

# CITY OF KEY WEST SURVEY RESULTS

February 2024

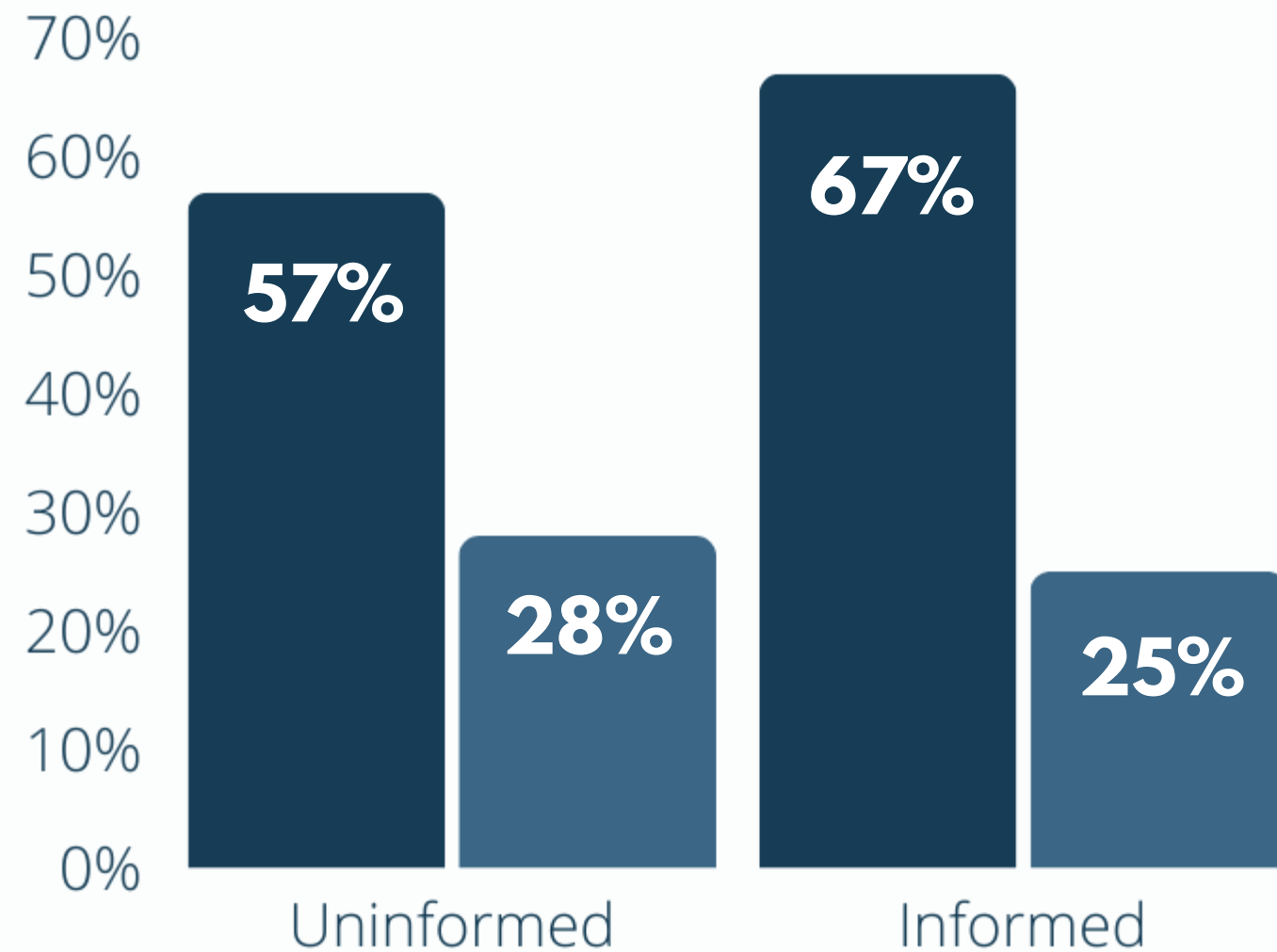


# BACKGROUND

- January 24-29
- Polling Type: Live-call
- 259 likely City of Key West voters
- Balanced to look like the electorate
- Margin of Error  $\pm 6.0\%$  at the 95% confidence level



# BONDS REFERENDUM



## GENERAL OBLIGATION BONDS FOR STREETS, SIDEWALKS, PUBLIC SAFETY, AND PARKS PROJECTS

To improve the city's streets, sidewalks, public safety, public parks, improve resiliency to storm events, and reduce traffic congestion and pay related costs shall Key West, Florida issue bonds not exceeding three hundred million dollars, in one or more series, bearing interest not exceeding the maximum legal rate, maturing not later than thirty years from their issuance date(s), pledging the City's full faith and credit and ad valorem revenues collected to pay such bonds?

# MESSAGING: PROJECTS

Message	More Likely	Net Positive
10. Reduce flooding in local roadways and properties	79%	62%
7. Improve surfaces of local roads	77%	57%
12. Decrease damage from increased winds and storm surge	74%	55%
11. Prepare for sea level rise	73%	53%
6. Ensure safe, separate pathways for pedestrians and bicycles	74%	52%
5. Reduce emergency and 911 fire services response times	65%	41%
9. Beautify and expand green spaces and recreational parks	68%	41%
13. Reduce traffic congestion	65%	39%
8. Upgrade and enrich existing community centers and cultural facilities	63%	33%
14. Increase the number of reliable parking options	60%	27%
4. Replace an obsolete fire station	50%	12%

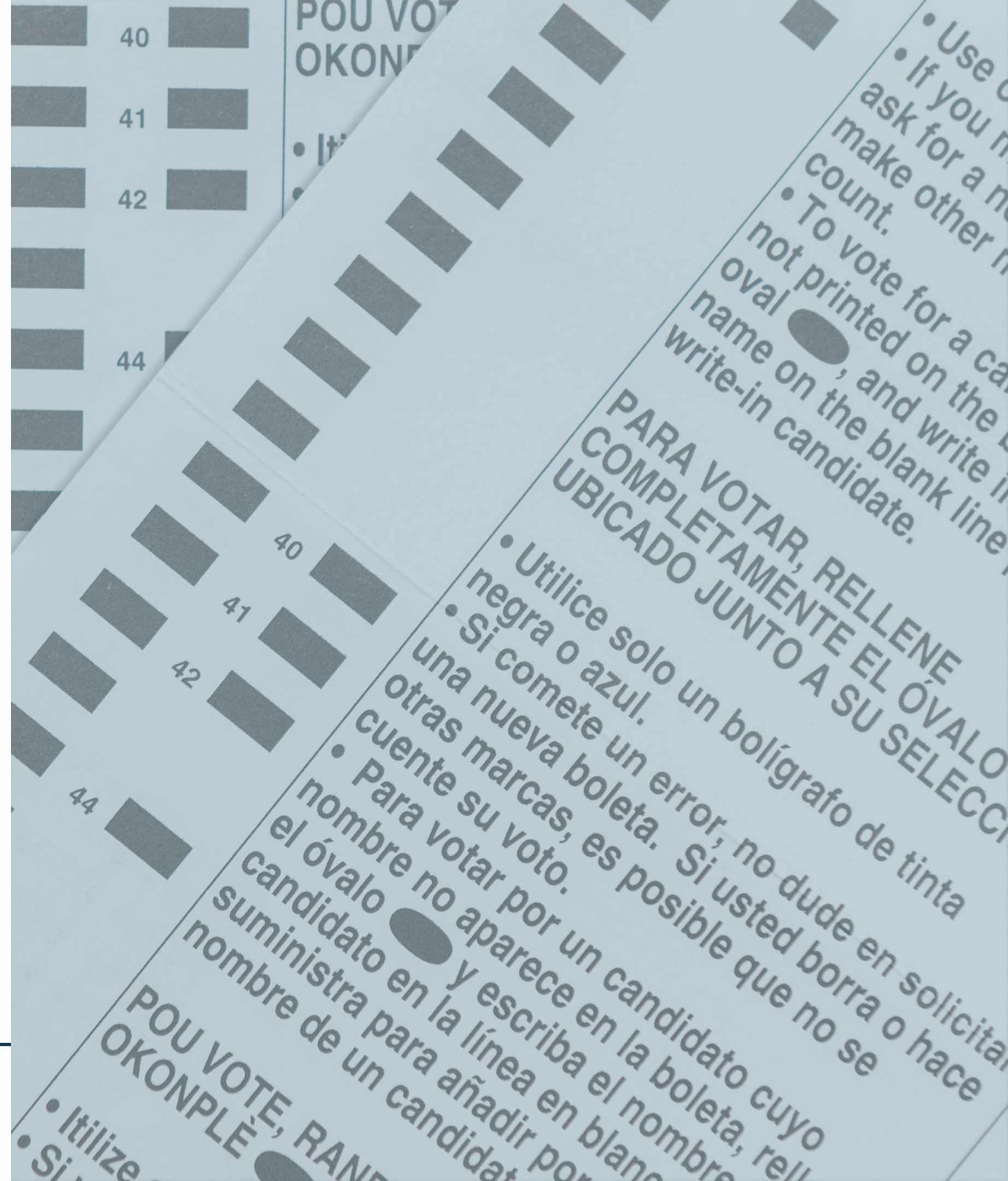
# MESSAGING: IMPLEMENTATION

Message	More Likely	Net Positive
15. Every dollar raised would stay right here in the City of Key West.	85%	74%
19. Most of the costs would be paid by big corporations, hotels, and people from out of town who own second homes in Key West.	74%	56%
17. This would not increase your local property tax rate.	71%	50%
16. Studies show that bond initiatives like these can improve home values.	59%	30%
18. The annual taxpayer impact for this referendum would be over \$1,000 for homeowners.	39%	-10%

# RECOMMENDED LANGUAGE

## GENERAL OBLIGATION BONDS FOR FLOODING, ROADS, SIDEWALKS, AND PARKS PROJECTS

To reduce flooding on local roads, reduce traffic congestion, expand pathways for pedestrians and bicyclists, decrease impacts of storms, and reduce 911 emergency response times shall Key West, Florida issue bonds not exceeding three hundred million dollars, in one or more series, bearing interest not exceeding the maximum legal rate, maturing not later than thirty years from their issuance date(s), pledging the City's full faith, credit, and ad valorem revenues collected to pay such bonds?





**THANK YOU**

clearview  
RESEARCH