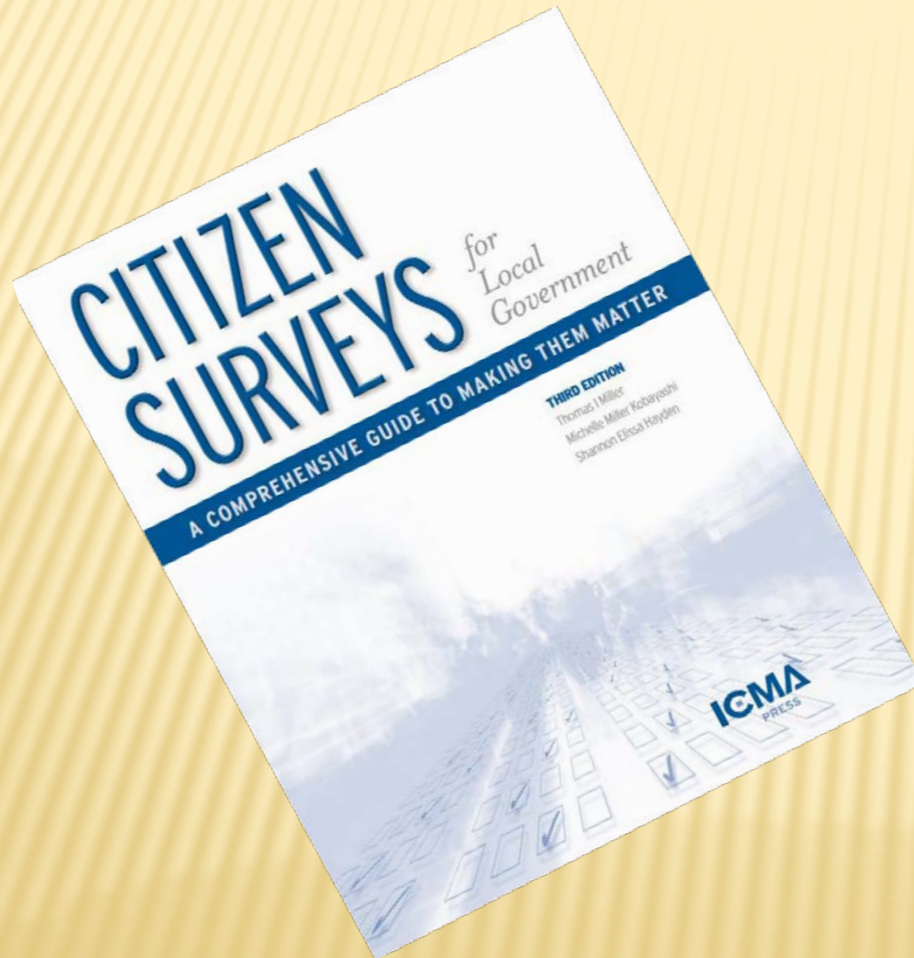


City of St. Augustine

Citizen Survey Review



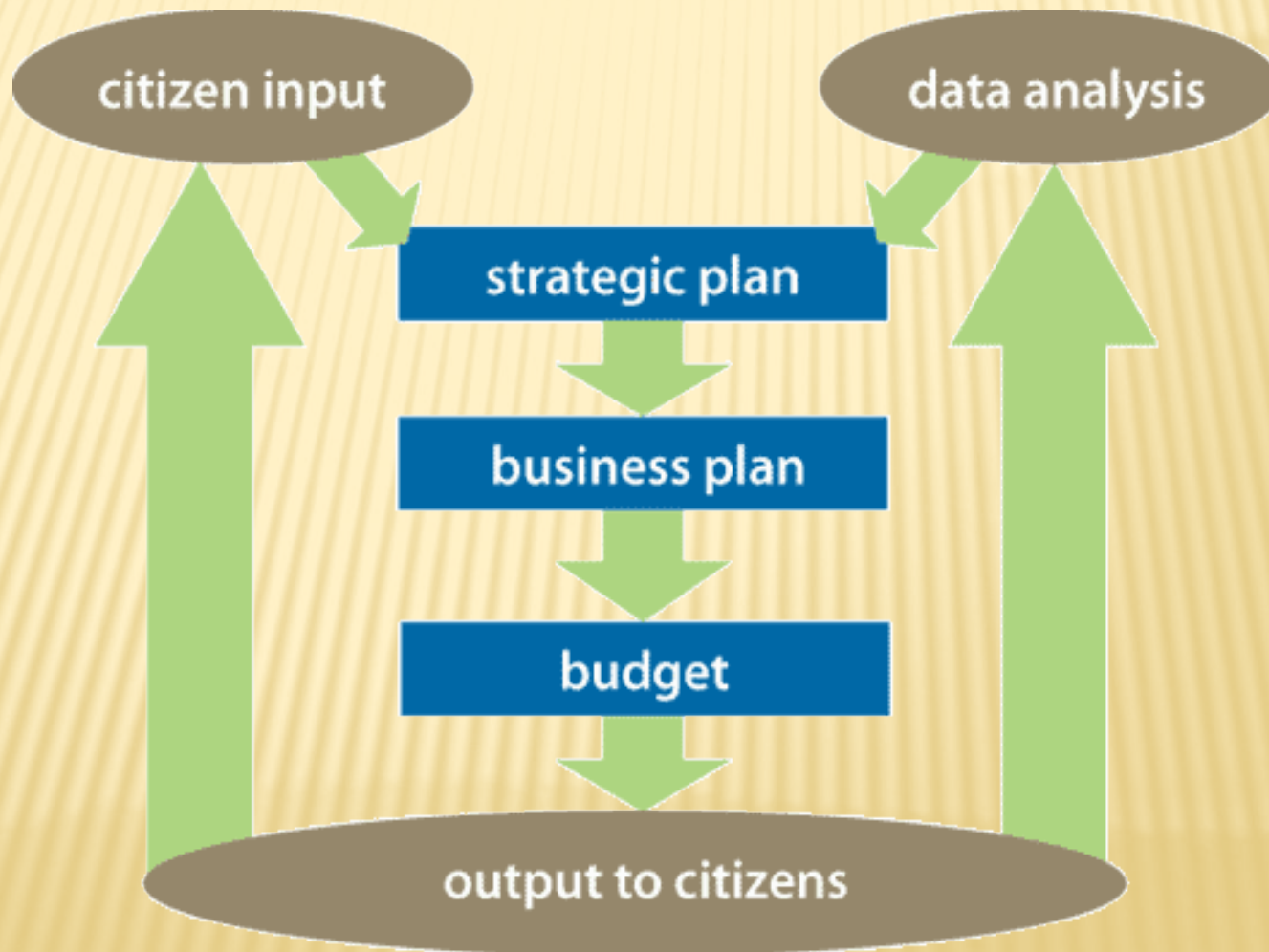
Key Findings 2016

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

Economy

Recreation
and
Wellness

Natural
Environment

Built
Environment

Quality of
Community
Overall

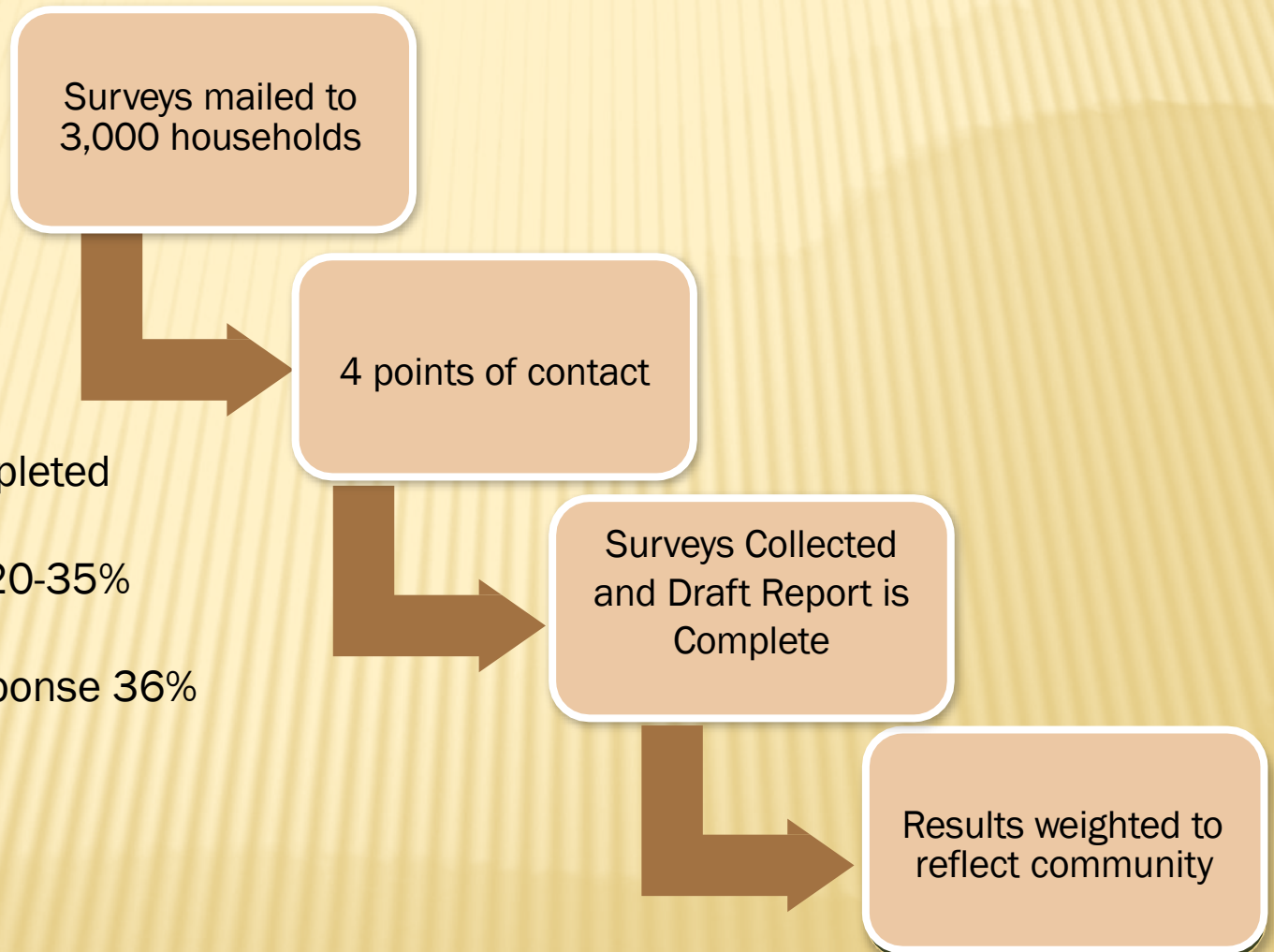
Education
and
Enrichment

Community
Engagement

About St. Augustine's Citizen Survey

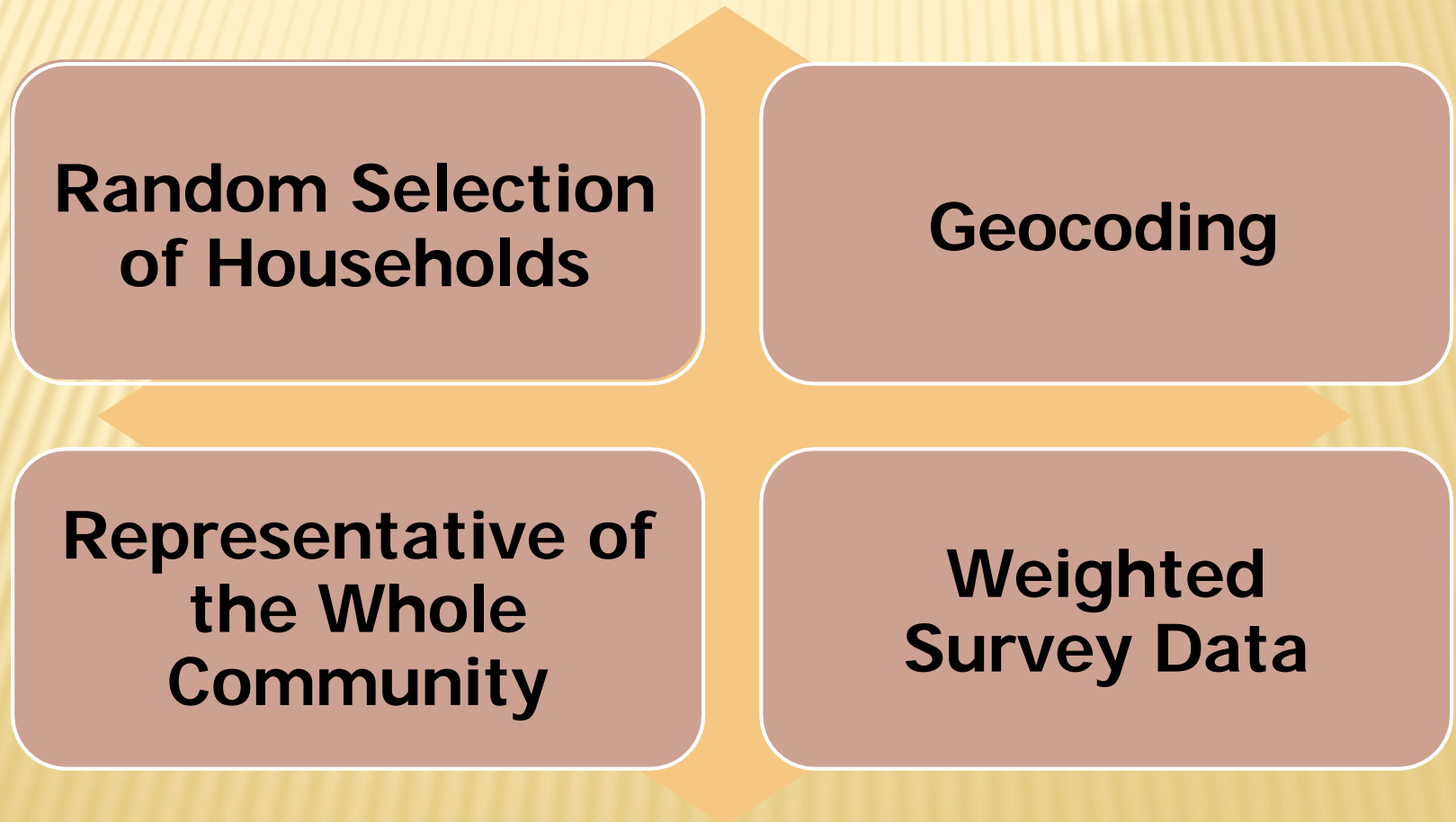
- ☐ Basic Service
- ☐ Expanded Sample Size – 3,000
- ☐ Reminder Post Cards
- ☐ Demographic Subgroups
- ☐ Geographic Subgroups
- ☐ Custom Questions
- ☐ Open-ended Question

St. Augustine's Survey Process

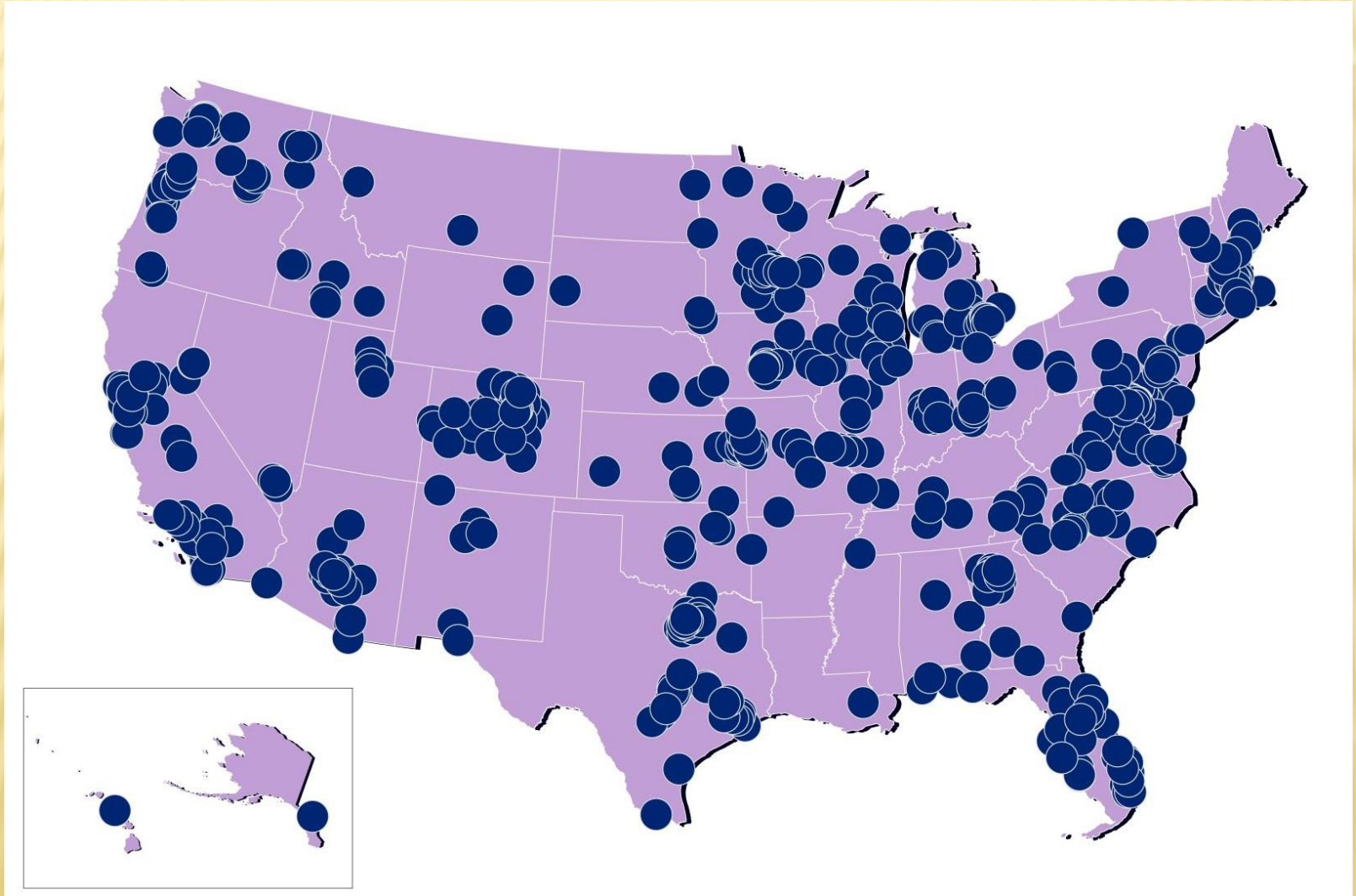


- 1,020 Surveys Completed
- Average Response 20-35%
- St. Augustine's Response 36%
- Margin of Error 3%

Scientific Survey Benefits

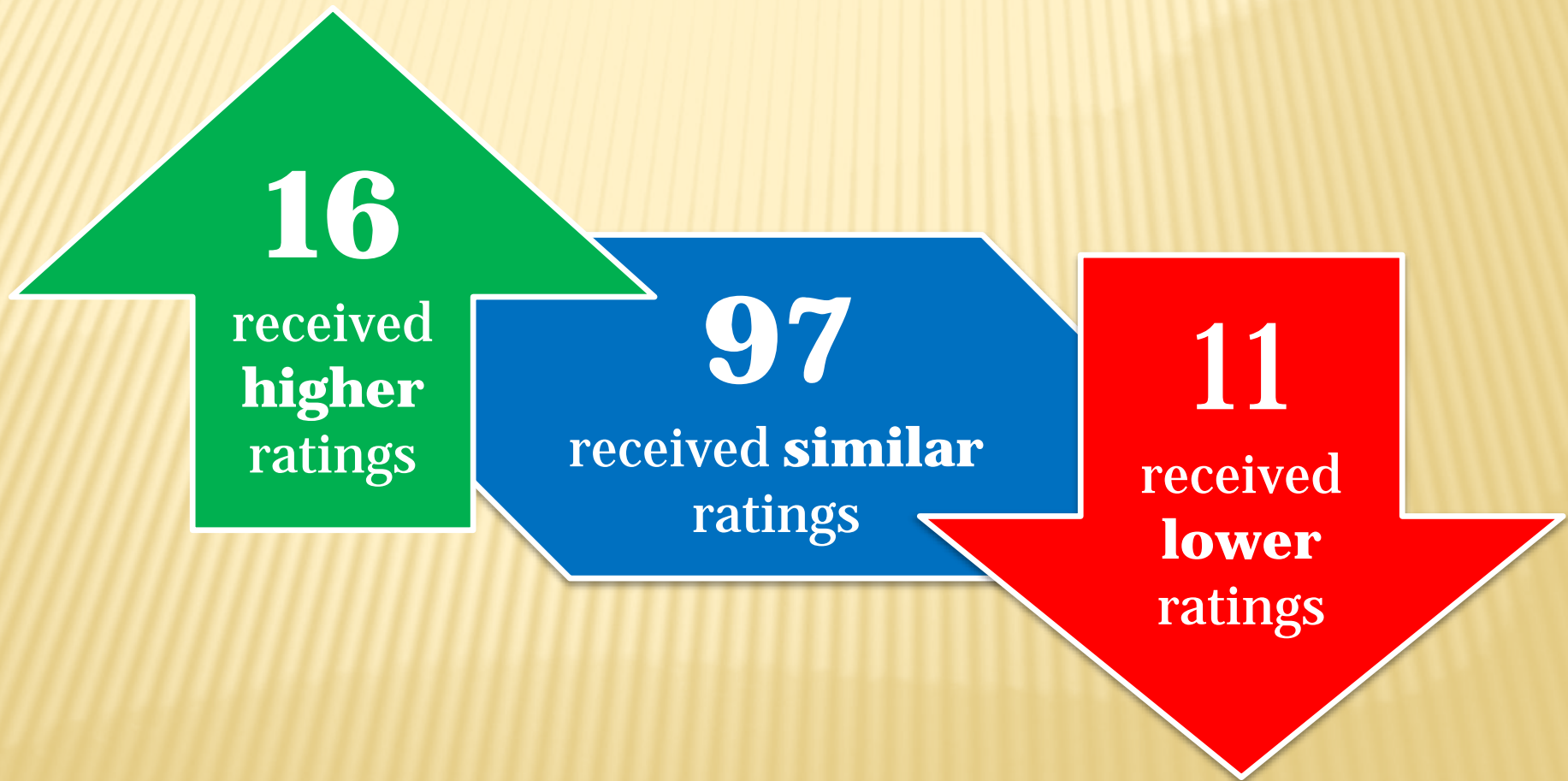


National Benchmark Comparisons



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:

- | | |
|--|--------------------------------|
| ❑ St. Augustine as a Place to Visit | 94% or 5 th of 161 |
| ❑ Opportunities to Attend Cultural/Arts/Music Activities | 89% or 3 rd of 260 |
| ❑ Vibrant Downtown/Commercial Area | 81% or 12 th of 138 |

Ranked Higher:

- | | |
|--|--------------------------------|
| ❑ St. Augustine as a Place to Live | 91% or 52 nd of 306 |
| ❑ Overall Appearance of St. Augustine | 88% or 52 nd of 319 |
| ❑ St. Augustine as a Place to Retire | 84% or 15 th of 324 |
| ❑ Opportunities to Participate in Social Events/Activities | 81% or 15 th of 224 |
| ❑ Visited Public Places | 81% or 21 st of 142 |
| ❑ 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 127 th of 128 |
| ❑ Ease of Travel by Car in St. Augustine | 27% or 258 th of 263 |

Ranked Lower:

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

Community Characteristics

	St. Aug.	Palm Coast	Jupiter	Key West	Cape Coral
□ 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

	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	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

	Overall	Age. 18-34.	Age 35-54	Age 55+	Res. 5 or <	Res. 6 to 20	Res. 20 >
• Ease of Parking	9%	5%	11%	11%	8%	12%	7%
• Ease of Travel by Car in St. Augustine	27%	34%	21%	24%	30%	27%	23%
• Traffic Flow on Major Streets	22%	25%	17%	23%	31%	19%	16%
• Ease of Travel by Public Transportation	23%	23%	18%	26%	29%	18%	22%
• Availability of Affordable Public Housing	31%	27%	32%	33%	31%	33%	29%
• Overall Ease of Travel	52%	54%	47%	53%	62%	50%	43%

Governance

• Storm Drainage	35%	32%	35%	37%	37%	32%	37%
• Drinking Water	55%	52%	51%	60%	52%	56%	56%
• Bus or Transit Service	41%	37%	34%	47%	42%	38%	41%
• Street Repair	34%	40%	29%	33%	36%	34%	31%

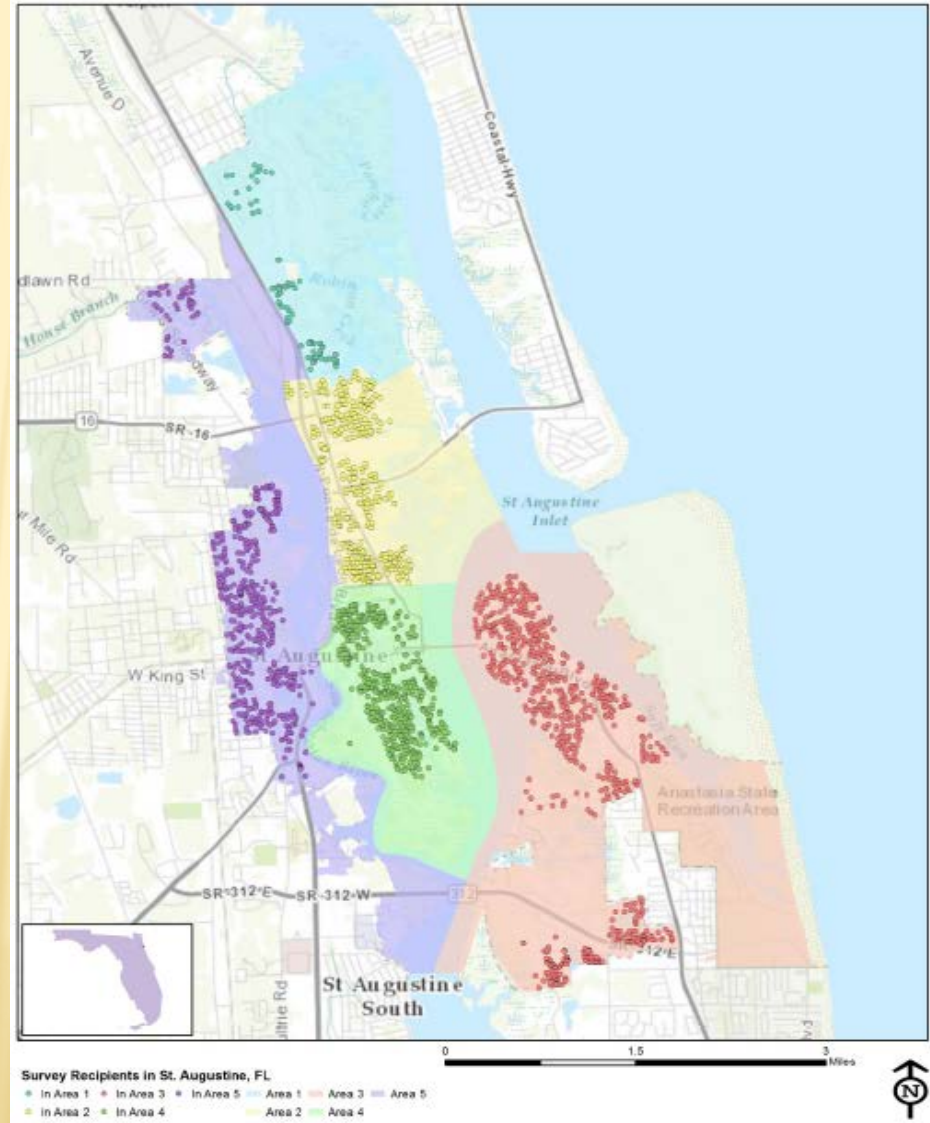
Participation

• 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

	Overall	North City	Up-Town	Davis Shores E	Down-Town	US 1 W
• St. Augustine as a Place to Visit	94%	97%	90%	96%	92%	93%
• Opportunities to Attend Cultural/Arts/Music Activities	89%	90%	90%	92%	90%	83%
• Vibrant Downtown/Commercial Area	81%	87%	80%	85%	86%	67%
• St. Augustine as a Place to Live	91%	90%	90%	97%	94%	81%
• Overall Appearance of St. Augustine	88%	83%	89%	92%	88%	85%
• St. Augustine as a Place to Retire	84%	81%	80%	88%	85%	81%
• Opportunities to Participate in Social Events/Activities	81%	85%	86%	85%	81%	71%
• Visited Public Places	81%	85%	82%	84%	83%	75%
• Ease of Walking in St. Augustine	77%	83%	82%	82%	85%	57%

Participation

• Walked or Biked Instead of Driving	81%	74%	90%	82%	90%	67%
• Attended City-Sponsored Event	75%	71%	83%	79%	81%	60%
• Used St. Augustine Recreation Centers or their Serv.	68%	67%	68%	72%	72%	59%
• Work Inside Boundaries of St. Augustine	59%	55%	68%	54%	64%	56%
• Volunteered Time in St. Augustine	51%	40%	57%	53%	52%	47%
• Participated in a Club	39%	23%	35%	43%	50%	32%
• DID NOT Observe Code Violation	43%	49%	41%	49%	45%	32%

Below Average Compared to Geographic Subgroup

Community Characteristics

	Overall	North City	Up-Town	Davis Shores E	Down-Town	US 1 W
• Ease of Parking	9%	16%	11%	8%	8%	10%
• Ease of Travel by Car in St. Augustine	27%	38%	22%	29%	22%	28%
• Traffic Flow on Major Streets	22%	33%	14%	22%	20%	27%
• Ease of Travel by Public Transportation	23%	32%	20%	17%	18%	33%
• Availability of Affordable Public Housing	31%	37%	23%	37%	26%	33%
• Overall Ease of Travel	52%	55%	43%	57%	50%	53%

Governance

• Storm Drainage	35%	40%	26%	41%	25%	44%
• Drinking Water	55%	37%	54%	56%	52%	63%
• Bus or Transit Service	41%	39%	32%	39%	44%	45%
• Street Repair	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

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

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

	Overall	North City	Up-Town	Davis Shores E	Down Town	US 1 W
• City Oversight of Rental Properties	42%	42%	40%	43%	43%	40%
• City Effectiveness in Curtailing Disruptive Evening and Weekend Behavior	57%	66%	58%	52%	52%	64%

Importance of Services in 2017 Budget

• Street Repairs and Paving	80%	66%	82%	77%	77%	89%
• Sidewalk Repairs	73%	57%	70%	74%	73%	81%
• Streetscape Enhancements	47%	35%	41%	51%	46%	50%
• Improvements to Traffic Congestion in St. Augustine	87%	86%	89%	89%	80%	91%
• Improvements to Parking in St. Augustine	85%	72%	87%	87%	82%	90%
• Parks and Other Public Space Enhancements	59%	53%	56%	61%	52%	66%
• Improving Public Safety Through Police Services	66%	66%	65%	69%	59%	72%
• Historic Preservation Initiatives	72%	77%	67%	73%	71%	74%
• Enhancements to Arts and Cultural Programs						
Within the Community	56%	54%	50%	57%	57%	59%
• Reducing City Government's Carbon Footprint	58%	71%	54%	53%	52%	71%
• Improving the City's Communication with the Public	71%	62%	68%	69%	71%	79%
• Improving City Government Customer Service	63%	53%	57%	60%	69%	71%
• Economic Development/Business Incentives						
Within the Community	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

87%
85%
80%
73%
72%
71%

Strategic Plan Objectives

Mobility Planning
Mobility Planning
Infrastructure Planning and Construction
Infrastructure Planning and Construction
Historic Preservation Planning
Communication and Online Presence to
Promote Citizen Engagement

Support Increased Taxes or Fees for Improvements

- Flood Mitigation Improvements
- Bicycle and Pedestrian Mobility Improvements
- Water Quality Improvements
- Undergrounding of Utility Lines
- Resources for Homeless
- New Public Shuttle Service in the Downtown Corridor

86%
85%
84%
77%
77%
75%

Infrastructure Planning and Construction
Mobility Planning/Sustainable Best Practices
Infrastructure Planning and Construction
Infrastructure Planning and Construction/Historic
Preservation Planning/Sustainable Best Practices
Strategic Plan Adjustment?
Mobility Planning/Sustainable Best Practices

Discussion

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