

## M E M O R A N D U M

**TO:** Howard Tipton, Town Manager  
**FROM:** Carolyn Brown, Support Services Director  
**REPORT DATE:** March 21, 2024  
**MEETING DATE:** April 1, 2024  
**SUBJECT:** Final Report of 2024 Citizens' Satisfaction Survey by University of South Florida, Florida Institute of Government

### **Recommended Action**

None, informational only.

### **Background**

In January 2020, 2021, 2022, and 2023, the Town conducted its Annual Citizens' Satisfaction Survey. The survey was developed in partnership with the Florida Institute of Government (FIOG) at the University of South Florida. The results of the survey were presented and considered in the strategic planning for each of those specific fiscal years.

In January 2024, the fifth annual survey was sent out to property owners throughout the Town. Conducting this annual survey has provided an on-going opportunity for respondents to rank how satisfied they are with Town services and how important it is for the Town to work on specific quality-of-life issues. The survey was conducted to provide input to Town staff, administration, and the Town Commission in advance of the annual Commission Strategic Planning Retreat.

The Town worked with the FIOG on the survey tool and implementation of the on-line survey and continued to refine the process. The survey instrument included a series of standard questions that are intended to be asked each year. Over time this will help the Town identify trends in the responses. In addition to the standard questions, a series of policy-type questions are included each year to provide additional feedback to the Commission regarding current issues facing the Town.

The survey was launched the week of January 8, 2024. The survey closed for submissions on February 10, 2024. A total 1392 surveys were completed this year (44 more than received last year).

### **2024 Citizen Survey Executive Summary and Report**

FIOG analyzed the data and published both an Executive Summary and a full 2024 Annual Citizen Survey Report. The Executive Summary provides an abbreviated overview of the major findings from each section of the survey. The full 2024 Annual Citizen Survey Report contains a complete account of the survey responses accompanied by a detailed discussion of the results. A copy of the original survey instrument is found at the end of the report in the Appendix. In addition, a Fact Sheet and responses to the open-ended questions are provided as an attachment.

Dr. Stephen Neely with FIOG will make a brief presentation during the Commission's April 1, 2024, Regular Meeting and will provide an overview of the survey results and answer any questions.

**Staff Recommendation**

None, informational only.

**Attachments (Available in the Town Clerk's Office)**

- A. 2024 Annual Citizen Survey Executive Summary and Full Report
- B. Fast Facts Sheet
- C. PowerPoint Presentation
- D. Responses to Open-ended Questions

**End of Agenda Item**