



The National Citizen Survey™

**PASCO COUNTY, FL
2009**



3005 30th Street
Boulder, CO 80301
www.n-r-c.com • 303-444-7863



777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

C O N T E N T S

Survey Background..... 1
 About The National Citizen Survey™ 1
 Understanding the Results 3

Executive Summary 5

Community Ratings 7
 Overall Community Quality 7
 Community Design 9
 Transportation 9
 Housing 12
 Land Use and Zoning 14
 Economic Sustainability..... 17
 Public Safety 21
 Environmental Sustainability..... 25
 Recreation and Wellness 29
 Parks and Recreation 29
 Culture, Arts and Education 32
 Health and Wellness 34
 Community Inclusiveness..... 36
 Civic Engagement..... 38
 Civic Activity..... 38
 Information and Awareness 41
 Social Engagement 42
 Public Trust..... 44
 Pasco County Employees..... 47

From Data to Action 49
 Resident Priorities 49
 Pasco County Action Chart..... 50
 Using Your Action Chart™ 52

Policy Questions 53

Appendix A: Complete Survey Frequencies 55
 Frequencies Excluding “Don’t Know” Responses 55
 Frequencies Including “Don’t Know” Responses..... 67

Appendix B: Survey Methodology 82

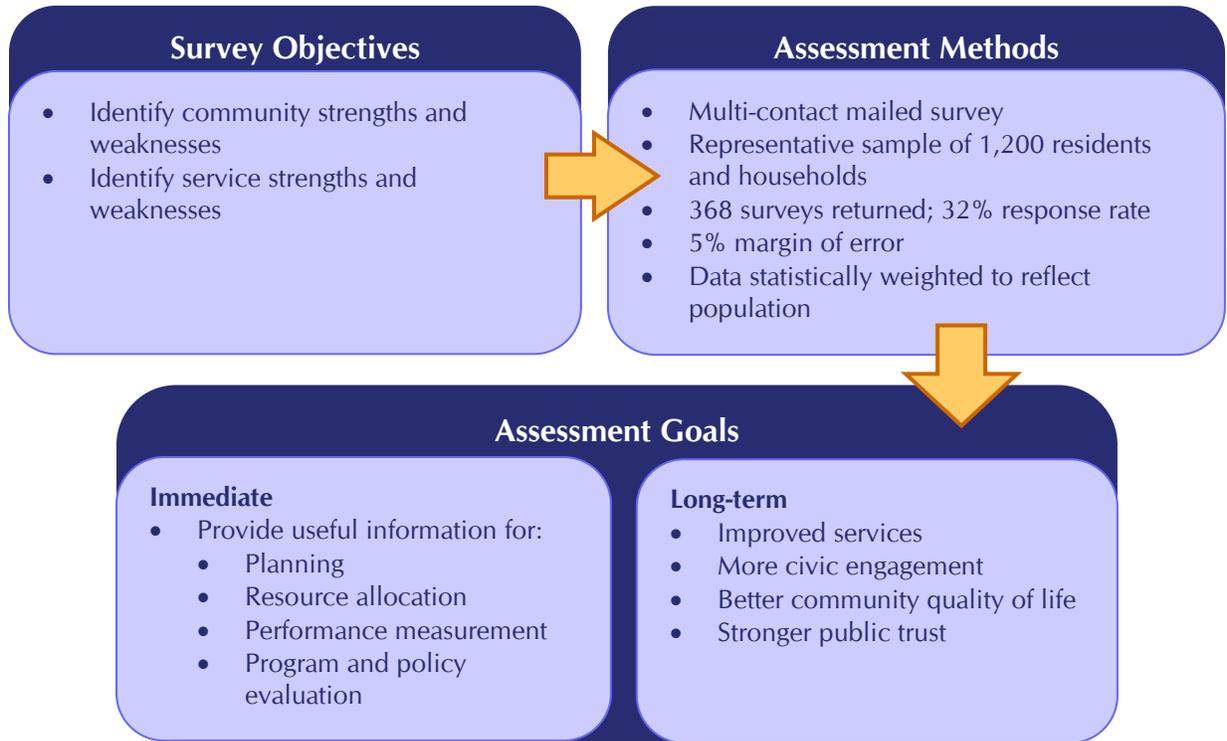
Appendix C: Survey Materials..... 90

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 368 completed surveys were obtained, providing an overall response rate of 32%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for Pasco County was developed in close cooperation with local jurisdiction staff. Pasco County staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. Pasco County staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, crosstabulation of results, an open-ended question and several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the Pasco County survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (368 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American counties. Where possible, the better comparison is not from one service to another in Pasco County, but from Pasco County services to services like them provided by other jurisdictions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. Pasco County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Florida). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Pasco County Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons were available, Pasco County results were noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Pasco County's rating to the benchmark.

"Don't Know" Responses and Rounding

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A.

However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of Pasco County survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experience a good quality of life in Pasco County and believe the county is a good place to live. The overall quality of life in Pasco County was rated as “excellent” or “good” by 71% of respondents. Almost all report they plan on staying in Pasco County for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The characteristics receiving the most favorable ratings were opportunities to participate in religious or spiritual events or activities, shopping opportunities, and the availability of affordable quality food. The characteristics receiving the least positive ratings were employment opportunities, ease of bicycle travel, and traffic flow on major streets.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, three were above the benchmark comparison, six were similar to the benchmark comparison and 22 were below.

Residents in Pasco County were somewhat civically engaged. While only 24% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 94% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in Pasco County, which was lower than the benchmark.

In general, survey respondents demonstrated trust in local government. About half rated the overall direction being taken by Pasco County as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of Pasco County in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

County services were able to be compared to the benchmark database. Of the 40 services for which comparisons were available, one was above the benchmark comparison, nine were similar to the benchmark comparison and 30 were below.

A Key Driver Analysis was conducted for Pasco County which examined the relationships between ratings of each service and ratings of Pasco County's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall county service quality have been identified. By targeting improvements in key services, Pasco County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Public schools
- Road repair
- Sheriff services

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: public schools, road repair and sheriff services.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in Pasco County – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to Pasco County. Residents were asked whether they planned to move soon or if they would recommend Pasco County to others. Intentions to stay and willingness to make recommendations provide evidence that Pasco County offers services and amenities that work.

Many of Pasco County’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

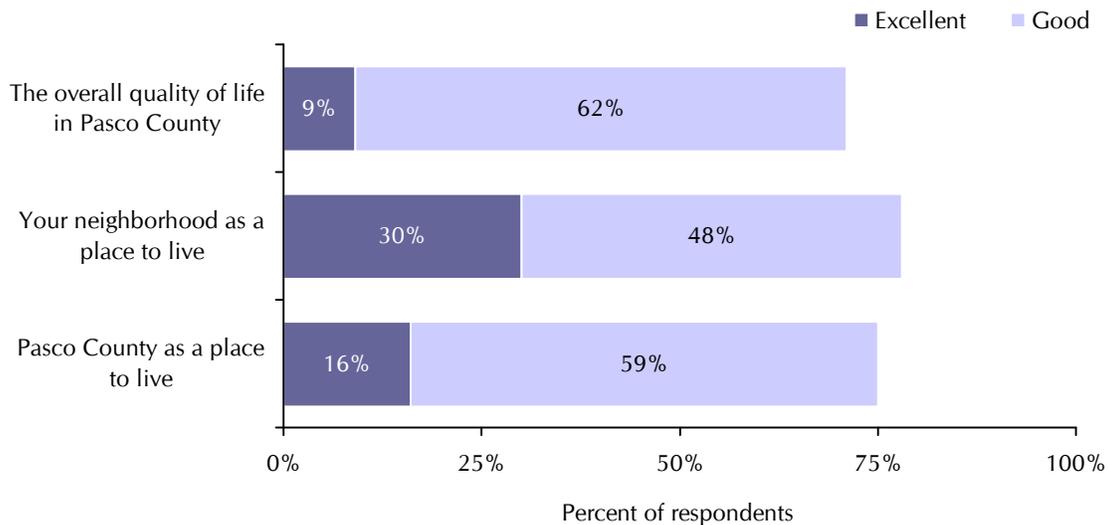


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

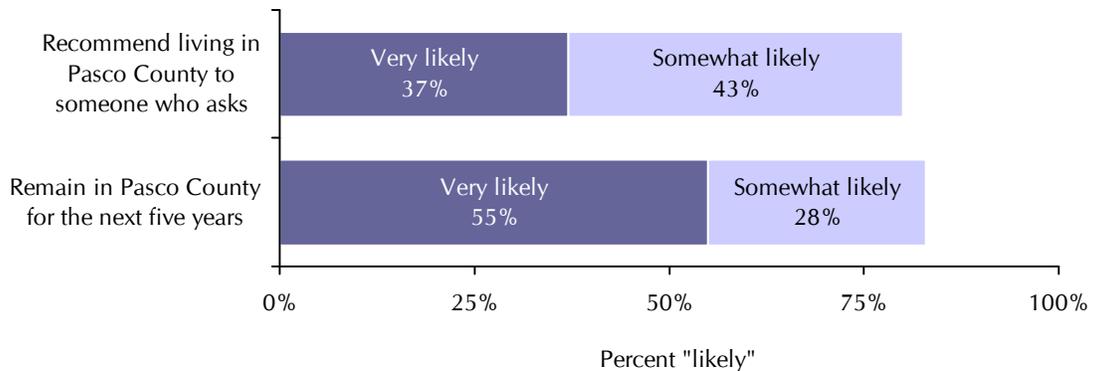


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Florida comparison
The overall quality of life in Pasco County	Below	Similar
Your neighborhood as a place to live	Similar	Similar
Pasco County as a place to live	Below	Below
Remain in Pasco County for the next five years	Similar	Similar
Recommend living in Pasco County to someone who asks	Below	Similar

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by availability of paths and walking trails. These ratings tended to be lower than the benchmarks.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

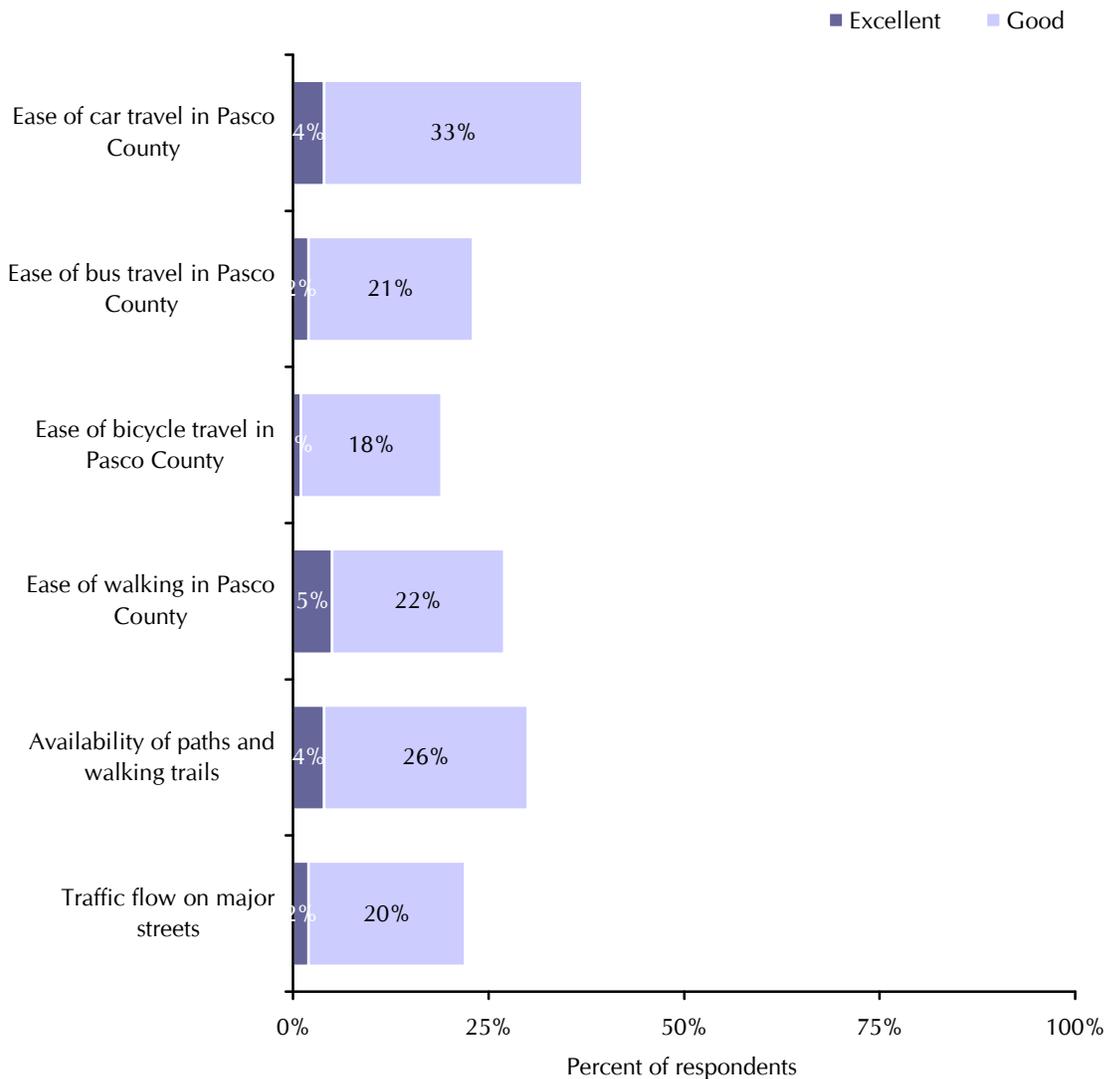


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Florida comparison
Ease of bus travel in Pasco County	Below	Below
Ease of car travel in Pasco County	Below	Below
Ease of walking in Pasco County	Below	Below
Ease of bicycle travel in Pasco County	Below	Below
Availability of paths and walking trails	Below	Below
Traffic flow on County roads	Below	Below

Three transportation services were rated in Pasco County. The ratings for these services were lower than the national and custom comparisons.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

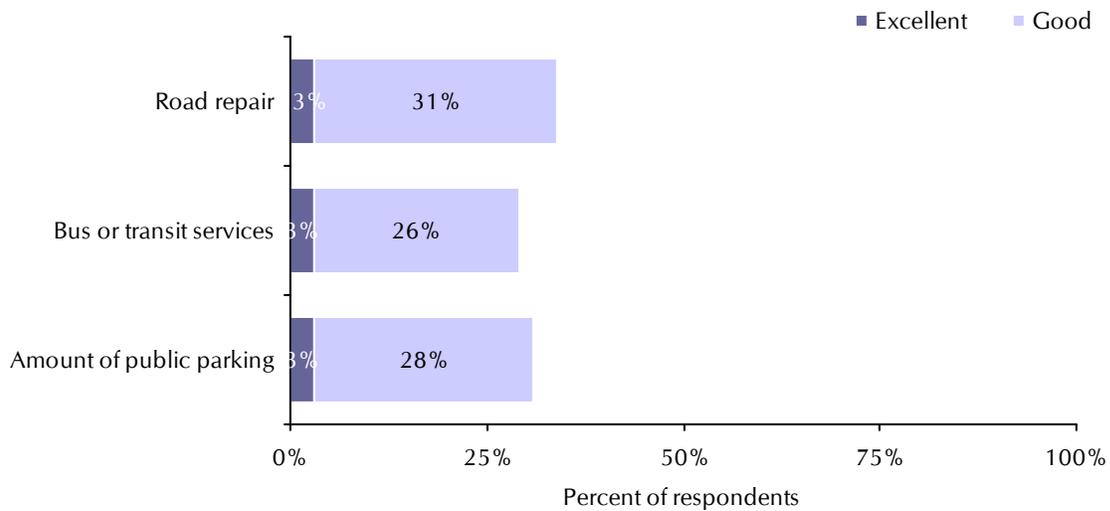


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Florida comparison
Road repair	Below	Below
Bus or transit services	Below	Below
Amount of public parking	Below	Below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

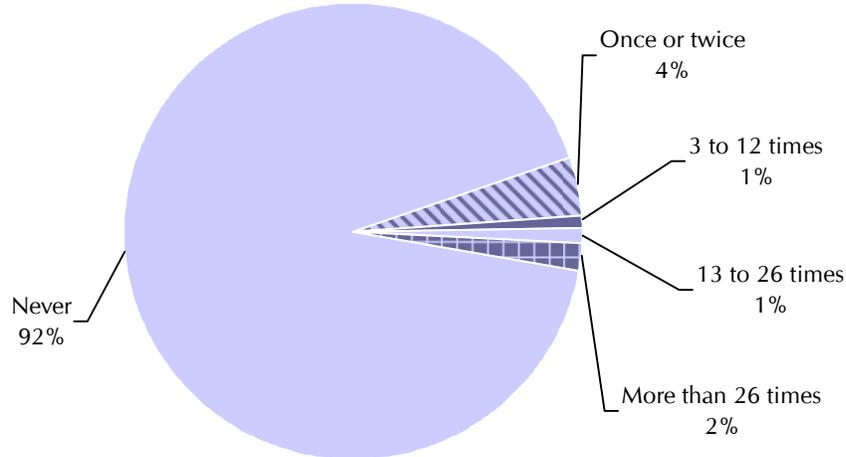
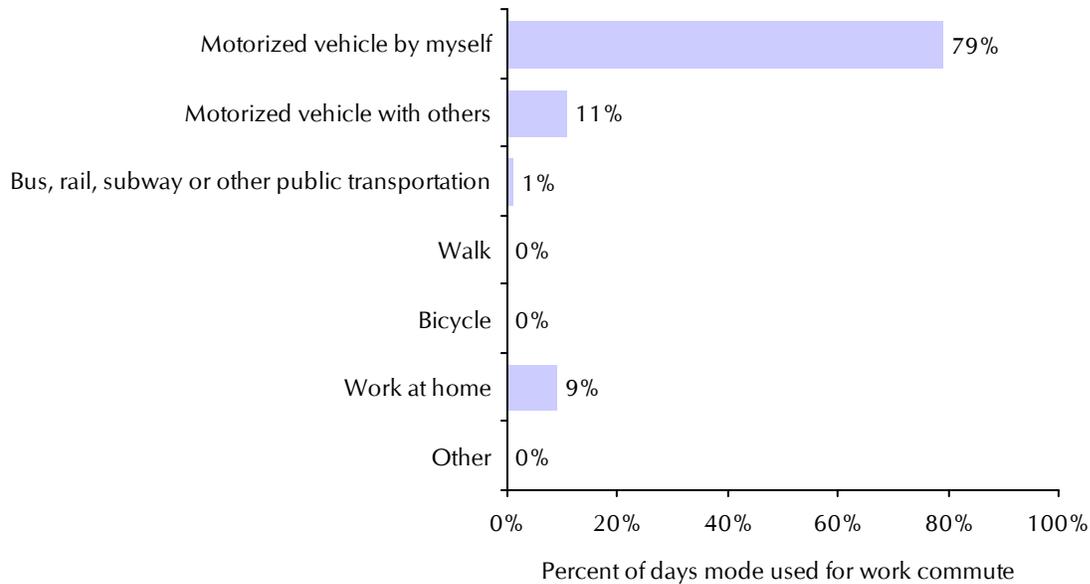


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Florida comparison
Ridden a local bus within Pasco	Less	Less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE



Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt heavily to a homogeneous palette, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents who can sustain in a community with mostly high cost housing pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of Pasco County residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 45% of respondents, while the variety of housing options was rated as “excellent” or “good” by 60% of respondents. The rating of perceived affordable housing availability was better in Pasco County than the ratings, on average, in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY

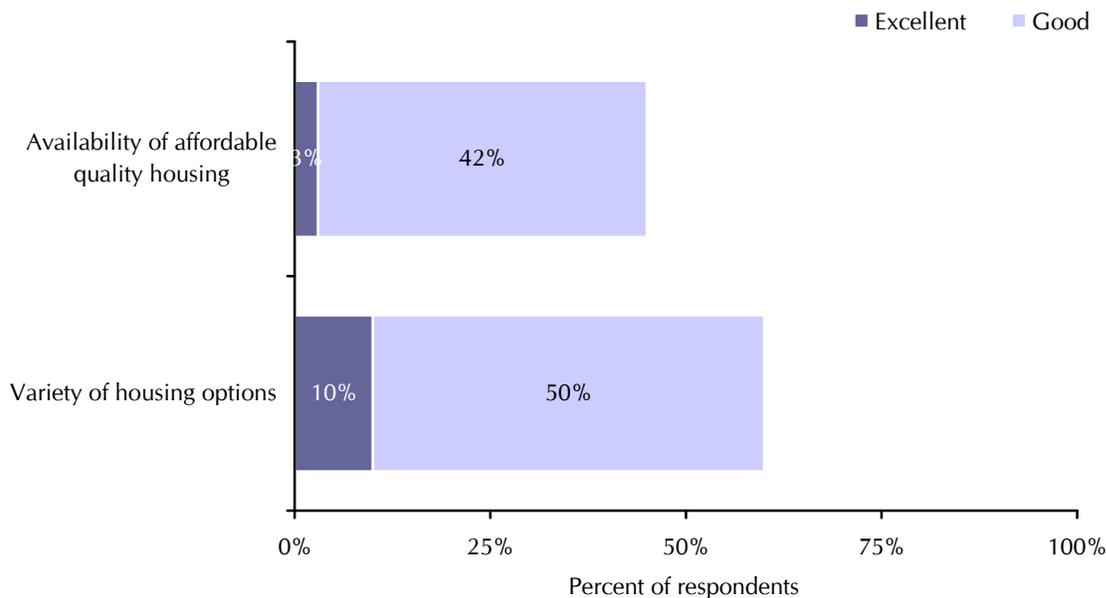


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Florida comparison
Availability of affordable quality housing	Above	Above
Variety of housing options	Above	Similar

To augment the perceptions of affordable housing in Pasco, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of Pasco County experiencing housing cost stress. About 42% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

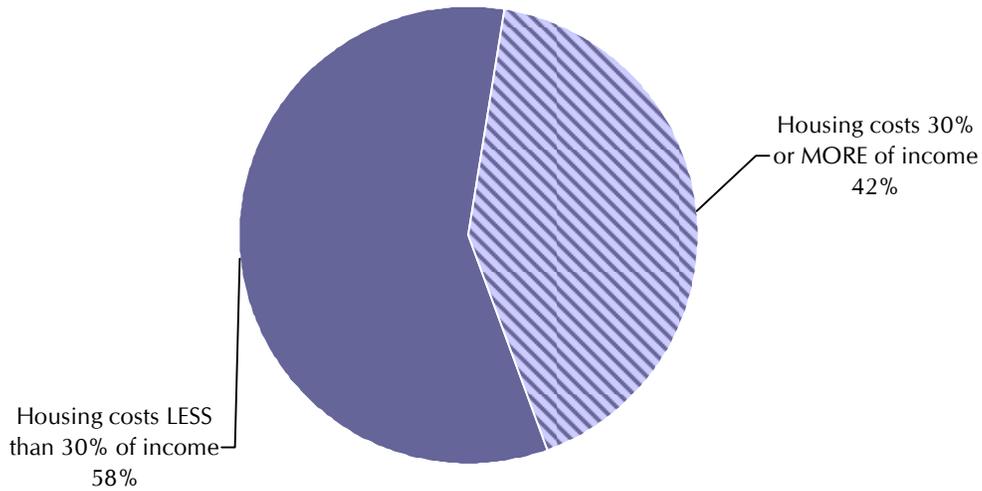


FIGURE 16: HOUSING COSTS BENCHMARKS

	National comparison	Florida comparison
Experiencing housing costs stress (housing costs 30% or more of income)	More	Less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of Pasco County and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in Pasco County was rated as excellent by 8% of respondents and as good by an additional 50%. The overall appearance of Pasco County was rated as "excellent" or "good" by 56% of respondents and was lower than the national comparison but similar to the custom benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Pasco County, 67% thought they were a "major" or "moderate" problem. The services of land use, planning and zoning, code enforcement, and animal control were rated below the benchmarks.

FIGURE 17: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

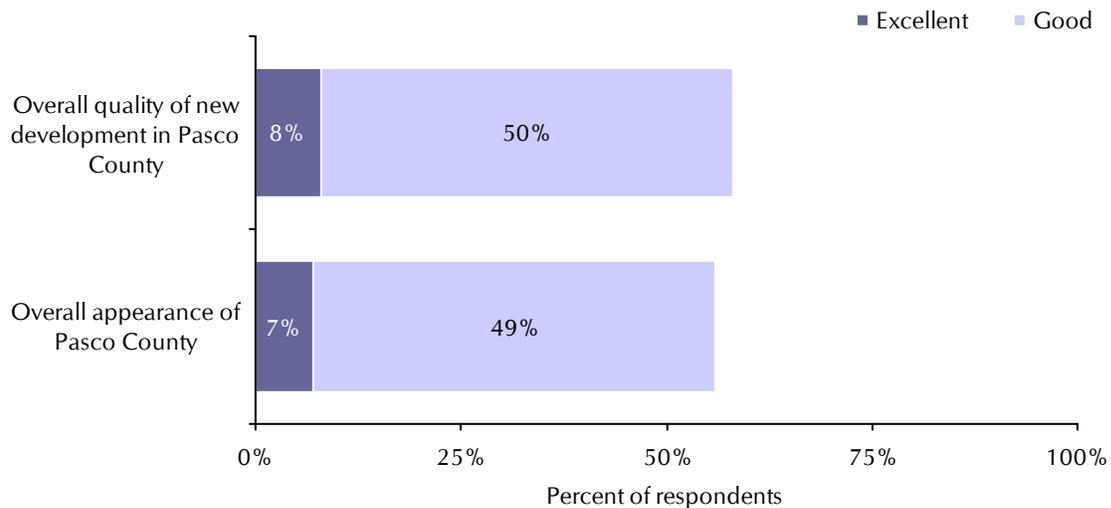


FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Florida comparison
Overall quality of new development in Pasco County	Similar	Similar
Overall appearance of Pasco County	Below	Similar

FIGURE 19: RATINGS OF POPULATION GROWTH

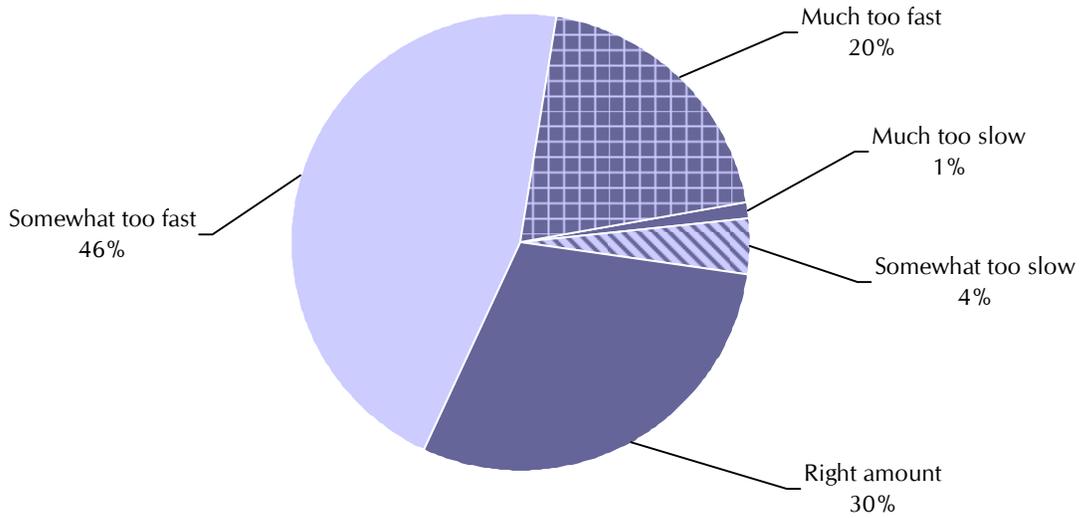


FIGURE 20: POPULATION GROWTH BENCHMARKS

	National comparison	Florida comparison
Population growth seen as too fast	More	More

FIGURE 21: RATINGS OF NUISANCE PROBLEMS

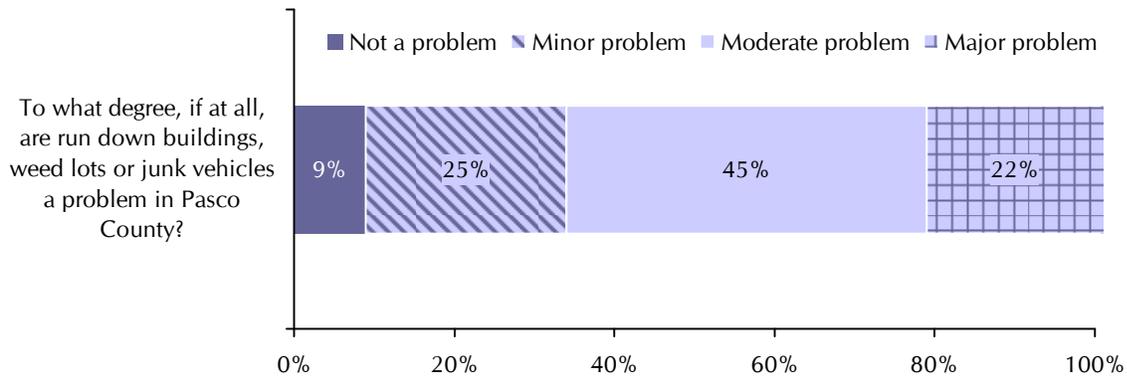


FIGURE 22: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Florida comparison
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Pasco County?	More	Similar

FIGURE 23: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

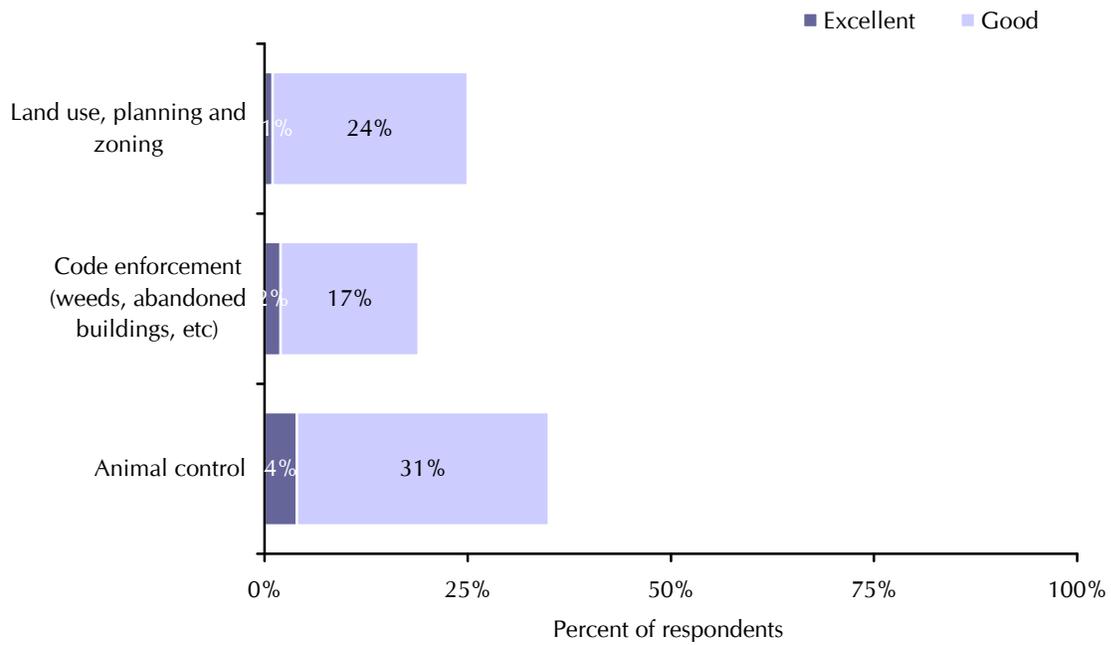


FIGURE 24: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Florida comparison
Land use, planning and zoning	Below	Below
Code enforcement (weeds, abandoned buildings, etc)	Below	Below
Animal control	Below	Below

ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and overall quality of business and service establishments in Pasco County. Receiving the lowest rating was employment opportunities.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

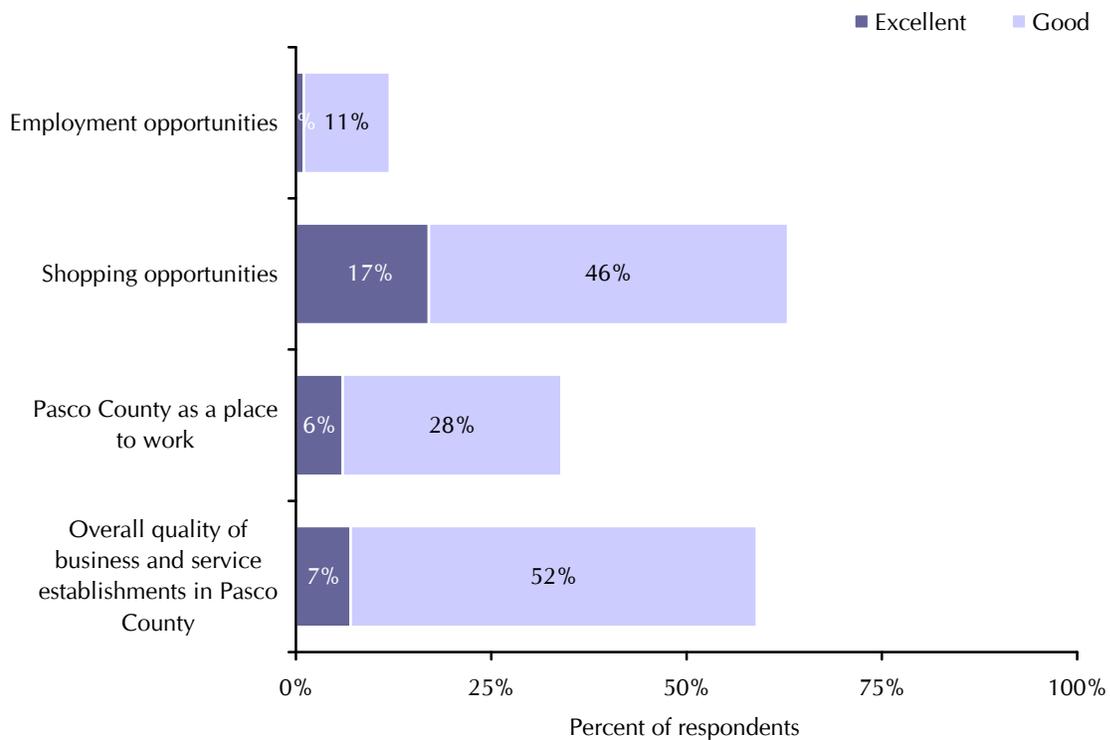


FIGURE 26: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Florida comparison
Employment opportunities	Below	Below
Shopping opportunities	Above	Above
Pasco County as a place to work	Below	Below
Overall quality of business and service establishments in Pasco County	Similar	Similar

When asked to evaluate the rate of job growth in Pasco County, 34% responded that it was “too slow,” while 89% reported retail growth as “too slow.” About the same number of residents in Pasco compared to other jurisdictions believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOB GROWTH

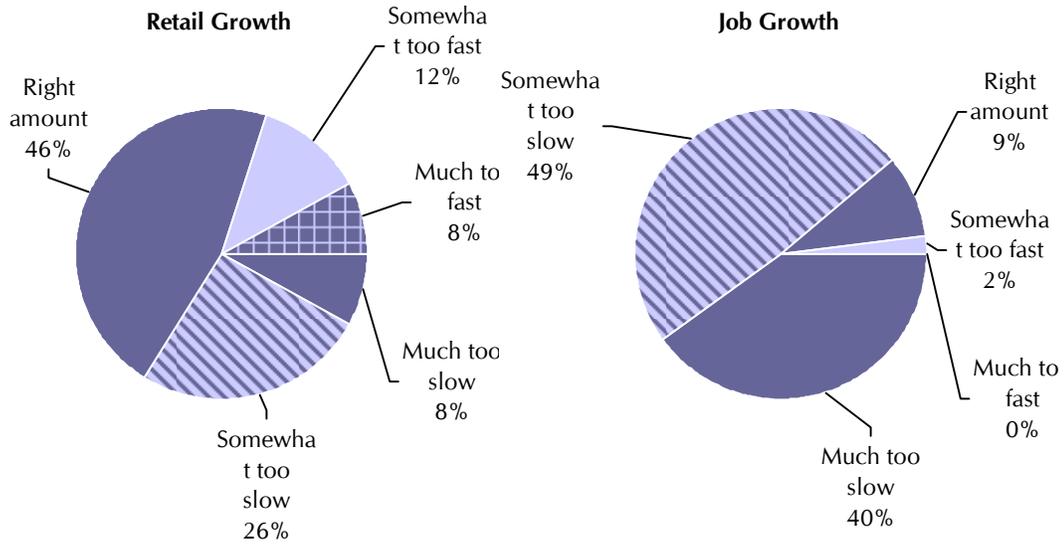


FIGURE 28: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Florida comparison
Retail growth seen as too slow	Similar	Similar
Jobs growth seen as too slow	More	More

FIGURE 29: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

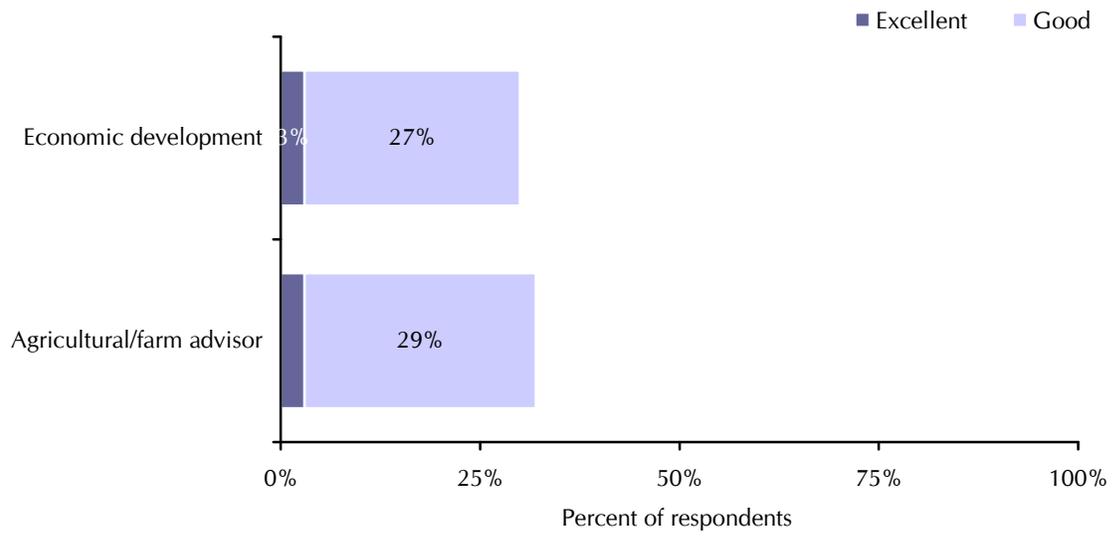


FIGURE 30: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Florida comparison
Economic development	Below	Below
Agricultural/farm advisor	Below	Not available

Residents were asked to reflect on their economic prospects in the near term. Eleven percent of Pasco County residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 56% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was less than comparison jurisdictions.

FIGURE 31: RATINGS OF PERSONAL ECONOMIC FUTURE

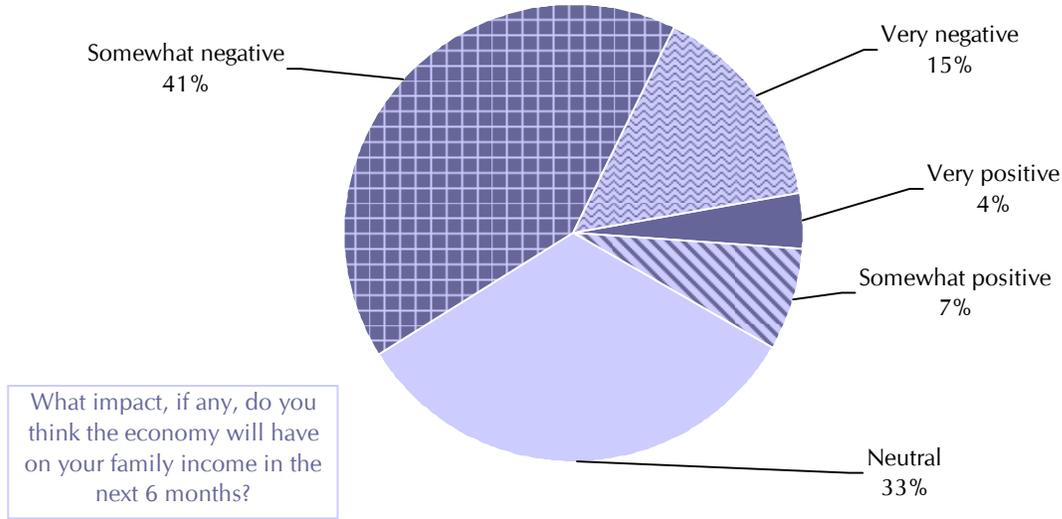


FIGURE 32: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Florida comparison
Positive impact of economy on household income	Below	Below

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in Pasco County. About 55 percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 63% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 33: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

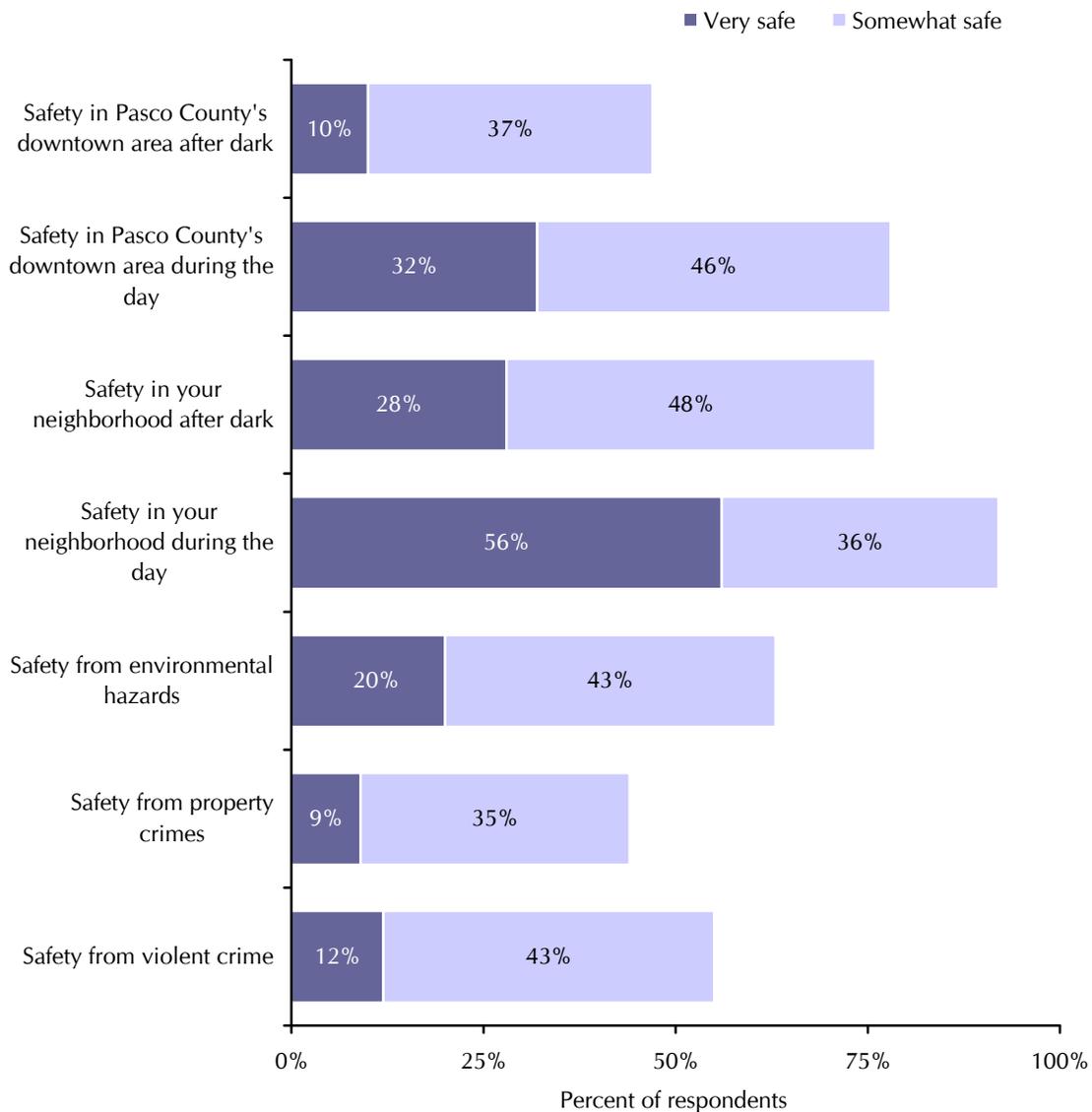


FIGURE 34: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Florida comparison
Safety in your neighborhood during the day	Similar	Similar
Safety in your neighborhood after dark	Similar	Above
Safety in Pasco County's downtown area during the day	Below	Similar
Safety in Pasco County's downtown area after dark	Below	Similar
Safety from violent crime (e.g., rape, assault, robbery)	Below	Below
Safety from property crimes (e.g., burglary, theft)	Below	Below
Environmental hazards, including toxic waste	Below	Below

As assessed by the survey, 15% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 80% had reported it to police. Compared to other jurisdictions about the same percent of Pasco County residents had been victims of crime in the 12 months preceding the survey and more than the national average of residents had reported their most recent crime victimization to the police.

FIGURE 35: CRIME VICTIMIZATION AND REPORTING

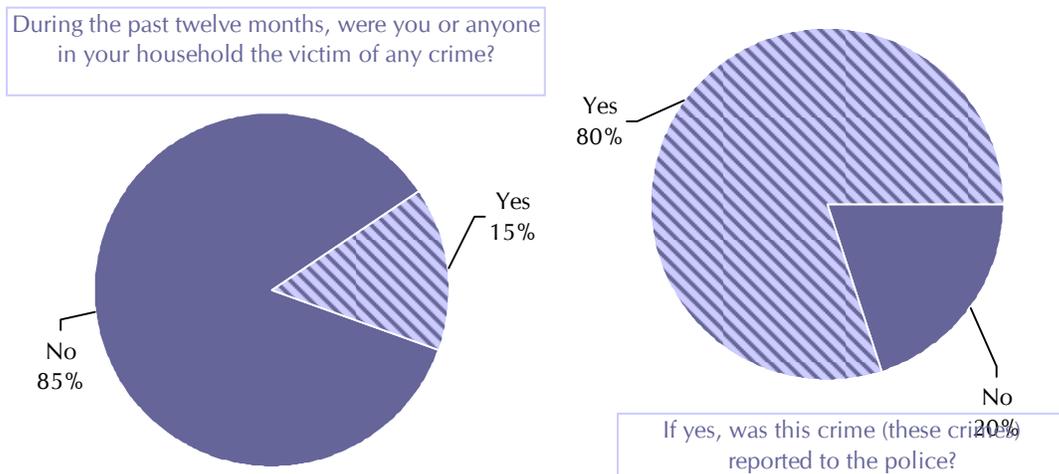


FIGURE 36: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Florida comparison
Victim of crime	Similar	Similar
Reported crimes	More	Similar

Residents rated eight County public safety services; of these, four were rated similar to the benchmark comparison and three were rated below the benchmark comparison. Emergency preparedness was rated similar to the nation but was below the custom benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and crime prevention received the lowest ratings.

FIGURE 37: RATINGS OF PUBLIC SAFETY SERVICES

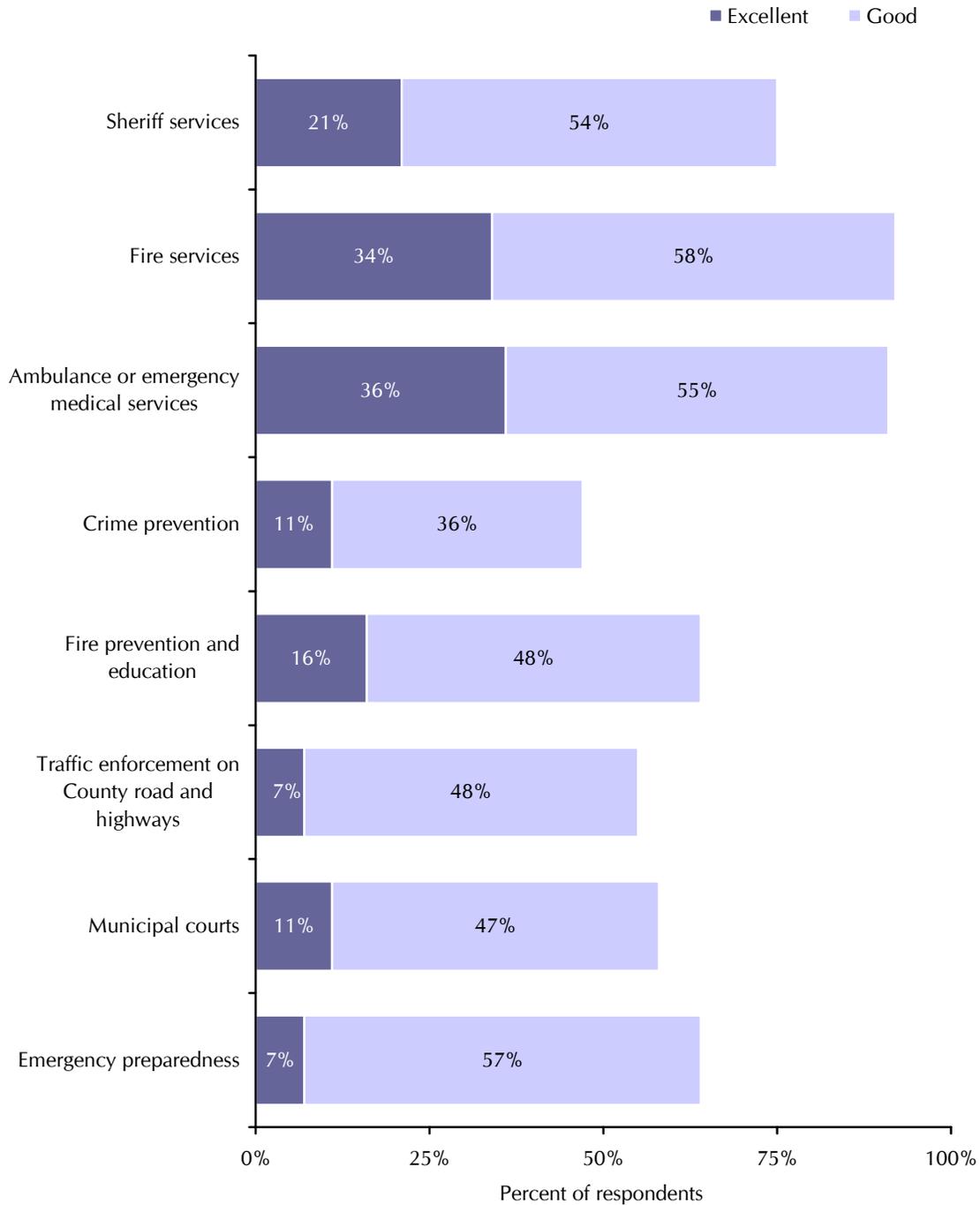


FIGURE 38: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Florida comparison
Sheriff services	Similar	Similar
Fire services	Similar	Similar
Ambulance or emergency medical services	Similar	Similar
Crime prevention	Below	Below
Fire prevention and education	Below	Below
Traffic enforcement on County roads and highways	Below	Below
Municipal courts	Similar	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar	Below

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green.” These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of Pasco County were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 60% of survey respondents and it was below the benchmarks.

FIGURE 39: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

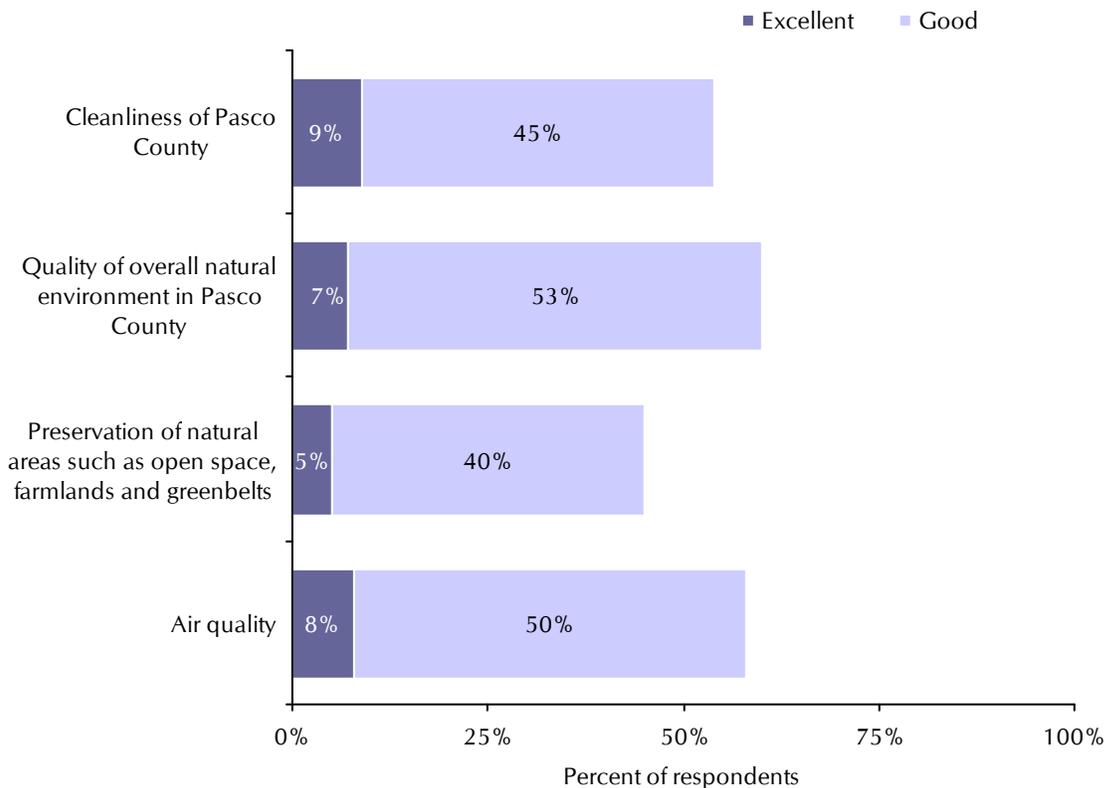


FIGURE 40: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Florida comparison
Cleanliness of Pasco County	Below	Below
Quality of overall natural environment in Pasco County	Below	Below
Preservation of natural areas such as open space, farmlands and greenbelts	Below	Below
Air quality	Below	Below

Resident recycling was less than recycling reported in comparison communities.

FIGURE 41: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

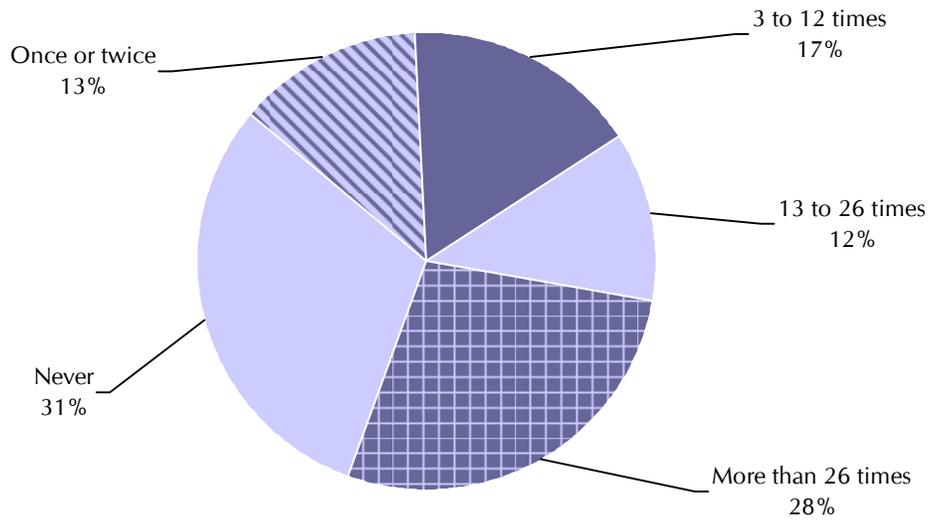


FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Florida comparison
Recycled used paper, cans or bottles from your home	Less	Less

Of the seven utility services rated by those completing the questionnaire, two were similar and five were below the benchmark comparisons (comparison to the custom benchmark was not available for power utility services).

FIGURE 43: RATINGS OF UTILITY SERVICES

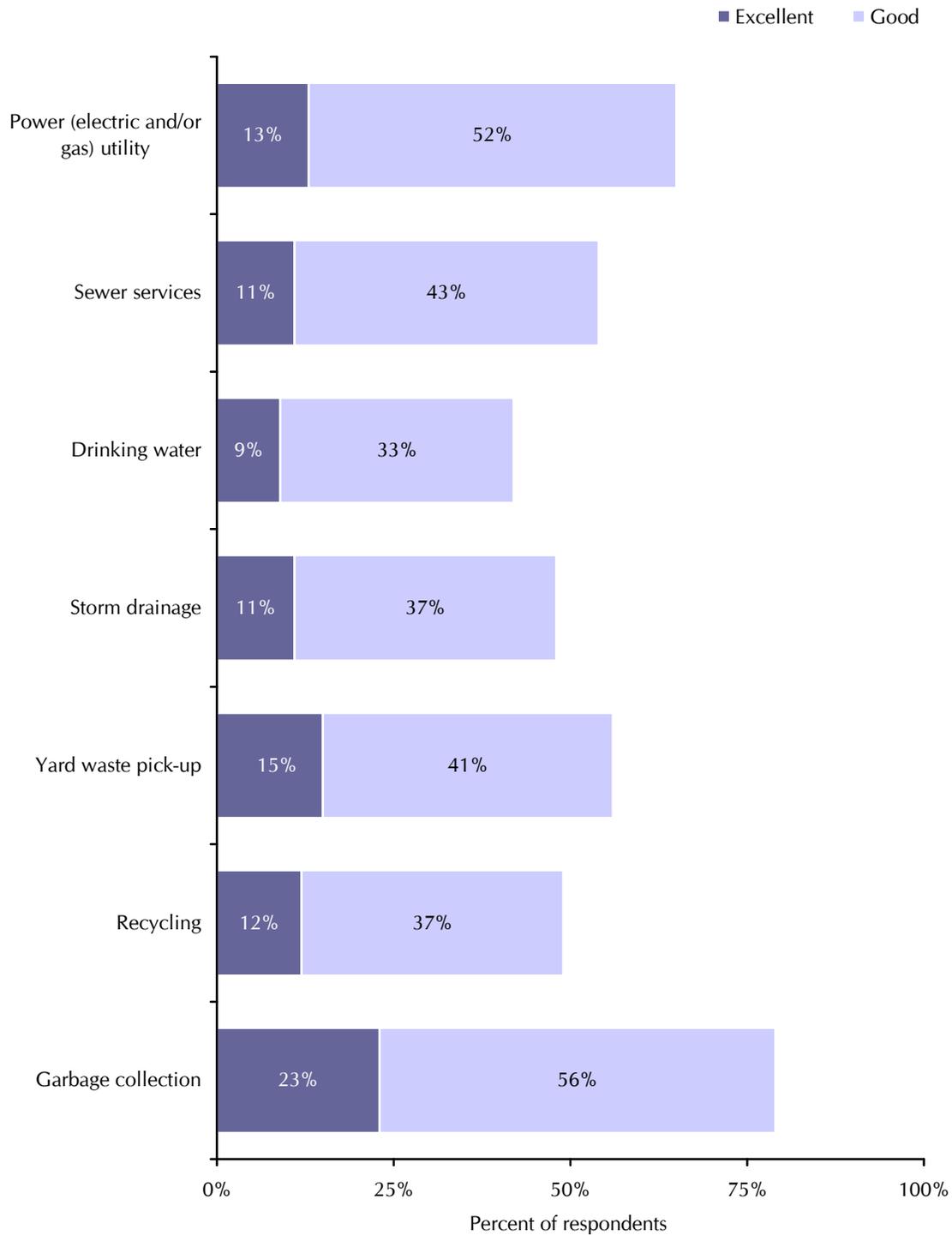


FIGURE 44: UTILITY SERVICES BENCHMARKS

	National comparison	Florida comparison
Power (electric and/or gas) utility	Below	Not available
Sewer services	Below	Below
Drinking water	Below	Below
Storm drainage	Similar	Similar
Yard waste pick-up	Below	Below
Recycling	Below	Below
Garbage collection	Similar	Similar

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents’ perspectives about opportunities and services related to the community’s parks and recreation services.

Recreation opportunities in Pasco County were rated somewhat positively as were services related to parks and recreation. Recreation centers or facilities and County parks were rated similar to the benchmark while recreation programs or classes and nature programs or classes were lower than the benchmarks when comparisons were available.

Resident use of County parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Pasco County recreation centers was about the same as the percent of users in national comparison jurisdictions and greater than the custom comparison. Recreation program use in Pasco County was lower than use in national comparison jurisdictions, and greater than use in other jurisdictions in Florida.

FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

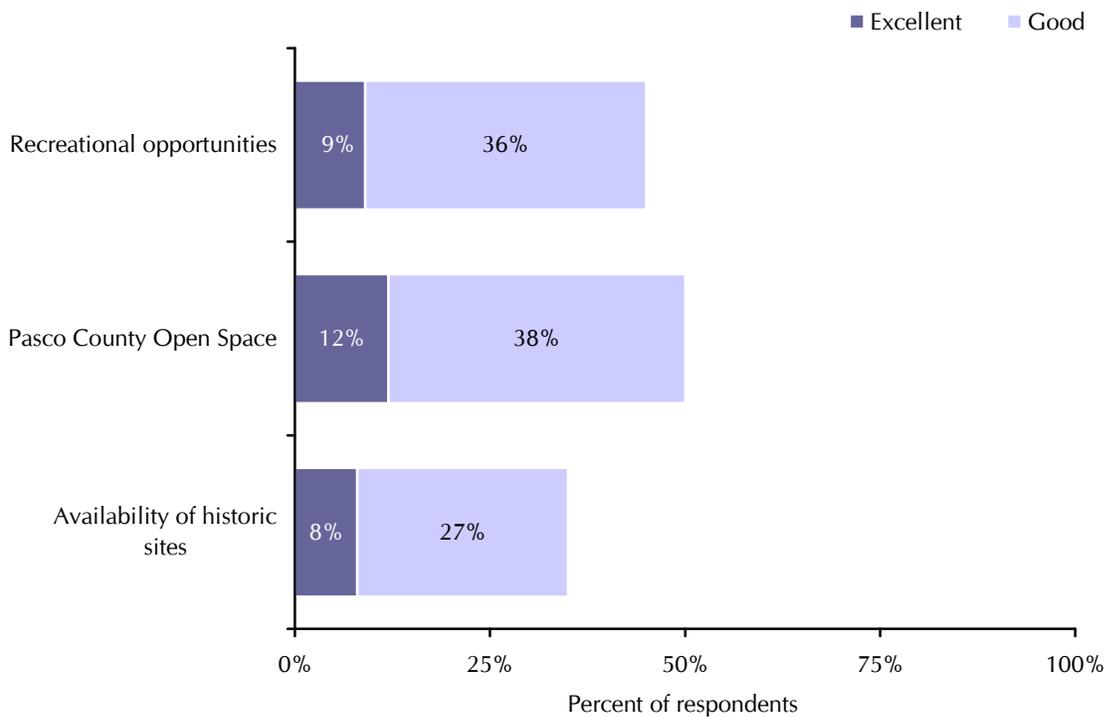


FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Florida comparison
Recreational opportunities	Below	Below
Pasco County open space	Below	Similar
Availability of historic sites	Below	Not available

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

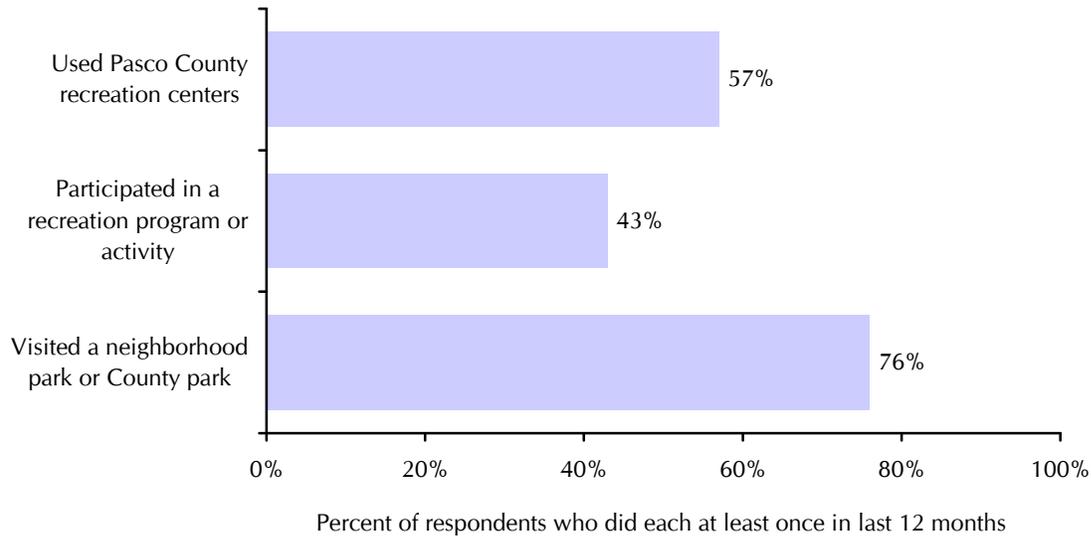


FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Florida comparison
Used Pasco recreation centers	Similar	More
Participated in a recreation program or activity	Less	More
Visited a neighborhood park or County park	Less	Less

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES

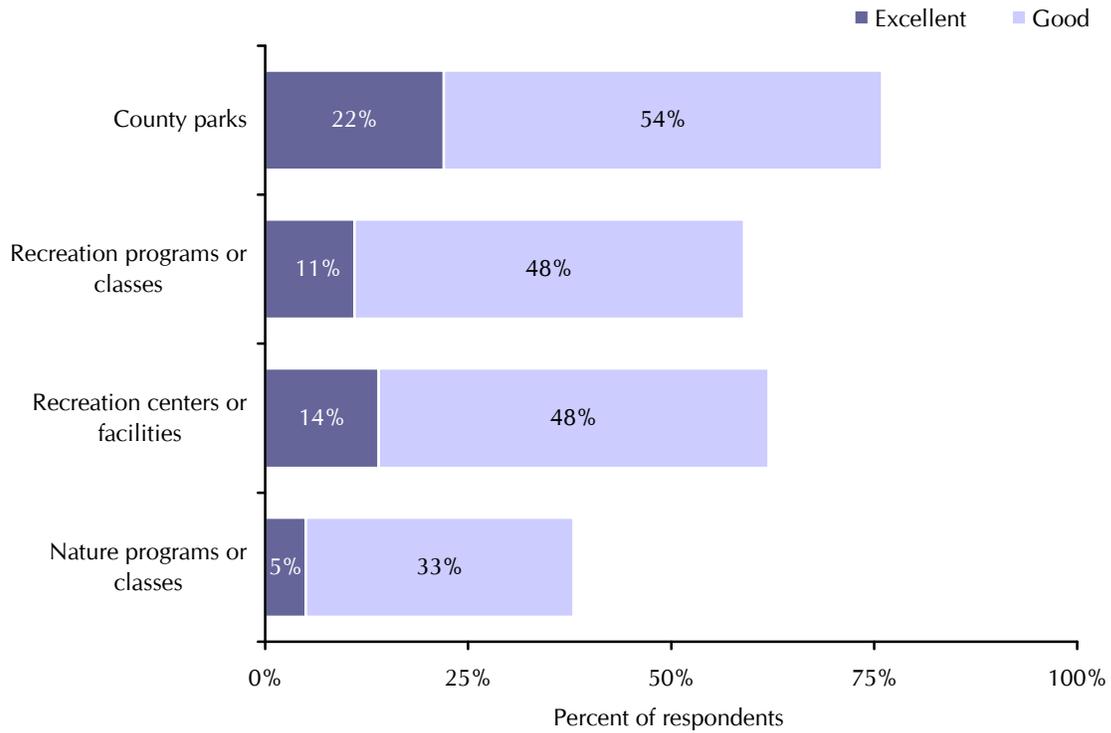


FIGURE 50: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Florida comparison
County parks	Similar	Similar
Recreation programs or classes	Below	Below
Recreation centers or facilities	Similar	Similar
Nature programs or classes	Below	Not available

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who drudges to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities was rated as “excellent” or “good” by 33% of respondents. Educational opportunities were rated as “excellent” or “good” by 34% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, as were cultural activity opportunities.

About 69% of Pasco residents used a County library at least once in the twelve months preceding the survey. This participation rate for library use was similar to comparison jurisdictions.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

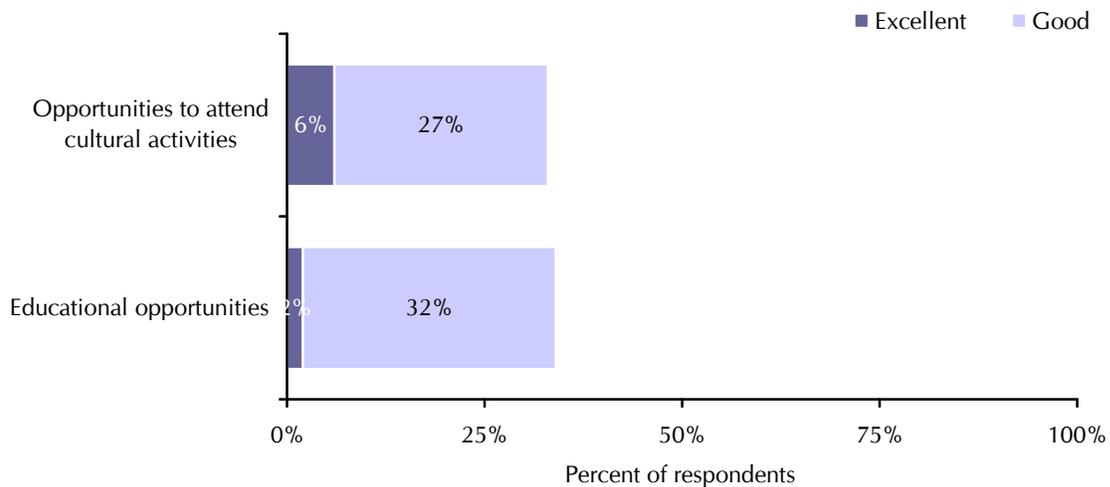


FIGURE 52: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Florida comparison
Opportunities to attend cultural activities	Below	Below
Educational opportunities	Below	Below

FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

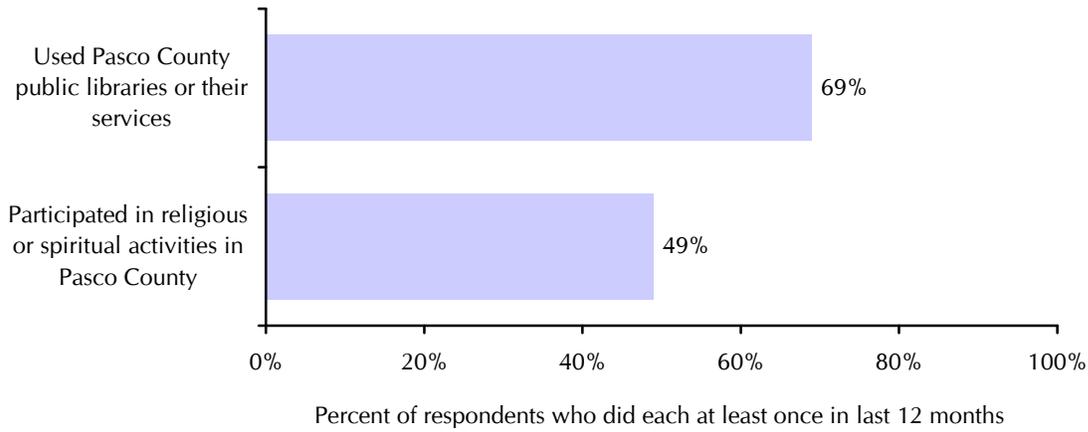


FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Florida comparison
Used Pasco public libraries or their services	Similar	Similar
Participated in religious or spiritual activities in Pasco	Similar	Not available

FIGURE 55: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

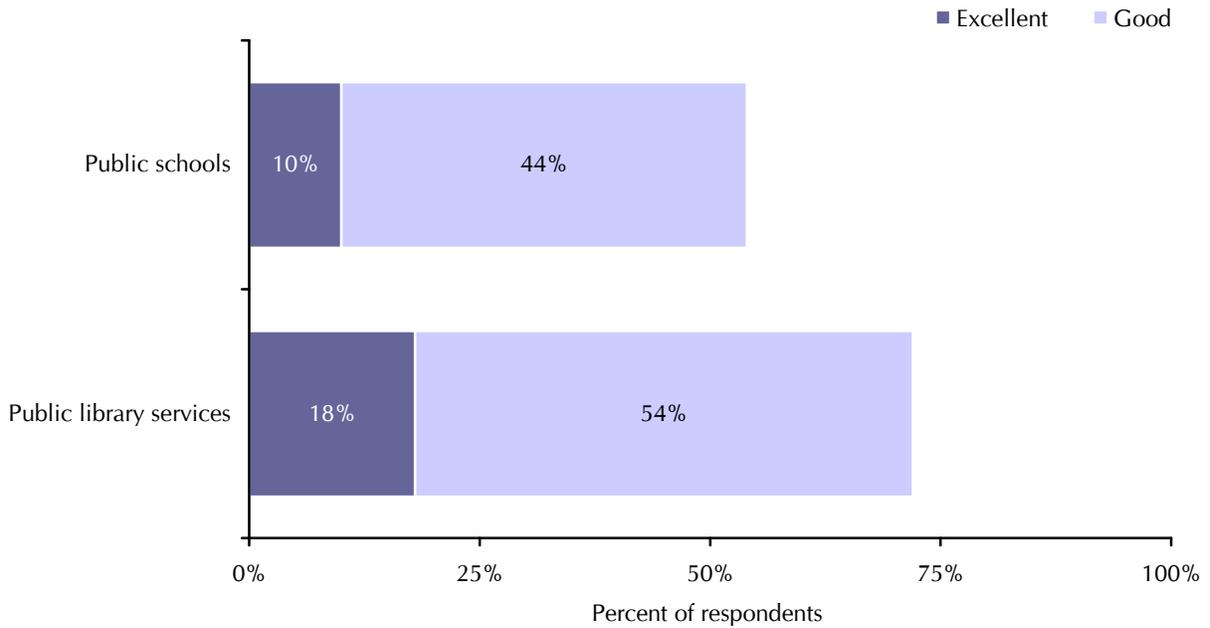


FIGURE 56: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Florida comparison
Public schools	Below	Similar
Public library services	Below	Below

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of Pasco County were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for Pasco County, while the availability for affordable quality healthcare and preventative health services were rated less favorably by residents.

Among Pasco County residents, 9% rated affordable quality health care as “excellent” while 36% rated it as “good.” Those ratings were similar to the ratings of comparison communities.

FIGURE 57: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

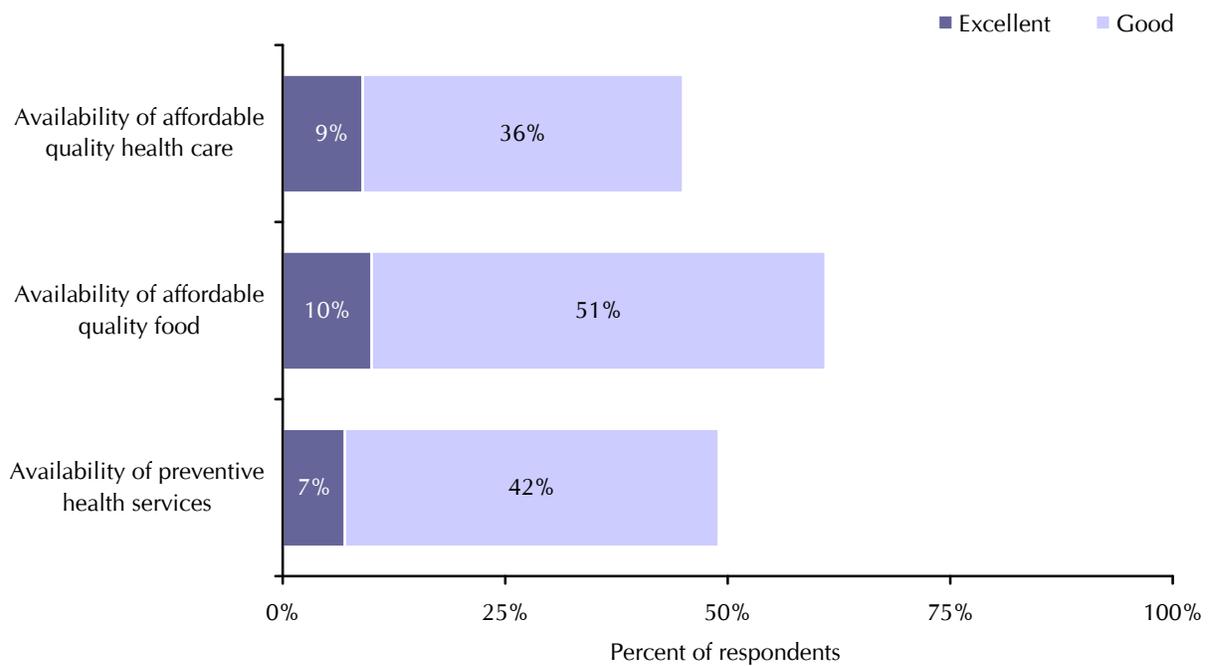


FIGURE 58: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Florida comparison
Availability of affordable quality health care	Similar	Similar
Availability of affordable quality food	Similar	Similar
Availability of preventive health services	Below	Similar

FIGURE 59: RATINGS OF HEALTH AND WELLNESS SERVICES

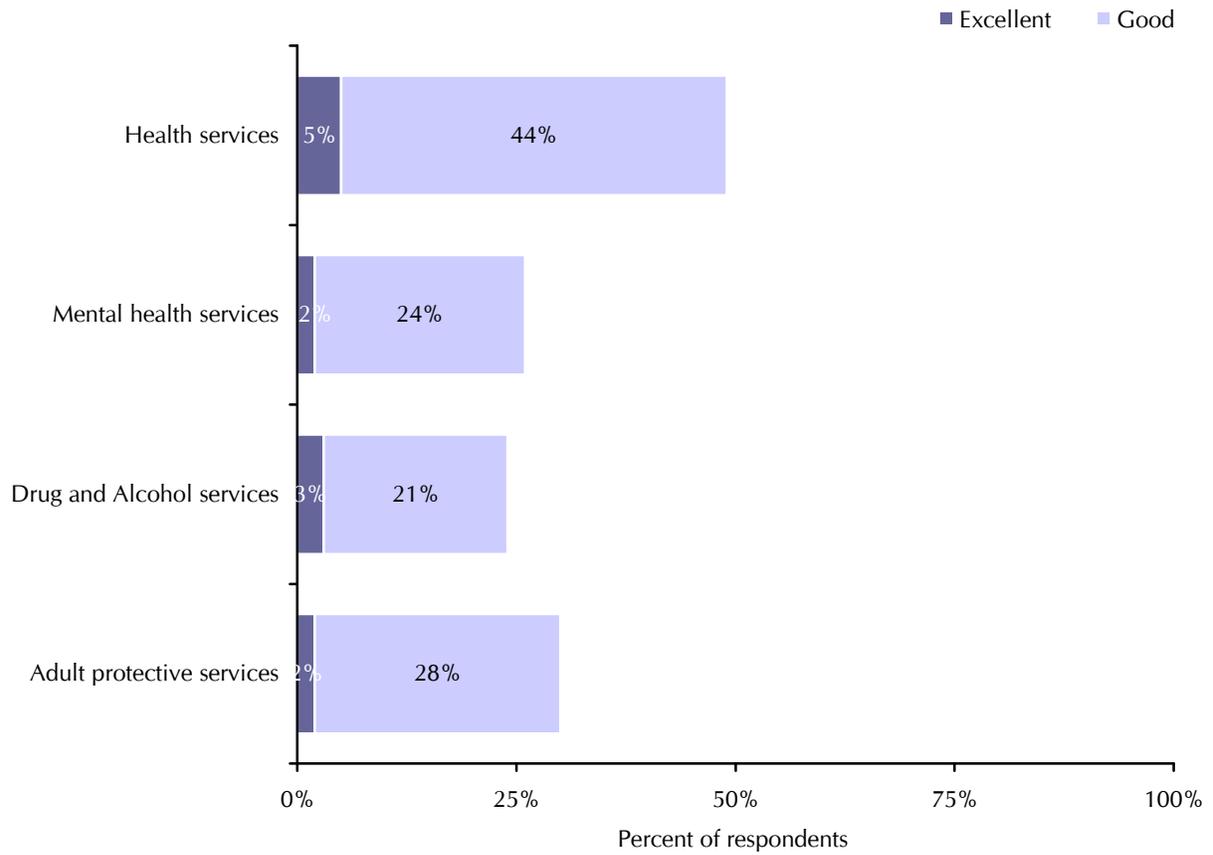


FIGURE 60: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Florida comparison
Health services	Below	Below
Mental health services	Below	Not available
Drug and alcohol services	Below	Not available
Adult protective services	Below	Not available

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of Pasco County as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A moderate percentage of residents rated Pasco County as an excellent or good place to raise kids and a moderate percentage rated it as an “excellent” or “good” place to retire. Some residents felt that the local sense of community was “excellent” or “good.” Some survey respondents felt Pasco County was open and accepting towards people of diverse backgrounds. Availability of affordable quality child care was rated the lowest by residents but was similar to the benchmarks.

FIGURE 61: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

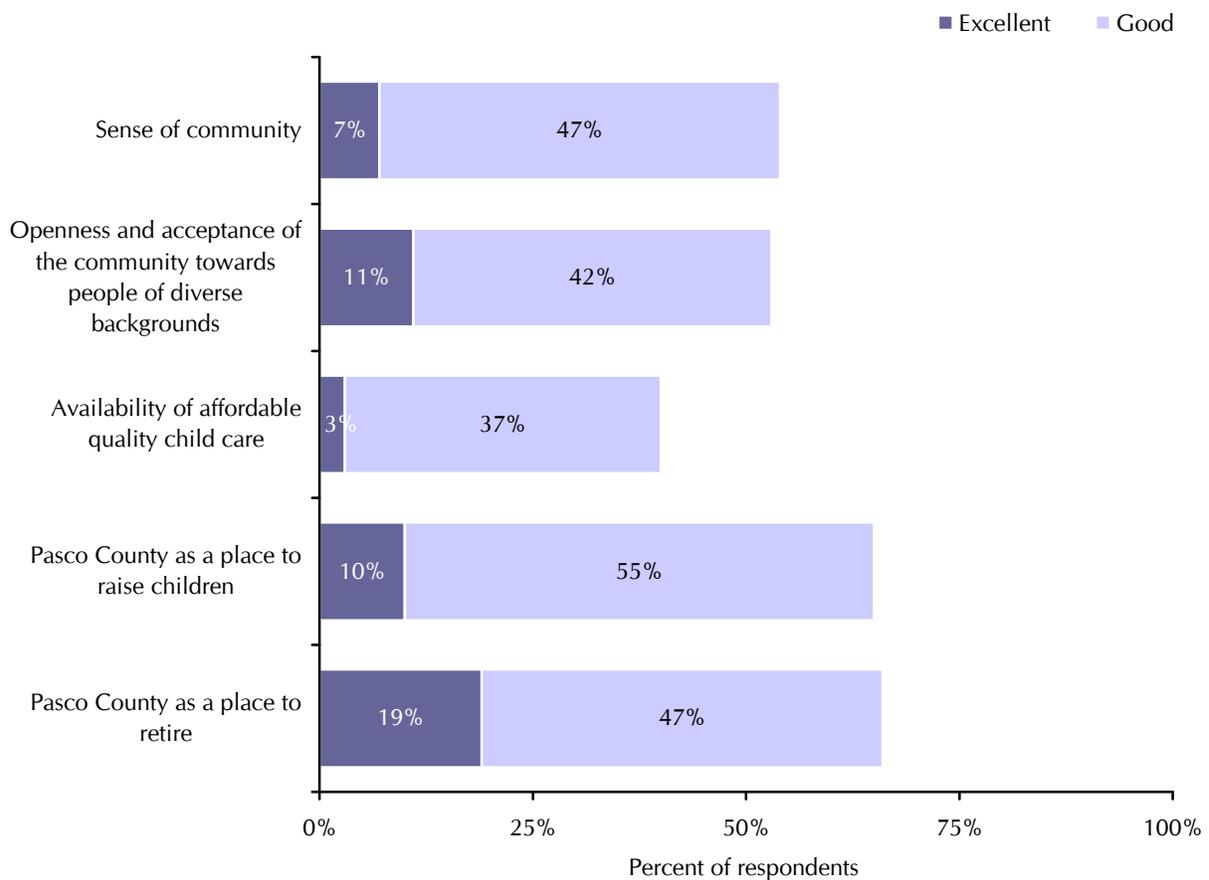


FIGURE 62: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Florida comparison
Sense of community	Below	Similar
Openness and acceptance of the community towards people of diverse backgrounds	Similar	Below
Availability of affordable quality child care	Similar	Similar
Pasco County as a place to raise children	Below	Similar
Pasco County as a place to retire	Similar	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 29% to 49% with ratings of “excellent” or “good.”

FIGURE 63: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

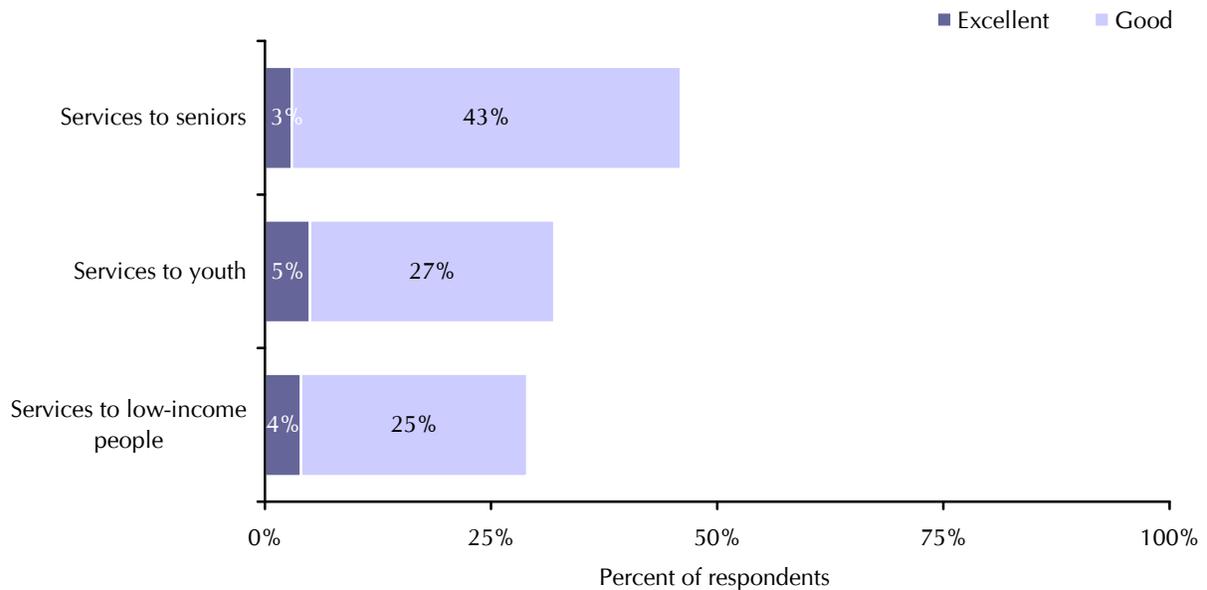


FIGURE 64: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Florida comparison
Services to seniors	Below	Below
Services to youth	Below	Below
Services to low-income people	Below	Similar

CIVIC ENGAGEMENT

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Staff and elected officials require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding residents' level of connection to, knowledge of and participation in local government, the County can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

CIVIC ACTIVITY

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Pasco County. Survey participants rated the volunteer opportunities in Pasco County favorably. Opportunities to attend or participate in community matters were rated less favorably.

Ratings of civic engagement opportunities were below ratings from comparison jurisdictions where these questions were asked.

FIGURE 65: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

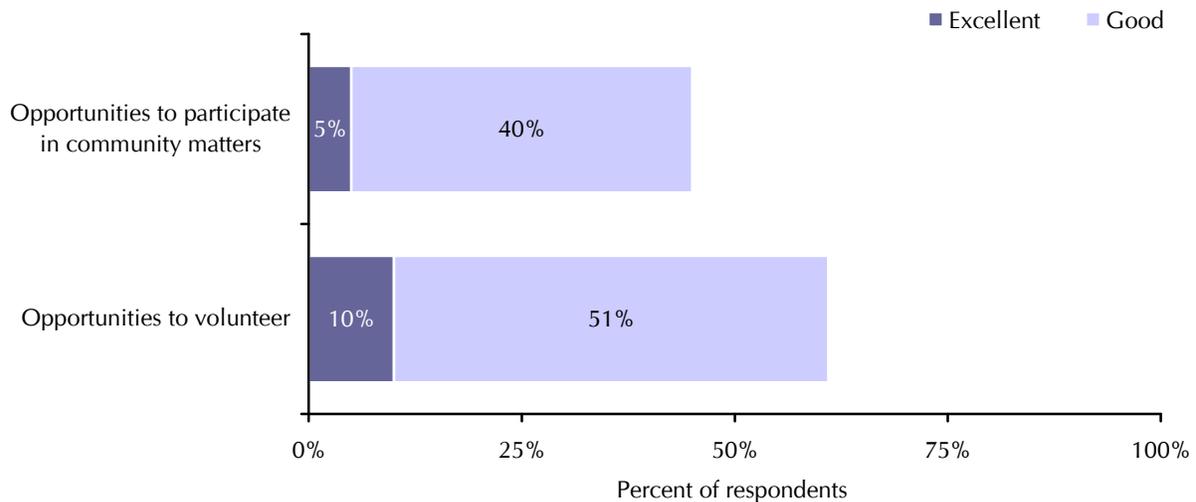


FIGURE 66: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Florida comparison
Opportunities to participate in community matters	Below	Below
Opportunities to volunteer	Below	Below

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a friend or neighbor showed similar rates of involvement. Comparisons varied for volunteerism and participation in a club or civic group in Pasco. Attendance of a meeting of local elected officials or other local public meeting and watching a meeting of local elected officials or other local public meeting on cable television showed lower rates of community engagement.

FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

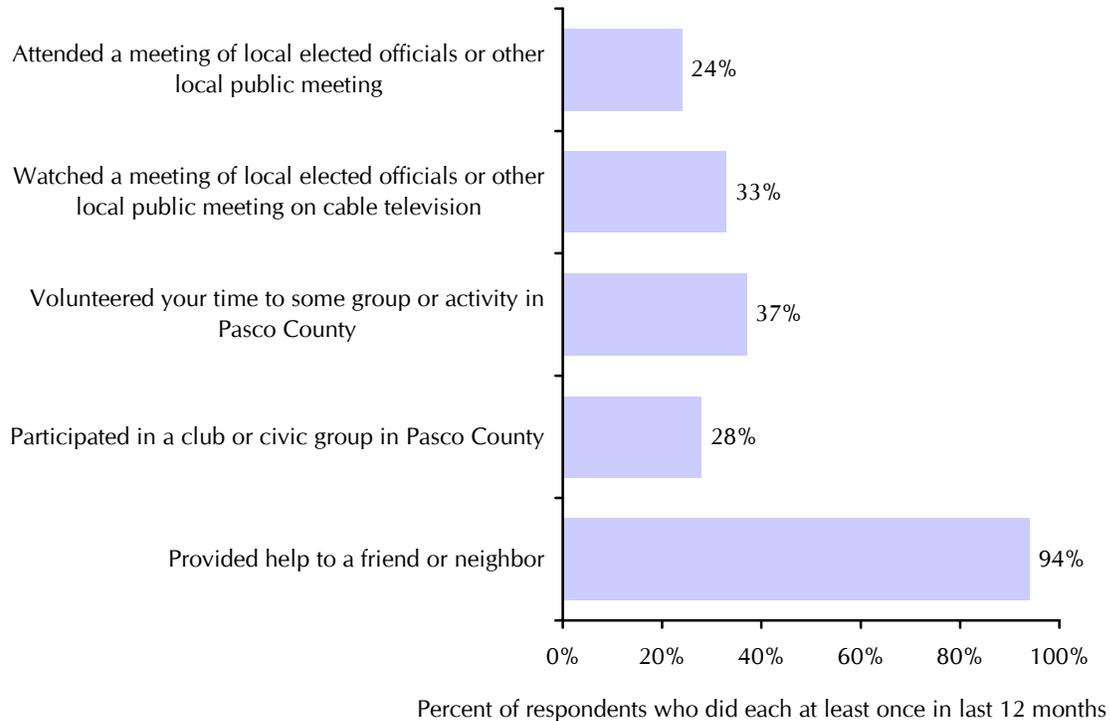


FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Florida comparison
Attended a meeting of local elected officials or other local public meeting	Less	Less
Watched a meeting of local elected officials or other local public meeting on cable television	Less	Less
Volunteered your time to some group or activity in Pasco	Less	Similar
Participated in a club or civic group in Pasco	Similar	Less
Provided help to a friend or neighbor	Similar	Similar

Pasco County residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-six percent reported they were registered to vote and 83% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.

FIGURE 69: REPORTED VOTING BEHAVIOR

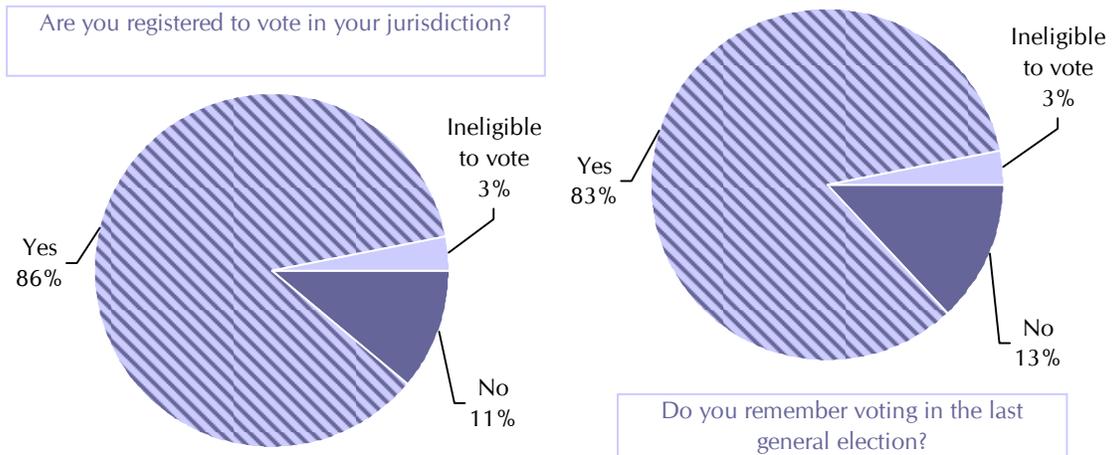


FIGURE 68: VOTING BEHAVIOR BENCHMARKS

	National comparison	Florida comparison
Registered to vote	More	More
Voted in last general election	More	More

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Pasco County Web site in the previous 12 months, 55% reported they had done so at least once. Public information services were rated unfavorably compared to benchmark data.

FIGURE 70: USE OF INFORMATION SOURCES

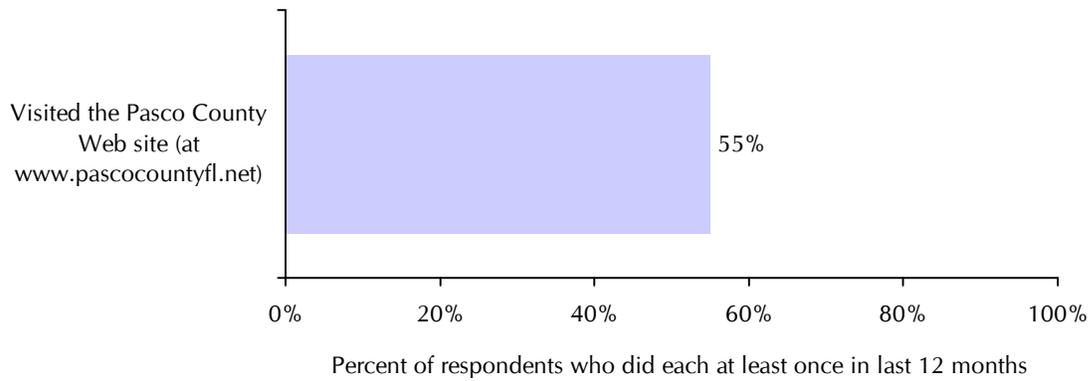


FIGURE 71: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Florida comparison
Visited the Pasco County Web site	Similar	Less

FIGURE 72: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

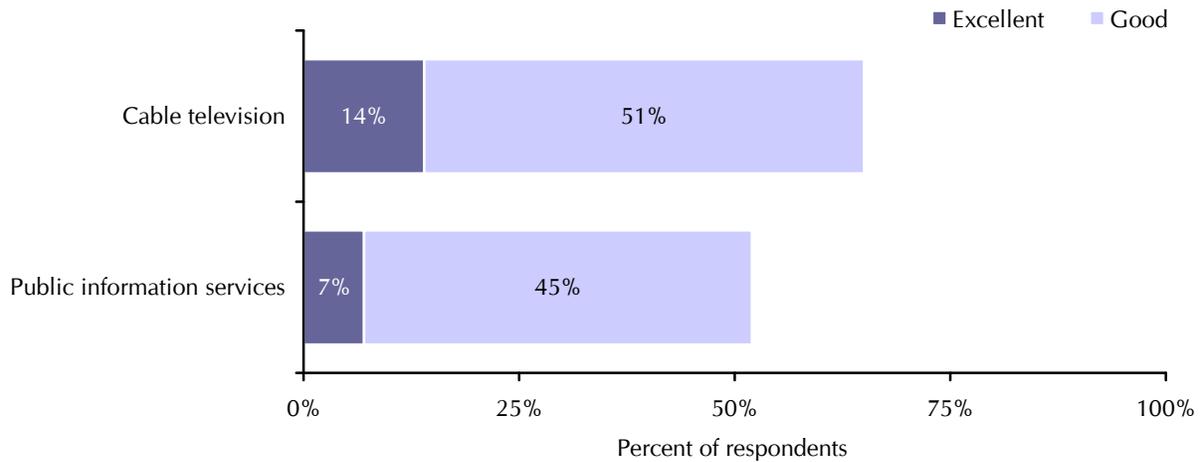


FIGURE 73: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Florida comparison
Cable television	Above	Above
Public information services	Below	Below

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 39% of respondents, while more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 74: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

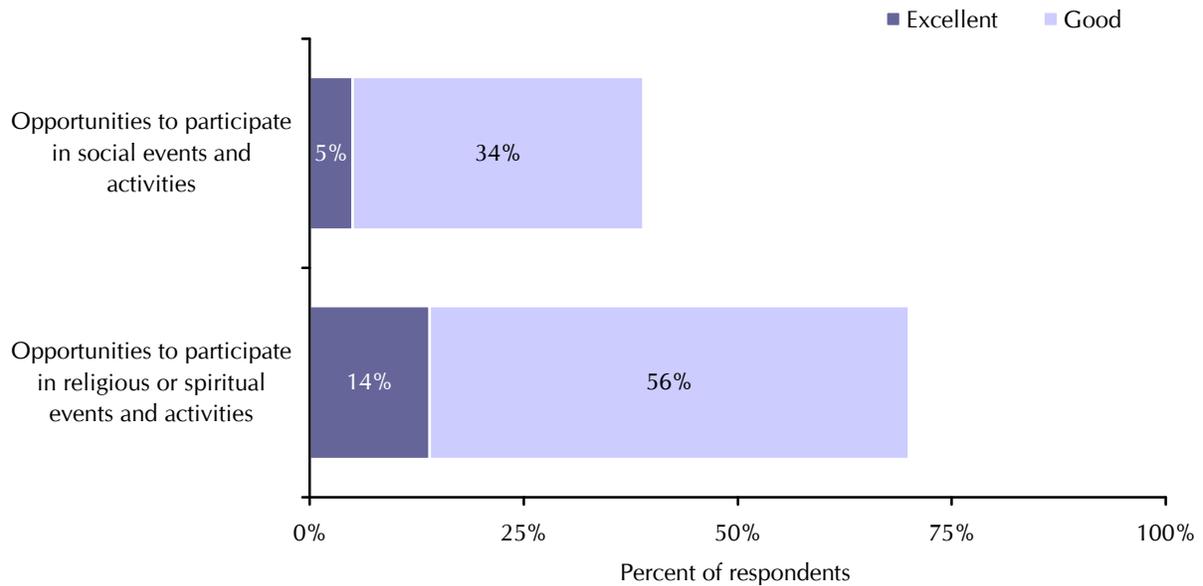


FIGURE 75: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Florida comparison
Opportunities to participate in social events and activities	Below	Below
Opportunities to participate in religious or spiritual events and activities	Below	Not available

Residents in Pasco County reported a strong amount of neighborliness. More than 13% indicated talking or visiting with their neighbors several times a week or more frequently. This amount of contact with neighbors was more than the amount of contact reported in other communities.

FIGURE 76: CONTACT WITH IMMEDIATE NEIGHBORS

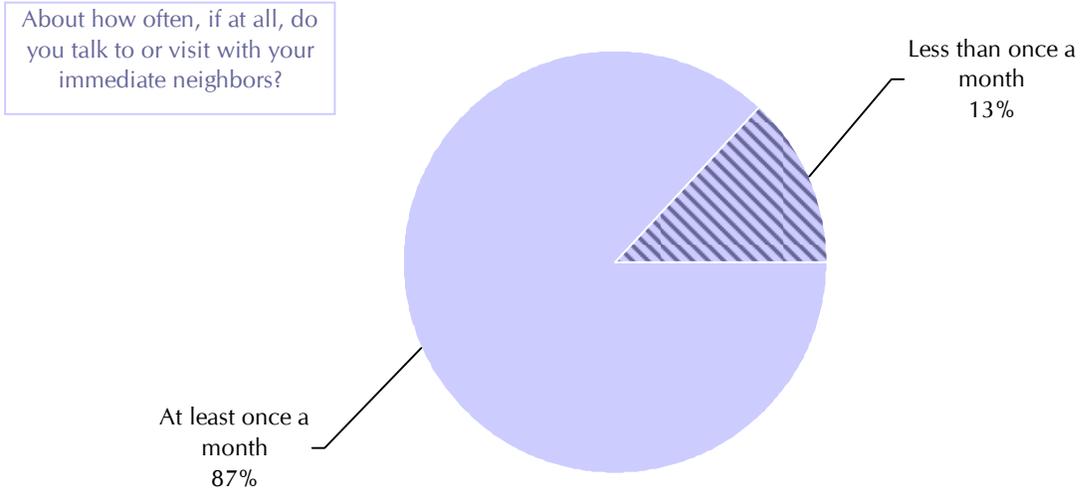


FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Florida comparison
Has contact with neighbors at least once per month	More	More

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction Pasco County is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by Pasco County could be compared their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about Pasco County may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Pasco County does at listening to citizens, 22% rated it as "excellent" or "good."

FIGURE 78: PUBLIC TRUST RATINGS

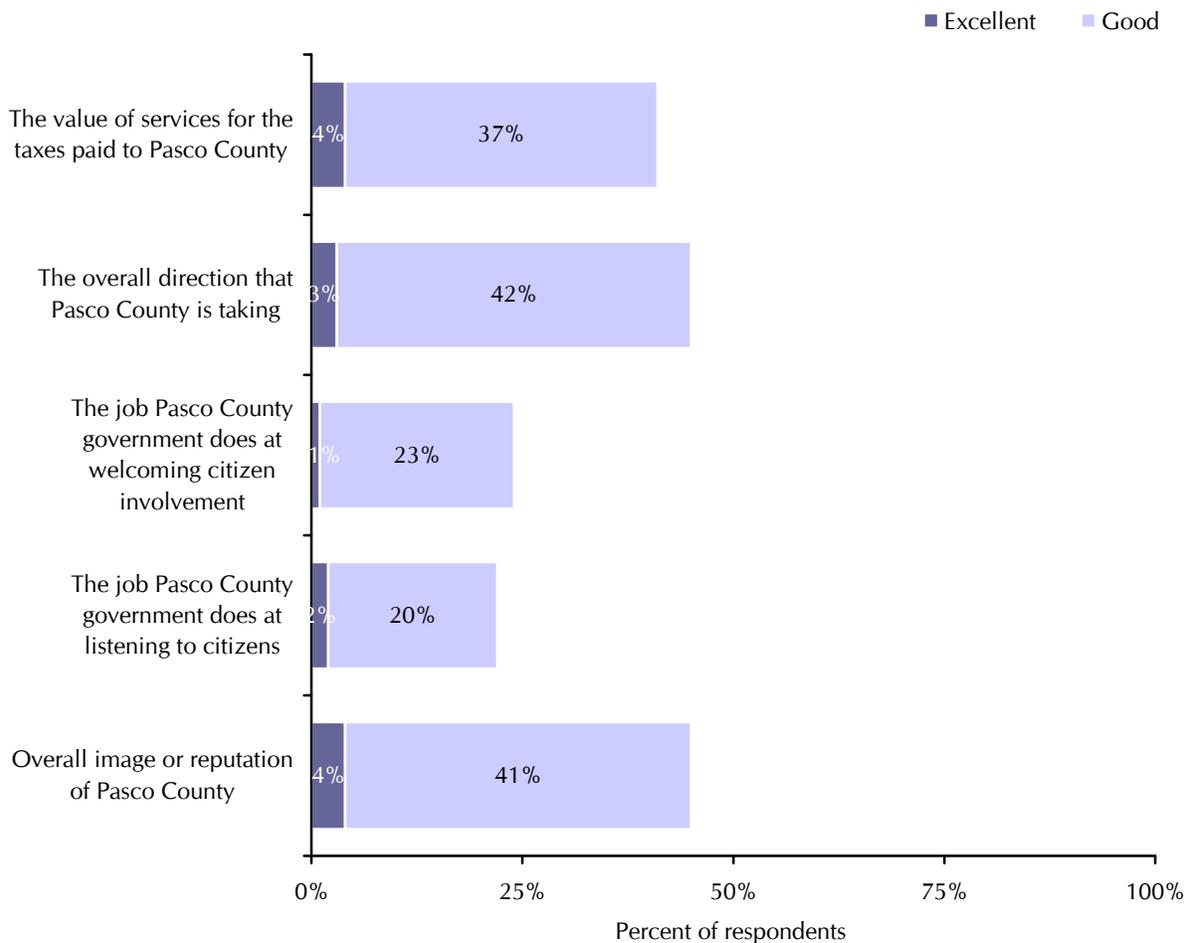


FIGURE 79: PUBLIC TRUST BENCHMARKS

	National comparison	Florida comparison
The value of services for the taxes paid to Pasco County	Below	Below
The overall direction that Pasco County is taking	Below	Below
The job Pasco County government does at welcoming citizen involvement	Below	Below
The job Pasco County government does at listening to citizens	Below	Below
Overall image or reputation of Pasco County	Below	Below

On average, residents of Pasco County gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by Pasco County was rated as “excellent” or “good” by 50% of survey participants. Pasco County’s rating was below the benchmark when compared to other communities.

FIGURE 80: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

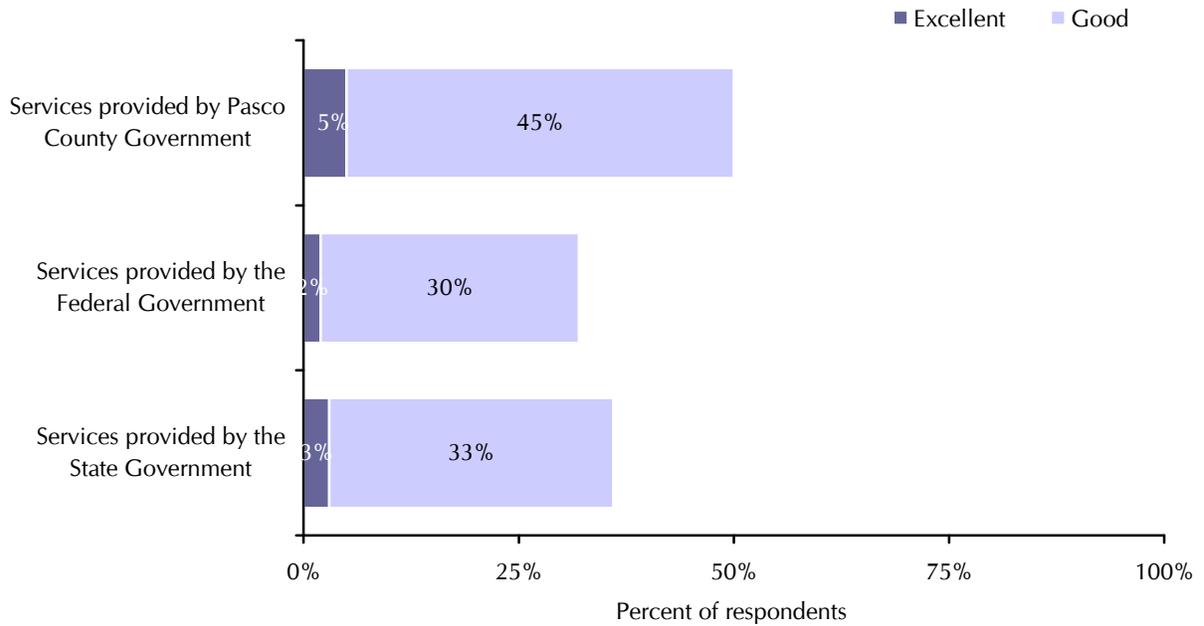


FIGURE 81: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Florida comparison
Services provided by Pasco County	Below	Below
Services provided by the Federal Government	Below	Below
Services provided by the State Government	Below	Below

Pasco County Employees

The employees of Pasco County who interact with the public create the first impression that most residents have of Pasco County. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of Pasco County. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with Pasco County staff.

Those completing the survey were asked if they had been in contact with a County employee either in person or over the phone in the last 12 months; the 52% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. County employees were rated favorably; 75% of respondents rated their overall impression as "excellent" or "good.", which was similar to the national and custom comparisons.

FIGURE 82: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS

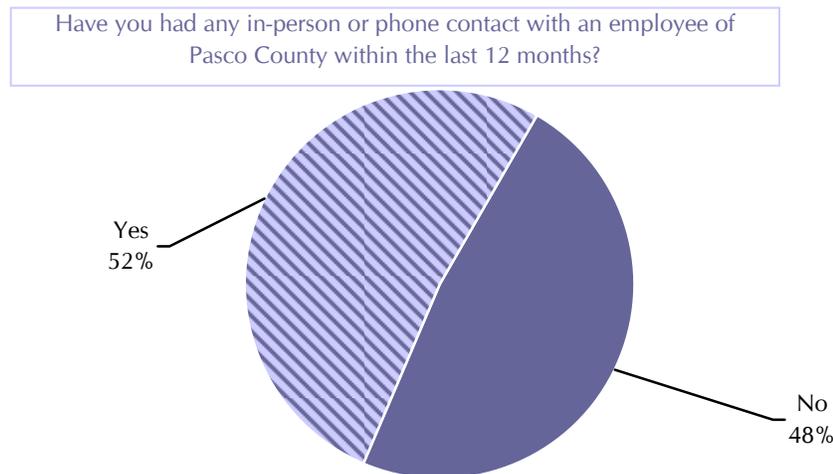


FIGURE 83: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	National comparison	Florida comparison
Had contact with county employee(s) in last 12 months	Less	Less

FIGURE 84: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

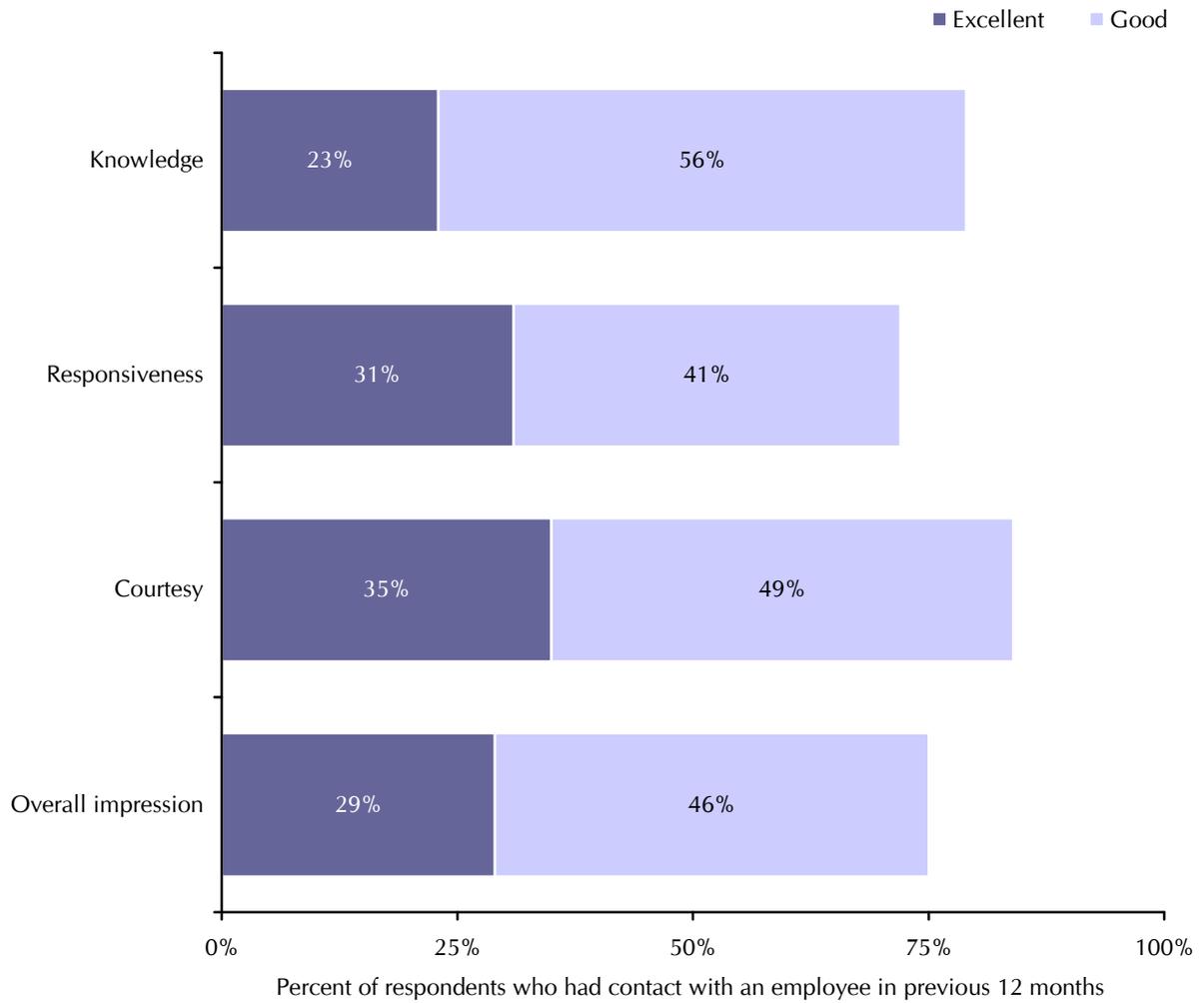


FIGURE 85: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Florida comparison
Knowledge	Below	Similar
Responsiveness	Similar	Similar
Courtesy	Similar	Similar
Overall impression	Similar	Similar

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using Key Driver Analysis, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A Key Driver Analysis (KDA) was conducted for Pasco County by examining the relationships between ratings of each service and ratings of Pasco County's overall services. Those key driver services that correlated most highly with residents' perceptions about overall County service quality have been identified. By targeting improvements in key services, Pasco County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

Services found to be most strongly correlated with ratings of overall service quality from the Pasco County Key Driver Analysis were:

- Public schools
- Road repair
- Sheriff services

PASCO COUNTY ACTION CHART

The 2009 Pasco County Action Chart™ on the following page combines two dimensions of performance:

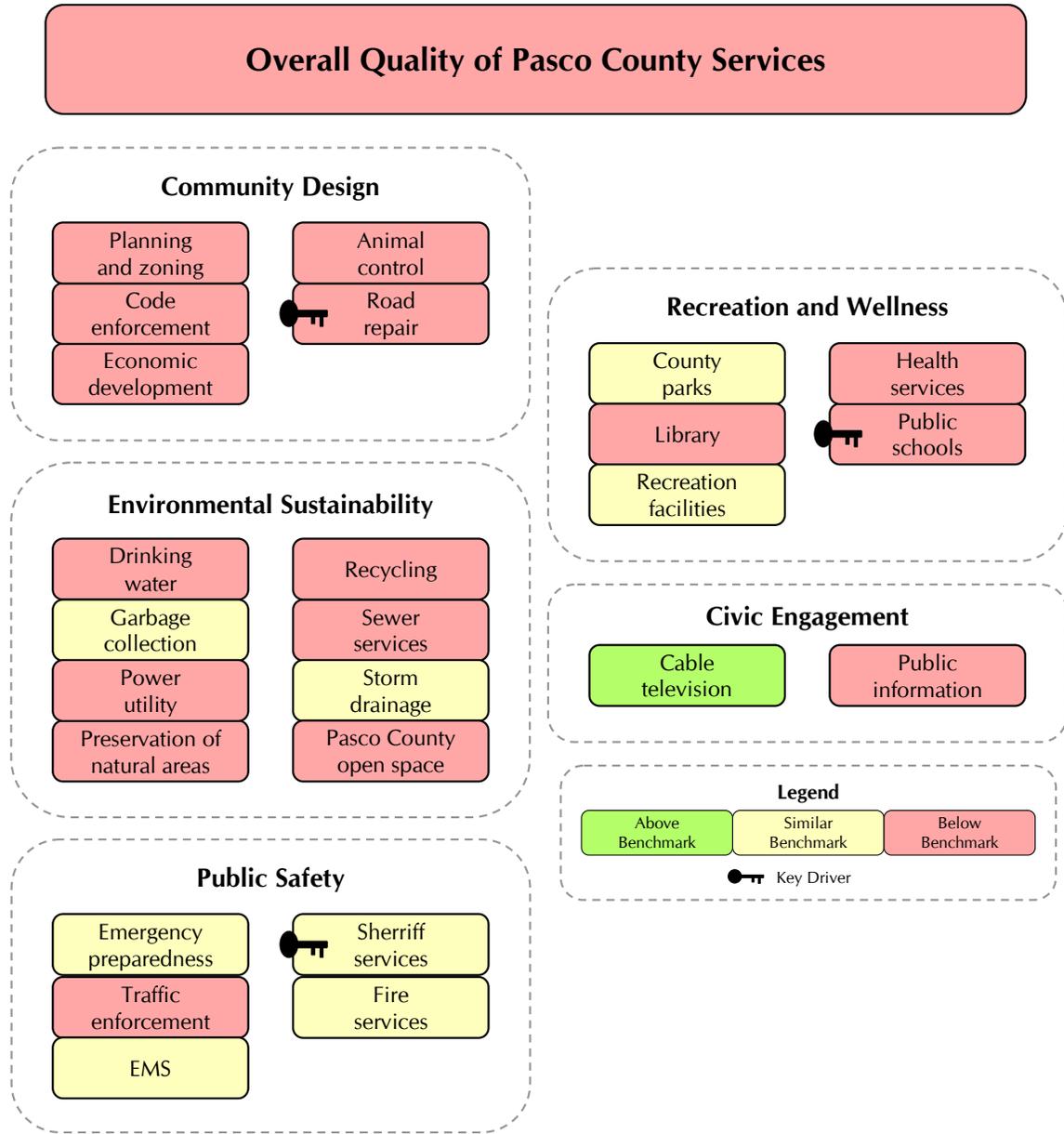
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates that service is key (either core or key driver)

Twenty-five services were included in the KDA for Pasco County. Of these, one was above the benchmark, sixteen were below the benchmark and eight were similar to the benchmark. A key icon (🔑) indicates the three key drivers.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Pasco County, public schools and road repair were below the benchmark and sheriff services were similar to the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 86: PASCO COUNTY ACTION CHART™



Using Your Action Chart™

The key drivers derived for Pasco County provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked by key symbols in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit Pasco County, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC data set. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, Pasco County key drivers that overlap core services or the nationally derived keys.

FIGURE 87: KEY DRIVERS COMPARED

Service	Pasco County Key Drivers	National Key Drivers	Core Services
Code enforcement			✓
Economic development		✓	
EMS			✓
Fire			✓
Garbage collection			✓
Land use planning and zoning		✓	
Public information services		✓	
Public schools	✓	✓	
Sewer			✓
Sheriff services	✓	✓	✓
Storm drainage			✓
Road repair	✓		✓
Water			✓

POLICY QUESTIONS

“Don’t know” responses have been removed from the following questions.

Policy Question 1					
Due to declining property tax revenue, Pasco County will have to cut services next fiscal year. To what extent do you support or oppose reducing the following services?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Animal control services	14%	40%	27%	19%	100%
Code enforcement	12%	34%	28%	26%	100%
Agricultural extension, 4-H, home economics	18%	34%	35%	13%	100%
Elderly nutrition (lunch sites and meals on wheels)	14%	16%	28%	42%	100%
Emergency Medical Services (ambulance)	18%	10%	15%	57%	100%
Fire services	19%	7%	13%	60%	100%
Law enforcement	19%	10%	15%	57%	100%
Libraries	13%	33%	33%	21%	100%
Social Services	12%	35%	28%	25%	100%
Parks and recreation	11%	34%	32%	22%	100%
Veterans’ services	16%	20%	25%	40%	100%

Policy Question 2	
Please indicate which of the following you consider the top priority to maintain at current levels of service	Percent of respondents
Law enforcement	53%
Emergency Medical Services (ambulance)	45%
Fire services	32%
Elderly nutrition (lunch sites and meals on wheels)	20%
Veterans’ services	16%
Code enforcement	12%
Libraries	10%
Social Services	10%
Animal control services	8%
Parks and recreation	7%
Agricultural extension, 4-H, home economics	2%
Total may exceed 100% as respondents could select more than one option	

Policy Question 3	
Due to declining property values Pasco County faces a \$28.8 million reduction in property tax revenue and will have to cut services or raise the tax rate. To what extent would you support or oppose increasing the property tax rate to match the taxes collected last year in order to cover the shortfall?	Percent of respondents
Strongly support	8%
Somewhat support	26%
Somewhat oppose	23%
Strongly oppose	43%
Total	100%

Policy Question 4	
The Local Option Gas Tax is typically used to fund road improvements, and residents of the County currently pay 6 cents per gallon as part of this tax. How much more per gallon are you willing to pay in order to improve funding for road construction?	Percent of respondents
No increase	38%
1 cent per gallon	23%
2 cents per gallon	21%
3 cents per gallon	10%
5 cents per gallon	6%
4 cents per gallon	3%
Total	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Pasco County:	Excellent	Good	Fair	Poor	Total
Pasco County as a place to live	16%	59%	22%	4%	100%
Your neighborhood as a place to live	30%	48%	17%	5%	100%
Pasco County as a place to raise children	10%	55%	25%	10%	100%
Pasco County as a place to work	6%	28%	42%	24%	100%
Pasco County as a place to retire	19%	47%	23%	10%	100%
The overall quality of life in Pasco County	9%	62%	24%	5%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Pasco County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	7%	47%	36%	10%	100%
Openness and acceptance of the community towards people of diverse backgrounds	11%	42%	37%	9%	100%
Overall appearance of Pasco County	7%	49%	34%	10%	100%
Cleanliness of Pasco County	9%	45%	34%	12%	100%
Overall quality of new development in Pasco County	8%	50%	30%	12%	100%
Variety of housing options	10%	50%	36%	4%	100%
Overall quality of business and service establishments in Pasco County	7%	52%	34%	7%	100%
Shopping opportunities	17%	46%	30%	7%	100%
Opportunities to attend cultural activities	6%	27%	47%	19%	100%
Recreational opportunities	9%	36%	44%	12%	100%
Employment opportunities	1%	11%	44%	44%	100%
Educational opportunities	2%	32%	52%	14%	100%
Opportunities to participate in social events and activities	5%	34%	49%	12%	100%
Opportunities to participate in religious or spiritual events and activities	14%	56%	28%	2%	100%
Opportunities to volunteer	10%	51%	35%	5%	100%
Opportunities to participate in community matters	5%	40%	42%	12%	100%
Ease of car travel in Pasco County	4%	33%	38%	25%	100%
Ease of bus travel in Pasco County	2%	21%	34%	43%	100%
Ease of bicycle travel in Pasco County	1%	18%	38%	43%	100%
Ease of walking in Pasco County	5%	22%	38%	35%	100%
Availability of paths and walking trails	4%	26%	35%	35%	100%
Traffic flow on major streets	2%	20%	38%	40%	100%
Amount of public parking	3%	28%	49%	20%	100%
Availability of affordable quality housing	3%	42%	40%	14%	100%
Availability of affordable quality child care	3%	37%	43%	17%	100%
Availability of affordable quality health care	9%	36%	36%	20%	100%
Availability of affordable quality food	10%	51%	33%	6%	100%
Availability of preventive health services	7%	42%	36%	15%	100%
Air quality	8%	50%	37%	4%	100%
Quality of overall natural environment in Pasco County	7%	53%	36%	4%	100%
Overall image or reputation of Pasco County	4%	41%	46%	10%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Pasco County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	4%	30%	46%	20%	100%
Retail growth (stores, restaurants, etc.)	8%	26%	46%	12%	8%	100%
Jobs growth	40%	49%	9%	2%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Pasco County?	Percent of respondents
Not a problem	9%
Minor problem	25%
Moderate problem	45%
Major problem	22%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Pasco County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	12%	43%	22%	19%	4%	100%
Property crimes (e.g., burglary, theft)	9%	35%	20%	24%	11%	100%
Environmental hazards, including toxic waste	20%	43%	22%	11%	4%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	56%	36%	5%	3%	1%	100%
In your neighborhood after dark	28%	48%	9%	12%	4%	100%
In Pasco County's downtown area during the day	32%	46%	17%	4%	1%	100%
In Pasco County's downtown area after dark	10%	37%	21%	26%	6%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	85%
Yes	15%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	20%
Yes	80%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Pasco County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Pasco County public libraries or their services	31%	26%	27%	11%	7%	100%
Used Pasco County recreation centers	43%	20%	23%	6%	9%	100%
Participated in a recreation program or activity	57%	22%	12%	3%	6%	100%
Visited a neighborhood park or County park	24%	25%	32%	10%	10%	100%
Ridden a local bus within Pasco County	92%	4%	1%	1%	2%	100%
Attended a meeting of local elected officials or other local public meeting	76%	19%	4%	0%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	67%	24%	6%	2%	1%	100%
Visited the Pasco County Web site (at www.pascocountyfl.net)	45%	27%	21%	5%	2%	100%
Recycled used paper, cans or bottles from your home	31%	13%	17%	12%	28%	100%
Volunteered your time to some group or activity in Pasco County	63%	17%	8%	6%	6%	100%
Participated in religious or spiritual activities in Pasco County	51%	14%	9%	6%	20%	100%
Participated in a club or civic group in Pasco County	72%	8%	11%	3%	5%	100%
Provided help to a friend or neighbor	6%	17%	38%	23%	15%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	33%
Several times a week	28%
Several times a month	19%
Once a month	7%
Several times a year	8%
Once a year or less	3%
Never	3%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Pasco County:	Excellent	Good	Fair	Poor	Total
Sheriff services	21%	54%	17%	8%	100%
Fire services	34%	58%	8%	0%	100%
Ambulance or emergency medical services	36%	55%	7%	1%	100%
Crime prevention	11%	36%	36%	17%	100%
Fire prevention and education	16%	48%	30%	6%	100%
Municipal courts	11%	47%	33%	9%	100%
Traffic enforcement on County road and highways	7%	48%	32%	14%	100%
Road repair	3%	31%	38%	28%	100%
Bus or transit services	3%	26%	34%	38%	100%
Garbage collection	23%	56%	18%	3%	100%
Recycling	12%	37%	25%	26%	100%
Yard waste pick-up	15%	41%	24%	21%	100%
Storm drainage	11%	37%	38%	14%	100%
Drinking water	9%	33%	34%	24%	100%
Sewer services	11%	43%	35%	11%	100%
Power (electric and/or gas) utility	13%	52%	28%	7%	100%
County parks	22%	54%	23%	2%	100%
Recreation programs or classes	11%	48%	35%	6%	100%
Recreation centers or facilities	14%	48%	32%	6%	100%
Pasco County Open Space	12%	38%	42%	8%	100%
Nature programs or classes	5%	33%	48%	13%	100%
Availability of historic sites	8%	27%	49%	15%	100%
Land use, planning and zoning	1%	24%	41%	34%	100%
Code enforcement (weeds, abandoned buildings, etc)	2%	17%	40%	41%	100%
Animal control	4%	31%	41%	24%	100%
Economic development	3%	27%	39%	32%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Pasco County:	Excellent	Good	Fair	Poor	Total
Health services	5%	44%	40%	11%	100%
Services to seniors	3%	43%	43%	10%	100%
Services to youth	5%	27%	48%	21%	100%
Services to low-income people	4%	25%	44%	27%	100%
Public library services	18%	54%	24%	4%	100%
Public information services	7%	45%	39%	9%	100%
Public schools	10%	44%	35%	12%	100%
Cable television	14%	51%	29%	6%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	57%	27%	9%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	5%	40%	42%	13%	100%
Mental health services	2%	24%	59%	14%	100%
Drug and Alcohol services	3%	21%	54%	22%	100%
Adult protective services	2%	28%	54%	17%	100%
Agricultural/farm advisor	3%	29%	56%	12%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Pasco County	5%	45%	43%	7%	100%
The Federal Government	2%	30%	43%	25%	100%
The State Government	3%	33%	47%	17%	100%

Question 13: Contact with County Employees	
Have you had any in-person or phone contact with an employee of Pasco County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	48%
Yes	52%
Total	100%

Question 14: County Employees					
What was your impression of the employee(s) of Pasco County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	23%	56%	12%	9%	100%
Responsiveness	31%	41%	15%	13%	100%
Courtesy	35%	49%	9%	7%	100%
Overall impression	29%	46%	15%	10%	100%

Question 15: Government Performance					
Please rate the following categories of Pasco County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Pasco County	4%	37%	43%	17%	100%
The overall direction that Pasco County is taking	3%	42%	40%	15%	100%
The job Pasco County government does at welcoming citizen involvement	1%	23%	50%	25%	100%
The job Pasco County government does at listening to citizens	2%	20%	43%	34%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Pasco County to someone who asks	37%	43%	10%	10%	100%
Remain in Pasco County for the next five years	55%	28%	10%	8%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	7%
Neutral	33%
Somewhat negative	41%
Very negative	15%
Total	100%

Question 18a: Policy Question 1					
Due to declining property tax revenue, Pasco County will have to cut services next fiscal year. To what extent do you support or oppose reducing the following services?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Animal control services	14%	40%	27%	19%	100%
Code enforcement	12%	34%	28%	26%	100%
Agricultural extension, 4-H, home economics	18%	34%	35%	13%	100%
Elderly nutrition (lunch sites and meals on wheels)	14%	16%	28%	42%	100%
Emergency Medical Services (ambulance)	18%	10%	15%	57%	100%
Fire services	19%	7%	13%	60%	100%
Law enforcement	19%	10%	15%	57%	100%
Libraries	13%	33%	33%	21%	100%
Social Services	12%	35%	28%	25%	100%
Parks and recreation	11%	34%	32%	22%	100%
Veterans' services	16%	20%	25%	40%	100%

Question 18b: Policy Question 2	
Please indicate which of the following you consider the top priority to maintain at current levels of service	Percent of respondents
Animal control services	8%
Parks and recreation	7%
Veterans' services	16%
Code enforcement	12%
Agricultural extension, 4-H, home economics	2%
Elderly nutrition (lunch sites and meals on wheels)	20%
Emergency Medical Services (ambulance)	45%
Fire services	32%
Law enforcement	53%
Libraries	10%
Social Services	10%
Total may exceed 100% as respondents could select more than one option	

Question 18c: Policy Question 3	
Due to declining property values Pasco County faces a \$28.8 million reduction in property tax revenue and will have to cut services or raise the tax rate. To what extent would you support or oppose increasing the property tax rate to match the taxes collected last year in order to cover the shortfall?	Percent of respondents
Strongly support	8%
Somewhat support	26%
Somewhat oppose	23%
Strongly oppose	43%
Total	100%

Question 18d: Policy Question 4	
The Local Option Gas Tax is typically used to fund road improvements, and residents of the County currently pay 6 cents per gallon as part of this tax. How much more per gallon are you willing to pay in order to improve funding for road construction?	Percent of respondents
No increase	38%
1 cent per gallon	23%
2 cents per gallon	21%
3 cents per gallon	10%
4 cents per gallon	3%
5 cents per gallon	6%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	38%
Yes, full-time	53%
Yes, part-time	9%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	11%
Bus, rail, subway or other public transportation	1%
Walk	0%
Bicycle	0%
Work at home	9%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Pasco County?	Percent of respondents
Less than 2 years	10%
2 to 5 years	30%
6 to 10 years	23%
11 to 20 years	16%
More than 20 years	21%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	70%
House attached to one or more houses (e.g., a duplex or townhome)	6%
Building with two or more apartments or condominiums	8%
Mobile home	14%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	23%
Owned by you or someone in this house with a mortgage or free and clear	77%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	8%
\$300 to \$599 per month	16%
\$600 to \$999 per month	26%
\$1,000 to \$1,499 per month	25%
\$1,500 to \$2,499 per month	18%
\$2,500 or more per month	7%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	68%
Yes	32%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	67%
Yes	33%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	24%
\$25,000 to \$49,999	25%
\$50,000 to \$99,999	36%
\$100,000 to \$149,000	13%
\$150,000 or more	2%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	96%
Yes, I consider myself to be Spanish, Hispanic or Latino	4%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	3%
Black or African American	3%
White	91%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	6%
25 to 34 years	17%
35 to 44 years	16%
45 to 54 years	17%
55 to 64 years	16%
65 to 74 years	17%
75 years or older	10%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	55%
Male	45%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	11%
Yes	86%
Ineligible to vote	3%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	13%
Yes	83%
Ineligible to vote	3%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Pasco County:	Excellent	Good	Fair	Poor	Total
Pasco County as a place to live	16%	59%	22%	4%	100%
Your neighborhood as a place to live	30%	48%	17%	5%	100%
Pasco County as a place to raise children	10%	55%	25%	10%	100%
Pasco County as a place to work	6%	28%	42%	24%	100%
Pasco County as a place to retire	19%	47%	23%	10%	100%
The overall quality of life in Pasco County	9%	62%	24%	5%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Pasco County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	7%	47%	36%	10%	100%
Openness and acceptance of the community towards people of diverse backgrounds	11%	42%	37%	9%	100%
Overall appearance of Pasco County	7%	49%	34%	10%	100%
Cleanliness of Pasco County	9%	45%	34%	12%	100%
Overall quality of new development in Pasco County	8%	50%	30%	12%	100%
Variety of housing options	10%	50%	36%	4%	100%
Overall quality of business and service establishments in Pasco County	7%	52%	34%	7%	100%
Shopping opportunities	17%	46%	30%	7%	100%
Opportunities to attend cultural activities	6%	27%	47%	19%	100%
Recreational opportunities	9%	36%	44%	12%	100%
Employment opportunities	1%	11%	44%	44%	100%
Educational opportunities	2%	32%	52%	14%	100%
Opportunities to participate in social events and activities	5%	34%	49%	12%	100%
Opportunities to participate in religious or spiritual events and activities	14%	56%	28%	2%	100%
Opportunities to volunteer	10%	51%	35%	5%	100%
Opportunities to participate in community matters	5%	40%	42%	12%	100%
Ease of car travel in Pasco County	4%	33%	38%	25%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Pasco County as a whole:	Excellent	Good	Fair	Poor	Total
Ease of bus travel in Pasco County	2%	21%	34%	43%	100%
Ease of bicycle travel in Pasco County	1%	18%	38%	43%	100%
Ease of walking in Pasco County	5%	22%	38%	35%	100%
Availability of paths and walking trails	4%	26%	35%	35%	100%
Traffic flow on major streets	2%	20%	38%	40%	100%
Amount of public parking	3%	28%	49%	20%	100%
Availability of affordable quality housing	3%	42%	40%	14%	100%
Availability of affordable quality child care	3%	37%	43%	17%	100%
Availability of affordable quality health care	9%	36%	36%	20%	100%
Availability of affordable quality food	10%	51%	33%	6%	100%
Availability of preventive health services	7%	42%	36%	15%	100%
Air quality	8%	50%	37%	4%	100%
Quality of overall natural environment in Pasco County	7%	53%	36%	4%	100%
Overall image or reputation of Pasco County	4%	41%	46%	10%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Pasco County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	4%	30%	46%	20%	100%
Retail growth (stores, restaurants, etc.)	8%	26%	46%	12%	8%	100%
Jobs growth	40%	49%	9%	2%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Pasco County?	Percent of respondents
Not a problem	9%
Minor problem	25%
Moderate problem	45%
Major problem	22%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Pasco County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	12%	43%	22%	19%	4%	100%
Property crimes (e.g., burglary, theft)	9%	35%	20%	24%	11%	100%
Environmental hazards, including toxic waste	20%	43%	22%	11%	4%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	56%	36%	5%	3%	1%	100%
In your neighborhood after dark	28%	48%	9%	12%	4%	100%
In Pasco County's downtown area during the day	32%	46%	17%	4%	1%	100%
In Pasco County's downtown area after dark	10%	37%	21%	26%	6%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	85%
Yes	15%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	20%
Yes	80%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Pasco County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Pasco County public libraries or their services	31%	26%	27%	11%	7%	100%
Used Pasco County recreation centers	43%	20%	23%	6%	9%	100%
Participated in a recreation program or activity	57%	22%	12%	3%	6%	100%
Visited a neighborhood park or County park	24%	25%	32%	10%	10%	100%
Ridden a local bus within Pasco County	92%	4%	1%	1%	2%	100%
Attended a meeting of local elected officials or other local public meeting	76%	19%	4%	0%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	67%	24%	6%	2%	1%	100%
Visited the Pasco County Web site (at www.pascocountyfl.net)	45%	27%	21%	5%	2%	100%
Recycled used paper, cans or bottles from your home	31%	13%	17%	12%	28%	100%
Volunteered your time to some group or activity in Pasco County	63%	17%	8%	6%	6%	100%
Participated in religious or spiritual activities in Pasco County	51%	14%	9%	6%	20%	100%
Participated in a club or civic group in Pasco County	72%	8%	11%	3%	5%	100%
Provided help to a friend or neighbor	6%	17%	38%	23%	15%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	33%
Several times a week	28%
Several times a month	19%
Once a month	7%
Several times a year	8%
Once a year or less	3%
Never	3%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Pasco County:	Excellent	Good	Fair	Poor	Total
Sheriff services	21%	54%	17%	8%	100%
Fire services	34%	58%	8%	0%	100%
Ambulance or emergency medical services	36%	55%	7%	1%	100%
Crime prevention	11%	36%	36%	17%	100%
Fire prevention and education	16%	48%	30%	6%	100%
Municipal courts	11%	47%	33%	9%	100%
Traffic enforcement on County road and highways	7%	48%	32%	14%	100%
Road repair	3%	31%	38%	28%	100%
Bus or transit services	3%	26%	34%	38%	100%
Garbage collection	23%	56%	18%	3%	100%
Recycling	12%	37%	25%	26%	100%
Yard waste pick-up	15%	41%	24%	21%	100%
Storm drainage	11%	37%	38%	14%	100%
Drinking water	9%	33%	34%	24%	100%
Sewer services	11%	43%	35%	11%	100%
Power (electric and/or gas) utility	13%	52%	28%	7%	100%
County parks	22%	54%	23%	2%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Pasco County:	Excellent	Good	Fair	Poor	Total
Recreation programs or classes	11%	48%	35%	6%	100%
Recreation centers or facilities	14%	48%	32%	6%	100%
Pasco County Open Space	12%	38%	42%	8%	100%
Nature programs or classes	5%	33%	48%	13%	100%
Availability of historic sites	8%	27%	49%	15%	100%
Land use, planning and zoning	1%	24%	41%	34%	100%
Code enforcement (weeds, abandoned buildings, etc)	2%	17%	40%	41%	100%
Animal control	4%	31%	41%	24%	100%
Economic development	3%	27%	39%	32%	100%
Health services	5%	44%	40%	11%	100%
Services to seniors	3%	43%	43%	10%	100%
Services to youth	5%	27%	48%	21%	100%
Services to low-income people	4%	25%	44%	27%	100%
Public library services	18%	54%	24%	4%	100%
Public information services	7%	45%	39%	9%	100%
Public schools	10%	44%	35%	12%	100%
Cable television	14%	51%	29%	6%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	57%	27%	9%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	5%	40%	42%	13%	100%
Mental health services	2%	24%	59%	14%	100%
Drug and Alcohol services	3%	21%	54%	22%	100%
Adult protective services	2%	28%	54%	17%	100%
Agricultural/farm advisor	3%	29%	56%	12%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Pasco County	5%	45%	43%	7%	100%
The Federal Government	2%	30%	43%	25%	100%
The State Government	3%	33%	47%	17%	100%

Question 13: Contact with County Employees	
Have you had any in-person or phone contact with an employee of Pasco County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	48%
Yes	52%
Total	100%

Question 14: County Employees					
What was your impression of the employee(s) of Pasco County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	23%	56%	12%	9%	100%
Responsiveness	31%	41%	15%	13%	100%
Courtesy	35%	49%	9%	7%	100%
Overall impression	29%	46%	15%	10%	100%

Question 15: Government Performance					
Please rate the following categories of Pasco County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Pasco County	4%	37%	43%	17%	100%
The overall direction that Pasco County is taking	3%	42%	40%	15%	100%
The job Pasco County government does at welcoming citizen involvement	1%	23%	50%	25%	100%
The job Pasco County government does at listening to citizens	2%	20%	43%	34%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Pasco County to someone who asks	37%	43%	10%	10%	100%
Remain in Pasco County for the next five years	55%	28%	10%	8%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	7%
Neutral	33%
Somewhat negative	41%
Very negative	15%
Total	100%

Question 18a: Policy Question 1					
Due to declining property tax revenue, Pasco County will have to cut services next fiscal year. To what extent do you support or oppose reducing the following services?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Animal control services	14%	40%	27%	19%	100%
Code enforcement	12%	34%	28%	26%	100%
Agricultural extension, 4-H, home economics	18%	34%	35%	13%	100%
Elderly nutrition (lunch sites and meals on wheels)	14%	16%	28%	42%	100%
Emergency Medical Services (ambulance)	18%	10%	15%	57%	100%
Fire services	19%	7%	13%	60%	100%
Law enforcement	19%	10%	15%	57%	100%
Libraries	13%	33%	33%	21%	100%
Social Services	12%	35%	28%	25%	100%
Parks and recreation	11%	34%	32%	22%	100%
Veterans' services	16%	20%	25%	40%	100%

Question 18b: Policy Question 2		
Please indicate which of the following you consider the top priority to maintain at current levels of service	Percent of respondents	Count
Animal control services	8%	27
Parks and recreation	7%	24
Veterans' services	16%	56
Code enforcement	12%	41
Agricultural extension, 4-H, home economics	2%	7
Elderly nutrition (lunch sites and meals on wheels)	20%	70
Emergency Medical Services (ambulance)	45%	157
Fire services	32%	112
Law enforcement	53%	187
Libraries	10%	35
Social Services	10%	35
Total may exceed 100% as respondents could select more than one option		

Question 18c: Policy Question 3	
Due to declining property values Pasco County faces a \$28.8 million reduction in property tax revenue and will have to cut services or raise the tax rate. To what extent would you support or oppose increasing the property tax rate to match the taxes collected last year in order to cover the shortfall?	Percent of respondents
Strongly support	8%
Somewhat support	26%
Somewhat oppose	23%
Strongly oppose	43%
Total	100%

Question 18d: Policy Question 4	
The Local Option Gas Tax is typically used to fund road improvements, and residents of the County currently pay 6 cents per gallon as part of this tax. How much more per gallon are you willing to pay in order to improve funding for road construction?	Percent of respondents
No increase	38%
1 cent per gallon	23%
2 cents per gallon	21%
3 cents per gallon	10%
4 cents per gallon	3%
5 cents per gallon	6%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	38%
Yes, full-time	53%
Yes, part-time	9%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	11%
Bus, rail, subway or other public transportation	1%
Walk	0%
Bicycle	0%
Work at home	9%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Pasco County?	Percent of respondents
Less than 2 years	10%
2 to 5 years	30%
6 to 10 years	23%
11 to 20 years	16%
More than 20 years	21%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	70%
House attached to one or more houses (e.g., a duplex or townhome)	6%
Building with two or more apartments or condominiums	8%
Mobile home	14%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	23%
Owned by you or someone in this house with a mortgage or free and clear	77%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than \$300 per month	8%
\$300 to \$599 per month	16%
\$600 to \$999 per month	26%
\$1,000 to \$1,499 per month	25%
\$1,500 to \$2,499 per month	18%
\$2,500 or more per month	7%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	68%
Yes	32%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	67%
Yes	33%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	24%
\$25,000 to \$49,999	25%
\$50,000 to \$99,999	36%
\$100,000 to \$149,000	13%
\$150,000 or more	2%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	96%
Yes, I consider myself to be Spanish, Hispanic or Latino	4%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	3%
Black or African American	3%
White	91%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	6%
25 to 34 years	17%
35 to 44 years	16%
45 to 54 years	17%
55 to 64 years	16%
65 to 74 years	17%
75 years or older	10%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	55%
Male	45%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	11%
Yes	86%
Ineligible to vote	3%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	13%
Yes	83%
Ineligible to vote	3%
Total	100%

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by County officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within Pasco County were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within Pasco County boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Pasco County households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Pasco County boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within Pasco County. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning March 18, 2009. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the county commissioner chairman inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Fifty-eight of the postcards were returned as undeliverable because they either had incorrect addresses or were received by vacant housing units. Of the 1,200 households receiving the survey mailings, 368 completed the survey, providing a response rate of 32%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than five percentage points in either direction from what would have been obtained had responses been collected from all Pasco County adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders that may affect sample findings. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates and the 2006 American Community Survey. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in each county’s population. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure and gender/age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table

Pasco County Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	23%	11%	23%
Own home	77%	89%	77%
Detached unit	85%	87%	84%
Attached unit	15%	13%	16%
Race and Ethnicity			
White alone, not Hispanic	86%	88%	87%
Hispanic and/or other race	14%	12%	13%
Sex and Age			
Female	52%	54%	55%
Male	48%	46%	45%
18-34 years of age	26%	8%	24%
35-54 years of age	33%	32%	33%
55+ years of age	41%	60%	43%
Females 18-34	13%	5%	13%
Females 35-54	16%	18%	17%
Females 55+	23%	31%	25%
Males 18-34	13%	3%	11%
Males 35-54	16%	14%	16%
Males 55+	18%	30%	18%

¹ Source: 2006 American Community Survey

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who

specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Pasco County to the Benchmark Database

Pasco County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Florida). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Pasco County Survey was included in NRC's database and there were at least five

jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons are available, Pasco County results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Pasco County’s rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within Pasco County.



Pasco County
7530 Little Road
New Port Richey, FL 34654

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Pasco County
7530 Little Road
New Port Richey, FL 34654

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Pasco County
7530 Little Road
New Port Richey, FL 34654

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Pasco County
7530 Little Road
New Port Richey, FL 34654

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Dear Pasco County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Pasco County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Jack Mariano
Chairman

Dear Pasco County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Pasco County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Jack Mariano
Chairman

Dear Pasco County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Pasco County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Jack Mariano
Chairman

Dear Pasco County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Pasco County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Jack Mariano
Chairman



BOARD OF COUNTY COMMISSIONERS

- 37918 Meridian Avenue - Dade City, Florida 33525
(352) 521-4111 - FAX (352) 521-4105
- 7530 Little Road - New Port Richey, Florida 34654
(727) 847-8100 - FAX (727) 847-8969

Jack Mariano
Chairman
Pat Mulieri, Ed.D.
Vice-Chairman
Ted Schrader
Ann Hildebrand
Michael Cox, CFP®

March 2009

Dear Pasco County Resident:

Pasco County wants to know what you think about our community and municipal government. You have been randomly selected to participate in Pasco County's 2009 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help Pasco County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Pasco County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (727) 847-8115.

Please help us shape the future of Pasco County. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Jack Mariano".

Jack Mariano
Chairman



BOARD OF COUNTY COMMISSIONERS

- 37918 Meridian Avenue - Dade City, Florida 33525
(352) 521-4111 - FAX (352) 521-4105
- 7530 Little Road - New Port Richey, Florida 34654
(727) 847-8100 - FAX (727) 847-8969

Jack Mariano
Chairman
Pat Mulieri, Ed.D.
Vice-Chairman
Ted Schrader
Ann Hildebrand
Michael Cox, CFP®

March 2009

Dear Pasco County Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. Pasco County wants to know what you think about our community and municipal government. You have been randomly selected to participate in Pasco County's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help the County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Pasco County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (727) 847-8115.

Please help us shape the future of Pasco County. Thank you for your time and participation.

Sincerely,

Jack Mariano
Chairman

Pasco County 2009 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Pasco County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Pasco County as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Pasco County as a place to raise children	1	2	3	4	5
Pasco County as a place to work	1	2	3	4	5
Pasco County as a place to retire	1	2	3	4	5
The overall quality of life in Pasco County	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Pasco County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Pasco County	1	2	3	4	5
Cleanliness of Pasco County	1	2	3	4	5
Overall quality of new development in Pasco County	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Pasco County	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Pasco County	1	2	3	4	5
Ease of bus travel in Pasco County	1	2	3	4	5
Ease of bicycle travel in Pasco County	1	2	3	4	5
Ease of walking in Pasco County	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Pasco County	1	2	3	4	5
Overall image or reputation of Pasco County	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Pasco County over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Pasco County?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Pasco County:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Pasco County's downtown area during the day.....	1	2	3	4	5	6
In Pasco County's downtown area after dark.....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?
 No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?
 No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Pasco County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Pasco County public libraries or their services	1	2	3	4	5
Used Pasco County recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or County park.....	1	2	3	4	5
Ridden a local bus within Pasco County	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Visited the Pasco County Web site (at www.pascocountyfl.net)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Pasco County	1	2	3	4	5
Participated in religious or spiritual activities in Pasco County	1	2	3	4	5
Participated in a club or civic group in Pasco County.....	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?
 Just about every day
 Several times a week
 Several times a month
 Once a month
 Several times a year
 Once a year or less
 Never

11. Please rate the quality of each of the following services in Pasco County:

	Excellent	Good	Fair	Poor	Don't know
Sheriff services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5

Pasco County 2009 Citizen Survey

11. Please rate the quality of each of the following services in Pasco County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic enforcement on County roads and highways	1	2	3	4	5
Road repair	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Pasco County Open Space	1	2	3	4	5
Nature programs or classes	1	2	3	4	5
Availability of historic sites	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Mental Health services.....	1	2	3	4	5
Drug and Alcohol services.....	1	2	3	4	5
Adult protective services	1	2	3	4	5
Agricultural/Farm advisor.....	1	2	3	4	5

12. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Pasco County	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

13. Have you had any in-person or phone contact with an employee of Pasco County within the last 12 months (including sheriff, receptionists, planners or any others)?

- No → Go to Question 15
 Yes → Go to Question 14

14. What was your impression of the employee(s) of Pasco County in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression.....	1	2	3	4	5

15. Please rate the following categories of Pasco County government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Pasco County	1	2	3	4	5
The overall direction that Pasco County is taking	1	2	3	4	5
The job Pasco County government does at welcoming citizen involvement	1	2	3	4	5
The job Pasco County government does at listening to citizens	1	2	3	4	5

16. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Pasco County to someone who asks	1	2	3	4	5
Remain in Pasco County for the next five years	1	2	3	4	5

17. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

18. Please check the response that comes closest to your opinion for each of the following questions:

a. Due to declining property tax revenue, Pasco County will have to cut services next fiscal year. To what extent do you support or oppose reducing the following services?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't Know</i>
Animal control services	1	2	3	4	5
Code enforcement	1	2	3	4	5
Agricultural extension, 4-H, home economics	1	2	3	4	5
Elderly nutrition (lunch sites and meals on wheels)	1	2	3	4	5
Emergency Medical Services (ambulance)	1	2	3	4	5
Fire services	1	2	3	4	5
Law enforcement	1	2	3	4	5
Libraries	1	2	3	4	5
Social Services	1	2	3	4	5
Parks and recreation	1	2	3	4	5
Veterans' services	1	2	3	4	5

b. Please indicate which of the following you consider the top priority to maintain at current levels of service (select only one).

- | | | |
|---|---|--|
| <input type="radio"/> Animal control services | <input type="radio"/> Elderly nutrition (lunch sites and meals on wheels) | <input type="radio"/> Law enforcement |
| <input type="radio"/> Code enforcement | <input type="radio"/> Emergency Medical Services (ambulance) | <input type="radio"/> Libraries |
| <input type="radio"/> Agricultural extension, 4-H, home economics | <input type="radio"/> Fire services | <input type="radio"/> Social services |
| | | <input type="radio"/> Parks and recreation |
| | | <input type="radio"/> Veteran's services |

c. Due to declining property values Pasco County faces a \$28.8 million reduction in property tax revenue and will have to cut services or raise the tax rate. To what extent would you support or oppose increasing the property tax rate to match the taxes collected last year in order to cover the shortfall?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know

d. The Local Option Gas Tax is typically used to fund road improvements, and residents of the County currently pay 6 cents per gallon as part of this tax. How much more per gallon are you willing to pay in order to improve funding for road construction (select only one)?

- | | | |
|---|--|--|
| <input type="radio"/> No increase | <input type="radio"/> 2 cents per gallon | <input type="radio"/> 4 cents per gallon |
| <input type="radio"/> 1 cent per gallon | <input type="radio"/> 3 cents per gallon | <input type="radio"/> 5 cents per gallon |

e. What do you think are the three biggest issues facing Pasco County over the next several years?

Pasco County 2009 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults days
- Bus, Rail, Subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Pasco County?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female
- Male

D14. Are you registered to vote in your jurisdiction?

- No
- Yes
- Ineligible to vote
- Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No
- Yes
- Ineligible to vote
- Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301



Pasco County
7530 Little Road
New Port Richey, FL 34654

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94

