



CITY OF CAPE CORAL, FL 2013



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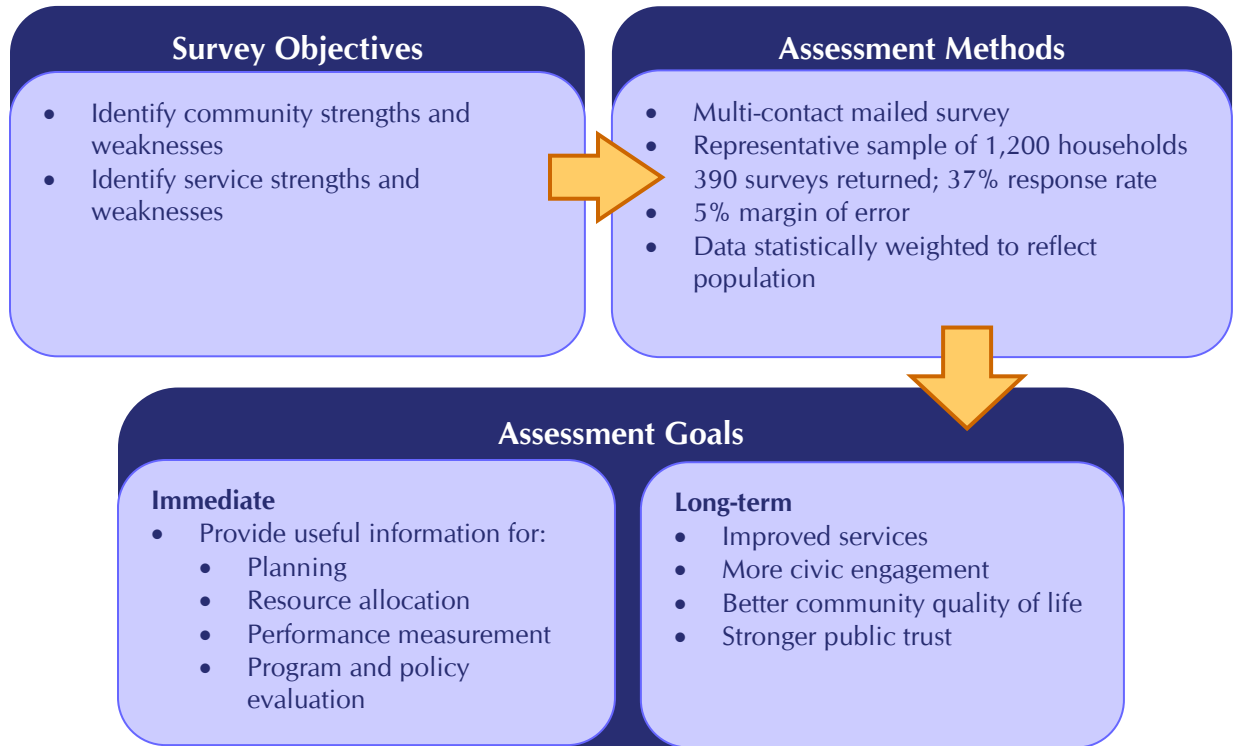
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 390 completed surveys were obtained, providing an overall response rate of 37%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Cape Coral was developed in close cooperation with local jurisdiction staff. Cape Coral staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Cape Coral Survey (390 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Cape Coral, but from City of Cape Coral services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Cape Coral chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Cape Coral survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Cape Coral results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Cape Coral's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Cape Coral survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Cape Coral and believed the City was a good place to live. The overall quality of life in the City of Cape Coral was rated as “excellent” or “good” by 73% of respondents. A majority reported they plan on staying in the City of Cape Coral for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were air quality, opportunities to participate in religious or spiritual activities, and volunteer opportunities. The three characteristics receiving the least positive ratings were ease of rail or subway travel in Cape Coral, employment opportunities, and ease of bus travel in Cape Coral.

Ratings of community characteristics were compared to the benchmark database. Of the 32 characteristics for which comparisons were available, three were above the national benchmark comparison, 12 were similar to the national benchmark comparison and 17 were below.

Residents in the City of Cape Coral were somewhat civically engaged. While only 17% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 95% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Cape Coral, which was lower than the benchmark.

In general, survey respondents demonstrated trust in local government. Close to half rated the overall direction being taken by the City of Cape Coral as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of the City of Cape Coral in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

City services rated were able to be compared to the benchmark database. Of the 37 services for which comparisons were available, four were above the benchmark comparison, ten were similar to the benchmark comparison and 23 were below.

A Key Driver Analysis was conducted for the City of Cape Coral which examined the relationships between ratings of each service and ratings of the City of Cape Coral's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Cape Coral can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Ambulance or emergency medical services
- City parks
- Emergency preparedness
- Public information services
- Street repair

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Cape Coral – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Cape Coral. Residents were asked whether they planned to move soon or if they would recommend the City of Cape Coral to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Cape Coral offers services and amenities that work.

A majority of the City of Cape Coral’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

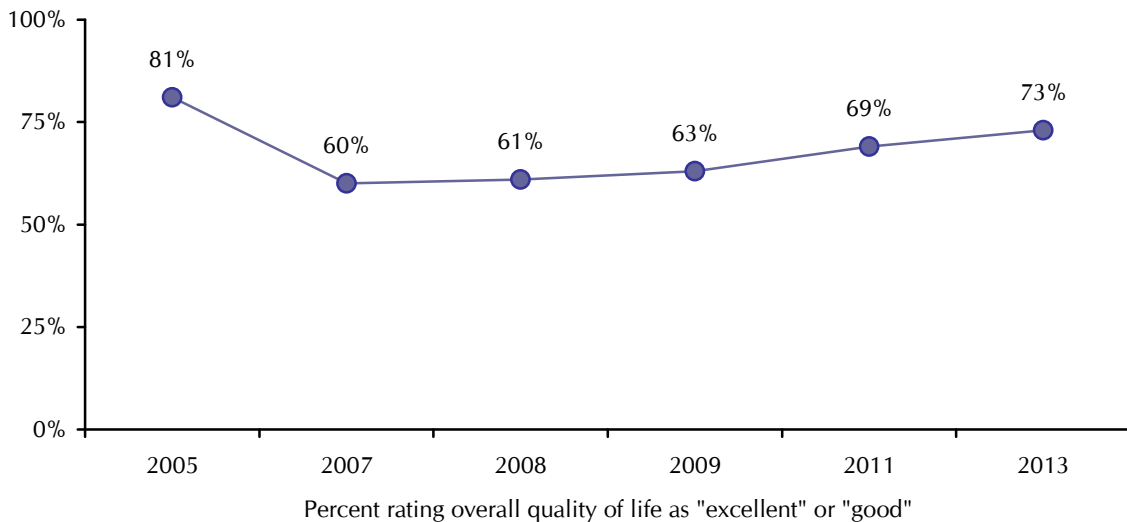


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2013	2011	2009	2008	2007	2005
The overall quality of life in Cape Coral	73%	69%	63%	61%	60%	81%
Your neighborhood as a place to live	77%	77%	75%	71%	75%	83%
Cape Coral as a place to live	80%	74%	67%	71%	69%	84%
Percent "excellent" or "good"						

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

	2013	2011	2009	2008	2007	2005
Recommend living in Cape Coral to someone who asks	81%	77%	70%	72%	NA	NA
Remain in Cape Coral for the next five years	81%	79%	73%	73%	NA	NA
Percent "somewhat" or "very" likely						

FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Cape Coral	Below
Your neighborhood as place to live	Similar
Cape Coral as a place to live	Below
Recommend living in Cape Coral to someone who asks	Similar
Remain in Cape Coral for the next five years	Similar

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of seven aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel in Cape Coral was given the most positive rating, followed by ease of walking Cape Coral. These ratings tended to be lower than the benchmark. Ratings for ease of bicycle travel and for the availability of paths and walking trails increased over time.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2013	2011	2009	2008	2007	2005
Ease of car travel in Cape Coral	59%	52%	46%	42%	27%	36%
Ease of bus travel in Cape Coral	26%	21%	25%	24%	19%	33%
Ease of rail or subway travel in Cape Coral	9%	8%	NA	NA	NA	NA
Ease of bicycle travel in Cape Coral	39%	31%	32%	31%	24%	29%
Ease of walking in Cape Coral	41%	38%	28%	32%	30%	33%
Availability of paths and walking trails	36%	28%	25%	30%	NA	NA
Traffic flow on major streets	40%	33%	36%	31%	NA	NA
Percent "excellent" or "good"						

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Cape Coral	Similar
Ease of bus travel in Cape Coral	Much below
Ease of rail or subway travel in Cape Coral	Much below
Ease of bicycle travel in Cape Coral	Much below
Ease of walking in Cape Coral	Much below
Availability of paths and walking trails	Much below
Traffic flow on major streets	Below

Seven transportation services were rated in Cape Coral. Ratings for street repair, traffic signal timing and the amount of public parking increased from 2011 to 2013.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005
Street repair	39%	29%	33%	36%	27%	30%
Street cleaning	51%	52%	40%	48%	33%	42%
Street lighting	40%	38%	39%	47%	39%	43%
Sidewalk maintenance	43%	39%	42%	43%	35%	37%
Traffic signal timing	48%	39%	44%	44%	30%	37%
Bus or transit services	44%	41%	40%	44%	37%	45%
Amount of public parking	43%	35%	41%	43%	36%	NA
Percent "excellent" or "good"						

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much below
Street cleaning	Much below
Street lighting	Much below
Sidewalk maintenance	Much below
Traffic signal timing	Below
Bus or transit services	Much below
Amount of public parking	Similar

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

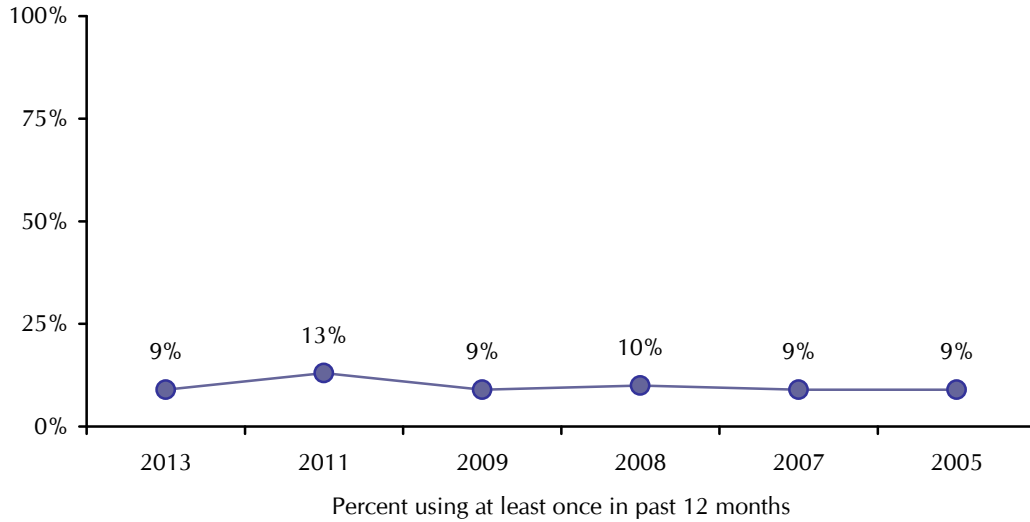


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Cape Coral	Much less

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

	2013	2011	2009	2008	2007	2005
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	80%	73%	75%	81%	NA	NA
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%	13%	15%	12%	NA	NA
Bus, rail, subway or other public transportation	1%	0%	1%	1%	NA	NA
Walk	1%	1%	0%	0%	NA	NA
Bicycle	0%	0%	0%	1%	NA	NA
Work at home	6%	8%	8%	4%	NA	NA
Other	2%	4%	1%	0%	NA	NA

FIGURE 14: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	More

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Cape Coral residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 52% of respondents, while the variety of housing options was rated as “excellent” or “good” by 63% of respondents. The rating of perceived affordable housing availability was better in the City of Cape Coral than the ratings, on average, in comparison jurisdictions.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2013	2011	2009	2008	2007	2005
Availability of affordable quality housing	52%	56%	59%	48%	18%	30%
Variety of housing options	63%	53%	62%	63%	NA	NA
Percent "excellent" or "good"						

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Above
Variety of housing options	Above

To augment the perceptions of affordable housing in Cape Coral, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Cape Coral experiencing housing cost stress. About 37% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 17: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

	2013	2011	2009	2008	2007	2005
Housing costs 30% or more of income	37%	39%	50%	NA	NA	NA
Percent of respondents						

FIGURE 18: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Cape Coral and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Cape Coral was rated as “excellent” by 11% of respondents and as “good” by an additional 42%. The overall appearance of Cape Coral was rated as “excellent” or “good” by 68% of respondents and was similar to the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Cape Coral, 14% thought they were a “major” problem.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2013	2011	2009	2008	2007	2005
Overall quality of new development in Cape Coral	53%	45%	43%	51%	52%	NA
Overall appearance of Cape Coral	68%	60%	51%	54%	53%	64%
Percent "excellent" or "good"						

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Cape Coral	Below
Overall appearance of Cape Coral	Similar

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

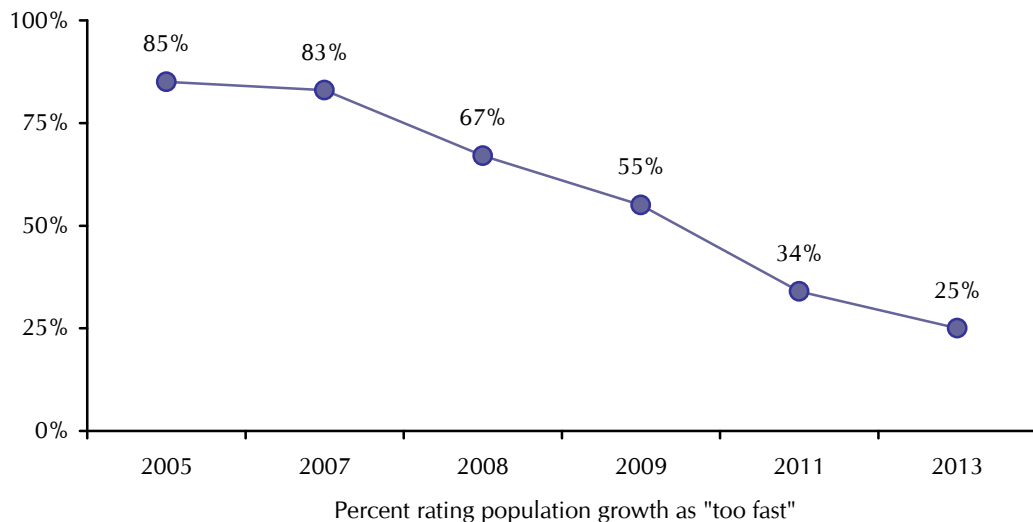


FIGURE 22: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much less

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

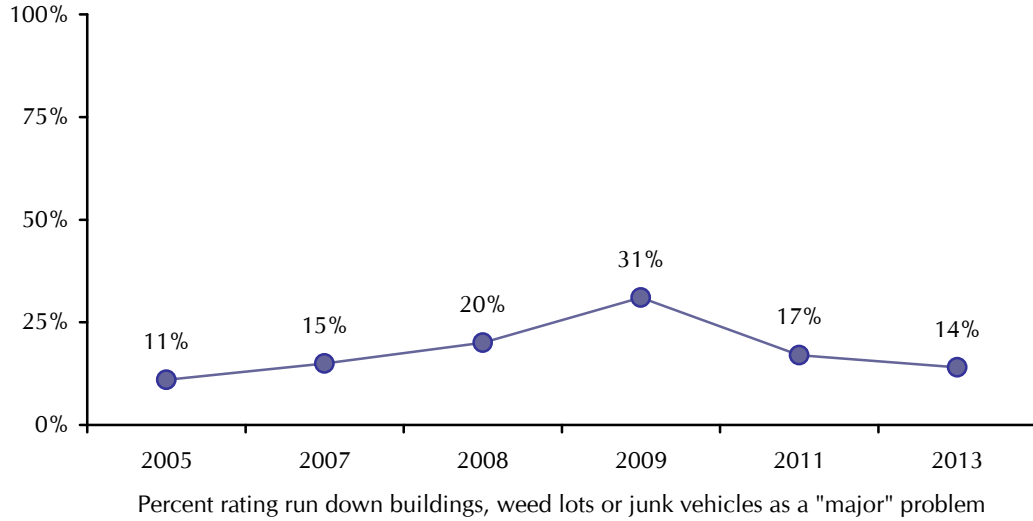


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	More

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005
Land use, planning and zoning	32%	24%	25%	27%	19%	27%
Code enforcement (weeds, abandoned buildings, etc.)	31%	36%	23%	33%	31%	43%
Animal control	52%	48%	51%	46%	50%	60%
Percent "excellent" or "good"						

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much below
Code enforcement (weeds, abandoned buildings, etc.)	Much below
Animal control	Below

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments in Cape Coral and shopping opportunities. Receiving the lowest rating was employment opportunities. Ratings for employment opportunities, shopping opportunities, Cape Coral as a place to work and for the overall quality of business and service establishments had all increased from 2011 to 2013.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2013	2011	2009	2008	2007	2005
Employment opportunities	19%	11%	8%	17%	21%	37%
Shopping opportunities	54%	44%	51%	49%	42%	40%
Cape Coral as a place to work	34%	23%	29%	26%	33%	NA
Overall quality of business and service establishments in Cape Coral	58%	47%	56%	56%	NA	NA
Percent "excellent" or "good"						

FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much below
Shopping opportunities	Similar
Cape Coral as a place to work	Much below
Overall quality of business and service establishments in Cape Coral	Below

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Cape Coral, 88% responded that it was “too slow,” while 46% reported retail growth as “too slow.” Many more residents in Cape Coral compared to other jurisdictions believed that retail growth was too slow and many more residents believed that jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2013	2011	2009	2008	2007	2005
Retail growth seen as too slow	46%	53%	40%	28%	41%	60%
Jobs growth seen as too slow	88%	95%	95%	84%	76%	70%
Percent of respondents						

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much more
Jobs growth seen as too slow	Much more

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

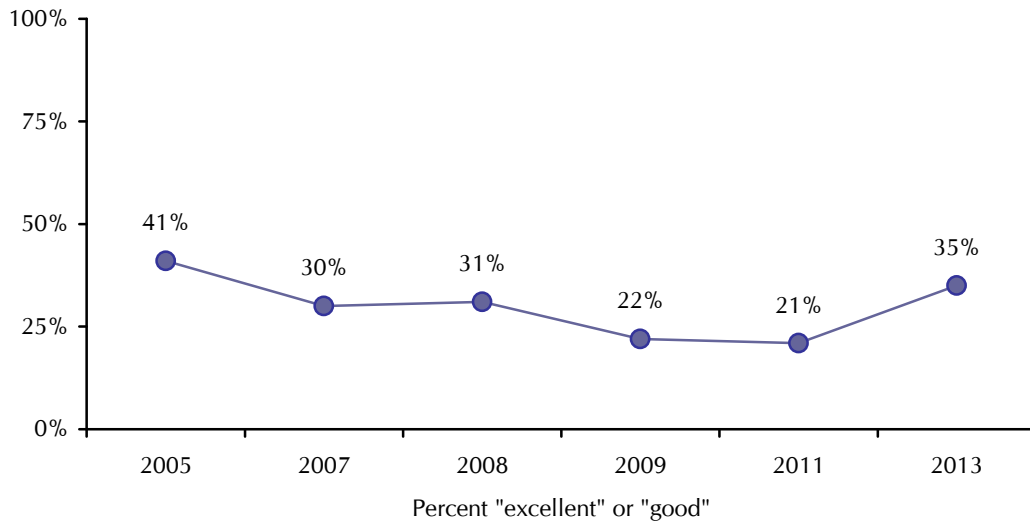


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much below

Residents were asked to reflect on their economic prospects in the near term. Twenty-seven percent of the City of Cape Coral residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was higher than in comparison jurisdictions.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

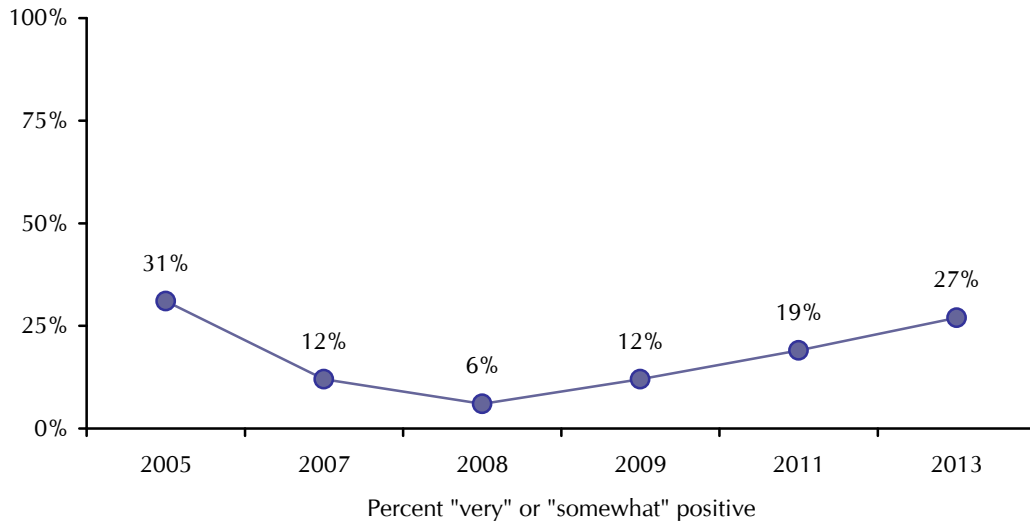


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

Comparison to benchmark	
Positive impact of economy on household income	Above

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Cape Coral. About 74% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 79% felt “very” or “somewhat” safe from environmental hazards.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2013	2011	2009	2008	2007	2005
Safety in your neighborhood during the day	94%	95%	92%	90%	93%	95%
Safety in your neighborhood after dark	79%	82%	72%	69%	71%	77%
Safety in Cape Coral's downtown area during the day	92%	93%	89%	88%	87%	92%
Safety in Cape Coral's downtown area after dark	62%	67%	57%	59%	56%	74%
Safety from violent crime (e.g., rape, assault, robbery)	74%	76%	67%	62%	60%	75%
Safety from property crimes (e.g, burglary, theft)	59%	61%	44%	45%	44%	53%
Safety from environmental hazards	79%	81%	76%	68%	NA	NA
Percent "very" or "somewhat" safe						

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Similar
In your neighborhood after dark	Similar
In Cape Coral's downtown area during the day	Similar
In Cape Coral's downtown area after dark	Above
Violent crime (e.g., rape, assault, robbery)	Similar
Property crimes (e.g., burglary, theft)	Similar
Environmental hazards, including toxic waste	Similar

As assessed by the survey, 10% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 93% had reported it to police. Compared to other jurisdictions a similar amount of Cape Coral residents had been victims of crime in the 12 months preceding the survey and many more Cape Coral residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2013	2011	2009	2008	2007	2005
During the past 12 months, were you or anyone in your household the victim of any crime?	10%	12%	15%	14%	20%	13%
If yes, was this crime (these crimes) reported to the police?	93%	88%	84%	85%	75%	90%
Percent "yes"						

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	Much more

Residents rated eight City public safety services; of these, one was rated above the benchmark comparison, five were rated similar to the benchmark comparison and two were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement received the lowest ratings.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005
Police services	77%	72%	72%	71%	65%	82%
Fire services	93%	89%	87%	90%	90%	95%
Ambulance or emergency medical services	90%	88%	88%	89%	82%	93%
Crime prevention	71%	71%	50%	52%	51%	76%
Fire prevention and education	69%	78%	65%	68%	65%	83%
Municipal courts	64%	65%	45%	56%	44%	NA
Traffic enforcement	59%	56%	50%	55%	43%	51%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	64%	61%	68%	67%	NA	NA
Percent "excellent" or "good"						

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Similar
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Above
Fire prevention and education	Much below
Traffic enforcement	Below
Courts	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar

FIGURE 41: CONTACT WITH POLICE AND FIRE DEPARTMENTS BY YEAR

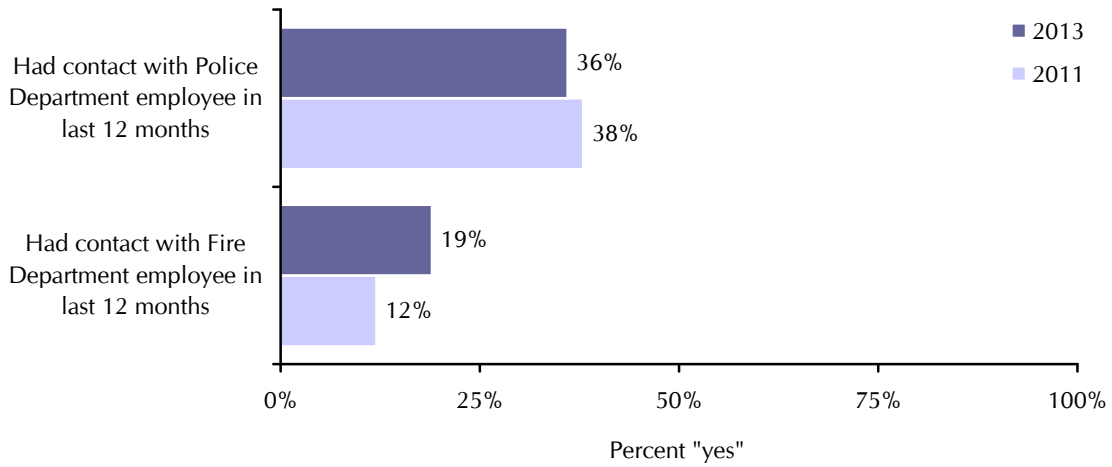


FIGURE 42: RATINGS OF POLICE AND FIRE EMPLOYEES BY YEAR

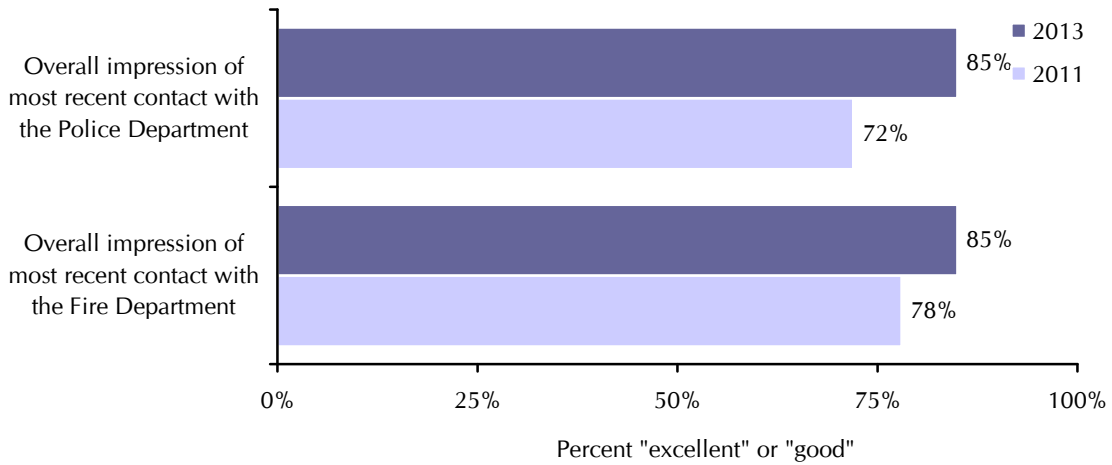


FIGURE 43: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Cape Coral Police Department	Similar
Overall impression of most recent contact with the City of Cape Coral Police Department	Above
Had contact with the City of Cape Coral Fire Department	More
Overall impression of most recent contact with the City of Cape Coral Fire Department	Similar

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Cape Coral were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 67% of survey respondents. Air quality received the highest rating, and it was much above the benchmark. Ratings for preservation of natural areas improved over time.

FIGURE 44: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

	2013	2011	2009	2008	2007	2005
Cleanliness of Cape Coral	70%	67%	53%	60%	NA	NA
Quality of overall natural environment in Cape Coral	67%	61%	63%	58%	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	55%	48%	47%	42%	NA	NA
Air quality	81%	78%	84%	76%	73%	87%
Percent "excellent" or "good"						

FIGURE 45: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Cape Coral	Similar
Quality of overall natural environment in Cape Coral	Below
Preservation of natural areas such as open space, farmlands and greenbelts	Below
Air quality	Much above

Resident recycling was much greater than recycling reported in comparison communities.

FIGURE 46: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

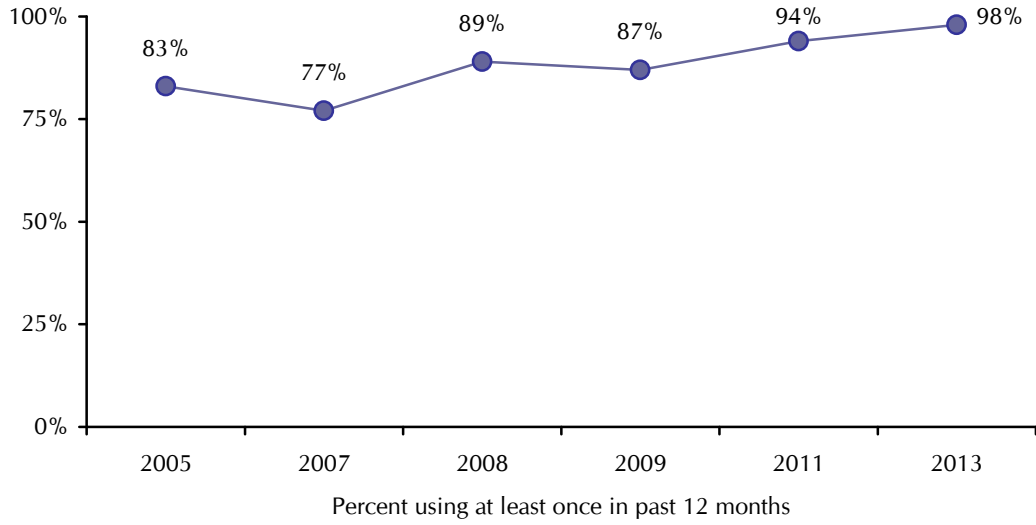


FIGURE 47: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the seven utility services rated by those completing the questionnaire, two were higher than the benchmark comparison, two were similar and three were below the benchmark comparison. Ratings for recycling and garbage collection increased from 2011 to 2013.

FIGURE 48: RATINGS OF UTILITY SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005
Power (electric and/or gas) utility	70%	65%	67%	72%	NA	NA
Sewer services	65%	59%	63%	69%	52%	73%
Drinking water	44%	46%	48%	47%	37%	48%
Storm drainage	54%	52%	55%	58%	33%	49%
Yard waste pick-up	80%	77%	80%	80%	70%	77%
Recycling	87%	79%	84%	84%	72%	84%
Garbage collection	84%	74%	82%	82%	76%	84%
Percent "excellent" or "good"						

FIGURE 49: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Similar
Sewer services	Much below
Drinking water	Much below
Storm drainage	Below
Yard waste pick-up	Above
Recycling	Much above
Garbage collection	Similar

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Cape Coral were rated somewhat positively as were services related to parks and recreation.

FIGURE 50: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

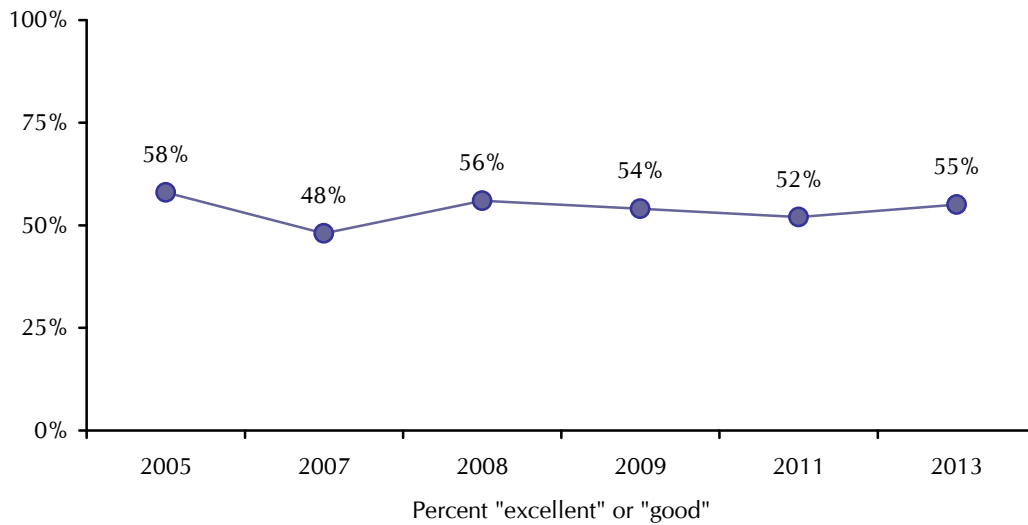


FIGURE 51: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much below

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2013	2011	2009	2008	2007	2005
Used Cape Coral recreation centers	57%	60%	59%	68%	58%	58%
Participated in a recreation program or activity	42%	45%	49%	48%	47%	52%
Visited a neighborhood park or City park	80%	87%	86%	85%	84%	80%
Percent using at least once in last 12 months						

FIGURE 53: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Cape Coral recreation centers	Similar
Participated in a recreation program or activity	Less
Visited a neighborhood park or City park	Less

FIGURE 54: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005
City parks	83%	80%	85%	76%	64%	69%
Recreation programs or classes	70%	68%	67%	72%	67%	68%
Recreation centers or facilities	68%	64%	68%	66%	57%	61%
Percent "excellent" or "good"						

FIGURE 55: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Similar
Recreation programs or classes	Similar
Recreation centers or facilities	Similar

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 50% of respondents. Educational opportunities were rated as “excellent” or “good” by 40% of respondents. Compared to the benchmark data, educational opportunities were much below the average of comparison jurisdictions, while cultural activity opportunities were rated similar to the benchmark comparison.

About 63% of Cape Coral residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was much less than in comparison jurisdictions.

FIGURE 56: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2013	2011	2009	2008	2007	2005
Opportunities to attend cultural activities	50%	44%	43%	41%	54%	55%
Educational opportunities	40%	33%	36%	38%	41%	NA
Percent "excellent" or "good"						

FIGURE 57: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Similar
Educational opportunities	Much below

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2013	2011	2009	2008	2007	2005
Used Cape Coral public libraries or their services	63%	72%	72%	74%	69%	72%
Participated in religious or spiritual activities in Cape Coral	53%	53%	55%	53%	NA	NA
Percent using at least once in last 12 months						

FIGURE 59: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Cape Coral public libraries or their services	Much less
Participated in religious or spiritual activities in Cape Coral	Similar

FIGURE 60: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005
Public schools	68%	57%	63%	62%	45%	63%
Public library services	89%	83%	89%	83%	82%	88%
Percent "excellent" or "good"						

FIGURE 61: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Below
Public library services	Above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Cape Coral were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services.

Among Cape Coral residents, 45% rated affordable quality health care as “excellent” or “good.”

FIGURE 62: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2013	2011	2009	2008	2007	2005
Availability of affordable quality health care	45%	45%	45%	44%	36%	45%
Availability of affordable quality food	58%	57%	65%	55%	63%	NA
Availability of preventive health services	51%	48%	53%	51%	NA	NA
Percent "excellent" or "good"						

FIGURE 63: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much below
Availability of affordable quality food	Below
Availability of preventive health services	Below

FIGURE 64: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

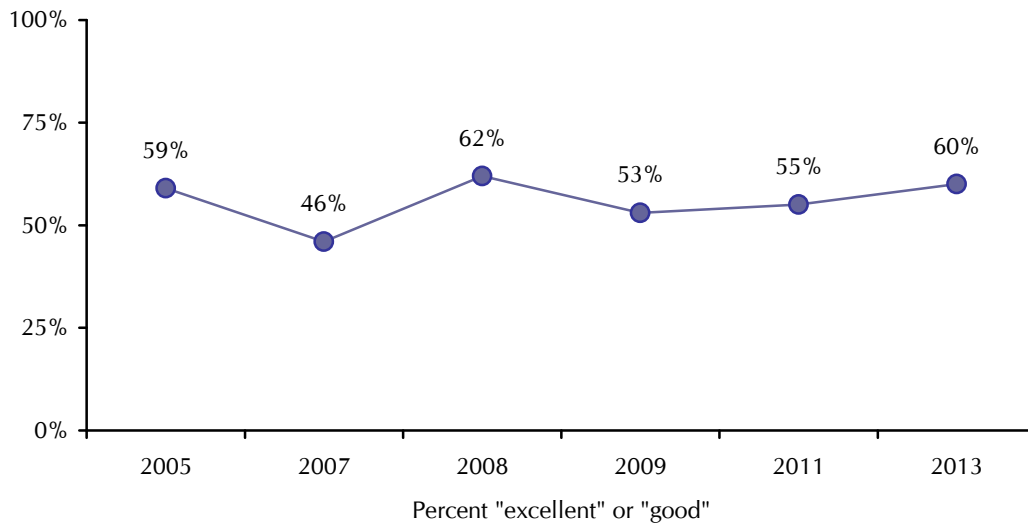


FIGURE 65: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Below

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Cape Coral as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A majority of residents rated the City of Cape Coral as an “excellent” or “good” place to raise kids and a majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt the City of Cape Coral was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents and was similar to the benchmark. Ratings for sense of community and openness and acceptance of the community increased from 2011 to 2013.

FIGURE 66: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2013	2011	2009	2008	2007	2005
Sense of community	63%	51%	50%	48%	45%	55%
Openness and acceptance of the community toward people of diverse backgrounds	64%	58%	55%	58%	55%	60%
Availability of affordable quality child care	41%	44%	39%	29%	24%	38%
Cape Coral as a place to raise children	72%	67%	61%	58%	56%	75%
Cape Coral as a place to retire	78%	75%	69%	67%	61%	78%
Percent "excellent" or "good"						

FIGURE 67: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Similar
Availability of affordable quality child care	Similar
Cape Coral as a place to raise kids	Below
Cape Coral as a place to retire	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 35% to 62% with ratings of “excellent” or “good.”

FIGURE 68: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2013	2011	2009	2008	2007	2005
Services to seniors	62%	67%	59%	68%	61%	73%
Services to youth	51%	47%	44%	54%	33%	40%
Services to low-income people	35%	41%	26%	28%	31%	40%
Percent "excellent" or "good"						

FIGURE 69: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Below
Services to youth	Much below
Services to low income people	Much below

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Cape Coral. Survey participants rated the volunteer opportunities in the City of Cape Coral favorably. Opportunities to attend or participate in community matters were rated less favorably.

The rating for opportunities to participate in community matters was below the benchmark while the rating for opportunities to volunteer was similar to the benchmark.

FIGURE 70: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

	2013	2011	2009	2008	2007	2005
Opportunities to volunteer	75%	69%	67%	76%	NA	NA
Opportunities to participate in community matters	55%	51%	48%	53%	NA	NA
Percent "excellent" or "good"						

FIGURE 71: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Below
Opportunities to volunteer	Similar

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Participating in a club and providing help to a friend or neighbor showed similar rates of involvement; while watching a meeting of local elected officials. Attending a meeting and volunteering showed lower rates of community engagement.

FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

	2013	2011	2009	2008	2007	2005
Attended a meeting of local elected officials or other local public meeting	17%	27%	22%	27%	27%	23%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	45%	53%	58%	56%	61%	62%
Volunteered your time to some group or activity in Cape Coral	33%	44%	37%	36%	42%	44%
Participated in a club or civic group in Cape Coral	33%	31%	31%	34%	NA	NA
Provided help to a friend or neighbor	95%	95%	96%	95%	NA	NA
Percent participating at least once in the last 12 months						

FIGURE 73: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much more
Volunteered your time to some group or activity in Cape Coral	Much less
Participated in a club or civic group in Cape Coral	Similar
Provided help to a friend or neighbor	Similar

¹ Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

Eighty-two percent of Cape Coral residents reported they were registered to vote and 71% indicated they had voted in the last general election. This rate of self-reported voting was lower than that of comparison communities.

FIGURE 74: REPORTED VOTING BEHAVIOR BY YEAR²

	2013	2011	2009	2008	2007	2005
Registered to vote	82%	89%	93%	91%	87%	82%
Voted in the last general election	71%	76%	83%	77%	71%	64%
Percent "yes"						

FIGURE 75: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Less
Voted in last general election	Much less

² Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Cape Coral Web site in the previous 12 months, 62% reported they had done so at least once. Public information services ratings increased from 2011 to 2013.

FIGURE 76: USE OF INFORMATION SOURCES BY YEAR

	2013	2011	2009	2008	2007	2005
Read Cape Coral Newsletter	89%	90%	78%	77%	80%	67%
Visited the City of Cape Coral Web site (at www.capecoral.net)	62%	70%	70%	64%	53%	NA
Percent using at least once in last 12 months						

FIGURE 77: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Cape Coral Newsletter	Much more
Visited the City of Cape Coral Web site	Similar

FIGURE 78: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2013	2011	2009	2008	2007	2005
Cable television	42%	46%	47%	50%	31%	58%
Public information services	62%	53%	65%	61%	53%	72%
Percent "excellent" or "good"						

FIGURE 79: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Much below
Public information services	Below

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 58% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 80: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

	2013	2011	2009	2008	2007	2005
Opportunities to participate in social events and activities	58%	52%	54%	57%	NA	NA
Opportunities to participate in religious or spiritual events and activities	79%	71%	73%	74%	NA	NA
Percent "excellent" or "good"						

FIGURE 81: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Similar
Opportunities to participate in religious or spiritual events and activities	Similar

Residents in Cape Coral reported a strong amount of neighborliness. More than half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities.

FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

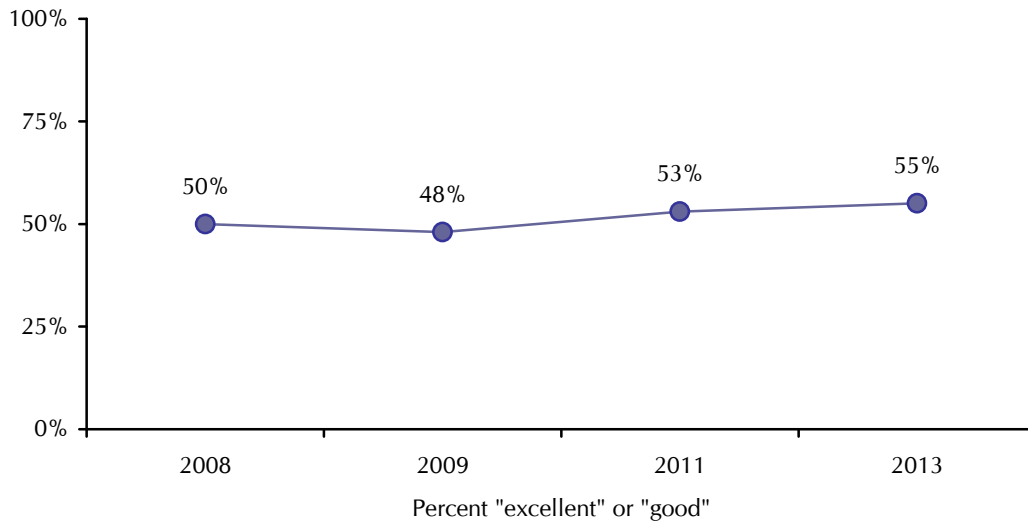


FIGURE 83: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Much more

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents’ opinions about the overall direction the City of Cape Coral is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Cape Coral could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Cape Coral may be colored by their dislike of what all levels of government provide.

About half of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of Cape Coral does at welcoming citizen involvement, 41% rated it as “excellent” or “good.” All public trust ratings increased from 2007 to 2013.

FIGURE 84: PUBLIC TRUST RATINGS BY YEAR

	2013	2011	2009	2008	2007	2005
The value of services for the taxes paid to Cape Coral*	49%	35%	32%	29%	27%	51%
The overall direction that Cape Coral is taking*	47%	32%	29%	33%	31%	53%
The job Cape Coral government does at welcoming citizen involvement*	41%	32%	28%	35%	36%	50%
Overall image or reputation of Cape Coral Percent "excellent" or "good"	59%	48%	44%	49%	48%	NA

* For jurisdictions that have conducted The NCS prior to 2008, this change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 85: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Cape Coral	Below
The overall direction that Cape Coral is taking	Much below
Job Cape Coral government does at welcoming citizen involvement	Below
Overall image or reputation of Cape Coral	Much below

On average, residents of the City of Cape Coral gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of Cape Coral was rated as “excellent” or “good” by 62% of survey participants. The City of Cape Coral’s rating was lower than the benchmark. Ratings of overall City services increased from 2009 to 2013.

FIGURE 86: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF CAPE CORAL BY YEAR

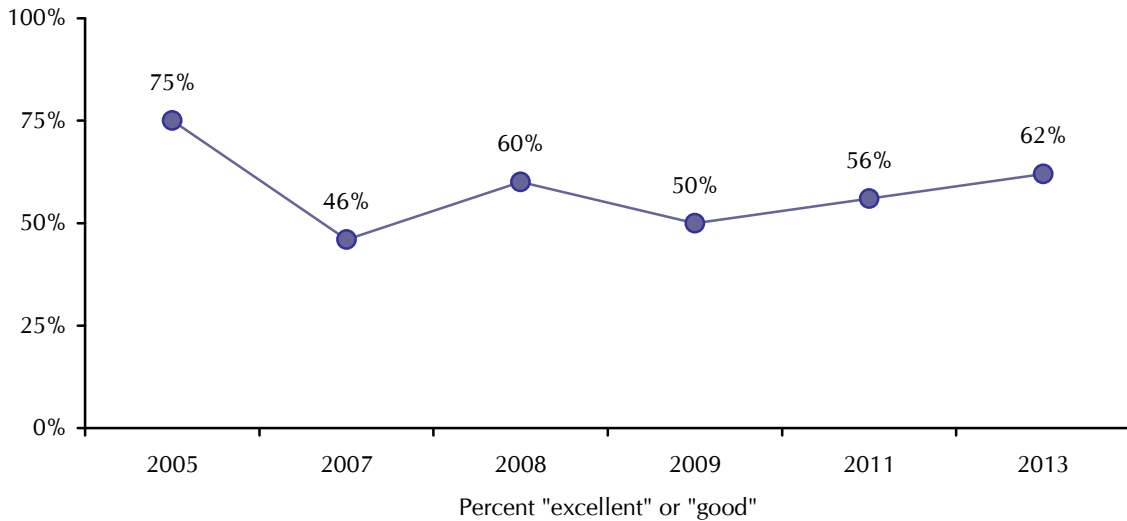


FIGURE 87: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2013	2011	2009	2008	2007	2005
Services provided by City of Cape Coral	62%	56%	50%	60%	46%	75%
Services provided by the Federal Government	38%	36%	32%	41%	34%	45%
Services provided by the State Government	44%	37%	37%	42%	44%	51%
Services provided by Lee County Government	50%	44%	39%	43%	NA	NA
Percent "excellent" or "good"						

FIGURE 88: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Cape Coral	Much below
Services provided by the Federal Government	Similar
Services provided by the State Government	Similar
Services provided by Lee County Government	Similar

City of Cape Coral Employees

The employees of the City of Cape Coral who interact with the public create the first impression that most residents have of the City of Cape Coral. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Cape Coral. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Cape Coral staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 48% who reported that they had been in contact (a percent that is similar to the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 73% of respondents rated their overall impression as "excellent" or "good." Employees ratings were similar to the benchmark.

FIGURE 89: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

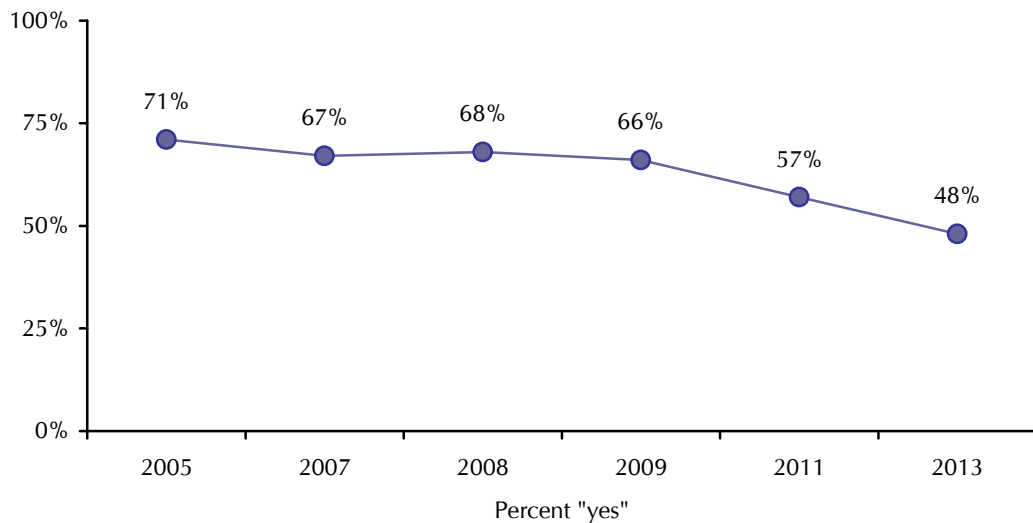


FIGURE 90: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Similar

FIGURE 91: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2013	2011	2009	2008	2007	2005
Knowledge	79%	78%	73%	71%	69%	81%
Responsiveness	71%	74%	65%	65%	63%	71%
Courtesy	77%	80%	66%	70%	73%	78%
Overall impression	73%	74%	62%	65%	64%	74%
Percent "excellent" or "good"						

FIGURE 92: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Similar
Responsiveness	Similar
Courteousness	Similar
Overall impression	Similar

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Cape Coral by examining the relationships between ratings of each service and ratings of the City of Cape Coral's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Cape Coral can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Cape Coral Key Driver Analysis were:

- Ambulance or emergency medical services
- City parks
- Emergency preparedness
- Public information services
- Street repair

CITY OF CAPE CORAL ACTION CHART™

The 2013 City of Cape Coral Action Chart™ on the following page combines three dimensions of performance:

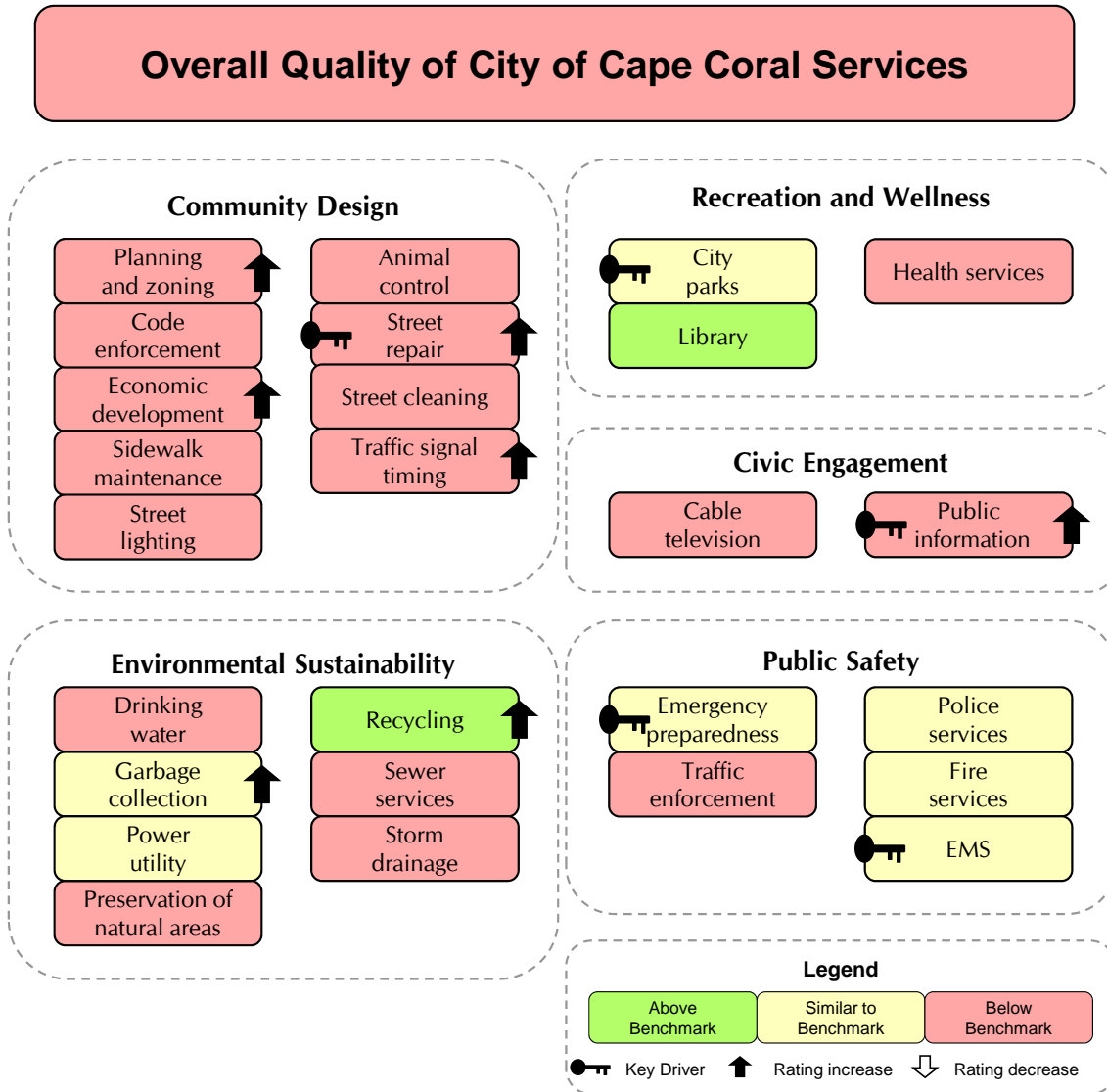
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-five services were included in the KDA for the City of Cape Coral. Of these, two were above the benchmark, 17 were below the benchmark and seven were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Cape Coral, public information services and street repair were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 93: CITY OF CAPE CORAL ACTION CHART



Using Your Action Chart™

The key drivers derived for the City of Cape Coral provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Cape Coral, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Cape Coral, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Cape Coral residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Cape Coral key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 94: KEY DRIVERS COMPARED

Service	City of Cape Coral Key Drivers	National Key Drivers	Core Services
Police services		✓	✓
Fire services			✓
• Ambulance and emergency medical services	✓		✓
◦ Traffic enforcement			
• Street repair	✓		✓
◦ Street cleaning			
◦ Street lighting			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
City parks	✓		
Land use planning and zoning		✓	
Code enforcement			✓
◦ Animal control			
Economic development		✓	
Health services			✓
◦ Public library			
Public information services	✓	✓	
◦ Cable television			
Emergency preparedness	✓		
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions.

Custom Question 1					
To what extent would you support or oppose an increase in taxes or fees to maintain or improve the following services?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Police services	24%	35%	20%	21%	100%
Fire services	26%	42%	19%	13%	100%
Road improvements	27%	44%	20%	8%	100%
Economic development	25%	41%	22%	12%	100%
Code enforcement	13%	32%	30%	25%	100%
Recreational facilities (such as parks, ball fields, community centers)	30%	34%	21%	15%	100%
Recreational programs (such as events and youth/senior programs)	21%	42%	25%	12%	100%

Custom Question 2	
Due to revenue reductions, the City will either need to increase taxes or fees to maintain service levels or reduce services. To what extent do you support or oppose reductions in service levels?	Percent of respondents
Strongly support	12%
Somewhat support	37%
Somewhat oppose	25%
Strongly oppose	25%
Total	100%

Custom Question 3					
If reductions in services need to be made, to what extent would you support or oppose reductions in the following services?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Police services	15%	22%	23%	39%	100%
Fire services	12%	21%	24%	43%	100%
Road improvements	6%	32%	38%	24%	100%
Economic development	9%	40%	29%	22%	100%
Code enforcement	26%	32%	26%	16%	100%
Parks programs	13%	34%	34%	19%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Cape Coral:	Excellent	Good	Fair	Poor	Total
Cape Coral as a place to live	29%	51%	17%	3%	100%
Your neighborhood as a place to live	35%	42%	21%	2%	100%
Cape Coral as a place to raise children	27%	45%	19%	9%	100%
Cape Coral as a place to work	12%	22%	32%	34%	100%
Cape Coral as a place to retire	39%	39%	15%	7%	100%
The overall quality of life in Cape Coral	21%	52%	23%	4%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Cape Coral as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	15%	48%	27%	11%	100%
Openness and acceptance of the community toward people of diverse backgrounds	16%	48%	26%	11%	100%
Overall appearance of Cape Coral	16%	52%	24%	8%	100%
Cleanliness of Cape Coral	23%	47%	21%	9%	100%
Overall quality of new development in Cape Coral	11%	42%	34%	14%	100%
Variety of housing options	17%	47%	30%	7%	100%
Overall quality of business and service establishments in Cape Coral	12%	46%	31%	10%	100%
Shopping opportunities	17%	37%	29%	18%	100%
Opportunities to attend cultural activities	15%	35%	34%	16%	100%
Recreational opportunities	16%	39%	29%	16%	100%
Employment opportunities	4%	15%	44%	37%	100%
Educational opportunities	12%	28%	43%	18%	100%
Opportunities to participate in social events and activities	15%	43%	32%	10%	100%
Opportunities to participate in religious or spiritual events and activities	25%	54%	18%	3%	100%
Opportunities to volunteer	24%	51%	22%	3%	100%
Opportunities to participate in community matters	15%	40%	35%	10%	100%
Ease of car travel in Cape Coral	15%	44%	26%	15%	100%
Ease of bus travel in Cape Coral	5%	21%	38%	37%	100%
Ease of rail or subway travel in Cape Coral	1%	8%	20%	71%	100%
Ease of bicycle travel in Cape Coral	9%	30%	33%	28%	100%
Ease of walking in Cape Coral	11%	30%	32%	26%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Cape Coral as a whole:	Excellent	Good	Fair	Poor	Total
Availability of paths and walking trails	8%	28%	30%	34%	100%
Traffic flow on major streets	7%	33%	39%	20%	100%
Amount of public parking	8%	35%	39%	18%	100%
Availability of affordable quality housing	9%	42%	35%	13%	100%
Availability of affordable quality child care	14%	27%	45%	14%	100%
Availability of affordable quality health care	11%	34%	33%	22%	100%
Availability of affordable quality food	12%	46%	33%	9%	100%
Availability of preventive health services	12%	38%	34%	16%	100%
Air quality	21%	60%	18%	1%	100%
Quality of overall natural environment in Cape Coral	17%	50%	26%	7%	100%
Overall image or reputation of Cape Coral	13%	46%	30%	10%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Cape Coral over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	3%	21%	51%	21%	4%	100%
Retail growth (stores, restaurants, etc.)	13%	33%	46%	7%	1%	100%
Jobs growth	42%	46%	9%	2%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Cape Coral?	Percent of respondents
Not a problem	15%
Minor problem	30%
Moderate problem	41%
Major problem	14%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Cape Coral:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	32%	41%	16%	9%	1%	100%
Property crimes (e.g., burglary, theft)	23%	36%	17%	19%	5%	100%
Environmental hazards, including toxic waste	40%	39%	17%	3%	2%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	63%	31%	4%	2%	0%	100%
In your neighborhood after dark	38%	41%	10%	10%	1%	100%
In Cape Coral's downtown area during the day	61%	31%	6%	1%	1%	100%
In Cape Coral's downtown area after dark	26%	36%	24%	10%	4%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Cape Coral Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Cape Coral Police Department within the last 12 months?	64%	36%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Cape Coral Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Cape Coral Police Department?	44%	40%	6%	10%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	90%
Yes	10%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	7%
Yes	93%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Cape Coral?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Cape Coral public libraries or their services	37%	23%	26%	6%	7%	100%
Used Cape Coral recreation centers	43%	25%	20%	8%	4%	100%
Participated in a recreation program or activity	58%	21%	12%	2%	7%	100%
Visited a neighborhood park or City park	20%	26%	29%	11%	14%	100%
Ridden a local bus within Cape Coral	91%	3%	3%	1%	3%	100%
Attended a meeting of local elected officials or other local public meeting	83%	13%	3%	0%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	55%	26%	14%	3%	3%	100%
Read Cape Coral Newsletter	11%	26%	37%	15%	11%	100%
Visited the City of Cape Coral Web site (at www.capecoral.net)	38%	15%	27%	12%	8%	100%
Recycled used paper, cans or bottles from your home	2%	4%	6%	12%	77%	100%
Volunteered your time to some group or activity in Cape Coral	67%	13%	11%	3%	6%	100%
Participated in religious or spiritual activities in Cape Coral	47%	13%	13%	4%	23%	100%
Participated in a club or civic group in Cape Coral	67%	13%	9%	3%	9%	100%
Provided help to a friend or neighbor	5%	18%	38%	16%	23%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	26%
Several times a week	29%
Several times a month	24%
Less than several times a month	21%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Cape Coral:	Excellent	Good	Fair	Poor	Total
Police services	29%	48%	18%	6%	100%
Fire services	36%	57%	6%	2%	100%
Ambulance or emergency medical services	37%	53%	10%	1%	100%
Crime prevention	25%	47%	22%	6%	100%
Fire prevention and education	17%	52%	27%	4%	100%
Municipal courts	18%	45%	27%	9%	100%
Traffic enforcement	17%	42%	25%	16%	100%
Street repair	9%	30%	31%	30%	100%
Street cleaning	14%	37%	28%	21%	100%
Street lighting	9%	31%	32%	29%	100%
Sidewalk maintenance	7%	36%	34%	23%	100%
Traffic signal timing	8%	40%	28%	25%	100%
Bus or transit services	14%	30%	21%	35%	100%
Garbage collection	32%	51%	13%	3%	100%
Recycling	35%	52%	12%	2%	100%
Yard waste pick-up	31%	49%	16%	4%	100%
Storm drainage	13%	41%	32%	14%	100%
Drinking water	14%	30%	32%	24%	100%
Sewer services	19%	46%	24%	10%	100%
Power (electric and/or gas) utility	24%	46%	24%	6%	100%
City parks	27%	56%	16%	1%	100%
Recreation programs or classes	23%	47%	25%	5%	100%
Recreation centers or facilities	21%	47%	26%	6%	100%
Land use, planning and zoning	7%	25%	37%	31%	100%
Code enforcement (weeds, abandoned buildings, etc.)	9%	22%	41%	28%	100%
Animal control	15%	37%	31%	18%	100%
Economic development	8%	27%	37%	28%	100%
Health services	13%	47%	32%	7%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Cape Coral:	Excellent	Good	Fair	Poor	Total
Services to seniors	15%	47%	27%	11%	100%
Services to youth	14%	37%	29%	20%	100%
Services to low-income people	12%	23%	32%	33%	100%
Public library services	40%	49%	11%	1%	100%
Public information services	14%	49%	28%	9%	100%
Public schools	17%	51%	21%	11%	100%
Cable television	8%	34%	33%	25%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	46%	29%	7%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	12%	43%	33%	12%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Cape Coral	14%	48%	28%	10%	100%
The Federal Government	8%	30%	38%	25%	100%
The State Government	10%	34%	39%	17%	100%
Lee County Government	11%	39%	37%	13%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Cape Coral to someone who asks	47%	34%	9%	10%	100%
Remain in Cape Coral for the next five years	53%	28%	9%	9%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	5%
Somewhat positive	18%
Neutral	41%
Somewhat negative	22%
Very negative	13%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Cape Coral Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Cape Coral Fire Department within the last 12 months?	81%	19%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Cape Coral Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Cape Coral Fire Department?	71%	15%	7%	7%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Cape Coral within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	52%
Yes	48%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Cape Coral in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	46%	34%	19%	2%	100%
Responsiveness	42%	29%	17%	12%	100%
Courtesy	50%	27%	16%	7%	100%
Overall impression	41%	33%	13%	13%	100%

Question 21: Government Performance					
Please rate the following categories of Cape Coral government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Cape Coral	9%	40%	27%	23%	100%
The overall direction that Cape Coral is taking	7%	40%	32%	20%	100%
The job Cape Coral government does at welcoming citizen involvement	12%	29%	38%	21%	100%

Question 22a: Custom Question 1					
To what extent would you support or oppose an increase in taxes or fees to maintain or improve the following services?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Police services	24%	35%	20%	21%	100%
Fire services	26%	42%	19%	13%	100%
Road improvements	27%	44%	20%	8%	100%
Economic development	25%	41%	22%	12%	100%
Code enforcement	13%	32%	30%	25%	100%
Recreational facilities (such as parks, ball fields, community centers)	30%	34%	21%	15%	100%
Recreational programs (such as events and youth/senior programs)	21%	42%	25%	12%	100%

Question 22b: Custom Question 2	
Due to revenue reductions, the City will either need to increase taxes or fees to maintain service levels or reduce services. To what extent do you support or oppose reductions in service levels?	Percent of respondents
Strongly support	12%
Somewhat support	37%
Somewhat oppose	25%
Strongly oppose	25%
Total	100%

Question 22c: Custom Question 3					
If reductions in services need to be made, to what extent would you support or oppose reductions in the following services?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Police services	15%	22%	23%	39%	100%
Fire services	12%	21%	24%	43%	100%
Road improvements	6%	32%	38%	24%	100%
Economic development	9%	40%	29%	22%	100%
Code enforcement	26%	32%	26%	16%	100%
Parks programs	13%	34%	34%	19%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	46%
Yes, full-time	46%
Yes, part-time	9%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	80%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	0%
Work at home	6%
Other	2%

Question D3: Length of Residency	
How many years have you lived in Cape Coral?	Percent of respondents
Less than 2 years	12%
2 to 5 years	24%
6 to 10 years	25%
11 to 20 years	20%
More than 20 years	19%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	83%
House attached to one or more houses (e.g., a duplex or townhome)	6%
Building with two or more apartments or condominiums	11%
Mobile home	0%
Other	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	25%
Owned by you or someone in this house with a mortgage or free and clear	75%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than \$300 per month	3%
\$300 to \$599 per month	17%
\$600 to \$999 per month	37%
\$1,000 to \$1,499 per month	18%
\$1,500 to \$2,499 per month	21%
\$2,500 or more per month	3%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	74%
Yes	26%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	64%
Yes	36%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	21%
\$25,000 to \$49,999	29%
\$50,000 to \$99,999	32%
\$100,000 to \$149,999	12%
\$150,000 or more	6%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	85%
Yes, I consider myself to be Spanish, Hispanic or Latino	15%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	3%
White	91%
Other	6%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	5%
25 to 34 years	14%
35 to 44 years	10%
45 to 54 years	27%
55 to 64 years	16%
65 to 74 years	18%
75 years or older	11%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	17%
Yes	79%
Ineligible to vote	4%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	28%
Yes	67%
Ineligible to vote	5%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	46%
Yes	54%
Total	100%

If you have both a cell phone and a land line, which do you consider your primary telephone number?	
	Percent of respondents
Cell	38%
Land line	42%
Both	21%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Cape Coral:	Excellent		Good		Fair		Poor		Don't know		Total	
	Cape Coral as a place to live	29%	109	51%	189	17%	64	3%	10	0%	0	100%
Your neighborhood as a place to live	35%	130	42%	154	21%	79	2%	6	0%	1	100%	369
Cape Coral as a place to raise children	23%	85	39%	144	17%	61	8%	28	14%	50	100%	368
Cape Coral as a place to work	10%	38	19%	68	27%	98	29%	106	16%	57	100%	366
Cape Coral as a place to retire	37%	137	37%	137	14%	52	6%	24	6%	21	100%	371
The overall quality of life in Cape Coral	21%	79	51%	190	23%	84	4%	14	1%	4	100%	371

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Cape Coral as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	14%	50	46%	165	26%	92	10%	37	4%	16	100%
Openness and acceptance of the community toward people of diverse backgrounds	14%	52	44%	160	23%	85	10%	35	9%	33	100%	364
Overall appearance of Cape Coral	16%	58	52%	189	24%	89	8%	29	0%	1	100%	366
Cleanliness of Cape Coral	23%	84	47%	171	21%	75	9%	33	0%	1	100%	364
Overall quality of new development in Cape Coral	10%	36	39%	144	31%	115	13%	47	8%	29	100%	370
Variety of housing options	16%	60	45%	167	29%	106	7%	25	3%	12	100%	371
Overall quality of business and service establishments in Cape Coral	12%	44	46%	170	31%	115	10%	37	1%	2	100%	369
Shopping opportunities	17%	61	37%	137	29%	106	18%	65	0%	1	100%	370
Opportunities to attend cultural activities	14%	52	33%	122	32%	120	15%	57	6%	21	100%	372
Recreational opportunities	16%	59	37%	138	28%	105	15%	55	4%	16	100%	372
Employment opportunities	3%	11	13%	47	37%	136	31%	113	17%	62	100%	370

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Cape Coral as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Educational opportunities	10%	36	24%	87	37%	132	15%	54	14%	51	100%	361
Opportunities to participate in social events and activities	14%	51	40%	146	30%	109	10%	35	6%	24	100%	365
Opportunities to participate in religious or spiritual events and activities	21%	78	46%	171	16%	58	2%	9	15%	54	100%	369
Opportunities to volunteer	19%	72	42%	156	18%	66	3%	10	18%	67	100%	370
Opportunities to participate in community matters	12%	45	33%	121	29%	106	9%	32	17%	60	100%	364
Ease of car travel in Cape Coral	15%	54	43%	157	25%	93	14%	53	3%	11	100%	368
Ease of bus travel in Cape Coral	3%	10	11%	41	21%	76	20%	73	45%	165	100%	365
Ease of rail or subway travel in Cape Coral	0%	1	3%	10	7%	24	25%	85	65%	225	100%	345
Ease of bicycle travel in Cape Coral	7%	27	23%	85	26%	93	22%	81	21%	77	100%	362
Ease of walking in Cape Coral	11%	40	28%	105	31%	114	25%	94	5%	19	100%	372
Availability of paths and walking trails	7%	25	26%	93	27%	98	31%	113	10%	35	100%	364
Traffic flow on major streets	7%	27	33%	120	39%	145	20%	75	0%	1	100%	369
Amount of public parking	8%	29	34%	122	37%	134	18%	63	4%	13	100%	361
Availability of affordable quality housing	8%	30	37%	137	31%	114	11%	42	12%	45	100%	369
Availability of affordable quality child care	7%	24	13%	46	21%	76	6%	23	53%	192	100%	361
Availability of affordable quality health care	10%	36	29%	109	28%	105	19%	71	13%	50	100%	371
Availability of affordable quality food	12%	45	46%	168	33%	121	9%	32	1%	3	100%	369
Availability of preventive health services	10%	37	30%	112	27%	99	12%	46	21%	76	100%	369
Air quality	20%	75	58%	214	17%	64	1%	4	3%	11	100%	369
Quality of overall natural environment in Cape Coral	17%	62	49%	180	26%	96	6%	24	2%	9	100%	370
Overall image or reputation of Cape Coral	13%	47	46%	168	30%	109	10%	38	1%	5	100%	368

Question 3: Growth														
Please rate the speed of growth in the following categories in Cape Coral over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	3%	9	17%	62	42%	153	17%	62	3%	11	19%	69	100%
Retail growth (stores, restaurants, etc.)	12%	43	30%	111	42%	153	6%	22	1%	5	9%	32	100%	365
Jobs growth	31%	113	34%	124	7%	25	1%	4	0%	2	26%	96	100%	365

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Cape Coral?	Percent of respondents	Count
Not a problem	13%	48
Minor problem	27%	96
Moderate problem	38%	134
Major problem	13%	47
Don't know	8%	29
Total	100%	355

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Cape Coral:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	32%	117	40%	149	16%	58	9%	33	1%	5	2%	6	100%
Property crimes (e.g., burglary, theft)	22%	82	36%	133	17%	62	18%	67	5%	20	1%	5	100%	369
Environmental hazards, including toxic waste	35%	128	34%	125	15%	54	2%	9	2%	6	12%	45	100%	366

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	63%	234	31%	113	4%	16	2%	7	0%	0	0%	0	100%
In your neighborhood after dark	37%	139	41%	152	10%	38	10%	37	1%	3	0%	1	100%	371
In Cape Coral's downtown area during the day	57%	210	29%	108	6%	22	1%	4	1%	2	7%	24	100%	370
In Cape Coral's downtown area after dark	23%	84	31%	115	21%	78	9%	32	3%	12	13%	49	100%	370

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Cape Coral Police Department within the last 12 months?	No		Yes		Don't know		Total	
	Have you had any in-person or phone contact with an employee of the City of Cape Coral Police Department within the last 12 months?	64%	237	36%	131	0%	0	100%

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Cape Coral Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Cape Coral Police Department?	44%	58	40%	53	6%	7	10%	12	0%	0	100%

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	89%	327
Yes	10%	37
Don't know	1%	5
Total	100%	369

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	7%	3
Yes	92%	34
Don't know	1%	0
Total	100%	37

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Cape Coral?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Cape Coral public libraries or their services	37%	137	23%	84	26%	98	6%	24	7%	27	100%	369
Used Cape Coral recreation centers	43%	156	25%	90	20%	72	8%	29	4%	16	100%	362
Participated in a recreation program or activity	58%	212	21%	75	12%	43	2%	8	7%	25	100%	363
Visited a neighborhood park or City park	20%	71	26%	96	29%	105	11%	39	14%	53	100%	364
Ridden a local bus within Cape Coral	91%	332	3%	10	3%	10	1%	3	3%	11	100%	366
Attended a meeting of local elected officials or other local public meeting	83%	306	13%	47	3%	12	0%	1	1%	3	100%	369
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	55%	202	26%	96	14%	51	3%	10	3%	10	100%	369
Read Cape Coral Newsletter	11%	39	26%	93	37%	134	15%	52	11%	41	100%	359
Visited the City of Cape Coral Web site (at www.capecoral.net)	38%	139	15%	54	27%	101	12%	44	8%	31	100%	368
Recycled used paper, cans or bottles from your home	2%	7	4%	13	6%	21	12%	44	77%	279	100%	365
Volunteered your time to some group or activity in Cape Coral	67%	243	13%	47	11%	39	3%	11	6%	22	100%	362
Participated in religious or spiritual activities in Cape Coral	47%	174	13%	47	13%	49	4%	13	23%	83	100%	367
Participated in a club or civic group in Cape Coral	67%	247	13%	47	9%	34	3%	11	9%	31	100%	369
Provided help to a friend or neighbor	5%	19	18%	67	38%	138	16%	57	23%	86	100%	367

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	26%	96
Several times a week	29%	105
Several times a month	24%	87
Less than several times a month	21%	77
Total	100%	366

Question 13: Service Quality												
Please rate the quality of each of the following services in Cape Coral:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	26%	98	44%	164	16%	60	5%	19	8%	29	100%
Fire services	30%	109	47%	172	5%	17	1%	5	18%	66	100%	370
Ambulance or emergency medical services	29%	107	42%	156	8%	28	0%	1	21%	76	100%	369
Crime prevention	21%	76	39%	143	19%	68	5%	19	16%	57	100%	363
Fire prevention and education	12%	43	35%	129	18%	67	3%	11	32%	115	100%	365
Municipal courts	8%	30	21%	75	12%	45	4%	14	55%	200	100%	364
Traffic enforcement	14%	52	35%	127	21%	76	14%	49	17%	60	100%	364
Street repair	9%	32	29%	106	29%	109	28%	105	5%	19	100%	369
Street cleaning	13%	47	34%	123	25%	92	19%	70	10%	35	100%	367
Street lighting	8%	31	30%	110	31%	113	28%	103	3%	10	100%	366
Sidewalk maintenance	6%	24	31%	113	29%	108	20%	74	13%	48	100%	367
Traffic signal timing	8%	28	38%	137	26%	95	23%	86	5%	18	100%	365
Bus or transit services	6%	22	13%	46	9%	33	15%	53	58%	211	100%	365
Garbage collection	32%	117	51%	187	13%	48	3%	12	0%	1	100%	365
Recycling	34%	126	52%	191	12%	43	2%	6	1%	3	100%	369
Yard waste pick-up	30%	108	46%	167	15%	54	4%	15	6%	20	100%	364

Question 13: Service Quality												
Please rate the quality of each of the following services in Cape Coral:	Excellent		Good		Fair		Poor		Don't know		Total	
	Storm drainage	12%	42	37%	133	28%	103	13%	46	11%	40	100%
Drinking water	13%	48	28%	103	30%	109	22%	81	6%	24	100%	364
Sewer services	15%	56	37%	135	19%	71	8%	30	20%	74	100%	366
Power (electric and/or gas) utility	24%	87	46%	167	23%	85	6%	21	1%	4	100%	365
City parks	24%	87	49%	182	14%	52	1%	5	12%	43	100%	368
Recreation programs or classes	13%	49	27%	99	14%	53	3%	11	43%	157	100%	368
Recreation centers or facilities	13%	48	31%	110	17%	61	4%	13	36%	128	100%	361
Land use, planning and zoning	5%	18	19%	69	27%	100	23%	85	25%	93	100%	366
Code enforcement (weeds, abandoned buildings, etc.)	8%	29	19%	70	37%	133	25%	89	11%	41	100%	363
Animal control	11%	40	28%	103	23%	85	14%	50	24%	86	100%	365
Economic development	6%	22	21%	77	30%	107	22%	79	21%	77	100%	361
Health services	11%	40	38%	140	26%	97	6%	22	18%	68	100%	367
Services to seniors	10%	38	32%	118	18%	67	8%	29	31%	115	100%	366
Services to youth	9%	33	24%	87	19%	69	13%	49	34%	125	100%	364
Services to low-income people	7%	24	12%	44	17%	63	17%	63	46%	169	100%	363
Public library services	30%	108	37%	132	8%	29	1%	2	24%	84	100%	355
Public information services	10%	38	38%	138	22%	80	7%	26	23%	86	100%	367
Public schools	12%	42	34%	124	14%	52	7%	26	33%	121	100%	365
Cable television	7%	26	29%	105	28%	101	21%	78	15%	54	100%	363
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	47	35%	126	22%	79	5%	19	25%	89	100%	361
Preservation of natural areas such as open space, farmlands and greenbelts	9%	33	32%	114	24%	87	9%	33	26%	92	100%	359

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Cape Coral	14%	51	47%	173	27%	101	10%	38	2%	7	100%
The Federal Government	7%	26	25%	93	32%	119	21%	78	14%	53	100%	369
The State Government	9%	31	30%	112	34%	127	15%	55	12%	44	100%	369
Lee County Government	10%	37	36%	134	35%	128	12%	43	7%	26	100%	369

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Cape Coral to someone who asks	47%	173	34%	126	9%	34	10%	35	1%	2	100%
Remain in Cape Coral for the next five years	52%	193	28%	102	9%	34	9%	33	2%	6	100%	369

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	5%	19
Somewhat positive	18%	67
Neutral	41%	154
Somewhat negative	22%	82
Very negative	13%	49
Total	100%	371

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the City of Cape Coral Fire Department within the last 12 months?	No		Yes		Don't know		Total		
Have you had any in-person or phone contact with an employee of the City of Cape Coral Fire Department within the last 12 months?	81%	299	19%	71	0%	2	100%	371	

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Cape Coral Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Cape Coral Fire Department?	71%	50	15%	10	7%	5	7%	5	0%	0	100%	71

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Cape Coral within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	52%	188
Yes	48%	177
Total	100%	366

Question 20: City Employees												
What was your impression of the employee(s) of the City of Cape Coral in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	45%	79	33%	58	18%	32	2%	4	1%	2	100%	176
Responsiveness	42%	74	29%	50	16%	29	12%	21	1%	2	100%	176
Courtesy	50%	88	26%	46	16%	28	7%	12	1%	2	100%	176
Overall impression	40%	71	32%	57	13%	23	13%	23	1%	1	100%	176

Question 21: Government Performance												
Please rate the following categories of Cape Coral government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Cape Coral	8%	31	36%	135	25%	92	21%	78	10%	36	100%
The overall direction that Cape Coral is taking	7%	25	37%	138	30%	112	19%	70	7%	25	100%	371
The job Cape Coral government does at welcoming citizen involvement	9%	33	23%	84	30%	110	16%	60	23%	84	100%	371

Question 22a: Custom Question 1												
To what extent would you support or oppose an increase in taxes or fees to maintain or improve each of the following services?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Police services	22%	82	33%	122	18%	68	19%	72	7%	26	100%
Fire services	24%	90	39%	144	17%	64	12%	43	8%	29	100%	370
Road improvements	25%	94	41%	152	19%	69	8%	28	7%	25	100%	368
Economic development	22%	83	37%	138	20%	74	11%	39	9%	34	100%	368
Code enforcement	12%	46	30%	109	28%	102	23%	84	7%	27	100%	367
Recreational facilities (such as parks, ball fields, community centers)	27%	100	31%	115	18%	68	14%	50	10%	37	100%	370
Recreational programs (such as events and youth/senior programs)	19%	72	38%	139	22%	82	11%	42	9%	34	100%	368

Question 22b: Custom Question 2		
Due to revenue reductions, the City will either need to increase taxes or fees to maintain service levels or reduce services. To what extent do you support or oppose reductions in service levels?	Percent of respondents	Count
Strongly support	11%	41
Somewhat support	34%	124
Somewhat oppose	23%	83
Strongly oppose	23%	84
Don't know	10%	36
Total	100%	368

Question 22c: Custom Question 3												
If reductions in the budget need to be made, to what extent would you support or oppose reductions in the following services?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Police services	14%	53	21%	76	22%	81	36%	135	7%	25	100%
Fire services	12%	43	20%	72	22%	81	40%	147	6%	23	100%	367
Road improvements	5%	19	30%	108	35%	129	23%	82	7%	26	100%	364
Economic development	8%	31	37%	133	26%	96	20%	72	9%	32	100%	365
Code enforcement	25%	90	30%	109	24%	87	15%	55	7%	27	100%	367
Parks programs	11%	42	31%	116	31%	113	18%	65	9%	32	100%	369

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	46%	167
Yes, full-time	46%	167
Yes, part-time	9%	32
Total	100%	367

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	80%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	0%
Work at home	6%
Other	2%

Question D3: Length of Residency		
How many years have you lived in Cape Coral?	Percent of respondents	Count
Less than 2 years	12%	45
2 to 5 years	24%	87
6 to 10 years	25%	93
11 to 20 years	20%	74
More than 20 years	19%	69
Total	100%	368

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	83%	303
House attached to one or more houses (e.g., a duplex or townhome)	6%	23
Building with two or more apartments or condominiums	11%	39
Mobile home	0%	0
Other	0%	2
Total	100%	367

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	25%	91
Owned by you or someone in this house with a mortgage or free and clear	75%	267
Total	100%	358

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	3%	10
\$300 to \$599 per month	17%	61
\$600 to \$999 per month	37%	130
\$1,000 to \$1,499 per month	18%	64
\$1,500 to \$2,499 per month	21%	75
\$2,500 or more per month	3%	11
Total	100%	350

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	74%	269
Yes	26%	95
Total	100%	364

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	64%	237
Yes	36%	132
Total	100%	369

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	21%	72
\$25,000 to \$49,999	29%	101
\$50,000 to \$99,999	32%	109
\$100,000 to \$149,999	12%	40
\$150,000 or more	6%	21
Total	100%	344

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	85%	307
Yes, I consider myself to be Spanish, Hispanic or Latino	15%	54
Total	100%	361

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	2
Asian, Asian Indian or Pacific Islander	2%	6
Black or African American	3%	11
White	91%	323
Other	6%	20
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	5%	17
25 to 34 years	14%	50
35 to 44 years	10%	38
45 to 54 years	27%	97
55 to 64 years	16%	57
65 to 74 years	18%	65
75 years or older	11%	42
Total	100%	367

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	189
Male	47%	168
Total	100%	357

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	17%	60
Yes	77%	278
Ineligible to vote	4%	14
Don't know	3%	10
Total	100%	362

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	28%	102
Yes	67%	245
Ineligible to vote	5%	17
Don't know	1%	3
Total	100%	367

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	22
Yes	94%	345
Total	100%	366

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	46%	167
Yes	54%	196
Total	100%	363

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	38%	67
Land line	42%	74
Both	21%	37
Total	100%	178

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

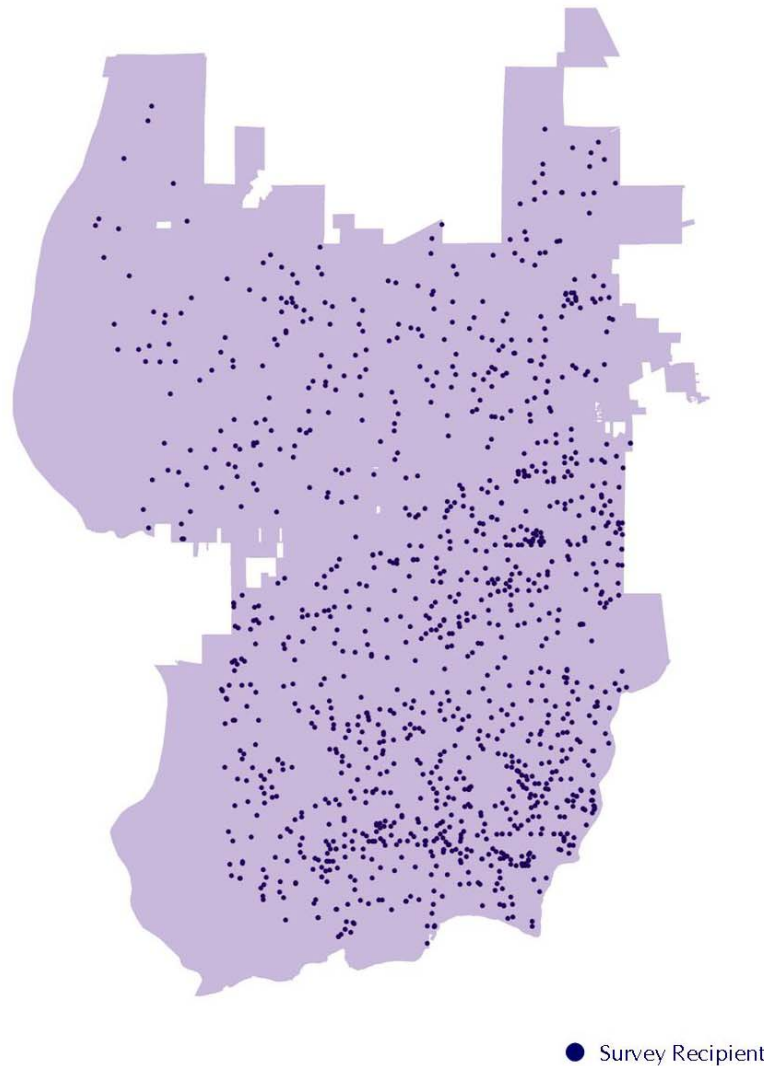
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Cape Coral were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Cape Coral boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Cape Coral households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Cape Coral boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Cape Coral. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 95: LOCATION OF SURVEY RECIPIENTS

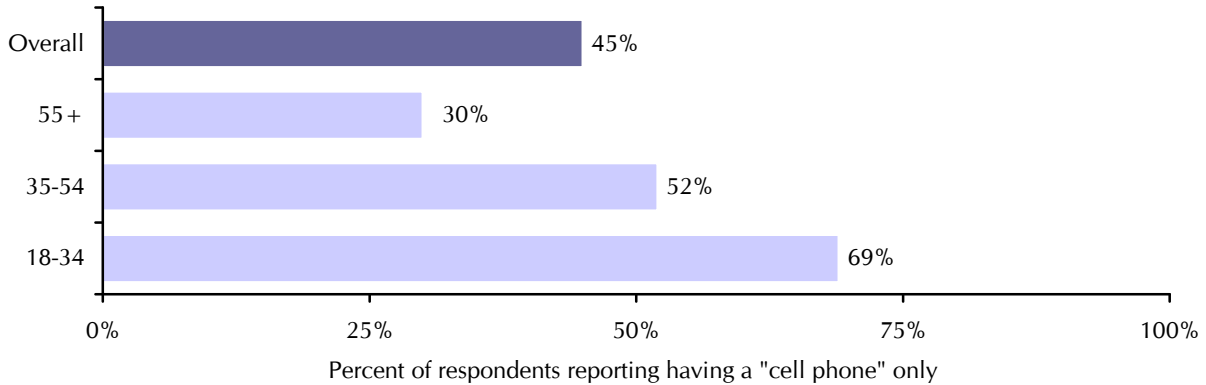
The National Citizen Survey™
Cape Coral, FL 2013



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.³ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Cape Coral has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 96: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN CAPE CORAL



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning March 1, 2013. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following six weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Cape Coral survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (390 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

³ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in the City of Cape Coral. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Cape Coral 2013 Citizen Survey Weighting Table			
Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	27%	12%	25%
Own home	73%	88%	75%
Detached unit	83%	75%	83%
Attached unit	17%	25%	17%
Race and Ethnicity			
White	90%	94%	89%
Not white	10%	6%	11%
Not Hispanic	83%	93%	85%
Hispanic	17%	7%	15%
White alone, not Hispanic	77%	88%	78%
Hispanic and/or other race	23%	12%	22%
Sex and Age			
Female	52%	52%	53%
Male	48%	48%	47%
18-34 years of age	23%	5%	18%
35-54 years of age	37%	20%	37%
55+ years of age	40%	76%	45%
Females 18-34	12%	3%	11%
Females 35-54	19%	12%	19%
Females 55+	21%	37%	23%
Males 18-34	11%	2%	8%
Males 35-54	18%	7%	18%
Males 55+	19%	39%	21%

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but

also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Cape Coral to the Benchmark Database

The City of Cape Coral chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Cape Coral Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Cape Coral results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Cape Coral's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Cape Coral.

Dear Cape Coral Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Cape Coral. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



John Sullivan
Mayor

Dear Cape Coral Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Cape Coral. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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Sincerely,



John Sullivan
Mayor

City of Cape Coral

City Manager's Office
P.O. Box 150027
Cape Coral, Florida 33915-0027

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

City of Cape Coral

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PAID
Boulder, CO
Permit NO. 94

City of Cape Coral

March 2013

Dear Cape Coral Resident:

The City of Cape Coral wants to know what you think about our community and municipal government. You have been randomly selected to participate in Cape Coral's 2013 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Cape Coral residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 239-574-0448.

Please help us shape the future of Cape Coral. Thank you for your time and participation.

Sincerely,



John Sullivan
Mayor

City of Cape Coral

March 2013

Dear Cape Coral Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Cape Coral wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Cape Coral's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help Cape Coral City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Cape Coral residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 239-574-0448.

Please help us shape the future of Cape Coral. Thank you for your time and participation.

Sincerely,



John Sullivan
Mayor

The City of Cape Coral 2013 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Cape Coral:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Cape Coral as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Cape Coral as a place to raise children.....	1	2	3	4	5
Cape Coral as a place to work.....	1	2	3	4	5
Cape Coral as a place to retire	1	2	3	4	5
The overall quality of life in Cape Coral.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Cape Coral as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Cape Coral	1	2	3	4	5
Cleanliness of Cape Coral	1	2	3	4	5
Overall quality of new development in Cape Coral.....	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Cape Coral	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Cape Coral.....	1	2	3	4	5
Ease of bus travel in Cape Coral.....	1	2	3	4	5
Ease of rail or subway travel in Cape Coral	1	2	3	4	5
Ease of bicycle travel in Cape Coral	1	2	3	4	5
Ease of walking in Cape Coral.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Cape Coral	1	2	3	4	5
Overall image or reputation of Cape Coral.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Cape Coral over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Cape Coral?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Cape Coral:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Cape Coral's downtown area during the day.....	1	2	3	4	5	6
In Cape Coral's downtown area after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Cape Coral Police Department within the last 12 months?

- No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Cape Coral Police Department?

- Excellent Good Fair Poor Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No Yes Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Cape Coral?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Cape Coral public libraries or their services	1	2	3	4	5
Used Cape Coral recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Cape Coral	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Read Cape Coral Newsletter	1	2	3	4	5
Visited the City of Cape Coral Web site (at www.capecoral.net)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Cape Coral	1	2	3	4	5
Participated in religious or spiritual activities in Cape Coral	1	2	3	4	5
Participated in a club or civic group in Cape Coral	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Less than several times a month

The City of Cape Coral 2013 Citizen Survey

13. Please rate the quality of each of the following services in Cape Coral:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Cape Coral.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Lee County Government.....	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Cape Coral to someone who asks	1	2	3	4	5
Remain in Cape Coral for the next five years.....	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

17. Have you had any in-person or phone contact with an employee of the City of Cape Coral Fire Department within the last 12 months?

- No → Go to Question 19
 Yes → Go to Question 18
 Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Cape Coral Fire Department?

- Excellent
 Good
 Fair
 Poor
 Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Cape Coral within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21
 Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Cape Coral in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Cape Coral government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Cape Coral.....	1	2	3	4	5
The overall direction that Cape Coral is taking.....	1	2	3	4	5
The job Cape Coral government does at welcoming citizen involvement.....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

a. To what extent would you support or oppose an increase in taxes or fees to maintain or improve the following services?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Police services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Road improvements.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Code enforcement.....	1	2	3	4	5
Recreational facilities (such as parks, ball fields, community centers).....	1	2	3	4	5
Recreational programs (such as events and youth/senior programs).....	1	2	3	4	5

b. Due to revenue reductions, the City will either need to increase taxes or fees to maintain service levels or reduce services. To what extent do you support or oppose reductions in service levels?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know

c. If reductions in the budget need to be made, to what extent would you support or oppose reductions in the following services?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Police services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Road improvements.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Code enforcement.....	1	2	3	4	5
Parks programs.....	1	2	3	4	5

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Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
- Bus, Rail, Subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Cape Coral?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

City of Cape Coral

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