



# 2024 CITIZEN SURVEY RESULTS

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May 14, 2024

# AGENDA:

- Introduction of Survey Consultant
- Review of Timeline
- Review of Communication Plan
- Survey Results
- Recommendations



# 2024 Survey Consultant



## Stephen R. Neely, PhD



- **Research Consultant, Forward Analytics**

Dr. Neely holds a MBA & Ph.D. in Public Administration from North Carolina State University. He serves as a Professor of Public Administration teaching undergraduate and graduate level classes in in the areas of public policy, quantitative analysis, and survey research.

As a research consultant, he conducts research in the areas of public affairs, public policy, social media, education and K-12 education policy. He has written numerous peer-reviewed public administration publications, opinion papers, lectured at national and local conferences, and has conducted national, state and municipal level survey research.

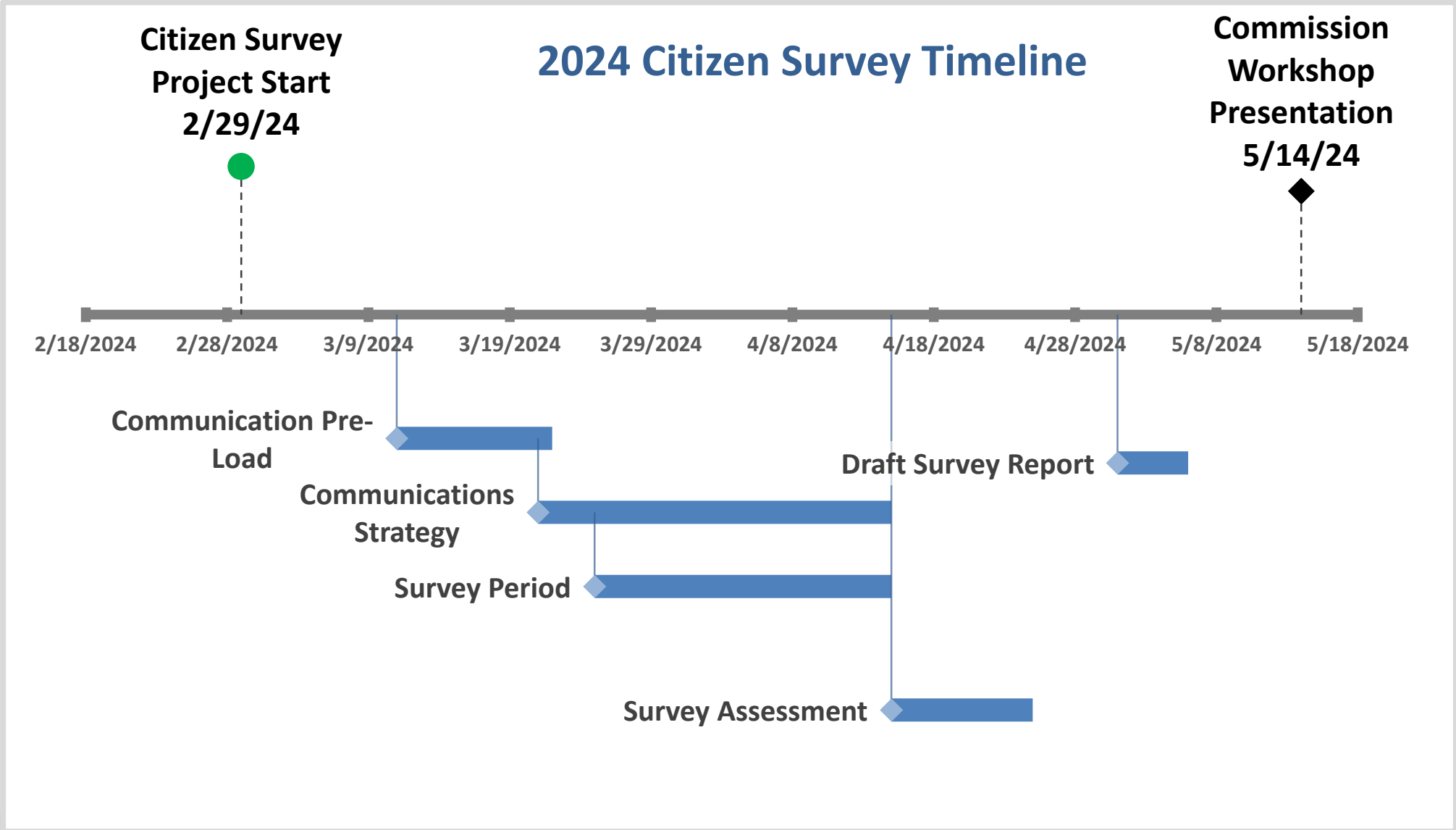


## SURVEY INFORMATION

- Closely duplicated 2019 & 2022 survey for comparison purposes
- New & modified questions regarding Parking/Traffic concerns, capital projects/budget & strategic planning priorities
- Approximately 30 survey questions & 7 demographic questions
- Survey ran approximately 4 weeks



# Survey Timeline



# 2024 CITIZENS' OPINION SURVEY: COMMUNICATION PLAN

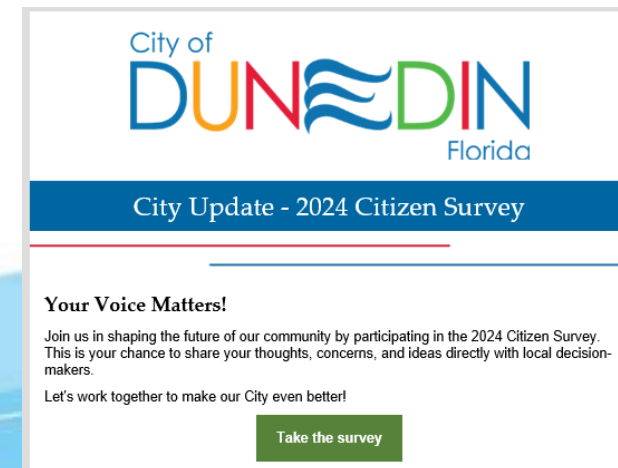
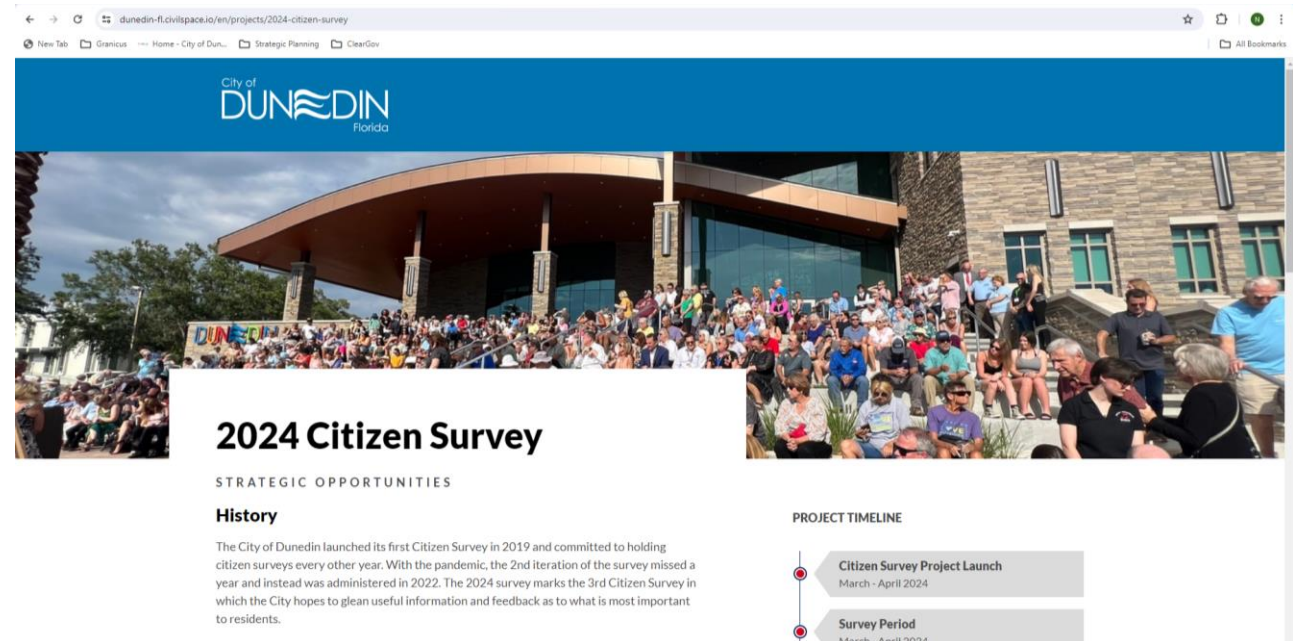


# Communication Plan



## Communication Strategy:

- ✓ Project Page on Website
- ✓ Graphics for flyers & rack cards
- ✓ Blog Post via DunediNEWS
  - Pre-survey posting March 21
  - Continual posting
- ✓ Direct Email Campaign
  - Special DunediNews edition
  - Community email list distribution
- ✓ Social Media Posting
- ✓ Group Sharing
  - Schools, Social Organizations, Boards & Committees
- ✓ Community Ambassadors



# Communication Plan: Social Media



Dunedin Discussions  
Kimberly Platt · 5d · 🌐

Anyone who wants to have input in what the city is doing or planning has the opportunity to take the city citizen survey. If you want change for anything now is the time to voice your opinions! If you participate and stay involved you will know the facts about things and not feel as if you have to assume or guess what's really going on. Takes the anxiety and maybe a little drama out of the day to day around town 😊 positive forward!



DUNEDIN-FL.CIVILSPACE.IO

## 2024 Citizen Survey

The 2024 Citizen Survey, launching March 25, will provide residents with the opportunity to provide...

You and 25 others

7 comments

Dunedin Chamber of Commerce  
3d · 🌐

The City of Dunedin needs your input to make our community even better than it already is! Please take a moment to have your voice heard. #LifeDunOurWay <https://loom.ly/8J5WvBE>

City of DUNEDIN Florida

## CITIZEN SURVEY 2024

Your Voice Matters!

Join us in shaping the future of our community by participating in the 2024 Citizen Survey. This is your chance to share your thoughts, concerns, and ideas directly with local decision-makers. Let's work together to make our City even better!

TAKE THE SURVEY! >>> [QR Code]

[www.DunedinGov.com](http://www.DunedinGov.com)

[Social Media Icons]

Dunedin Chamber of Commerce and 5 others

2 comments 2 shares

VFW Post 2550 Dunedin · Following  
5d · 🌐

Take the survey and have your voice heard! #getinvolvedandmakethedifference City of Dunedin Florida - Government

## 2024 CITIZEN SURVEY

TAKE THE SURVEY! >>> [QR Code]

City of DUNEDIN Florida

[www.DunedinGov.com](http://www.DunedinGov.com)

[Social Media Icons]

City of Dunedin Florida - Government  
March 26 at 8:01 AM · 🌐

Your Voice Matters! - Join us in shaping the future of our community by participating in the 2024 Citizen Survey. This is your chance to share your thoughts, co... See more



# Communication Plan: Flyers & Rack Cards



## In-Person Visit/Flyers

- Chamber of Commerce
- Downtown Businesses
- Bright Beginnings (Belcher Rd)
- Coastal Thrift (Bayshore)
- Kirk Church (Bayshore)
- Sweet Peas Preschool (Bayshore)
- Knot on Main (Bayshore)
- DFAC
- Emergent Kids Preschool (Patricia)
- Dunedin Commons (Patricia)
- Dodges (Patricia)
- Main Street Preschool (580)
- Dunedin Pet Supply (580)
- Dunedin Coin Laundry (580)
- Esporta (580)
- Dunedin Animal Hospital (Pinehurst)
- Bright Beginnings Preschool (Keene)

Community Center  
Hale Senior Center  
Library  
MLK Center  
City Hall

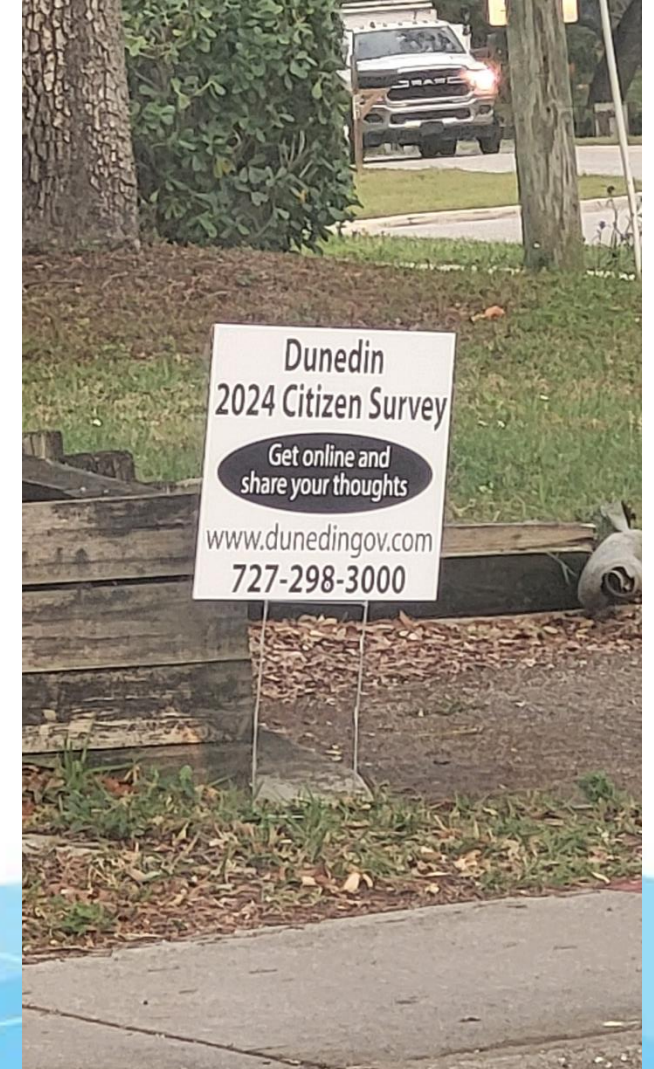


# Communication Plan: Emails & Calls



## Group Sharing & Ambassadors

- City Commission
- City Boards & Committees
- Chamber of Commerce
- Downtown Dunedin Merchants Association (DDMA)
- DFAC
- Dunedin Cares
- Dunedin History Museum
- Mease Manor
- Dunedin Newcomers Club
- Rotary Clubs
- DCO
- Dunedin Boat Club
- Dunedin Little League
- VFW
- DT Task Force & Business, Resident, City (BRC) Council
- Strategic Project Planning Email Distribution List
- Churches: Father Bob, Pastor Shelor, Pastor Bell
- Schools: Dunedin High School, Dunedin Middle, Dunedin Elementary, Garrison Jones, San Jose, Curtis Fundamental



# 2024 CITIZENS' OPINION SURVEY: RESPONSE RATE & DEMOGRAPHICS

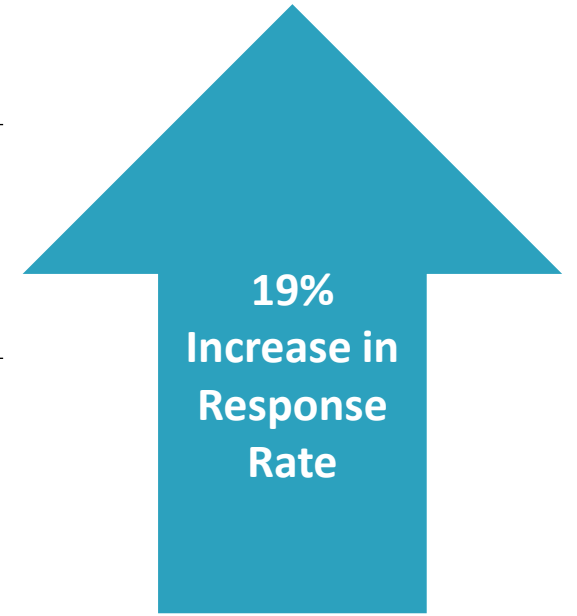


# Sample Size, Confidence, Margin of Error



Table 1.0

	2022 Survey	2024 Survey
Sample Size	1715	2044
Confidence Level	95%	95%
Margin of error	+/- 2.4%	+/- 2.11%

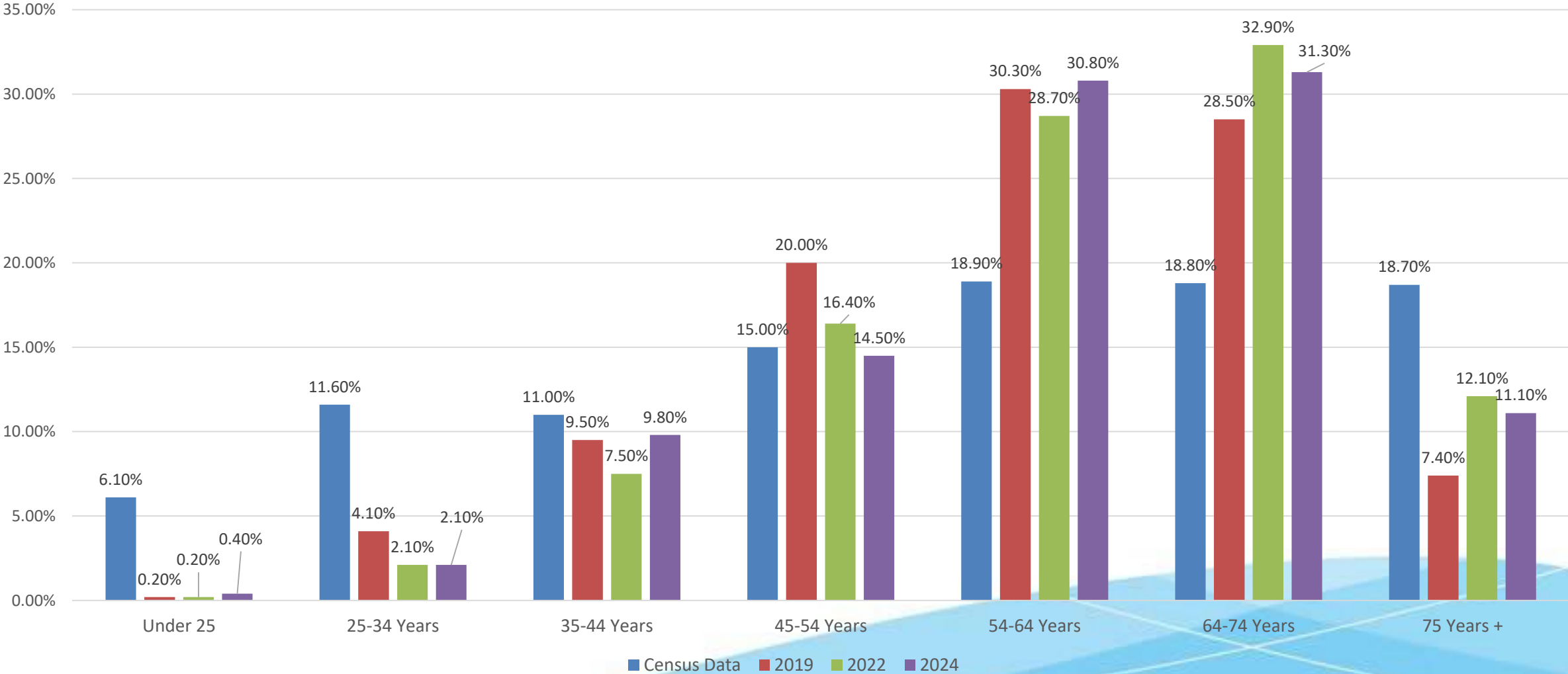


Source: 2022 & 2024 Survey Results

# Demographics – Age



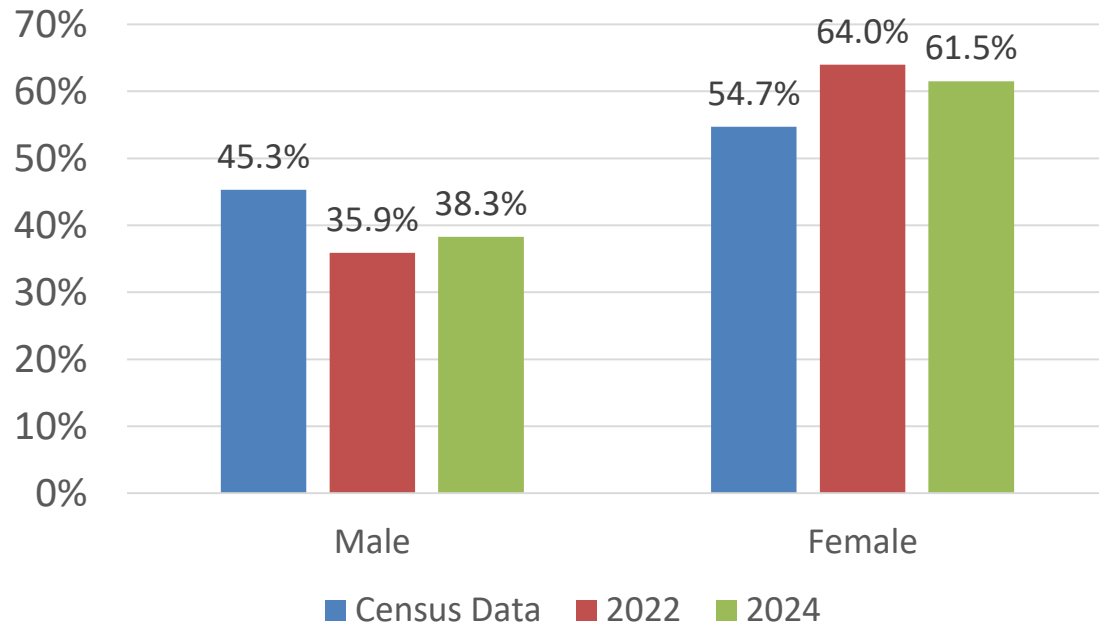
Respondents by Age



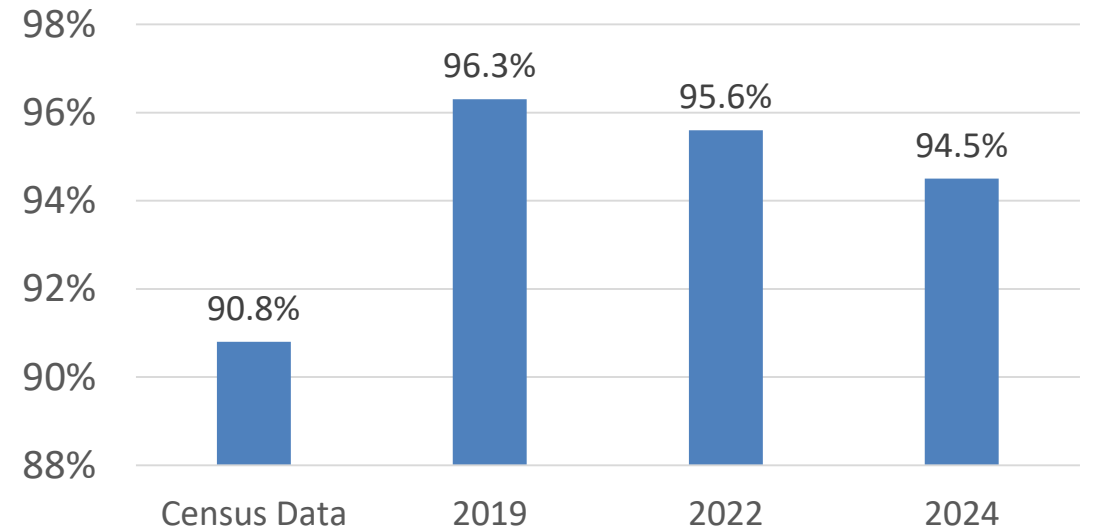
# Demographics – Gender and Race



### Respondents by Gender



### White Respondents



### Minority Respondents:

- Lost ground with African Americans & American Indians
- Similar rates for Asians to Census Data (.7%)
- Increased “Other” from 3.7% in 2022 to 4.2% in 2024
- Hispanic Respondents = 2.7% compared to Census of 6.1%

# 2024 CITIZENS' OPINION SURVEY FINDINGS

## SURVEY RESULTS ARE IN!



# MAJOR FINDINGS – DUNEDIN AS A PLACE

(Report Reference page 11-12)



**Table 3.**  
**Quality of Life Perceptions (as % of row total)**

<i>How would you rate the City of Dunedin in each of the following areas?</i>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Unsure</b>
As a place to live	66.2%	29.7%	3.4%	0.6%	0.1%
As a place to work	22.6%	25.9%	9.6%	2.9%	39.0%
As a place to raise children	36.6%	31.5%	7.5%	1.1%	23.4%
As a place to visit	73.8%	22.4%	2.3%	0.3%	1.3%
As a place to retire	57.9%	25.7%	10.1%	3.5%	2.9%

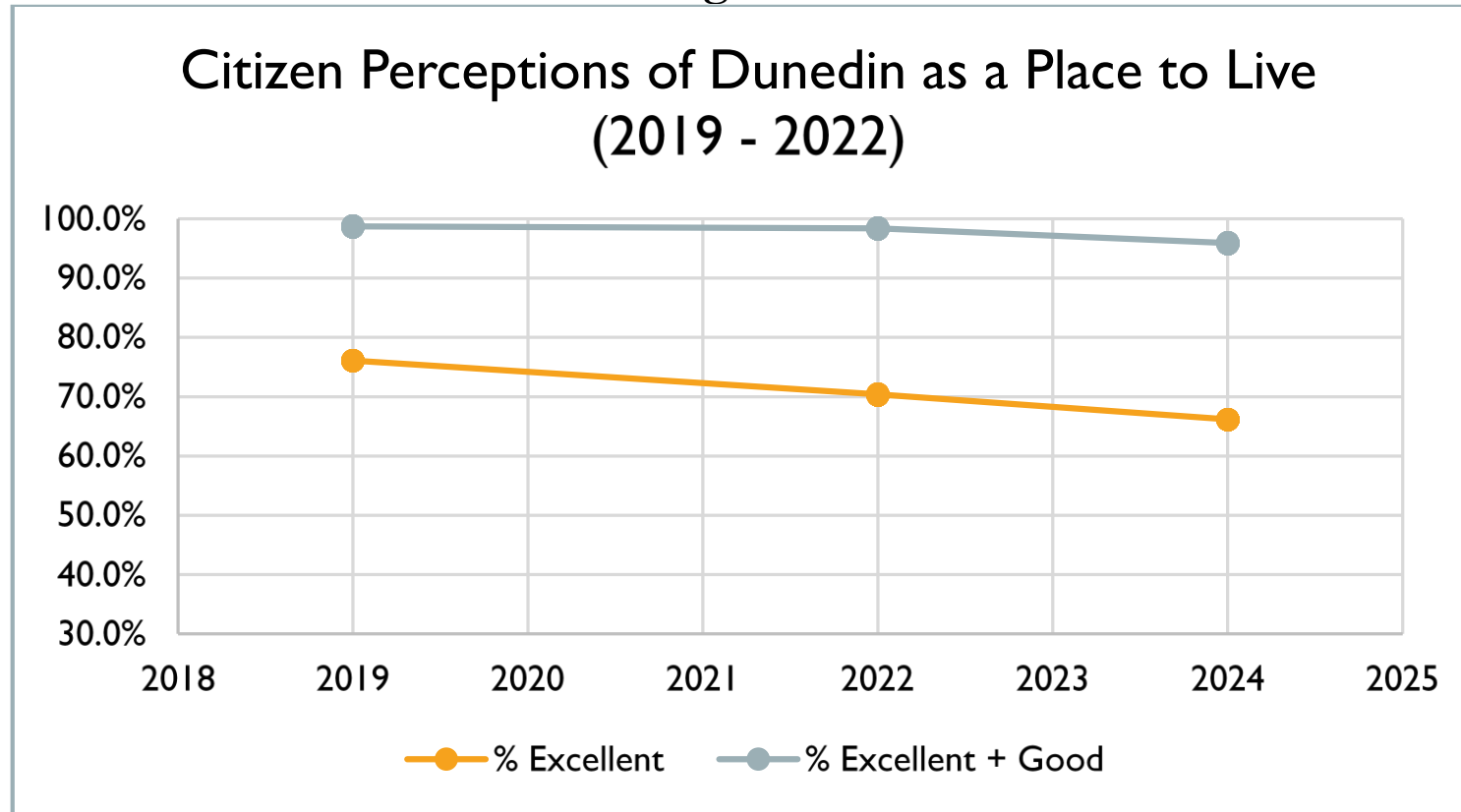


# MAJOR FINDINGS – DUNEDIN AS A PLACE

(Report Reference page 12)



Figure 1.



# KEY CHARACTERISTICS & OPPORTUNITIES

(Report Reference page 13-14)



**Table 4.**  
**Satisfaction with Key City Characteristics (as % of row total)**

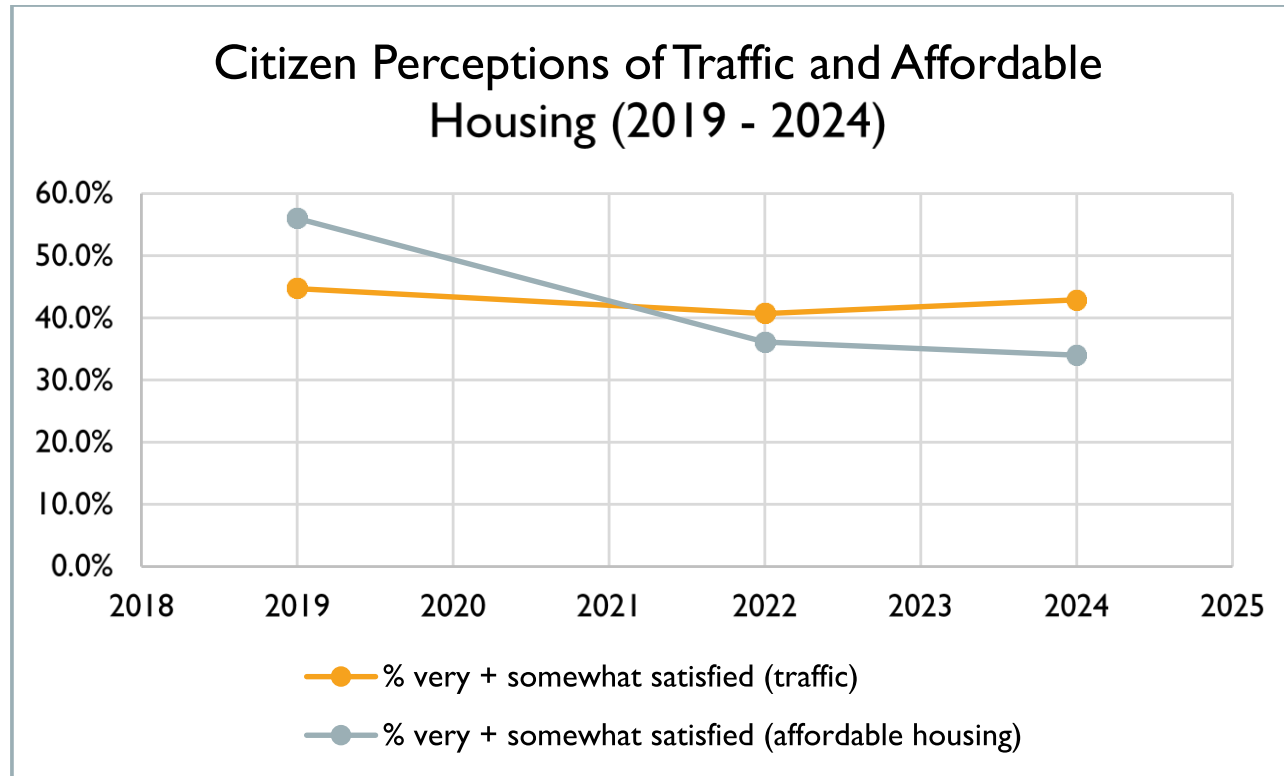
<i>Please indicate whether you are satisfied or dissatisfied with the following characteristics of the city?</i>	<b>Very Satisfied</b>	<b>Somewhat Satisfied</b>	<b>Neither Satisfied nor Dissatisfied</b>	<b>Somewhat Dissatisfied</b>	<b>Very Dissatisfied</b>
Overall Aesthetics	58.4%	35.6%	4.7%	1.3%	0.1%
Overall Safety	61.2%	32.3%	5.0%	1.2%	0.3%
Affordable Housing Availability	7.2%	22.2%	29.0%	28.1%	13.6%
Business Opportunities	13.1%	30.6%	10.8%	3.8%	41.7%
Public Transportation	22.3%	34.1%	15.0%	7.2%	21.6%
Traffic Flow and Congestion	8.8%	33.8%	33.0%	23.7%	0.7%

# KEY CHARACTERISTICS & OPPORTUNITIES

(Report Reference page 13-14)



Figure 2.



# CITY AMENITIES

(Report Reference page 15-16)



**Table 5.**  
**Satisfaction with City Amenities (as % of row total)**

*Please indicate whether you are satisfied or dissatisfied with the following amenities offered by the City of Dunedin.*

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Unsure
Dunedin Library	68.4%	11.7%	1.1%	0.3%	18.6%
Dunedin Community Center	55.0%	19.3%	2.0%	0.3%	23.5%
MLK Recreation Center	22.7%	11.8%	1.6%	0.6%	63.2%
Hale Senior Activity Center	31.7%	13.8%	1.4%	0.6%	52.4%
Dunedin Golf Club	17.1%	18.3%	6.4%	2.8%	55.5%
Dunedin Fine Arts Center	53.0%	18.8%	1.3%	0.5%	26.4%

# CITY AMENITIES CONTINUED

(Report Reference page 15-16)



**Table 6.**  
**Satisfaction with City Amenities (as % of row total)**

*Please indicate whether you are satisfied or dissatisfied with the following amenities offered by the City of Dunedin.*

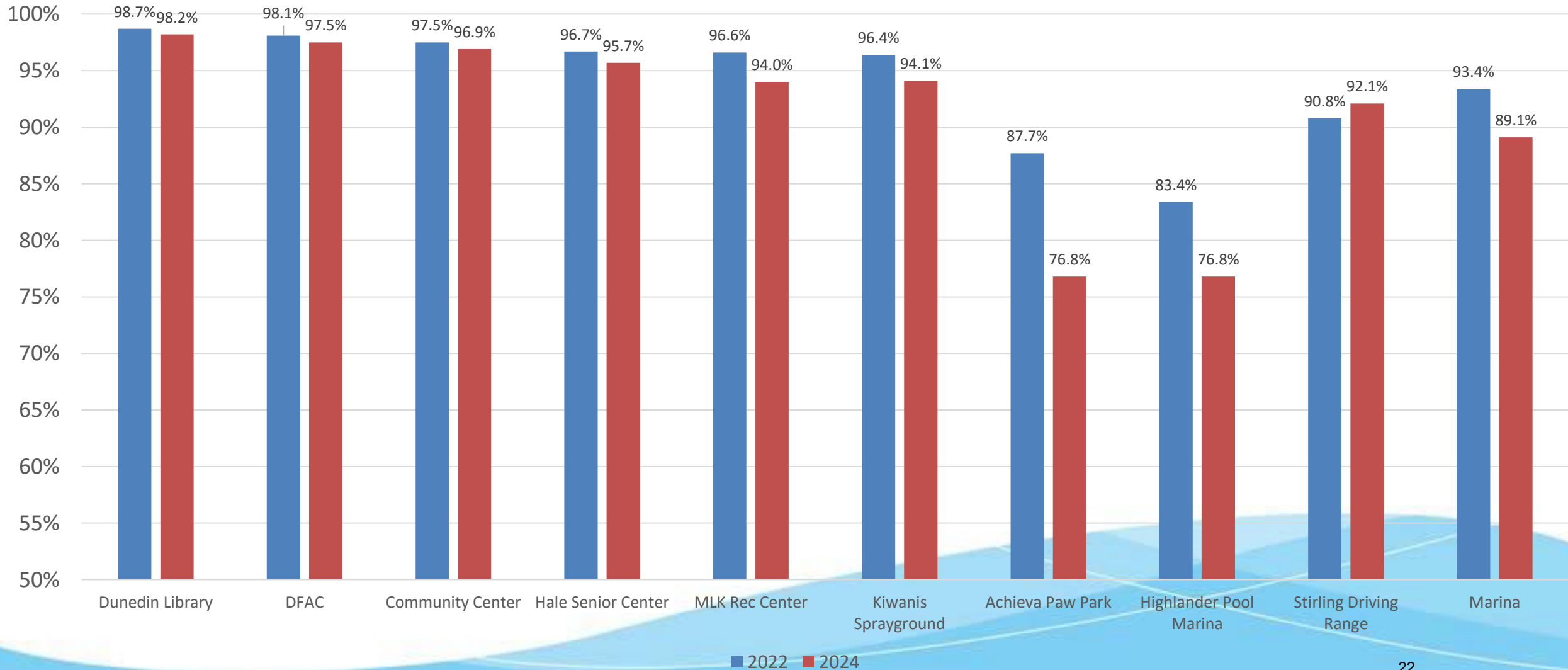
	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Unsure
Highlander Pool	14.2%	17.6%	6.6%	3.0%	58.6%
Kiwanis Sprayground	24.6%	12.2%	1.7%	0.6%	60.9%
Dunedin Marina	33.9%	31.1%	6.4%	1.6%	27.1%
Achieva Paw Park	15.6%	13.1%	5.5%	3.2%	62.7%
Stirling Park Driving Range	21.1%	16.4%	2.6%	0.6%	59.3%

# CITY AMENITIES COMPARISON 2022-2024

(Report Reference page 16)



### CITY FACILITIES SATISFACTION COMPARISON

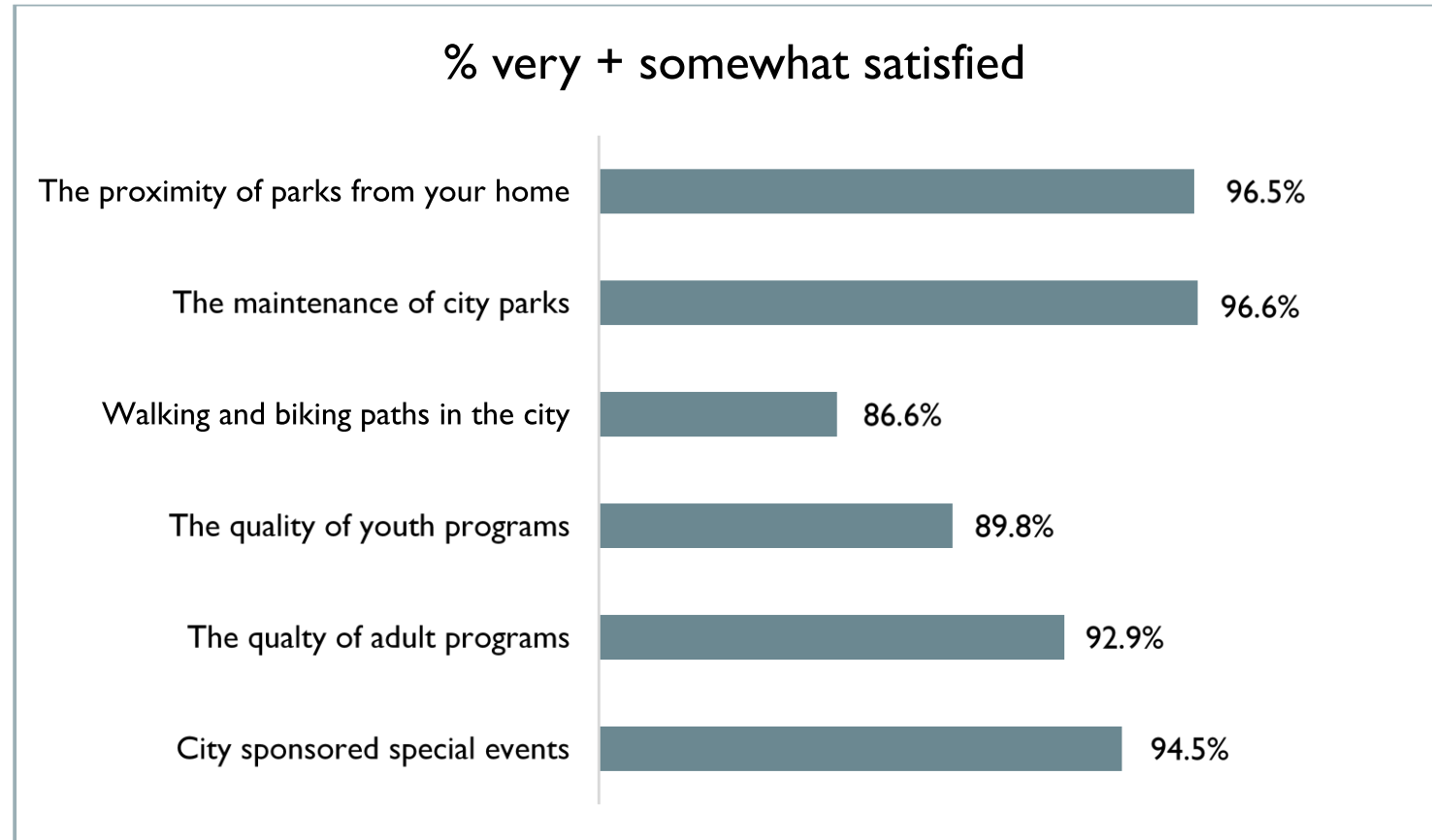


# PARKS & RECREATION SERVICES

(Report Reference page 17-18)



Figure 4.



# PUBLIC SAFETY

(Report Reference page 18-20)



**Table 8.**  
**Satisfaction with Public Safety Services (as % of row total)**

<i>Thinking about public safety, please indicate whether you are satisfied or dissatisfied with each of the following services provided by the city:</i>	<b>Very Satisfied</b>	<b>Somewhat Satisfied</b>	<b>Somewhat Dissatisfied</b>	<b>Very Dissatisfied</b>	<b>Unsure</b>
Number of police present in the city	43.6%	33.6%	7.4%	2.9%	12.5%
Police response time	29.2%	12.9%	2.3%	1.2%	54.4%
The Community Police Officer Program (CPO)	12.0%	7.5%	1.9%	0.9%	77.7%
Fire Services	39.5%	9.2%	0.5%	0.3%	50.5%
Emergency Medical Services (EMS)	37.4%	9.0%	0.9%	0.4%	52.3%
Dunedin's Code Compliance	12.3%	16.5%	11.2%	6.8%	53.3%

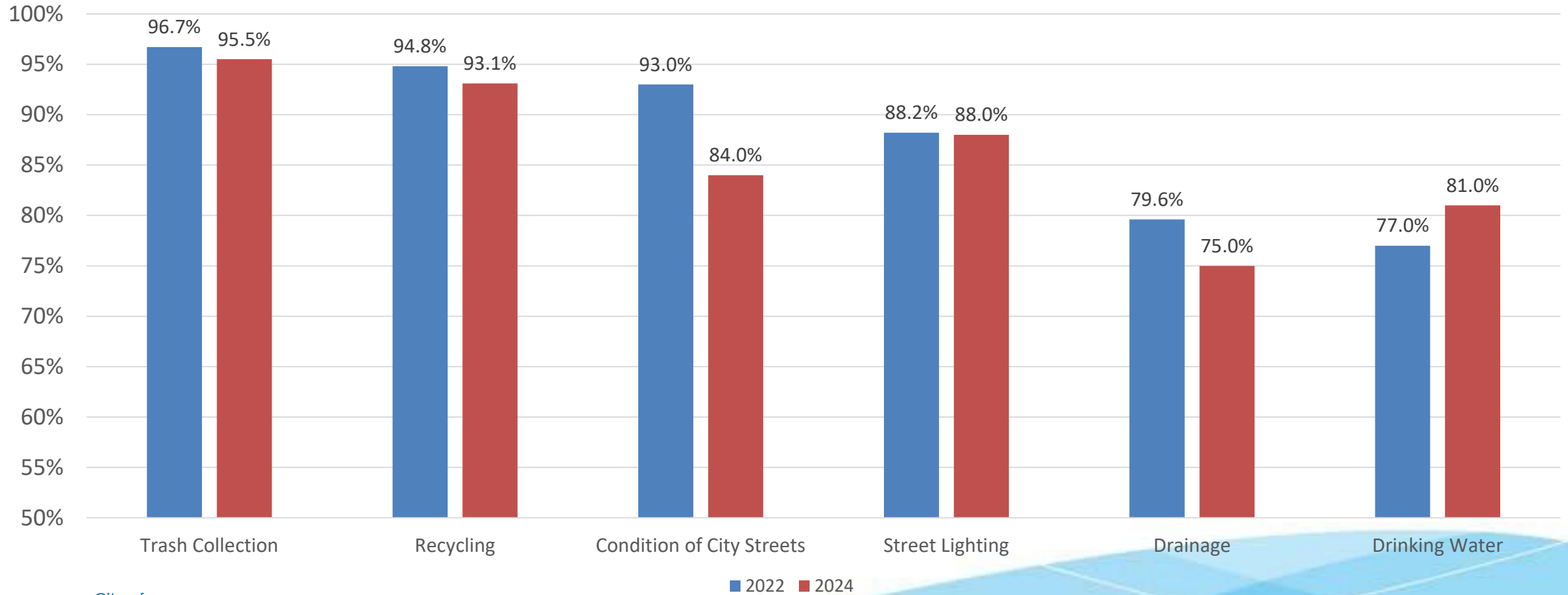


# SOLID WASTE & INFRASTRUCTURE

(Report Reference page 21-22)



Solid Waste & Infrastructure



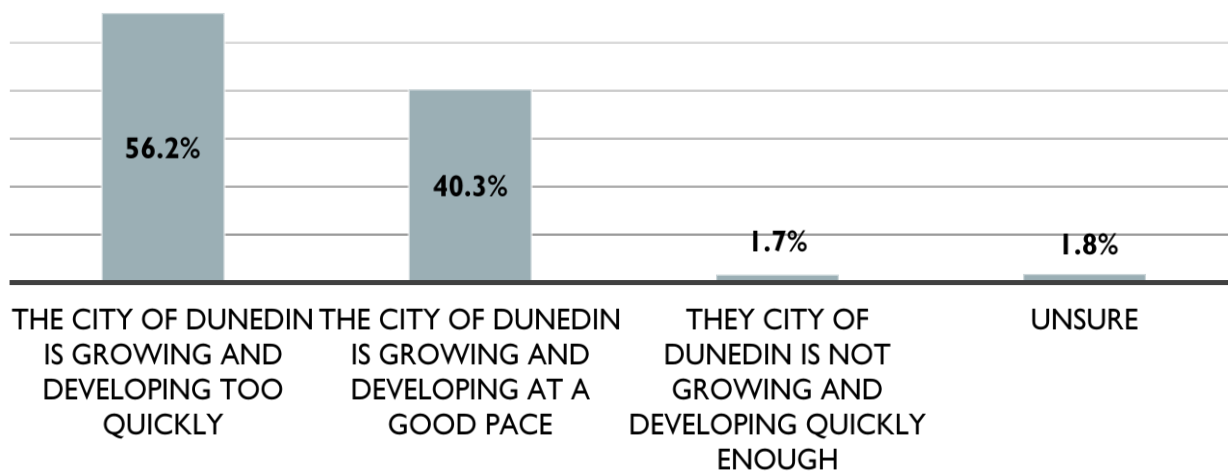
# INFRASTRUCTURE & GROWTH CONCERNS

(Report Reference page 24-26)



Figure 8.

**Which of the following statements do you think is most accurate?**



## Open Ended Infrastructure/Growth Concerns by Topic:

- Road and Sidewalks (potholes, uneven surfaces)
- Traffic and Safety (light synchronization, speed limits, bikes & e-bikes)
- Public Facilities (public restrooms, park & DT lighting)
- Water & Drainage (flooding & water quality)
- Development/Planning (concerns infrastructure is not on pace with development and tourists)
- Utilities & Services (garbage services & water quality)

# PARKING, TRAFFIC & TRANSIT

(Report Reference page 26-28)



## Parking & Traffic:

- Most satisfied during weekdays and evening weekdays
- Weekend evening & Events most dissatisfied

## Alternative Modes:

- Many residents do not believe there is enough infrastructure for biking (26.9%) & golf carts (29.8%)

**Table 16.**  
**Familiarity with Local Transit Services**

<i>How familiar are you with each of the following transit services available in Dunedin, including how to use this service?</i>	<b>Very Familiar</b>	<b>Somewhat Familiar</b>	<b>Not Very Familiar</b>	<b>Not at All Familiar</b>
FreeBee Loop Shuttle	16.9%	37.0%	18.8%	27.3%
Jolly Trolley	35.7%	43.3%	11.1%	9.8%
Local Tiki Shuttle	31.1%	34.5%	16.1%	18.3%
PSTA Buses	12.8%	27.8%	28.3%	31.2%
Clearwater-Dunedin Ferry	24.0%	34.1%	22.1%	19.8%



## Open Ended Transit Comments by Topic:

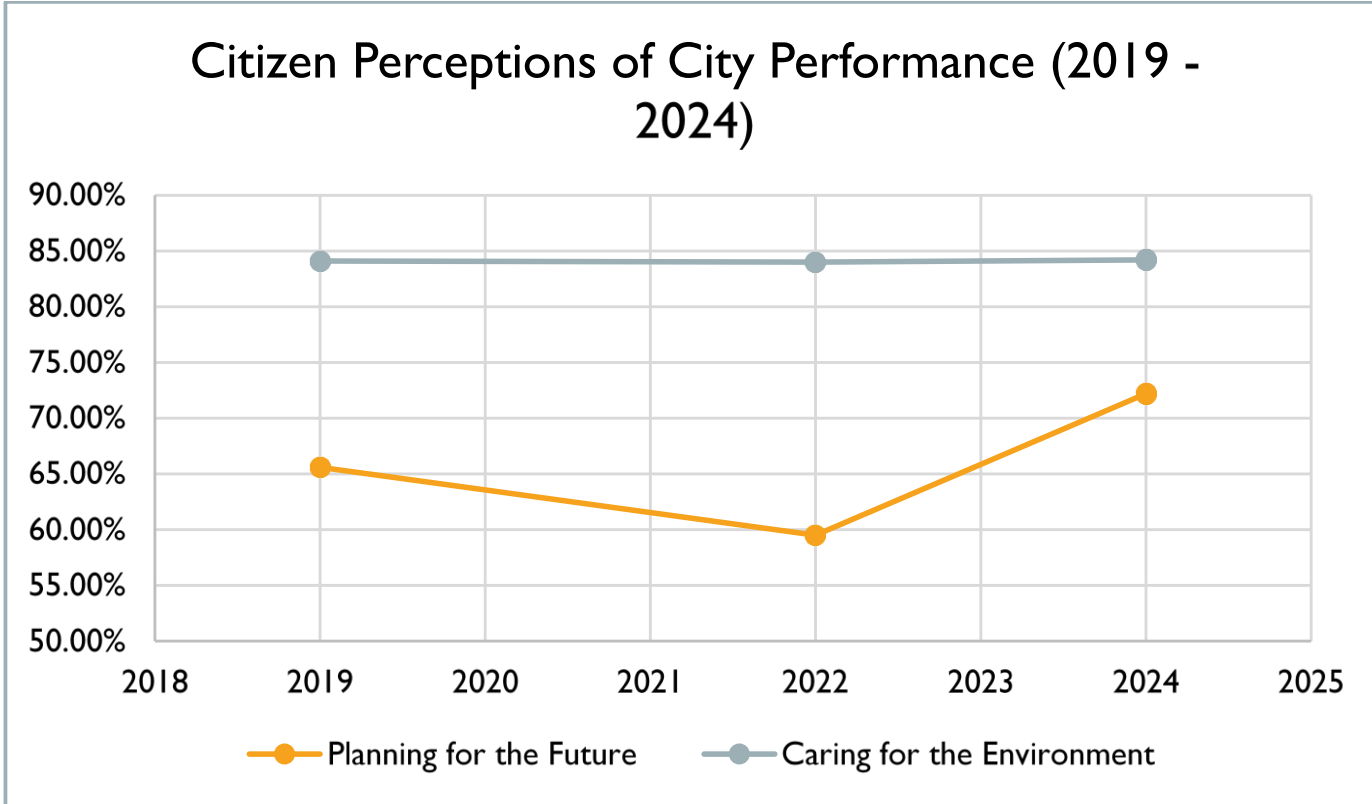
- Service Availability
  - Increasing service hours on Freebee
- Usage Experience
  - Jolly Trolley and Ferry both good alternatives to driving
  - Negative related to service schedule changes
- Accessibility
  - More crossing locations for walking & golf carts
- Cost Concerns
  - Users unaware of free versus paid services
- Alternative Transportation
  - Enjoy using alternative modes
- General Feedback
  - Suggested improvements & expression of satisfaction/dissatisfaction

# OVERALL PERFORMANCE

(Report Reference page 33-36)



Figure 9.



**93% Overall Satisfaction**

### Overall Perceptions:

- 95% agree Dunedin values Arts and Culture
- 80% agree Dunedin values Diversity
- 84% agree Dunedin values Historic Preservation
- 69% agree Dunedin is moving the right direction

**Table 23.**

**Future Policy Priorities for Dunedin**

*As Dunedin works on updating its strategic plan, what would you consider the top priorities for the City in the coming years?*

	Frequency	Percentage
Improving coastal resiliency (i.e. sea-level rise, water quality, etc.)	755	36.9%
Increasing the availability of affordable housing	601	29.4%
Investing in quality public infrastructure	570	27.9%
Expanding/improving parks and greenspaces	538	26.3%
Expanding public transportation and/or multi-modal transportation options	277	16.8%
City-wide sustainability efforts	240	13.6%
Enhancing business opportunities and incentives	197	11.7%
Enhancing arts and culture within the community	160	9.6%
Improving emergency management and public safety	140	7.8%
Other	344	6.8%

**POLICY PRIORITIES**

(Report Reference page 37)





## What Residents Like Most:

- Community and Safety
  - Feeling safe & sense of community
- Local Activities & Events
  - Variety & frequency of events; cultural & recreational activities
- Walkability & Accessibility
  - Ability to walk to parks, shops and restaurants
- Natural Beauty & Outdoor Opportunities
  - Waterfront, parks & beaches
- Local Government & Services
  - Referred to variety of transportation methods

## What Residents Would Improve:

- Infrastructure & Traffic Management
  - Improve parking solutions, roads, sidewalks (widening trails, traffic lights)
- Development & Housing
  - Preserving greenspace, more affordable housing, rapid (condo) development
- Environmental Initiatives
  - Take stronger environmental actions (ban single use plastics, coastal resiliency)
- Community & Recreational Facilities
  - Modern sports complex, dog parks, improved accessibility to parks & rec
- Local Economy & Business
  - Balance big and small businesses; family friendly restaurants not tourist focused

# QUESTIONS

