

2018 WINNETKA CAUCUS SURVEY

“Pulse of Winnetka”

RESPONSE SUMMARY

This document represents the collaborative effort of the 2018 Winnetka Caucus Council to summarize both the quantitative and qualitative verbatim comments from the 2018 Survey, conducted June 4-17, 2018. We hope this captures the “Pulse of Winnetka” as of June 17th, 2018. We present these findings and encourage you to review the entire survey posted on www.winnetkacaucus.org.

Responses: 1,071 survey responses were received, representing about 13% of the target population of approximately 8,400 individuals (or about 4,200 households), the largest response rate in the last 5 years and a 76% increase from last year. The sampling margin of error is 3% at a 95% confidence interval.

Demographics & Communications:

- 58% Female
- 54% between 45-64 years old
- 71% lived in Winnetka 11 years or longer
- 50% have children
- 81% receive information from the Winnetka Current, and 77% via e-mail
- 89% prefer e-mail as the method of communication from Village Boards

VILLAGE OF WINNETKA

Summary: The 2018 survey did not include questions about longer-term issues such as Flooding, One Winnetka and Downtown Revitalization, which have been focal points of previous surveys with solutions in progress. Write-in comments, however, stressed continuing concerns over these issues and the desire for quicker, cost-effective solutions that do not result in property tax increases.

- 74% agree that Winnetka’s holiday lighting inspires a festive spirit, and 37% agree that the holiday lighting encourages them to spend more time downtown.
- 65% feel the current holiday lighting budget is fine the way it is.
- 56% support a voluntary program to identify and designate heritage trees.
- 91% expressed support for the Winnetka Farmer’s Market.
- Best attended downtown events: Fourth of July Parade & Festivities (71%), Winnetka Music Festival (61%), July Sidewalk Sale (51%) and Memorial Day Parade & Observance (49%)
- 40% would support aligning the terms of Village Trustees with other taxing bodies (4-year terms), with 32% having no opinion.
- 66% do not support the introduction of a real estate transfer tax.

WINNETKA-NORTHFIELD PUBLIC LIBRARY DISTRICT

Summary: The Libraries are assets to the community and the staff is fantastic. Most respondents see the Library first as a resource hub and want adequate resources (shelf space and dollars) to be allocated to books, both hard copy and digital, versus arts & crafts.

- 89% have used the Library in the last year, with 28% visiting at least weekly.
- 60% primarily use the Library as a resource hub.
- 64% prefer to receive information via e-mail and the Library’s website.

- 58% see no benefit in extended hours, with 22% having no opinion.
- 22% have used The Studio to create projects, but 58% have never visited The Studio.
- 24% did not know about the Studio, and 39% have had no reason to use it.
- 48% have checked out digital materials in the last year.

WINNETKA PARK DISTRICT

Summary: The parks play an important role in the life of many Winnetkans. The number of general comments were substantial and focused on Green Bay Trail improvements, beach improvements, the addition of a dog park and additional paddle courts. There is some energy around the elimination of beach user fees for Winnetka residents. Respondents are supportive of finding alternative sources to fund large projects, and don't want any additional taxes.

- 58% are Satisfied or Very Satisfied with Dwyer Park alterations and 12% use it more often.
- 72% are Satisfied or Very Satisfied with Hubbard Woods alterations and 31% use it more often.
- 85% use the beaches, but 46% use the beaches once per month or less during the beach season.
- Beach usage is limited by summer travel (20%), use of other beaches and/or pools (19%), no interest in going to the beach (19%), poor beach quality / beach closures (19%), lack of food & dining options (16%) and poor infrastructure (16%).
- Changes desired to increase beach usage include better infrastructure (31%), more food & dining options (31%) and improved beach quality (30%).
- 76% would likely support Resident Donations & Gifts to fund large projects, 67% would likely support Public/Private Partnerships, and 58% would likely support Sponsorship & Naming Rights.
- 53% are aware of the Winnetka Parks Foundation.
- 81% use of the Green Bay Trail, mostly for bicycling (60%) and jogging (53%)
- 68% Agree or Strongly Agree that we should improve the Green Bay Trail, with many respondents suggesting a volunteer program to help with improvements.

WINNETKA PUBLIC SCHOOLS DISTRICT 36

Summary: Winnetka residents are passionate about D36 schools. Comments indicate a strong desire in keeping neighborhood schools, support for progressive education and an interest in student outcomes. Many expressed that the most important elements of our educational system are the students and teachers, with facilities playing a secondary, supporting role. Respondents generally support many of the Future Ready concepts and want to see a scope for change that is within the current borrowing limits and tax structure.

- 39% of respondents have been in the schools' learning environments. Of the five schools, Washburne is seen most favorably (67% rate the learning environment as Very Good or Excellent), and Skokie is seen least favorably (44% rate the learning environment as Very Good or Excellent).
- The most important skills for our students to develop are Critical Thinking (88% Very Important) and Communication Skills (80%), with Leadership (56%) ranking lowest, but still very important.
- All D36 student outcomes are important, with High School Class placement topping the list (80% Somewhat or Very Important).
- 60% agree or strongly agree that teacher autonomy is important.
- 78% are informed about Future Ready, with their information coming from multiple sources.
- 41% don't have enough information to know the impact of Future Ready on home values, but 62% are unlikely to support additional taxes for the project.