

# ***2021 Neighbor Survey***

## ***City of Gainesville, Florida***

Presented by

City of  
**Gainesville**



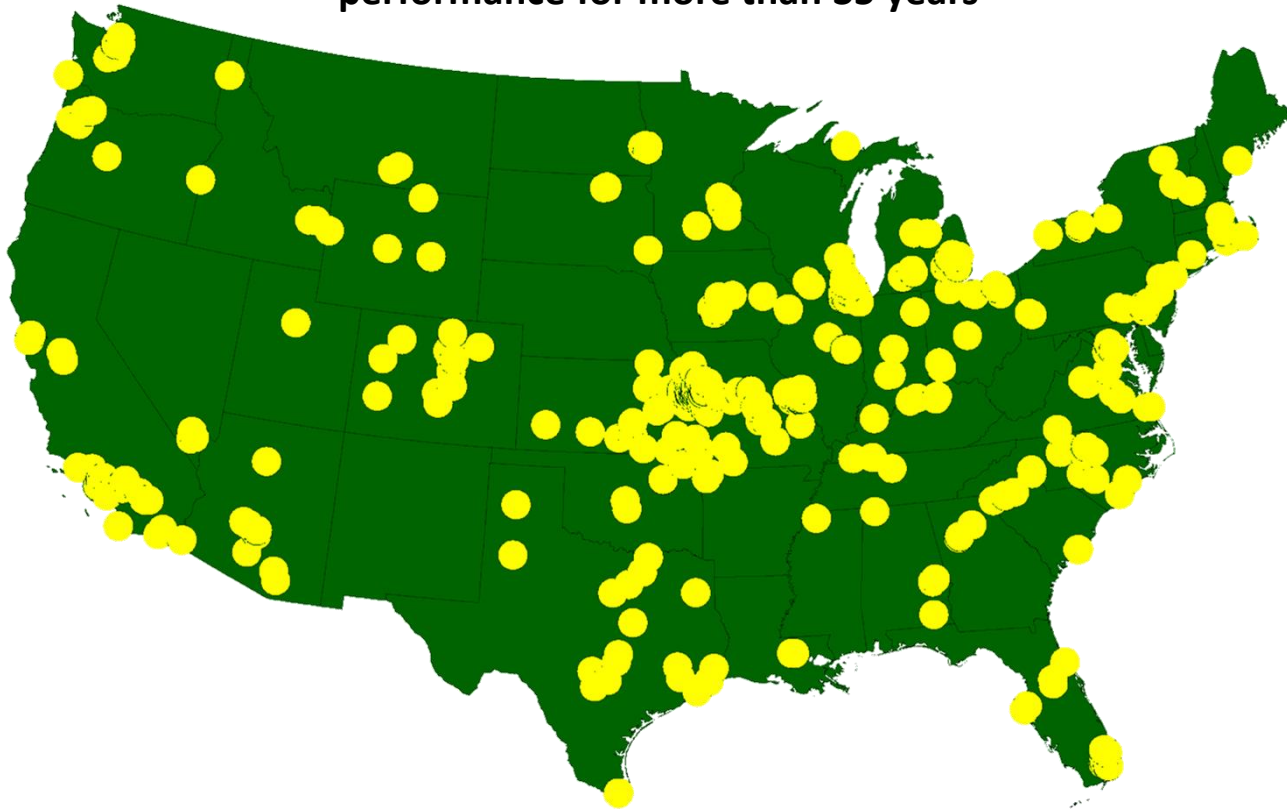
**ETC**  
I N S T I T U T E

April 2021

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for more than 35 years



More than 2,200,000 Persons Surveyed Since 2010  
for more than 900 communities in 49 States

# Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

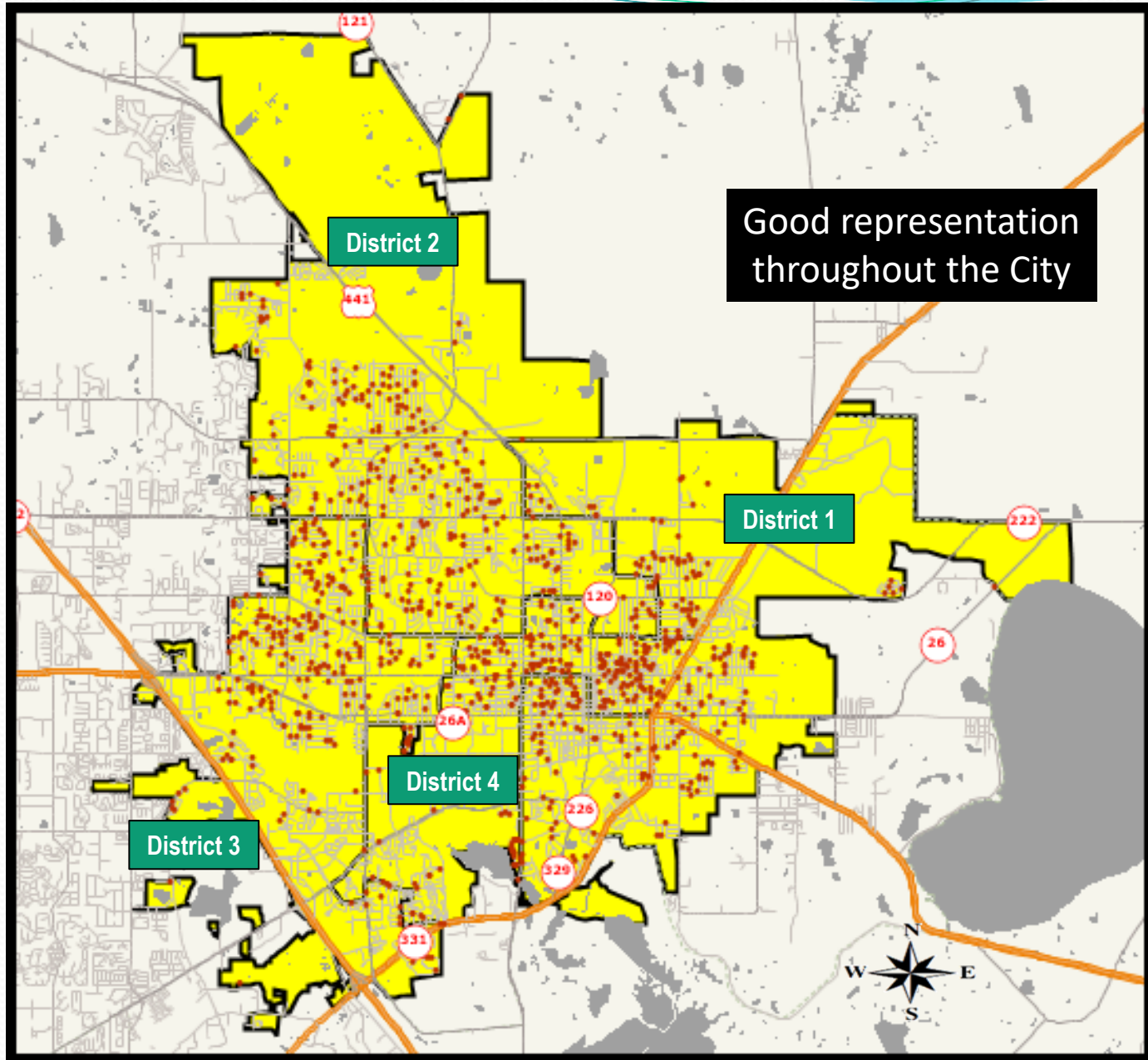
# Purpose

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

# Methodology

- **Survey Description**
  - ❑ eight-page survey; included many of the same questions that were asked in previous year
  - ❑ 2<sup>nd</sup> Neighbor Survey conducted for the City
- **Method of Administration**
  - ❑ by mail and online to randomly selected sample of households throughout the City
- **Sample Size:**
  - ❑ total of 1,003 completed surveys, including 250 surveys in each City Commission District
  - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence Level:** 95%
- **Margin of Error:** +/- 3.0% overall

# Location of Survey Respondents



# Bottom Line Up Front

- **Residents Have a Positive Perception of the City**
  - ❑ 86% rated Gainesville as an excellent or good place to live; only 5% gave a rating of below average or poor
  - ❑ 79% rated Gainesville as an excellent or good place to raise children; only 6% gave a rating of below average or poor
- **Overall, Satisfaction Ratings Are Similar to 2020**
- **Satisfaction with City Services is Higher in Gainesville Than Other Communities**
  - ❑ Gainesville rated higher than the U.S. Average in 27 of 42 areas
- **Top Community Priorities Over the Next Two Years:**
  - ❑ Traffic Flow on Major Streets
  - ❑ Employment Opportunities
  - ❑ Affordable Housing

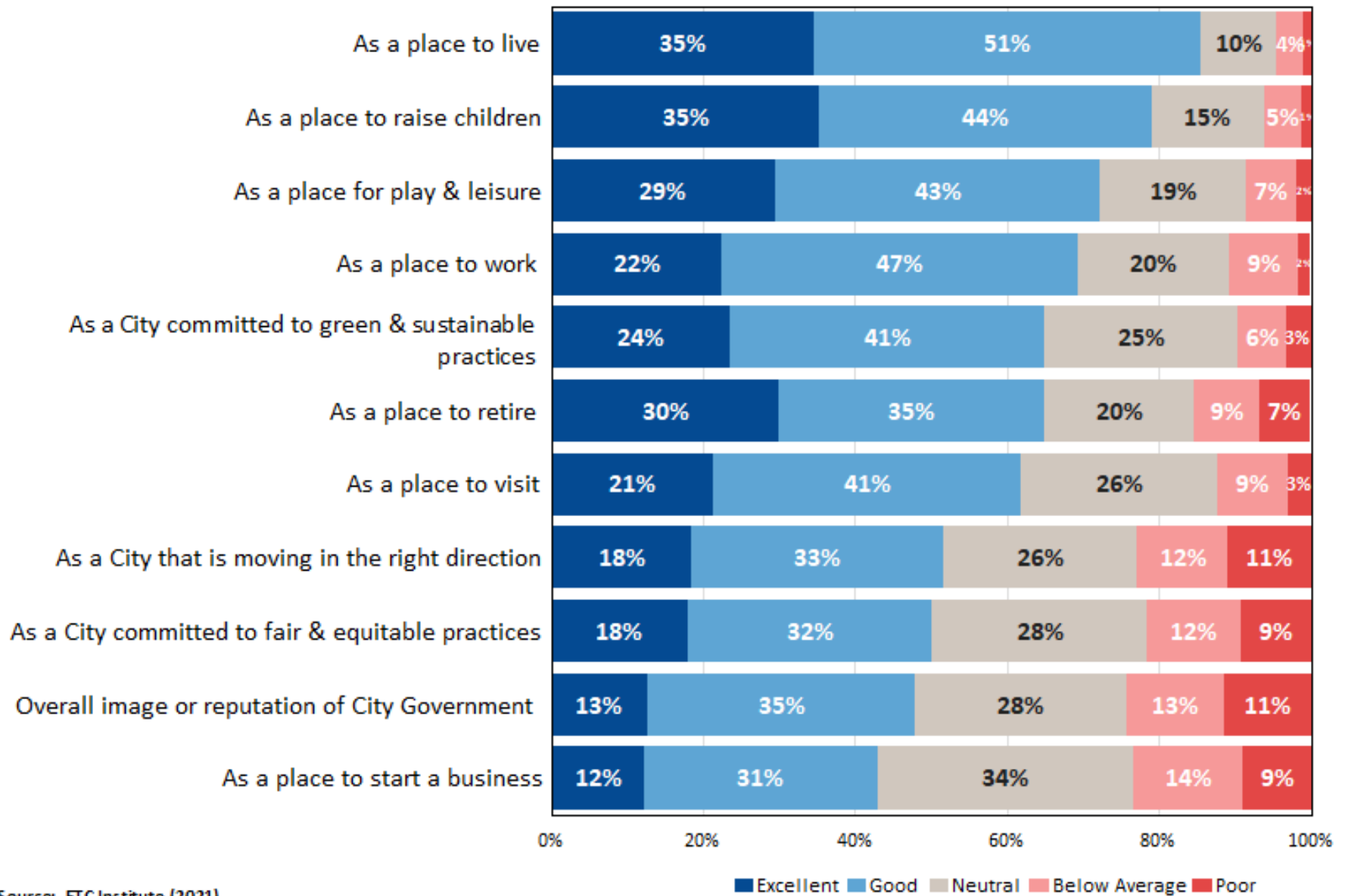
# *Topic #1*

## Perceptions of the City



# Q1. Overall Perceptions of the City

by percentage of respondents using a 5-point scale, where 5 means "excellent" and 1 means "poor" (without "don't know")

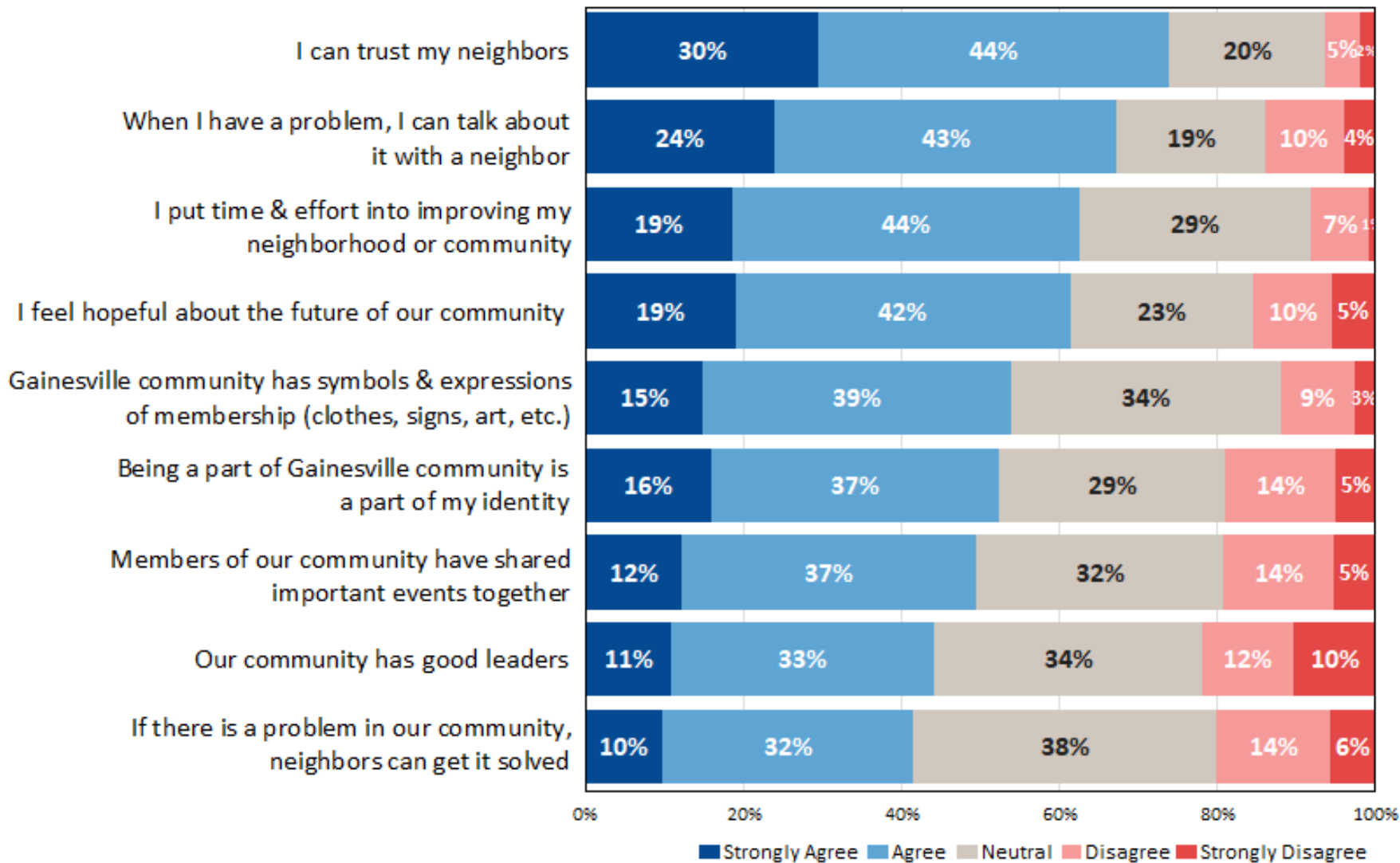


Source: ETC Institute (2021)

**Most Residents Feel Gainesville Is an Excellent or Good Place to Live and Raise Children**

### Q3. Level of Agreement with Statements Concerning the Sense of Community and Belonging in the City

by percentage of respondents using a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree" (without "don't know")

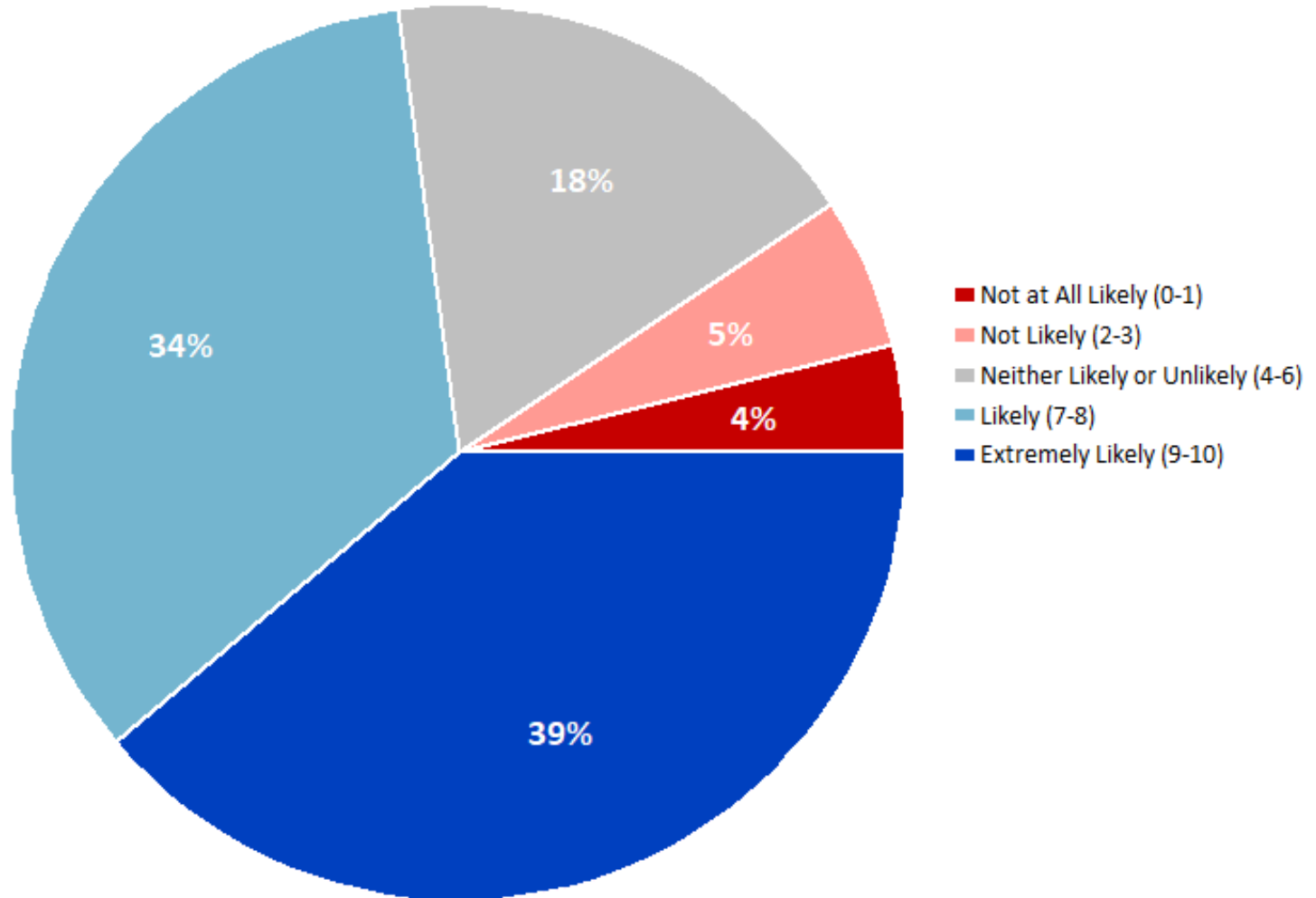


Source: ETC Institute (2021)

**Most Respondents Trust Their Neighbors, and Feel Hopeful About the Future of the Community**

## Q56. How likely are you to recommend Gainesville as a place to live to a friend or colleague?

by percentage of respondents



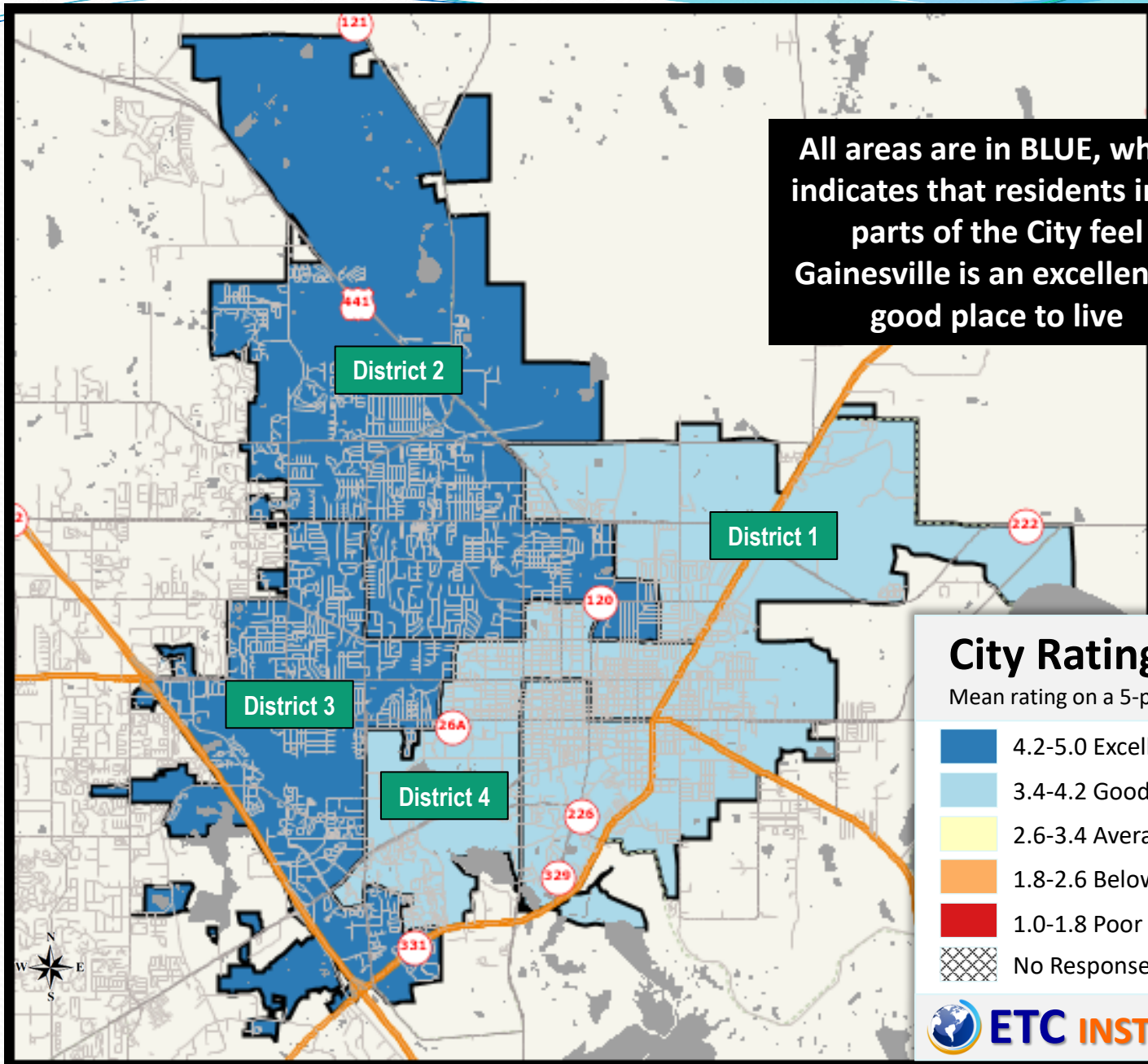
Source: ETC Institute (2021)

**73% of Respondents Would Recommend Gainesville as a Place to Live,  
Compared to Only 9% Who Would Not**

## **Topic #2**

# Results by Geographic Area

# City of Gainesville as a Place to Live

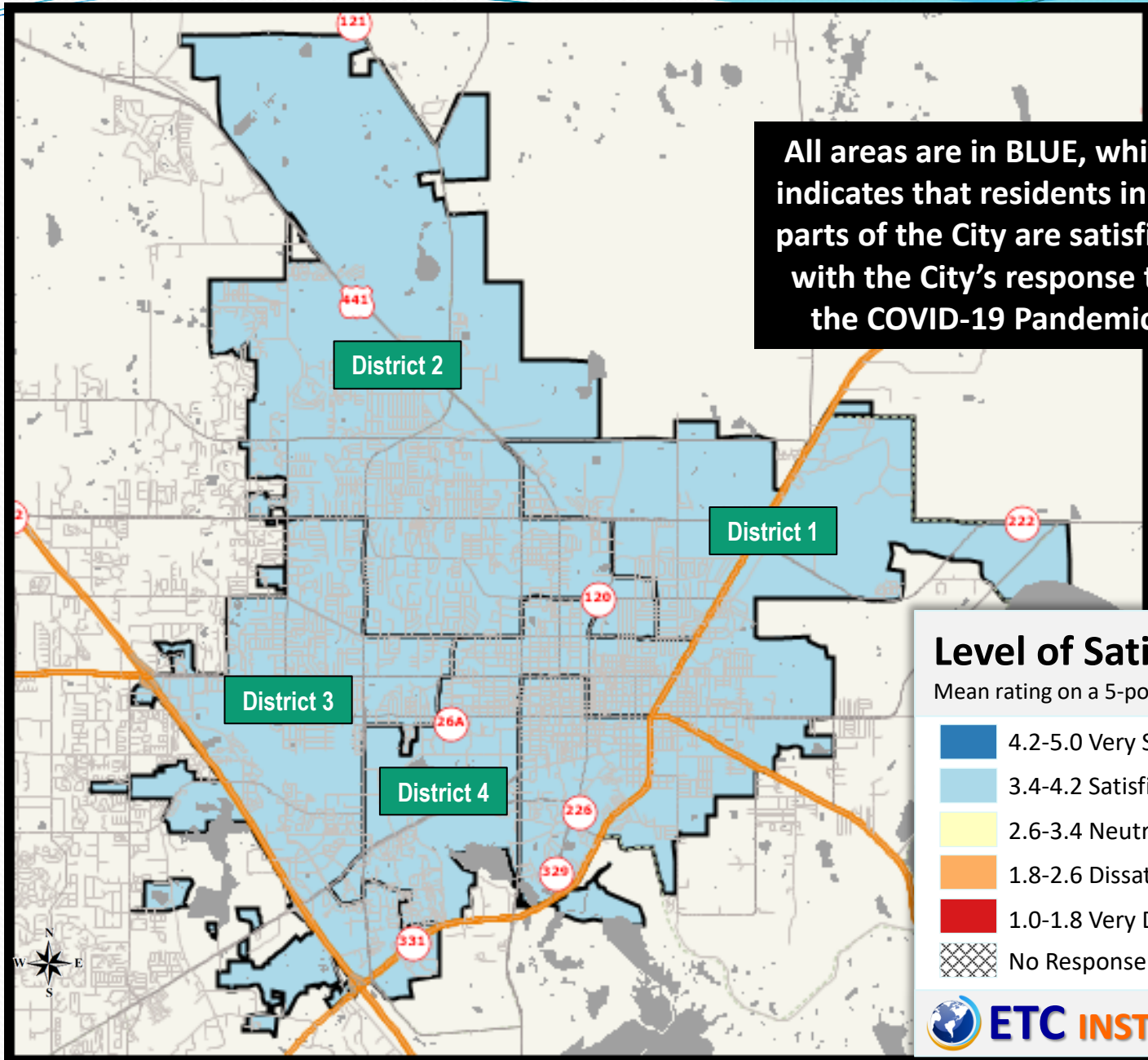


**City Rating**  
Mean rating on a 5-point scale

- 4.2-5.0 Excellent
- 3.4-4.2 Good
- 2.6-3.4 Average
- 1.8-2.6 Below Average
- 1.0-1.8 Poor
- No Response

ETC INSTITUTE

# The City's Response to the COVID-19 Pandemic



# **Topic #3**

## **Trend Analysis**

# **Satisfaction Increases**

## **Significant Increases in Satisfaction Since the 2020 Survey**

- How well the City responded to COVID-19 (+5%)
- The Wild Spaces and Public Places Program (+5%)
- Maintenance of traffic signals/streets signs (+5%)
- Reported abandoned vehicles (+5%)
- Reported residential property maintenance issues (+5%)
- Ease of accessing City parks from my home (+5%)
- Gainesville as a place to retire (+5%)
- Overall quality of local fire rescue protection (+4%)
- Reported graffiti (+4%)
- City employees being courteous and professional (+4%)
- Efforts to prevent crime (+4%)
- How quickly fire rescue responds to emergencies (+4%)
- Gainesville as a place for play and leisure (+4%)



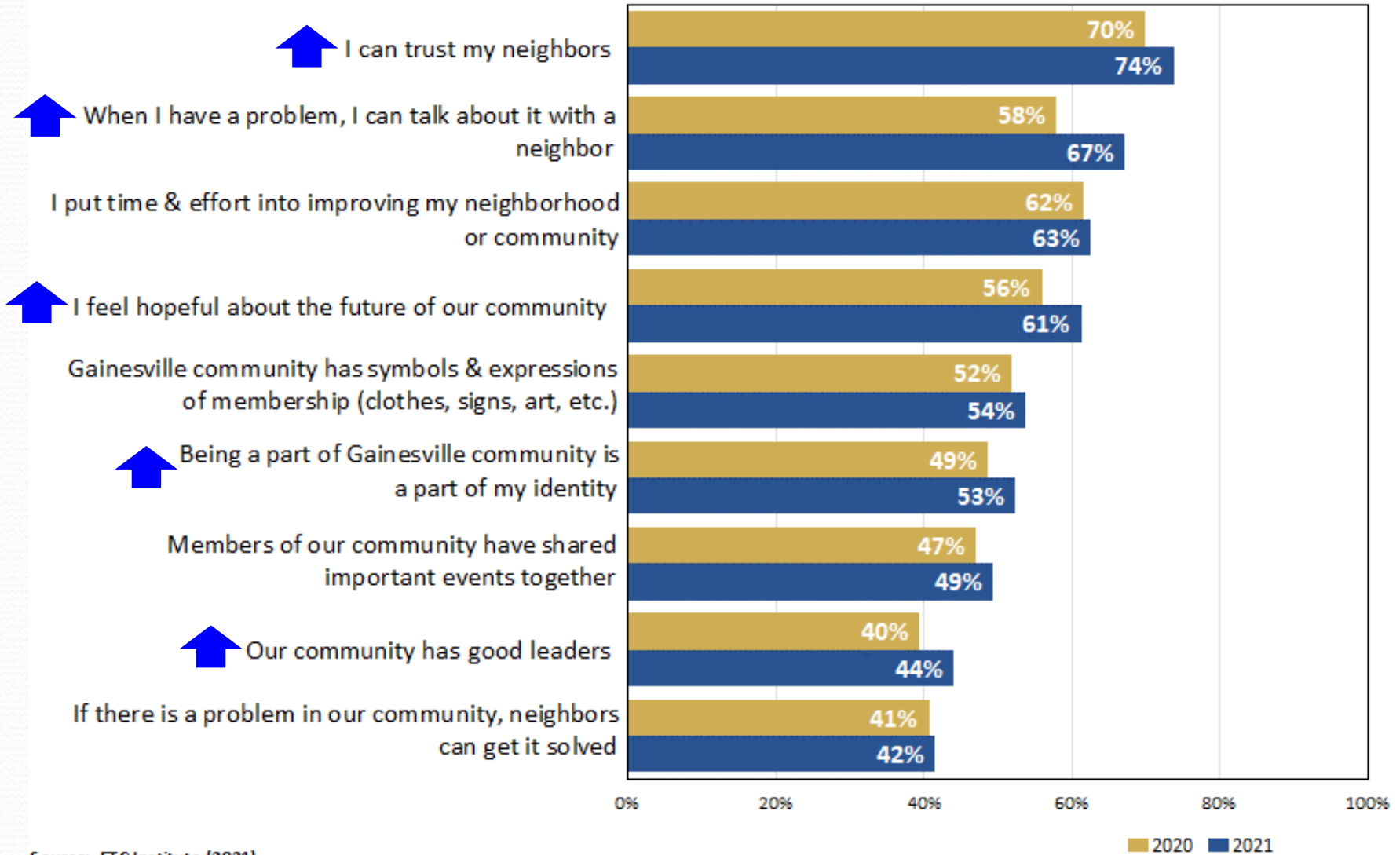
# **Satisfaction Decreases**

## **Significant Decreases in Satisfaction Since the 2020 Survey**

- Ease of traveling by bicycle in Gainesville (-8%)
- Efforts to preserve historic buildings (-7%)
- Curbside recycling (-6%)
- Overall feeling of safety in Gainesville (-6%)
- Ease of residents with disabilities to commute in Gainesville (-5%)
- Traffic flow on major streets (-5%)
- Availability of cultural and special events (-5%)
- Ease of traveling by bus (-4%)
- Availability of sidewalks in your neighborhood (-4%)
- Ease of travel by foot (-4%)

# Trends: Level of Agreement with Statements Concerning the Sense of Community and Belonging in the City

by sum percentage of respondents who gave a rating of "strongly agree" or "agree"  
(without "don't know")



Source: ETC Institute (2021)

**Significant Increases From 2020:** ↑

**Significant Decreases From 2020:** ↓

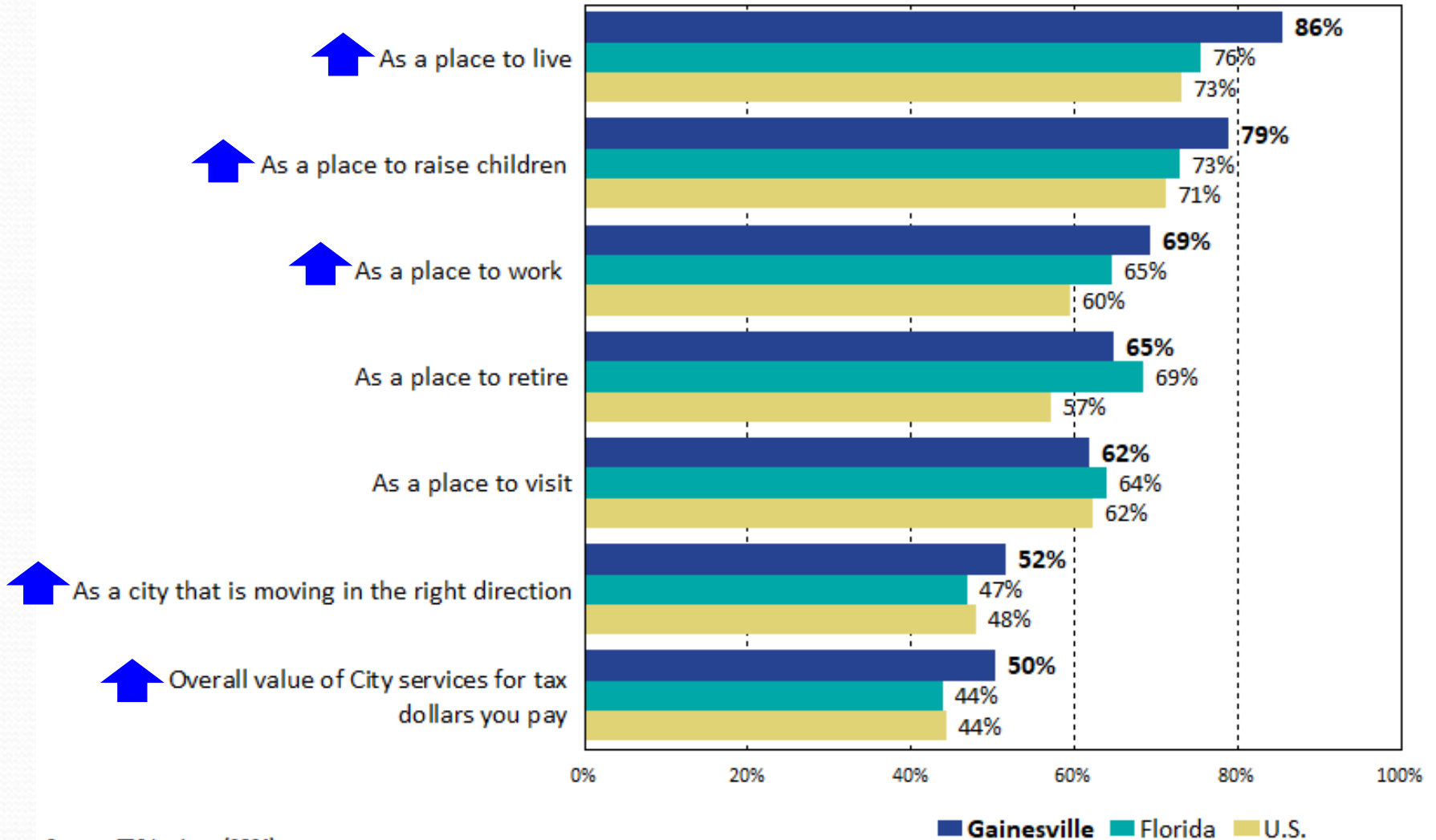
## **Topic #4**

**Satisfaction with City Services Is  
Higher in Gainesville Than Other  
Communities**

# Benchmark: Overall Perceptions of the City

## Gainesville vs. Florida vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding "don't know")



Source: ETC Institute (2021)

**Significantly Higher:**



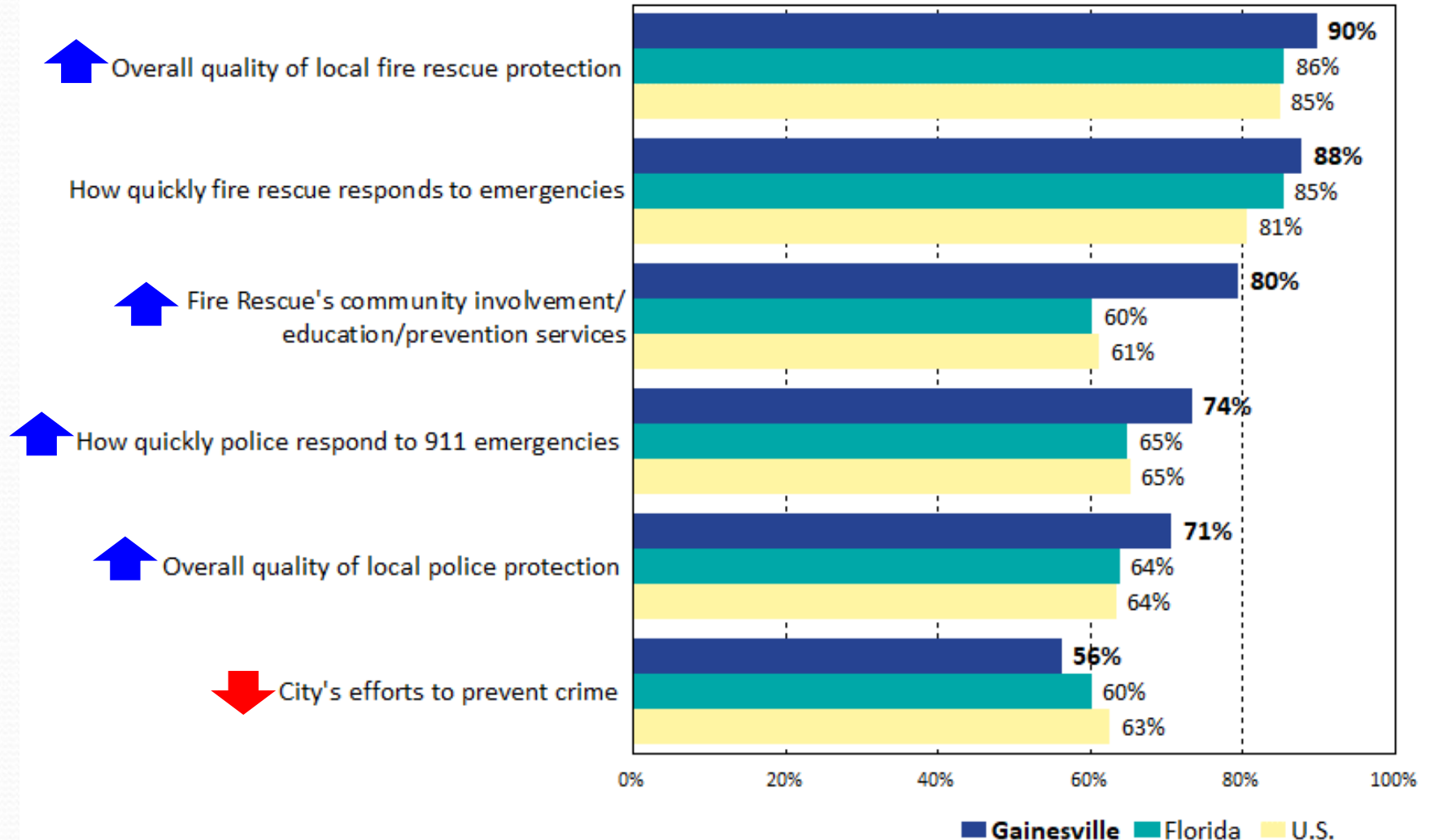
**Significantly Lower:**



# Benchmark: Satisfaction with Public Safety

## Gainesville vs. Florida vs. the U.S.

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



Source: ETC Institute (2021)

**Significantly Higher:**



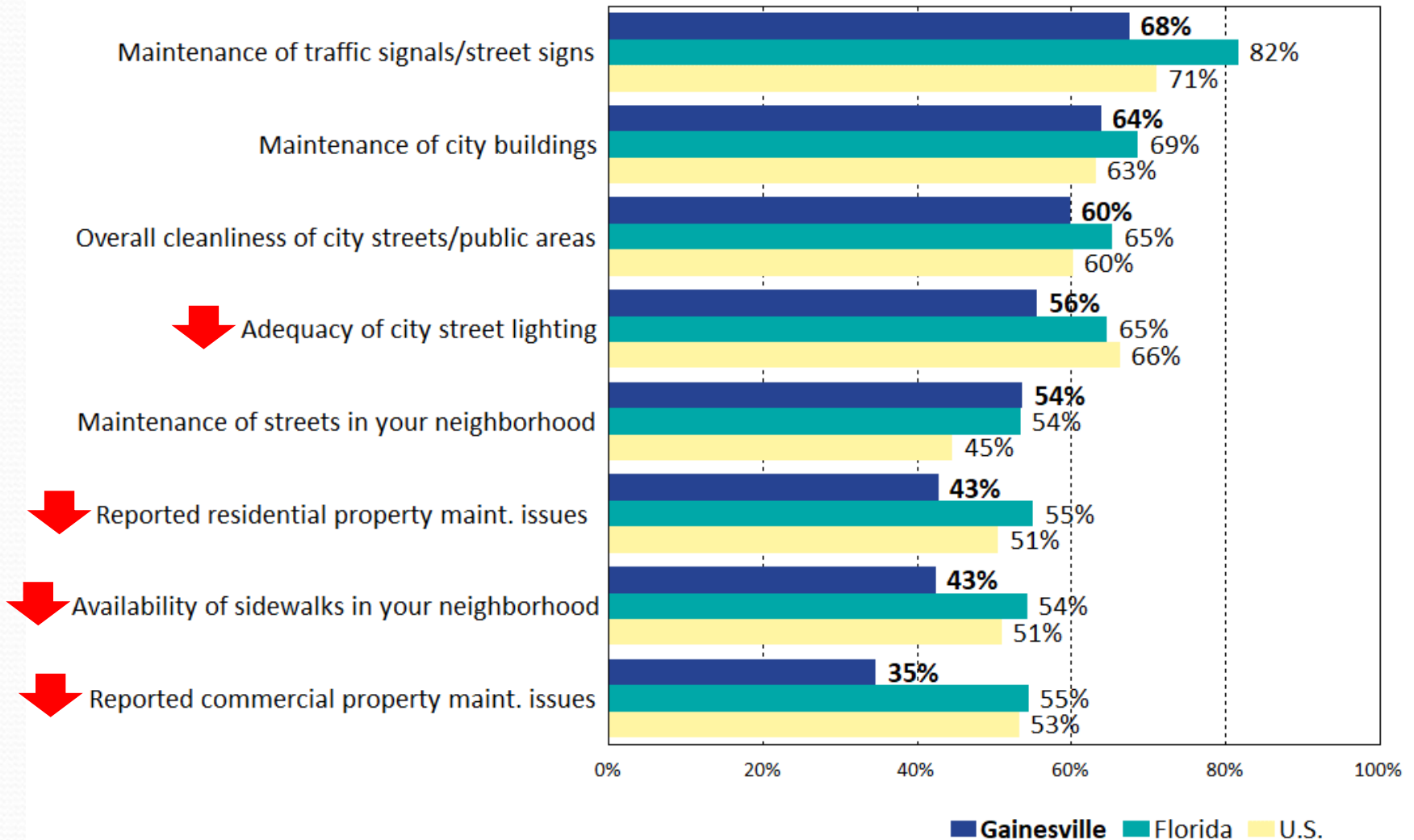
**Significantly Lower:**



# Benchmark: Satisfaction with Maintenance

## Gainesville vs. Florida vs. the U.S.

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



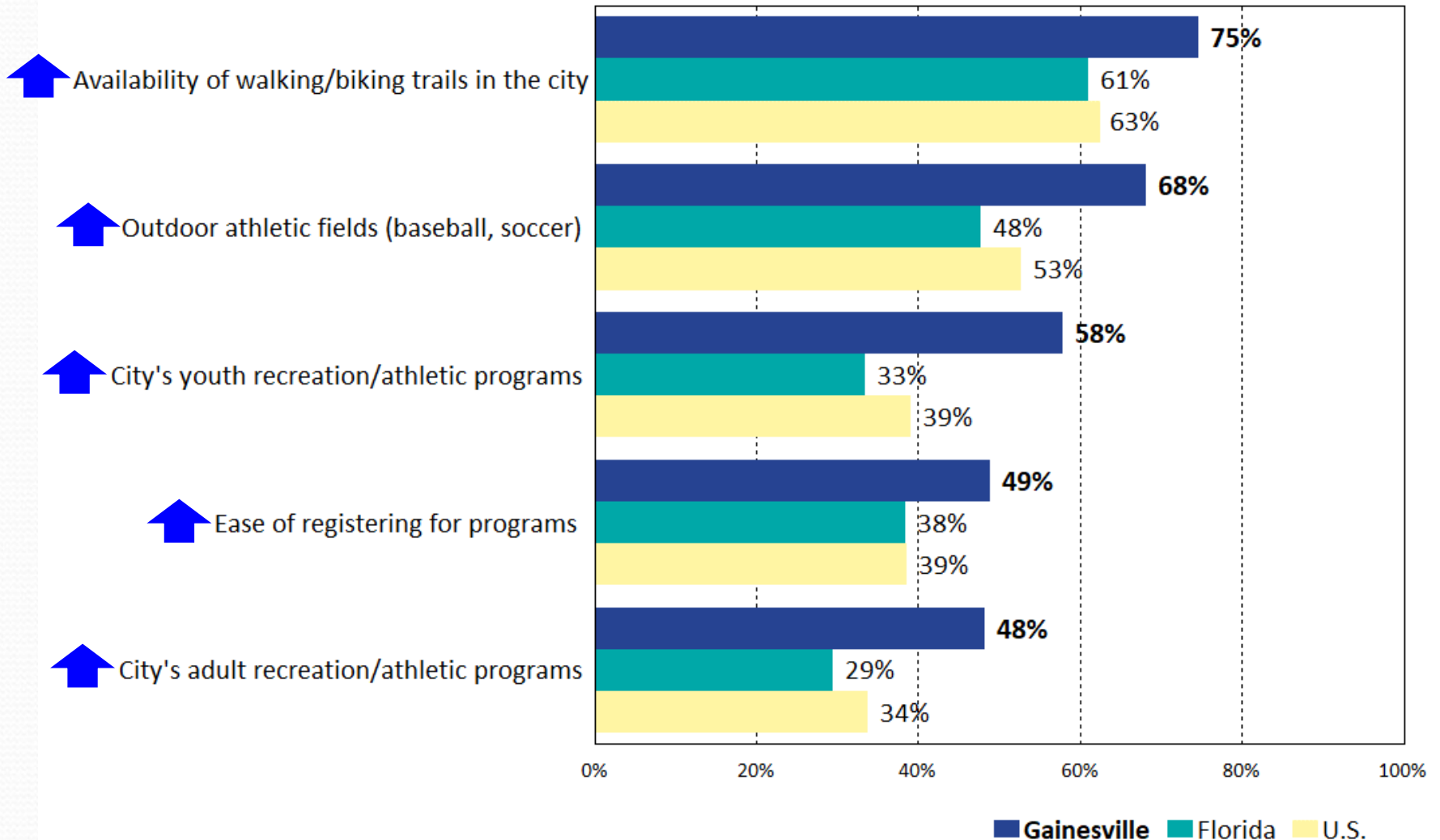
Source: ETC Institute (2021)

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Benchmark: Satisfaction with Parks, Recreation, and Cultural Affairs Gainesville vs. Florida vs. the U.S.

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



Source: ETC Institute (2021)

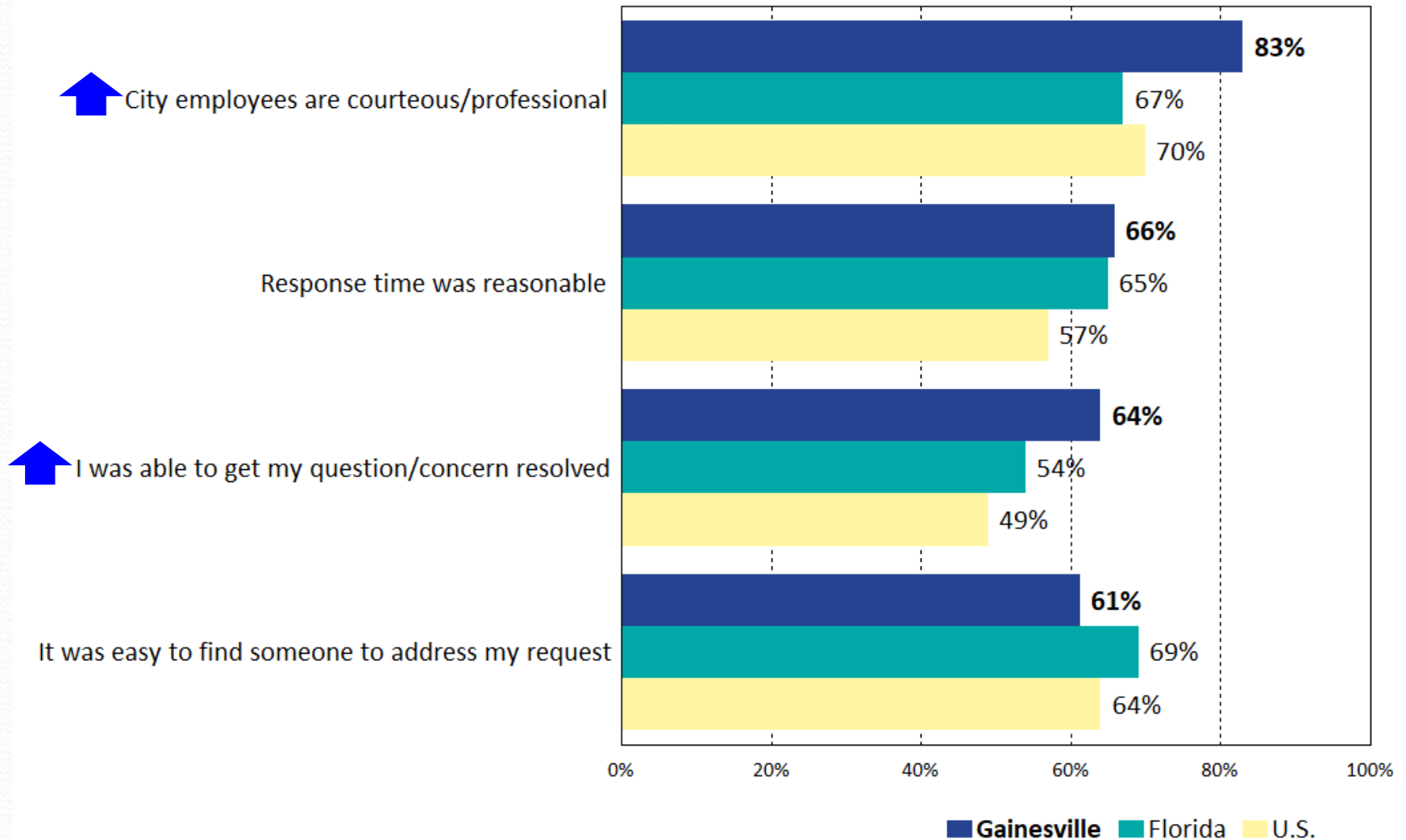
**Significantly Higher:**

**Significantly Lower:**

# Benchmark: Satisfaction with Customer Service

## Gainesville vs. Florida vs. the U.S.

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



Source: ETC Institute (2021)

Significantly Higher:



Significantly Lower:





## *Topic #5*

# Top Community Priorities

# Importance-Satisfaction Rating (2021)

## Quality of Life

City of Gainesville, Florida

| Category of Service  | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b>High Priority (I-S = 0.10-0.20)</b>                       |                  |                     |                |                   |                                |                 |
| Availability of employment opportunities                     | 36%              | 1                   | 56%            | 21                | 0.1589                         | 1               |
| <b>Medium Priority (I-S &lt; 0.10)</b>                       |                  |                     |                |                   |                                |                 |
| Overall cost of living in Gainesville                        | 23%              | 3                   | 65%            | 19                | 0.0820                         | 2               |
| Availability of mental health care                           | 24%              | 2                   | 69%            | 17                | 0.0763                         | 3               |
| Availability of career advancement opportunities             | 15%              | 7                   | 51%            | 23                | 0.0735                         | 4               |
| Affordability of mental health care                          | 12%              | 10                  | 55%            | 22                | 0.0551                         | 5               |
| Availability of job training or certificate programs         | 16%              | 6                   | 70%            | 16                | 0.0471                         | 6               |
| Availability of K-12 education                               | 22%              | 4                   | 82%            | 10                | 0.0406                         | 7               |
| Affordability of childcare/early childhood education         | 9%               | 13                  | 56%            | 20                | 0.0386                         | 8               |
| Availability of childcare/early childhood education          | 17%              | 5                   | 78%            | 11                | 0.0373                         | 9               |
| Availability of career & technical education (CTE) programs  | 13%              | 9                   | 71%            | 14                | 0.0362                         | 10              |
| Affordability of health care                                 | 12%              | 11                  | 71%            | 15                | 0.0339                         | 11              |
| Affordability of job training or certificate programs        | 5%               | 17                  | 68%            | 18                | 0.0150                         | 12              |
| Availability of adult educational opportunities              | 8%               | 14                  | 82%            | 9                 | 0.0142                         | 13              |
| Availability of food   | 12%              | 12                  | 90%            | 4                 | 0.0118                         | 14              |
| Availability of health care                                  | 13%              | 8                   | 92%            | 2                 | 0.0103                         | 15              |
| Affordability of food  | 6%               | 15                  | 83%            | 8                 | 0.0098                         | 16              |
| Affordability of career & technical education (CTE) programs | 3%               | 19                  | 73%            | 13                | 0.0092                         | 17              |
| Affordability of adult educational opportunities             | 4%               | 18                  | 78%            | 12                | 0.0080                         | 18              |
| Affordability of K-12 education                              | 5%               | 16                  | 85%            | 7                 | 0.0080                         | 19              |
| Availability of banking and/or financial services            | 3%               | 21                  | 90%            | 5                 | 0.0026                         | 20              |
| Affordability of community college                           | 3%               | 22                  | 91%            | 3                 | 0.0023                         | 21              |
| Affordability of banking and/or financial services           | 1%               | 23                  | 88%            | 6                 | 0.0007                         | 22              |
| Availability of community college                            | 3%               | 20                  | 98%            | 1                 | 0.0006                         | 23              |

**Quality of Life Priorities:** 

# Importance-Satisfaction Rating (2021)

## Mobility

City of Gainesville, Florida

| Category of Service                                       | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b>Very High Priority (I-S &gt; 0.20)</b>                 |                  |                     |                |                   |                                |                 |
| How is traffic flow on major streets                      | 64%              | 1                   | 26%            | 7                 | 0.4681                         | 1               |
| How easy is it to find public parking                     | 38%              | 2                   | 31%            | 6                 | 0.2611                         | 2               |
| How easy is it for residents with disabilities to commute | 29%              | 3                   | 26%            | 8                 | 0.2115                         | 3               |
| <b>High Priority (I-S = 0.10-0.20)</b>                    |                  |                     |                |                   |                                |                 |
| How easy is it to travel by bus in Gainesville            | 24%              | 5                   | 37%            | 5                 | 0.1501                         | 4               |
| How easy is it to travel by bicycle in Gainesville        | 27%              | 4                   | 46%            | 4                 | 0.1442                         | 5               |
| <b>Medium Priority (I-S &lt; 0.10)</b>                    |                  |                     |                |                   |                                |                 |
| How easy is it to travel by car in Gainesville            | 22%              | 6                   | 59%            | 2                 | 0.0914                         | 6               |
| How easy is it to travel on foot in Gainesville           | 16%              | 7                   | 52%            | 3                 | 0.0771                         | 7               |
| How is traffic flow on residential streets                | 16%              | 8                   | 67%            | 1                 | 0.0535                         | 8               |

**Mobility Priorities:** 

# Importance-Satisfaction Rating (2021)

## Maintenance

### City of Gainesville, Florida

| Category of Service                                | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b>High Priority (I-S = 0.10-0.20)</b>             |                  |                     |                |                   |                                |                 |
| Maintenance of streets in your neighborhood        | 32%              | 2                   | 54%            | 6                 | 0.1482                         | 1               |
| Availability of sidewalks in your neighborhood     | 25%              | 4                   | 43%            | 8                 | 0.1455                         | 2               |
| Overall cleanliness of City streets & public areas | 33%              | 1                   | 60%            | 3                 | 0.1327                         | 3               |
| Adequacy of City street lighting                   | 29%              | 3                   | 56%            | 5                 | 0.1274                         | 4               |
| Reported noise violations                          | 15%              | 7                   | 31%            | 12                | 0.1063                         | 5               |
| <b>Medium Priority (I-S &lt; 0.10)</b>             |                  |                     |                |                   |                                |                 |
| Reported residential property maintenance issues   | 14%              | 8                   | 43%            | 7                 | 0.0789                         | 6               |
| Maintenance of medians & public areas              | 18%              | 5                   | 59%            | 4                 | 0.0753                         | 7               |
| Maintenance of traffic signals/street signs        | 16%              | 6                   | 68%            | 1                 | 0.0522                         | 8               |
| Reported commercial property maintenance issues    | 7%               | 9                   | 35%            | 10                | 0.0444                         | 9               |
| Reported abandoned vehicles                        | 5%               | 11                  | 35%            | 11                | 0.0308                         | 10              |
| Reported graffiti                                  | 3%               | 12                  | 35%            | 9                 | 0.0221                         | 11              |
| Maintenance of City buildings                      | 5%               | 10                  | 64%            | 2                 | 0.0195                         | 12              |

1 ←

2 ←

3 ←

4 ←

5

6

7

8

9

10

11

12

**Maintenance Priorities:** ←

# Importance-Satisfaction Rating (2021)

## Parks, Recreation, and Cultural Affairs

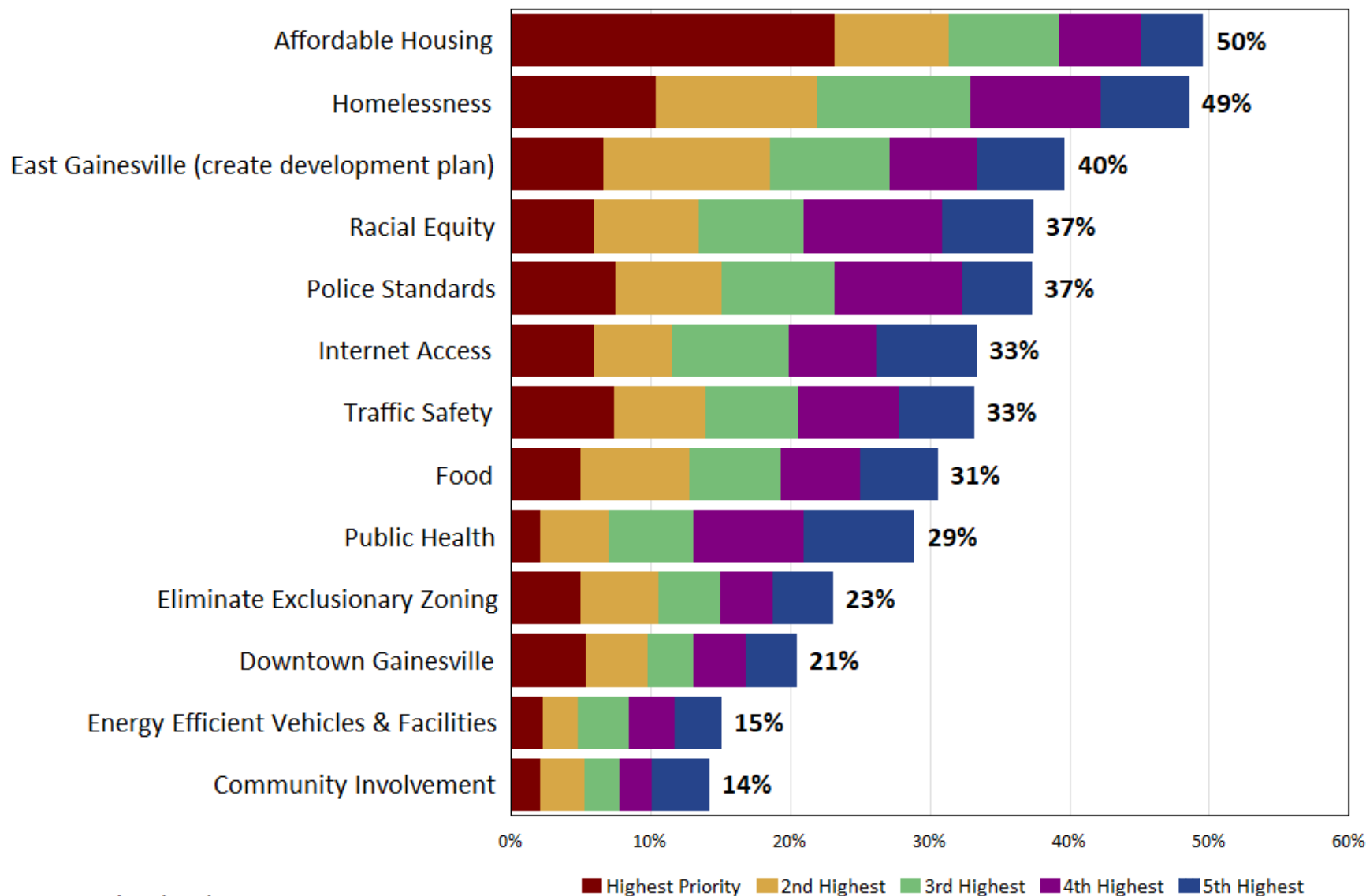
### City of Gainesville, Florida

| Category of Service                              | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b>High Priority (I-S = 0.10-0.20)</b>           |                  |                     |                |                   |                                |                 |
| City's youth recreation/athletic programs        | 25%              | 5                   | 58%            | 7                 | 0.1031                         | 1               |
| <b>Medium Priority (I-S &lt; 0.10)</b>           |                  |                     |                |                   |                                |                 |
| Availability of walking/biking trails in City    | 34%              | 1                   | 75%            | 3                 | 0.0863                         | 2               |
| The Wild Spaces & Public Places program          | 31%              | 2                   | 72%            | 4                 | 0.0859                         | 3               |
| Availability of cultural & special events        | 25%              | 4                   | 66%            | 6                 | 0.0851                         | 4               |
| City's adult recreation/athletic programs        | 14%              | 7                   | 48%            | 9                 | 0.0746                         | 5               |
| Ease of registering for programs                 | 10%              | 9                   | 49%            | 8                 | 0.0485                         | 6               |
| Appearance of City parks                         | 28%              | 3                   | 85%            | 1                 | 0.0437                         | 7               |
| Outdoor athletic fields (baseball, soccer)       | 12%              | 8                   | 68%            | 5                 | 0.0378                         | 8               |
| How easy it is to access City parks from my home | 16%              | 6                   | 83%            | 2                 | 0.0262                         | 9               |

**Parks, Recreation, and Cultural Affairs Priorities:**

# Q9. How would you rank the top five city 2021 Action Plan items that should receive the highest priority from City leaders over the next two years?

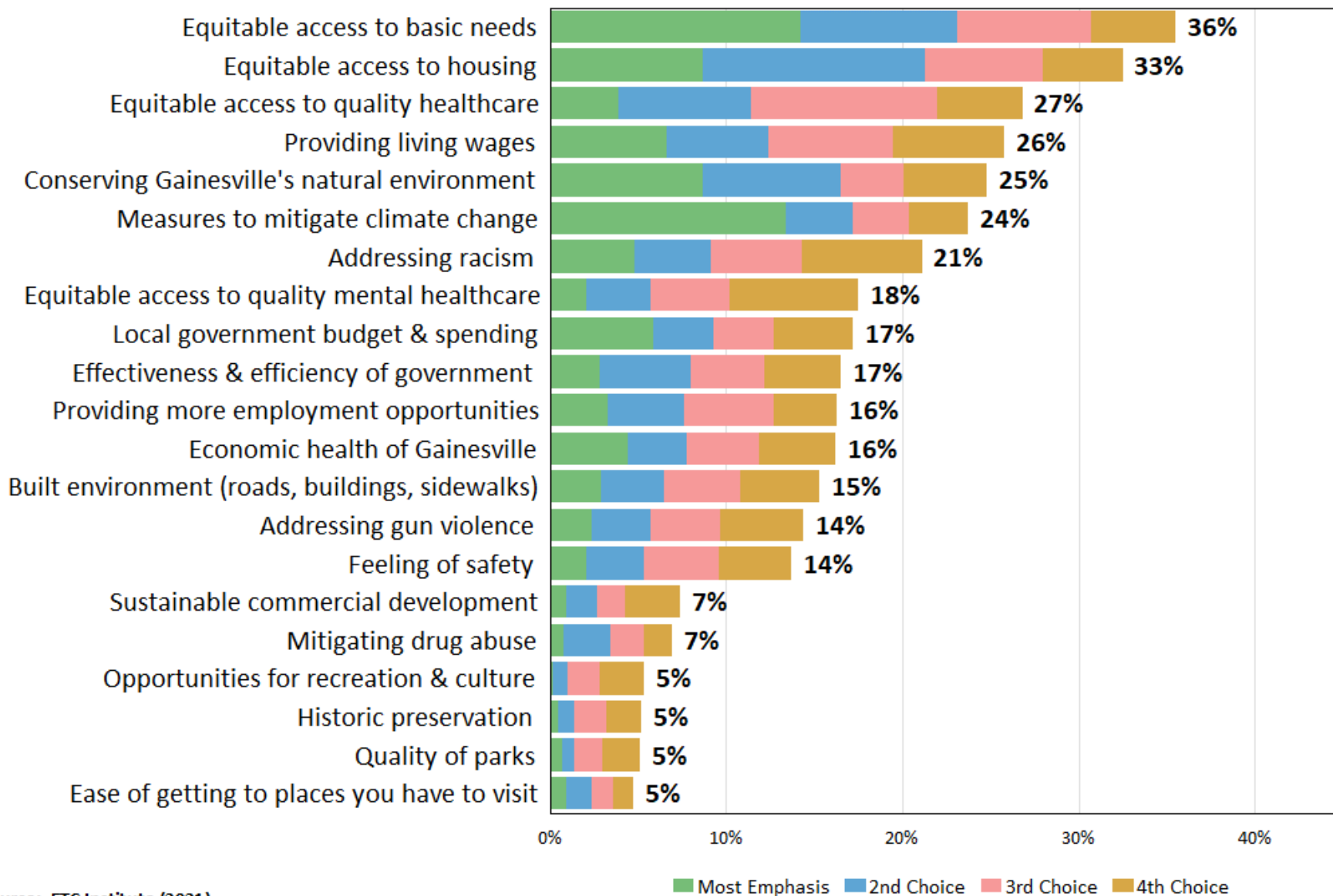
by percentage of households who selected the items as one of their top five choices



Source: ETC Institute (2021)

# Q7. Which priorities for the future do you think should receive the most emphasis from City leaders over the next two years?

by percentage of households who selected the items as one of their top four choices

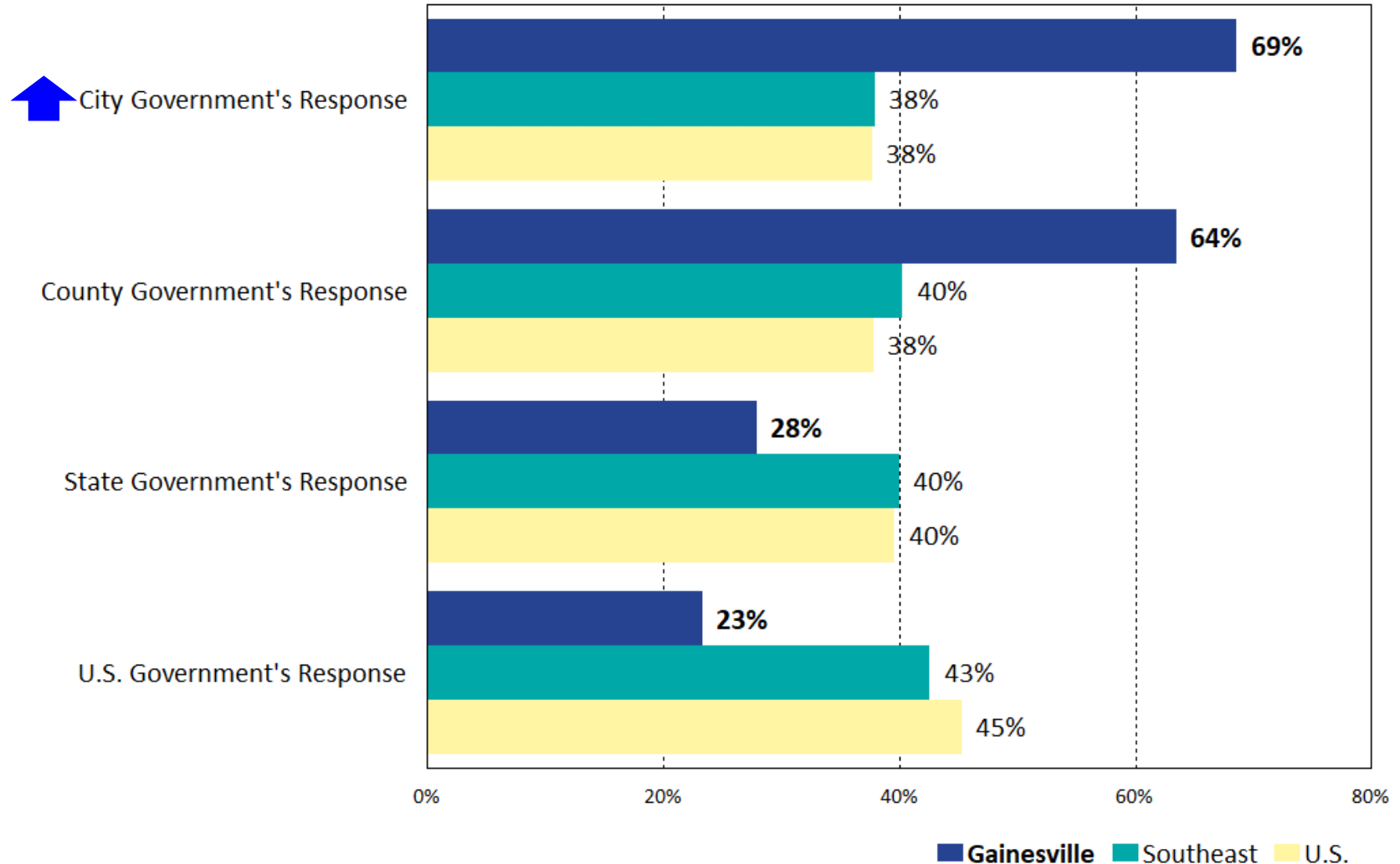


# *Other Findings*



# Benchmark: Satisfaction with the Way Government Leaders Have Responded So Far to the COVID-19 Pandemic Overall

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

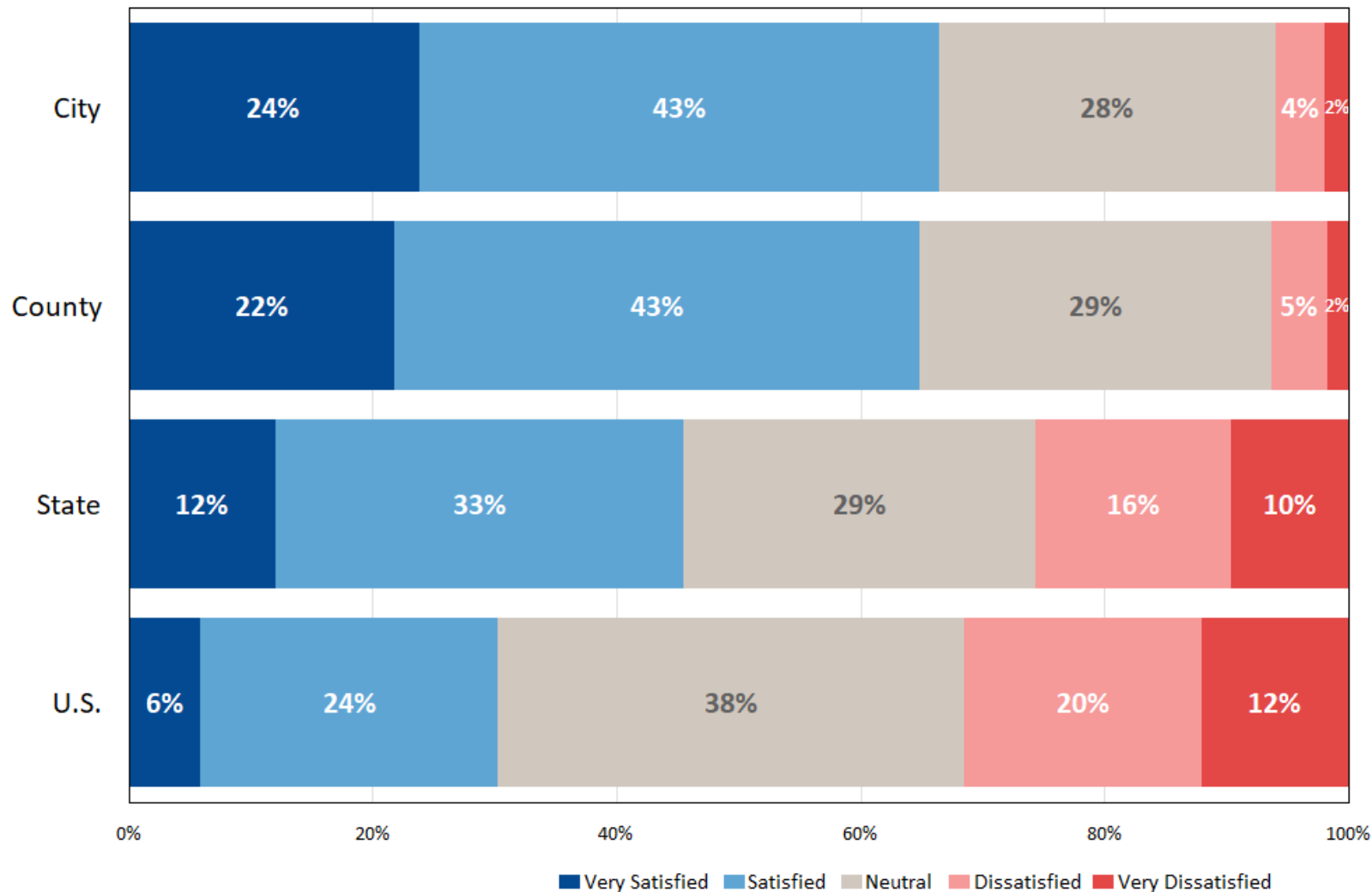


Source: ETC Institute (2021)

**69% of Residents Are Satisfied with How Gainesville City Leaders Have Responded to COVID-19, Which is Much Higher Than Residents in the Southeast Region (38%) and the U.S. (38%)**

# Q12. How Well the Levels of Government Prepare for Natural Disasters and Other Emergency Situations

by percentage of respondents using a 5-point scale, where 5 means "very satisfied" and 1 means "very dissatisfied" (without "not provided")

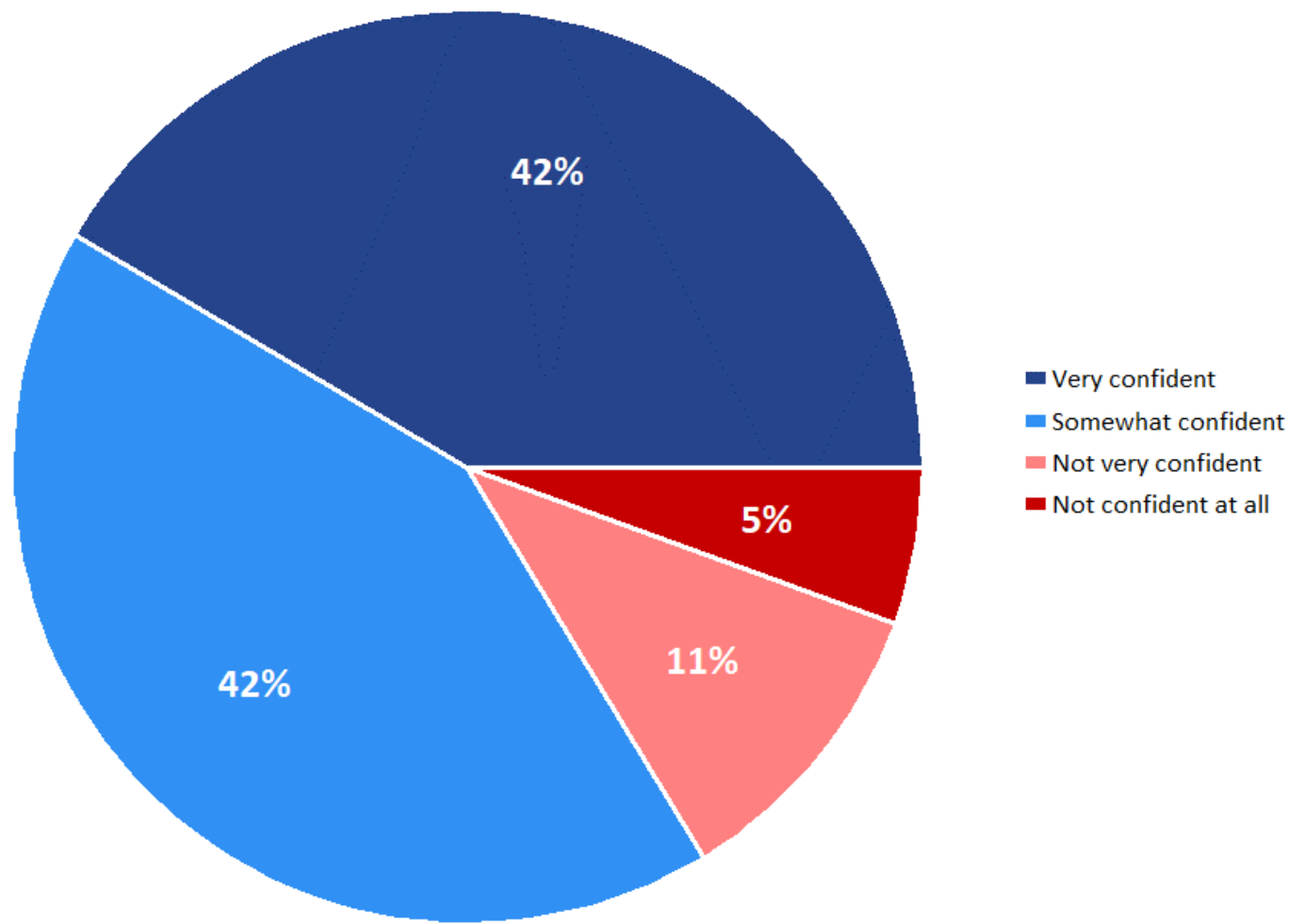


Source: ETC Institute (2021)

**Most Residents Feel the City of Gainesville Is Prepared for Natural Disasters and Other Emergency Situations**

## Q21. How confident are you that you would be treated with courtesy and respect by the Gainesville Police Department?

by percentage of respondents



Source: ETC Institute (2021)

**Most Residents Are Confident They Would Be Treated with Courtesy and Respect by the Gainesville Police Department**

# *Summary*

# Summary

- **Residents Have a Positive Perception of the City**
  - ❑ 86% rated Gainesville as an excellent or good place to live; only 5% gave a rating of below average or poor
  - ❑ 79% rated Gainesville as an excellent or good place to raise children; only 6% gave a rating of below average or poor
- **Overall, Satisfaction Ratings Are Similar to 2020**
- **Satisfaction with City Services is Higher in Gainesville Than Other Communities**
  - ❑ Gainesville rated higher than the U.S. Average in 27 of 42 areas
- **Top Community Priorities Over the Next Two Years:**
  - ❑ Traffic Flow on Major Streets
  - ❑ Employment Opportunities
  - ❑ Affordable Housing

# Questions?

THANK YOU!!