



2014 Community Survey Report

Joelle Castelli
Public Communications
Sept. 15, 2014

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

	% positive	2014	2008	benchmark
Quality of Life	78%	75%	75%	↔
Overall Image	72%	67%	67%	↔
Place to Live	85%	83%	83%	↔
Neighborhood	74%	76%	76%	↔
Place/Raise Kids	68%	60%	60%	↔
Place to Retire	75%	67%	67%	↔
Appearance	72%	67%	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>	2014	2008	benchmark
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>	2014	2008	benchmark
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>	2014	2008	benchmark
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>	2014	2008	benchmark
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>	2014	2008	benchmark
Police	76%	76%	↔
Fire	90%	92%	↔
EMS	90%	88%	↔
Emergency Prep	73%	73%	↔

Enterprise/Utilities

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

Engineering

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

Quality of Life

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



2014 Community Survey Report

Joelle Castelli
Public Communications
Sept. 15, 2014