Legistar No. 071120

CITY OF GAINESVILLE
every path starts with passion
FLORIDA

STRATEGIC PLANNING DIVISION

The National Citizen Survey™ Gainesville, FL

Summary of Findings

April 28, 2008

The National Citizen Survey™ Background

- **International City/County Management Association/National Research Center Initiative**
  - Benchmark comparisons
  - Over 160 participants in The NCS in over 40 states
  - Over 500 jurisdictions in full database

Primary Purposes of Survey

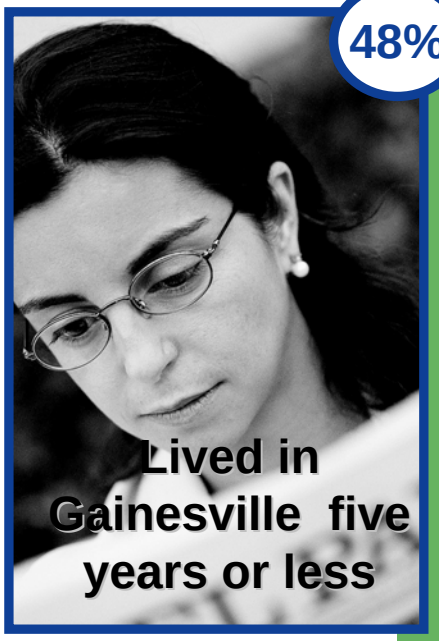
Uses of Survey Results

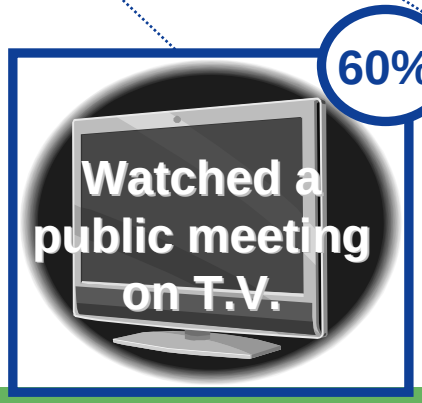
Study Methodology

- Mailed survey to approximately 1200 residents
  - Three mailings, one week apart beginning January 25th, 2008
  - Random, systematic sampling method
  - Birthday method to select respondent
  - 264 households returned the survey
  - Response rate of 23%

Characteristics of Respondents

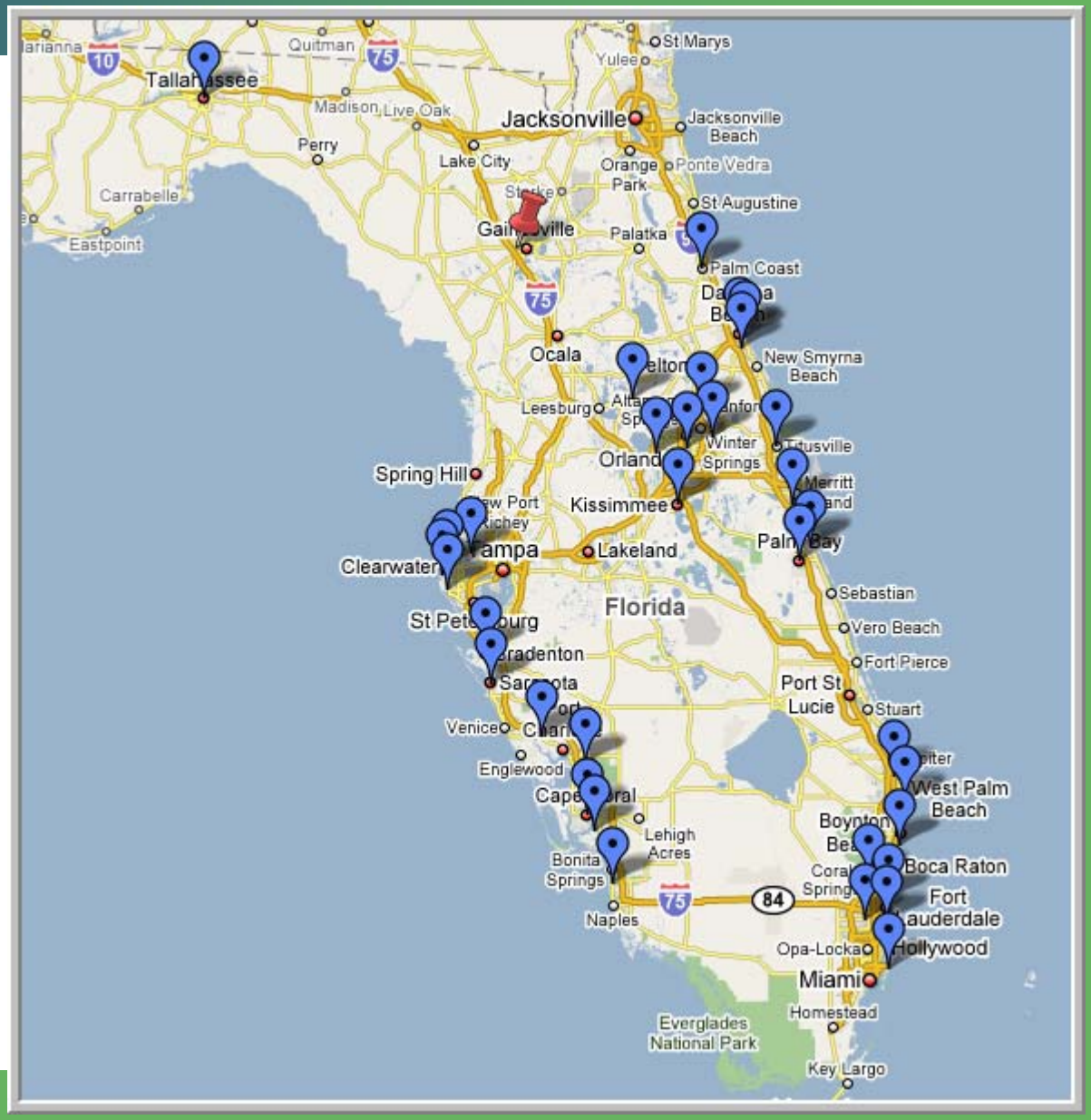
Who responded?





Florida Cities Comparison

- Belleair Beach, FL
- Bonita Springs, FL
- Bradenton, FL
- Cape Coral, FL
- Clearwater, FL
- Cooper City, FL
- Coral Springs, FL
- Dania Beach, FL
- Daytona Beach, FL
- Delray Beach, FL
- Eustis, FL
- Kissimmee, FL
- Melbourne, FL
- Miami Beach, FL
- North Port, FL
- Oakland Park, FL
- Ocoee, FL
- Oldsmar, FL
- Oviedo, FL
- Palm Bay, FL
- Palm Beach, FL
- Palm Beach Gardens, FL
- Palm Coast, FL
- Port Orange, FL
- Sarasota, FL
- Seminole, FL
- South Daytona, FL
- Tallahassee, FL
- Titusville, FL
- Winter Park, FL


Tallahassee
Jacksonville
Gainesville
Ocala
Orlando
Kissimmee
Tampa
Clearwater
St Petersburg
Lakeland
Florida
Miami
Fort Lauderdale
Hollywood
Boca Raton
West Palm Beach
Naples
Fort Myers
Sarasota
Bradenton
Daytona Beach
St Augustine
Palm Coast
New Smyrna Beach
Titusville
Melbourne
Palm Bay
Vero Beach
Sebastian
Fort Pierce
Port St Lucie
Stuart
Homestead
Everglades National Park
Key Largo
Spring Hill
Leesburg
Winter Springs
Lehigh Acres
Bonita Springs
Englewood
Venice
Perry
Lake City
Madison
Live Oak
Quitman
Carrabelle
Eastpoint
Palatka
Orange Park
Ponte Vedra
Jacksonville Beach
St Marys
Yulee
Opa-Locka
Boynton Beach
Coral Springs
Cape Coral
Port Charlotte
Punta Gorda
Sanford
Deltona
Altamonte Springs
Merritt Island
Palm Bay
Jupiter
Lauderdale
Hollywood
Miami
Homestead
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Melbourne
Palm Bay
Kissimmee
Orlando
Winter Springs
Leesburg
Lakeland
Sebastian
Vero Beach
Fort Pierce
Port St Lucie
Stuart
Jupiter
West Palm Beach
Boynton Beach
Boca Raton
Fort

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Summary of Results

Quality of Life

Compared to Florida Cities

Gainesville as a place to live	78%
My neighborhood as a place to live	73%
Overall quality of life in Gainesville	72%
Gainesville as a place to work	53%

Similar to the Norm

xx% Percent responding (Excellent + Good)

Quality of Life

Compared to Florida Cities

72%

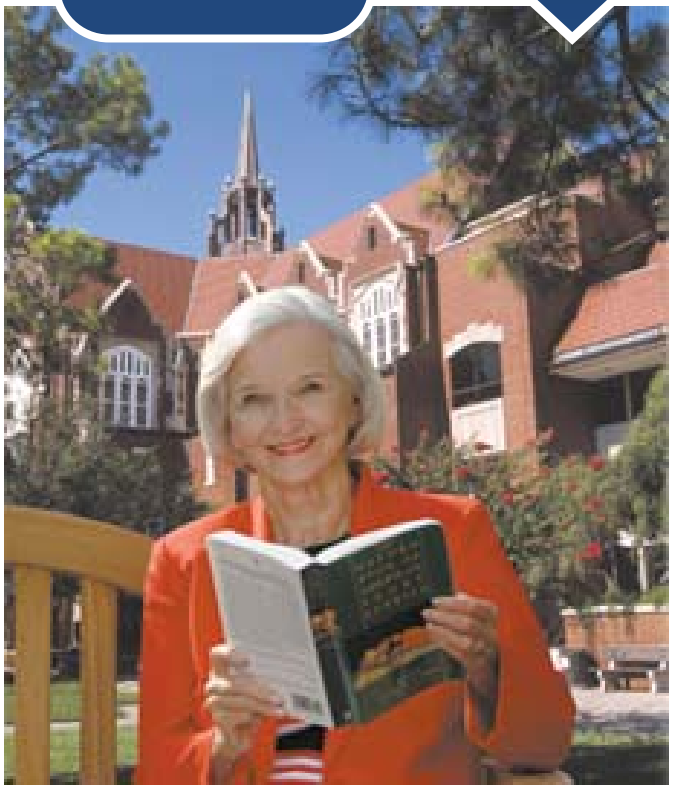
Place to Raise Children

Above the Norm

55%

Place to Retire

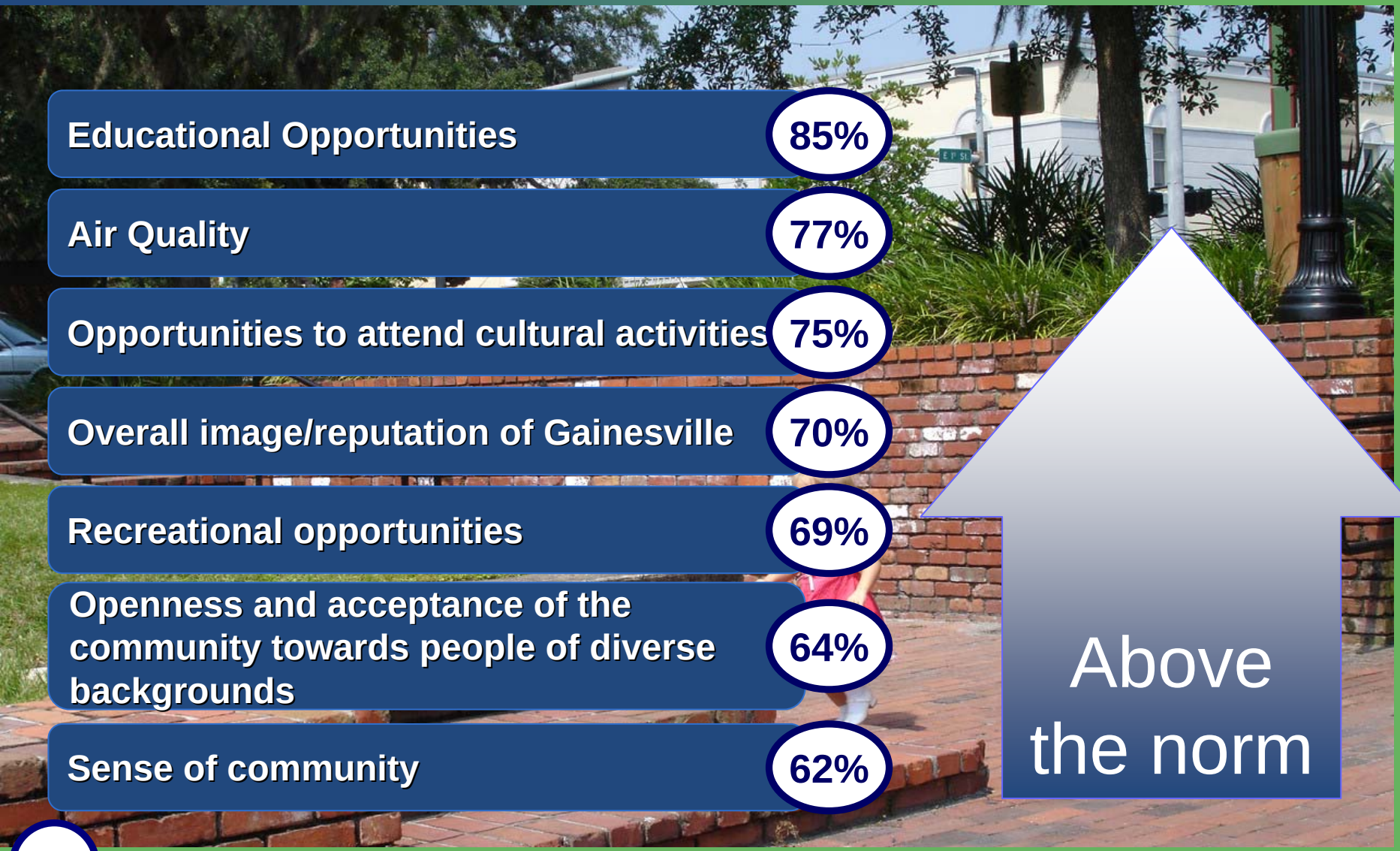
Below the norm



xx% Percent responding (Excellent + Good)

Community Characteristics

Compared to Florida Cities



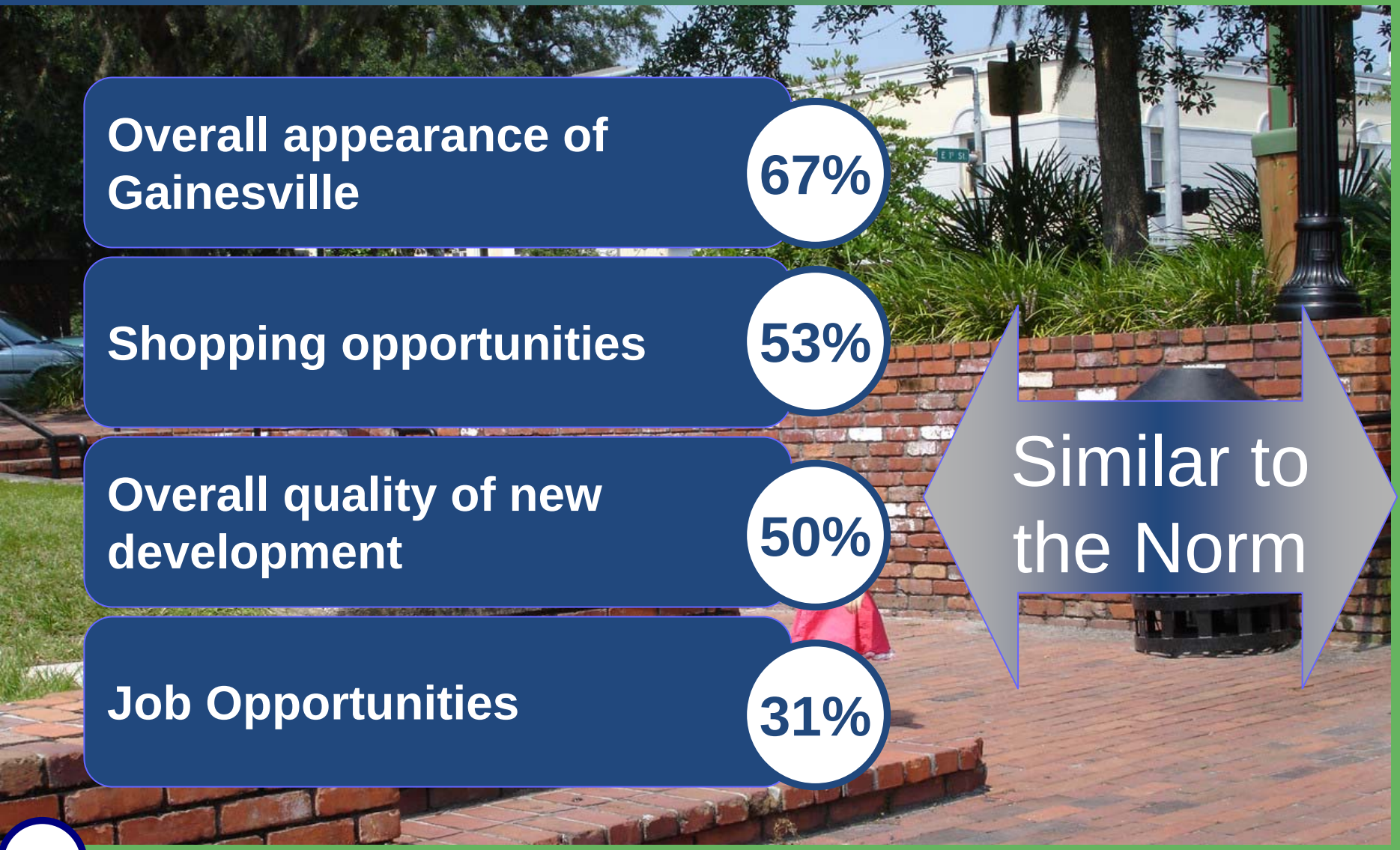
Educational Opportunities	85%
Air Quality	77%
Opportunities to attend cultural activities	75%
Overall image/reputation of Gainesville	70%
Recreational opportunities	69%
Openness and acceptance of the community towards people of diverse backgrounds	64%
Sense of community	62%

Above the norm

xx% Percent responding (Excellent + Good)

Community Characteristics

Compared to Florida Cities



Overall appearance of Gainesville	67%
Shopping opportunities	53%
Overall quality of new development	50%
Job Opportunities	31%

Similar to the Norm

xx% Percent responding (Excellent + Good)

Highest Rated Municipal Services

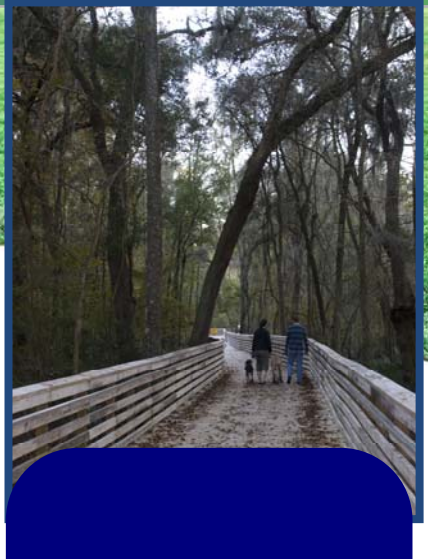
Compared to Florida Cities

Fire Services

90%

Ambulance /EMS

85%



Accessibility of Parks

75%

Garbage Collection

74%

Similar to the Norm

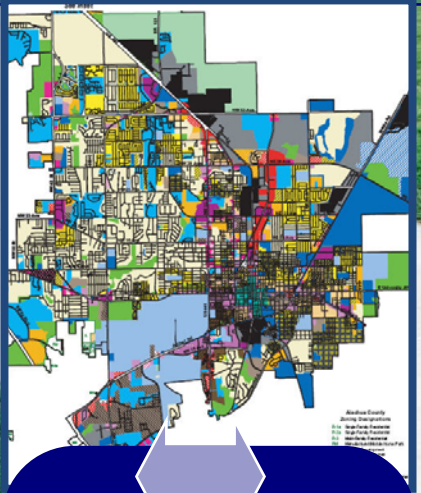
xx% Percent responding (Excellent + Good)

Lowest Rated Municipal Services

Compared to Florida Cities

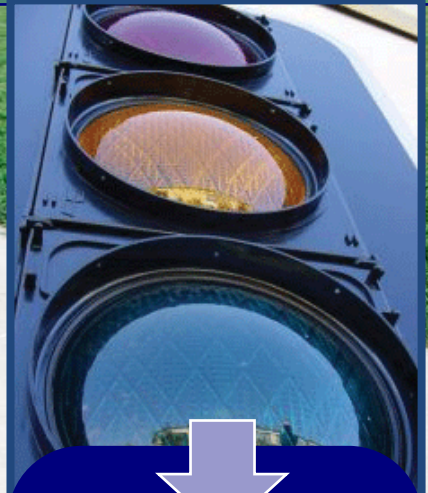
Amount of public parking

21%



Land use, planning and zoning

30%



Traffic signal timing

31%

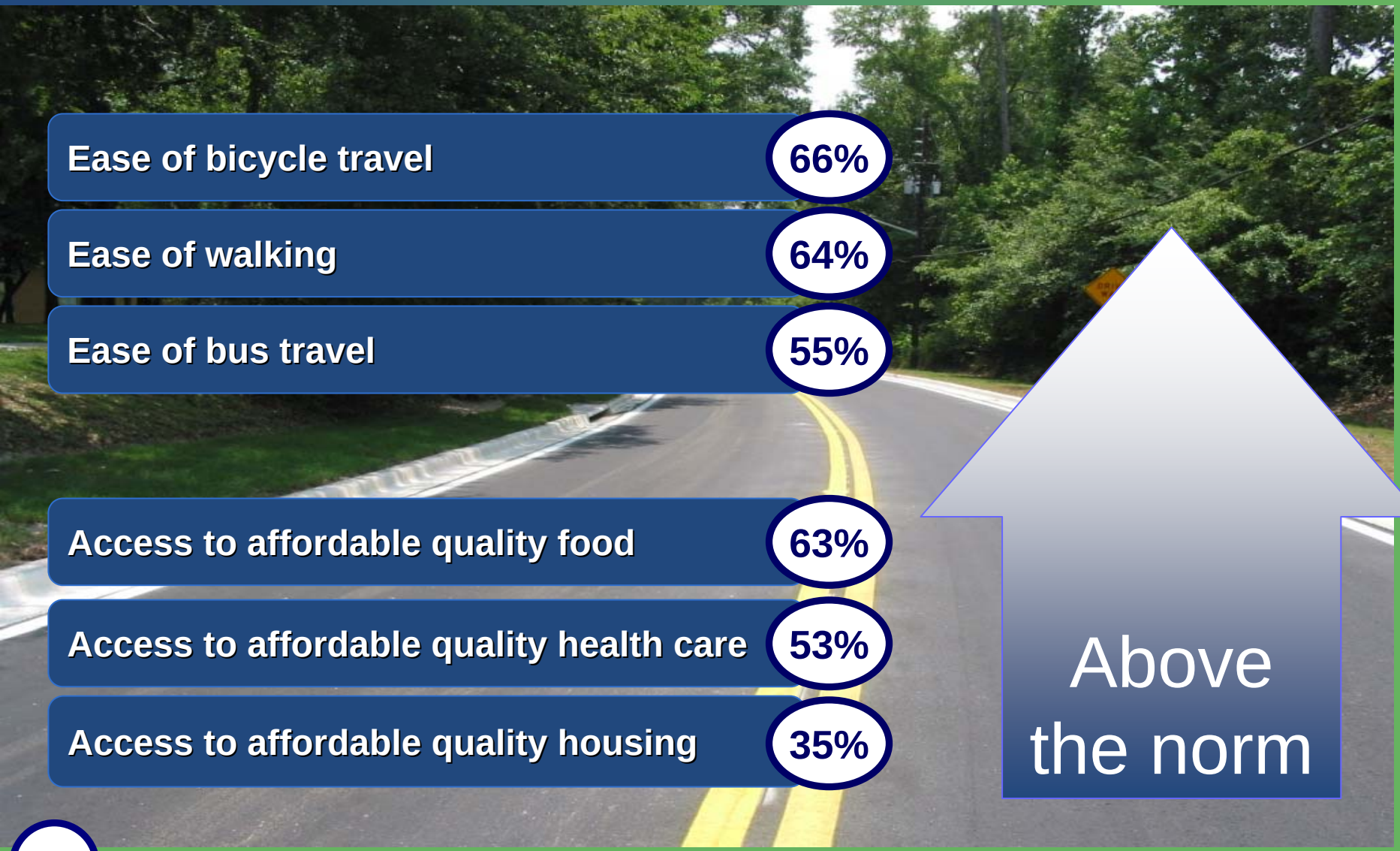
Economic development

34%

xx% Percent responding (Excellent + Good)

Mobility and Access

Compared to Florida Cities



Ease of bicycle travel	66%
Ease of walking	64%
Ease of bus travel	55%
Access to affordable quality food	63%
Access to affordable quality health care	53%
Access to affordable quality housing	35%

Above the norm

xx% Percent responding (Excellent + Good)

City Employees

Compared to Florida Cities

Knowledge of City employees — **77%**

Responsiveness of City employees — **72%**

Overall impression of City employees — **70%**

Above the norm

xx% Percent responding (Excellent + Good)

Public Trust

Compared to Florida Cities

53%

Good value for the taxes I pay

Above the Norm

60%

Government welcomes citizen involvement

47%

Pleased with overall direction

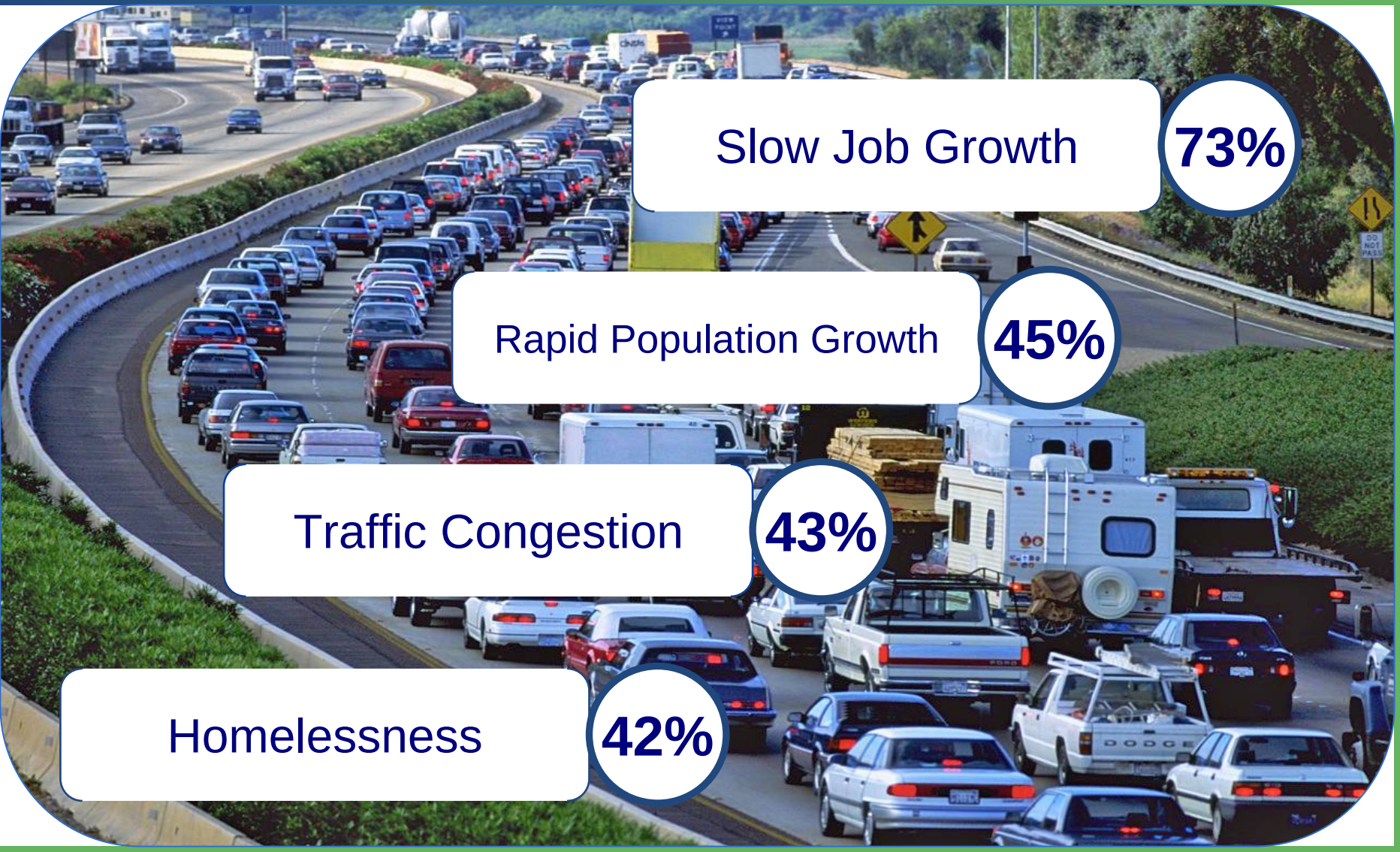
44%

City government listens to citizens

Similar to the Norm

xx% Percent responding (Strong agree + Somewhat agree)

Potential Problems



Percent rating as "major" problem

Conclusions

Strengths

Place to raise children

Bike/Ped Friendly

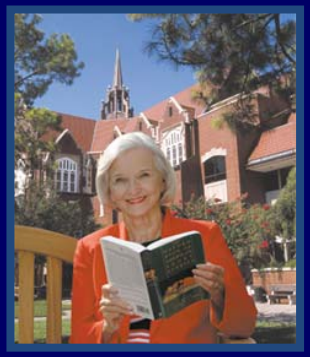
City Employees

Conclusions

Challenges

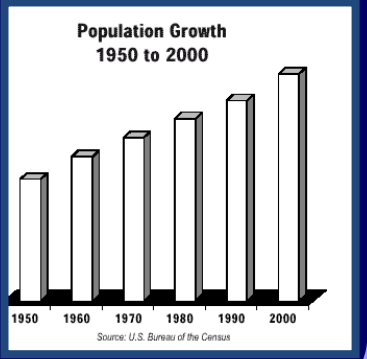
Safety in downtown and parks at night

Services to Seniors



Public Parking

Rapid Population Growth

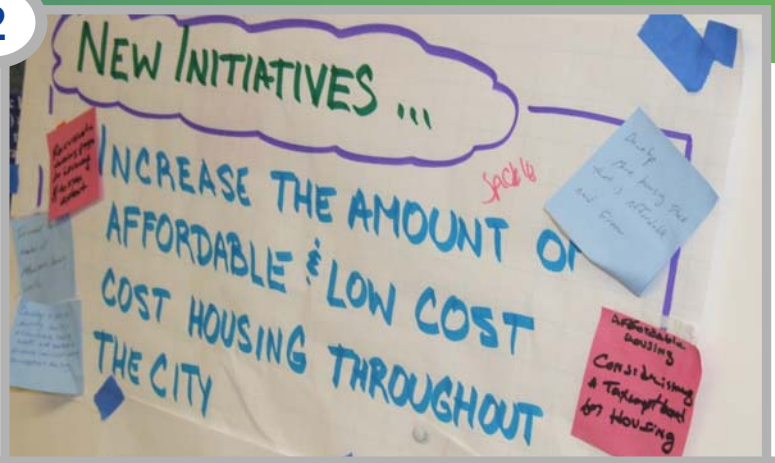


Possible Follow-up Actions

1

Staff workshops

2



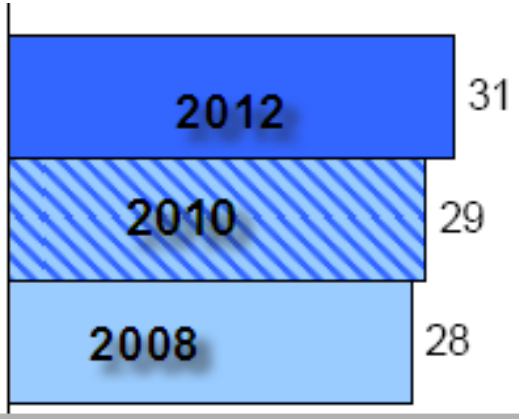
Link results to Strategic Initiatives

3

Focus Groups

4

Access to affordable housing



Continue to Survey Residents