

UNIVERSITY *of* WEST FLORIDA



Pensacola Community Survey

December 11, 2017

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Agenda

1. Research Purpose
2. Survey Methodology
3. Key Findings
 - City Report Card
 - Priority Matrix
 - Ranking
 - Direction of the City
 - Stormwater

Research Purpose

1. To determine the satisfaction levels of residents along several dimensions of city services and functions.
2. To determine the priority residents place on these service (or functions)

Research Methodology

How we collected data

- Landline and cellular telephone calls to residents
 - Smart Cell
 - Registered & Unregistered Voters
 - Screen for residency, district and age
- Intercept (in-person) surveys

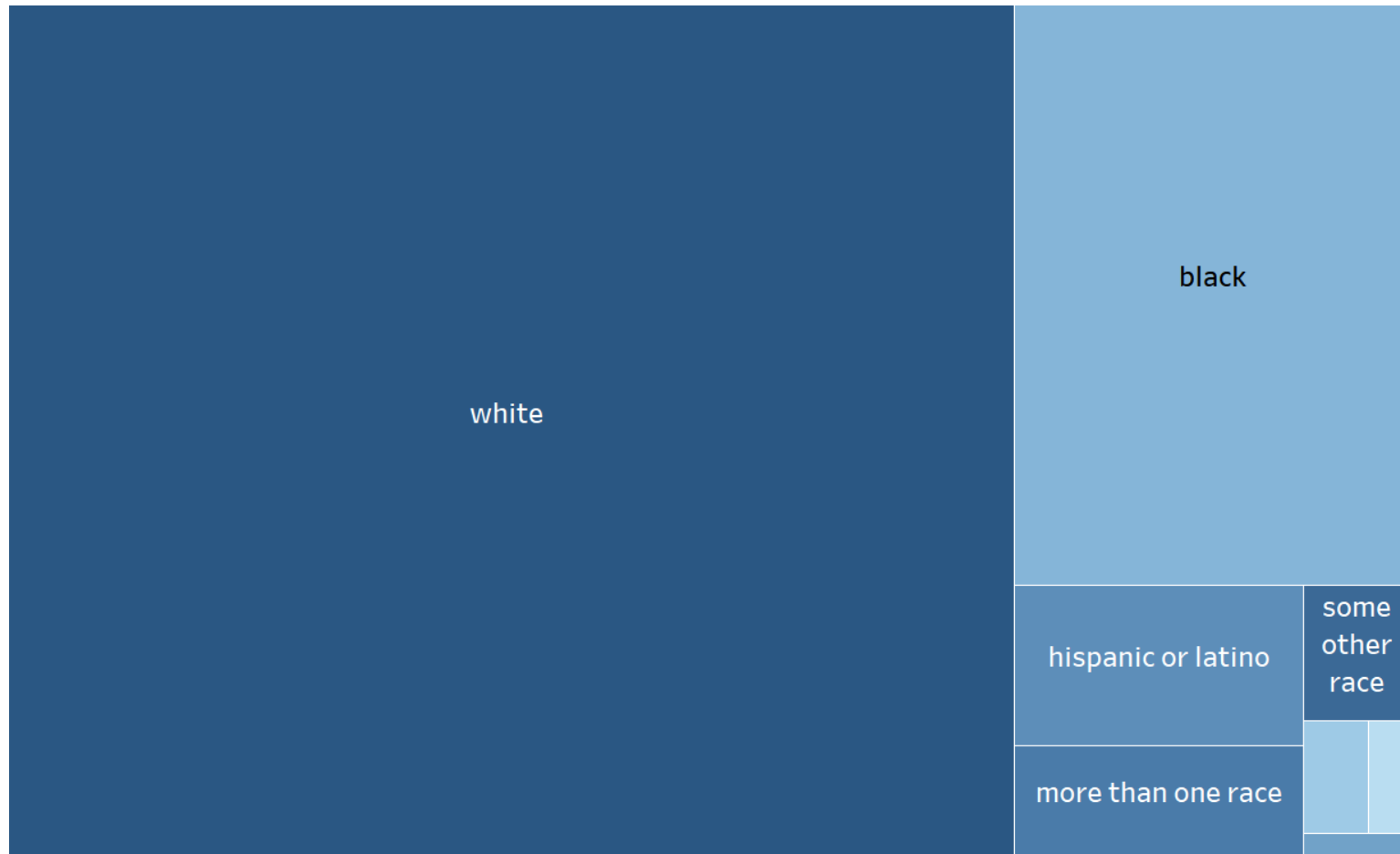
Survey Responses

- 532 residents participated in the survey at a 4.2% (+/-) margin of error
- Close match to population distribution by district
 - But District sample sizes are not big enough to be reliable

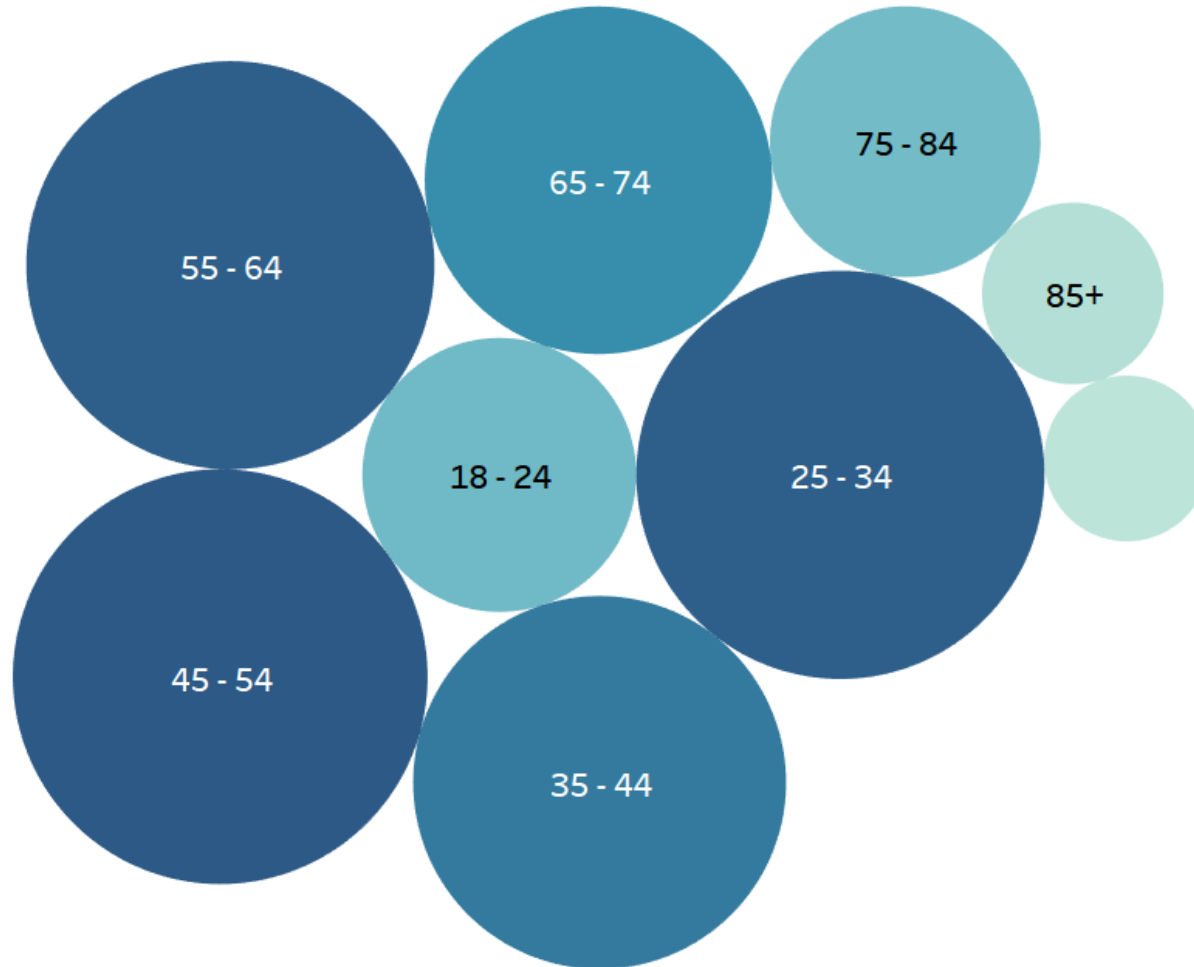
District	Residential ¹	Sample
1	12.7%	11.8%
2	14.9%	12.8%
3	14.6%	15.2%
4	14.3%	16.7%
5	14.5%	13.5%
6	14.4%	15.6%
7	14.6%	14.3%

Source: Easy Analytic Software, Inc.

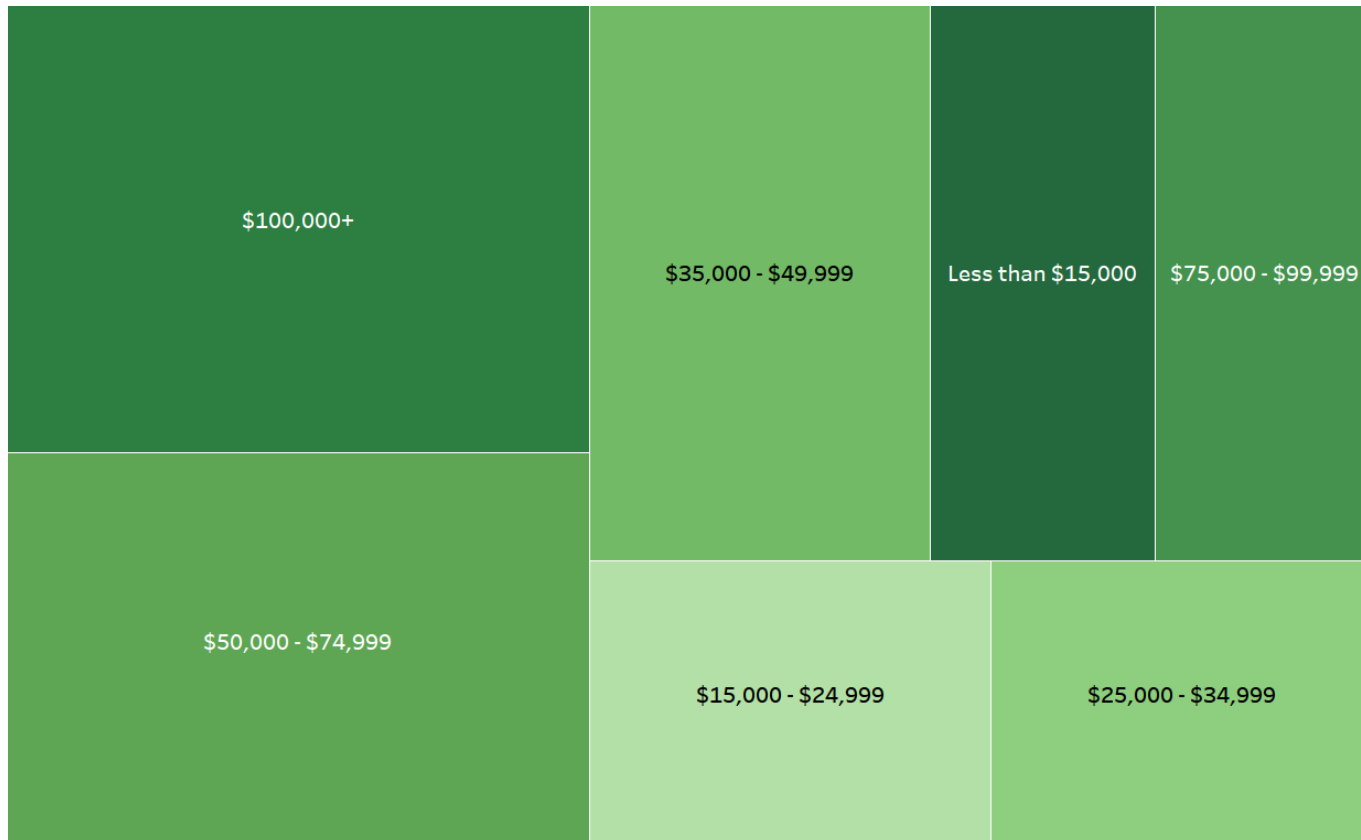
Demographics



Demographics



Demographics



Research Methodology

What did we ask?

- Satisfaction questions: Answers provided on a 1 (very dissatisfied) to 5 (very satisfied) response scale
- Priority ranking: give a list of 15 services, ask individuals to rank their #1, 2, 3, 4 and 5 top choices

Dimensions Measured	Priority	Satisfaction
Police	✓	✓
Fire	✓	✓
Sanitation Services	✓	✓
Parks	✓	✓
Community Centers	✓	✓
Streets	✓	✓
Sidewalks	✓	✓
Street lights	✓	✓
City Appearance	✓	✓
Stormwater Infrastructure	✓	✓
Athletic Fields	✓	
Athletic Facilities		✓
Recreational Opportunities		✓
Information about City Services		✓
Value of Services		✓
Bike Lanes	✓	
Events	✓	
Traffic Flow	✓	
Zoning	✓	

Key Findings: Grades

Dimension	Mean Satisfaction	Grade
Fire	4.34	A-
Police	4.02	B+
Recycling, Garbage, Yard Waste	3.92	B
City Parks	3.90	B
Appearance/Cleanliness of the City	3.76	B
Recreational Opportunities	3.75	B
Community Centers	3.69	B
City Athletic Facilities	3.68	B
Value of Services for City Taxes	3.62	B-
Ease of Obtaining Information About City Services	3.55	B
City Street Lighting	3.48	B-
City Streets	3.42	B-
City Sidewalks	3.31	C+
Stormwater Infrastructure	3.16	C+

Tracking the City's Progress

Dimension	2015		15-16 change	2016		16-17 change	2017	
	Mean Satisfaction	Grade		Mean Satisfaction	Grade		Mean Satisfaction	Grade
Police	3.98	B	0.05	4.03	B+	-0.01	4.02	B+
Fire	4.46	A-	-0.07	4.39	A-	-0.05	4.34	A-
City Streets	3.11	C+	0.18**	3.29	C+	0.13**	3.42	B-
City Sidewalks	3.28	C+	0.07	3.35	B-	-0.04	3.31	C+
City Street Lighting	3.53	B-	0.07	3.6	B-	-0.12**	3.48	B-
Stormwater Infrastructure	3.01	C+	0.06	3.07	C+	0.09*	3.16	C+
Appearance/Cleanliness of the City	3.54	B-	0.13*	3.67	B	0.09*	3.76	B
Recycling, Garbage, Yard Waste Services	4.2	B+	-0.16**	4.04	B+	-0.12**	3.92	B
Number and Appearance of City Parks	4.08	B+	-0.09	3.99	B	-0.09*	3.9	B
Community Centers	3.96	B	-0.27**	3.69	B	No change	3.69	B
City Athletic Facilities	3.87	B	-0.2**	3.67	B	0.01	3.68	B
Recreational Opportunities	3.96	B	-0.19**	3.77	B	-0.02	3.75	B
Ease of Obtaining Information About City Services	3.27	C+	0.42**	3.69	B	-0.14**	3.55	B-
Value of Services for City Taxes	3.29	C+	0.33**	3.62	B-	No change	3.62	B-
			*	Sig. at 90% Level		**	Sig. at 99% Confidence Level	

Key Findings: Priority Matrix

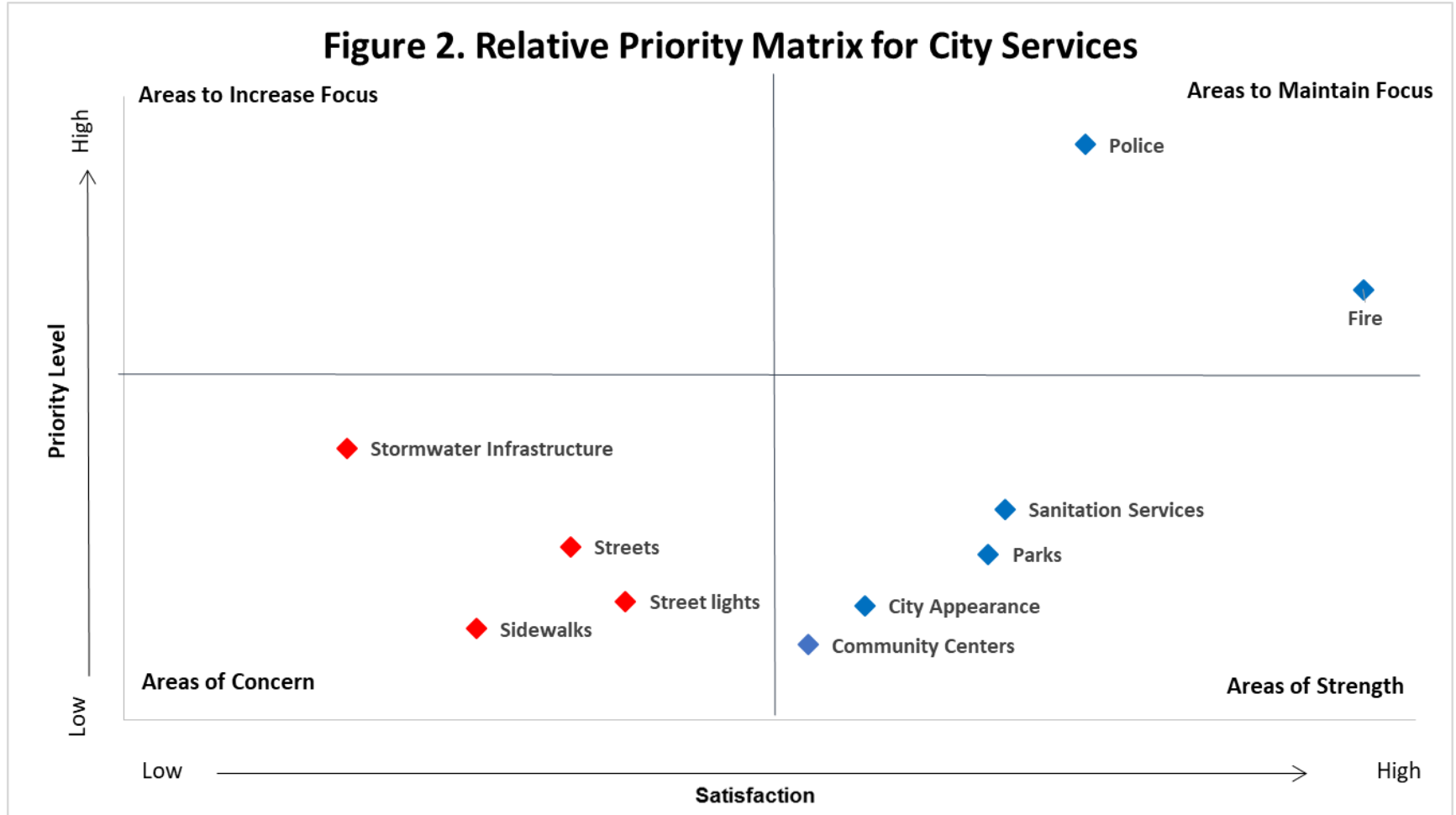
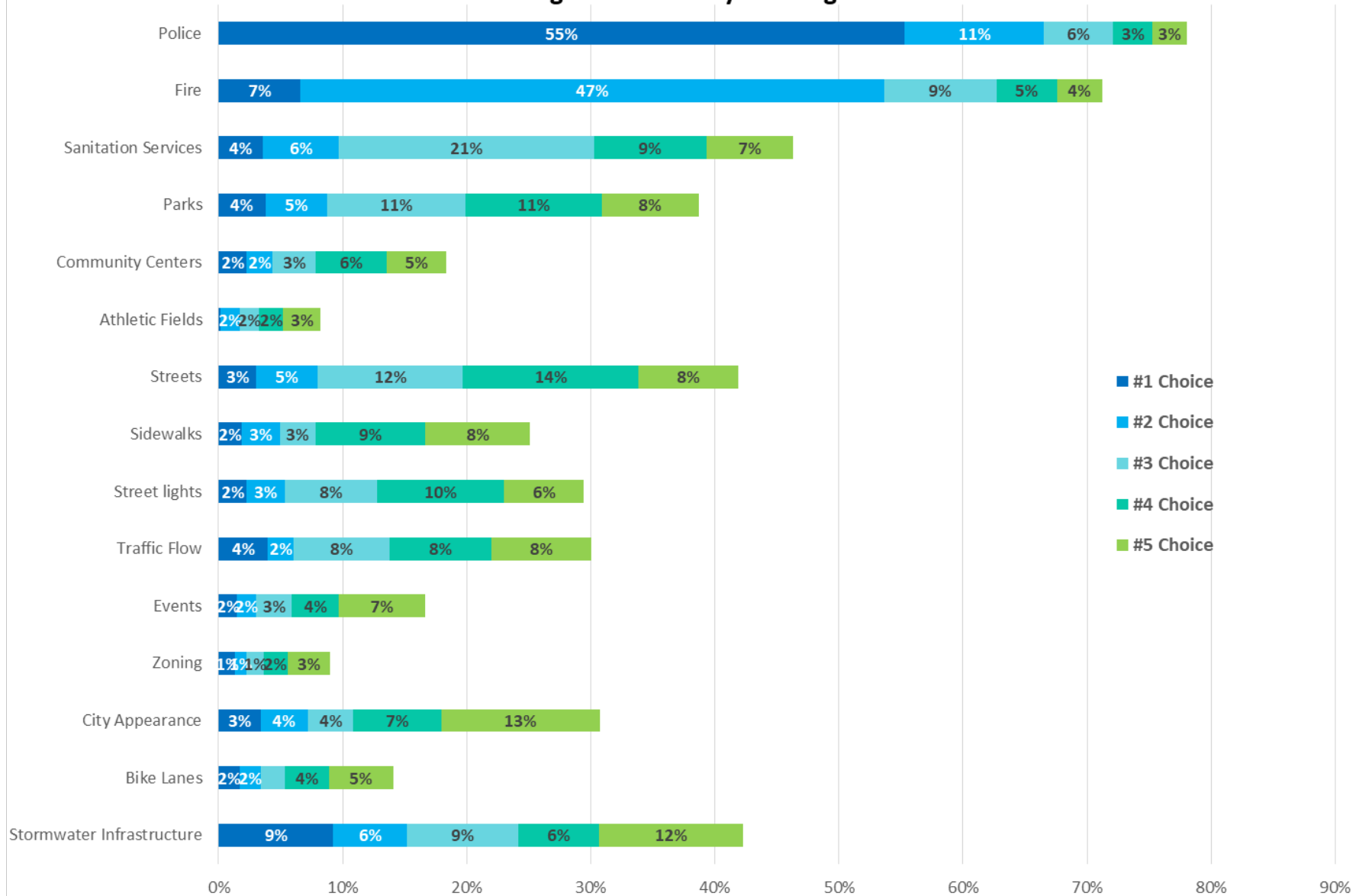
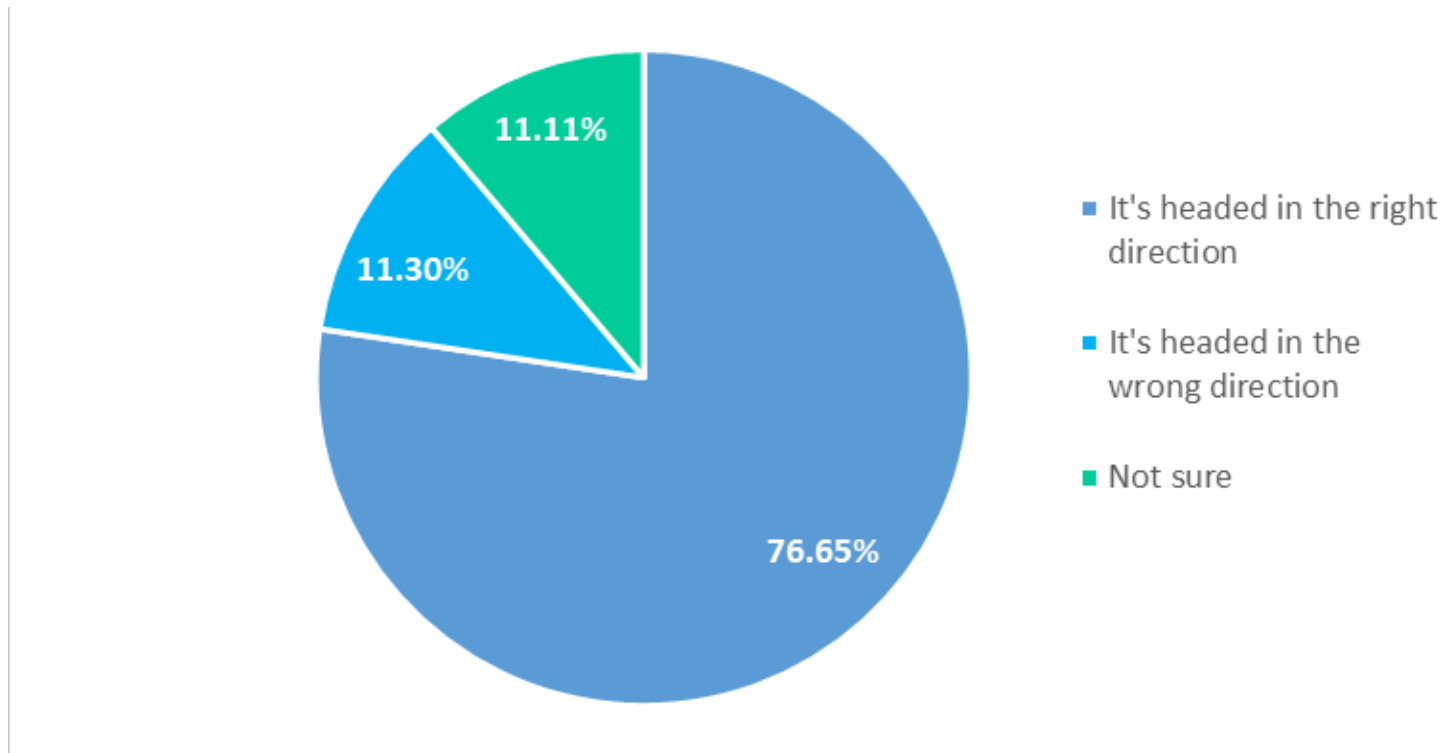


Figure 11. Priority Ranking

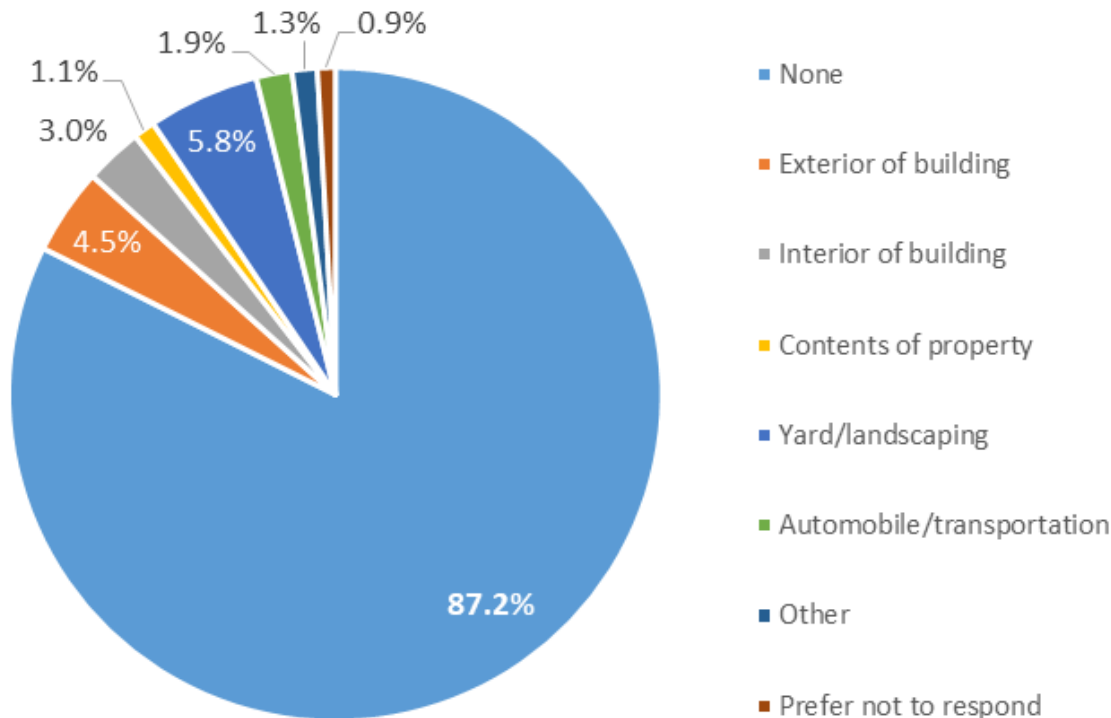


Key Findings

Perception of the Direction of the City



Property Damage Due to Stormwater Runoff



- 87% of respondents had no damage
- 94% had no costs related to stormwater damage

Median damages: \$2,000

Average damages: \$13,144

Questions or Comments?

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