

M E M O R A N D U M

TO: Tom Harmer, Town Manager
FROM: Carolyn Brown, Support Services Director
REPORT DATE: December 3, 2020
MEETING DATE: December 14, 2020
SUBJECT: 2021 Town of Longboat Key Annual Citizen Satisfaction Survey

Recommended Action

Consensus for updated policy questions for the 2021 Citizen Satisfaction Survey.

Background

During their April 2019 Strategic Planning Workshop, the Town Commission reached consensus to support the implementation of an annual Citizen Satisfaction Survey in FY20.

The Town contracted with the John Scott Dailey Florida Institute of Government (FIOG) at the University of South Florida. The initial survey was conducted in January 2020. The Survey provided the opportunity to ask respondents to rank how satisfied they were with Town services and how important it was for the Town to work on specific quality-of-life issues.

The results showed that 97% of respondents rated the overall quality of life as “excellent or good.” Other key results included:

The most important challenges facing the Town were:

- Beach Erosion
- Maintaining Existing Infrastructure
- Sea Level Rise
- Traffic /Congestion
- Transportation
- Fiscal Sustainability

94% of respondents rate the Town as an “excellent or good” place to live and retire

95% of respondents are satisfied with the Town’s overall reputation, aesthetic appeal and safety

91% of respondents indicate Town staff are easy to contact

92% of respondents indicate Town staff are courteous and respectful

93% of respondents rate the fire and ambulance services as “very satisfied”

82% of respondents indicated their dissatisfaction with traffic congestion

90% of respondents are “satisfied” with the Town’s beaches

- 80% of respondents are “satisfied” with Bayfront and Durante Parks
- 90% of respondents indicate they are “very satisfied” with solid waste services
- 89% of respondents are very satisfied with parks and Town facilities
- 91% of respondents rate the Police Department as “very satisfied”
- 83% of respondents were satisfied with the Town’s efforts to keep them informed
- 51% of respondents would support a privately (donor) funded and operated Arts, Cultural and Education Center, while 24% were unsure

We are under contract with the FIOG to finalize and oversee the 2021 Survey. Dr. Neely with the University of South Florida, will continue to oversee the Town’s Survey efforts including writing the questions, analyzing the responses, and reporting the results.

The Survey includes a list of baseline questions to be asked each year- approximately 30, and a set of policy level questions that will be modified year to year based on current events or specific initiatives where the Town is looking for public input.

Based on a review of last year’s Survey we have made some changes to the process this year to enhance the effort. The changes and plan for this year include:

- A change in mailing providers
- A switch from a post card to a first-class letter from the Town, mailed to the owner
- A new process to respond timely to owners that don’t receive a letter and provide them the necessary link and code to participate
- The general questions will remain the same each year to establish a trend from the original baseline
- The policy questions will be updated
- Open ended answers will be included in the Survey, especially after each category of questions

Timeline

The updated policy level questions will be finalized after the December 14, 2020 Regular Workshop Meeting. The Survey is anticipated to commence on January 11, 2021. It is expected that the project will take between 16 and 20 weeks to complete with delivery of a final report to the Town in April 2021. This will coincide with the Town’s annual Goals and Objectives Workshop and provide input prior to the April 2021 Commission Retreat.

Specific Policy Level Survey Questions

During the 2020 Survey a series of policy level questions were asked based on issues before the Town at that time. From a survey design standpoint, Dr. Neely has recommended that even if the same policy issues exist, that we not ask the same questions again. As a reminder, the outcome of the specific questions from the 2020 Survey is provided below:

- Less than half of all respondents indicated that they would be likely to utilize a bookmobile or library pick-up/drop-off services if they were available on Longboat Key.
- Nearly half of respondents (48%) indicated that they would utilize a County library location if it were available on Longboat Key.
- A small majority of respondents (51%) indicated that they would support a privately (donor) funded and operated Arts, Cultural and Education Center, while 24% indicated that they were unsure, and 25% opposed the idea.
- Over 50% indicated that “Lifelong Learning” and “Performing Arts” amenities were important and desired in an Arts, Cultural, and Education Center.
- Less than 25% were interested in “Arts Education”, “Manual Arts”, and “Creative Writing” programs.
- Slightly more than a third indicated Bayfront Park Recreation Center should be relocated to the Town Center, another third said “no” and slightly less than one third said they were unsure.

The specific Survey questions from 2020 would not be asked again in 2021, instead, the following questions are proposed:

- In your opinion, how important are each of the following potential enhancements to Gulf of Mexico Drive? (Improved Bike Lanes, Reduced Speed Limit, Improved Medians and Landscaping, Improved Pedestrian Crossings)
- In your opinion, what other steps could be taken to improve traffic congestion on Longboat Key?
- For which of the following reasons do you frequently leave Longboat Key? (Work / Employment off the Island, Grocery Shopping, Retail Shopping, Gas Stations, Visit Family and Friends, Dining/Restaurants, Doctor/Dentist/Medical Appointments, Movie Theater, Performances, Consumer Services)
- Thinking about your response to the previous question, which services and amenities would you most like to see added on Longboat Key?
- In your opinion, how important is it for the Town of Longboat Key to address each of the following issues in the coming years? (Beach Management/Shoreline Protection, Sea-Level Rise, Canal Dredging, Street Flooding, “One-County” Initiative, Encourage Redevelopment of Aging Nonconforming Properties, Infrastructure Update, Fiscal Sustainability, Traffic, New Waste-Water Line to Mainland, Bayfront Rec. Center Replacement)
- As you know, public funds are limited, and local governments often have to choose between competing projects and priorities. The items listed below are currently not fully budgeted. Please rank the following items in order of importance, with 1 being the most important priority and 6 being the least important priority. (Broadway Roundabout Project, Longboat Club Road Roundabout Project, Canal Dredging

Program, Recreation Center in Bayfront Park (Replacement), Complete Sea-Level Rise Planning Efforts, Enhancements to Gulf of Mexico Drive)

- Now that an outdoor events venue has been added to the Town Center, how likely are you to attend the following types of events? (Outdoor Concerts, Art Shows/Arts and Draft Festivals, Farmers Market, Outdoor Movies, Yoga/Exercise Classes, Author Events, Educational/ Speaker Series, Yard Sale, Walking Club or Walking/Running Events)
- Have you signed up for the Alert Longboat Key emergency notification system?

Next Steps

Town staff will review and answer questions regarding the 2021 Survey and the proposed policy level questions for this year's Survey. After the December 14, 2020 Regular Workshop Meeting we will finalize the Survey with the FIOG and prepare to release the 2021 Survey in January.

Staff Recommendation

Consensus for updated policy questions for the 2021 Citizen Satisfaction Survey.

Attachments

- A. Draft 2021 Survey (Available in Town Clerk's Office)
- B. PowerPoint (Available in Town Clerk's Office)

End of Agenda Item