



**City of Zephyrhills
2007 Citizen Satisfaction Survey
Report to the City Council**

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EXECUTIVE SUMMARY

Quality of Life in Zephyrhills

- 36% of respondents said life in Zephyrhills is better than five years ago.
- 18% reported life in Zephyrhills is the same as five years ago.
- 22% of respondents indicated that life in Zephyrhills is worse than five years ago.
- 24% moved within the past five years.

City Leadership

- 65% of respondents who had an opinion said the City Council is doing a good or excellent job; 31% reported a fair level of satisfaction, and four percent marked poor.
- 68% of respondents indicated the Mayor is doing a good or excellent job; 27% reported a fair level of satisfaction, and five percent indicated poor.
- 63% of respondents who had an opinion reported that the City Manager is doing a good or excellent job; 26% indicated a fair level of satisfaction, and ten percent marked poor.

Issues such as property taxes and important challenges facing the City today like growth and development, crime, and drugs may have impacted the findings reported above. Where possible, a comparison with the data in the two previous Zephyrhills Customer Satisfaction surveys has been included. Statistical significance is reported in the Major Findings and Recommendations section of this report.

Property Taxes

- 41% of residents found that property taxes are too high as compared to 19% who responded that taxes were too high in the 2004/05 survey; 37% of respondents indicated that property taxes are about right; 14% do not pay property taxes, and eight percent had no opinion.

Growth and Development

- Growth and development were identified as a major challenge by 74% of respondents, compared to 56% in last year's survey and 43% in the 2003/04 survey.

Crime and Drugs

- 62% of respondents identified crime and 56% identified drugs are challenges for the City.

Interest Priorities

- In correlation with the most important challenges facing Zephyrhills today, growth management and road development were prioritized higher than library services and a performing arts center.

Communication and Citizen Participation

- While 53% of respondents indicated that the City is doing a good or excellent job communicating with citizens, 47% of respondents feel the City is doing a fair to poor job communicating and engaging or interacting with the public.

- 67% of respondents reported having access to the Internet. Of those, only 41% indicated that they would use electronic means to pay their utility bills.
- 77% of respondents who had opinion said it is important to participate in their City government and 23% indicated that participation is not important. However, 85% said they have not attended a Council meeting in the past 12 months and 15% reported having attended.
- 65% of respondents indicated that weekday evenings is the best time for them to participate in regular meetings of the City Council; 11% prefer weekday afternoons; eight percent reported that weekday mornings would be their preferred time to participate; nine percent said they had no preference, and four percent indicated they have no interest in participation.
- 63% of respondents have had direct contact with City staff in the past 12 months.

City Staff

- 92% of the respondents who have had direct contact with City employees in the past 12 months are satisfied with staff and eight percent reported dissatisfaction.

City Services

- Police Protection, Fire Protection, Trash Collection, Street Maintenance, and Traffic Enforcement are ranked the five highest City services in importance among respondents who had an opinion.
- Fire Protection, Trash Collection, Police Protection, Public Works, and Libraries are rated highest in quality of service delivery.

THE 2007 CITIZEN SATISFACTION SURVEY PROJECT: PURPOSE and METHODOLOGY

Purpose

The purpose of the survey was to assess citizen satisfaction with the quality of a wide range of City services, including: police, fire, trash collection, code enforcement, street maintenance, communication, and many others.

Methodology

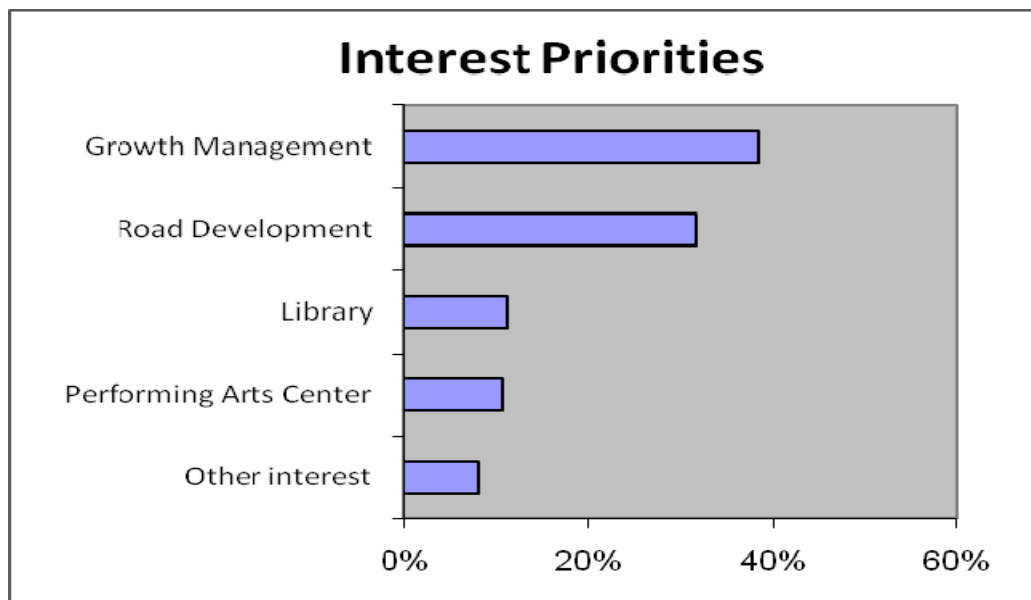
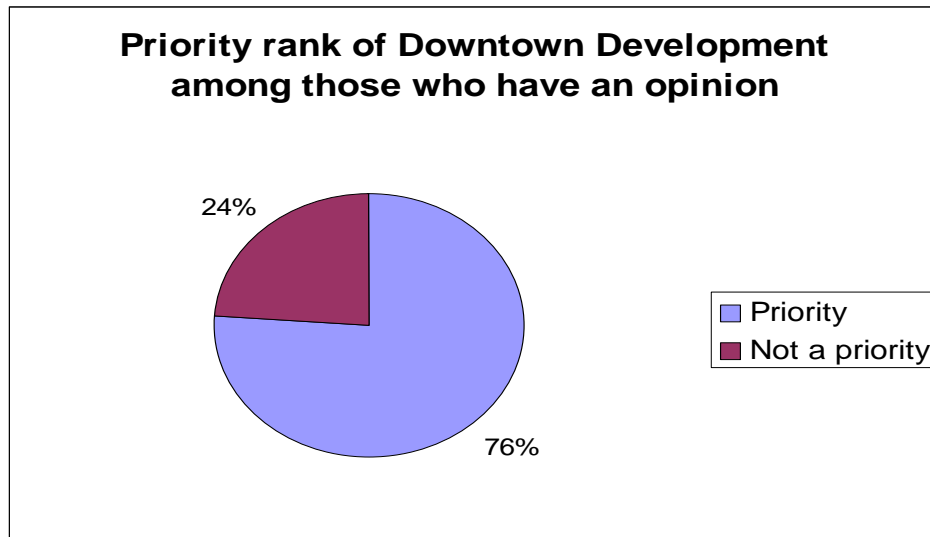
- An eight page survey was mailed to a random sample of 1,000 households selected from the utility register of the City of Zephyrhills in January 2007.
- The cover letter announced that as an incentive to fill out the survey, respondents would have a chance to win two tickets to a Tampa Bay Lightning game. In order to preserve the confidentiality of the survey, the form to enter the drawing and two self-addressed and stamped envelopes were enclosed with the survey instrument.
- Approximately seven days prior to the mailing of the surveys a pre-notice letter was published in the local newspapers. The Tampa Tribune and the Zephyrhills News published a total of six articles on the survey.
- Of the households that received a survey, 393 returned it by mail, a response rate of approximately 40%. Our sample of 393 households provides estimates of the opinions of all Zephyrhills residents with a margin of error of +/- 5%.
- An attempt was made to post the survey instrument online but technical and other challenges prevented the effective implementation of that portion of the project.
- The percentage of unanswered or “no opinion” responses has been excluded from many of the graphs. Since the number of unanswered and “no opinion”

responses often reflects the utilization and awareness of city services, the number and percentage of unanswered responses has been provided as “Missing” and the number and percentage of “no opinion” responses has been provided as such in the tabular data section of this report. Where the unanswered responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion”.

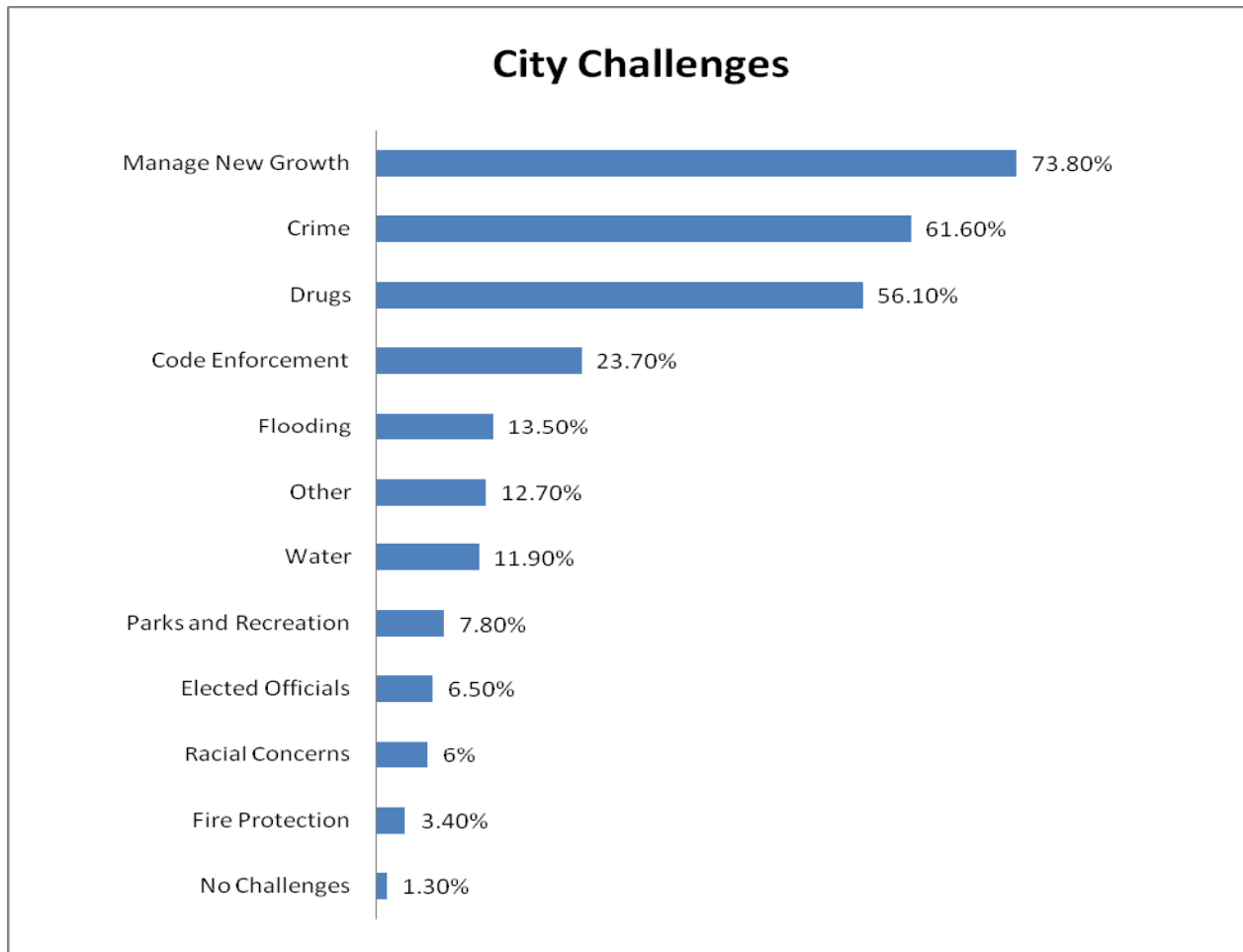
MAJOR FINDINGS and RECOMMENDATIONS

MAJOR FINDINGS

- **Growth and development** are the primary concern, focusing mainly on downtown development and transportation issues. The Bar Chart demonstrates the priority citizens give to managing development and mobility as compared to libraries and a performance arts center.



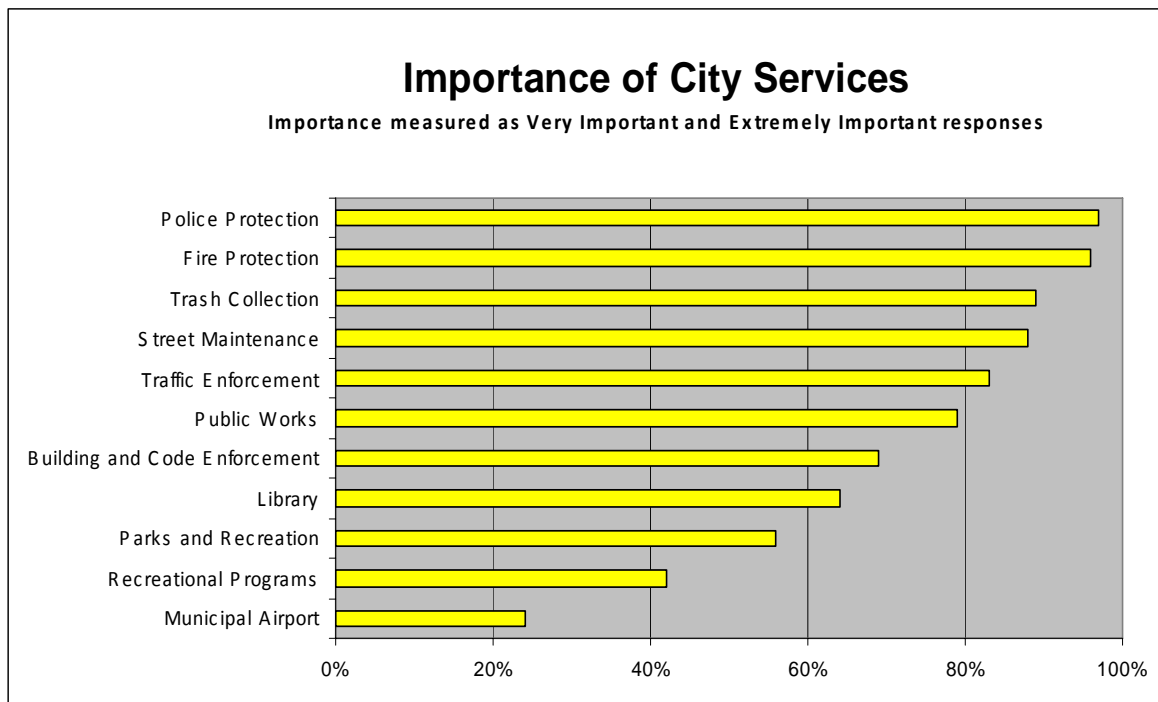
- Respondents were asked to select **the three most important challenges facing Zephyrhills today** from a list of twelve items. Managing new growth, crime, and drugs were the three top issues identified. The bar chart below shows response percentages for those who had an opinion.



On November 2, 2006 the City held its Vision 2020 workshop and three of the seven strategic goals formulated in that meeting refer to growth and development. This shows that the City leadership is in tandem with the community on the issues. The fact that road development is identified by citizens as a top challenge means that they are making an association between growth and infrastructure capacity. The 14% who selected flooding may have been considering future storm water conveyance capacity.

Service Importance Rankings

- **Police protection and fire protection** were found to be almost unanimously of primary and equal importance. Ninety-seven percent of respondents indicated they are very important or extremely important services and three percent reported they are fairly important.
- Eighty nine percent of respondents who had an opinion rated **trash collection** as an important or extremely important service and ten percent marked it as a fairly important service.
- **Street maintenance** was rated very important or extremely important by 88% of respondents and twelve percent rated it as fairly important. Whereas road development (page 8) relates to the capital improvement program, street maintenance is funded by the operating budget. Citizens appear to be indicating that maximizing the life of the capital transportation infrastructure through attention to maintenance is an important consideration.



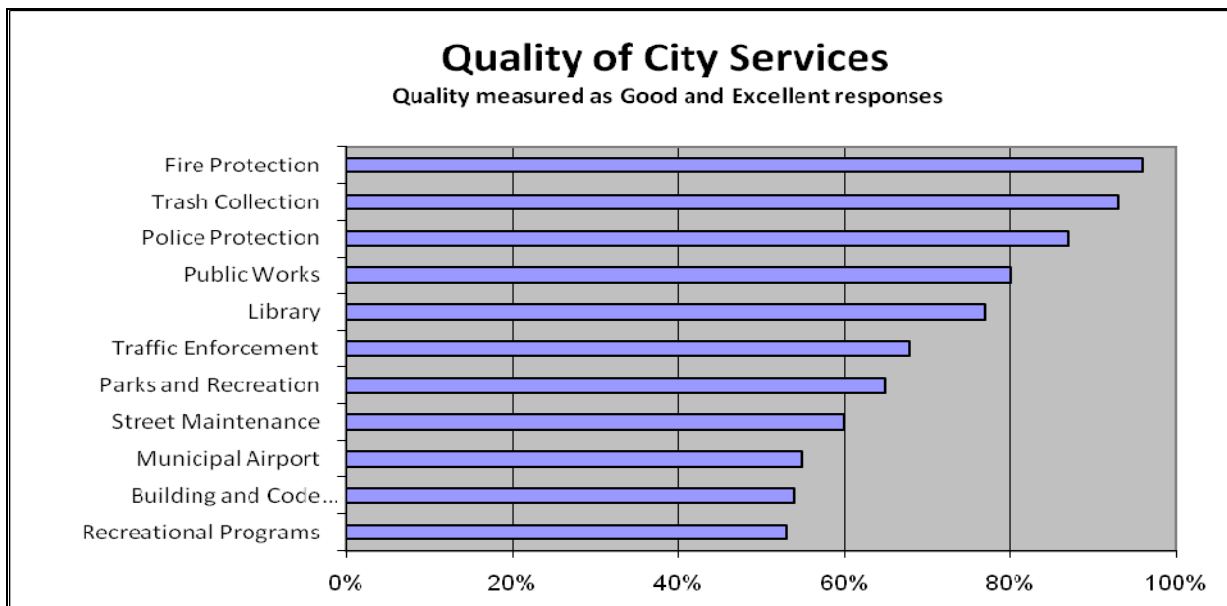
Service Importance Ranking, continued

- Eighty three percent of residents found **traffic enforcement** to be very or extremely important, 14% rated it fairly important, and two percent marked it as not important.
- Seventy nine percent of respondents who had an opinion found **Public Works** to be a very important or extremely important service, 18% reported it as a fairly important service and two percent said it is not important. **WORK IN PROGRESS**

Service Quality Rankings

In this survey, the definition of 'Quality' is subjective to each respondent. While the democratic context attaches great significance to citizen perception, we also point out that the quality of the functions and programs provided by government is tied to levels of services, industry standards, and quantitative performance measures. We discuss this issue further in the Recommendations section of this report.

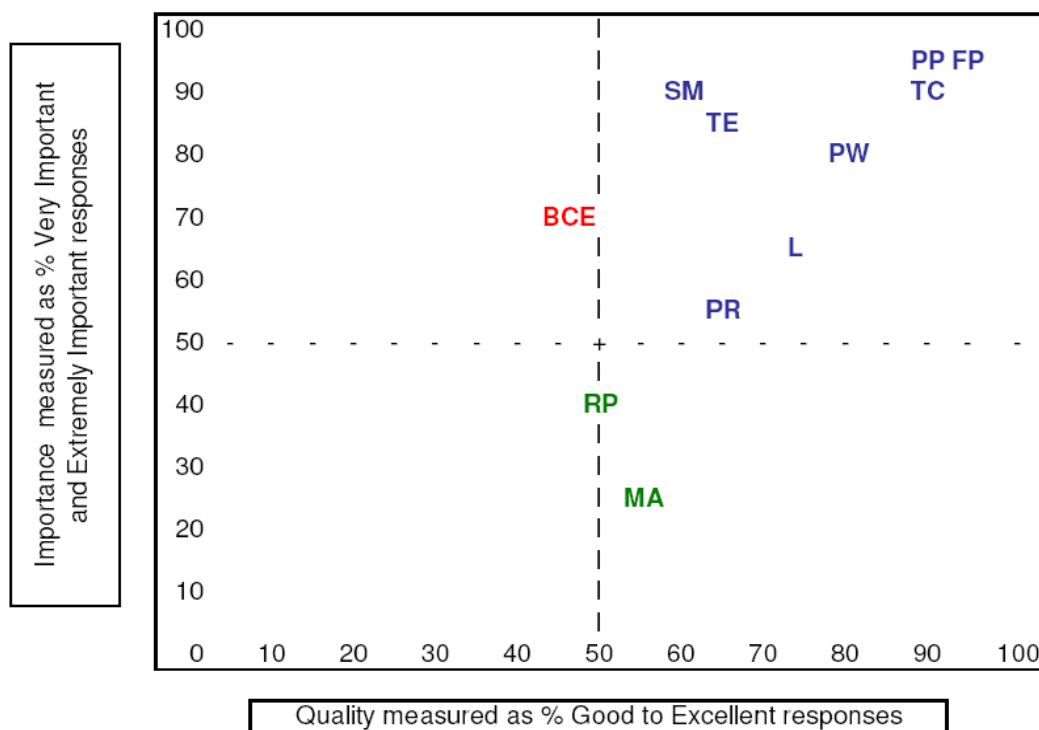
- Ninety six percent of respondents indicated that the City **fire protection** services are good or excellent and four percent reported a fair level of satisfaction. Satisfaction with **trash collection** was reported 93% good or excellent, five percent fair and two percent indicated poor performance.



- Police protection
- Public Works
- Library Services was rated good or excellent by 77% of respondents. The fifty seven people who did not address this service may be an indication of the level of usage by residents.
- Traffic Enforcement

Importance-Satisfaction Quadrant

The chart below shows the relation between the perceived importance of a service and satisfaction with the quality that service's delivery. Police protection (PP), fire protection (FP), and trash collection (TC) are ranked highest in the importance/satisfaction quadrant. Public Works (PW) is situated just below these services. The matrix shows that Street Maintenance (SM) and Traffic Enforcement (TE) are ranked high in importance but the responses appear to indicate that the quality of service has opportunity for improvement. The Municipal Airport (MA) is ranked lowest in importance.



Police Protection	=	PP	Building and Code Enforcement	=	BCE
Fire Protection	=	FP	Library	=	L
Trash Collection	=	TC	Parks and Recreation	=	PR
Street Maintenance	=	SM	Recreational Programs	=	RP
Traffic Enforcement	=	TE	Municipal Airport	=	MA
Public Works	=	PW			

City Leadership

A sizable majority believes that City leaders are doing a good or excellent job. Less than 10% perceive poor performance.

- Fifty percent of respondents indicated that the **City Council** is doing a good or excellent job; 24% report a fair level of satisfaction, three percent marked poor performance, and 23% had no opinion.



69% of respondents who had an opinion reported that the **Mayor** is doing a good or excellent job; 27% indicated a fair level of satisfaction and 4% indicated poor performance. **STEVE WANTS THIS CHANGED BACK TO INCLUDE NO OPINION>**

64% of respondents who had an opinion indicated that the **City Manager** is doing a good or excellent job; 26% reported fair performance, and 10% marked poor.

You need to take out the people who recently moved to Zhills for this analysis to make sense. You might say something like: "Of those who have been residents of Zephyrhills for at least 5 years, 47% said life is better, 24% said it's about the same, and 29% said that the quality of life has declined over the past 5 years"

Recommendations

- Analyze existing levels of service standards and concurrency requirements, and establish necessary performance indicators using the City of Zephyrhills Comprehensive Plan, with emphasis on the Transportation¹ and Capital Improvement Elements.
- Revise the Comprehensive Plan and formulate a Plan for Growth that transcends land use regulations.
- Formulate and implement a communications plan. We suggest the outreach be accomplished through presentations and interaction at neighborhood and civic association meetings, complemented by written information about the City functions, programs and services and encouraging ongoing citizen participation.
- Purchase and install an internet software survey system such Web Surveyor, Survey Monkey, Ultimate Survey, or the like, which may be designed specifically for Zephyrhills by internal resources and provides continuous citizen feedback through personalized reports.
- Create new revenue sources for specifically earmarked programs with use restricted by ordinance. 49% of respondents favor creating new revenue sources for specifically earmarked programs with use restricted by ordinance.
- Conduct crime awareness and protection meetings facilitated by law enforcement officers throughout the community, especially focusing on the elderly population.
- Increase the visibility of police in neighborhoods and efforts to enforce traffic laws in the community.
- Continue to hold the regular Council meetings in the evenings during week days.

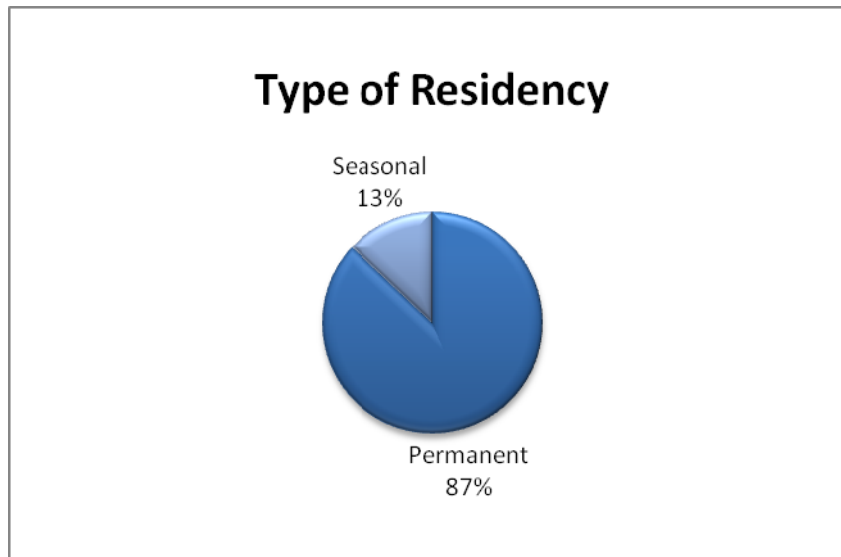
¹ Page TRA-4, Table TRA-2.

- Recognize the solid waste department for achieving a high level of satisfaction among citizens.

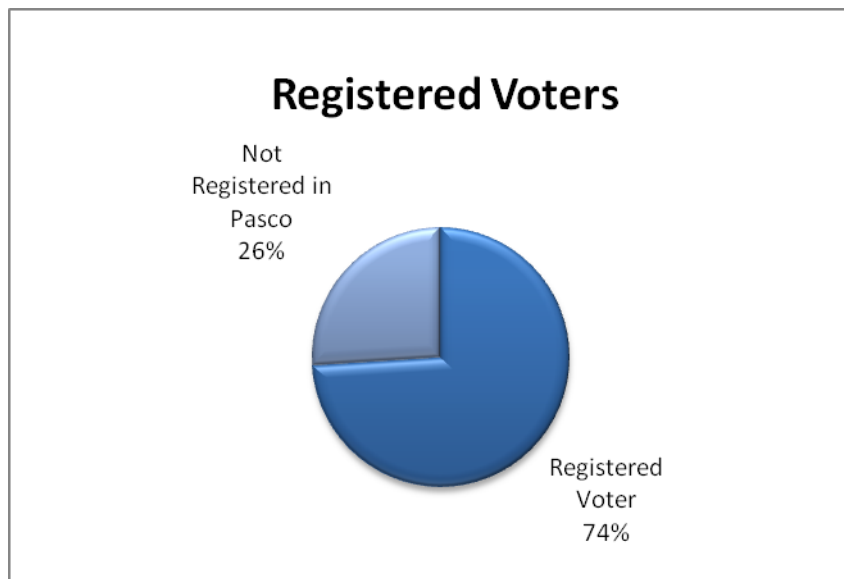
APPENDICES

Appendix 1: Survey Demographic Information **WORK IN PROGRESS**

Eighty-seven percent (87%) of respondents identified themselves as permanent residents of the City and thirteen percent (13%) are seasonal residents.

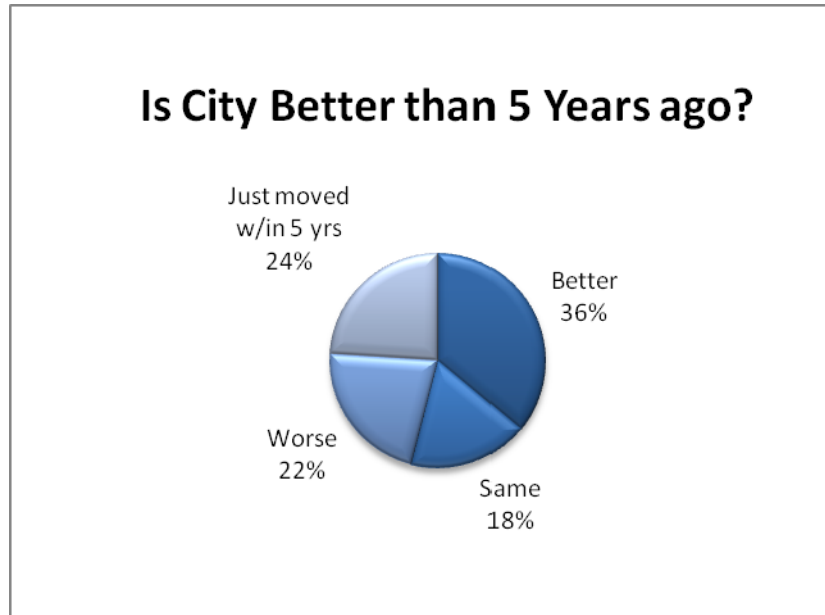


Seventy four percent reported they are registered voters in Pasco County.

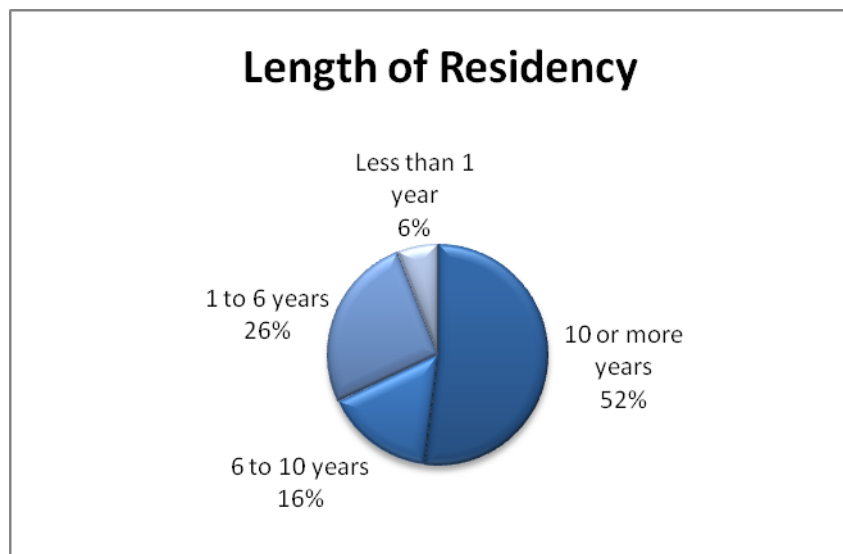


Appendix 2: Graphic Detail by Survey Question

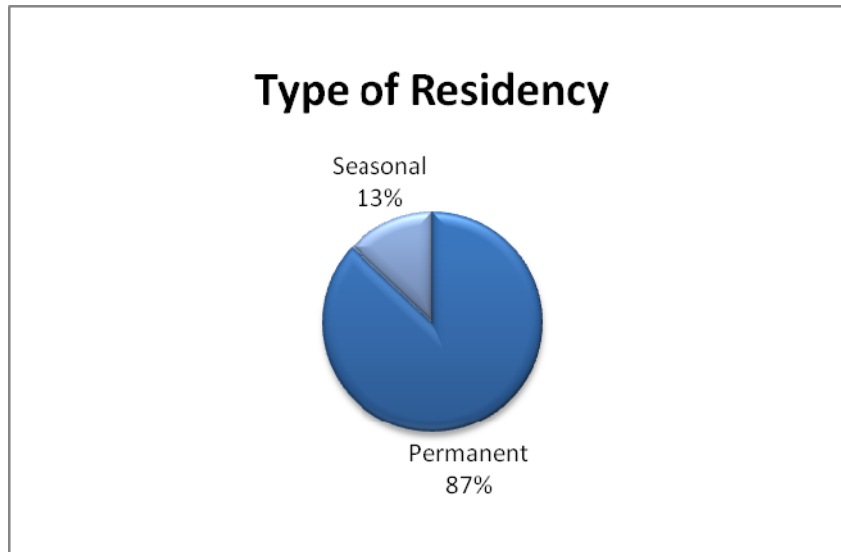
1. Is Zephyrhills a better place to live now than it was five years ago?



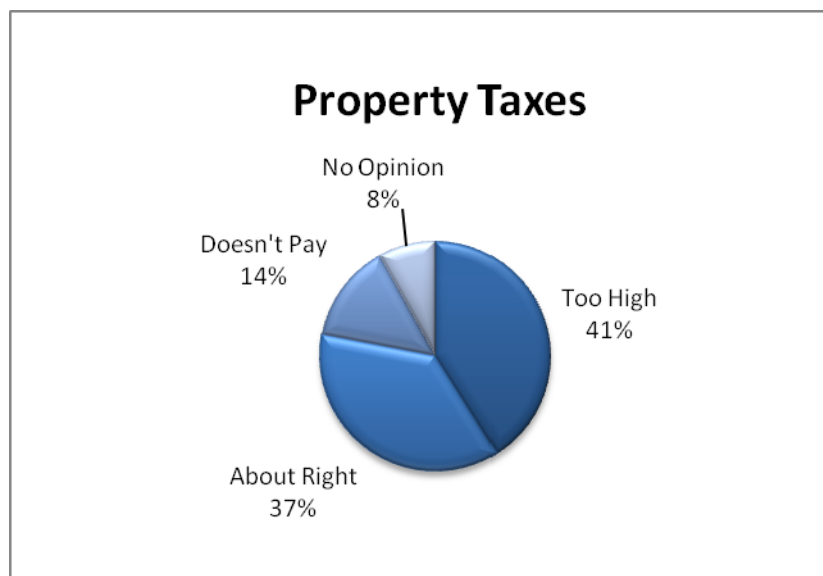
2. How long have you lived in Zephyrhills?



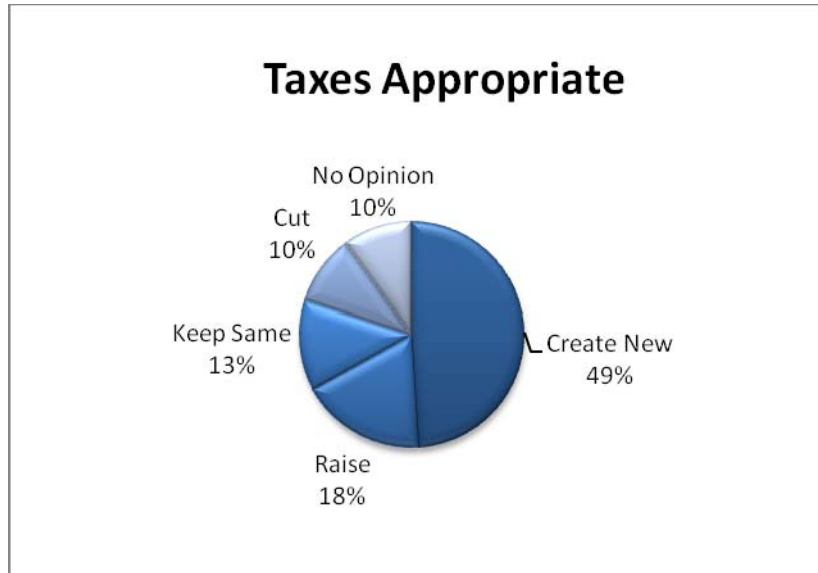
3. Is Zephyrhills your permanent residence or do you reside here just part of the year?



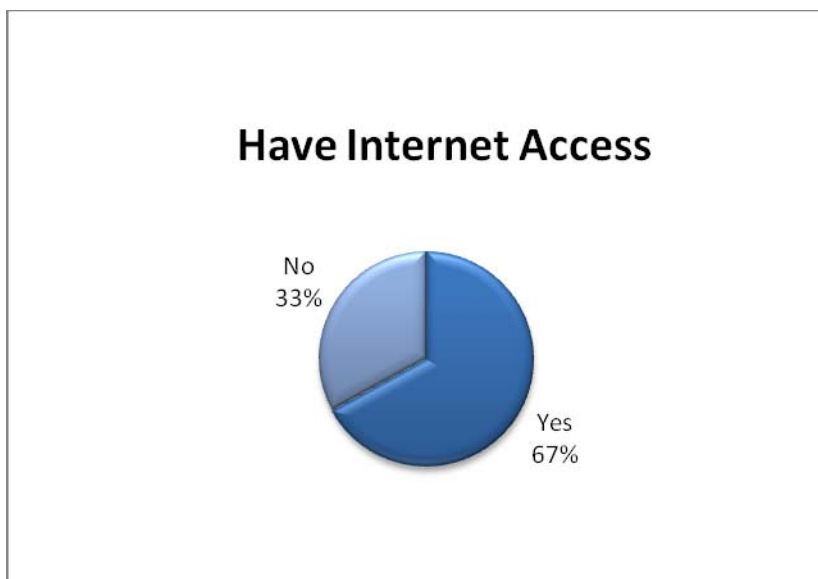
4. What is your opinion of property taxes in Zephyrhills?



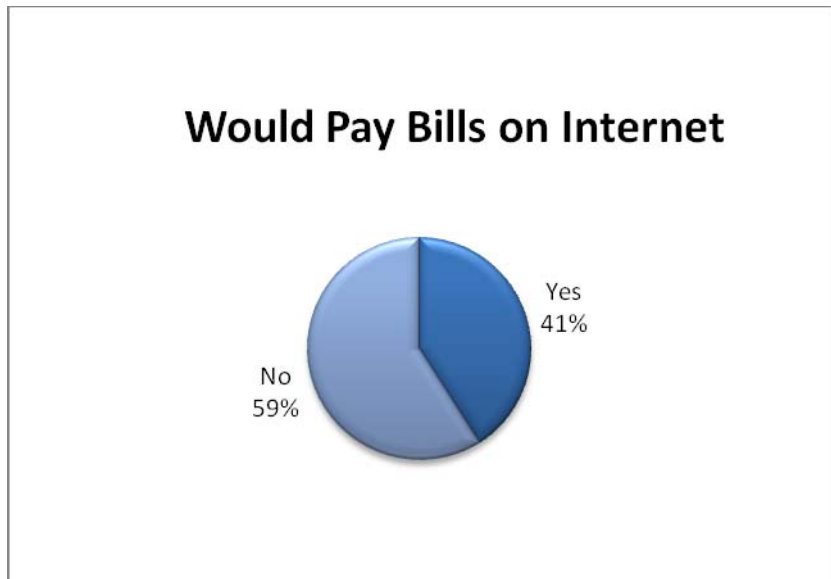
5. It costs more each year for the City to provide the same level of service. As the next budget is prepared for the City, which of the following approaches would you prefer the Zephyrhills City Council follow?



6. Do you have access to the internet?



7. If yes to question 6, would you be interested in using the website to pay for your utility bills?



8. During the past 12 months, have you had contact with any City employees?



9. If yes to question 8, how satisfied were you with the contacts you had with City staff?



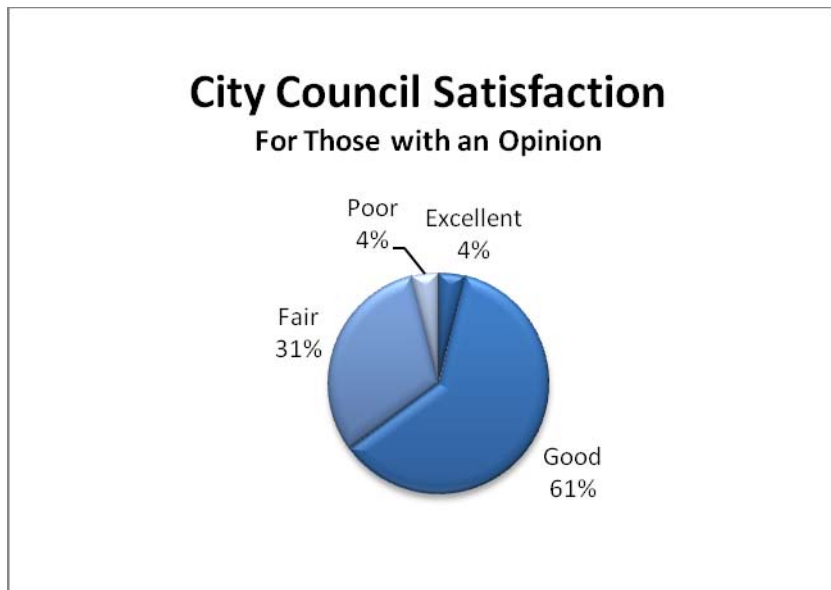
10. How would you rate Zephyrhills government's job of communicating its actions and issue positions to the public?



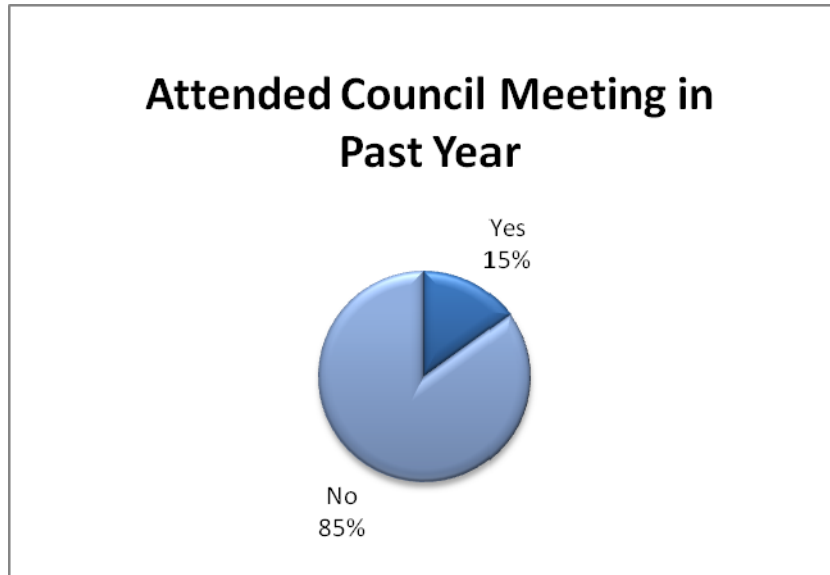
11. In your opinion, what are the three most important challenges facing Zephyrhills today?



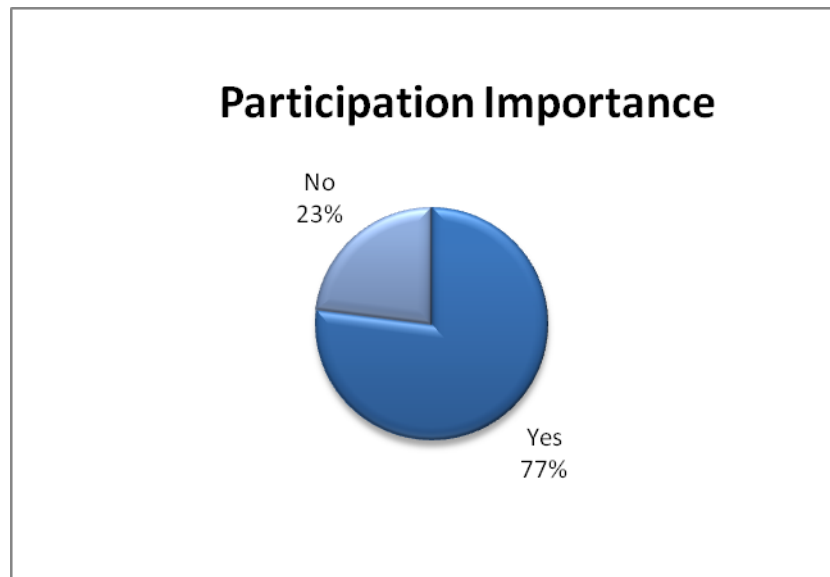
12. What is your overall satisfaction level of the Zephyrhills City Council?



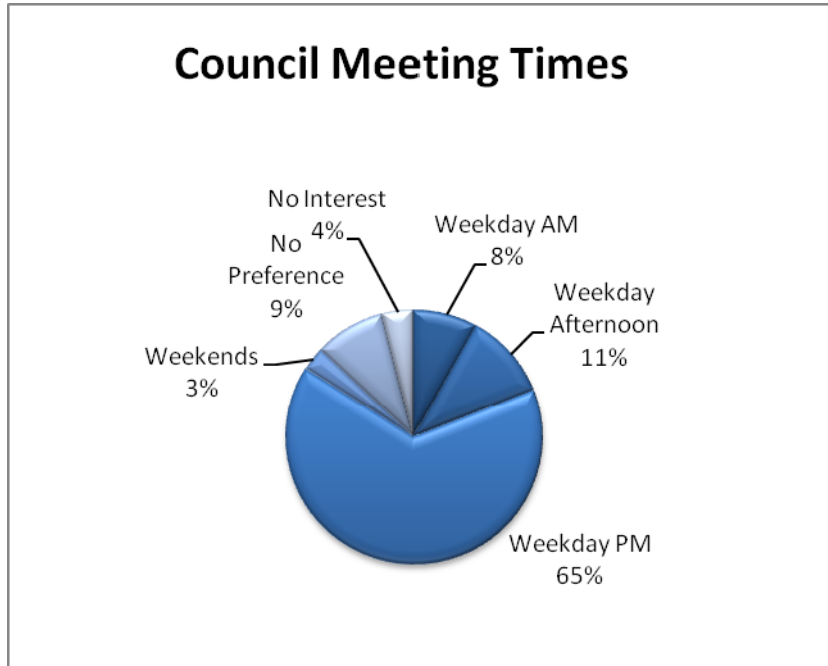
13. Have you attended a Regular Meeting of the City Council in the past year?



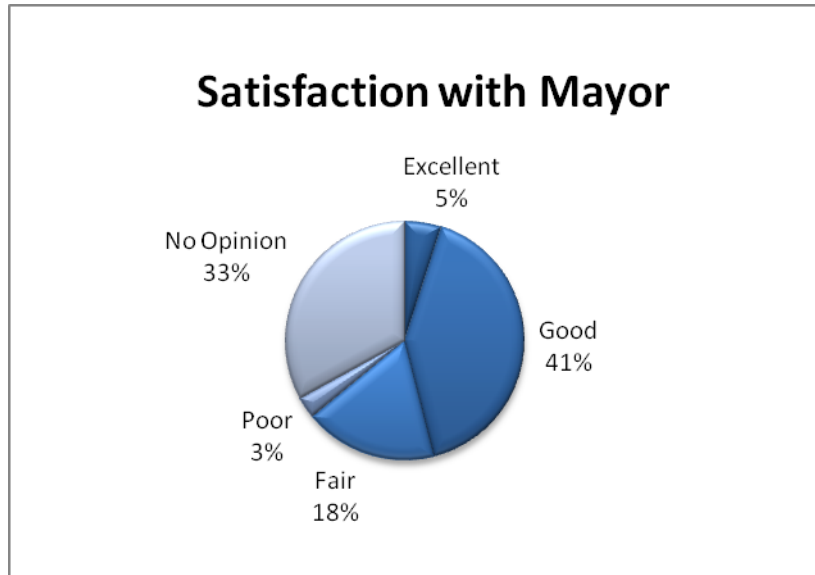
14. Do you feel that active participation in your City government is important?



15. What is the best time of day for you to participate in the regular meetings of the City Council?



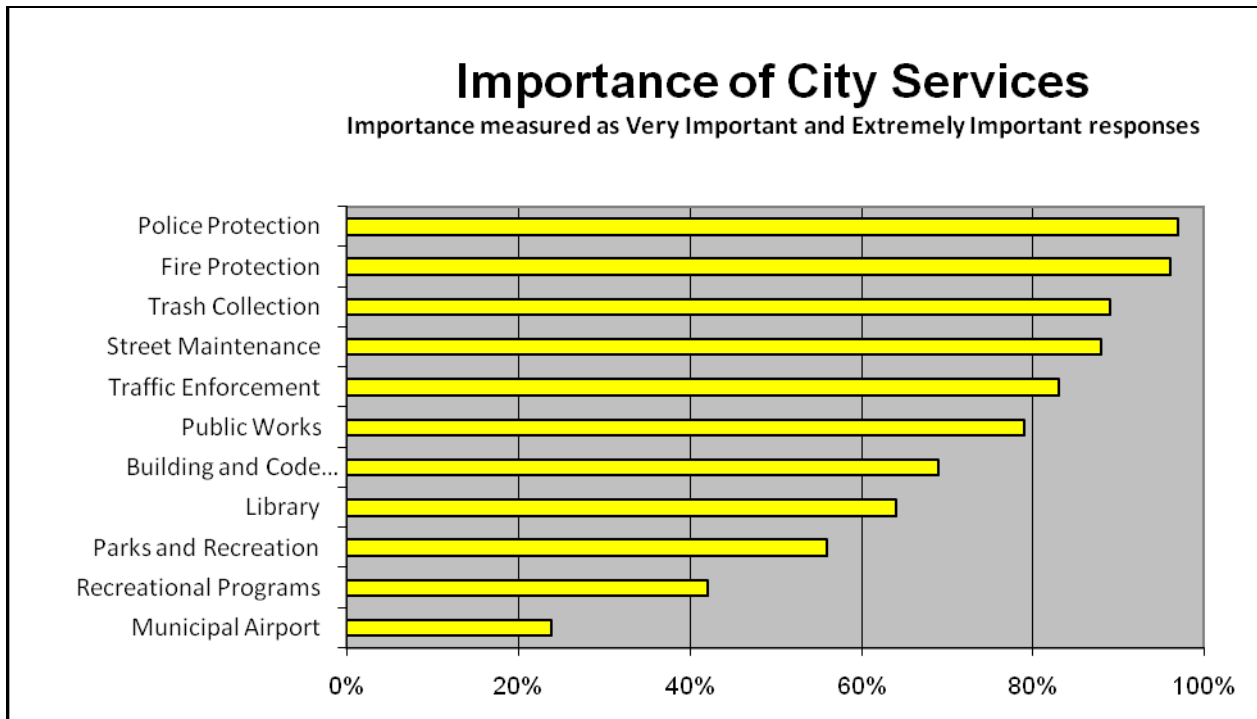
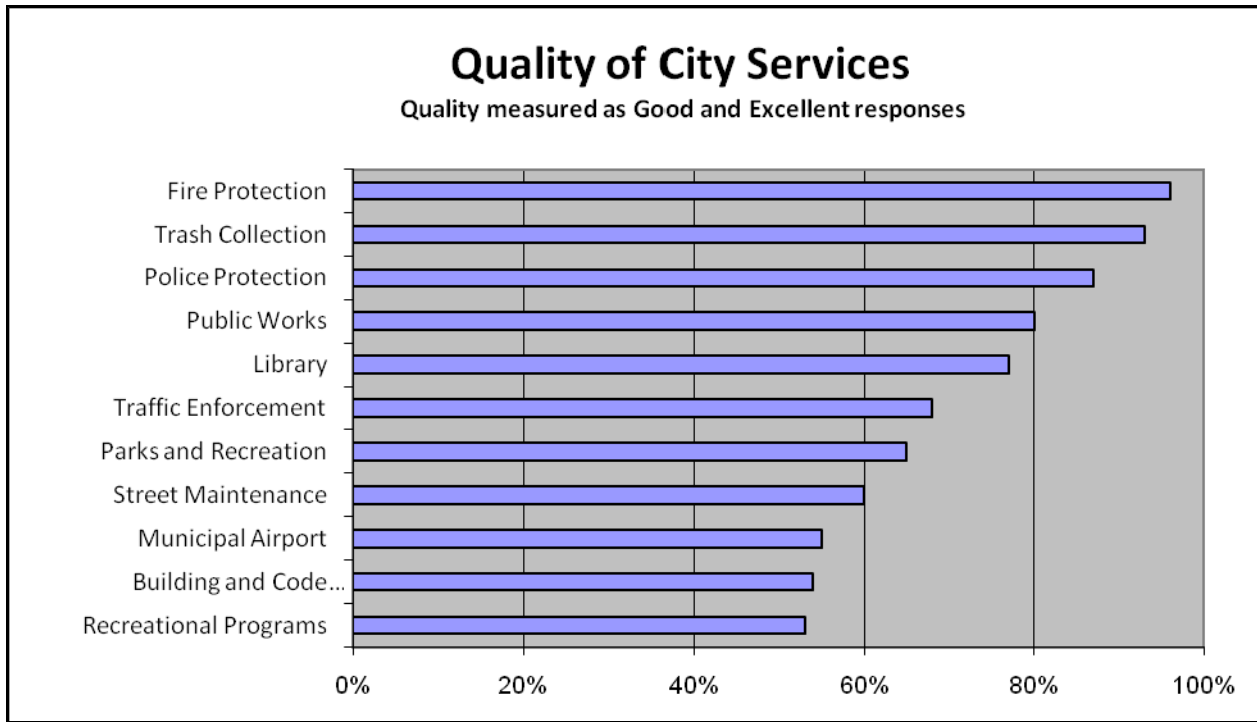
16. What is your overall satisfaction level of the Mayor?

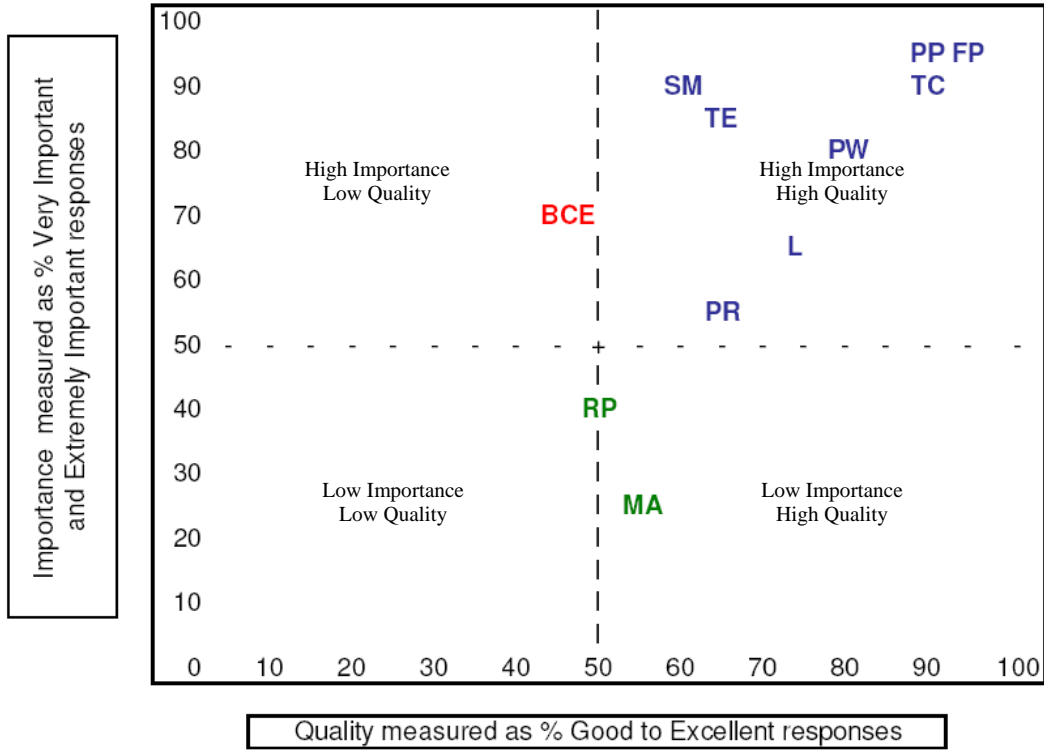


17. What is your overall satisfaction level with the City Manager?



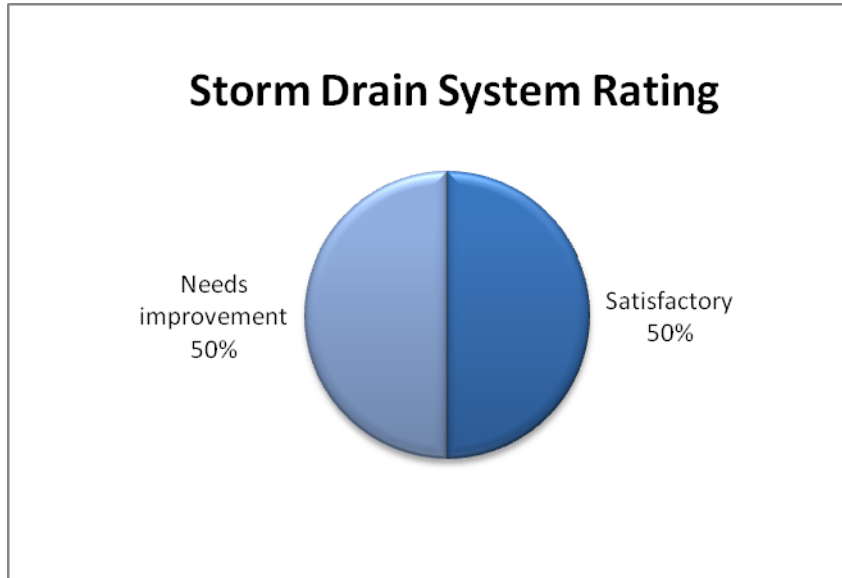
18. Please rate the following services (poor, fair, good or excellent) and the importance of each to you (not important, fairly important, very important, or extremely important).



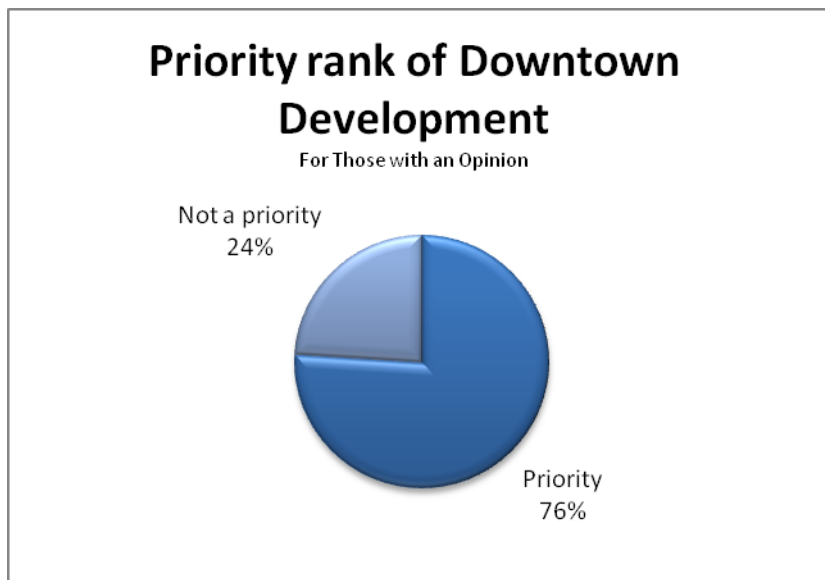


- | | | | | | |
|---------------------|---|----|-------------------------------|---|-----|
| Police Protection | = | PP | Building and Code Enforcement | = | BCE |
| Fire Protection | = | FP | Library | = | L |
| Trash Collection | = | TC | Parks and Recreation | = | PR |
| Street Maintenance | = | SM | Recreational Programs | = | RP |
| Traffic Enforcement | = | TE | Municipal Airport | = | MA |
| Public Works | = | PW | | | |

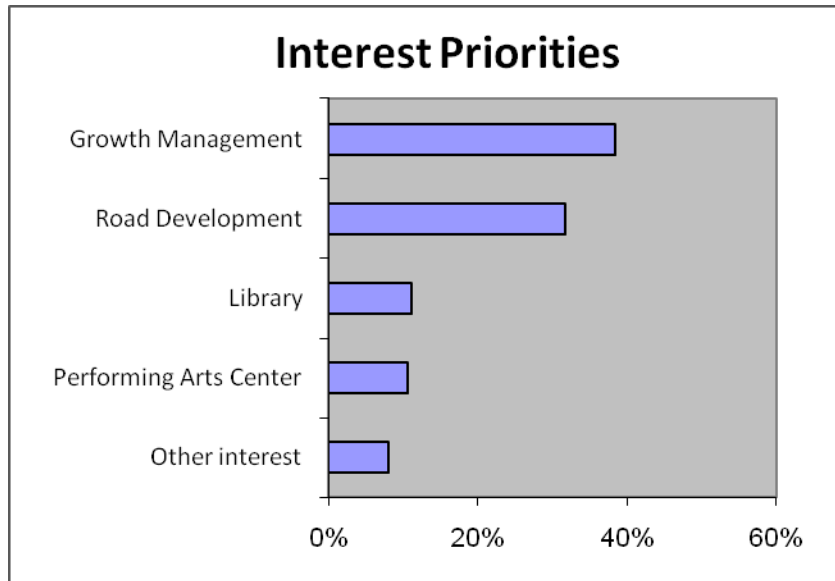
19. How would you rate the city's storm water drainage system?



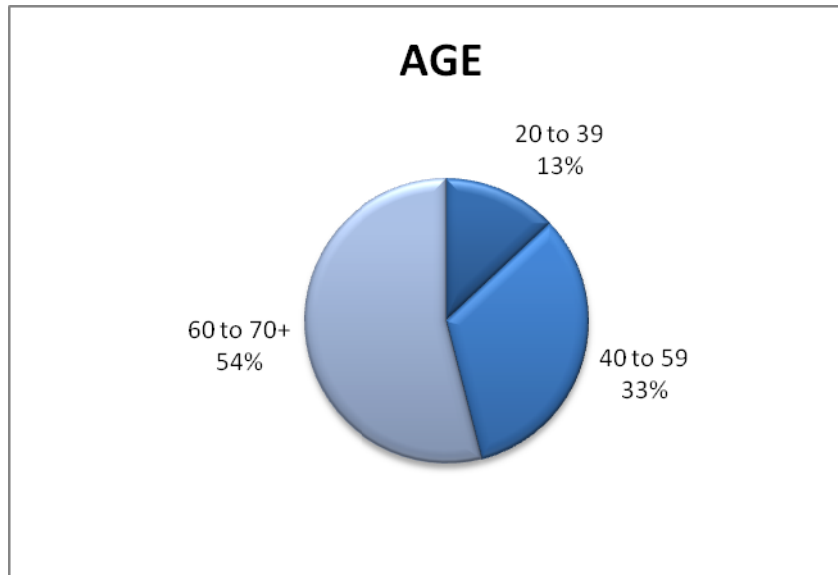
20. Regarding downtown development, how would you rank its priority as a local project or concern?



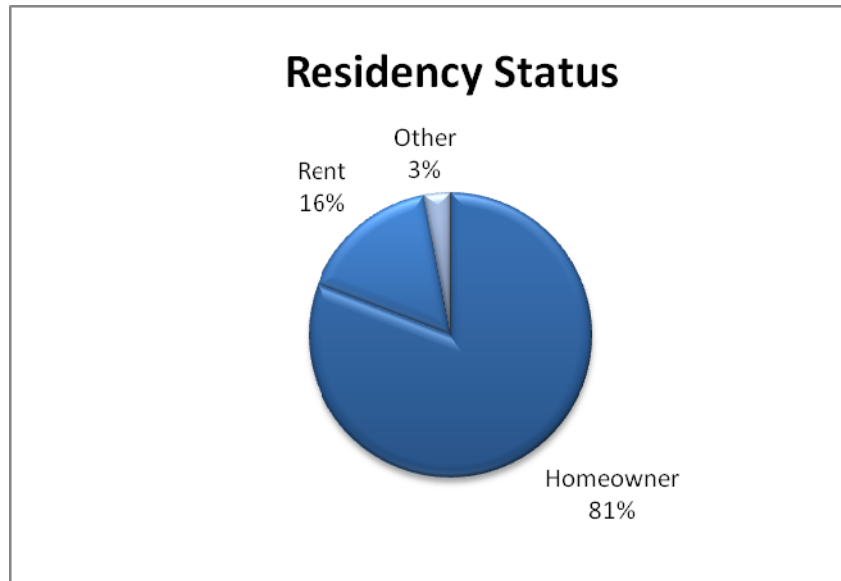
21. What aspects of city services or the quality of life in Zephyrhills most interest you?



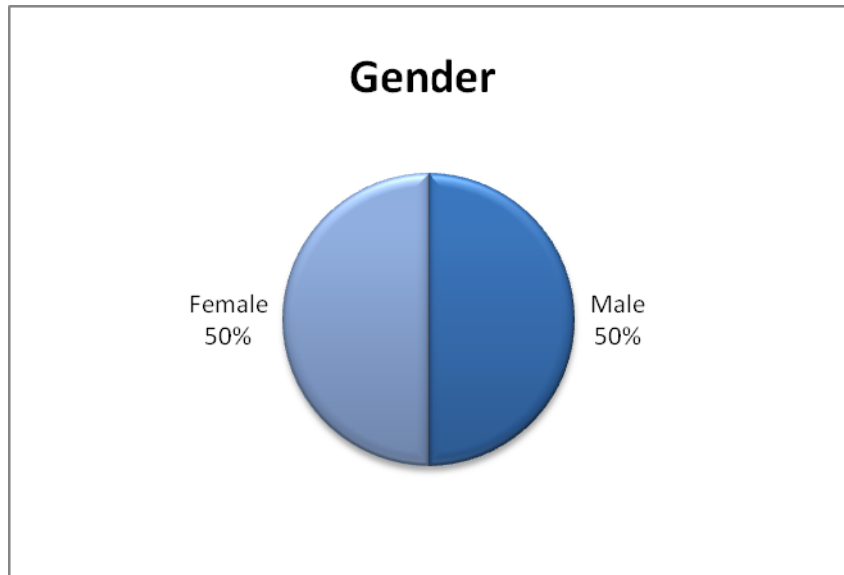
22. How old are you?



23. Do you own or rent?



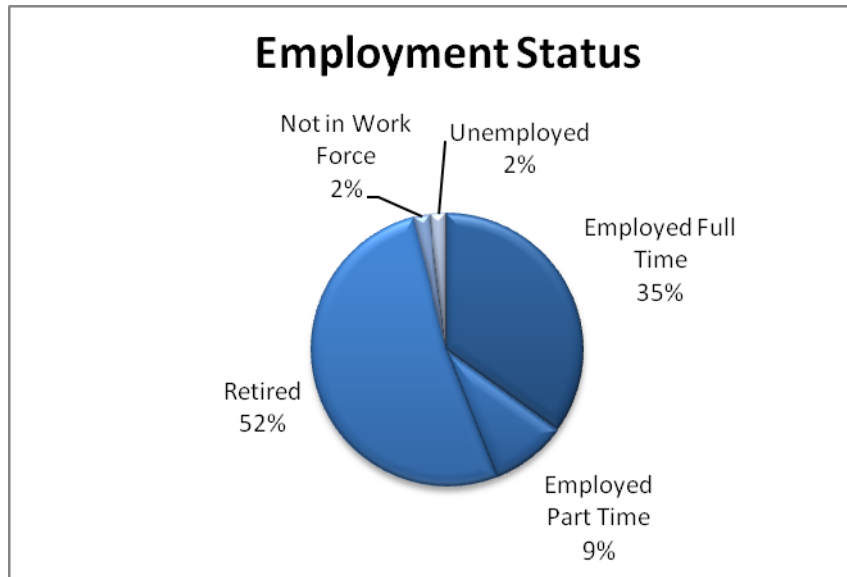
24. Your gender?



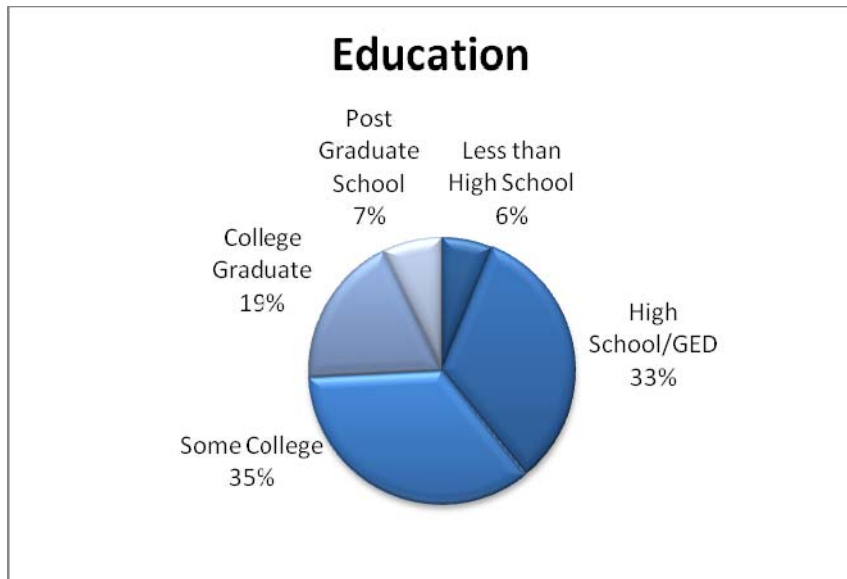
25. Are you currently a registered voter in Pasco County?



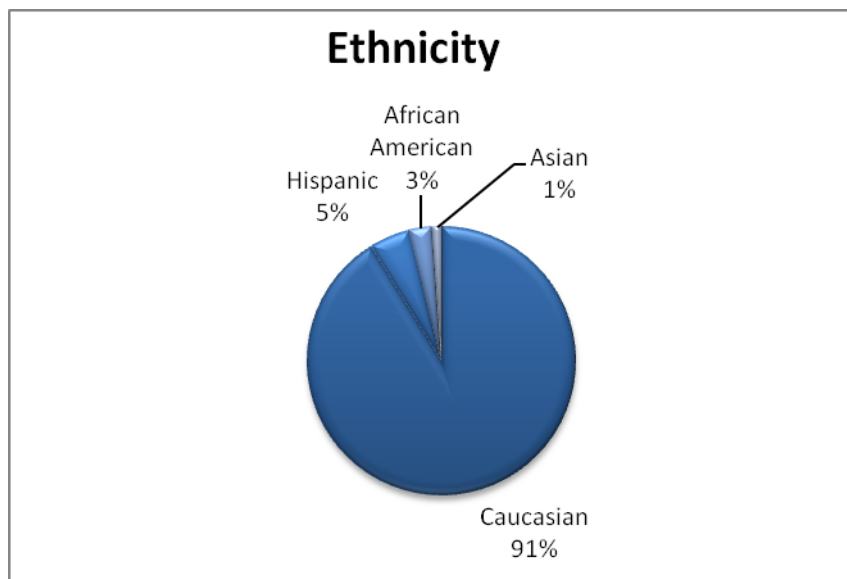
26. What is your present employment status?



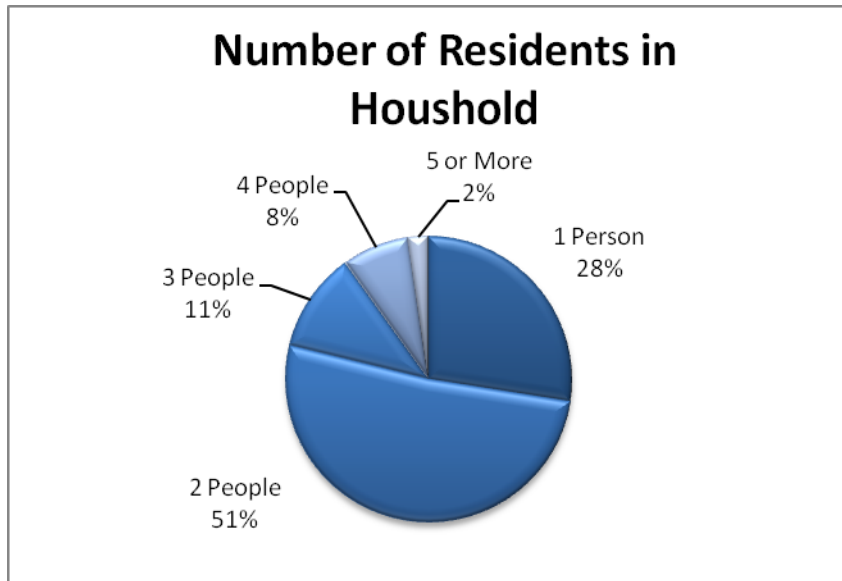
27. What is the highest level of education you have completed so far?



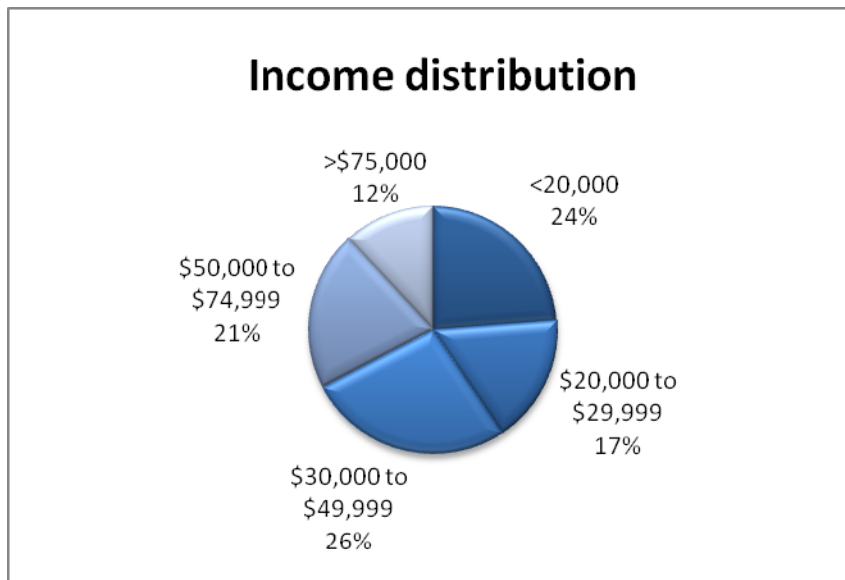
28. Which of the following best describes your racial/ethnic origin?



29. How many people reside in your household including yourself?



30. Please identify the annual income category your household falls into.



End of Survey