

M E M O R A N D U M

TO: Tom Harmer, Town Manager
FROM: Carolyn Brown, Support Services Director
REPORT DATE: October 1, 2019
MEETING DATE: October 15, 2019
SUBJECT: 2020 Town of Longboat Key Annual Citizen Satisfaction Survey Update

Recommended Action

Include One-County initiative question(s) in the annual survey.

Background

During their 2020 Strategic Planning Workshop, the Town Commission reached consensus and 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 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.

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 direct and shift Town priorities.

Staff has been in contact with the John Scott Dailey Florida Institute of Government (FIOG) at the University of South Florida to outline a proposed plan, approach, and the associated costs of this project.

The FIOG has recommended a mail out that will go to all residential addresses in the Town providing them instructions to complete an on-line survey. They will have to enter a code included in the mail out that will allow them to complete the survey.

Scope of Work

The scope of work will be divided into four tasks as generally outlined below. A random sample of between 300 – 500 resident responses is needed to be statistically sound:

- **Task 1: Pre-Survey Assistance Activities**
 - Design of survey instrument and process with input from the Town
 - Public awareness
 - Program survey on digital software
- **Task 2: Data Collection**

- First mailer: post card mailer sent to all residential addresses to notify residents they will receive a mailer in about 1 week
- Second mailer: sent to all residential addresses containing a unique identifier code for the online survey with instructions
 - (Note: Each mailer will have a unique identifier code visible to the resident via a scratch-off to guarantee anonymity assigned by a 3rd party direct mail company. When taking the online survey, residents will be asked to input this unique identifier. This will allow for FIOG to analyze responses based on county. For example: unique identifiers assigned to a Sarasota County address will begin with a '1' and those assigned to a Manatee County address will begin with '2'.)
- Third mailer: sent to those who did not respond initially to take the online survey along with instructions
- **Task 3: Analysis and Draft Report**
 - Statistical survey analysis including written statements describing database, survey procedures, results, and preliminary analysis
 - Prepare tables and graphs of data
 - Prepare and edit draft report after comments from the Town
- **Task 4: Final Report; Briefings**
 - Prepare and submit a final report (hard copy and electronic version)
 - PowerPoint presentation(s) to Town officials

Timeline

The project is anticipated to commence on January 12, 2020. It is expected that the project will take between 16 and 20 weeks to complete with delivery of a final report in April 2020.

One-County Survey Question Proposal

Although FIOG will make recommendations as to the kind and type of questions within the overall survey, Town staff will be intricately involved in the formulation of the questions to ensure they are geared specifically to Town-related issues. It is anticipated that the survey will include approximately 25 questions. A number of questions will be standard each year and several questions will be posted each year based on a desire to seek specific feedback on a current issue.

As part of the survey design, staff proposes including questions related to the desire of residents to pursue one-county as well as asking their selection of which county. Including these questions in the Citizen Survey would take the place of conducting a ballot initiative.

The benefit of including in the Citizen Satisfaction Survey is that posing these questions on a ballot initiative would only allow registered voters to respond.

If the Commission would prefer to conduct a non-binding straw ballot for the registered voters, we would proceed with preparing ballot language for the upcoming March election. That language would need to be approved by Ordinance prior to December 16th to meet the Supervisor of Elections Office

requirements. Both County Supervisor of Elections Officials have indicated that they will not be doing a mail ballot this year and any ballot items will have to be placed on the March, August, or November elections.

Staff Recommendation

Include questions related to the one-county initiative in the annual Citizen Survey.

Attachment

PowerPoint



2020 Town of Longboat Key Annual Citizen Satisfaction Survey Update

Regular Workshop Meeting
October 15, 2019



Introduction

- Discussed during the 2020 Strategic Planning Workshop the Town Commission reached consensus and discussed initiating an annual Citizen Satisfaction Survey.
- Funding for the survey was included in the FY20 budget that was adopted on September 23, 2019.



Value of Survey

- Respondents will rank satisfaction with Town services
- How important it is to focus on specific quality of life issues
- Allows citizens to express their opinions on services and policies
- Shows how much consensus there is among residents
- Alerts Commission and Town leaders of the need to shift priorities



Project Partner

- Staff has been in contact with the John Scot Dailey **Florida Institute of Government (FIOG)** at the University of South Florida to outline a proposed plan, approach and the associated costs of this project.
- The FIOG has recommended a mail out that will go to all residential addresses in the Town providing them instructions to complete an on-line survey.
- Residents will have to enter a code included in the mail out that will allow them to complete the survey.



Scope of Work

■ **Task 1: Pre-Survey Assistance Activities**

- Design of survey instrument and process with input from the Town
- Public awareness
- Program survey on digital software

■ **Task 2: Data Collection**

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■ **Task 3: Analysis and Draft Report**

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- Prepare and edit draft report after comments from the Town

■ **Task 4: Final Report; Briefings**

- Prepare and submit a final report (hard copy and electronic version)
- PowerPoint presentation(s) to Town officials



Timeline

- Begin project January 12, 2020
- 16 and 20 weeks to complete
- Final report - April 2020



One-County Questions Proposal

- As part of the survey design, staff proposes including questions related to the desire of residents to pursue one-county as well as asking their selection of which county.
- Including these questions in the Citizen Survey would take the place of conducting a ballot initiative.
- The benefit of including in the Citizen Satisfaction Survey is that posing these questions on a ballot initiative would only allow registered voters to respond.



Non-binding Straw Ballot

- A non-binding straw ballot for the registered voters could be used as a method to survey residents
- We would prepare ballot language for the upcoming March election.
- Language would need to be approved by Ordinance prior to December 16th to meet the Supervisor of Elections Office requirements.
- Both County Supervisor of Elections Officials have indicated that they will not be doing a mail ballot this year and any ballot items will have to be placed on the March, August, or November elections.



Staff Recommendation

- Include questions related to the one-county initiative in the annual Citizen Survey.

End of Agenda Item