



2021 Citizen Survey Results



The Citizen Survey

- **Monitors pulse of the community**
- **Civic engagement**

Feedback

- **Tracking trends**
- **Posted to City website**

Reporting

- **Allocates resources**
- **Targets opportunities for improving services**

Planning



Survey Focus



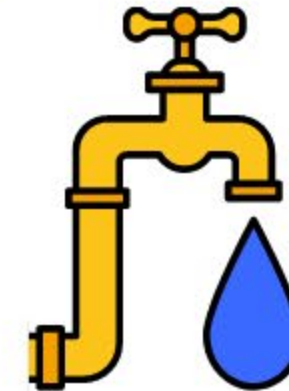
Economy



Mobility



**Community
Design**



Utilities



Safety



**Natural
Environment**



**Parks and
Recreation**



**Health and
Wellness**



**Education,
Arts & Culture**

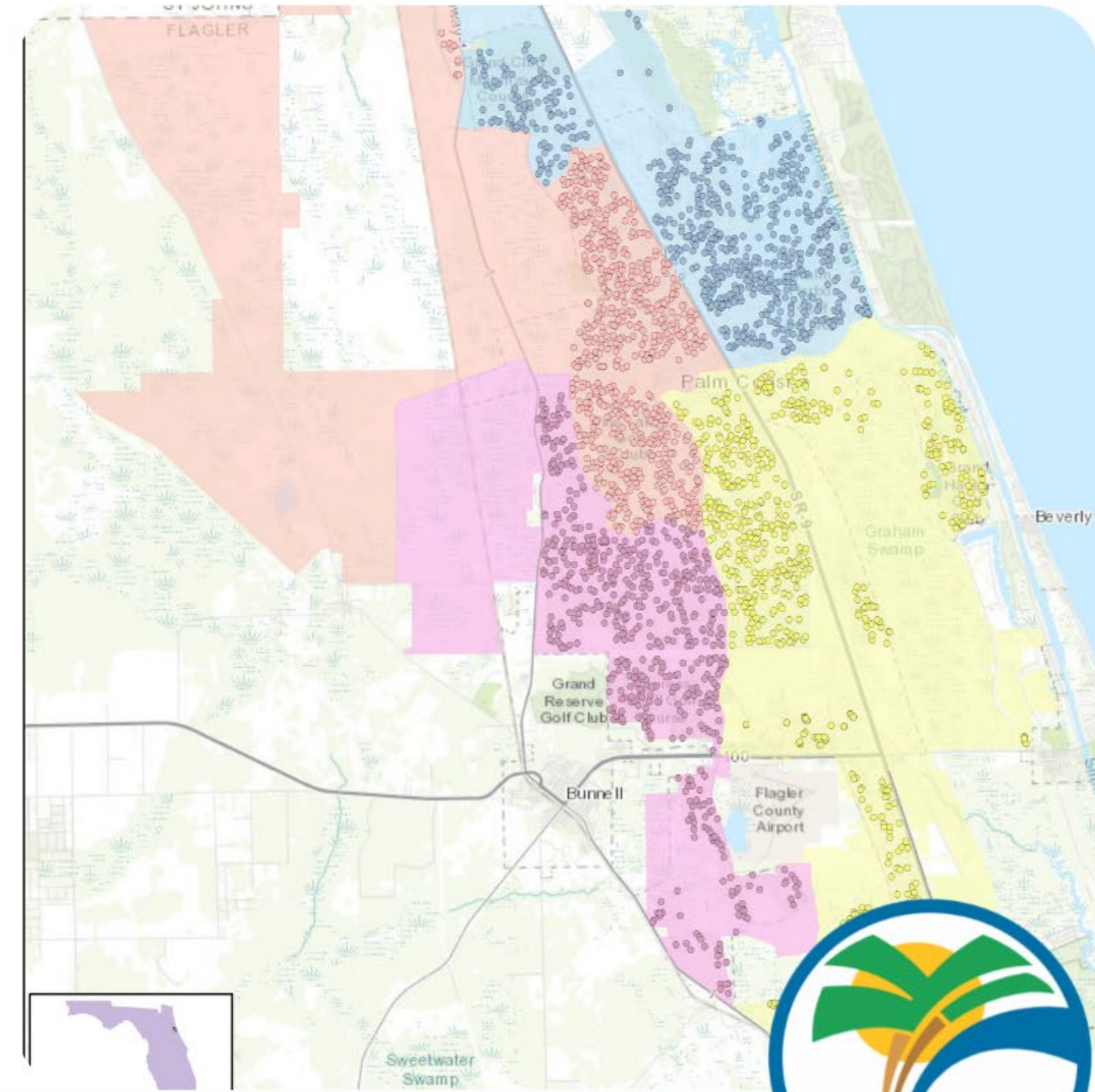


**Inclusivity &
Engagement**



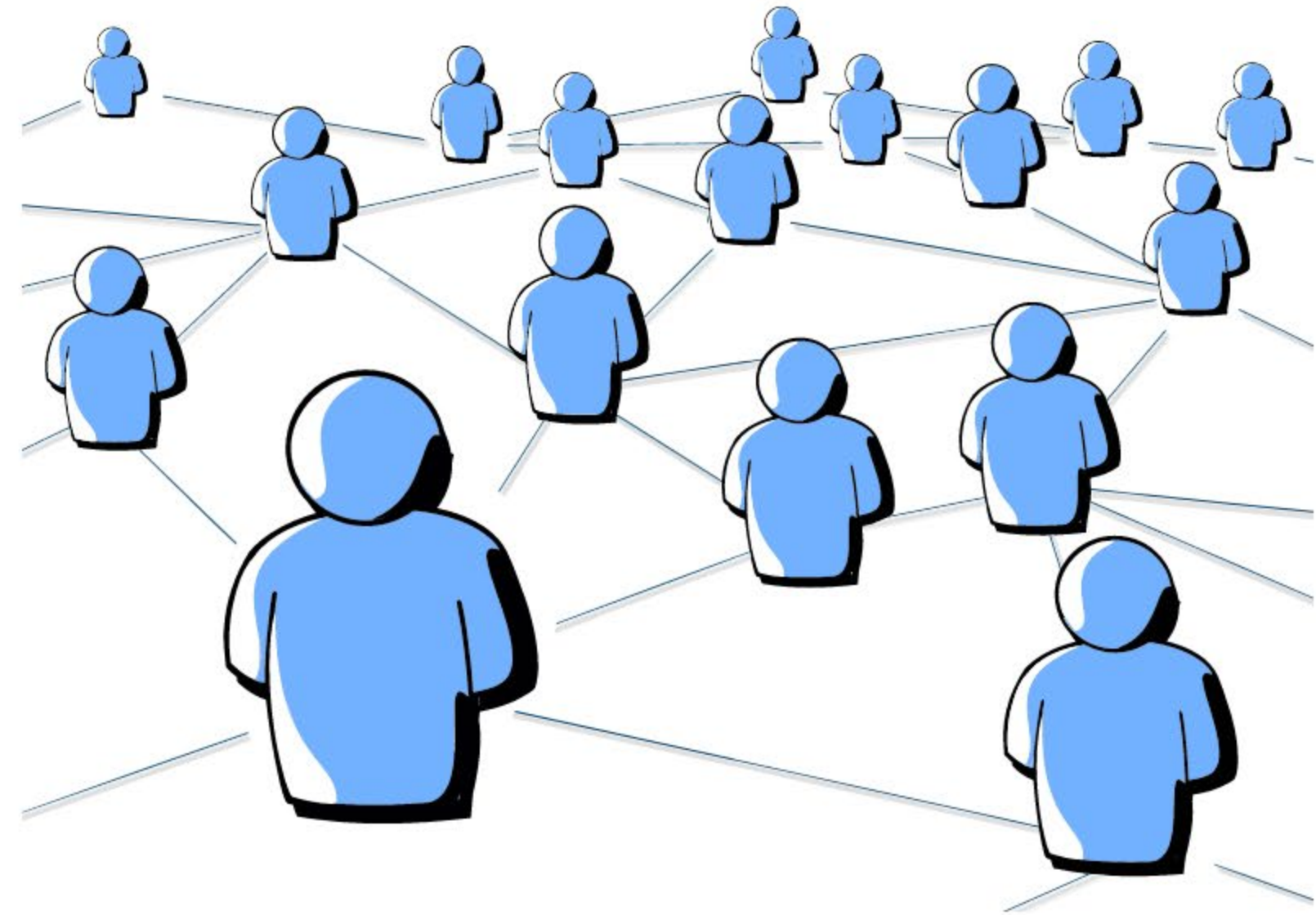
Scientific Survey

- **2,700 households selected to receive the survey**
 - 1,200 received the mailed survey questionnaire
 - 1,500 received a postcard with a weblink
 - 2% were returned as undeliverable
- **497 completed the survey, providing an overall response rate of 19%.**
 - Average overall response rate is 15%, according to Polco.

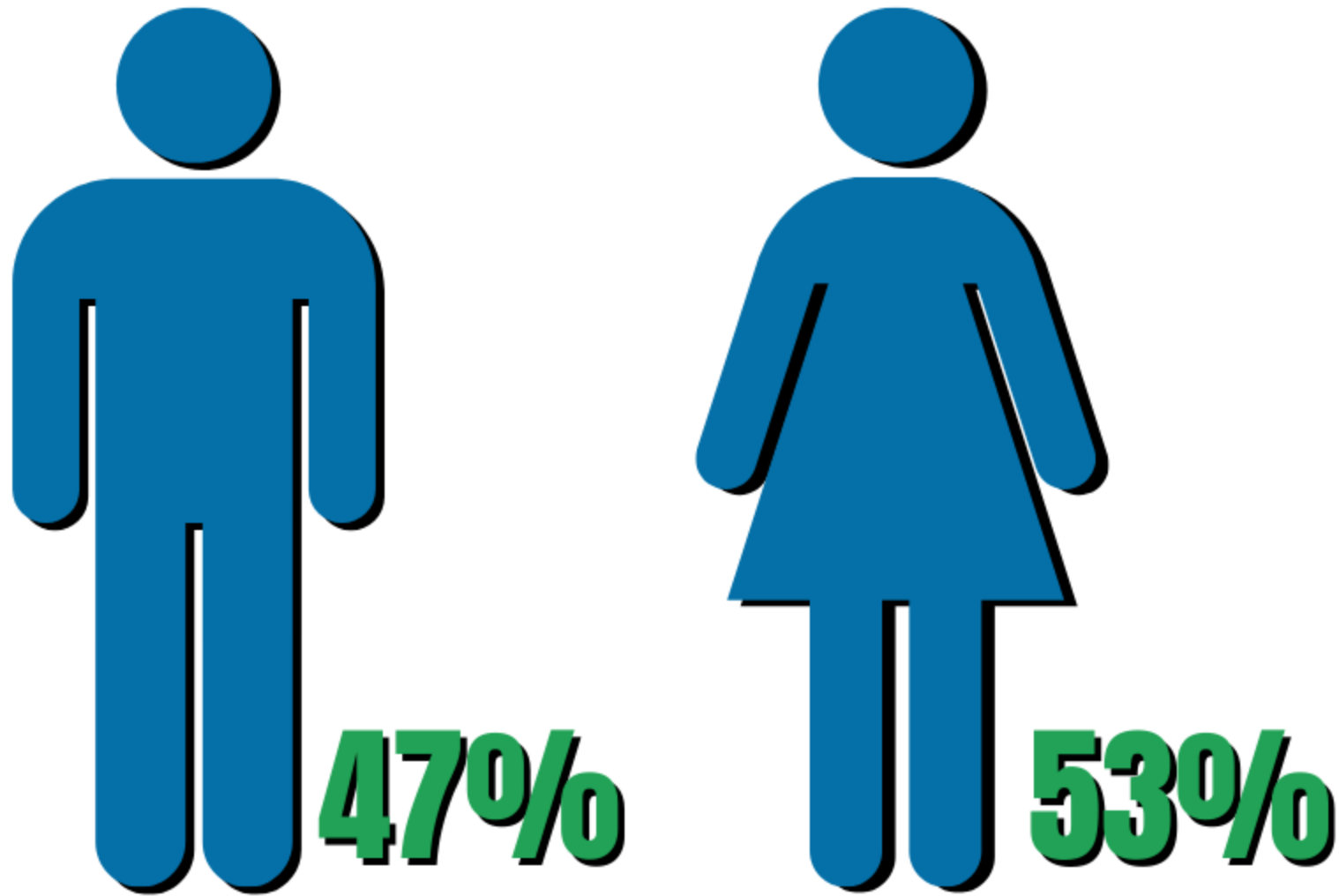


Open Survey

- **Open City-wide January 7-21**
 - **3,690 responses were received**
 - **Responses represent a more robust estimate of resident opinions**
- **Broad marketing campaign**
 - Advertising with local media outlets
 - Comprehensive social media marketing campaign
 - Embedded in weekly "City Update" email publication
 - Included in City employees' email signature block
 - Promoted through Customer Service and City facilities
 - City-produced videos
 - Promoted at City sponsored events
 - Press releases



Demographic Fast Facts



62% 55 years or older

23% District 1

27% District 2

26% District 3

24% District 4

74% own their home



Data Changes

- 138 items surveyed for comparison purposes
- 115 items were rated similarly in 2020
- 3 increased in rating (over 7%)
- 20 decreased in rating (over 7%)



According to Polco:

The 7% by-year margin of error indicates statistically significant differences between 2019 and 2021 - anything greater than a 7% difference may be considered a change over time, and anything within that range should be considered stable over time.

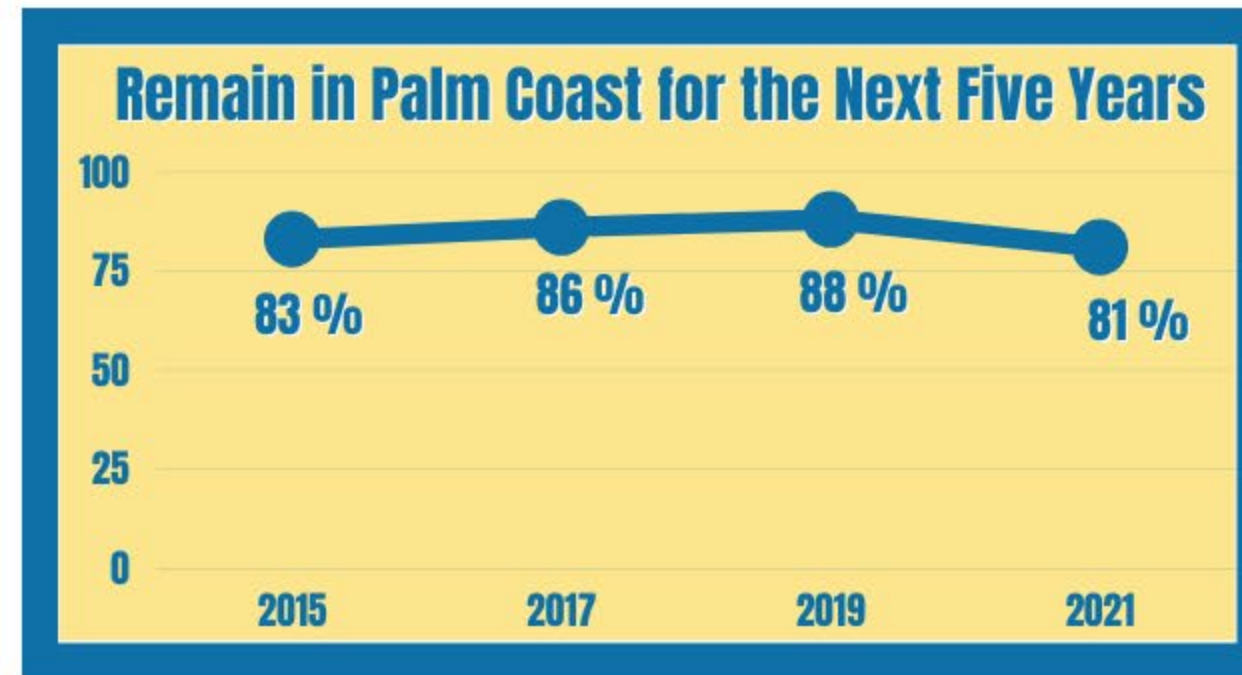
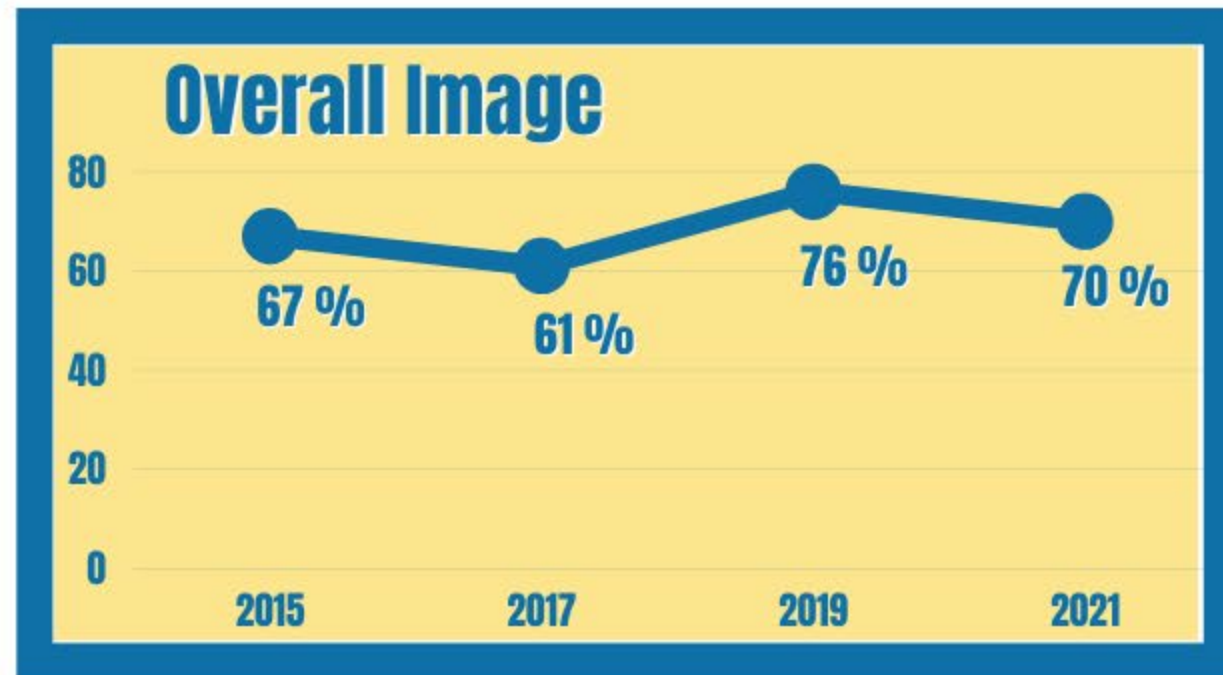




HIGHLIGHTS

Highlights

Quality of Life in Palm Coast

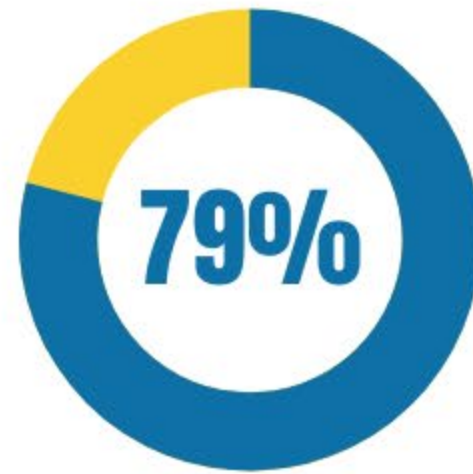
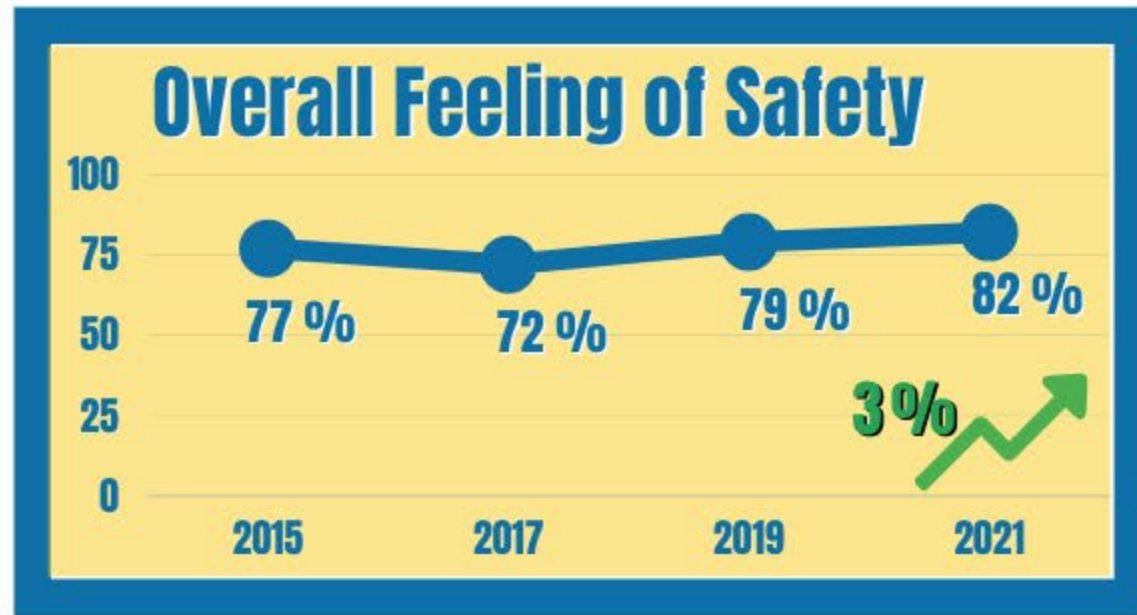


Percentages represent combination of two most positive response options.

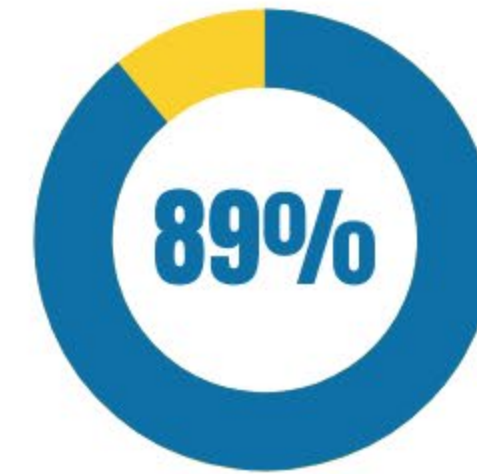


Highlights

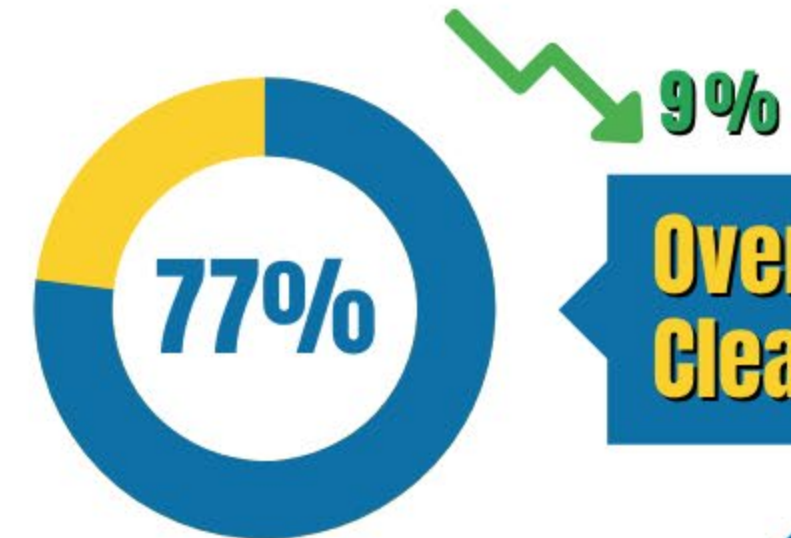
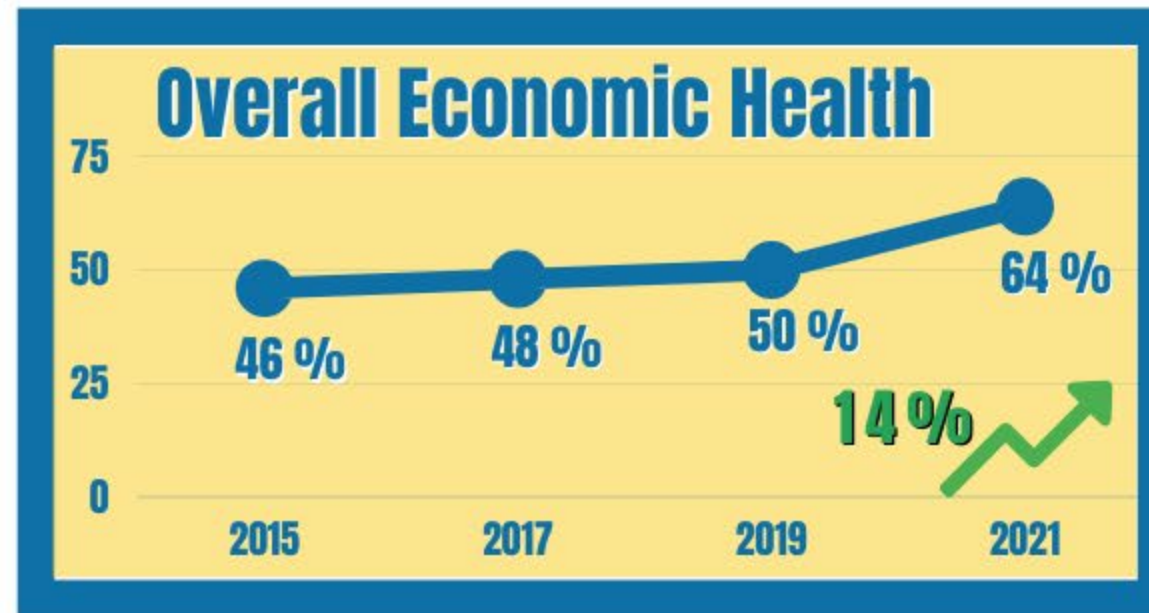
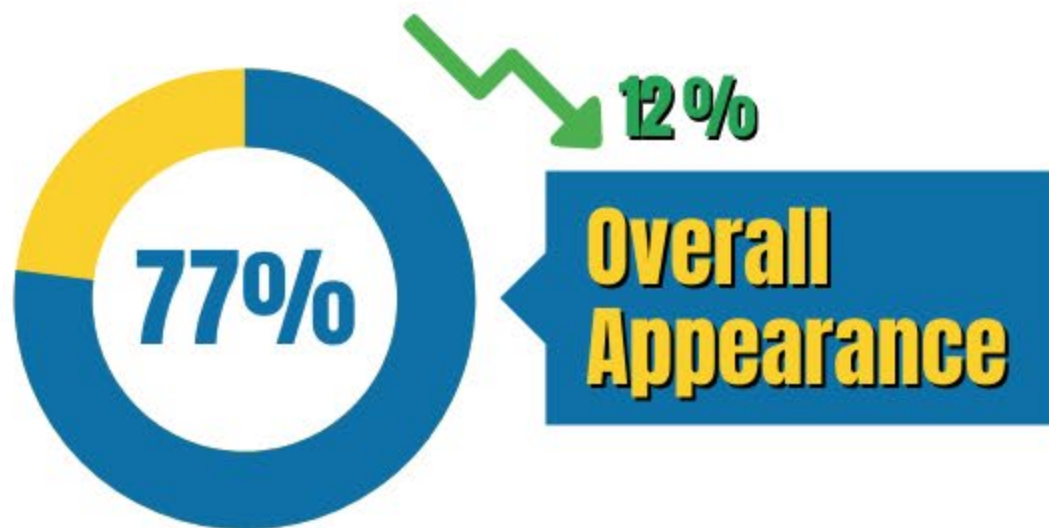
Palm Coast Characteristics



Quality of Natural Environment



Air Quality



Overall Cleanliness

Percentages represent combination of two most positive response options.



Highlights

Palm Coast Governance

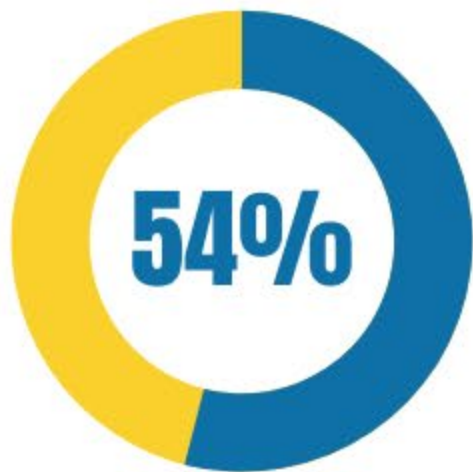
Overall Confidence in PC Gov't



Overall Direction Palm Coast is Taking

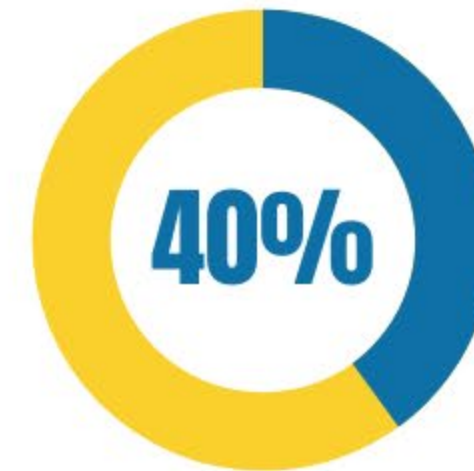
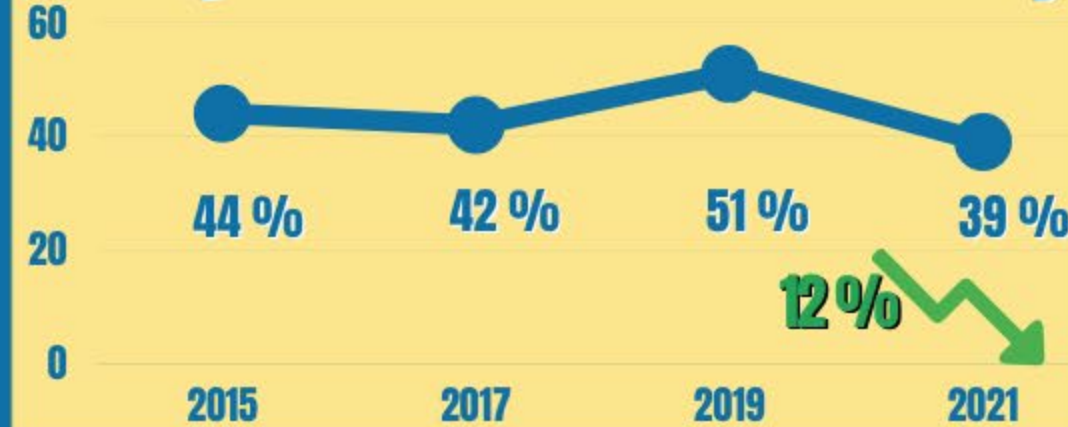


Being Honest



**Value of Services
for Taxes Paid**

Acting in Best Interest of Community



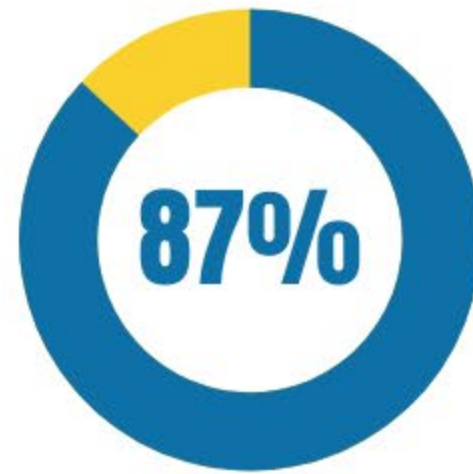
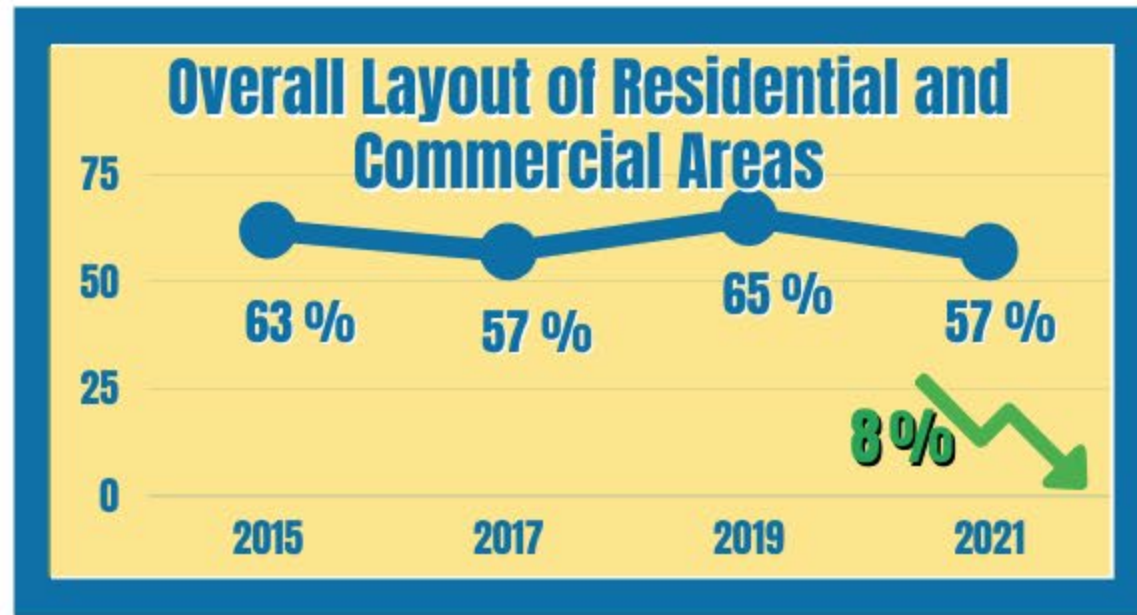
**Welcomes
Resident
Involvement**

Percentages represent combination of two most positive response options.

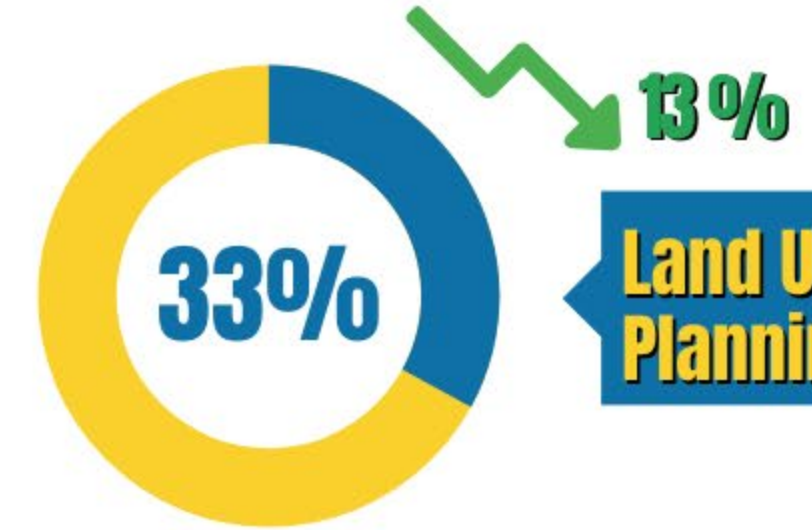


Highlights

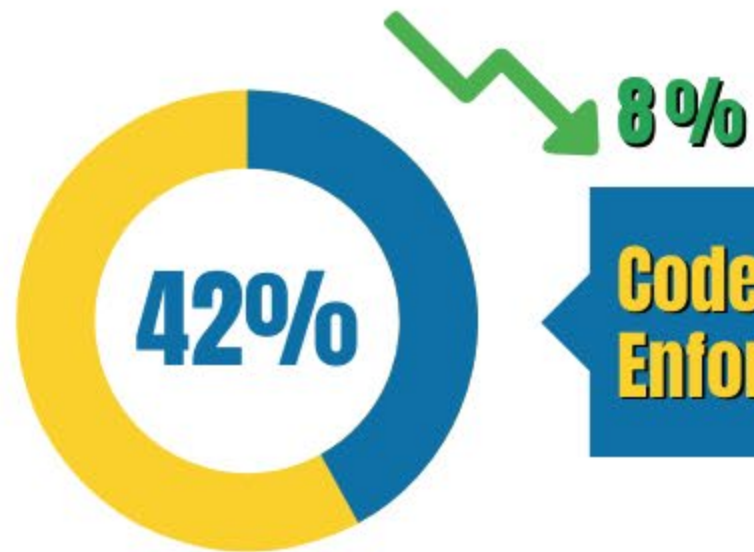
Palm Coast Neighborhoods



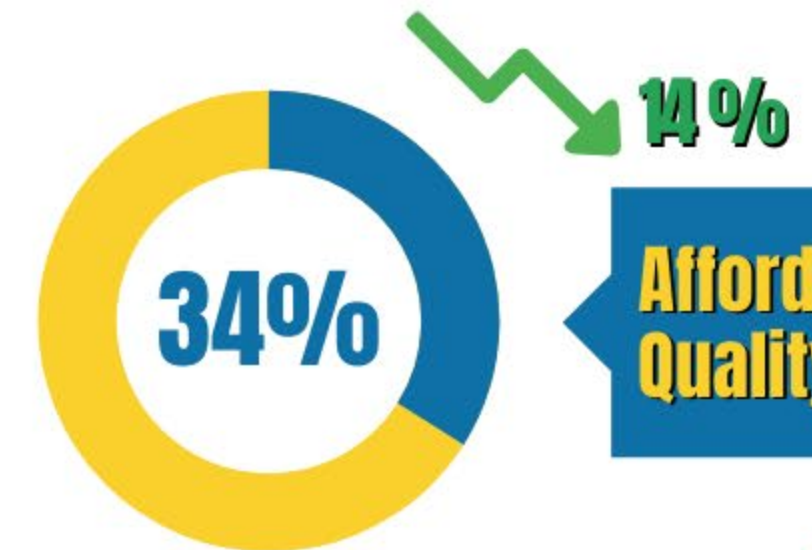
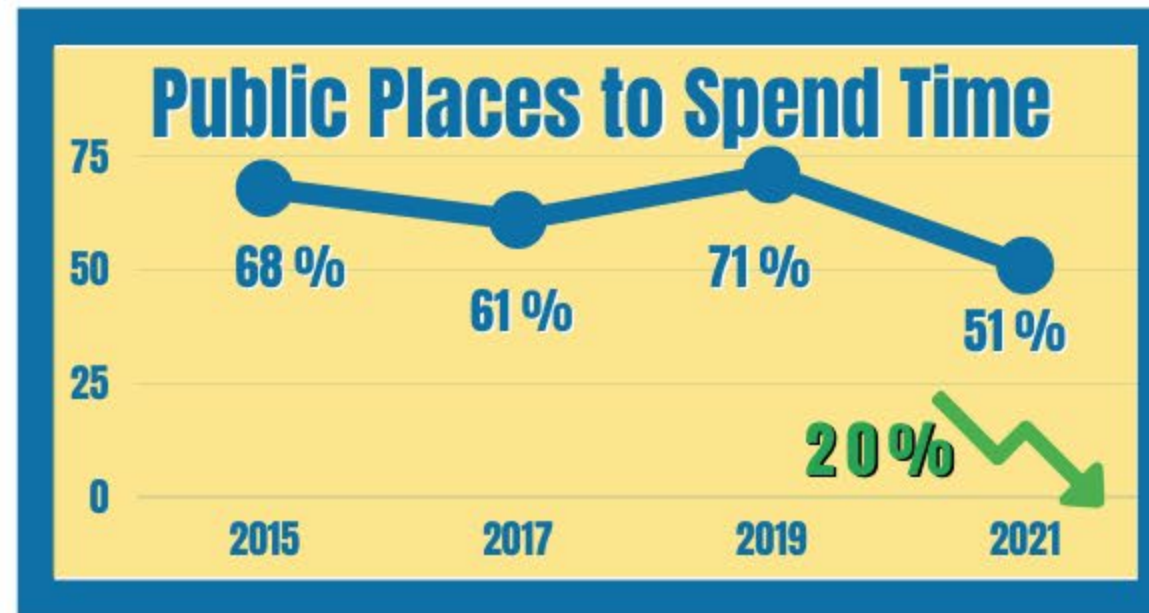
**Neighborhood as
a Place to Live**



**Land Use,
Planning, Zoning**



**Code
Enforcement**



**Affordable
Quality Housing**

Percentages represent combination of two most positive response options.



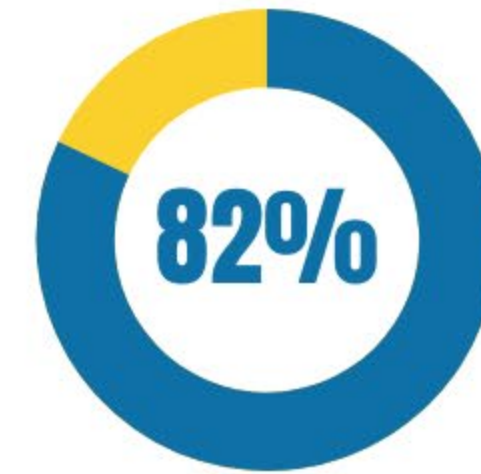
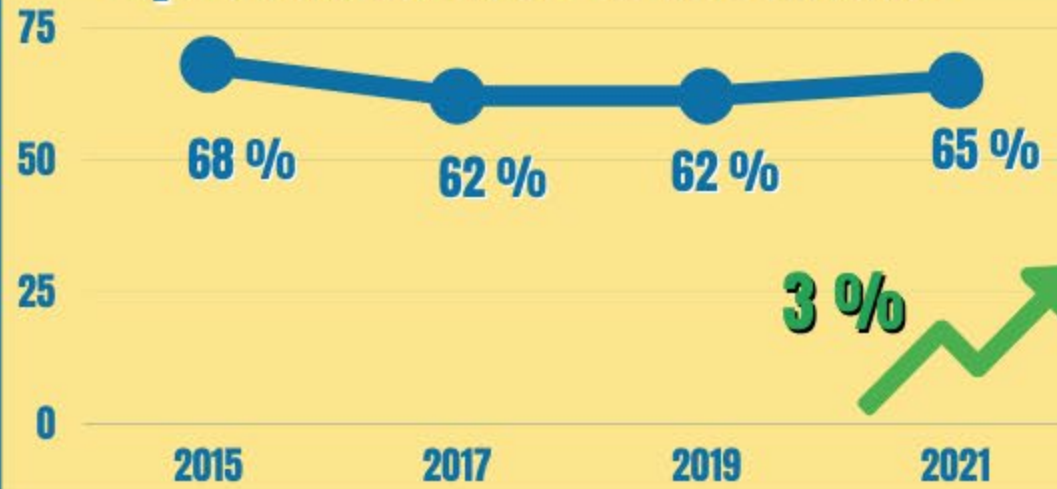
Highlights

Palm Coast Parks and Recreation

Availability of Paths & Trails



Special Events & Festivals

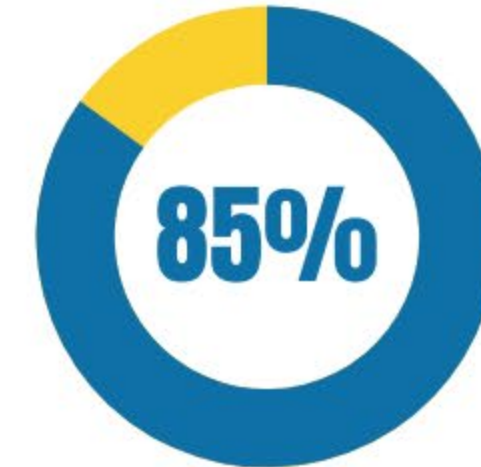


**Quality of Parks
and Recreation
Opportunities**

Recreational Opportunities



Fitness Opportunities



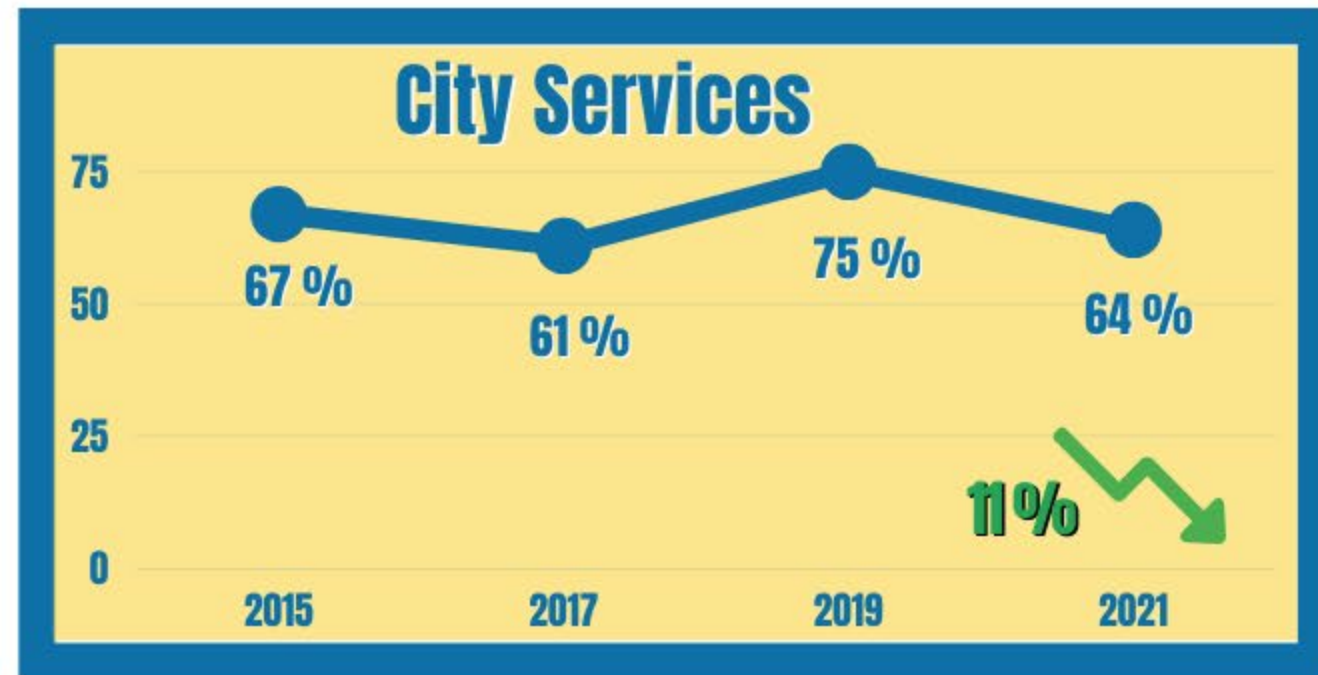
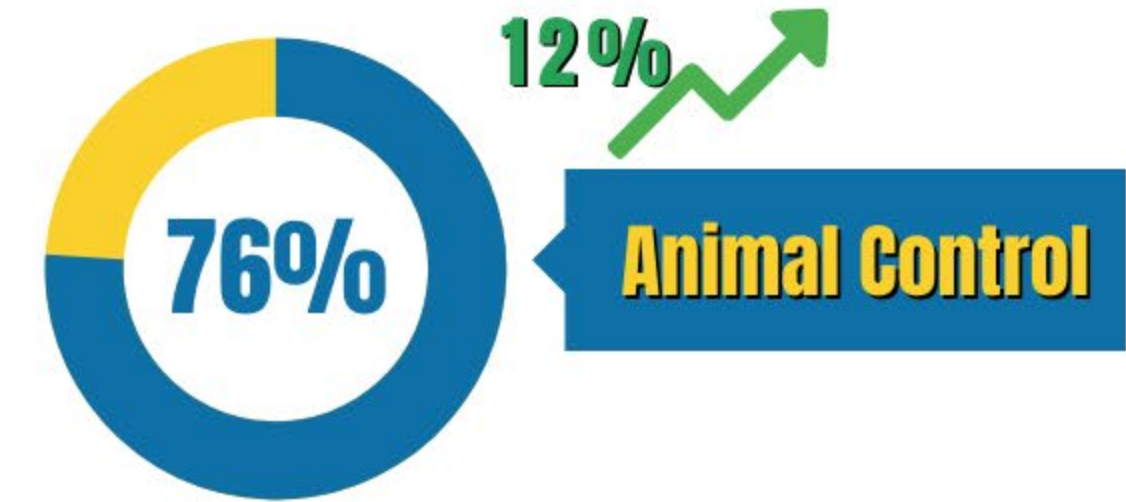
**Quality of City
Parks**

Percentages represent combination of two most positive response options.



Highlights

City Services



Percentages represent combination of two most positive response options.



Highlights

Streets & Lighting

Ease of Travel by Car



Ease of Walking



Street Lighting



Sidewalk Maintenance

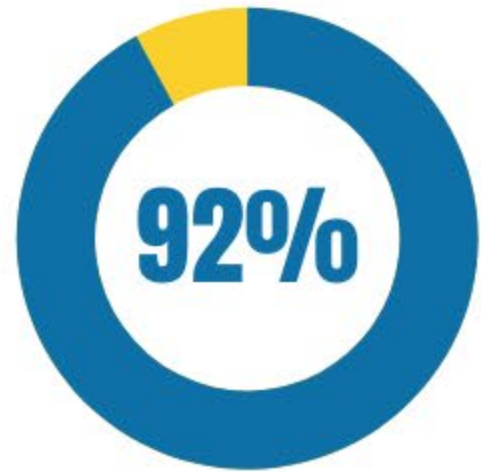


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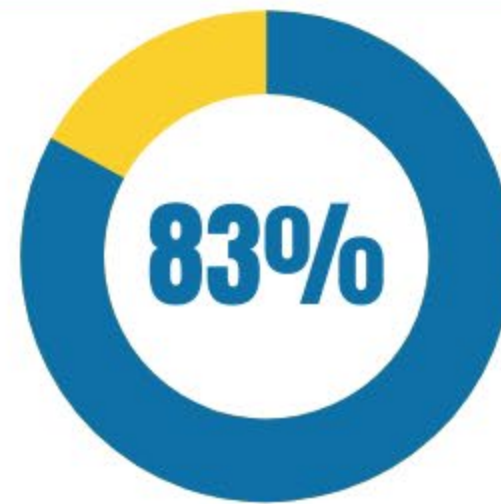


Highlights

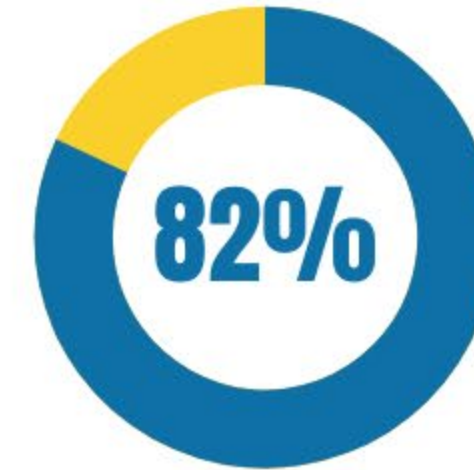
Citizen Safety



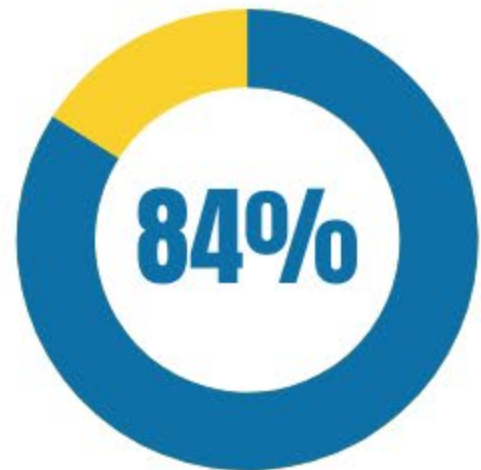
Fire Services



**Fire Prevention
and Education**



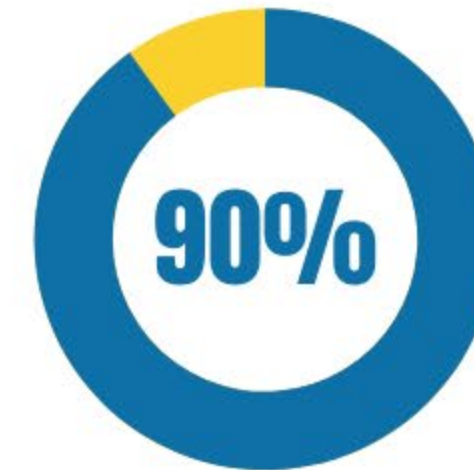
**Overall Feeling
of Safety**



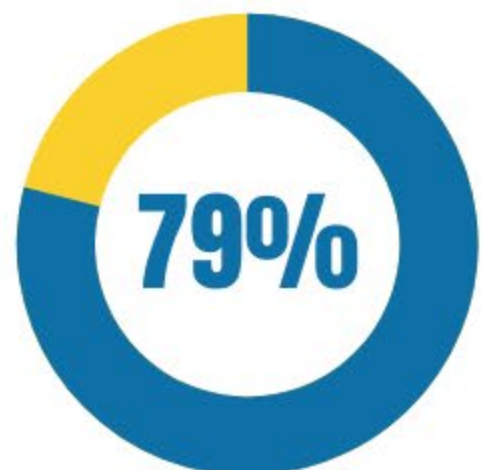
Sheriff Service



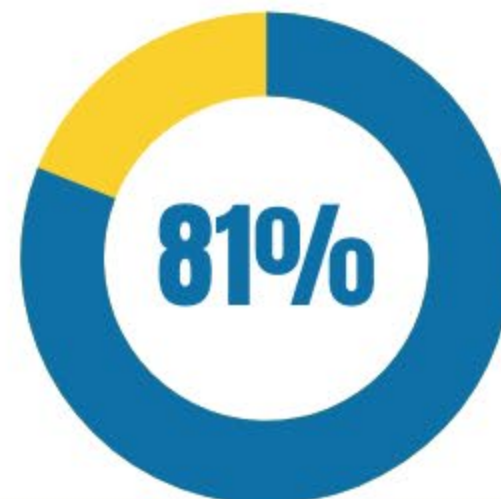
**Feel Safe in
Neighborhood**



**Feel Safe in
Commercial Areas**



**Feel Safe from
Fire, Flood, etc.**



**Emergency
Preparedness**

Percentages represent combination of two most positive response options.



Highlights

Business Friendly

Vibrancy of Commercial Area



Employment Opportunities



Palm Coast as a Place to Work



2%

**Quality of
Businesses
and Services**

1%

**Economic
Development**

11%

**Shopping
Opportunities**

Percentages represent combination of two most positive response options.

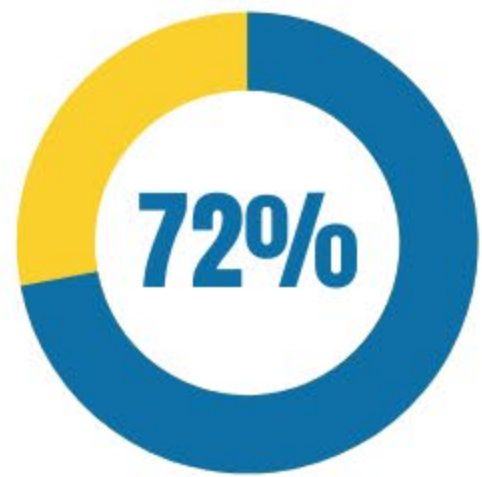




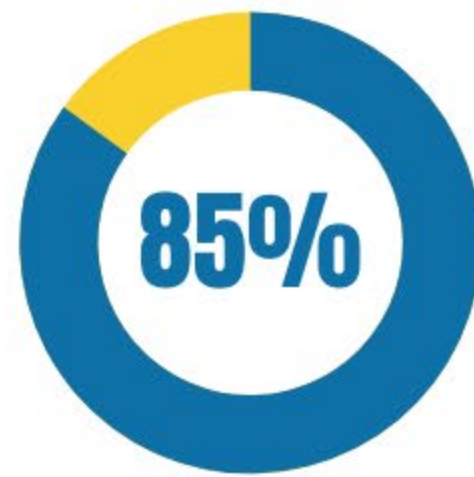
CUSTOM QUESTIONS

Highlights

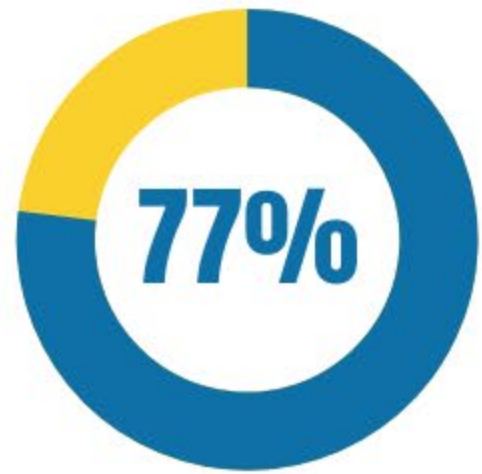
Custom Question #1: Streets



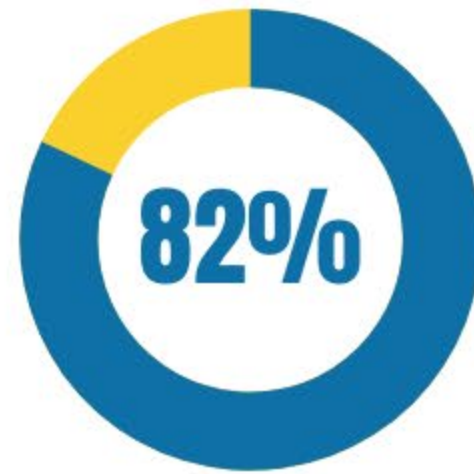
**Condition of
Neighborhood Streets**



**Condition of
Street Signs**



**Condition of
Pavement Markings**



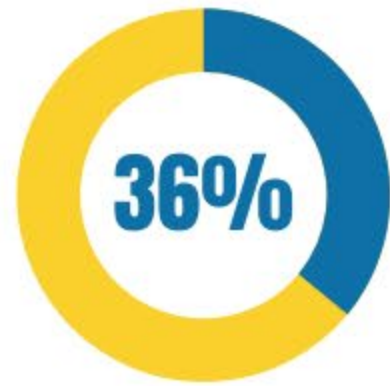
**Condition of
Major Streets**

*****Percentages represent 'Excellent' and 'Good' ratings.*****

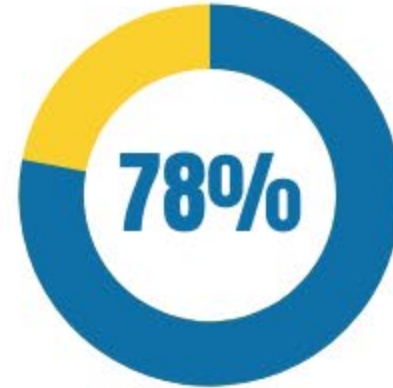


Highlights

Custom Question #2: Street Enhancements



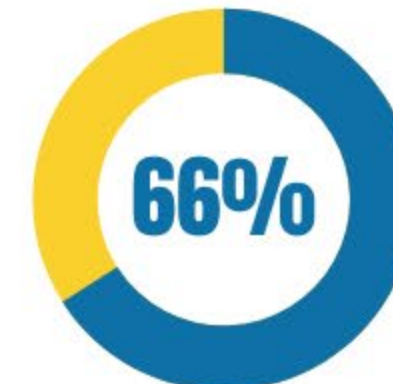
Develop Additional Medians



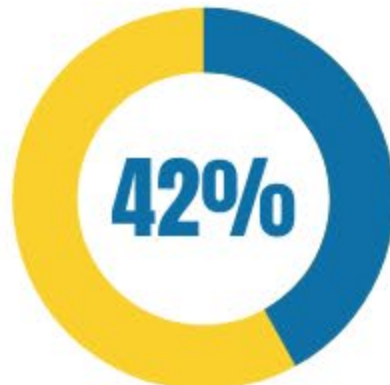
Complete Network of Sidewalks



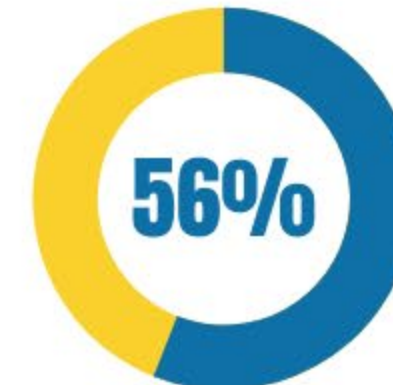
Improve or Add Turn Lanes



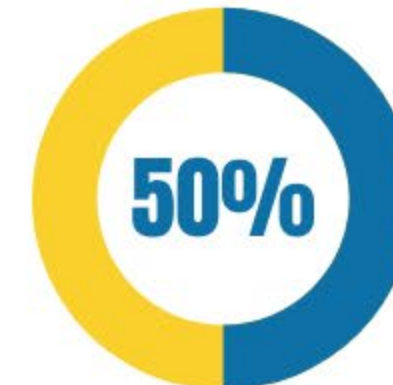
Improve Signal Timing



More Pedestrian Bridges



Bike Path Connections



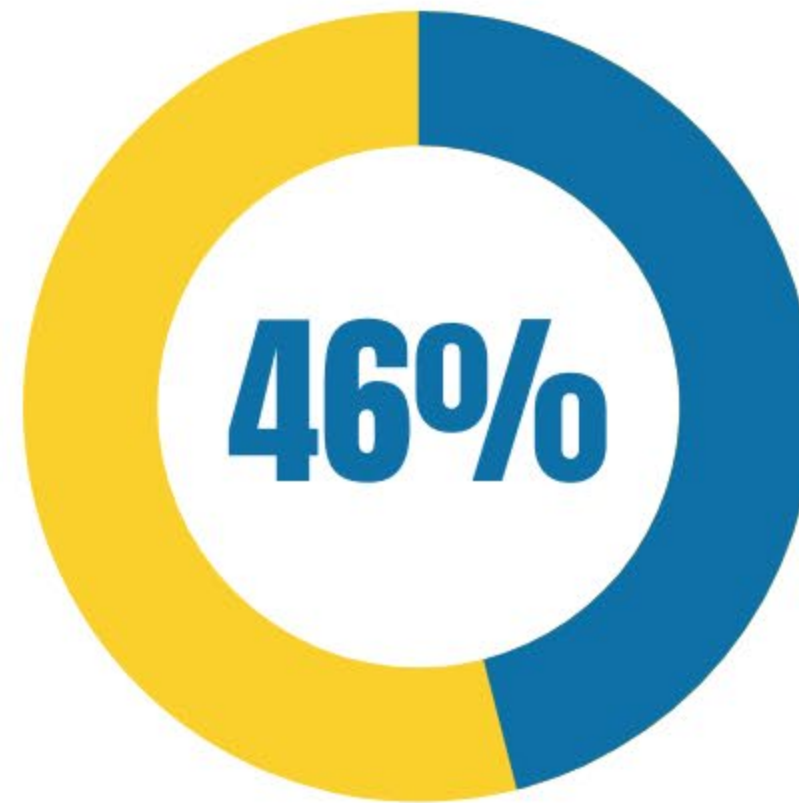
Add New Traffic Signals

Percentages represent 'Essential' and 'Very Important' ratings.



Highlights

Custom Question #3: Swales



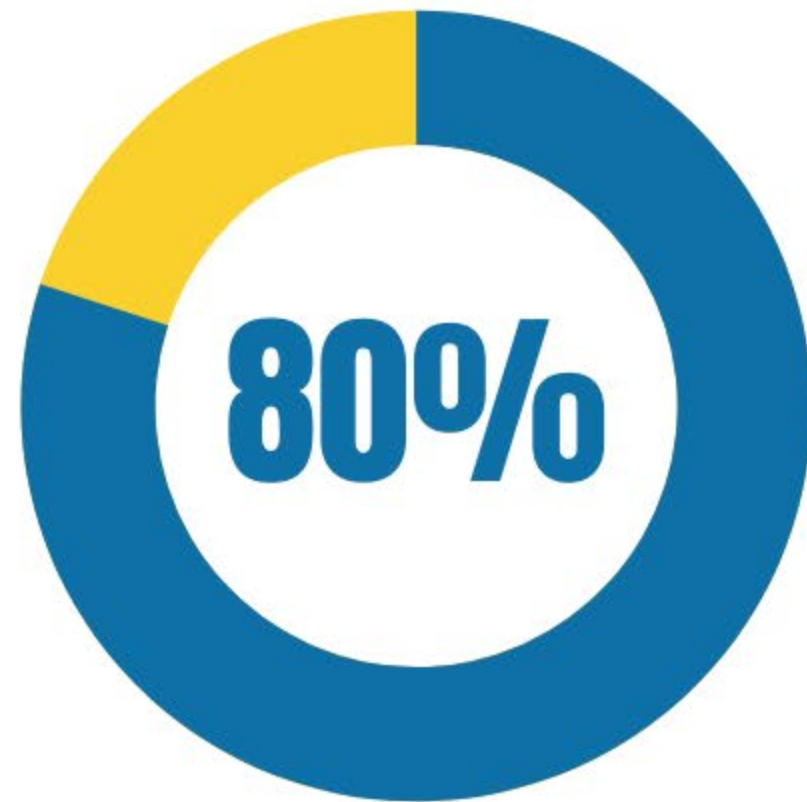
**Quality of Storm Water
Swale System**

Percentages represent 'Excellent' and 'Good' ratings.



Highlights

Custom Question #4: Salt Water Canals



**Support Palm Coast Funding
a Study for Dredging Salt
Water Canals**



Percentages represent 'Strongly Support' and 'Somewhat Support' ratings.



Next Steps:

- **City Council Member One-On-Ones**
- **SAP Evaluation #1: March 22nd**
- **10 Year Capital Improvement Forecast: March 22nd**
- **SAP Evaluation #2 and Special Budget Workshop: April 26**





QUESTIONS?