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2020 Neighborhood Survey

City of Gainesville, Florida

Presented by

City of
Gainesville



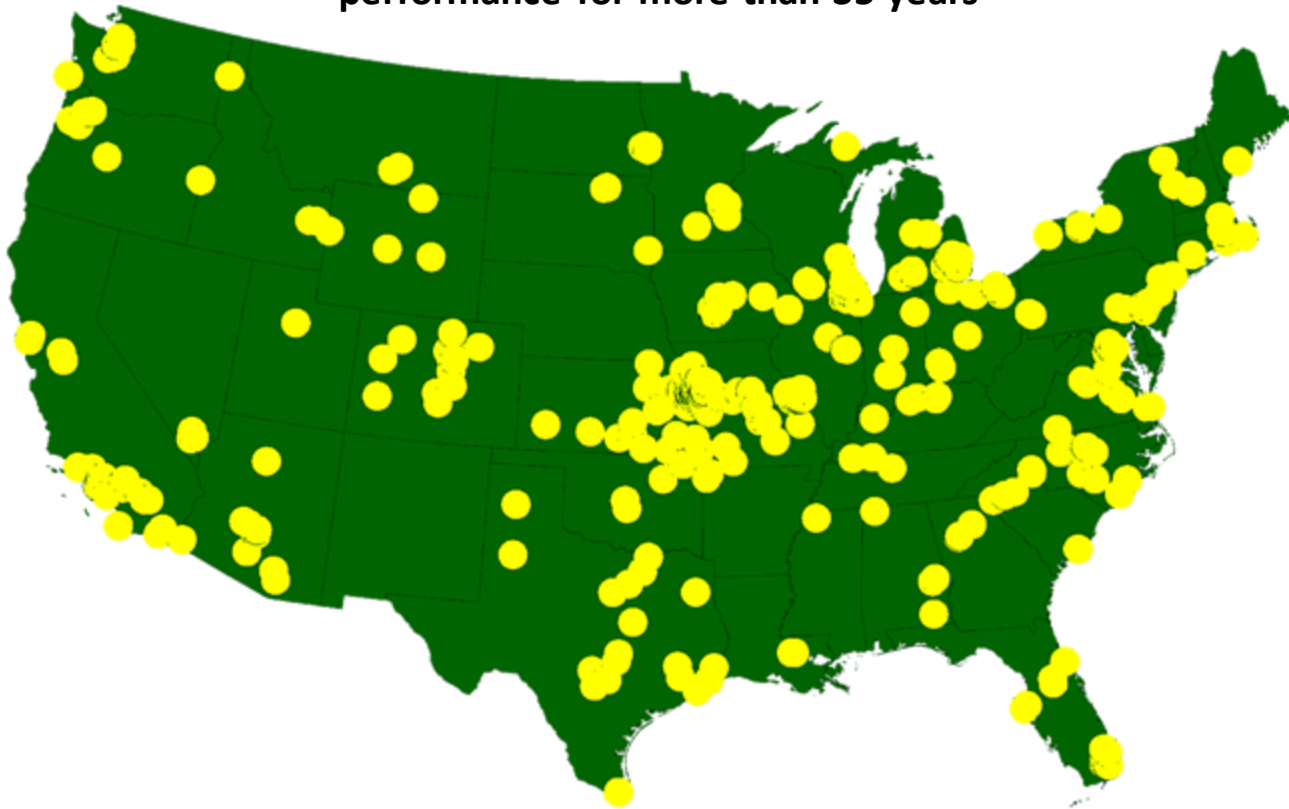
ETC
I N S T I T U T E

August 2020

ETC Institute

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...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**

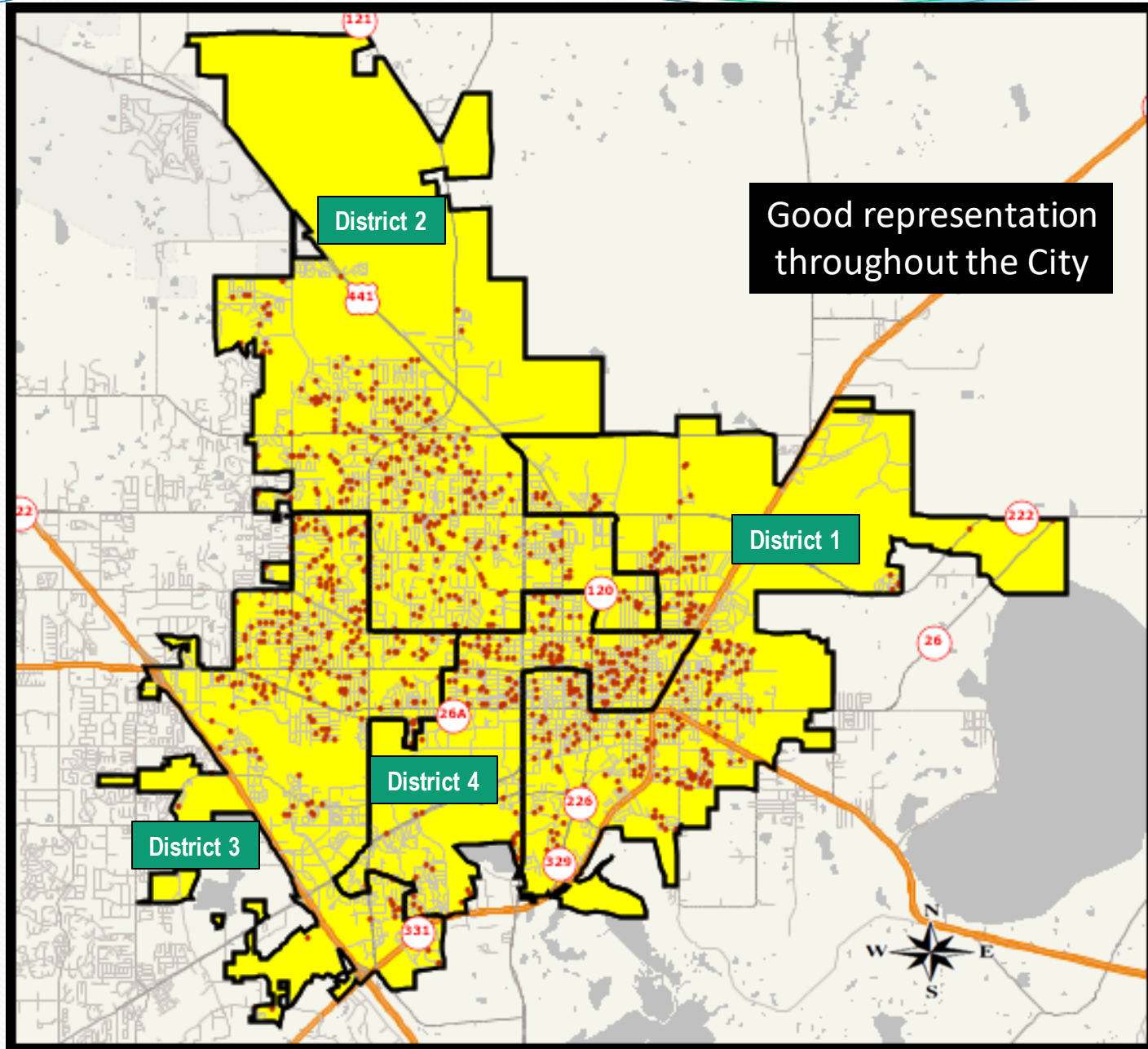
Purpose

- **To objectively assess resident satisfaction with the delivery of City services**
- **To help determine priorities for the community**
- **To set a baseline for future surveys**
- **To compare Gainesville's performance with other communities regionally and nationally**

Methodology

- **Survey Description**
 - ❑ seven-page survey
 - ❑ each survey took approximately 15-20 minutes to complete
- **Method of Administration**
 - ❑ by mail and online to randomly selected sample of households throughout the City
- **Sample size:**
 - ❑ total of 1,042 completed surveys; included over 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

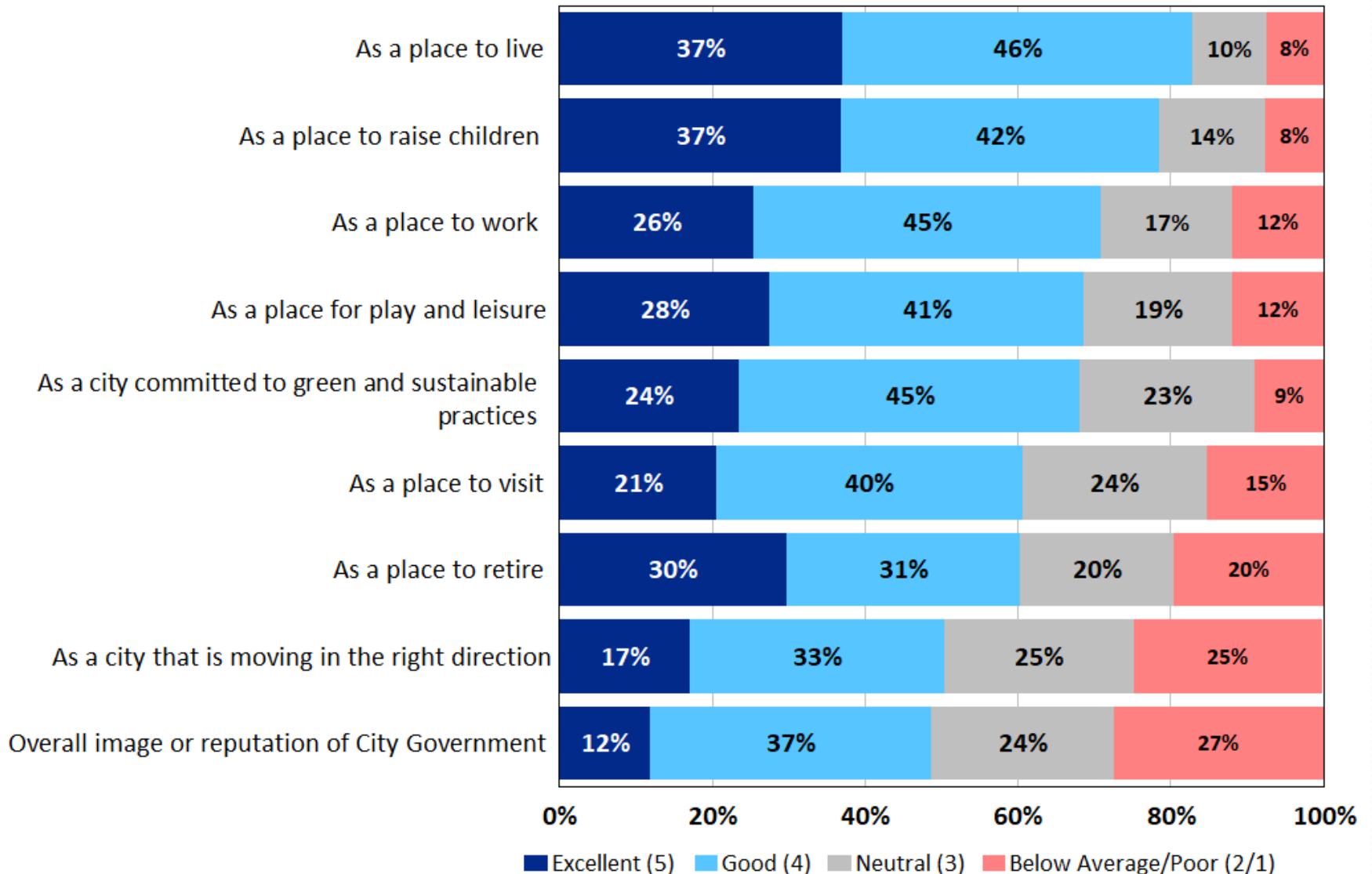
- **Residents Have a Positive Perception of the City**
 - ❑ 83% rated Gainesville as an excellent or good place to live; only 8% gave a rating of below average or poor
 - ❑ 79% rated Gainesville as an excellent or good place to raise children; only 8% gave a rating of below average or poor
- **Satisfaction with City Services is Higher in Gainesville Than Other Communities**
 - ❑ Gainesville rated higher than the U.S. Average in 30 of 45 areas
 - ❑ Satisfaction with the Overall Quality of City Services rated 20% above the U.S. Average
- **Top Community Priorities Over the Next Two Years:**
 - ❑ Traffic Flow on Major Streets
 - ❑ Overall Cost of Living
 - ❑ Employment Opportunities

Major Finding #1

**Residents Have a Positive
Perception of the City**

Q1. Overall Opinions of the City of Gainesville

by percentage of respondents (excluding "don't know")

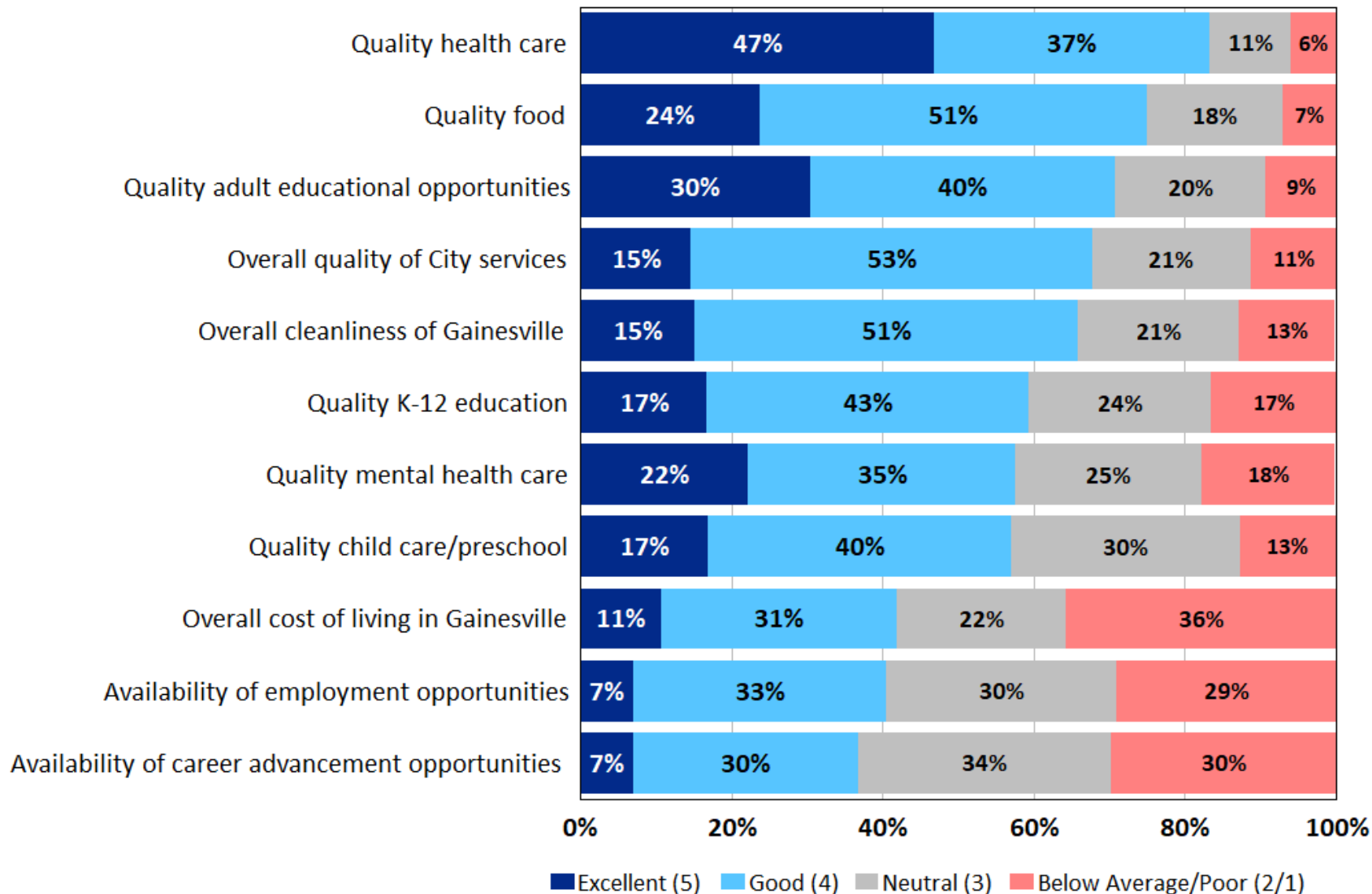


Source: ETC Institute (2020)

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

Q3. Perceptions of Quality of Life in Gainesville

by percentage of respondents (excluding "don't know")

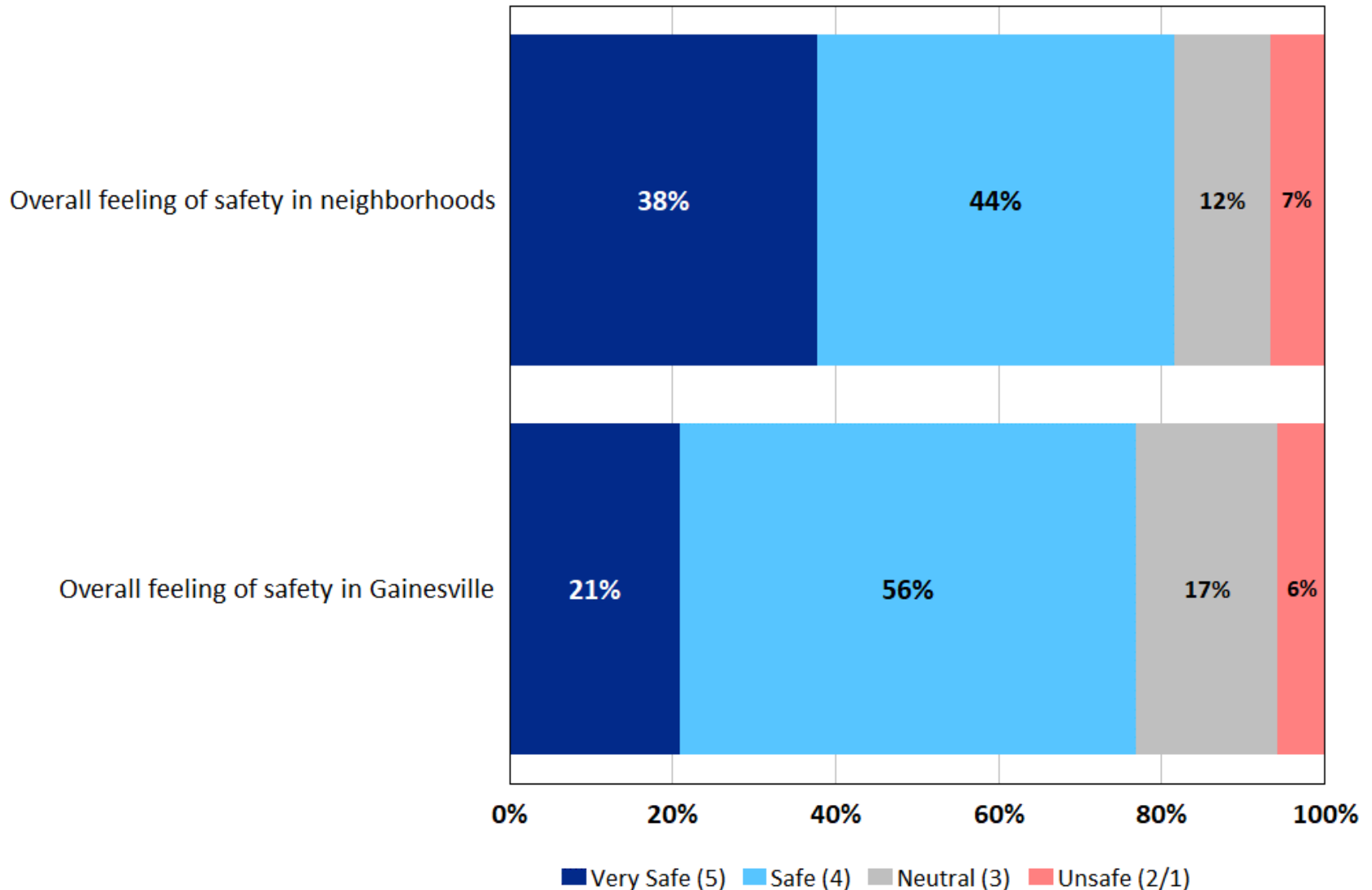


Source: ETC Institute (2020)

More Than a 6 to 1 Ratio (68% vs. 11%) of Residents Who Are Satisfied vs. Dissatisfied with the Overall Quality of City Services

Q2. Feeling of Safety in Gainesville

by percentage of respondents (excluding "don't know")



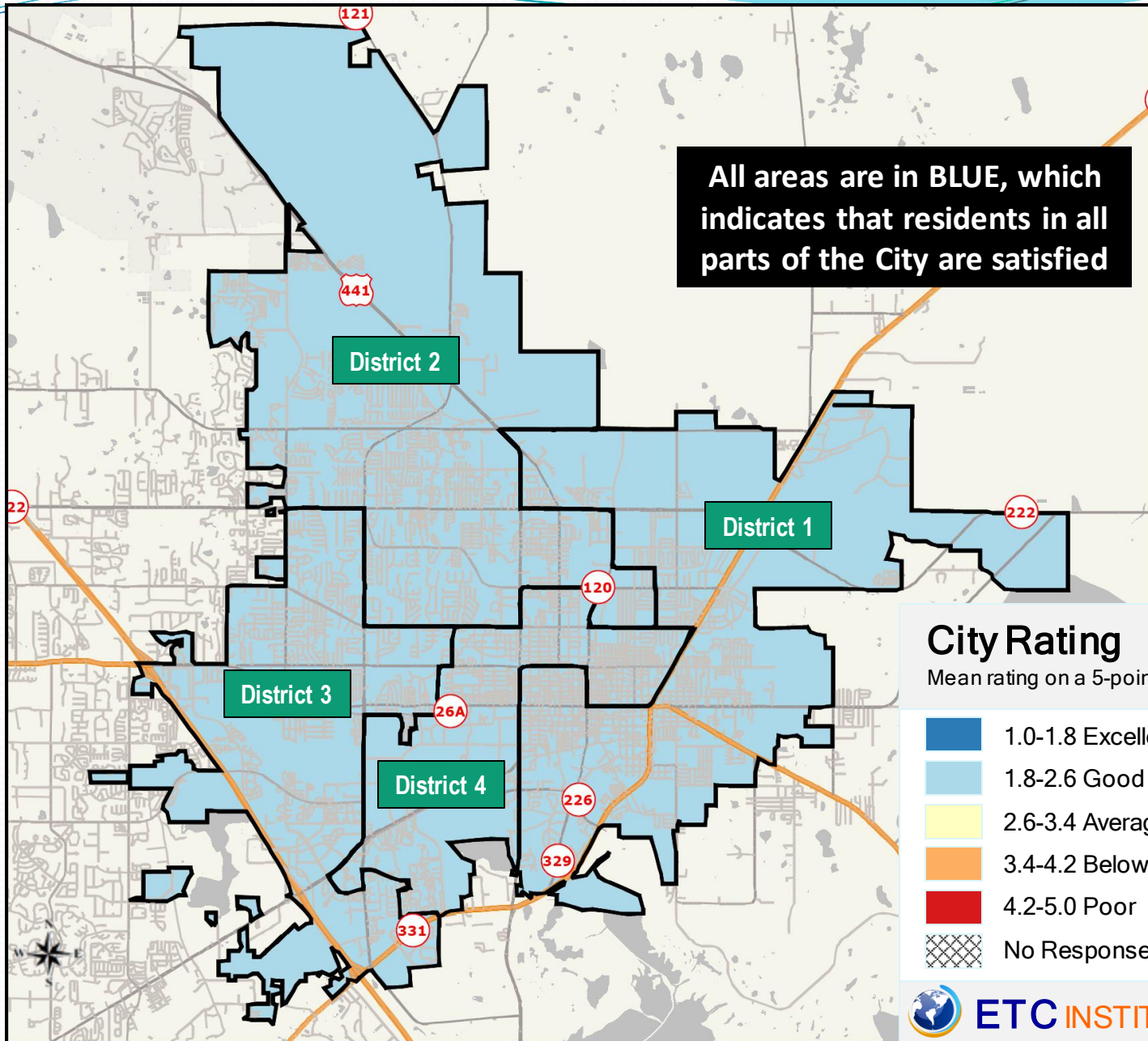
Source: ETC Institute (2020)

Residents Feel Safe in Gainesville

Major Finding #2

**Residents Throughout the City
Are Satisfied with the Overall
Quality of City Services**

Overall Quality of City Services

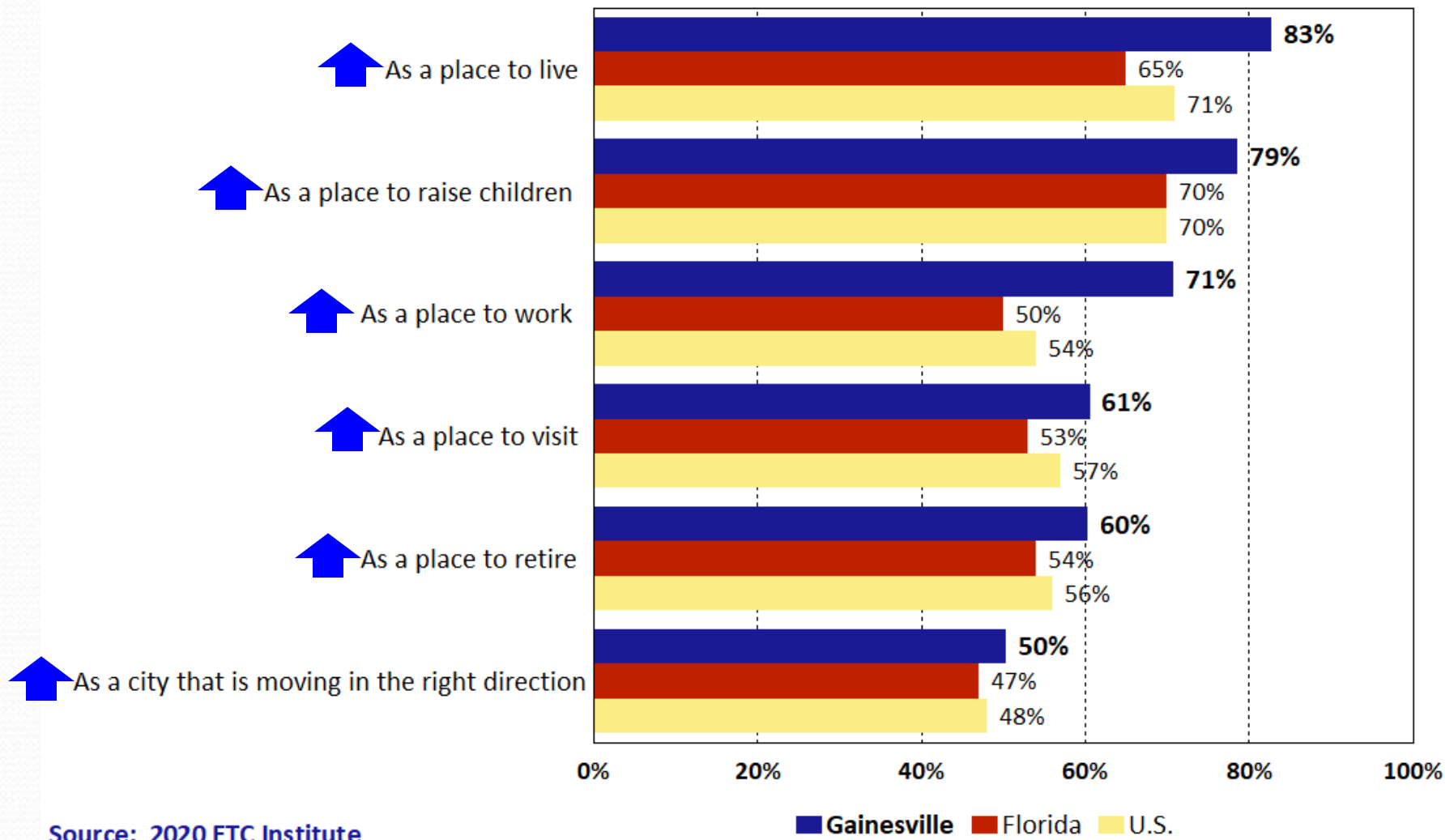


Major Finding #3

Satisfaction with City Services Is Higher in Gainesville Than Other Communities

Overall Opinions 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")



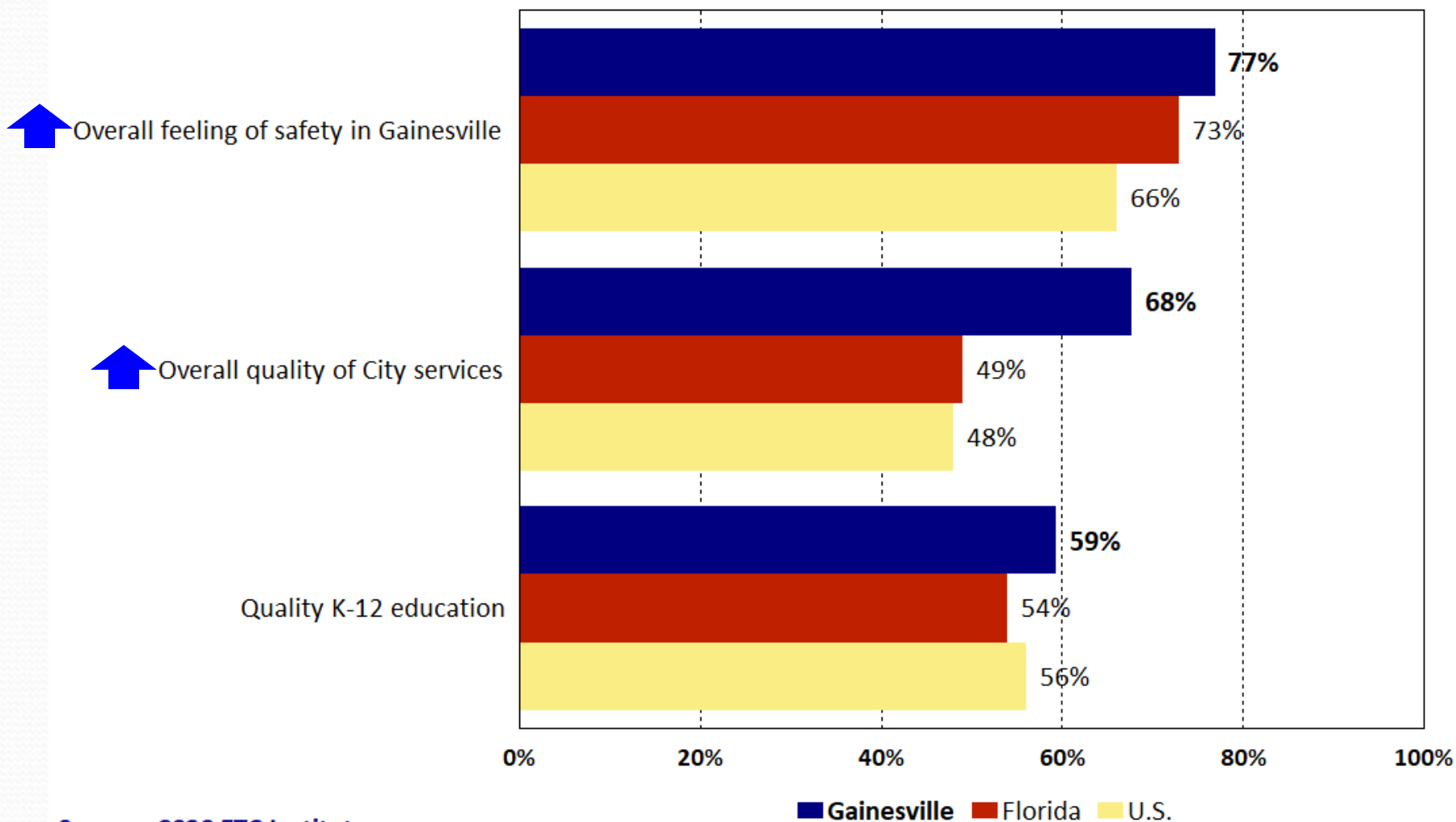
Source: 2020 ETC Institute

Significantly Higher:

Significantly Lower:

Perceptions of Quality of Life in 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: 2020 ETC Institute

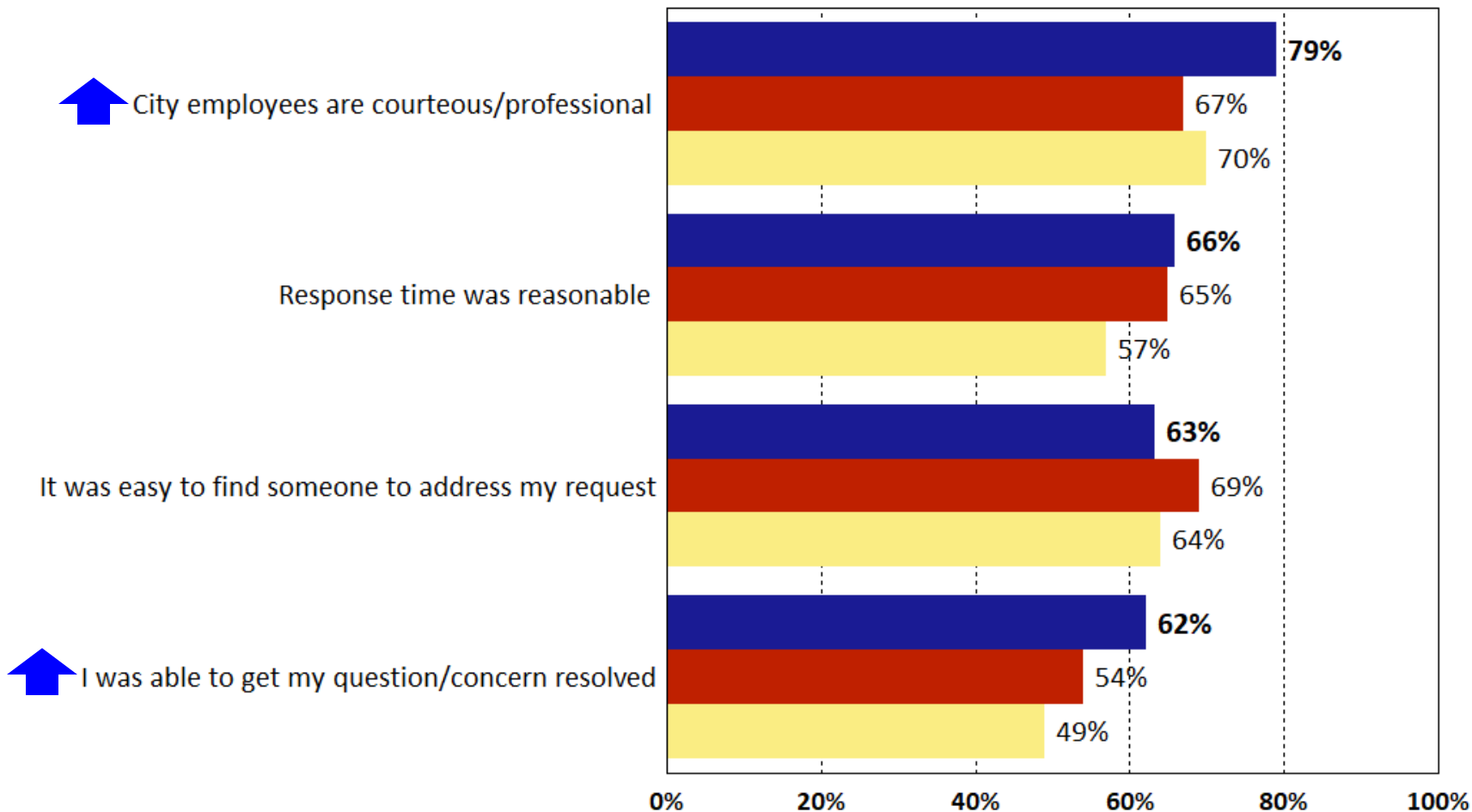
Significantly Higher: 

Significantly Lower: 

Customer Service from City Employees

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 "always" and 1 was "never" (excluding "don't know")



Source: 2020 ETC Institute

■ Gainesville ■ Florida ■ U.S.

Significantly Higher:



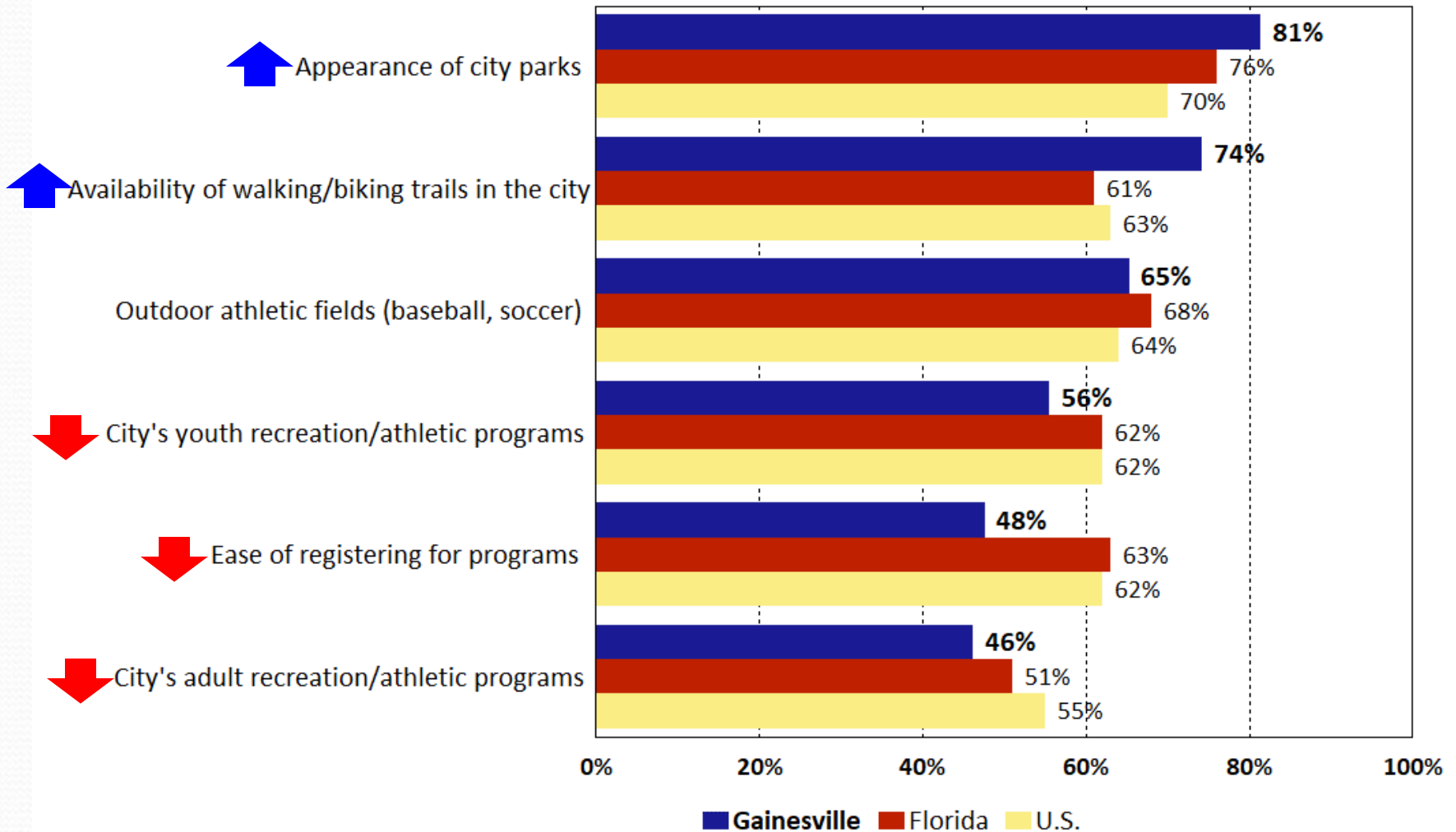
Significantly Lower:



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")



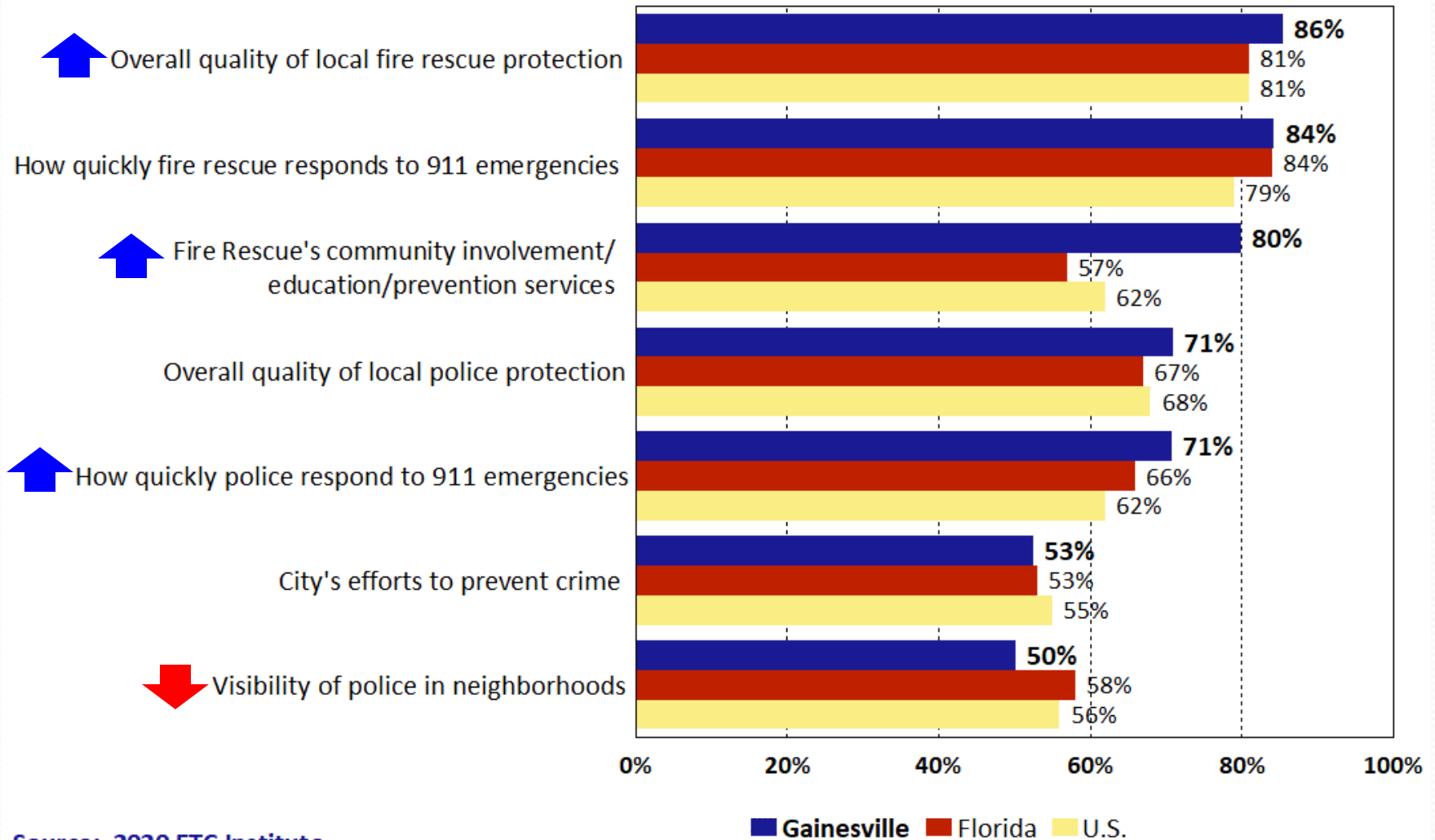
Source: 2020 ETC Institute

Significantly Higher: Significantly Lower:

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")



Significantly Higher:

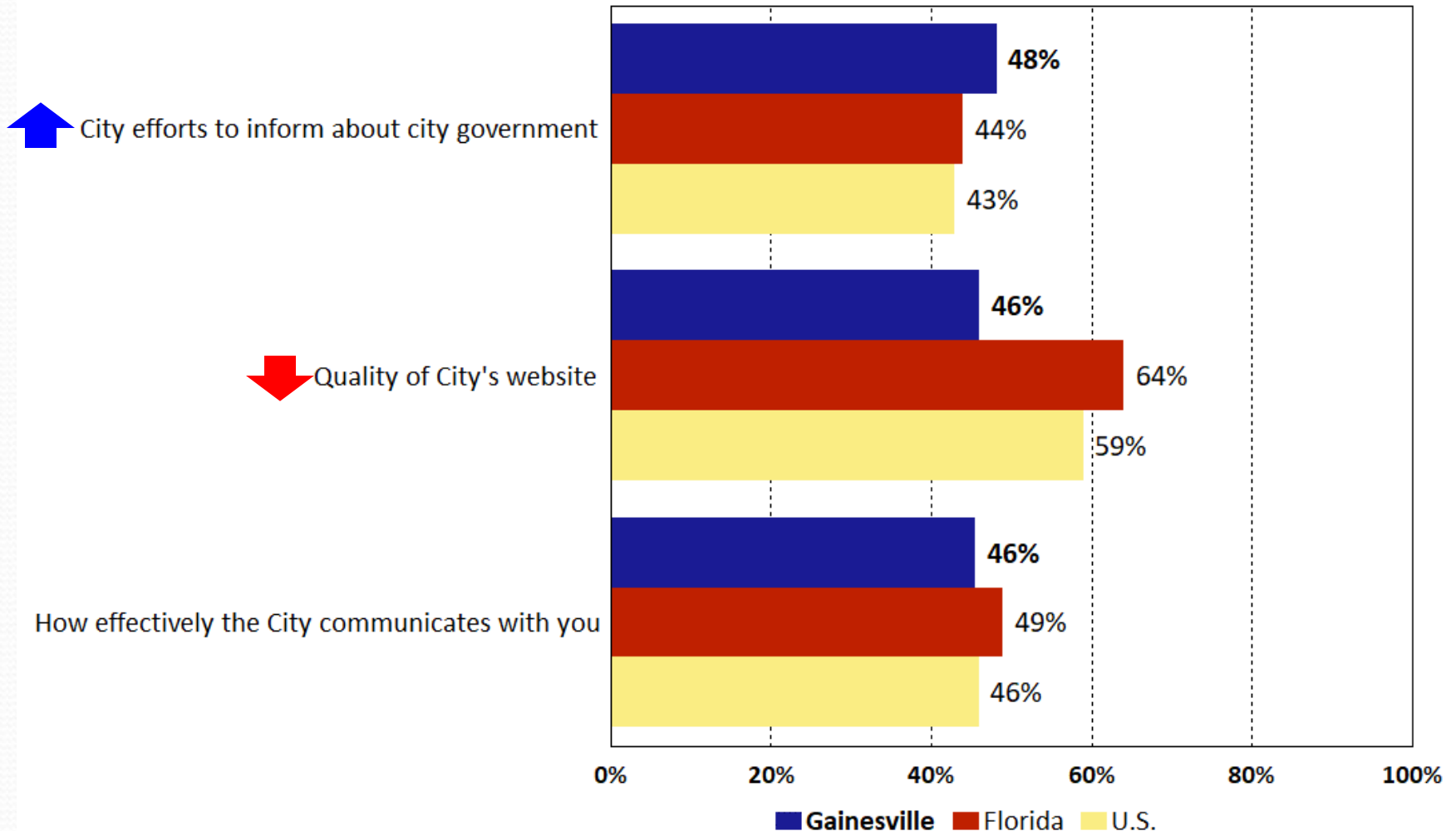


Significantly Lower:



Satisfaction with Communication 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: 2020 ETC Institute

Significantly Higher:



Significantly Lower:



Major Finding #4

Top Community Priorities

2020 Importance-Satisfaction Rating

Gainesville, Florida

Quality of Life

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Overall cost of living in Gainesville	51%	1	42%	9	0.2951	1
Availability of employment opportunities	39%	2	41%	10	0.2332	2
<u>High Priority (IS .10-.20)</u>						
Quality K-12 education	33%	4	59%	6	0.1332	3
Availability of career advancement opportunities	18%	6	37%	11	0.1131	4
Overall quality of City services	34%	3	68%	4	0.1092	5
<u>Medium Priority (IS < .10)</u>						
Quality mental health care	17%	7	58%	7	0.0734	6
Overall cleanliness of Gainesville	18%	5	66%	5	0.0619	7
Quality child care/preschool	11%	9	57%	8	0.0455	8
Quality health care	14%	8	83%	1	0.0240	9
Quality adult educational opportunities	7%	10	71%	3	0.0216	10
Quality food	7%	11	75%	2	0.0163	11

Quality of Life Priorities: 

2020 Importance-Satisfaction Rating

Gainesville, Florida

Mobility

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Traffic flow on major streets	66%	1	31%	7	0.4528	1
How easy is it to find public parking	42%	2	29%	8	0.2955	2
How easy is it for neighbors with disabilities to commute in Gainesville	32%	3	32%	6	0.2158	3
<u>High Priority (IS .10-.20)</u>						
How easy is it to travel by bus in Gainesville	24%	5	41%	5	0.1423	4
How easy is it to travel by car in Gainesville	25%	4	56%	3	0.1077	5
<u>Medium Priority (IS <.10)</u>						
How easy is it to travel by bicycle in Gainesville	20%	6	54%	4	0.0942	6
How is the traffic flow on residential streets	16%	7	67%	1	0.0535	7
How easy is it to travel on foot in Gainesville	12%	8	57%	2	0.0500	8

Mobility Priorities: 

2020 Importance-Satisfaction Rating

Gainesville, Florida

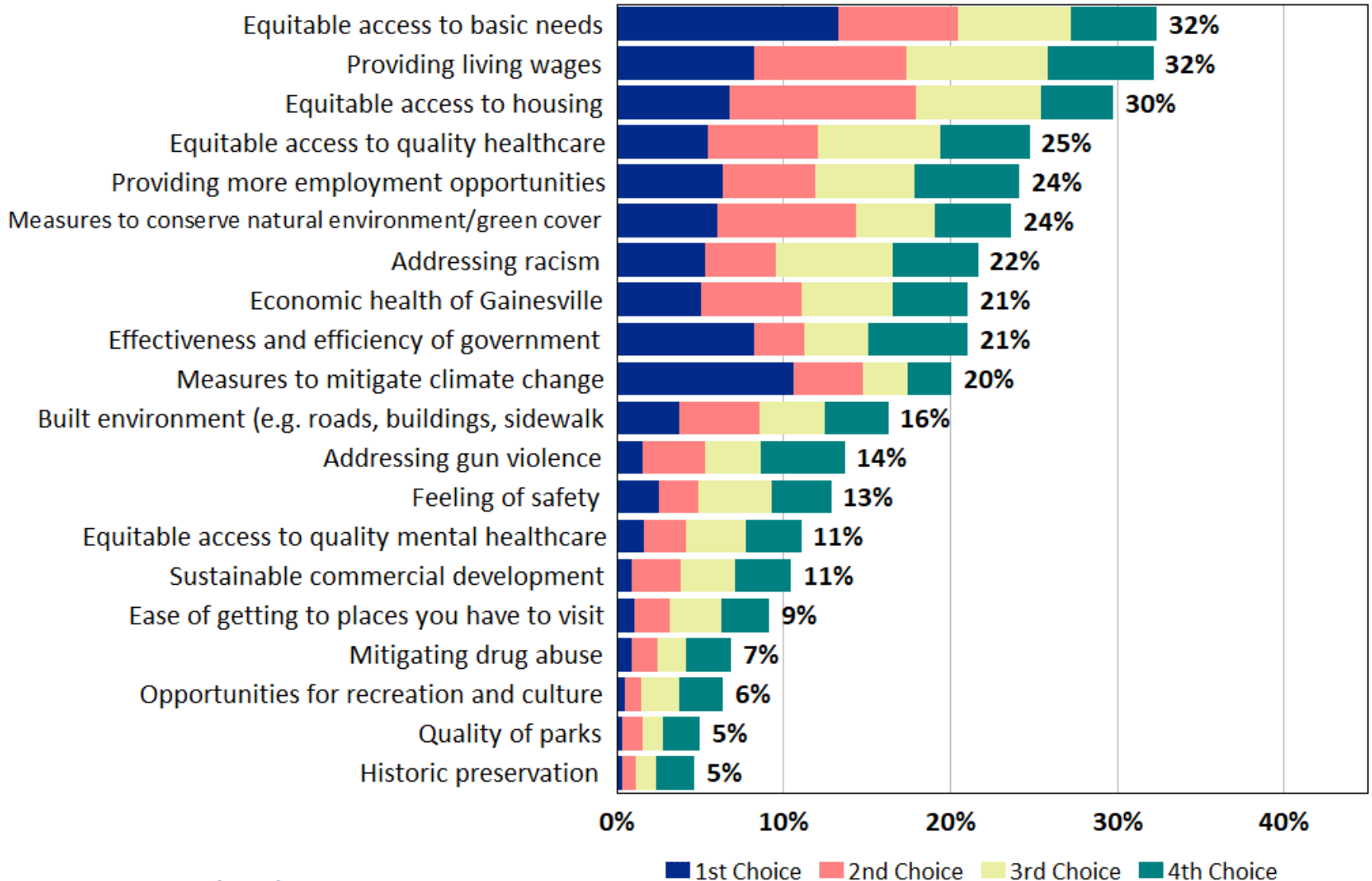
Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of streets in your neighborhood	31%	2	52%	6	0.1471	1
Availability of sidewalks in your neighborhood	24%	4	47%	7	0.1287	2
Overall cleanliness of city streets/public areas	32%	1	61%	3	0.1272	3
Adequacy of city street lighting	26%	3	57%	5	0.1109	4
Medium Priority (IS <.10)						
Reported noise violations	14%	8	32%	9	0.0960	5
Reported residential property maintenance issues	15%	7	38%	8	0.0924	6
Maintenance of medians and public areas	18%	5	59%	4	0.0726	7
Maintenance of traffic signals/street signs	17%	6	63%	2	0.0621	8
Reported commercial property maintenance issues	6%	9	31%	10	0.0398	9
Reported abandoned vehicles	6%	10	30%	12	0.0387	10
Reported graffiti	3%	12	31%	11	0.0202	11
Maintenance of city buildings	4%	11	65%	1	0.0147	12

Maintenance Priorities: 

Q7. Future Priorities That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

by percentage of respondents who selected the item as one of their top four choices

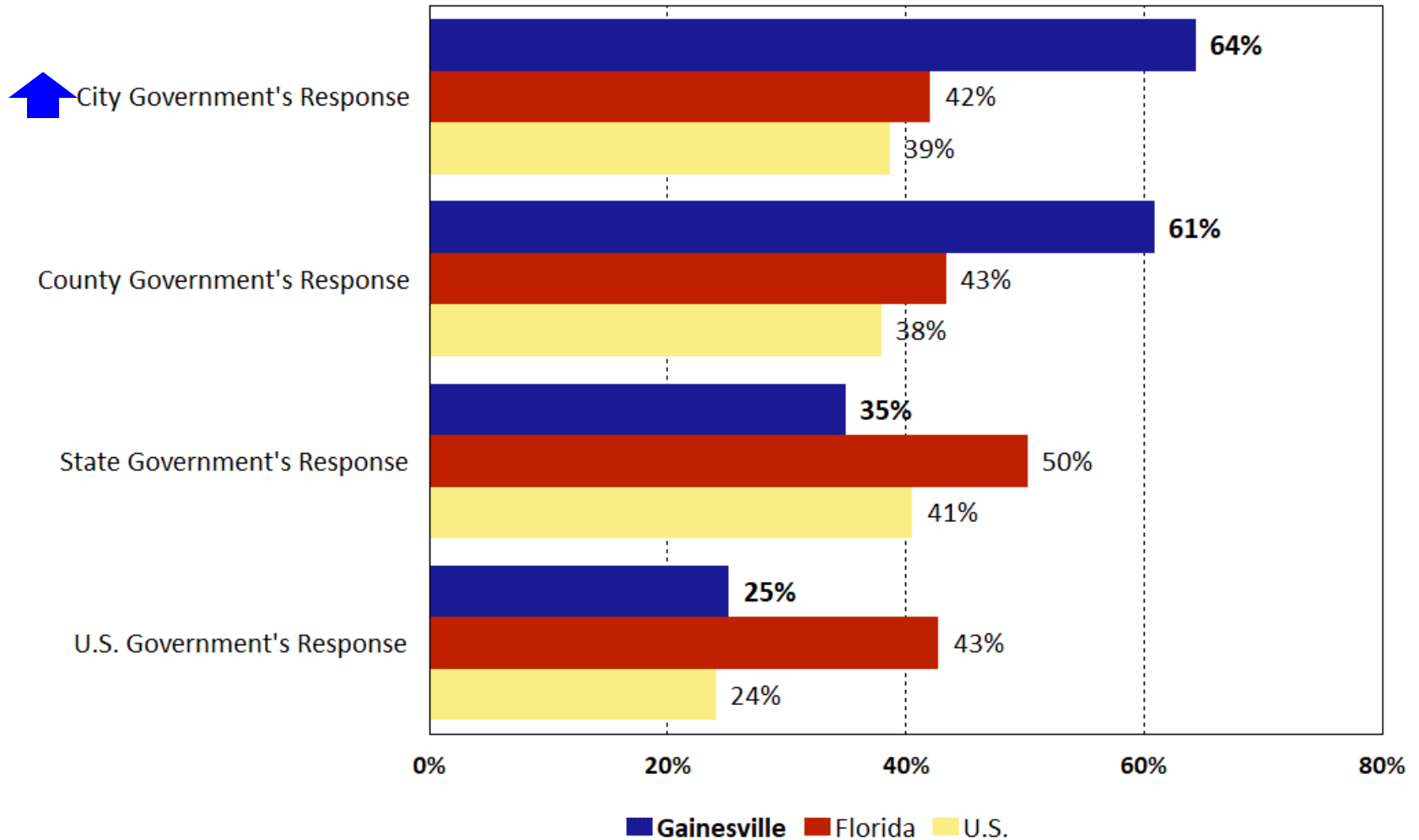


Source: ETC Institute (2020)

Other Findings

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")

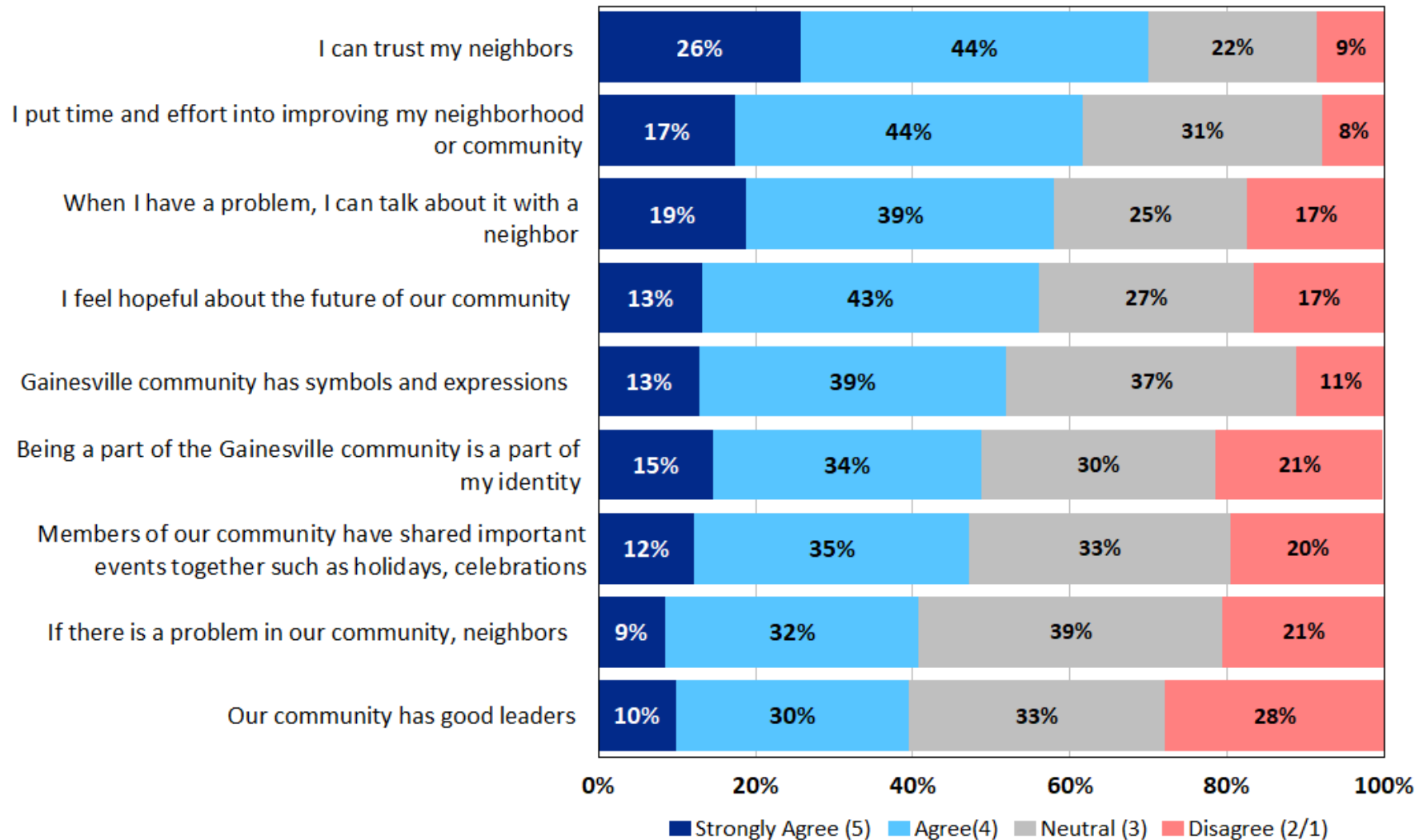


Source: 2020 ETC Institute

64% of Residents Are Satisfied with How Gainesville City Leaders Have Responded to COVID-19, Which Is Much Higher Than Residents in Other Cities in Florida (42%) and the U.S. (39%)

Q5. Agreement with the Following Statements Regarding Sense of Community and Belonging

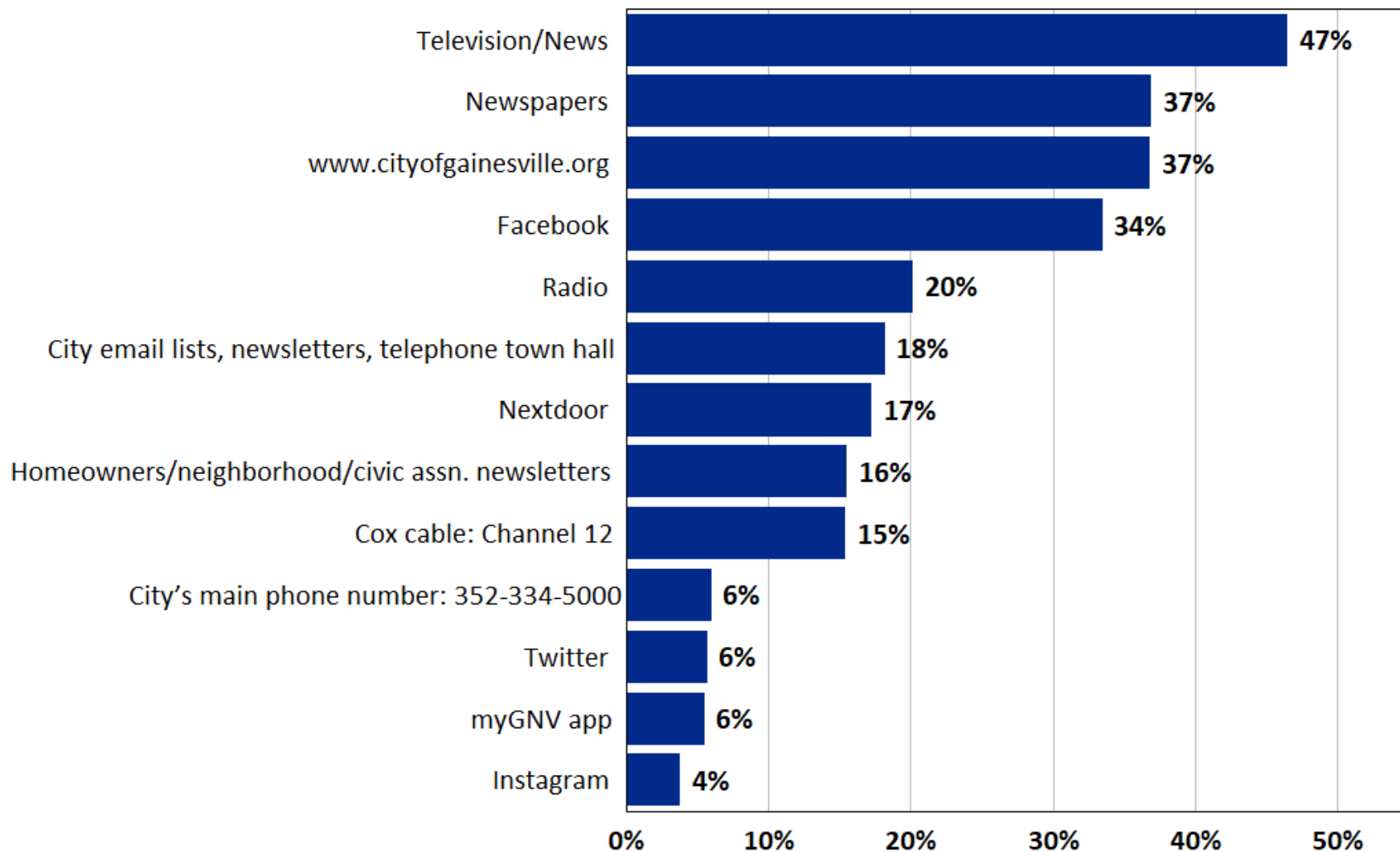
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q15. Primary Sources of Information About City Issues, Services, Programming, and Events

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Summary

Summary

- **Residents Have a Positive Perception of the City**
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Questions?

THANK YOU!!