Stantec

City of Naples

Naples Vision – Direction and Goals

PAB Presentation #8
March 22, 2019

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2. Respondent Highlights
3. Features
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6. Top 20 Features & Issues

Qualifying Highlights

- Survey Responses: 1,594

- Total Survey Site Visits: 2,080

- Unique Survey Site Visits: 1,686

- Response Rate: 94.5%

- Average Completion Time: +/- 33 Minutes

- PC & Laptop Responses: 1,099

- Smartphone Responses: 215

- Tablet Responses: 280

Respondent Highlights

- 99% of respondents live, own property, or own a business located within the city

- 91% of respondents are residents, 7% are business owners

- 52% of respondents have live in Naples for 11 or more years

- 73% of respondents live in Naples more than 6 months per year

- 95% of respondents own a residential property

- 64% of respondent businesses have been in the city for 11 or more years

- 80% of respondent businesses have 10 or less employees

- Highest participation from: Old Naples, Park Shore, Moorings, Gulf Shore Boulevard Condominiums, Aqualane Shores and account for 70% or survey responses

Features of the Vision

Feature	Importance	Satisfaction

Legend:
- Very Important or Satisfied
- More than Important or Satisfied
- Important or Satisfied
- Less than Important or Satisfied
- Not Important or Not Satisfied

High Quality Image of the City

Nearly all respondents rated a high quality image important for the City, with more than 91% feeling it is important to very important. Only 2% rated this as moderately unimportant or unimportant.

Respondents

Importance: 1,574

Satisfaction: 1,564

Importance pie chart: 73%, 18%, 7%, 1%, 1%
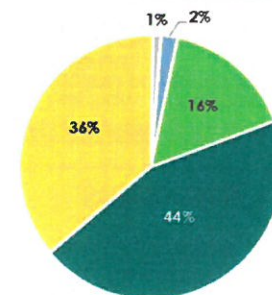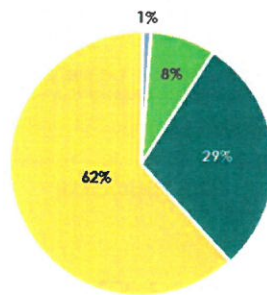
Satisfaction pie chart: 41%, 27%, 26%, 3%, 3%
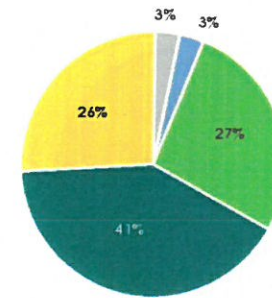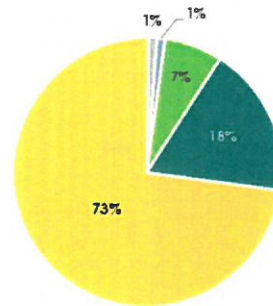
Beautiful Landscaping

91% of respondents rated beautiful landscaping as important to very important, with only 1% rating it moderately unimportant.
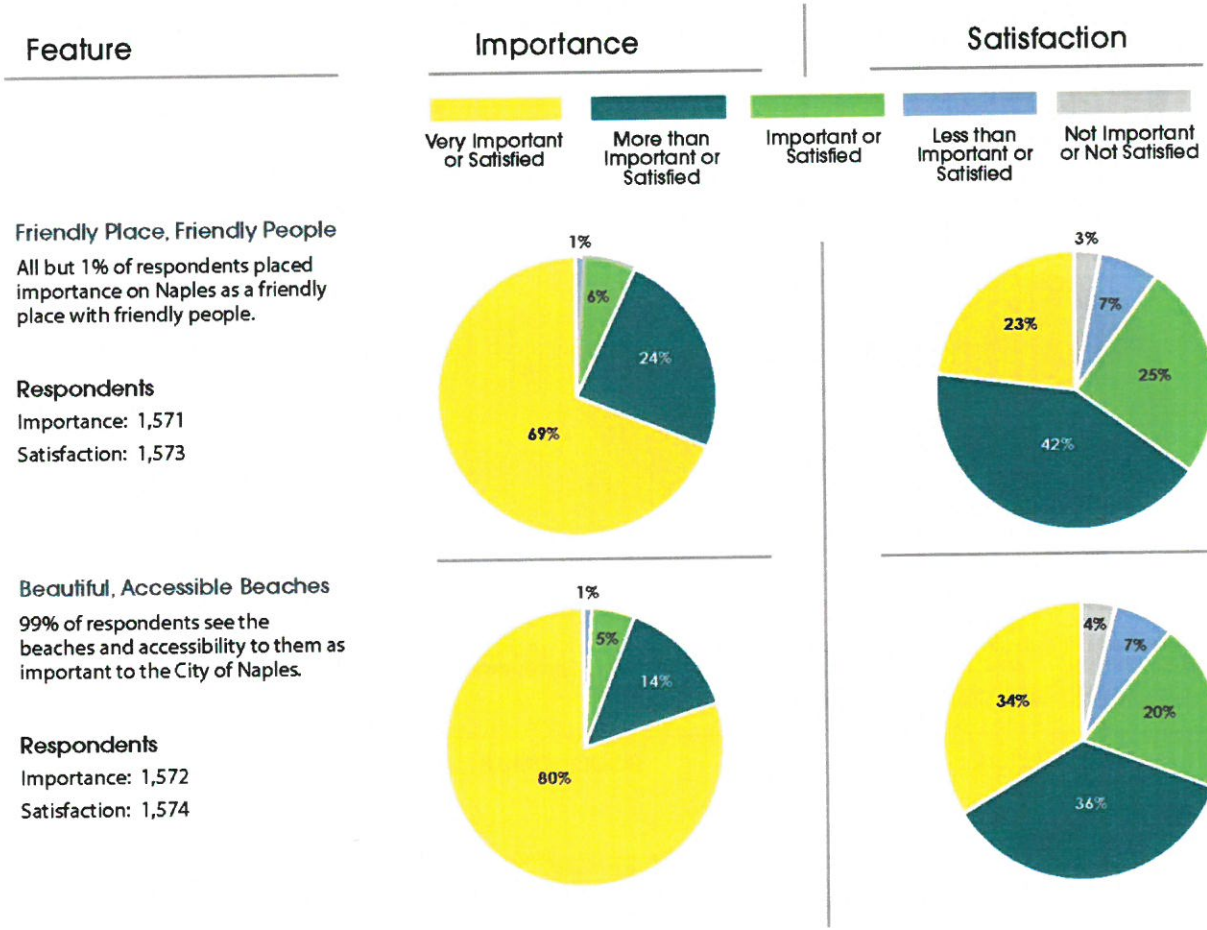
Respondents

Importance: 1,567

Satisfaction: 1,571

Importance pie chart: 62%, 29%, 8%, 1%

Satisfaction pie chart: 44%, 36%, 16%, 2%, 1%

Features of the Vision

Feature	Importance		Satisfaction

Legend:
- Very Important or Satisfied (yellow)
- More than Important or Satisfied (dark teal)
- Important or Satisfied (green)
- Less than Important or Satisfied (blue)
- Not Important or Not Satisfied (gray)

Friendly Place, Friendly People

All but 1% of respondents placed importance on Naples as a friendly place with friendly people.

Respondents
Importance: 1,571
Satisfaction: 1,573

Importance pie chart: 1%, 6%, 24%, 69%

Satisfaction pie chart: 3%, 7%, 23%, 25%, 42%

Beautiful, Accessible Beaches

99% of respondents see the beaches and accessibility to them as important to the City of Naples.

Respondents
Importance: 1,572
Satisfaction: 1,574

Importance pie chart: 1%, 5%, 14%, 80%

Satisfaction pie chart: 4%, 7%, 34%, 20%, 36%

Features of the Vision

Feature

Importance

Satisfaction

Legend:
- Very Important or Satisfied
- More than Important or Satisfied
- Important or Satisfied
- Less than Important or Satisfied
- Not Important or Not Satisfied
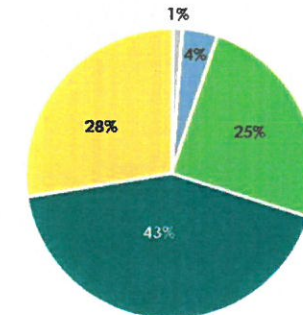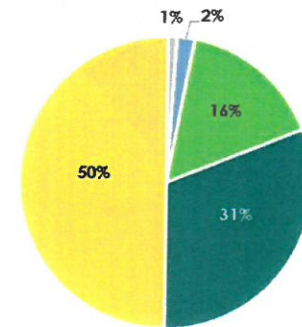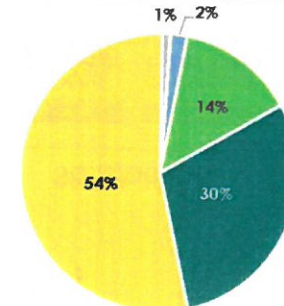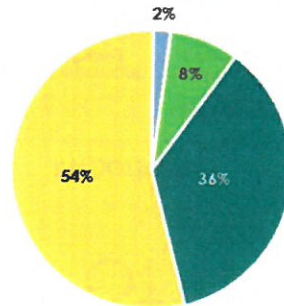
Many Outdoor Activities

97% of respondents believe the outdoor activities in the City of Naples are important.

Respondents

Importance: 1,569
Satisfaction: 1,565

Importance: 1% / 2% / 16% / 31% / 50%

Satisfaction: 1% / 4% / 28% / 25% / 43%

Cleanliness

98% of respondents believe the cleanliness of the City of Naples is important.

Respondents

Importance: 1,580
Satisfaction: 1,570

Importance: 2% / 8% / 54% / 36%

Satisfaction: 1% / 2% / 14% / 54% / 30%

Features of the Vision

Feature	Importance	Satisfaction

Legend:
- Very Important or Satisfied (yellow)
- More than Important or Satisfied (dark green)
- Important or Satisfied (green)
- Less than Important or Satisfied (blue)
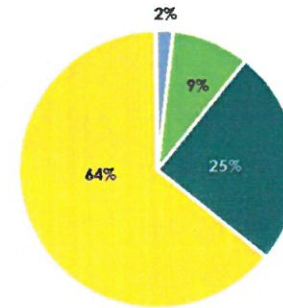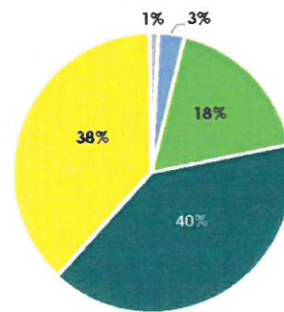- Not Important or Not Satisfied (gray)

Cultural Offerings

More than 95% or respondents believe cultural offerings are an important feature of the City of Naples.

Respondents
Importance: 1,579
Satisfaction: 1,575

Importance pie chart: 1%, 3%, 18%, 40%, 38%

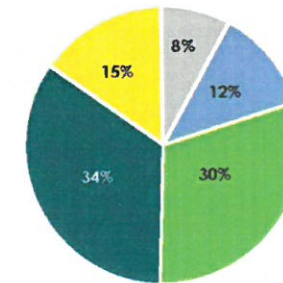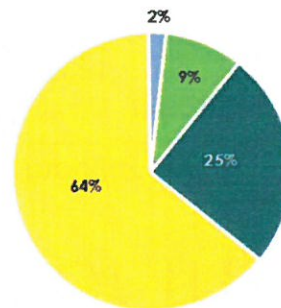Satisfaction pie chart: 2%, 9%, 25%, 64%

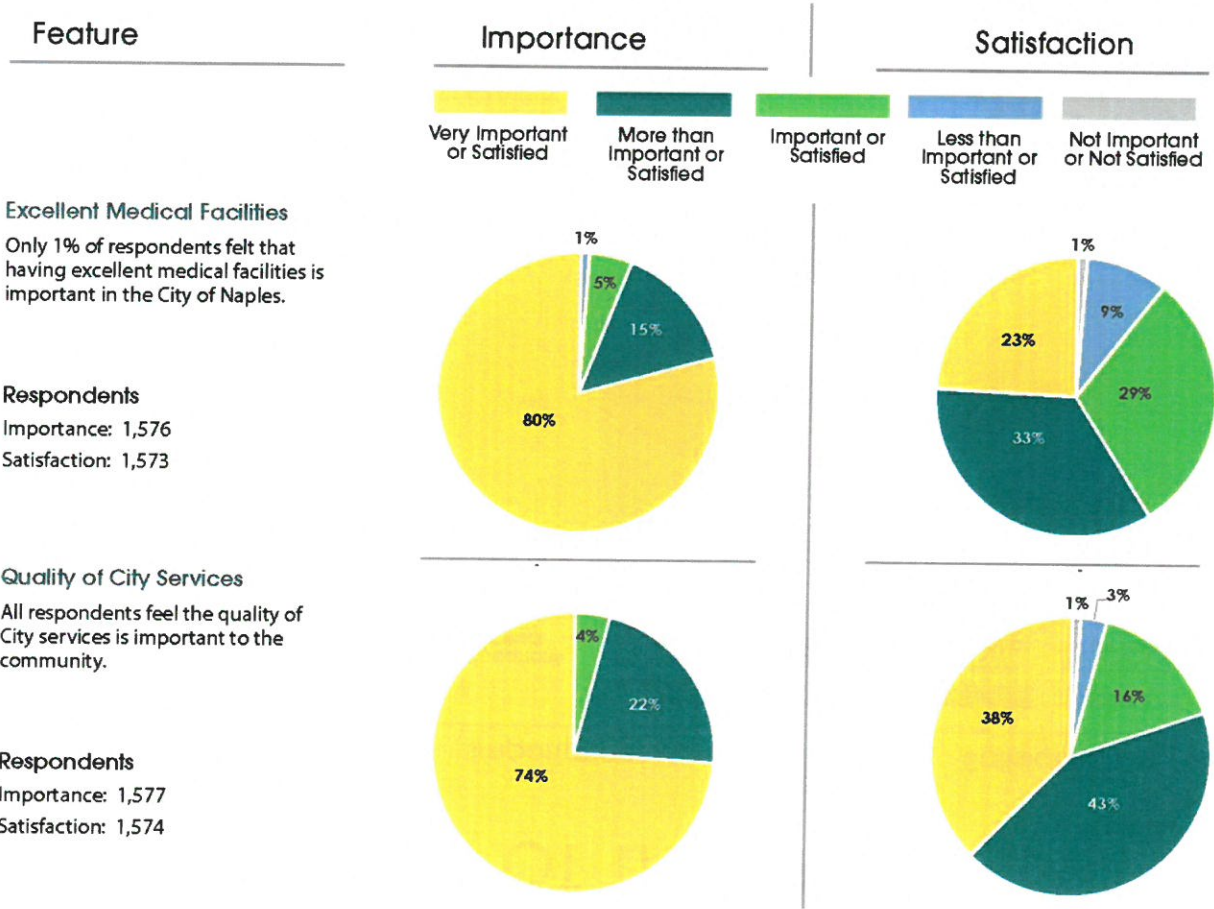## Quiet, Laid-back Lifestyle

98% of respondents feel maintaining a quite and laid-back lifestyle is important in the City of Naples.

Respondents
Importance: 1,574
Satisfaction: 1,573

Importance pie chart: 2%, 9%, 25%, 64%

Satisfaction pie chart: 8%, 12%, 30%, 34%, 15%

Features of the Vision

Feature	Importance	Satisfaction

Legend:
- Very Important or Satisfied (yellow)
- More than Important or Satisfied (dark teal)
- Important or Satisfied (green)
- Less than Important or Satisfied (blue)
- Not Important or Not Satisfied (gray)

Excellent Medical Facilities

Only 1% of respondents felt that having excellent medical facilities is important in the City of Naples.

Respondents

Importance: 1,576

Satisfaction: 1,573

Importance pie chart: 80%, 15%, 5%, 1%

Satisfaction pie chart: 23%, 9%, 29%, 33%, 1%

Quality of City Services

All respondents feel the quality of City services is important to the community.

Respondents

Importance: 1,577

Satisfaction: 1,574

Importance pie chart: 74%, 22%, 4%

Satisfaction pie chart: 38%, 43%, 16%, 3%, 1%

Features of the Vision

Feature	Importance				Satisfaction

Legend:
- Very Important or Satisfied
- More than Important or Satisfied
- Important or Satisfied
- Less than Important or Satisfied
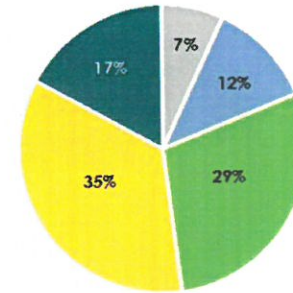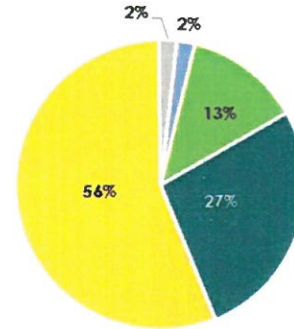- Not Important or Not Satisfied

Feeling of Non-pretentious Charm and Substance

All but 4% of respondents felt a feeling of non-pretentious charm and substance is an important element in the City of Naples.

Respondents

Importance: 1,570
Satisfaction: 1,569

Importance: 2%, 2%, 13%, 27%, 56%

Satisfaction: 7%, 17%, 12%, 29%, 35%

Values and Ethics of People

Only 1% of respondents do not feel that values and ethics of Neapolitans is an important feature of the City of Naples.

Respondents

Importance: 1,570
Satisfaction: 1,563

Importance: 1%, 6%, 18%, 75%

Satisfaction: 6%, 7%, 28%, 40%, 20%

Features of the Vision

Feature	Importance	Satisfaction

Legend:
- **Very Important or Satisfied** (yellow)
- **More than Important or Satisfied** (dark teal)
- **Important or Satisfied** (green)
- **Less than Important or Satisfied** (blue)
- **Not Important or Not Satisfied** (gray)

Feeling of Non-pretentious Charm and Substance

All but 4% of respondents felt a feeling of non-pretentious charm and substance is an important element in the City of Naples.

Respondents
Importance: 1,570
Satisfaction: 1,569

Importance: 2%, 2%, 13%, 27%, 56%
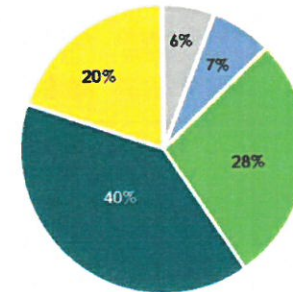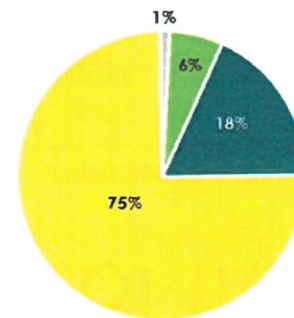
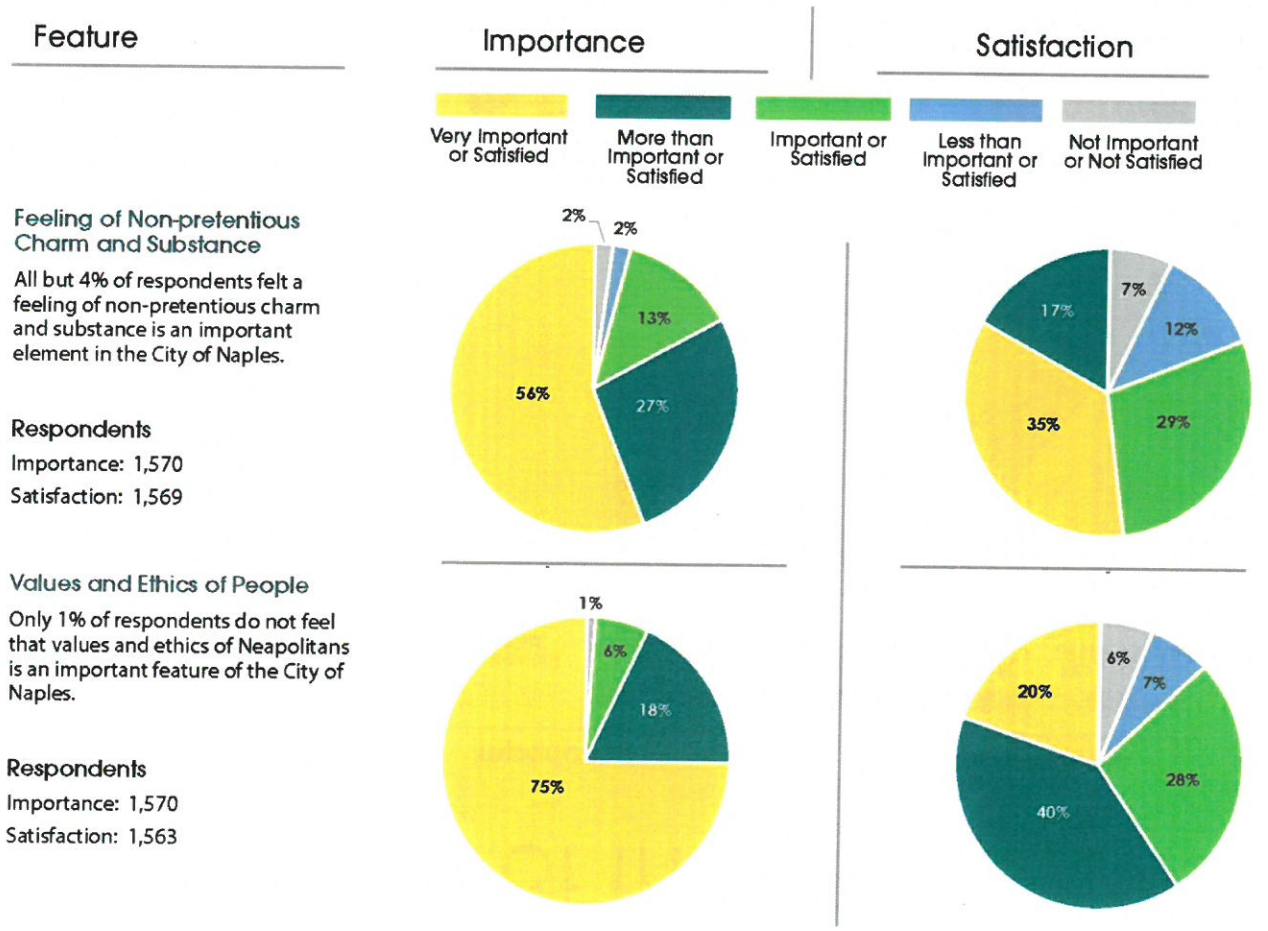Satisfaction: 7%, 17%, 12%, 35%, 29%

Values and Ethics of People

Only 1% of respondents do not feel that values and ethics of Neapolitans is an important feature of the City of Naples.

Respondents
Importance: 1,570
Satisfaction: 1,563

Importance: 1%, 6%, 18%, 75%

Satisfaction: 6%, 7%, 20%, 40%, 28%

Features of the Vision

Feature	Importance	Satisfaction

Legend:
- Very Important or Satisfied
- More than Important or Satisfied
- Important or Satisfied
- Less than Important or Satisfied
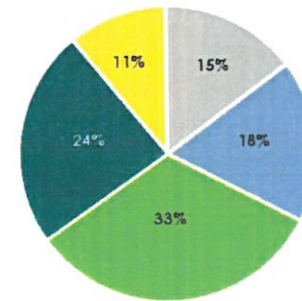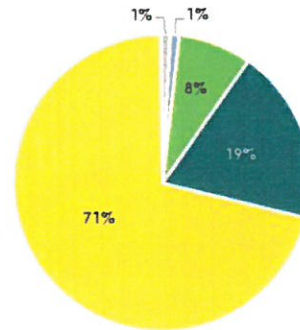- Not Important or Not Satisfied

Peaceful Small Town Atmosphere

All but 2% of respondents placed importance on the peaceful small town atmosphere of Naples.

Respondents
Importance: 1,577
Satisfaction: 1,572

Importance pie chart: 71%, 19%, 8%, 1%, 1%

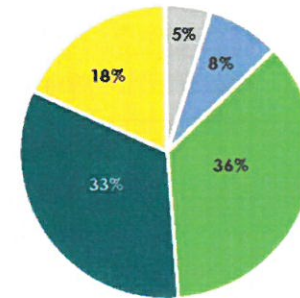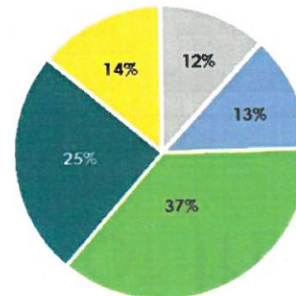Satisfaction pie chart: 11%, 15%, 18%, 33%, 24%

Wealthy, High-caliber People

76% of respondents feel having a population of wealthy, high-caliber people is an important feature of the City of Naples.
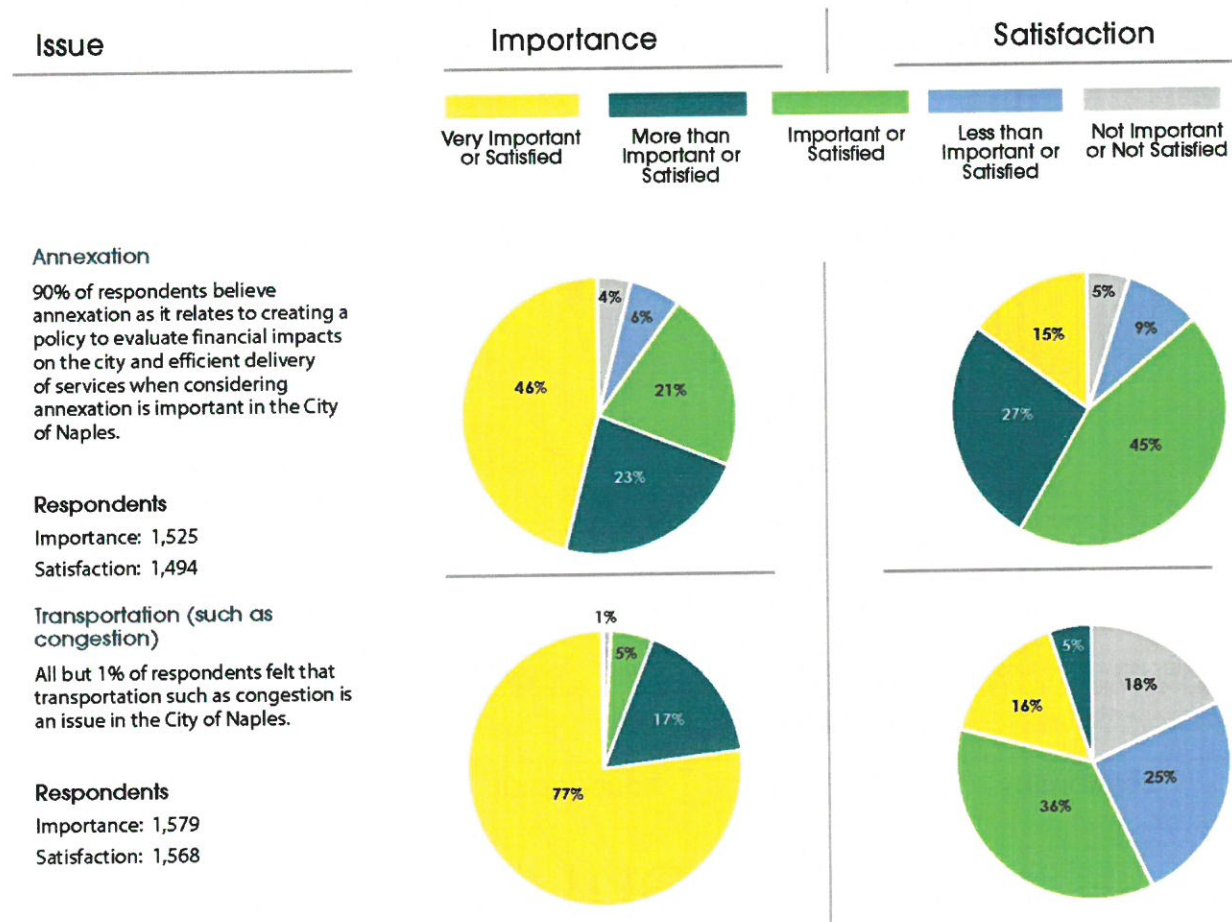
Respondents
Importance: 1,572
Satisfaction: 1,554

Importance pie chart: 14%, 12%, 13%, 37%, 25%

Satisfaction pie chart: 18%, 5%, 8%, 36%, 33%

Issues of the Vision

Issue	Importance	Satisfaction

Legend:
- Very Important or Satisfied (yellow)
- More than Important or Satisfied (dark teal)
- Important or Satisfied (green)
- Less than Important or Satisfied (blue)
- Not Important or Not Satisfied (gray)

Annexation

90% of respondents believe annexation as it relates to creating a policy to evaluate financial impacts on the city and efficient delivery of services when considering annexation is important in the City of Naples.

Respondents

Importance: 1,525
Satisfaction: 1,494

Importance pie chart: 46%, 23%, 21%, 6%, 4%

Satisfaction pie chart: 45%, 27%, 15%, 9%, 5%

Transportation (such as congestion)

All but 1% of respondents felt that transportation such as congestion is an issue in the City of Naples.

Respondents

Importance: 1,579
Satisfaction: 1,568

Importance pie chart: 77%, 17%, 5%, 1%

Satisfaction pie chart: 36%, 25%, 18%, 16%, 5%

Issues of the Vision

Issue

Importance

Satisfaction

Very Important or Satisfied	More than Important or Satisfied	Important or Satisfied	Less than Important or Satisfied	Not Important or Not Satisfied

Annexation

90% of respondents believe annexation as it relates to creating a policy to evaluate financial impacts on the city and efficient delivery of services when considering annexation is important in the City of Naples.

Respondents

Importance: 1,525
Satisfaction: 1,494

Importance

46%
4%
6%
21%
23%

Satisfaction

5%
15%
9%
27%
45%

Transportation (such as congestion)

All but 1% of respondents felt that transportation such as congestion is an issue in the City of Naples.

Respondents

Importance: 1,579
Satisfaction: 1,568

Importance

1%
5%
17%
77%

Satisfaction

5%
18%
16%
25%
36%

Issues of the Vision

Issue	Importance	Satisfaction

Legend:
- Very Important or Satisfied
- More than Important or Satisfied
- Important or Satisfied
- Less than Important or Satisfied
- Not Important or Not Satisfied

Clean-up of Naples Bay and Other Water Bodies, and Stormwater Coordination

Every respondent believes clean-up of Naples Bay and other water bodies, and coordination with other government bodies in addressing stormwater runoff from the City of Naples is an important issue.

Respondents

Importance: 1,579
Satisfaction: 1,559

Importance: 84%, 12%, 3%

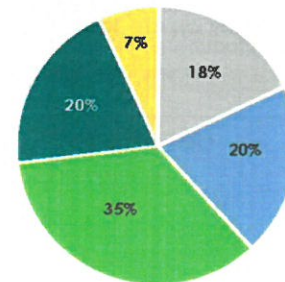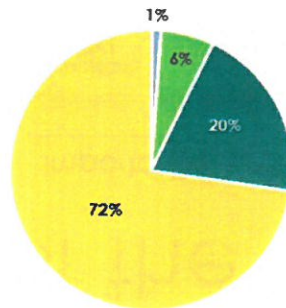*Satisfaction:* 7%, 16%, 22%, 21%, 34%
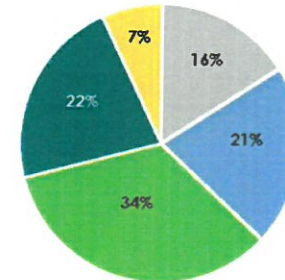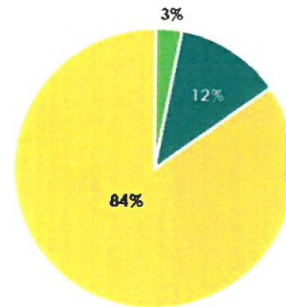
Redevelopment and Downtown Issues; Traffic, Parking, & Noise

All but 1% of respondents feel traffic, parking, and noise related to redevelopment and downtown are issues in the City of Naples.
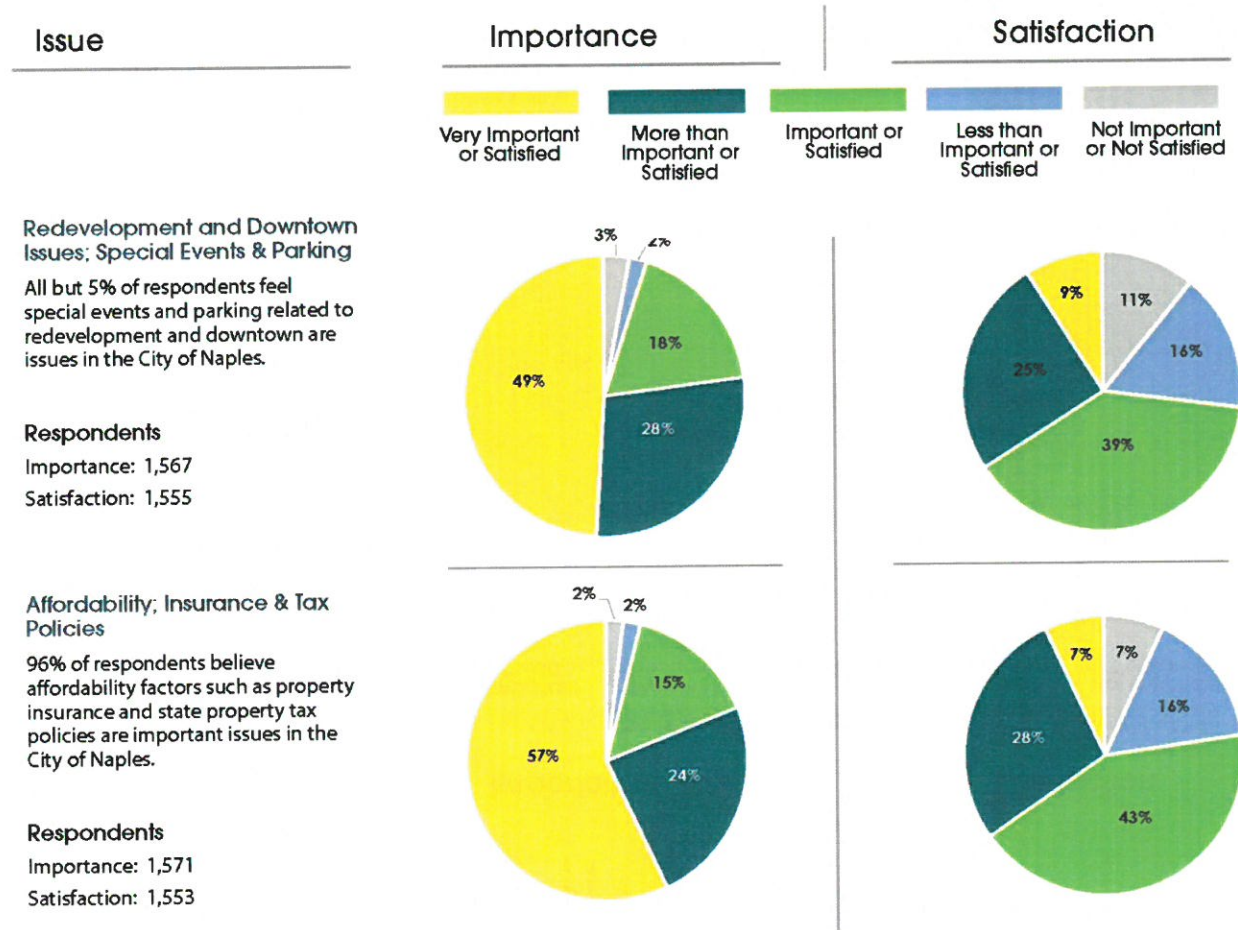
Respondents

Importance: 1,567
Satisfaction: 1,561

Importance: 72%, 20%, 6%, 1%

Satisfaction: 7%, 18%, 20%, 20%, 35%

Issues of the Vision

Issue	Importance	Satisfaction

Legend:
- Very Important or Satisfied (yellow)
- More than Important or Satisfied (dark teal)
- Important or Satisfied (green)
- Less than Important or Satisfied (blue)
- Not Important or Not Satisfied (gray)

Redevelopment and Downtown Issues; Special Events & Parking

All but 5% of respondents feel special events and parking related to redevelopment and downtown are issues in the City of Naples.

Respondents
Importance: 1,567
Satisfaction: 1,555

Importance: 3%, <1%, 18%, 28%, 49%

Satisfaction: 9%, 11%, 16%, 39%, 25%

Affordability; Insurance & Tax Policies

96% of respondents believe affordability factors such as property insurance and state property tax policies are important issues in the City of Naples.

Respondents
Importance: 1,571
Satisfaction: 1,553

Importance: 2%, 2%, 15%, 24%, 57%

Satisfaction: 7%, 7%, 16%, 43%, 28%

Issues of the Vision

Issue	Importance	Satisfaction

Legend:
- Very Important or Satisfied
- More than Important or Satisfied
- Important or Satisfied
- Less than Important or Satisfied
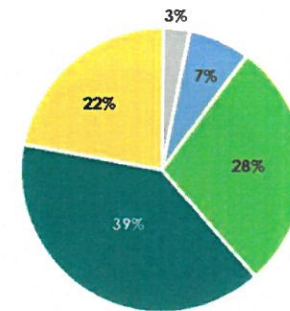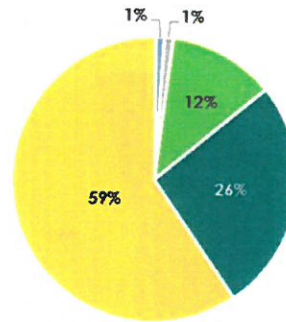- Not Important or Not Satisfied

Green Space & Recreation

98% of respondents feel green space and recreation including development of public parks, the Gordon River Greenway, bikeways and sidewalks are an important issue in the City of Naples.

Respondents

Importance: 1,5xx
Satisfaction: 1,5xx

Importance pie chart: 1% / 1% / 12% / 26% / 59%

Satisfaction pie chart: 3% / 7% / 28% / 39% / 22%
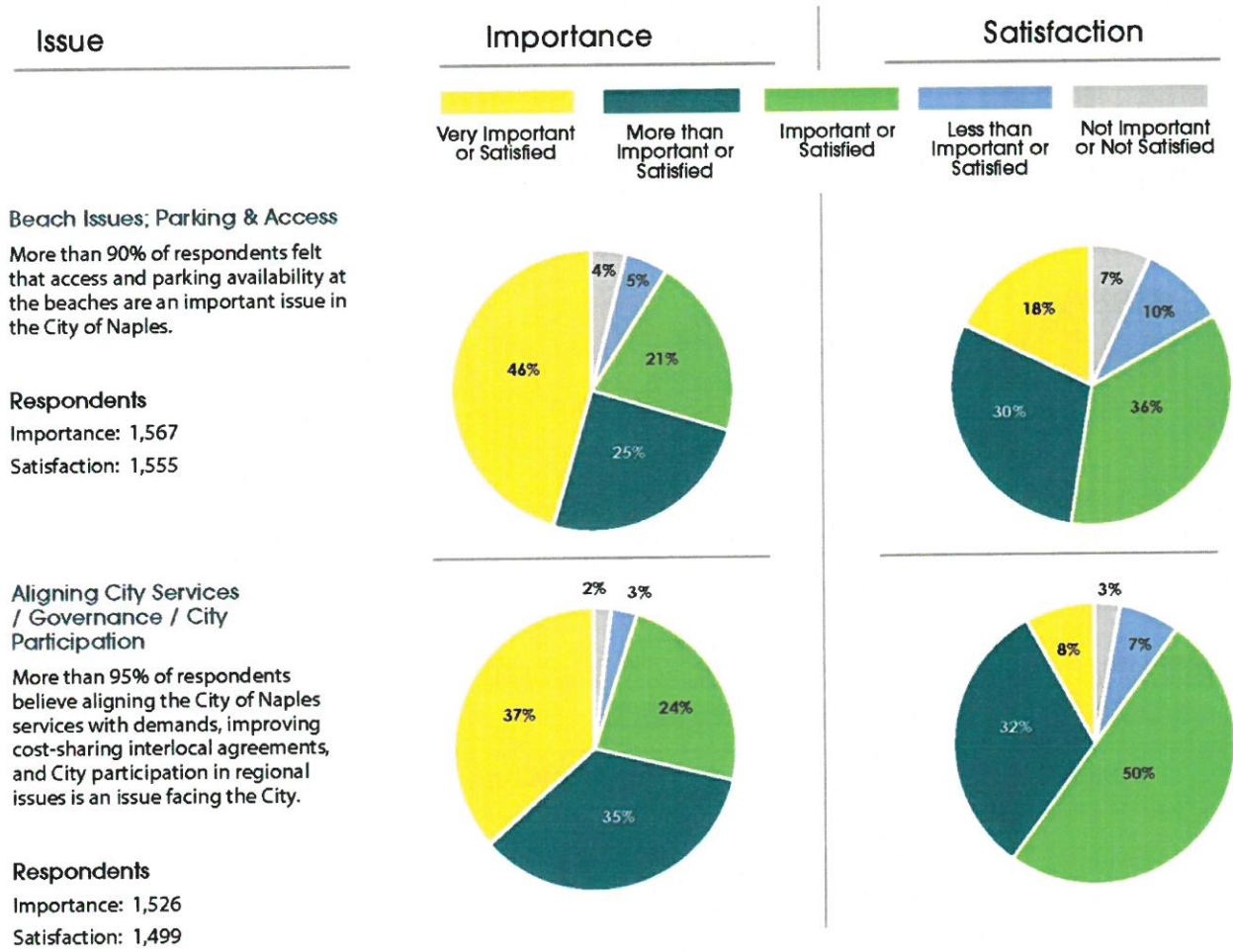
Beach Issues; Red Tide & Erosion

Every respondent felt that the current beach related issues such as Red Tide and beach erosion are important issues in the City of Naples.
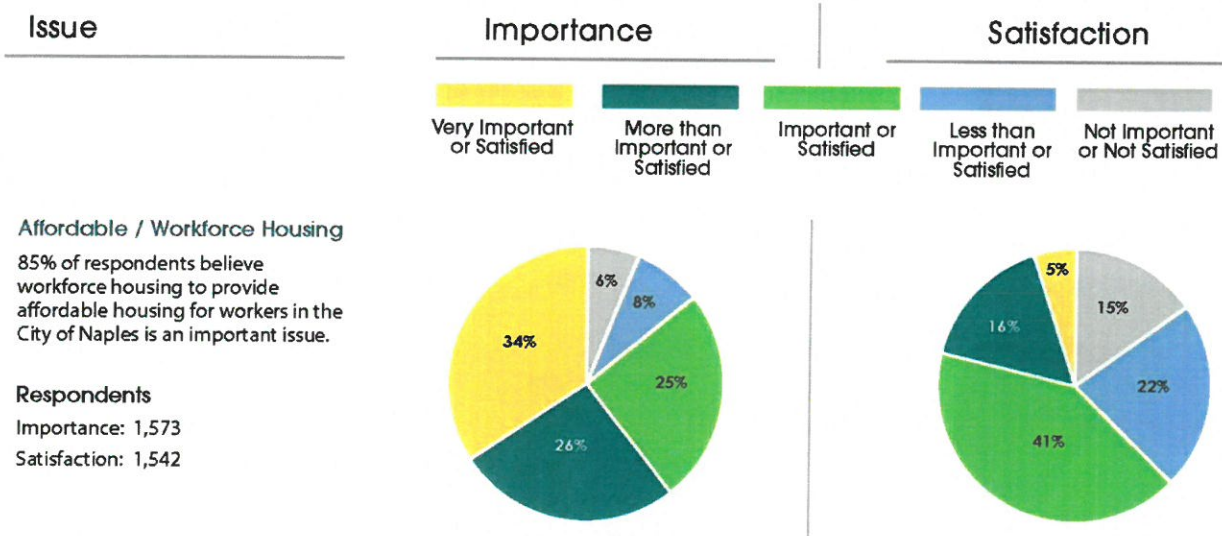
Respondents

Importance: 1,574
Satisfaction: 1,567

Importance pie chart: 2% / 6% / 92%

Satisfaction pie chart: 3% / 5% / 13% / 28% / 25%

Issues of the Vision

Issue	Importance	Satisfaction

Legend:
- Very Important or Satisfied (yellow)
- More than Important or Satisfied (dark green)
- Important or Satisfied (green)
- Less than Important or Satisfied (blue)
- Not Important or Not Satisfied (grey)

Beach Issues; Parking & Access

More than 90% of respondents felt that access and parking availability at the beaches are an important issue in the City of Naples.

Respondents

Importance: 1,567

Satisfaction: 1,555

Importance pie chart: 46%, 4%, 5%, 21%, 25%

Satisfaction pie chart: 7%, 10%, 36%, 30%, 18%

Aligning City Services / Governance / City Participation

More than 95% of respondents believe aligning the City of Naples services with demands, improving cost-sharing interlocal agreements, and City participation in regional issues is an issue facing the City.

Respondents

Importance: 1,526

Satisfaction: 1,499

Importance pie chart: 37%, 2%, 3%, 24%, 35%

Satisfaction pie chart: 3%, 7%, 50%, 32%, 8%

Issues of the Vision

| Issue | Importance | Satisfaction |

Very Important or Satisfied | More than Important or Satisfied | Important or Satisfied | Less than Important or Satisfied | Not Important or Not Satisfied

Affordable / Workforce Housing

85% of respondents believe workforce housing to provide affordable housing for workers in the City of Naples is an important issue.

Respondents
Importance: 1,573
Satisfaction: 1,542

Importance (pie chart)
- 34%
- 6%
- 8%
- 25%
- 26%

Satisfaction (pie chart)
- 5%
- 15%
- 22%
- 41%
- 16%

Goals of the Vision

Goals

Importance

Satisfaction

Legend:
- Very Important or Satisfied (yellow)
- More than Important or Satisfied (dark teal)
- Important or Satisfied (green)
- Less than Important or Satisfied (blue)
- Not Important or Not Satisfied (grey)

Preserve Naples Distinctive Small Town Character and Culture

Nearly all respondents believe preserving Naples' distinctive small town character and culture is a goal that should remain.

Respondents
Importance: 1,573
Satisfaction: 1,563

Importance pie chart: 80%, 13%, 5%, 1%, 1%

Satisfaction pie chart: 23%, 10%, 18%, 19%, 30%
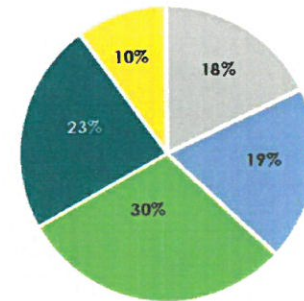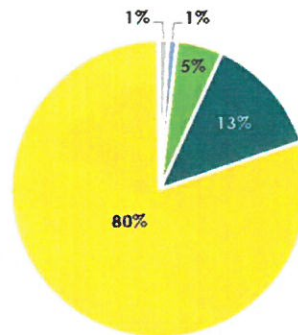
Make Naples the Green Jewel of Southwest Florida

All but 1% of respondents feel protecting the natural environment through restoring Naples Bay, promoting community sustainability, and by establishing more green space is a goal that should remain.

Respondents
Importance: 1,575
Satisfaction: 1,563

Importance pie chart: 75%, 18%, 5%, 1%

Satisfaction pie chart: 27%, 7%, 10%, 18%, 38%

Goals of the Vision

Goals

Importance

Satisfaction

Legend:
- Very Important or Satisfied
- More than Important or Satisfied
- Important or Satisfied
- Less than Important or Satisfied
- Not Important or Not Satisfied
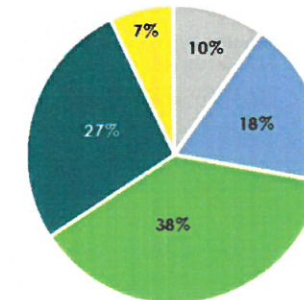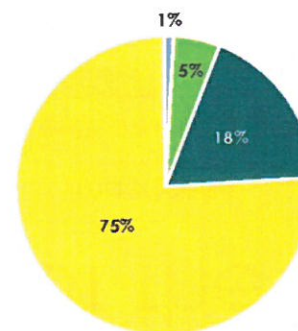
Strengthen the Economic Health and Vitality of the City

Nearly all respondents feel strengthening the economic health and vitality of the City by maintaining the viability of local businesses is a goal for the future.
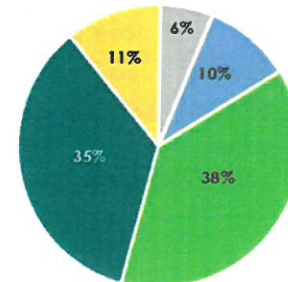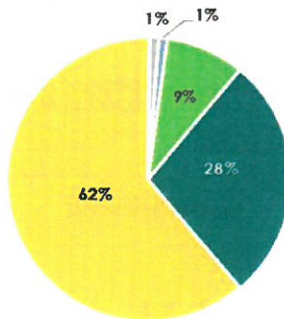
Respondents
Importance: 1,566
Satisfaction: 1,558

Importance pie chart: 1%, 1%, 7%, 27%, 64%

Satisfaction pie chart: 4%, 9%, 35%, 40%, 12%
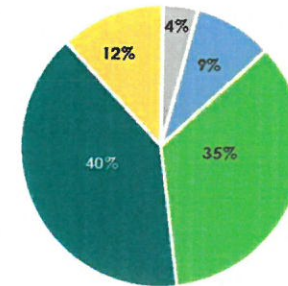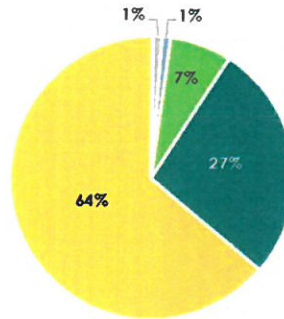
Maintain and Enhance Government Capacity for Public Service and Leadership

Like the previous goals identified within the 2007 Vision, nearly all respondents feel maintaining and enhancing governance capacity for public service and leadership through enacting strategies to ensure a well-run local government and providing leadership on larger issues that impact the quality and future of Naples is a goal that should remain.

Respondents
Importance: 1,557
Satisfaction: 1,536

Importance pie chart: 1%, 1%, 9%, 28%, 62%

Satisfaction pie chart: 6%, 10%, 38%, 35%, 11%

Goals of the Vision

Goals

Importance

Satisfaction

Very Important or Satisfied

More than Important or Satisfied

Important or Satisfied

Less than Important or Satisfied

Not Important or Not Satisfied

Maintain an Extraordinary Quality of Life

Nearly all respondents believe maintaining an extraordinary quality of life for residents through improving City amenities for residents, enhancing community health, mobility, and public safety are important goals for the future.

Respondents

Importance: 1,569

Satisfaction: 1,556

Importance pie chart: 1% · 1% · 7% · 21% · 71%

Satisfaction pie chart: 3% · 9% · 12% · 39% · 38%
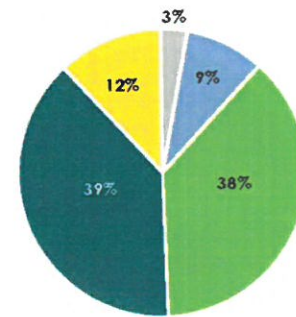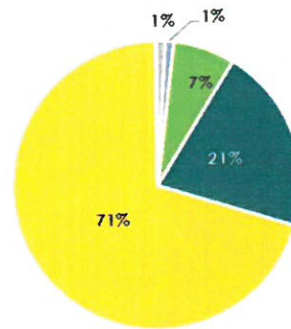
Ranking: Top 20 FEATURES

1. Beaches
2. Cleanliness
3. Community safety / low crime
4. Beautiful landscaping
5. Excellent medical facilities
6. Dining and entertainment options
7. Water quality
8. Bicycle and pedestrian access
9. Low building heights
10. Peaceful small-town atmosphere
11. Community character and culture
12. Environmental protection and organizations
13. Accessible airports
14. Feeling of non-pretentious charm and substance
15. Friendly place, friendly people
16. High quality image of the city
17. Greenspace
18. Quiet, laid-back lifestyle
19. Quality of city services
20. Cultural offerings

Ranking: Top 20 ISSUES

1. Clean-up of Naples Bay and other water bodies
2. Growth and development (over development)
3. Beach maintenance & re-nourishment
4. Keeping downtown quaint with small businesses
5. Better stormwater management
6. Increased density
7. Affordability
8. Drinking water quality
9. Greenspace (trees), beach, and recreation
10. Better medical and emergency services
11. Zoning and building code enforcement
12. Cost of living
13. More bicycle and pedestrian paths and safety
14. Better building codes and design standards
15. Redevelopment and downtown issues
16. Resiliency and sea level rise
17. Airport noise and related issues
18. Noise pollution
19. Improved infrastructure
20. Landscape / construction / heavy vehicle impacts

Questions?

What is our Scope of Work

The Scope of Work advertised for this effort included:

"...to oversee and conduct the public input process, helping to identify issues, draft questions to solicit input and conduct the surveying process."

"This process is expected to include a **qualitative phase** identifying key issues in the community through a public input process through meetings, focus groups and assessing the current Vision document. This would result in a survey to be conducted in a **quantitative phase** where the opinions of the community would be gathered and prioritized in response to the key issues identified in the qualitative phase."