

Phase 1 - Where Are We Now?

Phase 1 - Where are we now?

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Acknowledgments



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**All
Together.**

Thank you to the thousands of residents, business owners, and partners who showed up for Phase I of Hello Hoffman!

Hey! Hi! Hello!

Hello, Hoffman is the Village's new Comprehensive Plan—a strategic guide for how Hoffman Estates will grow and thrive in the years ahead. This plan is all about shaping the future of our neighborhoods, roads, public spaces, businesses, and services. It will be shaped by input from those who live here, work here, play here, and know this community best. Yes, we're talking about you, residents, youth, business owners, staffers, and local leaders—all of our neighbors who call Hoffman home.

Together, we're answering three big questions:

#1

Where are we now?

#2

Where do we want to go?

#3

How do we get there?

What have we learned in Phase 1?

Phase 1 of Hello Hoffman asked the question ***"Where Are We Now?"***

Thanks to the input of thousands of community members, as well as a deep dive into the data and trends in our area, we have some **Big Takeaways** that will help inform Phase 2.

Takeaway #1

**People
love
living
here**

Takeaway #2

**Hoffman
Estates
is changing**

Takeaway #3

**Our
greatest
challenge
is our
geography**

Takeaway #4

**Connection
of all
kinds is
important**

Takeaway #5

**Public safety
remains
top of
mind**

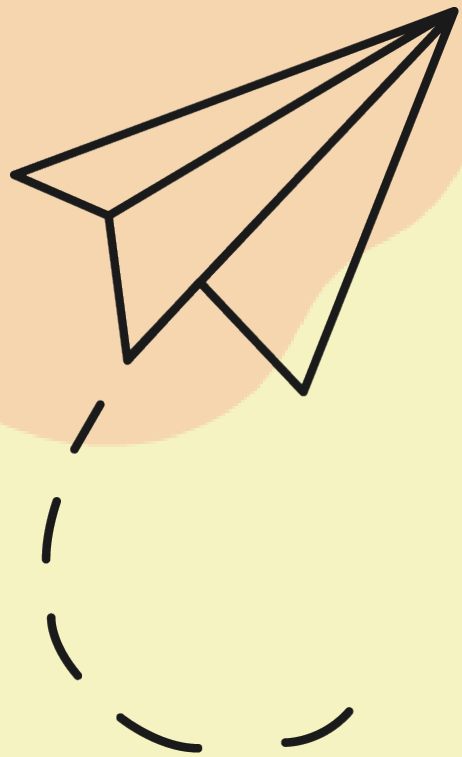
Takeaway #6

**Our
economic
future is
evolving**

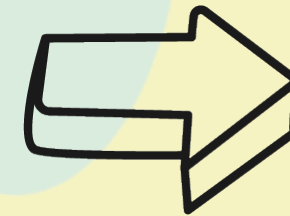
Takeaway #7

**Demand for
housing
remains
consistent**

People love living here



90% satisfaction reported



53% *very* satisfied

83% *positivity* when describing the Village of Hoffman Estates



Parks, Schools, Village Board, & Staff all make the Village a ***great place to live***

Average resident tenure is ***high***

People love living here

"A strong sense of community, especially through activities that bring people together, growing cultural diversity, support for families, and great parks."

- Survey #1 Respondent (07.24.2025)

"We love Princeton Park and South Ridge Park! We also love the Police Dept! Thank you."

- Celebrate National Night Out
Pop-up Visitor (08.05.2025)



"Customer service is great. When I called about a previous issue, staff had it saved in notes, and I did not need to explain back story."

- Summer Hang Attendee (07.22.2025)

"Family-friendly. Diverse residents. Competent leaders. Clean non-polluting businesses that mostly have a connection with residents."

- Survey #1 Respondent (08.11.2025)



"The location [Hoffman Estates] is good for my business."

- Local Business Discovery Discussion Participant (04.16.2026)



Hoffman Estates is changing

Our community is getting
more diverse

Our community is ***aging***

Since 2000, our ***Asian
& Latino communities***
have grown significantly

The median age
has ***risen*** from
33.6 to **39.2**
since 2000

Hoffman Estates is changing

"More day program for seniors or special needs."

- Survey #1 Respondent
(11.09.2025)

"Young adult activities for 20-40-year-olds seem to be left out quite often. Always seniors, young adults, and children, but nothing in the middle."

- Summer Hang Attendee (07.22.2025)

"More promotion for trade schools, military, and community colleges for high schoolers."

- Summer Hang Attendee
(07.22.2025)

"More assistance for seniors (that is) not too expensive to assist with their doctor visits, transportation, and grocery shopping."

- Survey #1 Respondent (08.08.2025)

"More LGBTQ events."

- Survey #1 Respondent
(03.12.2026)

"The amount of diversity and the people here are great, but there is no place besides homes and parks to meet."

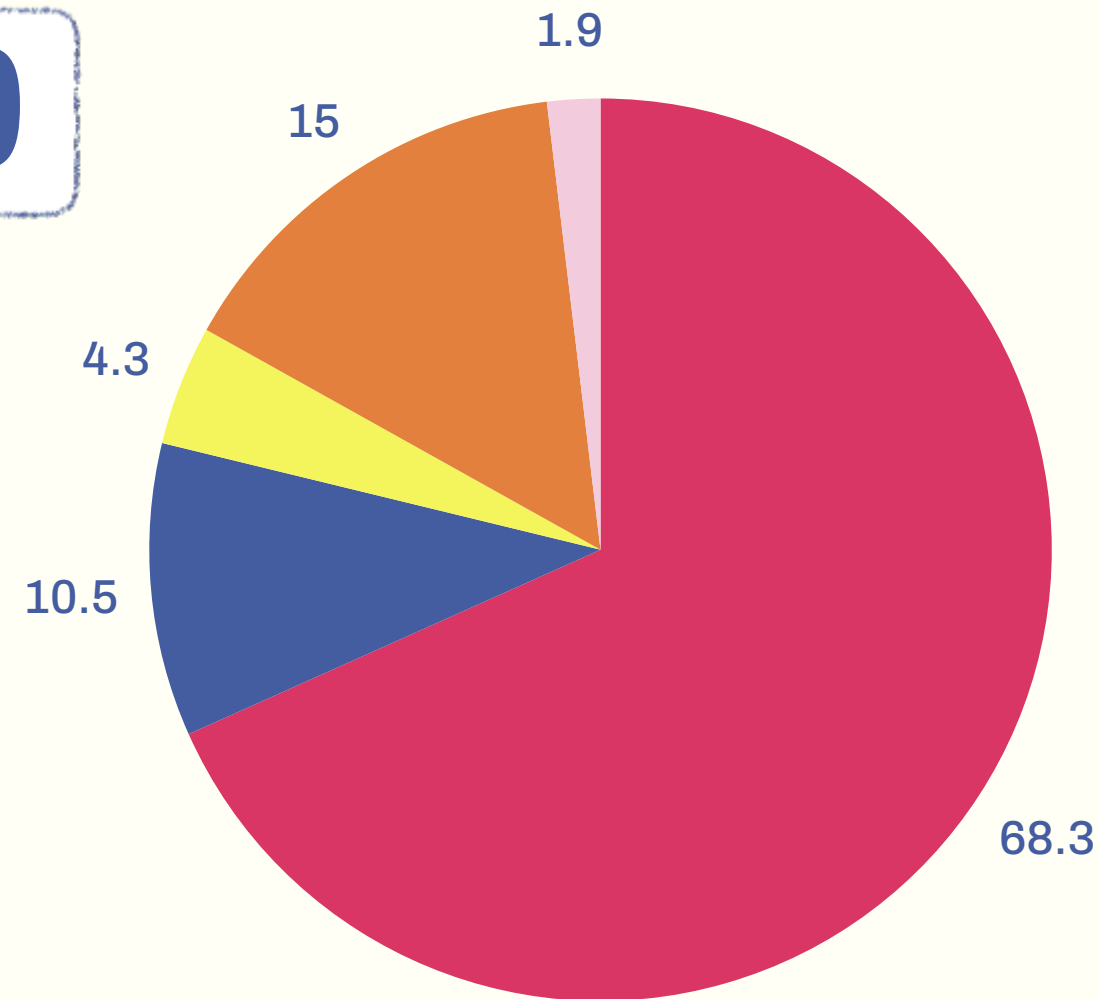
- Survey #1 Respondent (07.29.2026)



Race & Ethnicity in Hoffman Estates (%)

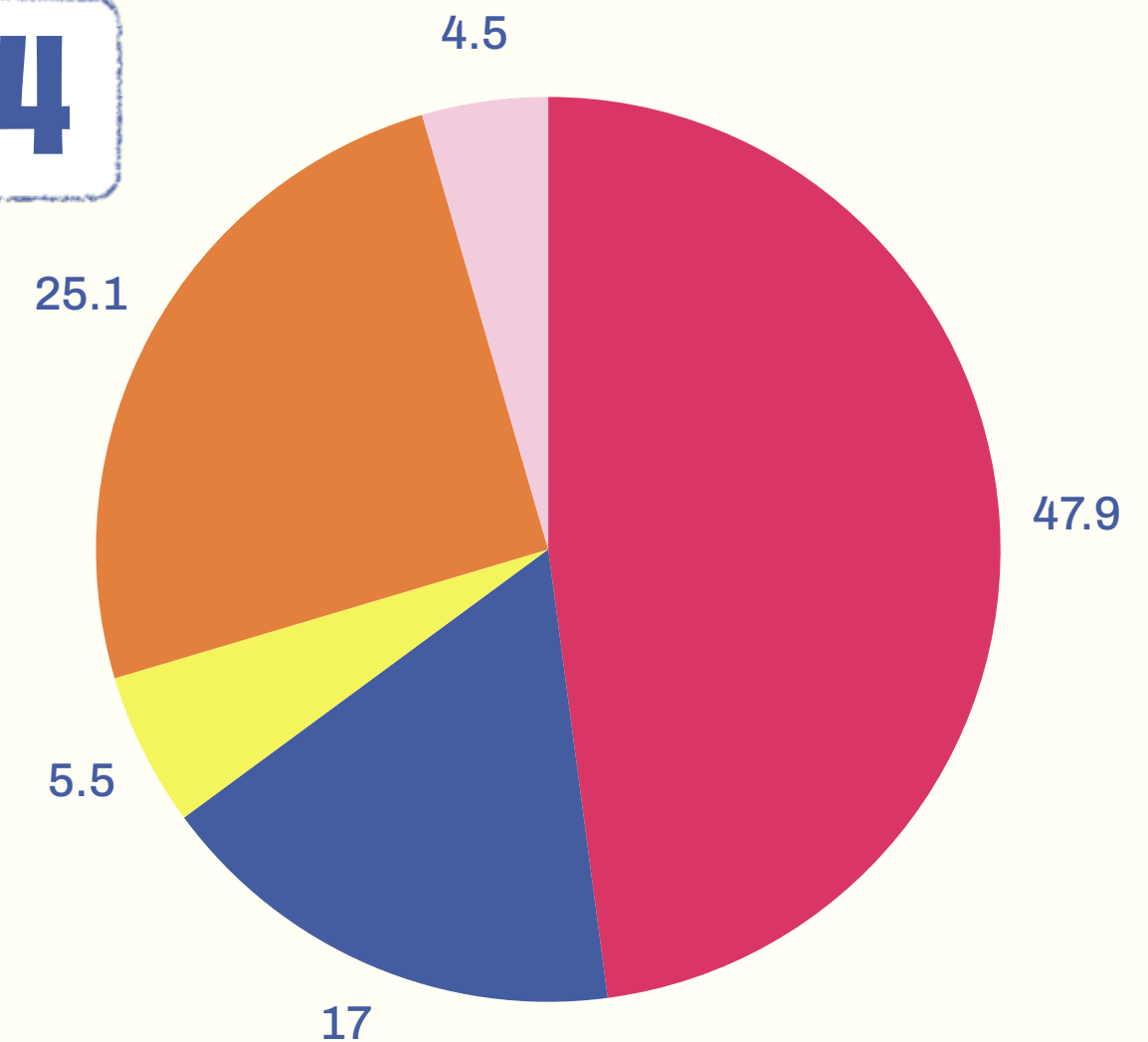
Our *Asian and Hispanic populations* have grown significantly since 2000.

2000



- White (Non-Hispanic)
- Hispanic or Latino (of Any Race)
- Black (Non-Hispanic)
- Asian (Non-Hispanic)
- Other/Multiple Races (Non-Hispanic)

2020-2024

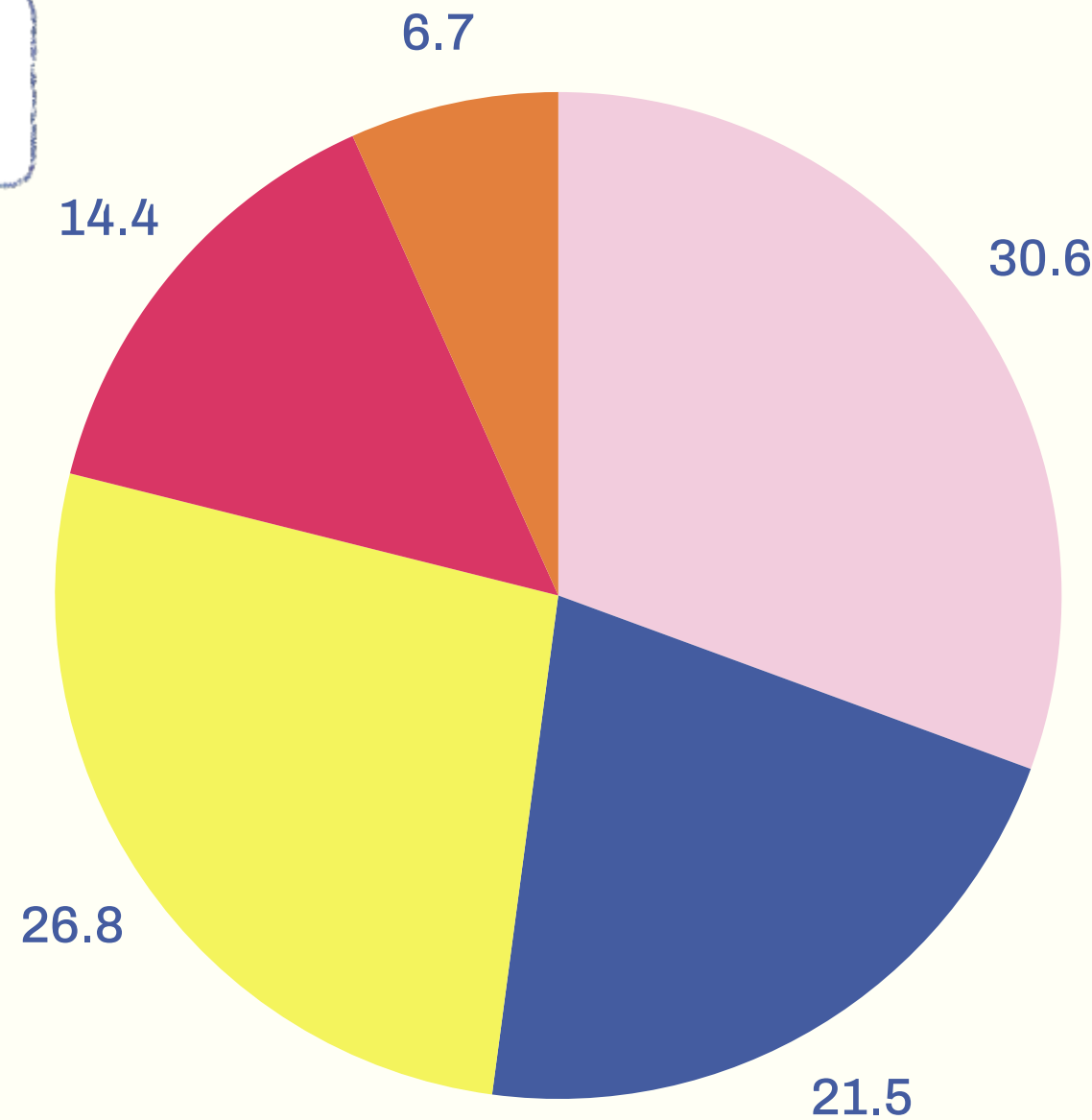


- White (Non-Hispanic)
- Hispanic or Latino (of Any Race)
- Black (Non-Hispanic)
- Asian (Non-Hispanic)
- Other/Multiple Races (Non-Hispanic)

Age Cohorts in Hoffman Estates (%)

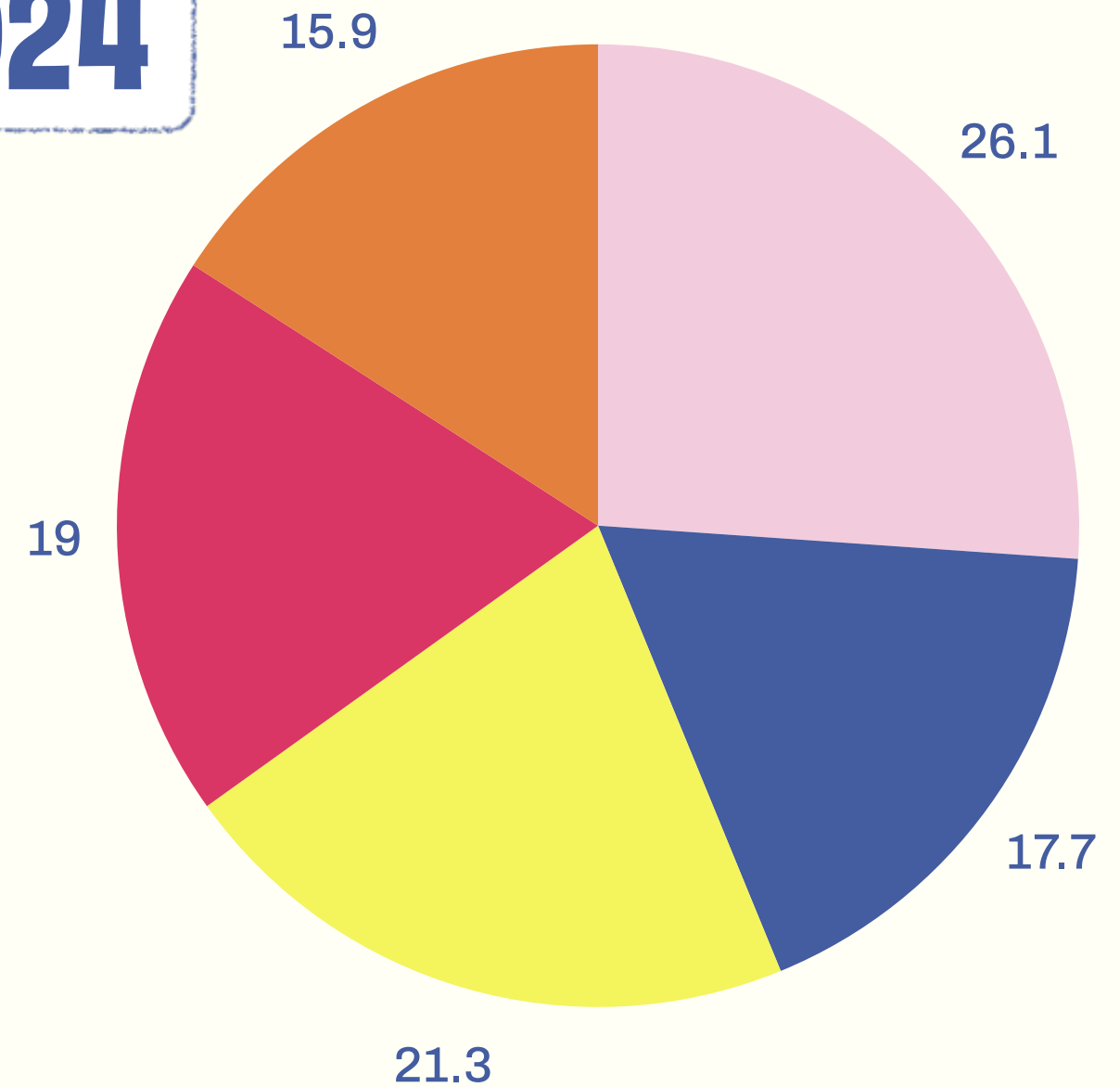
Our population is trending older. Our 65 & older population has *more than doubled*.

2000



19 and Under 20 to 34 35 to 49
50 to 64 65 and Over

2020-2024

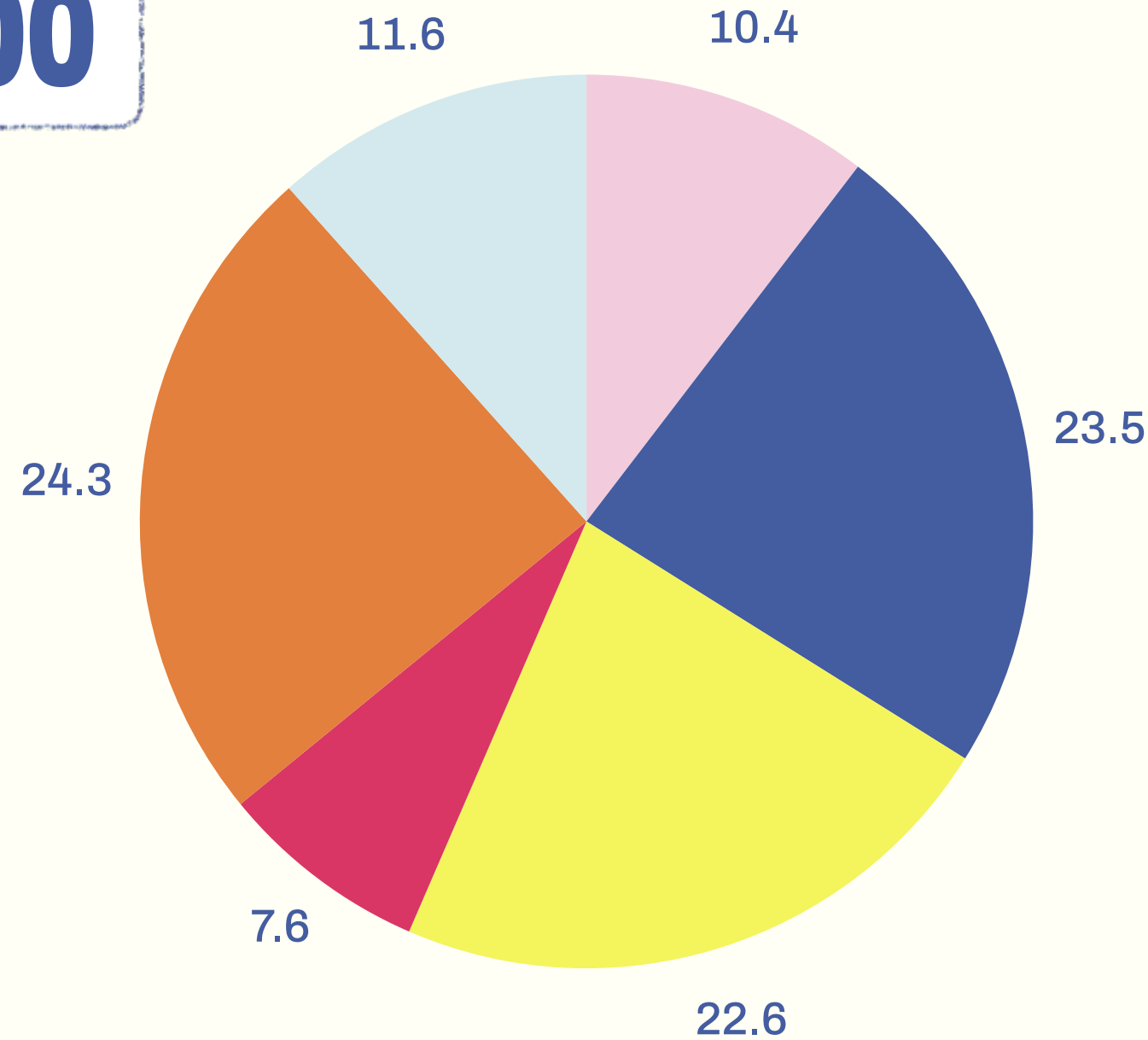


19 and Under 20 to 34 35 to 49
50 to 64 65 and Over

Educational Attainment in Hoffman Estates (%)

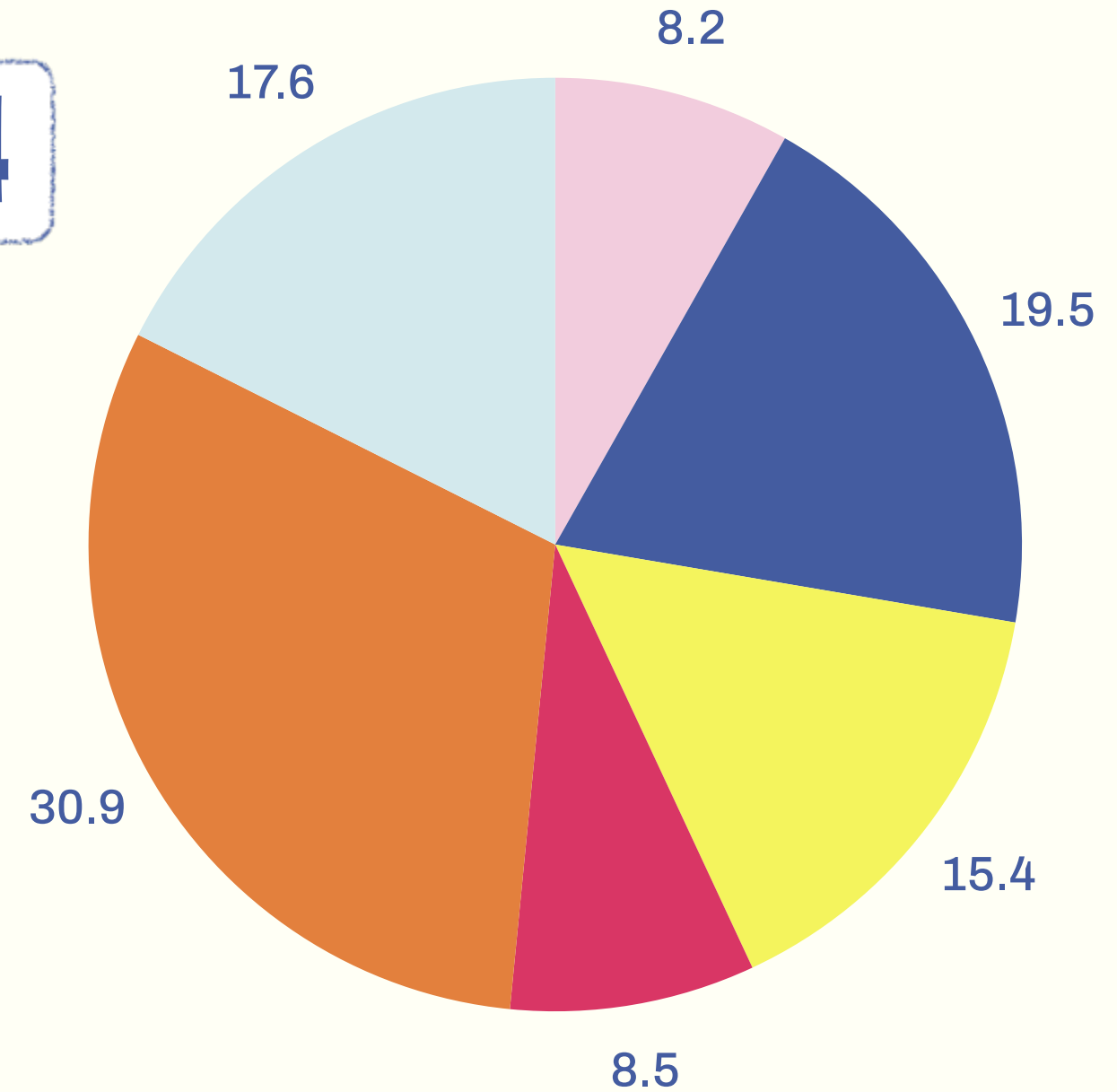
Our community is *more educated* than ever before.

2000



- Less than High School Diploma
- Some College, No Degree
- Bachelor's Degree
- High School Diploma (or Equivalent)
- Associate's Degree
- Graduate/Professional Degree

2020-2024



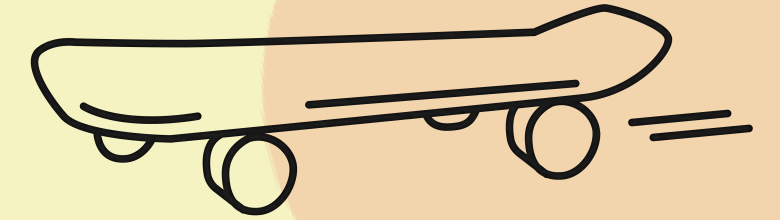
- Less than High School Diploma
- High School Diploma (or Equivalent)
- Some College, No Degree
- Associate's Degree
- Bachelor's Degree
- Graduate/Professional Degree

Source: 2000 Census, 2020-2024 American Community Survey five-year estimates, Chicago Metropolitan Agency for Planning

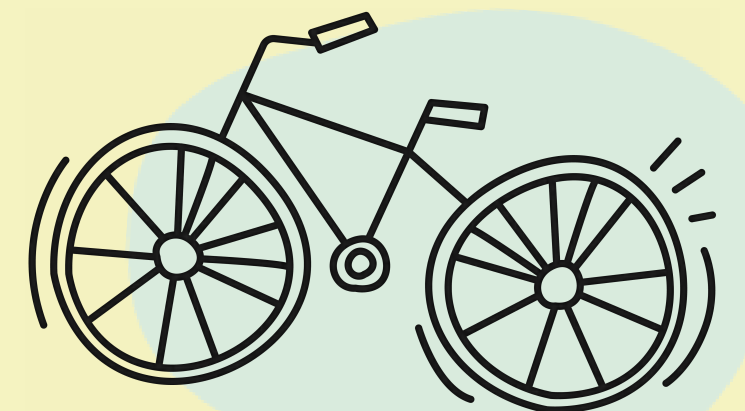
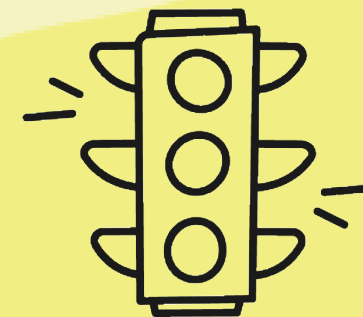
Our greatest challenge is our geography

A **walkable downtown** is the
the **#1** request from residents

Transportation remains a
top priority - traffic, walkability,
bikeability, and transit
connectivity are common themes



Hoffman Estates **doesn't**
feel like one place - it feels
separated into **three**



Our greatest challenge is our geography

"[An opportunity would be] a downtown-like area like Palatine, Arlington Heights, etc."

- Summer Hang Attendee (07.22.2025)

"Impossible to create a community. We are divided into too many pieces. The park district is the only one created cohesiveness."

- Survey #1 Respondent (02.05.2026)

"I feel like Hoffman doesn't have a lot of places to congregate with friends. There is a lot of car stuff and a few walking paths."

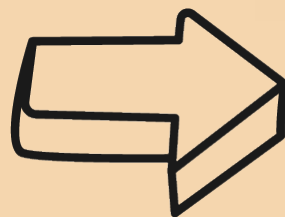
- Youth Discovery Discussion Participant (01.29.2026)

"It's too widespread and not connected. There isn't a central hub. Everything is spread out and not connected."

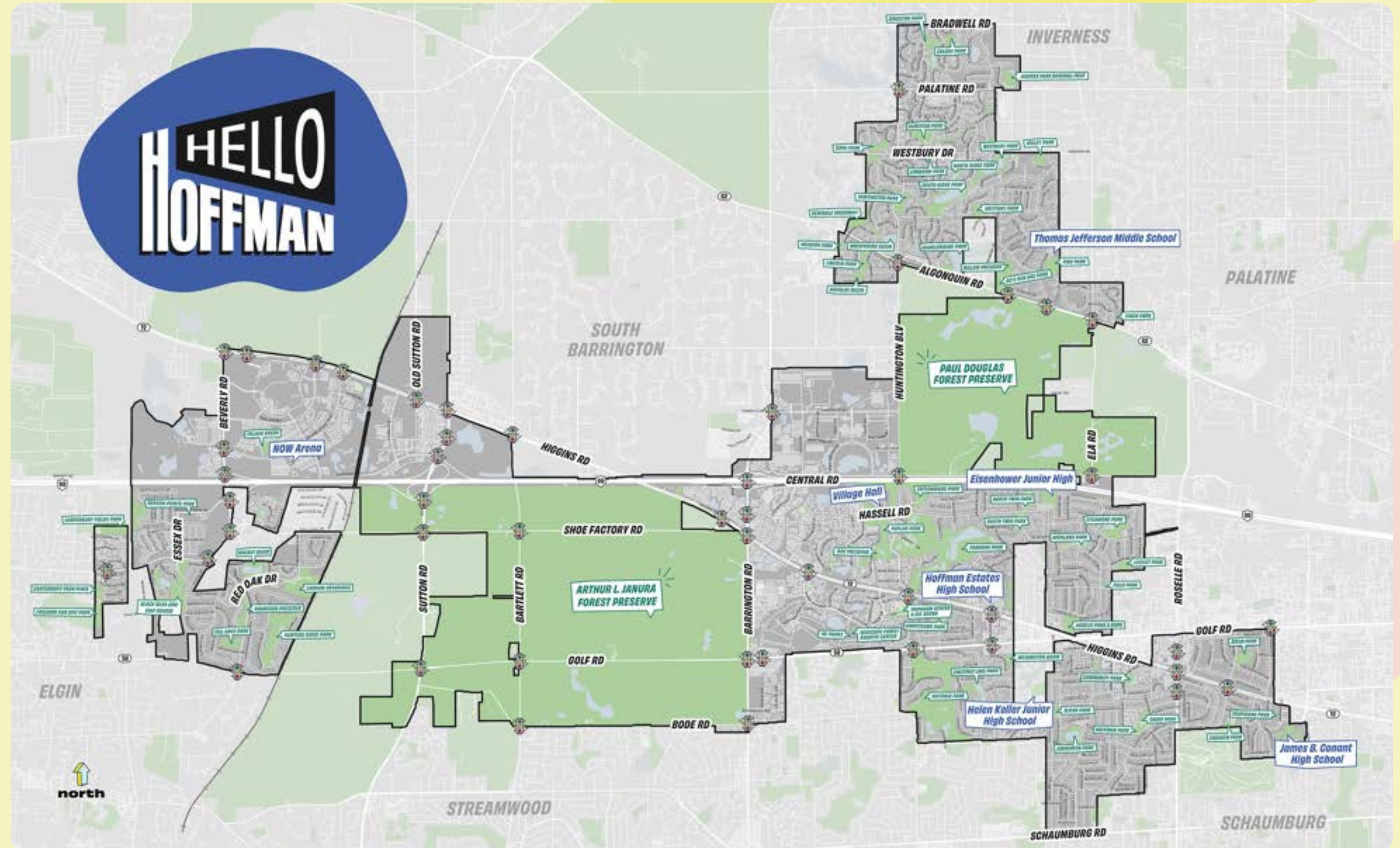
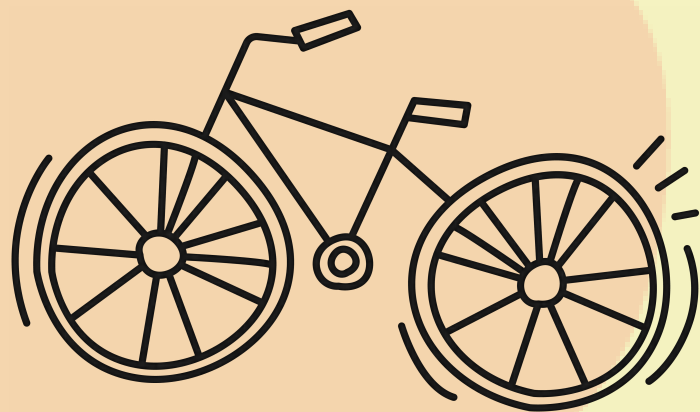
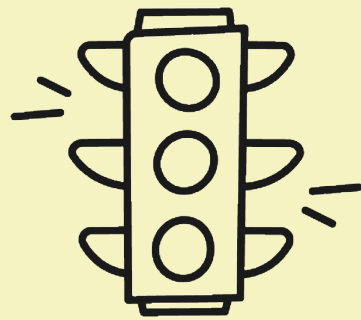
- Survey #1 Respondent (11.07.2025)

"Becoming one community, not three."

- Survey #1 Respondent (08.08.2025)

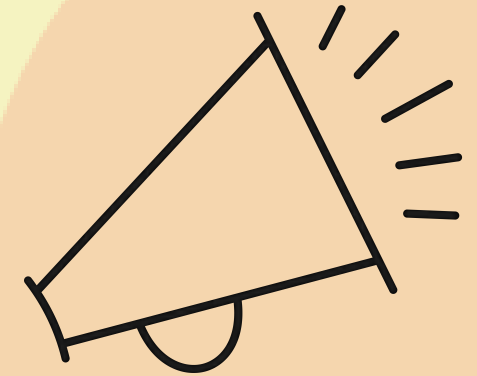
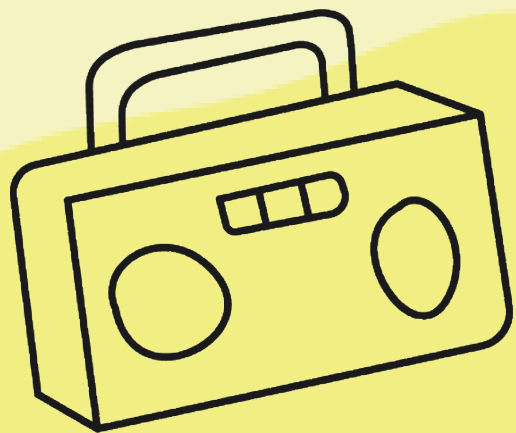


A simple line drawing of a yellow airplane with a black outline, flying towards the right. The background consists of a light blue sky and a green ground area.



Connection of all kinds is important

Clear desire for more
"third" & civic spaces
throughout town



Positive feedback and a **desire
for more Village events** such
as Summer Hang, PW Open
House, and National Night Out

A desire for opportunities to meet and connect with neighbors

Connection of all kinds is important

"(A challenge facing the community is) building that sense of community!"

- Survey #1 Respondent (10.30.2025)

"I don't feel like I know a lot of people from Hoffman Estates. I do know some people from the Village at school, but there aren't really places where I could meet people."

- Youth Discovery Discussion Participant (01.29.2026)

"When entering our Village, our signage is not at all welcoming."

- Survey #1 Respondent (10.25.2025)

"Community events (more in North Hoffman)."

- Summer Hang Attendee (07.22.2025)

"Opportunities to express our creativity."

- MLK Day Breakfast Pop-up Visitor (01.19.2026)

"Encouraging even more local community events for neighborhoods to gather and get to know each other."

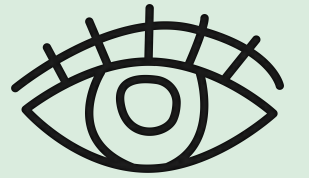
- Survey #1 Respondent (11.08.2025)



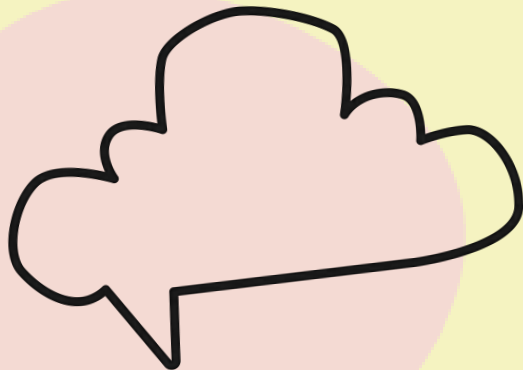
Public safety remains top of mind



Safety & *low crime* is cited as a strength of the Village repeatedly



Almost equally, crime & safety are seen ***as a challenge***



Residents in the west of the Village have a ***higher perception of crime***

Public safety remains top of mind

"This is a very good community with good police protection."

- Celebrate National Night Out Pop-up Visitor (08.05.2025)

"I think safety [is a strength]. Police and Fire department are top notch."

- Survey #1 Respondent (11.07.2025)



"[Biggest challenge facing the community is] increased crime."

- Survey #1 Respondent (08.29.2025)

"The Hoffman Police Department is amazing. They actually take time to chat with people."

- Celebrate National Night Out Pop-up Visitor (08.05.2025)



"[Shout out to] Community through the Fire Department. They came to church picnic."

- MLK Day Breakfast Pop-up Visitor (01.19.2026)

"[An area of improvement includes] enforcing speed limit near parks and neighborhoods."

- Summer Hang Attendee (07.22.2025)



Our economic future is evolving

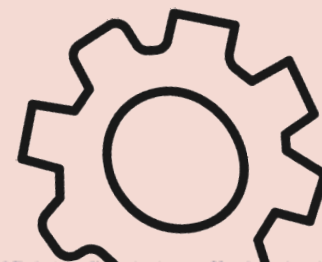


Residents are ***more educated*** than ever before

The Village has seen significant private sector job losses due to economic shifts (such as the losses of large corporate headquarters) but has ***remained fiscally stable*** (~32%)

Residents desire ***more recreational opportunities.***

The median income in Hoffman Estates has ***fallen when adjusted for inflation***



Our economic future is evolving

"[Let's] figure out how to get the larger businesses involved more in networking."

- Local Business Discovery Discussion Participant (04.13.2026)

"Hoffman has developed into a powerhouse for business and development."

- Survey #1 Respondent (08.19.2026)

"[A challenge will be] keeping local feel as areas and businesses develop."

- Survey #1 Respondent (11.03.2025)

"The primary challenges include ongoing inflation that is affecting ingredient costs and the rising burden of property taxes in Cook County."

- Local Business Discovery Discussion Participant (04.13.2026)

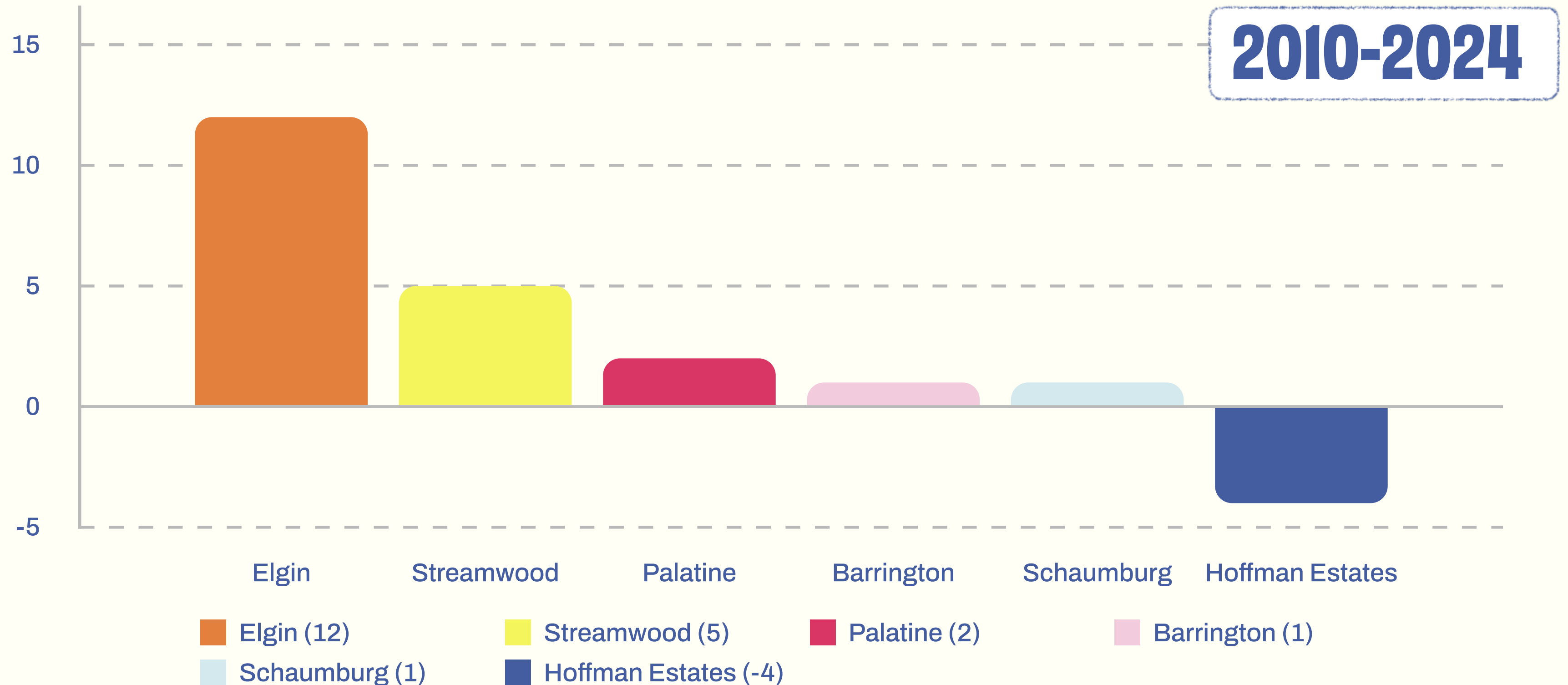
"I like going to the mall and shopping in person more than online shopping. I get to try things on, and it feels like a better experience."

- Youth Discovery Discussion Participant (01.29.2026)



Median Income Change Over Time (%)

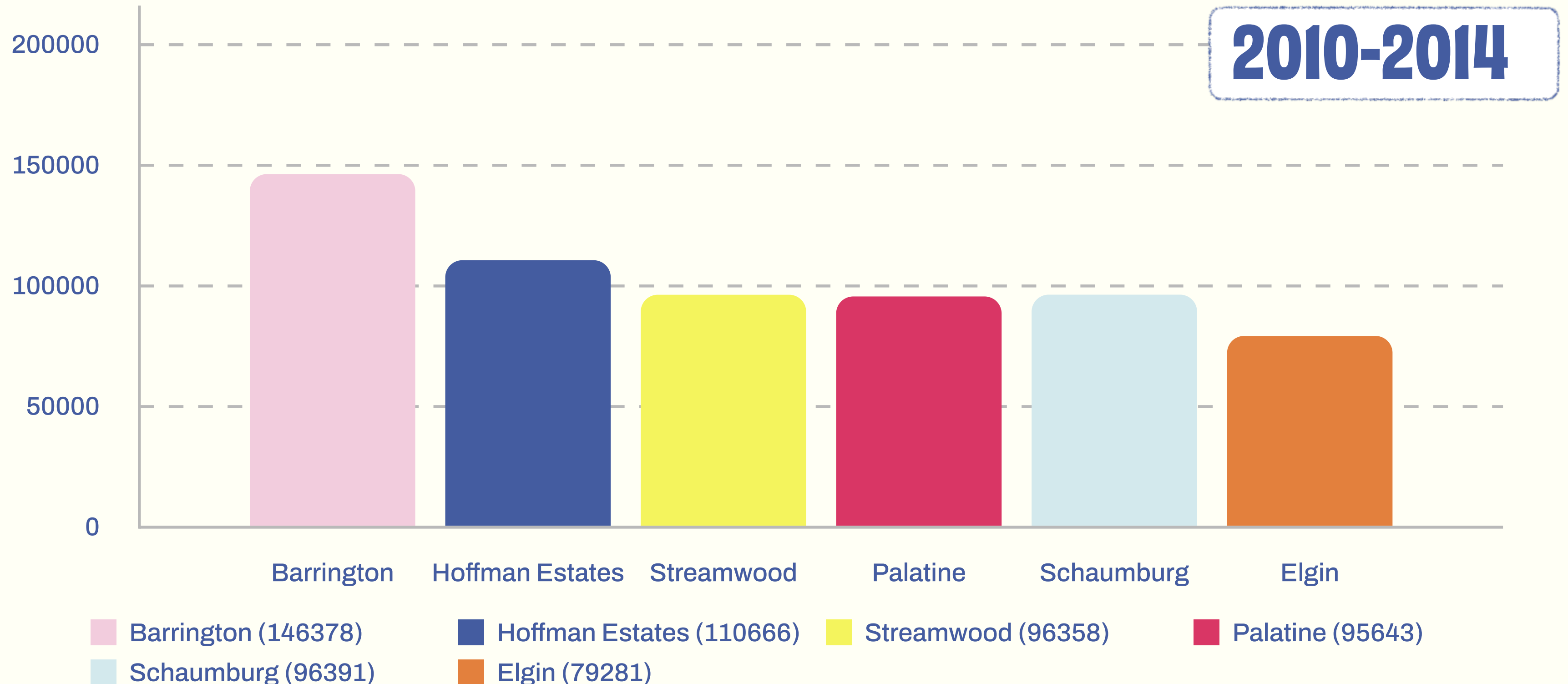
Hoffman Estates median income has *fallen* since 2010 when adjusted for inflation.



Source: 2010-2014, 2020-2024 American Community Survey five-year estimates, Chicago Metropolitan Agency for Planning

Median Income Change Over Time (\$)

Hoffman Estates median income has *fallen* since 2010 when adjusted for inflation.



Source: 2010-2014, 2020-2024 American Community Survey five-year estimates, Chicago Metropolitan Agency for Planning

Median Income Change Over Time (\$)

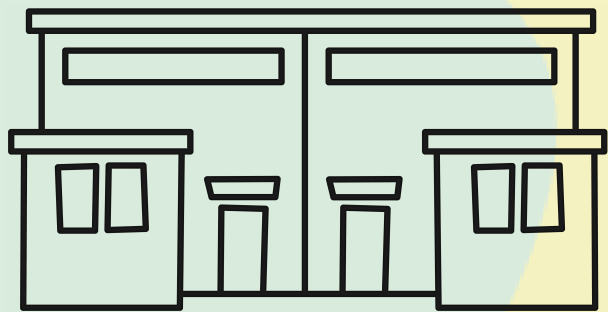
Hoffman Estates median income has *fallen* since 2010 when adjusted for inflation.



Source: 2010-2014, 2020-2024 American Community Survey five-year estimates, Chicago Metropolitan Agency for Planning

Demand for housing remains consistent

Affordability remains a priority for existing residents



Hoffman Estates compares favorably with surrounding communities for housing affordability, but less favorably when ***combining housing & transportation costs***

Despite some population loss since 2010, ***interest in new housing*** remains strong

Residents want to keep the ***single-family feel***, while also welcoming more ***senior housing & mixed-use development***

Demand for housing remains consistent

"[A challenge our community is facing is] affordable senior housing."

- Survey #1 Respondent (08.29.2025)

"[A challenge our community is facing is] affordable housing. But we cannot build one large "affordable" housing community—new housing needs a variety of price points in the same neighborhood."

- Survey #1 Respondent (10.31.2025)

"[We need to plan for] the increase in senior citizen population and need for better housing."

- Survey #1 Respondent (12.31.2025)

"Housing costs have climbed, not sure first-time home buyers have places to buy in the Village."

- Survey #1 Respondent (08.19.2025)

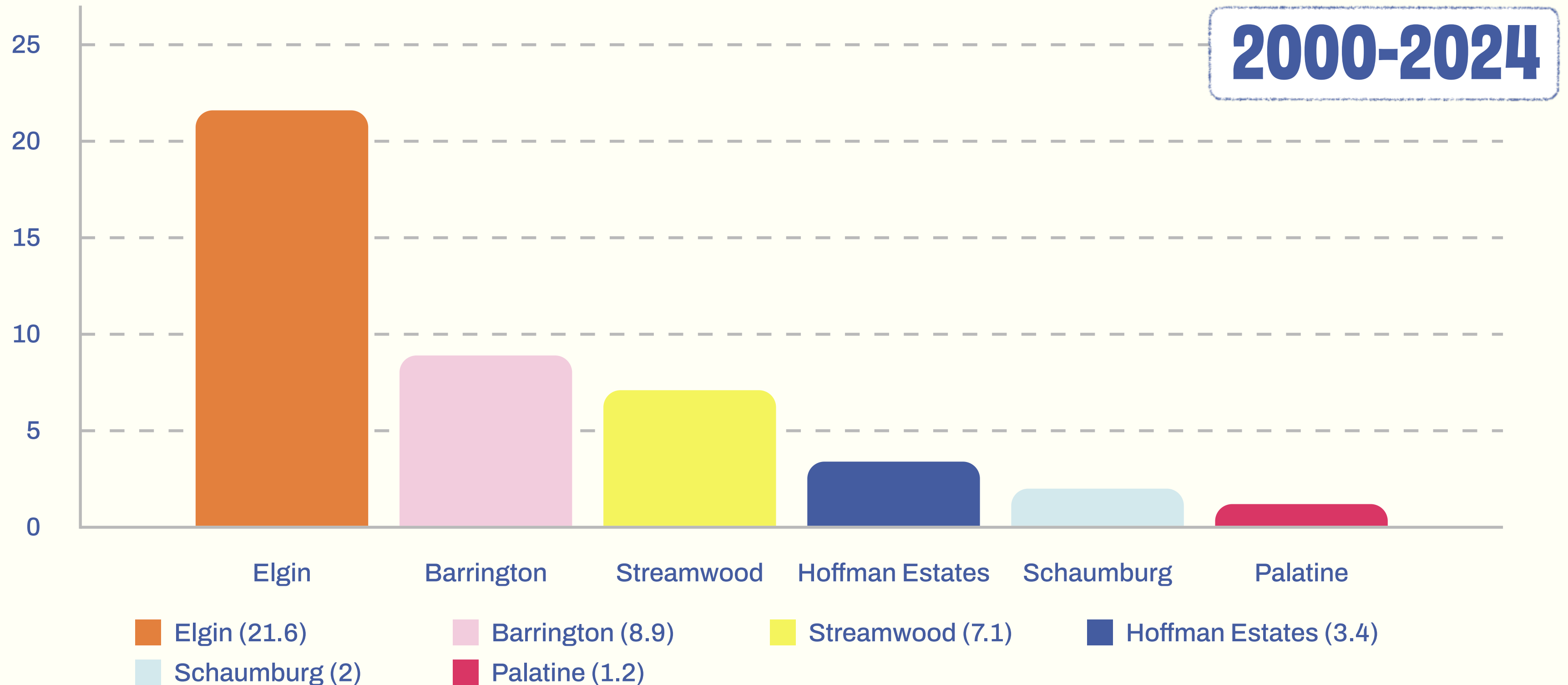
"Develop more mixed-use housing when planning new neighborhoods."

- Survey #1 Respondent (07.29.2025)



Population Growth (%)

Our population has grown, but *more slowly* than some of our neighbors.



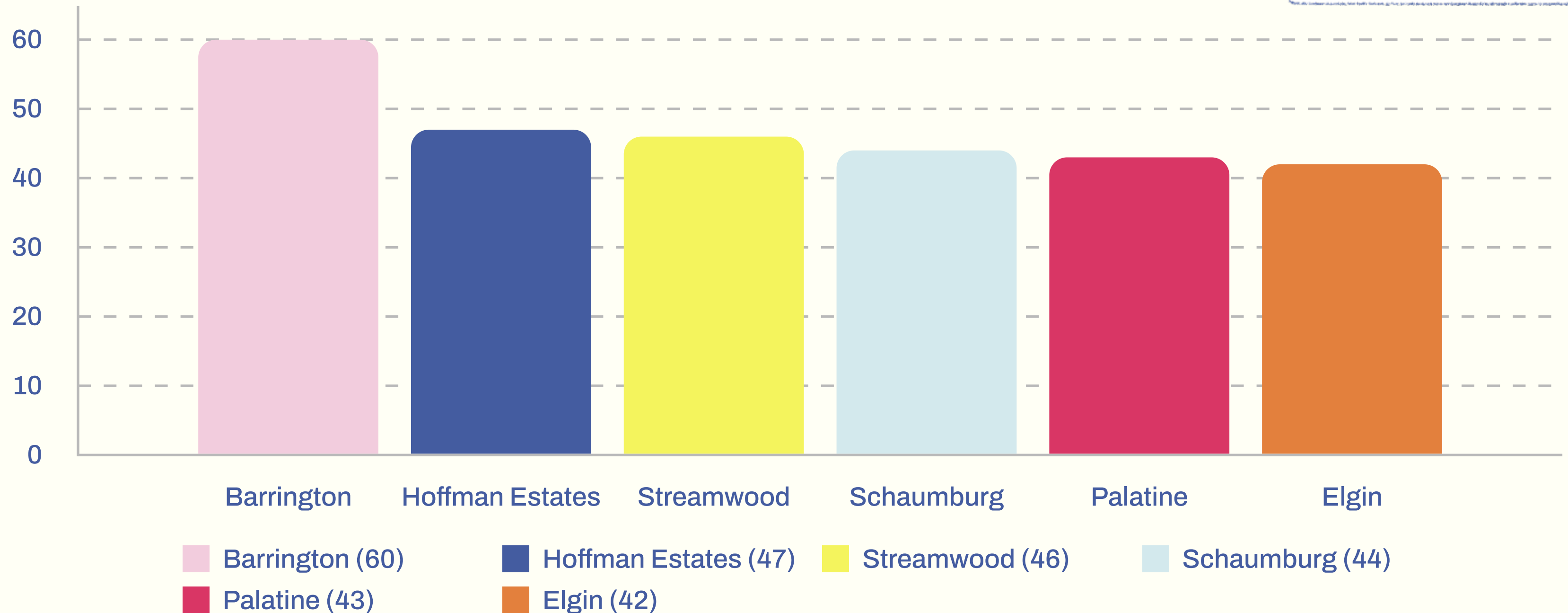
Source: 2000 Census, 2020-2024 American Community Survey five-year estimates, Chicago Metropolitan Agency for Planning

Housing & Transportation Index (%)

Hoffman Estates residents *spend more on housing & transportation* than most of our neighbors.

% of median income spent on housing & transport costs

2018-2022

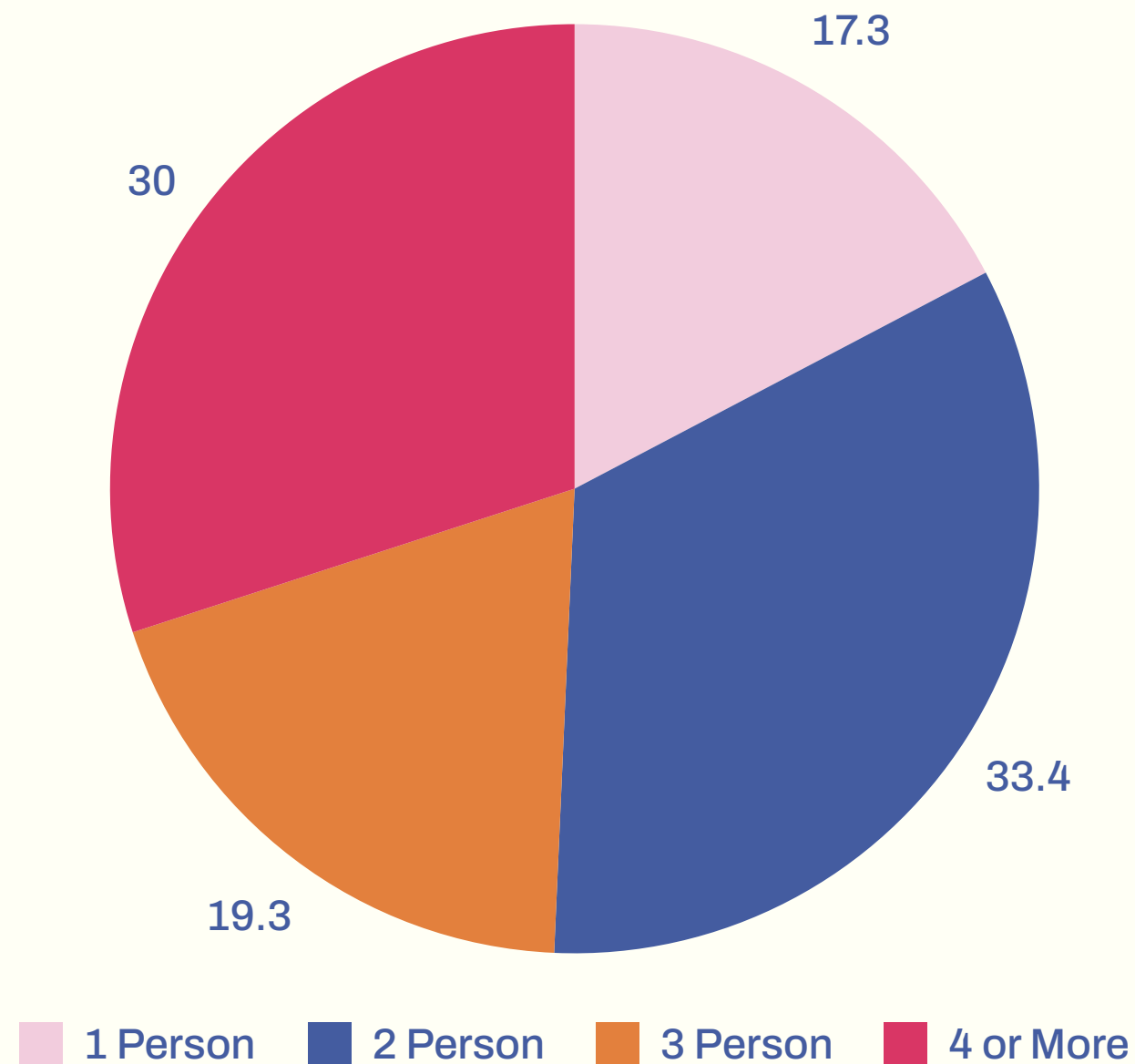


Source: 2000 Census, 2020-2024 American Community Survey five-year estimates, Chicago Metropolitan Agency for Planning

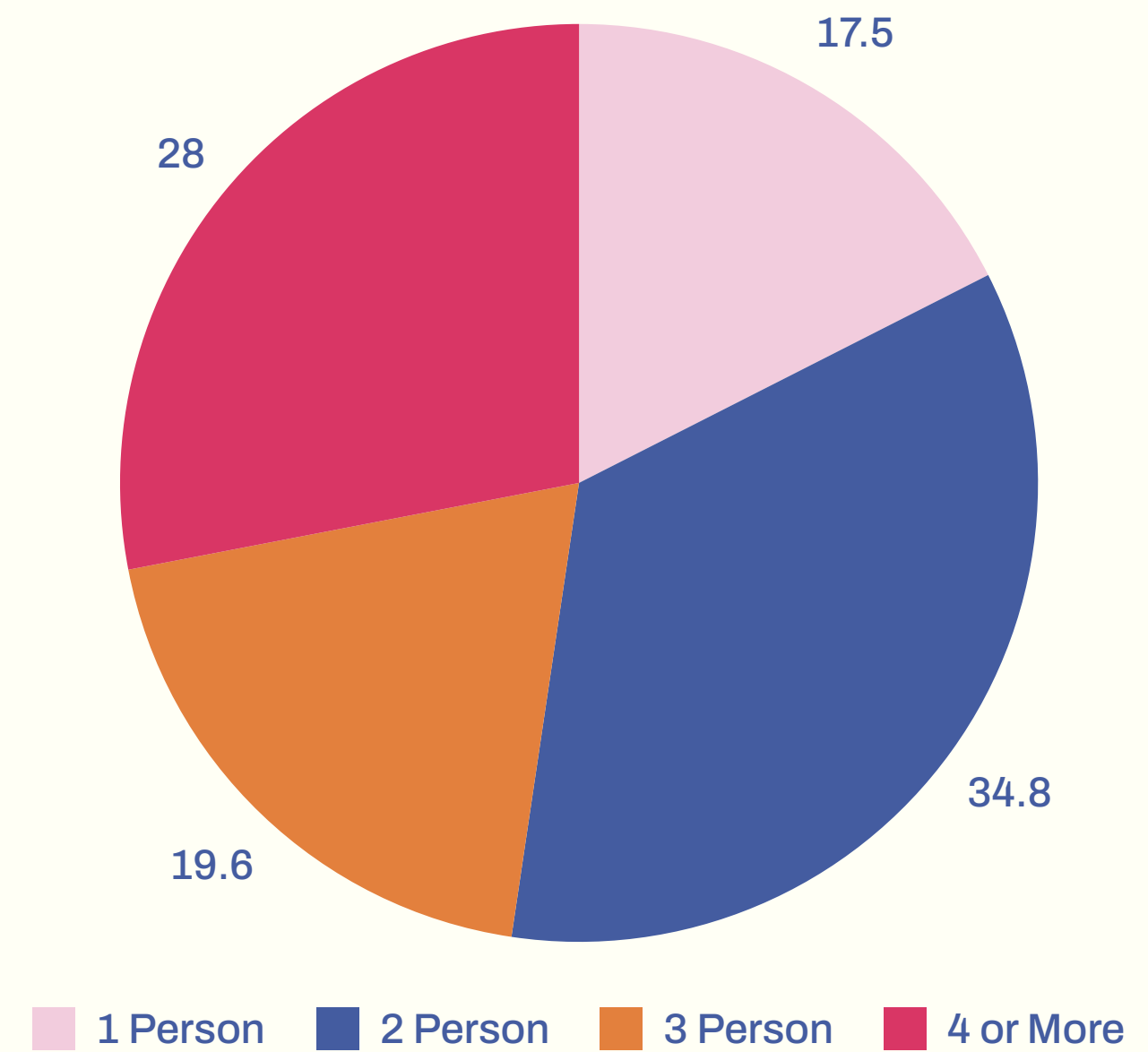
Household Size in Hoffman Estates (%)

The average household size is relatively stable, but is *beginning to trend smaller*.

2010-2014



2020-2024

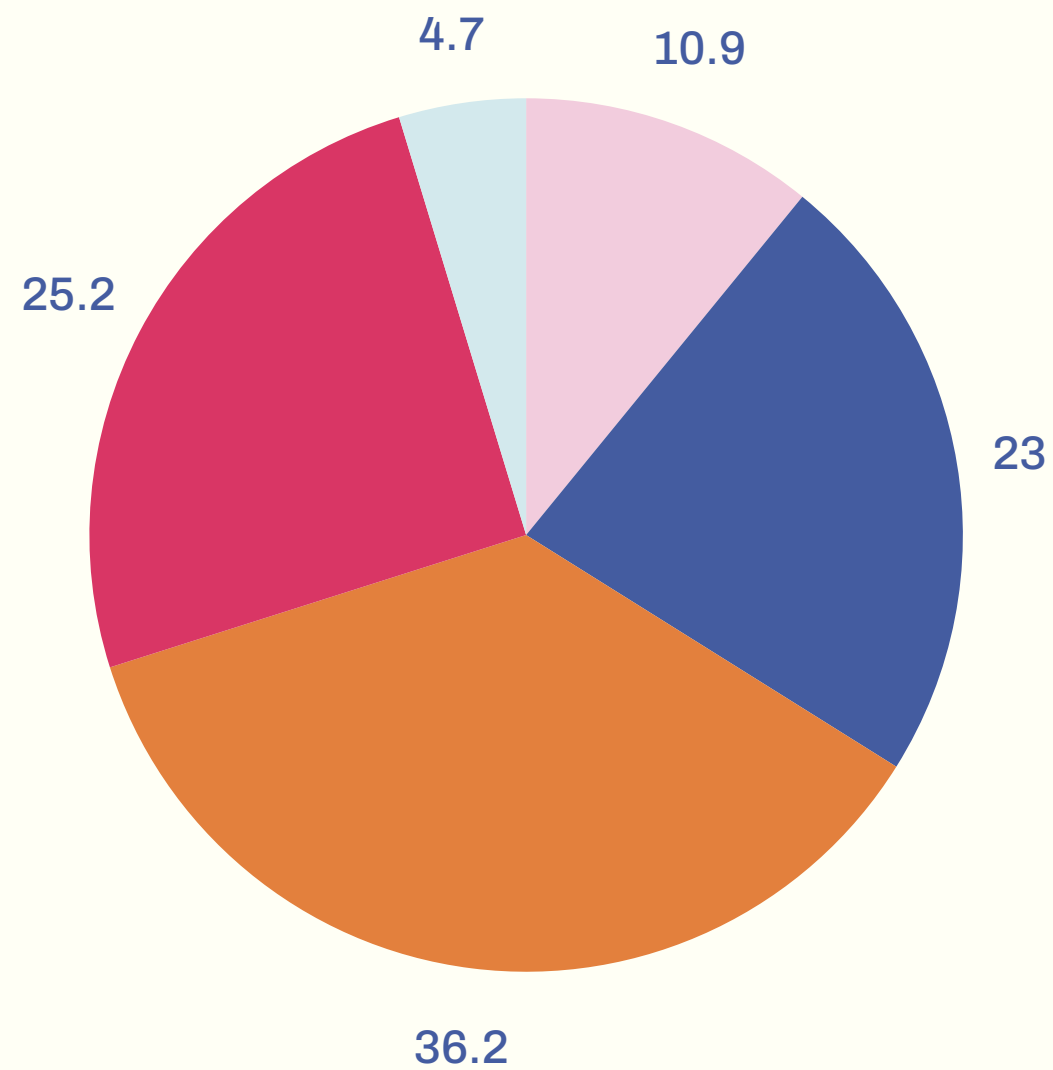


Source: 2010-2014 and 2020-2024 American Community Survey five-year estimates, Chicago Metropolitan Agency for Planning

House Size in Hoffman Estates (%)

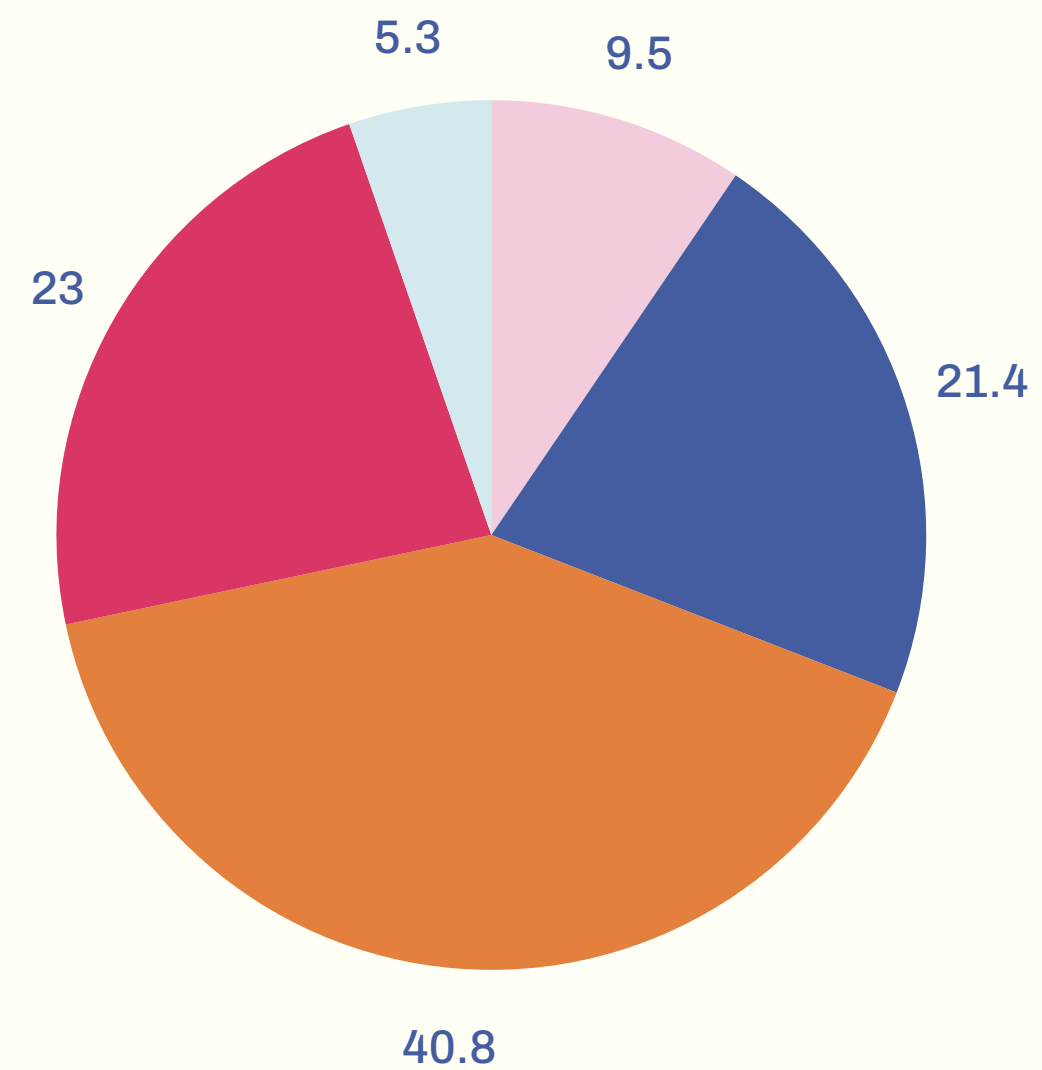
Most homes in Hoffman Estates are *sized for families with children*.

2010-2014



0-1 Bedroom 2 Bedroom 3 Bedroom
4 Bedroom 5+ Bedroom

2020-2024



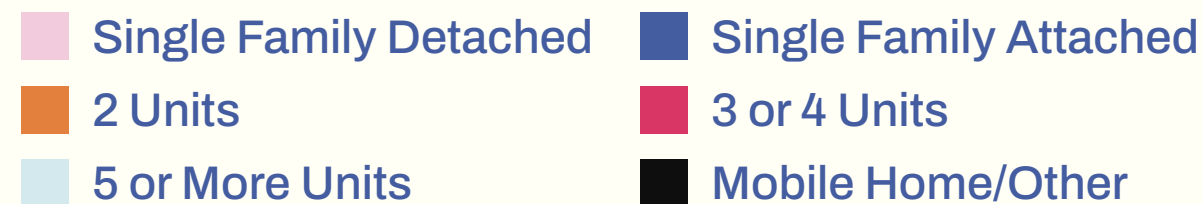
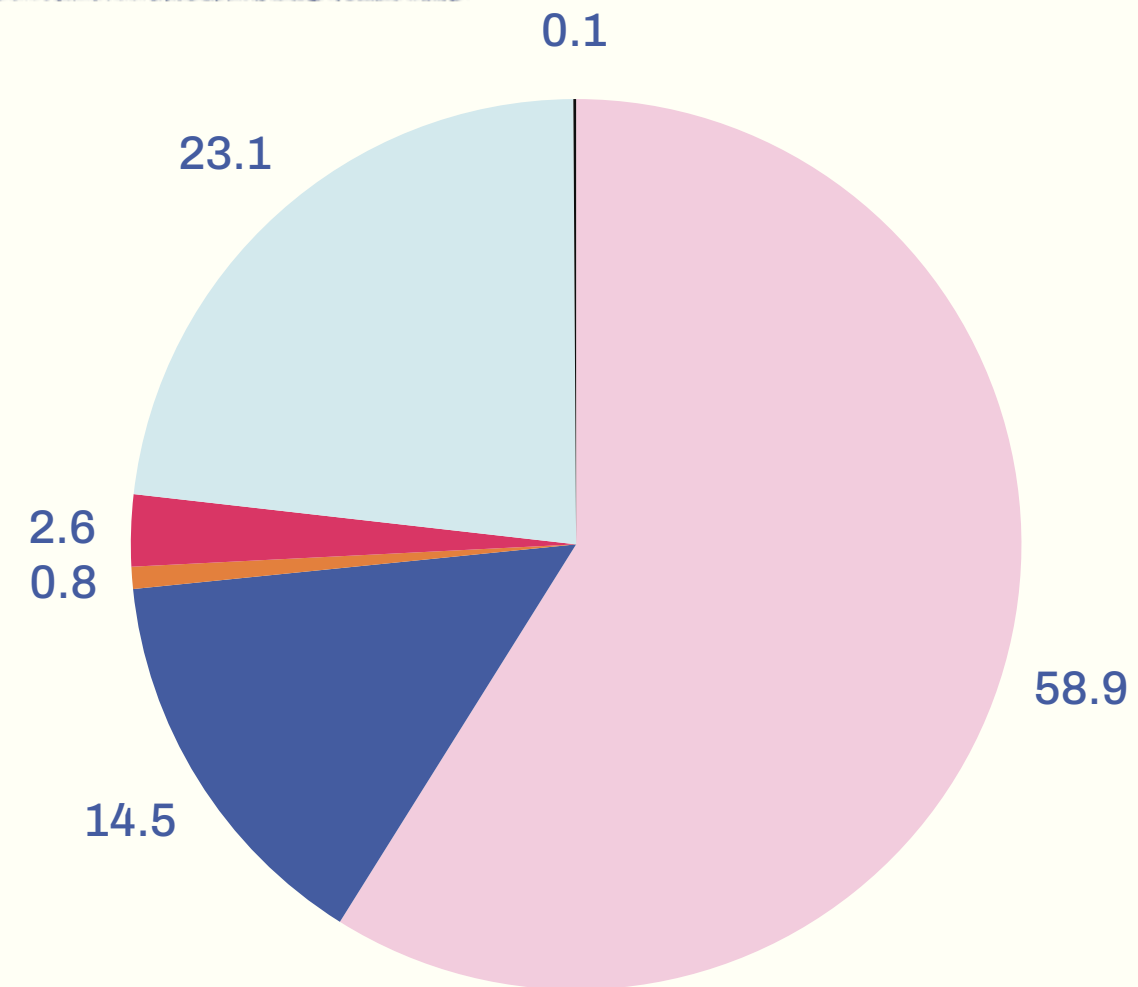
0-1 Bedroom 2 Bedroom 3 Bedroom
4 Bedroom 5+ Bedroom

Source: 2010-2014 and 2020-2024 American Community Survey five-year estimates, Chicago Metropolitan Agency for Planning

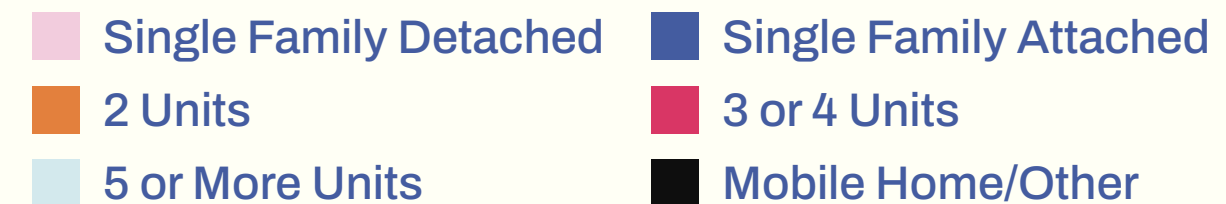
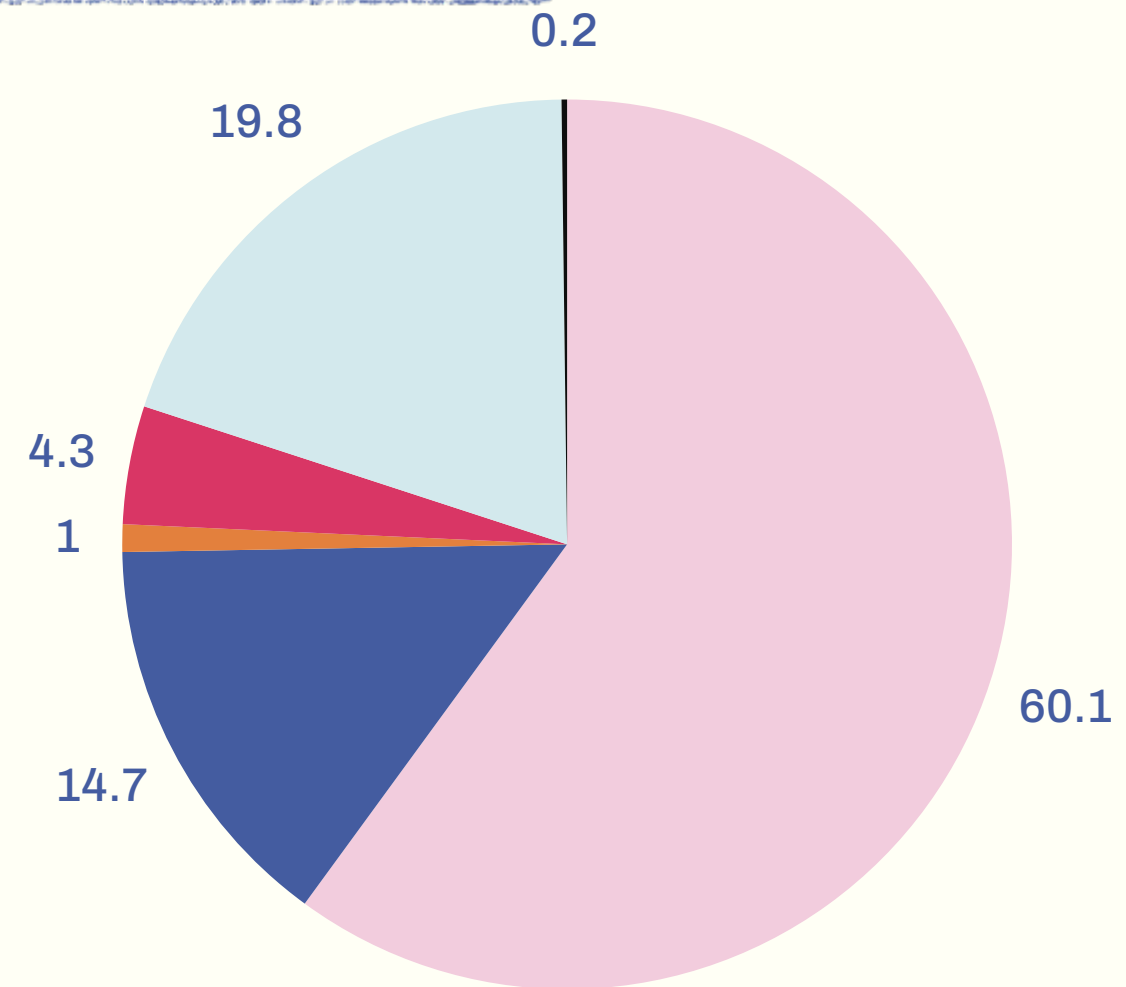
Housing Types in Hoffman Estates (%)

Single Family Detached homes remain dominant in Hoffman Estates.

2010-2014



2020-2024



Source: 2010-2014 and 2020-2024 American Community Survey five-year estimates, Chicago Metropolitan Agency for Planning

How did we learn it?

1.8k+

unique website visitors

2,000+

folks at 13 pop-up events

200+

Summer Hang attendees

3

Discovery Discussions

298

survey #1 responses



📍 Summer Hang (South Ridge Park)



📍 Haunted Hoffman Pop-Up



📍 Youth Discovery Discussion



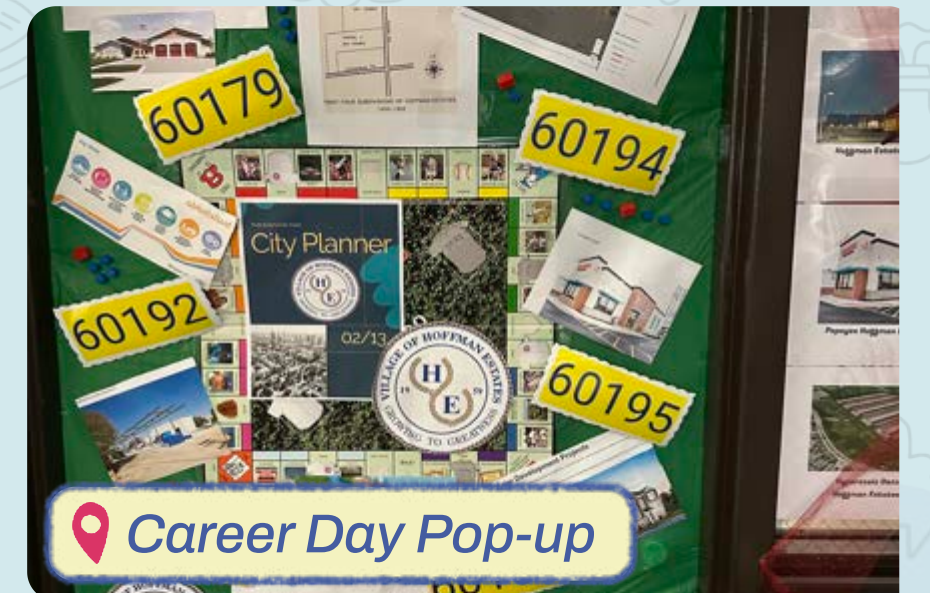
📍 Staff Discovery Discussion



📍 PW Open House Pop-Up



📍 National Night Out Pop-up



📍 Career Day Pop-up

How did we learn it?

As well as gathering input from our community, the project team reviewed many different data sources to build a better understanding of ***Where Are We Now?***

Demographic data helps us understand who calls Hoffman Estates home, and how that has changed over time.

Financial data shows us how the Village has been able to fund public services that are important to our community even during periods of difficulty or uncertainty.

Existing Village plans tell us what policies and projects the Village either is pursuing, or has pursued recently. They also tell us whether or not we were successful in reaching those goals, and why that might be.

Environmental scans look at the big picture for Hoffman Estates and beyond. They include a wide array of sources that help us learn about trends, changes, and possible futures that may impact them.

How did we learn it?

Demographic Data

U.S. Census Data

American Community Survey

CMAP Community Snapshots

Financial Data

Village Budgets

Building Permit Records

Existing Plans

***Hoffman In Motion* Transportation Plan**
(2025)

Hoffman Estates *Comprehensive Plan*
(2007)

Hoffman Estates *Sustainability Plan*
(2019)

Western Area & Barrington/I-90 *Sub-area Plans*
(2019 & 2021)

Environmental Scan

***APA Foresight* Trend Report**
(2026)

CMAP *On To 2050 Regional Plan*
(2022)

CMAP *State of the Region Report*
(2026)

SWOC Analysis

A SWOC Analysis stands for **S**trengths, **W**eaknesses, **O**pportunities, and **C**hallenges.

Strengths & Weaknesses are internal. They may or may not be within the Village's control. **Strengths** are things that the Village does well, and are ready to be built on to become even better. **Weaknesses** are things that could be better for the Village, and are ready to be worked on.

Opportunities & Challenges are external. They represent trends and changes that are likely impacting many communities, but Hoffman Estates needs to be aware of as we plan our future together. **Opportunities** are trends that the Village may stand to benefit from if the right action is taken. **Challenges** are factors that could get in the way of reaching our goals if we are not prepared for them.

Learning into our strengths



Schools & Parks

Parks are the **#1** answer to "what makes the Village special?"

Young people in Hoffman Estates identify positively with their schools and report them as "special"

High Resident Satisfaction

90% satisfaction reported in Survey #1

53% of respondents are VERY satisfied

Diverse Population

Noted by many survey respondents as one of Hoffman Estates' greatest strengths

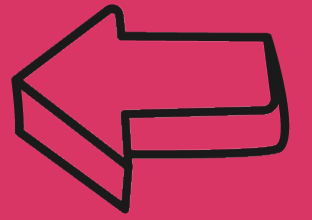
Identified by **Village Board** as a positive trend for the Village

Strong Public Services

Village Board, Police, Fire, Public Works are all repeatedly cited as positive by survey respondents and at Summer Hang

Majority of Village services ranked **"excellent"** or **"good"** in survey

Understanding our weaknesses



Geographic Fragmentation

Frequently cited by residents as **big** weakness

I-90 and forest preserves act as **"dividing lines"**

Perception that **some areas** of the Village may get better / different service

Transportation Access

Traffic & parking concerns raised frequently on interactive map

Increased access to **pedestrian areas & transit** are a common desire

Alternatives to driving seen as important to an aging population

Lack of Strong Identity

Key entry points to the Village offer opportunities for a strong welcome

Youth discussion highlighted perception of Hoffman Estates as **"boring"**

"Hoffman is viewed as the **little brother** to Schaumburg."
- Survey #1 Respondent (09.04.2025)

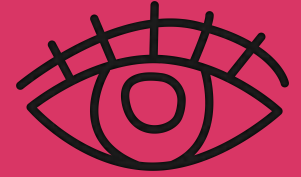
Aging Housing Stock

Majority of housing stock built in **1970s**

The Village's housing mix skews heavily toward **large, single-family homes**

Aging housing stock across the Village may **strain** Code Enforcement capacity (concerns raised in survey #1)

Identifying the opportunities



Role for Mental Health Services

National trends in increased levels of **anxiety**

Reports of **AI** chatbots fulfilling therapy roles

Trends in adding **social work** roles to police departments

Residents frequently asked for **more info** on mental health services

Demographic Changes

Aging population trends impact more than just the Village

Trends toward **smaller** household sizes influence housing needs

Changing race & ethnicity demographics provides new **cultural opportunities**

Rapidly Changing Technology

Changes in workforce brought about by tech impact **private sector** employment

Increased internet usage requires different infrastructure (fiber, data centers, distribution hubs)

National trends in AI & social media use influence **how connected** a community feels

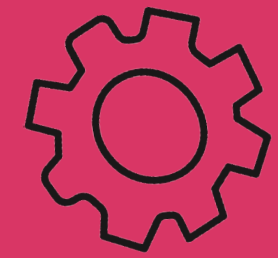
A Strong Regional Location

Proximity to O'Hare benefits Hoffman Estates' economic development

Access to utilities make development in Hoffman Estates attractive

Source: American Planning Association
Trend Report for Planners, 2026

Overcoming the challenges



Climate Change

Increased **extreme weather** events require more emergency resources

Increase in extreme temperatures challenges **physical & social infrastructure**

County & State Decisions

State policies that limit local control (such as the BUILD Act) increase **uncertainty** when planning for the future

State & County tax rates influence how competitive and attractive Hoffman Estates is

Federal Uncertainty

Shifting Federal fiscal policy (e.g. tariffs) directly impacts **local businesses** such as retailers and manufacturers

Federal immigration enforcement action may **discourage** underrepresented populations from participation in community events and planning

Addressing Affordability

Housing affordability is a **national conversation** with local impacts

Other affordability concerns (groceries, gas prices) present a challenge to communities with an already **higher cost of living** & auto-oriented communities are especially vulnerable to gas price changes

Source: American Planning Association
Trend Report for Planners, 2026

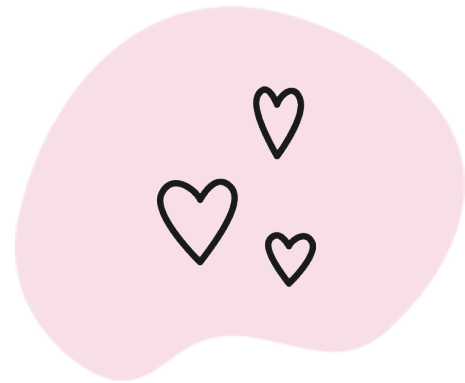
Phase 2 - Where do we want to go?

All of the feedback from Phase 1, as well as all the data collected and analyzed by the team, helps us to understand what questions are most important for Phase 2 of our new Comprehensive Plan to answer.

By listening to your input, and understanding the Strengths, Weaknesses, Challenges and Opportunities of the Village, we're able to identify these **big questions**.

Read on to find out what they are!

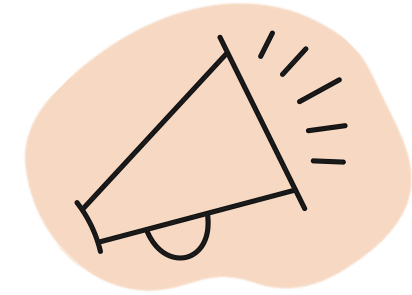
Hello Hoffman's Big Questions



How do we build on our high satisfaction?



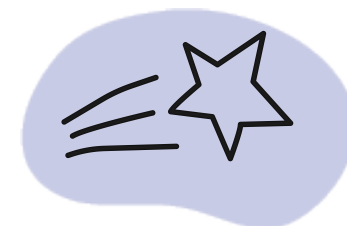
How do we make sure everyone feels safe in Hoffman Estates?



How do we provide opportunities for connection?



How do we balance economic growth with our family-friendly feel?

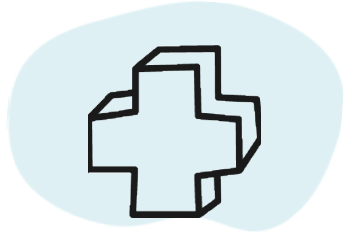


How do we meet the needs of a changing population?



What parts of town have the most opportunity for change? What needs to stay the same?

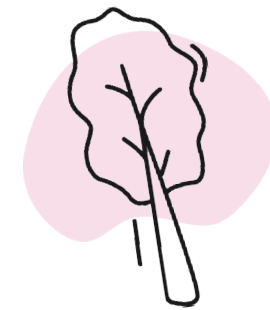
Hello Hoffman's Big Questions



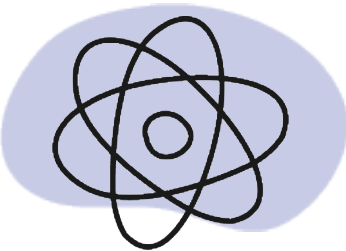
***What does
affordability look like
in Hoffman Estates?***



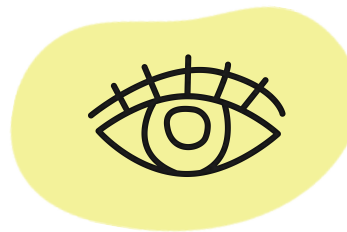
***How can we connect
people to mental
health resources?***



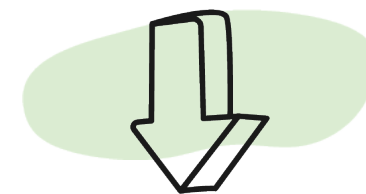
***How should we
approach sustainability
& resiliency?***



***How do advancements
in technology change
our economy?***



***How do we clearly
define Hoffman Estates'
identity?***



***How do we make sure
there are housing options
in Hoffman Estates at
all stages of life?***

What's Next?

Next is Phase #2, "Where do we want to go?" In this phase, we'll be asking our community to imagine the next 20 years of Hoffman Estates with us.

What's important to our community?

What is our vision for the future?

What do we hope our Village looks like?

*Phase 1 helped us to define the important questions facing Hoffman Estates right now.
Phase 2 is where we will answer those questions.*

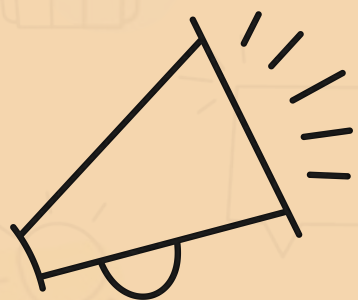
Want to be involved?

*Visit www.hellohoffman.com to complete
Survey #2 (Where do we want to go?)
available in English, Hindi, Polish, and Spanish.*

*Attend the **Summer Hang** on August 11, 2026, from 5
to 7:30 p.m., at South Ridge Park. Free snow cones!*

*Say hello at the **pop-up events** (like National Night
Out on August 4) to get free swag and share input.*

Say Hello!





**HELLO
HOFFMAN**

www.HelloHoffman.com