

M E M O R A N D U M

TO: Howard Tipton, Town Manager
FROM: Susan Phillips, Assistant to Town Manager & PIO
REPORT DATE: October 14, 2024
MEETING DATE: October 21, 2024
SUBJECT: 2025 Town of Longboat Key Annual Citizen Satisfaction Survey

Recommended Action

Consensus for updated policy questions for the 2025 Citizen Satisfaction Survey.

Background

During their April 26, 2019 Strategic Planning Workshop, the Town Commission reached consensus to support the implementation of an annual Citizen Satisfaction Survey. There have been five such surveys conducted beginning in FY20 through FY24.

Each year, the Town contracted with the John Scott Dailey Florida Institute of Government (FIOG) at the University of South Florida (USF) with surveys conducted each January. The survey provides the opportunity to ask respondents to rank how satisfied they are with Town services and on specific quality of life issues.

In FY24, 1,392 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 USF FIOG to manage and finalize the FY25 Survey. Dr. Neely will continue to oversee the Town’s Annual Citizens Satisfaction Survey efforts including updating the questions, analyzing the responses, and reporting the results.

Following each year’s survey process, the effort will include:

- First-class letters, each with a 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.
- We updated the baseline questions related to hurricane issues to capture specific responses related to Hurricanes Helene and Milton, preparedness, evacuations, recovery, and communications.
- Annual policy level / exploratory questions are changed each year.
- Open ended answers will be included in the survey after each category of questions.

Policy Level / Exploratory Survey Questions

The policy level / exploratory questions are designed to gain insight on emerging trends, or feedback on new policies, initiatives or services. Attachment A lists the 2024 Policy Level / Exploratory Survey Questions which are removed from the 2025 Survey. Attachment B contains the Proposed 2025 Policy Level / Exploratory Survey Questions for your review, consideration and discussion at your October 21, 2024 Regular Workshop Meeting. Dr. Neely will be present by Zoom to answer any Commission questions about the 2025 Citizens Survey.

Timeline

The updated policy level / exploratory questions will be finalized at the October 21, 2024 Regular Workshop Meeting. The survey is anticipated to kick off on January 8, 2025 with delivery of the Final Report and Commission presentation at the April 7, 2025 Regular Meeting. This will ensure the Survey results will be released prior to the April 7, 2025 Annual Goals & Objectives Workshop Meeting and prior to the April 21, 2025 Commission Strategic Planning Retreat.

Next Steps

At the October 21, 2024 Regular Workshop Meeting, Dr. Neely and Town staff will review and answer questions regarding the 2025 Survey and the proposed policy-level / exploratory questions for this year's survey. After receiving Commission input, we will finalize the survey with the FIOG and prepare to release the 2025 Survey in January.

Staff Recommendation

Consensus for updated policy questions for the 2025 Citizen Satisfaction Survey.

Attachments

- A. Attachment A - Removed 2024 Policy Level / Exploratory Questions
- B. Attachment B – Proposed 2025 Policy Level / Exploratory Questions
- C. Draft 2025 Survey Questions (Available in Town Clerk's Office)
- D. PowerPoint (Available in Town Clerk's Office)

Attachment A – Removed 2024 Policy Level / Exploratory Questions

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?

Attachment B - 2025 Proposed Policy Level / Exploratory Questions

Environmental

Would you support or oppose keeping Longboat Key's beaches "natural", which would include not raking up seaweed at the shoreline to protect feeding and nesting habitats for shorebirds and other wildlife.

Are you familiar with the Town's Irrigation Schedule that allows watering two days per week regardless of the source of the water (potable or well)? Do you adhere to this schedule, or require your landscaper to adhere to it?

Are you familiar with the Town's tiered utility rate fees, which raises rates incrementally based on higher usage to encourage water conservation?

Are you familiar with the Beach Access points that are closest to your home on Longboat Key?

Are you familiar with the points of access to Sarasota Bay that are closest to your home on Longboat Key?

Are you aware of Town Code Section 92.04, which prohibits dogs and pets from all Town parks, public beaches, public beach access and Greer Island Park? (Excludes dogs certified for assisting persons with disabilities.) Do you comply?

Safety

Are you familiar with the safety issues associated with lithium/ion batteries (vehicles, e-bikes, wheelchairs, tools, toys, etc.) and safety protocols for avoiding fire hazards and other risks?

Transportation

Are you familiar with the new Breeze transportation service, that provides on-demand transportation for the entire island connecting to both Sarasota Transit station downtown, and Manatee County Transit station at Coquina Beach? Have you used Breeze?

Infrastructure

Are you familiar with the Town's Complete Streets Corridor Plan for Gulf of Mexico Drive, with wider bike lanes, and sea level rise resiliency elements factored in?

With the enhancements to infrastructure recently made by Verizon and AT&T have you experienced improved cellular service on the island?

Town Services

Are you familiar with, or have you used the following Town services?

- Wellness Checks by Longboat Key Fire Rescue Department
- Electronic permit applications, and issuance
- Electronic Inspections
- Public Works can check leaks in water utility system / Utility bill adjustments to your bill when leaks are repaired (limited to once every 3 years)
- Credit on your utility bill for water used filling your pool

End of Agenda Item