

City Of Winter Park 2008 Citizen Survey

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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

Time Line

- 9.15 Content work session with City Commission
- 9.22 Questionnaire draft sent to City Commission
- 9.29 Content work session with City Commission
- 9.30 2nd draft of questionnaire sent
- 10.7 3rd draft of questionnaire sent
- 10.14 Discussed content at City Commission meeting –
finalized questionnaire
- 10.16 Postcards announcing survey mailed to citizens
- 10.21 Data collection starts
- 11.21 Data collection ends
- 11.25 Results sent to staff
- 12.8 Results presented to City Commission
- 12.12 Final report submitted

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:

- Underground power line initiative
- Buy new park lands
- Continue the commuter rail initiative
- Renovate the Fairbanks Avenue corridor

12. **Lowest** priorities for spending tax dollars:

- Building a new City Hall
- Building a new Brookshire Elementary School
- 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.**

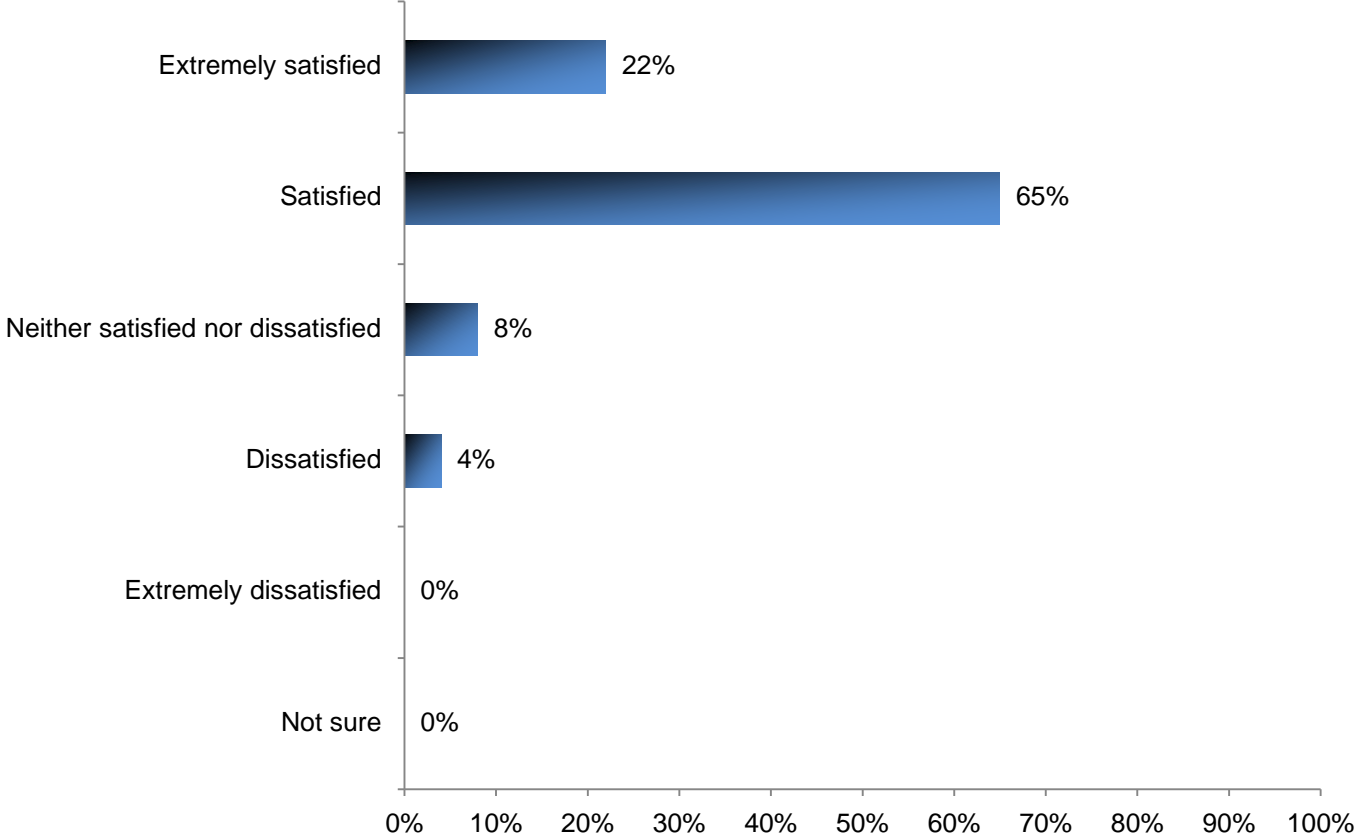
There are political forces in the city who lobby hard for their agendas. Some have already attempted to discredit the City Commission's questionnaire, while others have lobbied for positive results. While **no** survey research effort is without some sampling and non-sampling errors, **results** of the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

Observations & recommendations

Solid community support

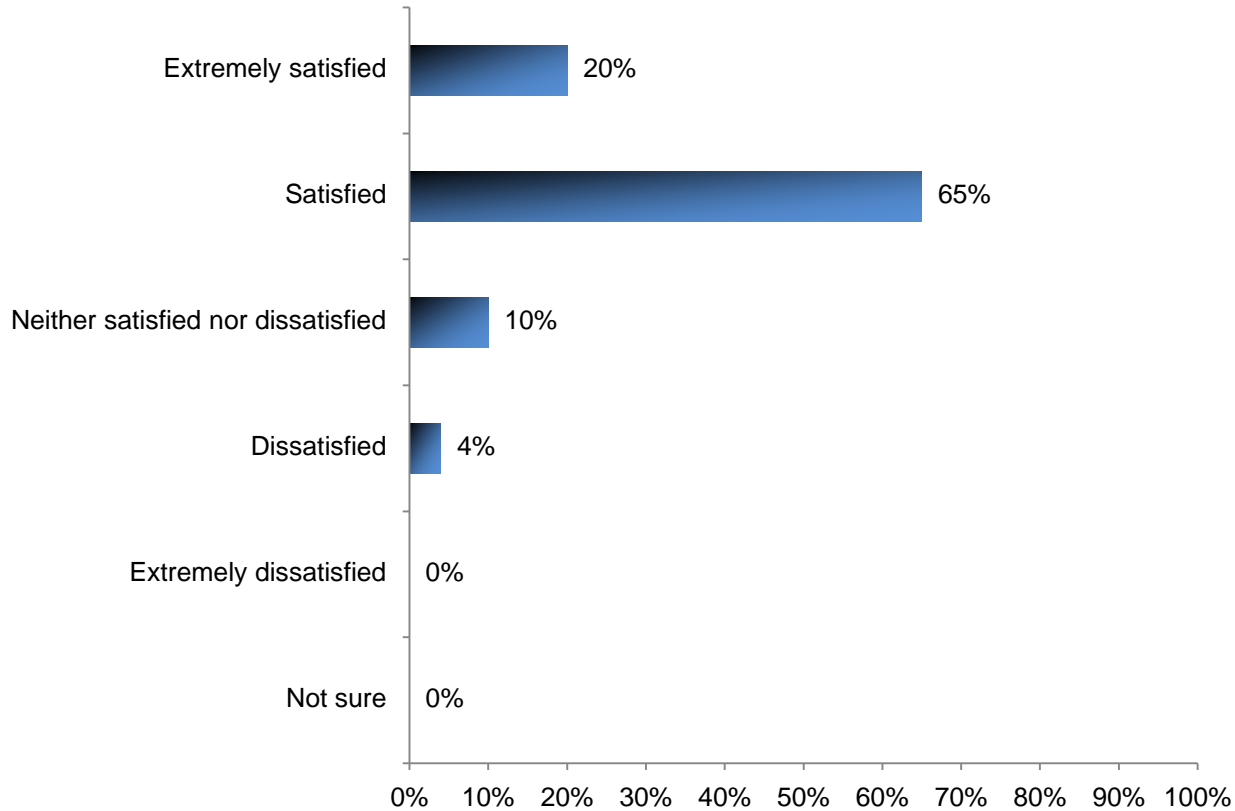
- Winter Park Public Library
- Parks and facilities
- Underground power lines

Satisfaction with Living in Winter Park



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

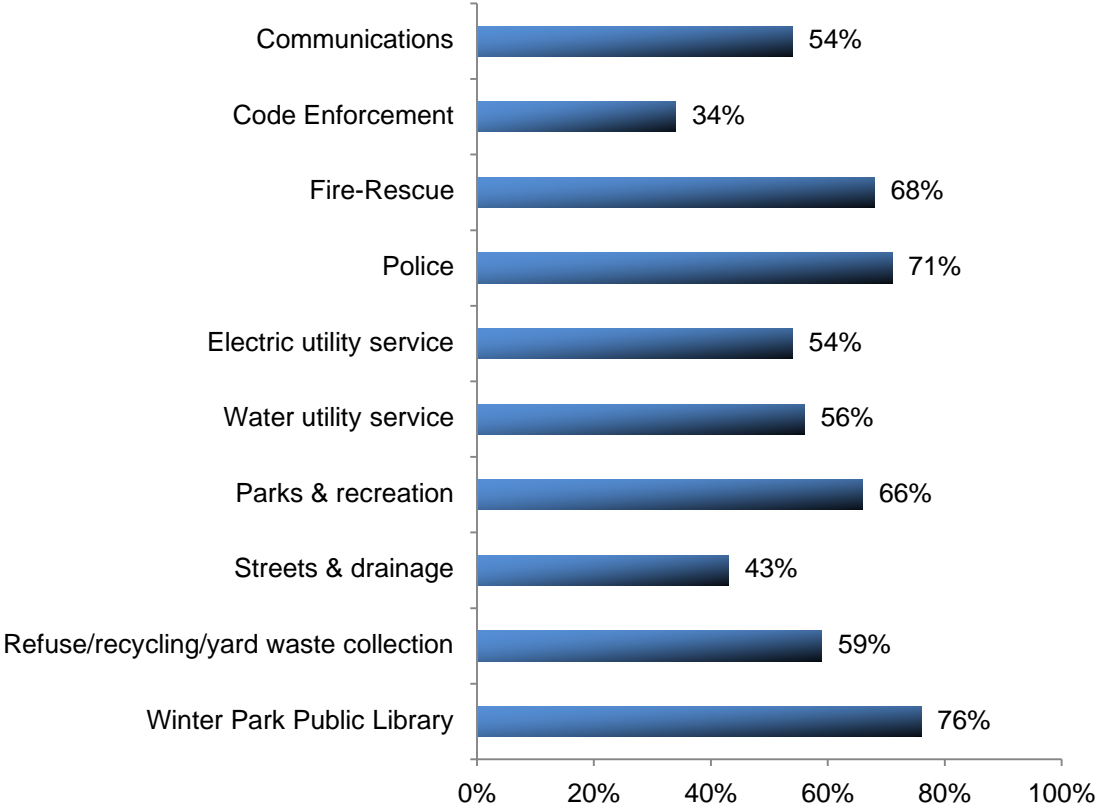
Satisfaction with city-provided services



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

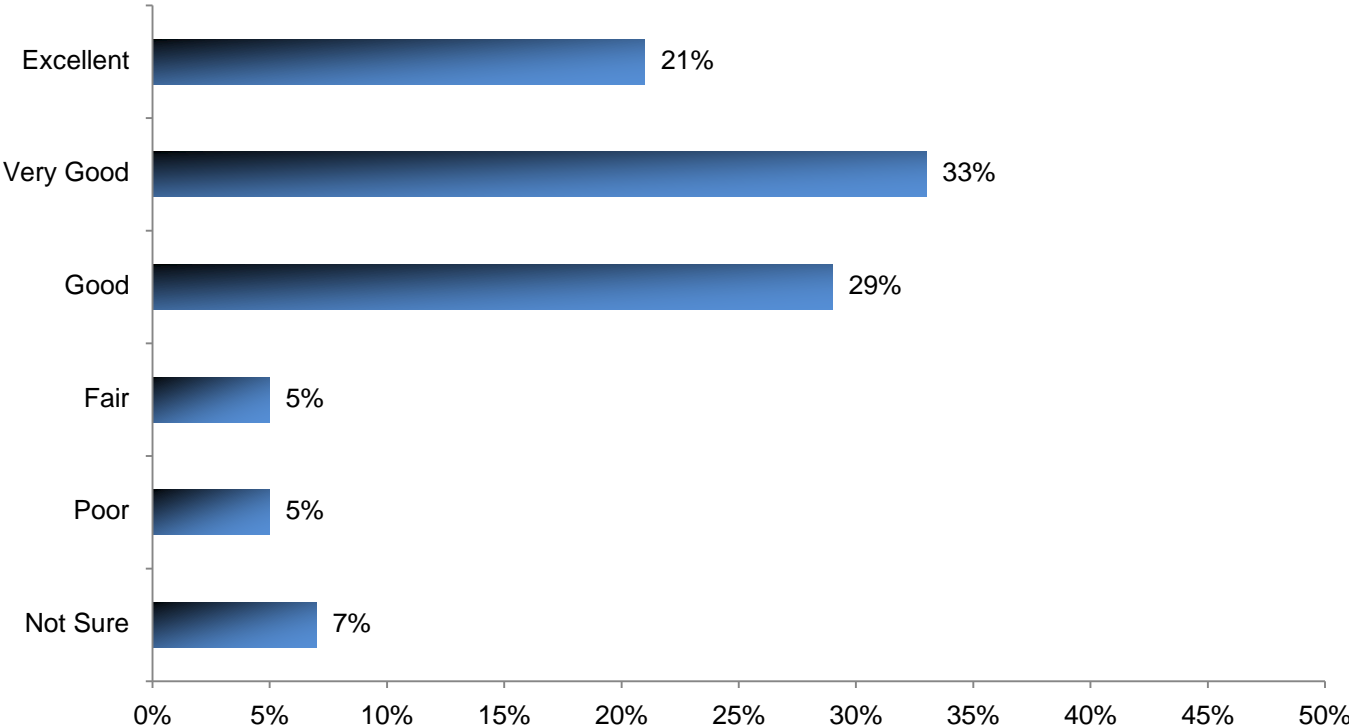
Performance rating for specific city services

“Excellent” + “Very good” ratings shown below

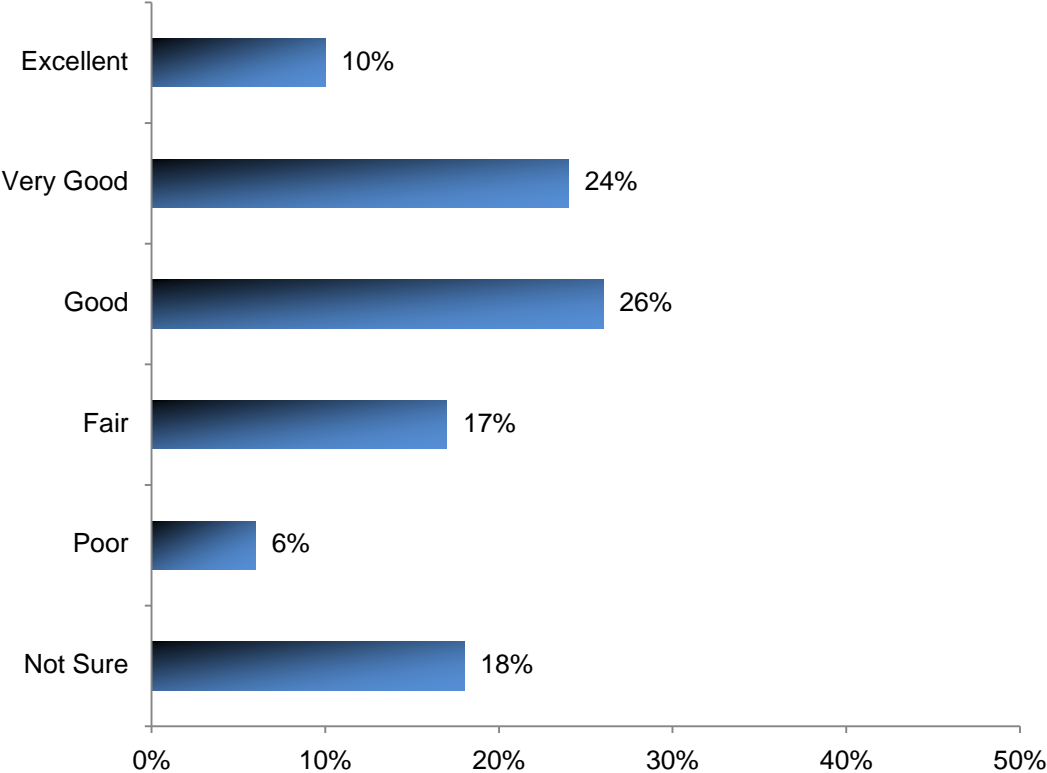


Overall, how would you rate each of the following city services? Scale: excellent, very good, good, fair, and poor.

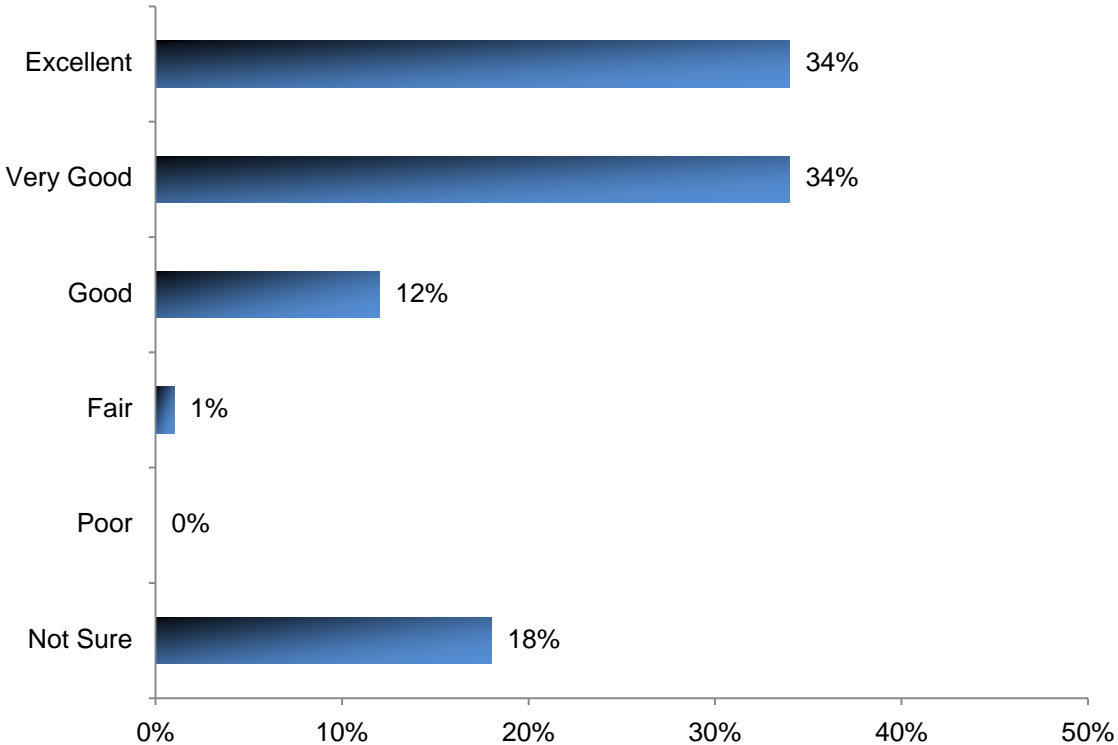
Performance rating for communications



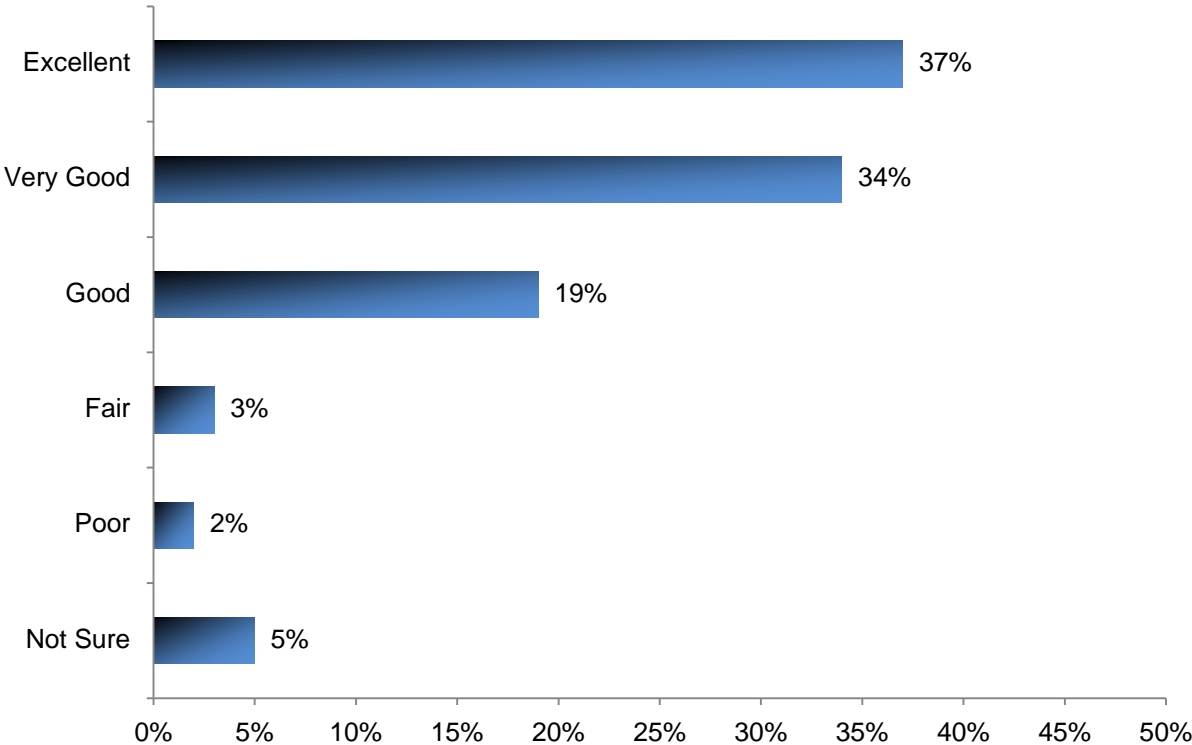
Performance rating for code enforcement



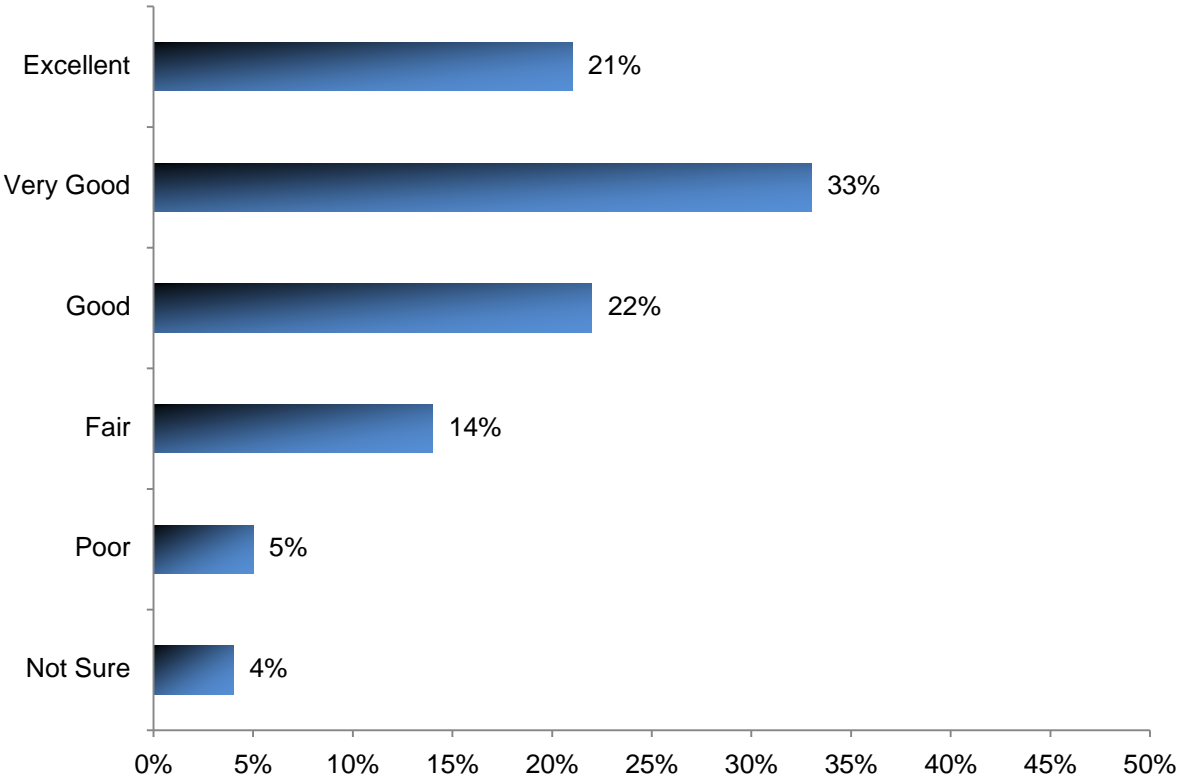
Performance rating for fire-rescue services



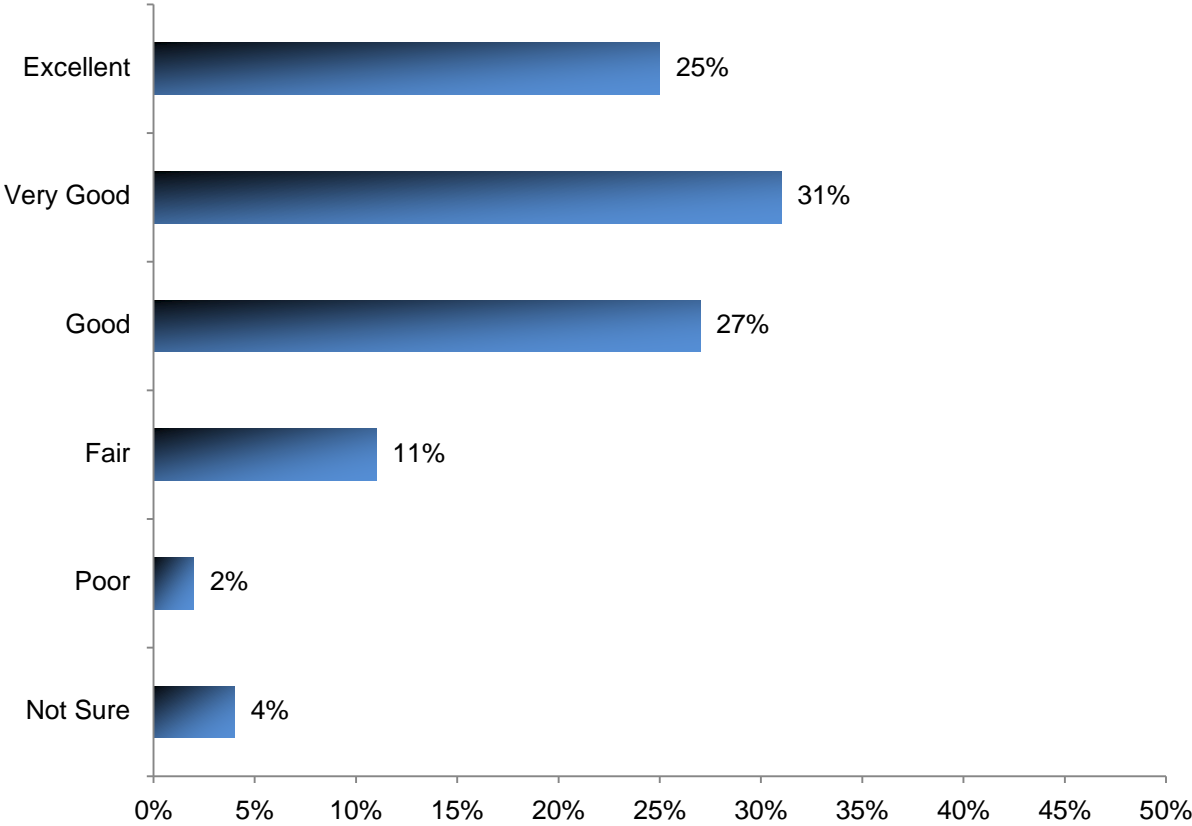
Performance rating for police services



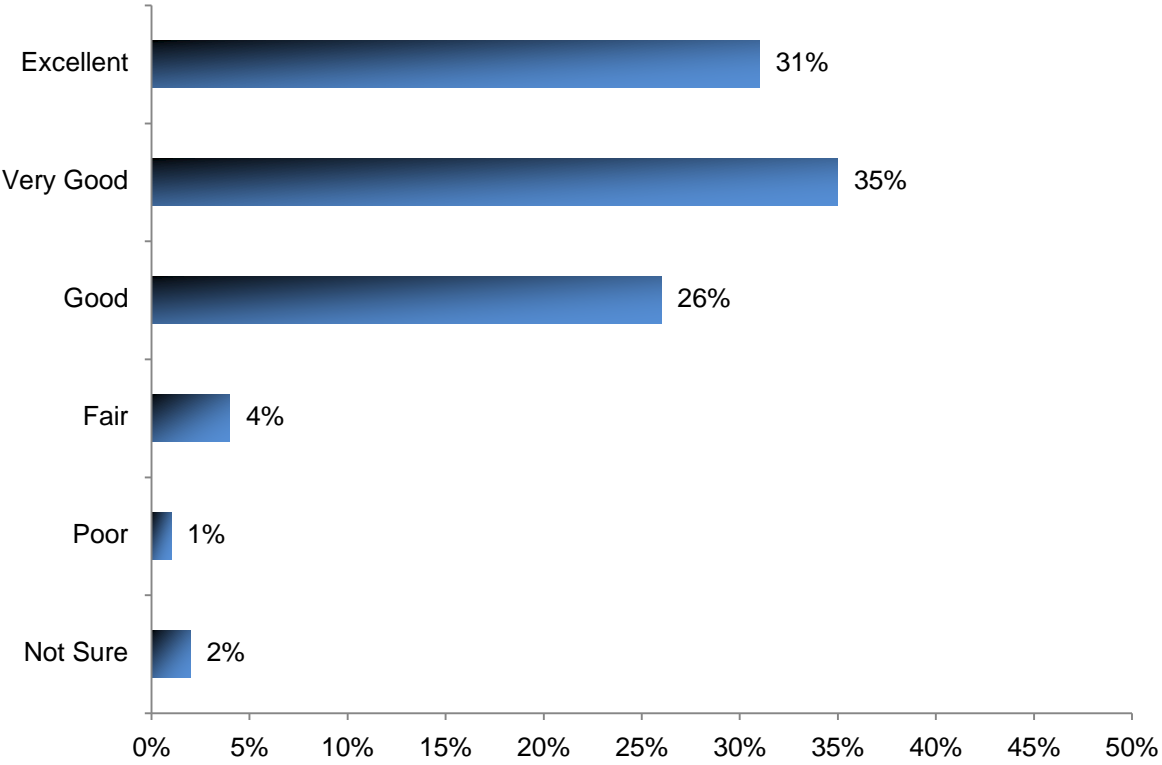
Performance rating for electric utility services



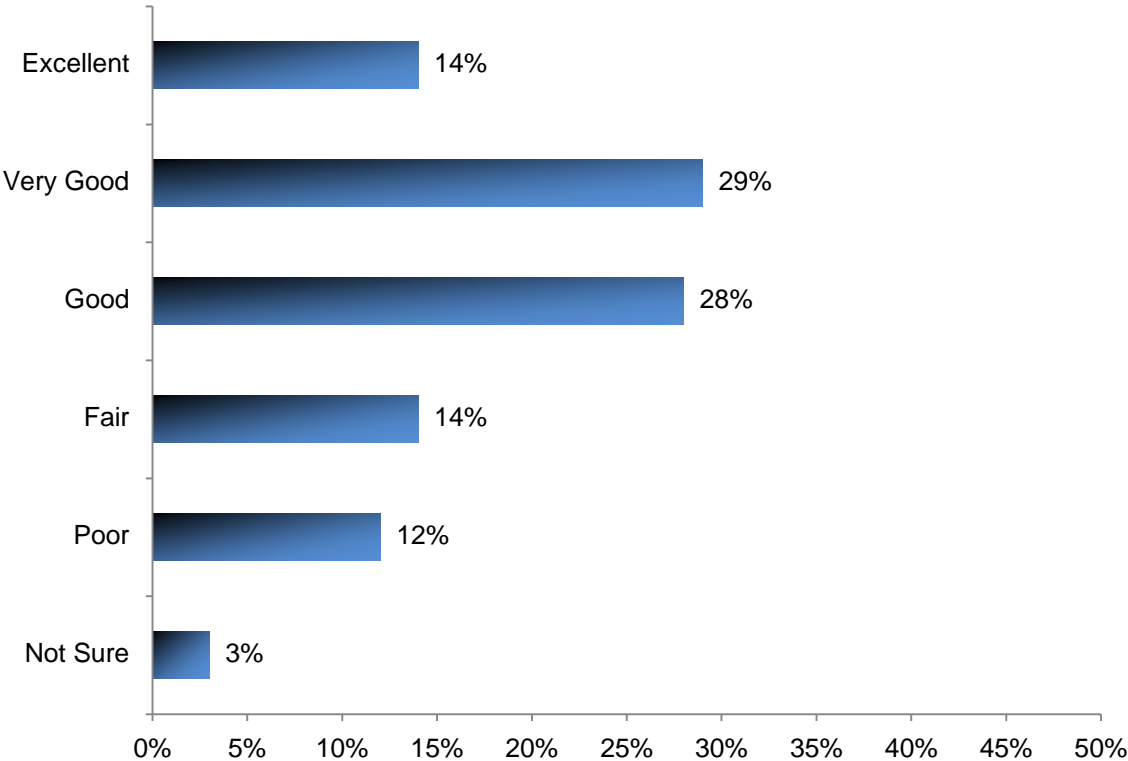
Performance rating for water utility services



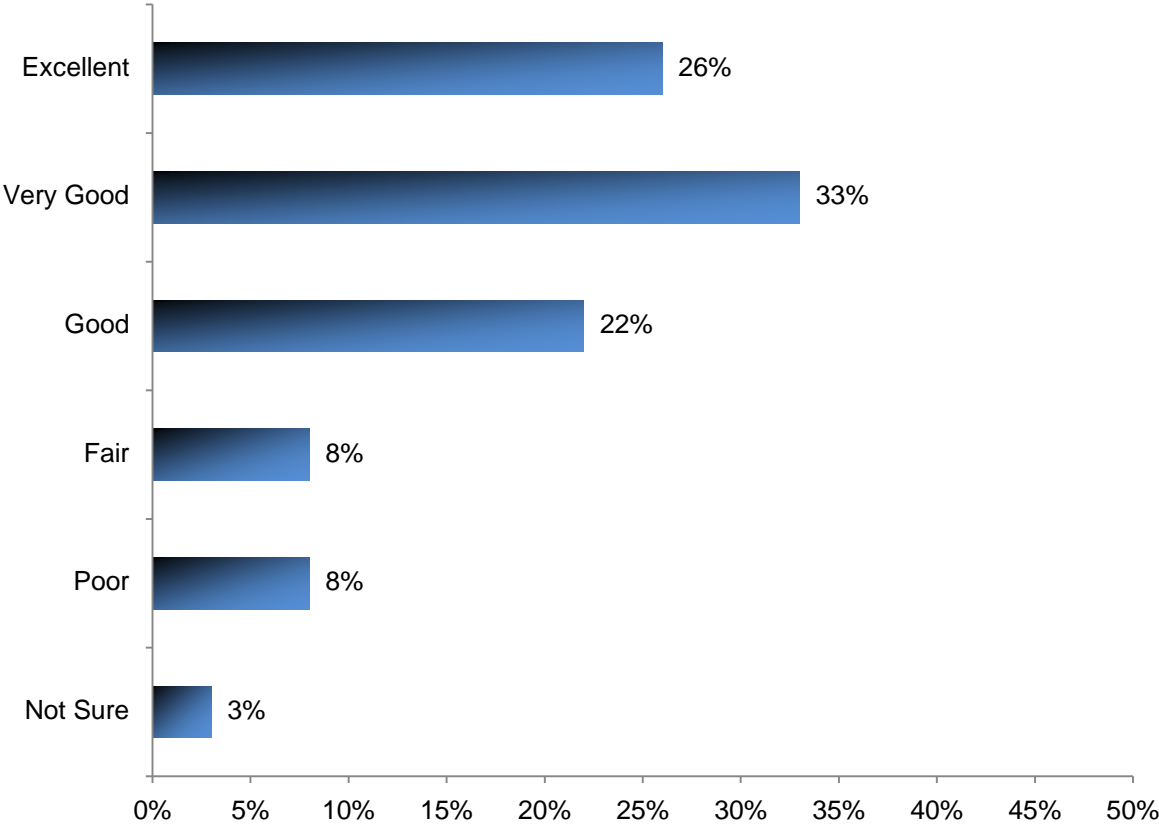
Performance rating for parks & recreation



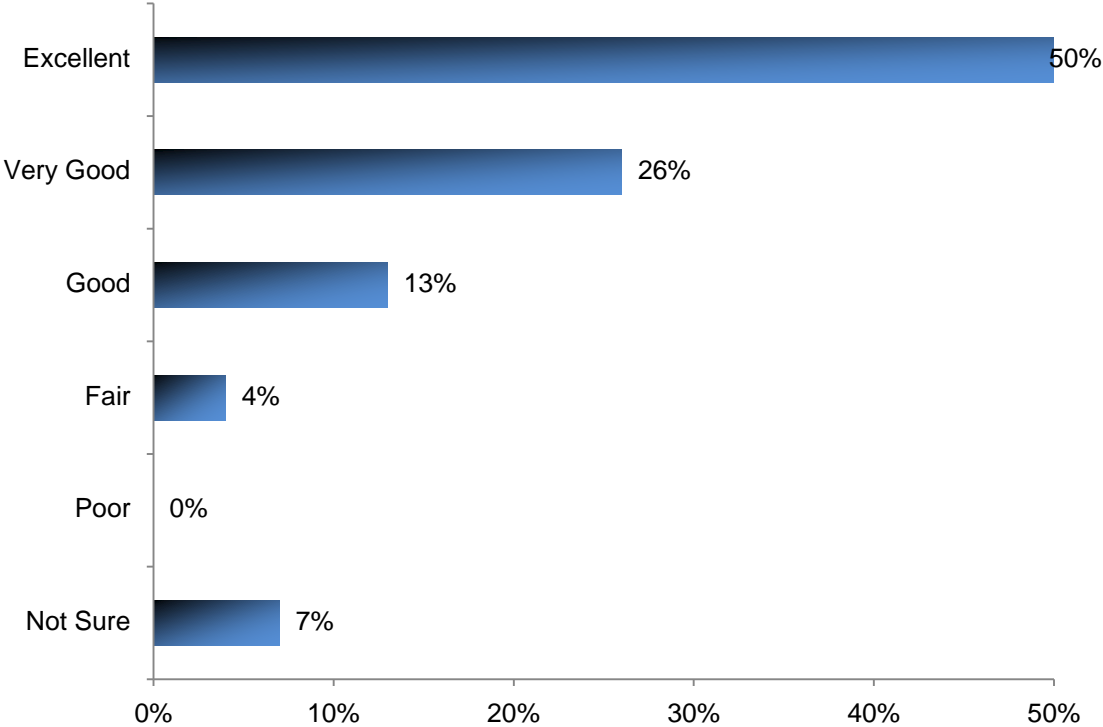
Performance rating for streets & drainage



Performance rating for refuse/recycling/yard waste collection

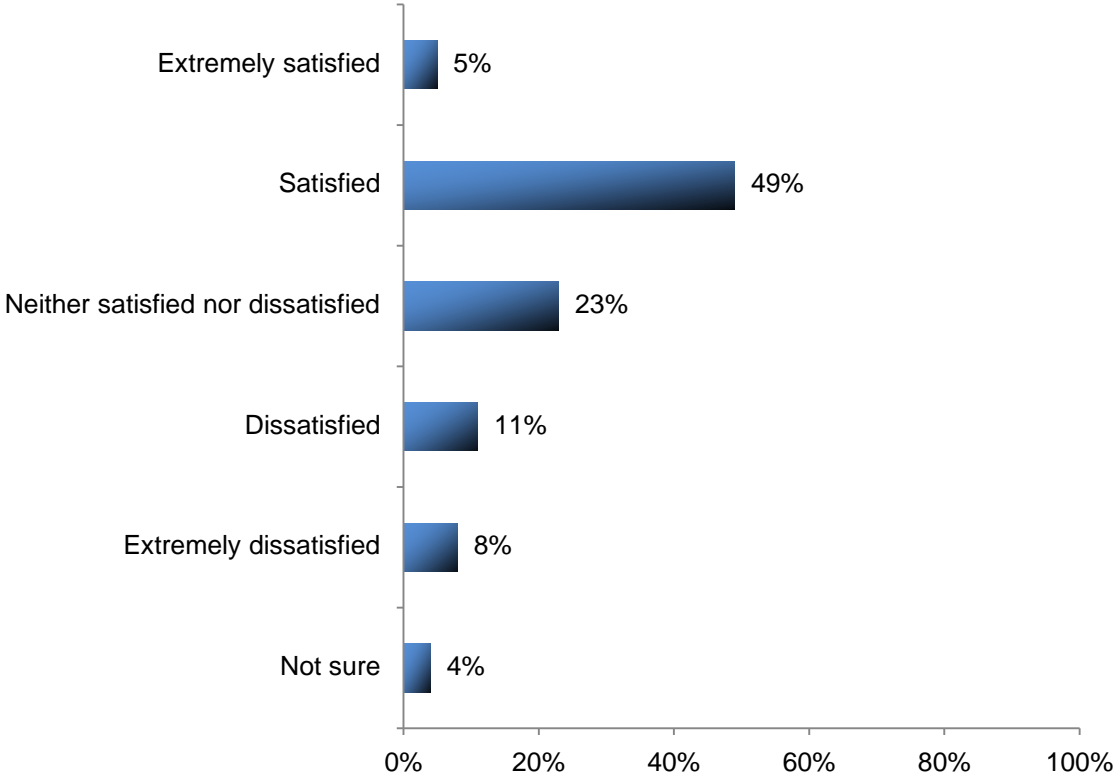


Performance rating for Winter Park Public Library



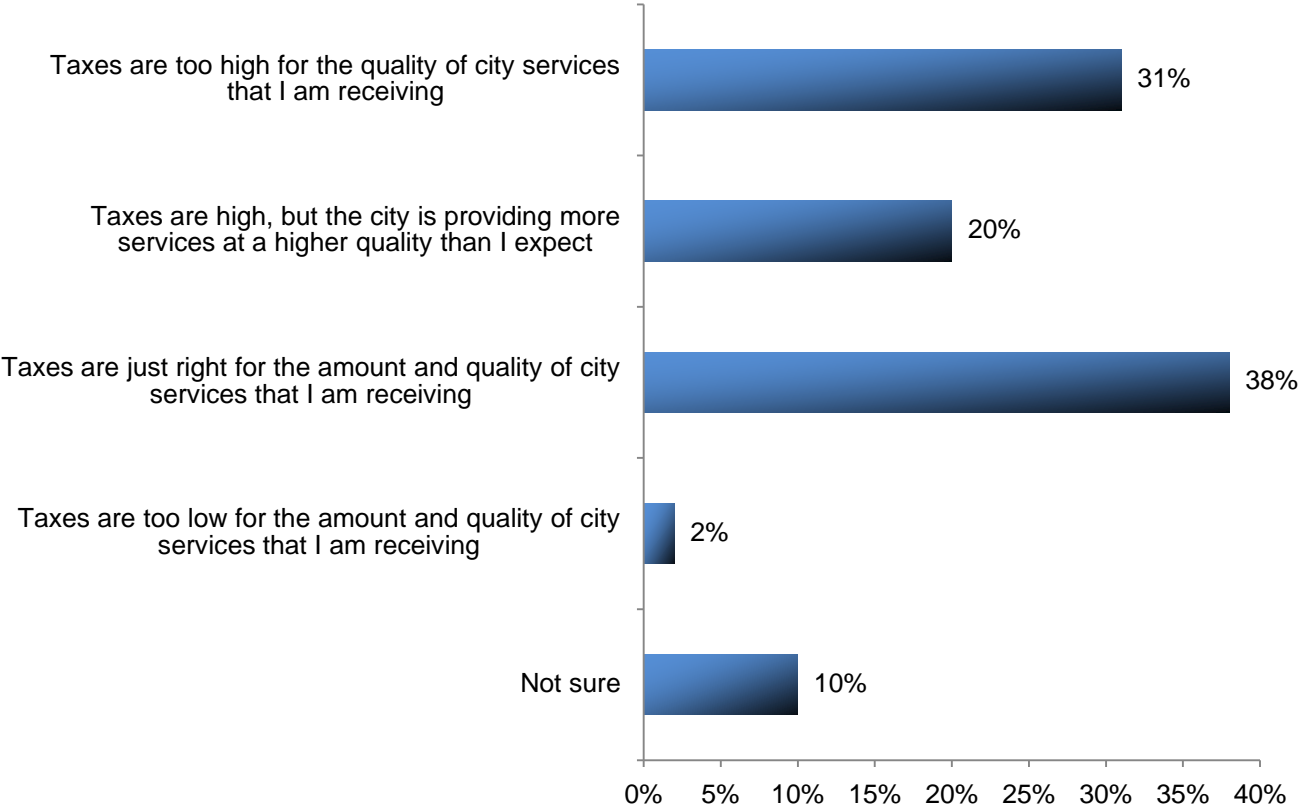
Overall, how would you rate each of the following city services? – Winter Park Public Library

Satisfaction with how the city spends your tax dollars



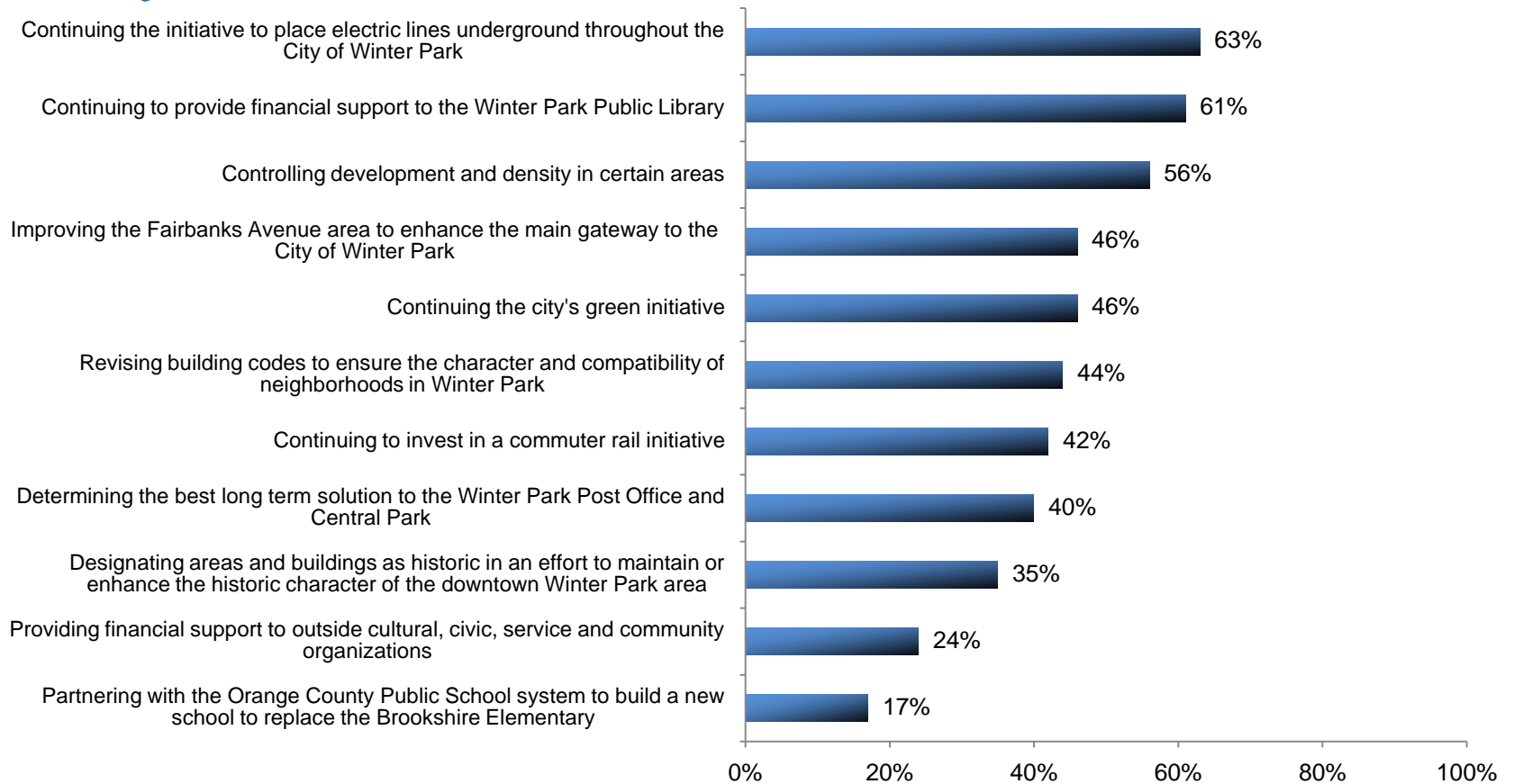
How satisfied are you with the City of Winter Park in terms of using your tax dollars in the manner that you prefer?

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?

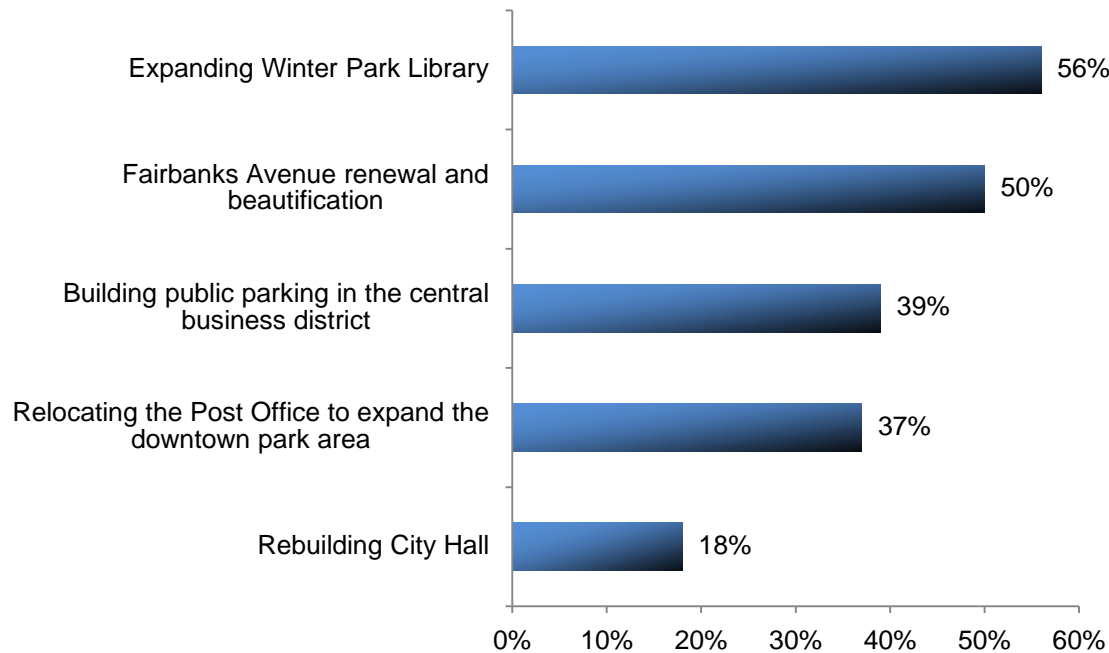
City initiatives



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.

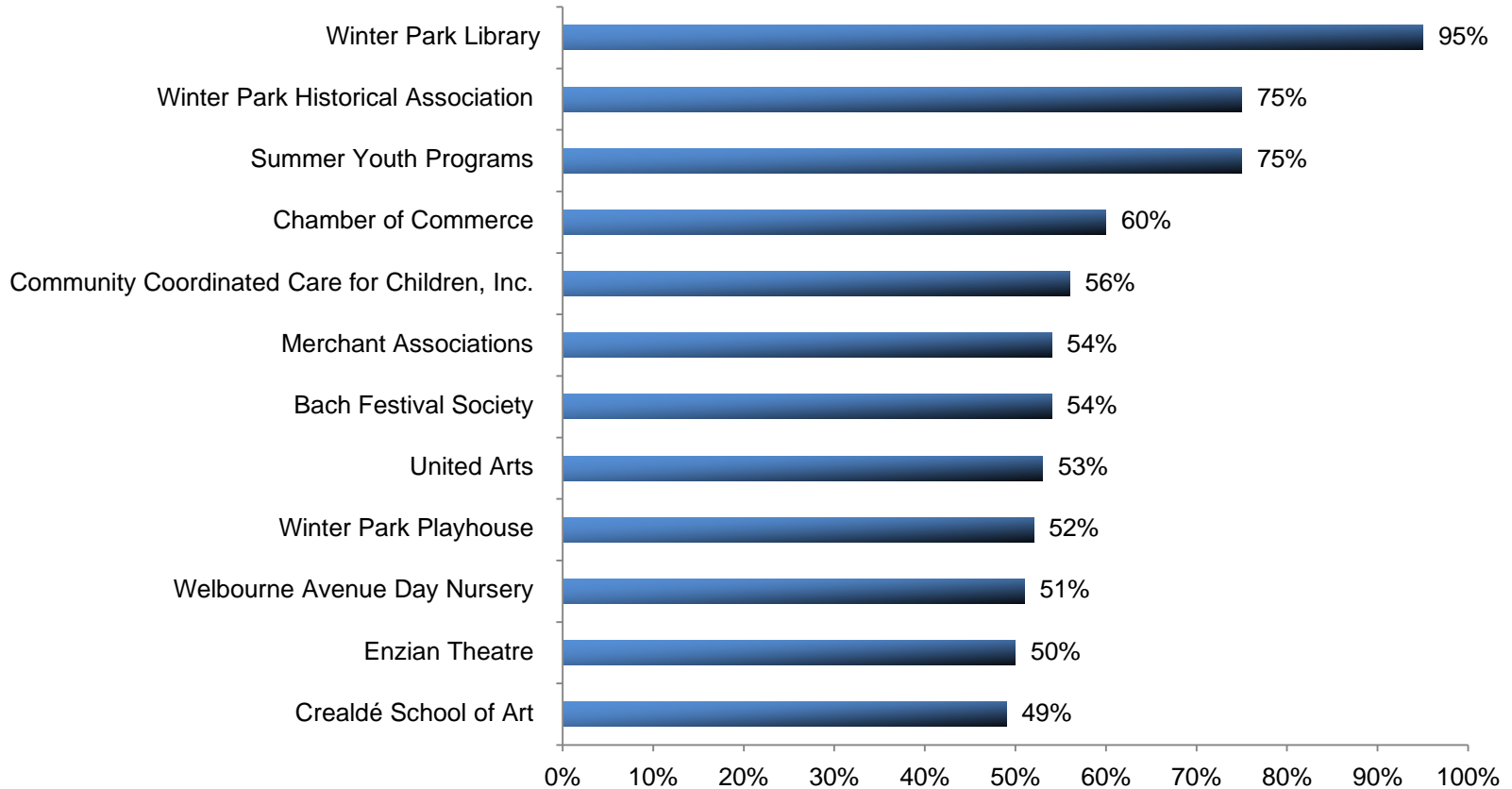
Long-term capital investment alternatives

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



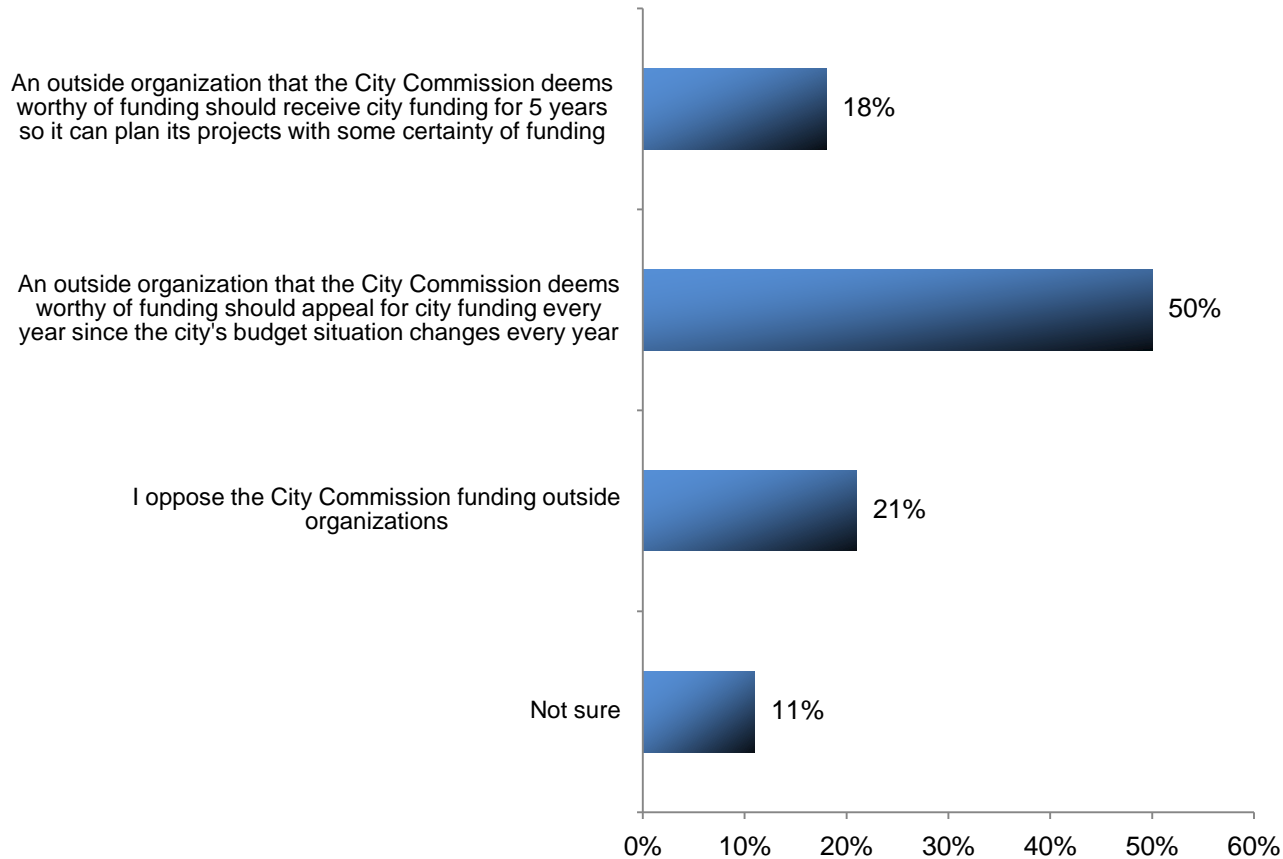
The City of Winter Park has the following five long-term capital investment alternatives. Please rank them in order of 1 to 5 based on which you feel is most important to the community.

Support for funding outside organizations



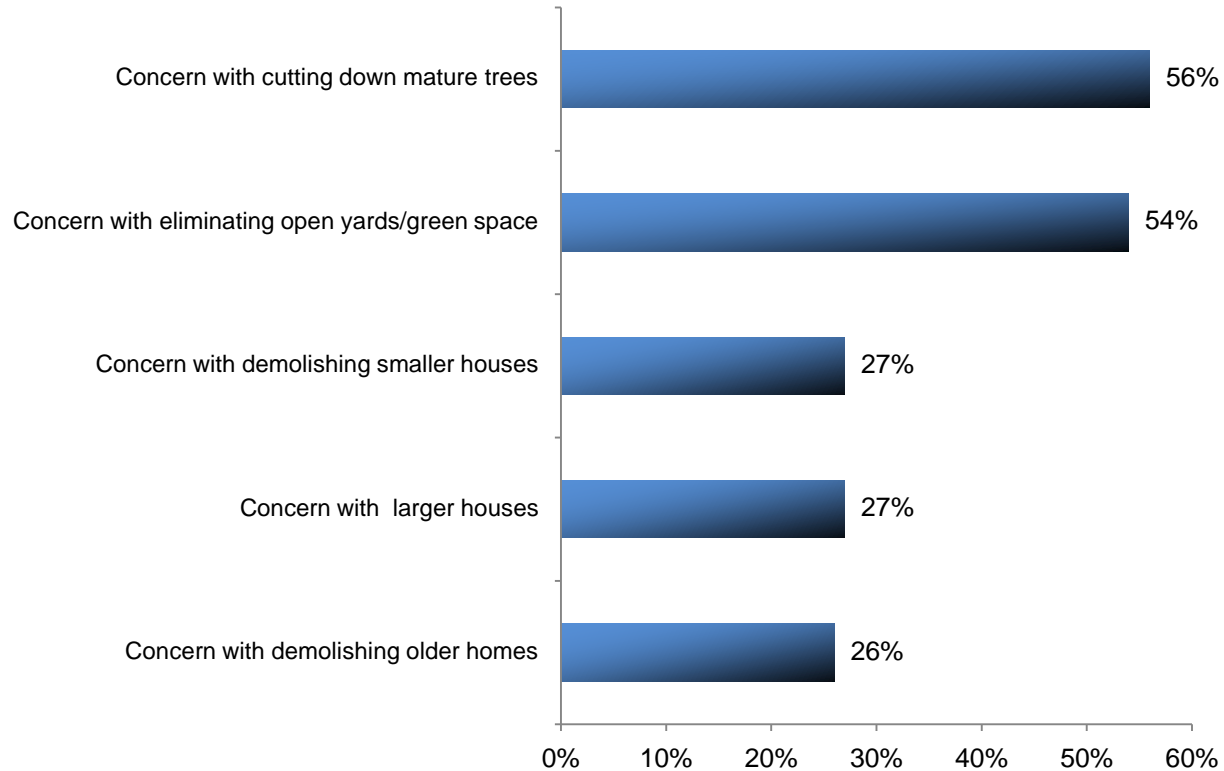
The City of Winter Park supports some outside organizations with taxes and fees it generates from citizens and businesses. Please check if you support or oppose the City of Winter Park allocating some city funding to each of the following:

City funds strategy for outside organizations

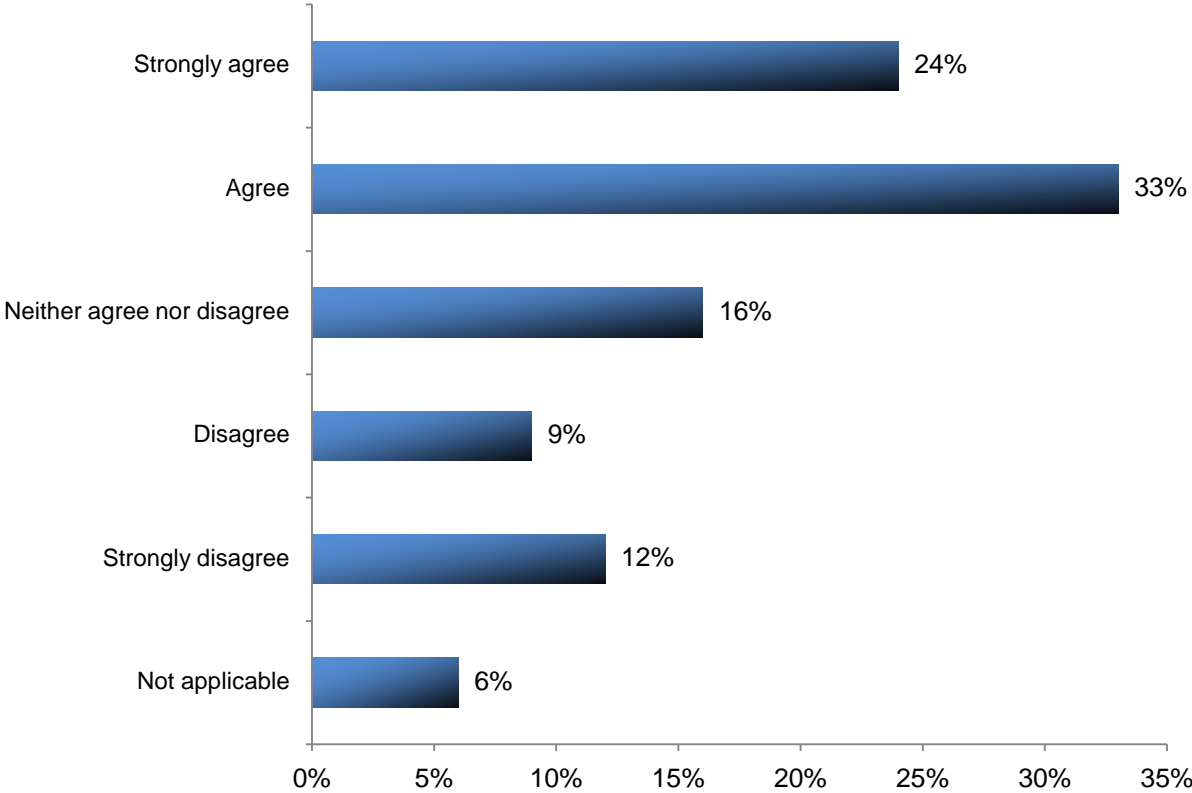


Concern with neighborhood trends

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

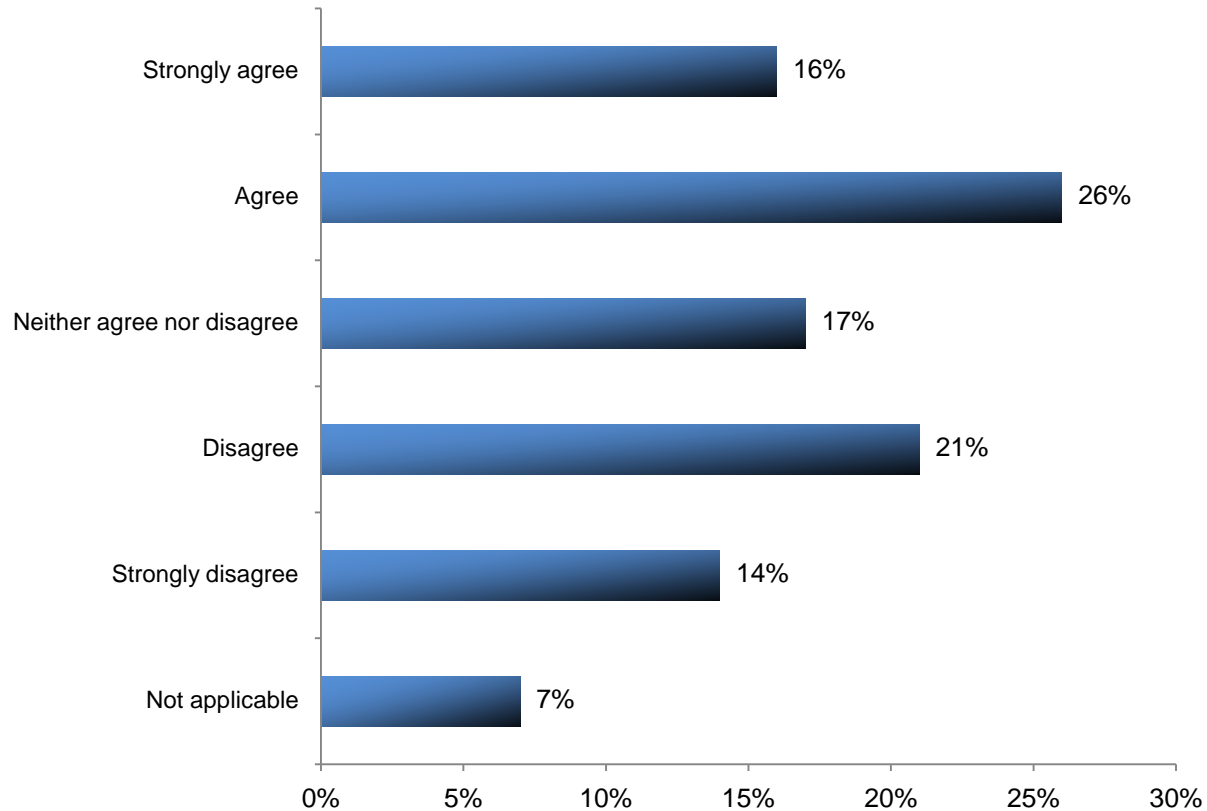


New/remodeled houses enhance neighborhood



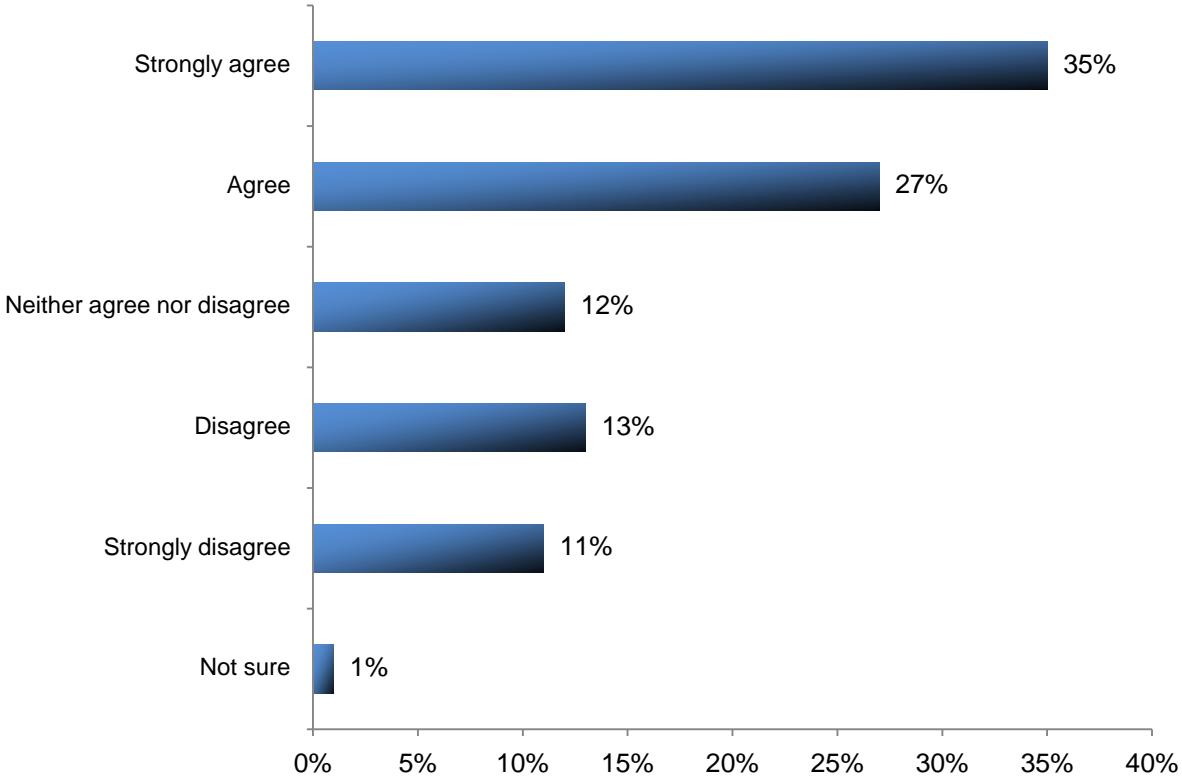
New and remodeled houses built in the past few years have enhanced your neighborhood.

Compatibility of new/remodeled houses



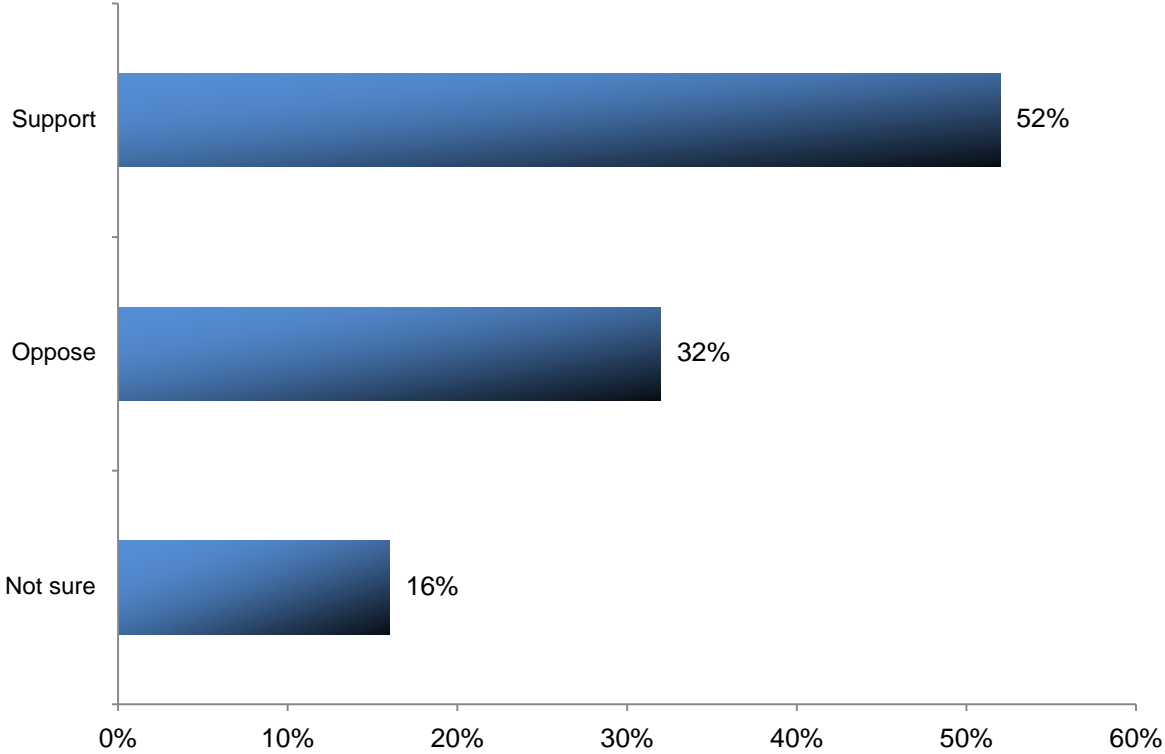
New and remodeled houses built in the past few years are compatible with other homes in your neighborhood.

Should develop standards for new/remodeled houses



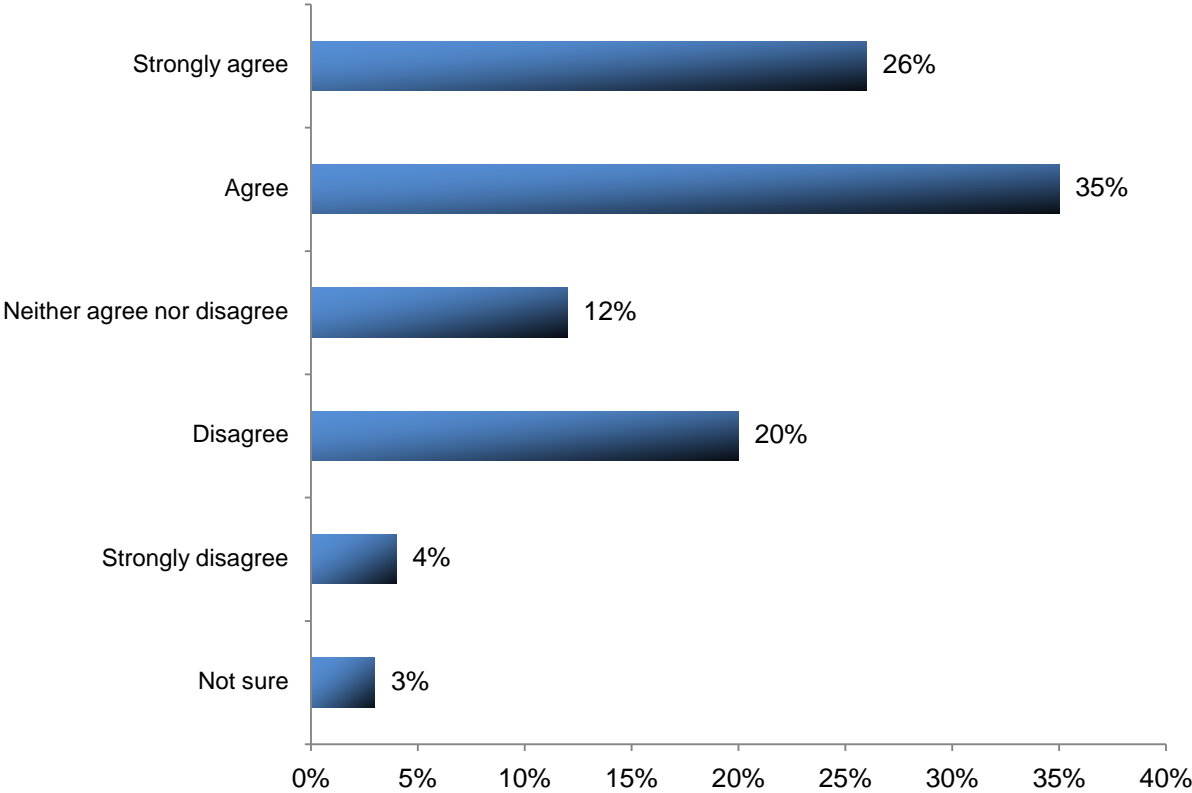
The City of Winter Park should develop standards for new and remodeled houses and buildings to preserve the character of Winter Park.

Redevelopment & larger commercial buildings on Fairbanks Avenue



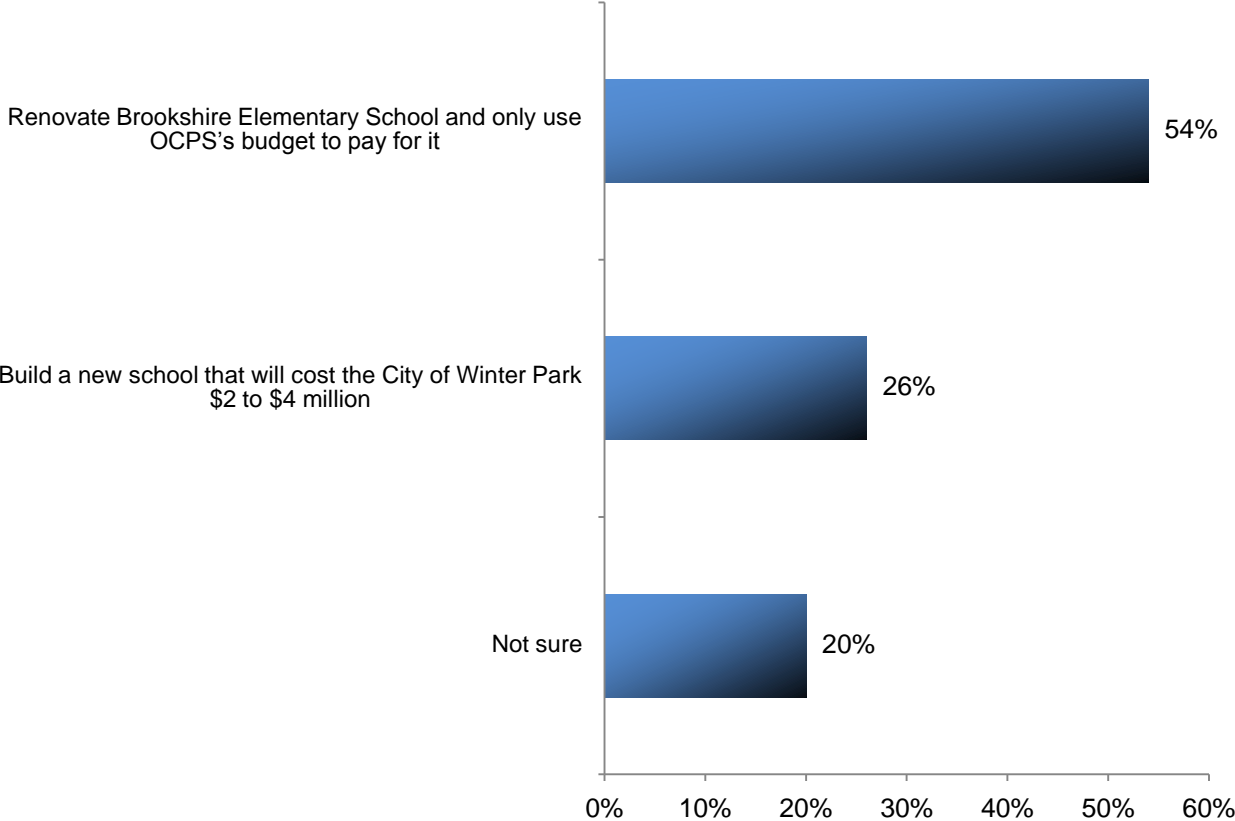
Do you support or oppose redevelopment and larger than existing commercial buildings along the Fairbanks Avenue corridor?

Spend \$1.4 million to beautify Fairbanks Avenue



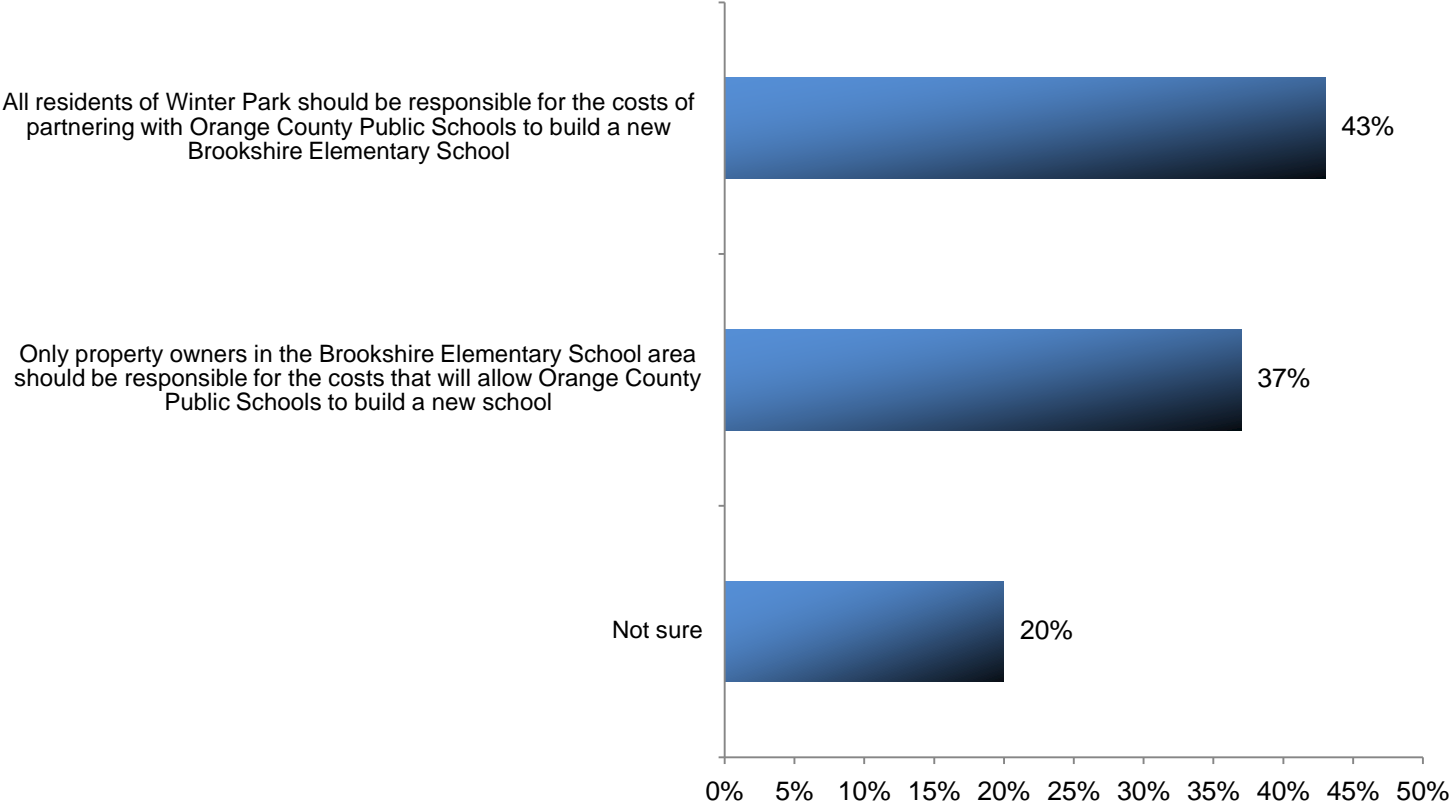
The City of Winter Park has currently budgeted for improvements to Fairbanks Avenue. Do you agree or disagree The City of Winter Park should spend \$1.4 million to renovate and beautify the Fairbanks Avenue corridor to spur economic development in that area of the City of Winter Park?

Preferences for Brookshire Elementary School



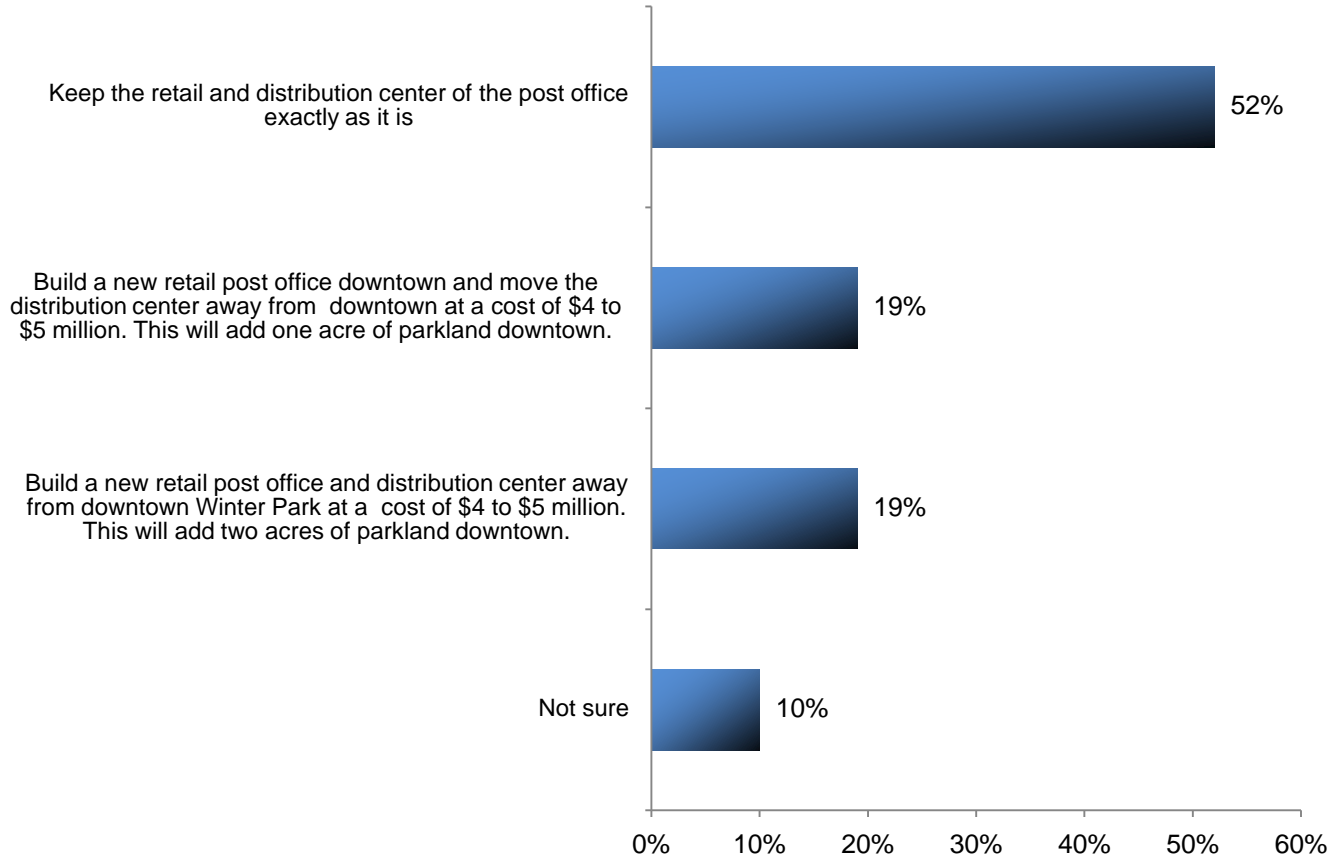
Orange County Public Schools (OCPS) is planning to renovate Brookshire Elementary School rather than build a new school. If it is possible for the City of Winter Park to partner with OCPS, a new school can be built that will cost the city \$2 to \$4 million. Which of the following do you prefer:

Who should pay for Brookshire School?



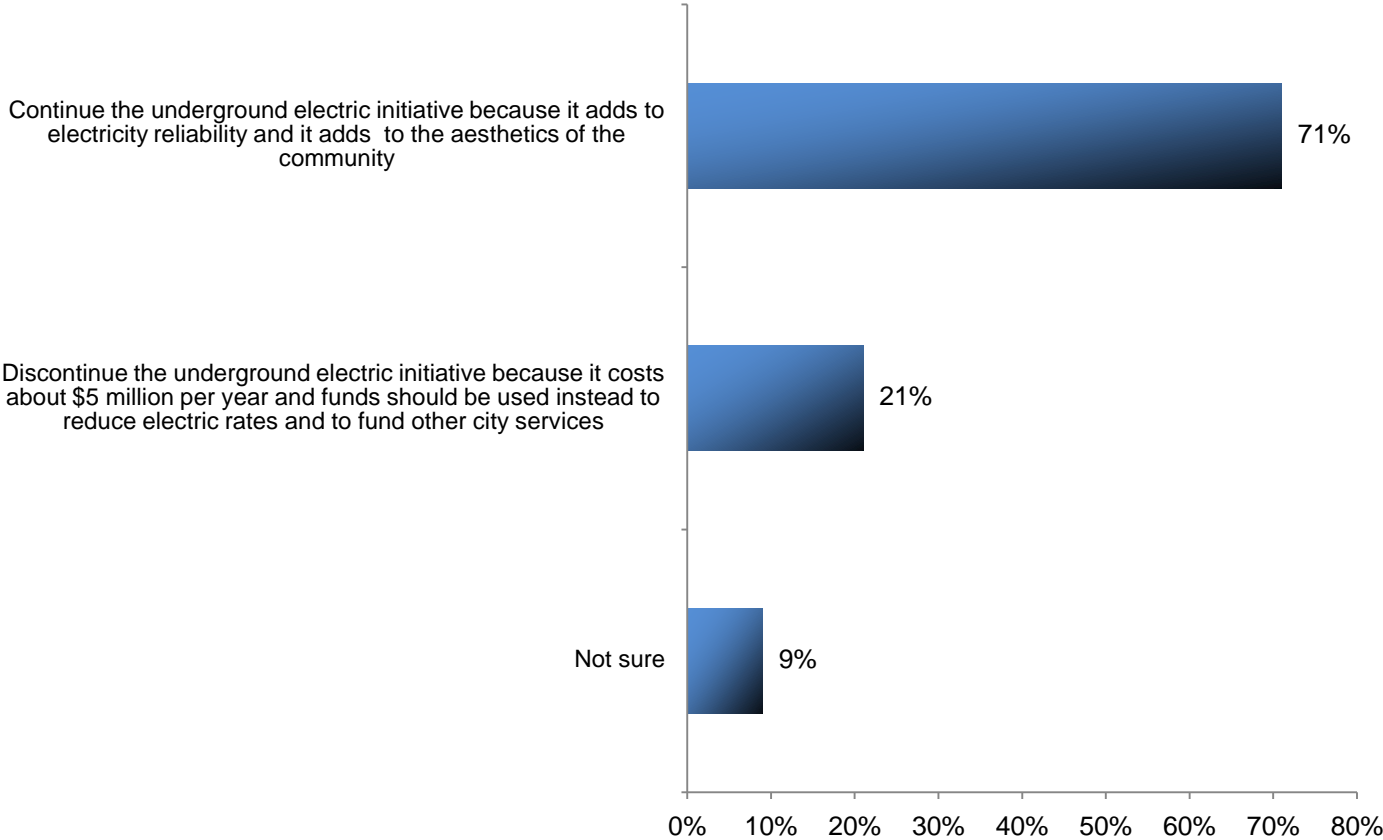
With which of the following do you agree more

Post Office preferences



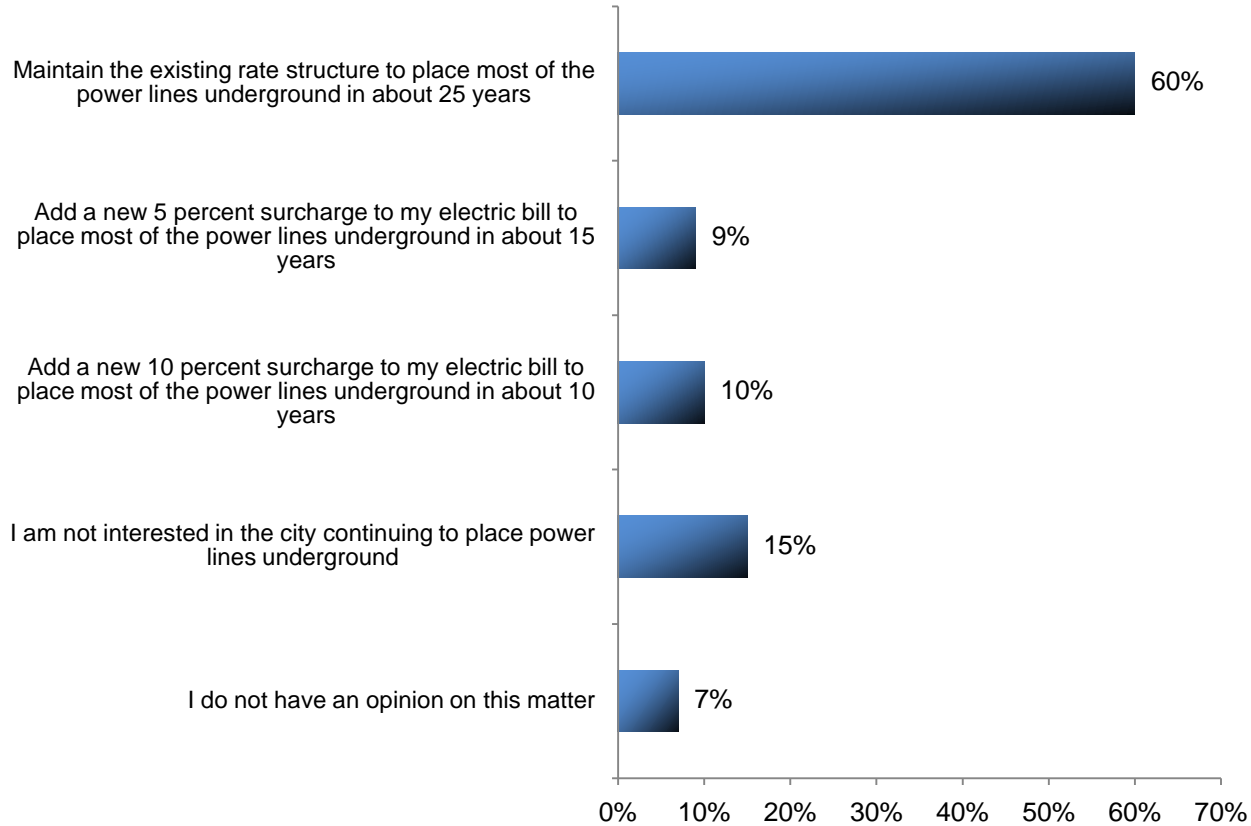
Presently the retail part of the Winter Park Post Office (where you buy stamps, mail letters, etc.) and the distribution center of the post office (with its accompanying asphalt and trucks) are located in downtown Winter Park. Which of the following options do you prefer:

Reactions to underground electricity initiative



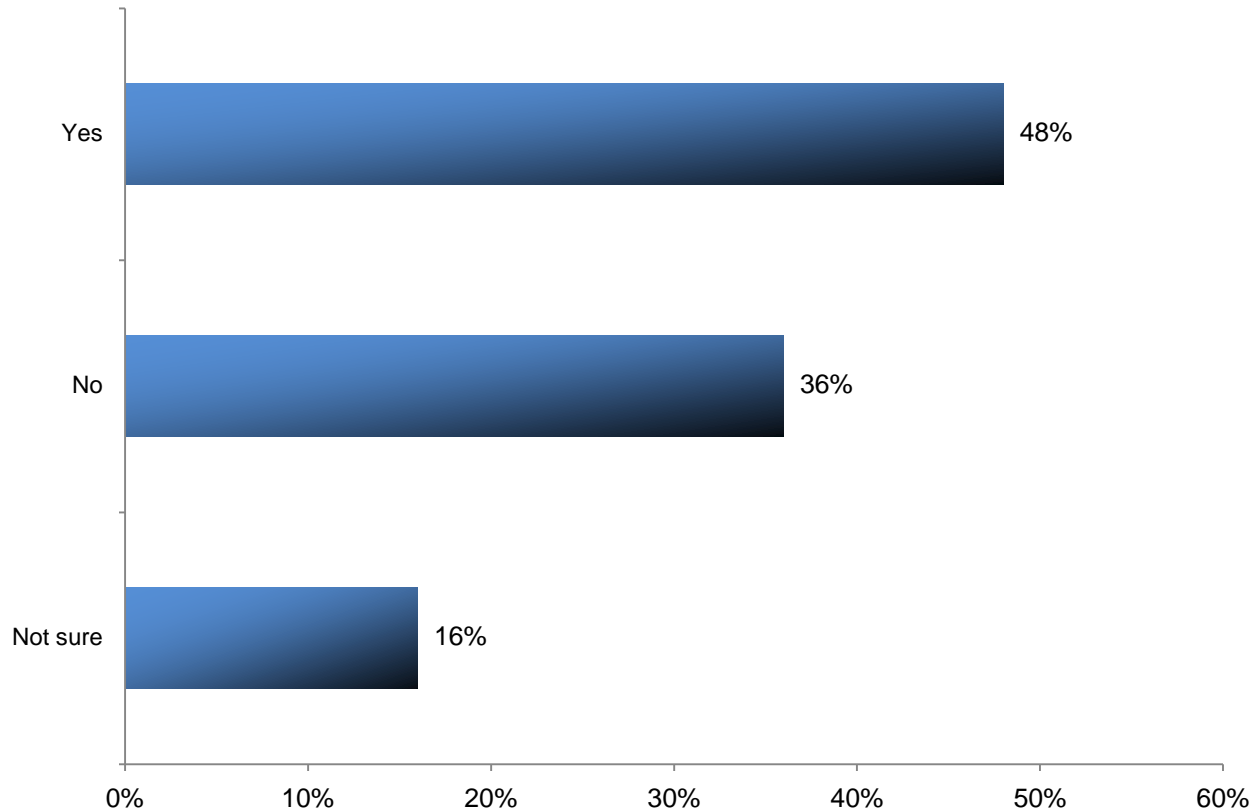
With which of the following do you agree more:

Payment options for underground electricity initiative



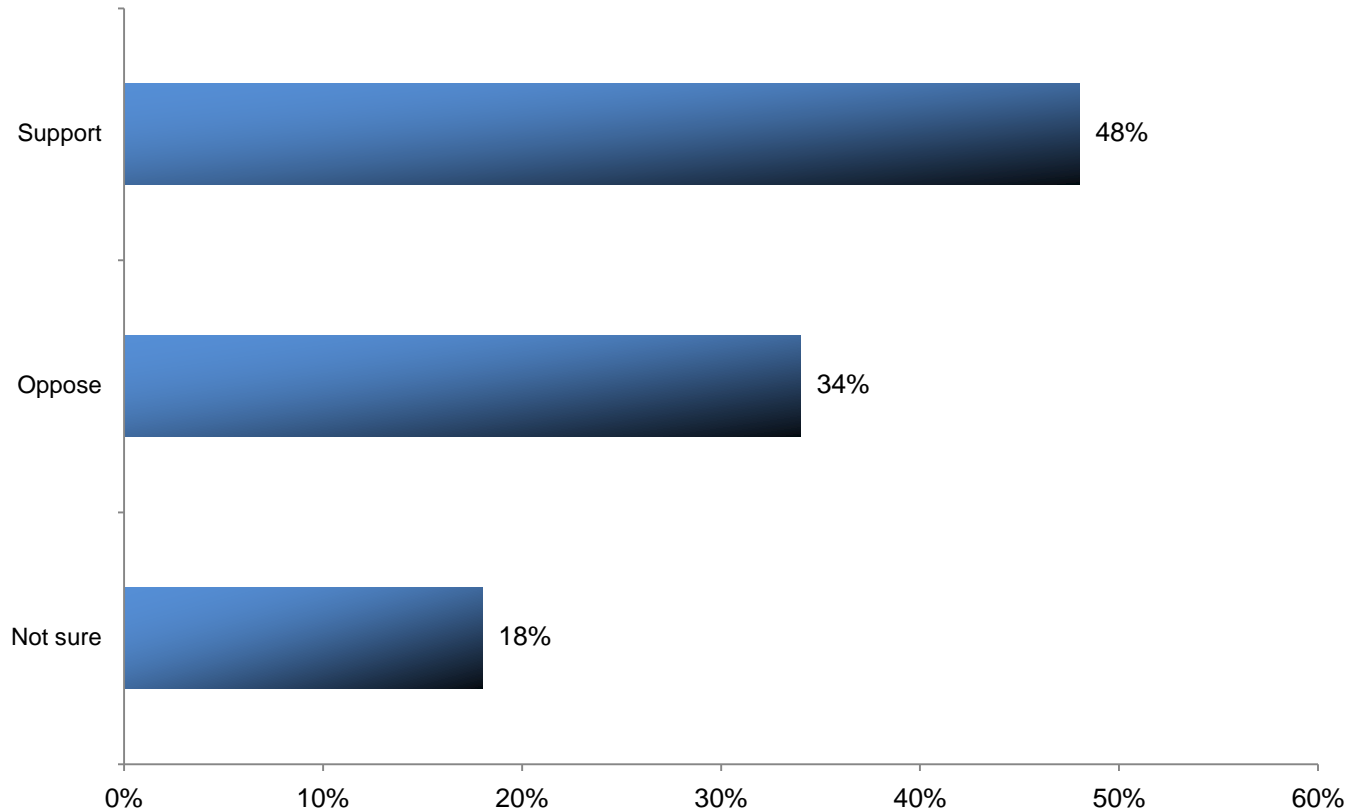
Under the existing plan, it will take over 25 years to place most of the city’s power lines underground. Which of the following options best reflects your feelings toward placing the city’s power lines underground? Please select only one:

Continued support for commuter rail initiative



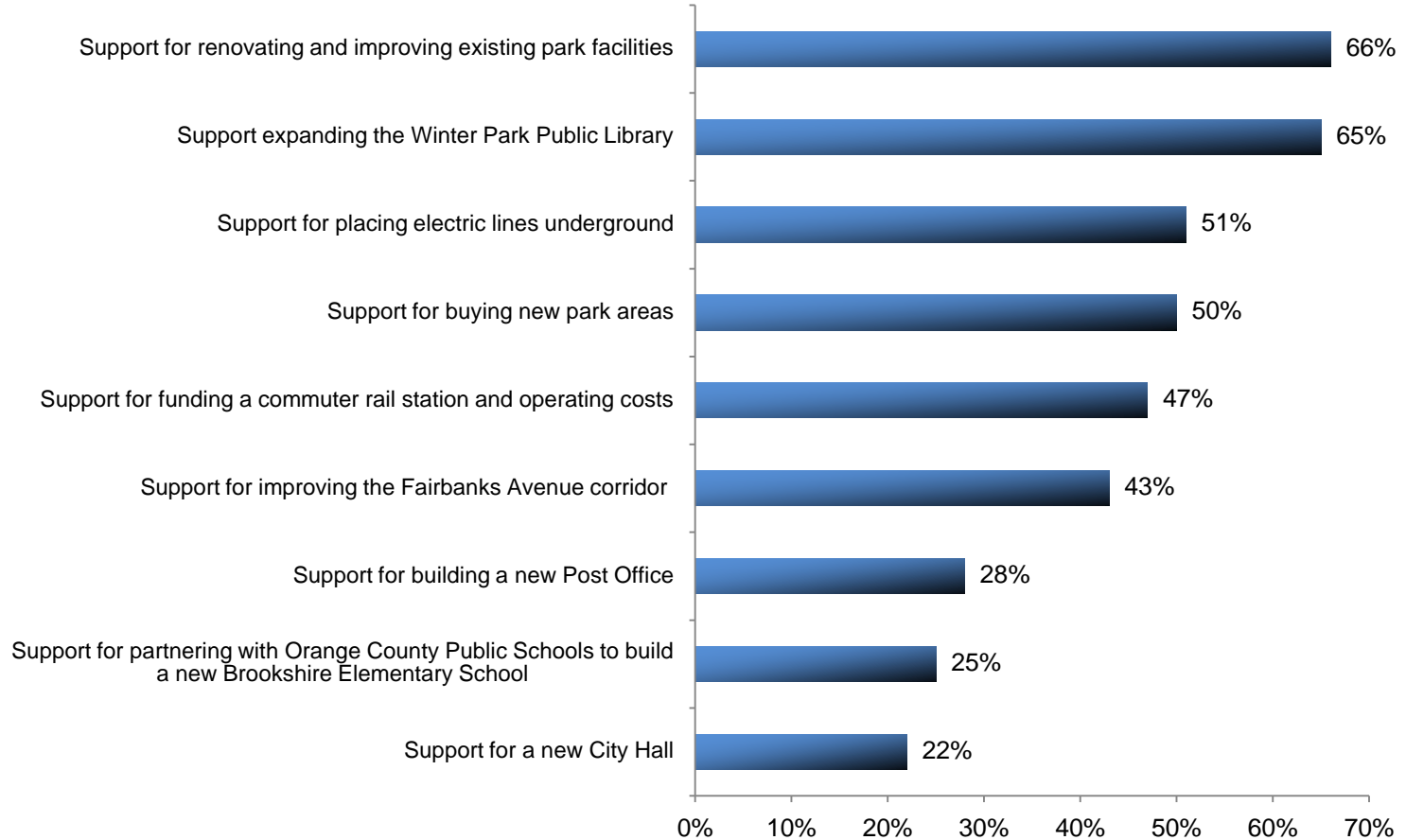
The city has entered into an agreement to provide financial support to the commuter rail system. Operating costs through 2017 are to be paid by another party, specifically the Florida Department of Transportation. Thereafter, for a minimum of 99 years, the city must contribute an estimated \$1 million 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



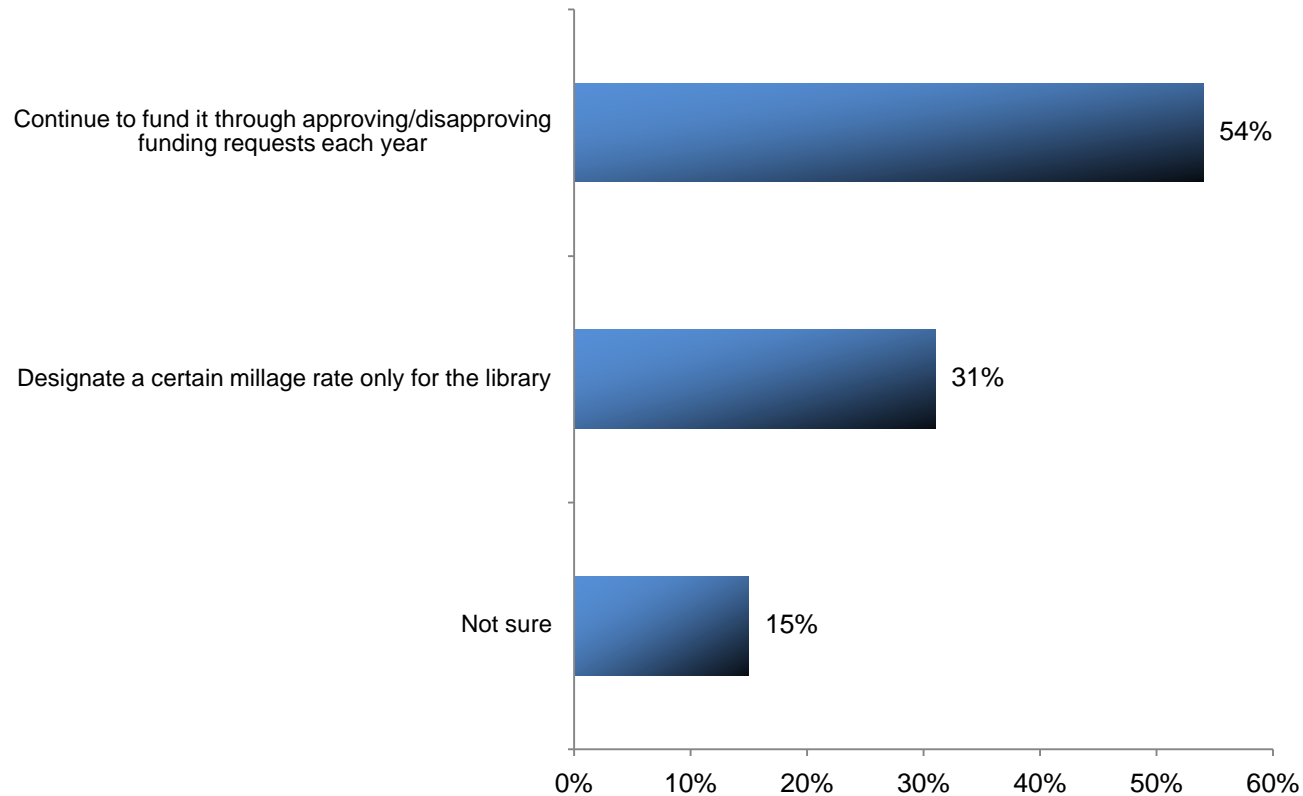
The city has applied for federal funding to redesign and reconstruct the Amtrak building in conjunction with the commuter rail stop. If the federal government does not fund it, will you support or oppose the expenditure of approximately \$1.4 million to reconstruct the Amtrak building in Craftsman-style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

Willingness to pay for projects



Do you support or oppose paying higher taxes/fees to enhance or continue any of the following city services or projects?

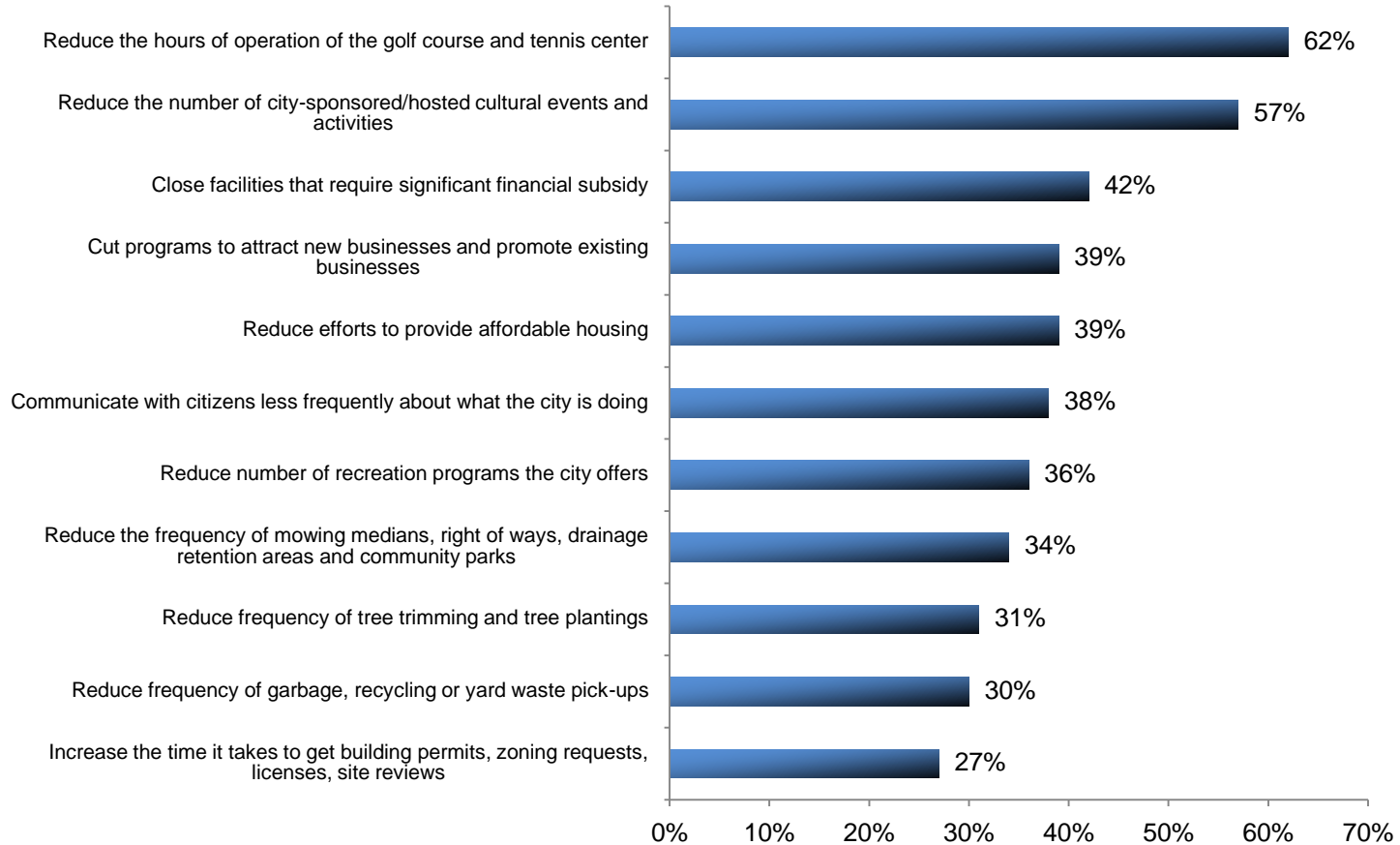
Preferred funding mechanism for Winter Park Public Library



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.

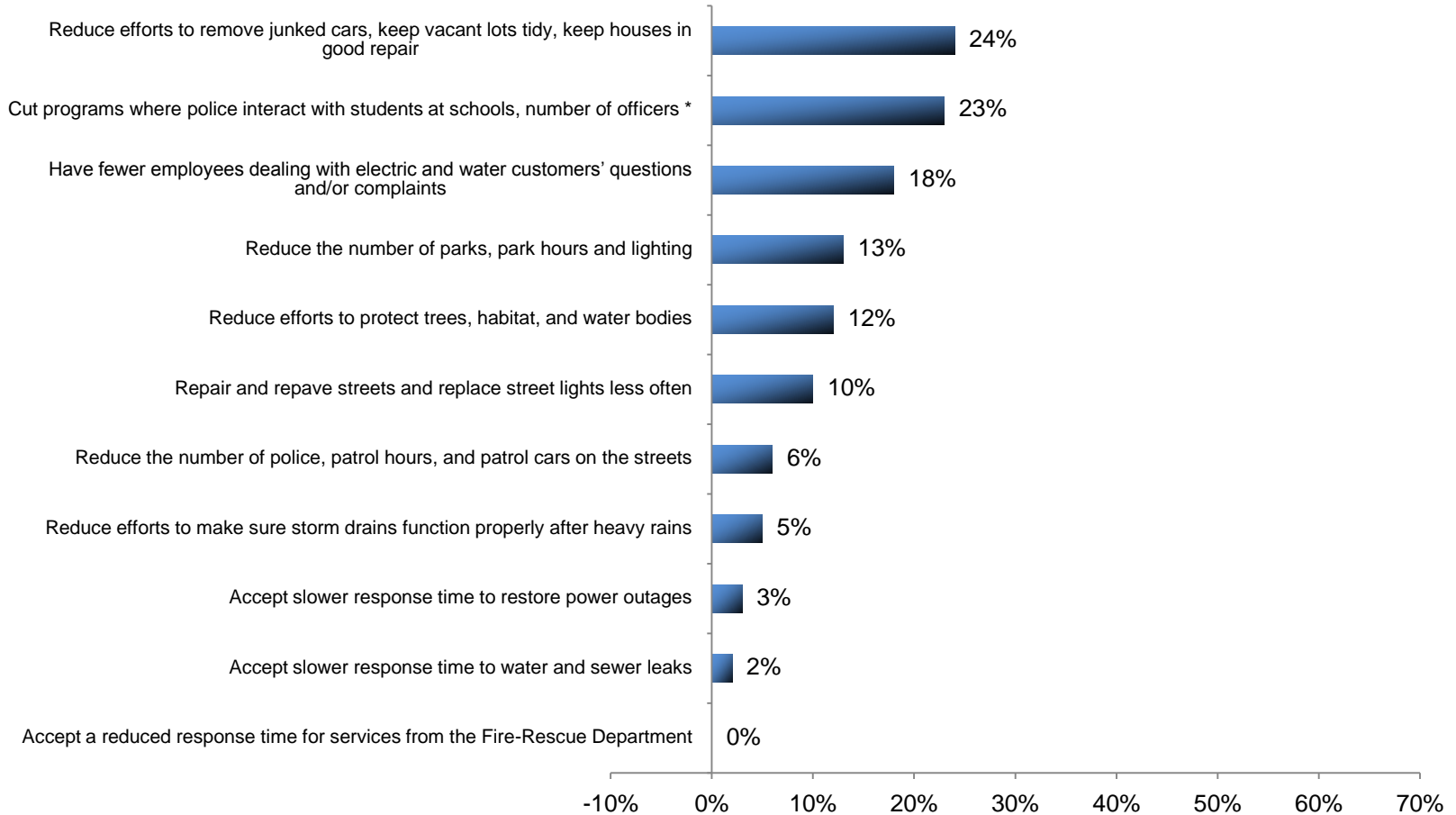
An alternative way to fund the library is by designating a certain millage rate (similar to how public schools are funded) solely for the library – this method of funding is more stable but results in a higher millage rate for property owners.

Services citizens are willing to cut



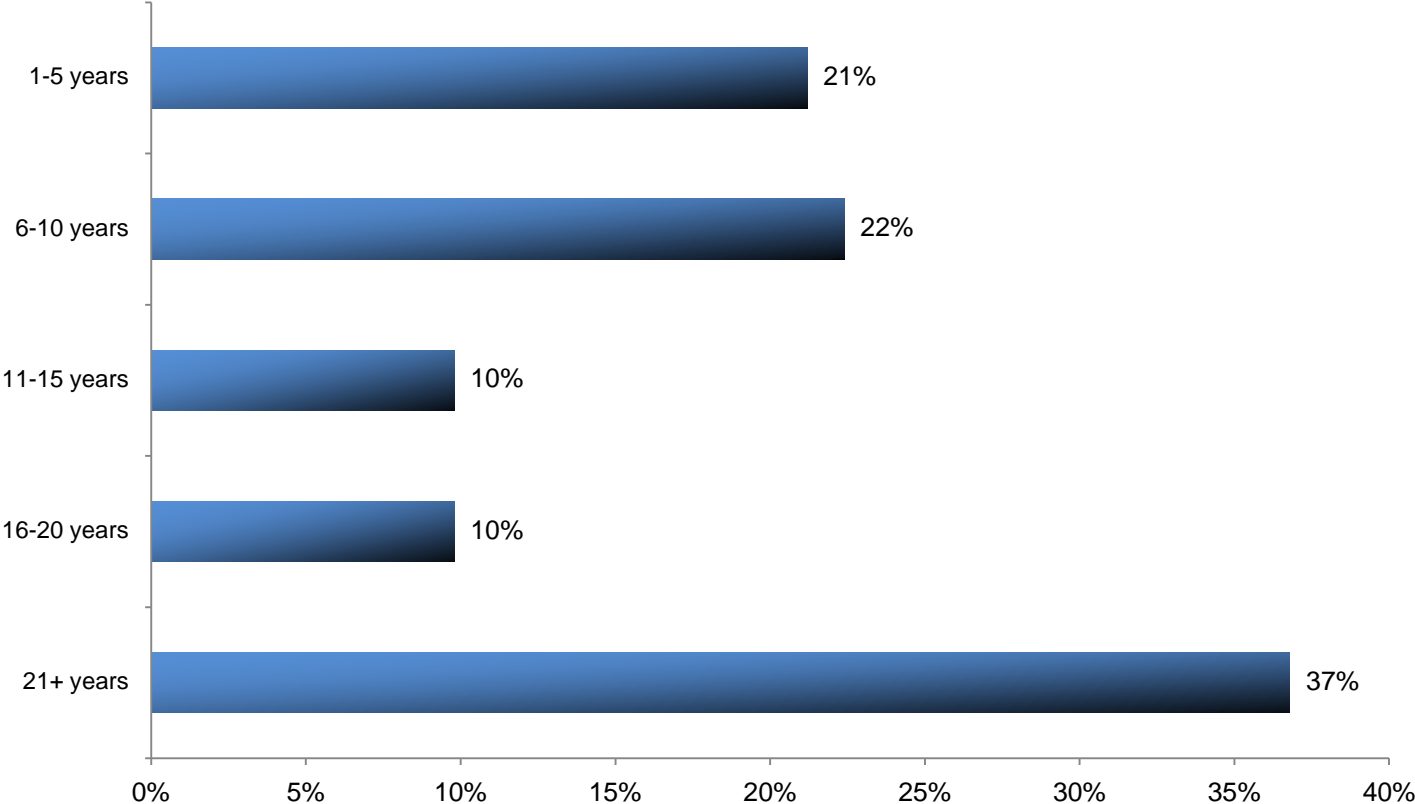
From the following list of city provided services and programs; please check the ones you recommend if the city has to cut its budget.

Services citizens are willing to cut...continued



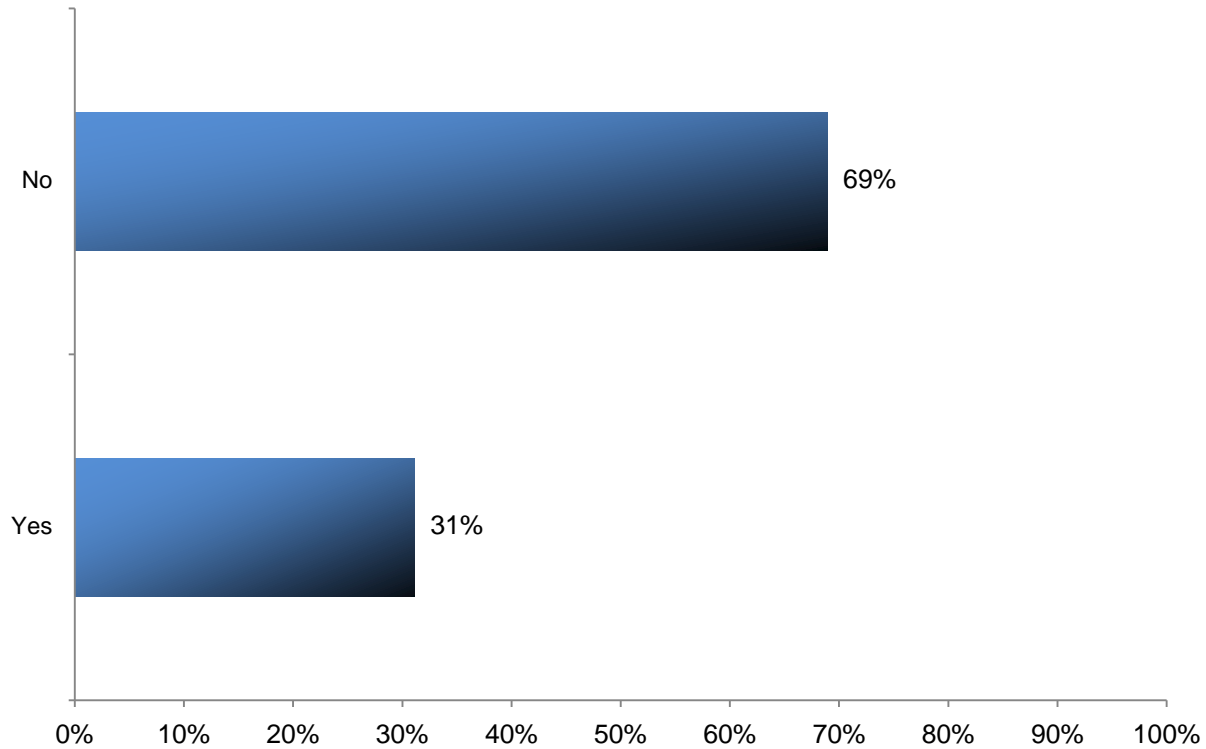
From the following list of city provided services and programs; please check the ones you recommend if the city has to cut its budget.

Years in Winter Park



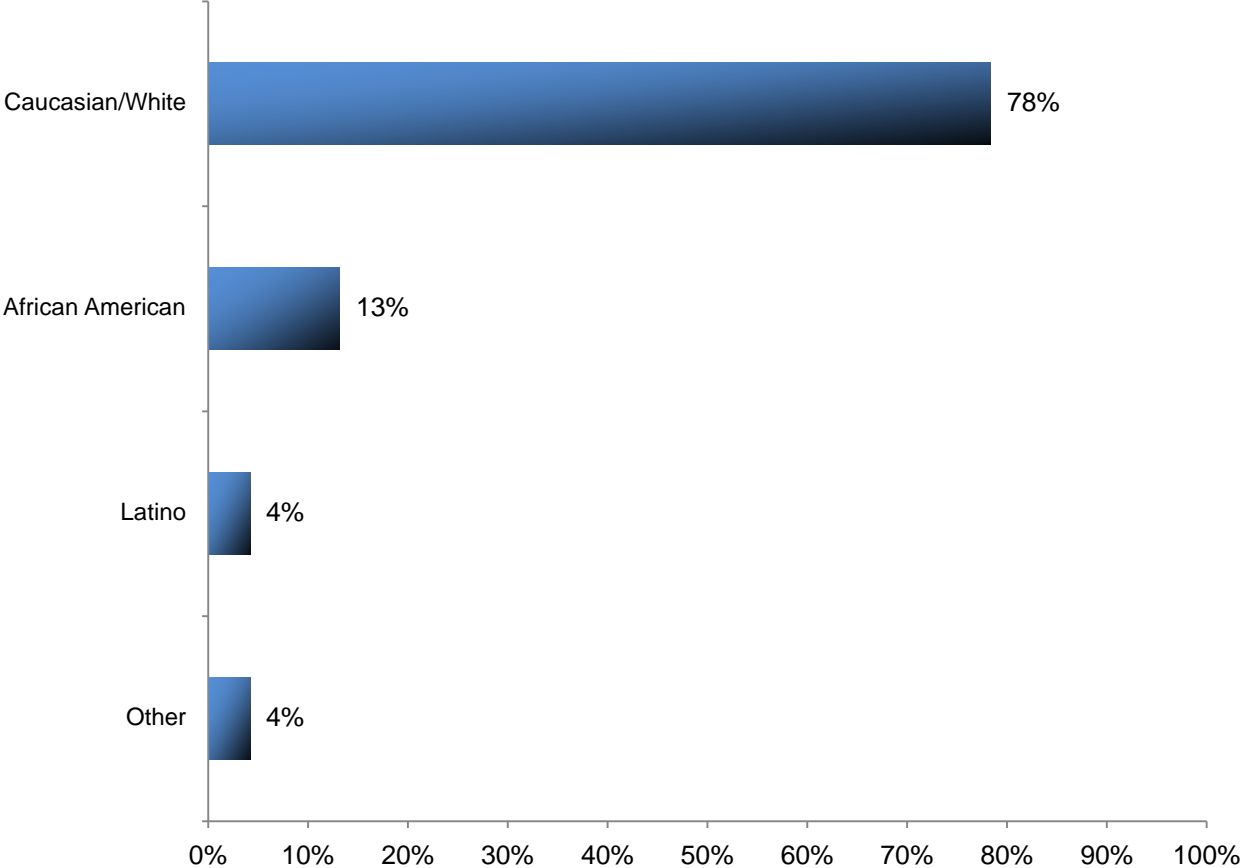
How many years have you lived in Winter Park?

Children living in household



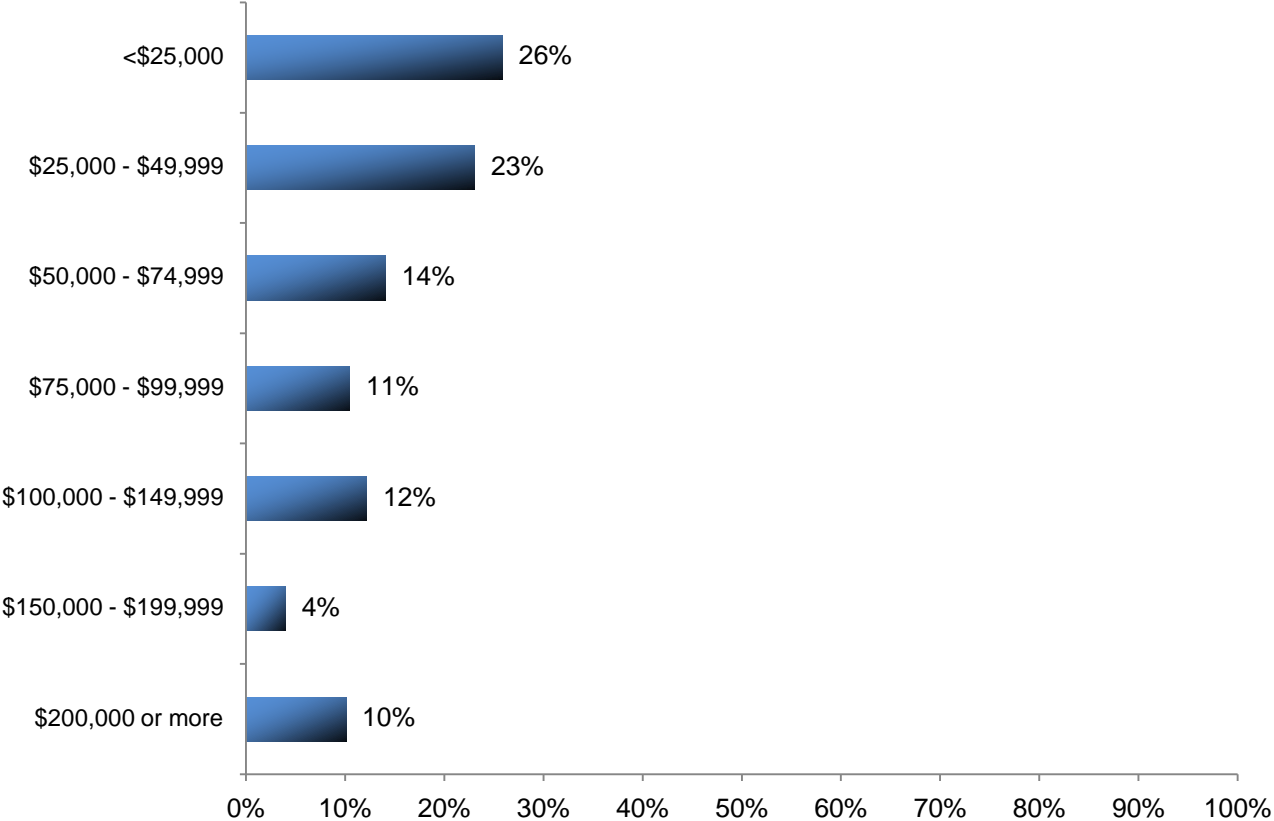
Do you have children living full time in your household?

Race/ethnicity



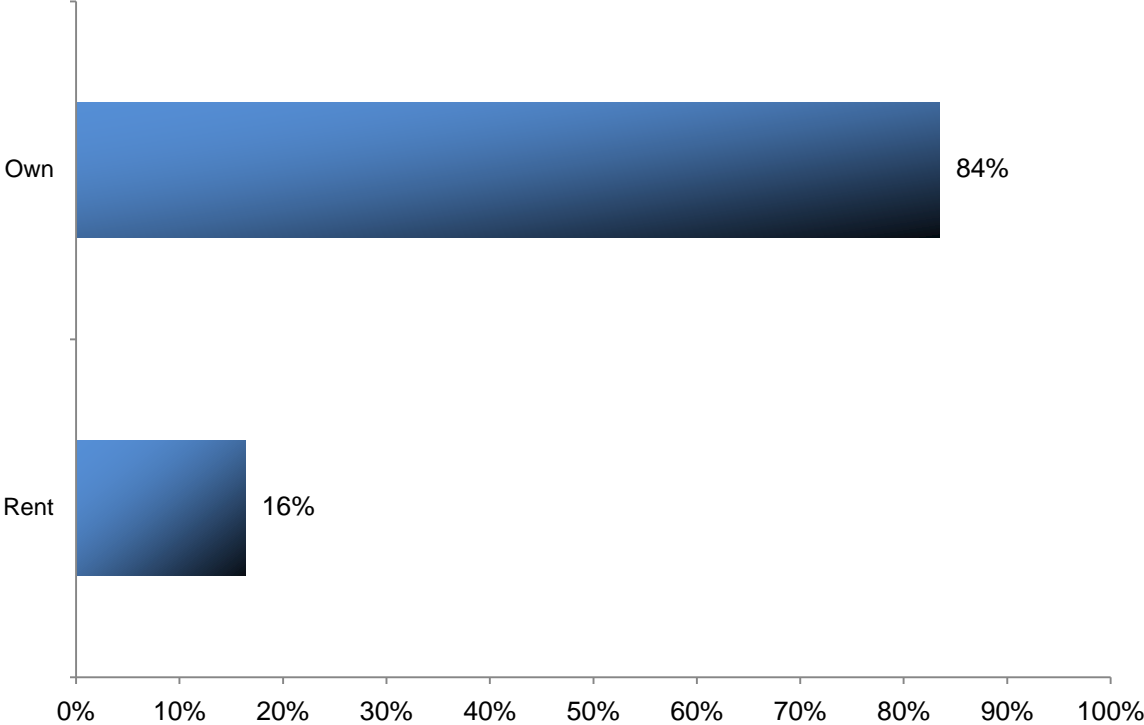
What is your race/ethnicity?

Household income



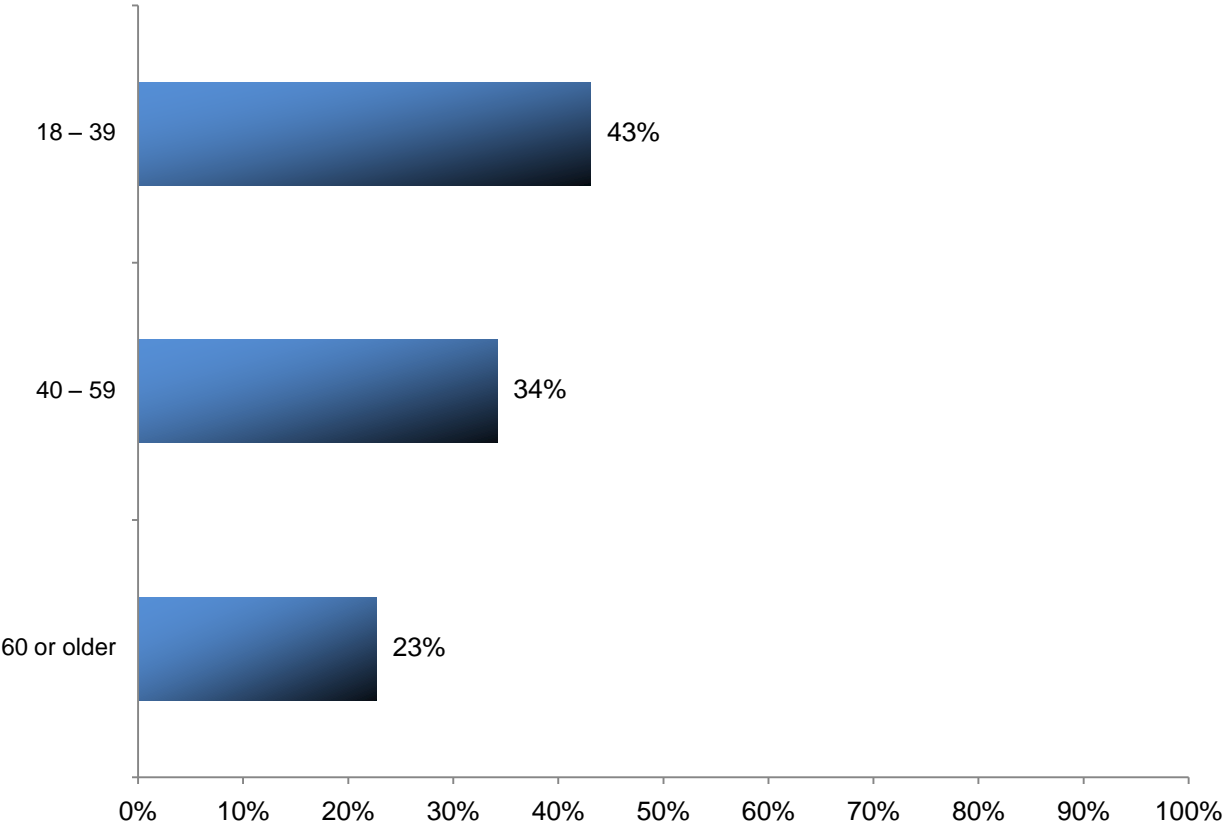
What was your household's total income from all sources in 2007?

Rent/own house



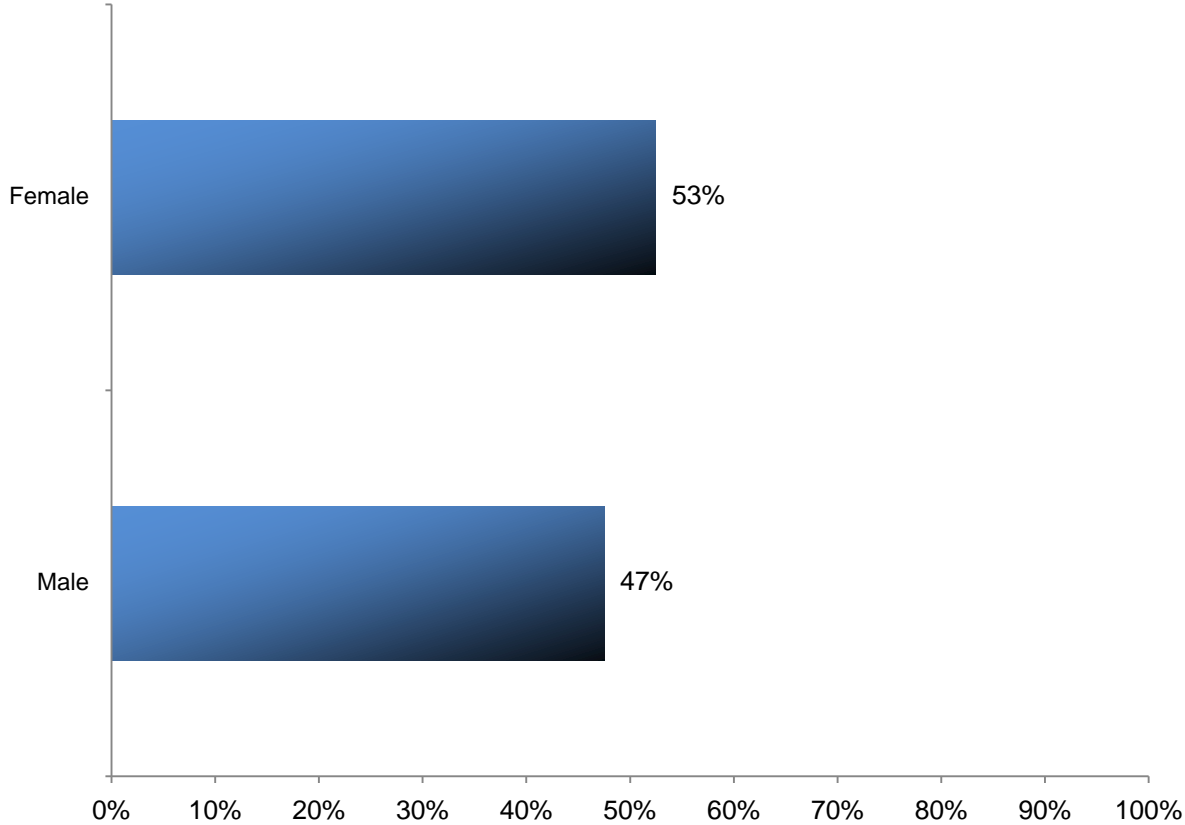
Do you rent or own your home in Winter Park?

Age



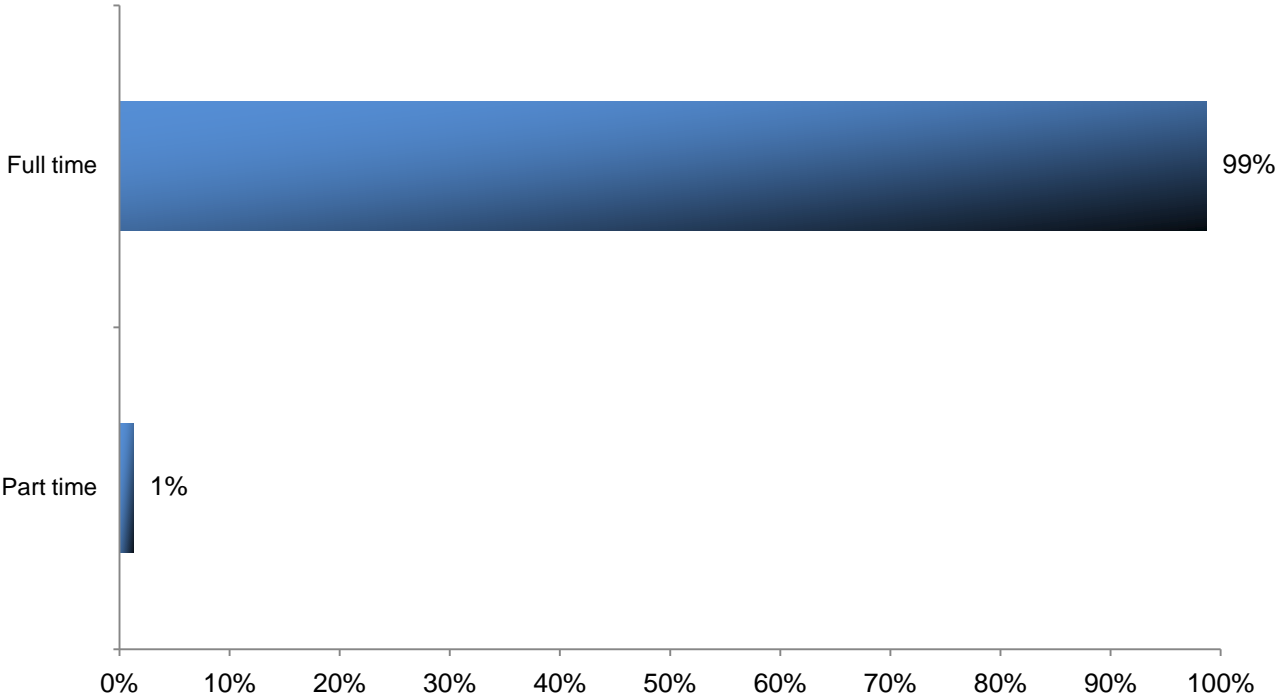
Which category best reflects your age?

Gender



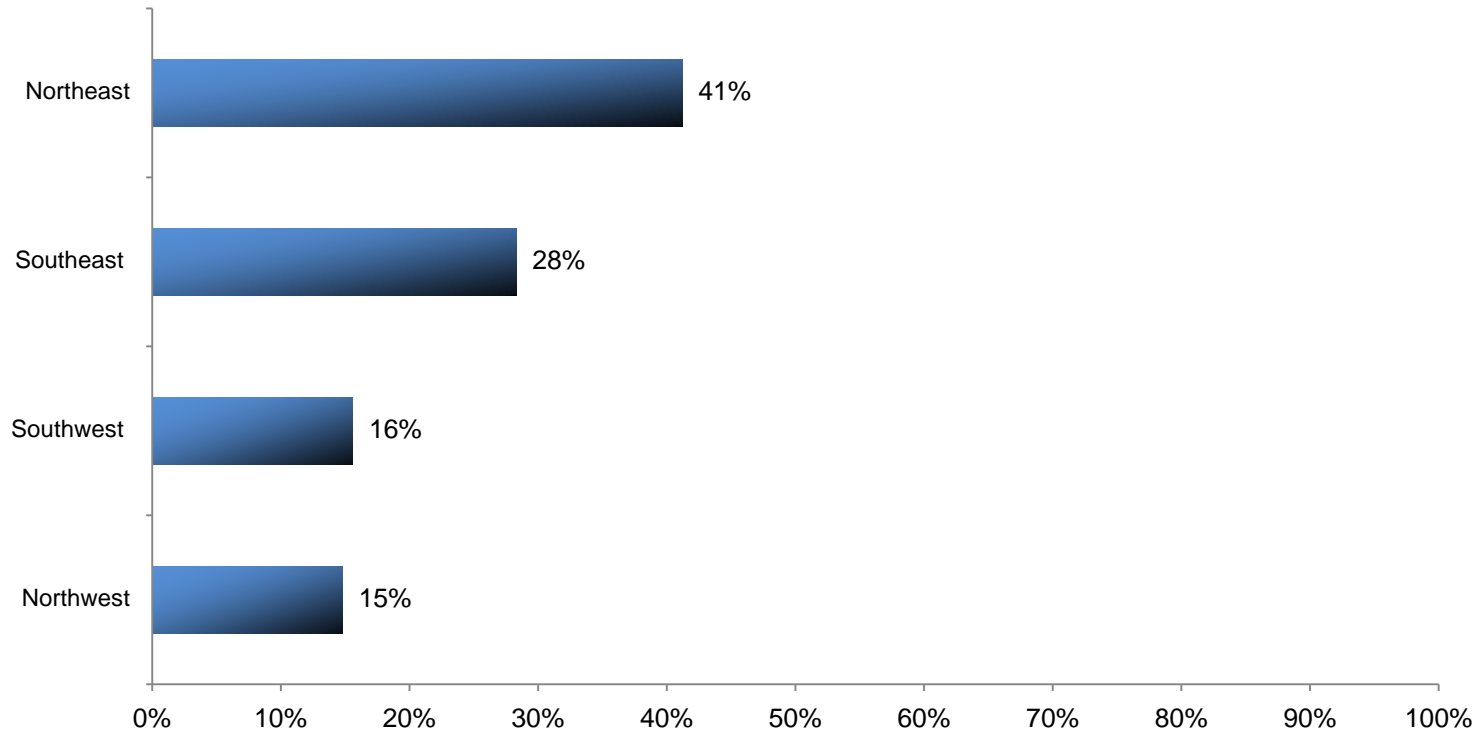
What is your gender?

Type of resident



Do you live in Winter Park full time or part time?

Quadrant



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)