

2017 Community Survey Report Sept. 5, 2017



CLEARWATER
BRIGHT AND BEAUTIFUL • BAY TO BEACH



Survey Overview

- **National Citizen Survey which measures livability of cities**
- **In Collaboration with National Research Center and ICMA**
- **Population 64K to 150K Benchmark Comparisons**
- **Measures 3 Pillars of a Community: Community Characteristics, Governance and Participation**

Survey Overview

- **Conducted in 2008, 2014 and 2017**
- **580 Responses**
- **4% Margin of Error**

Community Livability

- **Eight Facets of Community Livability: Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation/Wellness, Education, Community Engagement**
- **Overall, Measures of Community Characteristics, Governance, & Participation Were Similar to Other Communities**

Quality of Life in Clearwater

- **84% Rated as Excellent or Good**
- **Safety & Economy as Priorities for the Community**
- **Favorable Ratings to Mobility, Natural Environment, Built Environment, Recreation/Wellness, Education, & Community Engagement**
- **Similar to Other Benchmark Communities**

Community Characteristics

- **89% - Excellent or Good Place to Live**
- **Rated Excellent or Good:**
 - **Place to Raise Children (71%)**
 - **Place to Retire (81%) (higher)**
 - **Neighborhood as a Place to Live (80%)**
 - **Overall Image/Reputation of City (69%)**
 - **Overall Appearance (75%)**
- **Similar to Communities Elsewhere**

Community Characteristics

- Residents scores for quality of neighborhoods increased from 2014
- Rated 40 Features of the Community and at Least Half were Favorable and Comparable to Other Communities
- Safety: Overall (71%), In Neighborhood (91%) and Downtown/Commercial Area 74% (lower)
- Rating of Vibrant Downtown/Commercial Area was Lower Than Benchmark (33%)

Community Characteristics

- **Satisfaction with Ease of travel by car (45%) and public parking (32%) were lower than benchmarks**
- **More Rated Shopping Opportunities (77%) Favorably Compared to Other Communities**
- **9 in 10 Residents Feel Clearwater is a “good” or “excellent” place to visit, higher than the benchmark**
- **Residents ranked the quality of K-12 education in Clearwater (57%) lower than the benchmark**

Governance

- **77% Gave Overall Positive Ratings on City Services**
- **Highest Rated Services were Police, Fire, Ambulance/EMS, City Parks, and Libraries**
- **Drinking Water and Gas Utility were the only two that Rated Lower than Benchmarks**
- **More Pleased with Utility Billing, Code Enforcement, Fire Prevention, Street Cleaning, Economic Development and Public Info in 2017 than 2014**

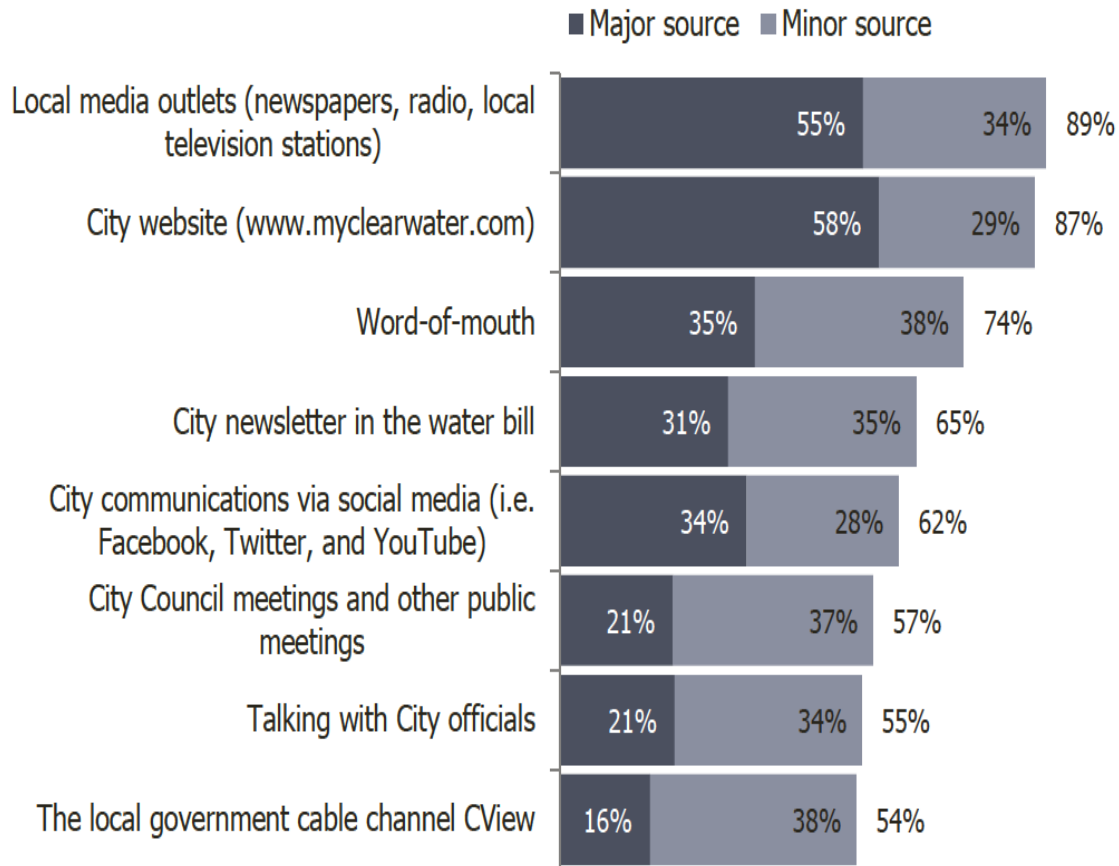
Participation

- **Less Than Half (46%) Gave Overall Positive Ratings to the Sense of Community in Clearwater.**
- **8 in 10 Would Recommend Living in Clearwater**
- **Just Less than Half Contacted a City Employee (higher than 2014)**
- **30 Participation Activities were Ranked and Ratings were Generally Similar to Other Communities**

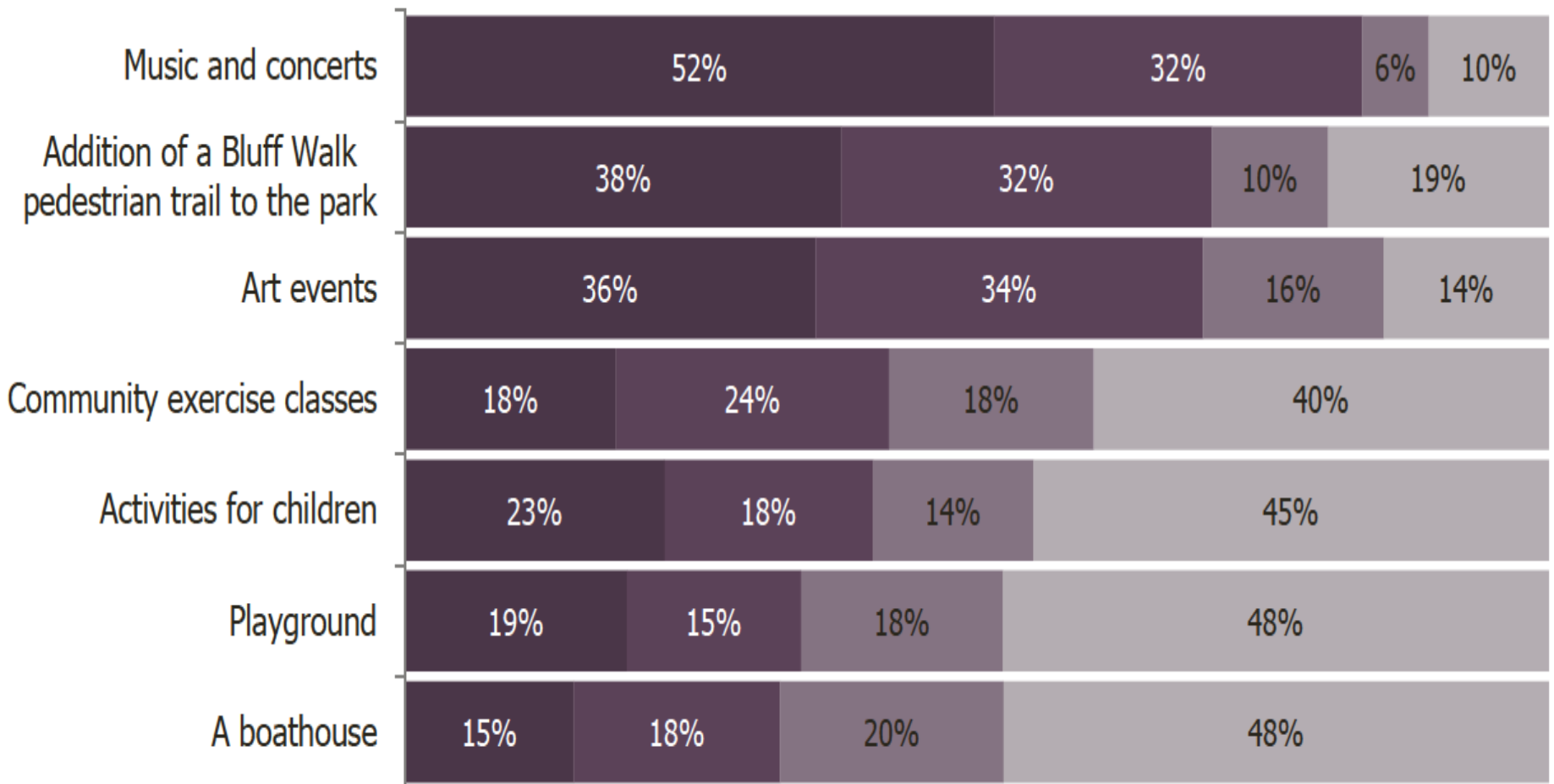
Participation

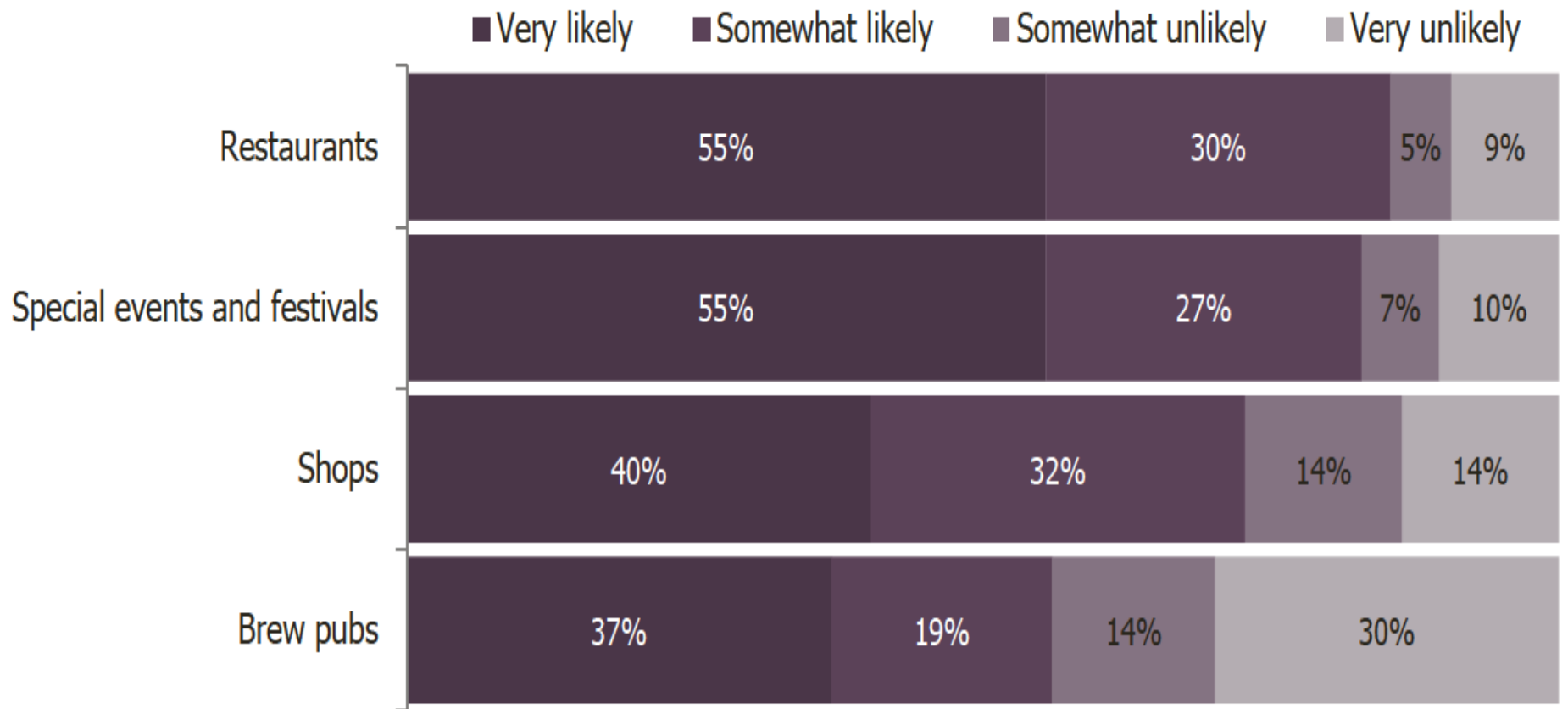
- **Half Had Emergency Supplies (higher)**
- **Lower Library Visitation than Benchmark and Since 2014**
- **More Participants were Positive about the Economy and Its Impact on Their Incomes than 2014**
- **Fewer Code Violations Observed Since 2014**

Special Topics

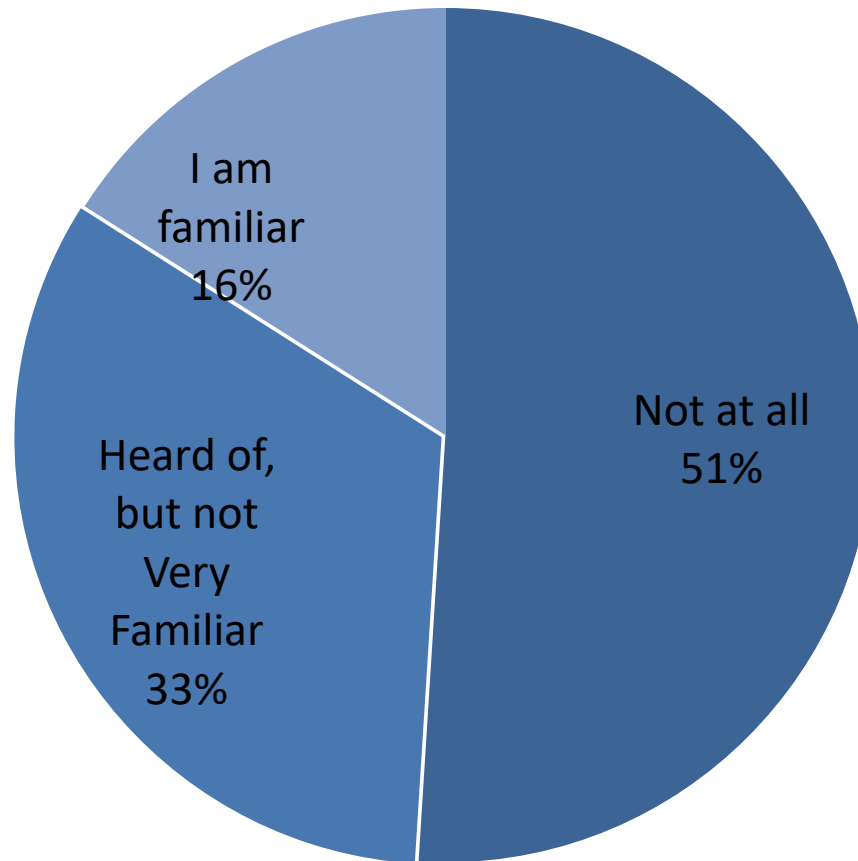


■ Very likely ■ Somewhat likely ■ Somewhat unlikely ■ Very unlikely

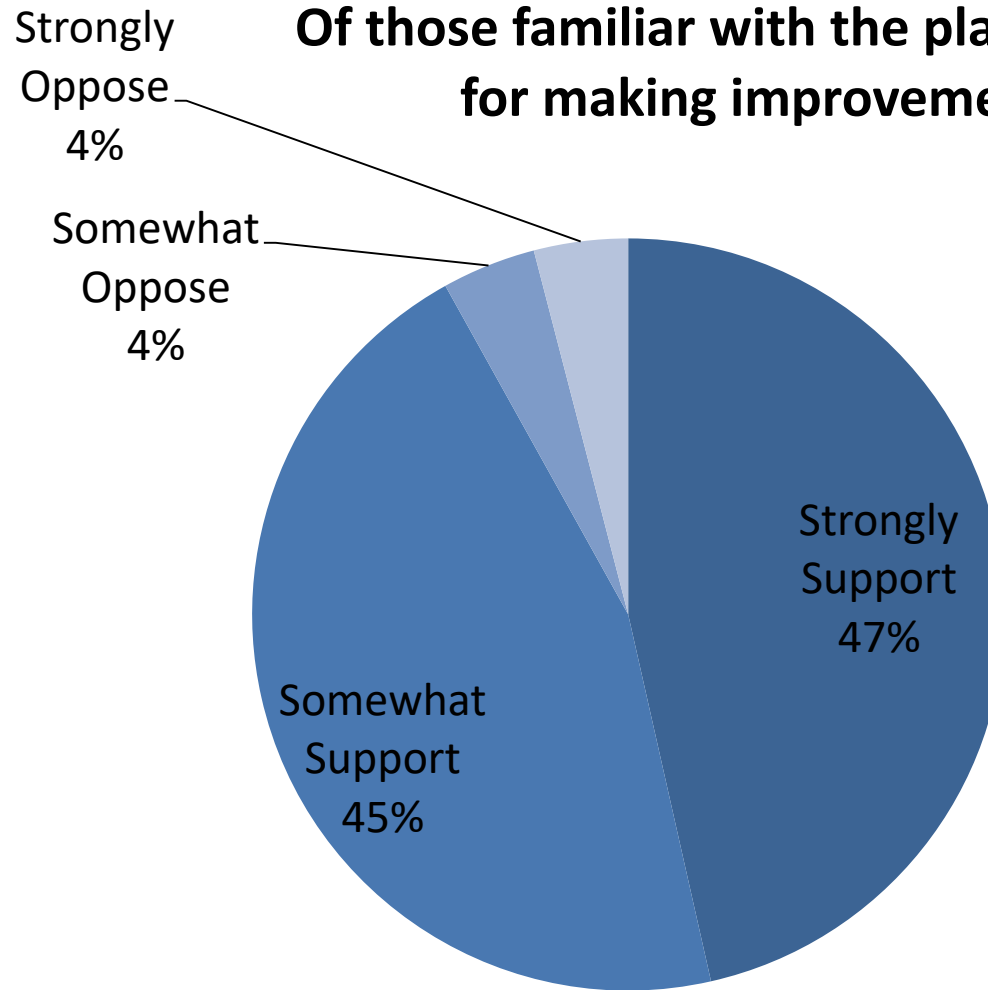




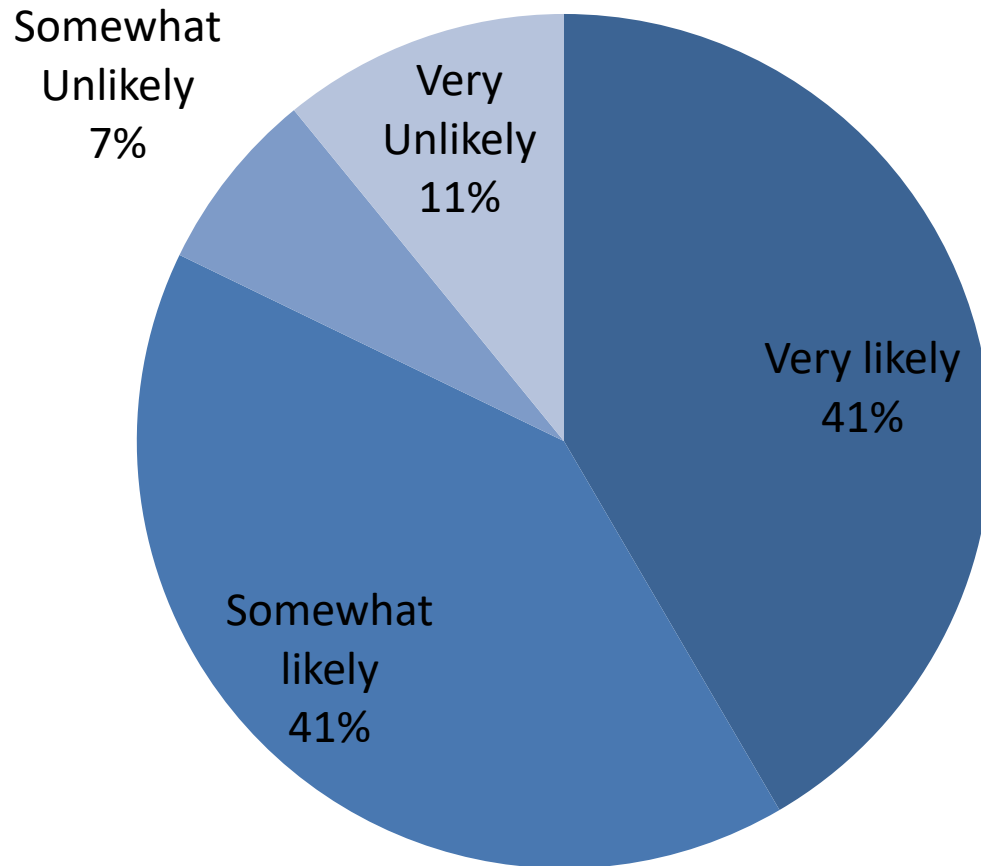
Familiarity with Plan



Of those familiar with the plan, support for making improvements



Likelihood of Voting For the Referendum



Key Takeaways

- **Overall Strong Economy-related Aspects**
- **Need to continue to Work on Making Downtown a Vibrant Place Where Residents feel Safe and Welcomed**
- **More Outreach is Needed on the Imagine Clearwater Plan**
- **Residents Mostly Rely on Media, City Website for Information with Social Media Increasing**
- **Code Enforcement Has Seen Positive Gains**