

City of Destin
Operations Survey

Fielded

3/8/2007 - 3/29/2007

Data Collection

By



Tabulation and Analysis by

Rick Harper, Ph.D.

CITY OF DESTIN OPERATIONS SURVEY 3/2007

Intro: May I speak to [32][33]? (If not available ask, “Do you reside at this address? If “yes” proceed, otherwise schedule a call back.)

Hello, my name is [11] and I am calling on behalf of the City of Destin to ask your opinion about the services and programs provided by the City. This is an opportunity for you to help the City improve its services to you. We are not selling anything, and your individual answers will be completely confidential. Can you help me out?

{34} **Qualifier.** Do you live within the city limits of the City of Destin? (Y/N) (If “yes” goes to next Q on this screen; if “no” goes to Q31.) If Yes, continue, if NO, thank you and terminate survey. **qualifier_1**

{35} Are you or any member of your immediate family employed by the City of Destin? (Y/N) (If “yes” goes to Q32; if “no” goes to Q1.) If NO, continue, if YES, thank you and terminate survey. **qualifier_2**

General Questions about key city services:

{36} Q1. On a scale from one to five, with 1 being “Very DISsatisfied” and 5 being “Very SATISFIED,” how would you rate your level of satisfaction with LIVING in the City of Destin? (Avg 1-5)(Leave blank if no response.)(If <= 2, goes to Q1x; if >=3, goes to Q2.) **q1**

{37-44} Q1x. Please explain why you are dissatisfied or why you rated as you did. (Comment) (Goes to Q2.) **q1xa – q1xh**

{45} Q2. On a scale of one to five, with 1 being VERY POOR and 5 being VERY GOOD, how would you rate the QUALITY OF LIFE in your neighborhood? (Avg 1-5) (If <= 2, goes to Q2x; if >=3, goes to Q3.) **q2**

{46-53} Q2x. Please explain why you feel that the quality of life is poor, or why you rated as you did. (Comment) (Goes to Q3.) **q2xa – q2xh**

{54} Q3. Using that same scale, how would you rate Destin city government in terms of responsiveness to complaints? (Avg 1-5) (If <= 2, goes to Q3x; if >=3, goes to Q4.) **q3**

{55-62} Q3x. Please explain why you feel that the responsiveness to complaints is poor, or why you rated as you did. (Comment) (Goes to Q4.) **q3xa – q3xh**

{63} Q4. How would you rate the professionalism of City government employees using the scale of 1-5, with 5 being the best? (Avg 1-5) (Goes to ScreenQ5.) **q4**

Specific City Services:

ScreenQ5. I'm going to mention a series of City facilities and infrastructure. Please rate your level of satisfaction for each using a scale of 1 to 5 with 5 being the best: (Avg 1-5) (Note: leave blank if "Don't know" or "No opinion.") (Goes to ScreenQ6.)

- | | | | |
|------|------|---------------------------------|------|
| {64} | Q5a. | Sidewalks | q5a |
| {65} | Q5b. | Streets | q5b |
| {66} | Q5c. | Street lighting | q5c |
| {67} | Q5d. | Stormwater/Drainage | q5d |
| {68} | Q5e. | Boat Launch Facilities | q5e |
| {69} | Q5f. | Parks and Recreation facilities | q5f |
| {70} | Q5g. | Public Beach Accesses | q5g |
| {71} | Q5h. | Street maintenance | q5h |
| {72} | Q5i. | Sanitation Services | q5i |
| {73} | Q5j. | Cemetery Operations | q5j |
| {74} | Q5k. | Library Services | q5ak |
| {75} | Q5l. | Recreational programming | q5l |
| {76} | Q5m. | City website | q5m |

{77} Q6. Please rate your level of satisfaction with the City of Destin's police services? (Avg 1-5) (Goes to Q6x.) q6

{78-85} Q6x. Why do you feel that way? (Comment) (Goes to Q7.) q6xa – q6xh

| {86} Q7. Do you feel speeding/traffic violations are regularly enforced in Destin? (Y/N) (Goes to Q8.) q7

{87} Q8. Using our 1 to 5 scale, please rate your level of satisfaction with the City's efforts to keep citizens informed about what the City is doing? (Avg 1-5) (Goes to Q8x.) q8

{88-95} Q8x. Why do you feel that way? (Comment) (Goes to Q9.) q8xa – q8xh

{96} Q9. Where do you get MOST of your information about City of Destin? (Lookup) (Note: It is OK to read choices.) (Requires hlp_mostinfo.) (If "Other – specify" goes to Q9x; if anything else goes to Q10.) q9

1. City website
2. The City's quarterly newsletter
3. Word of mouth
4. Council meetings
5. Destin Library
6. Local Newspapers
7. Local TV/Radio
8. Other – specify

- {97} Q9x. Specify “other” source of information about City: (Comment) (Goes to Q10.) q9x
- {98} Q10. Have you ever applied for a building permit or had a building inspected by the City’s Building Department? (Y/N) (If “yes” goes to Q11; if “no” goes to Q12.) q10
- {99} Q11. Please rate your level of satisfaction of the City’s Building Department on our 1-5 scale? (Avg 1-5) (Goes to Q12.) q11
- {100} Q12. On a scale from one to five, with 1 being “Very DISSatisfied” and 5 being “Very SATISFIED,” how satisfied are you with CITY CODE ENFORCEMENT in your neighborhood? (Avg 1-5) (Leave blank if no response.) (Goes to ScreenQ13.) q12

ScreenQ13. We’re going to change it up a bit now. I ‘m going to read you 6 code violations, and I want you to rank order them in their order of importance or concern to you, with 1 being the most important code violation to enforce and 6 being the least important code violation to enforce. Each concern will be given a number from 1 to 6, and there can be no duplicate numbers. Take your time; I’ll be happy to repeat them as necessary and help you keep track of them as you order them: (If Q13f is “NOTNULL” Goes to Q13x; if Q13f is “ISNULL” goes to Q14.)

- {101} Q13a. Bulk Trash in Swale or Right of Way q13a
- {102} Q13b. Work done without permits q13b
- {103} Q13c. Overgrown Lawns q13c
- {104} Q13d. Junk Cars or Boats q13d
- {105} Q13e. House in disrepair (needs painting) q13e
- {157} Q13g. Add in: Parking Violations extra1
- {106} Q13f. Other q13f

- {107} Q13x. Specify “Other” (Comment) (Leave blank if no response.) (Goes to Q14.) q13x

How concerned are you with any of the following issues:

- {108} Q14. Returning to our scale from one to five, with 1 being “Very DISSatisfied” and 5 being “Very SATISFIED,” how satisfied are you with how the City is ADDRESSING TRAFFIC-RELATED ISSUES: (Avg 1-5)(Leave blank if no response.) (Goes to Q15.) q14
- {109} Q15. How would you rate your level of satisfaction with the City’s response in preparation of and in response to hurricanes? (Avg 1-5)(Leave blank if no response.) (Goes to Q15x.) q15
- {110-117} Q15x. Why do you feel that way? (Comment) (Goes to Q16.) q15xa – q15xh
- {118} Q16. Which of the following do you believe is the most important challenge facing Destin? (Lookup) (Note: It is OK to read choices.) (Requires hlp_impchall.) (If “Other – specify” goes to Q16x; if anything else goes to Q17.) q16

- 1.) managing growth 2.) transportation 3.) building and maintaining a sense of community
- 4.) attracting jobs and economic development 5.)affordable housing 6.) access to waterways
- 7.) Other – specify

{119} Q16x. Specify “Other” (Comment) (Leave blank if no response.) (Goes to Q17.) q16x

Future Planning and Expectations

{120-122} Q17. Name the top 3 things you would like to see in Destin in the next five years. (Comment) (Goes to Q18.) (Note: Allow the respondent to think. Only give examples if they need clarification.)(for example, another children’s park, additional access to the beaches)? q17a – q17c

{123-130} Q18. Are there any existing City services that you would recommend the City discontinue? (Comment) (Goes to Q19.) q18a – q18h

{131-138} Q19. Are there services, which the City currently does not provide, that you would recommend implementing? (Comment) (Goes to Q21.) q19a – q19h

{139} Q20. **NOTE: THIS QUESTION WAS ONLY PERTINENT DURING THE 2004 ITERATION OF THE SURVEY. IT SHOULD NOT BE ASKED IN 2007! IT HAS BEEN BRANCHED AROUND BUT THE SCREEN REMAINS FOR FUTURE USE.**

Specific Demographics

{140} Q21. How many years have you lived in Destin? (Avg. Integer response.) (Goes to Q22.) q21

{141} Q22. Are you a full-time resident? (Y/N) (Goes to Q23.) q22

{142} Q23. Do you own or rent your residence? (Lookup) (Requires help table hlp_ownrent.)(Goes to Q24.) Own Rent Refused to answer q23

{143} Q24. What type of residence do you live in? (Lookup) (Requires help table hlp_typeres.) (If “Other – specify” goes to Q24x; if anything else goes to Q25.) q24

- House Condo Townhouse Apartment Other – specify Refused to answer

{163} Q24x. Please specify what "other" type of residence you live in: (Lookup-not inclusive only) extra7

Standard Demographics

{144} Q25. Because this is pure research, I need to ask you some demographic questions to ensure that we speak with a broad range of respondents. Remember, all of your answers are confidential. Which of the following age ranges do you fall into? (Lookup) (Requires use of hlp_agerange) (Note: OK to read choices.) (Goes to Q26.) q25

Under 18 18-25 26-35 36-45 46-55 56-65 Over 65 Refused to answer

{145} Q26. What is the highest degree or level of school you have completed? (Lookup) (Requires use of help table **hlp_educat**) (RA NOTE: Aided response ok here.) (Goes to Q27.) q26

None	1 yr college or less
Nursery school - 4 th	1+yr college no degr
5 th or 6 th grade	Associate degree
7 th or 8 th grade	Bachelor's degree
9 th grade	Master's degree
10 th grade	Professional degree
11 th grade	Doctorate degree
12 th , No Diploma	Don't Know
High School Graduate	Refused to answer

{146} Q27. What is your present marital status? (Lookup) (Requires use of help table **hlp_marital**) (Goes to Q28.) q27

(NOTE: Aided response - It is ok to read the choices to the respondent.)

Now married	Widowed
Divorced	Separated
Never married	Don't Know
Refused to answer	

{147} Q28. Please tell me when I read the category that best describes your total household income before taxes last year:(Lookup) (Requires use of help table **hlp_income**) (Goes to Q29.) q28

Under \$15,000	\$100,000 - \$149,999
\$15,000 - \$24,999	\$150,000 or more
\$25,000 - \$49,999	Don't Know
\$50,000 - \$74,999	Refused to answer
\$75,000 - \$99,999	

{148} Q29. (NOTE: record Respondent's gender. It is NOT necessary to ask a question here!) (Lookup) (Requires use of help table **hlp_gender1**) (Goes to Q30.) q29

M=Male F=Female U=Unknown

{149-156} Q30. Do you have any additional comments? (Comment) (Goes to CDS) q30a – q30h

Q31. I'm sorry but we are only surveying residents who live within the Destin City Limits. Thank you very much for your time. (Out of Survey.)

Q32. I'm sorry but we are only surveying residents who are not employed by, or who do not have immediate family employed by the City of Destin. Thank you very much for your time. (Out of Survey.)

CDS (Standard Call Disposition Screen) Thank you very much for your time and your input! I appreciate your participation. (Note: Terminate the call using a status of "S" Survey Taken.)