



2014 Community Survey Report

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Survey Overview



- ▣ **National Citizen Survey**
- ▣ **In Collaboration with National Research Center and Int'l City/County Management Association**
- ▣ **Population 64K to 150K Benchmark Comparisons**
- ▣ **632 Responses**
- ▣ **4% Margin of Error**

Survey Overview



- ▣ **Three Pillars of a Community:**
Community Characteristics,
Governance, Participation
- ▣ **Eight Facets of Community Livability:**
Safety, Mobility, Natural Environment,
Built Environment, Economy,
Recreation/Wellness, Education,
Community Engagement



Community Livability

Livability in Clearwater



- ▣ **Overall, Measures of Community Characteristics, Governance, & Participation Were Similar to Other Communities**
- ▣ **Community Characteristics in the Facet of Mobility Were Lower Than the Benchmark**

Quality of Life in Clearwater



- **78% Rated as Excellent or Good**
- **Safety & Economy as Priorities for the Coming Two Years**
- **Favorable Ratings to Mobility, Natural Environment, Built Environment, Recreation/Wellness, Education, & Community Engagement**

Community Characteristics



- ▣ **85% - Excellent or Good Place to Live**
- ▣ **Two-Thirds Rated Excellent or Good:**
 - **Place to Raise Children**
 - **Place to Retire**
 - **Neighborhood as a Place to Live**
 - **Overall Image/Reputation of City**
 - **Overall Appearance**
- ▣ **Similar to Communities Elsewhere**

Community Characteristics



- ▣ **9 in 10 Residents:**
 - **Feel Safe in Their Neighborhoods**
 - **Say is Excellent or Good Place to Visit**
- ▣ **6 in 10 Positively Rate Aspects Related to Natural Environment and Recreation/Wellness**
- ▣ **More Rated Shopping Opportunities Favorably Compared to Other Communities**

Community Characteristics



- ▣ **Rated Car Travel & Transit Lower Than the Benchmark**
- ▣ **Ease of Travel by Walking/Biking Received Positive Ratings by Majority**
- ▣ **Ratings Lagging Behind Benchmark:**
 - **Quality of New Development**
 - **Vibrancy of Downtown/Comm Areas**
 - **Feeling of Safety in Downtown**
 - **K-12 Education**

Community Characteristics

| <u>% positive</u> | <u>2014</u> | <u>2008</u> | <u>benchmark</u> |
|-------------------|-------------|-------------|------------------|
| Quality of Life | 78% | 75% | ↔ |
| Overall Image | 72% | 67% | ↔ |
| Place to Live | 85% | 83% | ↔ |
| Neighborhood | 74% | 76% | ↔ |
| Place/Raise Kids | 68% | 60% | ↔ |
| Place to Retire | 75% | 67% | ↔ |
| Appearance | 72% | 67% | ↔ |

Governance



- ▣ **75% Rated Quality of Services as Excellent or Good**
- ▣ **Similar to Other Communities**
- ▣ **Only 2 Services Rated Lower than Benchmark (Traffic Signal Timing, Drinking Water)**
- ▣ **Highest Rated Services: Safety, Natural Envir, Recreation/Wellness**
- ▣ **Lowest Rated Facets: Mobility, Economy**

Governance



| <u>% positive</u> | <u>2014</u> | <u>2008</u> | <u>benchmark</u> |
|--------------------------|-------------|-------------|------------------|
| City Services | 75% | 70% | ↔ |
| Customer Service | 71% | 75% | ↔ |
| Overall Direction | 50% | 47% | ↔ |
| Value of Service | 48% | 48% | ↔ |
| Act/Best Interest | 47% | n/a | ↔ |
| Being Honest | 49% | n/a | ↔ |

Governance



| <u>% positive</u> | <u>2014</u> | <u>2008</u> | <u>benchmark</u> |
|--------------------------------------|-------------|-------------|------------------|
| Welcoming Citizen Involvement | 46% | 43% | ↔ |
| Federal Gov't Svcs | 40% | 40% | ↔ |
| Treating All Fairly | 45% | n/a | ↔ |
| Confidence in City Gov't | 44% | n/a | ↔ |

Participation



| <u>% positive</u> | <u>2014</u> | <u>2008</u> | <u>benchmark</u> |
|-------------------------------------|-------------|-------------|------------------|
| Sense/Community | 49% | 47% | ↓ |
| Recommend Clw | 85% | 70% | ↔ |
| Remain in Clw | 83% | 76% | ↔ |
| Contacted City Employees | 40% | 53% | ↔ |
| Stock Emer Supplies | 57% | n/a | ↑ |
| Not Victim/Crime | 87% | 84% | ↔ |

Participation



| <u>% positive</u> | <u>2014</u> | <u>2008</u> | <u>benchmark</u> |
|---|-------------|-------------|------------------|
| Recycle at Home | 85% | 80% | ↔ |
| Used Libraries | 64% | 76% | ↔ |
| Used Rec Centers | 58% | 55% | ↔ |
| Economy, Positive Impact on Income | 24% | 10% | ↔ |
| Attended a Local Public Mtg | 14% | 24% | ↔ |
| Watched a Local Public Mtg | 31% | 56% | ↔ |



Service Ratings

Public Safety



| <u>% positive</u> | <u>2014</u> | <u>2008</u> | <u>benchmark</u> |
|-----------------------|-------------|-------------|------------------|
| Police | 76% | 76% | ↔ |
| Fire | 90% | 92% | ↔ |
| EMS | 90% | 88% | ↔ |
| Emergency Prep | 73% | 73% | ↔ |

Enterprise/Utilities



| <u>% positive</u> | <u>2014</u> | <u>2008</u> | <u>benchmark</u> |
|------------------------------|-------------|-------------|------------------|
| Garbage Collection | 84% | 89% | ↔ |
| Recycling | 84% | 77% | ↔ |
| Yard Waste Collection | 82% | 79% | ↔ |
| Sewer Service | 72% | 69% | ↔ |
| Drinking Water | 52% | 50% | ↓ |

Engineering



| <u>% positive</u> | <u>2014</u> | <u>2008</u> | <u>benchmark</u> |
|------------------------------|-------------|-------------|------------------|
| Storm Drainage | 67% | 60% | ↔ |
| Street Repair | 40% | 51% | ↔ |
| Sidewalk Maint | 53% | 57% | ↔ |
| Public Parking | 35% | n/a | ↓ |
| Traffic Signal Timing | 35% | 42% | ↓ |

Planning & Development



| <u>% positive</u> | <u>2014</u> | <u>2008</u> | <u>benchmark</u> |
|------------------------------|-------------|-------------|------------------|
| Code Enforcement | 37% | 42% | ↔ |
| Planning & Zoning | 43% | 38% | ↔ |
| Econ Development | 40% | 36% | ↔ |

Quality of Life



| | <u>% positive</u> | <u>2014</u> | <u>2008</u> | <u>benchmark</u> |
|------------------------------|-------------------|-------------|-------------|------------------|
| Parks | | 76% | 82% | ↔ |
| Recreation Programs | | 76% | 74% | ↔ |
| Recreation Facilities | | 77% | 76% | ↔ |
| Library Services | | 81% | 88% | ↔ |
| Special Events | | 66% | n/a | ↔ |
| Culture/Arts/Music | | 66% | 62% | ↔ |



Special Topics

City Information Sources



| | major | minor | total |
|---------------------------------------|-------|-------|-------|
| Local Media Outlets | 63% | 29% | 93% |
| City Website | 56% | 29% | 85% |
| Word-of-Mouth | 33% | 43% | 76% |
| Sunshine Lines | 24% | 42% | 67% |
| Council/Public Mtgs | 20% | 39% | 59% |
| C-View TV | 17% | 42% | 59% |
| Talking with Officials | 21% | 34% | 54% |
| City Social Media Channels | 22% | 29% | 51% |

Twice-Weekly Trash Pickup



- ▣ **75% of Residents Use Both Pickups**
- ▣ **25% Put Trash Out Once Weekly/Less**
- ▣ **About Half Had Concerns About Once-a-Week Service:**
 - **Accumulation of Trash (59%)**
 - **Odor (19%)**
 - **Pests (8%)**
 - **Level of Service Tied to Cost (6%)**

Water Used for Drinking & Cooking



| | always | sometimes | total |
|-------------------------------|--------|-----------|-------|
| Bottled Water | 42% | 44% | 85% |
| Tap Water (Filtered) | 42% | 32% | 74% |
| Tap Water (Unfiltered) | 31% | 35% | 66% |

Water Quality



- Almost 8 in 10 Rated Water Pressure and Clarity as Excellent or Good
- 42% Rated the Taste of Water Positively

| | excellent | good | total |
|----------------|-----------|------|-------|
| Water Pressure | 27% | 52% | 79% |
| Color/Clarity | 22% | 48% | 70% |
| Taste | 11% | 31% | 42% |

Image of Clearwater



| | |
|---------------------------------|------------|
| Beach Community | 33% |
| Tourist Destination | 13% |
| Good Place to Retire | 10% |
| Welcoming & Friendly | 9% |
| Diverse | 8% |
| Growing | 7% |
| Family-Oriented | 6% |



General Observations

Observations



- ▣ Residents in Beach Neighborhoods Gave Higher Ratings to Overall Safety Than Those in Other Areas.
- ▣ Residents Ages 35-54 Were More Likely Than Younger or Older Residents to Have Concerns Changing to Once-a-Week Trash Pickup.

Observations



- ▣ **Beach Residents Gave Higher Ratings to Air Quality, City Cleanliness, Garbage Collection, Drinking Water, and Open Space, Especially Compared to Those of Morningside/Central Clearwater.**
- ▣ **Younger Residents Were More Likely to Describe Clearwater as a Beach Community or as Growing.**

Observations



- ▣ Residents Rated Overall City Services More Positively in 2014 than in 2008.
- ▣ Overall, Most Ratings in Clearwater for 2014 Remained Stable.
- ▣ 82 Items Were Compared:
 - 45 Rated Similarly in 2008
 - 15 Showed a Decrease in Ratings
 - 22 Showed an Increase in Ratings

Conclusions



- ▣ **Residents Continue to Enjoy High Quality of Life.**
- ▣ **Clearwater Natural Environment is a Strong Positive Community Feature.**
- ▣ **Walking & Biking Lead the Way for Mobility in Clearwater.**



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