

CITY OF WINTER PARK



2006 RESIDENT SURVEY

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January 2007

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Background and Purpose



In 2004 and 2005, the City of Winter Park conducted a survey among city residents in order to gain a more complete understanding of satisfaction with the city, in general, as well as with specific services provided. The 2006 survey was implemented to ensure that results are statistically representative of city residents by city quadrant.

Objectives center upon:

- Understanding resident wants, needs, wishes, and requirements
- Identifying strengths and weaknesses in terms of the City of Winter Park's performance from the resident perspective
- Determining what actions can be taken to increase satisfaction, short and long-term
- To assist city leaders in decision making regarding the future of the city
- To determine residents' views of the city's future direction in terms of growth, redevelopment, and new projects

By gaining an understanding of what drives resident satisfaction, the City of Winter Park is able to optimize resident satisfaction through the improvement of current programs/policies or implementation of new programs/policies on a prioritized basis.

This report presents the 2006 survey results.

Methodology



- Survey was implemented via two phase approach; mail and telephone.
- Mailing of the survey was handled by city staff utilizing a random sample of 3,000 residents (using utility customer records). The telephone survey was implemented by Profile Marketing Research; resident list provided by Survey Sampling based upon City of Winter Park census block groups.
- The City of Winter Park was named as the survey sponsor and a prize drawing was used as additional incentive for participation.
- Data was collected between November 16, 2006 and January 5, 2007
- Total sample size is 1,166 (621 mail and 545 telephone) (333 Northeast, 310 Southeast, 203 Southwest, and 295 Northwest). For those not providing city quadrant information, resident address was utilized to determine quadrant, where possible. City quadrant is unknown for 25 respondents.
- The error level at the 95% level of confidence is as follows:
 - +/- 3% in total
 - Maximum +/- 5% at the city quadrant level
- Screened listed sample was utilized, cross matched for completion or inclusion in mail survey sample
- Interview length was 25 minutes on average for the telephone survey
- To ensure all resident groups are represented proportionally, data was weighted by quadrant to match 2000 US Census data for gender, race/ethnicity, and household income.

How to Read This Report



Significance testing has been conducted among the various subgroups presented. Letters denote a significant difference versus the subgroup indicated at the 95% level of confidence.

Subgroups presented herein represent the city quadrants (Northeast, Southeast, Northwest, and Southwest).

Responses of 'Don't know' and 'Refused' were allowed, however, unless they are shown, percentages are based on number answering.

The resident survey utilized a 5-point rating scale (for ratings questions) where 5 is the best and 1 is the worst. In this report, two terms often used are Top 2 Box and Bottom 2 Box. Top 2 Box refers to the top 2 rating points on the rating scale (5 and 4 combined). Bottom 2 Box refers to the bottom 2 rating points on the rating scale (1 and 2 combined).

Please Note: Due to rounding, some charts/tables may not add up to 100%.

Quadrant Map



Below is the city quadrant map utilized for administering the survey as well as for data weighting purposes and may differ from quadrant maps utilized by the city utilities.

Key Findings and Implications



CURRENT STATUS - OVERALL SATISFACTION

Satisfaction with the City of Winter Park as a whole as well as with the quality of services received from the city is high. The city is doing a good job satisfying its residents.

Satisfaction with most aspects of the city's performance are also high (fire-rescue, police, parks and recreation, refuse/recycling, water utility, communicating with residents).

- The Fire-Rescue and Police departments garner the highest level of satisfaction while the Electric Utility and Streets & Drainage receive the fewest Top 2 Box ratings.

Also, 41% of residents feel that the city has become a better or much better place to live in the past 12 months. However, some residents feel that the city has become a worse place to live; 17% worse/much worse in the past 12 months.

Additionally, the majority of the city's performance ratings are 'good' rather than 'excellent' (4 rather than a 5 on a 5-point scale). This indicates that, even on the satisfied part of the scale, there is some room for improvement.

GROWTH AND DEVELOPMENT

When asked their opinion about growth and development, approximately two-thirds of residents believe that a solid focus on growth and development in the City of Winter Park can be good for the city overall if pursued cautiously and heavily controlled.

The city may consider working with residents to develop a growth management plan that provides controls and limits.

Key Findings and Implications



BUILDING HEIGHTS

City residents provided their preferences with regard to building heights:

- About half of residents feel that three story buildings along Fairbanks Avenue between Highway 17-92 and Park Avenue is just right; one-third consider it to be too high.
- Also, about half of residents feel that two-to-three story buildings in the Central Business District is just right; one-third consider it to be too high.
- With regard to the north side of Fairbanks (two-story buildings) and the south side of Fairbanks between Highway 17-92 and I-4 (four-to-eight story buildings), one-half of residents feel that these building heights are too high; one-third consider it to be just right.

CITY HALL/PUBLIC LIBRARY

With regard to redeveloping City Hall and the Public Library, residents are primarily split between renovating at their current locations and keeping the facilities unchanged.

Moving either facility to another location is not the preferred course of action.

Key Findings and Implications



COMMUTER RAIL SERVICE

More than half of residents state that they would be unlikely to use the commuter rail services were it offered.

- One-fifth of residents feel that there should be no train stop in the City of Winter Park and just over one-half of residents prefer a medium-sized commuter rail station at the present train-stop location with limited parking; 24% prefer a small station.

NEW PROJECTS

Various new projects were presented to residents for feedback regarding the preferred course of action.

- Residents are split (48% for and 41% against) with regard to whether or not the city should build a cultural center within city limits.
- Almost two-thirds of residents support the expansion of the Cady Way Bike Trail.
- Four-in-ten residents support a bond issue to accelerate the undergrounding of power lines; another 29% feel that the city should keep the current plan with no change.
- About half of residents state that they are not at all willing to pay for water reclamation to their property; only 23% are willing.

Key Findings and Implications



BUDGET AND TAXES

Most residents state that they know nothing at all (40%) or a little (57%) about the city budget.

In terms of the amount and quality of service received, 40% of residents feel that the taxes are just right, 34% feel that taxes are too high, 12% feel that taxes are high but services are at a higher quality than expected, 2% feel that taxes are too low, and 12% do not feel qualified to answer.

Only 39% are satisfied (Top 2 Box) with the city in terms of using tax dollars in the manner that residents prefer and 36% believe the city is receiving more tax revenue than what is actually received. This presents a disconnect among residents with regard to taxes.

- Among residents who state that they know nothing at all about the taxes they pay to the city, 28% feel that taxes are too high for the quality of city services received. These residents are also most likely to believe that over 50% of their property taxes go the city.
- Among residents who state that they know a little about the taxes they pay to the city, 37% feel that taxes are too high for the quality of city services received.

Communicating city budget and tax revenue information to homeowners may improve perceptions of the city. This may also impact perceptions among renters who may become homeowners in the future.

CODE ENFORCEMENT

Approximately two-thirds (65%) of residents feel that the City of Winter Park's code enforcement is just at the right level; 18% feel it is too rigid and 17% feel it is too lenient.

Key Findings and Implications



COMMUNICATION

Sixty-eight percent of residents are satisfied (Top 2 Box) with the City of Winter Park in terms of communicating with residents. Increased focus on communications in terms of delivery method as well as content should be considered and may increase satisfaction with communications as well as with the city as a whole.

- Communication via direct mail is critical as 83% of residents cite this as being the preferred channel for receiving information from the city.
- A large portion of residents (44%) have visited the city's website; most visit it quarterly (33%) or monthly (30%).
- Residents are not very supportive of funding the broadcasting of City Commission meetings on the government access channel; only 17% rated a 4 or 5.

Key Findings and Implications



IMPROVEMENT SUGGESTIONS

There is not one specific attribute or attributes that can be focused upon in order to improve resident satisfaction. Rather, overall satisfaction is a compendium of experiences and impressions from the resident perspective.

However, the following survey findings exhibit the most opportunity for improvement and may be considered the start point for improving satisfaction with the city from the residents' perspective.

- When residents were asked what one or two things they would change to make residents more satisfied with the service the city provides, the top two suggestions most frequently provided are to fix the streets (16%) and improve traffic flow (8%).
- In terms of city services, streets and drainage as well as electric utility services receive the fewest Top 2 Box ratings (51% and 60%, respectively). Additionally, streets and drainage and electric utility services garner the highest Bottom 2 Box ratings (ratings of a 1 or 2 on a 5-point scale).

Among the list of initiatives residents were asked to rate in terms of importance, the following are most important in terms of the city taking action:

- Improving traffic flow through the city, Providing better maintenance of the streets, Maintaining the existing park standard of 10 acres of parkland per 1,000 residents, and Improving the water quality in lakes

(Continued on next page)

Key Findings and Implications



IMPROVEMENT SUGGESTIONS (continued)

Improving service at city departments may also increase satisfaction among some residents.

- As compared to residents who have not had interaction with a city department, satisfaction is lower among residents who have had interaction with a city department. This is true for the Fire-Rescue, Police, Electric Utility service, and Water Utility service departments.

Additionally, there is a need for more communication with residents particularly with regard to the city budget and taxes.



OVERALL SATISFACTION

Overall Satisfaction



SATISFACTION WITH THE CITY OF WINTER PARK AS A WHOLE

Satisfaction with the City of Winter Park is relatively high with 74% of residents stating that they are either satisfied (44%) or extremely satisfied (30%) with the city as a whole. Only 2% claim to be not at all satisfied.

- Residents in the Southeast quadrant of Winter Park are more likely to state that they are satisfied or extremely satisfied with the city than residents in the Northwest quadrant (78% vs. 67%).

SATISFACTION WITH THE OVERALL QUALITY OF SERVICES RECEIVED FROM THE CITY OF WINTER PARK

Most residents claim to be satisfied or extremely satisfied with the quality of services received from the City of Winter Park (75%).

- Residents in the Southwest quadrant of Winter Park (48%) are more likely to state that they are extremely satisfied with the city than residents in the Northeast (30%) and Southeast (31%) quadrants.

CITY OF WINTER PARK A BETTER/WORSE PLACE TO LIVE

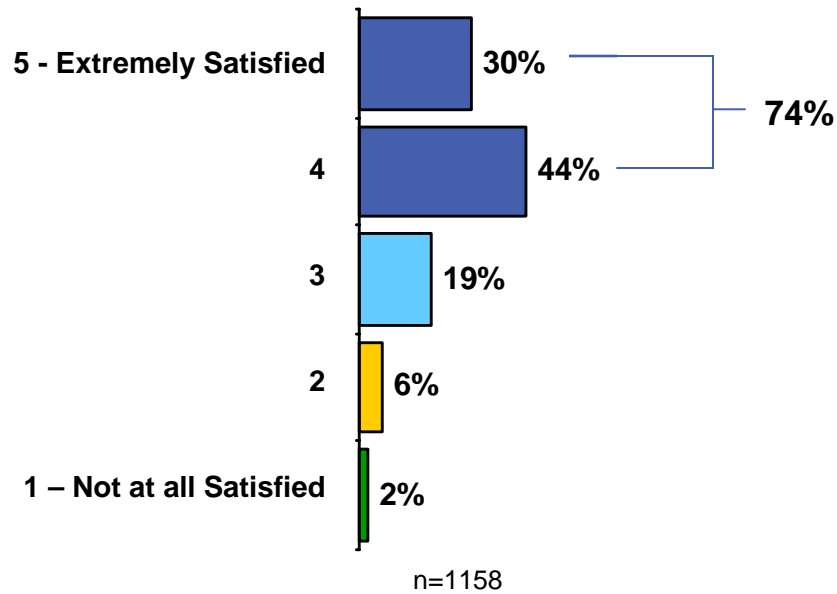
Forty-one percent of residents feel that the City of Winter Park has become a better or much better place to live/work in the past 12 months; 17% feel it has become worse or much worse.

- Based on Top 2 Box Ratings (better and much better), residents in the Northwest (53%) and Southwest (57%) quadrants are more likely than residents in the Northeast (37%) and Southeast (36%) quadrants to feel that living in the City of Winter Park has improved.

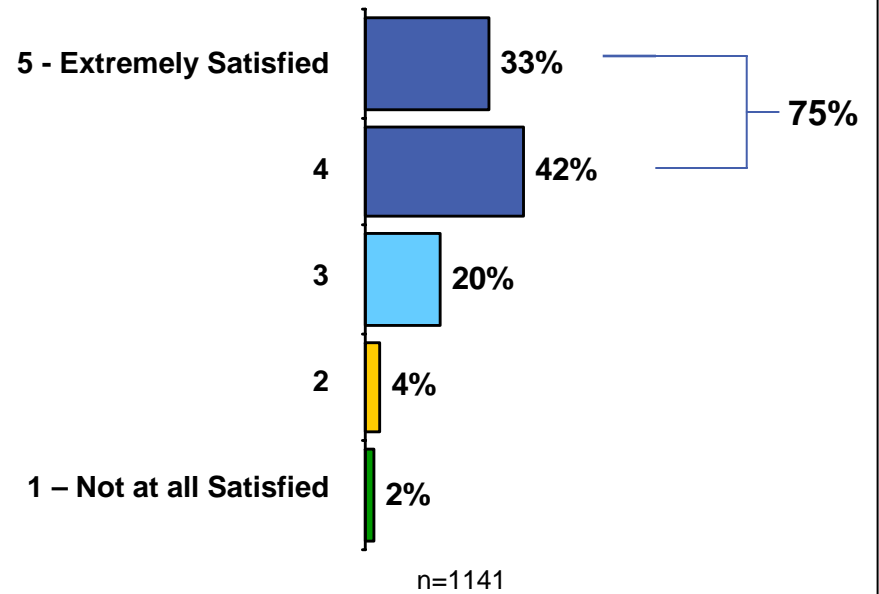
Overall Satisfaction



Overall satisfaction with the City of Winter Park Total



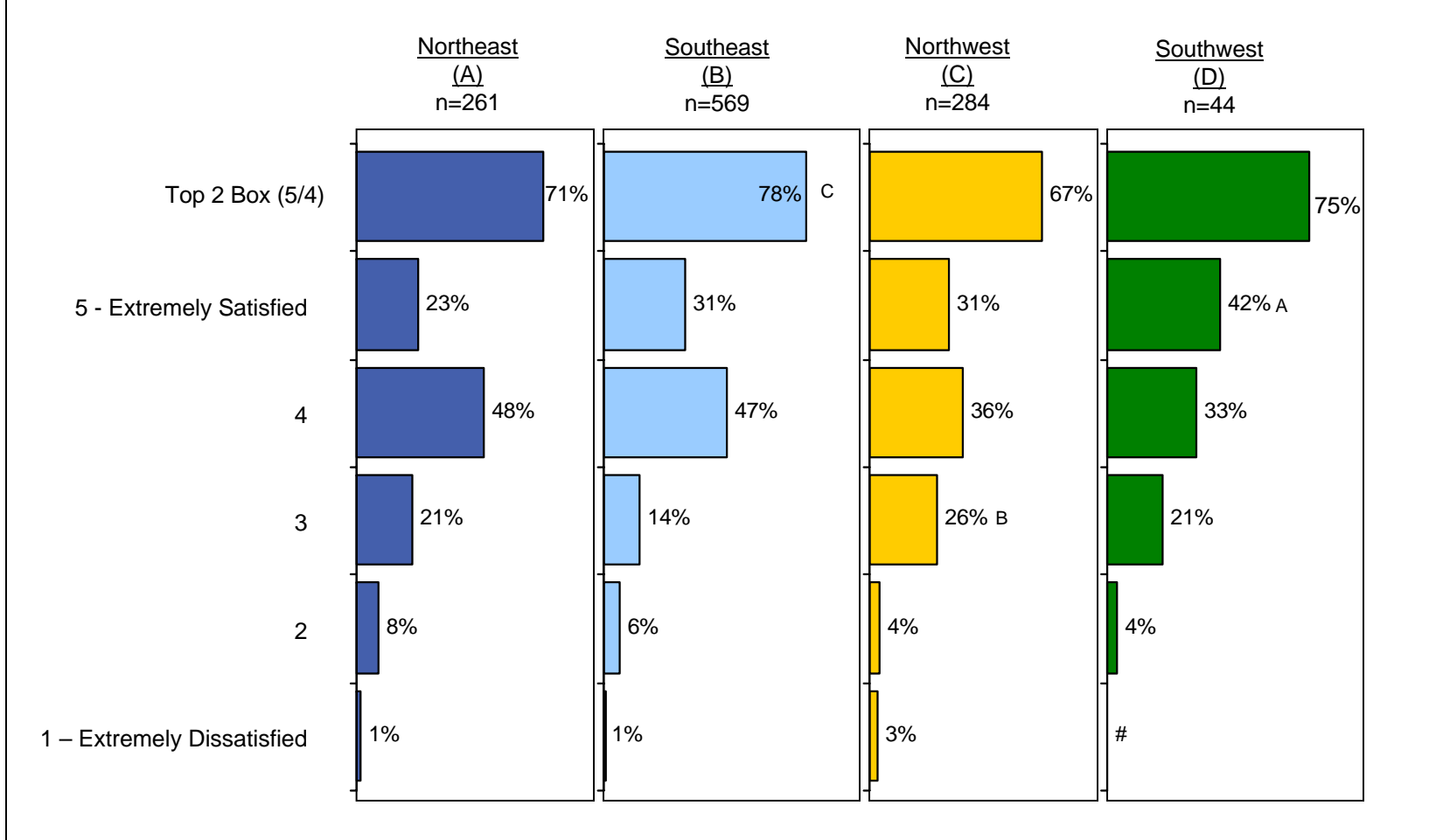
Overall satisfaction with the quality of services received from the City of Winter Park Total



Overall Satisfaction



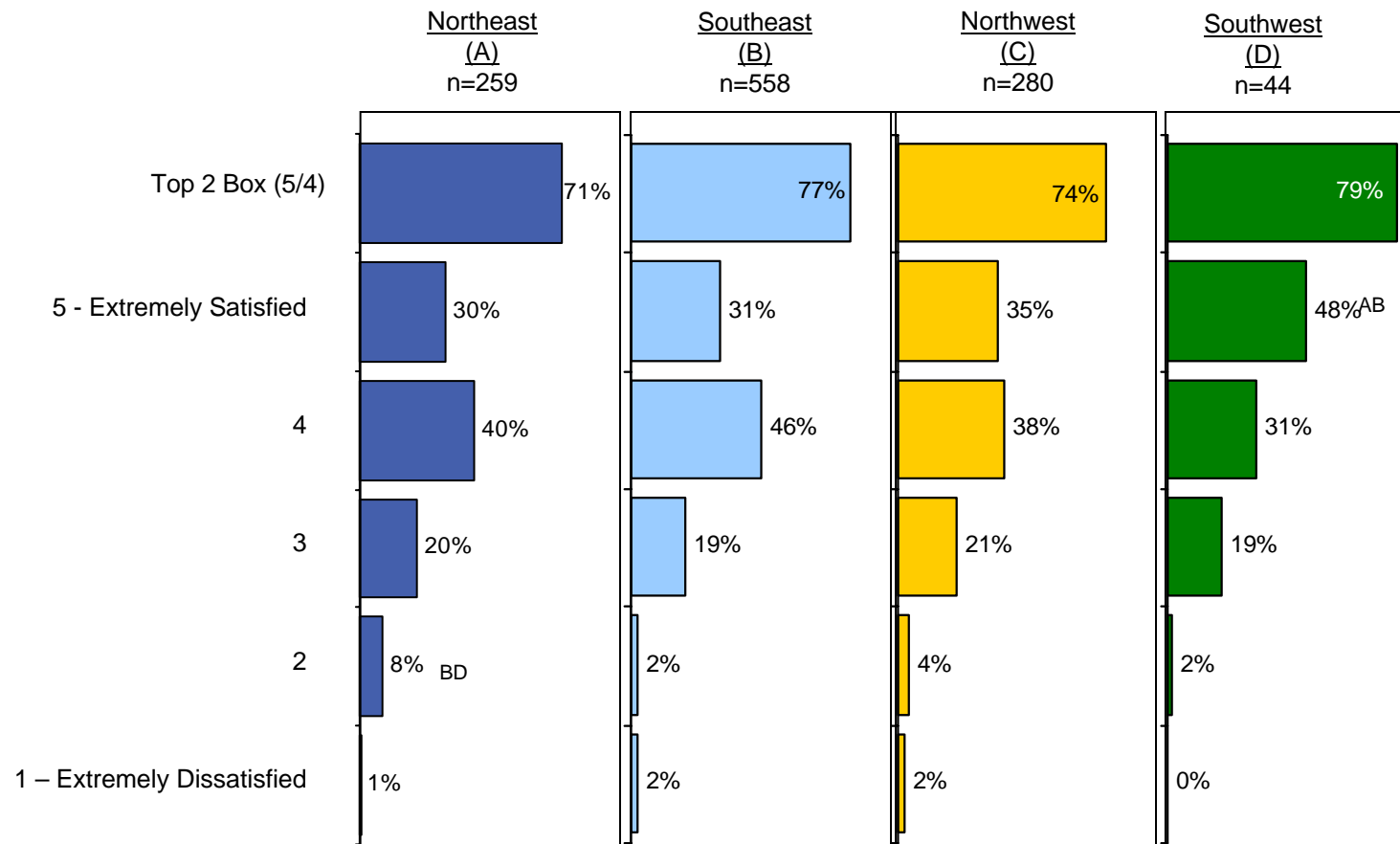
Overall satisfaction with the City of Winter Park (By City Quadrant)



Overall Satisfaction



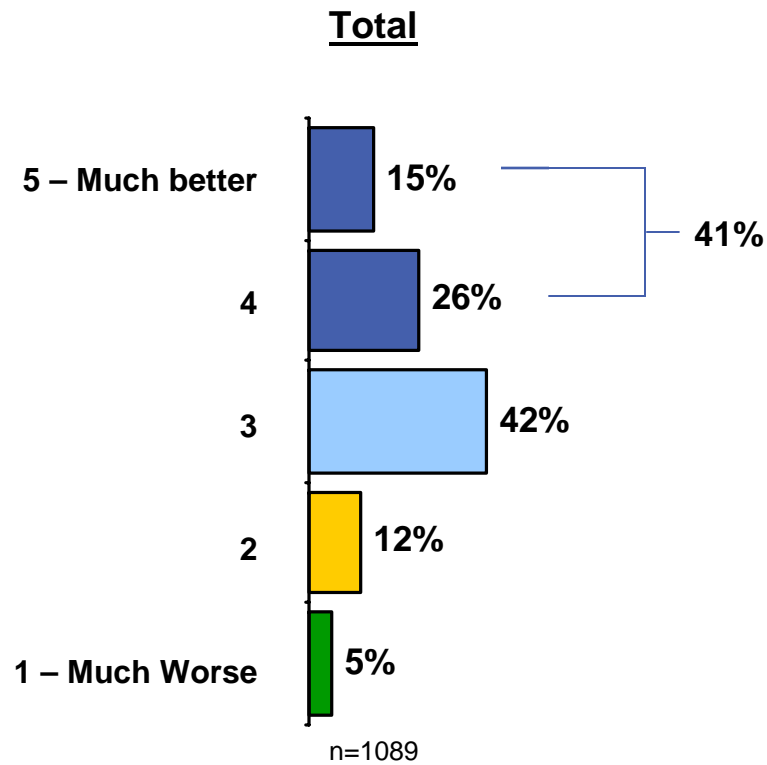
Overall satisfaction with quality of services received from the City of Winter Park (By City Quadrant)



Overall Satisfaction



Do Residents Feel That Winter Park Has Become A Better Or Worse Place To Live/Work In The Past 12 Months?

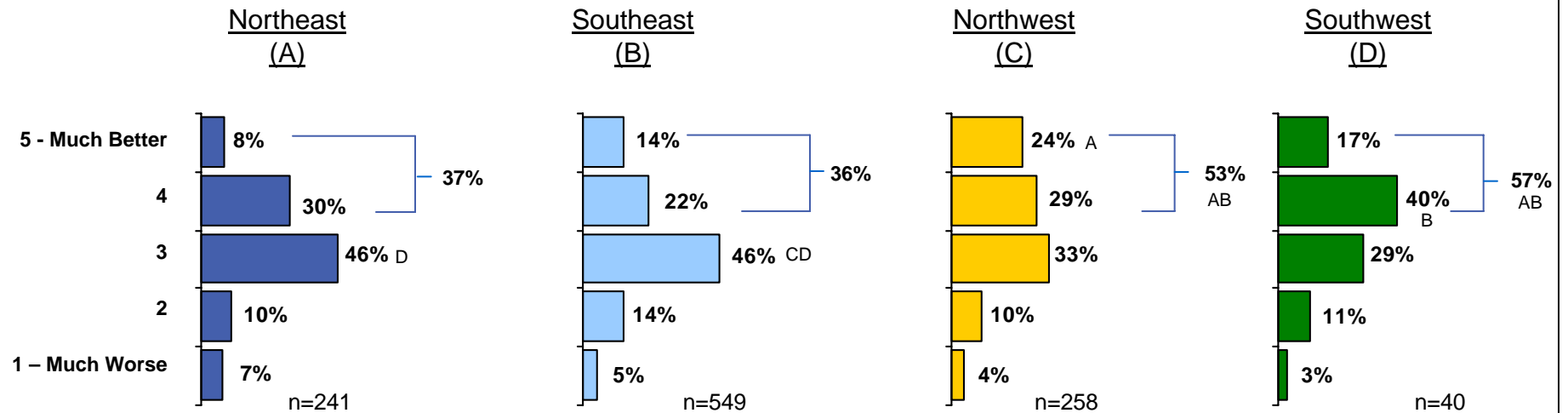


Overall Satisfaction



Do Residents Feel That Winter Park Has Become A Better Or Worse Place To Live/Work In The Past 12 Months?

By City Quadrant





CITY SERVICES

INTERACTION WITH CITY FACILITIES/DEPARTMENTS

Two-thirds of residents have had some kind of interaction (called, visited, and/or other) with city facilities and/or departments within the past three months (66%).

- The departments/facilities with which residents most frequently interact are the Electric Utility Department (34%), City Hall (22%), and the Parks & Recreation Department (21%).
- The department/facilities with the lowest level of interaction with residents are the Communications Department (8%), Fleet Management (5%), and Finance (5%).
- Residents in the Northeast quadrant (76%) are more likely to have had an interaction with city facilities/departments within the past 3 months than residents in the Southeast (61%) and Southwest (61%) quadrants.

RATINGS OF CITY SERVICES

In terms of their satisfaction with the services that the city provides, residents are most satisfied with the Fire-Rescue Department (94%) and the Police Department (87%). Streets & Drainage and Electric Utility Services receive the fewest Top 2 Box ratings (51% and 60%, respectively).

- In terms of streets and drainage, 17% of residents rated the city a 1 or 2 on a 5-point scale (Bottom 2 Box). Electric utility services garnered 15% Bottom 2 Box ratings.

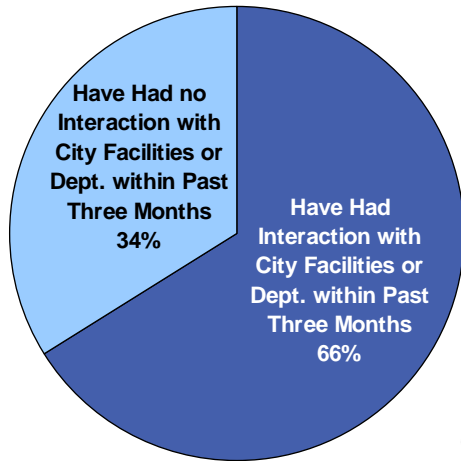
As compared to residents who have not had interaction with a city department, satisfaction is lower among residents who have had interaction with a city department. This is true for the Fire-Rescue, Police, Electric Utility service, and Water Utility service departments.

City Services

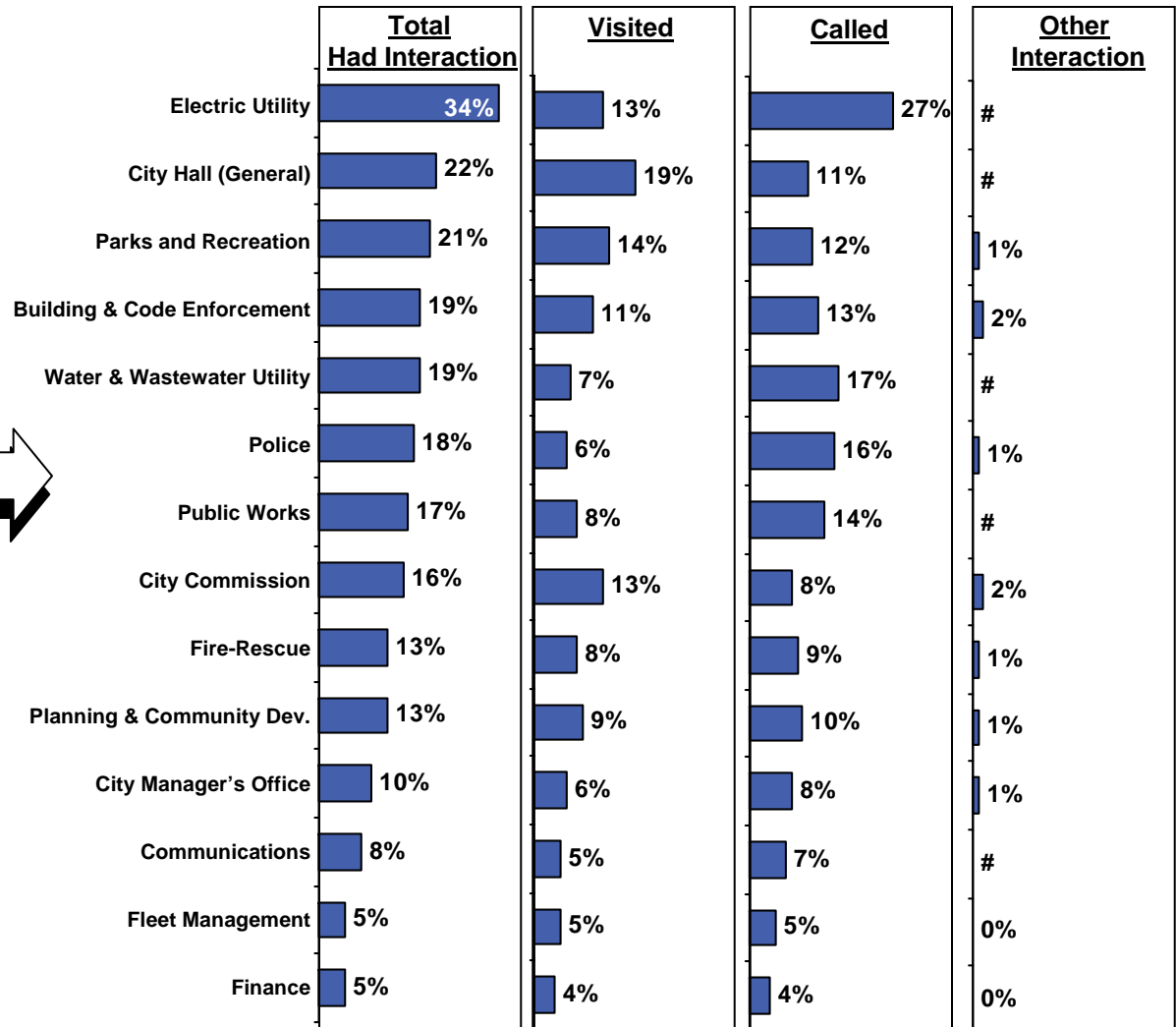
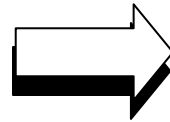


Interaction with City Facilities or Departments

Total



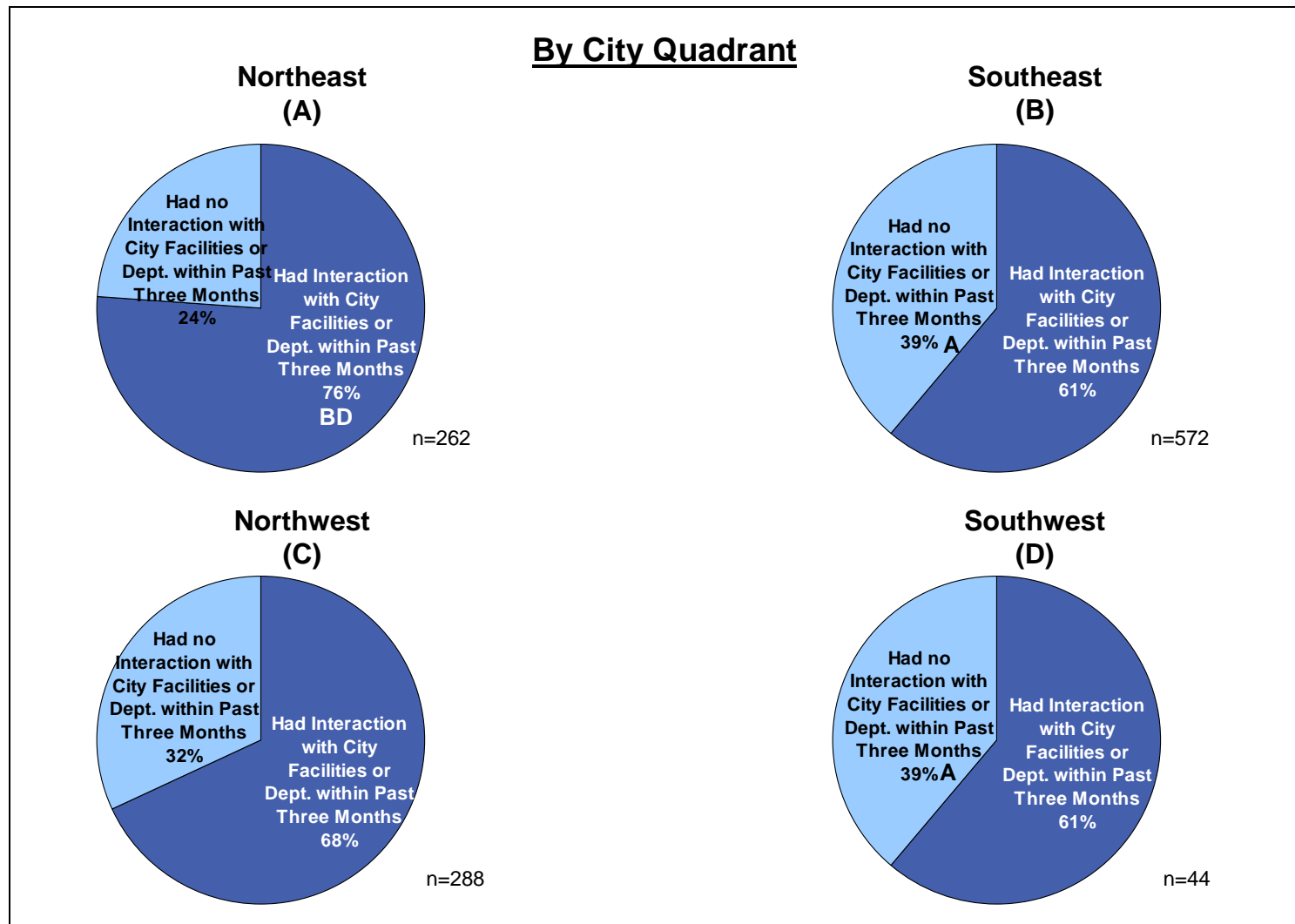
(n=1166)



* Multiple responses accepted

Interaction with City Facilities or Departments

By City Quadrant



City Services

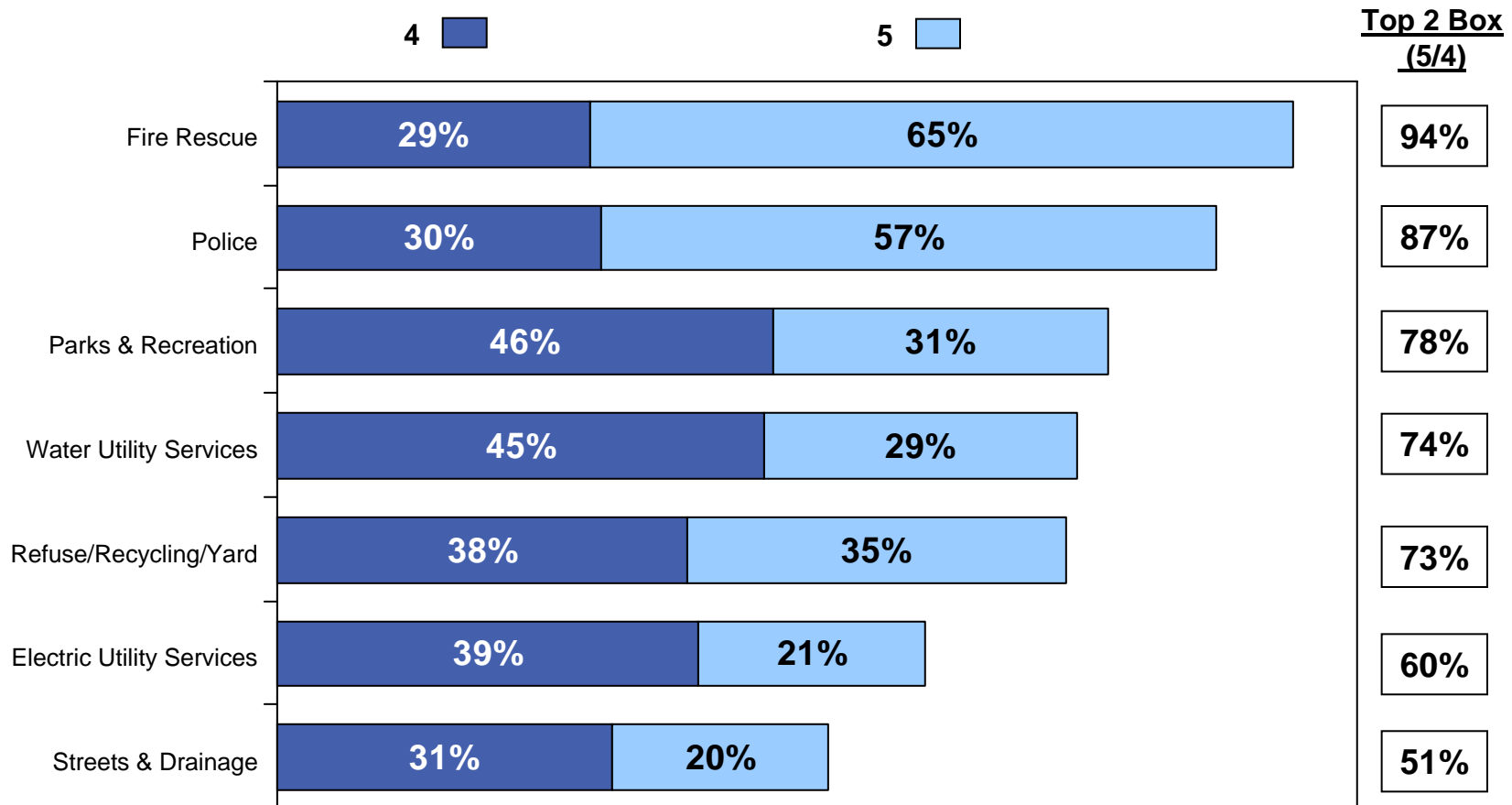


Interacted with City Facilities/Departments	City Quadrant				Interacted with City Facilities/Departments	City Quadrant			
	Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)		Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
Electric Utility	43% B	28%	36%	32%	City Commission	21%	16%	13%	12%
Called	39% BC	24%	36%	32%	Called	15% CD	8% C	2%	2%
Visited	13%	10%	22%	27%	Visited	16%	13%	11%	7%
Other Interaction	1%	#	22% BD	6%	Other Interaction	1%	3%	2%	2%
City Hall (General)	30% D	20%	#	0%	Fire-Rescue	18% D	13% D	10%	4%
Called	14% CD	14% CD	4%	2%	Called	15% D	7%	7%	3%
Visited	24% D	16%	20%	11%	Visited	13% CD	9% D	4%	1%
Other Interaction	1%	#	0%	0%	Other Interaction	1%	1%	1%	0%
Parks and Recreation	20%	20%	23%	14%	Planning & Community Dev.	14%	13%	12%	9%
Called	16% CD	14% CD	5%	5%	Called	12% D	11% D	5%	2%
Visited	12%	11%	20% BD	8%	Visited	9%	8%	10%	6%
Other Interaction	0%	2%	#	2%	Other Interaction	1%	1%	1%	2%
Building & Code Enforcement	26% C	19%	13%	22%	City Manager's Office	15% C	9%	7%	6%
Called	18%	14%	9%	15%	Called	14% CD	8% D	4%	2%
Visited	16% C	12%	5%	11%	Visited	10% D	5% D	4%	1%
Other Interaction	1%	2%	2%	4%	Other Interaction	1%	1%	0%	4%
Water & Wastewater Utility	24%	17%	17%	13%	Communications	12% D	8% D	6% D	1%
Called	23% CD	16%	13%	12%	Called	12% CD	8% CD	2%	1%
Visited	8%	7%	6%	4%	Visited	7% D	4%	5% D	1%
Other Interaction	0%	1%	#	0%	Other Interaction	0%	#	0%	0%
Police	21%	17%	18%	15%	Fleet Management	8% D	5%	4%	1%
Called	20% D	15%	14%	9%	Called	7% D	5% D	3%	#
Visited	8%	5%	6%	7%	Visited	8% D	4%	3%	1%
Other Interaction	1%	2%	1%	0%	Other Interaction	0%	0%	0%	0%
Public Works	25% C	16%	11%	19%	Finance	6% D	5% D	4%	1%
Called	24% BCD	14% C	5%	9%	Called	6% D	5% D	2%	#
Visited	9%	7%	7%	8%	Visited	6% D	4%	3%	1%
Other Interaction	1%	#	0%	4%	Other Interaction	0%	0%	0%	0%

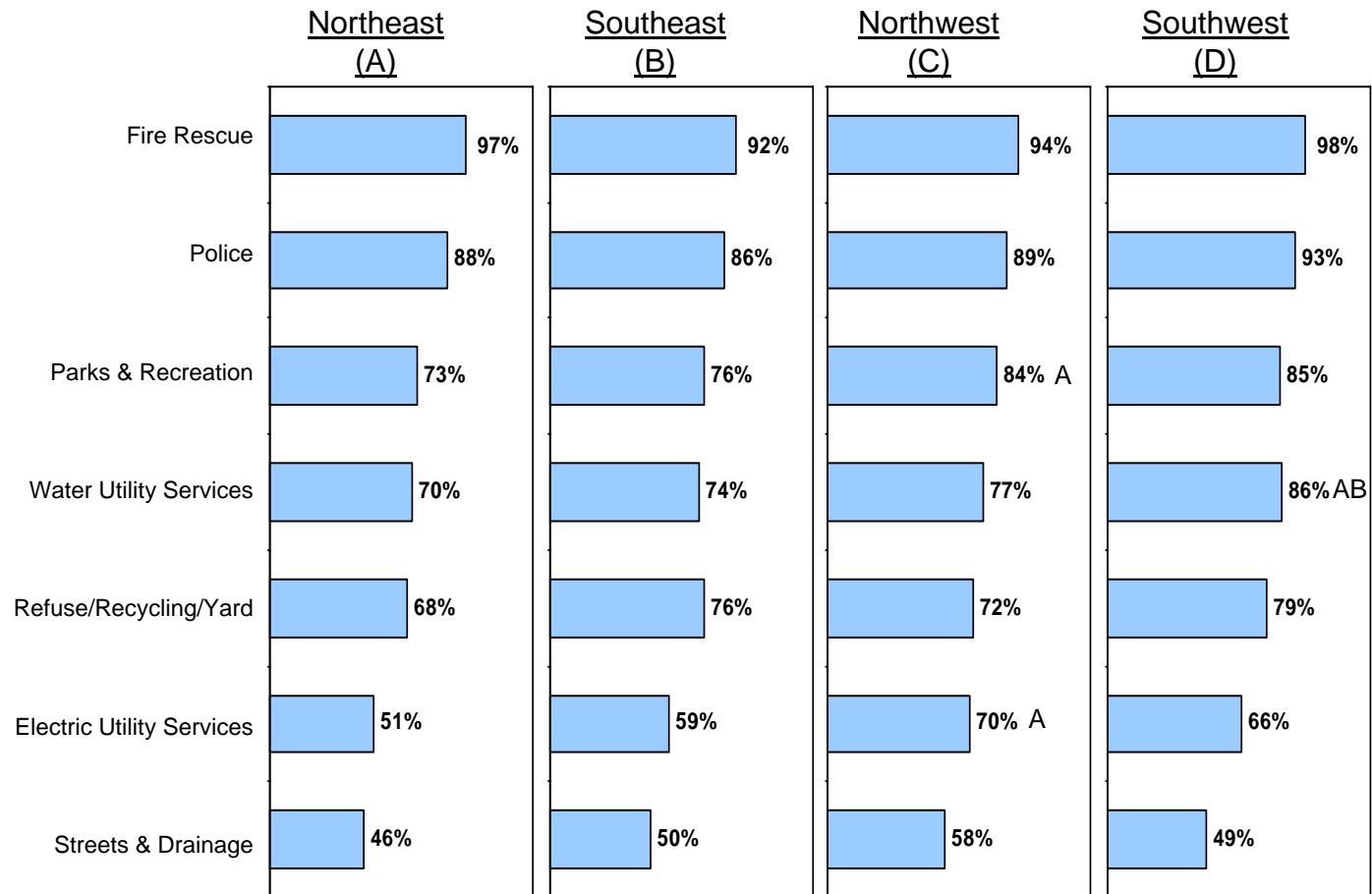
* Multiple responses accepted

= Less than 0.5%

City Services Ratings Based on Top 2 Box Ratings (5/4)



City Services Ratings Based on Top 2 Box Ratings (5/4)






GROWTH & DEVELOPMENT

Growth and Development

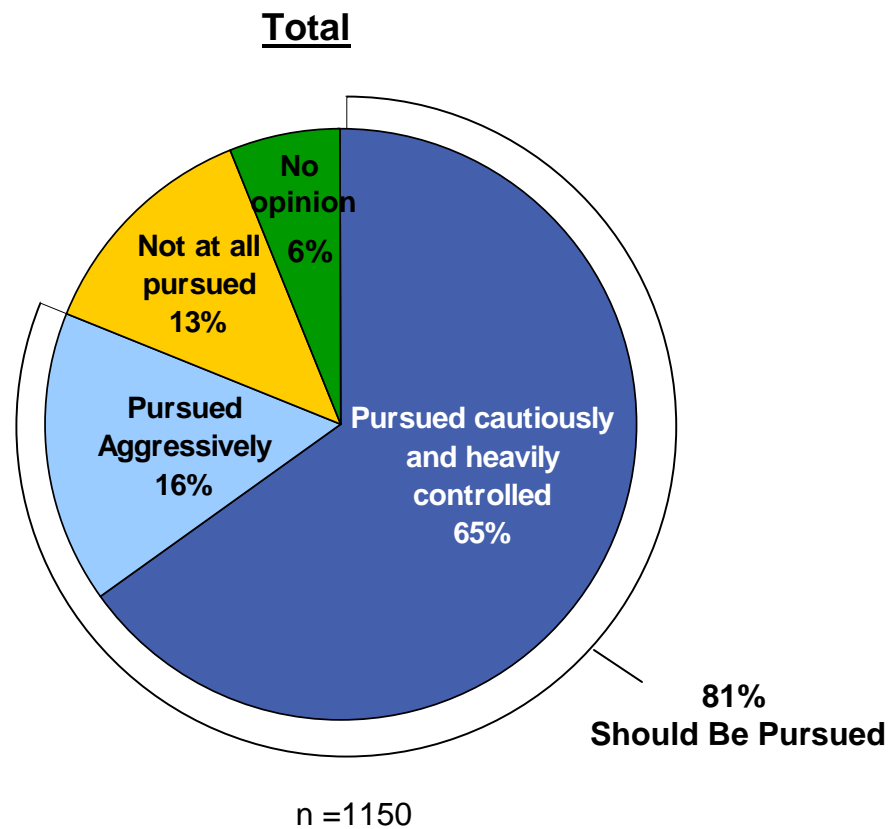


GROWTH AND DEVELOPMENT

When asked their opinion about growth and development, approximately two-thirds of residents believe that a solid focus on growth and development in the City of Winter Park can be good for the city overall if pursued cautiously and heavily controlled.

- Eight-in-ten residents support some level of growth (16% pursued aggressively, 65% cautiously and heavily controlled), while only 13% believe that it should not be pursued at all.
- Residents in the Northwest quadrant (26%) were more likely to report that growth and development should be pursued aggressively than residents in Northeast (14%) and Southeast (13%) quadrants.
- Residents in the Northwest quadrant (53%) were also less likely than any other quadrant to report that growth and development should be cautiously and heavily controlled (71%, Northeast, 67% Southeast, and 71% Southwest).

I believe that a solid focus on growth and development in the City of Winter Park should be...

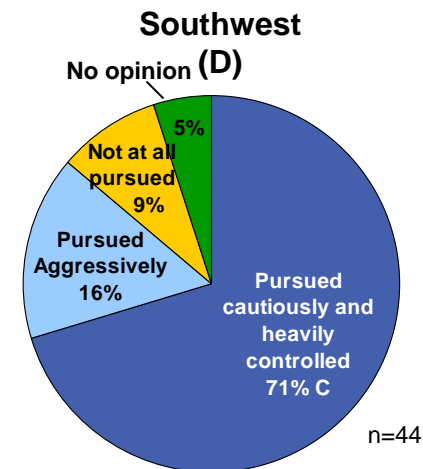
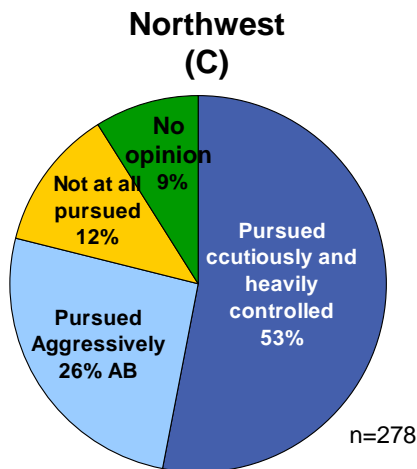
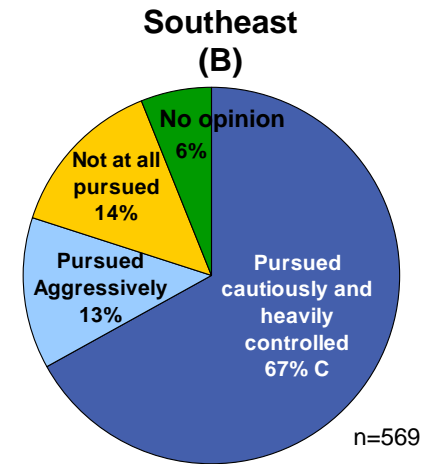
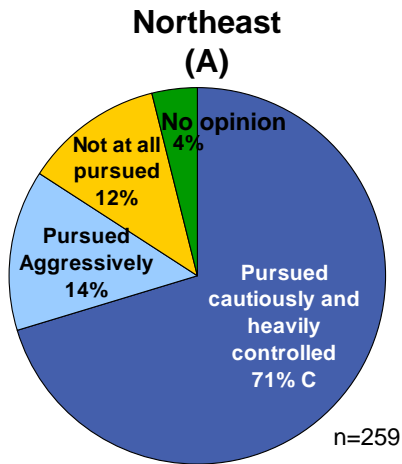


Growth and Development



I believe that a solid focus on growth and development in the City of Winter Park should be...

By City Quadrant





REDEVELOPMENT

Redevelopment



BUILDING HEIGHTS

A maximum building height of up to three stories for Fairbanks Avenue between Highway 17-92 and Park Avenue is considered just right by more than one-half of residents (54%). Just over one-third (34%) consider it too high and 6% believe it is not high enough.

For the north side of Fairbanks (two-story buildings) and South side of Fairbanks between Highway 17-92 and Interstate 4 (four to eight-story buildings), building heights are considered too high by 51% of residents. Five percent claimed that the buildings could be higher and 37% feel that suggested heights are just right.

- Residents in the Northwest quadrant (48%) are more likely to state that building heights for the North and South side of Fairbanks Avenue are just right than residents in the Northeast (31%) and Southeast (34%) quadrants of the city.
- Residents in the Northeast quadrant are more likely to claim that building heights for the North and South side of Fairbanks Avenue are too high than residents in the Northwest (43%) quadrant of the city.

In the Central Business District that is bordered by New York, Interlachen, Fairbanks, and Webster avenues, new development guidelines allow for two-to three-story buildings. This is considered just right by 54% of residents, too high by 33%, and not high enough by 7% of residents.

- At the city quadrant level, the percentage of residents in the Northwest (63%) and Southwest (64%) quadrants who considered the building heights in the Central Business district just right is significantly higher than in the Northeast quadrant (45%).

CITY HALL

Regarding City Hall facilities, residents most frequently report that the existing City Hall facilities should be renovated at its current location (26%), followed by City Hall should remain unchanged at this time, no rebuilding and no renovations (21%).

COMMUTER RAIL AND LIKELIHOOD TO USE COMMUTER RAIL

Just over one-half of residents report that they prefer a medium-size commuter rail station at the present train-stop location with limited parking (51%). Approximately one-quarter (24%), prefer a small station at the present train-stop location with limited or no parking and 20% think there should be no train-stop in the City of Winter Park.

- While most residents in the Northeast (51%), Southeast (50%) and Northwest (59%) quadrants report that they prefer a medium-size station at the present train-stop with limited parking, residents in the Southwest quadrant most often state that they prefer a small station at the present train-stop with limited or no parking (44%).

Overall, 57% of residents state that they are not likely to use the commuter rail services (rate likelihood to use the commuter rail 1 or 2 on a 5-point scale).

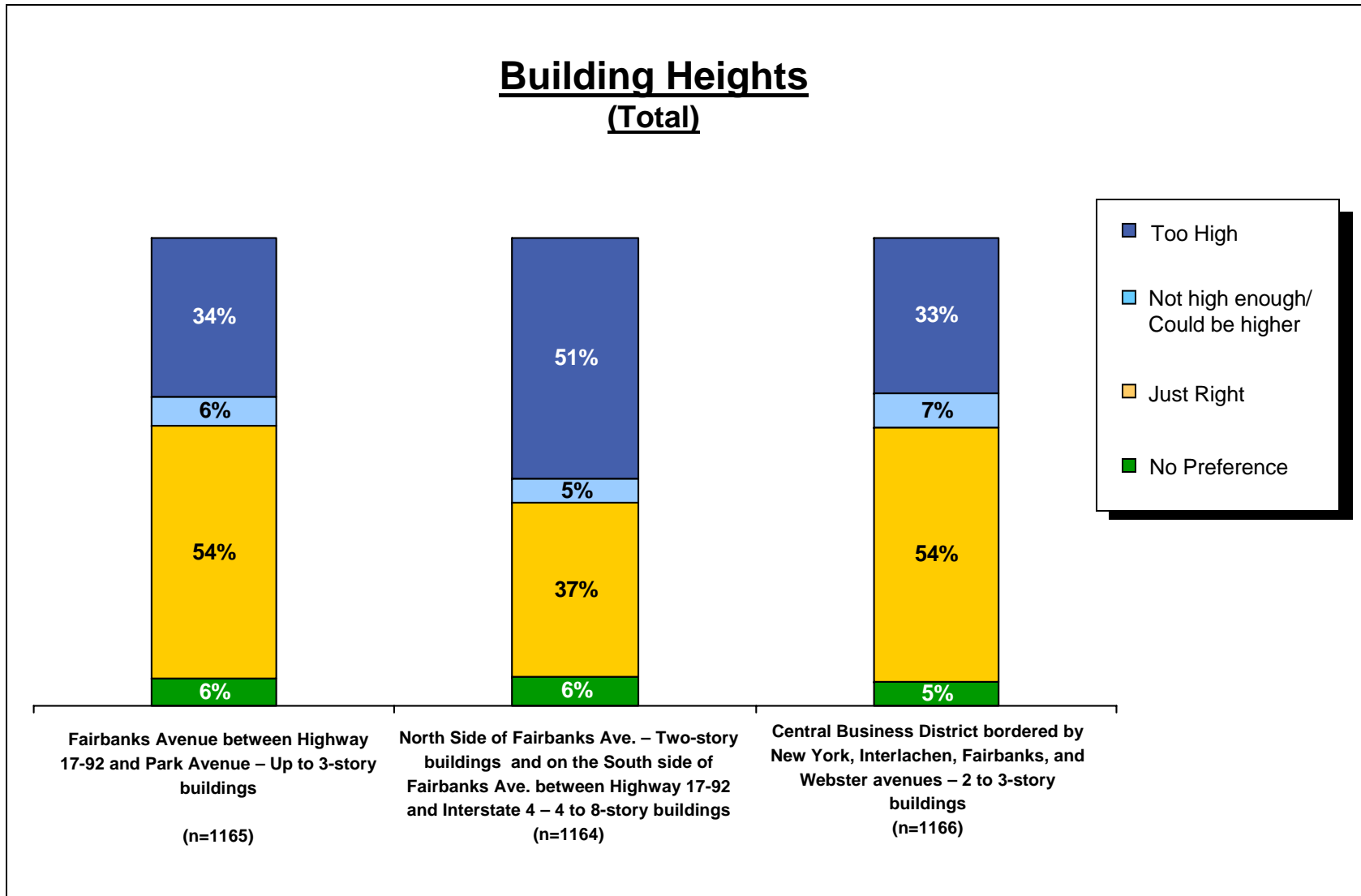
- At the city quadrant level, residents in the Northwest (42%) and Southwest (41%) quadrants are more likely to state that they are likely to use the commuter rail than residents in the Northeast (23%) and Southeast (24%) quadrants.

PUBLIC LIBRARY

When asked about their preference regarding improving the city's public library, surveyed residents more frequently state that the existing library should be renovated at its current location (41%). Alternatively, 29% of residents feel that the library should remain unchanged at this time, no rebuilding, no renovations, and no change in designated usage.

- Residents in the Northwest and Southwest quadrants of the city are somewhat split between renovating the library at its current location (32% each) and relocating the library to the former state office site on the northwest corner of Morse Boulevard and Denning Drive (31% Northwest and 29% Southwest).

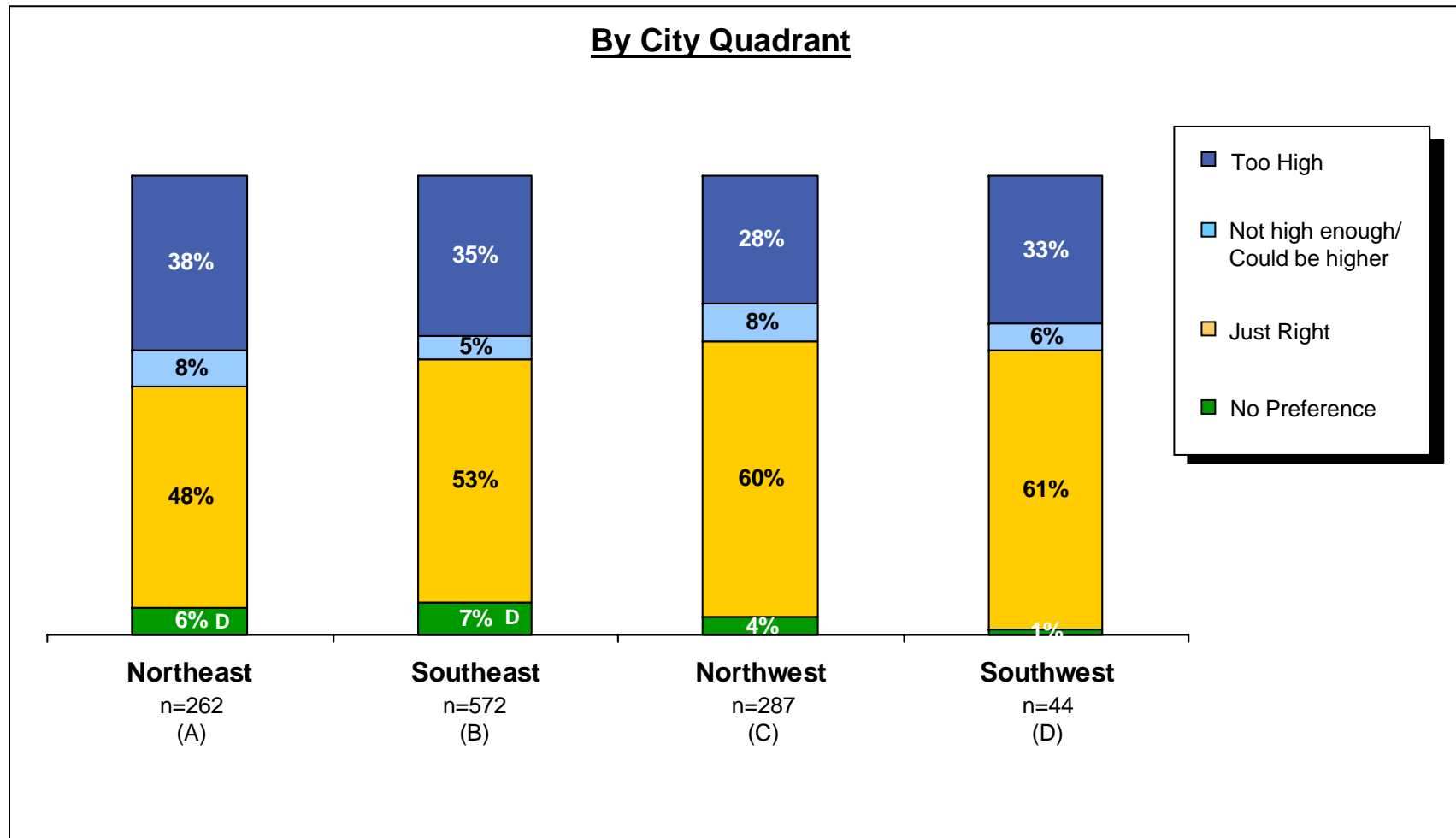
Redevelopment - Building Heights



Redevelopment - Building Heights



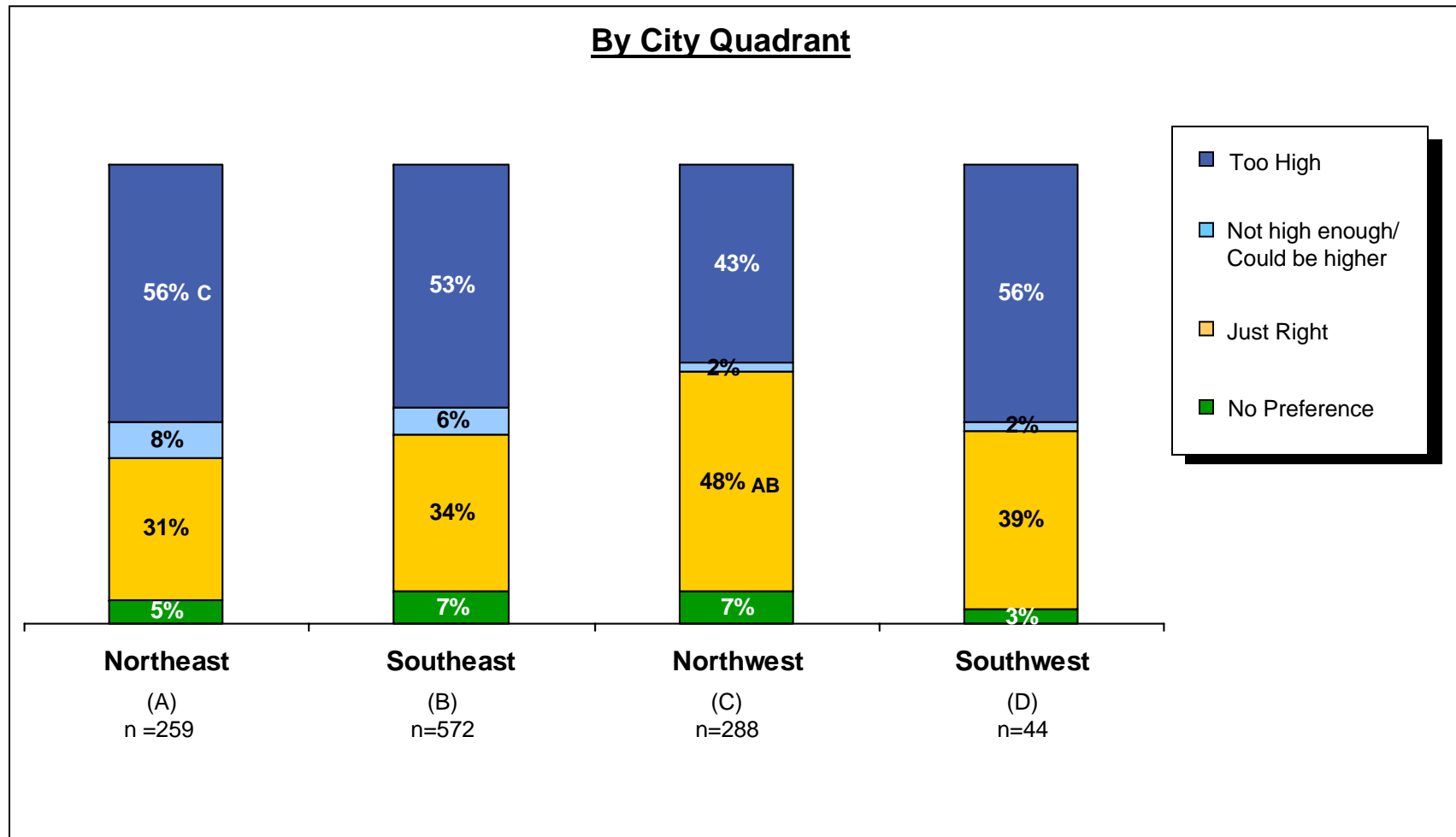
Building Height for Fairbanks Avenue between Highway 17-92 and Park Avenue – Up to 3-story buildings



Redevelopment – Building Heights



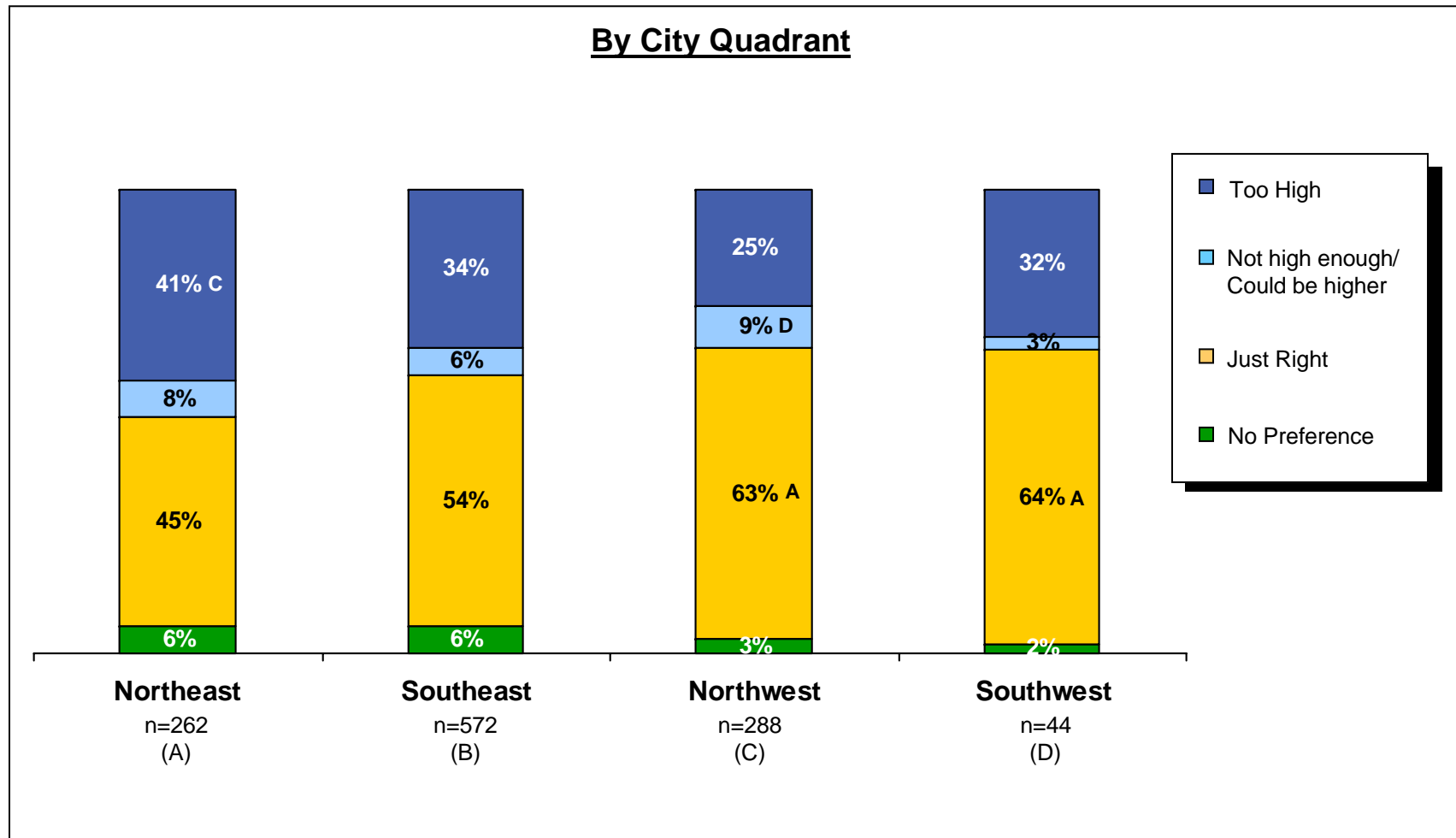
Building Height on the North Side of Fairbanks – Up to two-story and on the South side between Highway 17-92 and Interstate 4 – 4 to 8-story buildings



Redevelopment – Building Heights

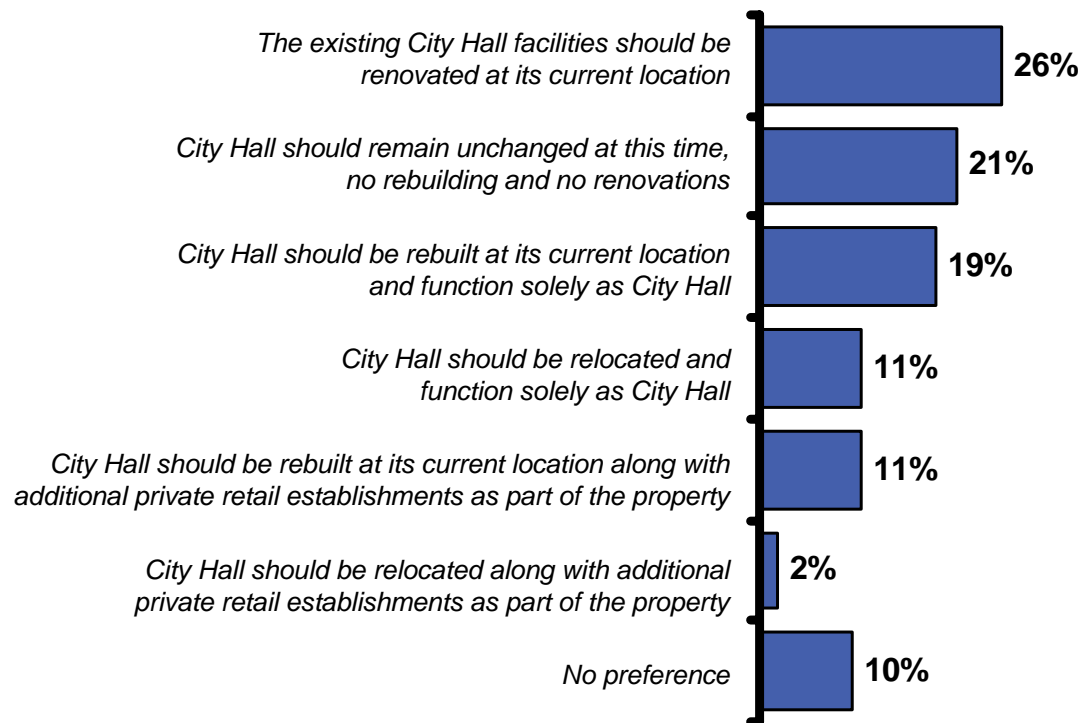


Building Height in the Central Business District bordered by New York, Interlachen, Fairbanks, and Webster avenues – 2 to 3-story buildings



Which one of the following would be your preference regarding City Hall facilities

Total

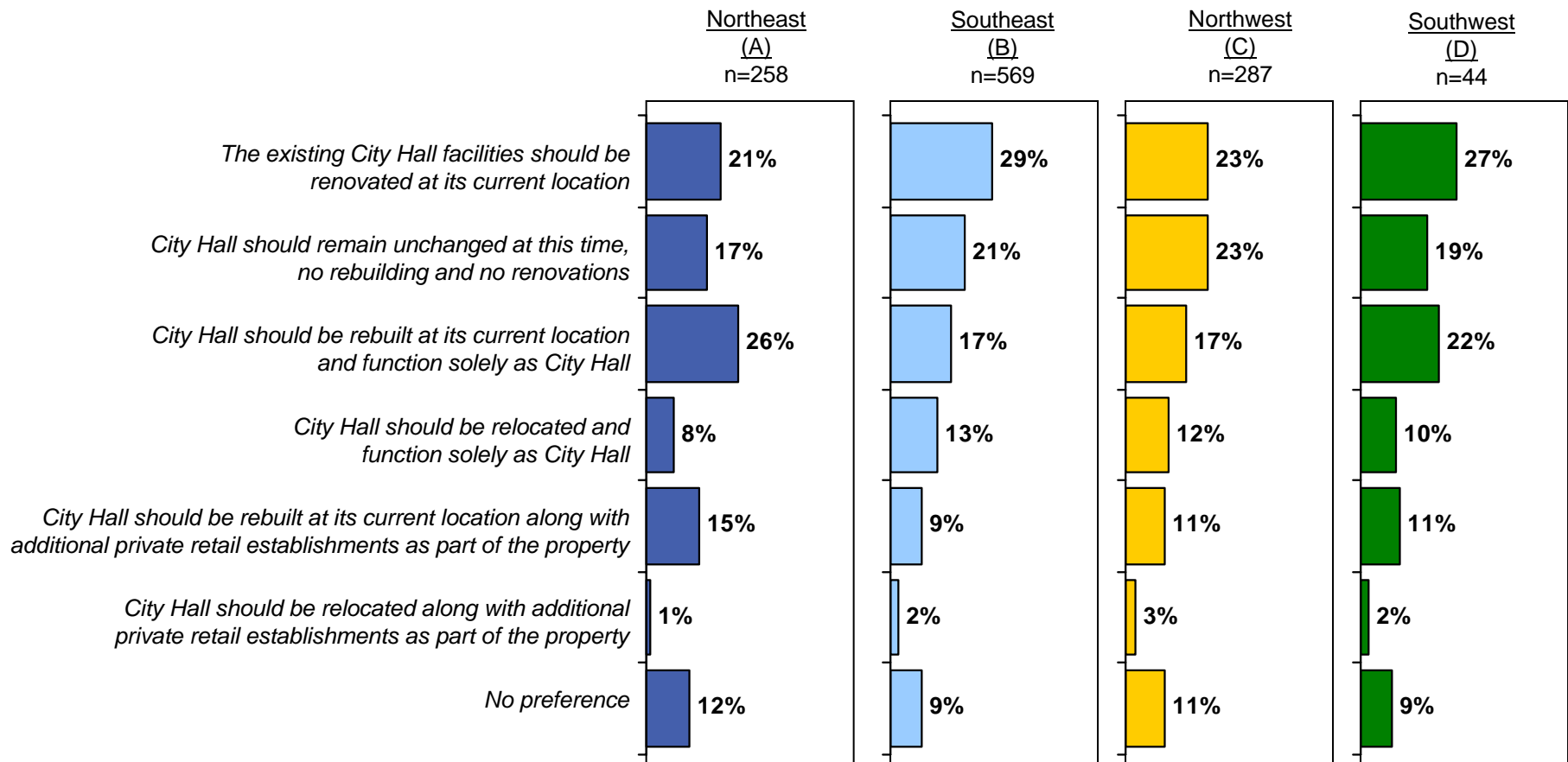


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Redevelopment – City Hall

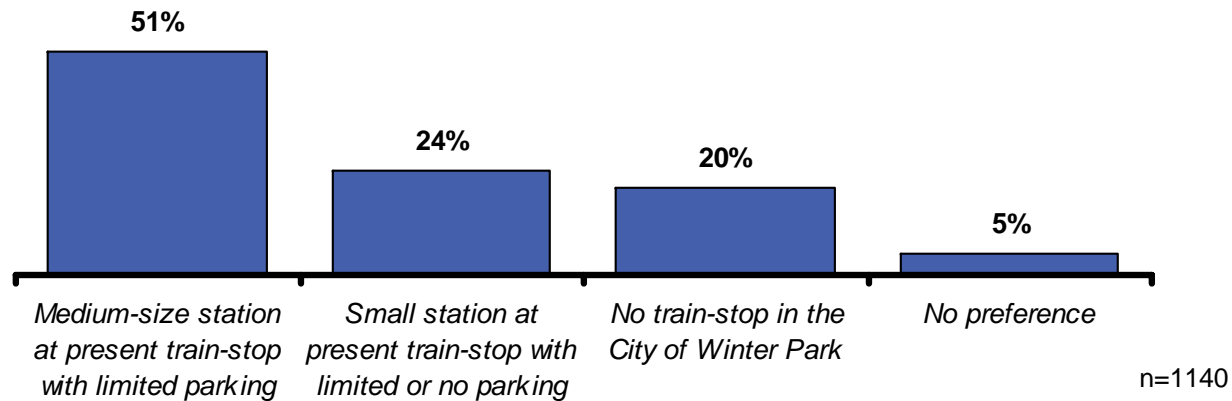


Which one of the following would be your preference regarding City Hall facilities (By City Quadrant)





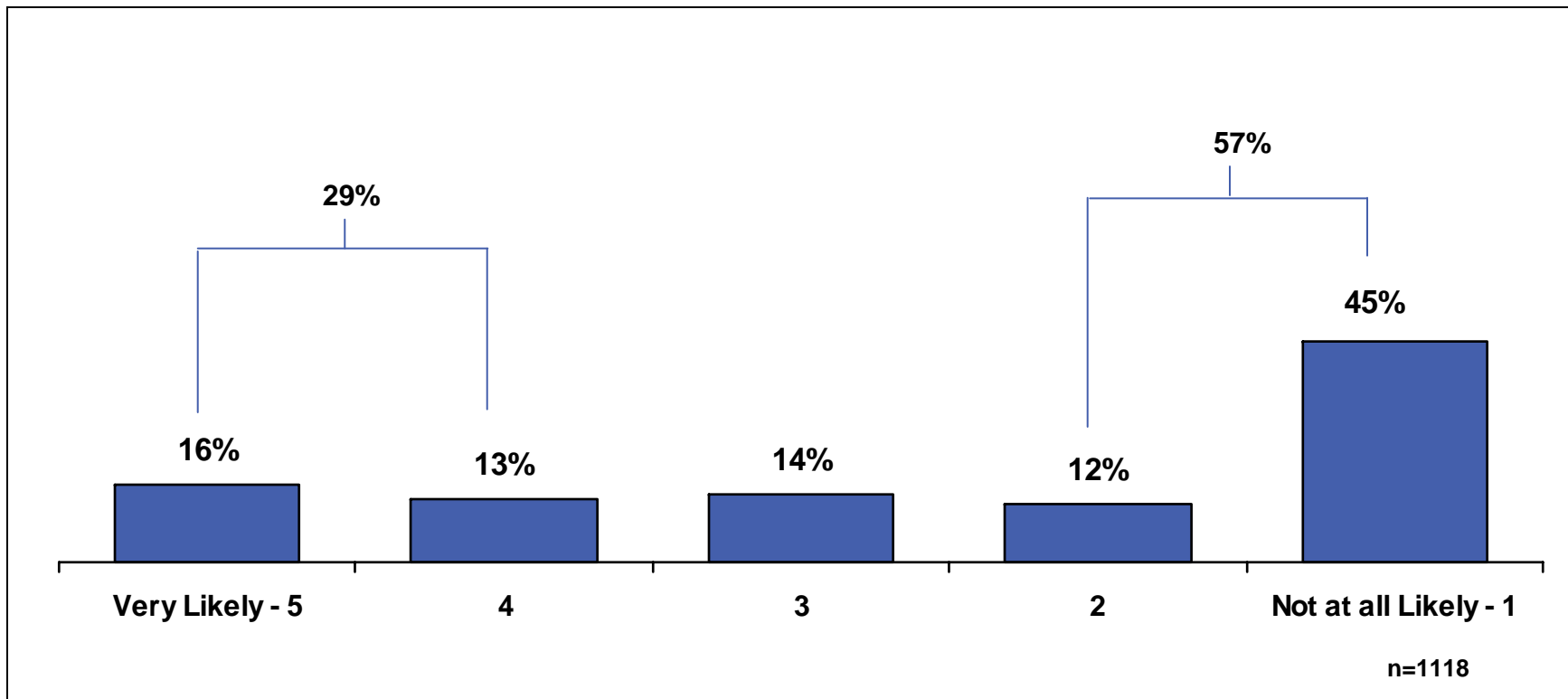
Preference regarding commuter rail service in the City of Winter Park? (Total)



Preference regarding commuter rail	City Quadrant			
	Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
	n=261	n=551	n=284	n=43
Medium-size station at the present train-stop with limited parking	51%D	50%D	59%D	35%
Small station at the present train-stop with limited or no parking	28%	24%	18%	44%ABC
There would be no train-stop in the City of Winter Park	19%	22%	18%	17%
No preference	3%	5%	6%	5%

Likelihood to use commuter rail service

Total

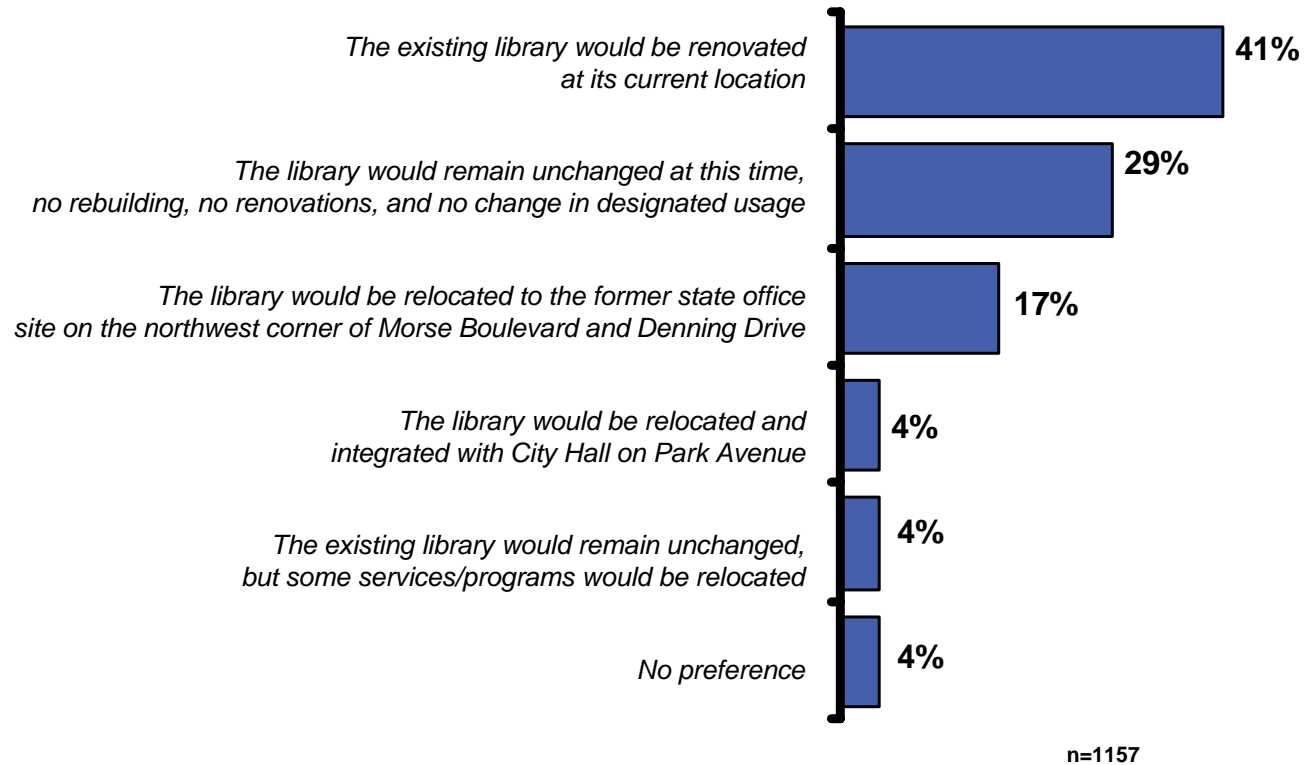


Likelihood to use commuter rail service (By City Quadrant)

Likelihood to use commuter rail service	City Quadrant			
	Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
	n=250	n=546	n=281	n=42
<u>Top 2 Box (5/4)</u>	23%	24%	42% AB	41% AB
Very Likely – 5	11%	14%	24% AB	30% AB
4	13%	11%	18%	10%
3	17%	14%	13%	8%
2	12%	13%	9%	10%
Not At All Likely - 1	48%	49% C	36%	42%
<u>Bottom 2 Box (1/2)</u>	60%	62% C	45%	52%

Which one of the following would be your preference regarding Improving the city's public library

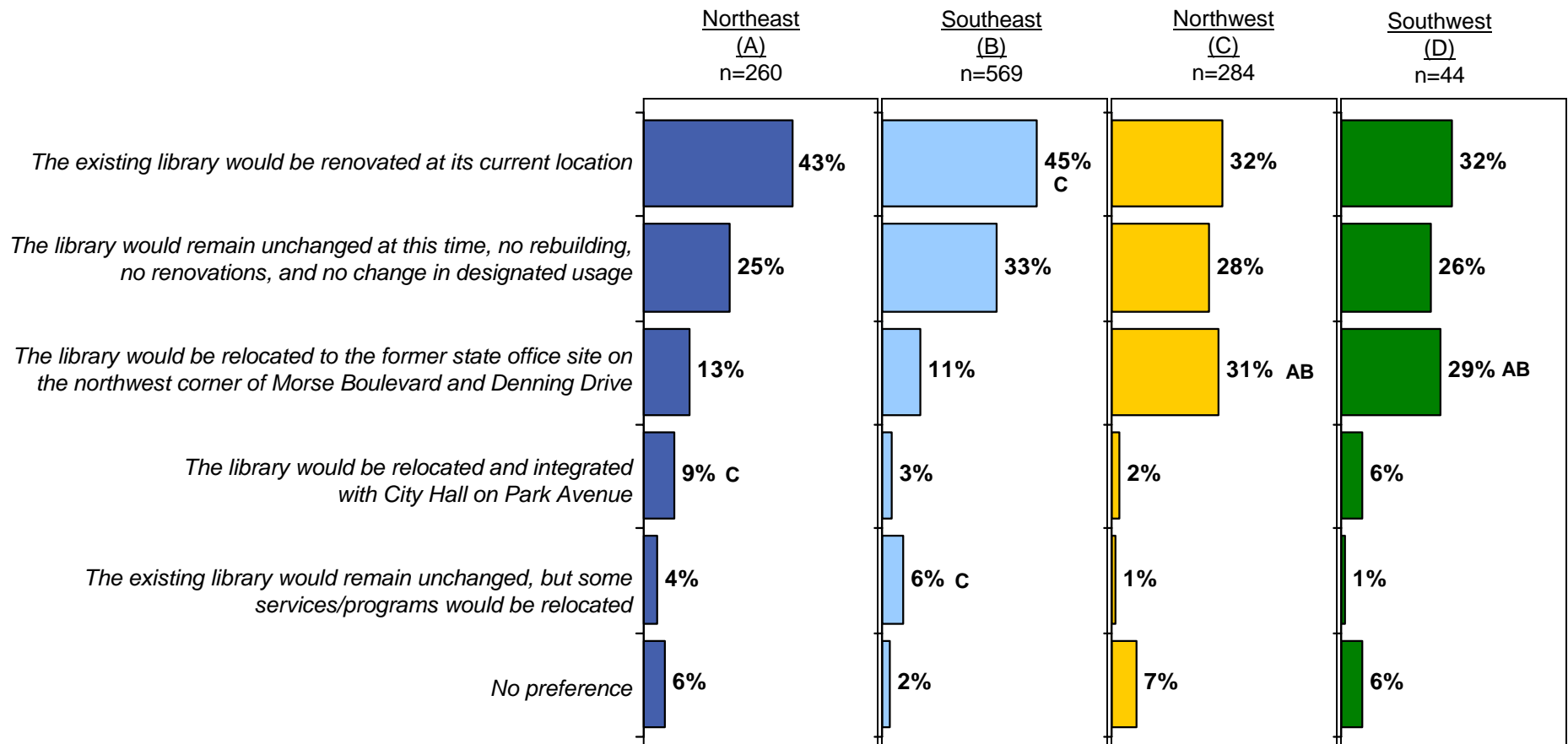
Total



Redevelopment – Public Library



Which one of the following would be your preference regarding Improving the city's public library (By City Quadrant)





NEW PROJECTS

New Projects



CULTURAL CENTER

Almost one-half of residents think that the City of Winter Park should not consider building a cultural center (48%); 41% believe it should and 11% had no opinion about the issue.

- Most residents in the Northwest quadrant are in favor of the city building a cultural center (54%); much more so than residents in any other quadrant of the city (35% Northeast, 37% Southeast, and 38% Southwest).

Music performances (53%) and small performing arts shows (50%) are cited most often as the facilities/programs that residents would like to see offered at any proposed cultural center.

CADY WAY BIKE TRAIL

More than three-in-five residents support the expansion of the Cady Way Bike Trail (62% rated 4 or 5, on a 5-point scale); 15% are not supportive at all.

- Residents in the Northwest quadrant (48%, Top 2 Box ratings) are considerably less supportive of the expansion of the Cady Way Bike Trail than residents in other city quadrants (66% Northeast, 67% Southeast, 65% Southwest – Top 2 Box ratings).

UNDER GROUND POWER LINES

Just over four-in-ten residents (43%) cite 'Issue a bond using future profits to accelerate the undergrounding process over time' as the preferred method of proceeding with putting the power lines underground. Another 29% feel that the city should 'keep the current plan, no change'.

RECLAIMED WATER

Almost half of residents (48%) are not at all willing to pay for water reclamation to their property; only 23% are willing to pay (Top 2 Box).

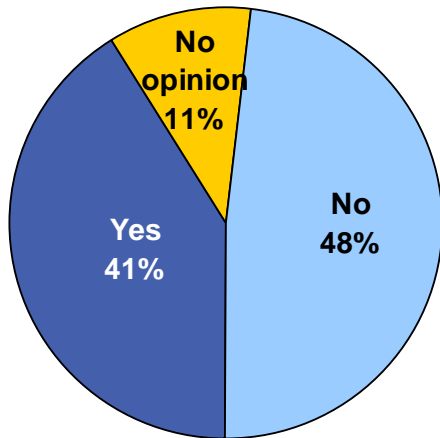
- Residents in the Southeast quadrant (29%) are much more willing to pay to extend reclaimed water lines than residents in the Northeast (14%) and Northwest (17%) quadrants.

New Projects – Cultural Center

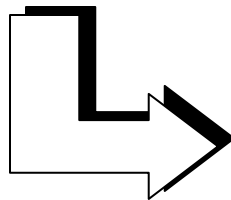


Should the City of Winter Park consider building a cultural center?

Total



n=1159



What facilities programs would you like to see offered?

Total

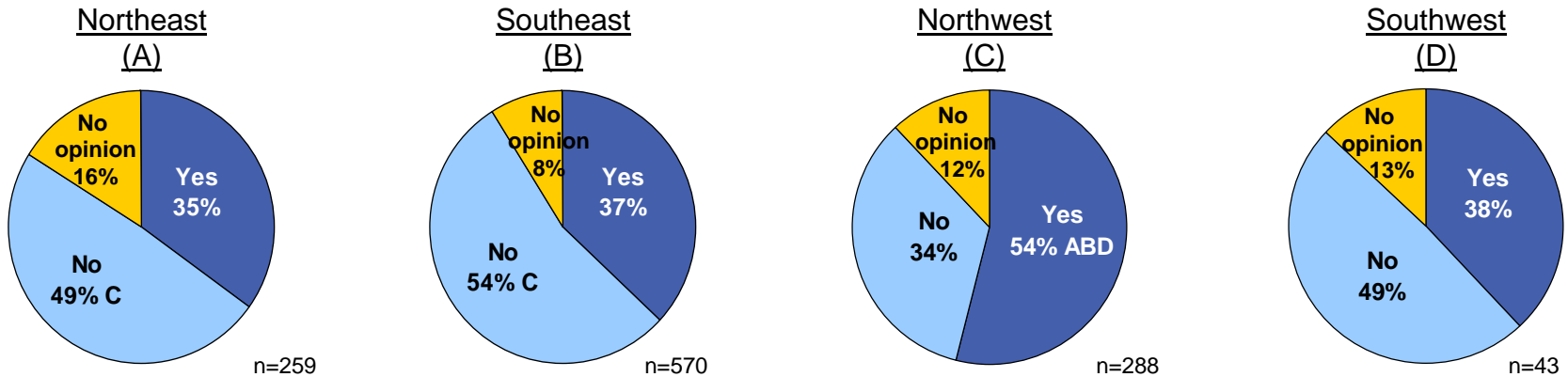
What facilities/programs would you like to see offered?*	Total
n = 1049	
Music performances	53%
Small performing-arts shows	50%
Theatre	47%
Film	35%
<u>Other (Net)</u>	8%
Don't need a cultural center	3%
Art Exhibits/Art shows	2%
No preference	26%

* Multiple responses accepted

New Projects – Cultural Center



Should the City of Winter Park consider building a cultural center? (By City Quadrant)



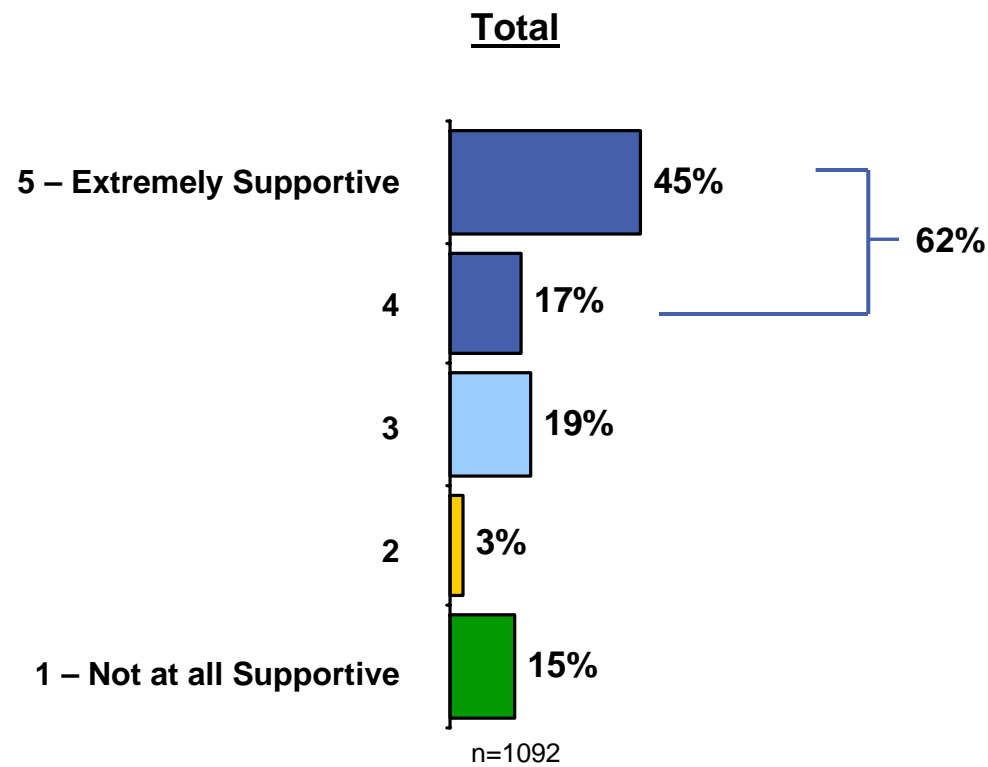
What facilities/programs would you like to see offered?*	City Quadrant			
	Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
	n=222	n=512	n =275	n=41
Music performances	55%	54%	51%	52%
Small performing-arts shows	48%	54%	42%	56%
Theatre	46%	50%	42%	58% C
Film	37%	37%	30%	39%
Other (Net)	9% D	8% D	7%	2%
Don't need a cultural center	3%	4%	2%	1%
Art Exhibits/Art shows	0%	2%	2%	0%
Senior center	3%	0%	0%	0%
No preference	27%	26%	27%	22%

* Multiple responses accepted

New Projects – Cady Way Bike Trail



How supportive are you of the City of Winter Park expanding the Cady Way Bike Trail through the city?

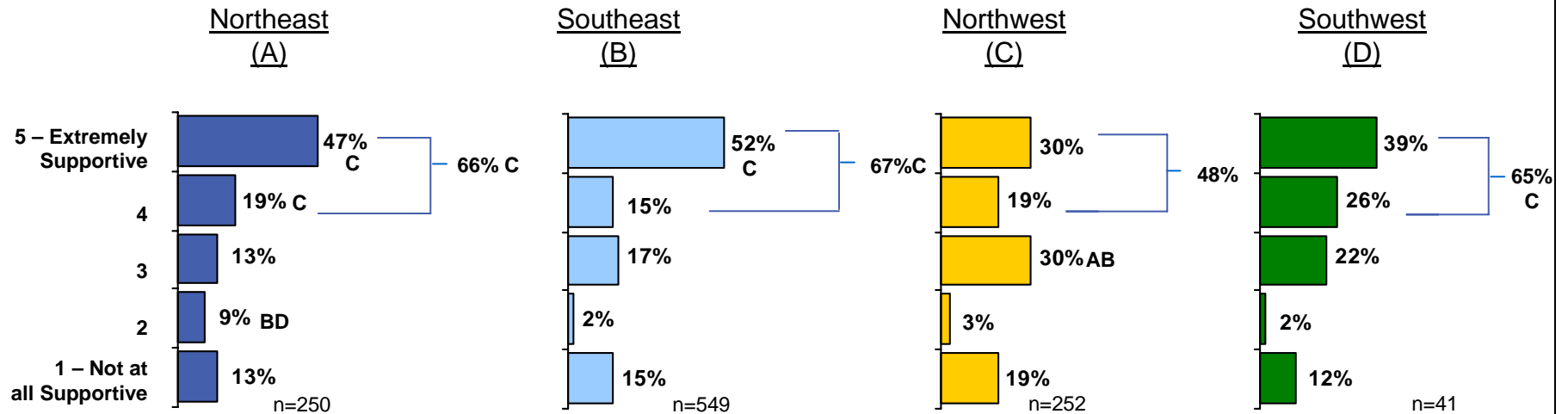


New Projects – Cady Way Bike Trail



How supportive are you of the City of Winter Park expanding the Cady Way Bike Trail through the city?

By City Quadrant

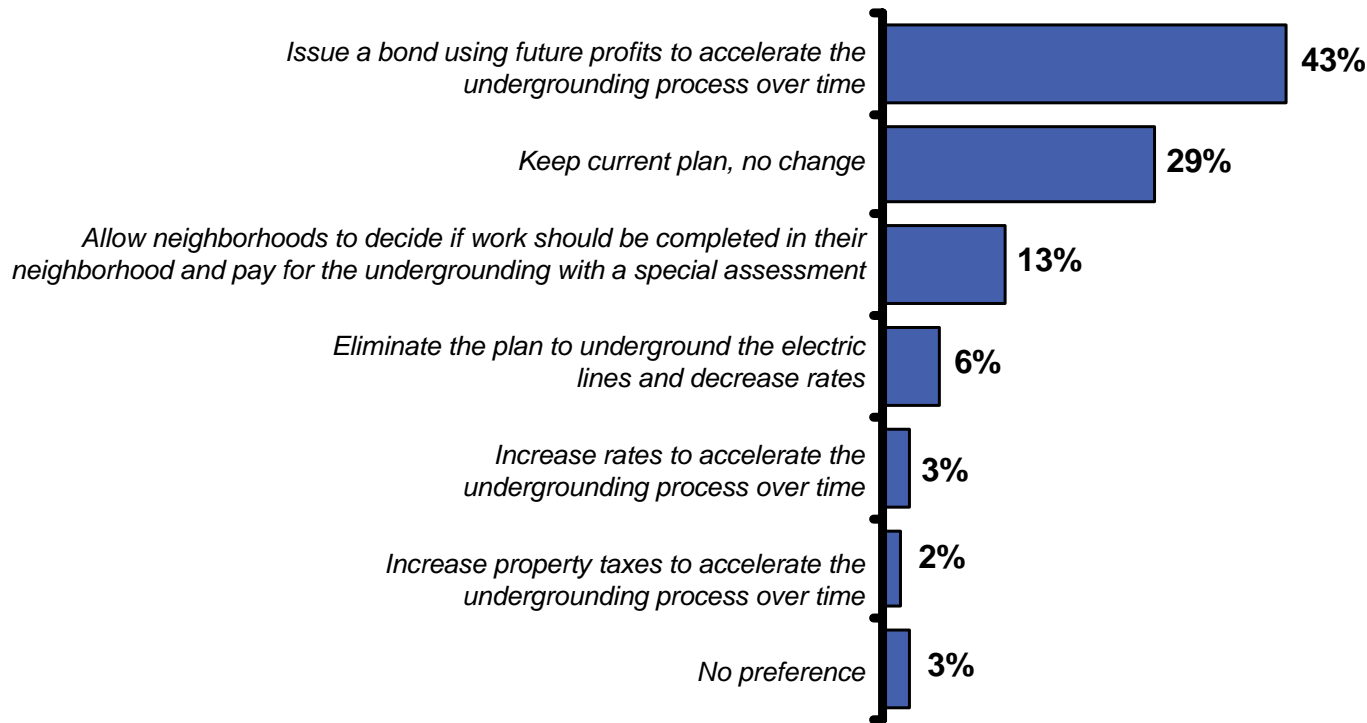


New Projects – Under Ground Power Lines



Which one of the following would be your preference regarding burying the electric power lines underground?

Total

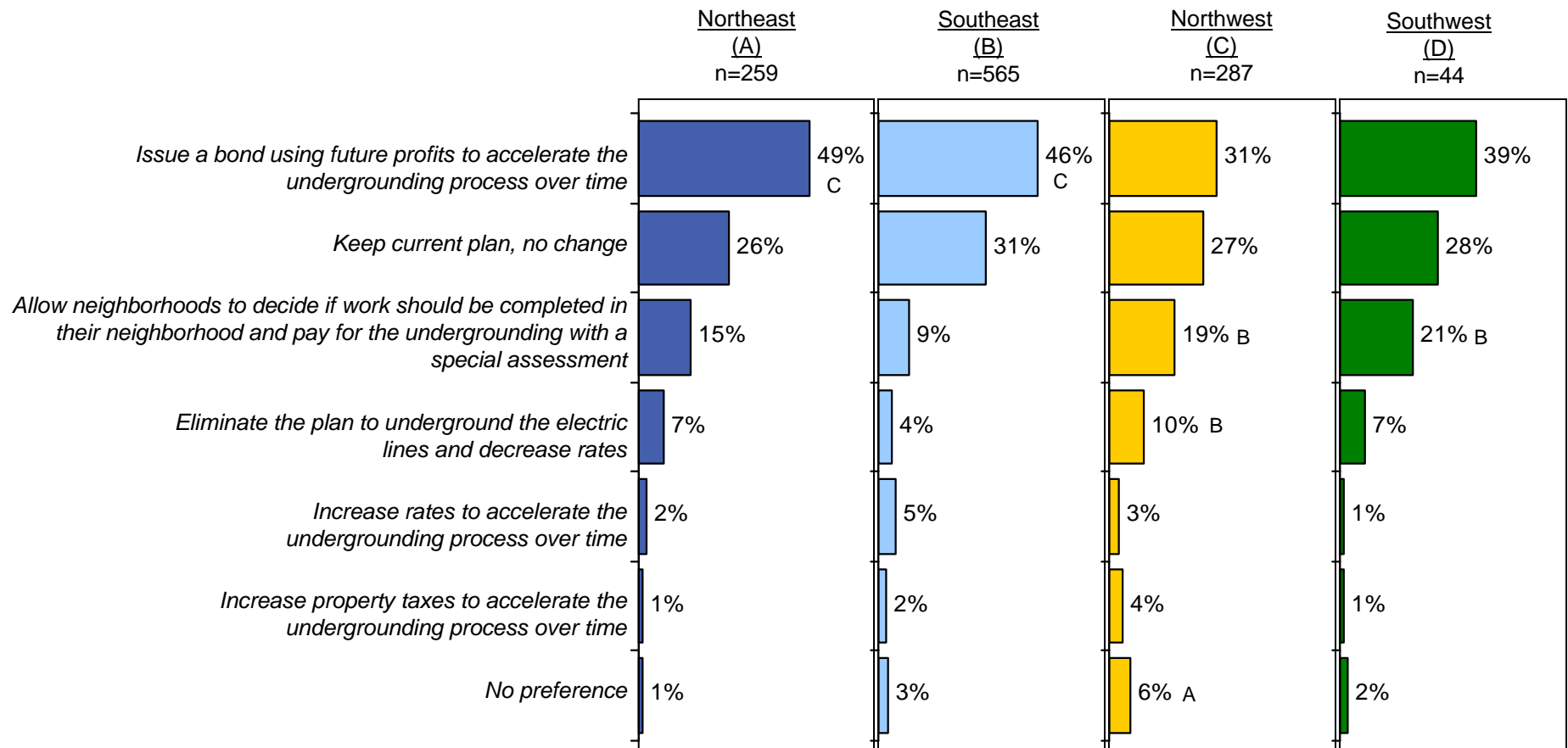


n=1156

New Projects – Under Ground Power Lines



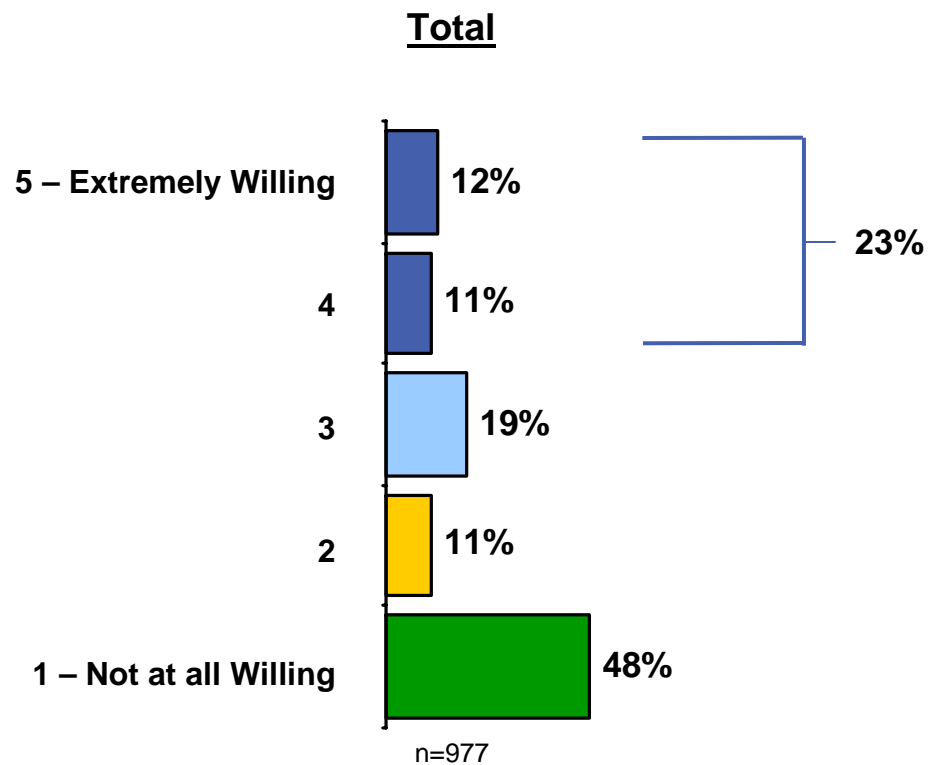
Which one of the following would be your preference regarding burying the electric power lines underground? (By City Quadrant)



New Projects – Reclaimed Water



How willing would you be to pay to extend reclaimed water lines to your property for irrigation?

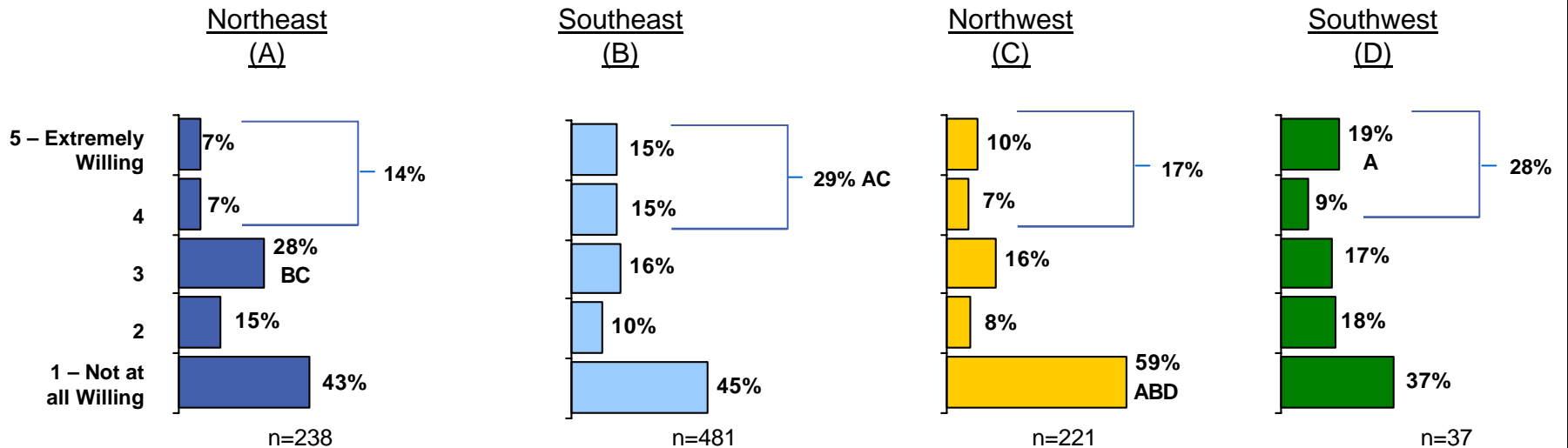


New Projects – Reclaimed Water



How willing would you be to pay to extend reclaimed water lines to your property for irrigation?

By City Quadrant






BUDGET AND TAXES

TAX – SERVICES RECEIVED

Fifty-four percent of residents either feel that the taxes are just right (40%), the taxes are high but receive services of higher quality than expected (12%), or the taxes are too low (2%); 34% feel that the taxes are too high for the amount and quality of city services received.

- Residents in the Southeast quadrant are more likely to feel that taxes are too high for the amount and quality of services received (38%) than residents in Northeast (26%) and Southwest (23%) quadrants.
- Residents in the Northeast (49%) and Southwest (55%) quadrants, on the other hand, are more likely to feel that taxes are just right for the amount and quality of services received than residents in the Northwest (33%) quadrant. Residents in the Southwest quadrant are also more likely than residents in the Southeast quadrant to feel that taxes are just right for the amount and quality of service received (55% vs. 39%).

SATISFACTION WITH HOW TAX DOLLARS ARE SPENT

While satisfaction with how the City of Winter Park uses tax dollars in the manner that residents prefer is not high (39% are either satisfied or extremely satisfied), they are not extraordinarily dissatisfied (19% are either somewhat or extremely dissatisfied).

- At 10% extremely dissatisfied, residents in the Southeast quadrant have the highest dissatisfaction rate in terms of how the city is using tax dollars.

PERCENT OF ANNUAL TAX BILL GOES TO THE TOWN - PERCEPTION

The majority of residents (89%) believe that 11% or more of their annual property taxes go to the City of Winter Park; 15% believe that more than half of their property taxes go to the city.

- Sixty-nine percent could not say how much of their annual property taxes go to the City of Winter Park.
- Residents in the Northwest quadrant are more likely to feel that more than 50% of their annual property taxes go to the City of Winter Park (35%) than residents in the Northeast and Southeast quadrants (14% and 8% respectively).

KNOWLEDGE OF CITY BUDGET

When asked how much they know about the City Budget, 57% of residents state they know a little, while 40% state they know nothing at all. Only 3% claim to know a lot about the City Budget.

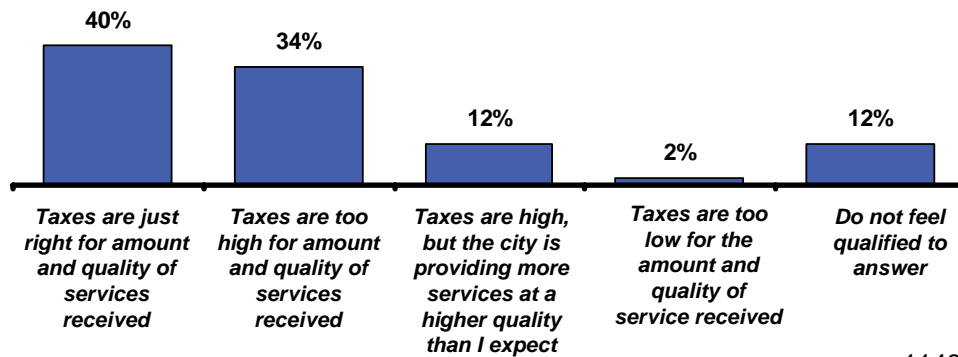
- Residents in the Northwest (53%) and Southwest (49%) quadrants are more likely to state that they know nothing at all about the city budget than residents in the Northeast quadrant (31%). Residents in the Northwest quadrant are also more likely to state that they know nothing about the city budget than residents in the Southeast quadrant (53% vs. 39%).
- Among residents who state that they know nothing at all about the taxes they pay to the city, 28% feel that taxes are too high for the quality of city services received.
- Among residents who state that they know a little about the taxes they pay to the city, 37% feel that taxes are too high for the quality of city services received.

Budget & Taxes



Which statement best describes the way you feel about the taxes you pay?

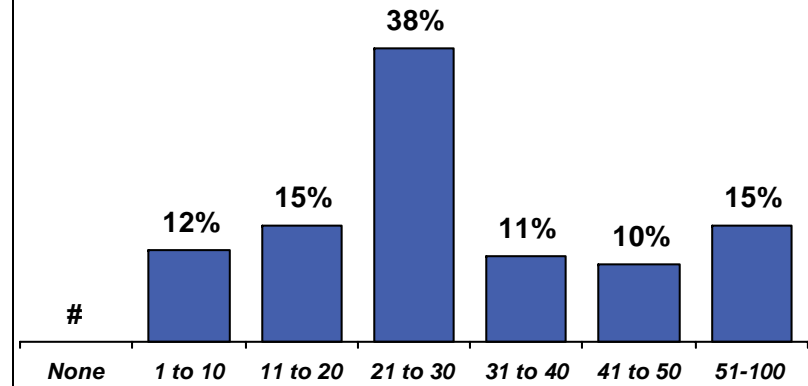
(Total)



n=1146

What percent of your annual property taxes do you believe goes to Winter Park?

(Total)

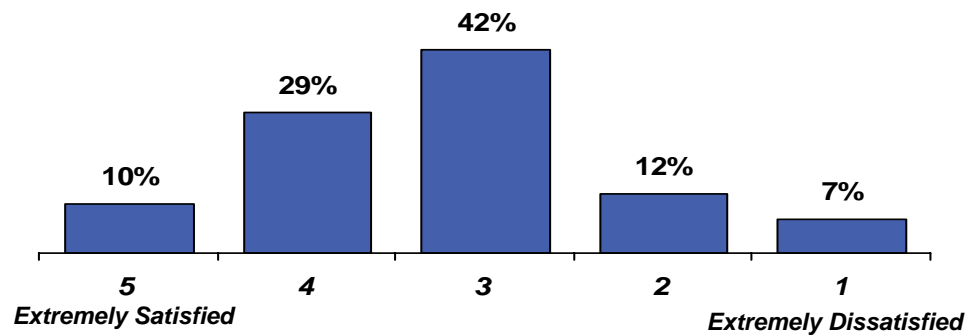


* Don't know = 69% of total

n=359

Satisfaction with City of Winter Park in terms of using tax dollars in the manner that residents prefer

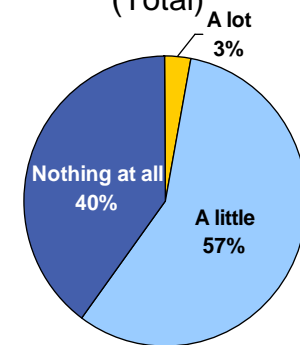
(Total)



n=1024

How much do you say that you know about the City Budget?

(Total)



n=1120

Budget & Taxes



Question	City Quadrant			
	Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
Statement that best describes how you feel about the taxes you pay to the City of Winter Park	n=259	n=569	n=274	n=43
Taxes are just right for amount and quality of services received	49% C	39%	33%	55% BC
Taxes are too high for amount and quality of services received	26%	38% AD	35%	23%
Taxes are high, but the city is providing more services at a higher quality than I expect	11%	12%	12%	19%
Taxes are too low for the amount and quality of service received	2%	1%	2%	1%
Do not feel qualified to answer	12% D	10% D	18% D	3%
Satisfaction with the City of Winter Park in terms of using your tax dollars in the manner that you prefer.	n=240	n=526	n=218	n=39
<u>Top 2 Box (5/4)</u>	43%	39%	34%	46%
Extremely Satisfied – 5	7%	8%	17% A	14%
4	36% C	30% C	17%	32% C
3	38%	41%	50%	43%
2	15% D	11%	10%	5%
Extremely Dissatisfied – 1	3%	10% A	6%	6%
What percentage of your annual property taxes do you believe goes to Winter Park?	n=95	n=186	n=65	n=13*
None	#	0%	0%	0%
1 to 10	7%	14%	14%	11%
11 to 20	14%	16% D	13%	3%
21 to 30	41%	42%	22%	31%
31 to 40	18%	7%	9%	25%
41 to 50	6%	13%	7%	5%
51 to 100	14%	8%	35% AB	26%
Refused/Unsure (Not included in the base)	64%	68%	77% A	70%
How much would you say you know about the city budget?	n=253	n=556	n=268	n=43
A lot	3%	3%	2%	#
A little	66% C	59% C	45%	51%
Nothing at all	31%	39%	53% AB	49% A

* Caution: Low base

= Less than 0.5%



IMPORTANCE OF INITIATIVES

Importance of Initiatives



IMPORTANCE OF INITIATIVES – ACTION FROM CITY GOVERNMENT

According to residents, the top four most important initiatives (those receiving the most Top 2 Box ratings) in terms of city government continuing to take action are:

- Improving traffic flow through the city (78%)
- Providing better maintenance of the streets (73%)
- Maintaining the existing park standard of 10 acres of parkland per 1,000 residents (72%)
- Improving the water quality in lakes (72%).

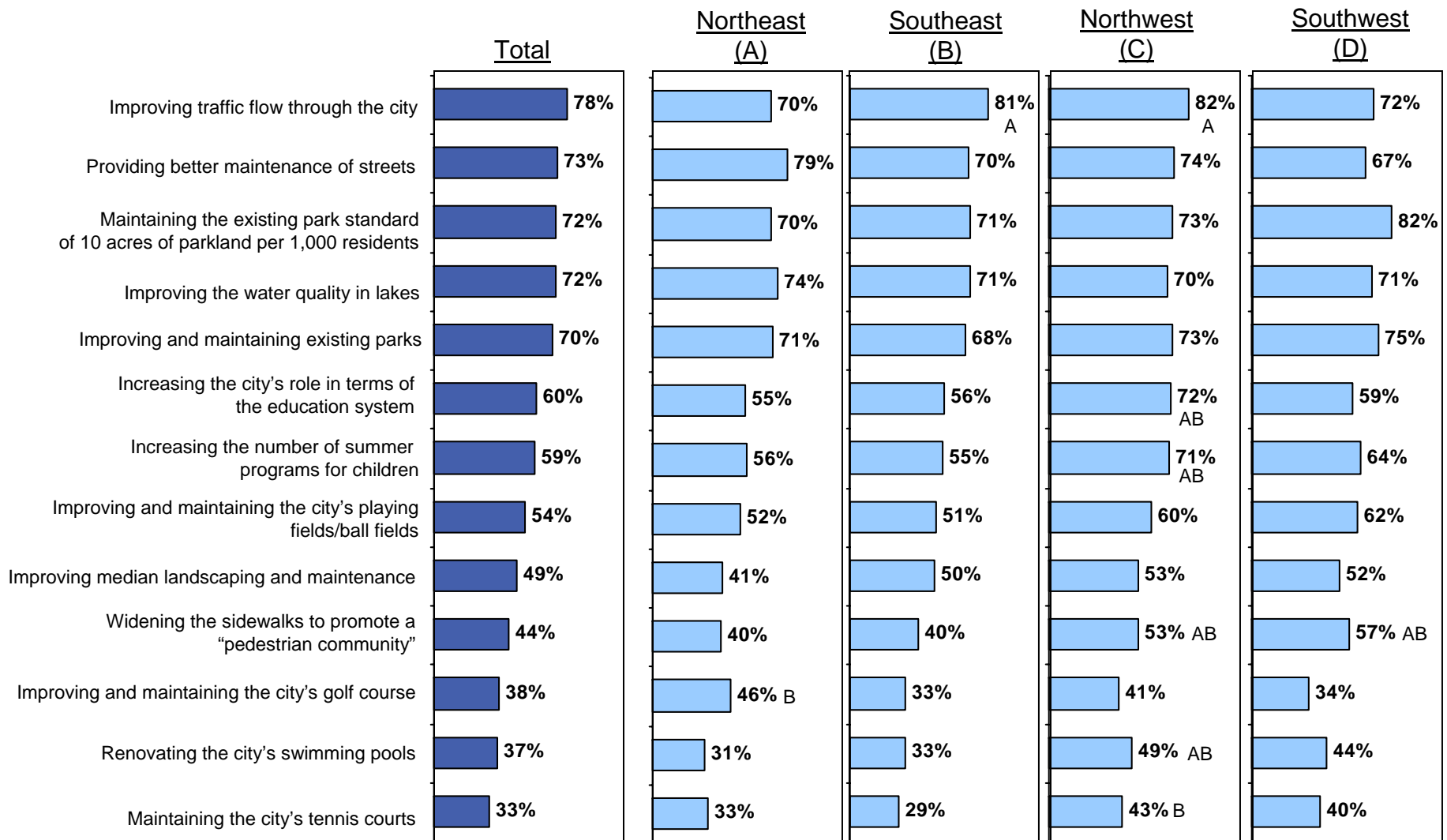
The four initiatives receiving the fewest Top 2 Box ratings in terms of city government continuing to take action are:

- Maintaining the city's tennis courts (33%)
- Renovating the city's swimming pools (37%)
- Improving and maintaining the city's golf course (38%)

Importance of Initiatives



Importance of initiatives in terms of city government continuing to take action Based on Top 2 Box Ratings





CODE ENFORCEMENT

Code Enforcement

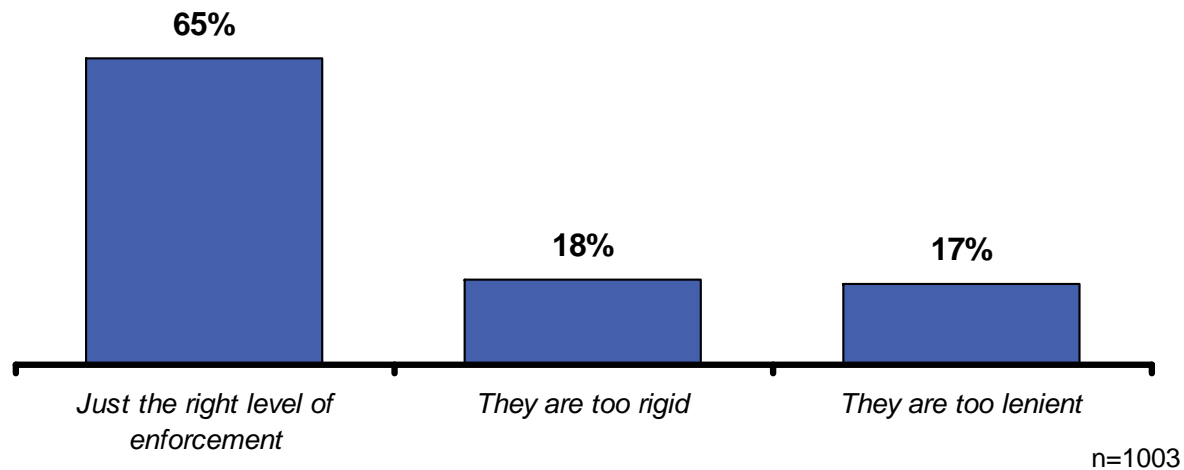


CODE ENFORCEMENT

Approximately two-thirds (65%) of residents feel that the City of Winter Park's code enforcement is just at the right level; 18% feel it is too rigid and 17% feel it is too lenient.

- Compared to all other city quadrants (17% Northeast, 18% Southeast, and 20% Northwest), fewer residents in the Southwest quadrant feel that Winter Park's code enforcement is too rigid (3%).

Satisfaction with the City of Winter Park's enforcement of city regulations (Total)



Satisfaction with the City of Winter Park's enforcement of city regulations	City Quadrant			
	Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
	n=225	n=491	n=247	n=39
Just the right level of enforcement	61%	67%	63%	75%
They are too rigid	17% D	18% D	20% D	3%
They are too lenient	22%	15%	17%	22%



COMMUNICATIONS

SATISFACTION WITH THE CITY IN TERMS OF COMMUNICATING WITH RESIDENTS

Most residents are satisfied with the City of Winter Park in terms of communicating with residents (68% rated satisfaction 4 or 5 on a 5-point scale).

- Considerably more residents in the Southeast quadrant (9%) rate communication poor than residents in Northeast (3%) and Southwest (2%) quadrants.

PREFERENCES IN TERMS OF RECEIVING CITY INFORMATION

More than eight-in-ten residents reported that they prefer to receive information from the city through direct mail (83%). Print media came in second with 37% of residents mentioning this option.

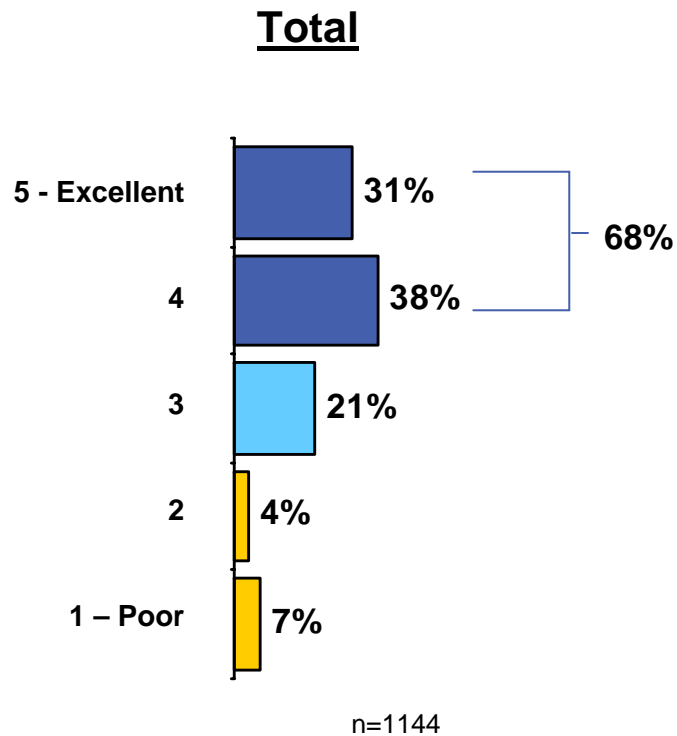
SUPPORT OF BROADCAST EXPENDITURE

When asked how supportive residents are of a \$50,000 annual expenditure to broadcast City Commission meetings on the government access channel, most residents state that they are not supportive of such spending (65% rated 1 or 2 on a 5-point scale). Only 17% are supportive (rated 4 or 5 on a 5-point scale).

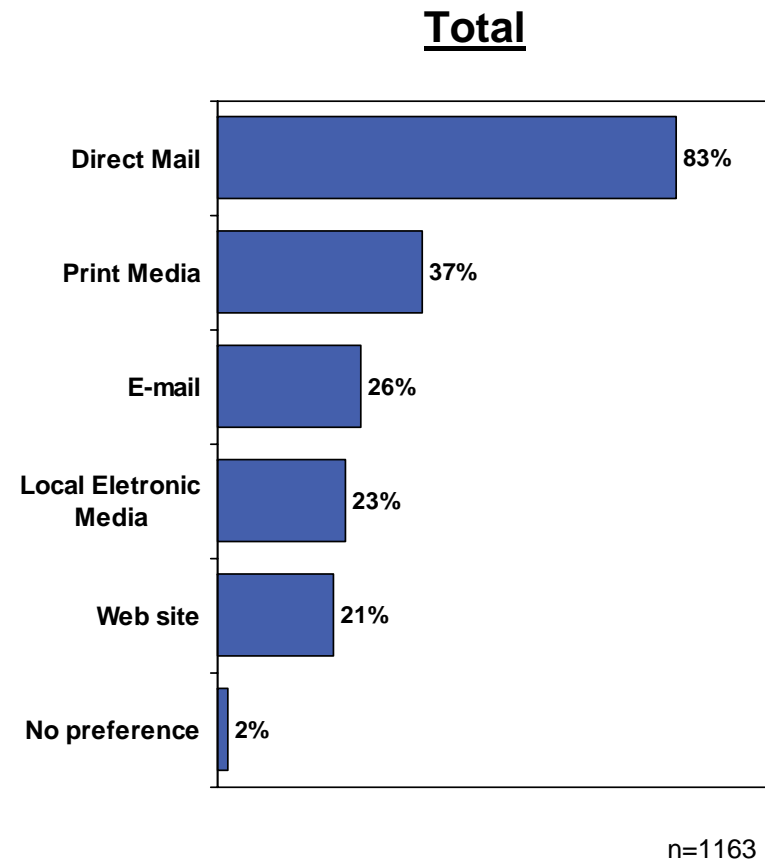
CITY WEBSITE

Forty-four percent of residents have visited the City of Winter Park website. Residents who have visited the city's website usually visit it quarterly (34%) or monthly (30%).

Overall satisfaction with the City of Winter Park in terms of communicating with residents

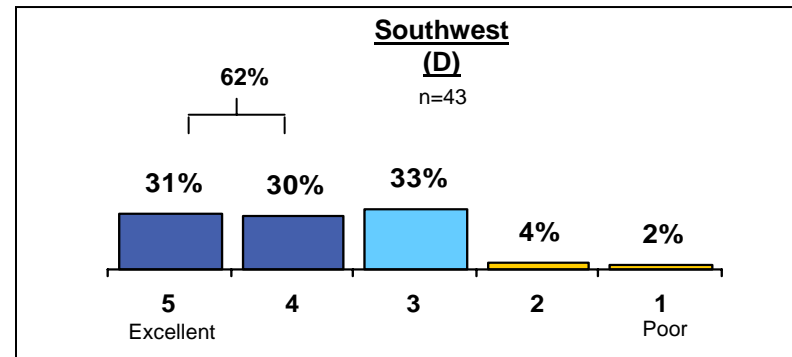
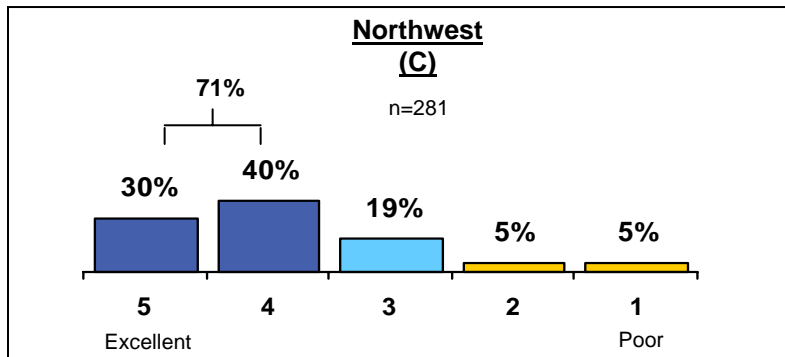
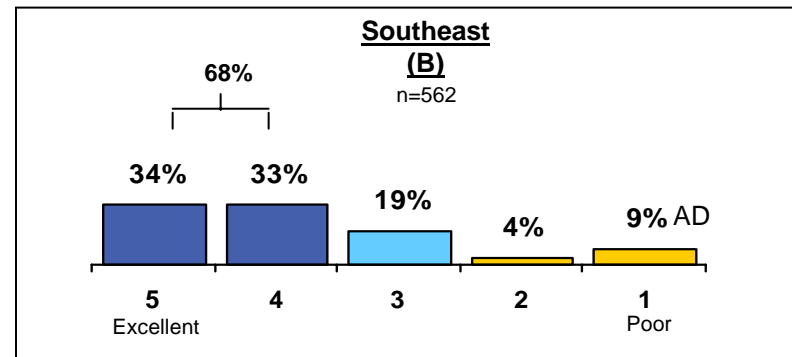
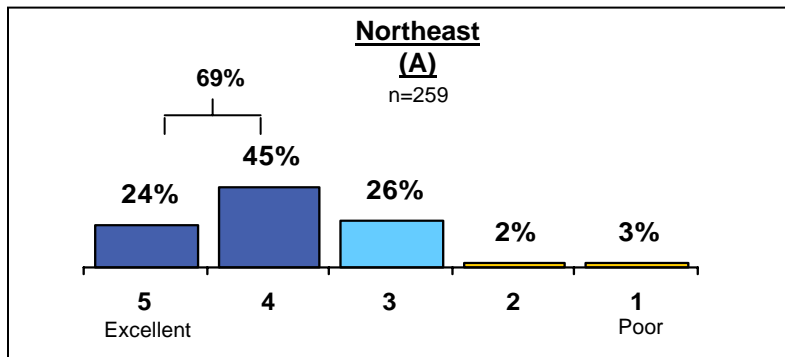


How would you prefer to receive city information?*



* Multiple responses accepted

Overall satisfaction with the City of Winter Park in terms of communicating with residents (By City Quadrant)



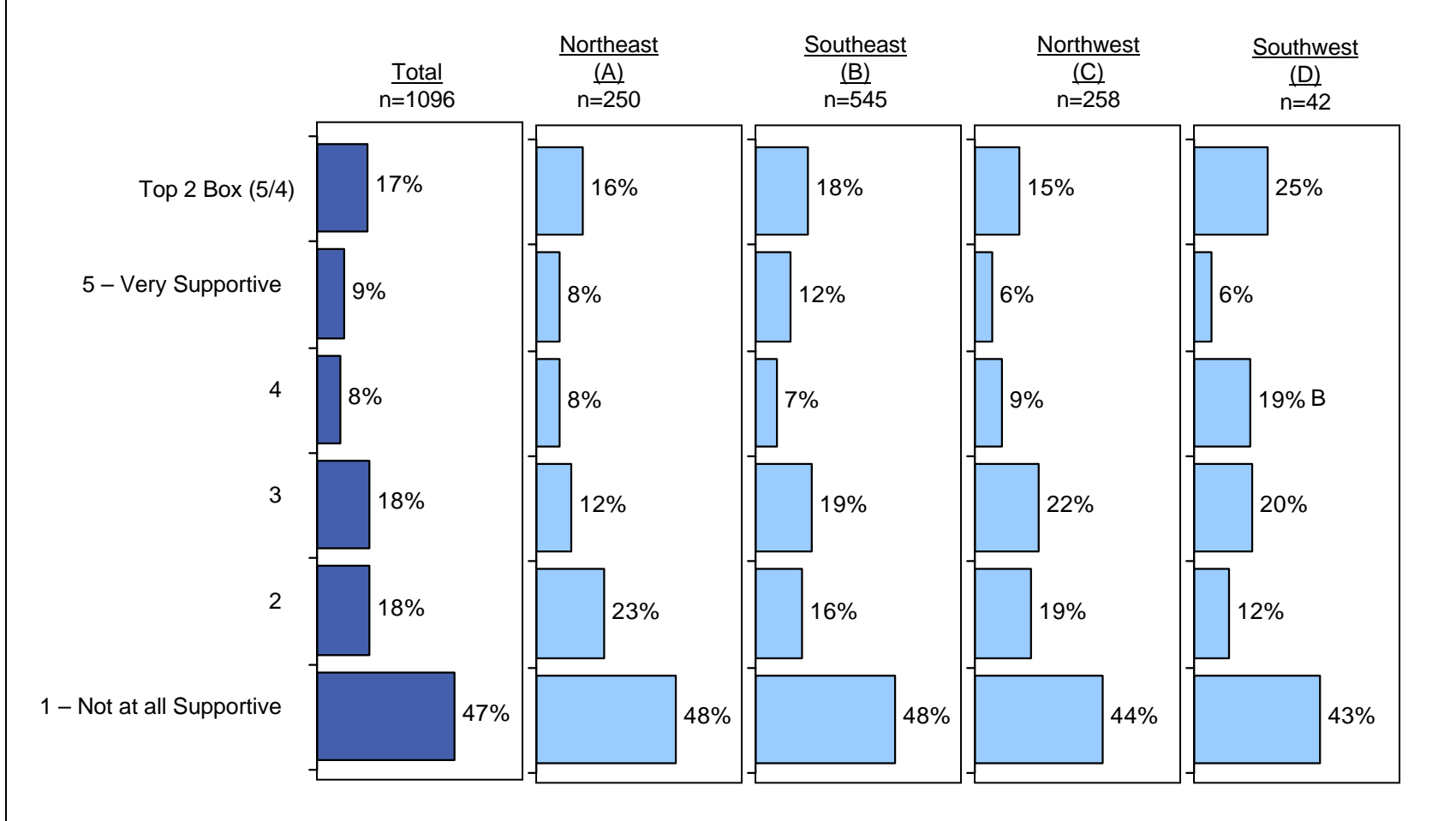
How would you prefer to receive city information?* (By City Quadrant)

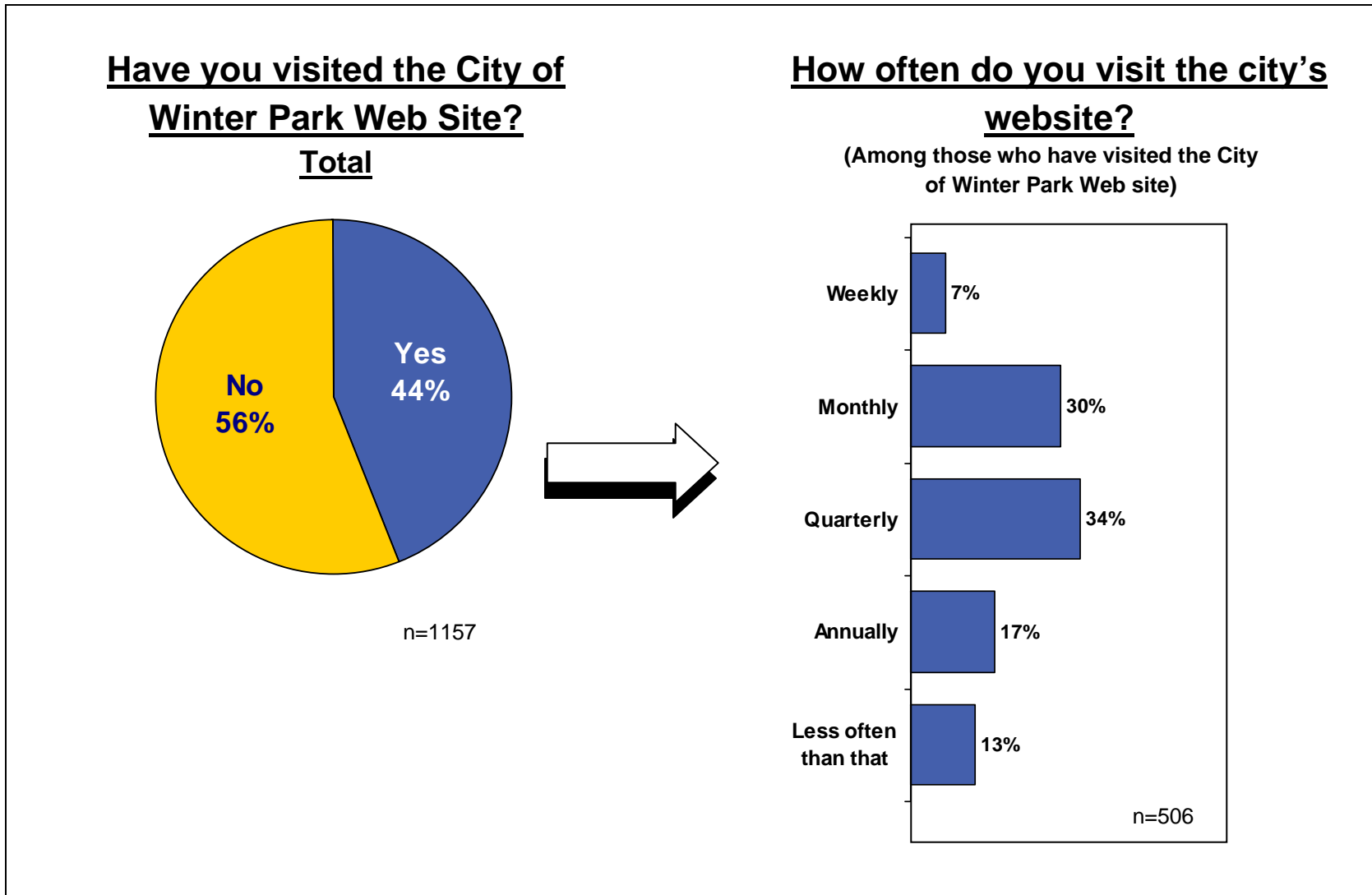
Preference regarding receiving city information	City Quadrant			
	Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
	n=332	n=308	n=295	n=203
Direct Mail	89% B	80%	83%	91% B
Print Media	38%	39%	32%	35%
E-mail	32% C	26%	20%	27%
Local Electronic Media	23%	25%	23%	19%
Web site	29%	20%	18%	20%
No preference	1%	2%	2%	#

* Multiple responses accepted

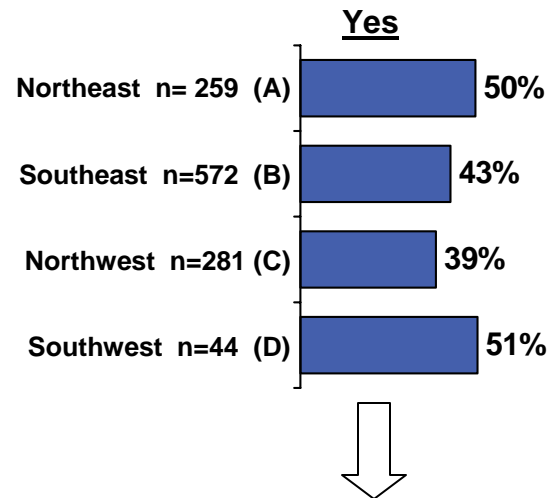
= Less than 0.5%

How supportive would you be of a \$50,000 annual expenditure to broadcast City Commission meetings on the government access channel, Orange TV?





Have you visited the City of Winter Park Web Site? (By City Quadrant)



How often do you visit the city's website? (By City Quadrant)

How often do you visit the city's website?	City Quadrant			
	Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
	n=128	n=246	n=109	n=22
Weekly	4%	8%	7%	8%
Monthly	35%	25%	36%	27%
Quarterly	38% C	37%	23%	27%
Annually	18%	13%	21%	25%
Less often than that	5%	16% A	14%	13%




SUGGESTIONS FOR IMPROVEMENT

Suggestions for Improvement



SUGGESTIONS FOR IMPROVEMENT

When residents were asked what one or two things they would change to make residents more satisfied with the service the city provides, the top two suggestions most frequently provided are to fix the streets (16%) and improve traffic flow (8%).

- Residents in the Northeast quadrant (5%) are more likely to mention 'deny/move Carlisle project' than residents in the Northwest (0%) and Southwest quadrants (0%).
- Significantly more residents in the Northwest quadrant (5%) suggested improvements related to parking around town than respondents in the Northeast quadrant (0%).

Suggestions for Improvement



If you were running the City of Winter Park, what one or two things would you change to make residents more satisfied with the service the city provides? (Top Mentions – 2% or higher)	Total	City Quadrant			
		Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
	n= 648	n=152	n=310	n=164	n=22
Fix broken streets/Repave streets/Don't use bumpy brick/Maintain a smooth road surface/Better maintenance of brick streets	16%	12%	19%	14%	7%
Improve traffic flow	8%	4%	11%	7%	6%
Limit the over building of land both residential and business	6%	5%	7%	3%	10%
Go back to Progress/Power goes off more often now that the city has taken over the utilities/Reduce power outages	6%	10%	4%	5%	3%
Better communication with all residents of Winter Park	5%	2%	6%	4%	7%
Hire more police/More visible walking/bike patrol police officers in the downtown area	4%	3%	6%	2%	4%
Do not allow massive buildings to be built in Winter Park/Do not allow any three story buildings	4%	6%	3%	2%	13%
Reduction in charges for electricity	3%	4%	3%	2%	1%
Underground power lines	3%	7%	2%	2%	1%
Filter storm water from streets and yards/Improve street drainage	3%	1%	3%	3%	1%
Update the water lines so the water will taste better/Check water quality more closely	2%	#	4%	2%	1%
Traffic control (Non-specific)	2%	0%	3%	1%	#
Enforce speed limits on small side streets/residential areas/main road thru town	2%	2%	1%	2%	4%
Make stop lights trigger according to volume of traffic/Synchronize traffic lights	2%	1%	1%	3%	1%
Listen more to the voice of the residents instead of special interests/Keep asking questions like this survey	2%	3%	2%	2%	1%
More information for residents on the city/Broadcast City Commission meetings	2%	1%	2%	3%	0%
More parks/Expand parks/playing fields	2%	0%	2%	3%	0%
Deny/Move the Carlisle project	2%	5% CD	1%	0%	0%
Decrease residential property taxes	2%	3%	4%	#	1%
Increase code enforcement (Non-specific)	2%	5%	0%	2%	9%
Improve parking around town/More citizen parking at City Hall/Better parking on New England Street/Downtown Pennsylvania Ave./More parking for the rail station	2%	0%	2%	5% A	1%

* Multiple responses accepted

= Less than 0.5%



INVOLVEMENT IN THE CITY

Involvement in the City



WORK FOR THE CITY OR IN A PUBLIC OFFICE

Nearly all residents reported that they do not work or have any household member who works for the City of Winter Park (98%). In addition, the vast majority have never held a public office in the City of Winter Park or anywhere else (96%).

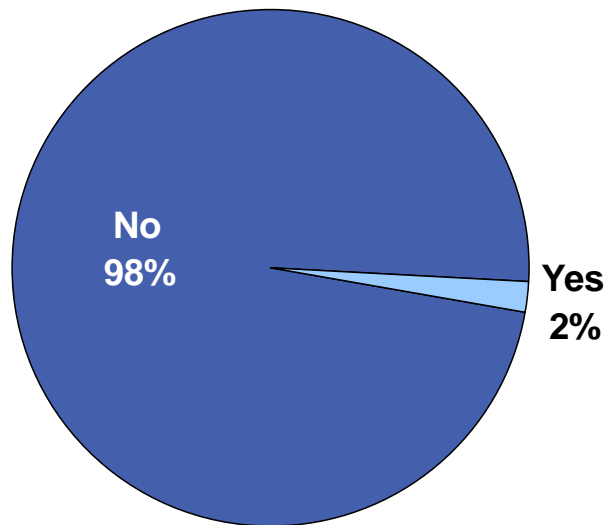
INVOLVEMENT IN THE CITY

Attending a city commission meeting (28%) and attending another public meeting other than the City Commission meeting (27%) were the two most frequently mentioned types of residents' involvement in the city.

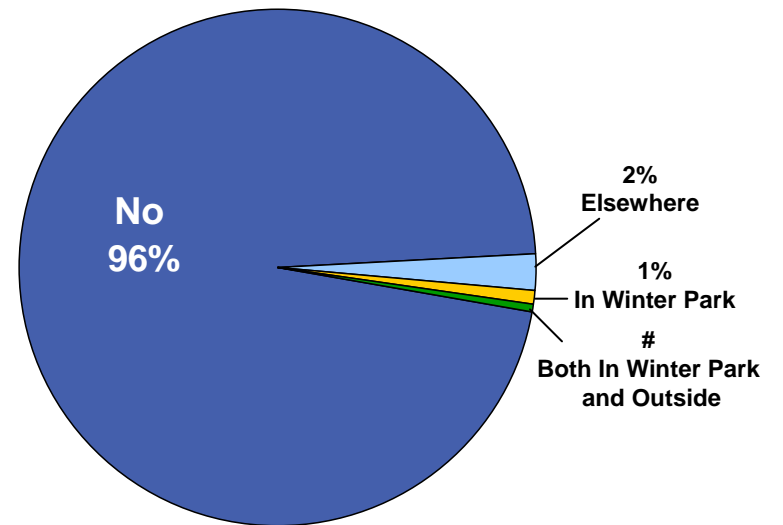
Involvement in the City



Do you or does any one in your household work for the City of Winter Park?



Do you currently, or have ever held a public office in the City of Winter Park?

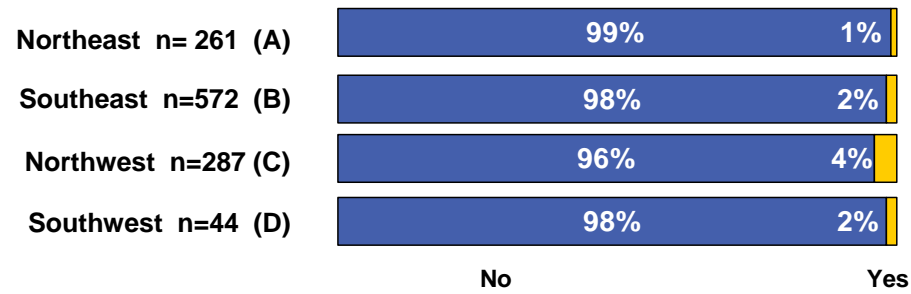


= Less than 0.5%

Involvement in the City



Do you or does any one in your household work for the City of Winter Park? (By City Quadrant)



Currently or ever held a public office in the City of Winter Park? (Top Mentions – 2% or higher)	City Quadrant			
	Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
	n=259	n=569	n=285	n=44
Yes, in City of Winter Park	1%	2%	#	0%
Yes, elsewhere	2%	2%	3%	6%
Yes, Both in Winter Park and Elsewhere	#	0%	0%	1%
No, have never held public office anywhere	97%	96%	97%	93%

= Less than 0.5%

Involvement in the City



In the past two years, have you...?*	Total	City Quadrant			
		Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
	n=1151	n=256	n=566	n=285	n=43
Attended a City Commission Meeting	28%	28%	28%	28%	23%
Attended a public meeting other than a City Commission Meeting (Net)	27%	30%	26%	23%	32%
Planning/Planning & Zoning	6%	9% C	7%	3%	3%
Carlisle meeting	2%	4%	1%	2%	1%
Development meeting/Building and Development/New developments	2%	1%	2%	2%	#
Public meetings (non-specific)	1%	3%	#	1%	3%
CRA/CRA Board	1%	#	0%	4% ABD	#
Coffee with the mayor/Coffee hour/Coffee with Commissions	1%	1%	1%	#	4%
Town meetings	1%	1%	1%	1%	1%
Meetings about flu epidemic	1%	0%	2%	0%	0%
Baldwin Park and its usage	1%	0%	1%	0%	1%
In reference to a local school/schools/Renovation of WP High School	1%	1%	#	1%	0%
Commuter rail meeting	1%	1%	#	2%	0%
One Winter Park meeting	1%	1%	1%	#	1%
Election campaign forum/Election meetings/Interviewing candidates for general election	1%	1%	1%	#	0%
Building heights	1%	0%	1%	#	0%
Written a letter to an elected official	18%	20% C	22% C	8%	21% C
Written a letter to a newspaper	10%	10%	13% C	5%	10%
Belonged to any political or non-political organization that has interest in city growth management	10%	10%	10%	10%	15%
None of the above	47%	45%	44%	53%	53%

* Multiple Responses Accepted

= Less than 0.5%



CLASSIFICATION

Classification



Classification	Total	City Quadrant			
		Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
Length of time resident of City of Winter Park	n= 1163	n=260	n=572	n=287	n=44
Less than 1 year	3%	1%	2%	7% ABD	1%
1-2 years	7%	5%	7%	8%	8%
3-9 years	24%	18%	27%	23%	20%
10-19 years	19%	24%	17%	17%	25%
20 years or more	47%	51%	47%	44%	46%
Average (In Years)	18.5	20.1	18.3	17.3	18.7
Resident of the City of Winter Park	n= 1162	n=258	n=572	n=287	n=44
Full-time	99%	98%	100%	99%	99%
Part-time	1%	2%	0%	1%	1%
Work in the Downtown Business District	n= 1163	n=262	n=571	n=287	n=44
Yes	9%	8%	9%	9%	5%
No	91%	92%	91%	91%	95%
Visit the Downtown Business District	n= 1050	n=239	n=518	n=251	n=42
Daily	8%	8%	7%	7%	14%
Weekly	36%	45% C	36%	26%	36%
Every two weeks	16%	11%	16%	19%	11%
Once a month	16%	13%	17%	16%	19%
Less often than that	25%	22%	24%	32%	20%

* Data weighted by quadrant to match 2000 US Census data for gender, race/ethnicity and household income

Classification



Classification	Total	City Quadrant			
		Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
Children living at home*	n=1153	n=260	n=572	n=277	n=44
Have Children under 21 living at home	25%	26% D	24% D	26% D	12%
Under 5	11%	13% D	12%	9%	5%
5-8	12%	13% D	13% D	9%	4%
9-12	11%	15% D	10%	9%	5%
13-16	11%	14% D	10%	11%	4%
17-20	8%	15% CD	7%	6%	2%
No children under 21 living at home	75%	74%	76%	74%	88% ABC
Type of school attended * (Among with children under 21 living at home)	n=274	n=65	n =132	n=71	n=5
Public school	77%	73%	78% D	81% D	46%
Private/Parochial school	41%	61% C	42%	21%	44%
Charter school	20%	37% CD	20% D	5%	0%
Home school	18%	36% CD	17% D	6%	0%
No school-age children living at home	7%	2%	9%	6%	13%
Race/Ethnic origin	n=1166	n=262	n=572	n=288	n=44
Caucasian/White	82%	91% C	89% C	57%	92% C
African-American/Black	10%	2%	2%	33% ABD	4%
Hispanic	6%	5%	6%	8%	4%
Asian	2%	#	3% D	1%	0%
American Indian	1%	1%	0%	2%	0%
Other	#	1%	0%	0%	0%

*Multiple responses accepted

= Less than 0.5%

** Data weighted by quadrant to match 2000 US Census data for gender, race/ethnicity and household income

Classification



Classification	Total	City Quadrant			
		Northeast (A)	Southeast (B)	Northwest (C)	Southwest (D)
Annual Household income	n=1166	n=262	n=572	n=288	n=44
Under \$25,000	25%	17%	21%	39% AB	29%
\$25,000 but under \$50,000	27%	22%	27%	29%	35%
\$50,000 but under \$75,000	16%	19%	17%	12%	18%
\$75,000 but under \$100,000	11%	13%	13%	6%	10%
\$100,000 but under \$150,000	10%	12%	11%	6%	7%
\$150,000 but under \$200,000	4%	4% D	4% D	4% D	0%
\$200,000 or more	7%	13% CD	7%	4%	2%
Average Household Income (In Thousands)	71.7	88.9 CD	74.5 CD	53.8	51.1
Rent or own home in the City of Winter Park	n=1148	n=257	n=560	n=287	n=44
Own	84%	95% BCD	87% C	68%	75%
Rent	16%	5%	13%	32% AB	25% A
Gender	n=1166	n=262	n=572	n=288	n=44
Male	47%	47%	45%	47%	52%
Female	53%	53%	54%	53%	48%

* Data weighted by quadrant to match 2000 US Census data for gender, race/ethnicity and household income