

2006 CITY OF CLEARWATER CITIZENS' ATTITUDE SURVEY

July 2006

Prepared for

City of Clearwater
Clearwater, Florida

Prepared By

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INTRODUCTION

This study was commissioned by the City of Clearwater with the overall objective of measuring citizen attitudes regarding City services and issues for policy development, program improvement, and resource allocation.

The information contained in this report is based on 501 in-depth interviews conducted with a representative cross-section of City of Clearwater residents 18 or older. All of the interviewing on this project was conducted via telephone by professional interviewers of the Behavior Research Center during mid June to early July 2006. For a detailed explanation of the procedures followed during this project please refer to the Methodology section of this report.

The information generated from this study is presented in two volumes. **Volume I - Analysis** presents a written analysis of the findings and is divided into three general sections. The first section, EXECUTIVE SUMMARY, presents the primary findings of the survey in a brief summary format. The second section, SUMMARY OF THE FINDINGS, reviews each study question in detail. The primary emphasis of this section is to review response at the city-wide level. However, wherever meaningful variations by selected socio-demographic subgroup are found, they are noted. The final section, APPENDIX, details the study methodology and contains a copy of the survey questionnaire. **Volume II - Detailed Tables** presents computer-generated tables which analyze each study question by a variety of socio-demographic variables.

The Behavior Research Center has presented all of the data germane to the basic research objective of this project. However, if City management requires additional data retrieval or interpretation, we stand ready to provide such input.

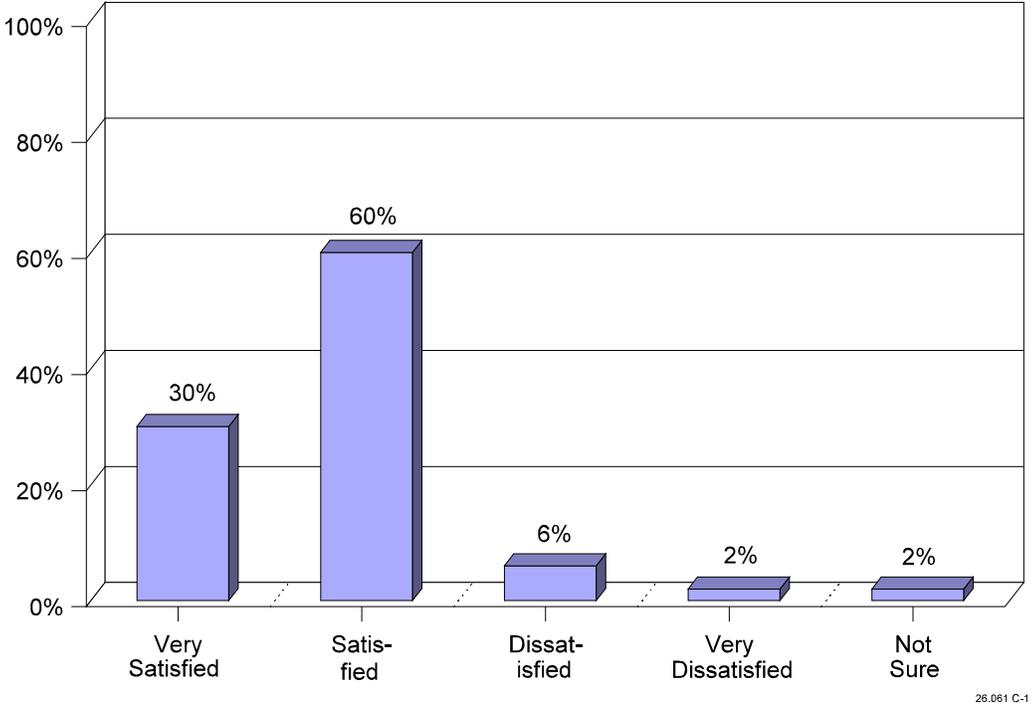
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EXECUTIVE SUMMARY

- OVERALL SATISFACTION WITH CITY PERFORMANCE**

Nine out of ten Clearwater residents (90%) indicate they are either very satisfied (30%) or satisfied (60%) with the overall performance of the City in providing services. This figure is virtually unchanged from the 89 percent of residents who indicated they were satisfied in a similar study which was conducted in 2003. Demographically, overall satisfaction with the City's performance does not drop below 88 percent within any population subgroup. This response pattern indicates broad-based satisfaction with the City's performance among residents.

OVERALL SATISFACTION WITH CITY PERFORMANCE



- **SATISFACTION WITH SELECTED CITY SERVICES**

Clearwater residents were asked to indicate how satisfied they are with each of 13 services provided by the City using a ten point scale where one means the City is doing a poor job and ten means it is doing an excellent job. Three of the services tested receive very positive ratings over 8.0:

- Library services (8.6)
- Fire protection (8.4)
- Garbage and recycling collection (8.1)

Also receiving positive ratings are five additional services which receive satisfaction ratings between 7.0 and 7.9:

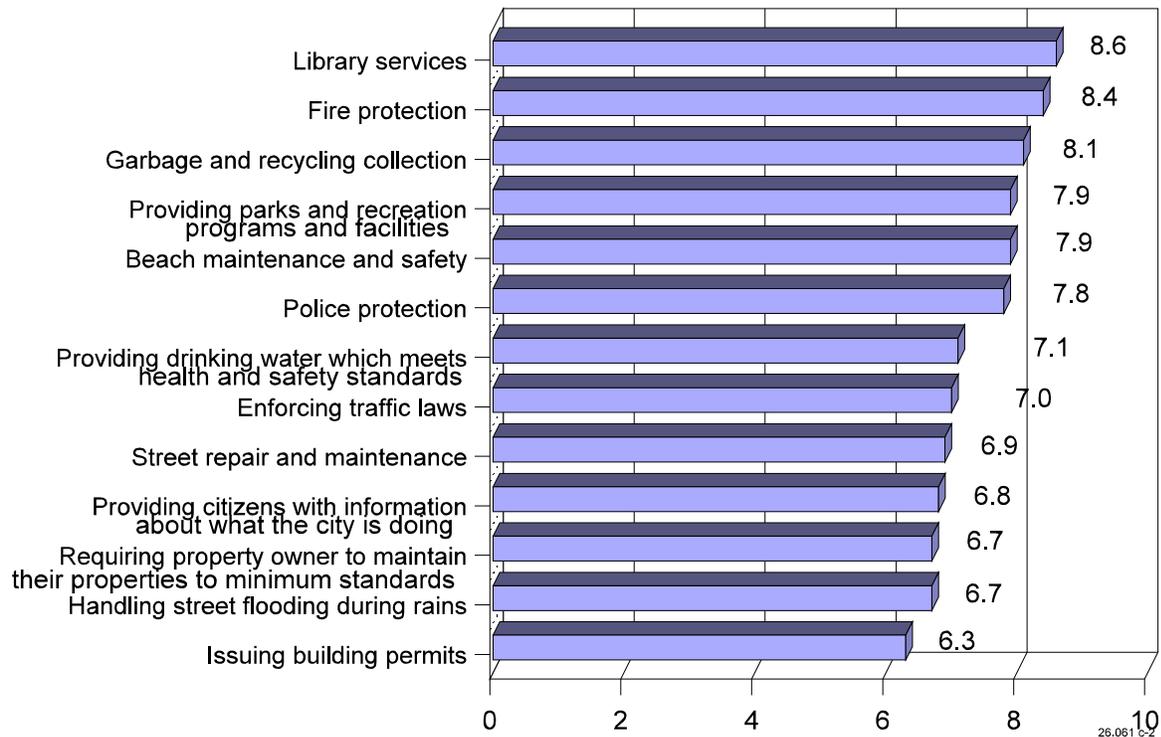
- Providing parks and recreation programs and facilities (7.9)
- Beach maintenance and safety (7.9)
- Police protection (7.8)
- Providing drinking water which meets health and safety standards (7.1)
- Enforcing traffic laws (7.0)

A third tier of five services receive satisfaction ratings between 6.0 and 6.9. Among these five services the issuing of building permits receives a rating which is noticeably lower than the other services (6.3). No City services receive a rating below 6.0:

- Street repair and maintenance (6.9)
- Providing citizens with information about what the City is doing (6.8)
- Requiring property owner to maintain their properties to minimum standards (6.7)
- Handling street flooding during rains (6.7)
- Issuing building permits (6.3)

SATISFACTION WITH CITY SERVICES

(1-10: 1 = Poor Job, 10 = Excellent Job)



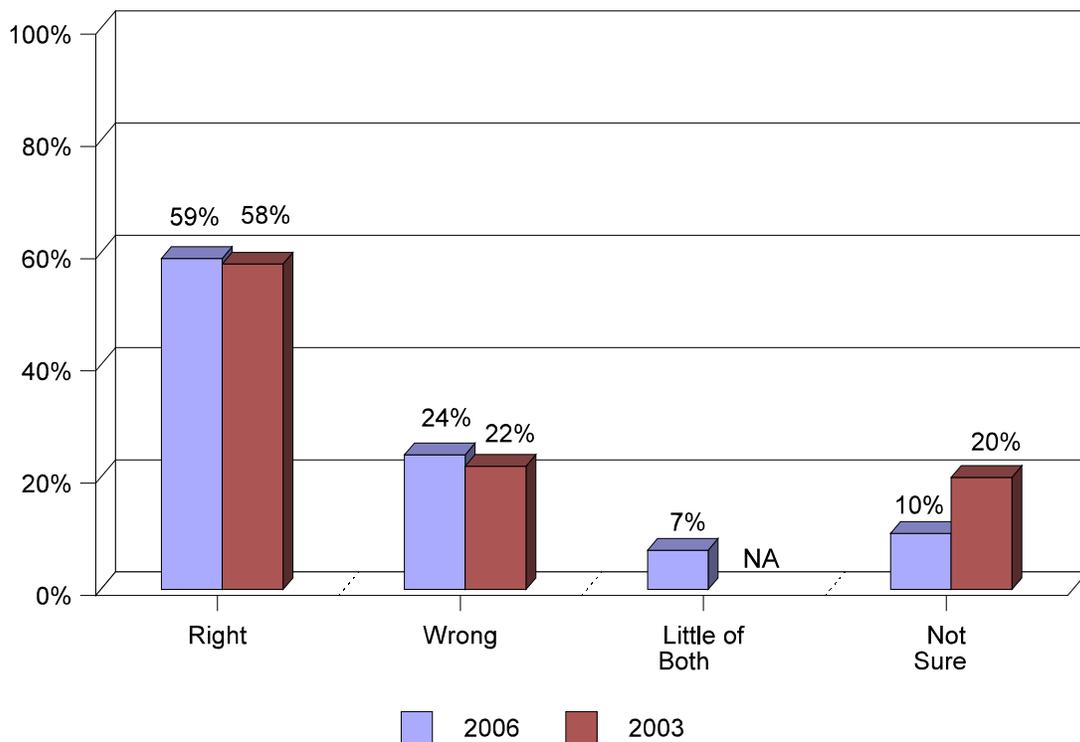
- **MOST IMPORTANT ISSUE FACING CLEARWATER**

When Clearwater residents are asked to indicate the most important issue facing the City in the next five years, growth and development issues receive the highest response with a reading of 32 percent. The second most frequently mentioned issues, which goes hand in hand with the growth issue, is transportation with a reading of 18 percent. Also receiving readings of roughly ten percent are the cost of living (12%), the environment (9%) and high taxes (9%)

- **ATTITUDE ABOUT DIRECTION CITY IS MOVING IN**

Nearly six out of ten residents (59%) believe City government in Clearwater has been moving in the right direction, while less than one out of four (25%) believe it has been moving in the wrong direction. These readings are unchanged from 2003. The 25 percent of residents who believe the City is moving in the wrong direction mention government leadership (48%) and growth/development (38%) as the main reasons behind their beliefs.

DIRECTION CITY IS MOVING IN



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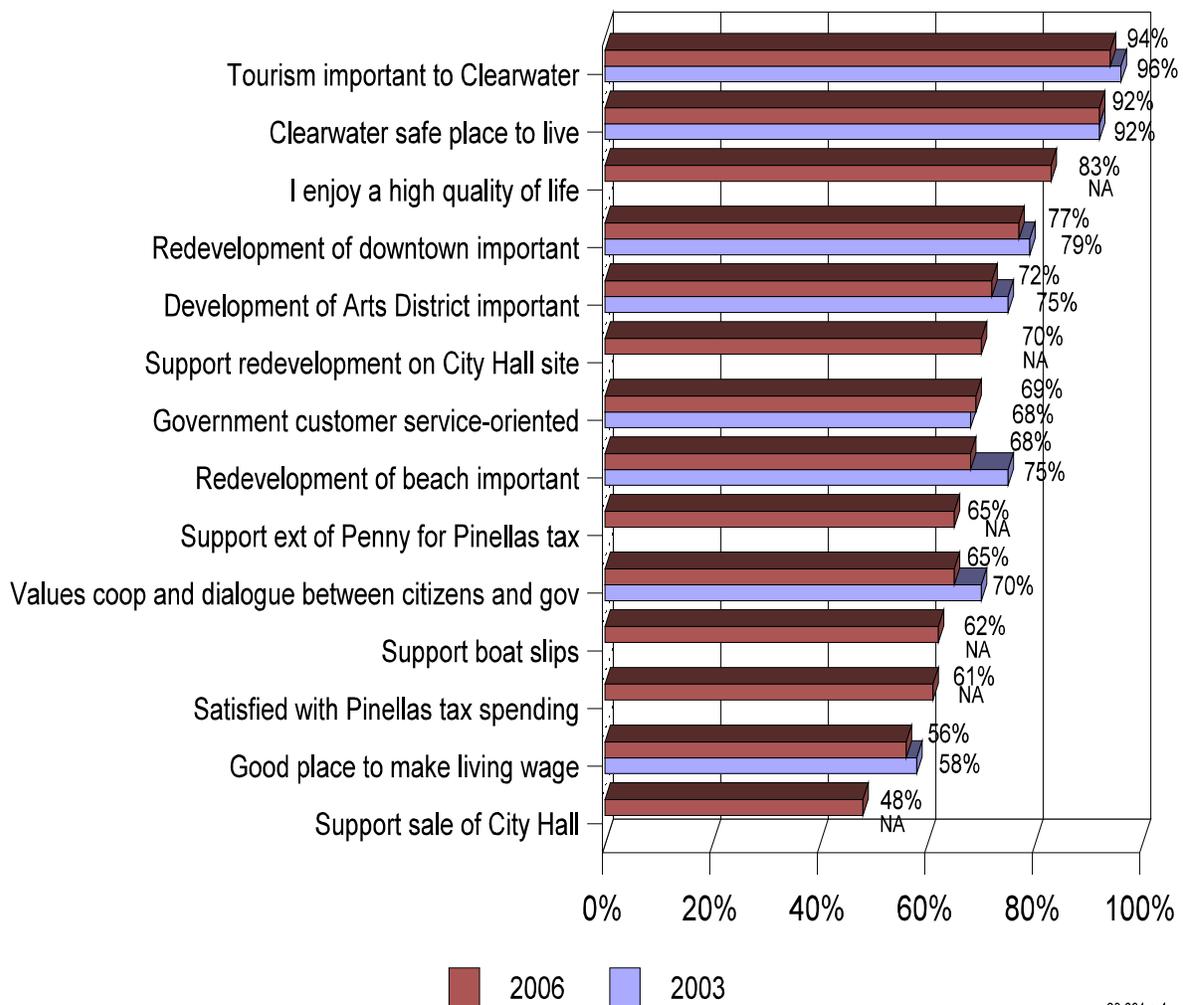
- **GENERAL PERCEPTIONS OF CLEARWATER**

- Ninety-four percent of residents believe that tourism is important to Clearwater (virtually unchanged from 96% in 2003), while 92 percent believe that Clearwater is a safe place to live (unchanged from 2003) and 83 percent believe that they enjoy a high quality of life because they live in Clearwater.
- In regards to several development/redevelopment issues tested, we find that roughly two out of three residents or more believe that redevelopment of downtown Clearwater is important (77%, unchanged from 2003), believe that development of an Arts District in Clearwater is important (72%, unchanged from 2003), would support redevelopment of the City Hall site if public access was maintained (70%), believe that redevelopment of Clearwater Beach is important (68% down from 75% in 2003) and would support boat slips along the downtown waterfront (62%). In contrast, less than a majority of residents would support the sale of City Hall for a fair market price (48%).

- Two out of three residents believe that Clearwater government is customer-oriented (69% unchanged from 2003) and that Clearwater values cooperation and dialogue between citizens and government (65%, down slightly from 70% in 2003).
- Roughly six out of ten residents would support an extension of the Penny for Pinellas tax for another ten years (65%) and are satisfied with how their funds from the Penny for Pinellas tax have been spent (61%).
- Fifty-six percent of residents believe Clearwater is a good place to make a decent living wage – unchanged from 2003.

GENERAL PERCEPTIONS OF CLEARWATER

% AGREE



26.061 c-4

- **JOB CITY IS DOING BALANCING INFRASTRUCTURE MAINTENANCE AND REPAIR WITH REDEVELOPMENT EFFORTS**

Sixty-seven percent of Clearwater residents believe the City is adequately balancing infrastructure maintenance and repair with redevelopment efforts, while 21 percent disagree. Belief that the City is adequately balancing the two is up from 57 percent in 2003. The findings also reveal that residents who do not believe the City is doing a good job of balance believe that too much attention is being devoted to redevelopment (down from 83 percent in 2003). Further, residents are mixed on whether the City provides enough information about infrastructure and redevelopment activities – 47 percent believe it does and 43 percent believe it does not.

- **ATTITUDES ABOUT CUTTING SERVICES TO KEEP BUDGET BALANCE**

Residents are mixed on whether or not it is acceptable for the City to cut services to keep the budget balanced and not raise taxes with 47 percent indicating it is acceptable and 42 percent indicate it is not acceptable. The acceptable reading is up from 36 percent in 2003.

- **EVACUATION ZONE PLANNING**

Twenty-seven percent of residents indicate they live in an evacuation zone and 90 percent of this group of residents indicate they have a plan if they need to evacuate. The most common evacuation plan among residents is to seek safety at a non-shelter outside Pinellas County (50%), followed by seeking safety at a non-shelter in the county (31%). Only 17 percent reveal they will evacuate to a local shelter. The findings also reveal that 85 percent of Clearwater residents have at least a 3-day supply of food and water for hurricanes.

- **SOURCES OF CITY INFORMATION**

The most common ways that resident receive information about City projects, programs and events are through newspapers (50%) and television news (40%). No other source exceeds 12 percent.

- **VIEWING OF C-VIEW PROGRAMS**

Forty percent of residents indicate they have not watched any of eight programs on C-VIEW in the past year. The most frequently watched programs are City Council meeting (30%) and Blueline (23%).

- **INTERNET UTILIZATION**

Seventy-nine percent of Clearwater residents have access to the Internet (up from 59% in 2003) with the figure rising to over 90 percent among residents under 50. The findings also reveal that less than one out of three residents (30%) with access to the Internet can correctly state the City's website address and that 48 percent of those with access have visited the City's website in the past year.

- **PUBLIC PARTICIPATION**

Over one-half of residents (53%) did not participate in any of 14 public input opportunities during the past year. The opportunities most frequently participated in were accessing the City website (19%) and attending neighborhood association meetings (15%).

- **CONTACT WITH CITY**

One-half of Clearwater residents (50%) have called any City department in the past year and 94 percent of these residents indicate they were treated courteously.

- **FACILITY VISITATION**

The most frequently visited City facilities in the past year are libraries (70%), other parks (46%), recreation centers (40%) and Coachman Park (40%). In addition, 79 percent of residents have visited the beach in the past year with the typical visitor making 9.5 visits. Facility use and beach visitation varies depending on resident's age.

SUMMARY OF THE FINDINGS

OVERALL SATISFACTION WITH CITY PERFORMANCE

Nine out of ten Clearwater residents (90%) indicate they are either very satisfied (30%) or satisfied (60%) with the overall performance of the City in providing services. This figure is virtually unchanged from the 89 percent of residents who indicated they were satisfied in a similar study which was conducted in 2003. The percentage of residents who profess dissatisfaction is only eight percent.

Demographically, overall satisfaction with the City's performance does not drop below 88 percent within any population subgroup. This response pattern indicates broad-based satisfaction with the City's performance among residents.

TABLE 1: OVERALL SATISFACTION
WITH CITY PERFORMANCE

“Would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the overall performance of the City in providing services to Clearwater residents?”

| | Very Satisfied | Satisfied | Dis-satisfied | Very Dis-satisfied | Not Sure | TOTAL SATISFIED |
|------------------|----------------|-----------|---------------|--------------------|----------|-----------------|
| <u>TOTAL</u> | 30% | 60% | 6% | 2% | 2% | 90% |
| <u>GENDER</u> | | | | | | |
| Male | 30 | 62 | 5 | 2 | 1 | 92 |
| Female | 31 | 59 | 7 | 1 | 2 | 90 |
| <u>AGE</u> | | | | | | |
| Under 30 | 22 | 71 | 7 | 0 | 0 | 93 |
| 30 to 49 | 31 | 57 | 5 | 4 | 3 | 88 |
| 50 to 64 | 29 | 60 | 8 | 1 | 2 | 89 |
| 65 or over | 35 | 59 | 4 | 1 | 1 | 94 |
| <u>INCOME</u> | | | | | | |
| Under \$50,000 | 31 | 59 | 5 | 2 | 3 | 90 |
| \$50,000 or over | 32 | 59 | 6 | 2 | 1 | 91 |
| <u>ETHNICITY</u> | | | | | | |
| White | 31 | 60 | 6 | 1 | 2 | 91 |
| Other | 27 | 61 | 6 | 5 | 1 | 88 |
| <u>AREA</u> | | | | | | |
| Beach | 39 | 57 | 0 | 4 | 0 | 96 |
| West | 32 | 56 | 6 | 3 | 3 | 88 |
| North Central | 31 | 58 | 6 | 3 | 2 | 89 |
| Central | 26 | 71 | 2 | 0 | 1 | 97 |
| South Central | 38 | 49 | 11 | 0 | 2 | 87 |
| Countryside | 38 | 55 | 7 | 0 | 0 | 93 |
| Southeast | 22 | 66 | 6 | 3 | 3 | 88 |

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The main reasons residents give for being dissatisfied with the City's performance is a belief that too much City money and focus is directed at tourism (21%).

TABLE 2: REASONS FOR DISSATISFACTION  
WITH CITY PERFORMANCE

"Why are you dissatisfied?"

|                                                           |          |
|-----------------------------------------------------------|----------|
| Money/focus directed at tourism,<br>not lower income area | 21%      |
| City-provided services just<br>average, inadequate        | 17       |
| Revenue spent unwisely                                    | 15       |
| Poor maintenance of infrastructure                        | 13       |
| No low income, affordable housing                         | 12       |
| Little info provided to citizens                          | 12       |
| Too much traffic                                          | 10       |
| High taxes                                                | 7        |
| Corrupt/unresponsive leadership                           | 6        |
| Building codes not enforced                               | 5        |
| Developers given free reign                               | 5        |
| Always over budget on projects                            | 3        |
| Too crowded                                               | 2        |
| No jobs                                                   | 2        |
| <br>(BASE)                                                | <br>(38) |

Total exceeds 100% due to multiple responses

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SATISFACTION WITH SELECTED CITY SERVICES

Clearwater residents were asked to indicate how satisfied they are with each of 13 services provided by the City using a ten point scale where one means the City is doing a poor job and ten means it is doing an excellent job. As may be seen on the following table, three of the services tested receive very positive ratings over 8.0:

- Library services (8.6)
- Fire protection (8.4)
- Garbage and recycling collection (8.1)

Also receiving positive ratings are five additional services which receive satisfaction ratings between 7.0 and 7.9:

- Providing parks and recreation programs and facilities (7.9)
- Beach maintenance and safety (7.9)
- Police protection (7.8)
- Providing drinking water which meets health and safety standards (7.1)
- Enforcing traffic laws (7.0)

A third tier of five services receive satisfaction ratings between 6.0 and 6.9. Among these five services the issuing of building permits receives a rating which is noticeably lower than the other services (6.3). No City services receive a rating below 6.0:

- Street repair and maintenance (6.9)
- Providing citizens with information about what the City is doing (6.8)
- Requiring property owner to maintain their properties to minimum standards (6.7)
- Handling street flooding during rains (6.7)
- Issuing building permits (6.3)

The data also reveals that the satisfaction ratings are very consistent across resident subgroups.

TABLE 3: SATISFACTION WITH SELECTED
CITY SERVICES

“As you know, the City of Clearwater provides various services to the community ranging from fire protection to street maintenance. On a scale of one to ten where one means you think the city is doing a poor job and ten means you think the city is doing an excellent job, how would you rate the City of Clearwater on each of the following? Remember, one means a poor job and ten means an excellent job.”

| | Low (1-4) | Mod- erate (5-6) | High (7-8) | Very High (9-10) | Not Sure | MEAN RATING |
|--|--------------|------------------------|---------------|------------------------|-------------|----------------|
| Library services | 4% | 5% | 28% | 57% | 6% | 8.6 |
| Fire protection | 2 | 10 | 29 | 52 | 7 | 8.4 |
| Garbage and recycling collection | 7 | 10 | 28 | 50 | 5 | 8.1 |
| Providing parks and recreation programs and facilities | 7 | 12 | 34 | 44 | 3 | 7.9 |
| Beach maintenance and safety | 6 | 12 | 35 | 40 | 7 | 7.9 |
| Police protection | 7 | 14 | 35 | 42 | 2 | 7.8 |
| Providing drinking water which meets health and safe standards | 16 | 16 | 27 | 34 | 7 | 7.1 |
| Enforcing traffic laws | 12 | 22 | 36 | 27 | 3 | 7.0 |
| Street repair and maintenance | 14 | 21 | 44 | 20 | 1 | 6.9 |
| Providing citizens with information about what the city is doing | 17 | 23 | 30 | 26 | 4 | 6.8 |
| Requiring property owner to maintain their properties to minimum standards | 13 | 24 | 38 | 18 | 7 | 6.7 |
| Handling street flooding during rains | 14 | 22 | 37 | 18 | 9 | 6.7 |
| Issuing building permits | 11 | 20 | 17 | 14 | 38 | 6.3 |

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## **MOST IMPORTANT ISSUE FACING CLEARWATER**

When Clearwater residents are asked to indicate the most important issue facing the City in the next five years, growth and development issues receive the highest response with a reading of 32 percent. The second most frequently mentioned issues, which goes hand in hand with the growth issue, is transportation with a reading of 18 percent. Also receiving readings of roughly ten percent are the cost of living (12%), the environment (9%) and high taxes (9%).

TABLE 4: MOST IMPORTANT ISSUE  
FACING CLEARWATER

“To begin, what do you feel is the most important issue facing Clearwater the next five years?”

|                                         |     |
|-----------------------------------------|-----|
| GROWTH/DEVELOPMENT (NET)                | 32% |
| Control growth                          | 10  |
| Over population                         | 9   |
| Too many condos                         | 6   |
| Downtown redevelopment                  | 4   |
| Beach redevelopment, access             | 4   |
| Miscellaneous                           | 2   |
| TRANSPORTATION (NET)                    | 18% |
| Traffic congestion                      | 13  |
| Roads – more, better maintenance, widen | 5   |
| More mass transit                       | 1   |
| More parking                            | 1   |
| Miscellaneous                           | 1   |
| COST OF LIVING (NET)                    | 12% |
| Lower, more affordable housing          | 6   |
| High homeowner insurance                | 4   |
| High utility bill                       | 1   |
| Lower cost of living                    | 1   |
| ENVIRONMENT (NET)                       | 9%  |
| Water supply – protect/conserve         | 4   |
| Hurricanes                              | 3   |
| Water pollution                         | 2   |
| Miscellaneous                           | 1   |
| High taxes                              | 9%  |
| Education                               | 5   |

(CONTINUED)

(CONT.) TABLE 4: MOST IMPORTANT ISSUE  
FACING CLEARWATER

|                          |    |
|--------------------------|----|
| Crime                    | 3% |
| Poor government          | 3  |
| Illegal immigration      | 2  |
| Social services          | 1  |
| Economy                  | 1  |
| Scientologists           | 1  |
| City services            | 1  |
| Parks & recreation       | 1  |
| Neighborhood maintenance | 1  |
| Nothing                  | 2  |
| Not sure                 | 16 |

Total exceeds 100% due to rounding

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ATTITUDE ABOUT DIRECTION CITY IS MOVING IN

Nearly six out of ten residents (59%) believe City government in Clearwater has been moving in the right direction, while less than one out of four (25%) believe it has been moving in the wrong direction. An additional seven percent of residents feel a little of both has occurred over the past year, while ten percent are unsure. These readings are unchanged since 2003.

The highest levels of “wrong direction” readings are received from females, residents over 50 and north central residents.

**TABLE 5: ATTITUDE ABOUT DIRECTION
CITY IS MOVING IN**

“Do you feel City government in Clearwater has been moving in the right or wrong direction in the past year?”

| | Right | Wrong | Little of Both | Not Sure |
|------------------|-------|-------|----------------|----------|
| <u>TOTAL</u> | 59% | 24% | 7% | 10% |
| <u>GENDER</u> | | | | |
| Male | 64 | 21 | 7 | 8 |
| Female | 55 | 27 | 7 | 11 |
| <u>AGE</u> | | | | |
| Under 30 | 74 | 15 | 4 | 7 |
| 30 to 49 | 60 | 22 | 9 | 9 |
| 50 to 64 | 53 | 30 | 7 | 10 |
| 65 or over | 55 | 28 | 5 | 12 |
| <u>INCOME</u> | | | | |
| Under \$50,000 | 55 | 25 | 9 | 11 |
| \$50,000 or over | 66 | 20 | 6 | 8 |
| <u>ETHNICITY</u> | | | | |
| White | 59 | 24 | 7 | 10 |
| Other | 59 | 28 | 5 | 8 |
| <u>AREA</u> | | | | |
| Beach | 45 | 28 | 6 | 21 |
| West | 60 | 29 | 4 | 7 |
| North Central | 52 | 32 | 7 | 9 |
| Central | 59 | 20 | 10 | 11 |
| South Central | 59 | 26 | 2 | 13 |
| Countryside | 67 | 22 | 7 | 4 |
| Southeast | 65 | 17 | 8 | 10 |

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The 25 percent of residents who believe the City is moving in the wrong direction mention government leadership (48%) and growth/development (38%) as the main reasons behind their beliefs.

TABLE 6: REASONS CITY MOVING IN WRONG DIRECTION

“Why do you feel it has been moving in the wrong direction?”

|                                              |       |
|----------------------------------------------|-------|
| GOVERNMENT (NET)                             | (48%) |
| Leadership favor rich areas over other areas | 19    |
| Leadership (not specific)                    | 16    |
| Wasteful spending                            | 6     |
| Don't listen to people                       | 5     |
| Don't support small business                 | 2     |
| Other                                        | 2     |
| GROWTH/DEVELOPMENT (NET)                     | (38%) |
| Growing too fast, better planning            | 14    |
| Control beach redevelopment                  | 14    |
| Better downtown redevelopment                | 3     |
| Protect residential property                 | 2     |
| Other                                        | 2     |
| Scientists taking over                       | 6     |
| High cost of living                          | 5     |
| Traffic congestion                           | 4     |
| Poor economy                                 | 4     |
| High crime rate                              | 2     |
| Not protecting environment                   | 2     |
| High taxes                                   | 1     |
| Not sure                                     | 7     |

Total exceeds 100% due to multiple responses

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In two related questions, residents were asked to indicate: 1) the things they feel the City could do a better job at, and 2) the things they feel the City does an outstanding job at. This line of questioning reveals the following response patterns:

THINGS CITY COULD DO BETTER – TOP FIVE

- Controlling growth and development (9%)
- Road maintenance/improvement (9%)
- Traffic congestion/flow (8%)
- Crimes/drugs (8%)
- Listening to citizens, keep informed (7%)

THINGS CITY DOES OUTSTANDING JOB AT – TOP FIVE

- Protective services – fire/police/emergency (23%)
- Parks and recreation (13%)
- Beach redevelopment/maintenance (8%)
- Keep City clean, well-landscaped (8%)
- Trash, recycling services (7%)

TABLE 7: THINGS CITY COULD DO A BETTER JOB AT

“What things do you feel the City could do a better job at?”

| | |
|---|----|
| Controlling growth and development | 9% |
| Road maintenance/improvement | 9 |
| Traffic congestion/flow | 8 |
| Crime/drugs | 8 |
| Listen to citizens, keep informed | 7 |
| Downtown redevelopment | 5 |
| Improve City services | 5 |
| Lowering taxes | 4 |
| Protect environment | 4 |
| Improve economy – attract new business, jobs, wages | 4 |
| Beach redevelopment | 3 |
| More mass transit | 3 |
| Improve education | 3 |
| Reduce wasteful spending | 3 |
| Better social services | 3 |
| Better parks/recreation | 3 |
| More affordable housing | 2 |
| Better leadership | 2 |
| Control Scientologists | 2 |
| Improve neighborhood maintenance | 2 |
| Miscellaneous | 8 |
| Nothing | 9 |
| Not sure | 14 |

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TABLE 8: THINGS CITY DOES AN EXCELLENT JOB AT

“And what things do you feel the City does an outstanding job at?”

|                                           |     |
|-------------------------------------------|-----|
| Fire/Police/emergency services            | 23% |
| Parks and recreation                      | 13  |
| Beach redevelopment/maintenance           | 8   |
| Keeping City clean, well-landscaped       | 8   |
| Trash, recycling services                 | 7   |
| Promoting tourism                         | 6   |
| Libraries                                 | 4   |
| Road maintenance                          | 4   |
| Providing basic services                  | 4   |
| Listening to citizens, keeping informed   | 3   |
| Downtown redevelopment                    | 3   |
| Community events – organizing, sponsoring | 3   |
| Overall City revitalization               | 3   |
| Alerting citizens about storms            | 2   |
| Neighborhood upkeep                       | 1   |
| Public transit                            | 1   |
| Traffic control                           | 1   |
| General management of City                | 1   |
| Education/schools                         | 1   |
| Social services                           | 1   |
| Protecting water supply                   | 1   |
| Miscellaneous                             | 1   |
| Everything                                | 3   |
| Nothing                                   | 11  |
| Not sure                                  | 15  |

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GENERAL PERCEPTIONS OF CLEARWATER

Residents were asked 14 agree/disagree statements to determine their general perceptions of Clearwater. This line of questioning reveals the following patterns:

- Ninety-four percent of residents believe that tourism is important to Clearwater (virtually unchanged from 96% in 2003), while 92 percent believe that Clearwater is a safe place to live (unchanged from 2003) and 83 percent believe that they enjoy a high quality of life because they live in Clearwater.
- In regards to several development/redevelopment issues tested, we find that roughly two out of three residents or more believe that redevelopment of downtown Clearwater is important (77%, unchanged from 2003), believe that development of an Arts District in Clearwater is important (72%, unchanged from 2003), would support redevelopment of the City Hall site if public access was maintained (70% believe that redevelopment of Clearwater Beach is important (68% down from 75% in 2003) and would support boat slips along the downtown waterfront (62%). In contrast, less than a majority of residents would support the sale of City Hall for a fair market price (48%).
- Two out of three residents believe that Clearwater government is customer-oriented (69% unchanged from 2003) and that Clearwater values cooperation and dialogue between citizens and government (65%, down slightly from 70% in 2003).
- Roughly six out of ten residents would support an extension of the Penny for Pinellas tax for another ten years (65%) and are satisfied with how their funds from the Penny for Pinellas tax have been spent (61%).
- Fifty-six percent of residents believe Clearwater is a good place to make a decent living wage – unchanged from 2003.

TABLE 9: GENERAL PERCEPTIONS OF CLEARWATER

“Next, do you strongly agree, agree, disagree or strongly disagree with each of the following statements?”

| | Strongly Agree | Agree | Dis-agree | Strongly Disagree | Not Sure | TOTAL AGREE | |
|---|----------------|-------|-----------|-------------------|----------|-------------|------|
| | | | | | | 2006 | 2003 |
| Tourism is important to Clearwater | 45% | 49% | 4% | 1% | 1% | 94% | 96% |
| Clearwater is a safe place to live | 18 | 74 | 6 | * | 2 | 92 | 92 |
| I enjoy a high quality of life because I live in Clearwater | 17 | 66 | 12 | 2 | 3 | 83 | NA |
| Redevelopment of downtown Clearwater is important | 25 | 52 | 17 | 4 | 2 | 77 | 79 |
| Development of an Arts District in Clearwater is important | 22 | 50 | 21 | 2 | 5 | 72 | 75 |
| I would support redevelopment on the City Hall site if public access was maintained | 10 | 60 | 16 | 3 | 11 | 70 | NA |
| Clearwater government is customer service oriented | 6 | 63 | 5 | 5 | 11 | 69 | 68 |
| Redevelopment of Clearwater Beach is important | 21 | 47 | 23 | 6 | 3 | 68 | 75 |
| I would support an extension of the Penny for Pinellas tax for another 10 years | 12 | 53 | 19 | 6 | 10 | 65 | NA |
| Clearwater values cooperation and dialogue between citizens and government | 6 | 59 | 19 | 4 | 12 | 65 | 70 |
| I would support boat slips along the downtown waterfront | 13 | 49 | 22 | 5 | 11 | 62 | NA |
| I am satisfied with how my funds from the Penny for Pinellas tax have been spent | 8 | 53 | 17 | 4 | 18 | 61 | NA |
| Clearwater is a good place to make a decent living wage | 6 | 50 | 26 | 7 | 11 | 56 | 58 |
| I would support the sale of City Hall for a fair market price | 7 | 41 | 29 | 7 | 16 | 48 | NA |

¹Strongly agree plus agree

*Indicates % less than .5

NA = Not asked

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**JOB CITY IS DOING BALANCING INFRASTRUCTURE MAINTENANCE AND REPAIR WITH REDEVELOPMENT EFFORTS**

Sixty-seven percent of Clearwater residents believe the City is adequately balancing infrastructure maintenance and repair with redevelopment efforts, while 21 percent disagree. Belief that the City is adequately balancing the two is up from 57 percent in 2003. The findings also reveal that residents who do not believe the City is doing a good job of balance believe that too much attention is being devoted to redevelopment (down from 83 percent in 2003). Further, residents are mixed on whether the City provides enough information about infrastructure and redevelopment activities – 47 percent believe it does and 43 percent believe it does not.

TABLE 10: JOB CITY IS DOING BALANCING INFRASTRUCTURE MAINTENANCE AND REPAIR/ DEVELOPMENT EFFORTS

“Do you feel the City is adequately balancing infrastructure maintenance and repair with redevelopment efforts?”

|          | <u>TOTAL</u> |             | <u>GENDER</u> |               |
|----------|--------------|-------------|---------------|---------------|
|          | <u>2006</u>  | <u>2003</u> | <u>Male</u>   | <u>Female</u> |
| Yes      | 67%          | 57%         | 74%           | 61%           |
| No       | 21           | 26          | 19            | 22            |
| Not sure | <u>12</u>    | <u>17</u>   | <u>7</u>      | <u>17</u>     |
|          | 100%         | 100%        | 100%          | 100%          |

(AMONG THOSE WHO FEEL CITY IS NOT ADEQUATELY BALANCING)

“Do you feel too much attention is being devoted to infrastructure or redevelopment?”

|                |           |          |           |           |
|----------------|-----------|----------|-----------|-----------|
| Infrastructure | 17%       | 17%      | 17%       | 17%       |
| Redevelopment  | 60        | 83       | 63        | 58        |
| Not sure       | <u>23</u> | <u>0</u> | <u>20</u> | <u>25</u> |
|                | 100%      | 100%     | 100%      | 100%      |

(AMONG ALL RESIDENTS)

“Do you feel the City is providing enough information to the public about major infrastructure and redevelopment activities?”

|          |           |    |          |           |
|----------|-----------|----|----------|-----------|
| Yes      | 47%       |    | 48%      | 46%       |
| No       | 43        | NA | 45       | 42        |
| Not sure | <u>10</u> |    | <u>7</u> | <u>12</u> |
|          | 100%      |    | 100%     | 100%      |

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ATTITUDES ABOUT CUTTING SERVICES TO KEEP BUDGET BALANCE

Residents are mixed on whether or not it is acceptable for the City to cut services to keep the budget balanced and not raise taxes with 47 percent indicating it is acceptable and 42 percent indicate it is not acceptable. The acceptable reading is up from 36 percent in 2003. Males and females have different attitudes about this issue as do residents under 30 and those 30 or over, and whites and others.

TABLE 11: ATTITUDE ABOUT CUTTING SERVICES
TO KEEP BUDGET BALANCES

“Do you feel it is acceptable for the City to cut services to keep the budget balanced and not raise taxes?”

| | Yes | No | Not Sure |
|------------------|-----|-----|-------------|
| <u>TOTAL</u> | 47% | 42% | 11% |
| <u>GENDER</u> | | | |
| Male | 53 | 40 | 7 |
| Female | 41 | 44 | 15 |
| <u>AGE</u> | | | |
| Under 30 | 78 | 15 | 7 |
| 30 to 49 | 42 | 47 | 11 |
| 50 to 64 | 41 | 46 | 13 |
| 65 or over | 39 | 49 | 13 |
| <u>INCOME</u> | | | |
| Under \$50,000 | 49 | 43 | 8 |
| \$50,000 or over | 49 | 41 | 10 |
| <u>ETHNICITY</u> | | | |
| White | 45 | 45 | 10 |
| Other | 59 | 26 | 15 |
| <u>AREA</u> | | | |
| Beach | 52 | 41 | 7 |
| West | 51 | 39 | 10 |
| North Central | 45 | 46 | 9 |
| Central | 49 | 40 | 11 |
| South Central | 45 | 38 | 17 |
| Countryside | 40 | 49 | 11 |
| Southeast | 47 | 43 | 10 |

~~~~~

**EVACUATION ZONE PLANNING**

Twenty-seven percent of residents indicate they live in an evacuation zone and 90 percent of this group of residents indicate they have a plan if they need to evacuate. The most common evacuation plan among residents is to seek safety at a non-shelter outside Pinellas County (50%), followed by seeking safety at a non-shelter in the county (31%). Only 17 percent reveal they will evacuate to a local shelter.

The findings also reveal that 85 percent of Clearwater residents have at least a 3-day supply of food and water for hurricanes.

TABLE 12: EVACUATION ZONE PLANNING

“Do you live in an evacuation zone?”

|          |          |
|----------|----------|
| Yes      | 27%      |
| No       | 68       |
| Not sure | <u>5</u> |
|          | 100%     |

(AMONG THOSE WHO LIVE IN EVACUATION ZONE)

“Do you have a plan if you have to evacuate?”

|     |           |
|-----|-----------|
| Yes | 90%       |
| No  | <u>10</u> |
|     | 100%      |

(AMONG THOSE WITH PLAN)

“Which one of the following best describes your evacuation plan – I will evacuate to a shelter, I will evacuate to a non-shelter location in Pinellas County, or I will evacuate to a non-shelter location outside Pinellas County?”

|                              |          |
|------------------------------|----------|
| Evacuate to shelter          | 17%      |
| Non-shelter Pinellas         | 31       |
| Non-shelter outside Pinellas | 50       |
| Not sure                     | <u>2</u> |
|                              | 100%     |

(AMONG ALL RESIDENTS)

“Do you have at least a 3-day supply of food and water for hurricanes?”

|     |           |
|-----|-----------|
| Yes | 85%       |
| No  | <u>15</u> |
|     | 100%      |

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SOURCES OF CITY INFORMATION

The most common ways that resident receive information about City projects, programs and events are through newspapers (50%) and television news (40%). No other source exceeds 12 percent. Also note in Table 13 that some noteworthy differences exist based on resident age.

TABLE 13: SOURCES OF CITY INFORMATION

“Next, how do you typically receive information about City projects, programs and events?”

| | TOTAL | AGE | | | |
|------------------------------|-------|----------|----------|----------|------------|
| | | Under 30 | 30 to 49 | 50 to 64 | 65 or Over |
| Newspaper | 50% | 33% | 49% | 47% | 67% |
| Television news | 40 | 48 | 30 | 45 | 43 |
| Utility bill stuffer | 12 | 11 | 16 | 8 | 11 |
| Word of mouth | 8 | 22 | 8 | 3 | 4 |
| Mail/fliers/newsletters | 8 | 15 | 5 | 9 | 5 |
| C-VIEW 15 | 5 | 0 | 8 | 4 | 4 |
| City web site | 4 | 0 | 8 | 4 | 3 |
| Radio | 4 | 4 | 1 | 6 | 5 |
| C-News in the St. Pete Times | 3 | 0 | 2 | 4 | 3 |
| Emails | 3 | 4 | 3 | 4 | 1 |

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**VIEWING OF C-VIEW PROGRAMS**

Forty percent of residents indicate they have not watched any of eight programs on C-VIEW in the past year. The most frequently watched programs are City Council meeting (30%) and Blueline (23%).

TABLE 14: VIEWING OF C-VIEW PROGRAMS

“Which of the following C-VIEW programs, if any, have you watched in the past year?”

|                                                     | TOTAL | AGE      |          |          |            |
|-----------------------------------------------------|-------|----------|----------|----------|------------|
|                                                     |       | Under 30 | 30 to 49 | 50 to 64 | 65 or Over |
| City Council meetings                               | 30%   | 26%      | 29%      | 34%      | 30%        |
| Blueline, the Police Department show                | 23    | 15       | 29       | 22       | 23         |
| Other Board meetings                                | 18    | 19       | 17       | 20       | 19         |
| Works In Progress, the City’s public works show     | 16    | 19       | 15       | 16       | 15         |
| City Talk with your local Council Members and Mayor | 12    | 19       | 10       | 9        | 12         |
| C-News with Doug Matthews                           | 11    | 7        | 13       | 12       | 12         |
| MyClearwater, the quality of life show              | 7     | 7        | 8        | 6        | 8          |
| Focal Point with Bill Home                          | 5     | 0        | 6        | 8        | 6          |
| None of above                                       | 40    | 56       | 38       | 37       | 35         |

~~~~~

INTERNET UTILIZATION

Seventy-nine percent of Clearwater residents have access to the Internet (up from 59% in 2003) with the figure rising to over 90 percent among residents under 50. The findings also reveal that less than one out of three residents (30%) with access to the Internet can correctly state the City's website address and that 48 percent of those with access have visited the City's website in the past year.

TABLE 15: INTERNET UTILIZATION

"Do you have access to the Internet?"

| | AGE | | | | | |
|-----|-----------|-----------|----------|----------|-----------|-----------|
| | TOTAL | | Under | 30 to | 50 to | 65 or |
| | 2006 | 2003 | 30 | 49 | 64 | Over |
| Yes | 79% | 59% | 93% | 92% | 80% | 54% |
| No | <u>21</u> | <u>41</u> | <u>7</u> | <u>8</u> | <u>20</u> | <u>46</u> |
| | 100% | 100% | 100% | 100% | 100% | 100% |

(AMONG THOSE WITH ACCESS)

"Do you know the City's website address? (IF YES:) What is it?"

| | | | | | | |
|--------------------|-----------|----|-----------|-----------|-----------|-----------|
| Correct response | 30% | | 36% | 31% | 29% | 19% |
| Incorrect response | 16 | NA | 12 | 20 | 15 | 14 |
| Don't know address | <u>54</u> | | <u>52</u> | <u>49</u> | <u>56</u> | <u>67</u> |
| | 100% | | 100% | 100% | 100% | 100% |

"Have you visited the City's website in the past year?"

| | | | | | | |
|-----|-----------|----|-----------|-----------|-----------|-----------|
| Yes | 48% | | 44% | 55% | 52% | 29% |
| No | <u>52</u> | NA | <u>56</u> | <u>45</u> | <u>48</u> | <u>71</u> |
| | 100% | | 100% | 100% | 100% | 100% |

(CONTINUED)

(CONT.) TABLE 15: INTERNET UTILIZATION

(AMONG THOSE WHO HAVE VISITED)

“For which of the following reasons have you used the City’s website
in the past year?”

| | AGE | | | | | |
|---|-------|------|-------------|-------------|-------------|---------------|
| | TOTAL | | Under 30 | 30 to 49 | 50 to 64 | 65 or Over |
| | 2006 | 2003 | | | | |
| For news/information | 41% | | 27% | 47% | 34% | 48% |
| Calendar of events | 30 | | 18 | 30 | 37 | 36 |
| City directory | 27 | | 27 | 32 | 25 | 12 |
| Access public records | 19 | | 18 | 21 | 18 | 16 |
| Recreation programs information | 17 | | 18 | 19 | 16 | 12 |
| City employment opportunities | 15 | | 18 | 16 | 12 | 8 |
| Pay utility bills | 15 | NA | 27 | 14 | 10 | 16 |
| Use the GIS | 14 | | 0 | 19 | 16 | 8 |
| Submit request for service | 13 | | 18 | 15 | 9 | 4 |
| View library account/ look at library databases | 12 | | 27 | 8 | 12 | 4 |
| Access public meeting notices | 6 | | 0 | 6 | 9 | 16 |
| Track/access police reports/code violations | 5 | | 9 | 4 | 5 | 0 |
| View video of Council meetings | 4 | | 9 | 3 | 3 | 0 |
| Pay parking ticket | 4 | | 18 | 0 | 2 | 4 |
| Get building permits | 3 | | 0 | 1 | 8 | 4 |
| Sign-up for the email newsletter | 2 | | 0 | 0 | 6 | 8 |
| ~~~~~ | | | | | | |

PUBLIC PARTICIPATION

Over one-half of residents (53%) did not participate in any of 14 public input opportunities during the past year. The opportunities most frequently participated in were accessing the City website (19%) and attending neighborhood association meetings (15%).

TABLE 16: PUBLIC PARTICIPATION

“Next, which, if any, of the following opportunities for public input did you participate in during the past year?”

| | AGE | | | | | |
|--|-------|------|-------------|-------------|-------------|---------------|
| | TOTAL | | Under 30 | 30 to 49 | 50 to 64 | 65 or Over |
| | 2006 | 2003 | | | | |
| Accessed the city website | 19% | 20% | 19% | 28% | 21% | 7% |
| Attended a neighborhood association meeting | 15 | NA | 7 | 19 | 16 | 14 |
| Attended a City Council meeting | 8 | NA | 7 | 9 | 7 | 9 |
| Attended a City Board meeting | 7 | 3 | 7 | 4 | 1 | 4 |
| Attended a Crime Watch meeting | 7 | NA | 4 | 8 | 8 | 8 |
| Attended a neighborhood workshop | 7 | NA | 4 | 8 | 11 | 7 |
| Wrote a letter or sent an email to City official | 7 | 10 | 4 | 7 | 9 | 6 |
| Attended other public meetings | 6 | 13 | 7 | 6 | 6 | 7 |
| Attended a Town Hall meeting | 3 | 7 | 0 | 5 | 4 | 3 |
| Wrote a letter to newspaper editor | 3 | 12 | 4 | 2 | 4 | 5 |
| Call in to a Live C-VIEW program | 1 | 5 | 0 | 1 | 2 | 1 |
| Attended a visioning session | 1 | NA | 0 | 1 | 1 | 1 |
| Participated in the Citizens Academy | 0 | NA | 0 | 0 | 0 | 0 |
| Attended a Council member breakfast | * | NA | 0 | 1 | 1 | 0 |
| None of the above ~~~~~ | 53 | 57 | 59 | 44 | 50 | 63 |

CONTACT WITH CITY

One-half of Clearwater residents (50%) have called any City department in the past year and 94 percent of these residents indicate they were treated courteously.

TABLE 17: CONTACT WITH CITY DEPARTMENT

“During the past year, have you called any City department?”

| | TOTAL | AGE | | | |
|-----|-------------------|-------------------|-------------------|-------------------|-------------------|
| | | Under 30 | 30 to 49 | 50 to 64 | 65 or Over |
| Yes | 50% | 41% | 63% | 48% | 44% |
| No | <u>50</u> 100% | <u>59</u> 100% | <u>35</u> 100% | <u>52</u> 100% | <u>56</u> 100% |

(AMONG THOSE WHO CALLED)

“Were you treated courteously?”

| | | | | | |
|-----|------------------|------------------|------------------|------------------|------------------|
| Yes | 94% | 100% | 91% | 91% | 97% |
| No | <u>6</u> 100% | <u>0</u> 100% | <u>9</u> 100% | <u>9</u> 100% | <u>3</u> 100% |

~~~~~

## FACILITY VISITATION

The most frequently visited City facilities in the past year are libraries (70%), other parks (46%), recreation centers (40%) and Coachman Park (40%). In addition, 79 percent of residents have visited the beach in the past year with the typical visitor making 9.5 visits. Facility use and beach visitation varies depending on resident's age.

TABLE 18: FACILITY VISITATION

“Which of the following City facilities have you visited in the past year?”

|                                                              | TOTAL | AGE      |          |          |            |
|--------------------------------------------------------------|-------|----------|----------|----------|------------|
|                                                              |       | Under 30 | 30 to 49 | 50 to 64 | 65 or Over |
| Libraries                                                    | 70%   | 74%      | 75%      | 62%      | 70%        |
| Other parks                                                  | 46    | 52       | 54       | 38       | 40         |
| Recreation centers                                           | 40    | 48       | 52       | 34       | 26         |
| Coachman Park                                                | 40    | 33       | 49       | 38       | 36         |
| The marina                                                   | 21    | 19       | 26       | 21       | 19         |
| Bighthouse Networks Field                                    | 20    | 30       | 23       | 19       | 11         |
| Clearwater City Hall                                         | 10    | 15       | 6        | 11       | 11         |
| Customer service at the<br>Municipal Services Building       | 7     | 0        | 10       | 8        | 6          |
| The airpark                                                  | 6     | 4        | 5        | 8        | 7          |
| Planning or Permitting at the<br>Municipal Services Building | 3     | 0        | 4        | 4        | 3          |
| The sailing center                                           | 2     | 0        | 3        | 1        | 3          |
| Clearwater Gas Showroom                                      | 1     | 0        | 2        | 2        | 1          |
| None of the above                                            | 12    | 15       | 6        | 12       | 14         |

“How many times, if any, have you visited the beach in the past 12 months?”

|                             |          |          |          |          |          |
|-----------------------------|----------|----------|----------|----------|----------|
| Zero                        | 21%      | 11%      | 11%      | 24%      | 36%      |
| 1 to 5                      | 30       | 15       | 29       | 37       | 36       |
| 6 to 10                     | 12       | 7        | 15       | 11       | 11       |
| 11 to 20                    | 15       | 30       | 18       | 11       | 5        |
| Over 20                     | 20       | 30       | 26       | 16       | 11       |
| Don't recall                | <u>2</u> | <u>7</u> | <u>1</u> | <u>1</u> | <u>1</u> |
|                             | 100%     | 100%     | 100%     | 100%     | 100%     |
| <br>MEDIAN (AMONG VISITORS) | <br>9.5  | <br>17.4 | <br>11.2 | <br>6.5  | <br>4.5  |

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APPENDIX

METHODOLOGY

The information contained in this report is based on 501 in-depth telephone interviews conducted with City of Clearwater residents 18 years of age or older. Respondent selection on this project was accomplished via a computer generated random digit dial telephone sample which selects households based on residential telephone prefixes and includes all unlisted and newly listed households. This methodology was selected because it ensures a randomly selected sample of households proportionately allocated throughout the sample universe. This method also ensures that all unlisted and newly listed telephone households are included in the sample.

The questionnaire used in this study was designed by Behavior Research Center (BRC) in conjunction with the City (see appended questionnaire). After approval of the preliminary draft questionnaire, it was pre-tested with a randomly selected cross-section of 10 Clearwater residents. The pre-test focused on the value and understandability of the questions, adequacy of response categories, questions for which probes were necessary, and the like.

All of the interviewing on this project was conducted during mid June to early July, 2006 at the Center's central location computer assisted telephone interviewing (CATI) facility where each interviewer worked under the direct supervision of BRC supervisory personnel. All of the interviewers who worked on this project were professional interviewers of the Center. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study, (b) sampling procedures, (c) administration of the questionnaire, and (d) other project-related factors. In addition, each interviewer completed a set of practice interviews to ensure that all procedures were understood and followed.

Interviewing on this study was conducted during an approximately equal cross-section of evening and weekend hours. This procedure was followed to ensure that all households were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to four separate attempts, on different days and during different times of day, were made to contact each selected resident. Only after four unsuccessful attempts was a selected household substituted in the sample. Using this methodology, the full sample was completed, and partially completed interviews were not accepted nor counted toward fulfillment of the total sample quotas.

One hundred percent of the completed interviews were edited, and any containing errors of administration were pulled, the respondent re-called, and the errors corrected. In addition, 15 percent of each interviewer's work was randomly selected for validation to ensure its authenticity and correctness. No problems were encountered during this phase of interviewing quality control.

As the data collection segment of this study was being undertaken, completed and validated interviews were turned over to BRC's in-house coding department. The coding department edited, validated and coded the interviews. Upon completion of coding, a series of validity and logic checks were run on the data to ensure it was "clean" and representative of the sample universe prior to running the detailed tables presented in Volume II.

When analyzing the results of this survey, it should be kept in mind that all surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in the table, the overall sampling error for this study is approximately +/- 4.5 percent when the sample is studied in total (i.e., all 501 cases). However, when subsets of the total sample are studied, the amount of sampling error increases based on the sample size within the subset.

| <u>Sample Size</u> | <u>Sampling Error At A 95% Confidence Level</u> |
|--------------------|---|
| 500 | 4.5% |
| 400 | 5.0 |
| 300 | 5.8 |
| 200 | 7.1 |
| 100 | 10.0 |

Hello, my name is ____ and I'm with the Behavior Research Center of Arizona. We're conducting a survey among Clearwater residents on city services and I'd like to speak with you for a few minutes.

A. Is your residence located within the Clearwater city limits?

IF YES: CONTINUE IF NO: THANK AND TERMINATE

B. And are you 18 years of age or older?

IF YES: CONTINUE IF NO: ASK TO SPEAK WITH OTHER PERSON 18+.
 REINTRODUCE YOURSELF AND CONTINUE. IF
 NONE AVAILABLE, ARRANGE CALLBACK.

Male...1
 Female...2

1. To begin, what do you feel is the most important issue facing Clearwater over the next five years?

2. As you know, the City of Clearwater provides various services to the community ranging from fire protection to street maintenance. On a scale of one to ten where one means you think the city is doing a poor job and ten means you think the city is doing an excellent job, how would you rate the City of Clearwater on each of the following? Remember, one means a poor job and ten means an excellent job. (ROTATE; CODE NOT SURE 99)

RATING

- A. Police protection / / /
- B. Fire protection / / /
- C. Enforcing traffic laws / / /
- D. Garbage and recycling collection / / /
- E. Providing parks and recreation programs and facilities / / /
- F. Library services / / /
- G. Beach maintenance and safety / / /
- H. Providing drinking water which meets health and safe standards / / /
- I. Issuing building permits / / /
- J. Street repair and maintenance / / /
- K. Handling street flooding during rains / / /
- L. Requiring property owner to maintain their properties to minimum standards / / /
- M. Providing citizens with information about what the city is doing
- N. Attracting new employers to the community and helping existing employers to grow / / /

3. Would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the overall performance of the city in providing services to Clearwater residents?

- (GO TO Q4) Very satisfied...1
- Satisfied...2
- Dissatisfied...3
- (GO TO Q3a) Very dissatisfied...4
- (GO TO Q4) Not sure...5

3a. Why are you dissatisfied?

| 4. Next, do you strongly agree, agree, disagree, or strongly disagree with each of the following statements? <u>(ROTATE)</u> | Strongly Agree | Agree | Dis-agree | Strongly Dis-agree | Not Sure |
|--|----------------|-------|-----------|--------------------|----------|
| A. Clearwater is a safe place to live | 1 | 2 | 3 | 4 | 5 |
| B. Clearwater is a good place to make a decent living wage | 1 | 2 | 3 | 4 | 5 |
| C. Clearwater values cooperation and dialogue between citizens and government | 1 | 2 | 3 | 4 | 5 |
| D. Clearwater government is customer service oriented | 1 | 2 | 3 | 4 | 5 |
| E. Tourism is important to Clearwater | 1 | 2 | 3 | 4 | 5 |
| F. Redevelopment of downtown Clearwater is important | 1 | 2 | 3 | 4 | 5 |
| G. Redevelopment of Clearwater Beach is important | 1 | 2 | 3 | 4 | 5 |
| H. Development of an Arts District in Clearwater is important | 1 | 2 | 3 | 4 | 5 |
| I. I enjoy a high quality of life because I live in Clearwater | 1 | 2 | 3 | 4 | 5 |
| J. I would support the sale of City Hall for a fair market price | 1 | 2 | 3 | 4 | 5 |
| K. I would support redevelopment on the City Hall site if public access was maintained | 1 | 2 | 3 | 4 | 5 |
| L. I would support boat slips along the downtown waterfront | 1 | 2 | 3 | 4 | 5 |
| M. I am satisfied with how my funds from the Penny for Pinellas tax have been spent | 1 | 2 | 3 | 4 | 5 |
| N. I would support an extension of the Penny for Pinellas tax for another 10 years | 1 | 2 | 3 | 4 | 5 |

5. Do you feel city government in Clearwater has been moving in the right or wrong direction in the past year?

(GO TO Q6) Right direction...1
(GO TO Q5a) Wrong direction...2
A little of both...3
(GO TO Q6) Not sure...4

5a. Why do you feel it has been moving in the wrong direction?

6. Do you feel the city is adequately balancing infrastructure maintenance and repair with redevelopment efforts?

(GO TO Q6b) Yes...1
(GO TO Q6a) No...2
(GO TO Q6b) Not sure...3

6a. Do you feel too much attention is being devoted to infrastructure or redevelopment?

Infrastructure...1
 Redevelopment...2

6b. Do you feel the city is providing enough information to the public about major infrastructure and redevelopment activities?

Yes...1
 No...2

7. Do you feel it is acceptable for the city to cut services to keep the budget balanced and not raise taxes?

Yes...1
 No...2

8. What things do you feel the city could do a better job at?

9. And what things do you feel the city does an outstanding job at?

10. Do you live in an evacuation zone? (GO TO Q10a) Yes...1
(GO TO Q10c) No...2

10a. Do you have a plan if you have to evacuate? (GO TO Q10b) Yes...1
(GO TO Q10c) No...2

10b. Which one of the following best describes your evacuation plan – I will evacuate to a shelter, I will evacuate to a non-shelter location in Pinellas County, or I will evacuate to a non-shelter location outside Pinellas County? Evacuate to Shelter...1
Non-Shelter Pinellas...2
Non-Shelter Outside Pinellas...3
_____ Other (SPECIFY)

10c. Do you have at least a 3-day supply of food and water for hurricanes? Yes...1
No...2

11. Next, how do you typically receive information about city projects, programs and events? (DO NOT READ LIST – MARK ALL MENTIONED) Television news...1
Newspaper...2
Radio...3
C-VIEW 15...4
Utility bill stuffer...5
City website...6
C-News in the St. Pete Times...7
Word of mouth...8
_____ Other (SPECIFY)
None...9

12. Which of the following C-VIEW programs, if any, have you watched in the past year? (READ LIST – MARK ALL MENTIONED) City Council meetings...1
Other Board meetings...2
C-News with Doug Matthews...3
Blueline, the Police Department show...4
Works in progress, the City's Public Works show...5
Focal Point with Bill Horne...6
MyClearwater, the quality of life show...7
City Talk with your local Council Members and Mayor...8

13. Do you have access to the Internet? (GO TO Q13a) Yes...1
(GO TO Q14) No...2

13a. Do you know the city's website address? (IF YES) What is it? Correct response (www.MyClearwater.com)...1
Incorrect response...2
No/Don't know...3

13b. Have you visited the city's website in the past year? (GO TO Q13c) Yes...1
(GO TO Q14) No...2

13c. For which of the following reasons have you used the city's website in the past year? (READ LIST – MARK ALL MENTIONED).

- To submit a request for service...1
- To use the GIS, or Geographic Information System...2
- For the calendar of events...3
- For news and information...4
- For the city directory...5
- To access public records...6
- To view streaming video of Council meetings...7
- To sign-up for the email newsletter...8
- To access public meeting notices and agendas...9
- To pay utility bills...10
- To view your library account or look at library databases...11
- To pay a parking ticket...12
- To track/access police reports/code violations...13
- To get building permits...14
- For recreation programs information...15
- For City employment opportunities...16

14. Next, which, if any, of the following opportunities for public input did you participate in during the past year (READ LIST – MARK ALL MENTIONED)

- Attended a City Council meeting...1
- Attended a City Board meeting...2
- Attended a Crime Watch meeting...3
- Attended a Town Hall meeting...4
- Attended a visioning session...5
- Attended a neighborhoods workshop...6
- Attended a Councilmember breakfast...7
- Attended a neighborhood association meeting...8
- Attended other public meetings...9
- Accessed the city website...10
- Wrote a letter or sent an email to City official...11
- Wrote a letter to newspaper editor...12
- Participated in the Citizens Academy...13
- Call in to a Live C-VIEW program...14
- (DO NOT READ) None of the above...15

15. During the past year, have you called any city department?

- (GO TO Q15a) Yes...1
- (GO TO Q16) No...2

15a. Were you treated courteously?

- Yes...1
- No...2

16. Which of the following city facilities have you visited in the past year? (READ EACH – MARK ALL MENTIONED)

- Libraries...1
- Recreation centers...2
- Briarhouse Networks Field...3
- Coachman Park...4
- Other parks...5
- The marina...6
- The sailing center...7
- The airpark...8
- Customer service at the Municipal Services Building...9
- Clearwater Gas Showroom...10
- Clearwater City Hall...11
- Planning or Permitting at the Municipal Services Building...12
- (DO NOT READ) None of the above...13

17. How many times, if any, have you visited the beach in the past 12 months?
- 0...1
1-5...2
6-10...3
11-20...4
21-49...5
50+...6
18. Now, before I finish, I need a few pieces of information about yourself for classification purposes only. First, which of the following categories comes closest to your age? (READ EACH EXCEPT REFUSED)
- Under 30...1
30 to 49...2
50 to 64...3
65 or over...4
(DO NOT READ) Refused...5
19. Are you currently registered to vote?
- Yes...1
No...2
20. Are there any children in your household 12 years of age or younger?
- Yes...1
No...2
21. Which of the following categories best describes your ethnic origin? (READ EACH EXCEPT REFUSED)
- White...1
Black...2
Hispanic...3
American Indian...4
Asian American...5
(DO NOT READ) Refused...6
22. And finally, was your total family income for last year, I mean before taxes and including everyone in your household, under or over \$50,000?
- UNDER \$50,000
Was it under \$25,000...1
or over \$25,000...2
Refused...3
- OVER \$50,000
Was it under \$75,000...1
or over \$75,000...2
Refused...3
- REFUSED OVERALL...7

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name in order that he/she may do so? (VERIFY PHONE NUMBER)

NAME: _____ PHONE #: _____

ADMINISTRATIVE DATA:

INTERVIEWER NAME: _____ #: _____

FROM SAMPLE: _____ ZIP CODE _____