

M E M O R A N D U M

TO: Howard Tipton, Town Manager
FROM: Carolyn Brown, Support Services Director
REPORT DATE: October 13, 2023
MEETING DATE: November 6, 2023
SUBJECT: 2024 Town of Longboat Key Annual Citizen Satisfaction Survey

Recommended Action

Consensus for updated policy questions for the 2024 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 four such surveys conducted thus far in FY20, FY21, FY22, and FY23.

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 FY23, 1,348 residents responded with 98% 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 FY24 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 process, and as was done previously, 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
- 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 2023 Survey but were removed from the 2024 Survey.

The new policy level / exploratory survey questions proposed as well as any other changes for 2024 are as follows:

Quality of Life

Are you familiar with the Town's current ordinances regarding the use of "car carriers," namely that it is illegal to load and unload "car carriers" on Gulf of Mexico Drive?

Community Amenities

Added Town Center to the list of locations

Communications

- Do you agree or disagree with the following statements about the Town's website?
 - Easy to find information
 - Design is relevant to today's standards
 - Site provides current news and information
 - Site is user-friendly
- Added the Town Fertilizer Ordinance and "Lights Out" Ordinance, to the list asking about familiarity with Town efforts.

Policy Priorities

Do you agree or disagree that the Town of Longboat Key is continually improving?

Environmental

- Do you use electric or gas-powered lawn equipment?
- Do you follow the Town's fertilizer ordinance or require your contractor to do so?
- Do you turn off or block lights that are visible from the beach between March and October in order to protect nesting sea-turtles?
- Would you support or oppose keeping Longboat Key's beaches "natural", which would include not raking up seaweed at the shoreline in order to protect feeding and nesting habitats for shorebirds and other wildlife?

Timeline

The updated policy level questions will be finalized after the November 6, 2023, Regular Meeting. The survey is anticipated to commence on January 10, 2024. It is expected that the project will take between 16 and 20 weeks to complete with delivery of a final presentation to the Town in March 2024. This will coincide with the Town's Annual Goals & Objectives Workshop Meeting and provide input prior to the April 2024 Commission Retreat.

Next Steps

At the November 6, 2023, Regular Meeting Town staff will review and answer questions regarding the 2024 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 2024 Survey in January.

Staff Recommendation

Consensus for updated policy questions for the 2024 Citizen Satisfaction Survey.

Attachments

- A. Draft 2024 Survey (Available in Town Clerk's Office)
- B. Attachment B - Removed Policy Questions
- C. PowerPoint (Available in Town Clerk's Office)

Attachment B – Removed Policy Questions

Quality of Life

Do you currently use a maps/navigation app on your phone to get traffic status updates when travelling on Longboat Key?

Community Amenities

- For which of the following reasons do you frequently leave Longboat Key?
- Which services and amenities would you most like to see added on Longboat Key?

Policy Priorities

- Eliminated “One-County Initiative” from the list of items to select from related to how important is it for the Town to address the following issues.
- Eliminated Aging Real Estate from the list of items to select from related to the three most important challenges facing the Town.

Hurricane Preparedness

- Which of the following best describes your situation during Hurricane Ian:
- Do you currently have a portable radio on-hand to receive ongoing storm and emergency updates in case of a loss of power/service?

Airport Transit

How frequently do you travel from Longboat Key to one of the area’s airports?

End of Agenda Item