AGENDA

Committee of the Whole

Tuesday, August 19, 2025
Temporary Village Hall
1000 E. Woodfield Rd.
Schaumburg, IL 60193

VILLAGE OF SCHAUMBURG
PROGRESS THROUGH THOUGHTFUL PLANNING

A G E N D A

I. CALL TO ORDER

II. APPROVAL OF MINUTES

A. May 20, 2025

B. June 17, 2025

III. NEW BUSINESS

A. Presentation of Results of 2024 Community Perception Study

B. Discussion Regarding Roundabouts

C. Discussion Regarding the Springinsguth Road Improvements Project (Referred from the August 12, 2025 Village Board Meeting)

IV. COMMENTS FROM THE PUBLIC

V. ADJOURNMENT

VI. NEXT VILLAGE BOARD MEETING

A. August 26, 2025

In compliance with the Americans with Disabilities Act and other applicable Federal and State laws, the meeting will be accessible to individuals with disabilities. Persons requiring auxiliary aids and/or services should contact the Village Manager's Office at 847.923.4705, preferably no later than five days before the meeting.

VILLAGE OF SCHAUMBURG

AGENDA ITEM SUMMARY

May 20, 2025
08/19/25
Committee of the Whole

Presenter:
Lead Department: President and Board

Executive Summary:

Recommended Action:

ATTACHMENTS:
- 20250520 COW Minutes - bt.pdf

I have reviewed the minutes, and they correctly represent the actions taken by the Committee.

Brian Townsend, Village Manager

COMMITTEE OF THE WHOLE MINUTES
VILLAGE OF SCHAUMBURG MUNICIPAL CENTER
MAY 20, 2025 – 7:00 P.M.

CALL TO ORDER:
President Dailly called the meeting to order at 7:00 p.m.

MEMBERS PRESENT: Tom Dailly, Village President
Mark Madej, Trustee
Mike LaRosa, Trustee
Jack Sullivan, Trustee
Jamie Clar, Trustee
Esha Patel, Trustee

MEMBERS ABSENT: Brian Bieschke

OTHERS PRESENT: Brian Townsend, Village Manager
Paula Hewson, Assistant Village Manager
Joseph Carey, Director of Human Resources
Jim Walters, Fire Chief
Bill Wolf, Chief of Police
Lynne Peterson, Board of Fire and Police Commissioners

APPROVAL OF MINUTES:

Trustee Madej made a motion to approve the deferral of the Committee of the Whole minutes for the April 15, 2025, meeting, seconded by Trustee Sullivan. All ayes - MOTION CARRIED.

NEW BUSINESS:

A. **Recommendation to Modify the Police/Fire Hiring and Promotional Processes**

President Dailly stated that currently there is a number of vacancies in the Police Department and the current hiring process is too long and should be improved. Maybe it can be reduced from 8 or 6 months to maybe 2 or 3 at the worst case. Faster process will lead to quicker hire of new officers which will help current officers, as they are often tired working long overtime hours. President Dailly states that we would like for our officers to have a good work-life balance.

Police Chief, Bill Wolf, stated that the Police Department is down about 13 out of 119 officers. Police Department is short staffed which has a negative influence on the officers as they as they are often mandated to work overtime as not many of them volunteer. This takes toll on officers' personal lives and leads to a burnout. So far this year, we've mandated officers to overtime over 150 times. As you many

know, there's been a nationwide trend or nationwide issues with hiring for police officers and that's something we've been looking to make changes and improve the efficiency of our hiring process.
Chief Wolf stated that we need to make changes that will put us back in being competitive and improve our staffing levels. Two main things that we need to do. First and foremost, improve is the efficiency of the process, change some of the requirements which will allow to hire people quicker before they have the opportunity to apply elsewhere. The other thing is that Chief of Police or Fire Chief or no one from the Police or Fire Departments have input in the entire process. We don't even know who's being hired until the day they get sworn in. Without being involved in the process, there is no possibility to assess if the candidates have what the Police or Fire Departments are looking for. Chief Wolf stated that over the years Fire and Police Commission has done their best and for a long time the system that was in place worked, but it is time for changes to fix the problems that exist. The idea was to have citizen input in the hiring process and make sure the process if fair, however in today's world where we have HR department and so many checks and balances, that is not the case anymore. Every other position in this entire village is hired through that type of process without issues unlike Fire and Police.

President Dailly stated that we have a great Fire and Police Commission however the procedures were developed over 30 years ago and not working very well in today's world. To help the process there are changes recommended. President Dailly stated that the recommendations are broken up into 2 parts. First part is bunch of bullet points that refer to the the true process itself and then the other is other changes of note that will help that process overall.

- Candidates will complete a Village of Schaumburg employment application with necessary documents, including college diploma/transcript and all necessary information
- Candidates complete and successfully pass the National Testing Network (NTN) Frontline Examination. The testing fee will be paid by VOS (this may be revisited when VOS is fully staffed) provided the candidate indicates to send application to VOS.

Fire and Police Commissioner, Lynn Peterson, discussed the current process that has been in place for over 30 years. Ms. Peterson confirmed that the National Testing Network is still being used and since it is an online database; the process is easy for both sides. Using the national testing company allows to open the process, get 10 people apply and immediately put them in the process.
Ms. Peterson stated that it was discussed during one of the Fire and Police Commission meetings, that testing fee may prevent some of the potential candidates to apply. President Dailly stated that waiving the fee is one of the items considered to be changed in the process, which may not necessarily speed up the process, but certainly help the recruitment if candidates won't have to pay the fee.

President Dailly stated that another thing in the hiring process, that takes a long time is background check. It is being done by an outside party right now, it's being done independently there is some positive to doing that, but it does take extra time. President Dailly stated that staff could do it or Police Department could do it within 2 weeks versus the 4 weeks that it currently takes, sometimes even longer. Ms. Peterson stated that Fire and Police Commission already started the process of submitting candidates background checks to the Police Department for processing.

Trustee Madej asked if doing background checks in house voids some checks and balances in the process. President Dailly responded that there are certain criteria that are being looked at in addition to background check, regardless of it is done internally or externally. The result should be exactly the same because of what they're following through there's no there's no ability to put in their own opinion or something of that.

Village Manager, Brian Townsend, stated that while the detectives actually do the background check it ultimately gets reviewed by the Commander in that division and goes through the chief's office and so there is some scrutiny that's given to the quality of the report to ensure that it meets the standards and then there is a recommendation that would come from the chief about whether that candidate is acceptable or passes the background check. If the candidate passes, then that would move over to HR and the candidate will continue through the process. If the chief provides an unfavorable recommendation or doesn't believe the person is suitable then that's subject to further review by HR but most likely that person would be disqualified.

Chief Wolf stated that the process involving background checks requires information to stay confidential and that the detective and the chain of command are trained, and the records are are kept securely.

Ms. Peterson stated that there is polygraph testing involved in the process. If candidate fails, there is no further interview. That is something that still could be used, and based on the results the detectives could do the initial interview after the polygraph results were obtained.

President Dailly stated that there is a discussion back and forth as to the benefit of doing the polygraph. There are things that come up during the polygraph that they feel disqualifies a candidate helps them out so basically, they eliminate the candidate right out of the gate. But there's also argument that polygraphs are not admissible in court, and someone could be having a bad day that could influence the answers. Polygraph also takes time; you have to get it scheduled and get there. The goal here is to eliminate the polygraph testing, incorporate some of the polygraph questions into the interview process between the Board of Fire and Police Commissioners and the Police or Fire Chief and you could get similar results there.

Also eliminating the polygraph could potentially cut out 4 weeks out of the process which is what we are trying to achieve here. Most police departments do not do polygraph testing anymore.

Police officer Dan Fromm, President of MAP 195, which is the patrol officers' union stated that polygraphs are not reliable and most of the departments don't do it. He personally knows the officers that have failed polygraphs at one department and passed it at another. Officer Fromm stated that in 2013 4 officers were arrested, they passed the polygraph. Officer Fromm stated that when he was being interviewed at the Schaumburg Police Department, it took about a month and a half to get scheduled for polygraph test. So, it takes a long time.

President Dailly stated that we need to review the interview questions and how many of the polygraph questions can be incorporated into the interview.

Trustee Clar stated that polygraph is very unreliable technology, and it is archaic. People can fool the detector and lie and it is not a good way to measure. Trustee Clar stated that he agrees with President Dailly to incorporate some of the polygraph questions into the interview.

Ms. Peterson stated that after the background check is completed, then the candidates get an offer of employment and at that time they can be send to a psychological and a medical evaluation. Ms. Peterson clarified that currently the interview is being conducted right at the beginning of the process, not until the testing is done. If a candidate fails the interview, then there is no interest to send them for polygraph testing and further evaluation.

President Dailly clarified that the same interview process revision applies to both Fire and Police Departments. President Dailly stated that currently the interview process is being done strictly by the resident committee as the Board of Fire and Police Commissioners are the residents within the Village of Schaumburg. President Dailly stated that the downside to this is that you eliminate the Chiefs of both departments or a designated person that might be able to provide some insight into that candidate.
President Dailly stated that in his experience, he would always prefer that people from other departments to be a part of an interview, to get additional feedback on the candidates.

President Dailly stated that the chiefs or their designated individual could sit in in the interview process, ask questions and be a part of the whole process that the commission is going through to determine whether this is a good candidate or not. There should be 50/50 weight of the interview divided between the chiefs and the commission.
Ms. Peterson asked if the chiefs would have a separate interview, or would it be all at the same time as there is 5 commissioners involved, and the timing must fit everyone's schedule. President Dailly responded that he prefers that the process is inclusive to minimize turnaround time, but details can be decided at a later time.

Trustee LaRosa asked if it will be additional people from Fire and Police Departments conducting the interviews or just the chiefs. Chief Wolf responded that most likely it will be panel of 3 or 4 people from the department interviewing together. Fire Chief Walters stated that there will be different people from the departments involved in addition to the chiefs.

President Dailly asked if there is a minimum percentage required to pass the interview. Ms. Peterson responded that it is 70% and above. President Dailly stated that the idea is so the test would count 20% the commission itself would count as 40% and the chief is 40%.

President Dailly stated that we have also required bachelor's degrees in the past for the police officer and associates degree for Fire Fighters. Ms. Peterson stated that the requirement was changed for the law

enforcement to allow associates with some sort of law enforcement or justice administration degree or similar degree to apply.

Ms. Peterson clarified that to become certified police officer, candidate must be in the profession for 2 consecutive years in real time. President Dailly clarified that the candidates can come from another department and that will also count, as long as they were 2 years in continuous service.
Ms. Peterson stated that Illinois Senate Bill 1953 that is in the House right now, focuses on establishing stricter hiring practices for law enforcement agencies in Illinois. Chief Wolf stated that the new law if it passes, will actually help and make the process easier for the Police Department.
Ms. Peterson stated that Assistant Village Manager, Paula Hewson, was working on updating Rules & Regulations, because not only does the commission work with their own Rules and Regulations but they also have to abide by state law and village ordinances that are put in place to govern hiring and promotion process. Ms. Hewson confirmed that revision has been completed and updated Rules & Regulations are already in place. Ms. Hewson stated that going forward those Rules & Regulations will become a part of Standard Operating Procedures for Human Resources Department.

President Dailly confirmed that certified police officers will not be required to go through the testing during the hiring process, as they are already certified.

President Dailly stated that the other part of the process was to take the psychological assessment the medical exam and drug screening in order to make sure that the candidate is well and healthy. Then there's the POWER test (Police) or CPAT Certification (Fire). Those must be done within certain time period.

President Dailly stated that currently there is a secretary that helps the commission with the administrative work, however that should be moved to the HR Department. HR Department will be able to provide a backup so that should we get into a situation where the person decides to leave that there's another person that's there to back up so there's no delay in any process. HR Department will provide necessary support so the commission members will not have to do all the administrative work themselves.

Trustee Madej asked if currently there is a probationary period once firefighters or police officers are hired and if it will stay the same. Ms. Peterson responded that it is a year, and it will stay the same. Trustee Madej asked if there would there be any type of financial incentive to have a bachelor's degree at the start. Chief Walters responded that there are preference points, no financial incentives. It's based on whether someone is a certified basic operations firefighter or military. Same with police officers. They get extra points to move up on the list. President Dailly clarified that bachelor’s degree is required for promotion, but not to be hired. They could be hired in with an associate degree, but they would have to continue their education to be promoted. Village does provide financial assistance to continue education.
Trustee Madej stated that we have had the issue with getting large pool of good quality candidates for probably a decade and a half. Trustee Madej stated that this is refreshing change that will allow us to accomplish our goals of hiring good candidates for both departments.

Trustee LaRosa asked why bachelor's degree was required for police officers to apply but not for firefighters. Chief Wolf responded that the requirements were relaxed from a bachelor's degree to exceptions that included the associate's degree in law enforcement, military, and law enforcement experience. The difference is that police officers are there out there on their own. There are some different responsibilities that are different than firefighters. Also, firefighters have ongoing, continuous training.

Trustee Sullivan stated that he agrees with getting rid of the polygraph testing. Trustee Sullivan stated that It is a big asset to have tuition reimbursement for continuing education and it is a valuable asset while advertising the position.

Trustee Clar and Trustee Patel agreed with all the changes mentioned.

Ms. Peterson requested if the promotional process that needs to be discussed and reviewed, could be deferred to a later time.

President Dailly stated that currently those reporting to the chief, are being selected for promotion by the Fire and Police Commission with the minimum input. President Dailly stated that he thinks that Fire and Police Commission is not necessary for the promotion process, as the commission has already done their job by selecting good candidates. Those candidates are already working for the village, doing the good job that it should be up to their departments to make the selection as to who is the best candidate to be promoted. President Dailly stated that he thinks that the chief should be the one making the selection process as to who they want to be within their command staff. Ms. Peterson disagreed as she thinks that the commission should still be involved to make sure that the process is fair, unbiased, impartial. If somebody wants to test and he's not the chief's favorite, he deserves the right to go through the process. And our part in the process is selecting a company to do customized tests for any promotional rank. Commission picks the testing company, the assessors, then there is an interview by the commission which is about 15% of the total points. Then chief can give them the points, or he can have their supervisors do the process.

Village Manager stated that those changes need to be pushed forward as it was talked about internally for probably the past six or eight weeks, going back and forth with different versions of this and we should draft ordinances and negotiate changes to collective bargaining agreements all at one time and try and put this in place by July.

Trustee Clar agreed with the Village Manager as it is time for some change.

Trustee Madej stated that it could 50/50% decision about the promotions between the chiefs and the commission. President Dailly stated that he disagrees as it should be solely chief's decision who to promote.

Trustee Sullivan asked if the chief would make promotion decisions for all the ranks. President Dailly responded that yes, all the ranks. Trustee Sullivan asked if those promotion candidates would have to test as it is currently. Village Manager responded that the components of the process could vary depending on the circumstances. There could be a written exam, there could be an assessment center, there could be other exercises that we want to inject depending on the process. The chiefs will be making a recommendation in terms of who they think should be promoted into that role, but there will still be oversight from HR to make sure that the process is fair and that it is being administered as objectively as it can be.

Village Manager stated that there were discussions with legal counsel regarding the ordinances and amendments that will need to be made, both chiefs have had some discussions with the unions about their receptivity to these changes, so we feel positive about the ability to move forward and get things done.

Trustee Clar made a motion to recommend the Village Board Approve Changes to the Police/Fire Hiring and Promotional Processes and Direct the Village Manager to work with the Village Attorney to draft amendments to the Schaumburg Municipal Code, seconded by Trustee Sullivan. All ayes – MOTION CARRIED.

COMMENTS FROM THE PUBLIC:

Ms. Bobbi Sloan, long-time resident of Schaumburg, made a comment that curb cuts are needed in front of the Village Hall. Trustee Clar responded that there are curb cuts currently in place and there is no need for additional ones.

Ms. Bobbi Sloan made a complaint about Kinder Morgan company that is supposed to maintain the Natural Gas Pipeline easement in Schaumburg. Ms. Sloan stated that grass is not being cut by the company on a regular basis and there is no fence around the area, to prevent people going on the grass over the pipeline. President Dailly stated that the village will follow up with the company on the maintenance and will update Ms. Sloan on the findings. President Dailly stated that if the company decided not to put a fence in place, there is nothing that the Village can do about it.

ADJOURNMENT:

Trustee Clar made a motion to adjourn the meeting, seconded by Trustee Sullivan. All ayes. MOTION CARRIED.

The meeting adjourned at 8:30 p.m.

Respectfully submitted,

Magdalena Gerwel
Recording Secretary

Distribution: President & Board of Trustees
Village Clerk

Village Manager
Department Directors

VILLAGE OF SCHAUMBURG

AGENDA ITEM SUMMARY

June 17, 2025
08/19/25
Committee of the Whole

Presenter:
Lead Department: President and Board

Executive Summary:

Recommended Action:

ATTACHMENTS:
- 20250617 COW Minutes - bt redline.pdf

I have reviewed the minutes, and they correctly represent the actions taken by the Committee.

Brian Townsend, Village Manager

COMMITTEE OF THE WHOLE MINUTES
VILLAGE OF SCHAUMBURG MUNICIPAL CENTER
RUSS PARKER HALL
JUNE 17, 2025 – 7:00 P.M.

CALL TO ORDER:
President Dailly called the meeting to order at 7:00 p.m.

MEMBERS PRESENT: Tom Dailly, Village President
Brian Bieschke, Trustee
Mike LaRosa, Trustee
Jack Sullivan, Trustee
Jamie Clar, Trustee
Esha Patel, Trustee

MEMBERS ABSENT: Mark Madej, Trustee

OTHERS PRESENT: Brian Townsend, Village Manager
Paula Hewson, Deputy Village Manager
Jim Walters, Fire Chief
Bill Wolf, Chief of Police
Sidney Kenyon, Transportation Manager
Sharon Tanner, Assistant Director of Human Resources
Robert Kryder, Community Development
Daniel Goggin, Electrical Commission
Pete Justen, Board of Fire and Police Commissioners

APPROVAL OF MINUTES:

Trustee Bieschke made a motion to approve the Committee of the Whole minutes for the April 15, 2025, meeting, seconded by Trustee Sullivan. All ayes - MOTION CARRIED.

Trustee Patel made a motion to approve the deferral of the Committee of the Whole minutes for the May 20, 2025, meeting, seconded by Trustee Sullivan. All ayes - MOTION CARRIED.

NEW BUSINESS:

A. Discussion Regarding Amendment to Municipal Code / Title 15, Chapter 154 (Zoning) Pertaining to Electric Vehicle Parking (referred from April 8, 2025, Village Board Meeting)

Community Development Director, Julie Fitzgerald, stated that the state adopted Public Act 103-0053 (SB0040), referred to as the Electric Vehicle (EV) Charing Act, which became effective January 1, 2024.

The Act applies to residential properties that have parking spaces and are constructed after January 1, 2024. It does not impact commercial properties. The Electrical Commission reviewed and discussed the Act and the implications for the residents and businesses of the village. As a home-rule community, the village may adopt its own regulations that differ from the Act. The Commission is recommending some modifications to the Act to reduce the number of spaces required for large multi-family developments.
Ms. Fitzgerald stated that this Act consists of 3 sections: 1 section does not apply to us, and it has to do with the right of tenants and condominium owners in multi-family properties.
Sections 2 and 3 of the Act define EV-Ready and EV-Capable. EV-Capable means that there is an electrical system designed to carry the load for 100% of EV charging and it means that there is conduit run to every parking space in a multifamily parking garage. EV-Ready means that a parking space or building has the necessary electrical infrastructure to support future installation of electric vehicle (EV) charging equipment, but the charging equipment itself isn't yet installed. Ms. Fitzgerald stated that there are 2 parts to this one, one of them covers multifamily properties and the other one covers single family properties. The one that covers single family properties we have already had in our code for a number of years and so we are unimpacted by that. All of the homes that have been built over the last several years, Summit Grove and all the townhomes also would be considered EV-Capable. But the Act does impact the multifamily properties.

The Electrical Commission reviewed and discussed the Act and the implications on the residents and businesses of the village. As a home-rule community, the village may adopt its own regulations that differ from the Act. The Commission is recommending some modifications to the Act to reduce the number of spaces required for large multi-family developments. The Act requires 100% of the parking spaces for new multi-family developments of over 5 units to be EV-capable. This will be a new requirement for developers of large multi-family developments and the commission expressed concern about the significant cost this will add for developers. The commission is proposing adopting a requirement that 40% of the spaces constructed as part large multi-family developments be EV capable. Since the village zoning ordinance has an existing code section pertaining to EV parking requirements, the amendment needs to be placed in the zoning ordinance rather than the electrical code.

Ms. Fitzgerald stated currently we are under the 2020 National Electric Code and because this is an evolving industry, the Electrical Commission recommended that 2 sections of the 2023 National Electrical Code be adopted that include updates between the 2020 and 2023 versions related to equipment needed for EV charging stations. The commission is recommending that these two sections of the 2023 NEC are adopted to ensure that the village has adopted the most recent code updates pertaining to installation of EV charging. Those sections are attached for reference and are Article 625 (Electric Vehicle Power Transfer System) and Article 750 Energy Management Systems). The new versions and updates come up every 3 years.

Trustee Bieschke wanted to clarify if all the new homes that are built must be EV-Capable or EV-Ready. Mrs. Fitzgerald stated that State law says they have to be EV-Capable, not required to be wired. Trustee

Bieschke stated that the language in our current ordinance in the residential section talks about EV-Ready not EV-Capable and if the requirement is only EV-Capable it should just say that new single-family homes should be built only EV-Capable without any extra definition in there. Ms. Fitzgerald stated that it can be changed as the wording is a holdover from several years ago when the Electrical Commission recommended adopting the code updates.

President Dailly stated that there should be an update in our local ordinance that single family homes should be EV-Capable not EV-Ready.

Trustee Sullivan asked Fire Chief Walters if having EV inside the garage as opposed to outside of the garage is dangerous as what if a car catches on fire and how hard are these electric cars are to put out if they do catch on fire. Chief Walters responded that they are very difficult to extinguish and in the new village-owned parking structure we are asking to put EV outside of the garage.

President Dailly asked to clarify that the code updates for today's meeting only relate to multifamily residential properties not commercial. Mrs. Fitzgerald confirmed and stated that the recommendation from the Electrical Commission was to amend the village ordinance under Home Rule Authority to require only 40% rather than 100% EV-Capable.

Trustee Clar stated that what the state mandates is going to cost the developers more money and it is never the case that 100% if building units use EV, so that requirement is unnecessary.

President Dailly stated that he thinks 40% is too much and he thinks that 20% is more reasonable. There is no demand for more at this point. The subject can be reviewed again in 5 years and scale up then if needed. Trustee Clar stated that it will be more expensive in 5 years to raise the EV-Capable capacity in the existing buildings. Trustee Bieschke stated that the requirement would apply only to the new buildings built in the future, not the existing ones.

President Dailly stated that on page 9 of the Act it states that no association can unreasonably prohibit the installation or use of electric vehicle charging systems within a unit owner or designated parking space. Ms. Fitzgerald stated that it wasn't discussed by the Electrical Commission as it really just gives rights to condominium owners as it relates to their board. No changes were recommended to this portion of the act.

President Dailly stated that on page 10 of the Act it states a tenant may install an EV charging system if system complies, but it does not say anything about receiving approval from the landlord. Ms. Fitzgerald stated that we don't have to worry about it, it just gives rights to the tenants and rights to the landlords if a tenant wants to install a space. Nothing is proposed to be amended from the Act regarding this.

Trustee Bieschke stated that board is looking for changes in current Municipal Code for the single family and small multifamily to say EV-Capable and take the rest of the verbiage out and then to modify the

requirements for the large multifamily to require 20% of the parking spaces for new multi-family developments over 5 units to be EV-capable. Ms. Fitzgerald stated that Technical Requirements should be added.

Trustee Bieschke made a motion to recommend the Village Board approve modifications to Municipal Code/Title 15, Chapter 154 (Zoning) Pertaining to Electric Vehicle Parking Standards and Municipal Code/Title 15, Chapter 152 (Electrical Code) to adopt Article 625 (Electric Power Transfer System) and Article 750 (Energy Management Systems) of the 2023 National Electric Code, seconded by Trustee Clar. All ayes – MOTION CARRIED.

B. Recommendation to Approve an Ordinance Establishing the Police/Fire Hiring and Promotional Processes

Village Manager, Brian Townsend, stated that there is an ordinance drafted which reflects the policy direction that was given at the last Committee of the Whole meeting. It reflects the changes to the entry level hiring process that we talked about in terms of the weights of each of the components. It also talks about the promotional process and the fact that the Board of Fire and Police Commissioners will no longer have a role there. This ordinance is part of what we need to do to put this into effect. The second part is the negotiations of memorandums of understanding or amendments to the collective bargaining agreement with the unions. Those are in progress and hopeful that they will be ready for the first meeting in July.

Trustee Bieschke asked about the test scoring and how the points are generated. Deputy Village Manager, Paula Hewson, stated that scoring will be 20% written test, 40% interview with the Board of Fire and Police Commissioners and 40% interview with Police of Fire Chief. Overall, the minimum passing score in order to receive an offer letter will be 70%. Trustee Bieschke clarified that 40% interview score will translate into 40 points that the Chief will give a candidate. Ms. Hewson confirmed.

Trustee Bieschke asked if that scoring will be used for the candidate ranking as they are sworn in. Ms. Hewson confirmed and stated that in case of the police, for new hires, there will be a pool of candidates considered by their score but not necessarily taking the top candidate. Ms. Hewson stated that there are several components that will be taken into consideration when hiring police officers: background, interviews, and it may happen that candidates with similar scores will be picked based on which candidate would be a better fit for our organization. The department would like the flexibility to be able to hire the most qualified, which is typically what we do in all the positions within the village.

Manager Townsend stated that with respect to promotions, we are looking to pick the best qualifications for the position, for example if somebody is going to be in investigations it would be helpful if that person had time as a detective. If the person spent their entire time in patrol, then they may not be the best qualified for that role.

Trustee Bieschke stated that he does not understand how the hiring process works as far as ranking. Why cannot the top candidate that scored the most be offered a position. Ms. Hewson stated that in the new system there might be additional components taken into consideration in addition to points, and it should be left at the discretion of the hiring body.

Manager Townsend stated that with current police vacancies, the goal is to be able to run processes multiple times and and as long as people achieve that passing score, we want to be able to extend them offers. Not in any particular sequence based on their score. In an effort to try and bring on as many people as quickly as possible and kind of streamline the whole thing which is consistent with what the board directed us to do.

President Dailly wanted to clarify that the list of candidates that is currently being used will no longer be needed. Village Manager stated that it is correct. There will be a pool of candidates used instead, and they are going to be sworn in the order that we can get them through the process.

Trustee Bieschke asked on what basis the candidates will be sworn as it is not clear to him. His understanding is that candidates are sworn based upon their score. Ms. Hewson stated that the Fire Department candidates must be sworn based on their scores. President Dailly stated that in his opinion, Police Department should follow the same process. President Dailly stated that we have to make sure that once the offer is made, we cannot back out because better candidate came along.

Paula Hewson stated that we have developed Standard Operating Procedures for the process, and that we will describe in detail how this process will be conducted.

Trustee Sullivan asked if the process was reviewed by our legal department. Ms. Hewson responded that it has been reviewed by legal and labor attorneys.

President Dailly asked who will be swearing the newly hired officers. Currently it is being done by Board of Fire and Police Commissioners and promotions by the Village Clerk. Ms. Hewson responded that the goal is to swear the newly hired employees as quickly as possible, and currently it is being worked out around one or two commissioners' schedules. President Dailly asked how this is being done at other municipalities. Chief Wolf responded that in Elgin, where he worked before, Village Clerk did all the swearing. Village Manager stated that either Clerk or Deputy Clerk could take on that role, depending on who is available sooner as we need to get the ceremony done as soon as possible. Trustee Bieschke stated that this is not a part of the discussed ordinance, so it doesn't have to be decided right now. We need to make sure there is a process in place, talk to the clerk and see if she could do sworn in ceremony, Chiefs could do it. It can be decided at a later time.

Trustee Sullivan made a motion to recommend the Village Board approve an Ordinance Establishing the Police/Fire Hiring and Promotional Processes, seconded by Trustee Clar. All ayes – MOTION CARRIED.

C. Discussion Regarding Village Regulations Pertaining to Electric Bikes and Scooters

President Dailly stated that he suggested a discussion regarding electric scooters in the village, that we give some consideration to allowing the scooter age to be maybe 12 years old instead of 16 as it is currently established. Trustee Bieschke stated that the state law says that you have to be 18 years old to ride scooters.

Chief Wolf stated that most of the scooters are going more than 10 miles an hour, so the state law technically doesn't even apply, as it applies to low-speed electric scooters. Plus, it is hard to tell for a police officer if the scooter goes less or more than 10 miles per hour. Chief Wolf stated that it makes no sense why the state law is written that way because you would think the restriction will apply to scooters that go much faster. Trustee Bieschke stated that the Illinois Vehicle Code is not caught up with the new definition that the state made of low-speed electric scooters, so in the Illinois Vehicle Code all scooters are defined as low-speed electric scooters. But the new part that we are referencing in our ordinance to ban the 10 mile an hour or less is a new definition of low-speed electric scooters. So, I just don't think the 2 definitions have caught up with each other yet. Trustee Bieschke stated that our new ordinance has its own definition. Everywhere, expect one spot, it references electric scooters, not low-speed electric scooters. Trustee Bieschke stated that he believes that one spot should be updated.
Director of Transportation, Sidney Kanyon, stated that the Illinois Vehicle Code defines scooters as motor driven cycle. Anything below 10 miles an hour is pretty much a toy. Scooters do not have a strong definition of what an electric scooter is. State law does not have the definition of an electric scooter; they are focused on what they call motor driven cycle which is a traditional scooter not an electric scooter. We clarified what an electric scooter is based on the model and then assigned the age requirement to it.

President Dailly stated that he is concerned about the age limit and to make this ordinance too tight to follow. Trustee Patel asked if someone has a driver's license at 16 or 17 years old, does it mean they will not be allowed to ride scooters until they are 18. Trustee Bieschke responded that state law says 18, our local ordinance says 16.

President Dailly asked Chief Wolf how the police are going to enforce the law. It is easy to see if someone is on the path or sidewalk, but then what happens. Chief Wolf responded that if someone is juvenile, then almost always it involves notifying the parents. Most likely no fines or citations will be issued, we have the parental responsibility ordinance which we could potentially use. President Dailly stated that electric scooters are currently banned on sidewalks. President Dailly asked if they are banned on bike paths. Trustee Bieschke responded no, they are not banned on bike paths.

Trustee Clar stated that there might be a situation when someone is on a bike path but then the bike path ends, and they have to get on the street or sidewalk. That will cause problems for users as well for the Police Department to enforce.

Trustee Sullivan asked if Hoffman Estates banned electric scooters. Trustee Bieschke stated Hoffman Estates does not allow them on the streets, requires them to be on sidewalks or bike paths. Bloomingdale doesn't allow electric scooters on sidewalks, so different municipalities have different rules. Trustee Bieschke stated that there was an extensive discussion at the Transportation Committee regarding enforcement. This is brand new ordinance, but the main part of enforcement is going to be through community education. We can revisit the issue in 6 months or a year and see whether we need to make modifications or not.

President Dailly asked if lowering age to 12 years old will make it any easier for the police. Chief Wolf responded that it will actually make it harder for the officers, as they will have to guess the age of the person.

Trustee Bieschke stated that from what he read on social media, the overwhelming comments regarding the new ordinance are positive. There are negative ones, especially regarding helmets and the fact that Illinois is not a helmet law state for motorcycles but what we're requiring for e-bikes for safety. Most of the comments are positive so we can wait and see, wait through the summer and then revisit in spring.

Daniel Goggin, Chair of Electrical Commission stated that this issue could be regulated by the size of the motor depending on the watts. President Dailly stated that it would be difficult for the police officer to determine.

President Dailly stated that if there is no interest in modifying the ordinance, it can be left as is for no

COMMENTS FROM THE PUBLIC:

ADJOURNMENT:

Trustee Clar made a motion to adjourn the meeting, seconded by Trustee Sullivan. All ayes. MOTION CARRIED.

The meeting adjourned at 8:08 p.m.

Respectfully submitted,

Magdalena Gerwel
Recording Secretary

Distribution: President & Board of Trustees
Village Clerk

Village Manager
Department Directors

VILLAGE OF SCHAUMBURG

AGENDA ITEM SUMMARY

Presentation of Results of 2024 Community Perception Study
08/19/25
Committee of the Whole

Presenter: Allison Albrecht
Lead Department: Communications & Outreach

Executive Summary:

The village began working with a vendor in 2016 to provide perception data and marketing services for Schaumburg. The purpose of the project was to determine how audiences within and outside of Schaumburg perceived the village at that time. Based upon extensive research and analysis, the village was provided a plan and framework to assist its efforts to position Schaumburg a unique place to live, work, and play. As part of that process, the village's brand was given a refresh with a new logo lockup, color palette, and creative deliverables to reintroduce itself to audiences.

Once internal branding was completed, the village began working with an advertising firm in 2020 to develop a comprehensive advertising strategy to increase awareness and interest in Schaumburg as a place to live and visit. Since that time, the village has conducted annual advertising campaigns that include a variety of digital mediums to promote Schaumburg and its amenities. Campaigns have targeted both visitors and those who may be considering moving to become future residents.

Now that several campaigns have been implemented and several years have passed since original analysis of perceptions of Schaumburg was conducted, the village collaborated with North Star Place Branding + Marketing to conduct a new Community Perception Study. The purpose of this study was to survey current perceptions to determine how they may have changed and how people today may be viewing Schaumburg as a community to live, work, and/or visit.

North Star and village staff prepared a presentation for the Village Board that includes a condensed report of key findings from the study. The entire report is also included for reference.

The information gained from this report is intended to guide future messaging/positioning for marketing campaigns and other village communications.

Recommended Action:

Informational.

ATTACHMENTS:

- Schaumburg, IL Research Presentation - Condensed Jun2.pdf
- Schaumburg, IL Community Perception Study Full Report.pdf
- Schaumburg, IL Research Presentation - COW Presentation.pdf

NORTH STAR

Schaumburg, IL

Research Presentation

August 2025

Research Instruments

- Trustee Survey
- In Person:
  - Tour
  - Stakeholders/Residents Interviews
  - Focus Groups
- Community Survey (Includes Employee Survey)
  - Brand Barometer
- Consumer Awareness + Perception Study (Quantitative) of Visitors & Non-Visitors to Schaumburg
- External Perception Study (Qualitative) Interviews about Schaumburg with external influencers

Internal Qualitative Data

Site Visit
Focus Groups
Stakeholder Interviews
(in person, phone conversations, and via Zoom)

Internal Qualitative Data

Best Descriptors

Shopping

Malls

Nice

Center of it all

Retail

Entertainment

Family focused

Accessible

Evolving

Sprawling

Affluent

Busy

Convenient

Progressive

Greatest Assets

Shopping

Dining

Entertainment

Location

Safety

Hotels

Public transit

Spring Valley Nature Center

Park services

Schools

Diversity

Proximity to airport

Prairie Arts Center

Diversified economy

Pickleball and ice rinks

Internal Qualitative Data

THEMES

Opportunities	Challenges	Missing
Increased youth programs	Traffic	Available land
Tourism	Congestion	Classic downtown
Conventions	Road conditions	Live music venue
Rec leagues	Can’t create a downtown	Authentic experiences
Promoting library services	Local restaurants	Live sports
Unused office space	Affordability	Local restaurants
2026 PGA Presidents’ Cup	Permitting for businesses	Waterpark
Corporate headquarters	Taxes	
	Not walkable	
	Increased housing	
	Overcrowded	
	Outdated buildings	

Internal Qualitative Data

What We Think Outsiders Say

"They have the mall."

"There's lots of traffic."

"Is there anything beyond Woodfield?"

"Schaumburg is wealthy."

Most Important to Identity

Shopping and dining

Close neighborhoods

Strong schools

Location

Brand Barometer

1,019 Resident Respondents

Answering The Question:

"On a scale of 1-10, how likely are you to recommend ***living, visiting, or conducting business in*** *Schaumburg to a friend or colleague?"*

The Math: Promoters (9-10), Passives (7-8), Detractors (1-6)

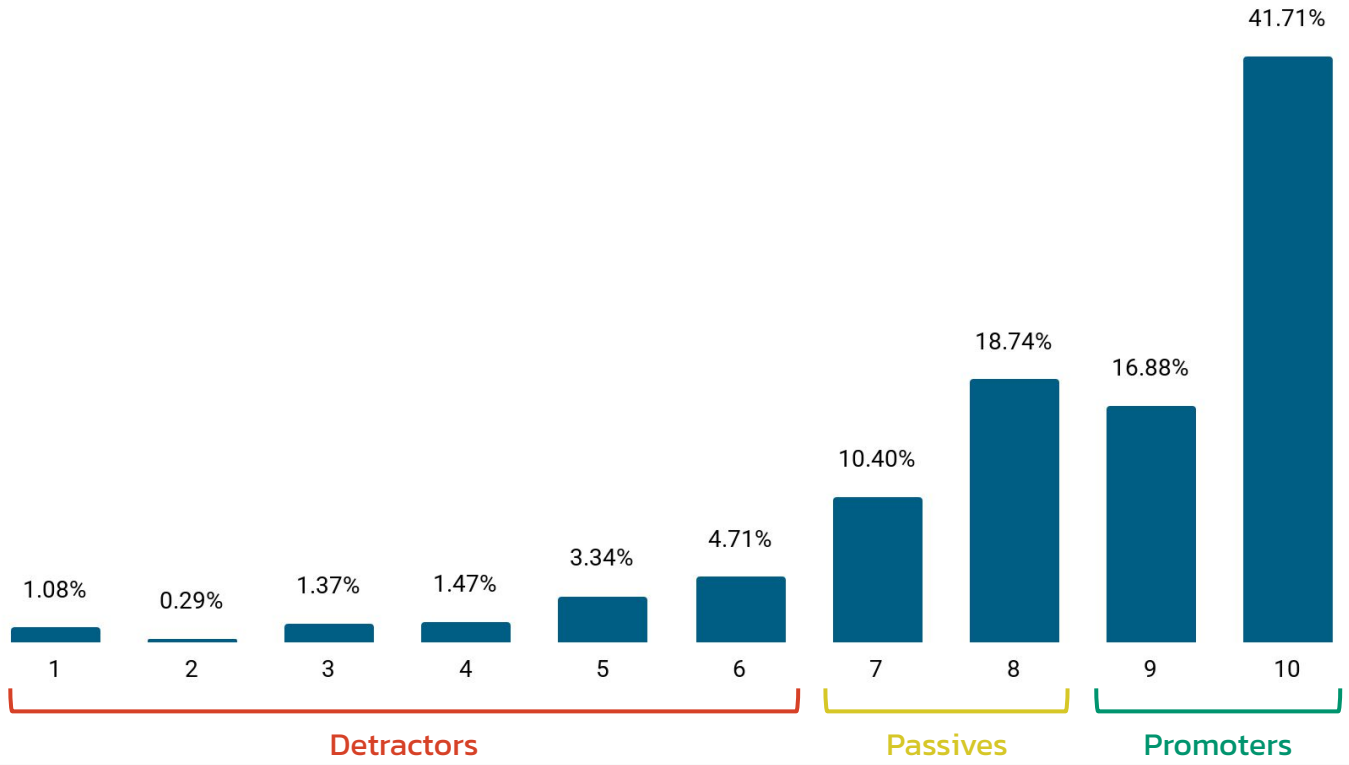
Promoters - Detractors = Brand Advocacy Score (Net Promoter Score)

Passives are not counted.

Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Living in Schaumburg



Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Living in Schaumburg

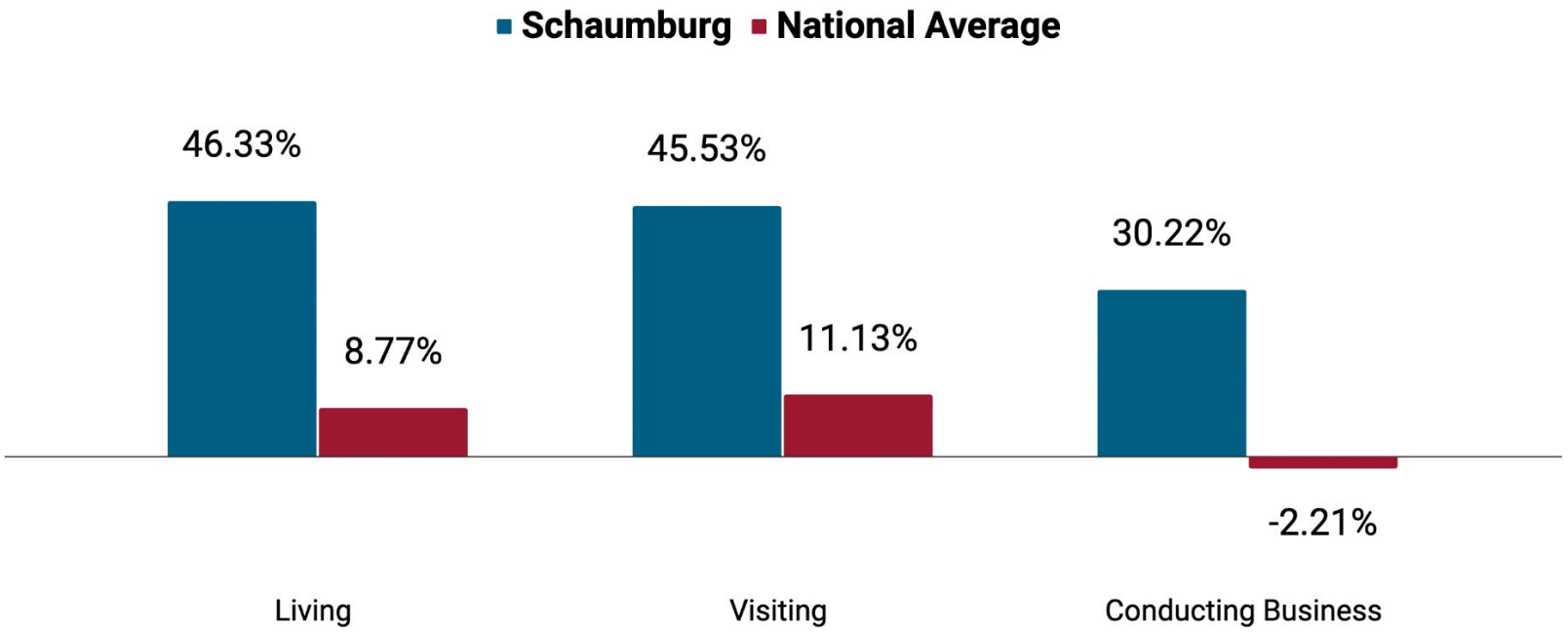
46.33%

Overall Brand Advocacy Score
Living in Schaumburg

(% of Promoters minus % of Detractors)

Brand Barometer

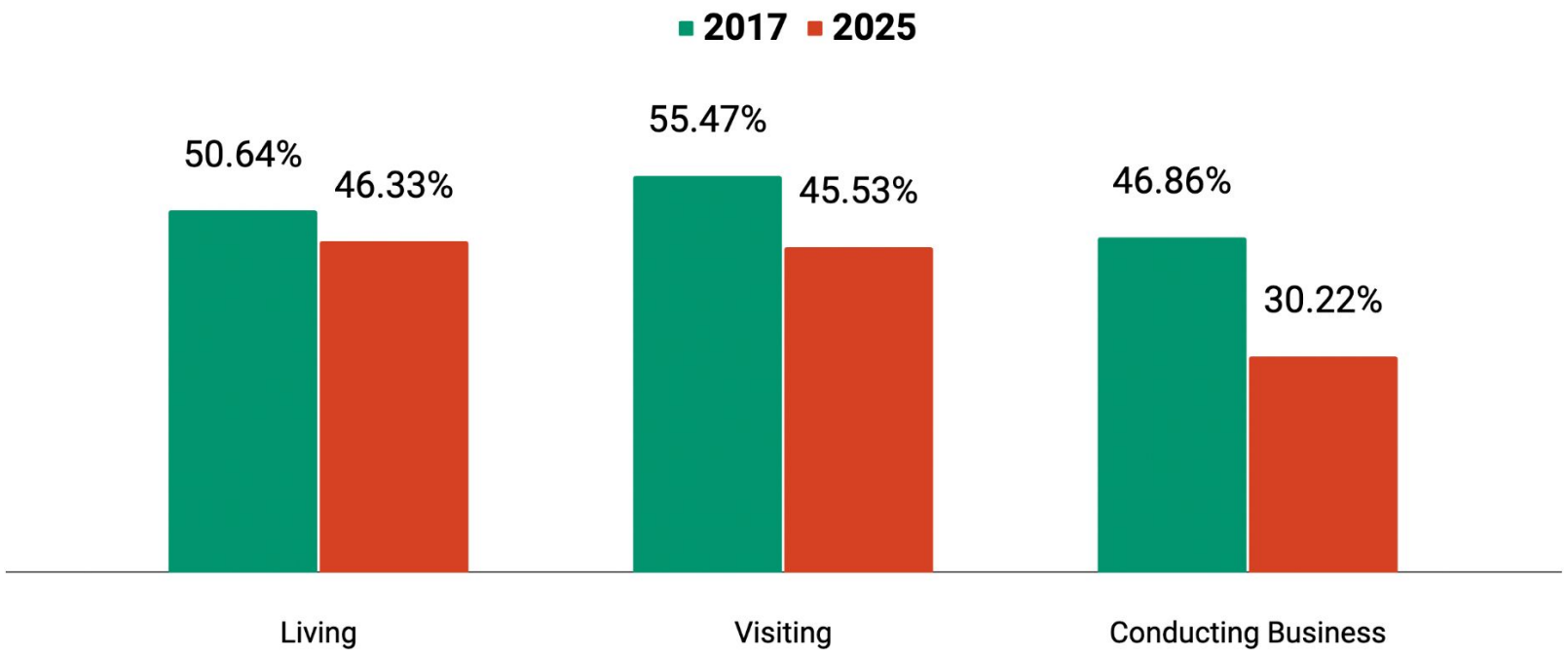
On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend Schaumburg to a friend or colleague...



Brand Barometer

BY YEAR

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend Schaumburg to a friend or colleague...

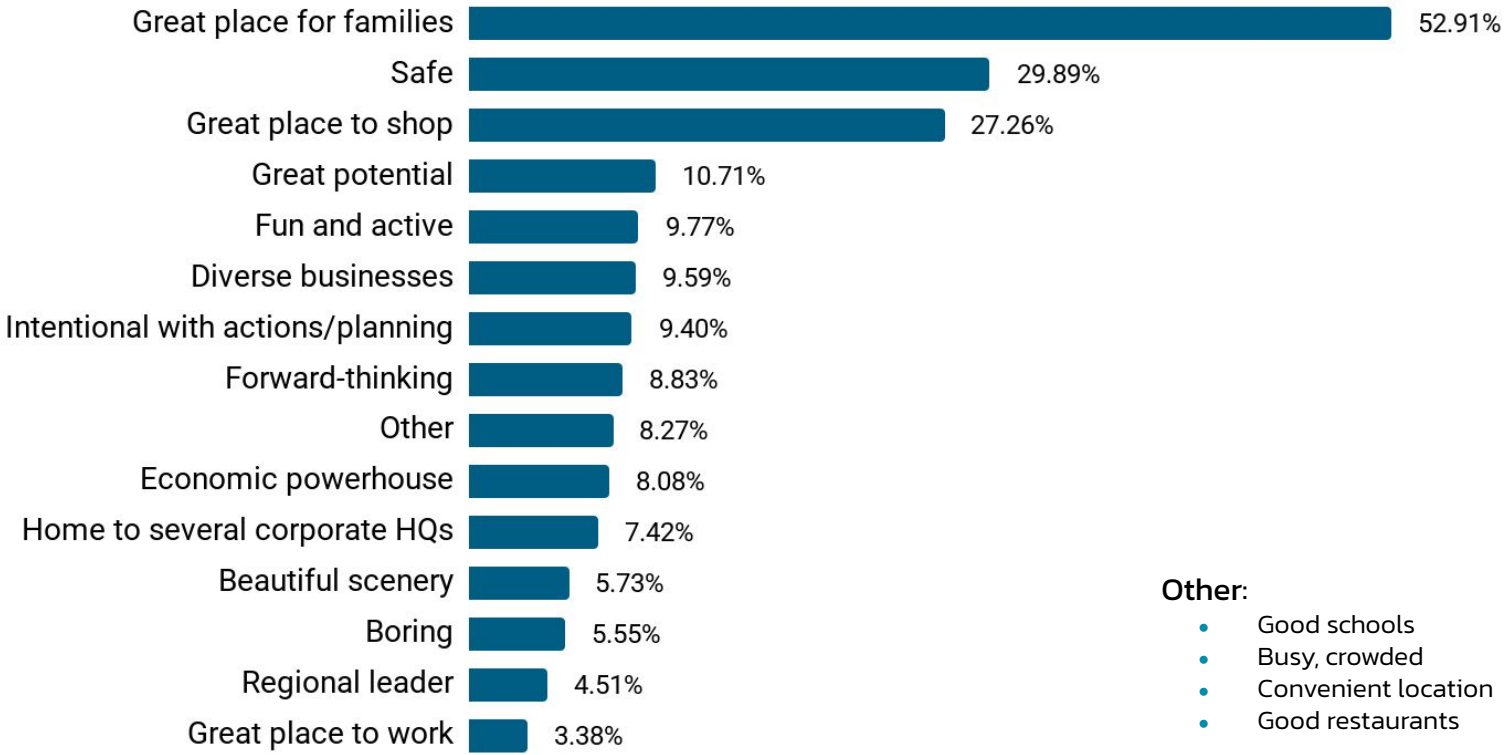


Community Survey

780 Completed Responses

Community Survey

What word or phrase best describes Schaumburg?
Choose two answers.



Other:

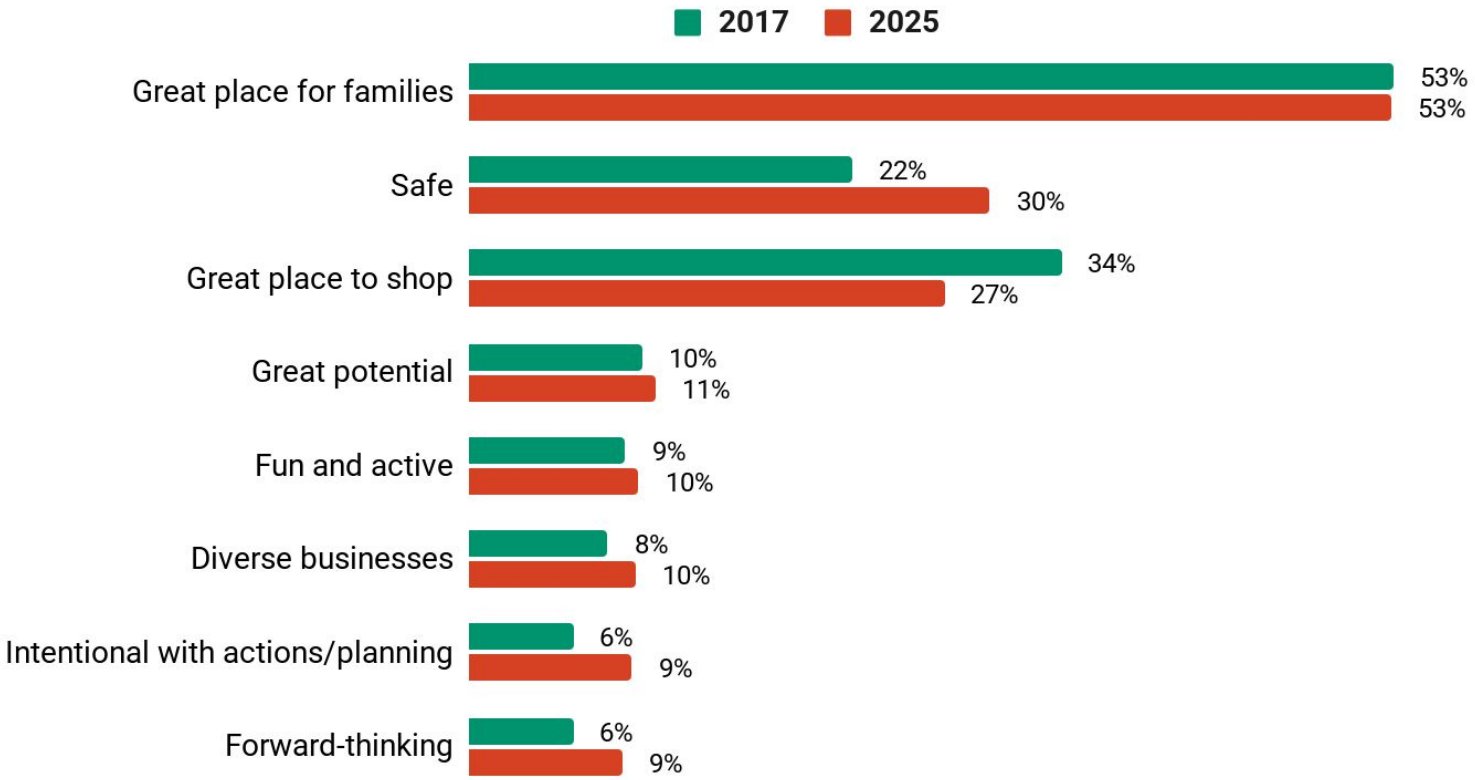
- Good schools
- Busy, crowded
- Convenient location
- Good restaurants

Community Survey

BY YEAR, TOP ANSWERS

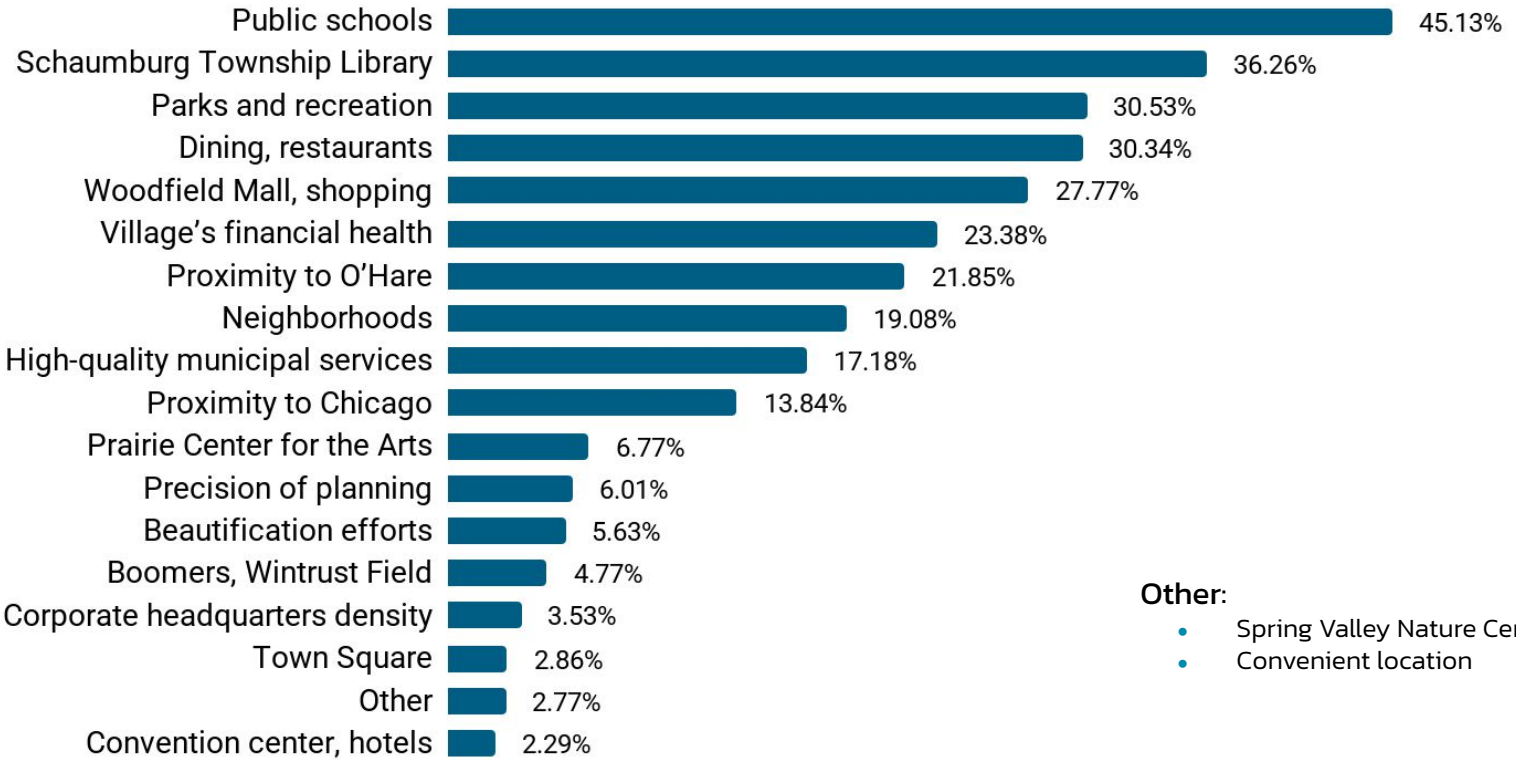
What word or phrase best describes Schaumburg?

Choose two answers.



Community Survey

In your opinion, what are Schaumburg's greatest assets?
Choose three answers.



Other:

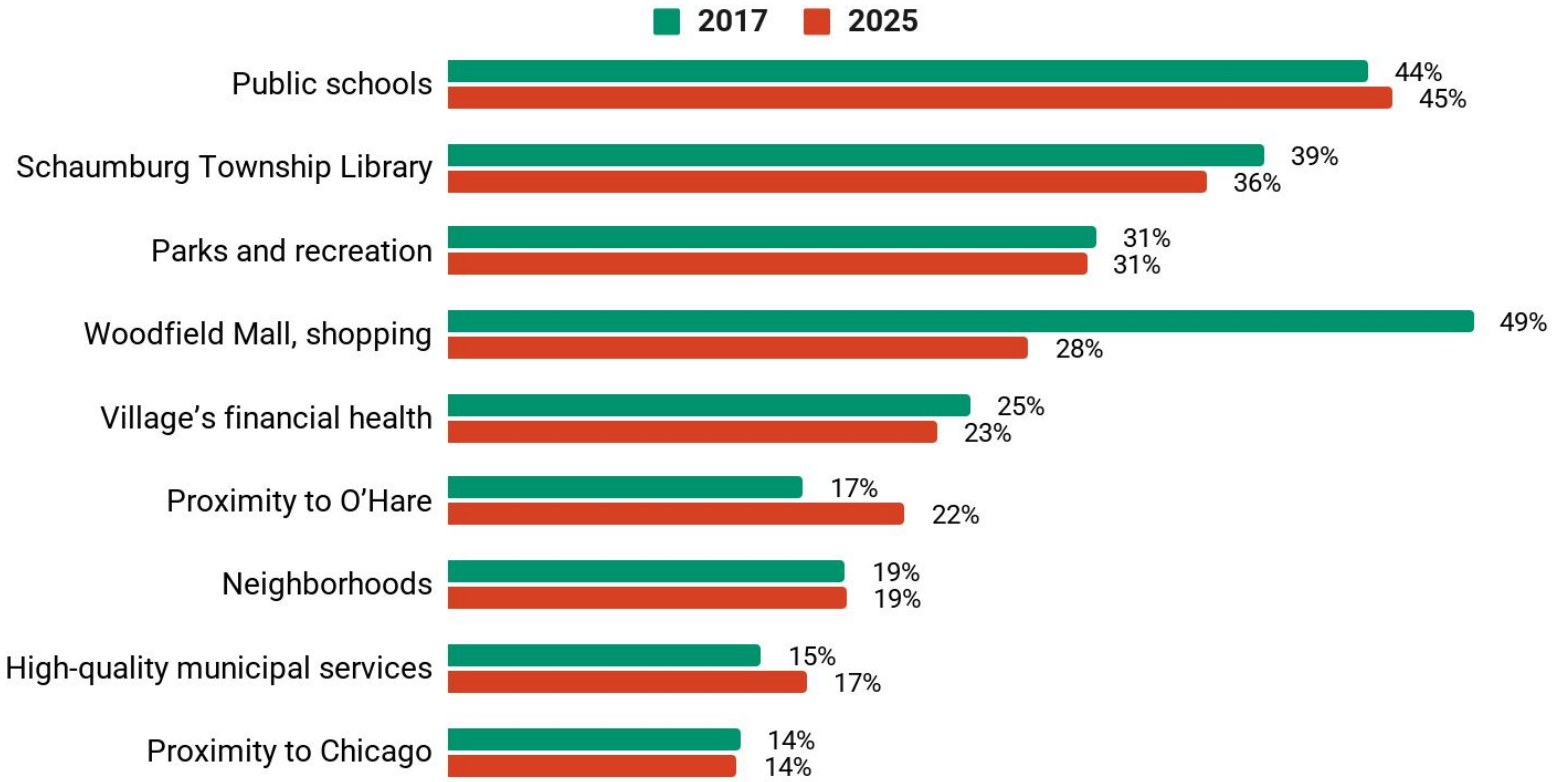
- Spring Valley Nature Center
- Convenient location

Community Survey

BY YEAR, TOP ANSWERS

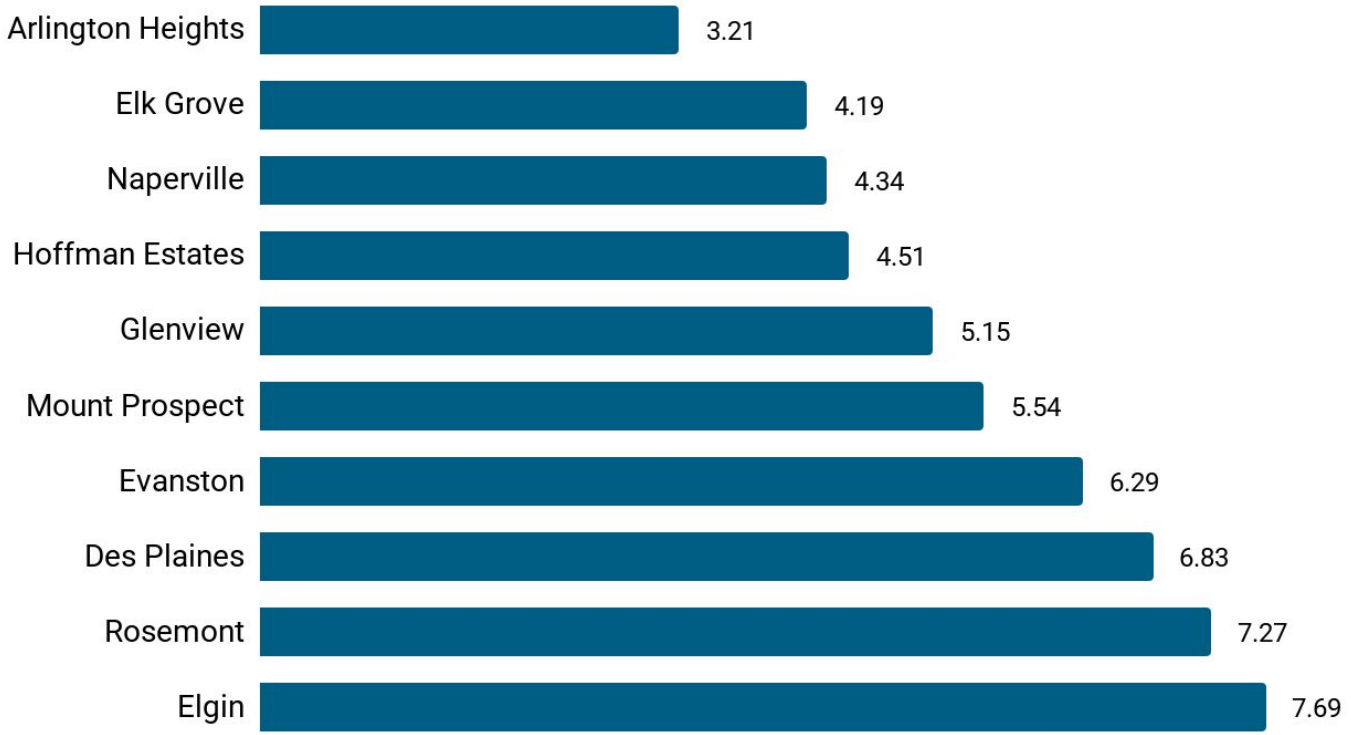
In your opinion, what are Schaumburg's greatest assets?

Choose three answers.



Community Survey

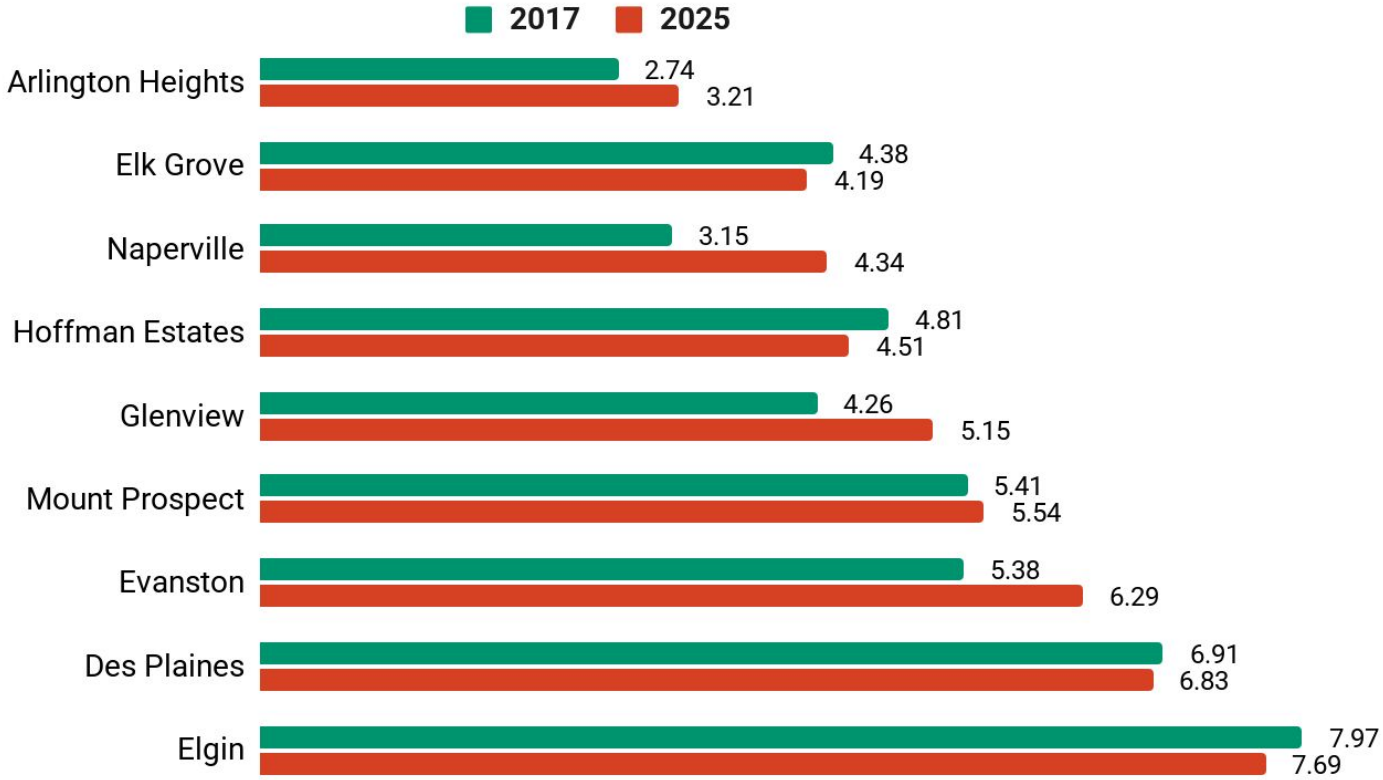
Please rank the following communities in order of preference from 1 (= Most Desirable Place to Live) to 10 (= Least Desirable Place to Live).



Community Survey

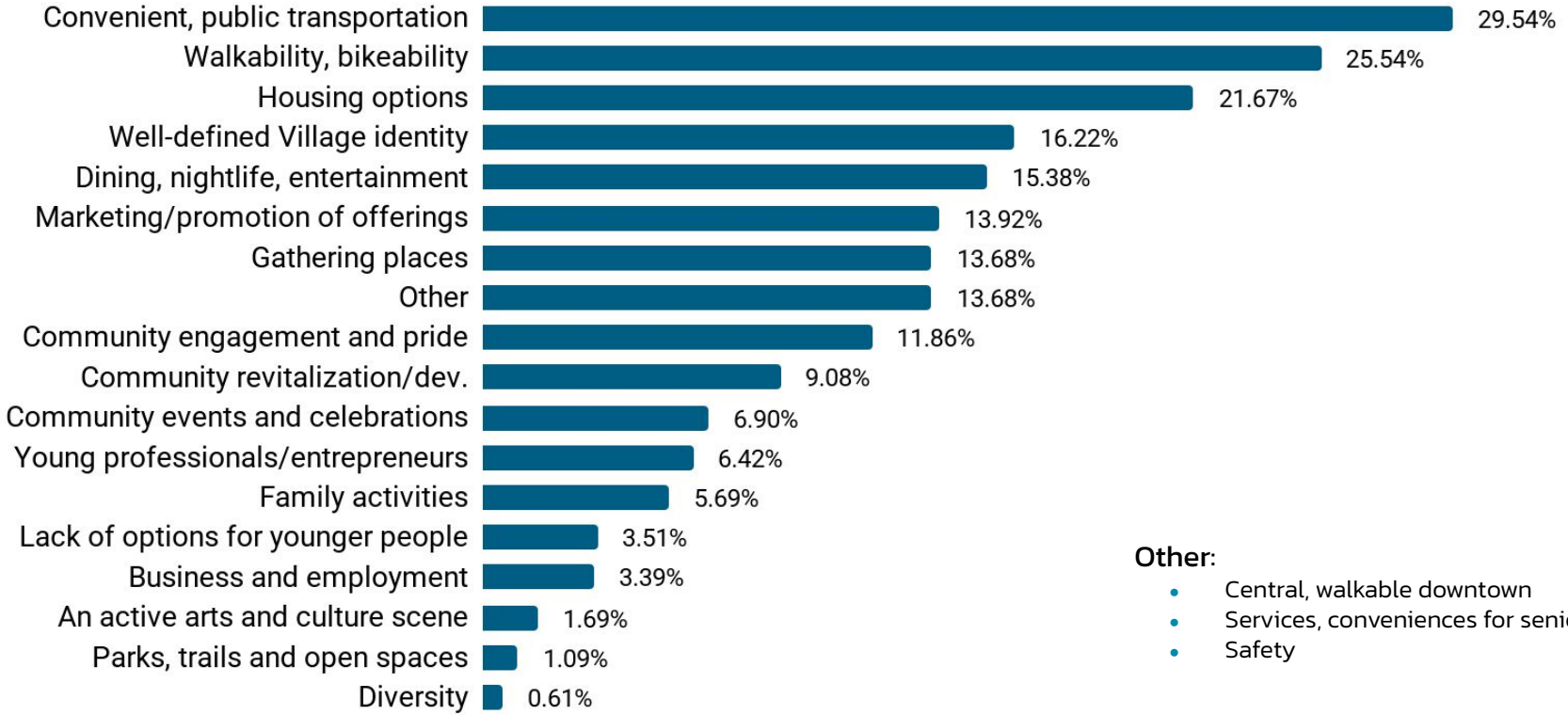
BY YEAR

Please rank the following communities in order of preference from 1 (= Most Desirable Place to Live) to 10 (= Least Desirable Place to Live).



Community Survey

In your opinion, what is missing in Schaumburg?
Choose two answers.



Other:

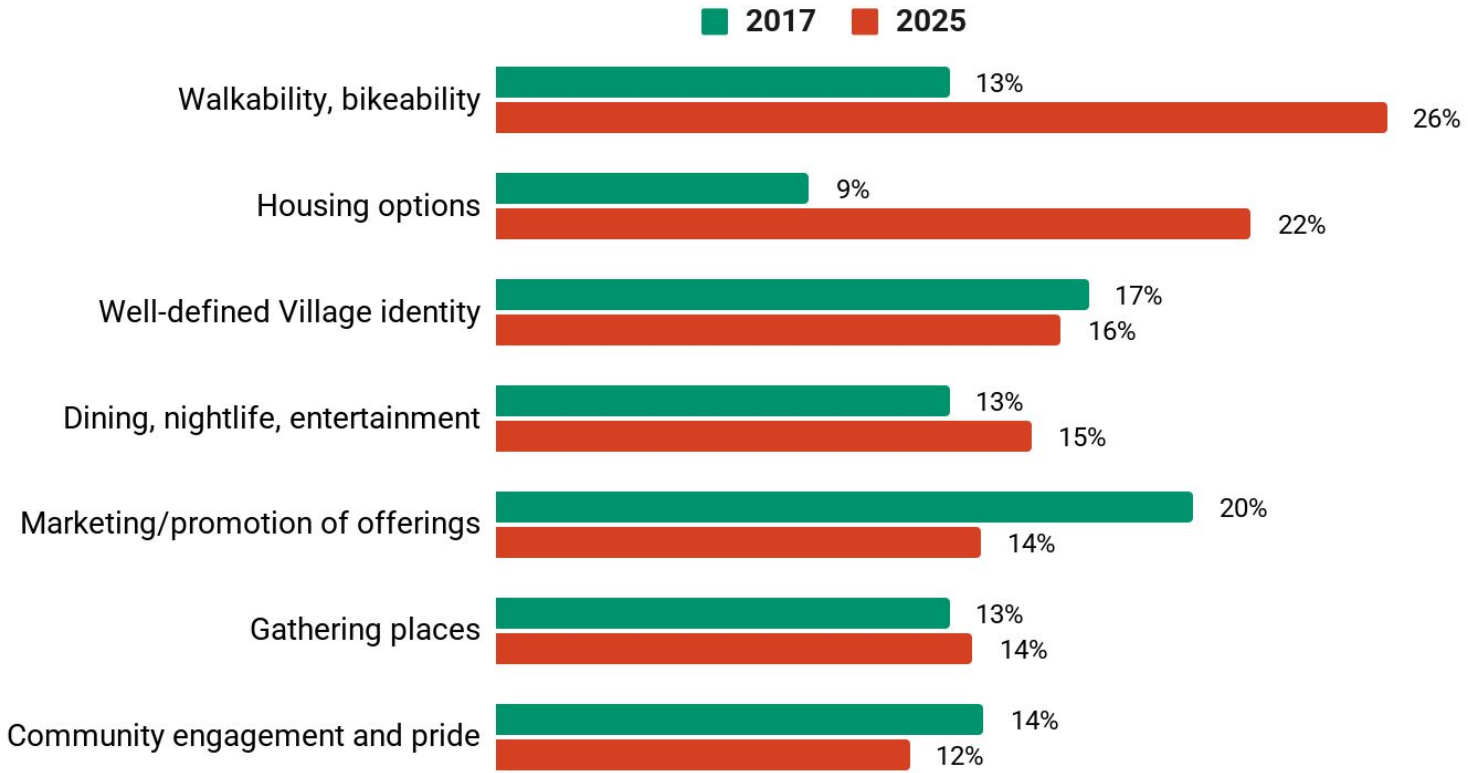
- Central, walkable downtown
- Services, conveniences for seniors
- Safety

Community Survey

BY YEAR, TOP ANSWERS

In your opinion, what is missing in Schaumburg?

Choose two answers.



Consumer Awareness + Perception Study

300 Completed Responses

Consumer Awareness and Perception Study

300 Total Respondents

- 100 from Cook County
- 100 from Inner Suburban Counties
  - *DuPage, Kane, Lake, McHenry, and Will Counties*
- 100 from Outer Suburban Counties
  - *Boone, DeKalb, Grundy, Kankakee, Kendall, LaSalle, and Winnebago Counties*

Terminations included:

- 78 for living outside areas of interest
- 8 for being under 18
- 102 for having lived or worked in Schaumburg
- 153 for not being familiar with Schaumburg

Consumer Awareness and Perception Study

Markets

- Cook County
- Inner Suburbs
- Outer Suburbs

Age

- Under 45 years old
- 45 years old and older

Visitors (220 respondents)

- Visitors indicated that they have visited Schaumburg.

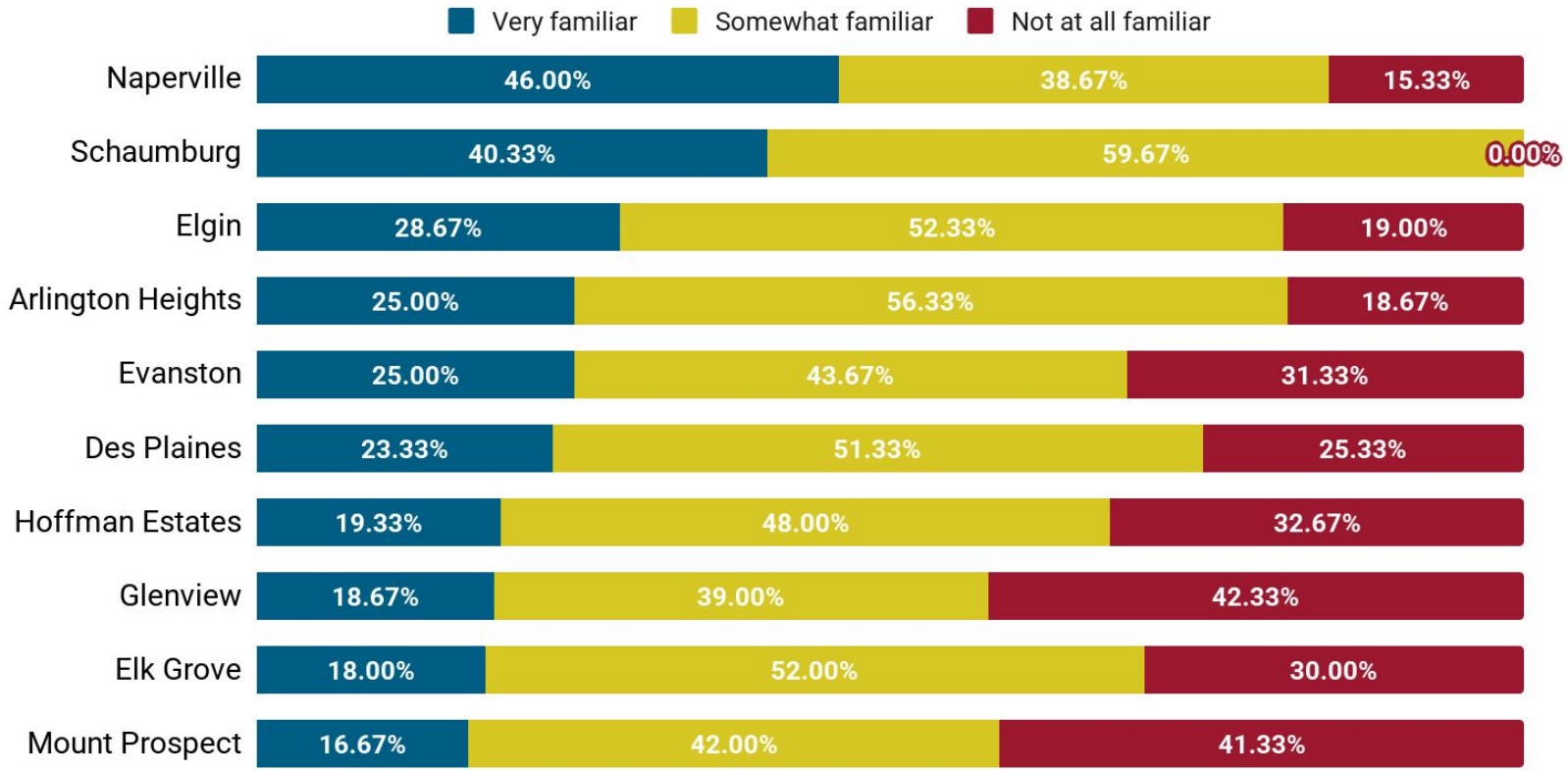
Gender

- Women
- Men

Familiarity

CAP Study

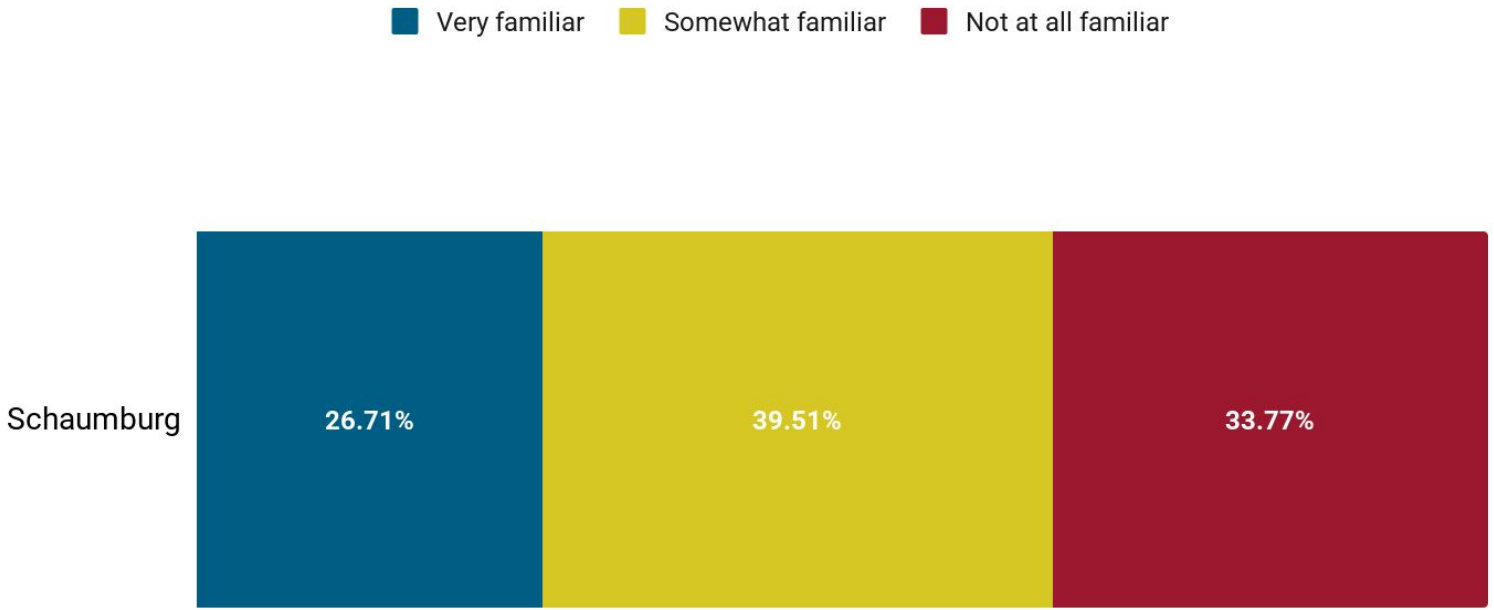
How familiar are you with the following communities in the Chicago area?



CAP Study

SCHAUMBURG ONLY, TERMINATIONS INCLUDED

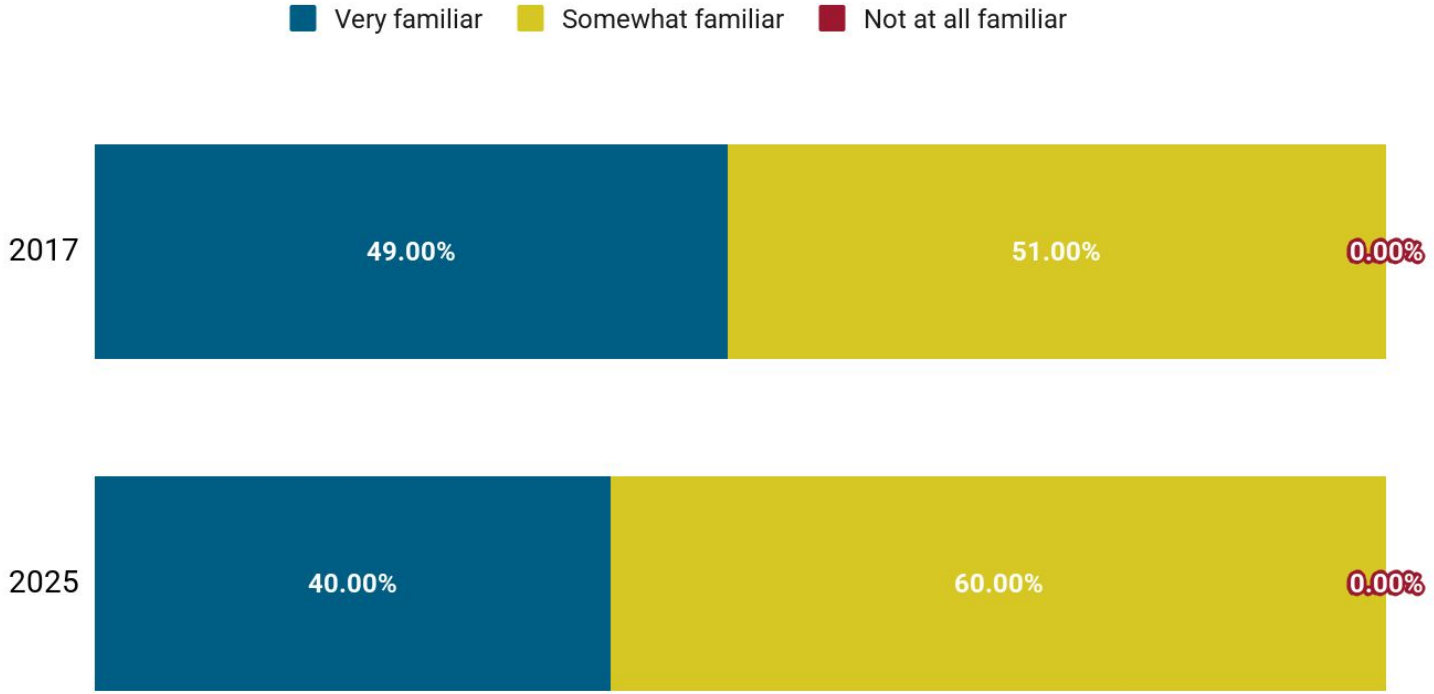
How familiar are you with the following communities in the Chicago area?



CAP Study

SCHAUMBURG ONLY, BY YEAR

How familiar are you with the following communities in the Chicago area?



Unaided Perceptions

CAP Study

SCHAUMBURG ONLY, BY YEAR

When you think of the following communities, what is the first thing that comes to mind?

2017

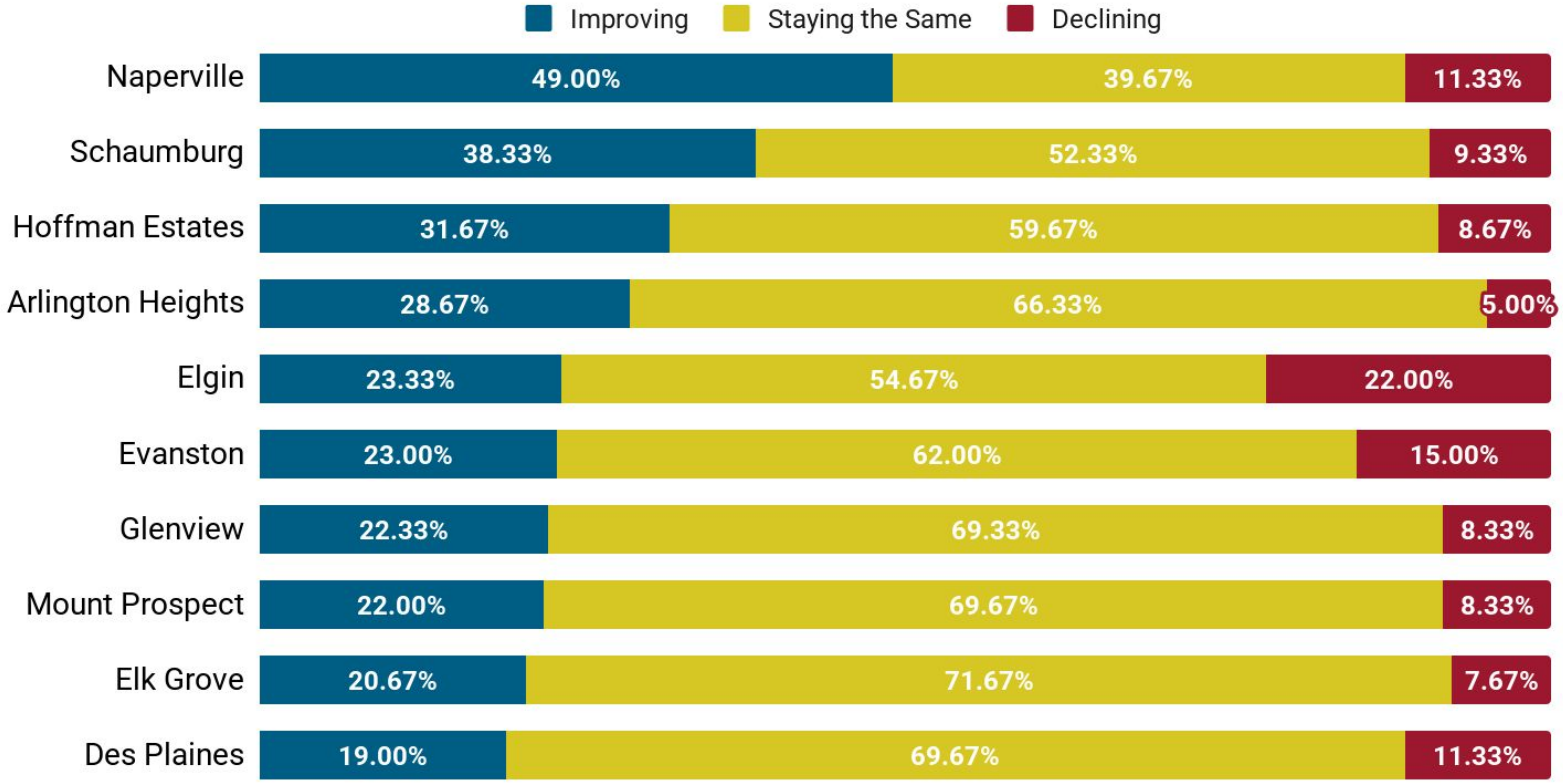
- Woodfield Mall
- Shopping
- IKEA

2025

- Shopping
- Woodfield Mall
- Wealthy

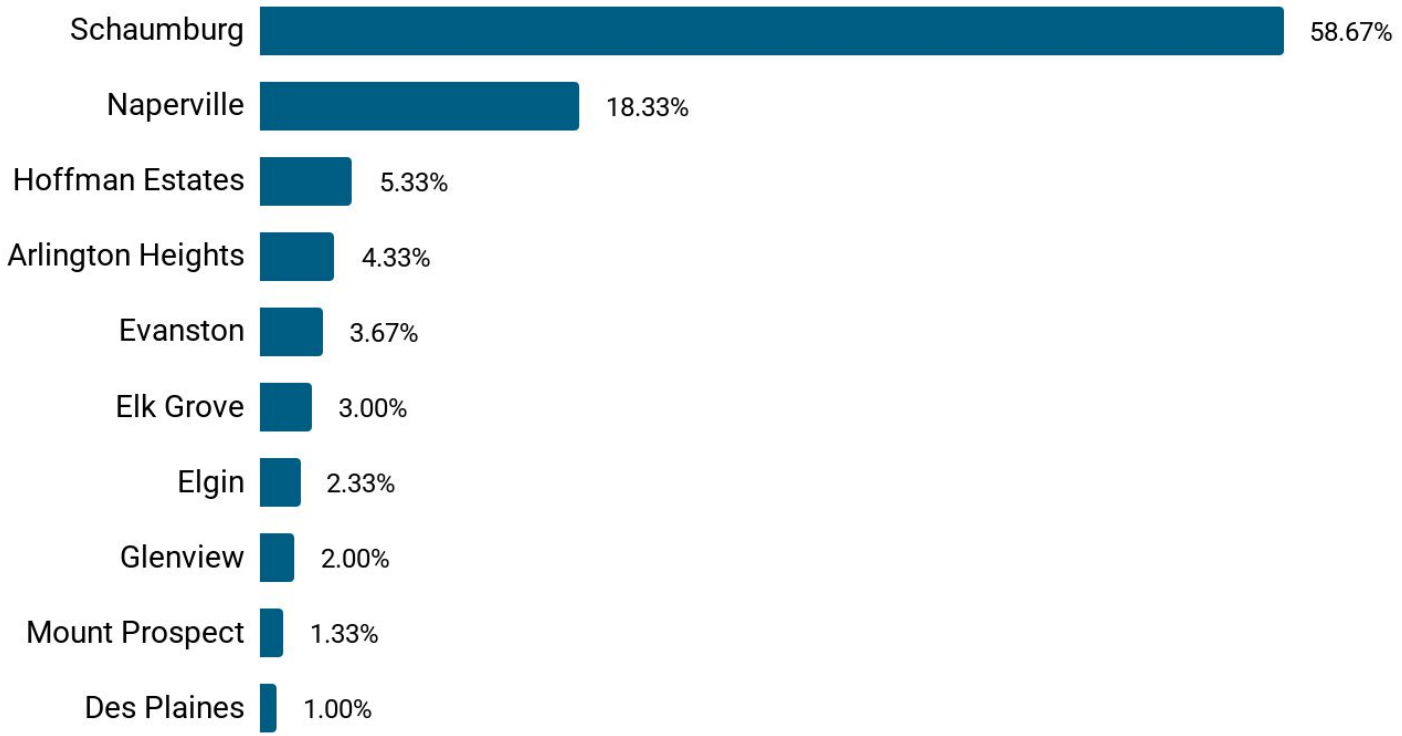
CAP Study

From your perspective, do you think the following communities are improving, declining, or staying the same?



CAP Study

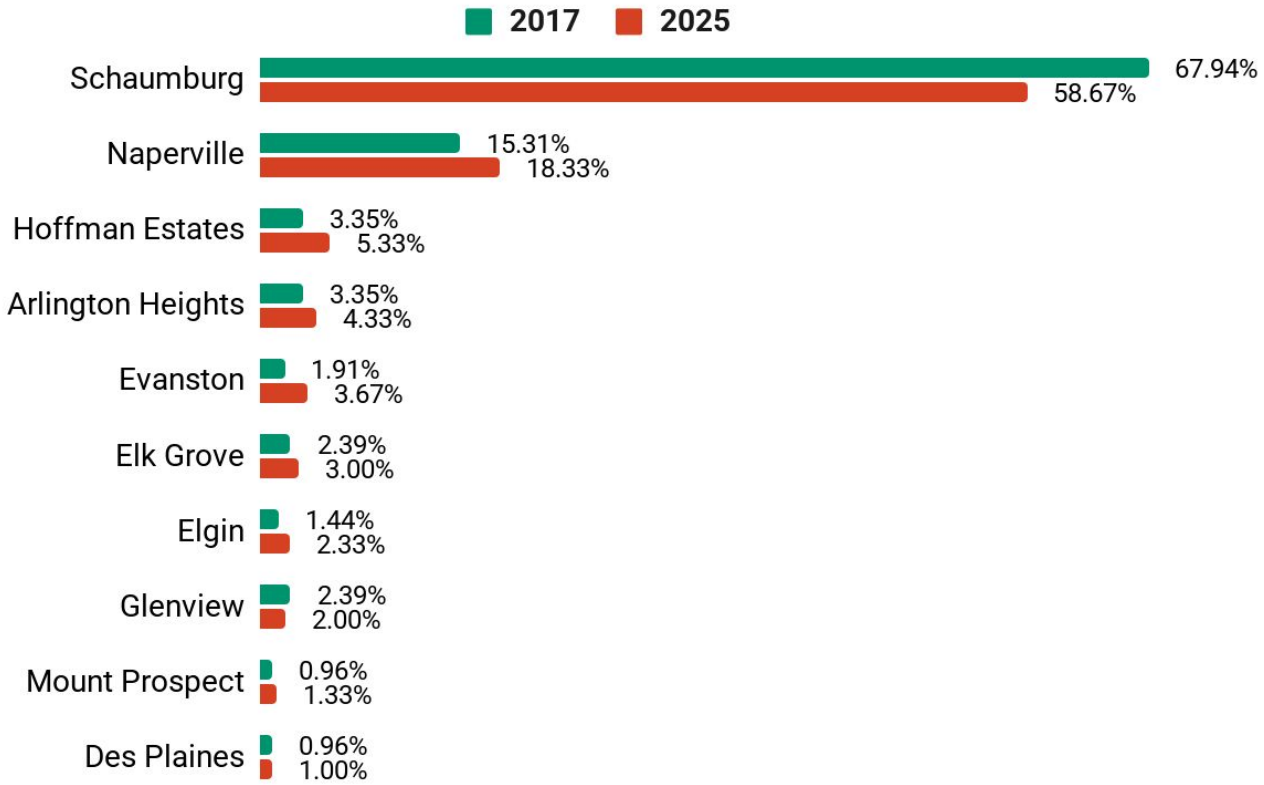
Which of the following communities do you most associate with many and varied retail options?



CAP Study

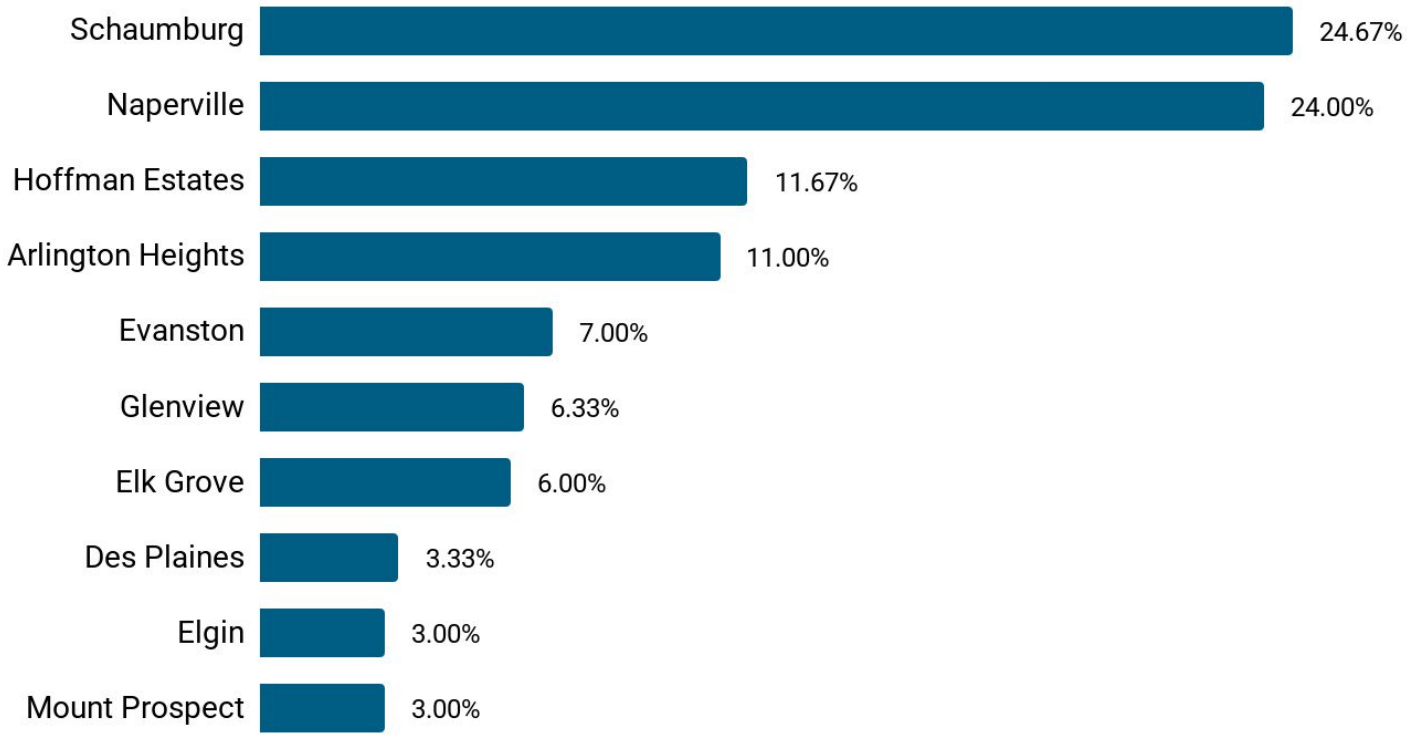
BY YEAR

Which of the following communities do you most associate with many and varied retail options?



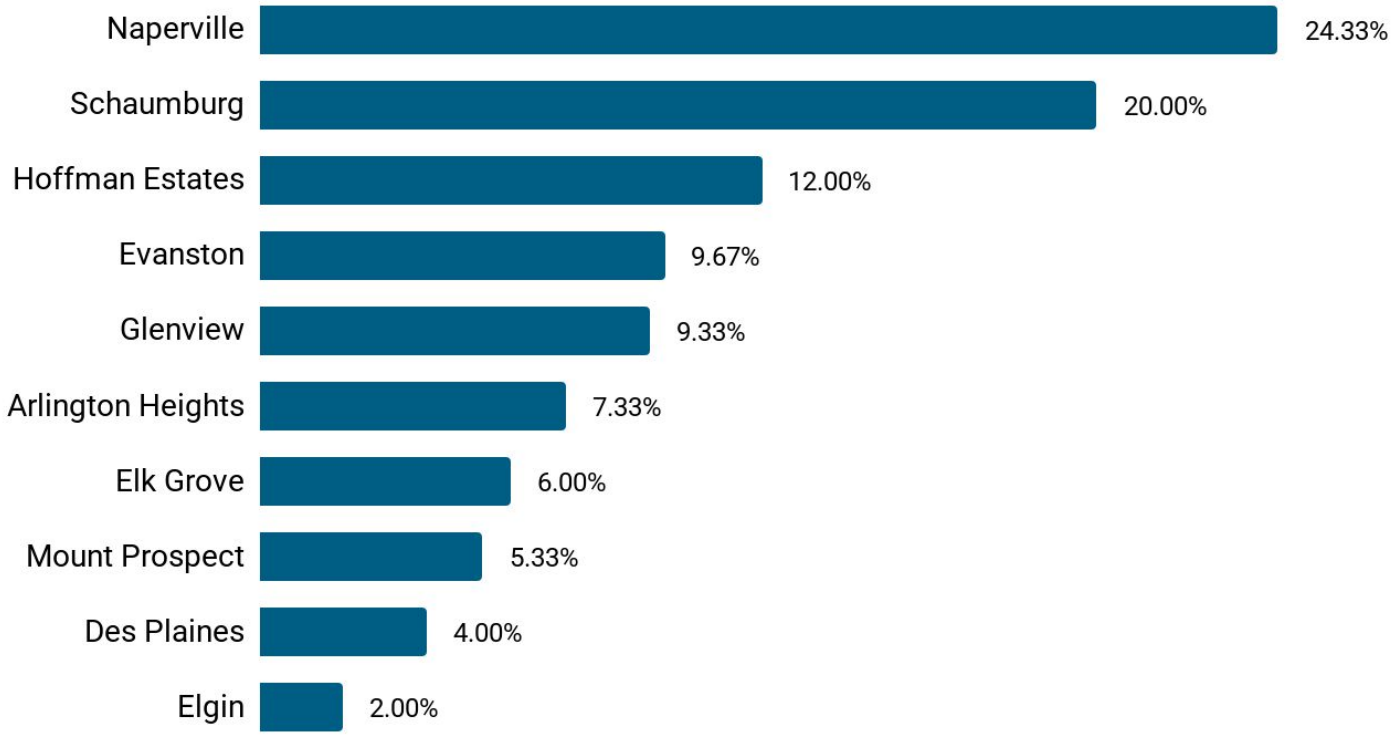
CAP Study

Which of the following communities would you be most likely to describe as an economic dynamo?



CAP Study

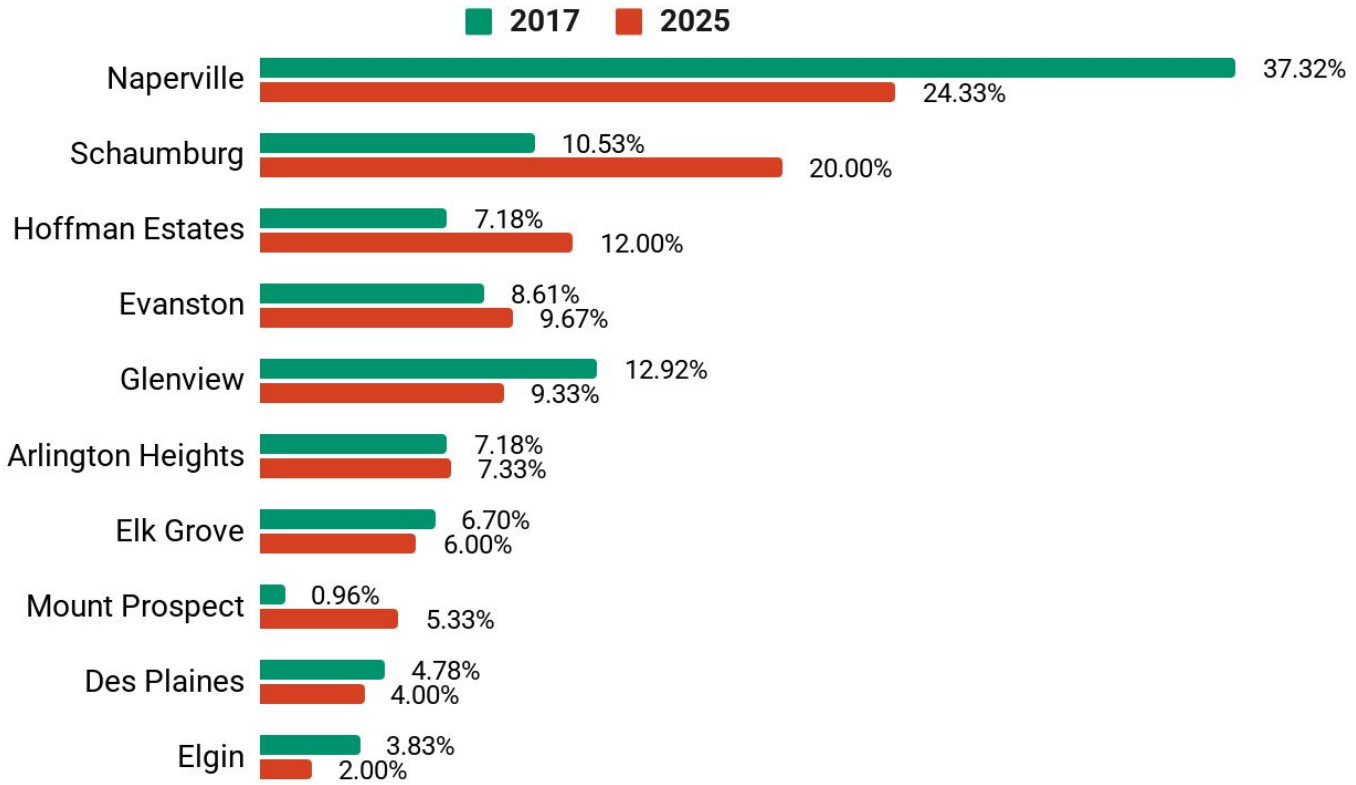
Which of the following communities would you be most likely to describe as well-designed and thoughtfully planned?



CAP Study

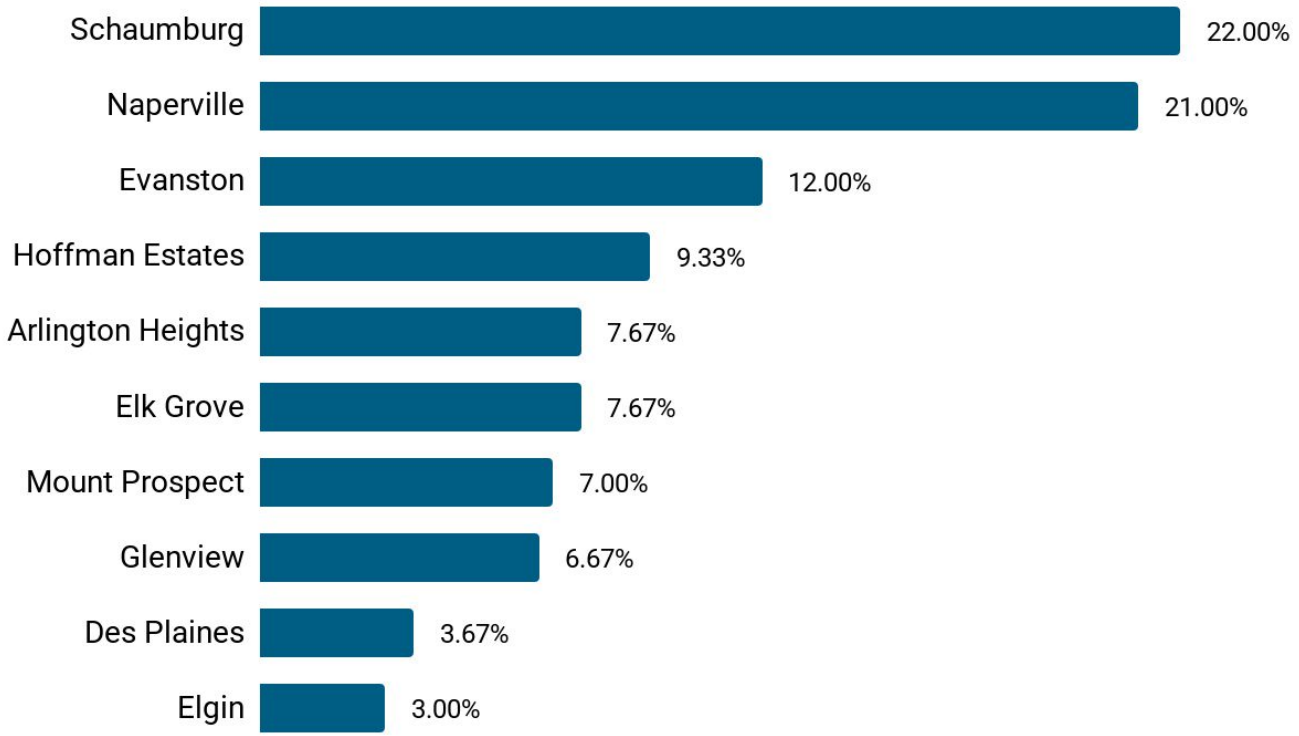
BY YEAR

Which of the following communities would you be most likely to describe as well-designed and thoughtfully planned?



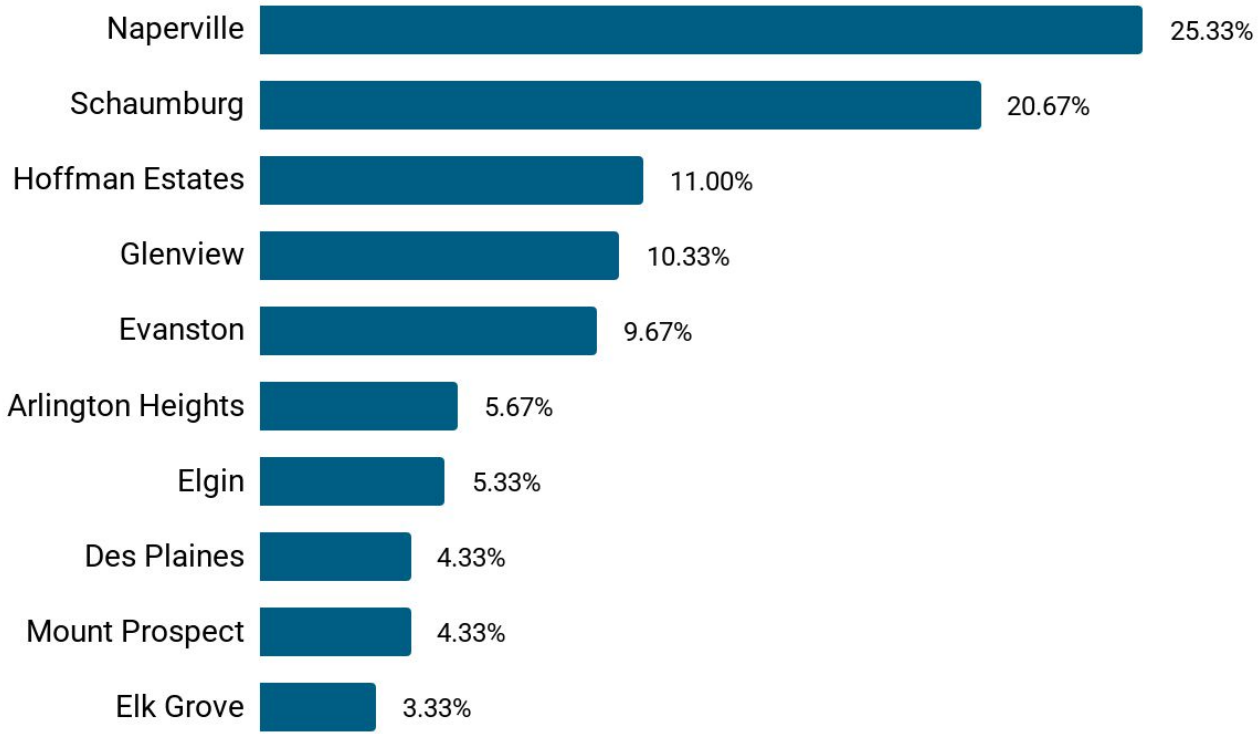
CAP Study

Which of the following communities would you be most likely to describe as welcoming and friendly?



CAP Study

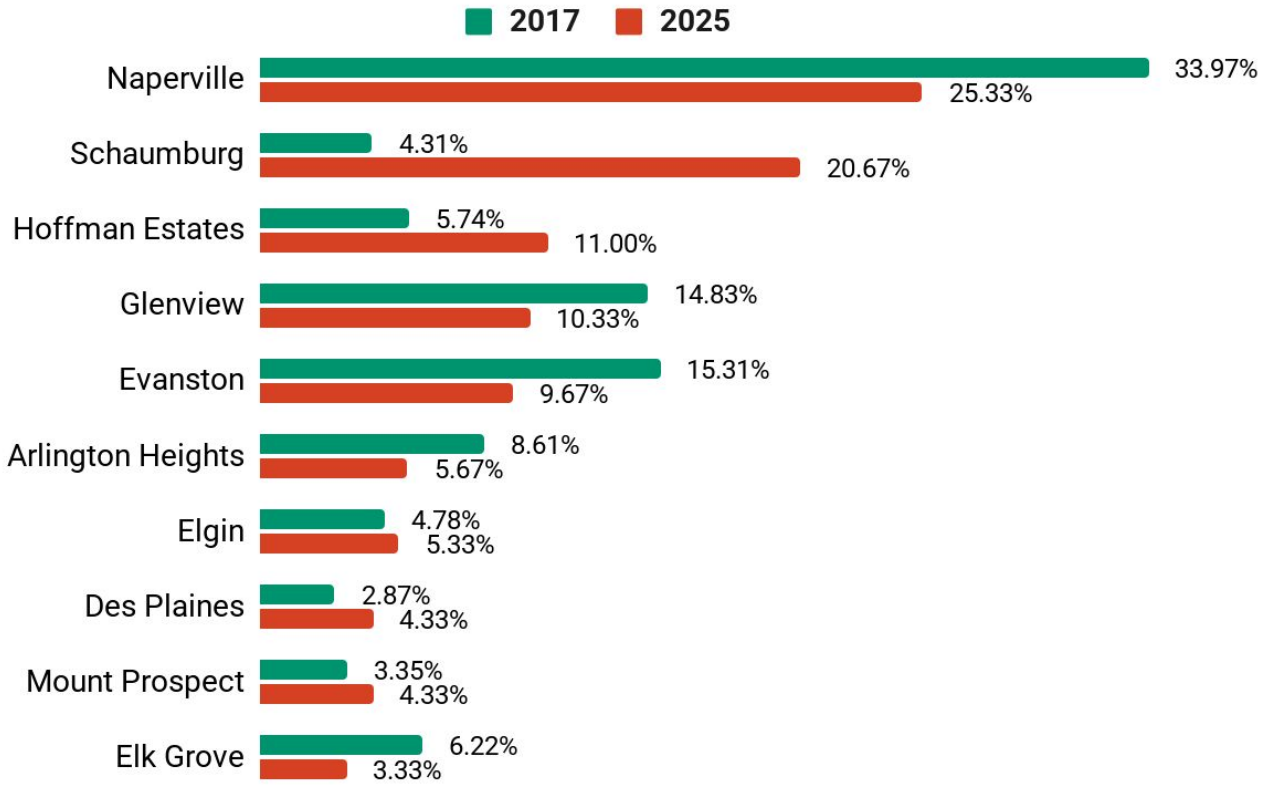
Which of the following communities would you be most likely to consider if moving to a suburban area around Chicago?



CAP Study

BY YEAR

Which of the following communities would you be most likely to consider if moving to a suburban area around Chicago?



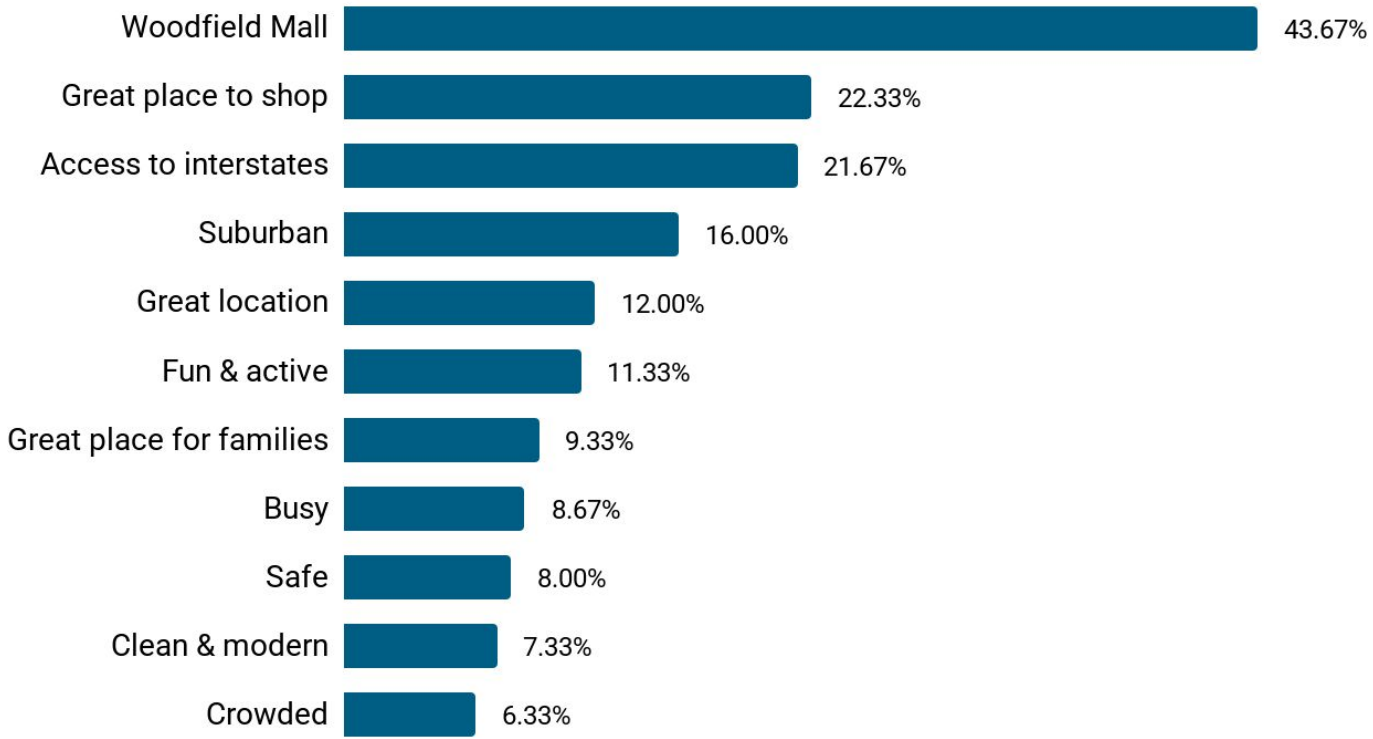
Perceptions

CAP Study

TOP ANSWERS

What phrase or adjective best describes Schaumburg?

Choose two answers.

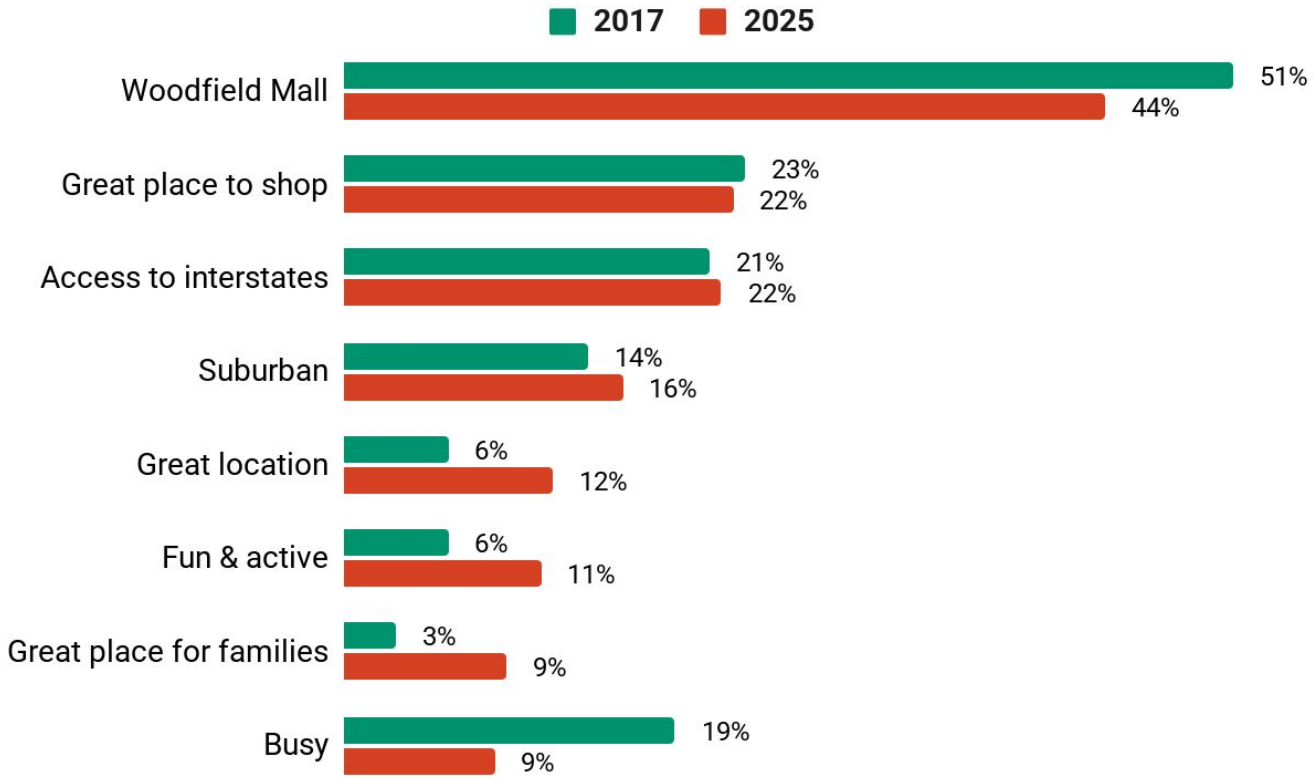


CAP Study

BY YEAR, TOP ANSWERS

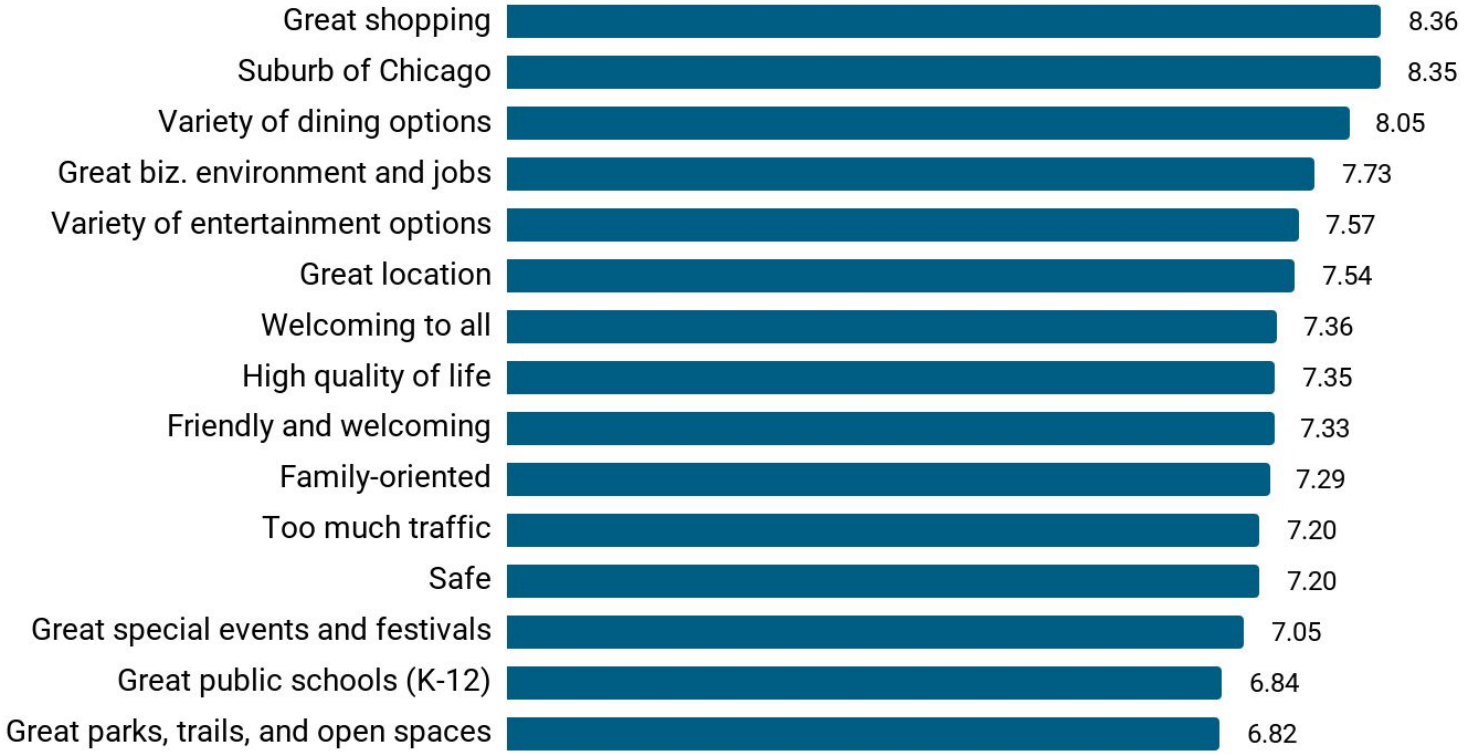
What phrase or adjective best describes Schaumburg?

Choose two answers.



CAP Study

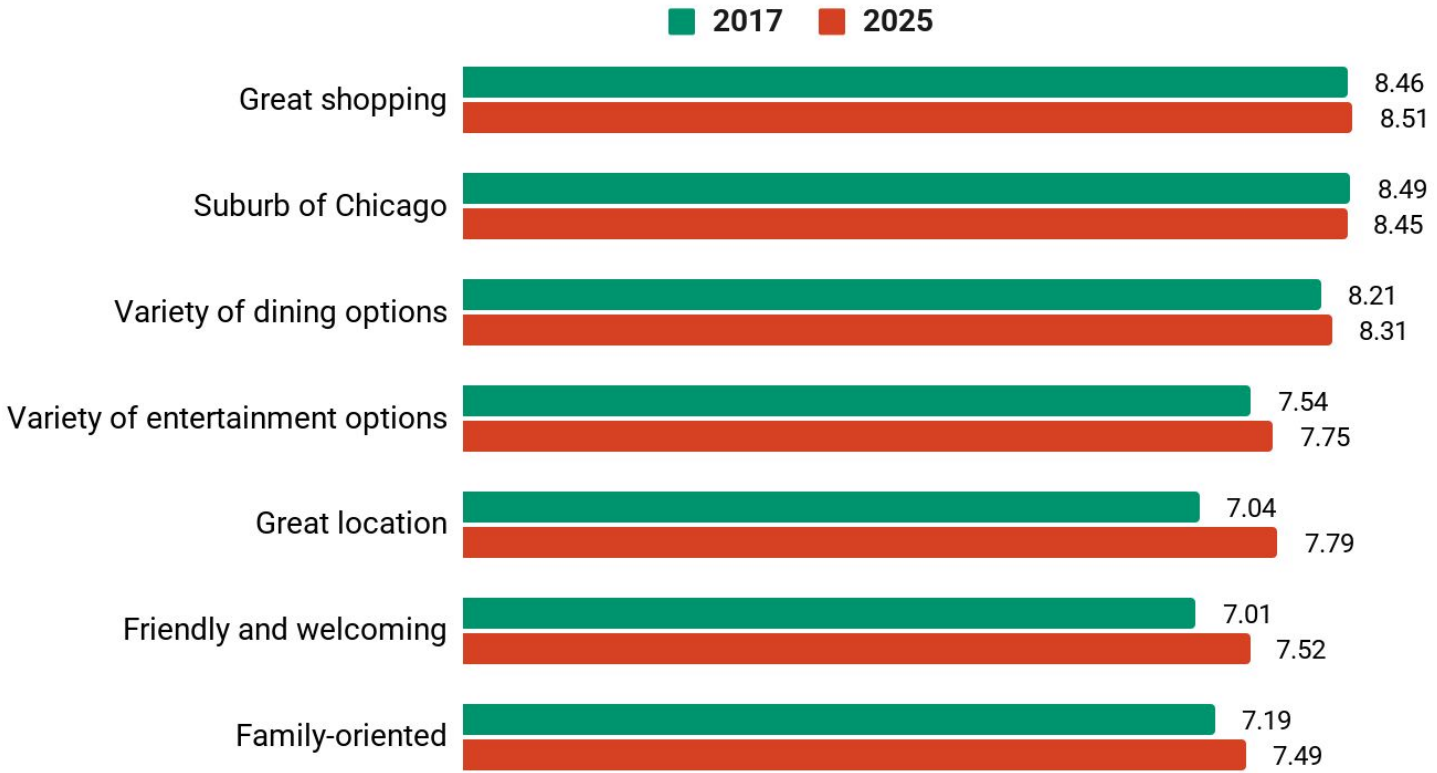
Based on your perception of Schaumburg, how would you rate these descriptions on a scale of 1-10, with 1 being "does not describe Schaumburg at all" and 10 being "an exact description of Schaumburg?"



CAP Study

VISITORS ONLY, BY YEAR, TOP ANSWERS

Based on your perception of Schaumburg, how would you rate these descriptions on a scale of 1-10, with 1 being "does not describe Schaumburg at all" and 10 being "an exact description of Schaumburg?"



CAP Study

What differentiates Schaumburg compared to other Chicago area suburbs?

Shopping Destination

- "Woodfield Shopping Mall defines Schaumburg."
- "The Mall, the access to highways, the variety of shops and services, the Golf Road corridor…"
- "It is like a mini downtown. Almost like Rosemont but for shopping."
- "Not all suburbs have the store locations that Schaumburg does or even can offer."

Minding Its Business

- "It is very business oriented. Other suburbs focus on other life aspects."
- "They have corporate buildings and expensive condos."
- "I think Schaumburg drives to become both a business area and personal family area. I think they blend the two quite well."

Well-Positioned

- "The location provides easy access to many areas in the metro area. Yet there is lots of open space."
- "Seems to be a halfway point into the city"
- "Schaumburg is a much larger city with great access to main highways. And a very straightforward path to Chicago."

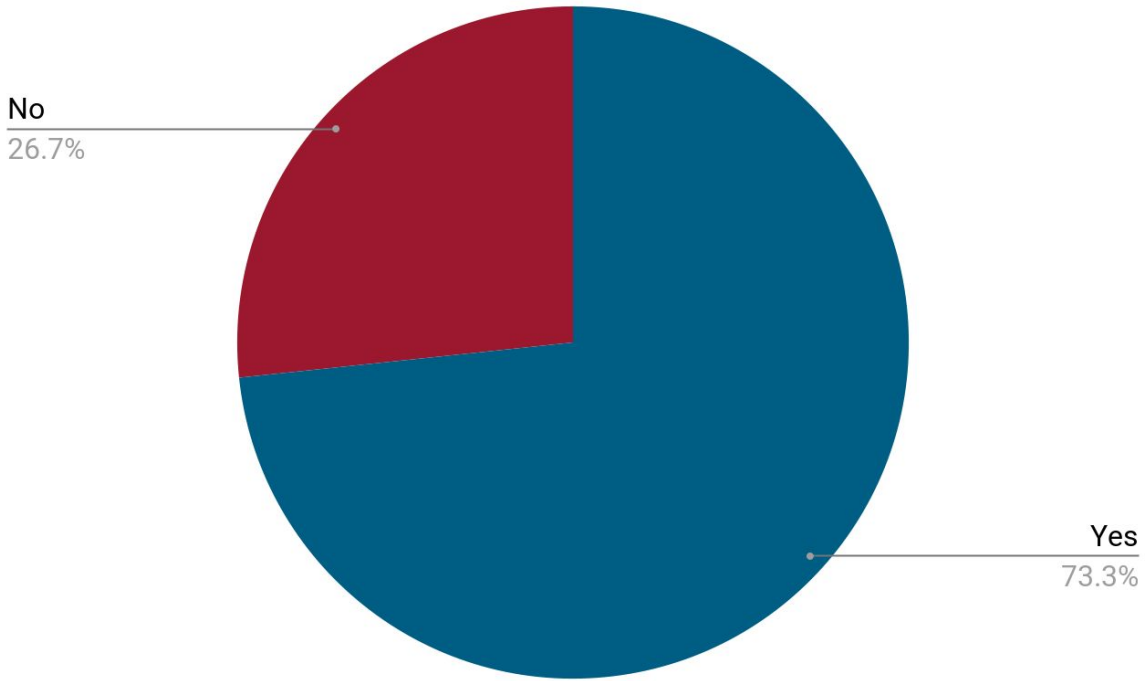
Feels Safe

- "It's somewhat safer with a lot more stuff to do."
- "It's farther west from the city so you don't get too many bad things happening."
- "It doesn't seem as dangerous, and more people [are] involved in keeping others safe."

Visitors

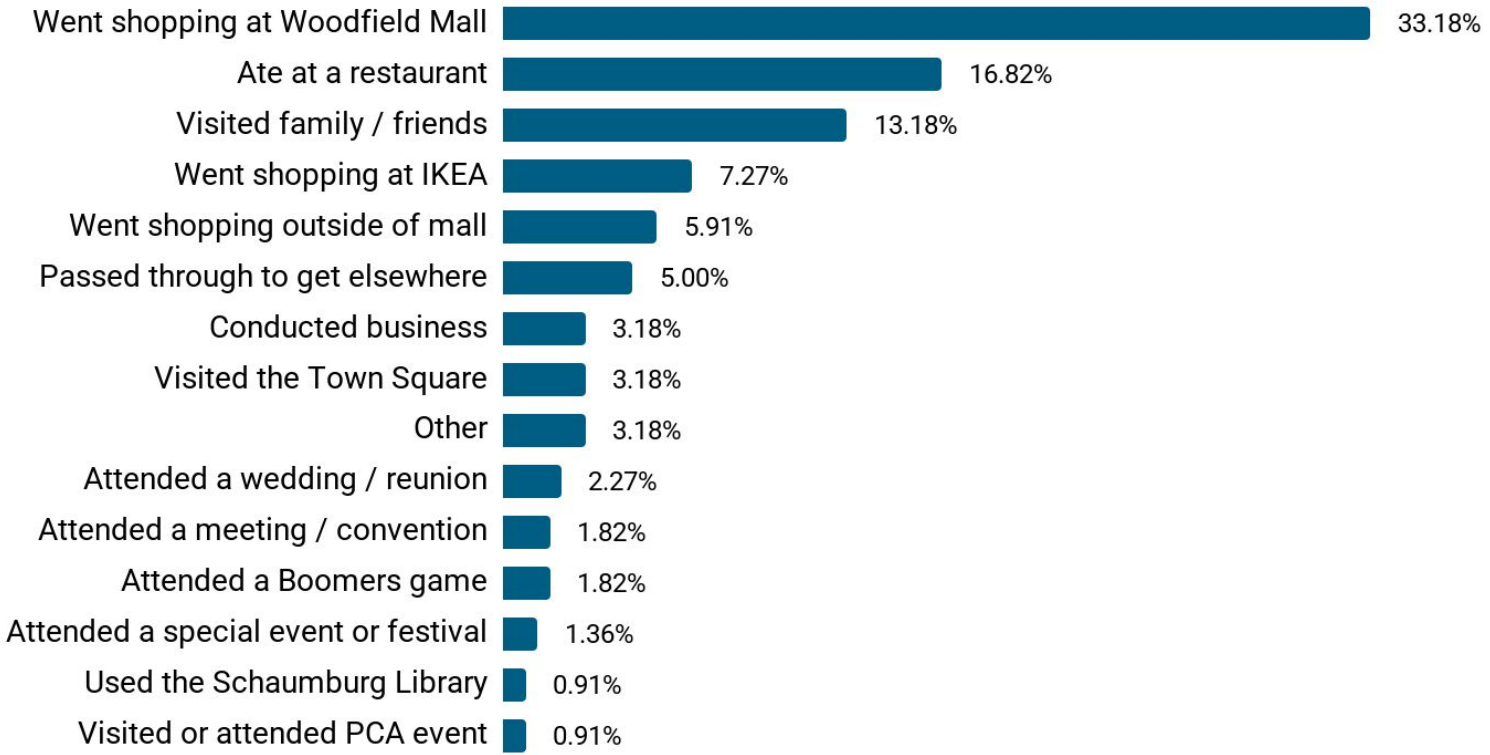
CAP Study

Have you visited or been to Schaumburg in the past two years?



CAP Study

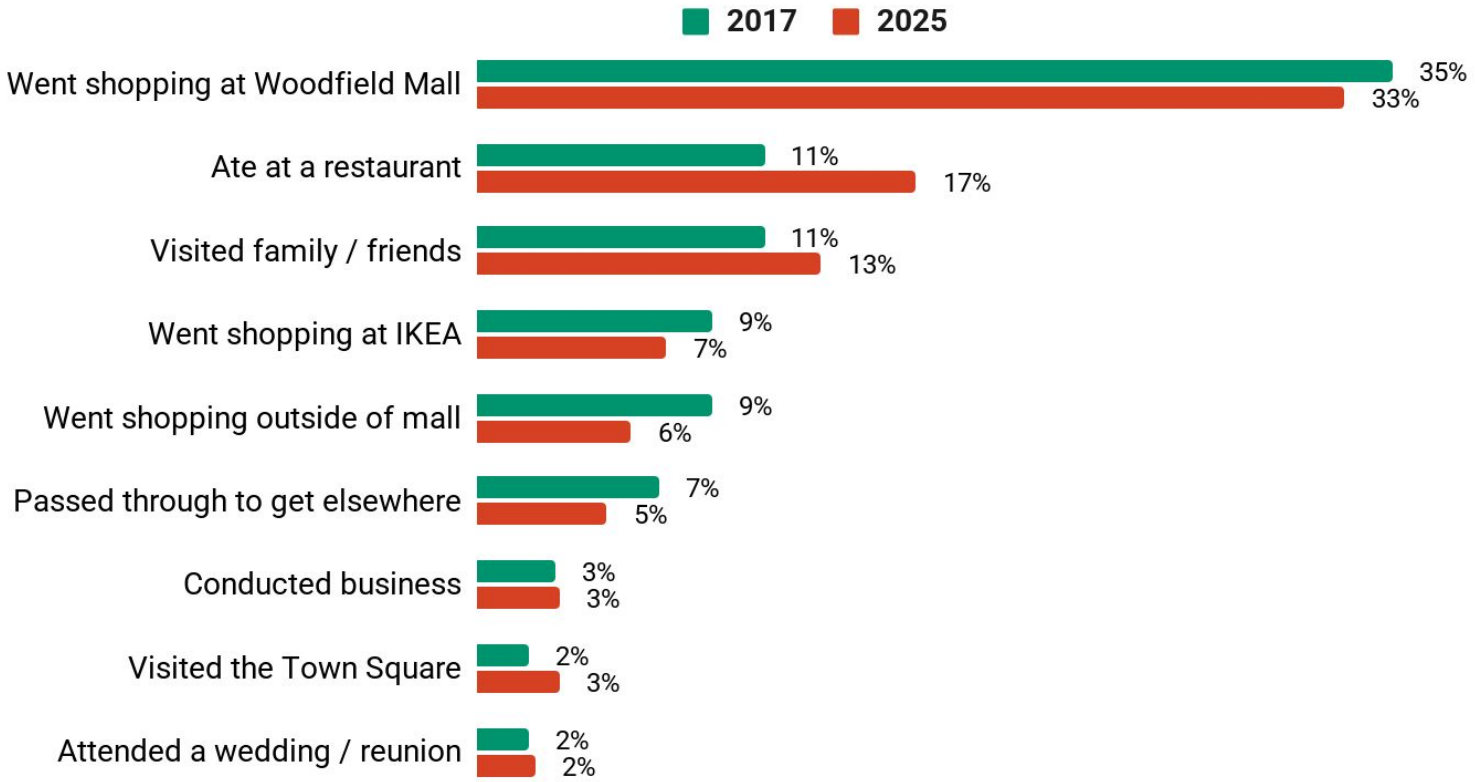
What was the primary purpose or main reason you visited Schaumburg on your most recent visit?



CAP Study

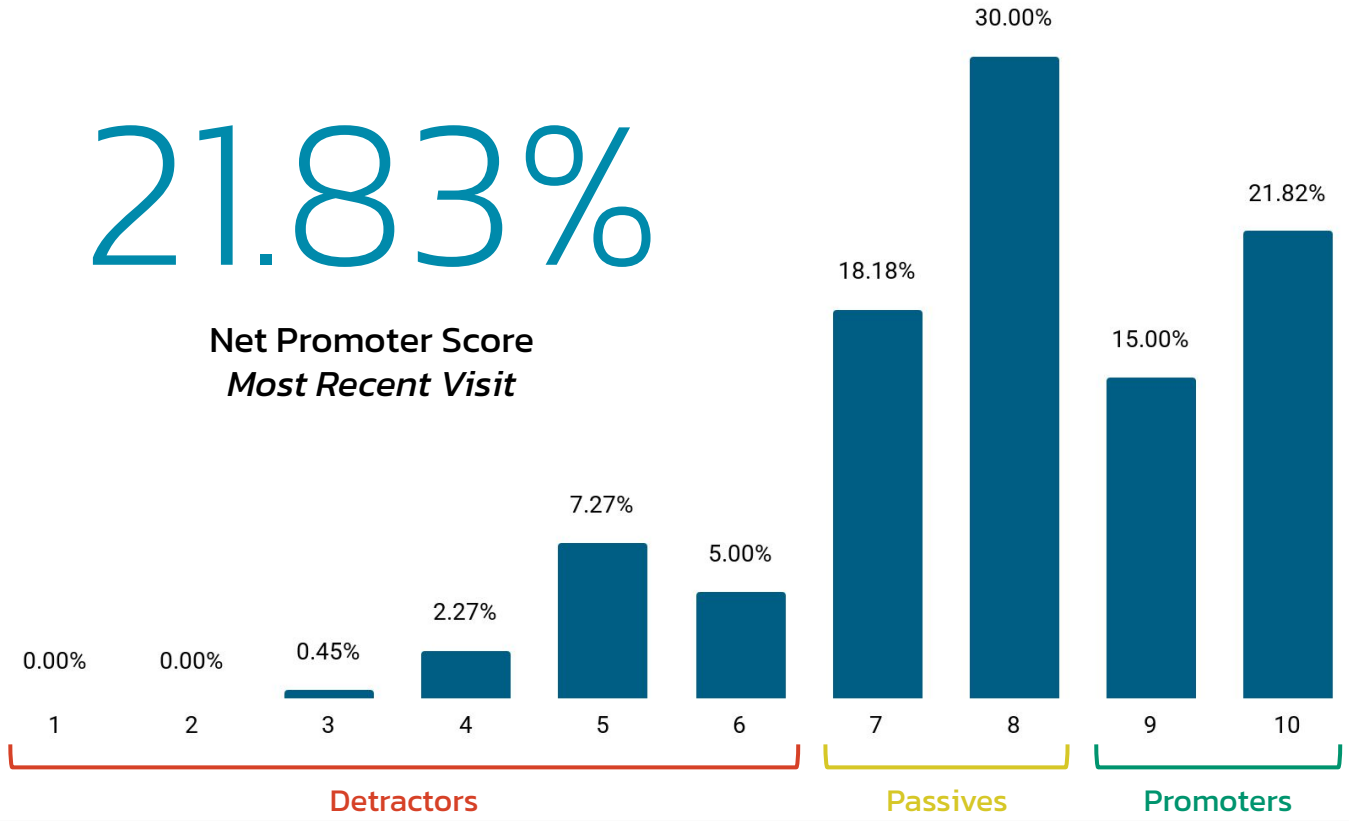
BY YEAR, TOP ANSWERS

What was the primary purpose or main reason you visited Schaumburg on your most recent visit?



CAP Study

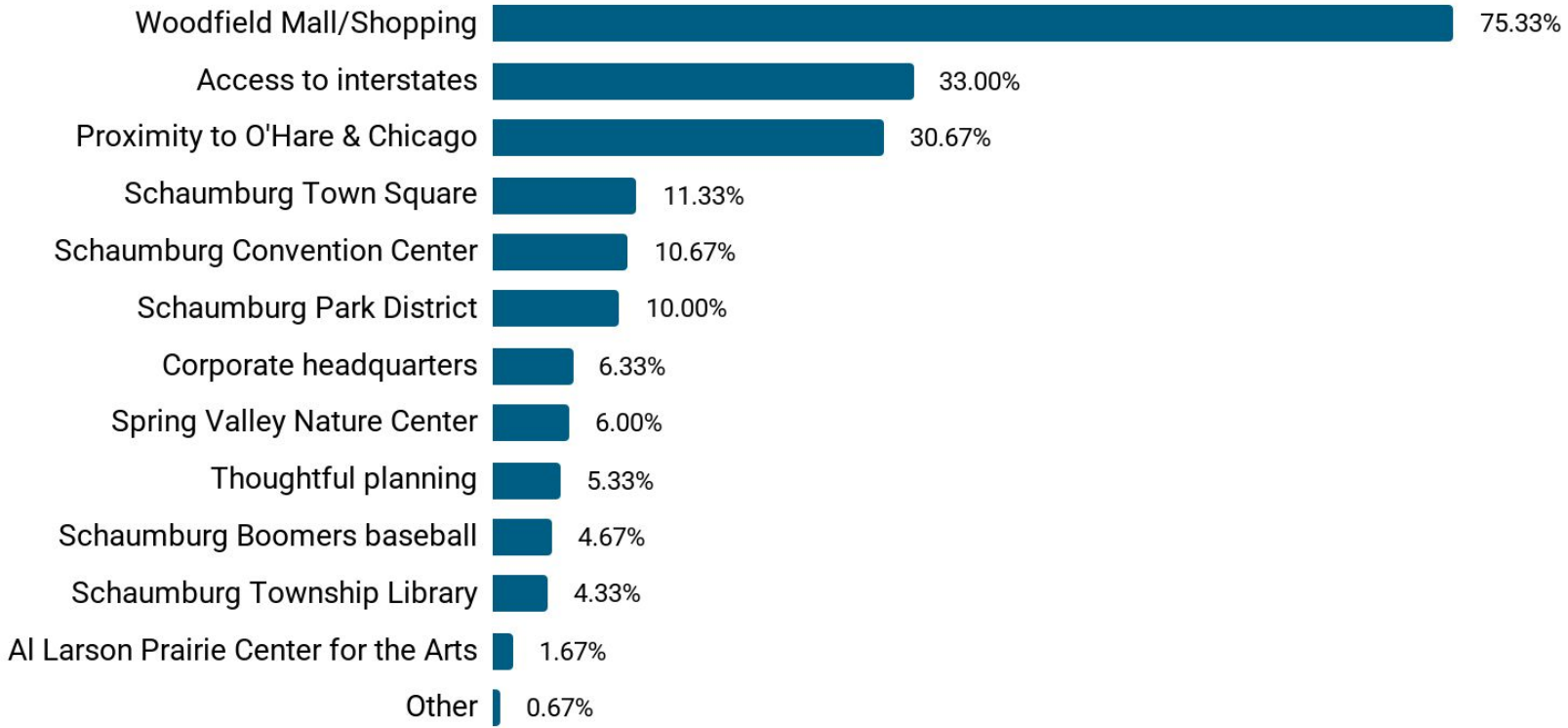
On a scale of 1-10, with 1 being the "worst experience" and 10 being the "best experience", how would you rate the experience of your most recent visit to Schaumburg?



All Respondents

CAP Study

Of the options below, which is the most important to the identity and reputation of Schaumburg?
Choose two answers.

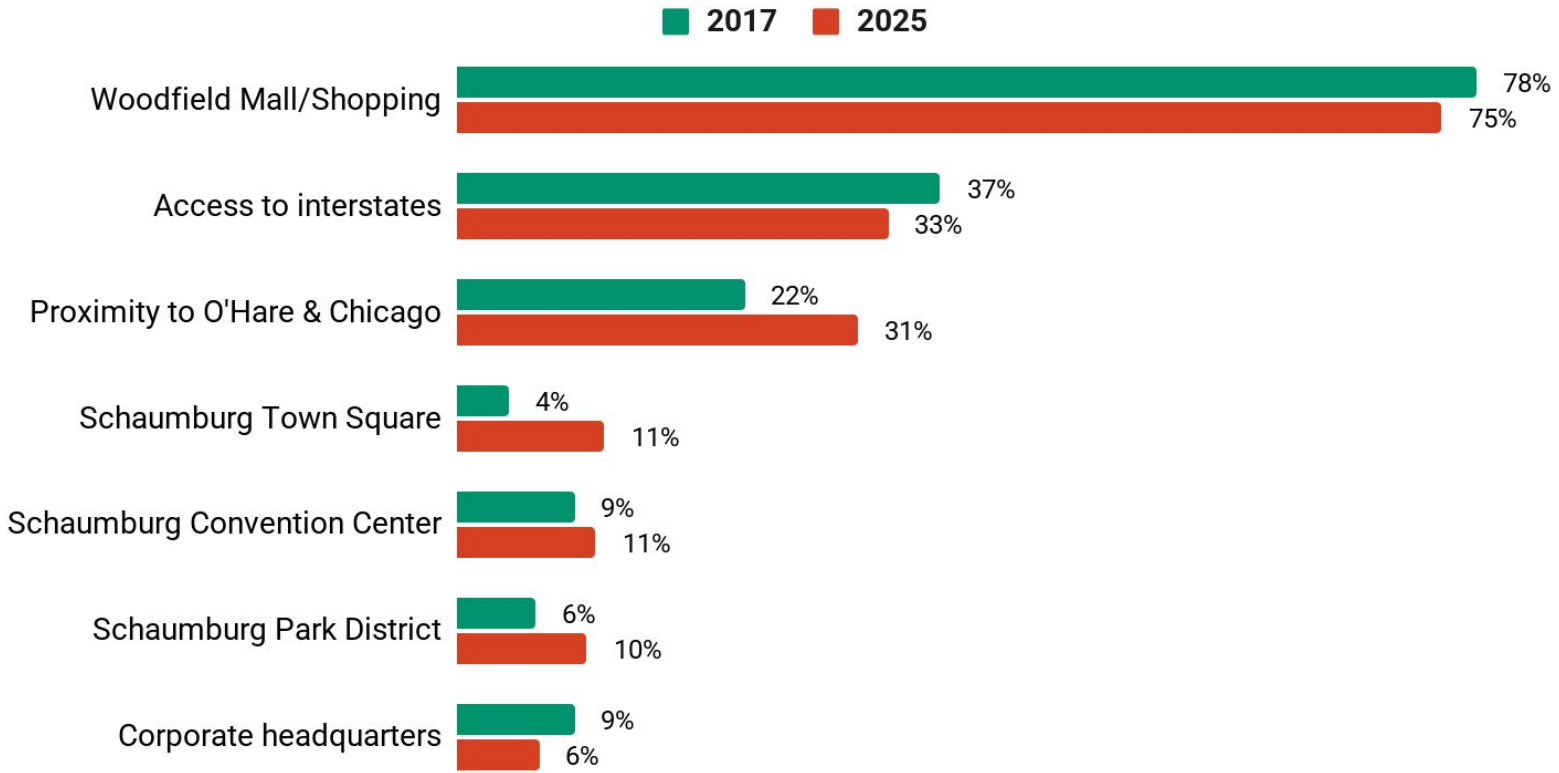


CAP Study

BY YEAR, TOP ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.



External Perception Study

External Perception Study

Assets	Challenges	Missing	Opportunities
Schools	Traffic	Robust small biz scene	Redevelopment
Woodfield Mall	Attracting small businesses	Local flavor	Improving roads
Location	Affordability	Available land	Attracting young families
Parks	Walkability	Arts	Diversity economic portfolio
Hotels/Convention	High local taxes	Housing inventory	
Spring Valley	Overcrowded	Downtown feel	
		Unique experiences	

External Perception Study

QUOTES

- "Schaumburg is an impressive community that's supportive of residents and businesses."
- "Economic Development people do a great job of getting people in."
- "Working hard to entice 20-40 year old professionals to come here to take jobs."
- "Schaumburg is the leader, but neighboring communities are improving to catch up."
- "The Village has a very established staff."
- "Pretty well built out, so it appears redevelopment is the focus now."
- "The Village does a great job with entryway signage."
- "Known for great schools."

Next Steps

- Any Questions?
- Implications of the Research Findings
  - Brand Barometer as a Measure of Success
  - Connecting with Schaumburg Residents
  - Reaching Outside Audiences

Thank you, Schaumburg!

NORTH STAR
PLACE BRANDING + MARKETING

NORTH STAR

+ Schaumburg, IL

Community Perception Study Report

April 2025

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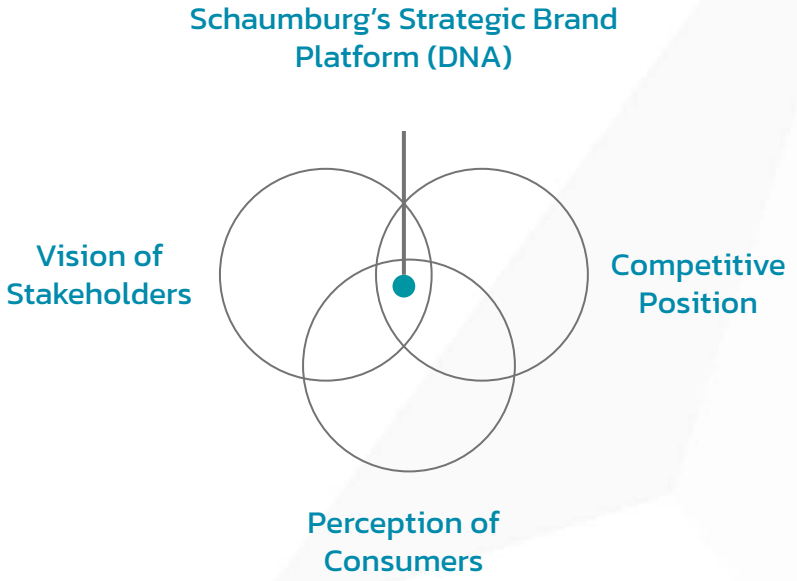
Research

Understanding Your Brand

Research

This research addresses Schaumburg's current brand positioning in relation to benchmark and updated measurements of stakeholder, resident, and visitor perceptions. We have reassessed the market environment, your consumers, current communications, and the competition. Importantly, we gathered firsthand information about Schaumburg from our site visit.

We are looking for current attitudes and behavioral trends about Schaumburg and how they have changed since our first engagement in 2017. In this stage, we uncover the ongoing relationship between three factors: the vision of the stakeholders, the perception of consumers, and the competitive position in the marketplace.



Trustee Survey

Trustee Survey

Purpose

The purpose of the Trustee Survey is to gather qualitative information/perceptions regarding Schaumburg from stakeholders. What do they like and dislike about their community? How would they make it better? What kind of things do they associate with Schaumburg? After all, no one knows Schaumburg better than those who form its backbone.

Methodology + Results

To understand stakeholder perceptions, a Trustee Survey was emailed to Village board members. Questions were open-ended, allowing for a qualitative measure of stakeholder perceptions. Many of the questions in the survey focused on Schaumburg's direct strengths, weaknesses, opportunities and threats, while others focused on perceptions of the community.

See **Appendix A** in the Google Drive Folder for the complete Trustee Survey results.

Trustee Survey

Describe Schaumburg using three words.

Friendly *Diverse* *Progressive*

Dynamic *Community* *Business*

Safe *Happening* *Busy*

Trustee Survey

Describe Schaumburg to someone who has never heard of it before.

- "Schaumburg is a diverse, family-friendly community that has great schools, a great park district, and great shopping and restaurants. It is always changing and growing to meet the needs of all of its residents."
- "A great place to live and do business."
- "Schaumburg is a safe place to live, work, and play. It is a very diverse community that has everything to offer in regards to retail, restaurants, and recreation."

Trustee Survey

How do residents in other Illinois communities describe Schaumburg?

- "Residents in other Illinois communities know Schaumburg for its neighborhoods and as a destination known for shopping and dining."
- "Some describe it as a shopping and business power, others describe it with jealousy."
- "A Metropolis with lots of things going on and lots of traffic (not true)."

Trustee Survey

In your opinion, what are Schaumburg's three greatest strengths or assets?

- "Schaumburg's 3 greatest assets are its amenities, schools and public services."
- "Its residents, businesses and diversity."
- "Its retail, number of great restaurants, and quality and diversity of housing."

Trustee Survey

In your opinion, what are the greatest challenges currently facing Schaumburg?

- "The greatest challenge is people who don't understand how Village funds are allocated and why."
- "Maintaining our retail and business base and finding ways to pay for pension and infrastructure in the future."
- "Facing the community is continuing to manage the growth with making it semi-affordable to the younger generation. Facing the village, pension debt."

Trustee Survey

In your opinion, what are Schaumburg's greatest opportunities for growth and improvement?

- "The greatest opportunities for growth would be to keep on top of surrounding trends. The greatest opportunity for improvement would be to listen to and hear what residents and businesses need."
- "Continued redevelopment and maintaining an educated workforce."
- "Continue to re-develop its office environment into new uses whether it be retail or residential."

Trustee Survey

If you could change (add, remove, or alter) something in Schaumburg that would make a positive difference for its future, what would you change?

- "I would find a way to make things easier to get to. It would be nice to be able to walk more places instead of having to drive pretty much everywhere."
- "Nothing comes to mind."
- "Replace the Trolley system with a better one to provide transportation around the Woodfield region."

Trustee Survey

In your opinion, what is the best way to attract more of the following to Schaumburg?

Residents

- "Affordable and safe housing"
- "Continue to enforce code violations on housing units to make the housing stock desirable"
- "Provide cheaper housing"

Young Professionals

- "More gathering places with entertainment"
- "Offer entertainment and educational opportunities that they enjoy"
- "Provide broad selection of employers"

Young Families

- "Affordable and safe housing"
- "Support the high quality education that our local schools provide our residents"
- "Provide cheaper housing"

Visitors

- "Safe hotels and easy travel"
- "Top notch retail and convention opportunities along with cultural and entertainment events"
- "Provide a better shuttle service"

Economic Development

- "More small, family owned businesses"
- "Offer redevelopment opportunities where possible"
- "Provide a good mix of retail, restaurants, and employers"

Trustee Survey

What is the first adjective that comes to mind when describing the following communities?

Arlington Heights
- Charming
- Changing
- Established bedroom community

Des Plaines
- Old
- Older
- Older community

Elgin
- Redeveloping
- Bad
- Older community

Elk Grove
- Industrial
- Quiet and industrial

Evanston
- Historic
- City
- Old

Glenview
- Established
- Upper

Hoffman Estates
- Growing
- Good
- Potential growth

Mount Prospect
- Stagnant
- Lack
- Old

Naperville
- Big
- Schaumburg south
- Expensive

Trustee Survey

How is Schaumburg different from all of the communities listed in the previous question?

- "Schaumburg is more progressive than a lot of other communities. It cares as much about its residents as it does about its businesses. Schaumburg seems to understand its purpose."
- "Convention center and successful mall with a diverse population"
- "Schaumburg is vibrant with lots going on now and changing to meet future needs."

Trustee Survey

In your opinion, if Schaumburg could make one investment to spur economic growth, what would that investment be?

- "Schaumburg has a lot of restaurants, but it would be nice to see fewer franchises and more specialty or individually owned establishments, like a famous chef owned restaurant, a great barbeque joint, and a really good, old fashioned, old school Italian restaurant."
- "We already offer 6B tax breaks to individual business and have three TIF districts to spur economic development in town."
- "Better transportation around Woodfield region."

Trustee Survey

How is Schaumburg business-friendly?

- "There is a lot of residential and municipal support for the businesses in Schaumburg."
- "We work constantly with developers and businesses to give them the support they need to be successful in the village."
- "Schaumburg has always realized that being business friendly has spurred growth, which brings revenue to the Village to offset increases in property taxes."

Trustee Survey

In your opinion, what is missing in Schaumburg?

- "Schaumburg needs to be more walkable. It would be nice to have neighborhood establishments."
- "An actual downtown. I think we missed a bit in the development of the Town Square center at Schaumburg and Roselle and other development possibilities along the Roselle Road corridor."
- "A true downtown and better transportation."

Trustee Survey

Do the following factors represent an asset supporting economic growth, a challenge hindering economic growth, or no influence to economic growth in Schaumburg?

Asset by Unanimous Decision

Entertainment & nightlife

Retail options

Access to talent

Arts & cultural programs

Quality of life

Public safety

Location (easy to get to)

Utilities

Local Schools

Asset by Split Decision

Workforce Skills

Healthcare

Recreation

Challenge by Unanimous* or Split Decision

Traffic flow

Affordability (business environment)

Affordability (living)

Cook County taxes*

Trustee Survey

If you could broadcast one message about Schaumburg to the public, what would it be? What do people not know that they should?

- "Schaumburg is a safe and friendly place to visit."
- "A great place to live and a good place to do business."
- "Schaumburg is a wonderful community that is made up of a diverse population with great shopping and restaurants."

Trustee Survey

What surprises people most about Schaumburg?

- "Most people are surprised that the Mall is doing so well in a time where other malls have closed."
- "Most people don't venture past the Woodfield area so they are usually surprised at how much residential Schaumburg actually has."
- "How well it works."

Trustee Survey

In your opinion, what aspect of Schaumburg leaves the strongest positive impression and strongest negative impression on visitors and newcomers to the community?

Positive Impression

"Woodfield"

"Shoppers paradise, selection of restaurants and Hotel and entertainment venues"

"All the retail shopping and restaurants available"

Negative Impression

"Traffic around Woodfield"

"Traffic"

"Traffic and ability to get around without a car"

Trustee Survey

What surprises people most about Schaumburg?

- "Although it's not something that people see, or even think of, Schaumburg would lose its identity without a strong and supportive Village Board and Village Staff."
- "The quality of the services the local government provides to its residents and business community has always been top notch and needs to be maintained."
- "Woodfield"

Trustee Survey

Is there anything else you feel is important to know about Schaumburg that we did not ask?

- "Schaumburg's success lies in its ability to identify change when a where needed and to implement change."
- "Has a great Police department that helps keep residents safe and deter crime."

Internal Qualitative Data

Internal Qualitative Data

Purpose

The purpose of the Site Visit is to gain an understanding of the perceptions and attitudes of Schaumburg residents and stakeholders towards their community and to experience first-hand what makes it a unique destination for visitors, residents, or business prospects.

Methodology + Results

The following summary reflects observations and input received during the Site Visit, which took place from February 11-13, 2025. The information is not meant to be all-inclusive but rather highlights the most common themes experienced, uncovered, and voiced on the trip and following it. Input is listed in order of frequency. The site visit included stakeholder focus groups, stakeholder one-on-one interviews, and a brief area familiarization (FAM) tour.

Internal Qualitative Data

THEMES

Best Descriptors

Shopping

Malls

Nice

Center of it all

Retail

Entertainment

Family focused

Accessible

Evolving

Sprawling

Affluent

Busy

Convenience

Progressive

Greatest Assets

Shopping

Dining

Entertainment

Location

Safety

Hotels

Public transit

Spring Valley

Park services

Schools

Diversity

Proximity to airport

Prairie Arts Center

Diversified Economy

Pickleball and Ice Rinks

Internal Qualitative Data

THEMES

Opportunities	Challenges	Missing
Increased youth programs	Traffic	Available land
Tourism	Congestion	Classic downtown
Conventions	Road conditions	Live music venue
Rec leagues	Can't create a downtown	Authentic experiences
Promoting library services	Local restaurants	Live sports
Unused office space	Affordability	Local restaurants
2026 PGA Presidents' Cup	Permitting for businesses	Waterpark
Corporate headquarters	Taxes	
	Not walkable	
	Increased housing	
	Overcrowded	
	Outdated buildings	

Internal Qualitative Data

What We Think Outsiders Say

"They have the mall."

"Lots of traffic."

"Is there anything beyond Woodfield?"

"Wealthy."

Most Important to Identity

Shopping and dining

Close neighborhoods

Strong schools

Location

Internal Qualitative Data

QUOTES

- "Not as affordable as other areas."
- "People that grow up here do whatever they can to get back here."
- "Families want to be here because the schools are so good."
- "Things are much more ethnically and economically diverse today than they were years ago."
- "People love Schaumburg. We're known for having everything."
- "We have pretty much every chain imaginable."
- "Although we have high property taxes, you get great resources from the providers."
- "Schaumburg has always been very forward looking."
- "They're like the big sister suburb here in the area. Everyone else follows their lead."
- "Mall traffic is the extent of the tourism drawbacks."
- "Good luck finding a city our size with the level of amenities that we have."
- "Schaumburg is Schaumburg. We all know what's going to work here."

Internal Qualitative Data

QUOTES

- "Cook County taxes just kill us."
- "Not very much in the way of incentives."
- "Everyone is trying to open something in the US, what better place than the center of the country where you can reach every part of the world?"
- "Other park districts look up to us, but it helps we have a bigger budget."
- "Everything you need is less than 15 minutes away."
- "Nature and green spaces are getting harder to find in Village limits."
- "Need more apartments/multifamily at high end level to have executive housing."
- "Schaumburg is more diverse than other suburbs that have significant white and affluent population."
- "We're all about convenience; of location, available activities, education, etc."

Internal Qualitative Data

QUOTES

- "Need better marketing for Village assets at every level; parks, statues, sister cities, events, bike paths."
- "All of the commercial stuff is 'over there' but I don't have to live with it every day."
- "We're building enough of a name for Schaumburg that it's easier to get companies to want to be here."

Community Survey

Community Survey

Purpose

The purpose of the Online Community Survey is to gain a quantitative measure of the community's perceptions of Schaumburg.

Methodology + Results

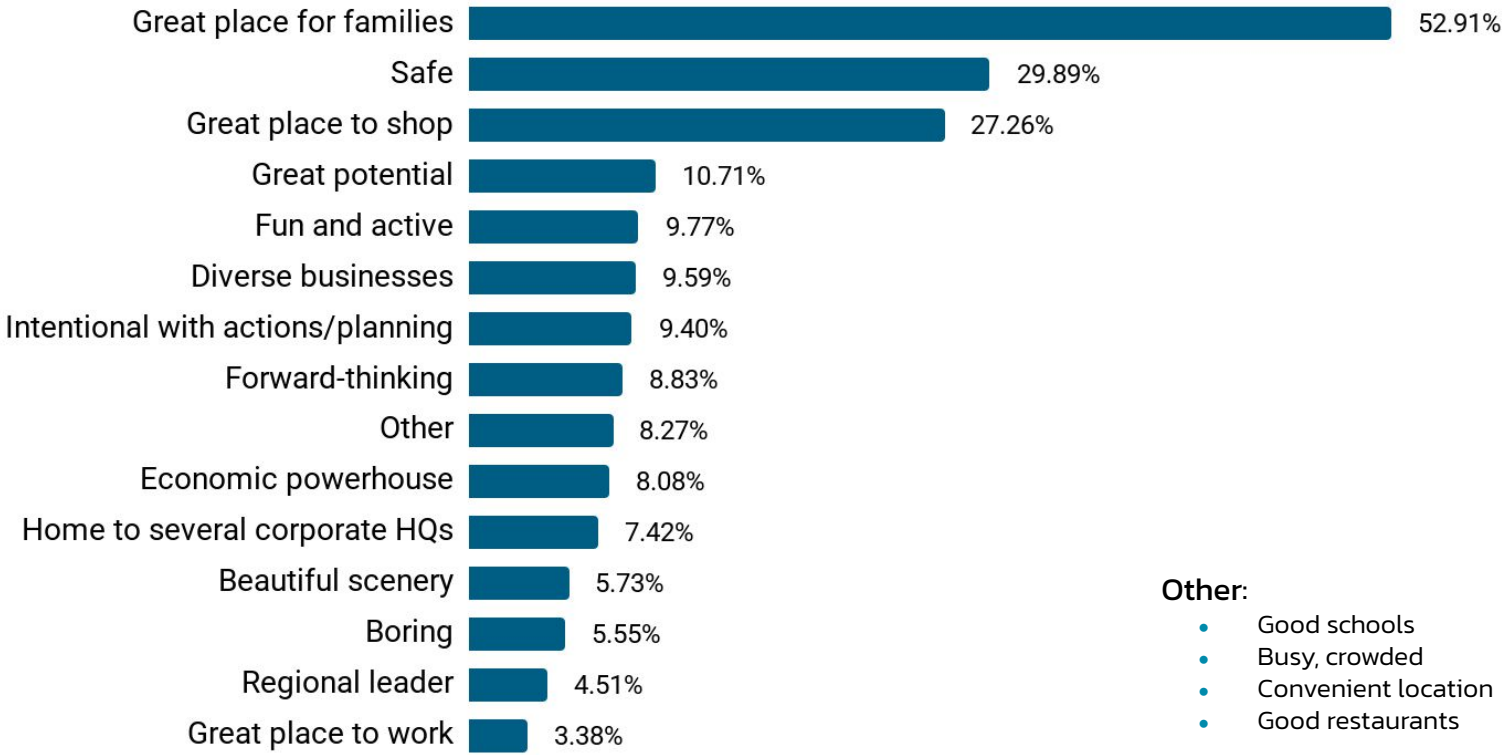
North Star developed an online survey informed by the results of the qualitative Site Visit conversations. Most questions were multiple choice, allowing for a quantitative measure of resident perceptions. Community members were encouraged to participate after the survey was posted on the brand website and publicized in local media.

780 survey responses were completed by community members, allowing for a Margin of Error of **±3.51%** at the **95%** confidence level.

Please refer to **Appendix B** on the Google Drive for the complete Online Community Survey results.

Community Survey

What word or phrase best describes Schaumburg?
Choose two answers.



Other:

- Good schools
- Busy, crowded
- Convenient location
- Good restaurants

Community Survey

BY YEAR, TOP ANSWERS

What word or phrase best describes Schaumburg?

Choose two answers.

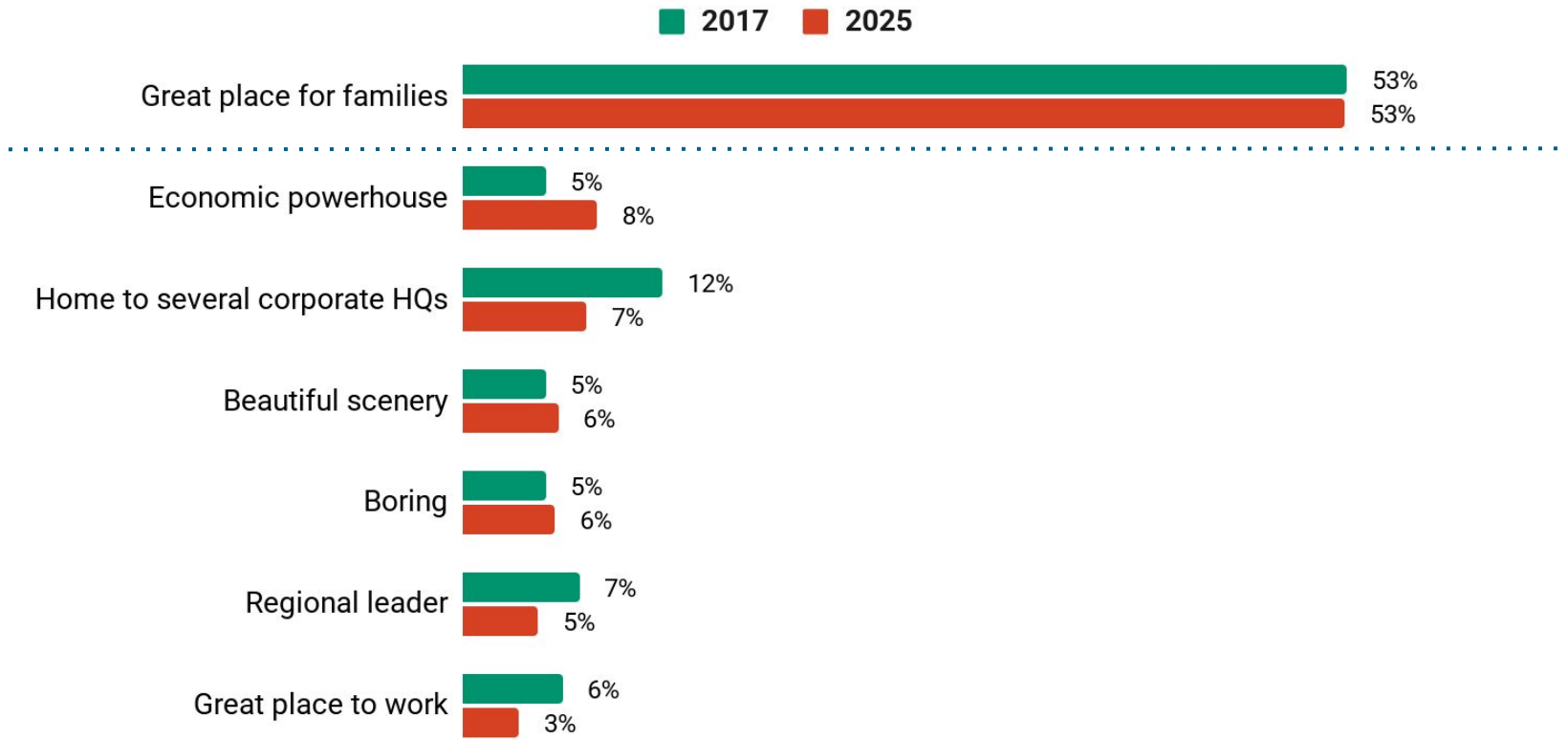


Community Survey

BY YEAR, BOTTOM ANSWERS

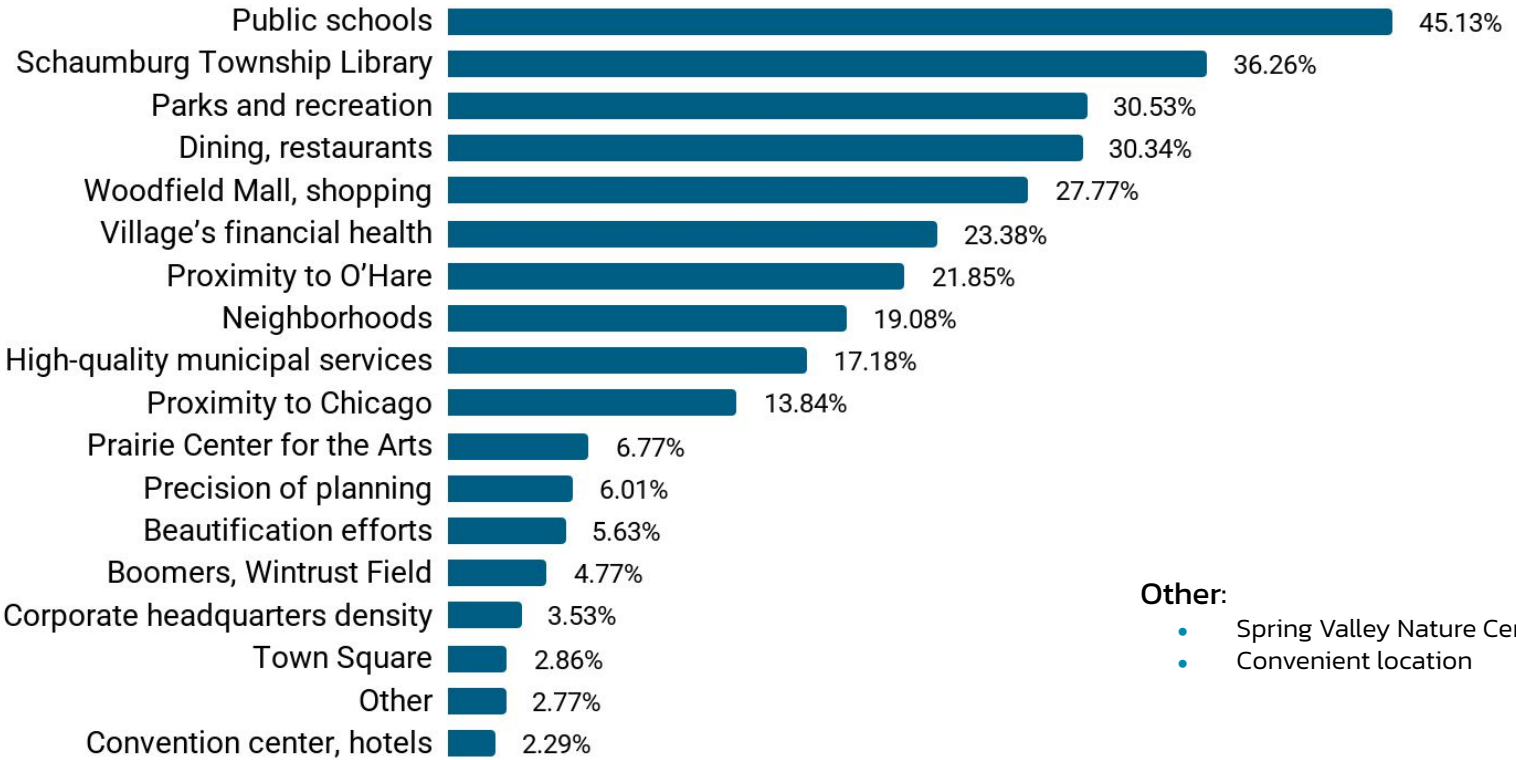
What word or phrase best describes Schaumburg?

Choose two answers.



Community Survey

In your opinion, what are Schaumburg's greatest assets?
Choose three answers.



Other:

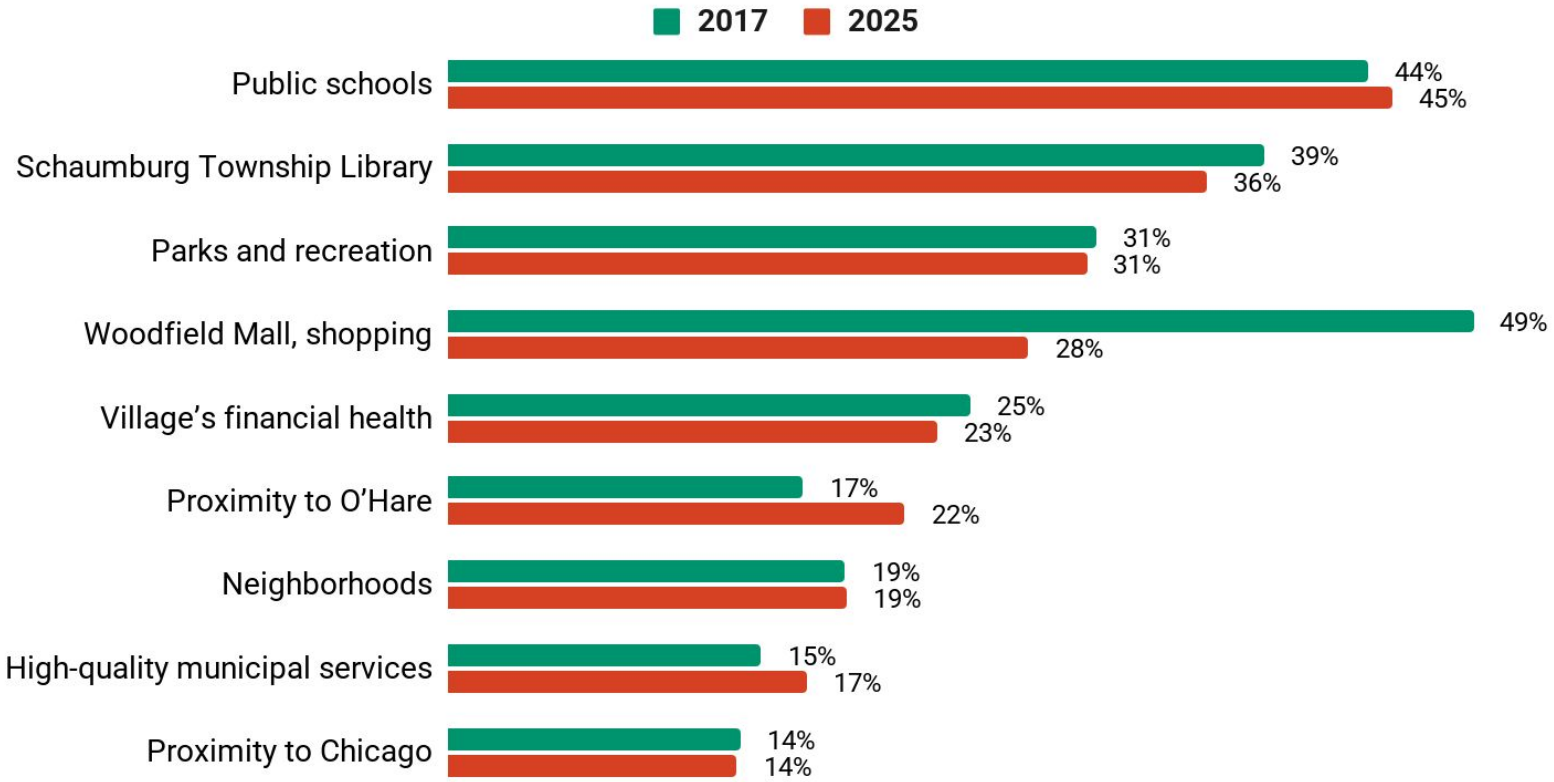
- Spring Valley Nature Center
- Convenient location

Community Survey

BY YEAR, TOP ANSWERS

In your opinion, what are Schaumburg's greatest assets?

Choose three answers.

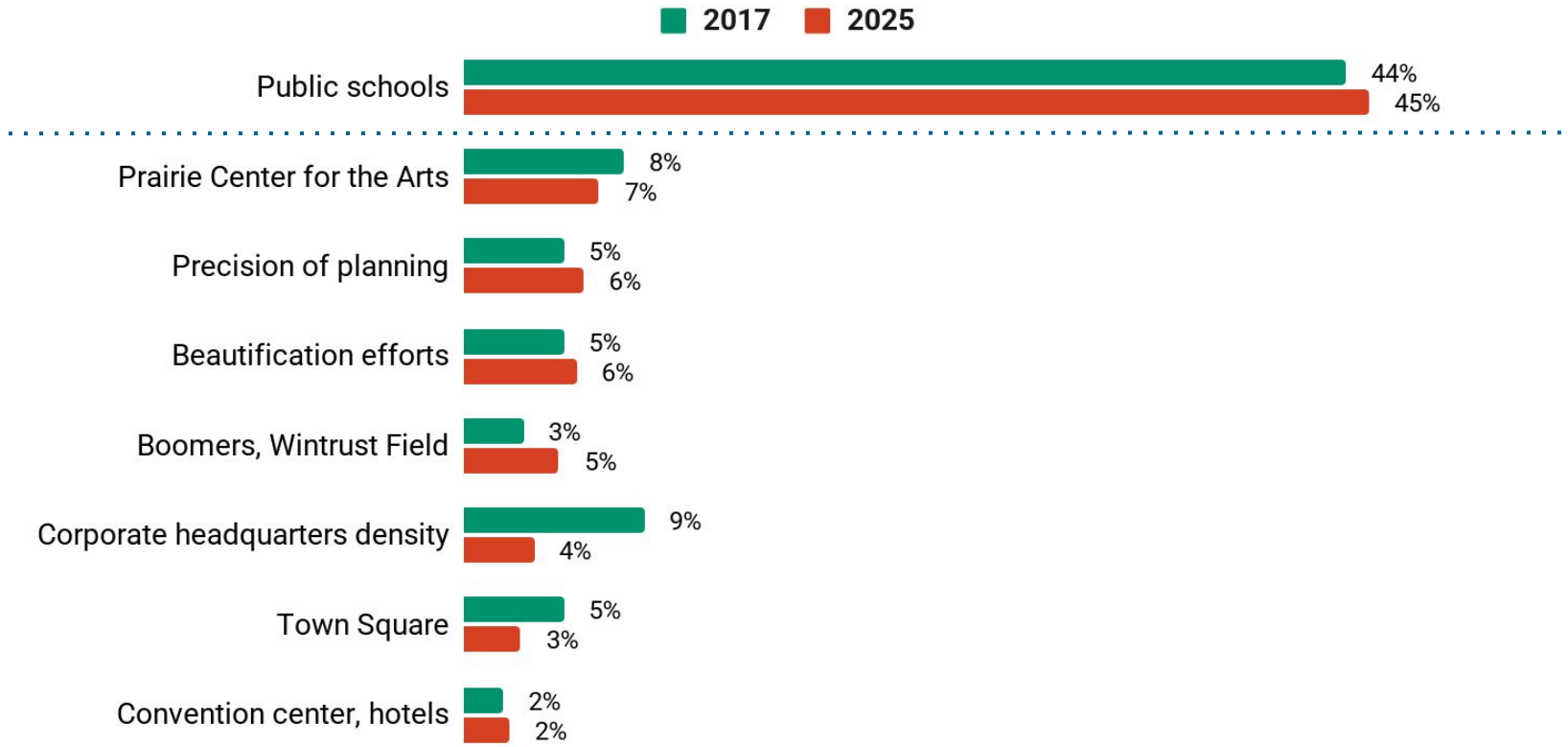


Community Survey

BY YEAR, BOTTOM ANSWERS

In your opinion, what are Schaumburg's greatest assets?

Choose three answers.



Community Survey

What is the first adjective that comes to mind when describing these communities?

Arlington Heights
- Expensive
- Nice
- Great downtown

Des Plaines
- Old
- Busy
- Industrial

Elgin
- Unsafe
- Diverse
- Far

Elk Grove
- Industrial
- Business
- Quiet, Pleasant

Evanston
- Wealthy
- Northwestern
- Diverse

Glenview
- Wealthy
- Expensive
- Nice

Hoffman Estates
- Nice
- Boring
- Diverse

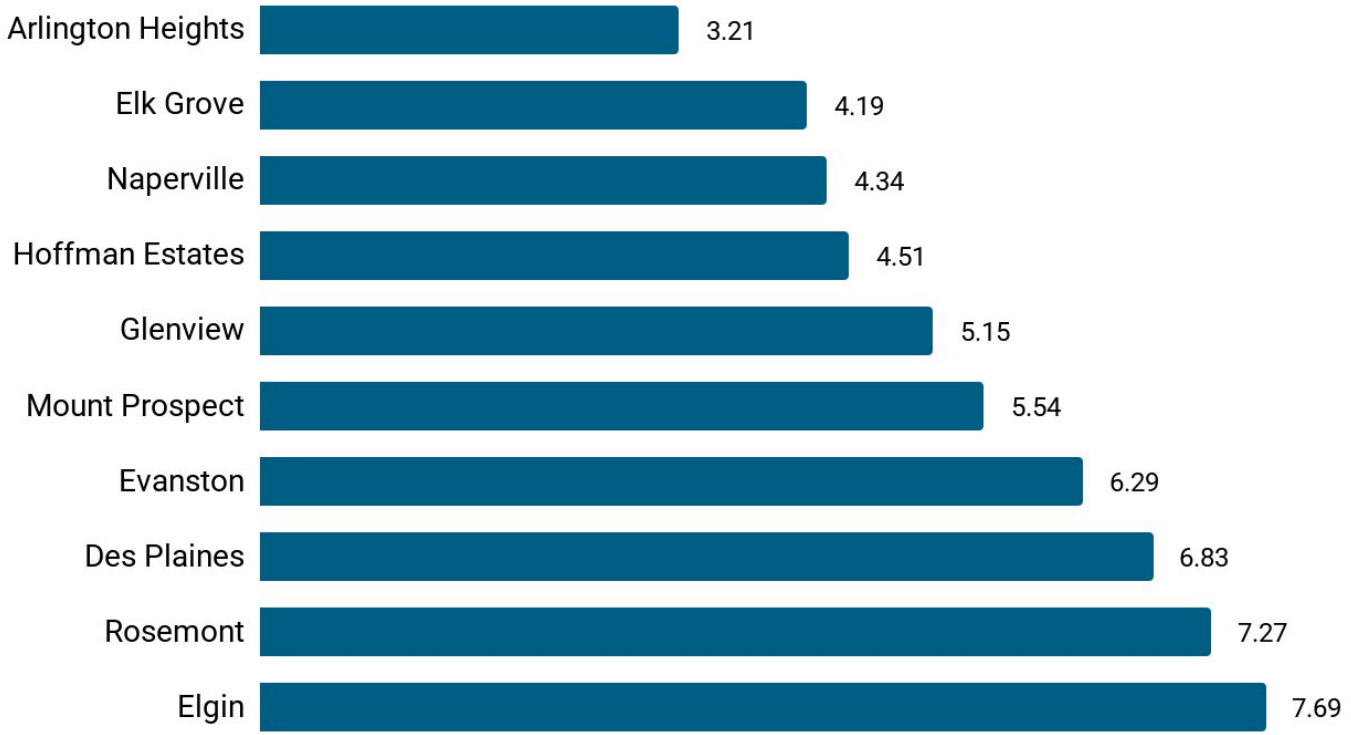
Mount Prospect
- Nice
- Old
- Average

Naperville
- Expensive
- Snobby
- Wealthy

Rosemont
- Entertainment
- Busy
- Shopping

Community Survey

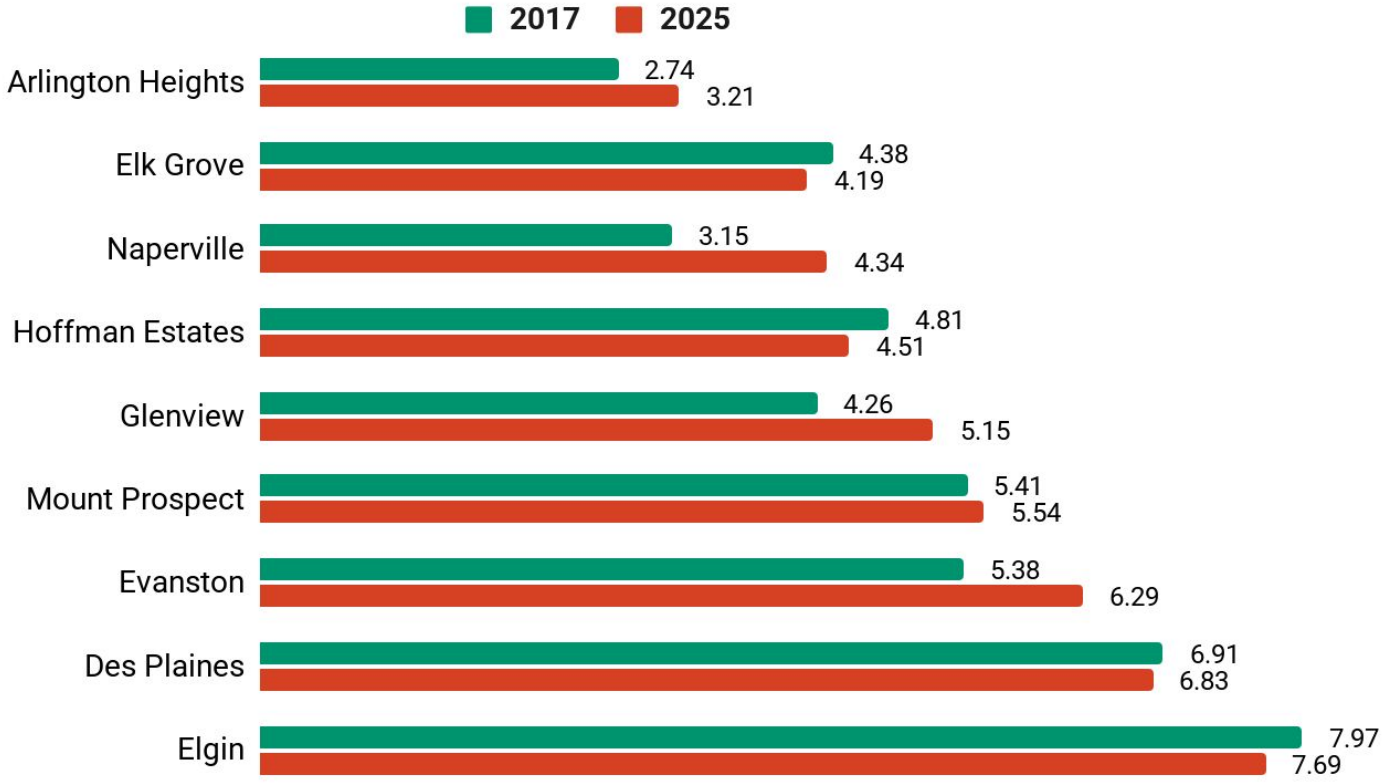
Please rank the following communities in order of preference from 1 (= Most Desirable Place to Live) to 10 (= Least Desirable Place to Live).



Community Survey

BY YEAR

Please rank the following communities in order of preference from 1 (= Most Desirable Place to Live) to 10 (= Least Desirable Place to Live).



Community Survey

What makes Schaumburg different from these communities?

Appeals to All

- "It has a nice combo of shops, restaurants, neighborhoods. The park district is wonderful and woven throughout the neighborhoods."
- "Everything you want is here. Shopping, sports, restaurants. This town has everything, and [there's] no need to leave it."
- "Schaumburg offers one-stop shopping, dining, and entertainment under one roof with Woodfield Mall."
- "Best overall package. Other towns do some things better but overall, Schaumburg provides the most."

Quality Education

- "Value received for property taxes paid. I don't think the services or schooling is any better in other towns than it is in Schaumburg."
- "Our dual-language school offering is another asset for developing brains, cultural learning and tolerance, and cultivating connections."

Familiar Safety

- "The residential areas are safe. The parks are nice. It's a nice place to raise a family."
- "Maybe it's because I feel comfortable here because I have lived here so long—but it has everything—and no unsafe areas."

Needs a Central Downtown

- "No great walkable downtown business area (like Arlington Heights, Naperville, Elgin)."
- "We lack a true downtown, and we need more local businesses and less chains and corporate businesses."

Excellent Local Government

- "Very well-planned with great financial stewardship. Open and honest governance."
- "The services provided by the Police, Fire, Public Works and Village Hall. Property taxes are also reasonable."
- "Wonderful senior services and programs for children."

Community Survey

What surprises people about Schaumburg?

Variety, the Spice of Life

- "That there is a lot more diversity here than they expect—we have so many non chain restaurants for different ethnic foods."
- "[People] might be surprised to know how ethnically and culturally diverse we are. And how amazing our family-owned restaurants are."
- "How international it is. Some people living here don't realize the large communities of Asian, European, and Latin American people we have here."

Daily Life Can Be Mall-Exclusive

- "The neighborhoods. I live on a tree lined street with a parkway and big trees. Not all of Schaumburg is 'The Land of Woodfield.'"
- "That the whole village doesn't revolve around the Woodfield area. We have the second largest library in the state."

Relatively Expensive

- "How high the taxes are with the amount of businesses in the community."
- "Its higher than average cost of living."

Amount of Green Spaces, Though Dwindling

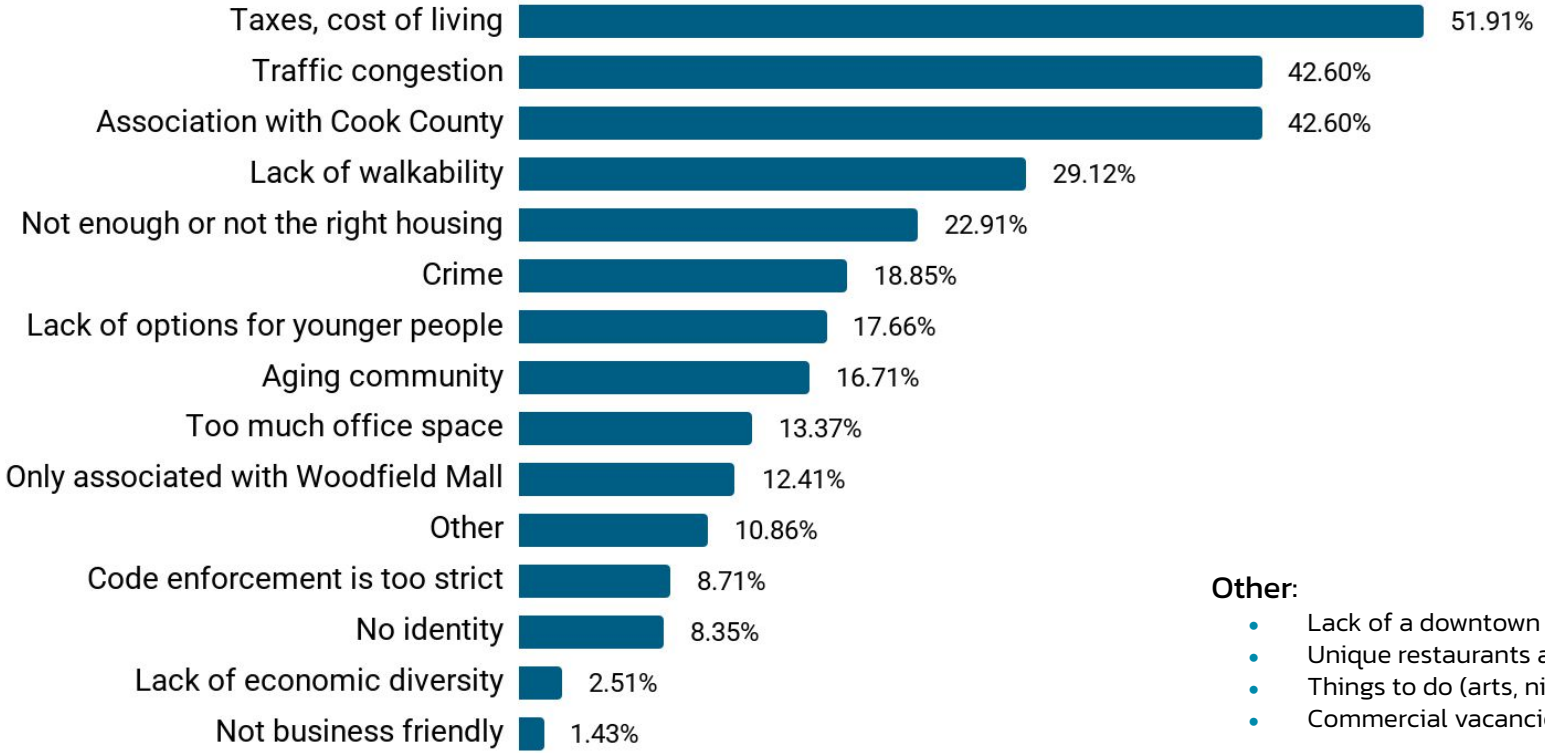
- "There are more parks and more areas of nature than most people know!"
- "The number of open natural spaces – that are dwindling quickly & becoming cement parks."

Its True Extent

- "The size. Big city with family atmosphere."
- "How dense it is (daytime population of around 150,000 people if I'm not mistaken)."
- "How large it is and how many people live here."

Community Survey

In your opinion, what are the greatest challenges currently facing Schaumburg?
Choose three answers.



Other:

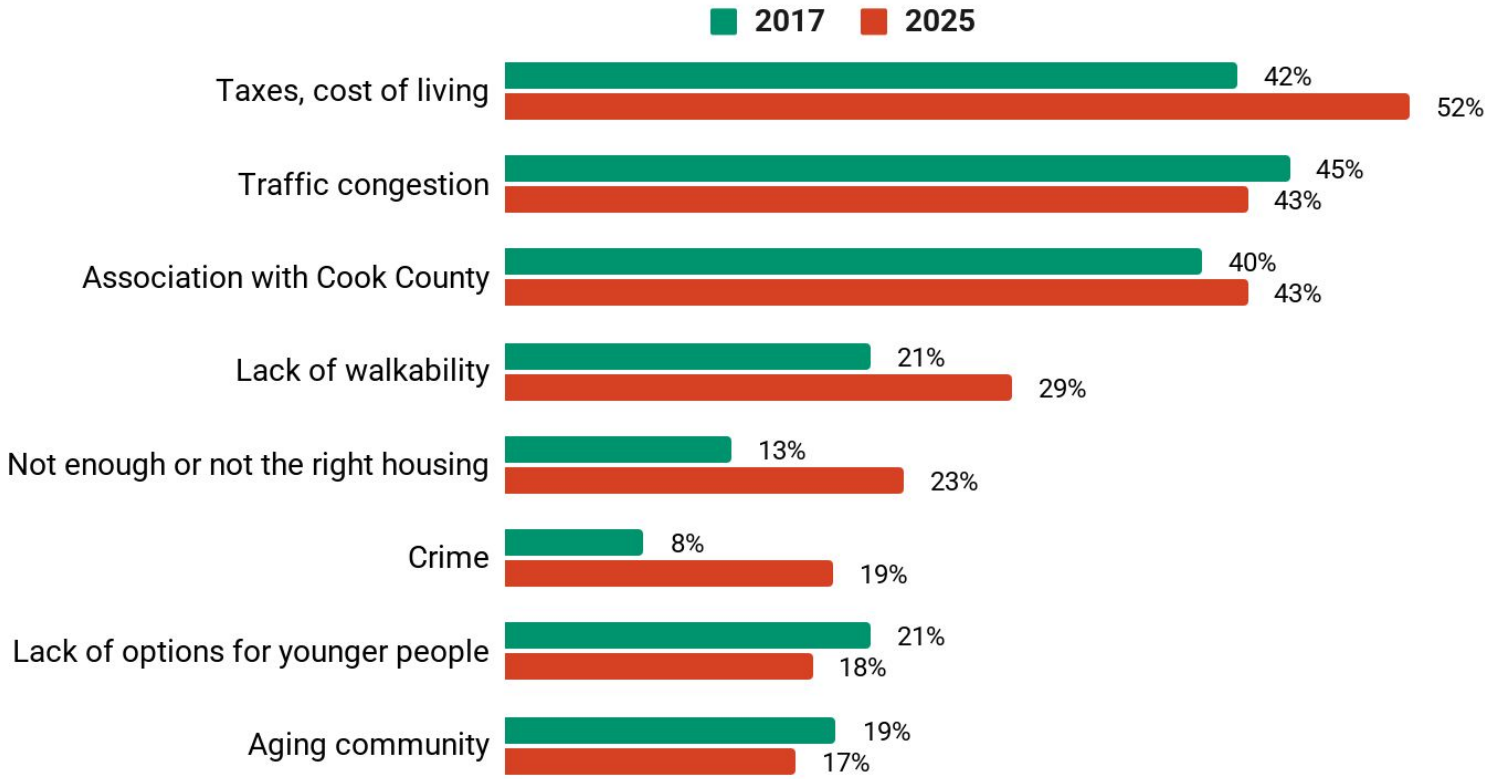
- Lack of a downtown
- Unique restaurants and shops
- Things to do (arts, nightlife, etc.)
- Commercial vacancies

Community Survey

BY YEAR, TOP ANSWERS

In your opinion, what are the greatest challenges currently facing Schaumburg?

Choose three answers.

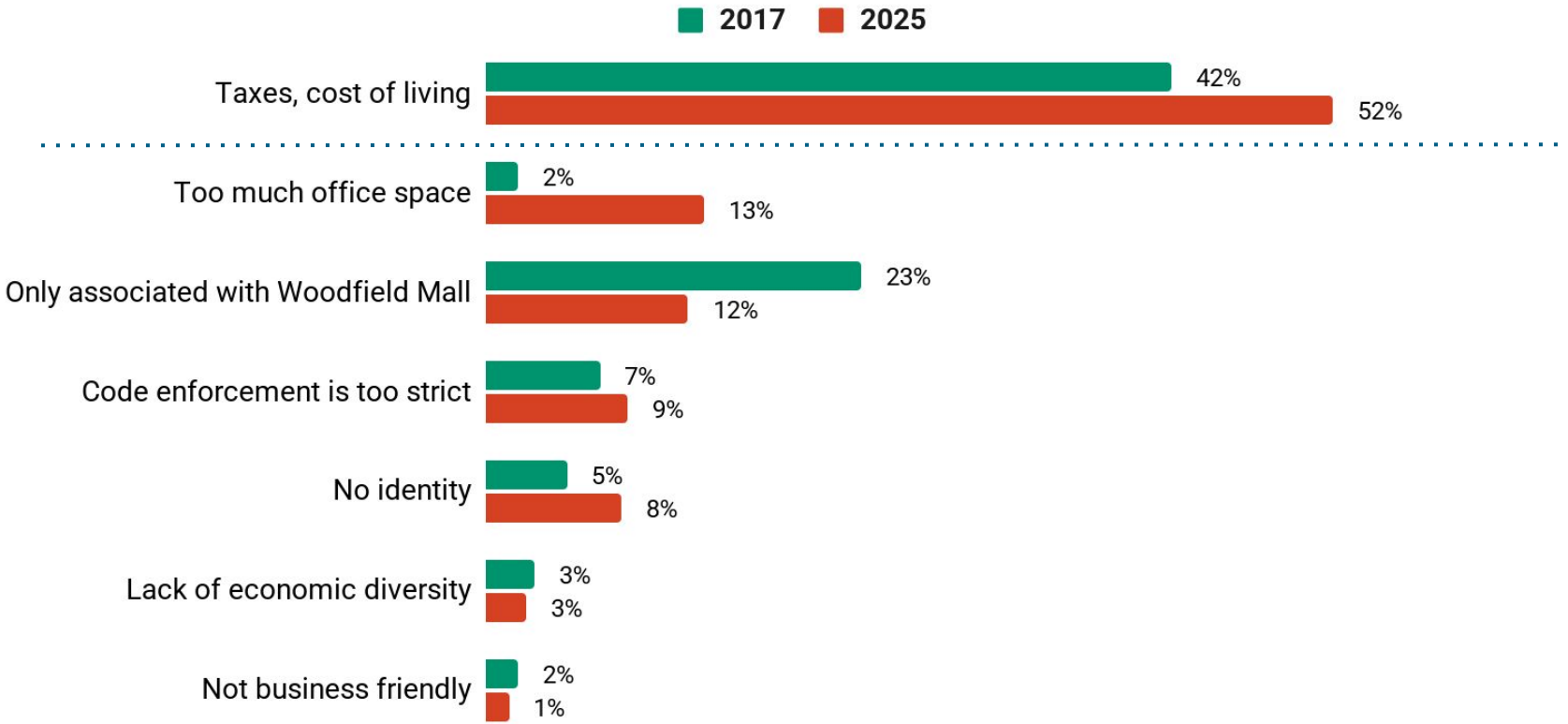


Community Survey

BY YEAR, BOTTOM ANSWERS

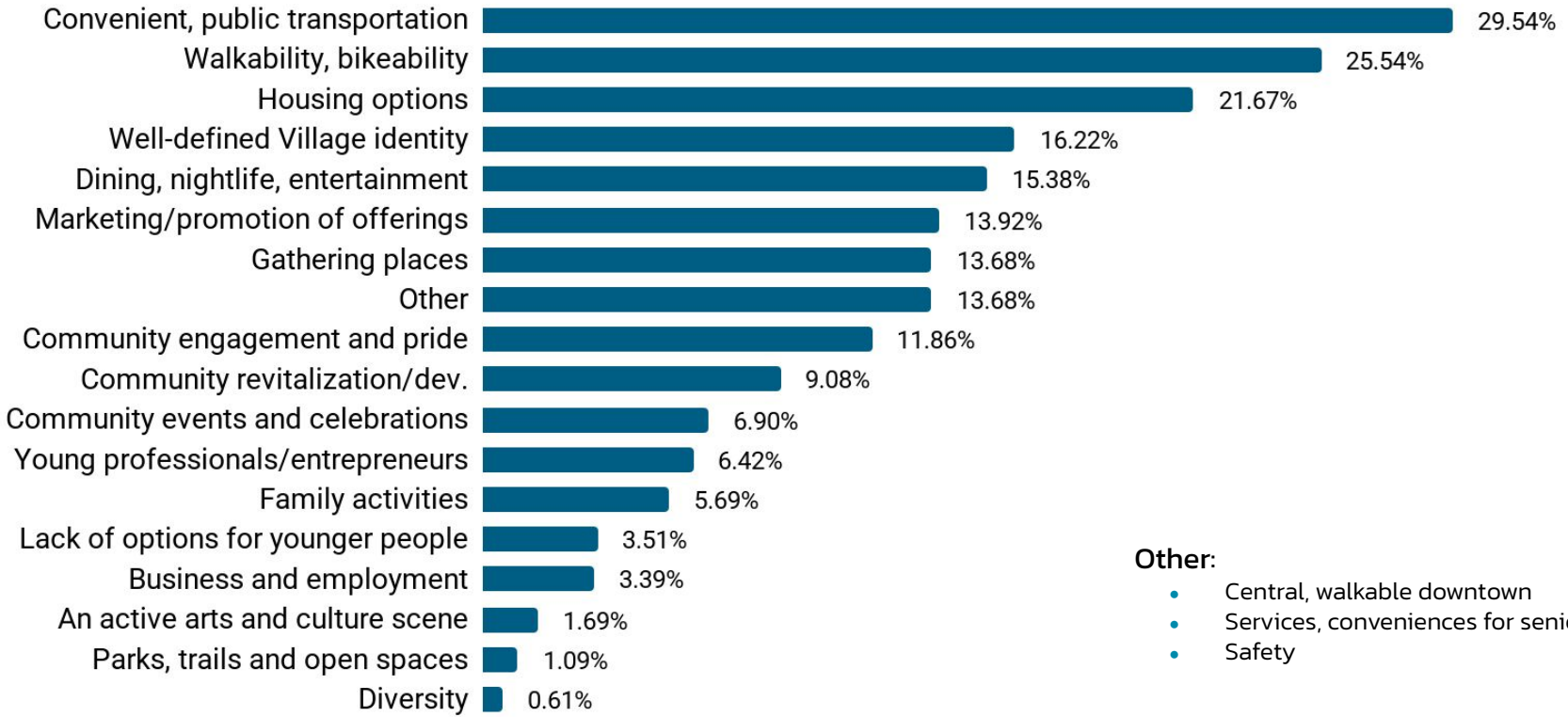
In your opinion, what are the greatest challenges currently facing Schaumburg?

Choose three answers.



Community Survey

In your opinion, what is missing in Schaumburg?
Choose two answers.



Other:

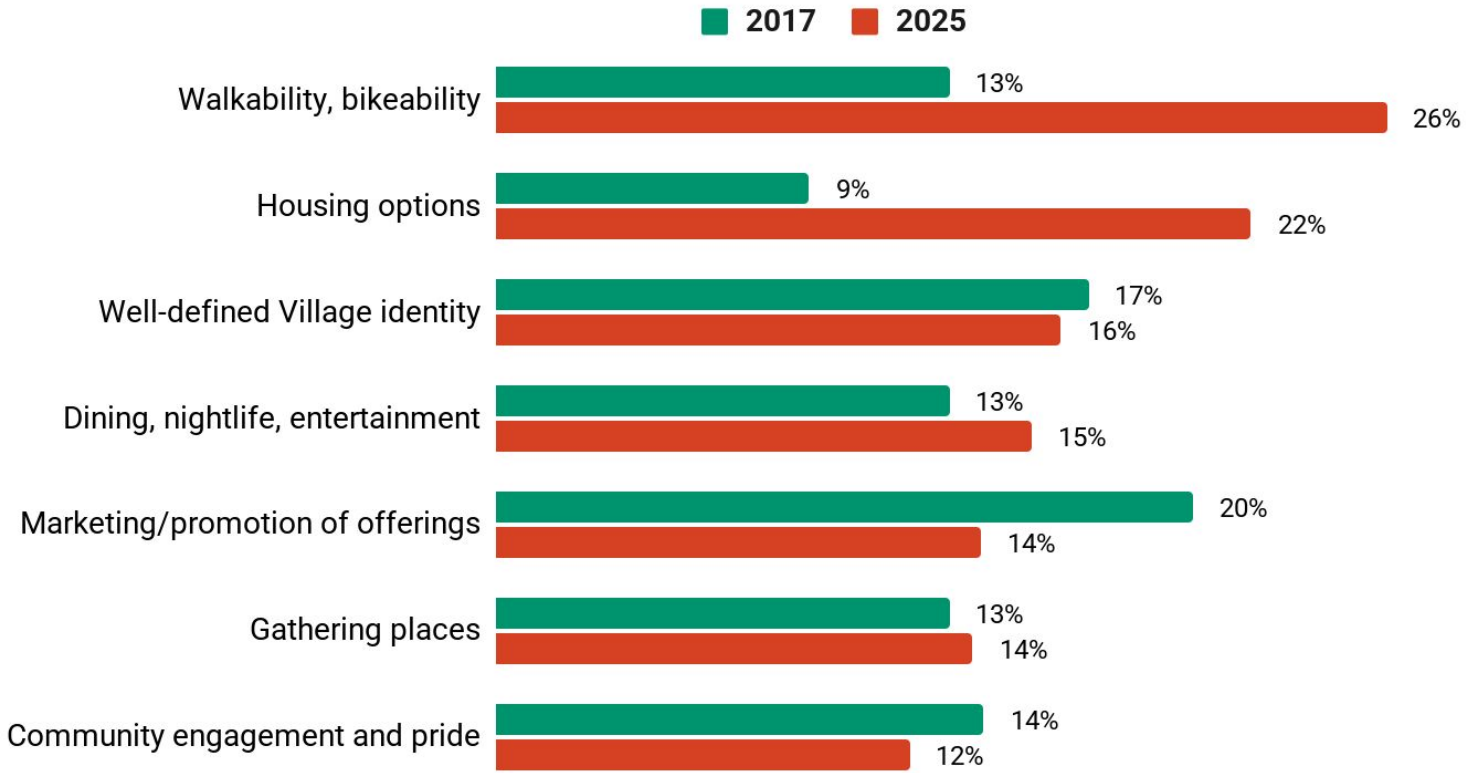
- Central, walkable downtown
- Services, conveniences for seniors
- Safety

Community Survey

BY YEAR, TOP ANSWERS

In your opinion, what is missing in Schaumburg?

Choose two answers.

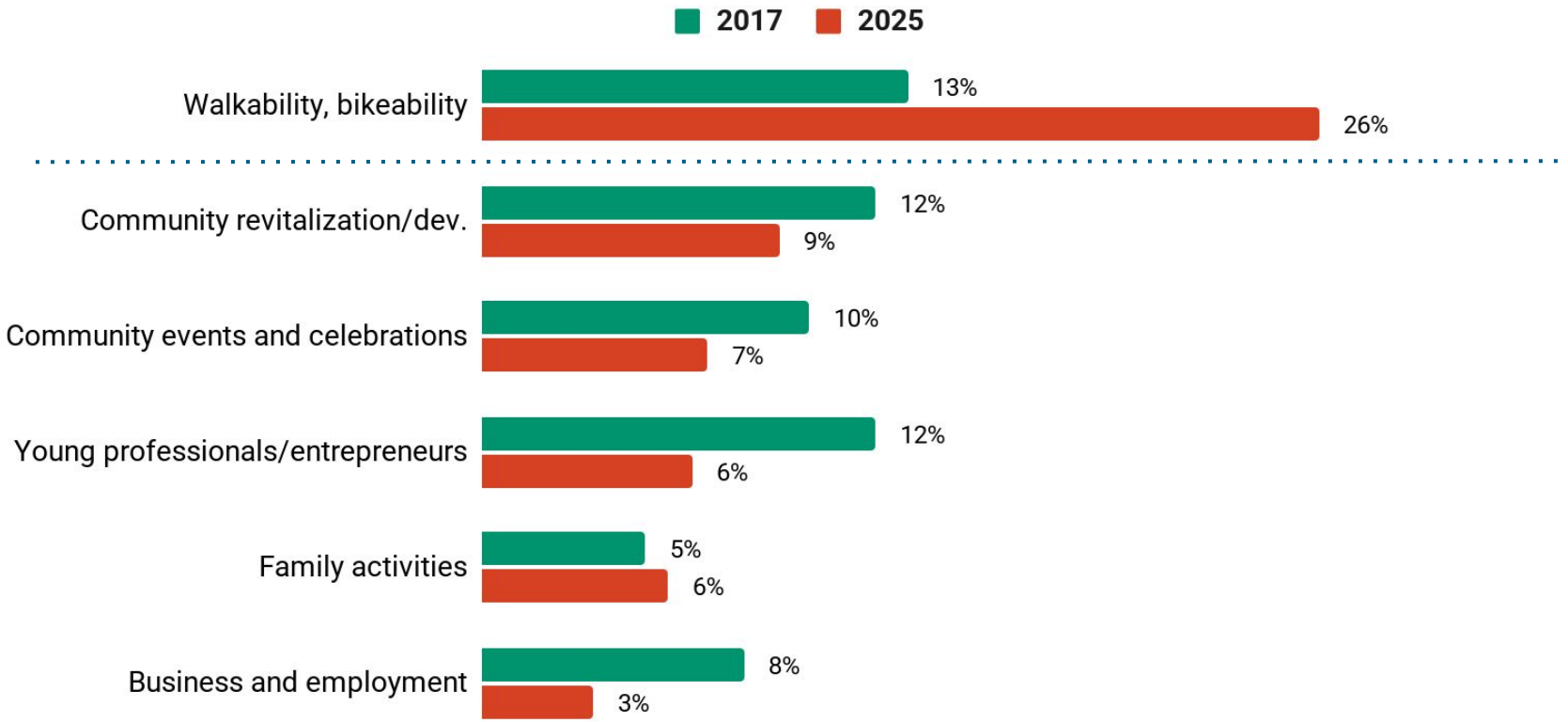


Community Survey

BY YEAR, BOTTOM ANSWERS

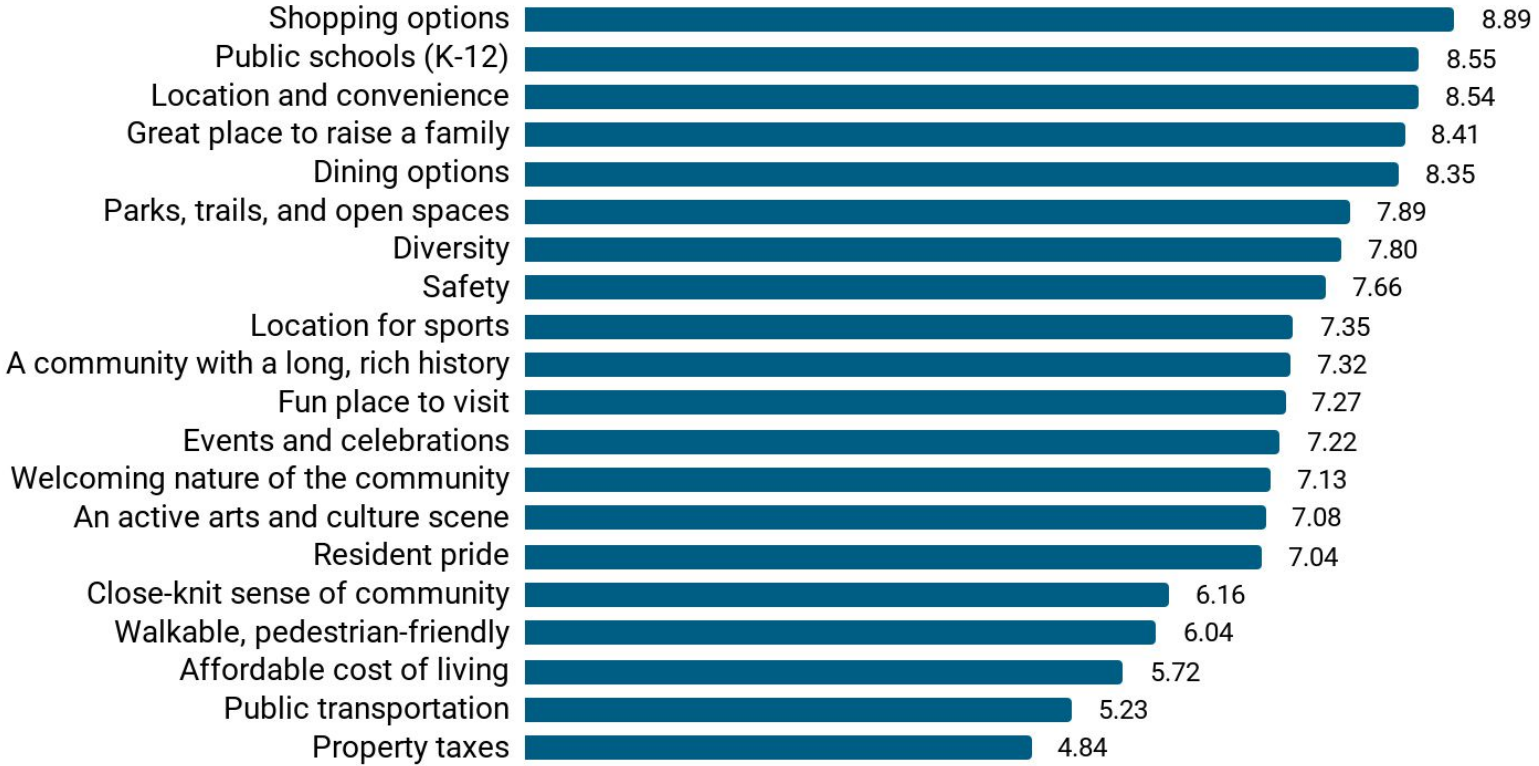
In your opinion, what is missing in Schaumburg?

Choose two answers.



Community Survey

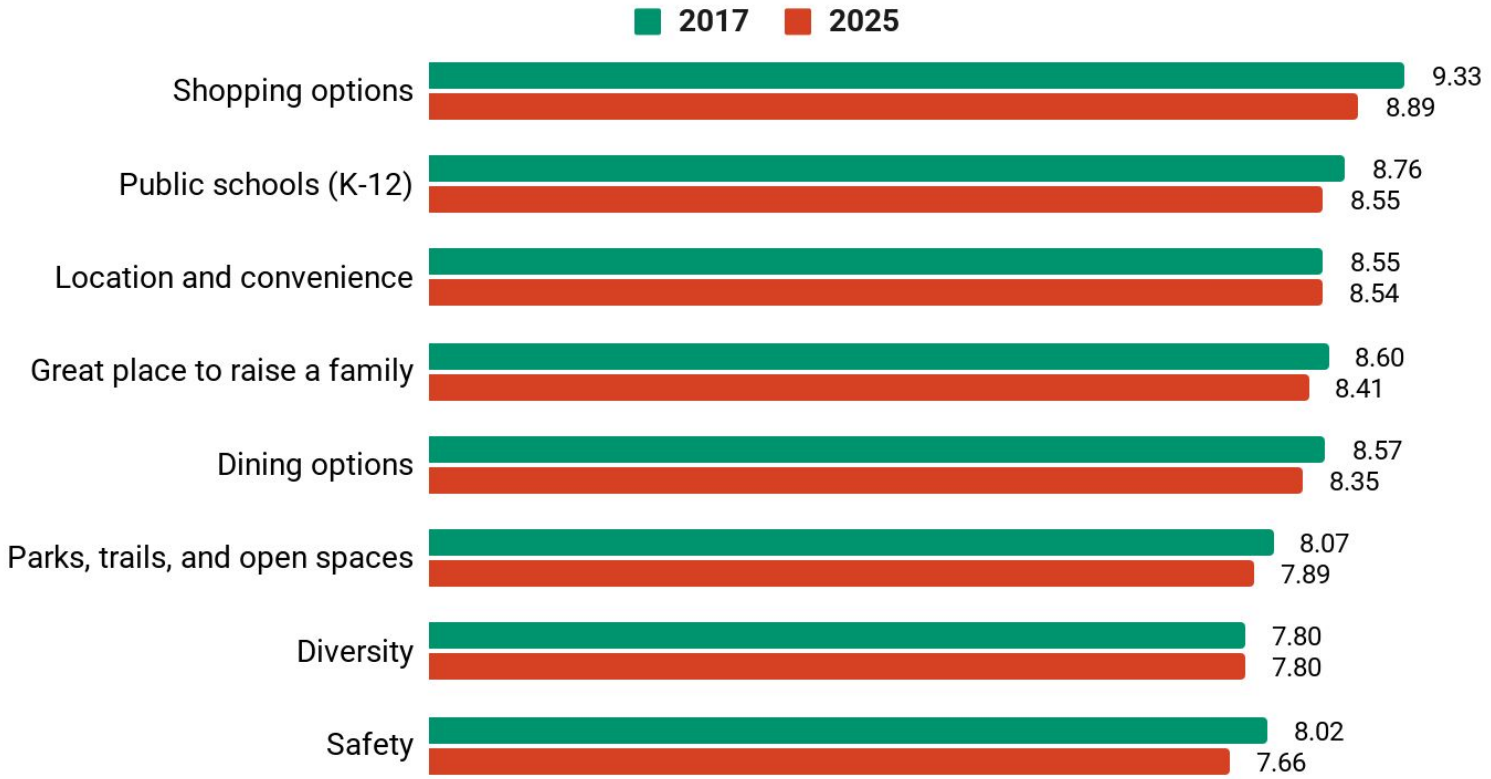
In your opinion, please rate the following Schaumburg attributes and characteristics on a scale from 1-10, where 1 is "Poor" and 10 is "Excellent."



Community Survey

BY YEAR, TOP THIRD ANSWERS

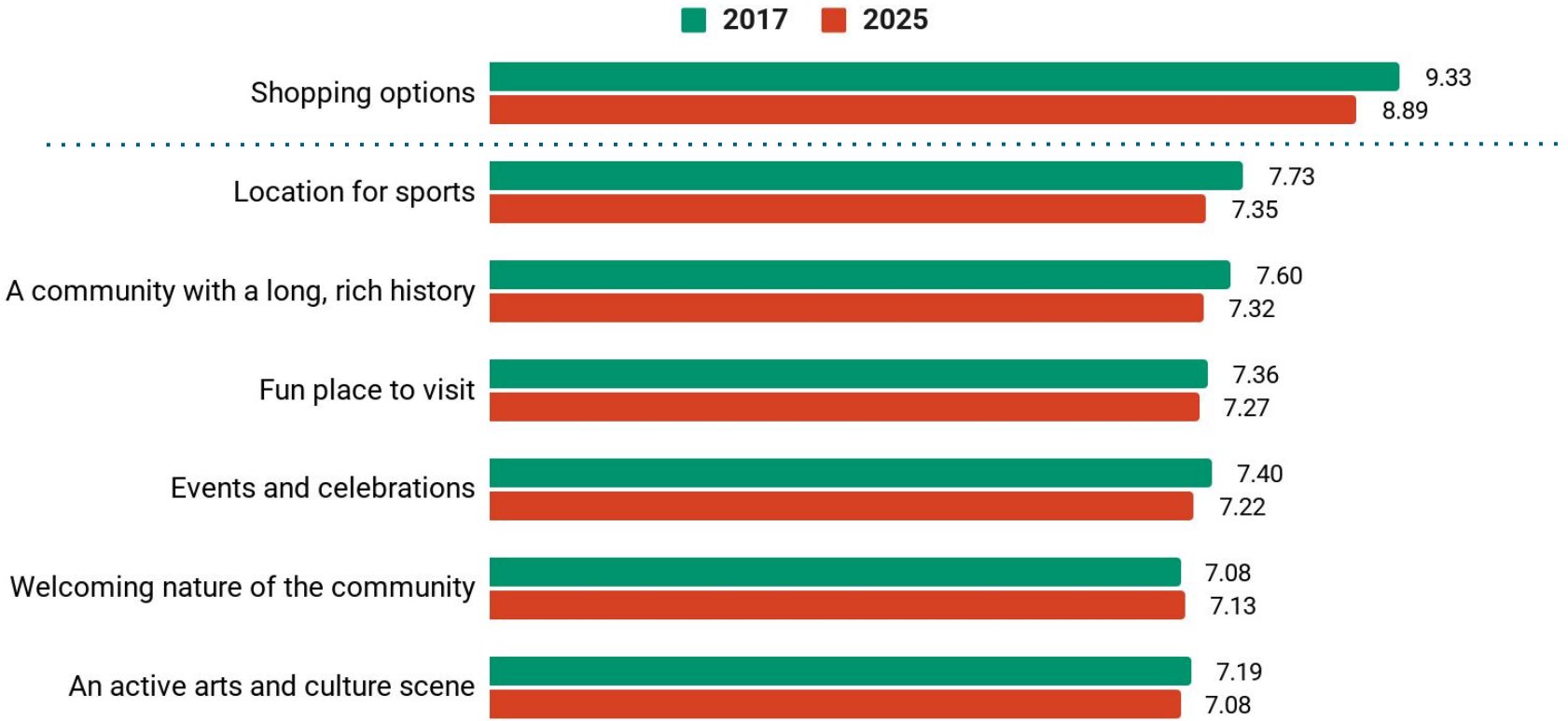
In your opinion, please rate the following Schaumburg attributes and characteristics on a scale from 1-10, where 1 is "Poor" and 10 is "Excellent."



Community Survey

BY YEAR, MIDDLE THIRD ANSWERS

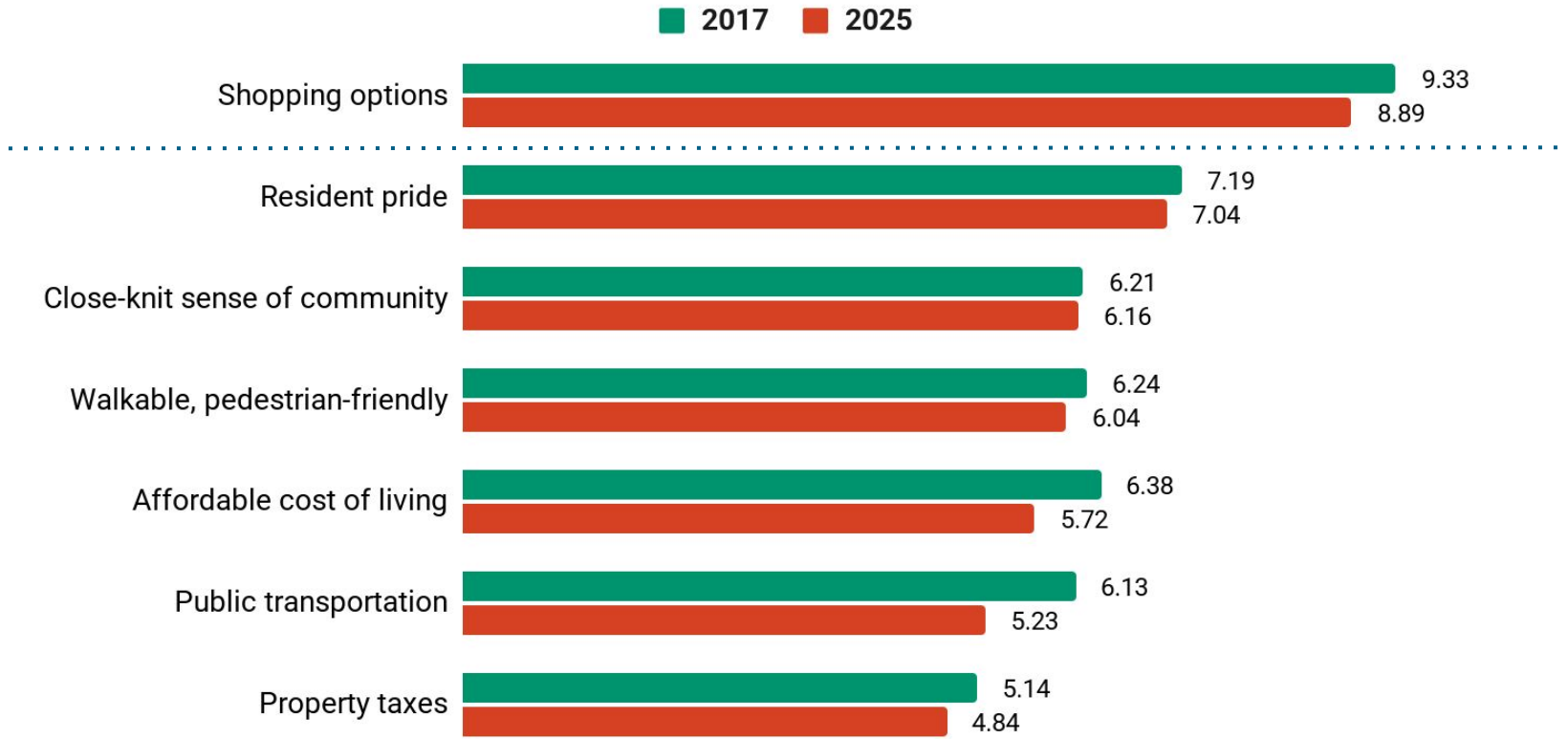
In your opinion, please rate the following Schaumburg attributes and characteristics on a scale from 1-10, where 1 is "Poor" and 10 is "Excellent."



Community Survey

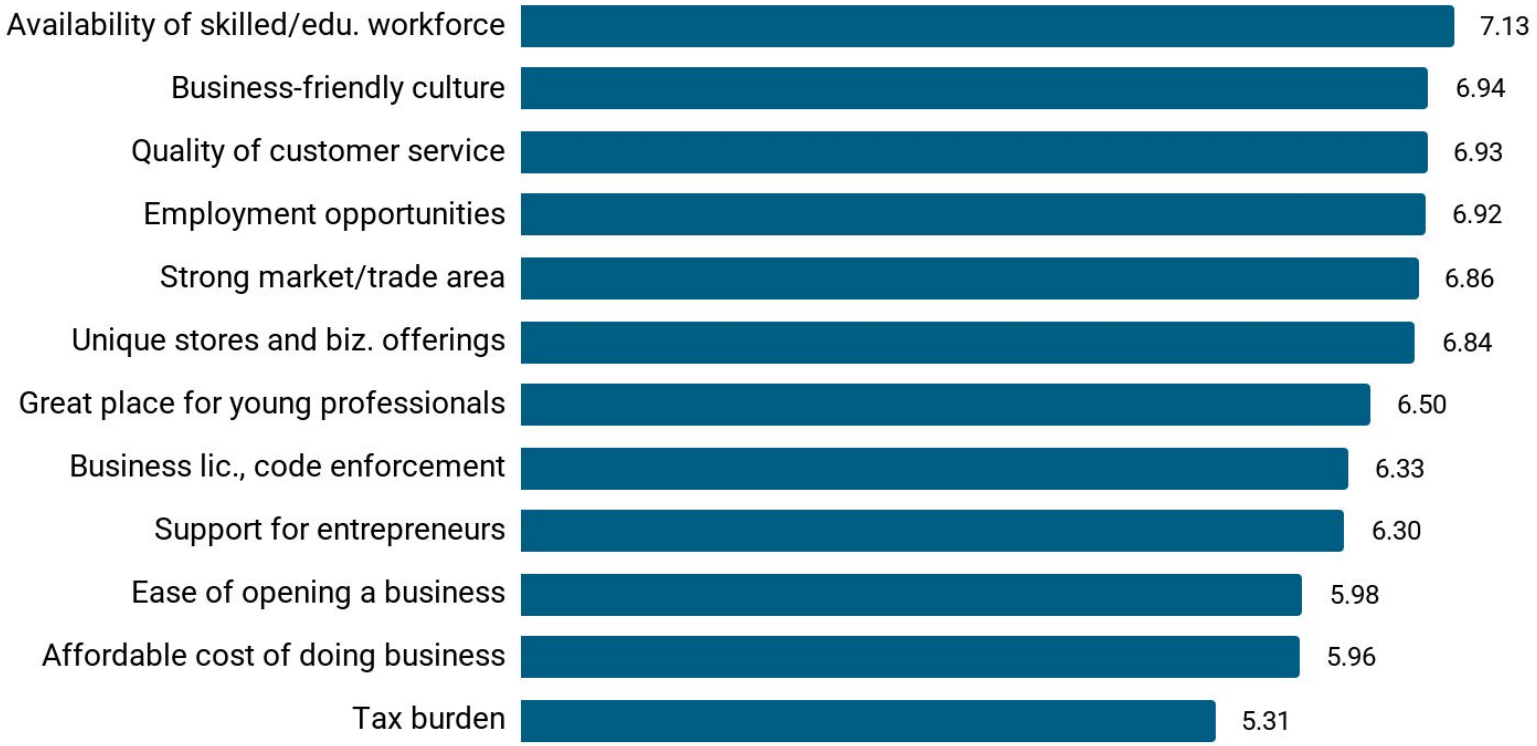
BY YEAR, BOTTOM THIRD ANSWERS

In your opinion, please rate the following Schaumburg attributes and characteristics on a scale from 1-10, where 1 is "Poor" and 10 is "Excellent."



Community Survey

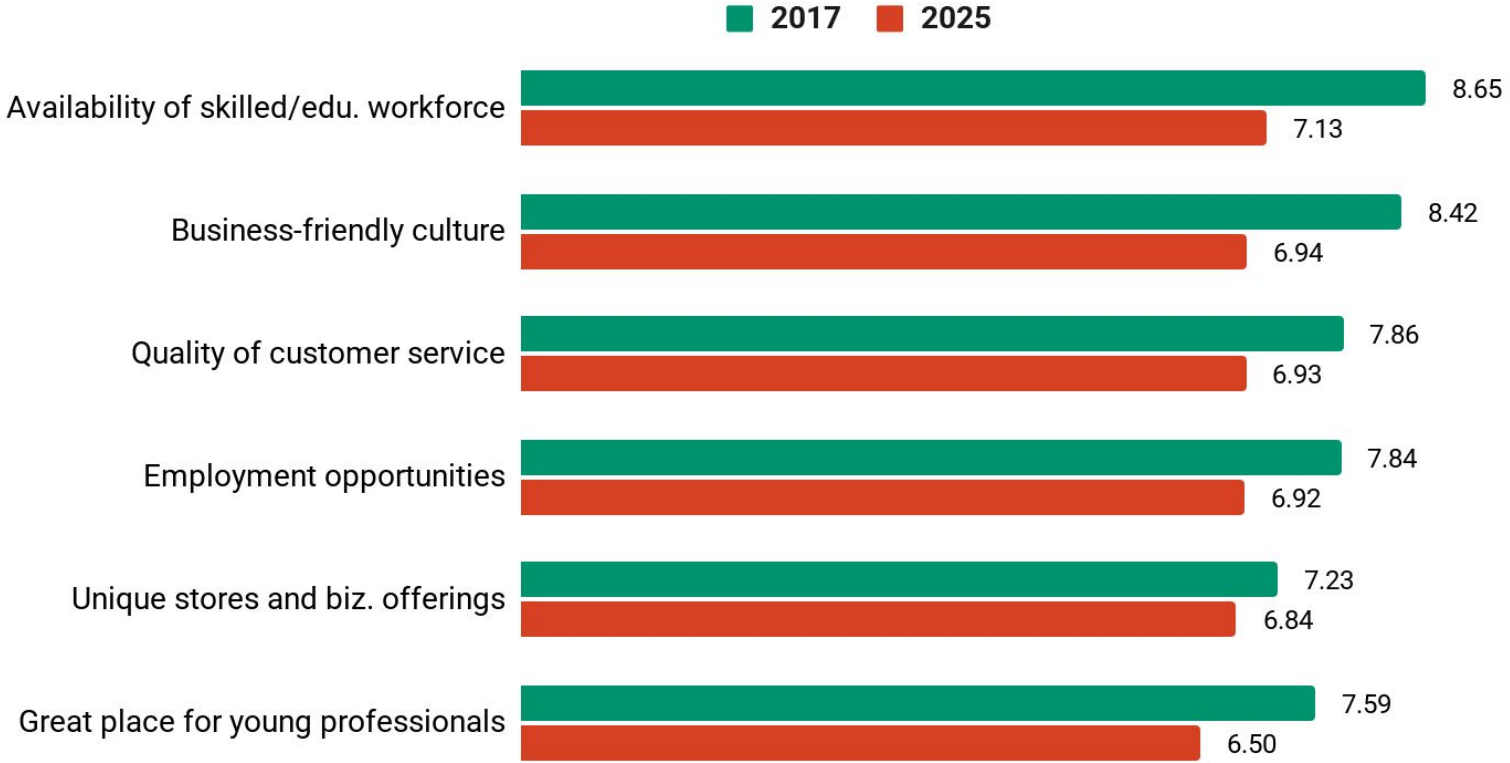
In your opinion or perception of the business community, please rate the following Schaumburg attributes and characteristics on a scale from 1-10, where 1 is "Poor" and 10 is "Excellent."



Community Survey

BY YEAR, TOP ANSWERS

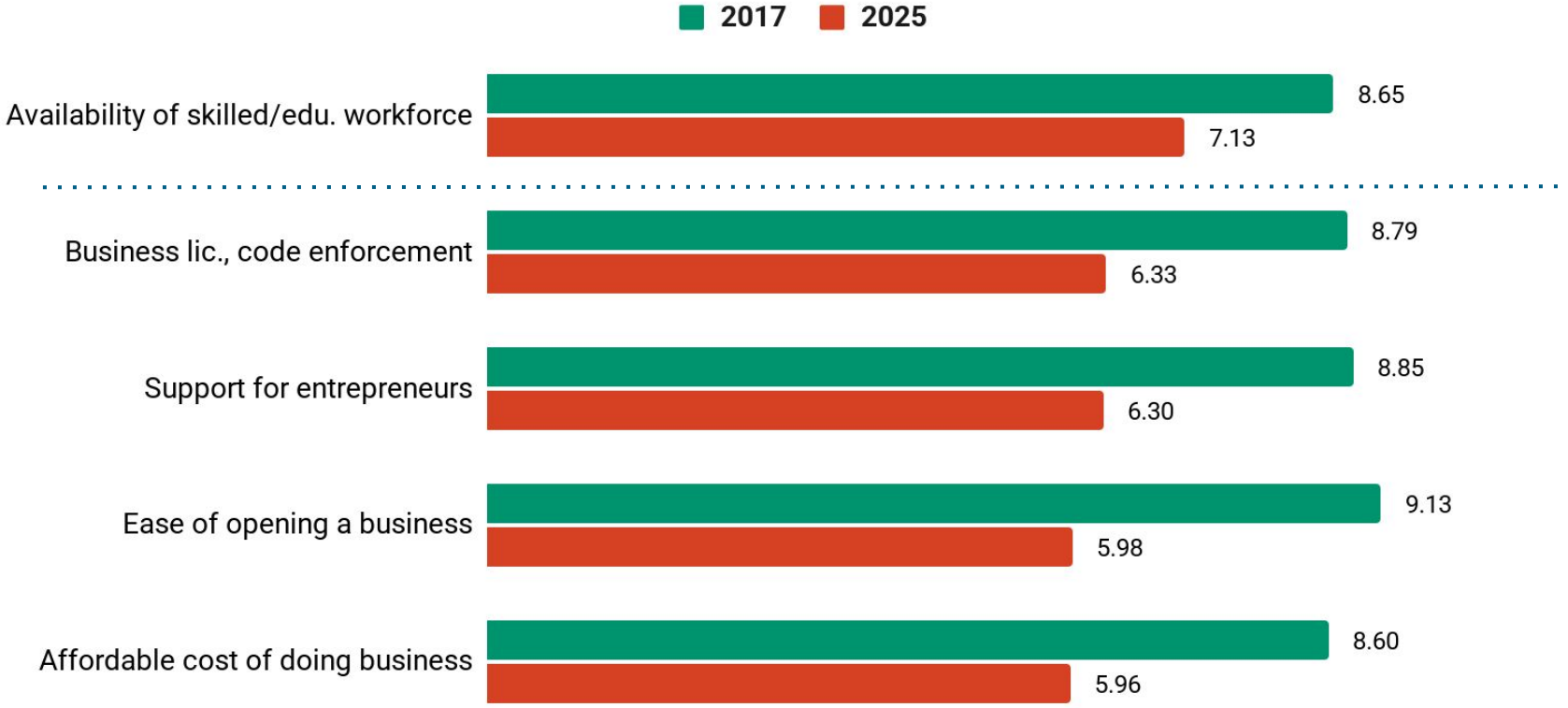
In your opinion or perception of the business community, please rate the following Schaumburg attributes and characteristics on a scale from 1-10, where 1 is "Poor" and 10 is "Excellent."



Community Survey

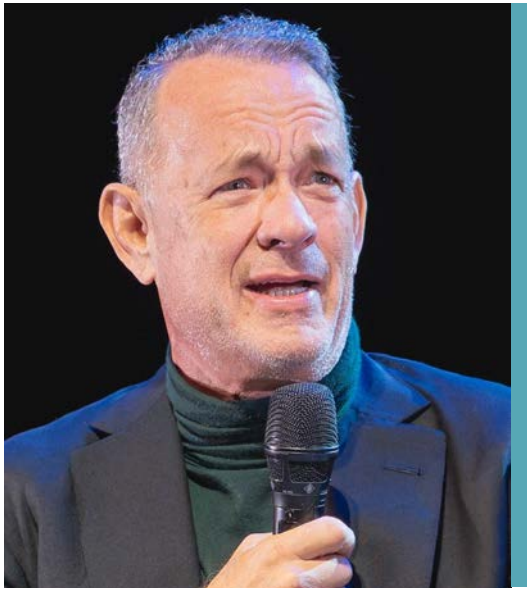
BY YEAR, BOTTOM ANSWERS

In your opinion or perception of the business community, please rate the following Schaumburg attributes and characteristics on a scale from 1-10, where 1 is "Poor" and 10 is "Excellent."



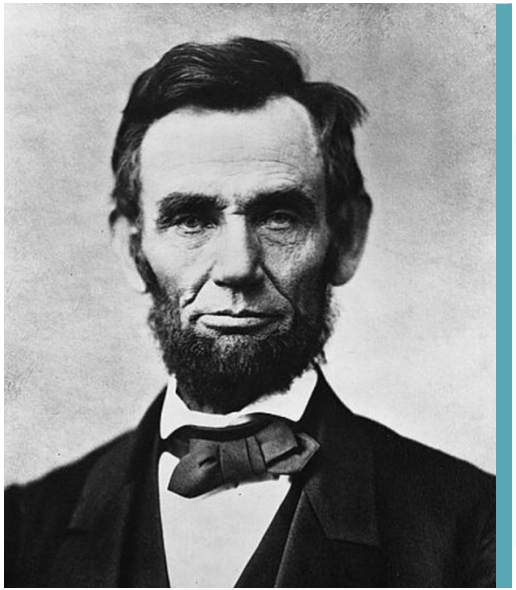
Community Survey

If Schaumburg were a famous person, who would it be? Why?



Tom Hanks

"Approachable, reliable, wholesome actor who doesn't easily compromise his integrity."



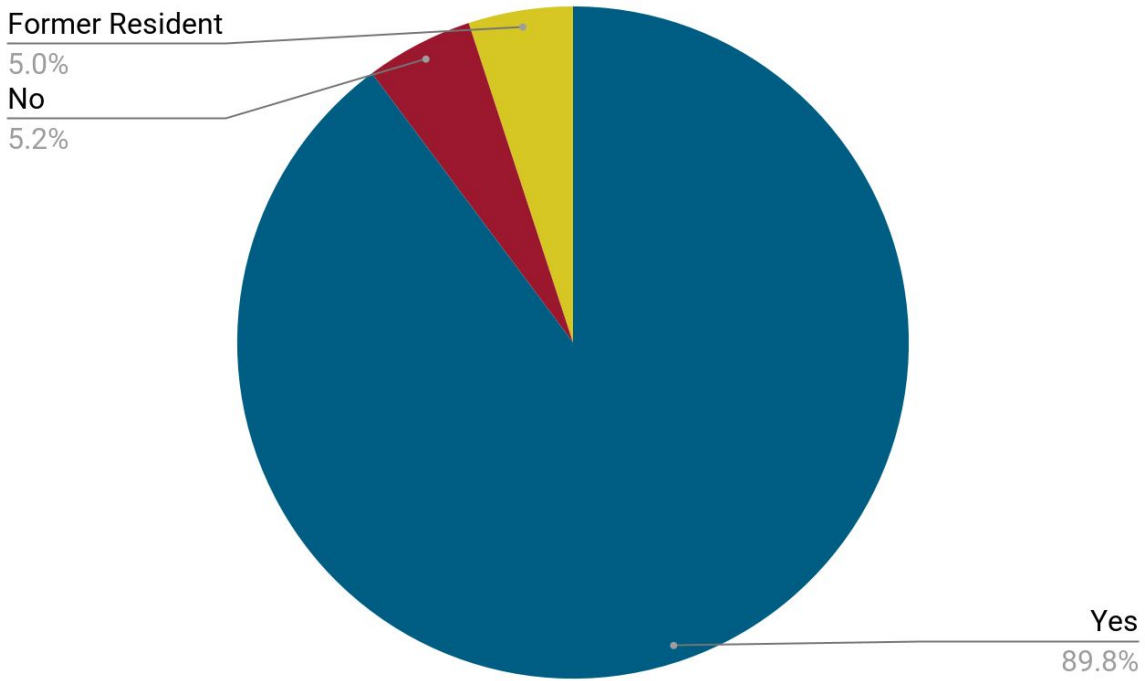
Abraham Lincoln

"Smart, forward thinking and committed to building a strong foundation."

Demographics

Community Survey

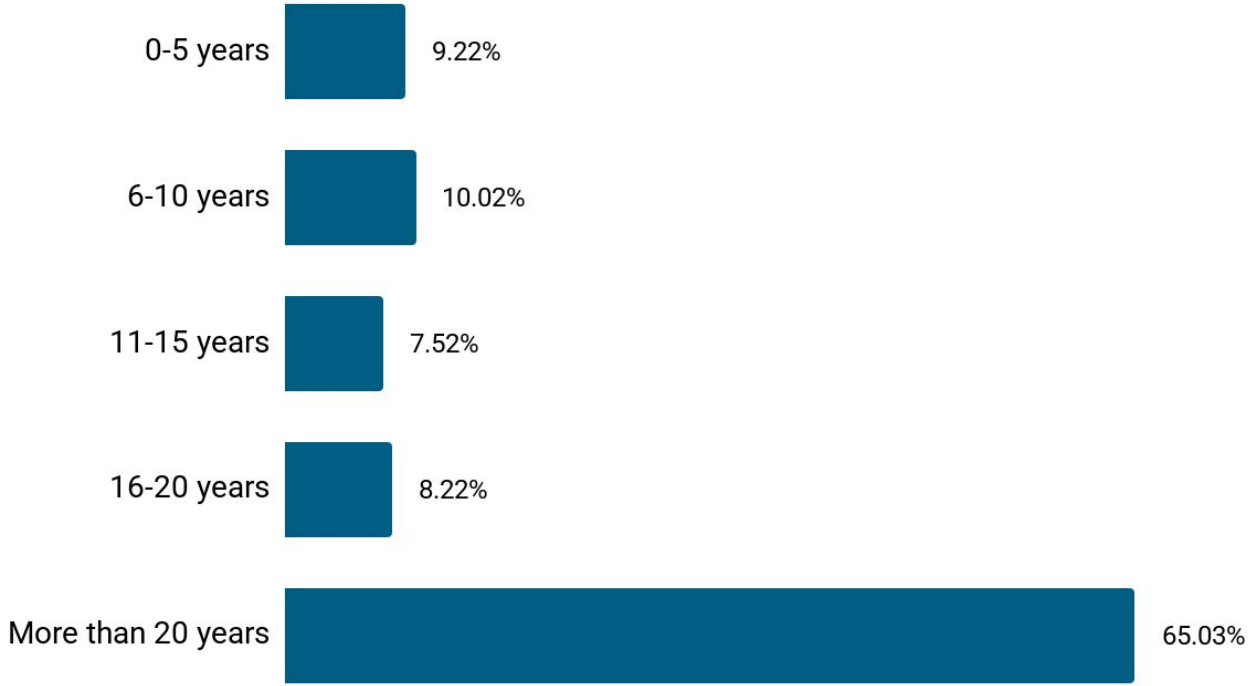
Do you currently live in Schaumburg?



Community Survey

RESIDENTS ONLY, 698 RESPONSES

How long have you been a resident of Schaumburg?



Community Survey

RESIDENTS ONLY, 698 RESPONSES

Why do you choose to live in Schaumburg?

1. *Quality of the schools*
2. *Location**
3. *Cleanliness and safety*
4. *Parks and natural areas*
5. *Comfort and familiarity*

*Central location and proximity to: family, friends, work, amenities, expressways to/from Chicago, and O'Hare

Community Survey

FORMER RESIDENTS ONLY, 32 RESPONSES

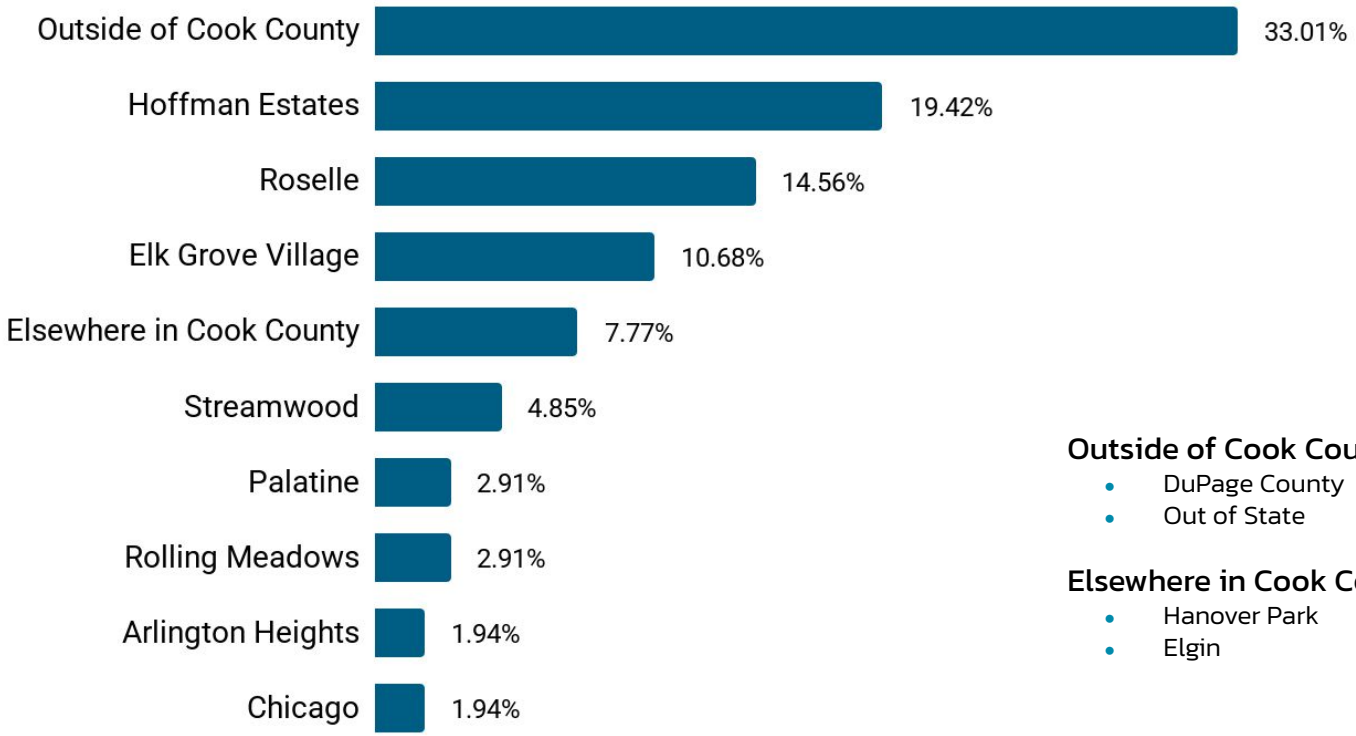
Why did you choose to move out of Schaumburg?

1. *New home (comps too expensive)*
2. *Work relocation*
3. *Weather*

Community Survey

NONRESIDENTS ONLY, 68 RESPONSES

In which community do you live currently?



Outside of Cook County:

- DuPage County
- Out of State

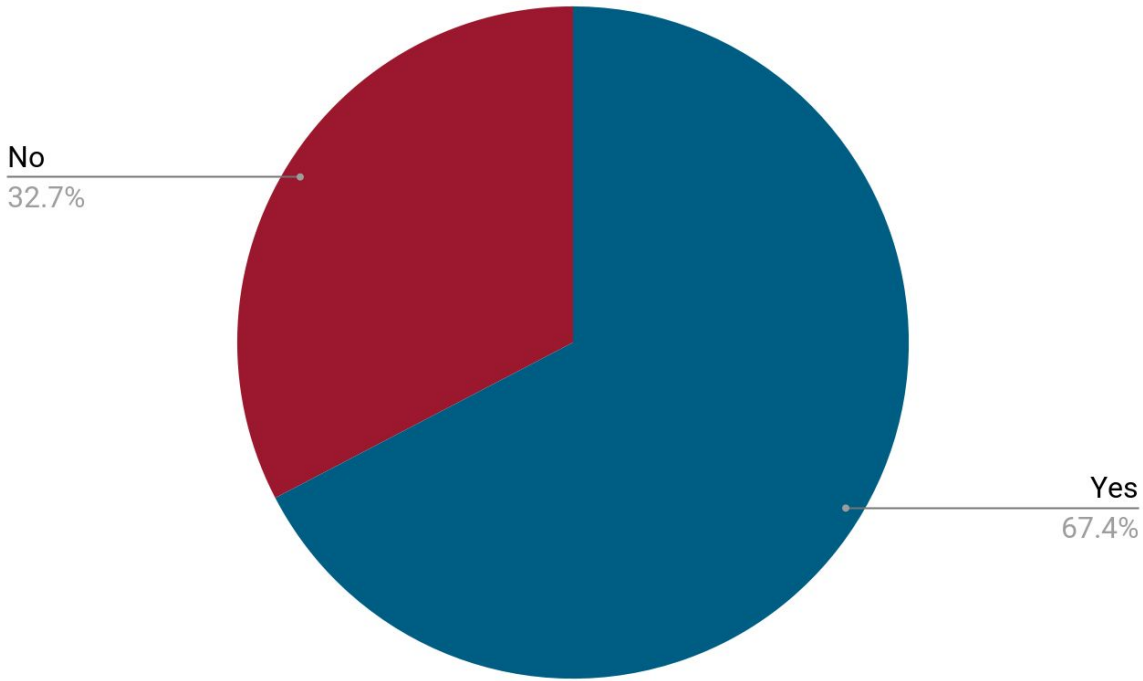
Elsewhere in Cook County:

- Hanover Park
- Elgin

Community Survey

NONRESIDENTS WHO NEVER LIVED IN SCHAUMBURG ONLY, 36 RESPONSES

Have you ever considered living in Schaumburg?



Community Survey

NONRESIDENTS ONLY, CONSIDERED LIVING IN SCHAUMBURG, 25 RESPONSES

Why did you ultimately choose not to live in Schaumburg? What would make Schaumburg a more attractive place to live for you?

1. *Cost of housing*
2. *Taxes*
3. *Traffic, car dependency*

Community Survey

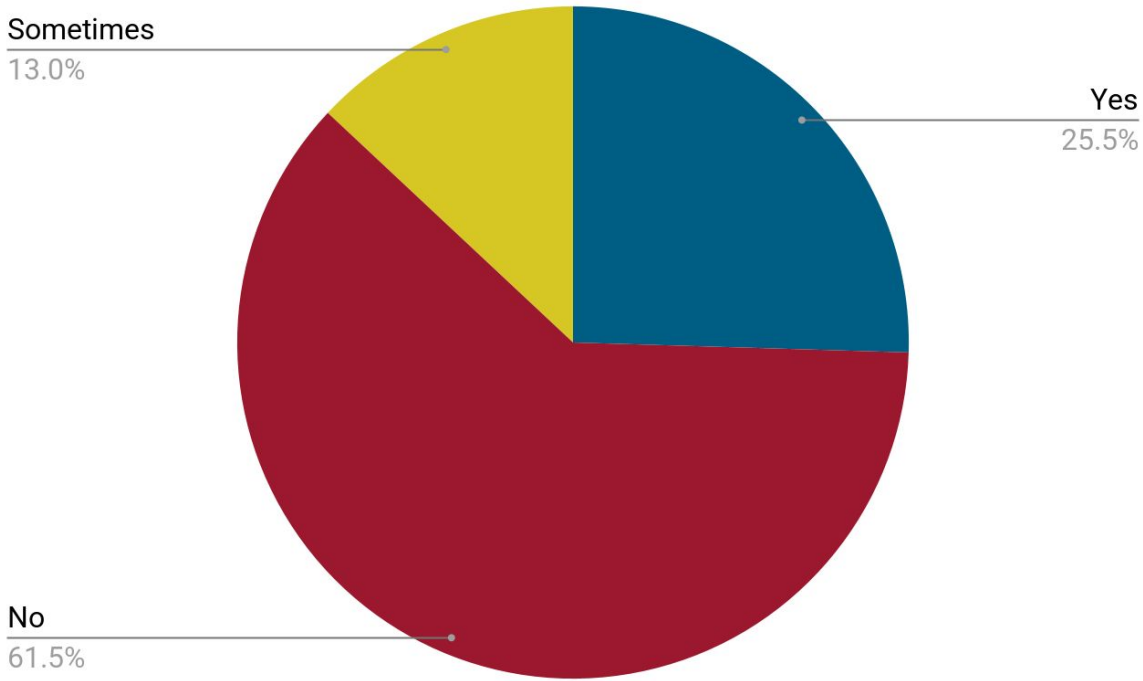
NONRESIDENTS ONLY, DID NOT CONSIDER LIVING IN SCHAUMBURG, 11 RESPONSES

What would make Schaumburg a more attractive place to live for you?

1. *Less traffic*
2. *Lower taxes*
3. *More walkable areas*

Community Survey

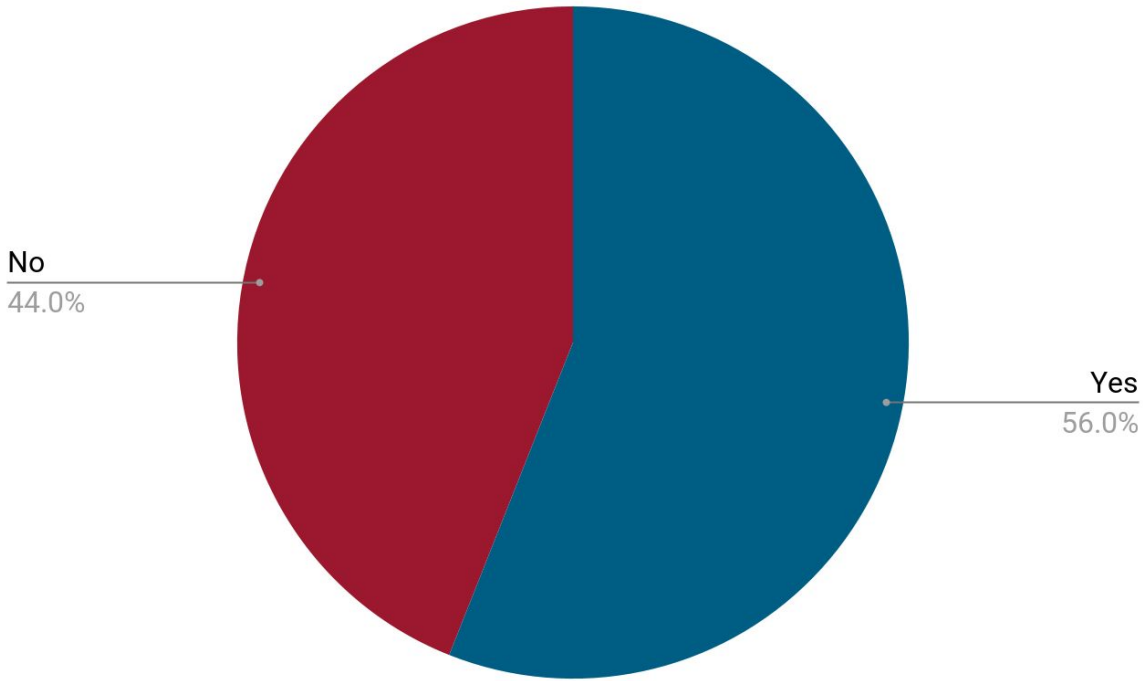
Do you work in Schaumburg?



Community Survey

EMPLOYEES ONLY, 299 RESPONSES

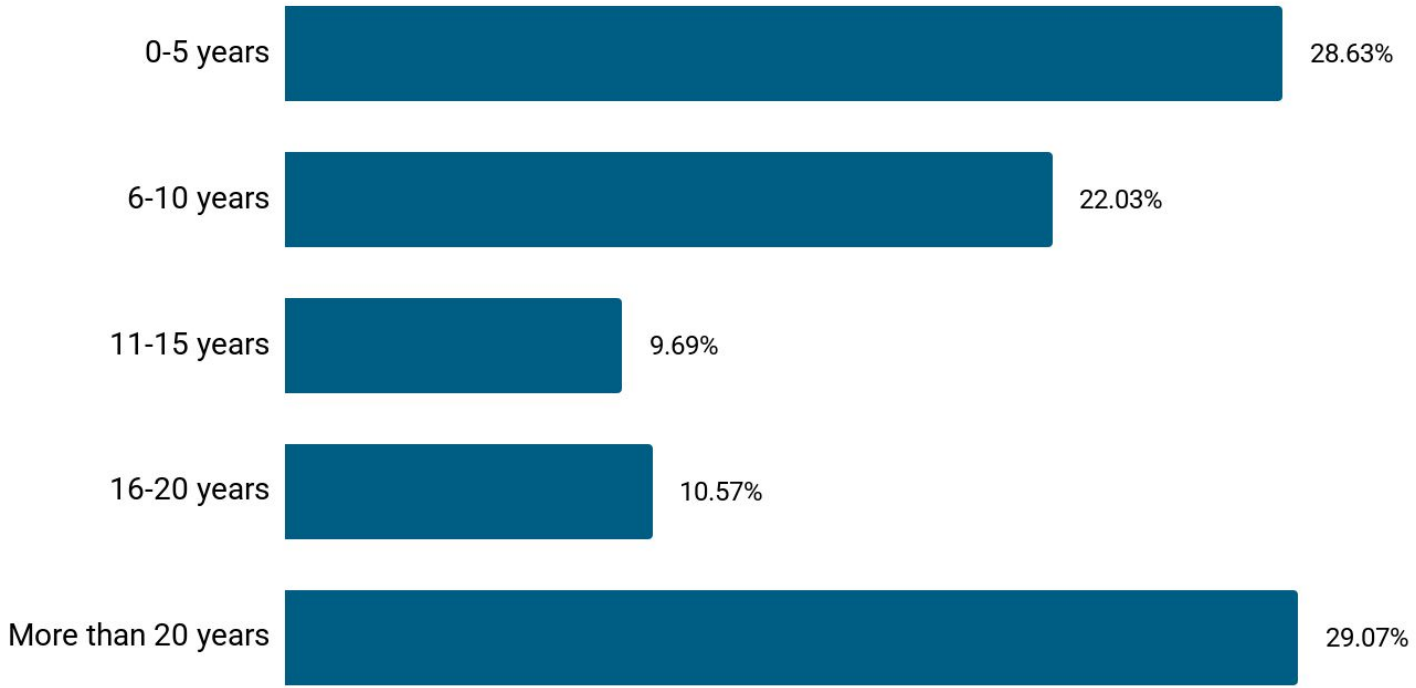
Does your employer have a physical location in Schaumburg?



Community Survey

EMPLOYEES AT PHYSICAL LOCATION ONLY, 156 RESPONSES

How long have you worked for your current employer in Schaumburg?



Community Survey

EMPLOYEES ONLY, 299 RESPONSES

What are your most and least favorite things about working in Schaumburg?

Favorite Things

Proximity to home, easy commute

Shopping and dining options

Walkable areas

Access to the airport

Village services

Cleanliness and safety

Diversity of residents and businesses

Least Favorite Things

Traffic congestion and parking

Traffic light amount and synchronization

Few walkable areas

Lacks unique shopping and dining

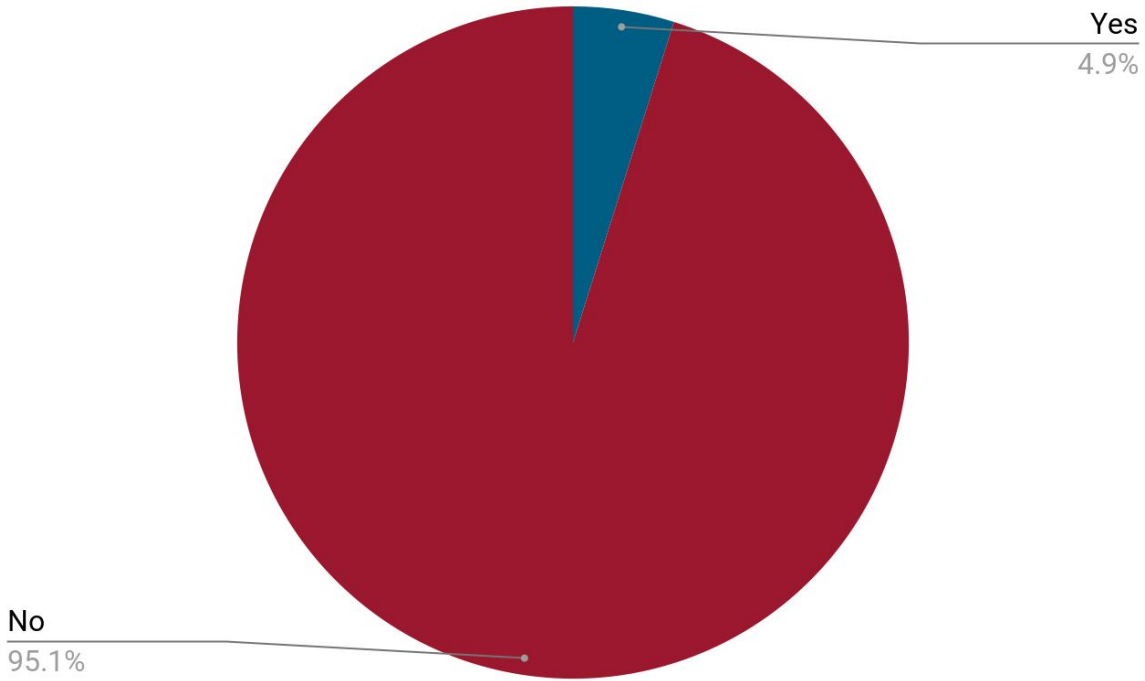
Bad road conditions (potholes, snow)

Sales tax rate

Quality of internet services

Community Survey

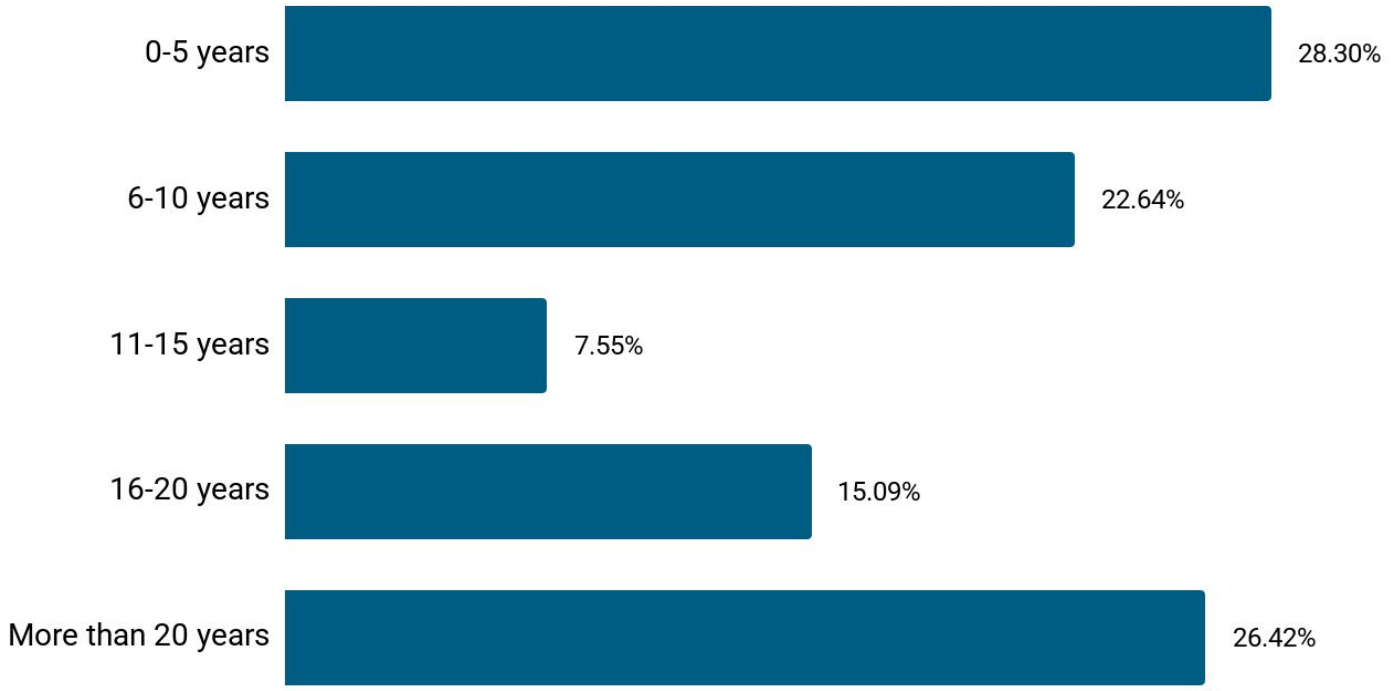
Do you own a business in Schaumburg?



Community Survey

BUSINESS OWNERS ONLY, 42 RESPONSES

How long have you owned a business in Schaumburg?



Community Survey

BUSINESS OWNERS ONLY, 42 RESPONSES

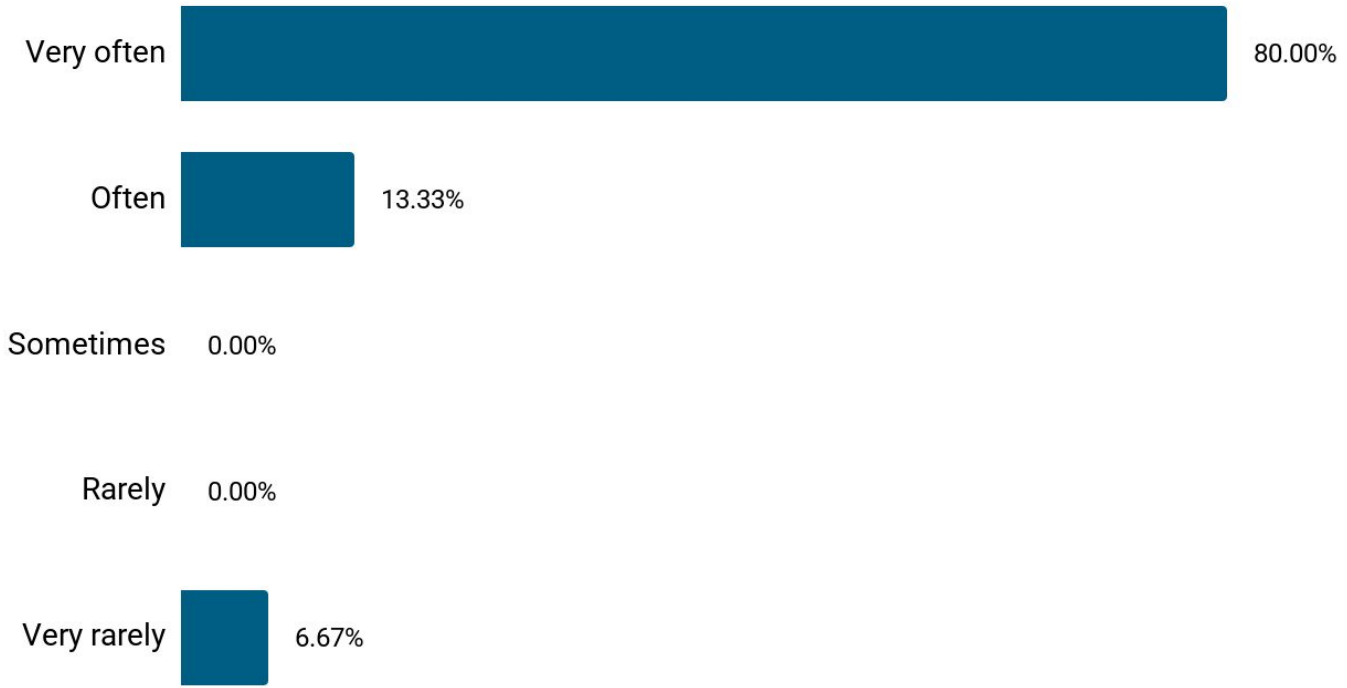
Why do you choose to have your business in Schaumburg?

1. *Close to home, work from home*
2. *Location, access to expressways*
3. *Concentration of customers*

Community Survey

VISITORS ONLY, 13 RESPONSES

How often do you visit Schaumburg?



Community Survey

VISITORS ONLY, 13 RESPONSES

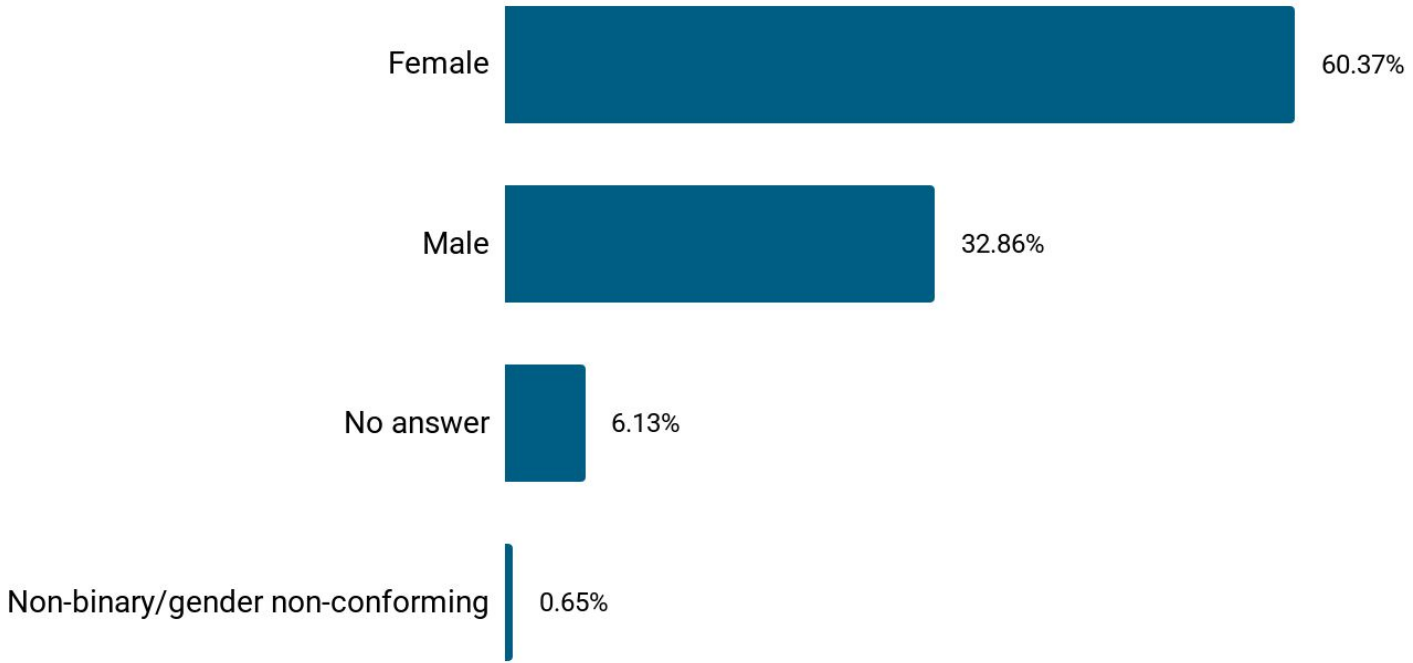
What are the main reasons why you would want to visit Schaumburg?

1. *Shopping*
2. *Day-to-day needs**
3. *Dining*

*Several respondents live nearby

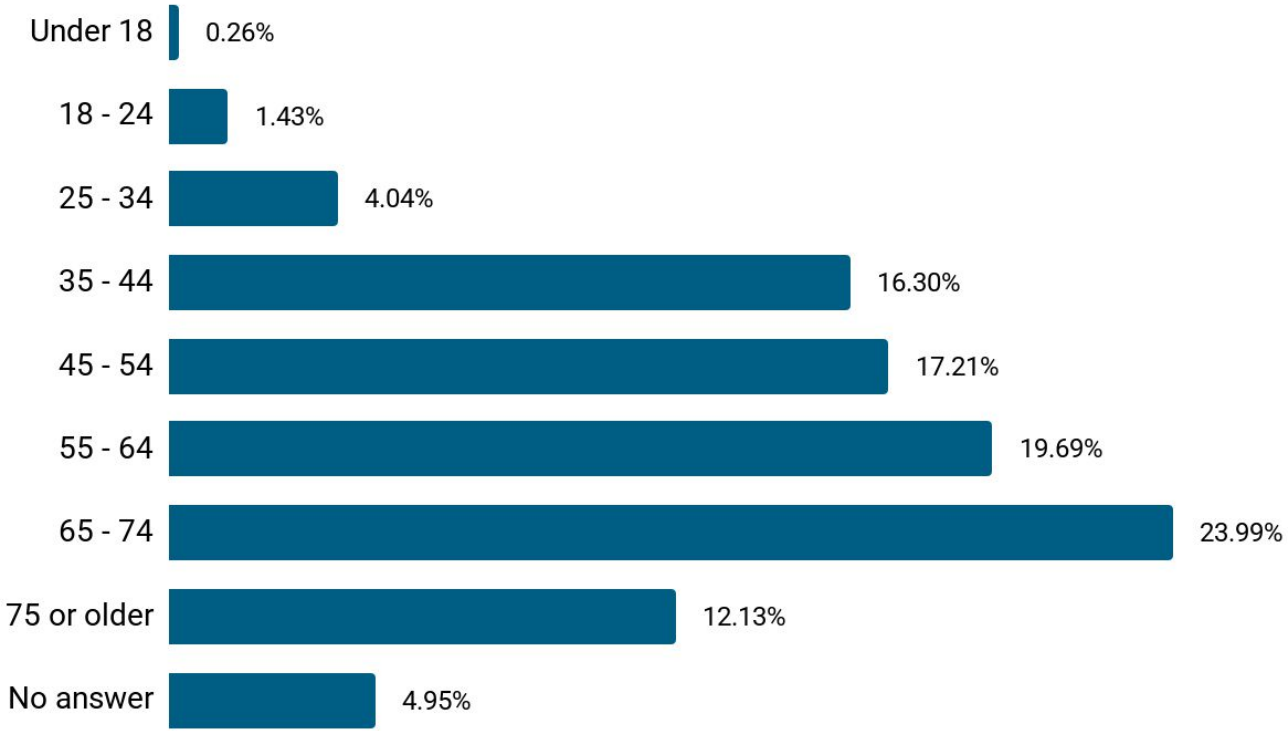
Community Survey

What is your gender?



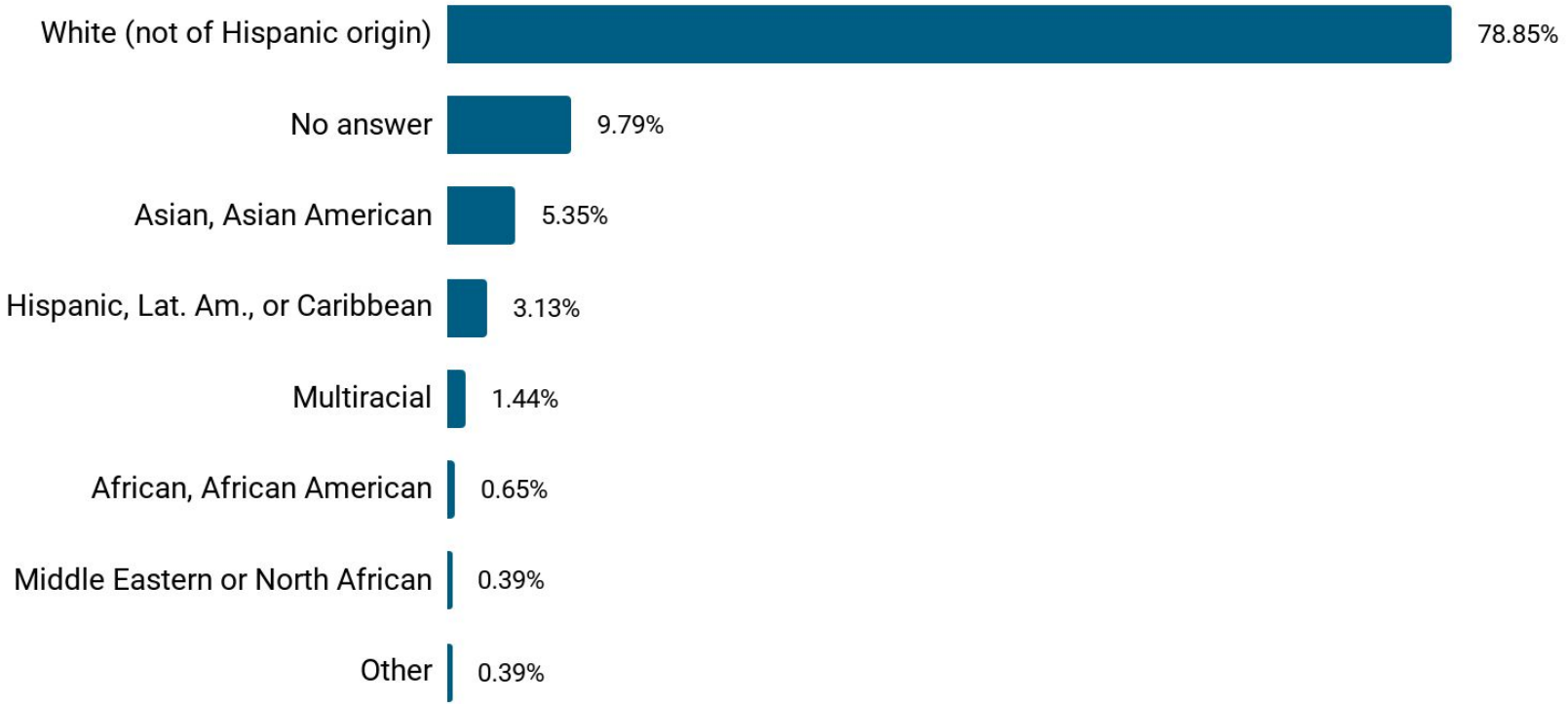
Community Survey

Which of the following includes your age?



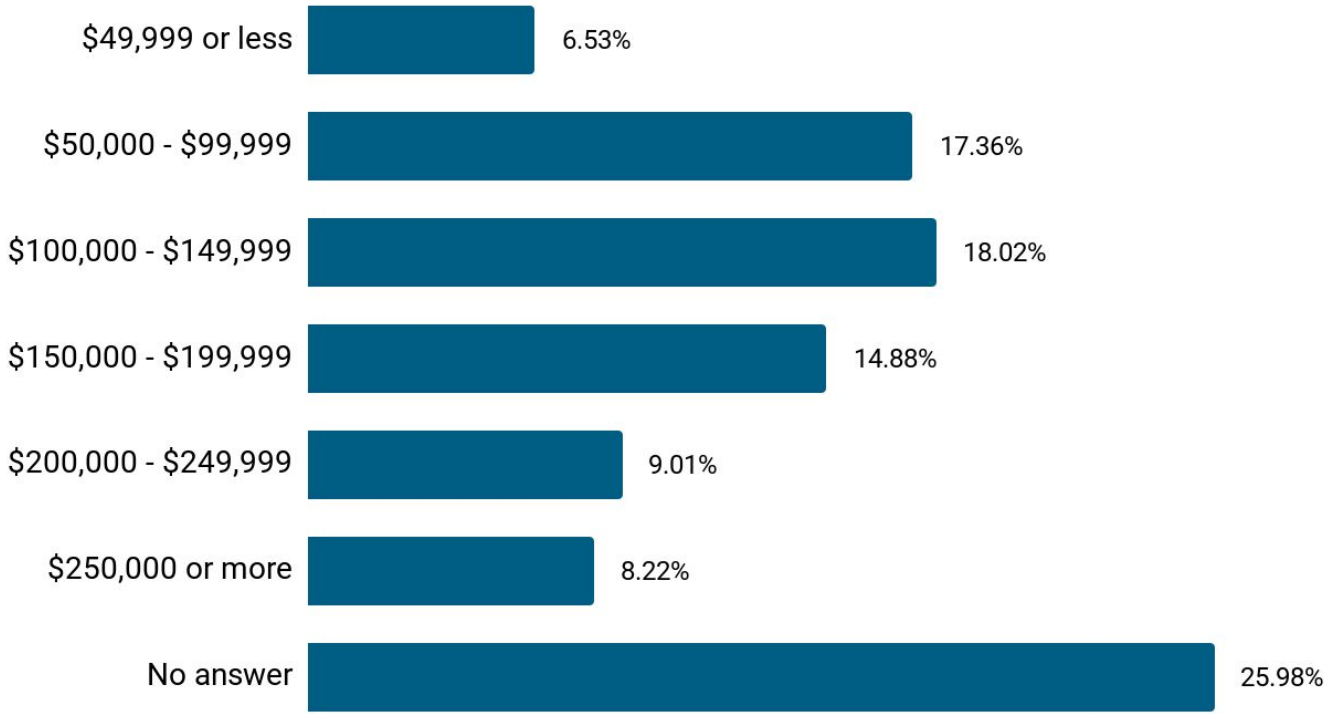
Community Survey

Which of the following best describes you?



Community Survey

Which of the following ranges includes your total household income?



Brand Barometer

Brand Barometer

Purpose

The Community Brand Barometer measures strength of the Schaumburg brand according to:

- Resident satisfaction with and advocacy for Schaumburg as a place to live, visit, and conduct business.
- Schaumburg satisfaction/advocacy relative to the nation.

Methodology + Results

Significant research* on a wide variety of customer satisfaction metrics found a single powerful question has the greatest ability both to measure current resident satisfaction and predict future community growth. That question, "Would you recommend your community to a friend or colleague as a place to live (or work or visit)?" is powerful because it surpasses the basic model of economic exchange, where money is spent for products or services. People who score their community high on the Brand Barometer actively recruit new residents, visitors, and businesses through positive word-of-mouth marketing. It is very personal. By making a strong recommendation, they are willing to risk their own character, trustworthiness, and overall reputation for no tangible reward.

**Research conducted by Satmetrix Systems, Inc., Bain & Company and Fred Reichheld, author of "The One Number You Need to Grow," Harvard Business Review (Dec. 2003).*

Brand Barometer

Methodology + Results (cont'd.)

The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant. Participants in the community-wide surveys answered three questions:

- Would you recommend living in Schaumburg to a friend or colleague?
- Would you recommend visiting Schaumburg to a friend or colleague?
- Would you recommend conducting business in Schaumburg to a friend or colleague?

Responses are measured on a 10-point scale with 1 being "Not at all likely" and 10 being "Extremely likely." Results are presented on an individual respondent level as well as an aggregate Brand Advocacy Score. Scores are calculated with response percentages in the following categories:

- Promoters (9 or 10) – Loyal residents who will continue fueling your growth and promoting your brand
- Passives (7 or 8) – Satisfied but unenthusiastic residents who are vulnerable to other opinions and brand
- Detractors (1-6) – Unhappy residents who can damage your brand and impede growth through negative referrals

Brand Advocacy Score = % Promoters – % Detractors

Brand Barometer

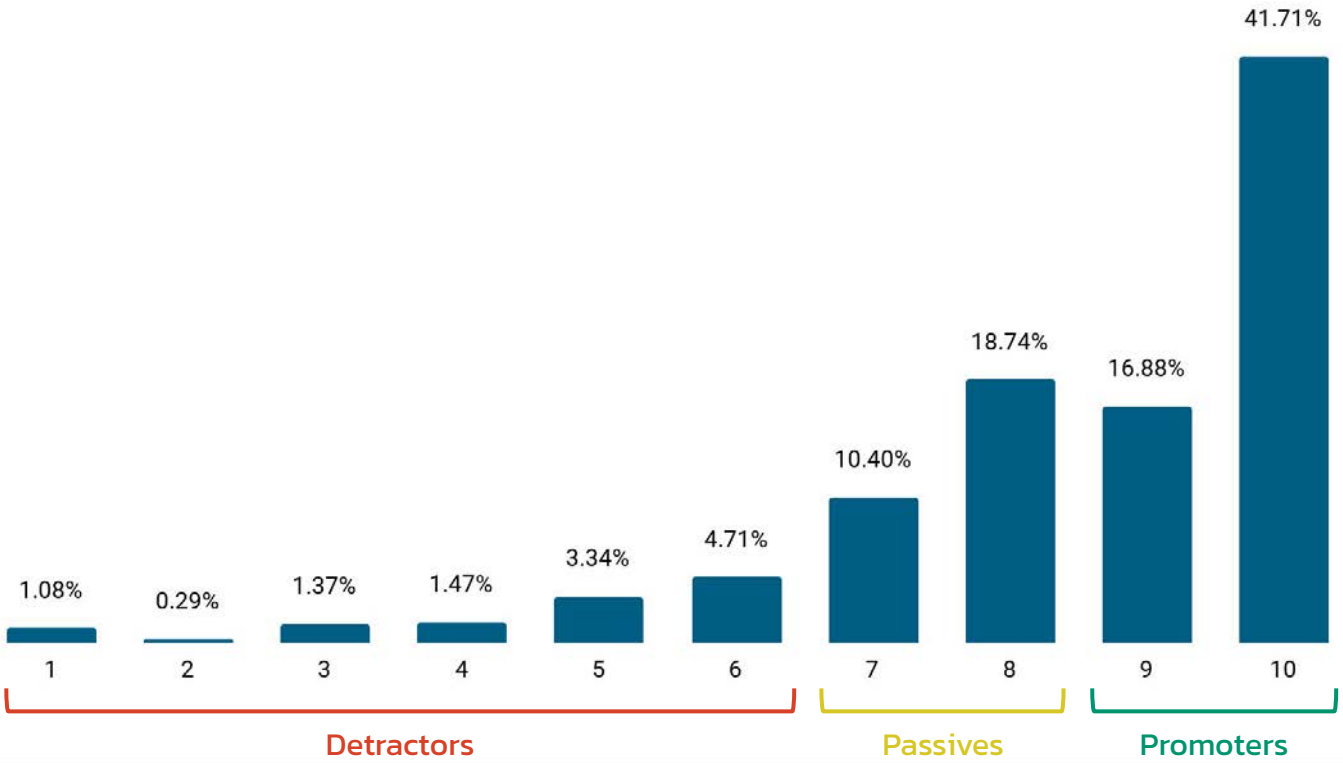
Methodology + Results (cont'd.)

Schaumburg's Brand Advocacy Score can then be compared to a benchmark score that has been derived for the entire nation. North Star employs multiple survey methods through proprietary sources to determine national averages. Scores represent a stratified random sample of the entire U.S. population and are updated on a regular basis. You can use this information to track your own brand performance relative to national trends over time. In addition, you can repeat the Brand Barometer after a designated period and compare the results to your own benchmark score for an on-going metric of how community attitudes change over time and in response to specific events or activities.

Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

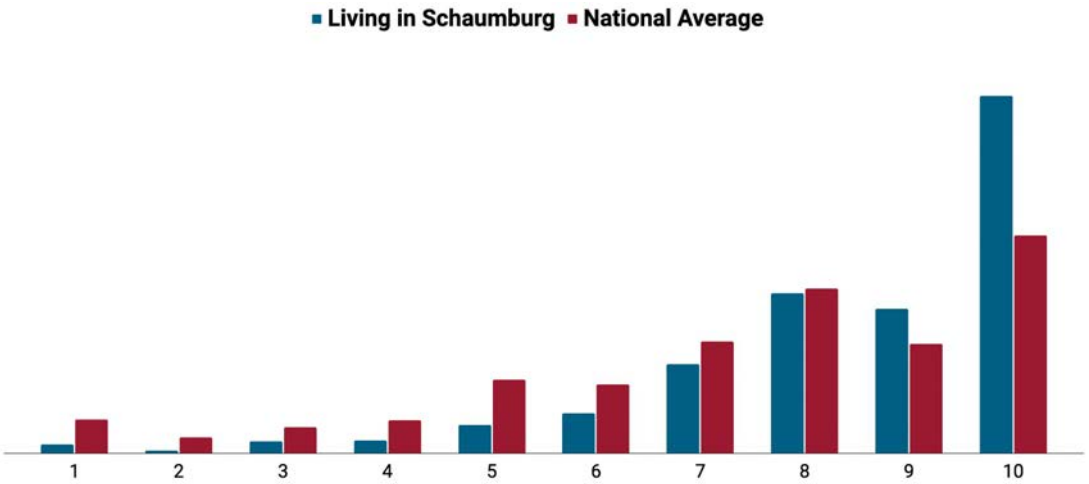
Living in Schaumburg



Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Living in Schaumburg

	Living in SCH	SCH Totals	National Average	National Totals
1	1.08%	Detractors	3.96%	Detractors
2	0.29%		1.85%	
3	1.37%		3.09%	
4	1.47%	12.26%	3.88%	29.43%
5	3.34%		8.63%	
6	4.71%		8.03%	
7	10.40%	Passives	13.08%	Passives
8	18.74%	29.14%	19.28%	32.36%
9	16.88%	Promoters	12.77%	Promoters
10	41.71%	58.59%	25.44%	38.21%



Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Living in Schaumburg

46.33%

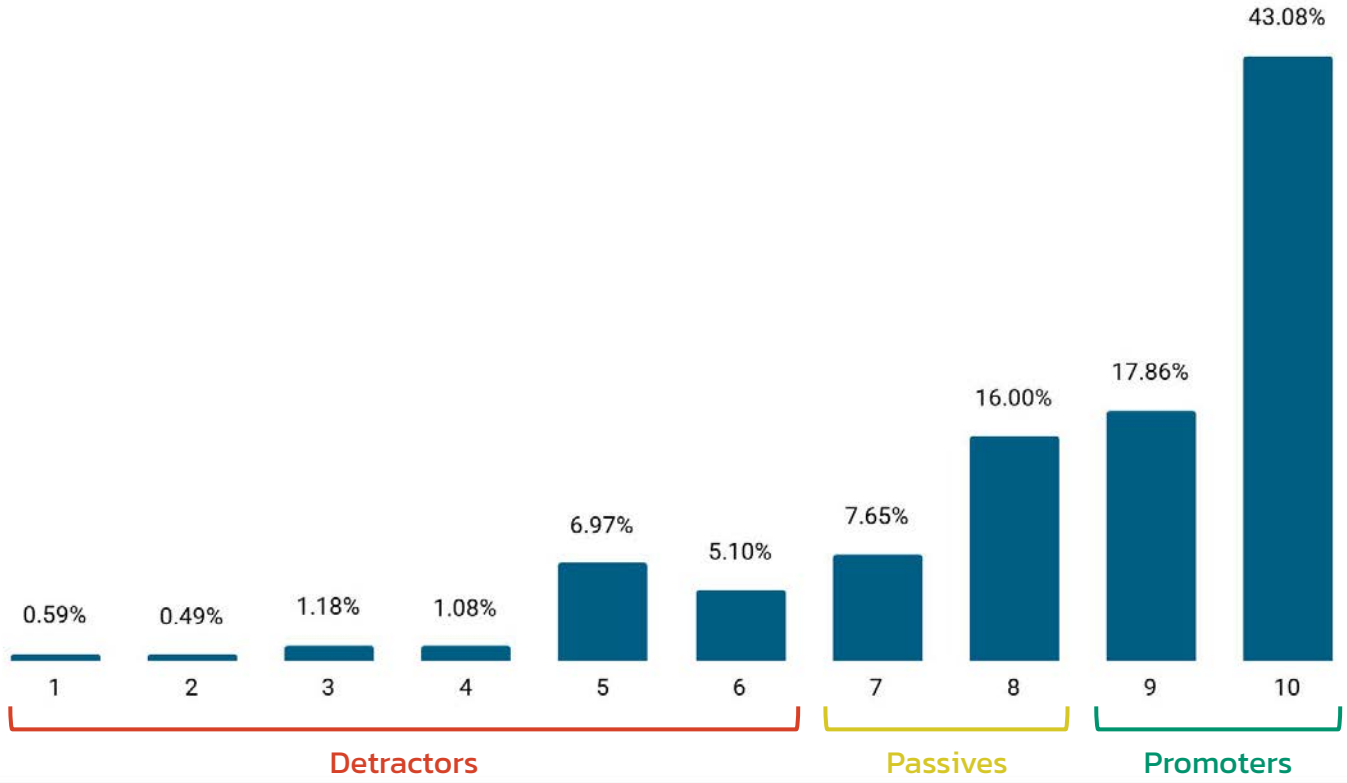
Overall Brand Advocacy Score
Living in Schaumburg

(% of Promoters minus % of Detractors)

Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

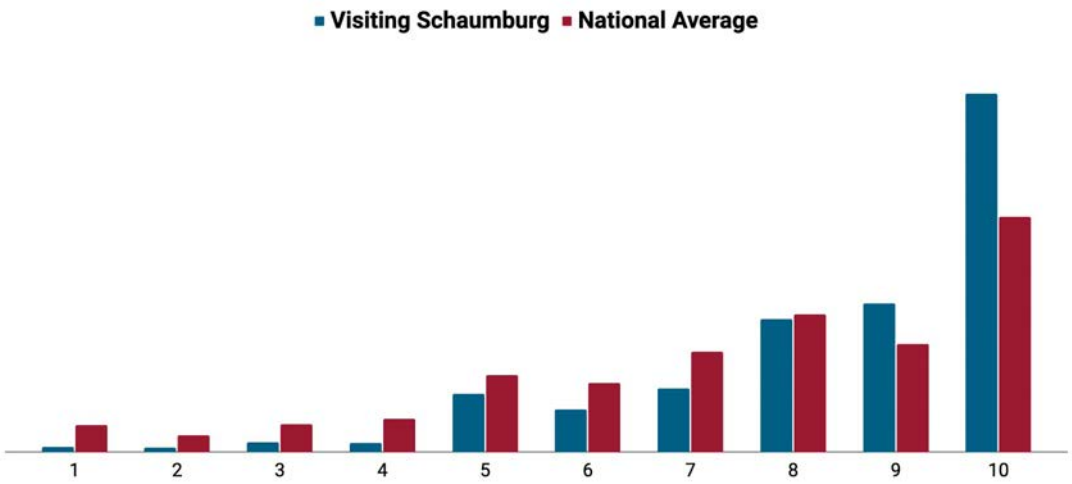
Visiting Schaumburg



Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Visiting Schaumburg

	Visiting SCH	SCH Totals	National Average	National Totals
1	0.59%	Detractors	3.27%	Detractors
2	0.49%		2.06%	
3	1.18%		3.30%	
4	1.08%	15.41%	4.00%	30.11%
5	6.97%		9.20%	
6	5.10%		8.29%	
7	7.65%	Passives	12.06%	Passives
8	16.00%	23.65%	16.58%	28.64%
9	17.86%	Promoters	12.97%	Promoters
10	43.08%	60.94%	28.27%	41.25%



Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Visiting Schaumburg

45.53%

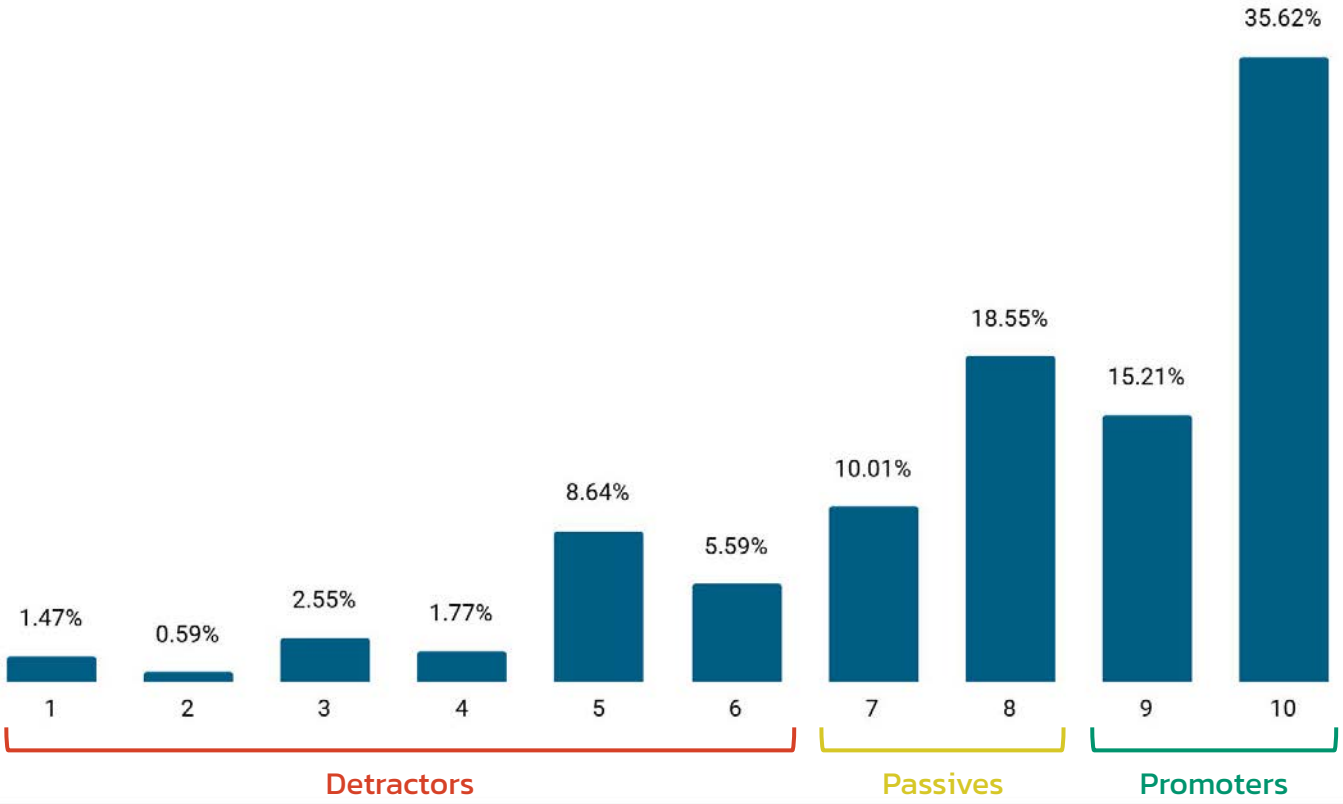
Overall Brand Advocacy Score
Visiting Schaumburg

(% of Promoters minus % of Detractors)

Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

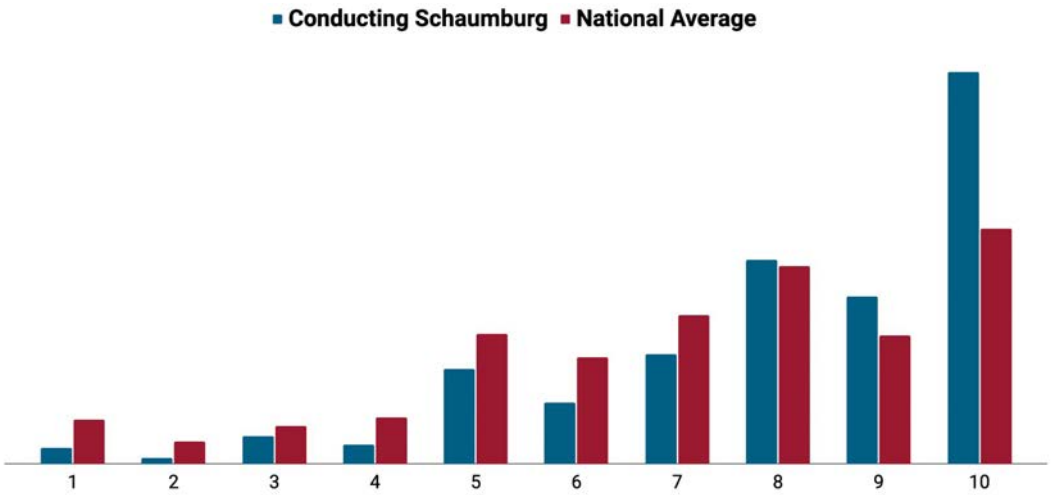
Conducting Business in Schaumburg



Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Conducting Business in Schaumburg

	Biz. in SCH	SCH Totals	National Average	National Totals
1	1.47%	Detractors	4.07%	Detractors
2	0.59%		2.04%	
3	2.55%		3.46%	
4	1.77%	20.61%	4.25%	35.33%
5	8.64%		11.83%	
6	5.59%		9.68%	
7	10.01%	Passives	13.57%	Passives
8	18.55%	28.56%	17.99%	31.56%
9	15.21%	Promoters	11.69%	Promoters
10	35.62%	50.83%	21.42%	33.11%



Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Conducting Business in Schaumburg

30.22%

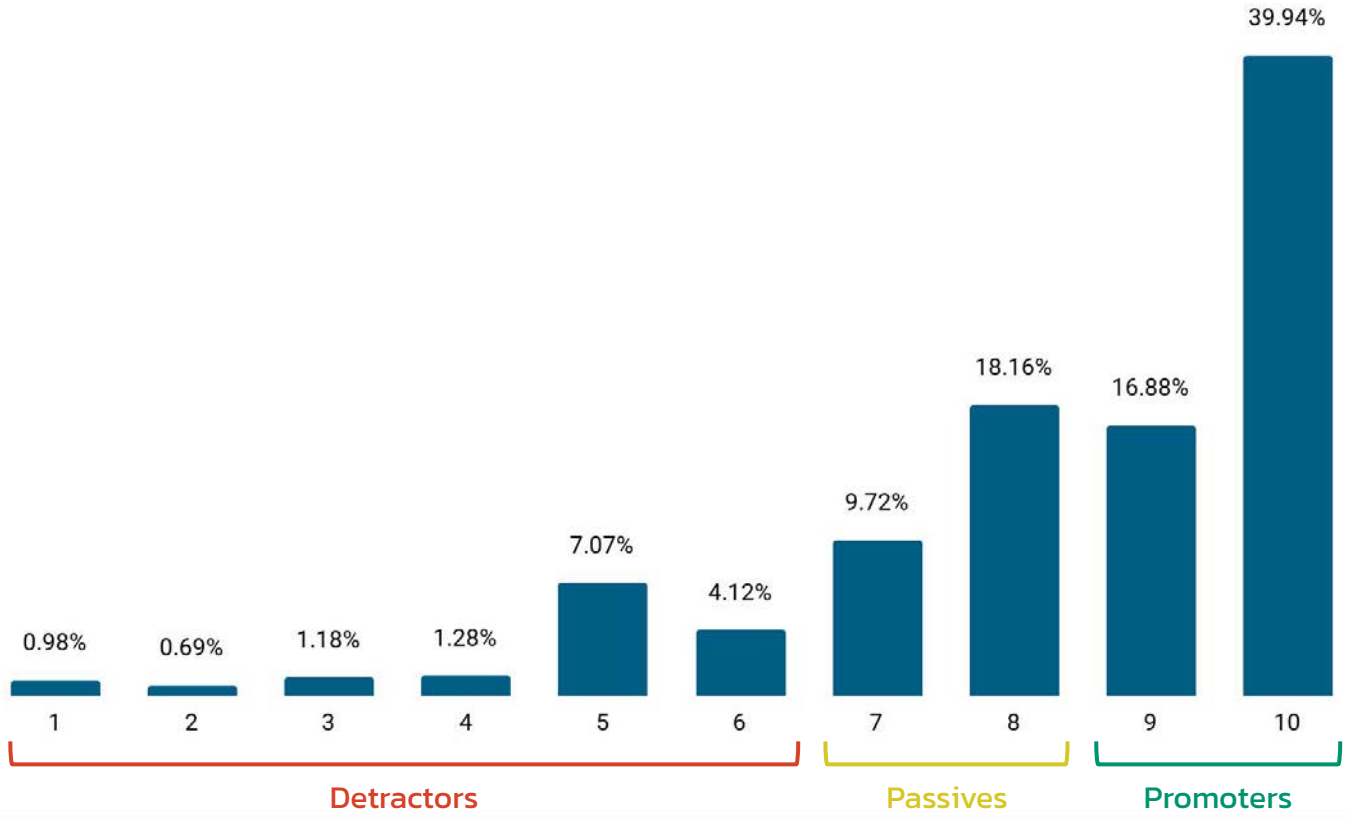
Overall Brand Advocacy Score
Conducting Business in Schaumburg

(% of Promoters minus % of Detractors)

Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Working in Schaumburg



Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Working in Schaumburg

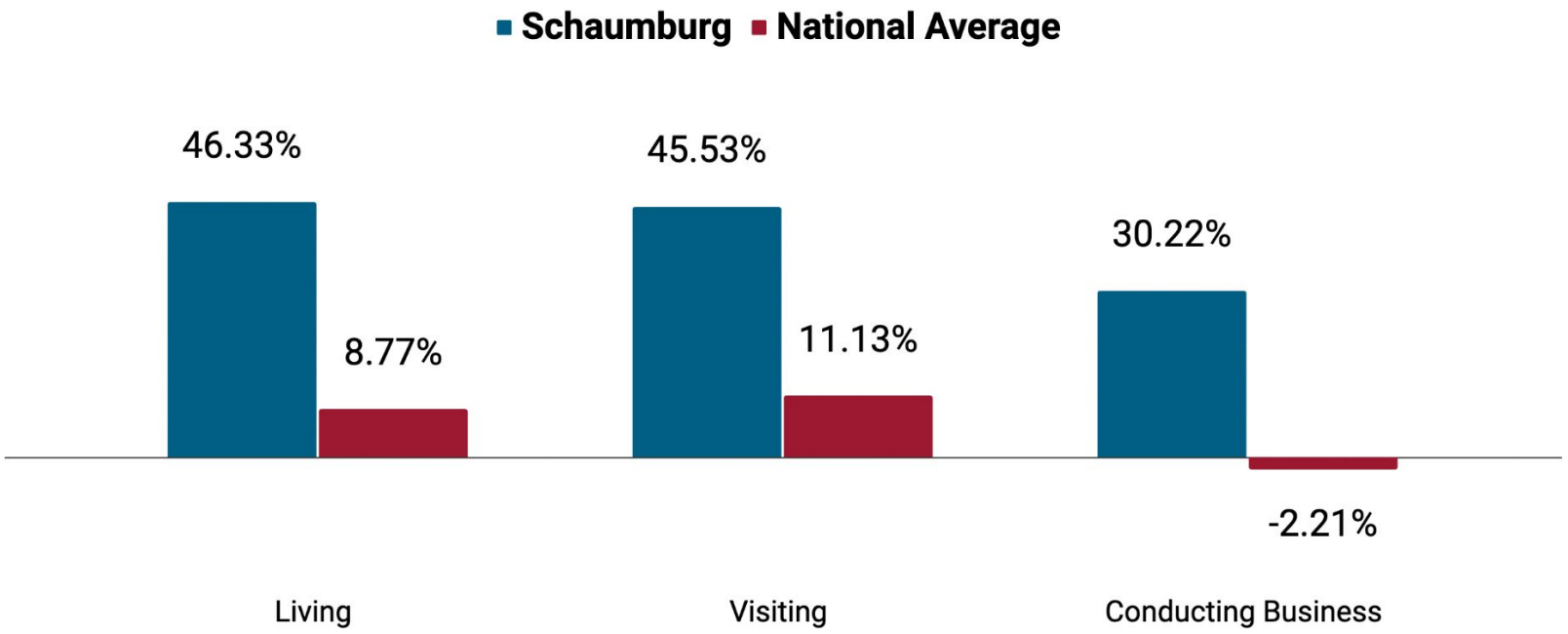
41.51%

Overall Brand Advocacy Score
Working in Schaumburg

(% of Promoters minus % of Detractors)

Brand Barometer

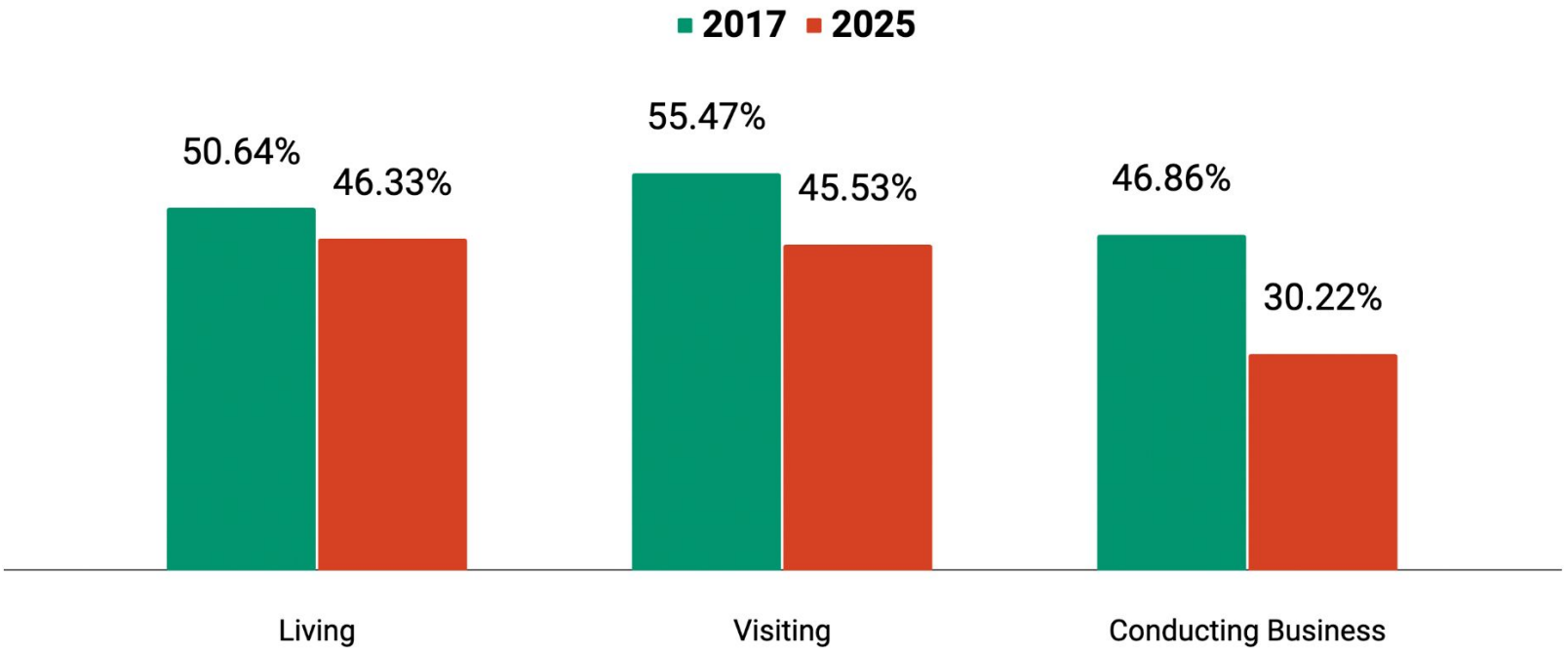
On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend Schaumburg to a friend or colleague...



Brand Barometer

BY YEAR

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend Schaumburg to a friend or colleague...



Consumer Awareness & Perception Study

Consumer Awareness and Perception Study

Purpose

The purpose of this study is to gain insight into consumer awareness, visitation, and perceptions of Schaumburg. The survey measures:

- Overall top-of-mind perceptions of Schaumburg and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends, and family)
- Strengths and weaknesses of Schaumburg with identified community attributes
- Measurements of Schaumburg quality of life indicators
- Measurement of Schaumburg strengths and weaknesses

Methodology + Results

An Internet study was conducted among respondents in Northern Illinois. A total of **300** surveys were completed and analyzed, allowing for a margin of error **±5.66** at the **95%** confidence level.

Terminating factors included: having lived or worked in Schaumburg, being under 18, and being "Not at all familiar" with Schaumburg.

Consumer Awareness and Perception Study

Methodology + Results (continued)

See **Appendix C** on the Google Drive folder for the complete CAP Study results.

We examined the responses for several questions relative to the particular responses to other questions in this study. This process of cross-tabulation is a type of analysis that looks at the variability of a characteristic between two or more groups. In other words, it compares opinions, behaviors, perceptions, etc. between different types of people (respondents). Cross tabulating data reveals much more detailed information than simply presenting the means, or averages, of an aggregated set of data. We have shared the most compelling cross-tabulations in the following pages. We present the question and responses in aggregate form followed by the detailed cross-tabulations.

Consumer Awareness and Perception Study

300 Total Respondents

- 100 from Cook County
- 100 from Inner Suburban Counties
  - *DuPage, Kane, Lake, McHenry, and Will Counties*
- 100 from Outer Suburban Counties
  - *Boone, DeKalb, Grundy, Kankakee, Kendall, LaSalle, and Winnebago Counties*

Terminations included:

- 78 for living outside areas of interest
- 8 for being under 18
- 102 for having lived or worked in Schaumburg
- 153 for not being familiar with Schaumburg

Consumer Awareness and Perception Study

Markets

- Cook County
- Inner Suburbs
- Outer Suburbs

Age

- Under 45 years old
- 45 years old and older

Visitors (220 respondents)

- Visitors indicated that they have visited Schaumburg.

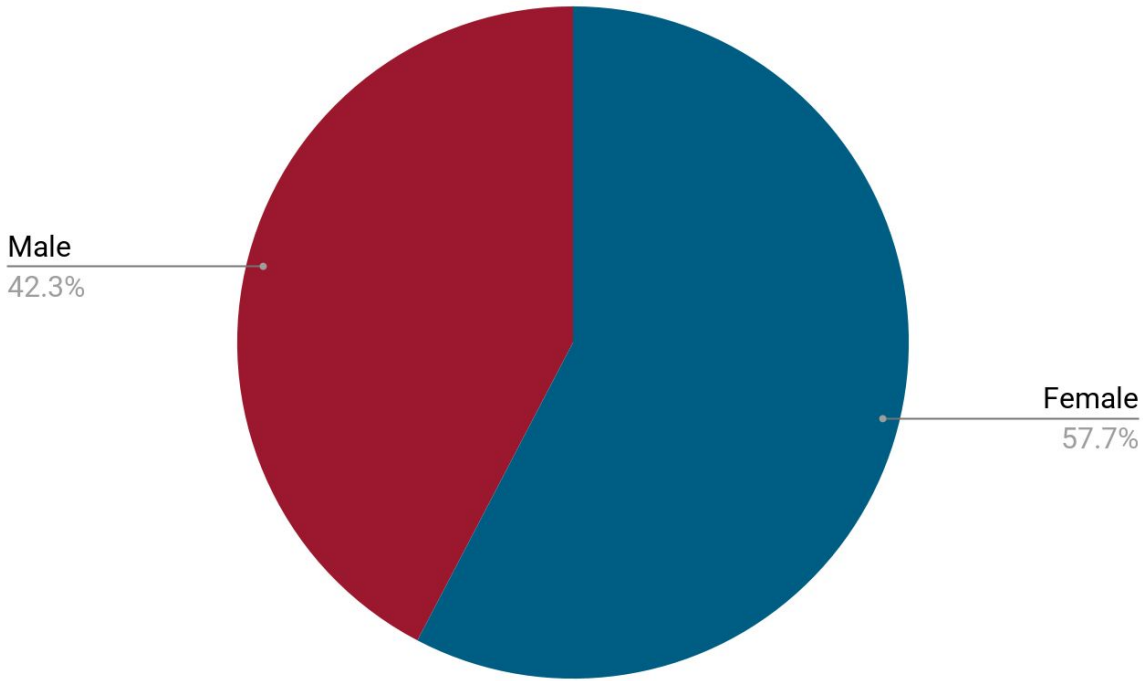
Gender

- Women
- Men

Demographics

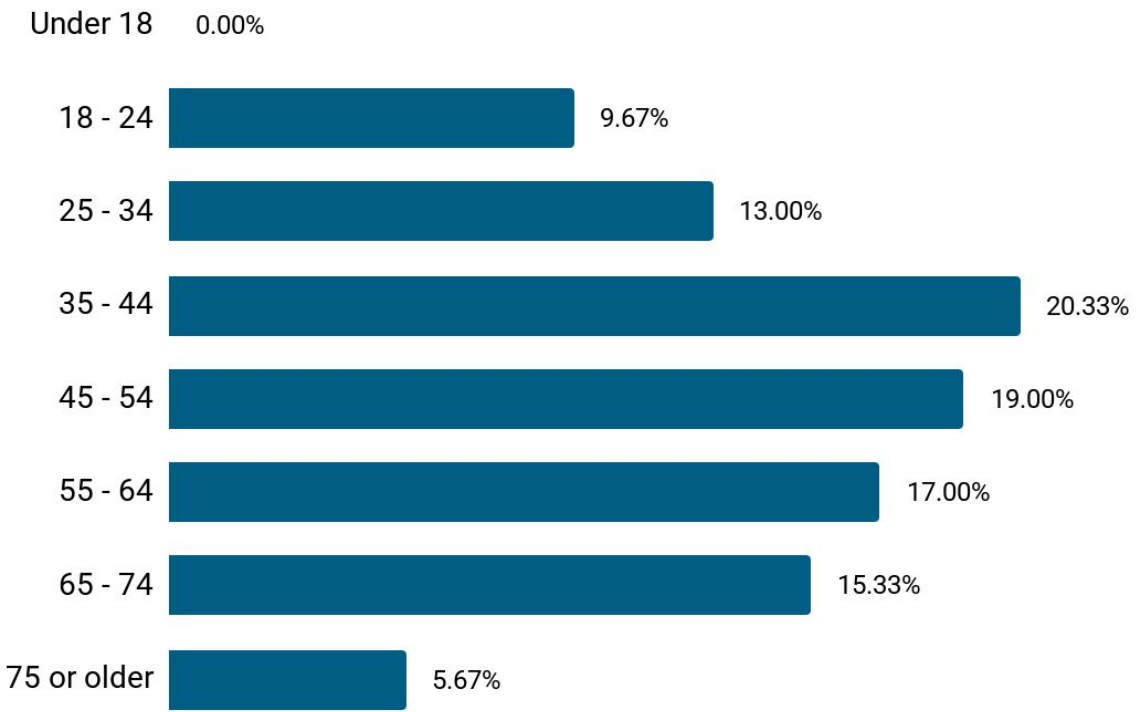
CAP Study

What is your gender?



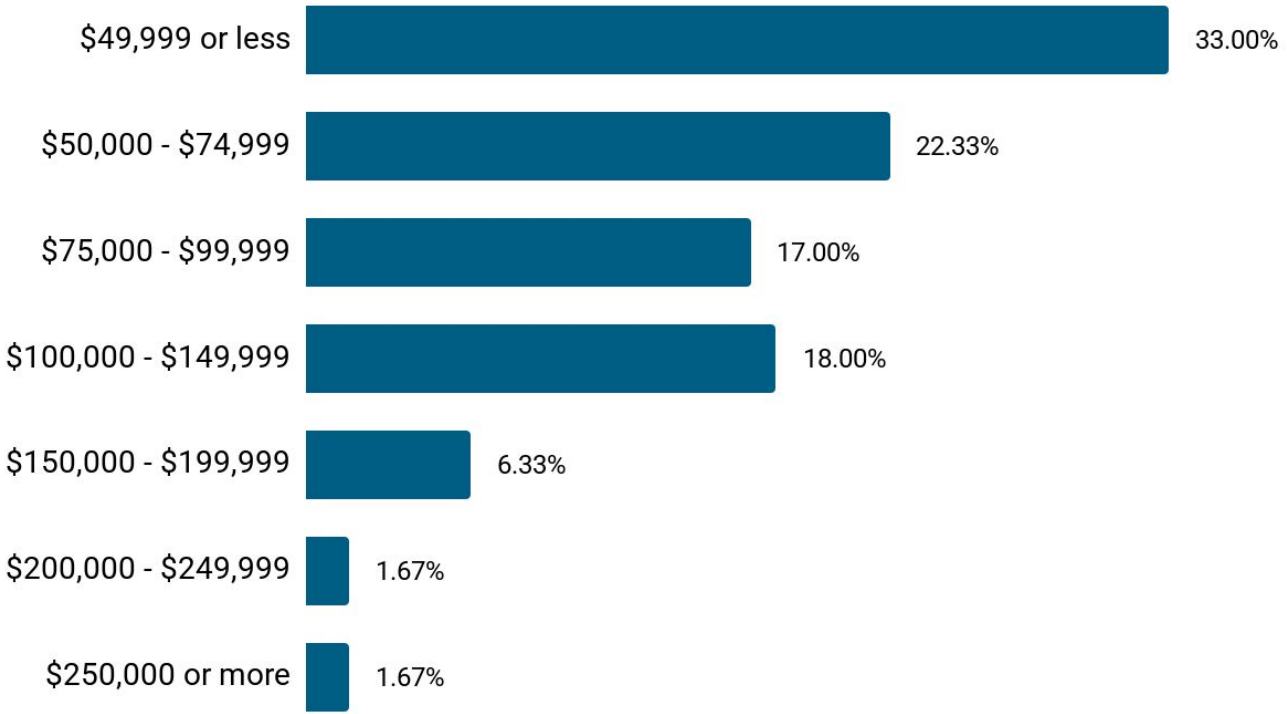
CAP Study

Which of the following includes your age?



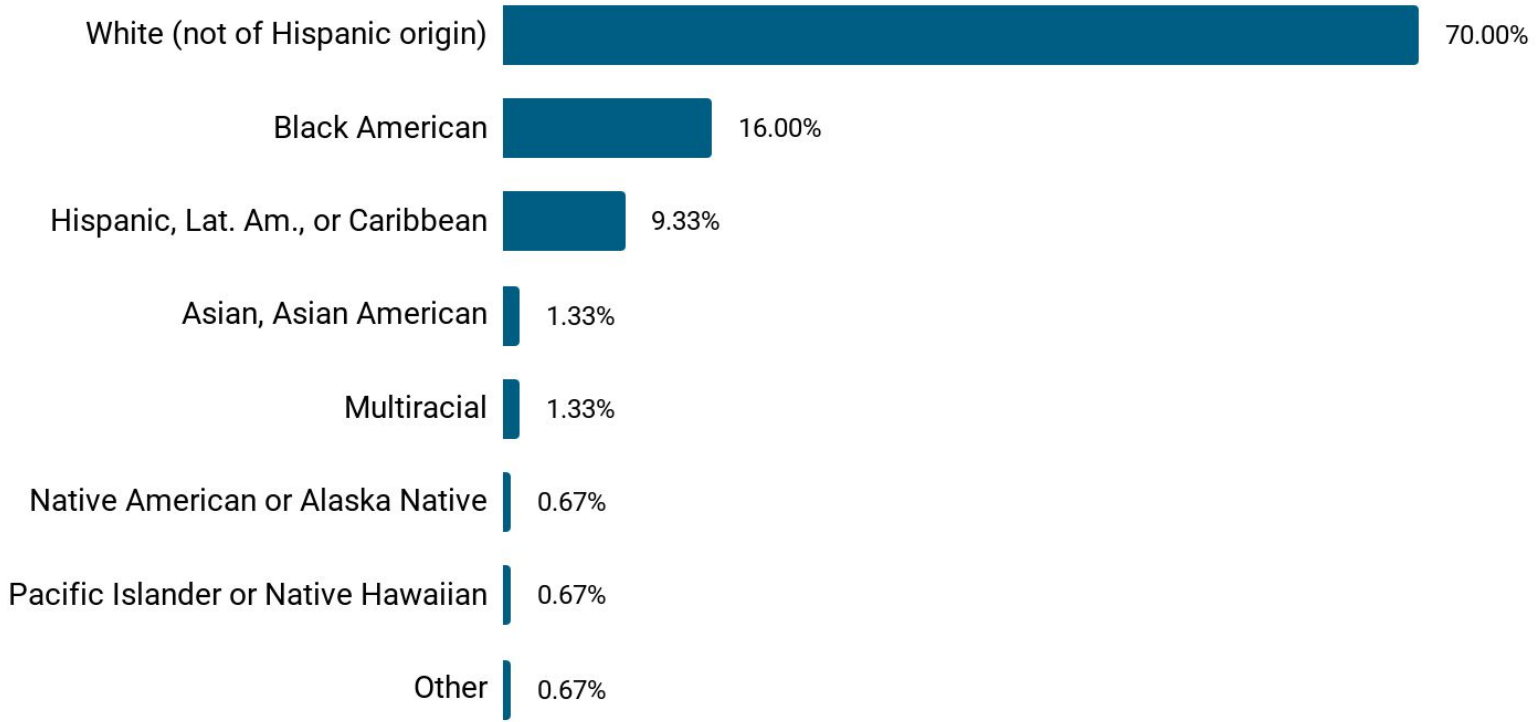
CAP Study

Which of the following ranges includes your total household income?



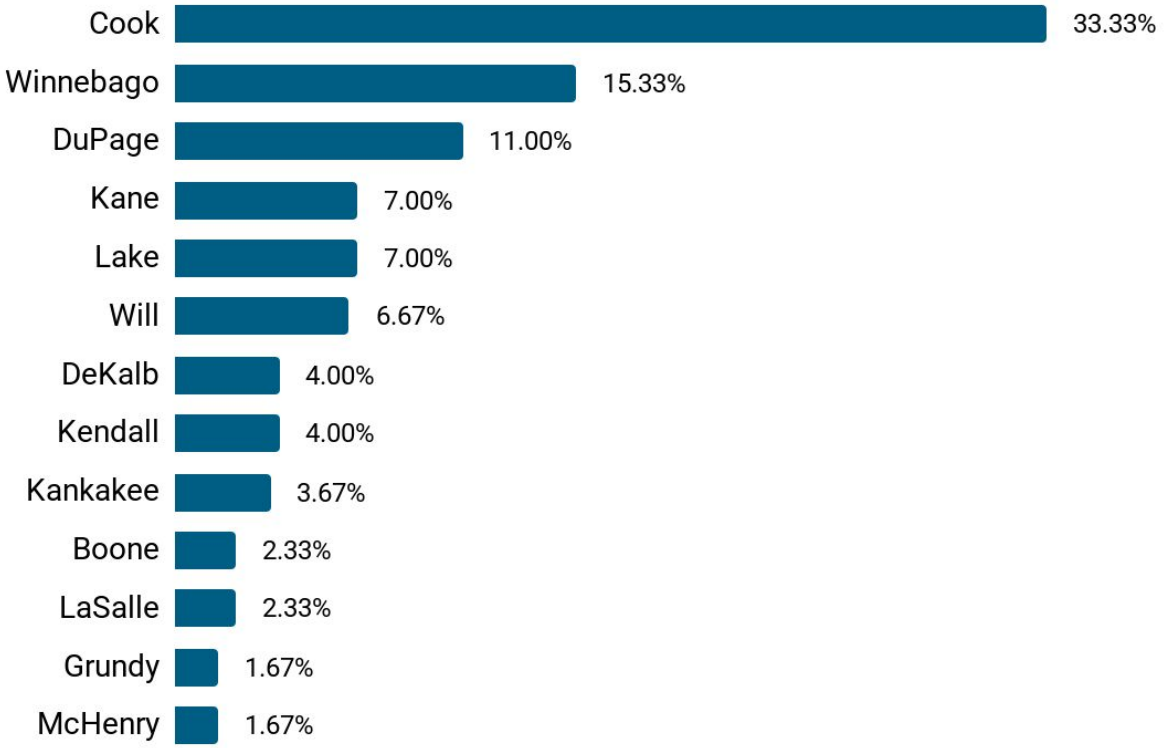
CAP Study

Which of the following best describes you?



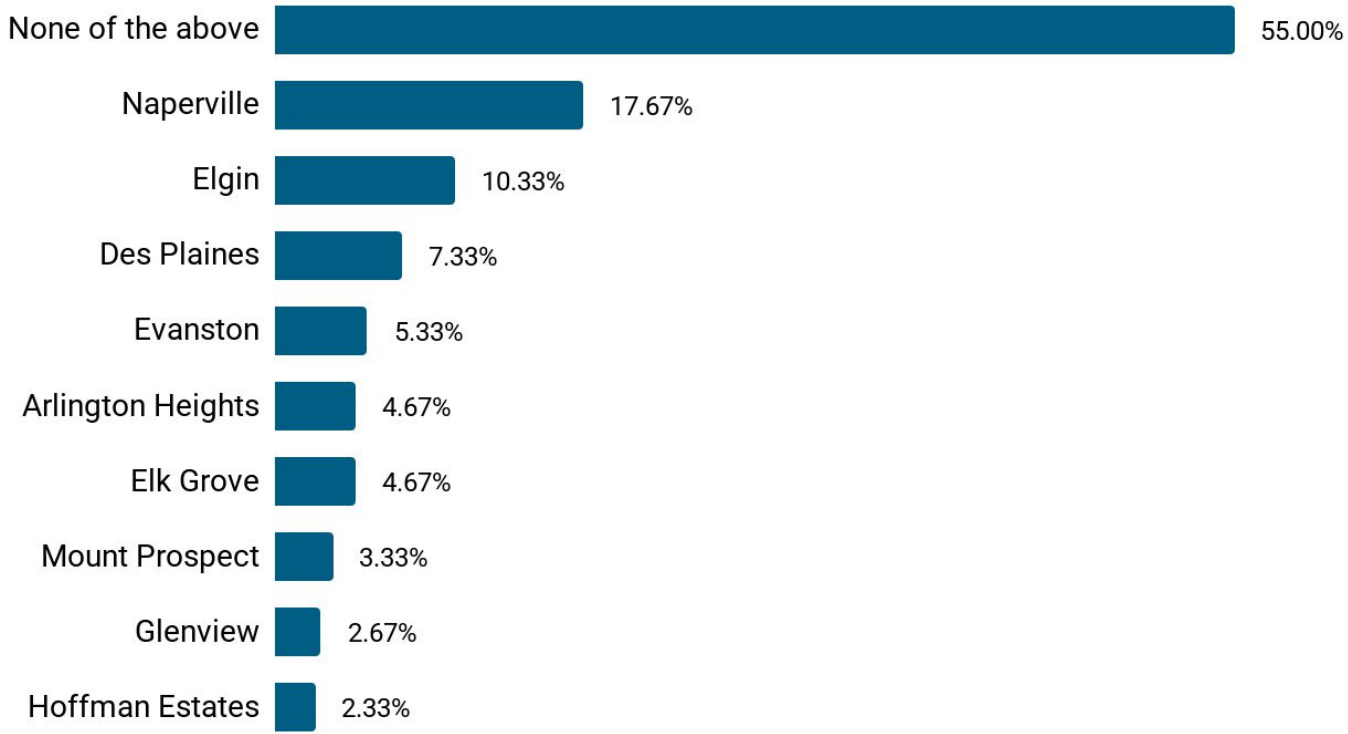
CAP Study

In which Illinois county do you live?



CAP Study

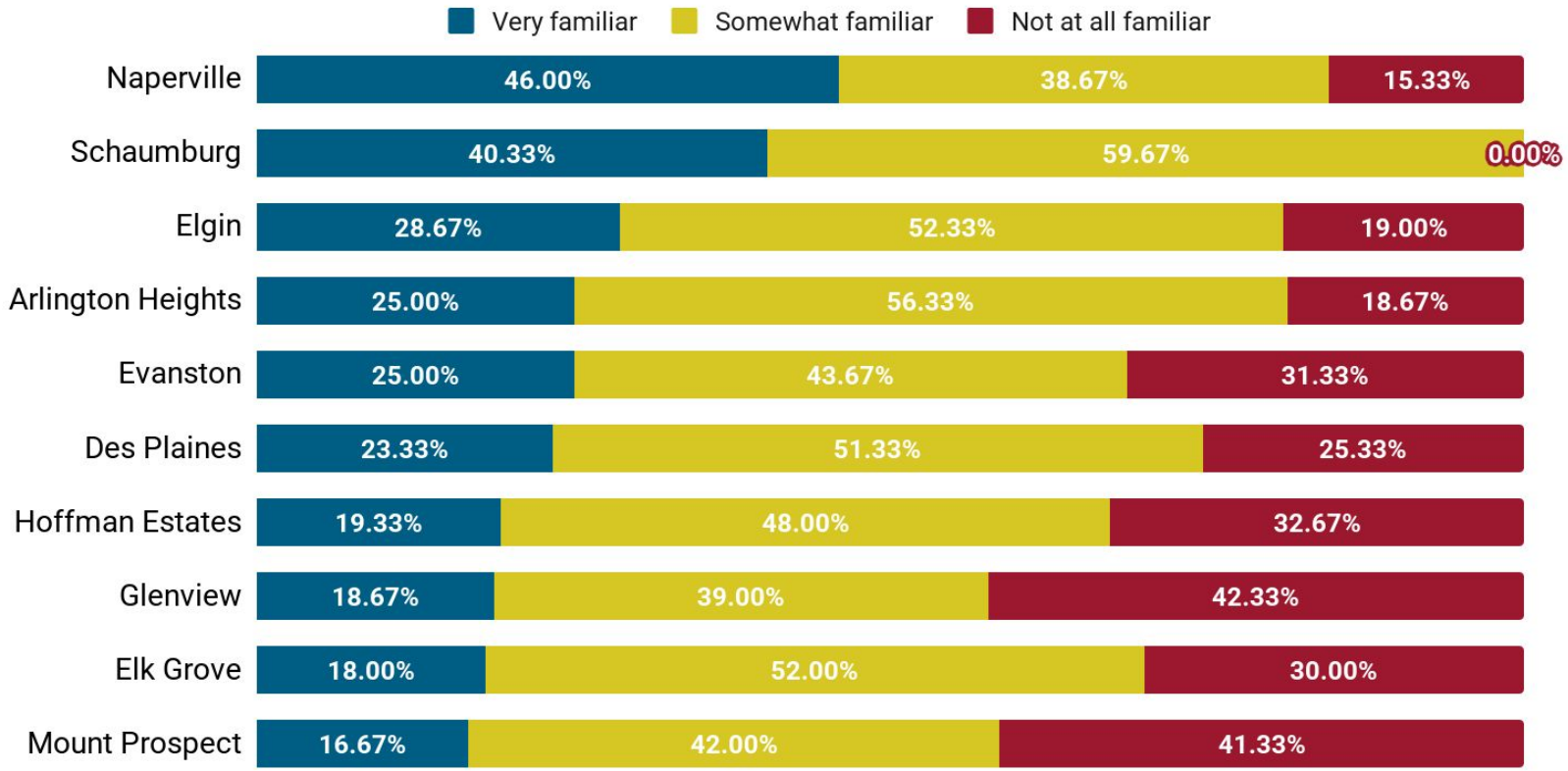
Have you ever lived or worked in any of the following communities in the Chicago area?
Choose all that apply.



Familiarity

CAP Study

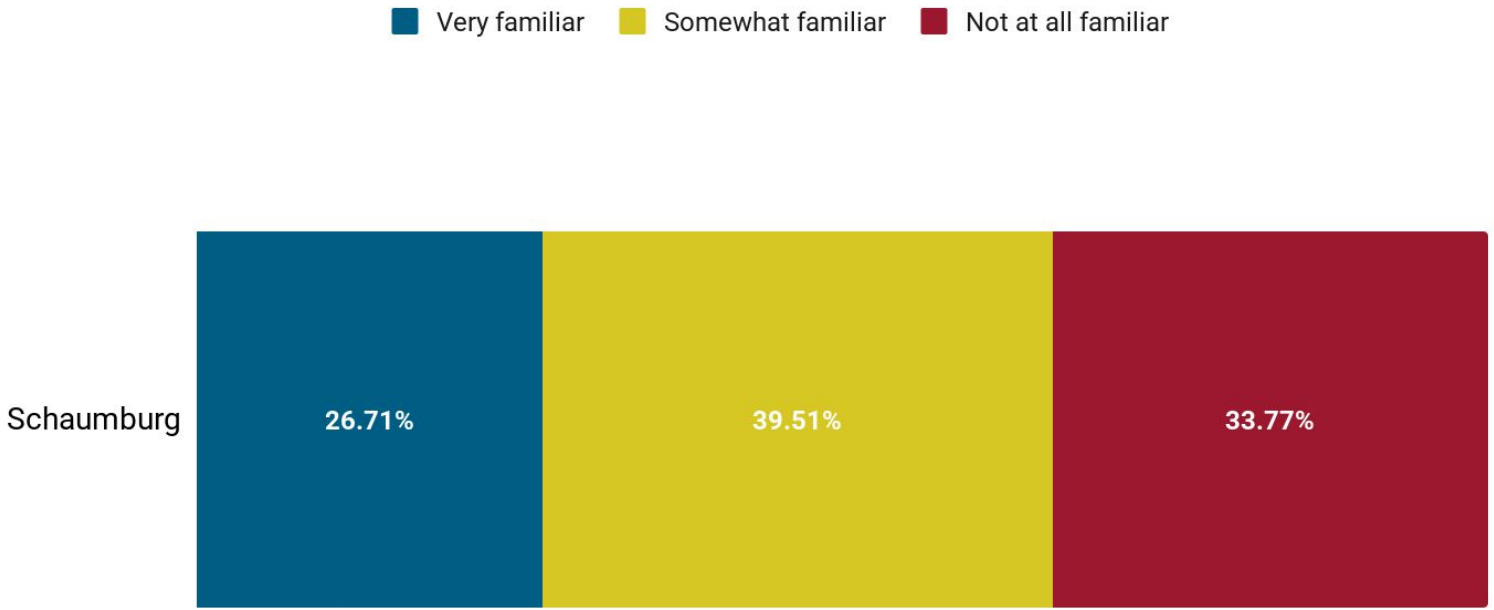
How familiar are you with the following communities in the Chicago area?



CAP Study

SCHAUMBURG ONLY, TERMINATIONS INCLUDED

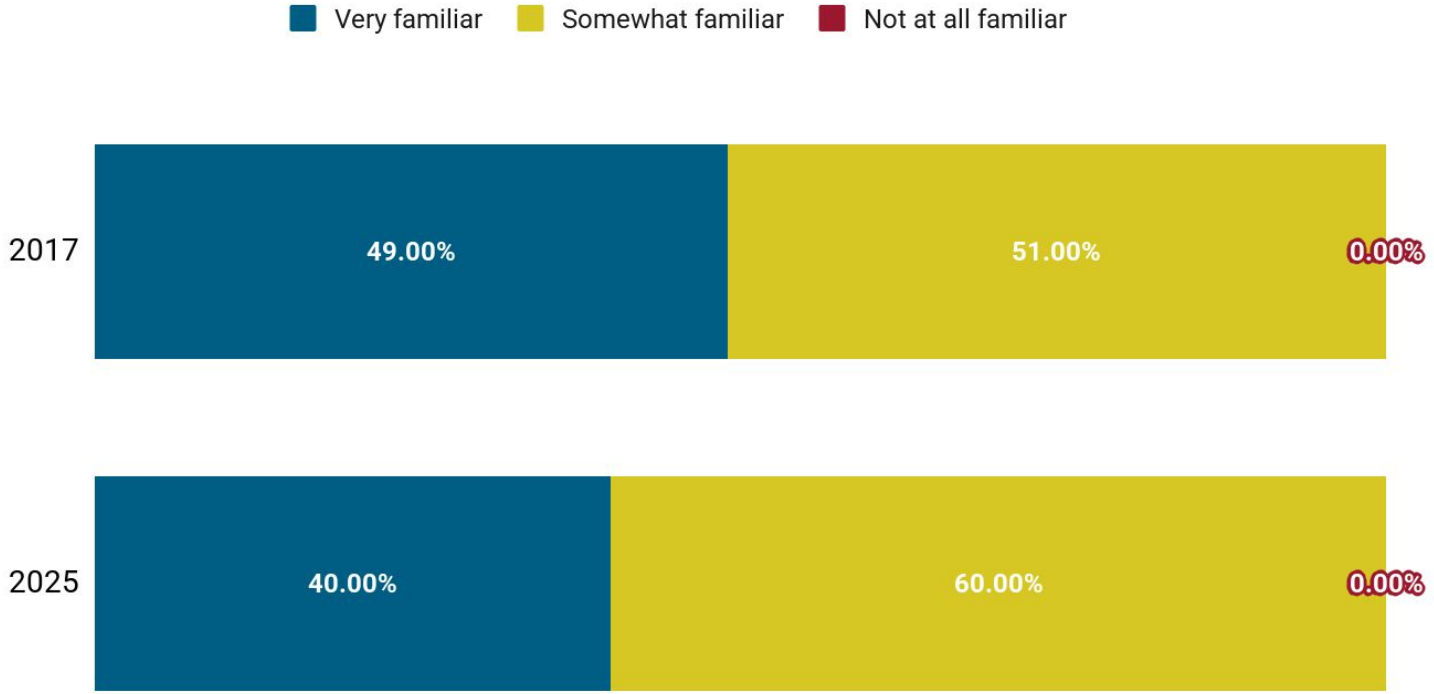
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CAP Study

SCHAUMBURG ONLY, BY YEAR

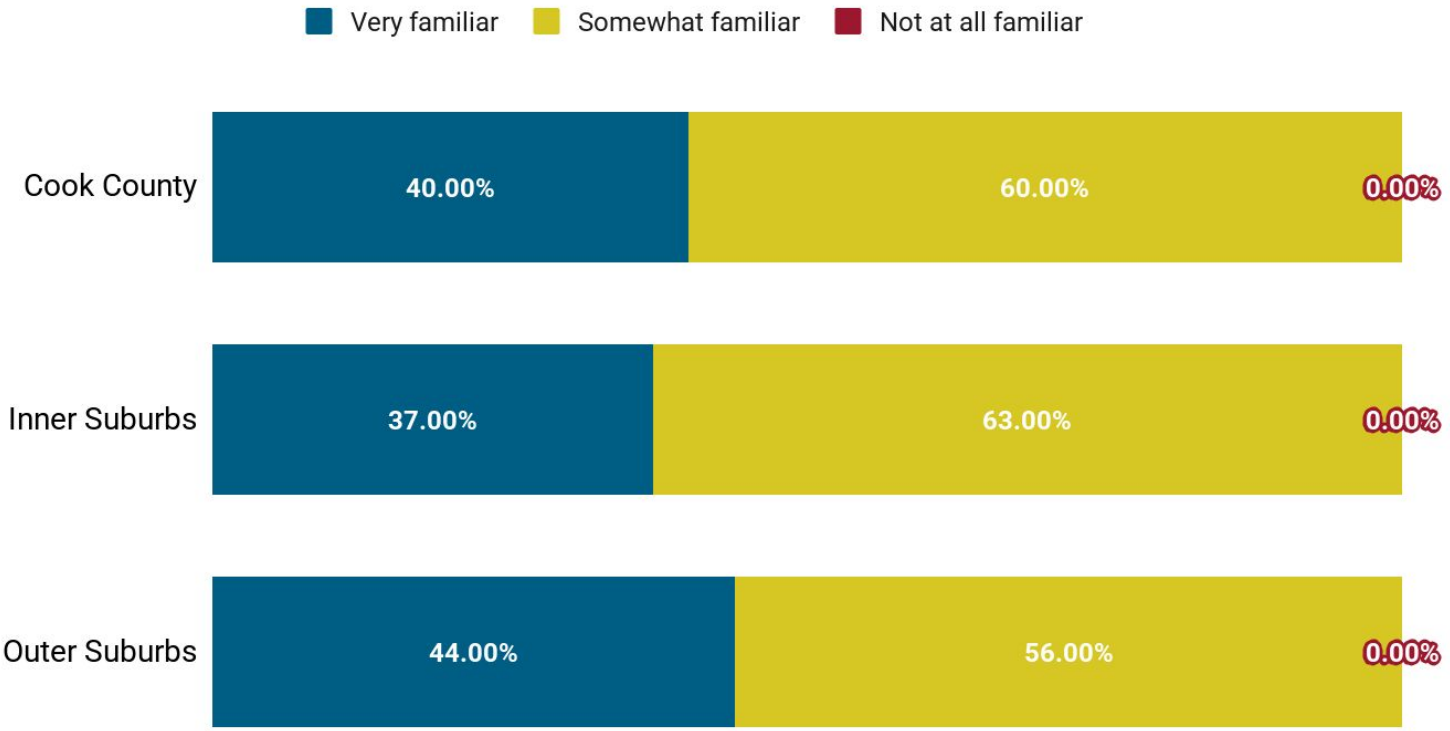
How familiar are you with the following communities in the Chicago area?



CAP Study

SCHAUMBURG ONLY, BY MARKET

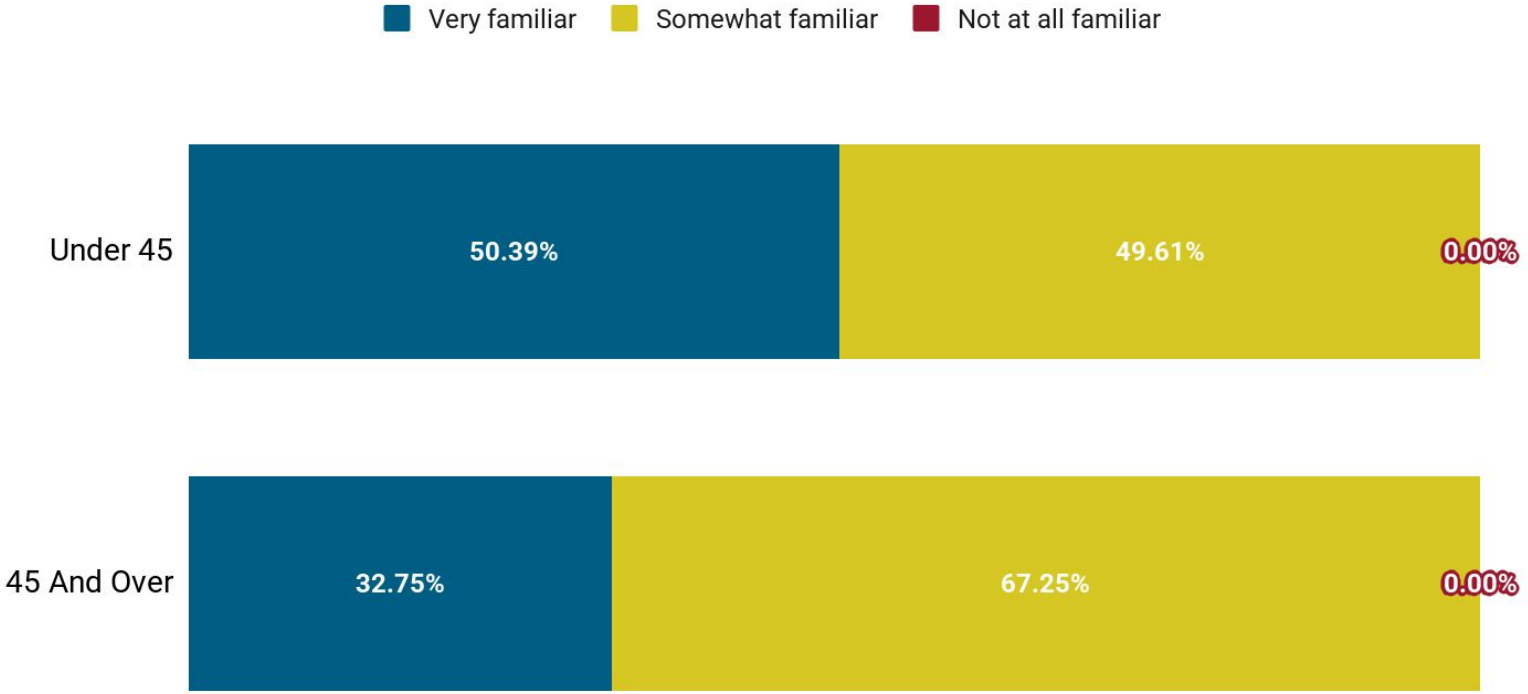
How familiar are you with the following communities in the Chicago area?



CAP Study

SCHAUMBURG ONLY, BY AGE

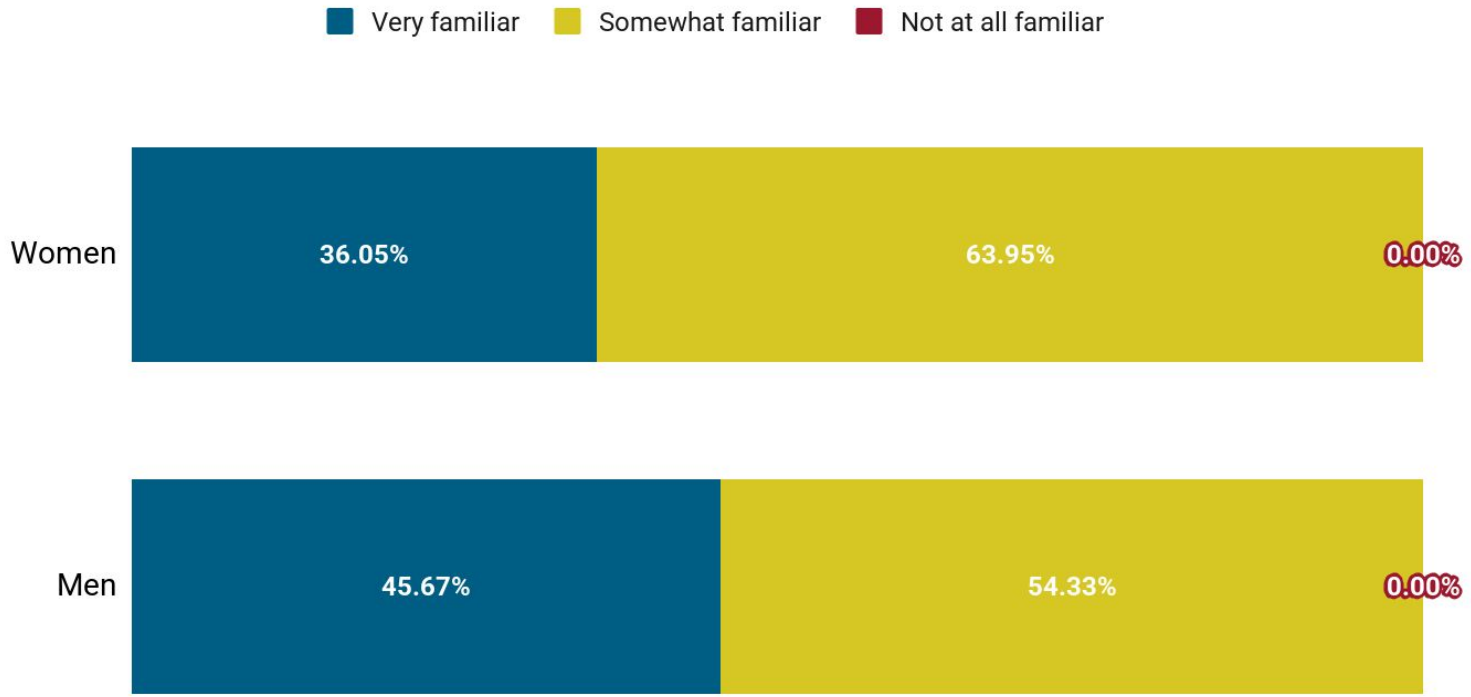
How familiar are you with the following communities in the Chicago area?



CAP Study

SCHAUMBURG ONLY, BY GENDER

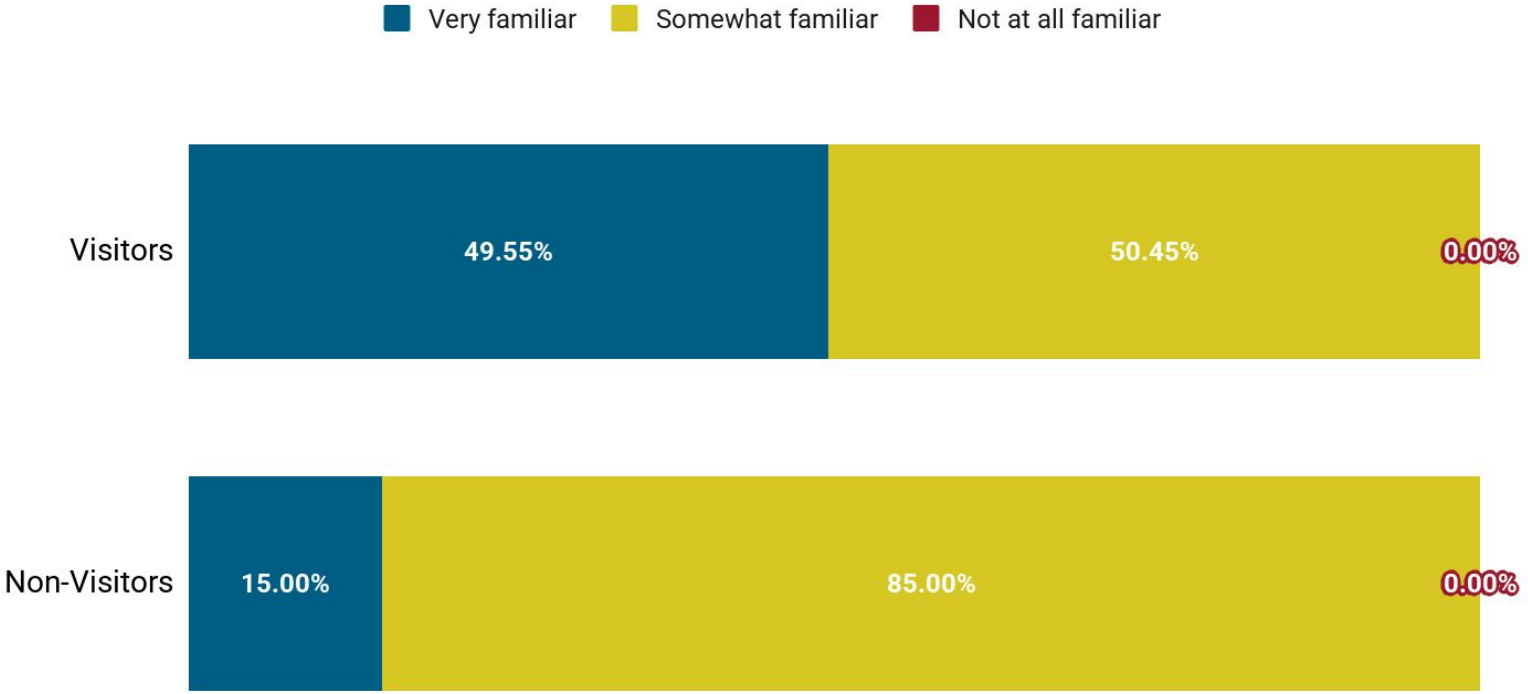
How familiar are you with the following communities in the Chicago area?



CAP Study

SCHAUMBURG ONLY, BY VISITATION

How familiar are you with the following communities in the Chicago area?



Unaided Perceptions

CAP Study

When you think of the following communities, what is the first thing that comes to mind?

Arlington Heights
- Race Track
- Upscale
- Potential Bears Stadium

Des Plaines
- Rivers Casino
- Close to Airport
- Nice

Elgin
- Casino
- Community College
- Suburb

Elk Grove
- Industrial
- Hospital
- Close to Airport

Evanston
- Northwestern
- Diverse
- Beautiful

Glenview
- Wealthy
- Naval Air Station
- Suburb

Hoffman Estates
- Wealthy
- Shopping
- NOW Arena

Mount Prospect
- Nice
- Shopping
- Suburb

Naperville
- Wealthy
- Riverwalk
- Expensive

Schaumburg
- Shopping
- Woodfield Mall
- Wealthy

CAP Study

SCHAUMBURG ONLY, BY YEAR

When you think of the following communities, what is the first thing that comes to mind?

2017

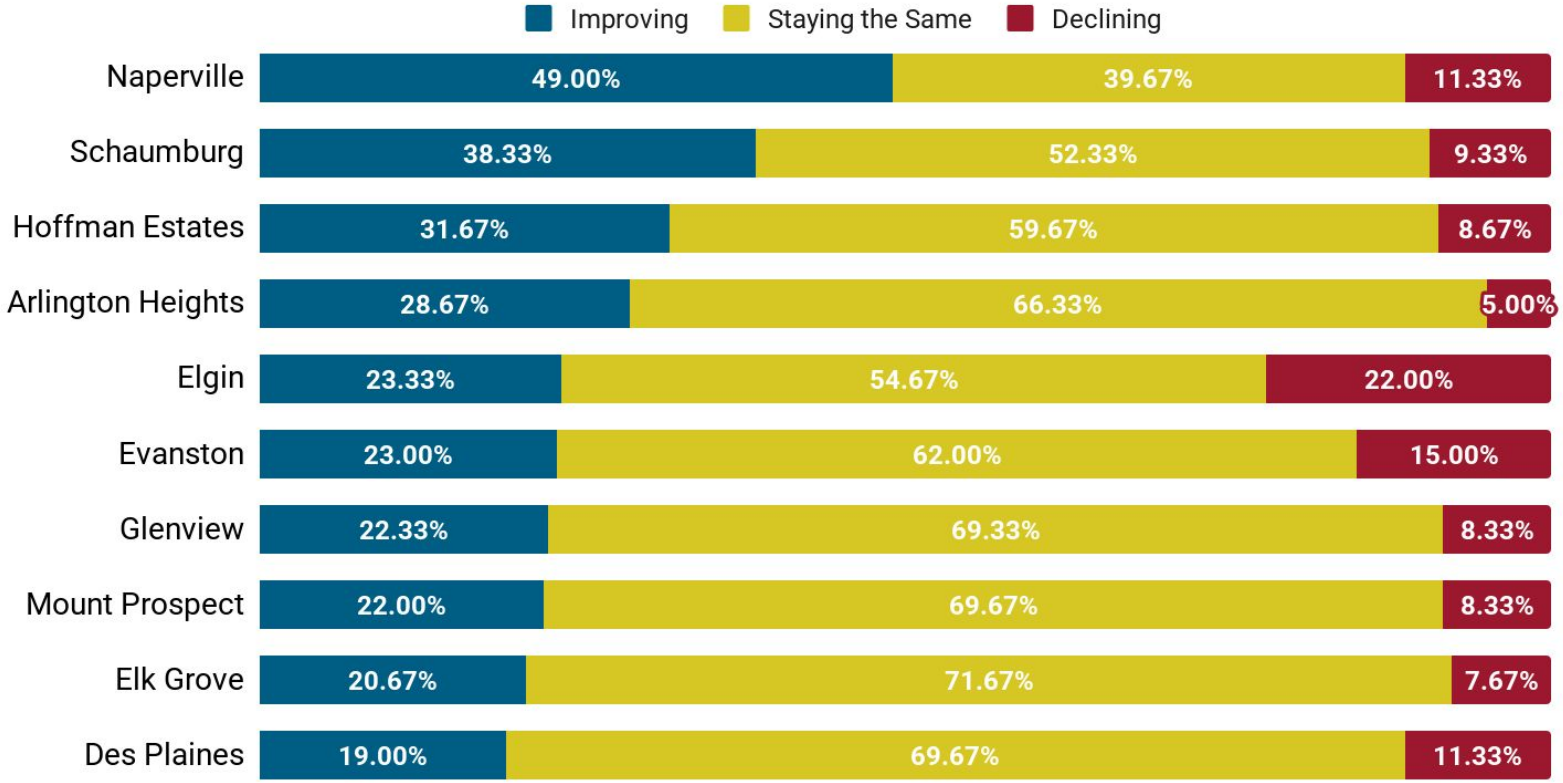
- Woodfield Mall
- Shopping
- IKEA

2025

- Shopping
- Woodfield Mall
- Wealthy

CAP Study

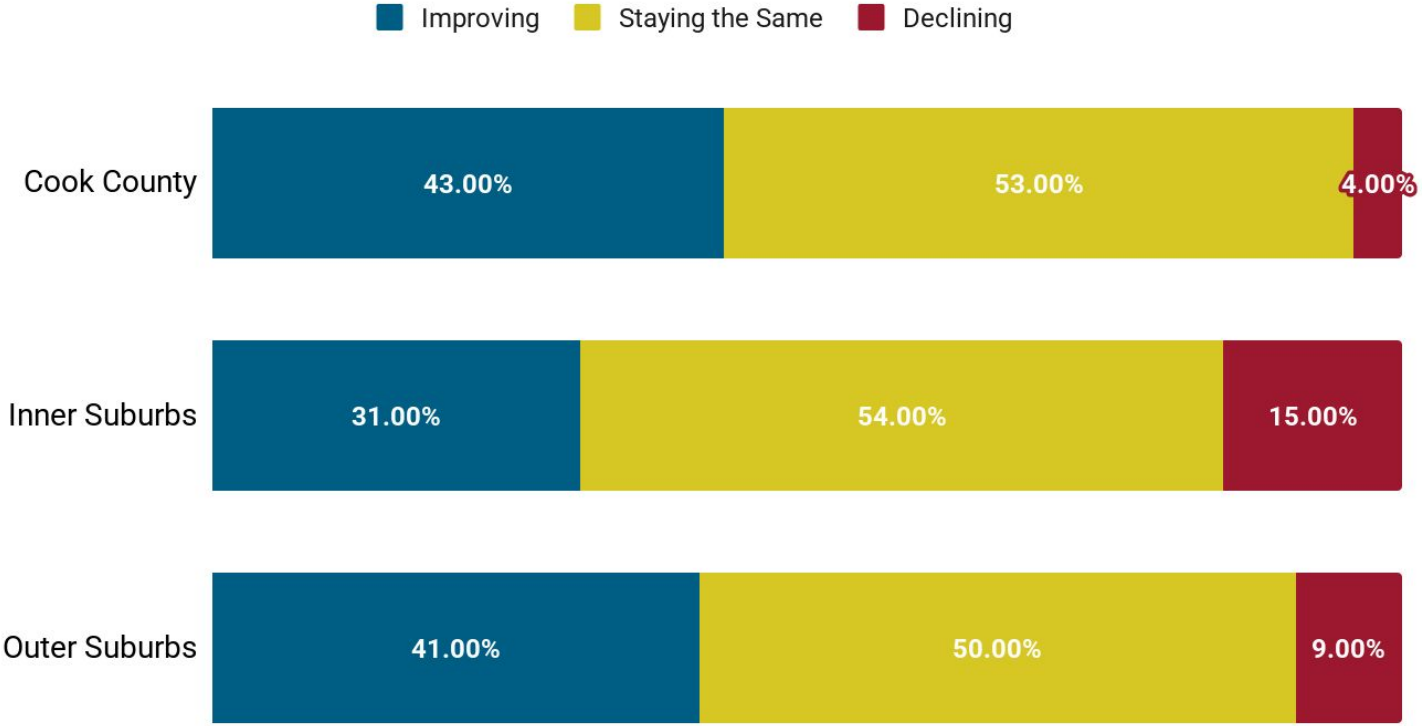
From your perspective, do you think the following communities are improving, declining, or staying the same?



CAP Study

SCHAUMBURG ONLY, BY MARKET

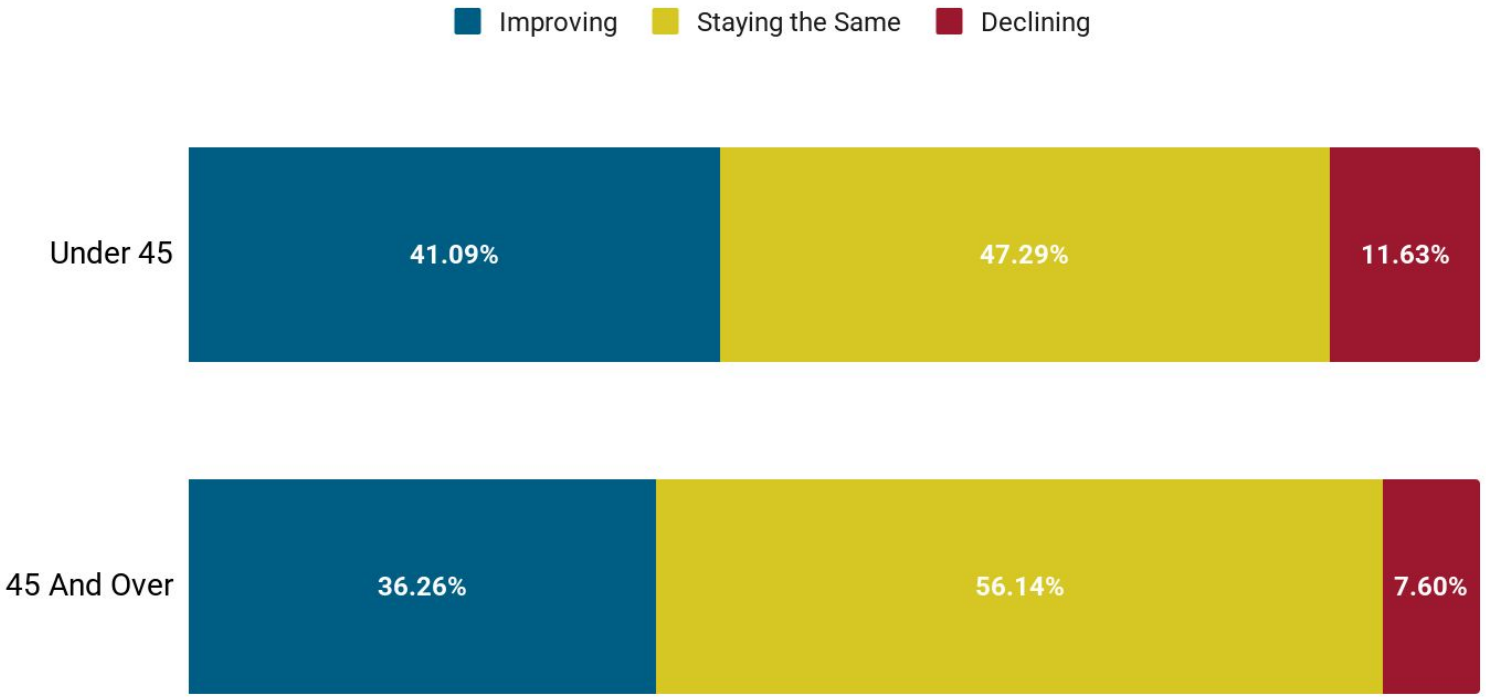
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CAP Study

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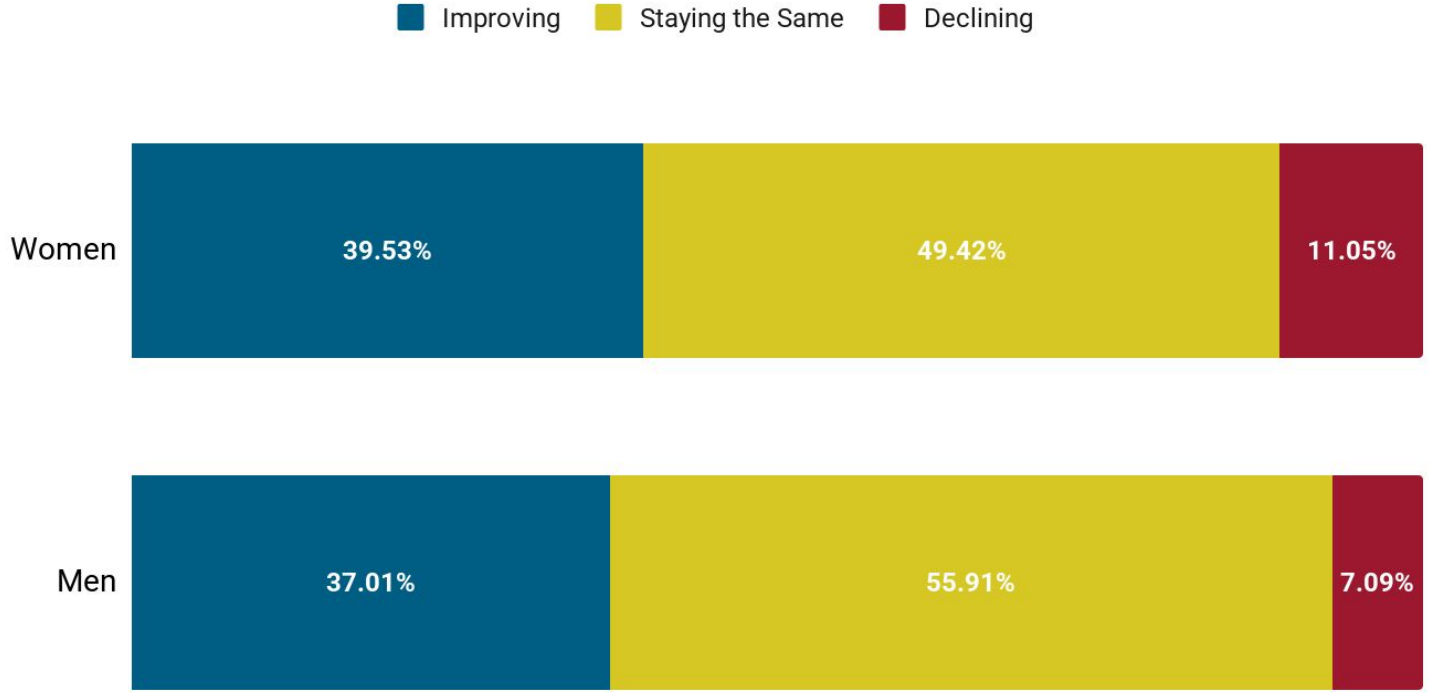
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CAP Study

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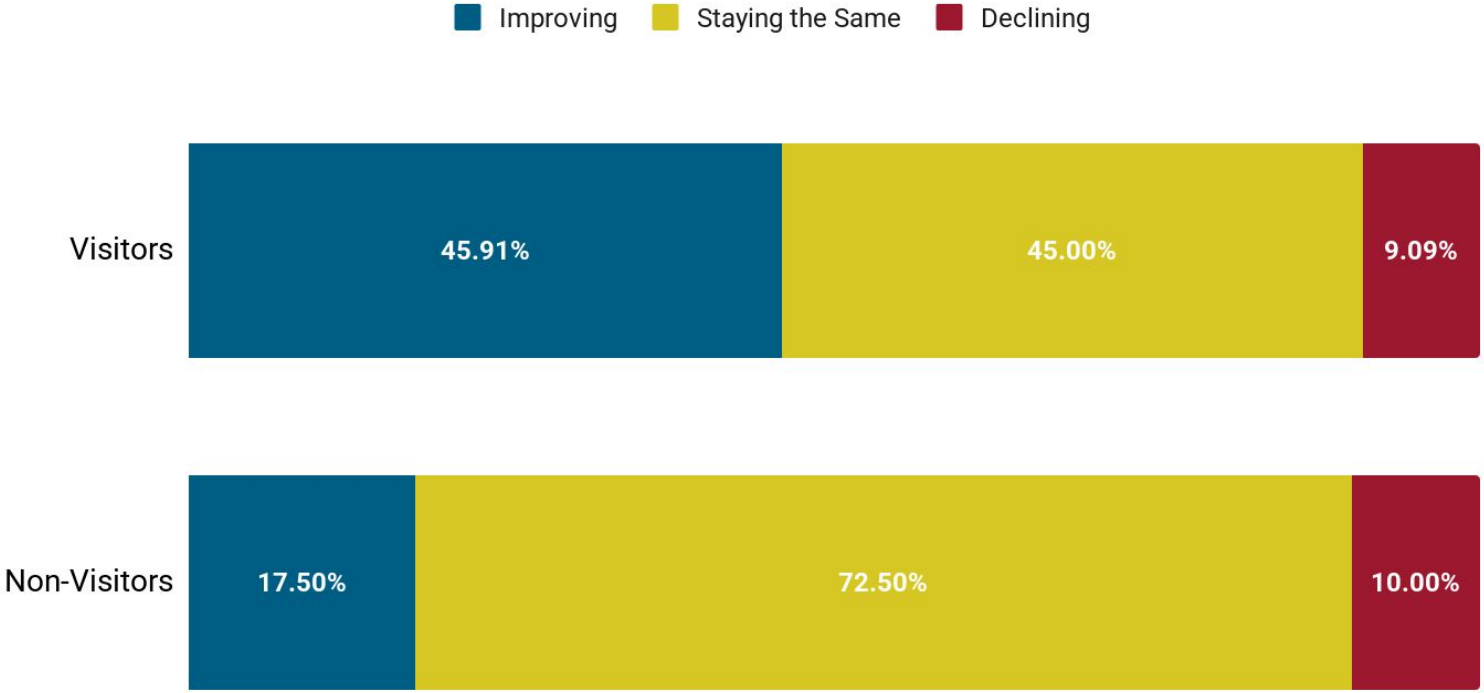
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CAP Study

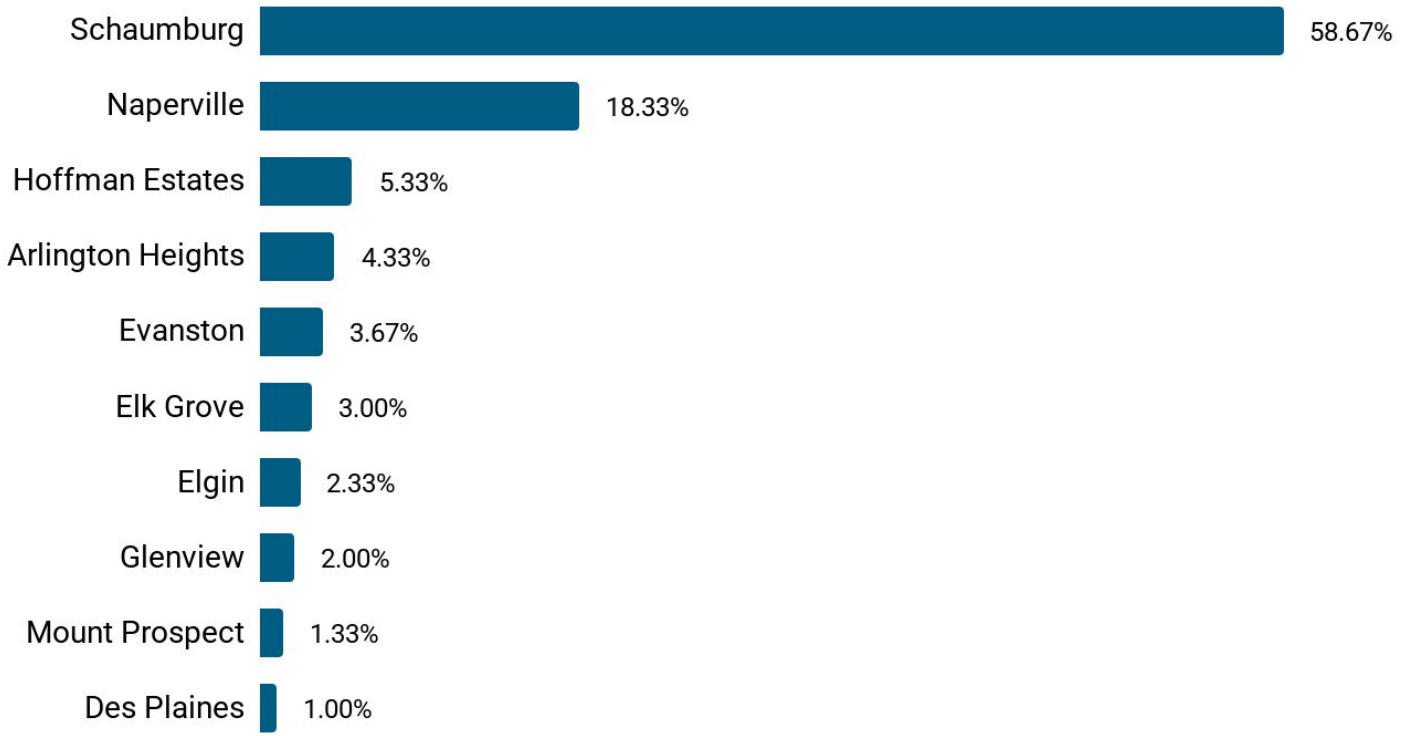
SCHAUMBURG ONLY, BY VISITATION

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CAP Study

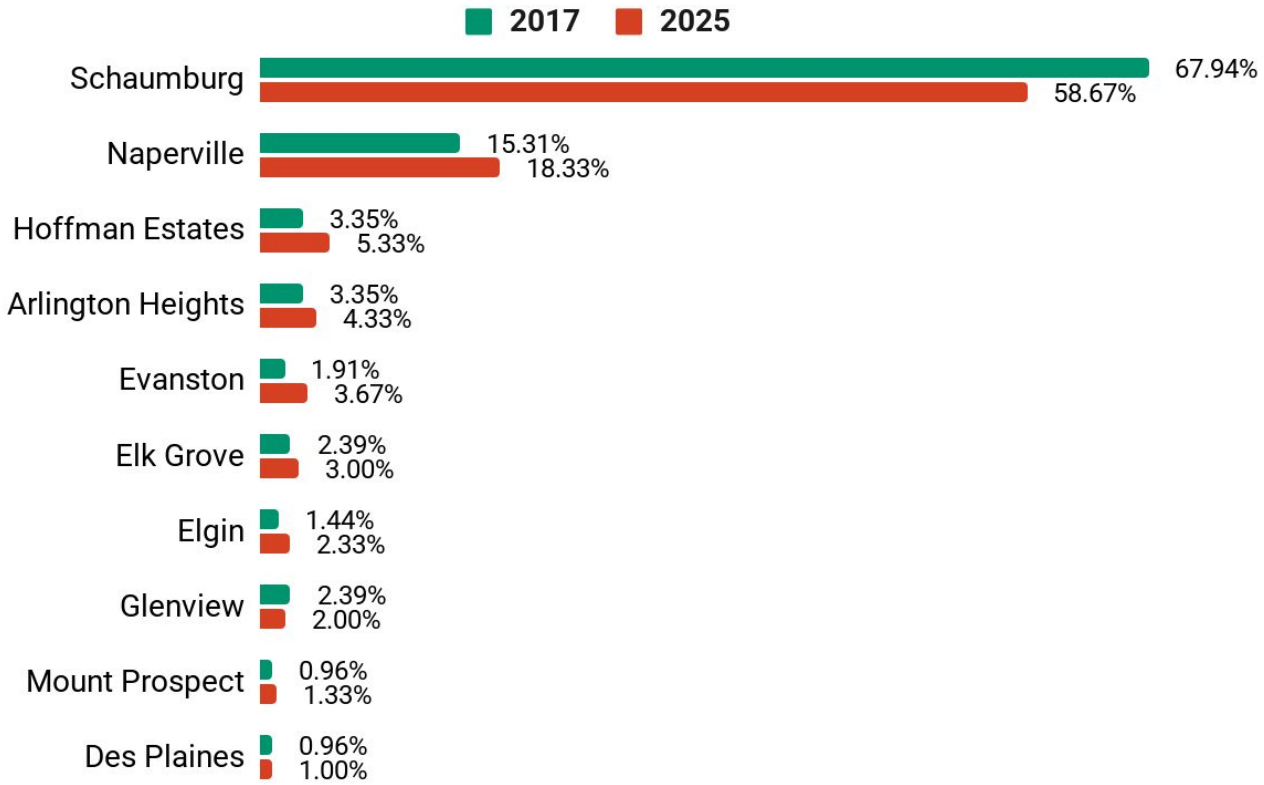
Which of the following communities do you most associate with many and varied retail options?



CAP Study

BY YEAR

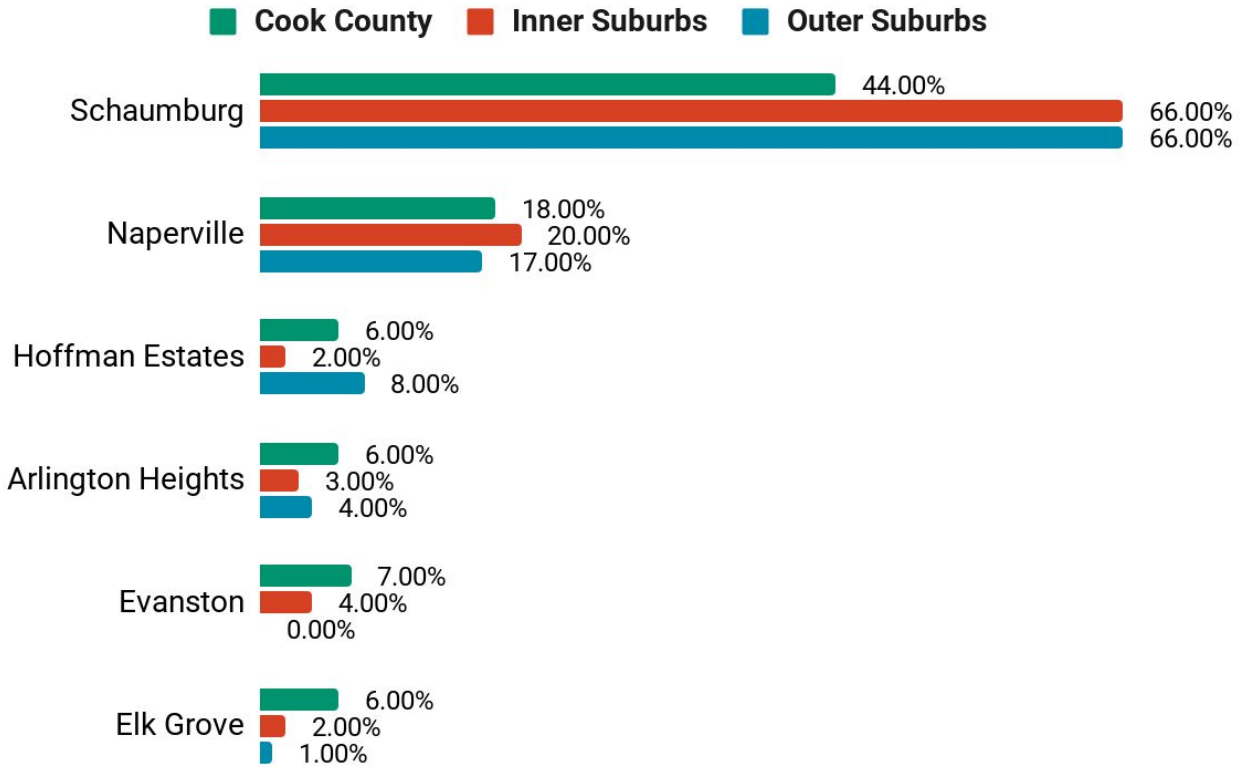
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CAP Study

BY MARKET, TOP ANSWERS

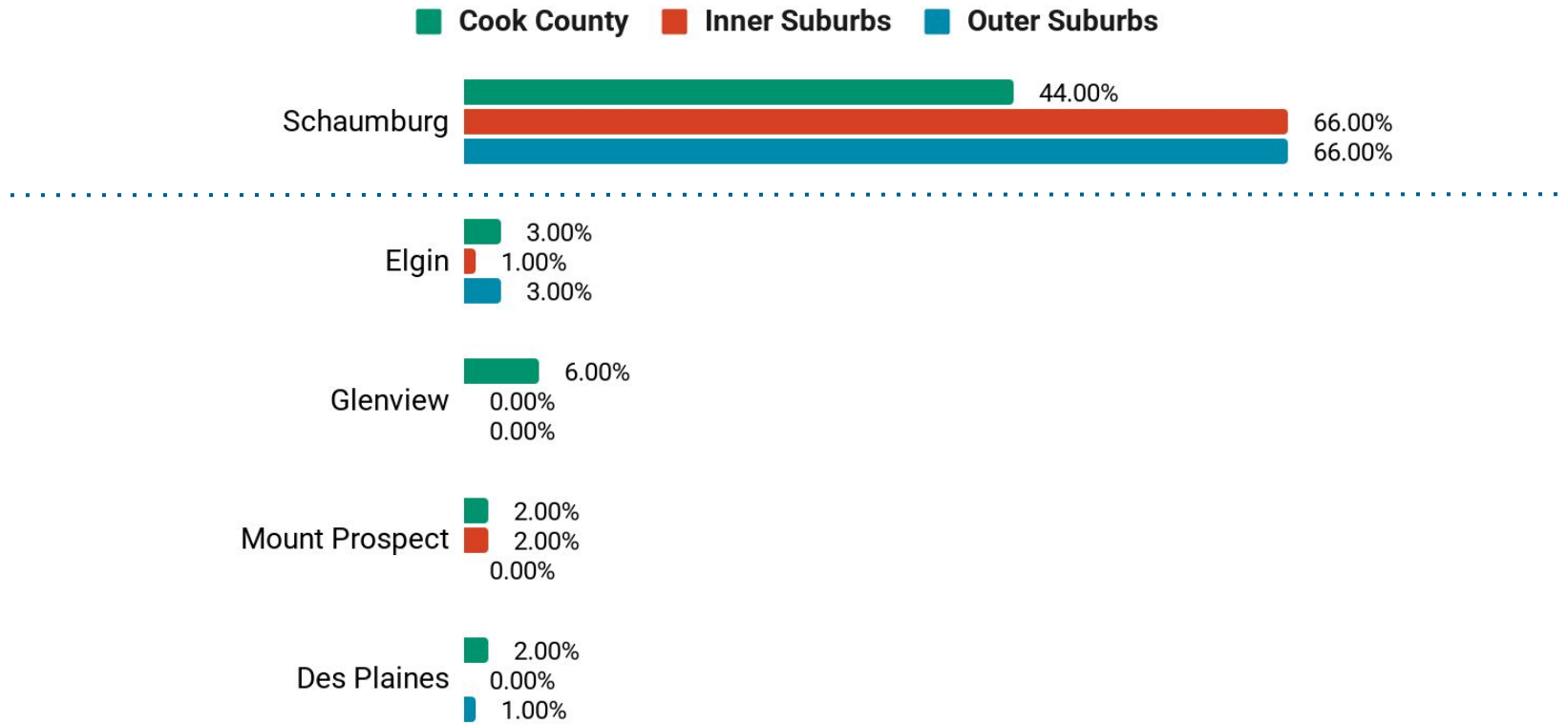
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CAP Study

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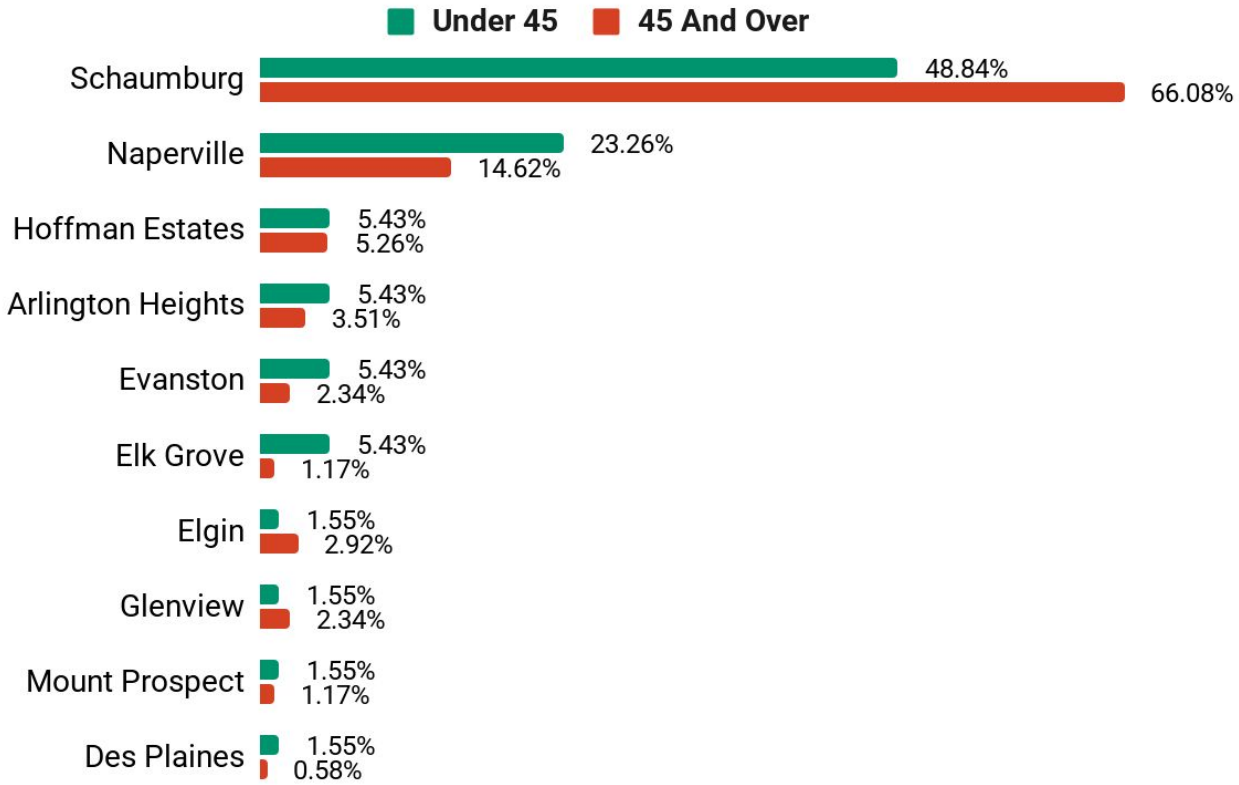
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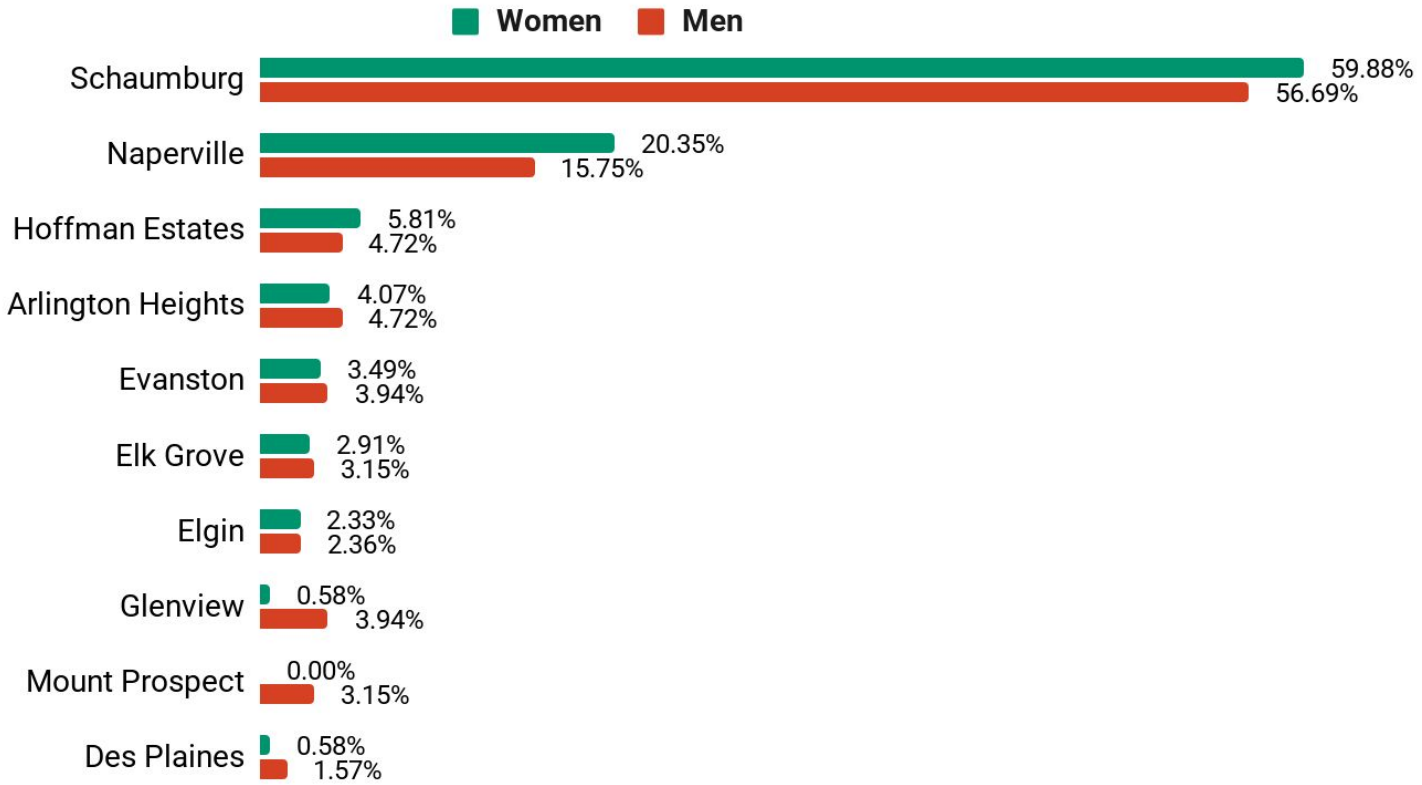
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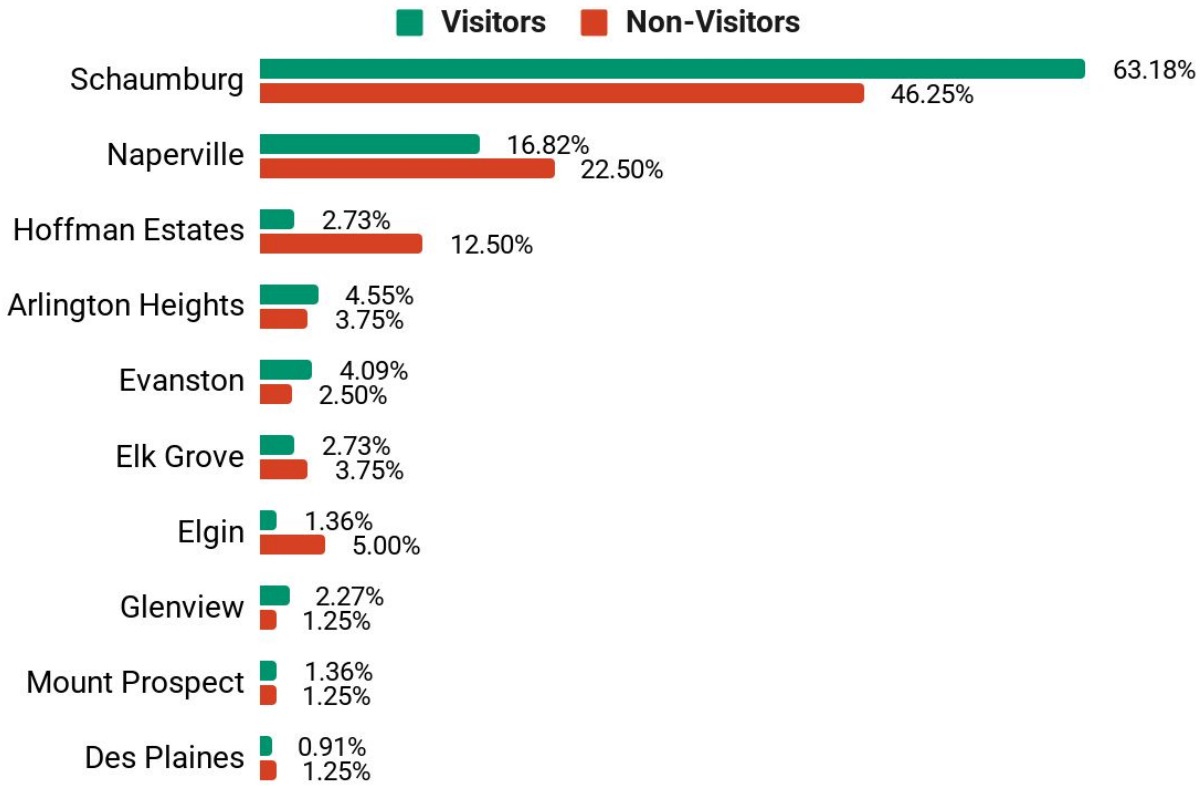
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CAP Study

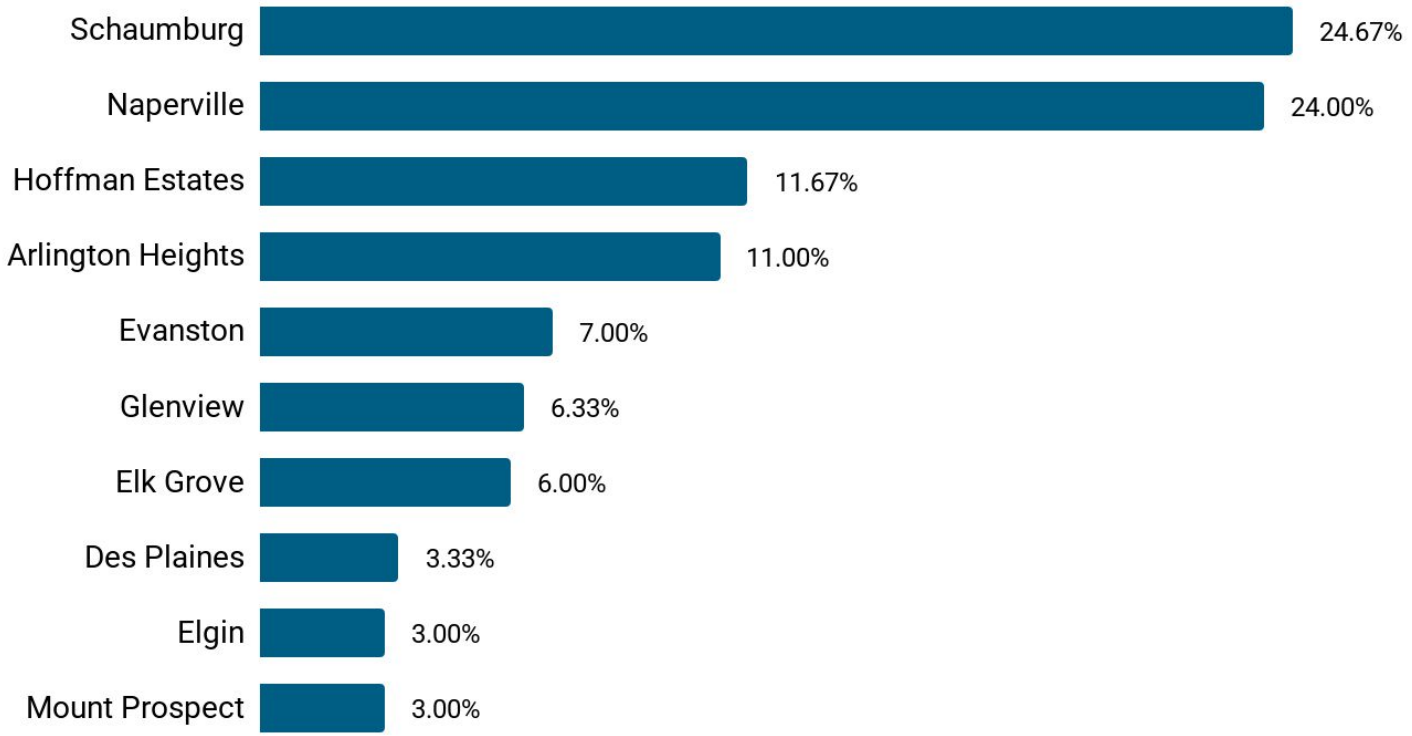
BY VISITATION

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CAP Study

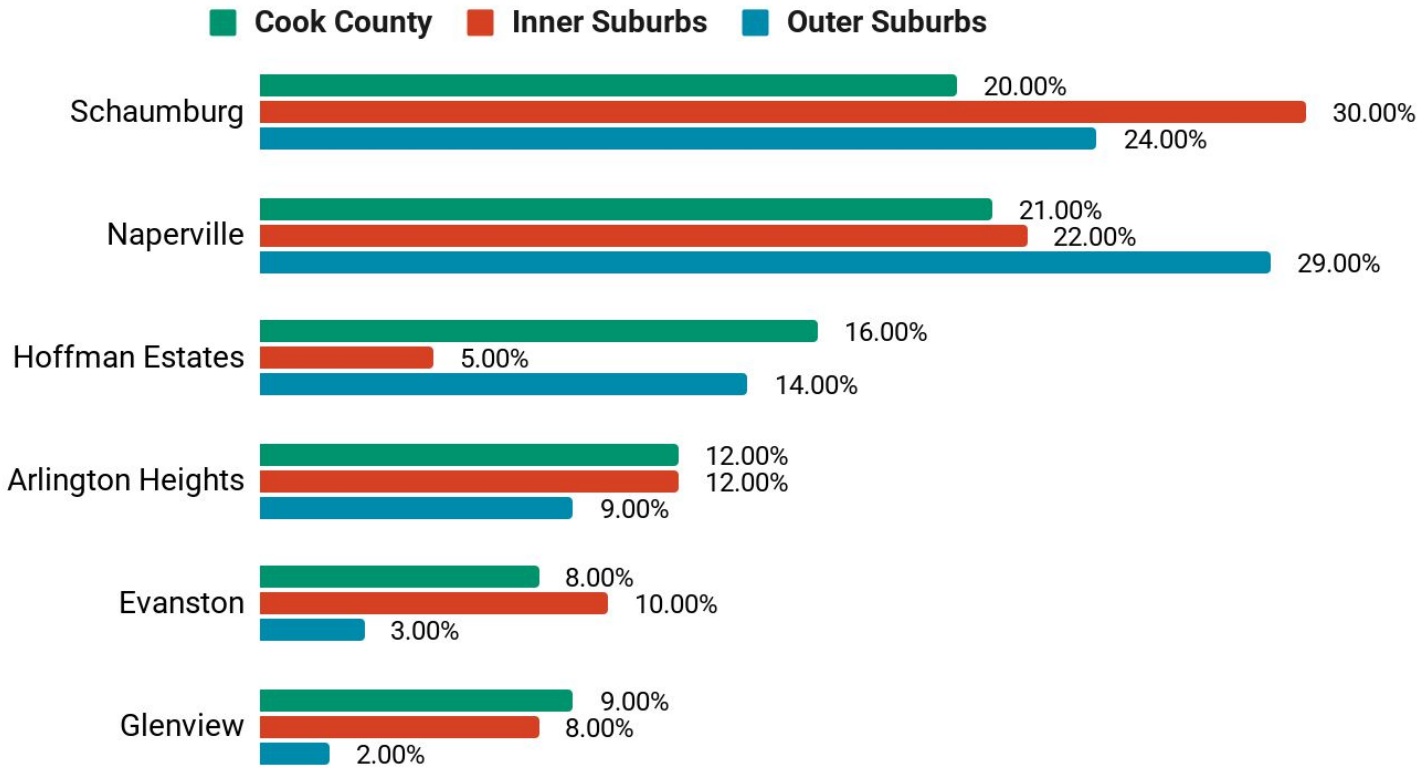
Which of the following communities would you be most likely to describe as an economic dynamo?



CAP Study

BY MARKET, TOP ANSWERS

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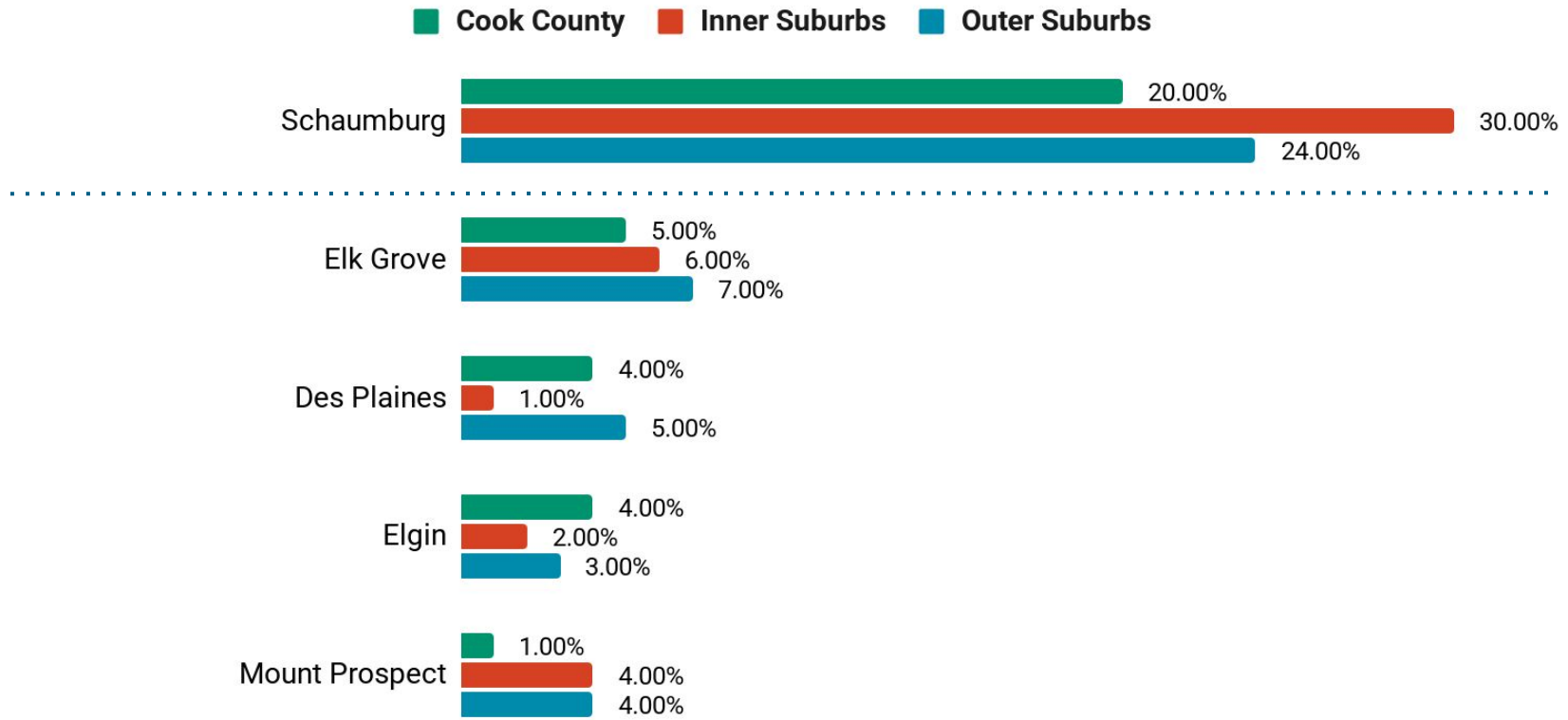


137

CAP Study

BY MARKET, BOTTOM ANSWERS

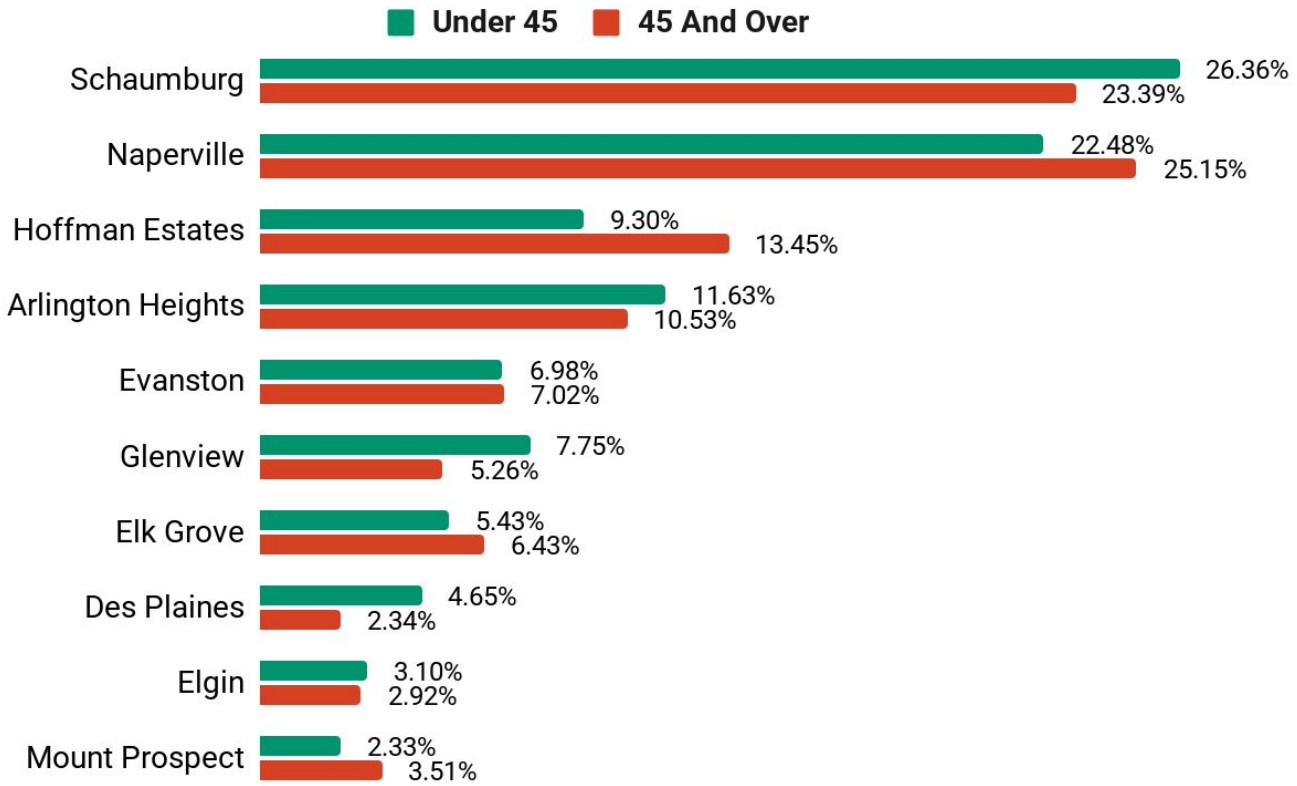
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CAP Study

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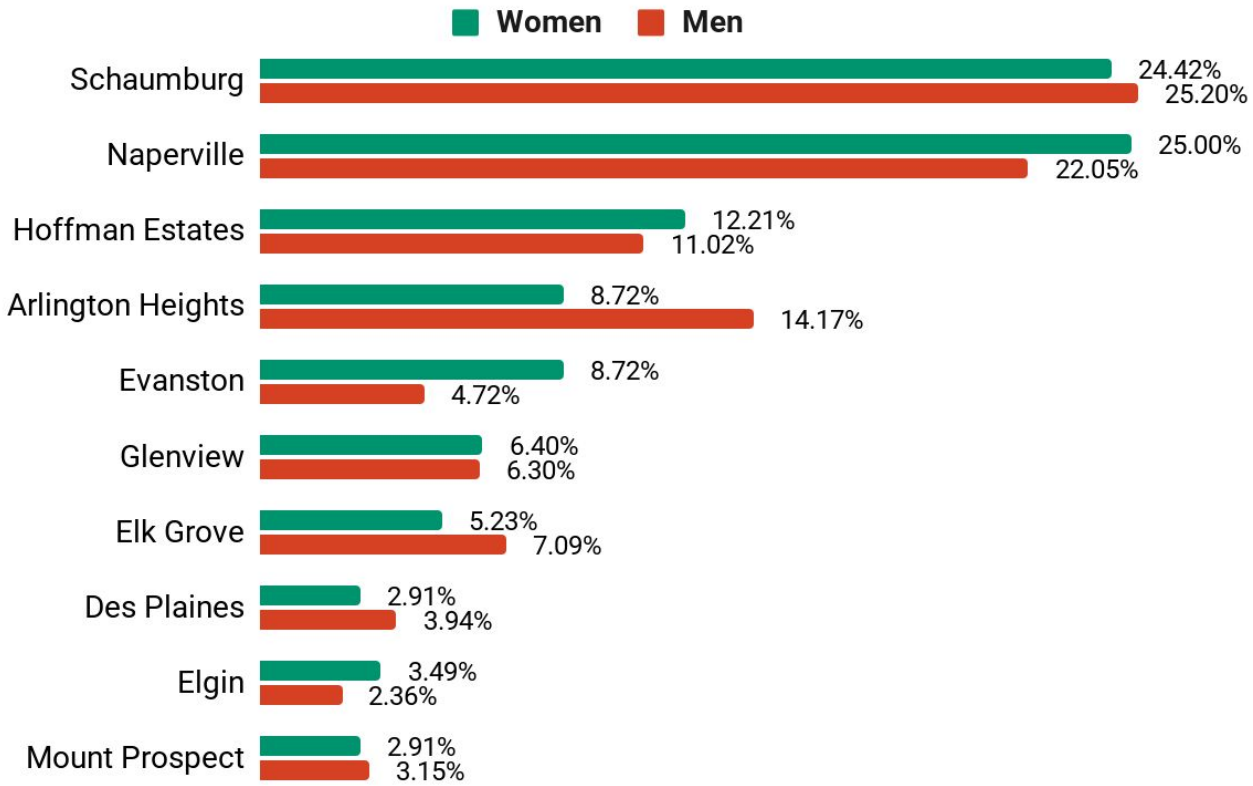
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CAP Study

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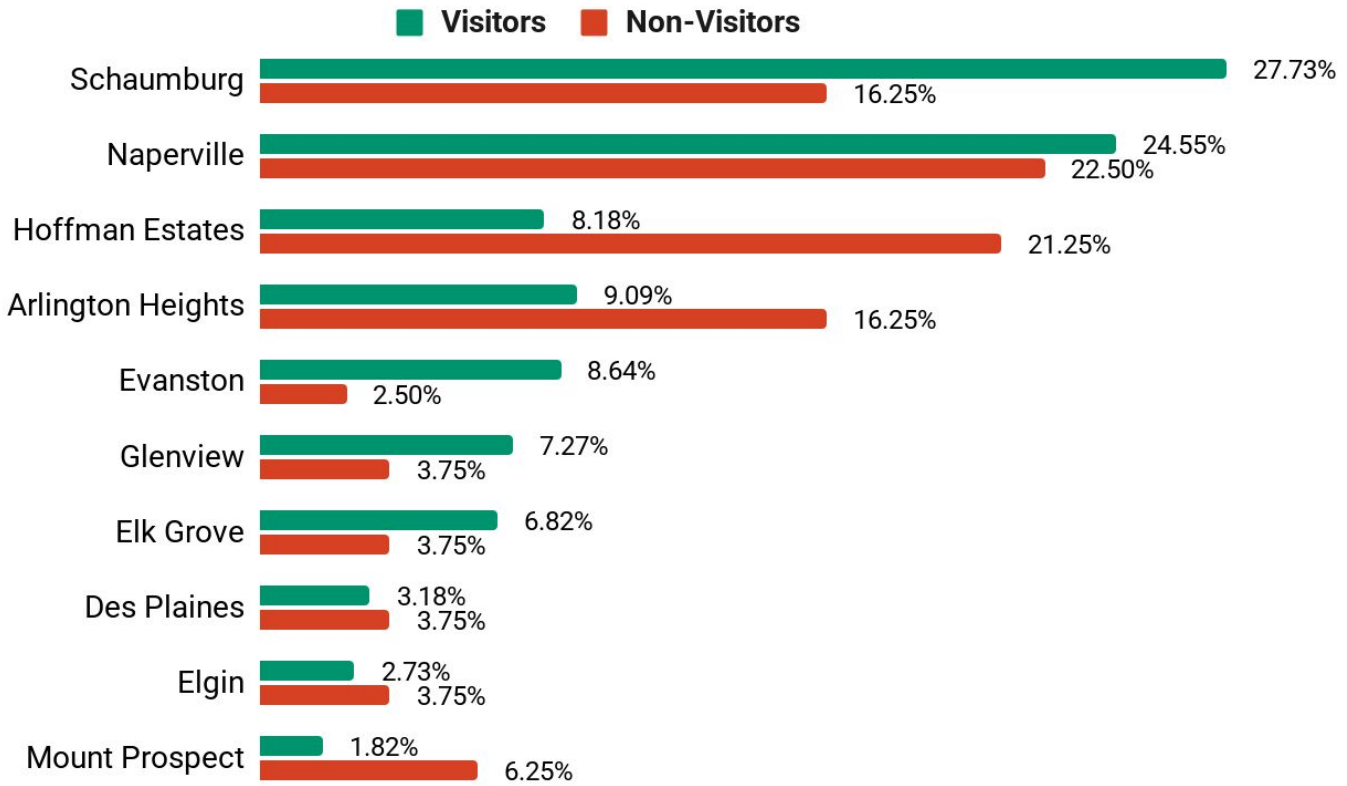
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CAP Study

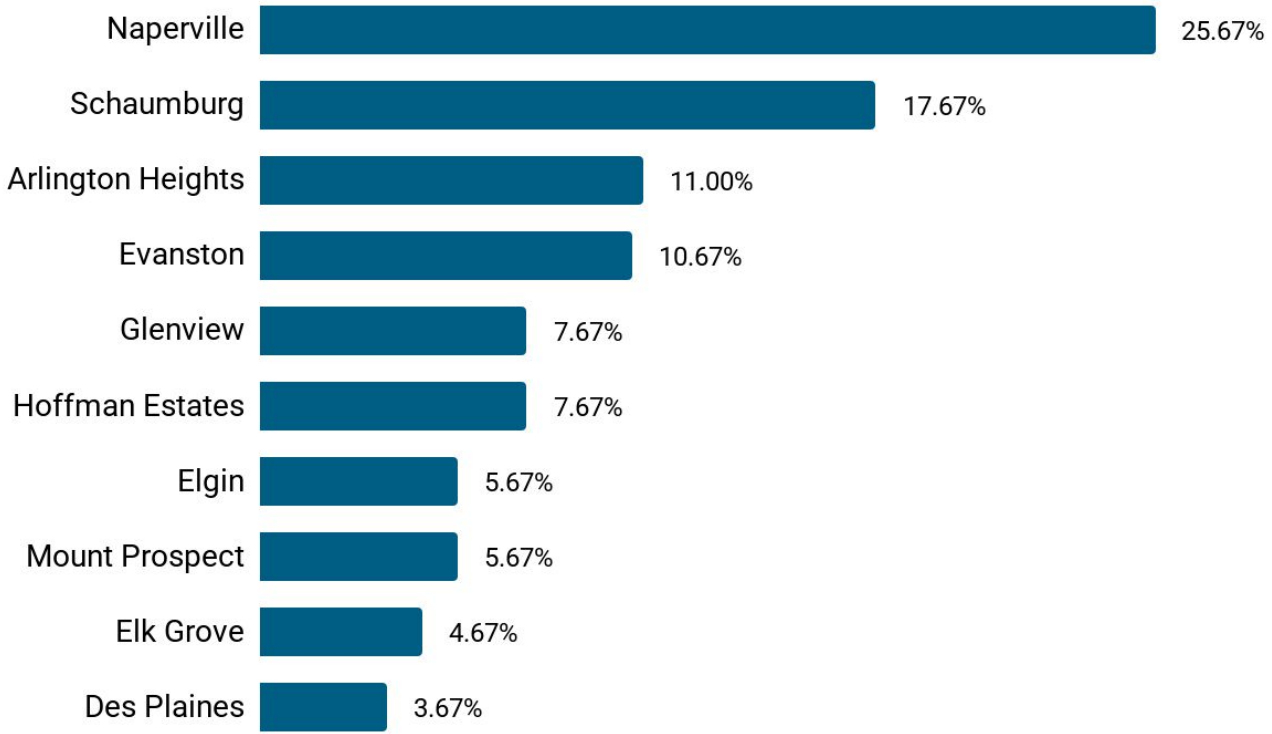
BY VISITATION

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CAP Study

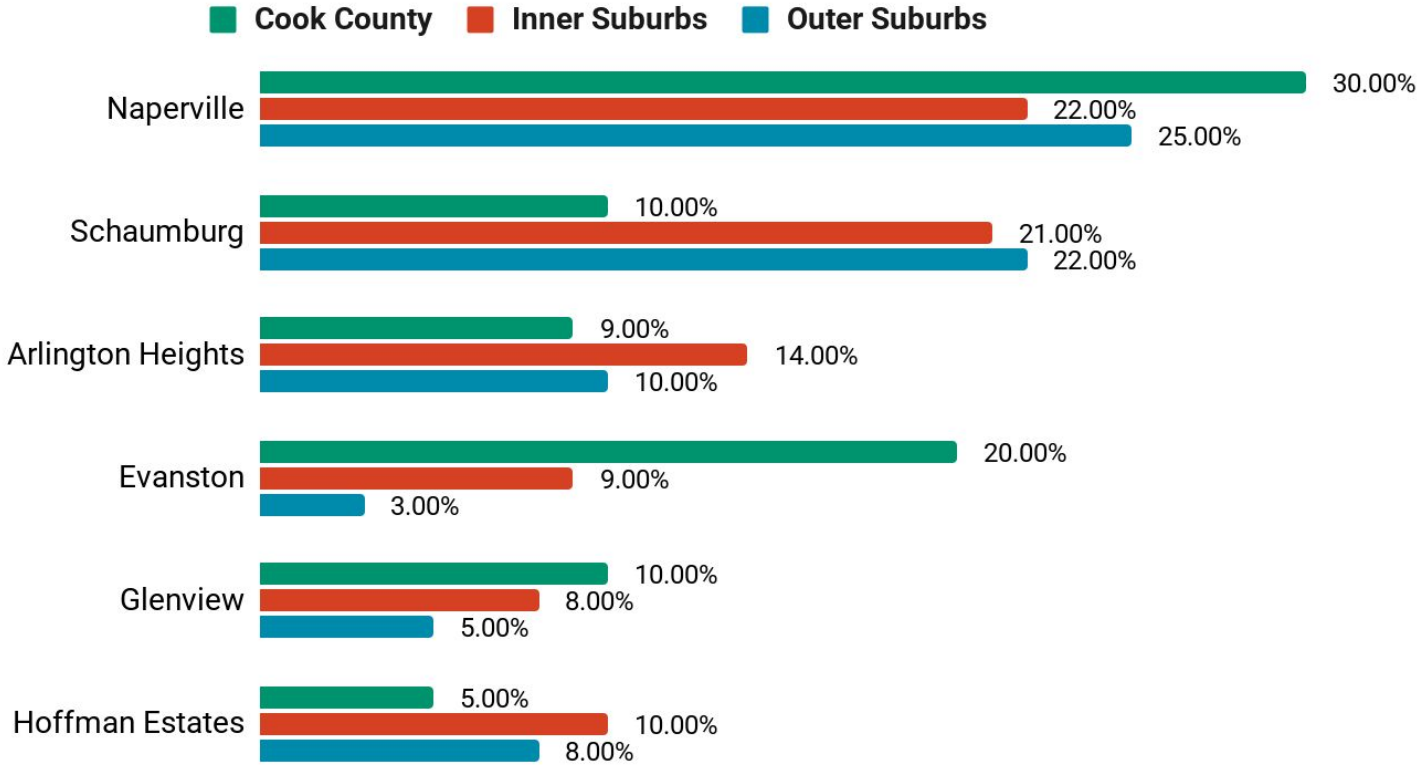
Which of the following communities would you be most likely to describe as an all-around, complete community?



CAP Study

BY MARKET, TOP ANSWERS

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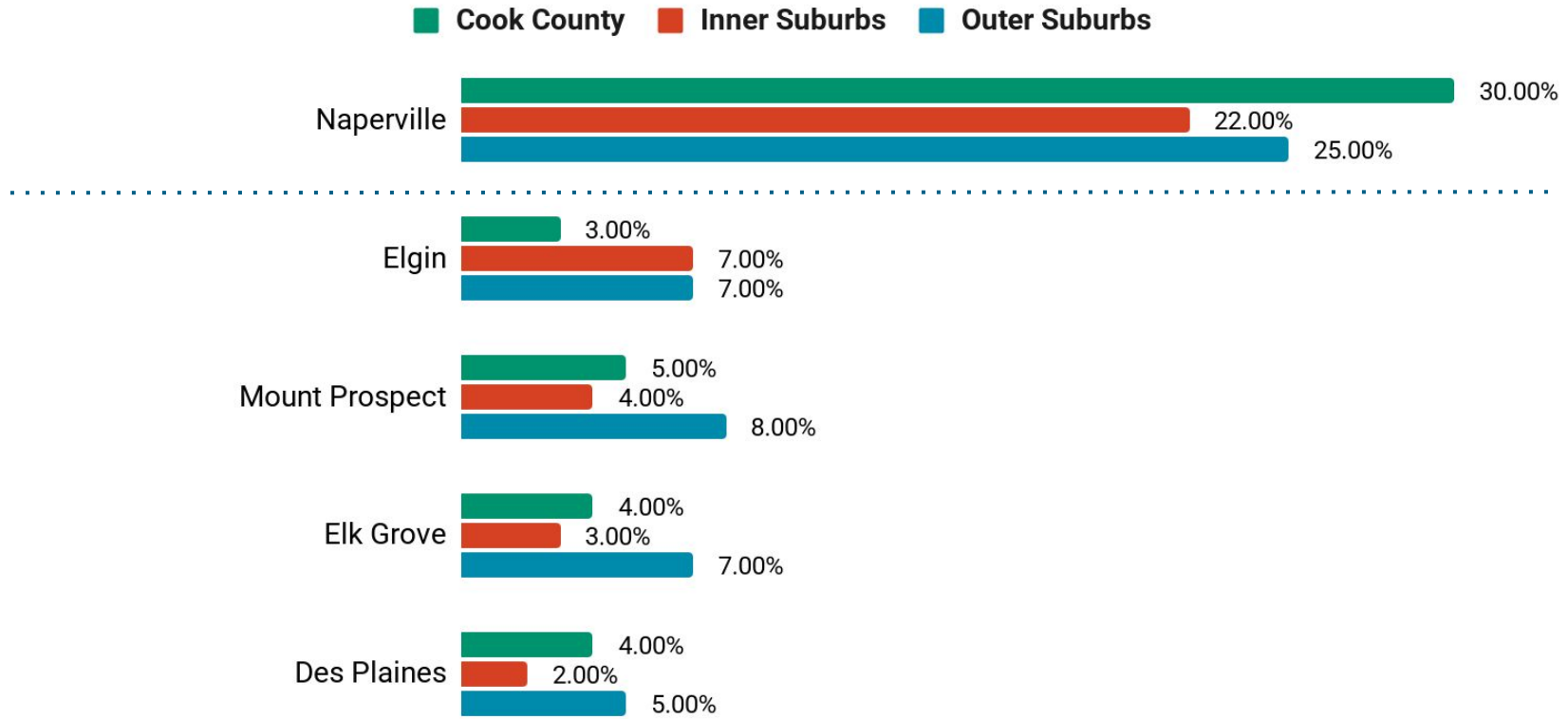


143

CAP Study

BY MARKET, BOTTOM ANSWERS

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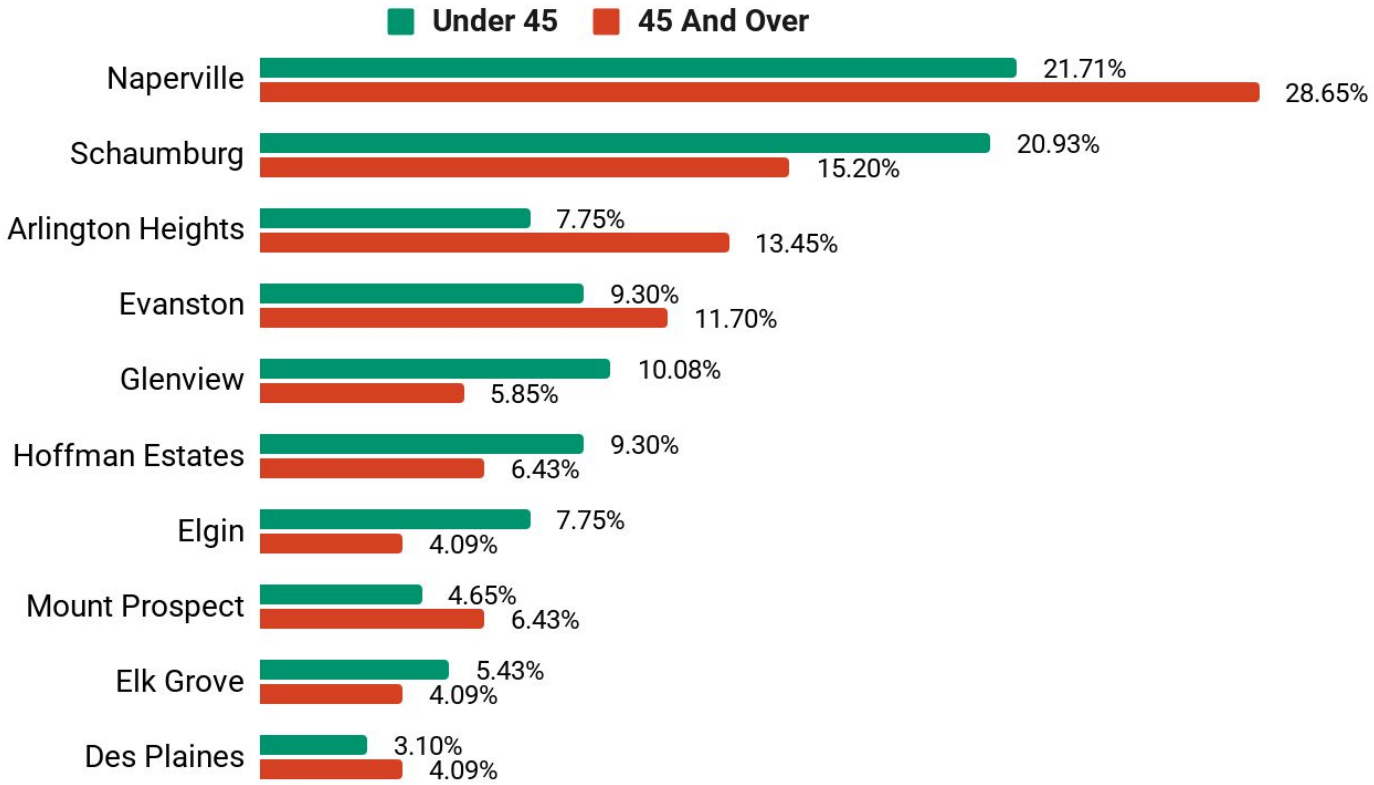


144

CAP Study

BY AGE

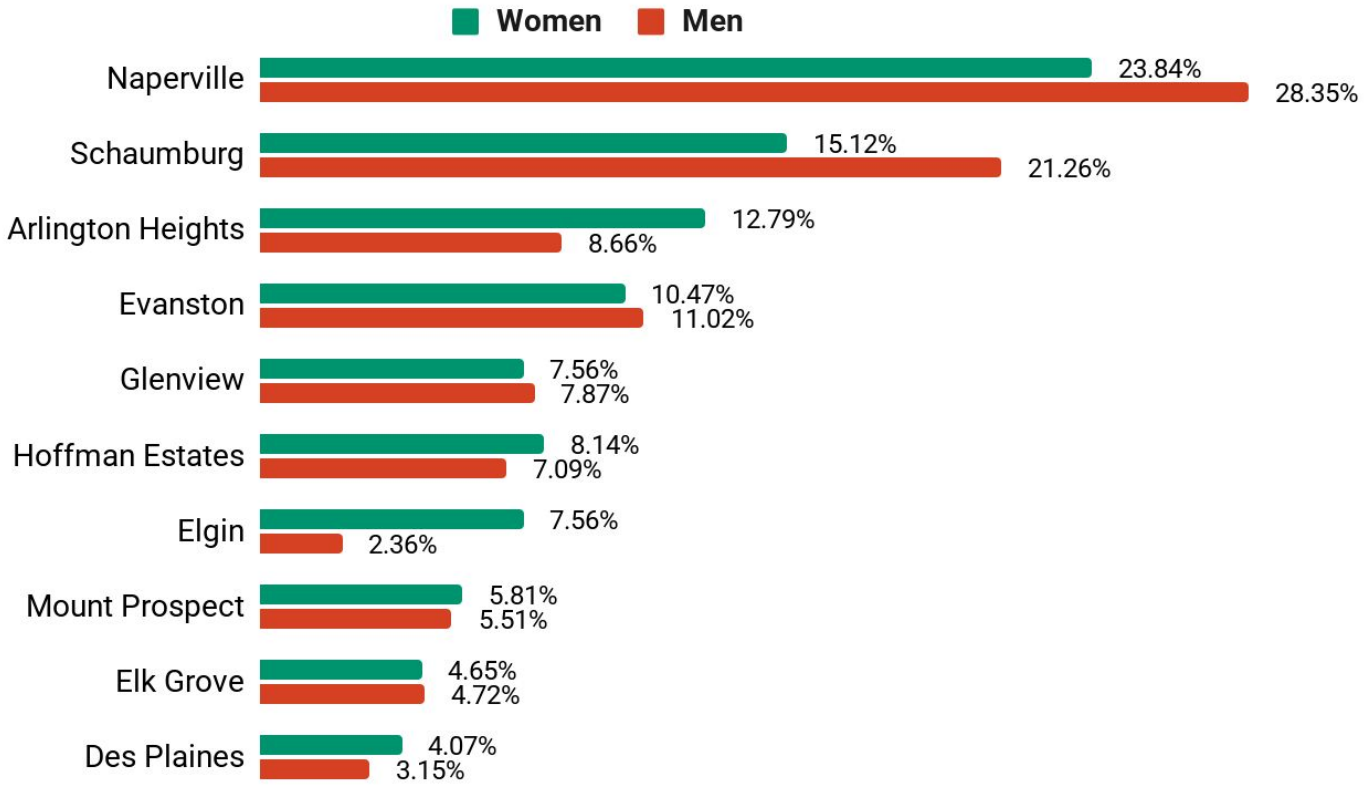
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CAP Study

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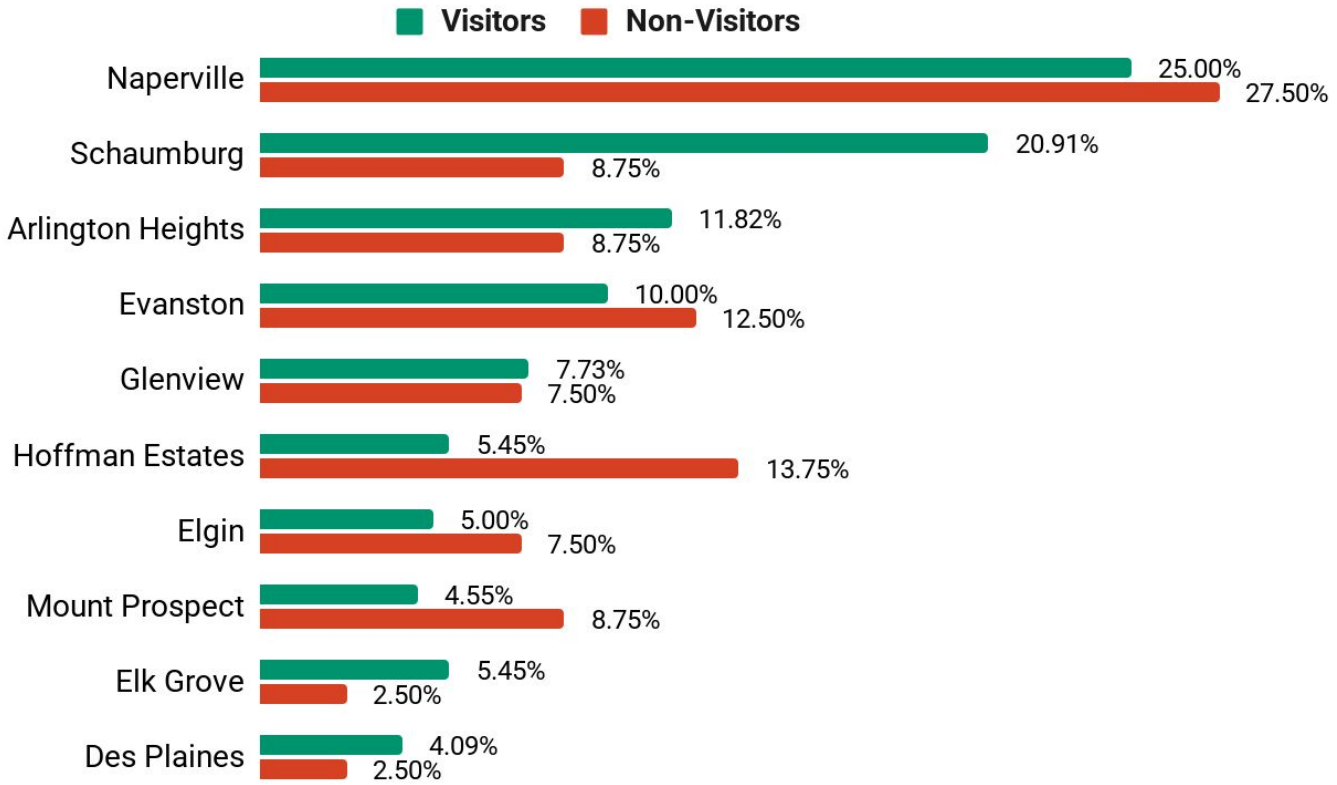
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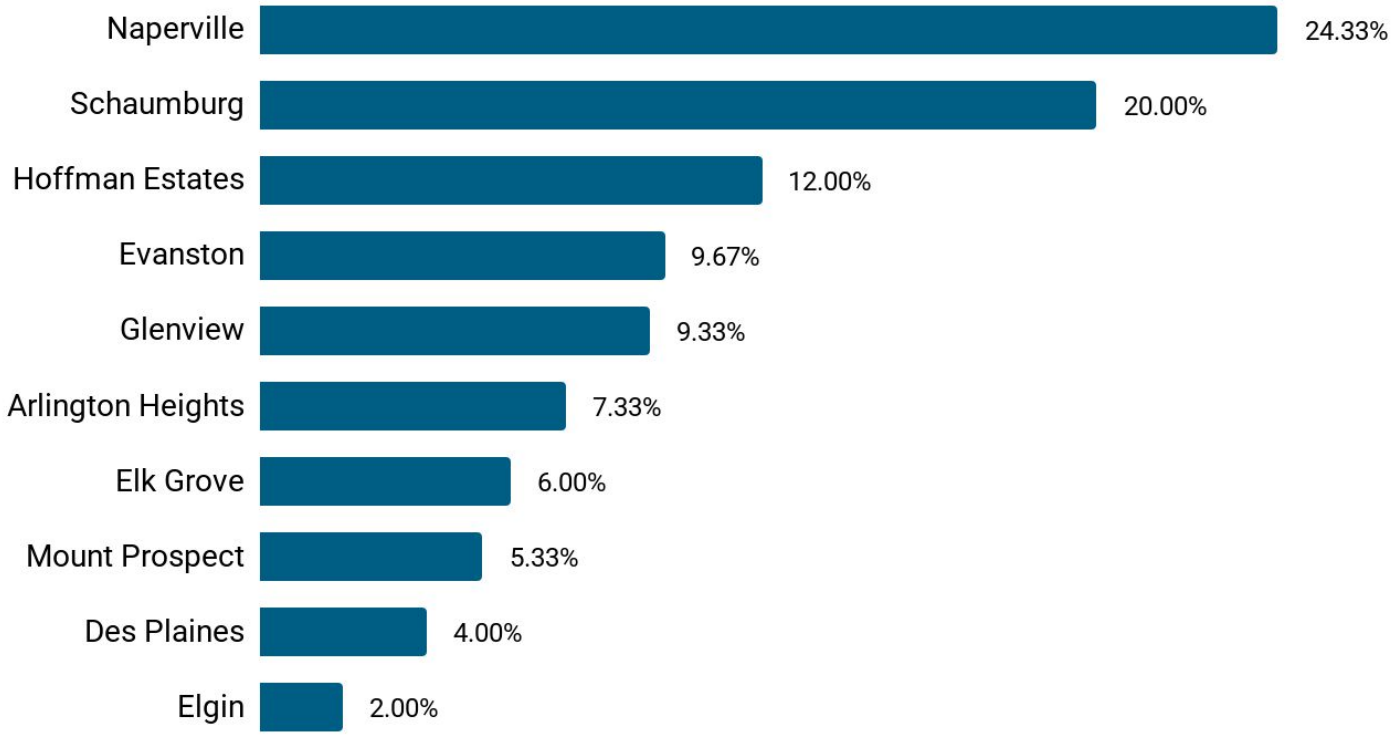
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CAP Study

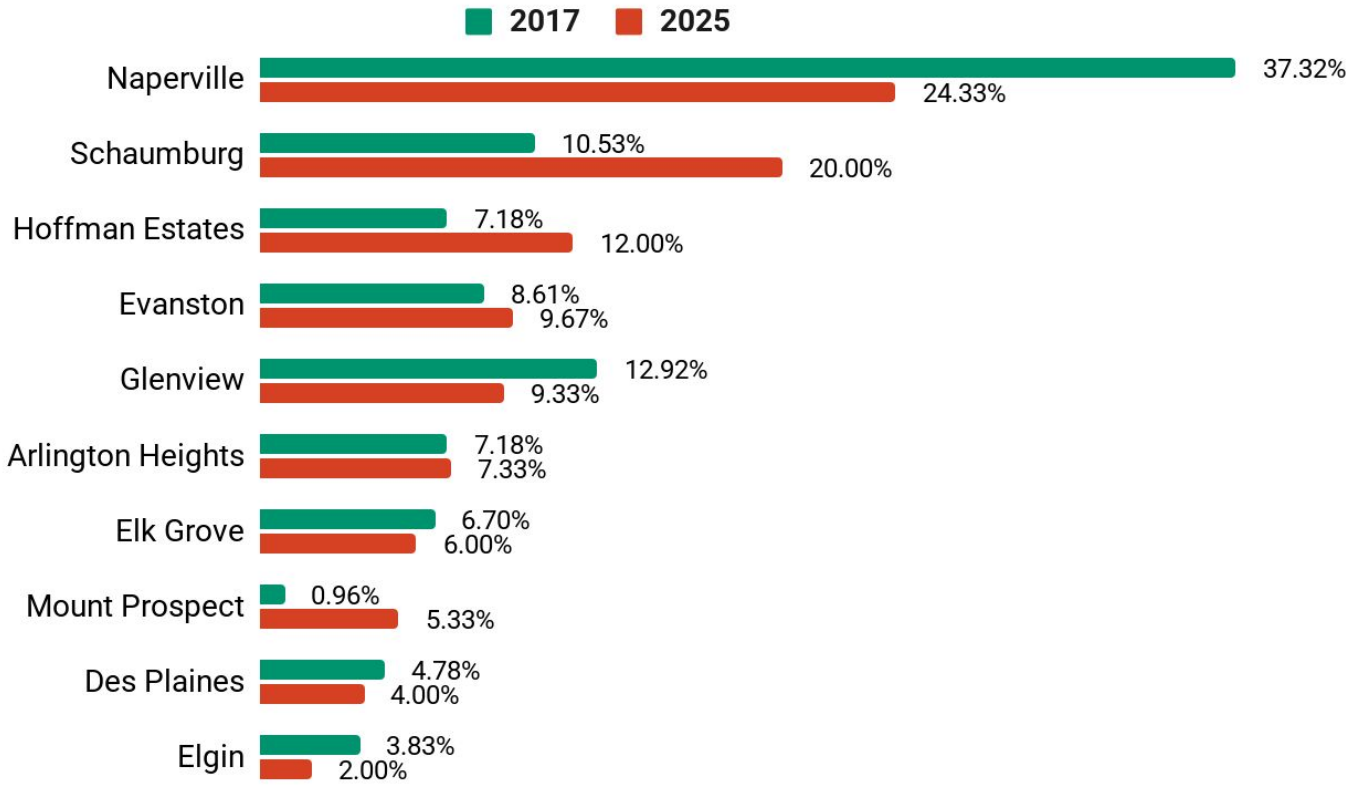
Which of the following communities would you be most likely to describe as well-designed and thoughtfully planned?



CAP Study

BY YEAR

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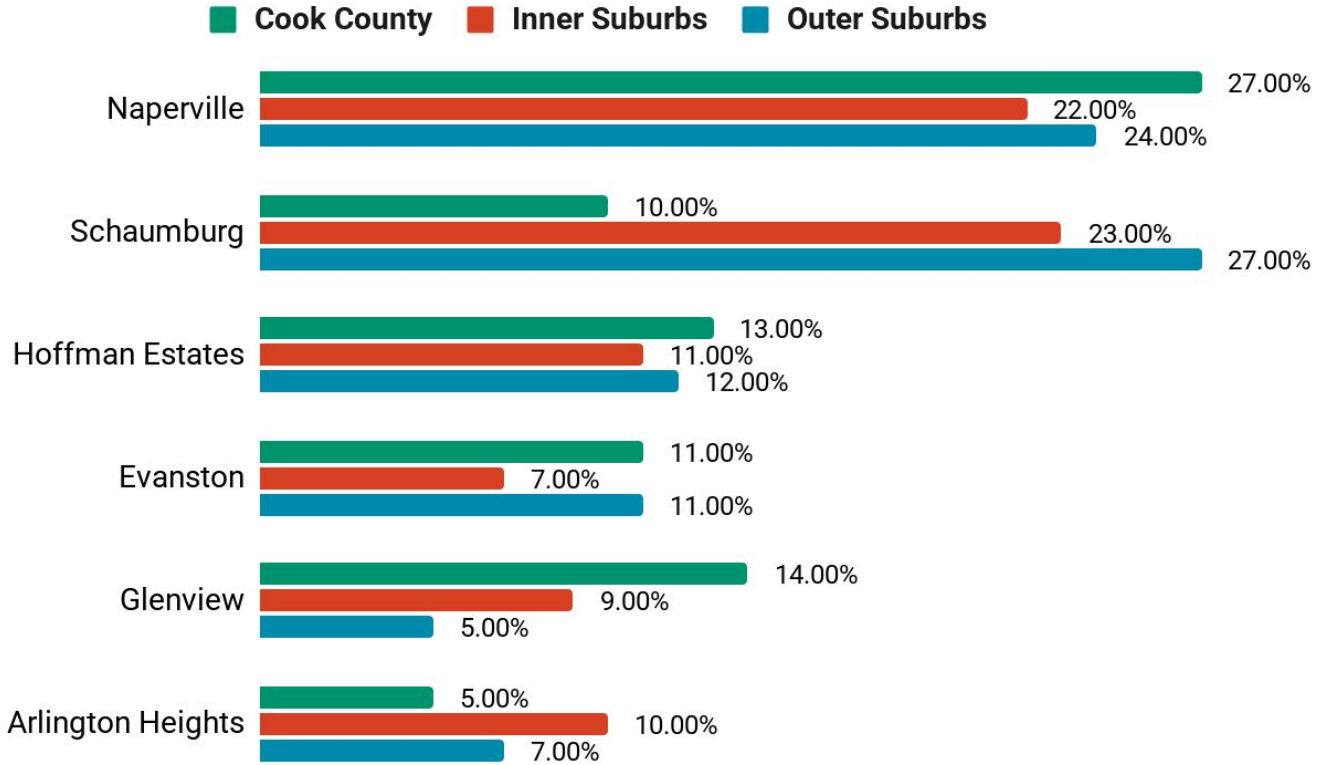


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CAP Study

BY MARKET, TOP ANSWERS

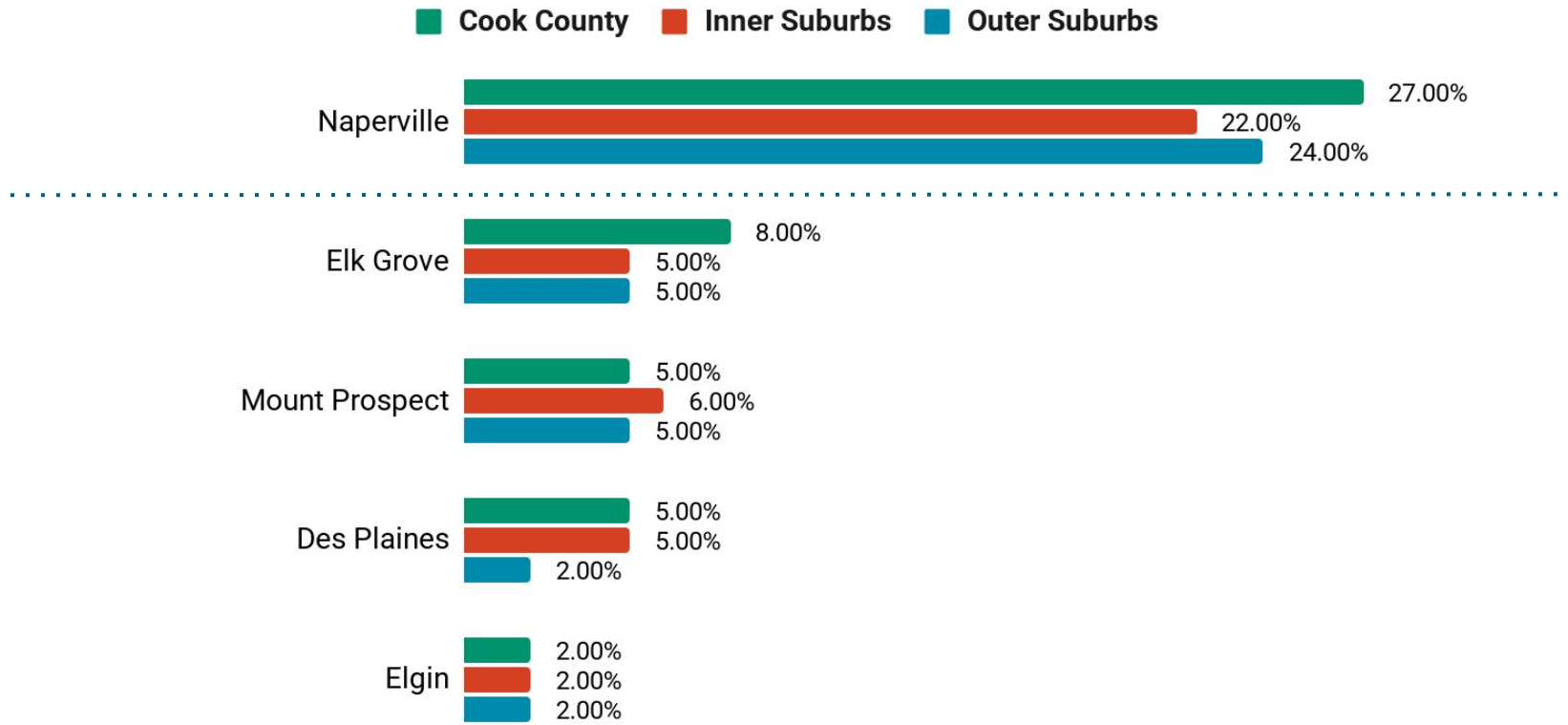
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CAP Study

BY MARKET, BOTTOM ANSWERS

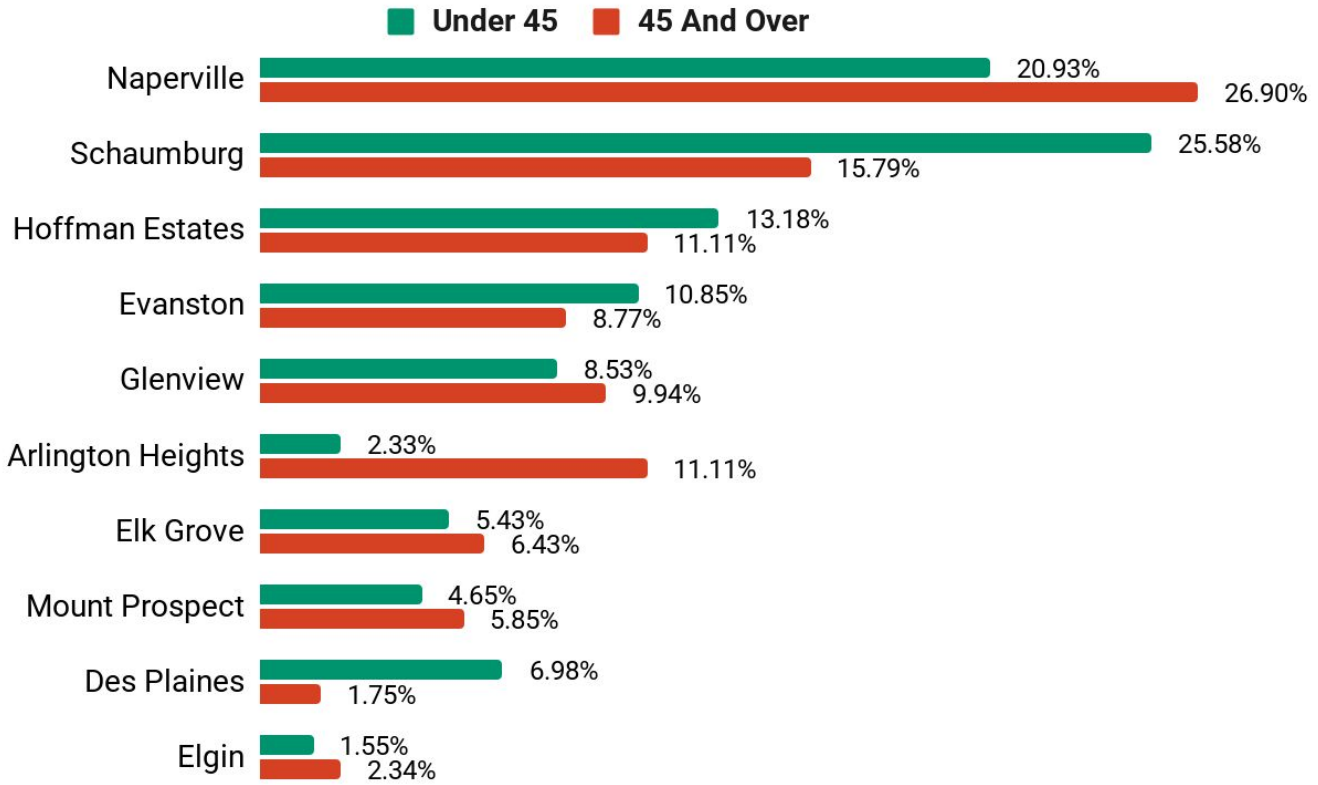
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CAP Study

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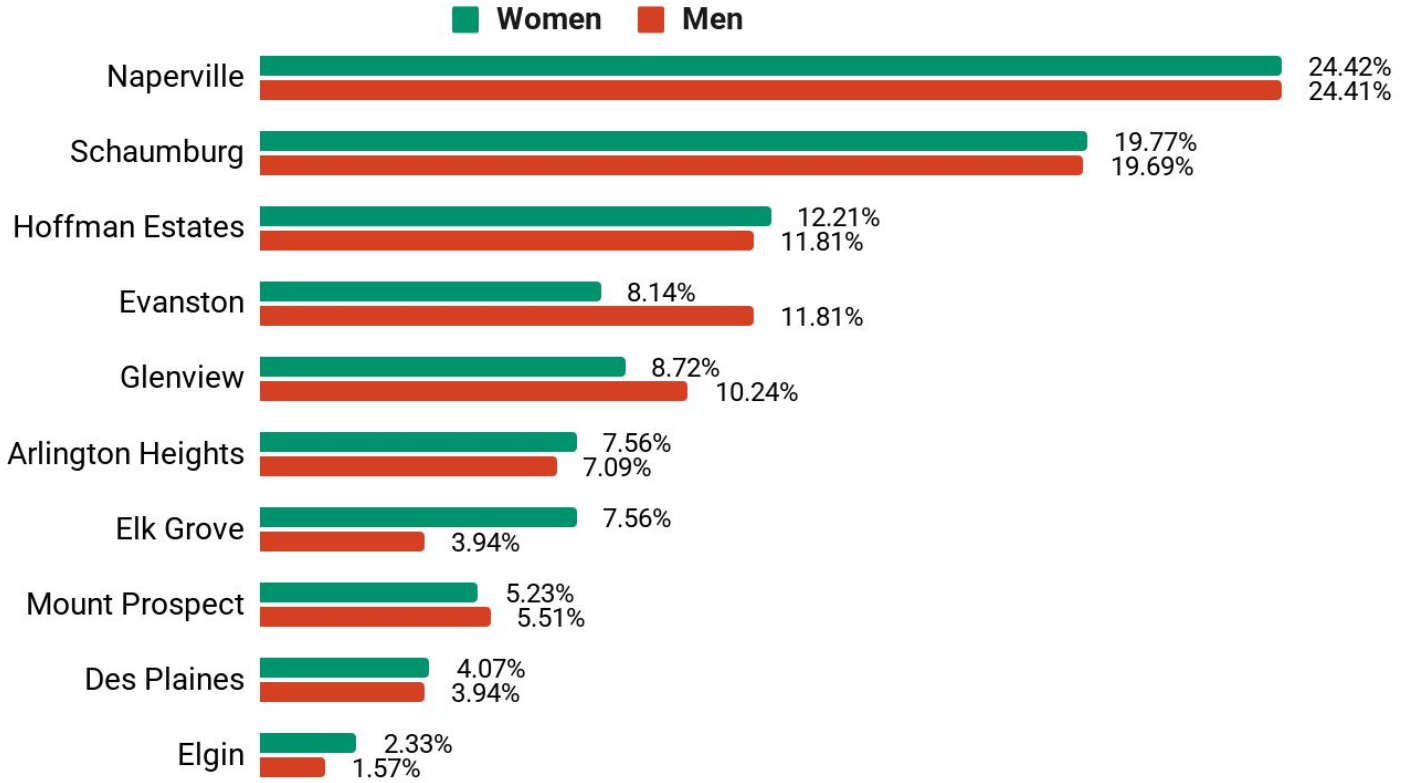
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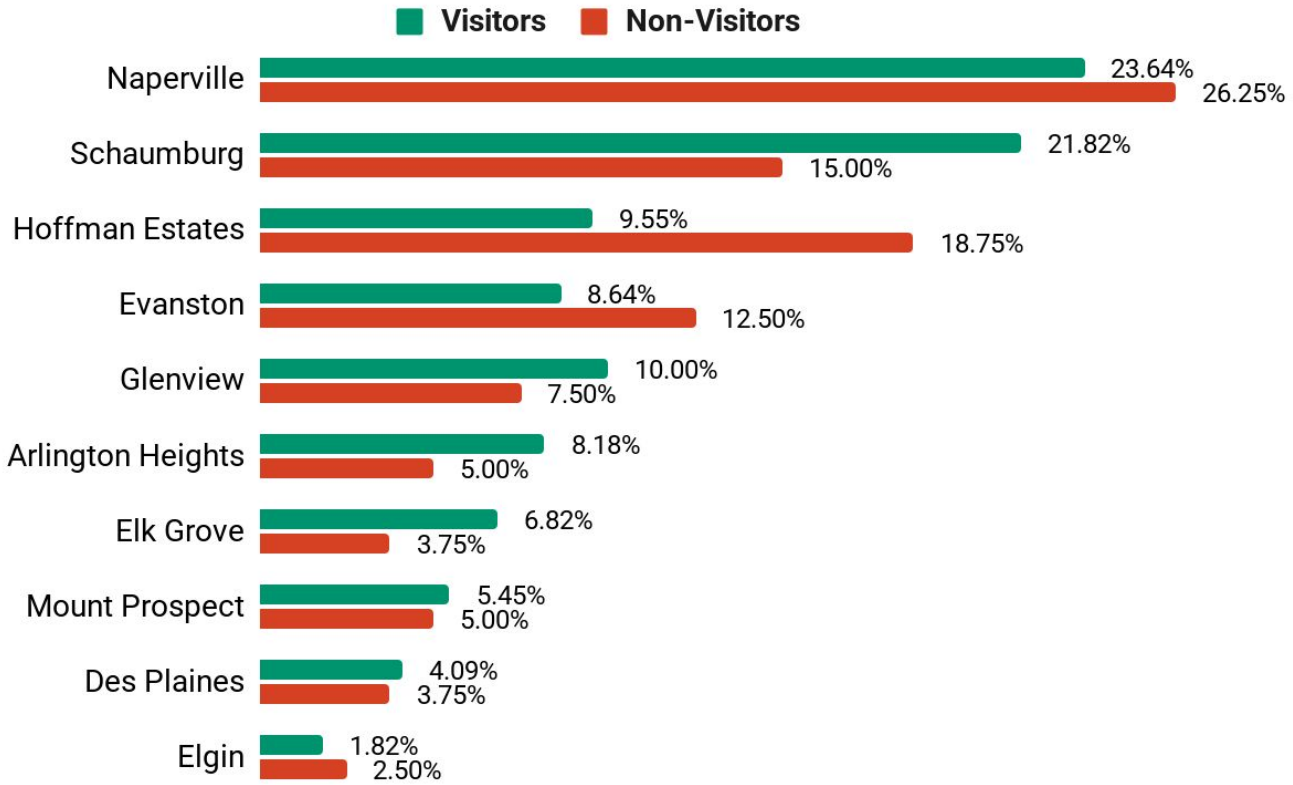
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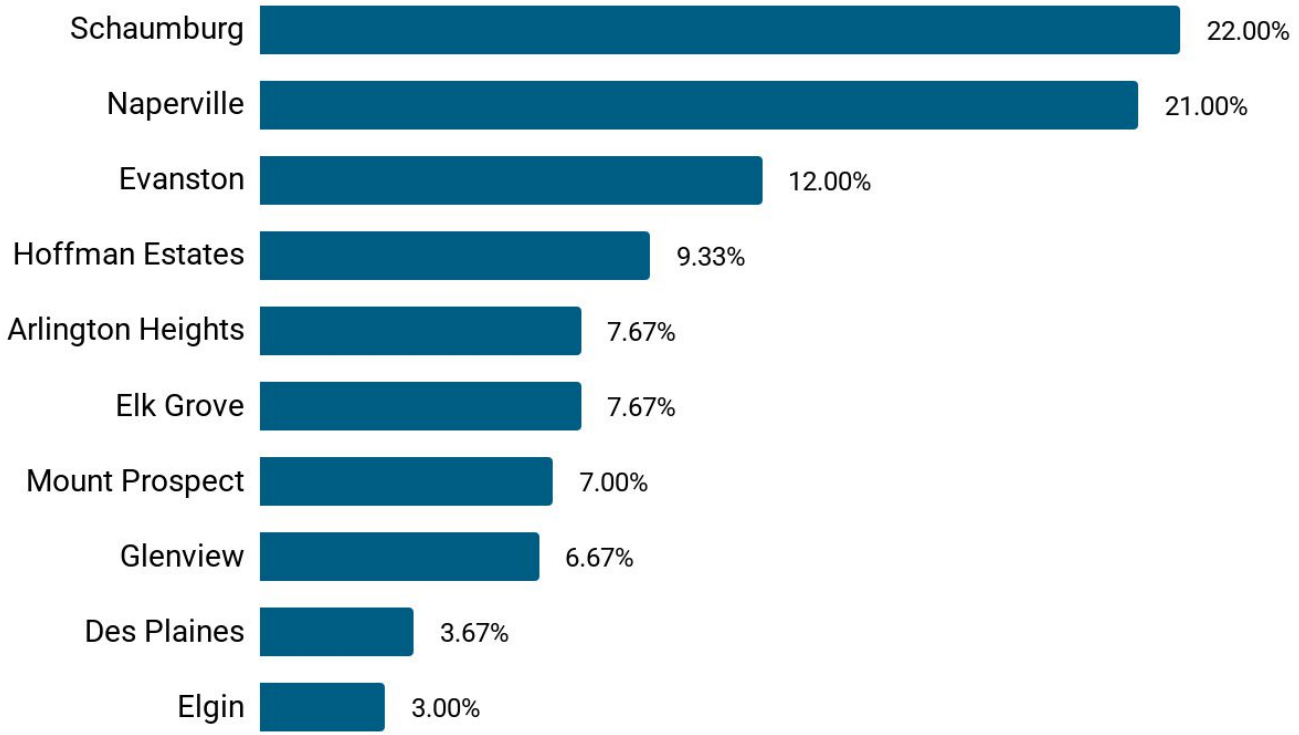
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CAP Study

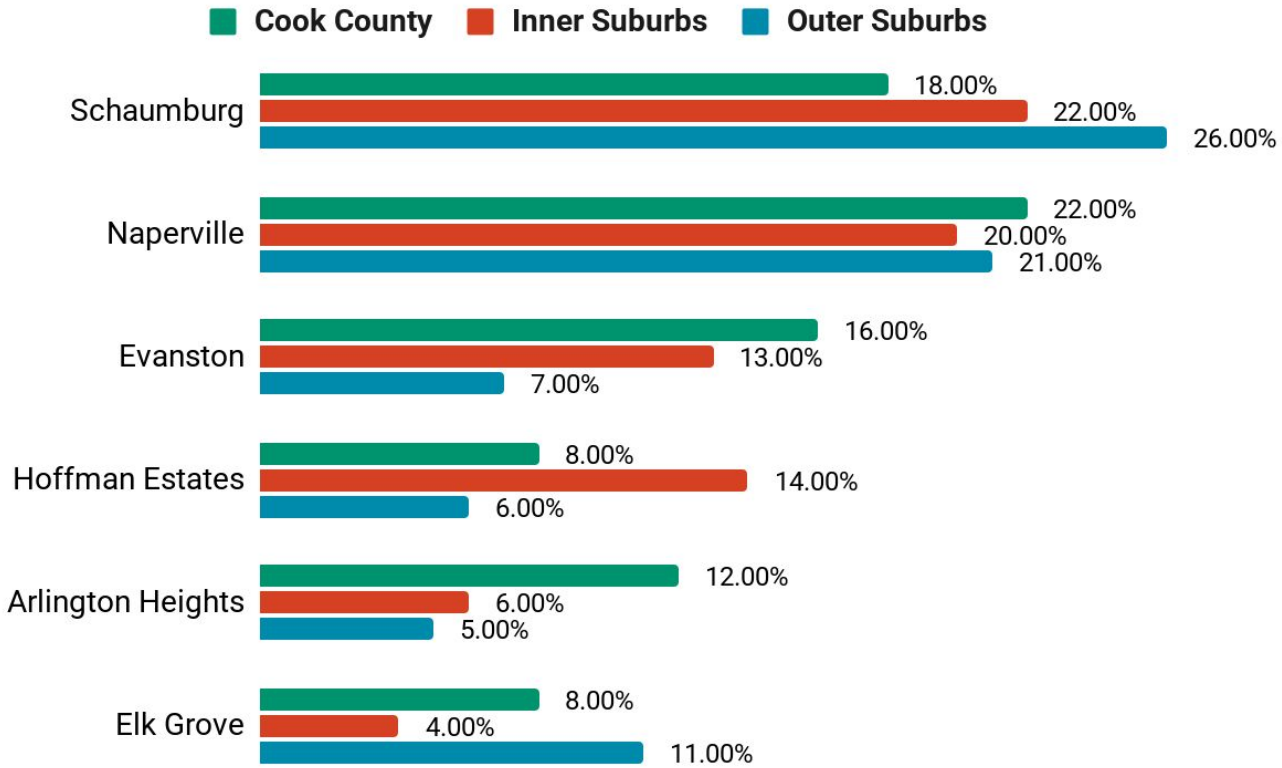
Which of the following communities would you be most likely to describe as welcoming and friendly?



CAP Study

BY MARKET, TOP ANSWERS

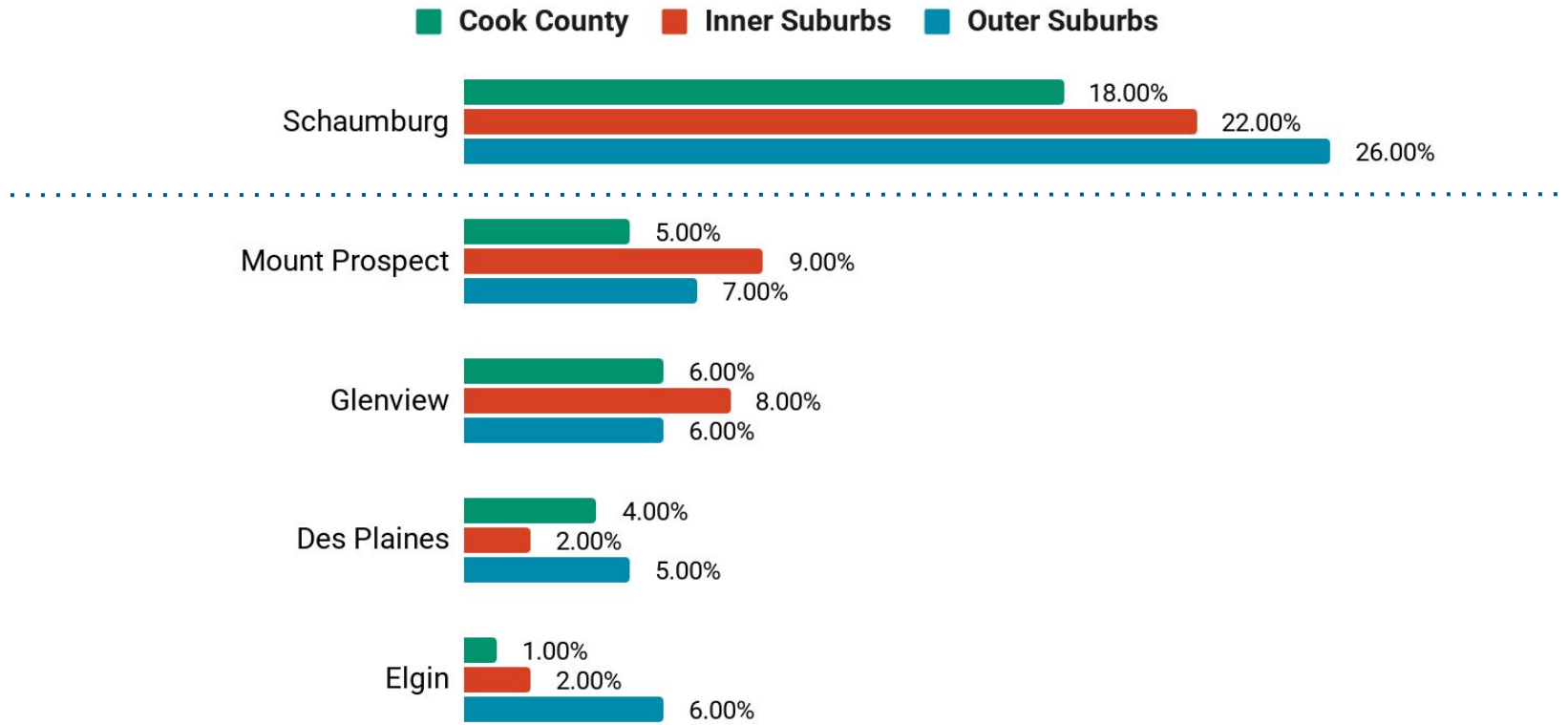
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CAP Study

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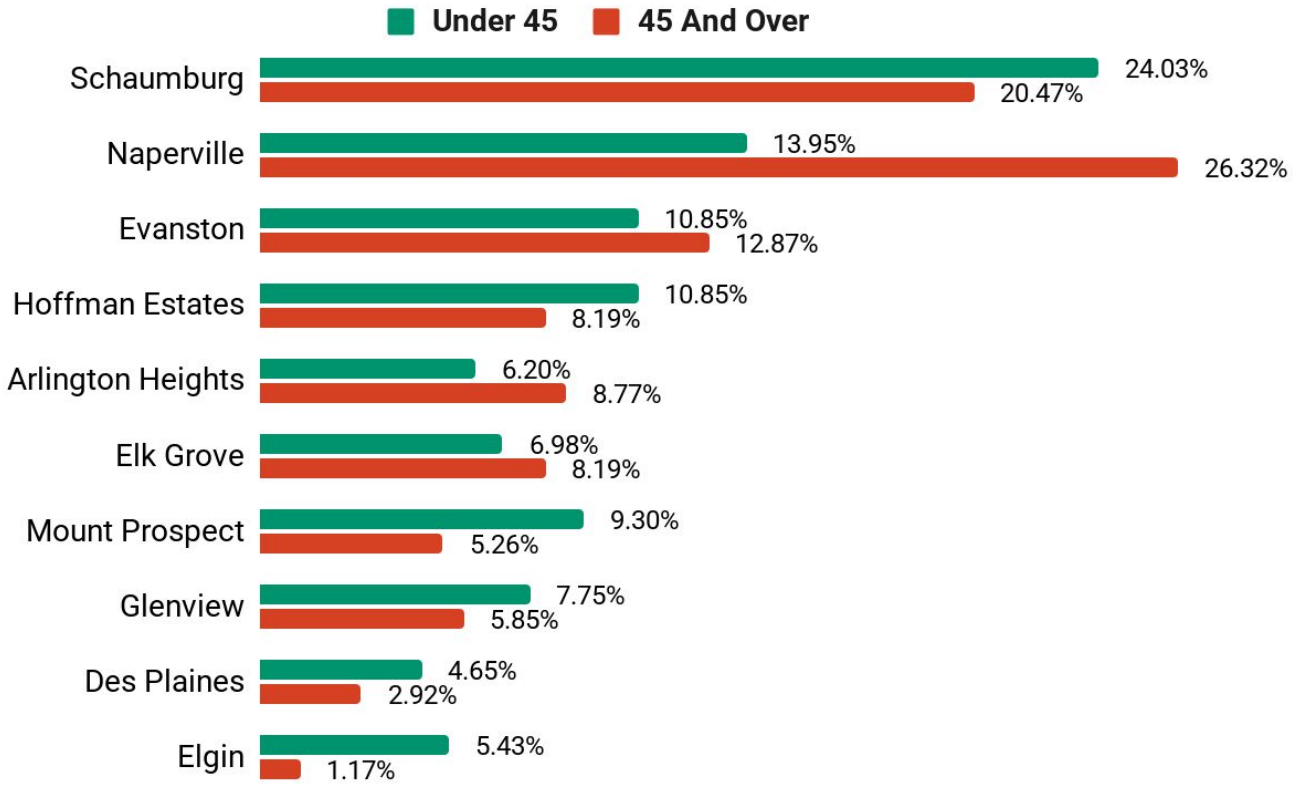


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CAP Study

BY AGE

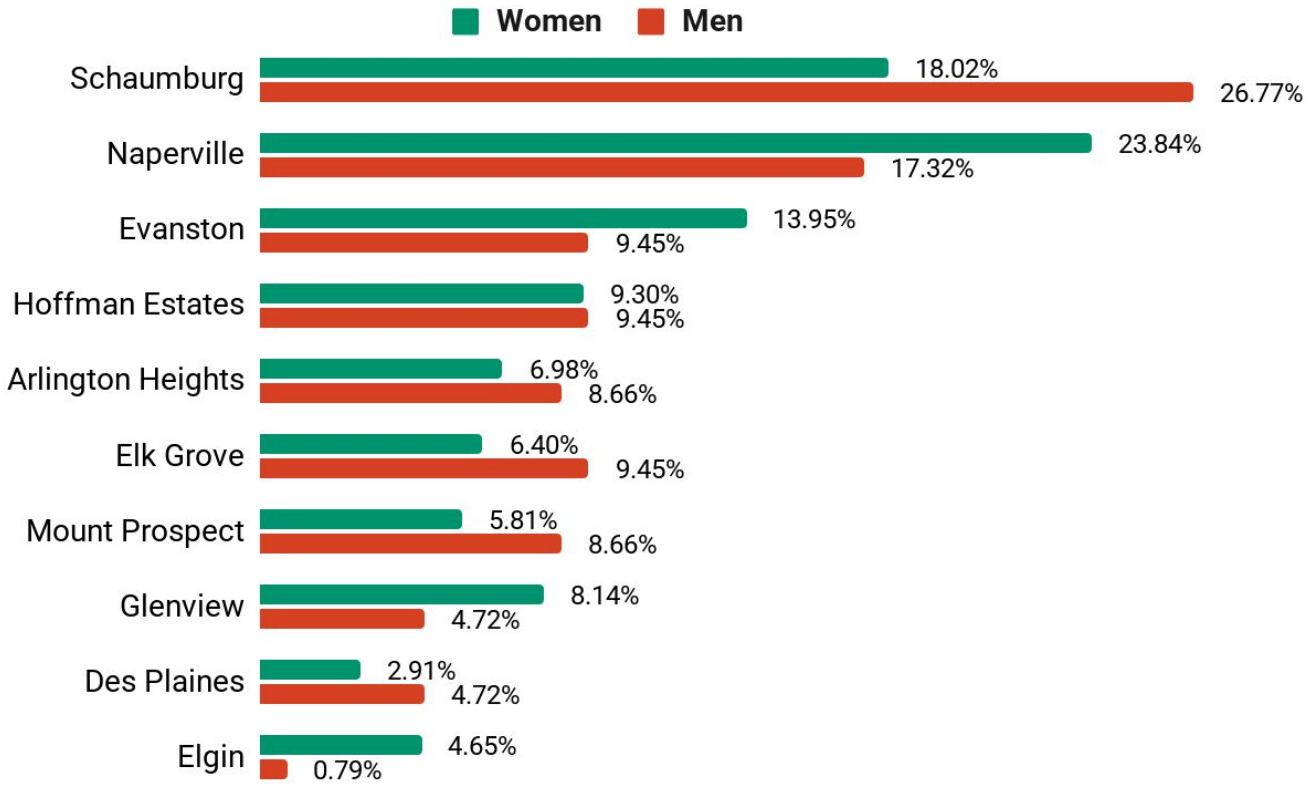
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CAP Study

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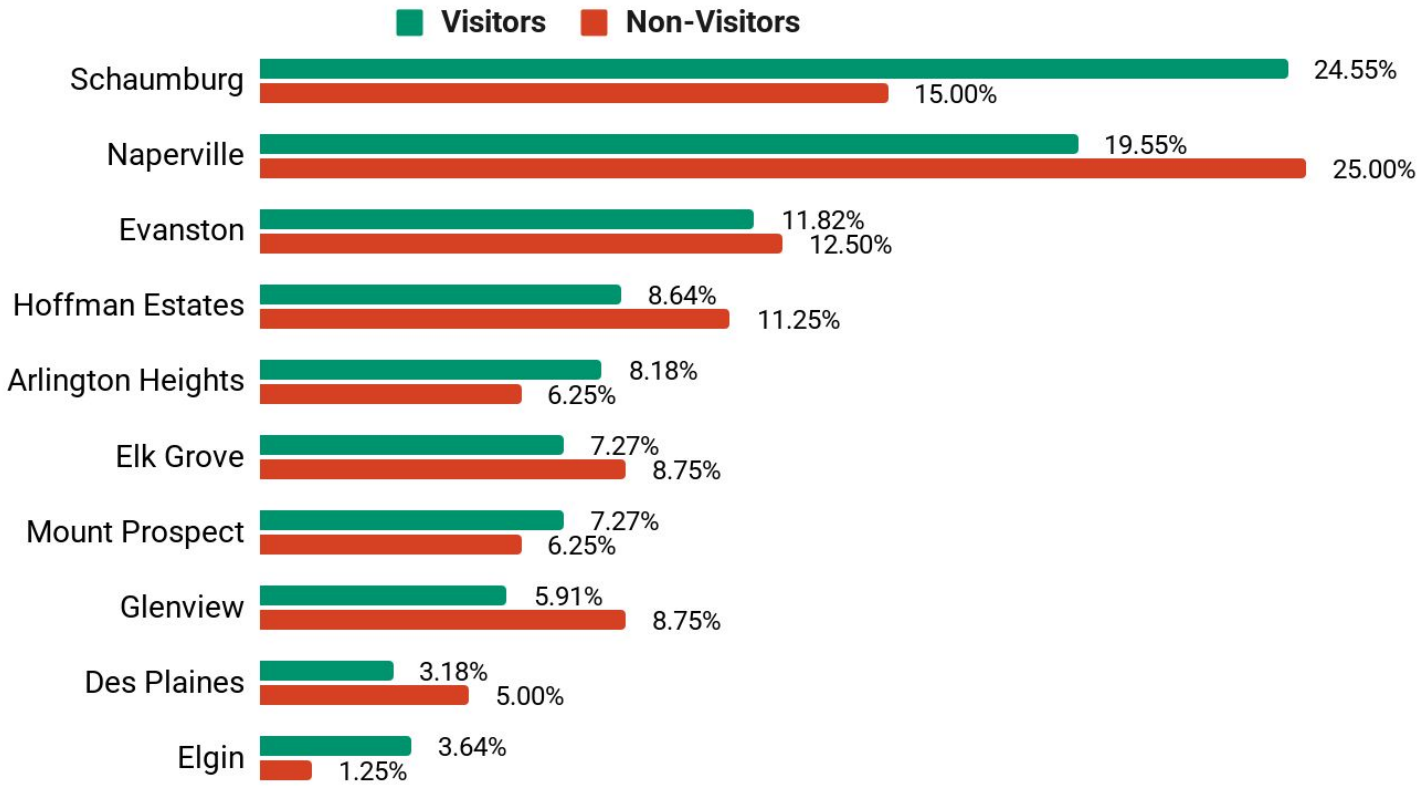
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CAP Study

BY VISITATION

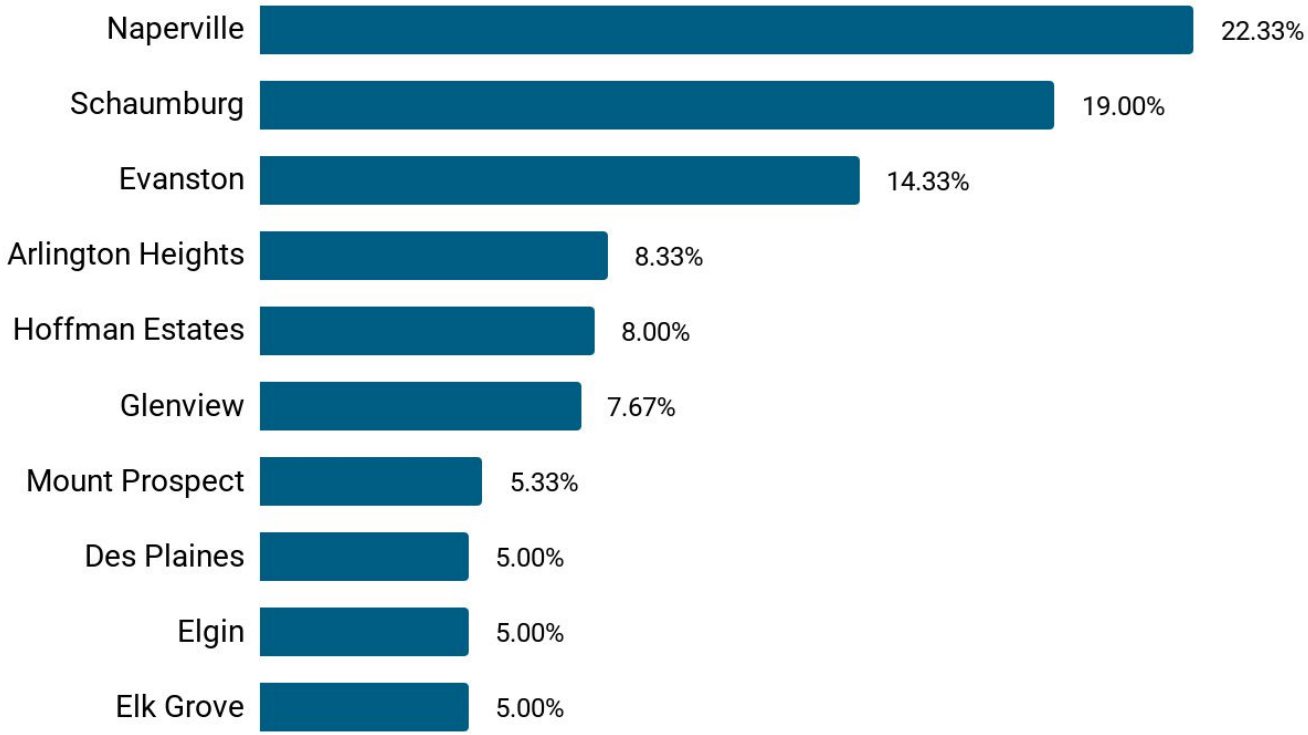
Which of the following communities would you be most likely to describe as welcoming and friendly?



160

CAP Study

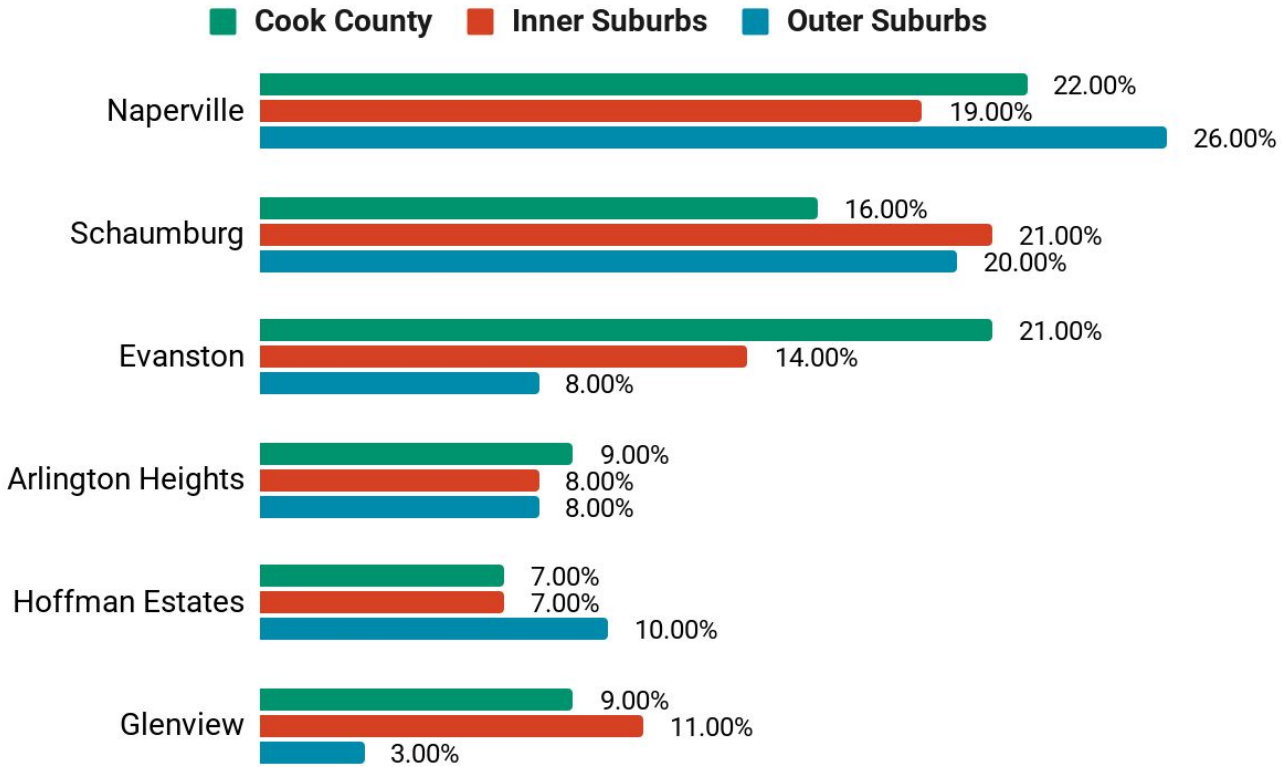
Which of the following communities do you think would give you the ability to achieve your dreams?



CAP Study

BY MARKET, TOP ANSWERS

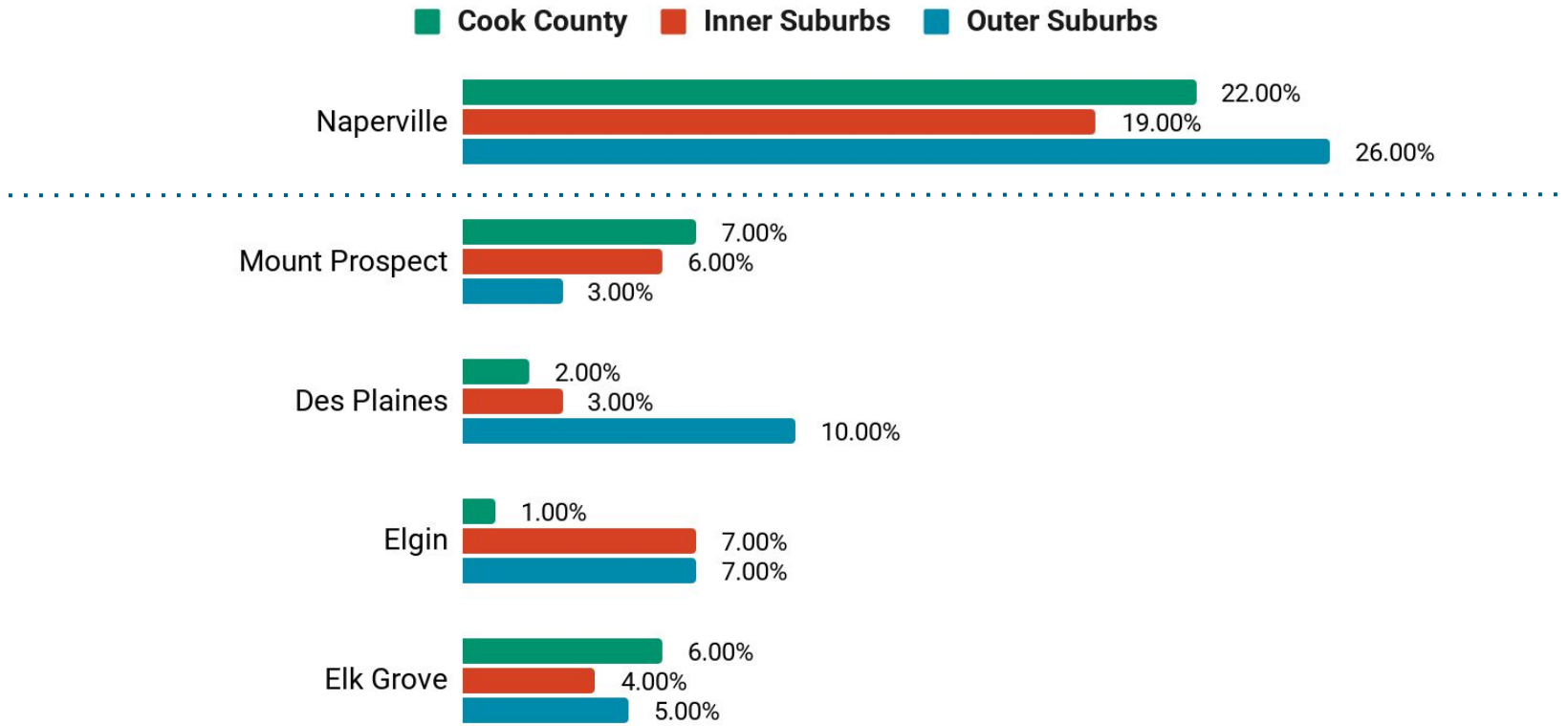
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CAP Study

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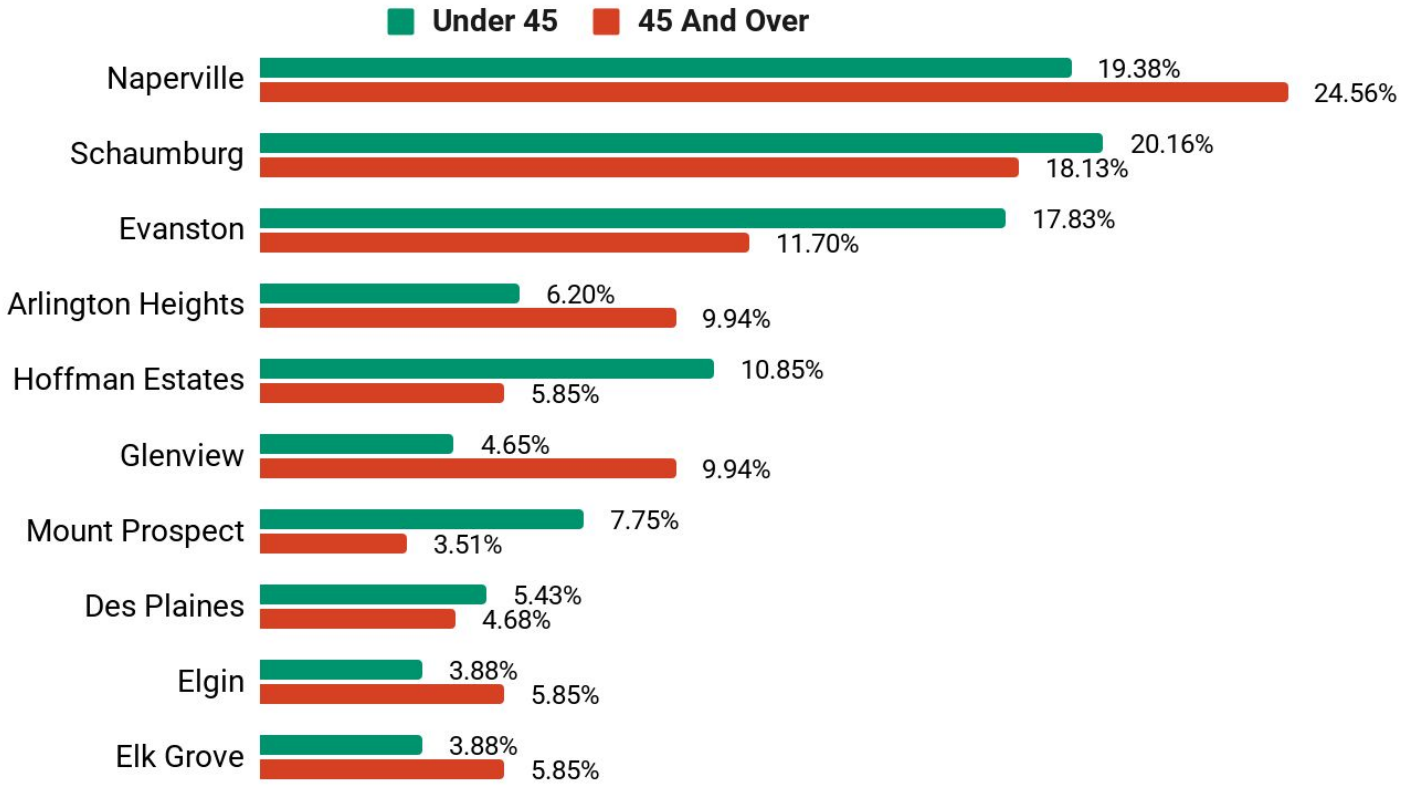
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CAP Study

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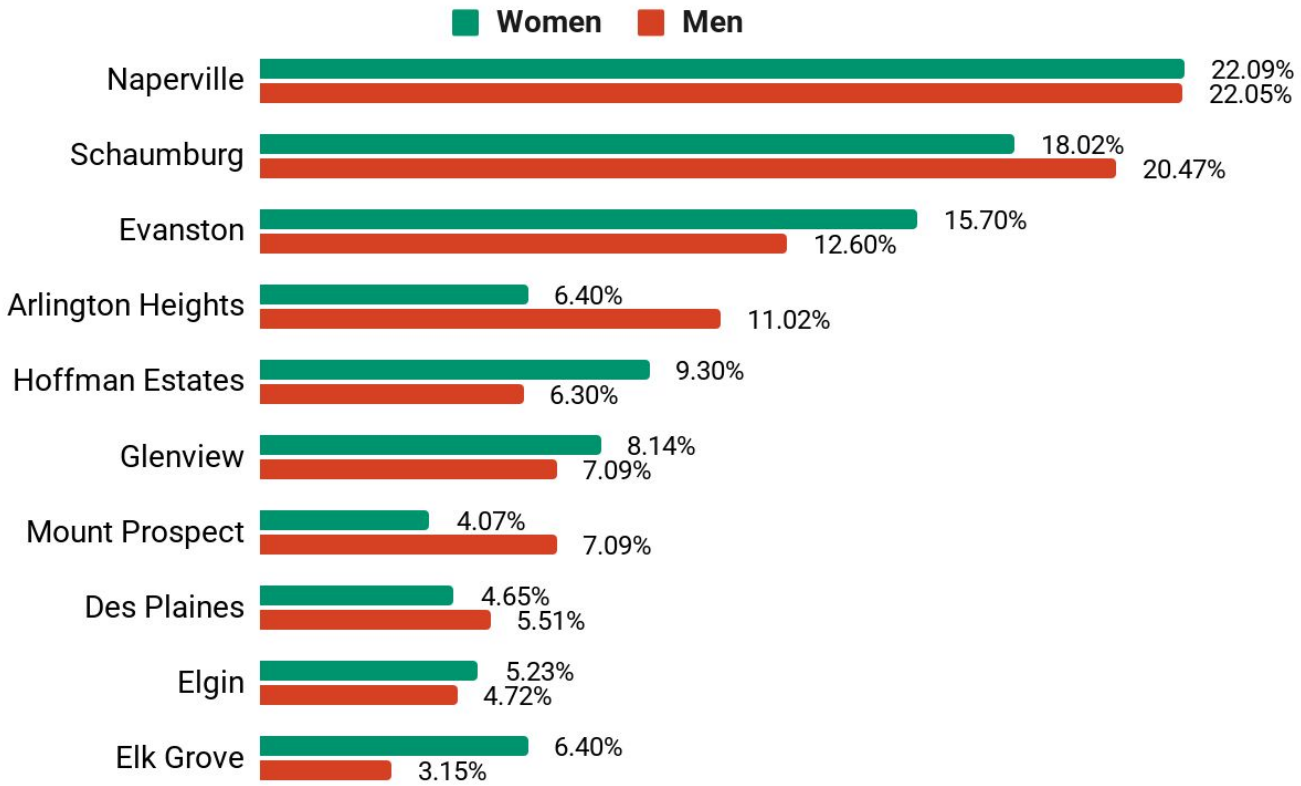
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CAP Study

BY GENDER

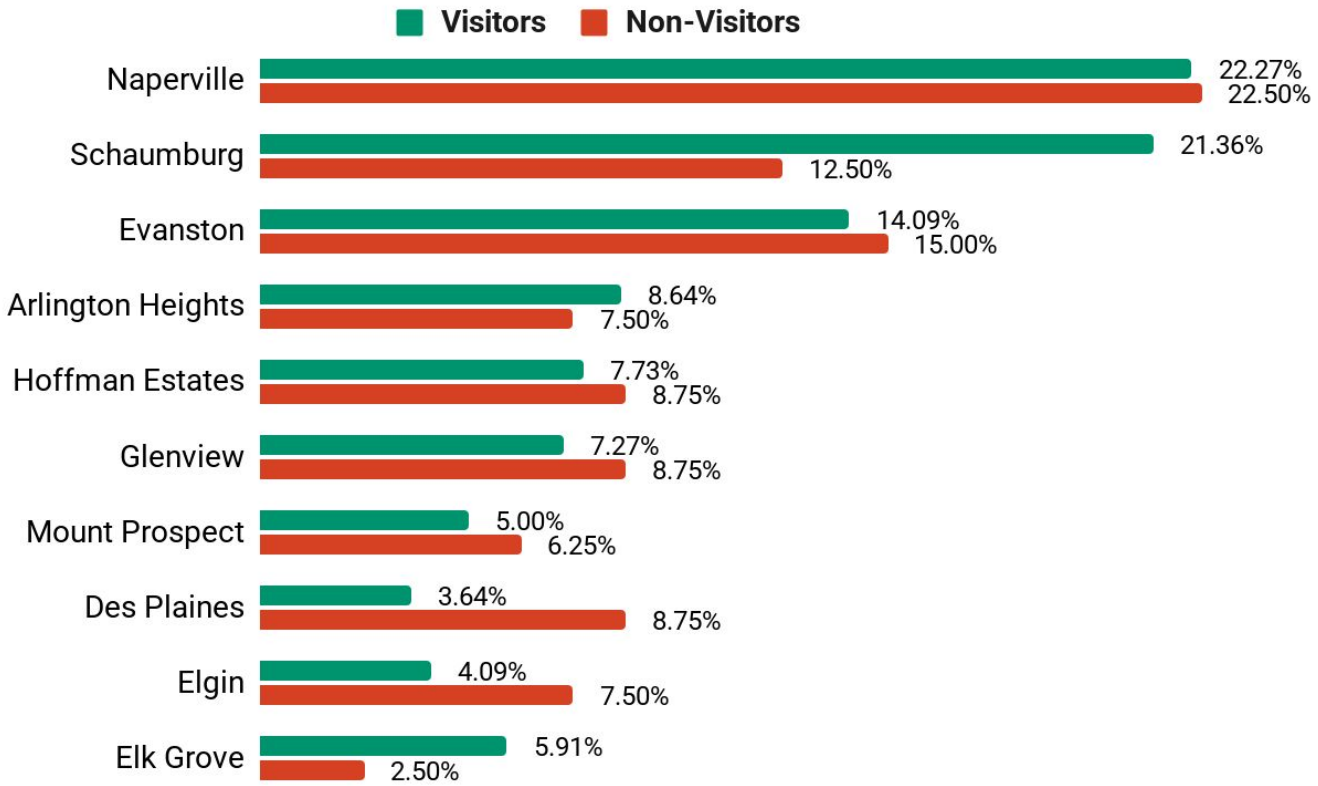
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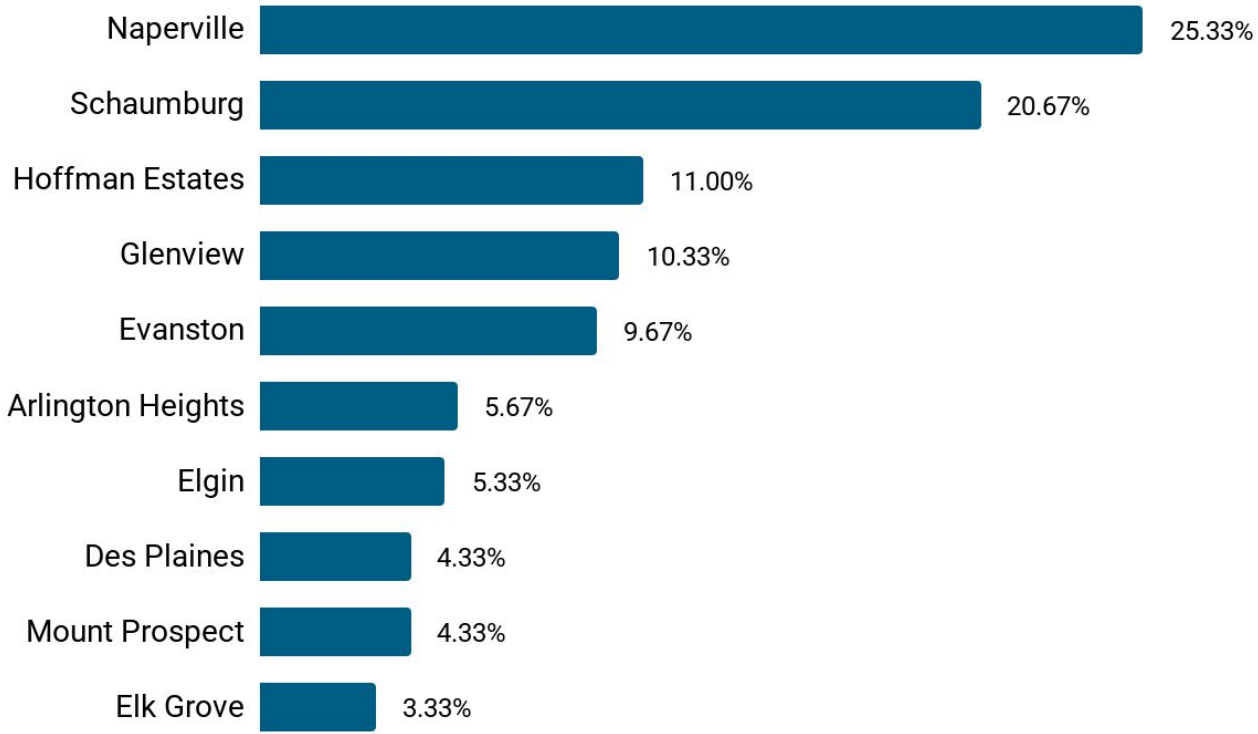
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CAP Study

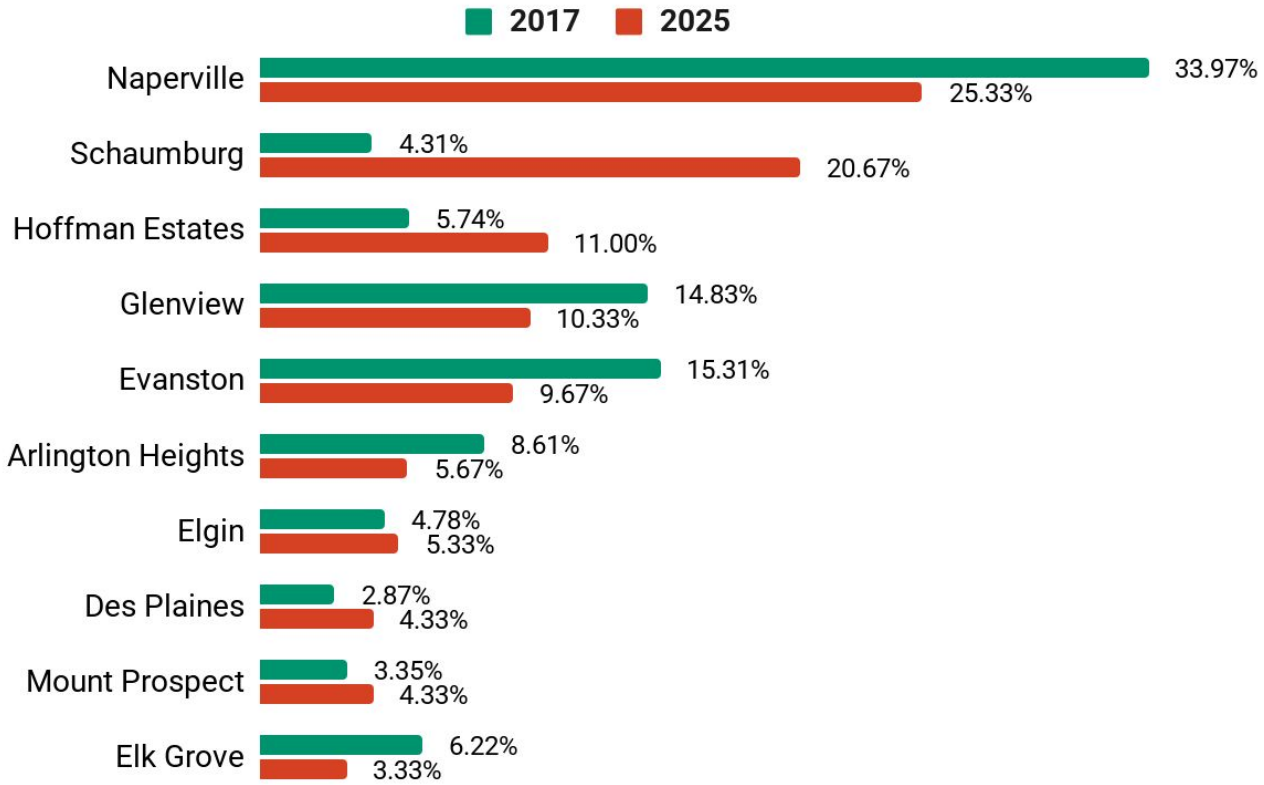
Which of the following communities would you be most likely to consider if moving to a suburban area around Chicago?



CAP Study

BY YEAR

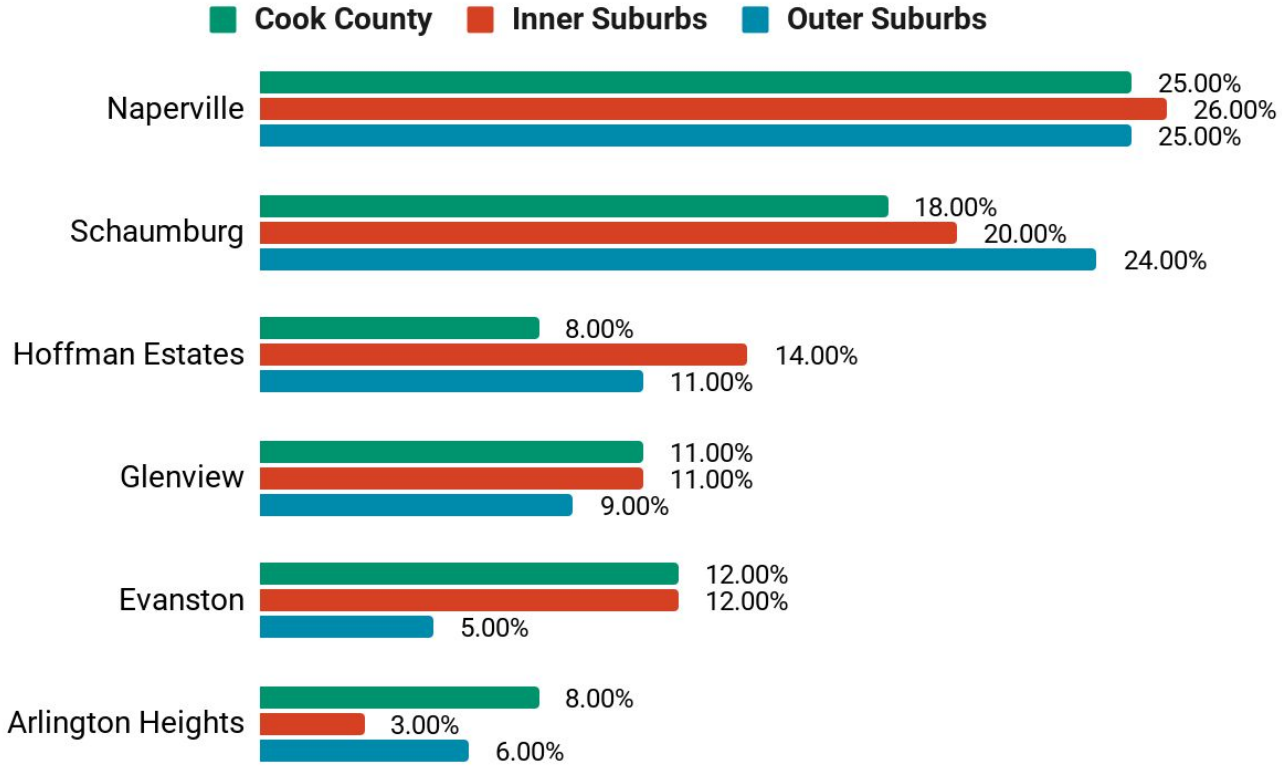
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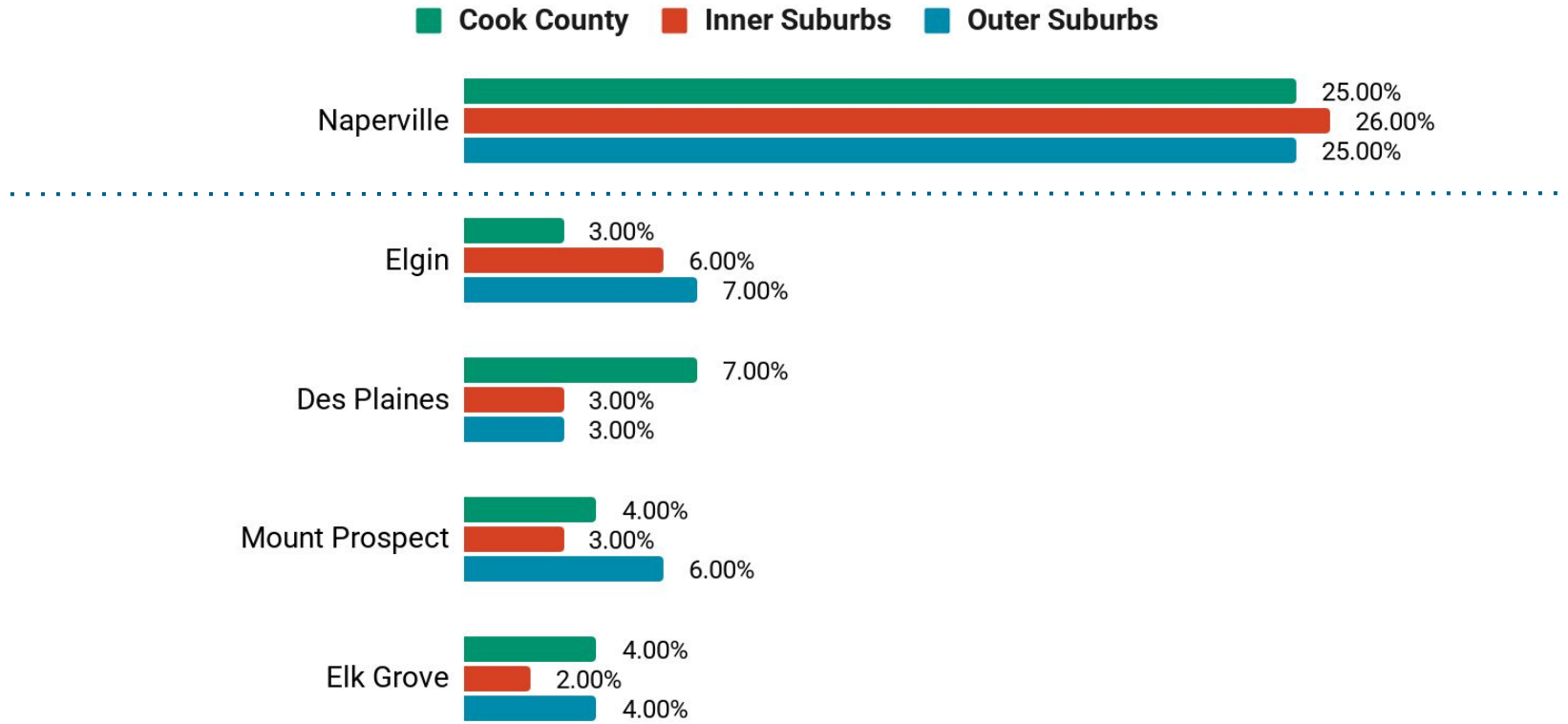
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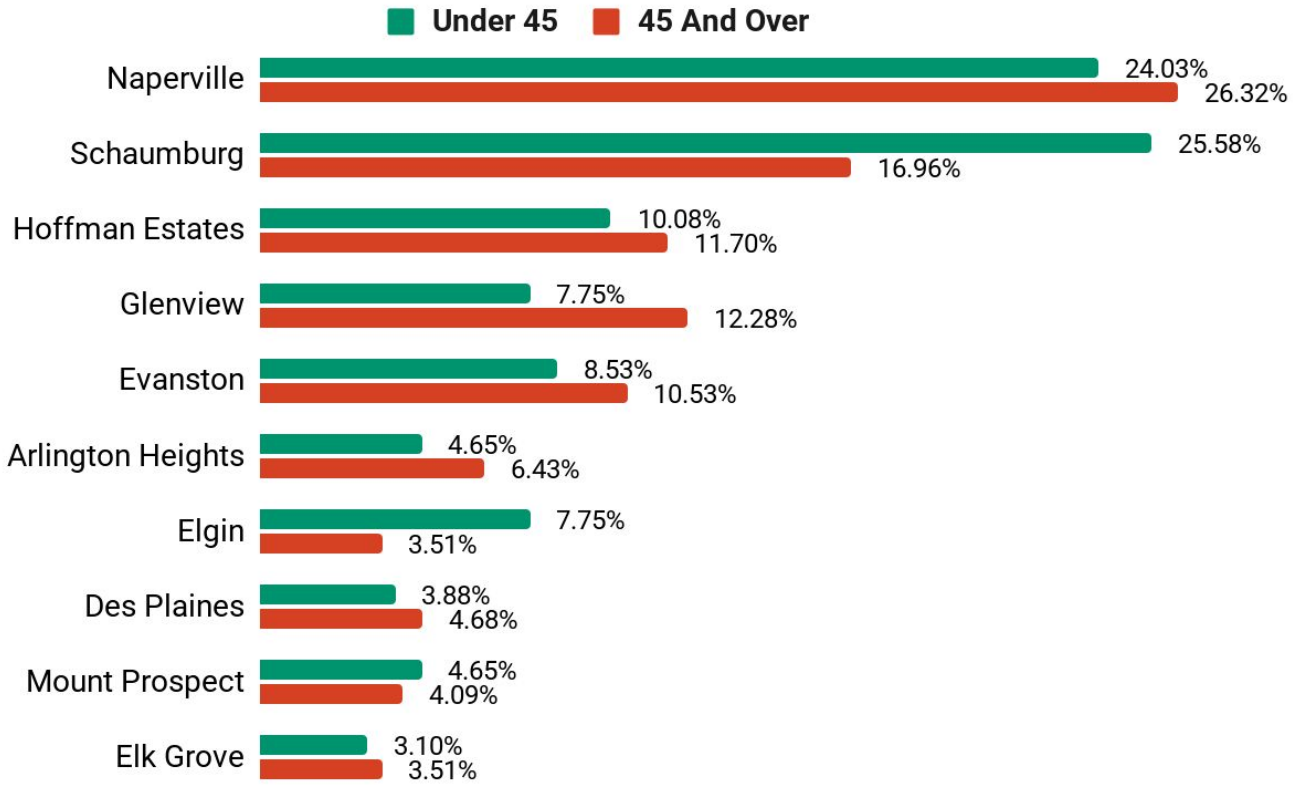


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CAP Study

BY AGE

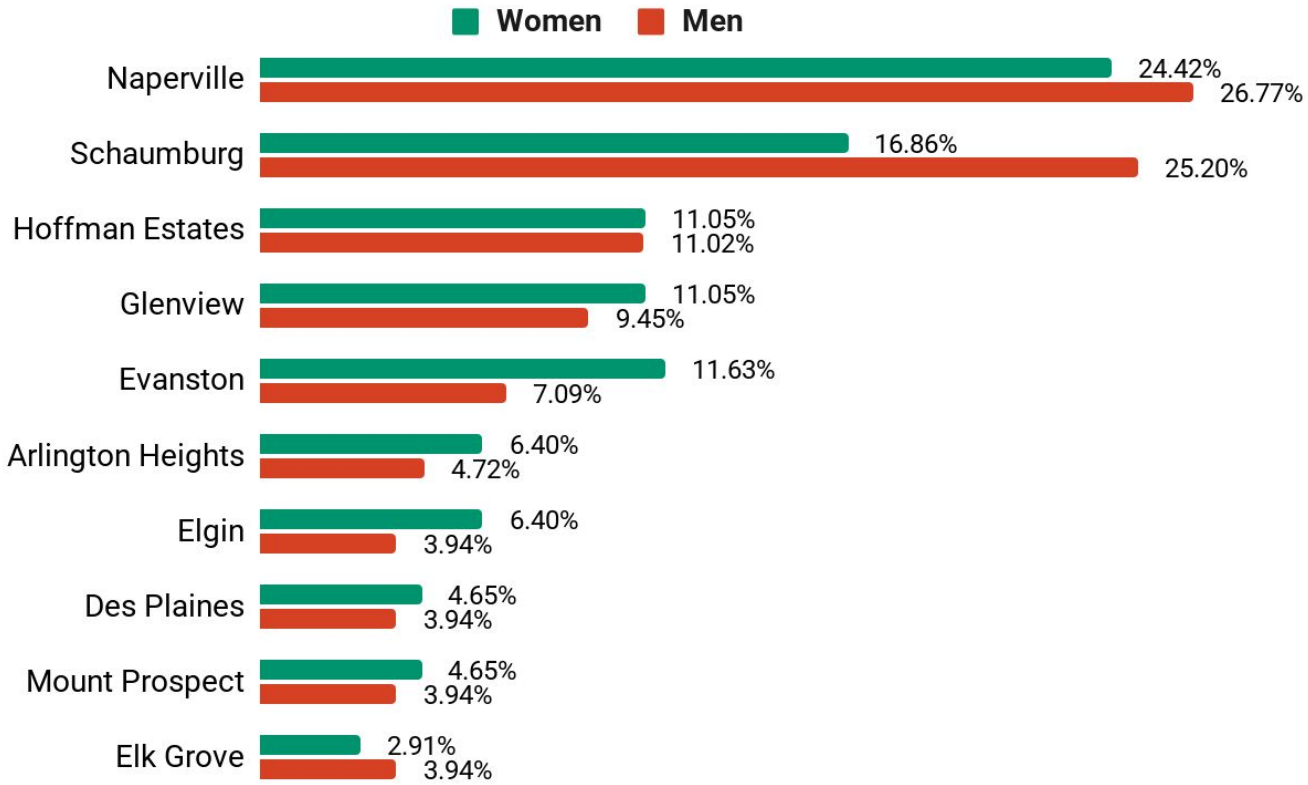
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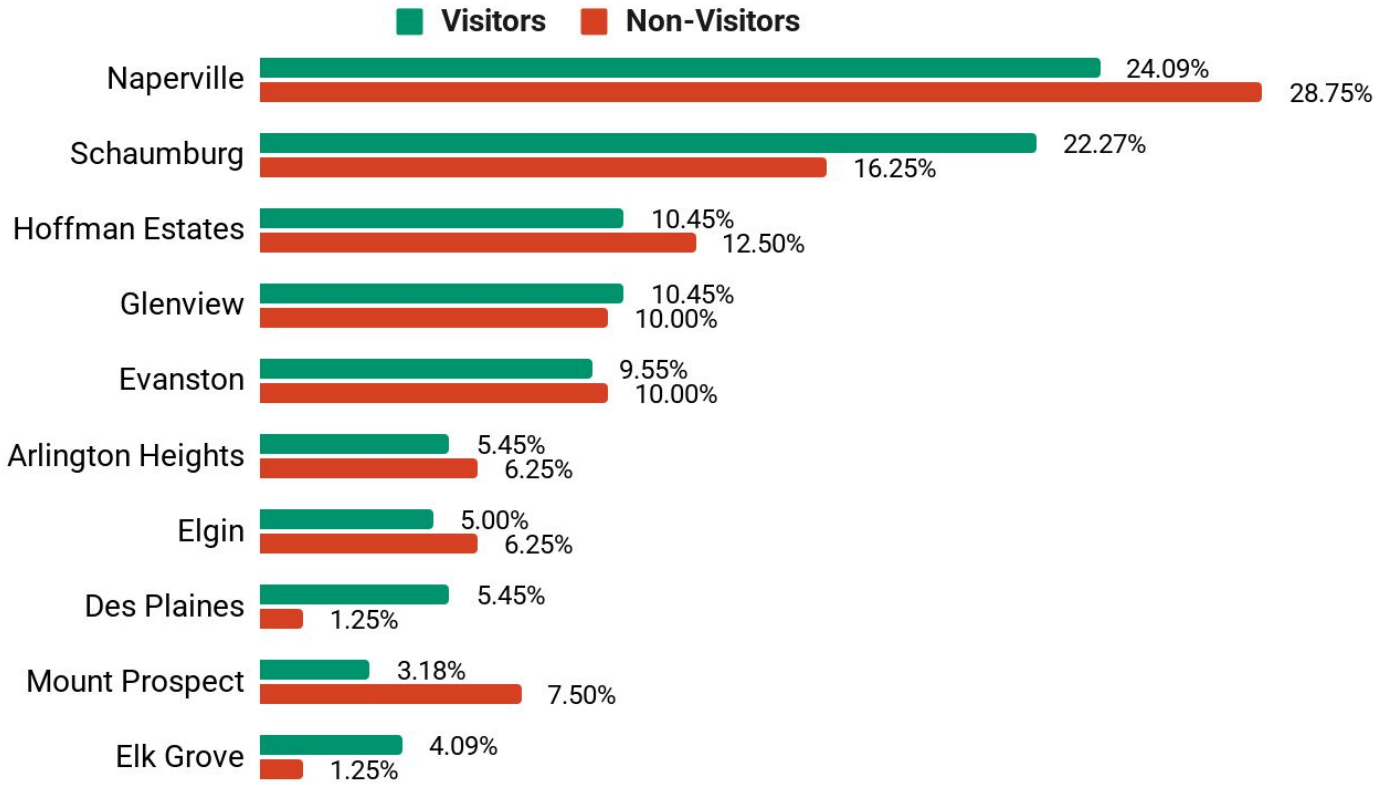


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CAP Study

BY VISITATION

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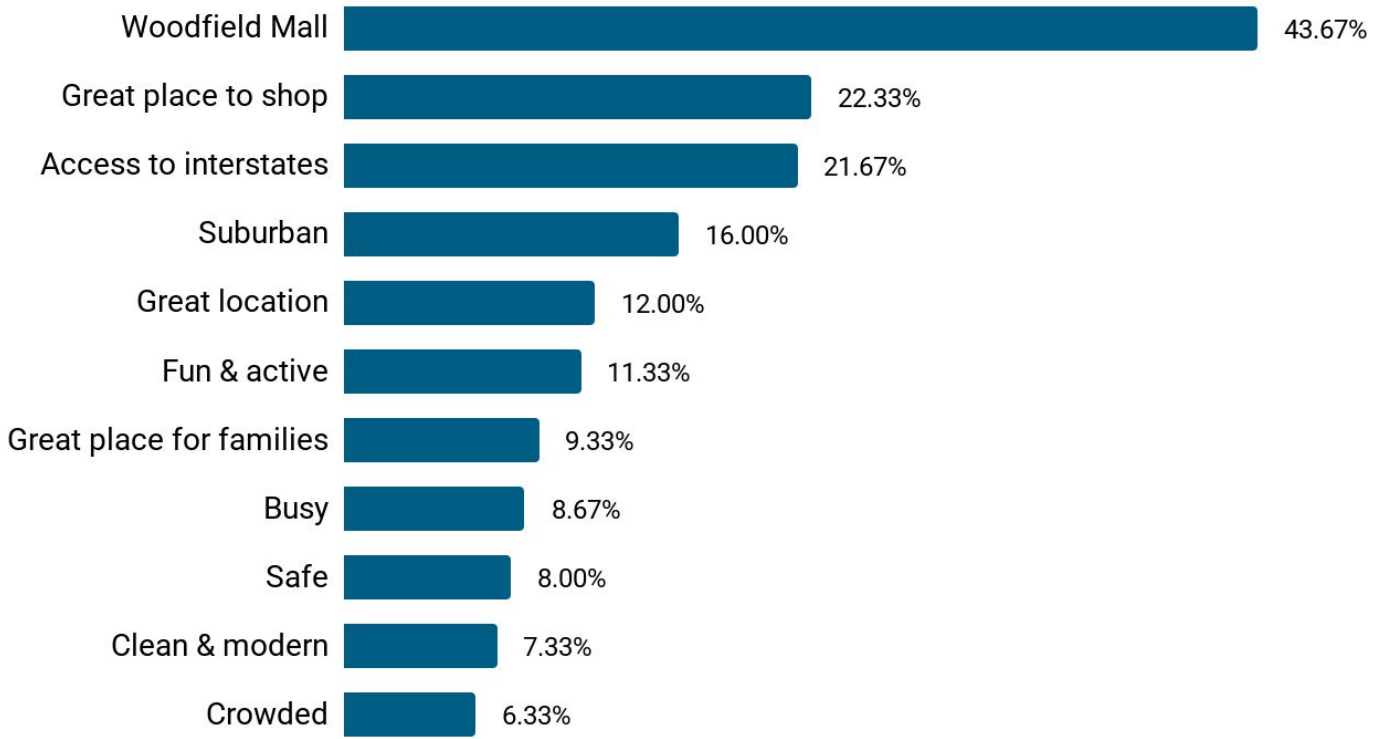
Perceptions

CAP Study

TOP ANSWERS

What phrase or adjective best describes Schaumburg?

Choose two answers.

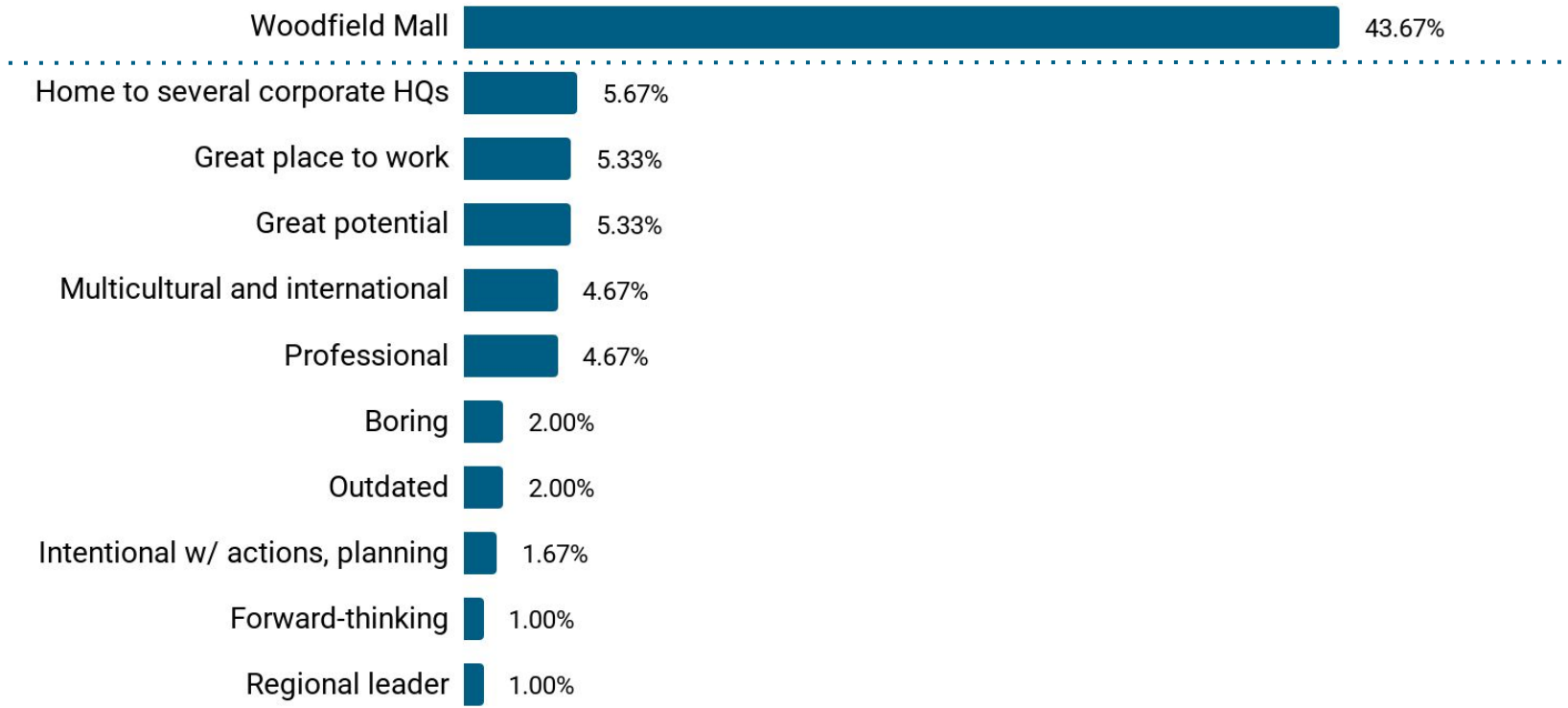


CAP Study

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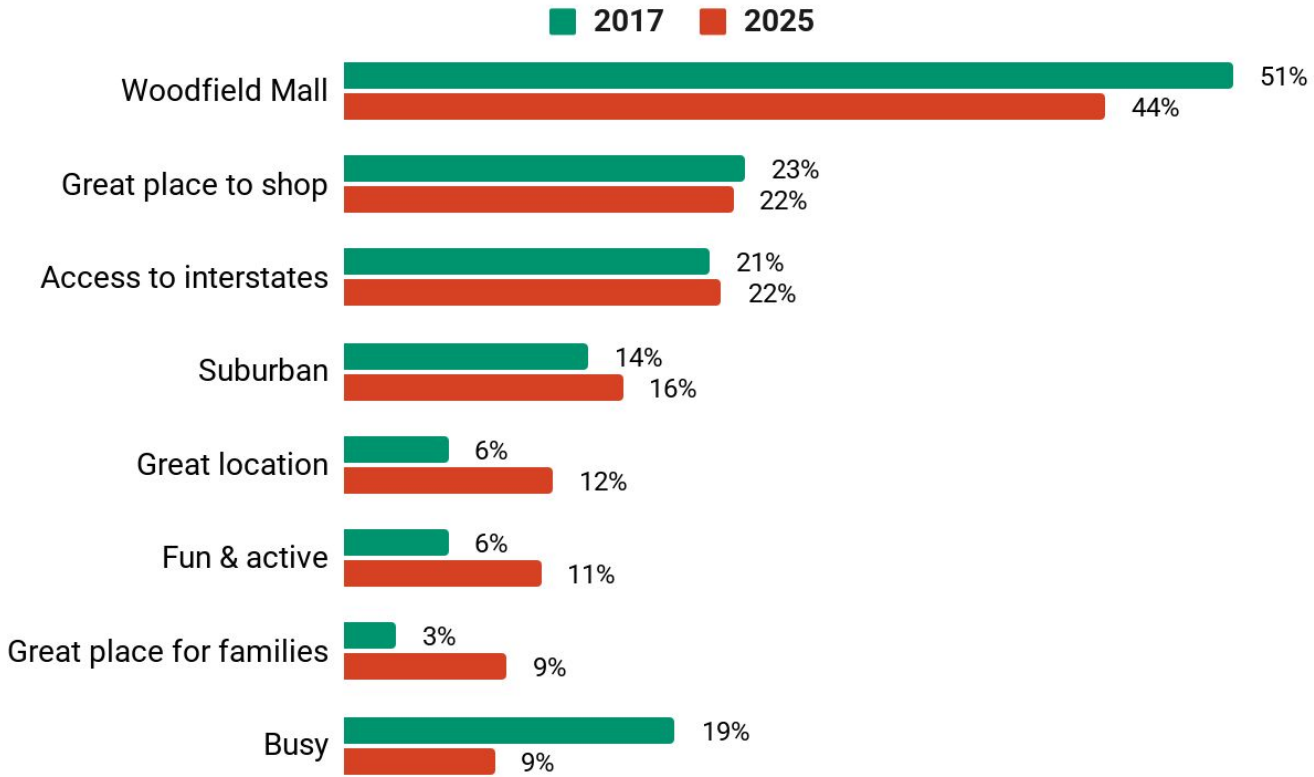


CAP Study

BY YEAR, TOP ANSWERS

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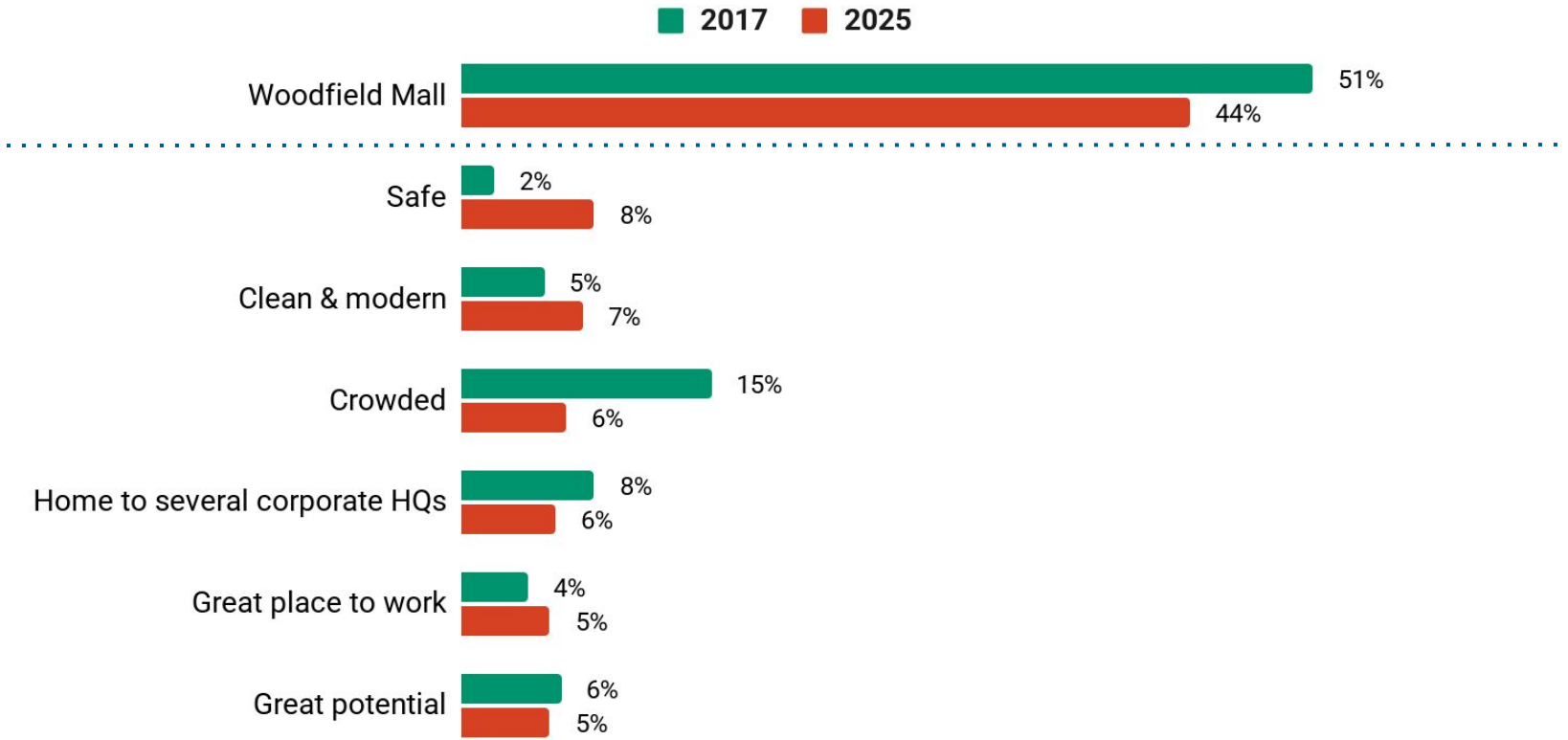


CAP Study

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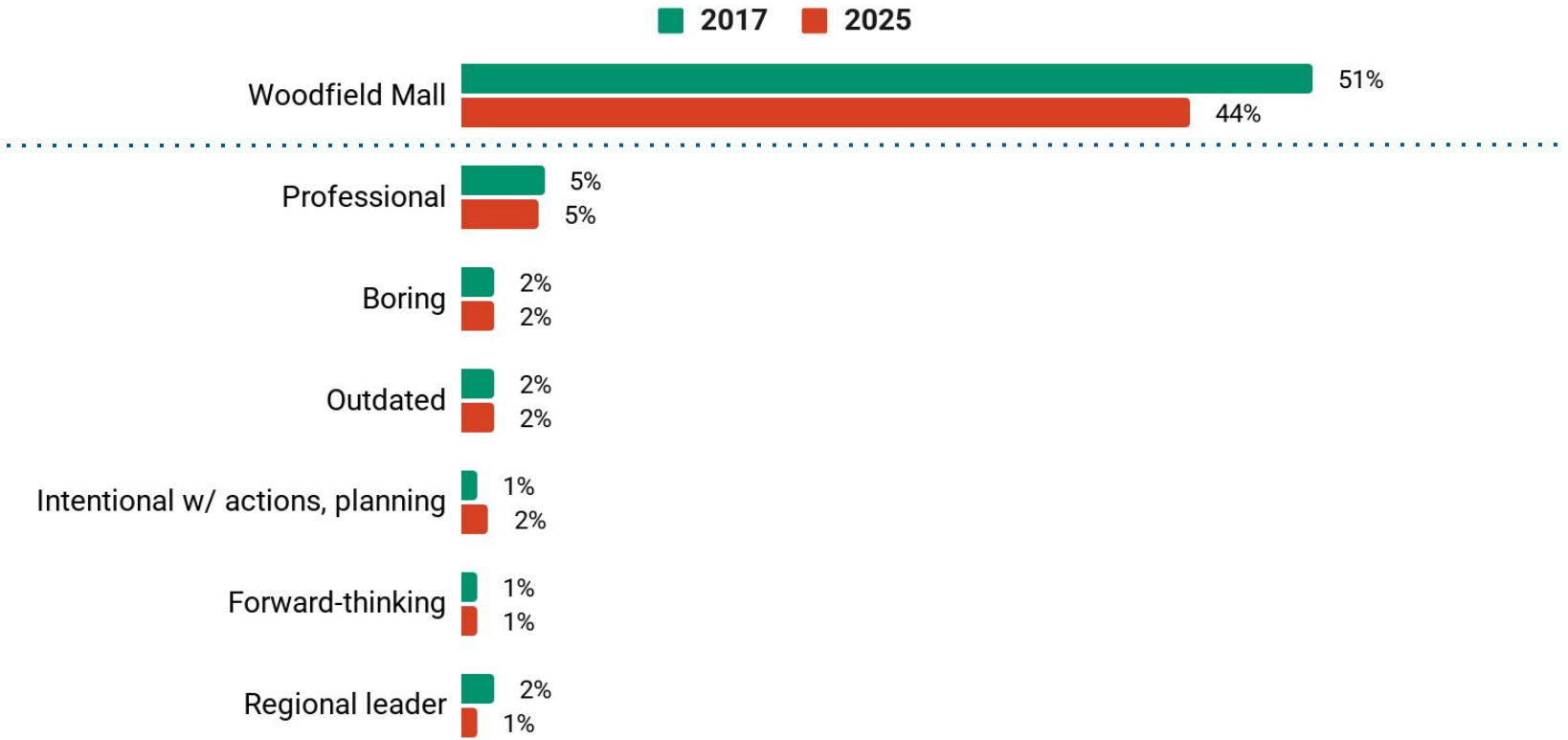


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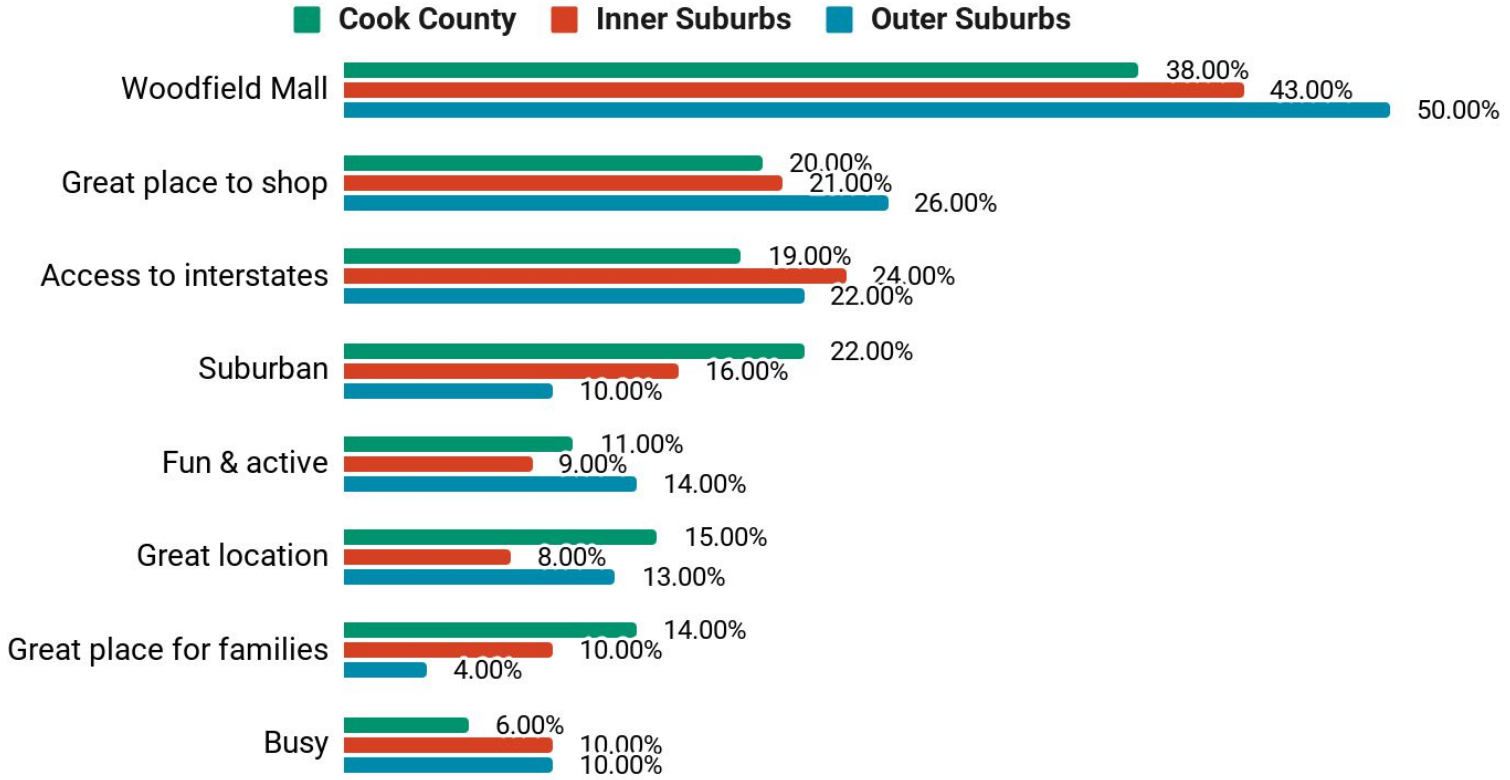


CAP Study

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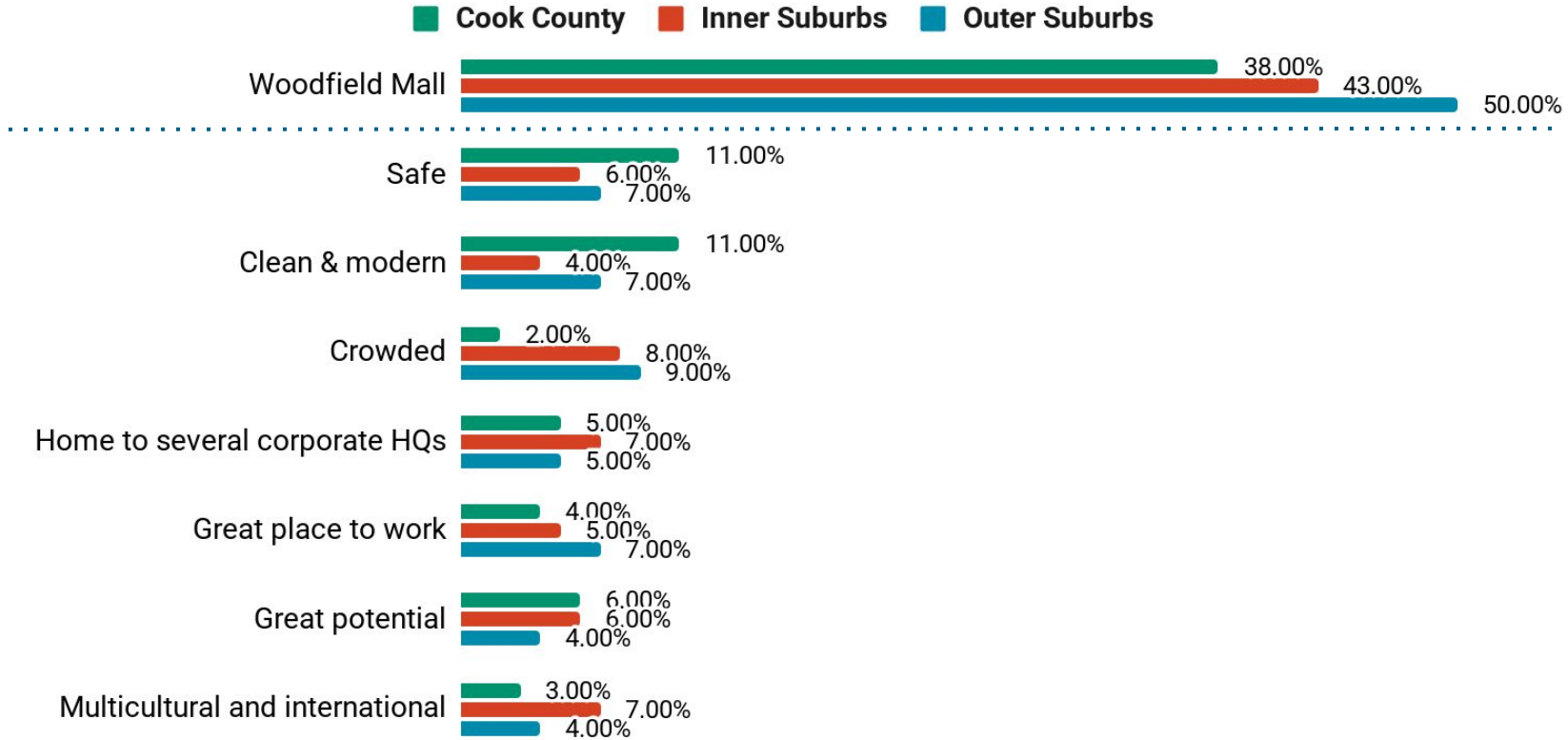


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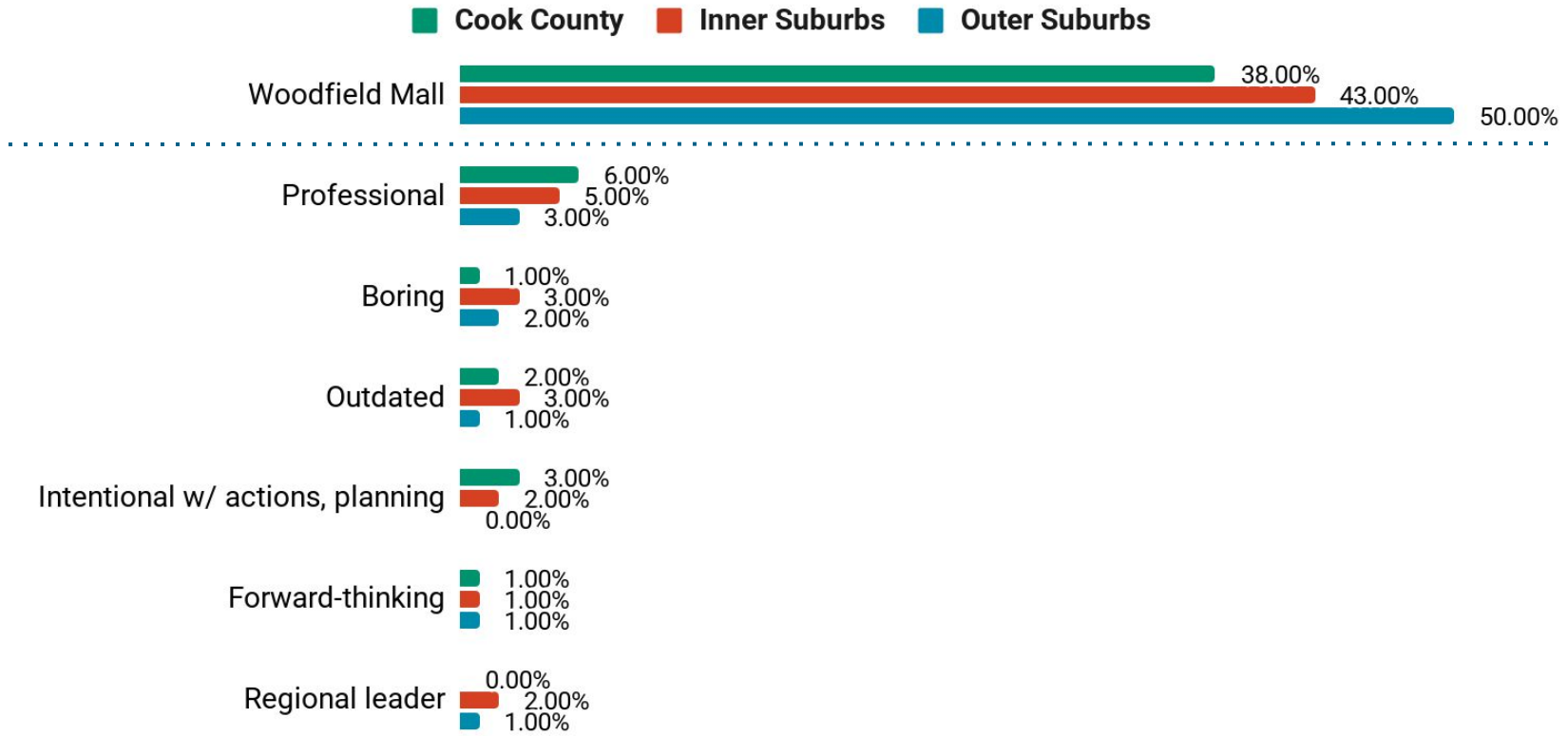


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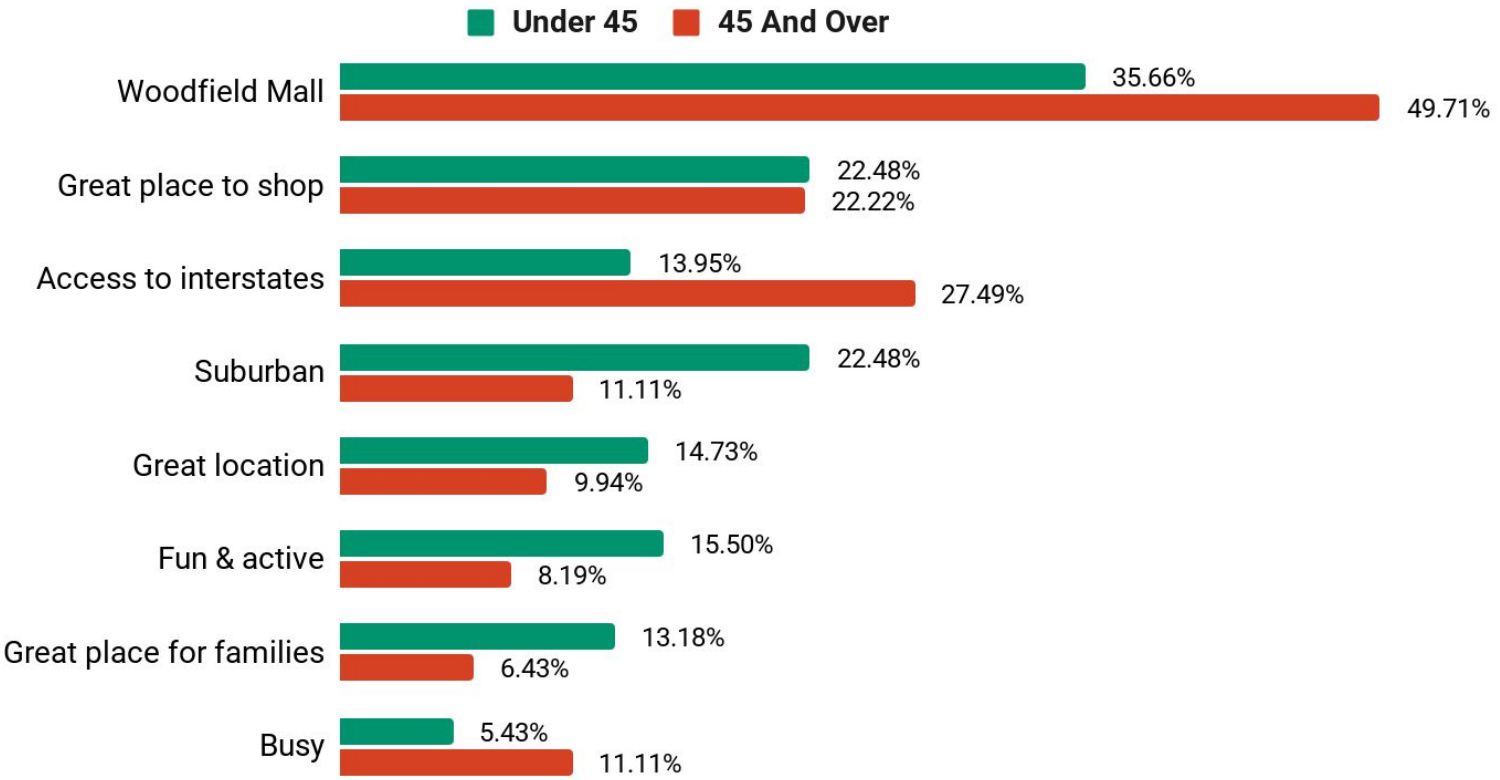


CAP Study

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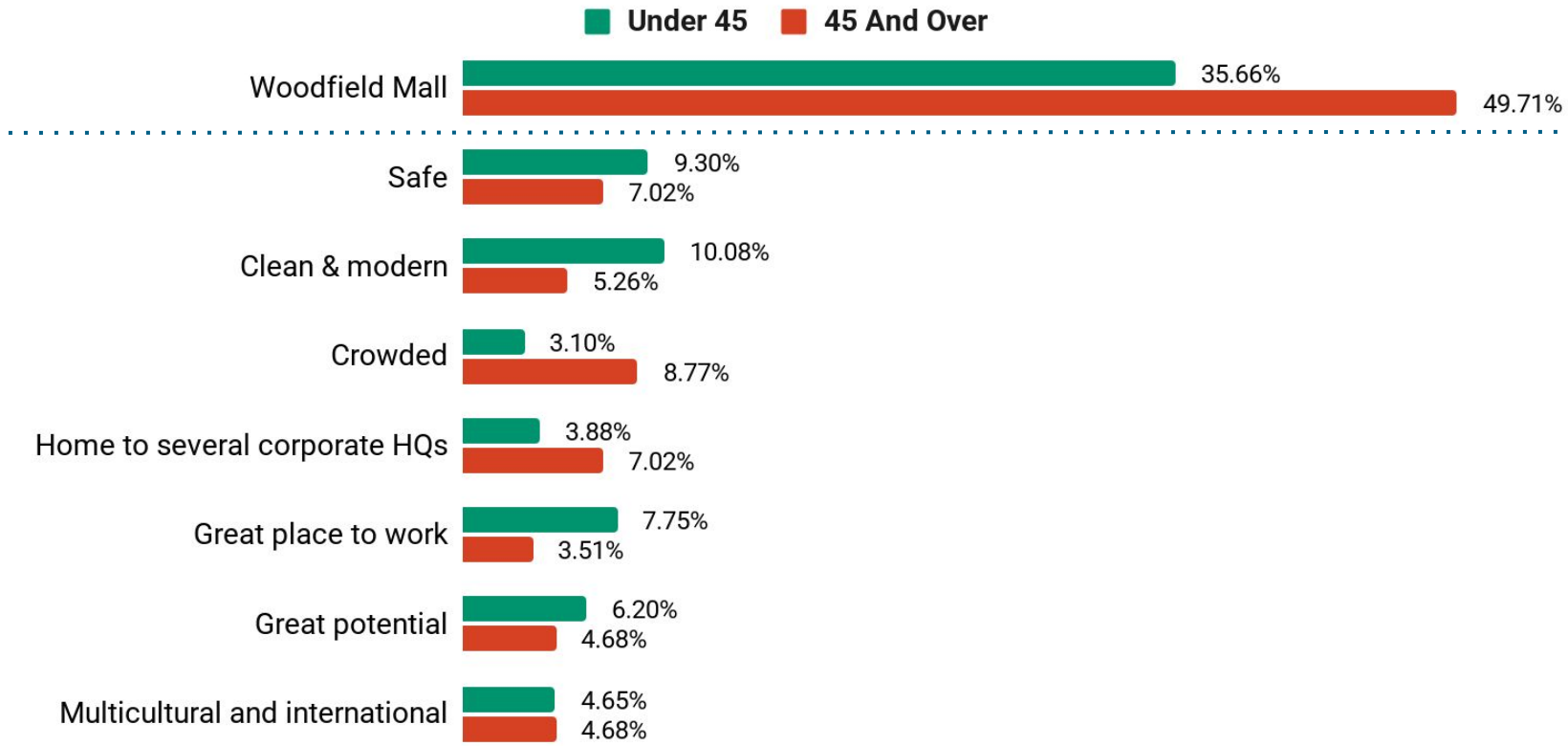


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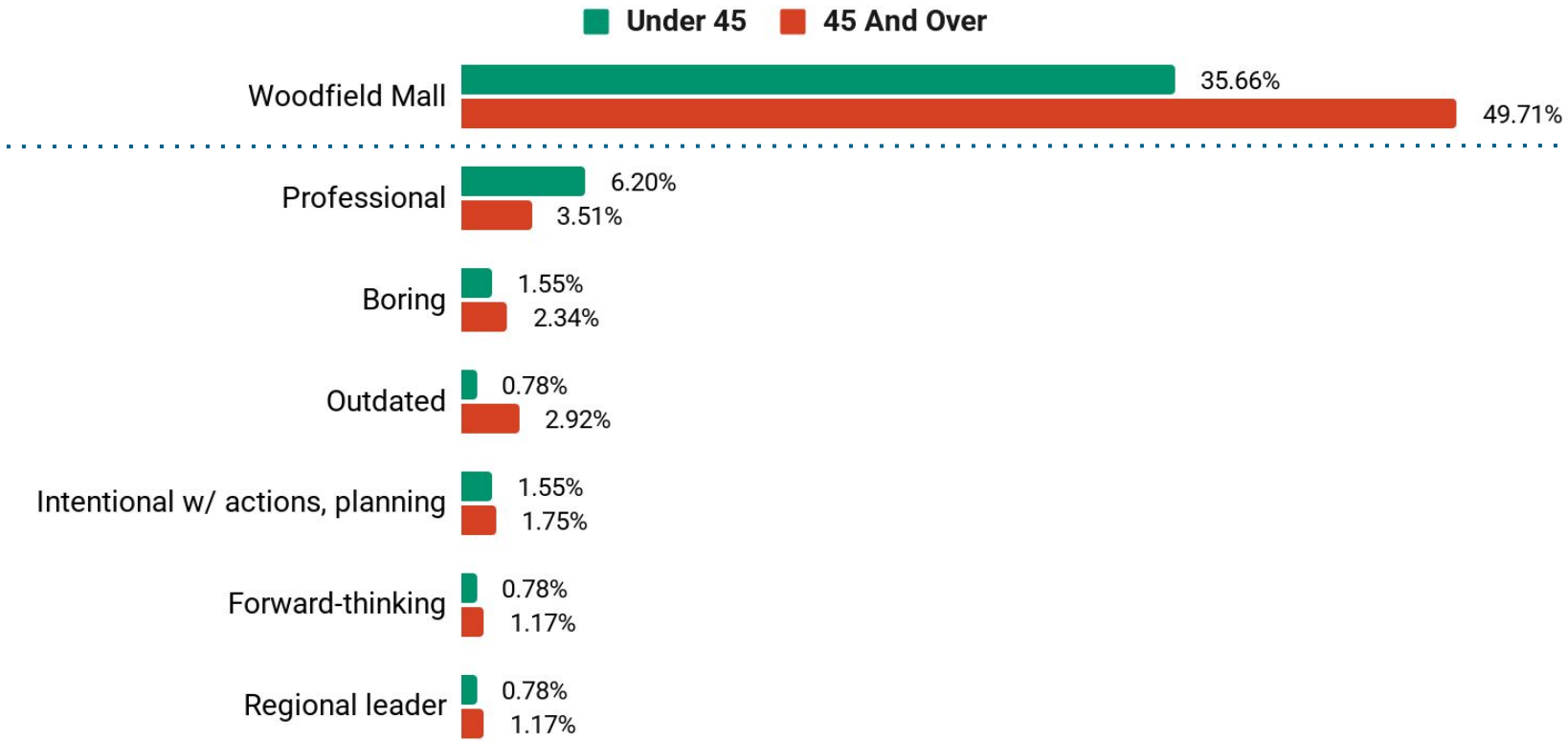


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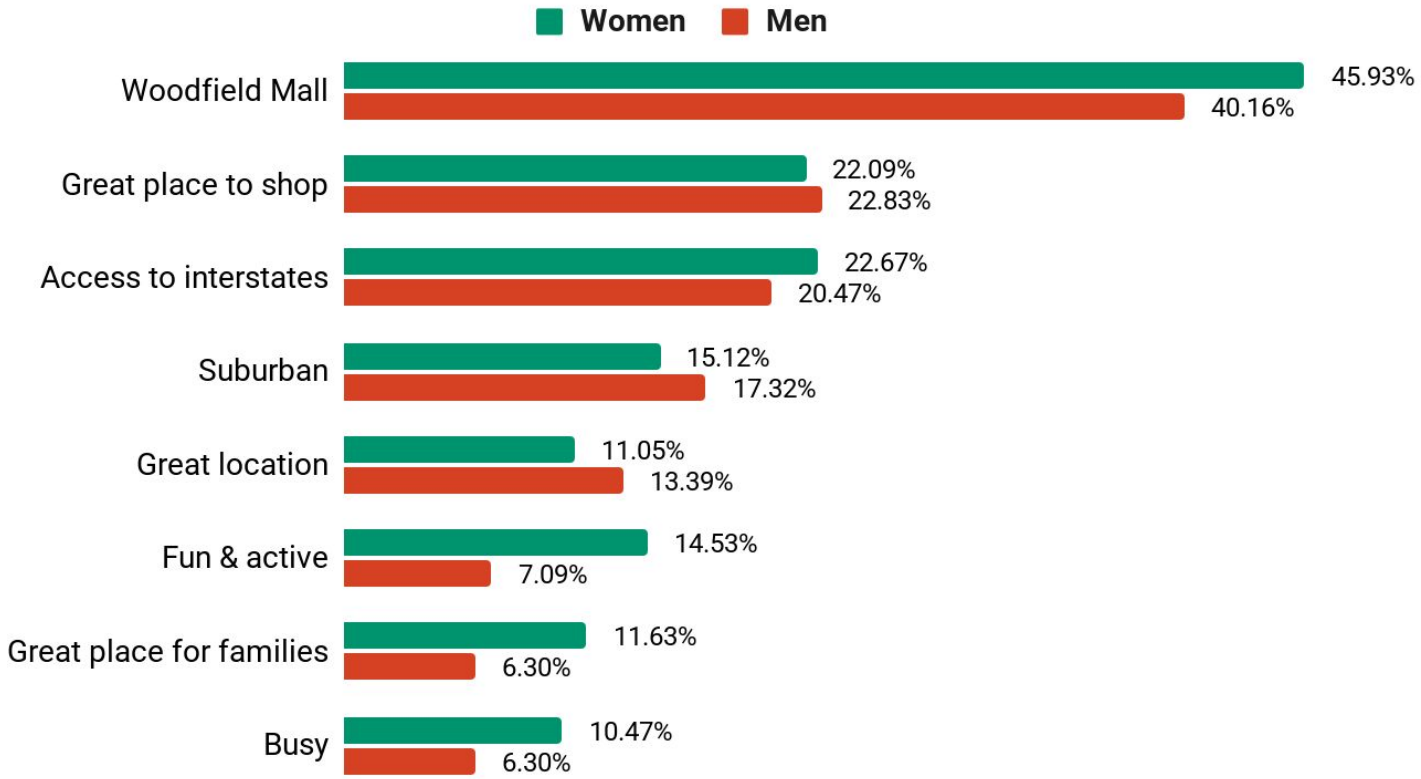


CAP Study

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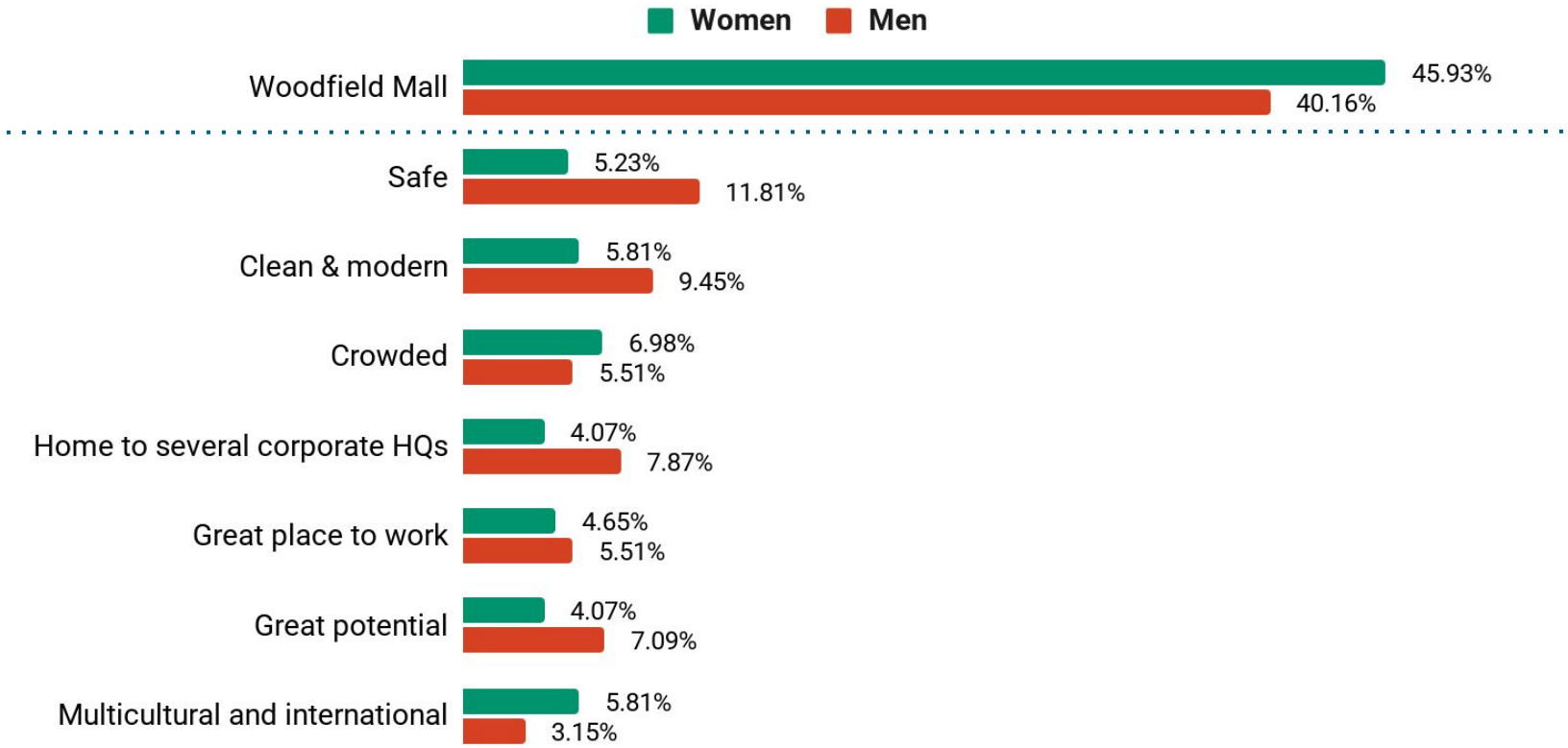


CAP Study

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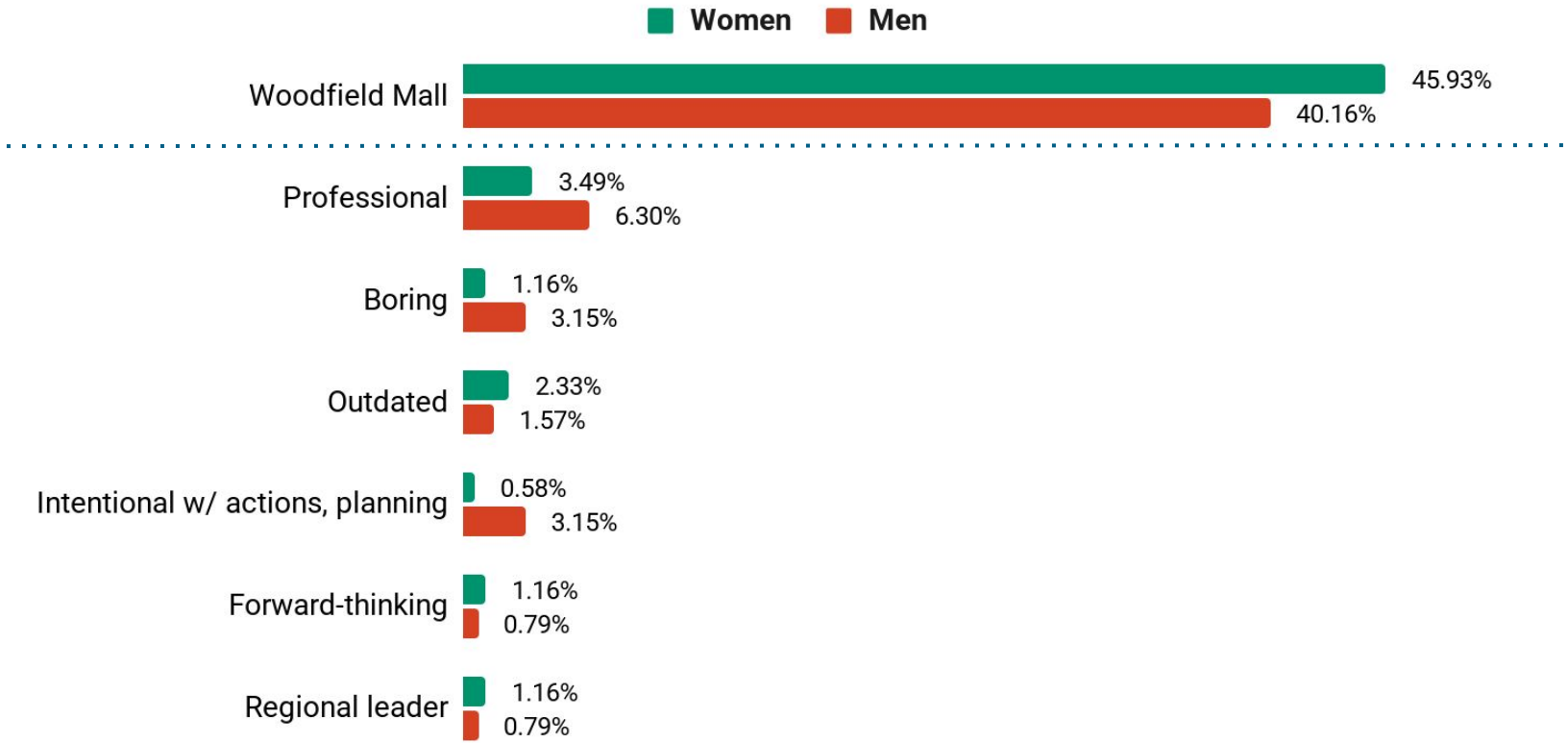
187

CAP Study

BY GENDER, BOTTOM ANSWERS

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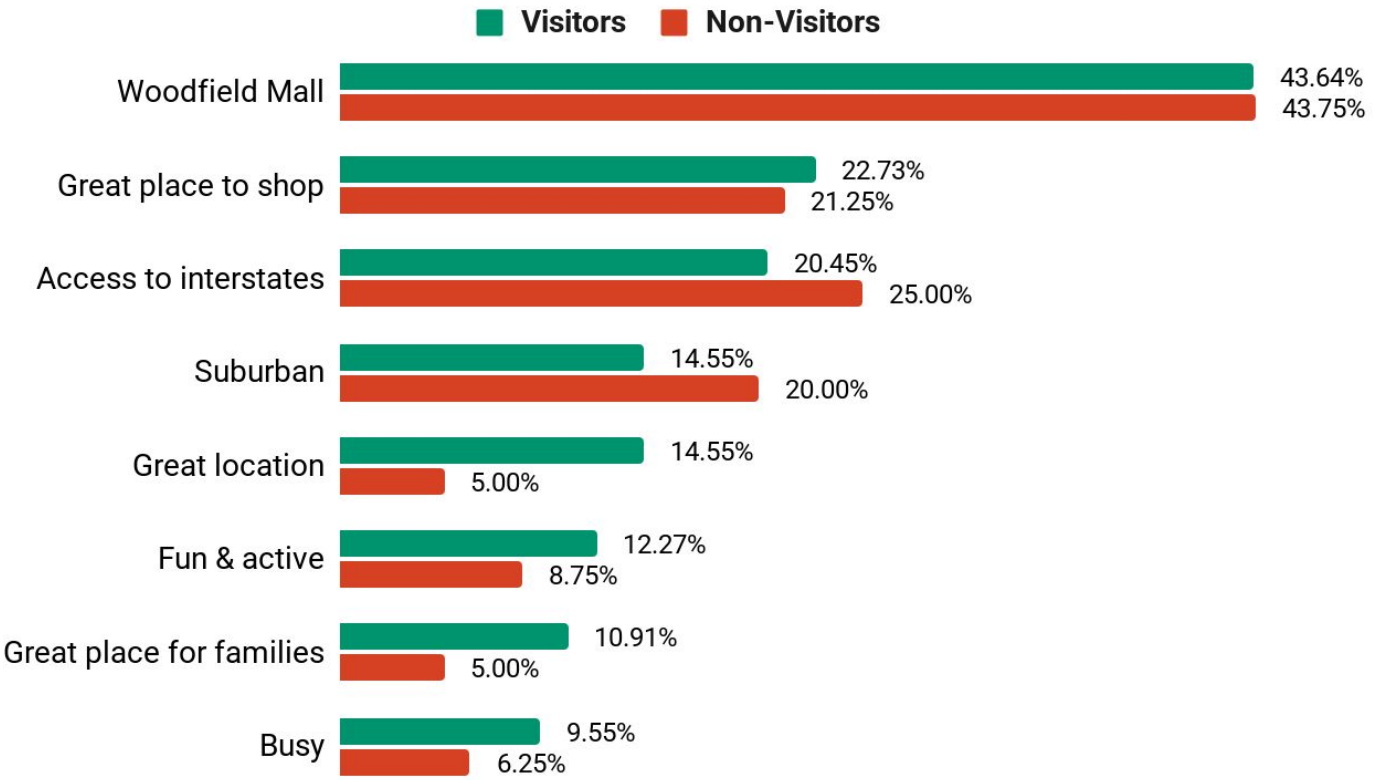
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CAP Study

BY VISITATION, TOP ANSWERS

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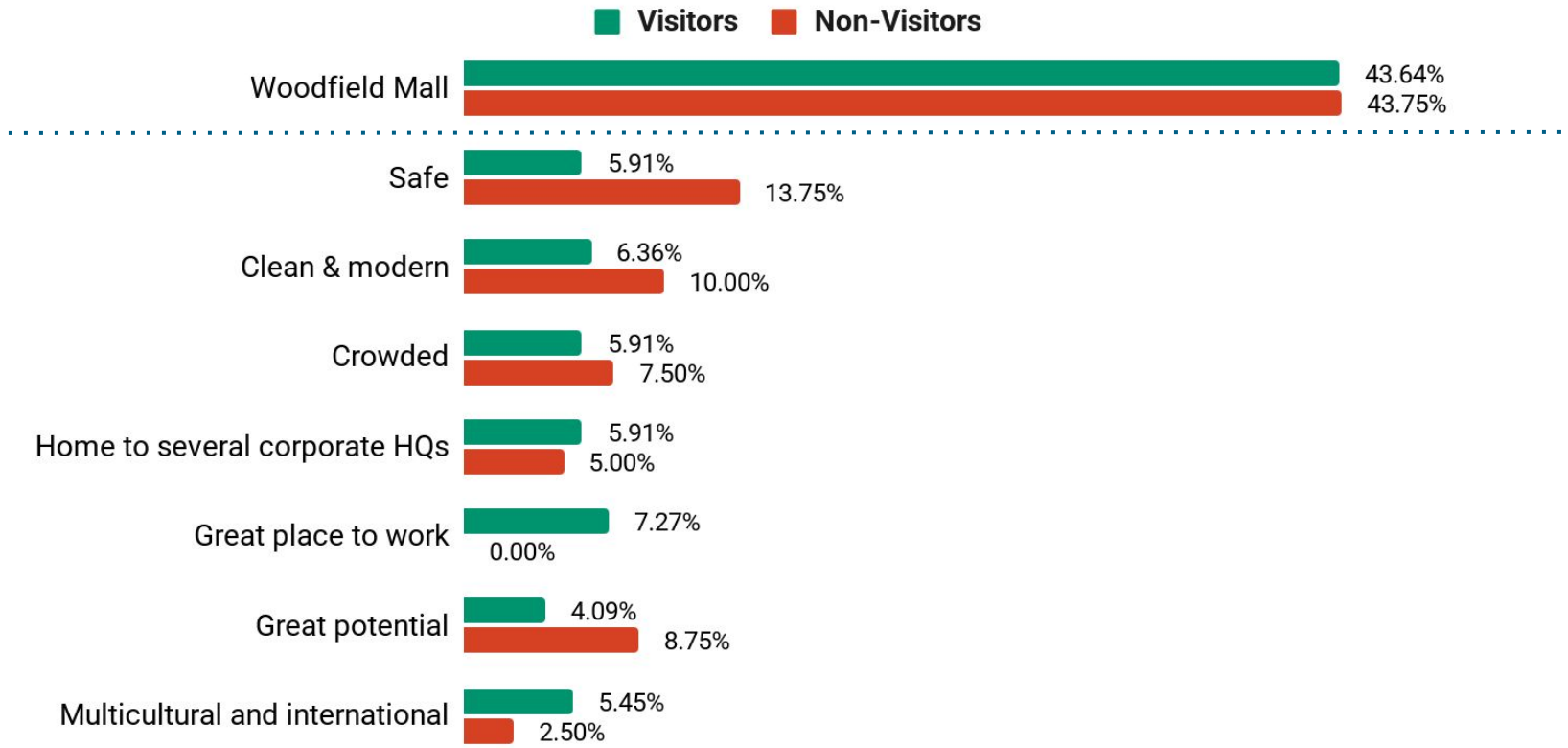


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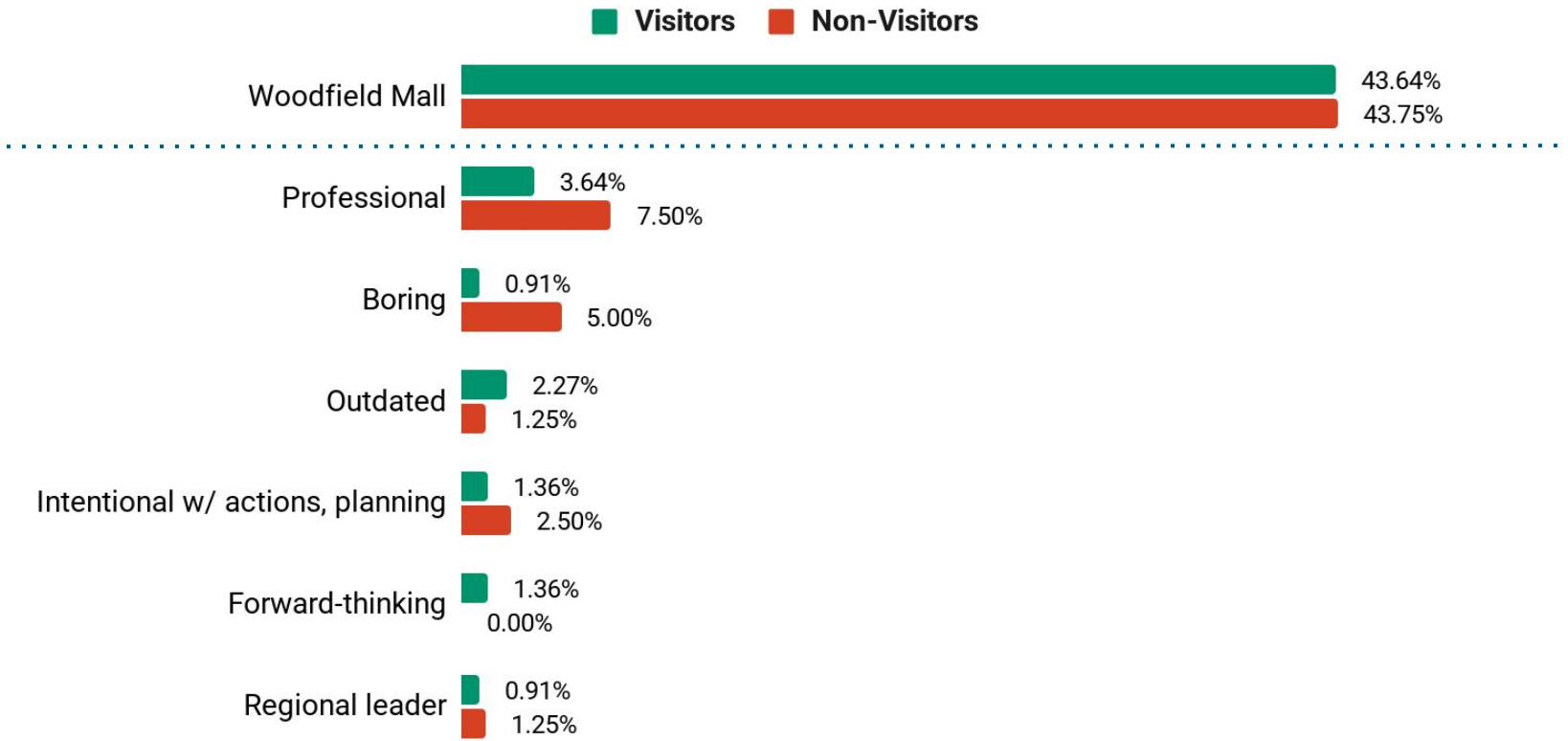


CAP Study

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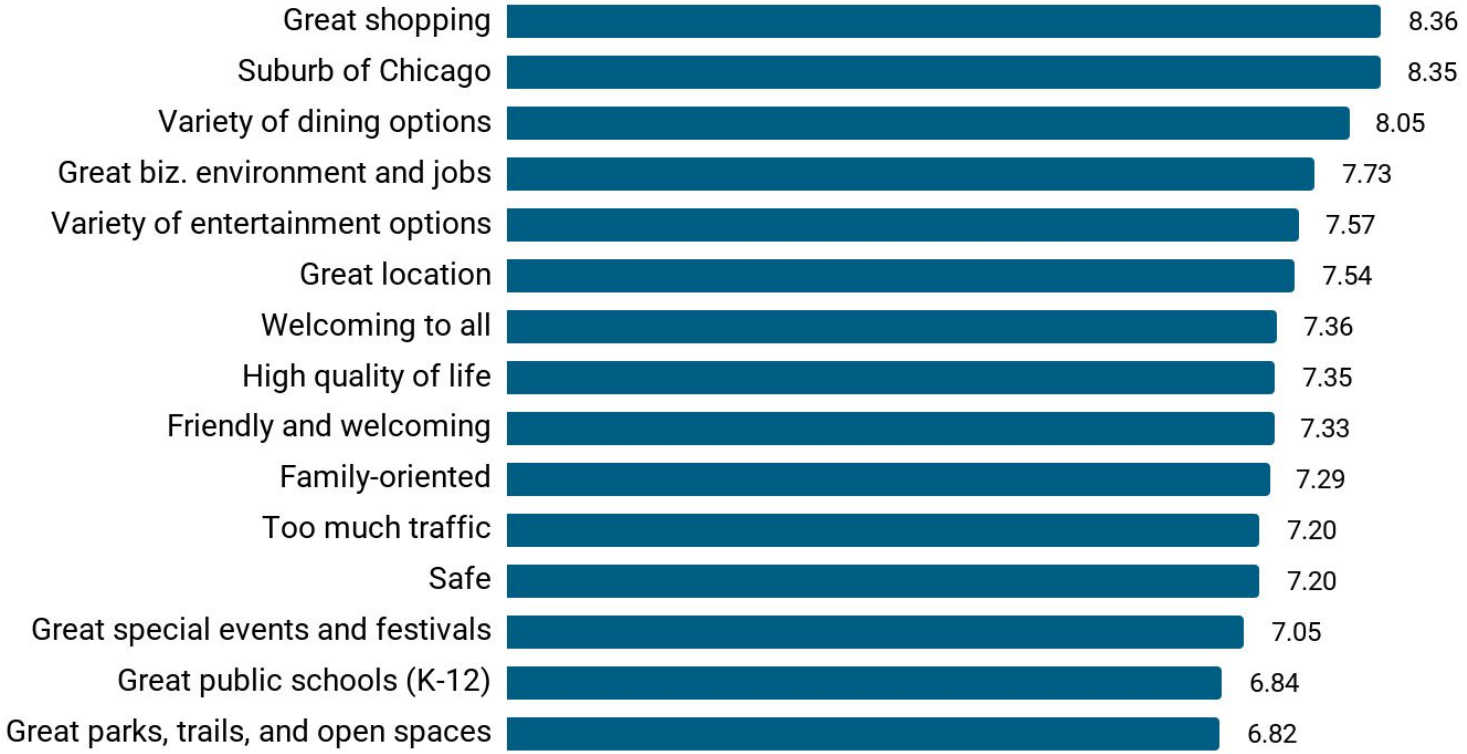
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CAP Study

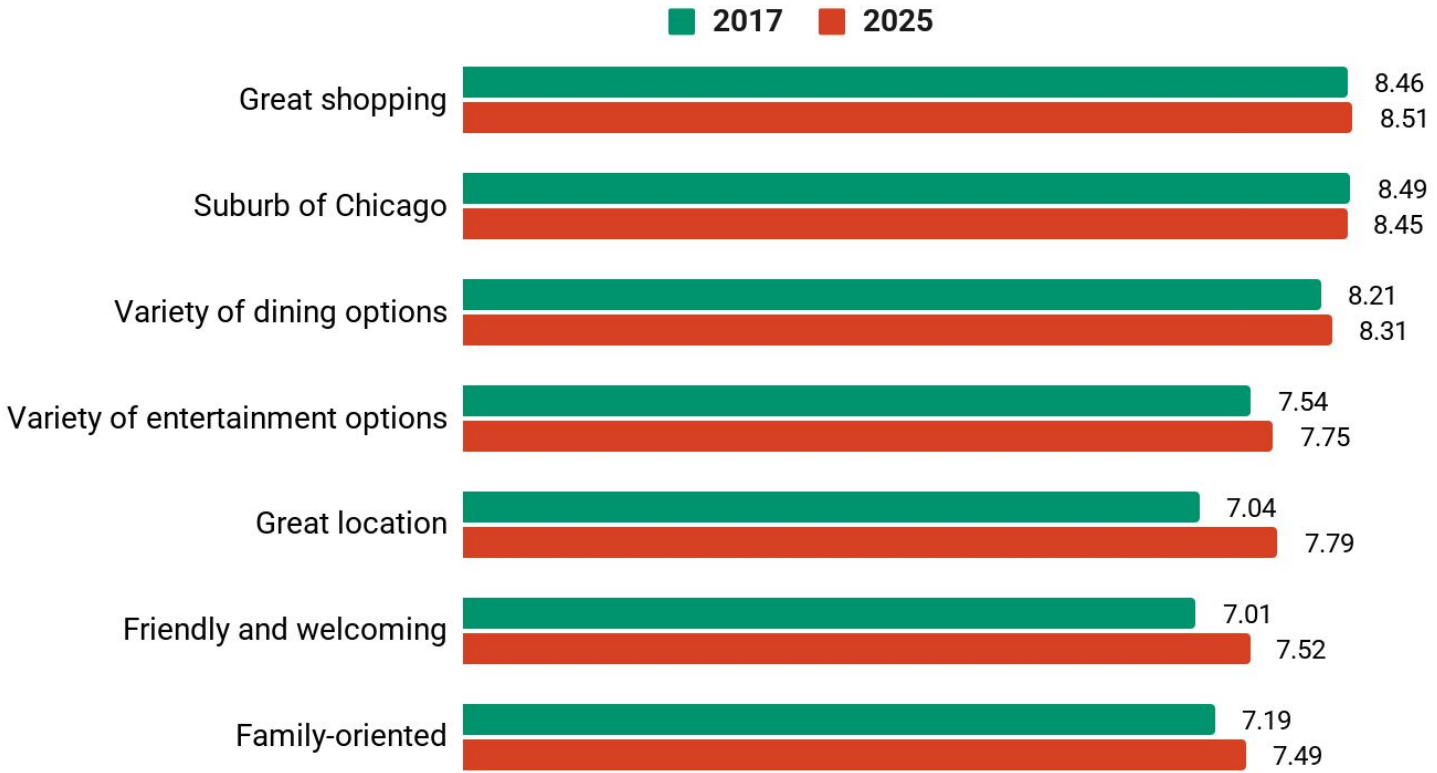
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CAP Study

VISITORS ONLY, BY YEAR, TOP ANSWERS

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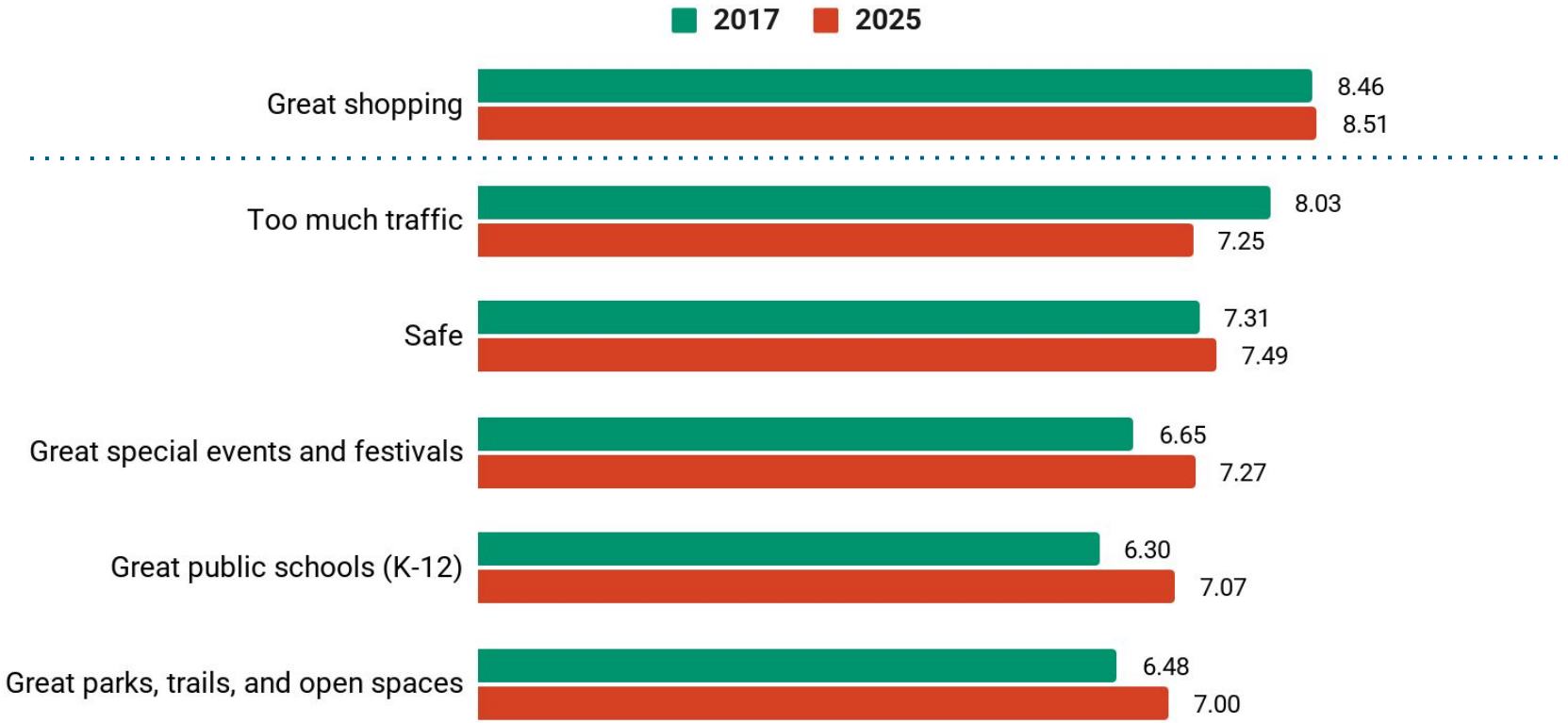


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CAP Study

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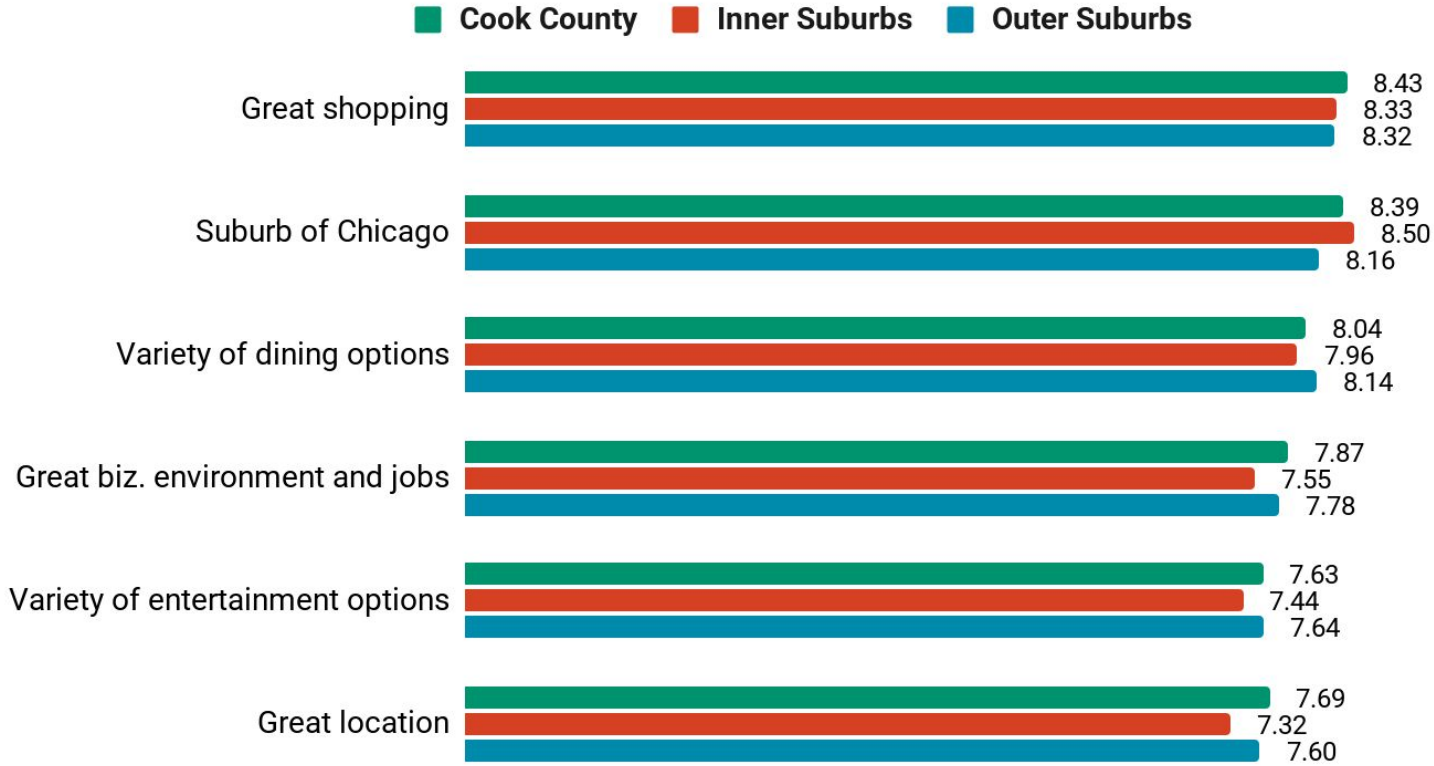


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CAP Study

BY MARKET, TOP ANSWERS

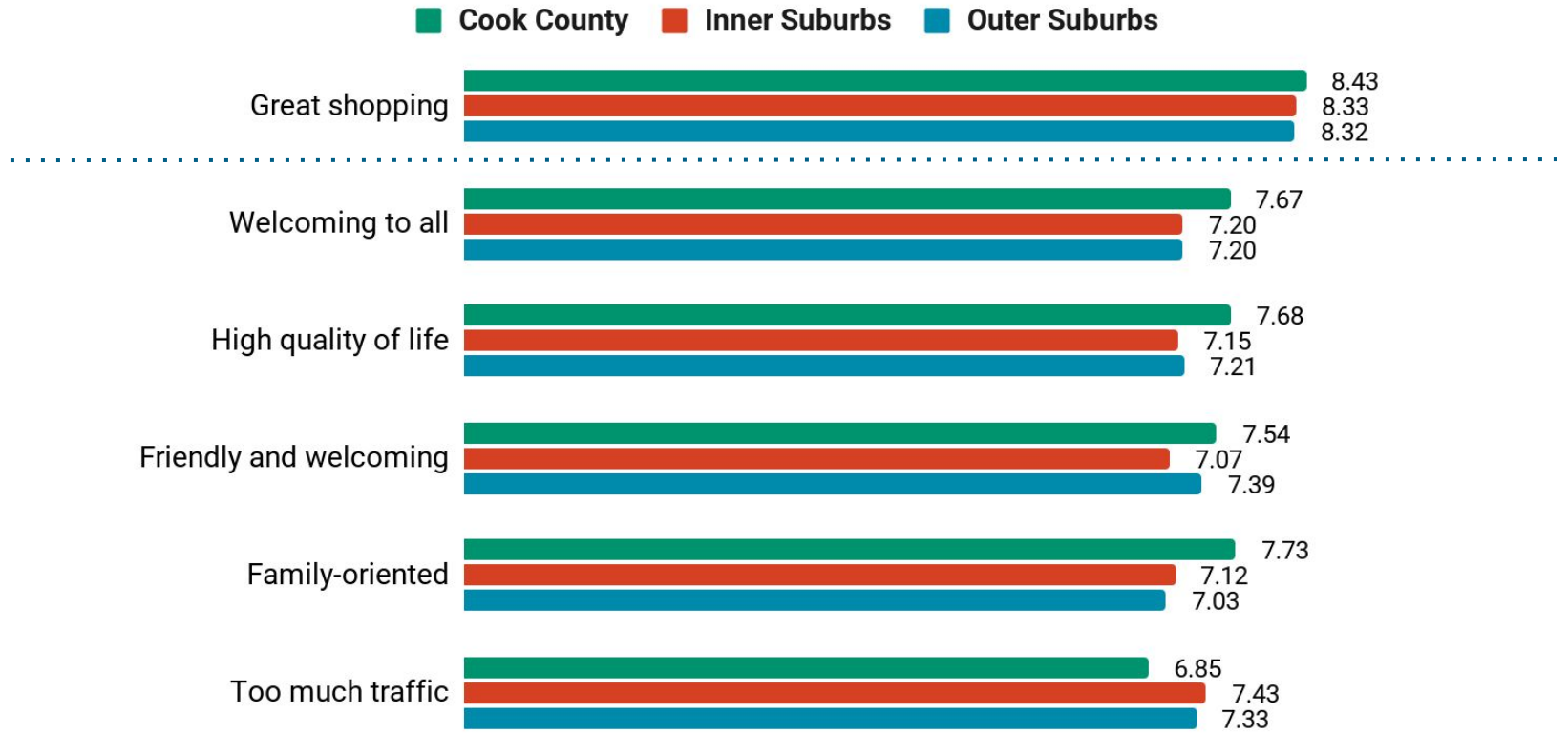
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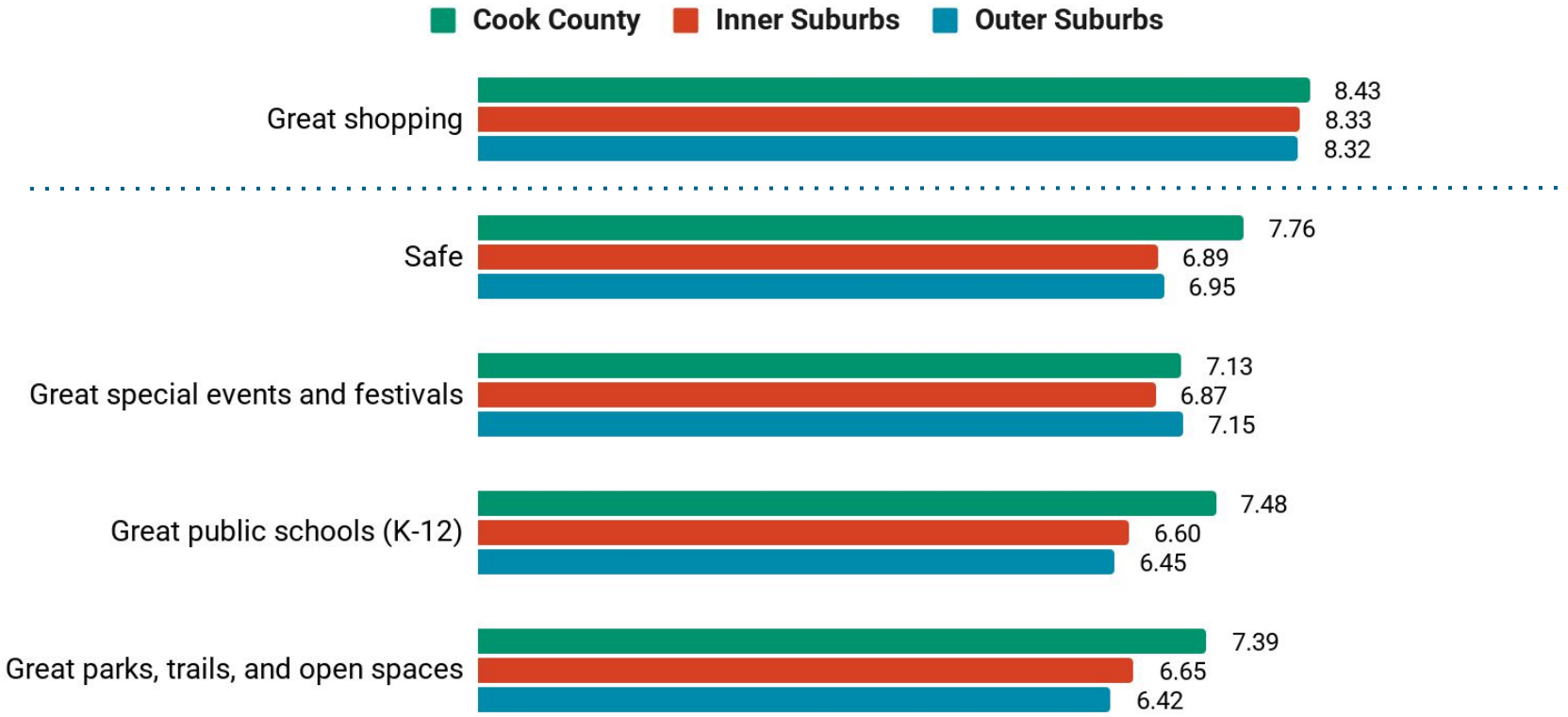


196

CAP Study

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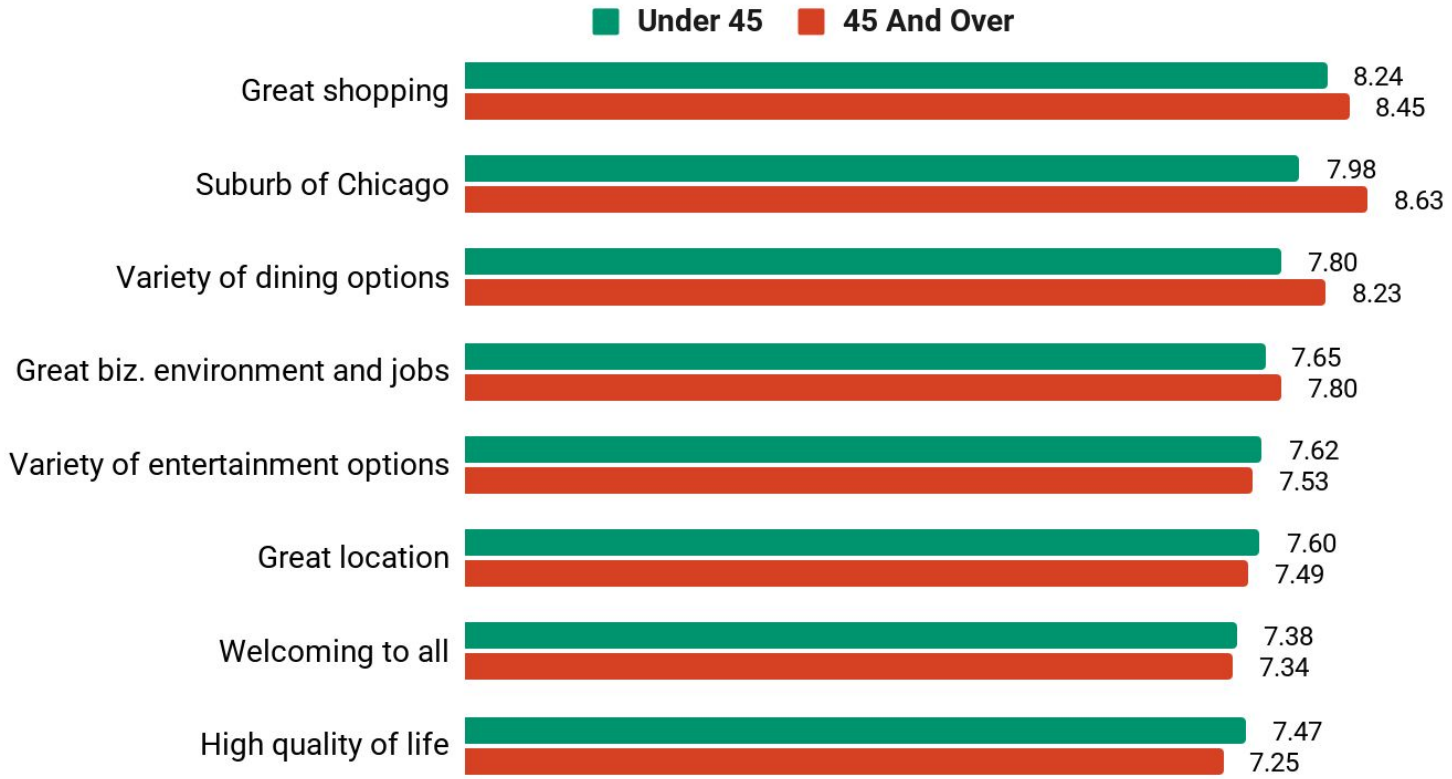


197

CAP Study

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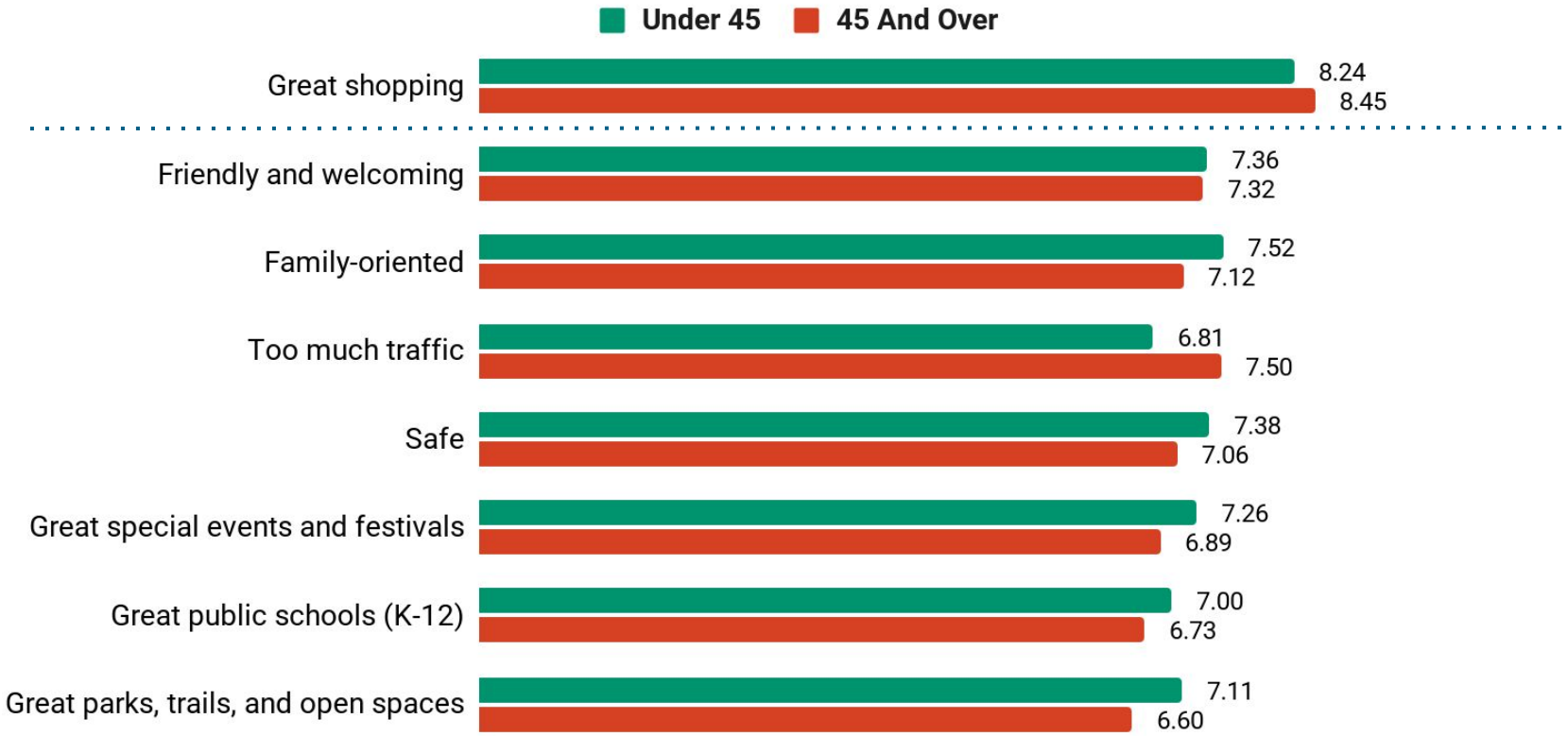


198

CAP Study

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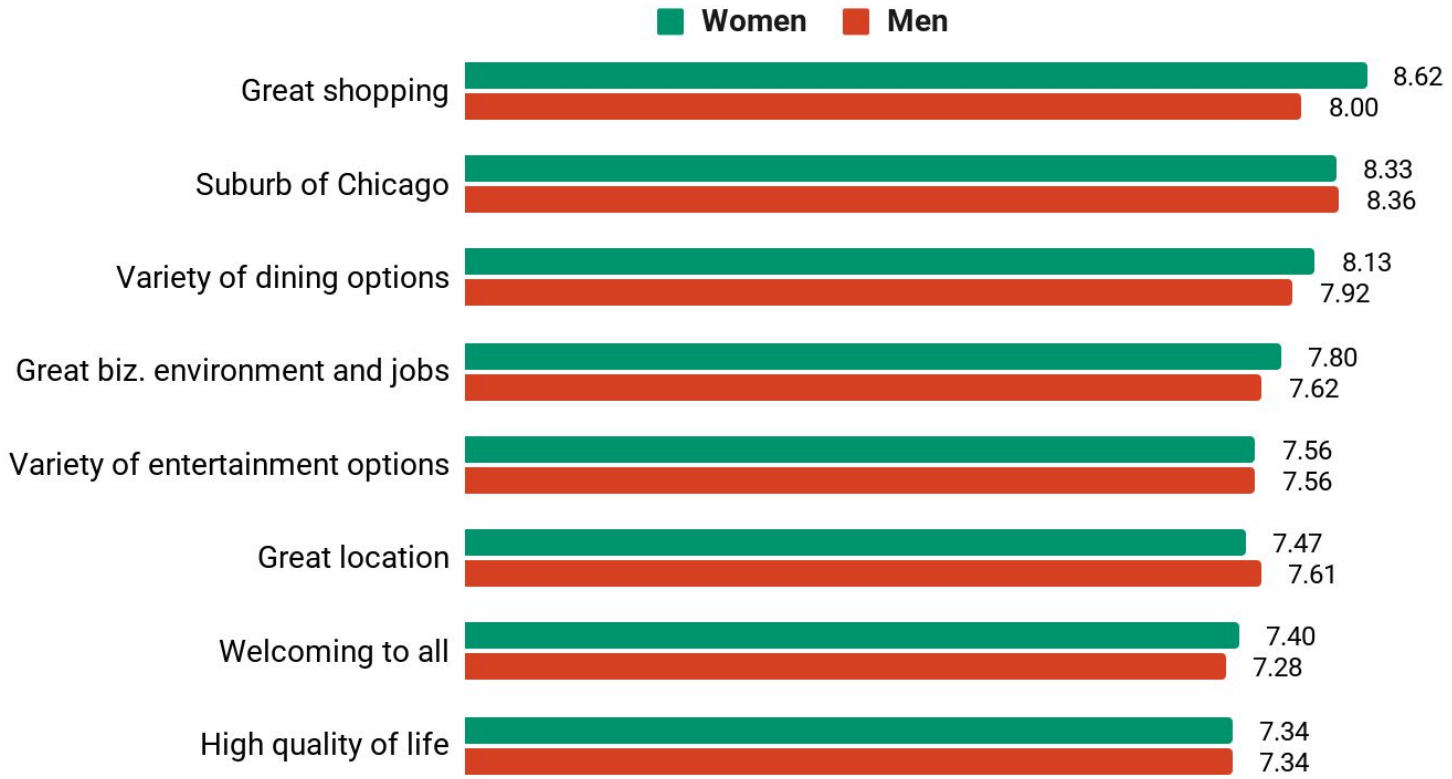
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CAP Study

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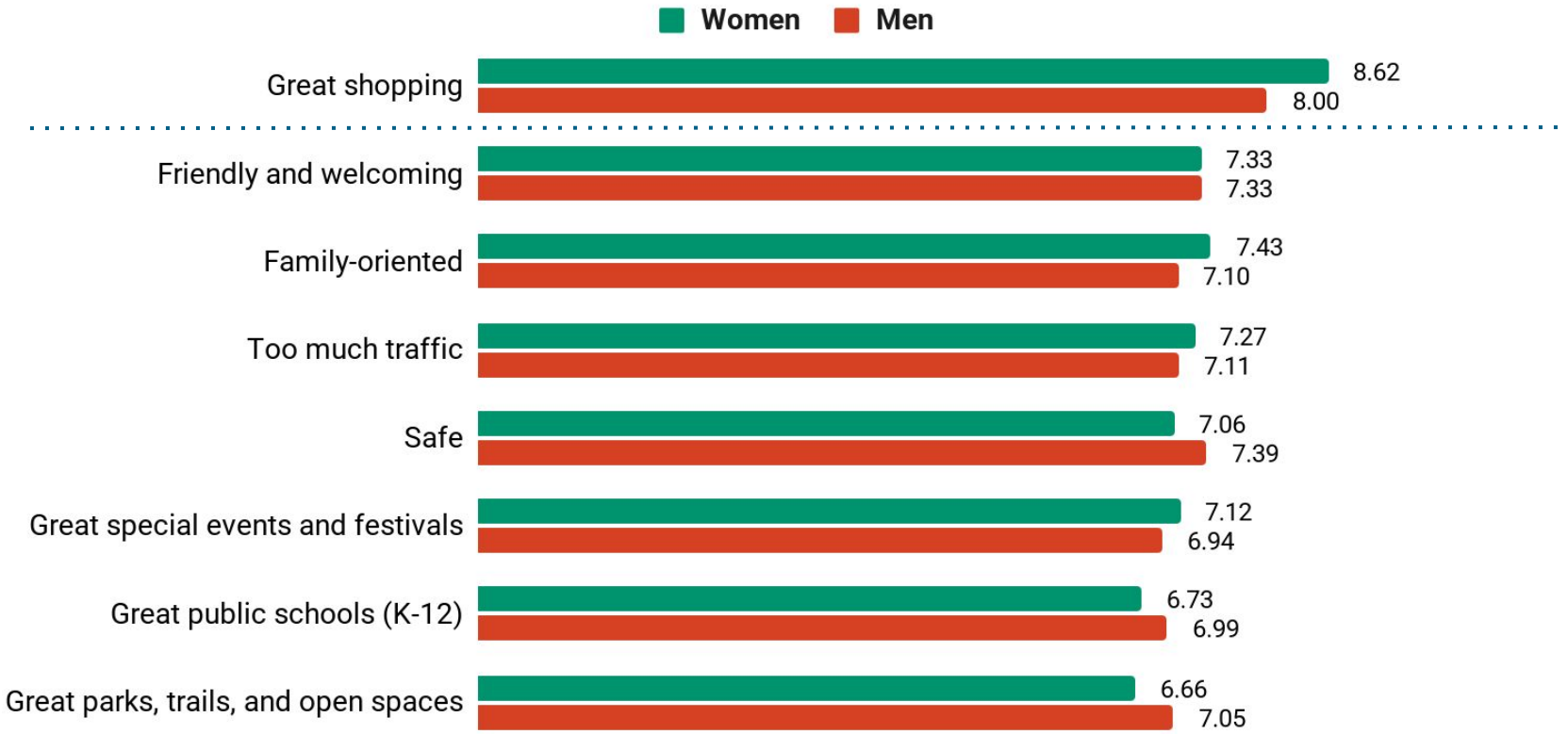
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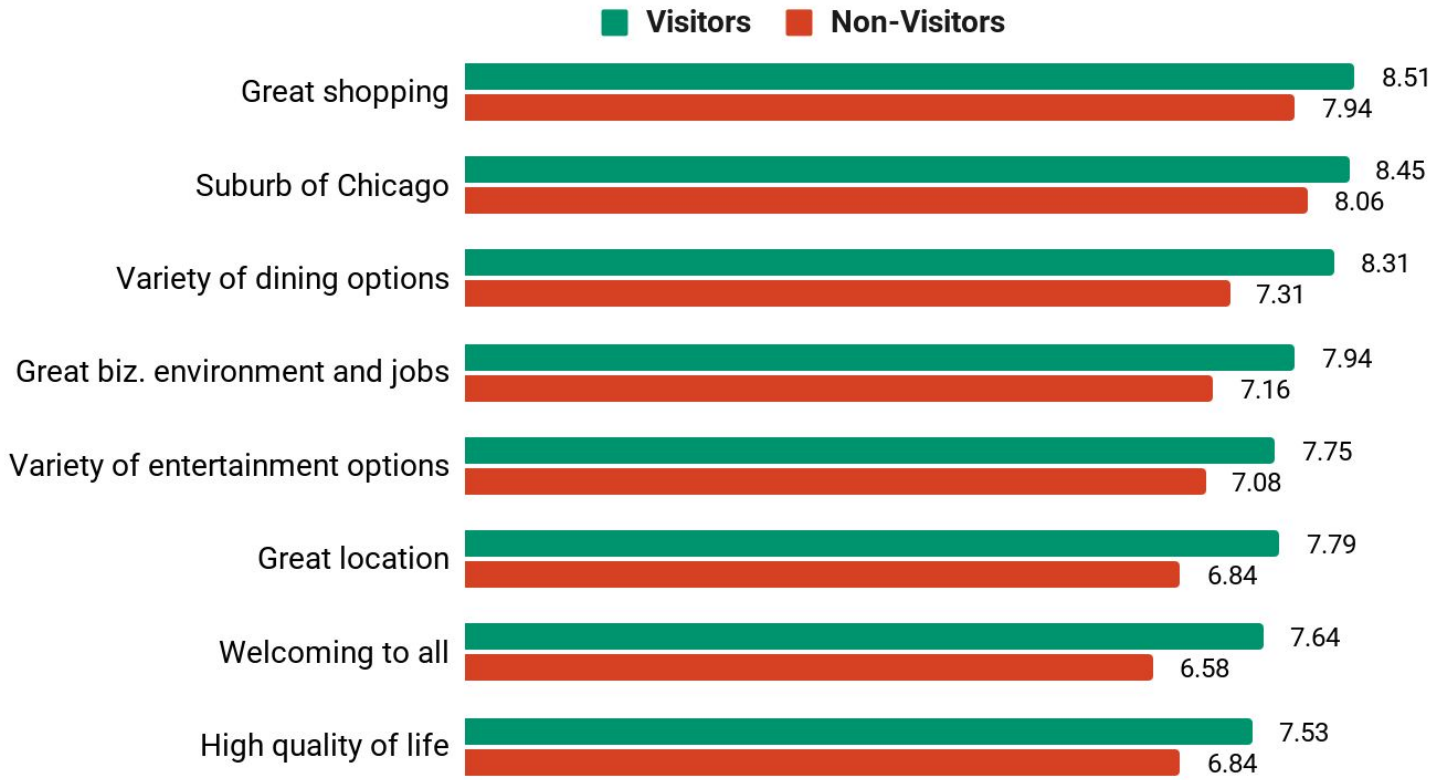
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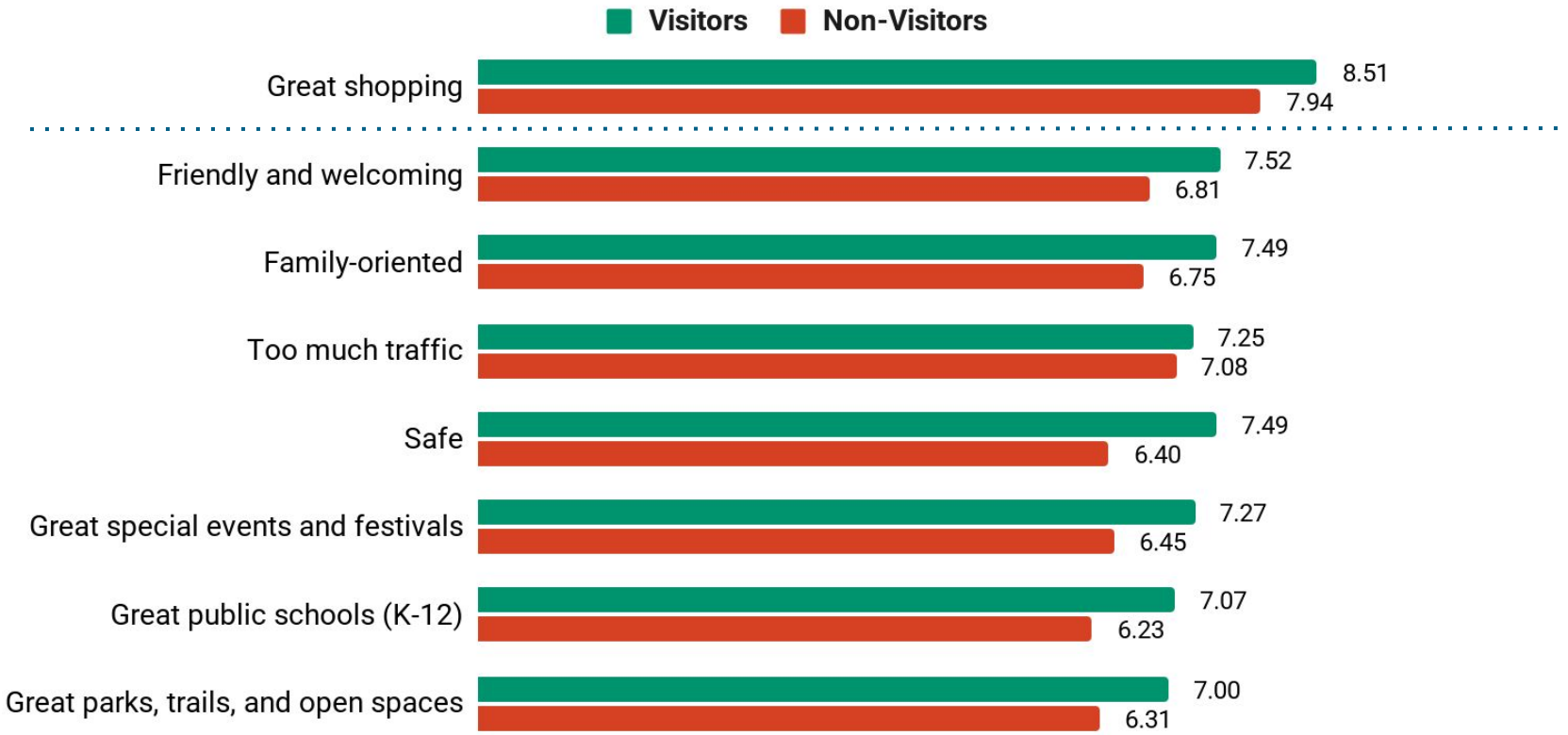
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CAP Study

What differentiates Schaumburg from other Chicago area suburbs?

Shopping Destination

- "Woodfield Shopping Mall defines Schaumburg."
- "The Mall, the access to highways, the variety of shops and services, the Golf Road corridor..."
- "It is like a mini downtown. Almost like Rosemont but for shopping."
- "Not all suburbs have the store locations that Schaumburg does or even can offer."

Minding Its Business

- "It is very business oriented. Other suburbs focus on other life aspects."
- "They have corporate buildings and expensive condos."
- "I think Schaumburg drives to become both a business area and personal family area. I think they blend the two quite well."

Well-Positioned

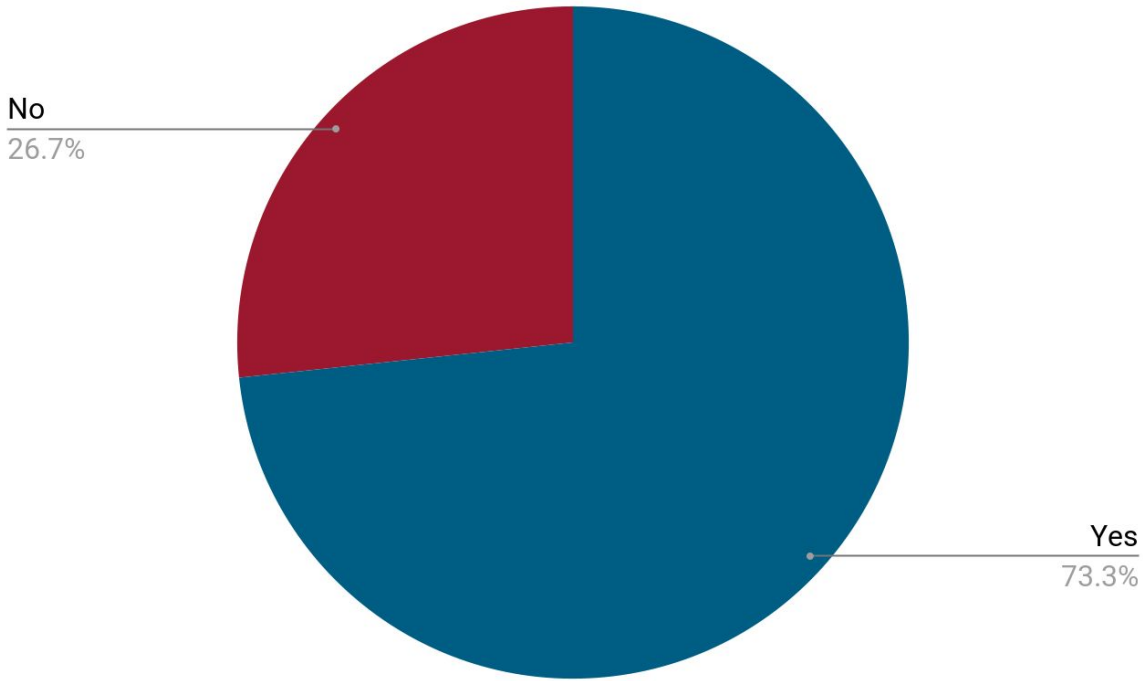
- "The location provides easy access to many areas in the metro area. Yet there is lots of open space."
- "Seems to be a halfway point into the city."
- "Schaumburg is a much larger city with great access to main highways. And a very straightforward path to Chicago."

Feels Safe

- "It's somewhat safer with a lot more stuff to do."
- "It's farther west from the city so you don't get too many bad things happening."
- "It doesn't seem as dangerous, and more people [are] involved in keeping others safe."

CAP Study

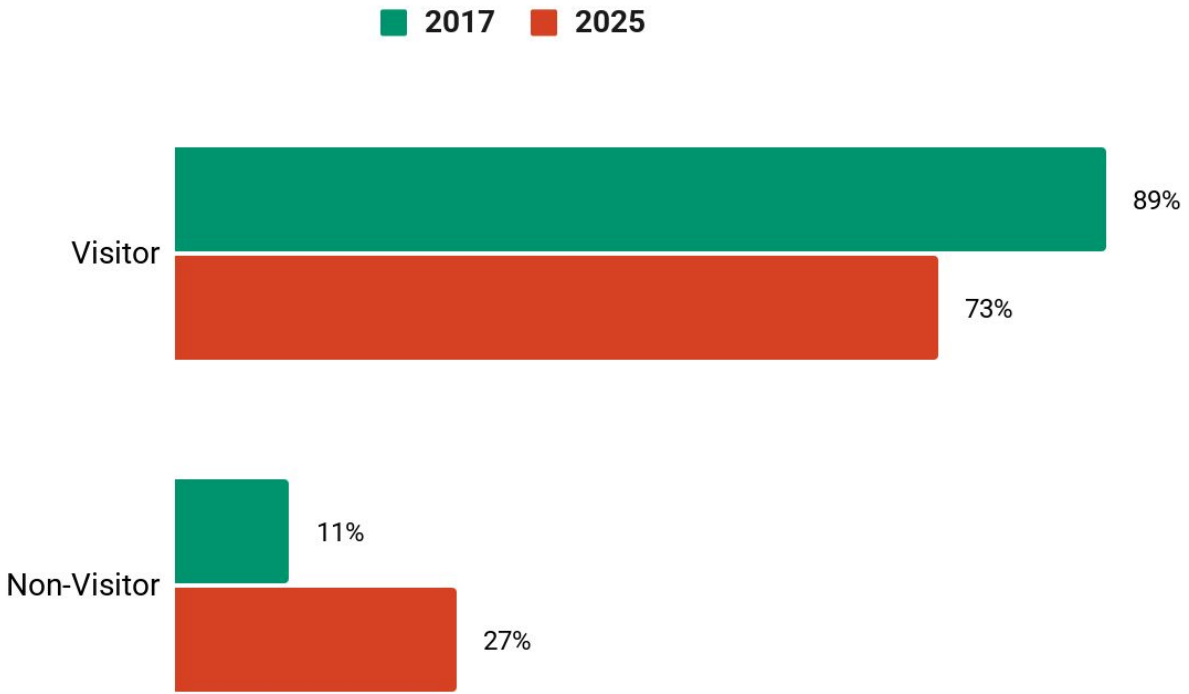
Have you visited or been to Schaumburg in the past two years?



CAP Study

BY YEAR

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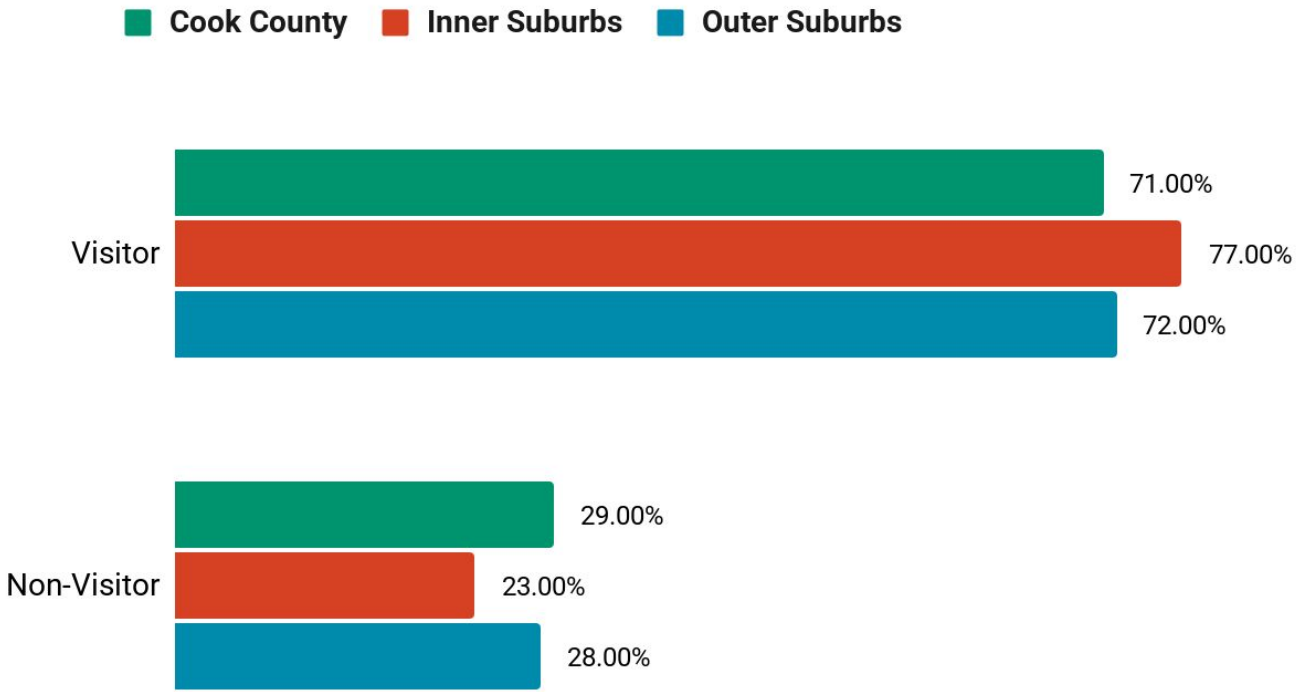


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CAP Study

BY MARKET

Have you visited or been to Schaumburg in the past two years?

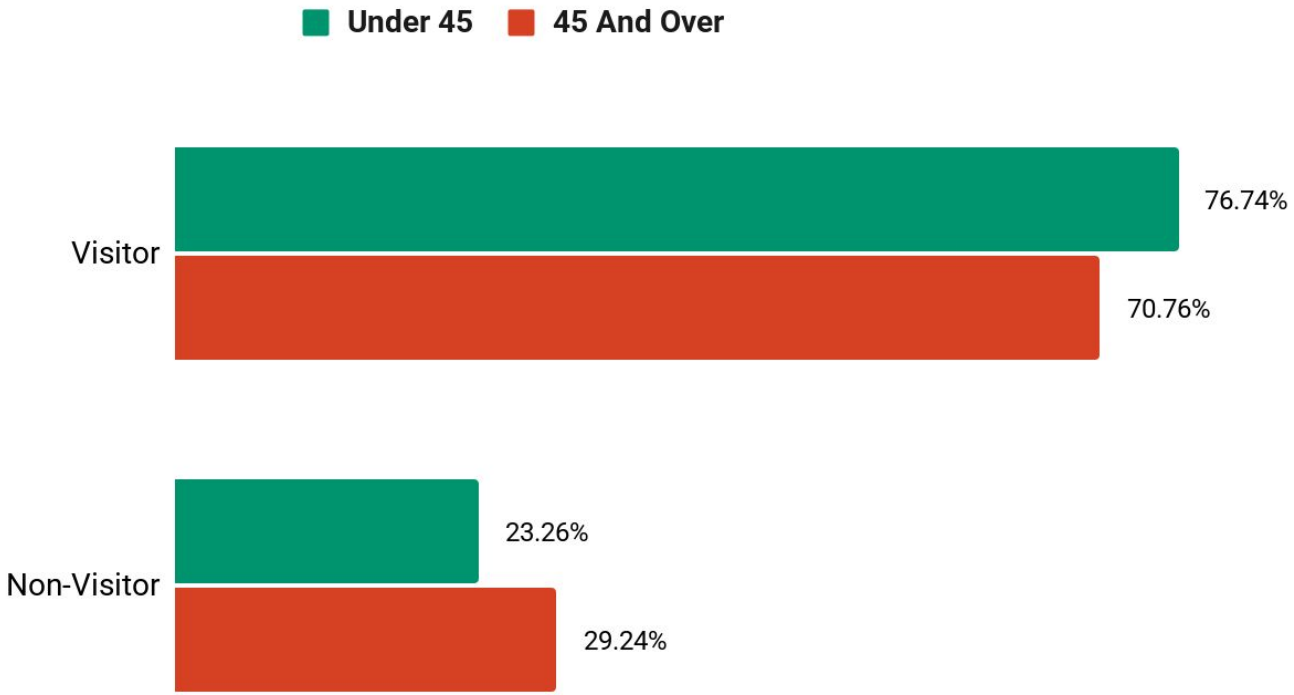


207

CAP Study

BY AGE

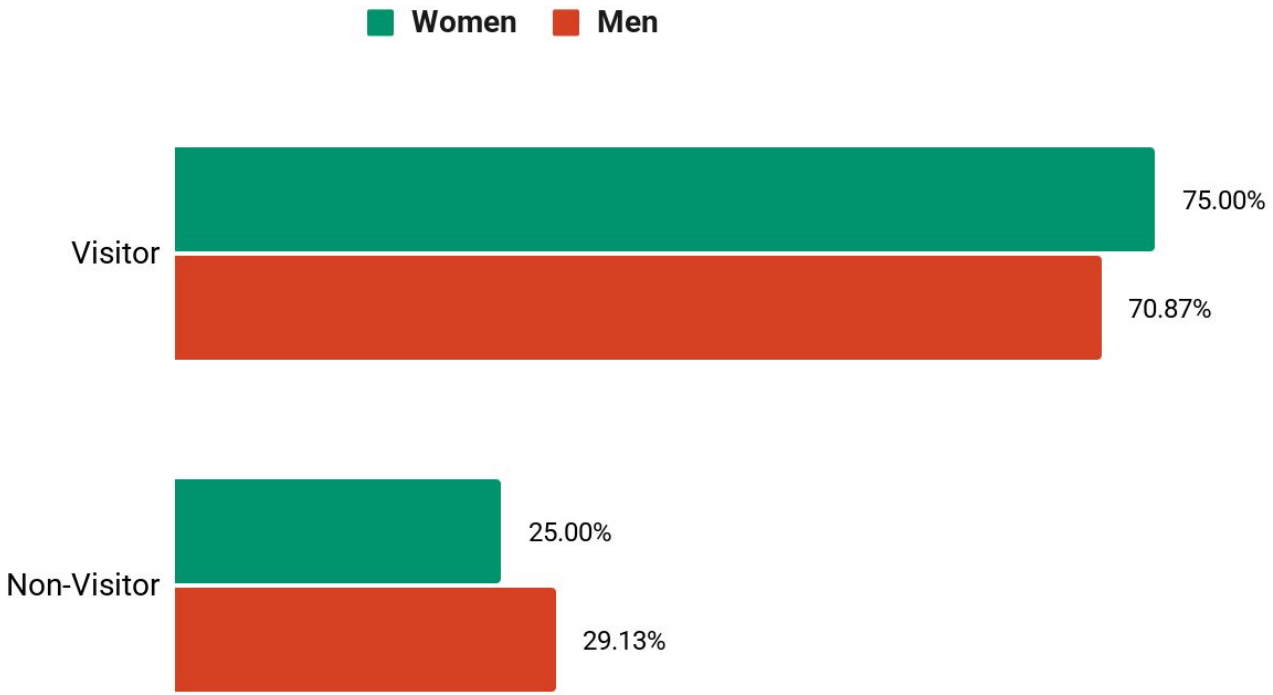
Have you visited or been to Schaumburg in the past two years?



CAP Study

BY GENDER

Have you visited or been to Schaumburg in the past two years?

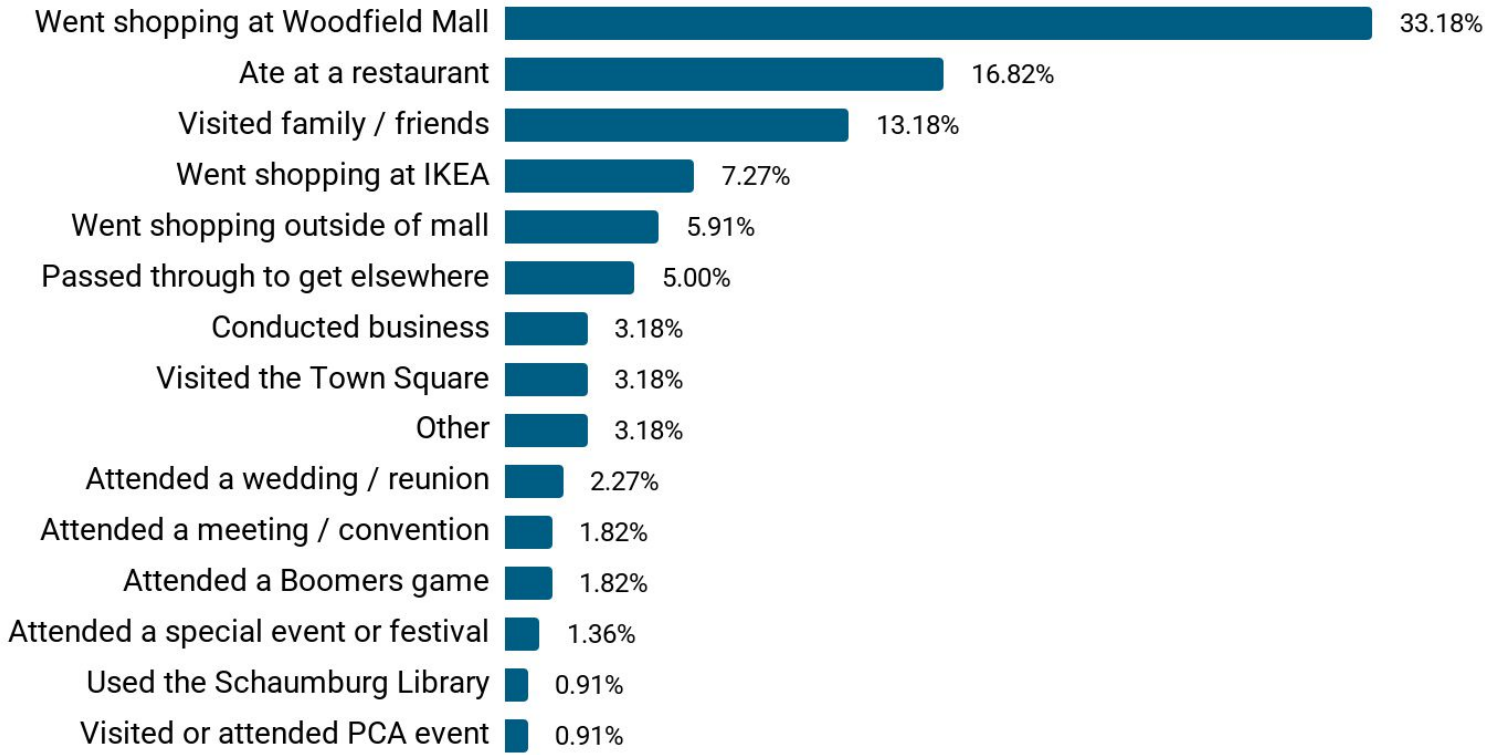


Visitors

NORTH STAR
PLACE BRANDING + MARKETING

CAP Study

What was the primary purpose or main reason you visited Schaumburg on your most recent visit?

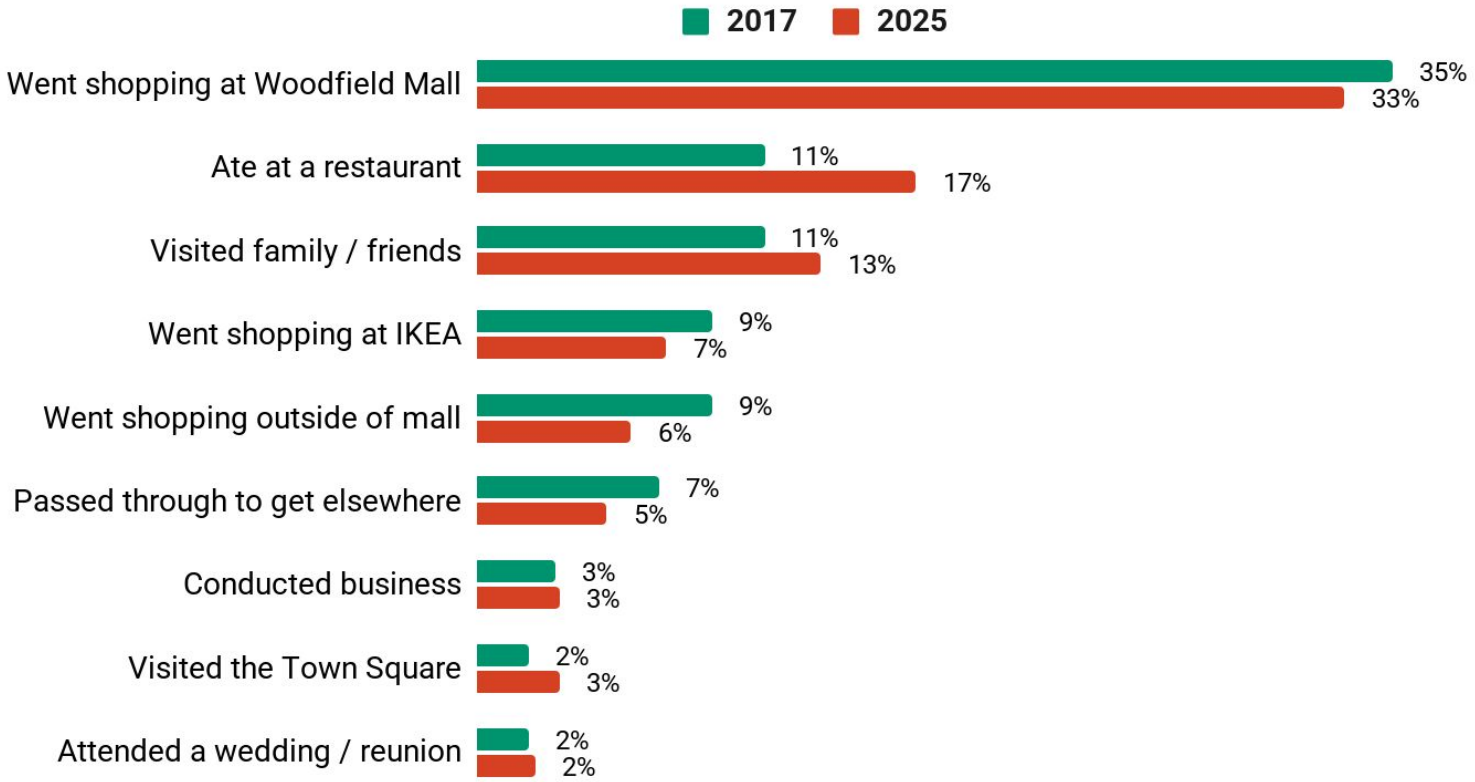


211

CAP Study

BY YEAR, TOP ANSWERS

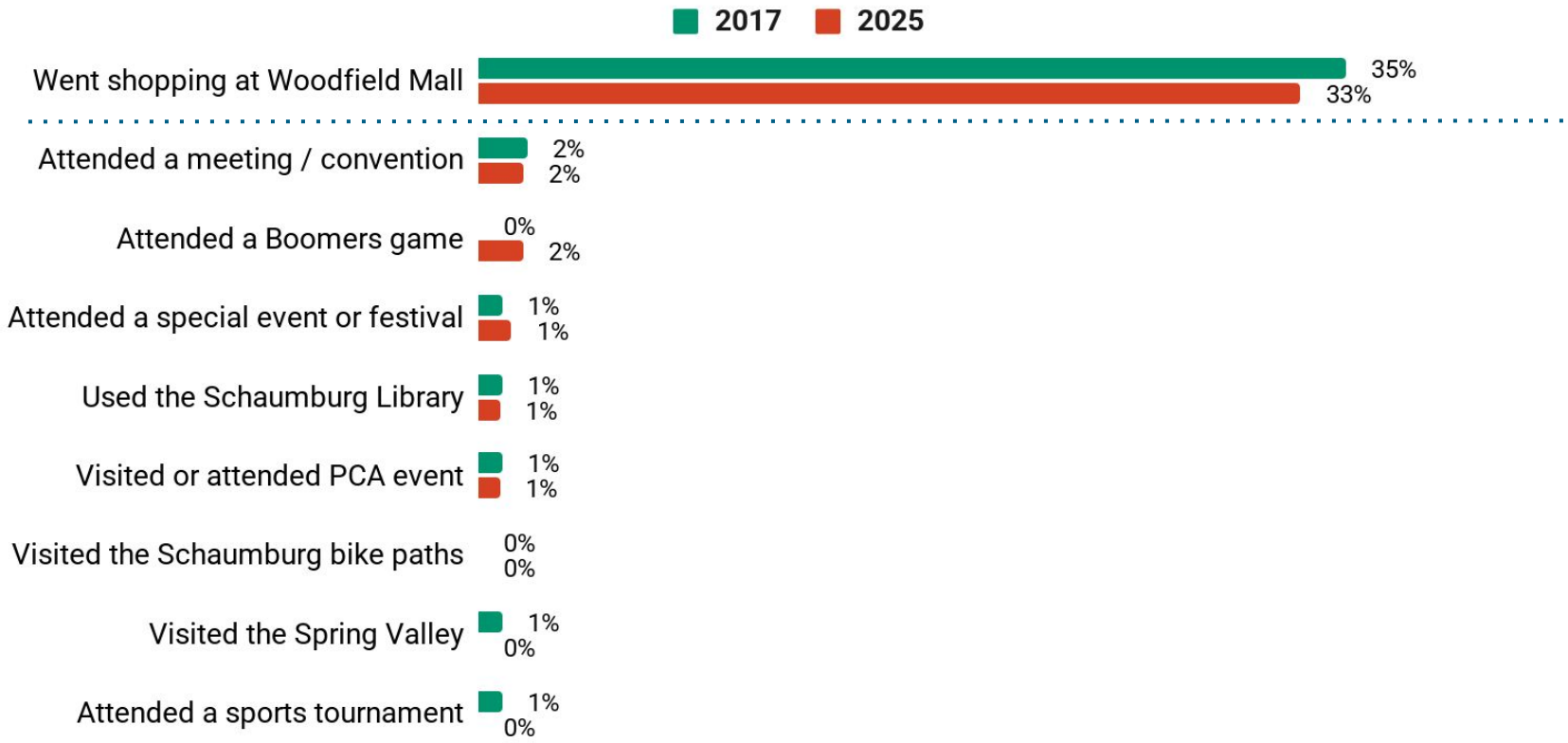
What was the primary purpose or main reason you visited Schaumburg on your most recent visit?



CAP Study

BY YEAR, BOTTOM ANSWERS

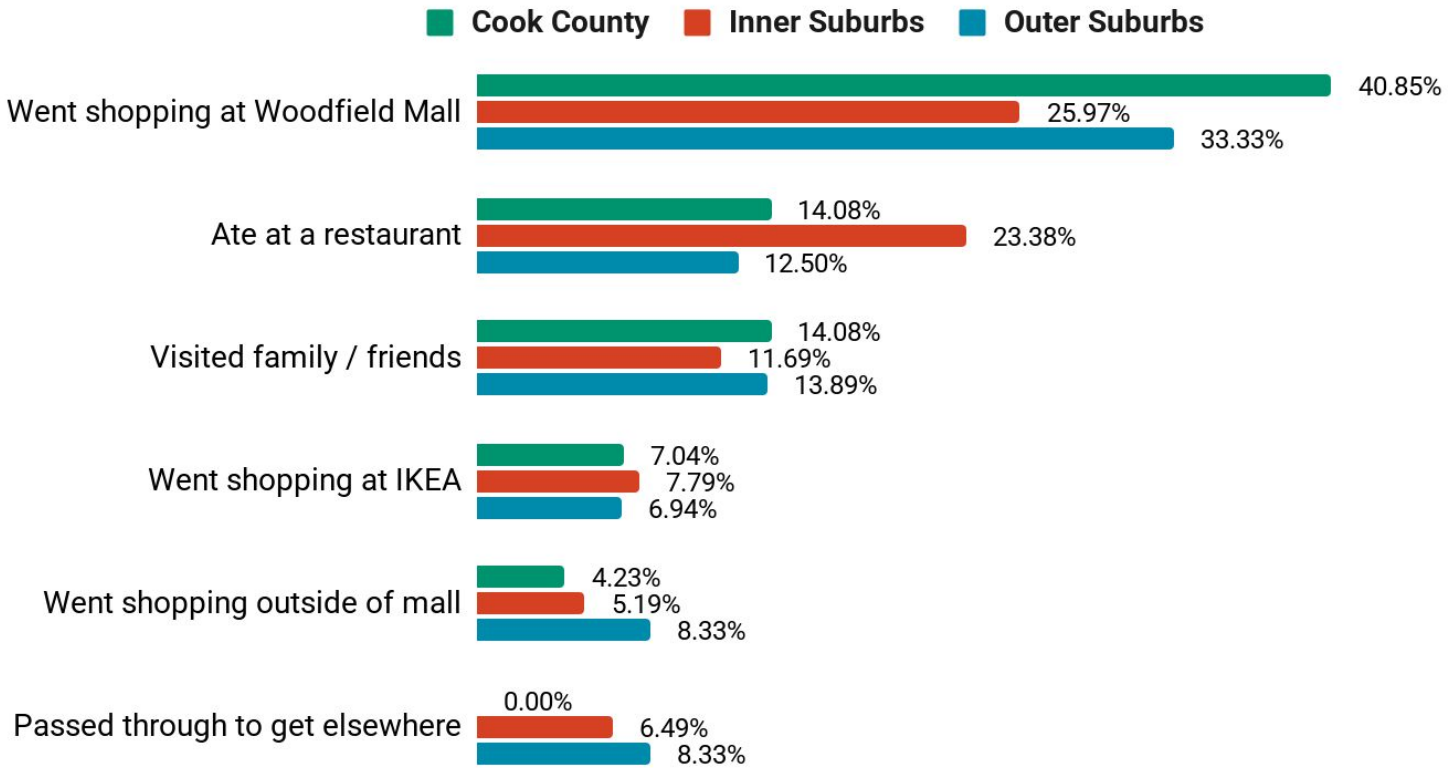
What was the primary purpose or main reason you visited Schaumburg on your most recent visit?



CAP Study

BY MARKET, TOP ANSWERS

What was the primary purpose or main reason you visited Schaumburg on your most recent visit?

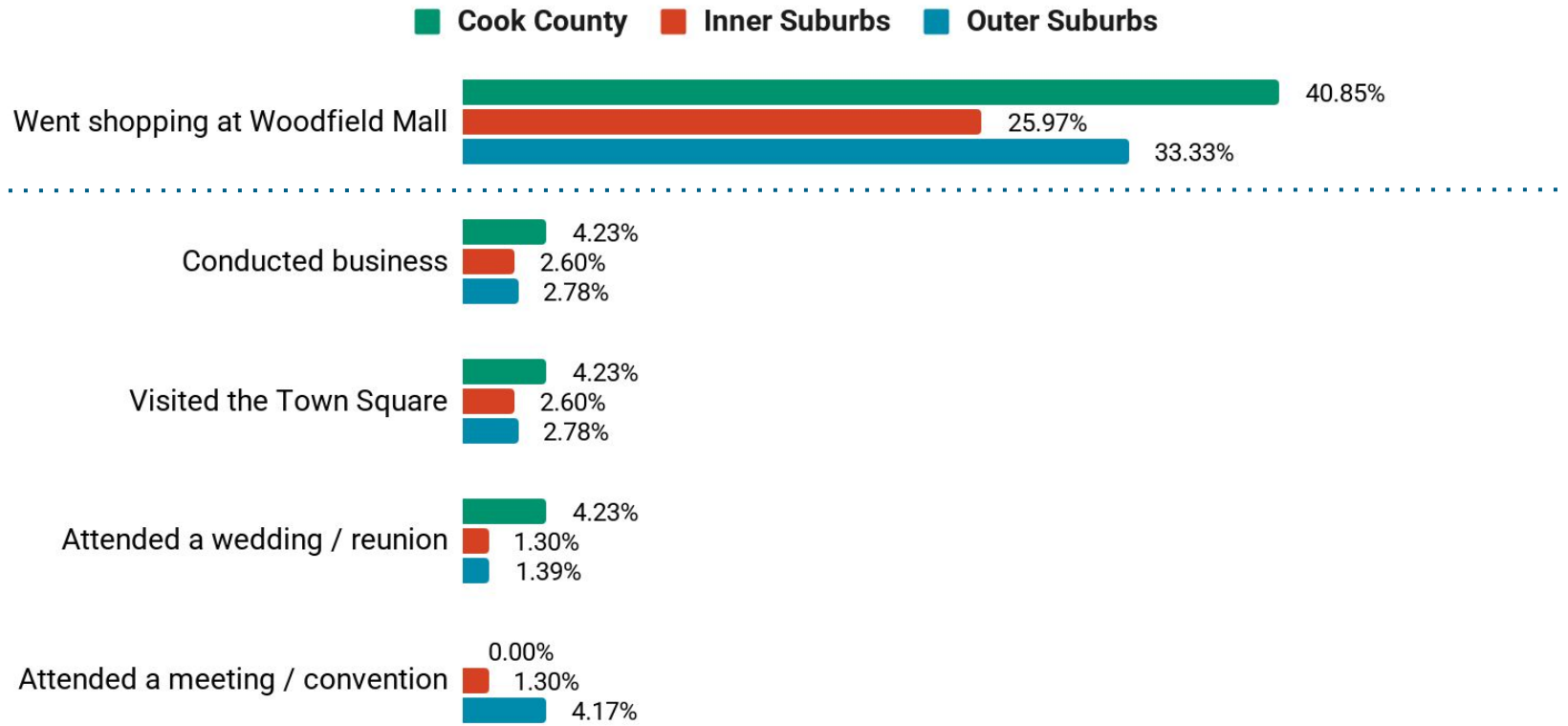


214

CAP Study

BY MARKET, MIDDLE ANSWERS

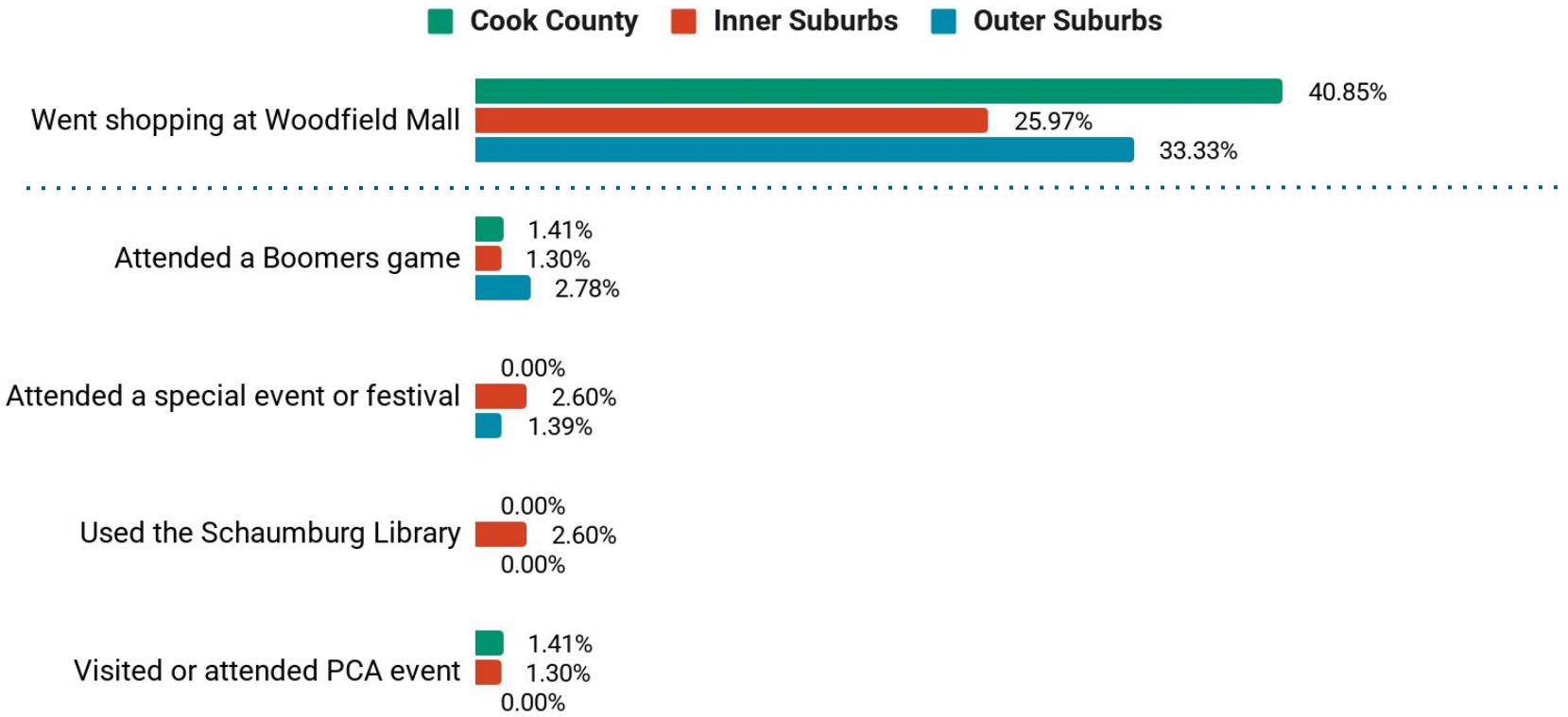
What was the primary purpose or main reason you visited Schaumburg on your most recent visit?



CAP Study

BY MARKET, BOTTOM ANSWERS

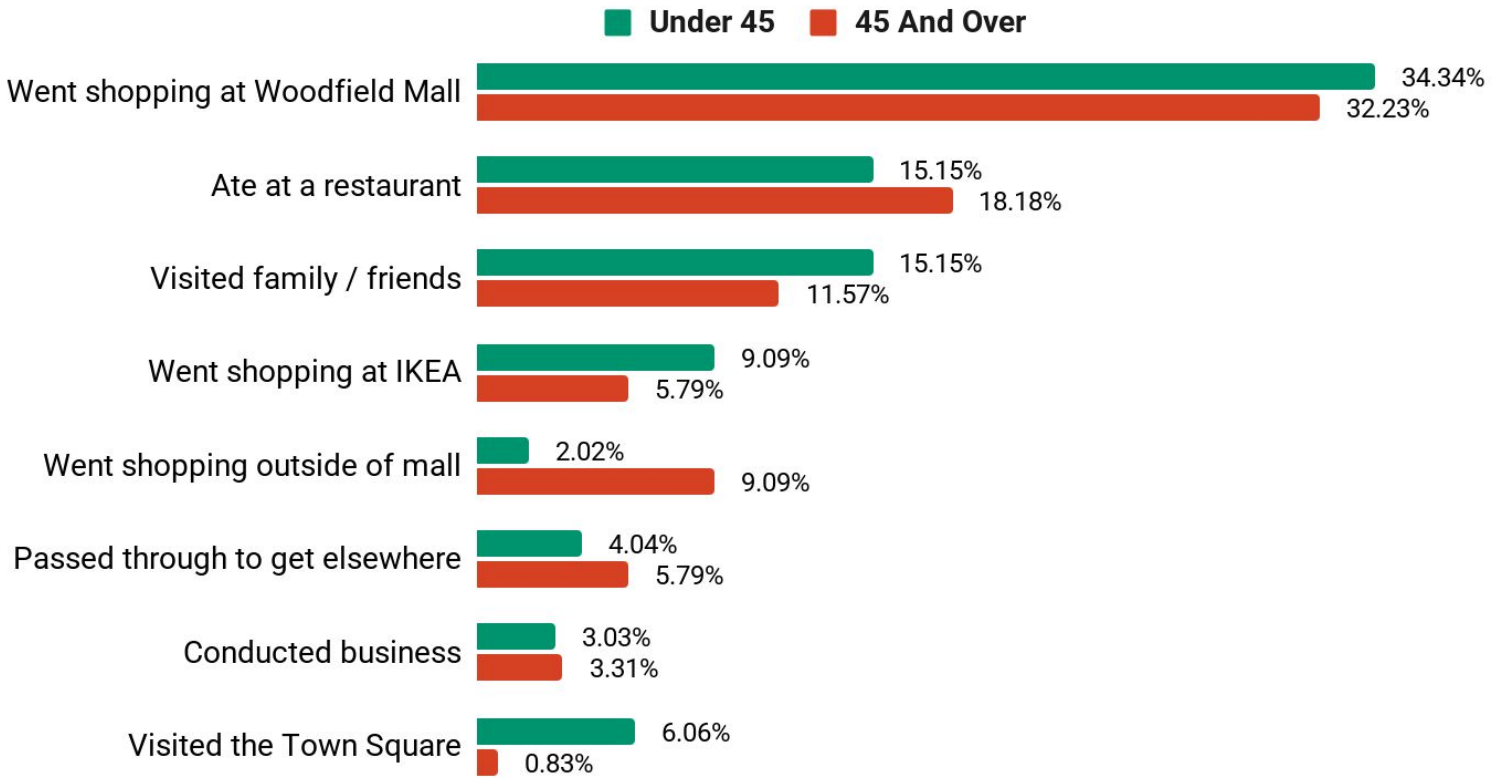
What was the primary purpose or main reason you visited Schaumburg on your most recent visit?



CAP Study

BY AGE, TOP ANSWERS

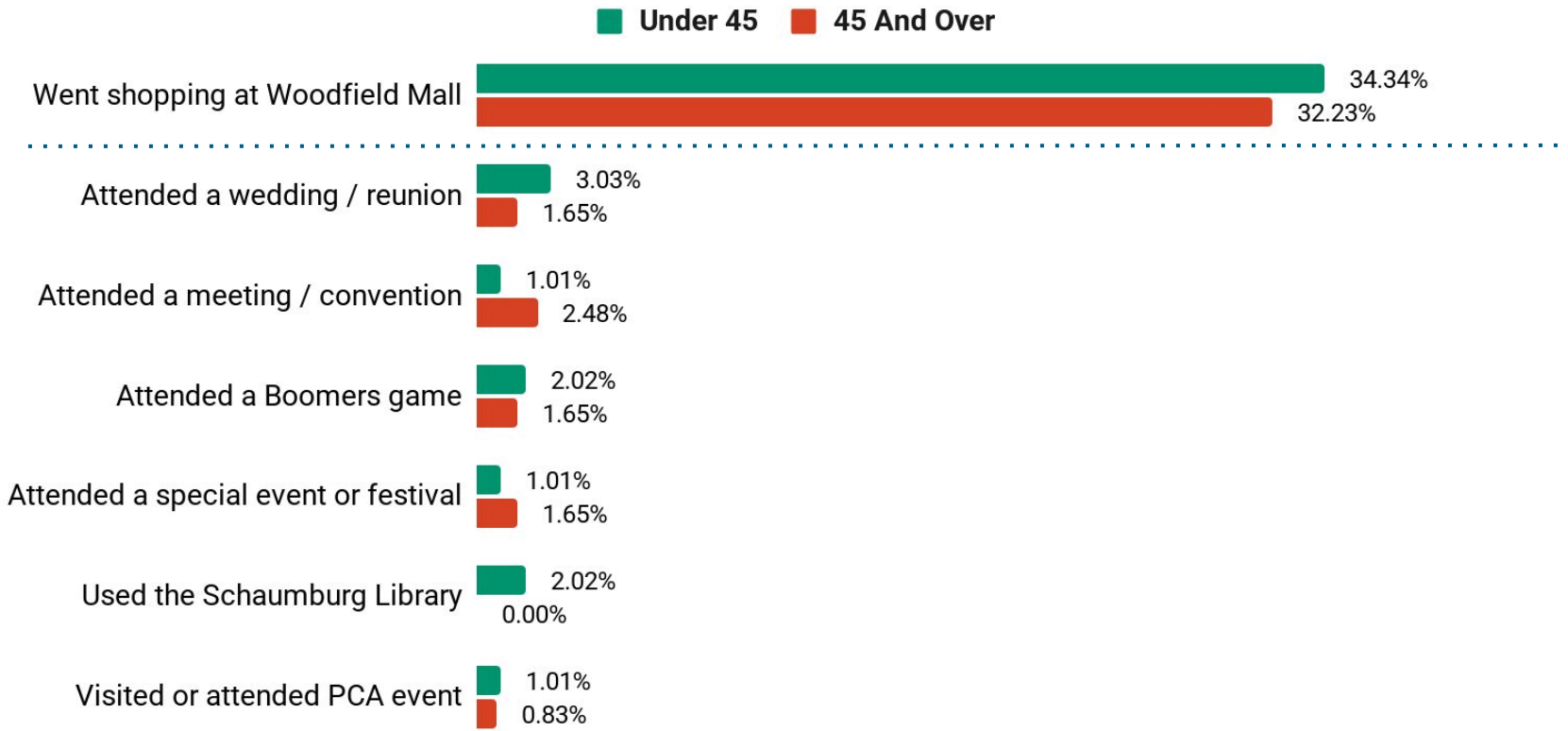
What was the primary purpose or main reason you visited Schaumburg on your most recent visit?



CAP Study

BY AGE, BOTTOM ANSWERS

What was the primary purpose or main reason you visited Schaumburg on your most recent visit?

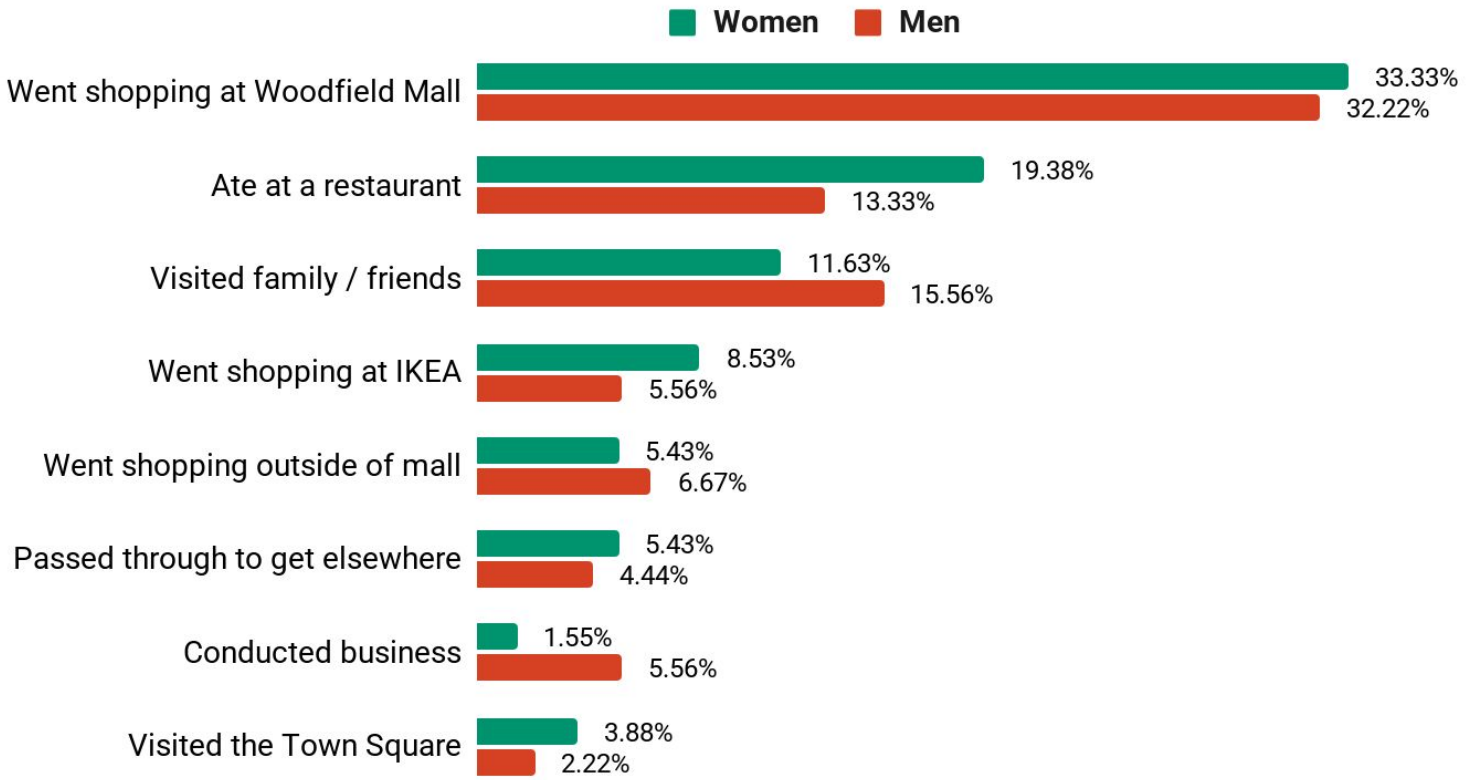


218

CAP Study

BY GENDER, TOP ANSWERS

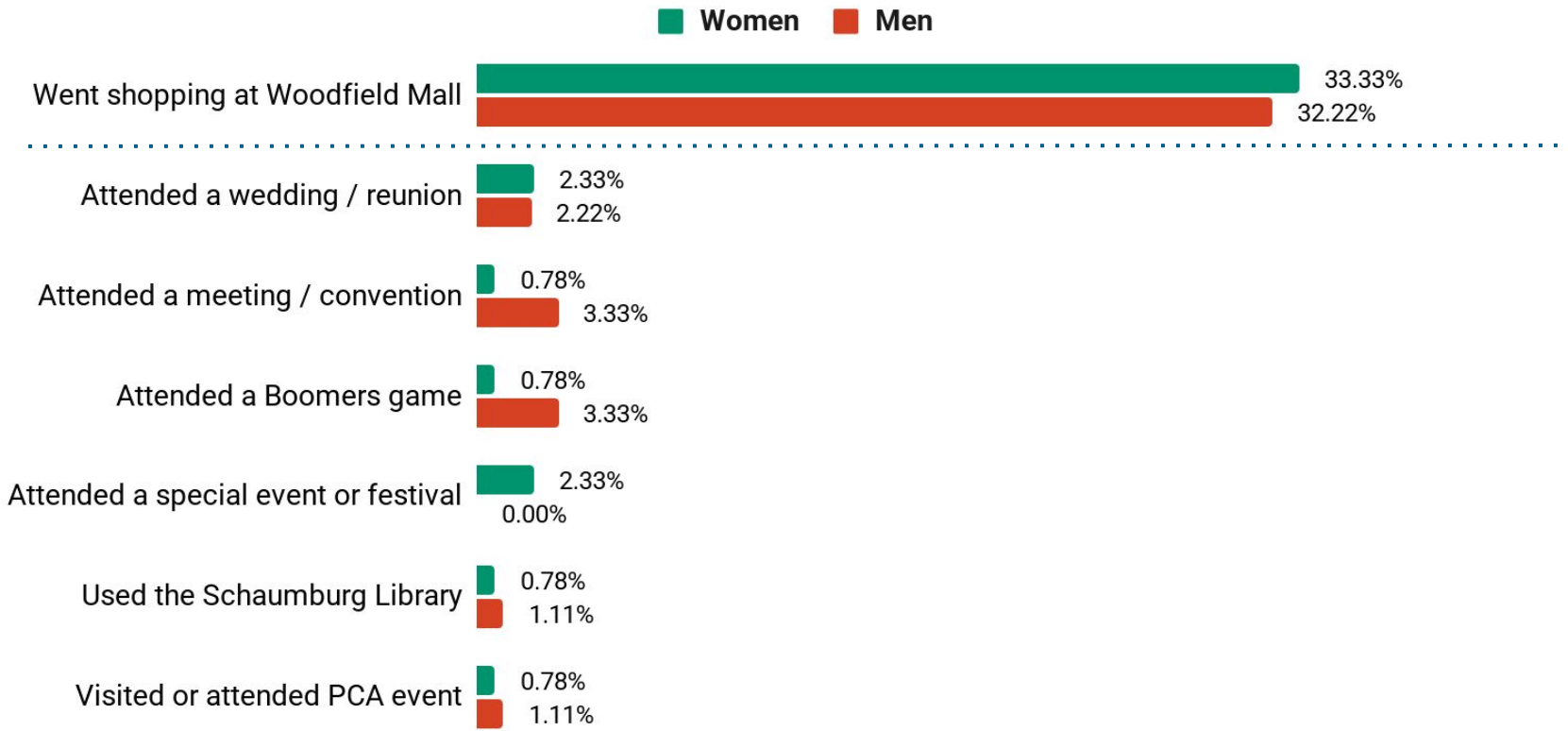
What was the primary purpose or main reason you visited Schaumburg on your most recent visit?



CAP Study

BY GENDER, BOTTOM ANSWERS

What was the primary purpose or main reason you visited Schaumburg on your most recent visit?



220

What aspect of Schaumburg leaves the most positive impression on visitors and newcomers?

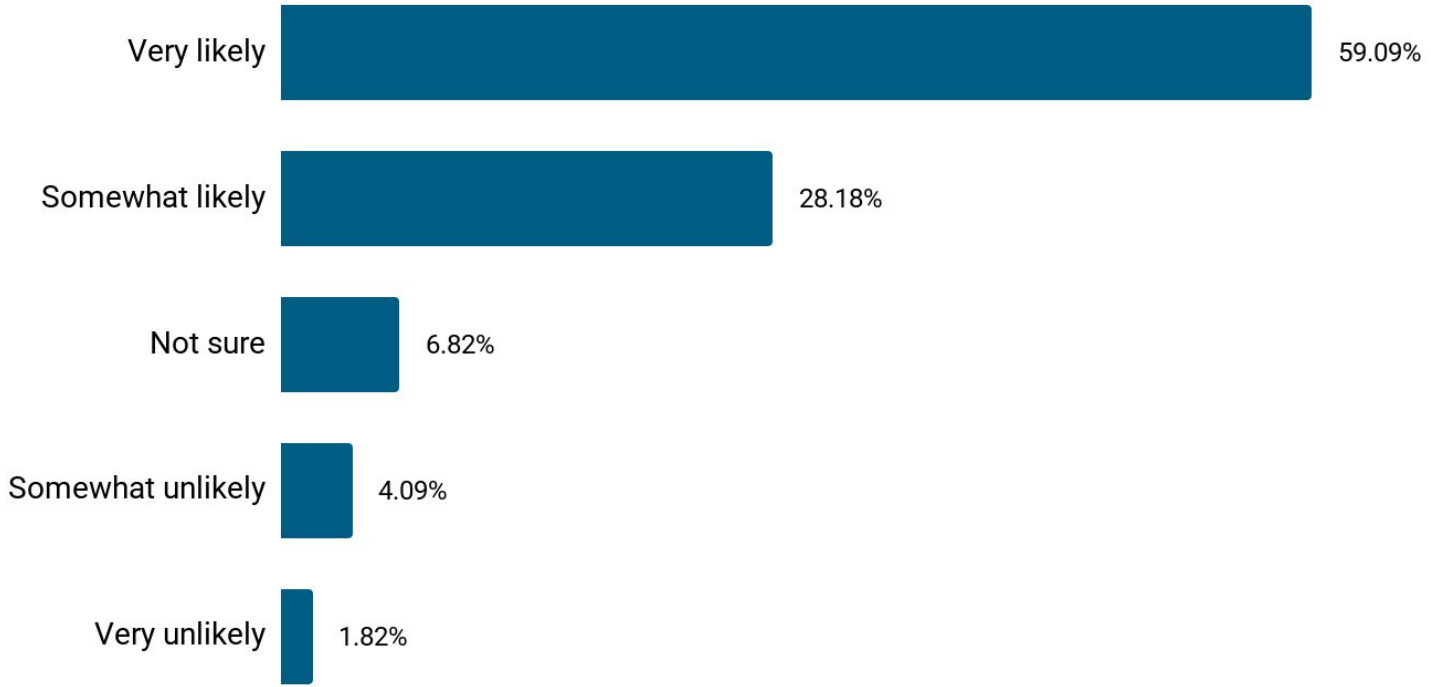
- "I like the area because of the shopping so probably the quality of the shops."
- "It's a great location with great shopping and food."
- "That it's quite an active suburb but it's not overwhelming, there's a lot to do and see but traffic is not bad at all."
- "There's a lot to do. Much safer than being in Chicago with less options but won't leave you feeling bored."
- "It has representation of so many cultures that it has flavors for everyone."
- "Considering how many cars and people there are there, it is very clean."
- "Welcoming neighborhoods with lots of outdoor space."
- "It has a low crime rate and high quality of life."

What aspect of Schaumburg leaves the most negative impression on visitors and newcomers?

- "It does get a little crowded and once off the highway might be a little challenging to navigate around."
- "Negative influences coming into the community by expressway, tollways."
- "It looks dated and doesn't have a warm inviting feel."
- "Police department that tickets too much and red light cameras."
- "Sometimes they get a negative review in the news so people think that it's unsafe."
- "Vacant and declining conditions of buildings."
- "Pretty homogenous living area."
- "Industrial and boring."

CAP Study

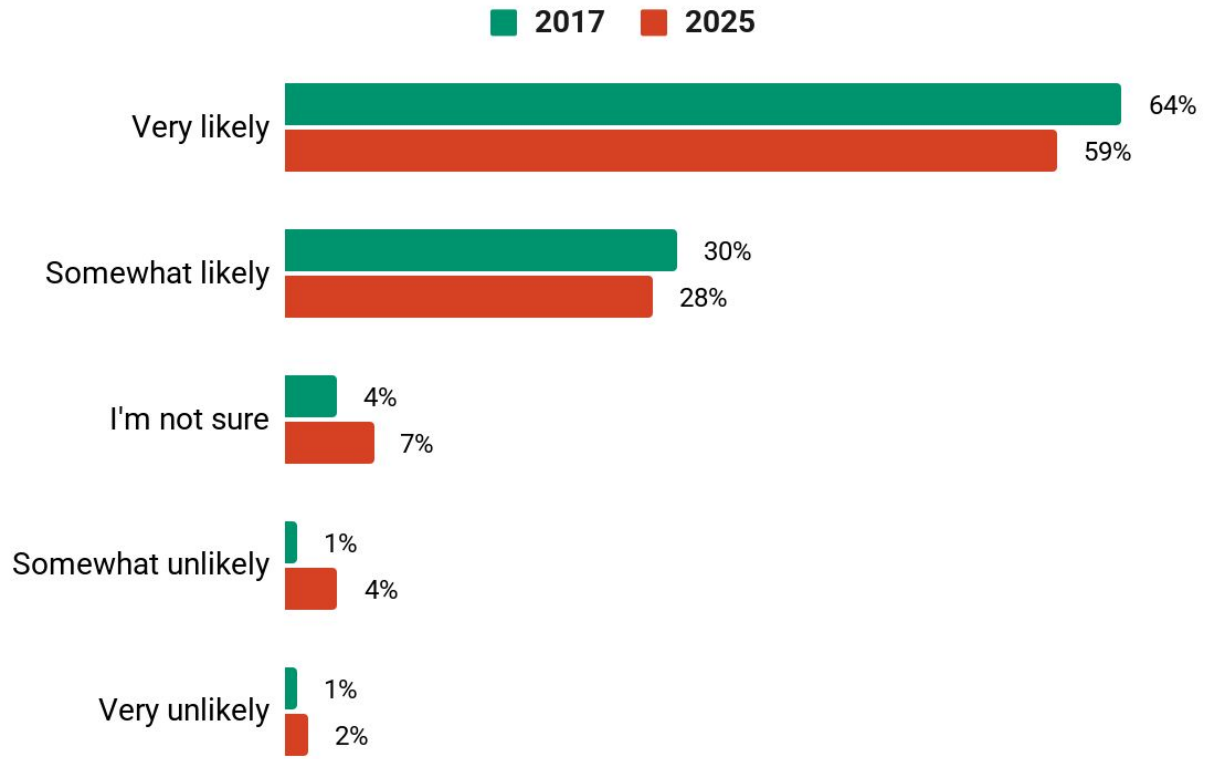
How likely would you be to visit Schaumburg again?



CAP Study

BY YEAR

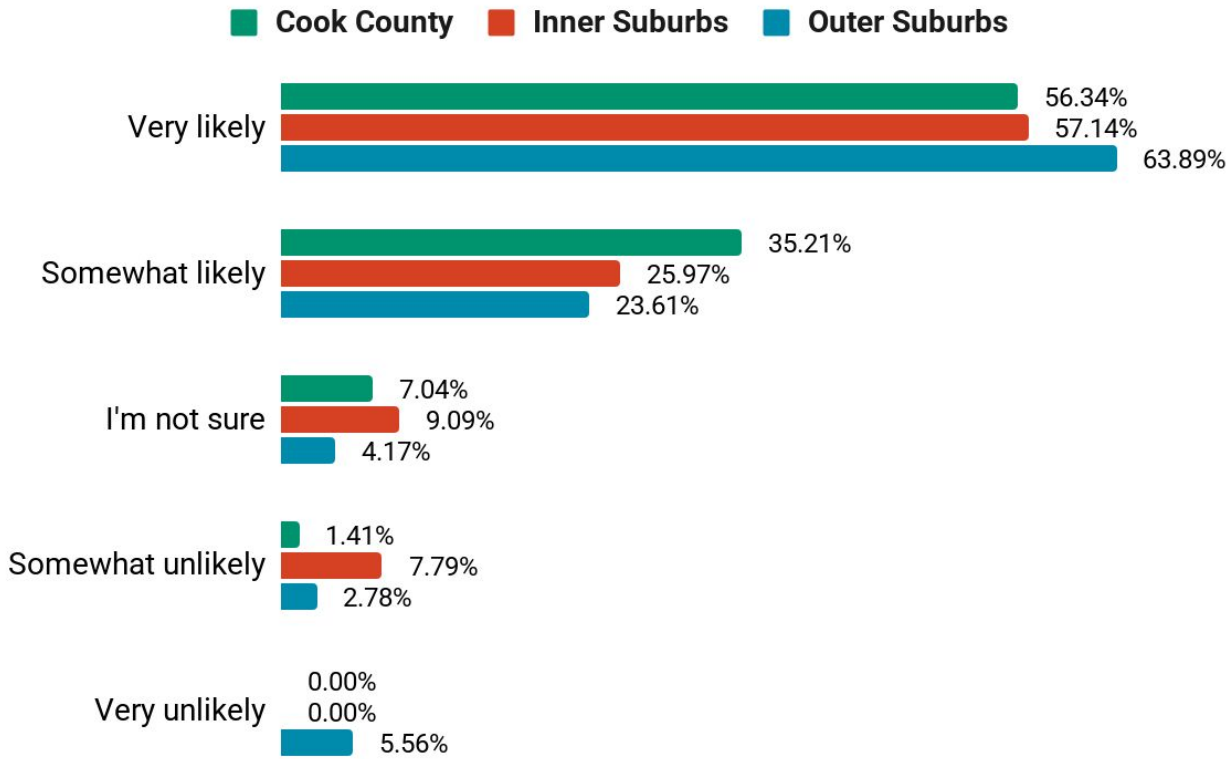
How likely would you be to visit Schaumburg again?



CAP Study

BY MARKET

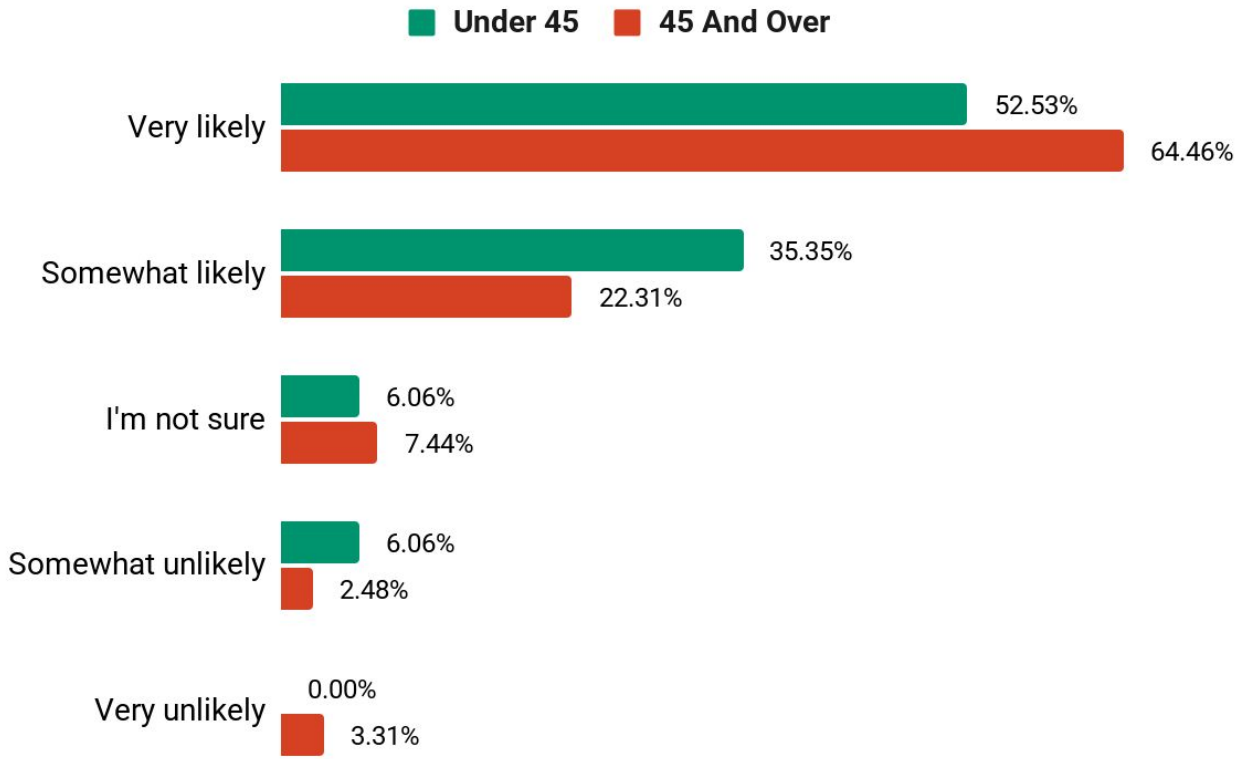
How likely would you be to visit Schaumburg again?



CAP Study

BY AGE

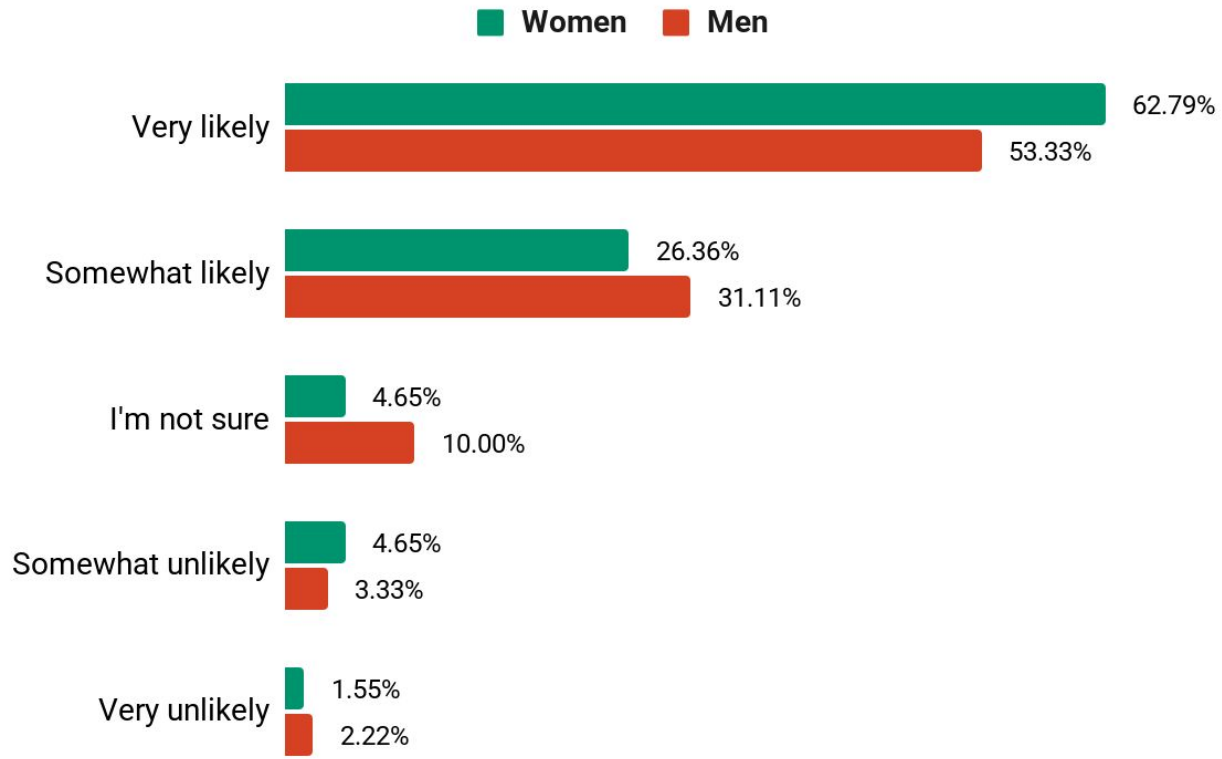
How likely would you be to visit Schaumburg again?



CAP Study

BY GENDER

How likely would you be to visit Schaumburg again?



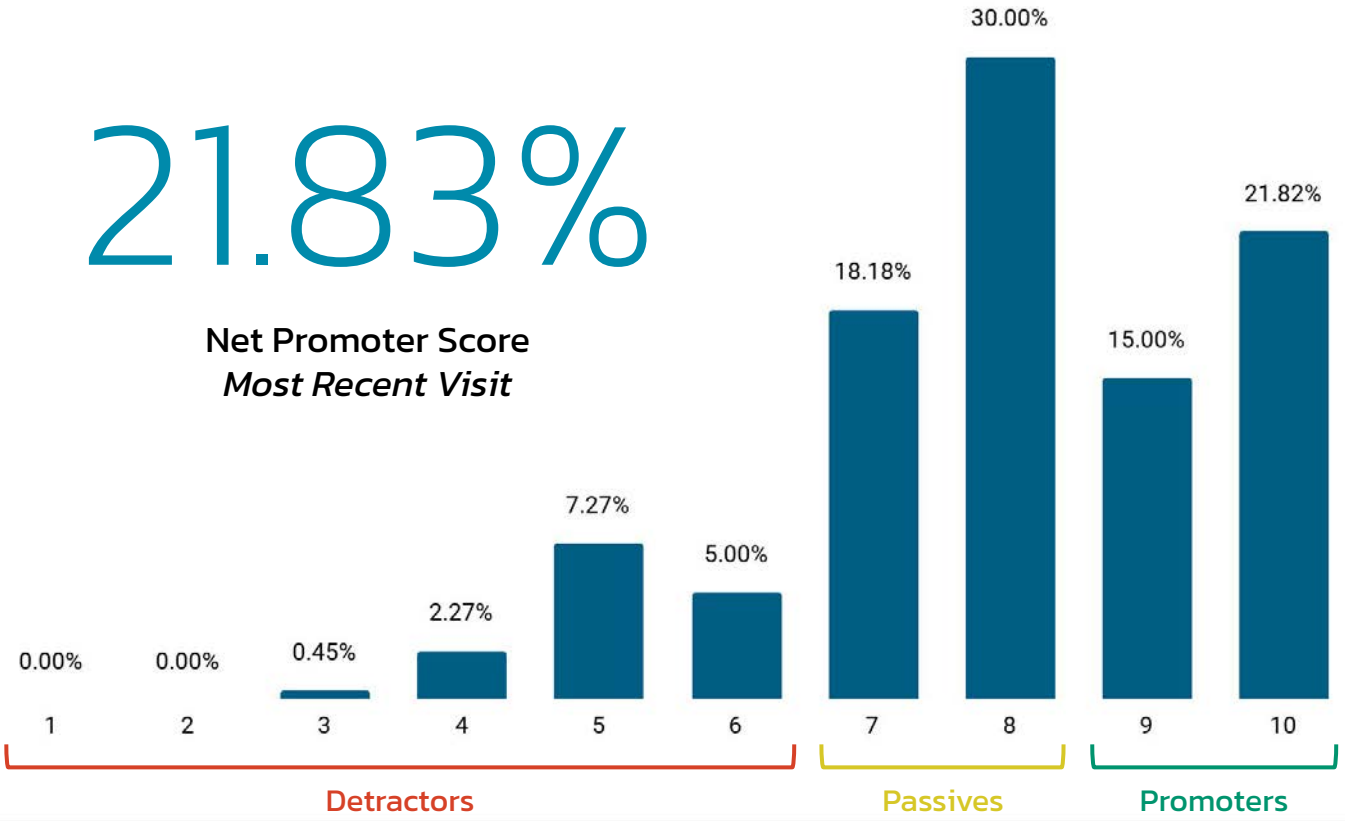
CAP Study

On a scale of 1-10, with 1 being the "worst experience" and 10 being the "best experience", how would you rate the experience of your most recent visit to Schaumburg?

21.83%

Net Promoter Score

Most Recent Visit



CAP Study

BY YEAR

On a scale of 1-10, with 1 being the "worst experience" and 10 being the "best experience", how would you rate the experience of your most recent visit to Schaumburg?

2017

14%

Net Promoter Score
Most Recent Visit

2025

22%

Net Promoter Score
Most Recent Visit

CAP Study

BY MARKET

On a scale of 1-10, with 1 being the "worst experience" and 10 being the "best experience", how would you rate the experience of your most recent visit to Schaumburg?

Cook County

32.39%

Net Promoter Score
Most Recent Visit

Inner Suburbs

7.79%

Net Promoter Score
Most Recent Visit

Outer Suburbs

26.39%

Net Promoter Score
Most Recent Visit

CAP Study

BY AGE

On a scale of 1-10, with 1 being the "worst experience" and 10 being the "best experience", how would you rate the experience of your most recent visit to Schaumburg?

Under 45

21.21%

Net Promoter Score
Most Recent Visit

45 And Over

22.31%

Net Promoter Score
Most Recent Visit

230

CAP Study

BY GENDER

On a scale of 1-10, with 1 being the "worst experience" and 10 being the "best experience," how would you rate the experience of your most recent visit to Schaumburg?

Women

21.71%

Net Promoter Score
Most Recent Visit

Men

21.11%

Net Promoter Score
Most Recent Visit

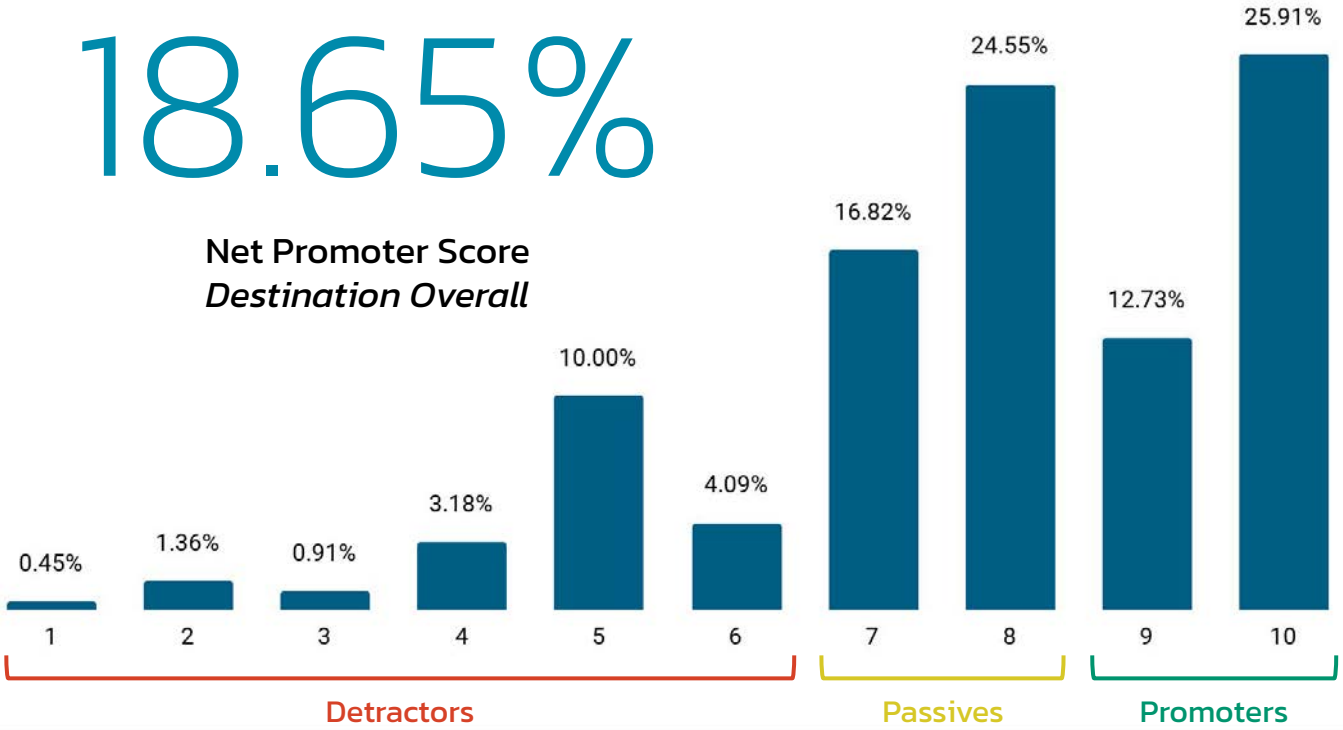
231

CAP Study

On a scale of 1-10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend traveling to Schaumburg to a friend, family, or colleague?

18.65%

Net Promoter Score
Destination Overall



CAP Study

BY YEAR

On a scale of 1-10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend traveling to Schaumburg to a friend, family, or colleague?

2017

8%

Net Promoter Score
Destination Overall

2025

19%

Net Promoter Score
Destination Overall

CAP Study

BY MARKET

On a scale of 1-10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend traveling to Schaumburg to a friend, family, or colleague?

Cook County

25.35%

Net Promoter Score
Destination Overall

Inner Suburbs

3.90%

Net Promoter Score
Destination Overall

Outer Suburbs

27.78%

Net Promoter Score
Destination Overall

CAP Study

BY AGE

On a scale of 1-10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend traveling to Schaumburg to a friend, family, or colleague?

Under 45

17.17%

Net Promoter Score
Destination Overall

45 And Over

19.83%

Net Promoter Score
Destination Overall

CAP Study

BY GENDER

On a scale of 1-10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend traveling to Schaumburg to a friend, family, or colleague?

Women

23.26%

Net Promoter Score
Destination Overall

Men

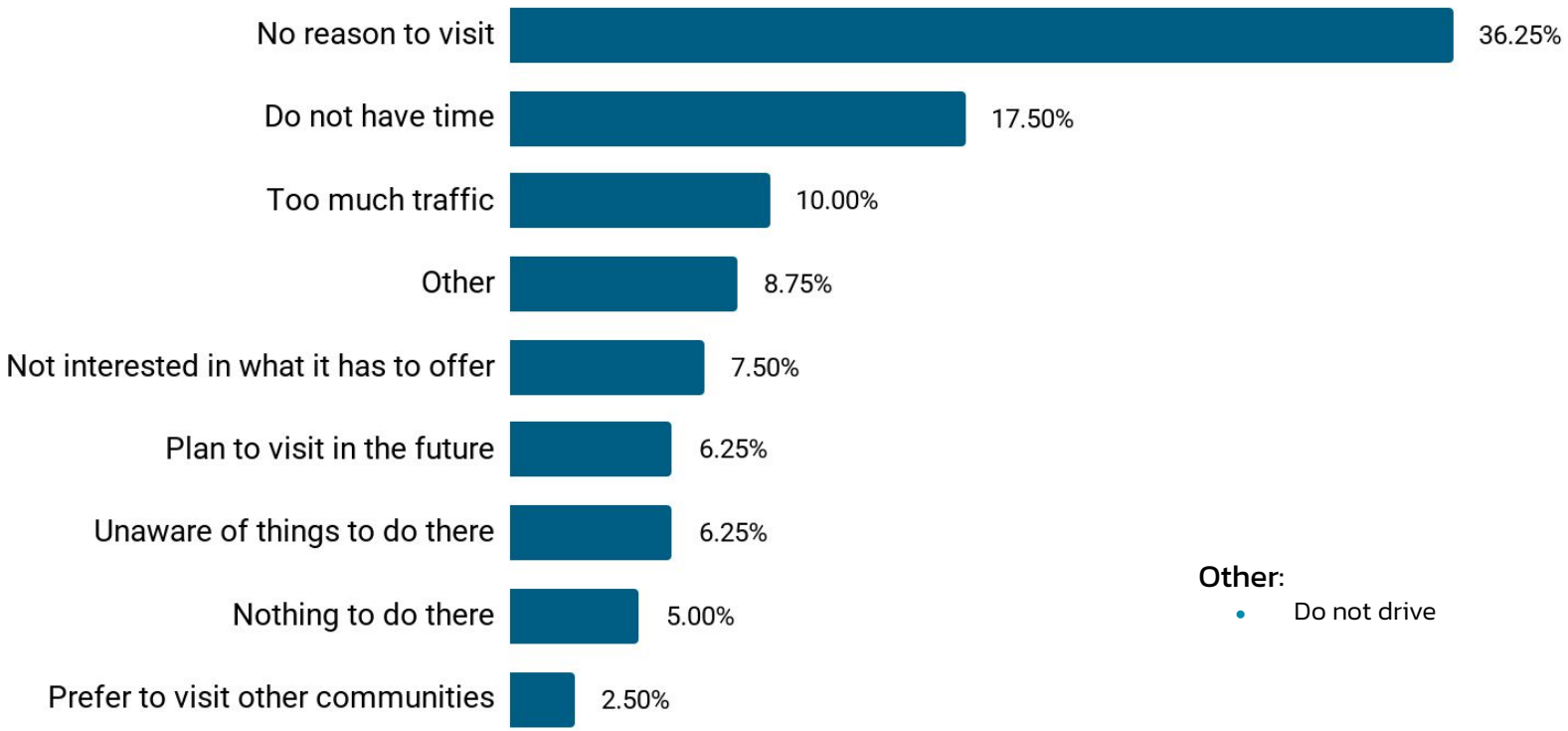
11.11%

Net Promoter Score
Destination Overall

Non-Visitors

CAP Study

Why have you not visited Schaumburg recently?

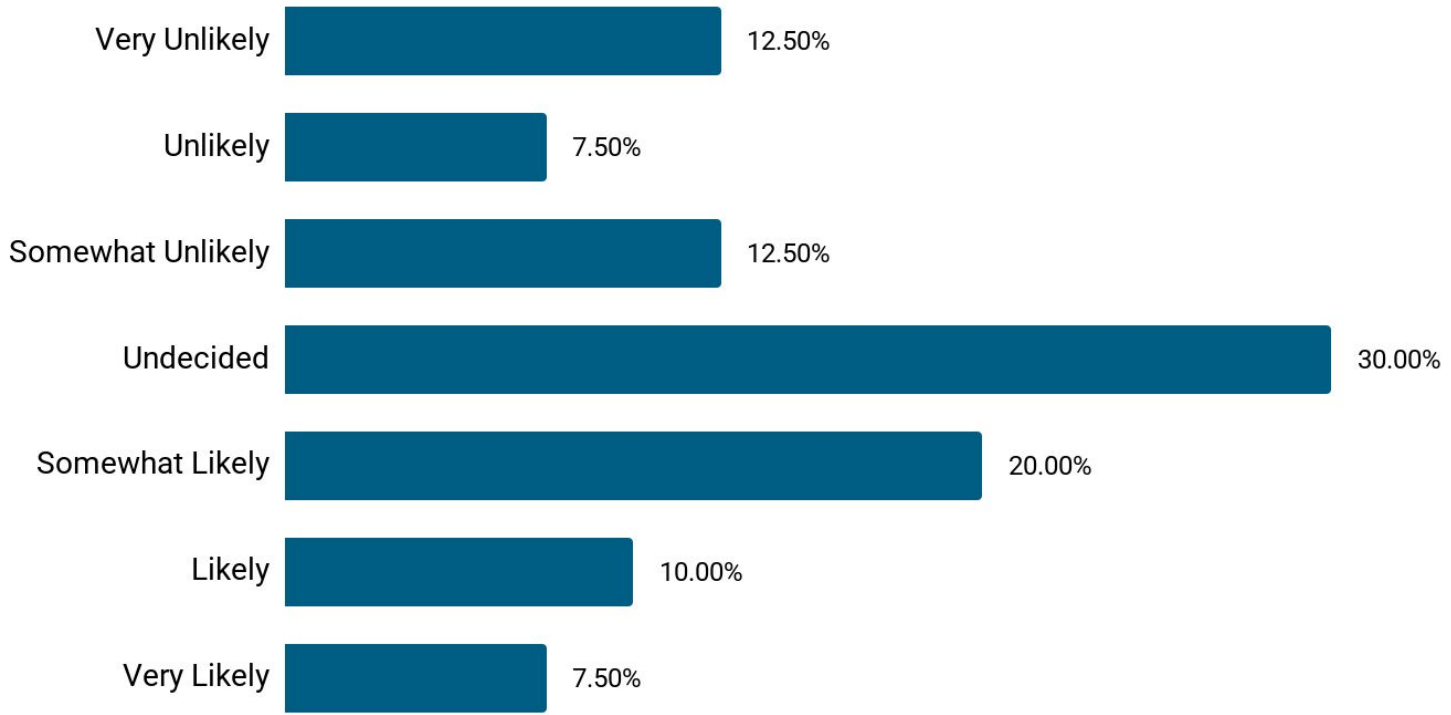


Other:

- Do not drive

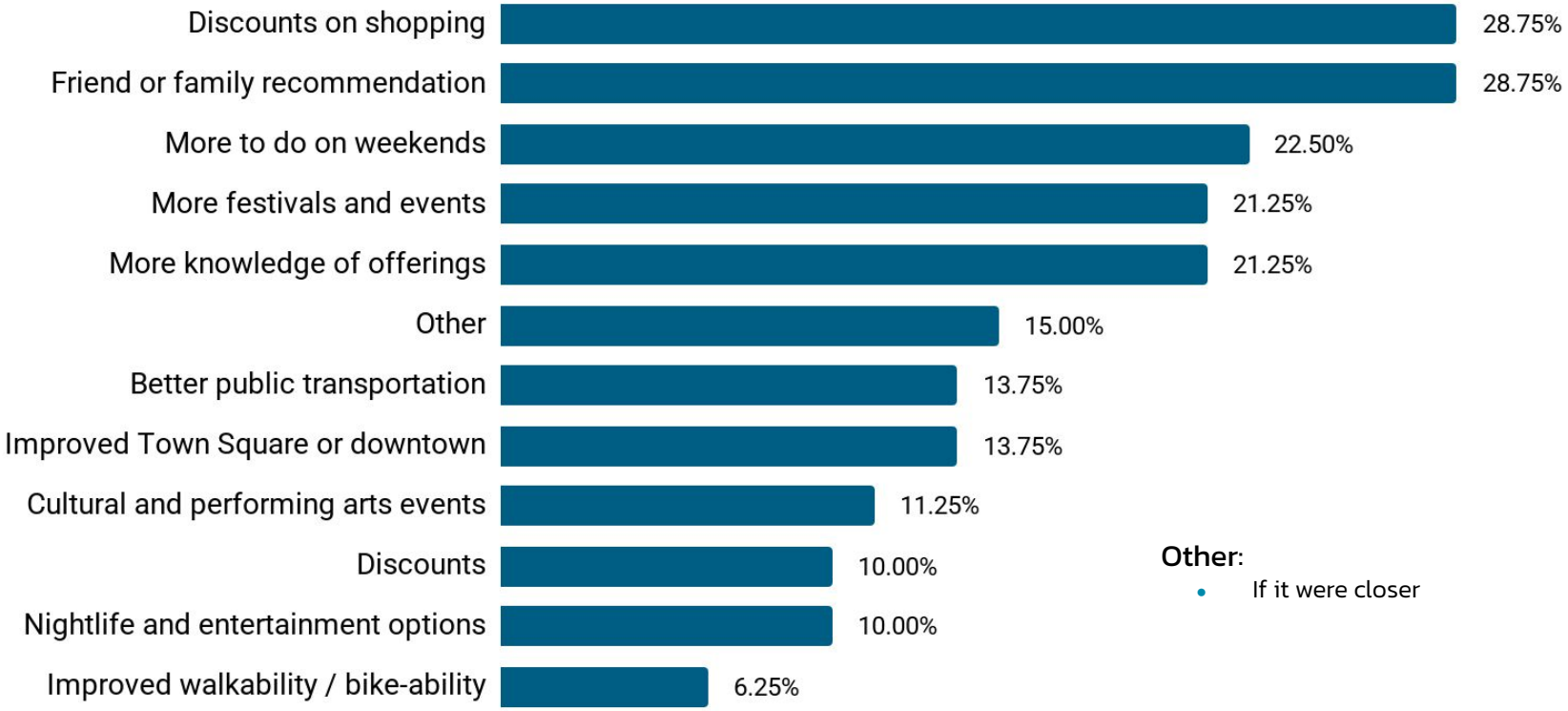
CAP Study

How likely are you to visit Schaumburg in the future?



CAP Study

What would make you more likely to visit Schaumburg?
Choose all that apply.



Other:

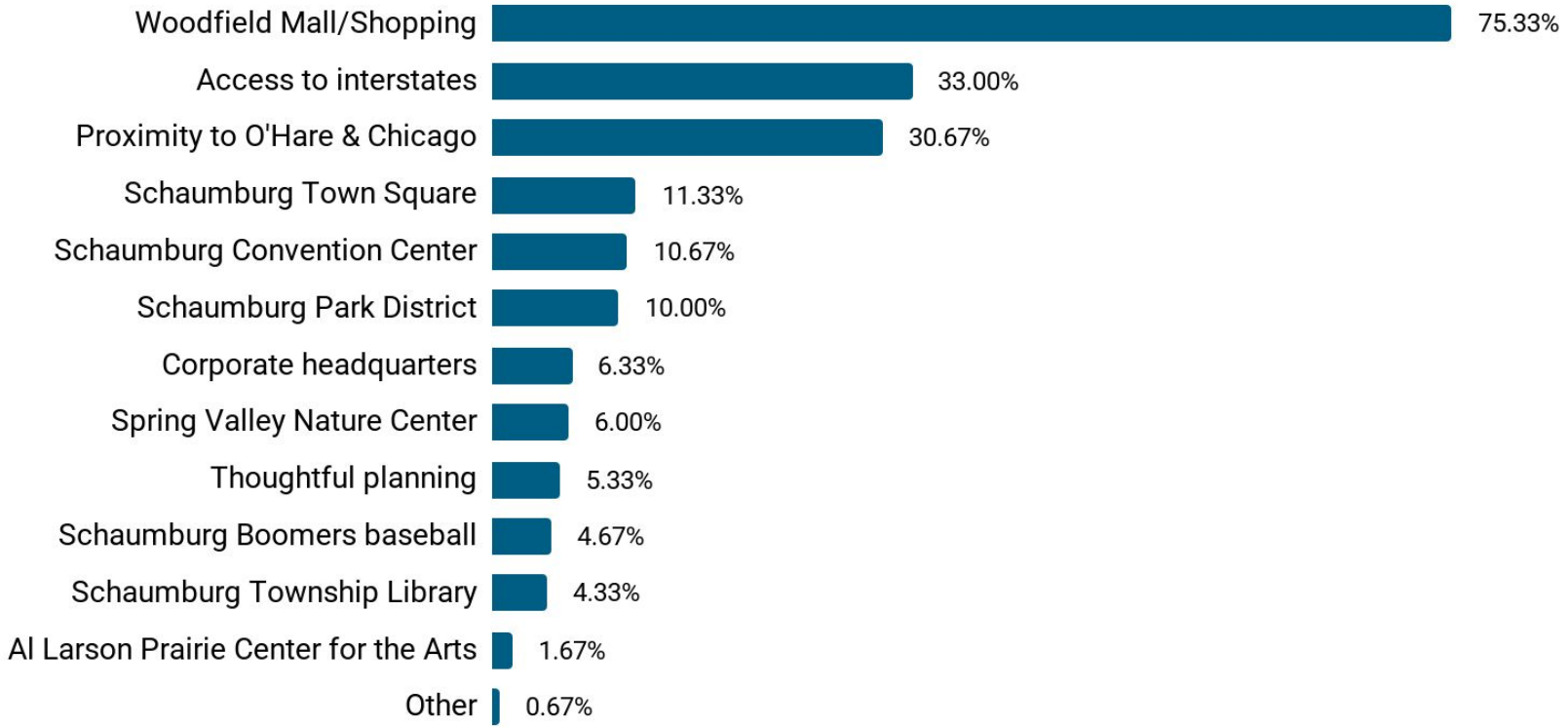
- If it were closer

240

All Respondents

CAP Study

Of the options below, which is the most important to the identity and reputation of Schaumburg?
Choose two answers.



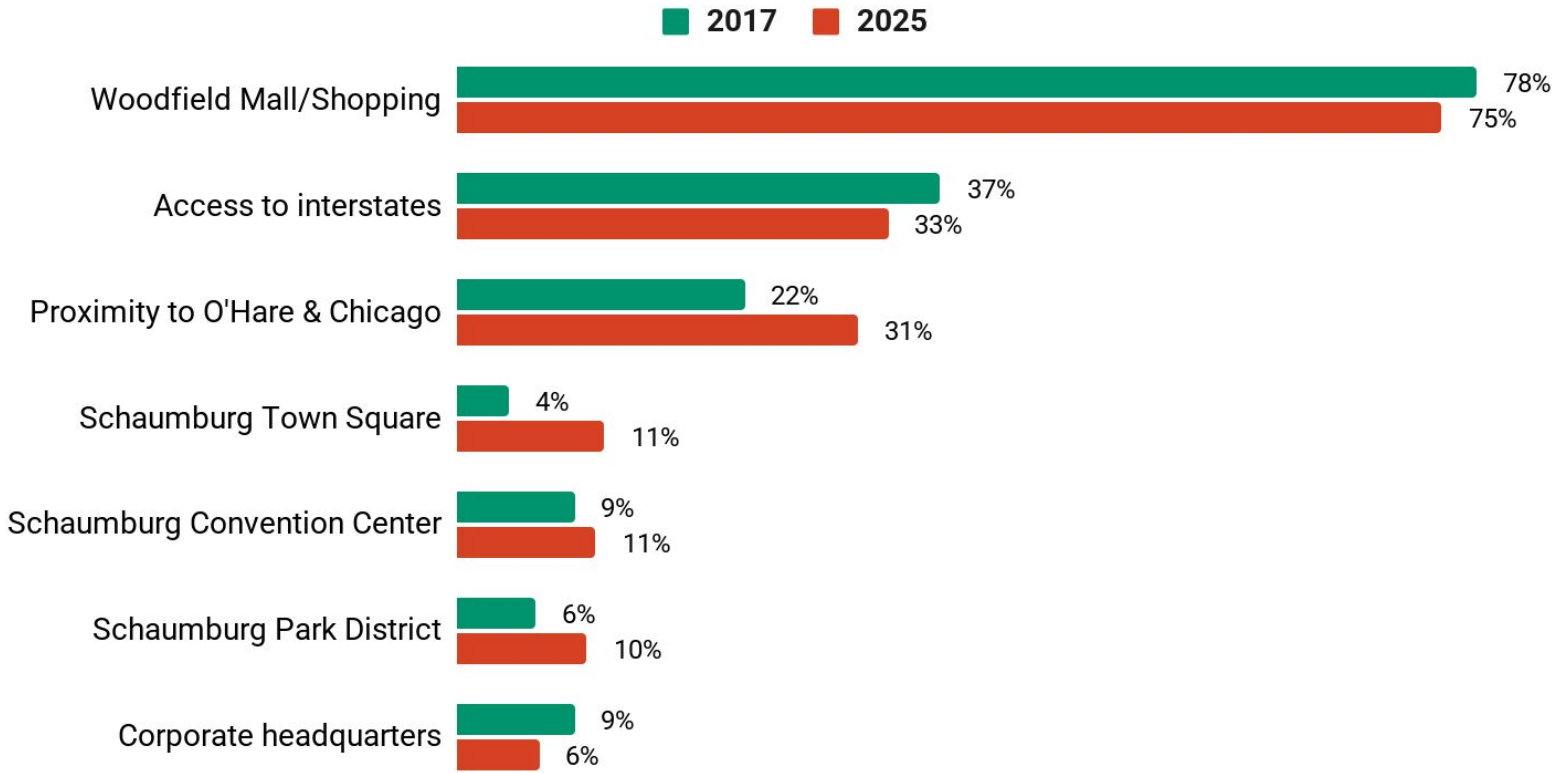
242

CAP Study

BY YEAR, TOP ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.

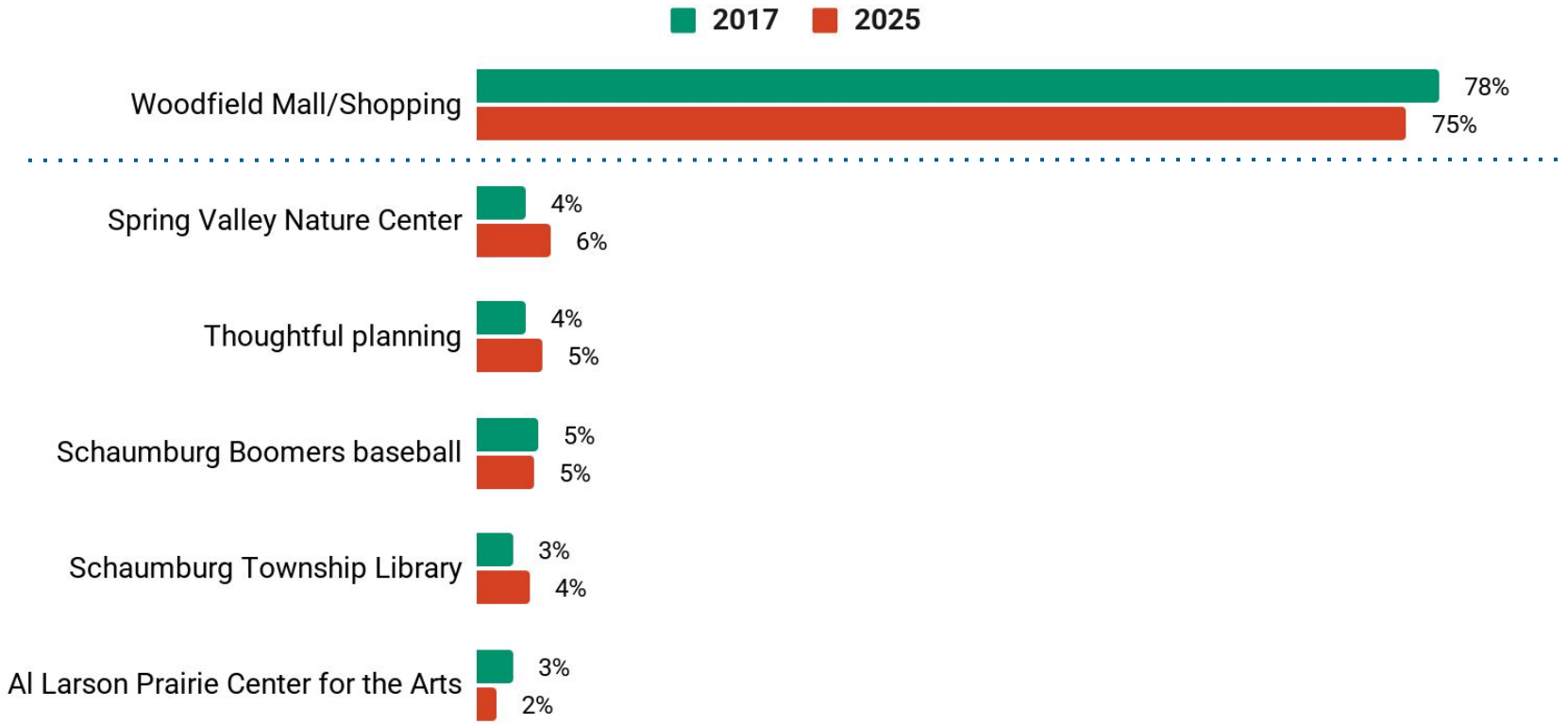


CAP Study

BY YEAR, BOTTOM ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.



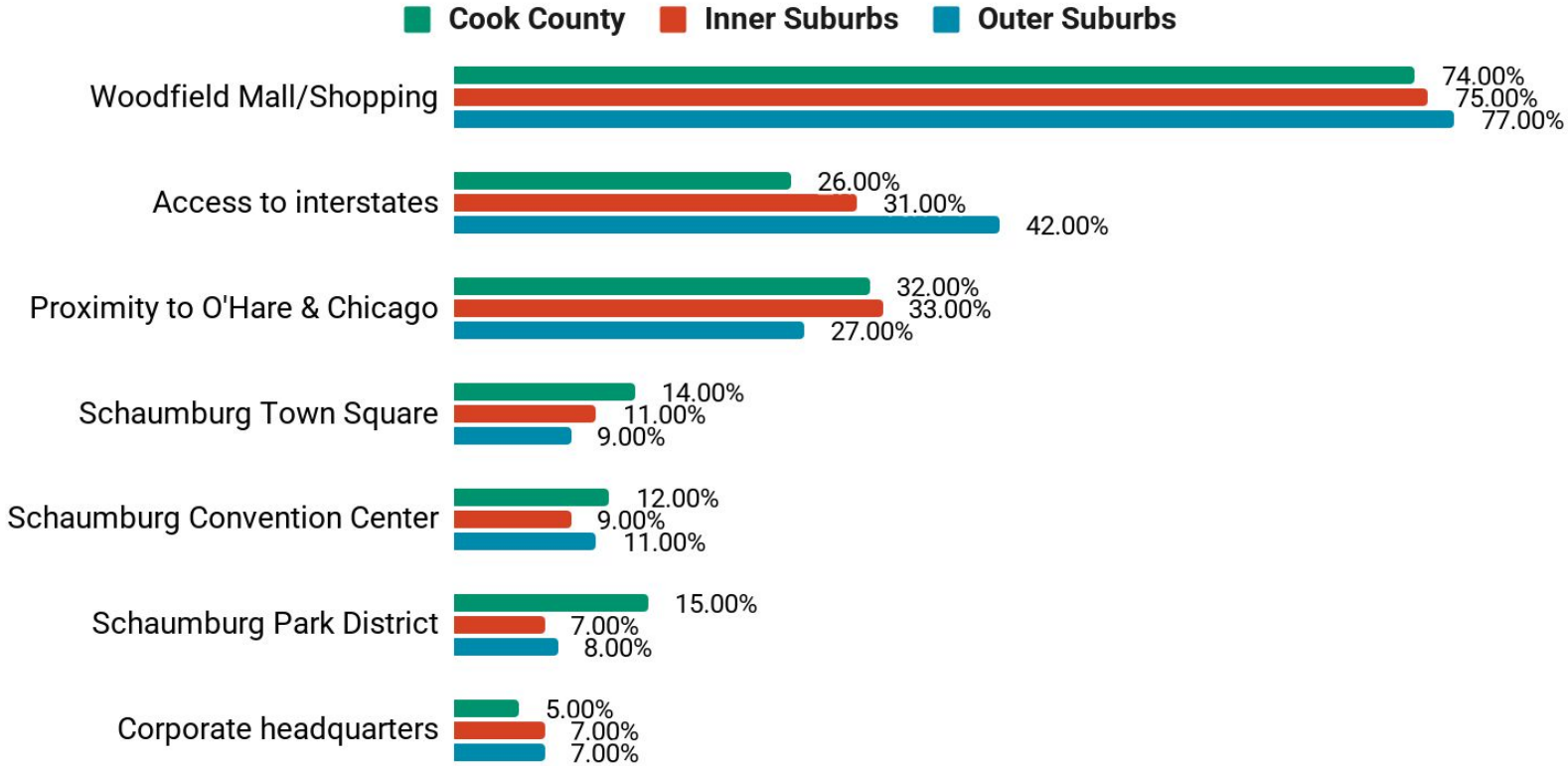
244

CAP Study

BY MARKET, TOP ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.

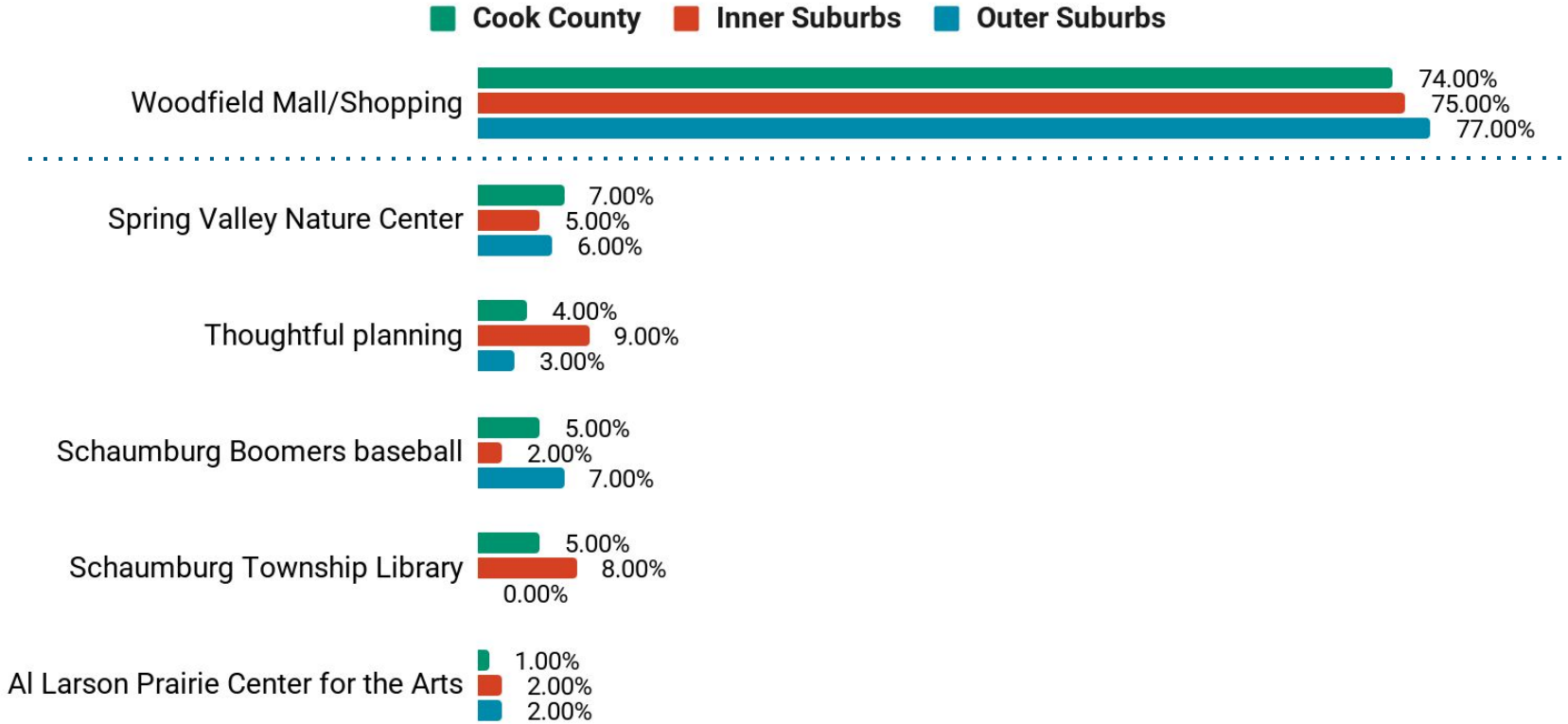


CAP Study

BY MARKET, BOTTOM ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.



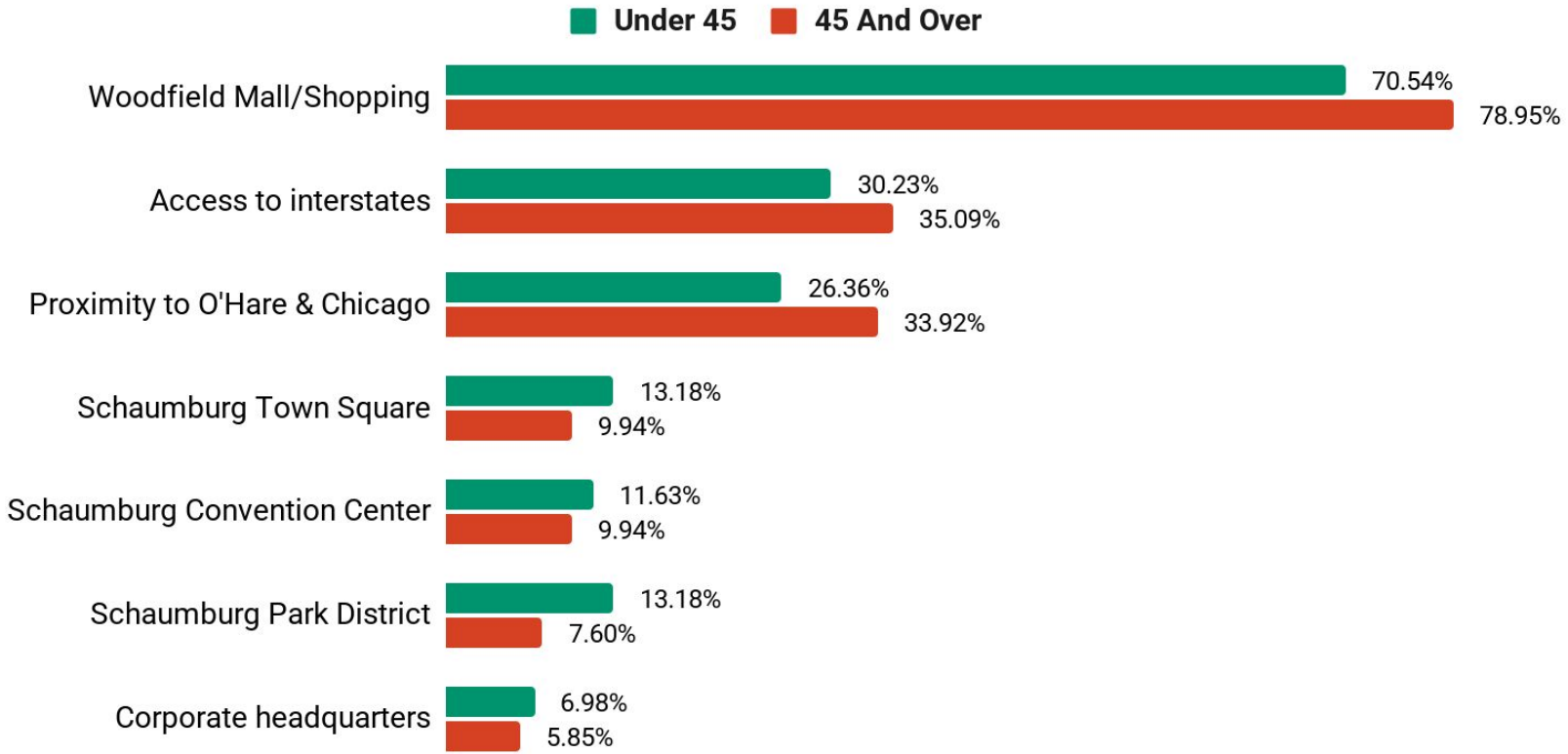
246

CAP Study

BY AGE, TOP ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.



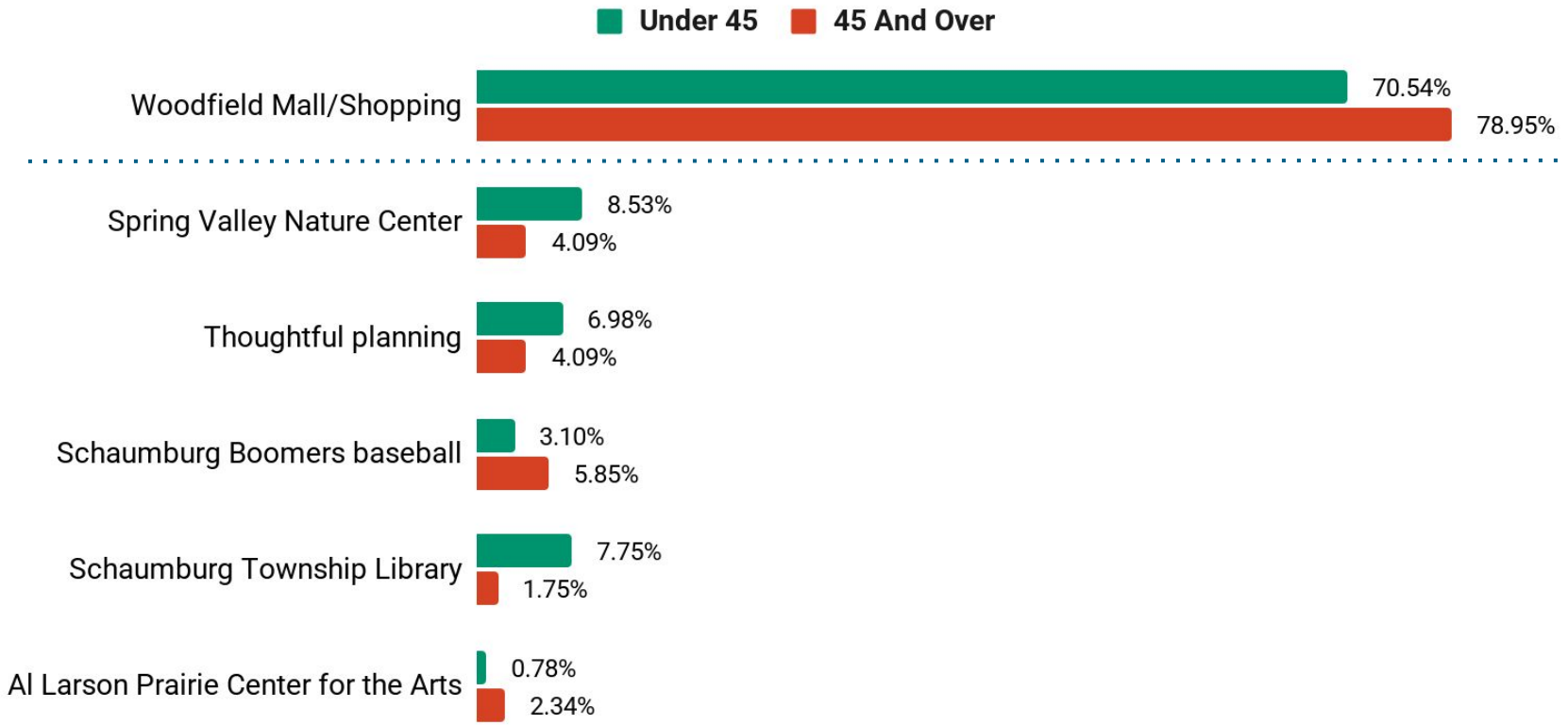
247

CAP Study

BY AGE, BOTTOM ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.



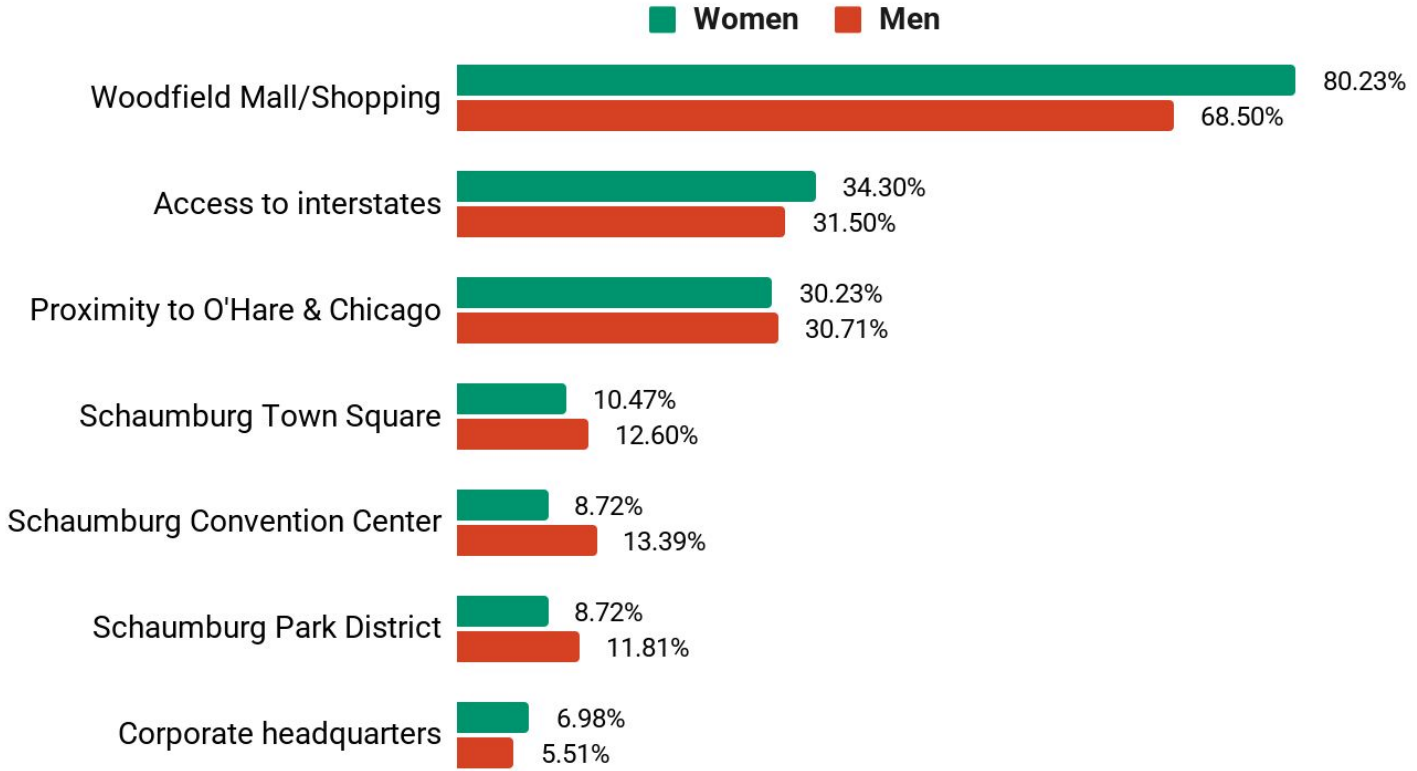
248

CAP Study

BY GENDER, TOP ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.



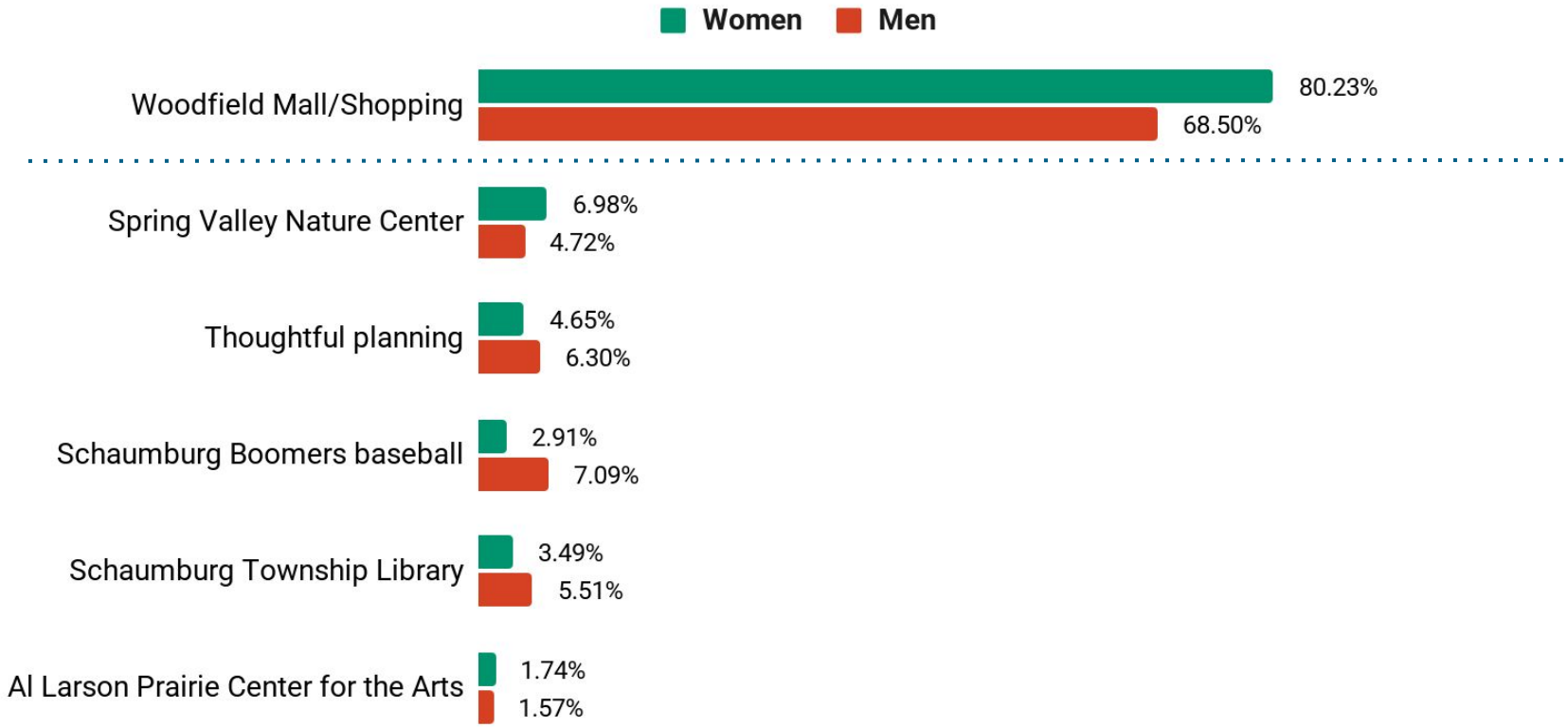
249

CAP Study

BY GENDER, BOTTOM ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.



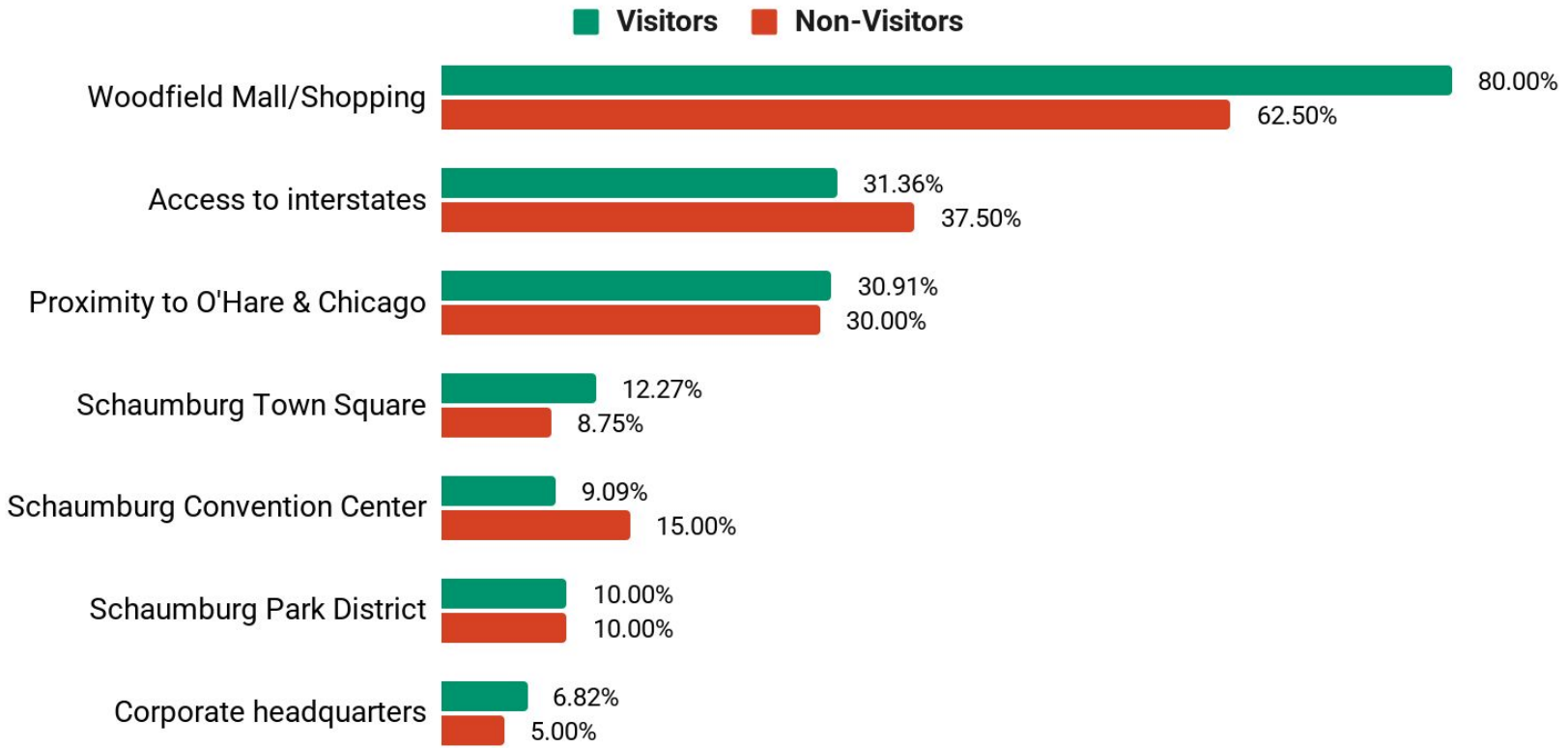
250

CAP Study

BY VISITATION, TOP ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.



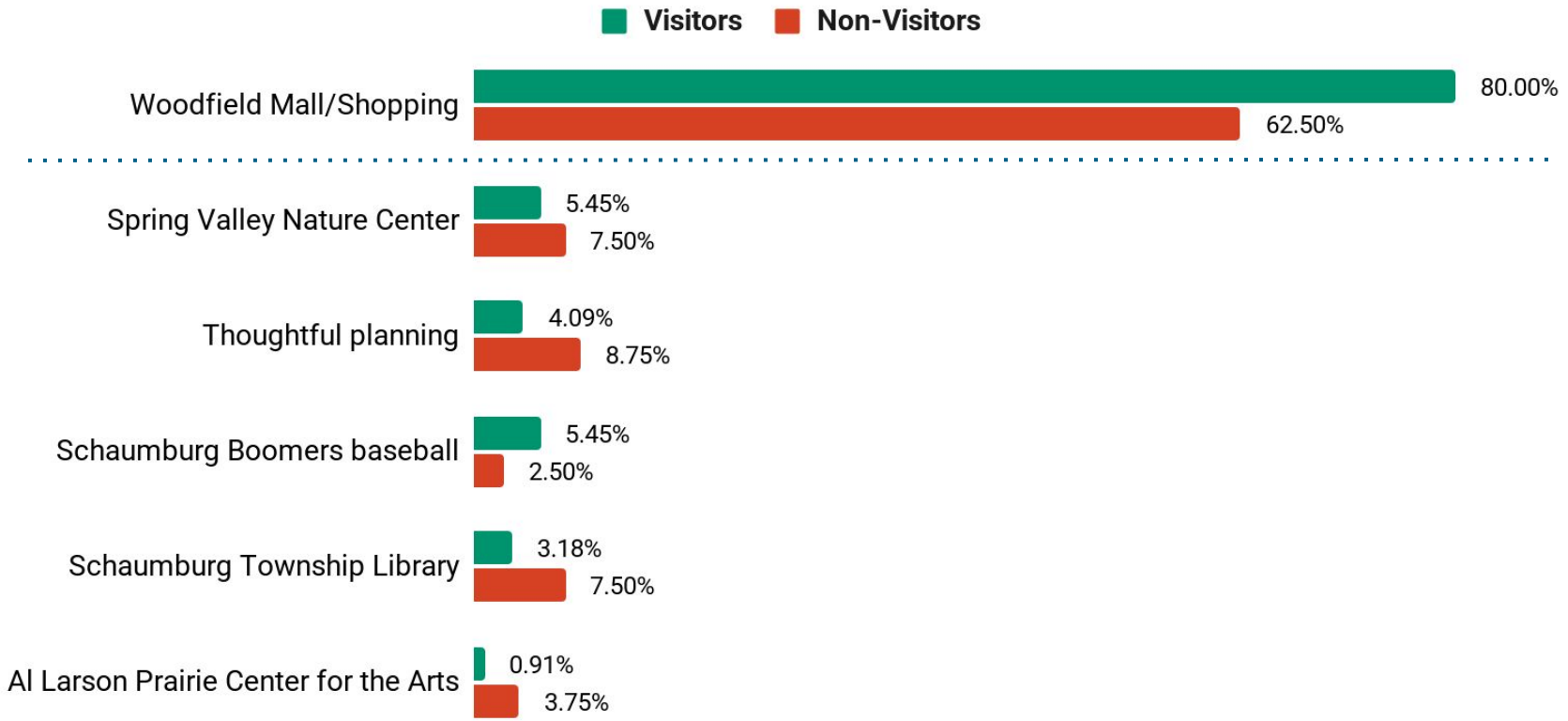
251

CAP Study

BY VISITATION, BOTTOM ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.



252

External Qualitative Data

Influencer Perception Study

NORTH STAR
PLACE BRANDING + MARKETING

Influencer Perception Study

Purpose

The purpose of the Perception Study is to gain an in-depth understanding of the brand perceptions of Schaumburg among important target audiences. What do these external constituents of the brand have to say about the area as a place to live or visit?

Methodology + Results

North Star consultants conducted perception interviews via telephone. The targeted audiences included leaders from nearby communities as well as regional officials and professionals in economic development and tourism. Questions were phrased to gather qualitative information. The following pages reflect frequent commentary and the most insightful conversations.

Influencer Perception Study

Assets	Challenges	Missing	Opportunities
Schools	Traffic	Robust small biz scene	Redevelopment
Woodfield Mall	Attracting small businesses	Local flavor	Improving roads
Location	Affordability	Available land	Attracting young families
Parks	Walkability	Arts	Diversify economic portfolio
Hotels/Convention	High local taxes	Housing inventory	
Spring Valley	Overcrowded	Downtown feel	
		Unique experiences	

Influencer Perception Study

QUOTES

- "Schaumburg is an impressive community that's supportive of residents and businesses."
- "Economic Development people do a great job of getting people in."
- "Working hard to entice 20-40 year old professionals to come here to take jobs."
- "Schaumburg is the leader, but neighboring communities are improving to catch up."
- "The Village has a very established staff."
- "Pretty well built out, so it appears redevelopment is the focus now."
- "The Village does a great job with entryway signage."
- "Known for great schools."

256

Competitive Positioning Review

Competitive Positioning Review

Purpose

The purpose of the competitive analysis is to better understand the market position and marketing executions of Schaumburg's competition.

Methodology + Results

North Star reviewed communication materials from each of the following competitors in economic development and tourism to compile a short synopsis of their attributes. The materials reviewed include but are not limited to the websites for municipalities, economic development, chambers of commerce, and tourism as well as other communication materials such as brochures and visitors guides. Based on these materials, as well as other information we gather, we analyze each competitor's brand strength and focus on economic development and tourism.

- Village of Arlington Heights
- Elk Grove Village
- City of Naperville
- Village of Barrington
- City of Elgin

Schaumburg Branding Overview

VILLAGE + COMMUNITY PARTNER LOGOS











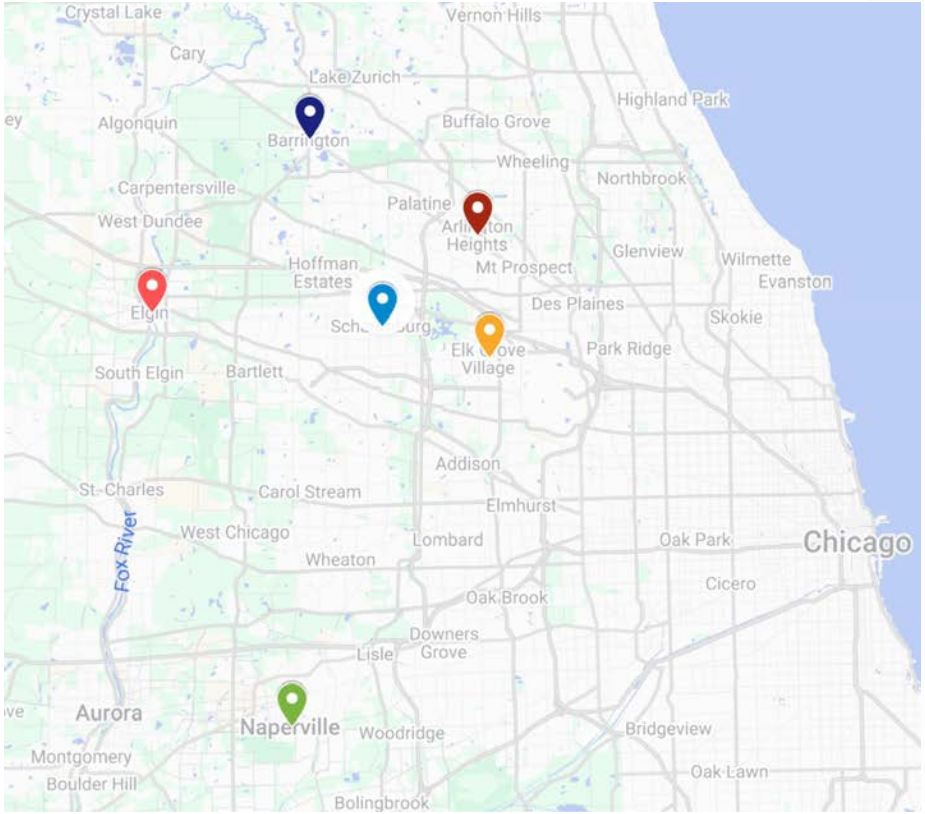


Competitors

Proximity

Schaumburg to...

- Arlington Heights – 9 miles
- Elk Grove Village – 7 miles
- Naperville – 32 miles
- Barrington – 11 miles
- Elgin – 20 miles



Competitor Branding Overview

REGIONAL COMPETITORS

































Village of Arlington Heights, IL

Taglines & Marketing Messages:

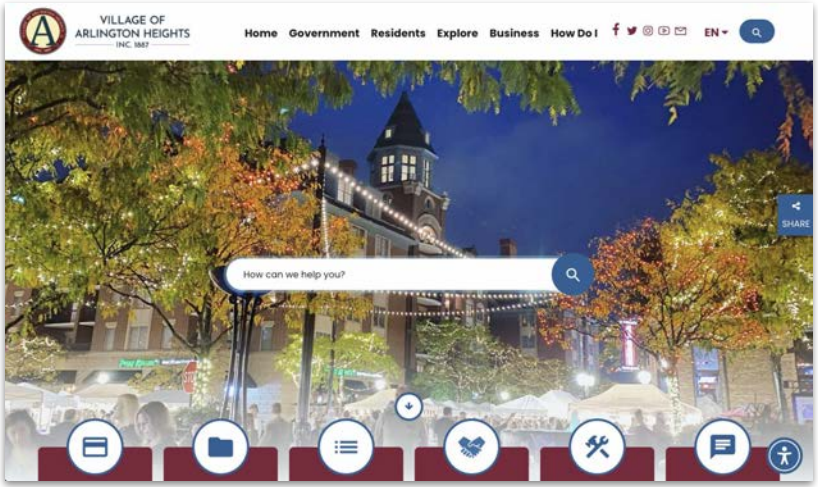
- Village of Good Neighbors
- Take It To the Heights! (Tourism)

Insights:

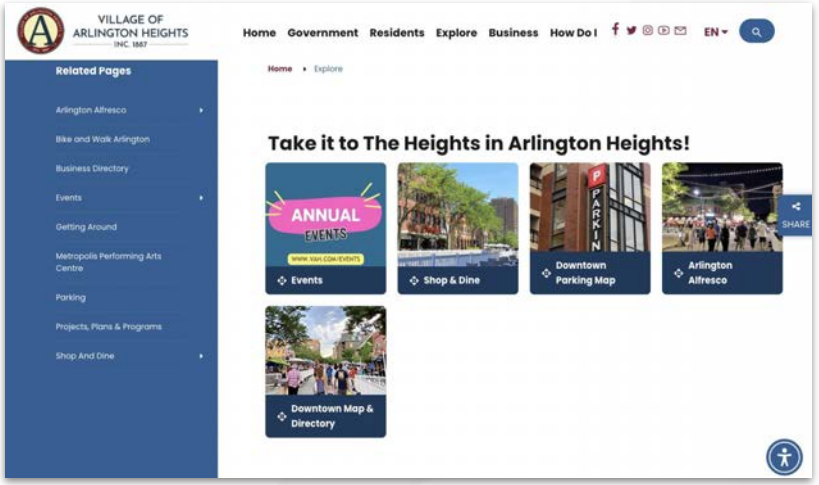
- Arlington Heights is home of the Arlington Racetrack, which is the expected future site of the Chicago Bears.
- Conveniently located just 20 minutes from O'Hare.
- Restaurants, theaters, lounges, live entertainment, boutique shops, and events all contribute to a vibrant downtown.
- One of the 15 largest municipalities in Illinois, and a true bedroom community offering residents a quiter, suburban life.

Village of Arlington Heights, IL Websites

City



Tourism



Elk Grove Village, IL

Taglines & Marketing Messages:

- The Exceptional Community
- Beyond Business Friendly (Economic Development)

Insights:

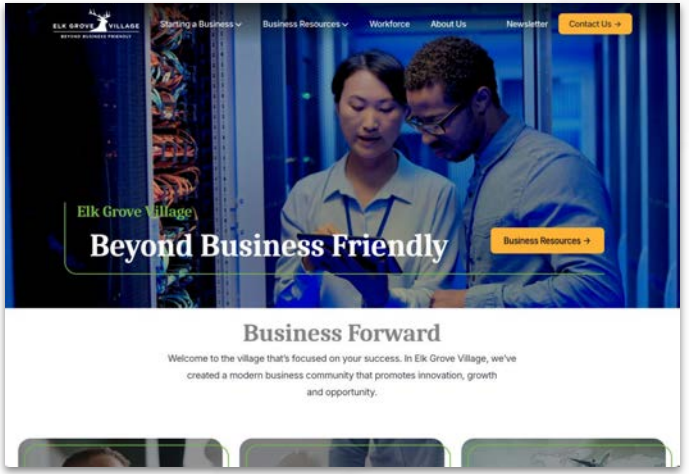
- Elk Grove borders O'Hare to the East, making it a prime location for travel.
- Great mix of residential to the west, and business district to the east.
- Busse Forest Elk Pasture and Pirate's Cove Children's Theme Park make Elk Grove a destination for a variety of interest groups.
- The Village is largely important to the Chicago metropolitan due to its large industrial park.
- There are nearly 3,600 business operating in the 5.9 sq miles of the Village, employing over 100,000 individuals.
- Alexian Brothers Medical Center is located in Elk Grovenand is the largest medical employer in the area.

Elk Grove Village, IL Websites

City



Economic Development



City of Naperville, IL

Taglines & Marketing Messages:

- Take a Break (Tourism)
- Be In the Mix (Downtown)

Insights:

- Naperville has the Naperville Riverwalk, which is a network of paths and bridges that curve along the banks of the DuPage River.
- Nearing a population of 150,000 Naperville is the 4th largest city in Illinois.
- Naperville has a train station with stops by both Amtrak and Metra.
- Naperville falls within the Illinois Research and Technology Corridor.
- Arts and culture are a priority here, as the Naperville Independent Film Festival draws visitors and contributors.

City of Naperville, IL Websites

City



Tourism



Village of Barrington, IL

BARRINGTON
Be Inspired.

BARRINGTON AREA
CHAMBER of COMMERCE
BELONG • ENGAGE • LEAD • PROSPER

Taglines & Marketing Messages:

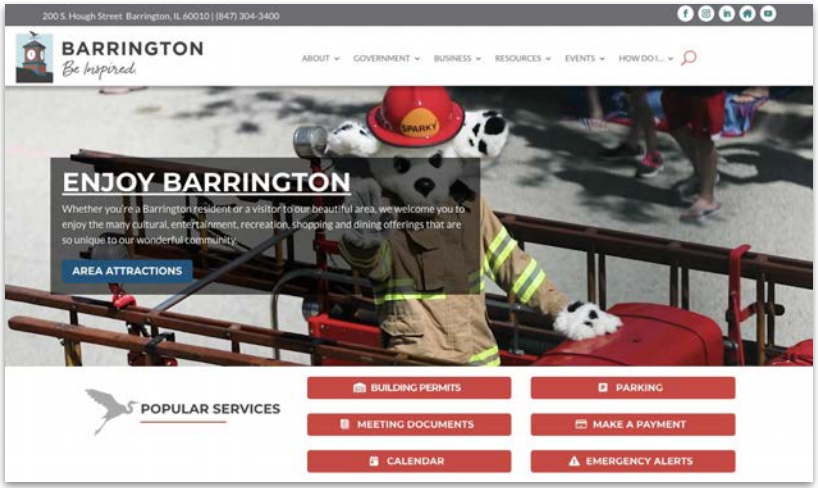
- Be Inspired
- Be In Barrington (Economic Development)
- Belong. Engage. Lead. Prosper. (Chamber of Commerce)

Insights:

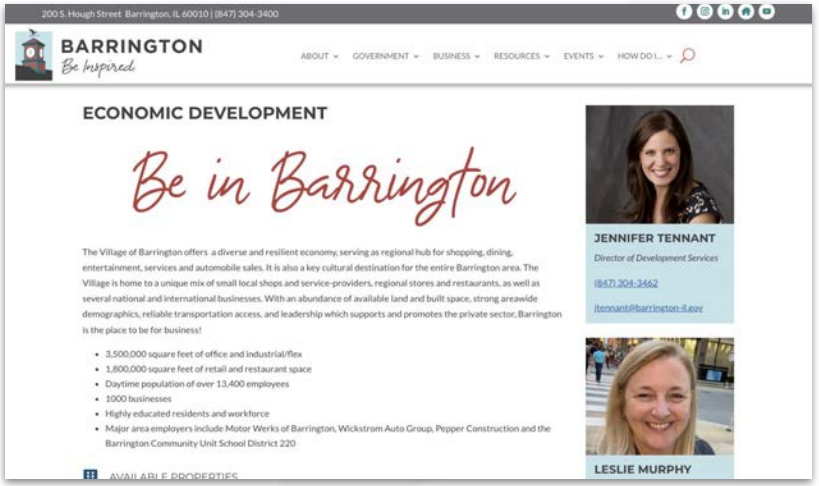
- The Barrington area features wetlands, forest preserves, parks, and horse trails in a country-suburban setting.
- The main economic driver is a handful of car dealerships and gas taxes.
- Between food festivals, parades, fireworks shows and other events, Barrington is able to exhibit a small-town feel.
- Barrington has been a designated Tree City for almost 30 years, offering that respite from the metropolis.

Village of Barrington, IL Websites

City



Economic Development



City of Elgin, IL

Taglines & Marketing Messages:

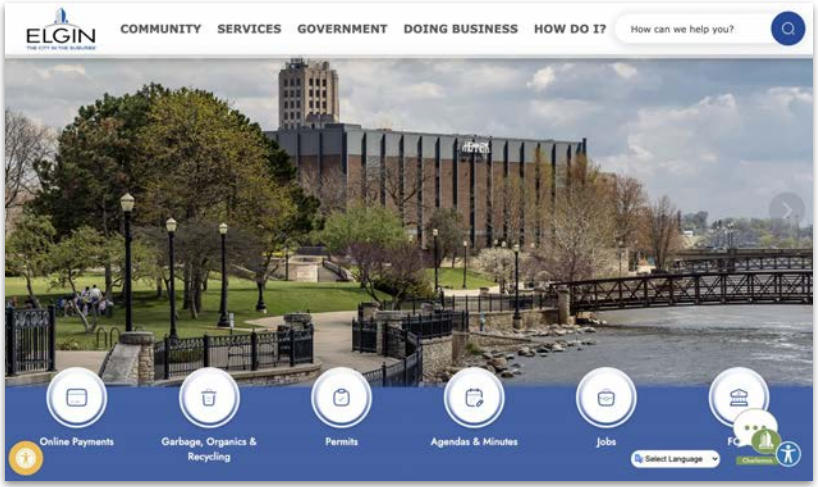
- The City in the Suburbs

Insights:

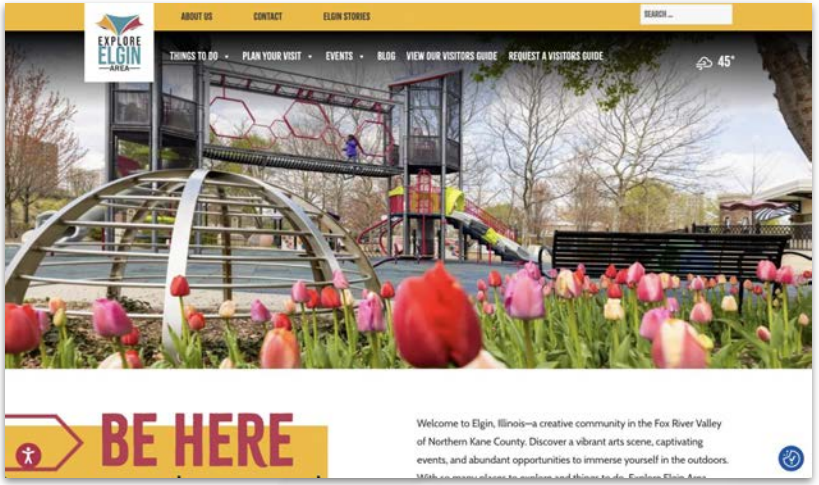
- Elgin is nestled along the scenic banks of the Fox River.
- Has strong heritage as it grew from an agricultural river town and manufacturing hub to one of the largest and fastest growing cities in Illinois.
- Top employers in the City consist of schools, hospitals and J.P. Morgan Chase.

City of Elgin, IL Websites

City



Tourism



Regional Metrics Rollup

REGIONAL COMPETITORS

Community	Population (2023)	Population Change (20-23)	Unemployment Rate	Median Income	Median Home Price	Median Age	Cost Of Living (H/L)	Bachelor's Degree or +	Racial Breakdown*
Schaumburg	**75,750**	**-3.8%**	**4.2%**	**$94,690**	**$312,200**	**41.5**	**10.8% H**	**50.6%**	**56.0% White 23.9% Asian**
Arlington Heights	74,495	-4.1%	3.9%	$118,532	$403,200	42.6	8.3% H	60.2%	74.6% White 9.6% Latino
Elk Grove Village	31,350	-4.5%	4.7%	$95,216	$334,400	43.9	12.0% H	40.9%	69.0% White 14.6% Latino
Naperville	150,245	0.5%	3.9%	$150,937	$509,900	42.7	8.6% H	71.7%	62.0% White 21.8% Asian
Barrington	10,476	-2.3%	3.7%	$150,714	$580,900	43.1	7.6% H	72.6%	81.4% White 9.4% Asian
Elgin	113,310	-1.3%	7.4%	$88,316	$252,400	36.8	9.0% H	26.0%	48.4% Latino 36.3% White

*Racial Breakdown does not include Latino or Hispanic origi

Brand Review

Brand Strength

(how strong the brand is at marketing the region – design currency, activation/use, representation of place, consistency across areas/departments)



Economic Development Focus

(how much marketing is focused on driving economic development)



Tourism Focus

(how much marketing is focused on driving tourism)



Competitive Summary

- Demographically, Schaumburg is most similar to Arlington Heights and Elk Grove Village. In this competitive set, Naperville is the only community that the U.S. Census Bureau predicts as growing in population.
- Schaumburg competes very well in this set, ranking second in brand strength and tourism focus and ranking third in economic development focus. This is particularly impressive, considering that Naperville (second in ED focus) and Elgin (first in tourism focus) leverage public-private partnerships to support these areas.
- Some of the communities in this set rely on regional tourism groups to promote their attractions. For example, Meet Chicago Northwest promotes Schaumburg, Elk Grove Village, and Arlington Heights. Elk Grove Village and Arlington Heights have relatively low individual tourism scores based on our search. However, Schaumburg does a great job of supplementing Meet Chicago Northwest's materials with an attractive lifestyle webpage.
- Elk Grove Village has a strong community brand. They play into their memorable name and do a nice job sharing their story and iconic elk throughout the community and materials. The brand is consistently used through the Village departments, while unique language is applied for individual efforts, such as economic development.
- Elgin (*The City in the Suburbs*) and Elk Grove Village (*The Exceptional Community*) use their messaging to promote their communities as premier suburbs in Chicagoland. Barrington (*Be Inspired*) and Arlington Heights (*Village of Good Neighbors*) lean into positive, intangible characteristics that convey a high quality of life. Schaumburg's messaging (*Progress Through Thoughtful Planning*) is more similar to the former group and shows continued growth and intentional care by Village leadership.

Implementation

Implementation

These communication and marketing strategies are inspired by Schaumburg's updated collection of research. They are designed as basic thought starters to help advance key community and economic objectives over the next few years.

Strategy ideas draw from discussions with Village staff and external experts as well as quantitative survey results. They tend towards pragmatic and adaptable, given Schaumburg's commitment to progress through thoughtful planning.

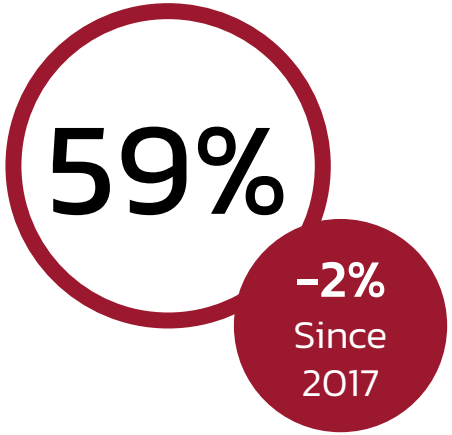
Ideas are subdivided by audience and are ultimately destined to:

- Maintain communication, trust, and engagement between the Village and its residents.
- Extend the cultural value of your all-in-one, carefree destination.
- Place Schaumburg at the top of the list for developers and investors.

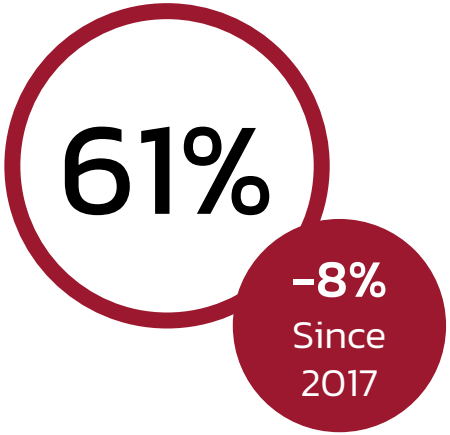
Word On The Street

According to the updated measurements for Schaumburg's Brand Barometer, a majority of residents are strong advocates of the community as a place to live, visit, and conduct business. These values are not far below those achieved in 2017 despite the fact that so many new obstacles to community engagement and public trust have emerged in the intervening time period. That is to say, though many express apprehension about the changing world around them, the word on the street about Schaumburg remains overwhelmingly kind.

Promote Living in Schaumburg



Promote Visiting Schaumburg



Promote Doing Biz. in Schaumburg



Word On The Street

With residents so forthcoming with praise and endorsement, their few reservations about the community garner additional attention. Two of the issues that came up repeatedly in this respect were high taxes and walkability & bikeability. Ideas to broach conversations about both topics follow.



Demonstrate the value of Village government to engaged residents in a way that is easy to understand and discuss with less-involved neighbors.



Empower locals to share best practices for walking and biking in Schaumburg, and emphasize safe driving when encountering pedestrians and cyclists on the road.

Word On The Street



Demonstrate the value of Village government to engaged residents in a way that is easy to understand and discuss with less-involved neighbors.

As construction on the new Village Hall gets underway, invite residents to track progress made with a digital or physical countdown calendar. While a digital counter could become a part of the social media cadence or a permanent fixture on the website, a physical counter on Schaumburg Road could be a visible reminder for residents going about their days. At key milestones, share additional information about how the new space will help each department serve the community better. And once it's safe, organize limited tours of the building prior to its grand opening to the community.

Word On The Street



Demonstrate the value of Village government to engaged residents in a way that is easy to understand and discuss with less-involved neighbors.

Create a set of Schaumburg Tax Conversion Tables that place taxes collected by the Village in the context of how they help achieve the community's budgetary goals. While providing a transparent view of local government is the primary motivation, it's still possible to have a little fun with the conversion estimates. For example, a straightforward conversion might read:

[$] sales tax collected at Woodfield Mall equals [#] of potholes fixed on Woodfield Road;

while a more playful one might read:

Sales tax generated by businesses in Schaumburg contribute [%] to the Village's general fund. Do you have any idea how many IKEA Billy Bookcases that is?

Word On The Street



Demonstrate the value of Village government to engaged residents in a way that is easy to understand and discuss with less-involved neighbors.

Write a children's story featuring local celebrities, Mr. & Mrs. Swan, as they ask the important questions about where their property taxes go. As seasonal Schaumburg residents, the Swans proudly pay their fair share of property taxes for their waterfront home, but they have some questions. The Swans are inquisitive and trying to become well-informed citizens, which can lead to important lessons for residents of all feathers about how tax contributions power the leading community in Illinois. For a short-form version of this concept, comics submitted by high school students could allow for separate narratives to be shared throughout the duration of the Swans' stay in Schaumburg.

Word On The Street



Empower locals to share best practices for walking and biking in Schaumburg, and emphasize safe driving when encountering pedestrians and cyclists on the road.

Just as the Schaumburg Park District provides maps of trails at the Spring Valley Nature Center, crowdsource safe walking and biking paths throughout Schaumburg. Tap into existing communities or individuals experienced in walking, jogging, and biking around town, and ask them to give you their favorite paths in town. Keep a running compilation of the safest out-and-back, loop, or one-way trips and consider designating a path-of-the-week or upgrading popular paths to urban trails with distance markers. The most ambitious wayfinders in the Village may even want to submit creative Strava routes that use the streets as a canvas to send a walk/bike-friendly message.

Word On The Street



Empower locals to share best practices for walking and biking in Schaumburg, and emphasize safe driving when encountering pedestrians and cyclists on the road.

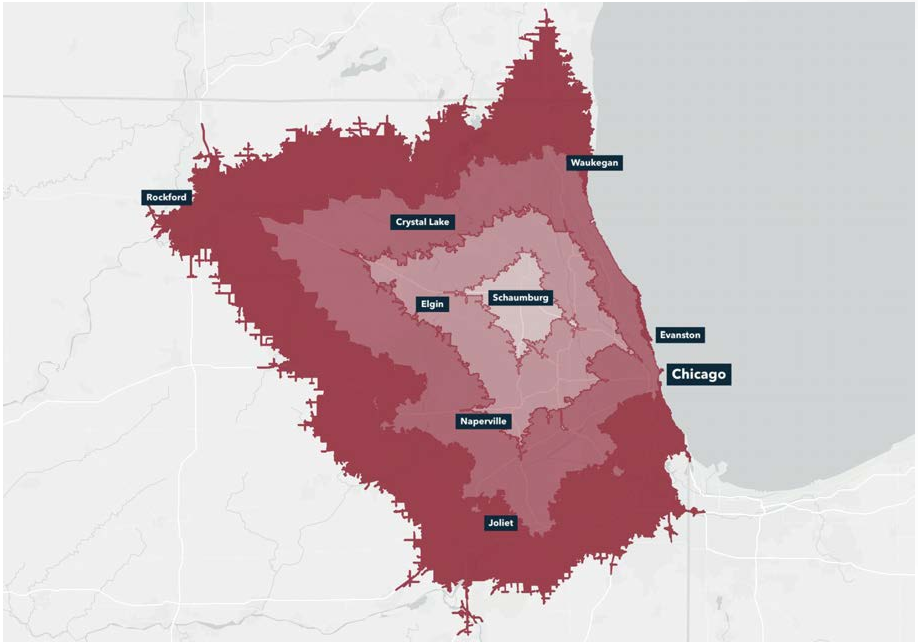
Celebrate multimodal transport by holding a "SCHare the Road" campaign on designated arteries around the Village. Conscientious motorists are the most important part of a walk- and bike-friendly community, and building a habit of yielding to pedestrians and cyclists requires consistent messaging at first. Signs along popular walk/bike paths that thank drivers for "SCHaring" can serve as a soft reminder to keep an eye out for other road users, and bumper stickers that read "SCHaring Is Caring" can further spread the message.

Fairest Of The Mall

Visitors across Chicagoland know Schaumburg for the retail and commercial district around Woodfield Mall. As it was in 2017, the mall is the top association for Schaumburg in both unaided and aided perception, with 33% of visitors saying that their most recent trip to the Village was primarily motivated by going shopping at the mall.

The map at right provides a visualization of drive-time areas to Woodfield Mall. From the center, the shaded areas are subdivided into 15-minute increments up to one hour.

With so much of the region in close proximity, the importance of Woodfield's continued success cannot be overstated, and it should be complemented with messaging about adjacent attractions to encourage high visitor satisfaction and repeat business.

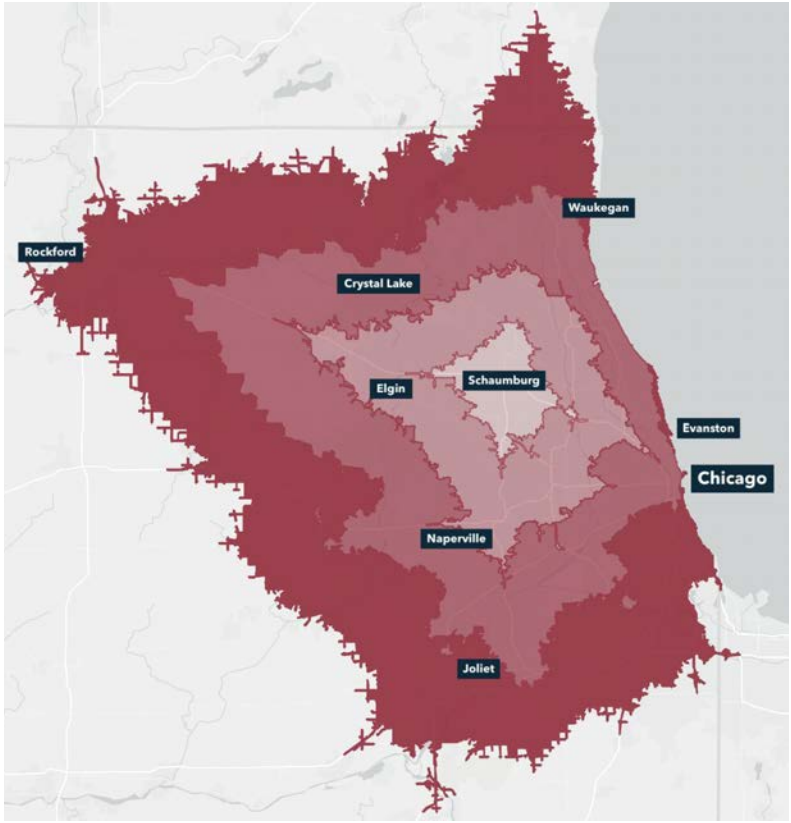


Fairest Of The Mall

The drive-market trade area for Schaumburg totals nearly 8.5 million people, with 2.25 million living within 30 minutes of Woodfield Mall. Though people living more than 30 minutes away make up a majority of the trade area, the median disposable income and retail/food expenditures per capita are comparable for areas within 45 minutes of the mall.

	< 15 Min	15 - 30 Min	30 - 45 Min	45 Min- 1 Hr
Total Population	382,540	1,865,427	3,384,582	2,740,859
Median Disposable Income	$76,443	$79,570	$77,943	$58,522
Retail/Food Expenses	$5,111,443,855	$25,294,565,872	$50,026,751,897	$28,487,805,507
Retail/Food Exp. Per Capita	$13,362	$13,560	$14,781	$10,394

Fairest Of The Mall



When targeting specific geographic areas, then, it may be worth considering the fact that Schaumburg lies at the center of a high-income, 45-minute drive radius. For online or out-of-home advertising, having these boundaries in mind can help prioritize geographic areas most likely to contain the kinds of regional visitors that Village businesses rely on for semi-regular patronage. The 45-minute radius provides ample opportunity to appeal to residents of adjacent suburbs and the Chicago Loop, many of whom likely have some familiarity and fond memories of their time in Schaumburg, generally, and Woodfield Mall, specifically.

Fairest Of The Mall

At nearly 55 years old, Woodfield Mall has outlasted many similar shopping centers across the country. Consider celebrating the mall not only as an acknowledgement of its trajectory but as a way to involve others that contribute to the relevance and diversity of Schaumburg as the go-to destination in the Chicago suburbs.



Channel reinvention and longevity (like the mall) when reaching new audiences or enticing visitors back into the community.



Mark your territory in ways that encourage visitors to explore Schaumburg from Point A to Point Z.

Fairest Of The Mall



Channel reinvention and longevity (like the mall) when reaching new audiences or enticing visitors back into the community.

Present Schaumburg as a destination for makeovers and glow-ups for all ages. Over the course of one day in Schaumburg, children discover their next favorite food, a couple reworks the feng shui or hygge of their living room, and a new retiree learns to like golf as long as there are constant snacks involved. The fact that a visitor can leave Schaumburg with a changed sense of self—while also enjoying three other experiences in the span of a few hours—epitomizes one of the primary motivations for travel of any type. With such a wealth of attractions that promise transformation, take care to build this sentiment into messaging for regional and national communications.

Fairest Of The Mall



Channel reinvention and longevity (like the mall) when reaching new audiences or enticing visitors back into the community.

Award and promote businesses that achieve a lasting or unexpected impact on their customers and their community. In collaboration with a crew or crowd of local residents, create annual awards and guides that help visitors identify shops, restaurants, and service providers that may not be on their radar but deserve their consideration. Theme the awards around the characteristics that have made Woodfield Mall pillar of Schaumburg's visitor economy—longevity, variety, quality, innovation, and fun. Develop a central reference of current and past winners, and make it easy for business owners to display this recognition at their physical and online locations.

Fairest Of The Mall



Mark your territory in ways that encourage visitors to explore Schaumburg from Point A to Point Z.

Get in the picture with Schaumburg monument signage designed to commemorate the visit of youth sports teams and convention/meeting attendees. No trip photo album is complete without a group photo (both a serious and a silly one). Simplify the process with an eye-catching "Schaumburg" destination monument that lets family, friends, and followers on social media see exactly what they missed in Schaumburg. For best results, plan for the monument to be near but not on a walking path, interactive without being covered up, and accommodating of small to very large groups. An ambitious version of this strategy could incorporate a photographer's perch to get everyone in the picture.

Fairest Of The Mall



Mark your territory in ways that encourage visitors to explore Schaumburg from Point A to Point Z.

Go BIG (or small) with public art series placed across the Village to take visitors from primary attractions to other points of interest. Inspired by Schaumburg's mall culture and German heritage, public art could take the form of: (1) larger-than life mannequins placed in different shopping centers that are dressed to reflect fashion during the six decades of Woodfield Mall's existence; (2) miniature holiday window displays; or (3) giant traditional children's toys made out of mini- or regular-sized versions of the same toy, for a blend of the large and small scales. The key for any art installation would be to spread them out around town, so that visitors can see the "main" exhibit in an area with high traffic and travel elsewhere to see the "satellite" exhibits. Visitors who visit a "satellite" exhibits

Thank You, Schaumburg!

NORTH STAR
PLACE BRANDING + MARKETING

NORTH STAR

Schaumburg, IL

Research Presentation

August 2025

Research Instruments

- Trustee Survey
- In Person:
  - Tour
  - Stakeholders/Residents Interviews
  - Focus Groups
- Community Survey (Includes Employee Survey)
  - Brand Barometer
- Consumer Awareness + Perception Study (Quantitative) of Visitors & Non-Visitors to Schaumburg
- External Perception Study (Qualitative) Interviews about Schaumburg with external influencers

Brand Barometer

1,019 Resident Respondents

Answering The Question:

"On a scale of 1-10, how likely are you to recommend ***living, visiting, or conducting business in*** *Schaumburg to a friend or colleague?"*

The Math: Promoters (9-10), Passives (7-8), Detractors (1-6)

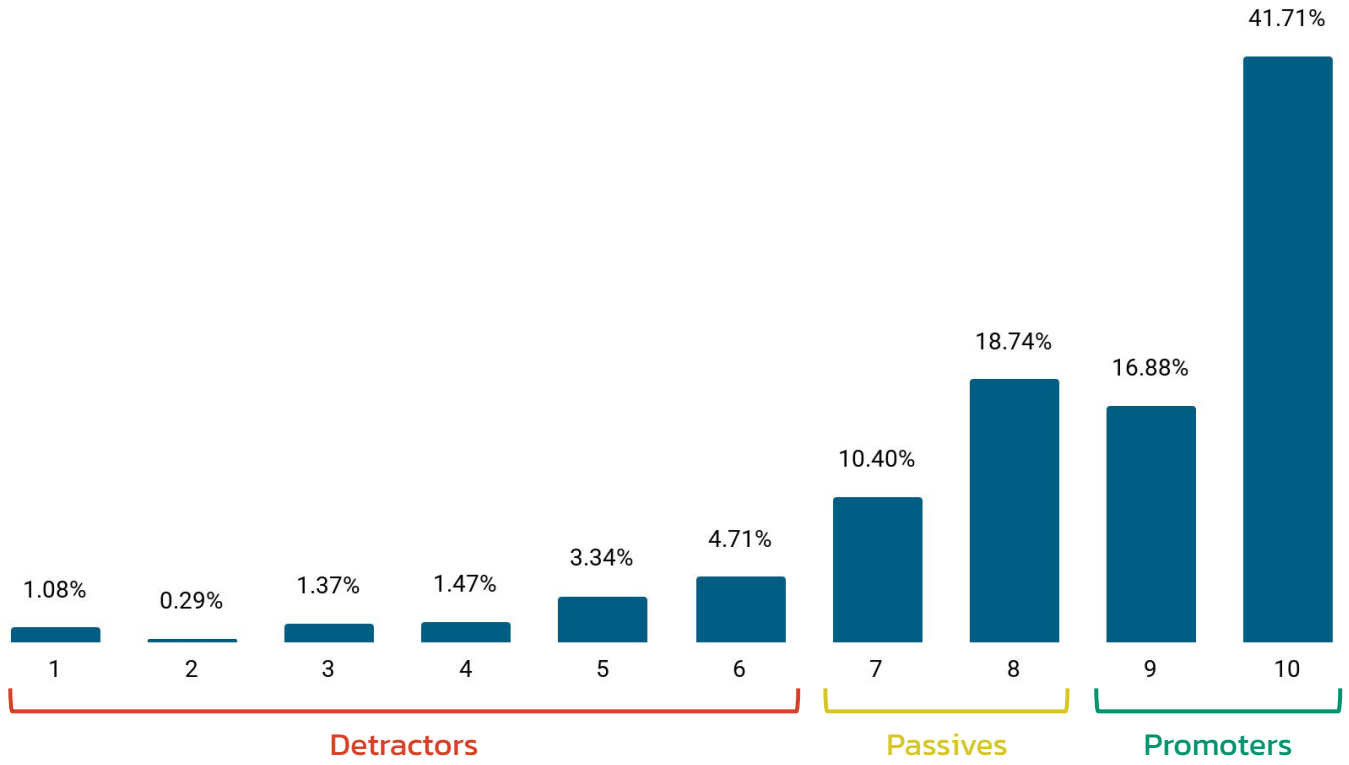
Promoters - Detractors = Brand Advocacy Score (Net Promoter Score)

Passives are not counted.

Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Living in Schaumburg



Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Living in Schaumburg

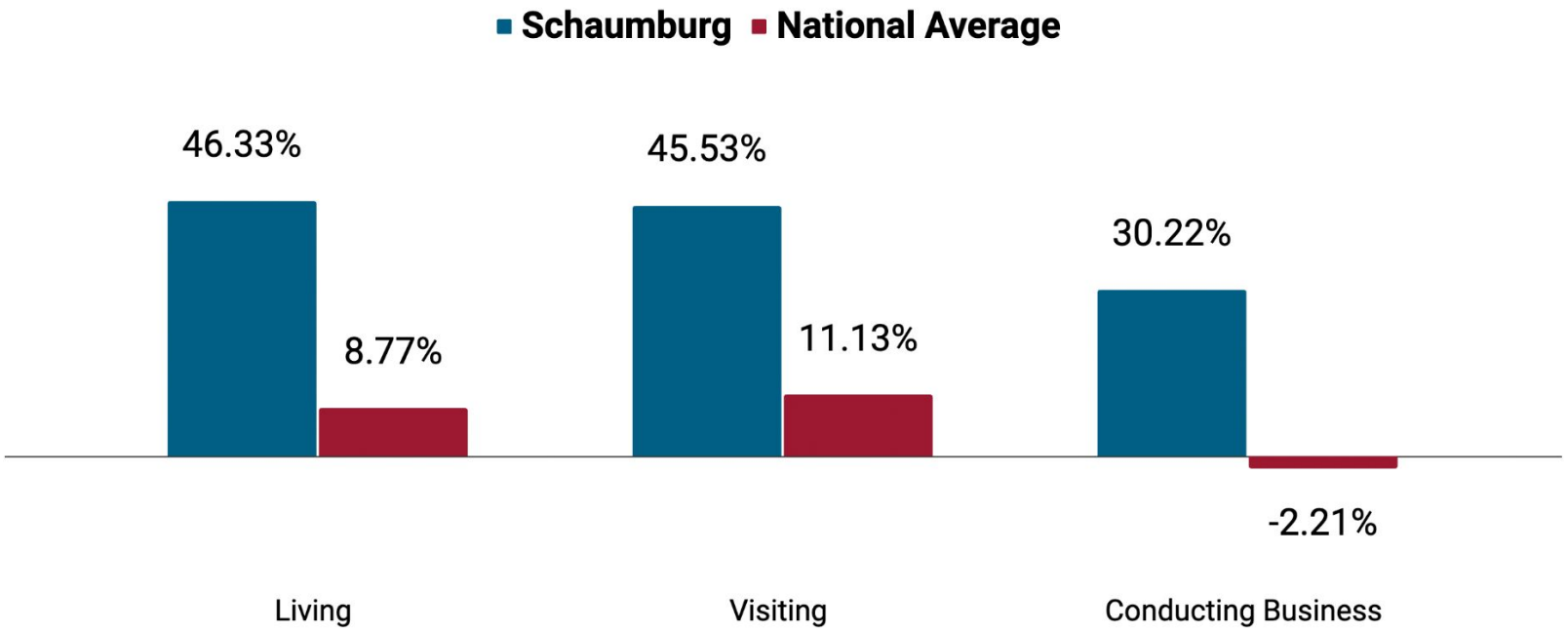
46.33%

Overall Brand Advocacy Score
Living in Schaumburg

(% of Promoters minus % of Detractors)

Brand Barometer

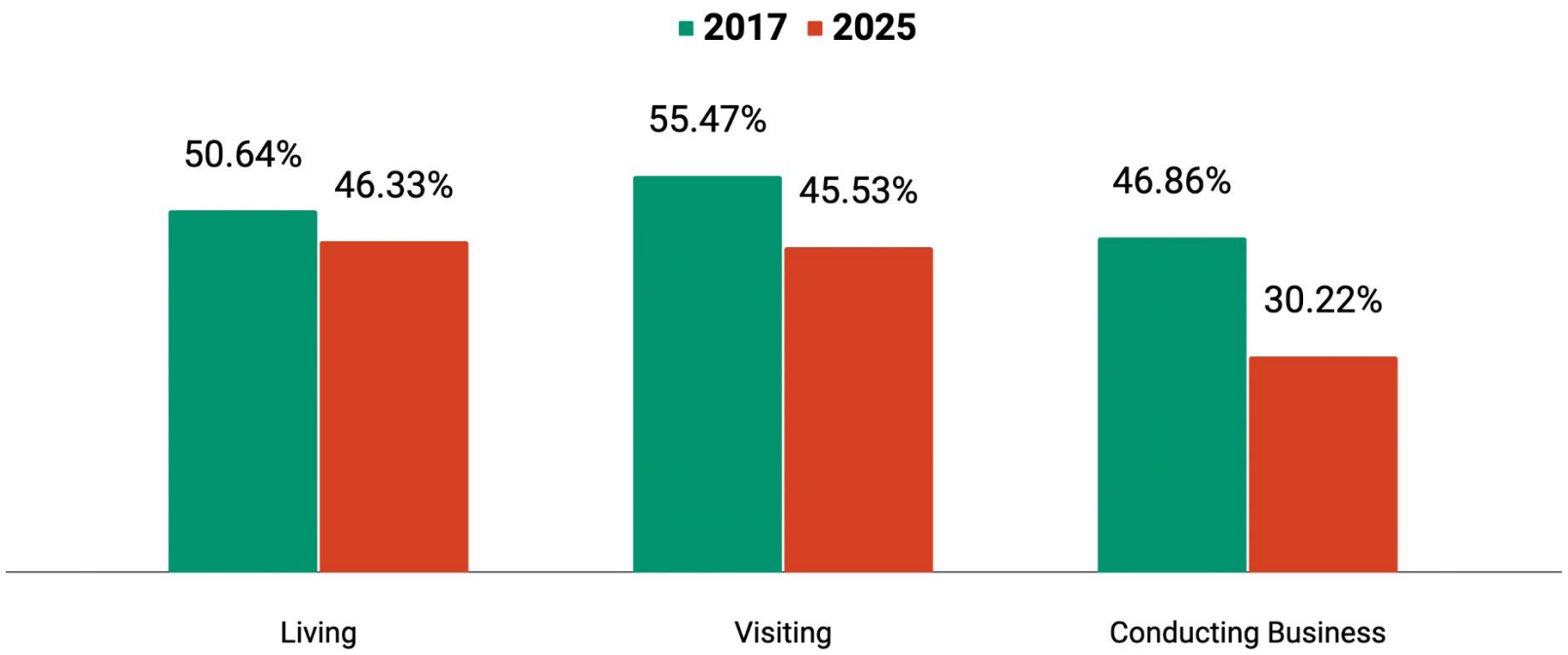
On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend Schaumburg to a friend or colleague...



Brand Barometer

BY YEAR

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend Schaumburg to a friend or colleague...



Community Survey

780 Completed Responses

NORTH STAR
PLACE BRANDING + MARKETING

Community Survey

BY YEAR, TOP ANSWERS

What word or phrase best describes Schaumburg?

Choose two answers.

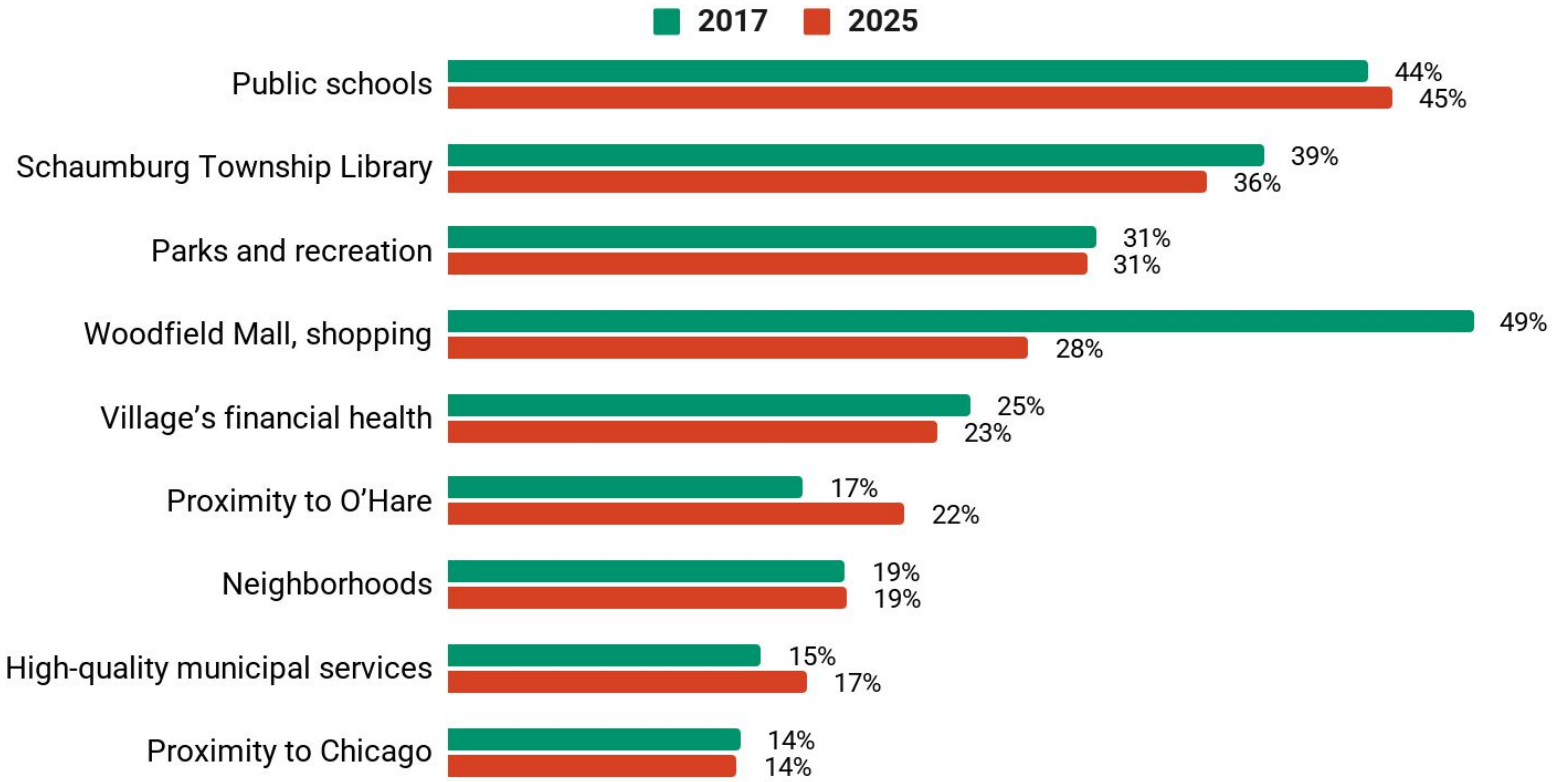


Community Survey

BY YEAR, TOP ANSWERS

In your opinion, what are Schaumburg's greatest assets?

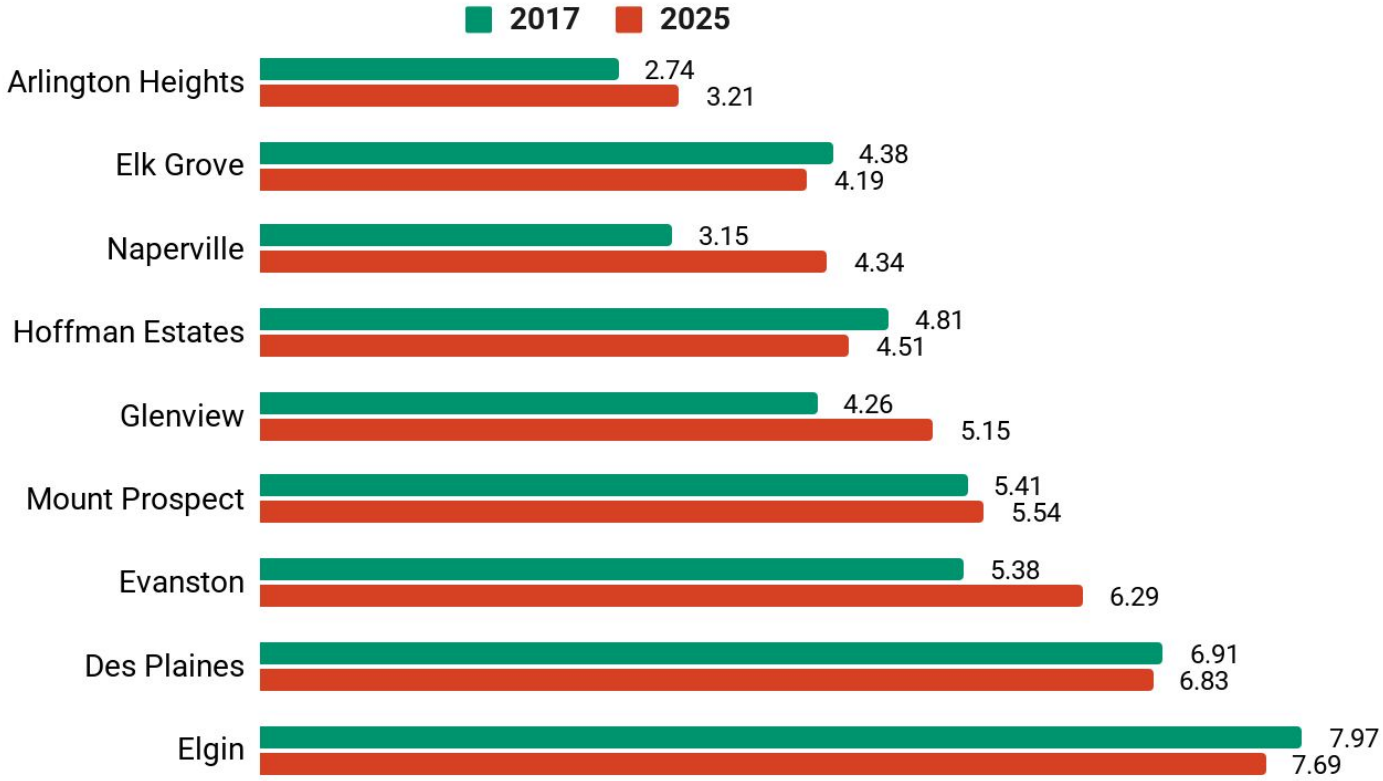
Choose three answers.



Community Survey

BY YEAR

Please rank the following communities in order of preference from 1 (= Most Desirable Place to Live) to 10 (= Least Desirable Place to Live).

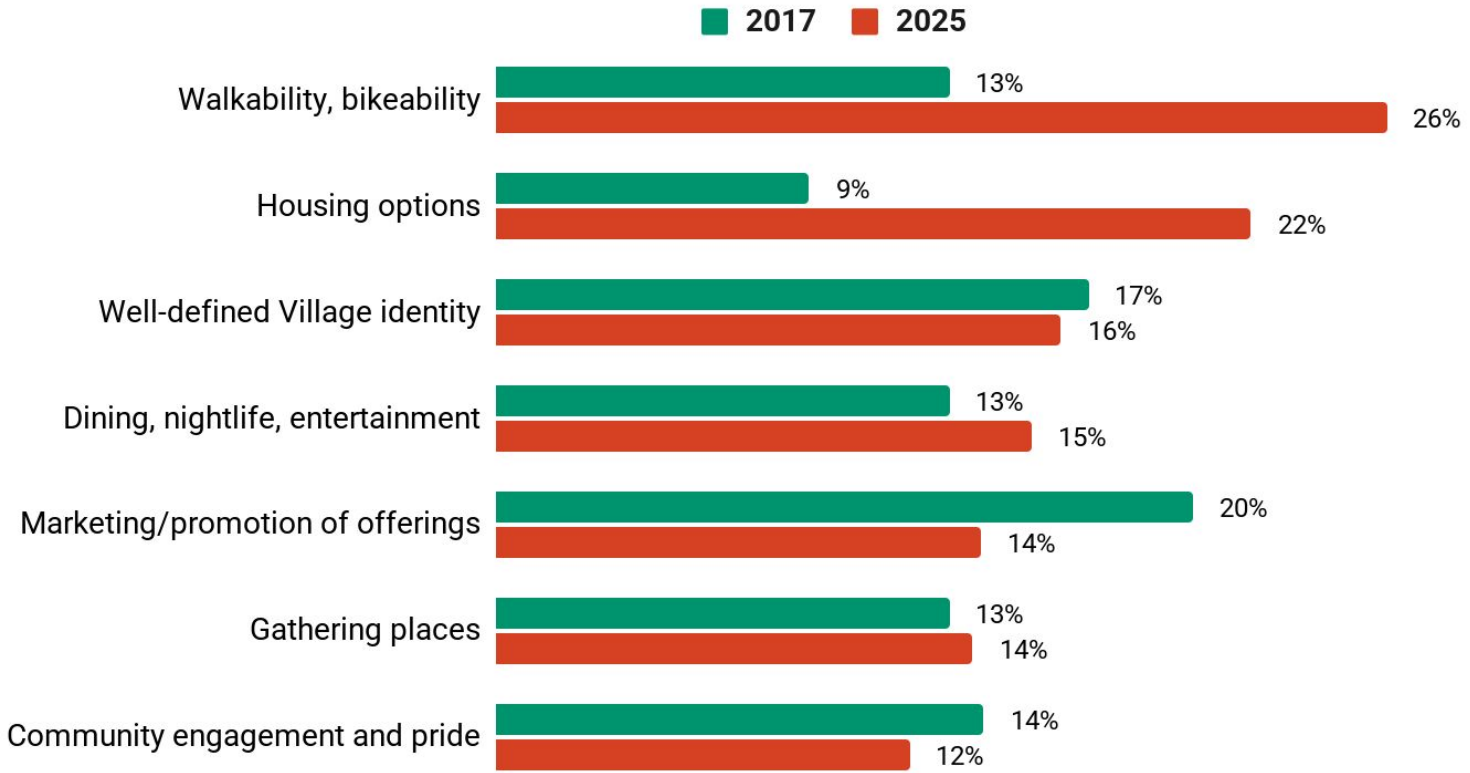


Community Survey

BY YEAR, TOP ANSWERS

In your opinion, what is missing in Schaumburg?

Choose two answers.



Consumer Awareness + Perception Study

300 Completed Responses

NORTH STAR
PLACE BRANDING + MARKETING

Consumer Awareness and Perception Study

300 Total Respondents

- 100 from Cook County
- 100 from Inner Suburban Counties
  - *DuPage, Kane, Lake, McHenry, and Will Counties*
- 100 from Outer Suburban Counties
  - *Boone, DeKalb, Grundy, Kankakee, Kendall, LaSalle, and Winnebago Counties*

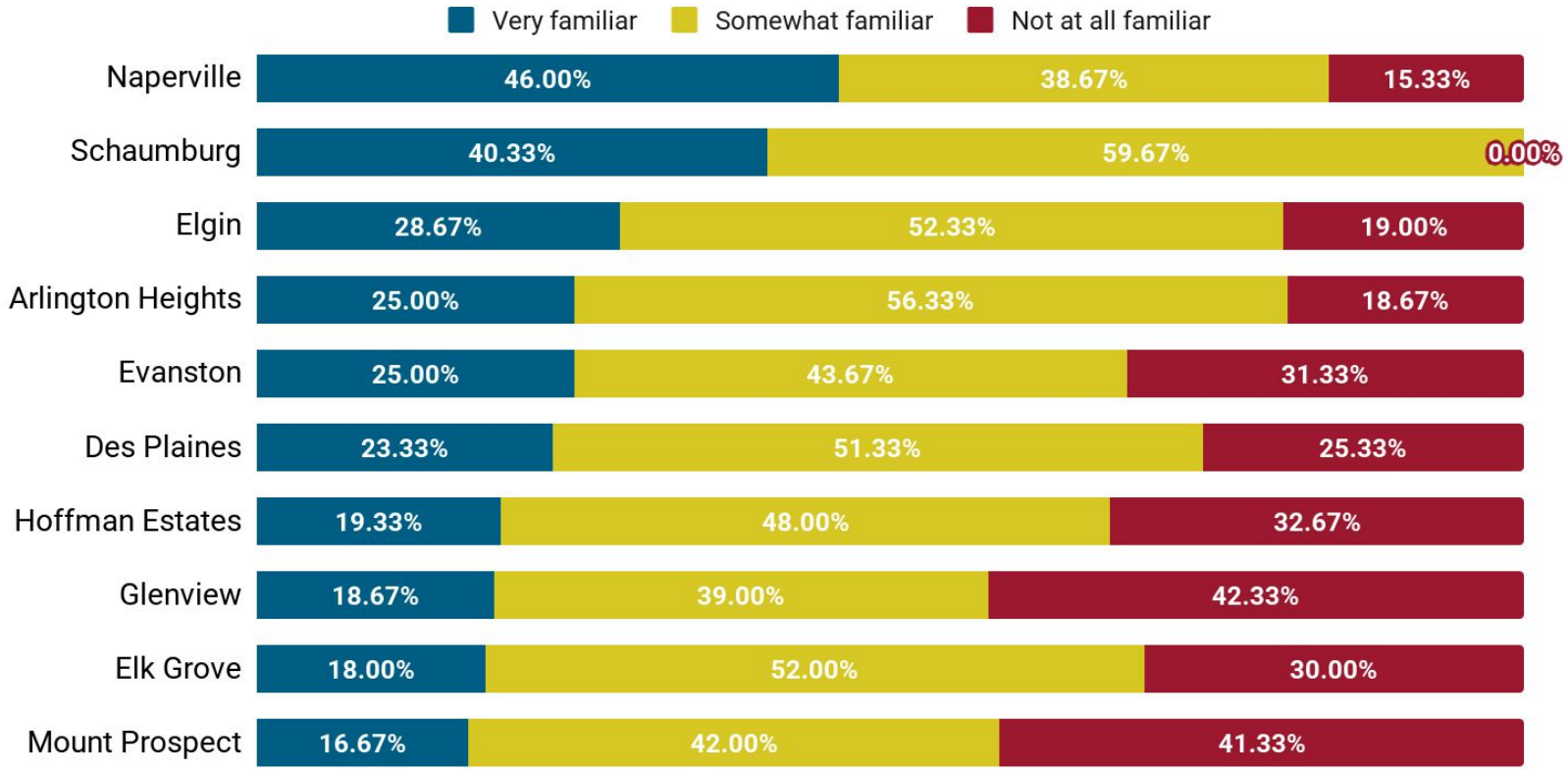
Terminations included:

- 78 for living outside areas of interest
- 8 for being under 18
- 102 for having lived or worked in Schaumburg
- 153 for not being familiar with Schaumburg

Familiarity

CAP Study

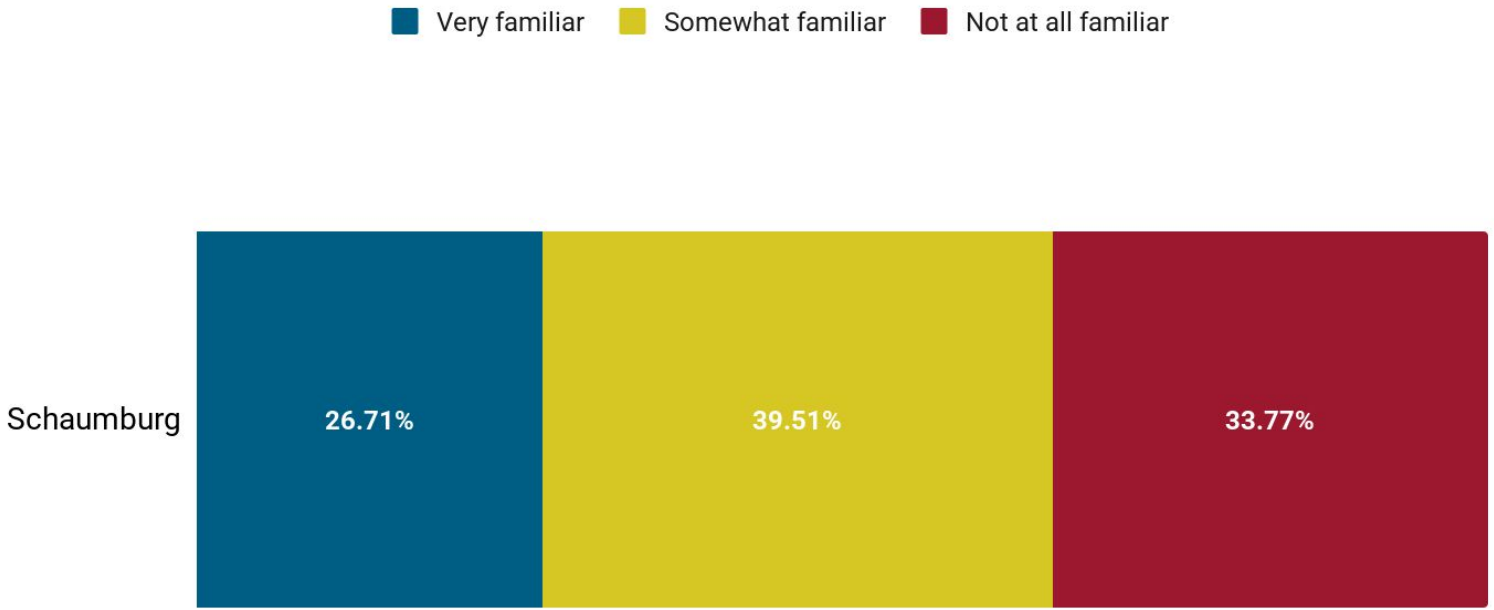
How familiar are you with the following communities in the Chicago area?



CAP Study

SCHAUMBURG ONLY, TERMINATIONS INCLUDED

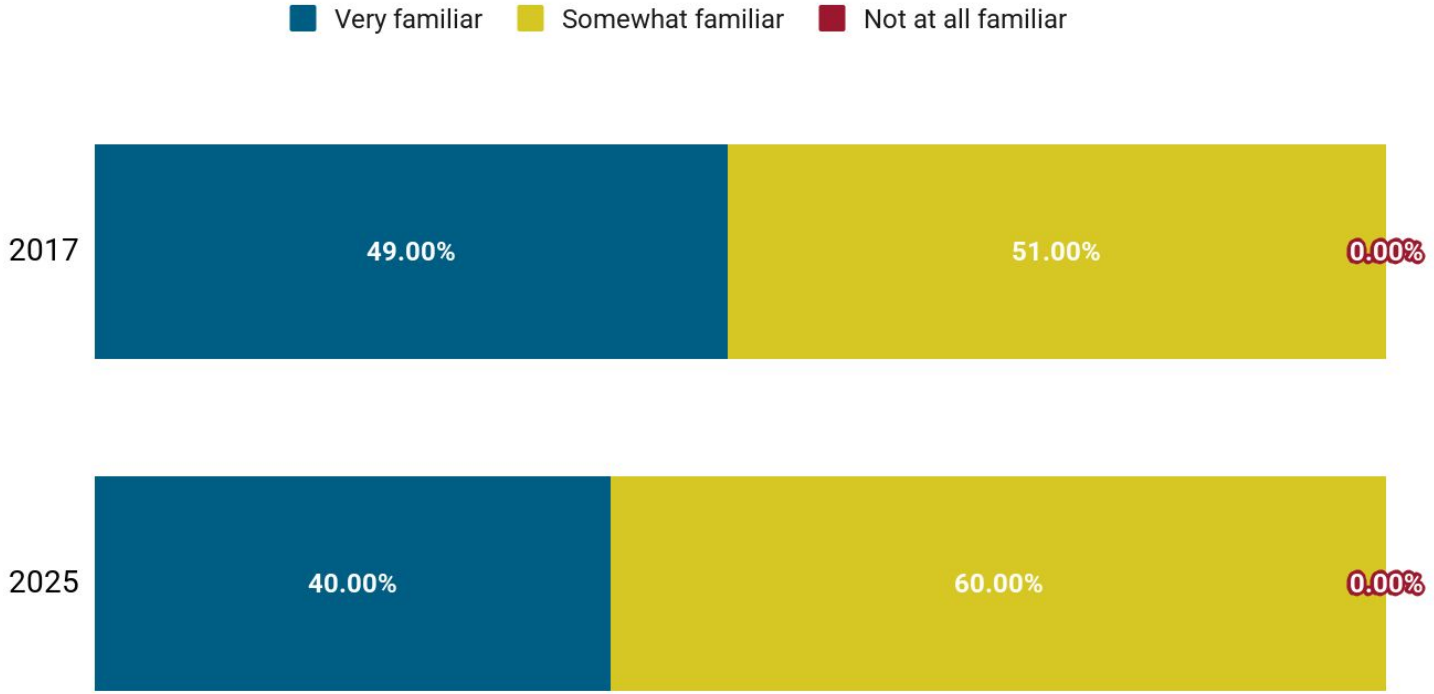
How familiar are you with the following communities in the Chicago area?



CAP Study

SCHAUMBURG ONLY, BY YEAR

How familiar are you with the following communities in the Chicago area?



Unaided Perceptions

CAP Study

SCHAUMBURG ONLY, BY YEAR

When you think of the following communities, what is the first thing that comes to mind?

2017

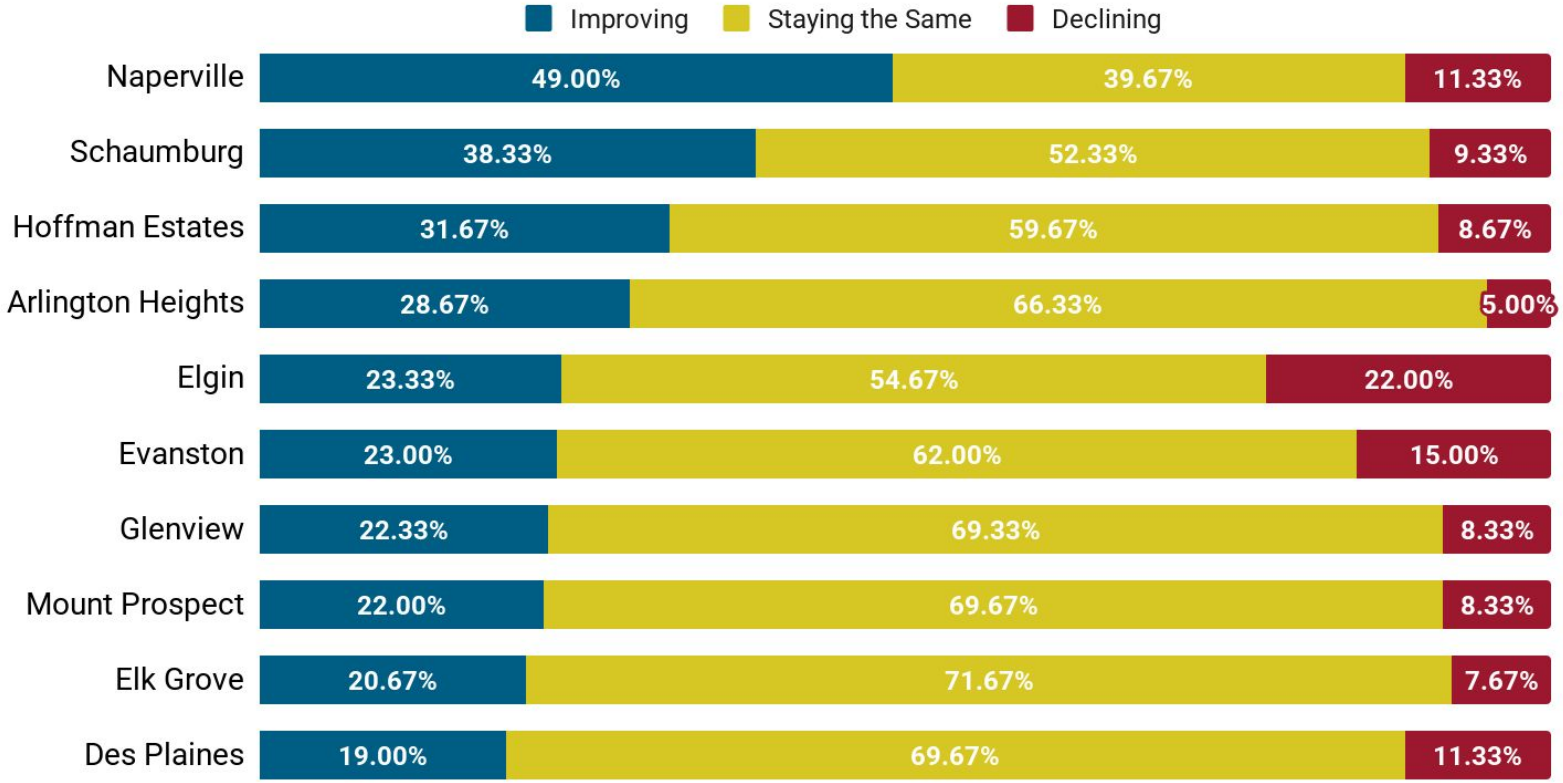
- Woodfield Mall
- Shopping
- IKEA

2025

- Shopping
- Woodfield Mall
- Wealthy

CAP Study

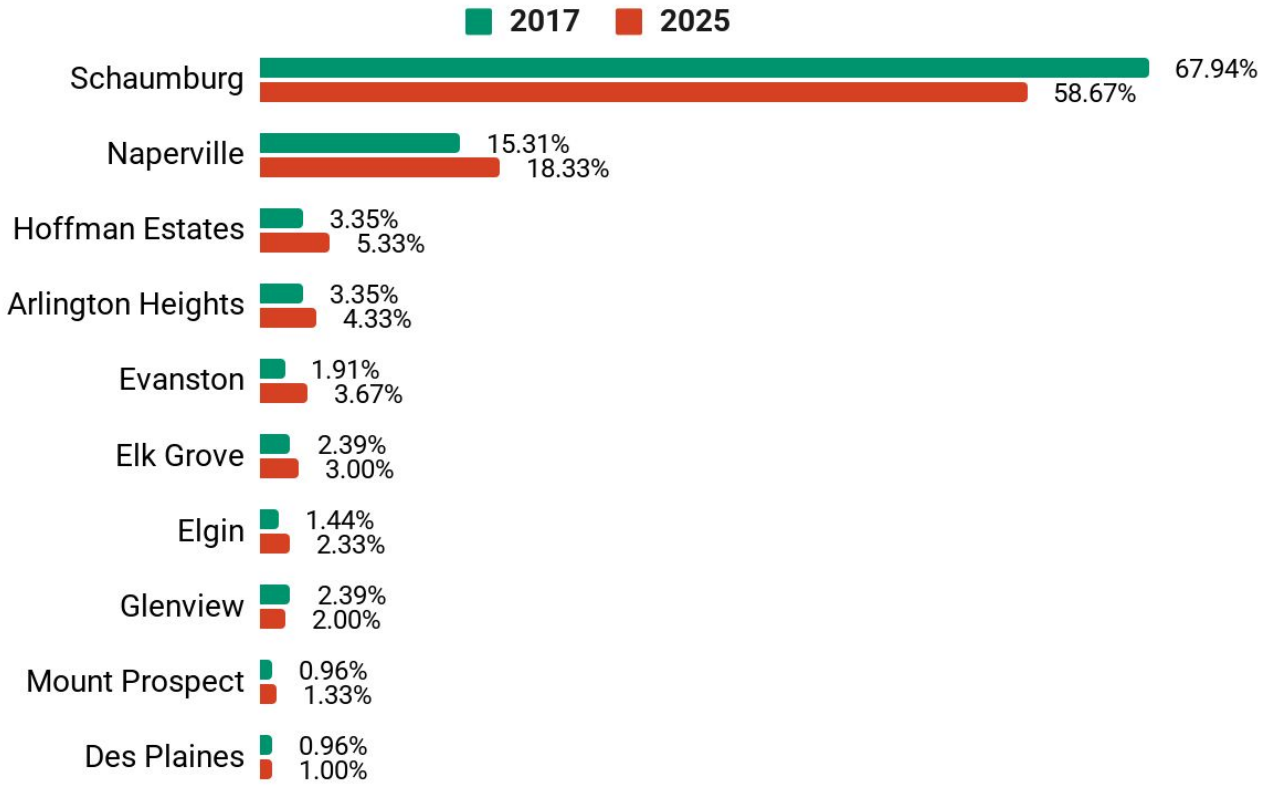
From your perspective, do you think the following communities are improving, declining, or staying the same?



CAP Study

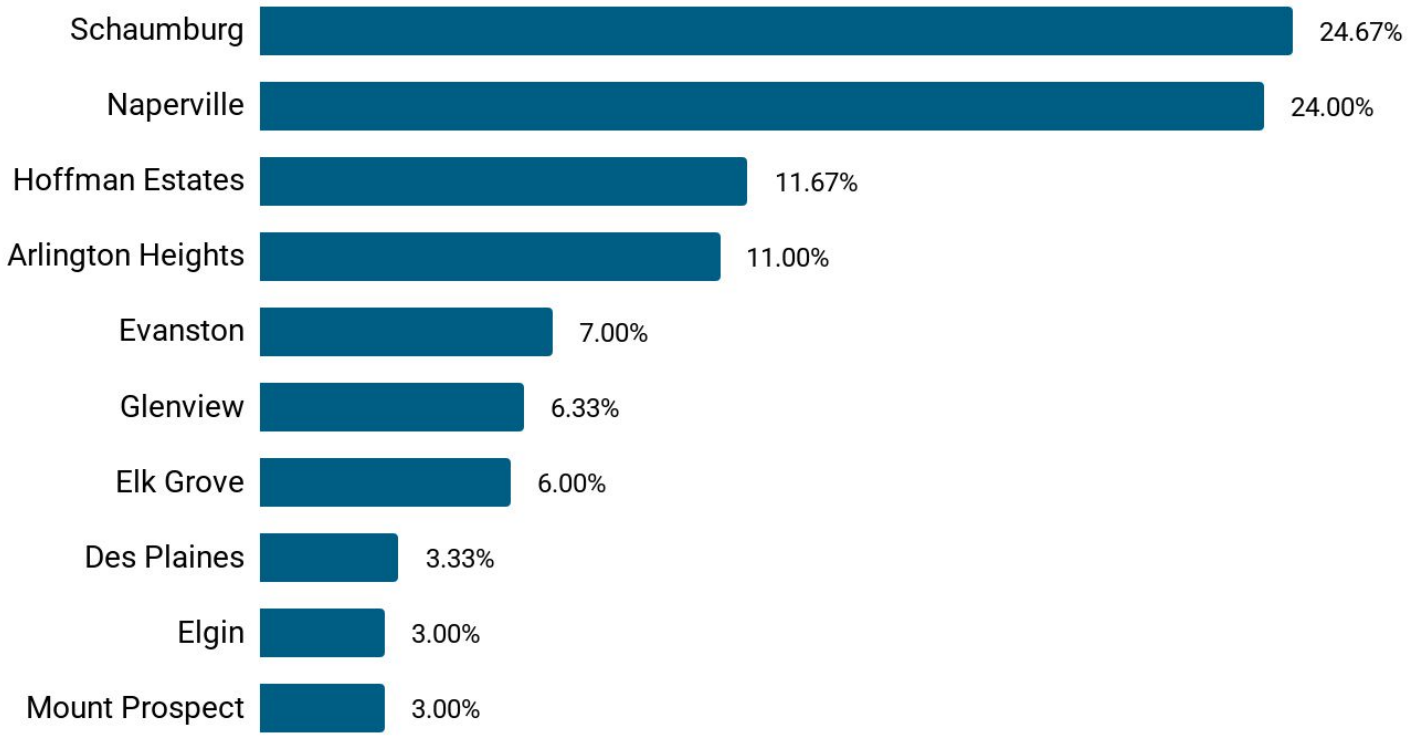
BY YEAR

Which of the following communities do you most associate with many and varied retail options?



CAP Study

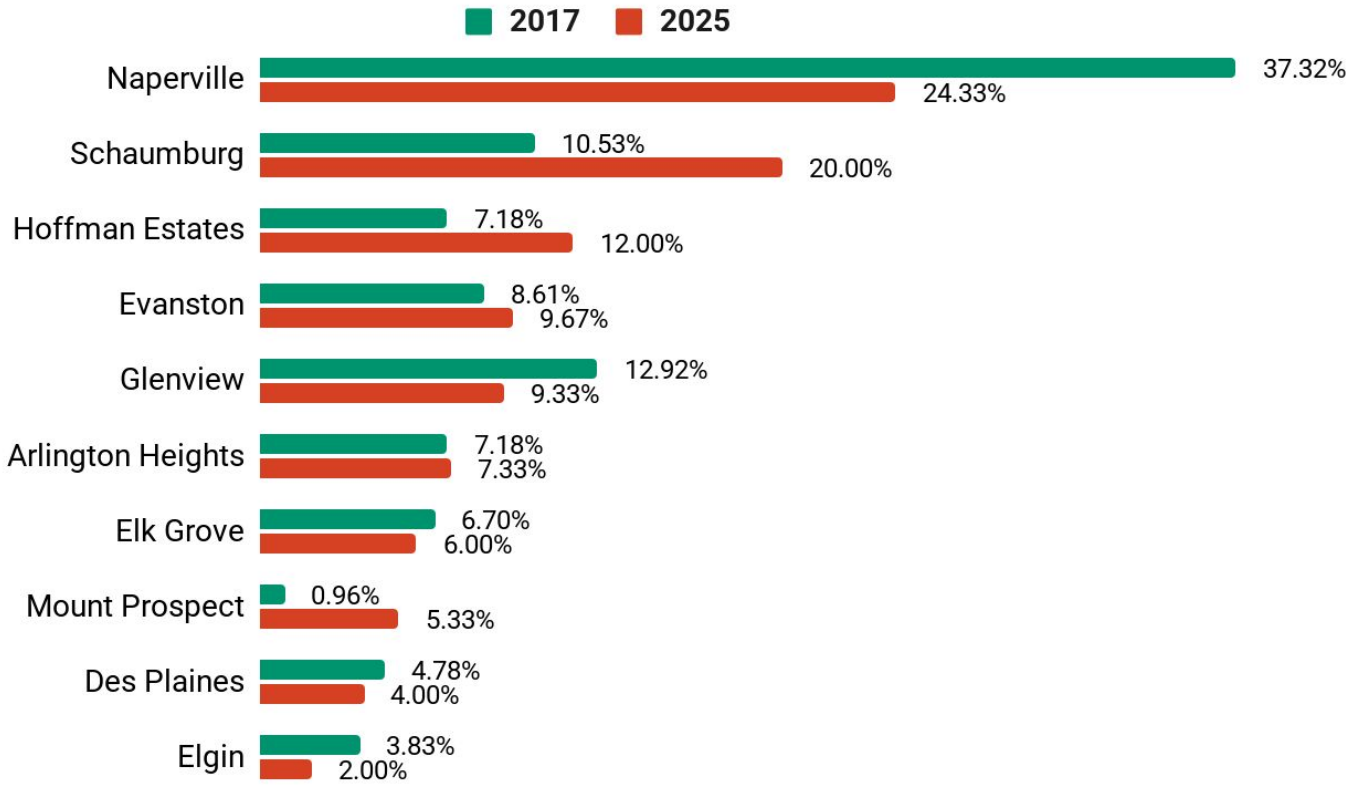
Which of the following communities would you be most likely to describe as an economic dynamo?



CAP Study

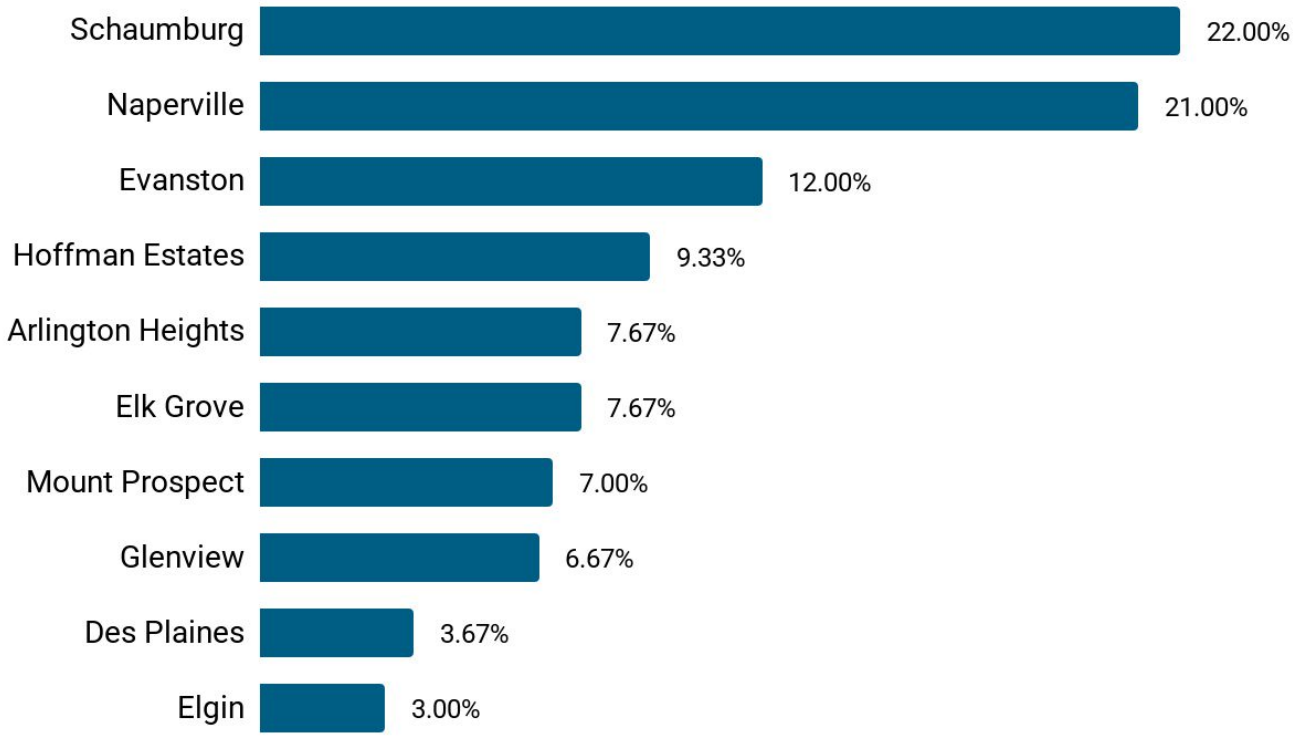
BY YEAR

Which of the following communities would you be most likely to describe as well-designed and thoughtfully planned?



CAP Study

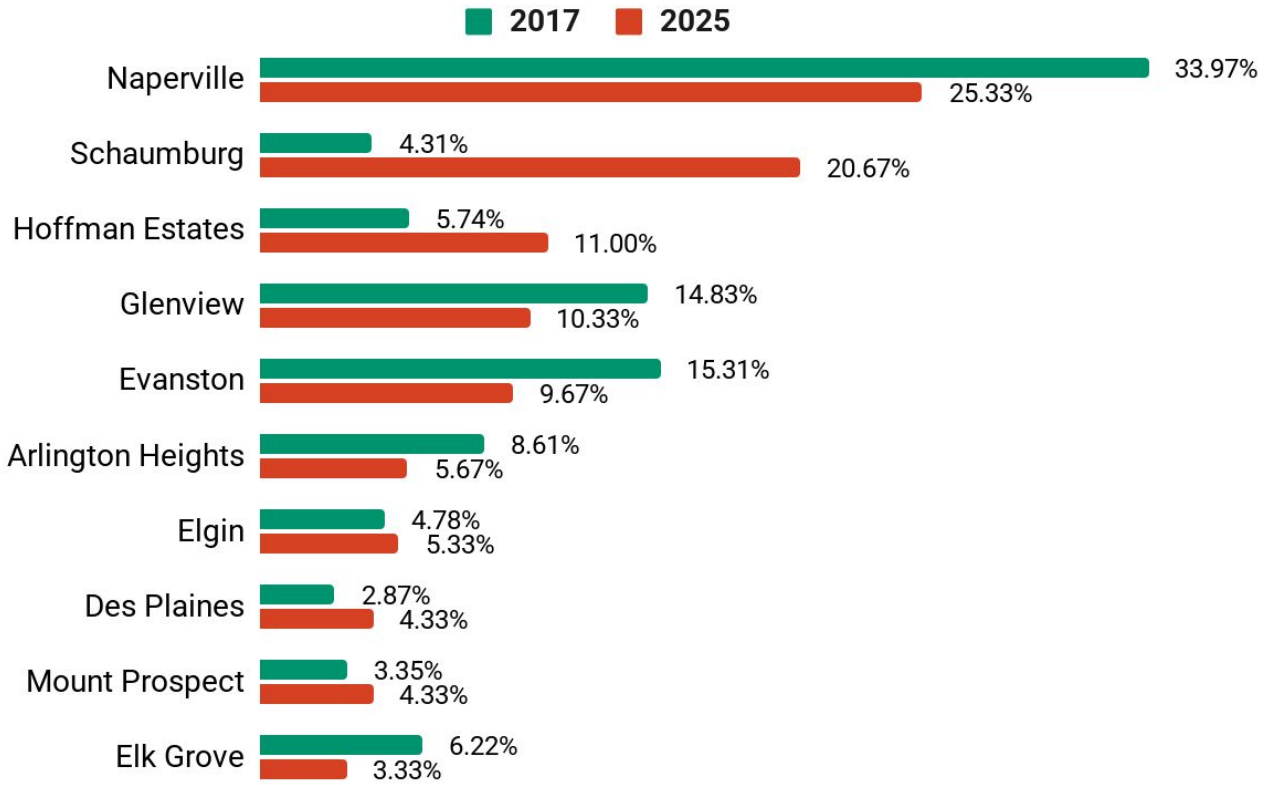
Which of the following communities would you be most likely to describe as welcoming and friendly?



CAP Study

BY YEAR

Which of the following communities would you be most likely to consider if moving to a suburban area around Chicago?



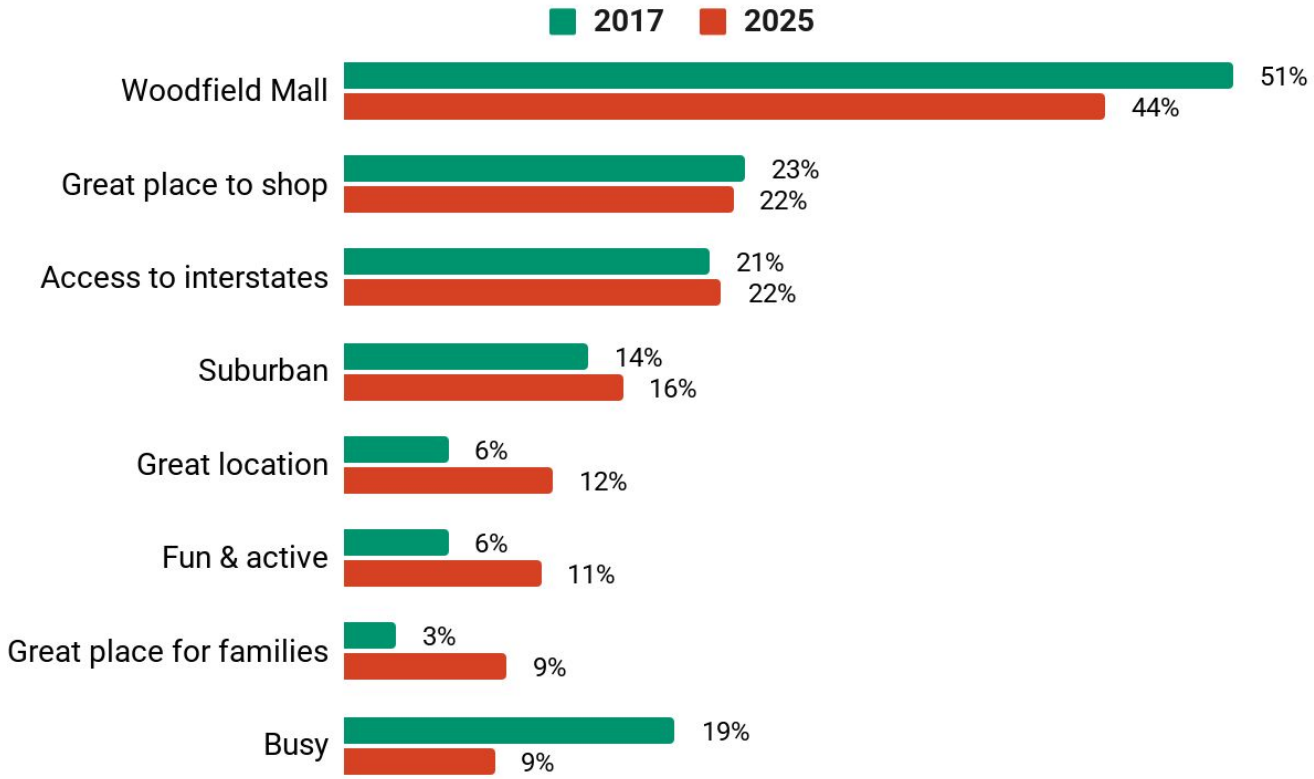
Perceptions

CAP Study

BY YEAR, TOP ANSWERS

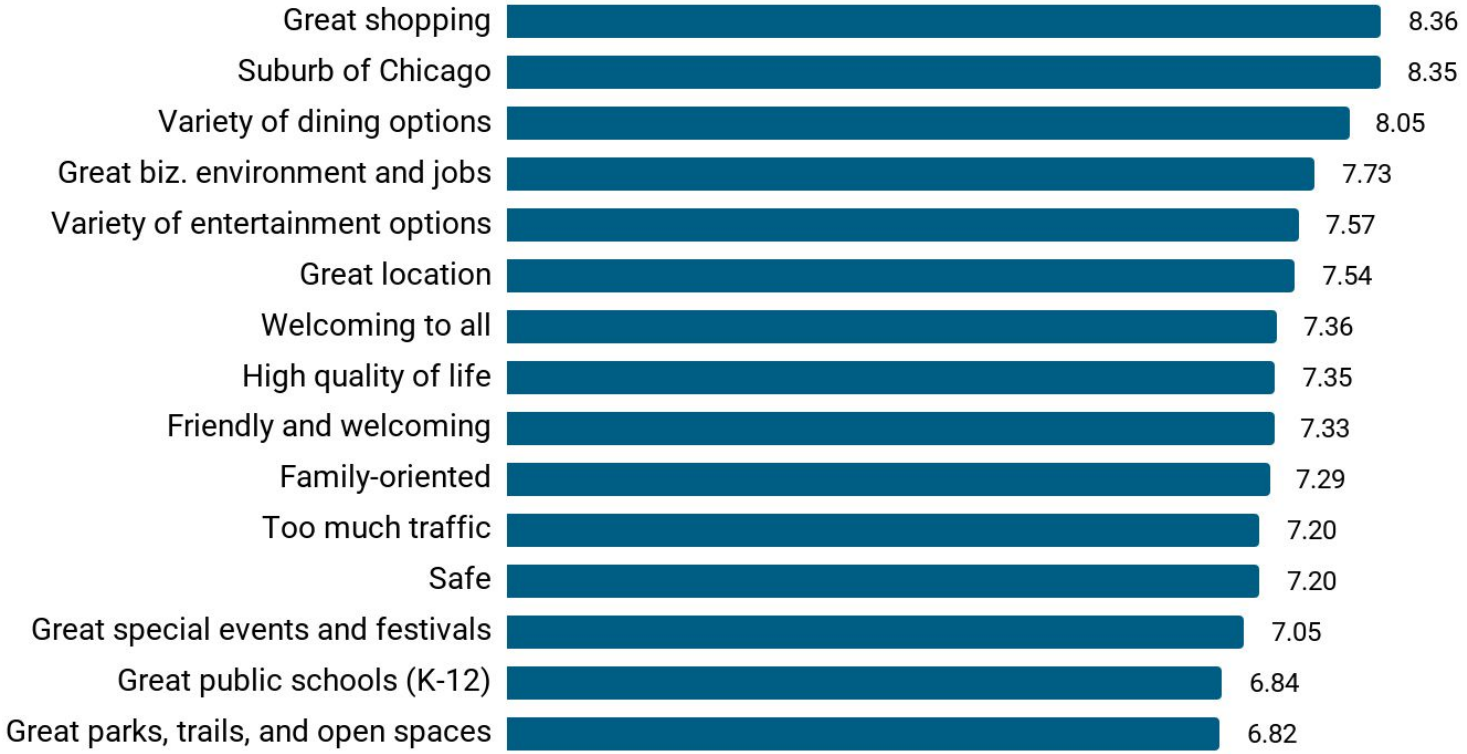
What phrase or adjective best describes Schaumburg?

Choose two answers.



CAP Study

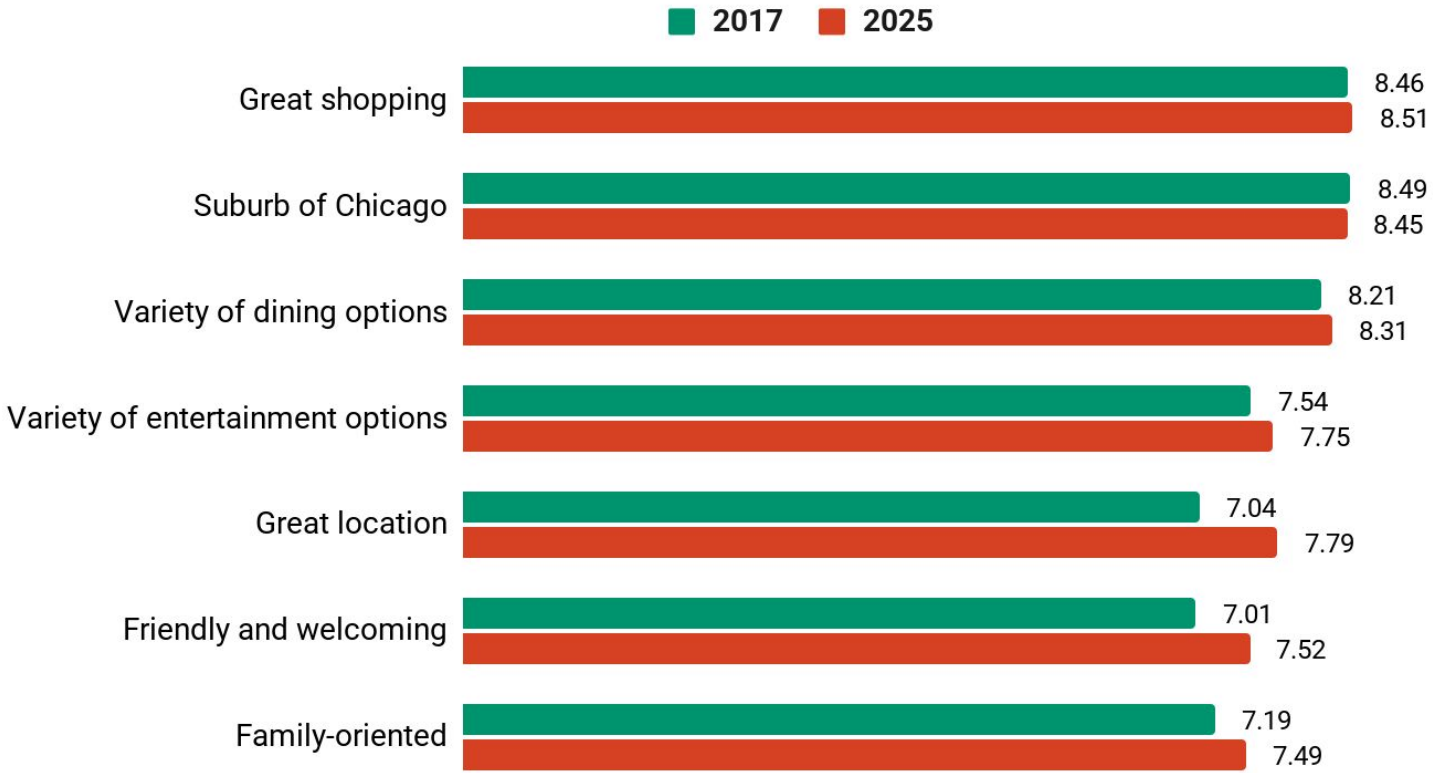
Based on your perception of Schaumburg, how would you rate these descriptions on a scale of 1-10, with 1 being "does not describe Schaumburg at all" and 10 being "an exact description of Schaumburg?"



CAP Study

VISITORS ONLY, BY YEAR, TOP ANSWERS

Based on your perception of Schaumburg, how would you rate these descriptions on a scale of 1-10, with 1 being "does not describe Schaumburg at all" and 10 being "an exact description of Schaumburg?"



CAP Study

What differentiates Schaumburg compared to other Chicago area suburbs?

Shopping Destination

- "Woodfield Shopping Mall defines Schaumburg."
- "The Mall, the access to highways, the variety of shops and services, the Golf Road corridor…"
- "It is like a mini downtown. Almost like Rosemont but for shopping."
- "Not all suburbs have the store locations that Schaumburg does or even can offer."

Minding Its Business

- "It is very business oriented. Other suburbs focus on other life aspects."
- "They have corporate buildings and expensive condos."
- "I think Schaumburg drives to become both a business area and personal family area. I think they blend the two quite well."

Well-Positioned

- "The location provides easy access to many areas in the metro area. Yet there is lots of open space."
- "Seems to be a halfway point into the city"
- "Schaumburg is a much larger city with great access to main highways. And a very straightforward path to Chicago."

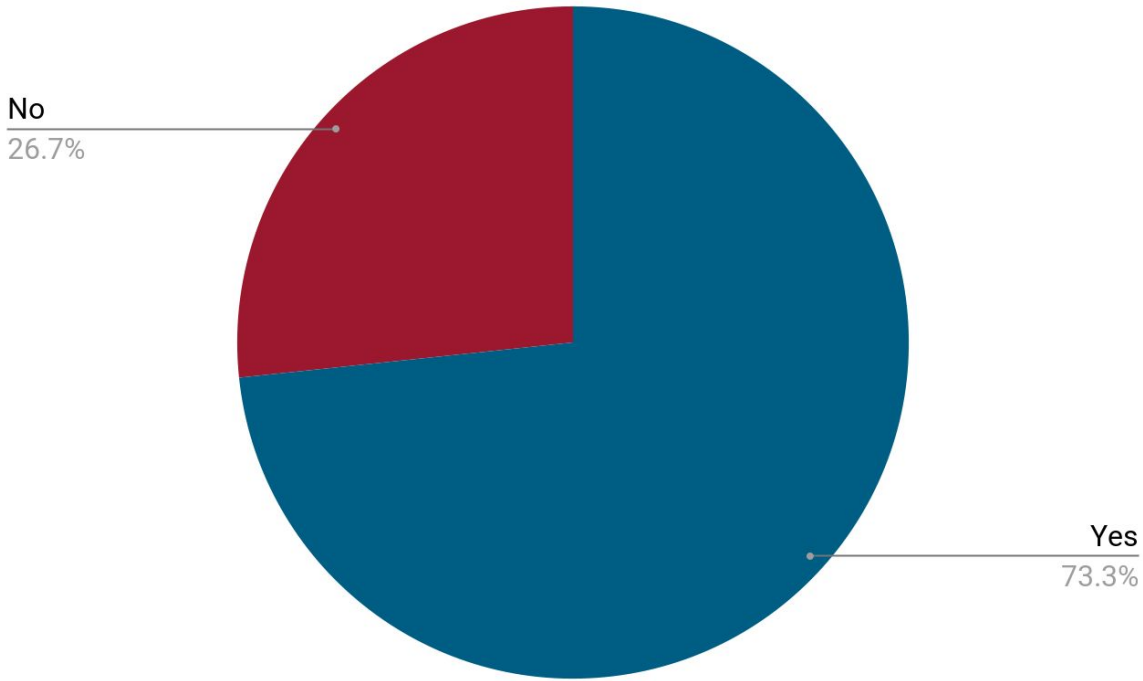
Feels Safe

- "It's somewhat safer with a lot more stuff to do."
- "It's farther west from the city so you don't get too many bad things happening."
- "It doesn't seem as dangerous, and more people [are] involved in keeping others safe."

Visitors

CAP Study

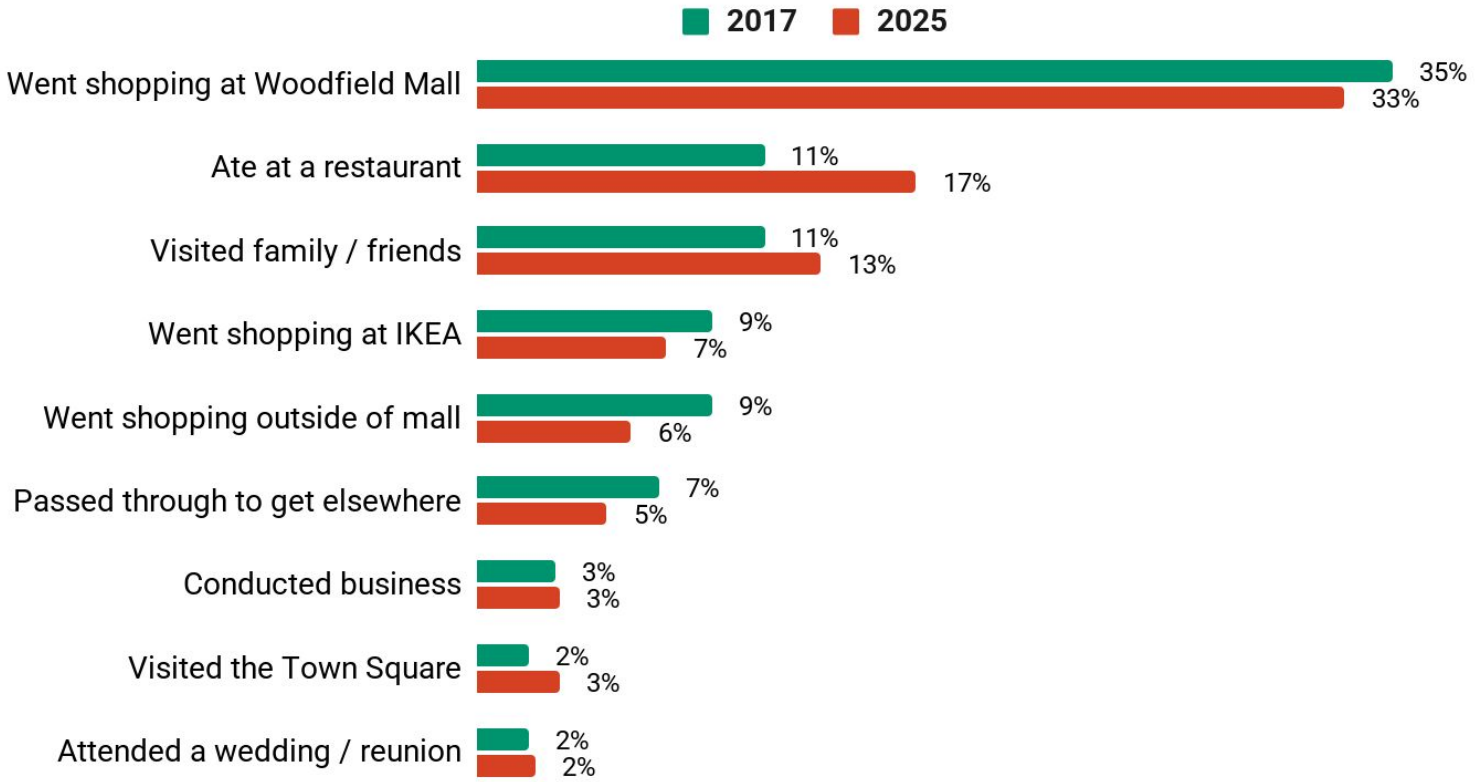
Have you visited or been to Schaumburg in the past two years?



CAP Study

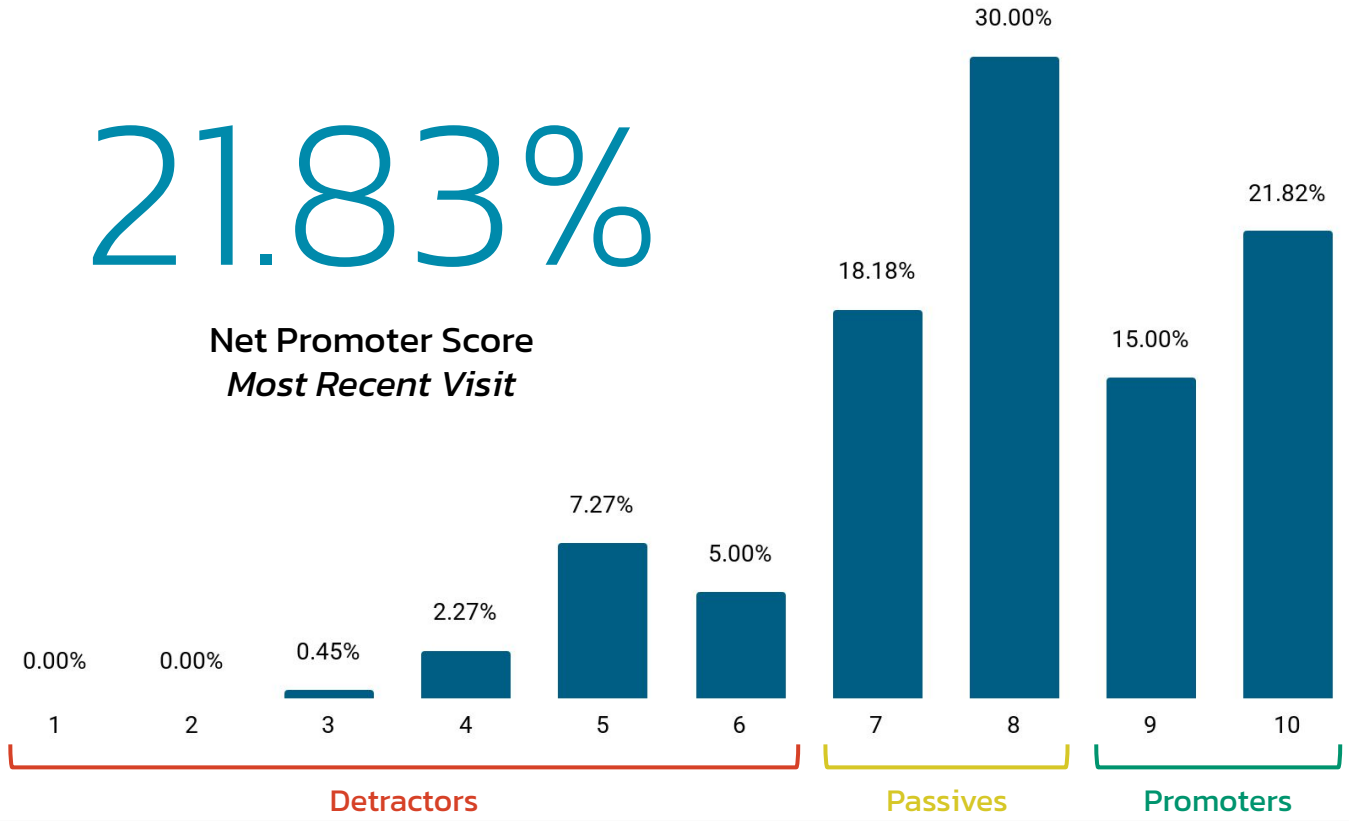
BY YEAR, TOP ANSWERS

What was the primary purpose or main reason you visited Schaumburg on your most recent visit?



CAP Study

On a scale of 1-10, with 1 being the "worst experience" and 10 being the "best experience", how would you rate the experience of your most recent visit to Schaumburg?



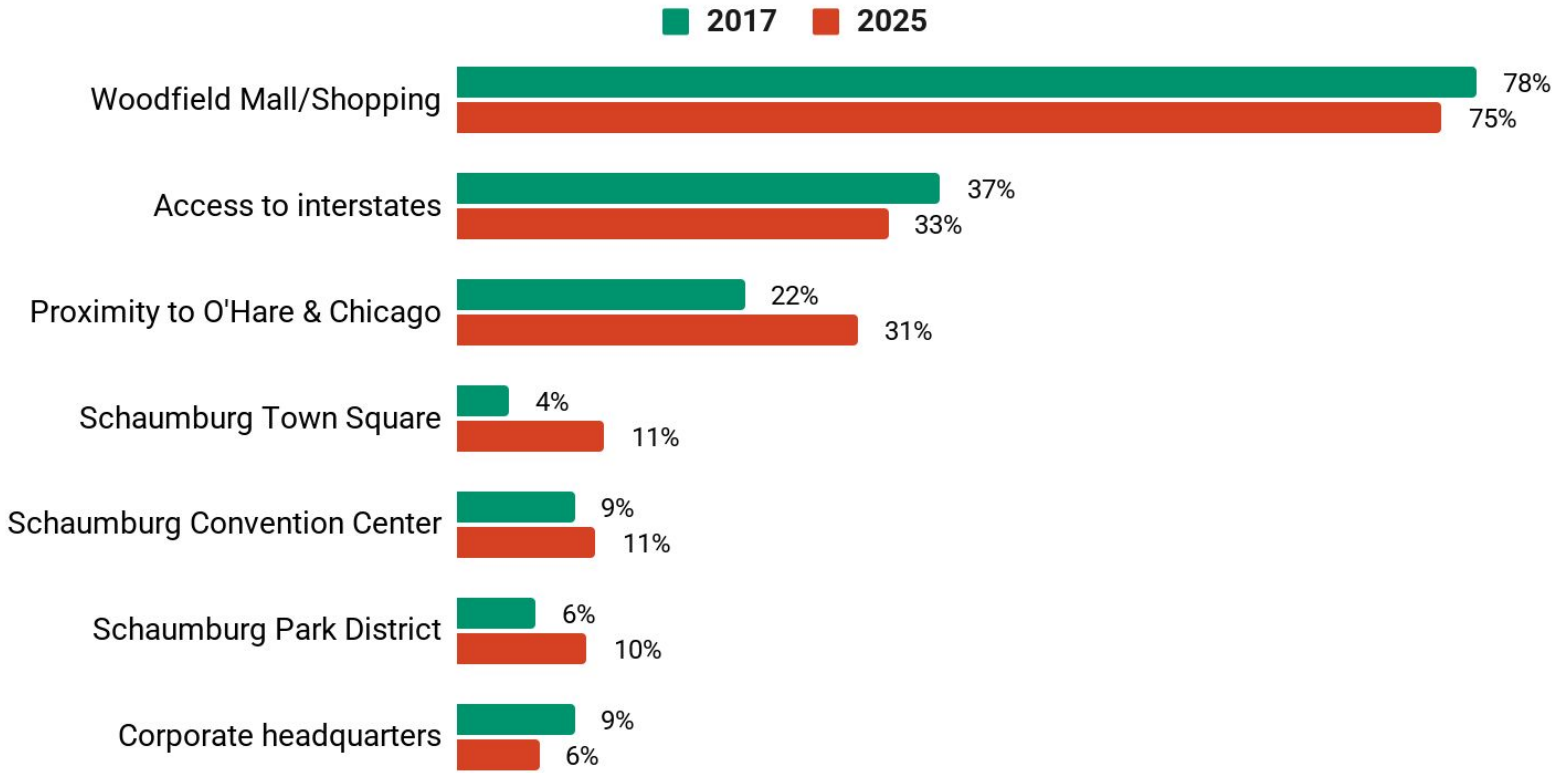
All Respondents

CAP Study

BY YEAR, TOP ANSWERS

Of the options below, which is the most important to the identity and reputation of Schaumburg?

Choose two answers.



Next Steps

- Any Questions?
- Implications of the Research Findings
  - Brand Barometer as a Measure of Success
  - Connecting with Schaumburg Residents
  - Reaching Outside Audiences

Thank you, Schaumburg!

NORTH STAR
PLACE BRANDING + MARKETING

VILLAGE OF
SCHAUMBURG

AGENDA ITEM SUMMARY

Discussion Regarding Roundabouts
08/19/25
Committee of the Whole

Presenter: Sidney Kenyon, Director of Transportation
Lead Department: Transportation

Executive Summary:

President Dailly asked that this item be added to the Committee of the Whole agenda to allow for discussion regarding roundabouts in Schaumburg.

There are currently 3 roundabouts in Schaumburg (National/American, Plum Grove/Remington, and Plum Grove/State Parkway). 2 other locations are pending - Braintree/Weathersfield and Springinsguth/Weathersfield. Primarily, safety and operations are the main considerations for evaluating the suitability of a roundabout at an intersection.

The attached memorandum details the evaluation process and the key factors that go into a recommendation to implement a roundabout improvement. Ultimately, any recommendation to alter the cross section of a roadway is presented to the Village Board for its consideration/approval.

Recommended Action:

For discussion.

ATTACHMENTS:

- Roundabouts_Memo (1).pdf
- All About Roundabouts.pdf

VILLAGE OF SCHAUMBURG
PROGRESS THROUGH THOUGHTFUL PLANNING

MEMORANDUM

DATE: August 8, 2025

TO: Brian Townsend, Village Manager

FROM: Sidney Kenyon, Director of Transportation

FOR: **Committee of the Whole**

SUBJECT: Discussion Regarding Site Selection Criteria for Roundabouts

Introduction

At the direction of the Village President, staff has compiled a memorandum summarizing site selection criteria for roundabouts at intersections in the Village of Schaumburg.

Roundabout Criteria

During Phase I Preliminary Engineering, Transportation staff carefully evaluate the performance of road corridors, intersections, traffic control devices, and bicycle and pedestrian infrastructure. As a project is developed during preliminary engineering, a variety of factors are incorporated into the scope of the project to meet the purpose and need of a road project. In some circumstances where the existing conditions at an intersection create safety or mobility deficiencies, a more significant intervention is needed.

When a project is undergoing preliminary engineering, Transportation staff may direct engineering consultants hired by the Village to undertake feasibility studies or intersection evaluations to determine if an intersection is suitable for a roundabout. The following criteria are analyzed when a roundabout evaluation is conducted:

1. Safety
    a. Crash history
    b. Performance of existing traffic control devices
    c. Pedestrian and cyclist activity
    d. Observed driver behavior

2. Operations
    a. Average Daily Traffic (ADT)
    b. Turn movements
    c. Traffic modeling projections
    d. Land acquisition

Crash history is an industry-standard means of evaluating the safety performance of any roadway, especially at intersections. In line with standard engineering practices, staff review crash reports for the prior five years. Crash reports are completed by police officers responding to crashes, and they include information regarding the type and cause of the crash, conditions of the roadway at the time of the crash, contributory factors such as speeding or failing to yield, and the extent of injuries to involved parties. Overall, they provide staff with the information needed to evaluate crash patterns and identify prescriptive solutions to improve road safety. The safety performance of existing traffic control devices is directly related to their ability to prevent crashes at intersections, including with pedestrians and bicyclists.

Operations are evaluated from data gathering that is also undertaken during preliminary engineering. Average daily traffic (ADT, or sometimes AADT) is a key factor in determining the best-fit traffic control device for an intersection, such as a stop sign, traffic signal, or a roundabout. Traffic counts are collected during preliminary engineering, and they often reveal traffic patterns such as turn movements that may need capacity to be provided. Traffic models are developed to predict the impact of a proposed alternative on traffic flows, and they inform staff which alternatives will perform the best under future conditions. Land acquisition is another operational component that is considered, as staff seeks to limit impacts to adjacent property owners.

Driver behavior is a factor that is examined in combination with safety and operations analyses. This component is evaluated on a case-by-case basis, as the conditions at intersections are sometimes unique. Traffic calming improvements seek to discourage speeding, provide facilities for bicyclists and pedestrians, and encourage compliance with traffic control devices. Some traffic calming measures around the Village include speed feedback signs, lane width reductions, and most recently a shared street. In coordination with Police, Transportation staff also consider enforcement history as an indicator of driver behavior. Locations with above average amounts of citations for driver non-compliance may indicate that an engineering intervention is needed.

In every circumstance, Transportation staff evaluate the feasibility of a roundabout among a suite of alternatives that are presented to the Transportation Committee of the

Village Board. When selected, the Committee's preferred alternative is recommended to the Village Board for approval.

Application

Not every roundabout evaluation has resulted in a recommendation to proceed. Since 2022, Transportation staff have undertaken roundabout evaluations at three intersections as part of preliminary engineering:

- McConnor Parkway and Roosevelt Boulevard (did not advance)
- Braintree Drive and Weathersfield Way (Board directed)
- Springinsguth Road and Weathersfield Way (Staff led)

The McConnor Parkway reconstruction project evaluated the intersection of McConnor Parkway and Roosevelt Boulevard in 2022. The ADT was relatively low for a signalized intersection—6,200 vehicles per day—and thus a roundabout was considered as an alternative to a signal upgrade. Two roundabout alternatives were evaluated: a multilane roundabout, and a single lane roundabout. The single lane roundabout would have been accompanied by a lane reduction. Because it needed right of way and was not supported by stakeholders, the multilane roundabout was removed from consideration after stakeholder involvement. The single lane roundabout did not advance to final design, either: stakeholder engagement with IKEA revealed that they were not supportive of either roundabout alternative, and a new stop sign on their property would have caused traffic backups that would negatively impact a roundabout's efficiency. Transportation staff presented on the alternatives for the McConnor Parkway corridor at the July 5, 2022 meeting of the Transportation Committee and, of the four alternatives under consideration, staff recommended replacing McConnor Parkway in-kind with upgrades to the existing traffic signal. The project is targeted to begin construction this Fall.

The roundabout evaluation for the intersection of Braintree Drive and Weathersfield Way was requested by the Transportation Committee of the Village Board. Staff followed through with the evaluation in 2024 and determined that a single lane roundabout would function at the highest level of service for vehicles during peak periods of travel. That project has advanced to final design engineering.

The proposed roundabout at Springinsguth Road and Weathersfield Way was evaluated by staff due to its potential to address the existing deficiencies at the intersection without the need for land acquisition. The analysis of the intersection's crash history revealed that 67% of all crashes were angle crashes, which are eliminated by a

roundabout. Traffic modeling revealed that the roundabout, accompanied by a lane reduction, would function more efficiently at peak periods than either a traffic signal or an all-way stop. Speeds would be reduced due to the physical presence of the roundabout, which forces drivers to slow down as they enter the intersection. The average daily traffic on Springinsguth Road is estimated at 12,000 vehicles per day, which the traffic model revealed would be accommodated by a single lane roundabout. The design of the roundabout pushes crosswalks away from the intersection and provides path improvements on all four legs, thereby separating bicyclists and pedestrians from vehicular traffic navigating the roundabout. A traffic signal alternative was also evaluated but it would not achieve the Springinsguth Road project's goals as well as the roundabout: the traffic signal managed traffic less efficiently, it would not have eliminated angle crashes, and it would not have discouraged speeding. The alternatives were presented at the August 6, 2025 meeting of the Transportation Committee, and the roundabout was subsequently recommended for approval to the Village Board.

There are two upcoming roadway projects in the Village's Capital Improvement Plan (CIP) that will consider a roundabout as part of preliminary engineering:

- Bode Road Reconstruction, Springinsguth Road to Braintree Drive
- National Parkway Reconstruction, Schaumburg Road to Higgins Road

Both of the above CIP projects will consider the same criteria as previously described, prioritizing public safety and efficient operations in a variety of ways.

If additional obligatory criteria are added to the evaluation process, it could prevent the Village from maximizing roadway safety benefits when existing conditions reveal that, regardless of surrounding land uses, a roundabout is the best available safety improvement. During project development the public, key stakeholders, and the Village Board will continue to be consulted for input, and staff will incorporate stakeholder feedback into Village projects.

Recommendation

For discussion.

Illinois Department of Transportation

All about... ROUNDABOUTS

SAFE. EFFICIENT. ECONOMICAL.

Roundabouts are safer than traffic signal or stop sign intersections, because they reduce conflict points lowering chances of vehicle-to-vehicle crashes.



ECO-FRIENDLY
Provide opportunites for more landscaping and less pavement!

Roundabouts require driving 25 mph or slower giving drivers more reaction time to other vehicles or pedestrians in crosswalks. Slower speeds reduce severe injury crashes.

REDUCE INJURY CRASHES BY
76%**

REDUCE FATAL CRASHES BY OVER
90%*

REDUCE PEDESTRIAN CRASHES BY
30%-40%**

REDUCE CONFLICT POINTS

FROM **32** TO **8**

IN A STANDARD 4-WAY INTERSECTION

EXIT

ENTER

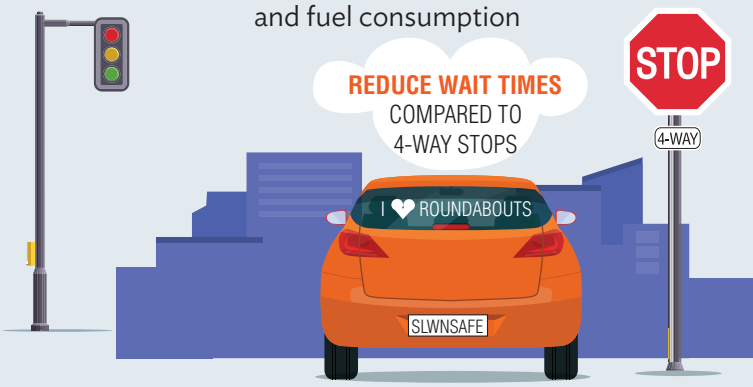
Roundabouts cost less long-term compared to traditional traffic signal intersections!

- **Reduce road electricity** and maintenance costs
- **Less expensive** to operate than traditional intersections with traffic signals
- **Save communities money!**



Roundabouts are more efficient than traditional intersections!

- **Provide longer service life:**
  - Roundabouts = 25-year service life
  - Signal equipment = 15-year service life
- **Eliminate** wasted time spent at red lights during off-peak hours
- **Reduce** carbon emissions and fuel consumption



* Safety Effect of Roundabout Conversions in the United States: Empirical Bayes Observational Before-After Study." Transportation Research Record 1751, Transportation Research, National Academy of Sciences (NAS), Washington, D.C., 2001.

** NCHRP Report 572: Roundabouts in the United States. National Cooperative Highway Research Program, TRB, NAS, Washington, D.C., 2007.

Visit safety.fhwa.dot.gov to learn more!

VILLAGE OF SCHAUMBURG

AGENDA ITEM SUMMARY

Discussion Regarding the Springinsguth Road Improvements Project (Referred from the August 12, 2025 Village Board Meeting)
08/19/25
Committee of the Whole

Presenter: Sidney Kenyon, Director of Transportation
Lead Department: Transportation

Executive Summary:

At the request of the Village President, staff has prepared a memorandum discussing the impacts of routing the path on the west side of Springinsguth Road versus the east side north of Weathersfield Way. The memorandum includes information about the proposed cross section, timeline, and key factors related to the project.

Recommended Action:

For discussion.

ATTACHMENTS:

- Springinsguth Memo.pdf
- Plans
- Cross Section

VILLAGE OF SCHAUMBURG
PROGRESS THROUGH THOUGHTFUL PLANNING

MEMORANDUM

DATE: August 14, 2025

TO: Brian Townsend, Village Manager

FROM: Sidney Kenyon, Director of Transportation

FOR: **Committee of the Whole**

SUBJECT: Discussion Regarding the Springinsguth Road Improvements Project

Introduction

At the August 6, 2025 meeting of the Transportation Committee, the Committee recommended a proposed alteration to the cross section for Springinsguth Road from Wise Road to Schaumburg Road. The proposed alteration would include a lane reduction between Wise Road and Schaumburg Road—down from 4 lanes to 2 lanes with a center turn lane—a roundabout at the intersection of Springinsguth Road and Weathersfield Way, and a bike path on alternating sides of the roadway. At the request of the Village President, staff has prepared a memorandum discussing the impacts of routing the path on the west side of Springinsguth Road versus the east side north of Weathersfield Way.

Details

As proposed, cross section on Springinsguth Road is as-follows:

- Between Weathersfield Way and Schaumburg Road
  - Two 11-foot travel lanes with an 11-foot two-way center turn lane
  - 10-foot bike path on the east side of the road
  - One 7-foot parking lane on the east side of the road (except across from Campanelli Elementary School)
  - Variable parkway widths (generally 25-30 feet)
- Between Wise Road and Weathersfield Way
  - Two 11-foot travel lanes with an 11-foot two-way center turn lane
  - 10-foot bike path on the west side of the road
  - One 7-foot parking lane on the west side of the road (except across from Jane Addams Junior High School)
  - Variable parkway widths (generally 25-30 feet)

The path switches sides of the road at Weathersfield Way via bike path that would encompass all four corners at the intersection. The bike path is proposed to switch sides of the road to connect to existing paths north of Weathersfield Way. On the west side, a

path exists from Wise Road to Norwell Lane; on the east side, path exists from a driveway south of Schaumburg Road to a driveway north of Revere Circle. In addition to the path connections, staff sought to avoid utility conflicts due to the path widening. When the roadway was surveyed in the Fall of 2024, every pole was expected to be impacted. During the public meeting held in June, no comments were received regarding the location of the path. Two trees were identified as direct conflicts with the path at the intersection at Weathersfield Way—trees whose trunks were located where the path is proposed. During Phase 2, the project team will evaluate if additional trees could be impacted on either side due to conflicts with the root systems of parkway trees.

Although utility undergrounding is being pursued separately by staff in conjunction with the project, the timeline of undergrounding is currently unknown. If the path is collocated over a buried utility corridor, it would mean the project would be subject to staff's ability to complete any undergrounding activities. If there is a lengthy lead time between an undergrounding request and its implementation, that could jeopardize the timeline of the road project. In such a case, the village would need to evaluate the circumstances and make a decision on how and when to proceed.

In order to move forward in the most expeditious manner, the village will proceed with the recommended cross section and amend the Project Development Report (PDR) if needed during final design engineering. The PDR must be approved by IDOT for the project to both advance into Phase 2 (design) engineering and remain eligible for grant funds for Phase 3 (construction). Springinsguth from Weathersfield Way to Schaumburg Road is currently in the Northwest Municipal Conference's (NWMC) Surface Transportation Program (STP). The village will reapply this Fall as part of the next Call for Projects to ensure that the project remains in the program.

Recommendation

For discussion.

PLANS



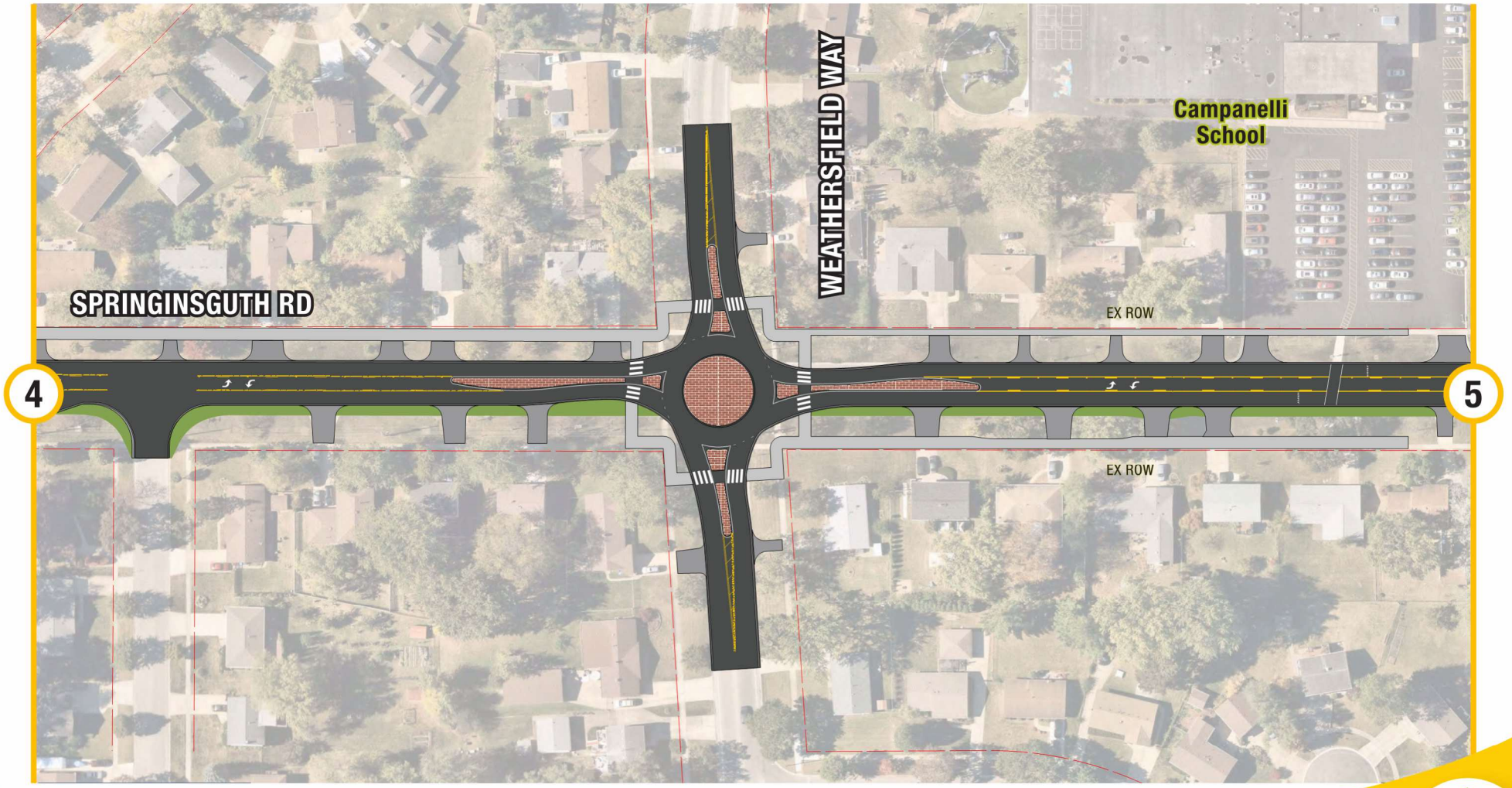
SPRINGINSGUTH ROAD IMPROVEMENTS Wise Road to Schaumburg Road

PLANS



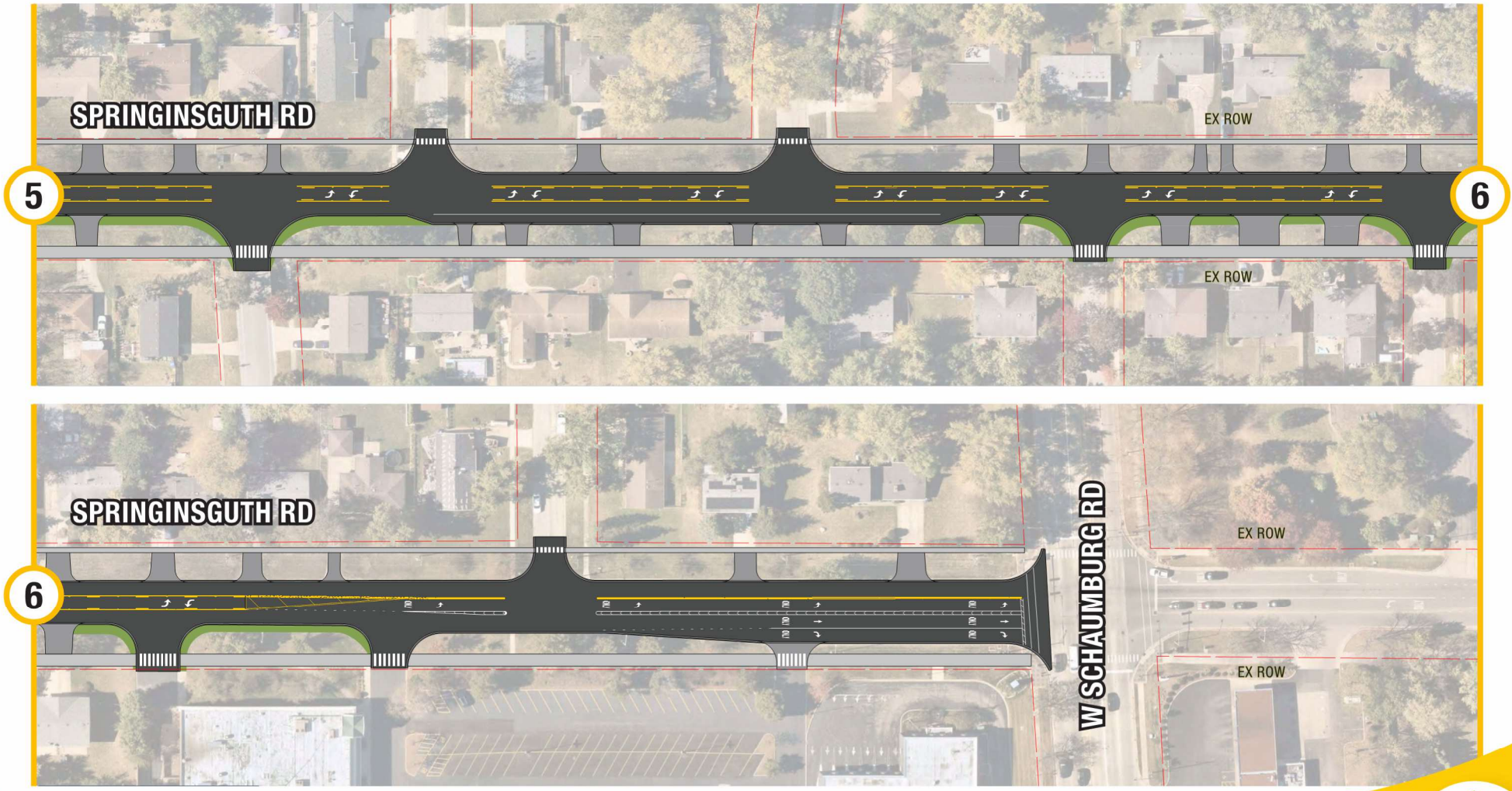
SPRINGINSGUTH ROAD IMPROVEMENTS Wise Road to Schaumburg Road

PLANS



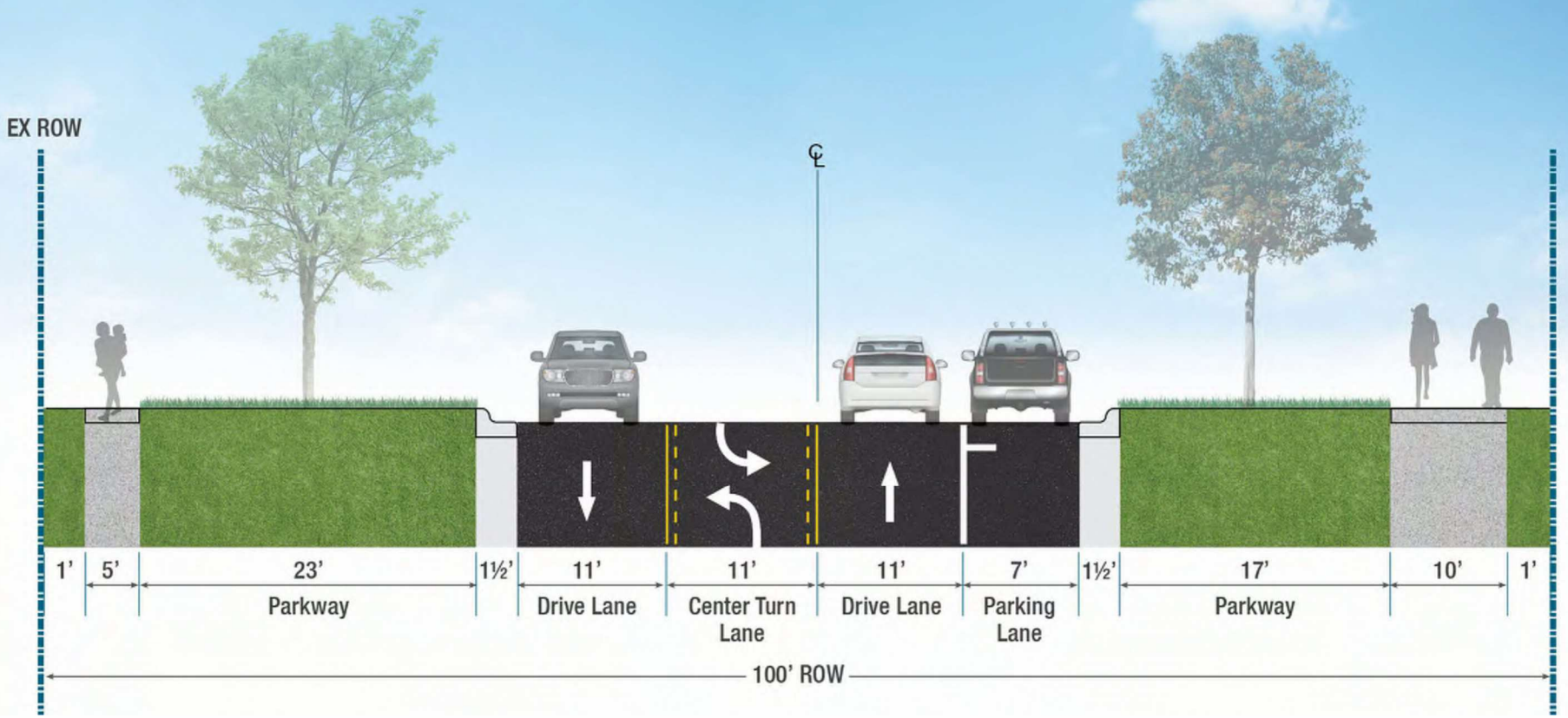
SPRINGINSGUTH ROAD IMPROVEMENTS Wise Road to Schaumburg Road

PLANS



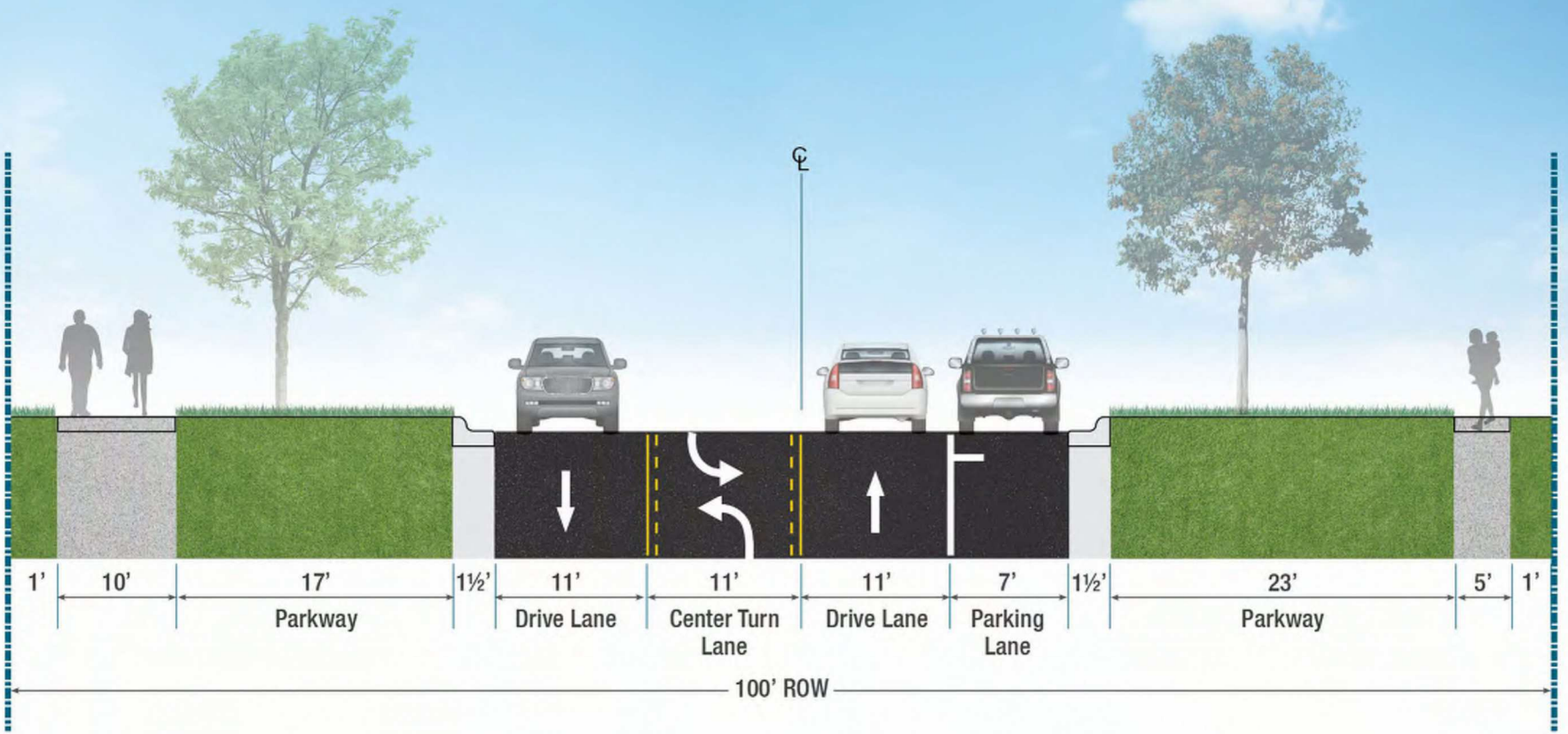
SPRINGINSGUTH ROAD IMPROVEMENTS Wise Road to Schaumburg Road

PREFERRED ROADWAY IMPROVEMENTS



THREE-LANE WITH PARKING
NORTH OF WEATHERSFIELD WAY

PREFERRED ROADWAY IMPROVEMENTS



THREE-LANE WITH PARKING
SOUTH OF WEATHERSFIELD WAY

VILLAGE OF SCHAUMBURG

AGENDA ITEM SUMMARY

August 26, 2025
08/19/25
Committee of the Whole

Presenter:
Lead Department: General Government

Executive Summary:

Recommended Action: