



# The National Citizen Survey™ for Gainesville, FL

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# Why The National Citizen Survey?



**ICMA**

*Leaders at the Core of Better Communities*



**The National Citizen Survey™**

- Statistically valid methodology
- Conducted in 350 communities in 48 states
- Allows Gainesville to benchmark comparisons
- Endorsed by the International City/County Management Association and the National League of Cities

# Primary Purposes of Survey



**Assess  
resident  
satisfaction**

**Scientific  
approach  
to citizen  
feedback**

**Evaluate  
City  
Services**

# Uses of Survey Results

Results can be used to:

Monitor trends in resident opinion

Measure government performance

Inform budget, land use, strategic planning decisions

Benchmark service ratings

# Study Methodology

- Mail survey to approximately 1200 residents
  - Three mailings, one week apart beginning in January
  - Random, systematic sampling method
  - Birthday method to select respondent

# Cost

Option	Price	Notes
Basic Price (the mailed survey is also available online at no added cost)	\$10,900	Includes a sample size of 1,200 households
Custom Benchmark Comparisons with Florida Cities	\$800	Benchmark results against Florida communities
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Integration with Peak Democracy	\$ ?	Request has been submitted to vendors
	<b>\$12,500</b>	



# ***Types of Questions Gainesville Will Ask Residents***

# Quality of Life

**Gainesville as a place  
to live**

%

**My neighborhood as  
a place to live**

%

**Gainesville as a place  
to retire**

%

**Gainesville as a place  
to work**

%

**Compare  
to the  
Norm of  
Peer Cities**





# Community Characteristics

Compared to  
Peer Cities

Traffic flow on major streets

%

Ease of public parking

%

Ease of travel by car

%

Ease of travel by public transportation

%

Ease of travel by bicycle

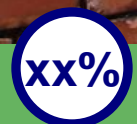
%

Ease of walking

%

Availability of paths and walking trails

%



Percent responding (Excellent + Good)

140358C

# Government Performance

Value of services for the taxes paid

%

Overall direction Gainesville is taking

%

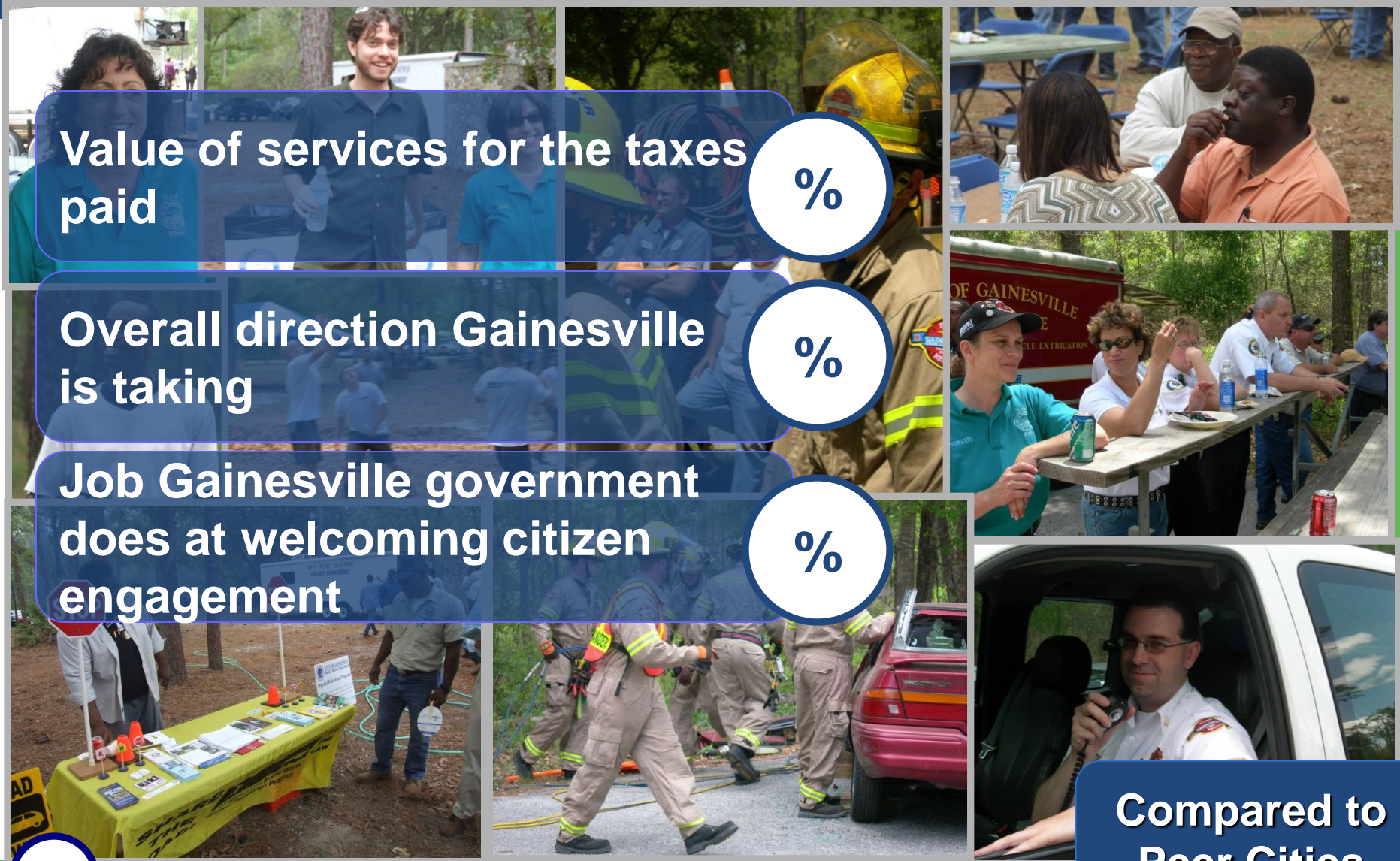
Job Gainesville government does at welcoming citizen engagement

%

Compared to Peer Cities

xx%

Percent responding (Excellent + Good)



# Gainesville Can Ask Custom Questions

## Examples:

**Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in the County:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Cooperation between governments.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Education.....	1	2	3	4	5
Healthy community.....	1	2	3	4	5
Recreation and cultural opportunities.....	1	2	3	4	5
Safe community.....	1	2	3	4	5
Community and social supports.....	1	2	3	4	5

**The City is considering building a new, multi-field sports park for baseball, softball, football and soccer that also includes paved walking trails, concessions and a bathroom facility. Would you support a bond election for this sports park if paying for it required a \$90 annual increase for a \$100,000 home valuation?**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose

# Staff Recommendation

The City Commission provide feedback on custom questions to ask on the citizen survey, direct the City Manager to initiate the survey process and approve funding the survey with carryover from fiscal year 2014.