

# City of Treasure Island

## FY20 Resident Survey and Results



February 27, 2020

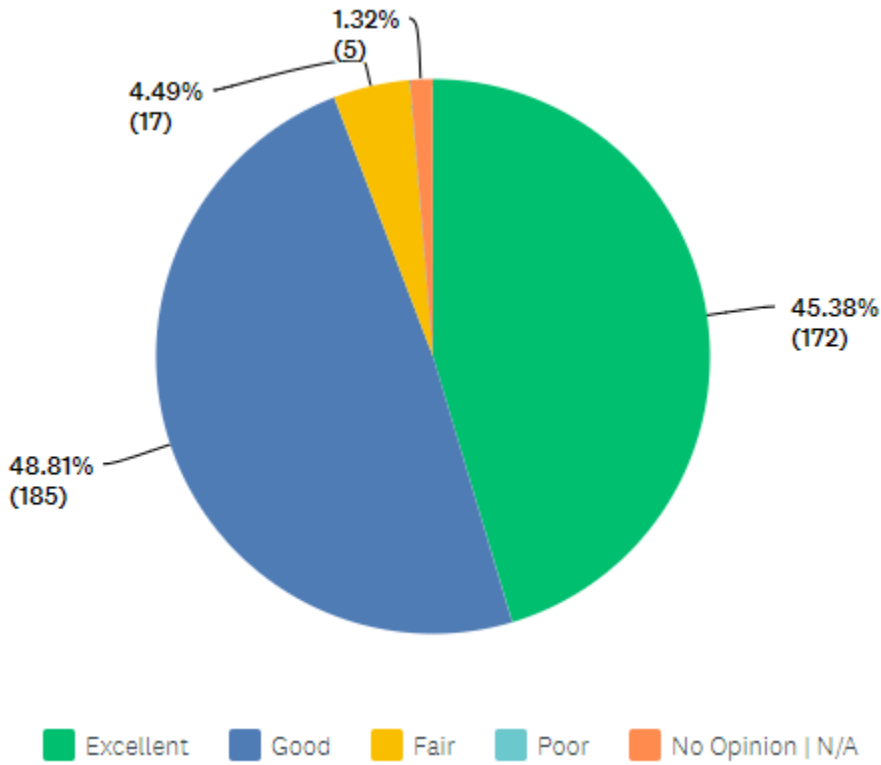
## Introduction

The adoption of the FY20 Budget marked the implementation of the final year of the previous 5-year Strategic Plan. Because the City will be engaging in a process to produce a brand new 5-year plan, a resident survey was created and broadcast to gather the input of our residents. Being able to tap directly into the sentiments and opinions of the residents is an important step in evaluating where the City wants to go.

The online survey—conducted from December 18, 2019 through February 2, 2020—was divided into the following sections: Measuring Our Success; Community, Government, and Performance Ratings; Utilization and Public Communication; Current Events and Emerging Topics; and Demographics/Contact Info. Staff worked over a few months in 2019 to create a list of questions that would collect the opinions of our residents, produce an objective dataset, and plant the seeds for an actionable plan for future implementation. Factoring in the estimated number of households within Treasure Island, a total of approximately 350 completed surveys were required to reach a defensible level of statistical significance; by the end of the survey period the City had collected 379 completed surveys.

What follows below is an explanation, presentation, and narrative of each question and its findings. Where applicable, staff has cross-referenced certain questions with similar ones asked in prior community surveys to provide some historical context to the responses.

# Overall, how would you describe the quality of life in Treasure Island?

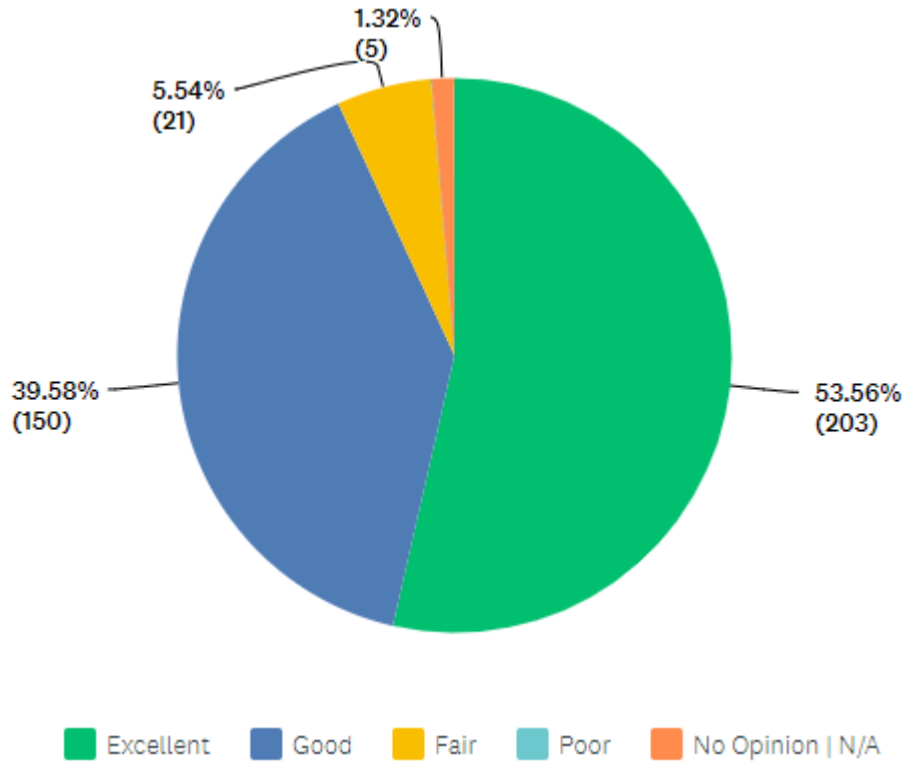


## City Quality of Life

When asked to rate the overall quality of life in Treasure Island, respondents answered as follows:

- Excellent - 45.38%
- Good - 48.81%
- Fair - 4.49%
- Poor - 0%
- No Opinion; n/a - 1.32%

## How would you describe the quality of life in your neighborhood?

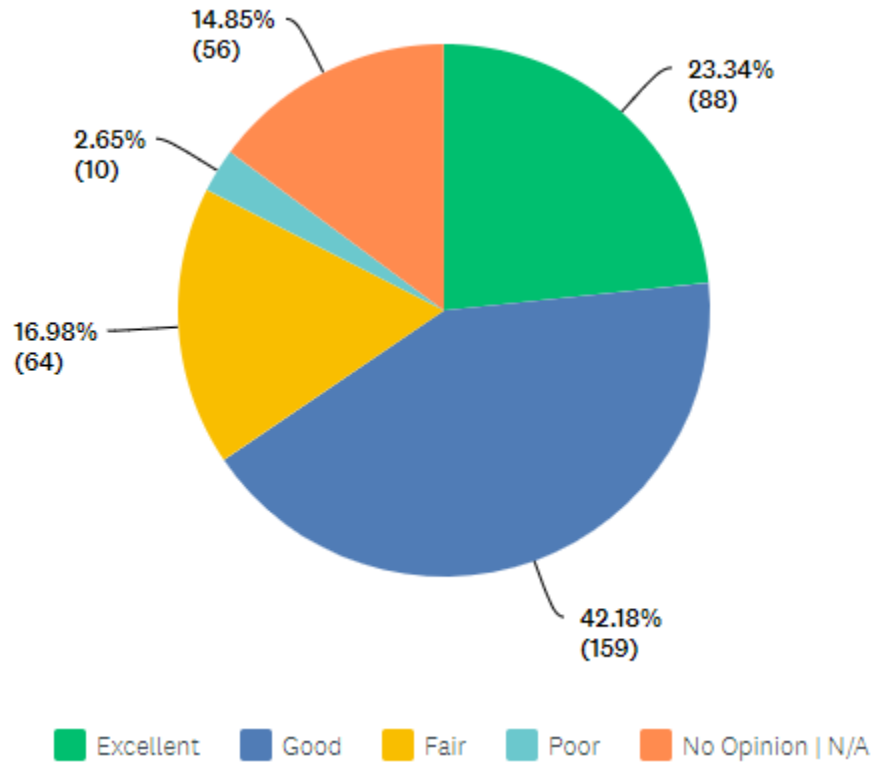


### Neighborhood Quality of Life

Respondents were also asked the same question, but in relation to their specific neighborhoods. In this instance, the responses were thus:

- Excellent - 53.56%
- Good - 39.58%
- Fair - 5.54%
- Poor - 0%
- No Opinion; n/a - 1.32%

## How would you rate Treasure Island as a place to raise a family?

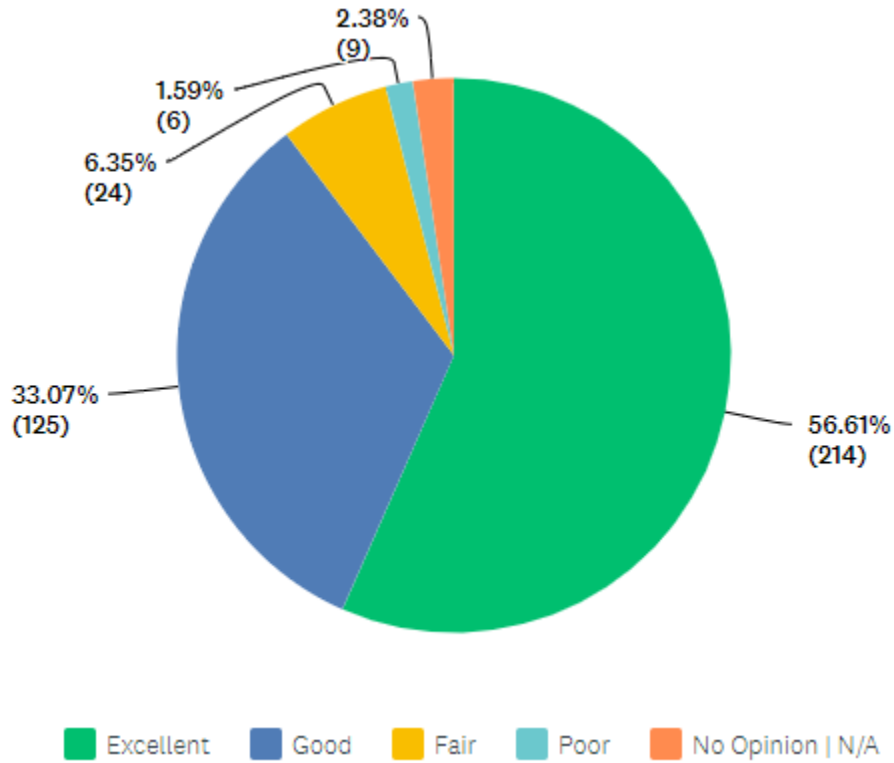


### Family Friendliness

We also asked for residents to rate Treasure Island as a location to raise a family. Those responses can be categorized as such:

- Excellent - 23.34%
- Good - 42.18%
- Fair - 16.98%
- Poor - 2.65%
- No Opinion; n/a - 14.85%

## How would you rate Treasure Island as a place to retire?

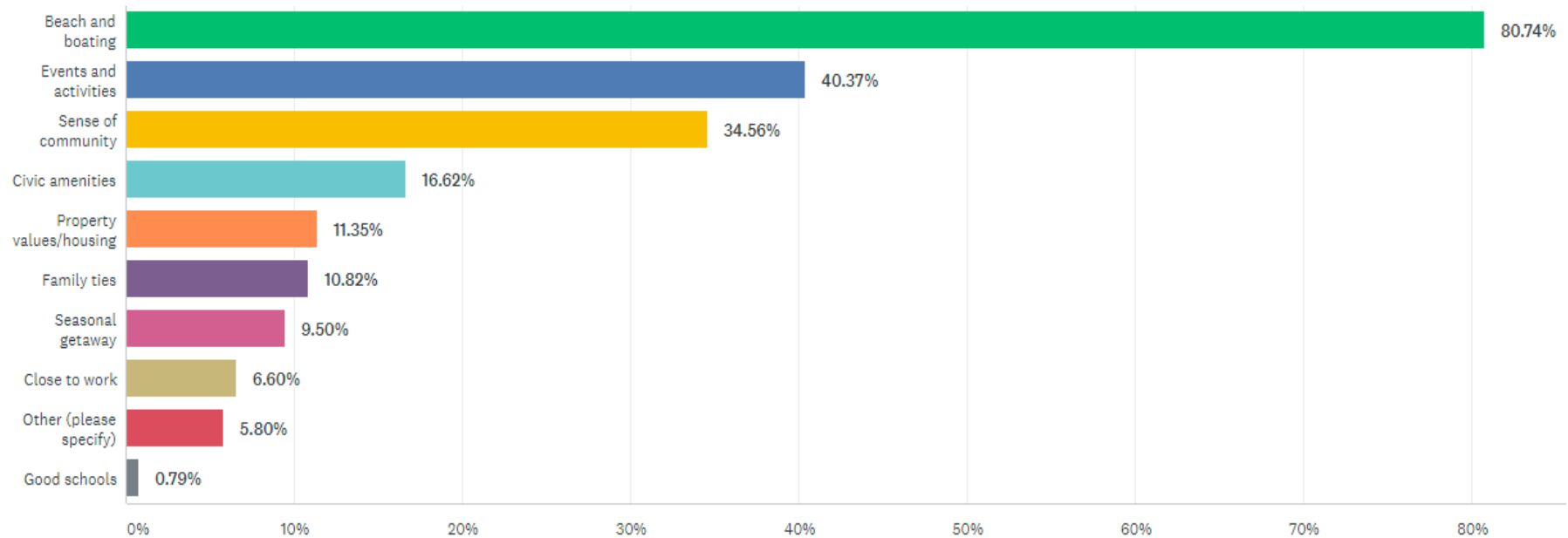


### Retirement Destination

Equally important is to gauge Treasure Island's status as a place to retire. Residents responded with the following:

- Excellent - 56.61%
- Good - 33.07%
- Fair - 6.35%
- Poor - 1.59%
- No Opinion; n/a - 2.38%

**Treasure Island residents all have different reasons for calling our community home.  
Please choose your top 3 reasons why you live in Treasure Island:**



## Why is Treasure Island your home?

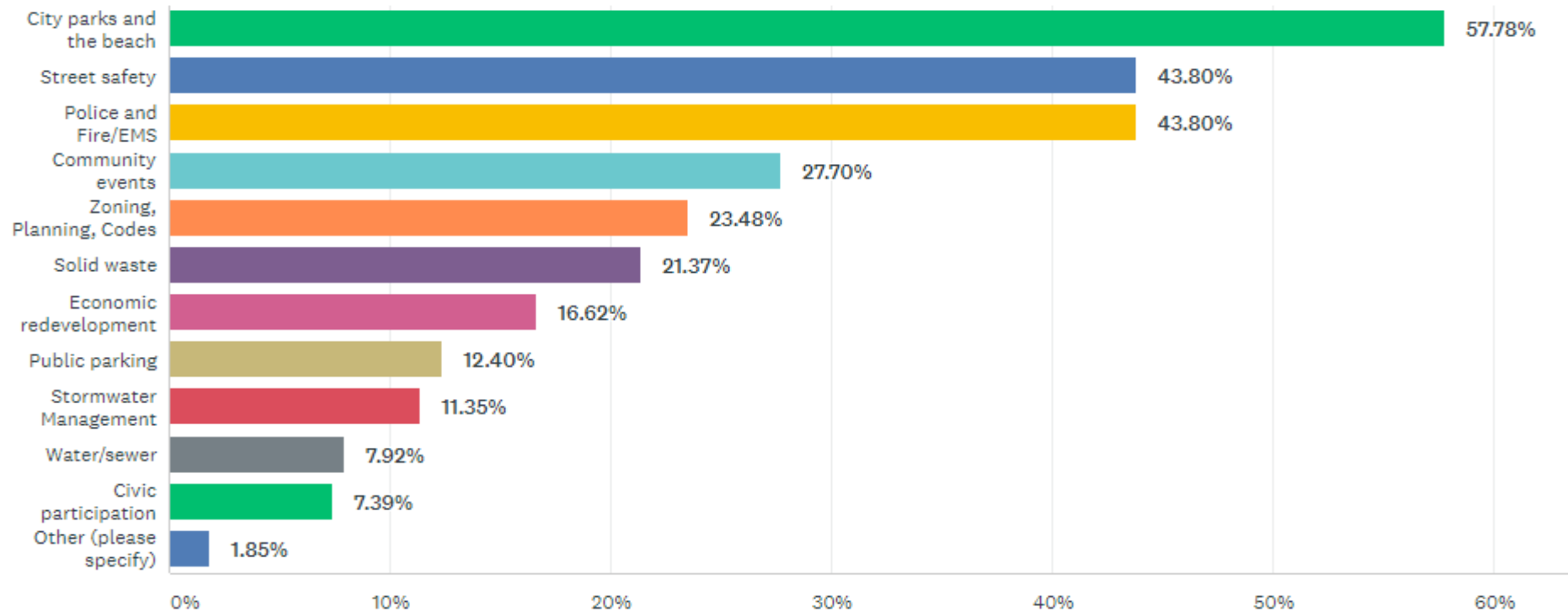
**Reason: percent of respondents**

beach and boating - 80.74%  
 proximity to entertainment and cultural events - 40.37%  
 general sense of community - 34.56%  
 amenities (parks, library, facilities) - 16.62%  
 property values or housing options - 11.35%  
 I was born here or family moved here - 10.82%  
 seasonal getaway - 9.50%  
 it is close to work - 6.60%; and  
 proximity to good schools - 0.79%

Among the respondent's choosing other (5.8%) and providing an answer, the majority fell into one of the following broad categories:

- small-town feel, especially compared to other more built-up beach communities,
- general sense of safety, and
- great weather and natural environment.

## Which of the following City services are the most important to you personally? (choose 3)



### Most important City services

**Service: percent of respondents**

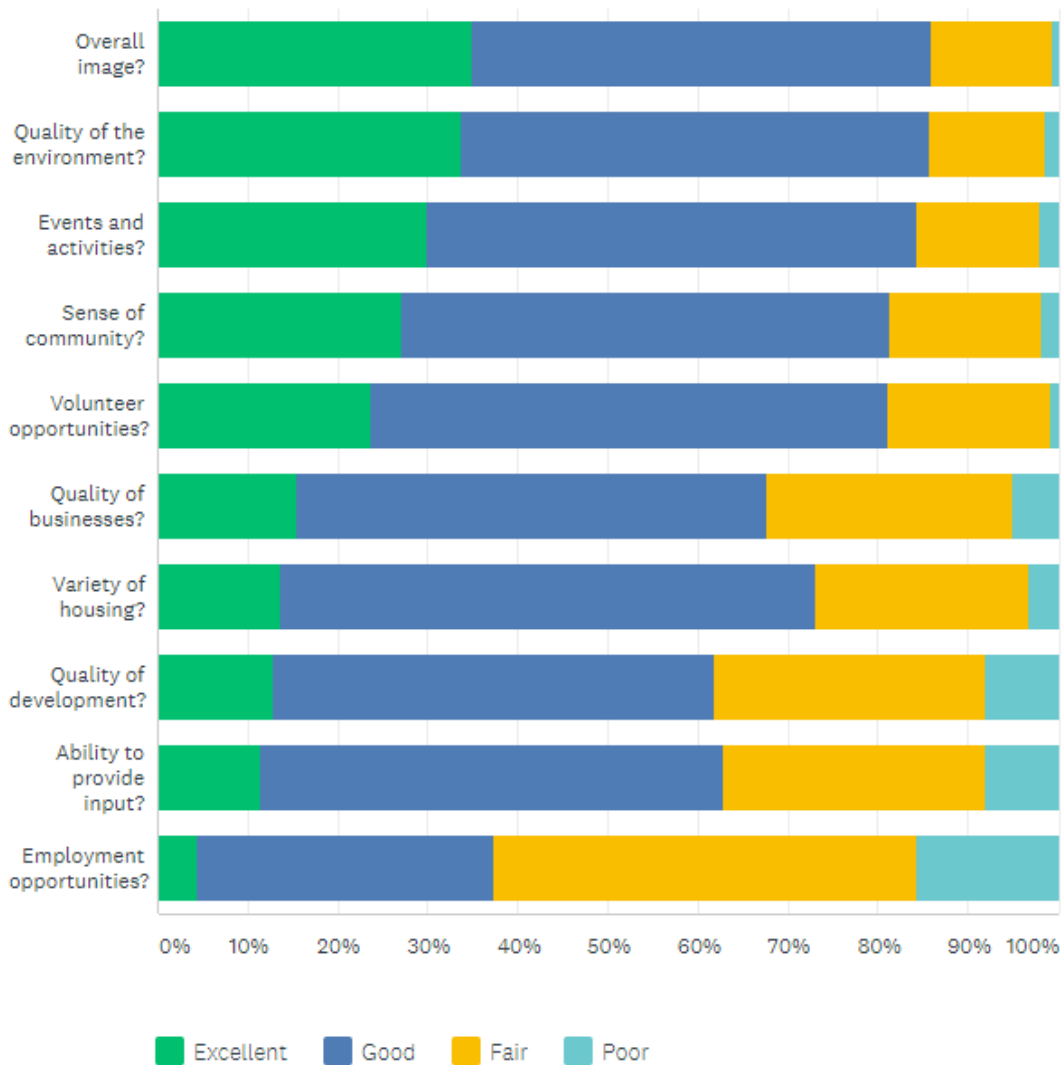
- city parks and the beach - 57.78%
- street, sidewalk, bike line, and street lighting - 43.80%
- public safety (police and fire/EMS) - 43.80%
- recreation/community events/amenities - 27.70%
- zoning, planning, and code compliance - 23.48%
- garbage, recycling, and yard waste collections - 21.37%
- economic redevelopment - 16.62%
- public parking - 12.40%
- stormwater management - 11.35%
- water & wastewater - 7.92%; and
- public communication, civic participation, and outreach - 7.39%

Among the respondent's choosing other (1.85%) and providing an answer, the majority fell into one of the following broad categories:

- improve public landscaping;
- becoming a more environmentally aware community, and
- explore outsourcing city departments.



## Please rate the following characteristics as they relate to Treasure Island as a whole.

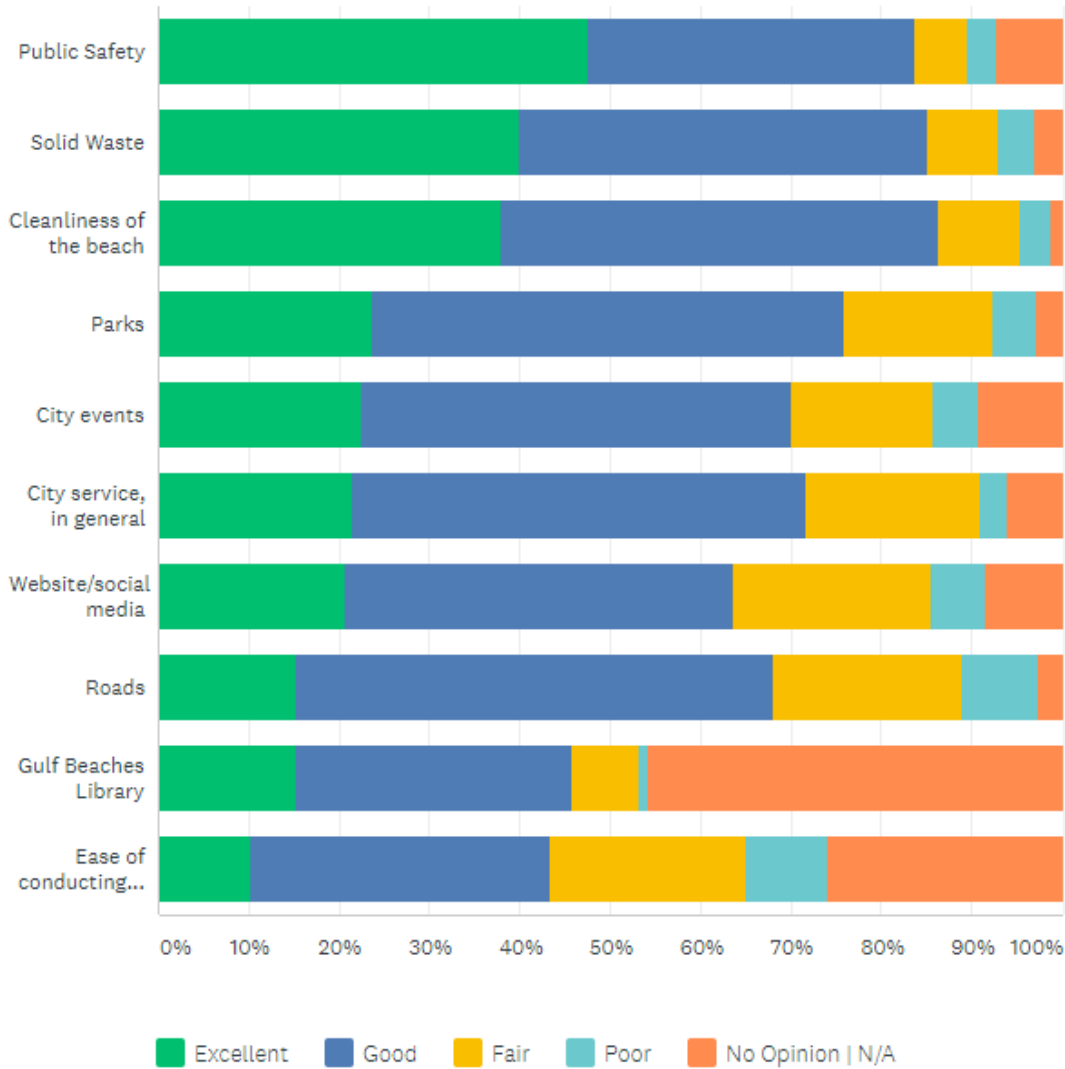


### Big Picture Community Ratings

Residents were asked to weigh in on 10 different community-wide criteria. Results are as follow:

Criteria:	Excellent	Good	Fair	Poor
overall image or reputation of TI:	34.93%	50.99%	13.52%	0.56%
quality of overall natural environment in TI:	33.71%	52.12%	12.75%	1.42%
access to social events and activities:	29.83%	54.55%	13.64%	1.99%
sense of community:	27.03%	54.36%	16.86%	1.74%
opportunities to volunteer/serve:	23.80%	57.23%	18.07%	0.90%
overall quality of businesses in TI:	15.49%	52.11%	27.32%	5.07%
variety of housing options:	13.75%	59.31%	23.78%	3.15%
overall quality of new development in TI:	12.89%	49%	30.09%	8.02%
ability to have your voice heard:	11.50%	51.33%	29.20%	7.96%
employment opportunities:	4.33%	33%	47%	15.67%

**Please rate each of the following as they relate to the operations of the City of Treasure Island.**

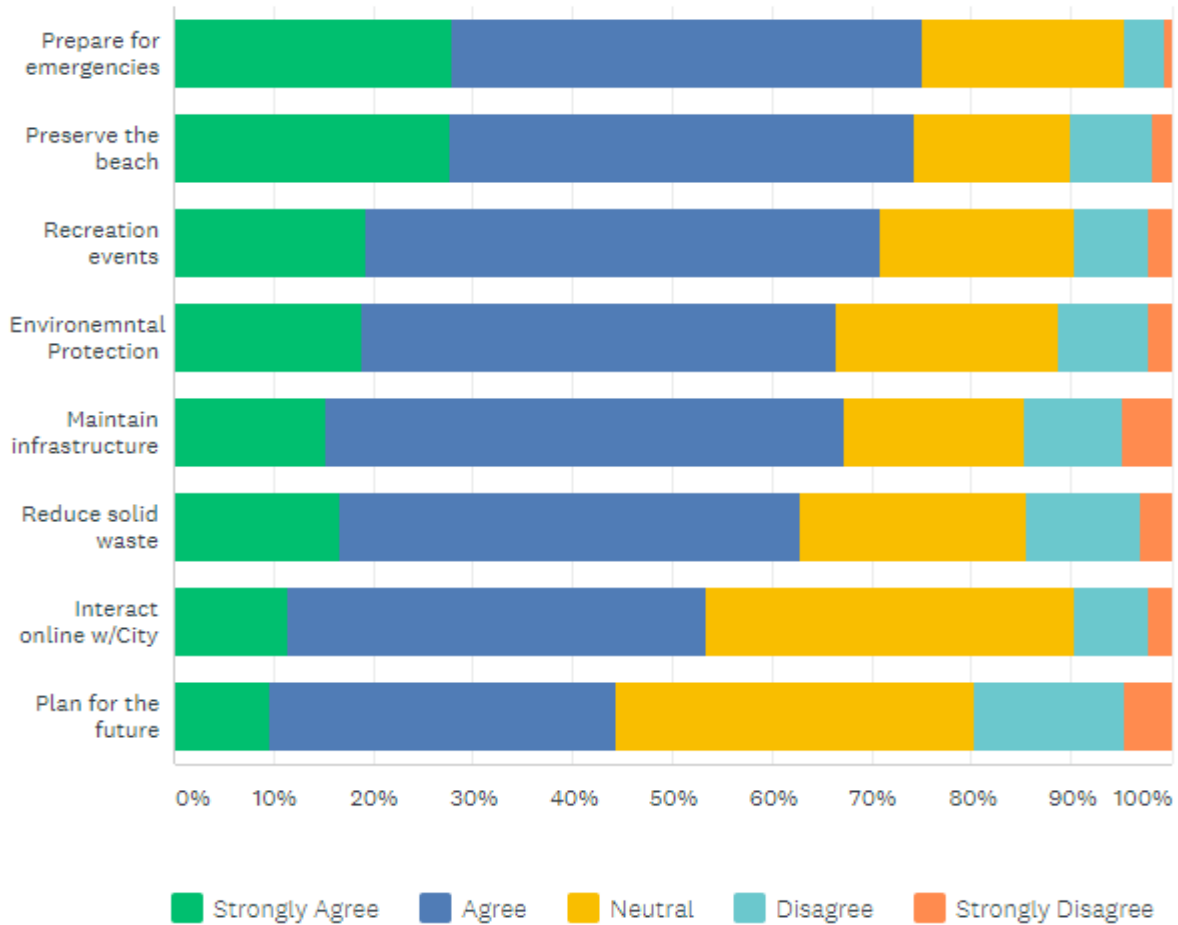


## City Government Operations

Residents were asked to weigh in on 10 different community-wide criteria. Results are as follow:

Criteria:	Excellent	Good	Fair	Poor	N/A
public safety and emergency responders:	47.62%	36.13%	5.58%	3.08%	7.28%
trash, recycling, and solid waste collection:	40.00%	45.07%	7.89%	3.94%	3.1%
cleanliness of the beach:	37.85%	48.59%	9.04%	3.39%	1.13%
city parks:	23.71%	52.29%	16.29%	4.86%	2.86%
events hosted/sponsored by the City:	22.57%	47.43%	15.71%	5.14%	9.14%
services provided by the City of TI, generally:	21.53%	50.14%	19.26%	3.12%	5.95%
website and City social media:	20.62%	42.94%	22.03%	5.93%	8.47%
roads and streets:	15.17%	52.81%	21.07%	8.43%	2.53%
Gulf Beaches Library:	15.23%	30.46%	7.47%	1.15%	45.69%
ease of conducting business w/the City:	10.29%	33.14%	21.71%	8.86%	26%

**Please rate whether you agree or disagree that adequate measures are being taken by the City to address the following:**

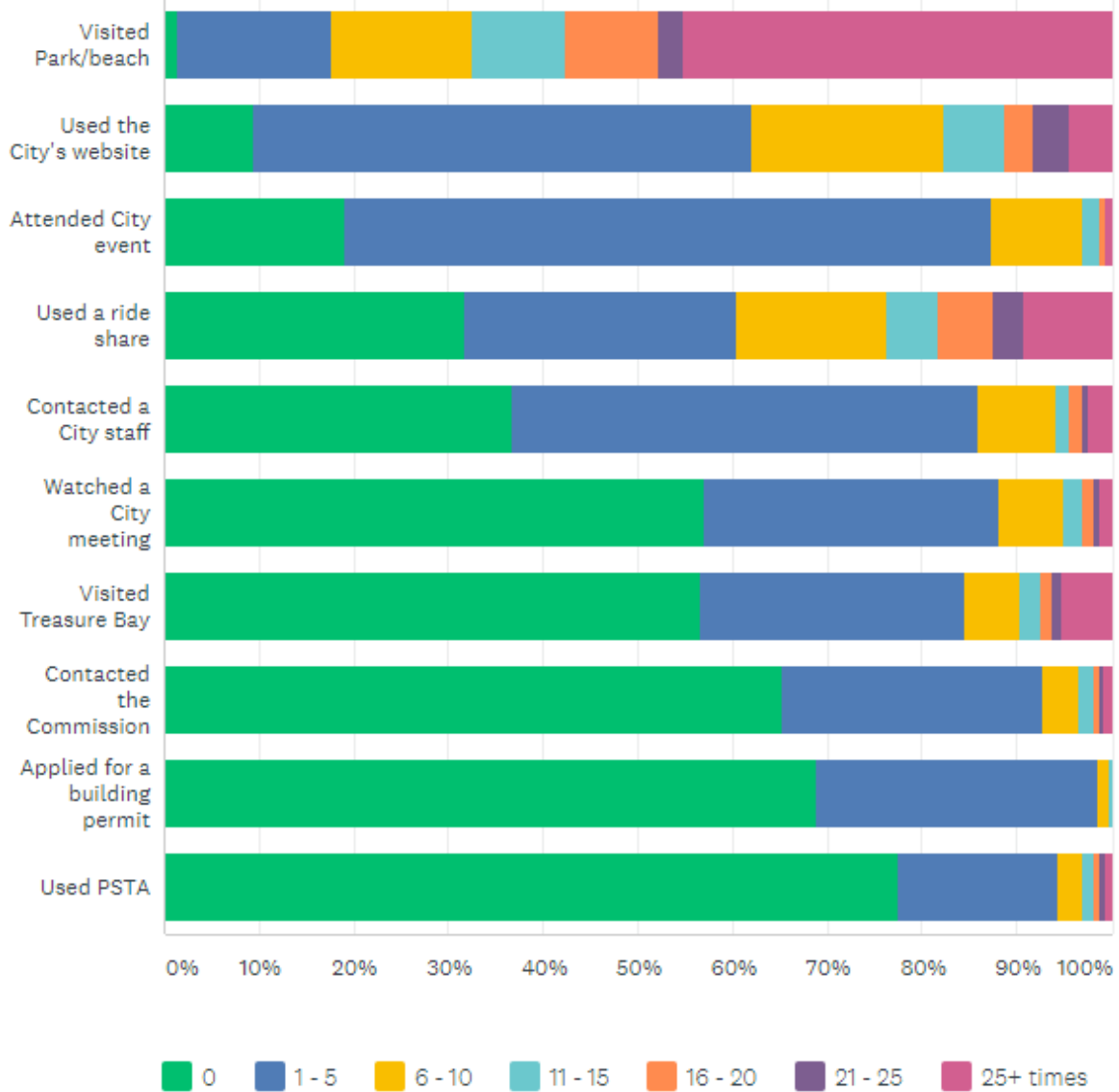


## Progress on Important Issues

The City was interested to discover public sentiment regarding progress being made on major issues or primary demands. Here are how the responses were categorized for the 8 criteria.

Criteria:	Excellent	Good	Fair	Poor	N/A
prepare the community for an emergency:	27.97%	47.18%	20.34%	3.95%	0.56%
preserve and enhance our beach:	27.64%	46.72%	15.67%	8.26%	1.71%
provide recreation events and opportunities:	19.21%	51.69%	19.49%	7.34%	2.26%
protect the natural environment:	18.93%	47.46%	22.32%	9.04%	2.26%
maintain public infrastructure:	15.25%	51.98%	18.08%	9.89%	4.80%
reduce solid waste/promote recycling:	16.62%	46.20%	22.82%	11.27%	3.10%
make it easier to interact with the City online:	11.43%	42%	36.86%	7.43%	2.29%
plan effectively for the future:	9.69%	34.76%	35.90%	15.10%	4.56%

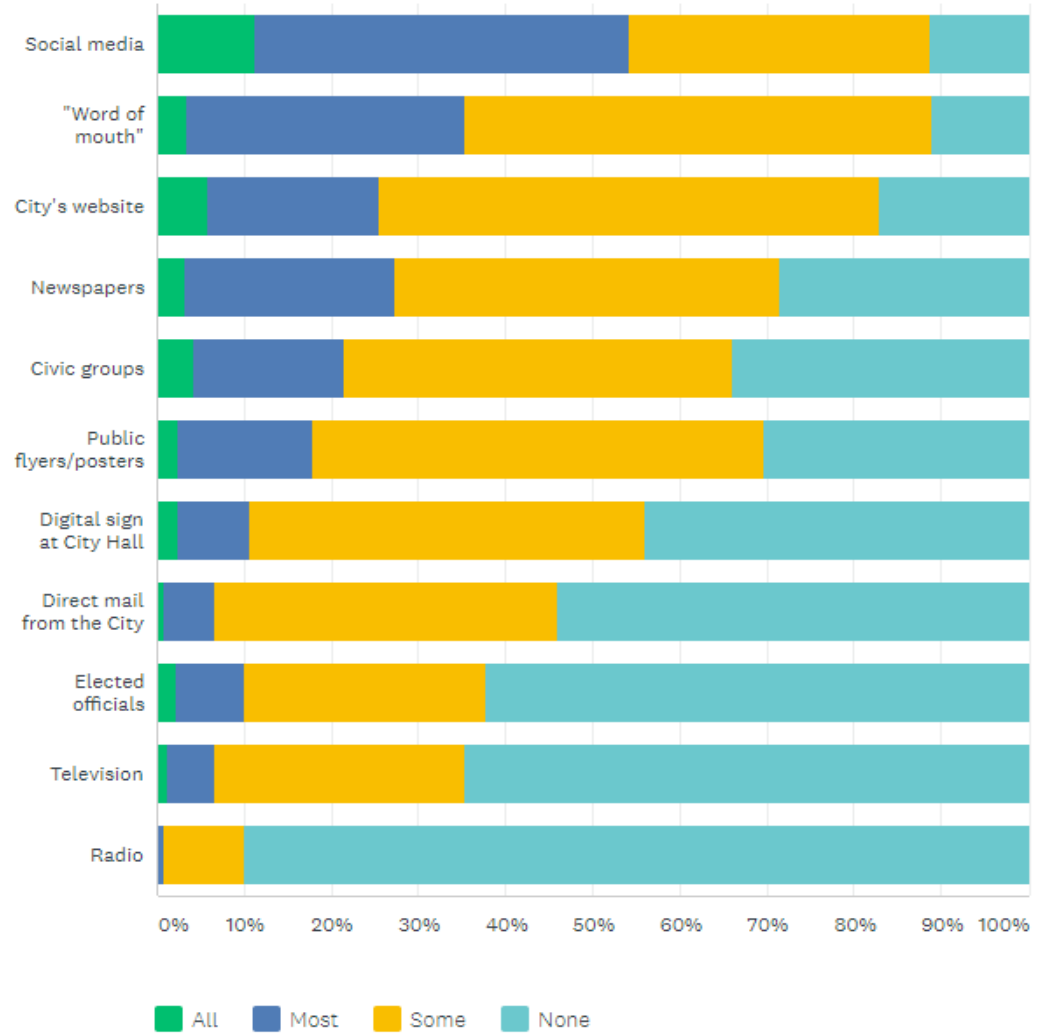
# In the last 12 months, how many times have you or a member of your household done the following?



## Community Utilization

Action:	0	1-5	6-10	11-15	16-20	21-25	25+
Park/beach:	1.44%	16.14%	14.99%	9.80%	9.80%	2.59%	45.24%
City website:	9.41%	52.65%	20.29%	6.47%	2.94%	3.82%	4.41%
City event:	19.06%	68.33%	9.68%	1.76%	0.59%	0.00%	0.59%
Ride share:	31.78%	28.57%	16.03%	5.25%	5.83%	3.21%	9.33%
City staff:	36.84%	49.12%	8.19%	1.46%	1.46%	0.58%	2.34%
City meeting:	57.10%	31.07%	6.80%	2.07%	1.18%	0.59%	1.18%
Treasure Bay:	56.60%	27.86%	5.87%	2.35%	1.17%	0.88%	5.28%
Contact Commission:	65.20%	27.49%	3.80%	1.75%	0.58%	0.29%	0.88%
Building Permit:	68.82%	29.71%	1.18%	0.29%	0.00%	0.00%	0.00%
PSTA:	77.42%	17.01%	2.64%	1.17%	0.59%	0.59%	0.59%

## How much information do you get about the City of Treasure Island from each of the following?

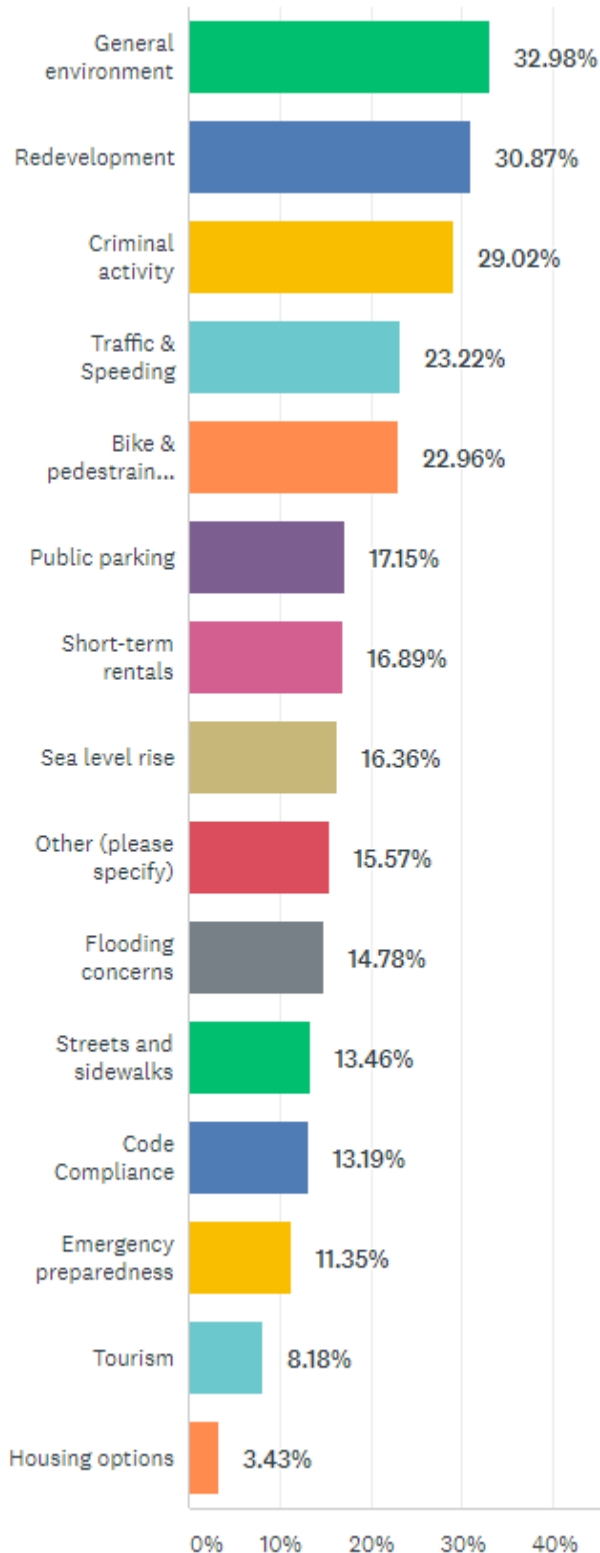


### Public Communication

The City was interested in learning how its residents get their information about City events and news. When asked how much they use each of the following news sources, respondents responded with the following:

Criteria:	All	Most	Some	None
City social media outlets:	11.24%	42.94%	34.58%	11.24%
"word of mouth":	3.47%	31.79%	53.76%	10.98%
City's website:	5.81%	19.77%	57.27%	17.15%
newspapers (online or print):	3.17%	24.21%	44.09%	28.53%
civic groups (e.g. neighborhood associations):	4.31%	17.24%	44.54%	33.91%
public posters or flyers:	2.31%	15.61%	51.73%	30.35%
digital sign at City Hall:	2.31%	8.38%	45.38%	43.93%
direct mail from the City:	0.87%	5.81%	39.24%	54.07%
elected officials:	2.29%	7.74%	27.79%	62.18%
television:	1.16%	5.51%	28.70%	64.64%
radio:	0.29%	0.59%	9.14%	89.97%

# What are your most significant concerns in your community?



## Focus Issues

Respondents were asked to choose 3 from a list of 14 major issues they believe are their biggest concerns in Treasure Island.

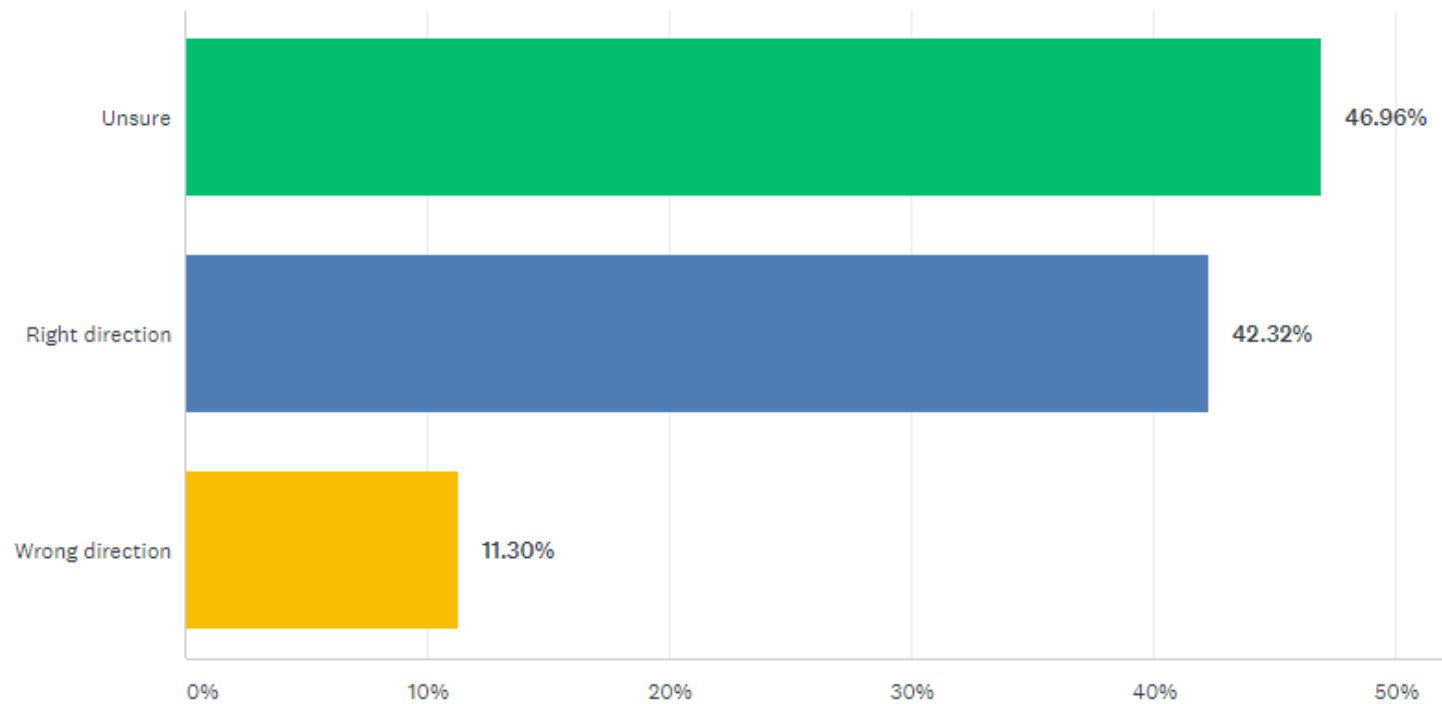
### Criteria:

General Environment:	<b>32.98%</b>
The future of redevelopment:	<b>30.87%</b>
Criminal activity:	<b>29.02%</b>
Traffic & speeding:	<b>23.22%</b>
Bike and pedestrian access/safety:	<b>22.96%</b>
Public parking:	<b>17.15%</b>
Short-term rentals:	<b>16.89%</b>
Sea level rise:	<b>16.36%</b>
Street or localized flooding:	<b>14.78%</b>
Streets and sidewalks:	<b>13.46%</b>
Code compliance violations:	<b>13.19%</b>
Emergency preparedness:	<b>11.35%</b>
Tourism:	<b>8.18%</b>
Variety of housing options:	<b>3.43%</b>

The people choosing "other" (**15.57%**) provided answers raising the following issues:

- Addressing our homeless population
- Questions about City utilities
- Future economic development
- Merging public safety services with Pinellas County
- Usage of Treasure Bay, and
- Preserving the beach

## Would you say that Treasure Island is trending in the right direction or wrong direction?



## The \$1,000,000 Question

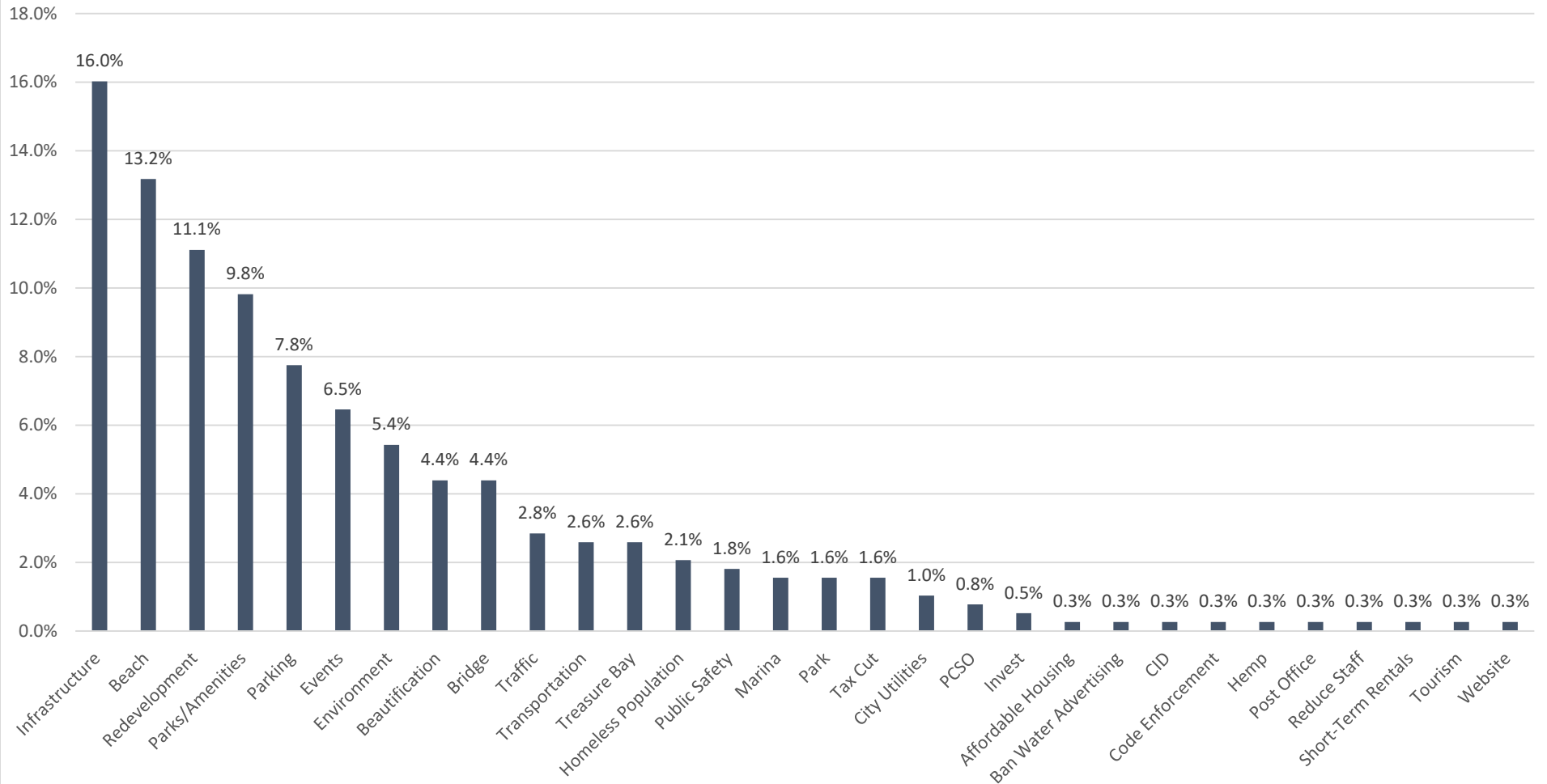
Respondents were asked: if the City had one million dollars to spend—no strings attached—how would you want to see the money used?

Staff reviewed every answer to find similarities and group the responses into key categories. The results of the responses and the summary efforts are reflected in the word cloud below and the chart on the following page.





## Categories Mentioned



Responses were indexed based on general categories implied in the answers.

## Historical Comparisons and Context

The City has at its disposal access to previous surveys conducted in prior years. While the questions asked are largely completely different, there are a number of historical questions which do have some parallel to the current survey. Where applicable, the old and new survey responses are compared below.

### Quality of Life in Treasure Island

In the 1998 Community Action Survey, residents were asked how satisfied they were with the quality of life in Treasure Island. Those answers are compared to the question on pg. 3 of this report:

	<b>1998</b>	<b>2020</b>	
Very Satisfied	58%	45%	Excellent
Satisfied	28%	49%	Good
Neutral	3%	1%	Neutral/NA
Dissatisfied	4%	5%	Fair
Very Dissatisfied	4%	0%	Poor

### Importance of Treasure Island Issues

The 1998 survey also asked residents to score a list of issues based on importance—1 being most important, 2 somewhat important, and 3 not important. The 2016 Vision Survey also had a similar question asking respondents to mark the issues important to them personally. These question are contrasted with the question in this report on pg. 8.

<b>1998</b>		<b>2016</b>		<b>2020</b>	
Land use planning	1.19	Beautification	61%	city parks and the beach	57.78%
Water quality	1.22	Parking & access	29%	transportation infrastructure	43.80%
Zoning codes	1.24	Beach amenities	52%	public safety	43.80%
Building codes	1.26	Safety	51%	recreation events/amenities	27.70%
Storm run-off	1.31	Redevelopment	47%	zoning, planning, code	23.48%
Environmental development	1.45	Events	45%	solid waste	21.37%
Park improvements	1.55	Pedestrian friendliness	39%	economic redevelopment	16.62%
Animal codes	1.59	Environment/green	35%	public parking	12.40%
Reclaimed water	1.58	Physical appearance	30%	stormwater management	11.35%
Economic Dev. & Tourism	1.69	Parking & access	29%	water & wastewater	7.92%
Parking	1.17	Code enforcement	27%	public input	7.39%
Recreation programs	1.75	Pet-friendly amenities	20%		
Transportation	1.84	Family activities	9%		
		Elderly services	8%		

Reasons for Living in Treasure Island

In 1998 residents were asked why they moved to Treasure Island; the FY20 asked respondents to provide the top three reasons why they call Treasure Island home.

<u>1998</u>		<u>2020</u>	
Beach/waterfront living	34.7%	beach and boating	80.74%
Small town ambiance	24.6%	proximity to entertainment and cultural events	40.37%
Location near major activity	10.2%	general sense of community	34.56%
Family ties	8.5%	amenities (parks, library, facilities)	16.62%
Quality of life	7.3%	property values or housing options	11.35%
Vacation experience	5.5%	I was born here or family moved here	10.82%
Low taxes	3.2%	seasonal getaway	9.50%
Affordable housing	2.8%	it is close to work	6.60%
Business connection	2.8%	proximity to good schools	0.79%
Job transfer	1.6%		

Biggest Future Concerns

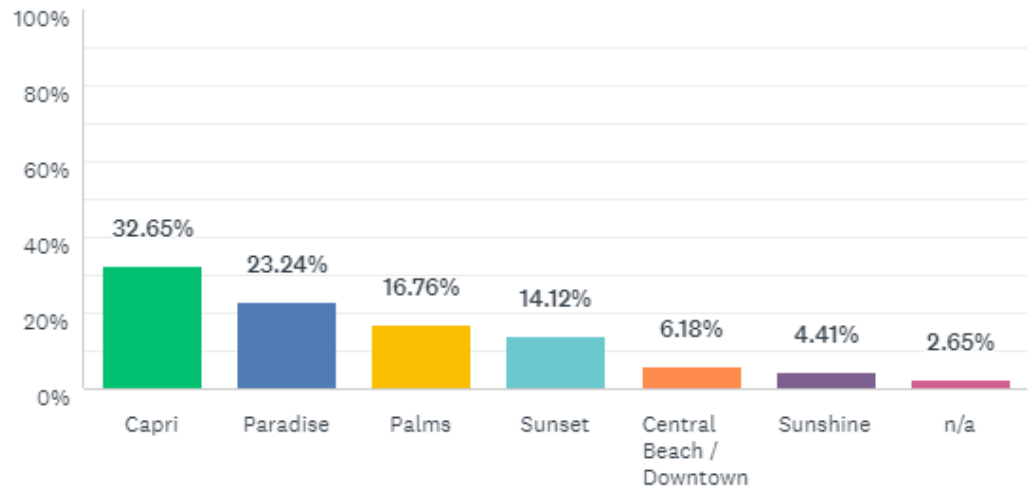
Finally, the 1998 survey asked which issues were believed to be the most important for the next five years. Those responses are compared to the question in this report on pg. 14.

<u>1998</u>		<u>2020</u>	
controlling growth	29.6%	General Environment:	32.98%
redevelopment	22.4%	The future of redevelopment:	30.87%
traffic & toll bridge	17.4%	Criminal activity:	29.02%
aesthetic improvements	16.1%	Traffic & speeding:	23.22%
capital expenses & taxes	14.3%	Bike and pedestrian access/safety:	22.96%
keeping small town feel	12.6%	Public parking:	17.15%
reclaimed/potable water	9.5%	Short-term rentals:	16.89%
FEMA/state regulations	7.9%	Sea level rise:	16.36%
beach renourishment	7.7%	Street or localized flooding:	14.78%
safety/crime	6.6%	Streets and sidewalks:	13.46%
bike path/sidewalks	2.7%	Code compliance violations:	13.19%
ordinance/code enforcement	2.7%	Emergency preparedness:	11.35%
change in demographics	1.9%	Tourism:	8.18%
city officials	1.9%	Variety of housing options:	3.43%

## Demographics:

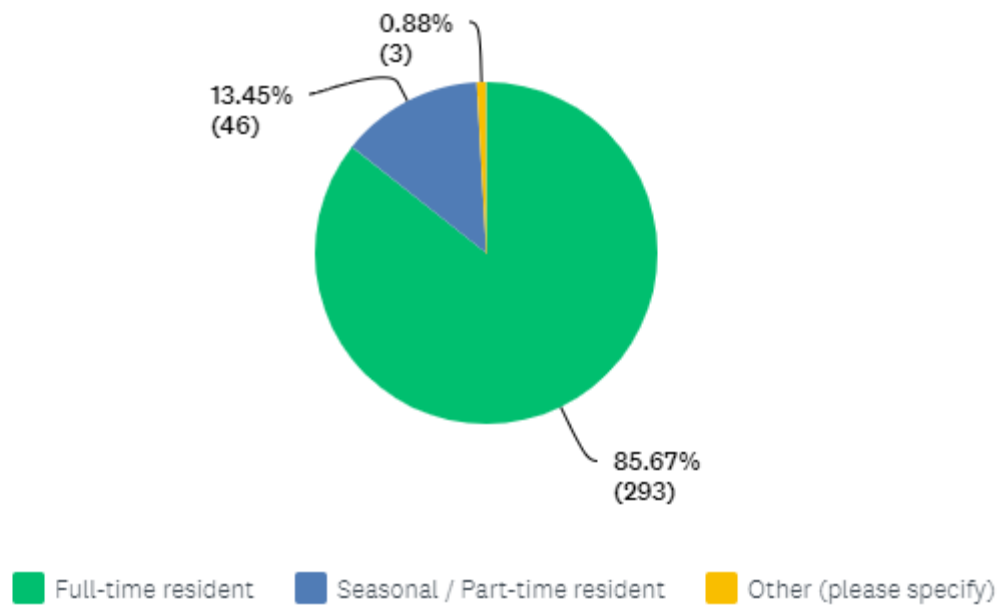
In what area of Treasure Island do you live in or identify with?

Answered: 340 Skipped: 39



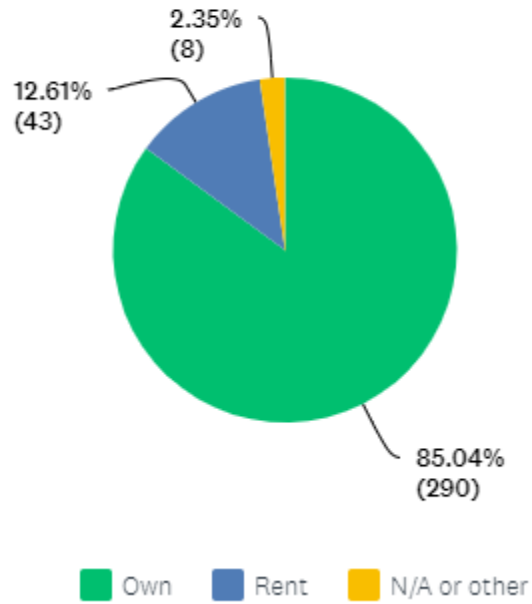
Which describes you best?

Answered: 342 Skipped: 37



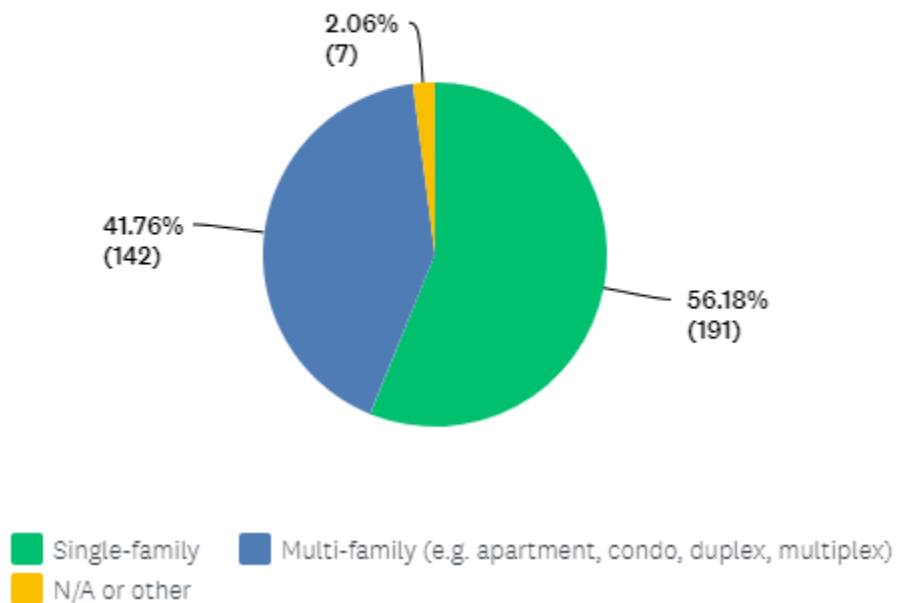
# Do you own or rent your residence in Treasure Island?

Answered: 341 Skipped: 38



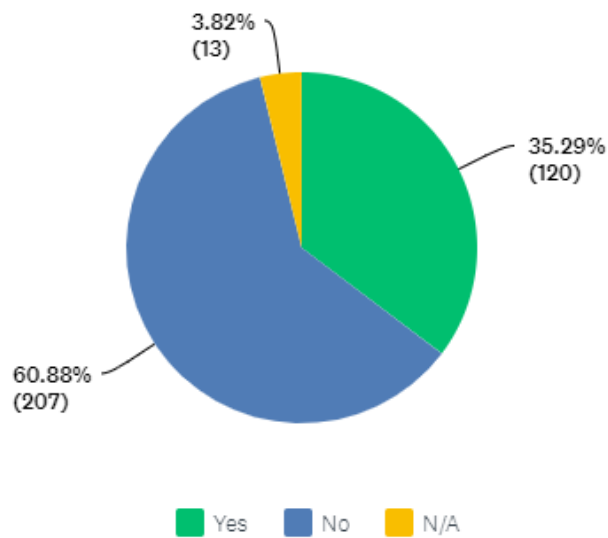
# Which of the following best describes your residence?

Answered: 340 Skipped: 39



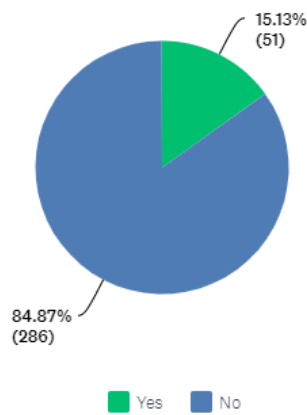
# Do you have children or grandchildren living with you, or other family members living with you, or often visiting you?

Answered: 340 Skipped: 39



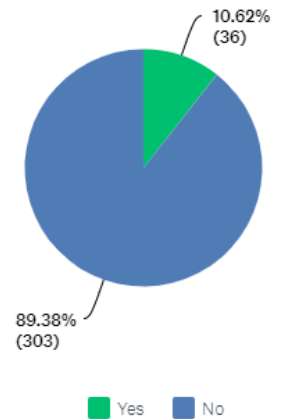
## Do you work in Treasure Island?

Answered: 337 Skipped: 42



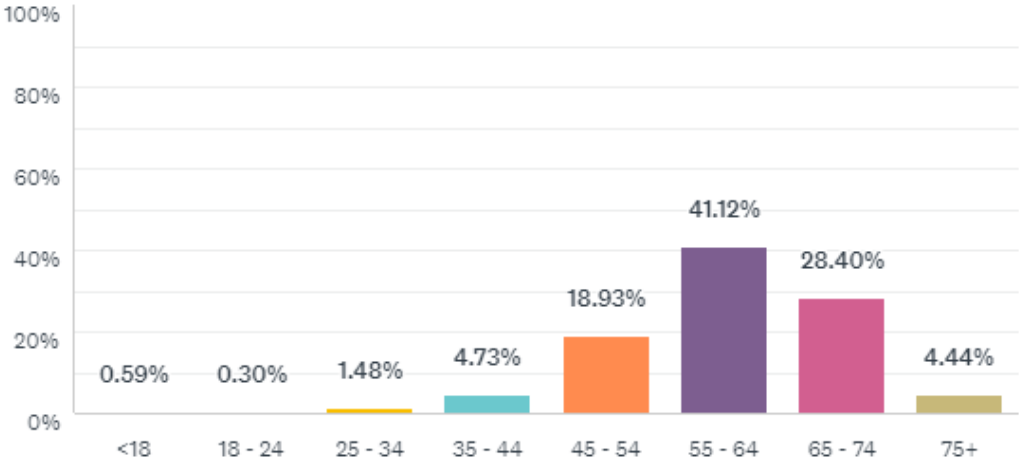
## Do you own a business in Treasure Island?

Answered: 339 Skipped: 40



# Into which of the following age groups do you fall?

Answered: 338 Skipped: 41



# What is your current employment status?

Answered: 340 Skipped: 39

