

The National Citizen Survey™

Clearwater, FL

Dashboard Summary of Findings

2014

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Clearwater's performance in the eight facets of community livability with the "General" rating as a summary of results from the overarching questions not shown within any of the eight facets. The "Overall" represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Clearwater's community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall, measures of Community Characteristics, Governance and Participation in Clearwater were on par with other communities. Community Characteristics in the facet of Mobility were lower than the benchmark. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

| | Community Characteristics | | | Governance | | | Participation | | |
|--------------------------|---------------------------|---------|-------|------------|---------|-------|---------------|---------|-------|
| | Higher | Similar | Lower | Higher | Similar | Lower | Higher | Similar | Lower |
| Overall | 2 | 40 | 9 | 0 | 39 | 2 | 1 | 32 | 1 |
| General | 0 | 7 | 0 | 0 | 3 | 0 | 0 | 3 | 0 |
| Safety | 0 | 2 | 1 | 0 | 6 | 0 | 1 | 2 | 0 |
| Mobility | 0 | 3 | 5 | 0 | 5 | 1 | 0 | 2 | 0 |
| Natural Environment | 0 | 3 | 0 | 0 | 4 | 1 | 0 | 3 | 0 |
| Built Environment | 0 | 4 | 1 | 0 | 7 | 0 | 0 | 2 | 0 |
| Economy | 2 | 5 | 1 | 0 | 1 | 0 | 0 | 3 | 0 |
| Recreation and Wellness | 0 | 7 | 0 | 0 | 3 | 0 | 0 | 5 | 0 |
| Education and Enrichment | 0 | 4 | 1 | 0 | 2 | 0 | 0 | 1 | 0 |
| Community Engagement | 0 | 5 | 0 | 0 | 8 | 0 | 0 | 11 | 1 |

| Legend | |
|--------|---------|
| | Higher |
| | Similar |
| | Lower |

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Figure 2: Detailed Dashboard

| | Community Characteristics | Trend | Benchmark | Percent positive | Governance | Trend | Benchmark | Percent positive | Participation | Trend | Benchmark | Percent positive |
|---------------------|---------------------------------|-------|-----------|------------------|---|-------|-----------|------------------|--------------------------------------|-------|-----------|------------------|
| General | Overall appearance | ↑ | ↔ | 72% | Customer service | ↔ | ↔ | 71% | Recommend Clearwater | ↑ | ↔ | 85% |
| | Overall quality of life | ↔ | ↔ | 78% | Services provided by Clearwater | ↑ | ↔ | 75% | Remain in Clearwater | ↑ | ↔ | 83% |
| | Place to retire | ↑ | ↔ | 75% | Services provided by the Federal Government | ↔ | ↔ | 40% | Contacted Clearwater employees | ↓ | ↔ | 40% |
| | Place to raise children | ↑ | ↔ | 68% | | | | | | | | |
| | Place to live | ↔ | ↔ | 85% | | | | | | | | |
| | Neighborhood | ↔ | ↔ | 74% | | | | | | | | |
| Safety | Overall image | ↑ | ↔ | 72% | | | | | | | | |
| | Overall feeling of safety | * | ↔ | 69% | Police | ↔ | ↔ | 76% | Was NOT the victim of a crime | ↔ | ↔ | 87% |
| | Safe in neighborhood | ↔ | ↔ | 90% | Crime prevention | ↔ | ↔ | 60% | Did NOT report a crime | * | ↔ | 74% |
| | Safe downtown/commercial area | ↓ | ↓ | 68% | Fire | ↔ | ↔ | 90% | Stocked supplies for an emergency | * | ↑↑ | 57% |
| | | | | | Fire prevention | ↔ | ↔ | 67% | | | | |
| | | | | | Ambulance/EMS | ↔ | ↔ | 90% | | | | |
| Mobility | | | | | Emergency preparedness | ↔ | ↔ | 73% | | | | |
| | Traffic flow | ↔ | ↓ | 29% | Traffic enforcement | ↔ | ↔ | 55% | Carpooled instead of driving alone | * | ↔ | 38% |
| | Travel by car | ↔ | ↓ | 43% | Street repair | ↓ | ↔ | 40% | Walked or biked instead of driving | * | ↔ | 58% |
| | Travel by bicycle | ↔ | ↔ | 48% | Street cleaning | ↓ | ↔ | 58% | | | | |
| | Ease of walking | ↔ | ↔ | 56% | Sidewalk maintenance | ↔ | ↔ | 53% | | | | |
| | Travel by public transportation | * | ↓ | 33% | Traffic signal timing | ↓ | ↓ | 35% | | | | |
| | Overall ease travel | * | ↓ | 57% | Bus or transit services | ↓ | ↔ | 50% | | | | |
| | Public parking | * | ↓ | 35% | | | | | | | | |
| Natural Environment | Paths and walking trails | ↔ | ↔ | 65% | | | | | | | | |
| | Overall natural environment | ↑ | ↔ | 73% | Garbage collection | ↔ | ↔ | 84% | Recycled at home | ↑ | ↔ | 85% |
| | Air quality | ↑ | ↔ | 72% | Recycling | ↑ | ↔ | 84% | Conserved water | * | ↔ | 88% |
| | Cleanliness | ↑ | ↔ | 71% | Yard waste pick-up | ↔ | ↔ | 82% | Made home more energy efficient | * | ↔ | 80% |
| | | | | | Drinking water | ↔ | ↓ | 52% | | | | |
| Built Environment | | | | | Open space | * | ↔ | 53% | | | | |
| | New development in Clearwater | ↓ | ↓ | 40% | Sewer services | ↔ | ↔ | 72% | NOT experiencing housing cost stress | * | ↔ | 67% |
| | Affordable quality housing | ↑ | ↔ | 46% | Storm drainage | ↑ | ↔ | 67% | Did NOT observe a code violation | * | ↔ | 47% |
| | Housing options | ↑ | ↔ | 61% | Power utility | * | ↔ | 75% | | | | |
| | Overall built environment | * | ↔ | 52% | Utility billing | * | ↔ | 60% | | | | |
| | Public places | * | ↔ | 64% | Land use, planning and zoning | ↑ | ↔ | 43% | | | | |
| | | | | | Code enforcement | ↔ | ↔ | 37% | | | | |
| | | | | | Cable television | ↓ | ↔ | 55% | | | | |

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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| | Community Characteristics | Trend | Benchmark | Percent positive | Governance | Trend | Benchmark | Percent positive | Participation | Trend | Benchmark | Percent positive |
|--------------------------|---|-------|-----------|------------------|---|-------|-----------|------------------|--|-------|-----------|------------------|
| Economy | Overall economic health | * | ↔ | 54% | Economic development | ↔ | ↔ | 40% | Economy will have positive impact on income | ↑ | ↔ | 24% |
| | Shopping opportunities | ↔ | ↑ | 76% | | | | | Purchased goods or services in Clearwater | * | ↔ | 96% |
| | Employment opportunities | ↔ | ↔ | 35% | | | | | Work in Clearwater | * | ↔ | 43% |
| | Place to visit | * | ↑ | 88% | | | | | | | | |
| | Cost of living | * | ↔ | 41% | | | | | | | | |
| | Vibrant downtown/commercial area | * | ↓ | 30% | | | | | | | | |
| | Place to work | ↑ | ↔ | 58% | | | | | | | | |
| Recreation and Wellness | Business and services | ↔ | ↔ | 59% | | | | | | | | |
| | Fitness opportunities | * | ↔ | 74% | City parks | ↓ | ↔ | 76% | In very good to excellent health | * | ↔ | 61% |
| | Recreational opportunities | ↔ | ↔ | 74% | Recreation centers | ↔ | ↔ | 77% | Used Clearwater recreation centers | ↔ | ↔ | 58% |
| | Health care | ↑ | ↔ | 64% | Recreation programs | ↔ | ↔ | 76% | Visited a City park | ↓ | ↔ | 79% |
| | Food | ↑ | ↔ | 69% | | | | | Ate 5 portions of fruits and vegetables | * | ↔ | 83% |
| | Mental health care | * | ↔ | 50% | | | | | Participated in moderate or vigorous physical activity | * | ↔ | 88% |
| | Health and wellness | * | ↔ | 74% | | | | | | | | |
| Education and Enrichment | Preventive health services | ↑ | ↔ | 63% | | | | | | | | |
| | K-12 education | ↔ | ↓ | 51% | Public libraries | ↓ | ↔ | 81% | Used Clearwater public libraries | ↓ | ↔ | 64% |
| | Cultural/arts/music activities | ↔ | ↔ | 66% | Special events | * | ↔ | 66% | | | | |
| | Child care/preschool | ↑ | ↔ | 54% | | | | | | | | |
| | Adult education | * | ↔ | 59% | | | | | | | | |
| Community Engagement | Overall education and enrichment | * | ↔ | 64% | | | | | | | | |
| | Opportunities to participate in community matters | ↔ | ↔ | 58% | Public information | ↓ | ↔ | 63% | Sense of community | ↔ | ↓ | 49% |
| | Opportunities to volunteer | ↔ | ↔ | 72% | Overall direction | ↔ | ↔ | 50% | Voted in local elections | * | ↔ | 82% |
| | Openness and acceptance | ↔ | ↔ | 57% | Value of services for taxes paid | ↔ | ↔ | 48% | Talked to or visited with neighbors | * | ↔ | 92% |
| | Social events and activities | ↔ | ↔ | 57% | Welcoming citizen involvement | ↔ | ↔ | 46% | Attended a local public meeting | ↓ | ↔ | 14% |
| | Neighborhoodliness | * | ↔ | 52% | Confidence in City government | * | ↔ | 44% | Watched a local public meeting | ↓ | ↔ | 31% |
| | | | | | Acting in the best interest of Clearwater | * | ↔ | 47% | Volunteered | ↔ | ↔ | 40% |
| | | | | | Being honest | * | ↔ | 49% | Participated in a club | ↔ | ↔ | 27% |
| | | | | | Treating all residents fairly | * | ↔ | 45% | Campaigned for an issue, cause or candidate | * | ↔ | 22% |
| | | | | | | | | | Contacted Clearwater elected officials | * | ↔ | 15% |
| | | | | | | | | | Attended a City-sponsored event | * | ↔ | 47% |
| | | | | | | | | | Read or watched local news | * | ↔ | 90% |
| | | | | | | | | | Done a favor for a neighbor | * | ↔ | 83% |

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available