



2014 Voice of the Customer Citizen Survey Results

July 22, 2014

Current Citizen Outreach Methods

- ▶ **Citizen Surveys** – Random mail-out survey through the National Research Center plus an online survey available to all citizens.
- ▶ **Citizen Stakeholder Meetings** –
 - July 28, Dade City, 6:30-8:30
 - July 29, New Port Richey, 4:00-6:00 & 7:00-9:00
 - July 31, Land O' Lakes, 6:30-8:30
- ▶ **“Bringing Opportunities Home” Web Page** - Updated with Survey & Public Meeting information, links to Public Meeting Presentations and videos, and Facebook link.
- ▶ **Social Media** –
 - **Facebook** - Up to 1291 “likes” or subscribers. 37% increase from previous year.
 - **Twitter** – 190 Followers (144 following PIO).
 - **YouTube** – Used by PIO (404 Views).
- ▶ **Email GovQA Notice** - Over **9,000** addresses opt in for County news & information.
- ▶ **Articles/Press Releases in local media** – The PIO is using a proactive approach to tell our story – *Positive Press!*

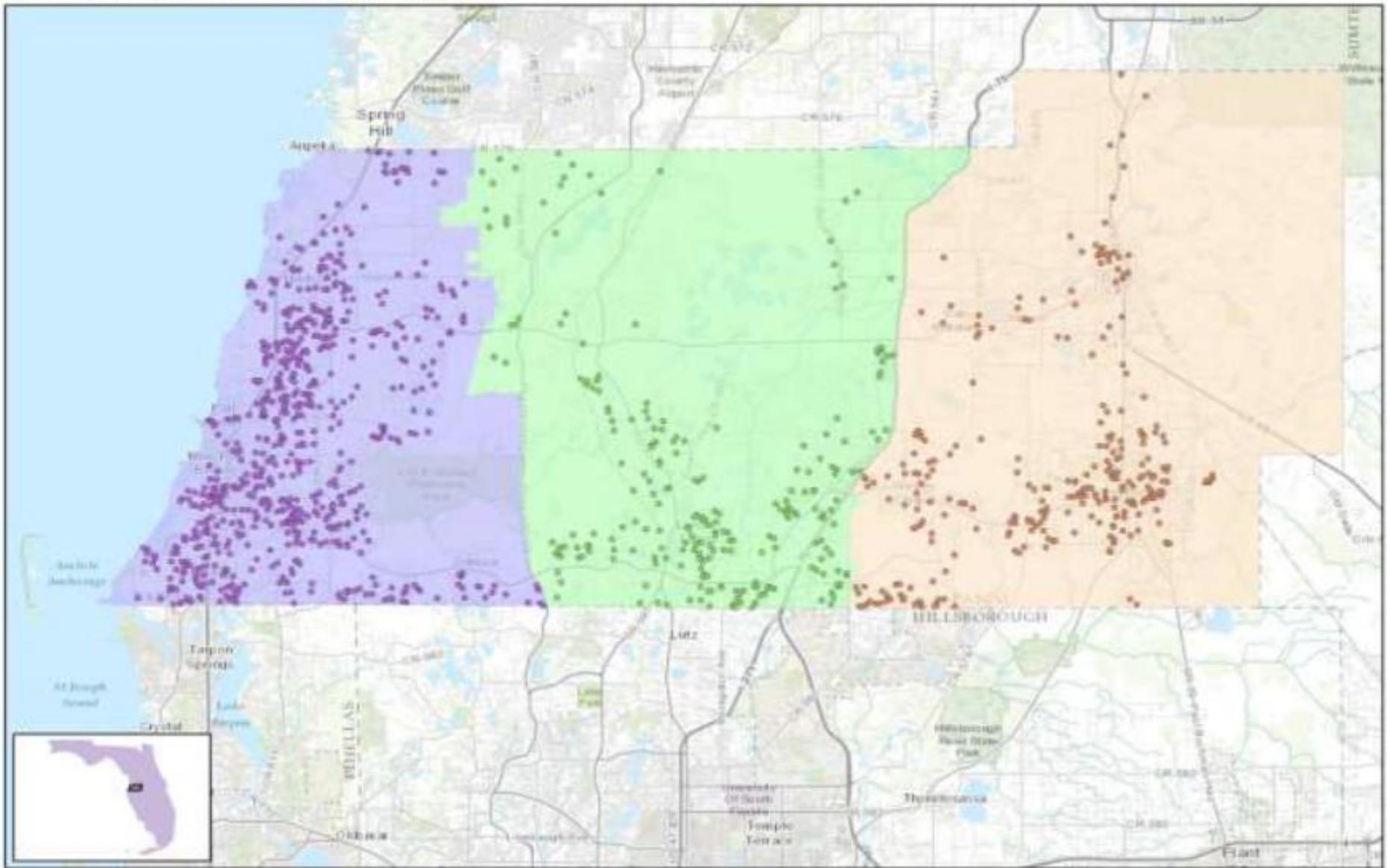
2014 Citizen Surveys

- ▶ National Citizen Survey (NCS)
 - An average of 500 communities participate annually.
 - Contracted through the National Research Center (NRC) in concert with the International City/County Manager's Association (ICMA).
 - We participated in 2009, 2012, 2013, and 2014.

Table 71: Survey Response Rates by Area

	Number mailed	Undeliverable	Eligible	Returned	Response rate
West	682	73	609	131	22%
Central	242	5	237	39	16%
East	276	47	229	59	26%
Overall	1,200	125	1075	241	22%

Figure 1: Location of Survey Recipients



Survey Recipients in Pasco County, FL

- * In West Sector ■ West
- * In Central Sector ■ Central
- * In East Sector ■ East



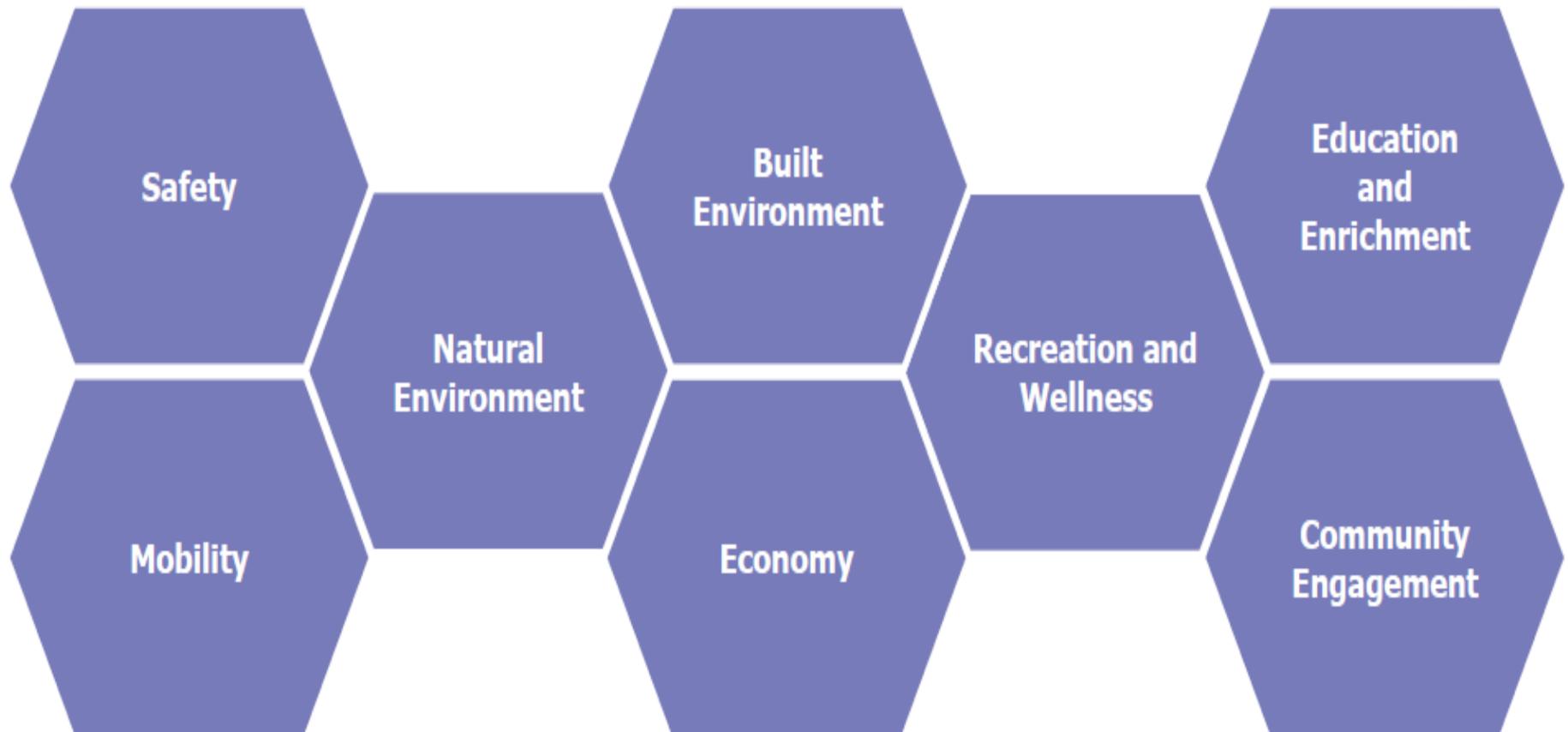
2014 Citizen Surveys

- ▶ Online “Open” Citizen Survey
 - Available via web link.
 - Using the same core questions as the NCS.
 - Conducted in 2009, 2010, 2011, 2012, 2013, and 2014.
 - Used for comparisons.
- ▶ 1812 responses in 2014.
- ▶ Surveys are *one* method for listening to our citizens.
- ▶ Feedback is intended to *inform* planning discussions & decisions.

Livable Communities

National
Citizen
Survey

Figure 2: The Eight Facets of Livable Communities

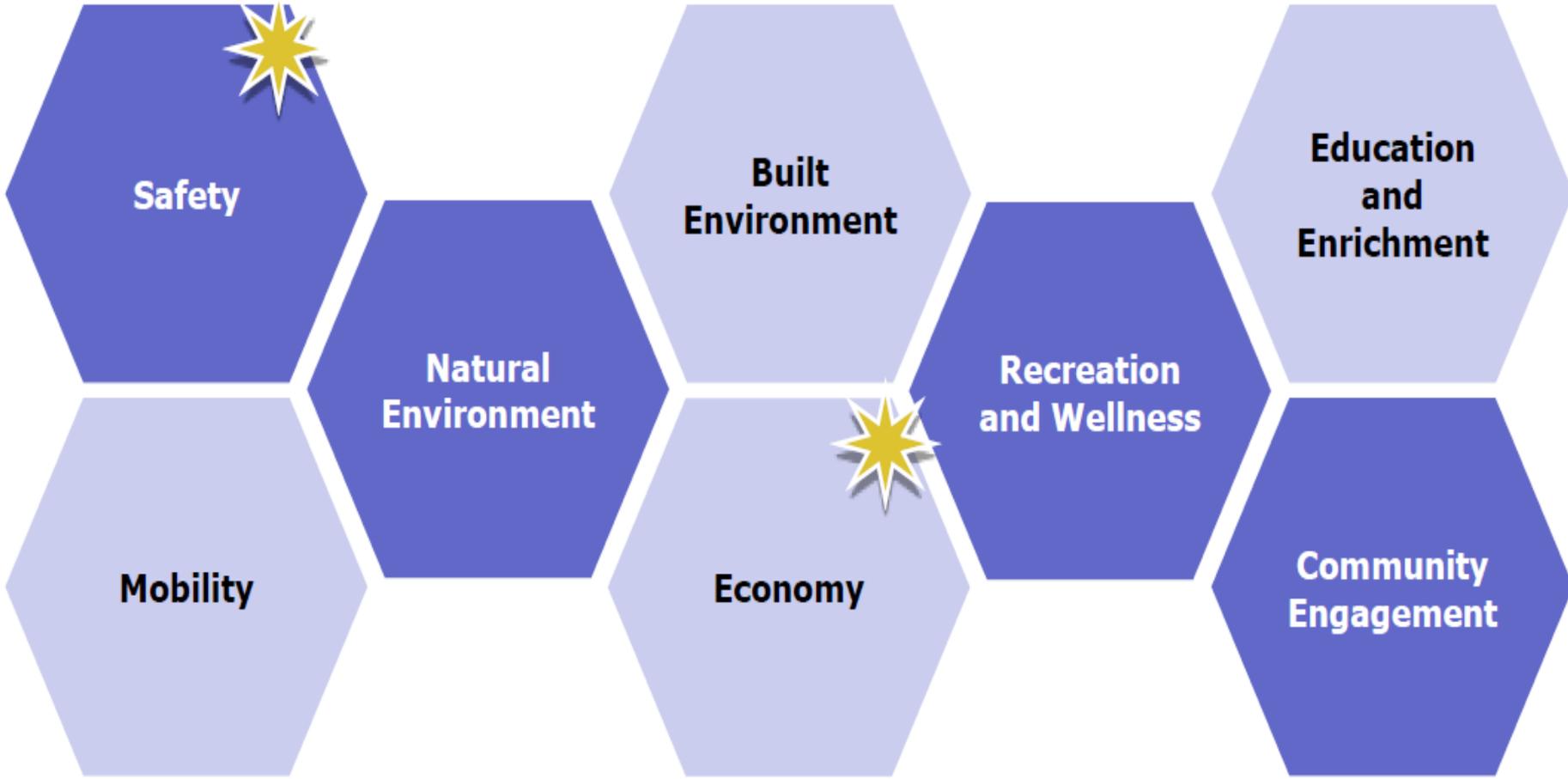


Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important

National Citizen Survey



Key Focus Areas

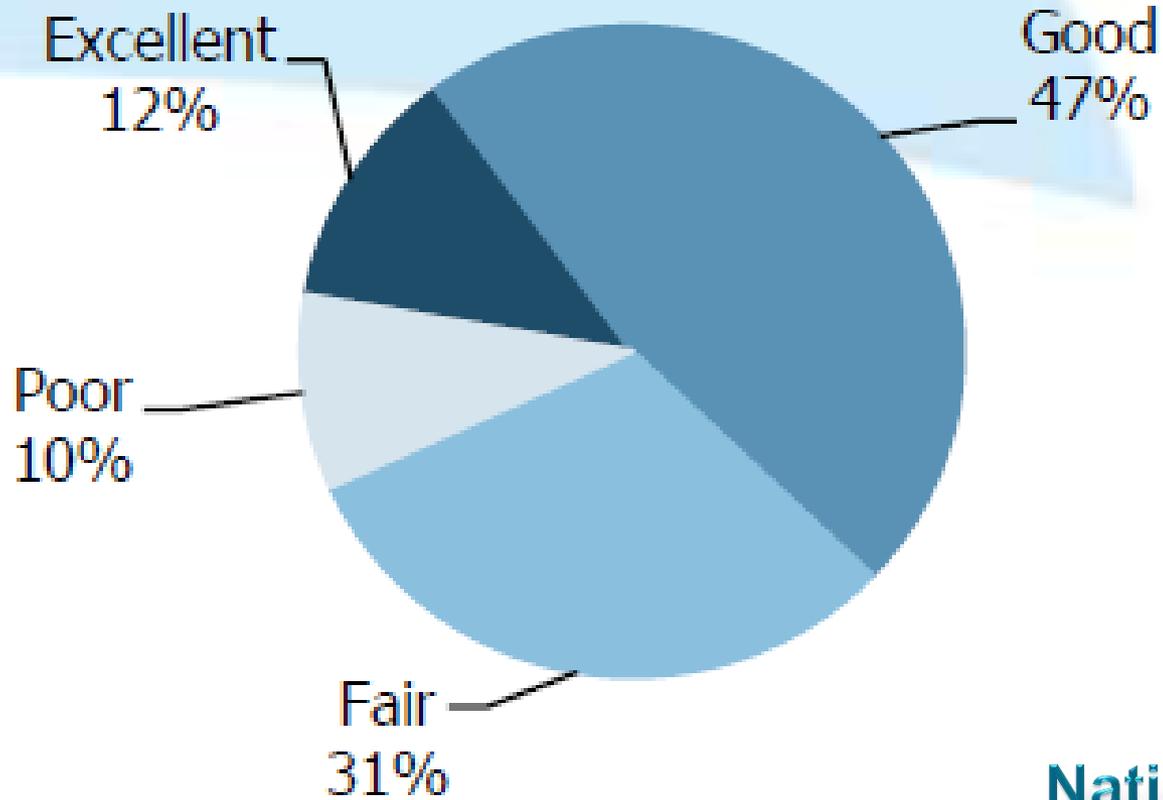
“Key Focus Areas” correlate most strongly with residents’ perceptions about:

- Overall County Service Quality (2009, 2012, 2013)
- Overall Quality of Life (2014)

2009	2012	2013	2014
Public Schools *	Ambulance or EMS	Code Enforcement *	Safety
Road Repair *	Animal Control *	County Parks *	The Local Economy*
Sheriff Services *	Drinking Water *	Health Services *	
	Economic Development *	Preservation of Natural Areas *	
	Sheriff Services		

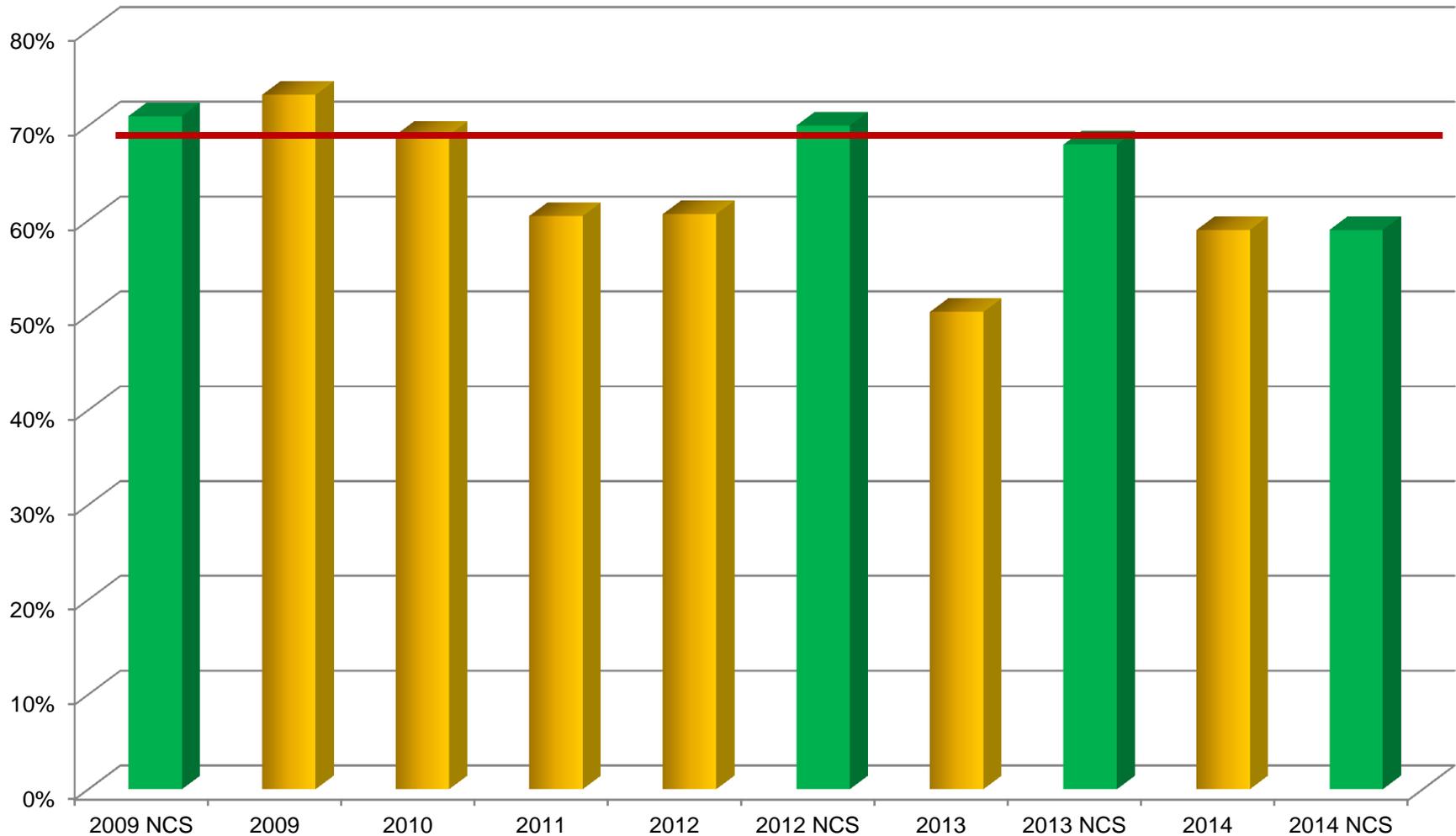
* Below the benchmark

Overall Quality of Life

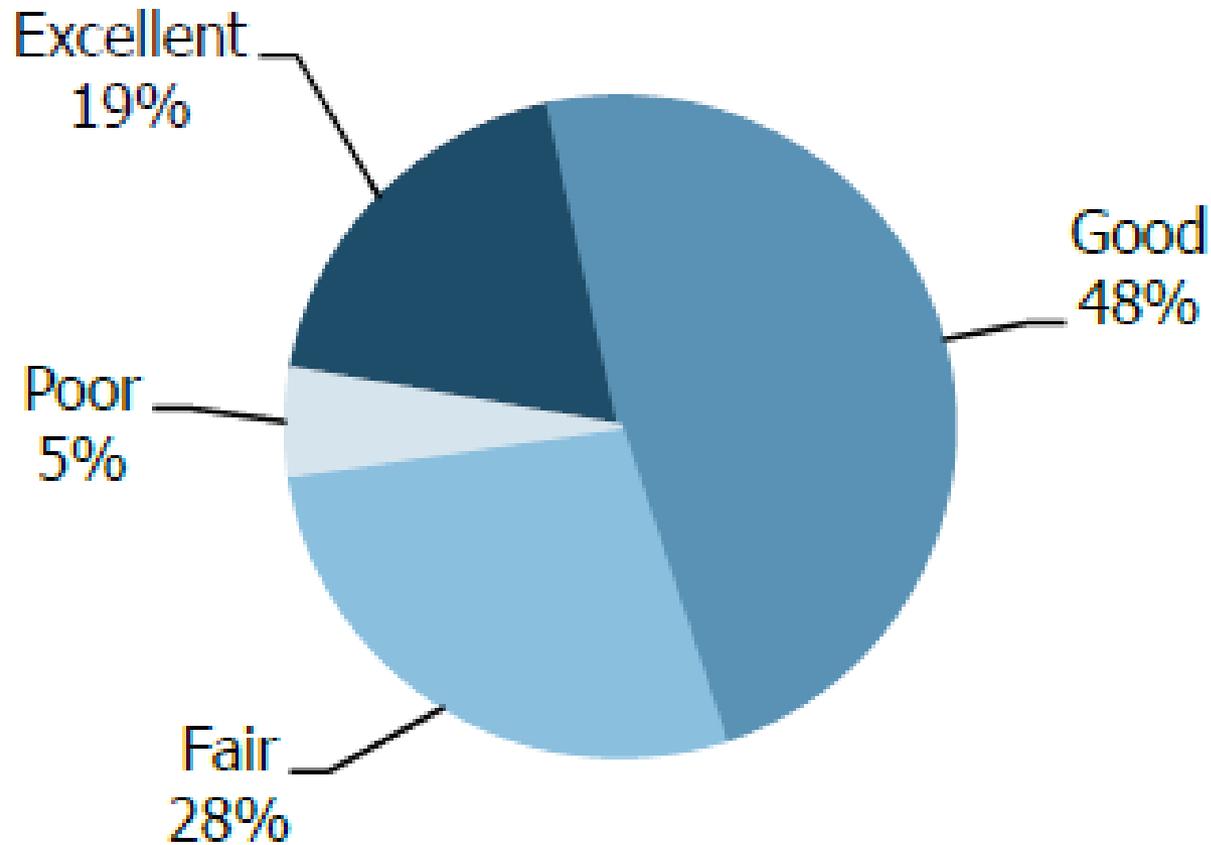


**National
Citizen Survey**

The Overall Quality of Life in Pasco County



Place to Live



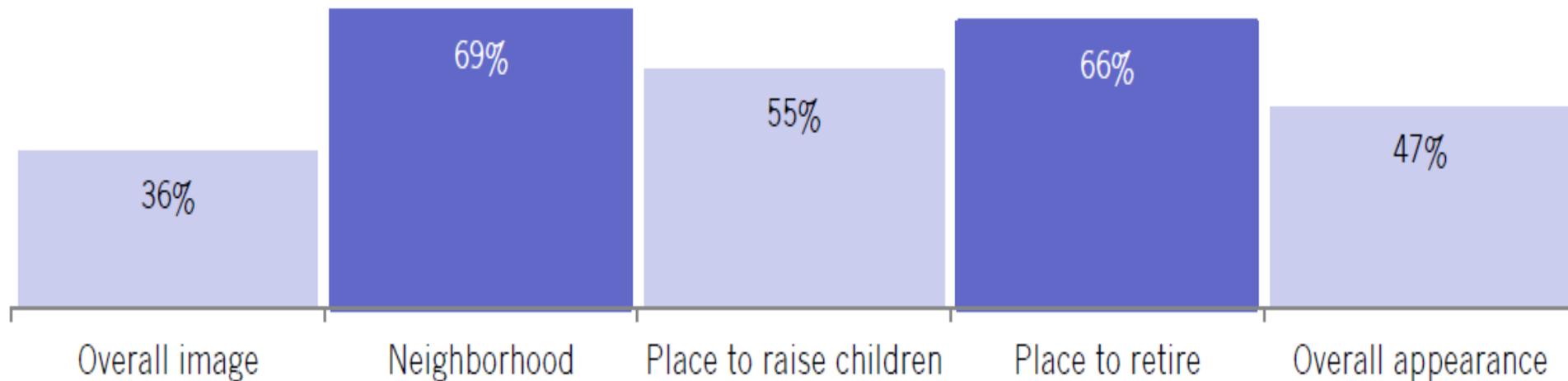
**National
Citizen Survey**

Pasco County as a Place to Live

Percent rating positively (e.g., excellent/good)

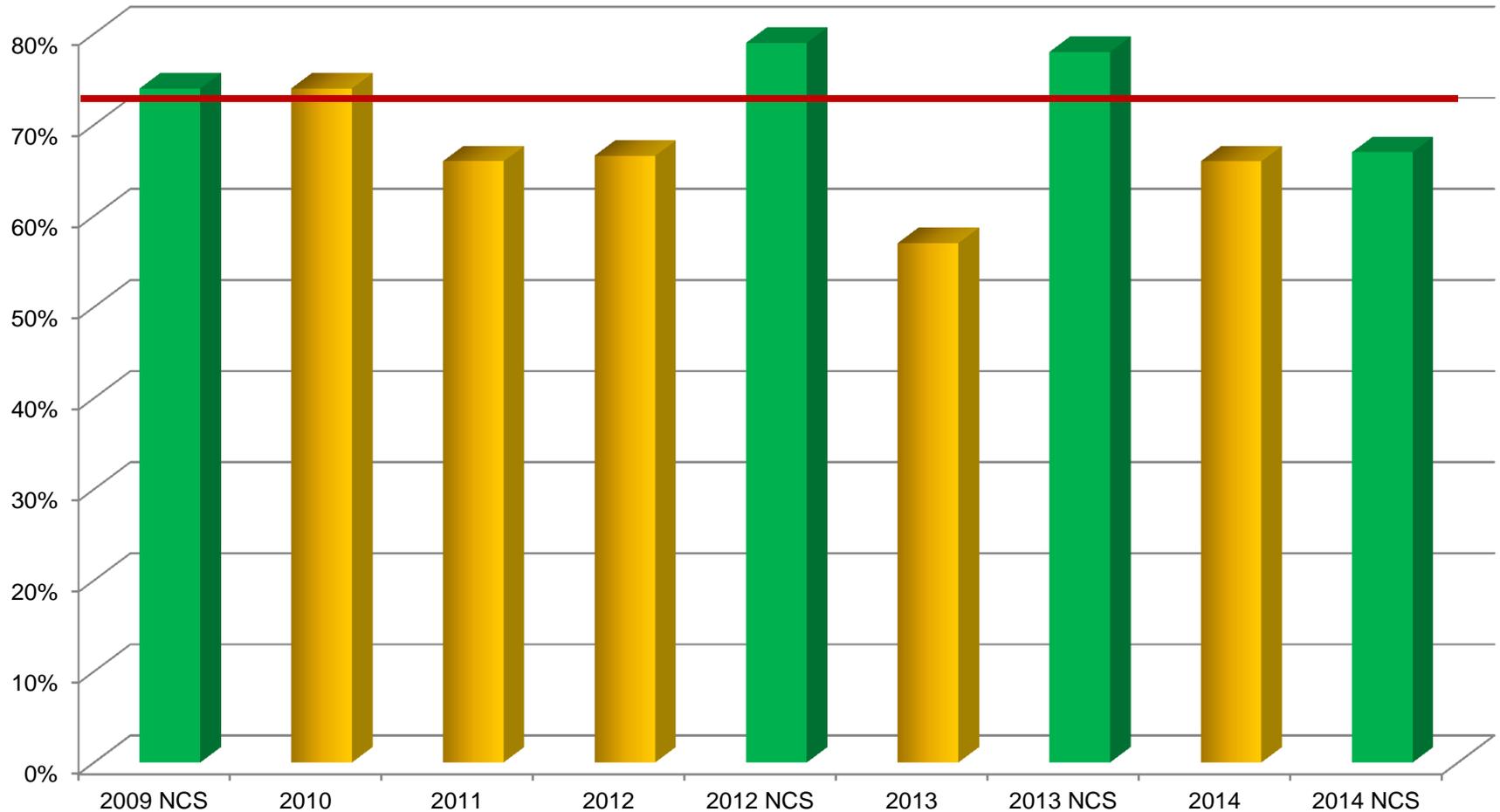
Comparison to national benchmark

■ Higher ■ Similar ■ Lower

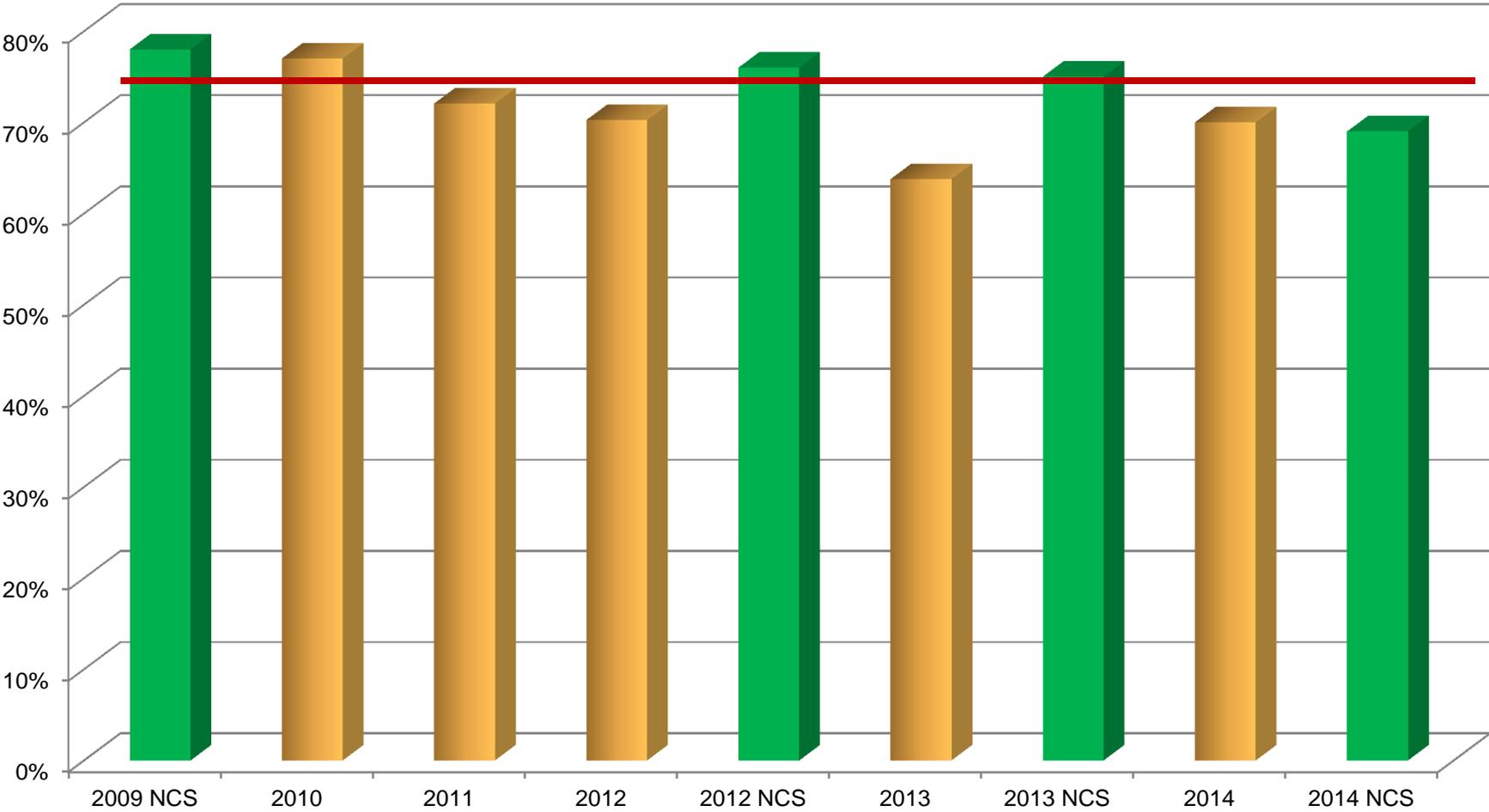


**National
Citizen Survey**

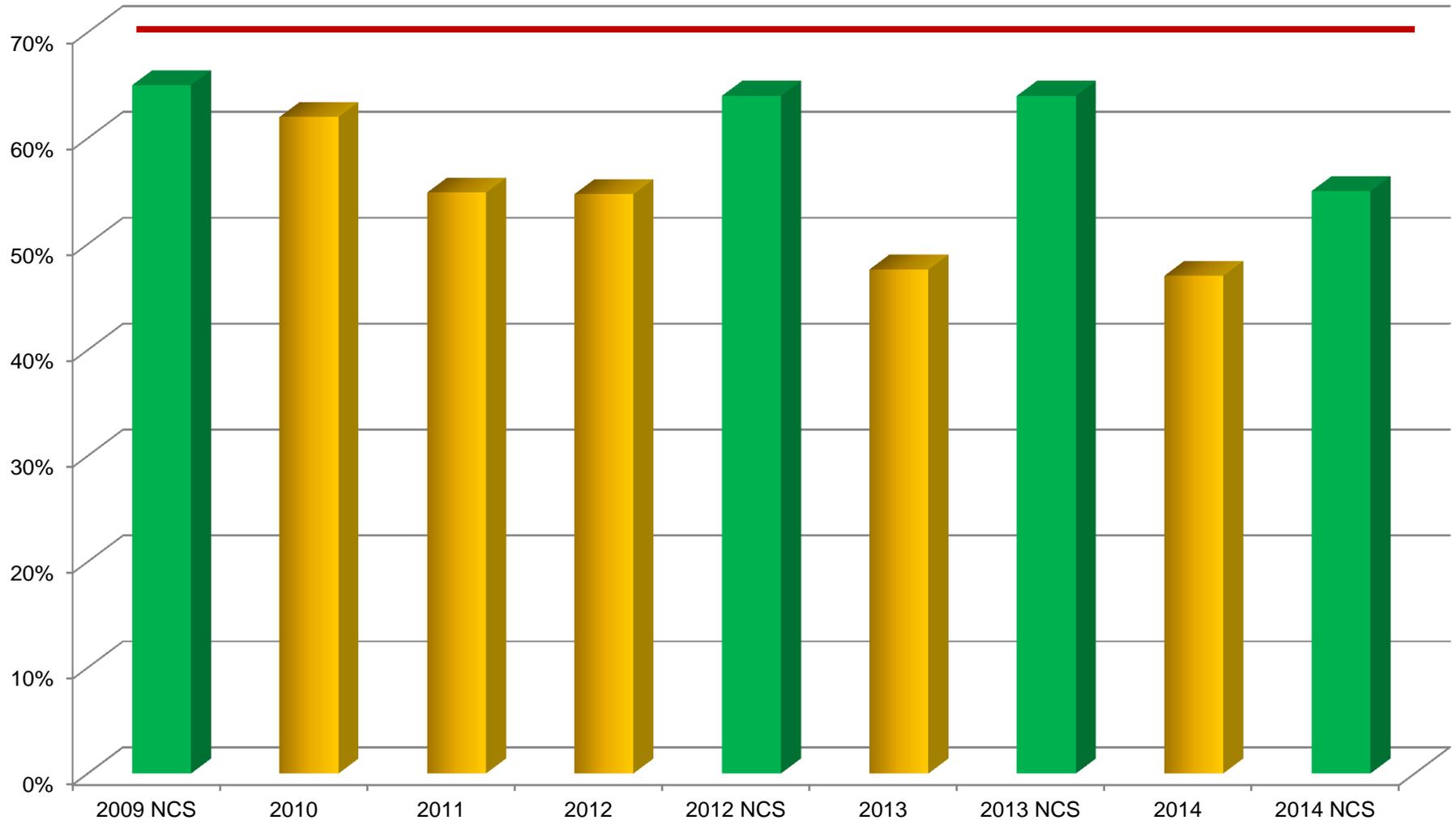
Pasco County as a Place to live



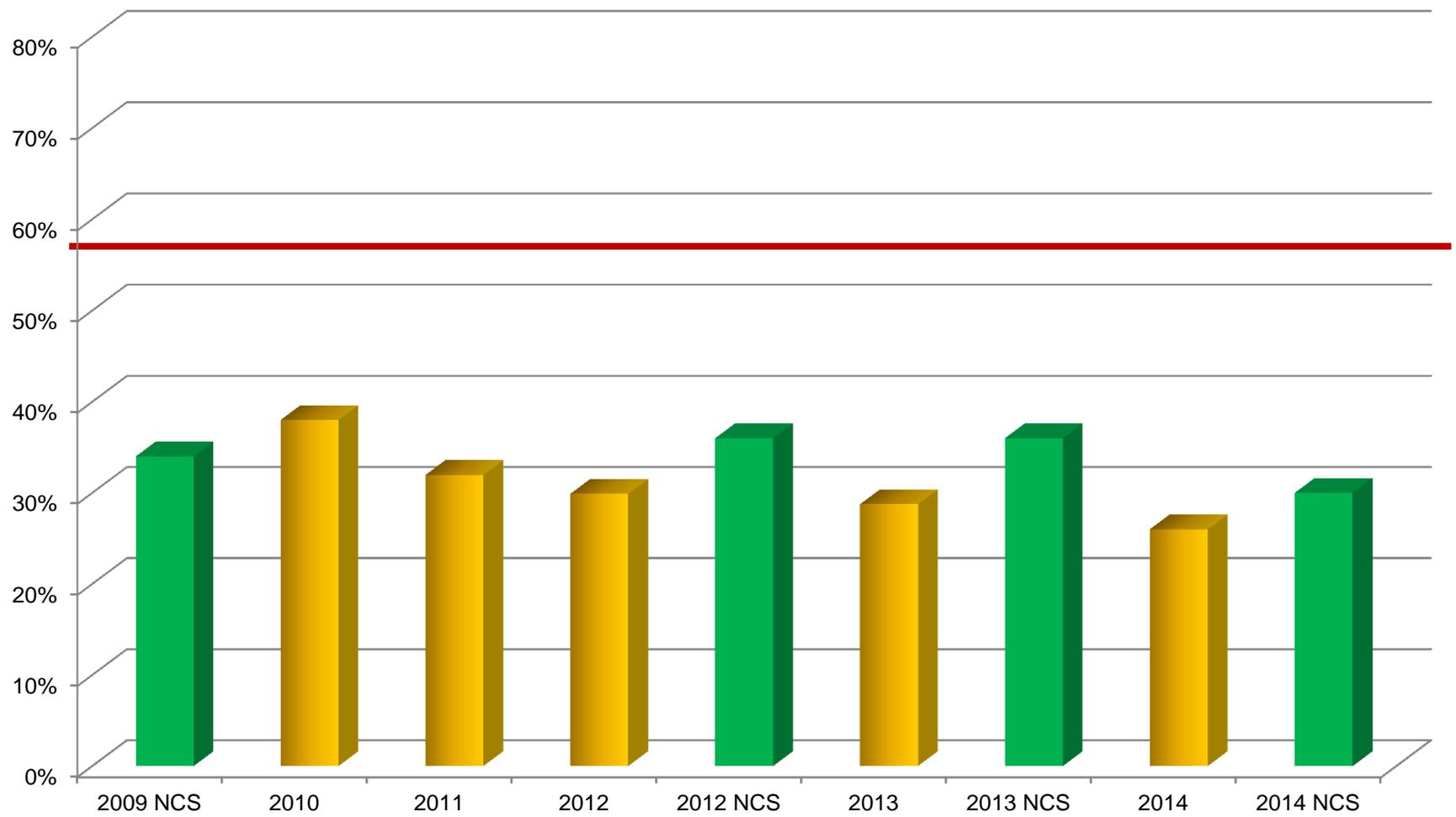
Your Neighborhood as a Place to Live



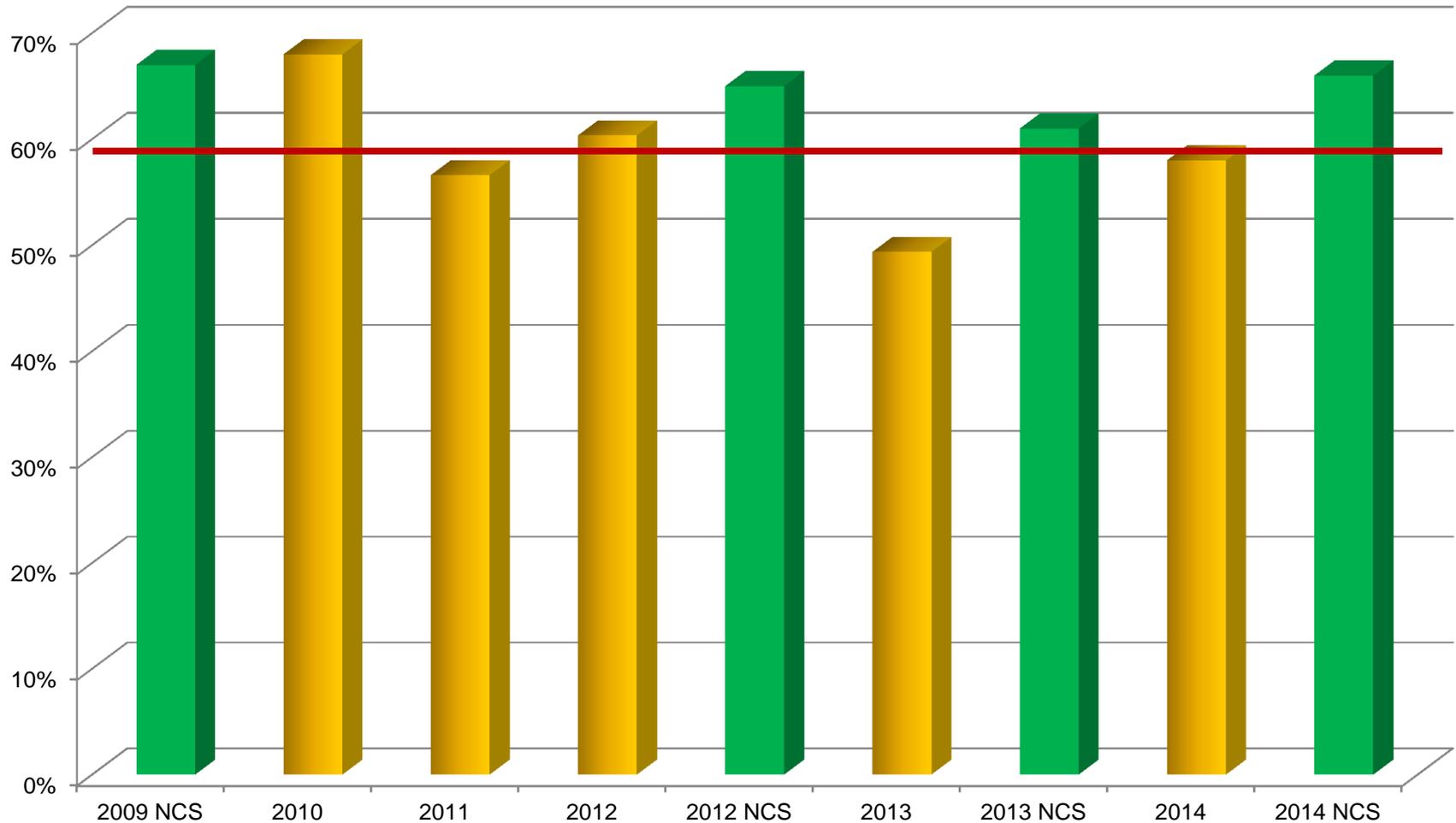
Pasco County as a Place to Raise Children



Pasco County as a Place to Work

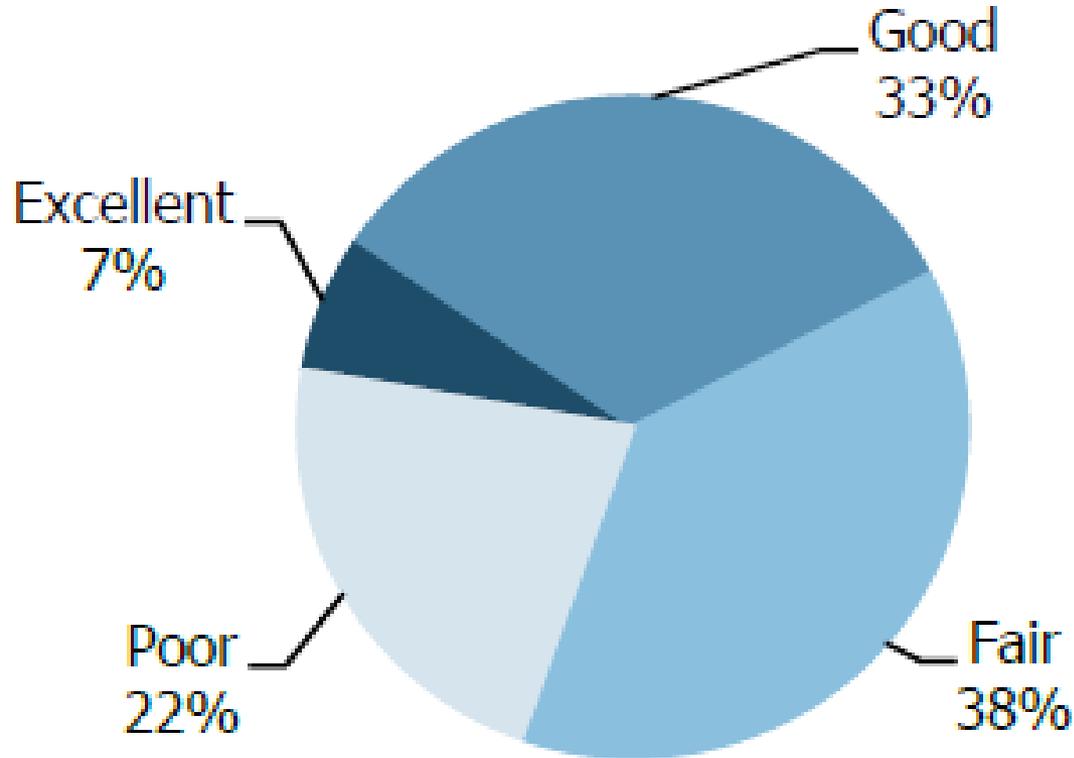


Pasco County as a Place to Retire



Pasco County as a Place to Live

Sense of Community



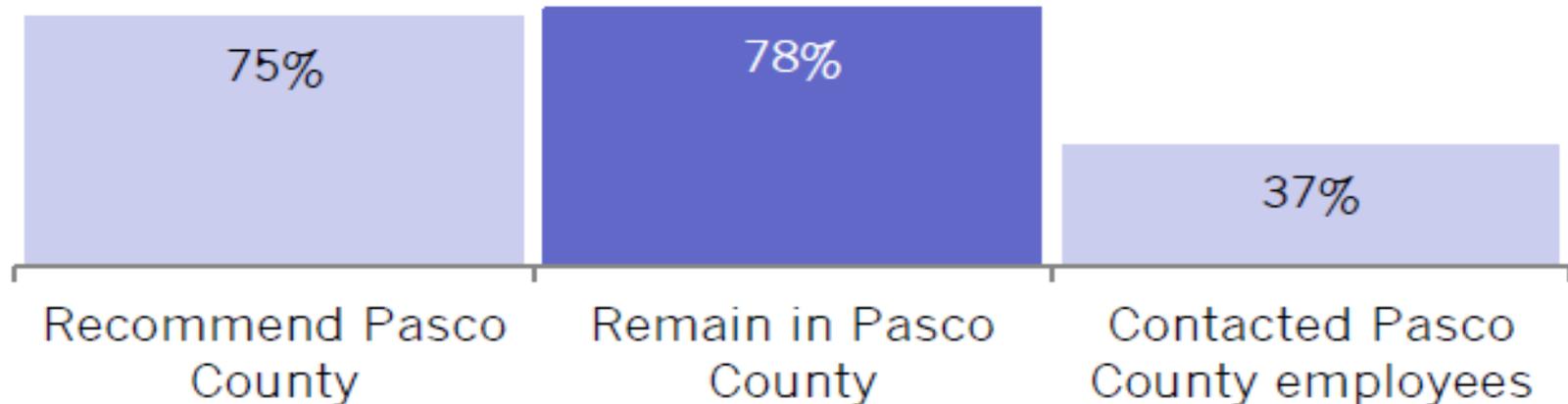
National
Citizen Survey

Pasco County as a Place to Live

*Percent rating positively
(e.g., very/somewhat likely,
yes)*

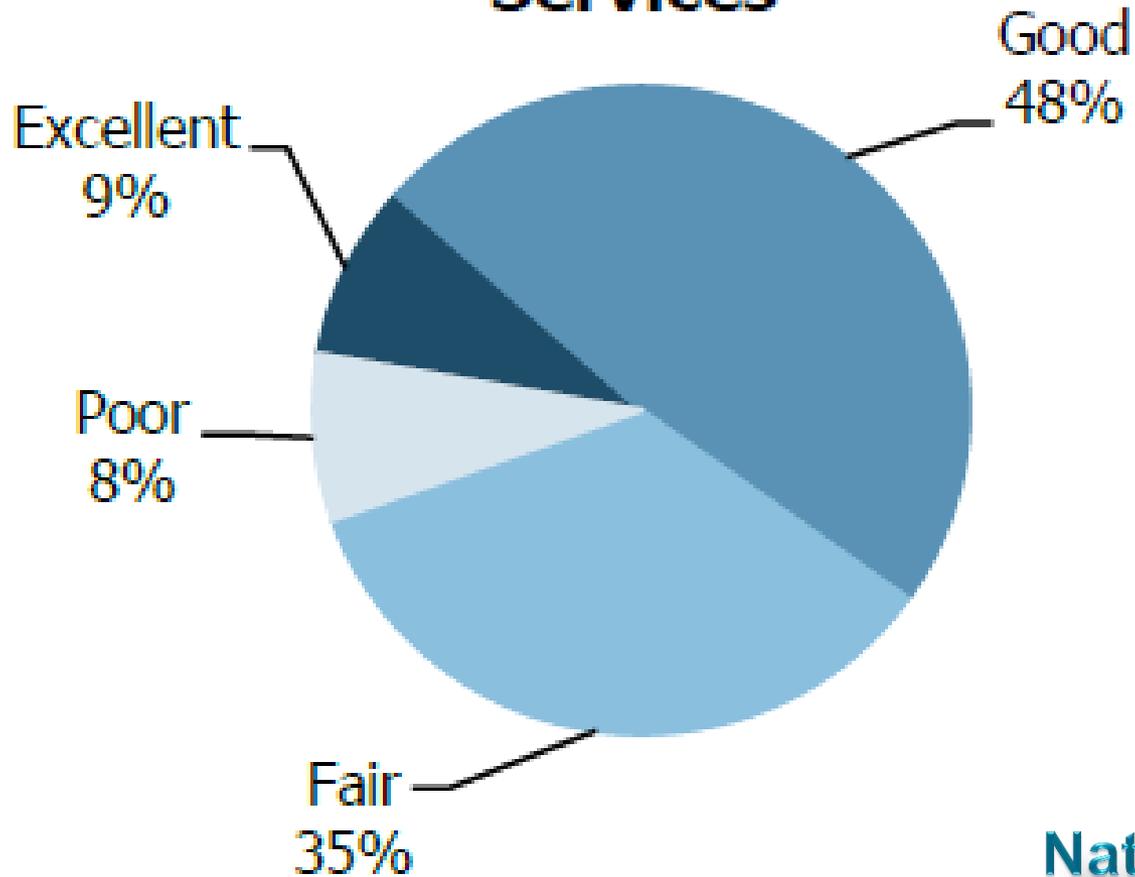
Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



**National Citizen
Survey**

Overall Quality of County Services



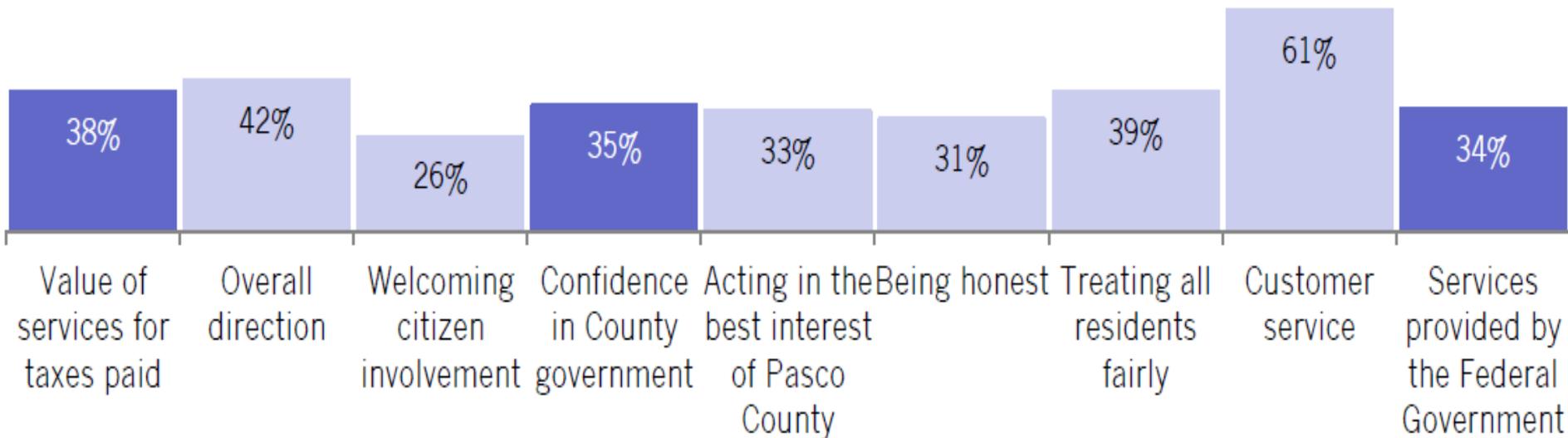
**National
Citizen Survey**

The Overall Quality of Services in Pasco County

Percent rating positively (e.g., excellent/good)

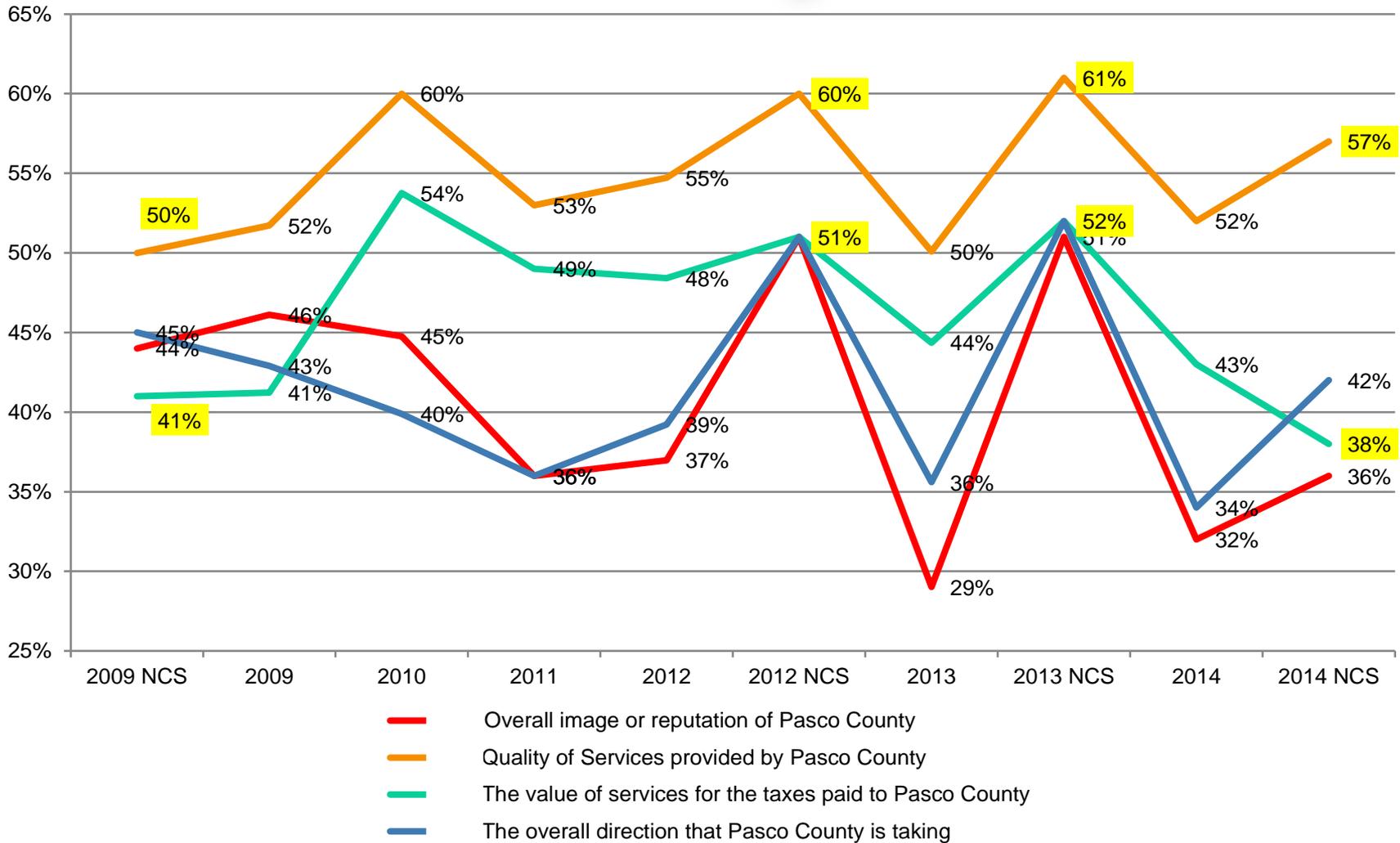
Comparison to national benchmark

■ Higher ■ Similar ■ Lower

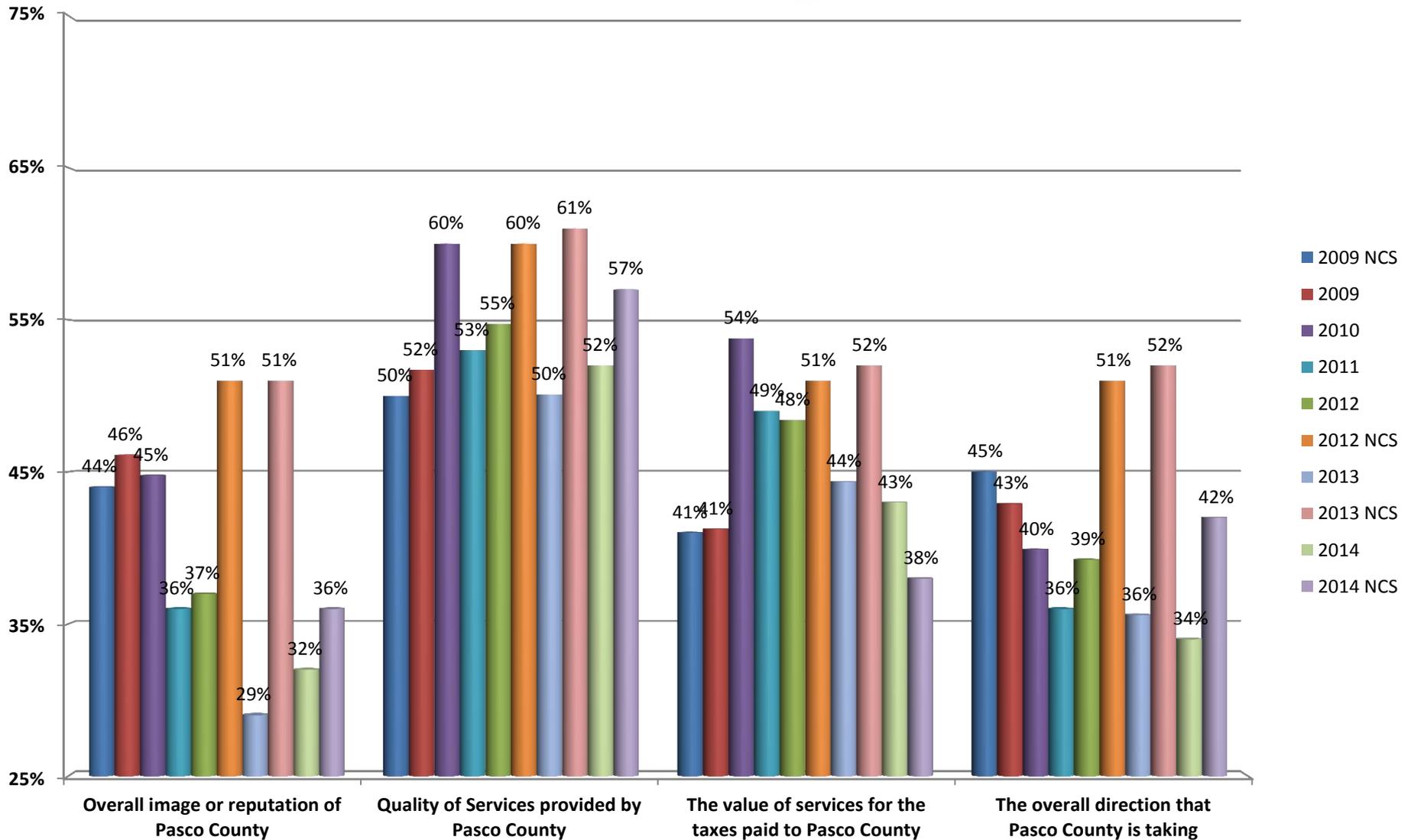


National Citizen Survey

Pasco County Services



Pasco County Services



How Do We Compare?

- ▶ NCS compares to potentially 500 jurisdictions.
- ▶ Out of 130 Community Characteristics:
 - 3 ranked “Higher” than the benchmark
 - Stock supplies for emergencies
 - Made efforts to conserve water
 - Vote in local elections
 - 58 ranked as “Similar” to the benchmark

How Do We Compare?

- ▶ Out of 130 Community Characteristics:
 - 61 ranked “Lower” than the benchmark
 - 8 ranked “Much Lower” than the benchmark
 - Overall image or reputation of Pasco County
 - Ease of walking
 - Ease of travel by bicycle
 - Pasco County as a place to work
 - Opportunities to attend cultural/arts activities
 - Street cleaning
 - Use of public transportation (bus)
 - Walked/biked instead of driving

How Do We Compare?

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)				2014 rating compared to 2013	Comparison to benchmark			
	2009	2012	2013	2014		2009	2012	2013	2014
Overall quality of life	71%	70%	68%	59%	Similar	Much lower	Much lower	Much lower	Lower
Overall image	44%	51%	51%	36%	Lower	Much lower	Much lower	Much lower	Much lower
Place to live	74%	79%	78%	67%	Lower	Much lower	Lower	Much lower	Lower
Neighborhood	78%	76%	75%	69%	Similar	Similar	Similar	Lower	Similar
Place to raise children	65%	64%	64%	55%	Lower	Much lower	Much lower	Much lower	Lower
Place to retire	67%	65%	61%	66%	Similar	Similar	Similar	Similar	Similar
Overall appearance	55%	50%	55%	47%	Similar	Much lower	Much lower	Much lower	Lower

How Do We Compare?

Table 1: Community Characteristics General

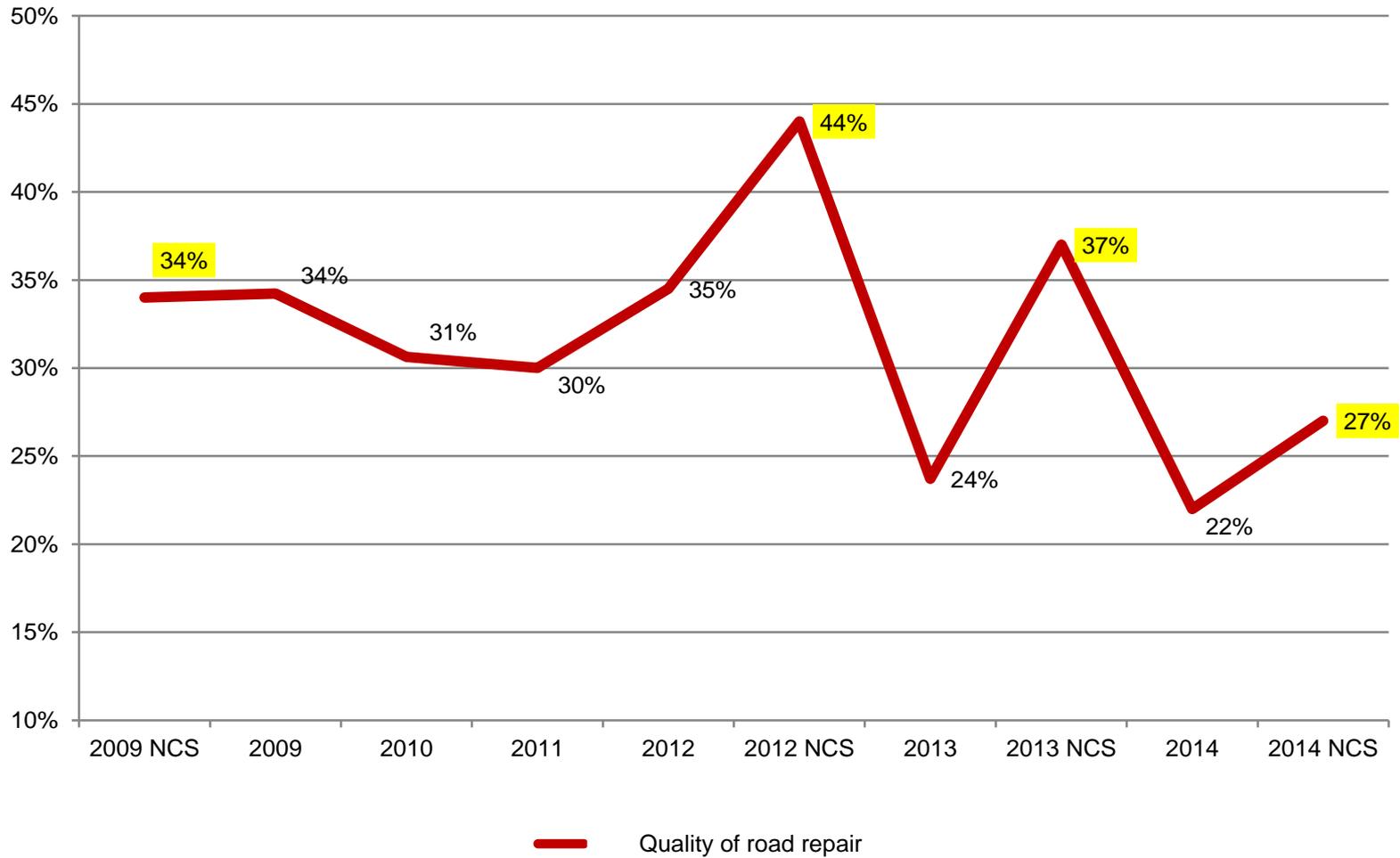
	Percent positive	Rank	Number of communities in comparison
The overall quality of life in Pasco County	59%	336	368
Overall image or reputation of Pasco County	36%	262	281
Pasco County as a place to live	67%	274	309
Your neighborhood as a place to live	69%	219	247
Pasco County as a place to raise children	55%	280	307
Pasco County as a place to retire	66%	172	294
Overall appearance of Pasco County	47%	249	285

How Do We Compare?

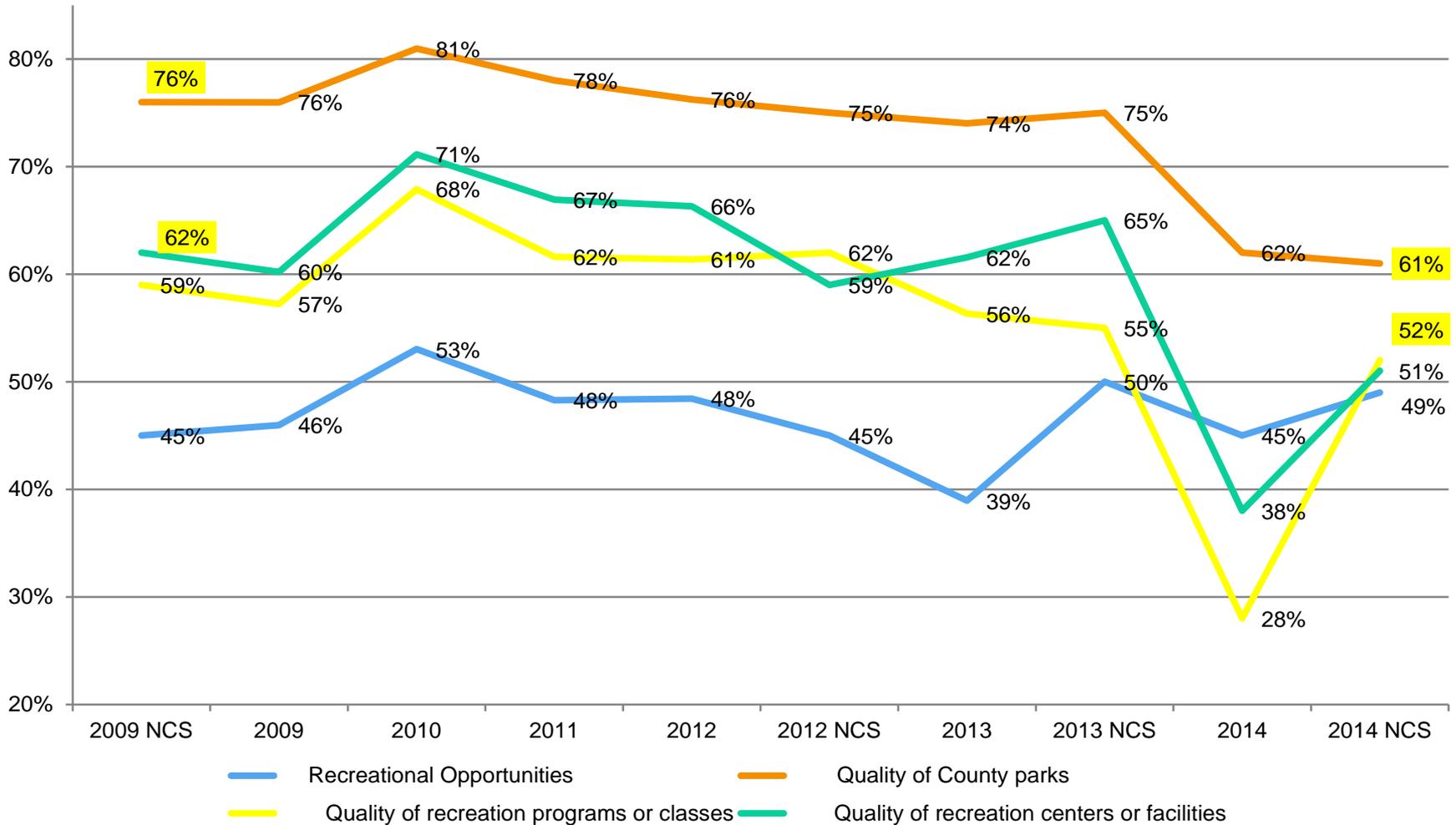
Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Area			Overall
	West	Central	East	
The overall quality of life in Pasco County	53%	72%	63%	59%
Overall image or reputation of Pasco County	32%	53%	32%	36%
Pasco County as a place to live	62%	81%	71%	67%
Your neighborhood as a place to live	67%	73%	69%	69%
Pasco County as a place to raise children	45%	70%	68%	55%
Pasco County as a place to retire	61%	70%	77%	66%
Overall appearance of Pasco County	37%	73%	47%	47%

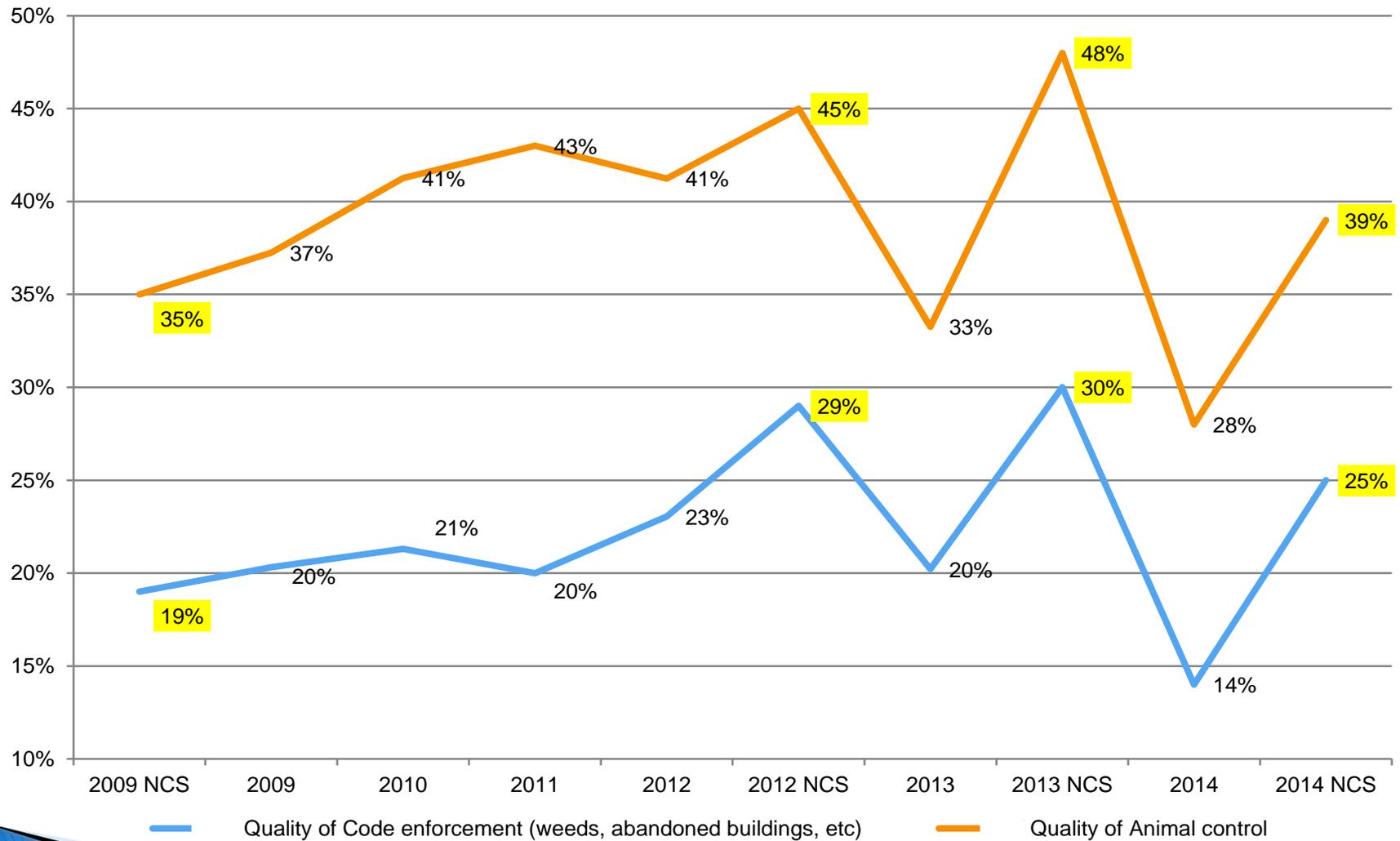
Road Repair



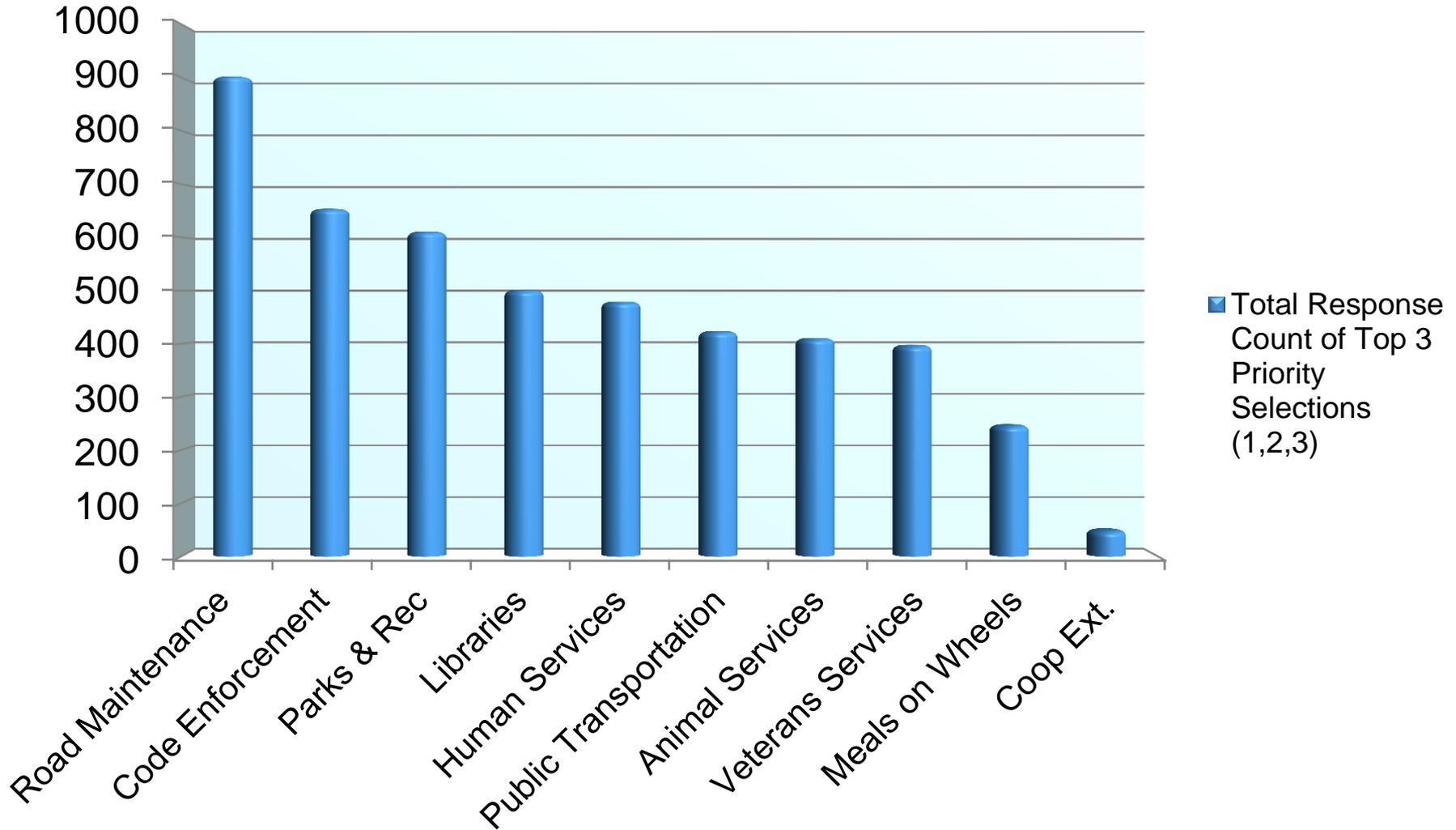
Parks & Recreation



Code Enforcement & Animal Control



(Q18) Citizen Response to “Most Important Services” (Outside of Law Enforcement, Fire/Rescue & Emergency Medical) Online Survey Responses



Conclusions

- ▶ **Safety and the Economy are priorities**
 - Positive ratings for safety services, similar to other communities.
 - Poor ratings for overall economic health, employment opportunities, and economic development services.
- ▶ **Citizen satisfaction with the services provided and the value for taxes paid, while down from last year are comparable to other communities.**
 - In spite of flat budgets and skeleton crews, good work is being done across the County.
- ▶ **Citizens are realizing the need for infrastructure maintenance.**
 - Road Repair – Ranked 311 out of 351
 - County Parks – Ranked 239 out of 262

Conclusions

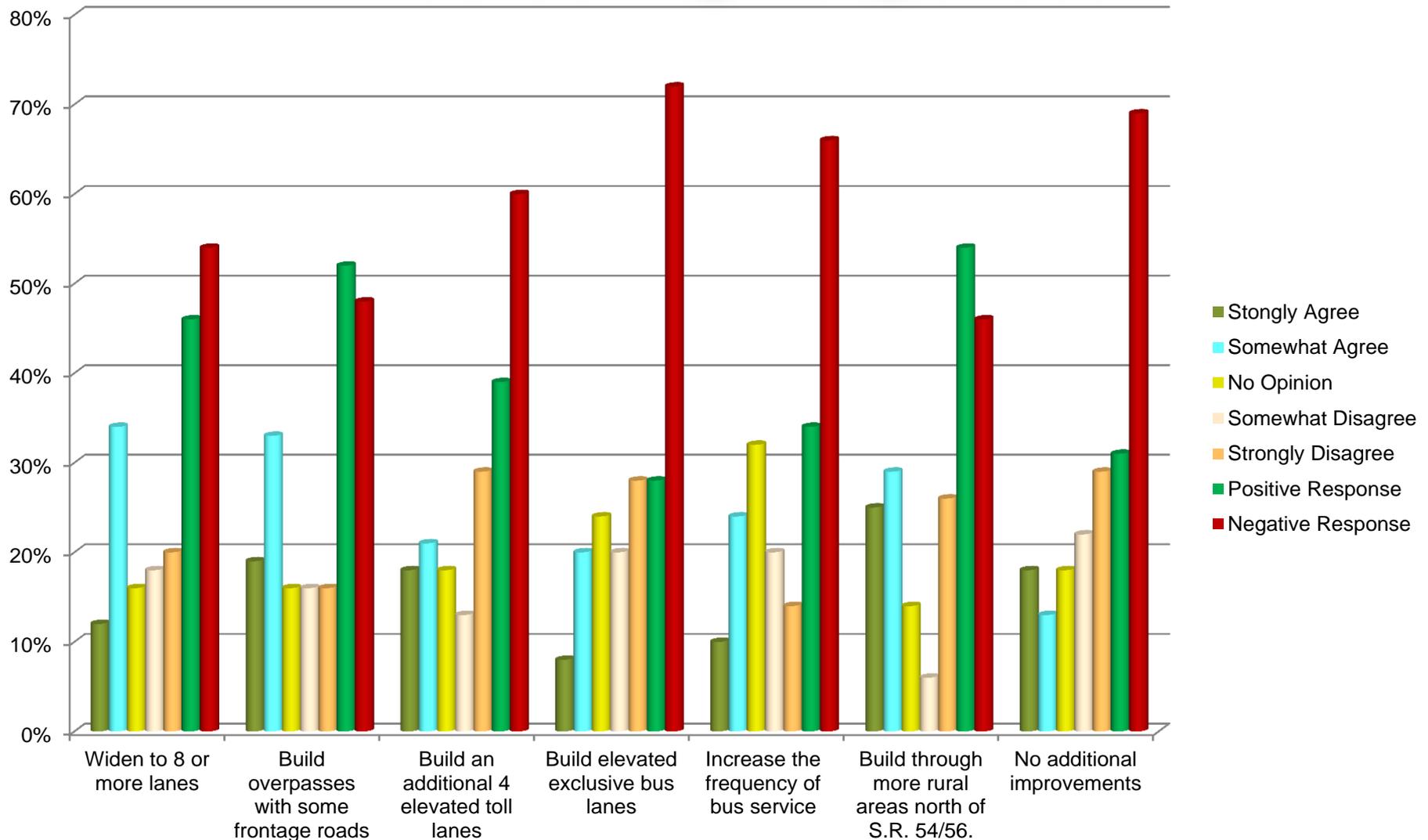
- ▶ **The overall image and reputation of the County and its overall appearance scored poorly.**
 - Overall Image/reputation of Pasco County – Ranked 262 out of 281.
 - Overall appearance of Pasco County – Ranked 249 out of 285

- ▶ **FY15 investments support our strengths and address opportunities for improvement.**
 - Road & Bridge – Restore service levels
 - Code Enforcement - Increase capacity
 - Facilities Master Plan - Capital Improvement Fund
 - Development Services – Increase capacity
 - Parks & Rec. – Capital Maintenance Program

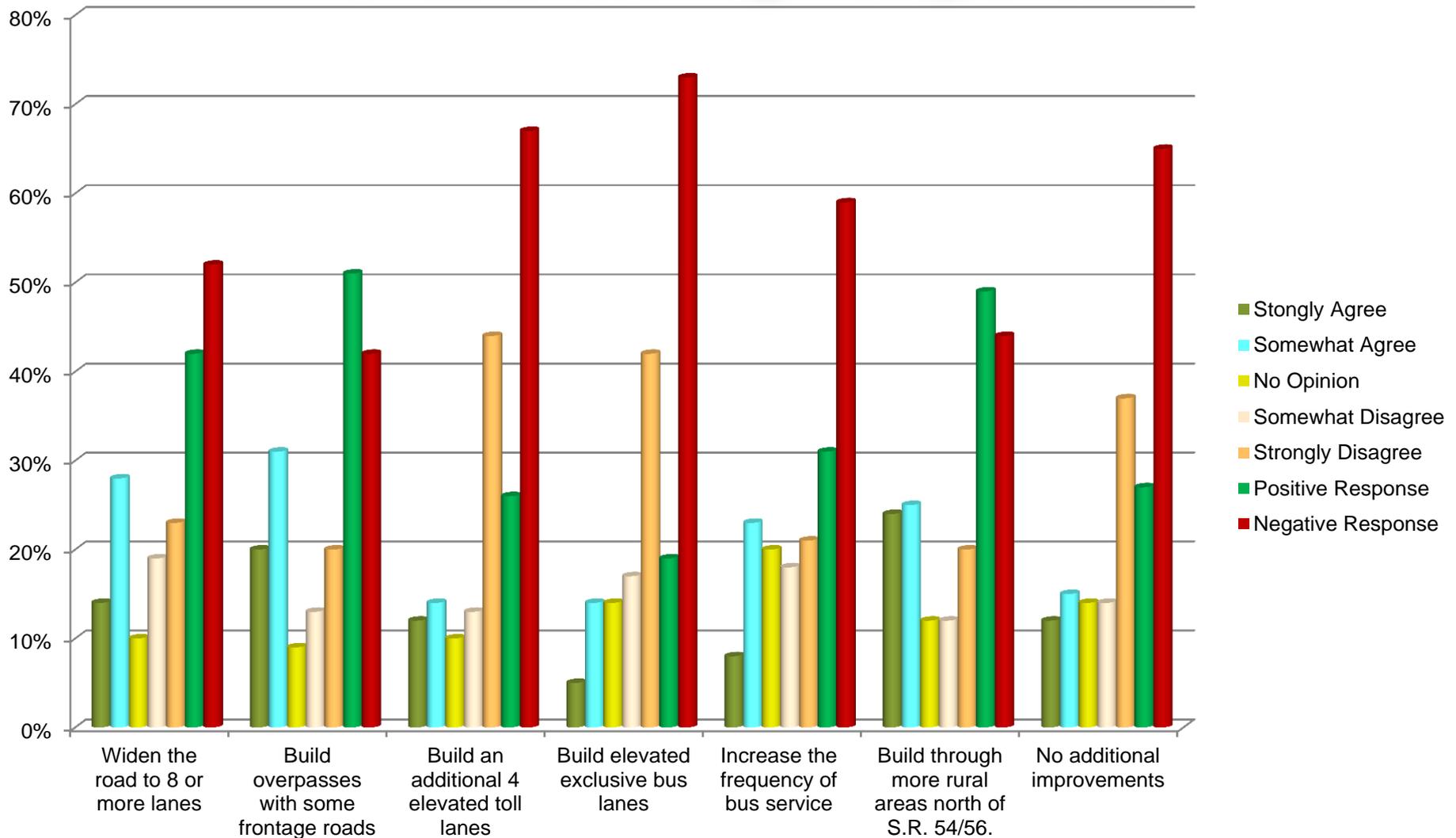


Pasco-Specific Questions

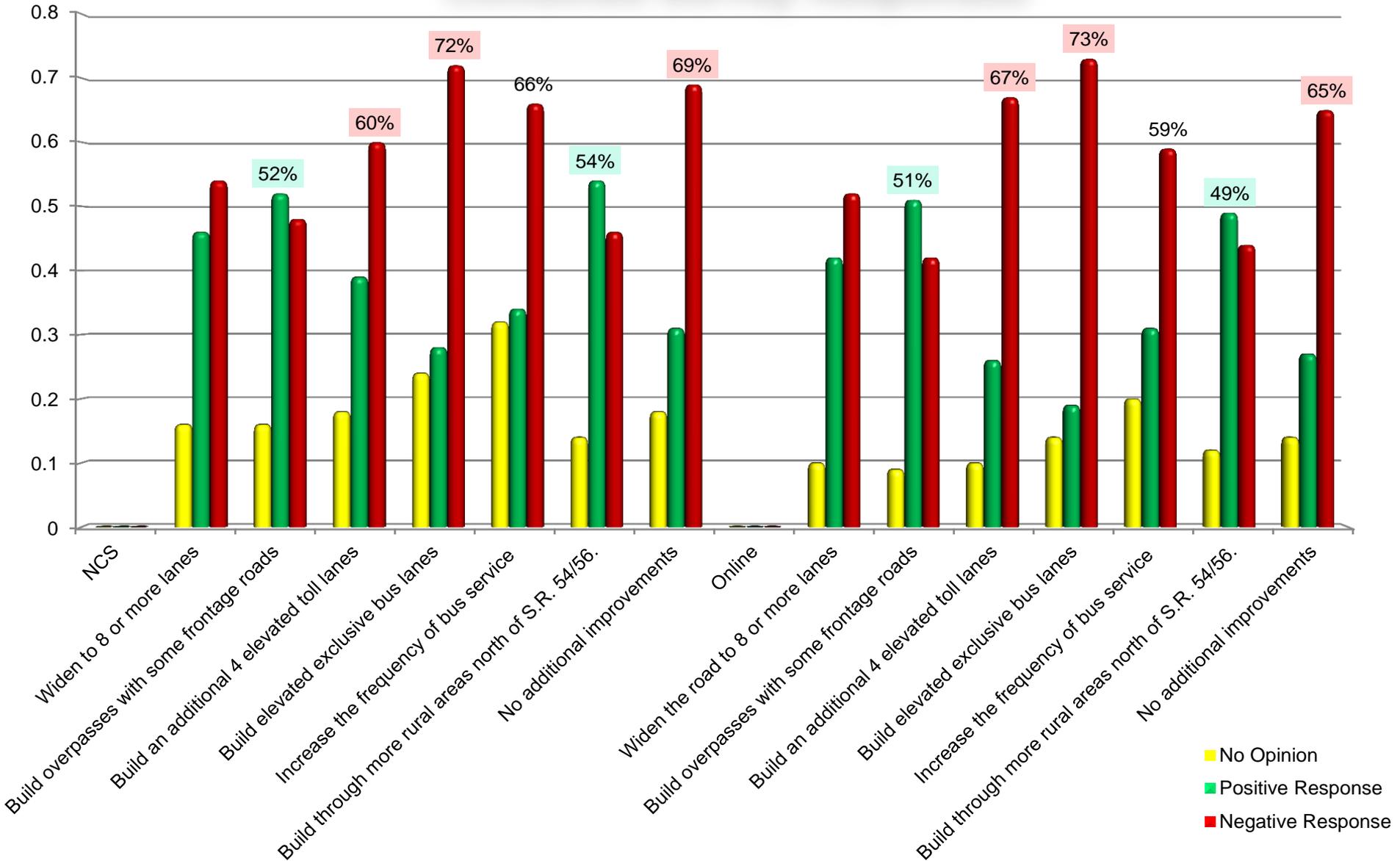
(Q14) S.R. 54/56 Improvement Options NCS Survey Responses



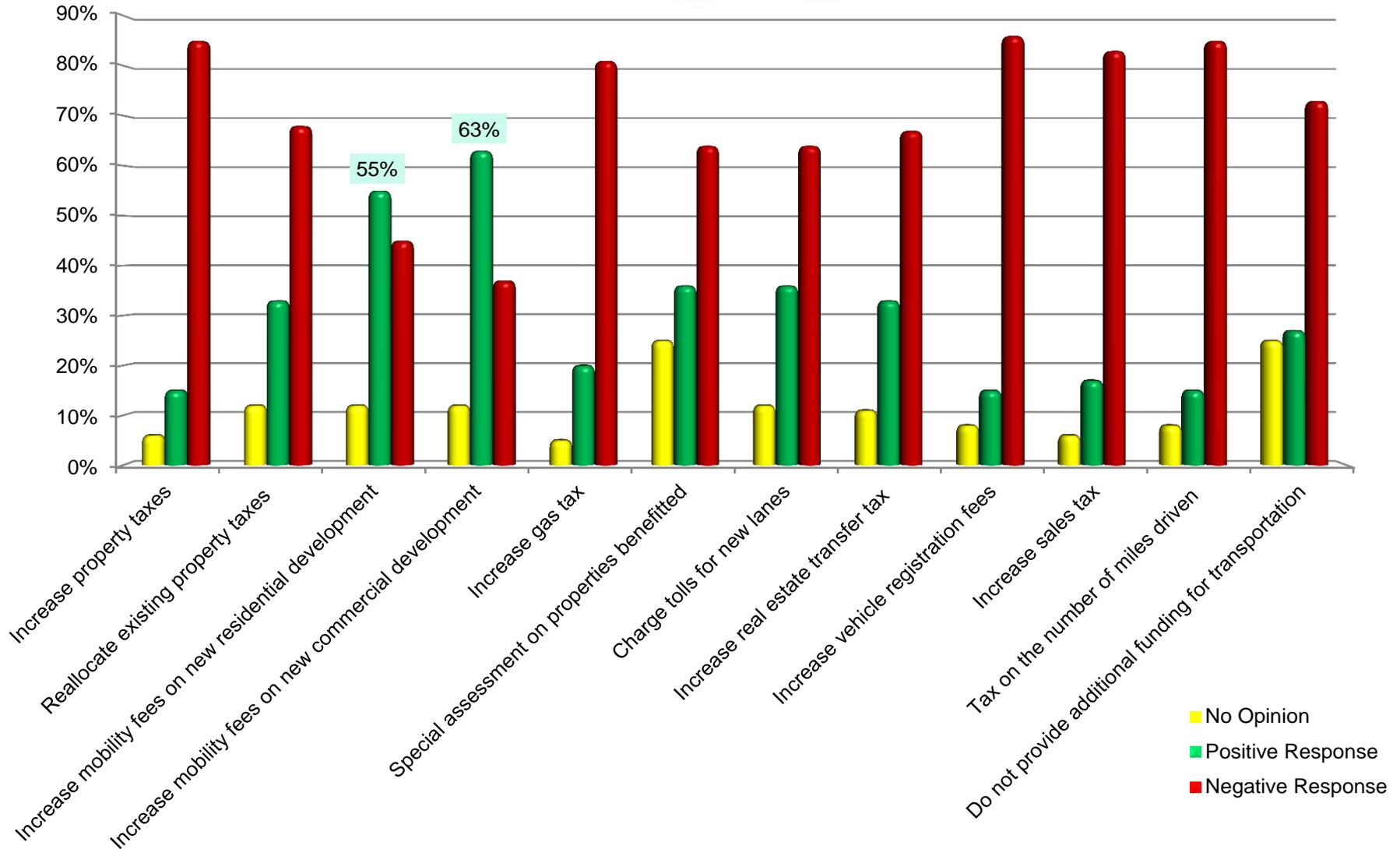
(Q14) S.R. 54/56 Improvement Options Online Survey Responses



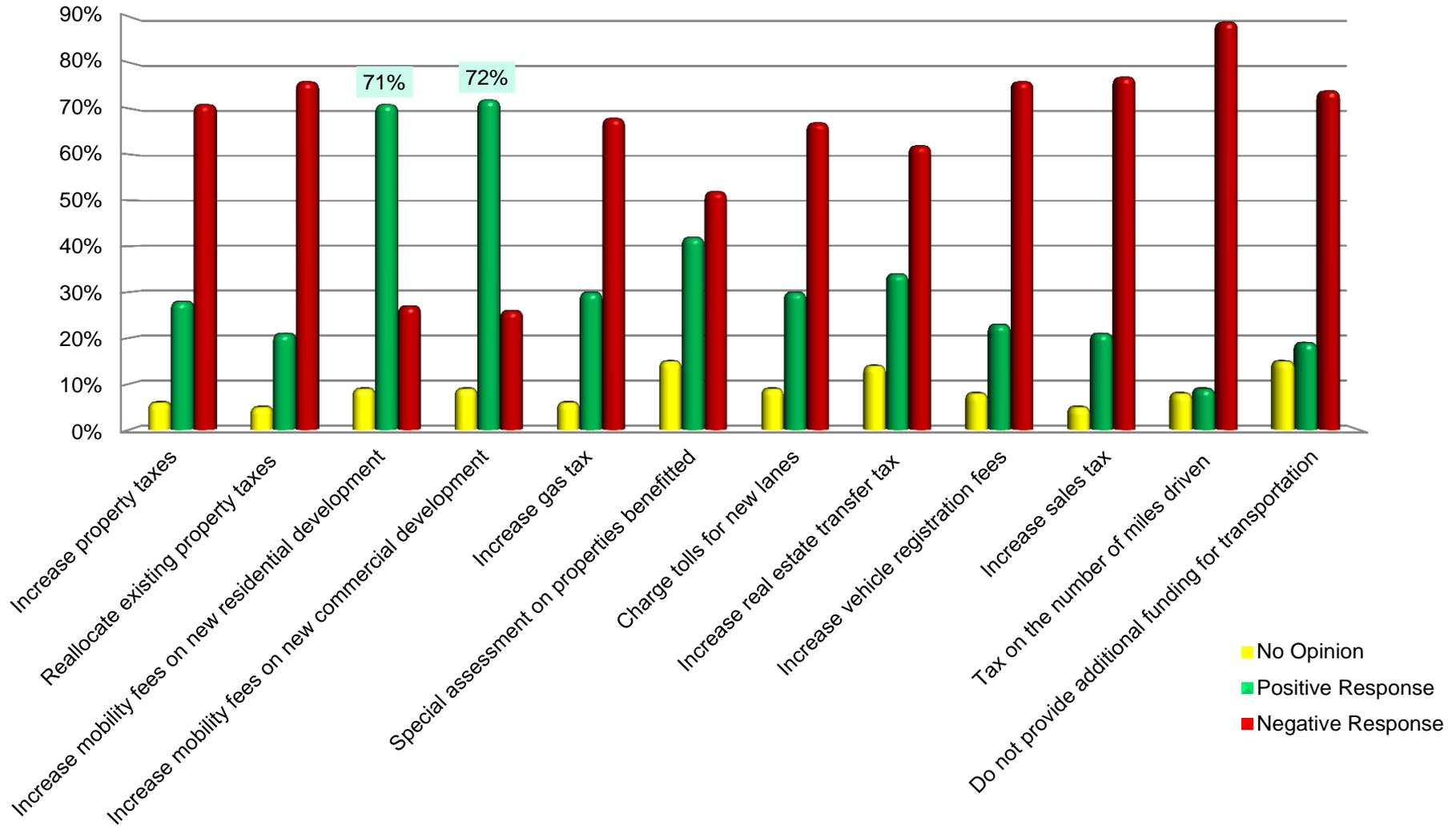
(Q14) S.R. 54/56 Improvement Options Combined Survey Responses



(Q15) Options to Pay for Unfunded Transportation Needs NCS Survey Responses

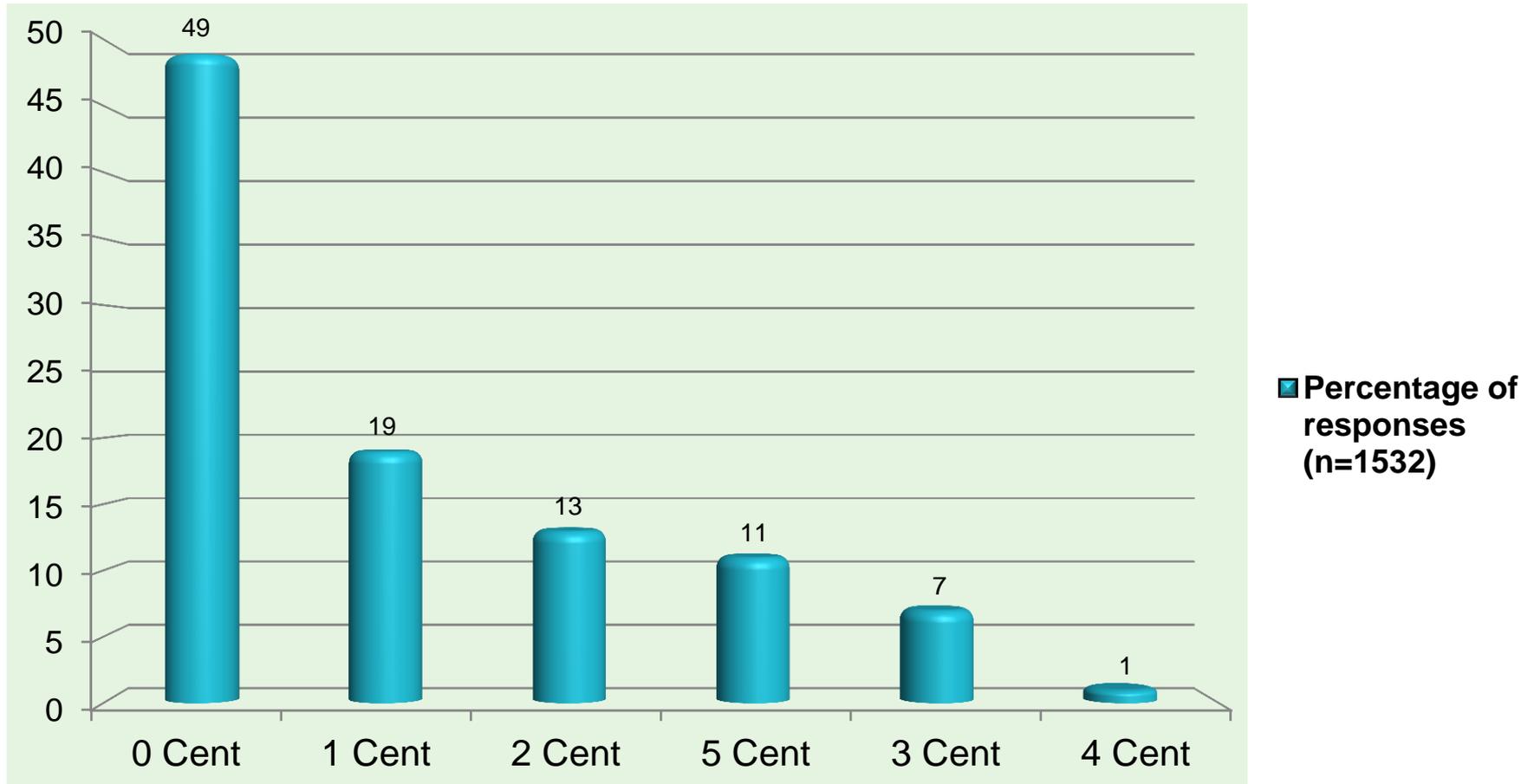


(Q15) Options to Pay for Unfunded Transportation Needs Online Survey Responses



(Q17) Gas Tax Options to Pay for Unfunded Transportation Needs

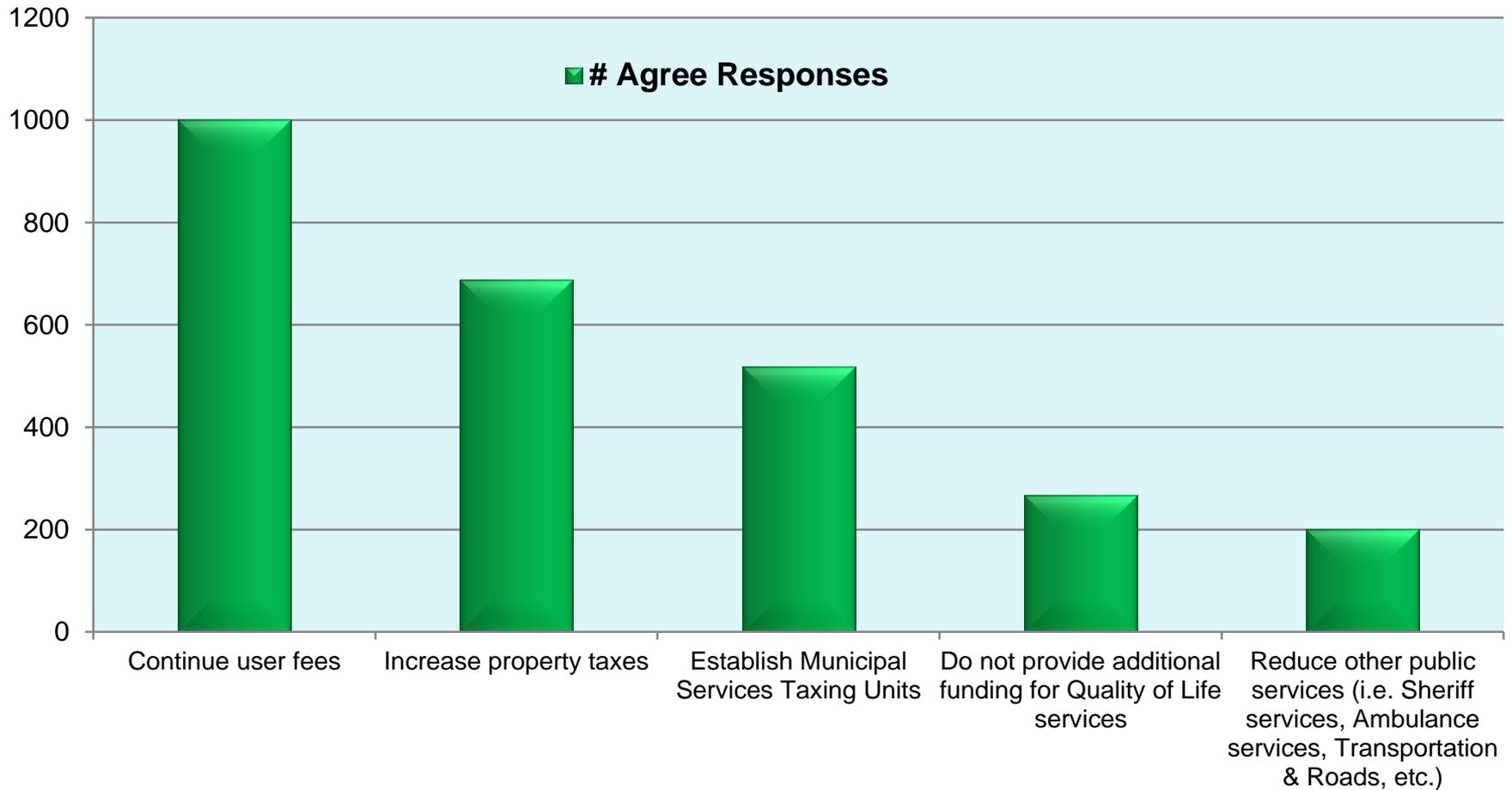
Online Survey Responses



****Cumulative 51% support some level of increase.**

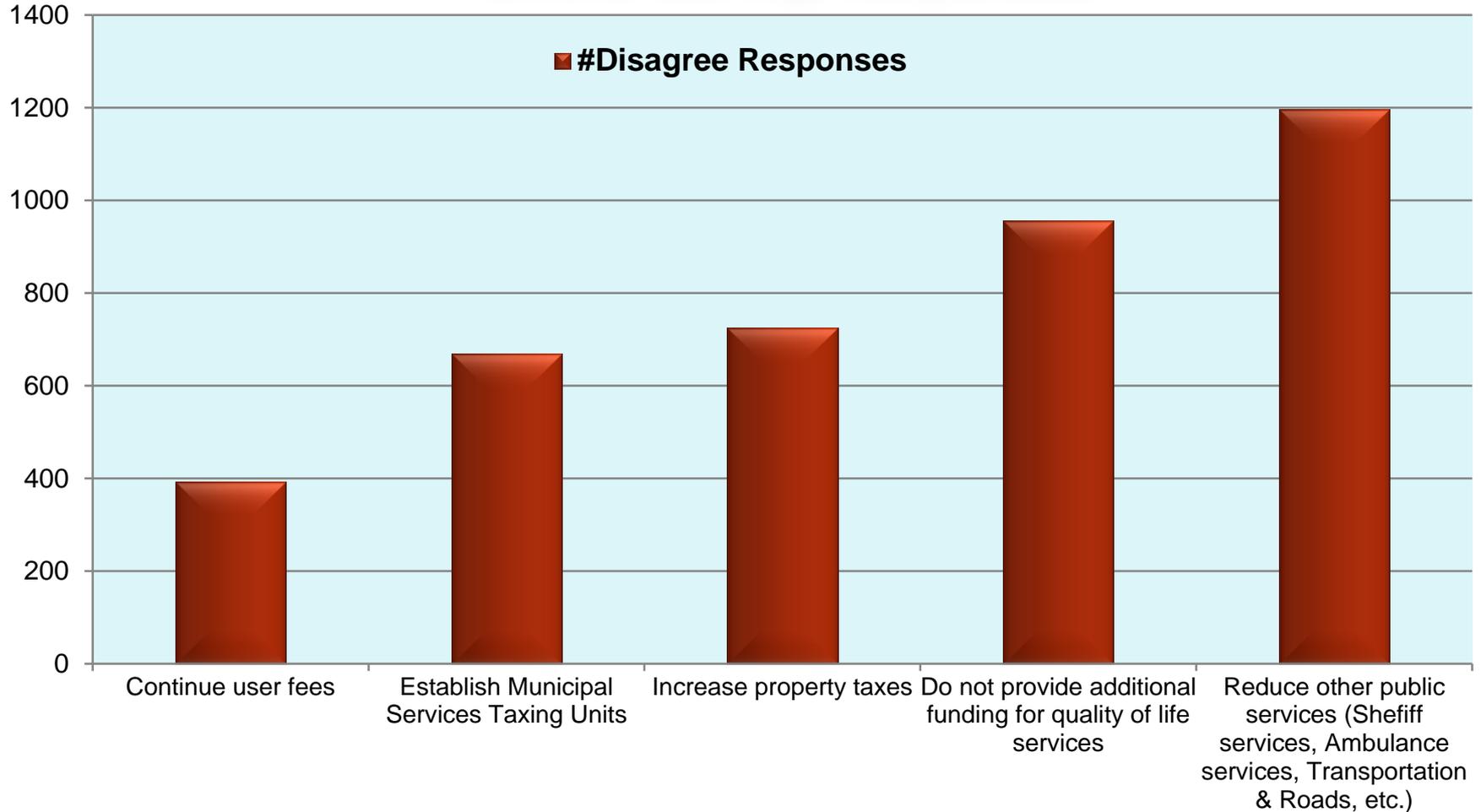
(Q19) Options to Pay for Unfunded Quality of Life Services

Online Survey Responses



(Q19) Options to Pay for Unfunded Quality of Life Services

Online Survey Responses



Conclusions

▶ **S.R. 54/56 Improvement Options**

- DO – Build in more rural areas north of 54/56.
- DO – Build overpasses in busy intersections.
- DON'T – Build elevated toll lanes or rely on transit options.
- Doing nothing is not an option.

▶ **Options to Pay for Unfunded Transportation Needs**

- DO – Increase mobility fees on new residential and commercial development.
- Gas taxes had slightly better responses than property taxes.

▶ **Gas Tax Increase Options**

- 51% support some level of increase.

▶ **Options to Pay for Unfunded Quality of Life Services**

- DO – Continue user fees.
- DON'T – Reduce other services (Sheriff, Ambulance, Transportation, Roads, etc.) to fund.