



EXECUTIVE SUMMARY

Lake View Citizens' Council (LVCC) conducted an online survey in September 2007 of Lakeview residents and business owners. The purpose of the survey was to gather feedback on Wrigley 2007 Neighborhood Protections. The survey covered both the regular season Chicago Cubs games as well as the two concerts held at Wrigley Field in July 2007.

The text shown at the beginning of the survey announced the community meeting to be held on September 25, 2007. The text said:

The City of Chicago and the Chicago Cubs will hold its annual Wrigley Field Neighborhood Protection community review meeting on September 25, 2007 at the Center on Halsted (Sage Center) at 7PM. The meeting will also cover concerts at Wrigley. Whether you can attend or not, we would greatly appreciate your opinions on these topics.

Neither LVCC nor respondents received any compensation or consideration for the survey. The survey was shared in draft mode with the Chicago Cubs, the LVCC Executive Board, and Chester Kropidlowski on September 7, 2007 to get their feedback on what questions should be included.

The survey was posted to the LVCC website and emailed to 1,774 Lake View residents and business owners on September 13, 2007. LVCC sent a second email on September 17, 2007 that contained a link to the survey. LVCC received 270 responses in the seven full days the survey was live.

The four branches surrounding Wrigley represented 60% of the responses. The most surveys received were from Southport Neighbors Association (63 surveys), followed by ELVN (48), Triangle (43), CLVN (26), and BHN (24). The only branch with no respondents was West DePaul Neighbors which represents the area south of Fullerton.

The survey results were compiled both for all of Lake View and then by individual branch. Several questions were opened ended and/or allowed additional comments. Responses that have been verified as being one per individual are attached.

This 20-page report, completed September 23, 2007, summarizes the results of the LVCC survey regarding Wrigley 2007 Protections.



The results show:

- In regards to Chicago Cubs Night Baseball games in 2007:
 - The most satisfaction was in “pre-game police/security presence in the neighborhood” (24% very satisfied and an additional 32% satisfied)
 - The least satisfaction was in “intersection traffic control and overall traffic flow in area (39% unsatisfied and 16% neutral) followed by “CTA capacity to bring guests/residents to area” (27% unsatisfied and 18% neutral).
 - There was low awareness by respondents “remote parking/express bus service from DeVry” (49% don’t know or no opinion).
- In regards to the two Concerts at Wrigley in 2007:
 - The most satisfaction was in “noise level during the concerts” (32% very satisfied and an additional 21% were satisfied.
 - The least satisfaction was in “Post-concert clean up of trash”.
 - There was low awareness of respondents to the private security force hired by the Chicago Cubs.
- In regards to additional concerts at Wrigley:
 - 59% Support for future Concerts at Wrigley with full neighborhood protections
 - An additional 23% answered it depends on the protections and
 - 13% indicated they were opposed to concerts regardless of community involvement.
 - From a cross-tab view, 10 of the 12 LVCC Branches supported future Concerts at Wrigley with more than 50% saying yes. No branch had a majority of people saying “no”.
- In regards to what elements should be prioritized for future concerts, in rank order, the respondents indicated:
 - Post-concert clean-up
 - Advance communication of dates and times to residents
 - Advance ticket sales to neighborhood residents
 - Additional private security hired by Cubs before and after concerts
 - Towing enforcement of residential permit parking

BACKGROUND

Lake View Citizens' Council (LVCC) is a non-profit civic organization serving the Lakeview community on the north side of Chicago, Illinois. LVCC has been working since 1952 to keep residents and businesses informed of what is happening in Lakeview neighborhood. LVCC is composed of twelve different neighborhood groups, all of which are equally represented on LVCC's Board of Directors.

At the LVCC Board of Directors meeting on September 6, 2007, Chester Kropidowski proposed LVCC conduct a survey of neighborhood perceptions relating to Wrigley 2007 Protections. John Becvar drafted the survey and distributed the draft to the Chicago Cubs, the LVCC Executive Board, Jim Ludwig (head of LVCC Neighborhood Protection Committee) and Chester Kropidowski for review and comments.

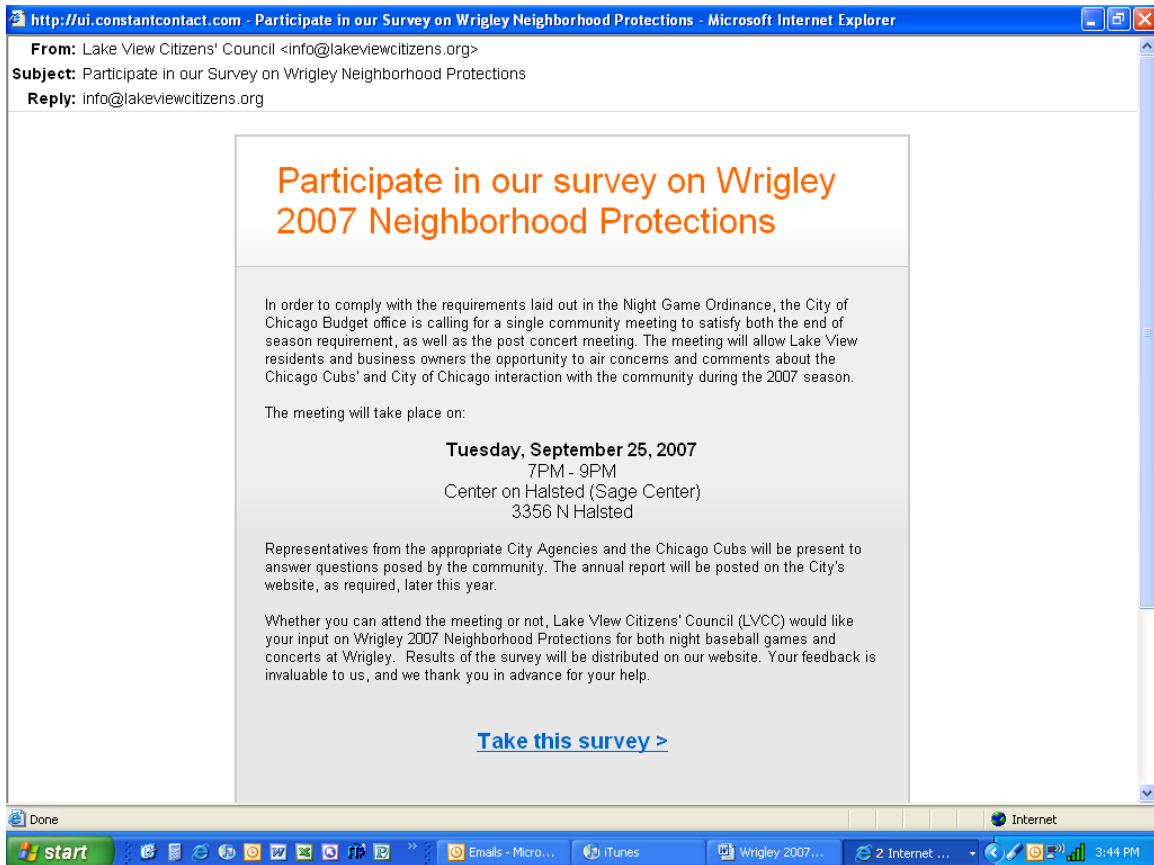
The 44th Ward Aldermanic offices sent out an email blast on September 13, 2007 announcing the 2007 Wrigley Post Season Community Meeting. It said, "This year in order to comply with the requirements laid out in the Night Game Ordinance, the Budget office is calling for a single community meeting to satisfy both the end of season requirement, as well as the post concert meeting. This meeting will allow constituents the opportunity to air their concerns about the Cubs interaction with the community during the 2007 season."

LVCC sent an email with a link to an online survey to 1,774 Lake View residents and business owners on the evening on Thursday, September 13, 2007. This represented all emails LVCC had on file who had opted to receive communications from LVCC or from BHN, ELVN, HN, TNA, SP or SNA. Anyone can opt-in to receive LVCC email communications by going to the LVCC website at www.lakeviewcitizens.org and indicating their communication preferences.

The copy for the email was generally the copy from the 44th Ward Aldermanic office email blast announcing the community meeting. So much so, it included the same typo for the street address for the Center on Halsted.

The email had the following results:

- 96.2% delivered (68 bounces)
- 30.4% opened (519 emails)
- 49.9% click-thru rate (259 clicks)



The 10-question survey was on the Wrigley 2007 Neighborhood Protections. The survey asked five demographic questions to understand who was completing the survey and to allow for cross-tab analysis.

The survey was limited to one response per computer. LVCC sent a second email to 1,993 people that contained a link to the survey on 9/17. The survey was closed on the 8th day, 9/20/07, to allow time for the compilation of this report.

The following results are as of 9/23/07 and include any post-survey emails we received about the survey. 270 people completed the survey. 61 respondents were not on the LVCC database and completed the survey anonymously. All other respondents identified themselves via the unique email address LVCC has on file.



SURVEY DEMOGRAPHIC QUESTIONS

The first three questions were required from all survey participants.





1 *How long have you lived or worked in Lake View (Chicago, IL)?

Answer	0%	100%	Number of Response(s)	Response Ratio
I do not live or work in Lake View			1	<1%
Less than six months			8	3%
Between six months and a year			4	1%
Between one and two years			16	6%
Between two and five years			53	20%
Five or more years			188	70%
No Response(s)			0	0%
Totals			270	100%

2 *How many Chicago Cubs home games did you attend in 2007?







Answer	0%	100%	Number of Response(s)	Response Ratio
None			66	24%
One			43	16%
Two or Three			69	26%
Four to Ten			53	20%
More than ten games			39	14%
No Response(s)			0	0%
Totals			270	100%

3 *Did you attend either of the Police Reunion Tour concerts held at Wrigley Field in July 2007?

Answer	0%	100%	Number of Response(s)	Response Ratio
No, I did not go to either concert.			182	67%
Yes, I went to the first concert (Thursday)			51	19%
Yes, I went to the second concert (Friday)			26	10%
Yes, I went to both concerts (Thursday and Friday)			11	4%
No Response(s)			0	0%
Totals			270	100%

The last two questions were optional but were completed by almost all respondents.

9 For demographic purposes, please let us know your age

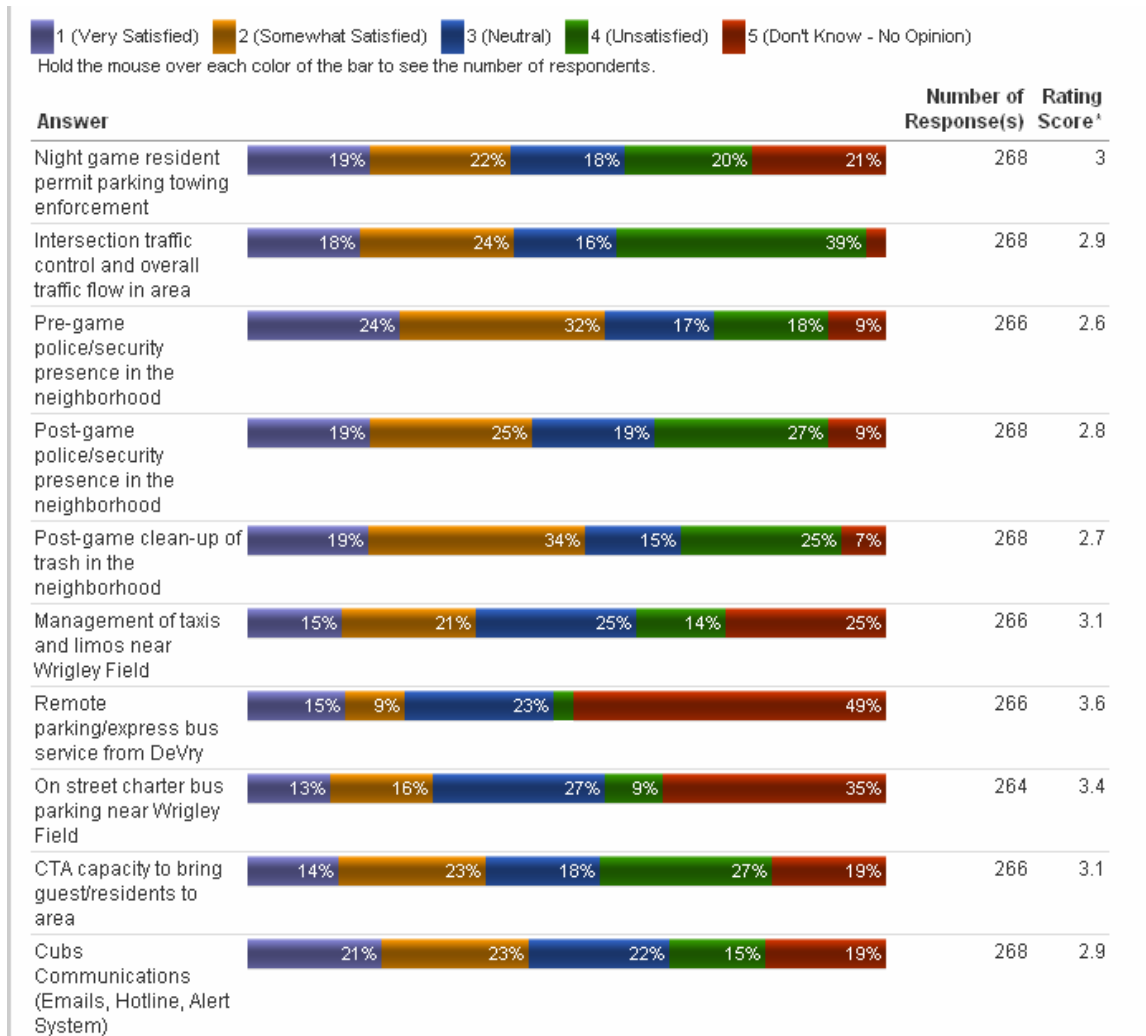
Answer	0%	100%	Number of Response(s)	Response Ratio
25 or younger			10	4%
26 - 35 years old			60	22%
36 - 45 years old			101	37%
46 - 55 years old			56	21%
Over 55			39	14%
No Response(s)			4	1%
Totals			270	100%

Responses by branch:

- BHN 24 9%
- CLVN 26 10%
- ELVN 48 18% (branch adjacent to Wrigley)
- Hamlin Park 1 <1%
- Hawthorne 10 4% (branch adjacent to Wrigley)
- Sheil Park 6 2%
- SLN 8 3%
- SELVN 12 6%
- Southport 63 23% (branch adjacent to Wrigley)
- Triangle 43 16% (branch adjacent to Wrigley)
- West DePaul 0 0%
- WLVN 16 6%
- Other/No Response 10 4% (answers were mainly belong to Chamber)

WRIGLEY PROTECTION QUESTIONS

The first Wrigley question we asked was: **How satisfied were you in each of the following elements of Neighborhood Protection for Chicago Cubs Night Baseball Games in 2007?**



Of the 270 respondents, the non-anonymous comments are as follows:

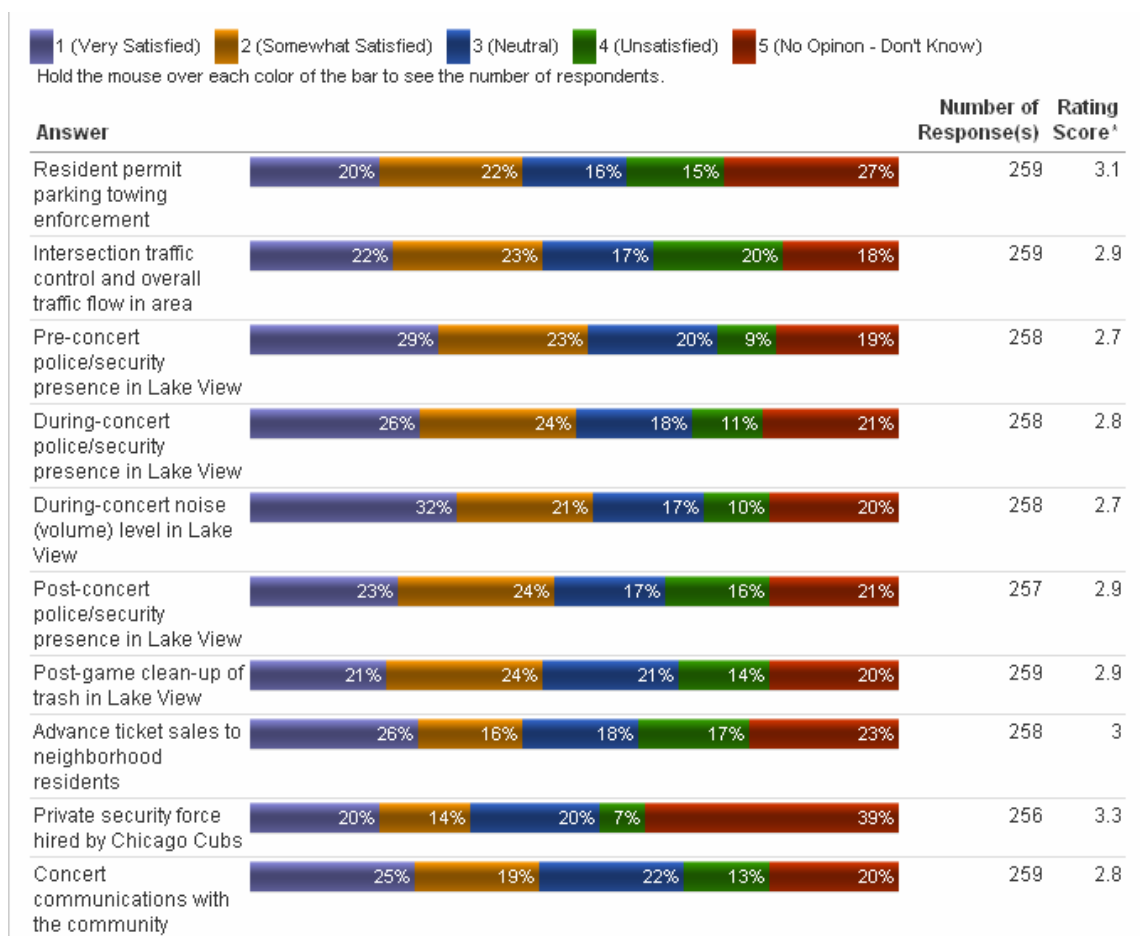
Comments provided directly to four Aldermen, Chicago Cubs and the Chicago Police Department



In terms of cross-tab analysis:

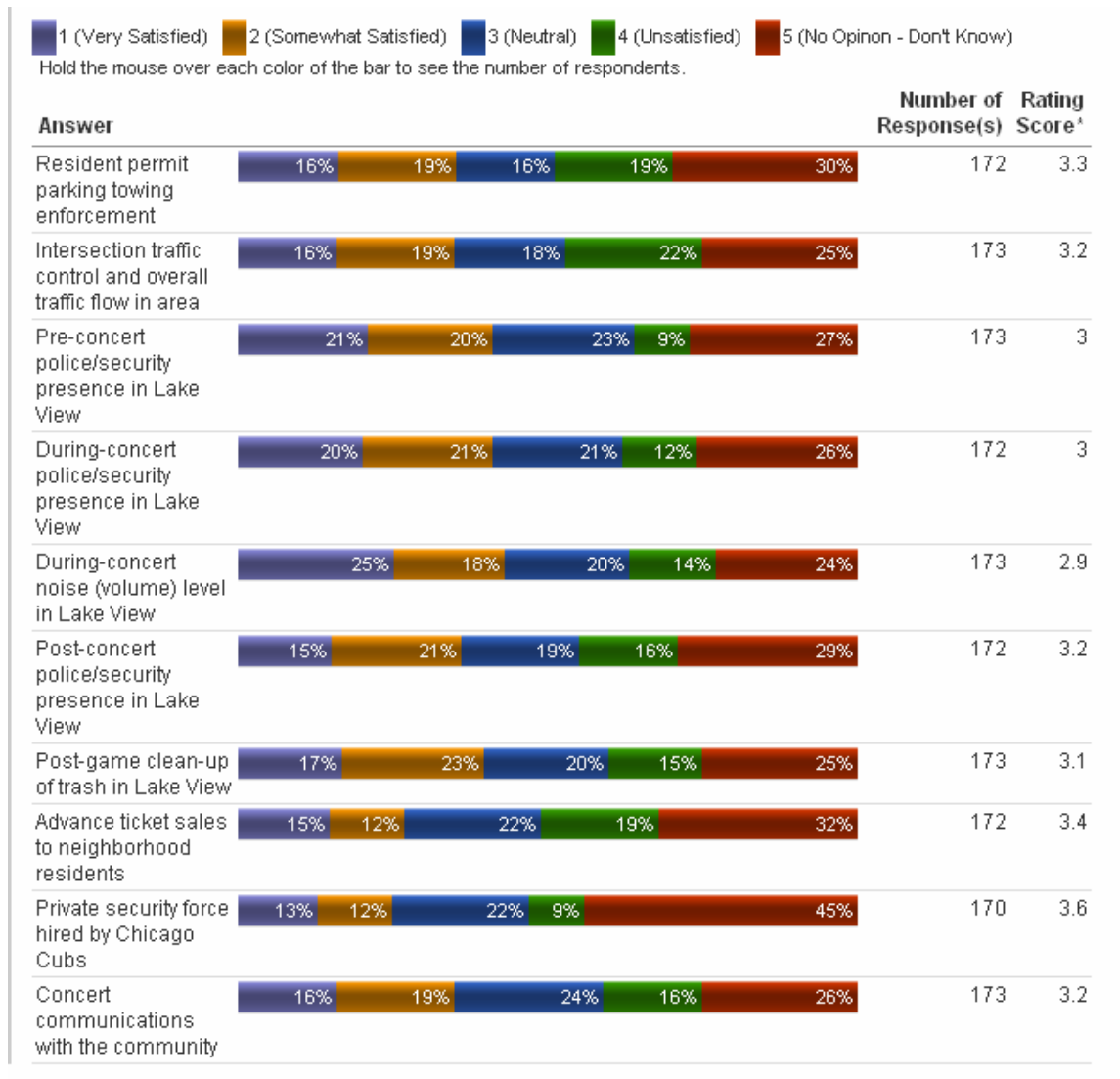
- Of 66 who did not attend any games, there were less than 10 “very satisfied” in any particular answer
- Of 39 who attended 10+ games, 24-43% of the answers were “very satisfied” but intersection traffic control and overall traffic flow was still the worst rated with a 32% unsatisfied.

The next question was **“How satisfied were you in each of the following elements of Neighborhood Protection for the two Wrigley Field CONCERTS in 2007?”**





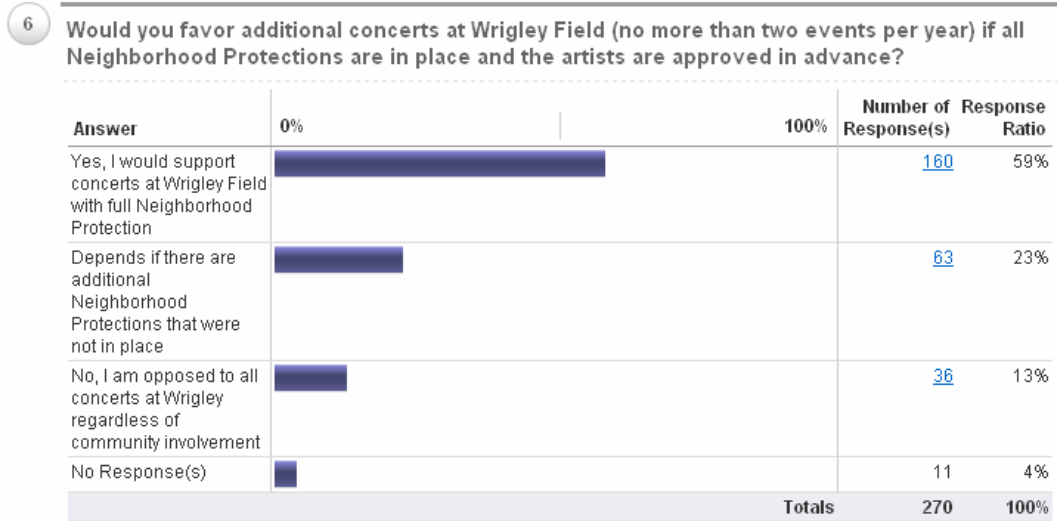
In terms of cross-tab analysis, of 182 who did not attend either concert, here is how they answered the same question:



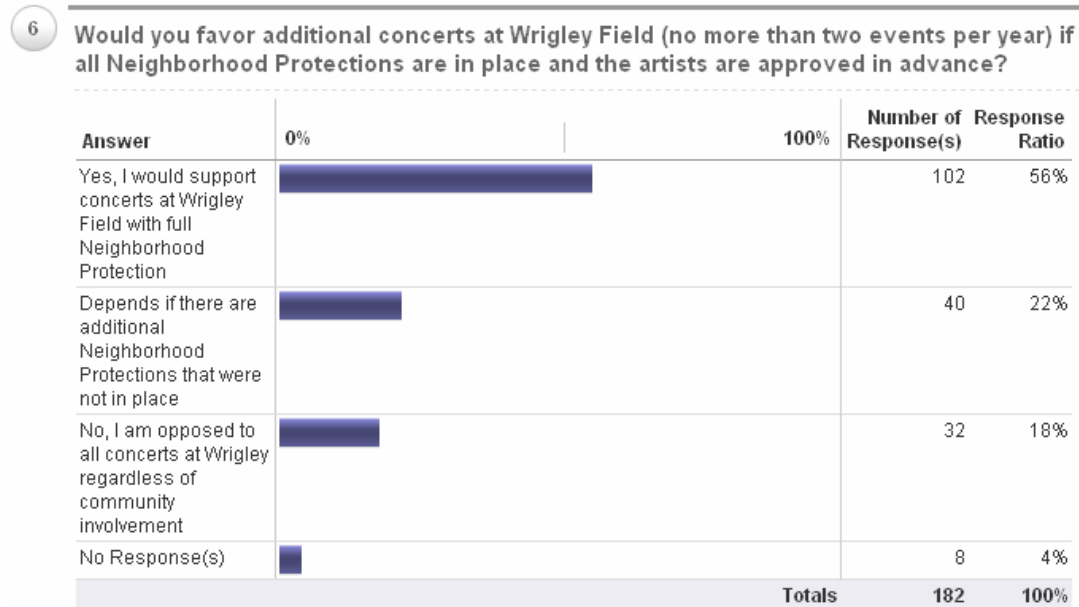
Of the 270 respondents, the non-anonymous comments are as follows:

Comments provided directly to four Aldermen, Chicago Cubs and the Chicago Police Department

The next question we asked was on additional concerts.



The same question was filtered to only those who did NOT attend either concert.



The same question was filtered by branch for the four branches surrounding Wrigley.

- Of the 48 ELVN respondents, 35 (73%) are in favor of additional concerts with Neighborhood Protection and 6 (12%) said “Depends”.
- Of the 10 Hawthorne respondents, 6 (60%) are in favor of additional concerts with Neighborhood Protection and 2 (20%) said “Depends”.
- Of the 63 SNA respondents, 21 (33%) are in favor of additional concerts with Neighborhood Protection and 28 (44%) said “Depends”.
- Of the 43 Triangle respondents, 28 (65%) are in favor of additional concerts with Neighborhood Protection and 8 (19%) said “Depends”.

Of the 270 respondents in all branches, the non-anonymous comments are as follows:

*Comments provided directly to four Aldermen, Chicago Cubs
and the Chicago Police Department*

Additional comments from Connie Jurczyk (Southport Neighbors,)

The next question asked was **to place in RANK order which elements were most important to them for future concerts at Wrigley.**

248 people responded with at least one important item in the following ranked order:

- Post-concert clean-up
- Advance communication of dates and times to residents
- Advance ticket sales to neighborhood residents
- Additional private security hired by Cubs before and after concerts
- Towing enforcement of residential permit parking
- Choice of artist from pre-approved list
- Portable restrooms outside Wrigley Field on concert days
- Monitoring of sound in the neighborhood
- Weekday versus weekend concerts
- Remote parking for concert fans who do not live in Lake View



Hold the mouse over each color of the bar to see the number of respondents.

Answer	Number of Response(s)	Ranking Score ¹
Choice of Artist from Pre-Approved List	244	5.5
Weekday versus Weekend Concerts	243	5
Advance Communication of Dates and Times to Residents	244	5.9
Advance Ticket Sales to Neighborhood Residents	241	5.7
Monitoring of Sound in the Neighborhood	243	5.1
Portable Restrooms Outside Wrigley Field on Concert Days	241	5.3
Additional Private Security Hired by Cubs before and after Concerts	240	5.7
Remote Parking for Concert Fans who do not live in Lake View	242	4.9
Towing Enforcement of Resident Permit Parking	243	5.6
Post-concert Clean-up	248	6.3

The final question was “Do you have any suggestions for improving future events at Wrigley Field?”

Comments provided directly to four Aldermen, Chicago Cubs and the Chicago Police Department