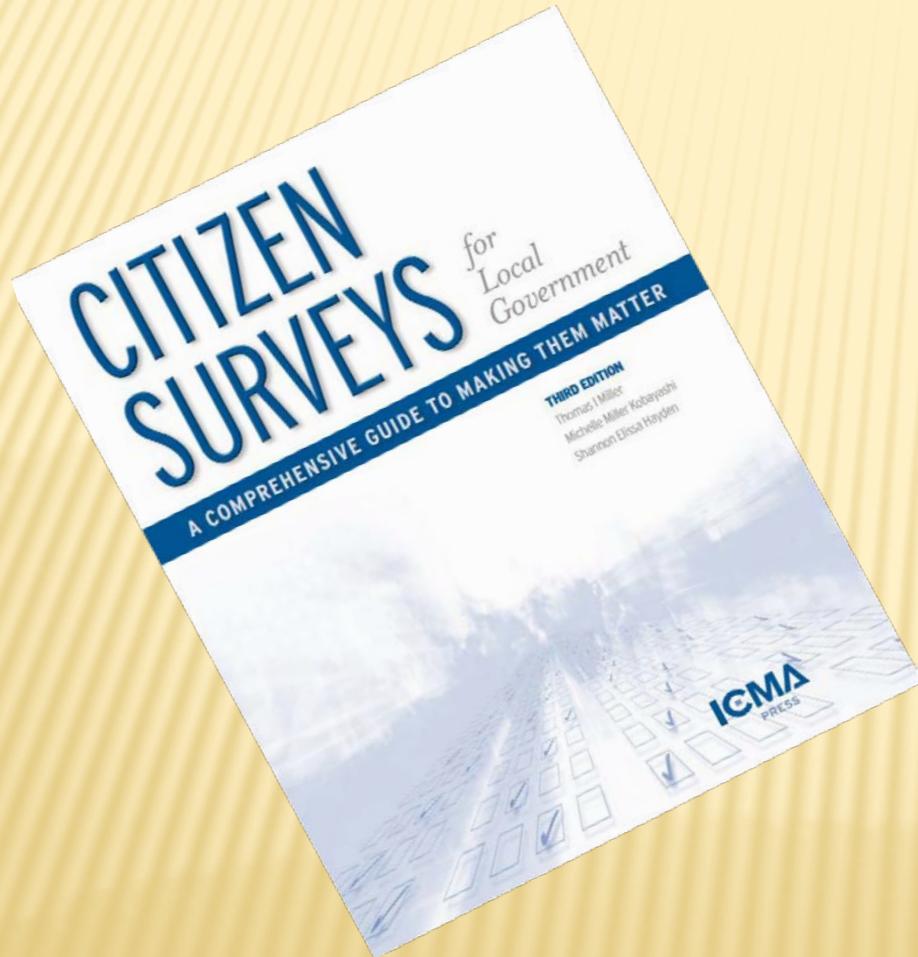


City of St. Augustine

Citizen Survey Review

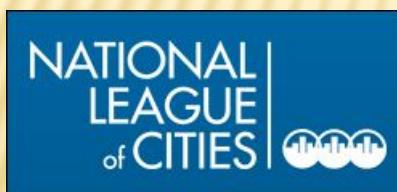


Key Findings
2016

About National Research Center (NRC)



- Over 20 Years conducting survey research for local governments
- Industry pioneers and long-term partners



- International City/County Managers Association (ICMA)
- National League of Cities (NLC)
- In excess of 300 jurisdictions currently using NRC

The Annual Business Model Begins Today



About National Citizen Survey (NCS)

- **NCS Measures Community Livability**
- **Captures Opinion within 3 Community Pillars**
 - **Community Characteristics**
 - **Governance**
 - **Participation**



About National Citizen Survey (NCS)

- The 3 Pillars are Measured Across 8 Facets

Safety

Mobility

Quality of
Community
Overall

Economy

Recreation
and
Wellness

Natural
Environment

Built
Environment

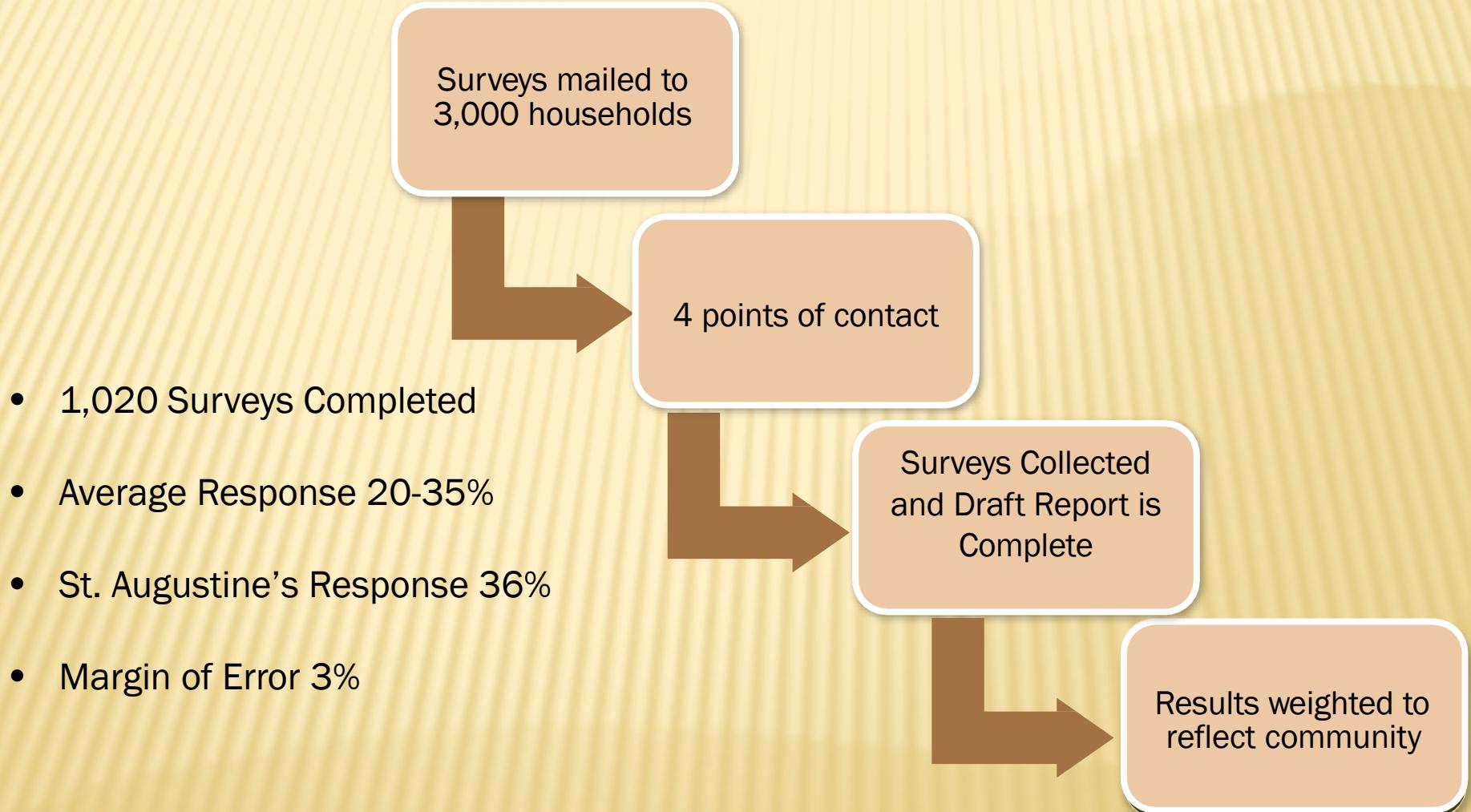
Education
and
Enrichment

Community
Engagement

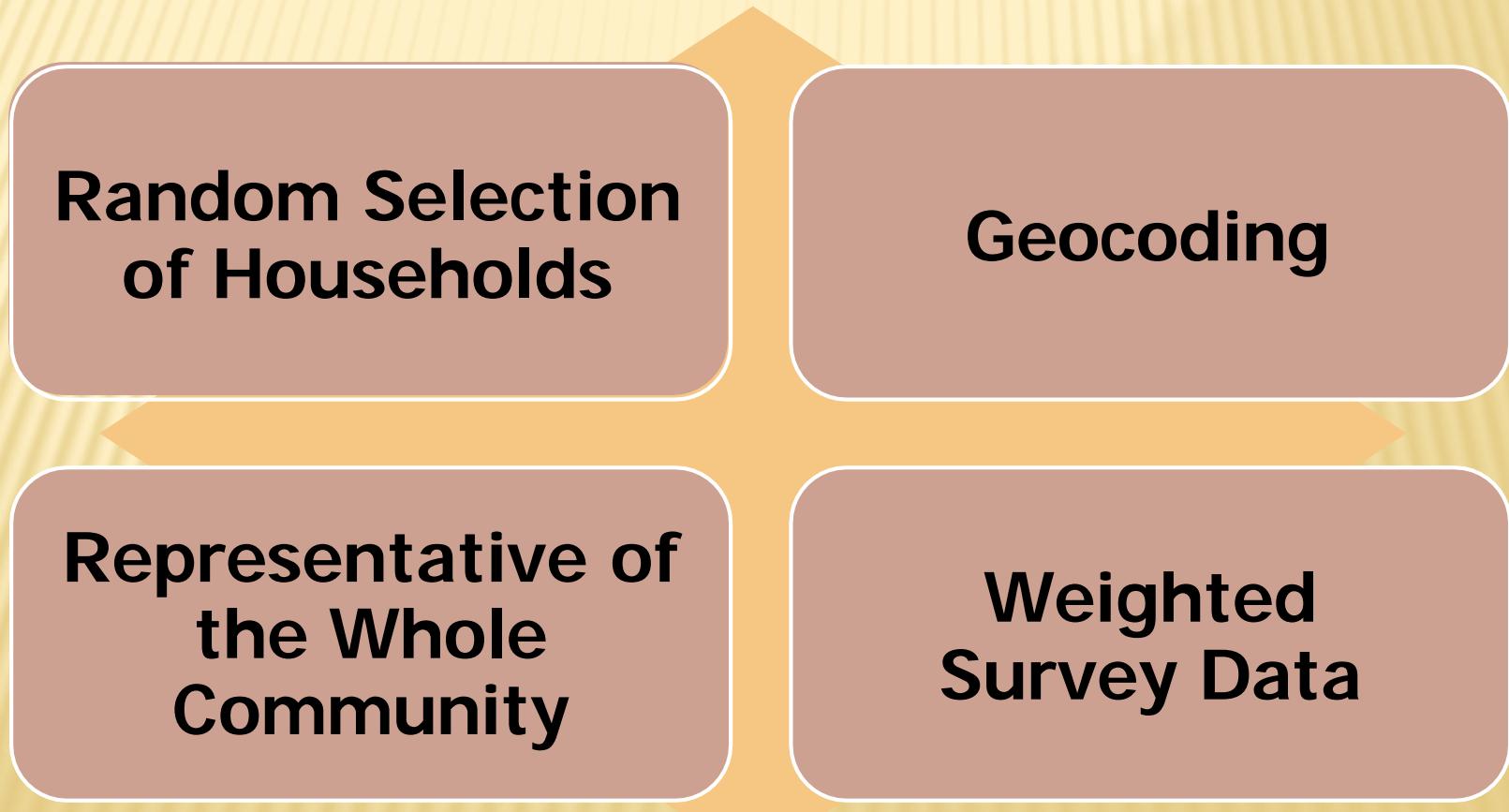
About St. Augustine's Citizen Survey

- Basic Service
- Expanded Sample Size – 3,000
- Reminder Post Cards
- Demographic Subgroups
- Geographic Subgroups
- Custom Questions
- Open-ended Question

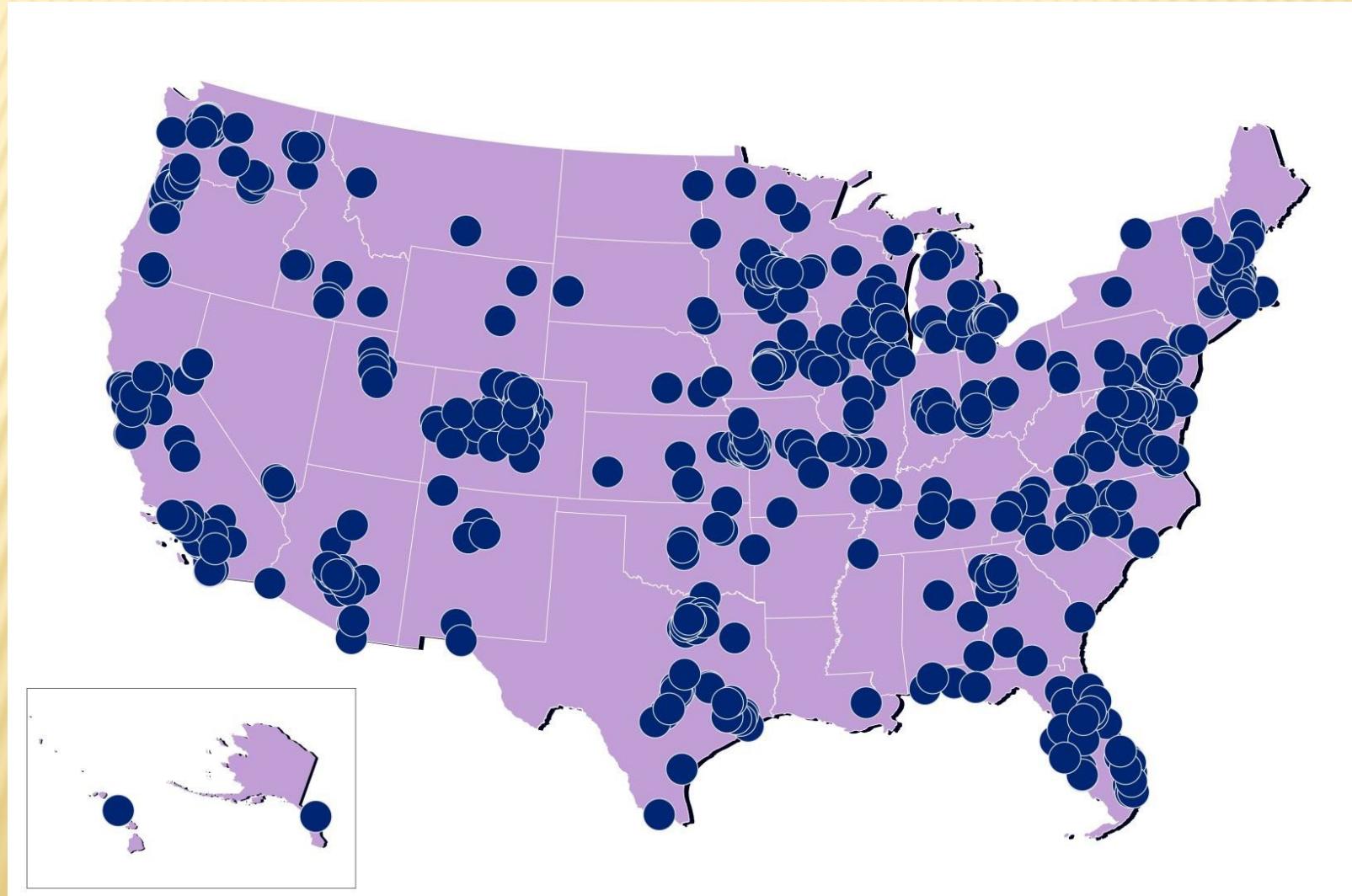
St. Augustine's Survey Process



Scientific Survey Benefits

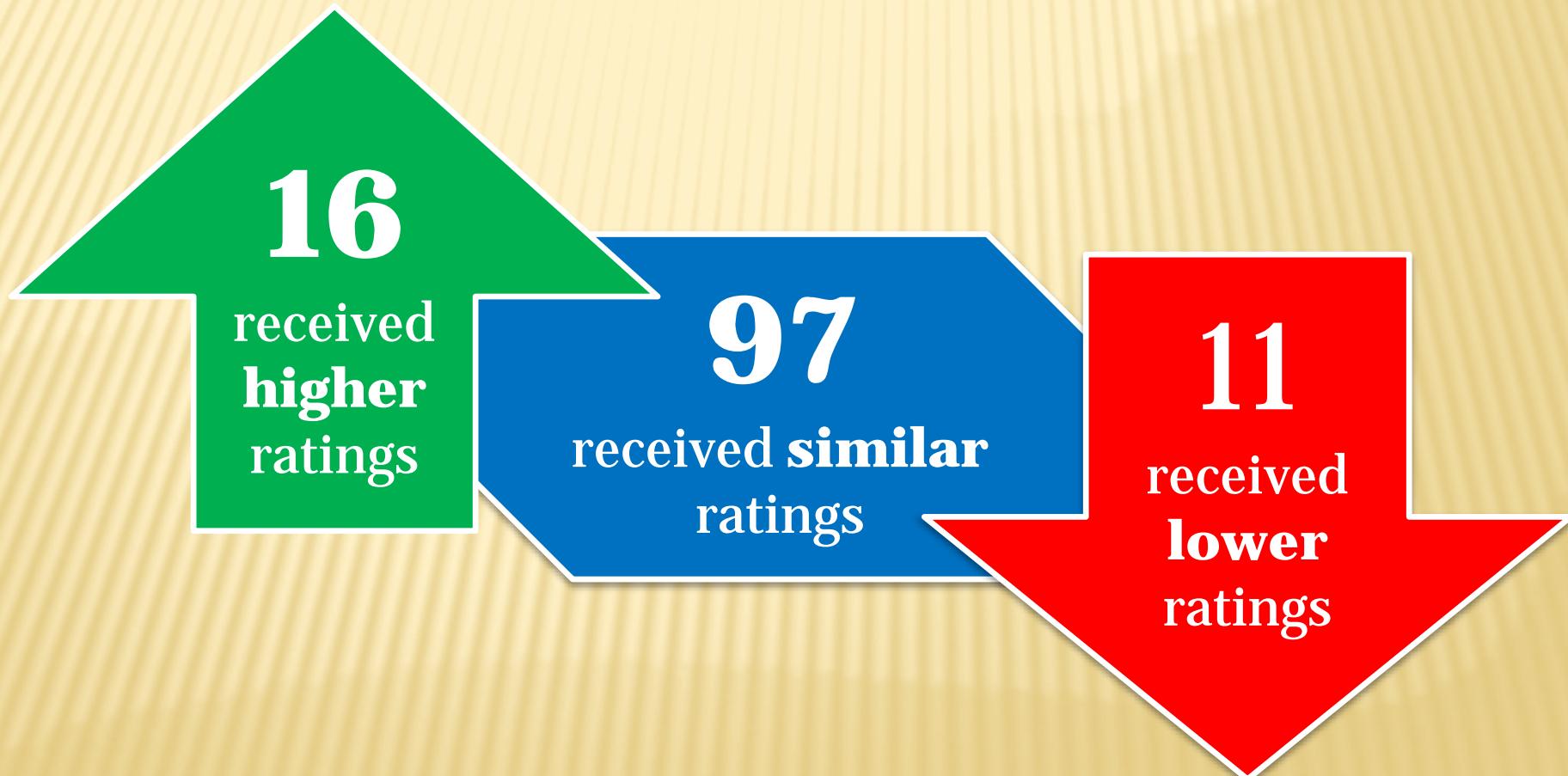


National Benchmark Comparisons



St. Augustine's Score Card

- St. Augustine's Results Compared to National Benchmark Comparisons



St. Augustine's Score Card

- St. Augustine is Similar to the National Benchmark in all Facets
- Safety and Natural Environment Ranked Most Important Moving Forward

■ Similar to national benchmark

★ Most important



Above Average Compared to National Benchmark

Community Characteristics

Ranked Much Higher:

<input type="checkbox"/> St. Augustine as a Place to Visit	94% or 5 th of 161
<input type="checkbox"/> Opportunities to Attend Cultural/Arts/Music Activities	89% or 3 rd of 260
<input type="checkbox"/> Vibrant Downtown/Commercial Area	81% or 12 th of 138

Ranked Higher:

<input type="checkbox"/> St. Augustine as a Place to Live	91% or 52 nd of 306
<input type="checkbox"/> Overall Appearance of St. Augustine	88% or 52 nd of 319
<input type="checkbox"/> St. Augustine as a Place to Retire	84% or 15 th of 324
<input type="checkbox"/> Opportunities to Participate in Social Events/Activities	81% or 15 th of 224
<input type="checkbox"/> Visited Public Places	81% or 21 st of 142
<input type="checkbox"/> Ease of Walking in St. Augustine	77% or 62 nd of 256

Above Average Compared to National Benchmark

Participation

Ranked Much Higher:

- Walked or Biked Instead of Driving 81% or 14th of 143
- Attended City-Sponsored Event 75% or 9th of 141

Ranked Higher:

- Used St. Augustine Recreation Centers or their Serv. 68% or 33rd of 209
- Work Inside Boundaries of St. Augustine 59% or 28th of 140
- Volunteered Time in St. Augustine 51% or 52nd of 229
- Participated in a Club 39% or 34th of 206

Ranked Lower:

- DID NOT Observe Code Violation in St. Augustine 43% or 105th of 137

Below Average Compared to National Benchmark

Community Characteristics

Ranked Much Lower:

- ❑ Ease of Parking 9% or 127th of 128
- ❑ Ease of Travel by Car in St. Augustine 27% or 258th of 263

Ranked Lower:

- ❑ Traffic Flow on Major Streets 22% or 297th of 308
- ❑ Ease of Travel by Public Transportation 23% or 119th of 130
- ❑ Availability of Affordable Public Housing 31% or 222nd of 264
- ❑ Overall Ease of Travel 52% or 148th of 155

Below Average Compared to National Benchmark

Governance

Ranked Much Lower:

- Storm Drainage 35% or 320th of 323

Ranked Lower:

- Drinking Water 55% or 265th of 301
- Bus or Transit Service 41% or 155th of 192
- Street Repair 34% or 303rd of 380

Participation

Ranked Lower:

- Used other Public Transportation instead of Driving 13% or 83rd of 121

Above Average Compared to Florida Benchmark

Community Characteristics

	St. Aug.	Palm Coast	Jupiter	Key West	Cape Coral
□ St. Augustine as a Place to Visit	94%	74%	91%	85%	68%
□ Opportunities to Attend Cultural/Arts/Music Activities	89%	45%	68%	73%	50%
□ Vibrant Downtown/Commercial Area	81%	31%	48%	52%	36%
□ St. Augustine as a Place to Live	91%	84%	95%	75%	80%
□ Overall Appearance of St. Augustine	88%	89%	92%	51%	65%
□ St. Augustine as a Place to Retire	84%	82%	83%	46%	80%
□ Opportunities to Participate in Social Events/Activities	81%	55%	66%	69%	55%
□ Visit a Public Space	81%	68%	85%	47%	58%
□ Ease of Walking in St. Augustine	77%	62%	65%	70%	44%

Participation

□ Walked or Biked Instead of Driving	81%	40%	59%	82%	48%
□ Attended City-Sponsored Event	75%	50%	53%	67%	48%
□ Used St. Augustine Recreation Centers or their Serv.	68%	42%	60%	53%	60%
□ Work Inside Boundaries of St. Augustine	59%	29%	36%	77%	31%
□ Volunteered Time in St. Augustine	51%	33%	40%	64%	32%
□ Participated in a Club	39%	30%	28%	41%	25%
□ DID NOT Observe Code Violation or Hazard in City	43%	44%	64%	40%	41%

Below Average Compared to Florida Benchmark

	St. Aug.	Palm Coast	Jupiter	Key West	Cape Coral
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Community Characteristics

❑ Ease of Parking	9%	70%	66%	6%	51%
❑ Ease of Travel by Car in St. Augustine	27%	58%	62%	20%	55%
❑ Traffic Flow on Major Streets	22%	41%	45%	30%	38%
❑ Ease of Travel by Public Transportation	23%	16%	26%	36%	22%
❑ Availability of Affordable Public Housing	31%	55%	36%	6%	56%
❑ Overall Ease of getting to Places you Usually Visit	52%	64%	77%	66%	59%

Governance

❑ Storm Drainage	35%	54%	72%	32%	52%
❑ Drinking Water	55%	58%	79%	70%	51%
❑ Bus or Transit Service	41%	22%	53%	53%	43%
❑ Street Repair	34%	61%	71%	19%	31%

Participation

❑ Used other Public Transp. instead of Driving	13%	5%	6%	18%	6%
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Above Average Compared to Demographic Subgroup

Community Characteristics

- St. Augustine as a Place to Visit
- Opportunities to Attend Cultural/Arts/Music Activities
- Vibrant Downtown/Commercial Area
- St. Augustine as a Place to Live
- Overall Appearance of St. Augustine
- St. Augustine as a Place to Retire
- Opportunities to Participate in Social Events/Activities
- Visited Public Places
- Ease of Walking in St. Augustine

	Overall	Age. 18-34.	Age 35-54	Age 55+	Res. 5 or <	Res. 6 to 20	Res. 20 >
• St. Augustine as a Place to Visit	94%	95%	95%	93%	98%	93%	90%
• Opportunities to Attend Cultural/Arts/Music Activities	89%	87%	91%	90%	92%	91%	84%
• Vibrant Downtown/Commercial Area	81%	86%	82%	76%	87%	82%	72%
• St. Augustine as a Place to Live	91%	90%	92%	91%	93%	91%	88%
• Overall Appearance of St. Augustine	88%	90%	89%	88%	90%	90%	86%
• St. Augustine as a Place to Retire	84%	83%	83%	85%	86%	88%	78%
• Opportunities to Participate in Social Events/Activities	81%	79%	85%	81%	83%	84%	76%
• Visited Public Places	81%	79%	84%	82%	86%	82%	76%
• Ease of Walking in St. Augustine	77%	81%	79%	74%	84%	79%	70%

Participation

- Walked or Biked Instead of Driving
- Attended City-Sponsored Event
- Used St. Augustine Recreation Centers or their Serv.
- Work Inside Boundaries of St. Augustine
- Volunteered Time in St. Augustine
- Participated in a Club
- DID NOT Observe Code Violation or Hazard in City

• Walked or Biked Instead of Driving	81%	88%	92%	70%	89%	84%	70%
• Attended City-Sponsored Event	75%	79%	80%	70%	78%	79%	69%
• Used St. Augustine Recreation Centers or their Serv.	68%	81%	66%	60%	72%	66%	66%
• Work Inside Boundaries of St. Augustine	59%	78%	69%	38%	59%	60%	59%
• Volunteered Time in St. Augustine	51%	48%	52%	53%	46%	56%	51%
• Participated in a Club	39%	32%	43%	42%	38%	37%	44%
• DID NOT Observe Code Violation or Hazard in City	43%	47%	41%	42%	43%	44%	43%

Below Average Compared to Demographic Subgroup

Community Characteristics

- Ease of Parking
- Ease of Travel by Car in St. Augustine
- Traffic Flow on Major Streets
- Ease of Travel by Public Transportation
- Availability of Affordable Public Housing
- Overall Ease of Travel

Overall	Age.	Age	Age	Res.	Res.	Res.
	18-34.	35-54	55+	5 or <	6 to 20	20 >
9%	5%	11%	11%	8%	12%	7%
27%	34%	21%	24%	30%	27%	23%
22%	25%	17%	23%	31%	19%	16%
23%	23%	18%	26%	29%	18%	22%
31%	27%	32%	33%	31%	33%	29%
52%	54%	47%	53%	62%	50%	43%

Governance

- Storm Drainage
- Drinking Water
- Bus or Transit Service
- Street Repair

35%	32%	35%	37%	37%	32%	37%
55%	52%	51%	60%	52%	56%	56%
41%	37%	34%	47%	42%	38%	41%
34%	40%	29%	33%	36%	34%	31%

Participation

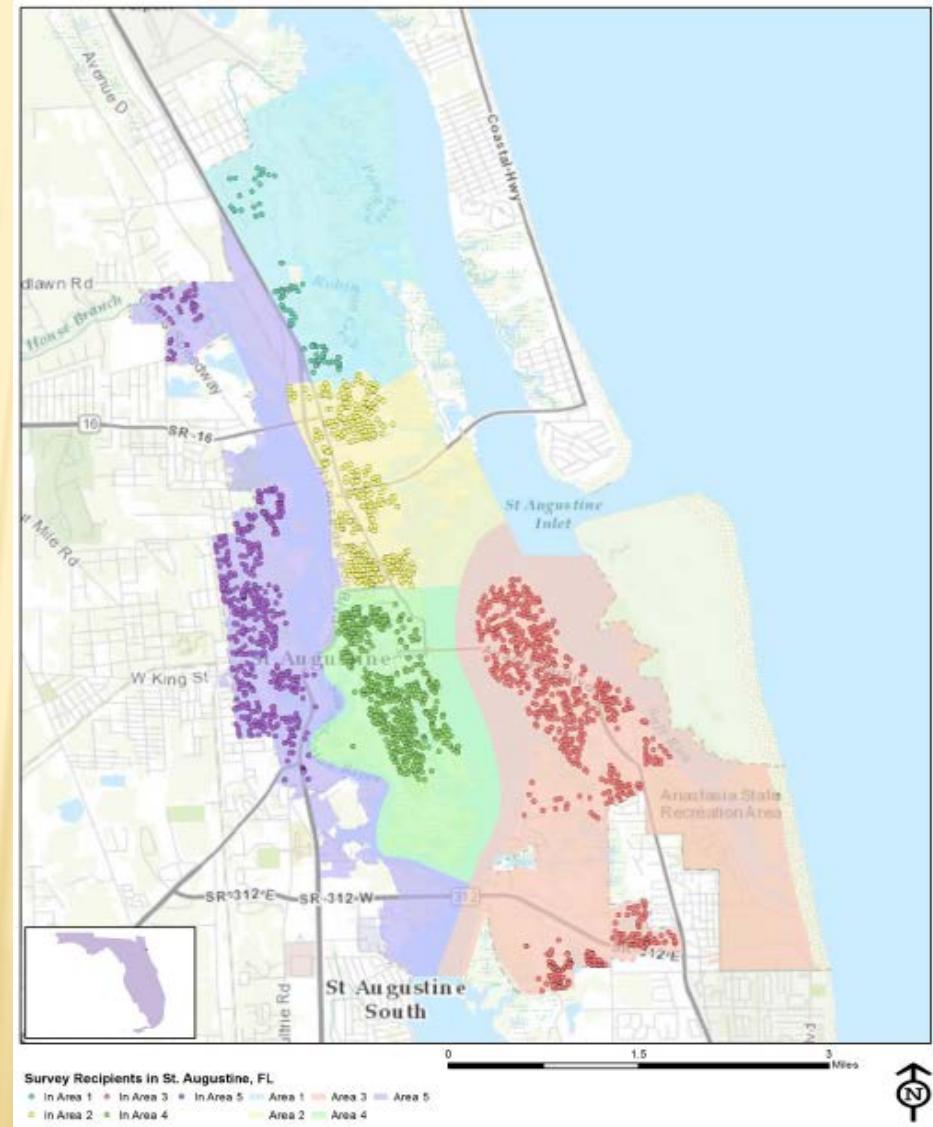
- Used other Public Transp. instead of Driving

13%	11%	10%	17%	12%	14%	13%
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Geographic Subgroups

Distribution of Surveys

- Neighborhood 1 (Sky Blue) North City
- Neighborhood 2 (Yellow) Uptown
- Neighborhood 3 (Red) Davis Shores East
- Neighborhood 4 (Green) Downtown
- Neighborhood 5 (Purple) US 1 West



Above Average Compared to Geographic Subgroup

Community Characteristics

- St. Augustine as a Place to Visit
- Opportunities to Attend Cultural/Arts/Music Activities
- Vibrant Downtown/Commercial Area
- St. Augustine as a Place to Live
- Overall Appearance of St. Augustine
- St. Augustine as a Place to Retire
- Opportunities to Participate in Social Events/Activities
- Visited Public Places
- Ease of Walking in St. Augustine

Overall	North City	Up-Town	Davis Shores E	Down-Town	US 1 W
94%	97%	90%	96%	92%	93%
89%	90%	90%	92%	90%	83%
81%	87%	80%	85%	86%	67%
91%	90%	90%	97%	94%	81%
88%	83%	89%	92%	88%	85%
84%	81%	80%	88%	85%	81%
81%	85%	86%	85%	81%	71%
81%	85%	82%	84%	83%	75%
77%	83%	82%	82%	85%	57%

Participation

- Walked or Biked Instead of Driving
- Attended City-Sponsored Event
- Used St. Augustine Recreation Centers or their Serv.
- Work Inside Boundaries of St. Augustine
- Volunteered Time in St. Augustine
- Participated in a Club
- DID NOT Observe Code Violation

81%	74%	90%	82%	90%	67%
75%	71%	83%	79%	81%	60%
68%	67%	68%	72%	72%	59%
59%	55%	68%	54%	64%	56%
51%	40%	57%	53%	52%	47%
39%	23%	35%	43%	50%	32%
43%	49%	41%	49%	45%	32%

Below Average Compared to Geographic Subgroup

Community Characteristics

- Ease of Parking
- Ease of Travel by Car in St. Augustine
- Traffic Flow on Major Streets
- Ease of Travel by Public Transportation
- Availability of Affordable Public Housing
- Overall Ease of Travel

	North	Up-Town	Davis Shores E	Down-Town	US 1
Overall	City	Town	Shores E	Town	W
9%	16%	11%	8%	8%	10%
27%	38%	22%	29%	22%	28%
22%	33%	14%	22%	20%	27%
23%	32%	20%	17%	18%	33%
31%	37%	23%	37%	26%	33%
52%	55%	43%	57%	50%	53%

Governance

- Storm Drainage
- Drinking Water
- Bus or Transit Service
- Street Repair

35%	40%	26%	41%	25%	44%
55%	37%	54%	56%	52%	63%
41%	39%	32%	39%	44%	45%
34%	41%	25%	42%	28%	33%

Participation

- Used other Public Transp. instead of Driving

13%	12%	16%	9%	16%	13%
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Custom Questions Compared to Demographic Subgroups

Service Quality Rated as Good or Better

- City Oversight of Rental Properties
- City Effectiveness in Curtailing Disruptive Evening and Weekend Behavior

	Overall	Age. 18-34.	Age 35-54	Age 55+	Res. 5 or <	Res. 6 to 20	Res. 20 >
• City Oversight of Rental Properties	42%	46%	43%	37%	48%	43%	36%
• City Effectiveness in Curtailing Disruptive Evening and Weekend Behavior	57%	67%	53%	53%	68%	55%	49%

Importance of Services in 2017 Budget

- Street Repairs and Paving
- Sidewalk Repairs
- Streetscape Enhancements
- Improvements to Traffic Congestion in St. Augustine
- Improvements to Parking in St. Augustine
- Parks and Other Public Space Enhancements
- Improving Public Safety Through Police Services
- Historic Preservation Initiatives
- Enhancements to Arts and Cultural Programs

• Street Repairs and Paving	80%	65%	78%	89%	74%	80%	85%
• Sidewalk Repairs	73%	61%	70%	81%	70%	73%	76%
• Streetscape Enhancements	47%	35%	49%	53%	47%	47%	46%
• Improvements to Traffic Congestion in St. Augustine	87%	83%	86%	91%	85%	83%	94%
• Improvements to Parking in St. Augustine	85%	86%	81%	87%	84%	83%	90%
• Parks and Other Public Space Enhancements	59%	54%	60%	61%	60%	57%	59%
• Improving Public Safety Through Police Services	66%	56%	65%	73%	67%	64%	68%
• Historic Preservation Initiatives	72%	71%	71%	74%	76%	70%	70%
• Enhancements to Arts and Cultural Programs							

Within the Community

- Reducing City Government's Carbon Footprint
- Improving the City's Communication with the Public
- Improving City Government Customer Service
- Economic Development/Business Incentives

• Reducing City Government's Carbon Footprint	56%	56%	51%	60%	60%	55%	54%
• Improving the City's Communication with the Public	58%	79%	54%	60%	58%	57%	60%
• Improving City Government Customer Service	71%	73%	68%	71%	67%	69%	76%
• Economic Development/Business Incentives	63%	63%	61%	66%	60%	61%	70%
• Enhancements to Arts and Cultural Programs							
• Reducing City Government's Carbon Footprint	66%	68%	68%	64%	69%	69%	61%
• Improving the City's Communication with the Public							
• Improving City Government Customer Service							
• Economic Development/Business Incentives							

Within the Community

Custom Questions Compared to Demographic Subgroups

Support Increased Taxes or Fees for Improvements

	Overall	Age. 18-34.	Age 35-54	Age 55+	Res. 5 or <	Res. 6 to 20	Res. 20 >
• Water Quality Improvements	84%	89%	82%	82%	85%	84%	83%
• Flood Mitigation Improvements	86%	91%	85%	84%	88%	87%	82%
• Parking Garage Construction	59%	56%	58%	62%	61%	55%	61%
• New Public Shuttle Service in the Downtown Corridor	75%	75%	75%	77%	78%	70%	79%
• Bicycle and Pedestrian Mobility Improvements	85%	92%	86%	81%	88%	85%	83%
• Undergrounding of Utility Lines	77%	77%	75%	80%	76%	76%	82%
• City-wide Wi-Fi Service	65%	76%	61%	61%	71%	61%	64%
• Community Festival/Special Event Production	65%	71%	65%	63%	73%	60%	63%
• Nights of Lights Expansion	49%	53%	45%	50%	56%	49%	43%
• Resources for Homeless	77%	81%	77%	75%	79%	76%	76%

Town-and-Gown Impact Rated as Good or Better

• Flagler College's New Reporting Process for Citizen Complaints (September 2015) is Effective	27%	22%	30%	30%	23%	30%	29%
• Flagler College Effectively Communicates its Future Plans and Projects to the Community	34%	33%	36%	36%	28%	38%	37%

Custom Questions Compared to Geographic Subgroups

Service Quality Rated as Good or Better

- City Oversight of Rental Properties
- City Effectiveness in Curtailing Disruptive Evening and Weekend Behavior

Overall	North City	Up-Town	Davis Shores E	Down Town	US 1 W
42%	42%	40%	43%	43%	40%
57%	66%	58%	52%	52%	64%

Importance of Services in 2017 Budget

- Street Repairs and Paving
- Sidewalk Repairs
- Streetscape Enhancements
- Improvements to Traffic Congestion in St. Augustine
- Improvements to Parking in St. Augustine
- Parks and Other Public Space Enhancements
- Improving Public Safety Through Police Services
- Historic Preservation Initiatives
- Enhancements to Arts and Cultural Programs
 - Within the Community
- Reducing City Government's Carbon Footprint
- Improving the City's Communication with the Public
- Improving City Government Customer Service
- Economic Development/Business Incentives
 - Within the Community

80%	66%	82%	77%	77%	89%
73%	57%	70%	74%	73%	81%
47%	35%	41%	51%	46%	50%
87%	86%	89%	89%	80%	91%
85%	72%	87%	87%	82%	90%
59%	53%	56%	61%	52%	66%
66%	66%	65%	69%	59%	72%
72%	77%	67%	73%	71%	74%
56%	54%	50%	57%	57%	59%
58%	71%	54%	53%	52%	71%
71%	62%	68%	69%	71%	79%
63%	53%	57%	60%	69%	71%
66%	56%	60%	68%	64%	74%

Custom Questions Compared to Geographic Subgroups

Support Increased Taxes or Fees for Improvements

	Overall	North City	Up-Town	Davis Shores E	Down Town	US 1 W
• Water Quality Improvements	84%	88%	90%	83%	84%	80%
• Flood Mitigation Improvements	86%	82%	91%	85%	87%	83%
• Parking Garage Construction	59%	55%	60%	61%	54%	62%
• New Public Shuttle Service in the Downtown Corridor	75%	72%	81%	78%	74%	69%
• Bicycle and Pedestrian Mobility Improvements	85%	78%	88%	87%	87%	82%
• Undergrounding of Utility Lines	77%	73%	81%	78%	78%	75%
• City-wide Wi-Fi Service	65%	59%	60%	58%	71%	66%
• Community Festival/Special Event Production	65%	65%	68%	68%	68%	57%
• Nights of Lights Expansion	49%	58%	41%	50%	50%	49%
• Resources for Homeless	77%	71%	80%	79%	80%	71%

Town-and-Gown Impact Rated as Good or Better

• Flagler College's New Reporting Process for Citizen Complaints (September 2015) is Effective	27%	33%	17%	30%	29%	28%
• Flagler College Effectively Communicates its Future Plans and Projects to the Community	34%	42%	28%	36%	34%	35%

How to the Survey Results Align with Strategic Plan

Importance of Services in 2017 Budget

- Improvements to Traffic Congestion in St. Augustine
- Improvements to Parking in St. Augustine
- Street Repairs and Paving
- Sidewalk Repairs
- Historic Preservation Initiatives
- Improving the City's Communication with the Public

Overall	Strategic Plan Objectives
87%	Mobility Planning
85%	Mobility Planning
80%	Infrastructure Planning and Construction
73%	Infrastructure Planning and Construction
72%	Historic Preservation Planning
71%	Communication and Online Presence to Promote Citizen Engagement

Support Increased Taxes or Fees for Improvements

• Flood Mitigation Improvements	86%	Infrastructure Planning and Construction
• Bicycle and Pedestrian Mobility Improvements	85%	Mobility Planning/Sustainable Best Practices
• Water Quality Improvements	84%	Infrastructure Planning and Construction
• Undergrounding of Utility Lines	77%	Infrastructure Planning and Construction/Historic Preservation Planning/Sustainable Best Practices
• Resources for Homeless	77%	Strategic Plan Adjustment?
• New Public Shuttle Service in the Downtown Corridor	75%	Mobility Planning/Sustainable Best Practices

Discussion

- Overall Survey Results
- Changes to Strategic Plan
- Commission Priorities for 2017 Budget