

M E M O R A N D U M

TO: Tom Harmer, Town Manager
FROM: Carolyn Brown, Support Services Director
REPORT DATE: November 01, 2022
MEETING DATE: November 14, 2022
SUBJECT: 2023 Town of Longboat Key Annual Citizen Satisfaction Survey

Recommended Action

Consensus for updated policy questions for the 2023 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. There have been three such surveys conducted thus far in FY20, FY21 and FY22.

Each year, the Town contracted with the John Scott Dailey Florida Institute of Government (FIOG) at the University of South Florida. The surveys have been conducted in January of each year. The survey provides the opportunity to ask 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.

In FY22, 1,441 residents responded with 99% of those responses rating the overall quality of life as “excellent or good”.

We are once again under contract with the FIOG to manage and finalize the FY23 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.

Based on a review of last year’s survey, the process this year to enhance the effort will include:

- First-class letters with the unique code will be mailed to residential property owners who live within the USA and Canada
- As done in the past, general baseline questions will remain the same to establish a trend from the original baseline, however, some policy questions will be changed
- Open ended answers will be included in the survey, especially after each category of questions

Policy Level / Exploratory Survey Questions

The survey will once again include a list of approximately 30 baseline questions. In addition, a set of policy level / exploratory questions are included which are occasionally modified based on current events or specific initiatives where the Town is looking for public input. Attachment B of this memo lists the Survey Questions which were included in the 2022 Survey but were removed from the 2023 Survey.

The new policy level / exploratory survey questions proposed for 2023 are as follows:

Government Services

In the past year, have you personally used any of the following services provided by the Town of Longboat Key? (Police, Fire/Ambulance, General Town Administration, Parks and Town Facilities, Permitting, Code Enforcement).

Communications

Do you currently follow the Town of Longboat Key on any of the following social media platforms? (Facebook, Instagram, Twitter)

Hurricane Preparedness

- How prepared is your household if a major hurricane were to impact Longboat Key?
- If Longboat Key were threatened by a Category 3 or higher hurricane and an evacuation order was issued, how likely would you be to evacuate?
- Which of the following factors might cause you to NOT evacuate in the case of a major hurricane? (I am a business owner, I have severe health issues, I worry about the safety of my property, I worry about not being able to return quickly after a storm, I cannot afford to evacuate, I have pets, I do not have transportation, I have dependents with special needs, I do not want to be uncomfortable, I don't have a plan in place to evacuate, or other).

Demographics

Which of the following best describes how much of the year you typically spend time living on Longboat Key? (About 100%, 75%, 50%, 25%, 10%, none of the year)

Timeline

The updated policy level questions will be finalized after the November 14, 2022 Regular Workshop Meeting. The survey is anticipated to commence on January 10, 2023. 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 2023. This will coincide with the Town's Annual Goals & Objectives Workshop Meeting and provide input prior to the April 2023 Commission Retreat.

Next Steps

At the November 14, 2022 Regular Workshop Meeting Town staff will review and answer questions regarding the 2023 survey and the proposed policy level questions for this year's survey. After receiving any Commission input, we will finalize the survey with the FIOG and prepare to release the 2023 Survey in January.

Staff Recommendation

Consensus for updated policy questions for the 2023 Citizen Satisfaction Survey.

Attachments

- A. Draft 2023 Survey (Available in Town Clerk's Office)
- B. Removed Questions (Available in Town Clerk's Office)
- C. PowerPoint (Available in Town Clerk's Office)

End of Agenda Item