



**CITY OF CLEARWATER, FL
2008**



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 20
 Environmental Sustainability..... 23
 Recreation and Wellness 26
 Parks and Recreation 26
 Culture, Arts and Education 29
 Health and Wellness 31
 Community Inclusiveness..... 32
 Civic Engagement..... 34
 Civic Activity..... 34
 Information and Awareness 37
 Social Engagement 39
 Public Trust..... 41
 City of Clearwater Employees 44

From Data to Action 46
 Resident Priorities 46
 City of Clearwater Action Chart 47
 Using Your Action Chart™ 49

Policy Questions 50

Appendix A: Complete Survey Frequencies 51
 Frequencies Excluding “Don’t Know” Responses 51
 Frequencies Including “Don’t Know” Responses..... 62

Appendix B: Survey Methodology 77

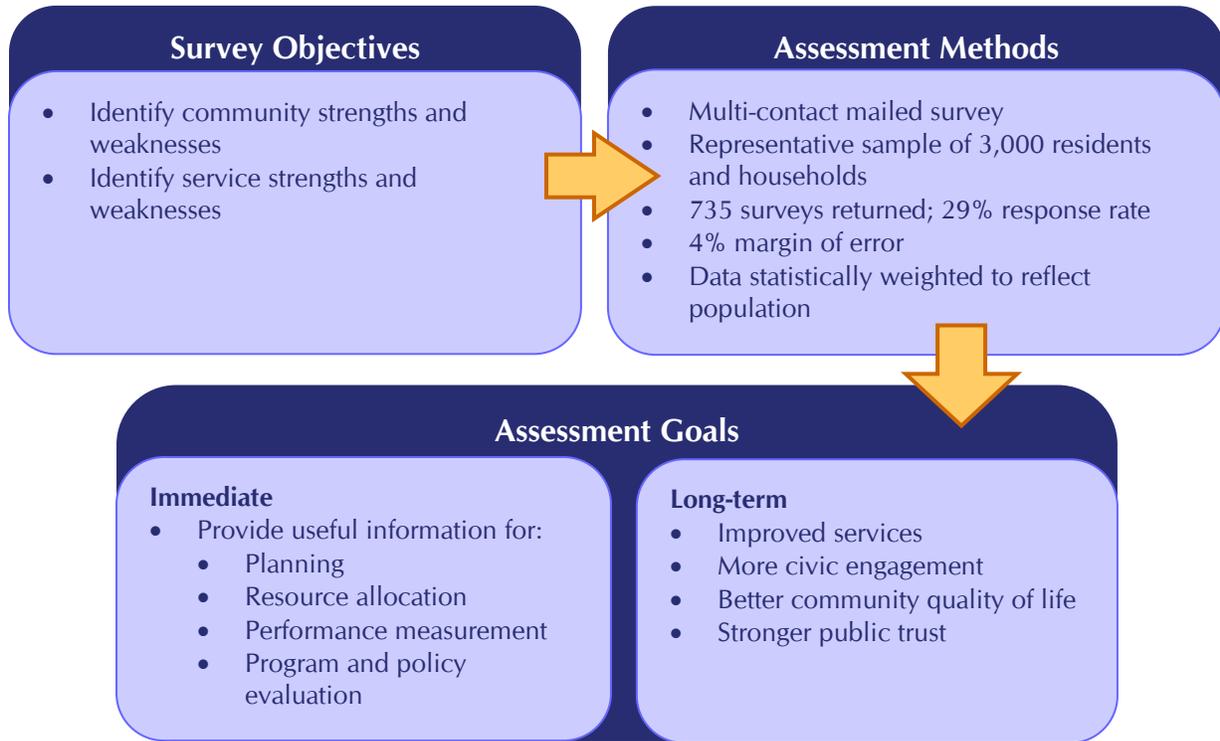
Appendix C: Survey Materials..... 85

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

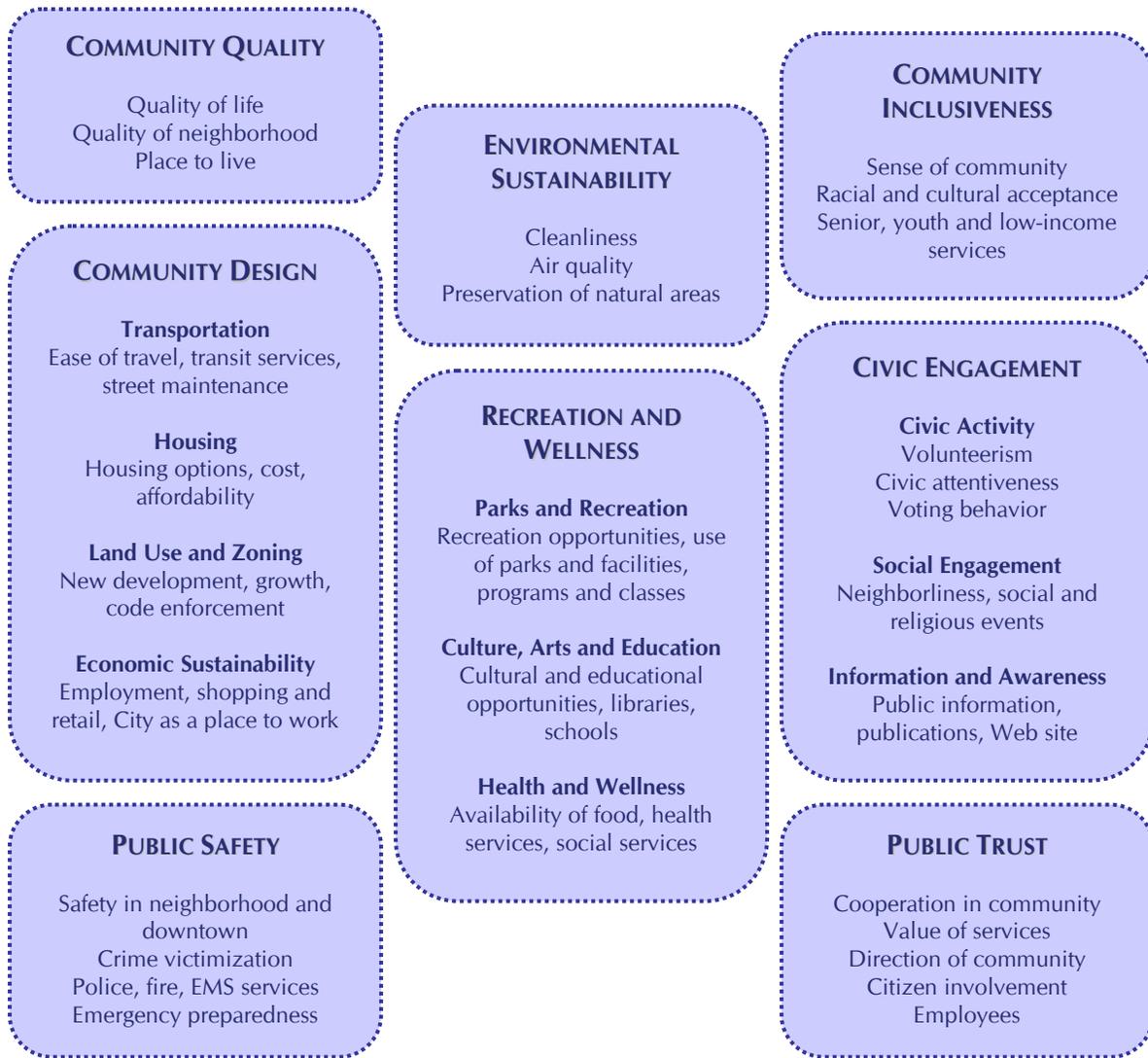
The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided 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 735 completed surveys were obtained, providing an overall response rate of 29%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Clearwater was developed in close cooperation with local jurisdiction staff. Clearwater staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Clearwater staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, crosstabulation of results 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" (or margin of error). The 95% confidence interval quantifies the sampling error or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any question and 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. The 95% confidence level for the City of Clearwater survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (735 completed surveys).

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 communities. Where possible, the better comparison is not from one service to another in the City of Clearwater, but from City of Clearwater services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than five percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

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. The City of Clearwater chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions with populations of at least 64,000 but less than 150,000). 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 City of Clearwater 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, the City of Clearwater 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 the City of Clearwater'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 the City of Clearwater 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 the City of Clearwater and believe the City is a good place to live. The overall quality of life in the City of Clearwater was rated as “excellent” or “good” by 75% of respondents. A majority report they plan on staying in the City of Clearwater for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three receiving the most favorable ratings were opportunities to volunteer, shopping opportunities and recreational opportunities. The three characteristics receiving the least positive ratings were amount of public parking, availability of affordable quality housing and traffic flow on major streets.

Many of the community characteristics rated were able to be compared to the benchmark database. Of the 30 characteristics for which comparisons were available, four were above the benchmark comparison, 15 were similar to the benchmark comparison and 11 were below.

Residents in the City of Clearwater 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, 96% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Clearwater.

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

On average, residents gave generally favorable ratings to most of local government services. Many of the City services rated were able to be compared to the benchmark database. Of the 33 services for which comparisons were available, 12 were above the benchmark comparison, 15 were similar to the benchmark comparison and five were below.

A Key Driver Analysis was conducted for the City of Clearwater which examined the relationships between ratings of each service and ratings of the City of Clearwater's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Clearwater 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:

- Economic development
- Public schools
- Emergency preparedness
- Police services

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: economic development, public schools and police services. For emergency preparedness, the City of Clearwater is above the benchmark and should continue to ensure high quality performance.

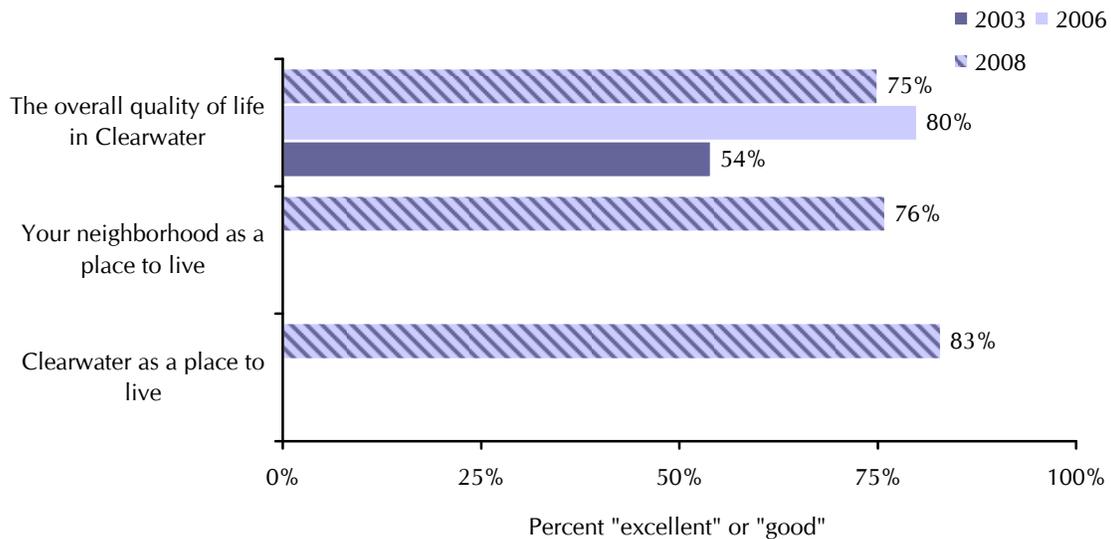
COMMUNITY RATINGS

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 the City of Clearwater – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Clearwater. Residents were asked whether they planned to move soon or if they would recommend the City of Clearwater to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Clearwater offers services and amenities that work.

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

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR



Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

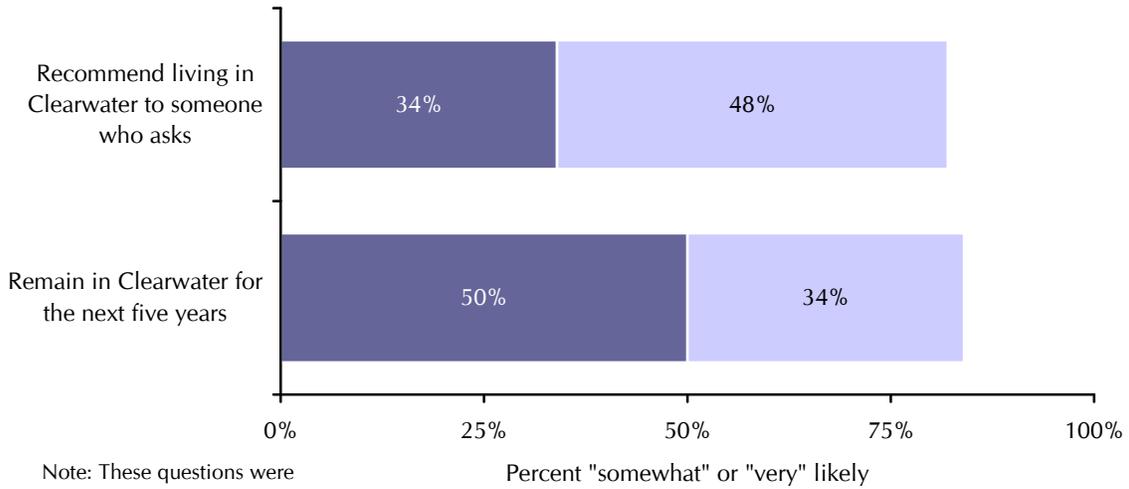


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Overall quality of life in Clearwater	Similar	Similar
Your neighborhood as place to live	Similar	Similar
Clearwater as a place to live	Similar	Similar
Remain in Clearwater for the next five years	Similar	Similar
Recommend living in Clearwater to someone who asks	Similar	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.” “Availability of paths and walking trails” was given the most positive rating, followed by “ease of walking in Clearwater.” These ratings tended to be lower than the benchmark. Comparisons to previous years were not available.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

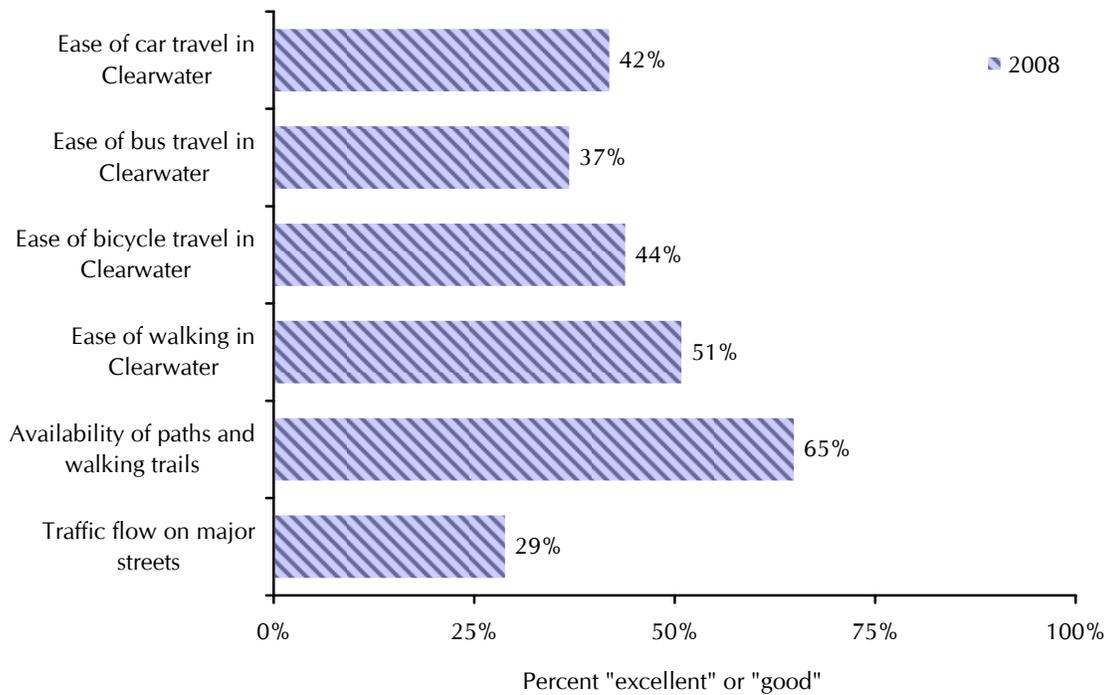
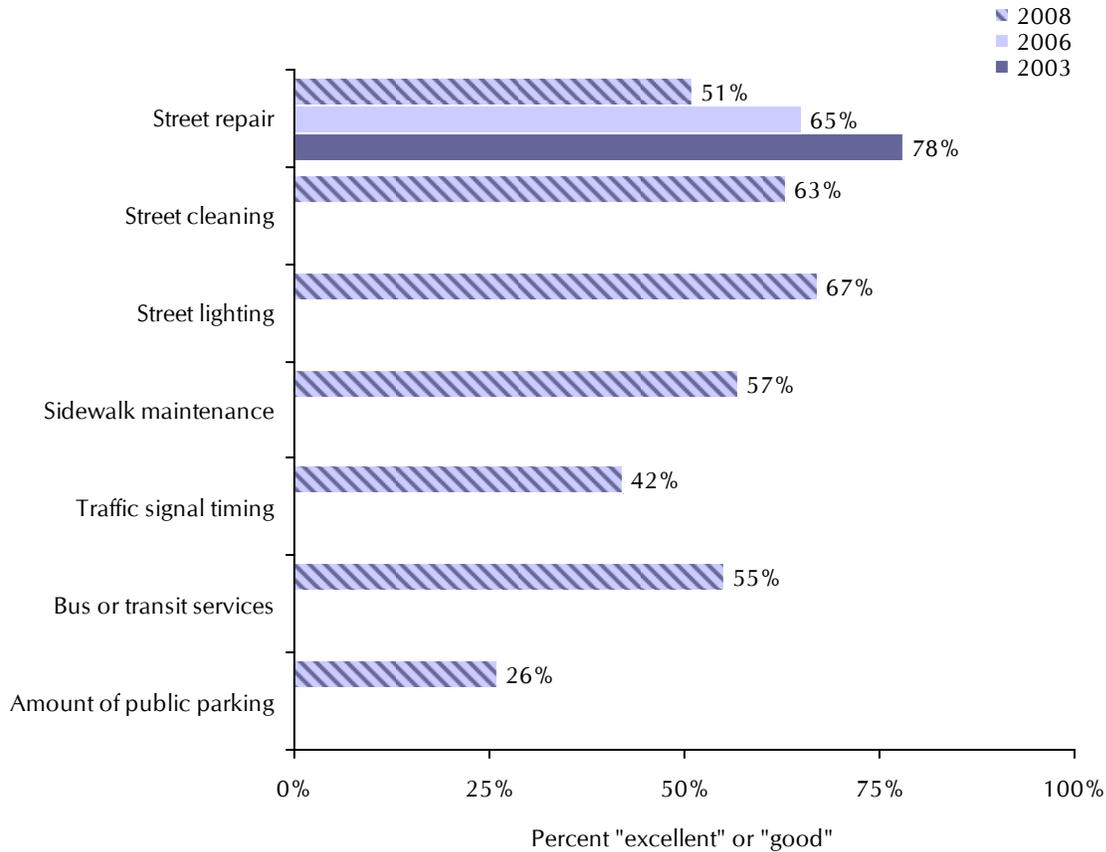


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Ease of bus travel in Clearwater	Below	Below
Ease of car travel in Clearwater	Below	Below
Ease of walking in Clearwater	Below	Below
Ease of bicycle travel in Clearwater	Similar	Similar
Availability of paths and walking trails	Above	Above
Traffic flow on major streets	Below	Below

Seven transportation services were rated in Clearwater. As experienced in most communities across America, ratings tended to be a mix of positive and negative. Street lighting was above the benchmark; light timing and the amount of public parking were below the benchmark; and street repair /maintenance, street cleaning, sidewalk maintenance and bus or transit services were similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR



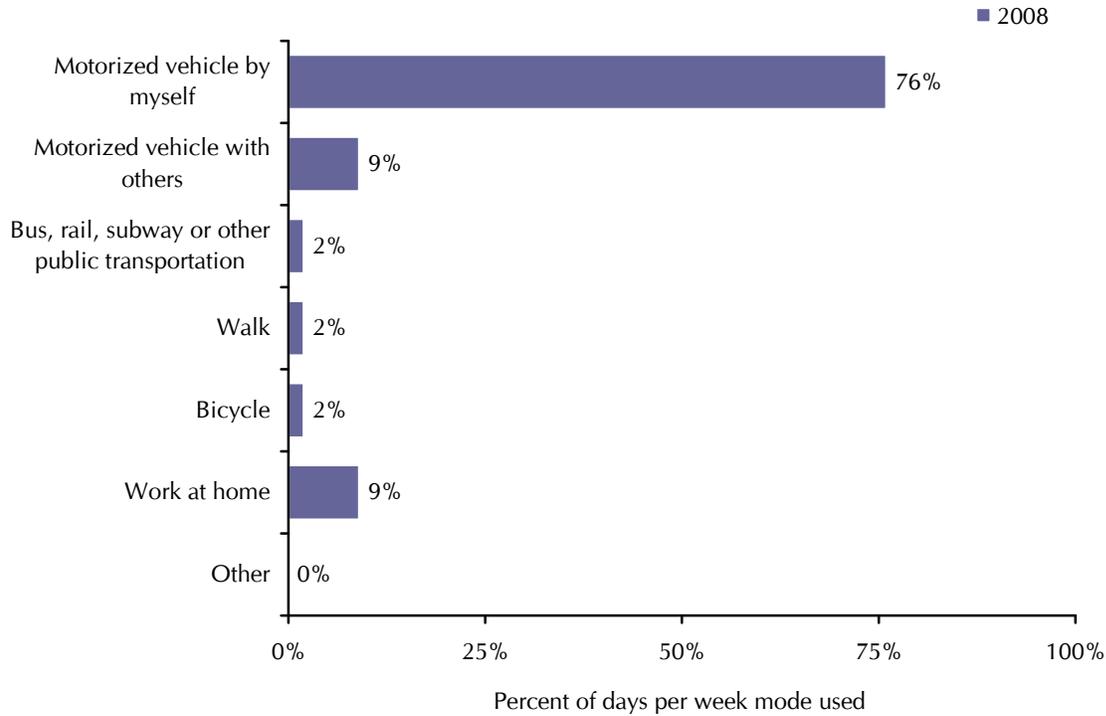
Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Street repair /maintenance	Similar	Above
Street cleaning	Similar	Similar
Street lighting	Above	Above
Sidewalk maintenance	Similar	Similar
Light timing	Below	Below
Bus or transit services	Similar	Similar
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. However, 2% of work commute trips were made by transit, 2% by bicycle and 2% by foot.

FIGURE 10: 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 the City of Clearwater 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 29% of respondents, while the variety of housing options was rated as “excellent” or “good” by 55% of respondents. The rating of perceived affordable housing availability was similar to the City of Clearwater in comparison to jurisdictions across the nation. Comparisons to previous years were not available.

FIGURE 11: RATINGS OF HOUSING IN COMMUNITY

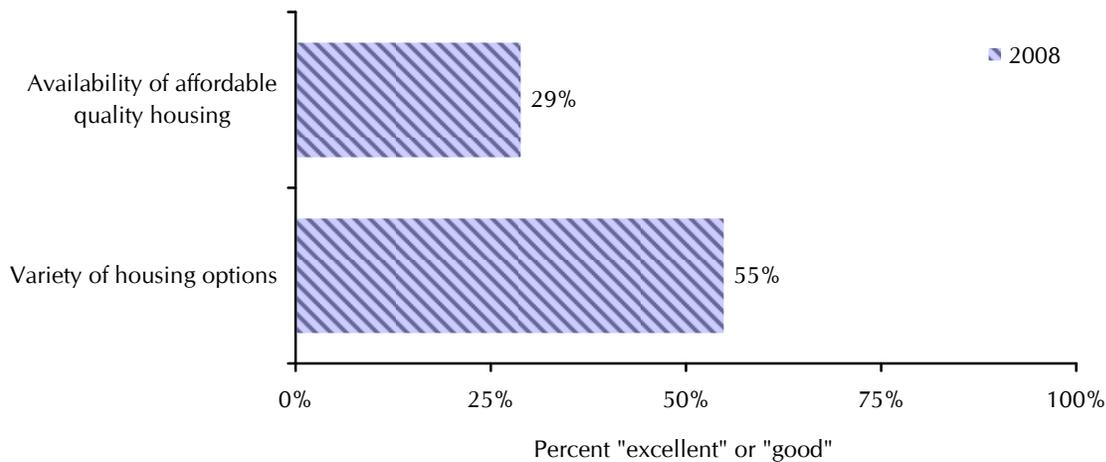
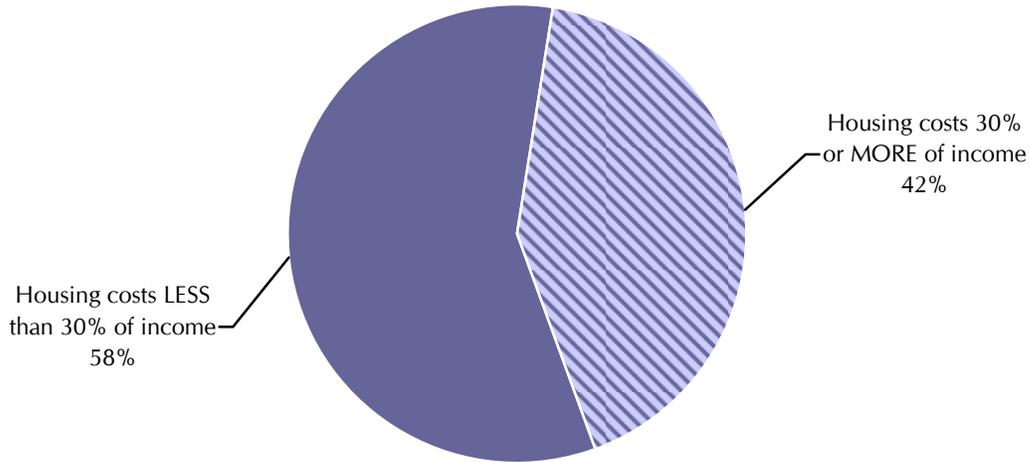


FIGURE 12: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Availability of affordable quality housing	Similar	Similar
Variety of housing options	Similar	Similar

To augment the perceptions of affordable housing in Clearwater, 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 the City of Clearwater experiencing housing cost stress. About two in five survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 13: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



Note: This question was not asked in previous surveys.

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 the City of Clearwater 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 the City of Clearwater was rated as "excellent" or "good" by 50% of respondents. The overall appearance of Clearwater was rated as "excellent" or "good" by 67% of respondents and was similar to the national benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Clearwater, 90% thought they were at least a "minor" problem. The services of land use planning and zoning and code enforcement were rated similar to the benchmark. Ratings for code enforcement showed an upward pattern when compared to past years, however, these differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 14: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

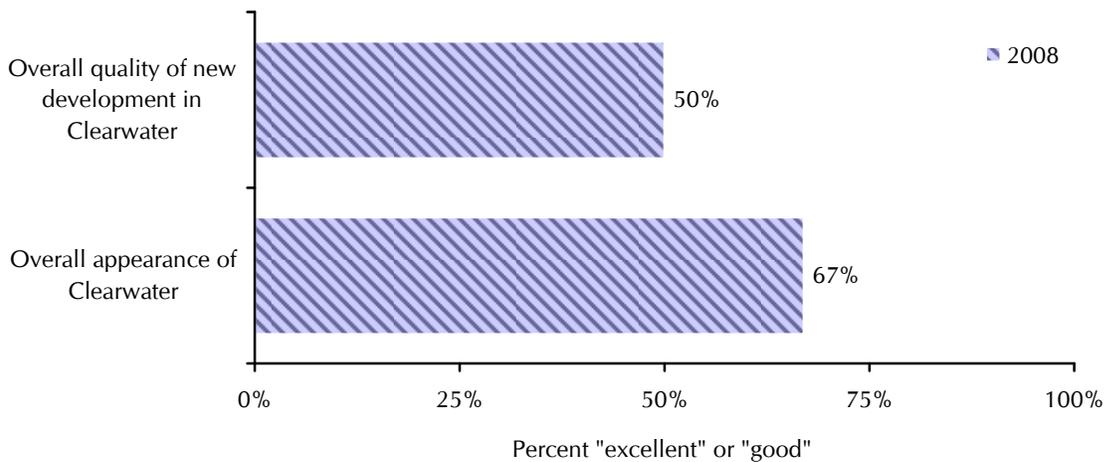


FIGURE 15: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Quality of new development in city	Below	Below
Overall appearance of Clearwater	Similar	Similar

FIGURE 16: RATINGS OF POPULATION GROWTH

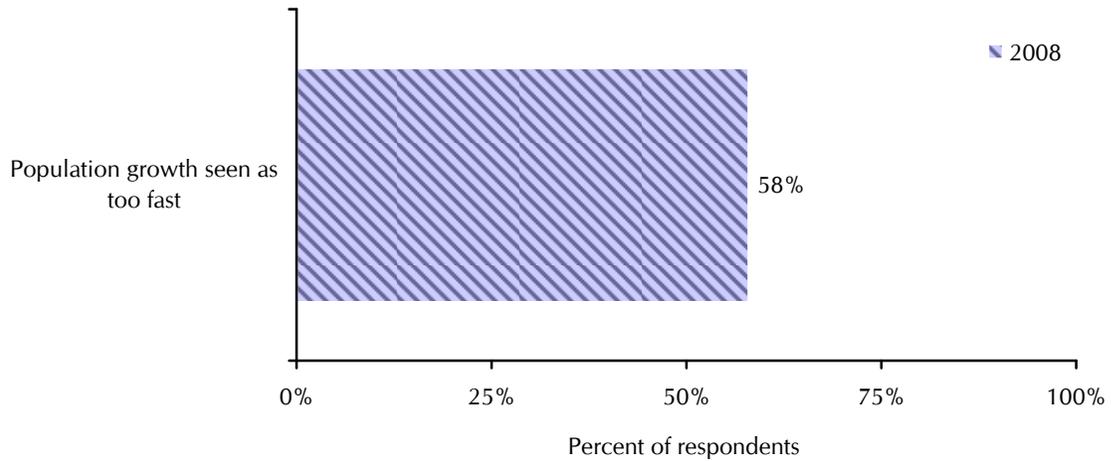


FIGURE 17: POPULATION GROWTH BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Population growth seen as too fast	Similar	Similar

FIGURE 18: RATINGS OF NUISANCE PROBLEMS

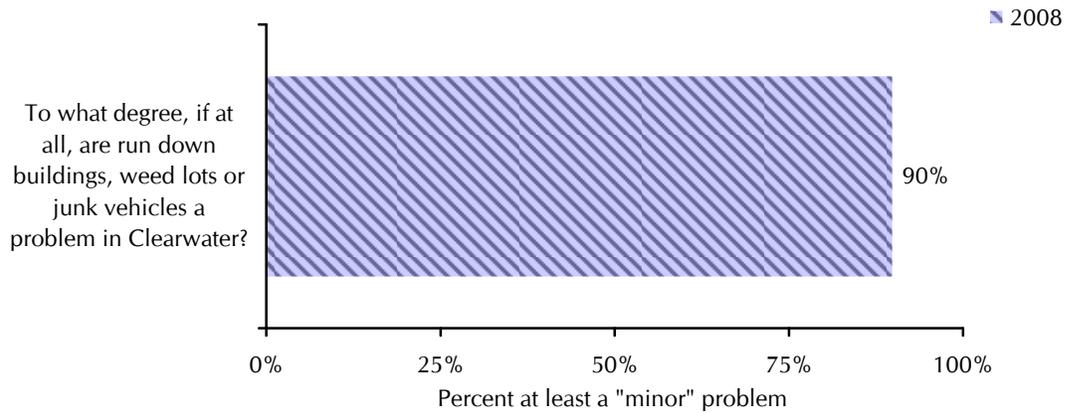
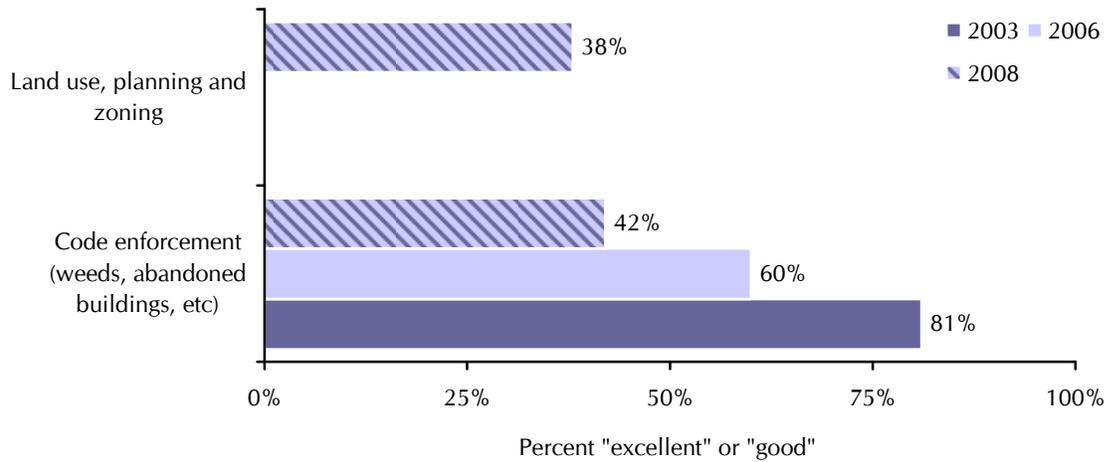


FIGURE 19: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR



Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 20: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Land use, planning and zoning	Similar	Similar
Code enforcement (weeds, abandoned buildings, etc)	Similar	Similar

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 the overall quality of business and service establishments in the city. Receiving the lowest rating was employment opportunities. Comparisons to previous years were not available.

FIGURE 21: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

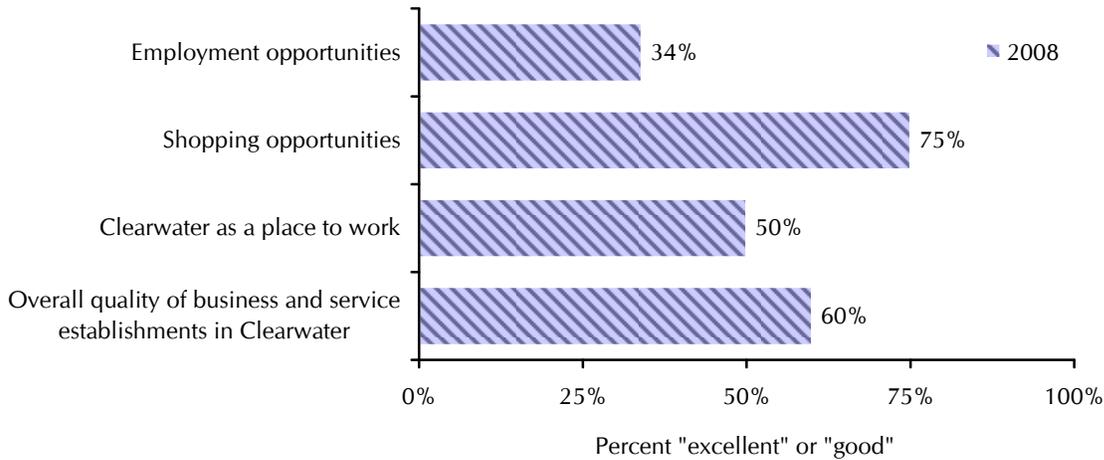


FIGURE 22: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Employment opportunities	Similar	Similar
Shopping opportunities	Above	Above
Place to work	Below	Below
Overall quality of business and service establishments in Clearwater	Similar	Similar

When asked to evaluate the rate of job growth in Clearwater, 81% responded that it was “too slow,” while 20% reported retail growth was occurring “too fast” in Clearwater.

FIGURE 23: RATINGS OF RETAIL AND JOB GROWTH

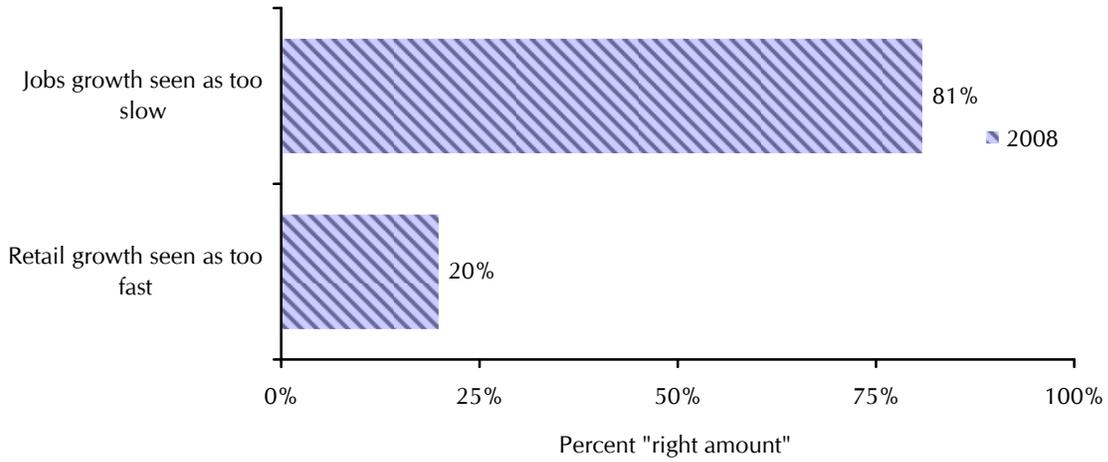


FIGURE 24: JOB AND RETAIL GROWTH BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Jobs growth seen as too slow	Above	Above
Retail growth seen as too fast	Below	Below

FIGURE 25: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

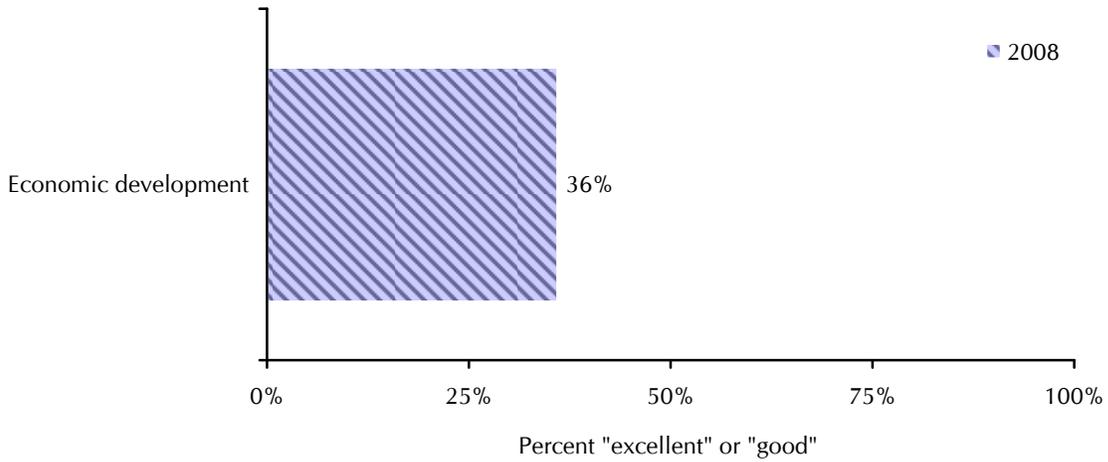


FIGURE 26: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Economic development	Below	Below

Residents were asked to reflect on their economic prospects in the near term. Twelve percent of the City of Clearwater residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family.

FIGURE 27: RATINGS OF PERSONAL ECONOMIC FUTURE

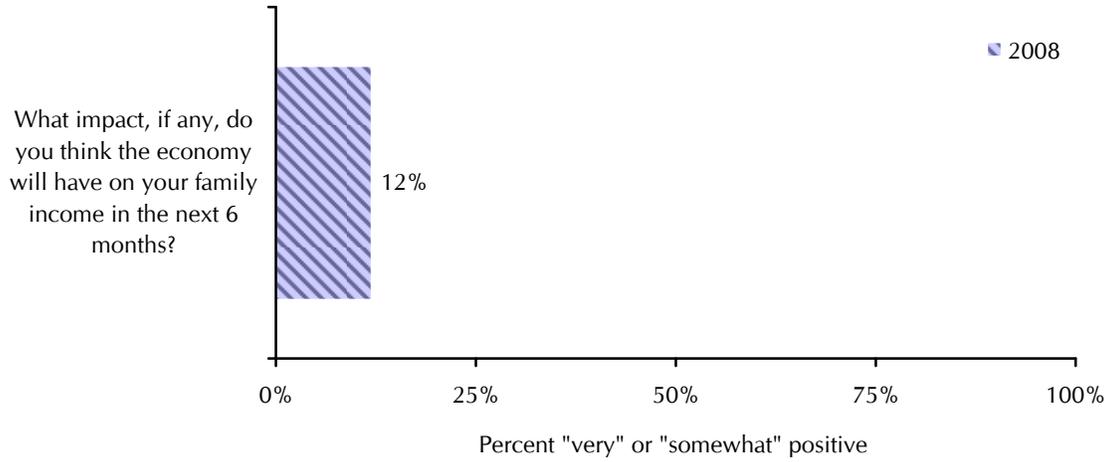


FIGURE 28: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Populations 64,000-149,999 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 the City Clearwater. About 64% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 67% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 29: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

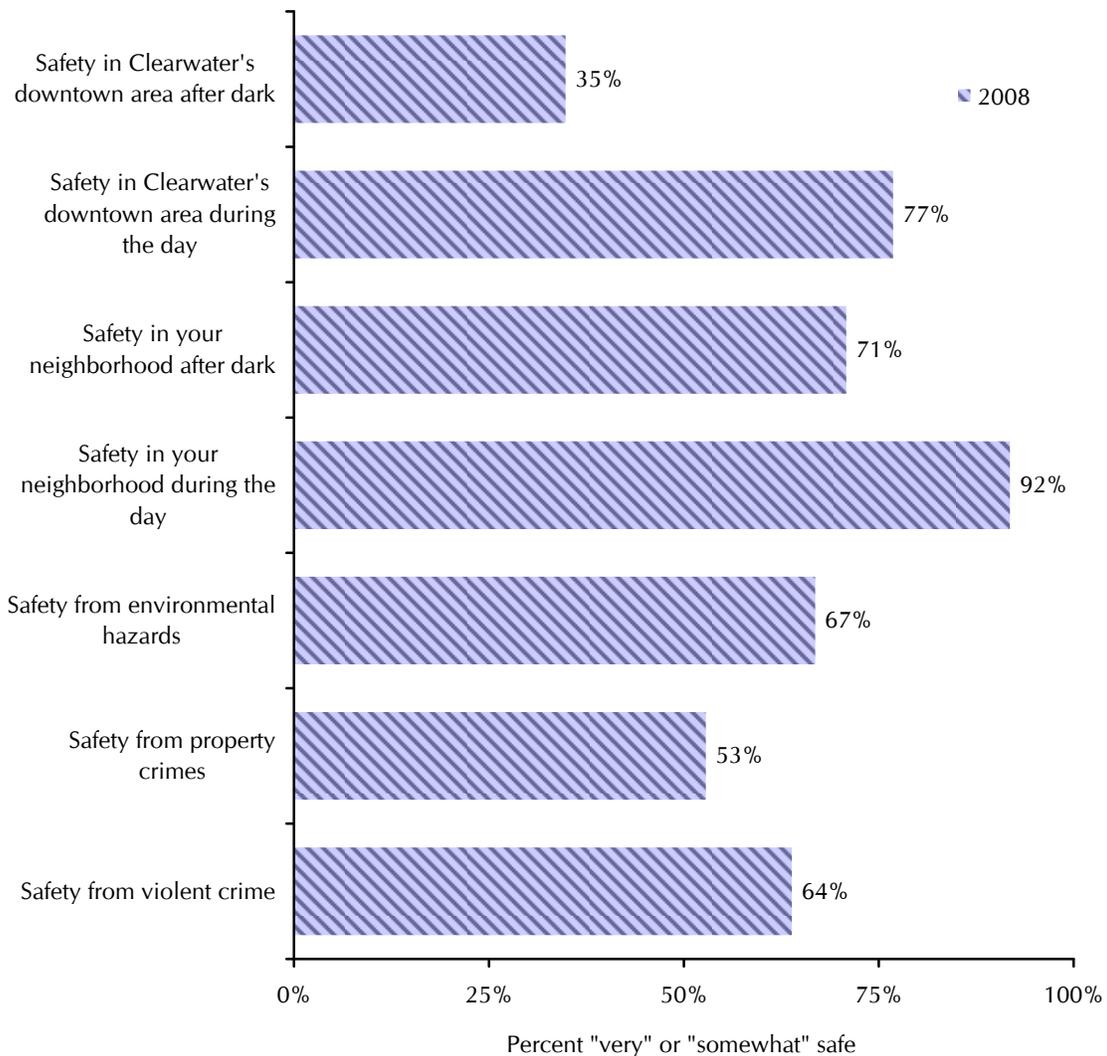


FIGURE 30: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Safety in your neighborhood during the day	Similar	Similar
Safety in your neighborhood after dark	Similar	Similar
Safety in Clearwater's downtown area during the day	Below	Below
Safety in Clearwater's downtown area after dark	Below	Below
Safety from violent crime (e.g., rape, assault, robbery)	Below	Below
Safety from property crimes (e.g., burglary, theft)	Similar	Similar
Toxic waste or other environmental hazard(s)	Below	Below

As assessed by the survey, 16% 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, 76% had reported it to police.

FIGURE 31: CRIME VICTIMIZATION AND REPORTING

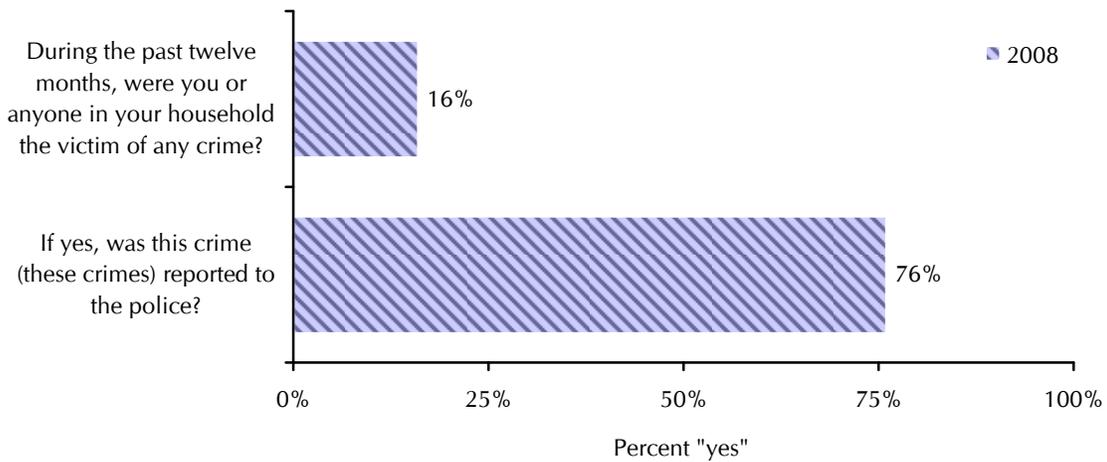
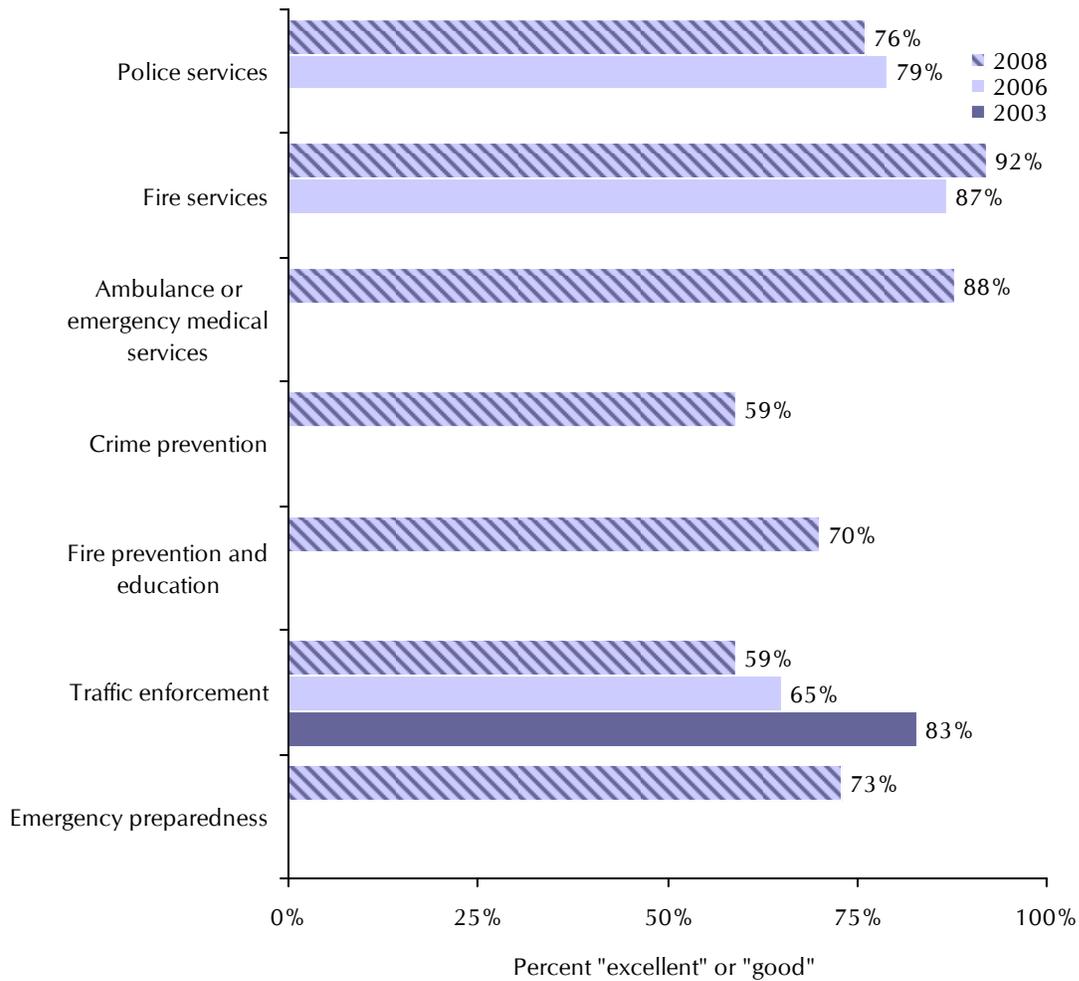


FIGURE 32: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Victim of crime	Similar	Similar
Reported crimes	Similar	Similar

Residents rated seven City public safety services; of these, one was rated above the benchmark comparison, four were rated similar to the benchmark comparison and two were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while crime prevention and traffic enforcement received the lowest ratings. Traffic enforcement was rated lower compared to previous years, although this may be in part to differences in question wording and response scale options between survey years.

FIGURE 33: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR



Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 34: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Police services	Similar	Similar
Fire services	Similar	Similar
EMS/ambulance	Similar	Similar
Crime prevention	Similar	Similar
Fire prevention and education	Below	Similar
Traffic enforcement	Below	Similar
Emergency preparedness	Above	Above

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 the City of Clearwater 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 61% of survey respondents. Cleanliness of Clearwater received the highest rating, and it was below the benchmark.

FIGURE 35: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

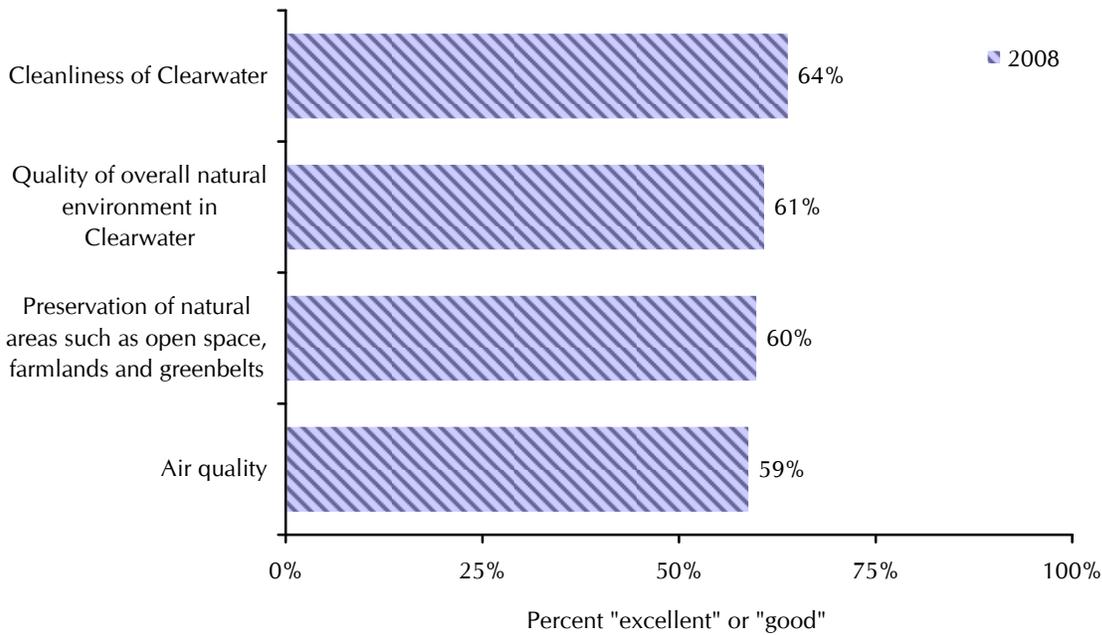


FIGURE 36: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Cleanliness of Clearwater	Below	Below
Quality of overall natural environment in Clearwater	Below	Below
Preservation of natural areas such as open space, farmlands and greenbelts	Similar	Similar
Air quality	Similar	Similar

FIGURE 37: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

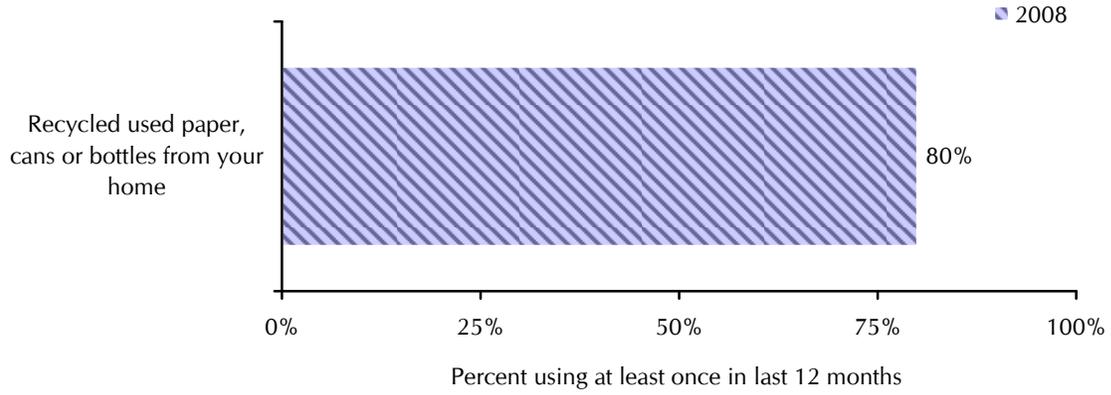
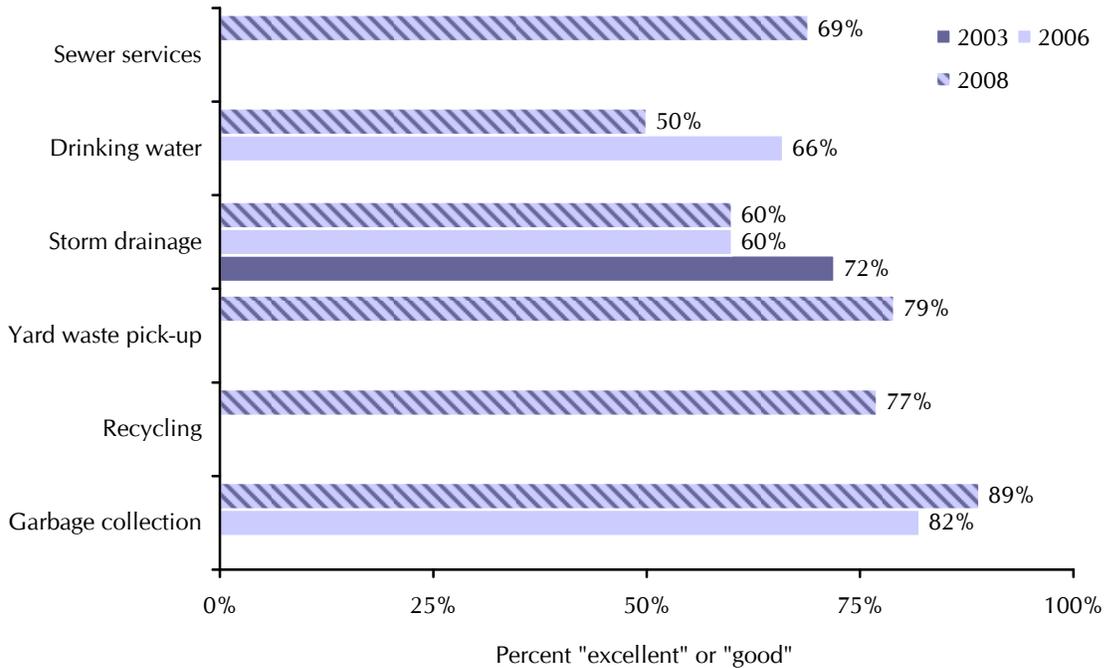


FIGURE 38: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Recycled used paper, cans or bottles from your home	Similar	Similar

Of the six utility services rated by those completing the questionnaire, four were higher than the benchmark comparison, one was similar and one was below the benchmark comparison. These service ratings trends were varied when compared to past surveys, however, differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 39: RATINGS OF UTILITY SERVICES BY YEAR



Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 40: UTILITY SERVICES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Sewer services	Similar	Similar
Drinking water	Below	Below
Storm drainage	Above	Above
Yard waste pick-up	Above	Above
Recycling	Above	Similar
Garbage collection	Above	Above

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 the community's parks and recreation services.

Recreation opportunities in the City of Clearwater were rated positively as were services related to parks and recreation. City parks, recreation programs or classes, and recreation centers or facilities were rated higher than the benchmark. Parks and recreation ratings have varied over time.

FIGURE 41: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

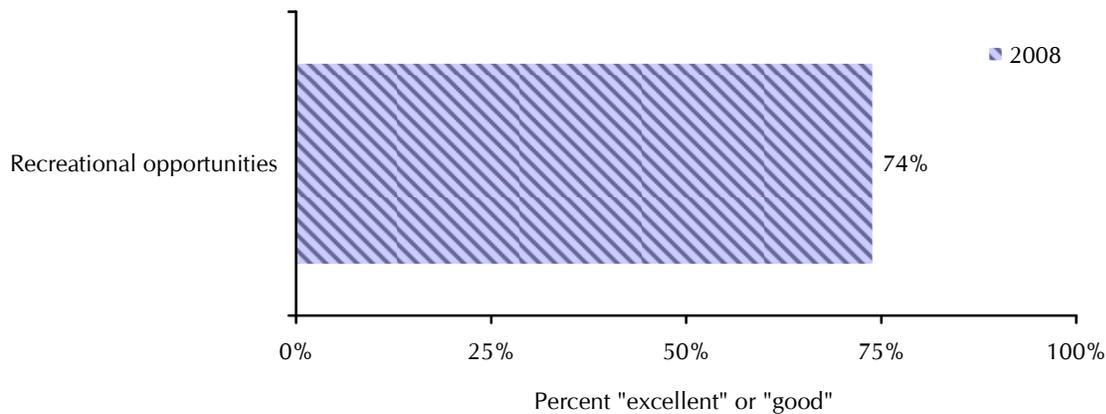
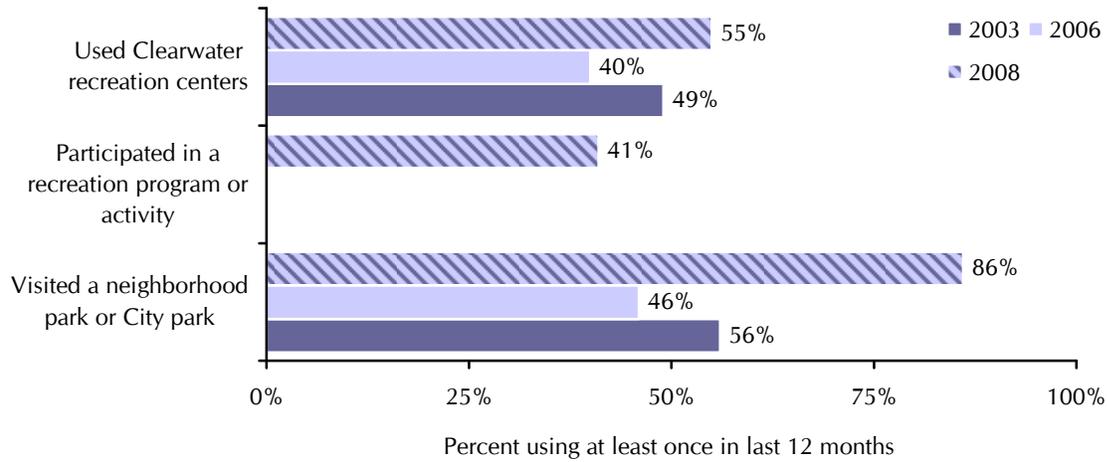


FIGURE 42: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Recreation opportunities	Above	Above

FIGURE 43: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

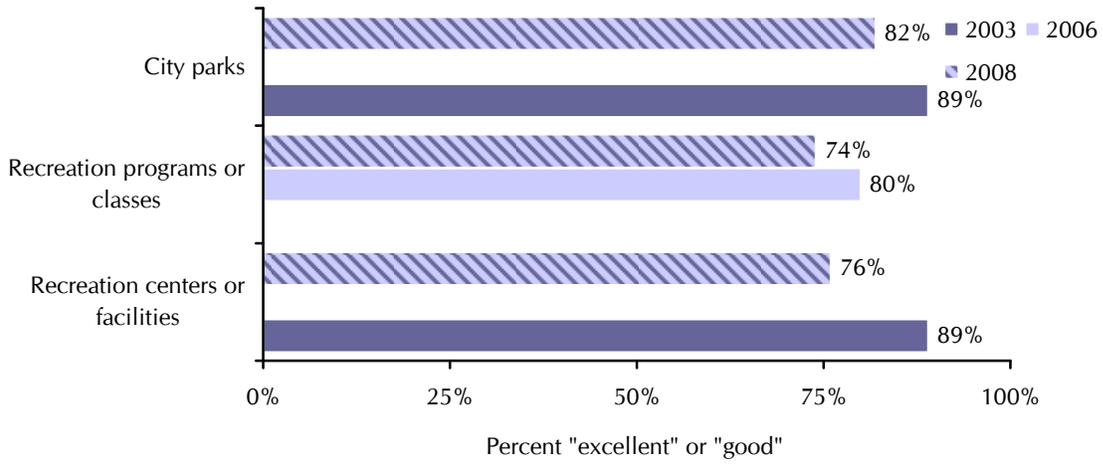


Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 44: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Used Clearwater recreation centers	Similar	Similar
Participated in a recreation program or activity	Below	Below
Visited a neighborhood park or City park	Similar	Similar

FIGURE 45: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR



Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 46: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
City parks	Above	Above
Recreation programs or classes	Above	Similar
Recreation centers or facilities	Above	Above

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 62% of respondents. Educational opportunities were rated as “excellent” or “good” by 55% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, while cultural activity opportunities were rated above the benchmark comparison.

FIGURE 47: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

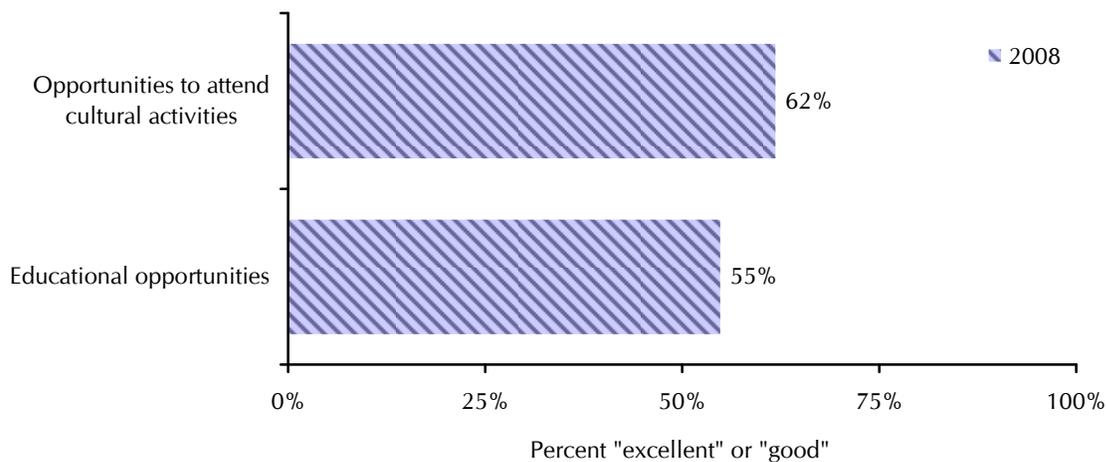
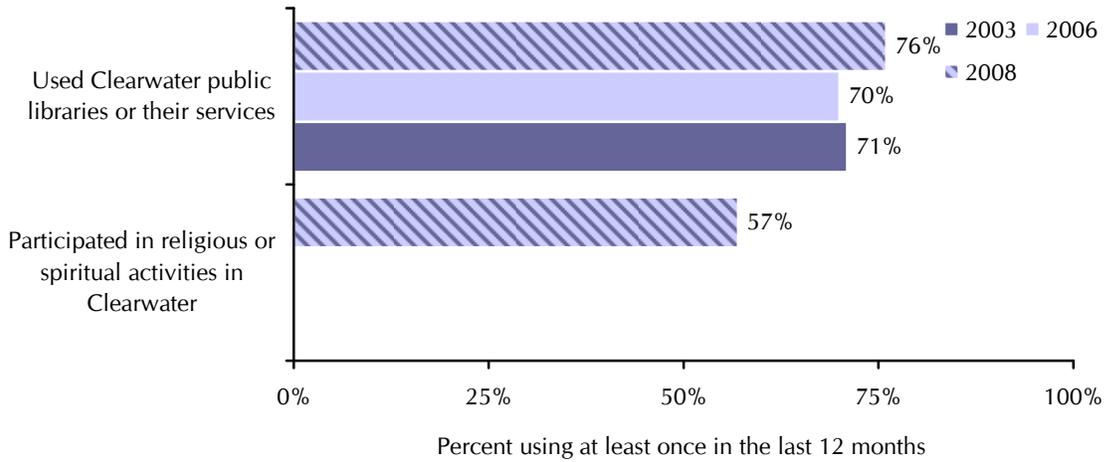


FIGURE 48: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Opportunities to attend cultural activities	Above	Above
Educational opportunities	Below	Below

FIGURE 49: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

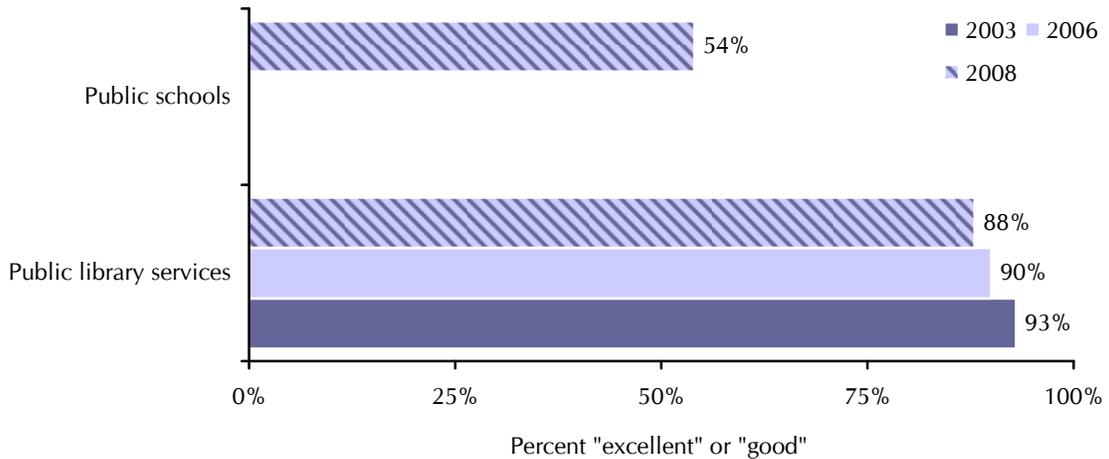


Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 50: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Used Clearwater public libraries or their services	Above	Above
Participated in religious or spiritual activities in Clearwater	Above	Above

FIGURE 51: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR



Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 52: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Public schools	Below	Below
Public library services	Above	Above

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 the City of Clearwater 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 the City of Clearwater, while the availability for affordable quality healthcare was rated less favorably by residents.

FIGURE 53: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

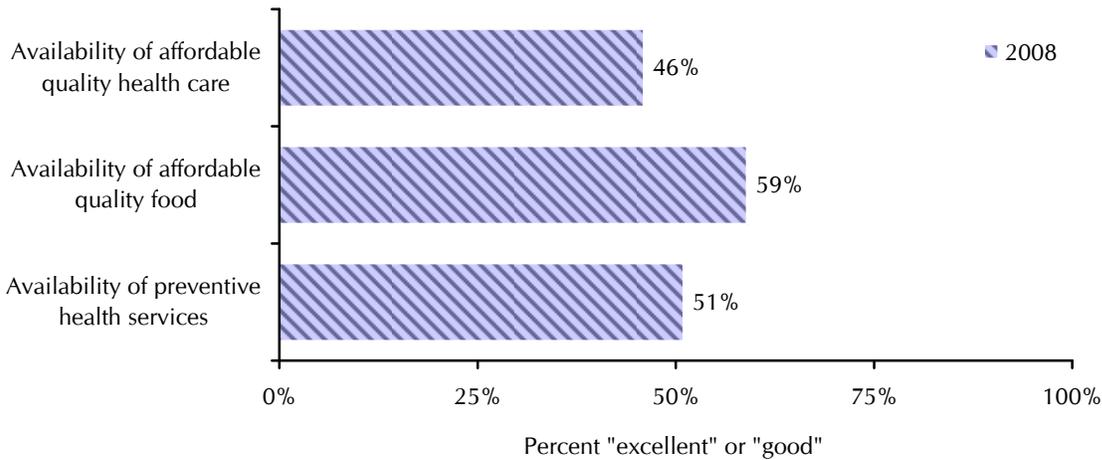


FIGURE 54: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Availability of affordable quality health care	Similar	Similar
Availability of affordable quality food	Similar	Similar
Availability of preventive health services	Similar	Similar

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 the City of Clearwater 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 the City of Clearwater 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 the local sense of community was “excellent” or “good.” Most survey respondents felt the City of Clearwater was open and accepting towards people of diverse backgrounds. Availability of affordable quality childcare was rated the lowest by residents and was lower than the benchmark.

FIGURE 55: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

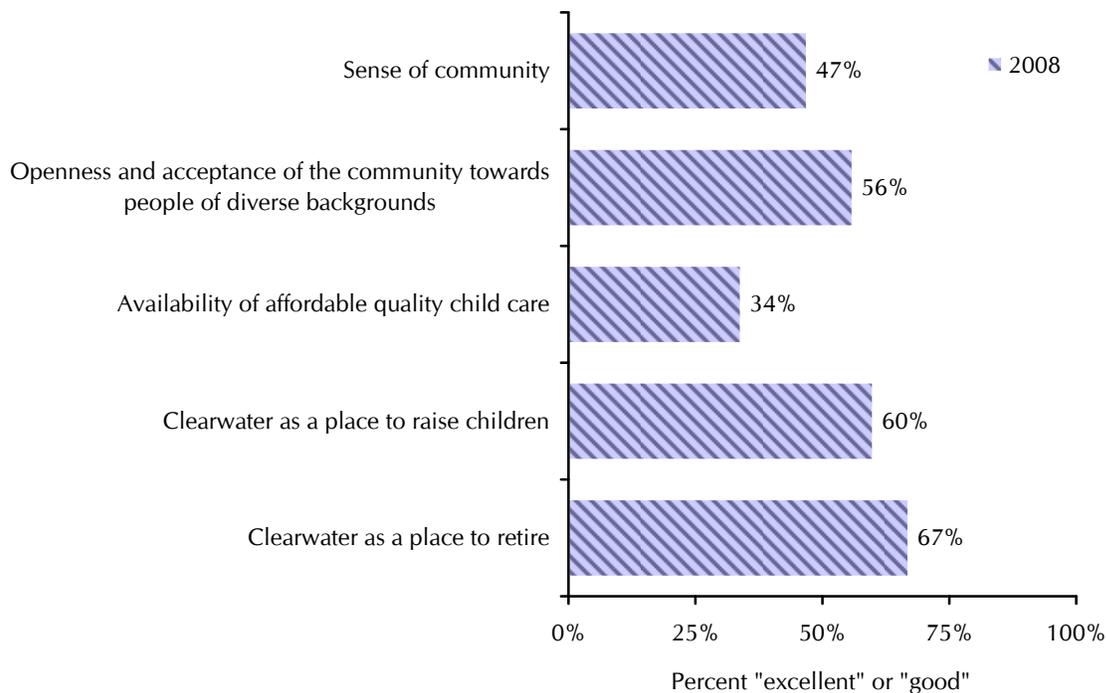


FIGURE 56: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Sense of community	Below	Below
Openness and acceptance of the community toward people of diverse backgrounds	Similar	Similar
Availability of affordable quality child care	Below	Similar
Clearwater as a place to raise kids	Below	Below
Clearwater as a place to retire	Above	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 61% to 43% with ratings of “excellent” or “good.” All three services were the same as the benchmark. Comparisons to previous years were not available.

FIGURE 57: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

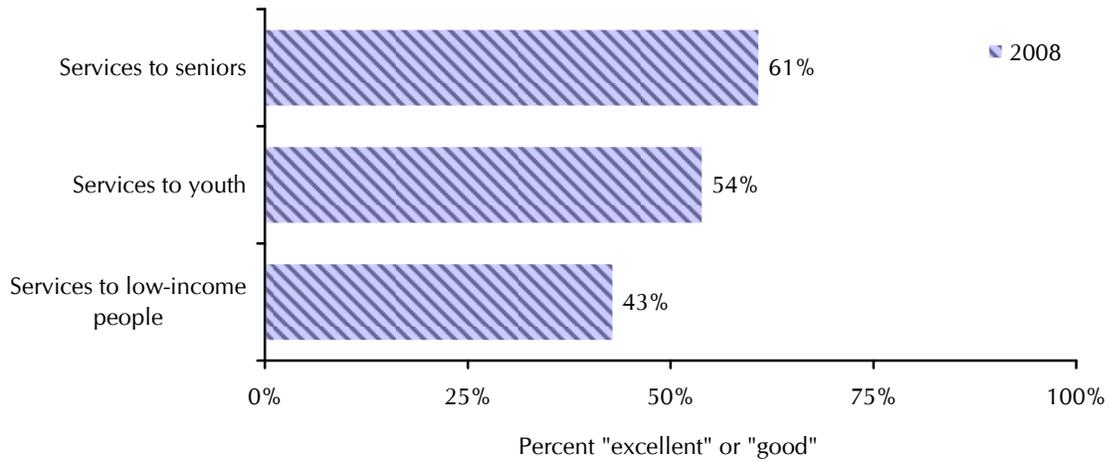


FIGURE 58: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Services to seniors	Similar	Similar
Services to youth	Similar	Similar
Services to low income residents	Similar	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 your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

Civic Activity

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

FIGURE 59: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

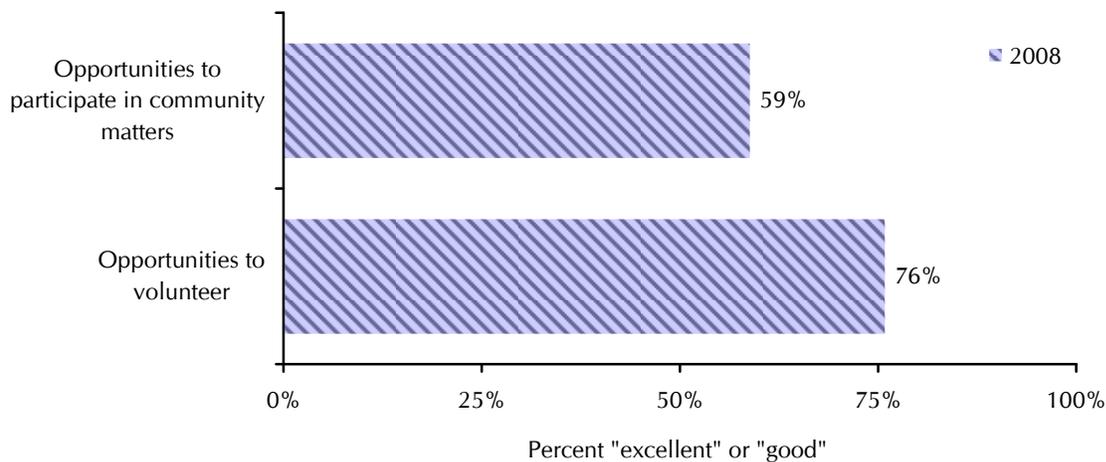
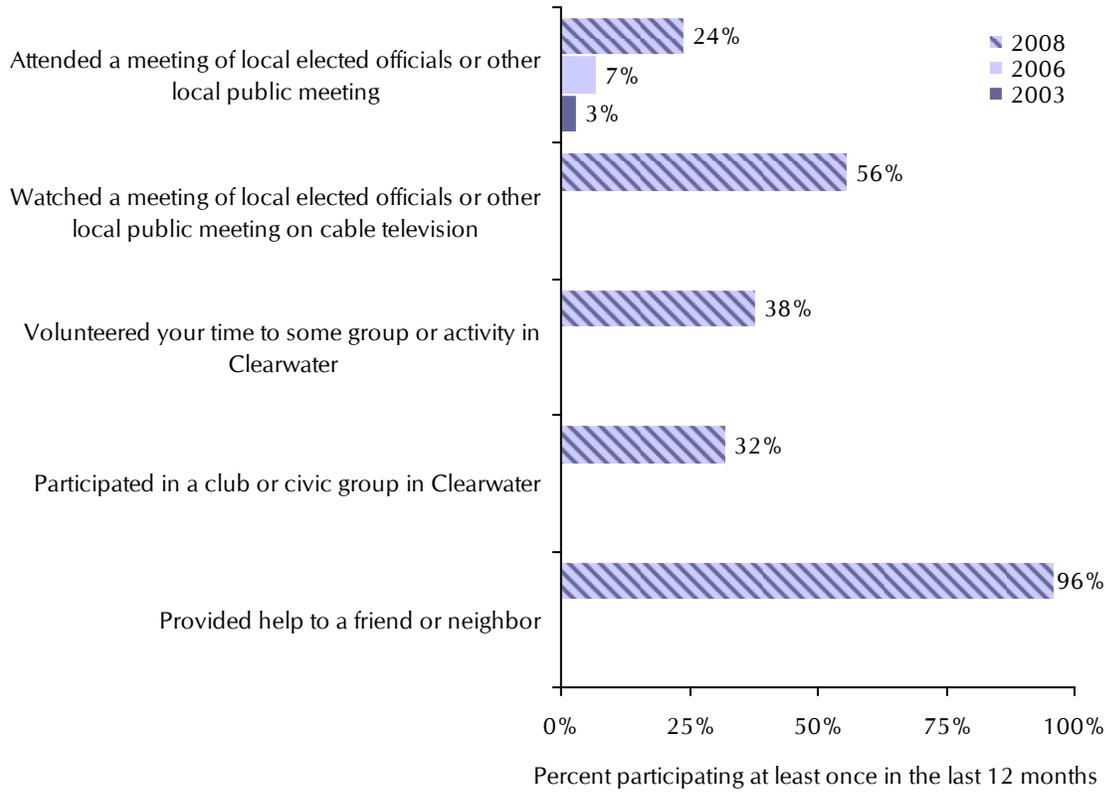


FIGURE 60: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Opportunities to participate in community matters	Similar	Similar
Opportunities to volunteer	Similar	Similar

Most of the participants in this survey had not attended a public meeting in the 12 months prior, but the vast majority had helped a friend.

FIGURE 61: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

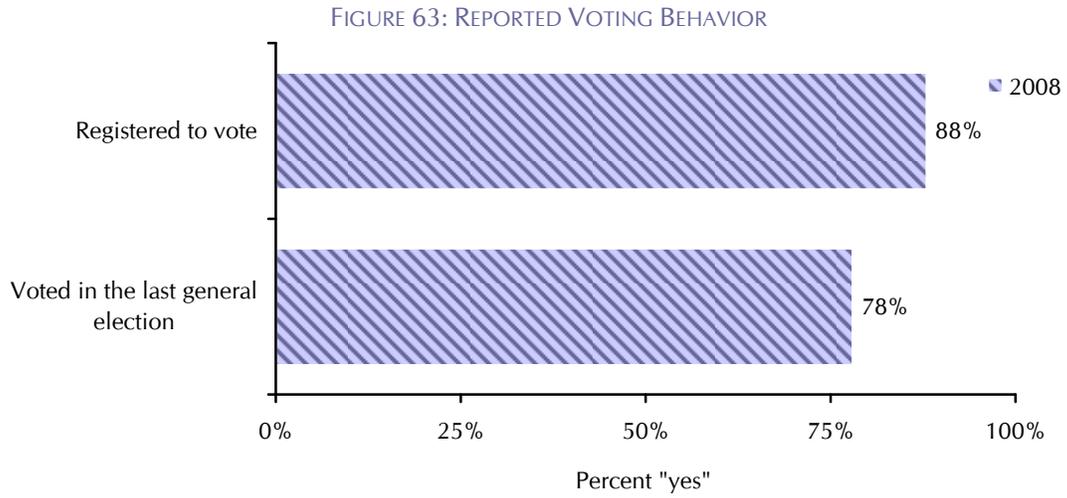


Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 62: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Attended a meeting of local elected officials or other local public meeting	Below	Below
Watched a meeting of local elected officials or other local public meeting on cable television	Above	Above
Volunteered your time to some group or activity in Clearwater	Below	Below
Participated in a club or civic group in Clearwater	Similar	Similar
Provided help to a friend or neighbor	Similar	Similar

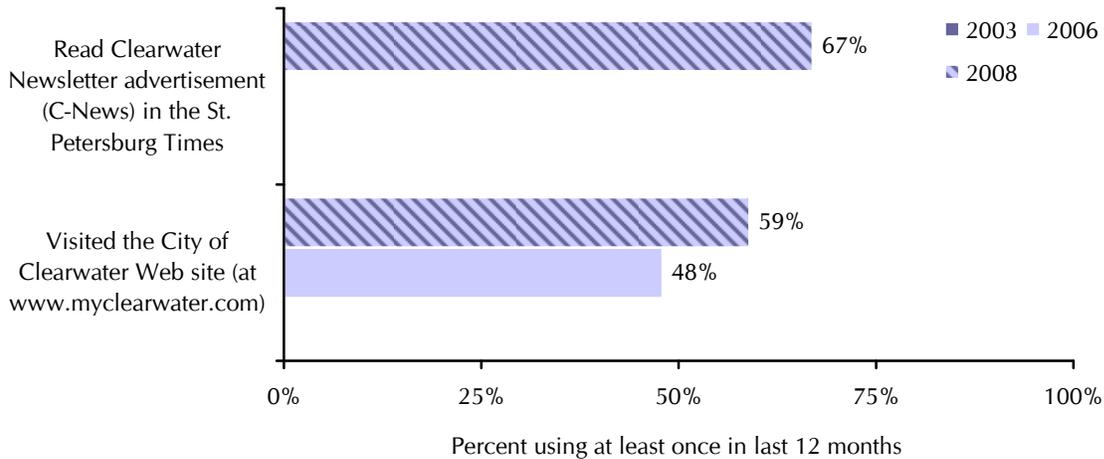
City of Clearwater residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-eight percent reported they were registered to vote; 78% indicated they had voted in the last general election.



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 City of Clearwater Web site in the previous 12 months, 59% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 64: USE OF INFORMATION SOURCES BY YEAR



Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 65: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Read Clearwater Newsletter advertisement (C-News) in the St. Petersburg Times	Below	Below
Visited the City of Clearwater Web site (at www.myclearwater.com)	Similar	Similar

FIGURE 66: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

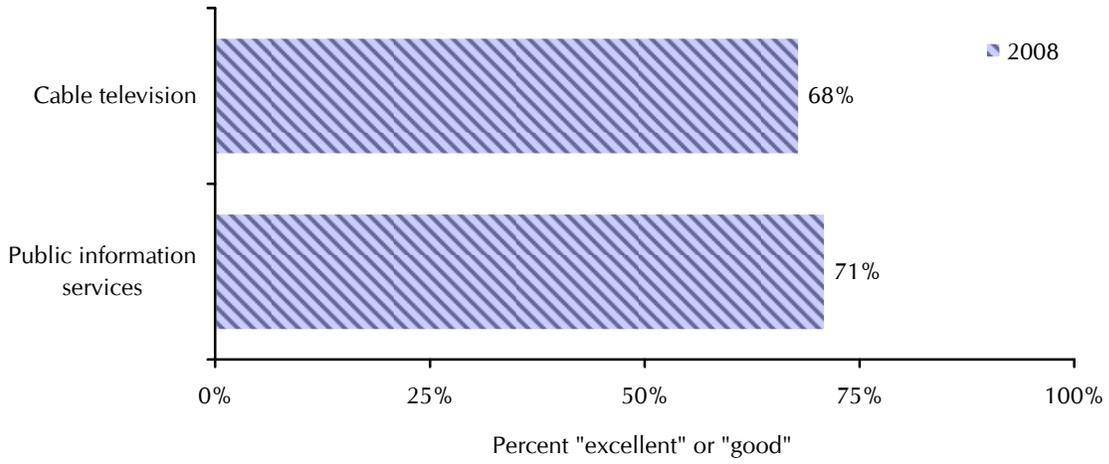


FIGURE 67: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Cable television	Above	Above
Public information services	Above	Above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 61% of respondents, which was similar to other communities across the nation. Comparisons to previous years were not available.

FIGURE 68: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

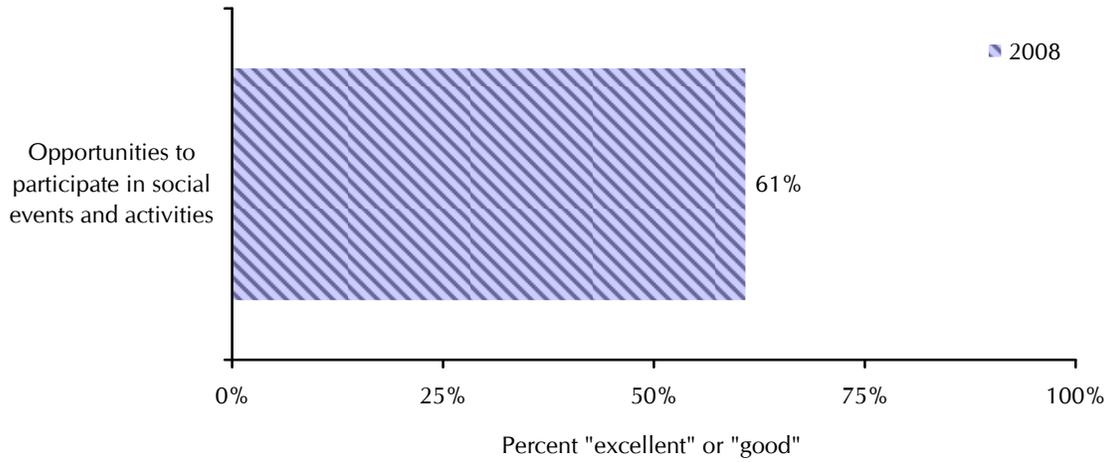
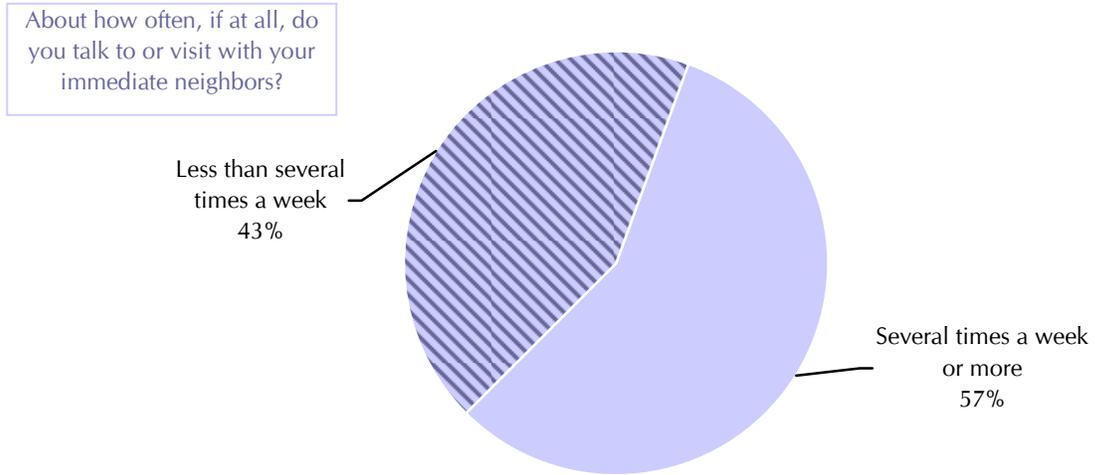


FIGURE 69: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Opportunities to participate in social events and activities	Similar	Similar

Residents in Clearwater reported a fair amount of neighborliness. More than half indicated talking or visiting with their neighbors several times a week or more frequently.

FIGURE 70: CONTACT WITH IMMEDIATE NEIGHBORS



Note: This question was not asked in previous surveys.

FIGURE 71: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

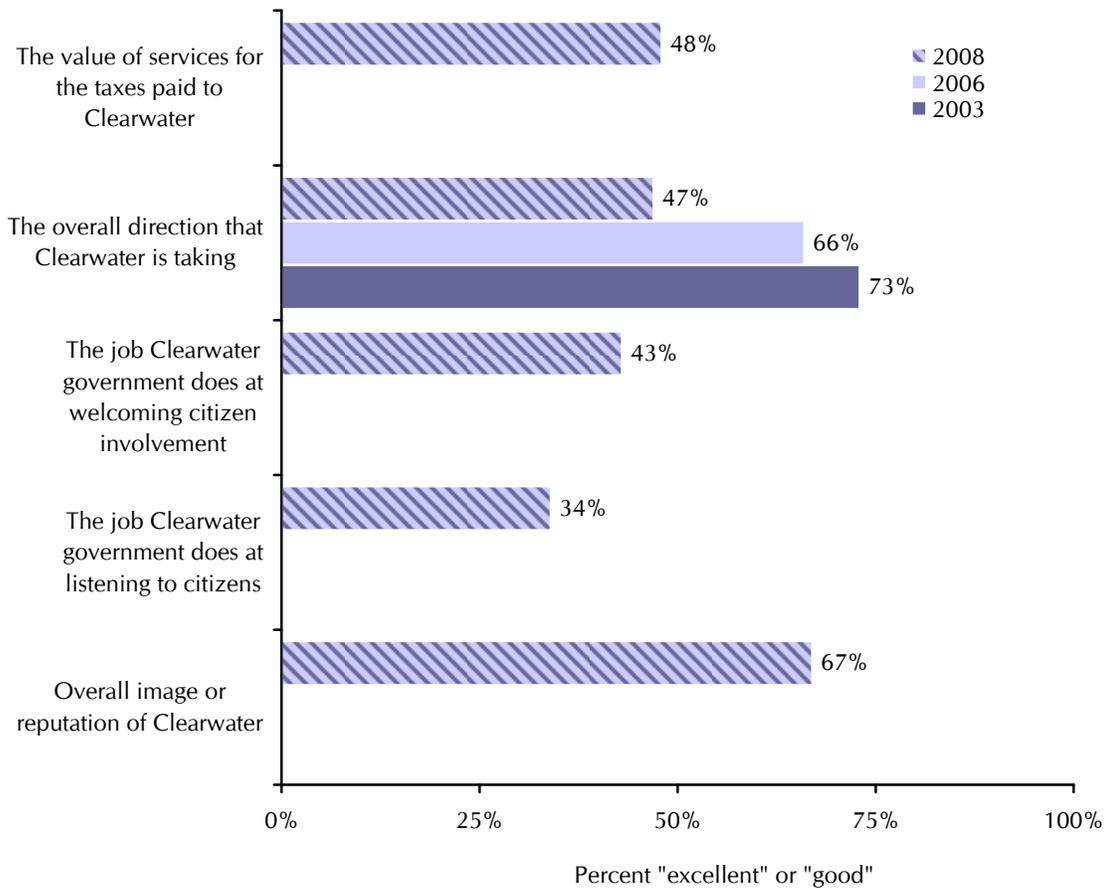
	National comparison	Populations 64,000-149,999 comparison
Has contact with neighbors at least once per month	Similar	Similar

PUBLIC TRUST

Residents are more likely to cooperate with the proposals and policies advanced by their community leaders when trust in local government officials runs high. Trust can be measured in residents' opinions about the overall direction the City of Clearwater 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 the City of Clearwater could be compared to 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 the City of Clearwater may be colored by their dislike of what all levels of government provide.

About half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Clearwater does at listening to citizens, 34% rated it as "excellent" or "good."

FIGURE 72: PUBLIC TRUST RATINGS BY YEAR



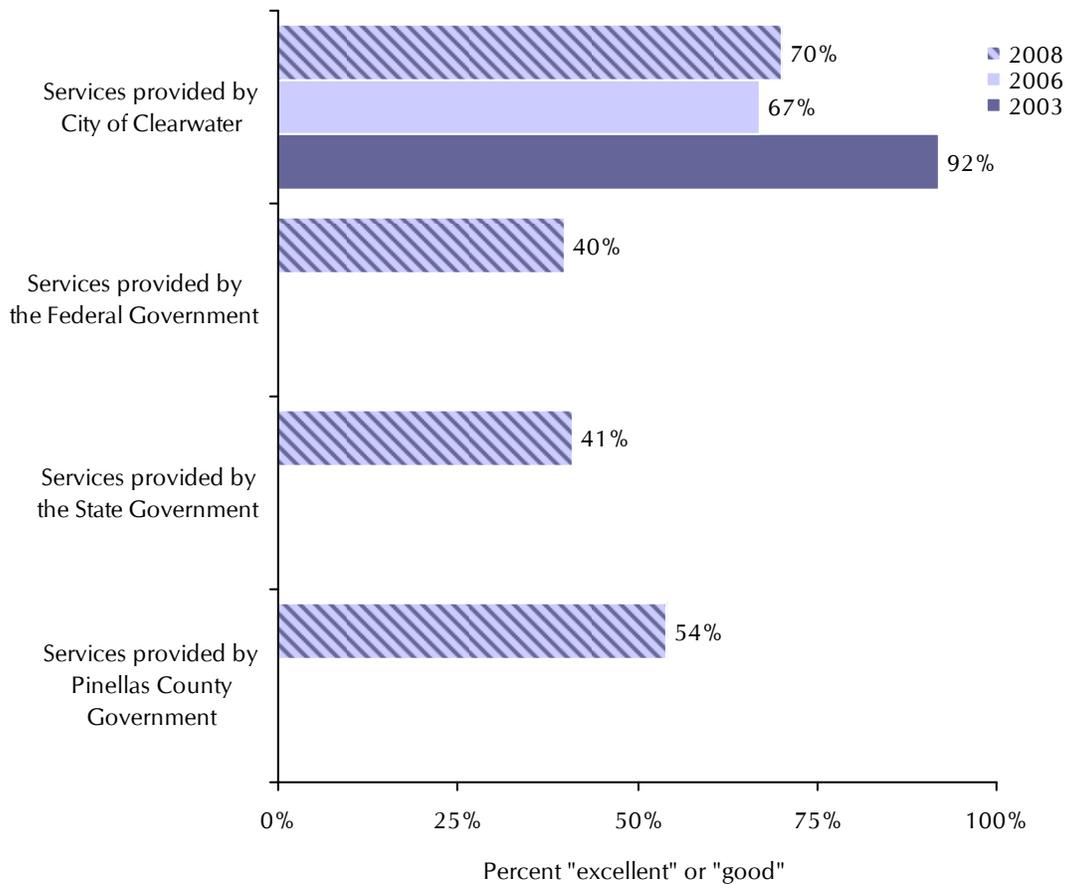
Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 73: PUBLIC TRUST BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Value of services for the taxes paid to Clearwater	Below	Below
The overall direction that Clearwater is taking	Below	Below
Job Clearwater government does at welcoming citizen involvement	Below	Below
Job Clearwater government does at listening to citizens	Below	Below
Overall image or reputation of Clearwater	Similar	Similar

On average, residents of the City of Clearwater gave the highest evaluations to their own local government and the lowest average rating to the Federal and State governments. The overall quality of services delivered by the City of Clearwater was rated as “excellent” or “good” by 70% of survey participants. The City of Clearwater’s rating was similar to the benchmark when compared to other communities in the United States. Ratings of overall City services have fluctuated over the last five years, but these changes may be due to the different ways in which this question has been asked in the past.

FIGURE 74: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR



Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 75: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

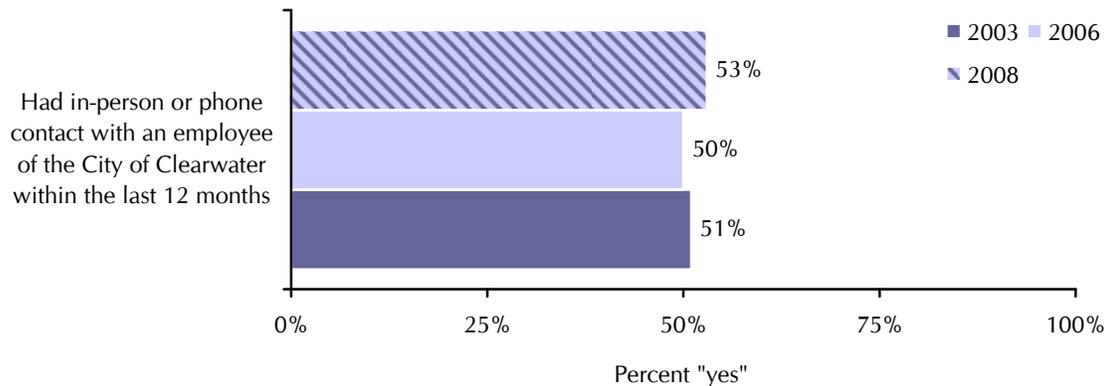
	National comparison	Populations 64,000-149,999 comparison
Services provided by the City of Clearwater	Similar	Similar
Services provided by the Federal Government	Similar	Similar
Services provided by the State Government	Similar	Similar
Pinellas County government general	Above	Similar

City of Clearwater Employees

The employees of the City of Clearwater who interact with the public create the first impression that most residents have of the City of Clearwater. 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 the City of Clearwater. 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 the City of Clearwater staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person or over the phone in the last 12 months; the 53% who reported that they had been in contact were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 75% of respondents rated their overall impression as "excellent" or "good." Employee ratings were similar to the national benchmark. Ratings of employee courtesy in 2008 were similar to ratings received in 2006.

FIGURE 76: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

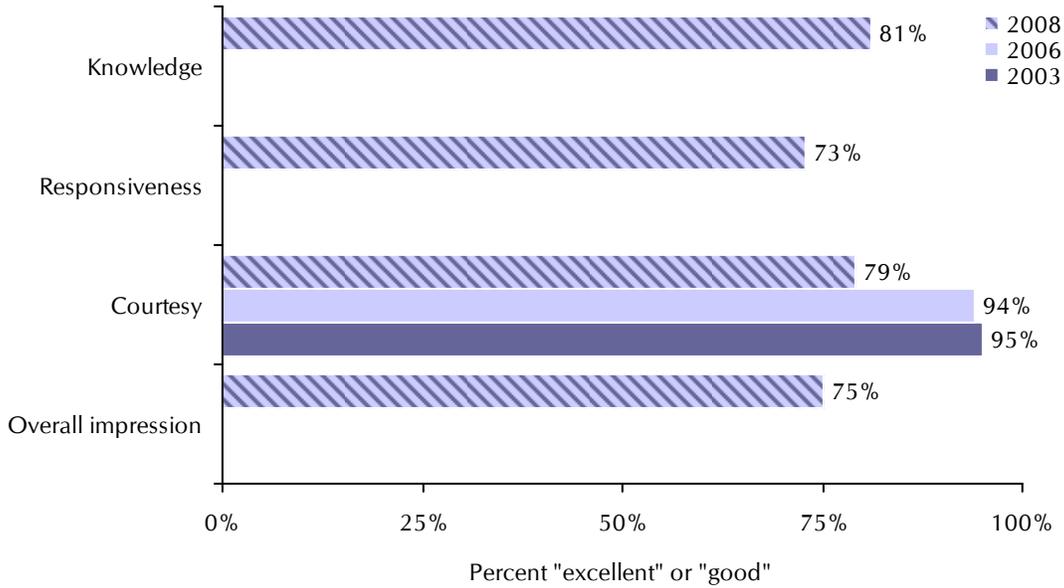


Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 77: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
Had contact with city employee(s) in last 12 months	Below	Below

FIGURE 78: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR



Differences in ratings over time may be at least partially attributable to changes in question wording and response options.

FIGURE 79: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Populations 64,000-149,999 comparison
City employee knowledge	Similar	Similar
City employee responsiveness	Similar	Similar
City employee courteousness	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 the City of Clearwater by examining the relationships between ratings of each service and ratings of the City of Clearwater's overall services. Those key driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Clearwater 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 Clearwater Key Driver Analysis were:

- Economic development
- Public schools
- Emergency preparedness
- Police services

CITY OF CLEARWATER ACTION CHART

The 2008 City of Clearwater Action Chart™ on the following page combines three dimensions of performance:

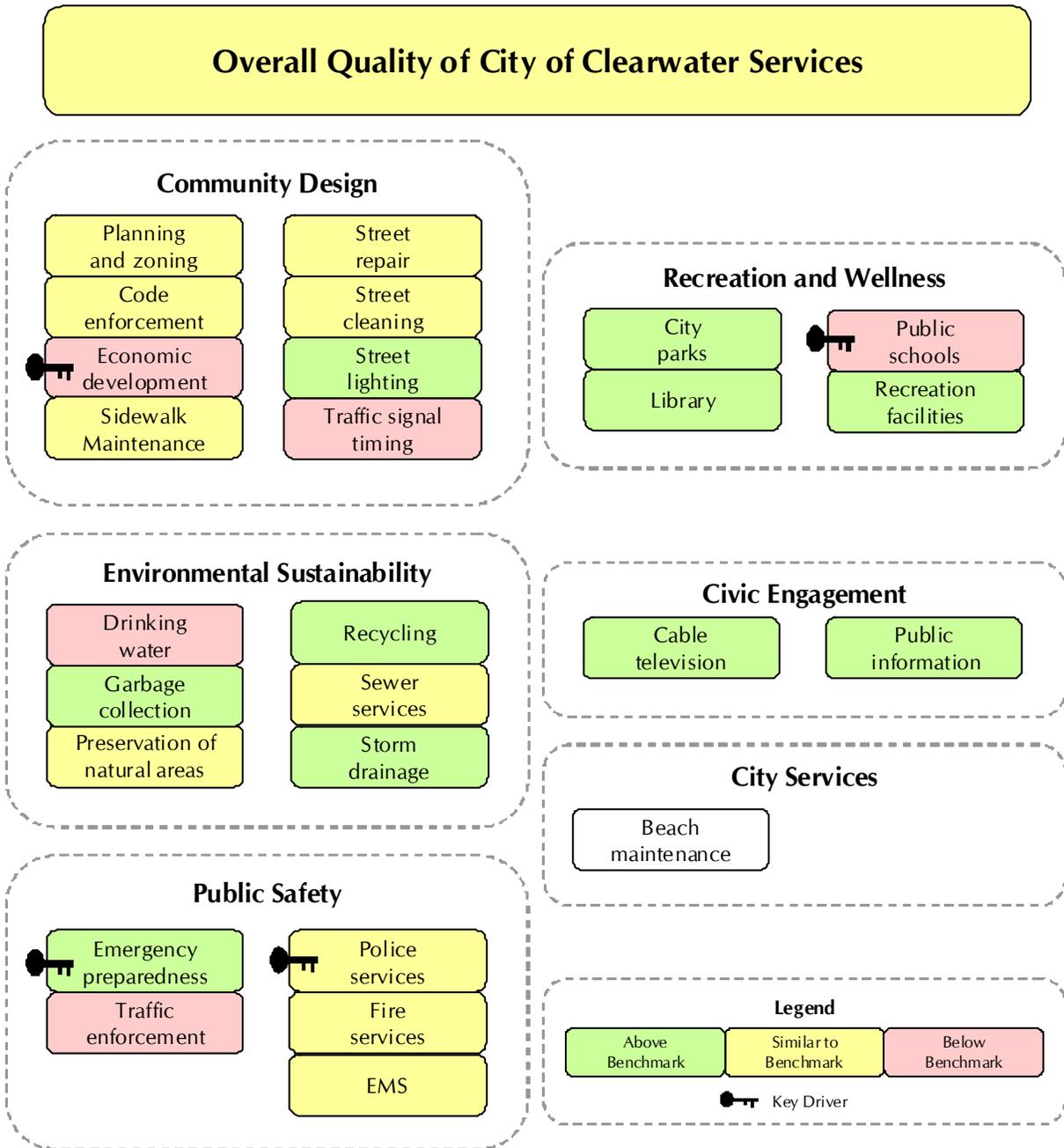
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black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

Twenty-six services were included in the KDA for the City of Clearwater. Of these, 10 were above the benchmark, five were below the benchmark and 10 were similar to the benchmark (no comparison was available for beach maintenance).

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In Clearwater, economic development and public schools were below the benchmark and police 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 (beginning on page 62) for the percent “don’t know” for each service.

FIGURE 80: CITY OF CLEARWATER ACTION CHART™



Using Your Action Chart™

The key drivers derived for the City of Clearwater provide a list of those services that are uniquely related to overall service quality here. 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 the City of Clearwater, NRC lists the key drivers derived from tens of thousands of resident responses from across the county. This list is updated every three years 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 the City of Clearwater key drivers that overlap core services or the nationally derived keys.

FIGURE 81: KEY DRIVERS COMPARED

Service	City of Clearwater Key Drivers	National Key Drivers	Core Services
Code enforcement			✓
Economic development	✓	✓	
Emergency preparedness	✓		
EMS			✓
Fire			✓
Garbage collection			✓
Land use planning and zoning		✓	
Police services	✓	✓	✓
Public information services		✓	
Public schools	✓	✓	
Sewer			✓
Storm drainage			✓
Street repair			✓
Water			✓

POLICY QUESTIONS

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

Question 18a: Policy Question 1					
How important, if at all, is it for community facilities, like a recreation center or a library to be...	Essential	Very important	Somewhat important	Not at all important	Total
Within walking distance of your home	13%	26%	34%	27%	100%
In your neighborhood or any nearby neighborhood	15%	38%	30%	17%	100%
Within 10 minutes of your home	19%	39%	28%	15%	100%
Within 30 minutes of your home	25%	23%	27%	25%	100%

Question 18b: Policy Question 2	
In order to keep existing recreation centers and libraries open, the City might need to consider reducing hours. To what extent do you support or oppose this potential solution?	Percent of respondents
Strongly support	24%
Somewhat support	44%
Somewhat oppose	19%
Strongly oppose	14%
Total	100%

Question 18c: Policy Question 3					
If the Harborview Center in downtown were redeveloped to what degree do you support or oppose each of the following types of development?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Mostly residential with some retail	17%	37%	21%	25%	100%
Mostly office with some retail	8%	41%	29%	22%	100%
Mostly hotel with some retail	9%	36%	25%	31%	100%
Mostly retail with some residential, office or hotel	21%	39%	22%	17%	100%
Retail only	17%	35%	21%	27%	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 Clearwater:	Excellent	Good	Fair	Poor	Total
Clearwater as a place to live	22%	60%	15%	2%	100%
Your neighborhood as a place to live	31%	45%	18%	6%	100%
Clearwater as a place to raise children	17%	43%	33%	7%	100%
Clearwater as a place to work	12%	38%	33%	17%	100%
Clearwater as a place to retire	26%	41%	24%	9%	100%
The overall quality of life in Clearwater	17%	58%	22%	3%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Clearwater as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	6%	41%	40%	12%	100%
Openness and acceptance of the community towards people of diverse backgrounds	9%	47%	34%	11%	100%
Overall appearance of Clearwater	13%	54%	28%	6%	100%
Cleanliness of Clearwater	13%	52%	29%	7%	100%
Overall quality of new development in Clearwater	7%	43%	37%	13%	100%
Variety of housing options	10%	46%	31%	13%	100%
Overall quality of business and service establishments in Clearwater	11%	48%	35%	5%	100%
Shopping opportunities	23%	52%	19%	6%	100%
Opportunities to attend cultural activities	14%	48%	30%	9%	100%
Recreational opportunities	26%	48%	22%	4%	100%
Employment opportunities	5%	29%	40%	26%	100%
Educational opportunities	11%	44%	37%	8%	100%
Opportunities to participate in social events and activities	14%	47%	33%	6%	100%
Opportunities to volunteer	24%	52%	21%	3%	100%
Opportunities to participate in community matters	12%	47%	30%	11%	100%
Ease of car travel in Clearwater	9%	34%	38%	20%	100%
Ease of bus travel in Clearwater	8%	29%	36%	27%	100%
Ease of bicycle travel in Clearwater	11%	33%	34%	22%	100%
Ease of walking in Clearwater	13%	38%	32%	17%	100%
Availability of paths and walking trails	21%	44%	23%	12%	100%
Traffic flow on major streets	4%	25%	43%	28%	100%
Amount of public parking	4%	22%	39%	35%	100%
Availability of affordable quality housing	3%	26%	42%	29%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Clearwater as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality child care	5%	29%	41%	25%	100%
Availability of affordable quality health care	9%	38%	34%	20%	100%
Availability of affordable quality food	11%	49%	33%	8%	100%
Availability of preventive health services	9%	42%	34%	15%	100%
Air quality	11%	48%	36%	5%	100%
Quality of overall natural environment in Clearwater	14%	48%	32%	7%	100%
Overall image or reputation of Clearwater	14%	53%	28%	5%	100%
Quality of beach	41%	44%	13%	2%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Clearwater over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	2%	5%	34%	39%	19%	100%
Retail growth (stores, restaurants, etc.)	5%	17%	57%	15%	5%	100%
Jobs growth	30%	51%	16%	2%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Clearwater?	Percent of respondents
Not a problem	10%
Minor problem	37%
Moderate problem	42%
Major problem	11%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Clearwater:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	19%	45%	19%	13%	4%	100%
Property crimes (e.g., burglary, theft)	12%	41%	21%	19%	7%	100%
Environmental hazards, including toxic waste	26%	41%	20%	9%	3%	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	61%	32%	3%	3%	1%	100%
In your neighborhood after dark	30%	41%	11%	13%	4%	100%
In Clearwater's downtown area during the day	37%	40%	13%	9%	1%	100%
In Clearwater's downtown area after dark	10%	25%	23%	29%	13%	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	84%
Yes	16%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	24%
Yes	76%
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 Clearwater?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Clearwater public libraries or their services	24%	24%	29%	12%	11%	100%
Used Clearwater recreation centers	45%	25%	17%	7%	7%	100%
Participated in a recreation program or activity	59%	22%	11%	3%	5%	100%
Visited a neighborhood park or City park	14%	25%	39%	12%	10%	100%
Attended a meeting of local elected officials or other local public meeting	76%	17%	6%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	44%	31%	17%	6%	2%	100%
Read Clearwater Newsletter advertisement (C-News) in the St. Petersburg Times	33%	22%	21%	10%	14%	100%
Visited the City of Clearwater Web site (at www.myclearwater.com)	41%	24%	24%	7%	4%	100%
Recycled used paper, cans or bottles from your home	20%	8%	12%	9%	51%	100%
Volunteered your time to some group or activity in Clearwater	62%	16%	10%	5%	7%	100%
Participated in religious or spiritual activities in Clearwater	43%	15%	11%	7%	24%	100%
Participated in a club or civic group in Clearwater	68%	14%	7%	4%	6%	100%
Provided help to a friend or neighbor	4%	23%	38%	19%	17%	100%
Visited a Clearwater beach	9%	19%	36%	16%	20%	100%
Used alternative transportation (carpool, bike, etc.)	49%	18%	14%	5%	13%	100%
Watched a meeting of local elected officials or other local public meeting on a streaming video	77%	12%	7%	3%	1%	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	28%
Several times a week	29%
Several times a month	19%
Once a month	9%
Several times a year	6%
Once a year or less	5%
Never	4%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Clearwater:	Excellent	Good	Fair	Poor	Total
Police services	22%	54%	18%	6%	100%
Fire services	41%	51%	7%	1%	100%
Ambulance or emergency medical services	41%	47%	11%	1%	100%
Crime prevention	11%	48%	31%	10%	100%
Fire prevention and education	18%	52%	25%	6%	100%
Traffic enforcement	11%	48%	26%	15%	100%
Street repair	7%	44%	35%	14%	100%
Street cleaning	12%	51%	29%	8%	100%
Street lighting	13%	55%	28%	5%	100%
Sidewalk maintenance	8%	49%	30%	13%	100%
Traffic signal timing	6%	36%	30%	28%	100%
Bus or transit services	14%	42%	26%	18%	100%
Garbage collection	36%	53%	11%	0%	100%
Recycling	29%	48%	16%	7%	100%
Yard waste pick-up	34%	46%	18%	3%	100%
Storm drainage	13%	47%	31%	9%	100%
Drinking water	10%	40%	27%	23%	100%
Sewer services	13%	57%	26%	5%	100%
City parks	30%	53%	15%	2%	100%
Recreation programs or classes	21%	53%	22%	3%	100%
Recreation centers or facilities	22%	54%	22%	2%	100%
Land use, planning and zoning	4%	34%	35%	27%	100%
Code enforcement (weeds, abandoned buildings, etc)	6%	36%	37%	21%	100%
Economic development	4%	31%	43%	21%	100%
Services to seniors	12%	49%	28%	11%	100%
Services to youth	8%	47%	32%	13%	100%
Services to low-income people	9%	34%	34%	23%	100%
Public library services	36%	52%	11%	1%	100%
Public information services	14%	57%	24%	5%	100%
Public schools	13%	41%	30%	16%	100%
Cable television	18%	50%	27%	6%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	53%	22%	5%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	14%	45%	25%	15%	100%
Beach Maintenance	24%	53%	21%	3%	100%
Natural gas utility (Clearwater Gas)	15%	52%	27%	6%	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
The City of Clearwater	13%	57%	24%	6%	100%
The Federal Government	5%	35%	40%	21%	100%
The State Government	5%	37%	41%	18%	100%
Pinellas County Government	8%	46%	37%	9%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Clearwater within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	47%
Yes	53%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Clearwater in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	29%	52%	13%	6%	100%
Responsiveness	31%	42%	16%	11%	100%
Courtesy	36%	42%	15%	6%	100%
Overall impression	31%	44%	17%	8%	100%

Question 15: Government Performance					
Please rate the following categories of Clearwater government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Clearwater	7%	41%	35%	17%	100%
The overall direction that Clearwater is taking	5%	42%	34%	18%	100%
The job Clearwater government does at welcoming citizen involvement	5%	38%	36%	21%	100%
The job Clearwater government does at listening to citizens	5%	30%	37%	29%	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 Clearwater to someone who asks	34%	48%	12%	6%	100%
Remain in Clearwater for the next five years	50%	34%	10%	6%	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	2%
Somewhat positive	8%
Neutral	25%
Somewhat negative	47%
Very negative	18%
Total	100%

Question 18a: Policy Question 1					
How important, if at all, is it for community facilities, like a recreation center or a library to be...	Essential	Very important	Somewhat important	Not at all important	Total
Within walking distance of your home	13%	26%	34%	27%	100%
In your neighborhood or any nearby neighborhood	15%	38%	30%	17%	100%
Within 10 minutes of your home	19%	39%	28%	15%	100%
Within 30 minutes of your home	25%	23%	27%	25%	100%

Question 18b: Policy Question 2	
In order to keep existing recreation centers and libraries open, the City might need to consider reducing hours. To what extent do you support or oppose this potential solution?	Percent of respondents
Strongly support	24%
Somewhat support	44%
Somewhat oppose	19%
Strongly oppose	14%
Total	100%

Question 18c: Policy Question 3					
If the Harborview Center in downtown were redeveloped to what degree do you support or oppose each of the following types of development?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Mostly residential with some retail	17%	37%	21%	25%	100%
Mostly office with some retail	8%	41%	29%	22%	100%
Mostly hotel with some retail	9%	36%	25%	31%	100%
Mostly retail with some residential, office or hotel	21%	39%	22%	17%	100%
Retail only	17%	35%	21%	27%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	33%
Yes, full-time	57%
Yes, part-time	10%
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	76%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	9%
Bus, rail, subway or other public transportation	2%
Bicycle	2%
Bicycle	2%
Work at home	9%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Clearwater?	Percent of respondents
Less than 2 years	15%
2 to 5 years	17%
6 to 10 years	16%
11 to 20 years	21%
More than 20 years	31%
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	39%
House attached to one or more houses (e.g., a duplex or townhome)	8%
Building with two or more apartments or condominiums	50%
Mobile home	0%
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	39%
Owned by you or someone in this house with a mortgage or free and clear	61%
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	2%
\$300 to \$599 per month	15%
\$600 to \$999 per month	33%
\$1,000 to \$1,499 per month	20%
\$1,500 to \$2,499 per month	21%
\$2,500 or more per month	9%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	78%
Yes	22%
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	69%
Yes	31%
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	18%
\$25,000 to \$49,999	32%
\$50,000 to \$99,999	33%
\$100,000 to \$149,000	11%
\$150,000 or more	6%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	93%
Yes, I consider myself to be Spanish, Hispanic or Latino	7%
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	7%
White	86%
Other	6%
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	5%
25 to 34 years	19%
35 to 44 years	12%
45 to 54 years	23%
55 to 64 years	16%
65 to 74 years	12%
75 years or older	14%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	12%
Yes	87%
Ineligible to vote	1%
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	22%
Yes	75%
Ineligible to vote	4%
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 Clearwater:	Excellent		Good		Fair		Poor		Don't know		Total	
	Clearwater as a place to live	22%	160	60%	430	15%	110	2%	14	0%	1	100%
Your neighborhood as a place to live	31%	223	44%	317	18%	130	6%	41	0%	2	100%	713
Clearwater as a place to raise children	15%	103	37%	260	28%	198	6%	43	15%	103	100%	707
Clearwater as a place to work	10%	72	34%	236	29%	203	15%	102	13%	89	100%	701
Clearwater as a place to retire	23%	163	37%	263	21%	150	8%	58	10%	69	100%	703
The overall quality of life in Clearwater	17%	123	57%	409	22%	155	3%	23	0%	3	100%	713

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Clearwater as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	6%	39	39%	276	38%	269	12%	82	5%	38	100%
Openness and acceptance of the community towards people of diverse backgrounds	8%	57	43%	305	31%	219	10%	69	7%	52	100%	703
Overall appearance of Clearwater	12%	88	54%	380	27%	194	6%	41	1%	4	100%	707
Cleanliness of Clearwater	13%	89	51%	366	29%	204	7%	49	1%	5	100%	711
Overall quality of new development in Clearwater	6%	45	39%	276	33%	234	12%	84	9%	65	100%	706
Variety of housing options	9%	65	43%	302	29%	207	12%	88	6%	45	100%	706
Overall quality of business and service establishments in Clearwater	11%	79	47%	333	34%	240	5%	37	2%	17	100%	706
Shopping opportunities	23%	163	52%	367	19%	133	6%	46	0%	3	100%	712
Opportunities to attend cultural activities	13%	93	44%	314	27%	196	8%	59	7%	51	100%	712
Recreational opportunities	25%	176	46%	326	21%	150	4%	27	4%	32	100%	711
Employment opportunities	4%	27	25%	174	33%	234	22%	156	16%	115	100%	706
Educational opportunities	10%	69	39%	275	33%	236	7%	50	11%	74	100%	704

Question 2: Community Characteristics

Please rate each of the following characteristics as they relate to Clearwater as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Opportunities to participate in social events and activities	13%	91	42%	298	30%	212	6%	39	9%	67	100%	708
Opportunities to volunteer	20%	144	44%	313	18%	129	2%	16	15%	104	100%	706
Opportunities to participate in community matters	10%	70	40%	280	25%	179	9%	66	16%	110	100%	705
Ease of car travel in Clearwater	9%	61	33%	234	37%	265	19%	136	2%	16	100%	711
Ease of bus travel in Clearwater	5%	36	18%	127	22%	155	17%	116	38%	262	100%	695
Ease of bicycle travel in Clearwater	9%	61	26%	181	27%	189	17%	122	21%	150	100%	702
Ease of walking in Clearwater	13%	90	36%	251	30%	214	16%	114	5%	37	100%	705
Availability of paths and walking trails	20%	140	42%	293	22%	155	11%	80	5%	31	100%	699
Traffic flow on major streets	4%	26	25%	178	42%	299	28%	196	1%	6	100%	706
Amount of public parking	3%	25	21%	146	36%	255	33%	230	7%	49	100%	705
Availability of affordable quality housing	3%	18	23%	159	36%	253	25%	177	14%	97	100%	704
Availability of affordable quality child care	2%	15	14%	96	20%	136	12%	81	52%	362	100%	689
Availability of affordable quality health care	7%	52	32%	228	29%	204	17%	119	14%	102	100%	706
Availability of affordable quality food	10%	74	47%	336	32%	226	8%	55	3%	18	100%	709
Availability of preventive health services	7%	50	34%	239	27%	190	12%	84	20%	140	100%	703
Air quality	11%	77	45%	322	35%	245	4%	32	5%	34	100%	710
Quality of overall natural environment in Clearwater	13%	93	46%	328	31%	217	7%	47	3%	21	100%	706
Overall image or reputation of Clearwater	14%	98	51%	365	27%	195	5%	37	2%	16	100%	710
Quality of beach	40%	281	42%	299	12%	87	2%	15	4%	27	100%	708

Question 3: Growth

Please rate the speed of growth in the following categories in Clearwater over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Population growth	2%	11	4%	29	27%	193	31%	221	15%	106	20%	142	100%	702
Retail growth (stores, restaurants, etc.)	5%	34	15%	106	50%	352	13%	90	5%	32	12%	87	100%	701
Jobs growth	21%	149	36%	254	11%	79	2%	11	0%	3	29%	202	100%	697

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Clearwater?	Percent of respondents	Count
Not a problem	8%	58
Minor problem	32%	225
Moderate problem	36%	254
Major problem	10%	69
Don't know	13%	93
Total	100%	700

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Clearwater:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	19%	131	44%	312	19%	130	13%	90	4%	25	2%	14	100%
Property crimes (e.g., burglary, theft)	12%	82	40%	278	20%	141	18%	128	7%	50	2%	17	100%	697
Environmental hazards, including toxic waste	23%	162	36%	251	18%	124	8%	58	3%	18	12%	82	100%	694

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	60%	426	31%	223	3%	24	3%	23	1%	8	1%	5	100%
In your neighborhood after dark	30%	210	41%	289	11%	80	13%	94	4%	29	1%	5	100%	706
In Clearwater's downtown area during the day	34%	236	36%	252	11%	79	8%	55	1%	7	10%	72	100%	702
In Clearwater's downtown area after dark	8%	57	21%	145	19%	134	24%	171	11%	75	17%	123	100%	705

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	83%	585
Yes	16%	111
Don't know	1%	6
Total	100%	703

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	24%	29
Yes	74%	89
Don't know	2%	3
Total	100%	121

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 Clearwater?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Clearwater public libraries or their services	24%	170	24%	170	29%	203	12%	82	11%	79	100%
Used Clearwater recreation centers	45%	315	25%	174	17%	118	7%	46	7%	48	100%	701
Participated in a recreation program or activity	59%	406	22%	155	11%	79	3%	22	5%	31	100%	693
Visited a neighborhood park or City park	14%	99	25%	174	39%	271	12%	80	10%	66	100%	690
Attended a meeting of local elected officials or other local public meeting	76%	532	17%	117	6%	41	1%	8	0%	2	100%	699
Watched a meeting of local elected officials or other local public meeting on cable television	44%	311	31%	220	17%	118	6%	39	2%	16	100%	703
Read Clearwater Newsletter advertisement (C-News) in the St. Petersburg Times	33%	229	22%	153	21%	144	10%	72	14%	99	100%	697
Visited the City of Clearwater Web site (at www.myclearwater.com)	41%	284	24%	167	24%	164	7%	48	4%	29	100%	692

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 Clearwater?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Recycled used paper, cans or bottles from your home	20%	138	8%	56	12%	84	9%	59	51%	345	100%
Volunteered your time to some group or activity in Clearwater	62%	433	16%	110	10%	72	5%	34	7%	45	100%	695
Participated in religious or spiritual activities in Clearwater	43%	304	15%	104	11%	76	7%	46	24%	169	100%	698
Participated in a club or civic group in Clearwater	68%	476	14%	99	7%	50	4%	30	6%	41	100%	698
Provided help to a friend or neighbor	4%	28	23%	160	38%	263	19%	133	17%	117	100%	701
Visited a Clearwater beach	9%	62	19%	131	36%	249	16%	111	20%	140	100%	694
Used alternative transportation (carpool, bike, etc.)	49%	343	18%	127	14%	95	5%	37	13%	92	100%	694
Watched a meeting of local elected officials or other local public meeting on a streaming video	77%	538	12%	84	7%	50	3%	22	1%	5	100%	700

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	Count
Just about everyday	28%	201
Several times a week	29%	206
Several times a month	19%	133
Once a month	9%	65
Several times a year	6%	43
Once a year or less	5%	33
Never	4%	28
Total	100%	709

Question 11: Service Quality												
Please rate the quality of each of the following services in Clearwater:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Police services	21%	144	50%	347	16%	114	5%	37	8%	57	100%	699
Fire services	34%	236	42%	296	6%	42	1%	5	18%	123	100%	701
Ambulance or emergency medical services	33%	231	38%	265	9%	64	1%	4	19%	134	100%	699
Crime prevention	9%	63	39%	272	26%	176	9%	60	17%	120	100%	691
Fire prevention and education	13%	88	36%	250	17%	119	4%	27	30%	208	100%	691
Traffic enforcement	10%	71	44%	306	24%	166	13%	92	8%	54	100%	689
Street repair	6%	45	42%	295	34%	234	14%	95	4%	27	100%	696
Street cleaning	12%	81	48%	335	27%	190	7%	51	6%	42	100%	698
Street lighting	12%	85	54%	371	27%	187	5%	34	2%	15	100%	692
Sidewalk maintenance	8%	53	46%	317	28%	193	13%	87	6%	42	100%	693
Traffic signal timing	6%	38	35%	244	29%	204	28%	191	3%	18	100%	694
Bus or transit services	8%	53	23%	159	15%	100	10%	71	44%	301	100%	684
Garbage collection	33%	230	49%	339	10%	70	0%	3	7%	48	100%	690
Recycling	25%	174	42%	289	14%	94	6%	43	13%	92	100%	691
Yard waste pick-up	26%	183	36%	248	14%	96	2%	16	22%	149	100%	692
Storm drainage	11%	77	42%	289	27%	188	8%	55	12%	81	100%	690
Drinking water	10%	67	38%	263	26%	181	22%	151	5%	35	100%	697
Sewer services	11%	74	48%	332	22%	150	4%	30	15%	101	100%	687
City parks	28%	191	49%	339	14%	98	2%	16	7%	47	100%	691
Recreation programs or classes	13%	91	33%	225	14%	96	2%	15	38%	258	100%	685
Recreation centers or facilities	16%	109	38%	263	15%	106	2%	12	29%	199	100%	688
Land use, planning and zoning	3%	20	24%	163	25%	169	19%	128	30%	205	100%	685
Code enforcement (weeds, abandoned buildings, etc)	4%	30	27%	185	28%	190	15%	105	26%	180	100%	689
Economic development	3%	22	23%	157	32%	218	16%	107	26%	176	100%	680
Services to seniors	7%	49	28%	196	16%	114	6%	43	42%	289	100%	690
Services to youth	4%	31	27%	186	19%	128	8%	53	42%	289	100%	687

Question 11: Service Quality												
Please rate the quality of each of the following services in Clearwater:	Excellent		Good		Fair		Poor		Don't know		Total	
	Services to low-income people	5%	32	18%	120	18%	121	12%	82	48%	327	100%
Public library services	31%	210	45%	309	10%	68	1%	4	14%	94	100%	686
Public information services	11%	72	44%	299	18%	123	4%	28	24%	164	100%	686
Public schools	9%	63	29%	197	21%	145	12%	79	29%	196	100%	680
Cable television	16%	112	45%	311	24%	167	5%	37	10%	67	100%	694
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	110	44%	299	18%	124	4%	28	18%	121	100%	681
Preservation of natural areas such as open space, farmlands and greenbelts	13%	88	41%	280	23%	155	14%	96	10%	65	100%	683
Beach Maintenance	22%	150	49%	333	19%	130	3%	17	8%	54	100%	685
Natural gas utility (Clearwater Gas)	6%	42	22%	148	11%	76	2%	16	58%	396	100%	678

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		Don't know		Total	
	The City of Clearwater	12%	85	55%	383	23%	163	6%	39	4%	28	100%
The Federal Government	4%	28	30%	209	35%	239	18%	125	13%	89	100%	690
The State Government	4%	28	32%	223	36%	248	16%	110	12%	85	100%	694
Pinellas County Government	7%	48	41%	285	33%	230	8%	57	11%	74	100%	695

Question 13: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Clearwater within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	47%	329
Yes	53%	365
Total	100%	694

Question 14: City Employees												
What was your impression of the employee(s) of the City of Clearwater in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	27%	110	50%	202	12%	49	6%	24	5%	19	100%
Responsiveness	30%	119	41%	163	15%	60	11%	44	4%	15	100%	401
Courtesy	35%	140	41%	165	14%	58	6%	25	4%	14	100%	402
Overall impression	30%	121	42%	170	16%	66	8%	31	4%	14	100%	402

Question 15: Government Performance												
Please rate the following categories of Clearwater government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Clearwater	6%	40	35%	248	30%	208	15%	102	15%	102	100%
The overall direction that Clearwater is taking	5%	33	37%	258	30%	210	16%	113	13%	88	100%	703
The job Clearwater government does at welcoming citizen involvement	4%	27	27%	188	25%	178	15%	102	29%	203	100%	698
The job Clearwater government does at listening to citizens	3%	24	21%	146	26%	182	20%	141	30%	207	100%	700

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		Don't know		Total	
	Recommend living in Clearwater to someone who asks	33%	238	46%	331	12%	85	6%	43	2%	17	100%
Remain in Clearwater for the next five years	48%	342	33%	237	10%	69	6%	40	3%	21	100%	709

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	Count
Very positive	2%	13
Somewhat positive	8%	55
Neutral	25%	178
Somewhat negative	47%	332
Very negative	18%	129
Total	100%	707

Question 18a: Policy Question 1												
How important, if at all, is it for community facilities, like a recreation center or a library to be...	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Within walking distance of your home	13%	88	25%	173	33%	231	26%	181	3%	20	100%
In your neighborhood or any nearby neighborhood	15%	101	37%	251	29%	199	17%	114	3%	18	100%	684
Within 10 minutes of your home	18%	123	38%	256	27%	185	14%	96	3%	20	100%	681
Within 30 minutes of your home	23%	153	21%	137	25%	166	23%	152	8%	53	100%	661

Question 18b: Policy Question 2		
In order to keep existing recreation centers and libraries open, the City might need to consider reducing hours. To what extent do you support or oppose this potential solution?	Percent of respondents	Count
Strongly support	22%	155
Somewhat support	40%	284
Somewhat oppose	17%	120
Strongly oppose	13%	91
Don't know	8%	59
Total	100%	710

Question 18c: Policy Question 3										
If the Harborview Center in downtown were redeveloped to what degree do you support or oppose each of the following types of development?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	Mostly residential with some retail	17%	109	37%	233	21%	137	25%	159	100%
Mostly office with some retail	8%	50	41%	252	29%	181	22%	138	100%	621
Mostly hotel with some retail	9%	57	36%	221	25%	152	31%	189	100%	619
Mostly retail with some residential, office or hotel	21%	136	39%	253	22%	142	17%	110	100%	641
Retail only	17%	105	35%	221	21%	133	27%	169	100%	627

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	33%	230
Yes, full-time	57%	402
Yes, part-time	10%	67
Total	100%	699

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	76%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	9%
Bus, rail, subway or other public transportation	2%
Bicycle	2%
Bicycle	2%
Work at home	9%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Clearwater?	Percent of respondents	Count
Less than 2 years	15%	107
2 to 5 years	17%	123
6 to 10 years	16%	116
11 to 20 years	21%	152
More than 20 years	31%	222
Total	100%	720

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	39%	284
House attached to one or more houses (e.g., a duplex or townhome)	8%	56
Building with two or more apartments or condominiums	50%	362
Mobile home	0%	3
Other	2%	14
Total	100%	719

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	39%	274
Owned by you or someone in this house with a mortgage or free and clear	61%	420
Total	100%	694

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	Count
Less than \$300 per month	2%	15
\$300 to \$599 per month	15%	102
\$600 to \$999 per month	33%	232
\$1,000 to \$1,499 per month	20%	142
\$1,500 to \$2,499 per month	21%	145
\$2,500 or more per month	9%	66
Total	100%	701

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	78%	556
Yes	22%	161
Total	100%	717

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	69%	495
Yes	31%	219
Total	100%	714

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	Count
Less than \$24,999	18%	125
\$25,000 to \$49,999	32%	214
\$50,000 to \$99,999	33%	227
\$100,000 to \$149,000	11%	73
\$150,000 or more	6%	40
Total	100%	679

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	93%	652
Yes, I consider myself to be Spanish, Hispanic or Latino	7%	49
Total	100%	701

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	Count
American Indian or Alaskan Native	2%	12
Asian, Asian Indian or Pacific Islander	3%	19
Black or African American	7%	47
White	86%	613
Other	6%	42
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	5%	34
25 to 34 years	19%	136
35 to 44 years	12%	87
45 to 54 years	23%	166
55 to 64 years	16%	112
65 to 74 years	12%	84
75 years or older	14%	98
Total	100%	718

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	384
Male	46%	330
Total	100%	714

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	12%	88
Yes	86%	615
Ineligible to vote	1%	7
Don't know	1%	8
Total	100%	718

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	Count
No	22%	155
Yes	74%	536
Ineligible to vote	4%	26
Don't know	0%	3
Total	100%	719

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 City 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 some research confirms or disconfirms that 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 the City of Clearwater were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within the City of Clearwater 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 the City of Clearwater 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 the City of Clearwater boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Clearwater. 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 July 2008. The first mailing was a prenotification postcard (in English and Spanish) announcing the upcoming survey. The next mailing contained a letter from the city manager 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. If desired, respondents could call a toll-free telephone number at the city and request a copy of the survey in Spanish. Completed surveys were collected over the following six weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Five-hundred-and-four of the surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,496 households receiving the survey mailings, 735 completed the survey, providing a response rate of 29%. 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 four percentage points in either direction from what would have been obtained had responses been collected from all City of Clearwater 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.

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 and 2006 American Community Survey estimates and other population norms for adults in the City. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. 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 (rent or own), race (white or not white), age and gender. 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 importance to the community of correct ethnic representation
- 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 table on the following page.

Weighting Scheme for Clearwater, FL 2008 Citizen Survey			
Characteristic	Population Norm*	Unweighted Data	Weighted Data
Tenure			
Own home	62%	75%	60%
Rent home	38%	25%	41%
Type of Housing Unit			
Single-family detached	40%	43%	40%
Attached	60%	57%	60%
Ethnicity			
Hispanic	12%	5%	7%
Not Hispanic	88%	95%	93%
Race			
White	83%	91%	84%
Not white	17%	9%	16%
Age			
18-34 years of age	25%	8%	24%
35-54 years of age	35%	30%	35%
55+ years of age	40%	62%	41%
Gender			
Female	53%	56%	54%
Male	47%	44%	46%
Gender and Age			
Females 18-34	12%	5%	12%
Females 35-54	18%	17%	18%
Females 55+	23%	34%	24%
Males 18-34	13%	4%	12%
Males 35-54	17%	13%	17%
Males 55+	17%	28%	17%

* Source: 2000 Census

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 Clearwater to the Benchmark Database

The City of Clearwater chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions with a population of at least 64,000 but less than 150,000). 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 City of Clearwater 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, Clearwater 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 Clearwater's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

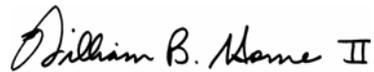
APPENDIX C: SURVEY MATERIALS

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

Dear City of Clearwater Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Clearwater. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



William B. Horne
City Manager

Estimado residente de la Ciudad de Clearwater,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Clearwater. Usted recibirá una copia de la encuesta la próxima semana por completar y regresar la encuesta. ¡Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear City of Clearwater Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Clearwater. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



William B. Horne
City Manager

Estimado residente de la Ciudad de Clearwater,

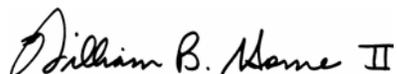
Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Clearwater. Usted recibirá una copia de la encuesta la próxima semana por completar y regresar la encuesta. ¡Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear City of Clearwater Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Clearwater. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



William B. Horne
City Manager

Estimado residente de la Ciudad de Clearwater,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Clearwater. Usted recibirá una copia de la encuesta la próxima semana por completar y regresar la encuesta. ¡Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear City of Clearwater Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Clearwater. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



William B. Horne
City Manager

Estimado residente de la Ciudad de Clearwater,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Clearwater. Usted recibirá una copia de la encuesta la próxima semana por completar y regresar la encuesta. ¡Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,



City of Clearwater
Office of the City Manager
Post Office Box 4748
Clearwater, Florida 33758-4748

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



City of Clearwater
Office of the City Manager
Post Office Box 4748
Clearwater, Florida 33758-4748

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



City of Clearwater
Office of the City Manager
Post Office Box 4748
Clearwater, Florida 33758-4748

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



City of Clearwater
Office of the City Manager
Post Office Box 4748
Clearwater, Florida 33758-4748

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



CITY OF CLEARWATER

POST OFFICE BOX 4748, CLEARWATER, FLORIDA 33758-4748
MUNICIPAL SERVICES BUILDING, 100 SOUTH MYRTLE AVENUE, CLEARWATER, FLORIDA 33756

June 2008

Dear Clearwater Resident:

The City of Clearwater wants to know what you think about our community and City government. You have been randomly selected to participate in Clearwater's 2008 Citizen Survey.

En éste documento la Ciudad le da á usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Clearwater. Se seleccionó su hogar al azar para participar en éste encuesta. Si usted no puede hacer la encuesta incluida en Inglés por favor llámenos al número (727) 562-4550 para pedir una cópia de la encuesta en Español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de regresar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Clearwater City Council 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 Clearwater 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 the 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) 562-4661.

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

Sincerely,

Handwritten signature of William B. Horne II.

William B. Horne
City Manager

Frank Hibbard, Mayor

George N. Cretekos, Councilmember
Paul F. Gibson, Councilmember



John Doran, Councilmember
Carlen A. Petersen, Councilmember

"EQUAL EMPLOYMENT AND AFFIRMATIVE ACTION EMPLOYER"



CITY OF CLEARWATER

POST OFFICE BOX 4748, CLEARWATER, FLORIDA 33758-4748
MUNICIPAL SERVICES BUILDING, 100 SOUTH MYRTLE AVENUE, CLEARWATER, FLORIDA 33756

June 2008

Dear Clearwater 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. The City of Clearwater wants to know what you think about our community and municipal government. You have been randomly selected to participate in The City of Clearwater's 2008 Citizen Survey.

En éste documento la Ciudad le da á usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Clearwater. Se seleccionó su hogar al azar para participar en éste encuesta. Si usted no puede hacer la encuesta incluida en Inglés por favor llámenos al número (727) 562-4550 para pedir una cópia de la encuesta en Español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de regresar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council 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 Clearwater 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 the 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) 562-4661.

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

Sincerely,

Handwritten signature of William B. Horne II.

William B. Horne
City Manager

Frank Hibbard, Mayor

George N. Cretekos, Councilmember
Paul F. Gibson, Councilmember



John Doran, Councilmember
Carlen A. Petersen, Councilmember

"EQUAL EMPLOYMENT AND AFFIRMATIVE ACTION EMPLOYER"

The City of Clearwater 2008 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 Clearwater:

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

2. Please rate each of the following characteristics as they relate to Clearwater 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 Clearwater.....	1	2	3	4	5
Cleanliness of Clearwater.....	1	2	3	4	5
Overall quality of new development in Clearwater	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Clearwater	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 volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Clearwater	1	2	3	4	5
Ease of bus travel in Clearwater.....	1	2	3	4	5
Ease of bicycle travel in Clearwater.....	1	2	3	4	5
Ease of walking in Clearwater	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 Clearwater.....	1	2	3	4	5
Overall image or reputation of Clearwater	1	2	3	4	5
Quality of beach	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Clearwater 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 Clearwater?
 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 Clearwater:

	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 Clearwater's downtown area during the day	1	2	3	4	5	6
In Clearwater'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 Clearwater?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Clearwater public libraries or their services.....	1	2	3	4	5
Used Clearwater recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	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
Read Clearwater Newsletter advertisement (C-News) in the <i>St. Petersburg Times</i>	1	2	3	4	5
Visited the City of Clearwater Web site (at www.myclclearwater.com)	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 Clearwater.....	1	2	3	4	5
Participated in religious or spiritual activities in Clearwater.....	1	2	3	4	5
Participated in a club or civic group in Clearwater.....	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5
Visited a Clearwater beach.....	1	2	3	4	5
Used alternative transportation (carpool, bike, etc.).....	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on streaming video.....	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

The City of Clearwater 2008 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police 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
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	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
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	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
Economic development	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, waterfront/beaches and greenbelts	1	2	3	4	5
Beach maintenance.....	1	2	3	4	5
Natural gas utility (Clearwater Gas).....	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>
The City of Clearwater	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Pinellas County Government	1	2	3	4	5

13. Have you had any in-person or phone contact with an employee of the City of Clearwater within the last 12 months (including police, 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 the City of Clearwater 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 Clearwater 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 Clearwater.....	1	2	3	4	5
The overall direction that Clearwater is taking.....	1	2	3	4	5
The job Clearwater government does at welcoming citizen involvement.....	1	2	3	4	5
The job Clearwater 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 Clearwater to someone who asks.....	1	2	3	4	5
Remain in Clearwater 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. How important, if at all, is it for community facilities, like a recreation center or a library to be...

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Within walking distance of your home.....	1	2	3	4	5
In your neighborhood or another nearby neighborhood.....	1	2	3	4	5
Within 10 minutes of your home.....	1	2	3	4	5
Within 30 minutes of your home.....	1	2	3	4	5

b. In order to keep existing recreation centers and libraries open, the City might need to consider reducing hours. To what extent do you support or oppose this potential solution?

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

c. If the Harborview Center in downtown were redeveloped to what degree do you support or oppose each of the following types of development?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Mostly residential with some retail.....	1	2	3	4
Mostly office with some retail.....	1	2	3	4
Mostly hotel with some retail.....	1	2	3	4
Mostly retail with some residential, office or hotel.....	1	2	3	4
Retail only.....	1	2	3	4

The City of Clearwater 2008 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 or other public transportation..... days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Clearwater?

- 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



CITY OF CLEARWATER

POST OFFICE BOX 4748, CLEARWATER, FLORIDA 33758-4748
MUNICIPAL SERVICES BUILDING, 100 SOUTH MYRTLE AVENUE, CLEARWATER, FLORIDA 33756

Junio 2008

Estimado residente de Clearwater:

La Ciudad de Clearwater desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de entre de algunos hogares seleccionados al azar para participar en la Ciudad de Clearwater 2008 Encuesta de los Ciudadanos.**

Por favor tome unos pocos minutos para llenar la Encuesta de Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

Para obtener una verdadera muestra representativa de los residentes de Clearwater, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que se mantendrán anónimas.

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llamanos (727) 562-4550.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño numero que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Clearwater. Gracias por su tiempo y participacion.

Sinceramente,

A handwritten signature in black ink that reads "William B. Horne II".

William B. Horne
Administrador municipal

Frank Hibbard, Mayor

George N. Cretekos, Councilmember
Paul F. Gibson, Councilmember



John Doran, Councilmember
Carlen A. Petersen, Councilmember

"EQUAL EMPLOYMENT AND AFFIRMATIVE ACTION EMPLOYER"

Encuesta Ciudadana del 2008 de la Ciudad de Clearwater

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor clasifique cada uno de los siguientes aspectos de la calidad de vida en Clearwater:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Clearwater como lugar en donde vivir	1	2	3	4	5
Su vecindario como lugar en donde vivir	1	2	3	4	5
Clearwater como lugar para criar niños	1	2	3	4	5
Clearwater como lugar para trabajar	1	2	3	4	5
Clearwater como lugar para jubilarse/retirarse.....	1	2	3	4	5
La calidad general de vida en Clearwater	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Clearwater:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Sentido de cooperación comunitaria	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes.....	1	2	3	4	5
Aspecto general de la Ciudad de Clearwater	1	2	3	4	5
Limpieza de Clearwater	1	2	3	4	5
Calidad general de desarrollo nuevo en Clearwater	1	2	3	4	5
Variedad de opciones de vivienda	1	2	3	4	5
Calidad general de empresas y establecimientos de servicio en Clearwater	1	2	3	4	5
Suficientes lugares de compra	1	2	3	4	5
Oportunidades para asistir a actividades culturales	1	2	3	4	5
Oportunidades de recreación.....	1	2	3	4	5
Oportunidades para empleo	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades sociales.....	1	2	3	4	5
Oportunidades para ser voluntario	1	2	3	4	5
Oportunidades para participar en asuntos de comunidad.....	1	2	3	4	5
Facilidad para andar en carro	1	2	3	4	5
Facilidad para andar en autobús.....	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para caminar.....	1	2	3	4	5
Disponibilidad de caminos y senderos para caminar.....	1	2	3	4	5
Flujo de tráfico sobre las calles principales	1	2	3	4	5
Disponibilidad de Estacionamiento Público	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Asistencia médica a precios accesibles.....	1	2	3	4	5
Acceso a comida de buena calidad a un costo razonable.....	1	2	3	4	5
Disponibilidad de servicios preventivos de salud	1	2	3	4	5
Calidad del medio ambiente (aire)	1	2	3	4	5
Calidad del ambiente natural general en Clearwater	1	2	3	4	5
Imagen/reputación general de Clearwater	1	2	3	4	5
Calidad de la Playa	1	2	3	4	5

3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:

	<i>demasiado lento</i>	<i>un poco lento</i>	<i>cantidad apropiada</i>	<i>un poco rápido</i>	<i>muy rápido</i>	<i>no sé</i>
Crecimiento de la población	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)	1	2	3	4	5	6
Aumento de oportunidad de empleo	1	2	3	4	5	6

4. **¿Hasta qué nivel ~~grado~~ considera un ~~son~~ problema los edificios en ruinas, lotes de hierba mala o vehículos chatarra en Clearwater?**

- No son problema
 Problema menor
 Problema moderado
 Problema mayor
 No sé

5. **Por favor clasifique qué tan seguro o inseguro se siente usted de lo siguiente en Clearwater:**

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
Crimen violento (Ej. violación, ataque, robo)	1	2	3	4	5	6
Crímenes de propiedad (Ej. robo, asalto).....	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico.....	1	2	3	4	5	6

6. **Por favor clasifique qué tan seguro o inseguro se siente usted:**

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En el centro de la Ciudad durante el día.....	1	2	3	4	5	6
En el centro de la Ciudad durante la noche.....	1	2	3	4	5	6

7. **Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen?**

- No → Vaya a la pregunta #9
 Sí → Vaya a la pregunta #8
 No sé → Vaya a la pregunta #9

8. **¿Si usted marcó sí, denunció esos crímenes a la policía?**

- No
 Sí
 No sé

9. **Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Clearwater?**

	<i>Nunca</i>	<i>1 ó 2 veces</i>	<i>3 a 12 veces</i>	<i>13 a 26 veces</i>	<i>más de 26 veces</i>
Utilizó las bibliotecas públicas de Clearwater y sus servicios	1	2	3	4	5
Utilizó los centros de recreación de Clearwater	1	2	3	4	5
Participó en programas o actividades recreativas.....	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad.....	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Vio por cable (TV) una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Leyó anuncios en la Hoja Informativa de Clearwater (C-News) en el <i>St. Petersburg Times</i>	1	2	3	4	5
Visitó la Ciudad del sitio en red Clearwater (en www.myclearwater.com)	1	2	3	4	5
Recicló papel, latas o botellas en su casa	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad	1	2	3	4	5
Participó en actividades religiosas o espirituales en Clearwater	1	2	3	4	5
Participó en un club o grupo cívico en Clearwater.....	1	2	3	4	5
Proporcionó ayuda a un amigo o vecino.....	1	2	3	4	5
Visitó la Playa de Clearwater.....	1	2	3	4	5
Usó transporte alternativo (concorcio de carros, bicicleta, etc.)	1	2	3	4	5
Miró una sesión de oficiales elegidos locales u otra sesión pública local sobre video clasificado por niveles	1	2	3	4	5

10. **¿Qué tan a menudo habla con / o visita a sus vecinos inmediatos (personas que viven en los 10 o 20 hogares que están más cerca de usted)?**

- Casi todos los días
 Varias veces por semana
 Varias veces al mes
 Una vez al mes
 Varias veces al año
 Una vez al año o menos
 Nunca

Encuesta Ciudadana del 2008 de la Ciudad de Clearwater

11. Por favor clasifique la calidad de cada uno de los siguientes servicios en Clearwater:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Servicios de la Policía	1	2	3	4	5
Servicios de Bomberos.....	1	2	3	4	5
Servicios de Ambulancia / Médicos de Emergencia.....	1	2	3	4	5
Prevención de Crímenes	1	2	3	4	5
Educación y Prevención contra Incendios	1	2	3	4	5
Imposición de las Leyes de Tránsito	1	2	3	4	5
Reparación de Calles	1	2	3	4	5
Limpieza de Calles.....	1	2	3	4	5
Iluminación de Calles	1	2	3	4	5
Mantenimiento de Aceras / Veredas.....	1	2	3	4	5
Regulación de Semáforos / Señales de Tránsito	1	2	3	4	5
Servicios de Autobús / Transporte	1	2	3	4	5
Recolección de Basura.....	1	2	3	4	5
Reciclaje.....	1	2	3	4	5
Recolección de Desechos del Patio (jardín)	1	2	3	4	5
Drenajes	1	2	3	4	5
Agua Potable	1	2	3	4	5
Servicios de Cañería	1	2	3	4	5
Parques de Ciudad.....	1	2	3	4	5
Clases o Programas Recreativos	1	2	3	4	5
Centros de Recreación	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno.....	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.).....	1	2	3	4	5
Desarrollo Económico	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, Ciudadanos de oro, "seniors")	1	2	3	4	5
Servicios para la juventud	1	2	3	4	5
Servicios para Personas de Bajos Recursos	1	2	3	4	5
Servicios de Bibliotecas Públicas.....	1	2	3	4	5
Servicios de Información Pública	1	2	3	4	5
Escuelas Públicas	1	2	3	4	5
Televisión por Cable.....	1	2	3	4	5
Preparación de emergencia (servicios que preparan a la comunidad para desastres u otras situaciones de emergencia).	1	2	3	4	5
Preservación de áreas naturales tales como espacio abierto, tierra de cultivo y áreas verdes.....	1	2	3	4	5
Mantenimiento de la Playa.....	1	2	3	4	5
Servicio de gas natural (Gas de Clearwater).....	1	2	3	4	5
Preservación de áreas naturales tales como dársenas/playas y trayectos verdes de espacio abierto.....	1	2	3	4	5

12. En general, ¿cómo evalúa usted los servicios suministrados por...

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
la Ciudad de Clearwater.....	1	2	3	4	5
el Gobierno Federal	1	2	3	4	5
el Gobierno Estatal.....	1	2	3	4	5
Gobierno del Condado de Pinellas	1	2	3	4	5

13. ¿Ha tenido contacto personal o por teléfono con algún empleado de la Ciudad de Clearwater durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

- No → Vaya a la pregunta #15 Sí → Vaya a la pregunta #14

14. ¿Cuál fue su impresión de los empleados de la Ciudad de Clearwater en su más reciente contacto? (Evalúe cada característica abajo.)

	Excelente	Bueno	Pasable	Bajo	No sé
Conocimiento	1	2	3	4	5
Simpatía.....	1	2	3	4	5
Cortesía	1	2	3	4	5
Impresión General	1	2	3	4	5

15. Por favor clasifique las siguientes categorías del desempeño gubernamental en Clearwater:

	Excelente	Bueno	Pasable	Bajo	No sé
El valor de servicios para los impuestos pagados a Clearwater	1	2	3	4	5
La dirección general que está tomando Clearwater	1	2	3	4	5
La labor del gobierno de Clearwater para incluir la participación ciudadana.....	1	2	3	4	5
La labor del gobierno de Clearwater para escuchar a los ciudadanos	1	2	3	4	5

16. Por favor indique qué tan probable o improbable es usted para hacer cada uno de los siguientes:

	Muy Probable	Algo probable	Algo improbable	Muy Improbable	No sé
Recomendarle vivir en Clearwater a alguien que pregunta.....	1	2	3	4	5
Permanecer en Clearwater para los próximos cinco años.....	1	2	3	4	5

17. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

- Muy positivo Más o menos positivo Neutral Más o menos negativo Muy negativo

18. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas:

a. Qué tan importante, si del todo, es que servicios comunitarios, tales como un centro de recreación o una biblioteca estén...

	Esencial	Muy importante	Algo importante	No importante del todo	No sé
A distancia para caminar desde su hogar	1	2	3	4	5
En su vecindario u otro vecindario cercano	1	2	3	4	5
Dentro de 10 minutos desde su hogar	1	2	3	4	5
Dentro de 30 minutos desde su hogar	1	2	3	4	5

b. A fin de mantener centros de recreación y bibliotecas existentes abiertos, la Ciudad puede que necesite considerar reducir horas. ¿Hasta qué punto apoya o se opone a esta potencial solución?

- Fuertemente apoyo
 Algo apoyo
 Algo me opongo
 Fuertemente me opongo
 No sé

c. Si el Harborview Center en el centro se replanificara ¿hasta qué punto apoya o se opone a cada uno de los siguientes tipos de desarrollo?

	Fuertemente apoyo	Algo apoyo	Algo me opongo	Fuertemente me opongo
Más que nada residencial con algo de venta por menor	1	2	3	4
Más que nada oficina con algo de venta por menor.....	1	2	3	4
Más que nada hotel con algo de venta por menor	1	2	3	4
Más que nada venta por menor con algo de residencial, oficina u hotel	1	2	3	4
Solamente venta al por menor.....	1	2	3	4

Encuesta Ciudadana del 2008 de la Ciudad de Clearwater

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

D1. ¿Actualmente está empleado con sueldo?

- No → Vaya a la Pregunta D3
- Sí, tiempo completo → Vaya a la Pregunta D2
- Sí, medio tiempo → Vaya a la Pregunta D2

D2. Durante una semana típica, ¿cuántos días hace un recorrido hasta el trabajo (para la mayor distancia que recorre) de cada manera en la lista de abajo? (Ponga el número total de días, usando números enteros.)

- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) solo días
- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) con otros niños o adultos días
- Autobús u otro transporte público días
- Caminar días
- Bicicleta días
- Trabajar en el hogar días
- Otro días

D3. ¿Cuántos años tiene usted viviendo en Clearwater?

- Menos de 2 años
- 2-5 años
- 6-10 años
- 11-20 años
- Más de 20 años

D4. ¿Cuál de las siguientes opciones describe mejor la vivienda (edificio) en la que reside?

- Casa familiar separada de cualquier otra casa
- Casa unida a una o más casas (Ej. duplex, townhome)
- Edificio con 2 o más apartamentos o condominios
- Casa rodante / trailer
- Otro

D5. ¿Es esta casa, apartamento o casa rodante / trailer es...

- Alquilada o la ocupa sin pago?
- Propia, o alguno de su familia la paga con hipoteca o ya está paga?

D6. ¿Como cuánto es su costo mensual de vivienda para el lugar donde vive? (incluyendo renta, pago de hipoteca, impuesto de propiedad, seguro de propiedad y cuotas de asociación de propietarios (HOA))?

- Menos de \$300 por mes
- \$300 a \$599 por mes
- \$600 a \$999 por mes
- \$1,000 a \$1,499 por mes
- \$1,500 a \$2,499 por mes
- \$2,500 o más por mes

D7. ¿Algún niño de 17 años o menos vive en su hogar?

- No
- Sí

D8. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?

- No
- Sí

D9. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)

- Menos de \$24,999
- \$25,000 a \$49,999
- \$50,000 a \$99,999
- \$100,000 a \$149,999
- \$150,000 o más

Por favor responda a ambas preguntas D10 y D11:

D10. ¿Es usted Español, Hispano o Latino?

- No, no soy Español, Hispano o Latino
- Sí, me considero Español, Hispano o Latino

D11. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)

- Indio Americano o nativo de Alaska
- Asiático o de las Islas del Pacífico
- Negro, Afro-americano
- Blanco / Caucásico
- Otro

D12. ¿En que categoría está su edad?

- 18-24 años
- 25-34 años
- 35-44 años
- 45-54 años
- 55-64 años
- 65-74 años
- 75 años o más

D13. ¿Cuál es su sexo?

- Femenino
- Masculino

D14. ¿Está registrado para votar en su jurisdicción?

- No
- Sí
- No tengo derecho a votar
- No sé

D15. Muchas personas no tienen tiempo para votar en las elecciones. ¿Recuerda usted haber votado en la última elección general?

- No
- Sí
- No tengo derecho a votar
- No sé

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a: National Research Center, Inc., 3005 30th St., Boulder, CO 80301



City of Clearwater
Office of the City Manager
Post Office Box 4748
Clearwater, Florida 33758-4748

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

