

# Bringing Opportunities Home

2013 Public Outreach Campaign Results

# **2013 OVERVIEW OF PUBLIC OUTREACH AND NATIONAL CITIZEN SURVEY**



# Outreach Summary

## Pasco County's Integrated Marketing Message

- **Citizen Surveys** – Performed an online survey on our own and a mail out survey through the National Research Center.
- **Citizen Meetings** – Three meetings held with two meetings played **live** on Pasco Government TV with interactive social media. Both live meetings continued to **re-play** throughout May and June.
- **“Bringing Opportunities Home” Web Page** - Updated with Survey, Public Meeting information, links to Public Meeting Presentation and videos, and Facebook link.
- **Social Media** - Up to **937** “likes” or subscribers on our *Bringing Opportunities Home to Pasco County* Facebook page. **A 363% increase over last year.**
- **Email GovQA Notice** - A maximum of **9,043** addresses received information on attending a meeting or taking the survey.
- **Flyers** - posted throughout County buildings, used as billboards on Govt. TV and with the Chambers of Commerce.
- **Articles in local media** – **15** news stories and **six** editorials were produced by the Tampa Bay Times and Tampa Tribune. In addition, the County produced **12** press releases.
- **PASCO 360** episode featured meeting information and where to find results and the budget process.

# National Citizen's Survey

- National Citizen Survey (NCS) is performed in over 500 communities annually.
- Contracted through the National Research Center (NRC) in concert with the International City/County Manager's Association (ICMA).
- We performed the NCS in 2009, 2012, and 2013.
- We used the same questions in an online survey in 2009, 2010, 2011, 2012, and 2013.

# Overview of NCS

- 1200 households randomly sampled (multiple surveys mailed)
- 163 surveys returned due to no residents
  - Online Survey had more than 1770 participants, but many questions were skipped
- 243 households replied to the survey
- 23% response rate (normal between 20% and 40%)
- +/- 6% margin of error (+/- 5% in 2009 and 2012)
- Difference between years can be “statistically significant” if greater than eight percentage points
- We received 5 different analysis reports:
  - Full report w/ Executive summary
  - Benchmark report
  - Demographic report
  - Geographic report
  - Open ended report
- Questions targeted in 8 “Focus Areas”

# 8 Focus Areas

- Community Quality
- Community Design
- Public Safety
- Environmental Sustainability
- Recreation and Wellness
- Community Inclusiveness
- Civic Engagement
- Public Trust

# NCS is Statistically Valid

Why is the NCS statistically valid?

- Addresses are randomly selected
- Surveys are sent to a sample size of 1200
- Need to receive a certain number of responses for results to be statistically valid
- The more responses the lower the margin or error
- Since we only received 243, the margin of error was only +/- 6% (versus +/- 5% in previous years)
- But we can be 95% confident that our results are +/- 6% even though we only received 243 responses

# **2013 NCS ANALYSIS**

# Key Drivers

“Key Drivers” are those things that correlate most strongly with residents’ perceptions about overall County service quality.

## 2009

- Public Schools \*
- Road Repair \*
- Sheriff Services \*

## 2012

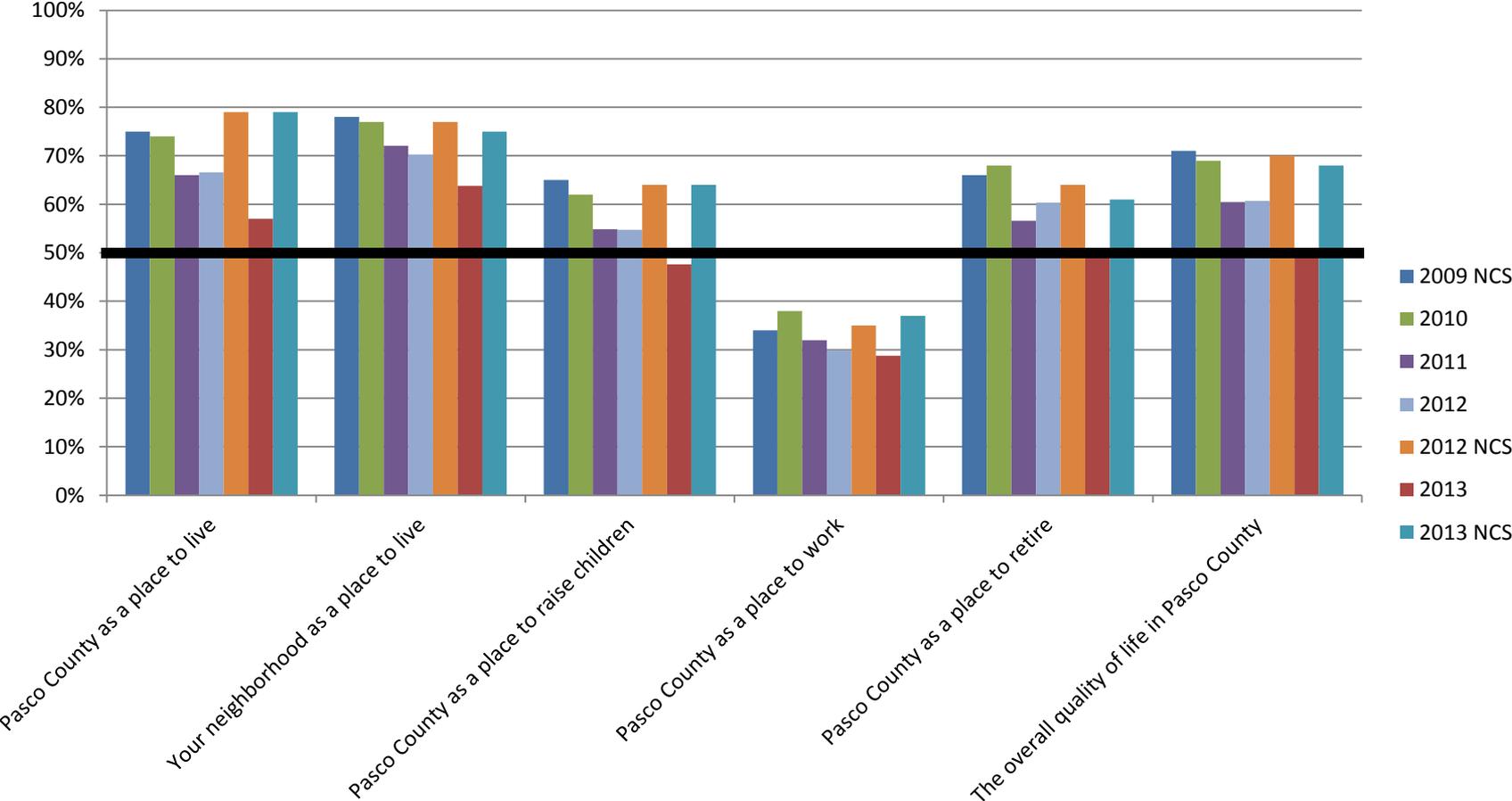
- Ambulance or EMS
- Animal Control \*
- Drinking Water \*
- Economic Development \*
- Sheriff Services

## 2013

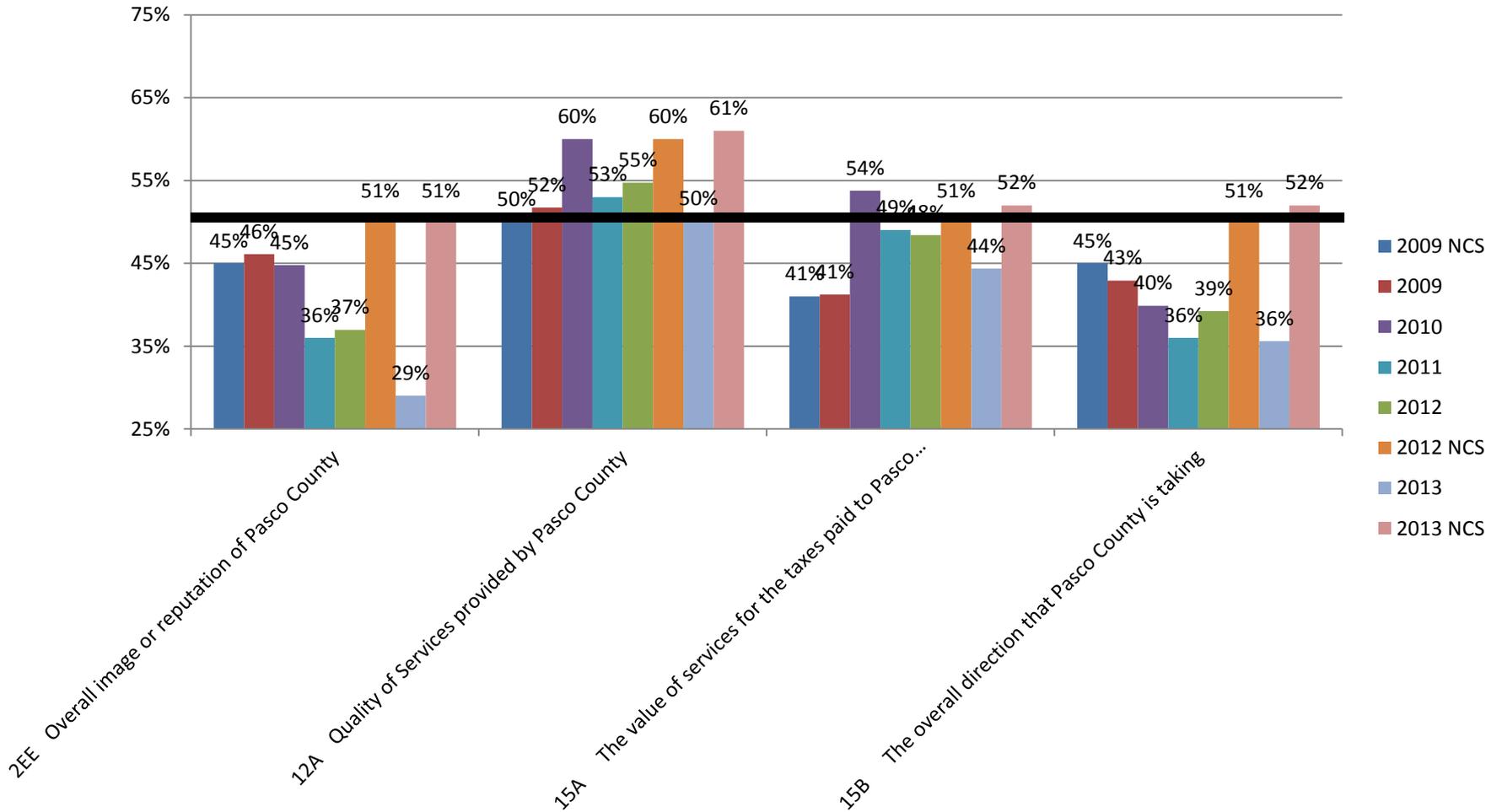
- Code Enforcement \*
- County parks \*
- Health services \*
- Preservation of natural areas \*

\* Below the benchmark

# Quality of Life Q1



# Pasco County Related Questions



# Benchmark Comparison Community Characteristics

- Potential to be compared to 500 jurisdictions.
- Out of 31 Community Characteristics (Q2)
  - 1 ranked “Above”
  - 11 (or 9) ranked as “Similar”
  - 3 ranked as “Below”
  - 16 ranked as “Much below”

# Benchmark Comparison

## Community Characteristics

- We ranked **101 out of 265** in positive responses for ***Availability of affordable quality housing***, which was “Above” the benchmark.
- We ranked **106 out of 220** in positive responses for **Variety of housing options**, which was “Similar” to the benchmark.
- We ranked **103 out of 213** in positive responses for ***Availability of affordable quality health care***, which was “Similar” to the benchmark.
- We ranked **250 out of 300** for positive responses for ***Overall appearance of Pasco County***, which was “Much below” the benchmark.
- We ranked **248 out of 295** for positive responses to ***Overall image or reputation of Pasco County***, which was “Much below” the benchmark.

# Benchmark Comparison Community Characteristics

Ranked as “Above” or “Similar”

Question #	% Excellent/Good for the following Questions	2009 NCS	2012 NCS	2013 Online	2013 NCS	Benchmark Rank	# of Comps	Comparison to Benchmark
2-24	Availability of affordable quality housing	45%	53%	39%	52%	101	265	Above
2-5	Overall quality of new development in Pasco County	48%	52%	38%	58%	164	244	Similar
2-6	Variety of housing options	60%	62%	50%	65%	106	220	Similar
2-8	Shopping opportunities	63%	61%	47%	58%	125	249	Similar
2-17	Ease of car travel in Pasco County	37%	45%	43%	59%	158	257	Similar
2-23	Amount of public parking	31%	45%	38%	49%	104	201	Similar
2-25	Availability of affordable quality child care	40%	42%	30%	50%	263	319	Similar
2-26	Availability of affordable quality health care	40%	46%	37%	60%	103	213	Similar
2-27	Availability of affordable quality food	61%	60%	50%	59%	119	175	Similar
2-28	Availability of preventative health services	49%	51%	44%	61%	92	170	Similar
2-29	Air quality	58%	69%	65%	75%	107	211	Similar
2-30	Quality of overall natural environment in Pasco County	60%	67%	60%	70%	140	230	Similar

# Benchmark Comparison Community Characteristics

Ranked as “Below” or “Much below”

Question #	% Excellent/Good for the following Questions	2009 NCS	2012 NCS	2013 Online	2013 NCS	Benchmark Rank	# of Comps	Comparison to Benchmark
2-2	Openness and acceptance of the community toward people of diverse backgrounds	53%	55%	46%	57%	172	247	Below
2-14	Opportunities to participate in religious or spiritual events and activities	70%	68%	60%	67%	152	172	Below
2-15	Opportunities to volunteer	61%	67%	63%	68%	165	220	Below

2-1	Sense of Community	54%	57%	40%	56%	221	265	Much below
2-3	Overall appearance of Pasco County	56%	50%	33%	55%	250	300	Much below
2-4	Cleanliness of Pasco County	44%	55%	34%	58%	187	231	Much below
2-7	Overall quality of business and service establishments in Pasco County	59%	52%	41%	50%	176	220	Much below
2-9	Opportunities to attend cultural activities	33%	36%	26%	30%	239	260	Much below
2-10	Recreational Opportunities	45%	45%	39%	50%	216	262	Much below
2-11	Employment Opportunities	12%	17%	13%	18%	215	266	Much below
2-12	Educational Opportunities	34%	45%	38%	41%	203	237	Much below
2-13	Opportunities to participate in social events and activities	39%	42%	36%	42%	184	210	Much below
2-16	Opportunities to participate in community matters	45%	50%	44%	50%	192	218	Much below
2-18	Ease of bus travel in Pasco County	23%	22%	22%	26%	173	193	Much below
2-19	Ease of bicycle travel in Pasco County	19%	26%	20%	31%	240	258	Much below
2-20	Ease of walking in Pasco County	27%	26%	22%	31%	244	251	Much below
2-21	Availability of paths and walking trails	30%	33%	26%	35%	194	227	Much below
2-22	Traffic flow on major streets	22%	35%	28%	38%	188	287	Much below
2-31	Overall image or reputation of Pasco County	45%	51%	29%	51%	248	295	Much below

# Benchmark Comparisons

## Quality of Services

Out of 40 Quality of Services (Q11)

- 15 ranked as “Similar”
- 11 ranked as “Below”
- 14 ranked as “Much below”

# Benchmark Comparisons

## Quality of Services

Ranked as “Similar”

Question #	% Excellent/Good for the following Questions	2009 NCS	2012 NCS	2013 Online	2013 NCS	Benchmark Rank	# of Comps	Comparison to Benchmark
11-1	Quality of Sheriff services (law enforcement)	75%	80%	75%	81%	229	362	Similar
11-2	Quality of fire services	92%	90%	88%	91%	218	305	Similar
11-3	Quality of ambulance or emergency medical services	91%	87%	87%	90%	143	282	Similar
11-4	Quality of crime prevention	47%	52%	54%	63%	192	299	Similar
11-6	Quality of Municipal courts	58%	68%	57%	62%	100	175	Similar
11-10	Quality of garbage collection	79%	78%	75%	86%	144	302	Similar
11-11	Quality of recycling	49%	53%	55%	73%	224	308	Similar
11-16	Quality of power (electric and/or gas) utility	65%	67%	66%	76%	80	122	Similar
11-19	Quality of recreation centers or facilities	62%	59%	62%	65%	152	241	Similar
11-34	Quality of cable television	65%	57%	61%	61%	58	166	Similar
11-35	Quality of emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	64%	55%	62%	60%	141	238	Similar
11-37	Quality of mental health services	26%	42%	26%	41%	14	21	Similar
11-38	Quality of drug and alcohol services	24%	42%	26%	39%	9	18	Similar
11-39	Quality of adult protective services	30%	52%	33%	46%	8	15	Similar
11-40	Quality of agricultural/farm advisor	32%	55%	52%	50%	9	14	Similar

# Benchmark Comparisons

## Quality of Services

Question #	% Excellent/Good for the following Questions	2009 NCS	2012 NCS	2013 Online	2013 NCS	Benchmark Rank	# of Comps	Comparison to Benchmark
11-5	Quality of fire prevention and education	64%	69%	64%	72%	211	248	Below
11-7	Quality of traffic enforcement on County roads and highways	55%	63%	53%	60%	244	322	Below
11-8	Quality of road repair	34%	44%	24%	37%	263	367	Below
11-12	Quality of yard waste pick-up	56%	59%	50%	67%	181	222	Below
11-13	Quality of storm drainage	48%	51%	35%	57%	256	315	Below
11-15	Quality of sewer services	54%	65%	56%	70%	220	263	Below
11-17	Quality of County parks	76%	75%	74%	75%	210	275	Below
11-27	Quality of health services	49%	56%	47%	64%	110	165	Below
11-31	Quality of public library services	72%	71%	73%	79%	242	296	Below
11-32	Quality of public information services	52%	56%	51%	55%	198	239	Below
11-36	Quality of preservation of natural areas such as open space, farmlands and greenbelts	45%	54%	50%	53%	159	226	Below

11-9	Quality of bus or transit services	29%	41%	33%	42%	155	190	Much below
11-14	Quality of drinking water	42%	52%	48%	59%	218	272	Much below
11-18	Quality of recreation programs or classes	59%	62%	56%	55%	232	278	Much below
11-20	Quality of Pasco County open space	50%	58%	56%	60%	16	21	Much below
11-21	Quality of nature programs or classes	38%	55%	45%	45%	12	12	Much below
11-22	Quality of available historic sites	35%	44%	36%	40%	13	14	Much below
11-23	Quality of Land use, planning and zoning	23%	39%	24%	32%	231	251	Much below
11-24	Quality of Code enforcement (weeds, abandoned buildings, etc)	19%	29%	20%	30%	297	312	Much below
11-25	Quality of Animal control	35%	45%	33%	48%	251	281	Much below
11-26	Quality of Economic development	30%	31%	21%	34%	197	245	Much below
11-28	Quality of services to seniors	46%	61%	53%	53%	229	260	Much below
11-29	Quality of services to youth	32%	43%	30%	42%	203	240	Much below
11-30	Quality of services to low income people	29%	39%	33%	29%	211	219	Much below
11-33	Quality of public schools	54%	58%	48%	51%	173	215	Much below

# 2012 Open Ended Report Summary

What do you think are the three biggest issues facing Pasco County over the next several years?		
		Percent of Respondents
Jobs/unemployment/poor economy	<b>JOBS &amp; ECONOMIC DEVELOPMENT</b>	37%
Government/taxes/budget/maintaining levels of service	<b>FINANCIAL SUSTAINABILITY</b>	34%
Infrastructure-roads/traffic/public transit/health care	<b>TRANSPORTATION</b>	32%
Growth management/planning/environment	<b>GROWTH/ENVIRONMENT</b>	21%
Crime/drugs/public safety		20%
Housing cost/property values/vacancies/foreclosure		16%
Education		14%
Economic development		13%
Image/code enforcement- cleaning up the County/homelessness		8%
Utilities/water		4%
Aging population issues		3%
Other		15%
Don't Know		3%

Total may exceed 100% as respondents could select more than one category.

# 2013 Open Ended Report Summary

What do you think are the three biggest issues facing Pasco County over the next several years?		2012 RANK
	Percent of Respondents	
Infrastructure/roads/traffic/public transit	CREATE A THRIVING COMMUNITY 34%	3
Jobs/unemployment/poor economy	STIMULATE ECONOMIC GROWTH 33%	1
Crime/public safety/emergency planning	ENHANCE QUALITY OF LIFE 28%	5
Government/taxes/budget/maintaining levels of service	STIMULATE ECONOMIC GROWTH 27%	2
Growth management/planning	24%	
Housing cost/property values/foreclosure	17%	
Education	17%	
Economic development	9%	
Other	22%	
Don't know/No comment	4%	
Total may exceed 100% as respondents could select more than one category.		

**NOTE:** Emergency planning may have been a driver due to 2012 storms and the issues they caused, which included major impacts to road conditions and road repair response times.

# What Should We Focus On?

What do you think are the three biggest issues facing Pasco County over the next several years?	
	Percent of Respondents
Infrastructure/roads/traffic/public transit	CREATE A THRIVING COMMUNITY 34%
Jobs/unemployment/poor economy	STIMULATE ECONOMIC GROWTH 33%
Crime/public safety/emergency planning	ENHANCE QUALITY OF LIFE 28%
Government/taxes/budget/maintaining levels of service	STIMULATE ECONOMIC GROWTH 27%
Growth management/planning	24%
Housing cost/property values/foreclosure	17%
Education	17%
Economic development	9%
Other	22%
Don't know/No comment	4%
Total may exceed 100% as respondents could select more than one category.	

# Pasco County Action Chart

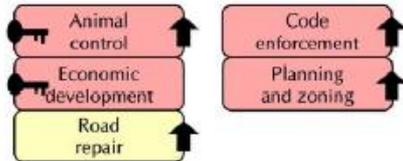
2012

2013

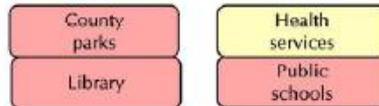
Overall Quality of Pasco County Services

Overall Quality of Pasco County Services

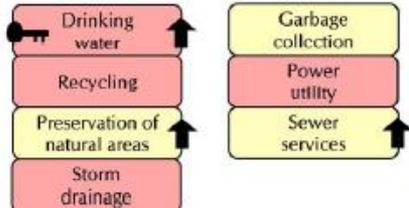
## Community Design



## Recreation and Wellness



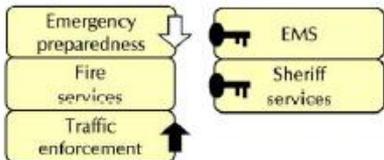
## Environmental Sustainability



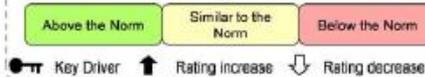
## Civic Engagement



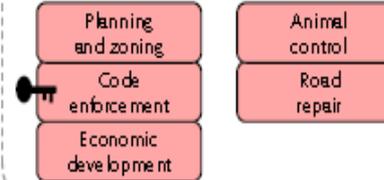
## Public Safety



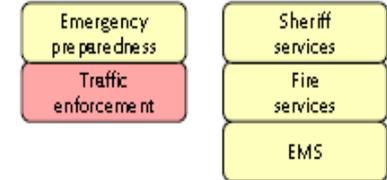
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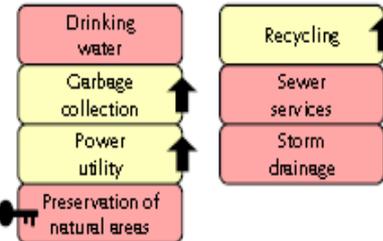
## Community Design



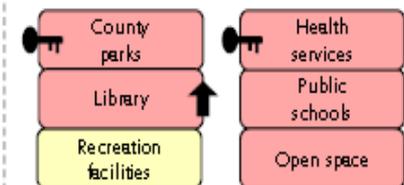
## Public Safety



## Environmental Sustainability



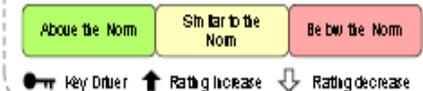
## Recreation and Wellness



## Civic Engagement



### Legend

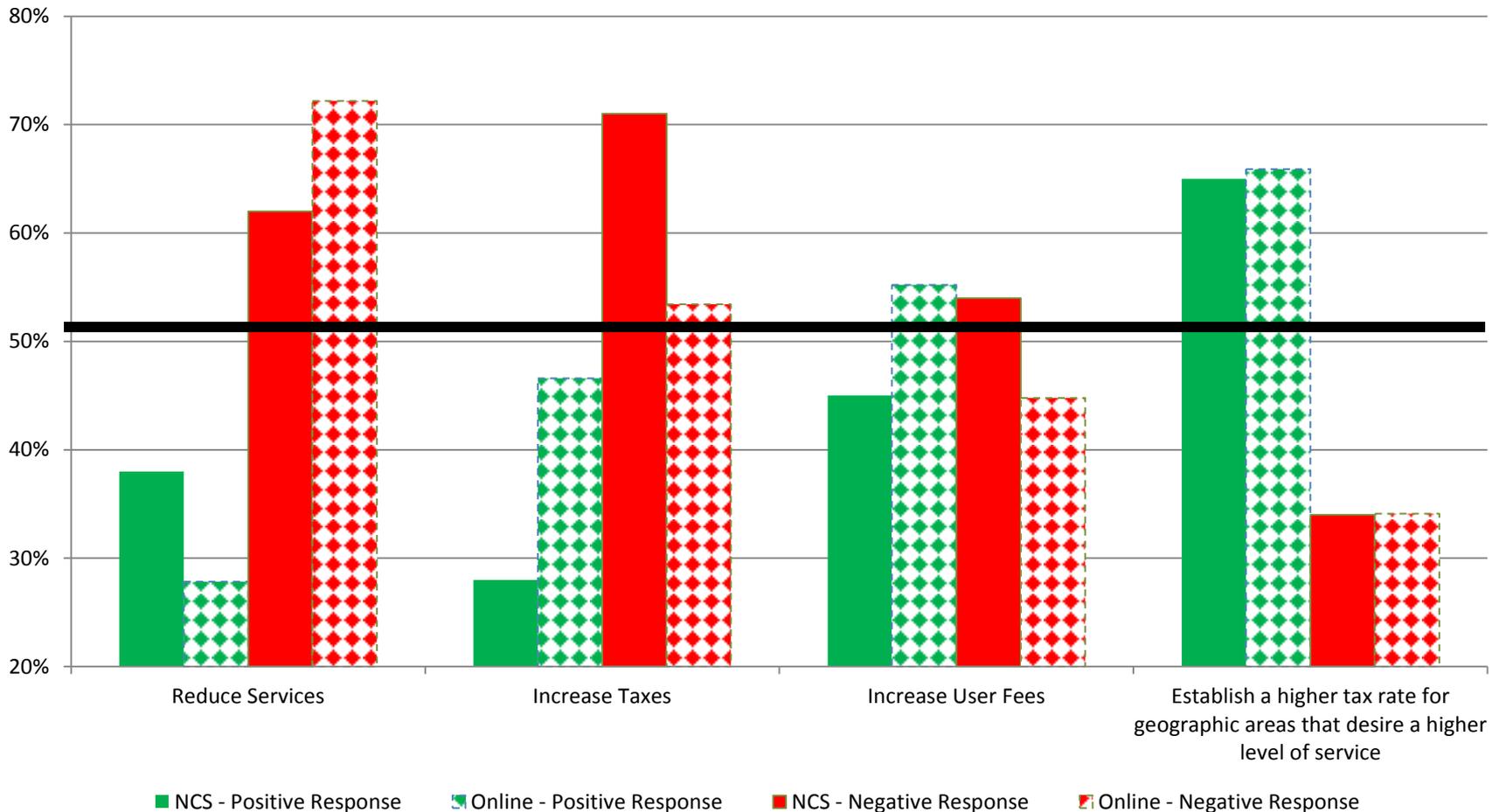


NOTE: chart from page 54 of NCS Report of Results DRAFT 2013

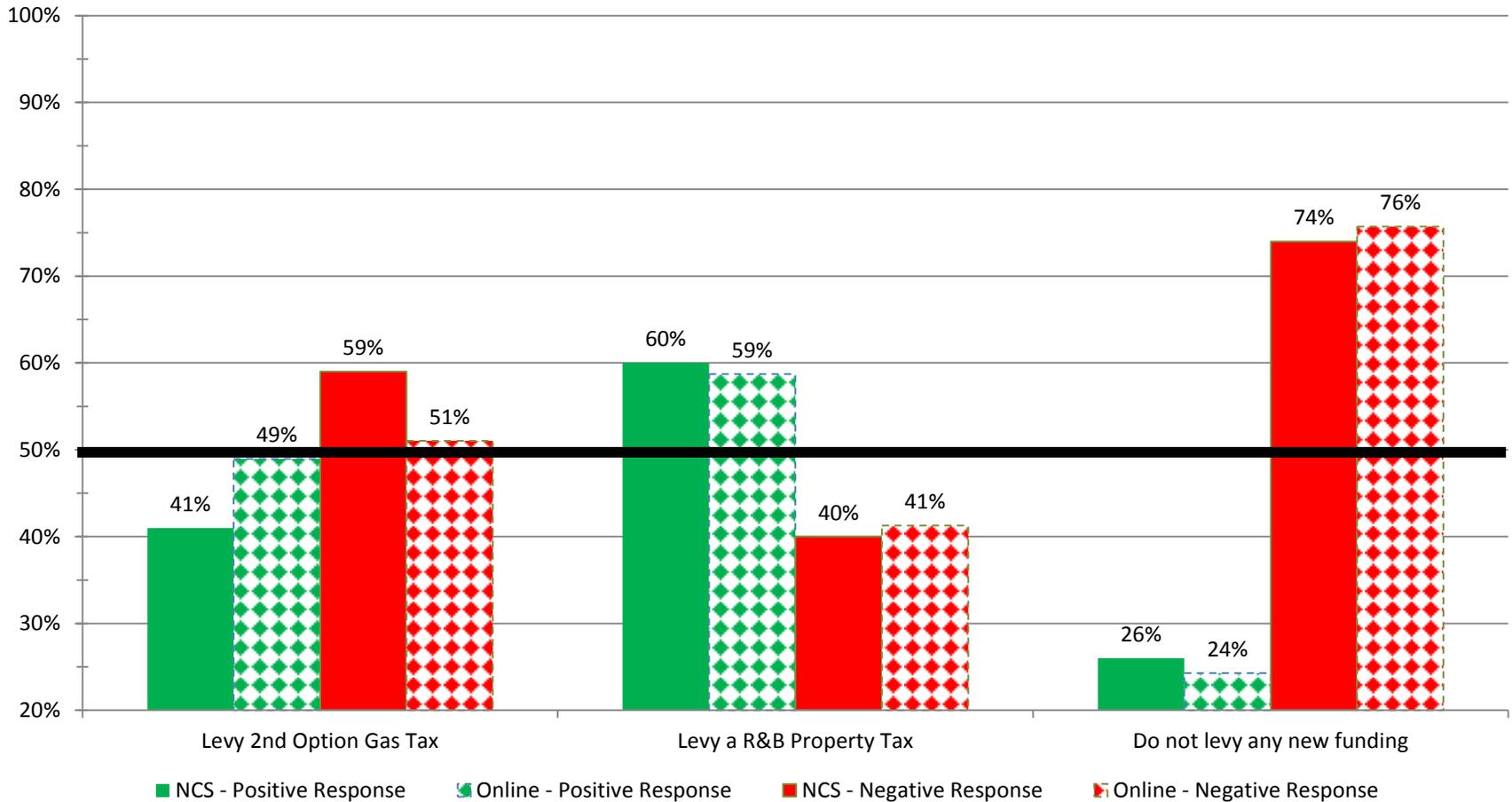
# **PASCO COUNTY SPECIFIC QUESTIONS**

# Support for Methods to Address Deficit

## NCS Pasco County specific Q18



# Support for Road & Bridge funding Pasco County specific Q19



# Open End Questions Summary

- Majority of respondents for both NCS and Online Survey (approx. 75%) agree that ***Do not levy any new funding is not a good option.***
- More respondents for both ***NCS and Online Survey (approx. 60%) preferred the Levy a R&B property tax*** over 2<sup>nd</sup> Option Gas Tax
- ***Majority of respondents for both NCS and Online Survey are against Reducing Services, but also against Raising Taxes.***
- ***Mixed responses for NCS and Online Surveys towards Increase User Fees.***

# Demographic Report

Questions 1-18 analyzed by the following demographics:

- Length of Residency
- Housing Tenure
- Annual Household Income
- Age of Respondent

# Examples of Demographic Comparisons

## Overall Quality of Life in Pasco County

- 68% - Overall positive responses. <sup>1</sup>
- 72% - Positive responses of ***Home Ownership is "Own"***. <sup>2</sup>
- 59% - Positive responses of ***Home Ownership is "Rent"***. <sup>1</sup>

## Your Neighborhood as a Place to Live

- 75% - Overall positive responses. <sup>1</sup>
- 77% - Positive responses of ***Age is 55+***. <sup>1</sup>
- 80% - Positive responses of ***Age is 35-54***. <sup>1</sup>
- 59% - Positive responses of ***Age is 18-34***. <sup>2</sup>

1 – down from 2012 NCS

2 – Up from 2012 NCS

# Summary of Demographic Comparisons

- Responses from those with a ***Household Income of \$100,000 or more felt more safe*** than lower groups for all questions.
- Responses from those with ***Length of Residency of “5 years or less” and “6 to 10 years” responded more positively for Pasco County as a Place to live*** than those with “More than 10 years”.
- Responses from those with ***Length of Residency of “5 years or less” and “6 to 10 years” responded more positively for The overall quality of life in Pasco County*** than those with “More than 10 years”.
- Responses ***varied for the subgroups for most other questions.***

# Examples of Demographic Comparisons

## Overall Quality of Life in Pasco County

- 68% - Overall positive responses. <sup>1</sup>
- 85% - Positive responses of ***Length of Residency 6-10 yrs.***
- 79% - Positive responses of ***Household Income both "\$50,000 to \$99,999" and "\$100,000 or more".***

## Your Neighborhood as a Place to Live

- 75% - Overall positive responses.
- 86% - Positive responses of ***Length of Residency 5 yrs or less.***
- 81% - Positive responses of ***Home Ownership is "Own".***

# Geographic Report

- Questions 1-18 analyzed by the following geographic:
  - East
  - West
  - Central

# Examples of Geographic Comparisons

## Pasco County as a Place to Live

- 79% - Overall positive responses.
- 85% - Positive responses of those that ***live in the East.***
- 86% - Positive responses of those that ***live in the Central*** portion of the County.
- 61% - Positive responses of those that ***live in the West.***

## Overall Quality of Life in Pasco County

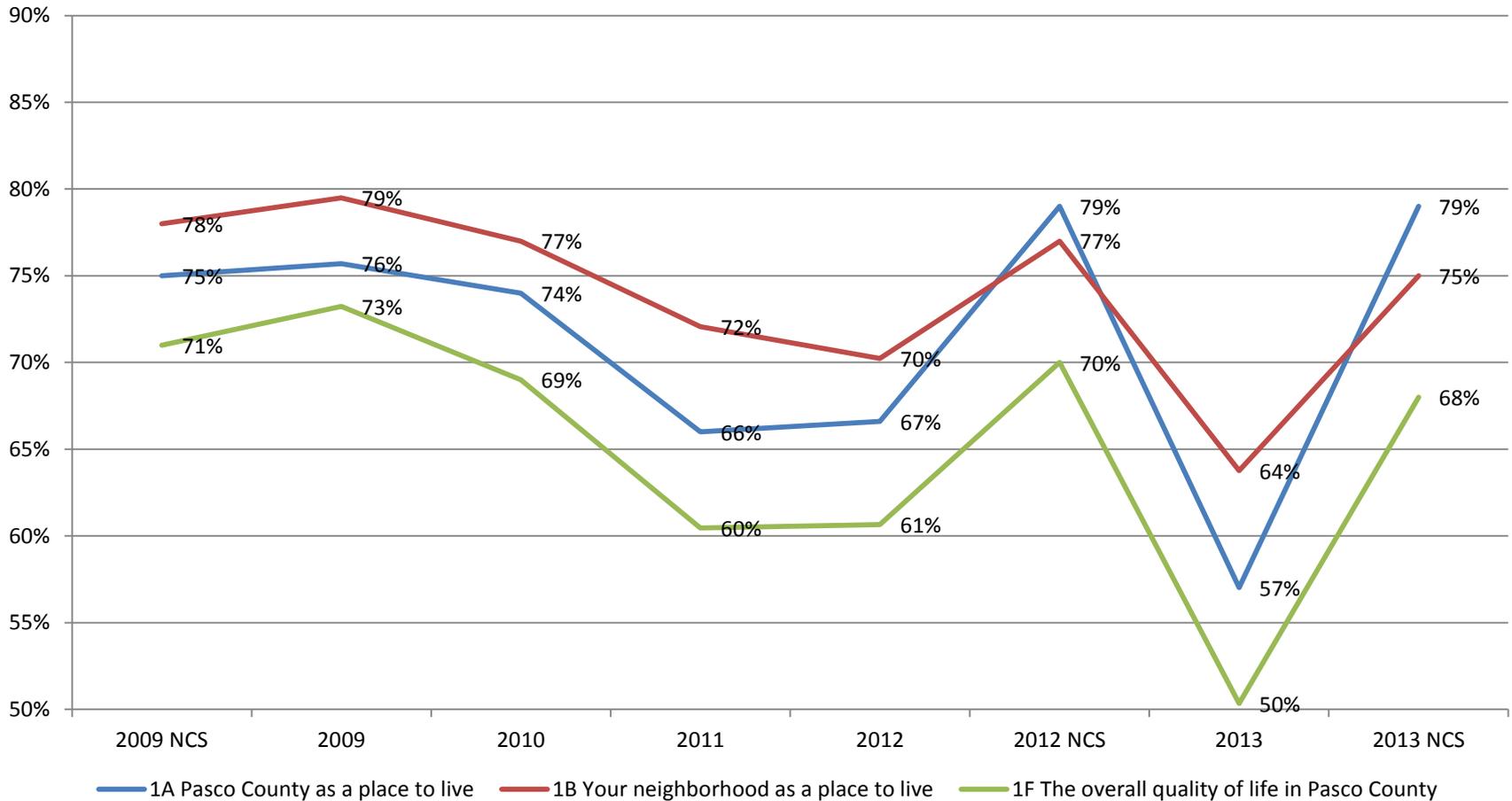
- 68% - Overall positive responses.
- 72% - Positive responses of those that ***live in the East.***
- 76% - Positive responses of those that ***live in the Central*** portion of the County.
- 53% - Positive responses of those that ***live in the West.***

# Summary of Geographic Comparisons

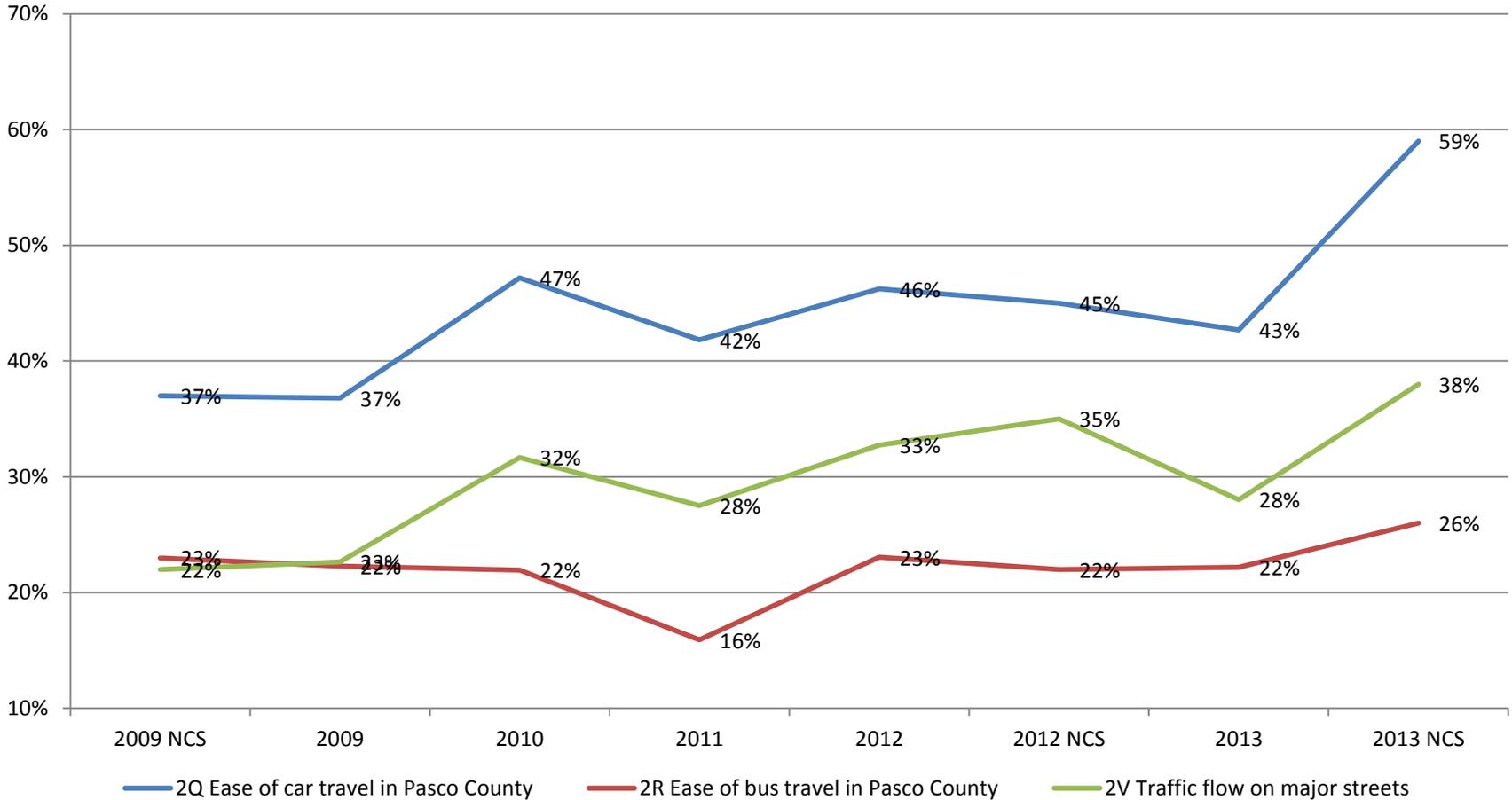
- Responses from those who live in the ***East and Central parts of the County*** rated more positive for ***“Community Characteristics”*** than those in the West.
- The differences of geography pertaining to ***“Quality of Services”*** varied depending on the service.
- Responses from those who live in the ***East and Central parts of the County*** rated more positive for ***“Impression of Pasco employees”*** than those in the West.
- Responses from those who live in the ***East and Central parts of the County*** rated more positive for ***“Recommend living in Pasco to someone that asks”*** and ***“Remain in Pasco County for the next five years”*** than those in the West.

# Supporting Charts

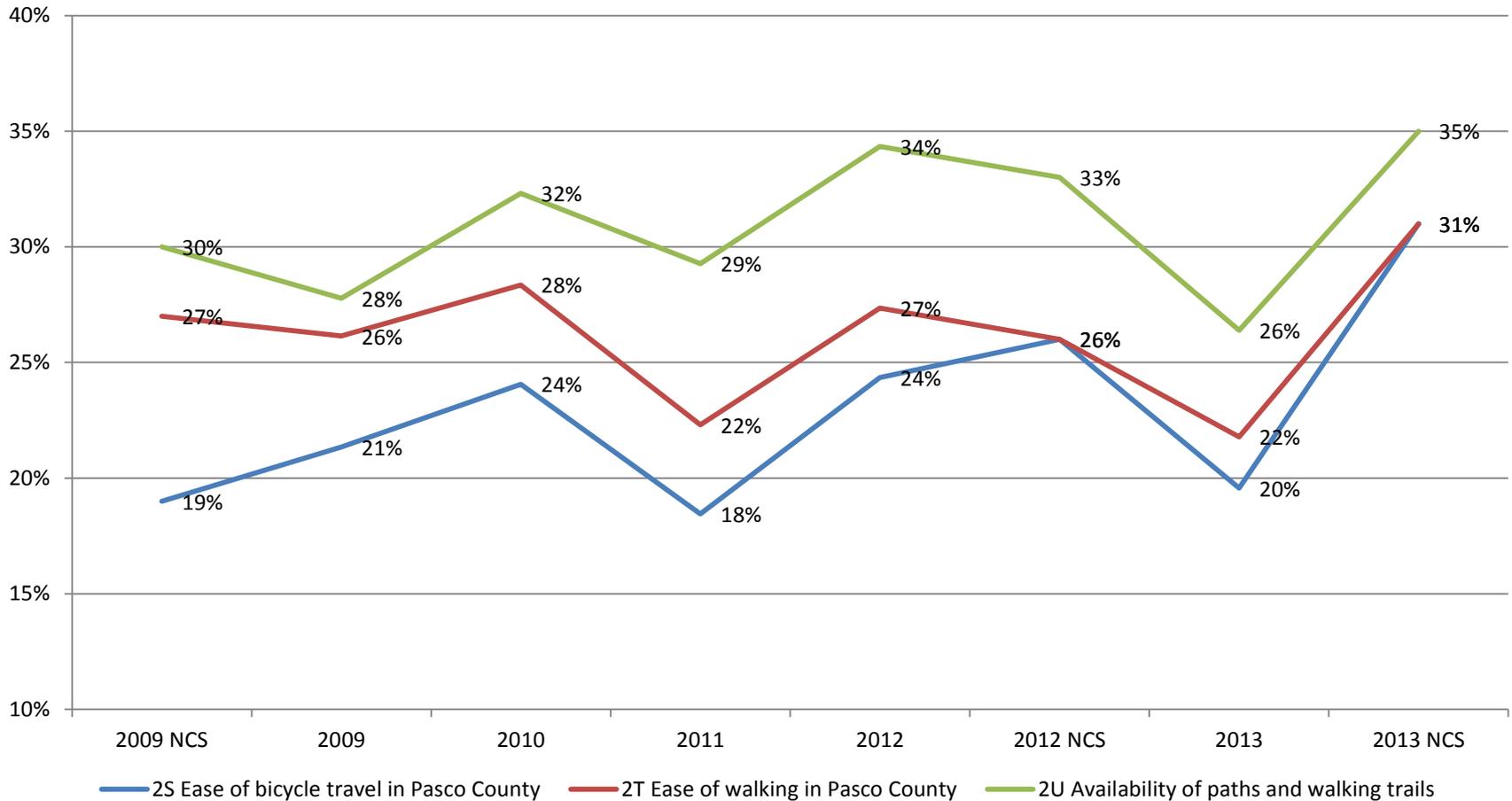
# Community Quality



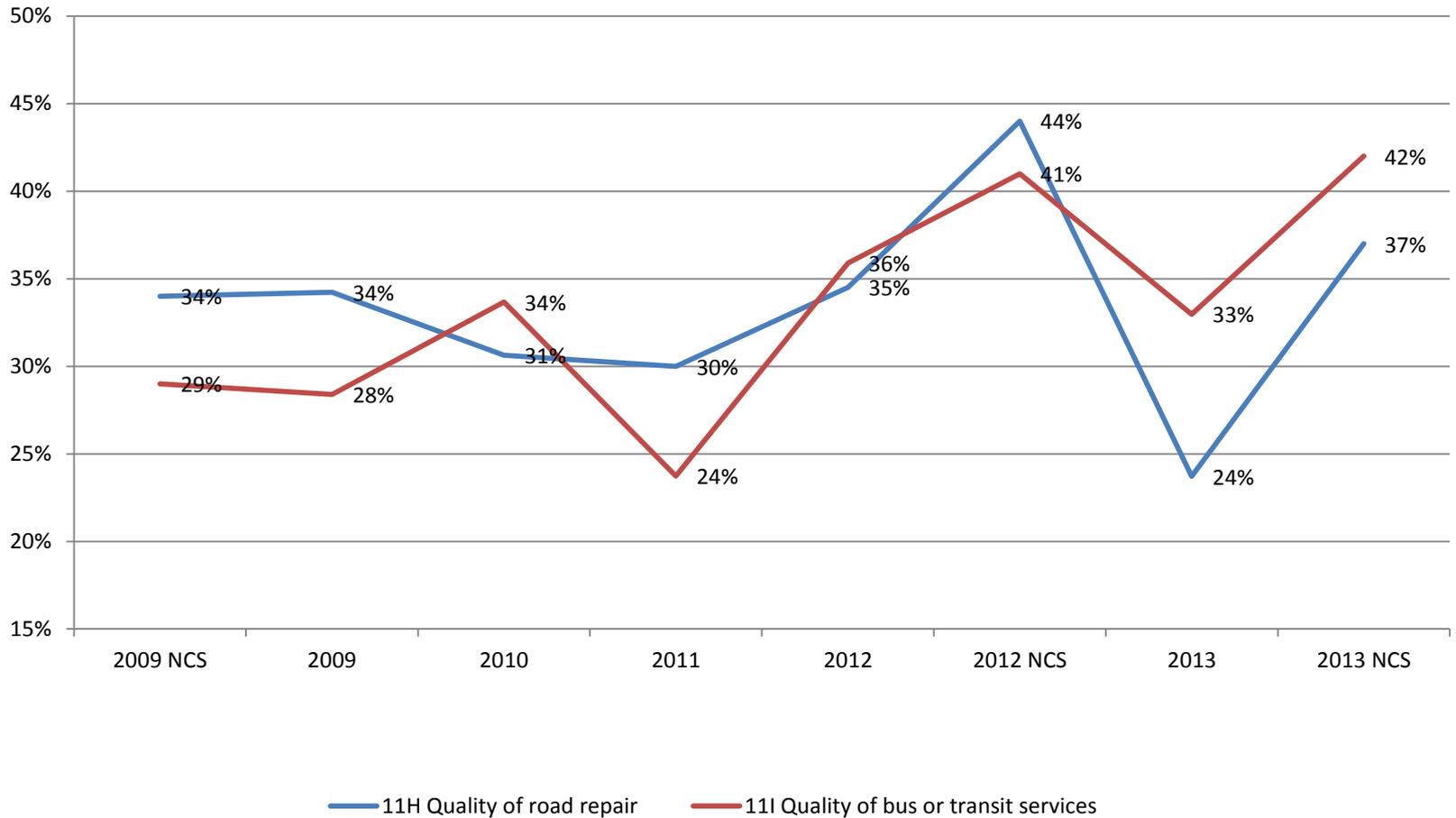
# Community Design - Transportation



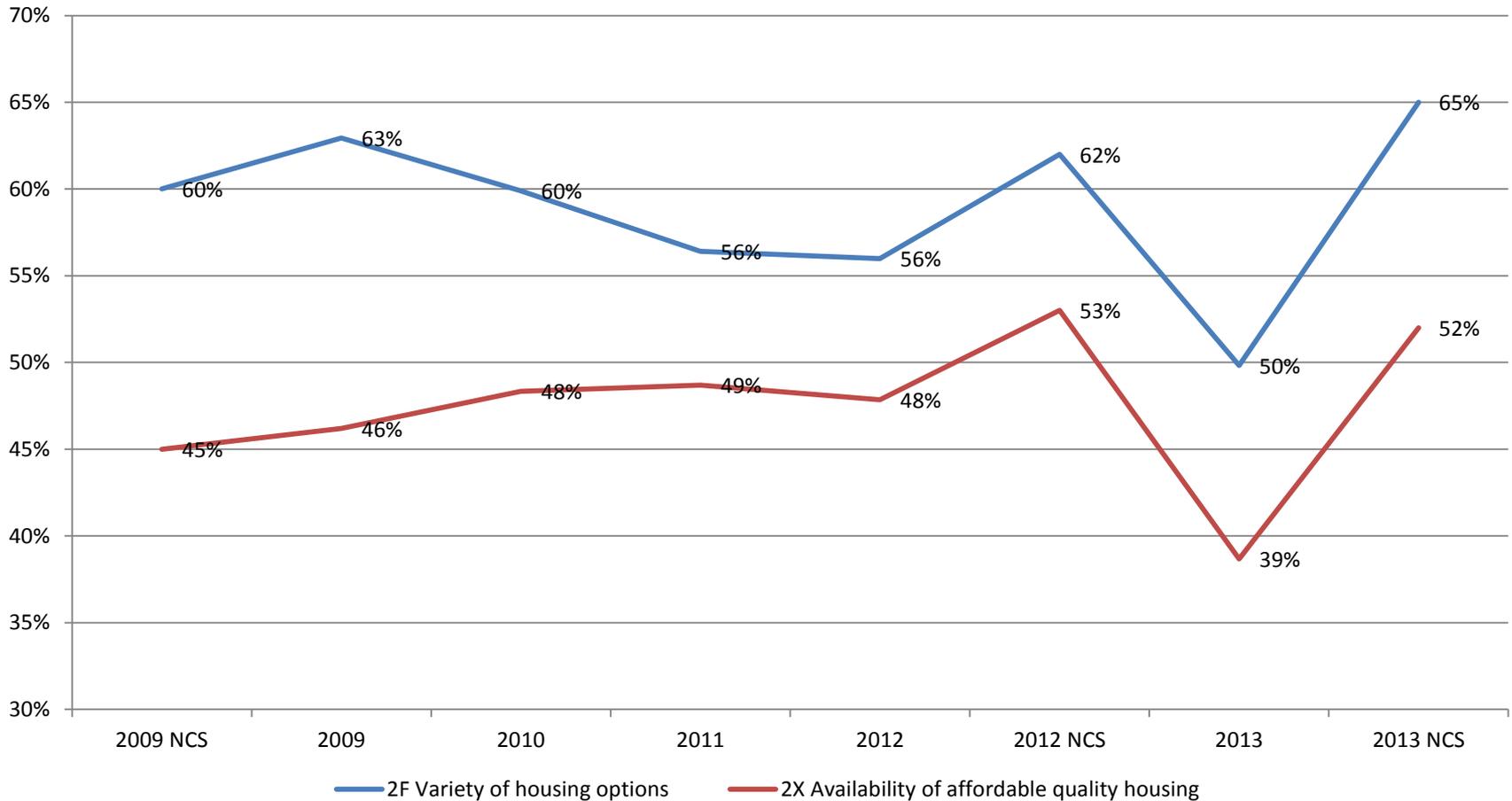
# Community Design - Transportation



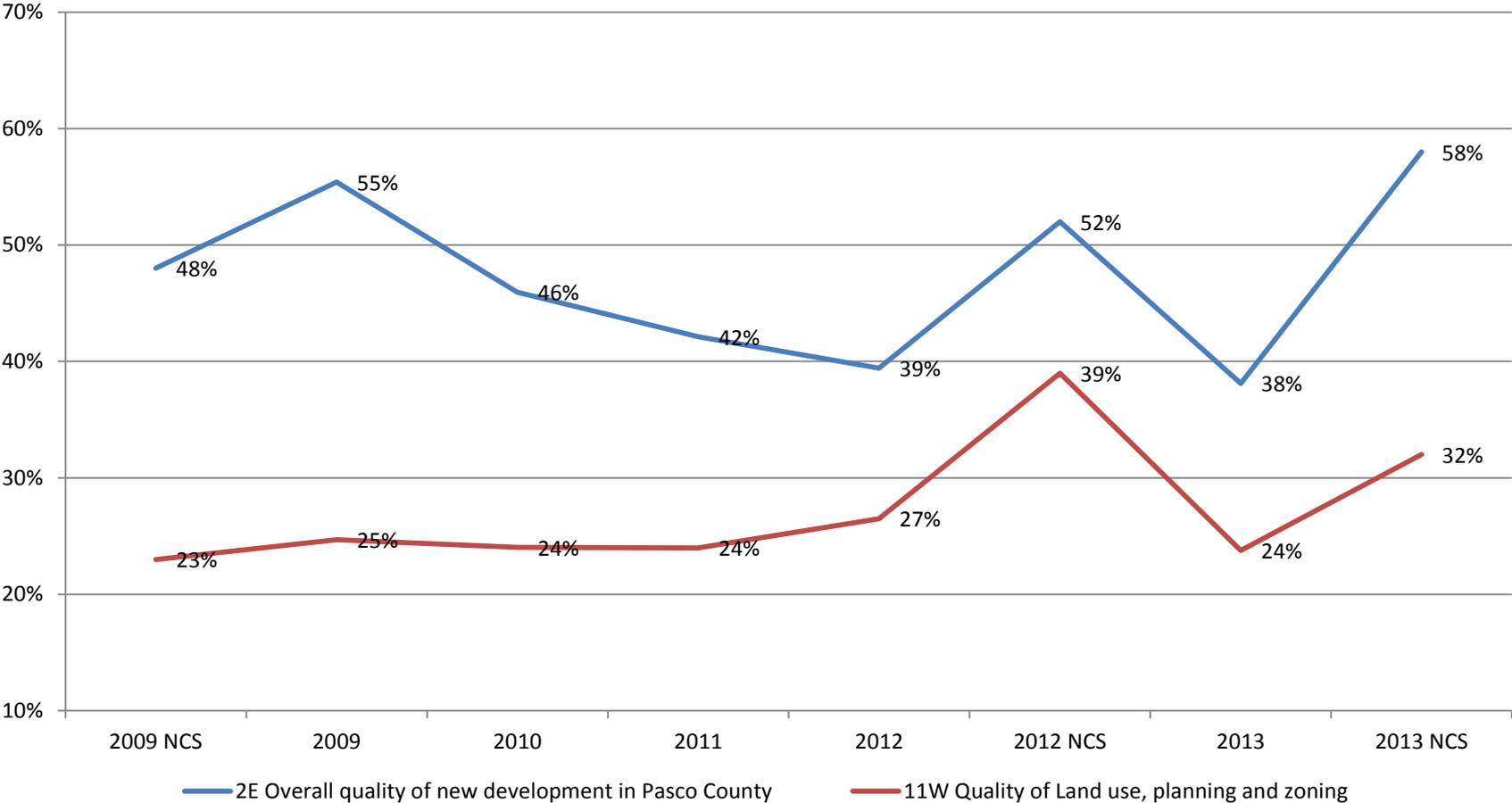
# Community Design - Transportation



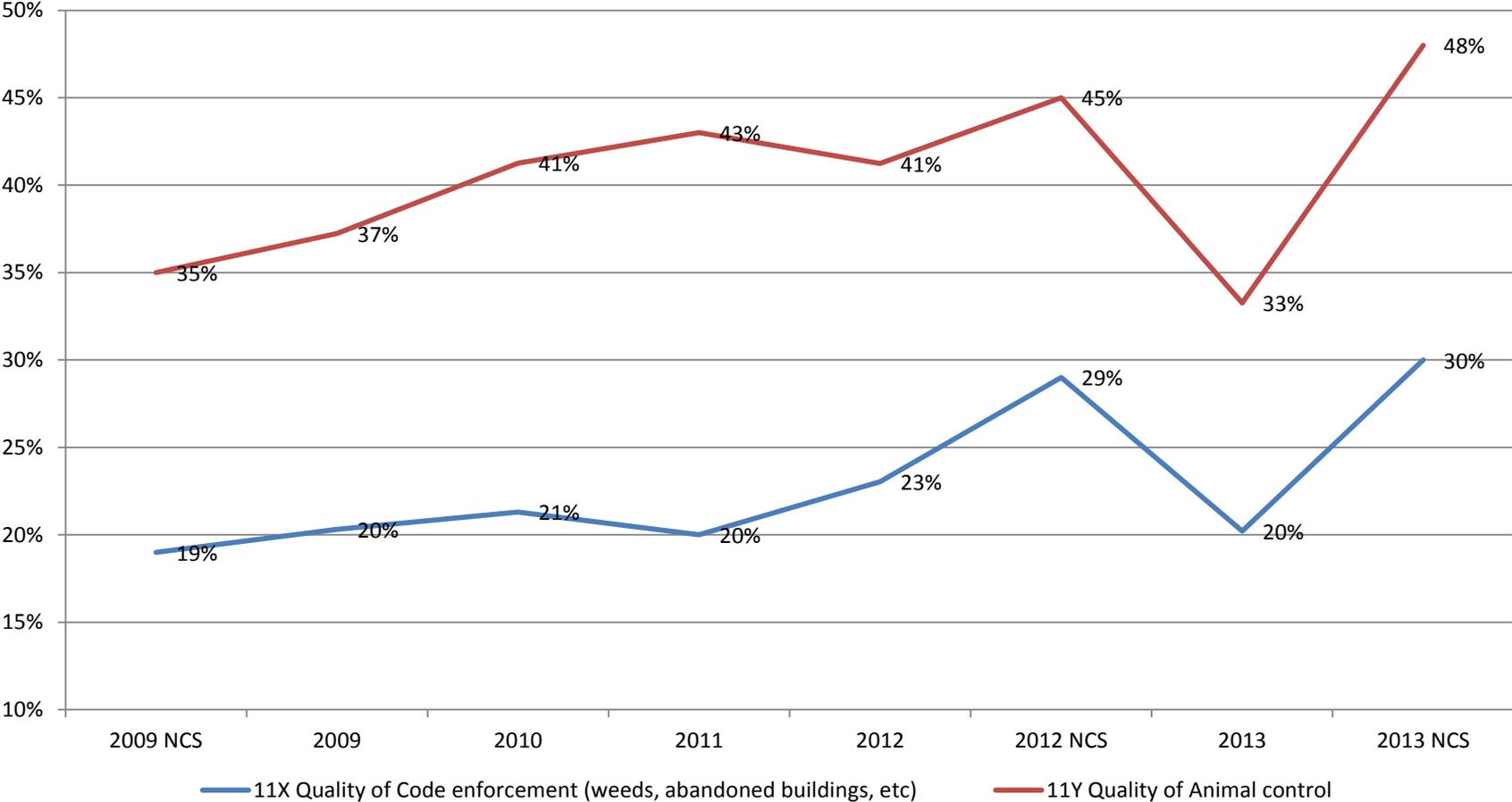
# Community Design - Housing



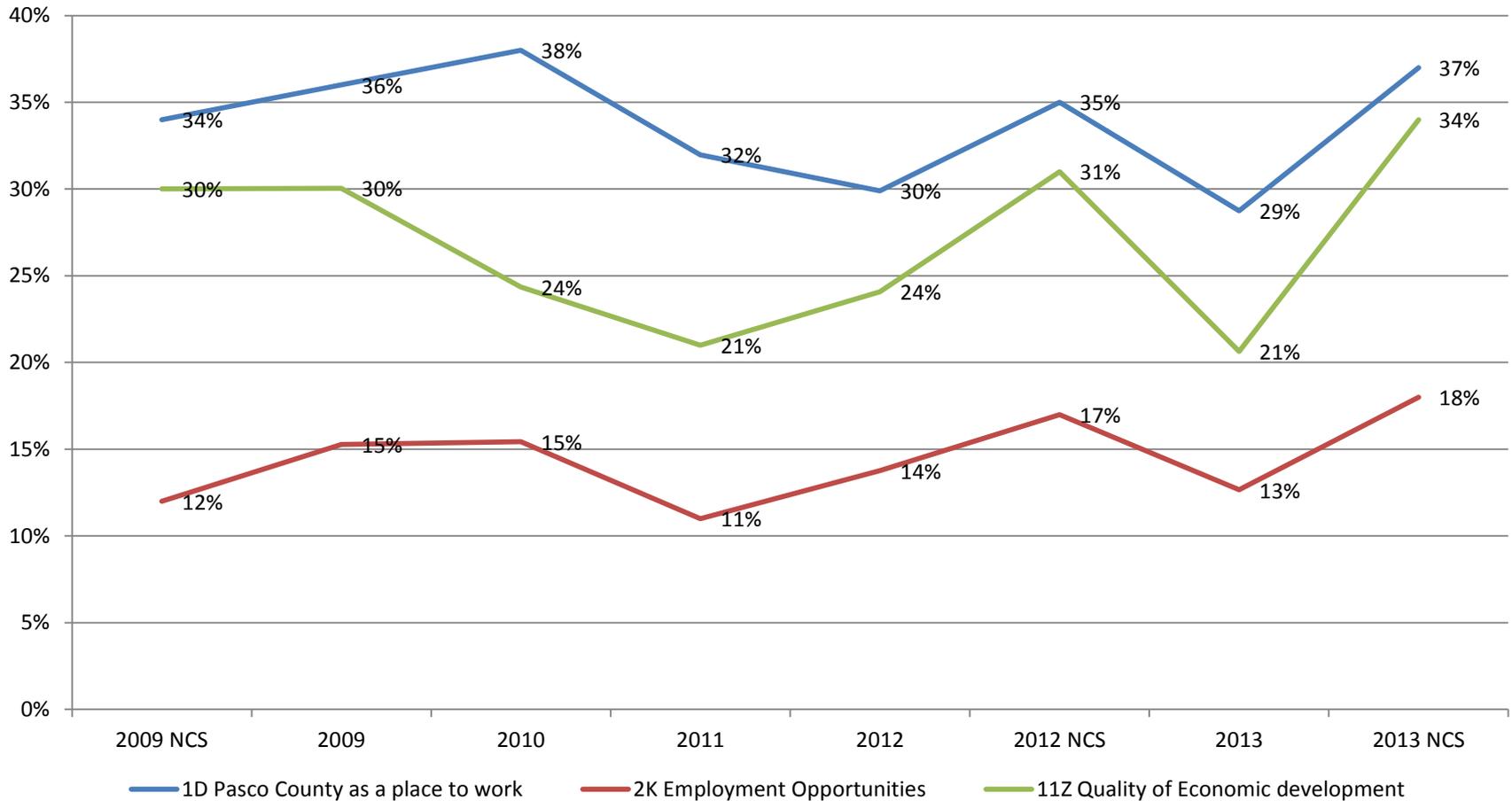
# Community Design – Land Use and Zoning



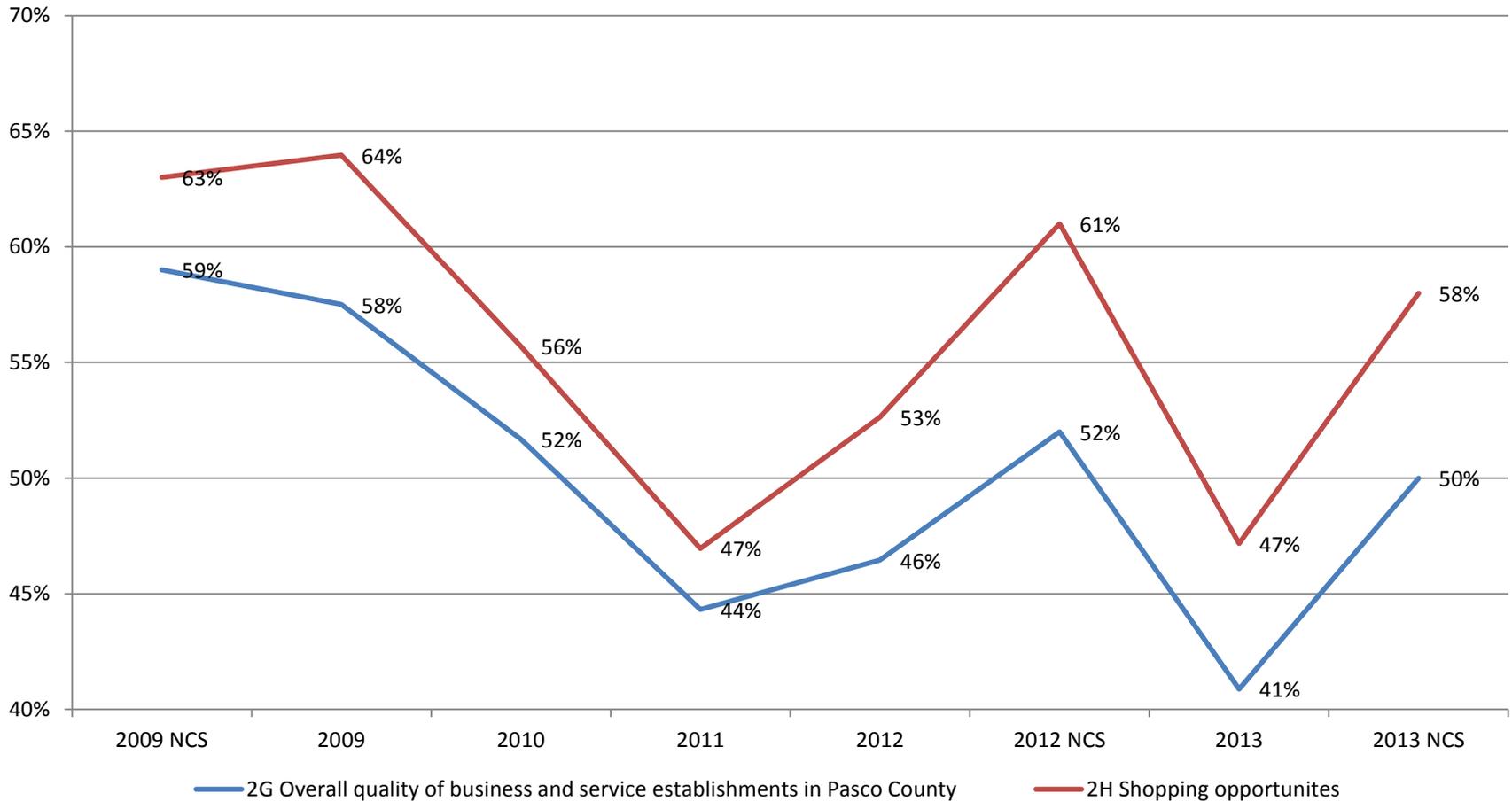
# Community Design – Land Use and Zoning



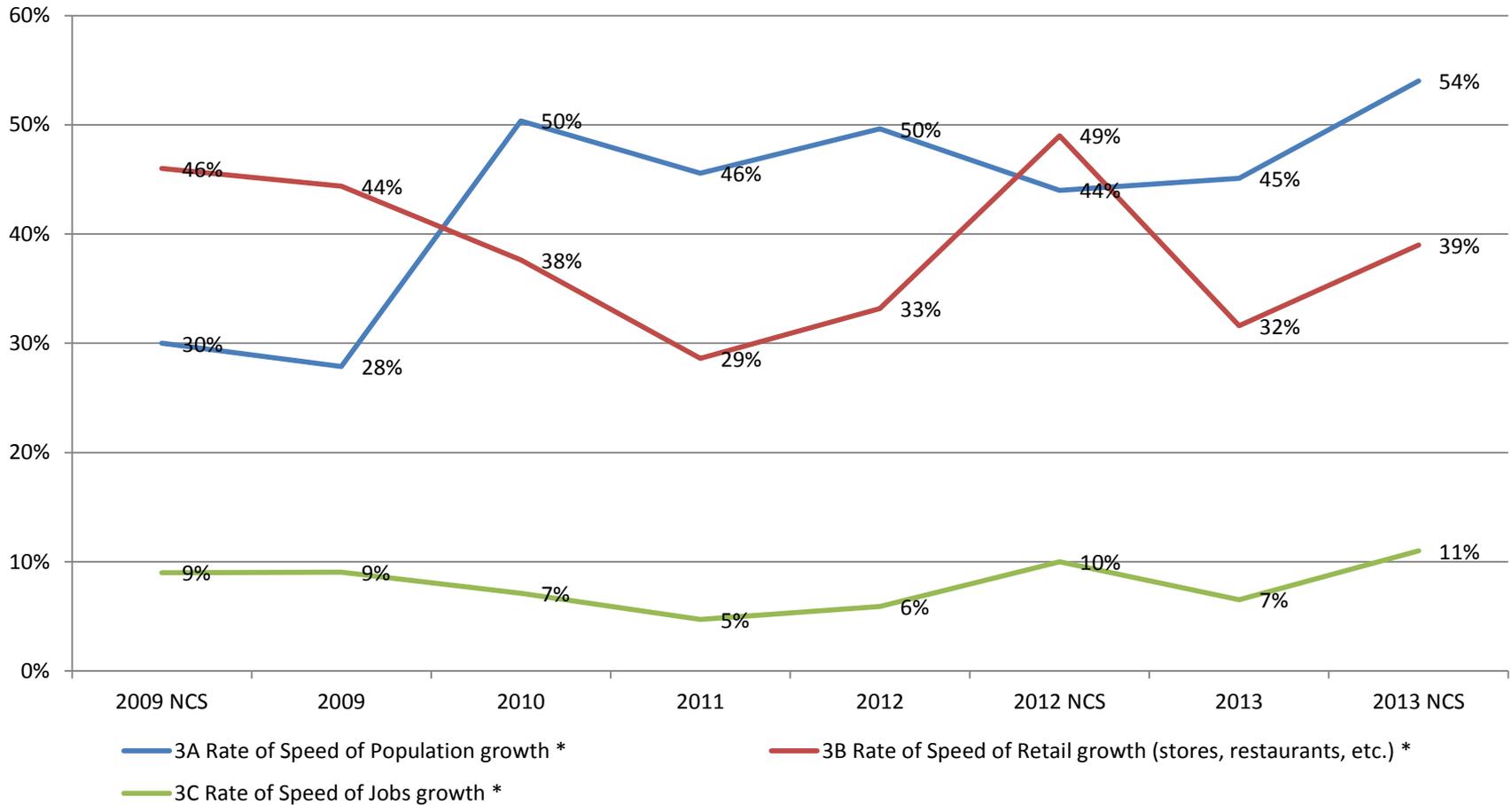
# Community Design – Economic Sustainability



# Community Design – Economic Sustainability

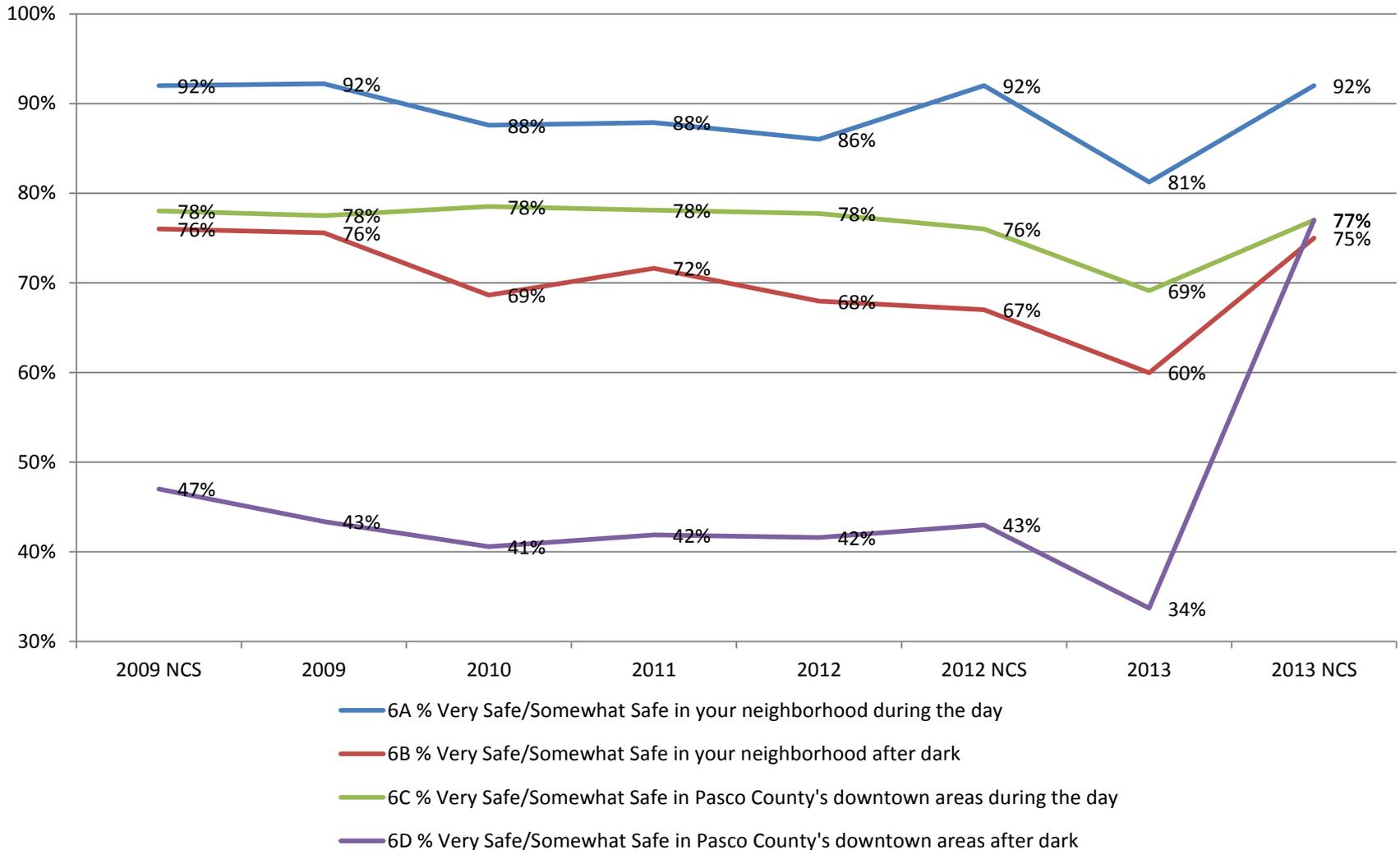


# Community Design - Growth

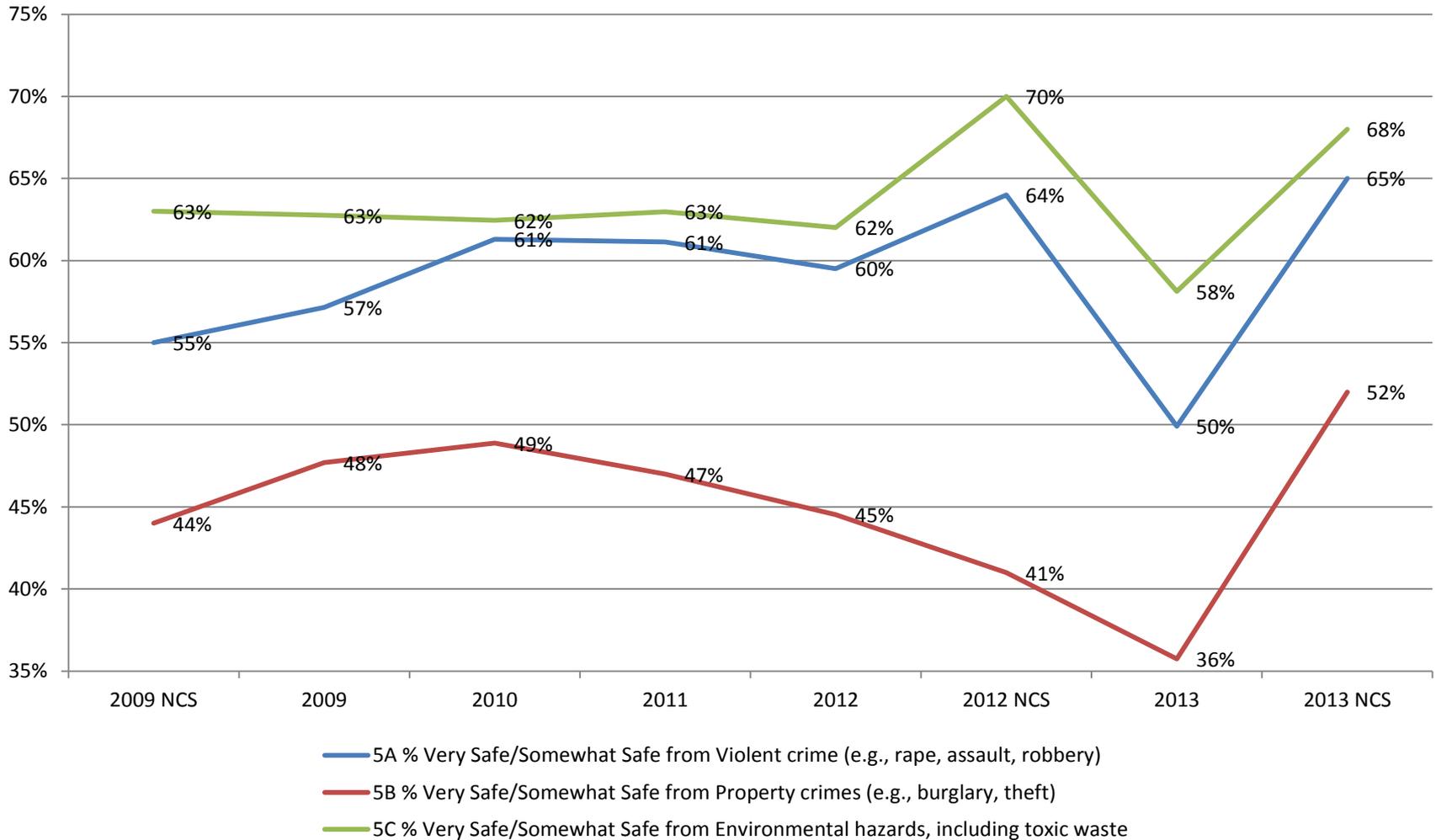


\* Percent rated as "Right amount"

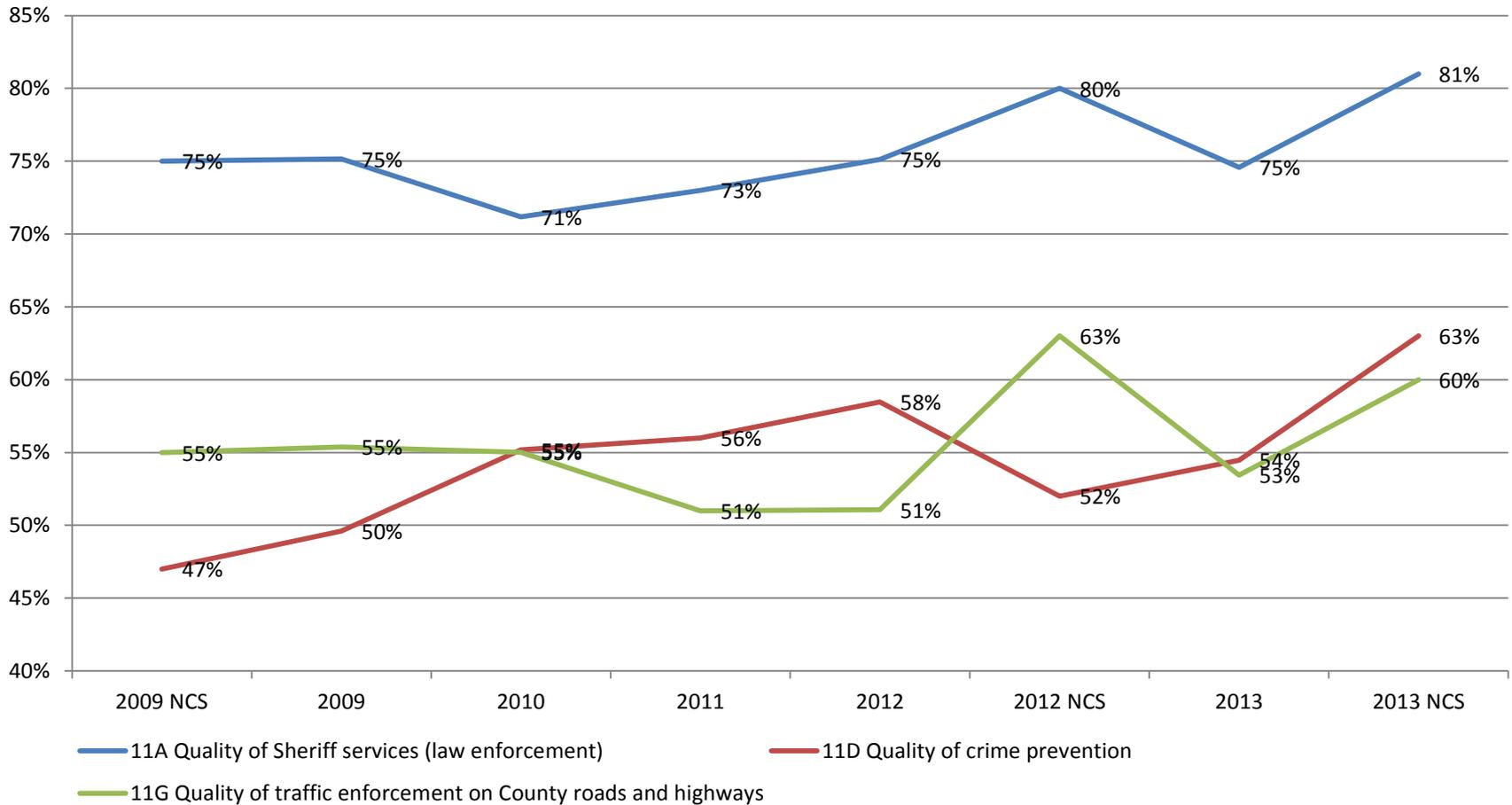
# Public Safety – Feel safe?



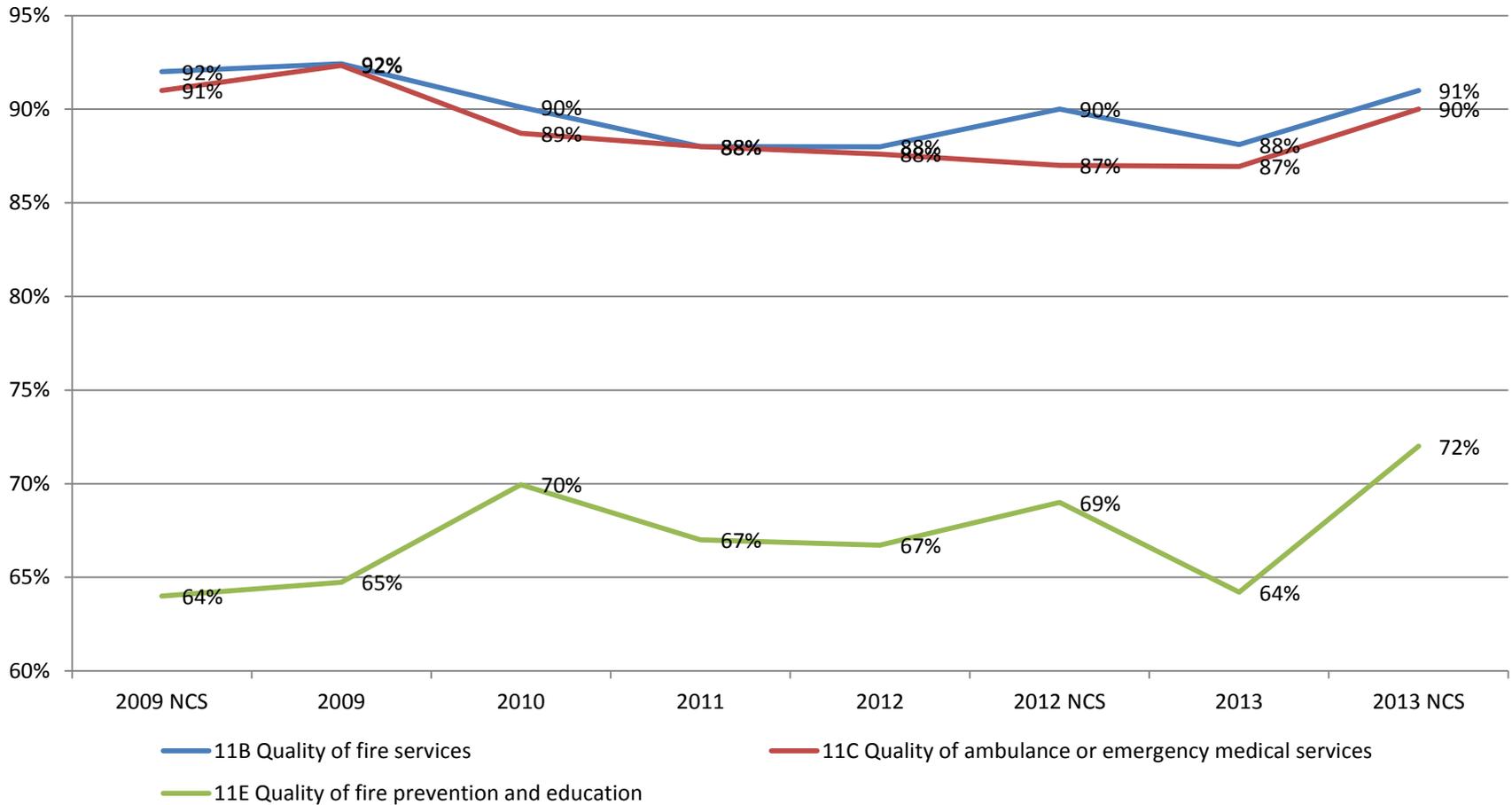
# Public Safety – Feel safe?



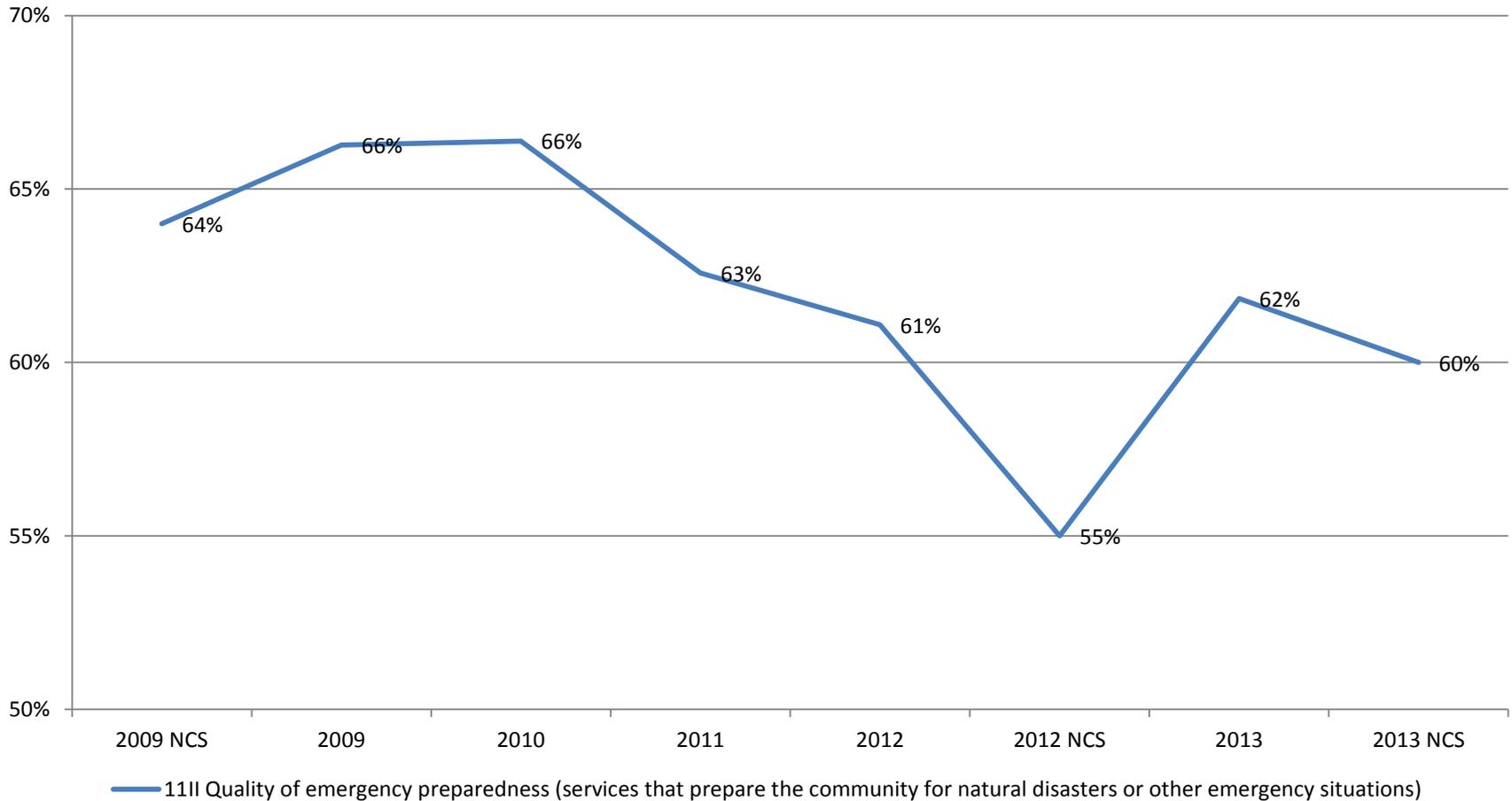
# Public Safety – Quality of Services



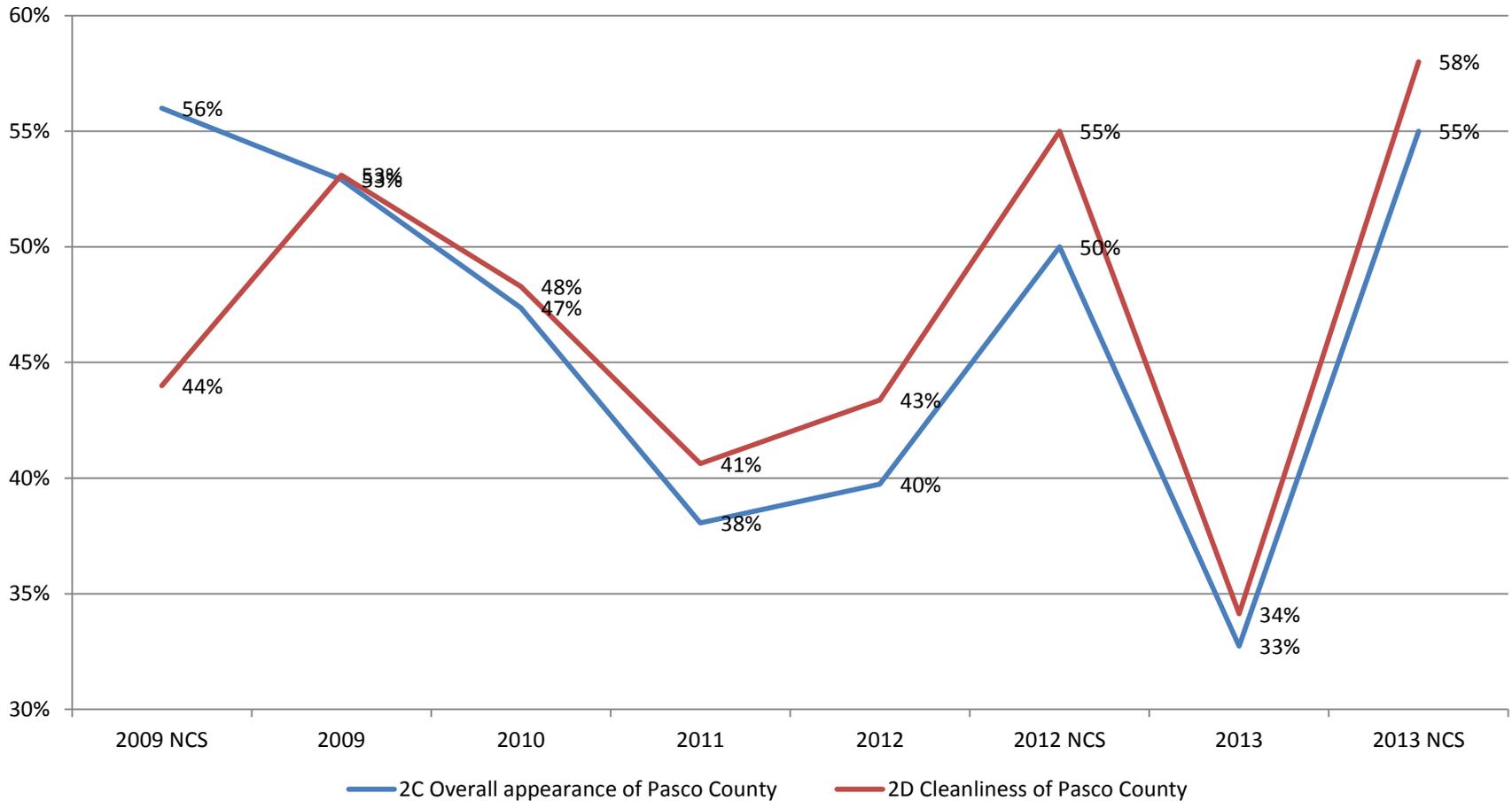
# Public Safety – Quality of Services



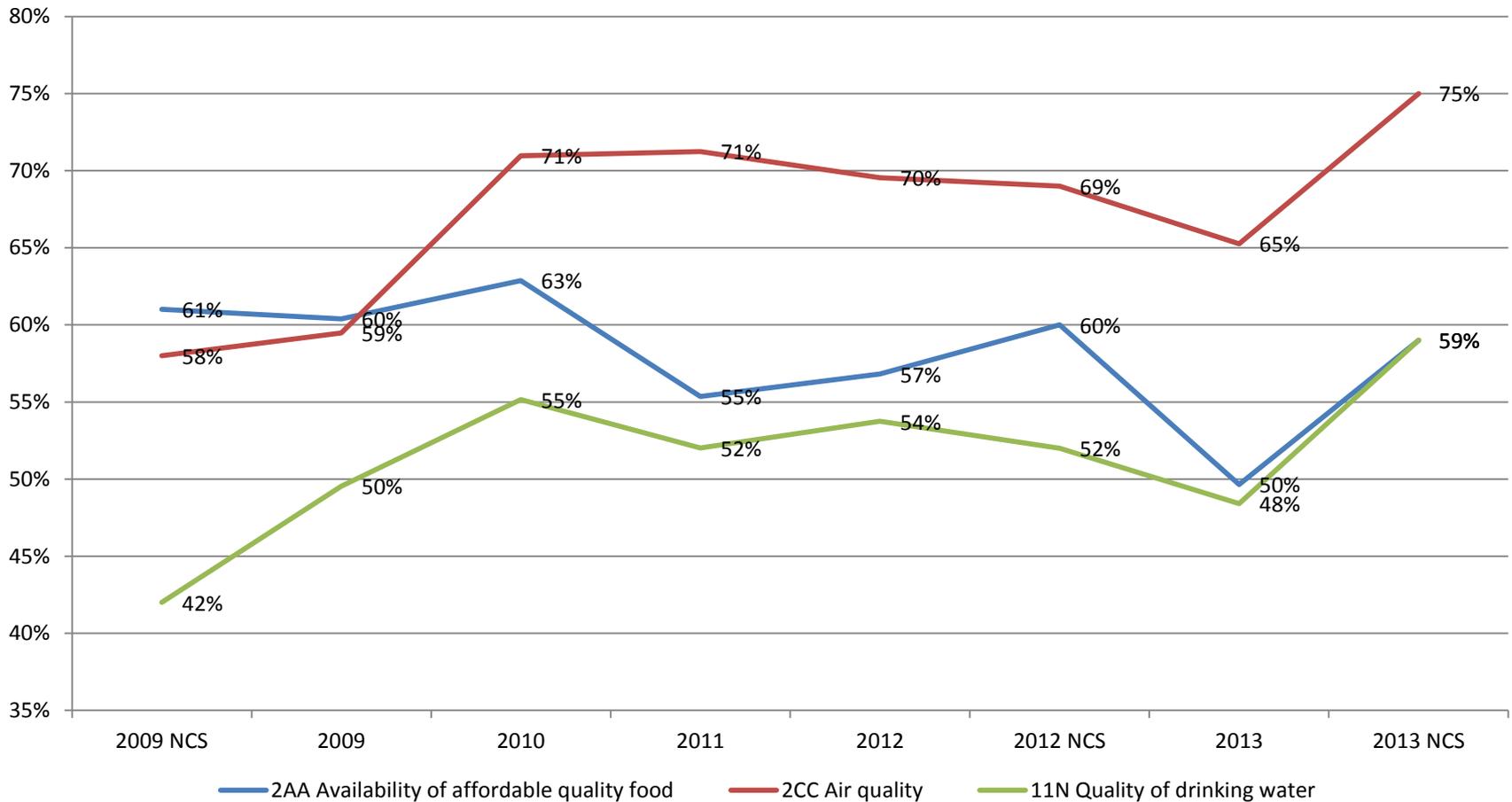
# Public Safety – Emergency Preparedness



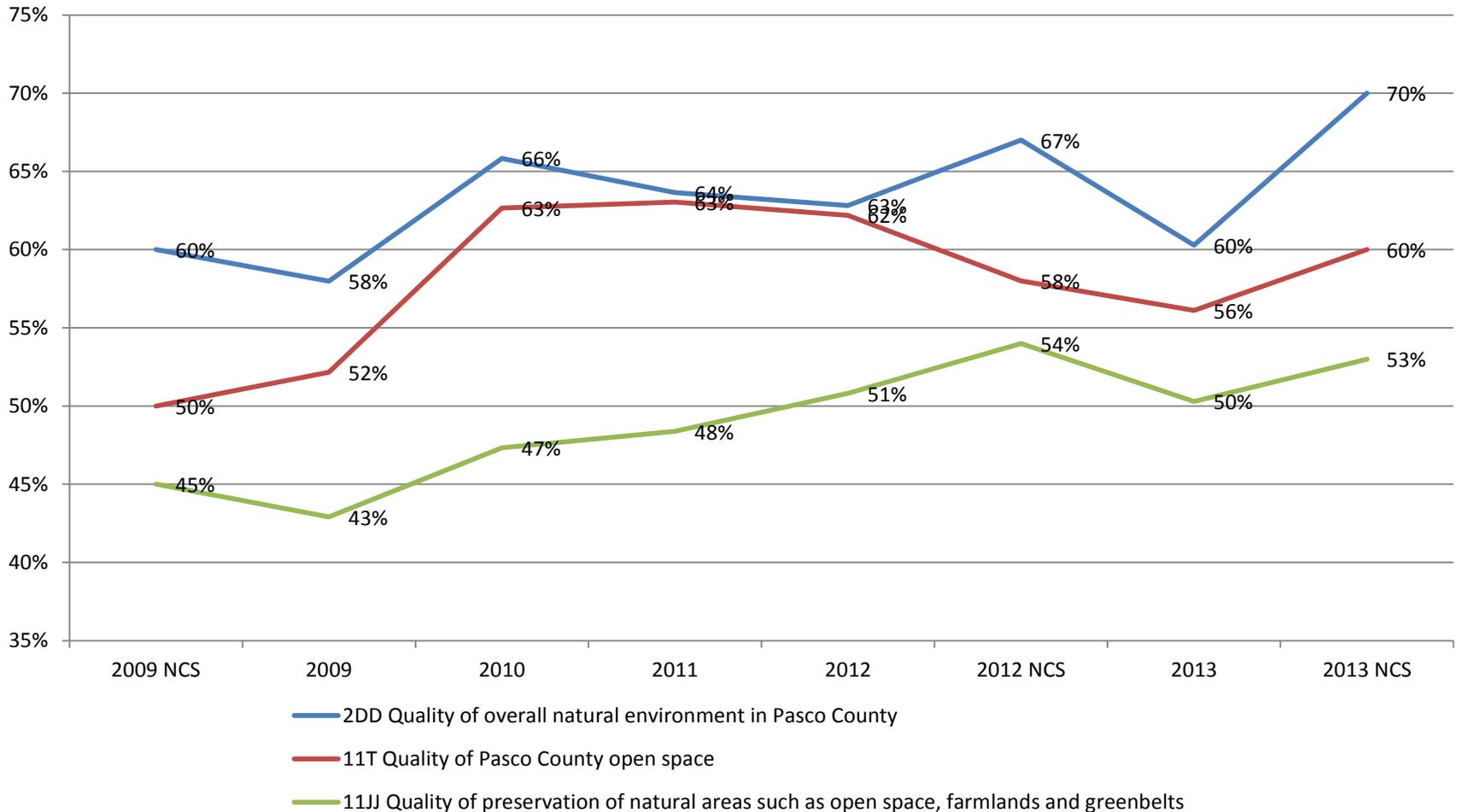
# Environmental Sustainability - Cleanliness



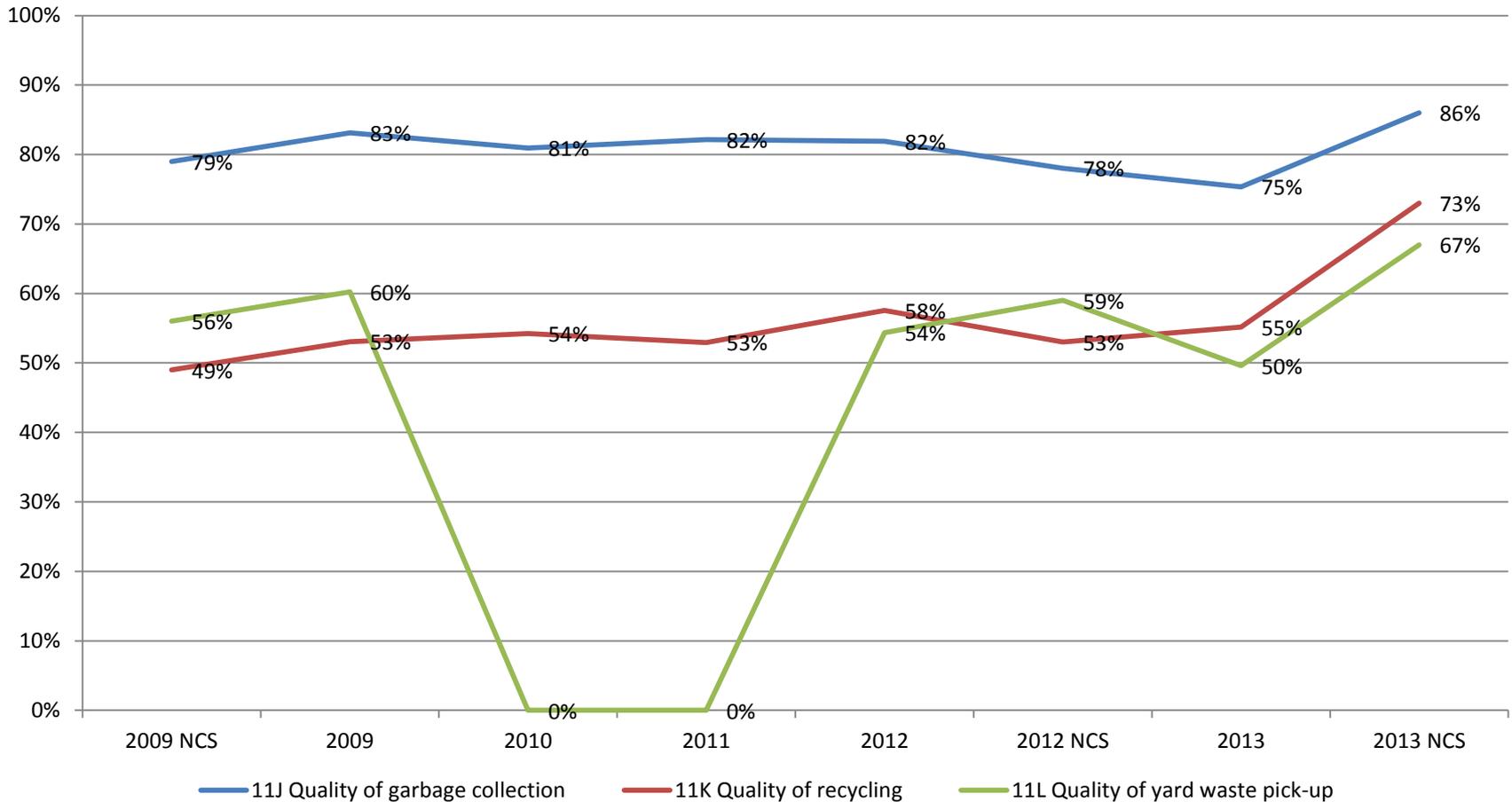
# Environmental Sustainability – Food Supply, Air & Water Quality



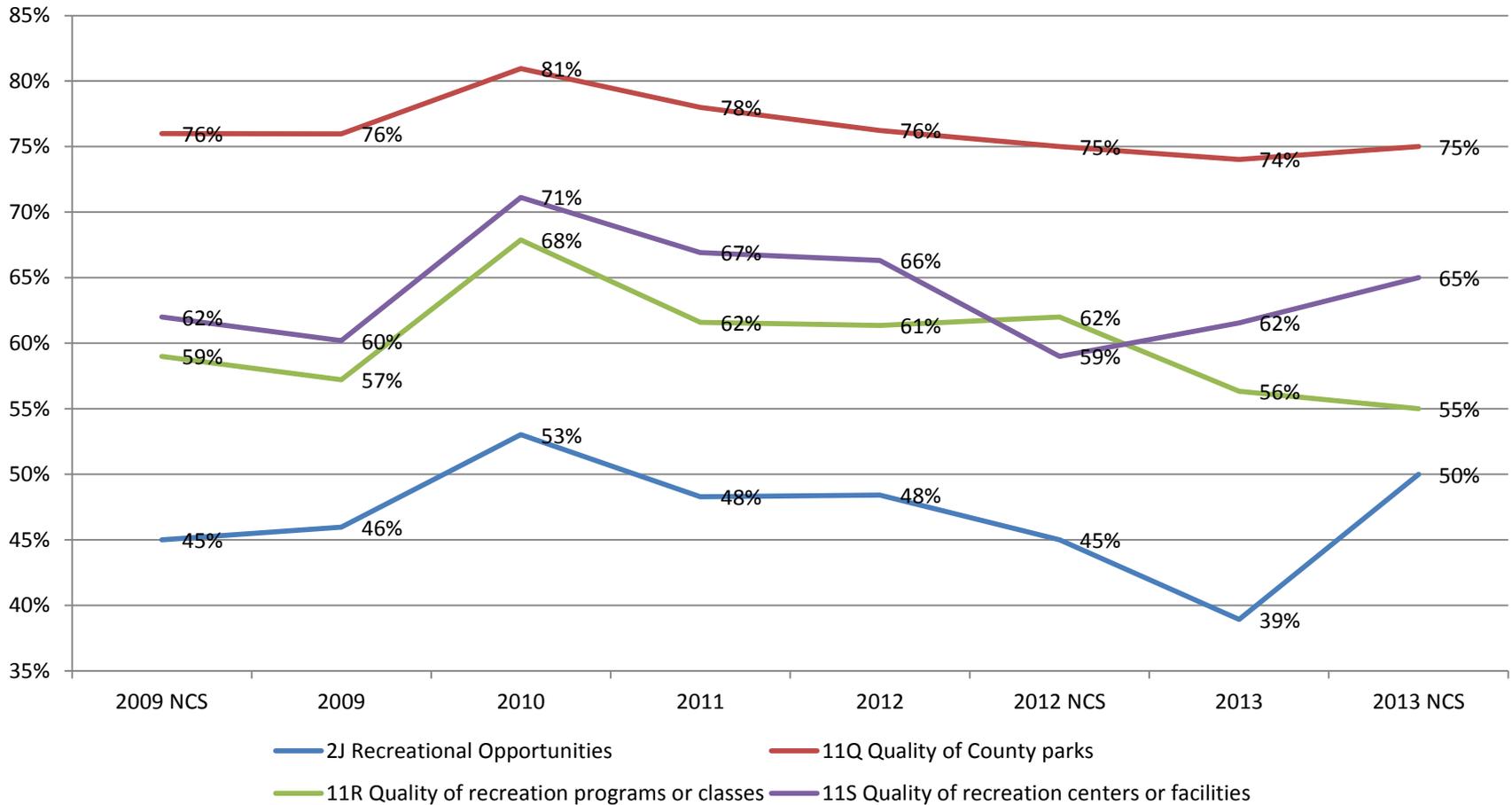
# Environmental Sustainability – Preservation of Natural Areas



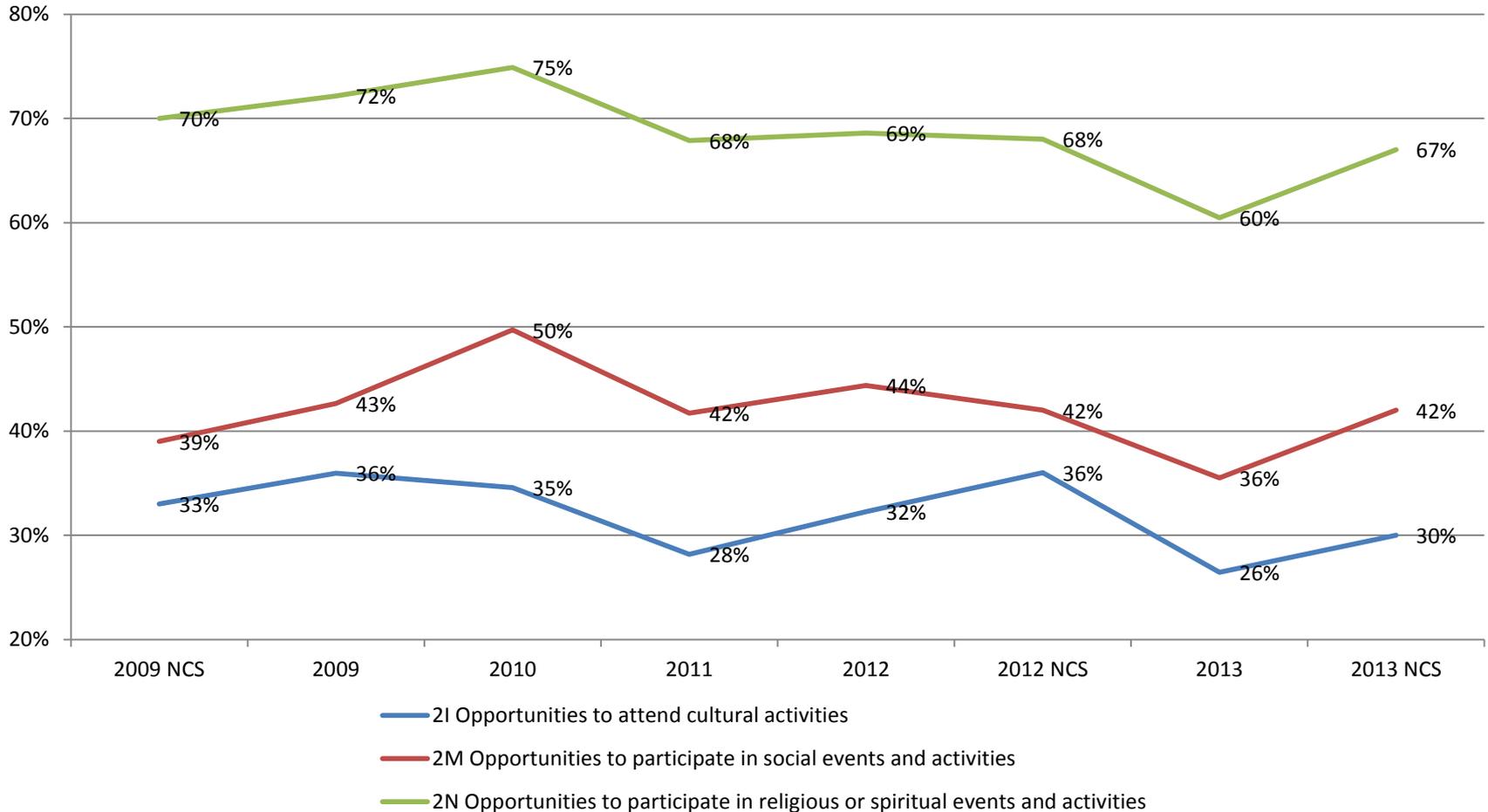
# Environmental Sustainability – Garbage & Recycling



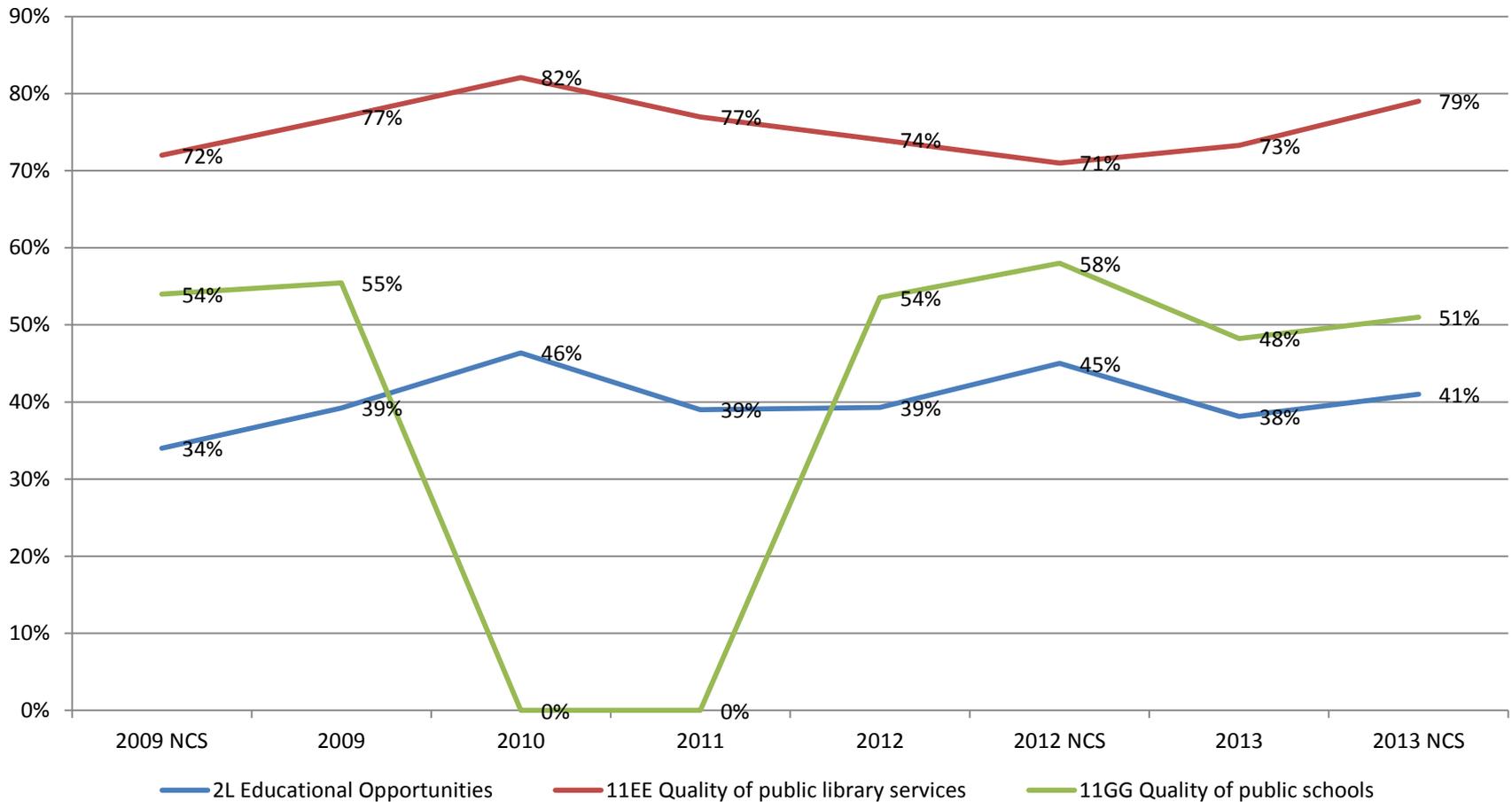
# Recreation & Wellness – Parks & Recreation



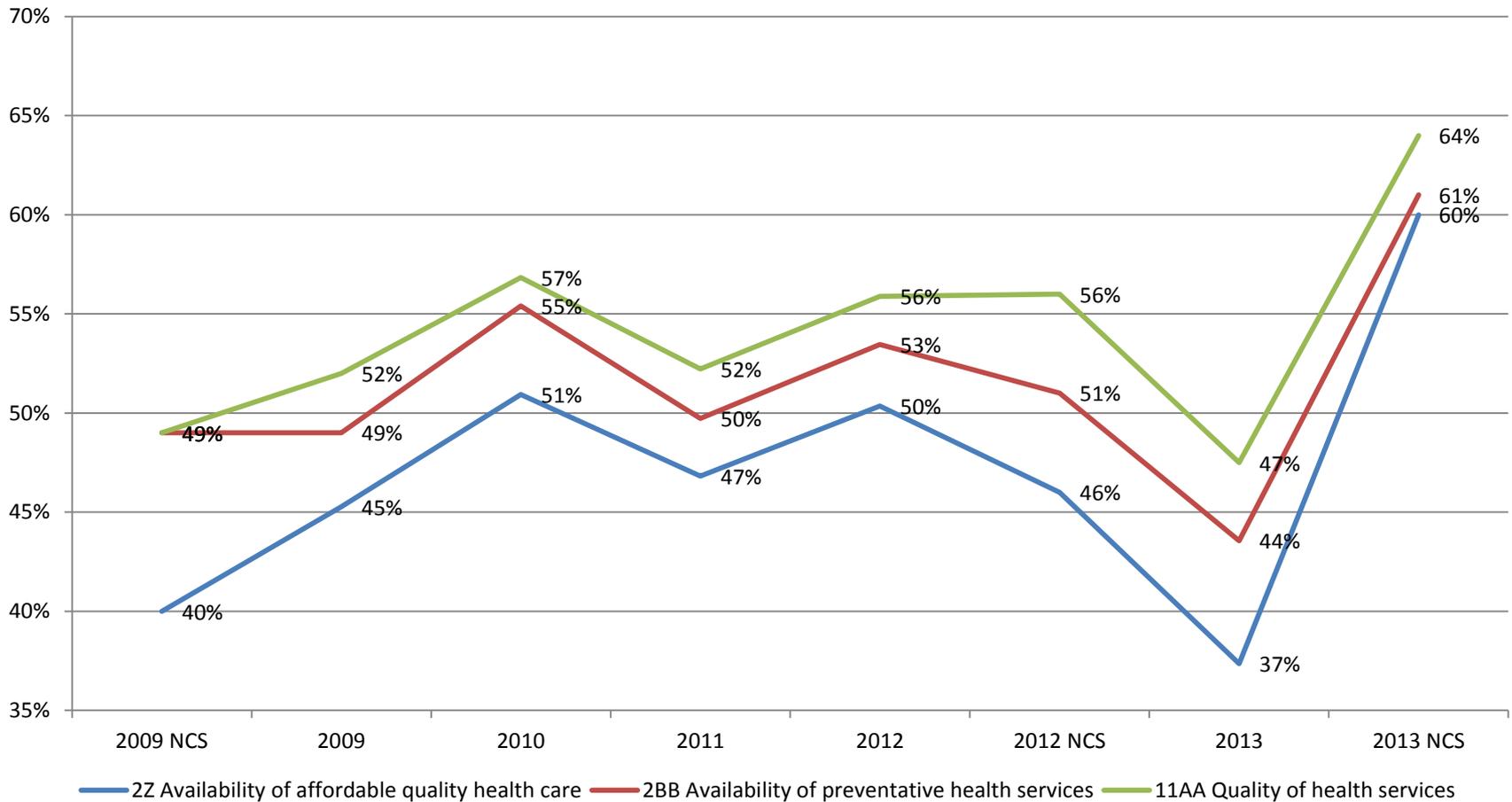
# Recreation & Wellness – Culture, Arts & Education



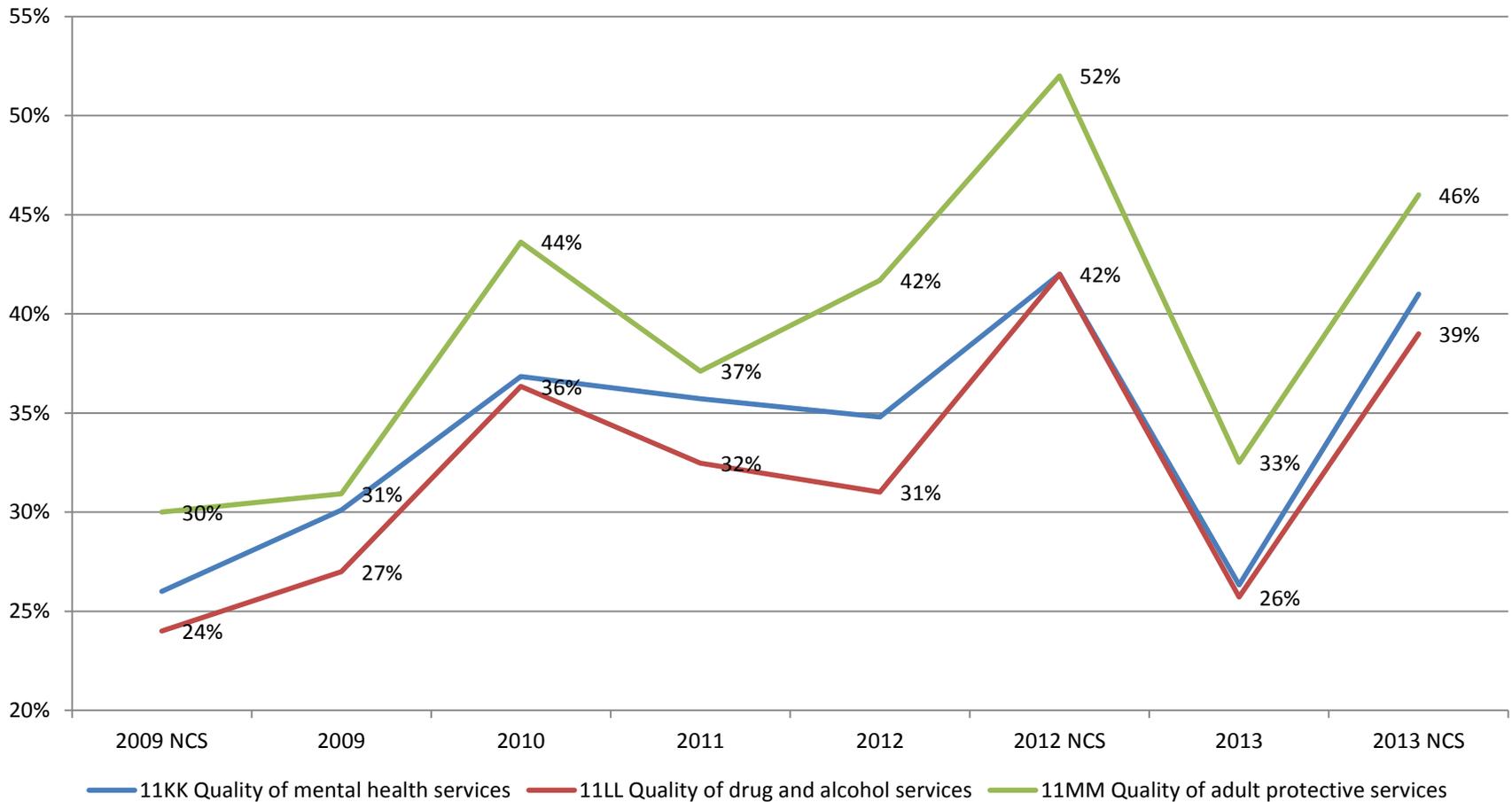
# Recreation & Wellness – Culture, Arts & Education



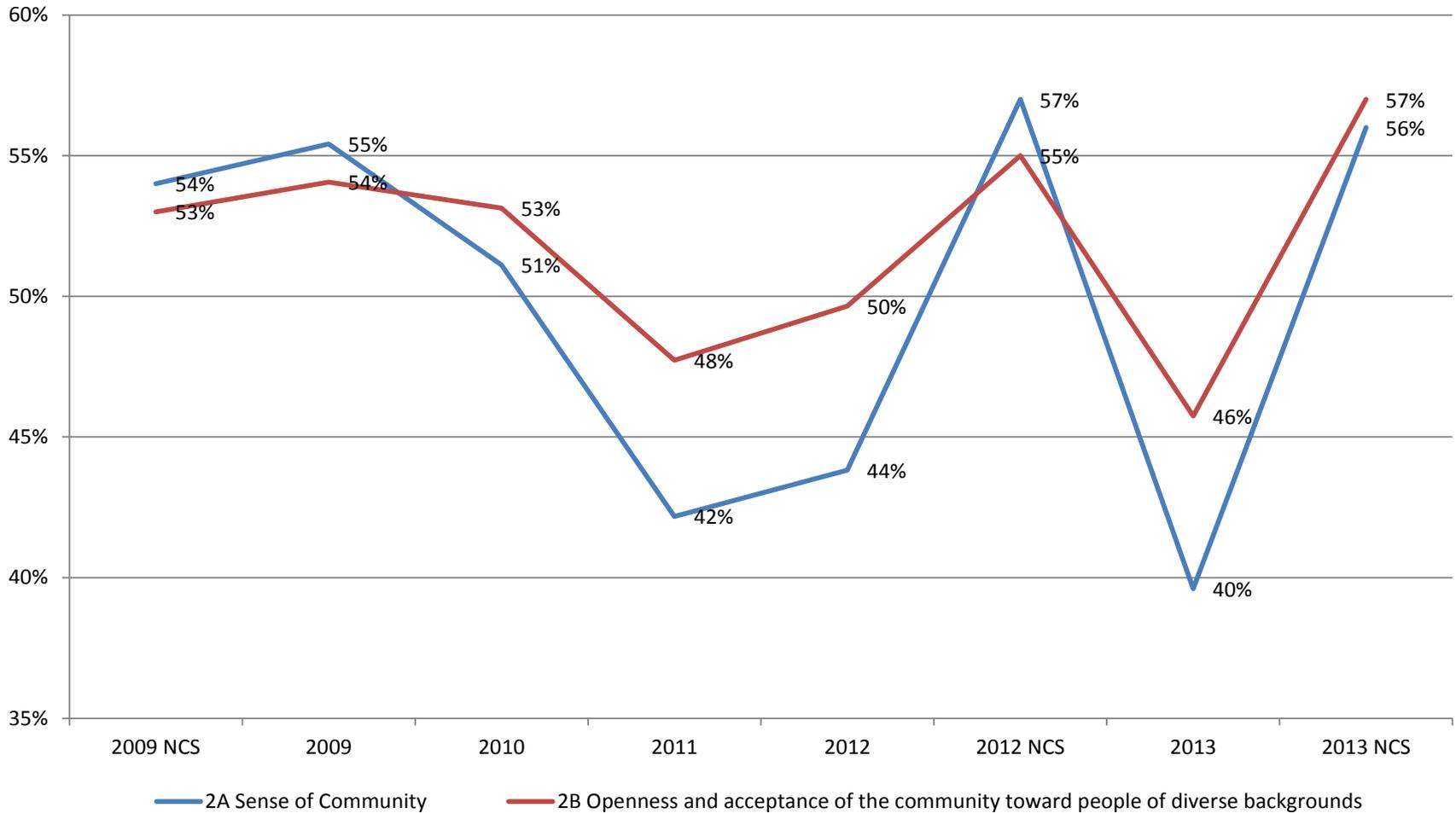
# Recreation & Wellness – Health Services



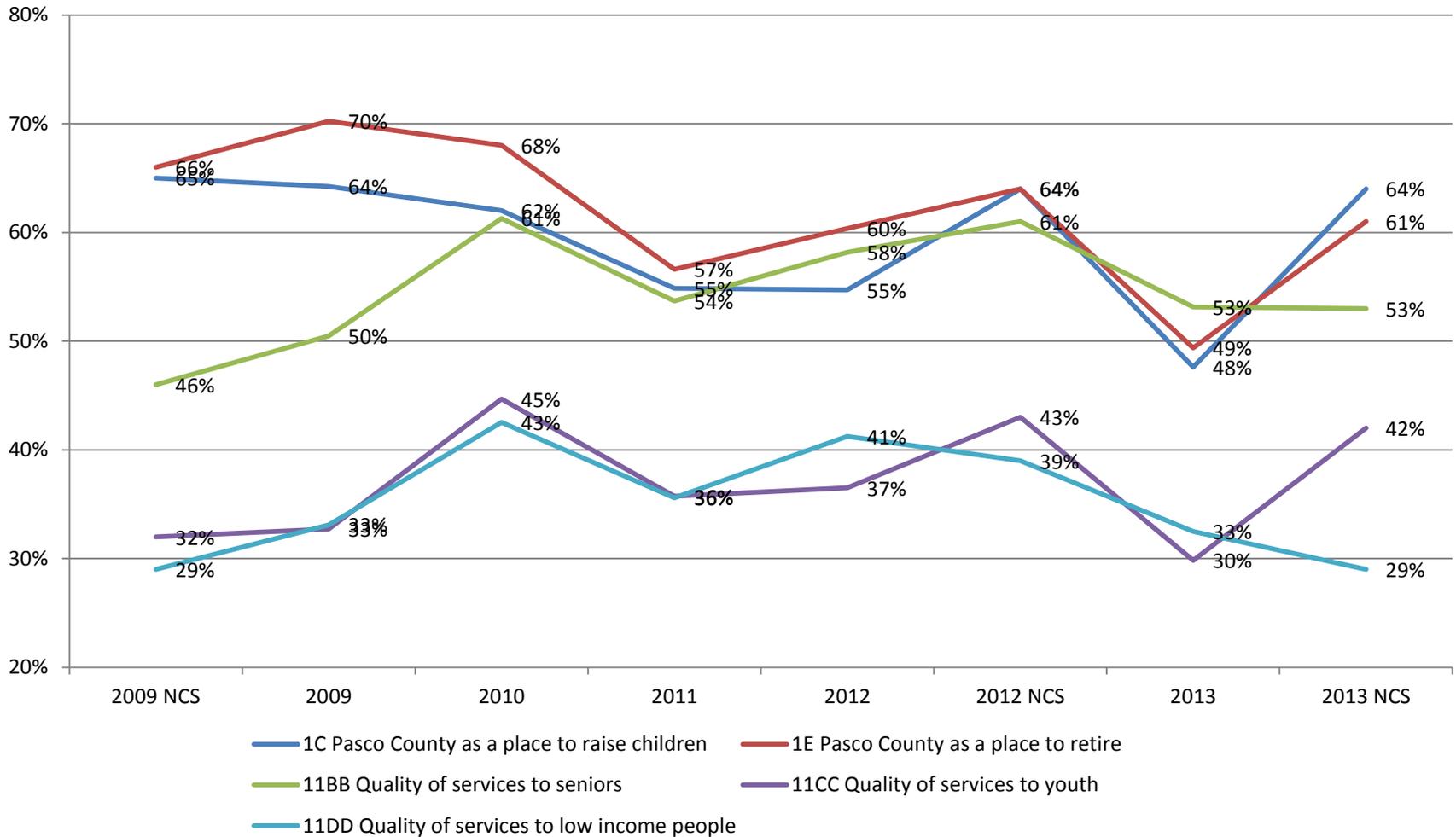
# Recreation & Wellness – Social Services



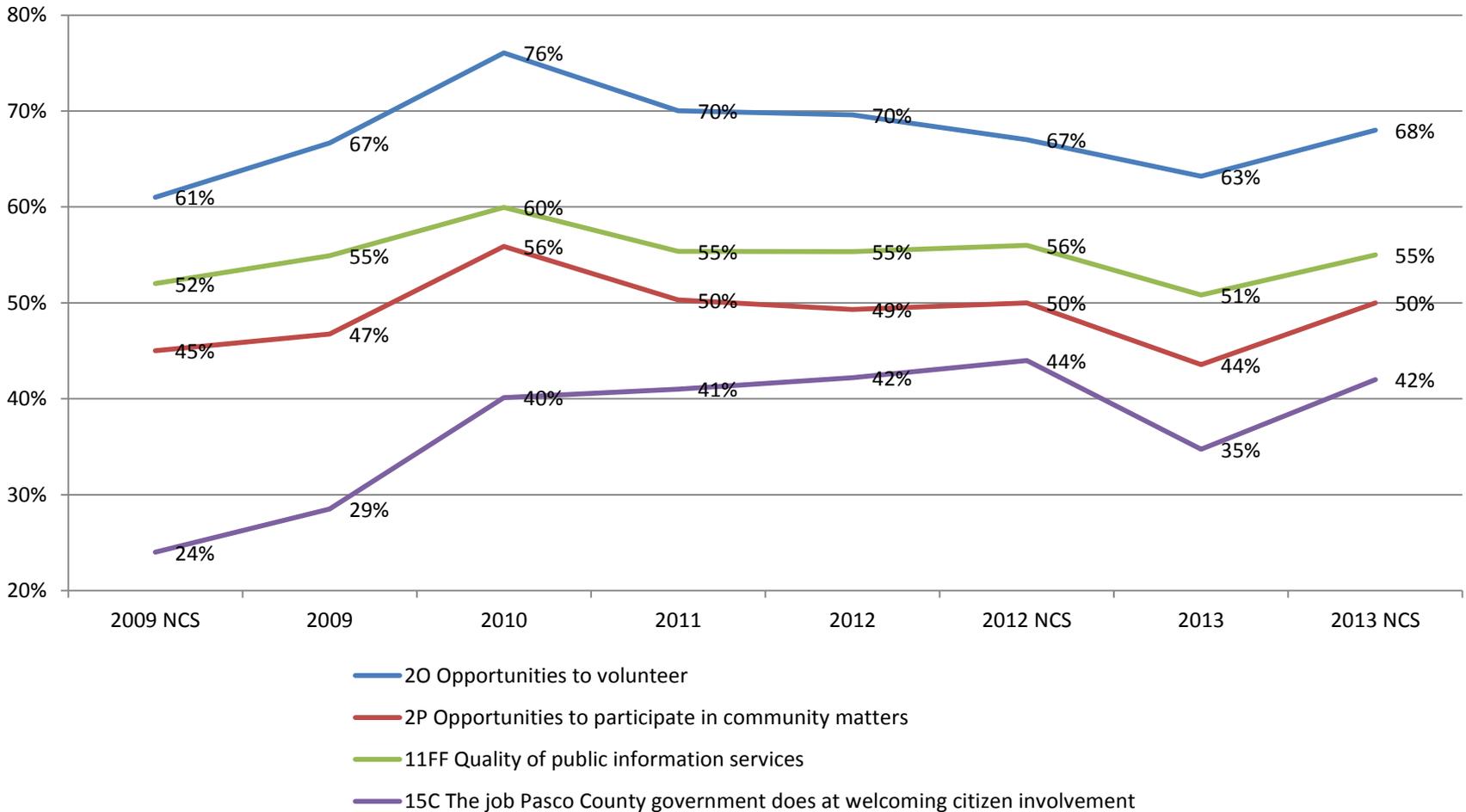
# Community Inclusiveness



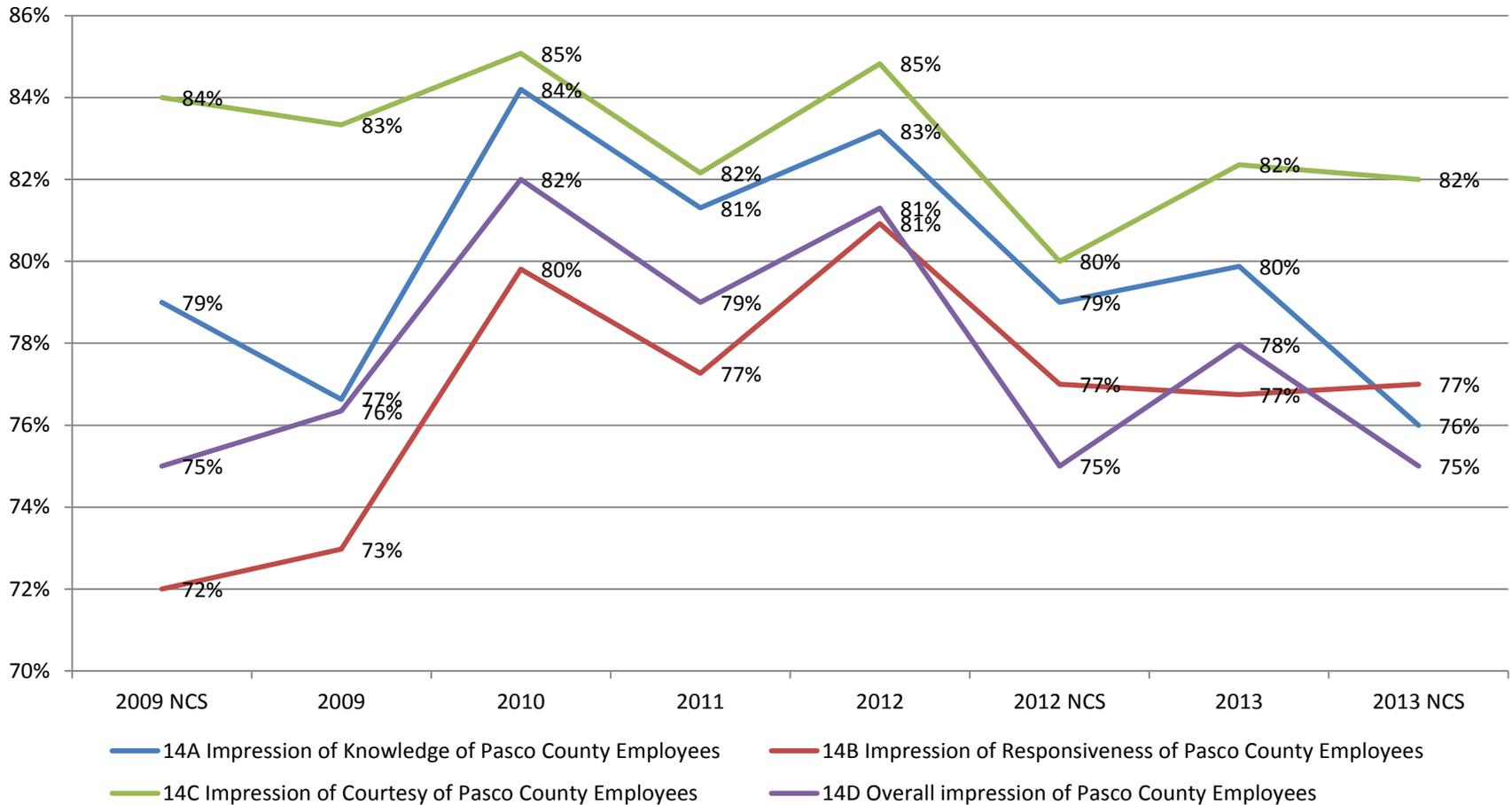
# Community Inclusiveness – Seniors, Youth & Low Income



# Civic Engagement



# Public Trust – County Employees



# Public Trust – Pasco County

