



CITY OF WINTER PARK

401 Park Avenue South

Winter Park, Florida

32789-4386

2004 Resident Survey Results Summary

The City of Winter Park conducted a resident survey that was sent to 3,000 randomly selected households in May 2004, to determine issues of importance to residents, to measure satisfaction with city services, facilities and programs, to assist in the budget process and to solicit ideas for improving the City of Winter Park. The following is a summary of the 2004 Resident Survey Results.

ABOUT THE RESIDENT SURVEY

- Respondent profile:
 - 51% male; 49% female
 - 94% Caucasian; 6% other
 - 32% age >65; 31% 50-64; 38% <50
- 76% from the east (east of Park Avenue)

MOST IMPORTANT WINTER PARK ISSUE (unprompted) Traffic is the biggest issue. Winter Park residents continue to be concerned about traffic volume and recognize the need for control.

- Traffic volume control (26%)
- Electric power/underground lines (9%)
- Development/growth management (8%)
- Park Avenue/empty stores (6%)
- Quality of life/preserving identity (5%)

TRAFFIC CALMING

- 50% traffic calming outweighs the inconveniences
- 45% say traffic calming does not outweigh the inconveniences

CITY PRIORITIES (SCALE OF 1-5) WHEN GIVEN CHOICES Of the five choices given, residents think the city's highest priority should be keeping Park Avenue economically viable, followed by strengthening Winter Park's neighborhoods.

- Keeping Park Avenue viable (4.75)
- Strengthening neighborhoods (4.13)
- Redeveloping Fairbanks Avenue (3.17)
- Preserving the West side (3.03)
- Affordable Housing (2.80)

ELECTRICAL POWER Electric power remains a concern. Following the Progress Energy vote, residents are focused on the undergrounding of power lines. In the meantime, they prefer more frequent tree trimming (2-3 year cycle) to control power outages and want the number and length of outages to be reduced equally.

- 49% want to reduce the number and length of power outages equally
- 85% prefer a 2-3 year tree cutting cycle
- 62% prefer no change in power rates while maintaining the long-term plan to bury lines

POLICE/FIRE SERVICES More police/fire services are important to some. Approximately one-fourth of residents want additional police, traffic and bicycle patrols, as well as more safety programs (firearms, self-defense, first aid courses).

- 33% increased police patrols
- 28% more traffic patrols
- 25% increased bike patrols
- 25% more community programs

SIZE OF HOMES Size of homes is somewhat of an issue. One-third of residents think that Winter Park's homes are too large, while one-fifth have no opinion.

- 38% size just right
- 32% homes too large
- 9% could be larger

LAKE ACCESS Lake access is a split issue

- Four in 10 (40%) residents feel there is adequate public access to Winter Park's lakes, but another one-third do not.

SUPPORT FOR MILLAGE INCREASE Just over half (51%) of survey respondents would support the millage increase to accomplish one or more of the following given choices:

- To upgrade streets (next 10 years)
- For Parks & Rec. facility maintenance and improvements
- For public safety enhancements
- For right-of-way tree trimming

INVESTMENT OF CRA FUNDS Invest CRA funds in capital development. Half of residents want CRA funds to go more to capital development compared with 15 percent who want more to go to social programs.

- 54% - more than half of the CRA money should be vested in capital development
- 15% - more than half should be invested in social development
- One in four (26%) – split evenly

PARKS AND RECREATION PARKS/FACILITIES VISITED City parks are well used. Residents visit many of Winter Park's recreation facilities, with the Farmers' Market, Cady Way Park, and Showalter Field being the most popular.

- Facilities most visited
 - Farmers' Market
 - Cady Way Park
 - Showalter Field
- Facilities least visited
 - Azalea Tennis Center
 - Community Center
 - Shady Park

PARKS AND RECREATION PROGRAMS Participation in Parks & Recreation programs is limited. Eight in 10 Winter Park residents/families do not participate in city recreation programs. Suggestions for new programs focus on activities for kids and athletic leagues/programs.

- 83% have not participated in listed programs in past 12 months
- Athletic programs most popular
- Adult programs second most popular
- Senior programs third most popular

PARKS AND RECREATION FACILITIES While most residents rate the condition of Winter Park's recreational facilities as excellent or good, Fleet Peoples Park, Mead Garden, and the Community Center received the lowest ratings compared to the others.

- **Most facilities rated Excellent or Good**
 - Civic Center
 - Farmers' Market
 - Cady Way Park
- **Three facilities with the lowest ratings (Fair or Poor) as compared to the others:**
 - Fleet Peoples Park
 - Mead Garden
 - Community Center

WINTER PARK EVENTS Existing events are well attended. The Sidewalk Art Festival, Autumn Art Festival, Christmas Parade and Christmas in the Park are the most popular events with Winter Park residents.

- **Most attended:**
 - Sidewalk Art Festival
 - Autumn Art Festival
 - Christmas Parade
 - Christmas in the Park
- **Least Attended:**
 - Easter Egg Hunt
 - Unity Heritage Festival
 - CRA Community Fair

POSSIBLE NEW WINTER PARK EVENTS Some new events have potential. A Jazz and Blues Festival, followed by a Flower and Gardening Festival, have the most appeal. One in three residents would like to see a theater similar to the Enzian come to Winter Park.

- Jazz and Blues Festival (50%)
- Flower and Gardening Festival (43%)
- Enzian Theatre (31%)
- Wine Tasting event (26%)
- Other music related and children activities mentioned

SHOPPING FOR NON-NECESSITIES Residents want more shopping options. Residents prefer to shop in Winter Park, but often go elsewhere to find what they are looking for. A replacement store for Jacobson's was frequently mentioned. The most popular shopping areas of Winter Park are Winter Park Village, Park Avenue, and Aloma Avenue. Residents want Park Avenue to remain healthy and would like to see more independently owned stores return.

- 40% shop mostly in Winter Park
- 23% shop in Winter Park half the time and half the time outside of Winter Park
- 31% shop more frequently or always outside of Winter Park

SHOPPING AREAS MOST FREQUENTED

- In the past 30 days:
 - Winter Park Village
 - Park Avenue
 - Aloma (Lakemont to State Road 436)

NEW SHOPPING, DINING, ENTERTAINMENT? New restaurants/entertainment venues are on the wish list. Residents would like to see more dining options in Winter Park, particularly ones with outdoor seating and music. The most frequent requests for additional entertainment include music/concerts (primarily Jazz) and an Enzian-type theater.

- Many suggestions focused on Park Avenue and Central Park
 - Department and grocery stores
 - Upscale dining, lakefront dining
 - More restaurants
 - More theatres (movie/plays)
 - Music venues

CITY DEPARTMENTS/DIVISIONS Half of respondents have visited a Winter Park department or division in the past year.

- Most visited in past 12 months
 - Utility Billing
 - City Hall (general)
 - Permitting
- Nearly half (46%) have not visited a city department/division in the past year

QUALITY OF SERVICE Service could be improved in some city departments. The quality of service for most departments is highly rated.

- Departments/Divisions that received the most Fair to Poor ratings when compared to other departments are:
 - Public Works (31%)
 - Planning and Community Development (29%)
 - Code Enforcement (26%)
 - Permitting (25%)

COMMUNICATION TOOLS City communication tools are well received. Residents are pleased with the city's communication efforts. The redesigned *Winter Park Update* newsletter is liked and well read. Most residents prefer receiving the newsletter and other mail-delivered communication.

- 8 out of 10 (85%) think the city is doing an excellent or good job keeping them informed
- Most regularly used communication tools are the:
 - *Winter Park Update* (78%)
 - Calendar of Events (63%)
 - Utility Bill Inserts (61%)

PREFERRED SOURCE OF RECEIVING INFORMATION

- Direct Mail Pieces (30%)
- Newsletter (29%)
- Utility Bill inserts (21%)
- E-mail (9%)
- Newspaper (7%)
- Radio/TV (3%)

WEB SITE/ELECTRONIC SERVICES Electronic information is of some interest. While the Internet is not the preferred source of information, one in four or five Winter Park residents say they would access code enforcement, zoning, utility bills, and building permit information online. One in four residents also think it would be good to provide wireless Internet access, have high-speed cable modem or dial-up access to the Internet paid as a line item on utility bills and place kiosks in public locations to access the City's Website and make transactions.

- Residents do use or would use the following Web site/electronic services:
 - Code Enforcement
 - Zoning information
 - Paying Utility Bills
 - Building Permits
- 4 out of 10 do not use any of these services
- 26% - important to provide wireless Internet access
- 26% - high-speed cable or dial-up access to be paid as line item on utility bills
- 12% - kiosks are a good idea
- 3 out of 10 (28%) - not interested in any of these services

ANY SUGGESTIONS/COMMENTS?

- Majority were traffic related
- Some samples:
 - "Stop bricking streets."
 - "Brick more streets."
 - "More traffic calming."
 - "Take out roundabouts."
 - "Traffic control enforcement."
 - "Too many frivolous speed traps."

KUDOS

- "We have a great city and a great place to live. The best in the world as far as I am concerned."
- "Just want to say, I love living here."
- "The city is doing a very good job. The City Council is doing a good job. I would not live anywhere else. Keep up the good work."

Special thanks to the generous companies that participated in the "Experience Winter Park" gift package. One lucky respondent's survey was randomly selected and won an assortment of gift certificates, tickets and goodies from the following Winter Park establishments:

Albin Polasek Museum, All Fired Up, Enzian Theatre, Fleming's Steakhouse, Morse Museum, Olive This Relish That, Park Plaza Gardens, Peterbrooke Chocolatier, Winter Park Country Club, Winter Park Playhouse, and the Winter Park Tennis Center.

Thank you for helping one of our residents "Experience Winter Park!"