15,000	6.6
\$15,000-\$24,999	7.3
\$25,000-\$49,999	19.4
\$50,000-\$74,999	16.5
\$75,000-\$99,999	10.5
\$100,000-\$149,999	15.6
\$150,000-\$199,999	2.6
\$200,000+	1.1
Prefer Not to Answer	20.4

## Conclusions and Recommendations

Overall, residents are satisfied with Rochelle as a place to live. The residents comment they like the size of the city, the atmosphere/feel of the city, and the people.

Those residents who live in south section of Rochelle are less likely than residents who live in the north section of Rochelle to be satisfied with Rochelle as a place to live. Additionally, residents comment that the south section of Rochelle is neglected. The reasons for these opinions and perceptions should be further studied.

The residents believe the three most important issues facing Rochelle are lack of shopping, lack of employment opportunities, and attracting and retaining businesses. The types of businesses residents would most like to see the City of Rochelle work to attract to the community are a grocery store and retail business. These issues should continue to be addressed.

Residents believe 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, according to the residents 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

The majority of 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.

Most residents are satisfied with the job the City of Rochelle does sharing information with to them. Continue to provide information using a variety of communication methods.

Nearly one-fifth of Latino residents report they do not receive information about the Rochelle city government. Examine how to better reach this group of residents.

## **APPENDIX A: COVER LETTER AND QUESTIONNAIRE**



Dear City of Rochelle Residents,

We would like to hear from you! The City of Rochelle is working closely with the NIU Center for Governmental Studies to conduct our first-ever resident survey. The survey will help us understand how satisfied our residents are with City services along with our Customer Service and Communication. Thanks to your participation, the survey results will help the City of Rochelle improve our services offered to residents.

Every household in the City of Rochelle is encouraged to participate in the survey. Your responses are confidential, and all information provided will be reported to the City of Rochelle in summary only. No information will be reported that will identify individual survey respondents.

City Departments being evaluated in this survey include: Street Department, Engineering, Police, Fire, Water, Electric, Community Development, Economic Development, Customer Service and Public Relations.

You may complete the enclosed survey and return it to the NIU Center for Governmental Studies in the postage paid envelope included or complete the survey online at:

**<https://www.research.net/r/CityofRochelleSurvey>**

You will need to enter your passcode included in the top right-hand corner of this letter to access the online survey.

Please complete the survey before March 15, 2020. If you have any questions about the survey, please call the NIU Center for Governmental Studies at 815-753-0039 and ask for Mindy Schneiderman, Assistant Director.

Thank you for your participation!

En Español 



Estimados Habitantes de la Ciudad de Rochelle,

¡Nos gustaría saber de usted! La ciudad de Rochelle está trabajando en colaboración con el Centro de Estudios Gubernamentales de NIU para realizar nuestra primera encuesta. La encuesta nos ayudará a detectar el nivel de satisfacción en respecto a los servicios de la Ciudad incluyendo el Servicio al Cliente y Comunicación. De Ante mano apreciamos su participación, los resultados nos ayudarán con el propósito de mejorar los servicios que ofrece la Ciudad de Rochelle.

Se les pide a todos los habitantes de la ciudad de Rochelle a participar en la encuesta. Sus respuestas son confidenciales y toda la información proporcionada será para uso único de la Ciudad de Rochelle. Ninguna información reportada identificara respuestas o individuos específicamente.

Los departamentos de la ciudad que serán evaluados en la encuesta incluyen: Departamento de caminos, ingeniería, policía, bomberos, agua, electricidad, desarrollo comunitario, desarrollo económico, servicio al cliente y relaciones públicas.

Puede completar la encuesta adjunta y devolverla al Centro de Estudios Gubernamentales de NIU en el sobre con la postal pre-pagada o completar la encuesta en línea en:

**<https://www.research.net/r/CityofRochelleSurvey>**

Deberá ingresar su código de acceso incluido en la esquina derecha de esta carta para acceder a la encuesta en línea.

Por favor complete la encuesta antes de 15 de marzo de 2020. Si tiene alguna pregunta sobre la encuesta, llame al Centro de Estudios Gubernamentales de NIU al 815-753-0039 y pregunte por Mindy Schneiderman, subdirectora.

¡Gracias por su participación!

## ROCHELLE COMMUNITY SURVEY

**Remember, we are evaluating services provided by the City of Rochelle and Rochelle Municipal Utilities. This does not include Flagg Rochelle Park District, Rochelle Schools, or other governmental agencies. Thank you!**

### I. Quality of Life in Rochelle

1. How satisfied or dissatisfied are you with Rochelle as a place to live?

- |   |   |
|---|---|
| <input type="radio"/> Very Satisfied        | <input type="radio"/> Very Dissatisfied |
| <input type="radio"/> Somewhat Satisfied    | <input type="radio"/> Don't Know/Unsure |
| <input type="radio"/> Somewhat Dissatisfied |   |

2. What do you like **most** about living in Rochelle? \_\_\_\_\_

3. What do you like **least** about living in Rochelle? \_\_\_\_\_

4. A. What are the **three most important** issues facing Rochelle today? B. What should be done to solve the issue?

A. Issue	B. Solution
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

### II. Importance of and Satisfaction with City Government Provided Services/Programs

5. How important or unimportant to you and your household are each of the following City government provided services and programs?

	Very Important	Somewhat Important	Not Very Important	Not At All Important	Don't Know/Unsure
Snow removal services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City offered yard waste services (yard waste recycling, brush pickup, leaf vacuum)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential trash collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance and repair of City streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance and repair of City sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water and sewer system maintenance and repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electric system maintenance and repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance and appearance of City buildings and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## ENCUESTA DE LA COMUNIDAD DE ROCHELLE

**Recuerde, estamos evaluando los servicios proporcionados por la Ciudad de Rochelle y los Servicios Públicos Municipales de Rochelle. Esto no incluye el Distrito de Parques de Flagg Rochelle, las Escuelas de Rochelle u otras agencias gubernamentales. ¡Gracias!**

### I. Calidad de vida en la Ciudad de Rochelle

1. ¿Qué tan satisfecho o insatisfecho está con Rochelle como lugar para vivir?
 

<input type="radio"/> Muy satisfecho	<input type="radio"/> Muy insatisfecho
<input type="radio"/> Satisfecho	<input type="radio"/> No sé / No estoy seguro
<input type="radio"/> Algo insatisfecho	
  
2. ¿Qué es lo que **más** le gusta de vivir en Rochelle? \_\_\_\_\_
  
3. ¿Qué es lo que **menos** le gusta de vivir en Rochelle? \_\_\_\_\_
  
4. A. ¿Actualmente, cuáles son **los tres problemas más importantes** en los cuales se enfrenta Rochelle? B. ¿Qué se debe hacer para resolver estos problemas?
 

A. Problema	B. Solución
4. _____	1. _____
5. _____	2. _____
6. _____	3. _____

### II. Importancia y satisfacción con los servicios que ofrece el municipio de la Ciudad de Rochelle

5. ¿Qué tan importante es para usted cada uno de los siguientes servicios y programas del municipio de la Ciudad de Rochelle?

	Muy Importante	Algo Importante	No Muy Importante	Nada Importante	No Se/No Estoy Seguro
Servicio de remoción de nieve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicios de recolección de desechos de jardín (pasto, ramas y aspiración de hojas de árbol)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recolección de basura residencial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mantenimiento y reparación de calles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mantenimiento y reparación de banquetas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Departamento de Policía	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Departamento de Bomberos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mantenimiento y reparación del sistema de agua y alcantarilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mantenimiento y reparación del servicio de luz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mantenimiento y aspecto de los edificios municipales e instalaciones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. (continued) How important or unimportant to you and your household are each of the following City government provided services and programs?

	Very Important	Somewhat Important	Not Very Important	Not At All Important	Don't Know/Unsure
Attraction and retention of commercial and retail business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attraction and retention of industrial business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flood control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monitoring and enforcement of property maintenance standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning, zoning and building permits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of electric and water customer service options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How satisfied or dissatisfied are you and your household with each of the following City government services and programs?

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know/Unsure
Snow removal services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City offered yard waste services (yard waste recycling, brush pickup, leaf vacuum)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential trash collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance and repair of City streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance and repair of City sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water and sewer system maintenance and repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electric system maintenance and repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance and appearance of City buildings and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attraction and retention of commercial and retail business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attraction and retention of industrial business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flood control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monitoring and enforcement of property maintenance standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning, zoning and building permits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of electric and water customer service options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. (continued) ¿Qué tan importante es para usted cada uno de los siguientes servicios y programas del municipio de la Ciudad de Rochelle?

	Muy Importante	Algo Importante	No Muy Importante	Nada Importante	No Se/No Estoy Seguro
Reclutamiento y retención de tiendas y negocios	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reclutamiento y retención industrial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Control de inundación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Control y ejecución de las normas para el cuidado de propiedades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permisos de construcción para planificación y zonificación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disponibilidad de opciones de servicio en RMU	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. ¿Qué tan satisfecho están usted con cada uno de los siguientes servicios y programas del municipio de la Ciudad de Rochelle?

	Muy Satisfecho	Satisfecho	Algo Insatisfecho	Insatisfecho	No Se/No Estoy Seguro
Servicio de remoción de nieve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicios de recolección de desechos de jardín (pasto, ramas y aspiración de hojas de árbol)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recolección de basura residencial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mantenimiento y reparación de calles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mantenimiento y reparación de banquetas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Departamento de Policía	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Departamento de Bomberos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mantenimiento y reparación del sistema de agua y alcantarilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mantenimiento y reparación del servicio de luz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mantenimiento y aspecto de los edificios municipales e instalaciones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reclutamiento y retención de tiendas y negocios	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reclutamiento y retención industrial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Control de inundación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Control y ejecución de las normas para el cuidado de propiedades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permisos de construcción para planificación y zonificación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disponibilidad de opciones de servicio en RMU	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### III. Contact with a City Department

7. In the past year, have you had contact with a City Department?

- Yes (GO TO QUESTION 8)
- No (GO TO QUESTION 18)

8. How did you contact us?

- Phone
- E-Mail
- Social Media
- In Person
- Mail
- Other (PLEASE SPECIFY) \_\_\_\_\_

9. Which department did you contact? \_\_\_\_\_

10. Did you have difficulty finding the appropriate staff person to contact?

- Yes
- No

11. Was one staff person able to assist or did multiple staff members assist?

- One
- Multiple

12. How knowledgeable was the staff?

- Very knowledgeable
- Somewhat knowledgeable
- Not very knowledgeable
- Not at all knowledgeable

13. How courteous was the staff?

- Very courteous
- Somewhat courteous
- Not very courteous
- Not at all courteous

14. Did the staff respond to you in a timely manner?

- Yes
- No

15. How would you rate your overall experience?

- Excellent
- Good
- Fair
- Poor

16. Why did you choose this overall experience rating? \_\_\_\_\_

17. Please share any suggestions for improvement. \_\_\_\_\_

### III. Contacto con un departamento del municipio de la Ciudad de Rochelle

7. En el último año, ¿ha tenido contacto con algún Departamento de la Ciudad?
- Si (CONTINÚE TO A LA PREGUNTA 8)
- No (AVANCE TO A LA PREGUNTA 18)
8. ¿Cómo nos contacto?
- Teléfono  En persona
- Correo Electronico  Correo
- Redes Sociales  Otra manera (ESPECIFICAR) \_\_\_\_\_
9. ¿Qué departamento contactó? \_\_\_\_\_
10. ¿Tuvo dificultades para encontrar a la persona adecuada para contactar?
- Si
- No
11. ¿Una persona le pudo ayudar o hubo varias personas que le ayudaron?
- Una
- Varias
12. ¿Qué nivel de conocimiento le fue brindado por la persona que lo atendió?
- Alto nivel de conocimiento/información  No mucho conocimiento/información
- Algo de conocimiento/información  Nada de conocimiento/información
13. ¿Qué tan amable fue la persona que lo atendió?
- Muy amable  No muy amable
- Algo amable  Nada amable
14. ¿La persona que lo atendió le respondió a tiempo?
- Si  No
15. ¿En general como evalúa su experiencia?
- Exelente  Promedio
- Bien  Pesima
16. ¿A qué se debe su selección en la pregunta anterior? \_\_\_\_\_
17. Por favor comparta alguna sugerencia para mejorar. \_\_\_\_\_

#### IV. Information About the City Government

18. From what sources do you receive information about the City government? (CHECK ALL THAT APPLY)

- |  |  |   |
|--|--|---|
| <input type="radio"/> Facebook             | <input type="radio"/> 102.3 The Coyote   | <input type="radio"/> Family, Friends & Neighbors                               |
| <input type="radio"/> Twitter              | <input type="radio"/> Monthly E-Newsletter   | <input type="radio"/> Other (PLEASE SPECIFY) _____                              |
| <input type="radio"/> Instagram            | <input type="radio"/> Hello, Rochelle! Mobile App  | <input type="radio"/> Do not receive information about Rochelle City government |
| <input type="radio"/> Rochelle News-Leader | <input type="radio"/> <a href="http://www.cityofrochelle.net">www.cityofrochelle.net</a> |   |
| <input type="radio"/> WRHL 1060            | <input type="radio"/> <a href="http://www.rmu.net">www.rmu.net</a>                       |   |

19. Which of the following is your **most** preferred source for receiving information on Rochelle City government? (SELECT ONLY ONE)

- |  |  |  |
|--|--|--|
| <input type="radio"/> Facebook             | <input type="radio"/> WRHL 1060  | <input type="radio"/> <a href="http://www.rmu.net">www.rmu.net</a> |
| <input type="radio"/> Twitter              | <input type="radio"/> 102.3 The Coyote   | <input type="radio"/> Family, Friends & Neighbors                  |
| <input type="radio"/> Instagram            | <input type="radio"/> Monthly E-Newsletter   | <input type="radio"/> Other (PLEASE SPECIFY) _____                 |
| <input type="radio"/> Rochelle News-Leader | <input type="radio"/> Hello, Rochelle! Mobile App  |  |
|  | <input type="radio"/> <a href="http://www.cityofrochelle.net">www.cityofrochelle.net</a> |  |

20. How satisfied are you with the job the City of Rochelle does in providing information to residents?

- |   |   |
|---|---|
| <input type="radio"/> Very satisfied        | <input type="radio"/> Very Dissatisfied |
| <input type="radio"/> Somewhat satisfied    | <input type="radio"/> Don't know/Unsure |
| <input type="radio"/> Somewhat dissatisfied |   |

21. How could the City of Rochelle improve in sharing information with residents? \_\_\_\_\_

#### V. Economic Development

22. Which of the following would you **most** like to see the City of Rochelle work to attract to our community? (CHOOSE ONLY ONE)

- |                                       |  |
|---------------------------------------|--|
| <input type="radio"/> Retail Business | <input type="radio"/> Light Industry               |
| <input type="radio"/> Restaurant      | <input type="radio"/> Heavy Industry/Manufacturing |
| <input type="radio"/> Grocery Store   | <input type="radio"/> Other (PLEASE SPECIFY) _____ |
| <input type="radio"/> Hotel           |  |

#### I. Personal and Household Characteristics

23. Are you ...?

- |                            |                              |  |
|----------------------------|------------------------------|--|
| <input type="radio"/> Male | <input type="radio"/> Female | <input type="radio"/> Prefer not to answer |
|----------------------------|------------------------------|--|

24. What is your age?

- |                             |                             |  |
|-----------------------------|-----------------------------|--|
| <input type="radio"/> 18-24 | <input type="radio"/> 45-54 | <input type="radio"/> 75+                  |
| <input type="radio"/> 25-34 | <input type="radio"/> 55-64 | <input type="radio"/> Prefer not to answer |
| <input type="radio"/> 35-44 | <input type="radio"/> 65-74 |  |

#### IV. Información acerca de municipio de la Ciudad de Rochelle

18. ¿De cuál manera usted recibe información sobre el gobierno municipal? (PUEDE ELEJIR MAS DE UNA)

- |  |  |  |
|--|--|--|
| <input type="radio"/> Facebook                       | <input type="radio"/> Radio-102.3 The Coyote   | <input type="radio"/> Familiares, amigos o vecinos                 |
| <input type="radio"/> Twitter                        | <input type="radio"/> Boletín Mensual-Monthly E-Newsletter                               | <input type="radio"/> Otra manera (ESPECIFICAR) _____              |
| <input type="radio"/> Instagram                      | <input type="radio"/> Hello, Rochelle! Mobile App  | <input type="radio"/> No recivo información del gobierno municipal |
| <input type="radio"/> Periódico-Rochelle News-Leader | <input type="radio"/> <a href="http://www.cityofrochelle.net">www.cityofrochelle.net</a> |  |
| <input type="radio"/> Radio-WRHL 1060                | <input type="radio"/> <a href="http://www.rmu.net">www.rmu.net</a>                       |  |

19. ¿Cuál de las siguientes es el **más** fuente preferida para recibir información de la ciudad de Rochelle? (elija solo una)

- |  |  |  |
|--|--|--|
| <input type="radio"/> Facebook                       | <input type="radio"/> Radio-WRHL 1060                      | <input type="radio"/> <a href="http://www.cityofrochelle.net">www.cityofrochelle.net</a> |
| <input type="radio"/> Twitter                        | <input type="radio"/> Radio-102.3 The Coyote               | <input type="radio"/> <a href="http://www.rmu.net">www.rmu.net</a>                       |
| <input type="radio"/> Instagram                      | <input type="radio"/> Boletín Mensual-Monthly E-Newsletter | <input type="radio"/> Familiares, amigos o vecinos                                       |
| <input type="radio"/> Periódico-Rochelle News-Leader | <input type="radio"/> Hello, Rochelle! Mobile App          | <input type="radio"/> Otra manera (ESPECIFICAR) _____                                    |

20. ¿Qué tan satisfecho está con el trabajo que hace la Ciudad de Rochelle al proporcionar información a los residentes?

- |   |  |
|---|--|
| <input type="radio"/> Muy satisfecho    | <input type="radio"/> Muy insatisfecho       |
| <input type="radio"/> Satisfecho        | <input type="radio"/> No se/ No estoy seguro |
| <input type="radio"/> Algo insatisfecho |  |

21. ¿Cómo podría mejorar la ciudad de Rochelle al compartir información con los residentes? \_\_\_\_\_

#### V. Desarrollo economico

22. ¿Cuál de las siguientes opciones le gustaría ver que la ciudad de Rochelle trabaje para atraer a nuestra comunidad? (ELIJA SOLO UNA)

- |   |  |
|---|--|
| <input type="radio"/> Tiendas           | <input type="radio"/> Compañías Industriales   |
| <input type="radio"/> Restaurantes      | <input type="radio"/> Fabricas                 |
| <input type="radio"/> Tiendas de Comida | <input type="radio"/> Otro (ESPECIFICAR) _____ |
| <input type="radio"/> Hoteles           |  |

#### VI. Características personales y del hogar

23. Sexo:

- |                                 |                                |   |
|---------------------------------|--------------------------------|---|
| <input type="radio"/> Masculino | <input type="radio"/> Femenino | <input type="radio"/> Prefiero no contestar |
|---------------------------------|--------------------------------|---|

24. ¿Cuál es tu edad?

- |                             |                             |   |
|-----------------------------|-----------------------------|---|
| <input type="radio"/> 18-24 | <input type="radio"/> 45-54 | <input type="radio"/> 75+                   |
| <input type="radio"/> 25-34 | <input type="radio"/> 55-64 | <input type="radio"/> Prefiero no contestar |
| <input type="radio"/> 35-44 | <input type="radio"/> 65-74 |   |

25. How long have you lived in Rochelle?

- 1-3 years
- 4-10 years
- 11-25 years
- 26-50 years
- 51+ years
- Prefer not to answer

26. Which area of Rochelle do you reside in?

- Southeast (South of the Railroad Tracks and on the East side or East of Route 251)
- Southwest (South of the Railroad Tracks and on the West side or West of Route 251)
- Northeast (North of the Railroad Tracks and on the East side or East of Route 251)
- Northwest (North of the Railroad Tracks and on the West side or West of Route 251)
- Prefer not to answer

27. Which of the following best describes you?

- White
- Black or African American
- Hispanic or Latino
- Asian
- Native Hawaiian or Pacific Islander
- American Indian or Alaskan Native
- Other (PLEASE SPECIFY) \_\_\_\_\_
- Prefer not to answer

28. Is English the primary language spoken in your home?

- Yes
- No
- Prefer not to answer

29. If English is not the primary language spoken in your home, what is the primary language spoken? \_\_\_\_\_

30. Do you work in Rochelle?

- Yes
- No
- Retired or unemployed
- Prefer not to answer

31. For each of the other individuals over the age of 18 in your household who are employed, please indicate if they work in Rochelle.

- |              |                           |                          |  |
|--------------|---------------------------|--------------------------|--|
| Individual 1 | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Prefer not to answer |
| Individual 2 | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Prefer not to answer |
| Individual 3 | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Prefer not to answer |
| Individual 4 | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Prefer not to answer |
| Individual 5 | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Prefer not to answer |

32. What is your total annual household income?

- Under \$15,000
- \$15,000-\$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- \$200,000 +
- Prefer not to answer

**Thank you for your participation! Please return your completed survey to NIU Center for Governmental Studies (CGS) in the enclosed postage-paid envelope. CGS will anonymously compile all survey data for presentation to the Rochelle City Council and the entire community.**

25. ¿Cuánto tiempo lleva viviendo en Rochelle?

- 1-3 años
- 4-10 años
- 11-25 años
- 26-50 años
- 51+ años
- Prefiero no contestar

26. ¿En qué área de Rochelle vive?

- Sureste (Sur de las vías del tren y en el lado este o al este de la ruta 251)
- Suroeste (Sur de las vías del tren y en el lado oeste o al oeste de la ruta 251)
- Noreste (Norte de las vías del tren y en el lado este o al este de la ruta 251)
- Noroeste (Norte de las vías del tren y en el lado oeste o al oeste de la ruta 251)
- Prefiero no contestar

27. Raza/Etnicidad:

- Blanco
- Afroamericano
- Hispano/Latino
- Asiático
- Nativo de Hawai o de las islas del Pacífico
- Indio Americano o Nativo de Alaska
- Otro (ESPECIFICAR) \_\_\_\_\_
- Prefiero no contestar

28. ¿Inglés es el idioma principal que habla en su hogar?

- Si
- No
- Prefiero no contestar

29. Si el inglés no es el idioma principal que se habla en su hogar, ¿cuál es el idioma principal que se habla? \_\_\_\_\_

30. ¿Usted trabaja en Rochelle?

- Si
- No
- No trabaja
- Prefiero no contestar

31. Para cada una de las otras personas mayores de 18 años en su hogar que están empleadas, indique si trabajan en Rochelle.

- |           |                          |                          |   |
|-----------|--------------------------|--------------------------|---|
| Persona 1 | <input type="radio"/> Si | <input type="radio"/> No | <input type="radio"/> Prefiero no contestar |
| Persona 2 | <input type="radio"/> Si | <input type="radio"/> No | <input type="radio"/> Prefiero no contestar |
| Persona 3 | <input type="radio"/> Si | <input type="radio"/> No | <input type="radio"/> Prefiero no contestar |
| Persona 4 | <input type="radio"/> Si | <input type="radio"/> No | <input type="radio"/> Prefiero no contestar |
| Persona 5 | <input type="radio"/> Si | <input type="radio"/> No | <input type="radio"/> Prefiero no contestar |

32. ¿Cuál es su ingreso familiar anual?

- Under \$15,000
- \$15,000-\$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- \$200,000 +
- Prefiero no contestar

**¡Gracias por su participación! Envíe su encuesta completada al Centro de Estudios Gubernamentales (CGS) de NIU en el sobre adjunto con franqueo pagado. CGS compilará de forma anónima todos los datos de la encuesta para presentarlos al Ayuntamiento de Rochelle y a toda la comunidad.**

## **APPENDIX B: INVITATION EMAIL**

- **FROM:**schneiderman@niu.edu via SurveyMonkey
- **DATE:**Friday, October 04, 2019 9:22 AM
- **SUBJECT:**City of Rochelle Community Survey- Encuesta de la Comunidad de Rochelle

## City of Rochelle Community Survey- Encuesta de la Comunidad de Rochelle

Dear City of Rochelle Resident,  
*Estimados Habitante de la Ciudad de Rochelle,*

We would like to hear from you! The City of Rochelle is working closely with the NIU Center for Governmental Studies to conduct our first-ever resident survey. The survey will help us understand how satisfied our residents are with City services along with our Customer Service and Communication. Thanks to your participation, the survey results will help the City of Rochelle improve our services offered to residents.

*¡Nos gustaría saber de usted! La ciudad de Rochelle está trabajando en colaboración con el Centro de Estudios Gubernamentales de NIU para realizar nuestra primera encuesta. La encuesta nos ayudará a detectar el nivel de satisfacción en respecto a los servicios de la Ciudad incluyendo el Servicio al Cliente y Comunicación. De Ante mano apreciamos su participación, los resultados nos ayudarán con el propósito de mejorar los servicios que ofrece la Ciudad de Rochelle.*

Every household in the City of Rochelle is encouraged to participate in the survey. Your responses are confidential, and all information provided will be reported to the City of Rochelle in summary only. No information will be reported that will identify individual survey respondents.

*Se les pide a todos los habitantes de la ciudad de Rochelle a participar en la encuesta. Sus respuestas son confidenciales y toda la información proporcionada será para uso único de la Ciudad de Rochelle. Ninguna información reportada identificara respuestas o individuos específicamente.*

City Departments being evaluated in this survey include: Street Department, Engineering, Police, Fire, Water, Electric, Community Development, Economic Development, Customer Service and Public Relations. Los departamentos de la ciudad que serán evaluados en la encuesta incluyen: *Departamento de caminos, ingeniería, policía, bomberos, agua, electricidad, desarrollo comunitario, desarrollo económico, servicio al cliente y relaciones públicas.*

If you have any questions about the survey, please call the NIU Center for Governmental Studies at 815-753-0039 and ask for Mindy Schneiderman, Assistant Director.

*Si tiene alguna pregunta sobre la encuesta, llame al Centro de Estudios Gubernamentales de NIU al 815-753-0039 y pregunte por Mindy Schneiderman, subdirectora.*

Thank you for your participation!  
*¡Gracias por su participación!*

[Begin Survey-Comenzar Encuesta](#)

Please do not forward this email as its survey link is unique to you.  
[Privacy](#) | [Unsubscribe](#)

## **APPENDIX C: REMINDER CALL SCRIPT**

## **Reminder Call Script**

### **Telephone answering machine message**

Hi, I'm calling from Northern Illinois University on behalf of the City of Rochelle. We'd like to know your opinions about city services along with customer service and communication to help the city improve services offered to residents.

To share your thoughts, please take a few minutes to complete the online survey at <https://www.research.net/r/CityofRochelleSurvey>. On the first page of the survey, please enter the following 5-digit code: (CaseID).

Thanks for your time, and have a great (day/evening)!

### **Recruitment script**

Hi, I'm calling from Northern Illinois University on behalf of the City of Rochelle.

I'll only take a minute of your time today/tonight.

We are working with the City of Rochelle to conduct a survey of residents to find out their opinions about city services along with customer service and communication. The opinions shared by residents will help the city improve services offered to residents.

If you'd like to take the survey online, you can go to <https://www.research.net/r/CityofRochelleSurvey>. On the first page of the survey, please enter the following 5-digit code: (CaseID).

Additionally, we could send you the survey link to your email, or send a paper copy of the survey in the mail. Would you like us to do that?

**INTERVIEWER NOTE: IF YES, COLLECT EMAIL OR MAILING ADDRESS**

Thanks for your time today! Have a great (day/evening)!

## **APPENDIX D: VERBATIM RESPONSES**

(Number in parentheses is the number of respondents giving the response)

### **What do you like most about living in Rochelle?**

#### Size of City

I like that it's a small community.

I like the small size of the town and knowing people in my community

It is small enough to be friendly and easy to navigate.

It's small enough to feel you can make a difference.

It's a small town, but it does have a lot of things here. I am not from here and appreciate what it has.

Not too big. Not too small.

Not too big

Size of Rochelle (3)

Small community (12)

Small community that has a good community of people

Small population

Small size (5)

Small town (36)

Small town community (3)

Smaller town plus conveniences

The size of the community

We like living in a small town.

#### Atmosphere/Feel of City

Community feel (4)

Friendly (10)

Home town feeling (2)

I also enjoy the small town feel of my neighborhood.

I like the smaller town feel.

I love the small town feel.

Laid back, home town atmosphere

More of a small town feeling

Quaintness of a small town but with options in town for shopping, good eats and entertainment

Relaxed lifestyle

Small town atmosphere (16)

Small town feel (22)

Small town living (3)

Small town, community feel

Small town vibe

## People

Folks reach out to help when hardships occur

Friendliness and helpfulness of residents

Friendly neighbors and people in general

Friendly people (11)

Friends (9)

I like the people (2)

Neighbors (2)

Neighbors are helpful if you need them

Nice neighbors (2)

Nice people (6)

People are friendly and giving

People are kind and down to earth

The community members

The friends we have met.

The people (18)

The people care

The people here are mostly friendly and kind and take care of one another in community.

The people in this town are very caring and willing to help one another.

There still is some decent people in Rochelle

## Location

Access to major highways for travel

Accessibility to I-88 (2)

Central location to bigger cities

Central location to other towns/cities

Close enough to Rockford and DeKalb for shopping, dining, entertainment

Close to bigger towns

Close to Chicago

Close to Chicago, Rockford and even DeKalb

Close to DeKalb and Rockford (3)

Close to larger cities (3)

Close to other communities for shopping

Close to several colleges

Convenient location between Rockford and Dixon

Conveniently located next to two interstates (5)

Easy access to main highways

Easy access to nearby towns

Easy access to Rockford, Chicago, and highway systems for hospitals and other medical issues

Far from congestion

Good location. Near to Rockford and Chicago, but far enough away  
I live 30 seconds from the entrance to I-88.  
Located close to major highways  
Location (6)  
Our proximity to Chicago and Wisconsin  
Proximity to cities with more to offer in the way of shopping, eating and entertainment  
Proximity to major highways (2)  
The convenience of our location to other cities  
The ease of commuting to work, which is outside of Rochelle, and central location to airports.  
The location. You can travel different places in a short amount of time.  
The proximity to Rockford and the suburbs

#### Low Crime/Safe

Feels safe to walk neighborhood  
For the most part a safe community  
I can let my kids play outside without too much worry.  
I feel safe  
It is a safe place to raise my children.  
It's a safe town to live and raise my family.  
It's a nonviolent city. Not a lot of crime here.  
It's a safe area  
Less crime  
Little crime  
Little to no crime  
Low crime (6)  
Low crime rate (5)  
Not much crime to speak of  
Pretty safe overall  
Relatively low crime rate (2)  
Relatively safe  
Safe (7)  
Safe community  
Safe environment  
Safety (5)  
That it's a somewhat safe town.

### Quiet/Peaceful

Everything is quiet

It is peaceful (4)

It is quiet (3).

It's a pretty quiet town.

Peace and quiet

Peaceful and quiet

Peacefulness

Pretty quiet

Quiet (15)

Quiet living, very peaceful

Quiet place for my family

Quiet town (2)

Quietness (3)

Rochelle is a quiet community, without lots of traffic and noise.

Tranquil (3)

### Close-Knit Community

Close community

Close knit community (8)

I like that you know everyone

I travel for work and it's a small enough town that if something is going on around my place the neighbors care enough to get ahold of me.

It's definitely a community of people who love the city.

Know a lot of people

Know most everyone

Knowing so many people, looking out for each other

Knowing that there are always people willing to help each other

Knowing your neighbors and the city employees

Many people know each other

People care about the city and community.

People come together when needed

Sense of community (3)

That you can't go anywhere without knowing someone

The closeness of the city in regards to the community

The closeness of the community

The closeness, how the town comes together as one

The community - the people. The majority of the people in Rochelle wouldn't hesitate to help their neighbor. That's not something you find everywhere.

The community comes together in times of need.

The community involvement  
The community knows and cares for one another  
The fact that we are a small community and can rely on each other in times of trouble.  
The generosity of this community  
The strong community  
You get to know a lot of people as neighbors, even if they don't live near you.

### Schools

Decent schools  
Good schools (3)  
Good, modern schools  
I am very proud of the school education available.  
I like the school  
I love the smaller schools  
My daughters have enjoyed the schooling, for the most part, and the friends they have made here.  
Quality schools  
Safer schools  
School system (3)  
Some dedicated teachers  
The great school district  
The school system is very good.  
The schools (8)  
The schools are great.

### Close to Family

Being near family  
Being near my grandchildren  
Close to family (11)  
It's where my family lives.  
It's near my family  
My family is lives here (6)

### Community Events

All the festivals you have  
Community events (2)  
Community functions  
Cute festivals  
Family events  
Festivals and community events  
Good events

How the town has events to bring the community together

I like the Hay Days and other civic affairs.

I love the activities that Rochelle has

Love parades and family functions

Public events such as Brew on Lincoln, parades, fireworks displays and so forth

The numerous festivals in town.

What I like most about living in Rochelle is the variety of events throughout the year. For several years, after Oktoberfest ended, we did not have much. I like that several new events have been introduced.

We have events for different times of the year, so never a dull moment.

#### Parks/Bike and Walking Paths

A good amount of area dedicated to parks

Amount of parks and bike/walking paths

Bike paths (3)

Great Park District

I like the bike and walking paths but we need to light them a bit at night for safety sake.

Many outdoor parks and green space

Park district

Parks (2)

The new recreation center being built. There needs to be reasons to draw people to live here.

The park district is improving.

Very nice park and bike trail that I use a lot

#### Convenient/Everything Close By

All places that we want to go are pretty close and we can take the senior bus when we have to.

Basic necessities easily available

Close to everything

Convenience of a small town (2)

Convenient

Everything I need in one town without city traffic

Everything is near by

I grow up in a small town in the 1960's and I like the small town closeness of not having to travel far to run errands. Across town in a few minutes not a half hour.

Most all stores and businesses are close by.

My quick access to Walgreens, Aldi, and Church

The ease of getting around

Things are close

### City Government Services

I am very proud of the leadership.

Efficient city services, good police-community interaction

Good safe sidewalks, snow removal

Good services

Good sidewalks, well-kept streets

Help and answers to questions are readily available, accessibility to all entities is relatively easy.

How they put notices in the newspaper about road work and how they ask the community to volunteer with things around town, like putting in new equipment in the park.

I love the yard waste pickup and the leaf vacuuming.

Police and fire services

Skilled fire department

Street department

The services we receive, Police Department, Utility department. They are always there if you need them.

They have amazing city services-quick response-extensive service compared to other small communities-personnel listens to concerns and responds professionally.

### Good Place to Live/Good Place to Raise a Family

A great place for seniors to live

A great place to live for last 22 years

A great place to raise a family (3)

Family values

For the most part it is a good place to live

Good place to raise kids

Great place to raise family

Has been a good place to live

I feel families actually care about their families

I live in a great neighborhood

Rochelle is a great place to raise children.

### Born/Raised in Rochelle/Lived in Rochelle A Long Time

Been here over 20 years and raised my children here

Born and raised here. My hometown.

Grew up here (2)

I have lived here all my life. (3)

I have lived here most of my life.

I was born here

It's my hometown where I was born and grew up.

My family roots are here in Rochelle.

My home for over 50 years

We have lived here for over 40 years. We have many friends here and activities that we are part of. Rochelle is always trying to improve itself and offer things for everyone.

#### Nothing/Not Much

Absolutely nothing, Rochelle is thankfully temporary due to finances, job.

I can't think of anything that I truly like about living here other than the fact I had a good job at DMC but I'm now retired.

Not much (2)

Not much. There is really nothing to enjoy other than listening to stories from our elders.

Nothing (6)

Nothing any more

The only reason I continue to live here is because this is where my children still go to school.

#### Close to Job

Close to my job (3)

Close to work (5)

I am close to both of my jobs.

It's where I work (short commute)

That I'm only 5 minutes from work

#### Cost of Living/Affordability

Affordability (2)

Affordable rent

Cheaper taxes

Cost

Cost of living is reasonable

Decent housing prices

Housing affordability

Low cost of living

Not inexpensive to live here

Reasonable homeowner taxes

#### No/Low Traffic

Lack of traffic, ease of getting around

Low traffic (3)

No traffic (2)

No traffic congestion

Not much traffic

Streets not congested

Traffic is not an issue

### Businesses/Restaurants

A nice selection of businesses

Big enough to have a Walmart right in town. Nice to have a hospital close.

For being a small town, watching it grow, more businesses being added to our town

Good selection of restaurants, gas stations

Great pizza (Vince's and Aldo's)

High number of family business

I like that in Rochelle we have a lot of nice restaurants like Aldo's, Alfano's, and Flight Deck.

Some stores/restaurants

The Cypress House

### Downtown Development/Improvements to Downtown

Developing downtown

Downtown becoming renovated and welcoming now

I enjoy seeing the improvements being made to downtown Rochelle.

Progressive business district

Supports new business

The continuing development

### Faith-Based Organizations

Love my church

My church

My church, First Baptist

The church community is amazing

### Rural Setting

Close to open spaces (near farmland/countryside)

Country town

Rural setting

### Rochelle Has a Promising Future

Its promising future

Rochelle is progressing in the right directions.

We just moved here from Freeport. Rochelle seems to be a town that has a future due to the infrastructure. Freeport is, unfortunately, trying to hang on

### Everything

Almost everything -- friendly neighbors, schools, our church, Culvers plus other restaurants.

Everything (2)

Other

A lot of stuff to do

All the sports for children (2)

Away from Chicagoland

Clean

It doesn't seem as busy or crazy as bigger cities.

It's a change of pace from the last town I lived in. That's what I like most the change.

Not Chicago/Rockford

The beautiful old homes that people have restored

The industry, a great place to work

## **What do you like least about living in Rochelle?**

### Lack of Shopping/Have to Go Out of Town to Shop

Absolutely no shopping

How far it is to get to the closest shopping centers

How much everybody from this town complains about it and shops out of town but doesn't do anything to try and improve it.

I have to drive to far to shop and get decent prices on anything.

I have to leave town to really shop anywhere other than Walmart or resale for their clothes.

I think Rochelle would prosper more if we could get some good clothing stores like Kohl's.

I wish I could do more shopping in town.

It is necessary to go out of town to purchase clothing other than the most casual--everyday clothing.

It would be nice to have more stores.

Lack of access to shopping

Lack of clothing stores (7)

Lack of department store shopping

Lack of retail places to shop (2)

Lack of retail stores (3)

Lack of shopping (17)

Lack of shopping choices especially women's clothes

Lack of shopping options (4)

Lack of shopping places

Lack of variety of stores (2)

Limited retail

Limited shopping (4)

Limited shopping (especially clothes)

Limited shopping. Have to travel to Rockford or DeKalb for major purchases.

Limited, quality retail

Little to nowhere to shop

Lumber yard

Need more retail in general

Needs more stores (3)

No businesses to shop for what you need.

No clothing or shoe stores

No department stores like Kohl's. There is nowhere to buy nice work clothes in town.

No good shopping places

No major shopping

No plus size clothing

No real lumber yards to buy building supplies from unless you are a contractor

No retail stores/limited shopping

No shopping centers  
No shopping options. Must leave town to buy items.  
No stores  
No stores except resale shops  
Nowhere to shop for clothing, gifts, etc.  
Not enough retail  
Not enough stores downtown to shop in, and the Walmart is too small it doesn't carry half as much as the others  
Not enough variety of stores  
Not have a certain item in town. You need to go out of town to go look for it.  
Not having more shopping  
Not much retail, like a place to clothing and shoe shopping, etc.  
Nowhere to shop. Very little retail.  
Only a Walmart (2)  
Rochelle has no retail stores  
Shopping is rather far  
The lack of retail business  
There is no shopping. Have to drive out of town to get decent prices.  
There is not enough shopping stores. (8)  
There is zero clothing for most women of all sizes I'm a 9 and I like to try clothes on before I buy. We need a Target at least and something like a Barnes & Noble or a Lulemon - we need some major brands to come to town as I would say a large part of the shopping business we all do is out of town or online. It's frustrating to drive an hour to get what I need (not want but need).  
There needs to be a clothing store.  
Too far to the stores that I need  
Too few shopping opportunities  
Very few choices in clothing and shoes stores  
Very limited access to shopping  
We can't seem to support local shopping opportunities that aren't Walmart.  
We have to drive at least 30 minutes away to buy clothes or do any kind of shopping.  
We have to travel out of town for clothing.  
You have to drive for shopping retail

#### Lack of a Grocery Store

Grocery store - we need something like Mariano's or a Whole Foods  
Grocery stores are a lot fewer  
Lack of a nice grocery store  
Lack of a nice 'real' grocery store  
Lack of a real grocery store (2)  
Lack of another large grocery store

Lack of availability of grocery stores  
Lack of large grocery store to compete against Walmart  
Lack of options for groceries (2)  
Lack of options in grocery stores  
Lack of places to shop for groceries  
Lack of shopping, in particular grocery stores  
Lack of stores for food  
Limited choice of grocery stores (5)  
Little choice in grocery shopping.  
More places to shop for groceries  
Need a grocery store other than Walmart  
Need for another grocery store. I do not like Walmart.  
No choice for shopping. We need another grocery store.  
No decent grocery store (2)  
No good grocery store  
No great healthy options to shop at  
No grocery store other than Walmart  
No grocery store. We need more food choices. History shows a strong community needs several good grocery stores.  
No grocery stores (8)  
No large grocery store so go out of town for large amount of groceries when needed.  
Not enough choices to shop especially grocery stores  
Not enough grocery stores. We need something more than Walmart.  
Not having a decent grocery store  
One \*\*\* grocery store  
Rochelle has no real groceries stores  
Since there is only one grocery store in town, you'd think they could provide well stock shelves, larger choices on brands-choice their brand plus one other brand. It feels like the store has you over a barrel because they are the only "game" in town.  
There is no grocery store. (11)  
There is not enough grocery stores. (3)  
There needs to be another grocery store (2)  
We have to travel out of town for groceries. (2)

### Limited Restaurant Options

I think Rochelle would prosper more if we could get some name restaurants.

It would be nice to have a larger variety of restaurants like Chili's or Applebee's.

Lack of good restaurants

Lack of good sit down restaurants (2)

Lack of higher end restaurants

Lack of non-fast food restaurants

Lack of options in restaurants

Lack of quality restaurants that aren't pizza or Mexican

Lack of restaurant choices

Lack of restaurant options (6)

Lack of restaurants (6)

Lack of steakhouses and nice restaurants

Limited restaurants

Need more restaurants. No more Mexican or pizza restaurants.

No big restaurants

No chain restaurants (3)

No good restaurants

No great healthy options to eat at

No nice restaurants (2)

No nice restaurants and too far from anything worth going to

No places to eat except we do have good pizza in town, but nothing else to offer but fast food

No restaurants (2)

No sit down dining options

No upscale dining

Not a variety of restaurants -just pizza or fast food

Not enough good places to eat

Not enough good restaurants

Not enough places to eat (3)

Not much of a variety of restaurants unless it is fast food, Mexican or pizza.

Restaurant choice

Restaurant quality

The lack of restaurants (Denny's, Good steak restaurant, Chili's, these are just examples).

There is no fine dining restaurants. (3)

Too far to the restaurants that I need

Too few restaurant options

Variation of places to eat

Very few restaurants

Very limited access to decent dining

We can't seem to support local dining opportunities that aren't fast food restaurants.

We have become a fast food community

We need to attract fine dining and healthier fast food like Panera, True Food Kitchen or Cafe Baci in Chicago.

You have to drive 30 minutes away to get some variety in restaurant choices.

You have to drive for nice restaurants

#### Lack of Activities/Nothing to Do

Isn't squat to do

I have to leave town to take my kids to do anything

Lack of activities

Lack of activities for children and adults

Lack of activities offered for all age groups

Lack of activity options, for example, movie theater and other family friendly activities

Lack of recreation services

Lack of social activity locations that are upscale

Lack of things to do (2)

Lack of youth activities/entertainment

Little activities for teenagers

Need healthy activities in the evening for all ages. This will generate a healthier lifestyle and renew energy and vibe to the city.

No activities

Not a lot to do

Not enough activities to do

Not enough family friendly activities in town

Not enough for the children to do if they are not sports-oriented.

Not enough things for kids to do (2)

Not enough things to do for kids between the ages of 10 and 17.

Not much for kids (age 8-18) to do

Not much for the kids to do when it's cold out, have to leave town.

Not much for young people to do here

Not much to do, have to go elsewhere to do things

Nothing for kids to do (2)

Nothing for kids to do other than sports

Seems like everything dies down after 2:00pm unless you enjoy going to the bars to hang with locals there are no options for healthy social life.

The lack of options regarding recreational activities

There is nothing for the teens to do. From about middle school on parks don't cut it and then you wonder why teens are getting knocked up, getting caught up in drugs, and drink underage. This is an inside opinion. There is nowhere for teens go and be teens. We have parks (3 school playgrounds and 4 regular playgrounds) for children (>12) and bars (5-6 that I can think of) for adults.

There is nothing here for kids to do to keep them out of trouble.

There is nothing to do here (5)

There is very little investment in youth activities

There isn't much to do that's free or low cost for kids.

There needs to be more opportunities for people of all ages. We need indoor places for our youth.

There's nothing for children and families to do. You can only bowl so many times in a month and that is all there is in the winter for families. In the summer we have the pool but that's not what everyone enjoys. Yes there are youth sports however not everyone is interested in those either. We need more options.

Variation of things to do

We need more fun things for the youth to do to stay out of trouble

### Taxes

High infrastructure prices

High property taxes (2)

High real estate taxes, way out of line

High taxes (3)

Property taxes

Property taxes are too high

Property taxes are too high compared to other communities this size.

Property taxes very high. Do not like the 1% tax on food.

Property taxes, too high. Don't like having to pay for a recreation center.

Real estate taxes

Rochelle taxes are ridiculous for a small community

Tax rates

Taxes (9)

Taxes are high (2)

Taxes are too high (2)

The cost of the new community center being passed onto the residents, while the cost of joining it to exercise will be comparable to other places in Rochelle. The property owners who are paying for the center deserve to have discounted memberships.

The taxes are very high.

The taxes are way too high.

### Lack of Entertainment

Lack of a movie theater (2)

Lack of availability of movies

Lack of entertainment (4)

Lack of entertainment activities

Lack of entertainment options (2)

Limited entertainment

No community movie theater

No entertainment choices

No movie theater (2)

Not having more entertainment choices

Not many places to go to entertain a family.

Not much fun things to do

The lack of family places to take children. No movie theatre. Have to travel to do anything with kids.

There is not much to do in town. There are more bars then places to take family.

There is very little investment in entertainment and youth activities

We have to travel out of town for entertainment.

We need a movie theater or other forms of entertainment.

You have to drive 30 minutes away just to see a movie.

### City Government

City council, you can't hold a decent festival

City government's desire to grow

City management, the police, firemen

City Manager, Jeff F. and his leadership skills handling city issues

Code enforcement bureaucrat. Unprofessional and rude.

Government is biased and corrupt

Lack of planning/thinking. Poor use of resources.

Not enough police staffed overnight. Not enough people from Rochelle in the top spots so there tie to the community seems limited.

Sometimes it feels that the people of Rochelle aren't always heard but I think that stems from lack of communication, which, over the past few years, seems to have gotten better.

Street department

The city council does what they want, even if the residents don't like it.

The city council is a bad joke from a late 60s comedy rerun that was canceled multiple times but still brought back thanks to deep pockets.

The city sewer department, there was a problem with them shortly after I bought my house and moved in.

The death of historical downtown. The government old and new has killed small local businesses.

The excessive semi-tractor/trailers using non-designated truck routes through town. These trucks are obviously very over-loaded and are causing street damage. I have never seen City or County law enforcement pull over a semi-tractor/trailer when they are driving (lost/shortcuts) through non-designated residential streets.

The narrow mindedness of city council, example, not supporting YMCA

The nosey trespassing city worker who goes around pushing illegal fines on people for doing things on their own property for illegal ordinances past by elites that think they are above everyone else.

The number of stray cats and the city's willingness to do anything about it.

Too many older people in power that restrict growth to new ideas

Too many people running the town stuck in the stone ages

Waste of tax money

Wasteful spending

Wild spending governmental bodies

#### Number of Gas Stations

Gas stations and liquor stores seem to be important and paying for bars to operate seems wrong to me

Rochelle has 15 gas stations

So many gas stations

Too many gas stations (8)

Too many gas stations not enough stores

Too many truck stop/gas stations

Way too many gas stations

We don't need any more gas stations

We keep getting more gas stations

#### Number of Bars

All the bars

All the bars. They don't add to a quality of living for me

More bars than restaurants, it seems like

So many bars. Every time something new comes it's a bar we have plenty of those.

Too many bars (5)

Too many taverns

Way too many townie bars and people to go with

Way too many alcohol establishments.

We keep getting more bars

### Nothing

I don't have a least.

I have no complaints

Never thought about leaving. Least is not an option for me.

Nothing (8)

Oh gosh, no big complaints really

There isn't much I don't like.

### Lack of Job Opportunities

Few job openings

I wish this town had better job opportunities.

Job opportunities

Lack of professional jobs

Lack of survivable jobs

Limited employment opportunities

No good paying jobs

No jobs (2)

Not enough jobs

The lack of well-paying jobs

What I like least about living in Rochelle is the variety of jobs. We need to explore how to expand career offerings by attracting different employers and industries. As we have seen with the Global III idling, focusing on one industry can have a significant impact. I know this task is a case of "easier said, than done." But we should definitely look into what is required to expand the industries doing business from Rochelle.

### Lack of Amenities/Services

Having to drive out of town for many services

Having to travel to Rockford or DeKalb for most services

Lack of amenities (4)

Lack of day care centers

Lack of youth facilities and park district opportunities for youth and seniors

More after school programs

Not enough amenities (2)

The veterinary services and after hours when your dog gets sick

### Cost of Utilities

Cost of utilities

RMU

RMU is a monopoly and overcharges

The cost of services such as water and electricity are exorbitant at the very least.

The cost of utilities is high.

Utilities are expensive here

Utilities are too expensive

Utilities expensive

Utility rates

### Cost of Living

Affordable nice housing for renting and purchasing

Cost of living (3)

High prices everywhere for single civilians trying to maintain

Housing is expensive. Housing in Sugar Grove and North Aurora are more affordable and nicer than the houses in Rochelle.

Lack of affordable housing (2)

The cost of just about everything is much higher in Rochelle. That drives us out of town to shop.

The cost of living is high

### Appearance of the City

A lot of the areas are no very well kept

Downtown on the south side looks dumpy. From cherry avenue on, everything needs to be repainted or something

It's falling apart

Rundown buildings

The overall cleanliness of the city, including residential properties

The town needs to look inviting and cozy from when you get off the interstates to where you enter the town. Beautiful signage pointing to where the downtown is and where Cypress house is - etc. Most people will not get off an exit to explore a town unless they see more than just a truck stop which I'm not against - they are great - but if I don't know if there is another place to eat or if they have a hotel (that doesn't need to be bulldozed). A B&B like Lincoln Manor and a nicer hotel - a boutique hotel maybe would be amazing. Every time I came home it was a struggle to find a place close and nice, to stay. I know a few have popped up downtown we need to help her advertise them and we need a better place for people to stay as everyone does not want to stay with their family. Maymart had a face lift but who designed the mess? It looks run down and not inviting at all - it's a little scary from the road. Seriously - it's not a place I would stop - I barely stop in there now. That space could be beautiful (and maybe get a handle on the parking lines there as well). There is nothing when you first pull into town from 39/38 or from 88 that says - oh how pretty - let's try that shop or that restaurant, etc.

This is an ugly town in need of a major beautification and maintenance program.

City of Rochelle Community Survey

Unkempt areas/housing in certain areas

While there are great strides being made downtown, I would love to see some of the storefronts spruced up a bit

### Crime

Crime (3)

I wish it felt a little safer.

Losing safety

Rising crime rate

See too many crimes around here

The crime rate is going up pretty fast.

There are many neighborhoods that are not safe at night

### Lack of Road Maintenance/Repair

7th Street needs to be resurfaced

Condition of north 7th St

Main roads, route 38 & 251

Poor quality of streets

Poor road conditions, Highway 38 and Highway 251

Road maintenance

Roads

Sealcoating of streets

Severe bumps on main streets that are over a year old.

### Specific Types of People/Groups of People

Certain people

Cliques of people

Gangs (2)

Illegal aliens

Panhandlers

Suspicious people at the door

The trashy people

Unsavory people

### Lack of a Vibrant Downtown

A lot of the downtown businesses closing at 5PM during the week

It still lacks a vibrant downtown with too much retail going to strip centers.

Lack of creativity/options of shops in the downtown area

Lack of downtown area

No downtown to speak of only bars

No viable downtown even after millions spent, first come first serve attitude versus 20-50 yr planning

The downtown area should have been supported more.

### Lack of Growth/Change

Lack of growth (3)

Look up online Birkdale Village (it's beautiful) in a small town called Cornelius, NC. That would be a long term excellent value for this city. They do an annual tree lighting that is so fun. They have one store that just sells beautiful ornaments and collectibles/fun stuff for college teams from all over. Beautiful stores, restaurants, high end apartments, salons, holistic/massage spas, etc., all in one area. Not a mall but a beautiful little shopping village that is inviting, safe, beautiful. Hold an annual outdoor market that lasts all weekend where people around the country can come to sell their goods - advertise it well and maybe have it at the airport or somewhere large but all the festivals in Chicago are jam packed. We drive in to these things and then drive home in the dark. Let's not have to drive so dang far - let people start coming to us and saying "What a great little town - let's get out of the suburban rat race of Chicago and live here." Clean up the road on 251 coming into town - omg - it's depressing. Not much about this town screams happy, healthy, fun. They don't see the nice homes that are here as they are tucked away. I could go on forever but it's only because I want this town - the amazing town I grew up in - to thrive and grow. Yes we went to Cherryvale Mall as kids but we also had some really good shopping here in the 70's and 80's. Now - we have Walmart. Cypress House too - which I love. I still say Vince's is the best pizza around but if I just pulled through town I would be like - I'm not going in there. I know - I have too many ideas but I think this town - with the easy access from 2 major interstates has the potential to be close to a Galena or a Naperville. I really do.

Rochelle has nothing to offer in order to grow.

Sometimes we seem to be very set in our ways. We need more to offer people.

The lack of change - of growth, but I would attribute a lot of that to the citizen's lack of desire for change rather than the City of Rochelle and its employees/elected officials.

### Walmart

Hate Walmart

Having Walmart drive out other businesses and grocery stores

Not enough grocery competition. Walmart is so aggravating.

Walmart

Walmart has no competition and is manhandling customer's pocketbooks.

Walmart has taken away from small businesses

Walmart is not the store they would like us to believe it is.

### Number of Vacant/Failed Stores

All the empty stores around town but continue to build gas stations

Continual loss of businesses

Empty store buildings

Lots of stores out of business

Too many failed retail locations

Too many vacant building

### Trains

Railroad crossings

The return of the train whistles after they shut them off a while back

The trains stopped on the tracks all the time making it hard for people to get to work on time or just sitting and waiting to be able to move. Should have put an overpass on 1st instead of that curved/ drive around mess.

Trains (3)

### Schools

Poor testing schools

School district for elementary and middle school need additional resources.

School drop off mess at Tilton

Schools are terrible

The schools are not zero tolerance like they say.

We need to appeal to higher income families by making the schools top in the nation.

### Drugs

Drug and alcohol problem

Drug problem

Drug use

The amount of drugs flowing in the city

There is a drug problem in this town.

Too many people selling drugs

### Everything

Everything (3)

Everything, nothing to do.

Everything. It is pretty boring.

I did not like anything about living in Rochelle. It's a very cold unwelcoming community. Nowhere to shop, nowhere to eat, nothing to do.

### Smell of the City

Sometimes it smells (2)

The smell of certain things and places

The town also smells pretty rotten in areas - what is it?

This past summer/fall our neighborhood smelled like the sewer ponds a lot. We were unable to have our windows open for fresh air.

### Flooding

Flooding has not been controlled

Ability to handle storm waters

Flooding

Flooding streets

Water damage in my basement

### Water Quality

Dirty water

I get a letter every quarter, since moving here two years ago, saying my water has a rating higher than the EPA standard. It's been two years, and I still get the same letter. As per the letter, it's been in the "planning" stage the whole time, yet nothing has changed. This is impacting my family, myself, and the way I live. Perhaps instead of "planning" for years, something should be done.

Radium in water

Water quality is terrible

Drinking water smells and it's unlike anything I have smelled and I have lived in Woodridge, Chicago, Aurora, Elmhurst, Charlotte, Scottsdale - it's really bad.

### No Sidewalks/Lack of Sidewalk Repair

No sidewalks or curb gutter 251 both north and south

Not all areas have sidewalks or curbs

Sidewalks in poor condition in many places

Sidewalks need repair

### Internet/Cable Service

Comcast is the only option for cable TV.

No internet and TV options with fiber optics available

No longer receive Chicago tv stations

Wish we had more choices for television channels-i.e. Chicago channels

### Weather

Snow is about the only reason

Trying to walk around in the winter

Weather

Winter weather

### Too Much Growth/Change

That it's getting bigger and will lose the small town feel

I don't like that Rochelle is trying to be a place that thinks it is a bigger city than it is. The town is a small town with its little town charms but they want to have things a city has. Like fancy hotel's "a boutique hotel in the downtown." A plaza in downtown that takes away some local stores that have been in the town for many years.

The constant change, not always for the better, and the spending of money which eventually raises taxes.

### Other

A lack of collaboration among taxing bodies

A little too far to access Chicago comfortably

All the effort spent on downtown and not residential area

Appearance of personal housing

As much as I like the small town feel I miss the options of bigger city living.

Better routing and signage for semi-trucks

City improvement plans. With a population of less than 10,000 is the recreation center really necessary?

Or turning downtown parking areas into recreational space? I don't believe either is going to be used as much as people think they will be.

Definitely a difference between the south side and north side. Businesses are on the north side of town.

Downtown parking for residents gets closed off to frequently

Dunkin is on the opposite side of town then us.

Everything seems too based on "save the downtown." Let's worry about the rest of the town too.

General atmosphere

Homeowners should be allowed more freedom with their own properties.

I don't know my neighbors

I would love to see 251 widened and improved to include turn lanes into businesses along 251 and 38 area.

I'd like to see more ethnic diversity embraced.

If you don't have a last name people recognize, you don't matter

It is a name town. If you don't have the right name, you don't have crud.

It is a city, not the country living I was used to

It's in the Midwest.

It's also small town enough that everyone knows everything about everyone. If you don't know you used to stop at the dentist office to find out.

It's in the Midwest - very little natural beauty (rivers, mountains, beaches)

It's very small and not many choices

Lack of attention to the "south" side

Lack of community pride

Lack of diversity and inclusion

Lack of diversity in so many areas, lack of choices too

Lack of resources

Losing family business

More options for clean energy

My commute. Not your problem only mine.

No public transportation (2)

Not enough nature

Parking restriction times encourage drunk driving

Poor water main issues

Quality of life

Ridiculous noise from exhaust braking from semi-trucks that is against city ordinances that has never been enforced. It is at least 10 times worse than it has ever been. It is a quality of life issue that people don't recognize can be eliminated. We paid millions of dollars to silence trains, yet a very small number of truck driver illegally disrupt our quiet city every day. City Councilman Bil Hayes. Also, hunting so close to the southeast edge of town that it can startle residents from a sleep. It just started this year as far as I can tell. Numerous people called police.

Small town, many people know each other.

Small towns are always who knows who and of course all gossiping is never good.

So many repeat businesses rather than opening up possibilities for different opportunities (e.g., truck stops, bars, pizza places, Mexican food restaurants, gas stations, etc.)

Some of the demographics, but I don't know that that is a city issue

Speeders coming into town on Rt. 38

That in Hillcrest it does not have public drainage, it seems that we are in the 19th century, and that drinking water comes out with mojo through the old pipes that they have

That there are a lot of cliques. If you don't have a certain last name you won't go far in this town.

Whether it's sports or politics.

That the trees are not being replanted. So many are coming down let's get them replanted.

The development of some section 8 as well as other government housing has attracted a criminal element that has brought an increasing drug element to the city.

The distance from my kids in Chicago

The drama

The fact that Rochelle is becoming known for its wine and brewery rather than its Christian background and work. We have had to live down "Cherry Ave" for years, and just when people started to forget about that, we put a brewery in the middle of town as well as serve beer at every family festival.

The garbage dumps getting so big. Wish they'd stop taking garbage from other places. They're ruining our county.

The gossiping

The politics (2)

There is a huge segregation in the community

There is no culture

Things are moving farther outside of Rochelle, such as most kids need to be bussed to school.

Too conservative

Too into bars, liquor then they are about families

Train horns have improved with noise level-Thank you so very much

Trees being cut down on parkways and not being replaced

Uncaring landlords

We live on 10th Avenue between Tilton School and Cooper Park. Seems there is always someone speeding by our house, in either direction. Total disregard for speed limit. Afraid for kids is all.

With all the planning in mind city parking is an obvious problem. How about planning the building of a garage of several levels for car parking near the businesses.

**What are the three most important issues facing Rochelle today?  
 What should be done to solve the issue?**

<b>Issue</b>	<b>Solution</b>
<b>Lack of Shopping</b>	
Lack of shopping	Cut back on some of the code issues that make it difficult to start a business here
Lack of shopping	No solution provided
lack of shopping	No solution provided
Lack of shopping	Work harder on getting businesses here
Lack of shopping	No solution provided
Lack of shopping	No solution provided
Lack of shopping competition	No solution provided
Lack of stores	No solution provided
Lack of stores	Rochelle as a whole. Not just the north side.
Lack of stores	No solution provided
Lack of retail	Seek out more retail stores
Lack of retail	No solution provided
Lack of retail	Shouldn't have allowed Walmart to expand
Lack of retail stores	People have to be willing to support local retailers if we can get them here
Lack of retail development	Bring more residential development with residential comes retail
Lack of shopping	Get another large store chain in town
More local shopping	Make it more enticing for businesses to come
More retail stores	No solution provided
More shopping	No solution provided
More shopping centers	No solution provided
Need to bring more shopping options to Rochelle	No solution provided
No local stores to shop for clothing	Bring in a Meijer store
No local stores to shop for gifts	Bring in a Kirkland store
Not enough stores	Have more clothing stores
Not enough stores	No solution provided
Not enough stores other than Walmart to shops locally	No solution provided
No clothing or shoe stores	No solution provided
No clothing stores	No solution provided
No retail	No solution provided
No retail growth	No solution provided
No retail stores	No solution provided

No variety of stores for necessary items like food, clothing, etc. A great loss of private businesses that were lost when Walmart came in years ago.	No solution provided
Not sufficient shopping	No solution provided
Nowhere to shop	No solution provided
Retail	No solution provided
Retail	No solution provided
Retail	Try to get Menards or equivalent for projects. Local shops are limited.
Retail	Bring in more business, other than bars and truck stops
Retail	No solution provided
Retail growth	No solution provided
Retail shopping	No solution provided
Retail store to shop other than Walmart	No solution provided
Shopping	A mall with clothing stores and shoe stores. A home supply store with lumber.
Shopping	Clothing stores
Shopping	Try to get more stores
Shopping	Budget will get better with more bigger, lasting business.
Shopping	No solution provided
Shopping - especially women's clothes	No solution provided
Shopping	No solution provided
Shopping is limited and expensive	No solution provided
Shopping is not in walking distance	No solution provided
Shopping opportunities	Lower taxes to give opportunities to expand
Shopping options	No solution provided
Shopping out of town due to not enough businesses	No solution provided
Shopping with affordable prices	No solution provided
Shopping	No solution provided
Shopping (Clothes)	No solution provided
Need a clothing store	Encourage chain store
No lumber yard	No solution provided
Too few retail stores	No solution provided
A lack of shopping opportunities	Get rid of Walmart
Adding stores	No solution provided
New retail stores	No solution provided
Need stores	No solution provided
Need more retail	No solution provided
Places to shop	No solution provided
We need to find a way to bring in new retailers. I would love to do all of my	Bring in more stores (grocery)/businesses. (We have passed on a few businesses that would bring jobs)

shopping locally but there aren't any really good stores for children's clothes and my son needs a special type of milk that is not available in town.	
Stores to shop	No solution provided
Better options for shopping--especially for clothing	Provide incentives for a Kohl's or a similar store to locate here.
Very little retail	No solution provided
Have to go out of town to buy clothes	No solution provided
Not enough retail stores	Give incentives for stores to build here
Inadequate retail	No solution provided
Lack of incoming retail	Incentives to come and stay
We need more stores to shop at and keep money local. Clothes, shoes, etc. I hate driving a half hour to buy one thing I need because I can't get it here.	Menards, Home Depot, Lows, Kohl's, Payless shoes, something more than Walmart
We need more shopping stuff besides just a Walmart	No solution provided
Revitalize retail	Incentivize businesses and improve quality of life
Lack of local shopping options	I'm not sure what kind of tax breaks are available for local business owners, also maybe come up some sort of advertising fund for the small local businesses that are here
Convenience to grocery shopping and daily necessities	Attracting a fresh market such as Valli produce or Butera market
Fill vacant retail	Incentivize new stores and pop ups
Filling store fronts	Search for mom and pop retail
Not enough Hispanic stores	Include more diversity in Hispanic stores
Lack of stores	Be less restrictive of stores trying to open in town
Need places to shop	If you go out of town for groceries, more than likely you'll buy everything out of town. Not keeping dollars in town.
Lack of commercial stores	No solution provided
More shopping businesses	Give incentives
More retail stores	Bring in a Kohl's store
Little shopping convenience except for Walmart	No solution provided
Empty stores not being utilized	No solution provided
Not enough retailers	No solution provided
Not enough shopping	Really market the downtown area and give incentives to new businesses and existing ones
Not enough stores to shop	Build more shopping areas
Minimal shopping options	Encourage property owners to have reasonable rent for empty properties so places want to come here. For

	example the May Mart area and old Sullivan's are wasted empty spaces.
Need more retail options	I wish I knew the answer, I know it's hard to get big chain stores to come to small towns
<b>Lack of Employment Opportunities</b>	
No white collar jobs	Lure new businesses and industry to choose Rochelle. I know, easier said than done.
Creating good paying jobs	Rework Greater Rochelle Economic Development Corporation with a priority of inviting good paying job facilities
Getting and keeping quality jobs	No solution provided
Good jobs	No solution provided
Good jobs	Manufacturing
Good jobs	No solution provided
Good paying jobs with benefits	No solution provided
Higher paying jobs	Develop our industry
Higher paying jobs	Bring in higher paying jobs
Job opportunities	Bring in good paying jobs
Job opportunities	With growth, hopefully job opportunities will arise (hopefully more than industrial)
Job opportunities	No solution provided
Jobs	Bring more back
Jobs	No solution provided
Jobs	Draw manufacturing jobs
Jobs	No solution provided
Jobs	Create more
Jobs	Anything we can do to attract new business
Jobs	Add something more than warehouses
Jobs	Bring new businesses
Jobs	No solution provided
Jobs	Keep pursuing new business and industry J Anderson Gredco
Jobs	Attract businesses who have decent pay and stay. Don't give tax breaks and penalize if they don't stay.
Jobs	Help businesses that pay good wages stay in Rochelle.
Jobs	No solution provided
Jobs	Do not attract companies that pay minimum wage, do not offer benefits.
Jobs	More jobs
Jobs	No solution provided
Jobs	No solution provided
Jobs	Better paying jobs

Jobs	No solution provided
Jobs	No solution provided
Jobs for graduating HS students/college students	Attract job creating businesses and keep them
Lack of employment	Bring in bigger stores
Employment	Finding a compatible business for Nippon Shayro building.
Employment (not having to drive out of town)	No solution provided
Employment opportunities	No solution provided
Employment opportunities	Decrease taxes on businesses
Lack of high paying jobs	Draw bigger employers
Lack of high paying jobs	No solution provided
Lack of higher income employment	No solution provided
More employment	Get more manufacturing
Better paying jobs	No solution provided
Better paying jobs for average hardworking people.	
Better jobs	No solution provided
A lack of higher paying jobs.	What if we had a really great local internet system, would that help?
Income	No solution provided
Lack of good jobs	More better paying jobs
Lack of good paying industries	No solution provided
Lack of good paying jobs	Make offers to good company's looking to build plants in new locations
Livable wage jobs	Recruit business to come to area, and help residents start business
Limited employment	The search for commercial/industrial jobs should highlight our workforce.
Low paying jobs/no jobs	No solution provided
Income/employment and fair wages (employers are getting away with murder with minimum wages etc.). It hurts Rochelle lots and brings desperate choices.	Create feasibility reports to large companies that need lots of space and bring in higher paying jobs to help the Rochelle economy. Be aggressive and pitch opportunities to these corporations. A lot of businesses are going online. We can offer warehouse space to accommodate inventory.
Need to develop more corporate type jobs	No solution provided
No manufacturing jobs	No solution provided
No jobs	No solution provided
Lack of job opportunities	Open places that our residents won't have to drive far to have a decent pay
Local job creation	Bring in factories that hire more people than the cold storage places
Local jobs for residents	Make it enticing for businesses to locate here

Lack of white collar jobs	No solution provided
Jobs. If there is work the people will come	Keep bringing in businesses and jobs
Livable wage jobs, not 16 dollar per hour	No solution provided
Loss of jobs	No solution provided
Bring in jobs that anyone can get that don't require higher education	No solution provided
Bring more industry with better paying jobs	No solution provided
Keeping jobs	No solution provided
Need jobs	Bring business in and help them
Get more factories that pay above \$15.00 per hour	No solution provided
Lack of professional level jobs	Focus on providing support for industries with higher level job needs, not warehousing, provide a climate that will welcome professionals
Get employment opportunities that stay	No solution provided
Large corporate companies paying high wages	Entice companies with incentives to come here
Increasing good jobs	No solution provided
More companies for more jobs	Ask companies to take a look at this wonderful town. Look at all the possibilities of growth with the railroad.
Looking for/creating tech manufacturing jobs	No solution provided
We need more good jobs	No solution provided
More jobs	No solution provided
Lack of jobs	No solution provided
Limited career opportunities without a significant commute	Not sure how realistic this is, but extending the commuter train line from Aurora and potentially to Rockford would go a long way toward opening up opportunity and access without massive growth that would wipe out the town's character.
Not enough jobs	Bring in more businesses
<b>Attracting/Retaining Businesses</b>	
Attract more business	Possibly offer tif district?
Attract new business	No solution provided
Attracting businesses	No solution provided
Attracting more business	No solution provided
Attracting more businesses	No solution provided
Attracting more downtown retail businesses	No solution provided
Bring in business to replace lost stores around town	Less restrictive of stores trying to open in town
Attracting new business	Offer incentives

Lack of business growth	Work harder to attract big businesses
Lack of business growth - to create higher paying jobs	Jason Anderson has done a nice job. Just be more aggressive.
Lack of businesses	No solution provided
Hanging on to business we currently have	Lost Nissan, Sharyo, Best Hardware, Krahenbuhl's
Loss of industrial and virtual no commercial business to boost social economic growth	Attract company's to the city with tax benefits and tif money to build an actual commercial economy in the city. Too many people need to work outside of Rochelle just to live in Rochelle because there is little to no work unless you are an unskilled factory/labor worker.
Retaining businesses	Continue to maintain infrastructure
Industrial growth	No solution provided
Attract industry	No solution provided
Industry leaving	No solution provided
Attract industry/jobs	No solution provided
Growth of businesses	Marketing of what we have to offer
Getting and keeping area business's	No solution provided
Lack of industry	No solution provided
Lack of industry growth	Add more incentives
Large businesses aren't prosperous, as they used to be, any longer, because after the tax breaks are gone, the companies leave, as well.	Convince a company to come here to stay. Stop giving big businesses tax breaks, at society's expense. It hurts us all in the long run, not the large businesses. It's easy to sign a 7-10 year lease on a property, especially when you don't have to pay taxes for 7-10 years.
Turnover of companies	No solution provided
Too much industrial that does not stay more than just a few years	No solution provided
Loss of companies that attract working families	Attract business/companies that will stay open
Loss of local work. Need more factories.	Get some of the distribution centers to come here
Losing businesses and commerce	No solution provided
Business development	Attract more businesses and help expand and preserve current ones
Getting businesses in that will improve quality of life	Get access to a clothing store for residents
Getting more businesses	Growing with new big companies
Getting more businesses here	No solution provided
Bringing new businesses to the town	Visit other towns that have been revitalized
Bringing more commercial development and industry to Rochelle	Elect and hire the right people who can see the problems and explain solutions to the public
Lack of viable business growth	No solution provided
Losing businesses	Try to find uses for existing buildings
Cannot keep businesses here	Sign contracts that they have to stay and pay for so many years, get them involved more in the town

Empty buildings, i.e. Nippon Sharyo.	Recruit more industry. Encourage state and federal support for regional transportation.
Community development	Tax incentives and rental assistance to bring business into vacant properties. Support local business development by offering more incentives to local residents and their business plans. Evaluate contracts on vacant business properties.
Bring more international high quality companies	Attract companies to come to Rochelle
Long term industrial growth	Longer term incentives to new business
Building new business opportunities	Offer incentives for new businesses. Revitalize current downtown properties.
Support for small businesses	No solution provided
Variety of industries doing business in Rochelle	No solution provided
Unfriendly business environment	No solution provided
Too many vacant retail buildings, Sullivan's to downtown	Incentivize development, force property owners to develop/sell/improve within timeline
Too many empty storefronts	Get rid of Walmart
The town family businesses closing	Tax the hell out of large corporate businesses
Small business development	No solution provided
Small businesses	They are trying but hard to compete with online shopping
Bringing more businesses here	No solution provided
More small business. Mom and Pop type.	No solution provided
Business development	Economic outreach
Businesses that leave and then empty buildings remain for years	Find businesses to move in/ attract to the town
New businesses	Manufacturing small to medium
Bring more business to Rochelle and not just gas stations	No solution provided
Need growth in business	No solution provided
Factories moved away	No solution provided
No growth in industry	Must continue to look for industry
Supporting local businesses	Support from Chamber
Need more business	Help small business
Need more industry	Encourage companies to come
Business growth/expansion	Doing what is necessary to attract business to the empty stores
Making sure Rochelle is in the hunt for commercial, industrial growth	Highlight the trained, willing workforce available
Attract businesses	Keep taxes lower than they currently are
Attract more business	Make better use of city funds to do so
Business openness	Change the minds of the out of touch and closed minded

	leaders
City running tax paying businesses out of town	Invest on returns on taxes
Business development	Activities to draw them here
Empty commercial buildings and lack of viable retail choices	No solution provided
Business growth	Working with different companies/industries to see what it takes for them to consider Rochelle. Survey workers who commute from out of town to uncover what is keeping them from making Rochelle home.
More businesses	No solution provided
More variety of businesses	No solution provided
Business growth	Growth along corridors, impact fees from development to pay for infrastructure schools, maintenance and safety
Business development	Investigate and encourage new businesses
Not many people support small business	No solution provided
Business development	Bring variety of business to town
Retain businesses	Require businesses that get tax breaks to remain a set amount of time beyond the tax incentive time frame
<b>Taxes</b>	
High property taxes	Taxing districts must meet and prioritize
High property taxes	Reign in some of the costs to run the city departments
High property taxes	Put the euthanize cats money they were going to spend on a reduce property tax program
High property taxes	Controlled spending
High property taxes	No solution provided
High property taxes; I can't state this enough	No solution provided
High property taxes; taxes are way to high	More retail may help offset the high property taxes
High taxes	Tighten school spending
High taxes	No solution provided
High taxes	Get more resources for the money we do spend
High taxes	Draw more people into town
High taxes	No solution provided
High taxes	No solution provided
High Taxes	No solution provided
High taxes	Bring in more businesses, have reasonable rent and incentives for businesses that want to come here
High taxes	No solution provided
High taxes	Decrease jobs and pass the savings to the customers
High taxes	Find additional sources of revenue

High taxes	Provide incentives for upper income people to move here--real estate tax breaks
High taxes with low return on quality of living	No solution provided
High taxes, seems taxing bodies are afraid to share	Resources can be shared. Hook Plow School lots or one taxing body shouldn't have to pay to use another's facilities.
City taxes, school tax	Lower city taxes, seniors exempt from school tax, higher registration fee for school
Higher taxes pushing even more families out of a shrinking community	Spend tax money wisely and use it to attract more business to the community, than spend it on welfare systems that put a band aid on the gaping wound of unemployment in the community.
Taxes are out of control fix them	Reduce spending of taxpayer's money
Keeping taxes down	New businesses bring in more tax revenue
Lower real estate taxes	Cut expense of city and departments. More efficient.
Need less taxes	Stop spending our tax money
Property taxes	No solution provided
Property taxes	Watch spending
Property taxes	Reduce retirement plan for city workers
Property taxes	Must lower property taxes locally
Property taxes	Curtail some of the capital improvements and/or push out.
Property taxes	Reduce school taxes
Property taxes	No solution provided
Property taxes are uneven for services provided	
Property taxes are very high	No solution provided
Real estate taxes	Become real with our pension promises to police/fire
Real estate taxes	No solution provided
Relieving the property tax burden	Alternatives to property taxes
High property taxes	Analyze spending
Taxation preventing resident move-in	Tax relief
Taxes	Lower taxes on our homes
Taxes	Stop wasteful spending
Taxes	No solution provided
Taxes	No solution provided
Taxes	No solution provided
Taxes	Attract retail business
Taxes	Lower property tax so people can afford to buy a home
Taxes	They need to lower real estate taxes.
Taxes	Find a solution to lower our taxes
Taxes	No solution provided
Taxes	Look at other income options

Taxes	No solution provided
Taxes	No solution provided
Taxes	Stop building/buying things we can't afford and/or afford to maintain
Taxes	No solution provided
Taxes	Lower taxes
Taxes	No solution provided
Taxes	No solution provided
Taxes	No solution provided
Taxes	No solution provided
Taxes	No solution provided
Taxes	Terrribly high taxes for a school that I will not use.
Taxes	Low income population. Upper income officials. Need to involve across income strata.
Taxes are high	Bring in more retail to generate tax revenue
Taxes are high yet the town stays the same	Send out a spread sheet on how the money is being spent so we can see for ourselves instead of assuming it is going into someone's pocket
Taxes too high	No solution provided
Taxes	No solution provided
Rising taxes	The bigger corporations that don't pay their part, or that are given breaks and then leave the community after their breaks have ended. Like all cities, we are not immune to politics of business.
Rising taxes	Chamber members that actively visit and help local businesses
All taxes	Do what is necessary when it is necessary
Lack of concern for home owners property tax base	No solution provided
Tax increase because of the Rec Center	No solution provided
<b>Maintenance/Repair of Infrastructure</b>	
Developing infrastructure to ensure growth	Secure grants and funding to improve current infrastructure and develop new infrastructure
Infrastructure	A rebuilding plan-cohesive plan
Infrastructure	Repair and replacement are a priority
Infrastructure	No solution provided
Infrastructure repairs	Fix the streets, sewers, sidewalks citywide not select areas
Infrastructure: roads, etc.	Fix the roads
Aging infrastructure	Invest in capital improvements to infrastructure
Aging infrastructure	Keep funding long term upgrades
Maintaining infrastructure	No solution provided

Failing infrastructure	Maintenance plan
Road maintenance	Bring in more business for tax revenue
Road maintenance	Fix them
Roads	Fix roads promptly and not leave torn up forever such as 2nd Street
Roads	No solution provided
Roads	No solution provided
Roads	Construction is too long--shorten
Roads	Gas tax should solve this problem
Roads	Redo roads with a lot of potholes to help prevent wear and tear on vehicles
Roads	No solution provided
Roads	No solution provided
Roads and repairs	Use tax funding in a different way possible
Roads are in poor condition	Resurface roads
Roads fixing	No solution provided
Roads/sidewalk improvement	Fix broken roads, and sidewalks
Streets and parking lots need repair, mostly parking lots	Repair parking lot at First State Bank / Arby's
Street condition	Repave
Street repair	Repair them better
Street repair	Actually repair a street rather than covering it with gravel and tar. I pay too much in property taxes to be driving on gravel roads.
Street work	Should be started and finished before winter
Streets	Repairs and drains for flooding
Streets	Repair streets
Streets in disrepair	No solution provided
Streets need a little work	No solution provided
Updating sewer system in oldest areas of town	I'm not sure but as a senior citizen on a fixed income I hate that I have to carry insurance for replacement! My neighbors did not have insurance and had to cancel their vacation because of the \$7000 cost of replacing the sewer from the sidewalk to the main. They had already paid \$2000 for the house to the sidewalk the year before. Then I see money spent on rebranding the city and help for new construction. But what about us that have been here 40 years in the old section of town and our sewer system is 110 years old.
Keeping up streets and sidewalks	No solution provided
Bad roads	Patch up or replace
Maintenance of streets/sidewalks	Properly maintain streets and sidewalks/current method is not working
The roads and streets are very bad	7th avenue needs to be fixed

Up keep of sidewalks	Just maintain
Proper maintenance of sidewalks	A thorough walk through of the town. High school area lacks sidewalks by residential area.
Water main breakage	Install modern lines before they break
Alleys in disrepair	Repair them
Quality of alley conditions	Redo all alleys in town
Water - lots of main breaks	No solution provided
Deteriorating public works	Be more mindful of road conditions
Roads and infrastructure	State funding
Low public lighting	Place more light pole on the streets
Finishing the sidewalk/intersection construction	No solution provided
I wish there was more time and money to be spent on upkeep like sidewalk repairs and expansions and tree trimming.	Money is unfortunately the only fix
Putting lighting in correct locations	No solution provided
<b>Lack of a Grocery Store</b>	
Need for a real grocery store	Need another store like Sullivan's
Need for a second grocery store	Bring in a county market
No grocery store	No solution provided
No grocery store	No solution provided
No grocery store	No solution provided
No grocery store	No solution provided
No grocery store	Get one to come to town
No grocery store	No solution provided
No grocery store	Cut down on electricity so a grocery store will come here
Only one grocery store	More marketing to retailers about Rochelle
Only two grocery stores to choose from	Bring in more business
Competitive grocery	Maymart or old Sullivan's
Getting a good grocery store	No solution provided
Getting a grocery store other than Walmart	No solution provided
Getting a grocery store	Entice businesses to come to our community such as grocery stores.
Getting better grocery stores	No solution provided
Real full service grocery store	Get rid of Walmart
Grocery	Attract a major grocery chain
Groceries	Need something besides Walmart and Aldi
Groceries	No solution provided
Grocery	No solution provided
Grocery options	No solution provided
Grocery store	The city can get all kinds of industry but when it comes

	to the smaller issue, oh well.
Grocery store	No solution provided
Grocery store	No solution provided
Grocery store	No solution provided
Grocery store	No solution provided
Grocery store needed, not Walmart	No solution provided
Grocery store, not another Walmart	No solution provided
Lack of a quality grocery store.	No solution provided
Grocery store	No solution provided
Find grocery company that will be willing to come to Rochelle	No solution provided
Need a grocery store other than Walmart	Get people "to the table" who are/can invest in Rochelle
Grocers	Walmart and Aldi need another competitor
Lack of good grocery store	Try and get a new grocery store
Lack of good grocery store	No solution provided
Lack of grocery stores	No solution provided
Lack of grocery stores	No solution provided
Lack of grocery stores	No solution provided
lack of grocery stores	No solution provided
Lack of grocery stores	No solution provided
Lack of grocery stores	Actively search. Rochelle is the largest city in Ogle county. If Polo, Oregon and Byron can have a nice grocery store, Rochelle should be able to have one. Besides Walmart.
Lack of grocery stores	Bring back Sullivan's and other grocery stores that have actual quality not just Walmart
Lack of grocery stores	Encourage new housing development
Need a big grocery	Encourage chain store
Lack of choice for groceries	Search for a local or regional chain instead of relying on huge corporate tax drains
Better grocery store needed	No solution provided
Walmart has squeezed out business variety	Bring in more variety of grocery stores
Bring in a grocery store	I am tired of doing grocery shopping in DeKalb as I can't shop at Walmart with them not stocking their shelves.
Work to get grocery store	No solution provided
<b>Housing</b>	
Not enough rental properties	No solution provided
Expensive rental units	Need low cost housing put up
A greater range of housing options needed, few rental opportunities	No solution provided
Affordable housing	Redevelop and rezone rundown properties

Affordable housing	No solution provided
Affordable housing	Listen to all levels of income people
Affordable housing	No solution provided
Affordable housing	No solution provided
Affordable housing, or at least nice rental options	First time home buyer assistance. Most people lack the down payment needed.
Appropriate housing for the population	Find out what people need/want and develop those types of housing arrangements. Supportive living options for seniors and those with disabilities, more independent living options for seniors, accessible housing.
Better housing	Re-zone school districts to allow development on the prime pieces of land on outskirts of town
For me, more rentable housing that is not for low income or geriatrics. I think we could use more modern duplex housing	Build modern duplexes not low income housing.
Housing	I don't know how to solve the lack of affordable housing.
Housing	Create new affordable subdivisions
Housing	Build more affordable houses and apartments.
Housing	No solution provided
Housing	Project incentives
Housing development	Better paying jobs
Housing shortage	Create incentives to spur development
Improve housing market	No solution provided
Insufficiency of good quality low cost housing.	No solution provided
Lack of condo townhome housing in midrange market	Building new neighborhoods for this type of home
Lack of housing inventory	More city incentives for retail and housing and less for infrastructure and industry
Limited senior housing options	Offer incentives to attract new construction for senior housing
Lack of nice housing in town	No solution provided
Low income housing	No solution provided
New housing subdivision "if you build it they will come"	No solution provided
Not enough new housing	build new subdivisions for medium priced homes
Senior housing	Build more for upper income
With minimum wage jobs created here We need more low income housing	Work with a local builder to build low income housing and make sure the rent stays low so minimum wage working mom can afford the rent.
Housing for elders in the community, aging population	No solution provided
Residential growth	No solution provided

Lack of residential development	Bring more retail. With retail comes residential.
Not a lot of nice neighborhoods in town. It would be nice to have more homes built within the city limits.	Build more neighborhoods
Providing housing for new employees for expanding businesses	Promote the amenities we have and are developing
Need new entry housing developments	No solution provided
<b>Public Safety/Crime</b>	
Bad crime for a small town	No solution provided
Crime	More patrols
Crime	Improved community connections/reduced drugs and gangs
Crime	No solution provided
Crime	Crack down on drugs and gangs
Crime	No solution provided
Crime	Increase police presence
Crime	No solution provided
Crime	No solution provided
Crime	No solution provided
Crime	More patrolling and less sitting by police force
Crime	No solution provided
Crime	More patrols watching for activities
Crime around here	Patrol more
Crime is increasing	Hire more police
Crime rate is rising	No solution provided
Crime	No solution provided
Crime/drugs	No solution provided
Increase in crime	Get some crime stopper awareness
Keep crime as low as possible	Appropriate police staffing
Keeping crime low	Hire more policemen
Public safety	No solution provided
Public safety	No solution provided
Public safety	Continue as doing
Safety	A public walking path should go through all of town, the cops do a pretty good job of patrolling though
Safety	More visible police force
Safety	No solution provided
Safety	No solution provided
Safety	Increased patrolling by police, less tolerance for repeat offenders, public education (prevalence of danger, ways to stay safe), tighten up gun control (fine for people who are permitted, but not for those who aren't)

Safety - car / home / business burglaries, domestic issues, gun violence	No solution provided
Safety of the children and people	No solution provided
Unsafe neighborhoods- gangs and drugs	Neighborhood watches, increase police force
Break ins (cars)	More police presence on the streets not just by Cherry Avenue
Continue to keep our kids safe from predators	No solution provided
Keeping our children safe on the streets	No solution provided
<b>Limited Restaurant Options</b>	
Limited restaurants	No solution provided
Good restaurants	Actively soliciting restaurants that are not fast food
Not enough chain restaurants	No solution provided
Not enough good restaurants	Bring in more food establishment
Quality restaurants	High end sit-down family restaurants, sea food and vegetarian
Adding restaurants	No solution provided
Restaurants	No solution provided
Restaurants	More family restaurants not fast food
Restaurants	No solution provided
Places to eat	Try to bring in chain restaurants
A nice buffet type restaurant with side rooms for groups	No solution provided
Lack of fine restaurants	Prospect possible choices
Better food/dining like Francesca's - also healthier like Panera or True Foods etc. Heck a Wahlburgers would be an attraction in and of itself.	No solution provided
Sit down restaurant	No solution provided
Steak house and nice restaurants	No solution provided
The lack of food choices other than pizza	Bring in more businesses that sell more than just pizza
Too few restaurants	Attract restaurants
Lack of quality restaurants	Get a good steak place
Availability of large banquet rooms	No solution provided
Lack of a real restaurant	No solution provided
There are not enough sit down restaurants	More development
Lack of eating other than fast food and family type	Recruit chain restaurant
Dining	No solution provided
Dining options	It would be nice to have at least one sit down chain restaurant
Dining	No solution provided

Lack of restaurants	No solution provided
Not enough places to eat at	Build more restaurants
More sit down restaurants that are not fast food	Bring more businesses to Rochelle
<b>Lack of Entertainment</b>	
Entertainment	Attract some type of entertainment venue a movie theater drive in theater something for people to do. Perhaps boys and girls club for kids.
Entertainment	Community center
Entertainment	No solution provided
Entertainment	Build a new movie theater
Entertainment	Youth club
Entertainment for young people	No solution provided
Entertainment options for residents	Attract entertainment options
Entertainment places for families with kids	Cinemas, skating rink, etc.
Entertainment, there is none	We need a decent theater or movie house that is reasonably priced.
Entertainment/dining options	No solution provided
Family entertainment	Miniature golf center, roller skating rink, ice skating rink
Indoor family entertainment	Indoor trampoline park
Lack of entertainment for any age	Bring back at least a movie theatre
Lack of entertainment	Open a movie theater for a start
Lack of entertainment for kids	Ideas for this would be along the lines of a small roller skating rink, trampoline park, ice skating pond. None of these need to be huge buildings, but a safe place for the kids to go and enjoy.
Minimal family and youth entertainment options	Encourage more family entertainment options to come here. A trampoline park, mini golf course, go-kart place, movie theater, etc. would be possible options.
Need more entertainment	No solution provided
No entertainment	Need a theater or some other indoor facilities
No entertainment	No solution provided
No entertainment	Get a movie theater, other recreation
No entertainment to keep people like movie theater	Movie theater
No family entertainment	The new civic center will help. Movie theater, arcade.
Lack of movie theater or family-oriented establishments	Promote small business to bring variety to our downtown.
No movie theater	We had our chance but city decided another business that sold liquor downtown was better.
No movie theatre	Build a movie theatre in a location to facilitate more parking for customers.
There is no movie theater	No solution provided

No entertainment	Movie theater, invest in VCCT theater comedy shows
<b>Revitalization of Downtown</b>	
Bring downtown back	No solution provided
Bringing in new businesses to enhance the downtown area	No solution provided
Lack of a downtown	Lure more stores and restaurants/bakeries downtown
Developing downtown	Work at filling empty storefronts. Especially the larger ones such as the old Sullivan's and in May Mart.
Downtown	You're working on it
Downtown	More stores
Downtown bars and stores are cheap looking	Set higher standards for appearance
Downtown vitality	No solution provided
Revitalize downtown	No solution provided
Dying downtown area	No solution provided
Loss of downtown businesses	Incentivize downtown development over spread to strip mall clusters on the outskirts of town
More stores downtown	I guess we have to give them an incentive to come here and I don't know how
Need a larger downtown	No solution provided
Need for more retail for downtown	No solution provided
Need a place downtown for weekly band concerts and movie nights	Build a permanent stage for concerts
Need to revitalize downtown and bring in restaurants and new businesses	Give incentives to wholesome businesses and corporations
Need to revitalize downtown Rochelle	Really open up discussion amongst townspeople
Rebuilding downtown	New stores downtown
Revitalizing downtown	Incentivize new stores and pop ups
Reviving downtown	Being willing to step out
Retail and dining options/vibrant downtown	No solution provided
Stop concentrating on rt. 38 and bring back the downtown	Mayor enforced the TIF and only uses it for his financial gain choices while local shops keep closing.
Revive downtown	No solution provided
Town is too spread out (downtown=little)	Revitalize the downtown and better urban planning in the future
Underutilized downtown	I think Rochelle has been doing a good job at bringing smaller community events together that get people downtown.
<b>Lack of Activities/Places for Youth</b>	
Nowhere really for kids to hangout or have fun	Focus on making a place for kids to go especially after school

Youth	More for them to do
Youth issues	More youth and family centered activities that are local and well marketed. Youth and family education.
Youth offerings non-sports related	No solution provided
Disengaged youth	Engagement activities and opportunities for middle school aged kids
Lack of activities for the youth	Start up more after school programs
Lack of youth activities	No solution provided
Not enough for youth to do	Put more activities and places for kids to go
Nothing for are youth to do for fun	Look for more stuff for them to do
Nothing for kids to do	No solution provided
Nothing for kids to do	No solution provided
Nothing for youth to do	Arcade
Activities for residents, specifically kids	No solution provided
Lack of things for kids to do	Yay! We're getting a Community Center
Need a place for kids to go and hangout. Like an arcade or Buffalo Wild Wings.	Have the community somehow create a space for the kids after basketball and football games to hang out.
A safe place for teens	Listen to them
Nothing for kids to do	No solution provided
Very few places for young kids to hang out safely	No solution provided
Have more public spaces for children	No solution provided
Children need things to keep busy	I know there are options but not all families in Rochelle can afford them. Art-music outside of school. Less focus on professionalism in sports and let the kids have fun.
The lack of activities for younger people	Add more places that younger people are able to go to (arcade, skating rink, etc.)
Things for kids to do	Good start with the recreation center
Lack of activities for youth	No solution provided
Not much geared towards young kids	The recreation center is going to be a major upgrade that has been needed for years. That and having more outdoor events exploiting our lakes, parks and other attractions.
After school programs lacking for working parents	Once the community center is complete it should help
<b>Attracting/Retaining Residents</b>	
Attract more residents by cleaning up the city, providing more shopping and entertainment opportunities.	Bring more restaurant options to Rochelle
Attracting young families	No solution provided
Attracting more residents	Lower prices on utilities
People leaving	Better family events
People do not stay in Rochelle long	No solution provided

Retaining residents	Change belief that development is synonymous with progress.
Retaining residents	More jobs. We lost out to Toyota and Amazon.
Stagnant population	Promote all the positives
Stagnant population growth	Be more selective about what new business come to town. We have more than enough places that serve booze.
Slow population growth	Bring in better employment
Slow residential growth	Continue quality of improvements, no more gambling machines
More people living here	No solution provided
Little to make folks want to move here	Encourage more jobs, shopping, and recreational opportunities. New recreation center is super development.
Lack of people with money	Incentives for people to want to live here
Lack of population growth	Attract people to live here as well as work here. We have too many commuters.
Population growth	If there are jobs, this is not such an issue
Keeping people from moving out of town	Make it a more "community friendly" place to live
Bring people here with families	Attract larger retail
Population growth	Need a big chain grocery store
Not enough outside of the box ideas to bring families/people in	Change things up. We have multiple Tru K stops already. Bring in something else.
Population growth	I feel like growth will come as the city continues to improve/implement/update various things around the city.
<b>Drugs</b>	
Drug control	Increase the size of the police force and work on drug and gang issue. Lower crimes will increase home values bringing more residents to town (not low income housing) which will encourage more businesses to invest in Rochelle.
Drug problem	Follow up on drug leads
Drug problem and too many taverns/liquor stores and marijuana dispensaries etc.	More proactive policing
Drug problems	Taking anonymous calls more seriously
Drugs	Avoiding government housing making the City less attractive to the criminal element
Drugs	More police
Drugs	More drug prevention
Drugs	More police monitoring
Drugs	Get active with a task force to help combat the problem.

Drugs	Police
Drugs	No solution provided
Drugs	Police presence
Drugs	No solution provided
Drugs	After Rochelle Police Department is re-trained they should be able to spot the cracked out people that are at a bar almost every night
Drugs	More patrolling of police cars around neighborhoods that are high in drugs or crime.
Illegal drugs	Taking a hard line on all offenders
Keeping city drug free	No solution provided
Keeping drug traffic out	No solution provided
Meth problem	No solution provided
<b>Improvements to City Government</b>	
Political corruption	Listen to the residents wants and needs. Clean house in city hall.
Cleaning up past corruption and preventing more of the same	No solution provided
Corruption	Everyone on city council or a city office should have a cap on years they serve
Corruption	No solution provided
Corruption in city government	No solution provided
Stronger government	Elect qualified politicians
Inner favoritism	Get the corrupt people out
Too much power in the wrong hands	Have some common courtesy to the people of Rochelle
City council who vote their thoughts and not the citizens	Mail question forms to fill out about issues, if any.
Communication	Reach out more to the community
Communication of governmental bodies with electorate	Listen to the "people"
Keep residents informed	Community meetings
Too much government in private business	No things like, city internet, city-park district golf course, occa support of old vagabond, investigate finances of Rochelle railroad, investigate finances of GREDCO
Lack of long range planning	Ask what would draw people to want to live or do business here.
Running of City Hall	Replace the City Manager
Can't get any response when you call someone from a department of the city. Do not return calls or answer your question.	Don't know how to fix that. I went to the city buildings where I needed help but they said I'll have him call you back and it never happened.
Malaise attitude of city government towards residents' concerns.	Problem with the water and especially the electric. Do something for the taxpayers that depend on these

	services.
Lack of foresight	Everything seems very piecemeal
<b>Schools</b>	
School quality	Get rid of the current inbred school board and administration
Schools	Organize better
Schools	No solution provided
Schools need more teachers and aids	Prioritize tax revenue to decreasing class size
Schools providing basic education	Train students in basic money management, job skills, and technology
Need better schools	No solution provided
Outdated schools and technology	Cut some of the administrators and free up money to get current technology or at least maintain what you have and put money into actually building another school
Over administration in the school district	Glad to help instead of the city wasting money on consultants
Poor school ratings	No solution provided
Poor schools	No solution provided
Grade schools are small	Upgrades
Maintain good school system	No solution provided
Good education	Fairness
Student bullying	Follow their own rules
Supporting our students should be a top priority	No solution provided
Make schools top in the nation.	Create platform of education that will make students college ready. Bring in Inspiration lecturers to motivate students. Become a community that is problem solving by creating awareness on taking care of family and living with integrity. Everyone be proactive.
Education	When citizens aren't paying for illegals to be educated that will improve
Education	Stop teaching English to Spanish kids, but not Spanish to English kids. Give all students equal opportunities. Not just the students with "names"
<b>Lack of Fiscal Responsibility by City Government</b>	
Fiscal responsibility	Can we reduce the number of city departments and personnel to minimize job overlap?
Financial well being	Better accounting on what can be done with funds available
Wasting money on projects that very few are interested in	No solution provided

Government spending	Spend less money
Excessive government spending	No solution provided
Quit spending money	Spend money on things Rochelle needs
Staying out of debt	No solution provided
Stop writing checks you can't cash	No solution provided
Debt	No solution provided
Debt	No solution provided
Budget	Figure out ways to gain the community's trust back. If something wasn't passed through ballot, city does it anyway with a loophole. This has caused some good and some bad to happen in town but no one will vote on anything if there's no follow through or if they feel like their vote doesn't matter.
City needs to spend within budget	No solution provided
Lack of transparency	Make the financials (budgets, salaries, cost of city-supplied materials) far more visible to the community. Yes, its public records but it isn't talked about and to find it you either have to go digging or you have to know someone on the inside. Why not ask the residents if they even want red and black street signs in a purple town Before spending \$27,000 on them. We are purple and white, if you want to rebrand, rebrand logos, intentions, public involvement, etc. but not the colors Rochelle has been tied to since before my great grandparents lived here. They switch jr tackle colors to purple instead of random red and black so there was cohesion within the football program.... but then we spend thousands of dollars of the taxpayer's money for signs that don't match the town's history. Zero logic. Too much of zero logic going on, every group in Rochelle is out for themselves. Pretty sad when the community foundation and the rebranding community can't even agree on things.
Better management of spending, this includes all departments of the city	No solution provided
<b>Improvements to City Government Services</b>	
City services	Get better people in charge
Zoning	Consideration of existing property uses and control of new projects
Adequate law enforcement	Direct resources to law enforcement
Not enough police	Hire more
Police	Should be reevaluated mentally to see if they are even capable of doing small tasks like not ripping apart child's art in a traffic stop where nothing was found other than

	a burnt out light.
Police abuse	No solution provided
Rochelle Police Department	Re-train, focus on the big issues not the small ones
Better recycling services	No solution provided
Building inspections	Staff need to be trained
Uneven police investigations	Stop jumping to premature conclusions
No recycling drop-off	Reinstitute for non-home dwellers
Recycle on Flagg Road	Offer recycle bins to my residence or put another recycle container with separate compartments. I recycle half of what my trash is or used to be.
Recycling	Recycling pick up weekly
<b>Cost of Utilities</b>	
Cost of utilities	No solution provided
Cost of utilities	Work with people's needs especially utility company
Expensive utilities	Too many jobs at RMU that make over \$100,000
High private utilities	More choices
High utilities	No solution provided
Municipal utilities high	No solution provided
The municipal utilities are ridiculously high on expense, and nothing is shown for it.	Stop replacing year old water mains, and fix the larger issues. You're constantly placing band aids where major surgery is needed. You can't polish a turd.
Utilities are crazy expensive	No solution provided
Utility cost high	No solution provided
Utility costs	Lower administrative fees
More utility options - RMU rates are extremely high	Allow other utility companies to offer competitive service
RMU too expensive	No solution provided
The high charges for water/electricity	I live alone and I do not think I use both of these and my charges have risen 50% in the last 2 years.
<b>Water Quality</b>	
Water	Find a way to correct for good
Water	Better water filter, faster notice if water is bad
Water	Doesn't taste good , smells like chemicals
Water	Remove radium
Water cleanliness	No solution provided
Water quality	Upgrade the water systems to ensure quality
Water quality	Monitor and correct the water problem responsibly
Water quality seems to be an ongoing issue	No solution provided
Water that's not safe to drink	For the amount of money we pay for our water, fix the problem.

Poor water quality	Find another water source
Clean Water without Radon	Quit spending money on building new water works buildings and start trying to filter and clean our water
The city water is not good	Have a system to purify the water of the city
The water comes out dirty	Change the water pipes
<b>Flooding</b>	
Flood control	No solution provided
Flood control	No solution provided
Flooded areas after downpours	No solution provided
Flooding	Adequate drainage pumping stations. Whatever is necessary to resolve flooding issues.
Flooding	Different areas need to be regraded, other areas need to be shored up
Flooding	Install drainage
Flooding in the streets during rains	Enforce people not blowing their yard waste in the street
Flooding roads	No solution provided
Still some flooding along the creek area. I live in the flood zone.	Keep it cleaned out--trees and garbage
Water drainage and flooding	Better storm drainage
7th avenue flooding	No solution provided
Storm water drainage	No solution provided
Lack of drainage	Include drainage in Hillcrest
<b>Cost of Living</b>	
Cost of living	I think things are being done to address the cost of living - nonprofit groups helping with housing, food pantries, subsidized programs
Cost of living	Find ways of lowering utilities, taxes
Cost of living	Decrease rental prices to achieve a more reasonable cost of living
Cost of living in this town	Lower prices of just about everything to better keep dollars in this town. Be competitive.
Cost of living here	More people = lowering cost for all
Cost of living versus what is available for income	Make a list and work on it constantly
Expensive	Evaluate the cost of living in our town. Other towns are not as expensive.
Price of living to high	No solution provided
Price to live here	I'm not sure. I wish our electric bill wasn't nearly \$400 a month. And talking to our friends and other home owners, theirs isn't much different.
Keeping Rochelle affordable	No solution provided

Fairly expensive to live there and not a lot to show for the cost	Something unique and interesting or restaurants that offer a variety of foods
Necessities are getting expensive while pay is low	Make more things affordable so people will be able to stay
<b>Lack of Activities/Nothing to Do</b>	
Fun things to do besides annual events	No solution provided
Nothing to do	Sycamore would be a good place to find out about their community plans on entertainment. They have lots of things going on.
Nothing to do	No solution provided
Nothing to do here	No solution provided
Nothing to do other than going to a bar, fast food place or Walmart	Bring in people who are willing to make changes rather than keep everything the way things have always been.
Lack of activities	No solution provided
Not enough community events	More social events
Lack of things to do	No solution provided
Lack of types of recreation-year round	Attract more businesses-theatre, shopping
More things for young people and adults	No solution provided
No activities besides bowling alley and bars	No solution provided
Things to do - for all ages	Larger park district
<b>Gangs</b>	
Gang violence	No solution provided
Gangs	No solution provided
Gangs	More police
Gangs	More police
Gangs	Arrest them
Gangs	Police should do the public service that is minimally required outside of the hiding to find speeders
Gangs	No solution provided
Gangs	No solution provided
Gangs	No solution provided
Eliminating gangs of all kinds	Not letting people off for offenses; making them accountable; maximum penalties.
Acknowledging that there is a problem with gang violence would be a great start	No solution provided
<b>Lack of Community Involvement/Engagement</b>	
Community involvement	I think things like this survey are an amazing start. It feels like the same people are involved in everything that happens in Rochelle (such as events and festivals) I think bringing in some new blood might be a good idea.

Community involvement--all parts of the community	More input from all parts of the community
Community involvement (more of it)	Again, I feel like this is moving in the right direction and the way the city has approached engaging the community seems to be going in a positive direction.
Lack of overall community involvement	Find ways to encourage families to get involved
Community participation	Keep adding to the events the city puts on, i.e. Hay Day was awesome this year.
Lack of citizen participation	Get rid of the complainers
Unengaged population	Work to engage and communicate with residents
Small faction of 'involved' people	No solution provided
Include all people to participate in civic activities	No solution provided
Spanish population, as a whole, not participating in civic and educational endeavors.	Make major moves to find and establish key Spanish leaders to motivate their people to become involved. Twenty to thirty year olds might be more responsive. Have town meetings to ask Spanish population what needs to be done to get them involved in the community.
We need more active volunteers	More programs such as Revved Up Rochelle
<b>Upkeep of Residential Properties</b>	
Some neighborhoods falling into disrepair including Hillcrest and Windover	If people made better money they could take care of their homes better
Run down looking appearance of homes	No solution provided
Apathy toward shoddy maintenance by property owners	Study the blueprint of successful communities
People keeping their yards clean	No solution provided
Homes that are in disrepair	Start a community home sprucing up team to help repair blighted homes.
Keeping yards clear of debris	Give fines for yards not kept up
Keeping homes occupied and kept up. Lived in.	Keep properties occupied and kept up.
Enforcement of city ordinances regarding home repair and property upkeep	Enforce the ordinances. City employees keeping eyes open for these violations.
Neighborhood (South Main)	Some places need clean up and to have the city check on property.
<b>Appearance of the City</b>	
Any way you drive into Rochelle it's not appealing. Looks very uninviting. We need some landscaping and to make it look more welcoming. I would never want to move here by the looks of the town.	Plant more trees and landscaping
Abandoned vehicles	Have them removed and cleaned up

Rundown buildings	Paint downtown buildings
Abandoned buildings	Tear down and sell property
Cleaning it up - making it inviting and beautiful	Beautiful places to stay/lodging - like a B&B or a boutique hotel
Help businesses update appearance/signage	No response provided
Too many dilapidated buildings	No response provided
Old rundown buildings	Tear them down and make green space
Several areas in town need curb appeal	Some buildings might need to go
<b>Too Many Bars</b>	
Too many bars	No more bars
Too many bars	Get rid of some bars
Too many bars	Not open anymore bars
Too many bars	No solution provided
Too many bars	Limit the issue of liquor licenses
Too many bars	Stop allowing more to be opened or built
No more bars	No solution provided
The only business I see coming to Rochelle are places to consume alcohol.	How do you convince a small, closed community that change would bring good?
Nothing but bars in town	Stop giving out alcohol permits, there are way too many places to get it already.
<b>Neglect of South Side</b>	
South side needs improvements. Sidewalks, curbs, bike path, possibly store other than gas station.	No solution provided
South side of Rochelle	More competitive stores ( groceries stores)
South side of town is neglected.	No solution provided
Having south side equal to north side	More shopping on south side
Lack of winter assistance in plowing streets and alleys on the south side	Put more plows on the streets and alleys.
Lack of growth on south side	Add sidewalks and bike paths
Renovate the south side of Rochelle. This town doesn't need divisions/discrimination.	Allocate monies for the south side.
Sidewalks on south side	Have bids there, not only north
<b>Too Many Gas Stations</b>	
No more gas stations	No solution provided
Too many gas stations	Look towards having other things like restaurants and things like that
Too many gas stations	Stop letting gas stations be put up

Too many gas stations	No more gas stations
Too many gas stations and truck stations that threaten the safety of small town Rochelle.	Open up a new housing subdivision, so people won't look at Flag Center
Too many has stations	Stop building gas stations
Tons of gas stations	Put a cap on gas stations per capita
We have enough gas stations	Diversify businesses
<b>Poverty/Low-Income Residents</b>	
Low-income residents	Provide more social/human services
Poverty	Jobs, community
Poverty	Stop bringing in section 8 housing
Insufficient resources for impoverished	Subsidized rates for medical/housing /utilities, well-checks for people/families known to be at risk, additional programs to aid food insecure
Overwhelming low income citizens	No solution provided
Growing population with limited resources	No response provided
Abundance of low income families lowering the median standard of living	Remove the overabundance of Section 8 housing and invest in renewing older community's to establish a higher property value. Incentivize residents to fix their houses and improve their neighborhoods.
Seems to be quite a few people with low income	Need more quality jobs
<b>Growth</b>	
Growth	I think the City leaders are working very hard on this now.
Growth	I think our new mayor has a pretty good handle on finding out from the people what they want.
Growth	I feel like growth will come as the city continues to improve/implement/update various things around the city.
Importance of growth	Open to opinions and ideas
Lack of "healthy" growth	Bring productive families to Rochelle (& businesses)
Lack of cohesiveness in development efforts	Get on the same page--I'm not sure how you do that, since the money spent on branding and years of meetings and planning should have created a consistent vision, but the result thus far has seemed random and/or conflicting.
Lack of substantial growth	Thoughtful consideration of what they are really bring to the town
No growth	No solution provided

<b>Lack of Transportation</b>	
Lack of transportation	No solution provided
Lack of transportation	More availability with LOTS
Lack of public transportation	Spend more wisely
Transportation so that people that don't have any transportation of their own can go to the store or to a restaurant with out walking there and it has to be affordable.	No solution provided
Need for good transportation seven days a week for persons no longer able to drive.	Provide service on week-ends to help people who want rides to church, urgent care, or other things important to quality of life.
Need more public transportation	No solution provided
Provide public transportation	No solution provided
<b>Lack of Activities/Places for Families</b>	
Family activities more often	Make things available indoors and not during work hours
Family places	More options
Family stuff to do	Get a committee to arrange things
Lack of family activities	Bring new activities
More family friendly places	Have arcade or something like that
No family things to do	No solution provided
Not much to do for families	Invest in family things
<b>Improvements to Park District</b>	
Out of touch park district	Dismantle and close
Park District priorities	More emphasis on little league complex, south side parks, and access to bike bath north of 38 between 251 and Kyte Creek.
Park District stealing taxpayer funds	No solution provided
Funding for park district activities and facilities	I am hoping the recreation center will be a huge boost to this issue
Unwanted recreation center that I now have to pay for and will never use	Do not increase my taxes for a young person's center. Too many of us are seniors living on fixed incomes and cannot afford any more.
Recreation center	Lower price on membership
Recreation Center high costs for low income	No solution provided
<b>Environmental Sustainability</b>	
Following the green peace agenda, which is stupid.	No solution provided
Air pollution at truck stops	Turn trucks off when parked.
Cleaner energy options for power	We have wind and solar options nearby-pursue

	contracts with these companies rather than southern Illinois coal companies
No active programs to address climate change	No solution provided
Not using coal for power	No solution provided
Pollution	Close the dump down
<b>Feral Cats</b>	
Feral cats	Animal control
Feral cats	Contract with non-profit
Lack of a spay neuter release program to deal with the feral cat problem	Start a humane program to deal with the feral cat problem.
Over-population of feral felines	Continue to evaluate financial assistance for TNR programs.
Stray cats	Relocate cats
<b>Aging Population</b>	
Aging Population	Provide more services for seniors
Aging population	Adjust services to provide for them
Not enough activities for seniors	No solution provided
Lack of decent elder care	No solution provided
Lack of senior living (independent) accommodations	Encourage Liberty Village to develop living homes, duplexes like Princeton and other LV locations
<b>Too Many Gambling Establishments</b>	
Too many gambling machines	Limit number issued
Too many gambling parlors	No solution provided
To many video gambling establishments	Stop issuing video gambling permits
Too much gambling in town	No solution provided
Tons of slot bars	Put a cap on slot bars per capita
<b>Funding of City Government Workers' Pensions</b>	
Pension funding	Adopt a new sales tax
Pension funding	No solution provided
Pensions	Help the state to cut back on all pensions
Police and fireman pensions	Exterior revenue sources state/federal
<b>More Healthcare Services</b>	
Mental health	More services
Physicians come to town, but most only stay a short time making it difficult to establish a good physician-patient relationship.	Provide incentives for physicians to stay in town for more than a year or two.

Lack of high level healthcare	Try to get Swedish America to build a new level one trauma center hospital
More healthcare facilities	No solution
<b>Other</b>	
Speed limits on Flagg Road	Lower the 55mph speed limit to 45 until you get past the golf range or keep it 45
The cold, unfriendly population.	No solution provided
Lack of sufficient signage for truck traffic originating from the Highway	Hire an outside consultant to advise the City Council
Some of the private parking lots are in need of serious repair	Force the owners to repair them
Awful post office	Mail stuff in Lindenwood
Homeless issue	No solution provided
Hazardous fireworks within city limits. We had property damage, plus half of a five gallon bucket of debris in our yard from the neighbors behind us. The damage was to a upper story screen that the fireworks punctured.	No fireworks within city limits
Train traffic is horrible. Constantly blocking off half of the city.	Make them stop their trains outside the city
Excessive noise and speeding on through streets	No solution provided
Cable TV for Chicago channel options	Reevaluate our past connections with Chicago channels
Capitalize on tourism	No solution provided
Parking	Need a garage or lots downtown
Smell	No solution provided
Nowhere for pedestrians or bicyclists on overpass	No solution provided
Things available for special need adults	Take survey for adult day care or such
Concerns regarding the high incidence of MS, Alzheimer's, and lupus in our area	Health investigations as to how Roundup may contribute
Garbage dumps	Stop out of county garbage
Bond referendums on midterm elections when people are unlikely to get out and vote against it	Bond referendums on national elections, instead of midterm elections
Young people engaging in unhealthy behaviors - substance abuse, unsupervised, unrestricted screen use, absent/weak parenting, lack of meaningful consequences and follow-through	Parental information (parents are ignorant to the risks that many young people are engaging in - not just the "bad" kids), additional public safe places for young people to go, additional SRO involvement in schools, free events / programs for young people and families
Upgrading town to stay with current technology	Make sure when we upgrade to spend the little more so we don't have to do it as frequently
The city needs to return to its roots and	Remember that Rochelle is a small town community

embrace its past.	with small town charm.
Community is dying	Lower taxes
People driving way too fast down streets with houses that have kids	No solution provided
Electrical grid	Why is cost of the tug of war between the government and the existing contract dispute being passed on to residents? You created the problem.
Crazy tif district	Abandon it
More than one choice for cable services	Create a way to give people an additional choice
More transparency from our taxing bodies	Sometimes the citizens aren't given the full scope of the needs of a particular taxing body, when said body is requesting referendum support
Chamber that doesn't seem to be interested in businesses in town.	Make community feel like they are important to the town.
Domestic violence	More public awareness events for Hope
Closing of rail yard	Open the rail yard again so truckers from here don't have to go to Chicago to get freight.
Blending the community together	No solution provided
Access to affordable childcare	More daycare options
Building too much of the same thing	Stop building
Cultural differences	I don't think cultural differences need to be 'solved' they need to be embraced.
End of the drives ways are like curbs	Fix the drive ways
Everything new event the city rolls out seems to be based on drinking	Have some events that are not alcohol based, i.e., Wine on Lincoln, Ale on Lincoln, etc.
Expand city limits if possible to include more residential areas	No solution provided
Healthy lifestyle	Create classes for healthy lifestyle for all ages. Let's take care of our elderly by creating more choices than just sitting at home.
Help businesses update signage/appearance	No solution provided
Increase in semi-trucks	Have police actually enforce truck violations
Residents don't often take full advantage of the community gatherings or events.	No solution provided
Lack of day care	Offer more places
Preventing future odors from the "dump" near Creston	No solution provided
The amount of drinking and driving that is allowed	Have police be stricter on drinking and driving
Keeping our dollars in Rochelle, especially with many employees commuting from out of town	No solution provided

## Why did you choose this overall experience rating?

### Excellent/Good Rating

#### Staff Were Helpful/Courteous/Knowledgeable/Professional

Although police officers were not familiar with the circumstances, they were quick to listen and provide assistance that was needed.

Ambulance team was great

Any experiences I have had with the Police or Fire Department has been handled respectfully and professionally.

Because I think Wendy is very knowledgeable about the city

Because the City Manager was approachable and very open to hearing from the public. He engages with the community in a very professional and sincere fashion.

Because Wendy did everything professionally and with rapid response

Contact persons are willing to help, knowledgeable, professional

Had a power line problem, the worker was great and helpful.

I deal with city people a lot with my business and they are always friendly and helpful with whatever I need.

I felt that dispatch was very professional and attentive in my concerns

I got my question answered and the person was very knowledgeable

I had contact with the police department and they were great

Nice knowledgeable people

Paramedics were knowledgeable, kind, and compassionate.

Professional attitude

The officer was kind and concerned with our issue

The person was very knowledgeable

They did their job and were polite

They helped with my needs

They were extremely helpful

Very friendly and helpful.

Very friendly, knowledgeable and understanding

Very helpful

Very helpful and very prompt

Very nice staff and helped me with what I needed

Wendy was very easy to work with

When additional information was required, the person was helpful in helping obtaining the information.

Worker knew what she was doing and got everything done quickly.

### Issue Resolved/Question Answered

Because even if it took 6 weeks to acknowledge the street lamp out it was taken care of.  
Because the desired results were achieved  
Did their job, answered the phone, and got the problem corrected  
Got the response to answers wanted regarding the secrecy and health problems posed by sewer pipes being re-lined  
I got my question answered  
I had a problem called one time the issue was addressed and problem resolved  
I sent out an email as well and got no response. They did come and fixed the issue though.  
Information requested was sent, questions answered  
Issue was resolved  
It was a little shaky at first but the representative looked for more information for me and was able to find a more helpful solution  
It was fine. They came and cut the branch and left.  
My concern was the odor that was very noticeable and they were able to explain to me that they were in the process of cleaning out the anaerobic lagoon.  
My question was answered right away  
My questions were all answered  
Problem handled and  
Requested turn lane markings on Carrie Ave and they were marked as soon as weather permitted.  
Resolved the problem  
Sufficient explanation was given  
The person helped with my question and I had immediate service  
They were able to answer my question.  
They were great answering questions we had during the building process of our backyard fence.

### Timely Response

Because they took care of the issue in a timely manner  
Fast and friendly responses  
I called, told him the problem and within a week it was solved  
I had a water leak in yard and going into my crawl space. They came immediately to check it out and had it diagnosed and repaired within a couple hours.  
Issues were addressed in a timely manner.  
Problem (complaint) was rectified within 24 hours.  
Problem was handled in a timely manner and also follow up later to make sure problem doesn't happen again  
Quick and efficient  
Response time  
Response was quick  
The City responded in a timely manner.  
The problem was corrected in a very short time  
City of Rochelle Community Survey

The problem was fixed very promptly.  
The street light took a while and the building permits was immediate. She came by and checked the projects in a timely manner.  
They responded very quickly  
They took care of getting my mother in law to RCH emergency in a timely manner  
They took care of the issue as soon as possible  
They took care of the problem  
Timely reply and thanked me for email

#### No Follow-Up

No one informed me if I passed inspection. I had to call and ask.  
The interaction was great, but my sidewalk has been marked for over a year and still not filed down and my neighbor's trees are still growing over the power lines.  
Only saw inspector one time and never received confirmation of pass or fail  
We requested a police report which is supposed to be granted within 5 days and after a week we had to go in and check on the report to receive it  
Still waiting for response. The city asked if interested in fiber optic. Still have not heard back.  
Response good, still waiting on service  
Help with underground electric installation. By the way, the wire to the telephone post is still hanging there, doing nothing

#### General Positive Comments

Very satisfied with everything  
I feel the City does a good job offering the services it does. The employees are customer service oriented and work to find solutions  
It was a pleasant experience  
It was an enjoyable experience  
They are top notch  
They did a great job.  
They have always been excellent to me  
Because it was the top choice given. Such top notch service.  
Seamless communication  
Satisfied with results  
Positive experience  
More than I asked for  
Pleased with response from staff  
Because they tried  
RMU went above and beyond for me when I bought a new house in 2017. A couple months after moving in they called, not having established my family's usage needs yet, and told me I had a water problem I had no idea about! I would have had an \$800 water bill if they didn't call to question me!!

### General Negative Comments

Problem not resolved completely

Not allowed to talk to tech guys directly. Go to City Building. Talk to girls in office and they relay message. Can't even call them on the phone.

The overall attitude was not where it should be for customer service

Took an extremely long time for reply

She is awful!! She came to the house 3x measuring my deck to make sure it was at code!! 3X!!

Needs improvement

Listened to my concerns but didn't offer solutions.

Front desk person didn't seem very knowledgeable - sent me to the wrong person initially and had to be rerouted back to her.

Sometimes had to make several calls to find the party I wanted

Good people - same \*\*\* for an answer

Had to wait for a response the next day or two

Staff is leisurely about getting up to the counter

My initial interaction was by phone call and the employee who answered was very short, terse and did not help me at all. I followed up with an email to the director with my question and it was eventually resolved.

My power goes out way too often. The staff tries to help, but I don't need to hear that it's my breaker box when all my neighbors haven't any power either.

### Other

Because it was above fair and not great

Because it was excellent

Because that's the way it was

80 percent satisfied

All went well

Always room for improvement

Appropriate rating

Easily the best option

It was good not excellent.

It was just average nothing extra

It was fine

They did alright

That is what it was

It is true

I contacted multiple departments for varying reasons. Some departments, like Community Development, were more responsive than others.

There is always room for improvement, but no complaints.

No issues (2)

The electricity was all I called about as I have had my hands full with aging parents. But, I realized with City of Rochelle Community Survey

aging parents who rely on electricity that it's important to not forget our small communities nearby that are a part of this community. The power was out all night and my dad needs oxygen - yes we have portable but it could be life threatening. This could be as easy and suggesting in the paper or what have you to get a backup generator and explain why one may need one etc., Aging people don't like change but we need to make sure they are safe.

My neighbor's yard is full of trash flowing into my yard. This wouldn't happen in other neighborhoods.

No one is perfect

Only got a warning ticket

Had an issue with my electric meter coming loose from my house. The person on the phone was fine.

Sent a worker out right away. He said it was my problem not theirs because it was attached to my house and technically I owned it.

I had no problems for this simple task

I sent out an email as well and got no response. They did come and fix the issue though.

### **Fair/Poor Rating**

#### Issue Not Resolved/Question Not Answered

Because city has to fix problem

Did not solve the issue

I asked a question about street repair and never got an answer. They left multiple street chipped in prime motorcycle season make huge hazards for riders. Then they posted about not putting lawn clipping in street due to hazards but when asked how they will enforce never got a response.

Never connected with services

Nothing changed

Nothing was changed

#### Staff Were Not Helpful/Courteous/Knowledgeable/Professional

Person helping was not very courteous. Seems to be a recurring issue in this town.

Person was not nice nor helpful

RMU employees are rude

RMU staff as a whole are very curt and unfriendly

Rude and unprofessional. Capricious attitude. Neighbors and other residents dislike employee, have horror stories of treatment. Petty bureaucrat.

#### Response Not Timely

It took months for the city's water department to fix the problem.

Follow up was not timely

The problem still isn't fixed and it has been 2 months

Two weeks to respond

We requested a police report which is supposed to be granted within 5 days and after a week we had to go in and check on the report to receive it,

City of Rochelle Community Survey

### No Follow-Up

No follow up (2)

No follow-up from the person

Went to street department and never found the head person there. Left phone messages and calls weren't returned. Finally an e-mail was sent there and they did return an answer. Saying job would be completed in October it is now the end of January and have heard nothing from them as to why it was not done in October. We have been waiting since April of 2017 for it to be completed.

### General Negative Comments

Customers need to be treated better. Not looked down on

I was told that there was nothing that the city can do, basically it was my tough luck.

City is dismissive-unless in their radar

No one knew who to talk to. It felt like pass the buck.

### Other

Because of the lack of enforcement of the engine brake ordinance that is being broken as I write. Three times.

Because snow and sleet all night with no plows seen on Flag road or 38

Automated answering service

Because I never should have had to contact in the first place and the apology was not heartfelt

Corrupt and biased

**Please share any suggestions for improvement (of customer service).**

More Training for Staff

Emphasize better customer services skills

More knowledge

The city needs to have someone with more knowledge in charge of public relations. The city manager and mayor only respond to certain people.

Training for all officers and first responders on Autism and intellectually disabled

Training, training and termination

Workers could be better informed.

Would love for front desk staff to be up to date on certain things and know who to contact if they don't know the answer.

Better Follow-Up

Follow through

Follow up

Follow up by calling back and informing the resident as to the problem resolution

Following up when asked to fill out information for a police report

Had to ask if contact was received, not forthcoming without a reminder.

Have a Live Person Answer the Telephone

Have a live person answer the phone

Have live person to talk to

Want to be able to talk to people, not machines.

More Staff

Availability of more people who can give immediate answer

Hire some new people

Need more help

Communication isn't the issue here. I'm guessing it's limitations of resources.

General Positive Comments

Keep on doing it

Keep up the great work.

The girls in the RMU office are great.

The interaction was perfect.

Other

An email sent or a voice message left is not always the best response without resolution

Are there other options for electricity? Pretty sure they are my only choice. Maybe a competitor could make prices lower. Might be a monopoly.

City of Rochelle Community Survey

Better accommodations

Continue with the fat, oil, and grass program. Isolate and repair aging water and wastewater systems.

Customer service should be a priority, even if just acknowledging a call or email until you can answer

Employ smart people

End the requirements that say the ambulance has to go straight to RCH, rather than your preferred hospital

Enforce the engine braking ordinance.

Find new ways to make info available online

Find someone who know how to talk with the public

Fix what's broken.

Get a deal done on electricity. As far as water goes, drinking water that contains iridium doesn't cut it.

Safe water for what we pay for.

Get Chicago TV stations 2, 5, 7 and Chicago newspaper back. Get a grocery store.

Get rid of unnecessary regulations that require permits for small changes in homes or land use in the city.

Get the equipment the department said they were lacking to fix the problem, they had to borrow the equipment from a private contractor

Have a "welcome" packet put together to hand out to new residents, explaining trash schedule, snow parking ordinances, if applicable etc. I went into the office and let them know that we were moving in, new to the area. I signed a couple things, wrote a check and asked a few questions about services and neither of them was quite sure but they dug around and found a couple pamphlets to give to me. I don't know, local businesses could advertise and include coupons. Maybe a map of the city and the surrounding area.

Have city regulate and contact owner.

Humble your selves, accountability, transparency-we are the residents here you know. I was shocked to read a comment of "we've had a secret plan for intermodal site." Why would anything be secret?

I live on a street that is a gravel road every other year. Hire a company that knows what the hell they are doing

Internet services, current the only option for internet is Xfinity. Although there are other providers they lack the speed need in todays on line community. Providing a competitive and affordable option could be a source of revenue for the city and a welcome option for residents

Just be honest about your answers and return calls.

Less picking and choosing who and what to respond to on Facebook page. Either answer all post or state none.

Less waiting time for board approval on issues

Let citizens using rochelle.net talk directly to tech guys. Why hide them. They will call you on the phone but you don't when.

More open communication with the community on plans for the city

Next time toxic work is performed the city must mandate all residents in the affected areas are given ample notification so that they may make plans to avoid the hazardous situations

Open up city hall

City of Rochelle Community Survey

Phone numbers provided for missed trash, in addition to missed yard waste. When our yard waste was missed, I had to make three different phone calls before I found the correct disposal company to come back and get it dumped.

Promote the correct people

Quit over building

Replace employee with someone who is pleasant and knowledgeable. Also in light of climate change revise some of the yard maintenance standards.

Respond to your emails

Separate water and electric bills

Smile

Smiling makes a big difference on how people perceive your service.

So happy John Bearrows is our new Mayor - I really believe John can make some changes. He will see the needs we have and actually implement them.

Straight to the point is not a bad thing, overly friendly can be annoying, I am the same way. To the Point is perfectly fine. Very courteous wouldn't be expected.

Stricter. Supervision.

Take care of roads in night

They were okay.

Think about the problem you may create when you are going to change something.

Think there should be a right turn lane on northbound 20th Street at Flagg Road

Update your books

We need options. I hate having to use RMU just because I live in the city. If there are no options then we are stuck paying higher prices.

## How could the City of Rochelle improve in sharing information with residents?

### City Does a Good Job Sharing Information with Residents

All are doing a fine job

I feel like the city does a good job with this, especially on Facebook.

I think information is shared about events in city.

I think the city does a great job relaying information via social media, print, and radio.

I think the City does okay with information sharing.

I think they are doing a good job

I think they are doing a great job trying to keep the residents informed.

I think they do a good job. Maybe filter public things before they are out there.

I think they do a pretty good job

I think they do a pretty good job. The only thing that I think needs to change are the knee jerk decisions such as that horrible stray cat debacle. In that instance communication was horribly lacking. I think everything needs to be fully thought out and then presented. In that instance not even everyone that would be involved in it was notified before it was announced. That cannot happen again.

I think they do an okay job.

It is steadily improving

Jenny Thompson does a fantastic job with your social media and keeping us up to date.

The city is doing a better job but there is room for improvement. You can't rely on one source.

Information about flushing, outages, etc., still needs a personal approach.

They are trying to do the best they can.

They do a great job.

### Mailings

Announcements/give updates when there are water or electrical issues via mail

Direct mailings

If important, direct mail

Mail flyers, we get enough junk mail

Mailing flyers

Mailings (2)

Mailings to homes of what is happening in the town and what is coming up. Rochelle is a town, I have a hard time calling a town of 9,000 people a city.

More information through the mail. Many people don't like or use social media.

Quarterly update in the mail

Regular mailings, not everyone has internet

Send letters (2)

Send mail to residents

Send regular mail

### Provide More Information

Broader range of topics

Just a tad more on the real rundown of the future plans for Rochelle

Keep people up-to-date about the things that affect them and what steps you are taking to resolve problems

Keep residents up-to-date on repair services, closed streets, etc. with notices on doors, at beginning of streets before repair trucks arrive

Let us know more

More communication to community about changes (good or bad) as well as updates concerning incoming business

More details

More information

More information of the type of businesses they're trying to bring into the city (if allowed)

More information on all new projects in neighborhoods

More information on ordinances

Providing more updates on what is coming to Rochelle in new jobs or businesses

### Newsletter

A city newsletter to each resident

Mail free newsletter to residents

By having a City of Rochelle weekly newsletter with only up-to-date news and no ads. I prefer in mail because I have no computer.

Monthly newsletter (2)

Mailed newsletters for detailed information on continuing services. We tend to forget.

Newsletters

Newsletters in mail

Send out newsletters or something to show what is going on for the month and how we can volunteer more

A monthly newsletter mailed to residents

Sending out newsletters to every household. Not everyone is on social media.

### Be More Honest/Transparent

Be completely transparent

Be more open

Be more transparent in business dealings. I want to know how much garbage comes in from other counties, how much revenue is brought in and where it goes.

Be more transparent with plans and ideas

Don't sugarcoat and spew falsity

It's been this way for as long as is known, not everything is explained

Just be honest and transparent

Just be more transparent. People respond better when properly informed.

City of Rochelle Community Survey

## Transparency

### More Timely information

Be more prompt in updating websites, Facebook, etc. Also, provide more detail on the website or direction for getting more information.

Be timely

Getting information out in a timelier manner. The News Leader is behind the times and it is usually "old news" by the time it hits the paper. Social media seems to be a quicker avenue.

Keep website more updated

Make sure the information is out in a timely fashion.

Put out information as early as they can

Share information before doing something instead of after starting

So many things we learn about after the fact

They could update their website or Facebook page more often. During some of those smaller holidays I never know if there is garbage pickup or not and if they post it's too late.

### Emails

Email emergency alerts

Email residents

Emails (3)

Mass emails

Monthly emails

Offer critical email alerts

Weekly emails concerning road work, changes in scheduled trash, brush pickups, downtown events, etc.

### Texts

Automated text messages to residents of Rochelle

I appreciate the texts with alerts as to what's going, like fixing something in certain neighborhoods or streets.

Mass texts but focused (text messages for a city event geared toward a family with elementary kids versus text messages for city events geared towards a young husband/wife)

More text alerts

Text alerts

Texting

### Use Methods Other Than Social Media

A lot of communication is done on Facebook. That doesn't work for a lot of people.

Don't make residents be on Facebook or any social media to hear any/all news.

Don't share news solely on Facebook because not all residents are using it.

Make efforts beyond social media

Reach the people that don't do social media

City of Rochelle Community Survey

### Radio

Radio (2)

Radio works best for me

Sunday morning radio news

WRHL radio

### Newspaper

More from the newspaper

Newspaper

Not sure, but twice weekly newspaper isn't enough in this regard.

The News-Leader

The paper could return to three a week

### Social media

Facebook (2)

Keep having the question and answer page from the city on Facebook

Share across more social media platforms

Social media

### Use Multiple Methods

Getting information out on multiple sites at same time

Keep using multiple media venues

Stay with multiple sources

Using multiple modalities

### Not Aware of Communication Methods

I did not know there was a Hello Rochelle app! Send it out with the bills or send out letters.

I didn't even know about the e-newsletter. I'm sign up for it now.

I didn't know what most of those options were - maybe cross post info about where to find into (post a list of sources on all those sources)

I wasn't even aware of the Hello, Rochelle! app. Maybe they need to advertise that just a little. By that I mean, advertise it period.

### Utility Bill Stuffer

Put important dates, leaf pickup, etc., in the utility bill.

Updates included with utility bill

Utility bill stuffer

### Advertising

Advertising

More advertising city events

City of Rochelle Community Survey

### Flyers

Advance flyers under wipers of cars in lots that will be closed and why/when they will be closed.

Flyers

### Electronic Message Board

Build a digital information screen billboard to constantly loop different city information and events.

Electronic message boards in several areas in town that give information on upcoming meetings and events

### Make Sure Information is Correct

As stated before respond to questions on post. Also, wait to share information until you know it is correct. Example would be feral cat program announced today. List a vet to drop cats off at but vet knew nothing about it and doesn't agree.

Making sure correct information is being put out there

### Other

All information in one place

Be more involved and have more public relations

City wide internet

Create a community channel on city provided TV option with internet.

Create one master calendar of events for all groups and organizations in town.

Editorials about the many functions, cost and revenue sources that it takes to run this city. (Factual)

Have quarterly meetings. Encourage people to engage in civic duties. Expand the workplace with different people—not just old families.

I assume I receive all of the information that I'm meant to know through word of mouth and on large signs around town. But I also have no idea of what I'm missing out on.

I don't care what they do, I don't plan on living here forever.

I don't know. I throw everything in the trash.

I have an app that's supposed to let me know of upcoming events especially for the weekends, but there's usually nothing interesting coming up. Diversify the entertainment that is offered and try to reach more residents

I think it would be very important for everyone since they are our taxes, and we have the right to know what they are invested in.

Interviews

It seems unless you know someone that it is very difficult to get information about what is going on in Rochelle.

It's nice they do Facebook live for council meetings. However, you can't hear what's going on.

Kind people who love Spanish

Make it easier for people to update addresses. Instead of us giving you the address on Facebook posts, let there be an option for us to type it in and say that it is confirmed.

City of Rochelle Community Survey

Make it more available

Make your app work.

Monitor and make adjustments according to the cost of living

More community outreach

Most of the time, when I have a question, I have no idea where to look. Like if garbage pickup is a holiday - or if there are dates for events.

Not sure because there are so many different sources that it would be a full time job for someone to keep them all totally up to date 24-7.

Not too much considering there is too numerous forms of communication now a days

Put signs outside. Have website promoted more.

Putting up bigger posters around town. Posters that people can read clearly. Not sure.

Recorded phone message about any relevant, significant event

Rockford TV

Share information more often

Share the new and improved, not glamorize the has been, and outdated issues.

Since we do not watch much TV, we often miss boil alerts from flushing fire hydrants and changing wells. This causes our water filters to plug up immediately. Very costly.

Start with telling us who bought the Nippon building

Talk to people as people

The city manager should not be allowed to be on Facebook. He is rude and aggressive towards members of the city.

Though we have access to computer/internet in our home, not everyone does - nor do they want it - so we need to be sure that information is disseminated in a way that includes everyone.

Use the Rochelle app more often.

We will be told when something happens than never hear end result