City Of Winter Park
2008 Citizen Survey

Kerr & Downs Research
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Study Objectives

Assess citizens’ satisfaction with:
  Living in Winter Park
  City of Winter Park government
Discover how citizens rate performance of City in providing services
Determine citizens’ strategic priorities for:
  City initiatives
  City long-term capital investment projects
  Supporting outside organizations
Investigate citizens’ views on service levels vs. taxes
Study Methods

Content developed in planning sessions and interactive discussions with City Commission and staff

Data collected via:
- Internet-based survey
- Mail survey

Population definition
- All households in the City of Winter Park
  - 1 per household
  - Password protected

Sample size – 818
Sampling error – 3.5% (95% confidence level)
Weighted analysis
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.15</td>
<td>Content work session with City Commission</td>
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<tr>
<td>9.22</td>
<td>Questionnaire draft sent to City Commission</td>
</tr>
<tr>
<td>9.29</td>
<td>Content work session with City Commission</td>
</tr>
<tr>
<td>9.30</td>
<td>2(^{nd}) draft of questionnaire sent</td>
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<tr>
<td>10.7</td>
<td>3(^{rd}) draft of questionnaire sent</td>
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<tr>
<td>10.14</td>
<td>Discussed content at City Commission meeting – finalized questionnaire</td>
</tr>
<tr>
<td>10.16</td>
<td>Postcards announcing survey mailed to citizens</td>
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<tr>
<td>10.21</td>
<td>Data collection starts</td>
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<tr>
<td>11.21</td>
<td>Data collection ends</td>
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<tr>
<td>11.25</td>
<td>Results sent to staff</td>
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<tr>
<td>12.8</td>
<td>Results presented to City Commission</td>
</tr>
<tr>
<td>12.12</td>
<td>Final report submitted</td>
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</tbody>
</table>
Executive Summary

1. Citizens are very satisfied with living in Winter Park

2. Citizens are very satisfied with city government

3. Satisfaction with specific city services lags overall satisfaction

4. Citizens generally feel they are getting a fair deal for their taxes
Executive Summary

5. Citizens are generous in supporting government and community services & organizations

6. Top city priorities:
   - Continuing the underground power line initiative
   - Continuing financial support for the library
   - Controlling development and density through codes & zoning

7. Priorities for long-term capital investments:
   - Expanding the Winter Park Public Library
   - Beautifying/renovating Fairbanks Avenue
Executive Summary

8. Top concerns about neighborhood development:
   - Cutting down mature trees
   - Eliminating open space

9. Citizens support standards for new/remodeled houses although there are mixed reactions to impacts of new & remodeled houses to date

10. Top priorities for spending tax dollars:
    - Renovating and improving existing park facilities
    - Winter Park Public Library
Executive Summary

11. Moderate priorities for spending tax dollars:
   o Underground power line initiative
   o Buy new park lands
   o Continue the commuter rail initiative
   o Renovate the Fairbanks Avenue corridor

12. Lowest priorities for spending tax dollars:
   o Building a new City Hall
   o Building a new Brookshire Elementary School
   o Building a new Post Office
Executive Summary

13. Services that citizens are willing to reduce/cut:
   - Hours of operation of golf course & tennis center
   - Number of city-sponsored/hosted cultural events and activities
   - Close facilities that require significant financial subsidy
   - Programs to attract new businesses and promote existing businesses
   - Reduce efforts to provide affordable housing
   - Communicate with citizens less frequently about what the City is doing
   - Reduce the number of recreation programs the City offers
Observations & recommendations

Customer satisfaction
Satisfaction with city-provided services is a key driver of satisfaction with living in the City of Winter Park. However, only 34% to 76% of citizens give “excellent” or “very good” ratings for city services. The City is doing a “good” job in many citizens’ minds but not an excellent or very good job. The goal is to convert citizens’ experiences from “good” to very good or excellent.

Part of the process in improving evaluations of services involves improving customer service. The City of Winter Park should conduct customer satisfaction surveys for specific customer transactions. As a government, the City of Winter Park cannot always give the customer what she wants. However, the customer service part of the customer interaction can always be handled well. Training, measurement of performance, and incentives and disincentives for performance are critical for moving forward on customer satisfaction.
Observations & recommendations

“If it ain’t broke…”
Satisfaction with life in Winter Park is very high; satisfaction with the overall quality of services received from city government is very high.

There is no “throw the bums out” mentality and no burning grassroots pressure for change in the city or in city government.

Changes suggested by this study, should be incremental changes.
Observations & recommendations

Paying for a great community

Citizens of the City of Winter Park are willing to pay for enhancements to their community. They are especially willing to pay for enhancements that have community-wide impact such as undergrounding power lines, or buying/renovating parks and facilities.

They are less likely to support projects that serve only a portion of the community (e.g., Brookshire School) or projects that are considered government projects (e.g., building a new City Hall or new Post Office).

If the City Commission pursues these latter projects, it will be important to develop a clear education program to explain to citizens how they all benefit.
Observations & recommendations

Neighborhood standards
Over 6 in 10 citizens want the city to develop standards for new & remodeled houses, yet only 35% disagree that new & remodeled houses built recently are compatible with existing homes.

Over 6 out of 10 citizens are at least somewhat concerned about building larger houses, demolishing older homes to build (presumably larger) houses, and demolishing smaller houses, yet only one in four citizens is “very concerned” with each of these “trends.”

Public opinion gives each side on this issue some comfort and some heartburn. There is no mandate.
Observations & recommendations

The squeaky wheel
The Citizen Survey represents a broad cross-section of citizens in Winter Park. Unlike commission meetings, town hall meetings, emails and phone calls to commissioners, etc., a broad-based survey presents a representative view of the entire community.

There are political forces in the city who lobby hard for their agendas. Some have already attempted to discredit the City Commission’s questionnaire, while others have lobbied for positive results. While no survey research effort is without some sampling and non-sampling errors, results of the City of Winter Park Citizen Survey are reliable and valid.
Observations & recommendations

Solid community support
- Winter Park Public Library
- Parks and facilities
- Underground power lines
Satisfaction with Living in Winter Park

How satisfied are you with the City of Winter Park as a whole?

- Extremely satisfied: 22%
- Satisfied: 65%
- Neither satisfied nor dissatisfied: 8%
- Dissatisfied: 4%
- Extremely dissatisfied: 0%
- Not sure: 0%
Satisfaction with city–provided services

How satisfied are you with the overall quality of services you receive from the City of Winter Park?

- Extremely satisfied: 20%
- Satisfied: 65%
- Neither satisfied nor dissatisfied: 10%
- Dissatisfied: 4%
- Extremely dissatisfied: 0%
- Not sure: 0%
Performance rating for specific city services

“Excellent” + “Very good” ratings shown below

- Communications: 54%
- Code Enforcement: 34%
- Fire-Rescue: 68%
- Police: 71%
- Electric utility service: 54%
- Water utility service: 56%
- Parks & recreation: 66%
- Streets & drainage: 43%
- Refuse/recycling/yard waste collection: 59%
- Winter Park Public Library: 76%

Overall, how would you rate each of the following city services? Scale: excellent, very good, good, fair, and poor.
Performance rating for communications

- **Excellent**: 21%
- **Very Good**: 33%
- **Good**: 29%
- **Fair**: 5%
- **Poor**: 5%
- **Not Sure**: 7%
Performance rating for code enforcement

- Excellent: 10%
- Very Good: 24%
- Good: 26%
- Fair: 17%
- Poor: 6%
- Not Sure: 18%
Performance rating for fire-rescue services

- Excellent: 34%
- Very Good: 34%
- Good: 12%
- Fair: 1%
- Poor: 0%
- Not Sure: 18%
Performance rating for police services

- Excellent: 37%
- Very Good: 34%
- Good: 19%
- Fair: 3%
- Poor: 2%
- Not Sure: 5%
Performance rating for electric utility services

- Excellent: 21%
- Very Good: 33%
- Good: 22%
- Fair: 14%
- Poor: 5%
- Not Sure: 4%
Performance rating for water utility services

- Excellent: 25%
- Very Good: 31%
- Good: 27%
- Fair: 11%
- Poor: 2%
- Not Sure: 4%
Performance rating for parks & recreation

- Excellent: 31%
- Very Good: 35%
- Good: 26%
- Fair: 4%
- Poor: 1%
- Not Sure: 2%
Performance rating for streets & drainage

- Excellent: 14%
- Very Good: 29%
- Good: 28%
- Fair: 14%
- Poor: 12%
- Not Sure: 3%
Performance rating for refuse/recycling/yard waste collection

- Excellent: 26%
- Very Good: 33%
- Good: 22%
- Fair: 8%
- Poor: 8%
- Not Sure: 3%
Performance rating for Winter Park Public Library

- Excellent: 50%
- Very Good: 26%
- Good: 13%
- Fair: 4%
- Poor: 0%
- Not Sure: 7%

Overall, how would you rate each of the following city services? – Winter Park Public Library
Satisfaction with how the city spends your tax dollars

How satisfied are you with the City of Winter Park in terms of using your tax dollars in the manner that you prefer?

- Extremely satisfied: 5%
- Satisfied: 49%
- Neither satisfied nor dissatisfied: 23%
- Dissatisfied: 11%
- Extremely dissatisfied: 8%
- Not sure: 4%
Perceptions of city taxes and service levels

Which statement best describes how you feel about the taxes you pay to the City of Winter Park?

- Taxes are too high for the quality of city services that I am receiving (31%)
- Taxes are high, but the city is providing more services at a higher quality than I expect (20%)
- Taxes are just right for the amount and quality of city services that I am receiving (38%)
- Taxes are too low for the amount and quality of city services that I am receiving (2%)
- Not sure (10%)
The city government has many strategic initiatives it can pursue to enhance the quality of life in the City of Winter Park. Each strategic initiative has potential economic costs and benefits, and each affects the quality of life, the aesthetic appearance, and the basic character of the City of Winter Park. Please check the 5 strategic initiatives you believe the City of Winter Park should focus its resources.
Long-term capital investment alternatives

Percentage of citizens choosing an alternative as the 1\textsuperscript{st} or 2\textsuperscript{nd} priority are listed below.

- Expanding Winter Park Library: 56%
- Fairbanks Avenue renewal and beautification: 50%
- Building public parking in the central business district: 39%
- Relocating the Post Office to expand the downtown park area: 37%
- Rebuilding City Hall: 18%

The City of Winter Park has the following five long-term capital investment alternatives. Please rank them in order of 1 to 5 based on which you feel is most important to the community.
Support for funding outside organizations

The City of Winter Park supports some outside organizations with taxes and fees it generates from citizens and businesses. Please check if you support or oppose the City of Winter Park allocating some city funding to each of the following:
An outside organization that the City Commission deems worthy of funding should receive city funding for 5 years so it can plan its projects with some certainty of funding.

An outside organization that the City Commission deems worthy of funding should appeal for city funding every year since the city's budget situation changes every year.

I oppose the City Commission funding outside organizations.

Not sure.
Concern with neighborhood trends

Percentage of citizens who are “very concerned” are shown below.

- Concern with cutting down mature trees: 56%
- Concern with eliminating open yards/green space: 54%
- Concern with demolishing smaller houses: 27%
- Concern with larger houses: 27%
- Concern with demolishing older homes: 26%
New and remodeled houses built in the past few years have enhanced your neighborhood.
Compatibility of new/remodeled houses

New and remodeled houses built in the past few years are compatible with other homes in your neighborhood.

- **Strongly agree**: 16%
- **Agree**: 26%
- **Neither agree nor disagree**: 17%
- **Disagree**: 21%
- **Strongly disagree**: 14%
- **Not applicable**: 7%

New and remodeled houses built in the past few years are compatible with other homes in your neighborhood.
Should develop standards for new/remodeled houses

The City of Winter Park should develop standards for new and remodeled houses and buildings to preserve the character of Winter Park.
Do you support or oppose redevelopment and larger than existing commercial buildings along the Fairbanks Avenue corridor?
Spend $1.4 million to beautify Fairbanks Avenue

The City of Winter Park has currently budgeted for improvements to Fairbanks Avenue. Do you agree or disagree The City of Winter Park should spend $1.4 million to renovate and beautify the Fairbanks Avenue corridor to spur economic development in that area of the City of Winter Park?
Orange County Public Schools (OCPS) is planning to renovate Brookshire Elementary School rather than build a new school. If it is possible for the City of Winter Park to partner with OCPS, a new school can be built that will cost the city $2 to $4 million. Which of the following do you prefer:
Who should pay for Brookshire School?

- All residents of Winter Park should be responsible for the costs of partnering with Orange County Public Schools to build a new Brookshire Elementary School: 43%
- Only property owners in the Brookshire Elementary School area should be responsible for the costs that will allow Orange County Public Schools to build a new school: 37%
- Not sure: 20%

With which of the following do you agree more.
Presently the retail part of the Winter Park Post Office (where you buy stamps, mail letters, etc.) and the distribution center of the post office (with its accompanying asphalt and trucks) are located in downtown Winter Park. Which of the following options do you prefer:
Reactions to underground electricity initiative

With which of the following do you agree more:

- Continue the underground electric initiative because it adds to electricity reliability and it adds to the aesthetics of the community: 71%
- Discontinue the underground electric initiative because it costs about $5 million per year and funds should be used instead to reduce electric rates and to fund other city services: 21%
- Not sure: 9%

With which of the following do you agree more:
Payment options for underground electricity initiative

- Maintain the existing rate structure to place most of the power lines underground in about 25 years: 60%
- Add a new 5 percent surcharge to my electric bill to place most of the power lines underground in about 15 years: 9%
- Add a new 10 percent surcharge to my electric bill to place most of the power lines underground in about 10 years: 10%
- I am not interested in the city continuing to place power lines underground: 15%
- I do not have an opinion on this matter: 7%

Under the existing plan, it will take over 25 years to place most of the city’s power lines underground. Which of the following options best reflects your feelings toward placing the city’s power lines underground? Please select only one:
Continued support for commuter rail initiative

The city has entered into an agreement to provide financial support to the commuter rail system. Operating costs through 2017 are to be paid by another party, specifically the Florida Department of Transportation. Thereafter, for a minimum of 99 years, the city must contribute an estimated $1 million per year, in the absence of a dedicated funding source. Are you in favor of the city supporting commuter rail in the absence of a dedicated funding source?
Support for commuter rail station

The city has applied for federal funding to redesign and reconstruct the Amtrak building in conjunction with the commuter rail stop. If the federal government does not fund it, will you support or oppose the expenditure of approximately $1.4 million to reconstruct the Amtrak building in Craftsman-style making it consistent with the character of Winter Park?
Willingness to pay for projects

- Support for renovating and improving existing park facilities: 66%
- Support expanding the Winter Park Public Library: 65%
- Support for placing electric lines underground: 51%
- Support for buying new park areas: 50%
- Support for funding a commuter rail station and operating costs: 47%
- Support for improving the Fairbanks Avenue corridor: 43%
- Support for building a new Post Office: 28%
- Support for partnering with Orange County Public Schools to build a new Brookshire Elementary School: 25%
- Support for a new City Hall: 22%

Do you support or oppose paying higher taxes/fees to enhance or continue any of the following city services or projects?
The Winter Park Public Library received approximately $1.3 million from the City of Winter Park in the 2007 fiscal year. Funding for the Winter Park Library is currently approved each year by the Mayor and the City Commission -- this method of funding the library may result in more or less or possibly no funding for the library in a given year.

An alternative way to fund the library is by designating a certain millage rate (similar to how public schools are funded) solely for the library – this method of funding is more stable but results in a higher millage rate for property owners.
Services citizens are willing to cut

- Reduce the hours of operation of the golf course and tennis center: 62%
- Reduce the number of city-sponsored/hosted cultural events and activities: 57%
- Close facilities that require significant financial subsidy: 42%
- Cut programs to attract new businesses and promote existing businesses: 39%
- Reduce efforts to provide affordable housing: 39%
- Communicate with citizens less frequently about what the city is doing: 38%
- Reduce number of recreation programs the city offers: 36%
- Reduce the frequency of mowing medians, right of ways, drainage retention areas and community parks: 34%
- Reduce frequency of tree trimming and tree plantings: 31%
- Reduce frequency of garbage, recycling or yard waste pick-ups: 30%
- Increase the time it takes to get building permits, zoning requests, licenses, site reviews: 27%

From the following list of city provided services and programs; please check the ones you recommend if the city has to cut its budget.
Services citizens are willing to cut...continued

From the following list of city provided services and programs; please check the ones you recommend if the city has to cut its budget.

- Reduce efforts to remove junked cars, keep vacant lots tidy, keep houses in good repair (24%)
- Cut programs where police interact with students at schools, number of officers (23%)
- Have fewer employees dealing with electric and water customers’ questions and/or complaints (18%)
- Reduce the number of parks, park hours and lighting (13%)
- Reduce efforts to protect trees, habitat, and water bodies (12%)
- Repair and repave streets and replace street lights less often (10%)
- Reduce the number of police, patrol hours, and patrol cars on the streets (6%)
- Reduce efforts to make sure storm drains function properly after heavy rains (5%)
- Accept slower response time to restore power outages (3%)
- Accept slower response time to water and sewer leaks (2%)
- Accept a reduced response time for services from the Fire-Rescue Department (0%)
How many years have you lived in Winter Park?

- 1-5 years: 21%
- 6-10 years: 22%
- 11-15 years: 10%
- 16-20 years: 10%
- 21+ years: 37%
Children living in household

Do you have children living full time in your household?

- Yes: 31%
- No: 69%
Race/ethnicity

What is your race/ethnicity?

- Caucasian/White: 78%
- African American: 13%
- Latino: 4%
- Other: 4%
Household income

What was your household’s total income from all sources in 2007?
Rent/own house

Do you rent or own your home in Winter Park?

- Own: 84%
- Rent: 16%
Which category best reflects your age?

- 18 – 39: 43%
- 40 – 59: 34%
- 60 or older: 23%
What is your gender?

- Female: 53%
- Male: 47%
Do you live in Winter Park full time or part time?

- Full time: 99%
- Part time: 1%
In which quadrant of the city of Winter Park do you live?
Northeast (north of Fairbanks Avenue/Aloma Avenue and east of Park Avenue)
Southeast (south of Fairbanks Avenue/Aloma Avenue and east of Park Avenue)
Northwest (north of Fairbanks Avenue/Aloma Avenue and west of Park Avenue)
Southwest (south of Fairbanks Avenue/Aloma Avenue and west of Park Avenue)