

Village of Sugar Grove Communications Survey Results

August 6, 2020



On July 16, the Village of Sugar Grove surveyed 2,105 resident utility customers via email seeking input regarding communications preferences. The survey sought feedback on current communication methods such as the Village website and Facebook page along with new resources such as emergency text messaging as discussed at the July 7, 2020 Village Board meeting.

The survey closed after nine days with 743 total responses for a 35.3% response rate.

Survey Summary

A summary of the results is attached. A summary of additional comments is provided below.

1. How do you currently find information about Village of Sugar Grove services? (Check all that apply)

In response to this question, 50% of respondents indicated that they currently find Village information on the website, while approximately 35% of respondents indicated they get information from Facebook and the quarterly utility bill newsletter. Only 7.5% of respondents indicated they find information on the SG Community electronic message board at Il 47 and Cross Street. Fifty-one additional comments were received for other sources of information. These responses included word of mouth, newspapers, Nextdoor, Kane County Connects, HOA, neighbors and water bill notes.

2. What kind of information do you seek or would like to know more about from the Village? (Check all that apply)

Over 83% of respondents indicated that they would like or seek information on road construction projects while 74% indicated refuse collection and 55% utility billing. One hundred and thirty-six additional comments were received for other types of information. These responses included police bulletins, community events, new business information/development, emergency alerts, and Board agendas and minutes.

3. Which of the following would you use to get news from the Village if they were available (Check all that apply)

Over 80% of respondents (576) indicated that they would use an emergency text message alert program if available while almost 70% (498) indicated they would utilize emergency email alerts.

4. How often would you like to receive Village news and information?

Over 55% of respondents indicated they would like information as it happens while 33% indicated weekly.

5. What are the most effective ways we can communicate to you? (Rank in order of (1) most effective to (10) least effective)

Emergency text and email alerts topped the list of most effective communication methods followed closely by e-newsletters. The lowest ranked methods were Twitter, the electronic sign and the SG Community Newsletter.

6. If you are not currently on the Village's e-newsletter list and would like to receive news and information from the Village, please provide your email address below.

Over 400 respondents indicated they would like to be added to the e-newsletter mailing list and provided their contact information.

7. If the Village were to implement an emergency text/email/phone alert program, would you sign-up?

Ninety-four percent (691) of respondents answered "Yes.". Of those, 658 included contact information including a name, phone number and/or email address and indicated if they would prefer an email, text or phone call alert; most chose text and email.

Next Steps

The Village of Sugar Grove endeavors to provide information in a convenient and timely manner to better facilitate the decision making process that helps shape our community. To improve resident access to important information, staff will use the results of this survey to develop more efficient and effective Village communication processes. Staff will report on these new processes as they are crafted over the following weeks.

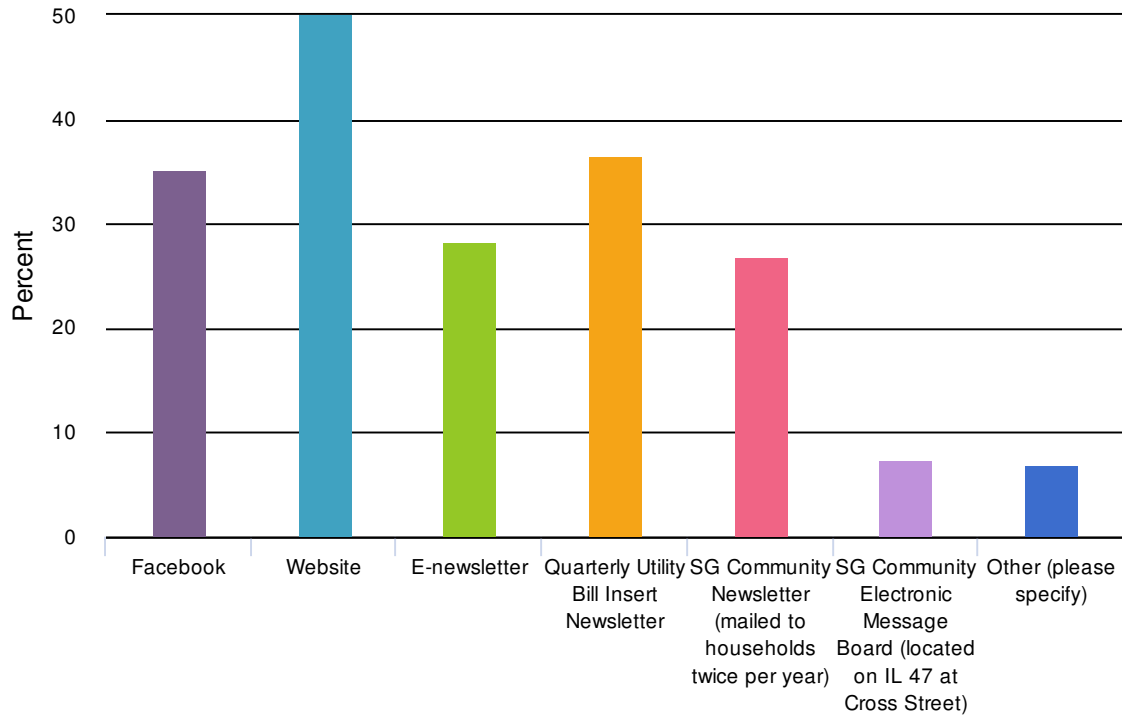
Summary Report for Communications Survey 2020

Response Counts

Completion Rate:	100%		
Complete			743

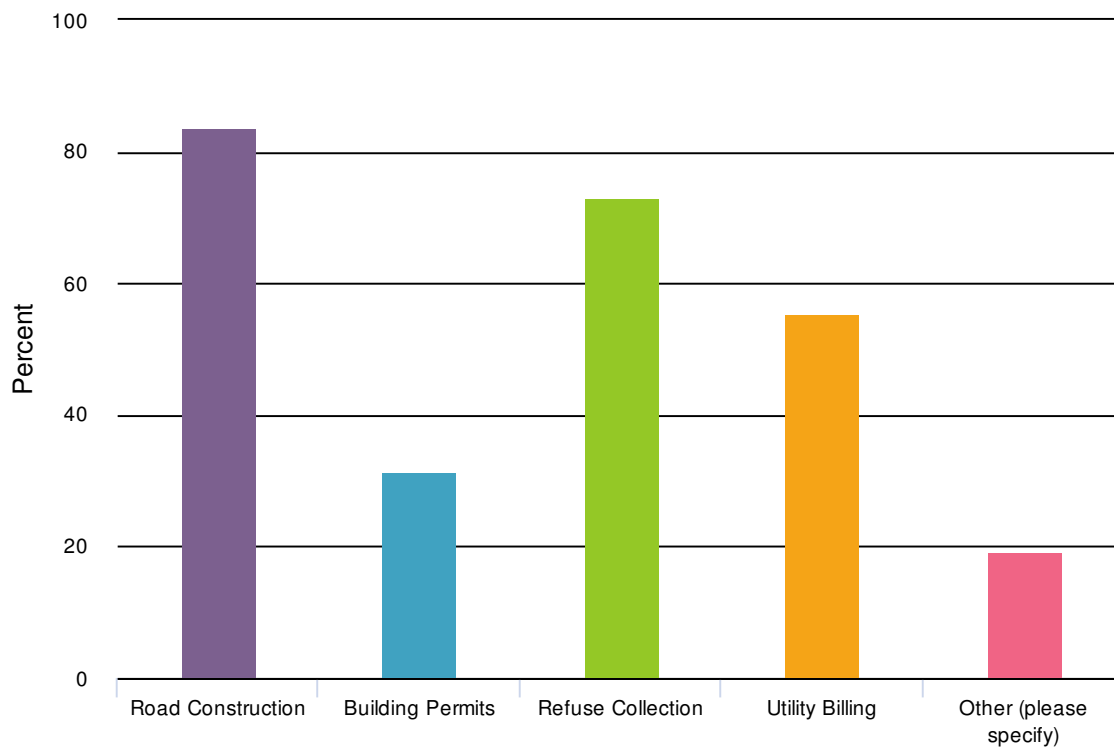
Totals: 743






1. How do you currently find information about Village of Sugar Grove services?
(Check all that apply)



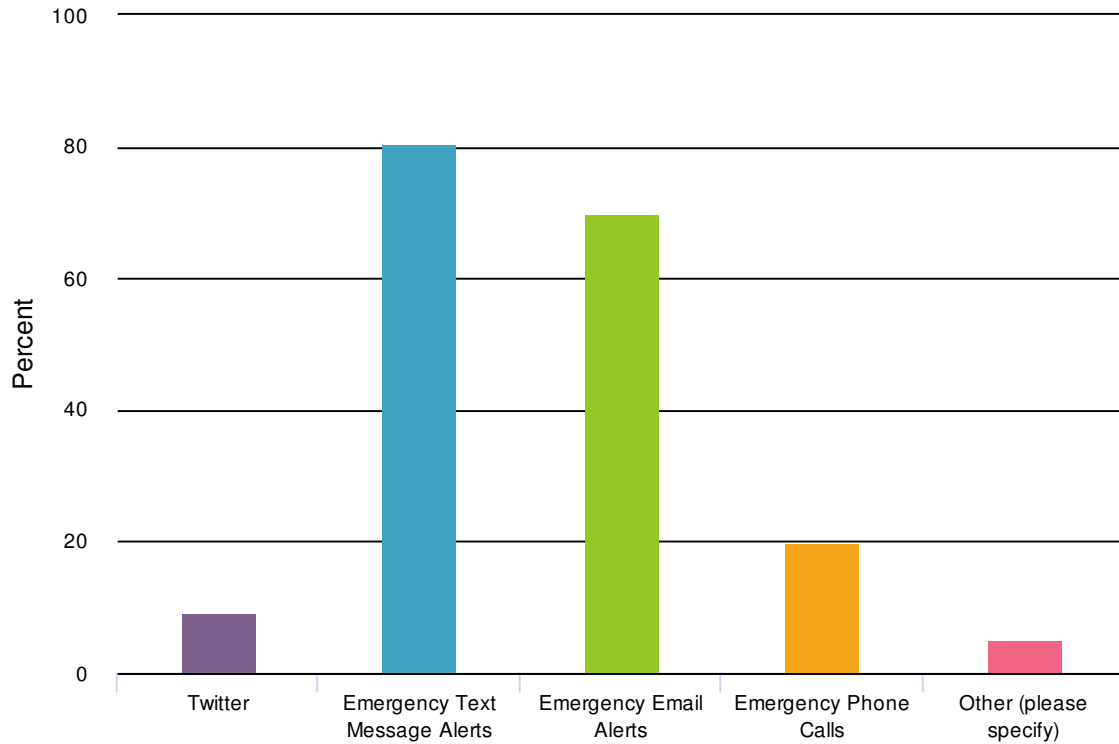
Value	Percent	Responses
Facebook	35.2%	260
Website	50.0%	369
E-newsletter	28.3%	209
Quarterly Utility Bill Insert Newsletter	36.6%	270
SG Community Newsletter (mailed to households twice per year)	26.8%	198
SG Community Electronic Message Board (located on IL 47 at Cross Street)	7.5%	55
Other (please specify)	6.9%	51

2. What kind of information do you seek or would like to know more about from the Village? (Check all that apply)



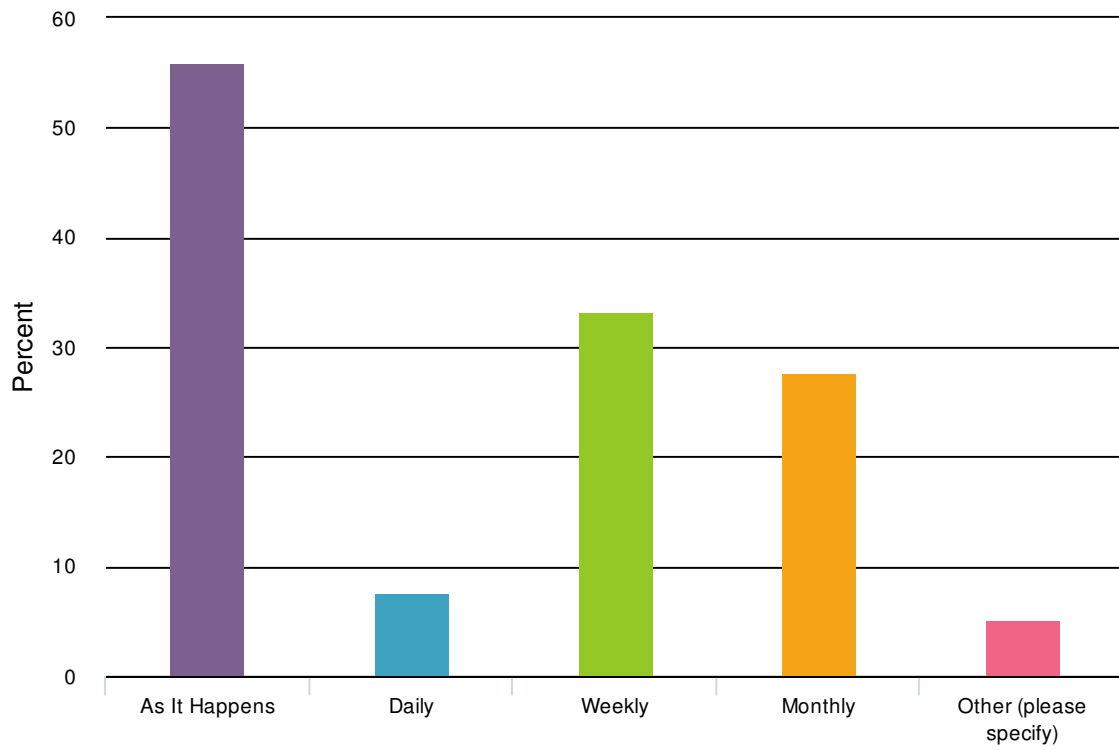
Value		Percent	Responses
Road Construction		83.7%	602
Building Permits		31.4%	226
Refuse Collection		73.2%	526
Utility Billing		55.2%	397
Other (please specify)		19.3%	139






3. Which of the following would you use to get news from the Village if they were available? (Check all that apply)



Value	Percent	Responses
Twitter	9.1%	65
Emergency Text Message Alerts	80.6%	576
Emergency Email Alerts	69.7%	498
Emergency Phone Calls	19.9%	142
Other (please specify)	4.9%	35

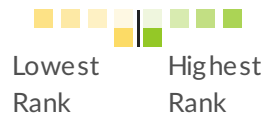
4. How often would you like to receive Village news and information?



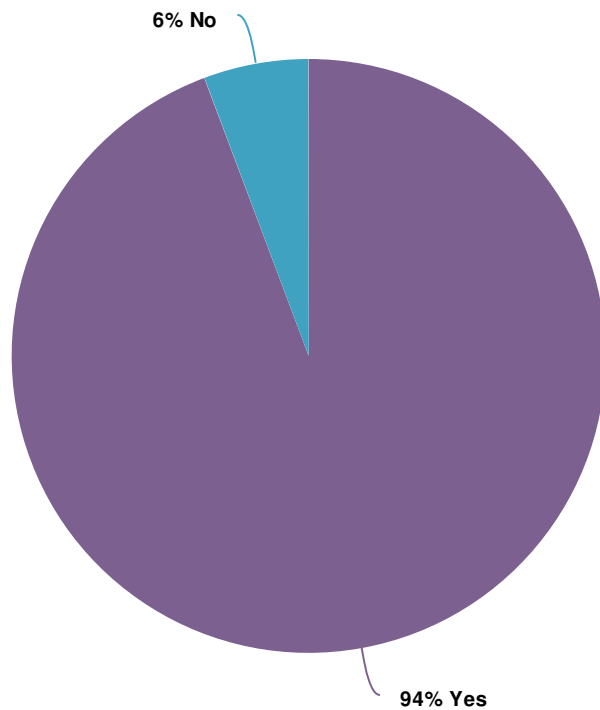
Value		Percent	Responses
As It Happens		55.9%	409
Daily		7.7%	56
Weekly		33.2%	243
Monthly		27.7%	203
Other (please specify)		5.1%	37


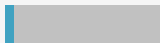
5. What are the most effective ways we can communicate to you? (Rank in order of (1) most effective to (10) least effective)

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Emergency text message alerts	1		4,895	615
Emergency email alerts	2		4,331	594
E-newsletters	3		4,031	574
Website	4		3,393	556
Facebook	5		3,198	560
Quarterly Utility Bill Insert Newsletters	6		3,054	551
Emergency phone calls	7		3,014	554
SG Community Newsletter (mailed to households twice per year)	8		2,586	535
SG Community Electronic Sign (located on IL 47 at Cross Street)	9		2,076	514
Twitter	10		1,651	514



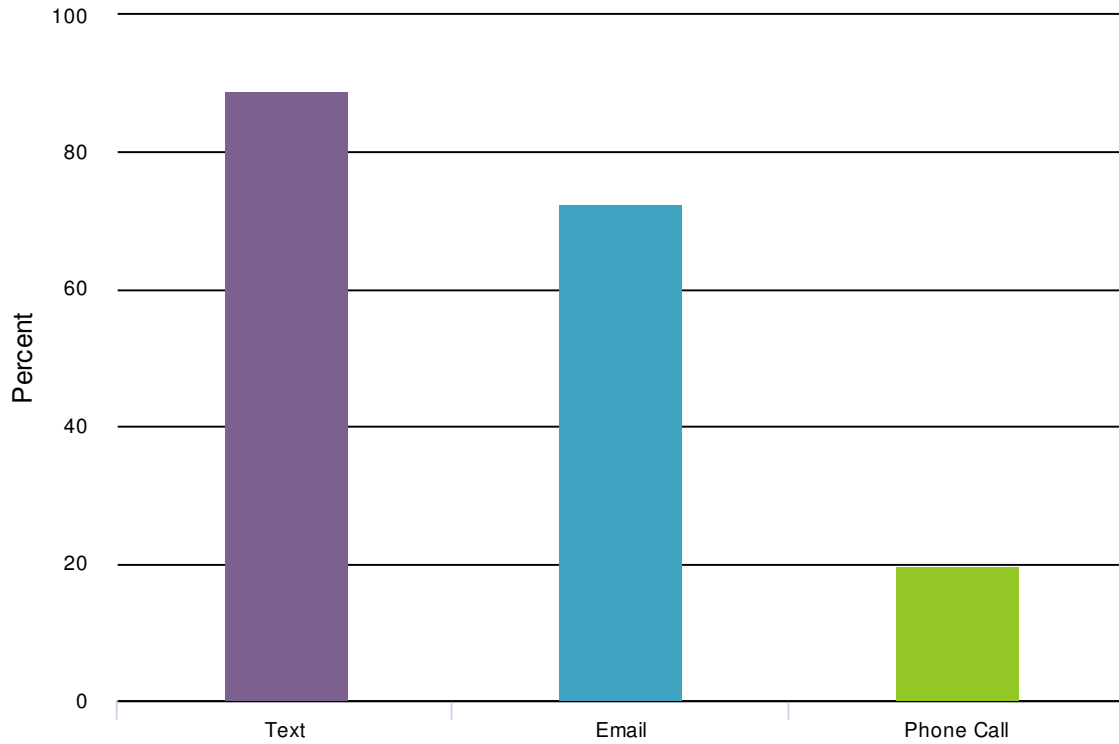
7. If the Village were to implement an emergency text/email/phone alert program, would you sign-up?






Value		Percent	Responses
Yes		94.3%	691
No		5.7%	42

Totals: 733

10. If you said yes to question 7, which for service would you enroll? (Check all that apply)



Value		Percent	Responses
Text		88.9%	615
Email		72.4%	501
Phone Call		19.7%	136