

## M E M O R A N D U M

**TO:** Tom Harmer, Town Manager  
**FROM:** Carolyn Brown, Director, Support Services  
**REPORT DATE:** March 22, 2021  
**MEETING DATE:** April 5, 2021  
**SUBJECT:** Final Report of Annual Citizens' Satisfaction Survey by University of South Florida, Florida Institute of Government

### **Recommended Action**

None, informational only.

### **Background**

In January 2020 the Town conducted its first Annual Citizens' Satisfaction Survey. The survey was developed in partnership with the Florida Institute of Government (FIOG) at the University of South Florida. The results of the survey were presented to the Town Commission at their April 6, 2020 Regular Meeting and considered in the strategic planning for the current fiscal year.

In January 2021, the second annual survey was sent out to property owners throughout the Town. Conducting this annual survey has provided an on-going opportunity for respondents to rank how satisfied they are with Town services and how important it is for the Town to work on specific quality-of-life issues. The survey was conducted to provide input to Town staff, administration, and the Town Commission in advance of the annual Commission Retreat for strategic planning.

The Town worked with the FIOG on the survey tool and implementation of the on-line survey. The survey instrument included a series of standard questions that are intended to be asked each year. Over time this will help the Town identify trends in the responses. In addition to the standard questions, a series of policy-type questions are included each year to provide additional feedback to the Commission regarding current issues facing the Town.

The survey was launched on January 11, 2021. The survey closed for submissions on February 3, 2021. Town staff and the FIOG amended the process this year to help facilitate an increase in responses. A total 1524 surveys were completed this year (compared to 597 last year).

### **2021 Citizen Survey Executive Summary and Report**

FIOG analyzed the data and published both an Executive Summary and a full 2021 Annual Citizen Survey Report. The Executive Summary provides an abbreviated overview of the major findings from each section of the survey. The full 2021 Annual Citizen Survey Report contains a complete account of the survey responses accompanied by a detailed discussion of the results. A copy of the original survey instrument is found at the end of the report in the Appendix.

Dr. Stephen Neely with FIOG will make a brief presentation during the Commission's April 5, 2021 Regular Meeting and will provide an overview of the survey results and answer any questions.

**Staff Recommendation**

None, informational only.

**Attachments**

- A. 2021 Annual Citizen Executive Summary and Survey Report (Available in Town Clerk's Office)
- B. Fast Facts Sheet (Available in Town Clerk's Office)
- C. Data Set (Available in Town Clerk's Office)
- D. PowerPoint Presentation (Available in Town Clerk's Office)

**End of Agenda Item**