

Bringing Opportunities Home

2011 Public Outreach Campaign Results



Outreach Summary

Pasco County's Integrated Marketing Message

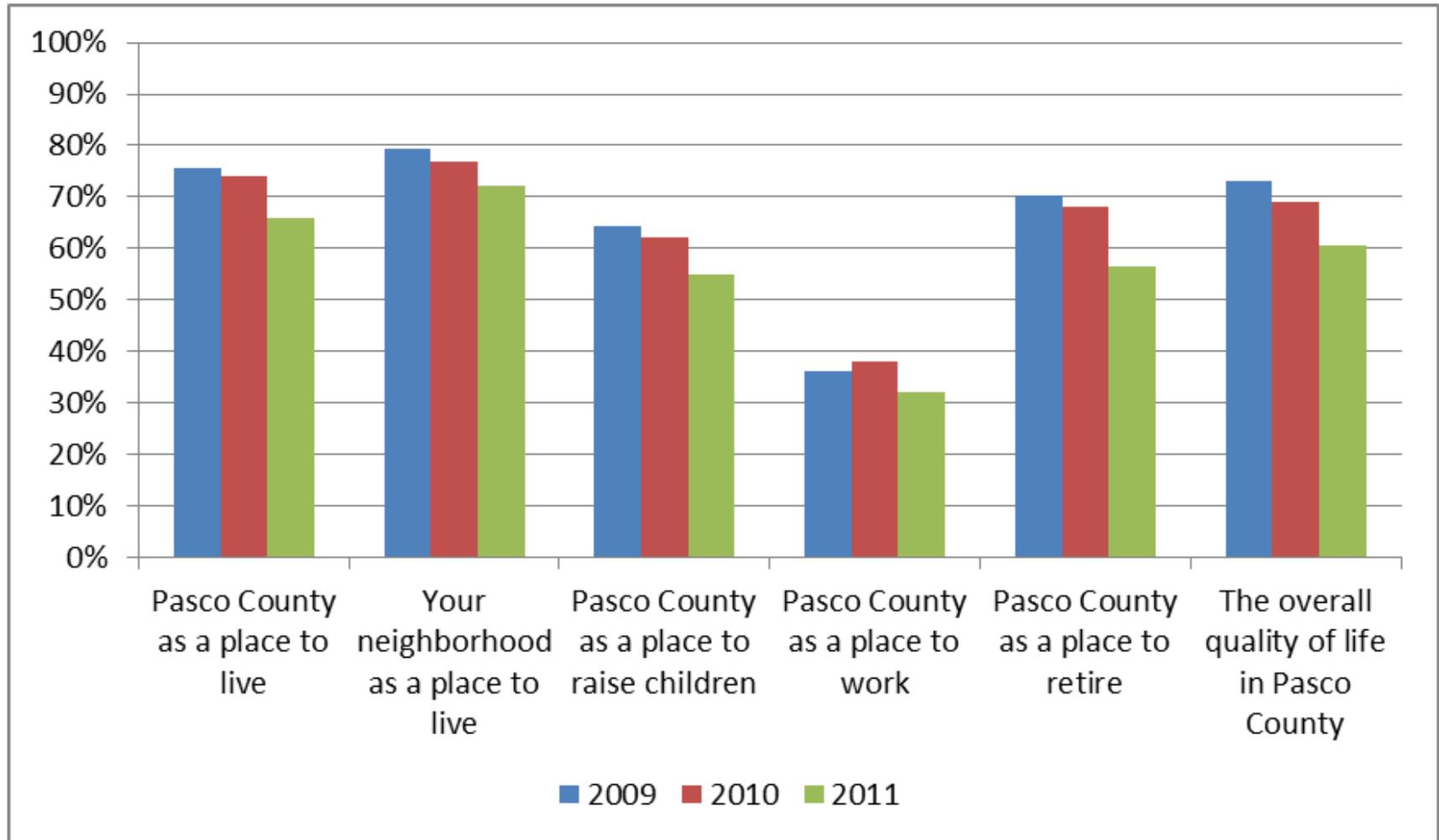
- **30-second Public Service Announcement on Govt. TV and Bright House Networks-** March 28-April 18 aired 323 times.
- **“Bringing Opportunities Home” Web Page-** Updated with Survey, Public Meeting information, printable FAQ brochure and Facebook link. The County intranet page also posted information on the meetings and survey.
- **Social Media-** Maintained 224 monthly active users and 110 “likes” or subscribers on the Facebook page- *Bringing Opportunities Home to Pasco County*.
- **Email Gov Q-A Notice-** Throughout the campaign a maximum of 6,892 addresses received information on attending a meeting or taking the survey. More than 400 email recipients signed up during the campaign.
- **Flyers-** posted throughout County buildings and were also used as billboards on Govt. TV.
- **Newsletter-** posted with the Chambers of Commerce.
- **Articles and Guest Columns in local media** –Nine stories, five editorials and five letters from citizens were printed by the Times and Tribune. In addition, the media reprinted five County press releases.
- **Utility Notice-** April billing included website information to take survey and attend meetings.
- **NACo County Government Month-** Pasco 360 episode featured National County Govt. Month and May episode will follow up on results and budget process.

Participation Summary

- Online Survey Results:
 - Open April 7th – May 8th
 - 1,470 answered at least one question
 - 1,311 completed the survey
- In Person Stakeholder Meeting Results:
 - Three separate sessions:
 - April 7th in Dade City – 64 respondents
 - April 12th in New Port Richey – 109 respondents
 - April 18th in New Port Richey – 100 respondents

Quality of Life

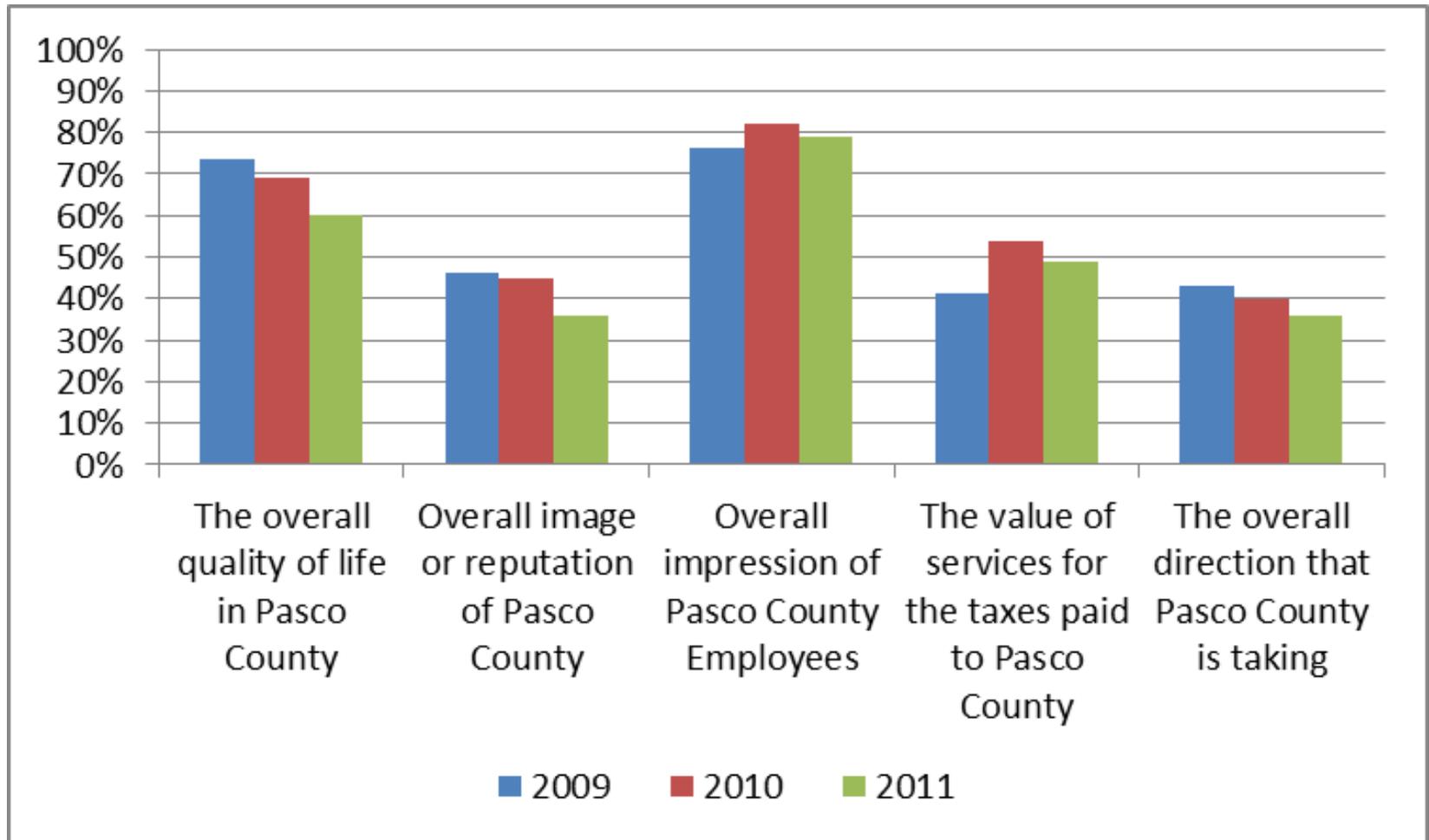
3 Year Comparison - % of respondents that selected “Excellent” or “Good”



Results from Online Survey Question #1.

Quality of Life

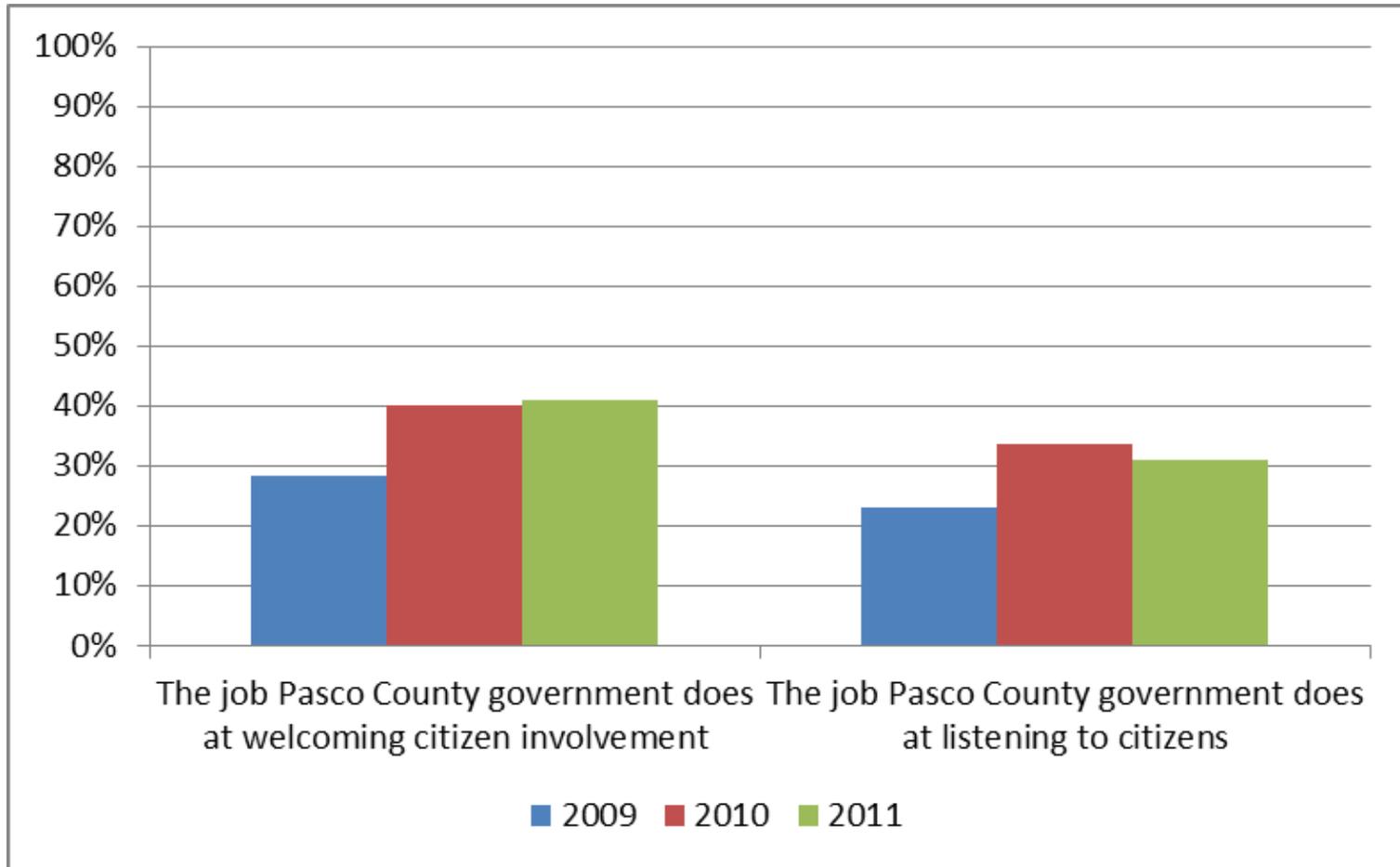
3 Year Comparison - % of respondents that selected “Excellent” or “Good”



Results from Online Survey Questions 1, 2, 14, and 15.

Citizen Involvement

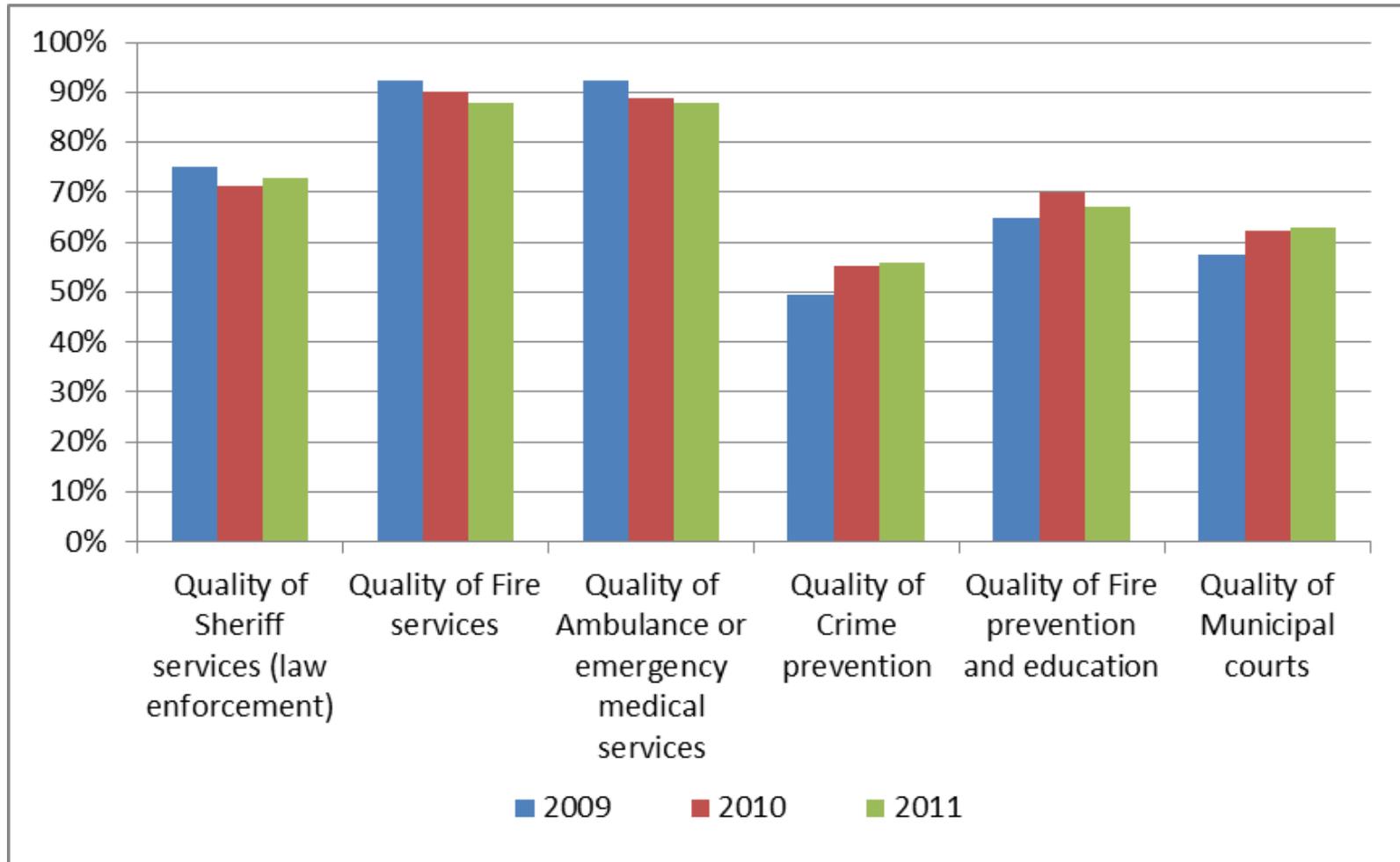
3 Year Comparison - % of respondents that selected “Excellent” or “Good”



Results from Online Survey Question 15.

Public Safety

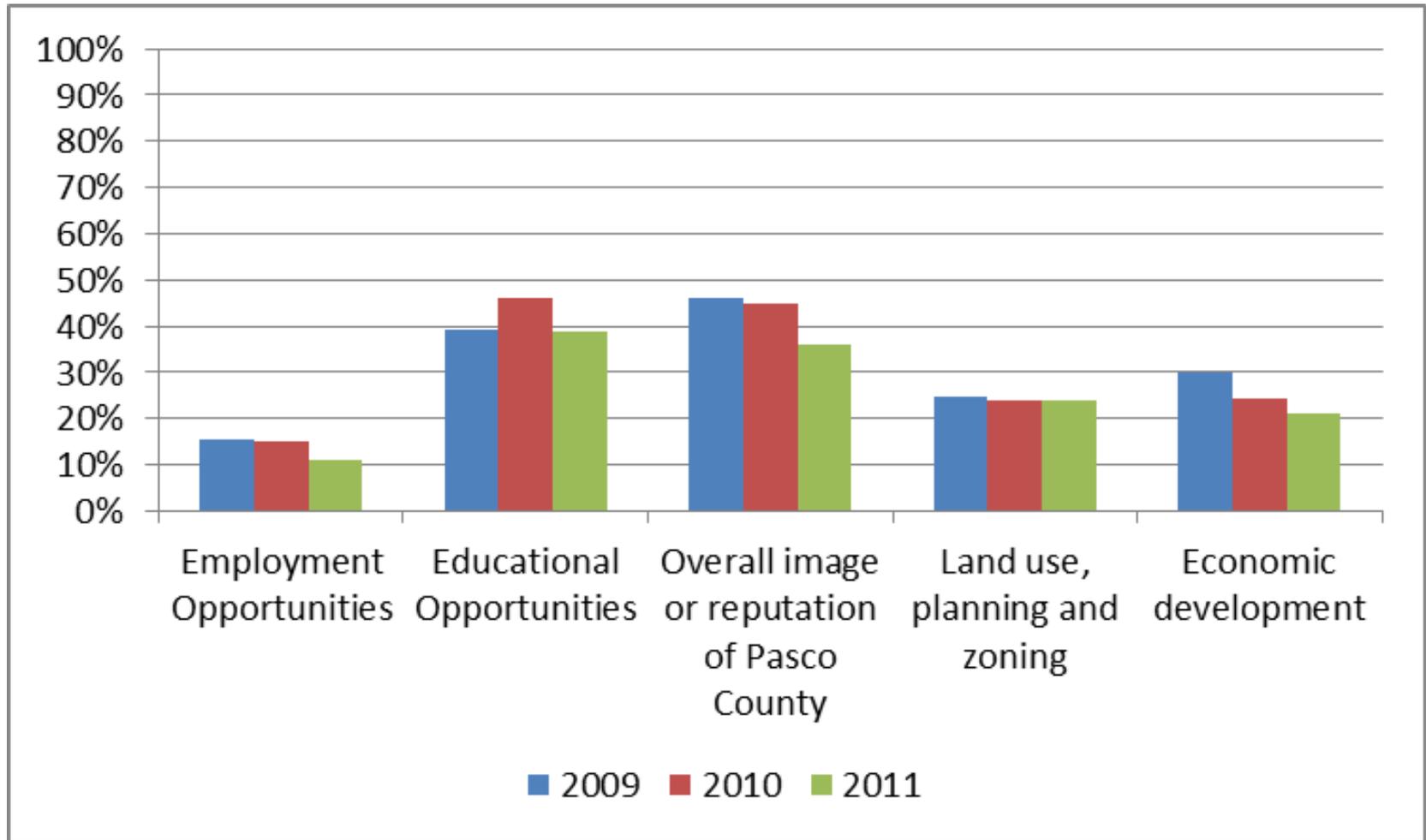
3 Year Comparison - % of respondents that selected “Excellent” or “Good”



Results from Online Survey Question 11.

Economic Development

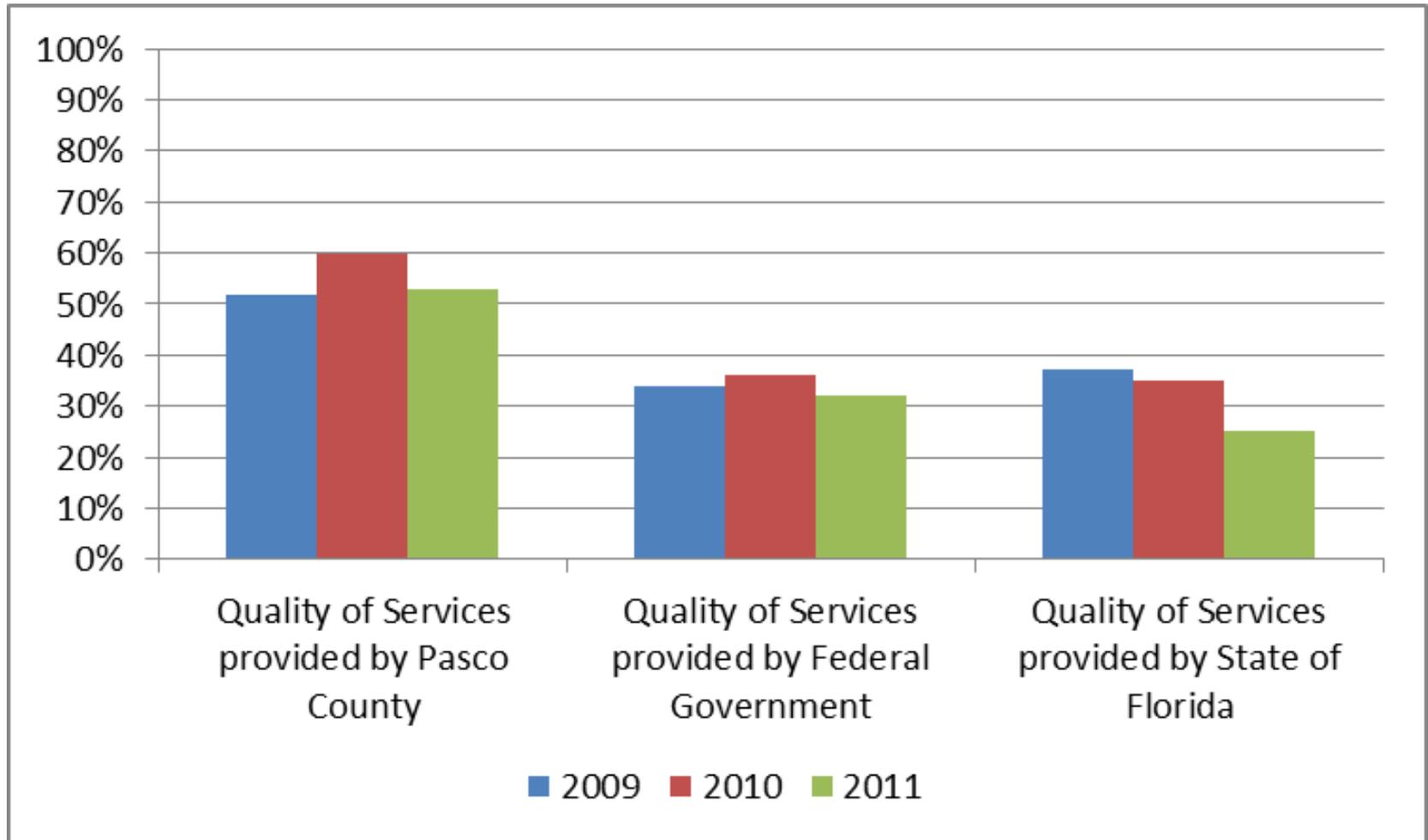
3 Year Comparison - % of respondents that selected “Excellent” or “Good”



Results from Online Survey Questions 2 and 11.

Quality of Services

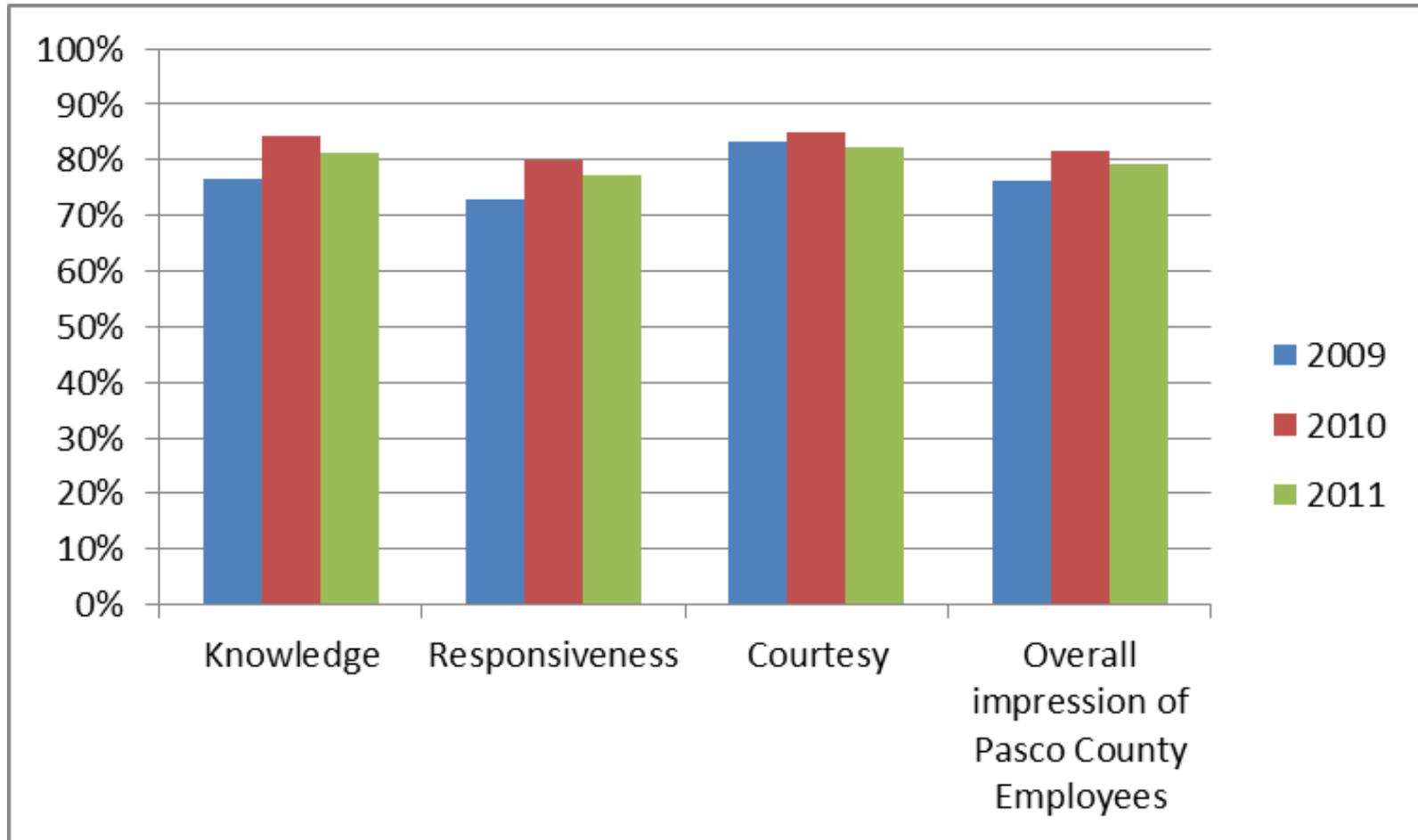
3 Year Comparison - % of respondents that selected “Excellent” or “Good”



Results from Online Survey Question 12.

Quality of Public Employees

3 Year Comparison - % of respondents that selected “Excellent” or “Good”

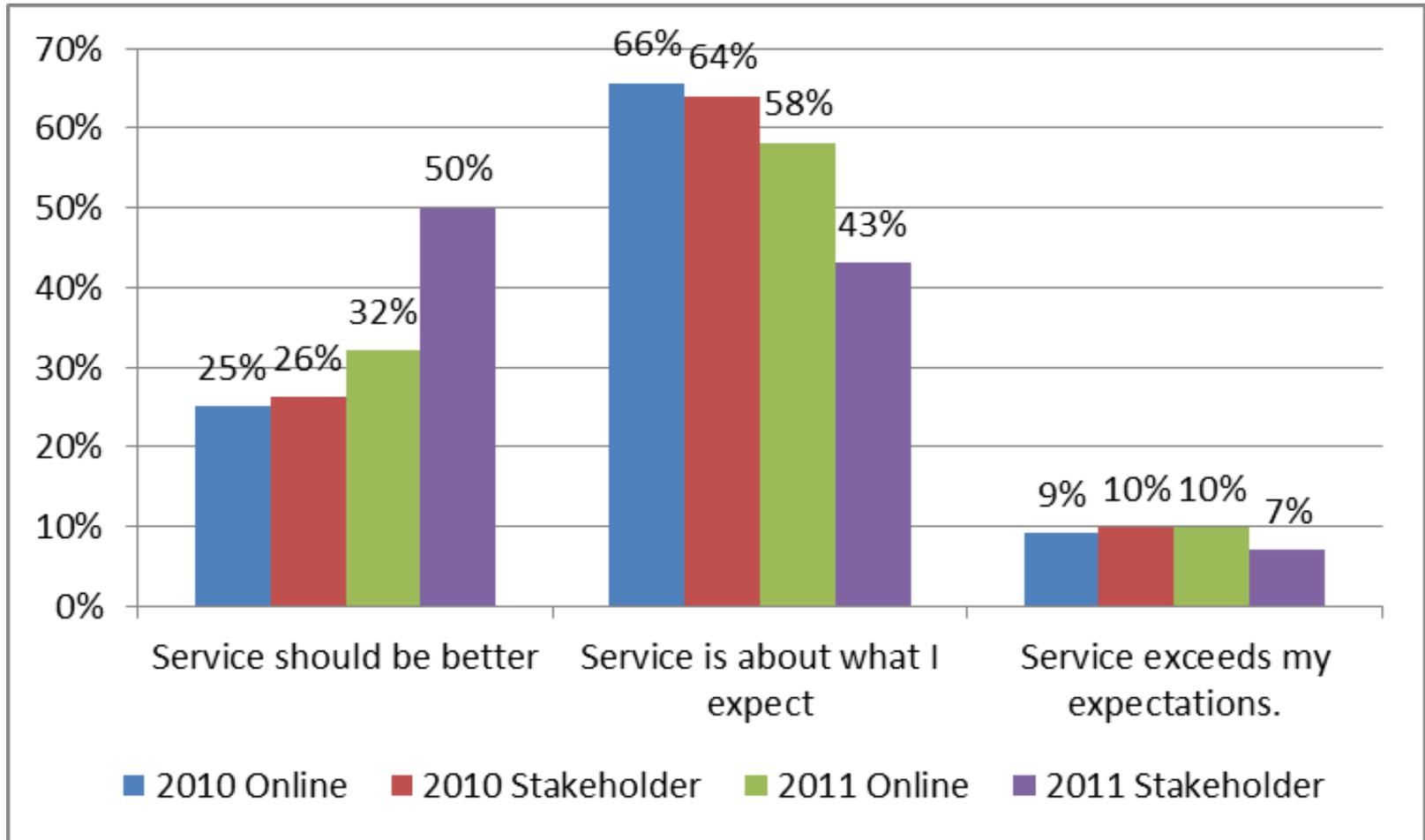


Results from Online Survey Question 14.

Pasco County Services

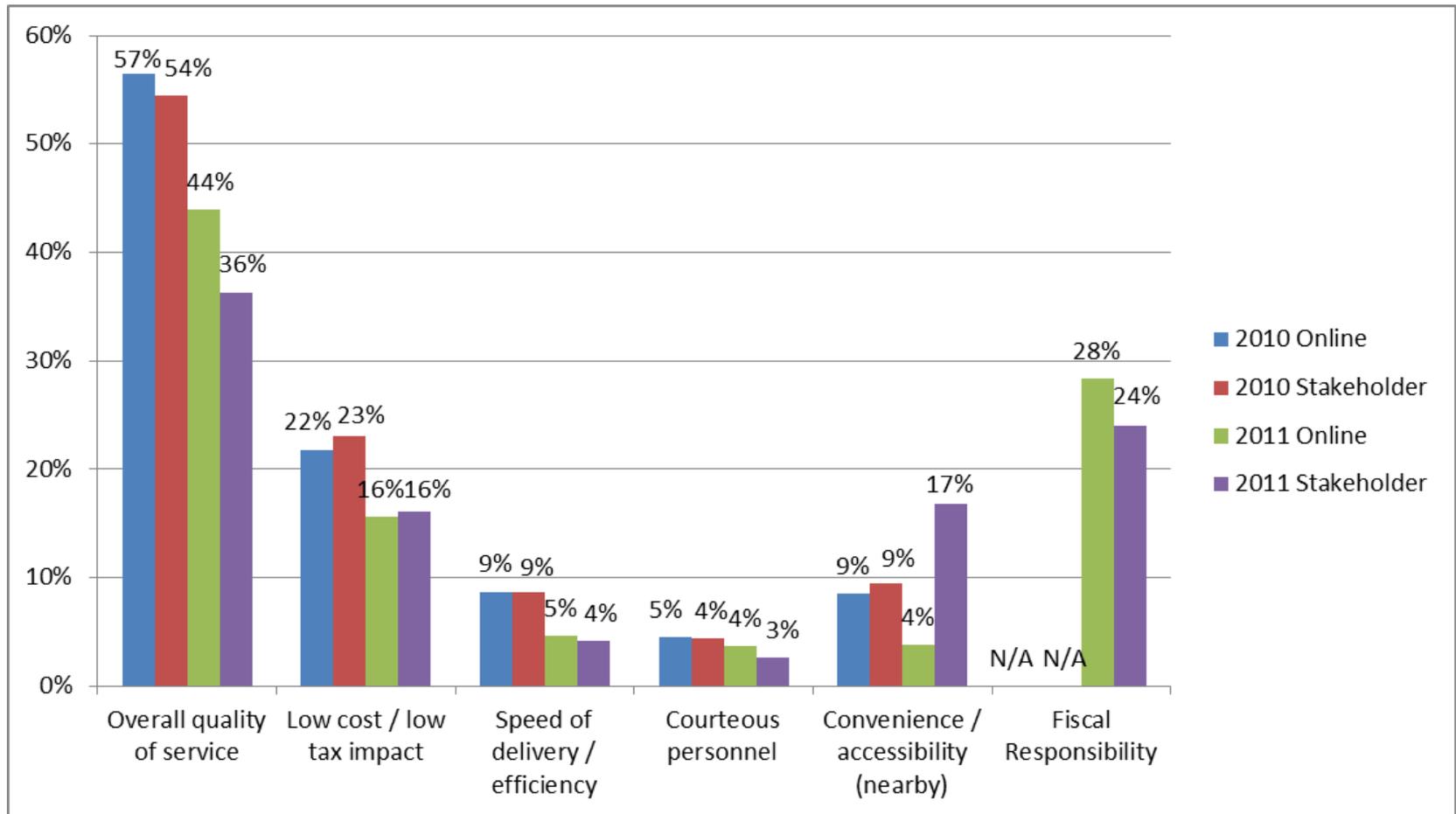
3 Year Comparison - % of respondents that selected “Excellent” or “Good”

How do you rate the services provided by the County?



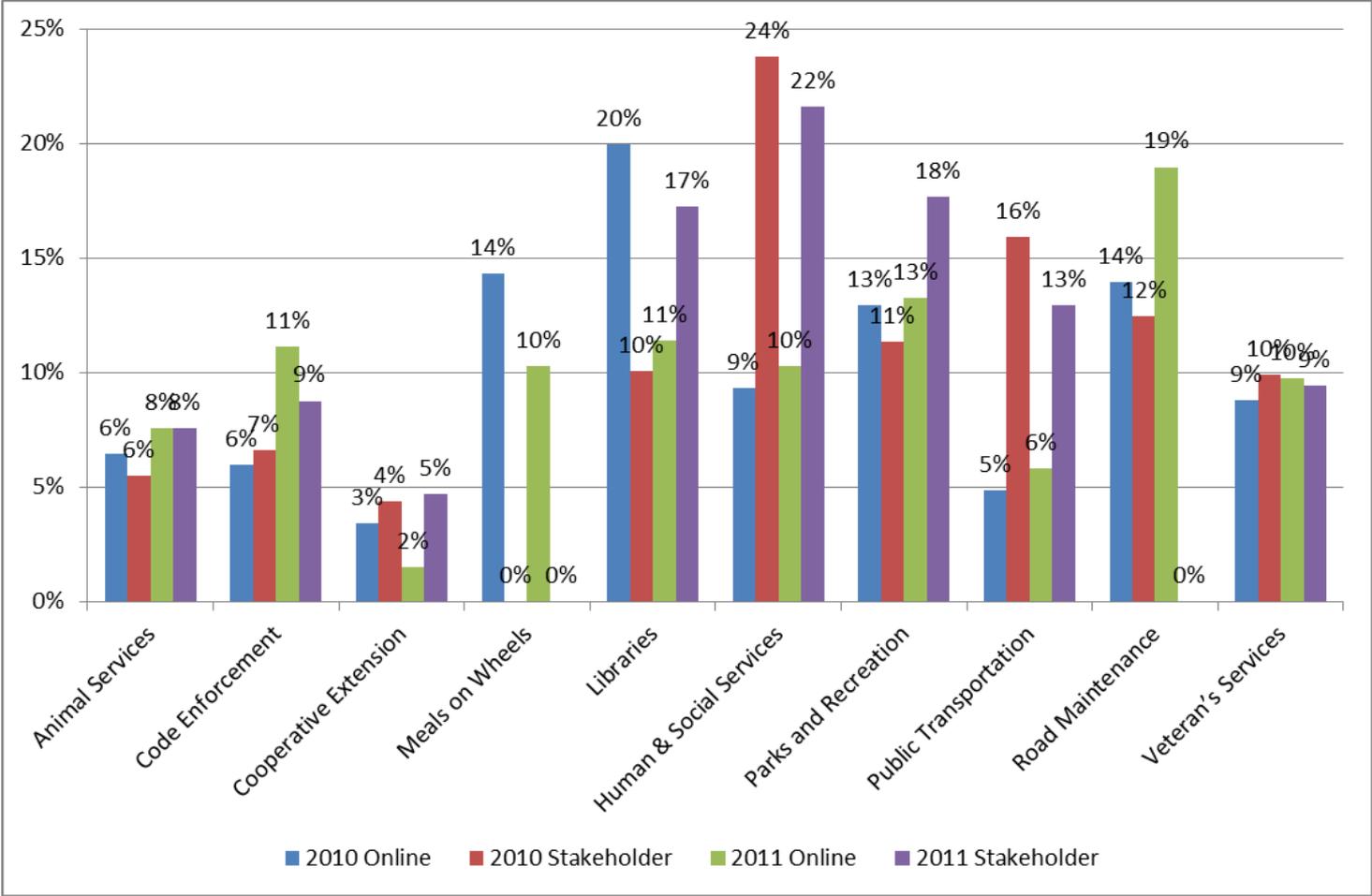
Question 21 from Online Survey. Question 5 from Stakeholder Session.

When it comes to County government services, which of the following is most important to you?



Results from Online Survey question 20 and Stakeholder Session question 4. The 2010 Online and Stakeholder Questions did not have the option of “Fiscal Responsibility”

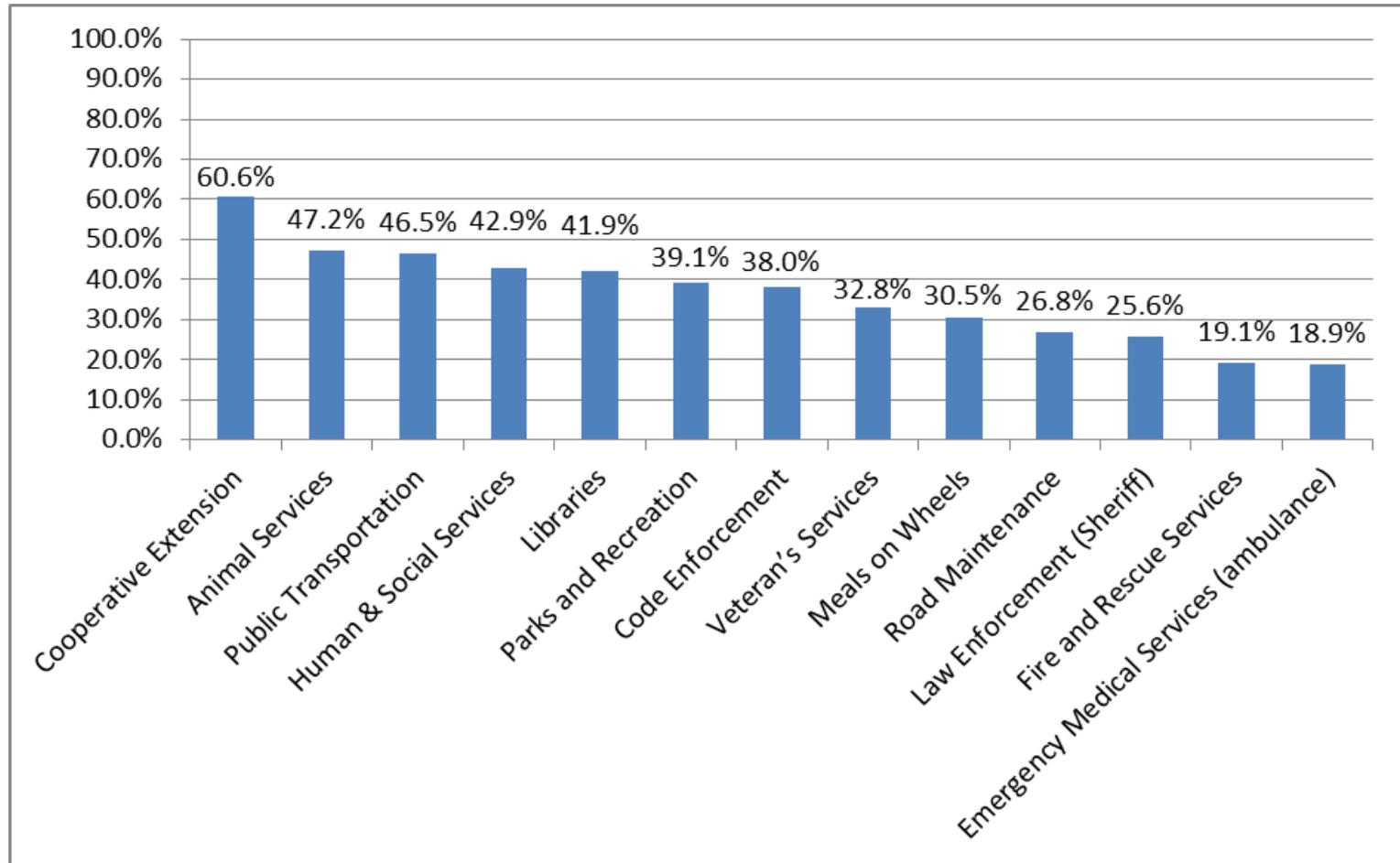
Besides Sheriff, EMS, & Fire...Which services are most important to you?



Results from Online Survey question 19 and Stakeholder Session question 11. The 2011 Stakeholders sessions did not include "Road Maintenance". The 2010 and 2011 Stakeholder sessions merged Meals on Wheels with Human & Social Services.

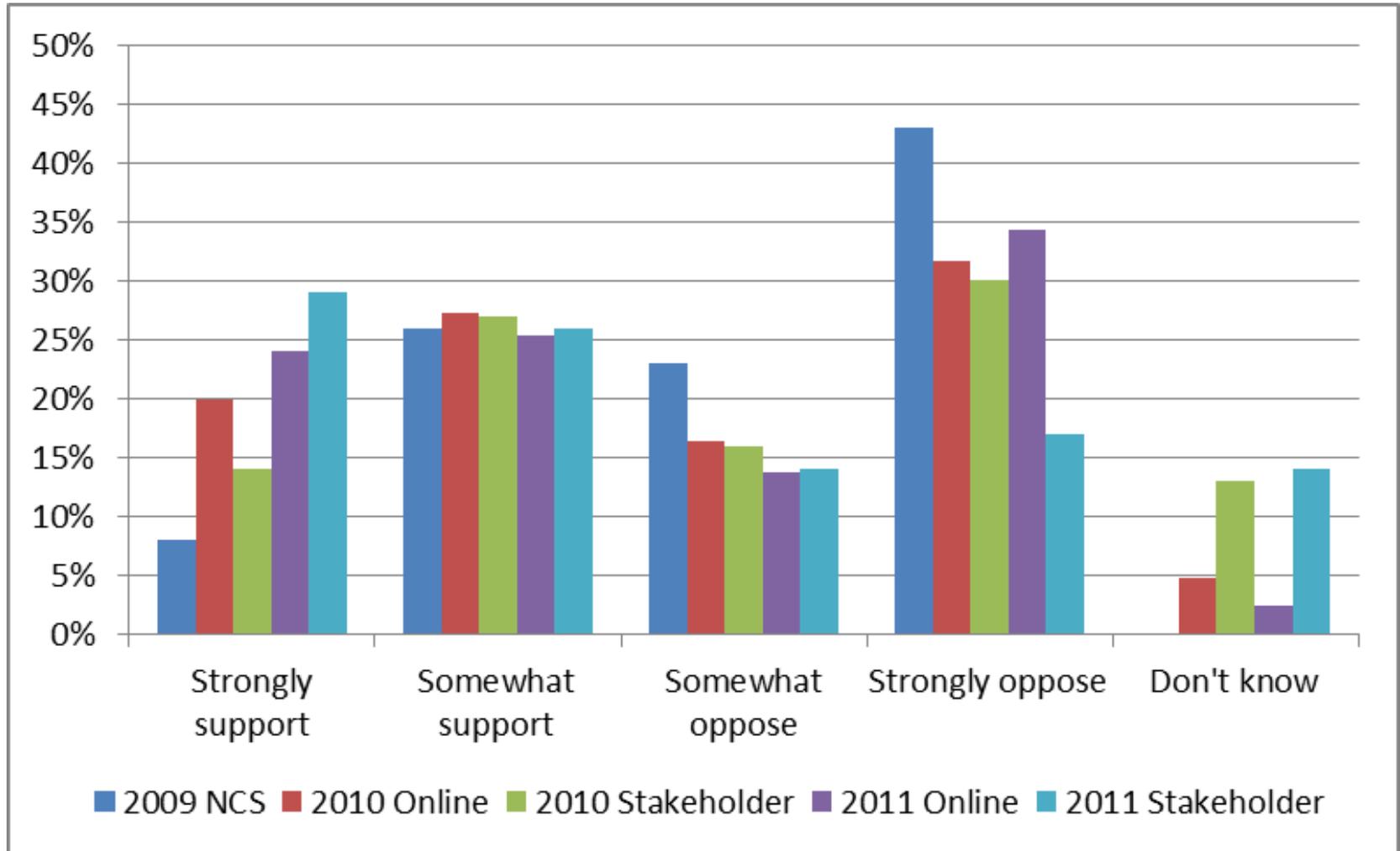
Support for Cutting Services

% of respondents that either “Strongly Support” or “Support” cutting a particular service



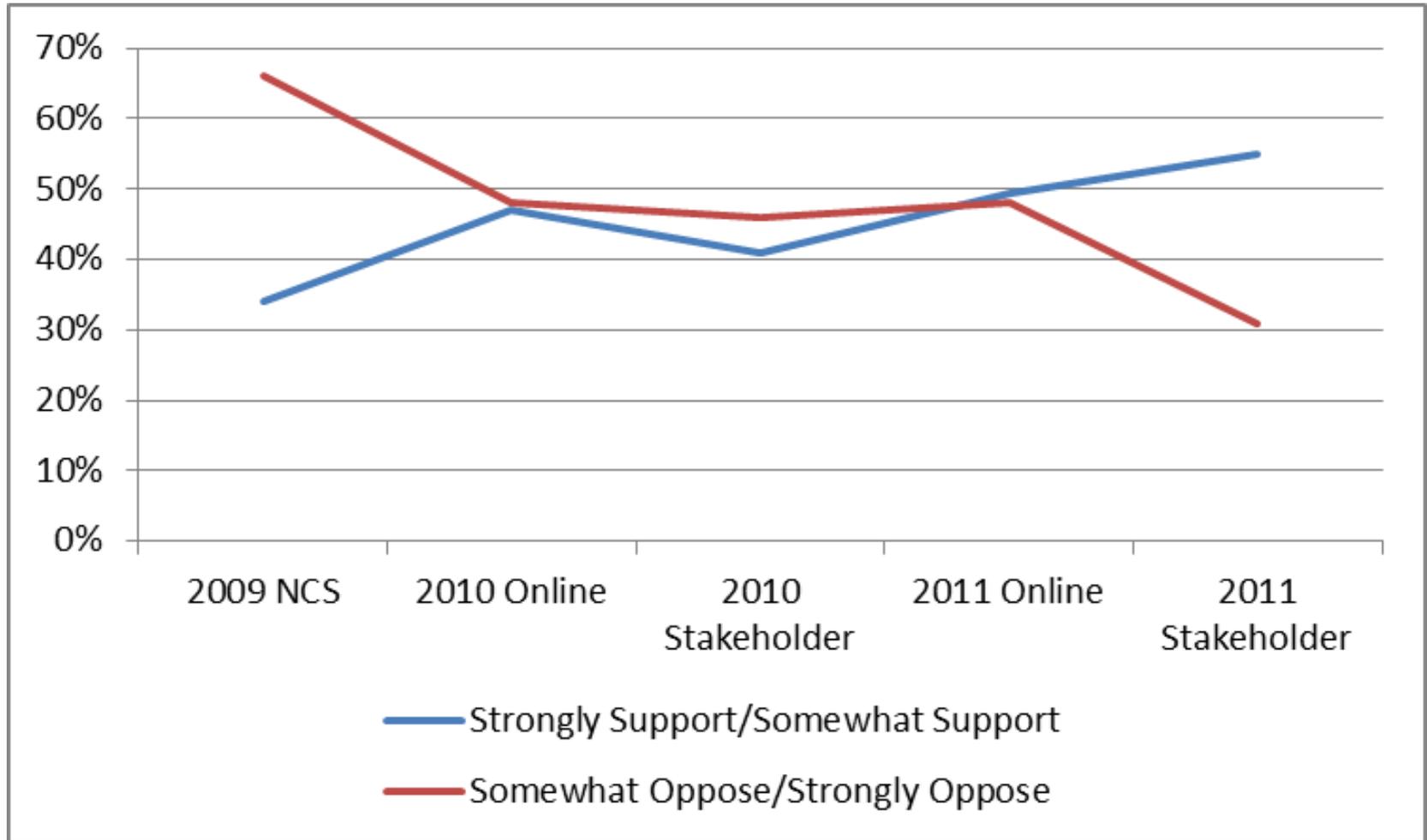
Question 18 in online survey.

Support Tax Increase?



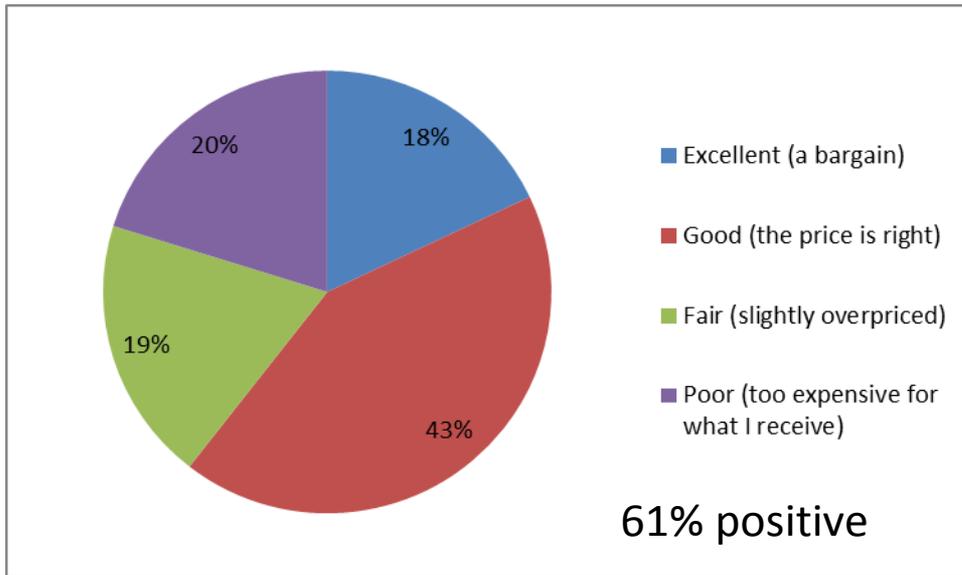
Online question 22 & Stakeholder question 8.

Support Tax Increase?

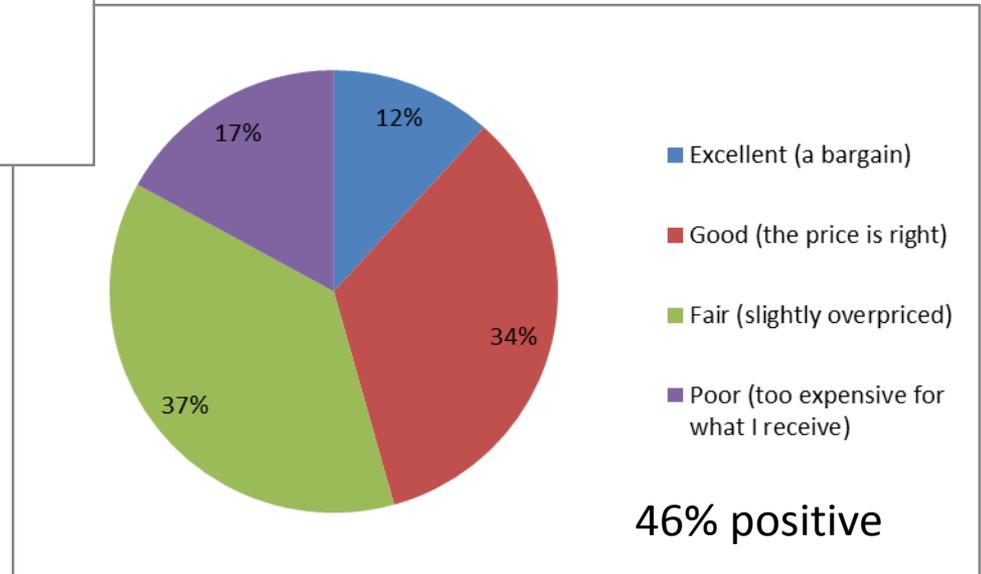


Online question 22 & Stakeholder question 8 (different perspective than previous slide.

Value of Services Received for Taxes Paid

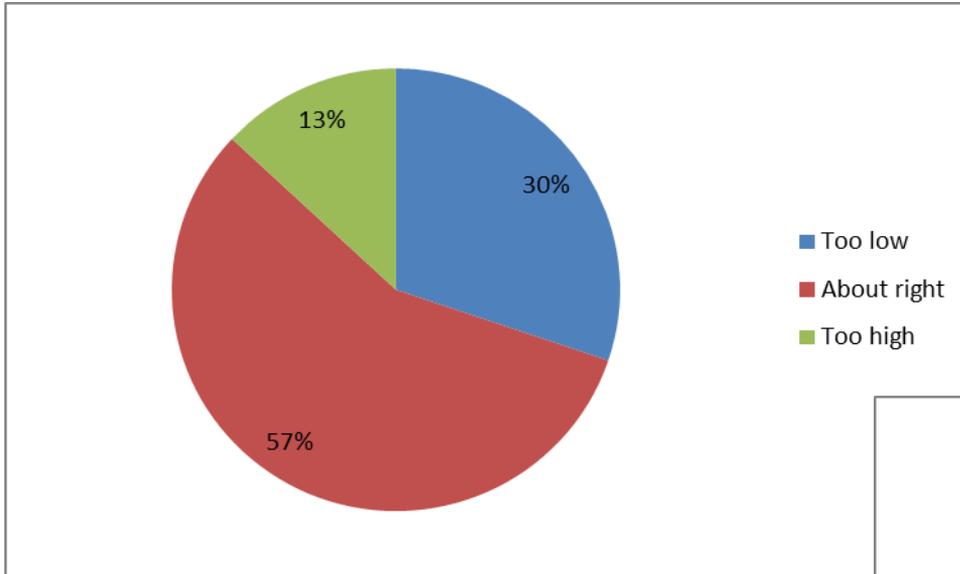


Stakeholder question 6 (2010 results)

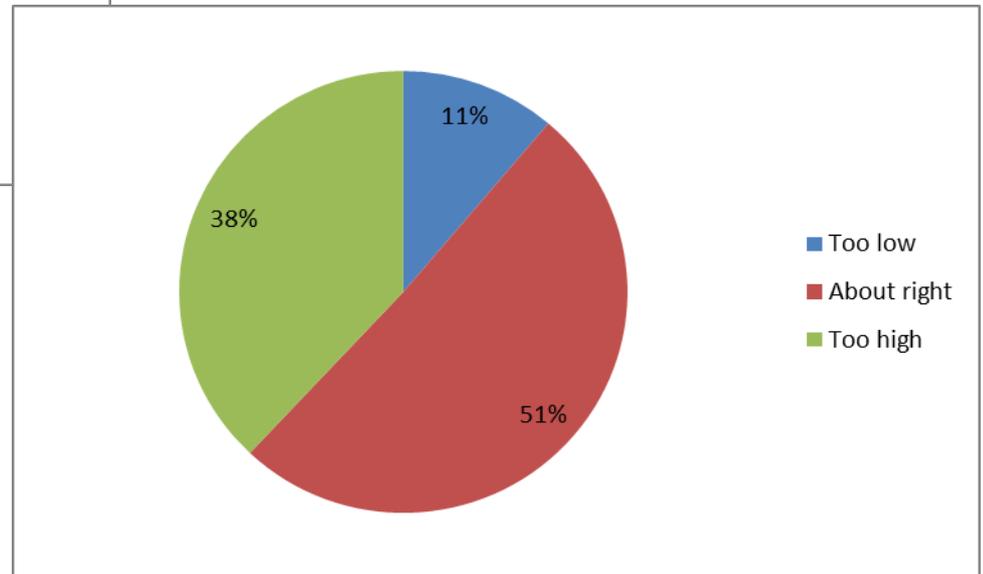


Stakeholder question 6 (2011 results)

My taxes are...



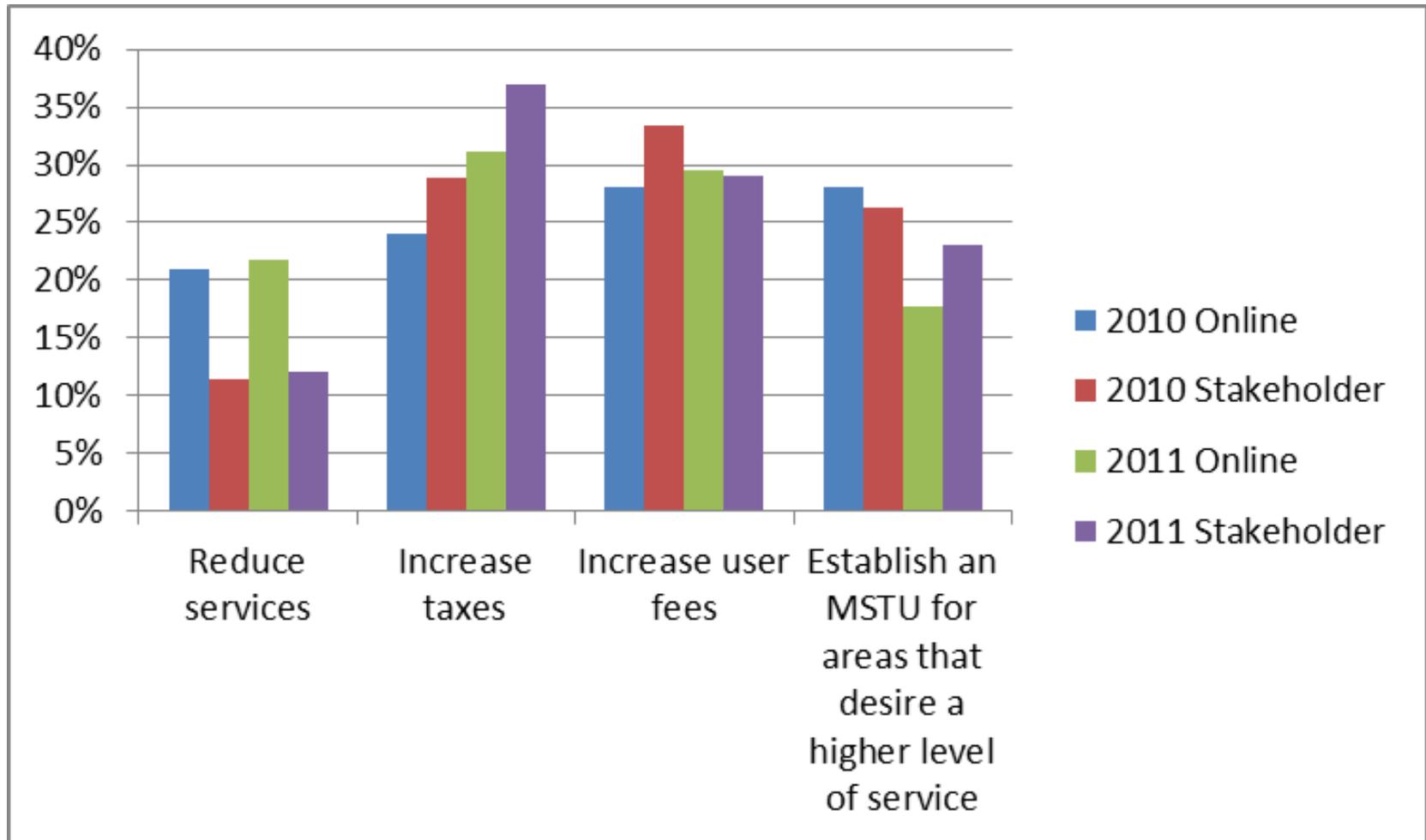
Stakeholder question 7 (2010 results)



Stakeholder question 7 (2011 results)

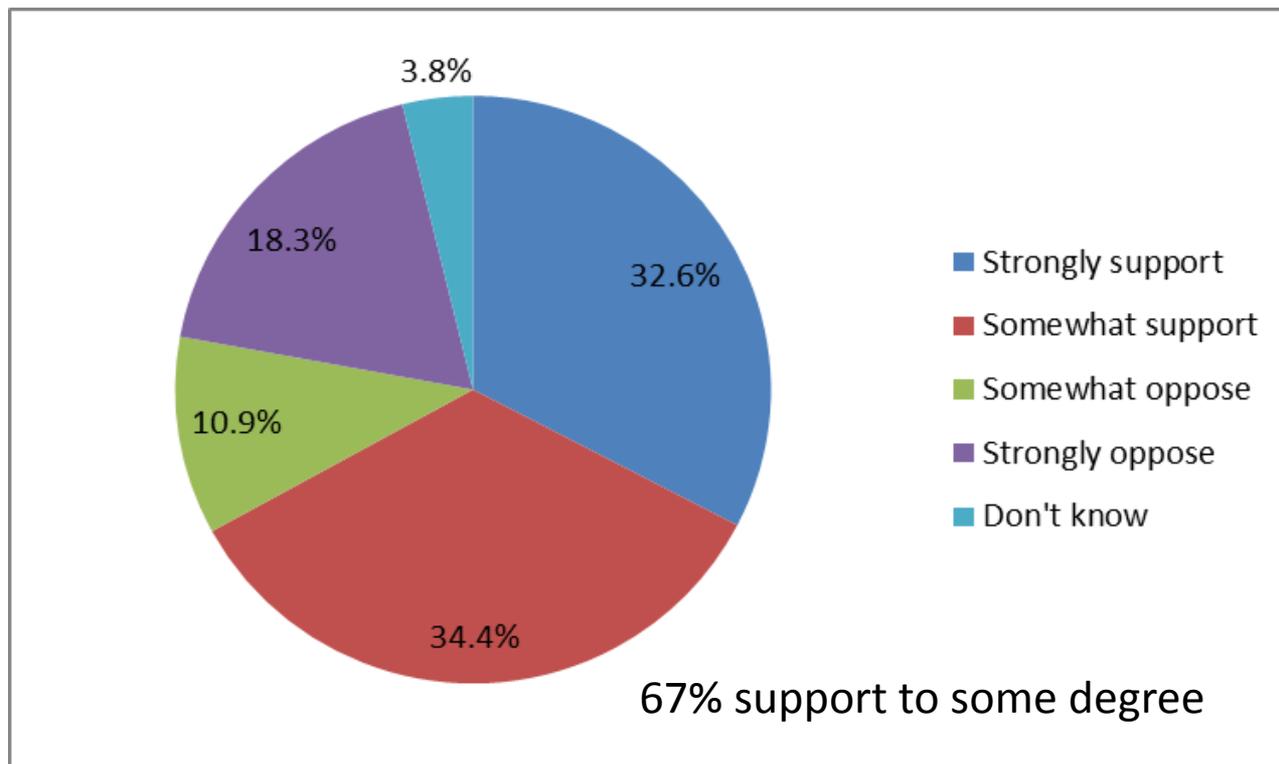
Budget Deficit Solution?

Best way to address Budget Deficit (includes 2010 and 2011 responses)



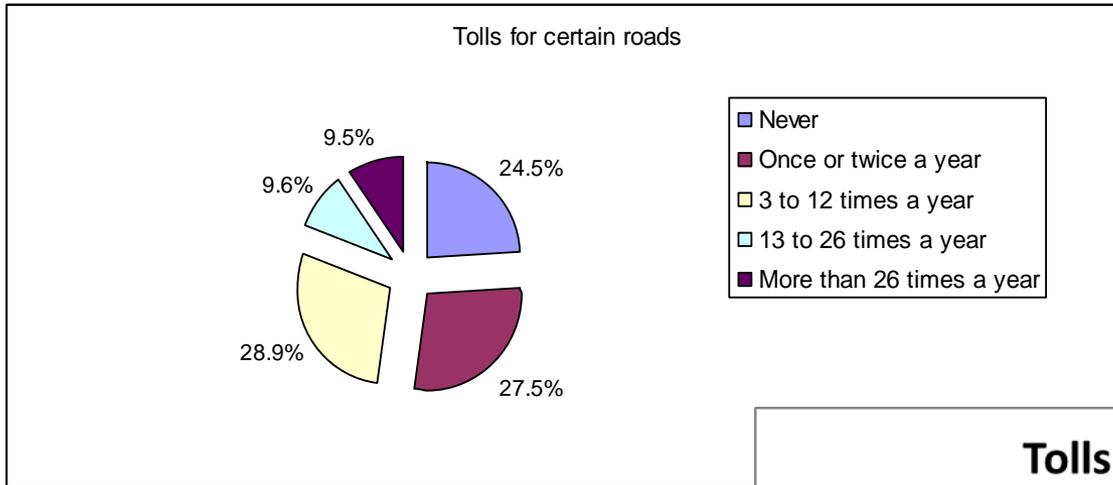
Answer comes from Online Survey #25 and Stakeholder Question #10.

Would you support establishing user fees, similar to those enacted last year on Parks usage, for services if they were applied only to those who use the service(s)?



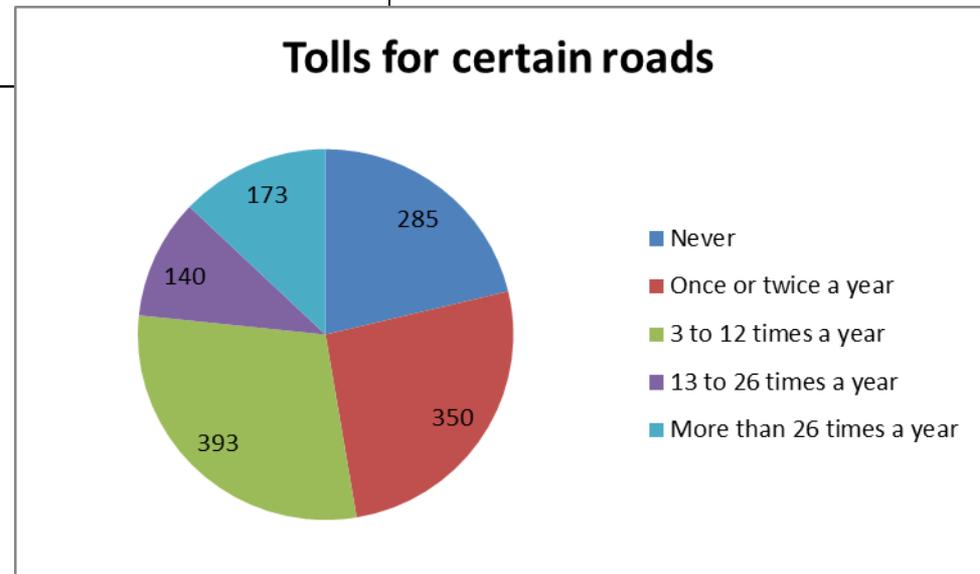
Answer comes from Online Survey #23 and Stakeholder Question #9.

Pay tolls for certain roads?



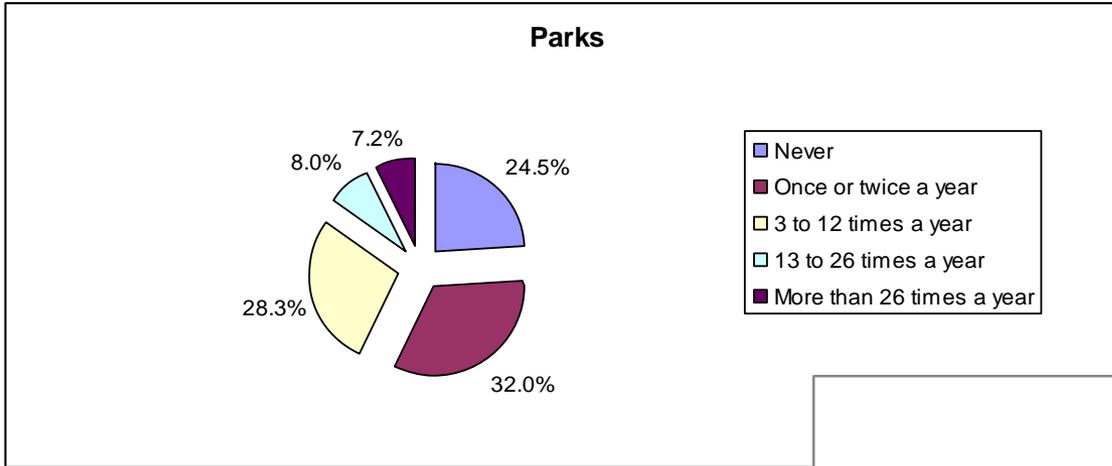
2010 Results: 75.5% would use at least once a year.

2011 Results: 78.7% would use at least once a year.

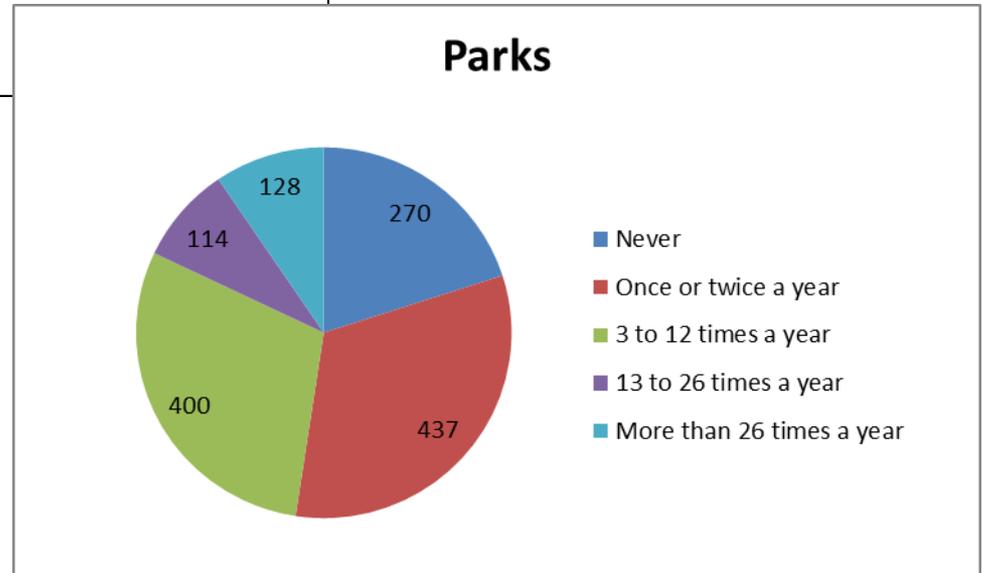


Question 24 from Online Survey.

Pay to use Parks?

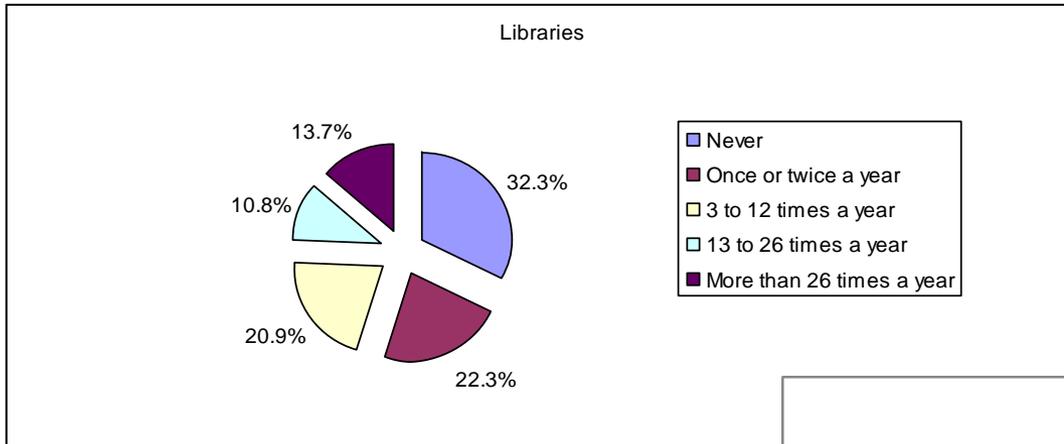


2010 Results: 75.5% would use at least once a year.



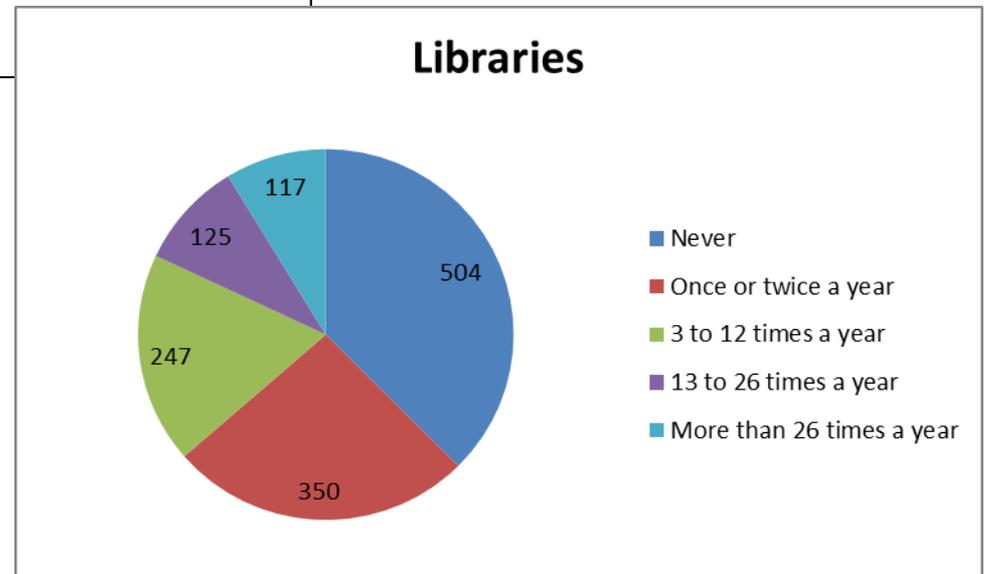
2011 Results: 80% would use at least once a year.

Pay to use Libraries?



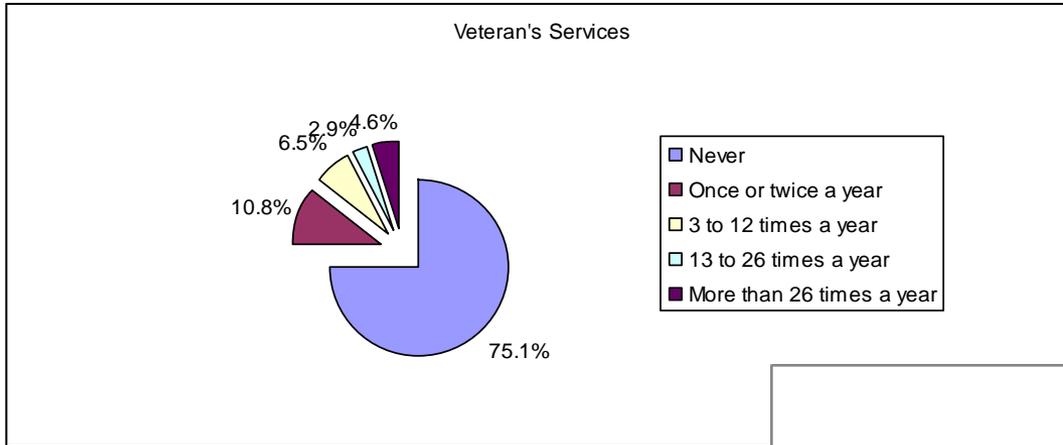
2010 Results: 75.5% would use at least once a year.

2011 Results: 62.5% would use at least once a year.



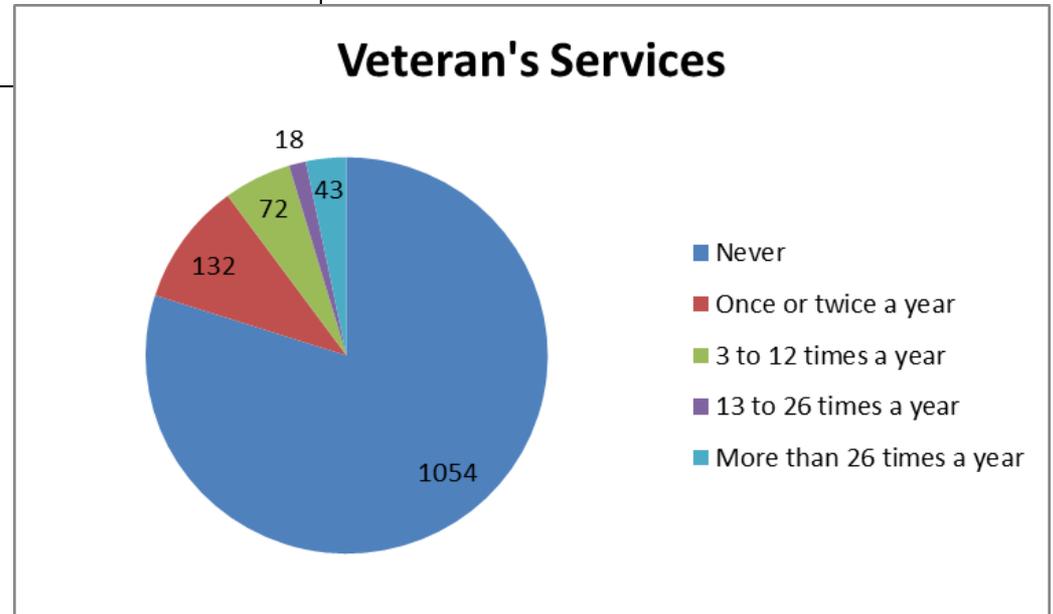
Question 24 from Online Survey.

Pay to use Veteran's Services?



2010 Results: 24.9% would use at least once a year.

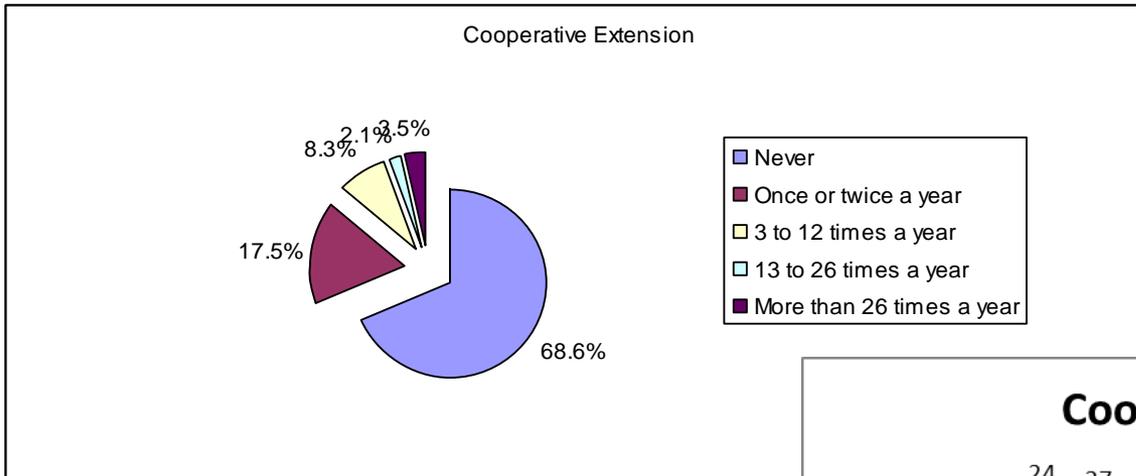
2011 Results: 20.1% would use at least once a year.



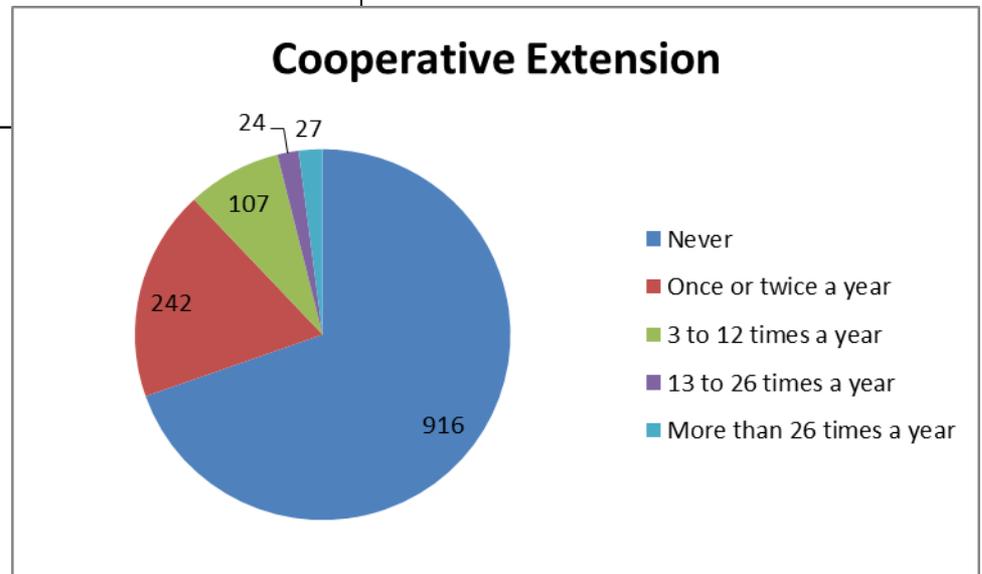
Question 24 from Online Survey.

Pay to use Cooperative Extension?

2010 Results: 31.4% would use at least once a year.



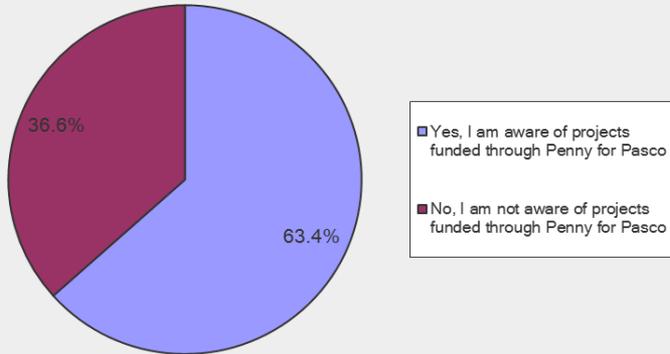
2011 Results: 30.1% would use at least once a year.



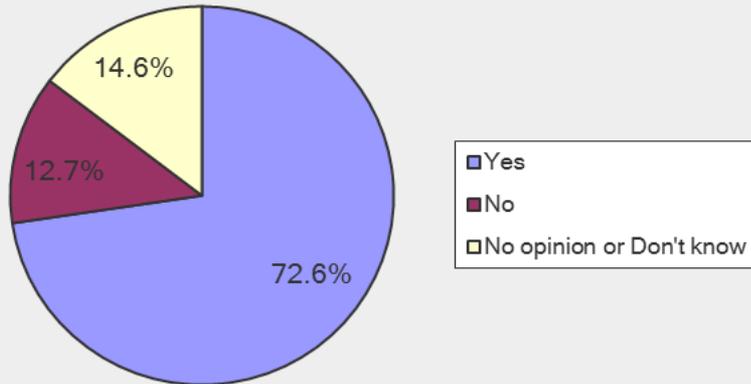
Question 24 from Online Survey.

Penny for Pasco

Are you aware of any Penny for Pasco projects?



Renew Penny for Pasco?

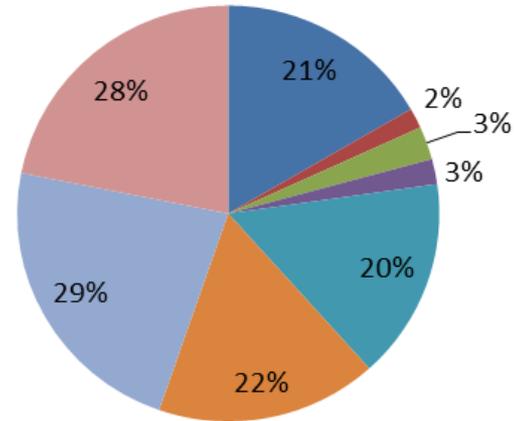


Priority (lowest # equals highest priority)	Rating Average
Schools	2.45
Public Safety	2.47
Economic	3.25
Parks	4.01
Transportation	4.14
Libraries	4.32
Environmental Lands	4.88

Online survey questions 26-28.

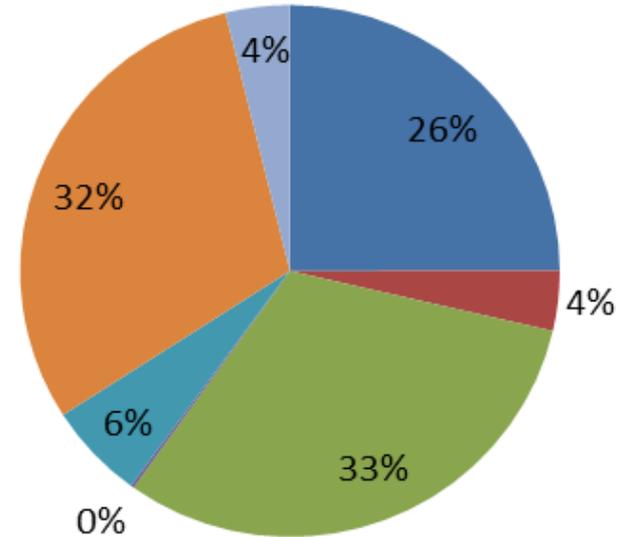
Communications

How did you hear about this survey?



- County Web Site
- Flyer in a County Building
- Public Service Announcement on TV
- County Commissioner
- County Employee
- County E-mail
- Newspaper Story
- Other

Preferred method of communication.

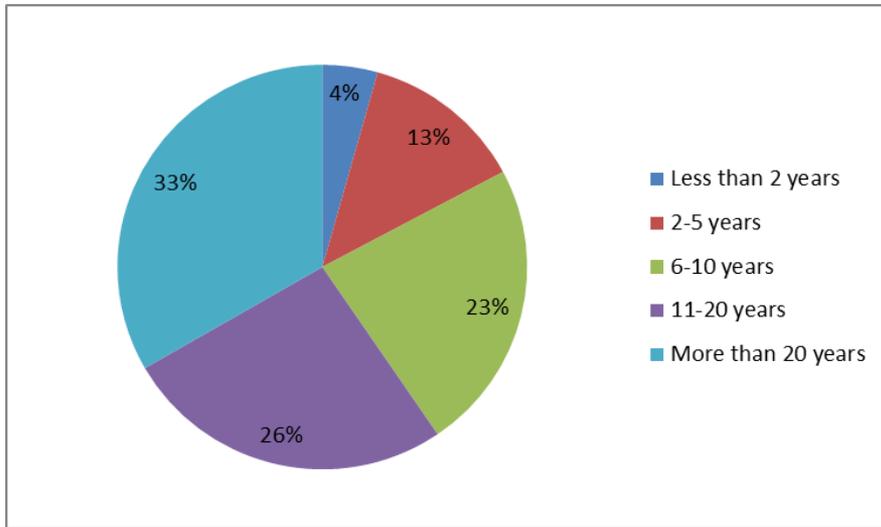


- County Web Site
- Pasco TV Broadcast
- Newspaper
- Telephone
- Social Networking
- Email
- Other

These questions came from the online citizen survey 55 & 56.

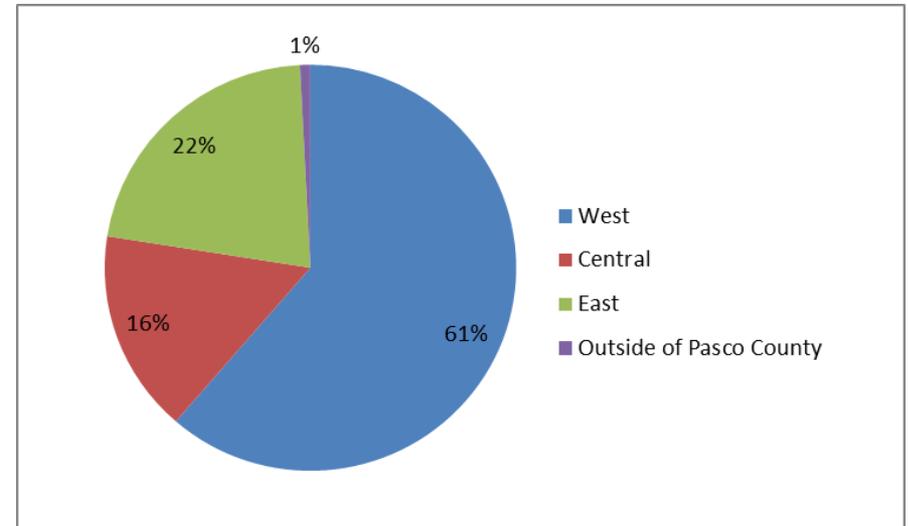
Who took the survey?

How long have you lived in Pasco?



Online question 41 & Stakeholder question 2.

In what part of Pasco do you live?



Online question 42 & Stakeholder question 3.

Biggest Issues Facing Pasco?

Most common words/phrases stated in question 29 of online survey:

- Budget
- Clean up
- Crime
- Economic Development
- Economy
- Education/schools
- Empty
Homes/Foreclosures
- Jobs/Jobs/JOBS
- Maintaining services
- Property Taxes
- Property Value
- Public Safety
- Road Maintenance/
Road Repairs
- Transportation

Statistic Validity

- Estimate of 3% error rate for 470,000
 - 90% confidence – 755 residents would need to take the survey
 - 95% confidence – 1065 residents would need to take the survey
 - 99% confidence – 1836 residents would need to take the survey

Where to find more...

To browse the full data set of results, please visit

www.bringingopportunitieshome.com or

[http://www.surveymonkey.com/sr.aspx?sm=1_2_bz320AIX4uGsH_2f29SCbAFJUr24725kYviv_2bZc](http://www.surveymonkey.com/sr.aspx?sm=1_2_bz320AIX4uGsH_2f29SCbAFJUr24725kYviv_2bZc_Zvw4g_3d)

[Zvw4g_3d](http://www.surveymonkey.com/sr.aspx?sm=1_2_bz320AIX4uGsH_2f29SCbAFJUr24725kYviv_2bZc_Zvw4g_3d)

[Zvw4g_3d](http://www.surveymonkey.com/sr.aspx?sm=1_2_bz320AIX4uGsH_2f29SCbAFJUr24725kYviv_2bZc_Zvw4g_3d)

Trend Data

2009, 2010, 2011

Q#	% Excellent/Good for the following Questions	2009	2010	2011
1A	Pasco County as a place to live	75.70%	74.00%	66.00%
1B	Your neighborhood as a place to live	79.49%	77.00%	72.06%
1C	Pasco County as a place to raise children	64.23%	62.00%	54.86%
1D	Pasco County as a place to work	36.00%	38.00%	31.96%
1E	Pasco County as a place to retire	70.23%	68.00%	56.61%
1F	The overall quality of life in Pasco County	73.24%	69.00%	60.46%
2A	Sense of community	55.42%	51.12%	42.18%
2B	Openness and acceptance of the community towards people of diverse backgrounds	54.06%	53.13%	47.72%
2C	Overall appearance of Pasco County	52.91%	47.37%	38.07%
2D	Cleanliness of Pasco County	53.11%	48.29%	40.63%
2E	Overall quality of new development in Pasco County	55.39%	45.95%	42.12%
2F	Variety of housing options	62.94%	59.89%	56.41%
2G	Overall quality of business and service establishments in Pasco County	57.51%	51.68%	44.32%
2H	Shopping opportunities	63.97%	55.70%	46.95%
2I	Opportunities to attend cultural activities	35.96%	34.58%	28.16%
2J	Recreational opportunities	45.97%	53.02%	48.28%
2K	Employment Opportunities	15.27%	15.44%	11.00%
2L	Educational Opportunities	39.22%	46.38%	39.00%
2M	Opportunities to participate in social events and activities	42.63%	49.70%	41.70%
2N	Opportunities to participate in religious or spiritual events and activities	72.15%	74.88%	67.88%
2O	Opportunities to volunteer	66.67%	76.05%	70.02%
2P	Opportunities to participate in community matters	46.74%	55.89%	50.30%
2Q	Ease of car travel in Pasco County	36.81%	47.17%	41.83%
2R	Ease of bus travel in Pasco County	22.27%	21.95%	15.92%

2S	Ease of bicycle travel in Pasco County	21.34%	24.06%	18.46%
2T	Ease of walking in Pasco County	26.14%	28.35%	22.31%
2U	Availability of paths and walking trails	27.78%	32.32%	29.27%
2V	Traffic flow on major streets	22.66%	31.68%	27.50%
2W	Amount of public parking	33.65%	43.33%	40.44%
2X	Availability of affordable quality housing	46.20%	48.34%	48.70%
2Y	Availability of affordable quality child care	42.50%	40.58%	38.56%
2Z	Availability of affordable quality health care	45.28%	50.94%	46.82%
2AA	Availability of affordable quality food	60.39%	62.88%	55.35%
2BB	Availability of preventive health services	49.01%	55.40%	49.73%
2CC	Air quality	59.48%	70.97%	71.24%
2DD	Quality of overall natural environment in Pasco County	57.99%	65.82%	63.64%
2EE	Overall image or reputation of Pasco County	46.11%	44.77%	36.00%
3A	Rate of Speed of Population growth *	27.86%	50.36%	45.56%
3B	Rate of Speed of Retail growth (stores, restaurants, etc.) *	44.38%	37.62%	28.61%
3C	Rate of Speed of Jobs growth *	9.05%	7.10%	4.71%
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)	33.99%	23.24%	20.54%
5A	% Very Safe/Somewhat Safe from Violent crime (e.g., rape, assault, robbery)	57.14%	61.30%	61.13%
5B	% Very Safe/Somewhat Safe from Property crimes (e.g., burglary, theft)	47.70%	48.88%	46.99%
5C	% Very Safe/Somewhat Safe from Environmental hazards, including toxic waste	62.76%	62.45%	62.97%
6A	% Very Safe/Somewhat Safe in your neighborhood during the day	92.20%	87.56%	87.87%
6B	% Very Safe/Somewhat Safe in your neighborhood after dark	75.56%	68.63%	71.61%
6C	% Very Safe/Somewhat Safe in Pasco County's downtown areas during the day	77.50%	78.50%	78.10%
6D	% Very Safe/Somewhat Safe in Pasco County's downtown areas after dark	43.37%	40.57%	41.87%
7	During the past twelve months were you or anyone in your household the victim of a crime? (%NO)	86.46%	83.00%	81.20%

8	If yes, was this crime (these crimes) reported to the Sheriff's office? (%YES)	84.09%	15.00%	17.80%
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?			
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)?			
11A	Quality of Sheriff services (law enforcement)	75.16%	71.17%	73.00%
11B	Quality of Fire services	92.42%	90.11%	88.00%
11C	Quality of Ambulance or emergency medical services	92.34%	88.71%	88.00%
11D	Quality of Crime prevention	49.61%	55.18%	56.00%
11E	Quality of Fire prevention and education	64.73%	69.95%	67.00%
11F	Quality of Municipal courts	57.61%	62.22%	63.00%
11G	Quality of Traffic enforcement on County roads and highways	55.38%	55.02%	51.00%
11H	Quality of Road repair	34.23%	30.63%	30.00%
11N	Quality of Bus or transit services	28.40%	33.67%	23.73%
11O	Quality of Garbage collection	83.13%	80.93%	82.17%
11P	Quality of Recycling	53.06%	54.22%	52.95%
11Q	Quality of Yard Waste Pick Up	60.23%	N/A	N/A
11R	Quality of Storm drainage	49.47%	46.92%	44.44%
11S	Quality of Drinking water	49.54%	55.16%	52.02%
11T	Quality of Sewer services	62.89%	66.53%	64.45%
11U	Quality of Power Utilities	70.76%	N/A	N/A
11V	Quality of County parks	75.97%	80.96%	78.00%
11W	Quality of Recreation programs or classes	57.22%	67.89%	61.60%
11X	Quality of Recreation centers or facilities	60.19%	71.13%	66.92%
11CO1	Quality of Pasco County open space	52.15%	62.66%	63.05%
11CO2	Quality of Nature programs or classes	39.52%	54.46%	50.07%
11CO3	Quality of Availability of historic sites	38.38%	44.15%	36.37%

11Y	Land use, planning and zoning	24.69%	24.05%	24.00%
11Z	Code enforcement (weeds, abandoned buildings, etc)	20.31%	21.31%	20.00%
11AA	Animal control	37.24%	41.26%	43.00%
11BB	Economic development	30.04%	24.35%	21.00%
11CC	Quality of Health services	52.00%	56.83%	52.23%
11DD	Quality of Services to seniors	50.49%	61.29%	53.69%
11EE	Quality of Services to youth	32.73%	44.67%	35.72%
11FF	Quality of Services to low-income people	33.10%	42.54%	35.58%
11GG	Quality of Library services	76.92%	82.08%	76.97%
11HH	Quality of Public information services	54.91%	59.95%	55.38%
11II	Quality of Public Schools	55.45%	N/A	N/A
11JJ	Quality of Cable television	66.55%	67.89%	66.48%
11KK	Quality of Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66.27%	66.38%	62.58%
11LL	Quality of Preservation of natural areas such as open space, farmlands and greenbelts	42.91%	47.32%	48.38%
11CO4	Quality of Mental Health services	30.10%	36.84%	35.71%
11CO5	Quality of Drug and Alcohol services	27.00%	36.35%	32.47%
11CO6	Quality of Adult protective services	30.93%	43.62%	37.11%
11CO7	Quality of Agricultural/Farm advisor (Cooperative Extension Service)	33.33%	58.41%	58.08%
11PAS1	Quality of Veterans Services	N/A	55.27%	52.54%
11PAS2	Quality of Elderly Nutrition Services	N/A	64.79%	52.53%
12A	Quality of Services provided by Pasco County	51.71%	60.00%	53.00%
12B	Quality of Services provided by Federal Government	33.81%	36.00%	32.00%
12C	Quality of Services provided by State of Florida	37.37%	35.00%	25.00%
13	% YES - Have you had any in-person or phone contact with an employee of Pasco County within the last 12 months (including office staff, field staff, receptionists, planners or others)?	52.21%	78.20%	80.70%
14A	Knowledge of Employees	76.63%	84.20%	81.30%

14B	Responsiveness of Employees	72.97%	79.81%	77.27%
14C	Courtesy of Employees	83.33%	85.08%	82.16%
14D	Overall impression of Pasco County Employees	76.34%	81.51%	79.11%
15A	The value of services for the taxes paid to Pasco County	41.23%	53.76%	49.00%
15B	The overall direction that Pasco County is taking	42.90%	39.89%	36.00%
15C	The job Pasco County government does at welcoming citizen involvement	28.51%	40.11%	41.00%
15D	The job Pasco County government does at listening to citizens	22.95%	33.61%	31.00%
16A	Recommend living in Pasco County to someone who asks (% VERY LIKELY OR SOMEWHAT LIKELY)	81.13%	75.31%	67.82%
16B	Remain in Pasco County for the next five years (% VERY LIKELY OR SOMEWHAT LIKELY)	84.86%	83.48%	79.78%
17	% that think the economy will have a very positive or somewhat positive impact on their family income in the next 6 months	11.20%	13.70%	11.70%
	* This question was asked on a different scale in 2009. Instead of asking excellent, good, fair, poor, it asked if the rate of speed was much too slow, somewhat too slow, right amount, somewhat too fast, or too fast. The 2009 numbers show the % of just right.			