

**MINUTES OF A COMMITTEE OF THE WHOLE MEETING  
OSWEGO VILLAGE PRESIDENT AND BOARD OF TRUSTEES  
OSWEGO VILLAGE HALL  
100 PARKERS MILL, OSWEGO, ILLINOIS  
January 9, 2024**

**CALL TO ORDER**

President Ryan Kauffman called the meeting to order at 6:04 p.m.

**ROLL CALL**

Board Members Physically Present: President Ryan Kauffman; Trustees Tom Guist, Karin McCarthy-Lange, Karen Novy, Jennifer Jones Sinnott, and Andrew Torres.

Staff Physically Present: Dan Di Santo, Village Administrator; Jean Bueche, Asst. Village Administrator; Tina Touchette, Village Clerk; Jason Bastin, Police Chief; Jennifer Hughes, Public Works Director; Andrea Lamberg, Finance Director; Joe Renzetti, IT Director; Bridget Bittman, Community Relations Manager- Marketing; Kevin Leighty, Economic Development Director; Madeleine Trinco, Management Analyst; Rachel Riemenschneider, Planner; and Jim Murphy, Village Attorney.

**PUBLIC FORUM**

Public Forum was opened at 6:04 p.m.

James Marter II addressed the Board regarding video gaming; there has been no actual action on video gaming; there has been more discussion on video gaming than any other items; discussion has been ceremonial than actual solution; irrelevant ideas; Tap House in Plainfield closed abruptly; they could have benefited from gaming; talked to Harry Benton about gaming and how Plainfield is losing revenue and lost businesses coming in because of no gaming; decision needs to be made on gaming; it is taking a toll on staff and causing taxpayers money. He will be sending an email to the Village Board.

Parth Patel addressed the Board regarding the video gaming process; he purchased the property at Plainfield and Woolley Road to build a gas station; he will be adding a Dunkin Donuts and Subway; investing \$3-5 million; video gaming would be beneficial; it would not be a gaming café; will be 7,000 sqft; 100,000 gallons in gas; \$1.2 million for Dunkin Donut business; Oswego is best community for him.

There was no one else who requested to speak. The public forum was closed at 6:12 p.m.

**NEW BUSINESS**

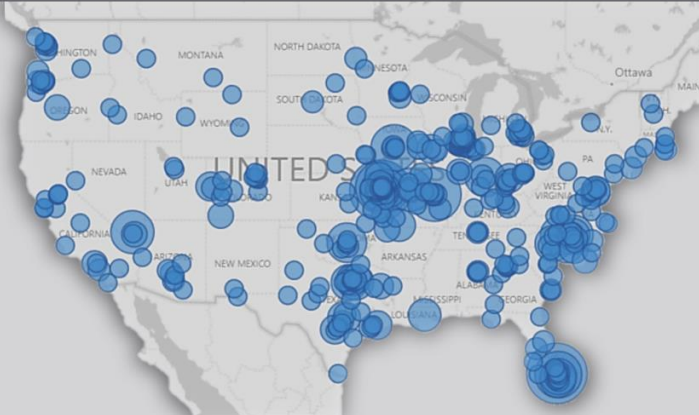
**F.1 2023 Community Survey Results**

Administrator Di Santo addressed the Board regarding the 2023 community survey. This is the first time a survey has been done since 2018; survey was sent to random sample homes. Jason Morado, representative with ETC Institute, attended the meeting via Zoom as his flight was canceled due to the weather in Kansas. This is the third time he's done a survey for the Village of Oswego.

Jason provided the following survey results:

## **ETC Institute** is a National Leader in Market Research for Local Governmental Organizations

*For more than 40 years, our mission has been to help local governments gather and use survey data to enhance organizational performance.*



More Than 2,500,000 Person's Surveyed Since 2014 for More Than 1,000 Communities in 50 States

### **Purpose**

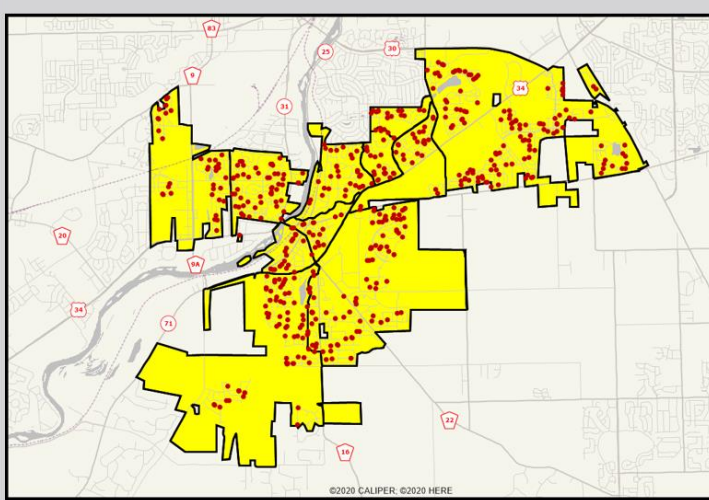
- To objectively assess resident satisfaction with the delivery of major Village services
- To help determine priorities for the community
- To measure trends from the previous surveys
- To compare the Village's performance with other communities regionally and nationally

### **Methodology**

- **Survey Description**
  - Seven-page survey; takes approximately 15-20 minutes to complete
  - 3<sup>rd</sup> Community Survey conducted for the Village of Oswego
- **Method of Administration**
  - By mail and online to randomly selected sample of Village residents
- **Sample Size**
  - 527 completed surveys (goal was 500)
  - Margin of error: +/- 4.2% at the 95% level of confidence

## Location of Survey Respondents

- Good representation throughout the Village
- Demographics of survey respondents reflects the actual population of the Village
  - Age
  - Race/Ethnicity
  - Gender



## What We Learned

- Residents Have a Positive Perception of the Village of Oswego
  - 90% Rated Oswego as an Excellent or Good Place to Raise Children
  - 89% Rated Oswego as an Excellent or Good Place to Live
- Overall, Satisfaction Ratings Are Similar to 2018
  - Most Significant *Increases* in Satisfaction Are Related to Customer Service and Communication
  - Most Significant *Decreases* in Satisfaction Are Related to Traffic and Congestion

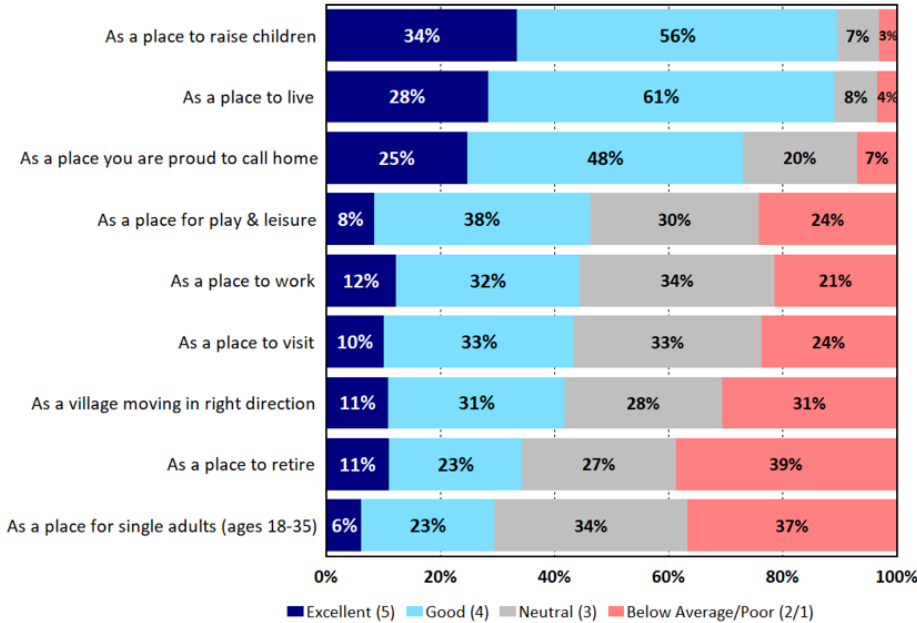
## What We Learned

- Satisfaction with Village Services Is Much Higher in Oswego Than Other Communities
  - Oswego Rates Above the U.S. Average in 54 of 60 Areas
  - Satisfaction with the Overall Quality of Village Services Is 19% Above the U.S. Average
  - Satisfaction with Customer Service from Village Employees Is 34% Above the U.S. Average
- Top Priorities for Village Services
  - Traffic Flow and Congestion
  - Maintenance Village Finances
  - Maintenance of Village Streets

**Topic #1**  
**Residents Have a Positive Perception of Oswego**

**Q1. Overall Ratings of the Village**

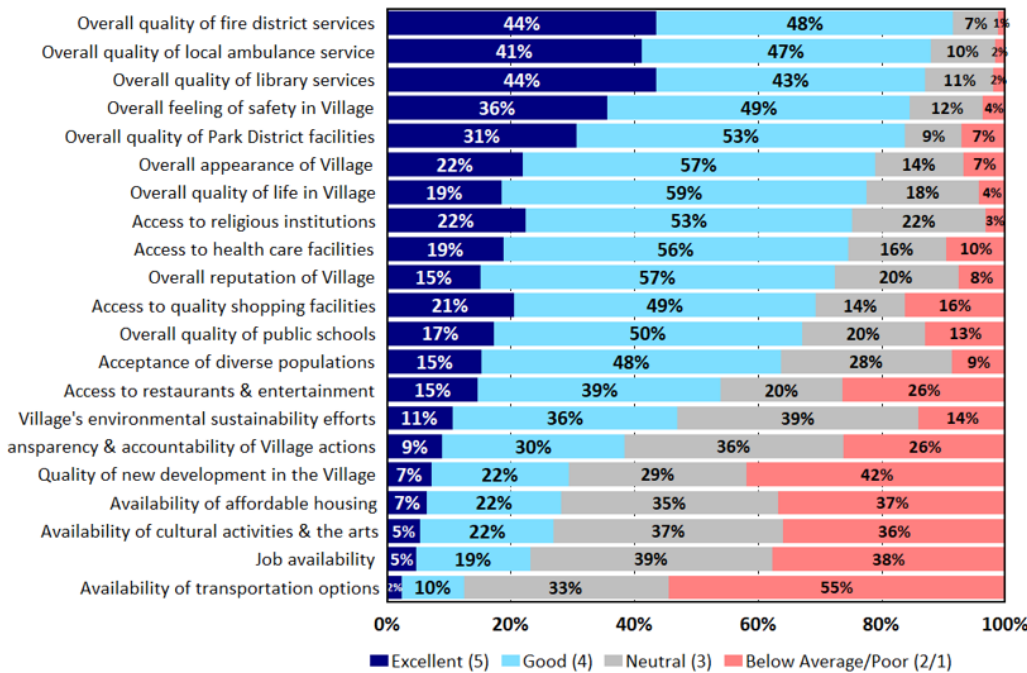
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



**Most Residents Rated Oswego as an Excellent or Good Place to Live and Raise Children**

**Q2. Ratings of Items That Influence Perceptions of the Village**

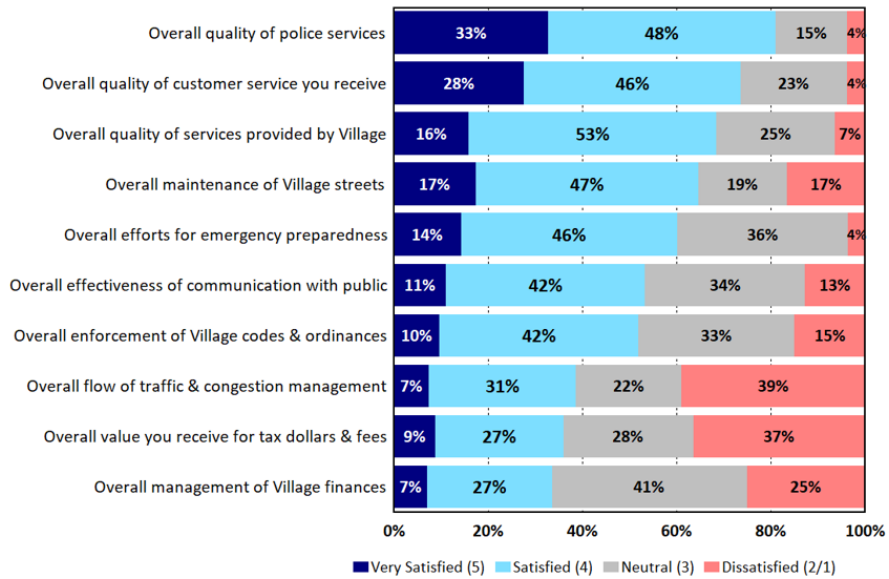
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



**Most Areas Received High Ratings**

### Q3. Satisfaction with Village Services by Major Category

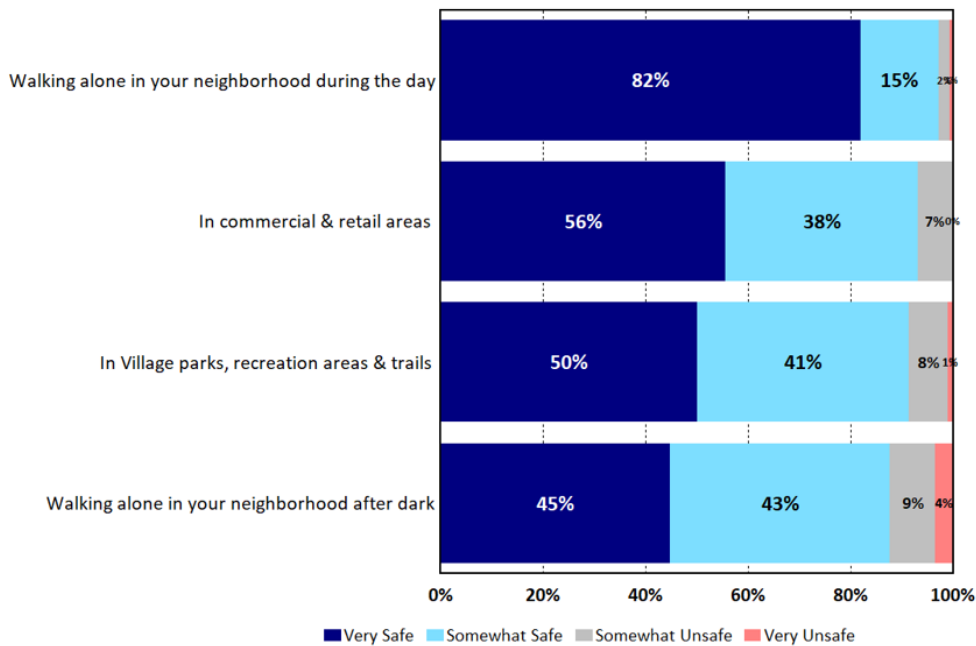
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Nearly a 10-1 Ratio of Residents Satisfied vs. Dissatisfied (68% vs. 7%) with the Overall Quality of Village Services

### Q8. Feeling of Safety in Various Situations

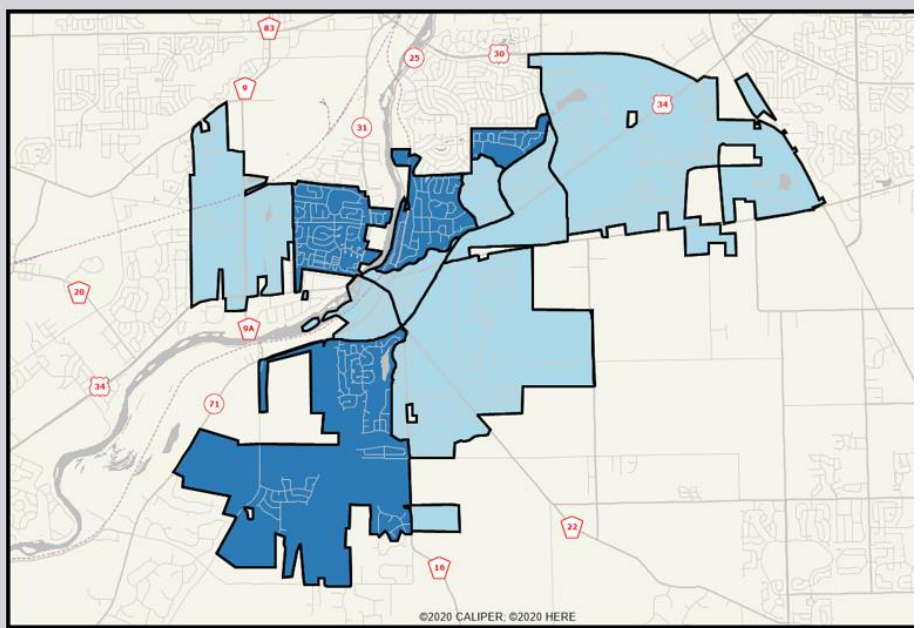
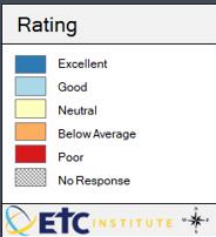
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



Residents Feel Safe in Oswego

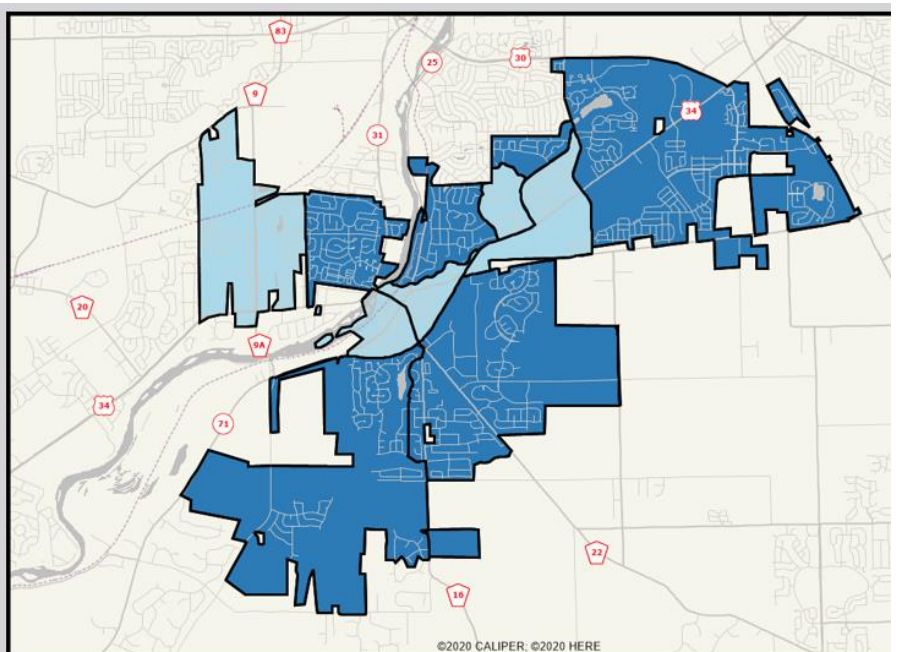
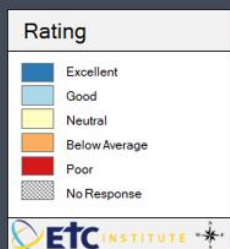
## Oswego as a Place to Live

ALL Areas Are in Blue, Indicating That Residents in All Parts of the Village Are Satisfied with Oswego as a Place to Live



## Oswego as a Place to Raise Children

ALL Areas Are in Blue, Indicating That Residents in All Parts of the Village Are Satisfied with Oswego as a Place to Raise Children



## Topic #2

### Satisfaction with Village Services Is Much Higher in Oswego Than Other Communities

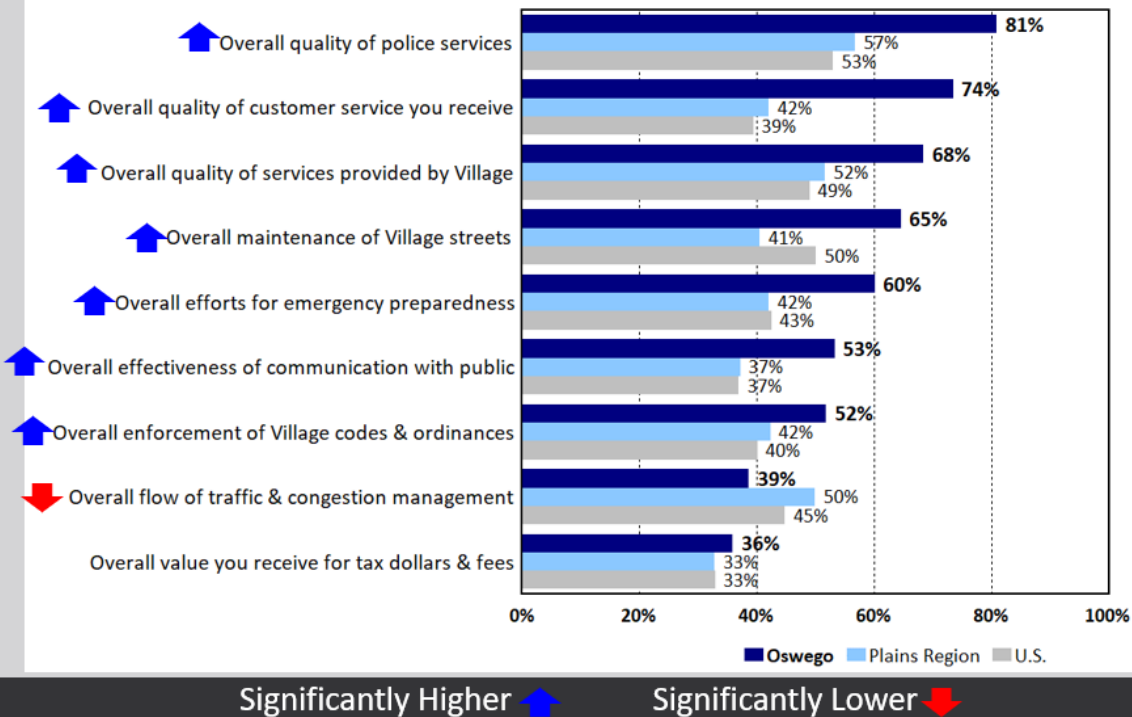
#### Benchmarking Analysis

Oswego Rates Above the U.S. Average in 54 of 60 Areas  
Oswego Rates *Significantly Higher* (5% or more) in 53 Areas

Oswego Rates Above the Regional Average in 54 of 60 Areas  
Oswego Rates *Significantly Higher* (5% or more) in 52 Areas

#### Satisfaction with Village Services Oswego vs. Plains Region vs. the U.S.

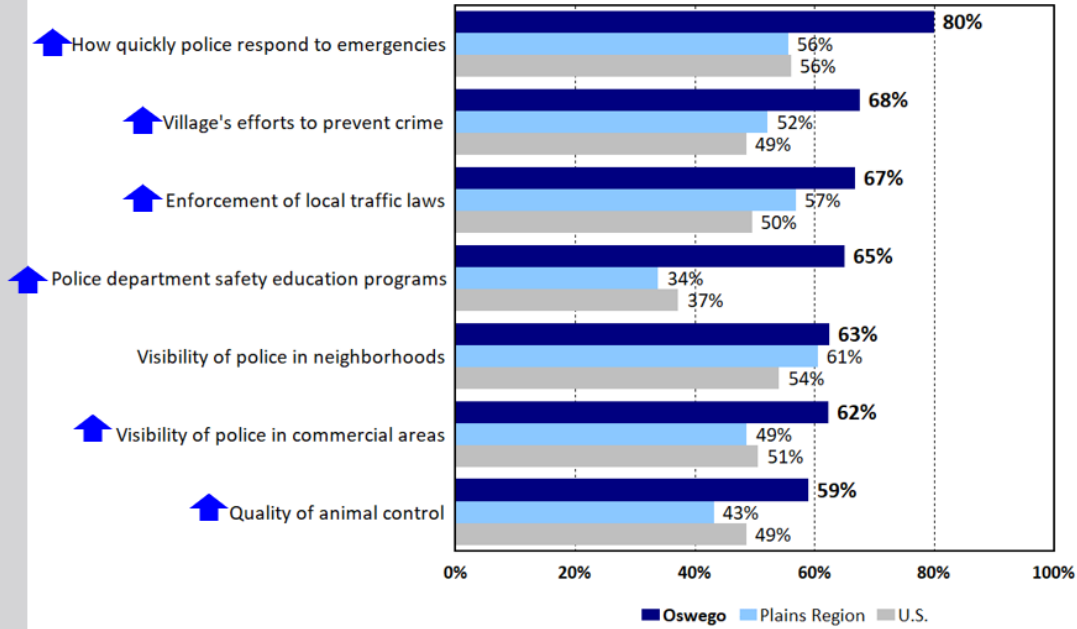
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



- Plains Region consists of: Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, and Wisconsin
  - Illinois is the farthest State east in the Plains Region
  - ETC can provide information on other states, if needed

## Satisfaction with Police Services Oswego vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

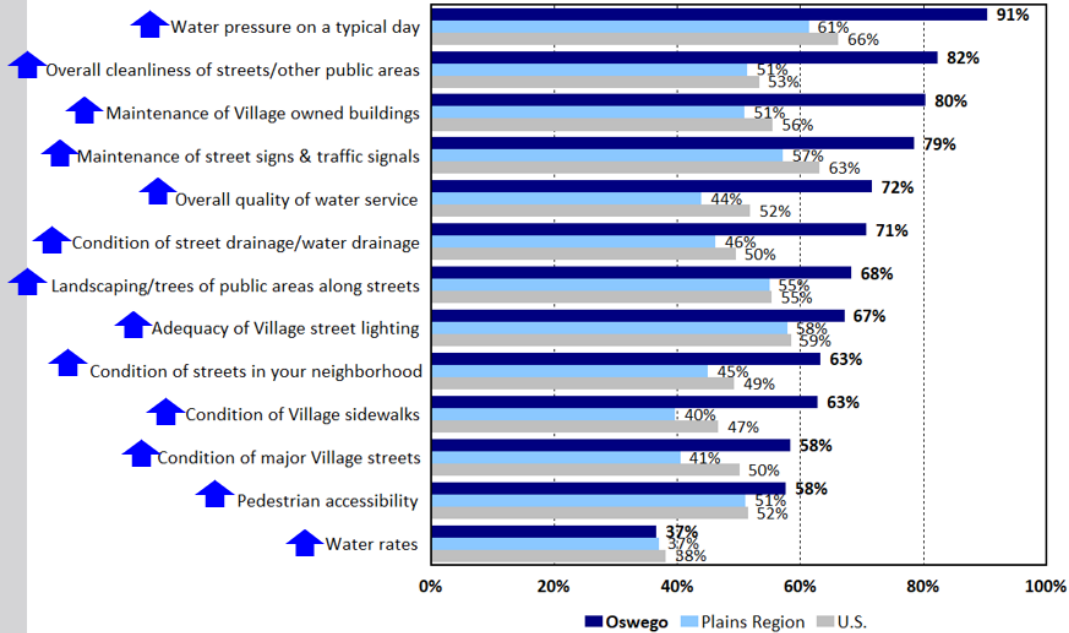


Significantly Higher

Significantly Lower

## Satisfaction with Village Maintenance Oswego vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



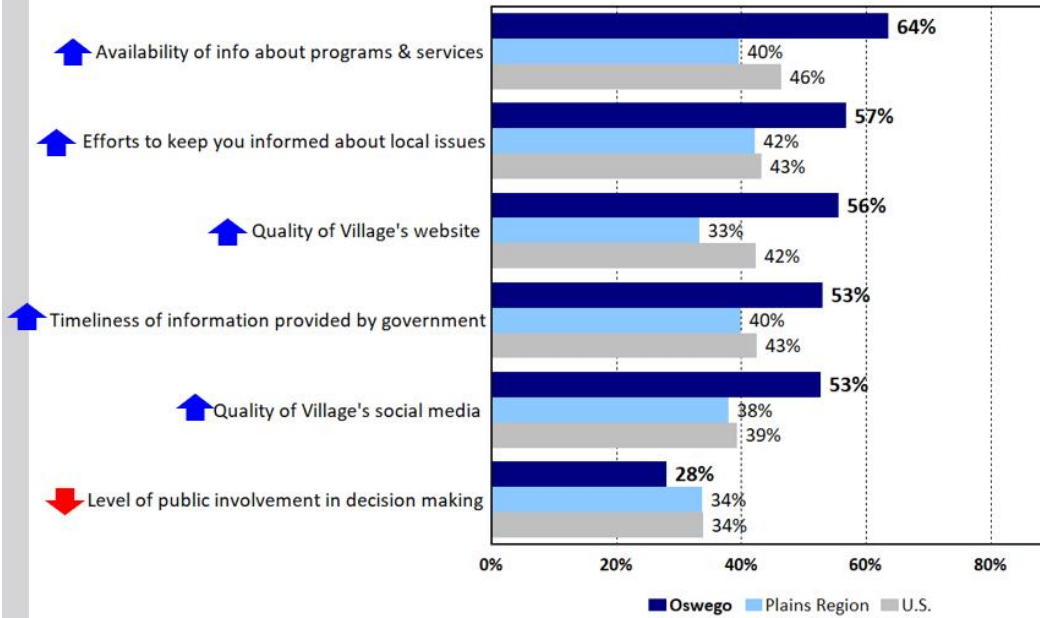
Significantly Higher

Significantly Lower



## Satisfaction with Communications Oswego vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

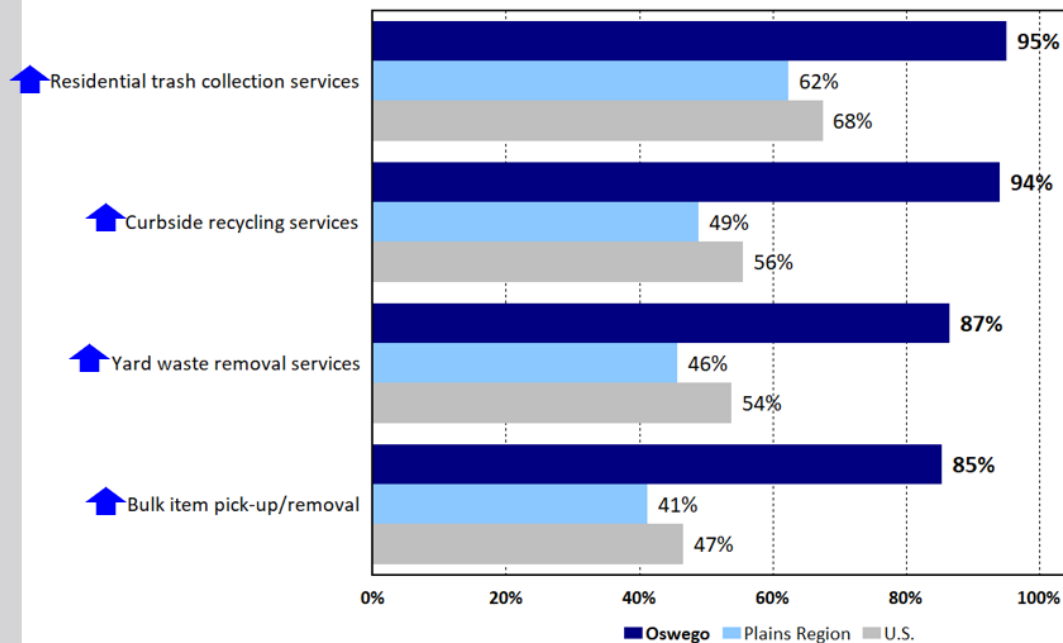


Significantly Higher

Significantly Lower

## Satisfaction with Trash Services Oswego vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

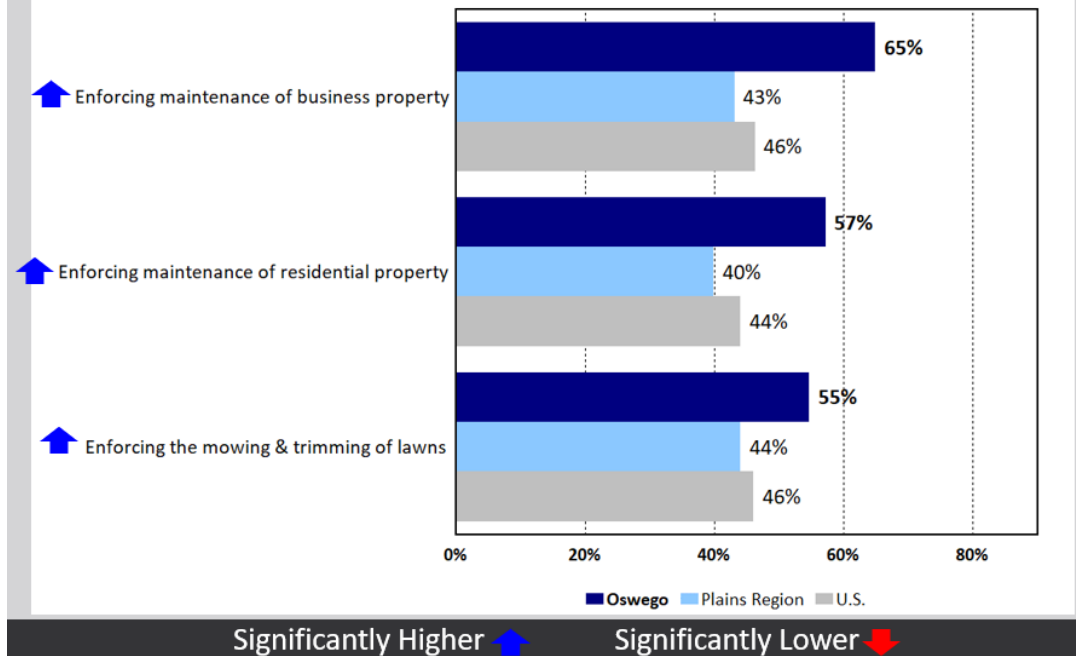


Significantly Higher

Significantly Lower

## Satisfaction with Code Compliance Oswego vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



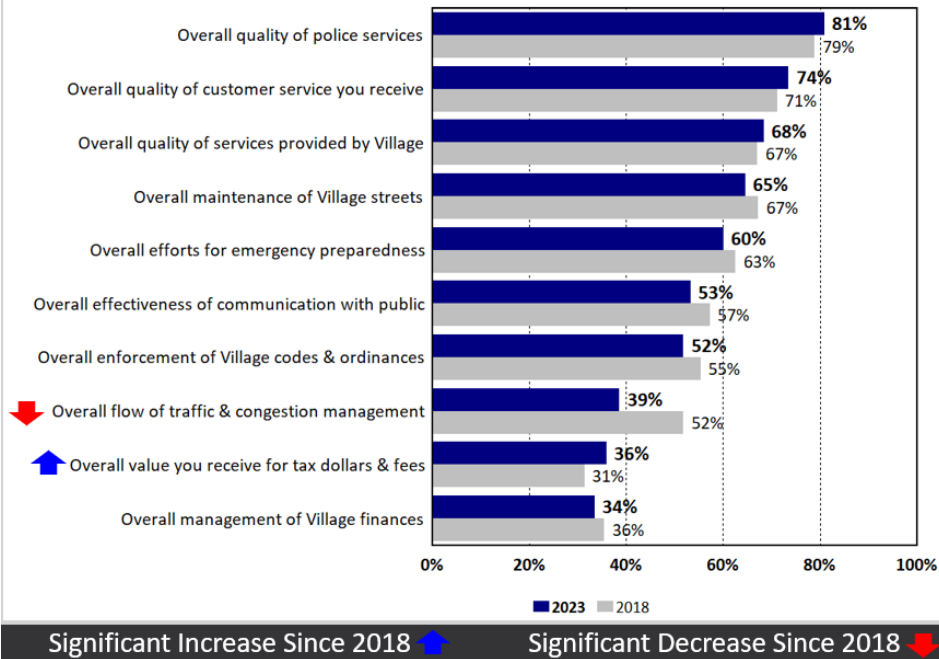
## Topic #3 Trend Analysis

### Trend Analysis

- Notable Increases in Satisfaction Since 2018:
  - My Civic 311 to Report Maintenance Issues
  - How Well Your Issue Was Handled by Village Employees
  - Overall Responsiveness to Resident Requests or Concerns
  - Water Pressure on a Typical Day
  - How Well the Village Communication Meets Resident Needs
- Notable Decreases in Satisfaction Since 2018:
  - Quality of New Development in the Village
  - Availability of Affordable Housing
  - Overall Flow of Traffic and Congestion
  - Traffic Flow on Major Village Streets
  - Availability of Transportation Options

## Satisfaction with Village Services by Major Category

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

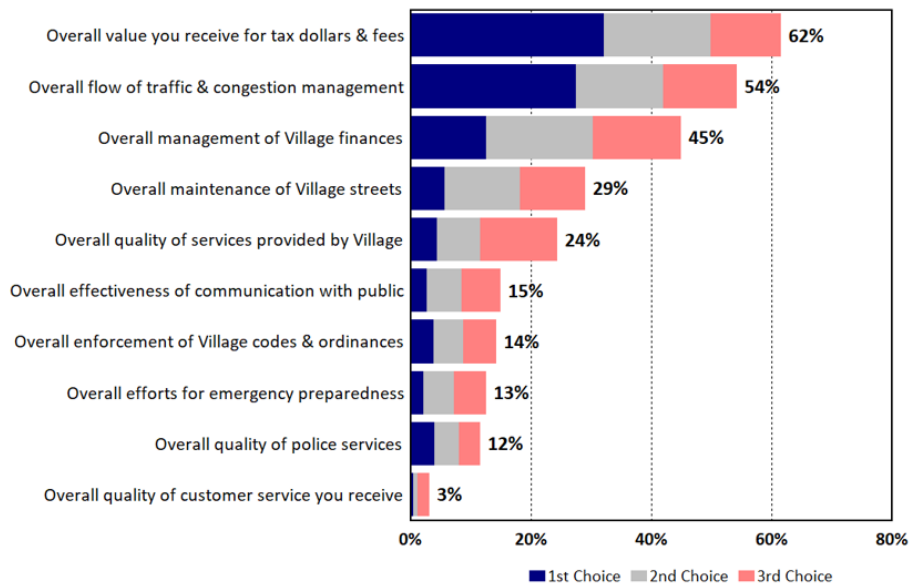


## Major Finding #4

### Top Priorities

### Q4. Village Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



## 2023 Importance-Satisfaction Rating

### Village of Oswego

#### Major Categories of Village Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Overall value you receive for tax dollars & fees	62%	1	36%	9	0.3942	1
Overall flow of traffic & congestion management	54%	2	39%	8	0.3328	2
Overall management of Village finances	45%	3	34%	10	0.2986	3
<b>High Priority (IS .10-.20)</b>						
Overall maintenance of Village streets	29%	4	65%	4	0.1027	4
<b>Medium Priority (IS &lt;.10)</b>						
Overall quality of services provided by Village	24%	5	68%	3	0.0768	5
Overall effectiveness of communication with public	15%	6	53%	6	0.0696	6
Overall enforcement of Village codes & ordinances	14%	7	52%	7	0.0684	7
Overall efforts for emergency preparedness	13%	8	60%	5	0.0499	8
Overall quality of police services	12%	9	81%	1	0.0222	9
Overall quality of customer service you receive	3%	10	74%	2	0.0082	10

#### Overall Priorities

## 2023 Importance-Satisfaction Rating

### Village of Oswego

#### Village Maintenance and Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Traffic flow on major Village streets	41%	1	41%	19	0.2411	1
<b>High Priority (IS .10-.20)</b>						
Water rates	26%	3	37%	20	0.1629	2
Condition of major Village streets	29%	2	58%	17	0.1215	3
<b>Medium Priority (IS &lt;.10)</b>						
Condition of streets in your neighborhood	19%	5	63%	15	0.0690	4
Condition of State roads	21%	4	68%	13	0.0674	5
Pedestrian accessibility	15%	6	58%	18	0.0643	6
Adequacy of Village street lighting	13%	7	67%	14	0.0430	7
Condition of Village sidewalks	11%	9	63%	16	0.0423	8
Snow & ice control program	12%	8	70%	11	0.0361	9
Landscaping/trees of public areas along streets	8%	12	68%	12	0.0254	10
Condition of street drainage/water drainage	8%	11	71%	10	0.0237	11
Overall quality of water service	8%	10	72%	9	0.0232	12
Leaf collection program	7%	13	78%	7	0.0144	13
Maintenance of street signs & traffic signals	5%	15	79%	6	0.0097	14
Overall cleanliness of streets/other public areas	5%	14	82%	3	0.0093	15
Brush removal program	4%	16	80%	5	0.0082	16
Ease of paying water bill	3%	18	74%	8	0.0069	17
Water pressure on a typical day	3%	17	91%	1	0.0028	18
Maintenance of Village owned buildings	1%	20	80%	4	0.0024	19
Overall cleanliness of Village streets	2%	19	86%	2	0.0022	20

#### Maintenance and Public Works Priorities

# 2023 Importance-Satisfaction Rating

## Village of Oswego

### Police Services

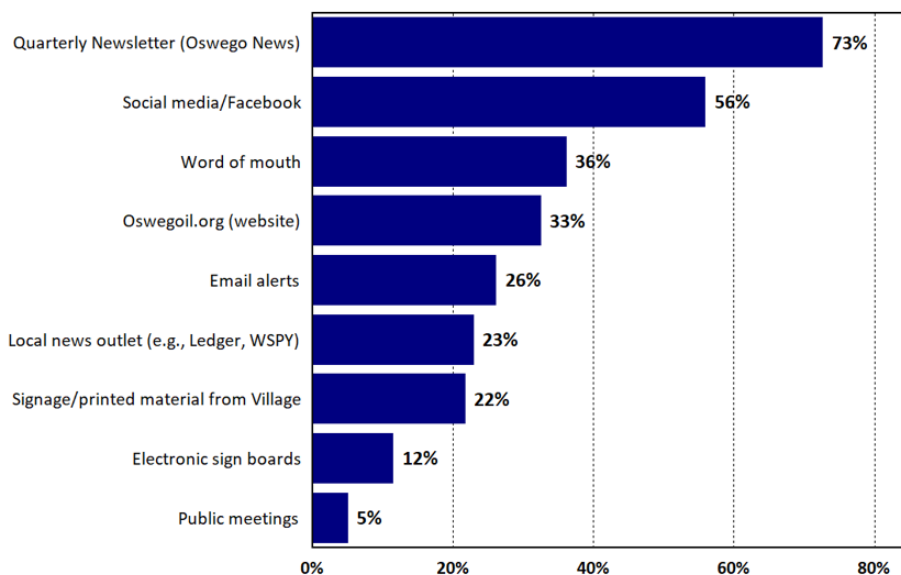
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Visibility of police in neighborhoods	43%	1	63%	9	0.1594	1
Village's efforts to prevent crime	42%	2	68%	6	0.1358	2
Visibility of police in commercial areas	28%	3	62%	10	0.1037	3
<b>Medium Priority (IS &lt;.10)</b>						
Enforcement of local traffic laws	25%	4	67%	7	0.0823	4
Police department safety education programs	9%	9	65%	8	0.0308	5
How quickly police respond to emergencies	15%	5	80%	5	0.0292	6
Quality of animal control	6%	11	59%	11	0.0242	7
Overall attitude & behavior of Police Department	14%	6	82%	4	0.0238	8
Overall competency of police department personnel	11%	7	84%	1	0.0171	9
Overall professionalism of Police Dept.	10%	8	83%	3	0.0171	10
Overall quality of 9-1-1 services	7%	10	83%	2	0.0108	11

### Police Service Priorities

## Other Findings

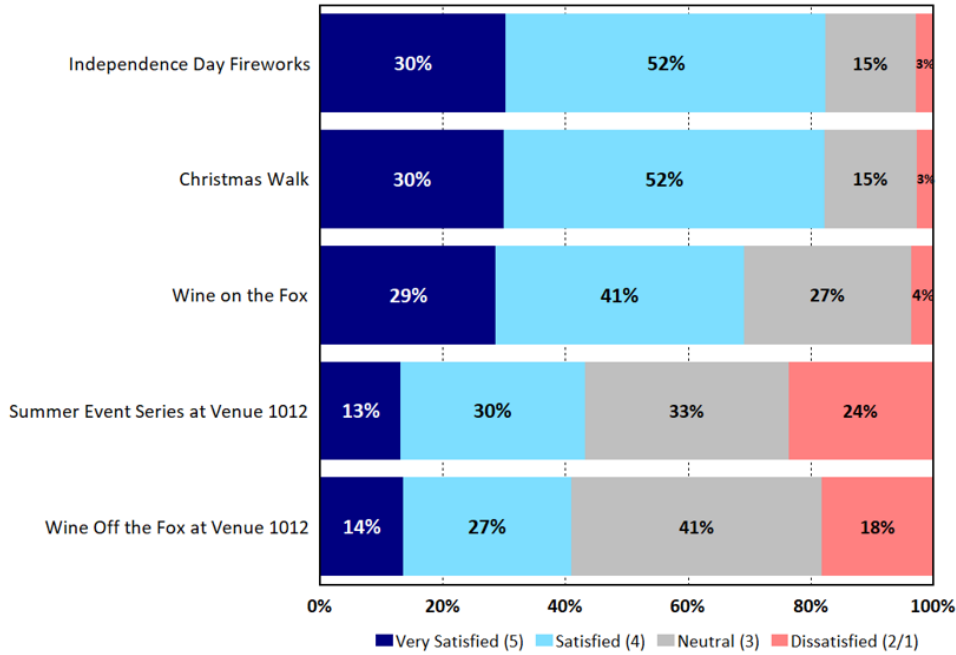
### Q15. What are your primary sources for information about community activities and services?

by percentage of respondents (multiple choices could be made)



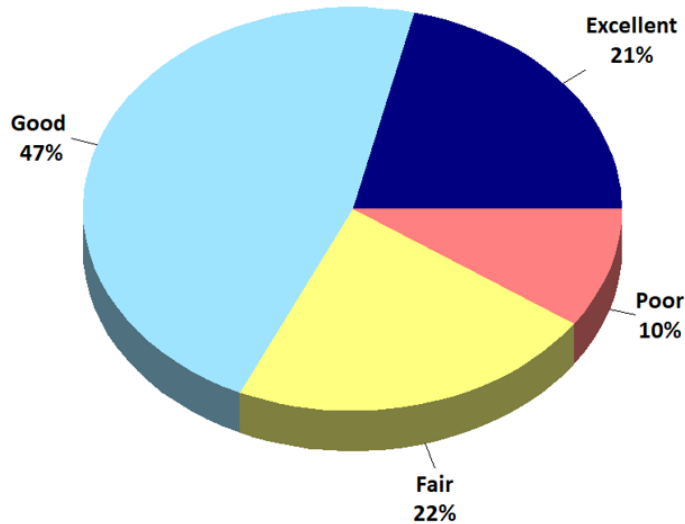
## Q16. Satisfaction with the Following Events

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



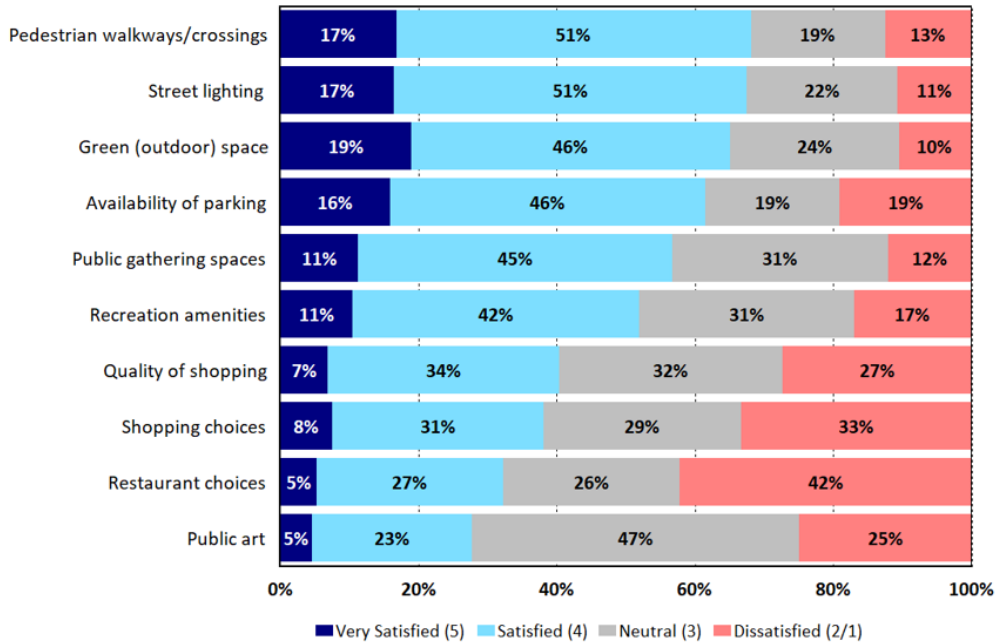
## Q18a. How would you rate your overall experience at Venue 1012?

by percentage of respondents who have visited Venue 1012



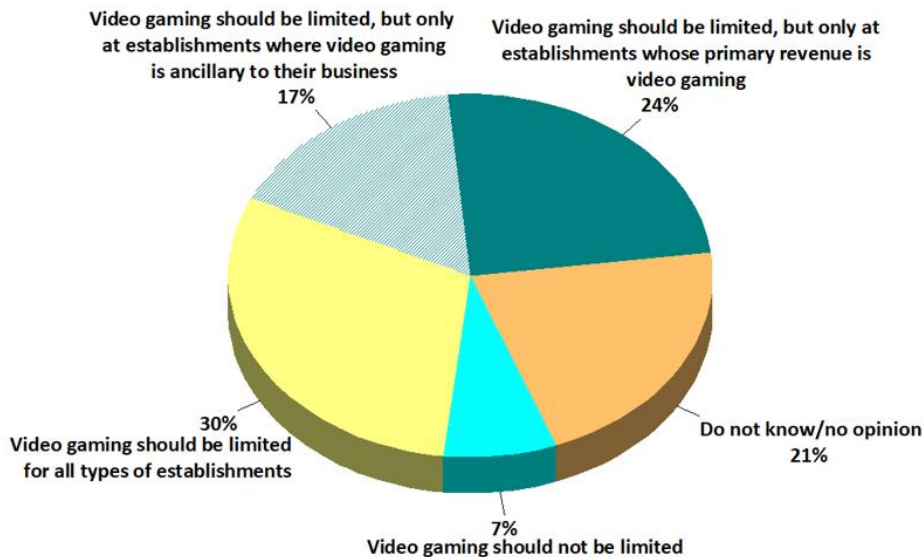
## Q21. Satisfaction with Downtown

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



## Q25. Which of the following statements best describes your opinion about video gaming (video poker/gambling machines)?

by percentage of respondents



## Summary

- **Residents Have a Positive Perception of the Village of Oswego**
  - 90% Rated Oswego as an Excellent or Good Place to Raise Children
  - 89% Rated Oswego as an Excellent or Good Place to Live
- **Overall, Satisfaction Ratings Are Similar to 2018**
  - Most Significant *Increases* in Satisfaction Are Related to Customer Service and Communication
  - Most Significant *Decreases* in Satisfaction Are Related to Traffic and Congestion

## Summary

- **Satisfaction with Village Services Is Much Higher in Oswego Than Other Communities**
  - Oswego Rates Above the U.S. Average in 54 of 60 Areas
  - Satisfaction with the Overall Quality of Village Services Is 19% Above the U.S. Average
  - Satisfaction with Customer Service from Village Employees Is 34% Above the U.S. Average
- **Top Priorities for Village Services**
  - Traffic Flow and Congestion
  - Maintenance Village Finances
  - Maintenance of Village Streets

Board and staff discussion focused on whether Oswego stands out in comparison to the rest of the Country when it comes to general increase in satisfaction; national trend depicts ratings going down; Oswego is trending in a good way; place to retire, visit and work rated lower in the last survey; 28% of residents feel involved in public decision making; neutral responses; whether there is a communication gap with the residents; residents feel informed but not involved in decision making; would be more alarming if all responses were a significantly lower percentage; could be the timing of the survey; need to think about the context of what is going on in the public; getting more people involved on the commissions; increasing the number of commission members to be more involved; whether the mailing of the survey or online survey was used more; 40% by mail and 60% online; only those who completed the survey were included in the results; only 13 people completed it online; survey was never on the Village's website; it was on ETC's website; where Oswego ranks against other towns with regards to question Q.2 about the quality of new development; this question is not one that can be compared to other communities; percentage comparisons for the 2016, 2018 and 2023 surveys; number of completed surveys that would reflect the population; 400 is typical for community of our size; would cost significantly more to add 200-300 more surveys; it would not change the results; exceeded the goal with 527 surveys completed; 12-15% is a typical response rate; whether anything stands out from last survey to this survey; top five positive responses: 311 app, how well issues handled, overall responsiveness, water pressure, Village communications; top five decreases: quality of new development, availability of affordable housing, overall flow of traffic and congestion, traffic flow on major Village streets, availability of transportation options; Village is moving in the right direction; services that should receive the most



emphasis in the next two years; age demographics for those completing the survey was evenly distributed from under 35 to 65+; years living in the Village ranged from 13% for 11-15 years and more than 30 years to 25% for those living in the Village 21-30 years. There was no further discussion.

**OLD BUSINESS**

G.1 Video Gaming Follow-up Discussion

Item was moved to the January 9, 2024 Regular Board meeting; Staff Reports.

**CLOSED SESSION**

There was no closed session.

**ADJOURNMENT**

The meeting adjourned at 6:59 p.m.

Tina Touchette  
Village Clerk