

MEMORANDUM

TO: Tom Harmer, Town Manager
FROM: Carolyn Brown, Support Services Director
REPORT DATE: December 27, 2019
MEETING DATE: January 6, 2020
SUBJECT: 2020 Citizen Satisfaction Survey Update

Recommended Action

None, informational only.

Background

During their 2020 Strategic Planning Workshop, the Town Commission discussed initiating an annual Citizen Satisfaction Survey in FY20. Funding for the survey was included in the FY20 budget that was adopted on September 23, 2019.

Conducting such a survey will provide an 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 value of such questions is that they give citizens a voice in expressing their opinion of services and Town policy choices that affect their lives. This in turn, bolsters their trust in Town leadership.

The results will show how much consensus there is among residents which will then enable Town leaders to evaluate our services and set, direct or shift Town priorities. The survey is being scheduled to provide annual input to the Town staff and Town Commission each year in advance of the annual strategic planning retreat.

Survey Process and Questions

Staff has been working with the Florida Institute of Government (FIOG) at the University of South Florida on the survey tool.

Survey information will go to all residential addresses in the Town providing instructions to complete an anonymous, on-line survey. Residents will enter a code included in the mail out that will allow them to take the survey. They can access the survey online from their home computer, iPad or mobile phone, or they can come to Town Hall and utilize the kiosk located in the lobby. Only one code will be provided per household, to preclude multiple survey entries.

Town staff has been intricately involved in the formulation of the questions to ensure they are geared specifically to Town-related issues. The survey will include approximately 30 questions which will take 10-15 minutes to answer. A number of questions will be standard each year and several questions will be asked each year based on a desire to seek specific feedback on a current issue.

For example, standard questions will include an opportunity for the respondent to express their thoughts on the overall quality of life here on Longboat Key, or their satisfaction with the quality of various Town of Longboat Key amenities.

This year, specific questions on current issues include asking about County library services, the Bayfront Park Recreation Center as well as questions about the Town Center. We previously discussed with the Commission whether or not we should include questions on the One County initiative. Based on the current funding request and negotiations with Manatee County we did not include it in the current list of questions. We do recommend that the Commission continue to plan for a question or straw ballot of our residents and the timing of that could coincide with an upcoming election (August or November) or in the next citizen survey.

The complete set of survey questions along with the introduction letter are attached (Attachment A).

Communications Plan

Staff has drafted a Communications Plan for the Citizen Survey. Action steps include: setting up a webpage specifically for the Citizen Survey, including in the monthly Town Manager Brief, inserting a message on utility bills, using social media (Twitter, Facebook and Instagram) to raise awareness and to direct residents to the webpage, designing a Fact-Sheet and distributing, informing all employees for awareness purposes, posting information on bulletin boards and at Town facilities, distributing information to the media and offering the opportunity for interviews with the Town Manager, and mentioning at any upcoming public or community meetings, events or gatherings. Marketing emphasis will launch primarily the beginning of January through February.

Timeline

The project is anticipated to commence on January 13, 2020 with an initial postcard. Following that residents will receive the mailer with their unique code, information and instructions on how to complete the survey. It is expected that the project will take between 16 and 20 weeks to complete with delivery of a final report in April 2020 in advance of the Town Commission's scheduled strategic planning retreat on April 24, 2020.

Staff Recommendation

None, informational only.

Attachments

- A. Citizen Survey (Available in Town Clerk's Office)
- B. PowerPoint Presentation



Citizen Satisfaction Survey Update

Town Commission Regular Meeting
January 6, 2020



Agenda

- Background
- Survey Process
- Types of Survey Questions
- Communications Plan
- Timeline



Background

- During the 2020 Strategic Planning Workshop, Town Commission discussed initiating an annual Citizen Satisfaction Survey in FY20.
- Survey results will illustrate consensus among residents, enable Town leaders to evaluate services and set (or shift) priorities.
- Staff has contracted and has been working with Florida Institute of Government at University of South Florida.



Survey Process

- Survey information will be mailed to all residential addresses in the Town
- Will include instructions to complete an anonymous on-line survey
- Residents can access the survey from their home computer, iPad or mobile phone, or they can come to Town Hall and utilize the kiosk in the lobby



Survey Questions

Two types of questions will be asked:

- Standard (repeat year after year)
 - Quality of Life
 - Overall Satisfaction
- Specific (current issues- updated each year)
 - County Library Services
 - Bayfront Park Recreation Center
 - Cultural Center

Based on the current funding request and negotiations we have not included the "One County" question(s) on this survey- we do recommend that the Town continue to plan on either a ballot or survey question at a future date.



Communications Plan Action Steps

- Webpage
- Town Manager Brief
- Insertion on Utility Bill
- Social Media
- Fact Sheet
- Postcard
- Bulletin Boards
- Inform all Employees
- Press Release and/or interviews with media
- Mention at Community Meetings, Events, Gatherings



Postcard Mailer



*Let Your Voice
Be Heard.*

This is your chance to participate in the inaugural Town Of Longboat Key Annual Citizen Satisfaction Survey.

Be on the lookout. Your personal access code to complete this Survey is coming in one week. Your input will be very helpful as we evaluate our services and set priorities for the future.

To learn more, visit
<http://is.longboatkey.org/survey>



Timeline

- Postcard Mailer – January 13, 2020
- Approximately 1 week later, mailer with unique code and instructions on how to complete the online survey
- We ask for all surveys to be completed as soon as possible but no later than February 10, 2020
- The entire project will take between 16 and 20 weeks to complete
- Final report to Town Commission in April (in advance of Town Commission's scheduled strategic planning retreat)



Questions?

End of Agenda Item