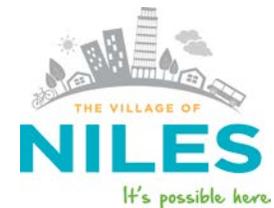


2019 NILES CITIZEN SURVEY

QUESTIONS FREQUENTLY ASKED BY RESIDENTS



- **What is the National Citizen Survey?**

The National Citizen Survey is the premier citizen survey service from the International City/County Management Association (ICMA) and National Research Center, Inc. (NRC).

The Village of Niles contracted with National Research Center, Inc. to participate in The NCS™, an instrument that was developed in partnership with the International City/County Management Association (ICMA) in 2001 to provide cities with a low-cost, high-quality method to conduct market research.

The National Citizen Survey™ (The NCS™) was among the first scientific surveys developed to gather resident opinion on a range of community issues, and has been used in more than 350 jurisdictions across 46 states. The NCS™ is a high-quality cost-effective scientific survey of resident opinion and an important benchmarking tool that allows for comparison among communities. Communities using The NCS™ have reported that the tool helped improve performance, strengthen communications with community stakeholders, and identify clear priorities for use in goal and budget setting.

- **What are the survey questions asking?**

The survey questions are intended to measure eight aspects of community livability: community engagement, education and enrichment, recreation and wellness, economy, built environment, natural environment, safety and mobility. Several questions also seek respondent's opinions on future priorities for the Village. The survey also includes a series of demographic questions.

- **How long is the survey?**

The survey is approximately 5 pages in length.

- **Were all Niles residents invited to take the survey?**

Only 1,700 households in the Village will be randomly chosen by NRC to participate in the survey. After July 24th, there will be a public web link for any Niles resident to take the survey. That link will be displayed here: <https://www.vniles.com/1167/Citizen-Survey>

- **If my household was selected for the survey, when will I receive the survey?**

Selected households will receive a pre-notification postcard by mail sometime between June 19th and July 3rd. The following week, the survey, along with a postage-paid return envelope, will arrive by mail at their home.

- Are my responses to the survey anonymous?

Yes.

- Are the results of the survey truly reflective of the community?

The final step in ensuring that the results are reflective of the entire community is to weight the data. 1,700 household are selected to participate in the survey. The demographic characteristics of the survey sample will be compared to those found in the 2010 Census and American Community Survey estimates for adults in the Village of Niles. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community.

- If my household was not selected as a survey participant, are there other opportunities to voice my opinion?

An opt-in web survey will be conducted in addition to the scientific, random-sampled survey. Results from the web survey will be reported separately. Those wishing to complete the web survey may do so through the Village website around July 24th. The link will be available here: <https://www.vniles.com/1167/Citizen-Survey>

- Are there translation services available?

Residents may contact Niles Family Services for assistance in translating the survey (847-588-8460).

- How did you get my address?

Your address was sampled at random from a list of all addresses from the post office. This is a standard service offered by the post office. It is not a Village government file and no household member is named in the file.

- I received your survey, and while I own the property that it was sent to, I don't live there. What should I do?

The resident of the property should complete the survey.

- What is the purpose of requesting the person who most recently had a birthday complete the survey?

We have randomly selected households within our jurisdiction to receive the survey. We would also like to choose in an unbiased way a person within each household to complete the survey. This way we ensure the results are representative of our community as a whole. While it may seem a bit strange, using the "birthday method" is a simple way to select an adult from within each household without permitting bias in our results.

- I am the person in my household who most recently had a birthday, but I am not very informed about the issues covered in the survey. Can I give the survey to someone else in my household who is more informed?

We would prefer that you complete the survey. The “birthday method” described in the letter creates the most representative sample of our jurisdiction. You’ll be surprised at how much you can contribute.

- **I doubt that you are interested in my opinion, since I rarely leave my [nursing] home. Should I really complete the survey?**

Yes, the government is here to serve all residents, and it is important to us that we get feedback from a complete cross-section of our residents.

- **If I filled out the survey when I first received it, should I fill it out again now that I have received a second copy?**

No, please don’t fill it out again. Because responses are anonymous, we don’t know who already completed a survey. Since we only want one response from each person, those who already sent in a survey should not return another one. The second copy is distributed as a reminder to all people selected to be sent a survey. Thank you for completing the first survey.

- **I was not sent a survey, but I would be happy to complete one, and I think you should be interested in my opinion.**

The sample was designed to be as representative as possible of the population of our Village, so by sending copies of the survey to people who request a copy, we would skew the sample and make the results less meaningful.

- **What will be done with the results?**

The survey is designed to provide information about how the Village government is serving residents, to gauge perceptions of the Village, and to make comparisons with peer cities. The survey centers on community livability and includes questions about the quality of life in the community, local policies, demographics, rating of local government services and resident use of services. The Village plans to conduct ongoing surveys every two or three years in order to track trends, gauge citizen perceptions, and solicit feedback. The Mayor and Village Board and staff utilize the results of the survey to help with future visioning and goal setting.

- **Why is “Hispanic” separate from “Race”?**

We want to compare the demographic profile of those responding to the demographic profile of the municipality as presented by the Census. In order to be able to do this we asked our race and ethnicity question the same way the Census does. The census designates Hispanic as an ethnicity, not a race.

Please call 847-588-8010 with any questions regarding the Village of Niles’ National Citizen Survey.