



Key West, FL

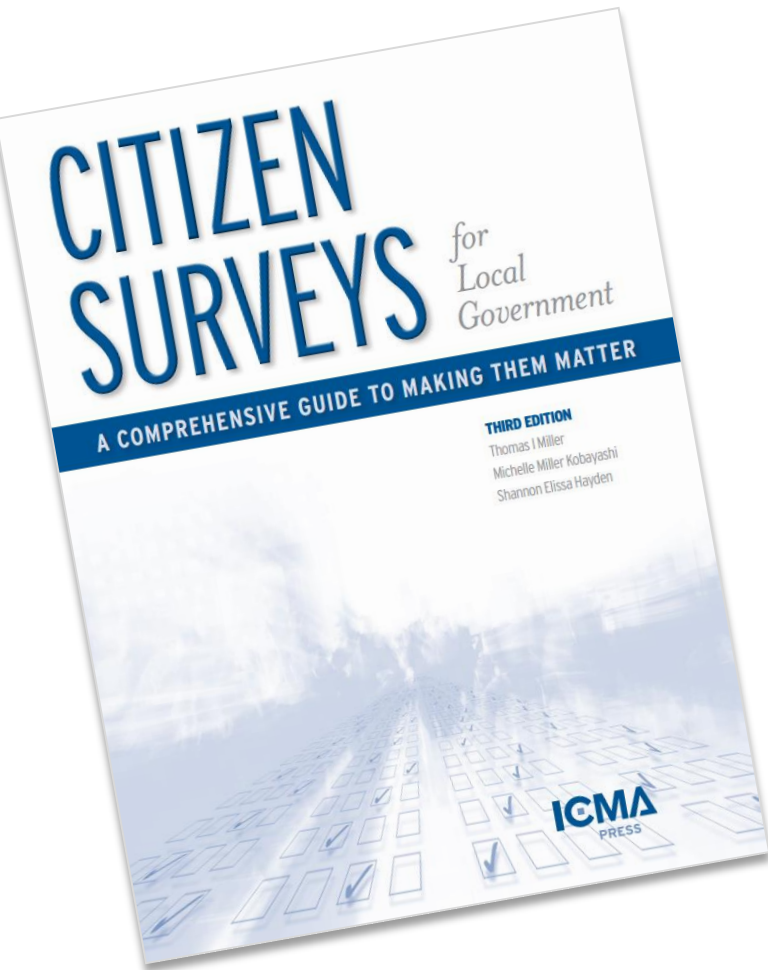
Key Findings 2015

The NCS is presented by NRC in collaboration with ICMA



Leaders at the Core of Better Communities

About NRC



- 21 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative

About The NCS

- Community Livability
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & Key West

Open-ended
question

Online option

Spanish

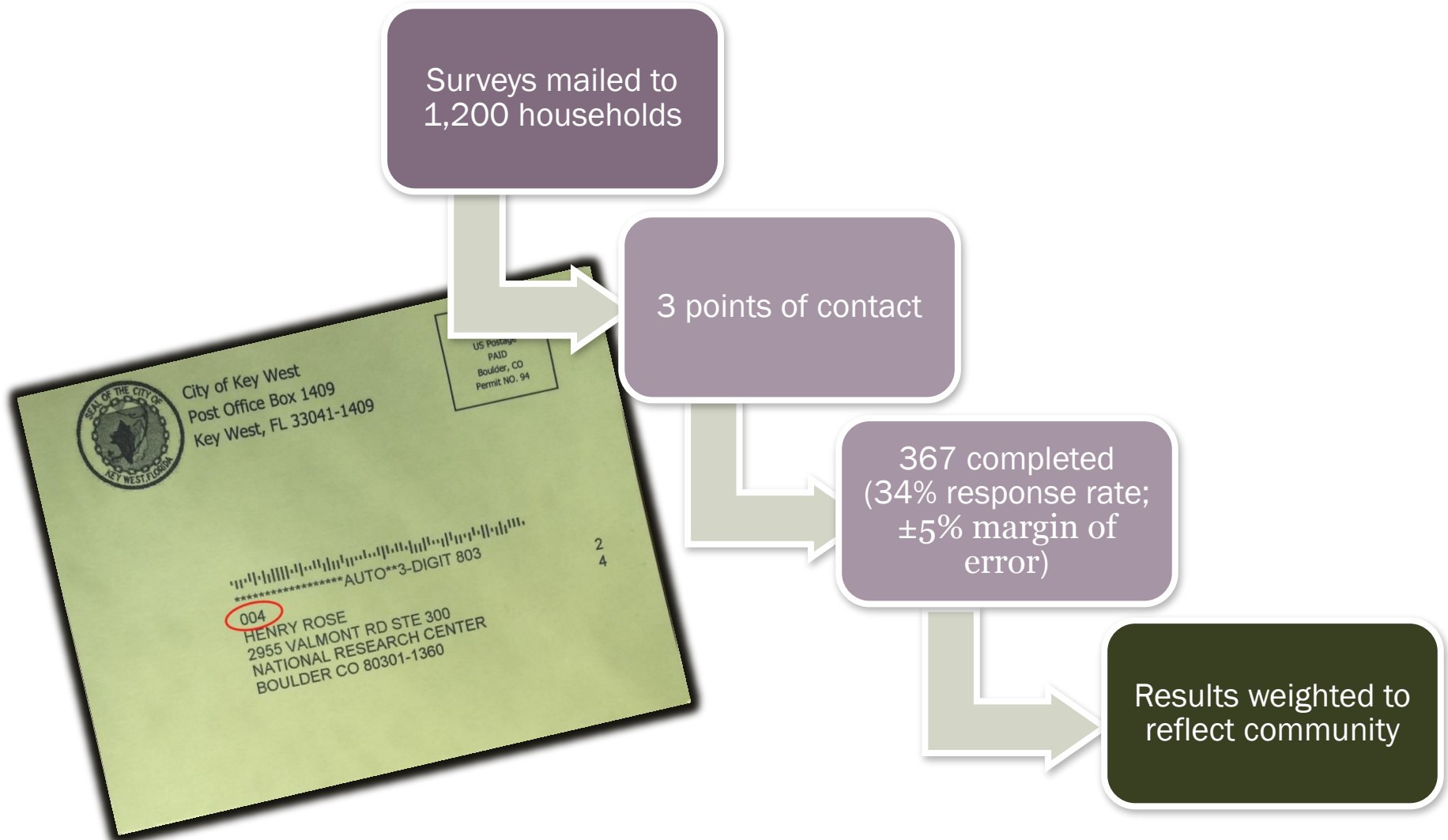
Online
Follow-up
Non-scientific

Geographic
comparisons

Presentation

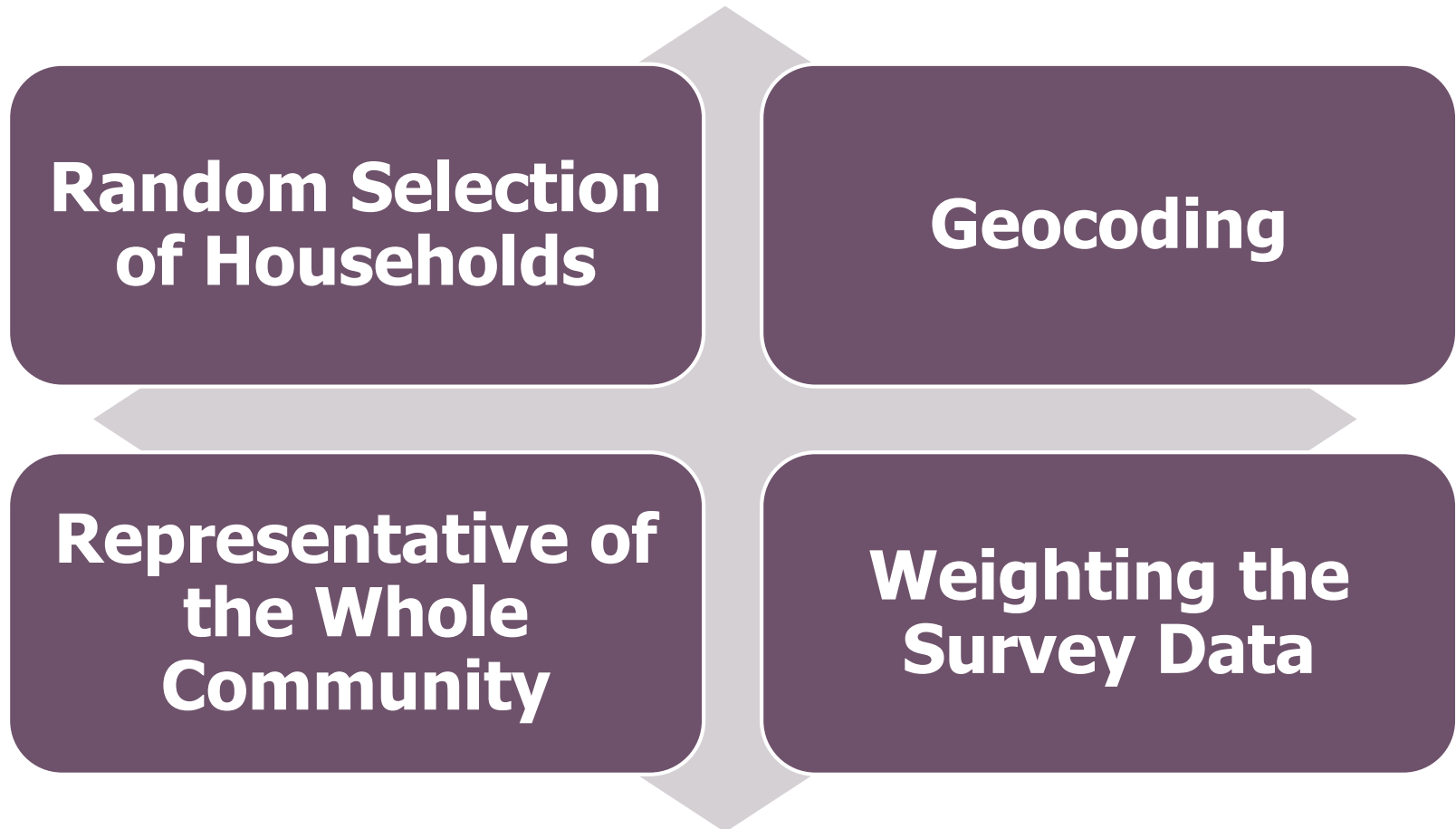
Custom
benchmarks

Survey Methods

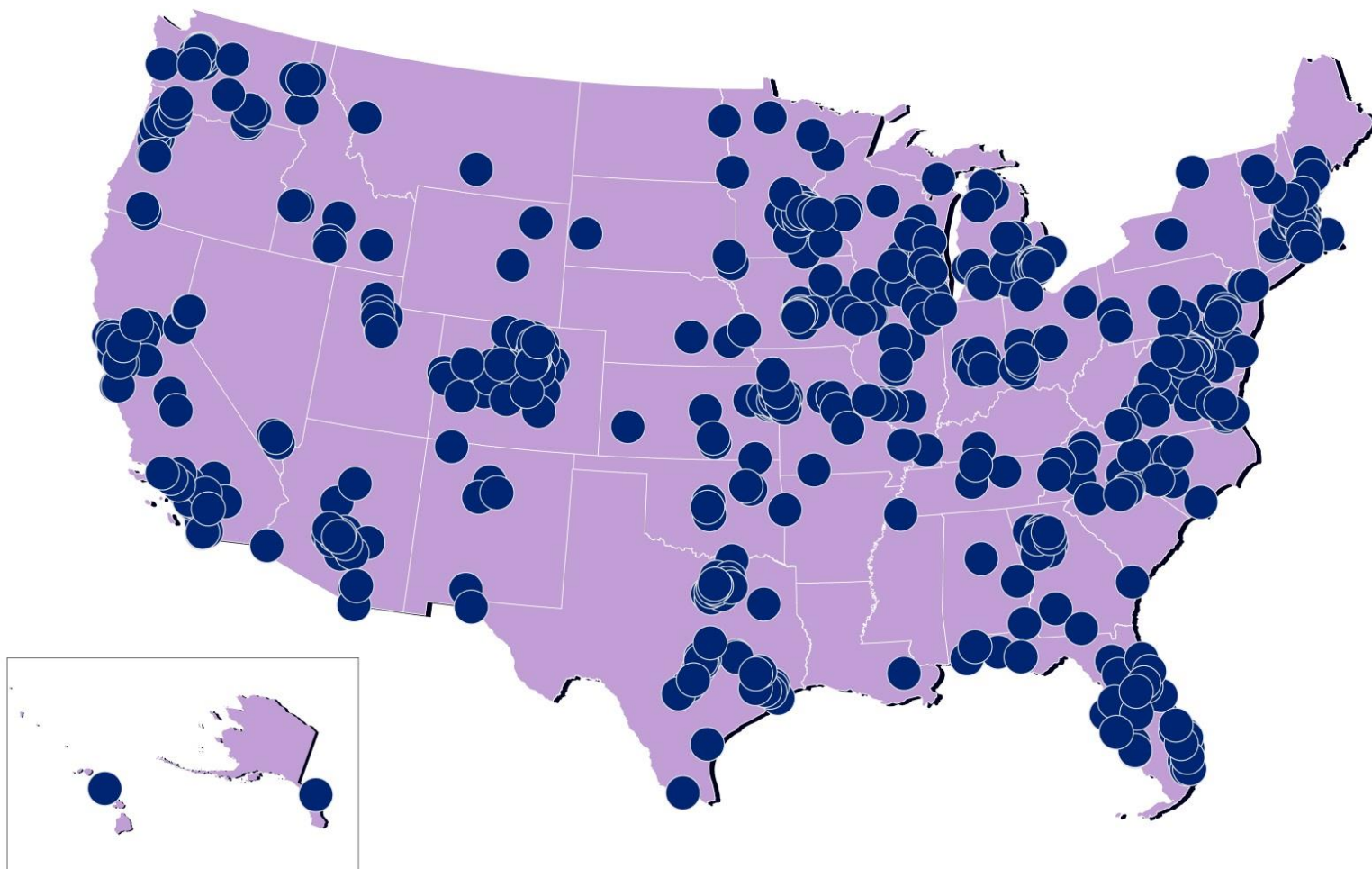


Survey Administration

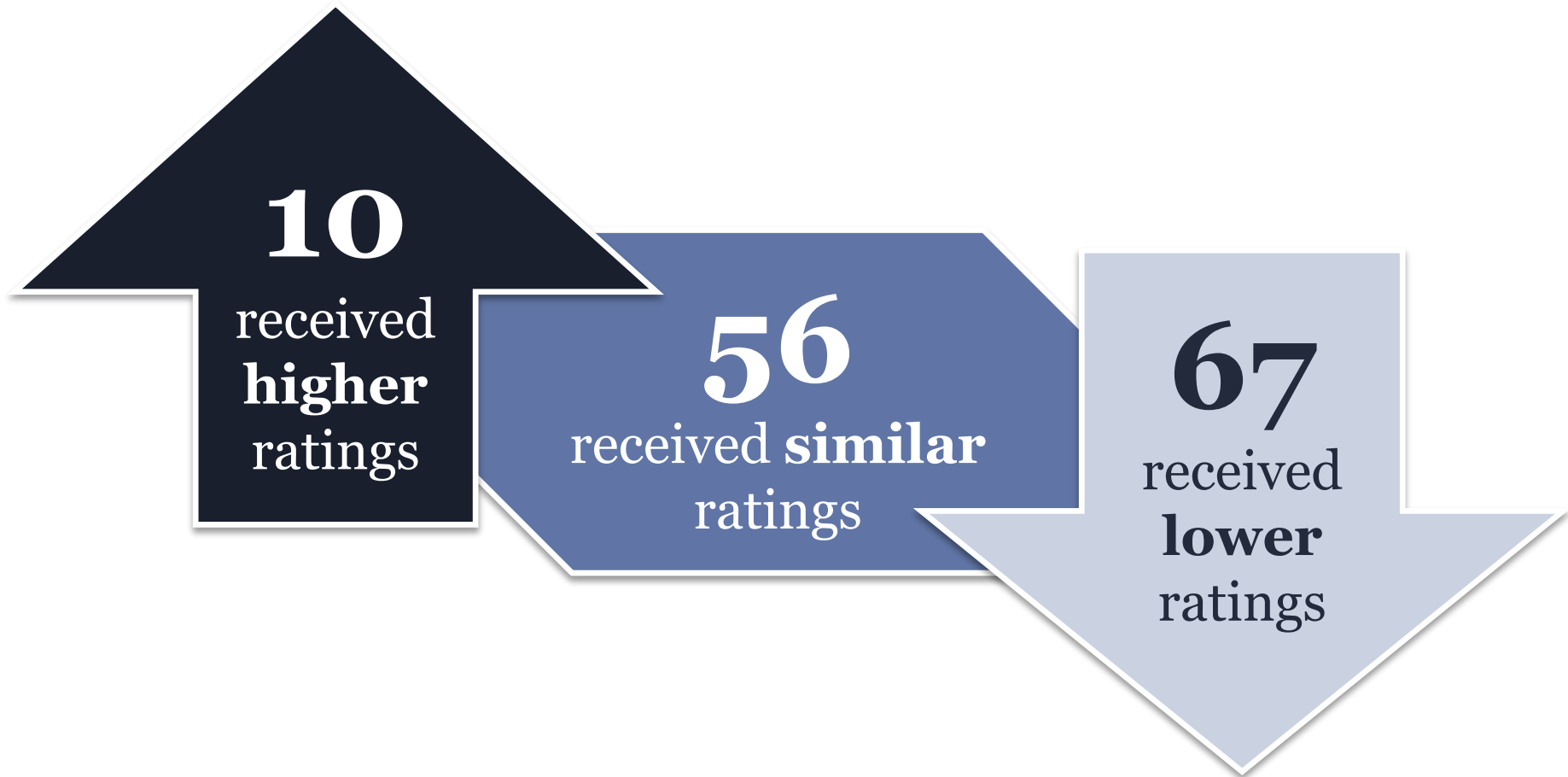
Benefits of a Scientific Survey



National Benchmark Comparisons



National Benchmark Comparisons

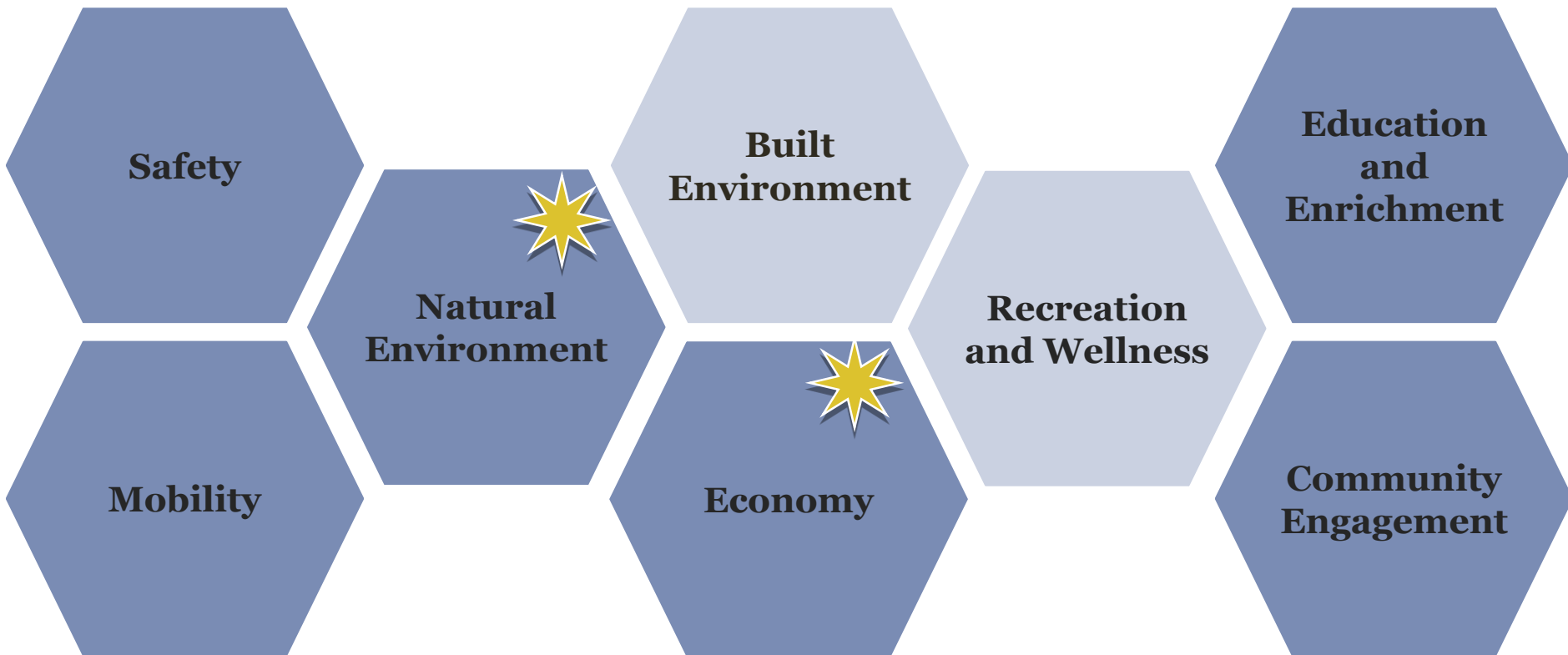


Key Focus Areas

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Quality of Life

Place to live

Neighborhoods

Overall
image/reputation



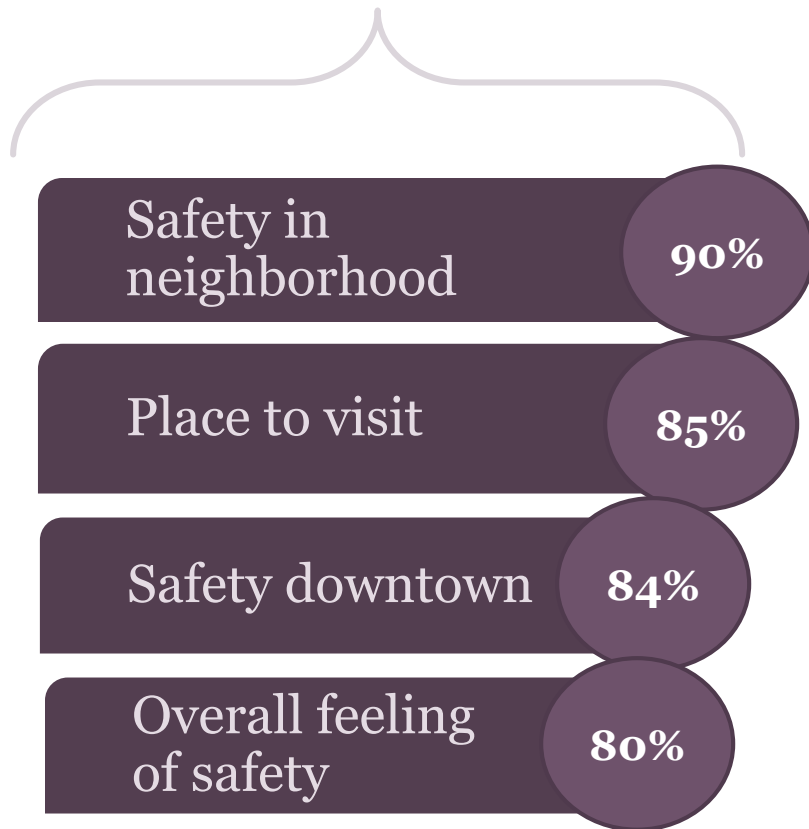
At least

3 in 5

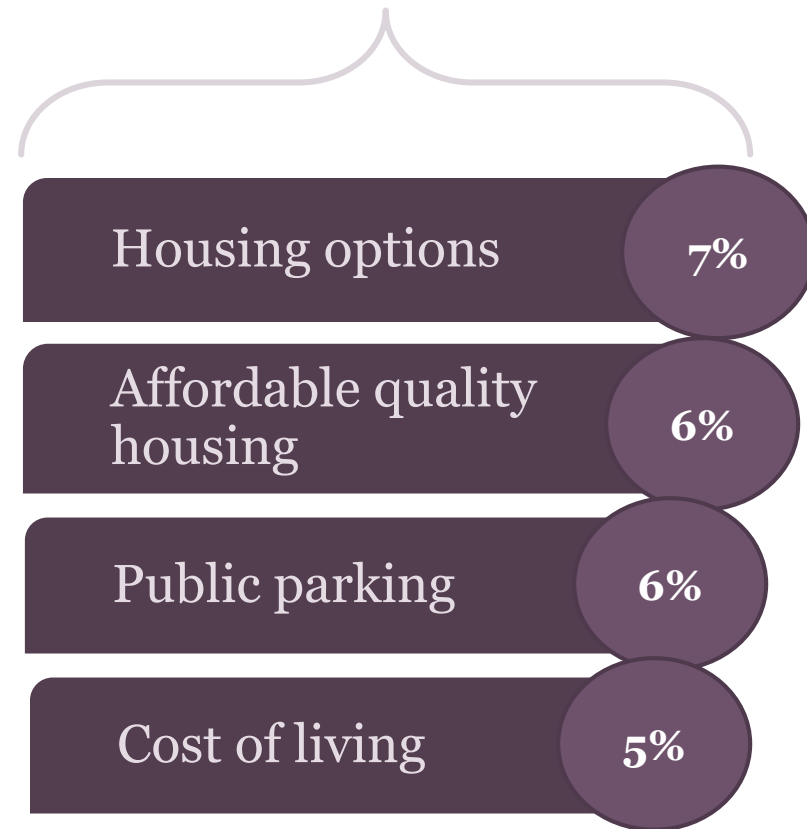
“excellent or good”

Community Characteristics

Highest Rated Characteristics:

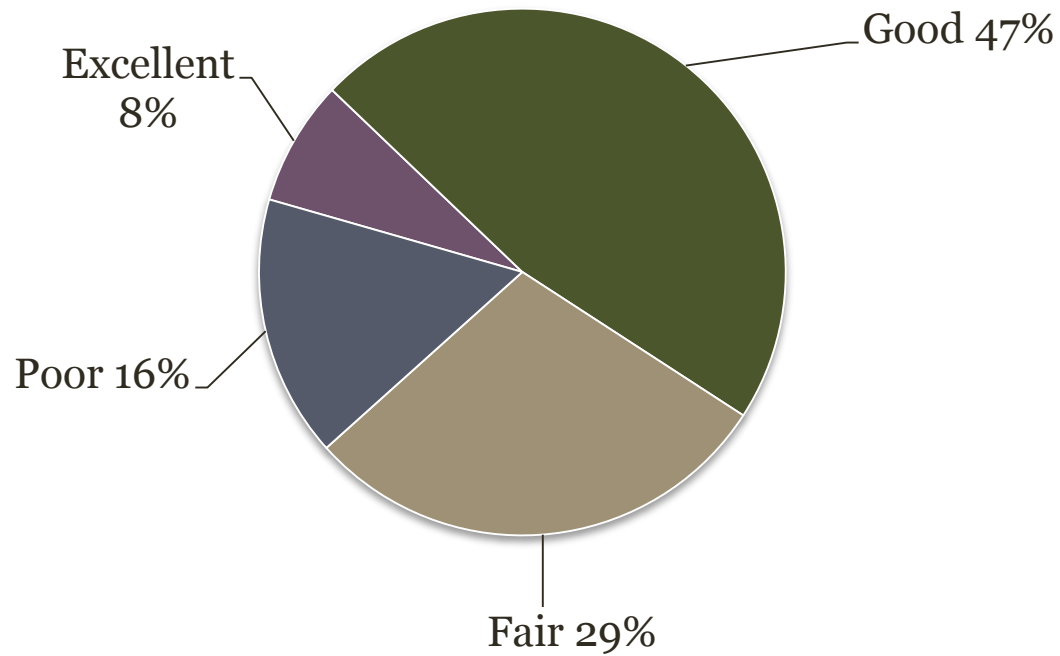


Lowest Rated Characteristics:



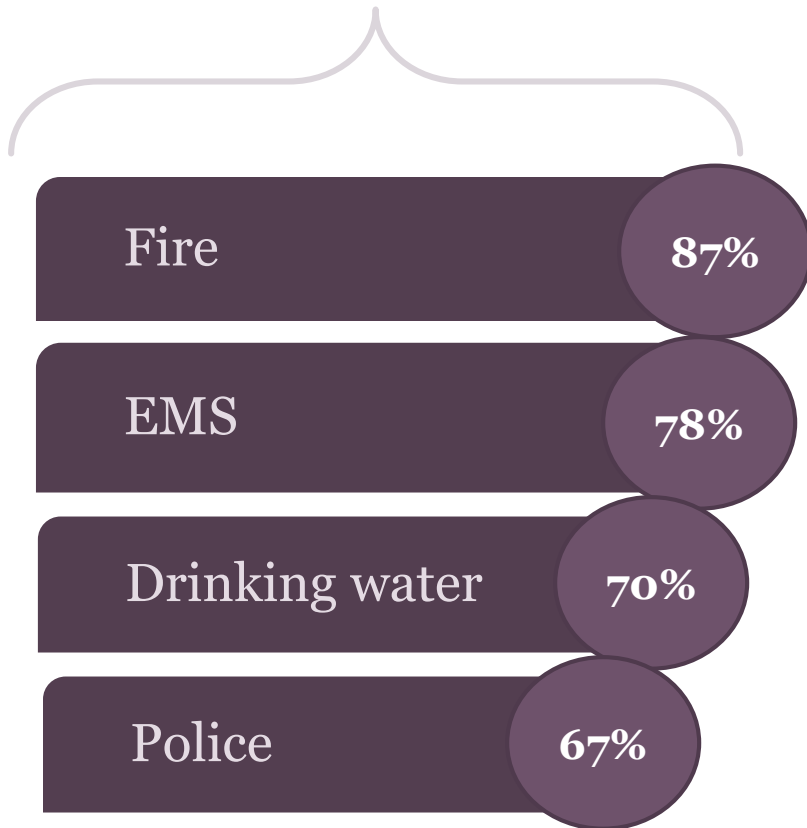
Governance

Overall Quality of City Services

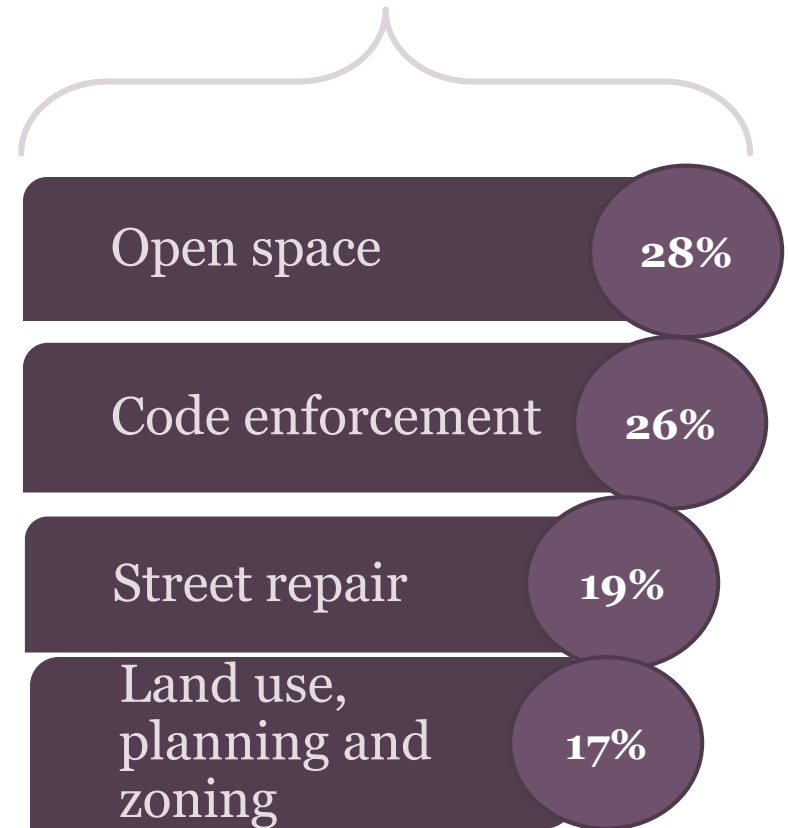


Governance

Highest Rated Services:

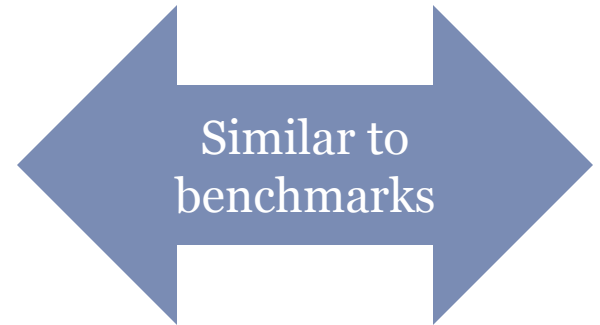
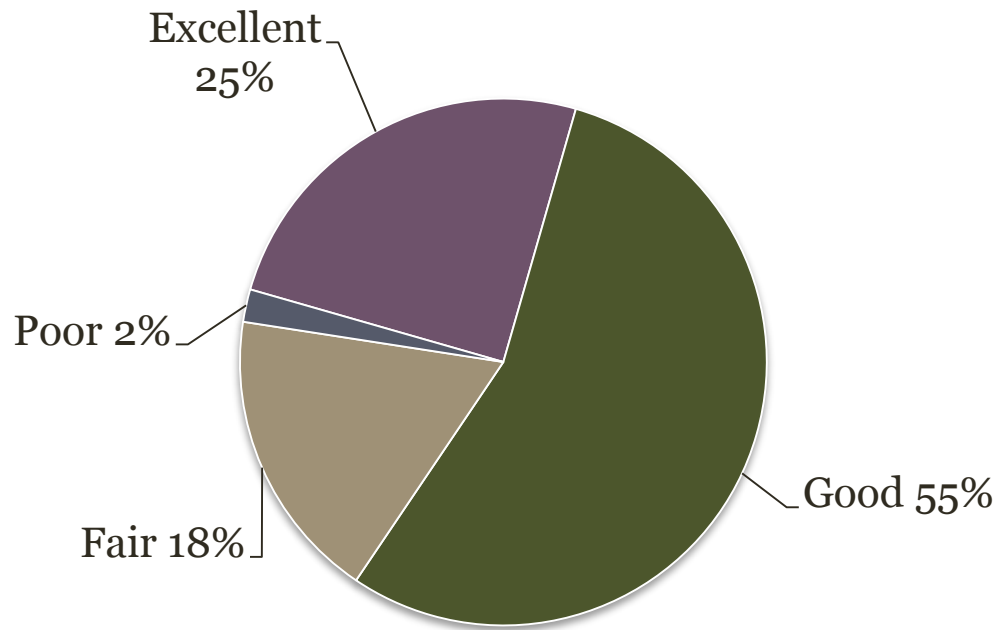


Lowest Rated Services:



Residents feel safe in Key West

Overall Feeling of Safety



Safety

At least **4 in 5** felt safe:

- in neighborhoods
- in Key West's Downtown



Similar to
benchmarks

Safety Services

Fire

EMS

Police

Emergency preparedness

Fire prevention

Crime prevention

Majority
“excellent or good”



Residents of Key West are engaged in the community

Engaged Civically

Attended a public
meeting

Watched a public
meeting

Voted in local elections

Higher
than
custom
benchmarks



Engaged Socially

Openness and acceptance

Neighborliness

Social events and activities

At least

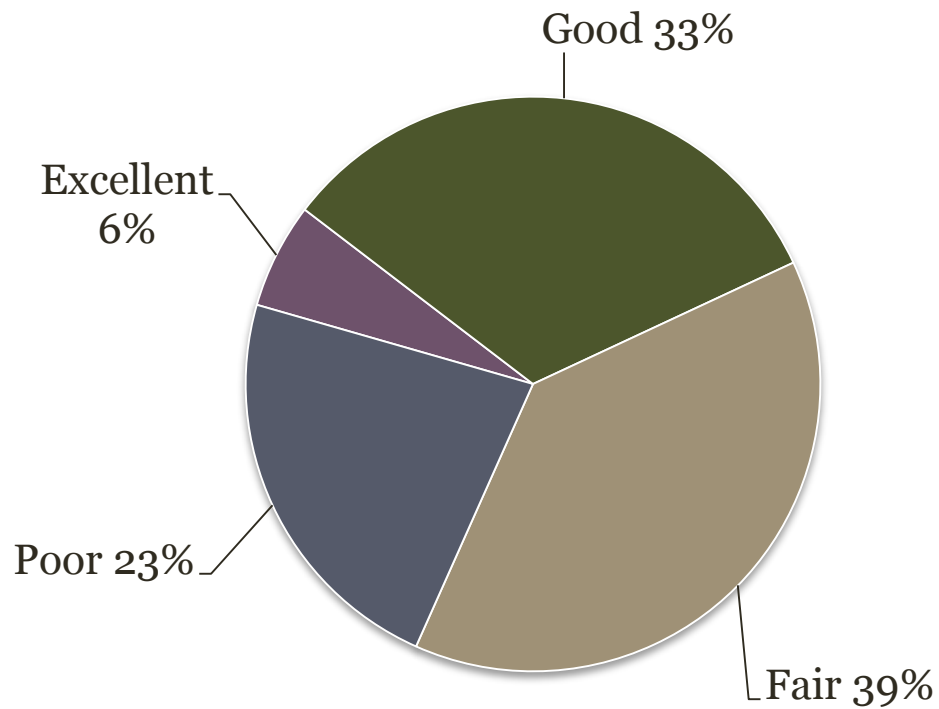
7 in 10

“excellent or good”



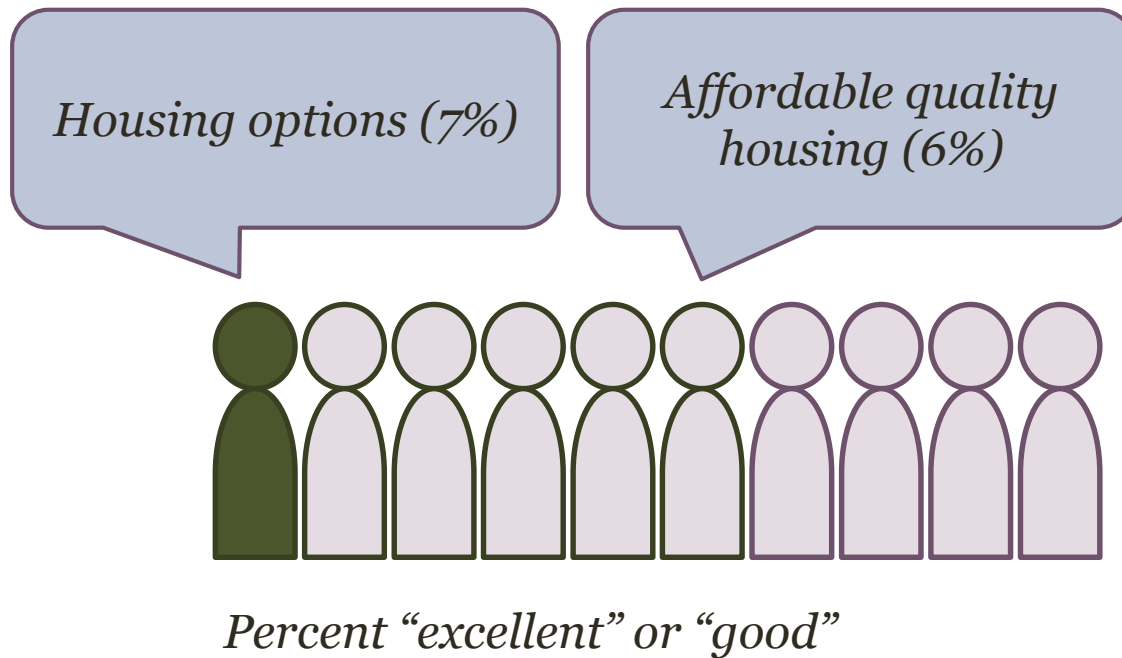
Built Environment leaves potential for improvement

Overall Built Environment



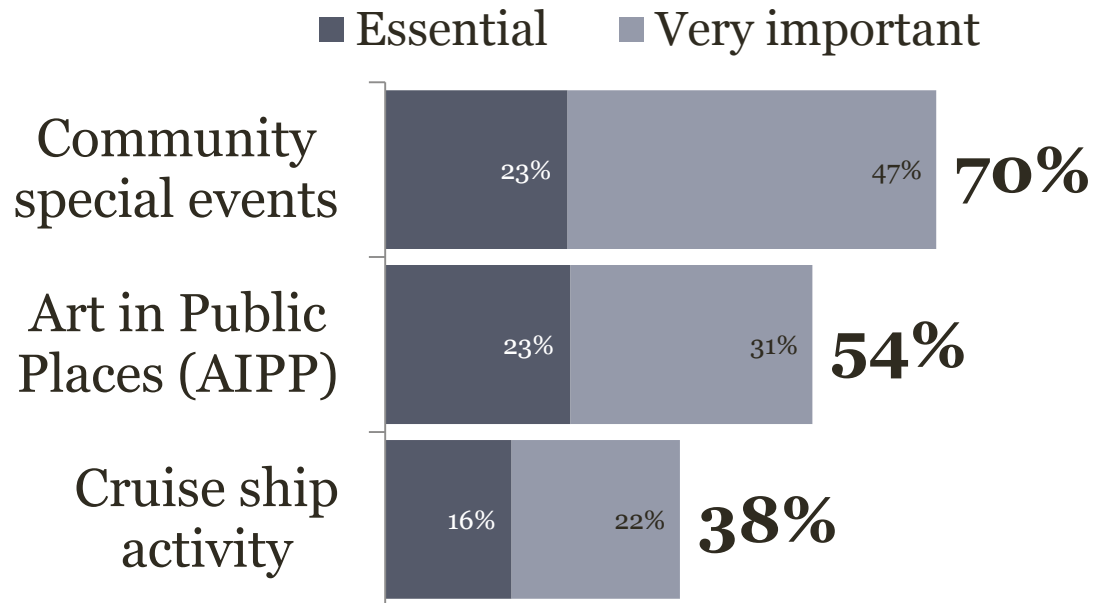
Lower
than
benchmarks

Key West Housing

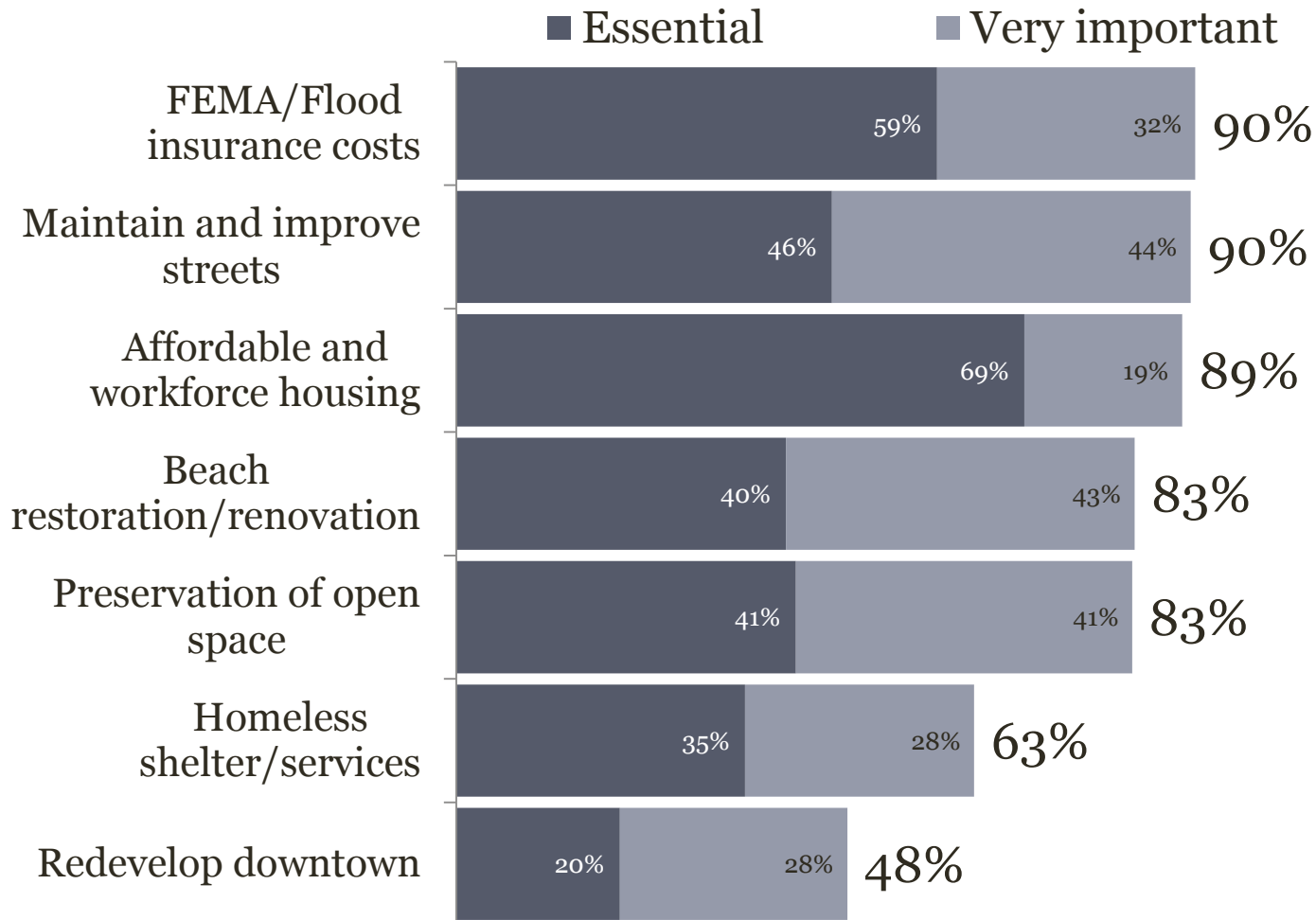


Special Topics

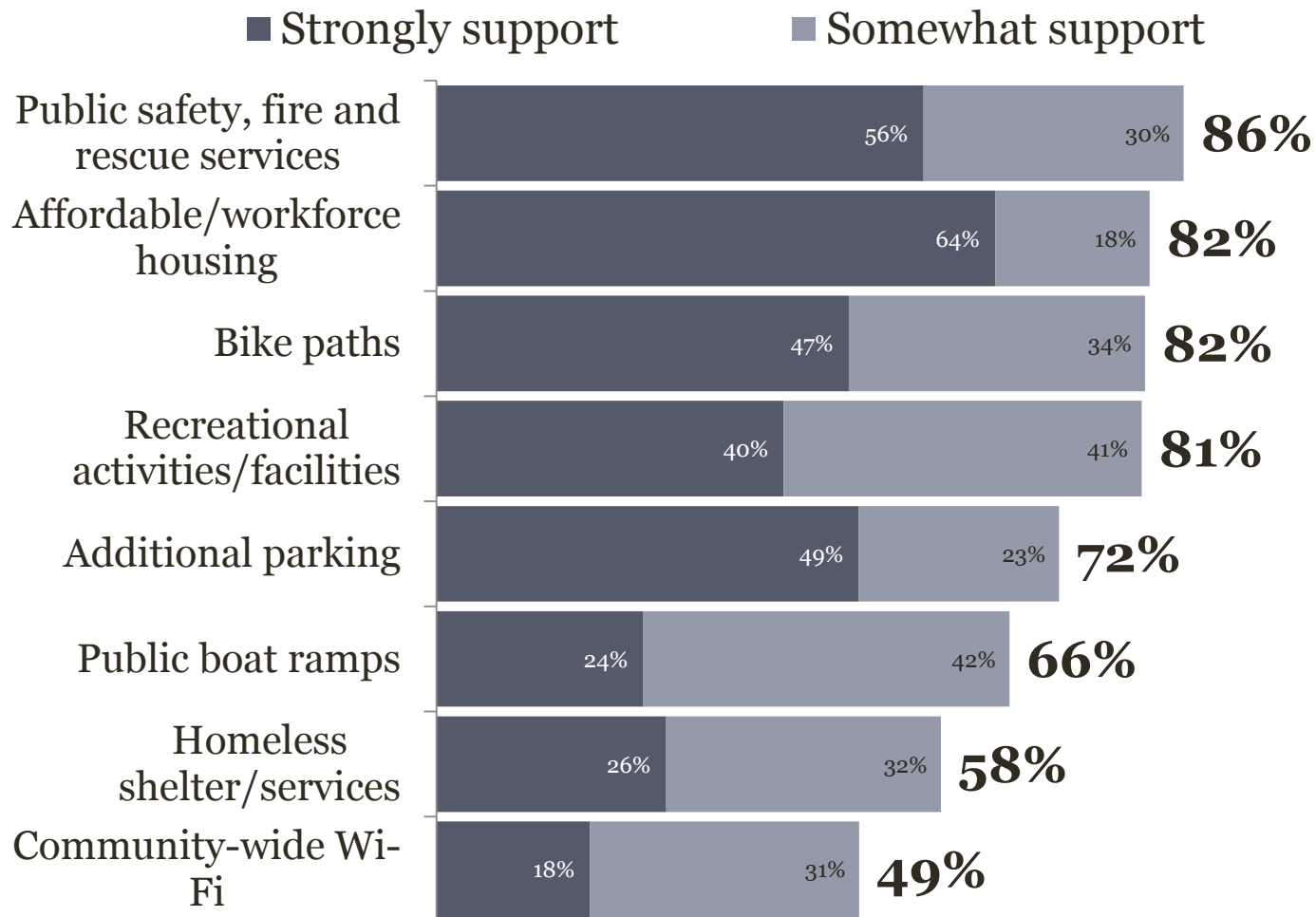
Importance to Quality of Life



Important Projects and Issues



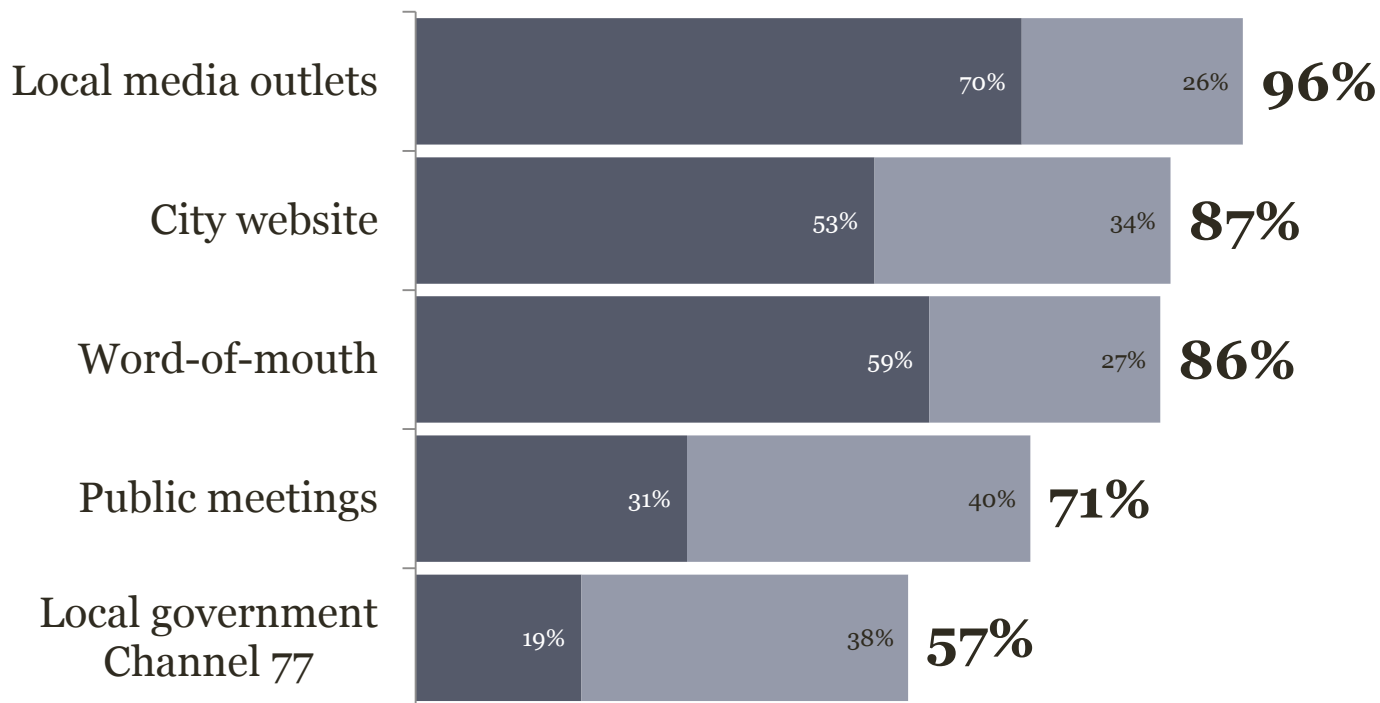
Potential Property Tax Increases



Information Sources

■ Major source

■ Minor source



Biggest Issues

What do you think is the single biggest issue facing Key West over the next three years?

Affordable Housing

“Affordable housing for everyone.”

“No place for the baby boomers to afford to live!!”

**Budget/
taxes/cost
of living**

“Cost of living does not match wages.”

“We are a small town with a big spending attitude.”

**Traffic/
transportation**

“Fixing the streets and bridges.”

“Improve downtown parking and roads”

Conclusions

- Aspects of Safety were rated positively by most residents.
- Residents are socially and civically engaged in the community.
- Room for improvement within Built Environment; affordable housing is a top priority

Questions?



Thank you!

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