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The City of Gainesville, Florida

Report of Results 2008



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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Gainesville staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Gainesville staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 67 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 264 residents, for a response rate of 23%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 264 residents is generally no greater than plus or minus 6 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Gainesville. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
4. Selecting the respondent within the household using an unbiased sampling procedure¹.

¹ The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

5. Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by City officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street

repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen “objectively” in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 4 points based on all respondents.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Gainesville. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Gainesville. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Gainesville.

Quality of Life

When asked to rate the overall quality of life in Gainesville, 17% of respondents thought it was “excellent.” Only 2% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Gainesville are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

Figure 1: Overall Quality of Life in Gainesville

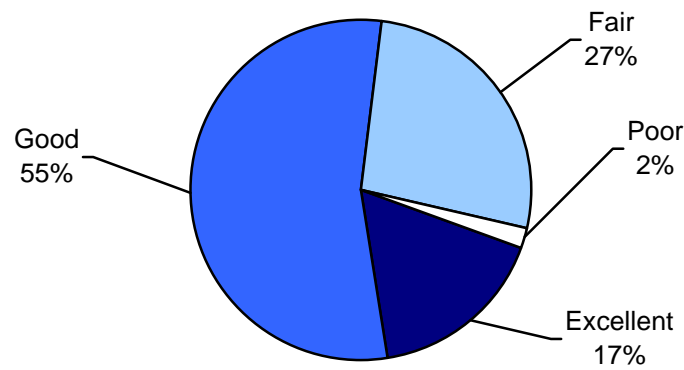
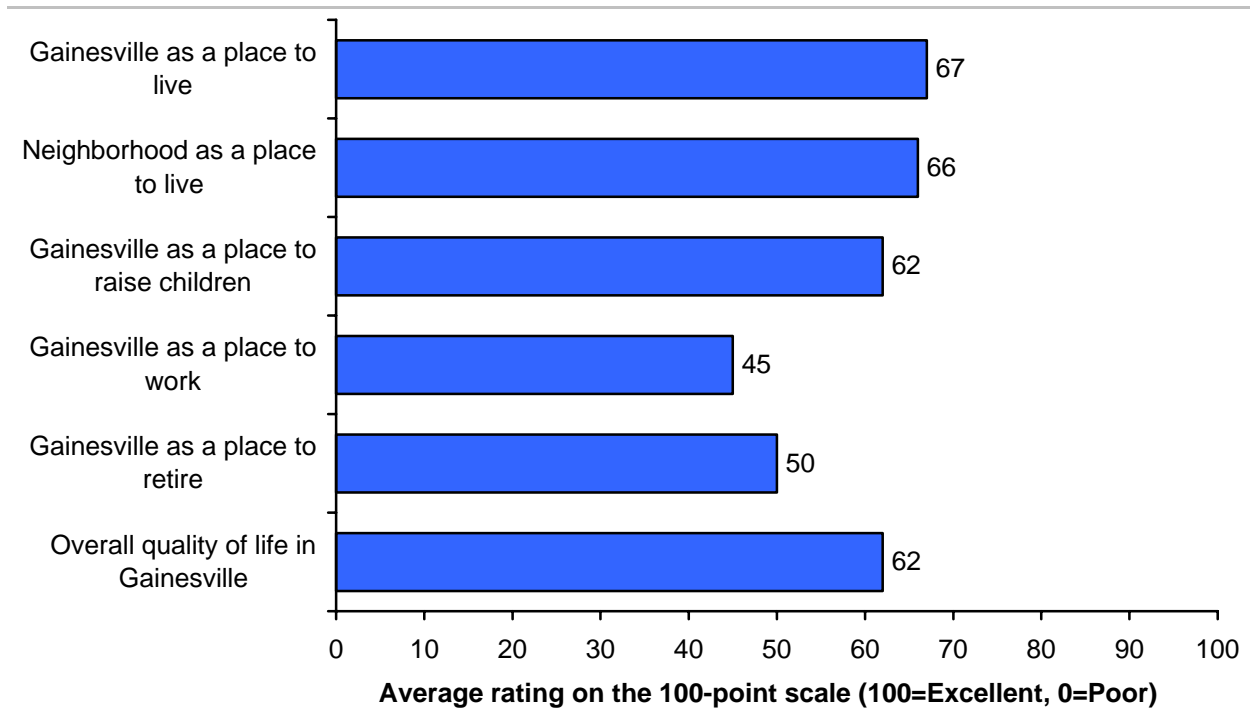


Figure 2: Quality of Life Ratings



Quality of Life Ratings

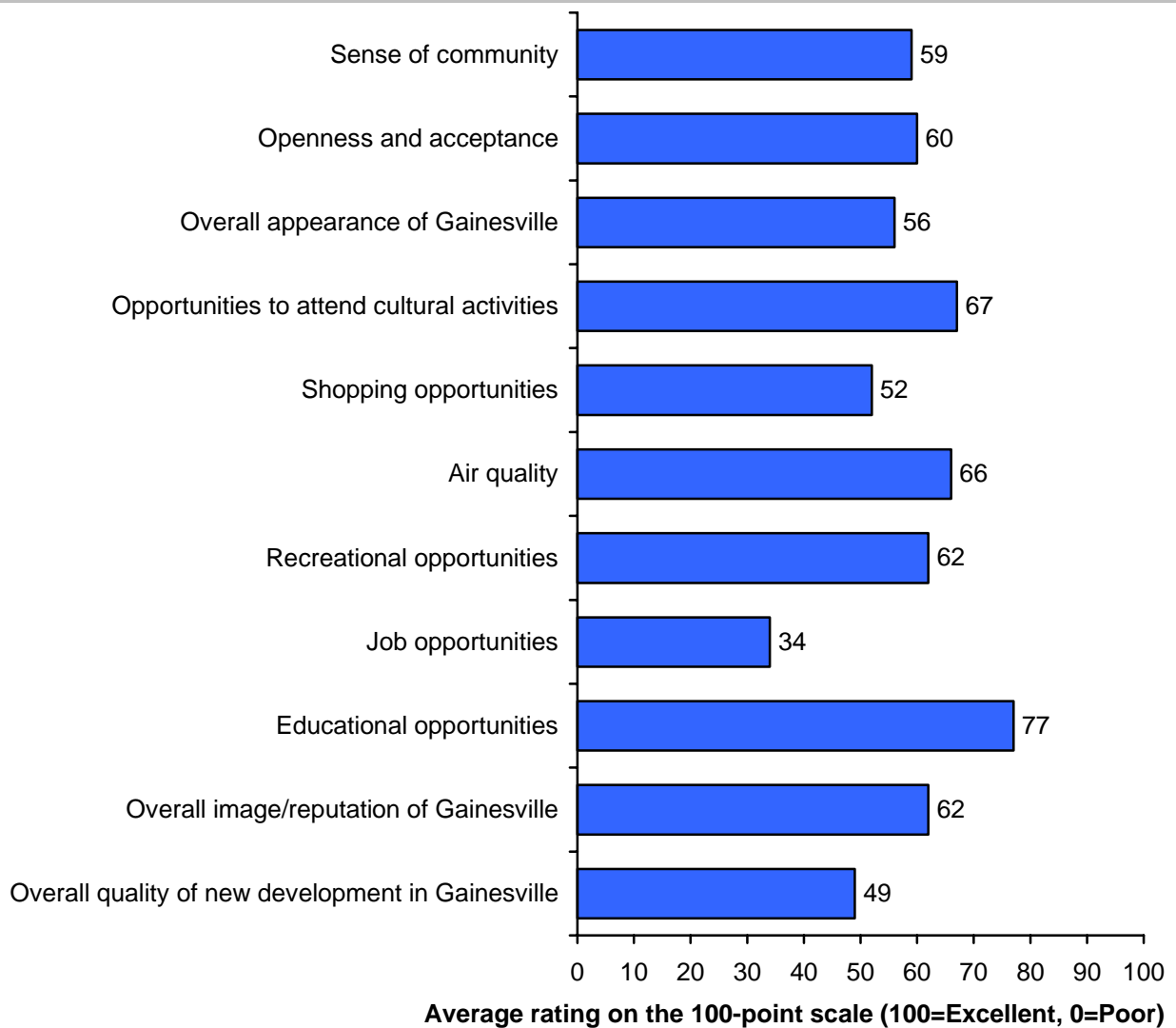
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Gainesville as a place to live?	24%	54%	19%	2%	100%	67
How do you rate your neighborhood as a place to live?	29%	44%	22%	5%	100%	66
How do you rate Gainesville as a place to raise children?	19%	53%	24%	5%	100%	62
How do you rate Gainesville as a place to work?	10%	38%	29%	23%	100%	45
How do you rate Gainesville as a place to retire?	16%	39%	25%	20%	100%	50
How do you rate the overall quality of life in Gainesville?	17%	55%	27%	2%	100%	62

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Gainesville

The highest rated characteristics of Gainesville were educational opportunities, opportunities to attend cultural activities, and air quality. When asked about potential problems in Gainesville, the three concerns rated by the highest proportion of respondents as a “major problem” were traffic congestion, homelessness, and taxes. The rate of population growth in Gainesville was viewed as “too fast” by 45% of respondents, while 6% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities

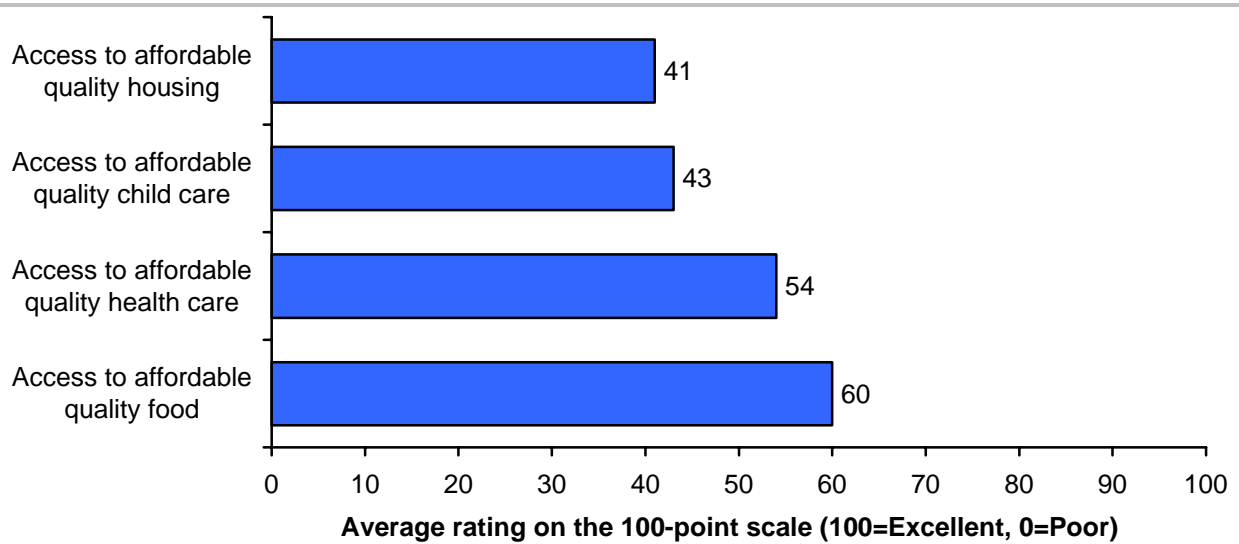


Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Gainesville as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Sense of community	22%	40%	32%	6%	100%	59
Openness and acceptance of the community towards people of diverse backgrounds	24%	40%	27%	9%	100%	60
Overall appearance of Gainesville	10%	57%	24%	9%	100%	56
Opportunities to attend cultural activities	34%	41%	18%	8%	100%	67
Shopping opportunities	17%	36%	33%	13%	100%	52
Air quality	25%	52%	20%	3%	100%	66
Recreational opportunities	26%	43%	20%	10%	100%	62
Job opportunities	6%	25%	35%	34%	100%	34
Educational opportunities	49%	36%	11%	4%	100%	77
Overall image/reputation of Gainesville	21%	49%	27%	3%	100%	62
Overall quality of new development in Gainesville	12%	38%	32%	17%	100%	49

Note: "don't know" responses have been removed.

Figure 4: Characteristics of the Community: Access

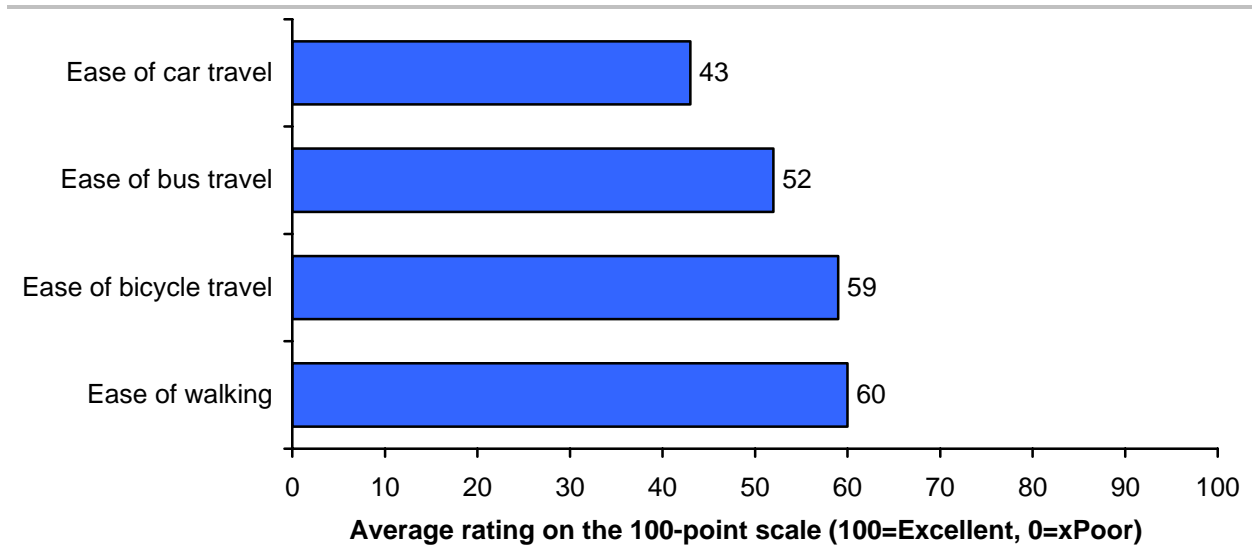


Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Gainesville as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	9%	26%	42%	23%	100%	41
Access to affordable quality child care	6%	34%	41%	19%	100%	43
Access to affordable quality health care	19%	34%	36%	11%	100%	54
Access to affordable quality food	22%	41%	31%	6%	100%	60

Note: "don't know" responses have been removed.

Figure 5: Characteristics of the Community: Mobility



Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Gainesville as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Gainesville	13%	28%	35%	24%	100%	43
Ease of bus travel in Gainesville	20%	35%	26%	18%	100%	52
Ease of bicycle travel in Gainesville	24%	42%	21%	14%	100%	59
Ease of walking in Gainesville	26%	38%	26%	10%	100%	60

Note: "don't know" responses have been removed.

Figure 6: Ratings of Potential Problems in Gainesville

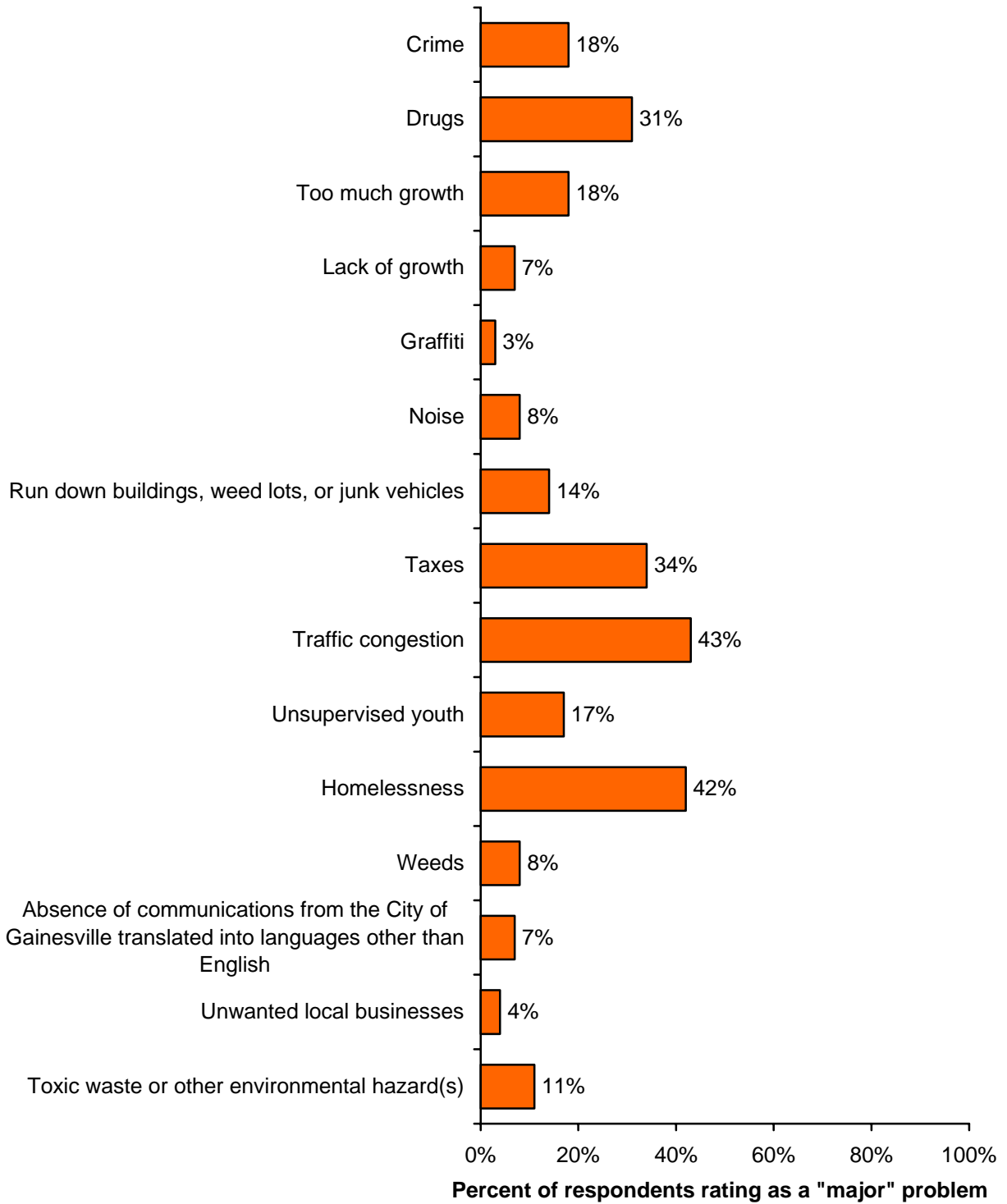
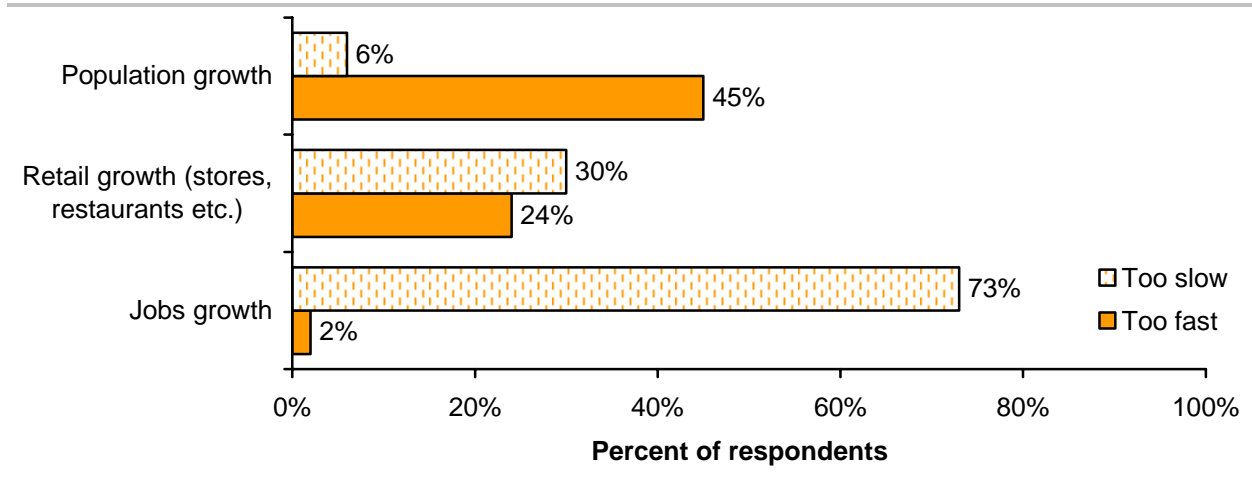


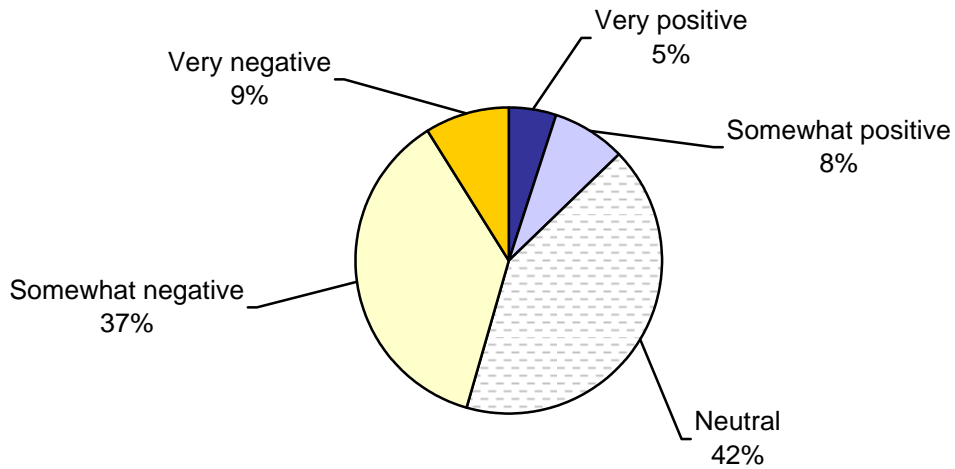
Figure 7: Ratings of Rates of Growth in Gainesville



Thirteen percent of Gainesville residents expected that the coming six months would have a somewhat or very positive impact on their family, while 46% felt that the economic future would be somewhat or very negative.

Figure 8: Perceptions of Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be...



Perceptions of Safety

When evaluating safety in the community, 57% of respondents felt “somewhat” or “very safe” from violent crimes in Gainesville. In their neighborhood after dark, 68% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 13% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 58% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Gainesville

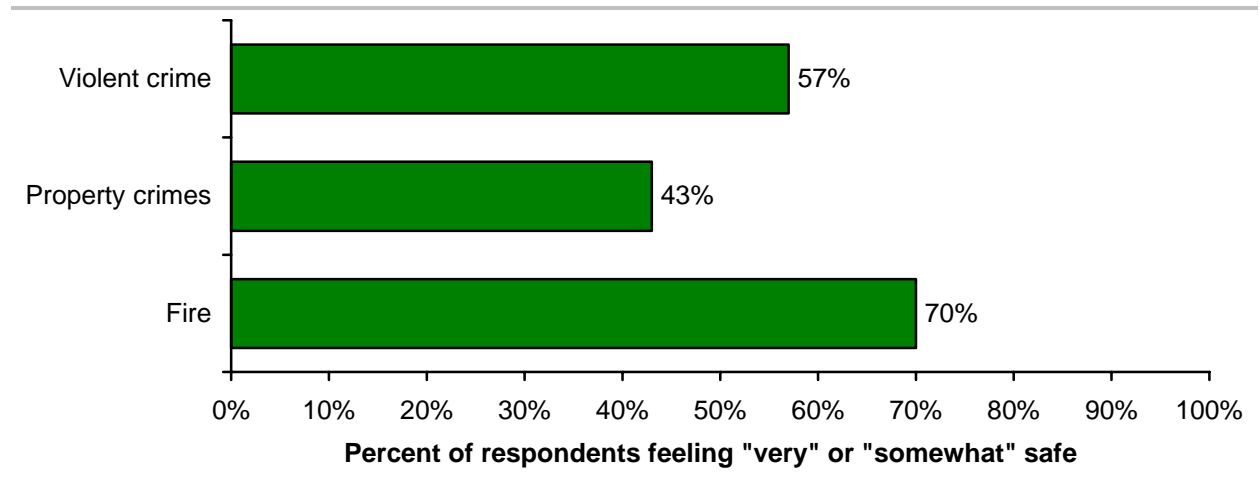


Figure 10: Ratings of Safety in Various Areas in Gainesville

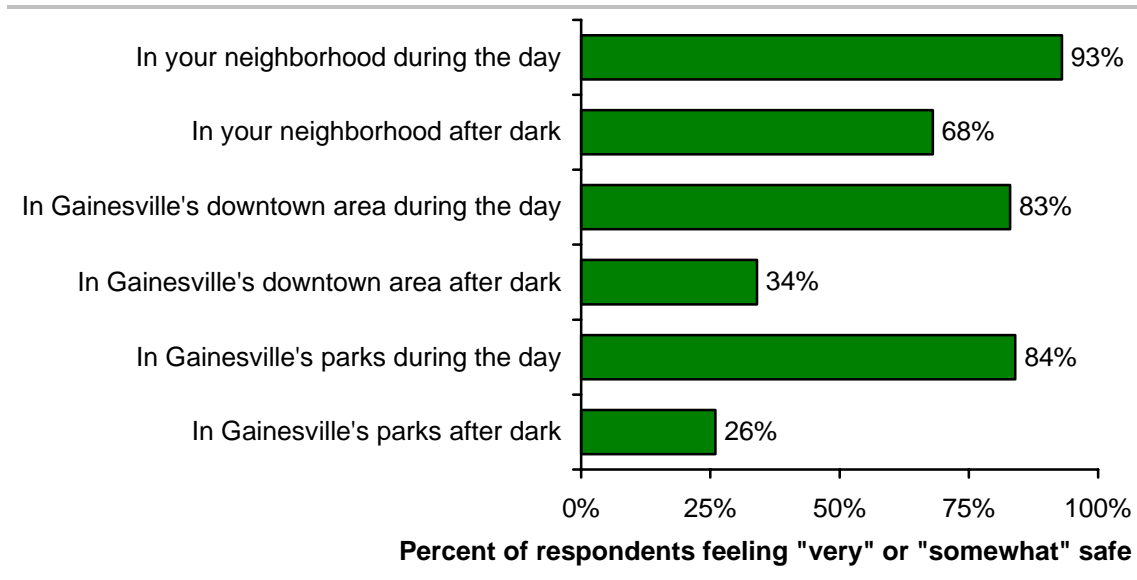


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

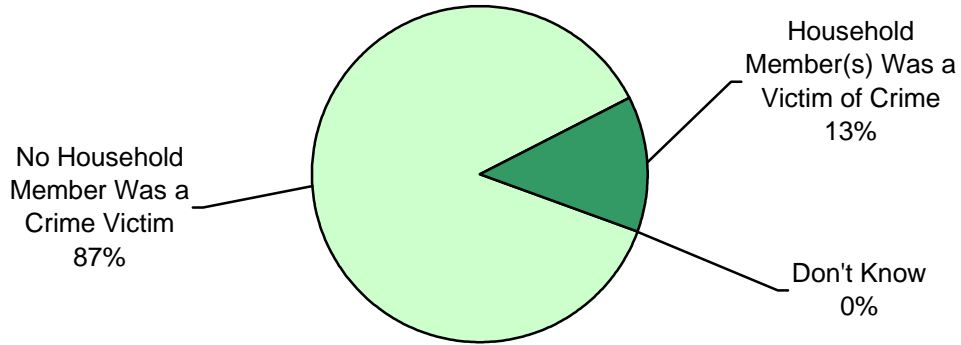
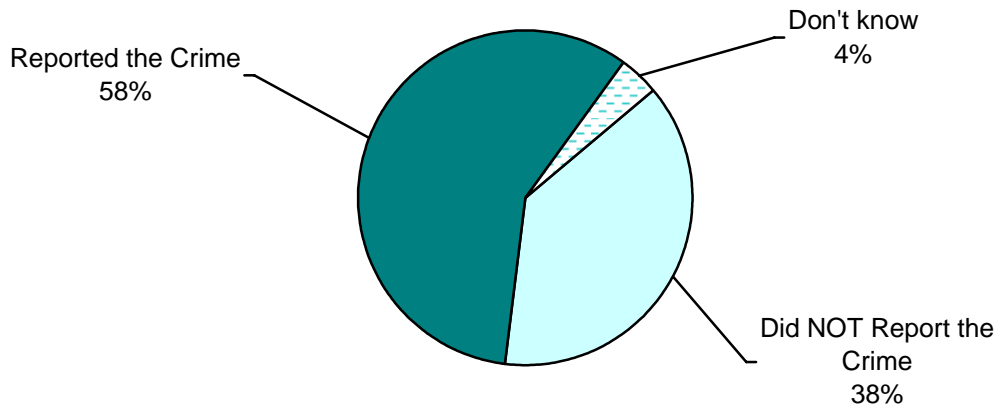


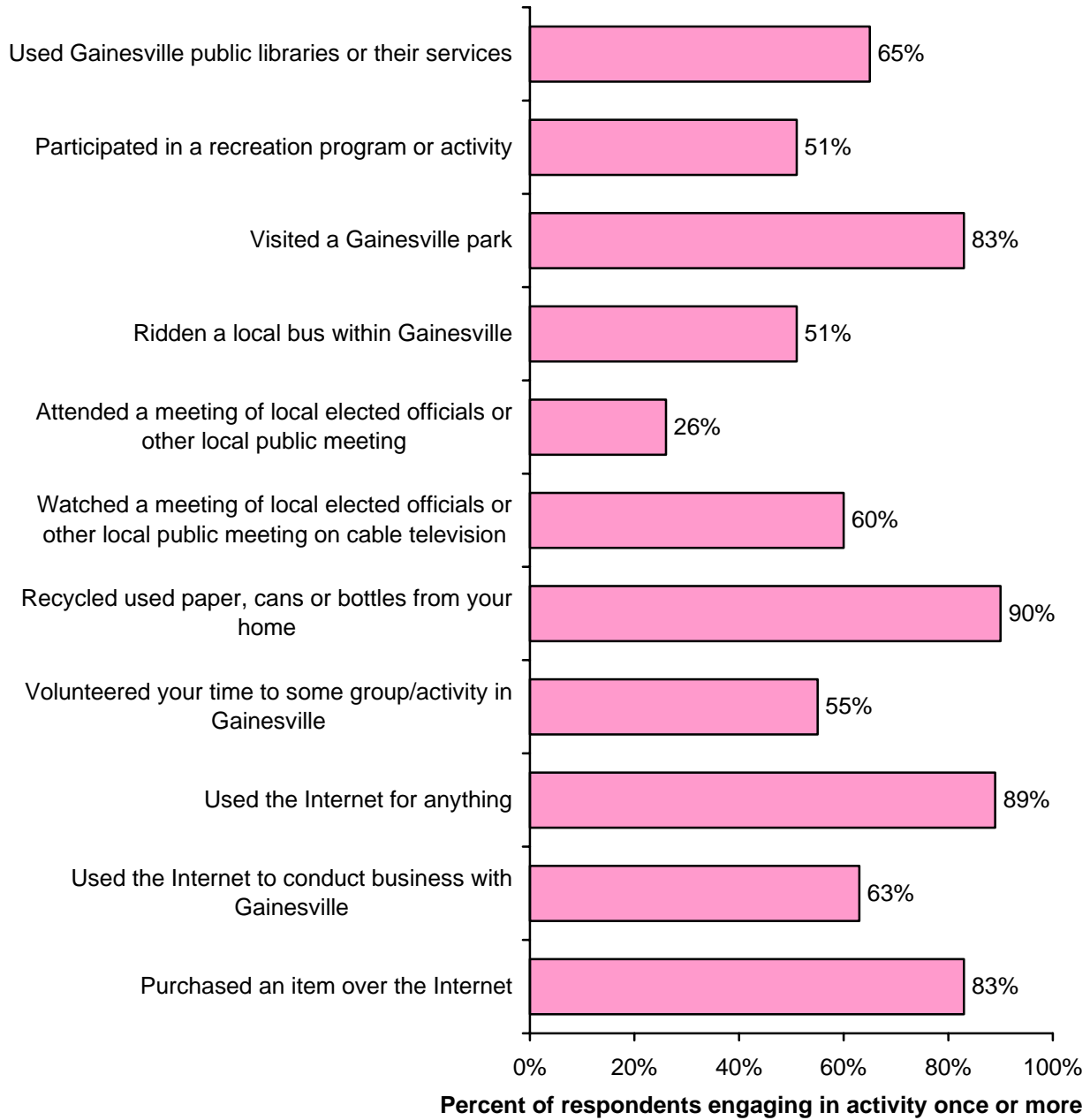
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



Community Participation

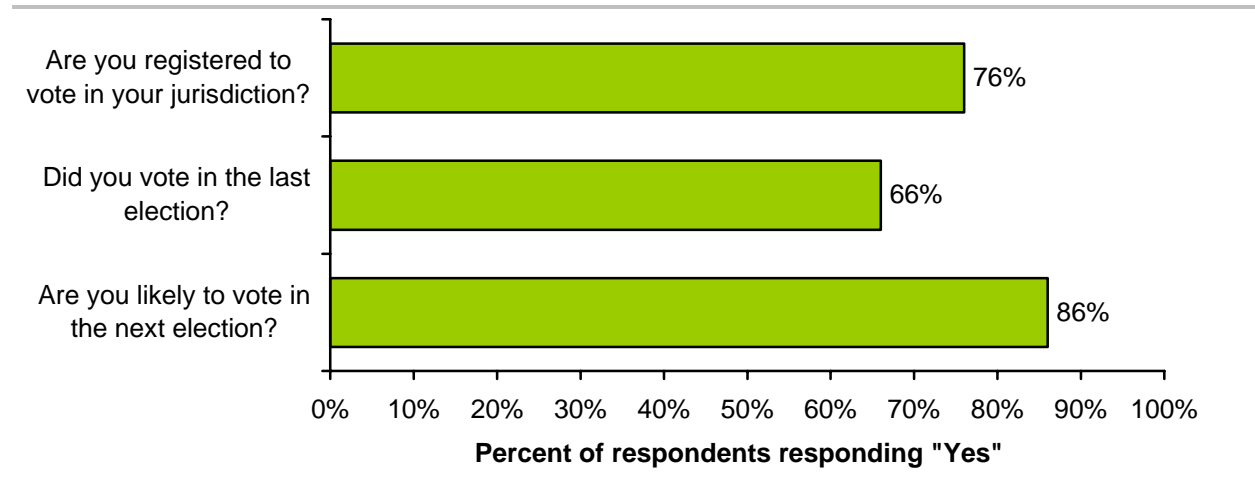
Participation in the civic, social and economic life of Gainesville during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 83% reported visiting a park in Gainesville in the past year and 26% had attended a meeting of elected officials or other local public meeting.

Figure 13: Percent of Respondents Engaging in Various Activities in Gainesville in the Past Year



Voter status was also estimated,² with 66% saying that they had voted in the last election.

Figure 14: Voter Status and Activity



Voter Status and Activity

	No	Yes	Total
Are you registered to vote in your jurisdiction?	24%	76%	100%
Did you vote in the last election?	34%	66%	100%
Are you likely to vote in the next election?	14%	86%	100%

² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

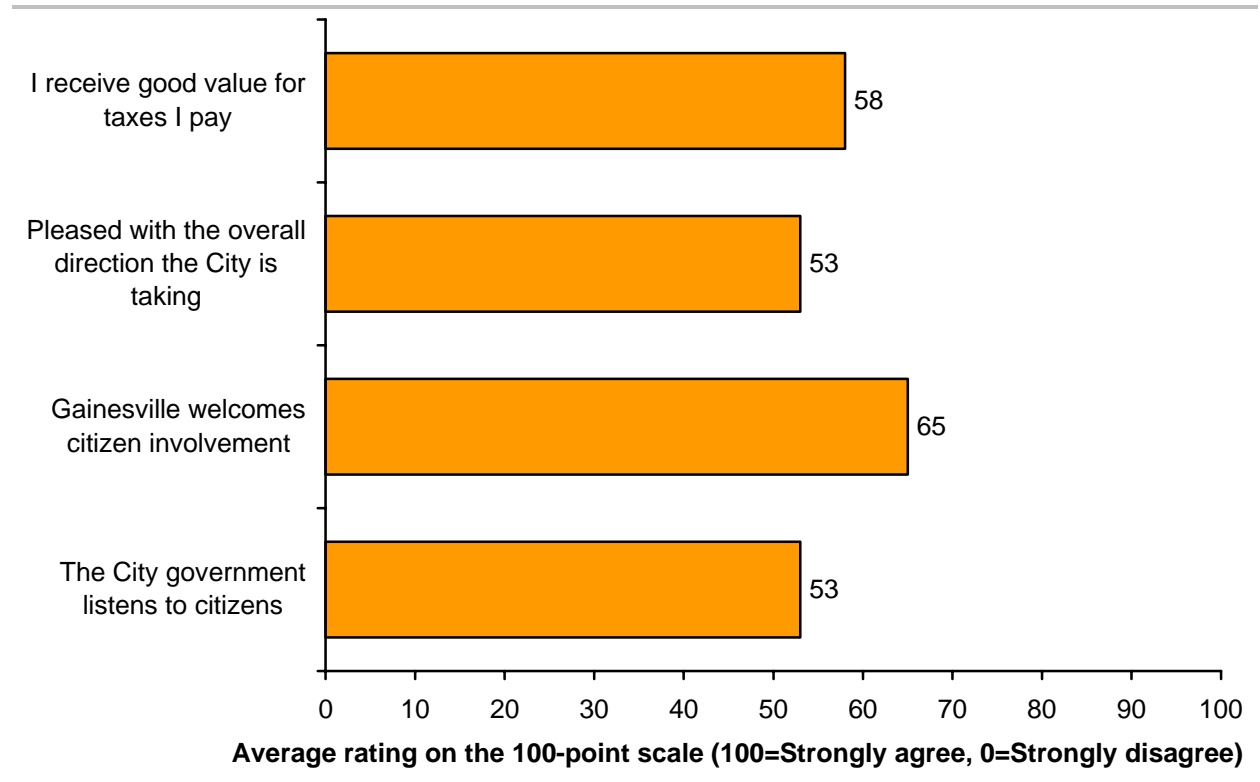
LOCAL GOVERNMENT

Several aspects of the government of the City of Gainesville were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Gainesville. Those who had any contact with a City of Gainesville employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 58 on a 100-point scale.

Figure 15: Ratings of Public Trust



Ratings of Public Trust

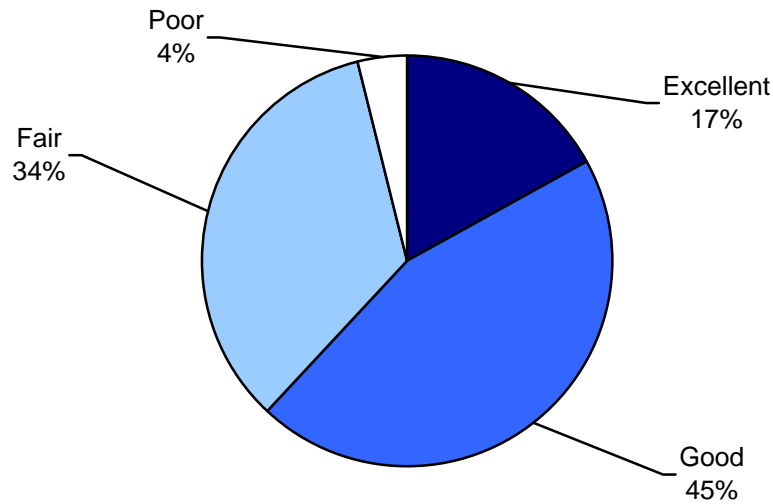
Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the City of Gainesville taxes I pay	15%	38%	24%	9%	14%	100%	58
I am pleased with the overall direction that the City of Gainesville is taking	12%	35%	20%	19%	13%	100%	53
The City of Gainesville government welcomes citizen involvement	23%	37%	23%	10%	6%	100%	65
The City of Gainesville government listens to citizens	12%	32%	24%	21%	11%	100%	53

Note: "don't know" responses have been removed.

Service Provided by Gainesville

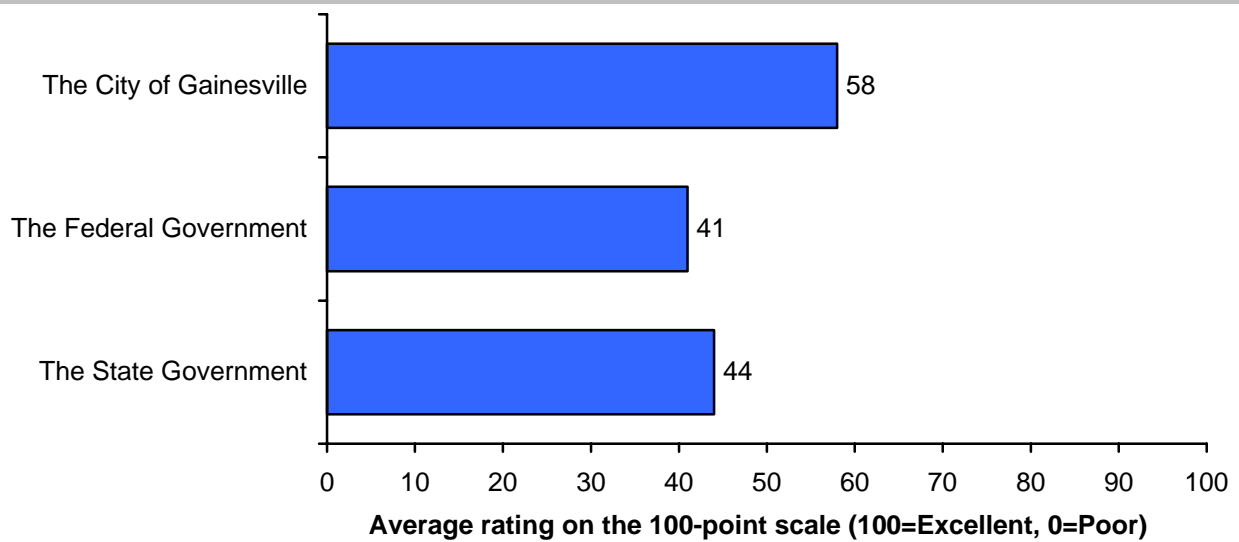
The responses of residents with an opinion about the overall quality of services provided by Gainesville are shown in Figure 16 below. These responses result in an average rating of 58 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the City of Gainesville



On average, residents of Gainesville gave the highest evaluations to their own local government and the lowest average rating to the federal government.

Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government

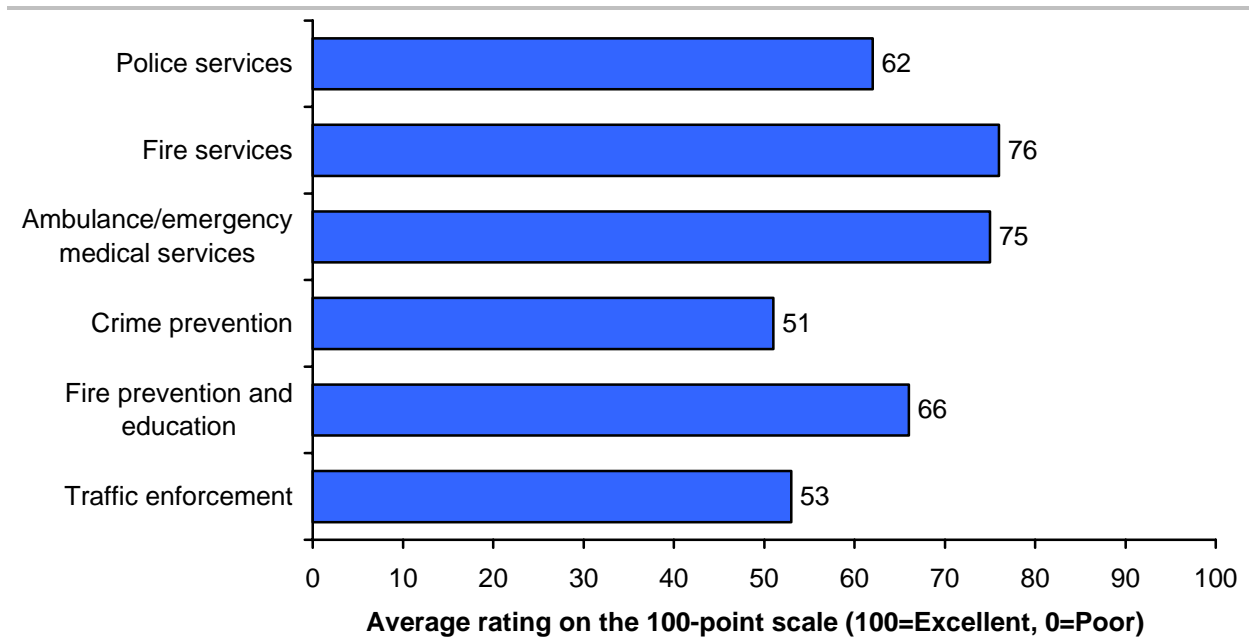


Overall Quality of Services: City of Gainesville, Federal Government and State Government

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
The City of Gainesville	17%	45%	34%	4%	100%	58
The Federal Government	7%	31%	42%	21%	100%	41
The State Government	7%	34%	44%	16%	100%	44

Note: "don't know" responses have been removed.

Figure 18: Quality of Public Safety Services

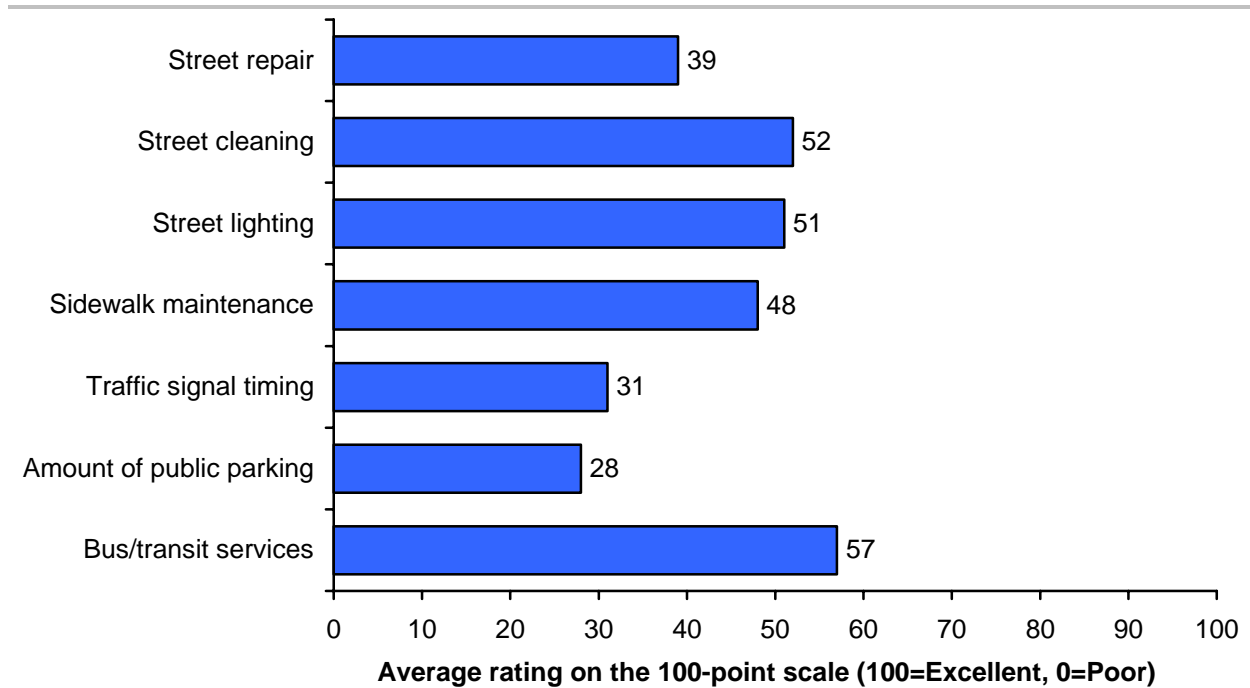


Quality of Public Safety Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total		
Police services	22%	46%	28%	4%	100%	62	
Fire services	39%	51%	11%	0%	100%	76	
Ambulance/emergency medical services	41%	44%	13%	1%	100%	75	
Crime prevention	15%	38%	33%	13%	100%	51	
Fire prevention and education	26%	49%	19%	5%	100%	66	
Traffic enforcement	15%	42%	28%	15%	100%	53	

Note: "don't know" responses have been removed.

Figure 19: Quality of Transportation Services

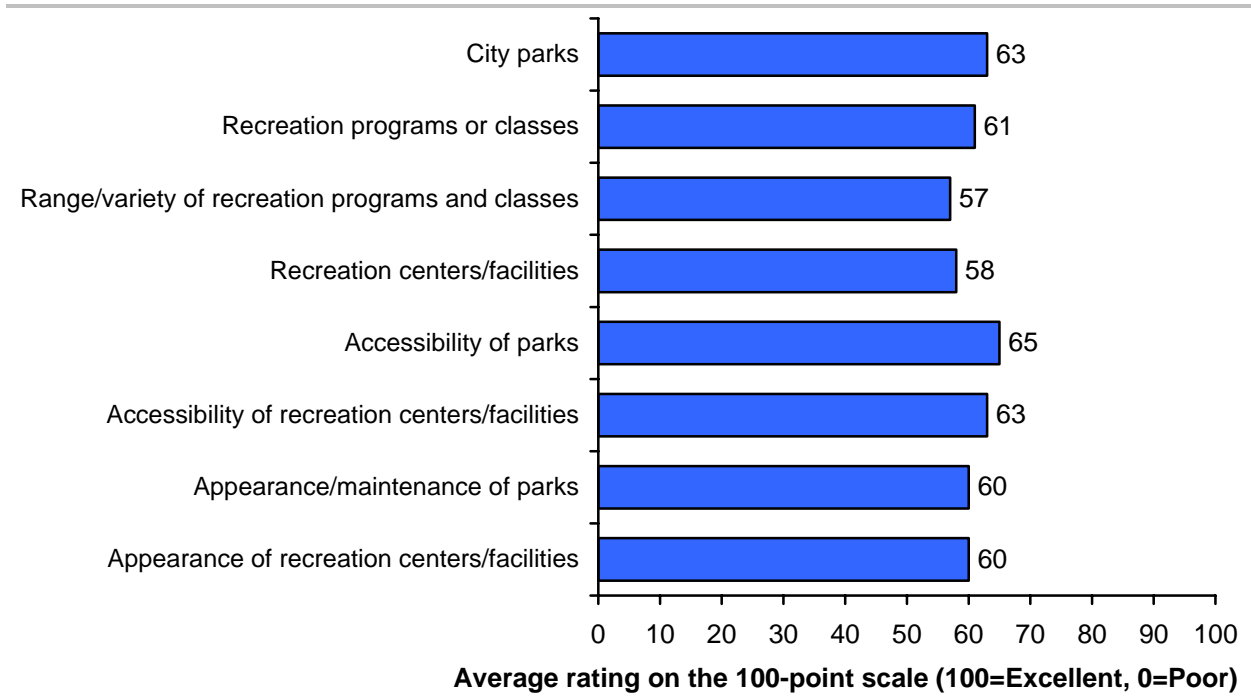


Quality of Transportation Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Street repair	7%	28%	39%	26%	100%	39
Street cleaning	13%	40%	37%	10%	100%	52
Street lighting	11%	45%	33%	12%	100%	51
Sidewalk maintenance	10%	38%	41%	12%	100%	48
Traffic signal timing	7%	24%	25%	44%	100%	31
Amount of public parking	3%	18%	38%	41%	100%	28
Bus/transit services	23%	38%	26%	13%	100%	57

Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services

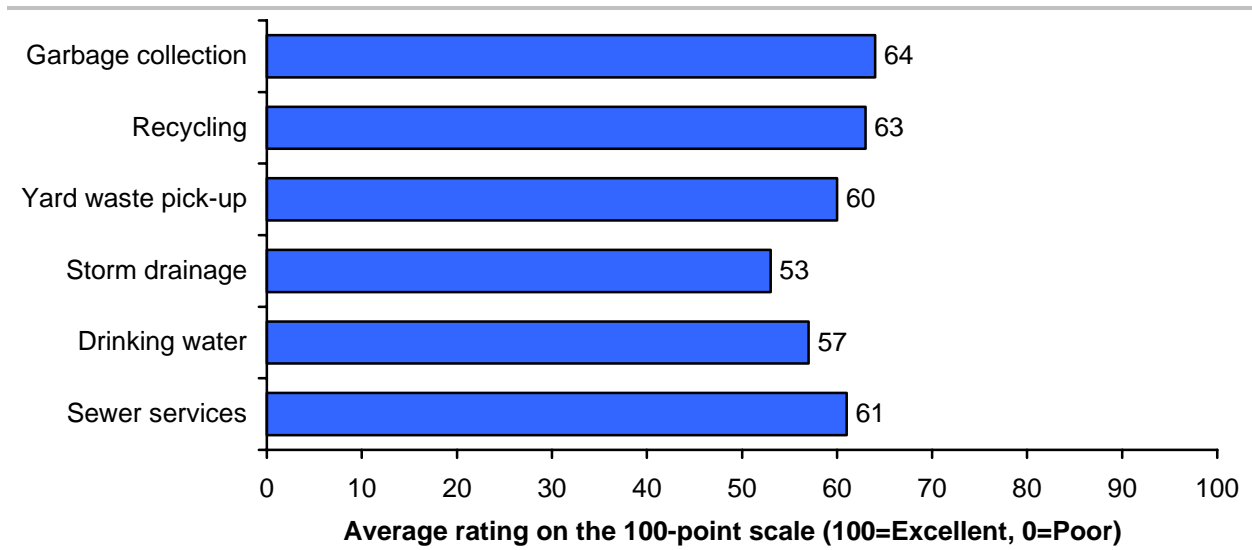


Quality of Leisure Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
City parks	21%	51%	23%	5%	100%	63
Recreation programs or classes	21%	50%	19%	10%	100%	61
Range/variety of recreation programs and classes	19%	44%	27%	10%	100%	57
Recreation centers/facilities	21%	44%	23%	12%	100%	58
Accessibility of parks	24%	51%	22%	4%	100%	65
Accessibility of recreation centers/facilities	22%	50%	24%	4%	100%	63
Appearance/maintenance of parks	17%	52%	27%	4%	100%	60
Appearance of recreation centers/facilities	15%	53%	27%	5%	100%	60

Note: "don't know" responses have been removed.

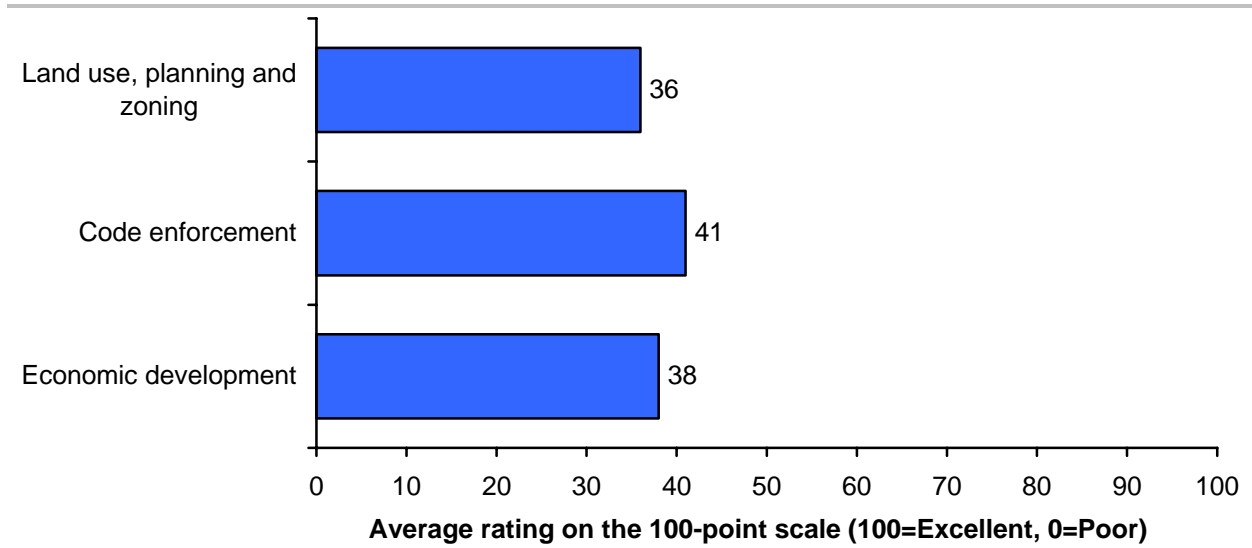
Figure 21: Quality of Utility Services



Quality of Utility Services						
How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Garbage collection	23%	51%	20%	6%	100%	64
Recycling	25%	48%	16%	10%	100%	63
Yard waste pick-up	25%	40%	24%	11%	100%	60
Storm drainage	9%	51%	30%	10%	100%	53
Drinking water	20%	41%	28%	11%	100%	57
Sewer services	14%	57%	26%	3%	100%	61

Note: "don't know" responses have been removed.

Figure 22: Quality of Planning and Code Enforcement Services

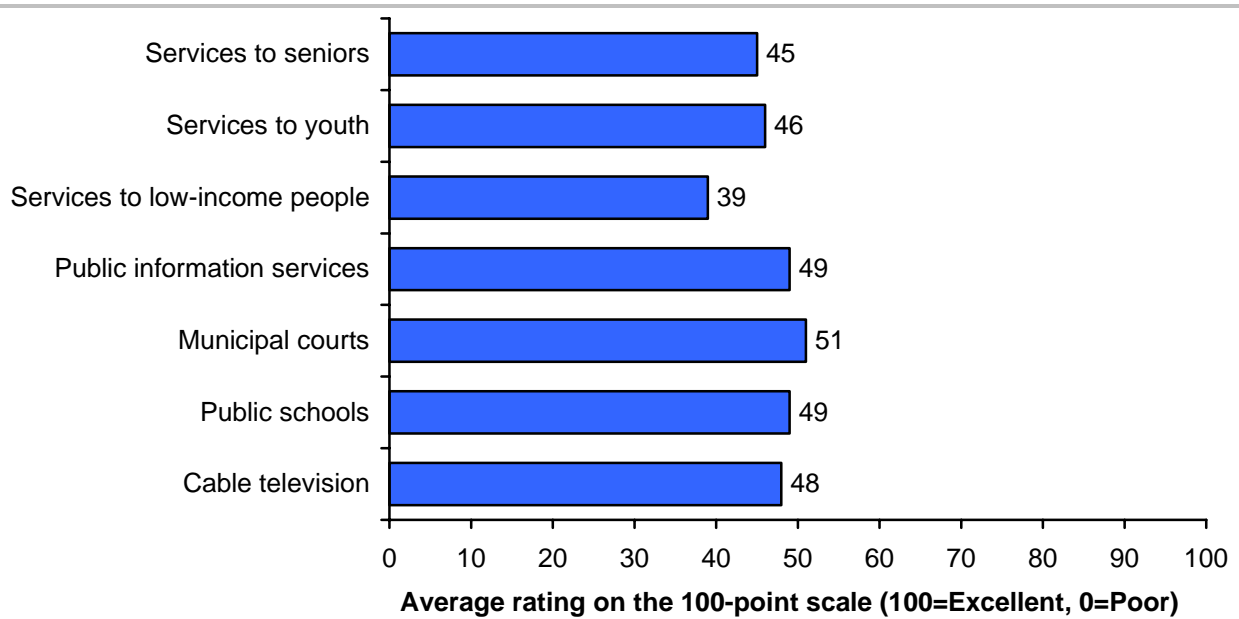


Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Land use, planning and zoning	6%	24%	43%	27%	100%	36
Code enforcement (weeds, abandoned buildings, etc)	6%	32%	41%	21%	100%	41
Economic development	4%	30%	40%	25%	100%	38

Note: "don't know" responses have been removed.

Figure 23: Quality of Services to Special Populations and Other Services



Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Services to seniors	12%	33%	33%	22%	100%	45
Services to youth	14%	33%	31%	23%	100%	46
Services to low-income people	11%	26%	33%	31%	100%	39
Public information services	9%	42%	39%	11%	100%	49
Municipal courts	9%	47%	32%	12%	100%	51
Public schools	7%	47%	31%	14%	100%	49
Cable television	12%	40%	29%	19%	100%	48

Note: "don't know" responses have been removed.

The City of Gainesville Employees

Impressions of the City of Gainesville employees were assessed on the questionnaire. Those who had been in contact with a City of Gainesville employee in the past year (48%) rated their overall impression as 66 on a 100-point scale.

Figure 24: Percent of Respondents Who Had Contact with a City of Gainesville Employee

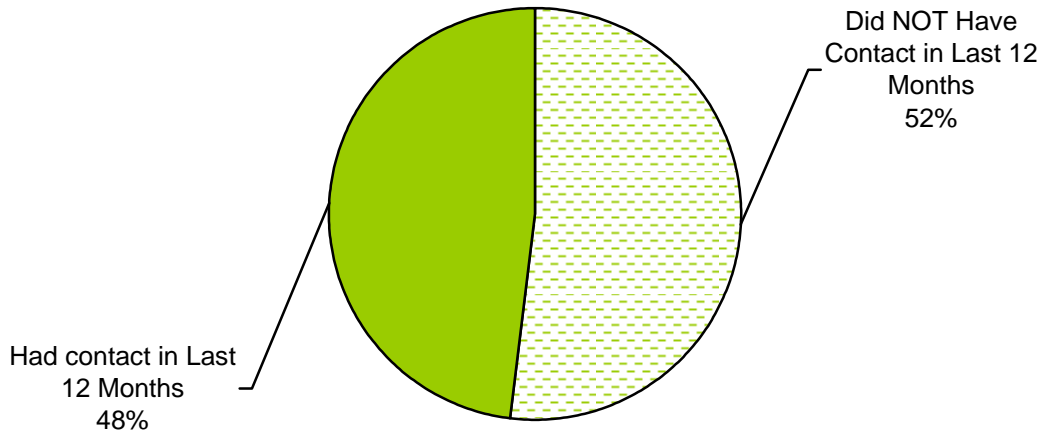
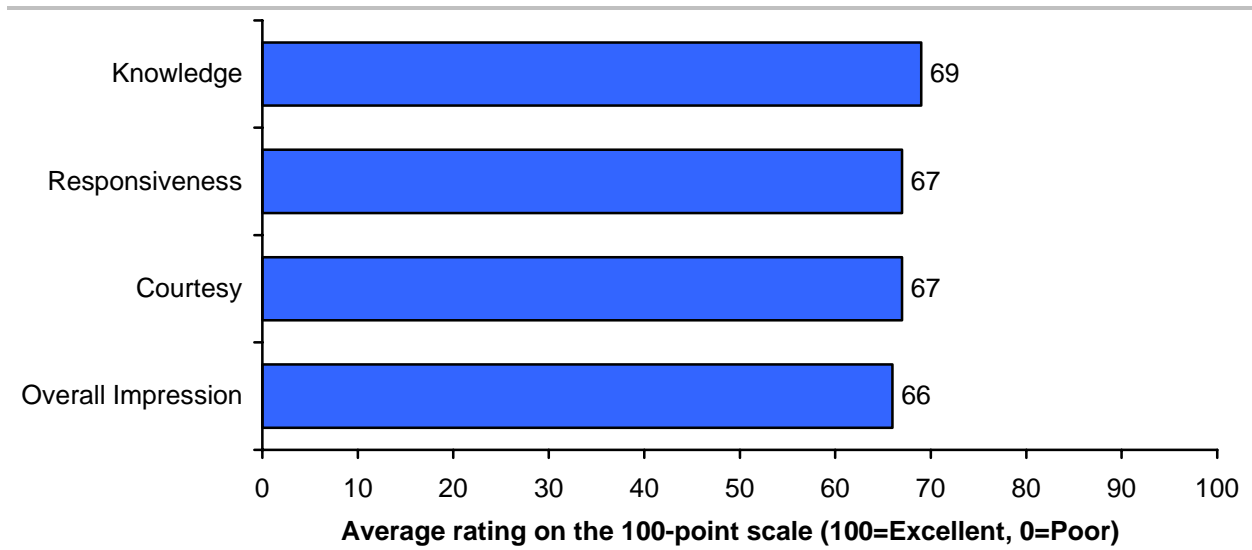


Figure 25: Ratings of Contact with the City of Gainesville Employees



Ratings of Contact with City of Gainesville Employees

What was your impression of employees of the City of Gainesville in your most recent contact?						Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor			
Knowledge	33%	44%	19%	4%	100%	69	
Responsiveness	39%	33%	20%	8%	100%	67	
Courtesy	39%	32%	20%	9%	100%	67	
Overall Impression	35%	35%	22%	8%	100%	66	

Note: "don't know" responses have been removed.

ADDITIONAL QUESTIONS

Three additional questions were asked by the City of Gainesville. The results for these questions are displayed below.

Policy Question #1					
Please rate how important each of the following is to you:	Essential	Very important	Somewhat important	Not at all important	Total
Purchase of land for conservation	24%	31%	34%	11%	100%
More recreational facilities (ball fields, swimming pools, etc.)	11%	28%	42%	19%	100%
Public safety enhancements	20%	44%	26%	10%	100%
New road construction	16%	26%	41%	17%	100%
Road reconstruction	22%	39%	31%	8%	100%
Traffic reduction measures	31%	38%	23%	8%	100%
Economic development	24%	44%	25%	7%	100%
Improving mass transit	20%	34%	34%	12%	100%
Investment in computer and technological infrastructure	13%	34%	38%	15%	100%

Note: "don't know" responses have been removed.

Question 16b: Policy Question 2					
Due to current economic conditions, the City will need to increase revenues or reduce services. Please indicate to what extent you would support or oppose the following types of revenue increases to fund improvements:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Increased sales tax	10%	29%	21%	41%	100%
Increased impact fees on new home construction	27%	30%	17%	26%	100%
Increased property tax	8%	17%	25%	50%	100%

Policy Question 3

If the City were to have to reduce services, in which City services are you willing to make changes? Please check all that apply:	Percent of Respondents
Increase the response time to citizens' complaints on code enforcement	42%
Reduce art and cultural programs	38%
Eliminate the purchase of land for conservation	35%
Reduce traffic mitigation measures	26%
Reduce recreation programs and opportunities	24%
Reduce the level of street and roadway maintenance	22%
Eliminate fire safety education programs	22%
Eliminate social service programs	21%
Eliminate economic development activities	20%
Eliminate neighborhood improvement programs	16%
Reduce park maintenance	15%
Eliminate crime prevention programs	9%
Total may exceed 100% as respondents could select more than one category.	

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTION

Question 1: Quality of Life Ratings

	Excellent		Good		Fair		Poor		Don't know		Total	
How do you rate Gainesville as a place to live?	24%	N=65	54%	N=142	19%	N=51	2%	N=5	0%	N=0	100%	N=264
How do you rate your neighborhood as a place to live?	29%	N=76	44%	N=116	22%	N=58	5%	N=12	0%	N=0	100%	N=262
How do you rate Gainesville as a place to raise children?	15%	N=39	42%	N=110	19%	N=49	4%	N=10	20%	N=54	100%	N=261
How do you rate Gainesville as a place to work?	10%	N=25	36%	N=94	28%	N=73	22%	N=57	5%	N=13	100%	N=262
How do you rate Gainesville as a place to retire?	13%	N=35	33%	N=86	21%	N=54	17%	N=44	16%	N=43	100%	N=261
How do you rate the overall quality of life in Gainesville?	17%	N=43	55%	N=142	27%	N=70	2%	N=6	0%	N=0	100%	N=260

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 2: Please rate each of the following characteristics as they relate to Gainesville as a whole

	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	21%	N=55	39%	N=99	31%	N=79	6%	N=15	3%	N=8	100%	N=255
Openness and acceptance of the community towards people of diverse backgrounds	23%	N=61	39%	N=101	26%	N=68	9%	N=23	3%	N=8	100%	N=261
Overall appearance of Gainesville	10%	N=25	57%	N=144	24%	N=62	8%	N=22	1%	N=2	100%	N=255
Opportunities to attend cultural activities	32%	N=84	39%	N=102	17%	N=44	8%	N=20	4%	N=11	100%	N=261
Shopping opportunities	17%	N=44	36%	N=94	33%	N=86	13%	N=35	1%	N=4	100%	N=262
Air quality	24%	N=62	50%	N=131	19%	N=49	3%	N=8	5%	N=12	100%	N=262
Recreational opportunities	26%	N=66	43%	N=111	20%	N=52	10%	N=26	2%	N=5	100%	N=260
Job opportunities	5%	N=14	24%	N=62	33%	N=85	32%	N=82	6%	N=16	100%	N=258
Access to affordable quality housing	8%	N=22	24%	N=62	39%	N=102	21%	N=54	8%	N=20	100%	N=261
Access to affordable quality child care	3%	N=8	17%	N=43	20%	N=52	9%	N=24	51%	N=130	100%	N=257
Access to affordable quality health care	15%	N=39	27%	N=68	28%	N=73	9%	N=23	21%	N=53	100%	N=257
Access to affordable quality food	22%	N=57	40%	N=104	30%	N=78	6%	N=15	3%	N=7	100%	N=261
Ease of car travel in Gainesville	13%	N=34	27%	N=70	34%	N=89	24%	N=62	1%	N=3	100%	N=258
Ease of bus travel in Gainesville	15%	N=38	26%	N=67	19%	N=49	13%	N=35	27%	N=72	100%	N=261
Ease of bicycle travel in Gainesville	19%	N=50	33%	N=87	17%	N=43	11%	N=28	20%	N=51	100%	N=260
Ease of walking in Gainesville	24%	N=63	35%	N=91	24%	N=63	9%	N=24	7%	N=17	100%	N=258
Educational opportunities	48%	N=125	35%	N=90	10%	N=27	4%	N=10	3%	N=7	100%	N=260
Overall image/reputation of Gainesville	21%	N=53	49%	N=127	27%	N=70	3%	N=8	0%	N=1	100%	N=260
Overall quality of new development in Gainesville	11%	N=28	33%	N=85	27%	N=71	15%	N=39	15%	N=39	100%	N=262

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 3: Please rate the speed of growth in the following categories in Gainesville over the past two years

	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	1%	N=3	4%	N=11	40%	N=104	28%	N=72	10%	N=26	17%	N=46	100%	N=261
Retail growth (stores, restaurants etc.)	6%	N=16	20%	N=50	40%	N=103	14%	N=36	7%	N=17	13%	N=34	100%	N=255
Jobs growth	22%	N=58	33%	N=85	19%	N=50	1%	N=2	0%	N=1	24%	N=62	100%	N=259

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 4: To what degree are the following problems in Gainesville													
	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total		
Crime	8%	N=19	22%	N=54	45%	N=113	17%	N=42	9%	N=22	100%	N=250	
Drugs	12%	N=29	14%	N=34	33%	N=81	26%	N=64	16%	N=41	100%	N=249	
Too much growth	27%	N=67	20%	N=50	25%	N=61	16%	N=40	11%	N=28	100%	N=246	
Lack of growth	49%	N=120	22%	N=53	11%	N=28	6%	N=15	11%	N=27	100%	N=243	
Graffiti	40%	N=101	37%	N=93	15%	N=38	2%	N=6	5%	N=13	100%	N=250	
Noise	32%	N=79	34%	N=85	25%	N=62	8%	N=20	1%	N=3	100%	N=248	
Run down buildings, weed lots, or junk vehicles	18%	N=44	37%	N=92	29%	N=73	14%	N=34	2%	N=5	100%	N=249	
Taxes	14%	N=35	19%	N=47	22%	N=54	28%	N=71	17%	N=44	100%	N=252	
Traffic congestion	5%	N=13	24%	N=60	28%	N=69	43%	N=106	0%	N=1	100%	N=249	
Unsupervised youth	24%	N=59	28%	N=70	17%	N=41	14%	N=34	18%	N=45	100%	N=248	
Homelessness	3%	N=9	21%	N=53	31%	N=78	41%	N=103	3%	N=9	100%	N=252	
Weeds	30%	N=76	29%	N=73	22%	N=56	7%	N=18	11%	N=27	100%	N=249	
Absence of communications from the City of Gainesville translated into languages other than English	36%	N=91	12%	N=31	5%	N=13	4%	N=11	42%	N=104	100%	N=249	
Unwanted local businesses	47%	N=117	20%	N=50	6%	N=16	3%	N=7	23%	N=58	100%	N=248	
Toxic waste or other environmental hazard(s)	23%	N=56	18%	N=46	14%	N=35	7%	N=18	38%	N=95	100%	N=250	

The City of Gainesville Citizen Survey

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Question 5: Please rate how safe you feel from the following occurring to you in Gainesville

	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	21%	N=53	35%	N=90	15%	N=38	23%	N=59	5%	N=12	1%	N=3	100%	N=256
Property crimes (e.g., burglary, theft)	13%	N=33	29%	N=75	17%	N=45	31%	N=79	8%	N=20	1%	N=3	100%	N=256
Fire	32%	N=81	36%	N=91	20%	N=51	7%	N=18	1%	N=3	4%	N=11	100%	N=255

Question 6: Please rate how safe you feel:

	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	74%	N=188	20%	N=51	4%	N=9	2%	N=5	1%	N=2	0%	N=0	100%	N=256
In your neighborhood after dark	27%	N=70	41%	N=104	10%	N=26	16%	N=41	5%	N=14	0%	N=0	100%	N=256
In Gainesville's downtown area during the day	40%	N=103	39%	N=100	7%	N=19	8%	N=19	1%	N=3	4%	N=10	100%	N=254
In Gainesville's downtown area after dark	7%	N=18	25%	N=64	16%	N=41	30%	N=75	16%	N=40	6%	N=16	100%	N=254
In Gainesville's parks during the day	38%	N=98	33%	N=83	8%	N=20	5%	N=13	1%	N=2	15%	N=38	100%	N=254
In Gainesville's parks after dark	4%	N=10	15%	N=39	17%	N=42	22%	N=56	17%	N=44	24%	N=62	100%	N=253

Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No		Yes		Total	
During the past twelve months, were you or anyone in your household the victim of any crime?	87%	N=219	13%	N=33	100%	N=252

Question 8: If yes, was this crime (these crimes) reported to the police?

	No		Yes		Don't know		Total	
If yes, was this crime (these crimes) reported to the police?	38%	N=15	58%	N=23	4%	N=2	100%	N=40

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Gainesville?

	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Gainesville public libraries or their services	35%	N=89	27%	N=68	26%	N=64	9%	N=22	3%	N=7	100%	N=250
Participated in a recreation program or activity	49%	N=120	28%	N=69	18%	N=46	2%	N=6	2%	N=6	100%	N=246
Visited a Gainesville park	17%	N=43	28%	N=70	34%	N=85	14%	N=35	8%	N=20	100%	N=252
Ridden a local bus within Gainesville	49%	N=124	11%	N=27	12%	N=29	9%	N=22	20%	N=51	100%	N=253
Attended a meeting of local elected officials or other local public meeting	74%	N=187	18%	N=46	7%	N=18	1%	N=1	0%	N=0	100%	N=252
Watched a meeting of local elected officials or other local public meeting on cable television	40%	N=102	30%	N=77	19%	N=48	7%	N=19	3%	N=7	100%	N=253
Recycled used paper, cans or bottles from your home	10%	N=24	8%	N=21	13%	N=34	8%	N=21	60%	N=153	100%	N=253
Volunteered your time to some group/activity in Gainesville	45%	N=114	21%	N=52	19%	N=48	6%	N=16	8%	N=21	100%	N=251
Used the Internet for anything	11%	N=28	3%	N=9	3%	N=7	3%	N=8	80%	N=202	100%	N=253
Used the Internet to conduct business with Gainesville	37%	N=93	19%	N=49	14%	N=35	6%	N=14	24%	N=62	100%	N=252
Purchased an item over the Internet	17%	N=42	14%	N=36	25%	N=63	13%	N=34	31%	N=78	100%	N=253

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Appendix A: Survey Frequencies

Question 10: How do you rate the quality of each of the following services in Gainesville?

	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	20%	N=50	42%	N=105	26%	N=63	3%	N=8	8%	N=21	100%	N=248
Fire services	29%	N=71	37%	N=92	8%	N=19	0%	N=0	26%	N=65	100%	N=247
Ambulance/emergency medical services	31%	N=76	33%	N=81	10%	N=24	1%	N=2	26%	N=63	100%	N=246
Crime prevention	12%	N=29	31%	N=76	27%	N=67	11%	N=27	19%	N=46	100%	N=245
Fire prevention and education	17%	N=42	32%	N=78	13%	N=30	3%	N=8	34%	N=81	100%	N=239
Traffic enforcement	14%	N=35	38%	N=94	26%	N=64	13%	N=33	9%	N=21	100%	N=246
Garbage collection	22%	N=55	48%	N=119	19%	N=48	6%	N=14	4%	N=11	100%	N=247
Recycling	23%	N=56	43%	N=107	14%	N=36	9%	N=23	10%	N=25	100%	N=247
Yard waste pick-up	17%	N=42	27%	N=68	16%	N=41	7%	N=18	32%	N=78	100%	N=246
Street repair	7%	N=16	27%	N=65	37%	N=91	24%	N=60	6%	N=14	100%	N=246
Street cleaning	12%	N=30	38%	N=93	34%	N=84	9%	N=22	6%	N=16	100%	N=245
Street lighting	10%	N=26	44%	N=110	33%	N=81	12%	N=29	1%	N=2	100%	N=247
Sidewalk maintenance	9%	N=22	36%	N=87	38%	N=94	11%	N=27	6%	N=15	100%	N=244
Traffic signal timing	7%	N=16	23%	N=57	25%	N=61	44%	N=107	1%	N=3	100%	N=244
Amount of public parking	3%	N=8	17%	N=42	36%	N=90	38%	N=95	5%	N=13	100%	N=248
Bus/transit services	17%	N=42	28%	N=69	19%	N=47	10%	N=24	26%	N=64	100%	N=246
Storm drainage	7%	N=17	42%	N=103	24%	N=60	8%	N=21	18%	N=45	100%	N=245
Drinking water	19%	N=47	39%	N=96	27%	N=66	10%	N=26	4%	N=11	100%	N=246
Sewer services	11%	N=28	45%	N=109	20%	N=50	3%	N=7	21%	N=52	100%	N=245
City parks	18%	N=44	43%	N=104	19%	N=47	4%	N=11	16%	N=39	100%	N=245
Recreation programs or classes	13%	N=33	31%	N=77	12%	N=29	6%	N=15	37%	N=92	100%	N=247

The City of Gainesville Citizen Survey

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Question 10: How do you rate the quality of each of the following services in Gainesville?

	Excellent		Good		Fair		Poor		Don't know		Total	
Range/variety of recreation programs and classes	12%	N=30	28%	N=68	17%	N=42	7%	N=16	36%	N=89	100%	N=245
Recreation centers/facilities	15%	N=37	32%	N=78	17%	N=42	9%	N=21	26%	N=63	100%	N=242
Accessibility of parks	20%	N=49	43%	N=104	18%	N=45	3%	N=8	16%	N=39	100%	N=244
Accessibility of recreation centers/facilities	16%	N=40	37%	N=90	18%	N=44	3%	N=8	25%	N=62	100%	N=243
Appearance/maintenance of parks	14%	N=35	45%	N=111	23%	N=57	4%	N=9	13%	N=33	100%	N=245
Appearance of recreation centers/facilities	11%	N=28	40%	N=97	20%	N=50	3%	N=8	25%	N=62	100%	N=245
Land use, planning and zoning	4%	N=11	19%	N=45	33%	N=80	21%	N=50	24%	N=58	100%	N=245
Code enforcement (weeds, abandoned buildings, etc)	5%	N=11	23%	N=56	30%	N=74	15%	N=37	27%	N=67	100%	N=245
Economic development	4%	N=9	24%	N=60	32%	N=78	20%	N=49	21%	N=51	100%	N=247
Services to seniors	6%	N=15	17%	N=41	17%	N=41	11%	N=28	49%	N=123	100%	N=248
Services to youth	8%	N=21	20%	N=49	19%	N=47	14%	N=34	39%	N=96	100%	N=247
Services to low-income people	6%	N=15	15%	N=36	19%	N=46	17%	N=43	43%	N=105	100%	N=246
Public information services	6%	N=14	27%	N=66	25%	N=61	7%	N=17	36%	N=90	100%	N=247
Municipal courts	5%	N=11	24%	N=58	16%	N=40	6%	N=15	50%	N=122	100%	N=247
Public schools	5%	N=12	31%	N=76	20%	N=49	9%	N=23	35%	N=85	100%	N=244
Cable television	10%	N=25	35%	N=87	25%	N=61	17%	N=42	13%	N=32	100%	N=247

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Appendix A: Survey Frequencies

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Gainesville	16%	N=38	42%	N=103	32%	N=78	4%	N=9	7%	N=18	100%	N=247
The Federal Government	6%	N=14	26%	N=65	35%	N=87	18%	N=43	15%	N=38	100%	N=247
The State Government	6%	N=14	29%	N=72	38%	N=93	14%	N=34	14%	N=34	100%	N=247

Question 12: Have you had any in-person or phone contact with an employee of the City of Gainesville within the last 12 months?

	No		Yes		Total	
Have you had any in-person or phone contact with an employee of the City of Gainesville within the last 12 months?	52%	N=127	48%	N=119	100%	N=246

Question 13: What was your impression of the employees of the City of Gainesville in your most recent contact?

	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	30%	N=42	41%	N=57	18%	N=25	4%	N=5	8%	N=12	100%	N=141
Responsiveness	36%	N=51	30%	N=43	19%	N=26	8%	N=11	7%	N=10	100%	N=141
Courtesy	36%	N=52	29%	N=42	19%	N=27	8%	N=11	7%	N=10	100%	N=141
Overall Impression	33%	N=46	33%	N=47	21%	N=29	7%	N=10	6%	N=9	100%	N=141

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Question 14: Please rate your agreement or disagreement with the following statements.														
	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
I receive good value for the City of Gainesville taxes I pay	13%	N=32	32%	N=83	20%	N=52	7%	N=19	12%	N=31	17%	N=43	100%	N=259
I am pleased with the overall direction that the City of Gainesville is taking	12%	N=30	33%	N=84	19%	N=49	18%	N=46	13%	N=33	7%	N=17	100%	N=258
The City of Gainesville government welcomes citizen involvement	19%	N=48	31%	N=79	19%	N=50	8%	N=22	5%	N=14	18%	N=47	100%	N=259
The City of Gainesville government listens to citizens	9%	N=24	26%	N=66	19%	N=48	16%	N=42	9%	N=23	21%	N=55	100%	N=259

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?														
	Very positive		Somewhat positive		Neutral		Somewhat negative		Very negative		Total			
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:			5%	N=12	8%	N=21	42%	N=108	37%	N=95	9%	N=23	100%	N=259

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Question 16a: Policy Question 1												
Please rate how important each of the following is to you:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Purchase of land for conservation	22%	N=56	28%	N=73	31%	N=80	10%	N=25	9%	N=23	100%
More recreational facilities (ball fields, swimming pools, etc.)	10%	N=27	26%	N=67	39%	N=101	18%	N=45	6%	N=15	100%	N=255
More recreational facilities (ball fields, swimming pools, etc.)	10%	N=27	26%	N=67	39%	N=101	18%	N=45	6%	N=15	100%	N=255
Public safety enhancements	19%	N=48	42%	N=108	25%	N=65	10%	N=25	5%	N=13	100%	N=258
New road construction	16%	N=40	25%	N=63	39%	N=98	16%	N=41	4%	N=11	100%	N=253
Traffic reduction measures	30%	N=78	36%	N=93	22%	N=57	8%	N=20	4%	N=10	100%	N=258
Economic development	23%	N=60	43%	N=111	24%	N=63	7%	N=19	2%	N=6	100%	N=258
Improving mass transit	19%	N=48	32%	N=82	31%	N=81	11%	N=30	7%	N=17	100%	N=258
Investment in computer and technological infrastructure	12%	N=31	31%	N=79	34%	N=87	13%	N=35	10%	N=27	100%	N=259

Question 16b: Policy Question 2												
Due to current economic conditions, the City will need to increase revenues or reduce services. Please indicate to what extent you would support or oppose the following types of revenue increases to fund improvements:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Increased sales tax	9%	N=24	28%	N=72	20%	N=51	39%	N=101	5%	N=13	100%
Increased impact fees on new home construction	25%	N=65	28%	N=72	16%	N=41	24%	N=63	7%	N=19	100%	N=260
Increased property tax	8%	N=20	16%	N=41	23%	N=59	46%	N=121	7%	N=19	100%	N=260

Question 16c: Policy Question 3

If the City were to have to reduce services, in which City services are you willing to make changes? Please check all that apply:	Percent of Respondents	Count
Reduce the level of street and roadway maintenance	22%	N=52
Increase the response time to citizens' complaints on code enforcement	42%	N=99
Eliminate fire safety education programs	22%	N=52
Eliminate crime prevention programs	9%	N=21
Reduce recreation programs and opportunities	24%	N=57
Eliminate the purchase of land for conservation	35%	N=83
Reduce park maintenance	15%	N=35
Eliminate social service programs	21%	N=50
Reduce art and cultural programs	38%	N=89
Eliminate neighborhood improvement programs	16%	N=39
Reduce traffic mitigation measures	26%	N=60
Eliminate economic development activities	20%	N=46
Total may exceed 100% as respondents could select more than one category.		

Question 17: Do you live within the City limits of the City of Gainesville?

	No	Yes	Total
Do you live within the limits of the City of Gainesville?	3% N=8	97% N=255	100% N=263

Question 18: Employment Status

	No	Yes	Total
Are you currently employed?	33% N=86	67% N=174	100% N=260

Question 18a: Usual Mode of Transportation to Work

What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

Motorized vehicle	72%	N=132
Bus, Rail, Subway, or other public transportation	11%	N=20
Walk	8%	N=15
Work at home	3%	N=6
Other	6%	N=12
Total	100%	N=185

Question 18b: Drive Alone or Carpool

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	82% N=105	18% N=23	100% N=129

Usual Mode of Transportation to Work, Including Carpooling

	Usual mode of transportation to work	
Motorized vehicle, no others (SOV)	60%	N=110
Motorized vehicle, with others (MOV)	12%	N=22
Bus, rail, subway, or other public transportation	11%	N=20
Walk	8%	N=15
Work at home	3%	N=6
Other	6%	N=12
Total	100%	N=185

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 19: Length of Residency

How many years have you lived in Gainesville?

Less than 2 years	21%	N=55
2 to 5 years	27%	N=70
6 to 10 years	15%	N=38
11 to 20 years	10%	N=27
More than 20 years	27%	N=72
Total	100%	N=263

Question 20: Type of Housing Unit

Which best describes the building you live in?

One family house detached from any other houses	38%	N=99
One family house attached to one or more houses	8%	N=21
Building with two or more apartments or condominiums	51%	N=134
Mobile home	1%	N=2
Other	3%	N=8
Total	100%	N=263

Question 21: Tenure Status

	Rented for cash or occupied without cash payment?		Owned by you or someone in this house		Total
Is this house, apartment, or mobile home...	56%	N=143	44%	N=113	100% N=256

Questions 22 to 25: Household Characteristics

	No		Yes		Total	
Do any children age 12 or under live in your household?	87%	N=226	13%	N=35	100%	N=261
Do any teenagers ages 13 through 17 live in your household?	95%	N=251	5%	N=12	100%	N=264
Are you or any other members of your household aged 65 or older?	85%	N=224	15%	N=39	100%	N=263
Does any member of your household have a physical handicap or is anyone disabled?	86%	N=226	14%	N=37	100%	N=264

Question 26: Education

What is the highest degree or level of school you have completed?

12th Grade or less, no diploma	5%	N=13
High school diploma	8%	N=22
Some college, no degree	15%	N=40
Associate's degree (e.g. AA, AS)	13%	N=33
Bachelor's degree (e.g. BA, AB, BS)	25%	N=66
Graduate degree or professional degree	34%	N=89
Total	100%	N=263

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 27: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?

Less than \$24,999	37%	N=94
\$25,000 to \$49,999	26%	N=65
\$50,000 to \$99,999	25%	N=62
\$100,000 or more	13%	N=33
Total	100%	N=254

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	95% N=250	5% N=14	100% N=264

Question 29: Race

What is your race?	Percent of Respondents	Count
American Indian or Alaskan native	1%	N=2
Asian or Pacific Islander	12%	N=32
Black, African American	14%	N=38
White/Caucasian	72%	N=189
Other	6%	N=15

Total may exceed 100% as respondents could select more than one category.

The City of Gainesville Citizen Survey

Appendix A: Survey Frequencies

Question 30: Age

In which category is your age?

18 to 24 years	21%	N=54
25 to 34 years	32%	N=83
35 to 44 years	8%	N=20
45 to 54 years	18%	N=47
55 to 64 years	10%	N=27
65 to 74 years	5%	N=12
75 years or older	7%	N=19
Total	100%	N=262

Question 31: Gender

	Female		Male		Total	
What is your gender?	53%	N=139	47%	N=124	100%	N=264

Questions 32 to 34: Voter Status and Activity

	No		Yes		Don't know		Total	
Are you registered to vote in your jurisdiction?	23%	N=59	73%	N=191	5%	N=13	100%	N=264
Did you vote in the last election?	33%	N=87	66%	N=173	1%	N=2	100%	N=262
Are you likely to vote in the next election?	13%	N=35	82%	N=215	5%	N=14	100%	N=264

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

Sampling

All households within Gainesville were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within Gainesville boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Gainesville households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Gainesville boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within Gainesville. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Survey Administration

Selected households received three mailings, one week apart, beginning January 22, 2008. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire

and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following six weeks.

Response Rate and Confidence Intervals

Of the 1,133 eligible households, 264 completed the survey providing a response rate of 23%. Approximately 67 addresses sampled were “vacant” or “not found.”³ In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey. The sample drawn for Gainesville used USPS data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 6 percentage points in either direction from what would have been obtained had responses been collected from all Gainesville adults. This difference is also called a “margin of error.”⁴ This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the City of Gainesville as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two to three variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Characteristics chosen as

³ “Eligible” households refer to addresses that belong to residences that are not vacant within the City of Gainesville.

⁴ The margin of error was calculated using the following formula: $1.96 * \text{square root}(0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

weighting variables are generally selected because they are not in proportion to what is shown in a jurisdiction's demographic profile and because differences in opinion are observed between subgroups of these characteristics. The socioeconomic characteristics that were used to weight the survey results were tenure, race and gender/age. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

Weighting Scheme for the City of Gainesville Citizen Survey

Respondent Characteristics	Population Norm⁵	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	55%	45%	56%
Own Home	45%	55%	44%
Type of Housing Unit			
Single-Family Detached	42%	48%	38%
Attached	58%	52%	62%
Ethnicity			
Non-Hispanic	91%	96%	95%
Hispanic	9%	4%	5%
Race			
White/Caucasian	68%	79%	68%
Non-White	32%	21%	32%
Gender			
Female	52%	56%	53%
Male	48%	44%	47%
Age			
18-34	53%	37%	53%
35-54	27%	26%	26%
55+	20%	38%	22%
Gender and Age			
Females 18-34	26%	20%	26%
Females 35-54	14%	15%	14%
Females 55+	11%	21%	13%
Males 18-34	27%	16%	26%
Males 35-54	13%	11%	12%
Males 55+	9%	17%	9%

⁵ Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Gainesville. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



Office of the City Manager
PO Box 490, Station 6
Gainesville, FL 32602-0490

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



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PO Box 490, Station 6
Gainesville, FL 32602-0490

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Gainesville, FL 32602-0490

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PAID
Boulder, CO
Permit NO. 94



Office of the City Manager
PO Box 490, Station 6
Gainesville, FL 32602-0490

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Dear Gainesville Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Gainesville. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Russ Blackburn
City Manager

Dear Gainesville Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Gainesville. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Russ Blackburn
City Manager

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Sincerely,



Russ Blackburn
City Manager



Registrar No. 071,120
City Manager's Office
PO Box 490, Station 6
Gainesville, FL 32602-0490
(352) 334-5010
(352) 334-3119 (fax)
www.cityofgainesville.org

January 2008

Dear Gainesville Resident:

The City of Gainesville wants to know what you think about our community and municipal government. You have been randomly selected to participate in Gainesville's 2008 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Commission make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Gainesville residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (352) 334-5032.

Please help us shape the future of Gainesville. Thank you for your time and participation.

Sincerely,

Russ Blackburn
City Manager



Registrar No. 071,120
City Manager's Office
PO Box 490, Station 6
Gainesville, FL 32602-0490
(352) 334-5010
(352) 334-3119 (fax)
www.cityofgainesville.org

February 2008

Dear Gainesville Resident:

About one week ago, you should have received a copy of the enclosed survey. If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice. If you have not had a chance to complete the survey, we would appreciate your response. The City of Gainesville wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Gainesville's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Commission make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Gainesville residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

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Please help us shape the future of Gainesville. Thank you for your time and participation.

Sincerely,

Russ Blackburn
City Manager

THE CITY OF GAINESVILLE 2008 CITIZEN SURVEY

Legistar No. 071120

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Gainesville as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Gainesville as a place to raise children?	1	2	3	4	5
How do you rate Gainesville as a place to work?	1	2	3	4	5
How do you rate Gainesville as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Gainesville?	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Gainesville as a whole:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Gainesville	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Air quality	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Access to affordable quality health care	1	2	3	4	5
Access to affordable quality food	1	2	3	4	5
Ease of car travel in Gainesville	1	2	3	4	5
Ease of bus travel in Gainesville	1	2	3	4	5
Ease of bicycle travel in Gainesville	1	2	3	4	5
Ease of walking in Gainesville	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Overall image/reputation of Gainesville	1	2	3	4	5
Overall quality of new development in Gainesville	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Gainesville over the past 2 years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are the following problems in Gainesville:

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Taxes	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Homelessness	1	2	3	4	5
Weeds	1	2	3	4	5
Absence of communications from the City of Gainesville translated into languages other than English	1	2	3	4	5
Unwanted local businesses	1	2	3	4	5
Toxic waste or other environmental hazard(s)	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Gainesville:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

6. Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Gainesville's downtown area during the day	1	2	3	4	5	6
In Gainesville's downtown area after dark	1	2	3	4	5	6
In Gainesville's parks during the day	1	2	3	4	5	6
In Gainesville's parks after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- No → Go to question #9 Yes → Go to question #8 Don't know

8. If yes, was this crime (these crimes) reported to the police?

- No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Gainesville?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Gainesville recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood or City park	1	2	3	4	5
Ridden a local bus within Gainesville	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Recycled used paper, cans or bottles from your home	1	2	3	4	5
Volunteered your time to some group/activity in Gainesville	1	2	3	4	5
Used the Internet for anything	1	2	3	4	5
Used the Internet to conduct business with Gainesville	1	2	3	4	5
Purchased an item over the Internet	1	2	3	4	5

10. How do you rate the quality of each of the following services in Gainesville?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance/emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Bus/transit services.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Range/variety of recreation programs and classes	1	2	3	4	5
Recreation centers/facilities.....	1	2	3	4	5
Accessibility of parks	1	2	3	4	5
Accessibility of recreation centers/facilities	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Appearance of recreation centers/facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Economic development	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people.....	1	2	3	4	5
Public information services.....	1	2	3	4	5
Municipal courts	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Gainesville.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

12. Have you had any in-person or phone contact with an employee of the City of Gainesville within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to question #14 Yes → Go to question #13

13. What was your impression of employees of the City of Gainesville in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the City of Gainesville taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the City of Gainesville is taking	1	2	3	4	5	6
The City of Gainesville government welcomes citizen involvement	1	2	3	4	5	6
The City of Gainesville government listens to citizens	1	2	3	4	5	6

15. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

16. Please check the response that comes closest to your opinion for each of the following questions:

a. Please rate how important each of the following is to you:

	Essential	Very important	Somewhat important	Not at all important	Don't know
Purchase of land for conservation	1	2	3	4	5
More recreational facilities (ball fields, swimming pools, etc.)	1	2	3	4	5
Public safety enhancements.....	1	2	3	4	5
New road construction	1	2	3	4	5
Road reconstruction	1	2	3	4	5
Traffic reduction measures	1	2	3	4	5
Economic development	1	2	3	4	5
Improving mass transit	1	2	3	4	5
Investment in computer and technological infrastructure.....	1	2	3	4	5

b. Due to current economic conditions, the City will need to increase revenues or reduce services. Please indicate to what extent you would support or oppose the following types of revenue increases to fund improvements:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Increased sales tax	1	2	3	4	5
Increased impact fees on new home construction	1	2	3	4	5
Increased property taxes.....	1	2	3	4	5

c. If the City were to have to reduce services, in which City services are you willing to make changes? Please check all that apply:

- Reduce the level of street and roadway maintenance
- Increase the response time to citizens' complaints on code enforcement
- Eliminate fire safety education programs
- Eliminate crime prevention programs
- Reduce recreation programs and opportunities
- Eliminate the purchase of land for conservation
- Reduce park maintenance
- Eliminate social service programs
- Reduce art and cultural programs
- Eliminate neighborhood improvement programs
- Reduce traffic mitigation measures
- Eliminate economic development activities

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

17. Do you live within the City limits of the City of Gainesville?

- No Yes

18. Are you currently employed?

- No → Go to question #19
 Yes → Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
 Bus, Rail, Subway, or other public transportation
 Walk
 Work at home
 Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- No Yes

19. How many years have you lived in Gainesville?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

20. Which best describes the building you live in?

- One family house detached from any other houses
 House attached to one or more houses (e.g., a duplex or townhome)
 Building with two or more apartments or condominiums
 Mobile home
 Other

21. Is this house, apartment, or mobile home...

- Rented for cash or occupied without cash payment?
 Owned by you or someone in this house with a mortgage or free and clear?

22. Do any children 12 or under live in your household?

- No Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- No Yes

24. Are you or any other members of your household aged 65 or older?

- No Yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- No Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- 12th Grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g. AA, AS)
 Bachelor's degree (e.g. BA, AB, BS)
 Graduate degree or professional degree

27. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 or more

28. Are you Spanish/Hispanic/Latino?

- No Yes

29. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

30. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

31. What is your sex?

- Female Male

32. Are you registered to vote in your jurisdiction?

- No Yes Don't know

33. Did you vote in the last election?

- No Yes Don't know

34. Are you likely to vote in the next election?

- No Yes Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
 National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



Office of the City Manager
PO Box 490, Station 6
Gainesville, FL 32602-0490

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