

M E M O R A N D U M

TO: Tom Harmer, Town Manager
FROM: Carolyn Brown, Support Services Director
REPORT DATE: March 22, 2022
MEETING DATE: April 4, 2022
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 and 2021, the Town conducted its 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 and considered in the strategic planning for that specific fiscal year.

In January 2022, the third 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 and continued to refine the process. 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 10, 2022. The survey closed for submissions on February 12, 2021. A total 1441 surveys were completed this year (just under the 1524 received last year).

2022 Citizen Survey Executive Summary and Report

FIOG analyzed the data and published both an Executive Summary and a full 2022 Annual Citizen Survey Report. The Executive Summary provides an abbreviated overview of the major findings from each section of the survey. The full 2022 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. Responses to the open-ended questions are being formatted. You will receive that data as a follow-up once finalized and as we did last year.

Dr. Stephen Neely with FIOG will make a brief presentation during the Commission's April 4, 2022 Regular Meeting and will provide an overview of the survey results and answer any questions.

Staff Recommendation

None, informational only.

Attachments

- A. 2022 Annual Citizen Survey Executive Summary and Full Report (Available in Town Clerk's Office)
- B. Fast Facts Sheet (Available in Town Clerk's Office)
- C. PowerPoint Presentation (Available in Town Clerk's Office)

End of Agenda Item