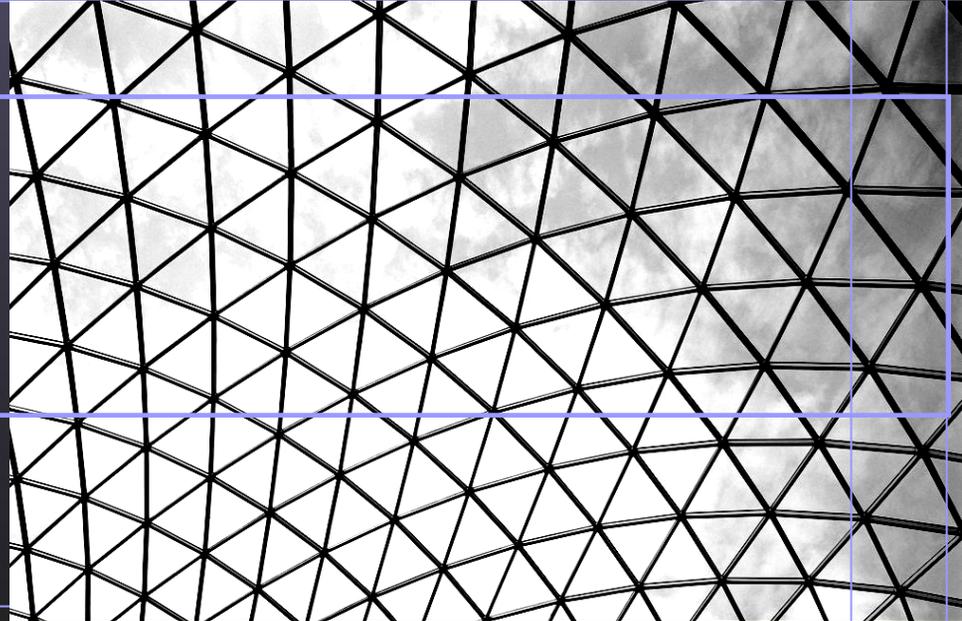




# The National Citizen Survey™

## Jupiter, FL

**Summary of Findings  
February 1, 2010**

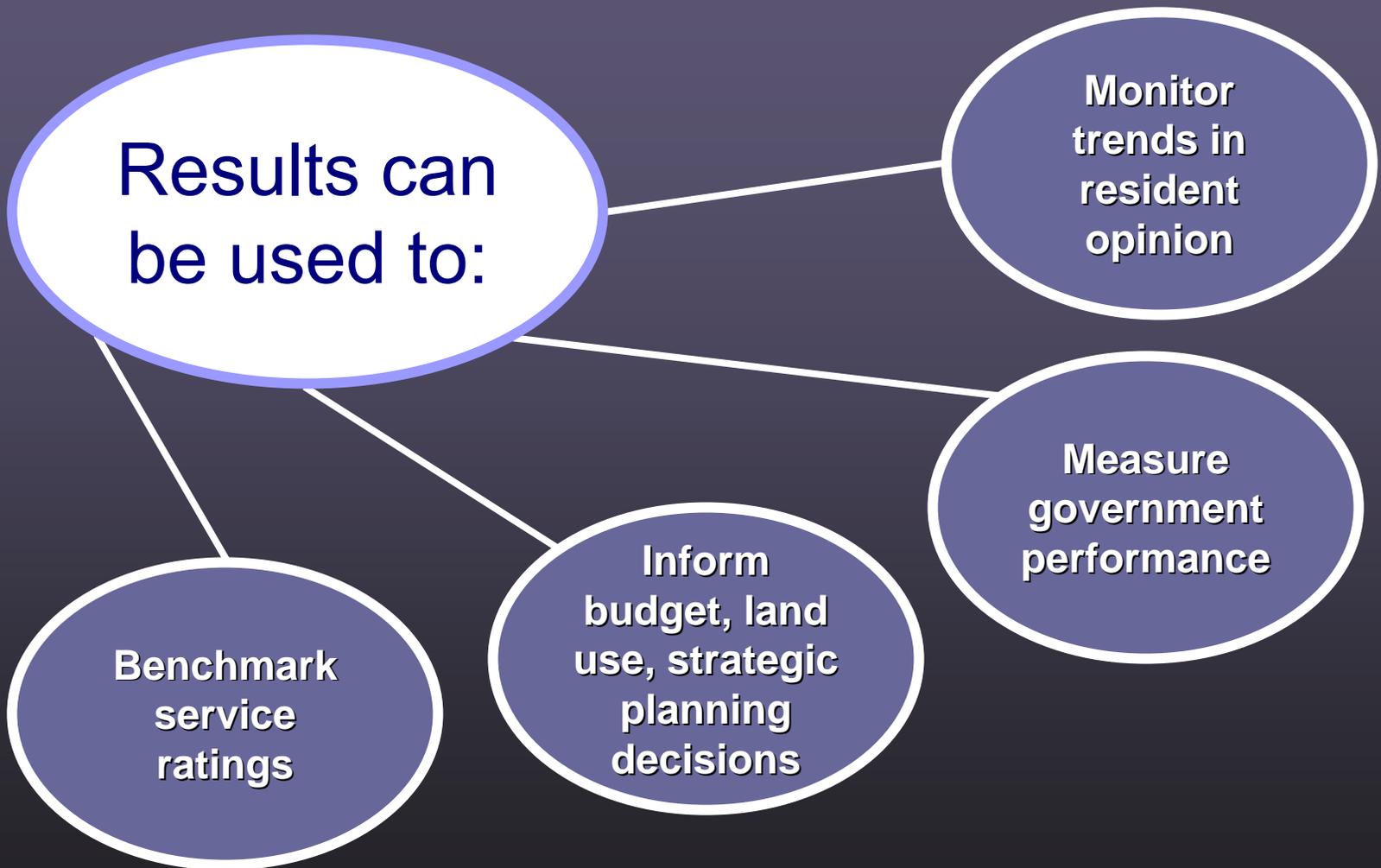


# The National Citizen Survey™ (The NCS) Background

- ▶ ICMA/NRC initiative
  - ▲ Turnkey omnibus citizen survey service
  - ▲ Benchmark comparisons
  - ▲ Over 200 participants in The NCS in over 40 states
  - ▲ Over 500 jurisdictions in full database



# Uses of Survey Results



# Study Background and Methods

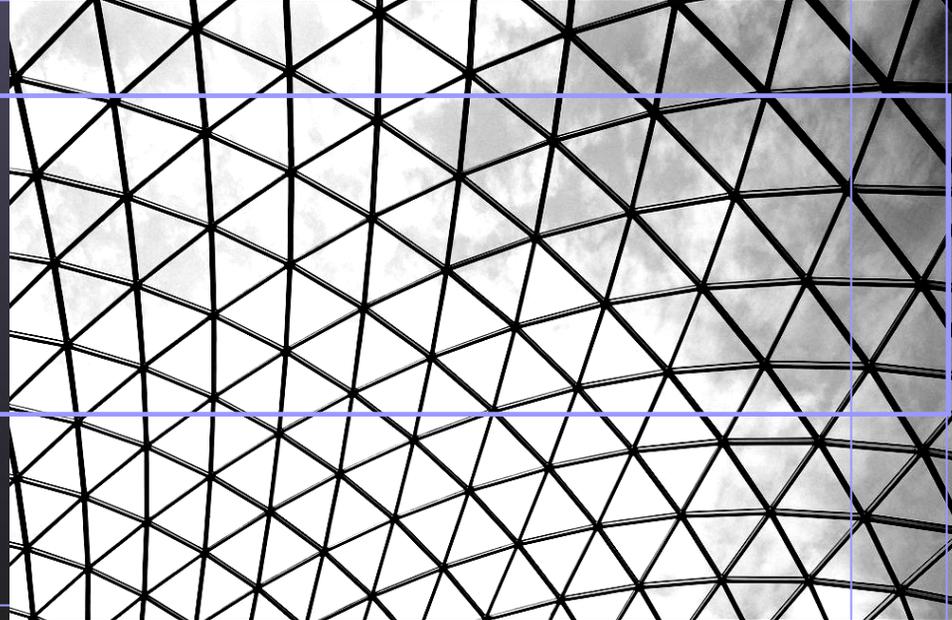
## 2009 Survey:

- ▶ Multi-contact mailed survey
  - ◀ Survey mailings began on October 26, 2009
  - ◀ The data was collected through November 23, 2009
- ▶ Representative sample of 1,200 residents and households
  - ▲ 337 surveys returned; 34% response rate
- ▶ 5% margin of error
- ▶ Data statistically weighted to reflect population



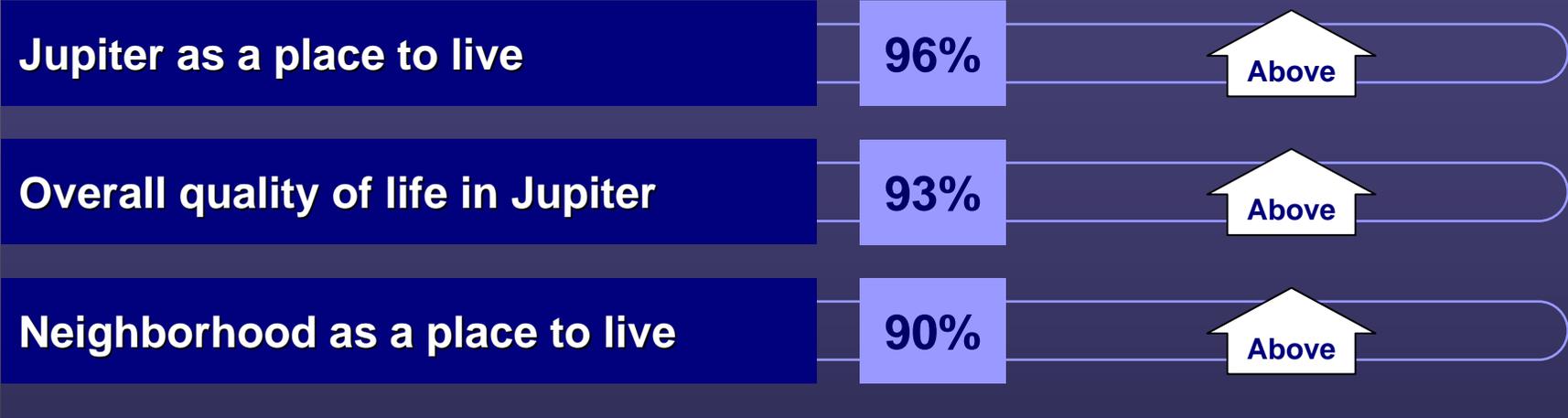
# The National Citizen Survey™

## Community Ratings



# Overall Quality of Community

National Benchmark



Percent "excellent" or "good"

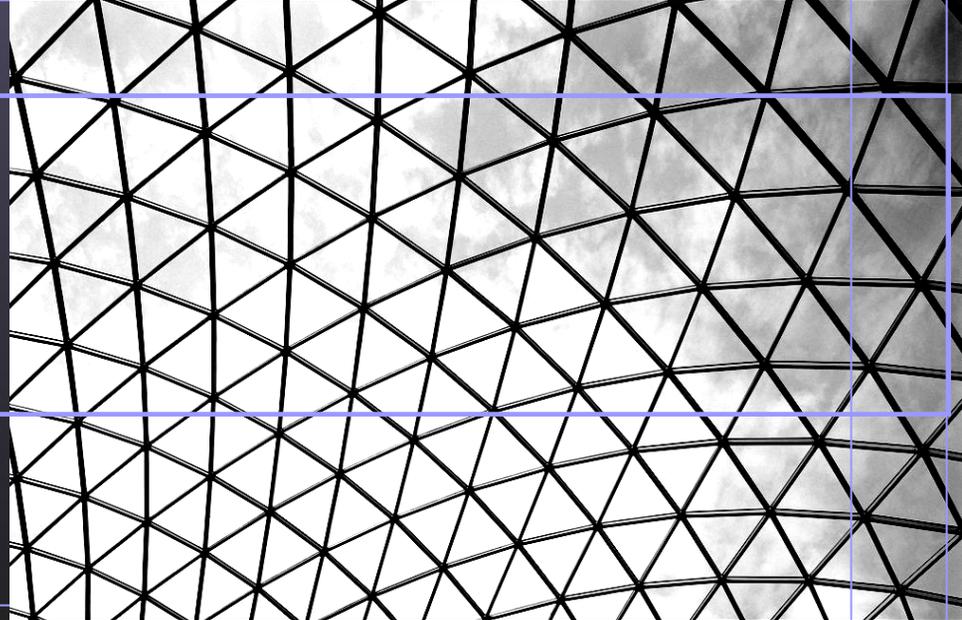


↔ = national benchmark comparison

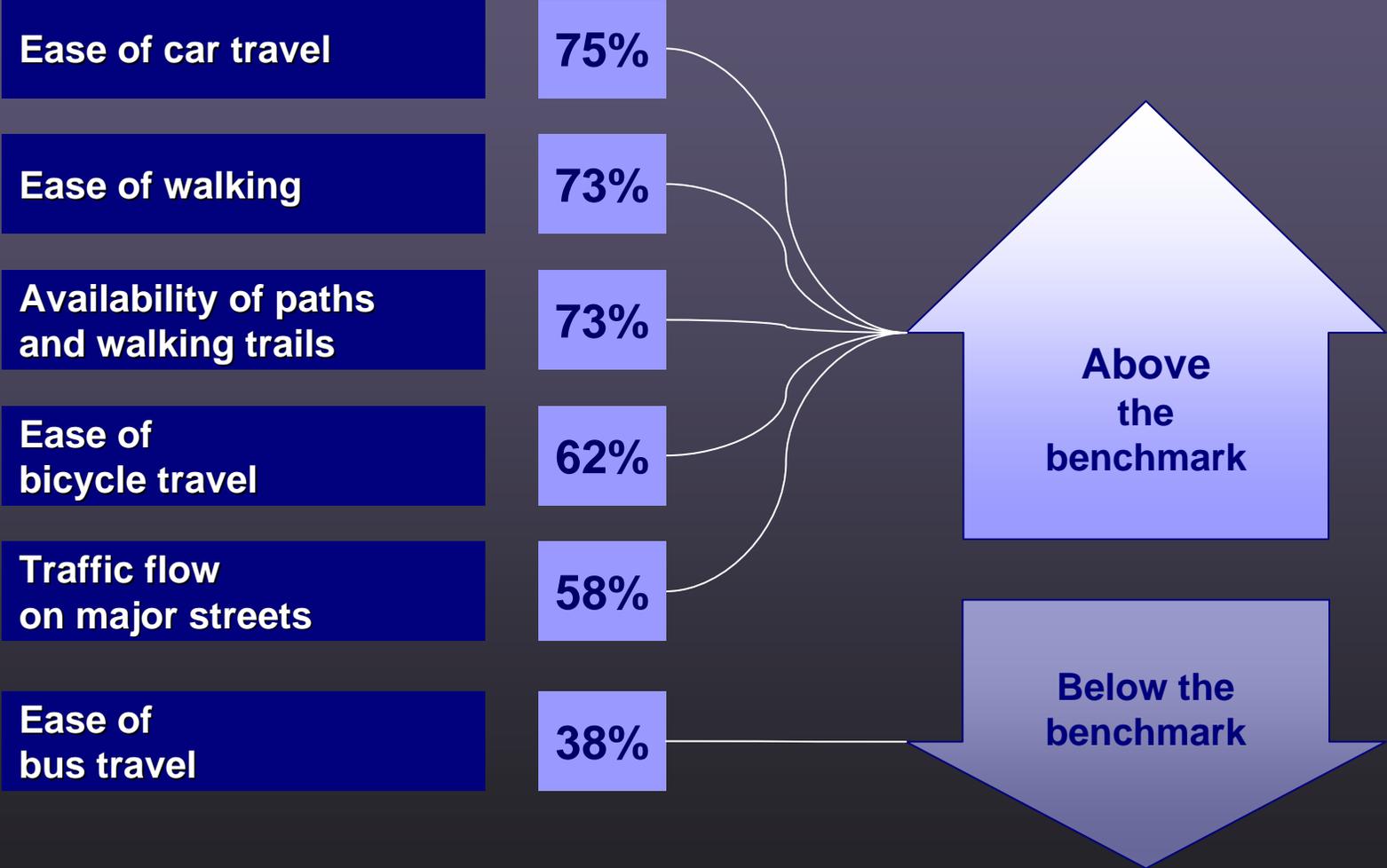


# The National Citizen Survey™

## Community Design



# Transportation



Percent "excellent" or "good"

# Transportation Services

<b>Street cleaning</b>	<b>78%</b>
<b>Sidewalk maintenance</b>	<b>79%</b>
<b>Street repair</b>	<b>76%</b>
<b>Street lighting</b>	<b>73%</b>
<b>Amount of public parking</b>	<b>69%</b>
<b>Traffic signal timing</b>	<b>54%</b>

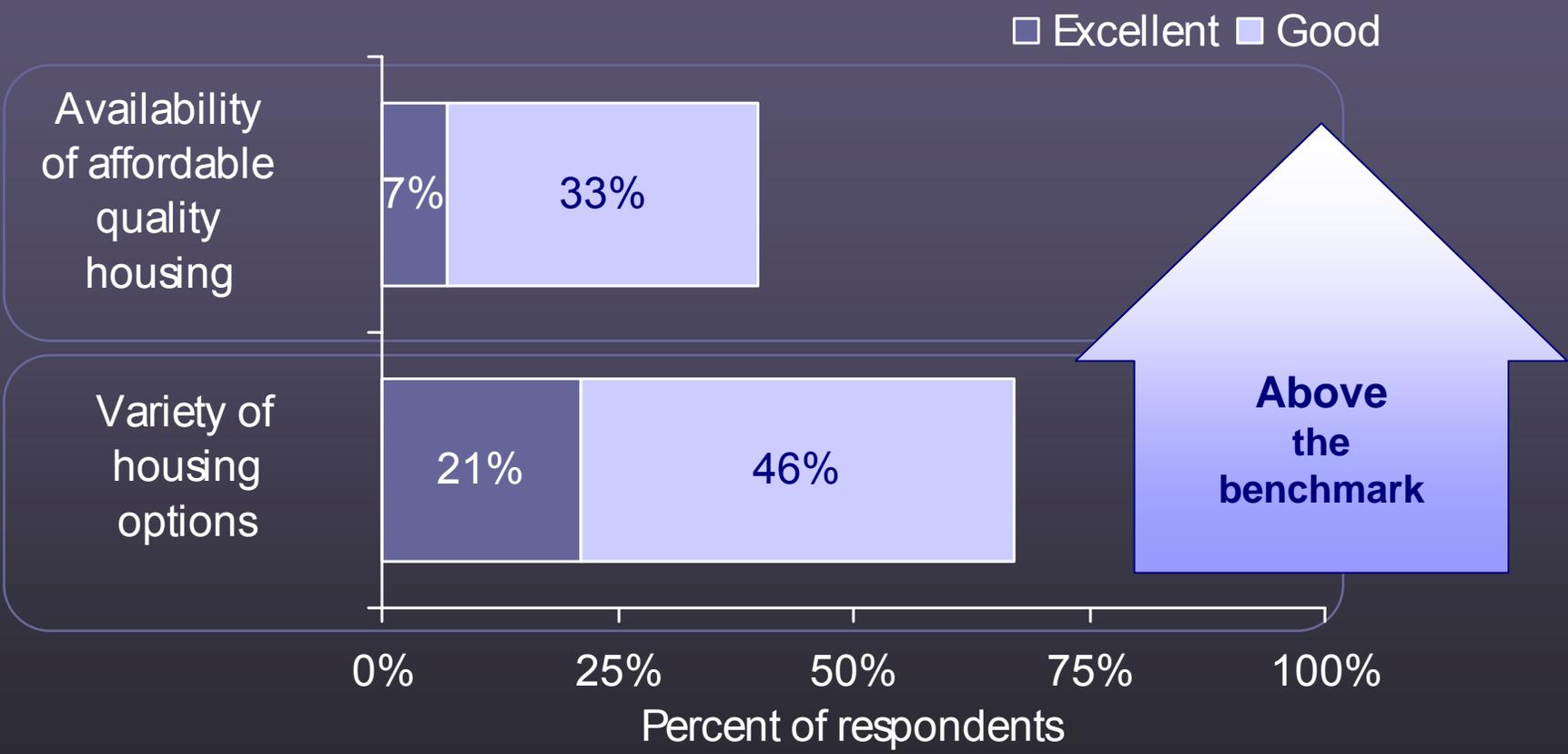
**Above benchmark**

**Bus or transit Services** **47%**

**Below the benchmark**

Percent "excellent" or "good"

# Housing

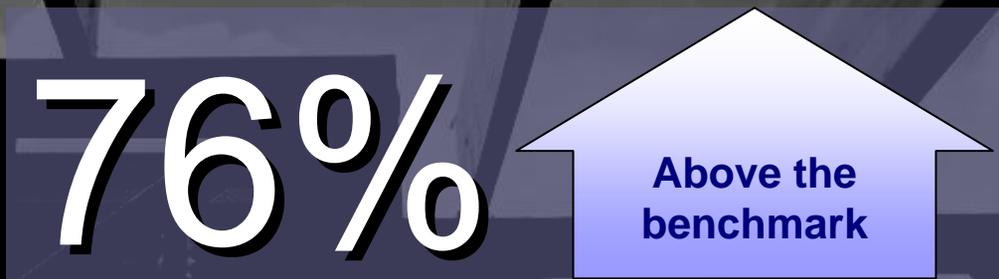


# Land Use, Planning and Zoning



# 92%

Overall appearance of Jupiter



# 76%

Overall quality of new development in Jupiter

Percent "excellent" or "good"

# Economic Sustainability

National Benchmark

Jupiter as a place to work

74%

Above

Overall Quality of businesses and service establishments

73%

Above

Shopping opportunities

63%

Above

Employment opportunities

31%

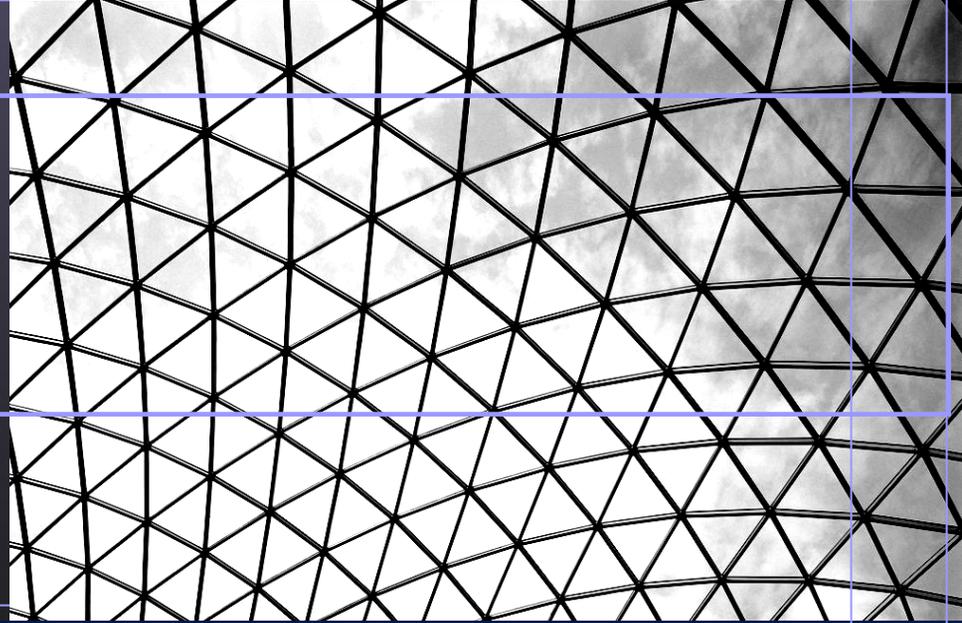
Similar

Percent "excellent" or "good"

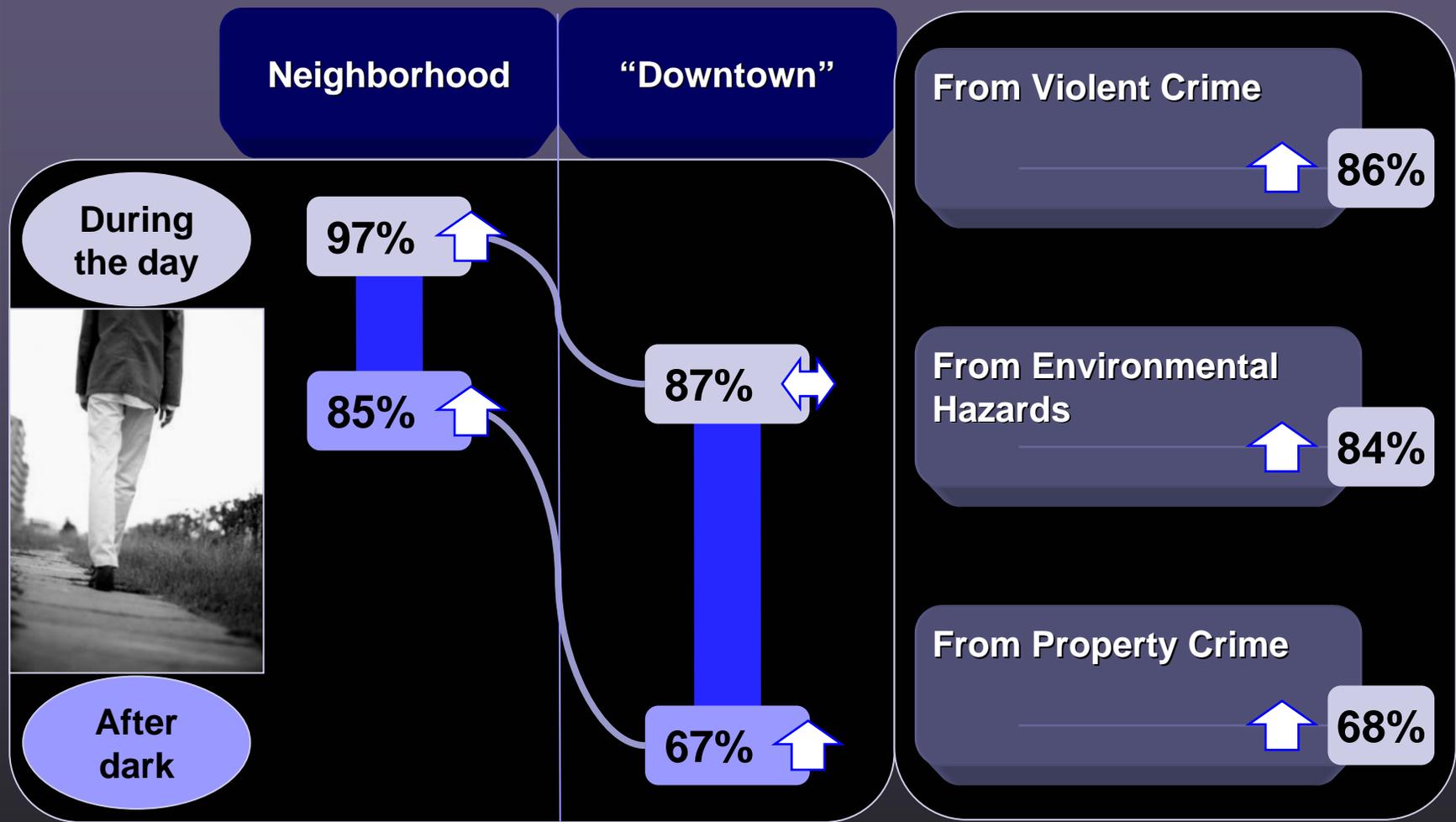


# The National Citizen Survey™

## Public Safety



# Public Safety



Felt "very" or "somewhat" safe

# Safety Services

**Fire services**

**91%**

**Ambulance/EMS**

**95%**

**Emergency preparedness**

**87%**

**Police services**

**85%**

**Crime prevention**

**77%**

**Traffic enforcement**

**76%**

**Above  
the  
benchmark**

Percent "excellent" or "good"

# Environmental Sustainability

Cleanliness of Jupiter

90%

Quality of overall natural environment

83%

Preservation of natural areas such as open space, farmlands and greenbelts

74%

Above the benchmark

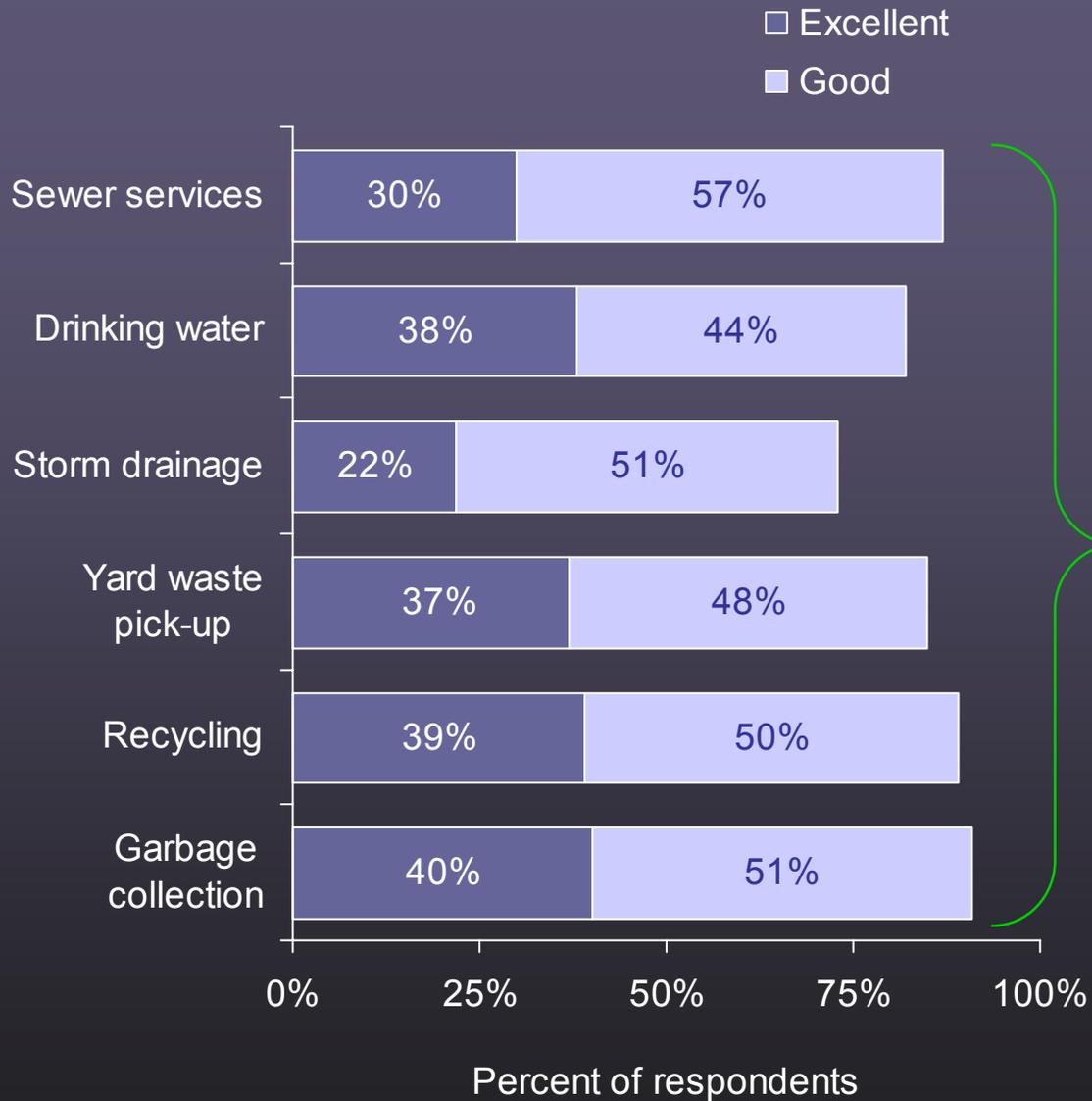
93%

Recycled used paper, cans or bottles from home at least once in the prior 12 months

More than the benchmark

Percent "excellent" or "good"

# Utility Services

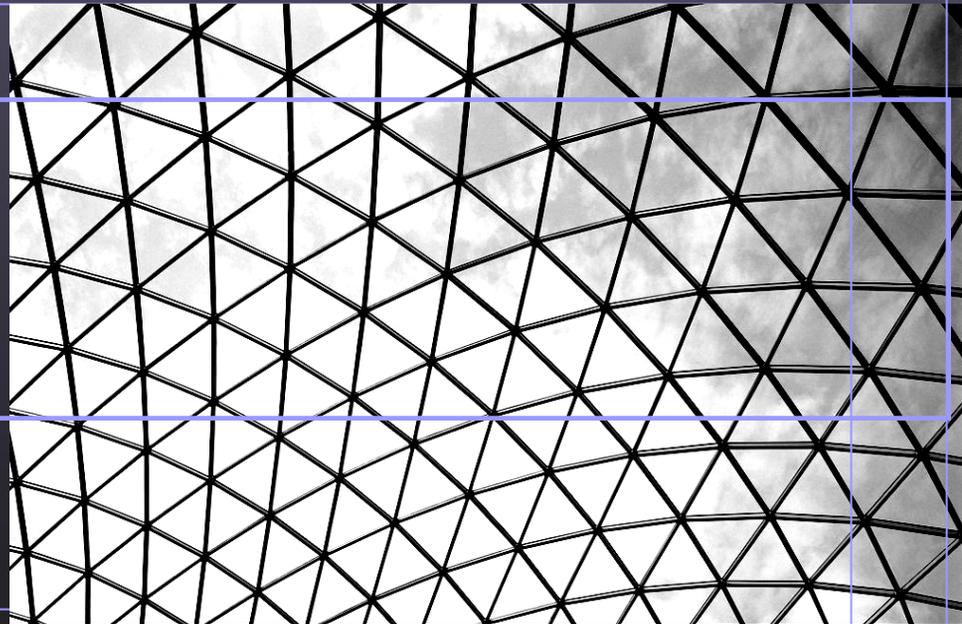
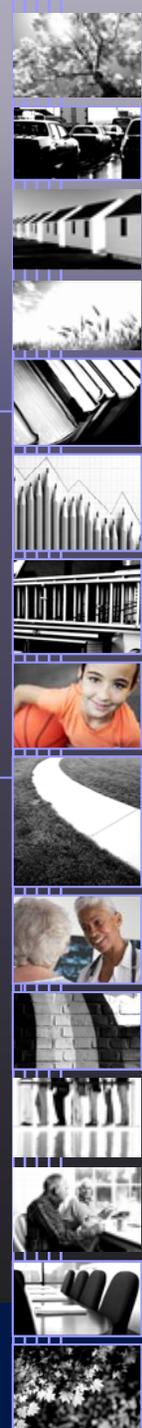


**Above  
the  
benchmark**



# The National Citizen Survey™

## Recreation and Wellness



# Parks and Recreation

Town parks

92%

Recreation centers or facilities

88%

Recreation programs or classes

86%

Above  
the  
benchmark

81%  
Recreation  
opportunities

Above the  
benchmark

Percent "excellent" or "good"

# Culture, Arts and Education



Cultural and educational opportunities

Educational opportunities

70%

Opportunities to attend cultural activities

58%

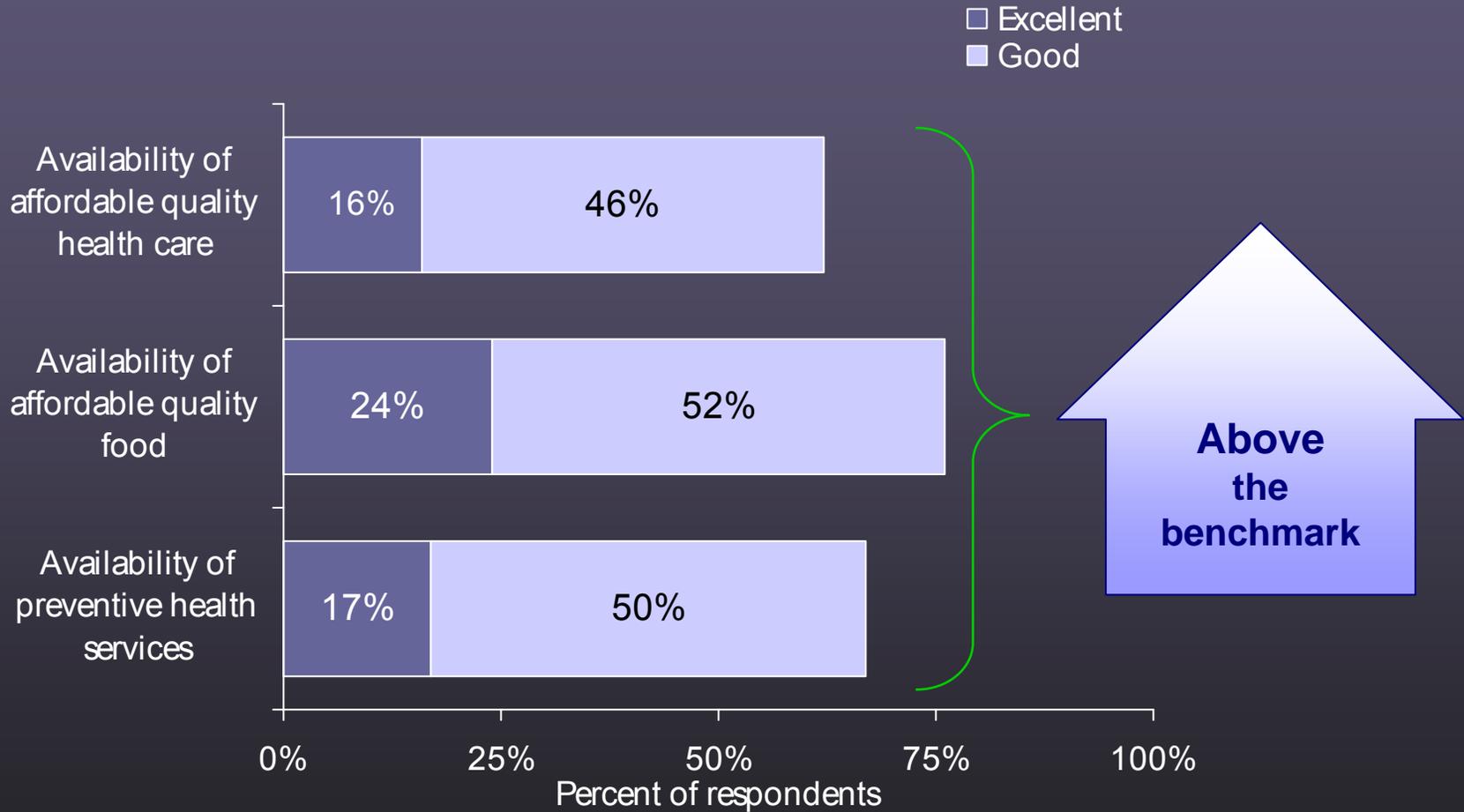
National Benchmark

Above

Similar

Percent "excellent" or "good"

# Health and Wellness

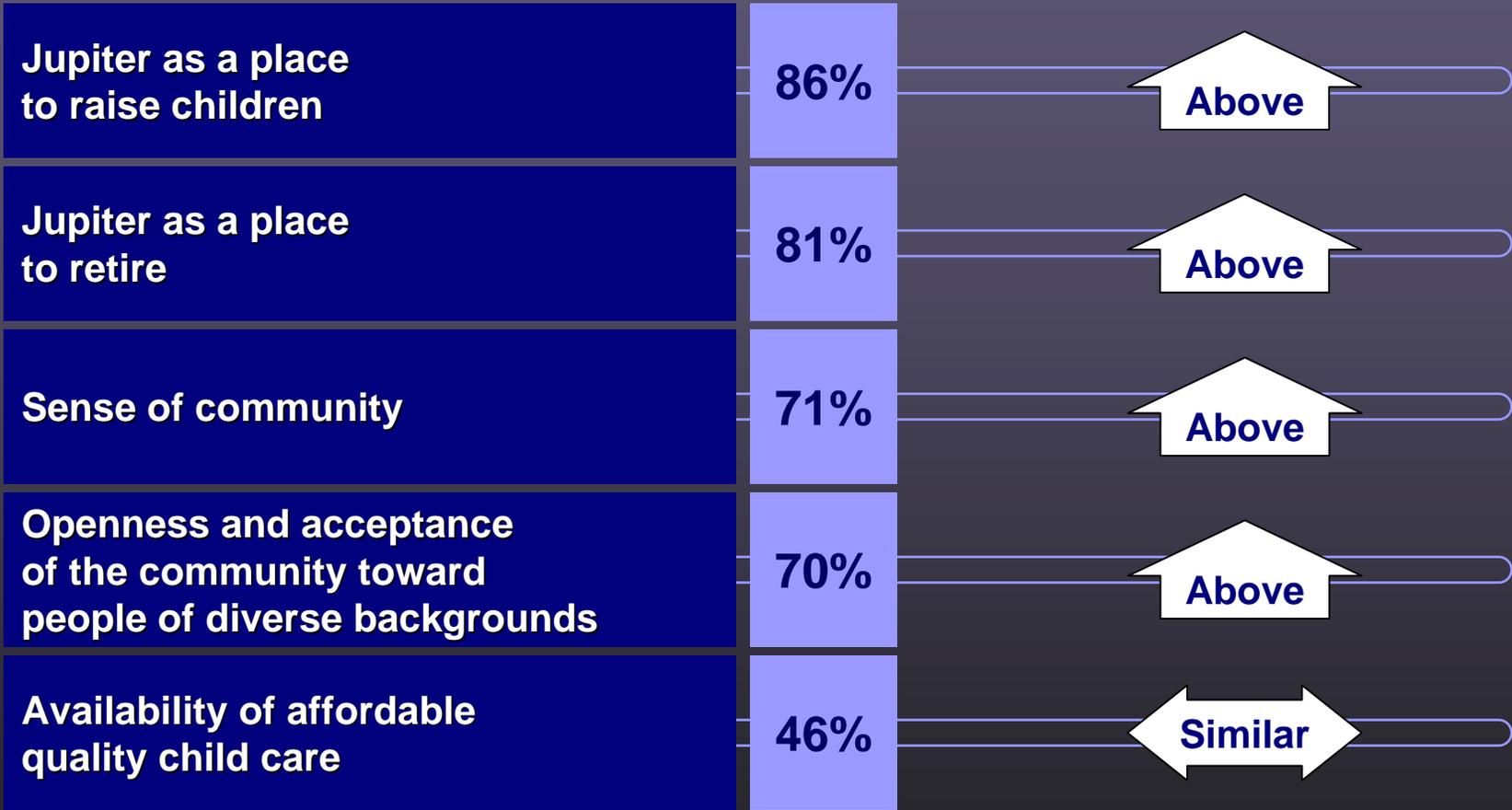


# Community and Civic Engagement



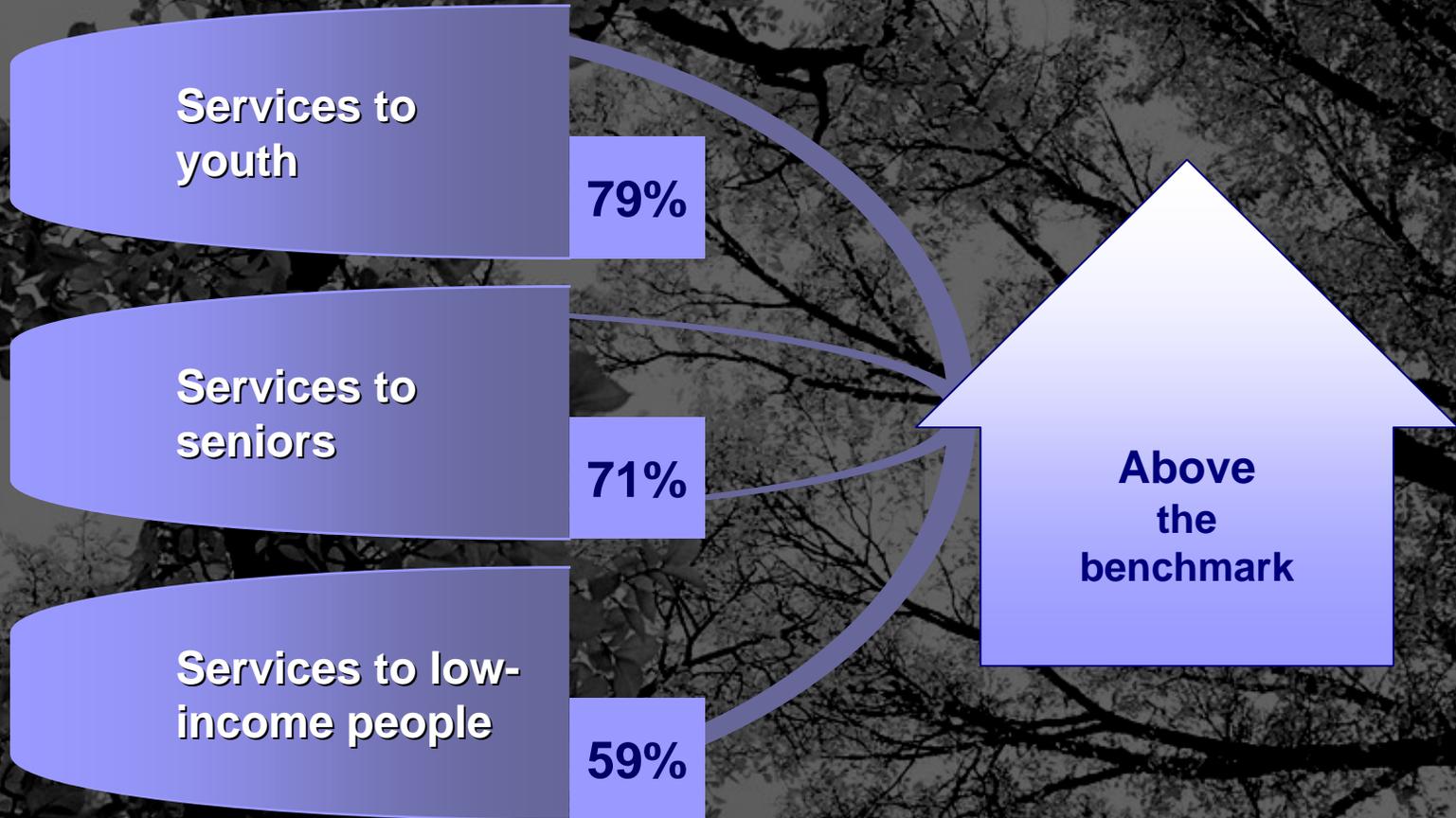
# Community Inclusiveness

**National Benchmark**



Percent "excellent" or "good"

# Services to Population Subgroups



Percent "excellent" or "good"

# Civic Activity

77%

Similar to  
the  
benchmark

Respondents felt that opportunities to volunteer were “excellent” or “good”

73%

Above the  
benchmark

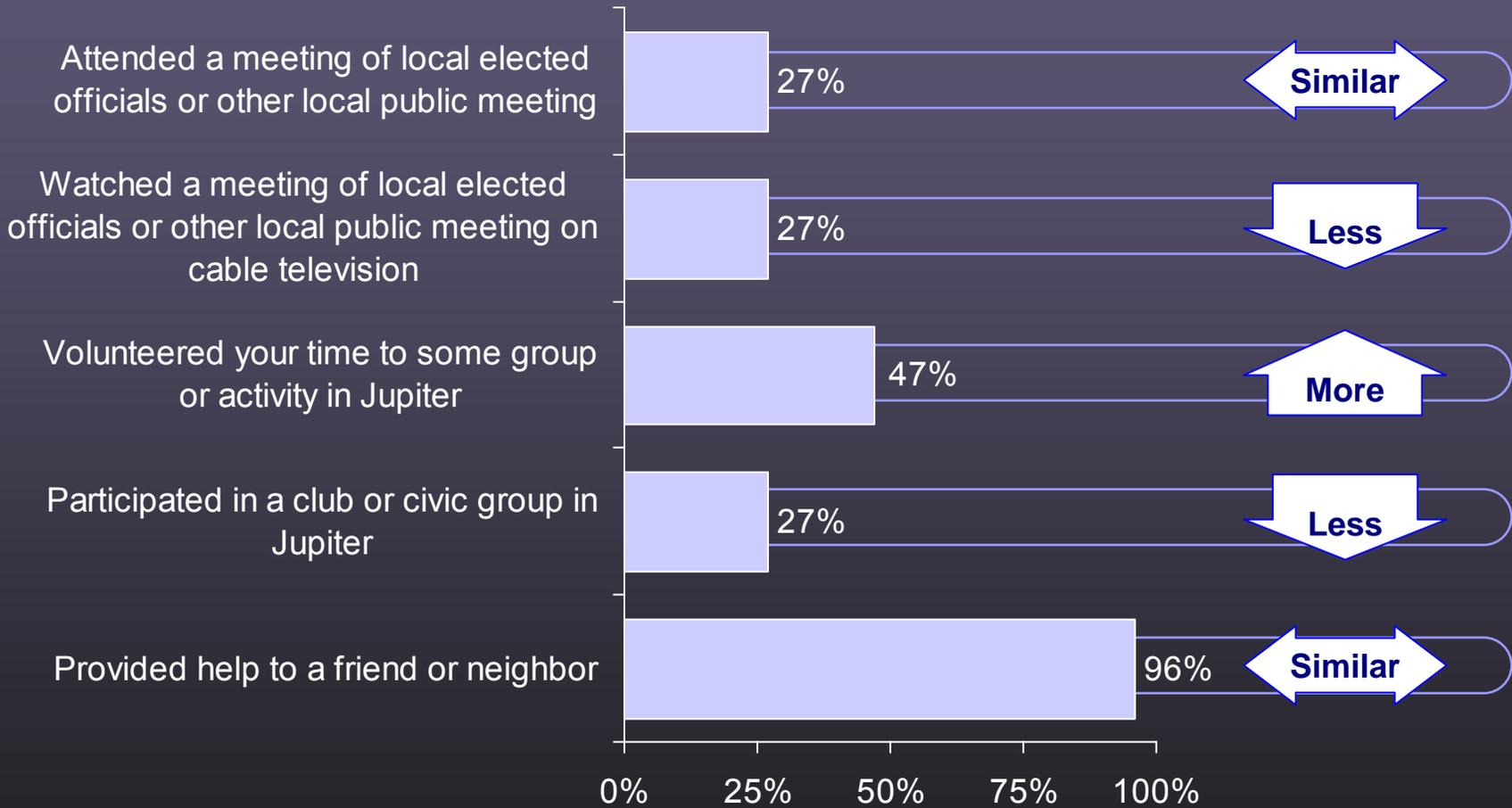
Felt that opportunities to participate in community matters were “excellent” or “good”

# Town of Jupiter Government



# Community Engagement

**National Benchmark**



Percent of respondents who did each at least once in the last 12 months



# Value of Services

86%



Services provided by the Town of Jupiter



65%

The value of services for the taxes paid to Jupiter

Percent "excellent" or "good"



# From Data to Action

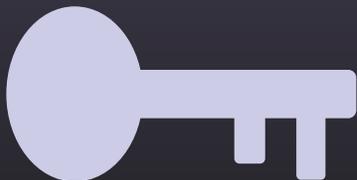


# Resident priorities



National  
Benchmark  
Comparisons

“Key Drivers”



## Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”

# Jupiter Action Chart™



### Community Design

Planning and zoning	Animal control
Code enforcement	Street repair
Economic development	Street cleaning
Sidewalk Maintenance	Street lighting
Traffic signal timing	

### Public Safety

Emergency preparedness	 Police services
Traffic enforcement	Fire services

### Recreation and Wellness

 Town parks	Health services
Library	Recreation facilities

### Environmental Sustainability

Drinking water	Recycling
Garbage collection	Sewer services
Preservation of natural areas	Storm drainage

### Civic Engagement

Public information
--------------------

**Overall Quality of Town of Jupiter Services**

### Legend

Above Benchmark	Similar to Benchmark	Below Benchmark
-----------------	----------------------	-----------------

 Key Driver

# Policy Questions







# Policy questions



## To what extent would you support or oppose the following changes to the Town policies and/or codes?

**“Strongly” or  
“Somewhat”  
support**

Develop more extensive network of bike lanes and multi-use pathways so that pedestrians and bicyclists can more easily connect routes between different areas of Town

79%

Relax codes to allow more flexibility for how homeowners may configure parking areas and driveways to their properties

60%

Expand sign code (permanent and temporary) to allow more visibility and flexibility for local businesses and organizations

59%

Relax codes to allow more on-street parking in neighborhoods

42%



# Conclusions

## Highlights

Strong comparative ratings

Employee ratings

Public trust

## Opportunities

Public engagement

Employment opportunities

Bike and pedestrian paths

Cultural activities

# Questions?





# Thank you!

National Research  
Center, Inc.

303-444-7863

[www.n-r-c.com](http://www.n-r-c.com)