



**Pensacola Community Survey
Draft Instrument
June 6, 2014**

Hi, my name is _____ at the Haas Center with the University of West Florida. We are currently doing a survey on behalf of the City of Pensacola. Are you familiar with this survey?

(As you know) The City of Pensacola is conducting a survey to gather opinions from local residents on different services and functions of city government. This survey is designed to allow you to evaluate the City's performance in a variety of areas, and should only take about eight to ten minutes.

Would you be willing to take part in this survey?

IF NO: Thank you anyway, have a good afternoon/evening.

Are you at least 18 years old and currently residing within the city limits of Pensacola?

IF NO: Unfortunately, this makes you ineligible to complete the survey. Thank you very much for your time.

Great! To get started, let me give you some information regarding the survey.

The survey is grouped into seven sections of City services and functions. There are two types of questions: first, about your general satisfaction with certain City services and second, about how much emphasis you think the city should place on different areas. All of your responses to this survey are held in strict confidence, and only comprehensive results will be reported.

With that being said, please feel free to stop me with any questions you have at any time.

I. The first section of questions is going to be about Public Safety.

The first questions will be about your satisfaction regarding several aspects of *Public Safety*. Please answer on a 5-point scale, including Very Dissatisfied, Dissatisfied, Neutral, Satisfied or Very Satisfied. If any of these questions do not apply to you, or if you're not sure, please say so as well.

1. Regarding public safety, how satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/ Don't know
the City's efforts to prevent crimes?						
the enforcement of local traffic laws?						
police response time in emergency situations?						
how often police officers patrol your neighborhood?						

2. How satisfied are you with the overall quality of police services?
- Very Dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very Satisfied
 - Not Applicable/Don't Know

3. Next, how much emphasis do you think the City should place on police services compared to the emphasis they are receiving now? Please answer with the same kind of 5-point scale, this time from Much Less, Less, or the Same to More or Much More.
- Much Less
 - Less
 - Same
 - More
 - Much More
 - Not Applicable/Don't Know

4. Continuing with public safety, how satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/Don't Know
fire and EMS response time in emergency situations?						
fire prevention and safety education programs provided by the City?						

5. How satisfied are you with the overall quality of fire and EMS services?
- Very Dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very Satisfied
 - Not applicable/Don't know
6. In the same sense as before, how much emphasis should the City place on fire and EMS services?
- Much Less
 - Less
 - Same
 - More
 - Much More
 - Not applicable/Don't know

Last for this section, I'll be asking you about the levels of general safety you feel throughout different areas of Pensacola.

7. How satisfied are you with your feeling of safety in...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/Don't Know
downtown Pensacola?						
City parks?						
commercial and retail areas?						
your neighborhood during the day?						
your neighborhood at night?						

8. How satisfied are you with the overall feeling of safety in Pensacola?
- Very Dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very Satisfied
 - Not applicable/Don't know
9. How much emphasis should the City place on making sure its residents feel safe?
- Much Less
 - Less
 - Same
 - More
 - Much More
 - Not applicable/Don't know

II. In the next section, I'll be asking you several questions about the City's *Municipal Infrastructure*.

1. Regarding municipal infrastructure, how satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/ Don't Know
the maintenance of major City streets?						
the maintenance of streets in your neighborhood?						
the maintenance of sidewalks in your neighborhood?						
the condition of street signs and traffic signals?						
the number and condition of streetlights in Pensacola?						
the maintenance of grounds and trees along City streets and other public areas?						
the maintenance of storm water drains?						
the drainage of rainwater from City streets?						
the drainage of rainwater from areas around your residence?						

2. How satisfied are you with the overall maintenance of City infrastructure?
- Very Dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very Satisfied
 - Not applicable/Don't know
3. How much emphasis should the City place on maintaining municipal infrastructure?
- Much Less
 - Less
 - Same
 - More
 - Much More
 - Not applicable/Don't know

III. For the third section, I'll be asking several questions about *Neighborhood Vitality*.

1. Have you contacted City code enforcement within the last 12 months?
 - a) Yes
 - b) No
 - c) Not applicable/Don't know

2. Regarding public code enforcements, how satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/ Don't Know
the enforcement of lawn maintenance on private property?						
the enforcement of exterior maintenance of residential properties?						
the enforcement of exterior maintenance of commercial properties?						
the regulation of illegal signs?						
the enforcement of junk and debris being cleaned up on private property?						

3. How satisfied are you with the overall efforts to enforce codes and ordinances?
 - Very Dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very Satisfied
 - Not applicable/Don't know

4. How much emphasis should the City place on code and ordinance enforcement?
 - Much Less
 - Less
 - Same
 - More
 - Much More
 - Not applicable/Don't know

Next I'll be asking about waste collection and recycling services.

5. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/ Don't Know
residential garbage collection services?						
residential curbside recycling services?						
large item pick-up and removal services?						
yard waste collection services?						

6. How satisfied are you overall with the quality of waste collection and recycling services?
- Very Dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very Satisfied
 - Not applicable/Don't know
7. How much emphasis should the City place on its recycling and yard waste collection services?
- Much less
 - Less
 - Same
 - More
 - Much More
 - Not applicable/Don't know

IV. Okay, thanks. The next section will be about *Sustainable Development*.

1. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/Don't Know
the cleanliness of City streets and other public areas?						
the overall quality of new development in Pensacola?						
the appearance of your neighborhood?						
the appearance of downtown Pensacola?						

2. How much emphasis should the City place on keeping Pensacola's appearance clean?
- Much Less
 - Less
 - Same
 - More
 - Much More
 - Not applicable/don't know

V. The next section will be about *Civic Participation*.

1. Please answer yes or no, in the last 12 months have you:	Yes	No	Not Applicable/Don't Know
Used the City's 311 informational system?			
Visited the City's website?			

2. What is your primary method of receiving updates about City news, information and events?
- a) Mail-Outs
 - b) Print news
 - c) Radio
 - d) Television news
 - e) City of Pensacola website
 - f) E-mail
 - g) Social Media

3. In regards to Civic Participation, how satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/ Don't Know
the availability of information regarding City programs and services?						
the usefulness of the information that can be located on the City's website?						
how user friendly and navigable the City's website is?						

4. How satisfied are you with the overall effectiveness of communication from the City?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Not applicable/Don't know

5. How much emphasis should the City place on its communication with residents?

- Much Less
- Less
- Same
- More
- Much More
- Not applicable/Don't know

6. Please answer yes or no, in the last 12 months have you:	Yes	No	Not Applicable/Don't Know
contacted a City office other than police, fire or EMS?			

(If no, skip to Section VI)

Okay, great. I'll be asking you questions about the service you received.

7. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/ Don't Know
how easy City employees were to contact?						
the quality of customer service you received?						
the accuracy of the information and the level of assistance you were given?						
the speed of response from the city staff?						

8. Okay, thanks. In general, how satisfied have you been with the overall service you've received when contacting the City?
- Very Dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very Satisfied
 - Not applicable/Don't know
9. How much emphasis should the City place on providing quality service to its residents?
- Much Less
 - Less
 - Same
 - More
 - Much More
 - Not applicable/Don't know

VI. Alright, for Section 6, I'll be asking you several questions regarding the City's *Culture, Arts and Recreation*.

1. Please answer yes or no, in the last 12 months have you:	Yes	No	Not Applicable/Don't Know
Participated in recreation programs offered by the City?			
Visited a community center?			
Visited a city park or recreation facility?			
Visited downtown Pensacola?			

2. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/Don't Know
community centers throughout the City?						
athletic facilities throughout the city (such as golf courses, tennis centers, swimming pools, etc...)?						
events held at the Saenger Theater?						
events held at the Community Maritime Park?						
opportunities to attend cultural activities and festivals in Pensacola?						

3. How satisfied are you with the overall quality of City culture, arts and recreation programs?
- Very Dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very Satisfied
 - Not applicable/Don't know

4. How much emphasis should the City place on its culture, arts and recreation programs?
- Much Less
 - Less
 - Same
 - More
 - Much More
 - Not applicable/Don't know

VII. In the next section, I'll be asking questions about the City's *Economic Vibrancy*.

1. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/ Don't Know
the economic health of the downtown area and/or commercial areas?						
overall employment opportunities?						
overall economic health of the City?						

2. Regarding housing, how satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/ Don't Know
the affordability of housing?						
the different types of housing available (such as single family, apartment, condominium, etc.) ?						
styles of housing that are available?						

3. How satisfied are you with housing options available overall?
- Very Dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very Satisfied
 - Not applicable/Don't know

4. How much emphasis should the City place on the availability of housing options?
- Much less
 - Less
 - Same
 - More
 - Much More
 - Not applicable/Don't know

In this last part of the survey, I will be asking you a series of demographic questions, which will be used for statistical purposes only.

A. What is your age group?

- a) 18-24
- b) 25-34
- c) 35-44
- d) 44-54
- e) 55-64
- f) 65-74
- g) 75-84
- h) 85+
- i) Unwilling to Respond

B. What is your race/ethnicity?

- a) White
- b) Black
- c) Hispanic
- d) Asian/Native Hawaiian/Pacific Islander
- e) American Indian
- f) Other
- g) Unwilling to Respond

C. What is your yearly income?

- a) Less than \$15,000
- b) \$15,000 - \$24,999
- c) \$25,000 - \$34,999
- d) \$35,000 - \$49,999
- e) \$50,000 - \$74,999
- f) \$75,000 - \$99,999
- g) \$100,000 +
- h) Unwilling to Respond

D. In order to locate the City Council district you are in, what is your residential street address?

E. The sex of the respondent will be collected, but it will be inferred from the conversation and will not be asked.

Okay, thanks. We have reached the end of the survey. Thank you again for your participation, have a great afternoon/evening.