

City of Gainesville Neighbor Survey

Findings Report

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2020

Submitted to the City of Gainesville, FL

by:

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2020 City of Gainesville Neighbor Survey

Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of Gainesville during the spring of 2020. The purpose of the survey was to gather resident input and feedback on City programs and services. The information provided by residents will be used to improve existing programs and services and help determine long-range planning and investment decisions. This is the first survey ETC Institute has administered for the City of Gainesville.

The list of City of Gainesville addresses was provided by Infogroup. From this list of addresses, ETC Institute used a random number generator to randomly select 7,000 City of Gainesville residents to receive a survey in the mail. The City of Gainesville was not involved in the process of randomly selecting the residents that would receive a survey. A seven-page survey, cover letter and postage paid return envelope were mailed to the random sample of households in the City of Gainesville. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey.

To prevent people who were not residents of Gainesville from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 1,000 residents, with a minimum of 250 surveys from each of the City's four Commission Districts. A sample of this size allows the survey results to be statistically valid at the Commission District level. These goals were accomplished, with a total of 1,042 residents completing the survey, including at least 250 in each Commission District. The overall results for the sample of 1,042 households have a precision of at least +/-3.0% at the 95% level of confidence.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Gainesville with the results from other communities in ETC Institute's *DirectionFinder*® database. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for all questions on the survey,
- benchmarking data that show how the results for Gainesville compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Opinions of the City

Eighty-three percent (83%) of the residents surveyed, *who had an opinion*, rated the City of Gainesville as an “excellent” or “good” place to live. Seventy-nine percent (79%) rated the City as an “excellent” or “good” place to raise children, and 71% gave the City “excellent” or “good” ratings as a place to work.

Perceptions of Quality of Life in the City

Eighty-four percent (84%) of the residents surveyed, *who had an opinion*, rated the quality of health care in Gainesville as “excellent” or “good.” Three-fourths (75%) rated the food quality as “excellent” or “good;” 70% rated the quality of adult educational opportunities as “excellent” or “good,” and 68% rated the overall quality of City services as “excellent” or “good.”

Based on the sum of their top three choices, the quality of life items respondents indicated should receive the most emphasis from City leaders over the next two years were: 1) the overall cost of living in Gainesville, 2) the availability of employment opportunities, and 3) the overall quality of City services.

Public Safety

The public safety services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of local fire rescue protection (86%), how quickly fire rescue responds to 911 emergencies (84%), and Gainesville Fire Rescue’s community involvement, education and prevention services (80%).

Mobility in Gainesville

Sixty-eight percent (68%) of the residents surveyed, *who had an opinion*, rated the traffic flow on residential streets as “excellent” or “good.” Fifty-six percent (56%) rated the ease of travel on foot in Gainesville as “excellent” or “good;” 56% rated the ease of travel by car in the City as “excellent” or “good,” and 54% rated the ease of travel by bicycle in Gainesville as “excellent” or “good.”

Based on the sum of their top three choices, the mobility items respondents indicated should receive the most emphasis from City leaders over the next two years were: 1) the traffic flow on major streets, 2) the ease of finding public parking, and 3) the ease of commuting in Gainesville for neighbors with disabilities.

Utilities

The utility services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential trash collection service (82%), curbside recycling service (82%), yard waste service (77%), and bulk trash pickup service (72%).

Based on the sum of their top two choices, the utility services respondents indicated should receive the most emphasis from City leaders over the next two years were: 1) electricity service and 2) water service.

Maintenance

The maintenance services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: maintenance of city buildings (65%), maintenance of traffic signals and street signs (63%), overall cleanliness of city streets and public areas (60%), and maintenance of medians and public areas (59%).

Based on the sum of their top three choices, the maintenance services respondents indicated should receive the most emphasis from City leaders over the next two years were: 1) overall cleanliness of city streets and public areas, 2) maintenance of neighborhood streets, and 3) adequacy of city street lighting.

Parks, Recreation, and Cultural Affairs

The parks, recreation, and cultural affairs services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: appearance of city parks (81%), ease of access to city parks from home (78%), availability of walking and biking trails in the city (74%), and availability of cultural and special events (71%).

Based on the sum of their top three choices, the parks, recreation, and cultural affairs services respondents indicated should receive the most emphasis from City leaders over the next two years were: 1) availability of walking and biking trails in the city, 2) the Wild Spaces and Public Places program, and 3) the appearance of city parks.

Additional Findings

- Eighty-two percent (82%) of respondents *who had an opinion* felt “very safe” or “safe” in neighborhoods, and 77% felt “very safe” or “safe” overall in the City of Gainesville.
- When residents were asked which future priorities should receive the most emphasis from City leaders over the next two years, the sum of their top four choices were: 1) equitable access to basic needs, 2) providing living wages, 3) equitable access to housing, and 4) equitable access to quality healthcare.
- Sixty-four percent (64%) of respondents *who had an opinion* were “very satisfied” or “satisfied” with the City Government’s overall response to the COVID-19 pandemic; 61% were satisfied with the County Government’s response, and 35% were satisfied with the State Government’s response.
- One-third (34%) of respondents indicated they had contacted the City during the past year. Of those who had contacted the City, 79% *who had an opinion* indicated the City employee were “always” or “frequently” courteous/professional, and 66% felt the response time was “always” or “frequently” reasonable.

Based on the sum of their top two choices, the customer service behaviors respondents thought should receive the most emphasis from City leaders over the next two years were: 1) getting a question or concern resolved and 2) ease of finding someone to address requests. Additionally, more than two-thirds (68%) *who had an opinion* rated their most recent experience when contacting the City of Gainesville as “excellent” or “good.”

- When respondents were asked their primary source of information about City issues, services, programming, and events, 47% indicated it was television/news. Other primary sources of information include: newspapers (37%), the City’s website (37%), and Facebook (34%).

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for Aspects of Quality of Life in the City. This analysis reviewed the importance and ratings of quality of life in Gainesville. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the quality of life items that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Overall cost of living in Gainesville (IS Rating=0.2951)
- Availability of employment opportunities (IS Rating=0.2332)

The table below shows the importance-satisfaction rating for all eleven quality of life items that were rated.

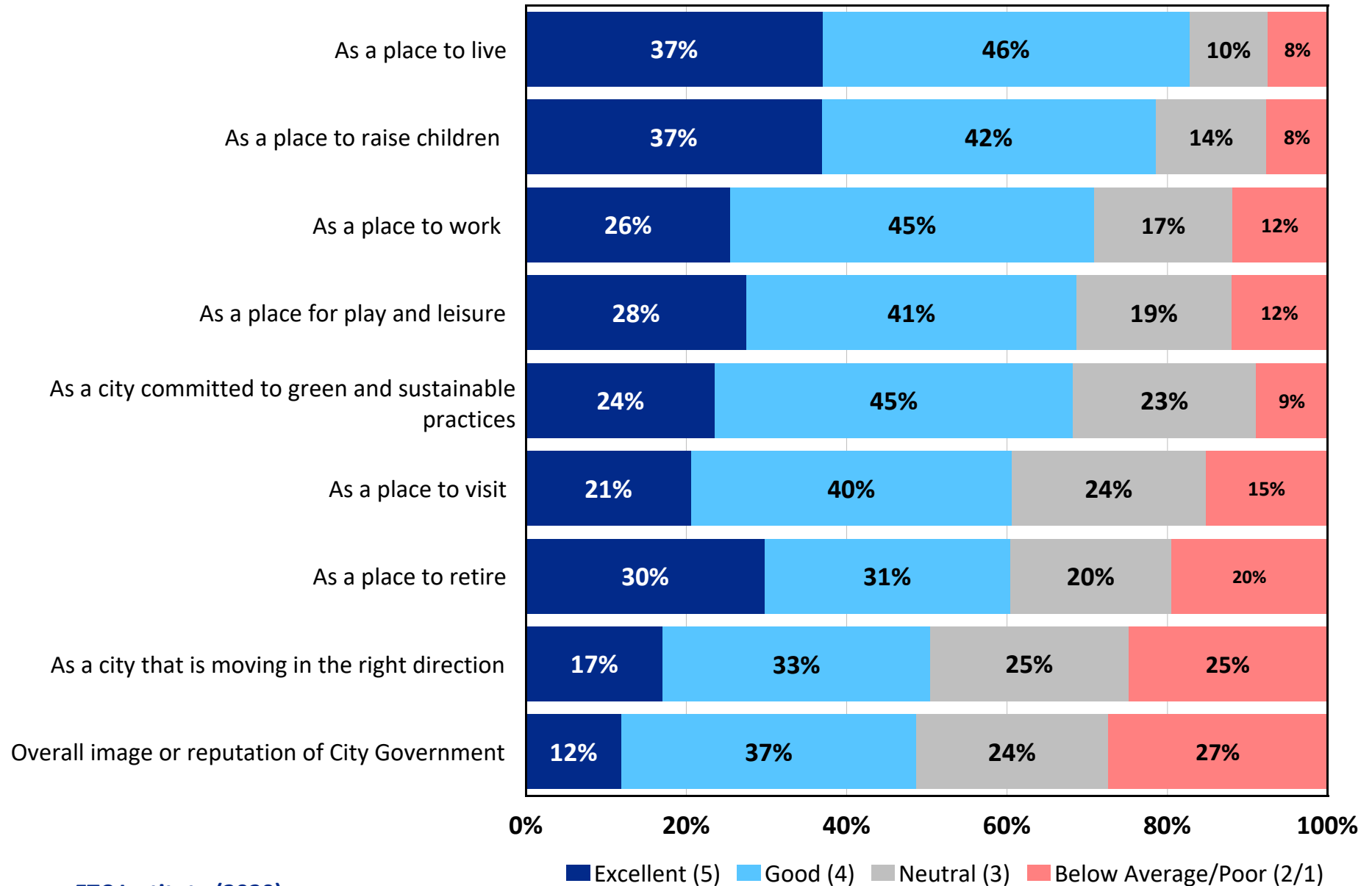
2020 Importance-Satisfaction Rating Gainesville, Florida Quality of Life						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Overall cost of living in Gainesville	51%	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

Section 1

Charts and Graphs

Q1. Overall Opinions of the City of Gainesville

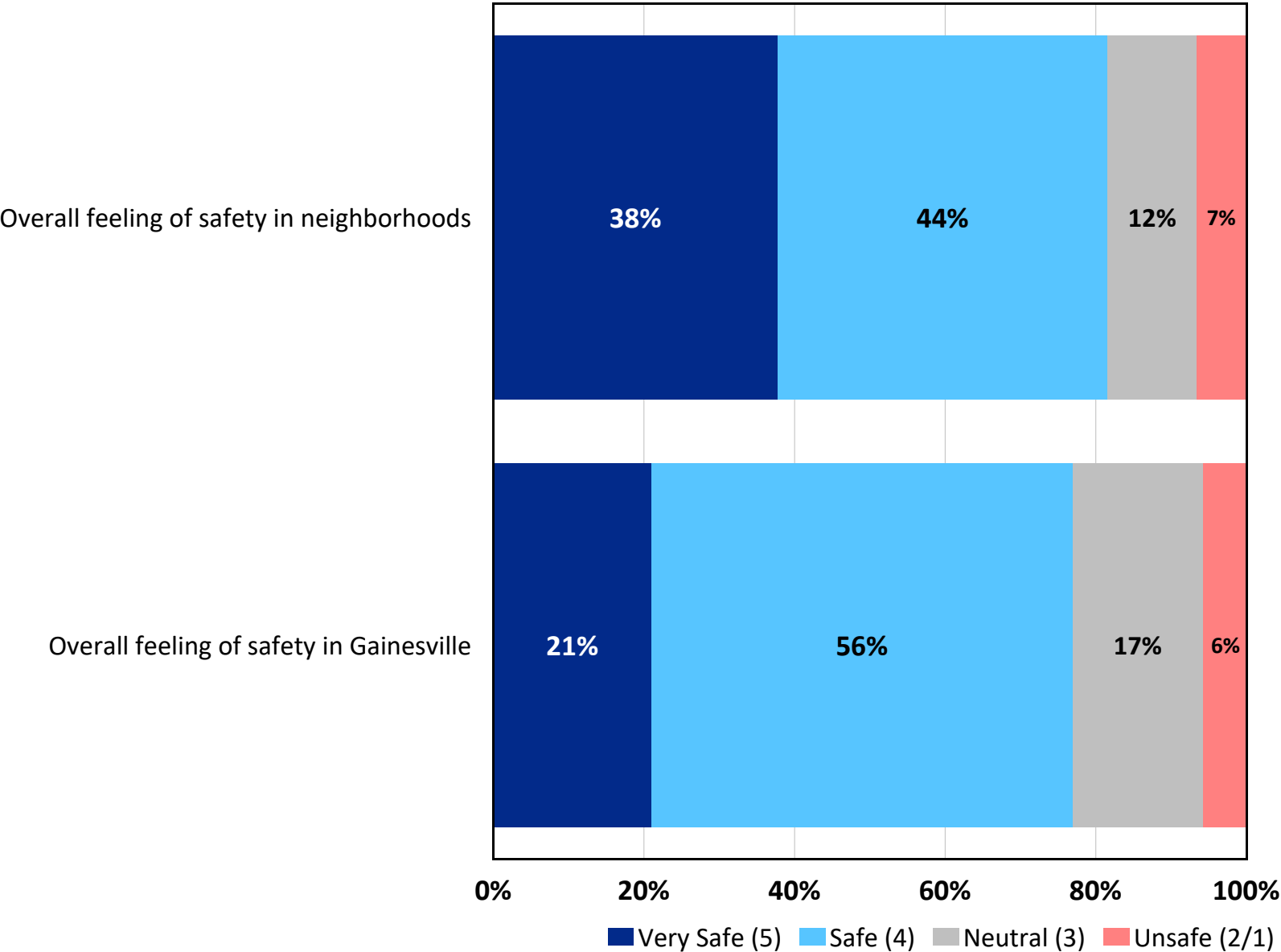
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q2. Feeling of Safety in Gainesville

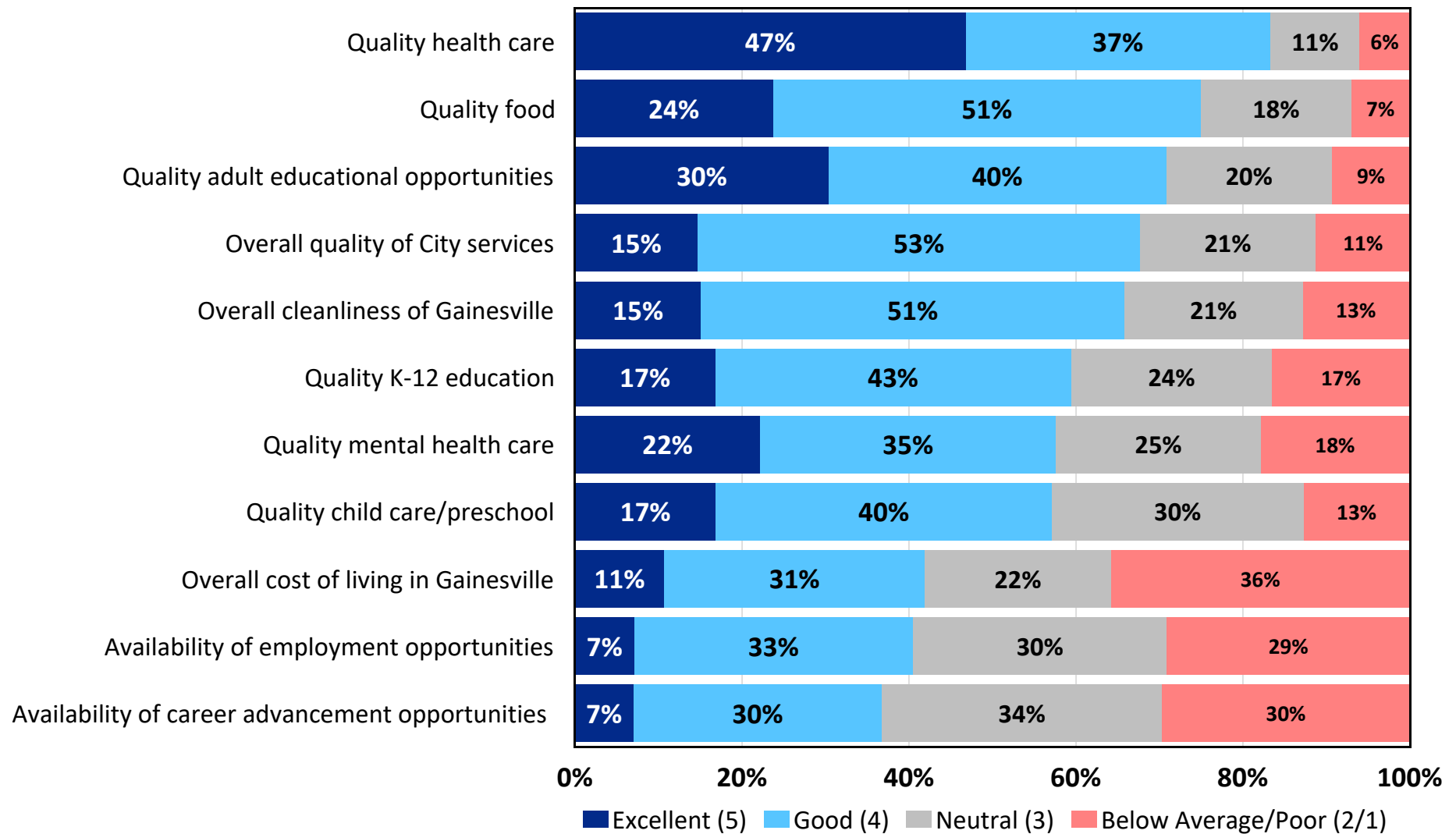
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q3. Perceptions of Quality of Life in Gainesville

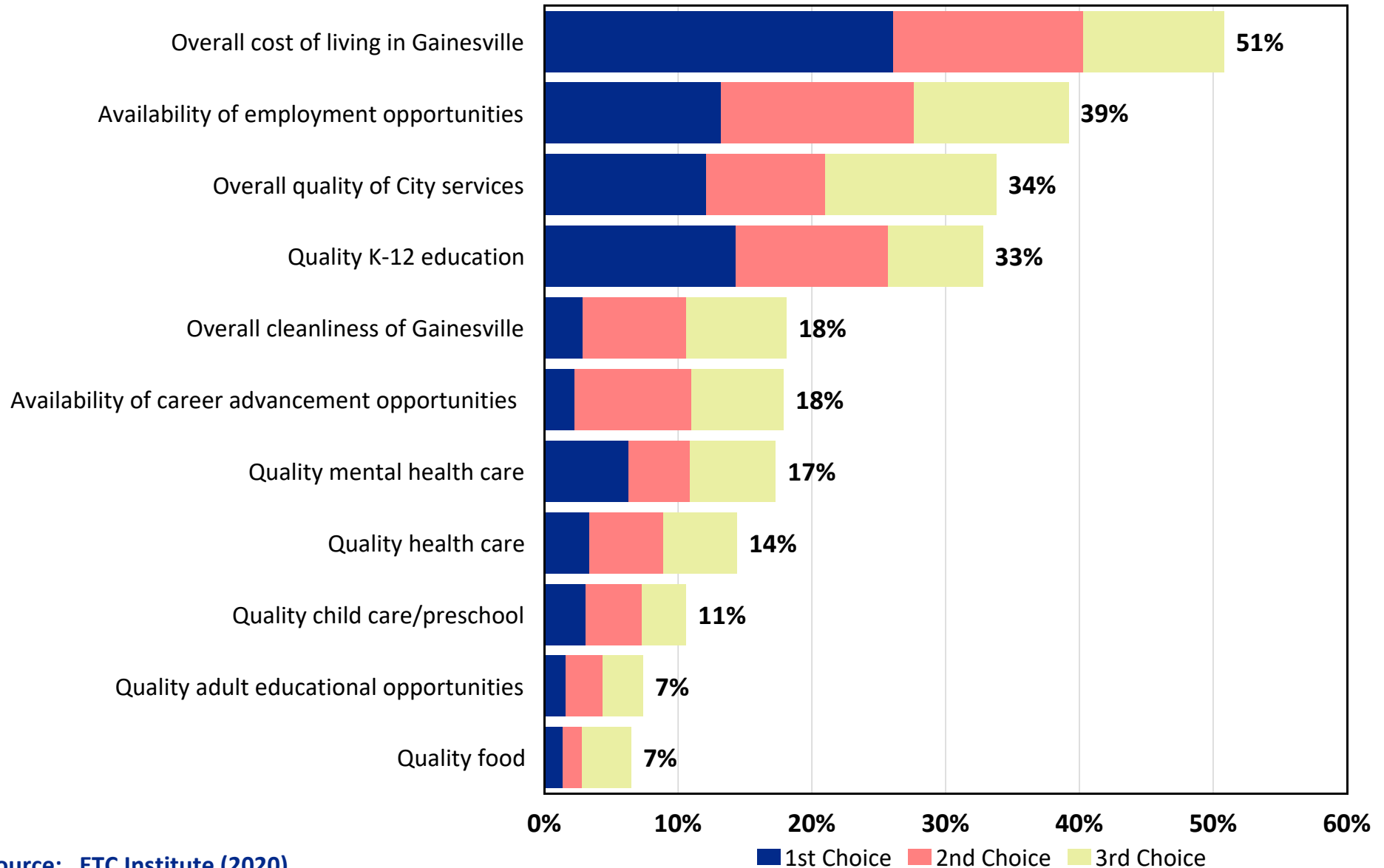
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q4. Quality of Life Items That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

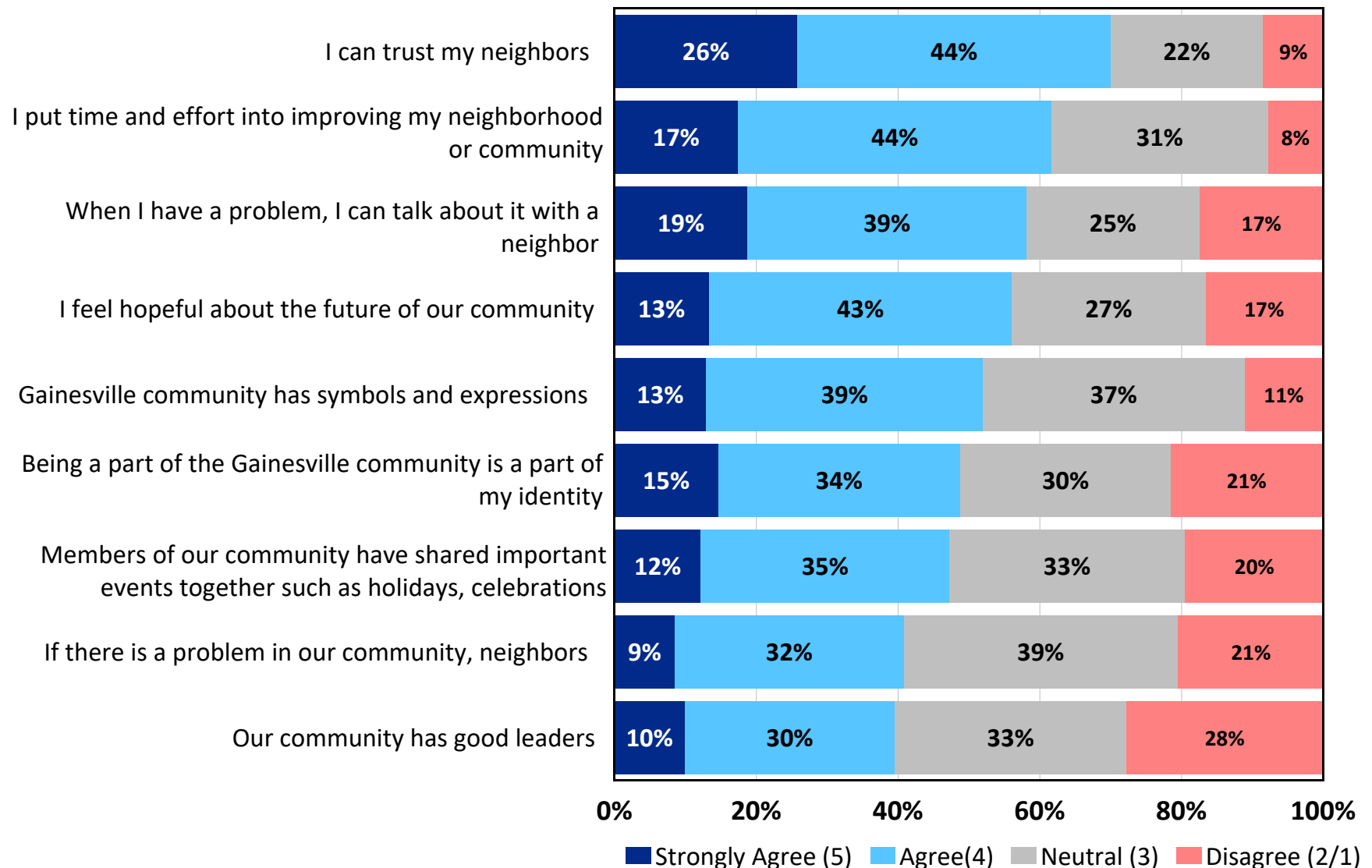
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

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

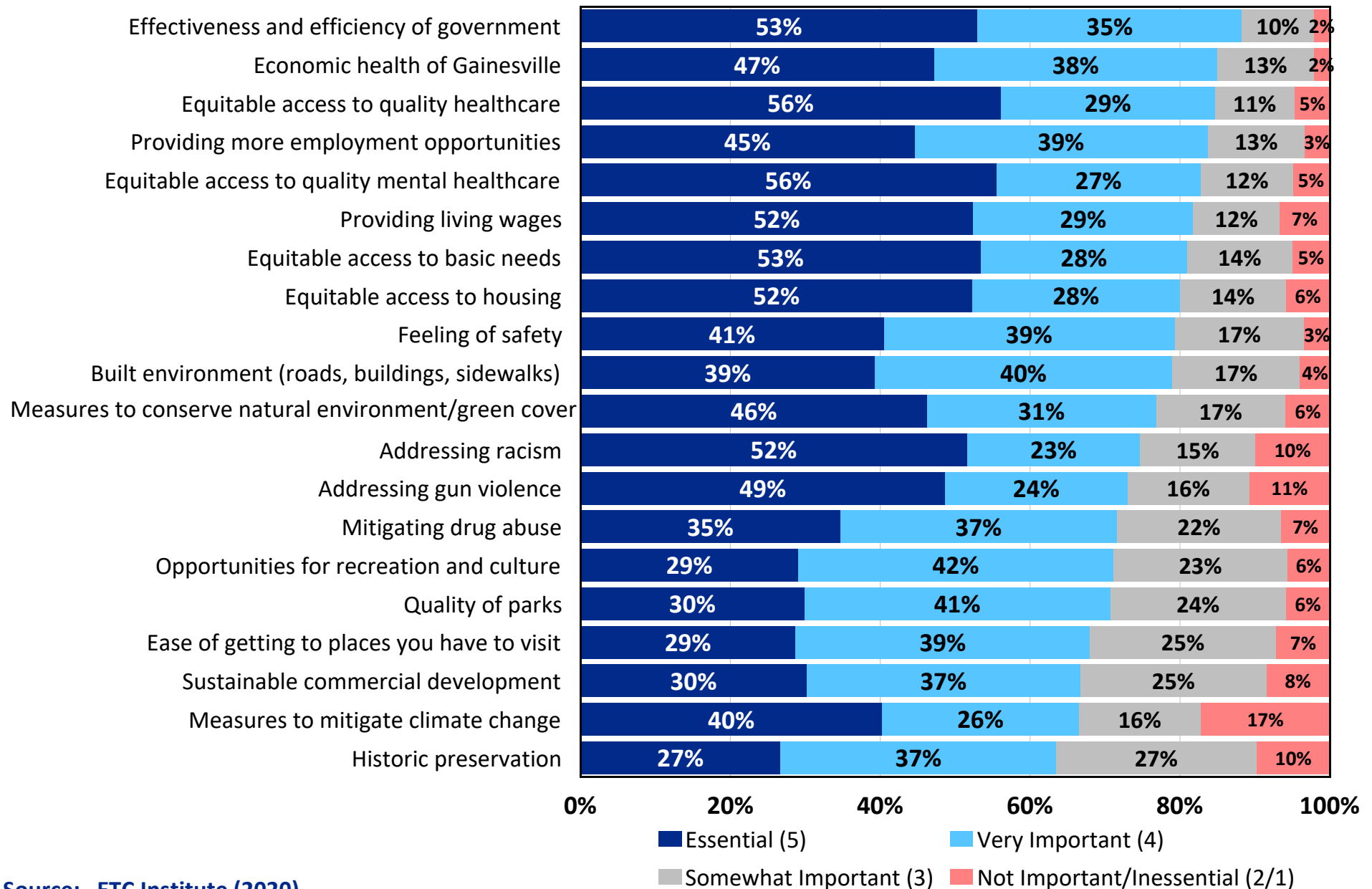
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q6. Importance of the Following Areas in the Next Two Years

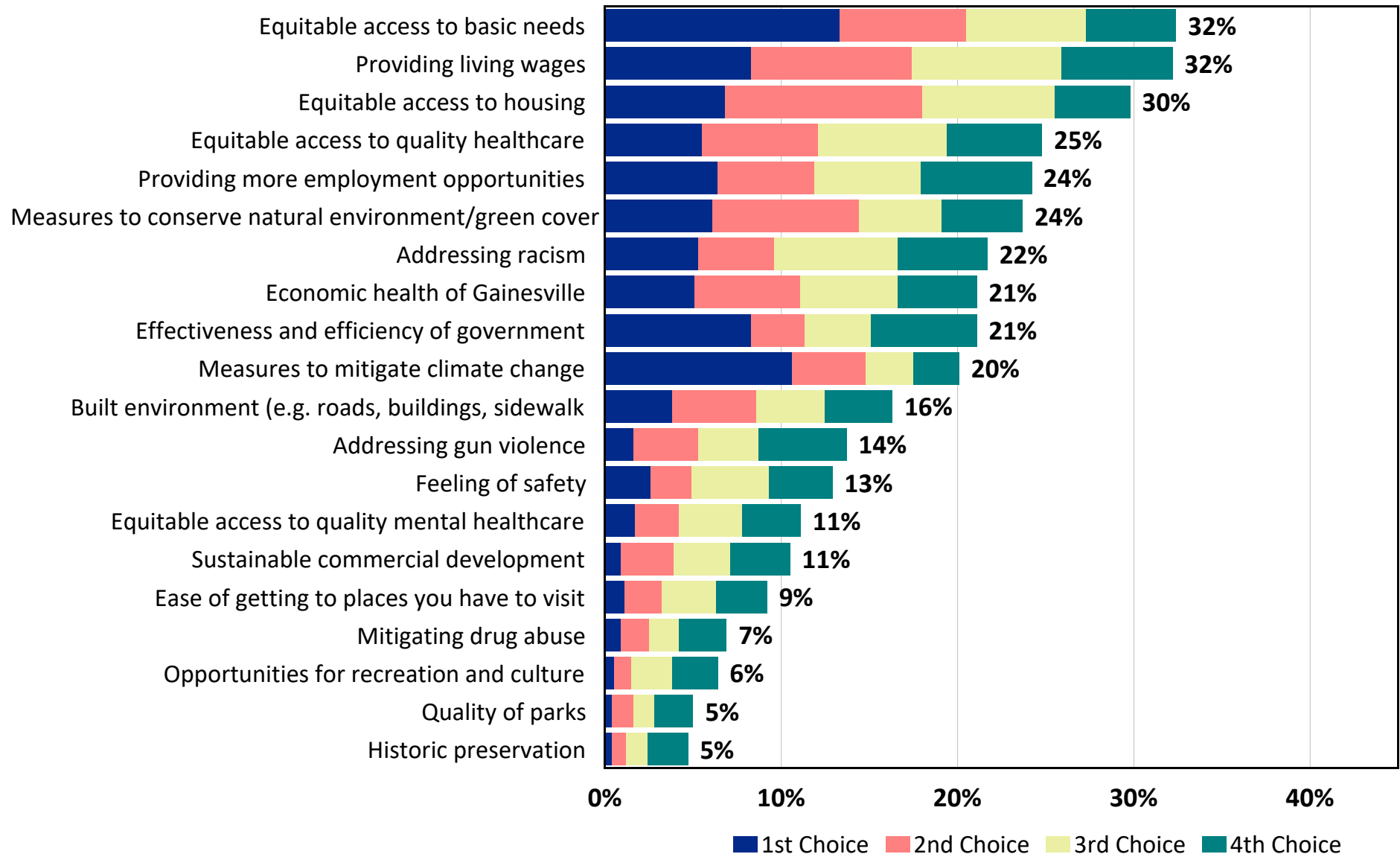
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

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

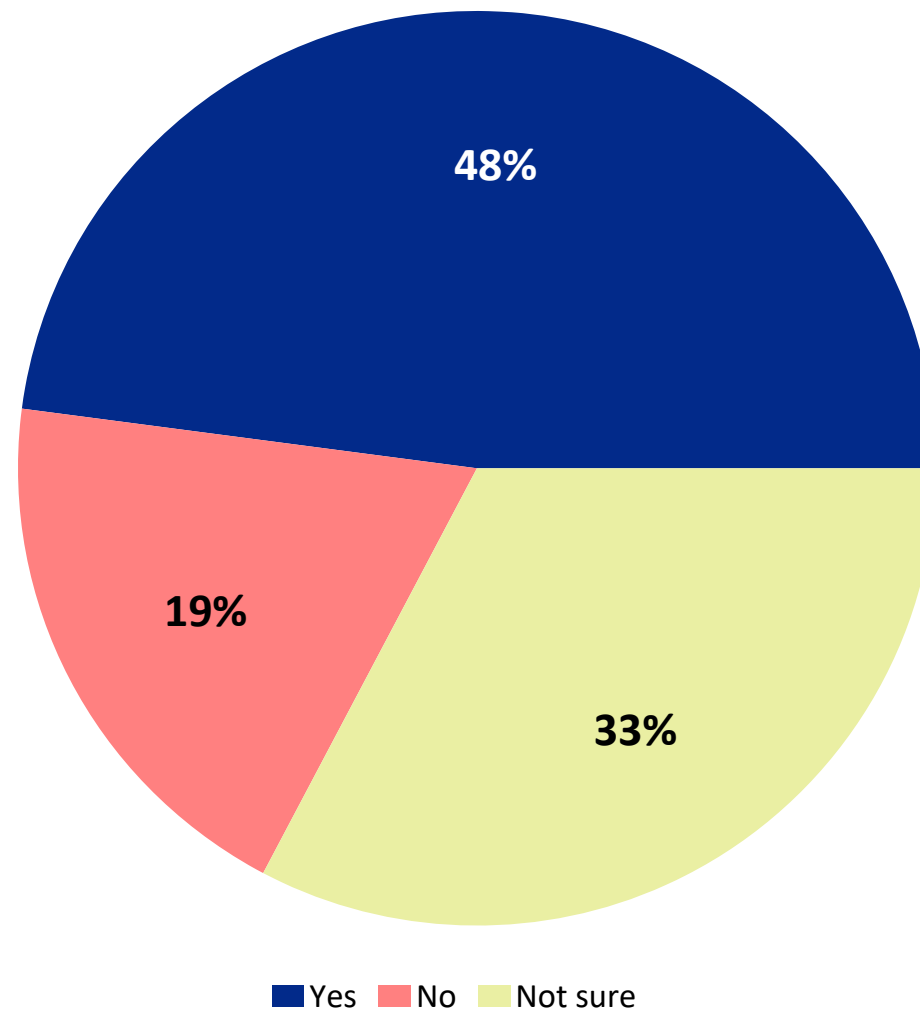
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2020)

Q8. In the future, would you consider opting-in to share personal data which would only be used to improve and personalize services from the City government?

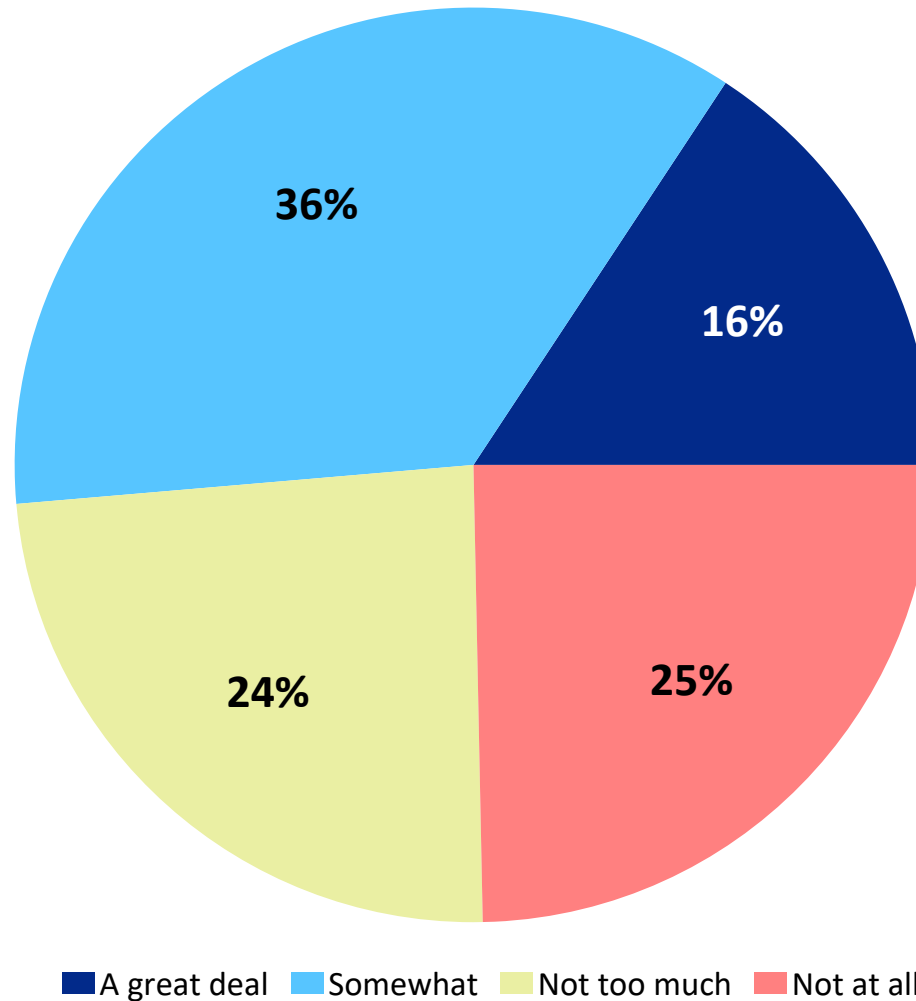
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q9. How much do you trust law enforcement agencies to use facial recognition technology responsibly?

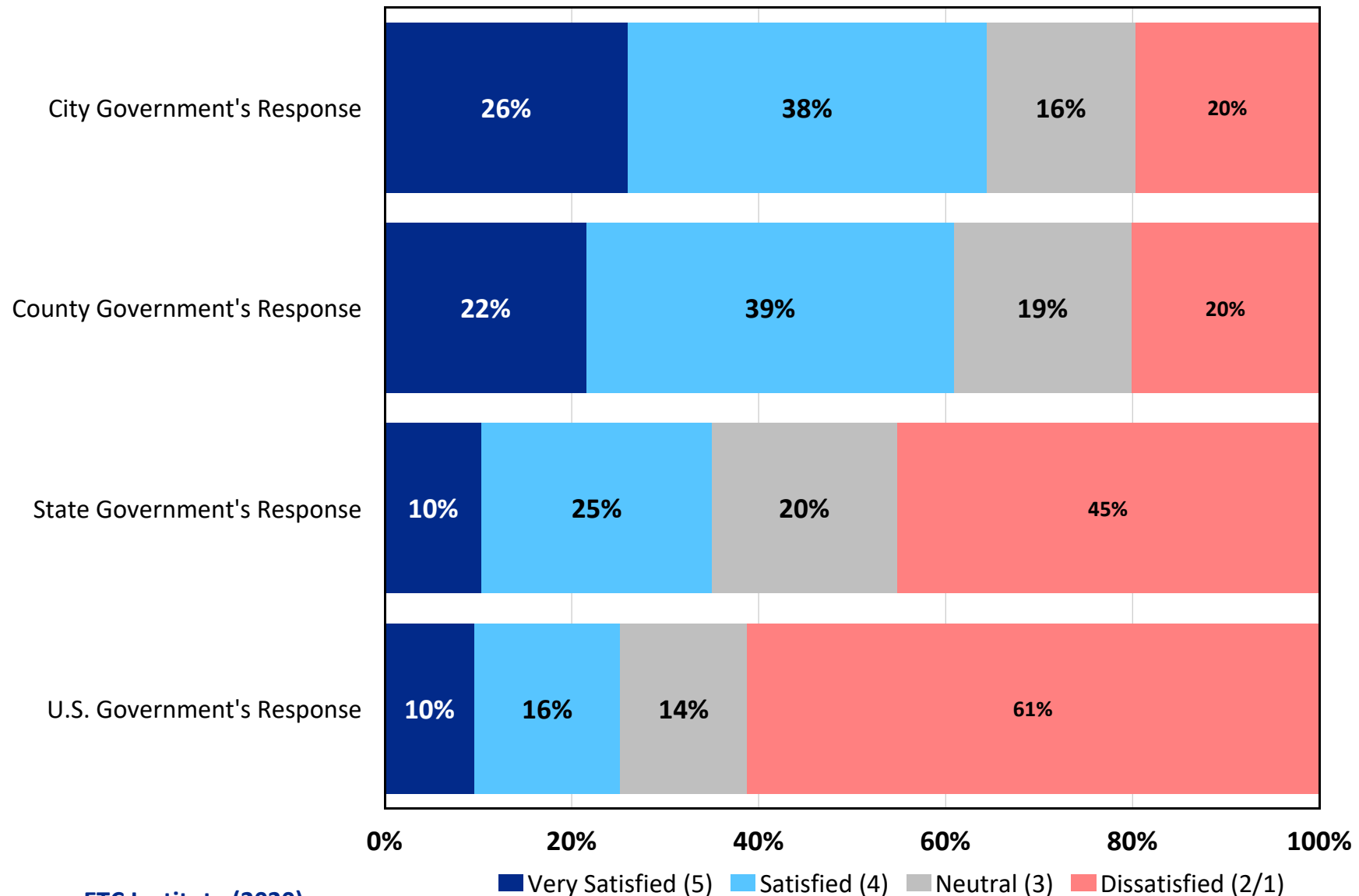
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q10. Satisfaction with the Way Government Leaders Have Responded So Far to the COVID-19 Pandemic Overall

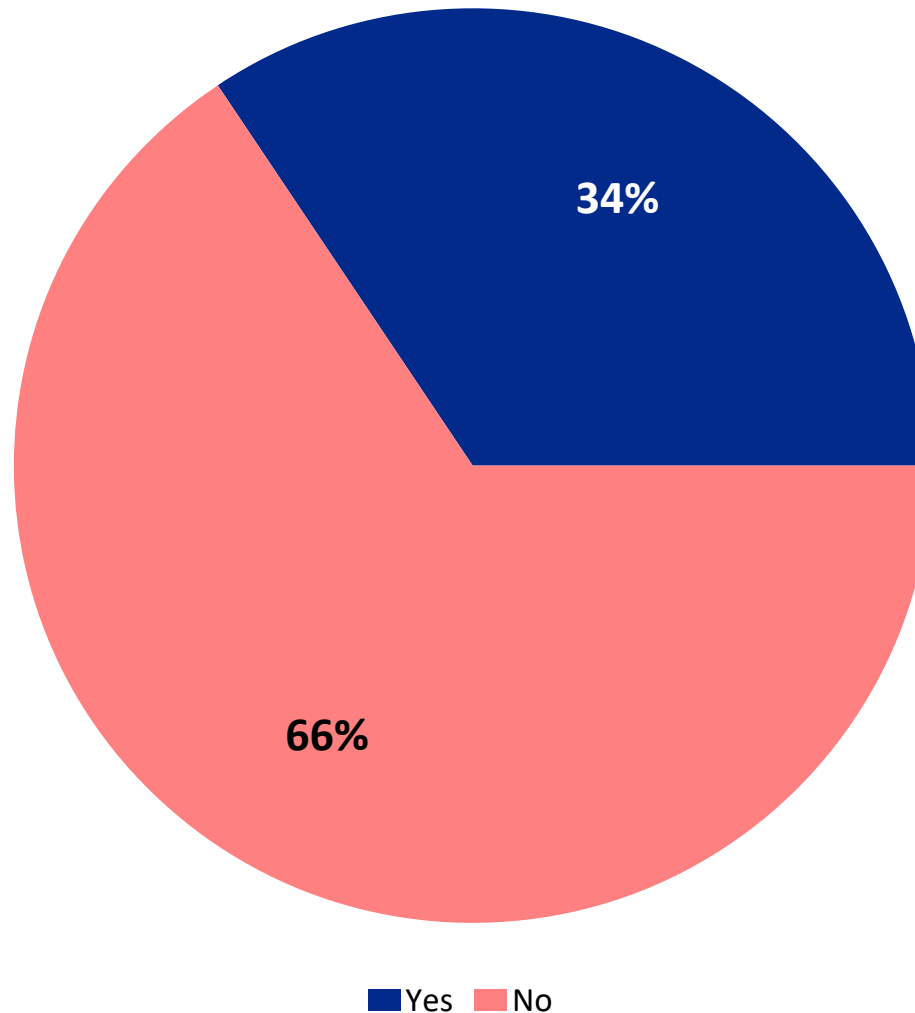
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q11. Have you contacted the City for any reason during the past year?

by percentage of respondents

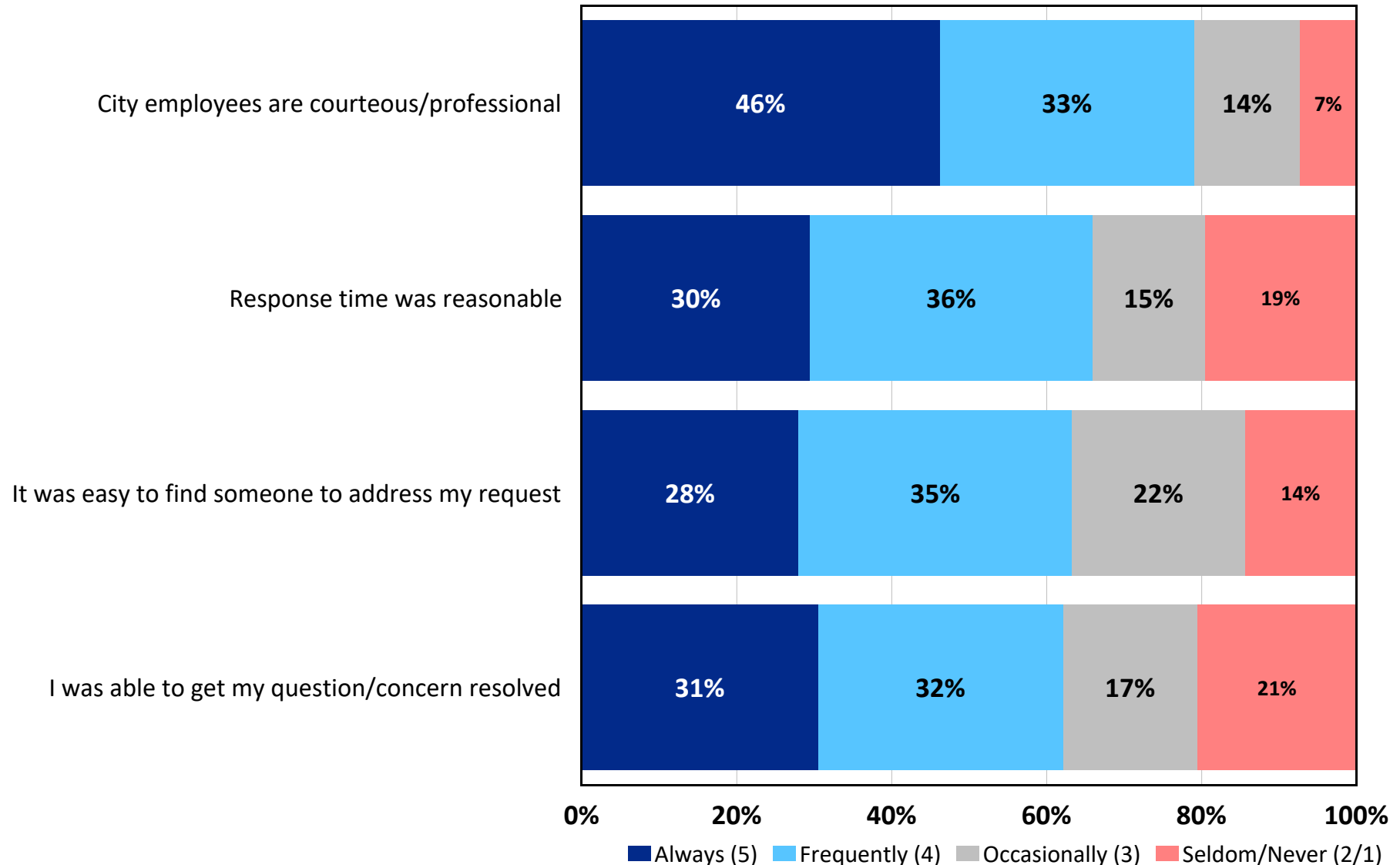


Source: ETC Institute (2020)

ETC Institute (2020)

Q12. How Frequently City Employees Displayed the Following Behaviors

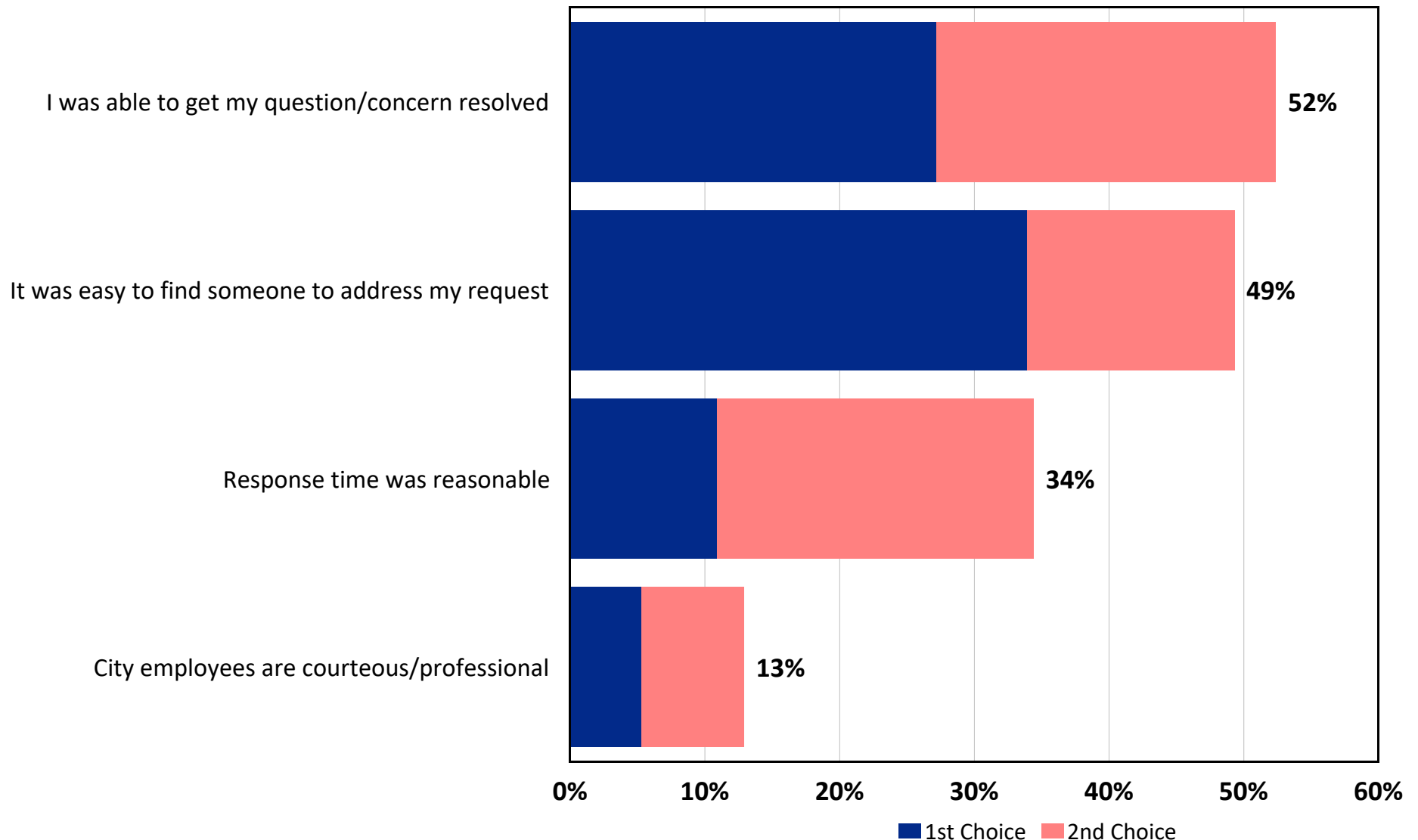
by percentage of respondents who contacted the City for any reason during the past year (excluding "don't know")



Source: ETC Institute (2020)

Q13. Customer Service Behaviors That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

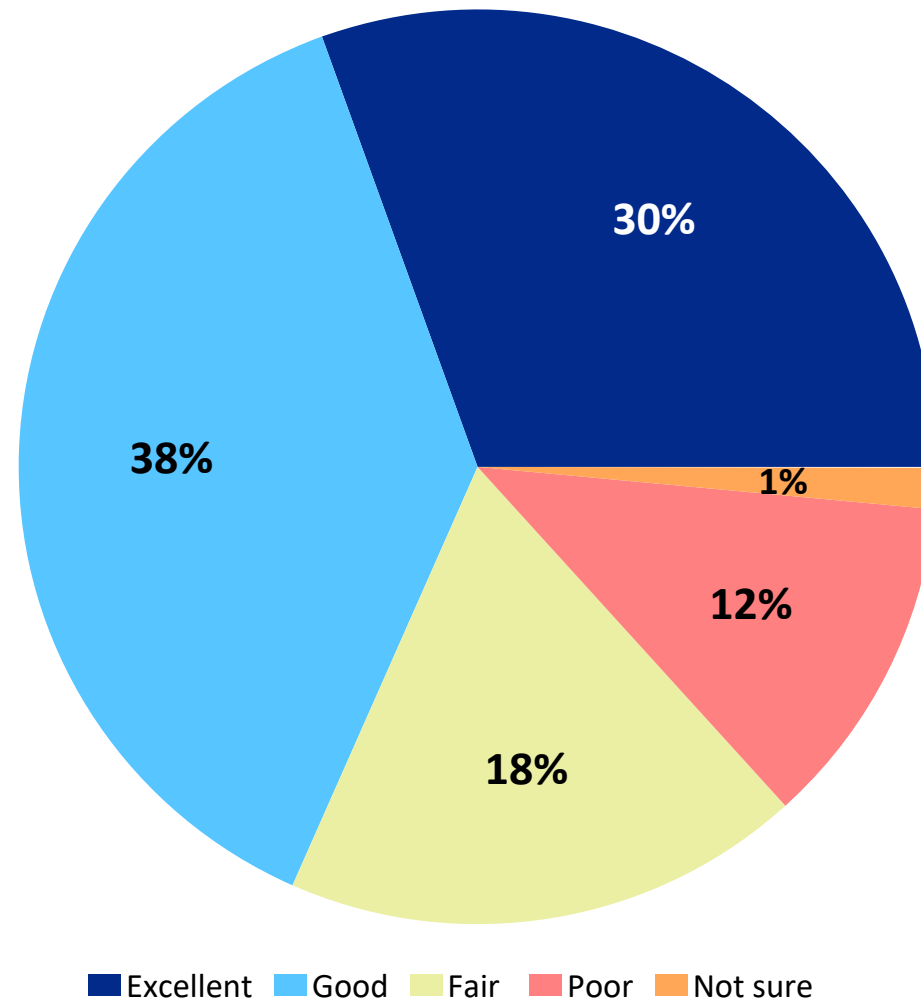
by percentage of respondents who contacted the City for any reason during the past year and selected the item as one of their top two choices



Source: ETC Institute (2020)

Q14. How Respondents Rate Their Most Recent Experience When Contacting the City of Gainesville

by percentage of respondents who contacted the City for any reason during the past year (excluding "not provided")

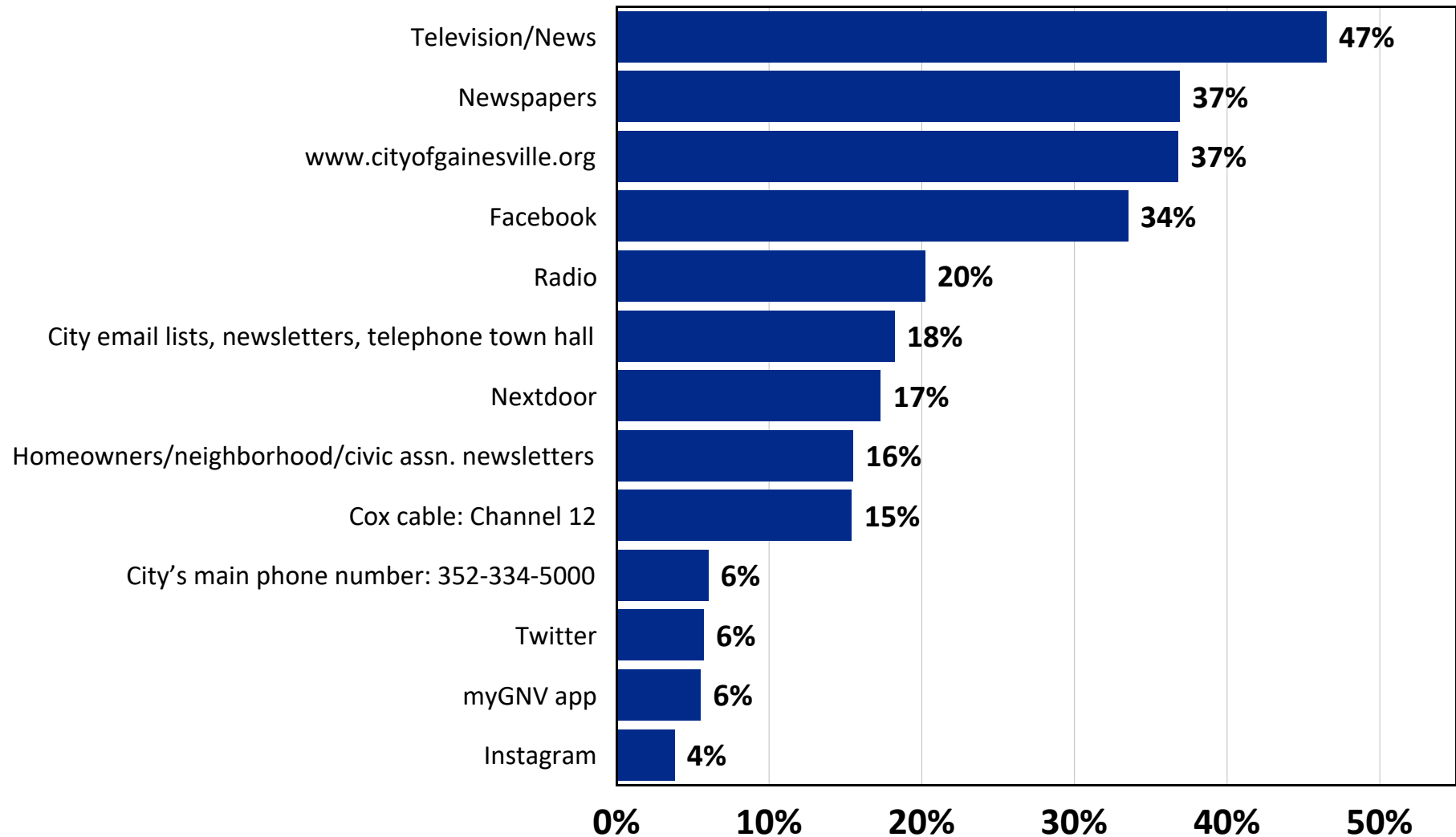


Source: ETC Institute (2020)

ETC Institute (2020)

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

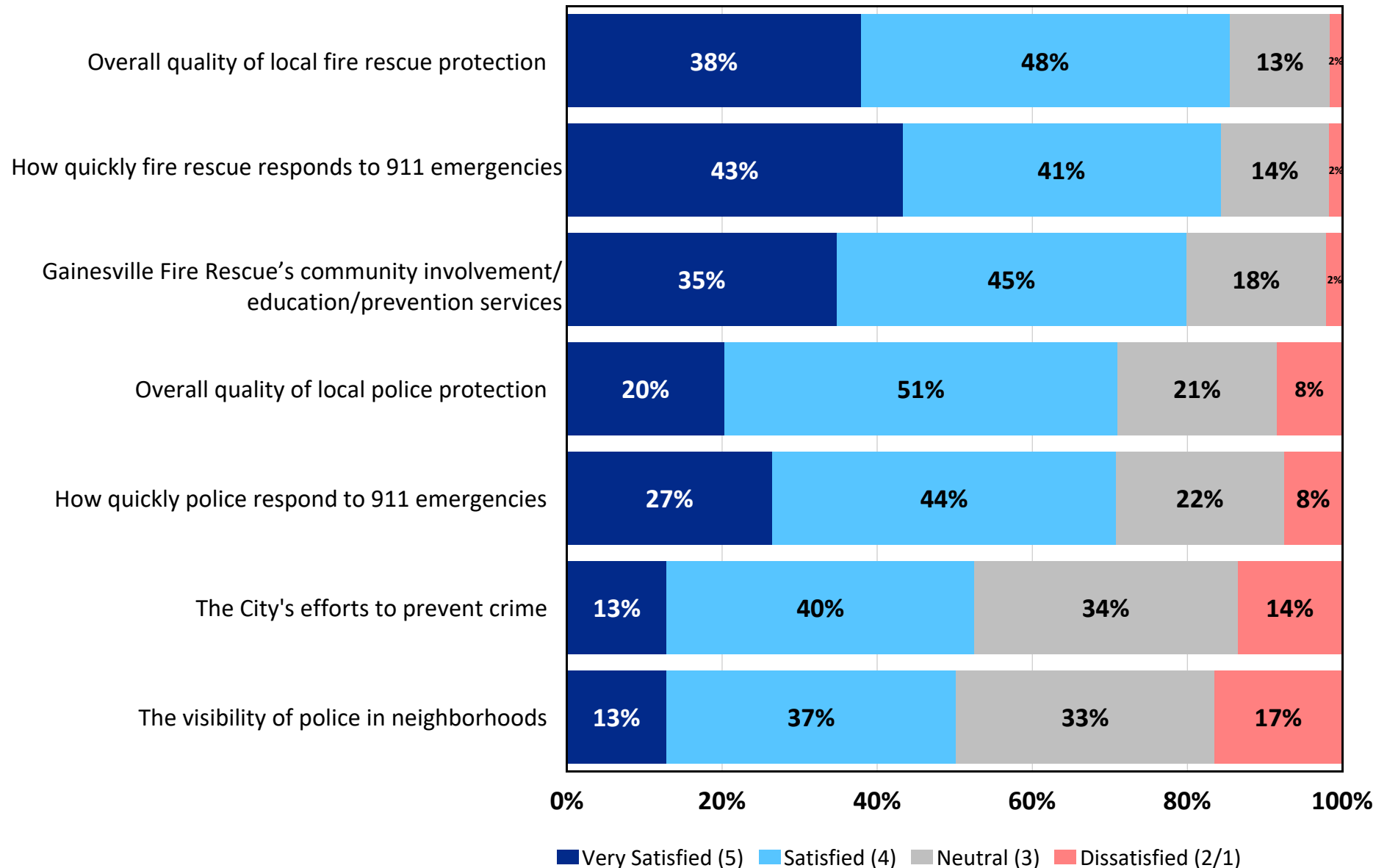
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Q16. Satisfaction with Public Safety

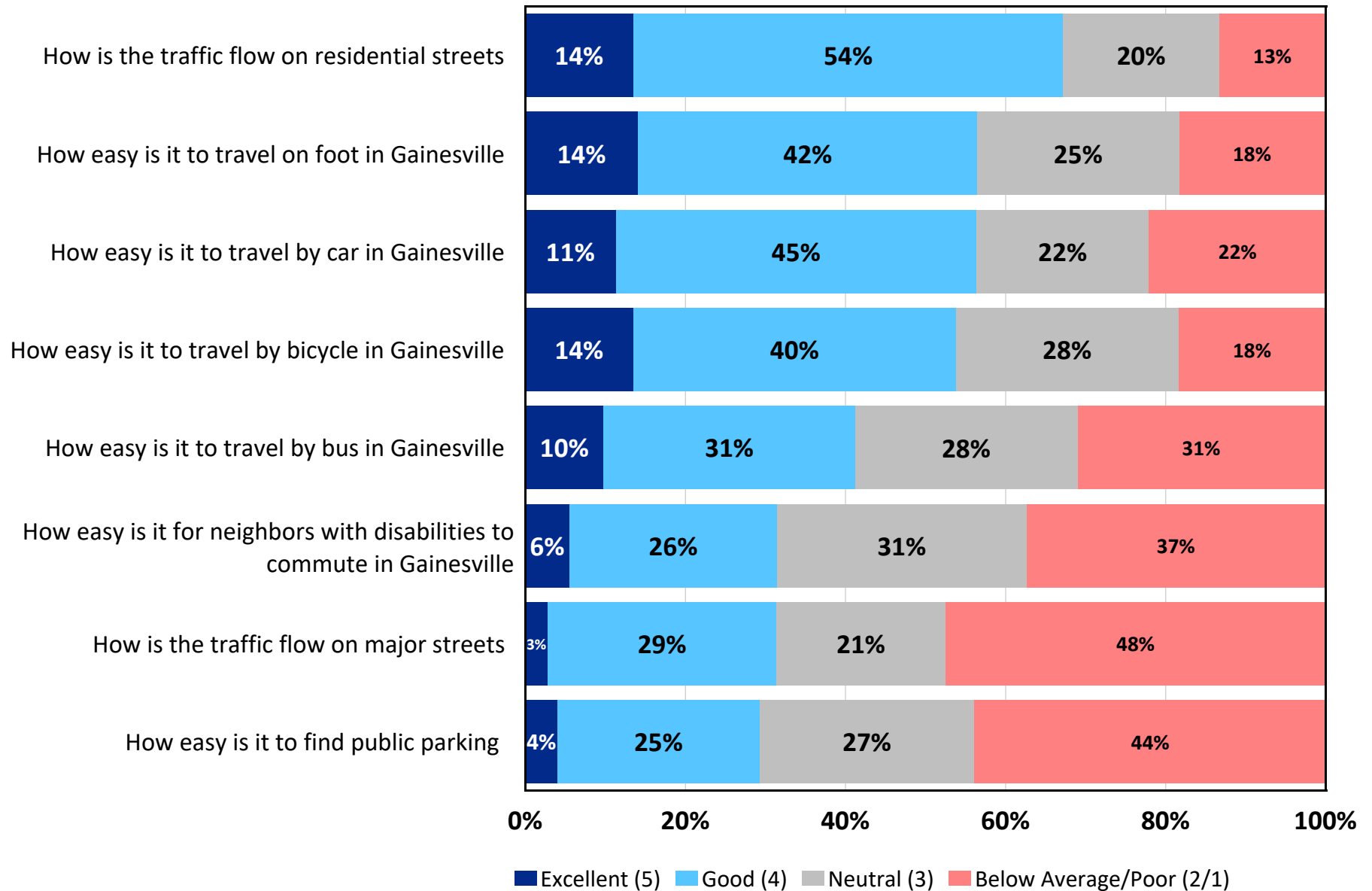
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q17. Ratings of Mobility in Gainesville

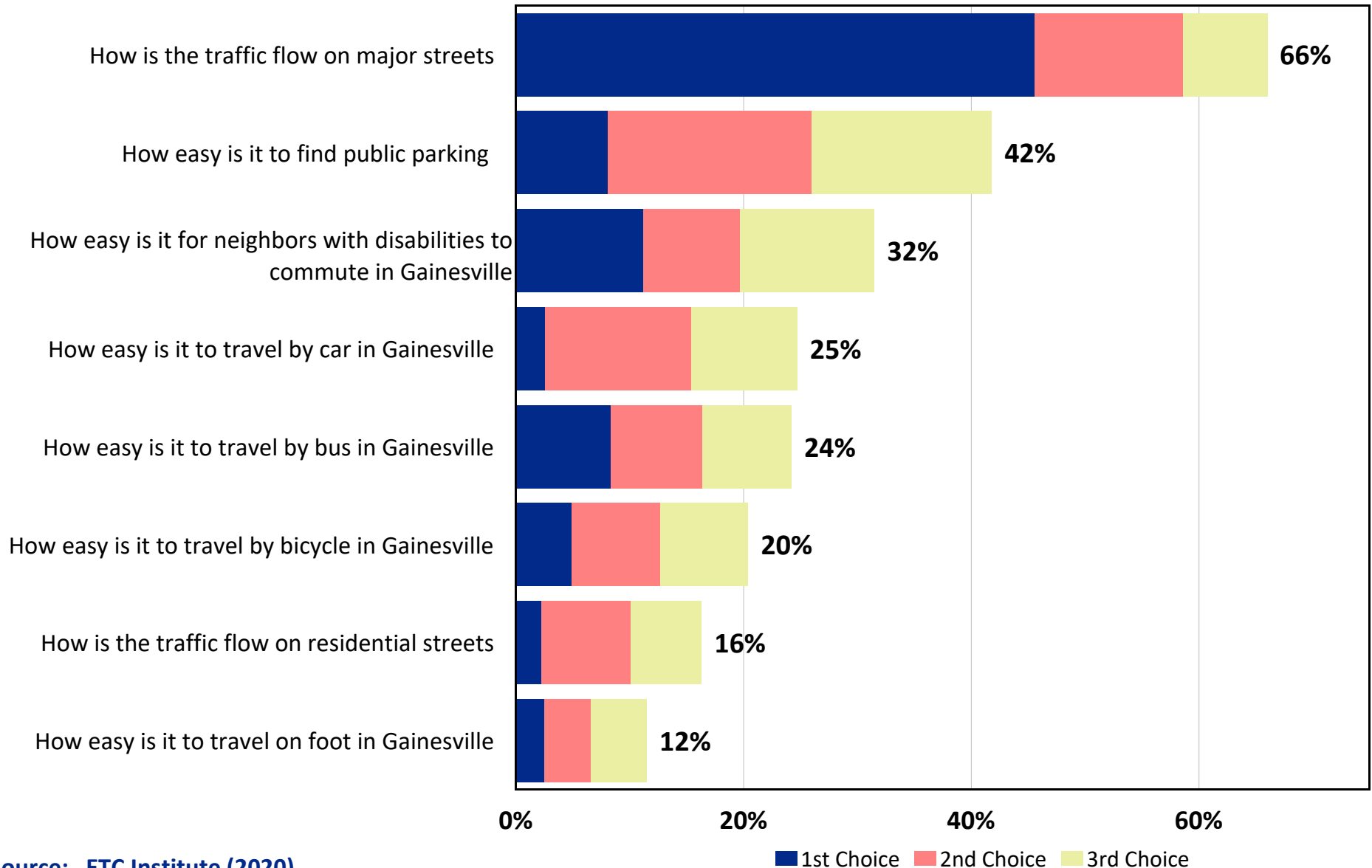
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q18. Mobility Items That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

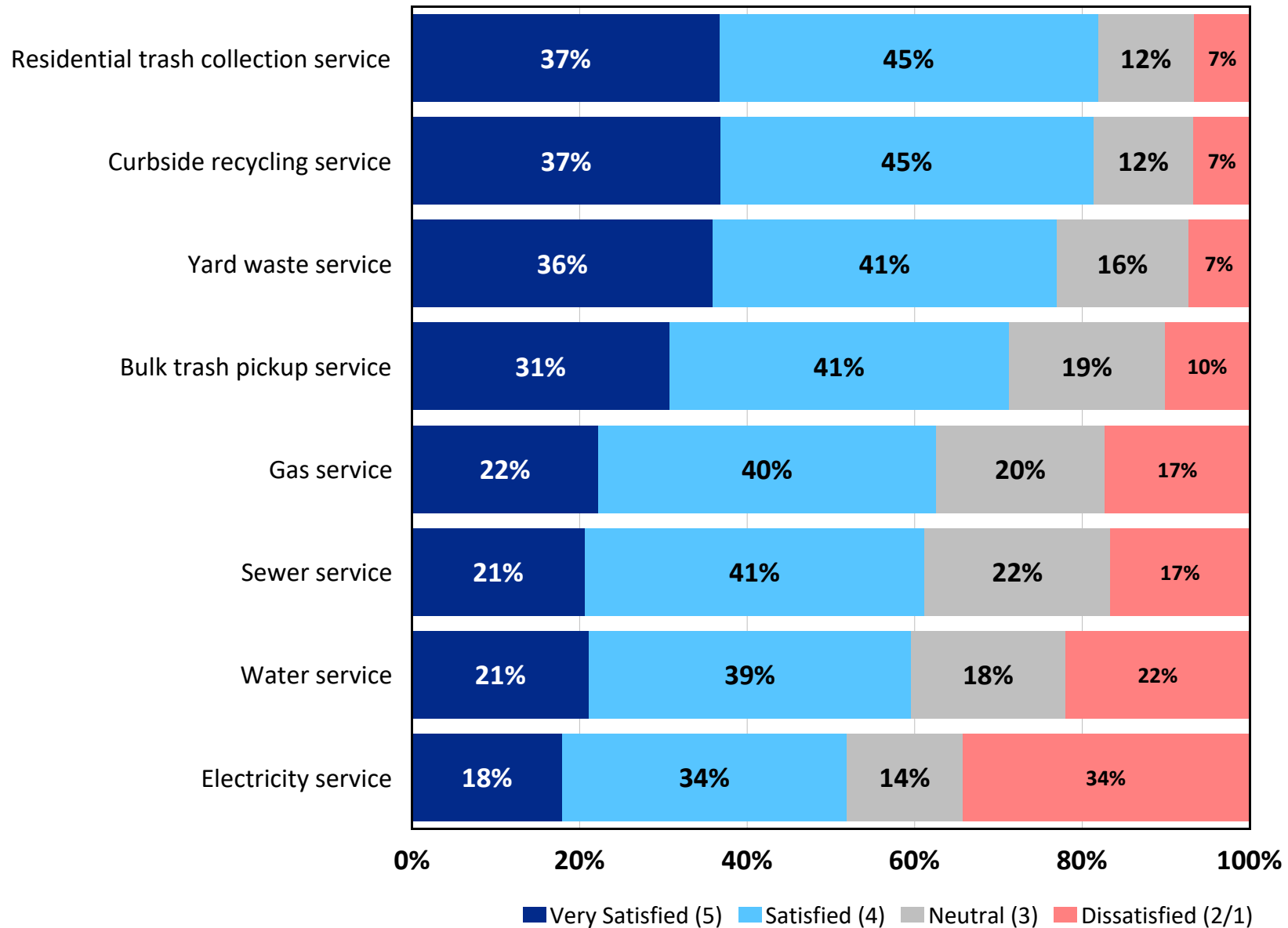
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q19. Satisfaction with Utilities

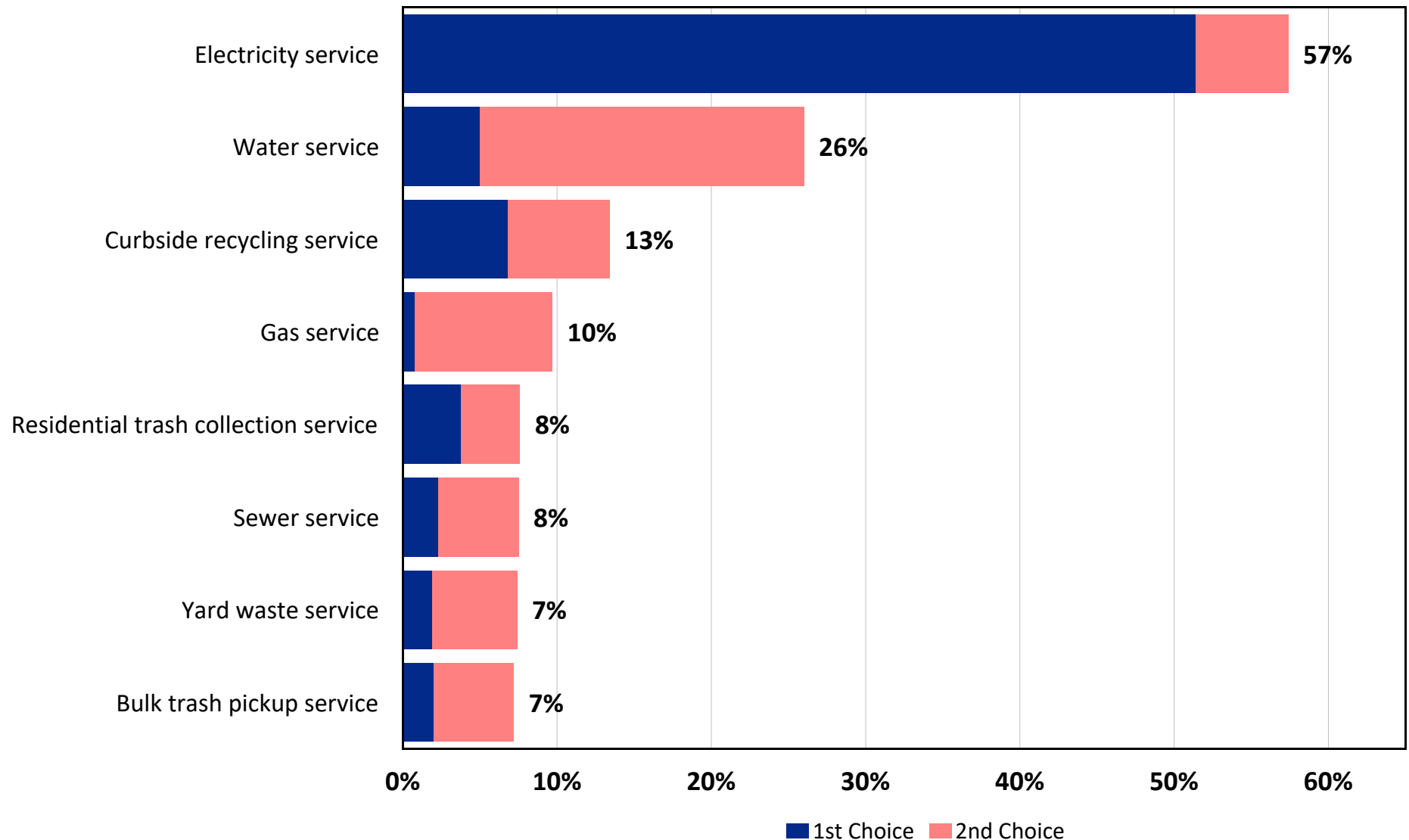
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q20. Utility Services That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

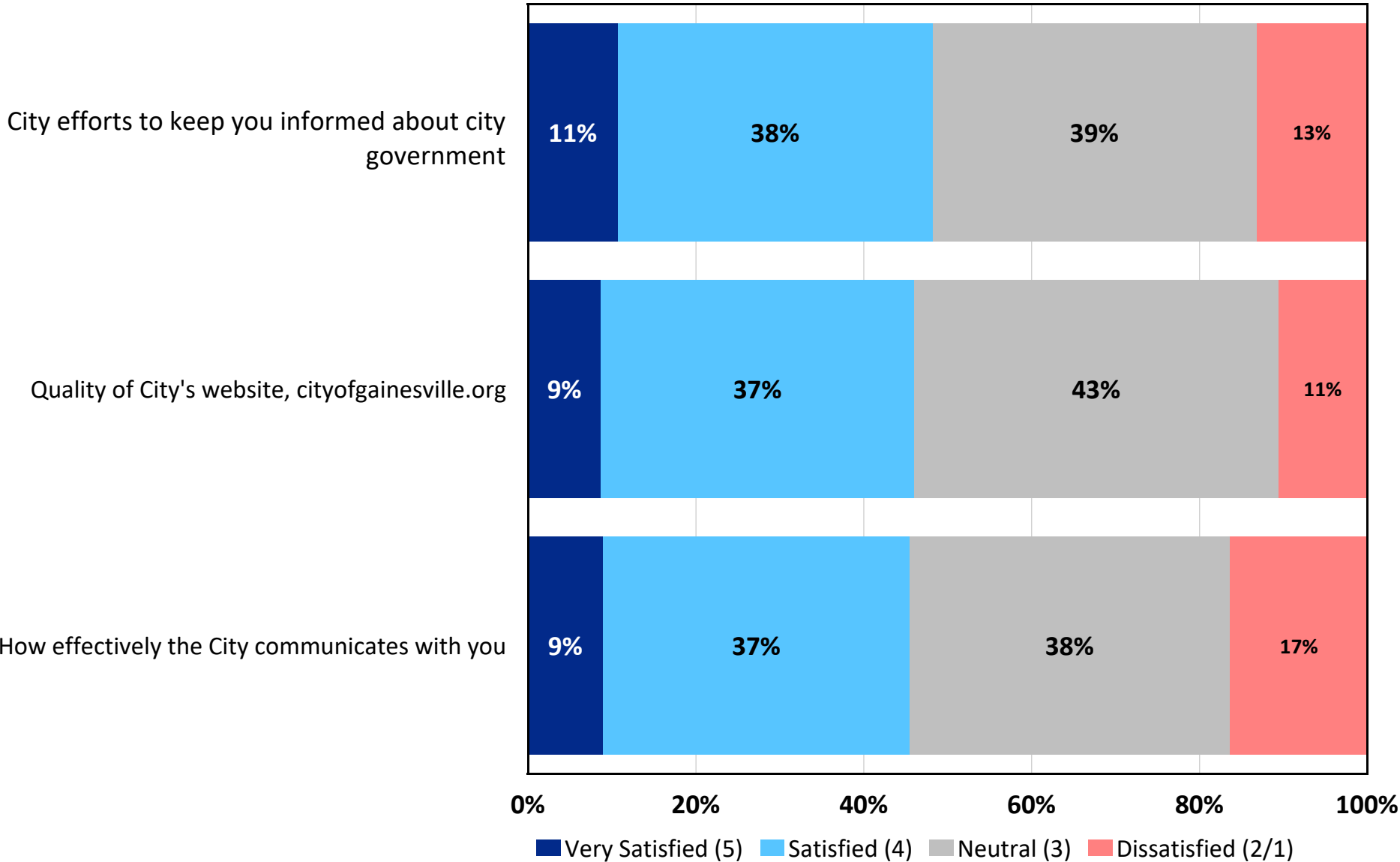
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

Q21. Satisfaction with Communication

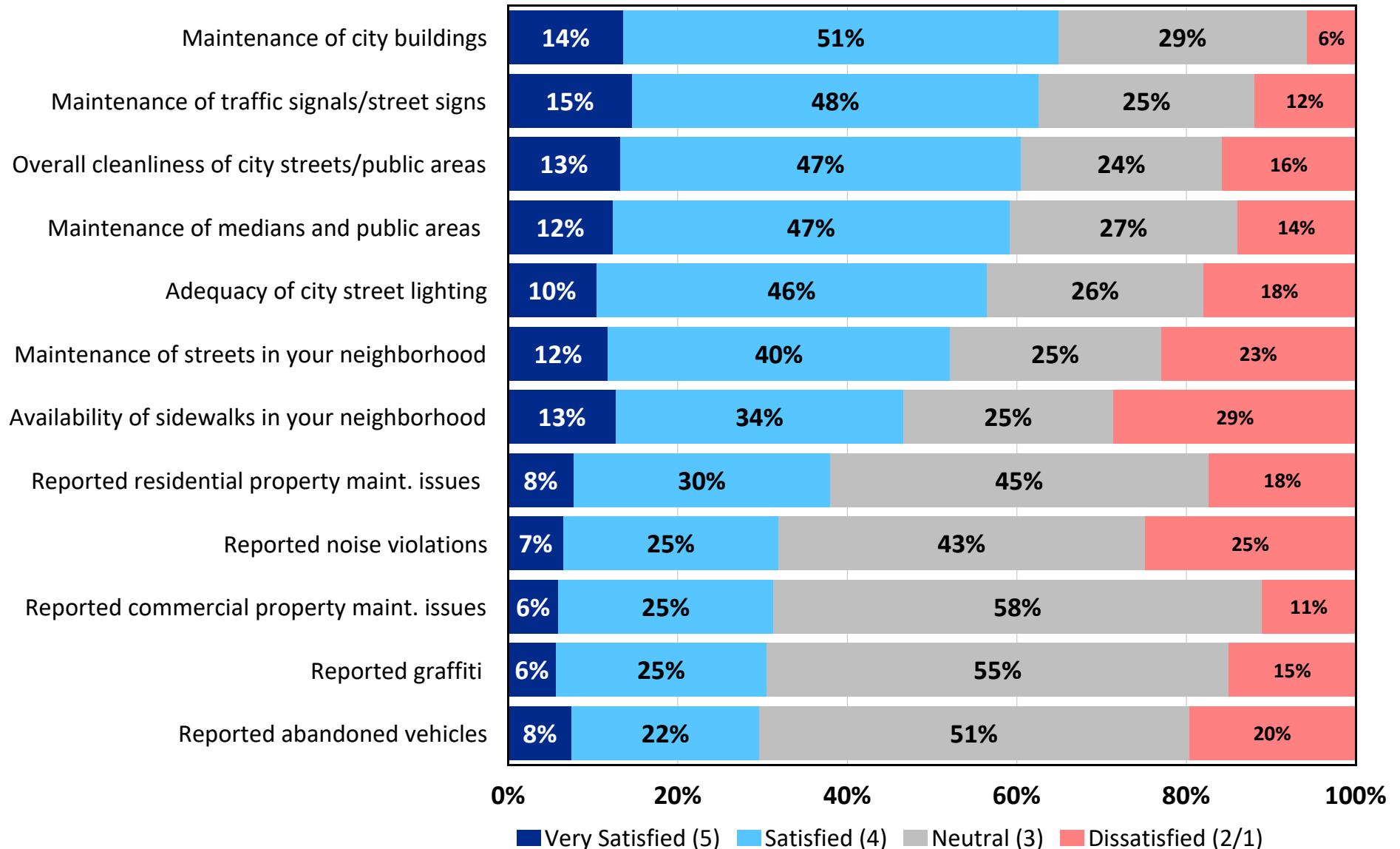
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q22. Satisfaction with Maintenance

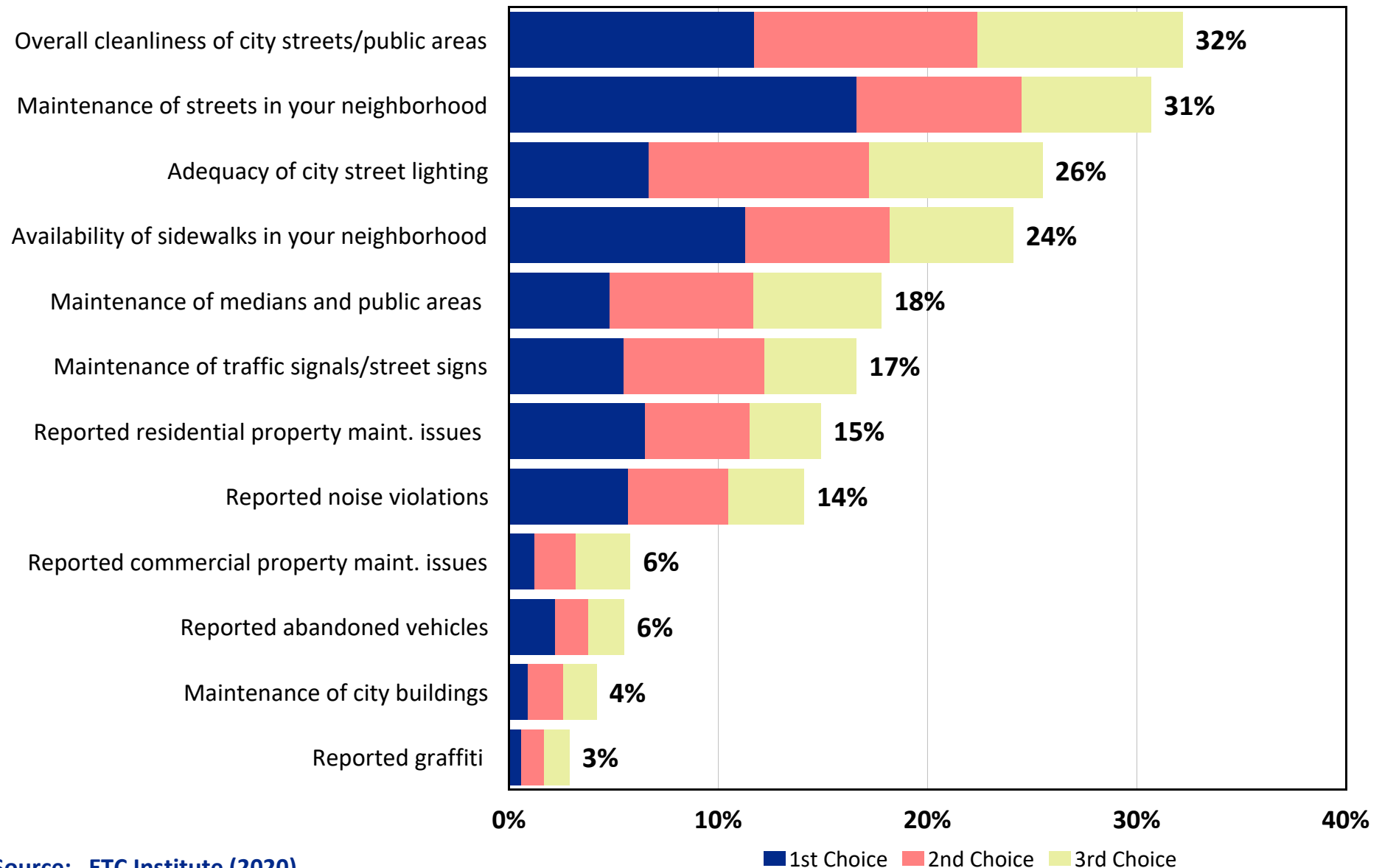
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q23. Maintenance Services That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

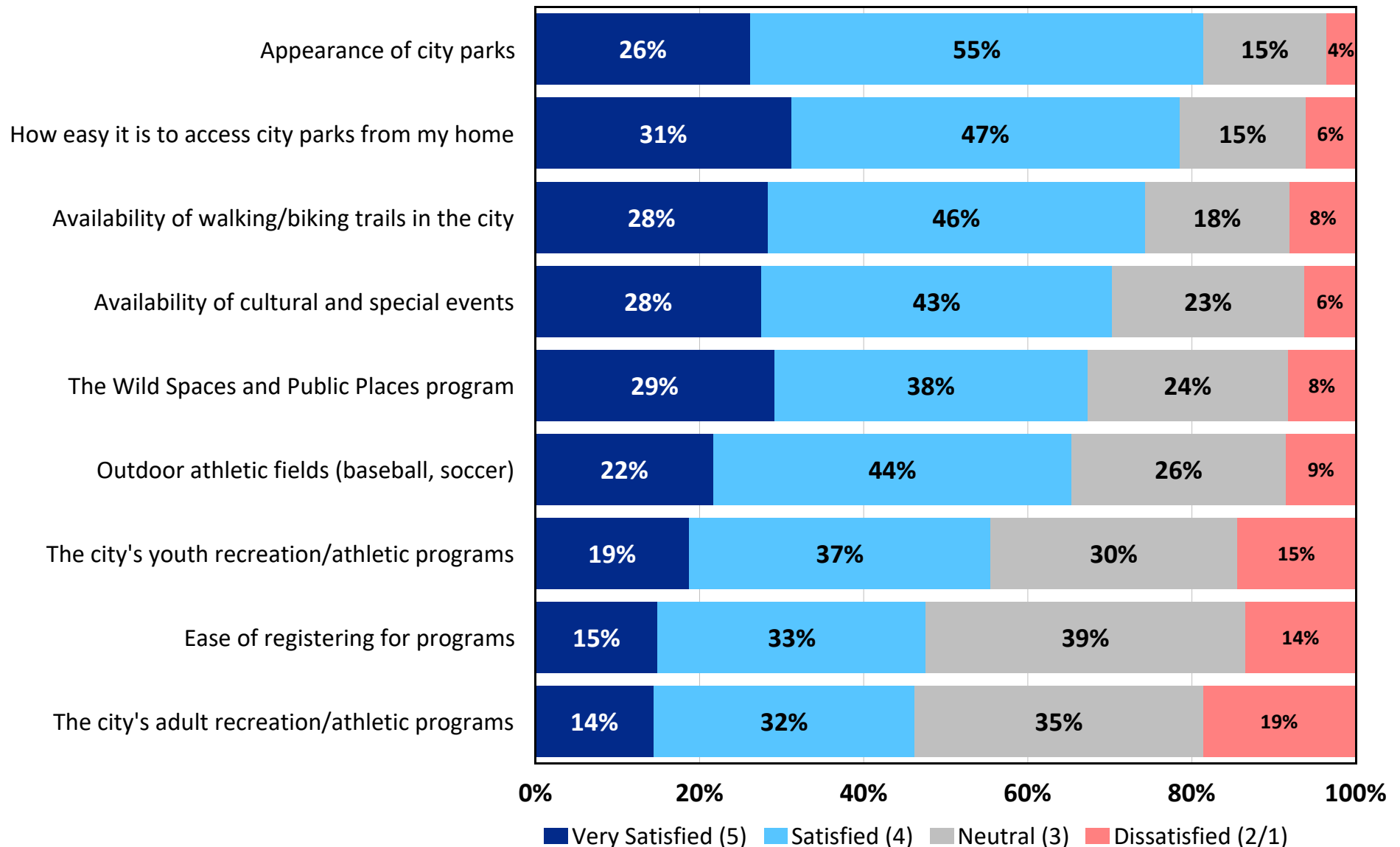
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q24. Satisfaction with Parks, Recreation, and Cultural Affairs

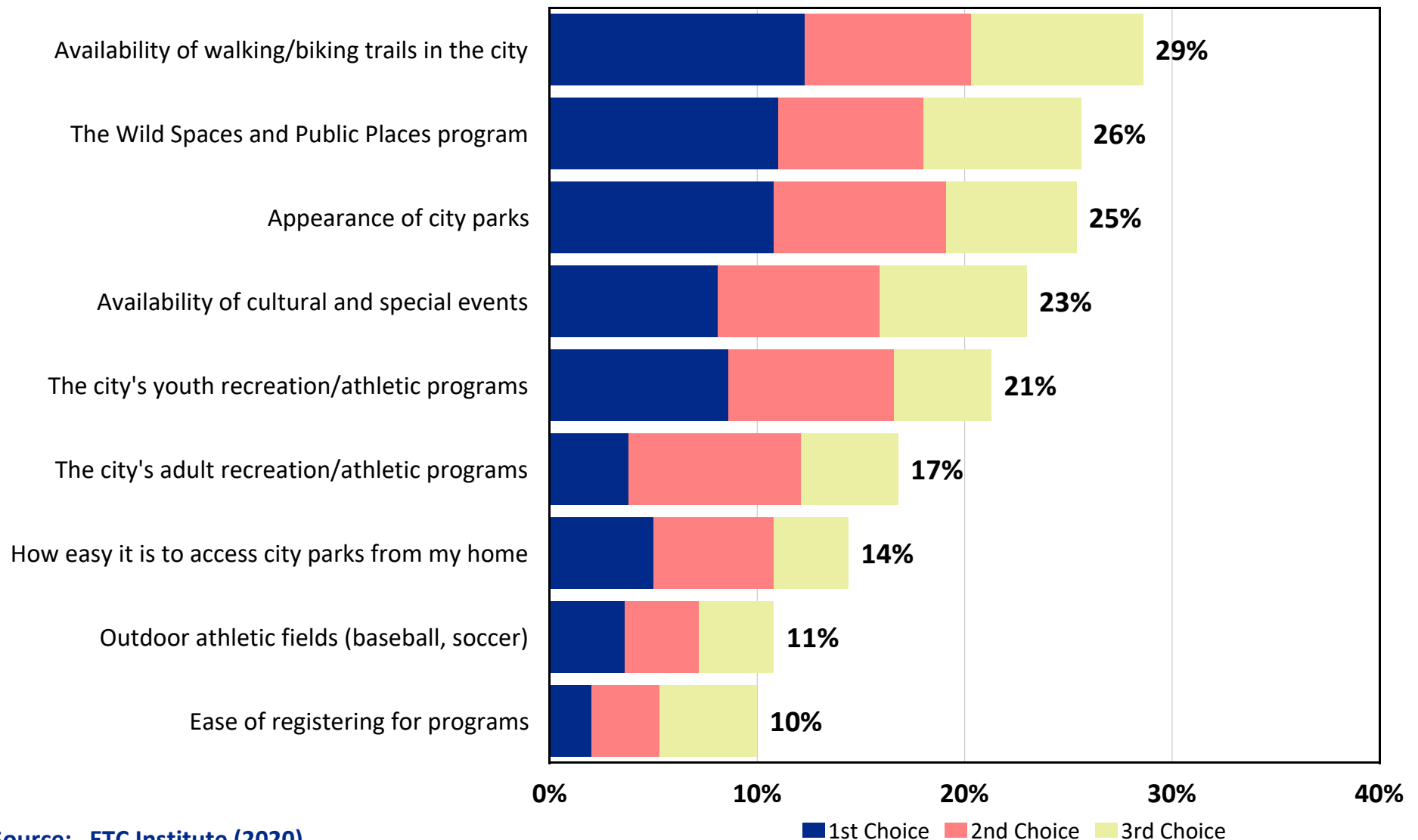
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q25. Parks, Recreation, and Cultural Affairs Services That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

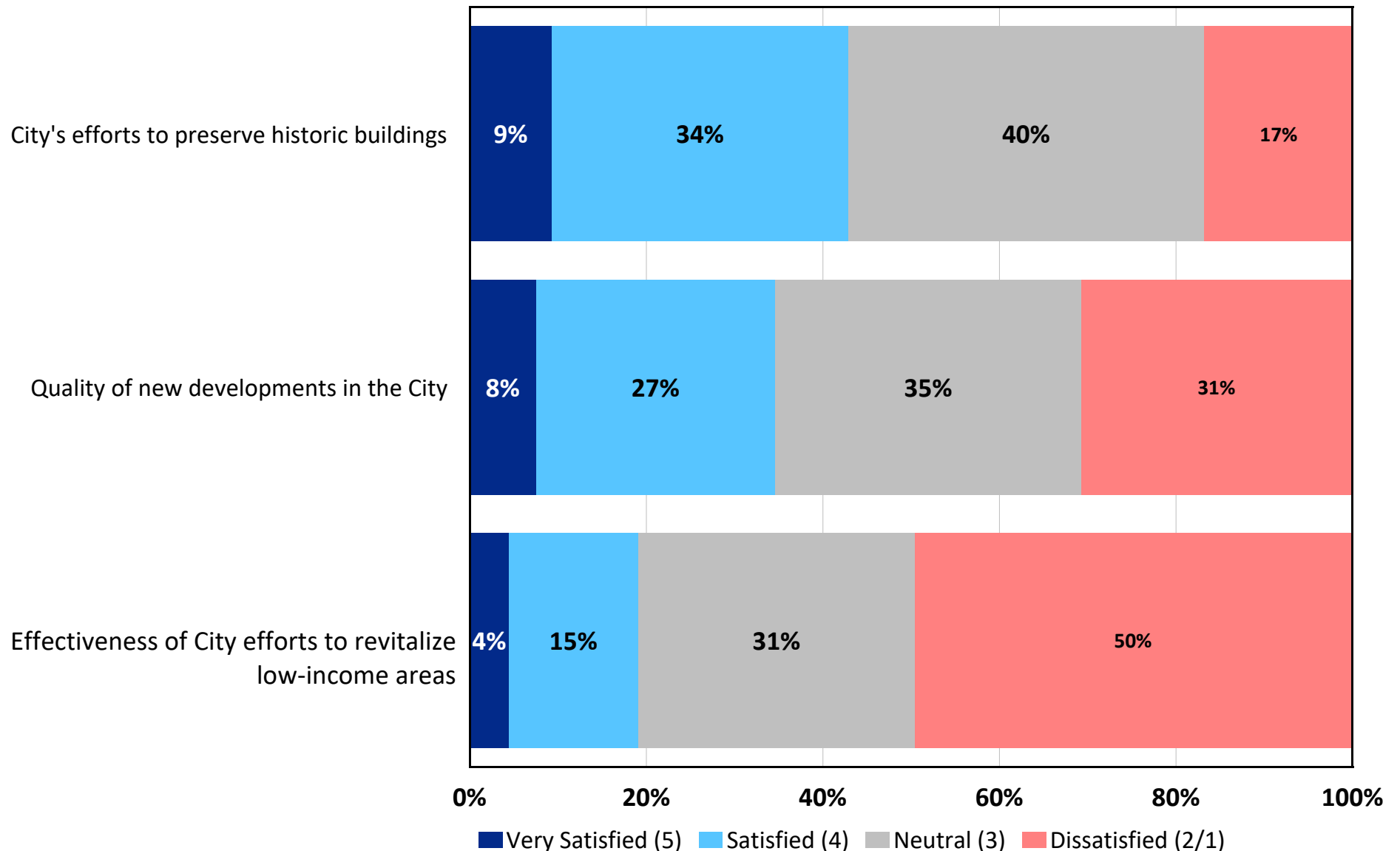
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q26. Satisfaction with Community Planning and Development

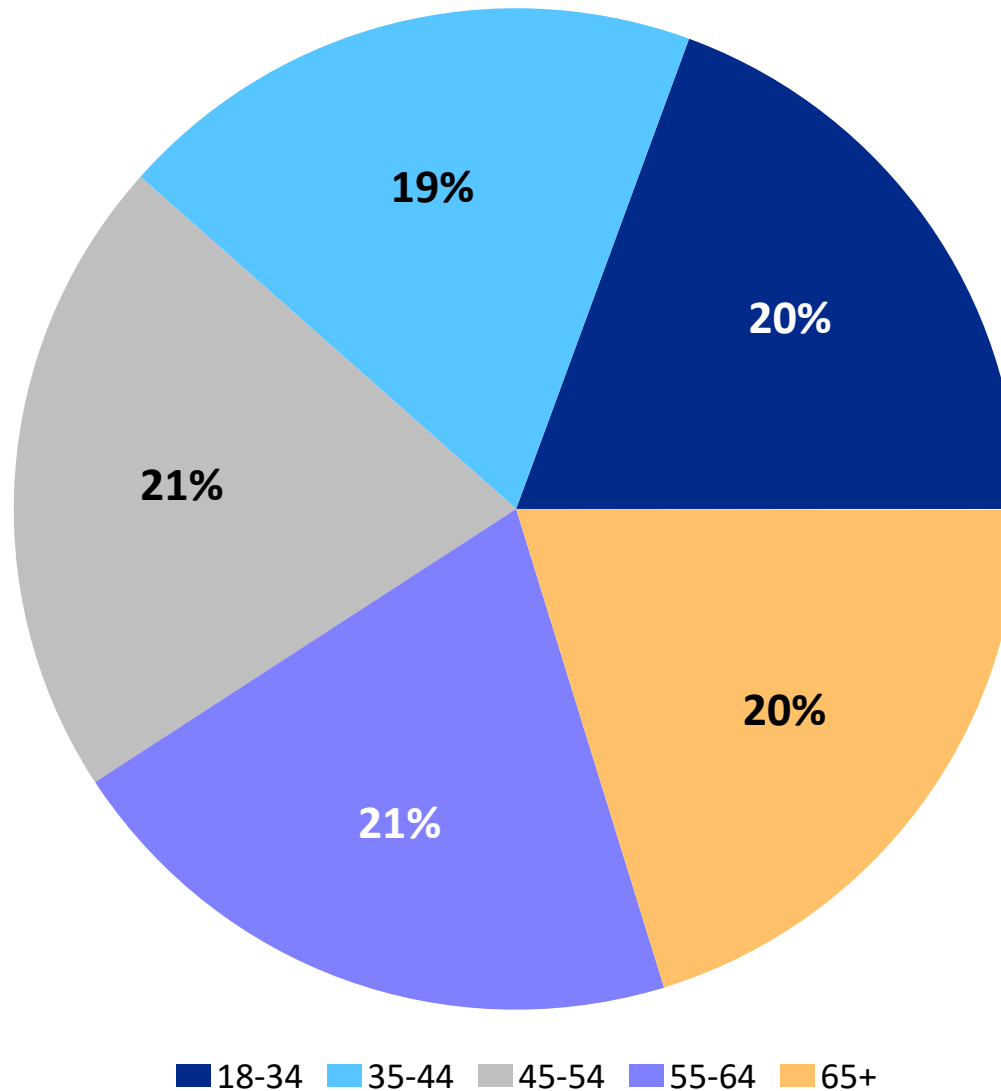
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q27. Demographics: What is your age?

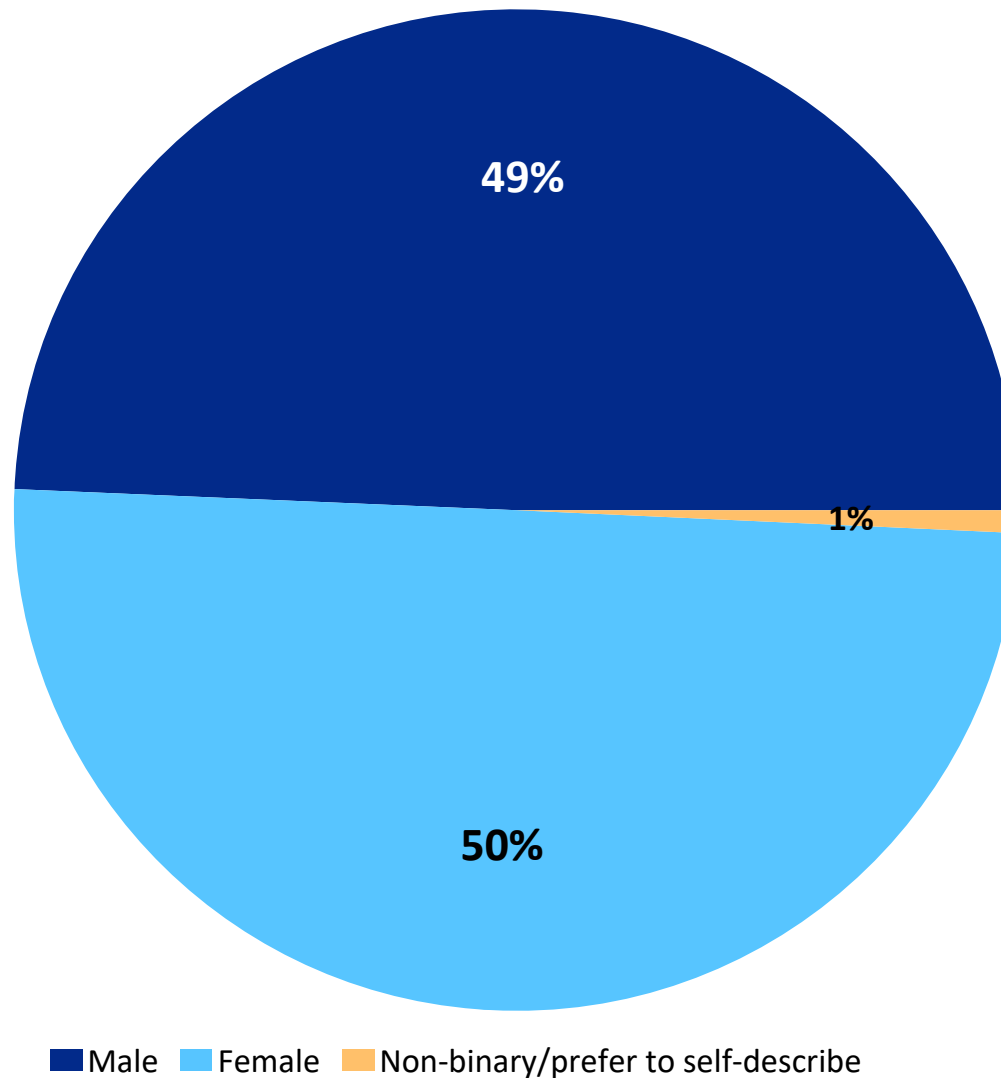
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q28. Demographics: Gender

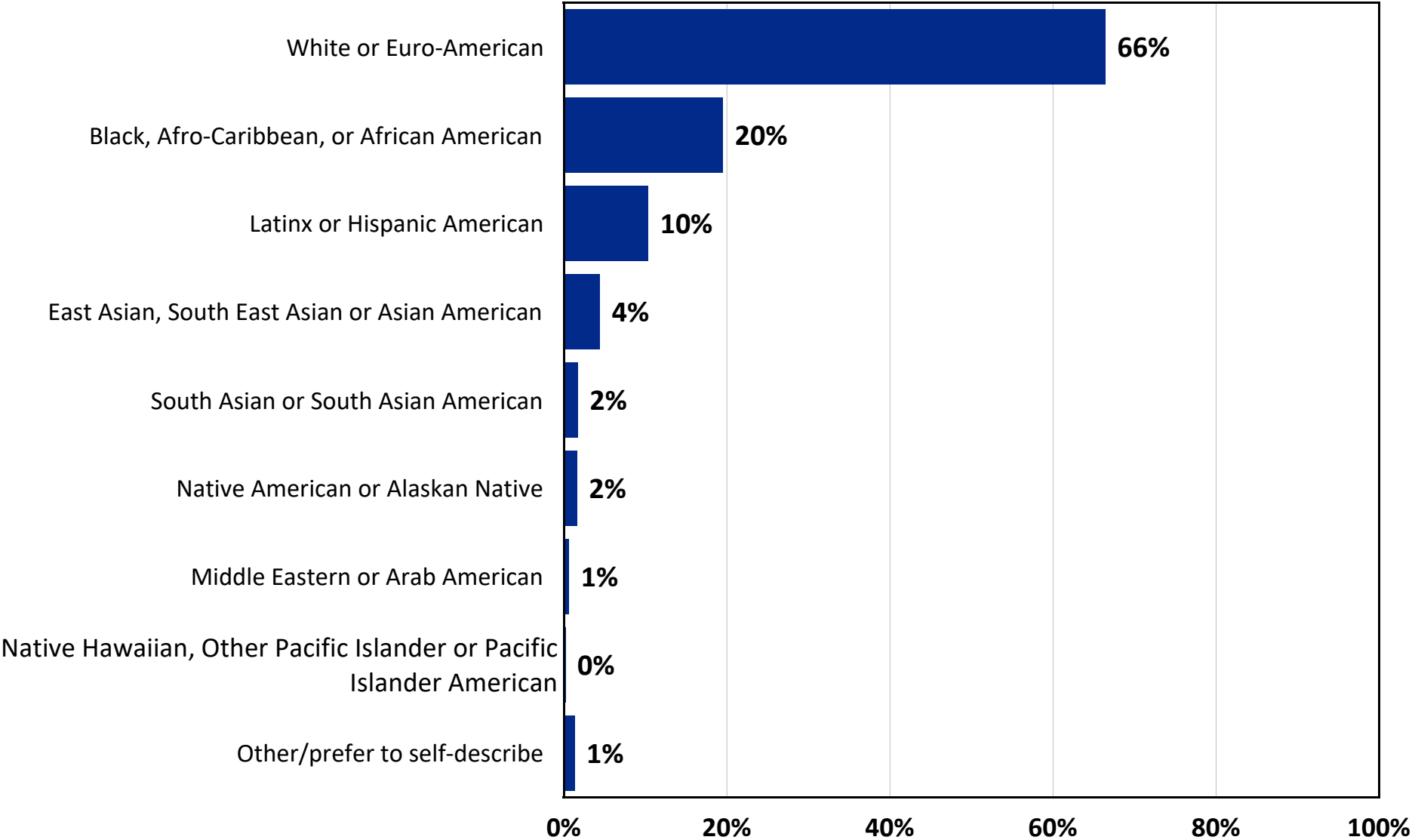
by percentage of respondents (excluding "not provided/prefer not to answer")



Source: ETC Institute (2020)

Q29. Demographics: How would you identify your ethnicity?

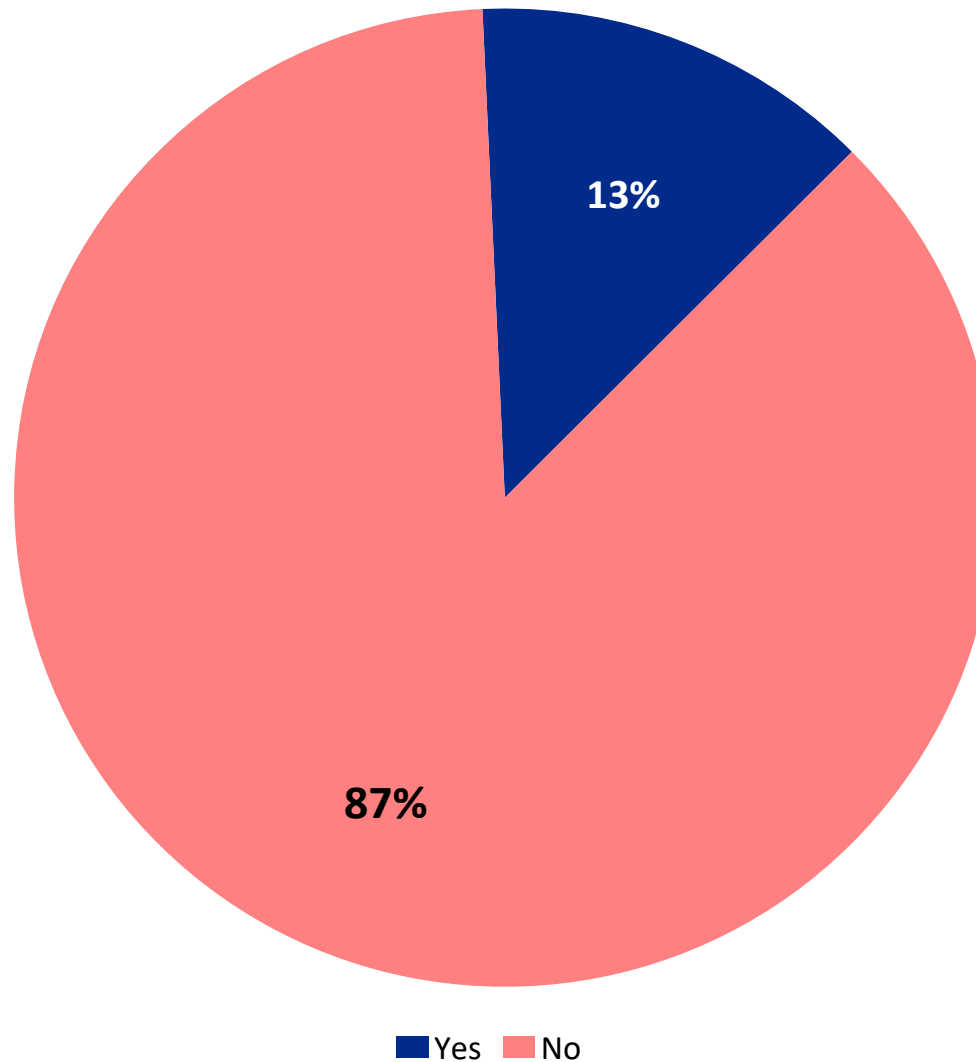
by percentage of respondents (excluding "prefer not to answer" - multiple choices could be made)



Source: ETC Institute (2020)

Q30. Demographics: Do you speak a language(s) other than English at home?

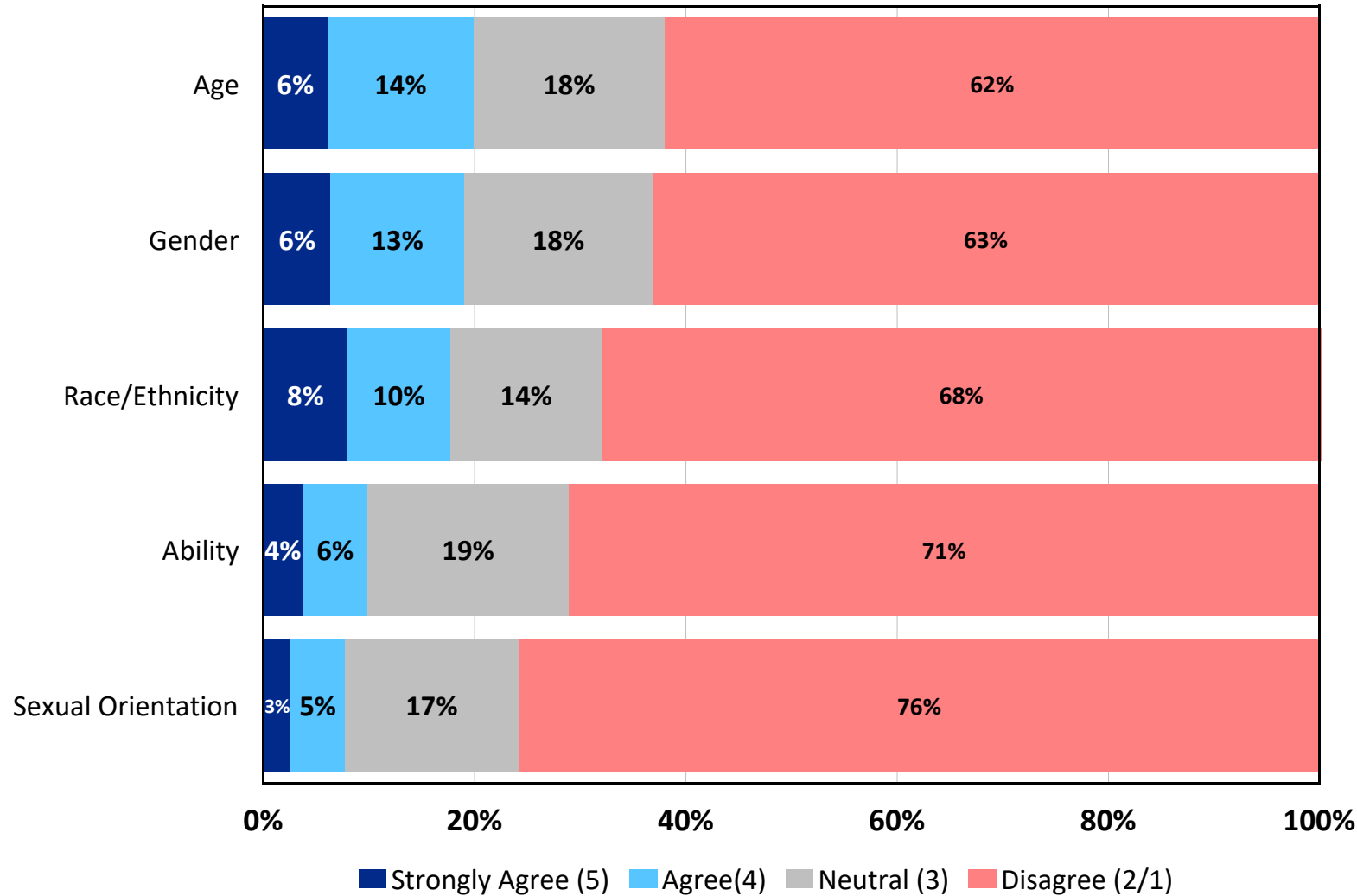
by percentage of respondents



Source: ETC Institute (2020)

Q31. Demographics: Agreement With the Following Statement for Each Item Below: *"In the past year, I have been treated unfairly due to my..."*

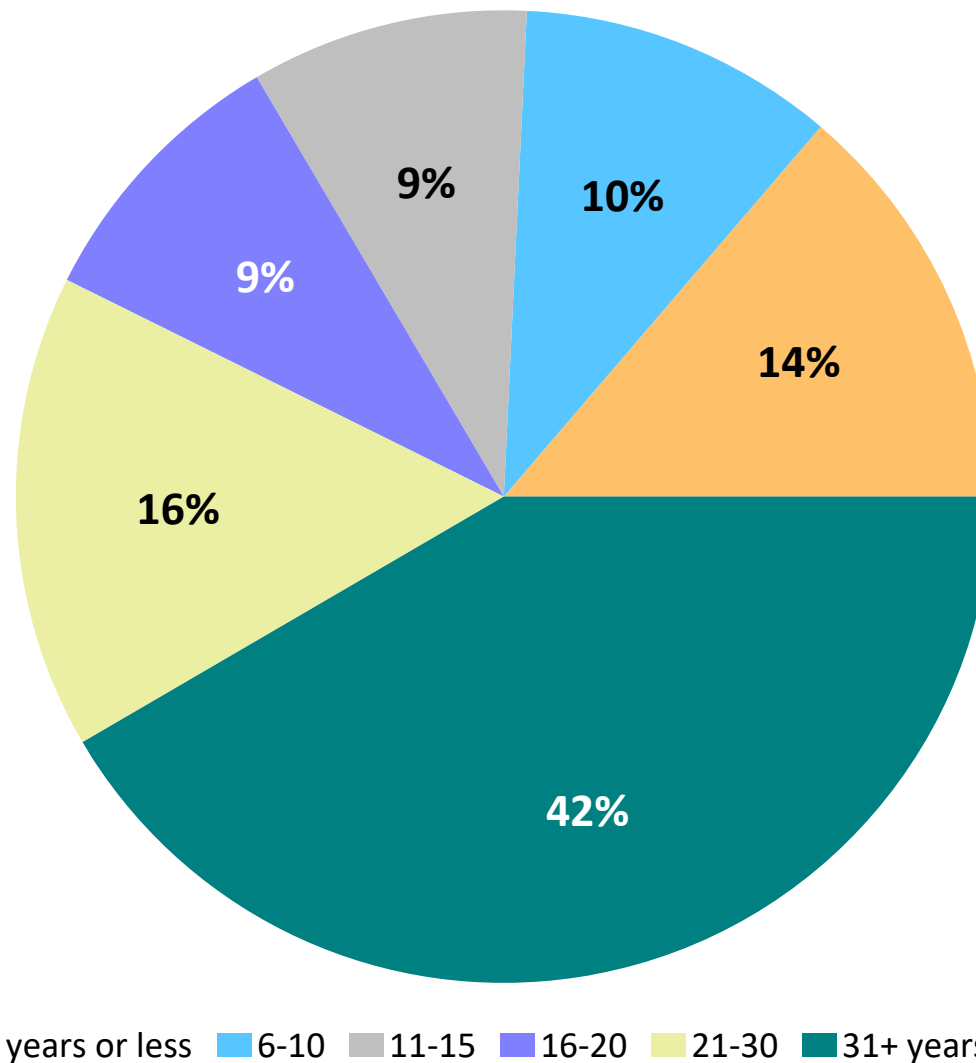
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q32. Demographics: How many years have you lived in Gainesville?

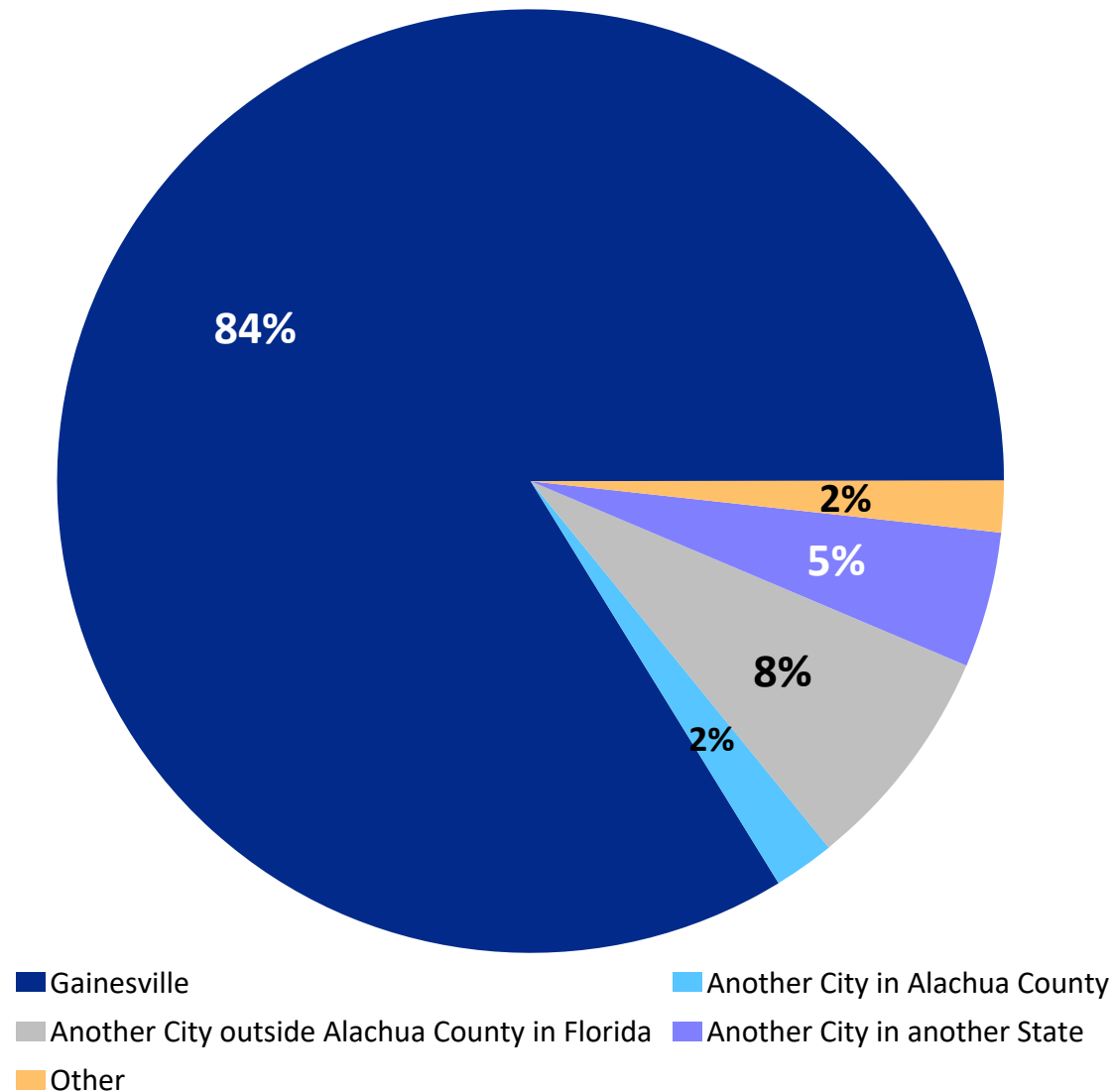
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q33. Demographics: Where do you plan to be living in the next 2-5 years?

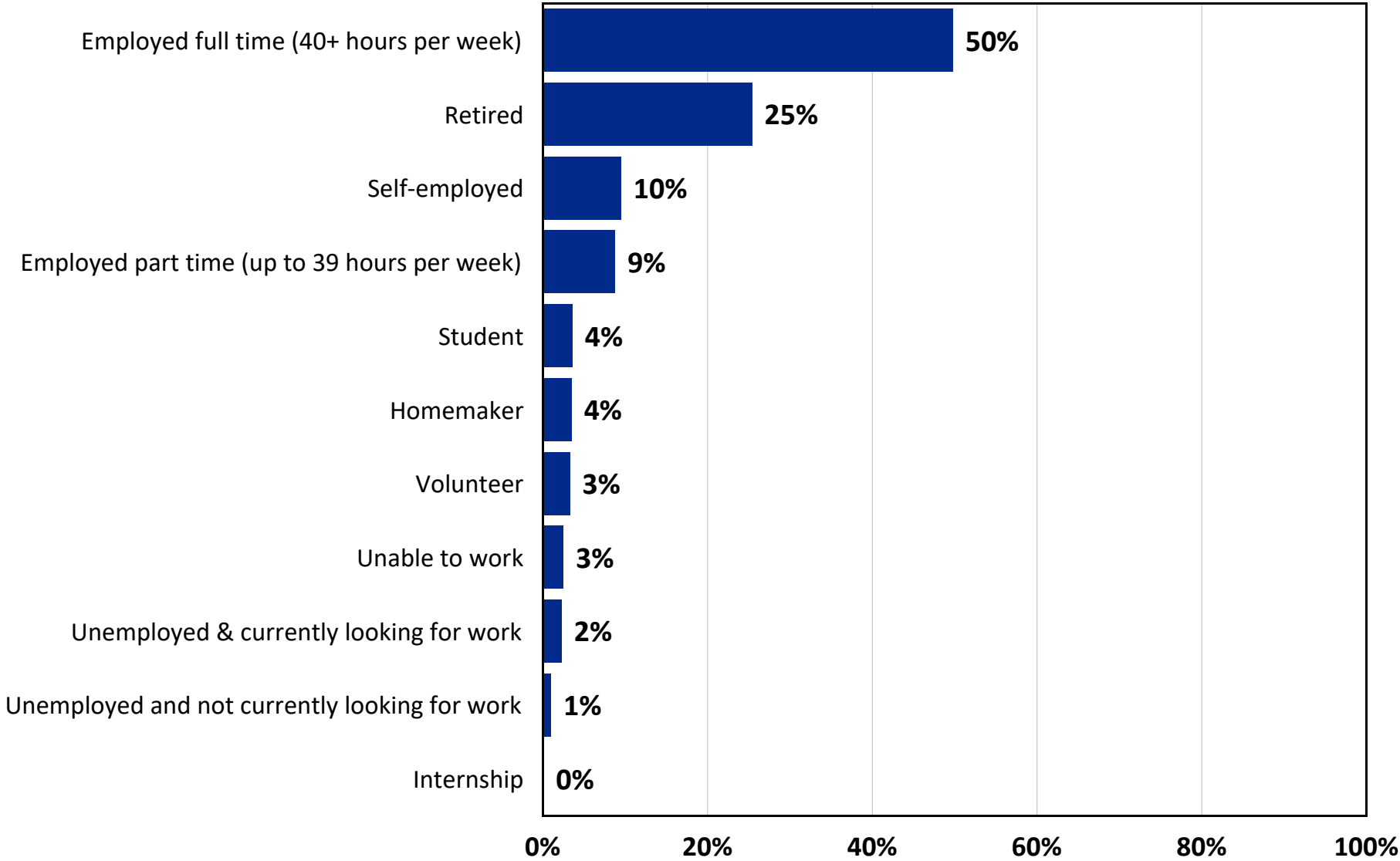
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q34. Demographics: What is your current employment status?

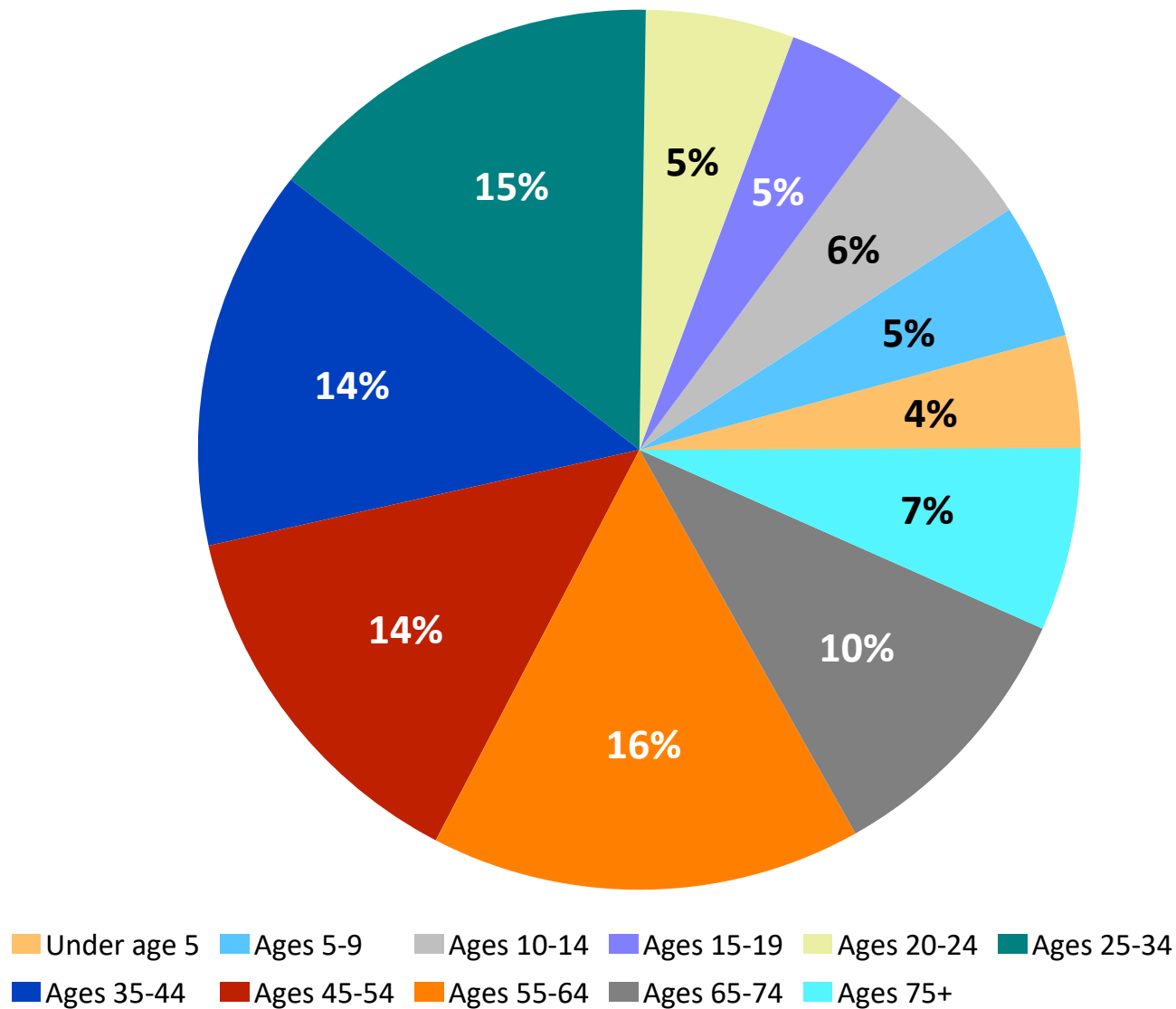
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Q35. Demographics: Ages of Household Members

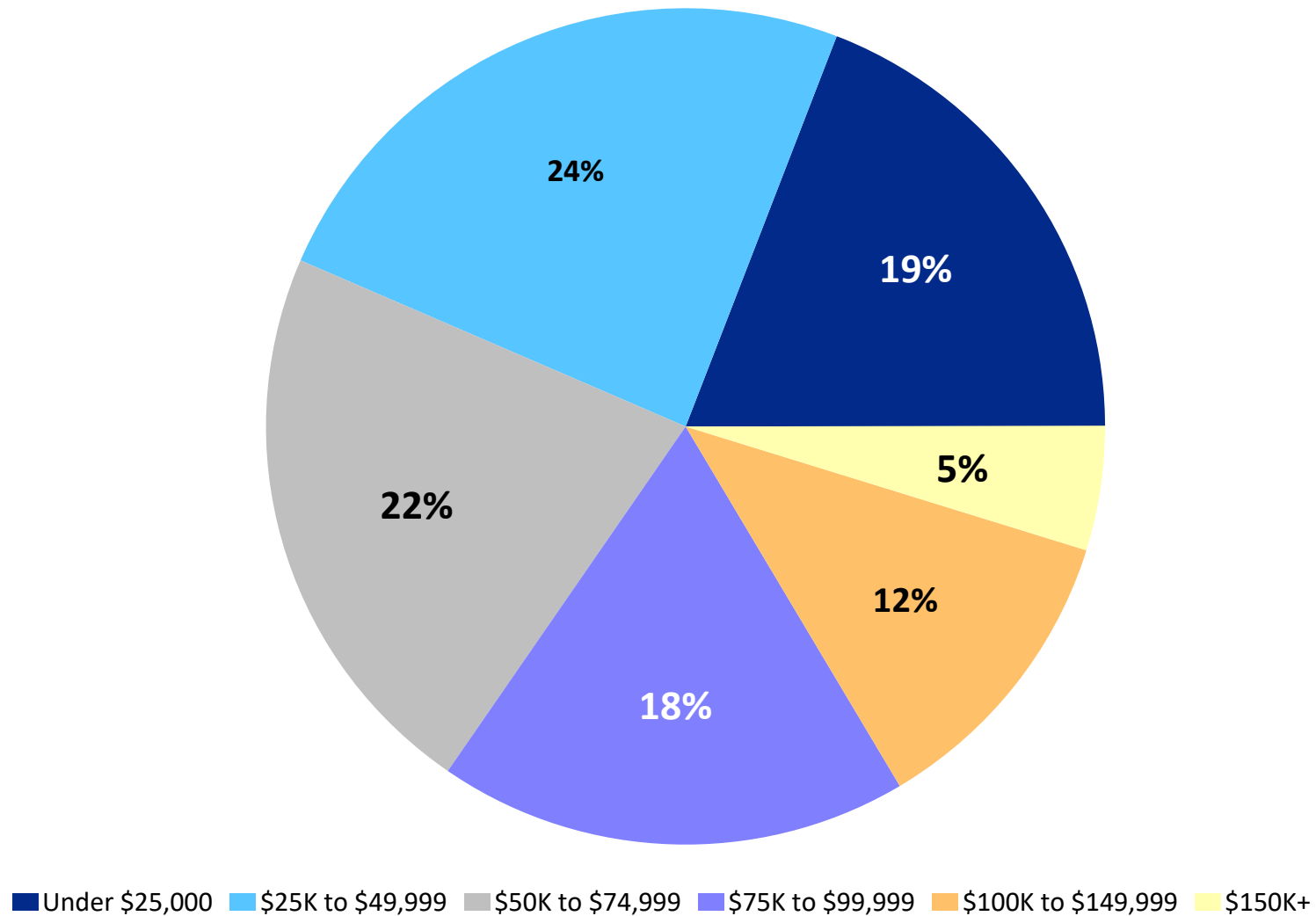
by percentage of persons in the household



Source: ETC Institute (2020)

Q36. Demographics: Total Household Income

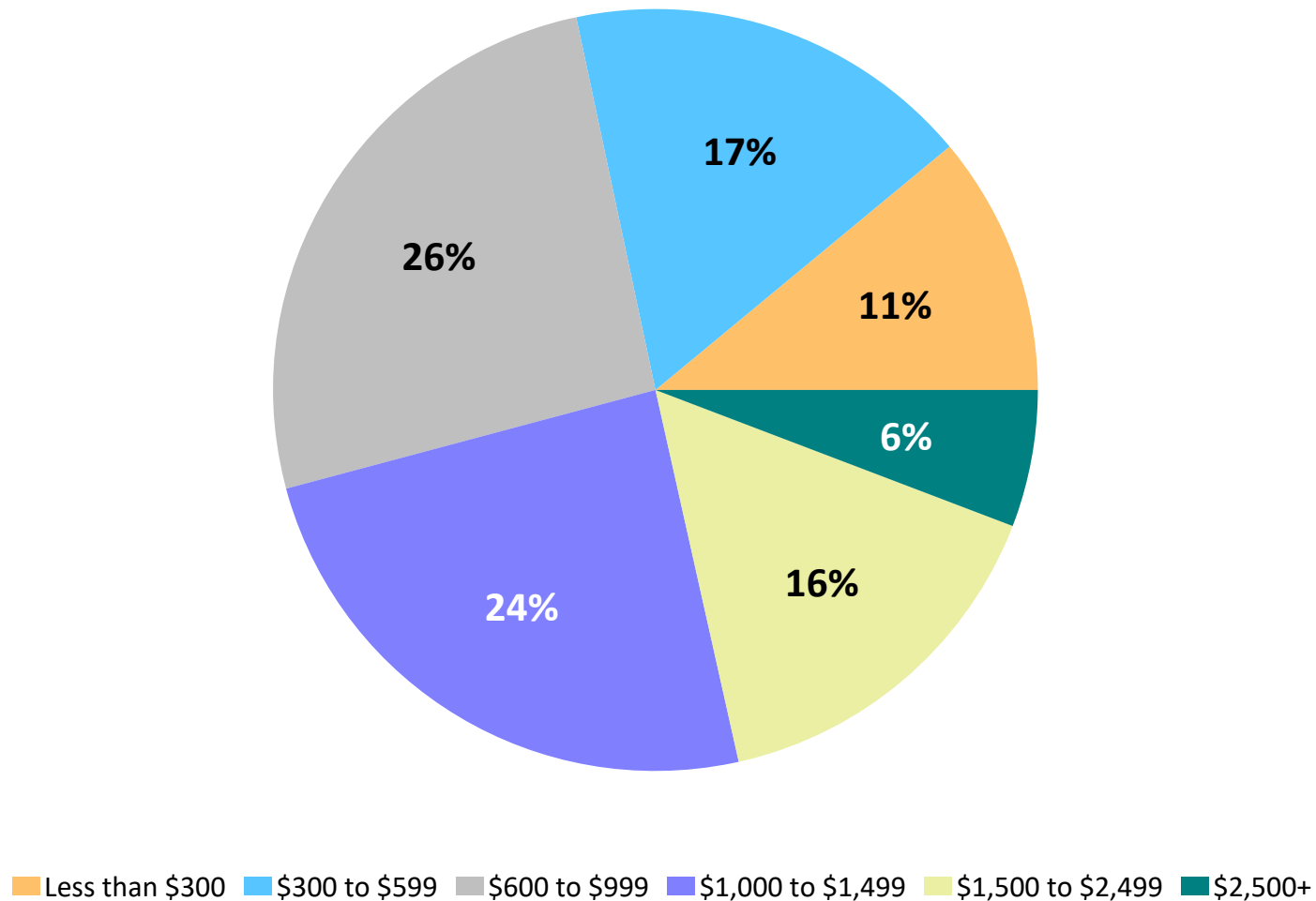
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q37. Demographics: How much do you pay per month for housing?

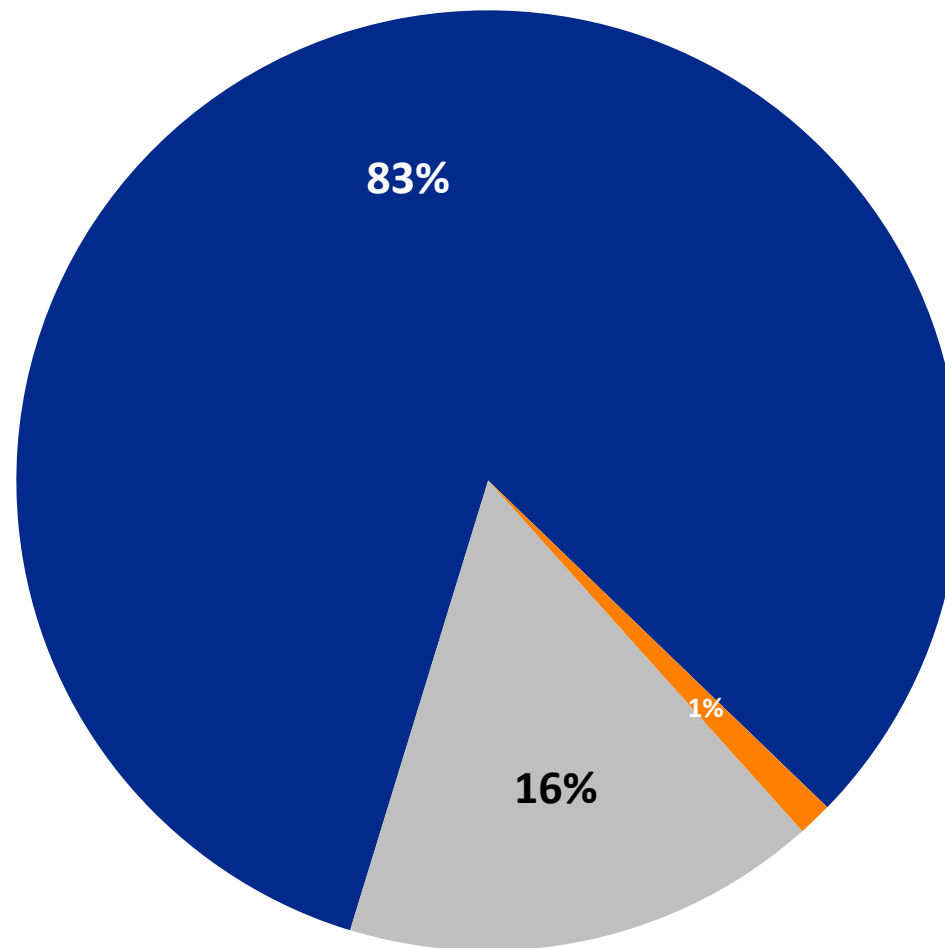
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q38. Demographics: What best describes the building you live in?

by percentage of respondents (excluding "not provided")

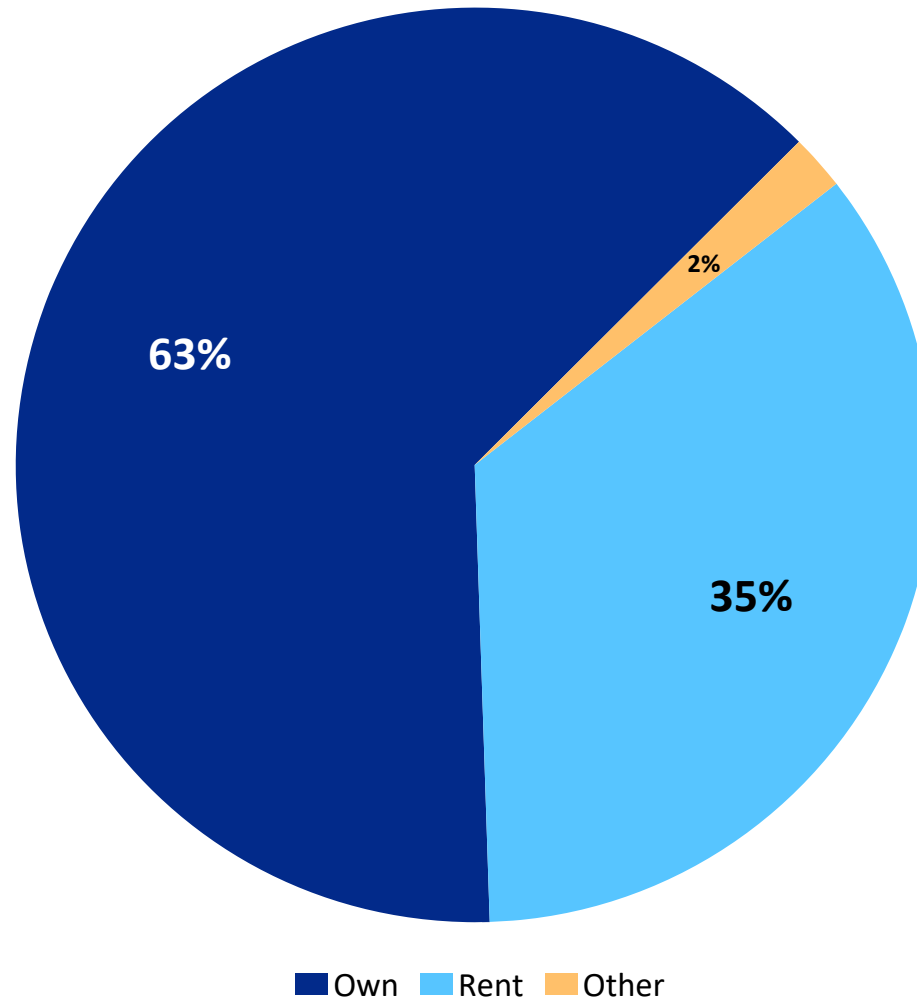


■ Single family home detached from any other homes ■ Building with two or more homes ■ Other

Source: ETC Institute (2020)

Q39. Demographics: Do you rent or own where you live?

by percentage of respondents (excluding "not provided")

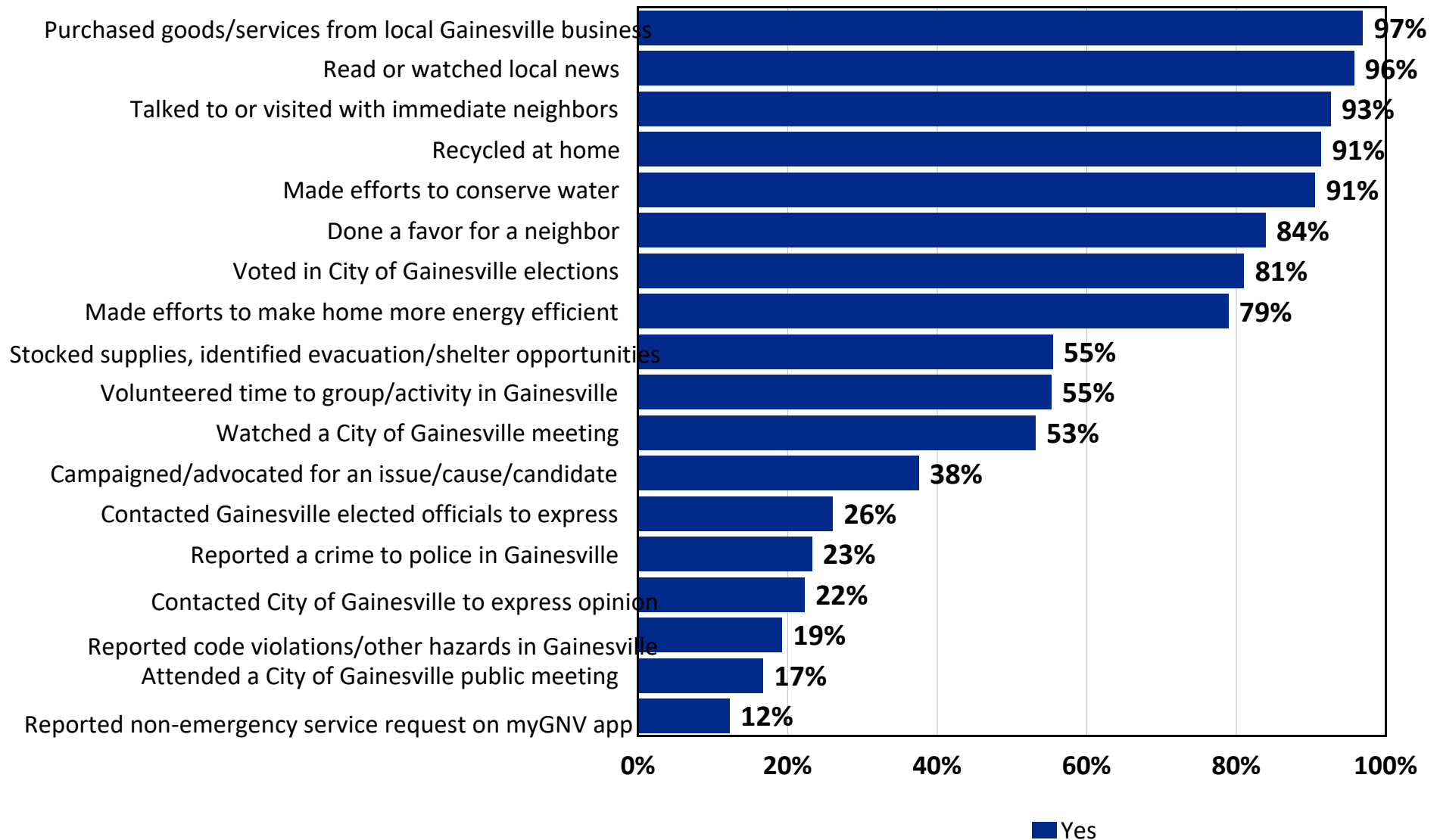


Source: ETC Institute (2020)

ETC Institute (2020)

Q40. Demographics: Have you done any of the following things in the past year?

by percentage of respondents who answered "yes" (excluding "not provided")



Source: ETC Institute (2020)

Section 2

Benchmarking Analysis



Benchmarking Summary Report

Gainesville, Florida

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from four sources: (1) a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of more than 4,000 residents across the United States, (2) a regional survey administered to over 300 residents living in the state of Florida during the summer of 2019, (3) “peer” cities that were selected by the City of Gainesville, and (4) “selected” cities that were chose by ETC Institute, with input from the City of Gainesville.

There are three sets of charts in this report:

- The **first set** shows how the results for the City of Gainesville compare to the United States national and the Florida regional averages based on the results of the 2019 survey that was administered by ETC institute. The results for the City of Gainesville are shown in blue, the Florida averages are shown in red, and the National averages are shown in yellow.
- The **second set** shows how the results for the City of Gainesville compare to average of “peer” cities. The peer cities were chosen by the City of Gainesville, and include the following cities:
 - Columbia, MO
 - Coral Springs, FL
 - Durham, NC
 - Fort Lauderdale, FL
 - Kansas City, MO
 - Miami Beach, FL
 - South Bend, IN



- The **third set** shows how the results for the City of Gainesville compare to average of “selected” cities. The selected cities were chosen based on a combination of population and location. The selected cities were chosen by ETC Institute, with input from the City of Gainesville, and include the following cities:
 - Auburn, AL
 - Chapel Hill, NC
 - Fayetteville, NC
 - Greenville, NC
 - Independence, MO
 - Lawrence, KS
 - Meridian, ID
 - Pueblo, CO
 - Tamarac, FL
 - Wilmington, NC

Benchmark Data

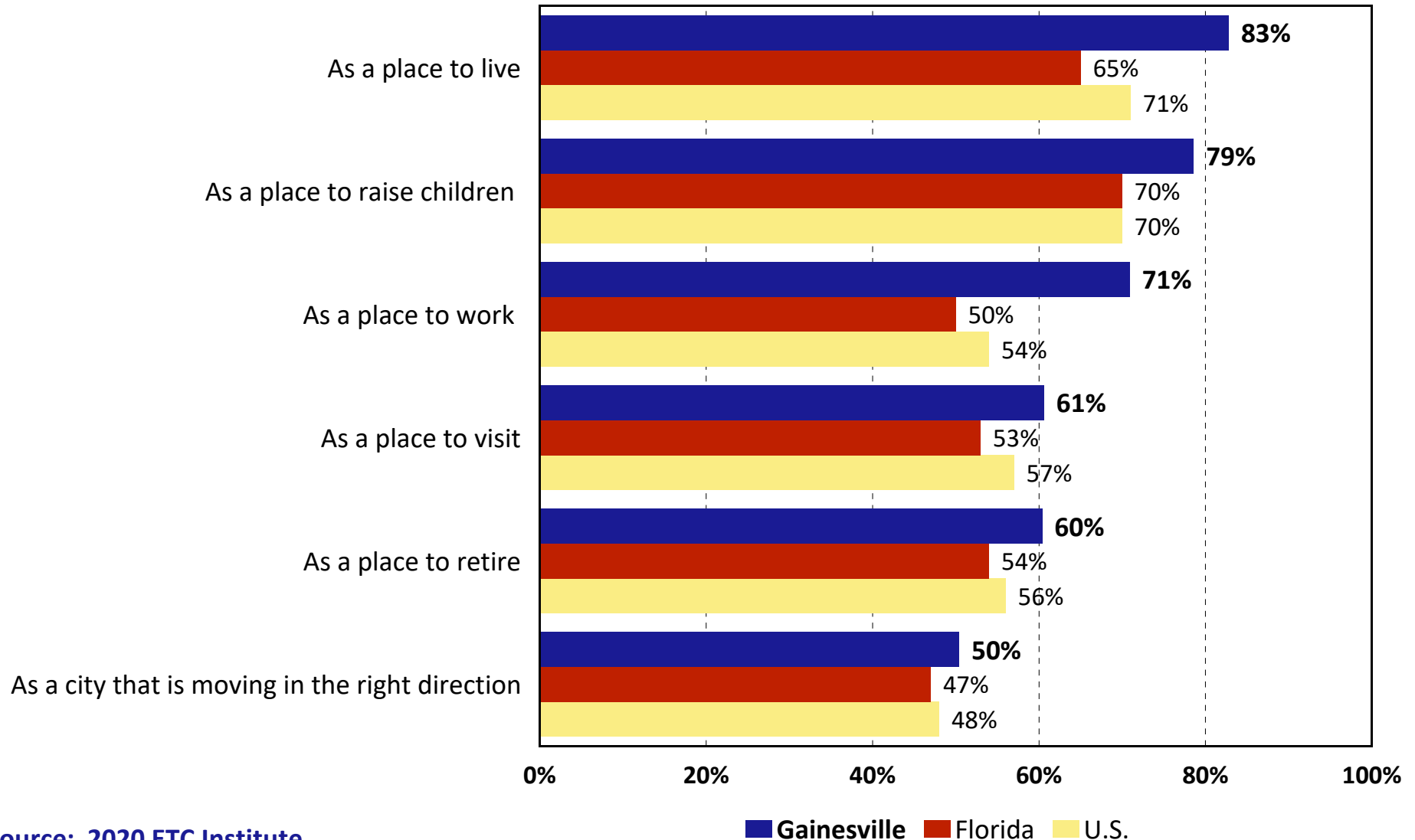
The charts on the following pages show how the results for the City of Gainesville compare to the Florida Average and the National Average. The red bar shows the results of a regional survey that was administered by ETC Institute during the summer of 2019, and the yellow bar shows the results of a national survey that was also administered by ETC Institute during the summer of 2019.

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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")

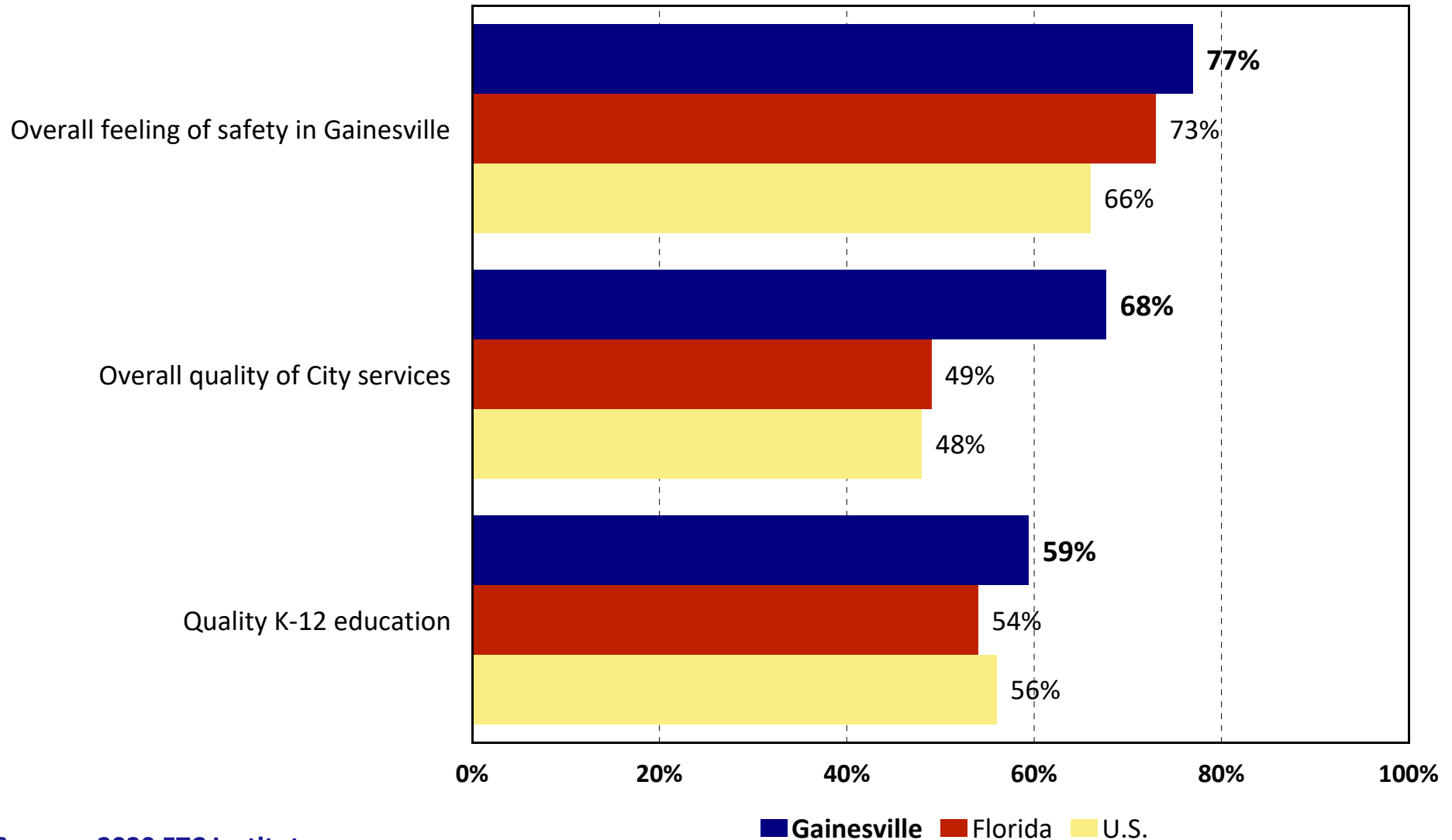


Source: 2020 ETC Institute

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")

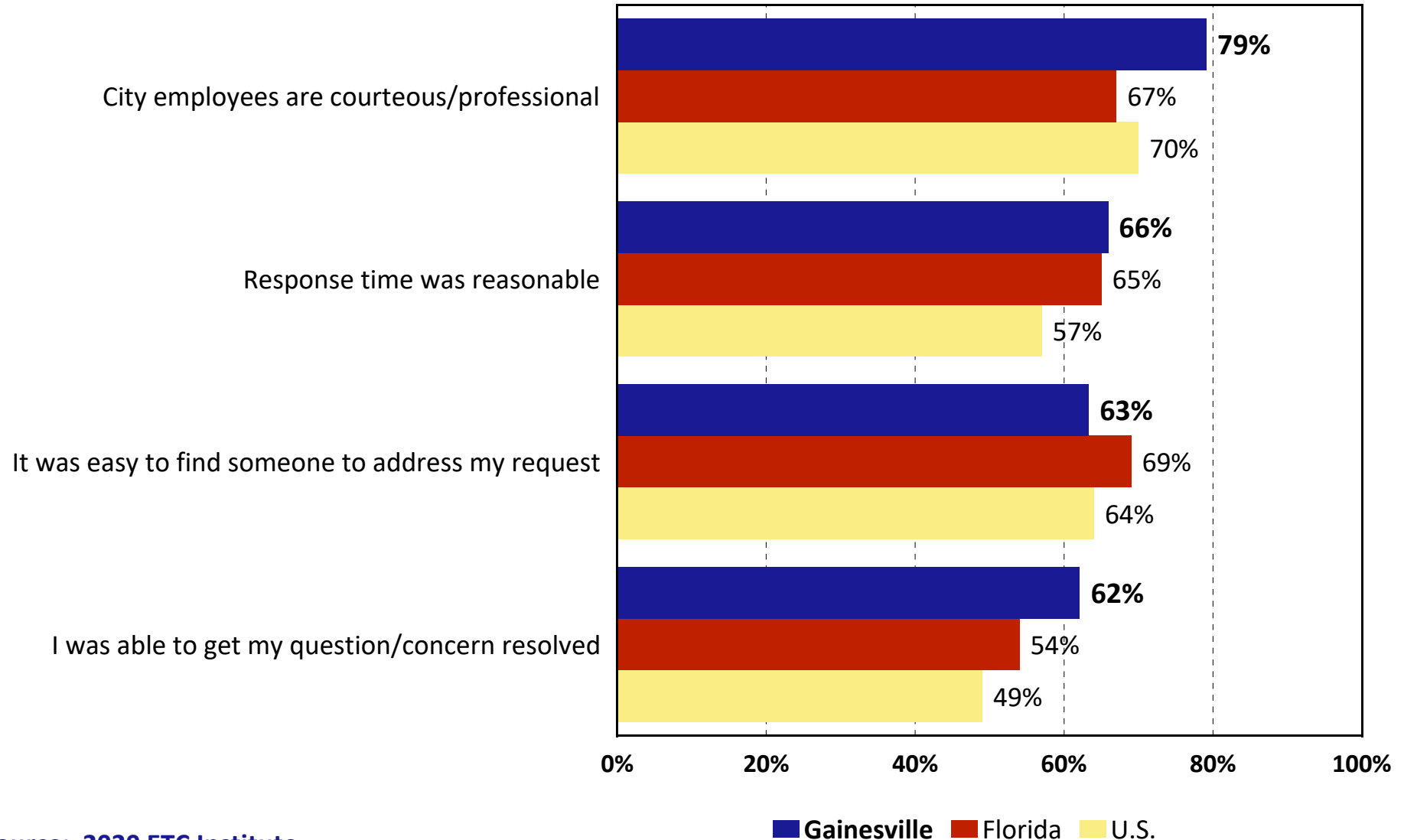


Source: 2020 ETC Institute

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")

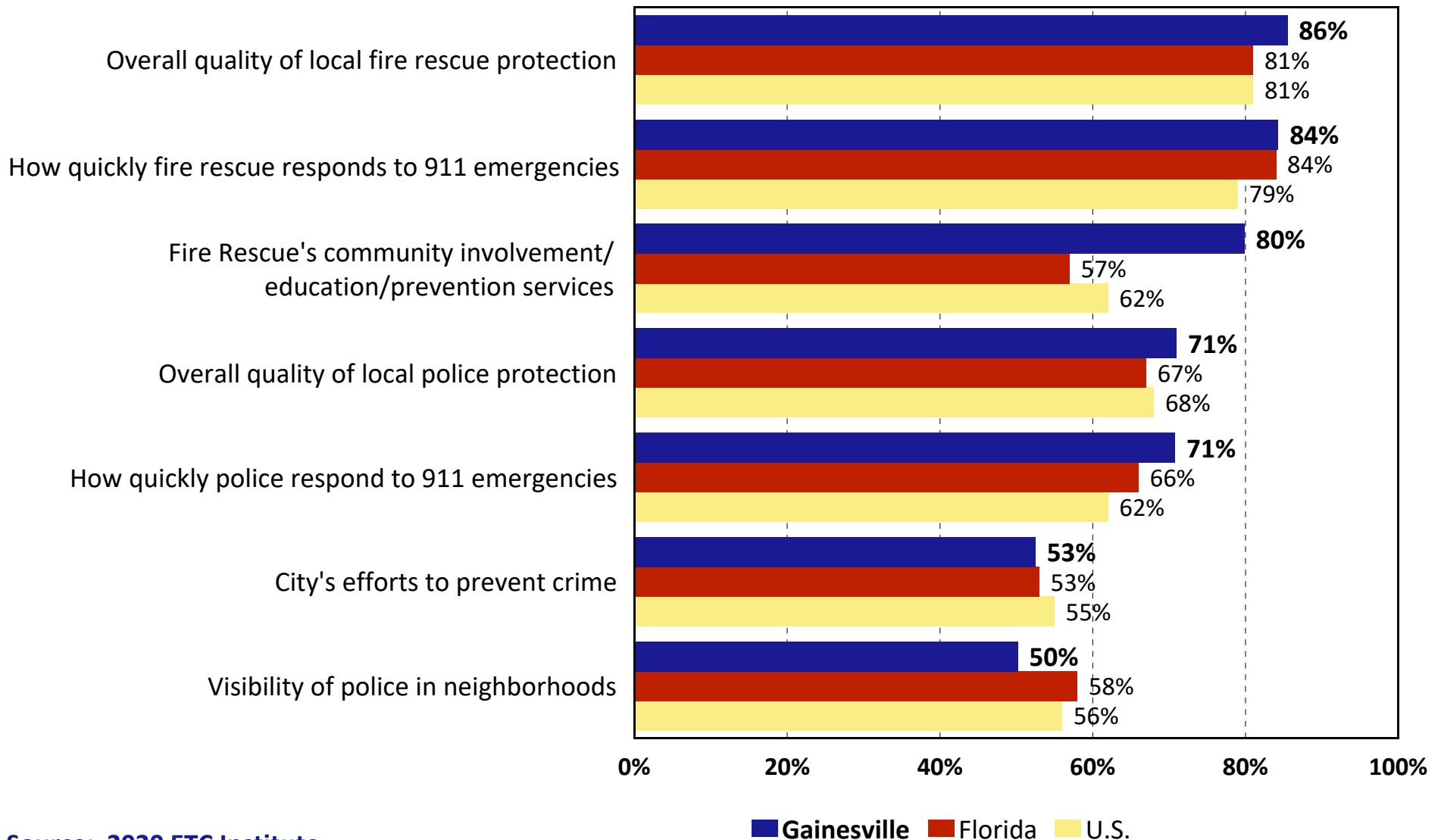


Source: 2020 ETC Institute

Satisfaction with Public Safety

Gainesville vs. Florida vs. the U.S.

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

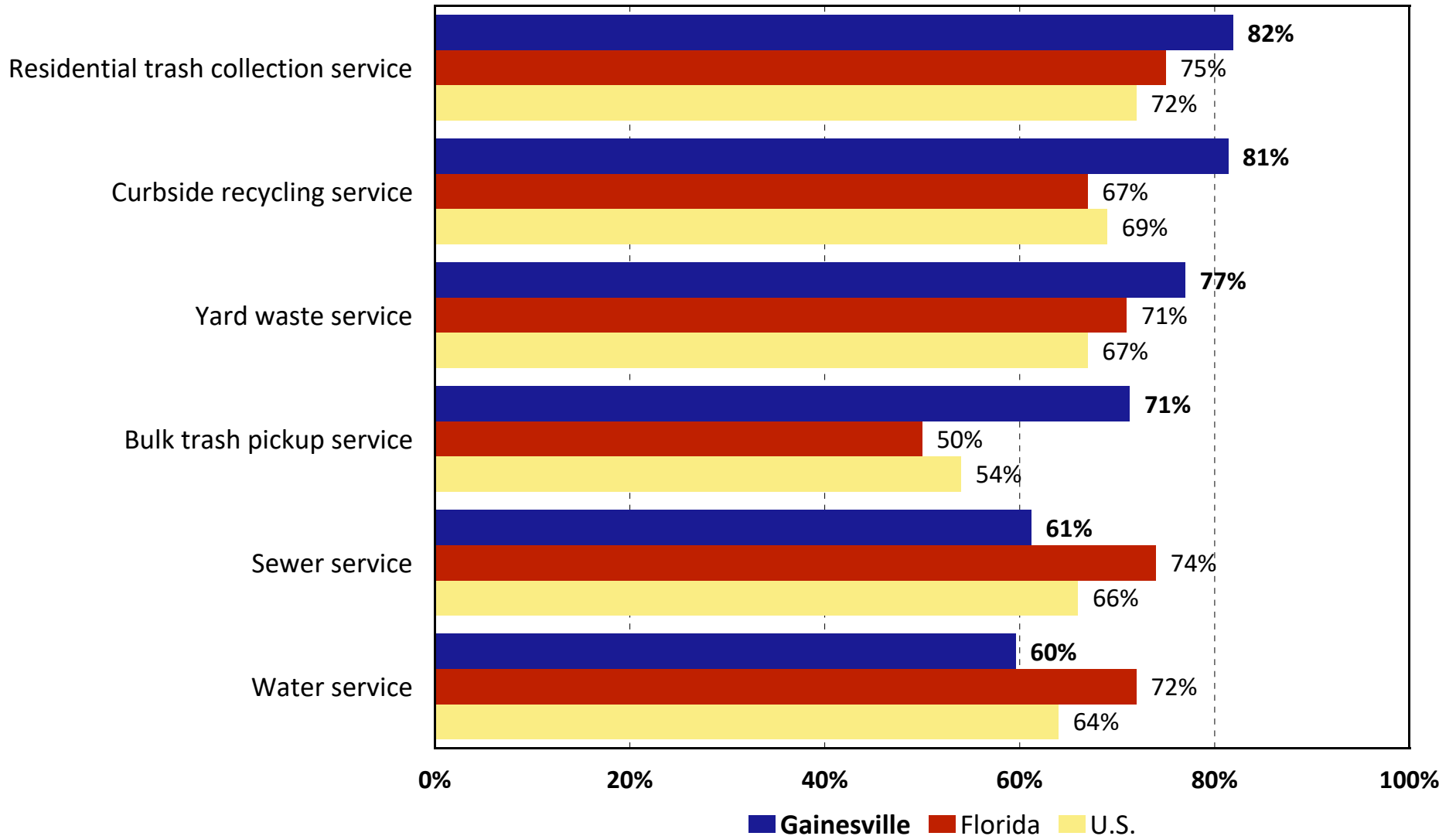


Source: 2020 ETC Institute

Satisfaction with Utilities

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")

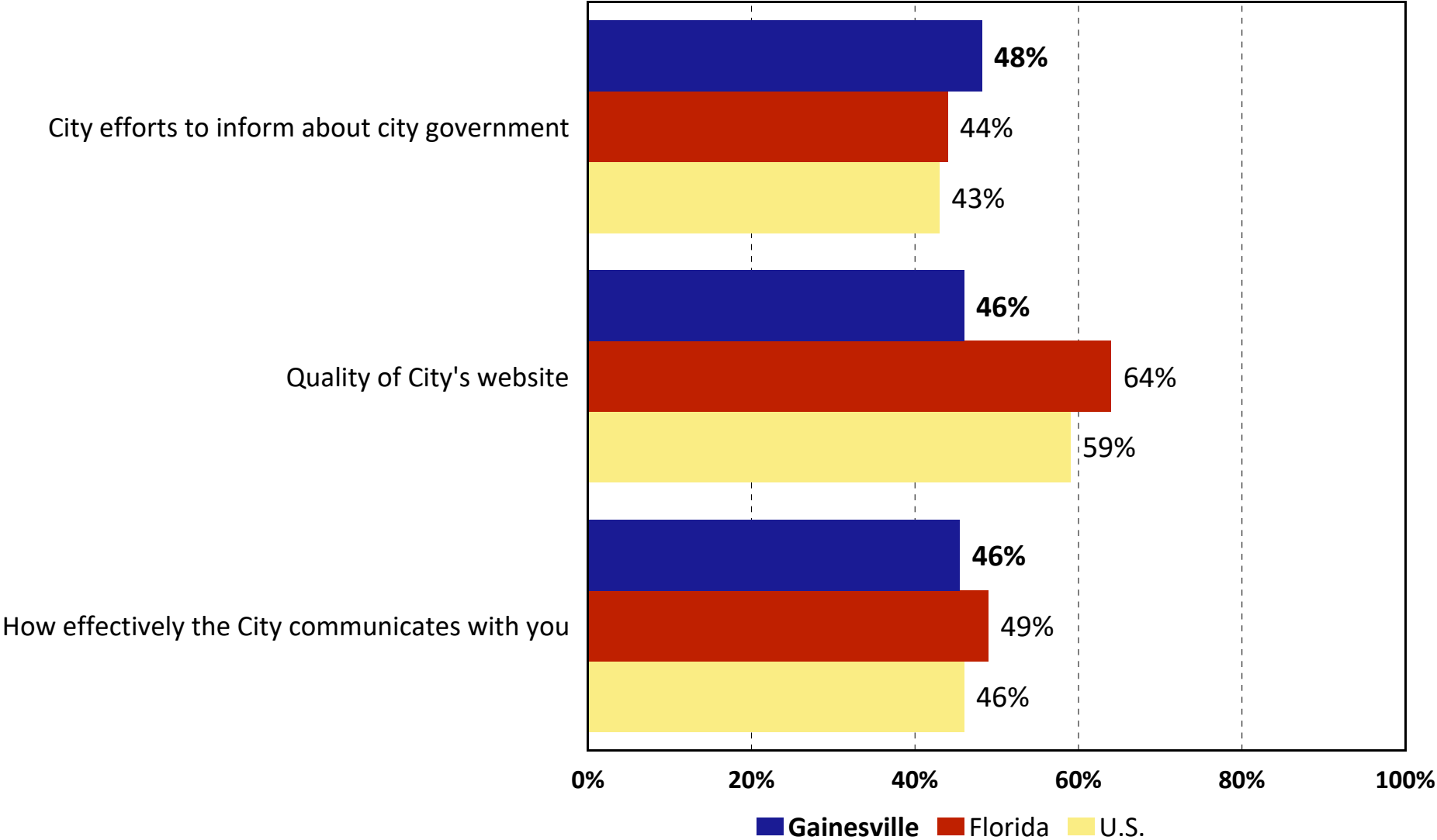


Source: 2020 ETC Institute

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")

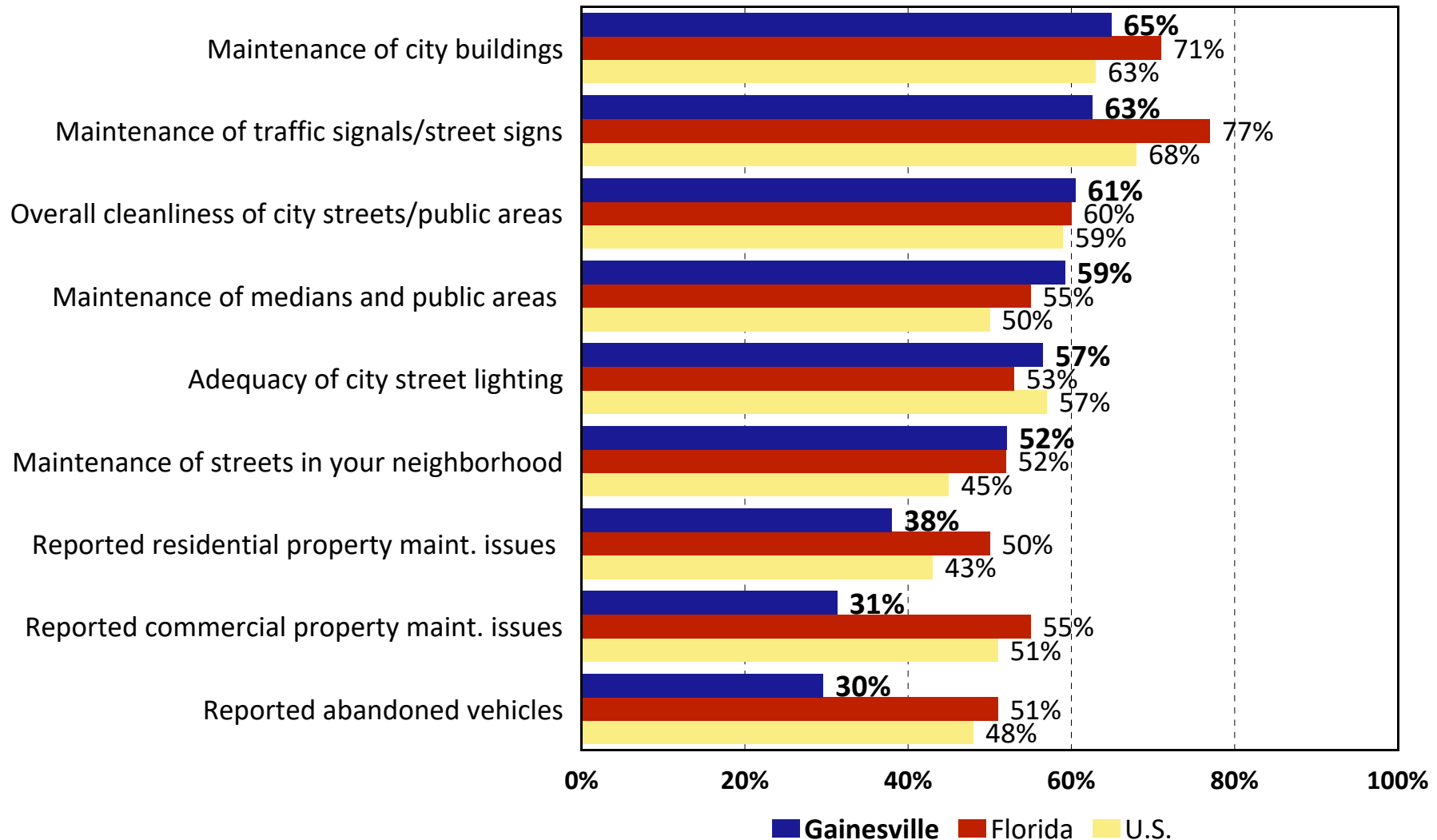


Source: 2020 ETC Institute

Satisfaction with Maintenance

Gainesville vs. Florida vs. the U.S.

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

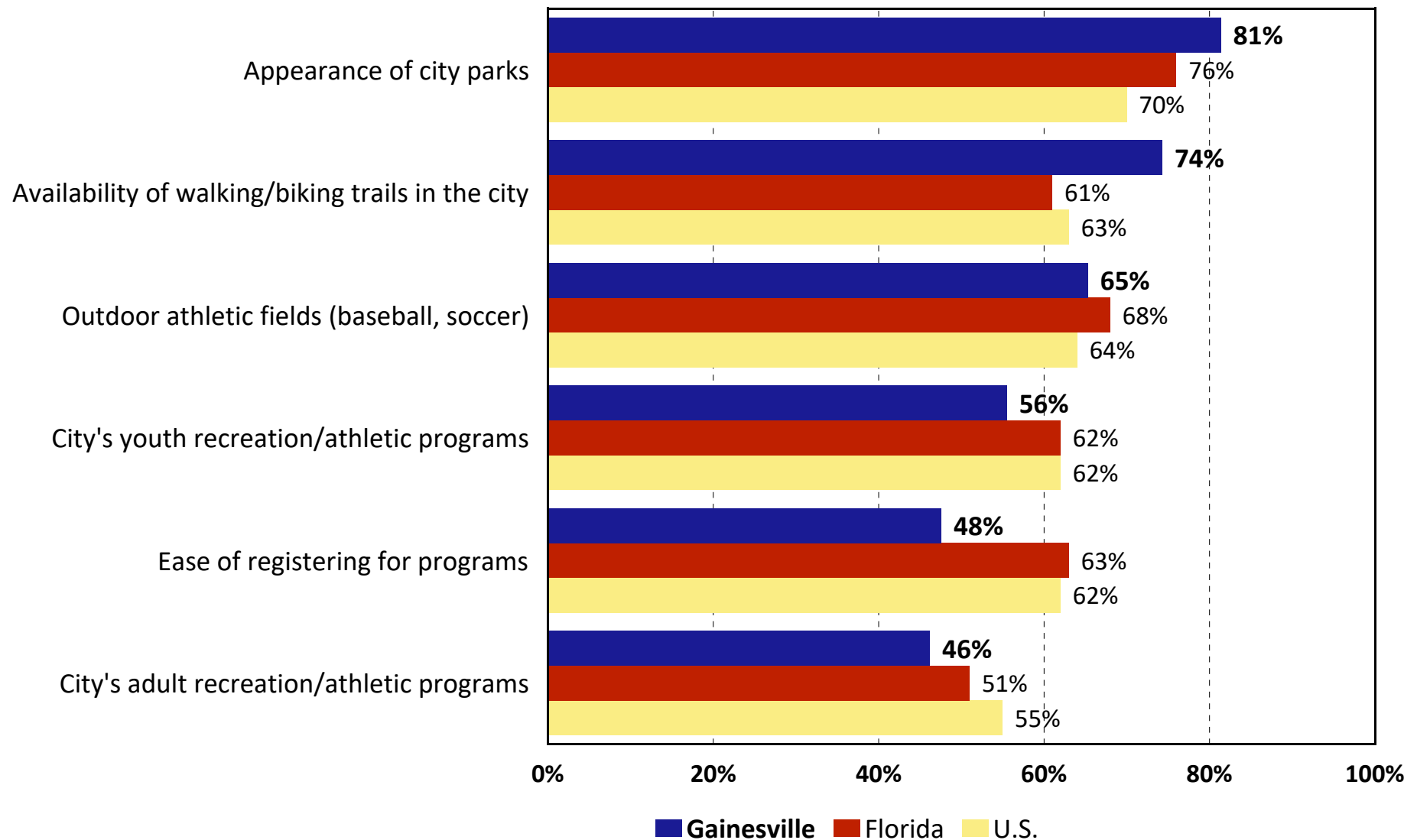


Source: 2020 ETC Institute

Satisfaction with Parks, Recreation, and Cultural Affairs

Gainesville vs. Florida vs. the U.S.

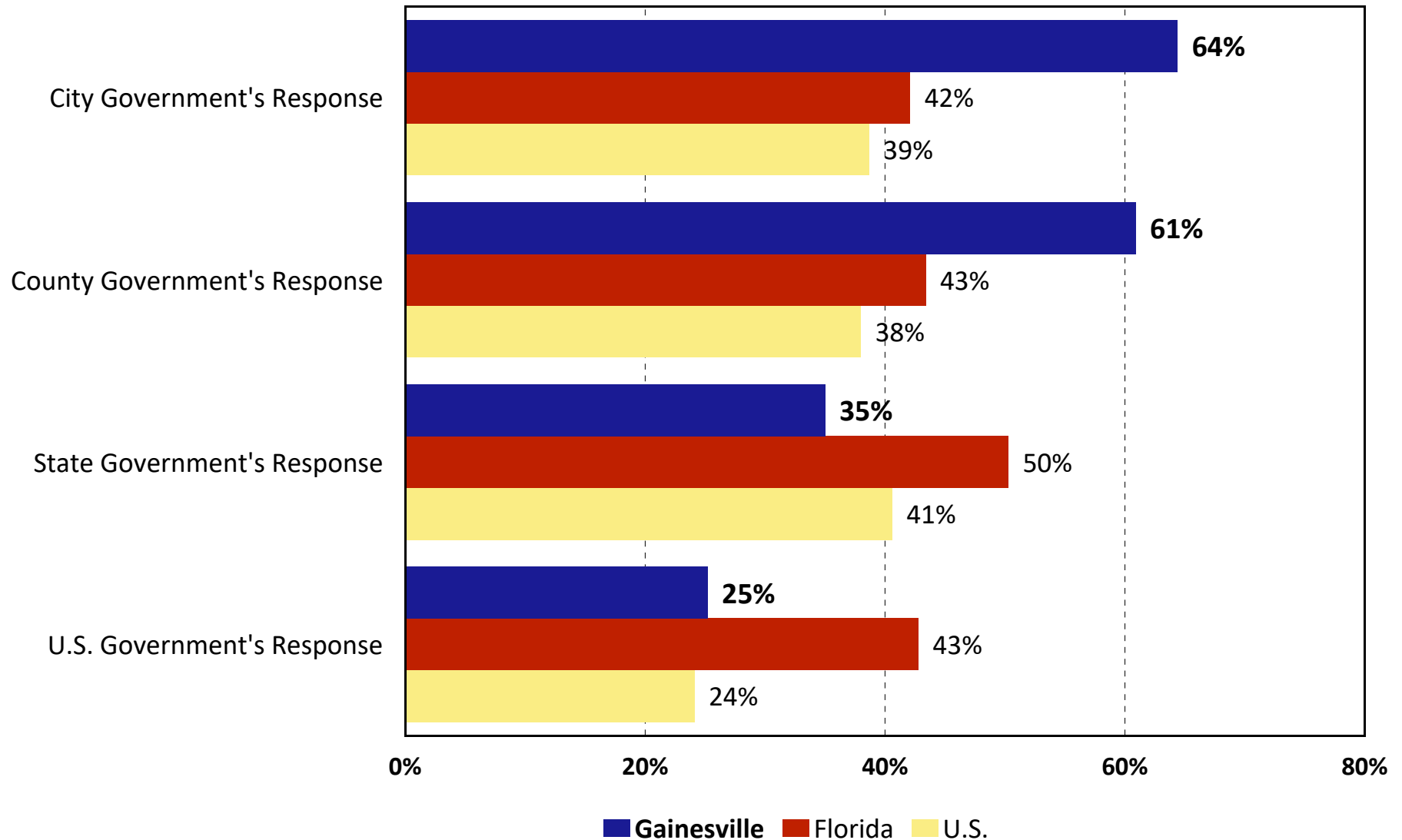
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: 2020 ETC Institute

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

Benchmark Data

The charts on the following pages show how the results for the City of Gainesville compare to the average of “Peer” cities. The Peer cities were selected by the City of Gainesville, and includes the following cities:

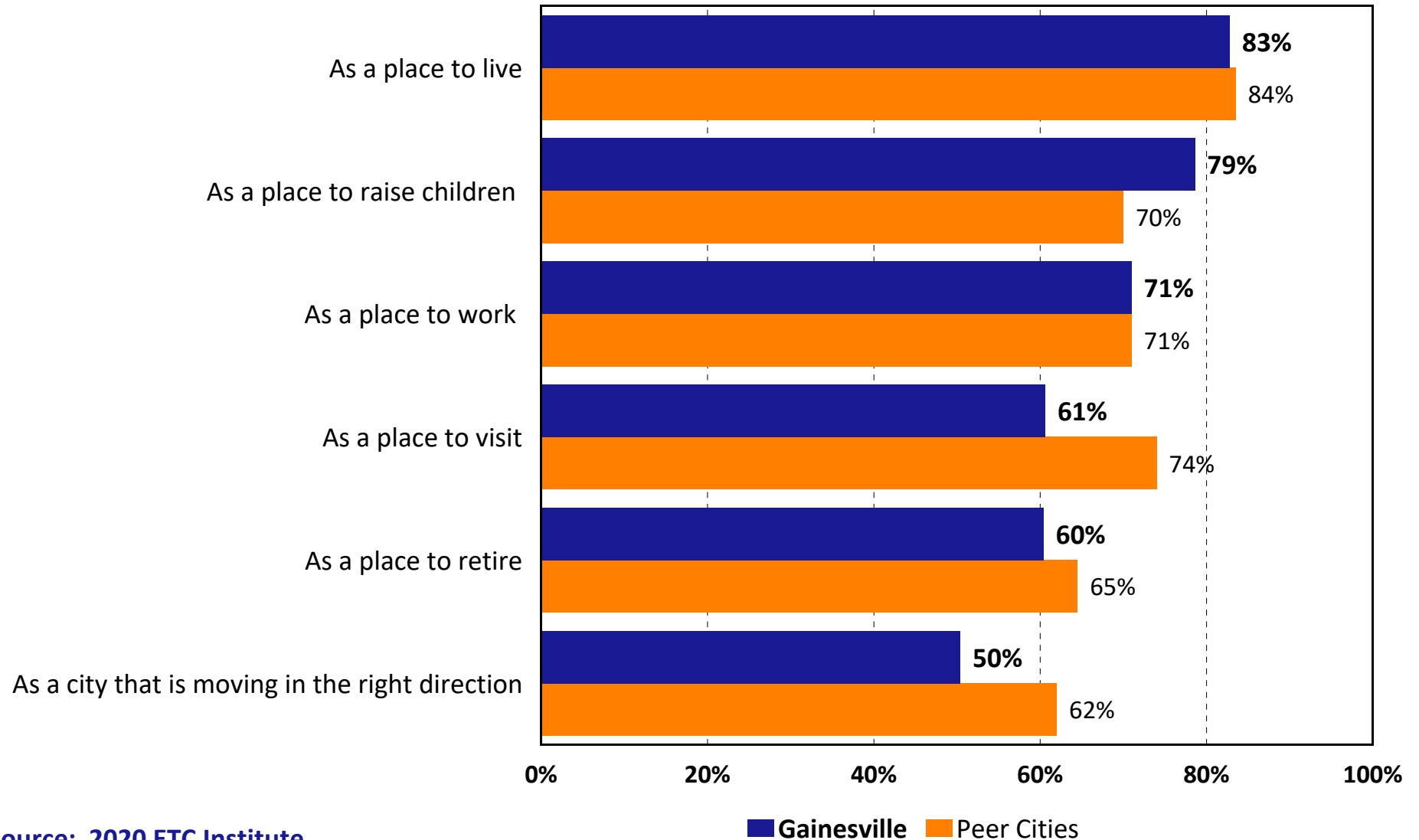
- **Columbia, MO**
- **Coral Springs, FL**
- **Durham, NC**
- **Fort Lauderdale, FL**
- **Kansas City, MO**
- **Miami Beach, FL**
- **South Bend, IN**

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Overall Opinions of the City

Gainesville vs. Peer Cities

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")

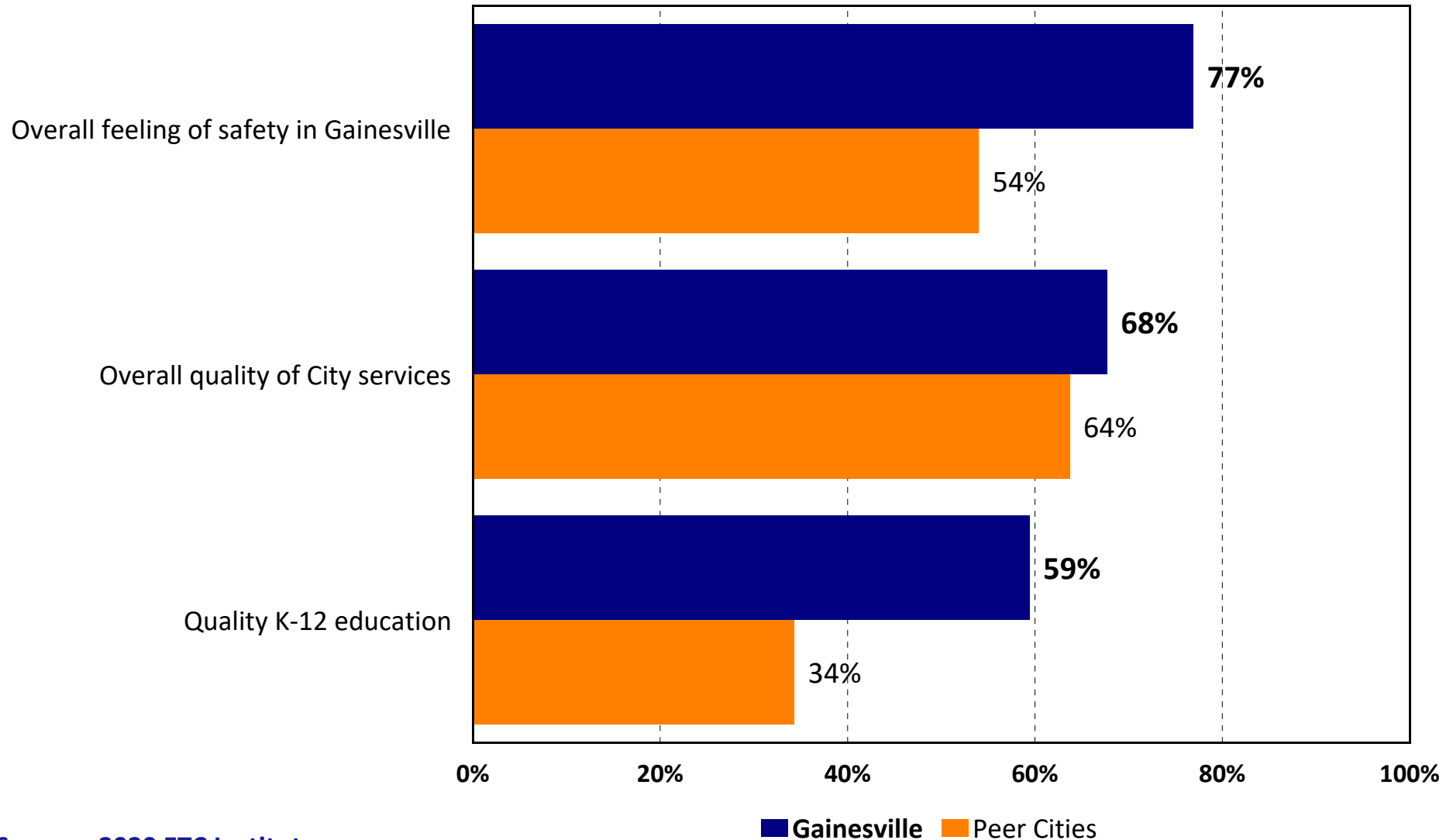


Source: 2020 ETC Institute

Perceptions of Quality of Life in the City

Gainesville vs. Peer Cities

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")

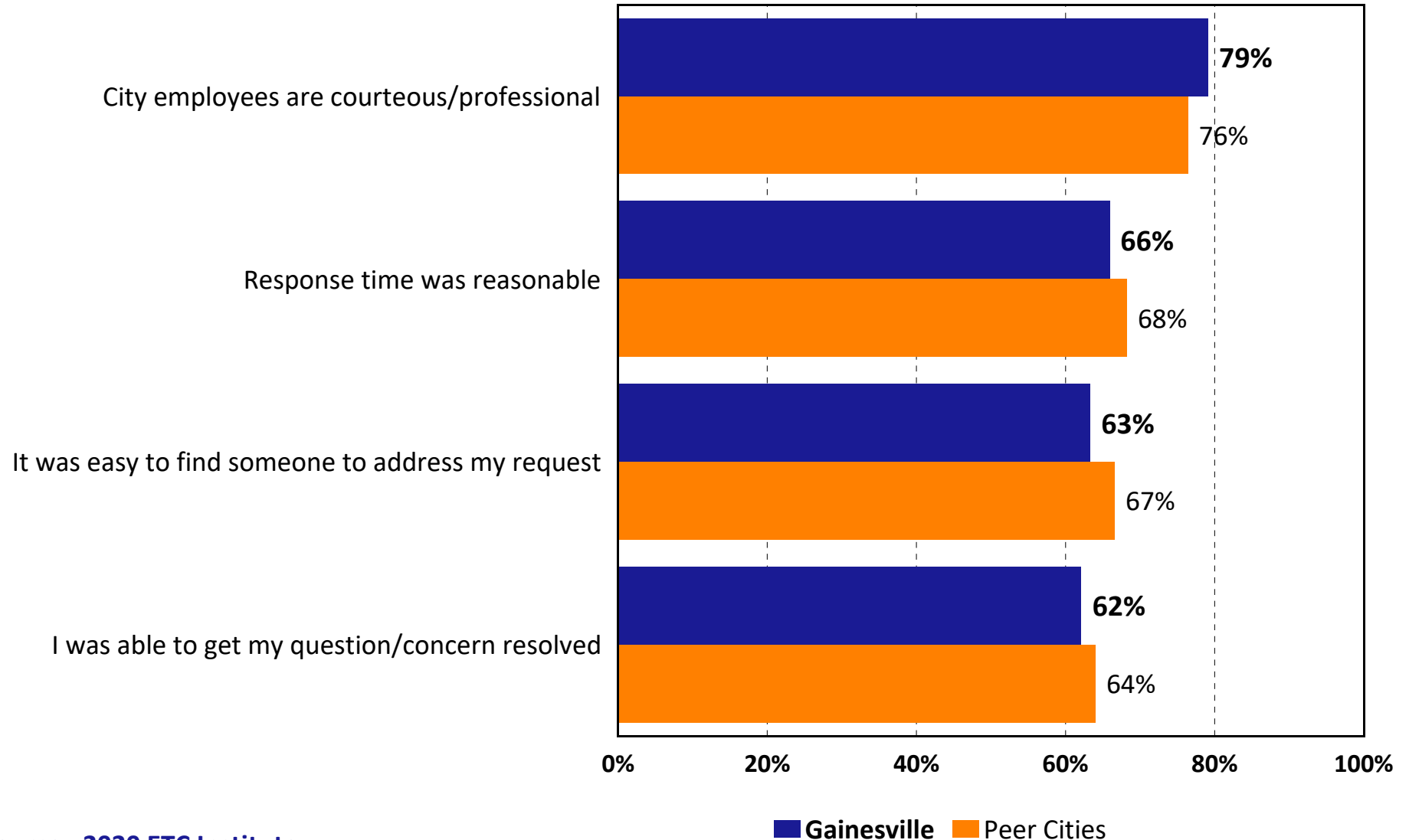


Source: 2020 ETC Institute

Customer Service from City Employees

Gainesville vs. Peer Cities

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")

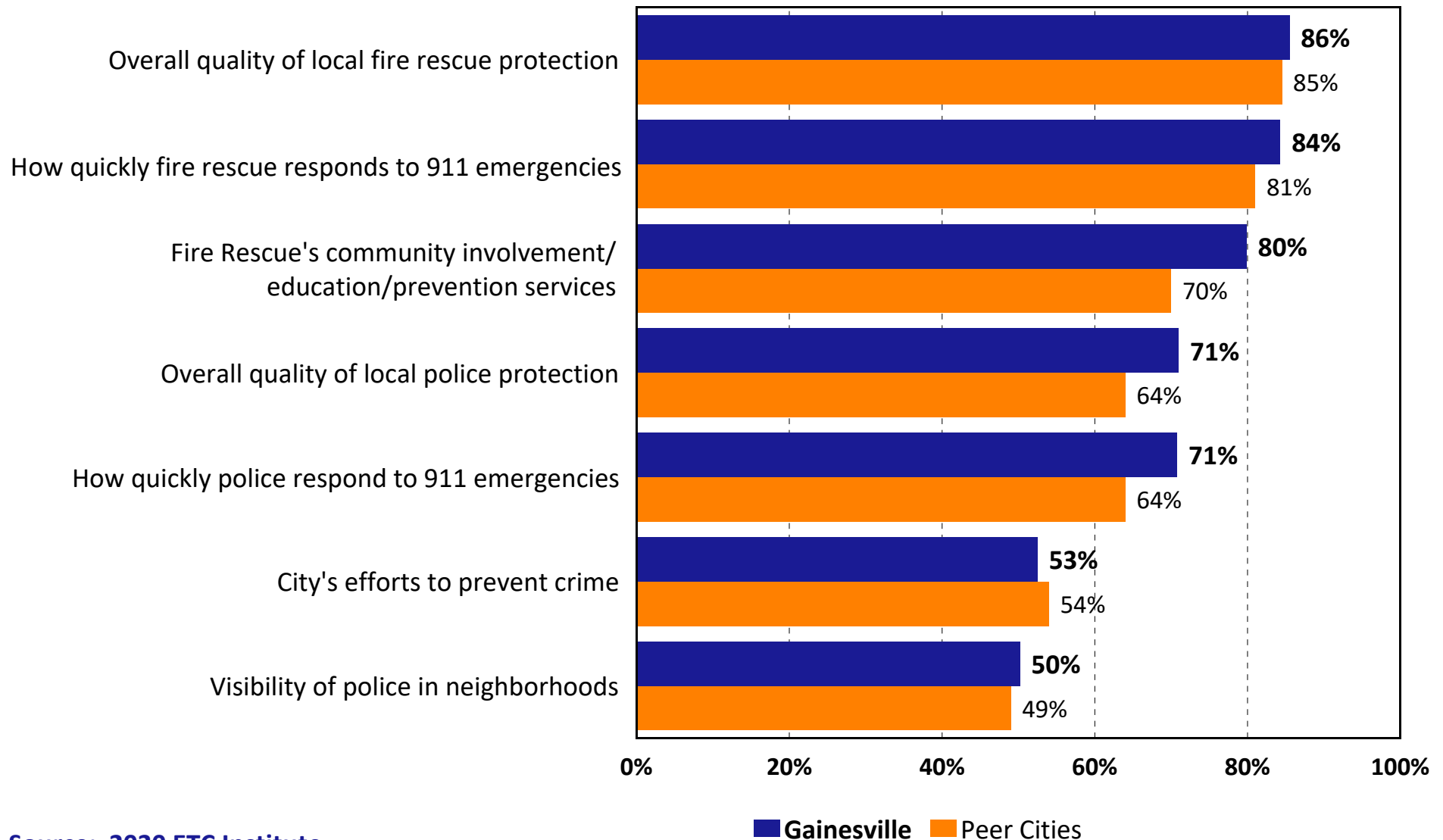


Source: 2020 ETC Institute

Satisfaction with Public Safety

Gainesville vs. Peer Cities

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")

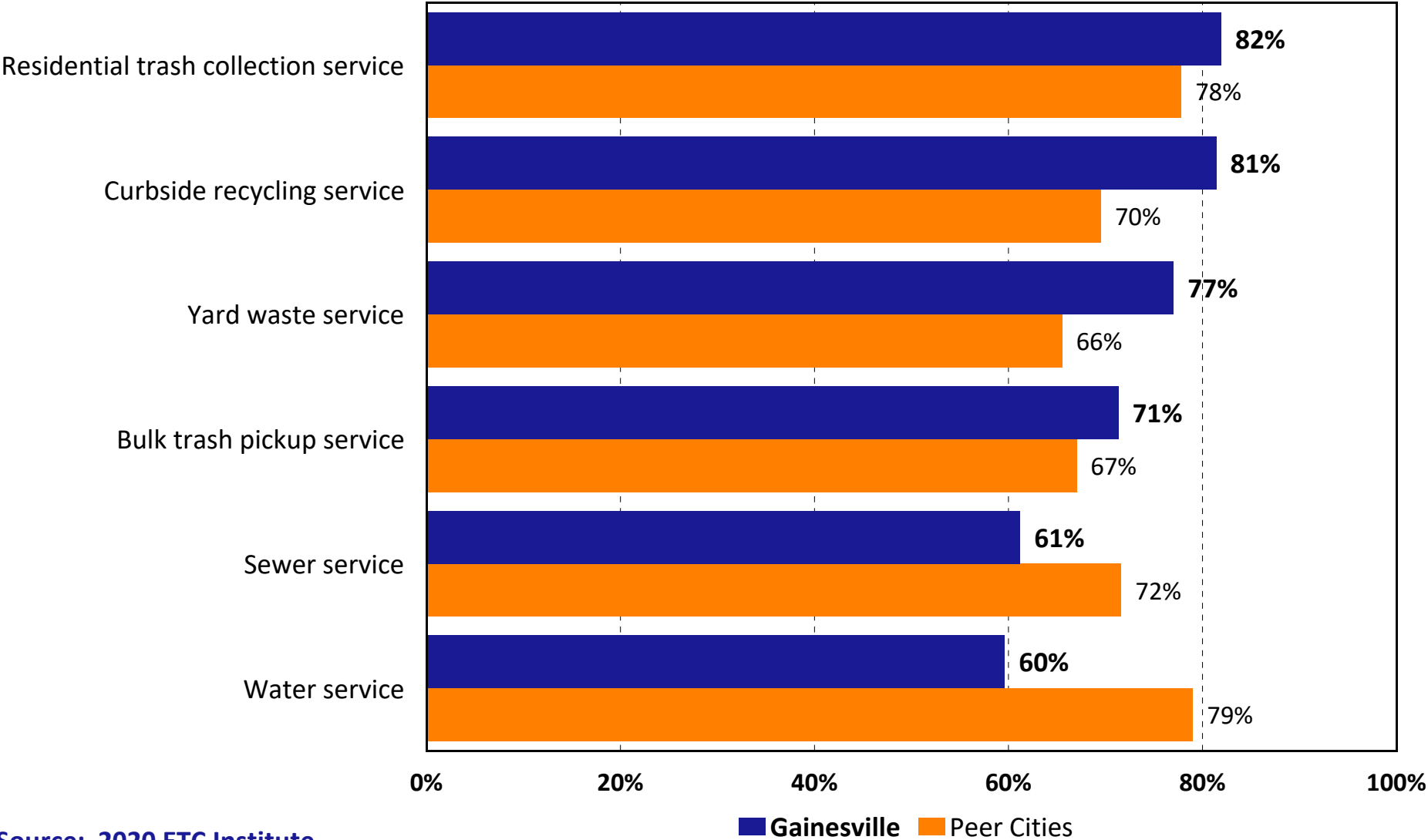


Source: 2020 ETC Institute

Satisfaction with Utilities

Gainesville vs. Peer Cities

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")

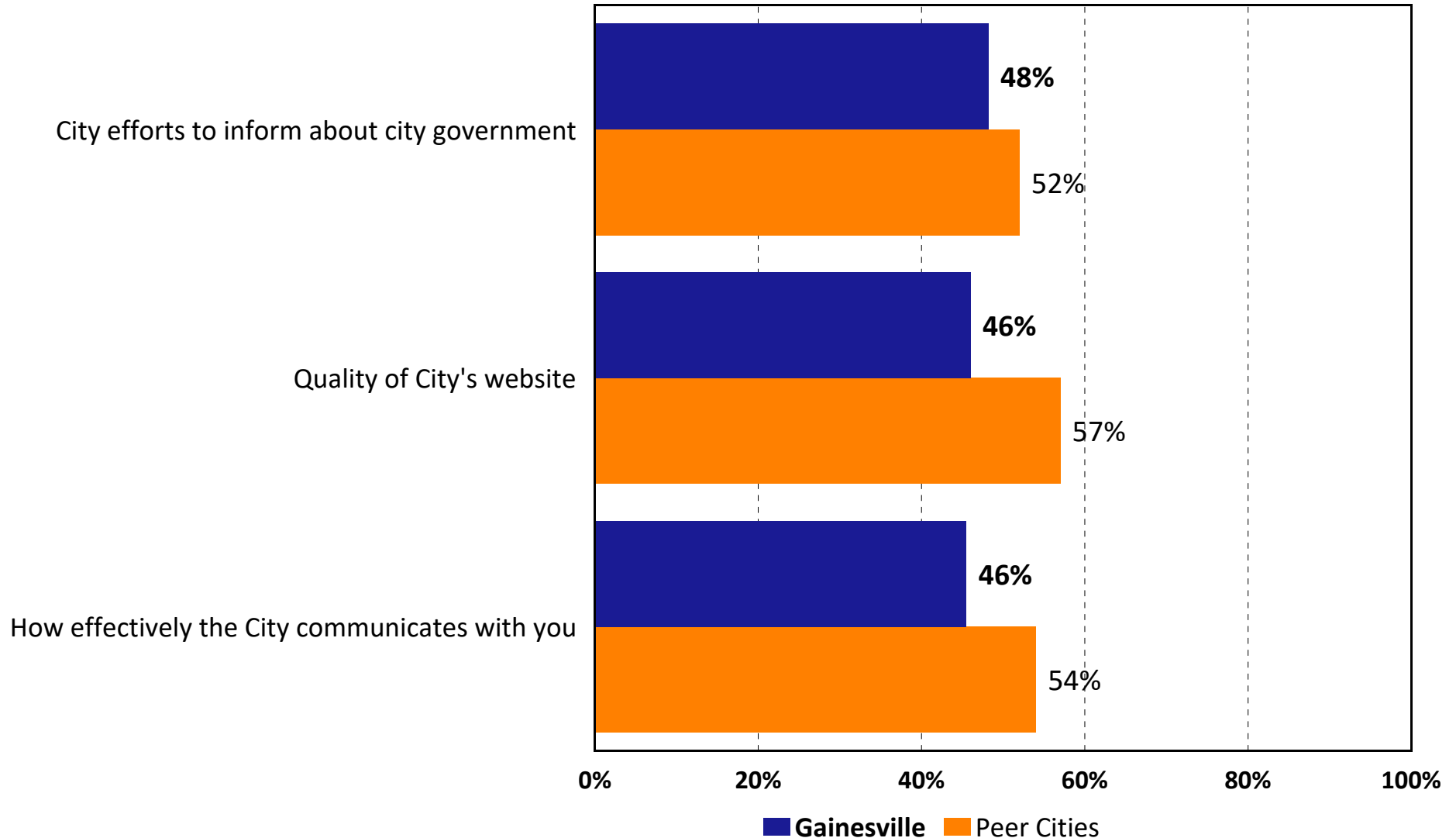


Source: 2020 ETC Institute

Satisfaction with Communication

Gainesville vs. Peer Cities

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")

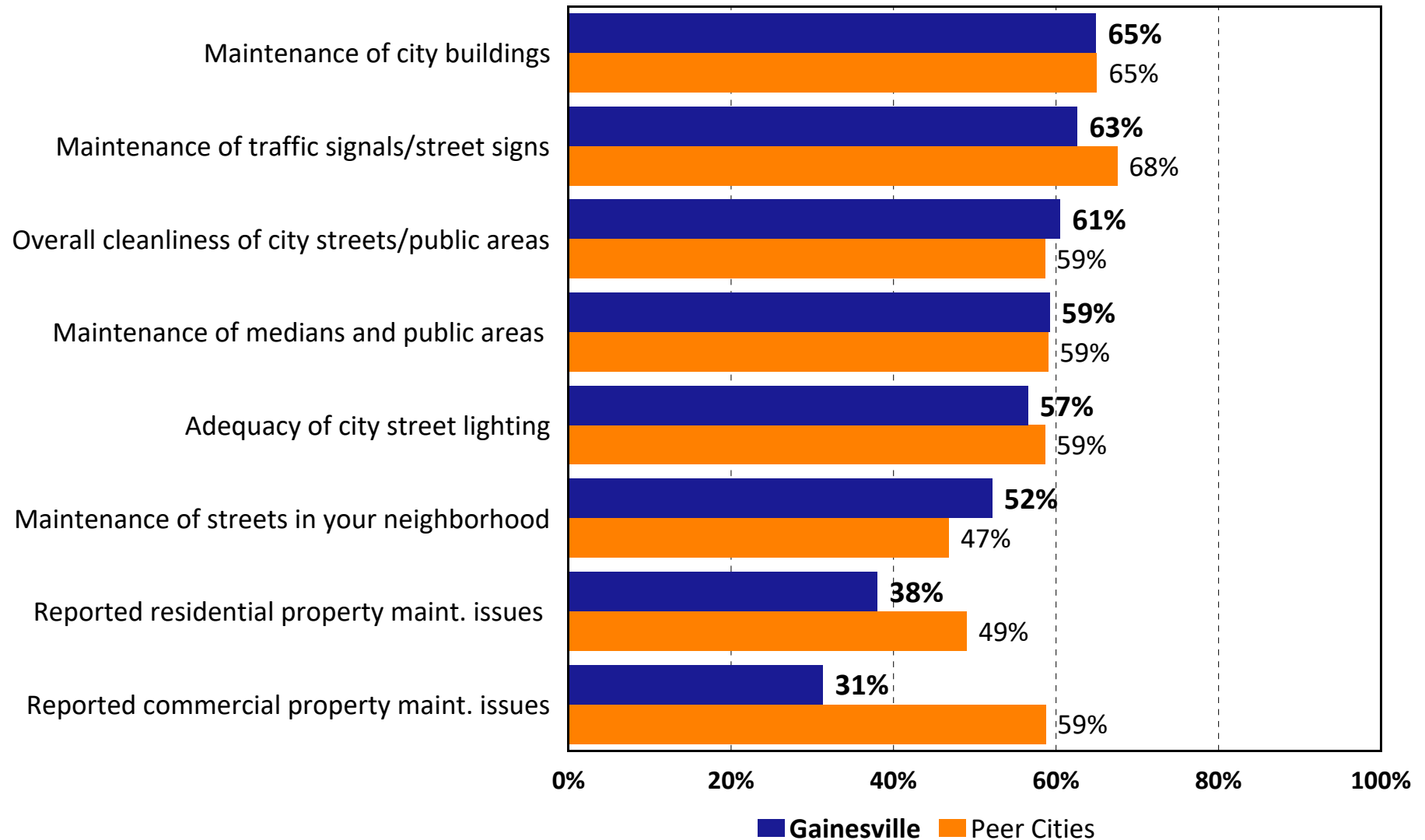


Source: 2020 ETC Institute

Satisfaction with Maintenance

Gainesville vs. Peer Cities

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")

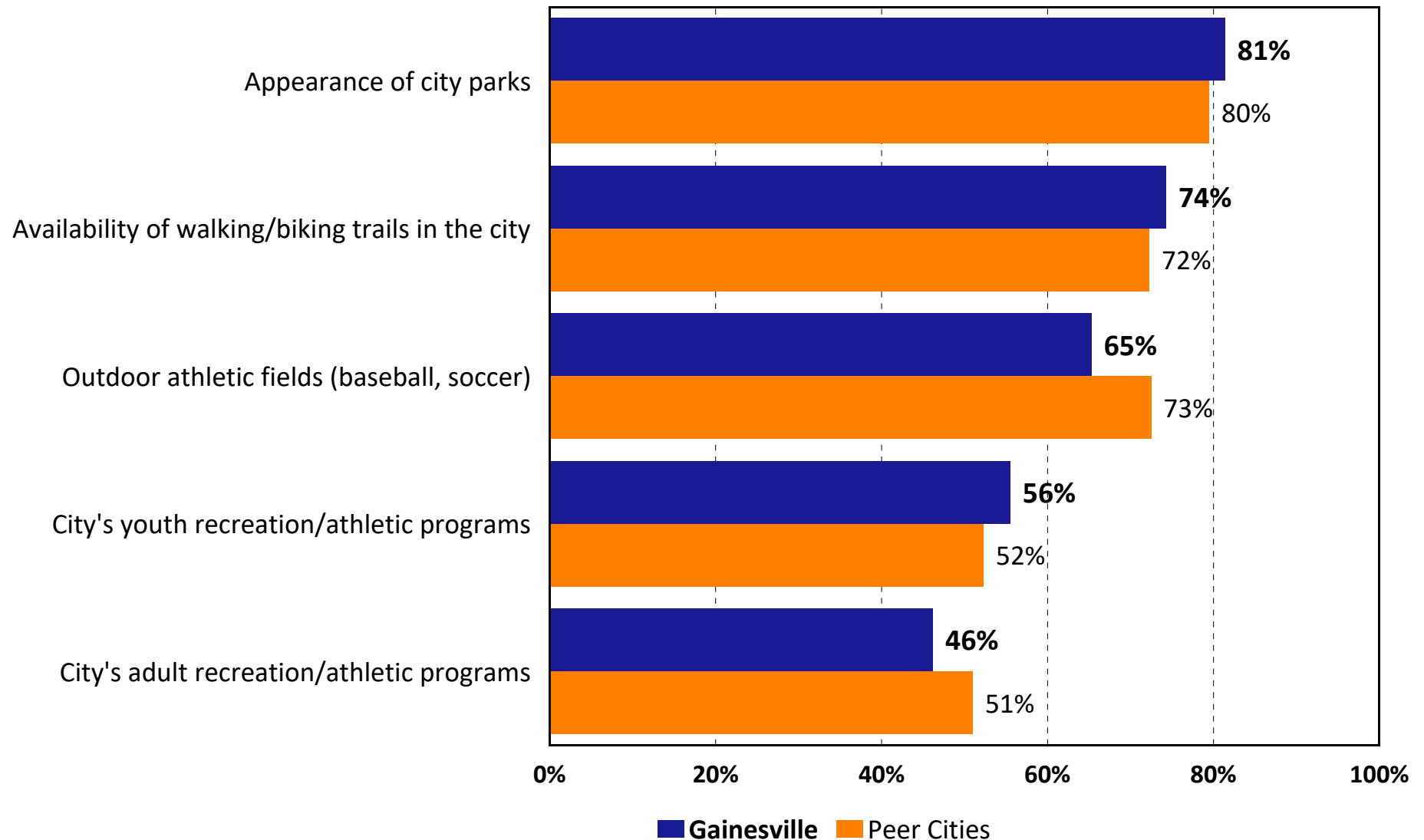


Source: 2020 ETC Institute

Satisfaction with Parks, Recreation, and Cultural Affairs

Gainesville vs. Peer Cities

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

Benchmark Data

The charts on the following pages show how the results for the City of Gainesville compare to the average of “Selected” cities. The Selected cities were chosen by ETC Institute, with input from the City of Gainesville, and includes the following cities:

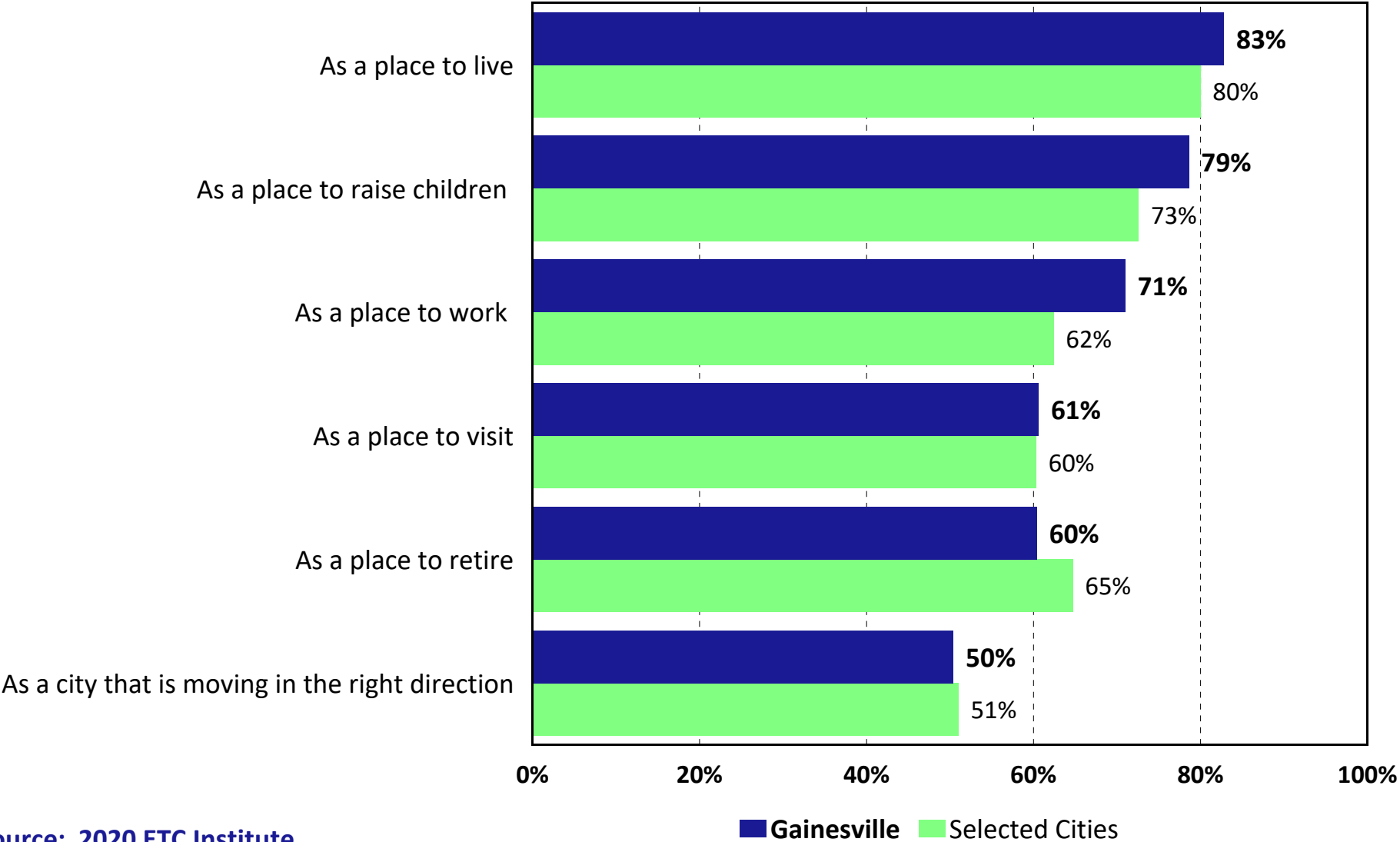
- Auburn, AL
- Chapel Hill, NC
- Fayetteville, NC
- Greenville, NC
- Independence, MO
- Lawrence, KS
- Meridian, ID
- Pueblo, CO
- Tamarac, FL
- Wilmington, NC

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Overall Opinions of the City

Gainesville vs. Selected Cities

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")

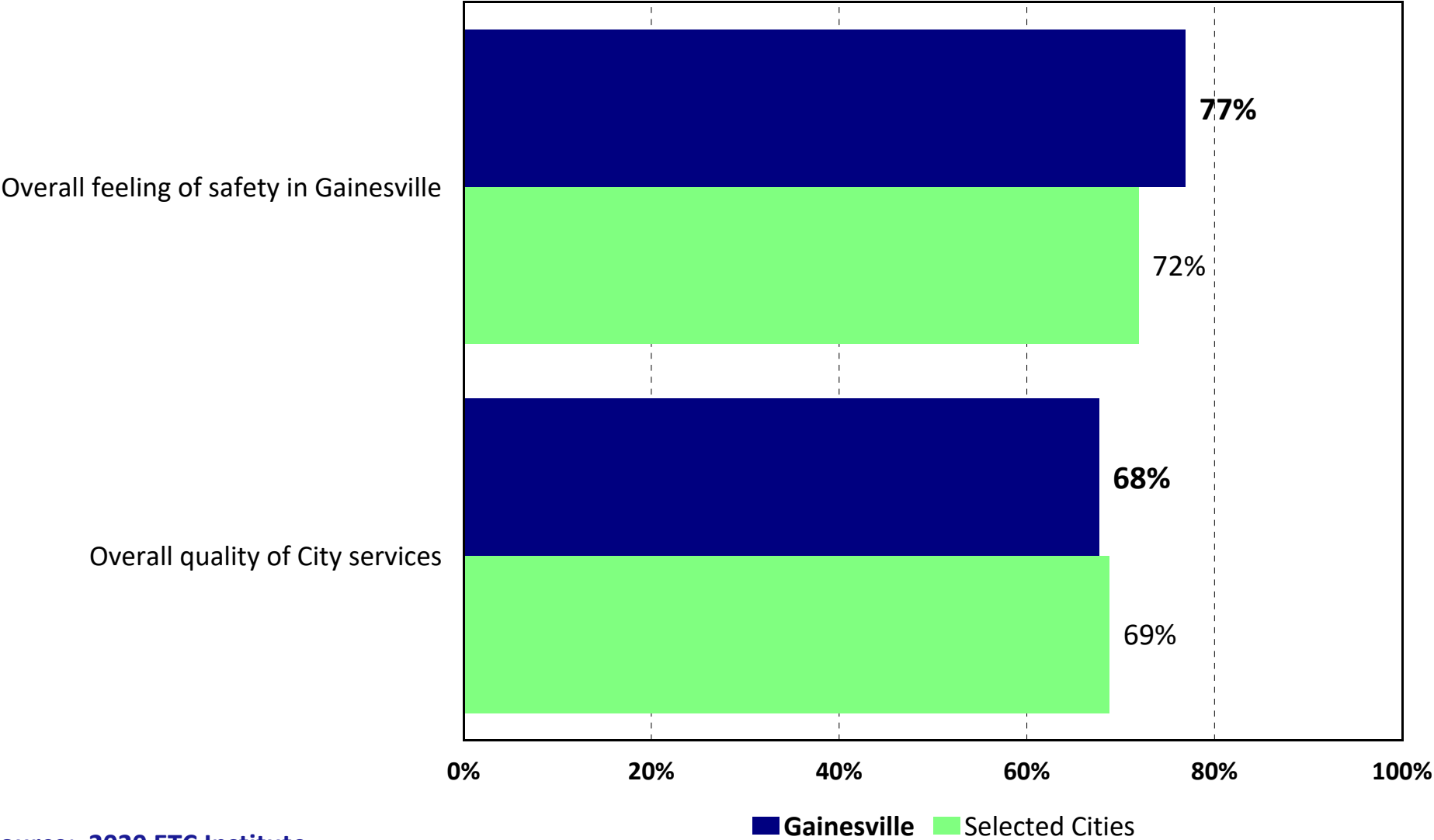


Source: 2020 ETC Institute

Perceptions of Quality of Life in the City

Gainesville vs. Selected Cities

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")

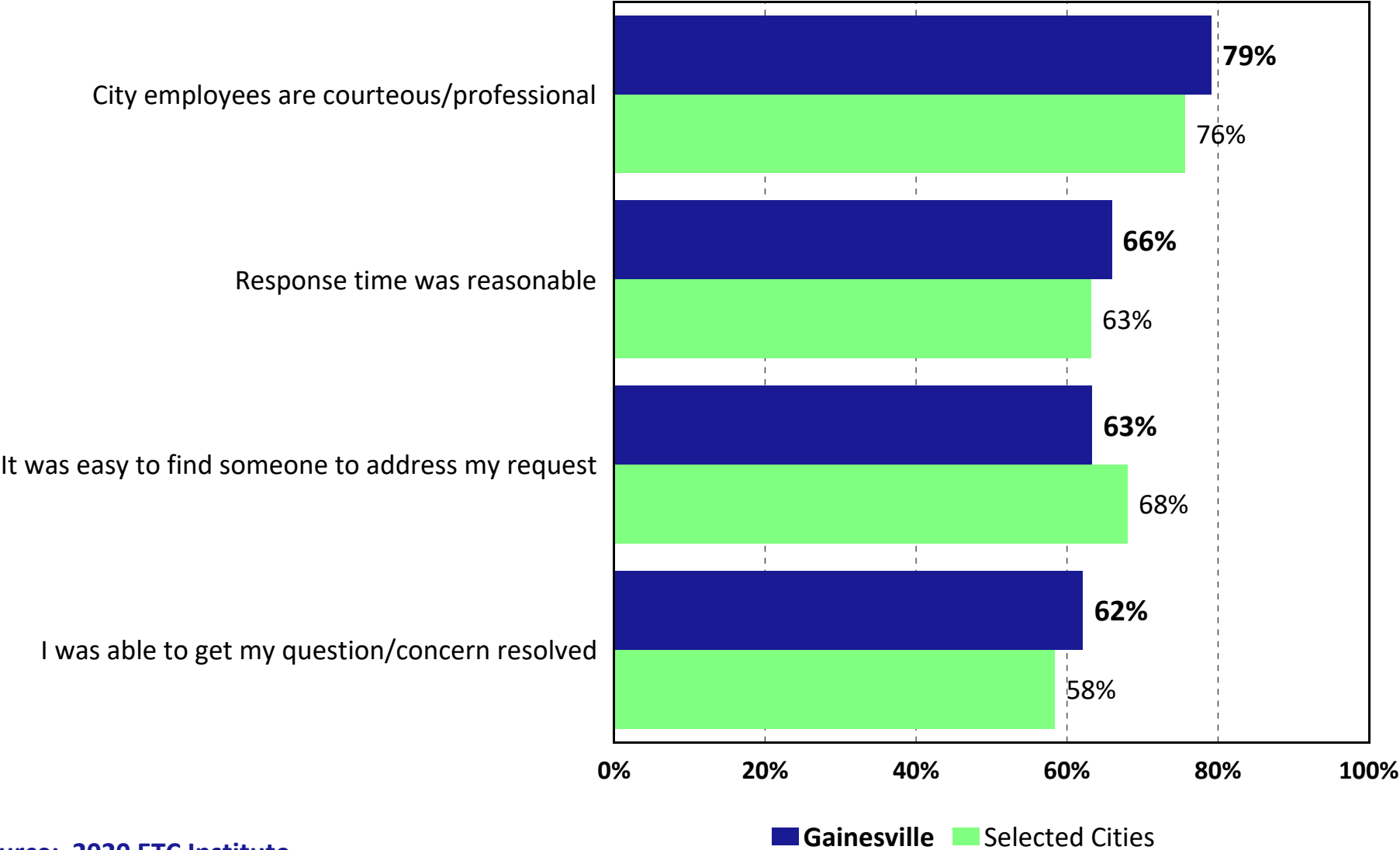


Source: 2020 ETC Institute

Customer Service from City Employees

Gainesville vs. Selected Cities

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")

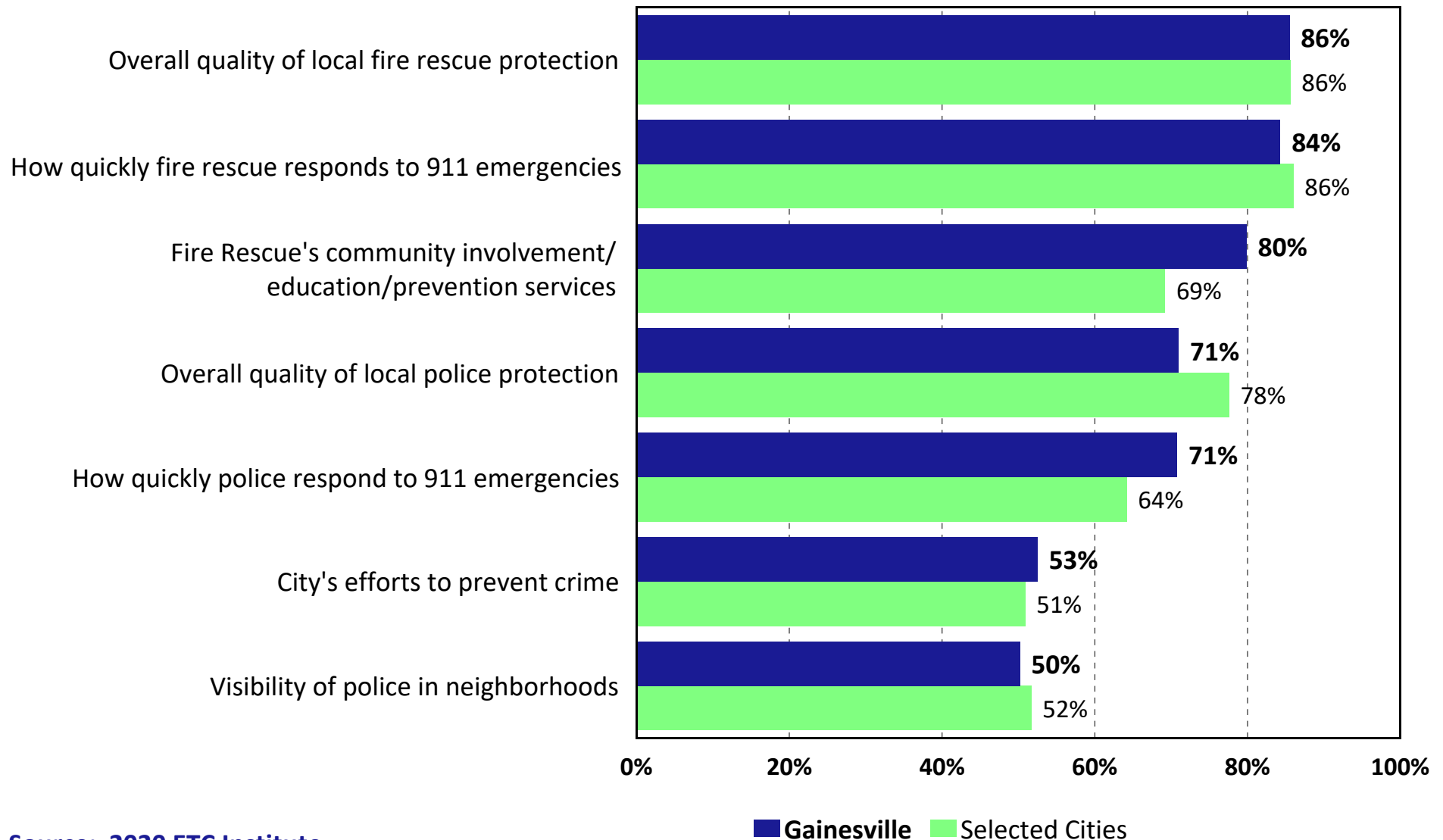


Source: 2020 ETC Institute

Satisfaction with Public Safety

Gainesville vs. Selected Cities

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")

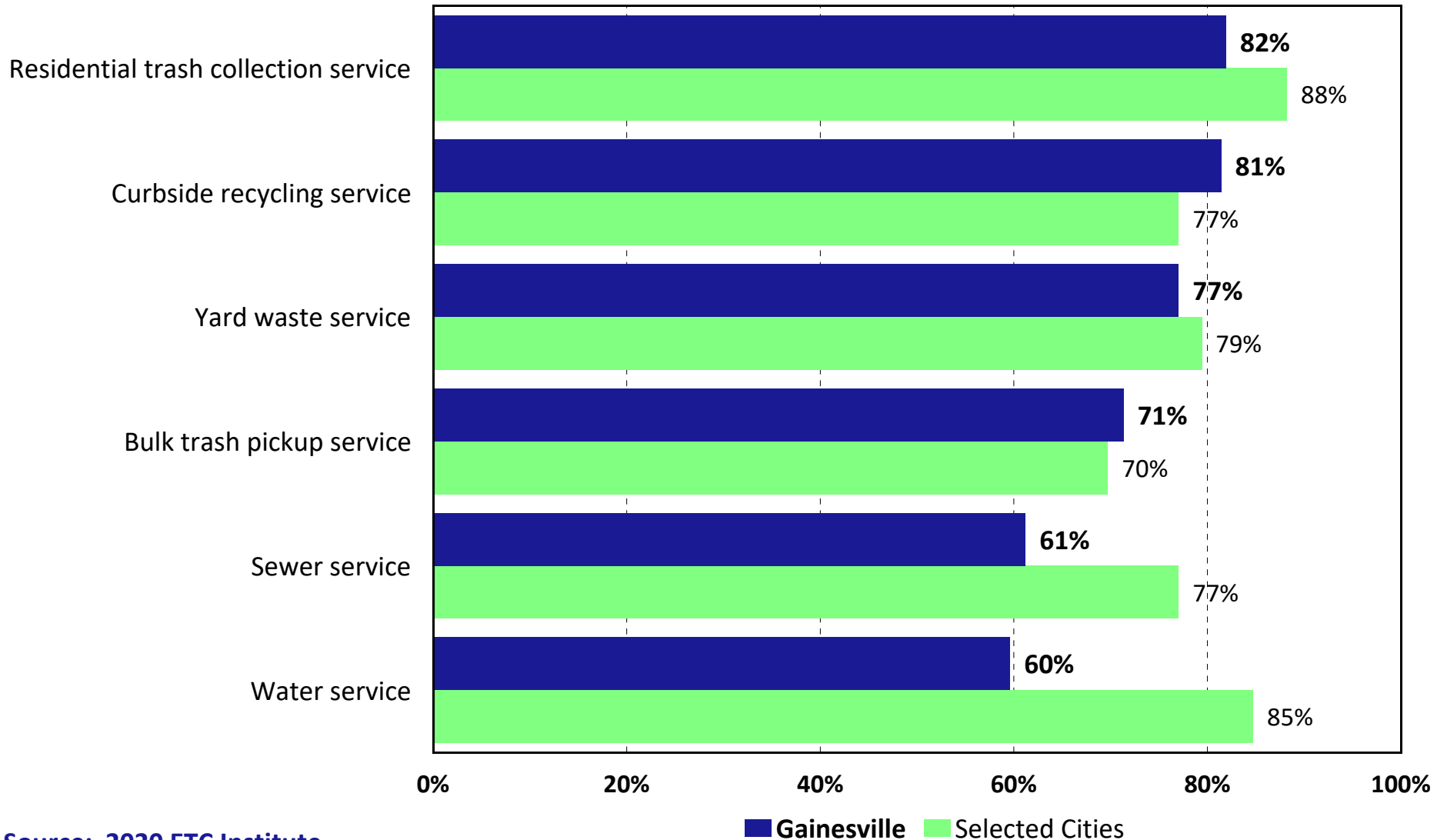


Source: 2020 ETC Institute

Satisfaction with Utilities

Gainesville vs. Selected Cities

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")

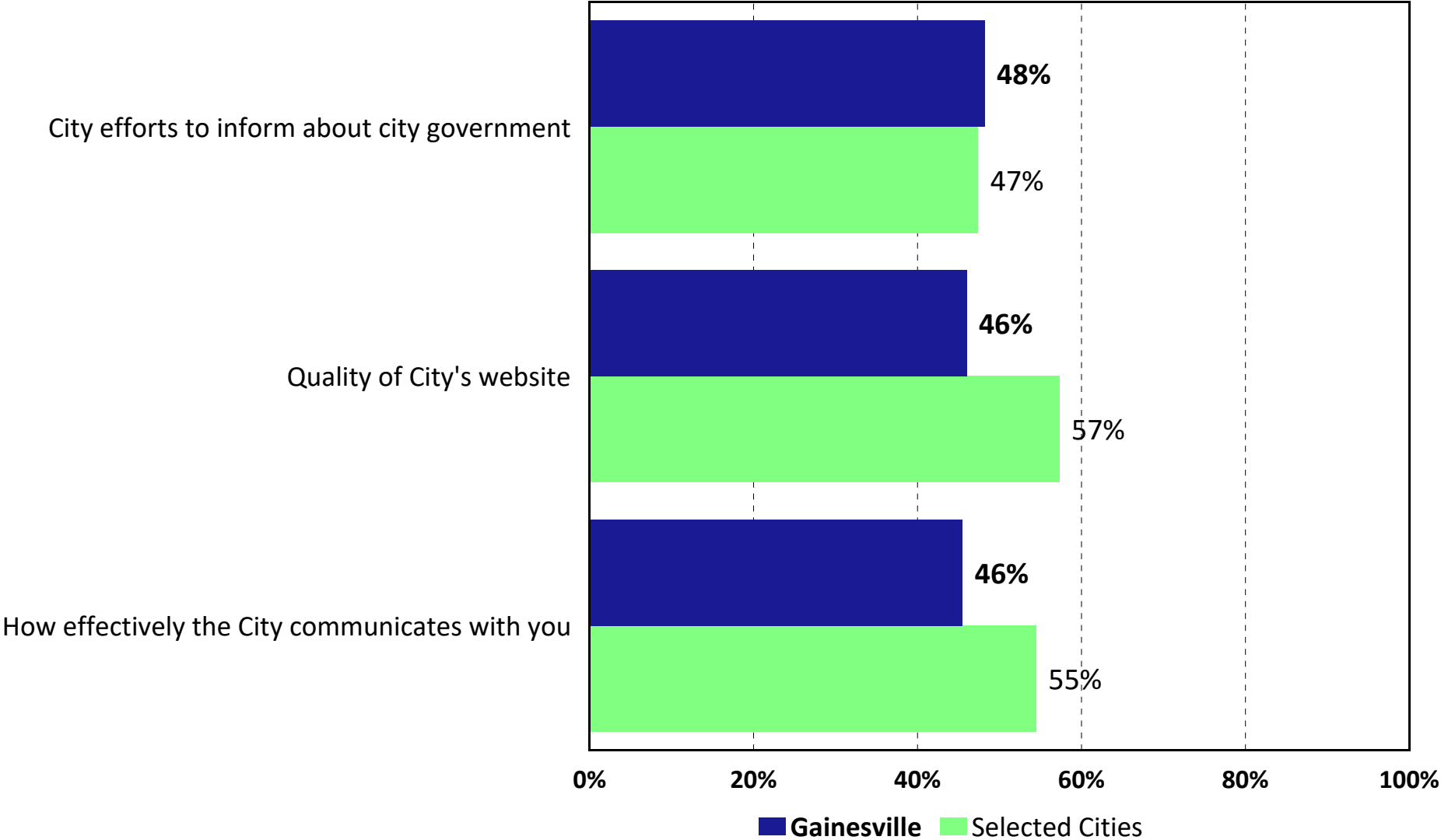


Source: 2020 ETC Institute

Satisfaction with Communication

Gainesville vs. Selected Cities

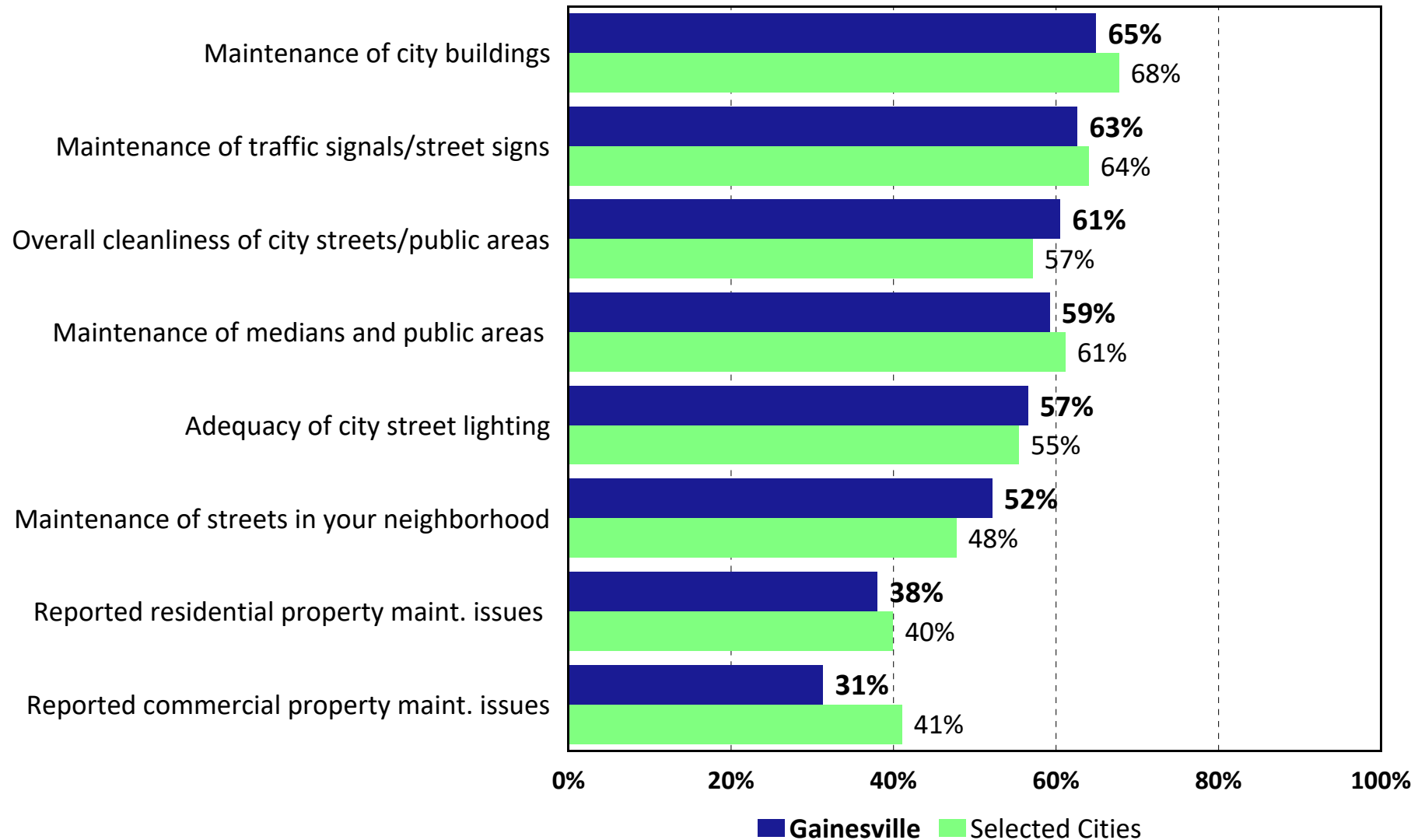
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: 2020 ETC Institute

Satisfaction with Maintenance Gainesville vs. Selected Cities

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")

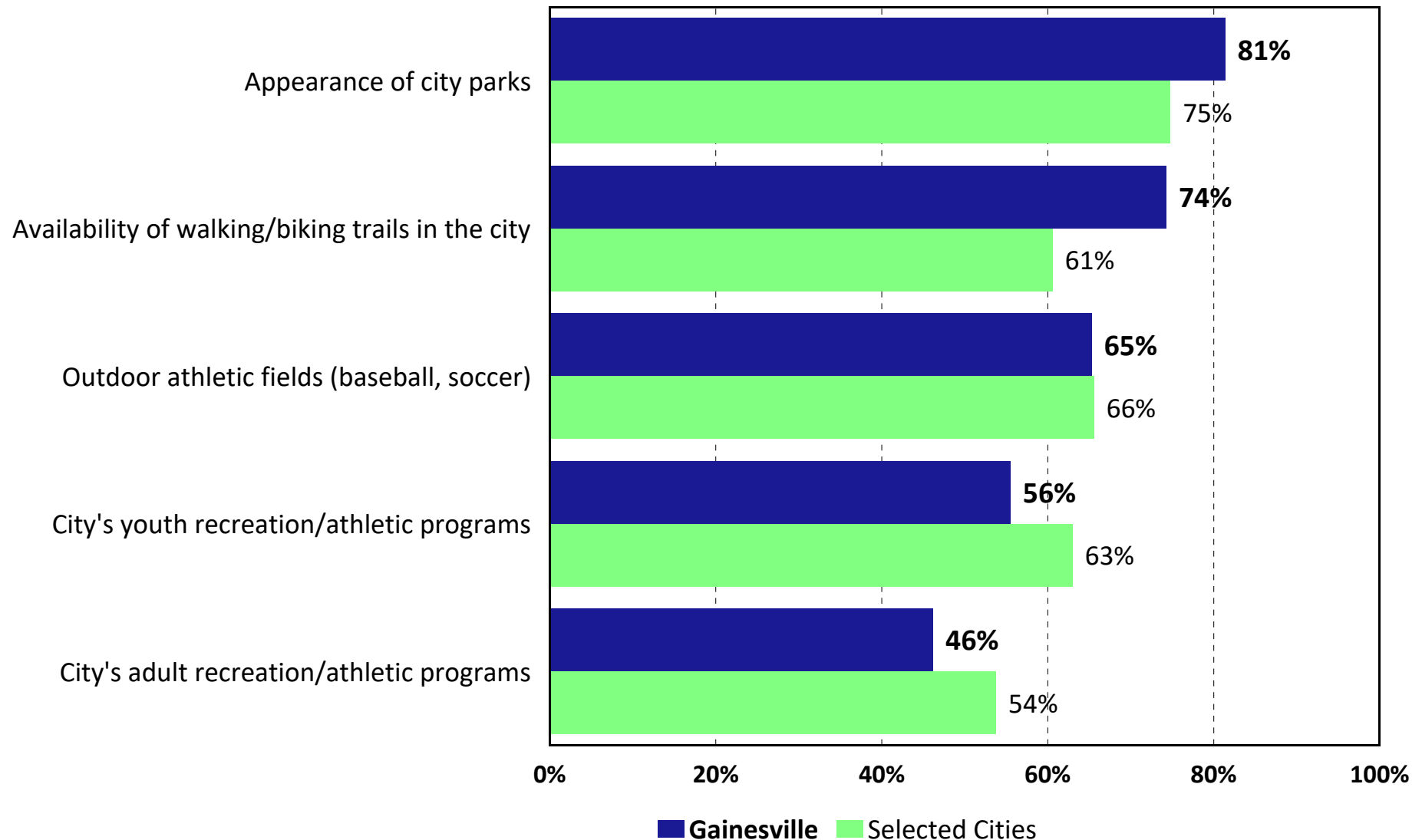


Source: 2020 ETC Institute

Satisfaction with Parks, Recreation, and Cultural Affairs

Gainesville vs. Selected Cities

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

Section 3

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Gainesville, Florida

Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and/or third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the quality of life items they thought should receive the most emphasis over the next two years. Approximately fifty-one percent (50.8%) of respondents selected *overall cost of living* as one of the most important items for the City to emphasize.

With regard to satisfaction, 41.9% of respondents surveyed rated *overall cost of living* as a "4" or "5" on a 5-point scale (where "5" means "Excellent"), excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 50.8% was multiplied by 58.1% (1-0.419). This calculation yielded an I-S rating of 0.2951, which ranked first out of 11 quality of life items.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* (IS > 0.20)
- *Increase Current Emphasis* (IS = 0.10 - 0.20)
- *Maintain Current Emphasis* (IS < 0.10)

The results for the City of Gainesville are provided on the following pages.

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

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1, with "5" being "Excellent" and "1" being "Poor."

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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>						
How is the 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

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1, with "5" being "Excellent" and "1" being "Poor."

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2020 Importance-Satisfaction Rating

Gainesville, Florida

Utilities

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>						
Electricity service	57%	1	52%	8	0.2761	1
<u>High Priority (IS .10-.20)</u>						
Water service	26%	2	60%	7	0.1050	2
<u>Medium Priority (IS <.10)</u>						
Gas service	10%	4	63%	5	0.0363	3
Sewer service	8%	6	61%	6	0.0291	4
Curbside recycling service	13%	3	81%	2	0.0249	5
Bulk trash pickup service	7%	8	71%	4	0.0207	6
Yard waste service	7%	7	77%	3	0.0170	7
Residential trash collection service	8%	5	82%	1	0.0138	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1, with "5" being "Very Satisfied" and "1" being "Very Dissatisfied."

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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

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1, with "5" being "Very Satisfied" and "1" being "Very Dissatisfied."

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2020 Importance-Satisfaction Rating Gainesville, Florida Parks, Recreation, and Cultural Affairs

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
The city's youth recreation/athletic programs	21%	5	56%	7	0.0948	1
The city's adult recreation/athletic programs	17%	6	46%	9	0.0904	2
The Wild Spaces and Public Places program	26%	2	67%	5	0.0837	3
Availability of walking/biking trails in the city	29%	1	74%	3	0.0735	4
Availability of cultural and special events	23%	4	70%	4	0.0683	5
Ease of registering for programs	10%	9	48%	8	0.0524	6
Appearance of city parks	25%	3	81%	1	0.0472	7
Outdoor athletic fields (baseball, soccer)	11%	8	65%	6	0.0375	8
How easy it is to access city parks from my home	14%	7	79%	2	0.0310	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1, with "5" being "Very Satisfied" and "1" being "Very Dissatisfied."

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Section 4

Tabular Data

Q1. Overall Opinions. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate your overall opinion about the City of Gainesville with regard to the following.

(N=1042)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	36.6%	45.3%	9.6%	4.9%	2.6%	1.1%
Q1-2. As a place to work	23.6%	42.0%	15.9%	8.9%	2.1%	7.4%
Q1-3. As a place to raise children	31.4%	35.5%	11.7%	4.0%	2.5%	14.9%
Q1-4. As a place for play & leisure	26.8%	40.2%	18.8%	8.0%	3.7%	2.5%
Q1-5. As a place to visit	19.6%	38.0%	23.0%	9.4%	5.1%	4.9%
Q1-6. As a place to retire	27.3%	28.0%	18.4%	9.4%	8.4%	8.4%
Q1-7. As a City that is moving in right direction	16.7%	32.4%	24.2%	12.5%	11.6%	2.6%
Q1-8. As a City committed to green & sustainable practices	22.5%	42.5%	21.8%	4.9%	3.6%	4.7%
Q1-9. Overall image or reputation of City Government	11.5%	35.7%	23.1%	10.3%	16.3%	3.1%

WITHOUT "DON'T KNOW"

Q1. Overall Opinions. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate your overall opinion about the City of Gainesville with regard to the following. (without "don't know")

(N=1042)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	37.0%	45.8%	9.7%	4.9%	2.6%
Q1-2. As a place to work	25.5%	45.4%	17.2%	9.6%	2.3%
Q1-3. As a place to raise children	36.9%	41.7%	13.8%	4.7%	2.9%
Q1-4. As a place for play & leisure	27.5%	41.2%	19.3%	8.2%	3.8%
Q1-5. As a place to visit	20.6%	40.0%	24.2%	9.9%	5.3%
Q1-6. As a place to retire	29.8%	30.6%	20.1%	10.3%	9.2%
Q1-7. As a City that is moving in right direction	17.1%	33.3%	24.8%	12.8%	11.9%
Q1-8. As a City committed to green & sustainable practices	23.6%	44.6%	22.9%	5.1%	3.8%
Q1-9. Overall image or reputation of City Government	11.9%	36.8%	23.9%	10.6%	16.8%

Q2. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in Gainesville in regard to the following.

(N=1042)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q2-1. Overall feeling of safety in Gainesville	20.7%	55.3%	17.2%	4.6%	1.2%	1.1%
Q2-2. Overall feeling of safety in your neighborhood	37.5%	43.5%	11.7%	5.5%	1.1%	0.8%

WITHOUT "DON'T KNOW"

Q2. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in Gainesville in regard to the following. (without "don't know")

(N=1042)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q2-1. Overall feeling of safety in Gainesville	21.0%	55.9%	17.4%	4.7%	1.2%
Q2-2. Overall feeling of safety in your neighborhood	37.8%	43.8%	11.8%	5.5%	1.1%

Q3. Quality of Life. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Gainesville with regard to the following.

(N=1042)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3-1. Overall quality of City services	14.1%	51.0%	20.2%	6.2%	4.7%	3.8%
Q3-2. Quality child care/ preschool	9.6%	22.7%	17.1%	5.9%	1.3%	43.4%
Q3-3. Quality K-12 education	11.8%	29.9%	17.0%	8.4%	3.2%	29.7%
Q3-4. Quality adult educational opportunities	24.4%	32.4%	15.9%	5.6%	1.9%	19.8%
Q3-5. Availability of employment opportunities	6.2%	29.3%	26.7%	17.9%	7.6%	12.4%
Q3-6. Availability of career advancement opportunities	5.9%	24.9%	27.9%	17.7%	7.1%	16.6%
Q3-7. Overall cleanliness of Gainesville	15.0%	50.2%	21.2%	8.4%	4.1%	1.1%
Q3-8. Overall cost of living in Gainesville	10.6%	30.7%	22.0%	16.4%	18.8%	1.5%
Q3-9. Quality food	23.4%	50.7%	17.8%	4.8%	2.1%	1.2%
Q3-10. Quality health care	45.8%	35.7%	10.5%	3.7%	2.1%	2.2%
Q3-11. Quality mental health care	17.0%	27.1%	18.8%	7.8%	5.8%	23.6%

WITHOUT "DON'T KNOW"

Q3. Quality of Life. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Gainesville with regard to the following. (without "don't know")

(N=1042)

	Excellent	Good	Neutral	Below average	Poor
Q3-1. Overall quality of City services	14.7%	53.0%	21.0%	6.5%	4.9%
Q3-2. Quality child care/preschool	16.9%	40.2%	30.2%	10.3%	2.4%
Q3-3. Quality K-12 education	16.8%	42.6%	24.1%	12.0%	4.5%
Q3-4. Quality adult educational opportunities	30.4%	40.4%	19.9%	6.9%	2.4%
Q3-5. Availability of employment opportunities	7.1%	33.4%	30.4%	20.4%	8.7%
Q3-6. Availability of career advancement opportunities	7.0%	29.8%	33.5%	21.2%	8.5%
Q3-7. Overall cleanliness of Gainesville	15.1%	50.7%	21.4%	8.5%	4.2%
Q3-8. Overall cost of living in Gainesville	10.7%	31.2%	22.3%	16.7%	19.1%
Q3-9. Quality food	23.7%	51.3%	18.0%	4.9%	2.1%
Q3-10. Quality health care	46.8%	36.5%	10.7%	3.8%	2.2%
Q3-11. Quality mental health care	22.2%	35.4%	24.6%	10.2%	7.5%

Q4. Which THREE of the quality of life items listed in Question 3 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q4. Top choice	Number	Percent
Overall quality of City services	126	12.1 %
Quality child care/preschool	32	3.1 %
Quality K-12 education	149	14.3 %
Quality adult educational opportunities	17	1.6 %
Availability of employment opportunities	138	13.2 %
Availability of career advancement opportunities	24	2.3 %
Overall cleanliness of Gainesville	30	2.9 %
Overall cost of living in Gainesville	272	26.1 %
Quality food	15	1.4 %
Quality health care	35	3.4 %
Quality mental health care	66	6.3 %
None chosen	138	13.2 %
Total	1042	100.0 %

Q4. Which THREE of the quality of life items listed in Question 3 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q4. 2nd choice	Number	Percent
Overall quality of City services	93	8.9 %
Quality child care/preschool	44	4.2 %
Quality K-12 education	119	11.4 %
Quality adult educational opportunities	29	2.8 %
Availability of employment opportunities	150	14.4 %
Availability of career advancement opportunities	91	8.7 %
Overall cleanliness of Gainesville	80	7.7 %
Overall cost of living in Gainesville	148	14.2 %
Quality food	15	1.4 %
Quality health care	57	5.5 %
Quality mental health care	48	4.6 %
None chosen	168	16.1 %
Total	1042	100.0 %

Q4. Which THREE of the quality of life items listed in Question 3 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q4. 3rd choice	Number	Percent
Overall quality of City services	133	12.8 %
Quality child care/preschool	34	3.3 %
Quality K-12 education	74	7.1 %
Quality adult educational opportunities	31	3.0 %
Availability of employment opportunities	121	11.6 %
Availability of career advancement opportunities	72	6.9 %
Overall cleanliness of Gainesville	78	7.5 %
Overall cost of living in Gainesville	109	10.5 %
Quality food	39	3.7 %
Quality health care	57	5.5 %
Quality mental health care	67	6.4 %
None chosen	227	21.8 %
Total	1042	100.0 %

SUM OF TOP 3 CHOICES

Q4. Which THREE of the quality of life items listed in Question 3 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q4. Sum of top 3 choices	Number	Percent
Overall quality of City services	352	33.8 %
Quality child care/preschool	110	10.6 %
Quality K-12 education	342	32.8 %
Quality adult educational opportunities	77	7.4 %
Availability of employment opportunities	409	39.3 %
Availability of career advancement opportunities	187	17.9 %
Overall cleanliness of Gainesville	188	18.0 %
Overall cost of living in Gainesville	529	50.8 %
Quality food	69	6.6 %
Quality health care	149	14.3 %
Quality mental health care	181	17.4 %
None chosen	138	13.2 %
Total	2731	

Q5. Sense of Community and Belonging. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate the degree to which you agree or disagree with each of the following statements:

(N=1042)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q5-1. When I have a problem, I can talk about it with a neighbor	17.9%	37.4%	23.3%	11.3%	5.3%	4.8%
Q5-2. I can trust my neighbors	24.9%	42.6%	20.7%	5.9%	2.4%	3.6%
Q5-3. Gainesville community has symbols & expressions of membership (clothes, signs, art, architecture, etc.)	10.6%	32.0%	30.1%	6.9%	2.1%	18.3%
Q5-4. I put time & effort into improving my neighborhood or community	16.5%	42.1%	29.0%	6.2%	1.2%	5.0%
Q5-5. Being a part of Gainesville community is a part of my identity	13.9%	32.6%	28.3%	14.1%	6.3%	4.7%
Q5-6. If there is a problem in our community, neighbors can get it solved	7.5%	28.6%	34.3%	13.2%	5.0%	11.4%
Q5-7. Our community has good leaders	9.0%	27.2%	29.8%	13.2%	12.2%	8.6%
Q5-8. Members of our community have shared important events together such as holidays, celebrations	10.7%	30.6%	29.1%	12.5%	4.6%	12.6%
Q5-9. I feel hopeful about future of our community	12.8%	41.1%	26.2%	9.7%	6.2%	4.0%

WITHOUT "DON'T KNOW"

Q5. Sense of Community and Belonging. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate the degree to which you agree or disagree with each of the following statements: (without "don't know")

(N=1042)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q5-1. When I have a problem, I can talk about it with a neighbor	18.8%	39.3%	24.5%	11.9%	5.5%
Q5-2. I can trust my neighbors	25.8%	44.2%	21.5%	6.1%	2.5%
Q5-3. Gainesville community has symbols & expressions of membership (clothes, signs, art, architecture, etc.)	12.9%	39.1%	36.9%	8.5%	2.6%
Q5-4. I put time & effort into improving my neighborhood or community	17.4%	44.3%	30.5%	6.6%	1.2%
Q5-5. Being a part of Gainesville community is a part of my identity	14.6%	34.2%	29.7%	14.8%	6.6%
Q5-6. If there is a problem in our community, neighbors can get it solved	8.5%	32.3%	38.7%	15.0%	5.6%
Q5-7. Our community has good leaders	9.9%	29.7%	32.6%	14.5%	13.3%
Q5-8. Members of our community have shared important events together such as holidays, celebrations	12.2%	35.0%	33.3%	14.3%	5.3%
Q5-9. I feel hopeful about future of our community	13.3%	42.8%	27.3%	10.1%	6.5%

Q6. Priorities for the Future. Using a scale of 1 to 5, where 5 means "Essential" and 1 means "Inessential," please rate the importance of the City of Gainesville addressing the following areas in the next two years:

(N=1042)

	Essential	Very important	Somewhat important	Not important	Inessential	Don't know
Q6-1. Measures to mitigate climate change	38.0%	24.7%	15.4%	8.4%	7.8%	5.8%
Q6-2. Measures to conserve Gainesville's natural environment & green cover	44.4%	29.3%	16.6%	3.3%	2.5%	3.9%
Q6-3. Equitable access to basic needs	51.1%	26.4%	13.3%	2.8%	2.0%	4.4%
Q6-4. Equitable access to housing	50.4%	26.7%	13.7%	3.4%	2.2%	3.6%
Q6-5. Equitable access to quality healthcare	54.2%	27.6%	10.3%	2.6%	2.0%	3.3%
Q6-6. Equitable access to quality mental healthcare	52.7%	25.9%	11.7%	2.5%	2.1%	5.1%
Q6-7. Providing living wages	50.4%	28.3%	11.0%	3.3%	3.2%	3.8%
Q6-8. Providing more employment opportunities	42.7%	37.4%	12.5%	2.2%	0.9%	4.3%
Q6-9. Mitigating drug abuse	32.8%	34.9%	20.7%	3.7%	2.4%	5.4%
Q6-10. Addressing racism	49.3%	22.1%	14.8%	6.0%	3.6%	4.3%
Q6-11. Addressing gun violence	46.7%	23.3%	15.6%	6.0%	4.3%	4.0%
Q6-12. Feeling of safety	39.2%	37.5%	16.7%	2.5%	0.8%	3.4%
Q6-13. Economic health of Gainesville	45.5%	36.5%	12.5%	1.2%	0.7%	3.6%
Q6-14. Sustainable commercial development	28.8%	34.7%	23.7%	5.5%	2.5%	4.8%
Q6-15. Historic preservation	25.7%	35.4%	25.7%	7.0%	2.5%	3.6%
Q6-16. Built environment (e.g. roads, buildings, sidewalks)	38.0%	38.4%	16.4%	2.9%	1.1%	3.3%
Q6-17. Ease of getting to places you have to visit	27.6%	37.9%	23.9%	5.5%	1.5%	3.6%

Q6. Priorities for the Future. Using a scale of 1 to 5, where 5 means "Essential" and 1 means "Inessential," please rate the importance of the City of Gainesville addressing the following areas in the next two years:

	Essential	Very important	Somewhat important	Not important	Inessential	Don't know
Q6-18. Quality of parks	29.0%	39.5%	22.7%	4.2%	1.3%	3.2%
Q6-19. Opportunities for recreation & culture	28.1%	40.6%	22.5%	4.0%	1.3%	3.5%
Q6-20. Effectiveness & efficiency of government	51.4%	34.3%	9.3%	1.2%	0.8%	3.0%

WITHOUT "DON'T KNOW"

Q6. Priorities for the Future. Using a scale of 1 to 5, where 5 means "Essential" and 1 means "Inessential," please rate the importance of the City of Gainesville addressing the following areas in the next two years: (without "don't know")

(N=1042)

	Essential	Very important	Somewhat important	Not important	Inessential
Q6-1. Measures to mitigate climate change	40.3%	26.2%	16.3%	9.0%	8.2%
Q6-2. Measures to conserve Gainesville's natural environment & green cover	46.3%	30.5%	17.3%	3.4%	2.6%
Q6-3. Equitable access to basic needs	53.4%	27.6%	14.0%	2.9%	2.1%
Q6-4. Equitable access to housing	52.3%	27.7%	14.2%	3.5%	2.3%
Q6-5. Equitable access to quality healthcare	56.1%	28.6%	10.6%	2.7%	2.1%
Q6-6. Equitable access to quality mental healthcare	55.5%	27.3%	12.3%	2.6%	2.2%
Q6-7. Providing living wages	52.4%	29.4%	11.5%	3.4%	3.3%
Q6-8. Providing more employment opportunities	44.6%	39.1%	13.0%	2.3%	0.9%
Q6-9. Mitigating drug abuse	34.7%	36.9%	21.9%	4.0%	2.5%
Q6-10. Addressing racism	51.6%	23.1%	15.4%	6.2%	3.7%
Q6-11. Addressing gun violence	48.7%	24.3%	16.3%	6.2%	4.5%
Q6-12. Feeling of safety	40.5%	38.8%	17.3%	2.6%	0.8%
Q6-13. Economic health of Gainesville	47.2%	37.8%	12.9%	1.3%	0.7%
Q6-14. Sustainable commercial development	30.2%	36.5%	24.9%	5.7%	2.6%
Q6-15. Historic preservation	26.7%	36.8%	26.7%	7.3%	2.6%
Q6-16. Built environment (e.g. roads, buildings, sidewalks)	39.3%	39.7%	17.0%	3.0%	1.1%
Q6-17. Ease of getting to places you have to visit	28.7%	39.3%	24.8%	5.7%	1.6%
Q6-18. Quality of parks	29.9%	40.8%	23.5%	4.4%	1.4%
Q6-19. Opportunities for recreation & culture	29.1%	42.0%	23.3%	4.2%	1.4%
Q6-20. Effectiveness & efficiency of government	53.0%	35.3%	9.6%	1.3%	0.8%

Q7. Which FOUR of the items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. Top choice	Number	Percent
Measures to mitigate climate change	110	10.6 %
Measures to conserve Gainesville's natural environment & green cover	64	6.1 %
Equitable access to basic needs	139	13.3 %
Equitable access to housing	71	6.8 %
Equitable access to quality healthcare	57	5.5 %
Equitable access to quality mental healthcare	18	1.7 %
Providing living wages	86	8.3 %
Providing more employment opportunities	67	6.4 %
Mitigating drug abuse	9	0.9 %
Addressing racism	55	5.3 %
Addressing gun violence	17	1.6 %
Feeling of safety	27	2.6 %
Economic health of Gainesville	53	5.1 %
Sustainable commercial development	9	0.9 %
Historic preservation	4	0.4 %
Built environment (e.g. roads, buildings, sidewalks)	40	3.8 %
Ease of getting to places you have to visit	11	1.1 %
Quality of parks	4	0.4 %
Opportunities for recreation & culture	5	0.5 %
Effectiveness & efficiency of government	87	8.3 %
None chosen	109	10.5 %
Total	1042	100.0 %

Q7. Which FOUR of the items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. 2nd choice	Number	Percent
Measures to mitigate climate change	44	4.2 %
Measures to conserve Gainesville's natural environment & green cover	87	8.3 %
Equitable access to basic needs	75	7.2 %
Equitable access to housing	117	11.2 %
Equitable access to quality healthcare	69	6.6 %
Equitable access to quality mental healthcare	26	2.5 %
Providing living wages	95	9.1 %
Providing more employment opportunities	57	5.5 %
Mitigating drug abuse	17	1.6 %
Addressing racism	45	4.3 %
Addressing gun violence	39	3.7 %
Feeling of safety	24	2.3 %
Economic health of Gainesville	63	6.0 %
Sustainable commercial development	31	3.0 %
Historic preservation	8	0.8 %
Built environment (e.g. roads, buildings, sidewalks)	50	4.8 %
Ease of getting to places you have to visit	22	2.1 %
Quality of parks	12	1.2 %
Opportunities for recreation & culture	10	1.0 %
Effectiveness & efficiency of government	31	3.0 %
None chosen	120	11.5 %
Total	1042	100.0 %

Q7. Which FOUR of the items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. 3rd choice	Number	Percent
Measures to mitigate climate change	28	2.7 %
Measures to conserve Gainesville's natural environment & green cover	49	4.7 %
Equitable access to basic needs	71	6.8 %
Equitable access to housing	78	7.5 %
Equitable access to quality healthcare	76	7.3 %
Equitable access to quality mental healthcare	37	3.6 %
Providing living wages	89	8.5 %
Providing more employment opportunities	62	6.0 %
Mitigating drug abuse	18	1.7 %
Addressing racism	73	7.0 %
Addressing gun violence	35	3.4 %
Feeling of safety	46	4.4 %
Economic health of Gainesville	57	5.5 %
Sustainable commercial development	33	3.2 %
Historic preservation	12	1.2 %
Built environment (e.g. roads, buildings, sidewalks)	41	3.9 %
Ease of getting to places you have to visit	32	3.1 %
Quality of parks	12	1.2 %
Opportunities for recreation & culture	24	2.3 %
Effectiveness & efficiency of government	40	3.8 %
None chosen	129	12.4 %
Total	1042	100.0 %

Q7. Which FOUR of the items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q7. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Measures to mitigate climate change	27	2.6 %
Measures to conserve Gainesville's natural environment & green cover	48	4.6 %
Equitable access to basic needs	53	5.1 %
Equitable access to housing	45	4.3 %
Equitable access to quality healthcare	56	5.4 %
Equitable access to quality mental healthcare	34	3.3 %
Providing living wages	66	6.3 %
Providing more employment opportunities	66	6.3 %
Mitigating drug abuse	28	2.7 %
Addressing racism	53	5.1 %
Addressing gun violence	52	5.0 %
Feeling of safety	38	3.6 %
Economic health of Gainesville	47	4.5 %
Sustainable commercial development	35	3.4 %
Historic preservation	24	2.3 %
Built environment (e.g. roads, buildings, sidewalks)	40	3.8 %
Ease of getting to places you have to visit	30	2.9 %
Quality of parks	23	2.2 %
Opportunities for recreation & culture	27	2.6 %
Effectiveness & efficiency of government	63	6.0 %
None chosen	187	17.9 %
Total	1042	100.0 %

SUM OF TOP 4 CHOICES**Q7. Which FOUR of the items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)**

Q7. Sum of top 4 choices	Number	Percent
Measures to mitigate climate change	209	20.1 %
Measures to conserve Gainesville's natural environment & green cover	248	23.8 %
Equitable access to basic needs	338	32.4 %
Equitable access to housing	311	29.8 %
Equitable access to quality healthcare	258	24.8 %
Equitable access to quality mental healthcare	115	11.0 %
Providing living wages	336	32.2 %
Providing more employment opportunities	252	24.2 %
Mitigating drug abuse	72	6.9 %
Addressing racism	226	21.7 %
Addressing gun violence	143	13.7 %
Feeling of safety	135	13.0 %
Economic health of Gainesville	220	21.1 %
Sustainable commercial development	108	10.4 %
Historic preservation	48	4.6 %
Built environment (e.g. roads, buildings, sidewalks)	171	16.4 %
Ease of getting to places you have to visit	95	9.1 %
Quality of parks	51	4.9 %
Opportunities for recreation & culture	66	6.3 %
Effectiveness & efficiency of government	221	21.2 %
None chosen	109	10.5 %
Total	3732	

Q8. The City is looking for new ways to improve and personalize services from the City government to residents. In the future, would you consider opting-in to share personal data (demographic, neighborhood, etc.) which would only be used to improve and personalize services from the City government?

Q8. Would you consider opting-in to share personal data which would only be used to improve & personalize services from City government

	Number	Percent
Yes	479	46.0 %
No	193	18.5 %
Not sure	325	31.2 %
Not provided	45	4.3 %
Total	1042	100.0 %

WITHOUT "NOT PROVIDED"

Q8. The City is looking for new ways to improve and personalize services from the City government to residents. In the future, would you consider opting-in to share personal data (demographic, neighborhood, etc.) which would only be used to improve and personalize services from the City government? (without "not provided")

Q8. Would you consider opting-in to share personal data which would only be used to improve & personalize services from City government

	Number	Percent
Yes	479	48.0 %
No	193	19.4 %
Not sure	325	32.6 %
Total	997	100.0 %

Q9. How much do you trust law enforcement agencies to use facial recognition technology responsibly?

Q9. How much do you trust law enforcement agencies
to use facial recognition technology responsibly

	Number	Percent
A great deal	141	13.5 %
Somewhat	317	30.4 %
Not too much	214	20.5 %
Not at all	221	21.2 %
Don't know	149	14.3 %
Total	1042	100.0 %

WITHOUT "DON'T KNOW"**Q9. How much do you trust law enforcement agencies to use facial recognition technology responsibly?
(without "don't know")**

Q9. How much do you trust law enforcement agencies
to use facial recognition technology responsibly

	Number	Percent
A great deal	141	15.8 %
Somewhat	317	35.5 %
Not too much	214	24.0 %
Not at all	221	24.7 %
Total	893	100.0 %

Q10. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how would you rate the way leaders at the following levels of government have responded so far to the Coronavirus (COVID-19) pandemic overall?

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. City Government's Response	25.0%	37.0%	15.4%	8.8%	10.1%	3.6%
Q10-2. County Government's Response	20.6%	37.6%	18.1%	10.0%	9.3%	4.3%
Q10-3. State Government's Response	10.1%	23.8%	19.2%	25.3%	18.5%	3.1%
Q10-4. US Government's Response	9.3%	15.1%	13.1%	15.9%	43.1%	3.5%

WITHOUT "DON'T KNOW"

Q10. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how would you rate the way leaders at the following levels of government have responded so far to the Coronavirus (COVID-19) pandemic overall? (without "don't know")

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. City Government's Response	26.0%	38.4%	15.9%	9.2%	10.5%
Q10-2. County Government's Response	21.6%	39.3%	19.0%	10.4%	9.7%
Q10-3. State Government's Response	10.4%	24.6%	19.8%	26.1%	19.1%
Q10-4. US Government's Response	9.6%	15.6%	13.6%	16.5%	44.6%

Q11. Have you contacted the City of Gainesville (in-person, phone, email or web) for any reason during the past year?

Q11. Have you contacted City for any reason during past year	Number	Percent
Yes	357	34.3 %
No	685	65.7 %
Total	1042	100.0 %

Q12. Using a scale of 1 to 5, where 5 means "Always" and 1 means "Never," please rate your experience with City employees regarding the following behaviors.

(N=357)

	Always	Frequently	Occasionally	Seldom	Never	Don't know
Q12-1. It was easy to find someone to address my request	27.2%	34.2%	21.6%	9.5%	4.5%	3.1%
Q12-2. I was able to get my question/concern resolved	30.0%	31.1%	17.1%	12.6%	7.6%	1.7%
Q12-3. Response time was reasonable	28.9%	35.6%	14.3%	11.8%	7.3%	2.2%
Q12-4. City employees are courteous/professional	44.8%	31.9%	13.2%	3.6%	3.4%	3.1%

WITHOUT "DON'T KNOW"**Q12. Using a scale of 1 to 5, where 5 means "Always" and 1 means "Never," please rate your experience with City employees regarding the following behaviors. (without "don't know")**

(N=357)

	Always	Frequently	Occasionally	Seldom	Never
Q12-1. It was easy to find someone to address my request	28.0%	35.3%	22.3%	9.8%	4.6%
Q12-2. I was able to get my question/concern resolved	30.5%	31.6%	17.4%	12.8%	7.7%
Q12-3. Response time was reasonable	29.5%	36.4%	14.6%	12.0%	7.4%
Q12-4. City employees are courteous/professional	46.2%	32.9%	13.6%	3.8%	3.5%

Q13. Which TWO of the items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
It was easy to find someone to address my request	121	33.9 %
I was able to get my question/concern resolved	97	27.2 %
Response time was reasonable	39	10.9 %
City employees are courteous/professional	19	5.3 %
None chosen	81	22.7 %
Total	357	100.0 %

Q13. Which TWO of the items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
It was easy to find someone to address my request	55	15.4 %
I was able to get my question/concern resolved	90	25.2 %
Response time was reasonable	84	23.5 %
City employees are courteous/professional	27	7.6 %
None chosen	101	28.3 %
Total	357	100.0 %

SUM OF TOP 2 CHOICES**Q13. Which TWO of the items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q13. Sum of top 2 choices	Number	Percent
It was easy to find someone to address my request	176	49.3 %
I was able to get my question/concern resolved	187	52.4 %
Response time was reasonable	123	34.5 %
City employees are courteous/professional	46	12.9 %
None chosen	81	22.7 %
Total	613	

Q14. Overall, how would you rate your MOST RECENT experience when contacting the City of Gainesville?

Q14. How would you rate your most recent experience
when contacting City

	Number	Percent
Excellent	107	30.0 %
Good	134	37.5 %
Fair	64	17.9 %
Poor	42	11.8 %
Not sure	5	1.4 %
Not provided	5	1.4 %
Total	357	100.0 %

WITHOUT "NOT PROVIDED"**Q14. Overall, how would you rate your MOST RECENT experience when contacting the City of Gainesville?
(without "not provided")**

Q14. How would you rate your most recent experience
when contacting City

	Number	Percent
Excellent	107	30.4 %
Good	134	38.1 %
Fair	64	18.2 %
Poor	42	11.9 %
Not sure	5	1.4 %
Total	352	100.0 %

Q15. Which of the following are your primary sources of information about City issues, services, programming, and events?

Q15. What are your primary sources of information about City issues, services, programming, & events	Number	Percent
www.cityofgainesville.org	383	36.8 %
myGNV app	57	5.5 %
Nextdoor	180	17.3 %
Twitter	59	5.7 %
Instagram	40	3.8 %
Facebook	349	33.5 %
Cox cable: Channel 12	160	15.4 %
Television/News	485	46.5 %
City's main phone number: 352-334-5000	63	6.0 %
Radio	211	20.2 %
Newspapers	384	36.9 %
Homeowners, neighborhood, or other civic association newsletters	161	15.5 %
City email lists, newsletters, telephone town hall meetings, etc.	190	18.2 %
Other	92	8.8 %
Total	2814	

Q15-8. Which television/news channels?

Q15-8. Which television/news channels	Number	Percent
TV20	105	33.9 %
WCJB	77	24.8 %
WUFT	11	3.5 %
CHANNEL 7	10	3.2 %
ABC	9	2.9 %
CNN	6	1.9 %
Channel 7	4	1.3 %
CBS	3	1.0 %
Local	2	0.6 %
Channel 4	2	0.6 %
Cable	2	0.6 %
FOX	2	0.6 %
NBC	2	0.6 %
ABC, CBS	2	0.6 %
TV20, ABC	1	0.3 %
FOX, TV 20	1	0.3 %
Channel 4 CBS, TV20, ABC	1	0.3 %
Gainesville local news, TV20	1	0.3 %
WUFT, CBS	1	0.3 %
All local and cable	1	0.3 %
COX 4, 20	1	0.3 %
Channel 20 & Channel 12	1	0.3 %
FOX news	1	0.3 %
PBS, Channel 20	1	0.3 %
TV20, CBS4	1	0.3 %
TV20, PM 07.3 FM & 11 PM news broadcasts	1	0.3 %
WGFL 4	1	0.3 %
10.1, TV20, Channel 4, PBS	1	0.3 %
TV20 NEWS	1	0.3 %
20 AND 51	1	0.3 %
WCTV	1	0.3 %
9 AND 7	1	0.3 %
WGFLDT/CBS	1	0.3 %
WJCB and CBS Channel 4	1	0.3 %
ABC CBS AND WUFT	1	0.3 %
CHANNEL 4 AND CBS	1	0.3 %
CBS, CNN	1	0.3 %
4 AND 9 ON DIRECT TV	1	0.3 %
Channel 19 in Jax, Channel 4 in Gainesville	1	0.3 %
COX 20, WOGX Cox 13	1	0.3 %
CHANNELS 20 AND 53	1	0.3 %
Cox cable	1	0.3 %
PBS, WUFT, NBC, CBS, ABC	1	0.3 %
PBS, NBC	1	0.3 %
CHANNELS 4 & 7	1	0.3 %
NEWS	1	0.3 %
ABC, CNN	1	0.3 %
Chanel 11	1	0.3 %
Paige Beck and crew	1	0.3 %
TV20 AND FOX 51	1	0.3 %
Channels 5 & 7	1	0.3 %
NPR 89.1	1	0.3 %

Q15-8. Which television/news channels?

Q15-8. Which television/news channels	Number	Percent
CHANNELS 4 AND 20	1	0.3 %
CHANNEL 20 WCJB	1	0.3 %
CHANNELS 1, 4 AND 9	1	0.3 %
WJBF	1	0.3 %
PBS	1	0.3 %
TV20, WCJB, CNN	1	0.3 %
GW ABC NEWS	1	0.3 %
TV20, Gainesville CBS channel	1	0.3 %
Channels 9 & 7	1	0.3 %
WJXT	1	0.3 %
10.1 5.1 BBC	1	0.3 %
ABC, NBC, CBS	1	0.3 %
Channels 4 & 7	1	0.3 %
CHANNEL 5	1	0.3 %
10.1, 5.1	1	0.3 %
CHANNEL 4	1	0.3 %
WJBC	1	0.3 %
ABC20, CBS28, FOX51	1	0.3 %
UF NEWS	1	0.3 %
CBS, FOX	1	0.3 %
TV20, WCJB	1	0.3 %
Local major networks	1	0.3 %
WESH	1	0.3 %
WCJB, WOGX, WNBWSD	1	0.3 %
ABC TV20, COX Cable Channel 5, FOX News	1	0.3 %
Gaineville Public Television	1	0.3 %
PBS Newshour or Channel 20	1	0.3 %
ABC, WCJB	1	0.3 %
CBS, ABC, & NBC	1	0.3 %
CBS, ABC	1	0.3 %
WRUF, WCJB	1	0.3 %
TV20, FOX News 13	1	0.3 %
NBC affiliate	1	0.3 %
Channel 7 and PBS	1	0.3 %
ABC, Channel WCJB	1	0.3 %
Total	310	100.0 %

Q15-10. Which radio stations?

Q15-10. Which radio stations	Number	Percent
WUFT FM	44	31.4 %
NPR	25	17.9 %
WRUF	6	4.3 %
89.1	5	3.6 %
97.3	5	3.6 %
105.3	5	3.6 %
97.3 The Sky	4	2.9 %
The Sky	3	2.1 %
93.7	3	2.1 %
KTK	2	1.4 %
107.5	2	1.4 %
WRUF, WNDD, WSKY	1	0.7 %
97.3 FM SKY radio	1	0.7 %
103.7	1	0.7 %
THE BUZZ	1	0.7 %
100.5, 105.3, 102.3	1	0.7 %
WURT AND SKY	1	0.7 %
103.7, 105.3	1	0.7 %
89.1 NPR	1	0.7 %
WGOT 100.1 FM	1	0.7 %
92.5	1	0.7 %
WINDFM	1	0.7 %
K105	1	0.7 %
LOCAL NPR	1	0.7 %
WJKY	1	0.7 %
99.5, KTK	1	0.7 %
92.5 WIND FM	1	0.7 %
SKY FM	1	0.7 %
WSKY	1	0.7 %
WUFT, NPR	1	0.7 %
89.2 FM	1	0.7 %
KTK 98.5	1	0.7 %
89.1, 97.3	1	0.7 %
100.5 BUZZ	1	0.7 %
WUFT	1	0.7 %
89.1 WUFT, NPR	1	0.7 %
98.5 WKTK	1	0.7 %
89.1, 98.5, 94.1, 105.3	1	0.7 %
89.1 FM	1	0.7 %
NPR WUFT 89.1	1	0.7 %
90.3	1	0.7 %
WSKY FM	1	0.7 %
PBS	1	0.7 %
98.5	1	0.7 %
WSKY 97.3 FM	1	0.7 %
NPR, WUFT FM	1	0.7 %
105.3 FM	1	0.7 %
Total	140	100.0 %

Q15-11. Which newspapers?

Q15-11. Which newspapers	Number	Percent
Gainesville Sun	253	87.5 %
Gainesville Sun, Independent Alligator	16	5.5 %
Independent Alligator	7	2.4 %
Gainesville Sun, Independent Florida Alligator, Iguana	1	0.3 %
WCJB	1	0.3 %
Gainesville Sun, Independent Alligator, NY Times	1	0.3 %
Alachun Chronicle	1	0.3 %
Gainesville Sun, USA Today	1	0.3 %
Gainesville Sun, Independent Alligator, & Florida Times	1	0.3 %
Iguana	1	0.3 %
Gainesville Sun, Guardian	1	0.3 %
The Point	1	0.3 %
Gainesville Guardian	1	0.3 %
Gaurdian	1	0.3 %
Washington Post, Gainesville Sun	1	0.3 %
Wall Street Journal, Gainesville Sun	1	0.3 %
Total	289	100.0 %

Q16. Public Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following:

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Overall quality of local police protection	18.8%	46.9%	19.1%	5.7%	2.0%	7.5%
Q16-2. How quickly police responds to 911 emergencies	16.5%	27.6%	13.5%	3.7%	1.0%	37.6%
Q16-3. Visibility of police in neighborhoods	11.6%	33.9%	30.1%	12.0%	3.0%	9.4%
Q16-4. City's efforts to prevent crime	10.9%	33.5%	28.8%	8.7%	2.7%	15.4%
Q16-5. Overall quality of local fire rescue protection	30.4%	38.2%	10.4%	1.1%	0.2%	19.8%
Q16-6. How quickly fire rescue responds to 911 emergencies	28.3%	26.8%	9.1%	1.0%	0.2%	34.6%
Q16-7. Overall quality of Gainesville Fire Rescue's community involvement, education & prevention services	25.6%	33.2%	13.2%	1.2%	0.4%	26.3%

WITHOUT "DON'T KNOW"

Q16. Public Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following: (without "don't know")

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Overall quality of local police protection	20.3%	50.7%	20.6%	6.1%	2.2%
Q16-2. How quickly police responds to 911 emergencies	26.5%	44.3%	21.7%	6.0%	1.5%
Q16-3. Visibility of police in neighborhoods	12.8%	37.4%	33.3%	13.2%	3.3%
Q16-4. City's efforts to prevent crime	12.9%	39.6%	34.0%	10.3%	3.2%
Q16-5. Overall quality of local fire rescue protection	37.9%	47.6%	12.9%	1.3%	0.2%
Q16-6. How quickly fire rescue responds to 911 emergencies	43.3%	41.0%	14.0%	1.5%	0.3%
Q16-7. Overall quality of Gainesville Fire Rescue's community involvement, education & prevention services	34.8%	45.1%	18.0%	1.7%	0.5%

Q17. Mobility. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Gainesville with regard to the following:

(N=1042)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q17-1. How is traffic flow on major streets	2.8%	27.9%	20.6%	24.7%	21.8%	2.2%
Q17-2. How is traffic flow on residential streets	13.2%	52.7%	19.1%	8.3%	4.7%	1.9%
Q17-3. How easy is it to find public parking	3.7%	23.9%	25.3%	25.7%	15.9%	5.4%
Q17-4. How easy is it to travel by car in Gainesville	11.0%	44.0%	20.9%	13.7%	7.9%	2.5%
Q17-5. How easy is it to travel by bus in Gainesville	5.1%	16.2%	14.4%	7.7%	8.3%	48.3%
Q17-6. How easy is it to travel by bicycle in Gainesville	9.2%	27.4%	18.9%	8.8%	3.6%	32.0%
Q17-7. How easy is it to travel on foot in Gainesville	11.6%	34.8%	20.7%	9.4%	5.6%	17.9%
Q17-8. How easy is it for neighbors with disabilities to commute in Gainesville	2.4%	11.4%	13.6%	9.2%	7.2%	56.1%

WITHOUT "DON'T KNOW"

Q17. Mobility. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Gainesville with regard to the following: (without "don't know")

(N=1042)

	Excellent	Good	Neutral	Below average	Poor
Q17-1. How is traffic flow on major streets	2.8%	28.6%	21.1%	25.2%	22.3%
Q17-2. How is traffic flow on residential streets	13.5%	53.7%	19.5%	8.5%	4.8%
Q17-3. How easy is it to find public parking	4.0%	25.3%	26.8%	27.2%	16.8%
Q17-4. How easy is it to travel by car in Gainesville	11.3%	45.1%	21.5%	14.1%	8.1%
Q17-5. How easy is it to travel by bus in Gainesville	9.8%	31.4%	27.8%	14.8%	16.1%
Q17-6. How easy is it to travel by bicycle in Gainesville	13.5%	40.3%	27.8%	13.0%	5.4%
Q17-7. How easy is it to travel on foot in Gainesville	14.1%	42.4%	25.2%	11.4%	6.8%
Q17-8. How easy is it for neighbors with disabilities to commute in Gainesville	5.5%	26.0%	31.1%	21.0%	16.4%

Q18. Which THREE of the mobility items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q18. Top choice</u>	<u>Number</u>	<u>Percent</u>
How is traffic flow on major streets	475	45.6 %
How is traffic flow on residential streets	23	2.2 %
How easy is it to find public parking	84	8.1 %
How easy is it to travel by car in Gainesville	27	2.6 %
How easy is it to travel by bus in Gainesville	87	8.3 %
How easy is it to travel by bicycle in Gainesville	51	4.9 %
How easy is it to travel on foot in Gainesville	26	2.5 %
How easy is it for neighbors with disabilities to commute in Gainesville	117	11.2 %
None chosen	152	14.6 %
Total	1042	100.0 %

Q18. Which THREE of the mobility items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q18. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
How is traffic flow on major streets	135	13.0 %
How is traffic flow on residential streets	82	7.9 %
How easy is it to find public parking	187	17.9 %
How easy is it to travel by car in Gainesville	133	12.8 %
How easy is it to travel by bus in Gainesville	84	8.1 %
How easy is it to travel by bicycle in Gainesville	81	7.8 %
How easy is it to travel on foot in Gainesville	43	4.1 %
How easy is it for neighbors with disabilities to commute in Gainesville	89	8.5 %
None chosen	208	20.0 %
Total	1042	100.0 %

Q18. Which THREE of the mobility items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q18. 3rd choice	Number	Percent
How is traffic flow on major streets	77	7.4 %
How is traffic flow on residential streets	65	6.2 %
How easy is it to find public parking	165	15.8 %
How easy is it to travel by car in Gainesville	97	9.3 %
How easy is it to travel by bus in Gainesville	81	7.8 %
How easy is it to travel by bicycle in Gainesville	80	7.7 %
How easy is it to travel on foot in Gainesville	51	4.9 %
How easy is it for neighbors with disabilities to commute in Gainesville	123	11.8 %
None chosen	303	29.1 %
Total	1042	100.0 %

SUM OF TOP 3 CHOICES

Q18. Which THREE of the mobility items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q18. Sum of top 3 choices	Number	Percent
How is traffic flow on major streets	687	65.9 %
How is traffic flow on residential streets	170	16.3 %
How easy is it to find public parking	436	41.8 %
How easy is it to travel by car in Gainesville	257	24.7 %
How easy is it to travel by bus in Gainesville	252	24.2 %
How easy is it to travel by bicycle in Gainesville	212	20.3 %
How easy is it to travel on foot in Gainesville	120	11.5 %
How easy is it for neighbors with disabilities to commute in Gainesville	329	31.6 %
None chosen	152	14.6 %
Total	2615	

Q19. Utilities. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following:

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Electricity service	17.5%	33.1%	13.5%	16.8%	16.5%	2.6%
Q19-2. Gas service	17.0%	30.9%	15.4%	6.6%	6.7%	23.4%
Q19-3. Water service	20.2%	36.8%	17.6%	11.2%	9.8%	4.5%
Q19-4. Sewer service	18.2%	36.0%	19.7%	7.3%	7.5%	11.3%
Q19-5. Residential trash collection service	35.6%	43.9%	11.1%	4.1%	2.4%	2.9%
Q19-6. Curbside recycling service	34.7%	42.1%	11.2%	4.1%	2.3%	5.5%
Q19-7. Yard waste service	32.1%	36.7%	14.0%	4.3%	2.2%	10.7%
Q19-8. Bulk trash pickup service	23.2%	30.7%	14.1%	5.0%	2.7%	24.3%

WITHOUT "DON'T KNOW"

Q19. Utilities. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following: (without "don't know")

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Electricity service	17.9%	34.0%	13.9%	17.2%	16.9%
Q19-2. Gas service	22.2%	40.4%	20.1%	8.6%	8.8%
Q19-3. Water service	21.1%	38.5%	18.4%	11.8%	10.3%
Q19-4. Sewer service	20.6%	40.6%	22.2%	8.2%	8.4%
Q19-5. Residential trash collection service	36.7%	45.2%	11.5%	4.2%	2.5%
Q19-6. Curbside recycling service	36.8%	44.6%	11.9%	4.4%	2.4%
Q19-7. Yard waste service	35.9%	41.1%	15.7%	4.8%	2.5%
Q19-8. Bulk trash pickup service	30.7%	40.6%	18.6%	6.6%	3.5%

Q20. Which TWO of the items listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q20. Top choice	Number	Percent
Electricity service	536	51.4 %
Gas service	8	0.8 %
Water service	52	5.0 %
Sewer service	24	2.3 %
Residential trash collection service	40	3.8 %
Curbside recycling service	71	6.8 %
Yard waste service	20	1.9 %
Bulk trash pickup service	29	2.8 %
None chosen	262	25.1 %
Total	1042	100.0 %

Q20. Which TWO of the items listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q20. 2nd choice	Number	Percent
Electricity service	63	6.0 %
Gas service	93	8.9 %
Water service	219	21.0 %
Sewer service	54	5.2 %
Residential trash collection service	40	3.8 %
Curbside recycling service	69	6.6 %
Yard waste service	57	5.5 %
Bulk trash pickup service	54	5.2 %
None chosen	393	37.7 %
Total	1042	100.0 %

SUM OF TOP 2 CHOICES**Q20. Which TWO of the items listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q20. Sum of top 2 choices	Number	Percent
Electricity service	599	57.5 %
Gas service	101	9.7 %
Water service	271	26.0 %
Sewer service	78	7.5 %
Residential trash collection service	80	7.7 %
Curbside recycling service	140	13.4 %
Yard waste service	77	7.4 %
Bulk trash pickup service	83	8.0 %
None chosen	262	25.1 %
Total	1691	

Q21. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following.

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. How effectively City communicates with you	7.9%	32.2%	33.6%	9.5%	5.0%	11.8%
Q21-2. Quality of City's website, cityofgainesville.org	6.3%	27.1%	31.5%	5.0%	2.7%	27.4%
Q21-3. City efforts to keep you informed about City government (newsletters, press releases, social media)	9.4%	33.0%	34.0%	7.9%	3.7%	12.0%

WITHOUT "DON'T KNOW"

Q21. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following. (without "don't know")

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. How effectively City communicates with you	8.9%	36.6%	38.1%	10.8%	5.7%
Q21-2. Quality of City's website, cityofgainesville.org	8.7%	37.3%	43.4%	6.9%	3.7%
Q21-3. City efforts to keep you informed about City government (newsletters, press releases, social media)	10.7%	37.5%	38.6%	8.9%	4.3%

Q22. Maintenance. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following:

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q22-1. Reported residential property maintenance issues	4.1%	16.3%	24.0%	6.3%	3.1%	46.2%
Q22-2. Reported commercial property maintenance issues	2.4%	10.3%	23.3%	2.7%	1.8%	59.5%
Q22-3. Reported abandoned vehicles	3.0%	8.7%	20.1%	4.7%	3.1%	60.5%
Q22-4. Reported graffiti	2.0%	8.9%	19.6%	3.6%	1.7%	64.1%
Q22-5. Reported noise violations	3.6%	13.9%	23.6%	9.0%	4.6%	45.3%
Q22-6. Maintenance of streets in your neighborhood	10.6%	36.0%	22.3%	13.7%	6.8%	10.7%
Q22-7. Maintenance of traffic signals/street signs	13.1%	42.9%	22.7%	7.9%	2.9%	10.6%
Q22-8. Maintenance of medians & public areas	10.9%	41.7%	23.9%	8.3%	4.2%	10.9%
Q22-9. Maintenance of City buildings (City Hall, Community Centers)	10.7%	40.3%	23.0%	3.5%	1.2%	21.4%
Q22-10. Overall cleanliness of City streets & public areas	12.4%	44.4%	22.3%	10.6%	4.3%	6.0%
Q22-11. Adequacy of City street lighting	9.6%	42.7%	23.6%	11.2%	5.5%	7.4%
Q22-12. Availability of sidewalks in your neighborhood	11.3%	30.2%	22.1%	14.8%	10.7%	10.8%

WITHOUT "DON'T KNOW"

Q22. Maintenance. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following: (without "don't know")

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Reported residential property maintenance issues	7.7%	30.3%	44.6%	11.8%	5.7%
Q22-2. Reported commercial property maintenance issues	5.9%	25.4%	57.6%	6.6%	4.5%
Q22-3. Reported abandoned vehicles	7.5%	22.1%	50.7%	11.9%	7.8%
Q22-4. Reported graffiti	5.6%	24.9%	54.5%	10.2%	4.8%
Q22-5. Reported noise violations	6.5%	25.4%	43.2%	16.5%	8.4%
Q22-6. Maintenance of streets in your neighborhood	11.8%	40.3%	24.9%	15.4%	7.6%
Q22-7. Maintenance of traffic signals/street signs	14.6%	48.0%	25.4%	8.8%	3.2%
Q22-8. Maintenance of medians & public areas	12.3%	46.9%	26.8%	9.3%	4.7%
Q22-9. Maintenance of City buildings (City Hall, Community Centers)	13.6%	51.3%	29.3%	4.4%	1.5%
Q22-10. Overall cleanliness of City streets & public areas	13.2%	47.3%	23.7%	11.2%	4.6%
Q22-11. Adequacy of City street lighting	10.4%	46.1%	25.5%	12.1%	5.9%
Q22-12. Availability of sidewalks in your neighborhood	12.7%	33.9%	24.8%	16.6%	12.1%

Q23. Which THREE of the maintenance items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q23. Top choice</u>	<u>Number</u>	<u>Percent</u>
Reported residential property maintenance issues	68	6.5 %
Reported commercial property maintenance issues	13	1.2 %
Reported abandoned vehicles	23	2.2 %
Reported graffiti	6	0.6 %
Reported noise violations	59	5.7 %
Maintenance of streets in your neighborhood	173	16.6 %
Maintenance of traffic signals/street signs	57	5.5 %
Maintenance of medians & public areas	50	4.8 %
Maintenance of City buildings (City Hall, Community Centers)	9	0.9 %
Overall cleanliness of City streets & public areas	122	11.7 %
Adequacy of City street lighting	70	6.7 %
Availability of sidewalks in your neighborhood	118	11.3 %
None chosen	274	26.3 %
Total	1042	100.0 %

Q23. Which THREE of the maintenance items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q23. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Reported residential property maintenance issues	52	5.0 %
Reported commercial property maintenance issues	21	2.0 %
Reported abandoned vehicles	17	1.6 %
Reported graffiti	11	1.1 %
Reported noise violations	50	4.8 %
Maintenance of streets in your neighborhood	82	7.9 %
Maintenance of traffic signals/street signs	70	6.7 %
Maintenance of medians & public areas	72	6.9 %
Maintenance of City buildings (City Hall, Community Centers)	18	1.7 %
Overall cleanliness of City streets & public areas	112	10.7 %
Adequacy of City street lighting	109	10.5 %
Availability of sidewalks in your neighborhood	72	6.9 %
None chosen	356	34.2 %
Total	1042	100.0 %

Q23. Which THREE of the maintenance items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q23. 3rd choice	Number	Percent
Reported residential property maintenance issues	35	3.4 %
Reported commercial property maintenance issues	27	2.6 %
Reported abandoned vehicles	18	1.7 %
Reported graffiti	12	1.2 %
Reported noise violations	37	3.6 %
Maintenance of streets in your neighborhood	65	6.2 %
Maintenance of traffic signals/street signs	46	4.4 %
Maintenance of medians & public areas	64	6.1 %
Maintenance of City buildings (City Hall, Community Centers)	17	1.6 %
Overall cleanliness of City streets & public areas	102	9.8 %
Adequacy of City street lighting	87	8.3 %
Availability of sidewalks in your neighborhood	61	5.9 %
None chosen	471	45.2 %
Total	1042	100.0 %

SUM OF TOP 3 CHOICES

Q23. Which THREE of the maintenance items listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q23. Sum of top 3 choices	Number	Percent
Reported residential property maintenance issues	155	14.9 %
Reported commercial property maintenance issues	61	5.9 %
Reported abandoned vehicles	58	5.6 %
Reported graffiti	29	2.8 %
Reported noise violations	146	14.0 %
Maintenance of streets in your neighborhood	320	30.7 %
Maintenance of traffic signals/street signs	173	16.6 %
Maintenance of medians & public areas	186	17.9 %
Maintenance of City buildings (City Hall, Community Centers)	44	4.2 %
Overall cleanliness of City streets & public areas	336	32.2 %
Adequacy of City street lighting	266	25.5 %
Availability of sidewalks in your neighborhood	251	24.1 %
None chosen	274	26.3 %
Total	2299	

Q24. Parks, Recreation, and Cultural Affairs. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following:

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Appearance of City parks	24.5%	51.5%	14.0%	2.3%	1.1%	6.6%
Q24-2. How easy it is to access City parks from my home	29.1%	44.1%	14.4%	4.5%	1.2%	6.7%
Q24-3. Availability of walking/ biking trails in City	25.6%	41.7%	15.9%	6.0%	1.4%	9.4%
Q24-4. Outdoor athletic fields (baseball, soccer)	16.6%	33.4%	20.1%	4.9%	1.6%	23.4%
Q24-5. City's youth recreation/ athletic programs	10.3%	20.2%	16.5%	5.4%	2.6%	45.0%
Q24-6. City's adult recreation/ athletic programs	8.1%	17.8%	19.7%	7.7%	2.7%	44.1%
Q24-7. Ease of registering for programs	7.9%	17.3%	20.5%	4.4%	2.7%	47.2%
Q24-8. Availability of cultural & special events	23.8%	37.0%	20.2%	4.0%	1.3%	13.5%
Q24-9. The Wild Spaces & Public Places program	21.6%	28.4%	18.1%	3.2%	3.0%	25.7%

WITHOUT "DON'T KNOW"

Q24. Parks, Recreation, and Cultural Affairs. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following: (without "don't know")

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Appearance of City parks	26.2%	55.2%	15.0%	2.5%	1.1%
Q24-2. How easy it is to access City parks from my home	31.2%	47.3%	15.4%	4.8%	1.2%
Q24-3. Availability of walking/biking trails in City	28.3%	46.0%	17.6%	6.6%	1.6%
Q24-4. Outdoor athletic fields (baseball, soccer)	21.7%	43.6%	26.2%	6.4%	2.1%
Q24-5. City's youth recreation/athletic programs	18.7%	36.8%	30.0%	9.8%	4.7%
Q24-6. City's adult recreation/athletic programs	14.4%	31.8%	35.2%	13.7%	4.8%
Q24-7. Ease of registering for programs	14.9%	32.7%	38.9%	8.4%	5.1%
Q24-8. Availability of cultural & special events	27.5%	42.8%	23.4%	4.7%	1.6%
Q24-9. The Wild Spaces & Public Places program	29.1%	38.2%	24.4%	4.3%	4.0%

Q25. Which THREE of the parks and recreation items listed in Question 24 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q25. Top choice	Number	Percent
Appearance of City parks	113	10.8 %
How easy it is to access City parks from my home	52	5.0 %
Availability of walking/biking trails in City	128	12.3 %
Outdoor athletic fields (baseball, soccer)	37	3.6 %
City's youth recreation/athletic programs	90	8.6 %
City's adult recreation/athletic programs	40	3.8 %
Ease of registering for programs	21	2.0 %
Availability of cultural & special events	84	8.1 %
The Wild Spaces & Public Places program	115	11.0 %
None chosen	362	34.7 %
Total	1042	100.0 %

Q25. Which THREE of the parks and recreation items listed in Question 24 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q25. 2nd choice	Number	Percent
Appearance of City parks	86	8.3 %
How easy it is to access City parks from my home	60	5.8 %
Availability of walking/biking trails in City	83	8.0 %
Outdoor athletic fields (baseball, soccer)	37	3.6 %
City's youth recreation/athletic programs	83	8.0 %
City's adult recreation/athletic programs	86	8.3 %
Ease of registering for programs	34	3.3 %
Availability of cultural & special events	81	7.8 %
The Wild Spaces & Public Places program	73	7.0 %
None chosen	419	40.2 %
Total	1042	100.0 %

Q25. Which THREE of the parks and recreation items listed in Question 24 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q25. 3rd choice	Number	Percent
Appearance of City parks	66	6.3 %
How easy it is to access City parks from my home	38	3.6 %
Availability of walking/biking trails in City	87	8.3 %
Outdoor athletic fields (baseball, soccer)	37	3.6 %
City's youth recreation/athletic programs	49	4.7 %
City's adult recreation/athletic programs	49	4.7 %
Ease of registering for programs	49	4.7 %
Availability of cultural & special events	74	7.1 %
The Wild Spaces & Public Places program	79	7.6 %
None chosen	514	49.3 %
Total	1042	100.0 %

SUM OF TOP 3 CHOICES

Q25. Which THREE of the parks and recreation items listed in Question 24 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q25. Sum of top 3 choices	Number	Percent
Appearance of City parks	265	25.4 %
How easy it is to access City parks from my home	150	14.4 %
Availability of walking/biking trails in City	298	28.6 %
Outdoor athletic fields (baseball, soccer)	111	10.7 %
City's youth recreation/athletic programs	222	21.3 %
City's adult recreation/athletic programs	175	16.8 %
Ease of registering for programs	104	10.0 %
Availability of cultural & special events	239	22.9 %
The Wild Spaces & Public Places program	267	25.6 %
None chosen	362	34.7 %
Total	2193	

Q26. Community Planning and Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following:

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Quality of new developments in City	6.4%	23.1%	29.7%	18.1%	8.1%	14.6%
Q26-2. Effectiveness of City efforts to revitalize low-income areas	3.6%	11.8%	25.1%	26.3%	13.4%	19.8%
Q26-3. City's efforts to preserve historic buildings	7.4%	26.8%	32.1%	9.2%	4.2%	20.2%

WITHOUT "DON'T KNOW"

Q26. Community Planning and Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following: (without "don't know")

(N=1042)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Quality of new developments in City	7.5%	27.1%	34.7%	21.2%	9.4%
Q26-2. Effectiveness of City efforts to revitalize low-income areas	4.4%	14.7%	31.3%	32.8%	16.7%
Q26-3. City's efforts to preserve historic buildings	9.3%	33.6%	40.3%	11.6%	5.3%

Q27. What is your age?

Q27. Your age	Number	Percent
18-34	194	18.6 %
35-44	188	18.0 %
45-54	205	19.7 %
55-64	204	19.6 %
65+	202	19.4 %
Not provided	49	4.7 %
Total	1042	100.0 %

WITHOUT "NOT PROVIDED"**Q27. What is your age? (without "not provided")**

Q27. Your age	Number	Percent
18-34	194	19.5 %
35-44	188	18.9 %
45-54	205	20.6 %
55-64	204	20.5 %
65+	202	20.3 %
Total	993	100.0 %

Q28. What is your gender?

Q28. Your gender	Number	Percent
Male	503	48.3 %
Female	509	48.8 %
Non binary	5	0.5 %
Prefer not to answer	16	1.5 %
Prefer to self-describe	2	0.2 %
Not provided	7	0.7 %
Total	1042	100.0 %

WITHOUT "NOT PROVIDED / PREFER NOT TO ANSWER"**Q28. What is your gender? (without "not provided/prefer not to answer")**

Q28. Your gender	Number	Percent
Male	503	49.4 %
Female	509	50.0 %
Non binary	5	0.5 %
Prefer to self-describe	2	0.2 %
Total	1019	100.0 %

Q29. How would you identify your ethnicity?

<u>Q29. Your ethnicity</u>	<u>Number</u>	<u>Percent</u>
Native American or Alaskan Native	16	1.5 %
White or Euro-American	683	65.5 %
Black, Afro-Caribbean, or African American	201	19.3 %
Latinx or Hispanic American	106	10.2 %
Middle Eastern or Arab American	6	0.6 %
South Asian or South Asian American	17	1.6 %
East Asian, South East Asian or Asian American	45	4.3 %
Native Hawaiian, Other Pacific Islander or Pacific Islander American	2	0.2 %
Prefer not to answer	13	1.2 %
Other/prefer to self-describe	13	1.2 %
Total	1102	

WITHOUT "PREFER NOT TO ANSWER"**Q29. How would you identify your ethnicity? (without "prefer not to answer")**

<u>Q29. Your ethnicity</u>	<u>Number</u>	<u>Percent</u>
Native American or Alaskan Native	16	1.6 %
White or Euro-American	683	66.4 %
Black, Afro-Caribbean, or African American	201	19.5 %
Latinx or Hispanic American	106	10.3 %
Middle Eastern or Arab American	6	0.6 %
South Asian or South Asian American	17	1.7 %
East Asian, South East Asian or Asian American	45	4.4 %
Native Hawaiian, Other Pacific Islander or Pacific Islander American	2	0.2 %
Other/prefer to self-describe	13	1.3 %
Total	1089	

Q29-10. Other/prefer to self-describe:

<u>Q29-10. Other</u>	<u>Number</u>	<u>Percent</u>
MIXED	2	15.4 %
American born and raised	1	7.7 %
MULTI-ETHNICITY	1	7.7 %
FRANCO/CELTIC	1	7.7 %
Hispanic	1	7.7 %
WEST INDIAN AND MIXED RACES	1	7.7 %
FILIPINO	1	7.7 %
AMERICAN	1	7.7 %
Multiple	1	7.7 %
Italian and Haitian	1	7.7 %
Caucasian and Native American	1	7.7 %
Caucasian Spanish descent	1	7.7 %
Total	13	100.0 %

Q30. Do you speak a language(s) other than English at home?

Q30. Do you speak a language(s) other than English at home	Number	Percent
Yes	138	13.2 %
No	904	86.8 %
Total	1042	100.0 %

Q30-1. Which languages:

Q30-1. Which languages	Number	Percent
Spanish	73	52.9 %
French	10	7.2 %
Chinese	9	6.5 %
German	8	5.8 %
Tagalog	4	2.9 %
Portuguese	3	2.2 %
Vietnamese	3	2.2 %
Russian	2	1.4 %
Thai	2	1.4 %
Italian	2	1.4 %
Swedish	1	0.7 %
Sign language	1	0.7 %
Yoruba	1	0.7 %
Polish	1	0.7 %
Espanol	1	0.7 %
Cat	1	0.7 %
Spanish & Portuguese	1	0.7 %
Japanese	1	0.7 %
Cebuano	1	0.7 %
Arabic	1	0.7 %
Creole	1	0.7 %
Creole & French	1	0.7 %
Hungarian	1	0.7 %
Dutch	1	0.7 %
Croatian	1	0.7 %
Czech	1	0.7 %
Hmong	1	0.7 %
Japanese, Indonesian	1	0.7 %
Creole, French	1	0.7 %
Swahili	1	0.7 %
Greek	1	0.7 %
Gallego	1	0.7 %
Total	138	100.0 %

Q31. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate the degree to which you agree or disagree with the following statement for each item listed below. "In the past year, I have been treated unfairly due to my..."

(N=1042)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q31-1. Race/ethnicity	6.7%	8.2%	12.1%	19.4%	37.7%	15.9%
Q31-2. Gender	5.4%	10.6%	15.0%	21.6%	31.0%	16.5%
Q31-3. Age	5.2%	11.7%	15.4%	21.7%	31.0%	15.1%
Q31-4. Ability	3.1%	5.1%	15.6%	22.2%	36.3%	17.8%
Q31-5. Sexual orientation	2.0%	3.9%	12.8%	20.8%	37.8%	22.6%

WITHOUT "DON'T KNOW"

Q31. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate the degree to which you agree or disagree with the following statement for each item listed below. "In the past year, I have been treated unfairly due to my..." (without "don't know")

(N=1042)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q31-1. Race/ethnicity	8.0%	9.7%	14.4%	23.1%	44.9%
Q31-2. Gender	6.4%	12.6%	17.9%	25.9%	37.1%
Q31-3. Age	6.1%	13.8%	18.1%	25.5%	36.5%
Q31-4. Ability	3.7%	6.2%	19.0%	27.0%	44.1%
Q31-5. Sexual orientation	2.6%	5.1%	16.5%	26.9%	48.9%

Q32. How many years have you lived in Gainesville?

Q32. How many years have you lived in Gainesville	Number	Percent
0-5	140	13.4 %
6-10	107	10.3 %
11-15	92	8.8 %
16-20	95	9.1 %
21-30	158	15.2 %
31+	424	40.7 %
Not provided	26	2.5 %
Total	1042	100.0 %

WITHOUT "NOT PROVIDED"**Q32. How many years have you lived in Gainesville? (without "not provided")**

Q32. How many years have you lived in Gainesville	Number	Percent
0-5	140	13.8 %
6-10	107	10.5 %
11-15	92	9.1 %
16-20	95	9.4 %
21-30	158	15.6 %
31+	424	41.7 %
Total	1016	100.0 %

Q33. Where do you plan to be living in the next 2-5 years?

Q33. Where do you plan to be living in next 2-5 years	Number	Percent
Gainesville	779	74.8 %
Another City in Alachua County	20	1.9 %
Another City outside Alachua County in Florida	74	7.1 %
Another City in another State	43	4.1 %
Other	16	1.5 %
Don't know	110	10.6 %
Total	1042	100.0 %

WITHOUT "DON'T KNOW"**Q33. Where do you plan to be living in the next 2-5 years? (without "don't know")**

Q33. Where do you plan to be living in next 2-5 years	Number	Percent
Gainesville	779	83.6 %
Another City in Alachua County	20	2.1 %
Another City outside Alachua County in Florida	74	7.9 %
Another City in another State	43	4.6 %
Other	16	1.7 %
Total	932	100.0 %

Q33-5. Other

Q33-5. Other	Number	Percent
New York City	1	7.1 %
WEST CANADA	1	7.1 %
North Carolina	1	7.1 %
OUTSIDE	1	7.1 %
PUERTO RICO	1	7.1 %
ATLANTA	1	7.1 %
OUTSIDE OF THE CITY OF ALACHUA	1	7.1 %
Mass	1	7.1 %
ON MY BOAT	1	7.1 %
Heaven	1	7.1 %
Living in Gainesville half of the time	1	7.1 %
I split time between Gainesville and Boulder CO	1	7.1 %
St Pete	1	7.1 %
Northern Spain	1	7.1 %
Total	14	100.0 %

Q34. What is your current employment status?

Q34. What is your current employment status	Number	Percent
Employed full time (40+ hours per week)	519	49.8 %
Employed part time (up to 39 hours per week)	92	8.8 %
Unemployed & currently looking for work	24	2.3 %
Unemployed and not currently looking for work	10	1.0 %
Student	37	3.6 %
Volunteer	34	3.3 %
Internship	1	0.1 %
Retired	265	25.4 %
Homemaker	36	3.5 %
Self-employed	99	9.5 %
Unable to work	26	2.5 %
Total	1143	

Q35. Counting yourself, how many people in your household are...

	Mean	Sum
number	2.3	2331
Under age 5	0.1	95
Ages 5-9	0.1	117
Ages 10-14	0.1	136
Ages 15-19	0.1	105
Ages 20-24	0.1	124
Ages 25-34	0.3	344
Ages 35-44	0.3	323
Ages 45-54	0.3	328
Ages 55-64	0.4	363
Ages 65-74	0.2	242
Ages 75+	0.2	154

Q36. What is your total household income?

Q36. Your total household income	Number	Percent
Under \$25K	177	17.0 %
\$25K to \$49,999	224	21.5 %
\$50K to \$74,999	201	19.3 %
\$75K to \$99,999	165	15.8 %
\$100K to \$149,999	109	10.5 %
\$150K+	43	4.1 %
Not provided	123	11.8 %
Total	1042	100.0 %

WITHOUT "NOT PROVIDED"**Q36. What is your total household income? (without "not provided")**

Q36. Your total household income	Number	Percent
Under \$25K	177	19.3 %
\$25K to \$49,999	224	24.4 %
\$50K to \$74,999	201	21.9 %
\$75K to \$99,999	165	18.0 %
\$100K to \$149,999	109	11.9 %
\$150K+	43	4.7 %
Total	919	100.0 %

Q37. How much do you pay per month for housing? Please include rent, mortgage payment, property tax, property insurance, and homeowner's association (HOA) fees.

Q37. How much do you pay per month for housing	Number	Percent
Less than \$300 per month	104	10.0 %
\$300 to \$599 per month	163	15.6 %
\$600 to \$999 per month	244	23.4 %
\$1,000 to \$1,499 per month	230	22.1 %
\$1,500 to \$2,499 per month	150	14.4 %
\$2,500+ per month	54	5.2 %
Not provided	97	9.3 %
Total	1042	100.0 %

WITHOUT "NOT PROVIDED"**Q37. How much do you pay per month for housing? Please include rent, mortgage payment, property tax, property insurance, and homeowner's association (HOA) fees. (without "not provided")**

Q37. How much do you pay per month for housing	Number	Percent
Less than \$300 per month	104	11.0 %
\$300 to \$599 per month	163	17.2 %
\$600 to \$999 per month	244	25.8 %
\$1,000 to \$1,499 per month	230	24.3 %
\$1,500 to \$2,499 per month	150	15.9 %
\$2,500+ per month	54	5.7 %
Total	945	100.0 %

Q38. Which of the following best describes the building you live in?

Q38. What best describes the building you live in	Number	Percent
Single family home detached from any other homes	841	80.7 %
Building with two or more homes (duplex, townhome, apartment, or condominium)	165	15.8 %
Other	12	1.2 %
Not provided	24	2.3 %
Total	1042	100.0 %

WITHOUT "NOT PROVIDED"**Q38. Which of the following best describes the building you live in? (without "not provided")**

Q38. What best describes the building you live in	Number	Percent
Single family home detached from any other homes	841	82.6 %
Building with two or more homes (duplex, townhome, apartment, or condominium)	165	16.2 %
Other	12	1.2 %
Total	1018	100.0 %

Q38-3. Other

<u>Q38-3. Other</u>	<u>Number</u>	<u>Percent</u>
Car	1	12.5 %
HOME OWNERS	1	12.5 %
FAMILY HOUSE	1	12.5 %
TRAILER PARK	1	12.5 %
Sr. Community	1	12.5 %
Townhouse	1	12.5 %
Mobile home	1	12.5 %
Hotel	1	12.5 %
Total	8	100.0 %

Q39. Do you rent or own where you live?

<u>Q39. Do you rent or own where you live</u>	<u>Number</u>	<u>Percent</u>
Own	653	62.7 %
Rent	366	35.1 %
Other	15	1.4 %
Not provided	8	0.8 %
Total	1042	100.0 %

WITHOUT "NOT PROVIDED"**Q39. Do you rent or own where you live? (without "not provided")**

<u>Q39. Do you rent or own where you live</u>	<u>Number</u>	<u>Percent</u>
Own	653	63.2 %
Rent	366	35.4 %
Other	15	1.5 %
Total	1034	100.0 %

Q39-3. Other

<u>Q39-3. Other</u>	<u>Number</u>	<u>Percent</u>
Homeless	1	9.1 %
I live in a family owned home that is paid off	1	9.1 %
RENT TO OWN	1	9.1 %
BUYING	1	9.1 %
BUYING, MORTGAGE	1	9.1 %
LOT RENT	1	9.1 %
MY SISTER IS THE OWNER AND I HELP HER PAY THE TAXES	1	9.1 %
PAY UTILITIES	1	9.1 %
MY PARENTS OWN IT	1	9.1 %
Family	1	9.1 %
Hotel	1	9.1 %
Total	11	100.0 %

Q40. Have you done any of the following things in the past year?

(N=1042)

	Yes	No	Not provided
Q40-1. Recycled at home	89.8%	8.5%	1.6%
Q40-2. Purchased goods or services from a local Gainesville business	95.8%	3.1%	1.2%
Q40-3. Read or watched local news (via television, paper, computer)	94.6%	4.2%	1.2%
Q40-4. Attended a City of Gainesville public meeting (in person)	16.3%	81.1%	2.6%
Q40-5. Watched a City of Gainesville meeting (online or on television)	51.7%	45.8%	2.5%
Q40-6. Voted in City of Gainesville elections	79.2%	18.5%	2.3%
Q40-7. Volunteered your time to a group or activity in Gainesville	53.5%	43.4%	3.2%
Q40-8. Talked to or visited with your immediate neighbors	91.5%	7.3%	1.2%
Q40-9. Done a favor for a neighbor	82.1%	15.7%	2.2%
Q40-10. Made efforts to conserve water	88.5%	9.3%	2.2%
Q40-11. Made efforts to make your home more energy efficient	76.7%	20.5%	2.8%
Q40-12. Reported code violations or other hazards in Gainesville (e.g. weeds, abandoned buildings)	18.6%	78.5%	2.9%
Q40-13. Reported a crime to police in Gainesville	22.4%	74.2%	3.5%
Q40-14. Reported a non-emergency service request on myGNV app	11.8%	84.9%	3.3%
Q40-15. Stocked supplies, identified evacuation/shelter opportunities	53.6%	43.2%	3.2%
Q40-16. Campaigned or advocated for an issue, cause, or candidate	36.2%	60.2%	3.6%
Q40-17. Contacted Gainesville elected officials (in-person, phone, email, or web) to express your opinion	25.2%	71.7%	3.1%

Q40. Have you done any of the following things in the past year?

	Yes	No	Not provided
Q40-18. Contacted City of Gainesville (in-person, phone, email, or web) to express your opinion	21.3%	74.8%	3.9%

WITHOUT "NOT PROVIDED"**Q40. Have you done any of the following things in the past year? (without "not provided")**

(N=1042)

	Yes	No
Q40-1. Recycled at home	91.3%	8.7%
Q40-2. Purchased goods or services from a local Gainesville business	96.9%	3.1%
Q40-3. Read or watched local news (via television, paper, computer)	95.7%	4.3%
Q40-4. Attended a City of Gainesville public meeting (in person)	16.7%	83.3%
Q40-5. Watched a City of Gainesville meeting (online or on television)	53.1%	46.9%
Q40-6. Voted in City of Gainesville elections	81.0%	19.0%
Q40-7. Volunteered your time to a group or activity in Gainesville	55.2%	44.8%
Q40-8. Talked to or visited with your immediate neighbors	92.6%	7.4%
Q40-9. Done a favor for a neighbor	83.9%	16.1%
Q40-10. Made efforts to conserve water	90.5%	9.5%
Q40-11. Made efforts to make your home more energy efficient	78.9%	21.1%
Q40-12. Reported code violations or other hazards in Gainesville (e.g. weeds, abandoned buildings)	19.2%	80.8%
Q40-13. Reported a crime to police in Gainesville	23.2%	76.8%
Q40-14. Reported a non-emergency service request on myGNV app	12.2%	87.8%
Q40-15. Stocked supplies, identified evacuation/shelter opportunities	55.4%	44.6%
Q40-16. Campaigned or advocated for an issue, cause, or candidate	37.5%	62.5%
Q40-17. Contacted Gainesville elected officials (in-person, phone, email, or web) to express your opinion	26.0%	74.0%

WITHOUT "NOT PROVIDED"**Q40. Have you done any of the following things in the past year? (without "not provided")**

	Yes	No
Q40-18. Contacted City of Gainesville (in-person, phone, email, or web) to express your opinion	22.2%	77.8%

District

District	Number	Percent
1	250	24.0 %
2	275	26.4 %
3	261	25.0 %
4	256	24.6 %
Total	1042	100.0 %

Section 5

Survey Instrument



City of Gainesville

Lauren Poe, Mayor



May 1, 2020

Dear Neighbor,

As we strive to lead the community through the COVID-19 Pandemic, we understand that it is more important than ever to get input from our neighbors. While much has changed during this time, we want to ensure that we can continue to meet your needs for city services as we move forward from this time of crisis.

I would like to invite you to complete our City of Gainesville Neighbor Survey. We will use the results of this survey to document what we are doing well and what we can improve upon. Our goal is to build a desirable future for all our neighbors.

The survey will take roughly 20 minutes to complete. While it may seem like there are a lot of questions, we ask that you fill out the survey completely. This will help us in determining what issues we should prioritize in the coming years.

Here is what you need to know about the survey:

- The survey is completely anonymous.
- You can mail it back for free (a postage-paid envelope is included).
- You can also complete the survey on line at www.surveyGNV.org.
- For assistance taking the survey, please call 1-888-801-5368.

Thank you in advance for your participation.

Yours in community,

Lauren Poe
Mayor

Si tiene preguntas acerca de la encuesta y no habla Ingles, por favor llame al 1-844-811-0411. Gracias.

2020 City of Gainesville Neighbor Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to the needs and concerns of our neighbors.

If you have questions, please contact Jacqueline Stetson at the City of Gainesville at (352) 393-8611 or designqnv@cityofgainesville.org.

SECTION 1: GENERAL QUESTIONS

1. **Overall Opinions.** Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate your overall opinion about the City of Gainesville with regard to the following.

		Excellent	Good	Neutral	Below Average	Poor	Don't Know
01.	As a place to live	5	4	3	2	1	n/a
02.	As a place to work	5	4	3	2	1	n/a
03.	As a place to raise children	5	4	3	2	1	n/a
04.	As a place for play and leisure	5	4	3	2	1	n/a
05.	As a place to visit	5	4	3	2	1	n/a
06.	As a place to retire	5	4	3	2	1	n/a
07.	As a city that is moving in the right direction	5	4	3	2	1	n/a
08.	As a city committed to green and sustainable practices	5	4	3	2	1	n/a
09.	Overall image or reputation of City Government	5	4	3	2	1	n/a

2. **Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in Gainesville in regard to the following.**

		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
01.	Overall feeling of safety in Gainesville	5	4	3	2	1	n/a
02.	Overall feeling of safety in your neighborhood	5	4	3	2	1	n/a

3. **Quality of Life.** Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Gainesville with regard to the following.

		Excellent	Good	Neutral	Below Average	Poor	Don't Know
01.	Overall quality of City services	5	4	3	2	1	n/a
02.	Quality child care/preschool	5	4	3	2	1	n/a
03.	Quality K-12 education	5	4	3	2	1	n/a
04.	Quality adult educational opportunities	5	4	3	2	1	n/a
05.	Availability of employment opportunities	5	4	3	2	1	n/a
06.	Availability of career advancement opportunities	5	4	3	2	1	n/a
07.	Overall cleanliness of Gainesville	5	4	3	2	1	n/a
08.	Overall cost of living in Gainesville	5	4	3	2	1	n/a
09.	Quality food	5	4	3	2	1	n/a
10.	Quality health care	5	4	3	2	1	n/a
11.	Quality mental health care	5	4	3	2	1	n/a

4. **Which THREE of the quality of life items listed in Question 3 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years?** *[Write in your answers below using the numbers from the list in Question 3, or circle "NONE."]*

1st: _____ 2nd: _____ 3rd: _____ NONE

5. **Sense of Community and Belonging.** Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate the degree to which you agree or disagree with each of the following statements:

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	When I have a problem, I can talk about it with a neighbor	5	4	3	2	1	n/a
02.	I can trust my neighbors	5	4	3	2	1	n/a
03.	Gainesville community has symbols and expressions of membership (clothes, signs, art, architecture, etc.)	5	4	3	2	1	n/a
04.	I put time and effort into improving my neighborhood or community	5	4	3	2	1	n/a
05.	Being a part of the Gainesville community is a part of my identity	5	4	3	2	1	n/a
06.	If there is a problem in our community, neighbors can get it solved	5	4	3	2	1	n/a
07.	Our community has good leaders	5	4	3	2	1	n/a
08.	Members of our community have shared important events together such as holidays, celebrations	5	4	3	2	1	n/a
09.	I feel hopeful about the future of our community	5	4	3	2	1	n/a

6. **Priorities for the Future.** Using a scale of 1 to 5, where 5 means "Essential" and 1 means "Inessential," please rate the importance of the City of Gainesville addressing the following areas in the next two years:

		Essential	Very Important	Somewhat Important	Not Important	Inessential	Don't Know
01.	Measures to mitigate climate change	5	4	3	2	1	n/a
02.	Measures to conserve Gainesville's natural environment and green cover	5	4	3	2	1	n/a
03.	Equitable* access to basic needs	5	4	3	2	1	n/a
04.	Equitable* access to housing	5	4	3	2	1	n/a
05.	Equitable* access to quality healthcare	5	4	3	2	1	n/a
06.	Equitable* access to quality mental healthcare	5	4	3	2	1	n/a
07.	Providing living wages	5	4	3	2	1	n/a
08.	Providing more employment opportunities	5	4	3	2	1	n/a
09.	Mitigating drug abuse	5	4	3	2	1	n/a
10.	Addressing racism	5	4	3	2	1	n/a
11.	Addressing gun violence	5	4	3	2	1	n/a
12.	Feeling of safety	5	4	3	2	1	n/a
13.	Economic health of Gainesville	5	4	3	2	1	n/a
14.	Sustainable commercial development	5	4	3	2	1	n/a
15.	Historic preservation	5	4	3	2	1	n/a
16.	Built environment (e.g. roads, buildings, sidewalks)	5	4	3	2	1	n/a
17.	Ease of getting to places you have to visit	5	4	3	2	1	n/a
18.	Quality of parks	5	4	3	2	1	n/a
19.	Opportunities for recreation and culture	5	4	3	2	1	n/a
20.	Effectiveness and efficiency of government	5	4	3	2	1	n/a

*There is support for everyone to be successful

7. **Which FOUR of the items listed in Question 6 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years?** [Write in your answers below using the numbers from the list in Question 6, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

8. The City is looking for new ways to improve and personalize services from the City government to residents. In the future, would you consider opting-in to share personal data (demographic, neighborhood etc.) which would only be used to improve and personalize services from the City government?
 ____ (1) Yes ____ (2) No ____ (3) Not Sure
9. How much, do you trust law enforcement agencies to use facial recognition technology responsibly?
 ____ (1) A Great Deal ____ (3) Not Too Much ____ (9) Don't Know
 ____ (2) Somewhat ____ (4) Not At All
10. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," overall, how would you rate the way leaders at the following levels of government have responded so far to the Coronavirus (COVID-19) pandemic?

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	City Government's Response	5	4	3	2	1	n/a
02.	County Government's Response	5	4	3	2	1	n/a
03.	State Government's Response	5	4	3	2	1	n/a
04.	U.S. Government's Response	5	4	3	2	1	n/a

SECTION 2: CITY SERVICES

11. Have you contacted the City of Gainesville (in-person, phone, email or web) for any reason during the past year?
 ____ (1) Yes ____ (2) No [Skip to Q15]
12. Using a scale of 1 to 5, where 5 means "Always" and 1 means "Never," please rate your experience with City employees regarding the following behaviors.
- | | | Always | Frequently | Occasionally | Seldom | Never | Don't Know |
|-----|---|--------|------------|--------------|--------|-------|------------|
| 01. | It was easy to find someone to address my request | 5 | 4 | 3 | 2 | 1 | n/a |
| 02. | I was able to get my question/concern resolved | 5 | 4 | 3 | 2 | 1 | n/a |
| 03. | The response time was reasonable | 5 | 4 | 3 | 2 | 1 | n/a |
| 04. | City employees are courteous/professional | 5 | 4 | 3 | 2 | 1 | n/a |
13. Which TWO of the items listed in Question 12 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]
 1st: ____ 2nd: ____ NONE
14. Overall, how would you rate your MOST RECENT experience when contacting the City of Gainesville?
 ____ (1) Excellent ____ (3) Fair ____ (5) Not Sure
 ____ (2) Good ____ (4) Poor
15. Which of the following are your primary sources of information about City issues, services, programming, and events? [Check all that apply.]
- ____ (01) www.cityofgainesville.org

____ (02) myGNV app

____ (03) Nextdoor

____ (04) Twitter

____ (05) Instagram

____ (06) Facebook

____ (07) Cox cable: Channel 12

____ (08) Television/News (Which ones? ____)

____ (09) City's main phone number: 352-334-5000

____ (10) Radio (Which ones? ____)

____ (11) Newspapers (Which ones? ____)

____ (12) Homeowners, Neighborhood, or other Civic Association newsletters

____ (13) City email lists, newsletters, telephone town hall meetings, etc.

____ (14) Other (Which ones? ____)

16. **Public Safety.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of local police protection	5	4	3	2	1	n/a
02.	How quickly police respond to 911 emergencies	5	4	3	2	1	n/a
03.	The visibility of police in neighborhoods	5	4	3	2	1	n/a
04.	The City's efforts to prevent crime	5	4	3	2	1	n/a
05.	Overall quality of local fire rescue protection	5	4	3	2	1	n/a
06.	How quickly fire rescue responds to 911 emergencies	5	4	3	2	1	n/a
07.	Overall quality of Gainesville Fire Rescue's community involvement, education and prevention services	5	4	3	2	1	n/a

17. **Mobility.** Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Gainesville with regard to the following:

		Excellent	Good	Neutral	Below Average	Poor	Don't Know
01.	How is the traffic flow on major streets	5	4	3	2	1	n/a
02.	How is the traffic flow on residential streets	5	4	3	2	1	n/a
03.	How easy is it to find public parking	5	4	3	2	1	n/a
04.	How easy is it to travel by car in Gainesville	5	4	3	2	1	n/a
05.	How easy is it to travel by bus in Gainesville	5	4	3	2	1	n/a
06.	How easy is it to travel by bicycle in Gainesville	5	4	3	2	1	n/a
07.	How easy is it to travel on foot in Gainesville	5	4	3	2	1	n/a
08.	How easy is it for neighbors with disabilities to commute in Gainesville	5	4	3	2	1	n/a

18. Which THREE of the mobility items listed in Question 17 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in question 17, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

19. **Utilities.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Electricity service	5	4	3	2	1	n/a
02.	Gas service	5	4	3	2	1	n/a
03.	Water service	5	4	3	2	1	n/a
04.	Sewer service	5	4	3	2	1	n/a
05.	Residential trash collection service	5	4	3	2	1	n/a
06.	Curbside recycling service	5	4	3	2	1	n/a
07.	Yard waste service	5	4	3	2	1	n/a
08.	Bulk trash pickup service	5	4	3	2	1	n/a

20. Which TWO of the items listed in Question 19 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in question 19, or circle "NONE."]

1st: ____ 2nd: ____ NONE

- 21. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following.**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	How effectively the City of Gainesville communicates with you	5	4	3	2	1	n/a
02.	The quality of the city's website, cityofgainesville.org	5	4	3	2	1	n/a
03.	City efforts to keep you informed about city government (newsletters, press releases, social media)	5	4	3	2	1	n/a

- 22. Maintenance. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following:**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Reported residential property maintenance issues	5	4	3	2	1	n/a
02.	Reported commercial property maintenance issues	5	4	3	2	1	n/a
03.	Reported abandoned vehicles	5	4	3	2	1	n/a
04.	Reported graffiti	5	4	3	2	1	n/a
05.	Reported noise violations	5	4	3	2	1	n/a
06.	Maintenance of streets in your neighborhood	5	4	3	2	1	n/a
07.	Maintenance of traffic signals/street signs	5	4	3	2	1	n/a
08.	Maintenance of medians and public areas	5	4	3	2	1	n/a
09.	Maintenance of city buildings (City Hall, Community Centers)	5	4	3	2	1	n/a
10.	Overall cleanliness of city streets and public areas	5	4	3	2	1	n/a
11.	Adequacy of city street lighting	5	4	3	2	1	n/a
12.	Availability of sidewalks in your neighborhood	5	4	3	2	1	n/a

- 23. Which THREE of the maintenance items listed in Question 22 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in question 22, or circle "NONE."]**

1st: _____ 2nd: _____ 3rd: _____ NONE

- 24. Parks, Recreation, and Cultural Affairs. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following:**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Appearance of city parks	5	4	3	2	1	n/a
02.	How easy it is to access city parks from my home	5	4	3	2	1	n/a
03.	Availability of walking/biking trails in the city	5	4	3	2	1	n/a
04.	Outdoor athletic fields (baseball, soccer)	5	4	3	2	1	n/a
05.	The city's youth recreation/athletic programs	5	4	3	2	1	n/a
06.	The city's adult recreation/athletic programs	5	4	3	2	1	n/a
07.	Ease of registering for programs	5	4	3	2	1	n/a
08.	Availability of cultural and special events (New Year's Eve, Hoggetowne Medieval Fair, Fall Downtown Arts Festival, Free Fridays Concert Series at Bo Diddley, etc.)	5	4	3	2	1	n/a
09.	The Wild Spaces and Public Places program	5	4	3	2	1	n/a

- 25. Which THREE of the parks and recreation items listed in Question 24 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in question 24, or circle "NONE."]**

1st: _____ 2nd: _____ 3rd: _____ NONE

26. Community Planning and Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how satisfied you are with each of the following:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of new developments in the City	5	4	3	2	1	n/a
02.	Effectiveness of City efforts to revitalize low-income areas	5	4	3	2	1	n/a
03.	City's efforts to preserve historic buildings	5	4	3	2	1	n/a

SECTION 3: DEMOGRAPHICS

27. What is your age? _____

28. What is your gender?

____(1) Male ____ (3) Non-Binary ____ (5) Prefer to self-describe: _____
____ (2) Female ____ (4) Prefer not to answer

29. How would you identify your ethnicity? *[Select all that apply]*

____ (01) Native American or Alaskan Native
 ____ (02) White or Euro-American
 ____ (03) Black, Afro-Caribbean, or African American
 ____ (04) Latinx or Hispanic American
 ____ (05) Middle Eastern or Arab American
 ____ (06) South Asian or South Asian American
 ____ (07) East Asian, South East Asian or Asian American
 ____ (08) Native Hawaiian, Other Pacific Islander or Pacific Islander American
 ____ (09) Prefer not to answer
 ____ (10) Other/Prefer to self-describe: _____

30. Do you speak a language(s) other than English at home?

_____ (1) Yes; Which ones? _____
 _____ (2) No _____

31. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate the degree to which you agree or disagree with the following statement for each item listed below. "In the past year, I have been treated unfairly due to my..."

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Race/Ethnicity	5	4	3	2	1	n/a
02.	Gender	5	4	3	2	1	n/a
03.	Age	5	4	3	2	1	n/a
04.	Ability	5	4	3	2	1	n/a
05.	Sexual Orientation	5	4	3	2	1	n/a

32. How many years have you lived in Gainesville? _____

33. Where do you plan to be living in the next 2-5 years?

____(1) Gainesville
____(2) Another city in Alachua County
____(3) Another city outside Alachua County in Florida
____(4) Another city in another State
____(5) Other: _____
____(9) Don't know

34. What is your current employment status? *[Select all that apply]*

____ (01) Employed full time (40 or more hours per week) ____ (07) Internship
 ____ (02) Employed part time (up to 39 hours per week) ____ (08) Retired
 ____ (03) Unemployed and currently looking for work ____ (09) Homemaker
 ____ (04) Unemployed and not currently looking for work ____ (10) Self-employed
 ____ (05) Student ____ (11) Unable to work
 ____ (06) Volunteer

35. Counting yourself, how many people in your household are...

Under age 5: _____	Ages 20-24: _____	Ages 55-64: _____
Ages 5-9: _____	Ages 25-34: _____	Ages 65-74: _____
Ages 10-14: _____	Ages 35-44: _____	Ages 75+: _____
Ages 15-19: _____	Ages 45-54: _____	

36. What is your total household income?

____(1) Under \$25,000	____(4) \$75,000 to \$99,999
____(2) \$25,000 to \$49,999	____(5) \$100,000 to \$149,999
____(3) \$50,000 to \$74,999	____(6) \$150,000 or more

37. How much do you pay per month for housing? Please include rent, mortgage payment, property tax, property insurance, and homeowner's association (HOA) fees?

____(1) Less than \$300 per month	____(4) \$1,000 to \$1,499 per month
____(2) \$300 to \$599 per month	____(5) \$1,500 to \$2,499 per month
____(3) \$600 to \$999 per month	____(6) \$2,500 or more per month

38. Which of the following best describes the building you live in?

____(1) Single family home detached from any other homes
____(2) Building with two or more homes (duplex, townhome, apartment, or condominium)
____(3) Other: _____

39. Do you rent or own where you live?

____(1) Own ____ (2) Rent ____ (3) Other: _____

40. Have you done any of the following things in the past year?

		Yes	No
01.	Recycled at home	Yes	No
02.	Purchased goods or services from a local Gainesville business	Yes	No
03.	Read or watched local news (via television, paper, computer)	Yes	No
04.	Attended a City of Gainesville public meeting (in person)	Yes	No
05.	Watched a City of Gainesville meeting (online or on television)	Yes	No
06.	Voted in City of Gainesville elections	Yes	No
07.	Volunteered your time to a group or activity in Gainesville	Yes	No
08.	Talked to or visited with your immediate neighbors	Yes	No
09.	Done a favor for a neighbor	Yes	No
10.	Made efforts to conserve water	Yes	No
11.	Made efforts to make your home more energy efficient	Yes	No
12.	Reported code violations or other hazards in Gainesville (e.g. weeds, abandoned buildings)	Yes	No
13.	Reported a crime to the police in Gainesville	Yes	No
14.	Reported a non-emergency service request on the myGNV app	Yes	No
15.	Stocked supplies, identified evacuation/shelter opportunities	Yes	No
16.	Campaigned or advocated for an issue, cause, or candidate	Yes	No
17.	Contacted Gainesville elected officials (in-person, phone, email, or web) to express your opinion	Yes	No
18.	Contacted the City of Gainesville (in-person, phone, email, or web) to express your opinion	Yes	No

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify the level of satisfaction with City services in your area. If your address is not correct, please provide the correct information. Thank you.