

Village of Wind Point Resident Survey 2008

OVERVIEW

The Point of Light Resident Survey was administered as a mail survey to all 768 households within the Village of Wind Point by Gateway Technical College's Workforce and Economic Development Division (WEDD). Survey respondents answered questions regarding the Village newsletter; quality of life factors, specifically in regard to issues of safety, municipal service delivery, lake access, neighborhood quality, and recreational opportunities; Village amenities; and opportunities for smart growth consistent with the Racine County Multi-Jurisdictional Comprehensive Plan. Respondents were also given the opportunity to offer open-ended comments throughout the survey.

Mailing and data collection for the project was conducted from April 1, 2008 to May 31, 2008. Confidentiality was extended to all survey respondents through an anonymous return process. There was a 55% response rate for Village of Wind Point households, a total of 419 completed survey responses.

Survey completion and response rate for this project was framed around requirements for a statistically significant sample with a +.05 degree of accuracy and a 95% confidence level (McCall, Chester. 1980). A sample of 259 was needed from a population size of 800 in order to comfortably draw generalizations for the Village as a whole from those who responded to the survey.

GOALS

The goals of the project were to gather data on (1) influential factors in choosing the Village of Wind Point as a place to live; (2) current usage of Village amenities; and (3) level of support for opportunities for growth and expansion in the Village. The project findings will help the Village of Wind Point Board develop a common vision and to identify strategic action priorities. The project findings also provide valuable information for the Village in developing an image of what the community would like to be in the future.

STUDY DESIGN AND MANAGEMENT

The Point of Light Resident Survey was administered as a mail survey to all 768 households within the Village of Wind Point. Standards of quality survey research were employed in conducting this project. The administrative coordination of the project, survey design, data collection, and writing the report were provided by the WEDD Director of Business Development, Dr. Therese Fellner. Jodie Carstens was responsible for the conversion of raw data into a Microsoft EXCEL system file for reporting.

¹McCall, Chester (1980). Sampling and Statistics Handbook for Research in Education: A Technical Reference for Members of the Research Staff of the National Education Association and Its State and local Affiliated Associations. DC.

QUESTIONNAIRE DESIGN

Content for the survey questionnaire was derived from a number of sources, namely the Racine County Multi-Jurisdictional Comprehensive Plan: Countywide Public Opinion Survey of Racine County Residents; Wind Point Strategic Planning Workshop Report; and the *Points of Light* Village newsletter.

All survey questions were reviewed by the Village of Wind Point Operational Efficiency Committee. Respondents answered questions regarding the (1) Village newsletter; (2) quality of life factors, specifically in regard to issues of safety, municipal service delivery, lake access, neighborhood quality, and recreational opportunities; (3) Village amenities; and (4) opportunities for smart growth.

DATA COLLECTION PROCEDURES

The procedures used for this mail survey were based on Mail and Telephone Surveys, by Don A. Dillman.² Mailing and data collection for the project was conducted from April 1, 2008 to May 31, 2008. Confidentiality was extended to all survey respondents through an anonymous return process. There was a 55% response rate for Village of Wind Point households, a total of 419 completed survey responses.

Mailing procedures

The mailing was sent to each of the 768 Village of Wind Point households on April 1, 2008 and included the following: (1) a personalized cover letter from the Village Board President inviting participation in the survey; (2) a survey instrument; and (3) a self-addressed stamped return envelope. Copies of each of the documents are presented in Appendix 1.

Supervision of the Mailing and Survey Returns

The mailings were completed under the supervision of the Village of Wind Point. Returned surveys were tabulated by Gateway Technical College's Workforce and Economic Development Division to track sample status and response rate.

MANAGEMENT OF THE DATA

Editing and coding consisted of checking for response clarity and reviewing open-ended questions in order to create response categories. After coding was completed, the questionnaires were entered into the Microsoft EXCEL system file for reporting.

² Dillman, Don (1978) *Mail and Telephone Surveys. The Total Design Method.* John Wiley & Sons; NY.

COMPLETION STATUS

Surveys were completed and returned by 419 Village of Wind Point households. The overall response rate was 55%. A sample size of 259 households was needed from a population size of 800 in order to comfortably draw generalizations for the Village as a whole from those who responded to the survey.

FINAL SAMPLE STATUS OF THE VILLAGE OF WIND POINT RESIDENT SURVEY PROJECT

<u>Status</u>	<u>Number</u>	<u>Percent</u>
Surveys returned	419	55%
Surveys not returned	349	45%
TOTAL ADMINISTERED	768	100%

LIMITATIONS OF THE STUDY

- (1) The study was restricted to the household population of 768 within the Village of Wind Point as of April 1, 2008.
- (2) The duration of the study was limited to the time period of April 1, 2008 to May 31, 2008.
- (3) The summary of open-ended comments reflects only those survey respondents who chose to contribute additional comments and does not meet the threshold of generalization to the Village community.
- (4) The findings, conclusions, and implications of the study were limited to, and based upon, the reporting of the data obtained from the survey respondents.

READING THE REPORT

The Executive Summary and the Full Report sections contain the summary of findings as prepared by Dr. Fellner. Level of support was reported by collapsing the “4” and “5 – Very Much” rankings into a general agreement category, and the “1 – Not at all” and “2” rankings into a general disagreement category. Open-ended comments and findings are listed at the end of the Full Report, since not all survey respondents (n=419) chose to contribute additional comments. Open-ended comments are recommended to be viewed as supplemental information.

EXECUTIVE SUMMARY

This study provides key findings regarding quality of life factors, Village amenities, and opportunities for growth and expansion within the Village. Please see the full report for more detailed findings including cross-tabulations with demographic data and summaries of open-ended comments.

Survey Results – Village Newsletter and Information Sources

The majority of survey respondents always read the Village Newsletter (89%) and rely on it to learn of initiatives and plans for the future (68%). Additionally, the majority of respondents are satisfied with the content (67%), format (62%), and publication cycle (80%) of the newsletter. However, only a small percentage of survey respondents consider themselves very well informed about Village ideas and plans for the future (12%), with the majority considering themselves somewhat well informed (66%).

Survey Results – Influential Factors in Choosing to Live in the Village

Quality of the neighborhoods (90%) and the low crime rate (84%) were the highest ranked features according to *level of importance* for residents choosing to live in the Village. Features such as housing choices (81%), small town character (75%), and level of property taxes (73%) were in the upper tier of important features as well.

Survey Results – Satisfaction with Quality of Life Features

In each of the respective quality of life areas, Village residents were most satisfied with:

- **Safety:** Feeling of personal safety (88%) and street lighting on main roads (71%);
- **Municipal Services:** Refuse collection (87%), recycling (86%), and branch pick-up (80%);
- **Lake Access:** Shoop Park (74%) and the Lighthouse (87%);
- **Quality of Neighborhoods:** Yard and home maintenance (90%), sense of community (72%), and property values (83%); and
- **Recreational Opportunities:** Lighthouse access (77%); lighthouse grounds (80%).

Survey Results – Current Usage of Village Amenities

The paths and walkways (61%) are the most widely used amenities by Village residents who responded to the survey, followed by the lighthouse (37%) and the beaches and lakefront (32%). The Village Green amenities (3%-15%) and the Shoop Park jetties (8%) are only used by a small percentage of Village residents.

Survey Results – Support for Expansion and Growth in the Village

The most widely supported areas for expansion and growth in the Village are walking paths (70%), walking paths on Lighthouse Drive (66%), bike paths (63%), and bike paths on Lighthouse Drive (61%). Support is lowest for curbs and gutters (18%).

Open-Ended Comments - Issues Facing the Village of Wind Point Community

Keeping property taxes low (22%) was the most commonly cited issue that Village residents believed were facing the Community.