



2024 City of Gulf Shores Resident Satisfaction Survey Findings Report

Presented to the City of
Gulf Shores, Alabama

September 2024



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Executive Summary

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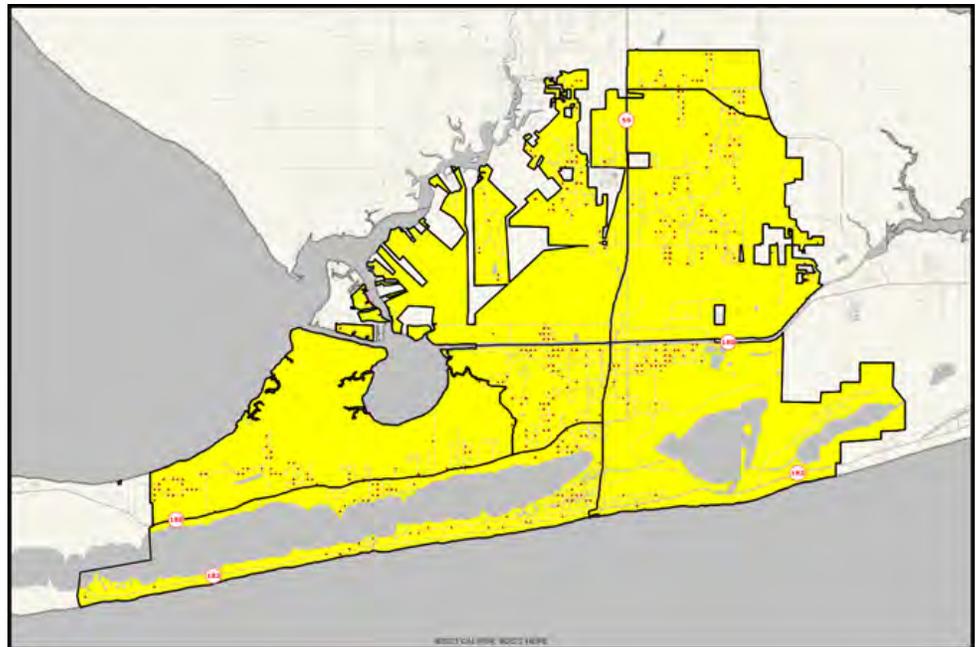
Purpose

ETC Institute administered a survey to residents of the City of Gulf Shores during the summer of 2024. The purpose of the survey was to gather resident opinion and feedback in order to evaluate and improve programs and determine the needs of residents. This is the second resident satisfaction survey ETC Institute has administered for the City of Gulf Shores; the first was conducted in the fall of 2021.

Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in Gulf Shores. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent follow-up messages to the households that received the survey to encourage participation. The messages contained a link to the online version of the survey to make it easy for residents to complete the survey.

To prevent people who were not residents of Gulf Shores from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted. The goal was to obtain completed surveys from at least 400 residents. This goal was far exceeded, with a total of 504 residents completing the survey. The overall results for the sample of 504 households have a precision of at least $\pm 4.3\%$ at the 95% level of confidence. To understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the survey based on the location of their home.



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The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the City of Gulf Shores with the results from other communities where ETC Institute has conducted a citizen survey. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings ,
- charts showing the overall results for all questions on the survey, including comparisons to the 2021 survey results,
- benchmarking data that show how the results for Gulf Shores compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

How Citizens Rate Gulf Shores as a Place to Live

Most of the residents surveyed (91%), *who had an opinion*, rated the City of Gulf Shores as an “excellent” or “good” place to live; 4% gave a “neutral” rating, and 4% rated Gulf Shores as “below average” or “poor.”

Overall Perceptions of the City

Eighty-eight percent (88%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of City services; 86% were satisfied with the reputation of the City, and 82% were satisfied with quality of life in the City.

Satisfaction With Major City Services

The major categories City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of fire/rescue/emergency medical services (98%), quality of police services (94%), and quality of trash/recycling/yard debris pickup (93%). Residents were least satisfied with the flow of traffic/ease of getting around within the City (17%).

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Based on the sum of their top three choices, the City services that residents thought should receive the most emphasis over the next two years were: 1) flow of traffic/ease of getting around within the City, 2) maintenance of City streets/sidewalks/infrastructure, and 3) quality of community and economic development.

Public Safety

Ninety-five percent (95%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of fire protection/fire rescue/emergency medical services. Other areas in which residents were “very satisfied” or “satisfied” include: overall quality of police protection (95%), fire personnel emergency response time (94%), quality of lifeguard and beach patrol service (88%), local ambulance service response time (88%), and police response time (87%). Residents were least satisfied with the quality of Police Communications (67%).

Based on the sum of their top three choices, the public safety services that residents thought should receive the most emphasis over the next two years were: 1) efforts to prevent crime, 2) visibility of police in neighborhoods, and 3) enforcement of traffic laws.

Perceptions of Safety

Nearly all (99%) of the residents surveyed, *who had an opinion*, felt “very safe” or “safe” in their neighborhood during the day. Other areas in which residents felt “very safe” or “safe” include: in neighborhood at night (95%), overall feeling of safety in Gulf Shores (94%), and in commercial and retail areas (87%). Residents felt the least safe traveling by bicycle in Gulf Shores (51%).

Transportation and Mobility

Fifty-five percent (55%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the availability of pathways for biking; 53% were “very satisfied” or “satisfied” with the availability of sidewalks/pathways for walking.

Maintenance

Ninety percent (90%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall cleanliness of streets and public areas. Other areas in which residents were “very satisfied” or “satisfied” include: condition of City facilities (87%), mowing/trimming along streets and public areas (86%), cleanup of debris/litter in and near roadways (82%), and adequacy of City street lighting (79%). Residents were least satisfied with the adequacy of City drainage system and maintenance (49%).

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Based on the sum of their top three choices, the maintenance services that residents thought should receive the most emphasis over the next two years were: 1) adequacy of City drainage system and maintenance, 2) condition of streets, and 3) condition of beach parking areas and accesses.

Trash and Recycling

Ninety-four percent (94%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with residential trash collection services; 91% were “very satisfied” or “satisfied” with yard waste collection services, and 90% were “very satisfied” or “satisfied” with bulky item pickup/removal services.

Based on the sum of their top two choices, the trash and recycling services that residents thought should receive the most emphasis over the next two years were: 1) bulky item pickup/removal services and 2) Recycling Center drop-off services.

Code Enforcement

Sixty-two percent (62%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with overall efforts to protect private property values. Other areas in which residents were “very satisfied” or “satisfied” include: cleanup of overgrown and weedy lots (53%) and overall control of unsightly areas (48%).

Development and Redevelopment

Fifty-seven percent (57%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with quality of new business development; 50% were “very satisfied” or “satisfied” with the quality of new commercial development.

Based on the sum of their top two choices, the development and redevelopment items that residents thought should receive the most emphasis over the next two years were: 1) the City’s planning for future growth and 2) redevelopment of abandoned or under-utilized properties.

Economic Development

Three-fourths (75%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the availability of lodging options; 74% were “very satisfied” or “satisfied” with public places where people want to spend time, and 69% were “very satisfied” or “satisfied” with the availability of dining options.

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Based on the sum of their top two choices, the economic development items that residents thought should receive the most emphasis over the next two years were: 1) public places where people want to spend time and 2) availability of employment opportunities.

Parks and Recreation

Eighty-nine percent (89%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of parks. Other areas in which residents were “very satisfied” or “satisfied” include: condition of walking trails (88%), quality of Bodenhamer Recreation Center (85%), condition of fitness areas within Bodenhamer Recreation Center (82%), and quality of outdoor athletic fields (82%). Residents were least satisfied with fees charged for youth and adult recreation programs (61%).

Based on the sum of their top four choices, the parks and recreation services that residents thought should receive the most emphasis over the next two years were: 1) quality of parks, 2) variety of special events programming, 3) condition of walking trails, and 4) quality of senior programs.

City Communications

More than three-fourths (76%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of the City’s website. Other areas in which residents were “very satisfied” or “satisfied” include: availability of information on City services and programs (66%), availability of information about City special events and programs (64%), and quality of the City’s live streamed meetings (64%).

Residents were asked about their primary sources of information about City issues, services, and events. The top responses included: City social media sites (62%), word of mouth (friends/neighbors) (55%), and the City website (53%). When asked about their *preferred* sources of information, based on the sum of their top three choices, the top responses included: City social media sites (61%), the City’s website (55%), and CivicReady (47%).

City Schools

Seventy-three percent (73%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of athletic programs in Gulf Shores schools. Other areas in which residents were “very satisfied” or “satisfied” include: overall quality of teachers and staff (71%), quality of Gulf Shores High School facility (68%), and quality of Gulf Shores Elementary School facility (66%).

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Customer Service from City Employees

Eighty-five percent (85%) of the residents surveyed, *who had an opinion*, “strongly agreed” or “agreed” that City employees with whom they interacted are courteous and professional. Other statements about City employees in which residents “strongly agree” or “agree” include: City employees possess the proper knowledge (75%) and request was processed in a timely manner during most recent contact with the City (73%).

Forty-eight percent (48%) of the residents surveyed, *who had an opinion*, indicated they have personally contacted the City with a question, service request, or complaint in the last 12 months. Of the 48% who contacted the City, 82% *who had an opinion* indicated the department they contacted was responsive to their issue.

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Trends Since 2021

Satisfaction ratings for the City of Gulf Shores **remained the same or increased in 72 of the 109 areas** that were assessed in 2021 and 2024. The City showed significant increases (difference of 5% or more) in 23 of these areas. The tables below and on the following pages show the comparisons between the 2021 and 2024 survey results.

| Service | 2024 | 2021 | Difference | Category |
|--|-------|-------|------------|-----------------------------------|
| Overall quality of athletic programs | 73.0% | 56.9% | 16.1% | City Schools |
| Quality of Gulf Shores Elementary School facility | 66.4% | 51.1% | 15.3% | City Schools |
| Quality of the City's website | 75.6% | 62.0% | 13.6% | City Communications |
| Availability of info on City services and programs | 65.7% | 53.0% | 12.7% | City Communications |
| As a welcoming & inclusive community | 77.1% | 64.6% | 12.5% | Overall Ratings of the City |
| Quality of Gulf Shores High School facility | 67.6% | 55.5% | 12.1% | City Schools |
| Availability of info on City construction/engineering projects | 45.6% | 34.0% | 11.6% | City Communications |
| Effectiveness of City's social media communication | 62.0% | 51.6% | 10.4% | City Communications |
| Availability of info about Parks and Recreation programs | 60.0% | 50.4% | 9.6% | City Communications |
| Overall quality of teachers and staff | 71.0% | 61.7% | 9.3% | City Schools |
| Quality of the City's live streamed meetings | 63.6% | 54.4% | 9.2% | City Communications |
| Quality of the City's School System | 81.3% | 72.8% | 8.5% | Major Categories of City Services |
| Availability of info about City special events/programs | 63.7% | 55.3% | 8.4% | City Communications |
| Quality of after school programming | 60.8% | 53.2% | 7.6% | City Schools |
| Quality of Gulf Shores Middle School facility | 60.5% | 53.1% | 7.4% | City Schools |
| Enforcement of traffic laws | 75.2% | 67.9% | 7.3% | Public Safety |
| Enforcement of criminal laws | 84.3% | 77.1% | 7.2% | Public Safety |
| Availability of info regarding City initiatives/projects | 40.2% | 33.1% | 7.1% | City Communications |
| Recycling Center drop-off services | 77.2% | 70.2% | 7.0% | Trash and Recycling |
| Quality of leadership provided by School Administration | 63.6% | 57.6% | 6.0% | City Schools |
| Quality of lifeguard and beach patrol service | 88.2% | 82.5% | 5.7% | Public Safety |
| Efforts to prevent crime | 84.9% | 79.3% | 5.6% | Public Safety |
| Adequacy of City drainage system & maintenance | 48.6% | 43.1% | 5.5% | Maintenance |
| Quality of fire rescue communications | 76.2% | 72.0% | 4.2% | Public Safety |
| Overall cleanliness of streets & public areas | 89.5% | 85.5% | 4.0% | Maintenance |
| Quality of special events programming | 77.4% | 73.4% | 4.0% | Parks and Recreation |
| Police response time | 86.8% | 82.9% | 3.9% | Public Safety |
| Quality of adult athletic programs | 70.1% | 66.4% | 3.7% | Parks and Recreation |
| Quality of leadership provided by the School Board | 60.7% | 57.3% | 3.4% | City Schools |
| Quality of SPARC and other youth programs | 64.9% | 61.8% | 3.1% | Parks and Recreation |

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Trends Since 2021 (cont.)

| Service | 2024 | 2021 | Difference | Category |
|---|-------|-------|------------|-----------------------------------|
| Fees charged for recreation center memberships | 63.7% | 60.8% | 2.9% | Parks and Recreation |
| Transparency of City government | 43.5% | 40.7% | 2.8% | City Leadership |
| Quality of police communications | 66.9% | 64.1% | 2.8% | Public Safety |
| As a place to raise children | 82.2% | 79.4% | 2.8% | Overall Ratings of the City |
| Effectiveness of the City staff & administration | 66.3% | 63.7% | 2.6% | City Leadership |
| Ease of registering for programs | 70.6% | 68.0% | 2.6% | Parks and Recreation |
| Effectiveness of communication with community | 65.0% | 62.6% | 2.4% | Major Categories of City Services |
| Local ambulance service response time | 87.7% | 85.3% | 2.4% | Public Safety |
| Cleanup of overgrown and weedy lots | 52.5% | 50.1% | 2.4% | Code Enforcement |
| Redevelopment of abandoned or under-utilized properties | 31.6% | 29.2% | 2.4% | Development and Redevelopment |
| As a place to do business | 69.8% | 67.4% | 2.4% | Overall Ratings of the City |
| Cleanup of debris/litter in & near roadways | 81.5% | 79.2% | 2.3% | Maintenance |
| Condition of fitness areas within Bodenhamer Rec Center | 82.0% | 79.7% | 2.3% | Parks and Recreation |
| Quality of customer service from City employees | 81.2% | 79.0% | 2.2% | Major Categories of City Services |
| Level of community engagement by elected officials | 53.0% | 51.0% | 2.0% | City Leadership |
| Feeling of safety in your neighborhood at night | 94.6% | 92.6% | 2.0% | Perceptions of Safety |
| Overall quality of City services | 87.7% | 85.8% | 1.9% | Perceptions of the City |
| Quality of police services | 93.8% | 91.9% | 1.9% | Major Categories of City Services |
| Visibility of police in neighborhoods | 84.1% | 82.4% | 1.7% | Public Safety |
| Yard waste collection services | 91.3% | 89.6% | 1.7% | Trash and Recycling |
| Fire personnel emergency response time | 94.4% | 92.7% | 1.7% | Public Safety |
| Quality of career development programming | 58.5% | 57.2% | 1.3% | City Schools |
| Overall control of unsightly areas | 48.1% | 46.8% | 1.3% | Code Enforcement |
| Overall quality of police protection | 94.5% | 93.2% | 1.3% | Public Safety |
| Adequacy of City street lighting | 78.7% | 77.5% | 1.2% | Maintenance |
| Value received for City tax dollars & fees | 71.6% | 70.5% | 1.1% | Perceptions of the City |
| Efforts to remove dilapidated structures | 45.7% | 44.6% | 1.1% | Code Enforcement |
| Quality of parks & recreation programs | 85.1% | 84.1% | 1.0% | Major Categories of City Services |
| Visibility of police in retail areas | 75.4% | 74.4% | 1.0% | Public Safety |
| Overall reputation of the City | 86.0% | 85.1% | 0.9% | Perceptions of the City |
| Level of public involvement in local decision-making | 41.7% | 40.8% | 0.9% | City Leadership |
| Bulky item pickup/removal services | 89.5% | 88.7% | 0.8% | Trash and Recycling |
| Quality of youth athletic programs | 73.2% | 72.5% | 0.7% | Parks and Recreation |
| Residential trash collection services | 94.3% | 93.6% | 0.7% | Trash and Recycling |
| Condition of walking trails | 88.2% | 87.8% | 0.4% | Parks and Recreation |
| Quality of fire/rescue/emergency medical services | 97.8% | 97.5% | 0.3% | Major Categories of City Services |
| Quality of trash/recycling/yard debris pickup | 92.6% | 92.3% | 0.3% | Major Categories of City Services |
| Quality of Bodenhamer Recreation Center | 85.3% | 85.0% | 0.3% | Parks and Recreation |
| Curbside recycling services | 89.2% | 89.0% | 0.2% | Trash and Recycling |
| Quality of landscaping in parks/medians/public areas | 88.2% | 88.2% | 0.0% | Major Categories of City Services |
| Feeling of safety in your neighborhood during the day | 98.6% | 98.6% | 0.0% | Perceptions of Safety |
| Overall feeling of safety in Gulf Shores | 93.8% | 93.8% | 0.0% | Perceptions of Safety |

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Trends Since 2021 (cont.)

| Service | 2024 | 2021 | Difference | Category |
|--|-------|-------|------------|-----------------------------------|
| Mowing/trimming along streets & public areas | 86.3% | 86.4% | -0.1% | Maintenance |
| Feeling of safety In the City's parks | 83.1% | 83.3% | -0.2% | Perceptions of Safety |
| Quality of parks | 88.6% | 88.8% | -0.2% | Parks and Recreation |
| Quality of fitness programs | 76.2% | 76.5% | -0.3% | Parks and Recreation |
| As a place to live | 91.4% | 91.8% | -0.4% | Overall Ratings of the City |
| Quality of fire protection/fire rescue/emergency medical services | 95.1% | 95.7% | -0.6% | Public Safety |
| City's planning for future growth | 36.1% | 36.9% | -0.8% | Development and Redevelopment |
| Feeling of safety in commercial and retail areas | 87.1% | 88.3% | -1.2% | Perceptions of Safety |
| Condition of City facilities | 86.7% | 87.9% | -1.2% | Maintenance |
| Enforcement of City codes & ordinances | 61.8% | 63.2% | -1.4% | Major Categories of City Services |
| Quality of leadership by City's elected officials | 58.3% | 59.8% | -1.5% | City Leadership |
| Overall quality of life in the City | 82.1% | 84.5% | -2.4% | Perceptions of the City |
| Quality of library services and programs | 78.0% | 80.5% | -2.5% | Major Categories of City Services |
| Quality of public beaches and beach accesses | 83.9% | 86.5% | -2.6% | Major Categories of City Services |
| Quality of new commercial development | 50.2% | 53.1% | -2.9% | Development and Redevelopment |
| Condition of playgrounds | 78.2% | 81.1% | -2.9% | Parks and Recreation |
| As a place to work | 61.0% | 64.0% | -3.0% | Overall Ratings of the City |
| Fees charged for youth & adult rec programs | 60.7% | 63.7% | -3.0% | Parks and Recreation |
| Quality of new residential development | 41.2% | 44.3% | -3.1% | Development and Redevelopment |
| Condition of outdoor athletic fields | 81.7% | 85.3% | -3.6% | Parks and Recreation |
| Quality of senior programs | 63.1% | 67.1% | -4.0% | Parks and Recreation |
| Overall efforts to protect private property values | 61.7% | 65.9% | -4.2% | Code Enforcement |
| Quality of new business development | 56.8% | 61.1% | -4.3% | Development and Redevelopment |
| Flow of traffic/ease of getting around within City | 16.6% | 21.0% | -4.4% | Major Categories of City Services |
| Maintenance of City buildings & facilities | 79.8% | 85.6% | -5.8% | Major Categories of City Services |
| Quality of community & economic development | 59.3% | 65.6% | -6.3% | Major Categories of City Services |
| Overall appearance of the City | 78.0% | 86.4% | -8.4% | Perceptions of the City |
| How well traffic signal system provides for efficient traffic flow | 21.6% | 31.3% | -9.7% | Transportation and Mobility |
| Feeling of safety traveling by bicycle in Gulf Shores | 50.5% | 60.4% | -9.9% | Perceptions of Safety |
| Condition of biking paths and lanes | 64.5% | 74.8% | -10.3% | Maintenance |
| Condition of sidewalks | 66.4% | 77.3% | -10.9% | Maintenance |
| Ease of getting around within the City | 29.9% | 41.1% | -11.2% | Transportation and Mobility |
| Feeling of safety traveling as a pedestrian in Gulf Shores | 56.8% | 68.4% | -11.6% | Perceptions of Safety |
| Condition of beach parking areas & accesses | 66.0% | 78.3% | -12.3% | Maintenance |
| Condition of streets | 60.7% | 75.3% | -14.6% | Maintenance |
| Availability of public parking | 38.7% | 55.4% | -16.7% | Transportation and Mobility |
| Maintenance of City streets/sidewalks/infrastructure | 46.1% | 66.5% | -20.4% | Major Categories of City Services |

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How the City of Gulf Shores Compares to Other Communities Regionally

Satisfaction ratings for the City of Gulf Shores **rated above the Southeast regional average in 49 of the 51 areas** that were assessed. The Southeast Region includes the states of Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, South Carolina, and Tennessee. The City of Gulf Shores rated significantly higher than the Southeast regional average (difference of 5% or more) in all 48 of these areas. The table below shows the areas where the City rated at least 20% above the Southeast regional average:

| Service | Southeast | | Difference | Category |
|--|-------------|--------|------------|-----------------------------------|
| | Gulf Shores | Region | | |
| Bulky item pickup/removal services | 89.5% | 34.1% | 55.4% | Trash and Recycling |
| Yard waste collection services | 91.3% | 38.5% | 52.8% | Trash and Recycling |
| Curbside recycling services | 89.2% | 39.5% | 49.7% | Trash and Recycling |
| As a place to live | 91.4% | 41.8% | 49.6% | Overall Ratings of the City |
| Efforts to prevent crime | 84.9% | 36.8% | 48.1% | Public Safety |
| Mowing/trimming along streets & public areas | 86.3% | 40.1% | 46.2% | Maintenance |
| Overall quality of police protection | 94.5% | 49.0% | 45.5% | Public Safety |
| Quality of trash/recycling/yard debris pickup | 92.6% | 49.3% | 43.3% | Major Categories of City Services |
| Quality of the City's website | 75.6% | 35.9% | 39.7% | City Communications |
| Police response time | 86.8% | 47.7% | 39.1% | Public Safety |
| Quality of customer service from City employees | 81.2% | 42.2% | 39.0% | Major Categories of City Services |
| Visibility of police in neighborhoods | 84.1% | 46.6% | 37.5% | Public Safety |
| Overall cleanliness of streets & public areas | 89.5% | 52.7% | 36.8% | Maintenance |
| Condition of biking paths and lanes | 64.5% | 27.7% | 36.8% | Maintenance |
| Residential trash collection services | 94.3% | 57.6% | 36.7% | Trash and Recycling |
| Value received for City tax dollars & fees | 71.6% | 35.2% | 36.4% | Perceptions of the City |
| Quality of parks & recreation programs | 85.1% | 48.8% | 36.3% | Major Categories of City Services |
| Recycling Center drop-off services | 77.2% | 42.3% | 34.9% | Trash and Recycling |
| Feeling of safety in your neighborhood at night | 94.6% | 60.1% | 34.5% | Perceptions of Safety |
| Overall quality of City services | 87.7% | 53.8% | 33.9% | Perceptions of the City |
| Quality of the City's School System | 81.3% | 48.3% | 33.0% | Major Categories of City Services |
| Condition of City buildings & facilities | 79.8% | 48.3% | 31.5% | Major Categories of City Services |
| Effectiveness of the City staff & administration | 66.3% | 36.4% | 29.9% | City Leadership |
| Overall reputation of the City | 86.0% | 56.8% | 29.2% | Perceptions of the City |
| Adequacy of City street lighting | 78.7% | 50.4% | 28.3% | Maintenance |
| Visibility of police in retail areas | 75.4% | 47.6% | 27.8% | Public Safety |
| Overall feeling of safety in Gulf Shores | 93.8% | 66.1% | 27.7% | Perceptions of Safety |
| Feeling of safety in the City's parks | 83.1% | 56.6% | 26.5% | Perceptions of Safety |
| Fire personnel emergency response time | 94.4% | 68.2% | 26.2% | Public Safety |
| Availability of info on City services and programs | 65.7% | 39.6% | 26.1% | City Communications |
| Condition of sidewalks | 66.4% | 40.9% | 25.5% | Maintenance |
| Feeling of safety in commercial and retail areas | 87.1% | 61.7% | 25.4% | Perceptions of Safety |
| Enforcement of traffic laws | 75.2% | 51.0% | 24.2% | Public Safety |
| Effectiveness of communication with community | 65.0% | 41.1% | 23.9% | Major Categories of City Services |
| Quality of the City's live streamed meetings | 63.6% | 40.3% | 23.3% | City Communications |
| Effectiveness of City's social media communication | 62.0% | 38.8% | 23.2% | City Communications |
| Quality of leadership by City's elected officials | 58.3% | 35.2% | 23.1% | City Leadership |
| Overall appearance of the City | 78.0% | 56.6% | 21.4% | Perceptions of the City |
| Local ambulance service response time | 87.7% | 67.6% | 20.1% | Public Safety |

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How the City of Gulf Shores Compares to Other Communities Nationally

Satisfaction ratings for the City of Gulf Shores **rated above the national average in 49 of the 51 areas** that were assessed. The City of Gulf Shores rated significantly higher than the national average (difference of 5% or more) in 48 of these areas. The table below shows the areas where the City rated at least 20% above the national average:

| Service | Gulf Shores | U.S. | Difference | Category |
|--|-------------|-------|------------|-----------------------------------|
| As a place to live | 91.4% | 48.5% | 42.9% | Overall Ratings of the City |
| Bulky item pickup/removal services | 89.5% | 46.6% | 42.9% | Trash and Recycling |
| Quality of customer service from City employees | 81.2% | 39.4% | 41.8% | Major Categories of City Services |
| Overall quality of police protection | 94.5% | 53.0% | 41.5% | Public Safety |
| Overall quality of City services | 87.7% | 49.0% | 38.7% | Perceptions of the City |
| Value received for City tax dollars & fees | 71.6% | 32.9% | 38.7% | Perceptions of the City |
| Quality of trash/recycling/yard debris pickup | 92.6% | 55.1% | 37.5% | Major Categories of City Services |
| Yard waste collection services | 91.3% | 53.8% | 37.5% | Trash and Recycling |
| Efforts to prevent crime | 84.9% | 48.6% | 36.3% | Public Safety |
| Overall cleanliness of streets & public areas | 89.5% | 53.3% | 36.2% | Maintenance |
| Quality of parks & recreation programs | 85.1% | 49.2% | 35.9% | Major Categories of City Services |
| Quality of the City's School System | 81.3% | 46.4% | 34.9% | Major Categories of City Services |
| Curbside recycling services | 89.2% | 55.6% | 33.6% | Trash and Recycling |
| Quality of the City's website | 75.6% | 42.4% | 33.2% | City Communications |
| Feeling of safety in your neighborhood at night | 94.6% | 61.4% | 33.2% | Perceptions of Safety |
| Overall reputation of the City | 86.0% | 53.4% | 32.6% | Perceptions of the City |
| Recycling Center drop-off services | 77.2% | 45.4% | 31.8% | Trash and Recycling |
| Mowing/trimming along streets & public areas | 86.3% | 55.4% | 30.9% | Maintenance |
| Police response time | 86.8% | 56.1% | 30.7% | Public Safety |
| Visibility of police in neighborhoods | 84.1% | 54.1% | 30.0% | Public Safety |
| Feeling of safety in the City's parks | 83.1% | 54.6% | 28.5% | Perceptions of Safety |
| Effectiveness of communication with community | 65.0% | 36.9% | 28.1% | Major Categories of City Services |
| Effectiveness of the City staff & administration | 66.3% | 38.2% | 28.1% | City Leadership |
| Overall feeling of safety in Gulf Shores | 93.8% | 66.0% | 27.8% | Perceptions of Safety |
| Residential trash collection services | 94.3% | 67.5% | 26.8% | Trash and Recycling |
| Enforcement of traffic laws | 75.2% | 49.6% | 25.6% | Public Safety |
| Visibility of police in retail areas | 75.4% | 50.6% | 24.8% | Public Safety |
| Condition of City buildings & facilities | 79.8% | 55.5% | 24.3% | Major Categories of City Services |
| Feeling of safety in commercial and retail areas | 87.1% | 63.7% | 23.4% | Perceptions of Safety |
| Overall appearance of the City | 78.0% | 54.7% | 23.3% | Perceptions of the City |
| Fire personnel emergency response time | 94.4% | 71.7% | 22.7% | Public Safety |
| Effectiveness of City's social media communication | 62.0% | 39.3% | 22.7% | City Communications |
| Condition of biking paths and lanes | 64.5% | 41.9% | 22.6% | Maintenance |
| Quality of the City's live streamed meetings | 63.6% | 41.9% | 21.7% | City Communications |
| Enforcement of City codes & ordinances | 61.8% | 40.1% | 21.7% | Major Categories of City Services |
| As a place to raise children | 82.2% | 61.4% | 20.8% | Overall Ratings of the City |
| Adequacy of City street lighting | 78.7% | 58.5% | 20.2% | Maintenance |

2024 City of Gulf Shores Resident Satisfaction Survey - Executive Summary



Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the services that are recommended as the top priorities in order to raise the City's overall satisfaction rating are listed below:

- Flow of traffic/ease of getting around within the City (I-S = 0.6714)
- Maintenance of City streets/sidewalks/infrastructure (I-S = 0.2566)
- Quality of community and economic development (I-S = 0.1266)

The table on the following page shows the Importance-Satisfaction rating for all 16 major categories of City services that were rated.

2024 City of Gulf Shores Resident Satisfaction Survey - Executive Summary



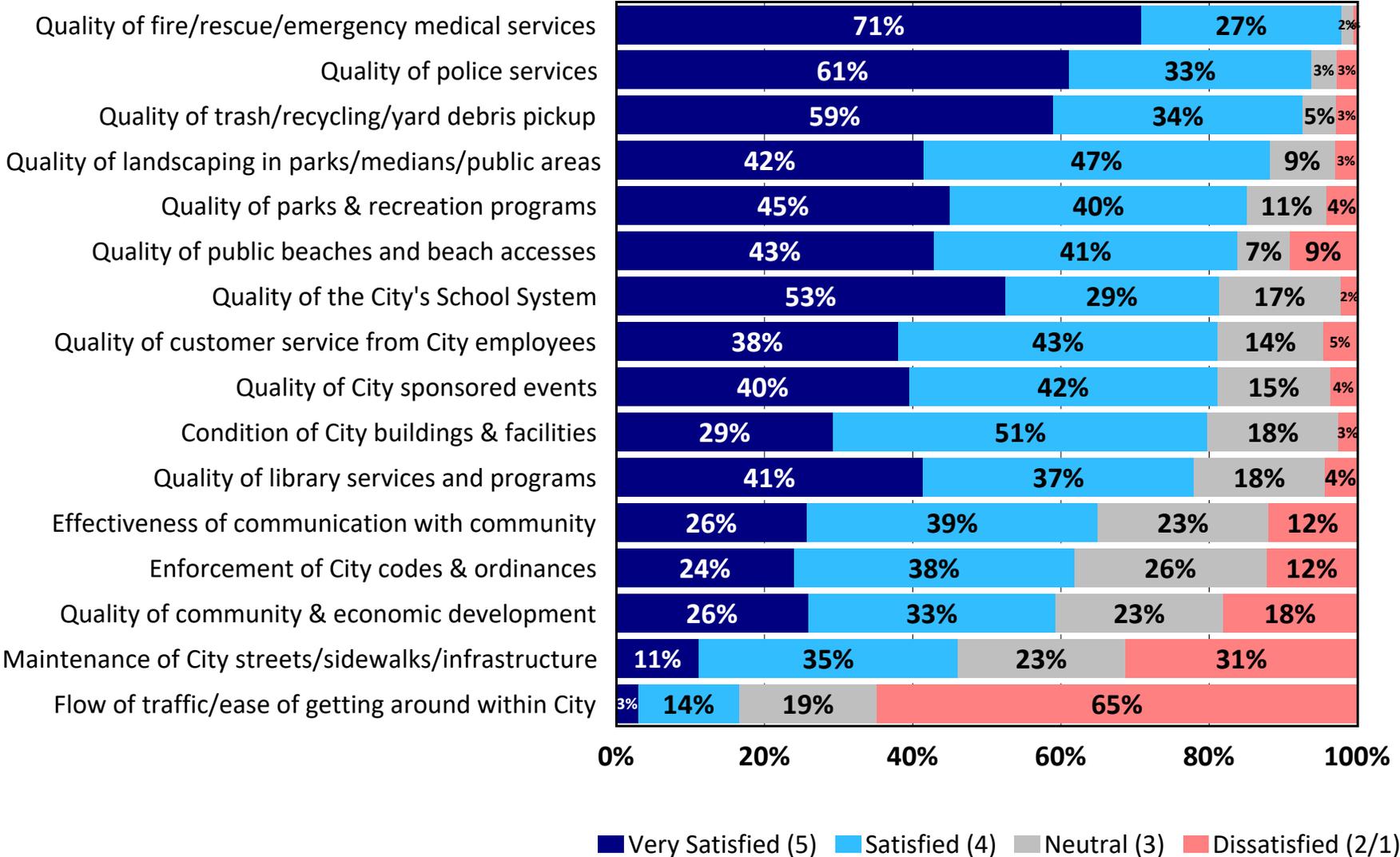
| Importance-Satisfaction Rating | | | | | | |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| City of Gulf Shores, AL | | | | | | |
| Overall | | | | | | |
| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
| <i>Very High Priority (IS > .20)</i> | | | | | | |
| Flow of traffic/ease of getting around within City | 81% | 1 | 17% | 16 | 0.6714 | 1 |
| Maintenance of City streets/sidewalks/infrastructure | 48% | 2 | 46% | 15 | 0.2566 | 2 |
| <i>High Priority (IS .10-.20)</i> | | | | | | |
| Quality of community & economic development | 31% | 3 | 59% | 14 | 0.1266 | 3 |
| <i>Medium Priority (IS < .10)</i> | | | | | | |
| Enforcement of City codes & ordinances | 16% | 5 | 62% | 13 | 0.0600 | 4 |
| Effectiveness of communication with community | 15% | 7 | 65% | 12 | 0.0515 | 5 |
| Quality of public beaches and beach accesses | 23% | 4 | 84% | 6 | 0.0367 | 6 |
| Quality of the City's School System | 9% | 10 | 81% | 7 | 0.0165 | 7 |
| Quality of parks & recreation programs | 10% | 8 | 85% | 5 | 0.0146 | 8 |
| Quality of City sponsored events | 6% | 11 | 81% | 9 | 0.0106 | 9 |
| Quality of police services | 16% | 6 | 94% | 2 | 0.0097 | 10 |
| Condition of City buildings & facilities | 4% | 13 | 80% | 10 | 0.0089 | 11 |
| Quality of library services and programs | 3% | 14 | 78% | 11 | 0.0075 | 12 |
| Quality of customer service from City employees | 3% | 15 | 81% | 8 | 0.0064 | 13 |
| Quality of landscaping in parks/medians/public areas | 5% | 12 | 88% | 4 | 0.0054 | 14 |
| Quality of trash/recycling/yard debris pickup | 3% | 16 | 93% | 3 | 0.0025 | 15 |
| Quality of fire/rescue/emergency medical services | 9% | 9 | 98% | 1 | 0.0019 | 16 |



Charts and Graphs

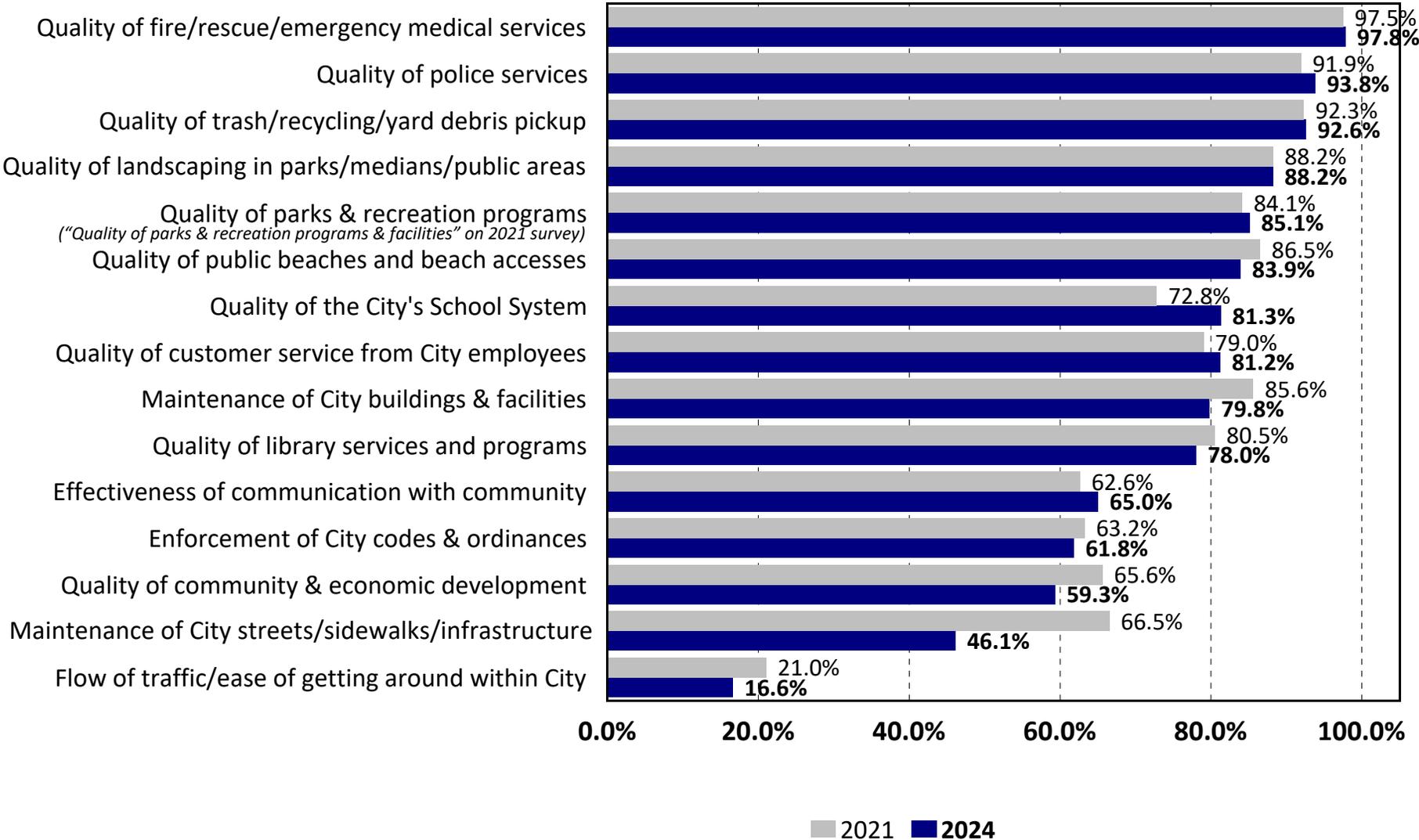
Q1. Overall Satisfaction With Major Categories of City Services

by percentage of respondents (excluding don't knows)



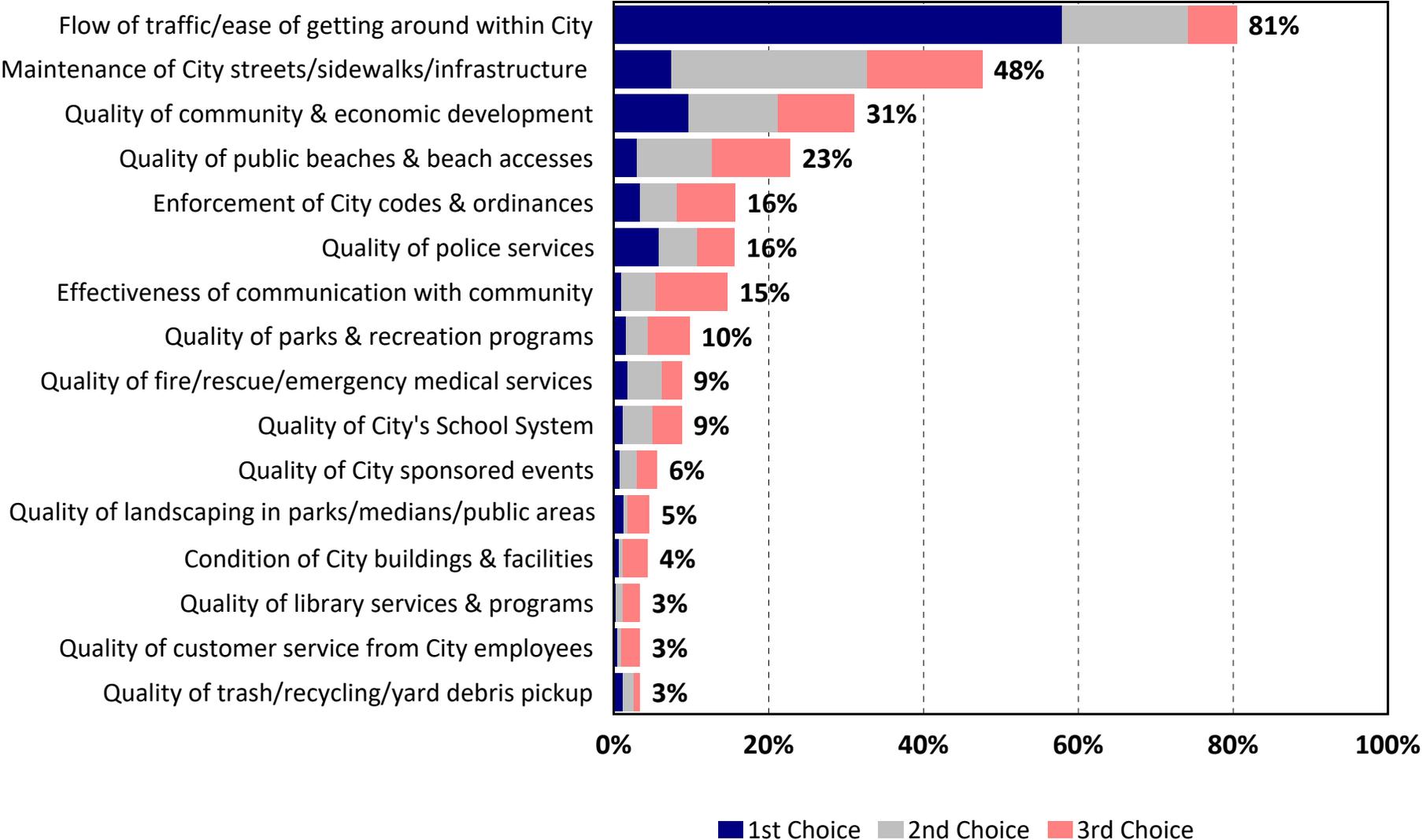
TRENDS: Overall Satisfaction With Major Categories of City Services - 2021 vs. 2024

by percentage of respondents (excluding don't knows)



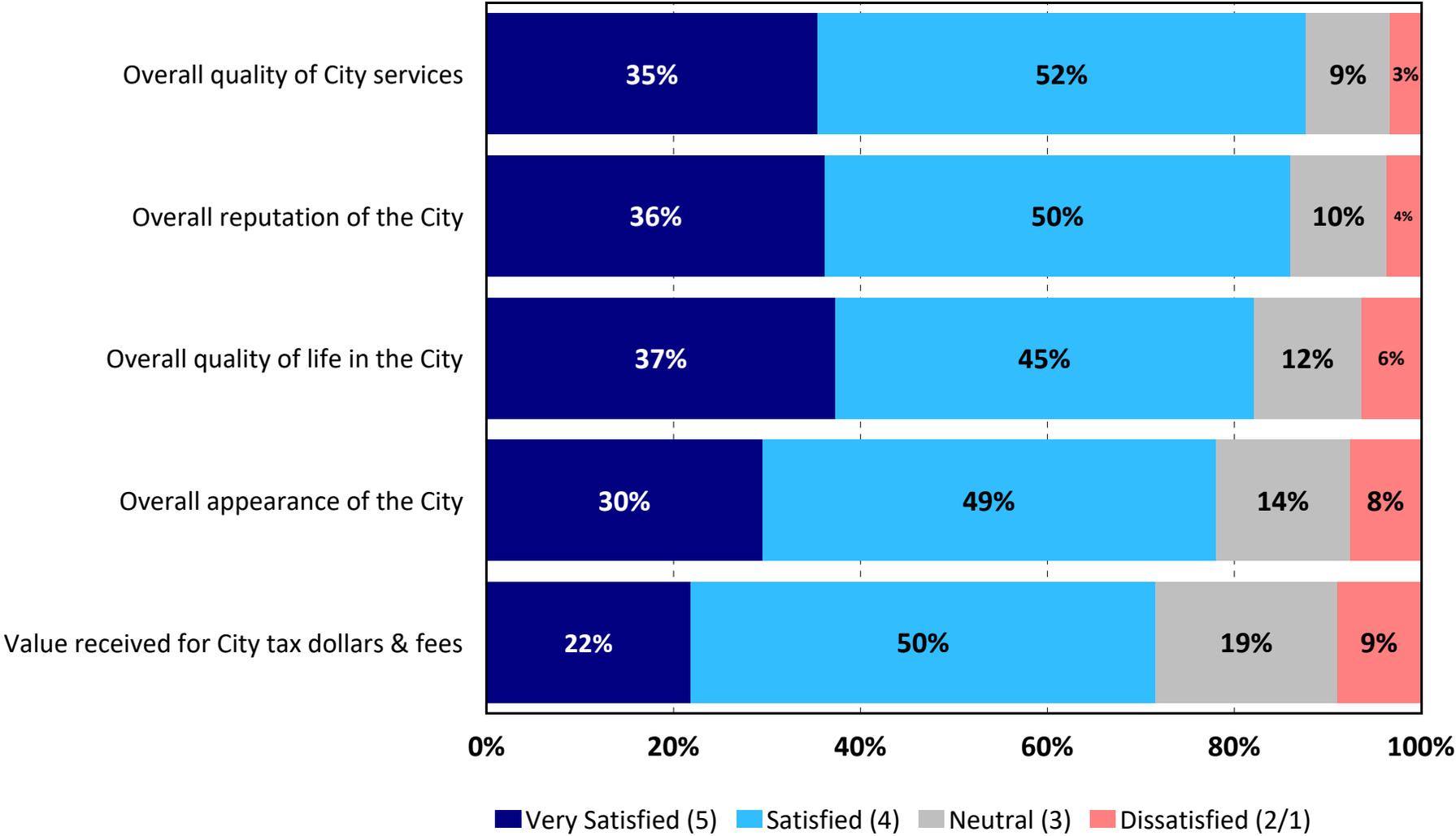
Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



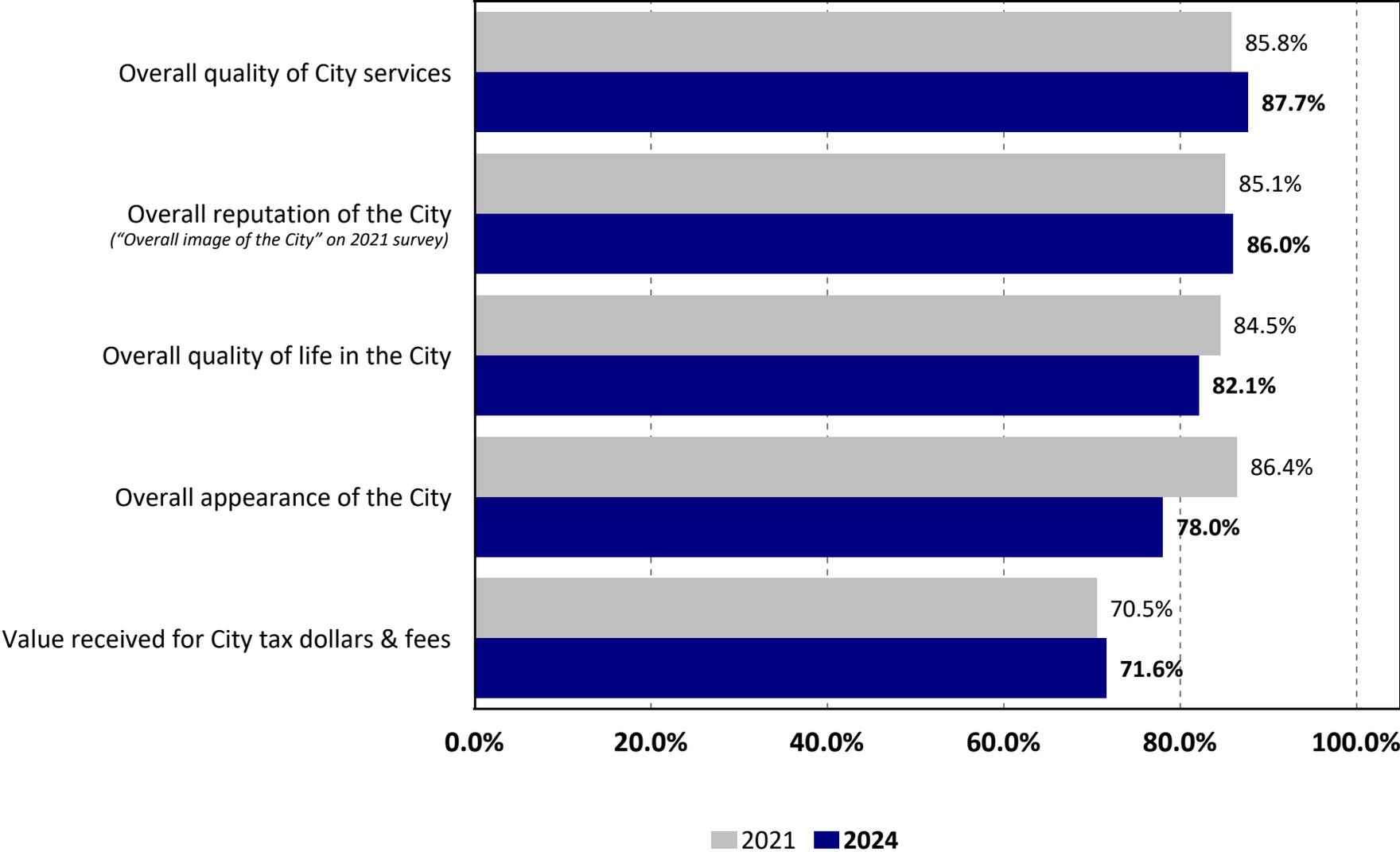
Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding don't knows)



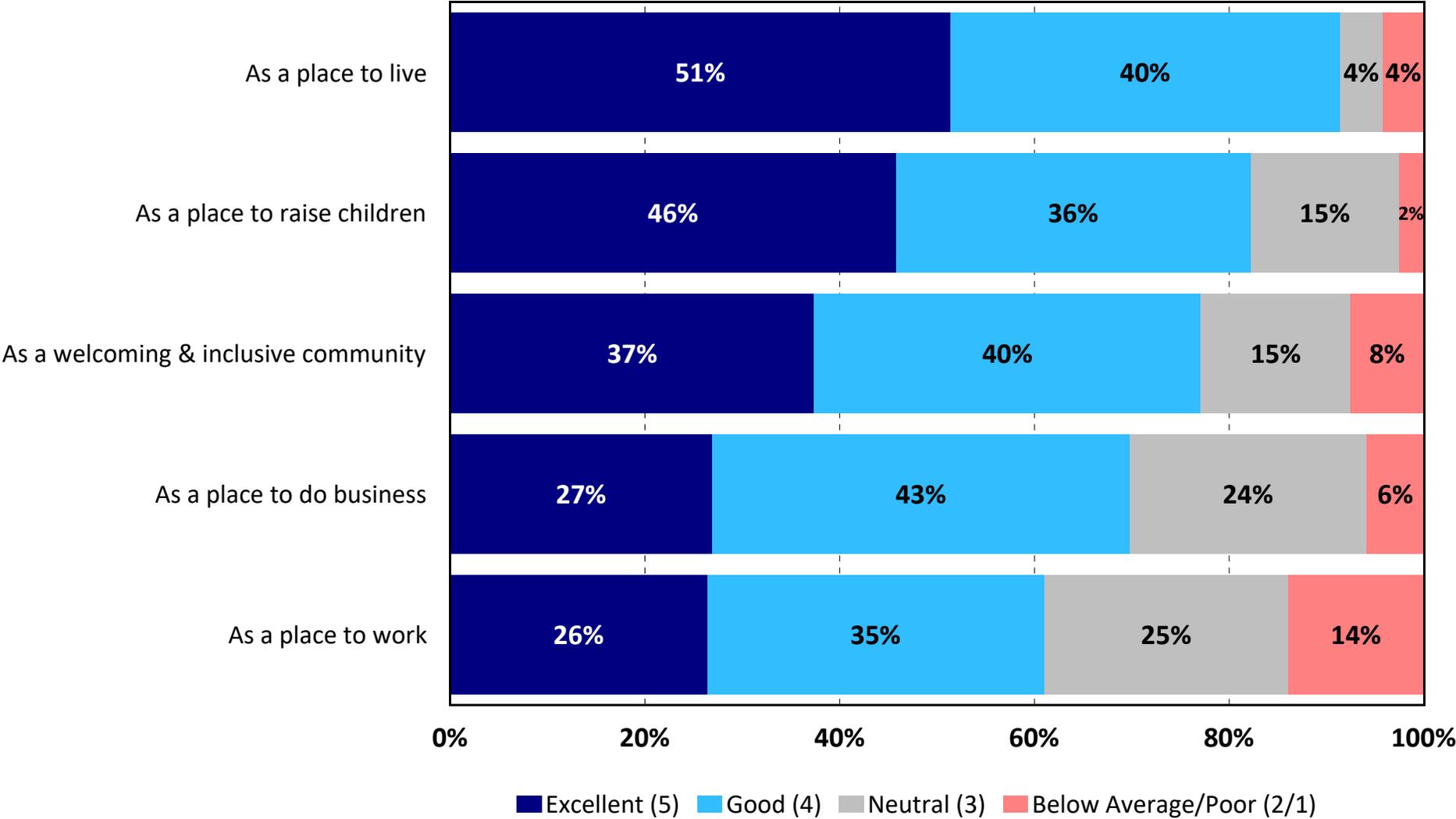
TRENDS: Satisfaction With Items That Influence the Perception Residents Have of the City - 2021 vs. 2024

by percentage of respondents (excluding don't knows)



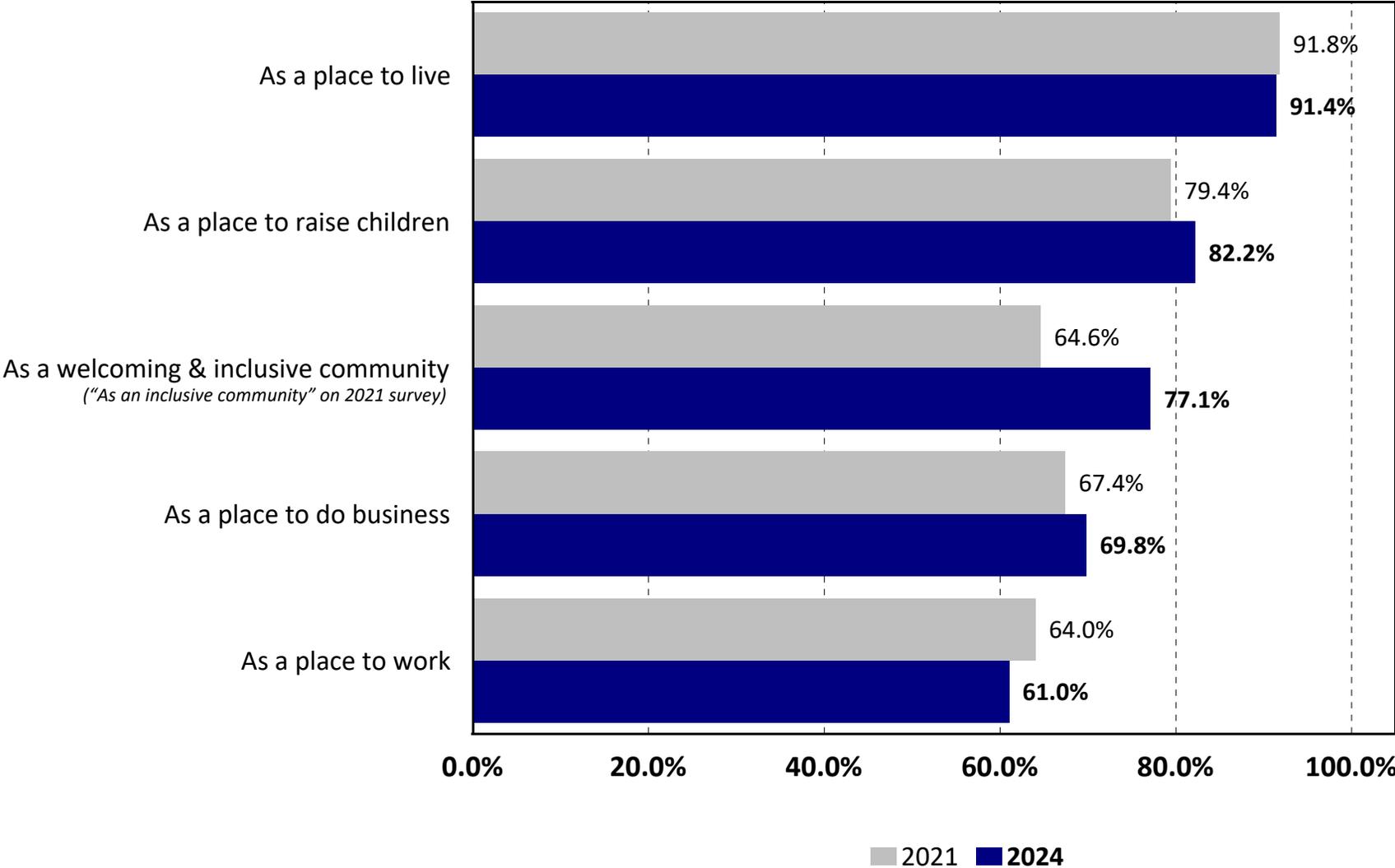
Q4. Overall Ratings of the City

by percentage of respondents (excluding don't knows)



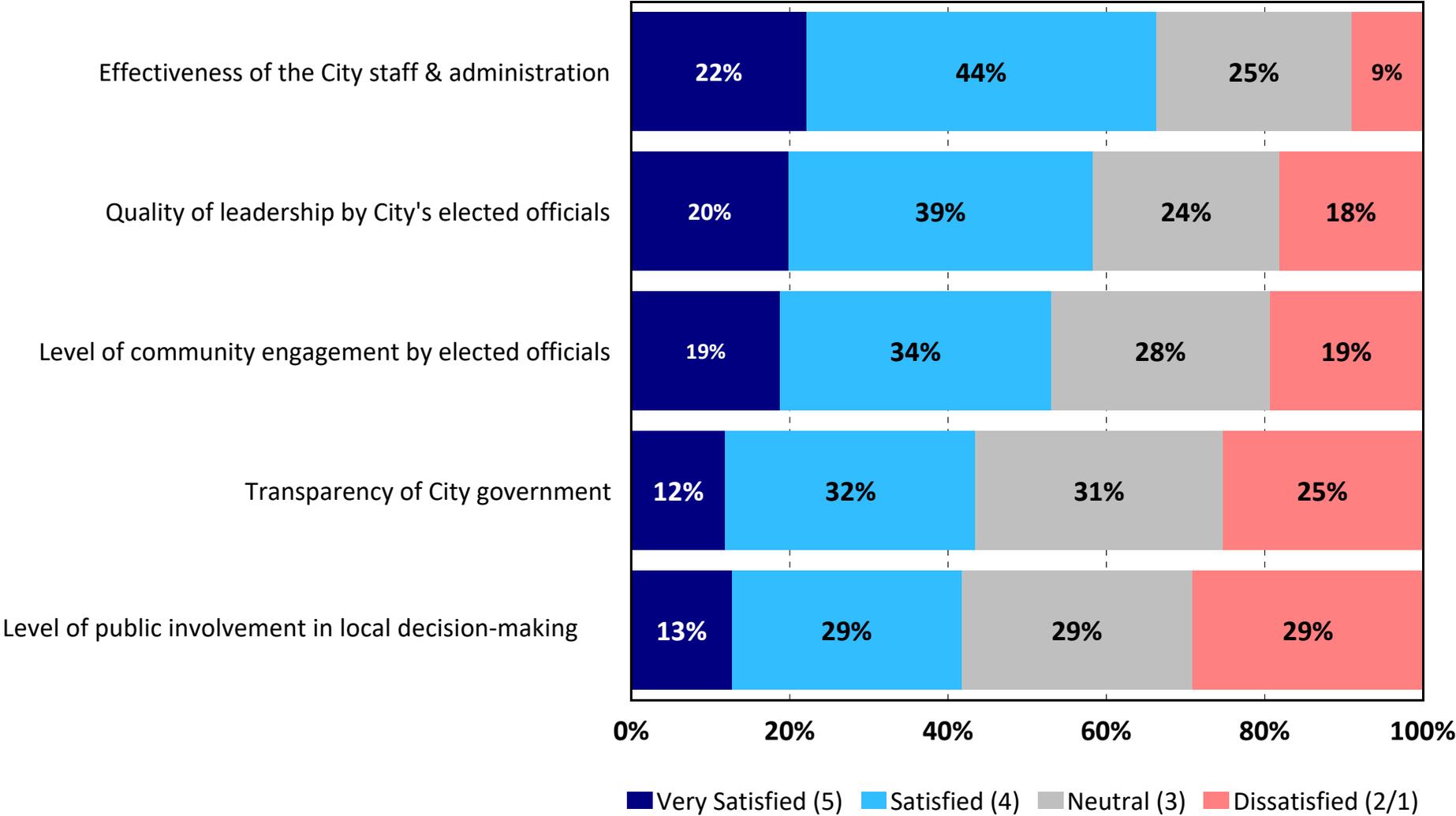
TRENDS: Overall Ratings of the City 2021 vs. 2024

by percentage of respondents (excluding don't knows)



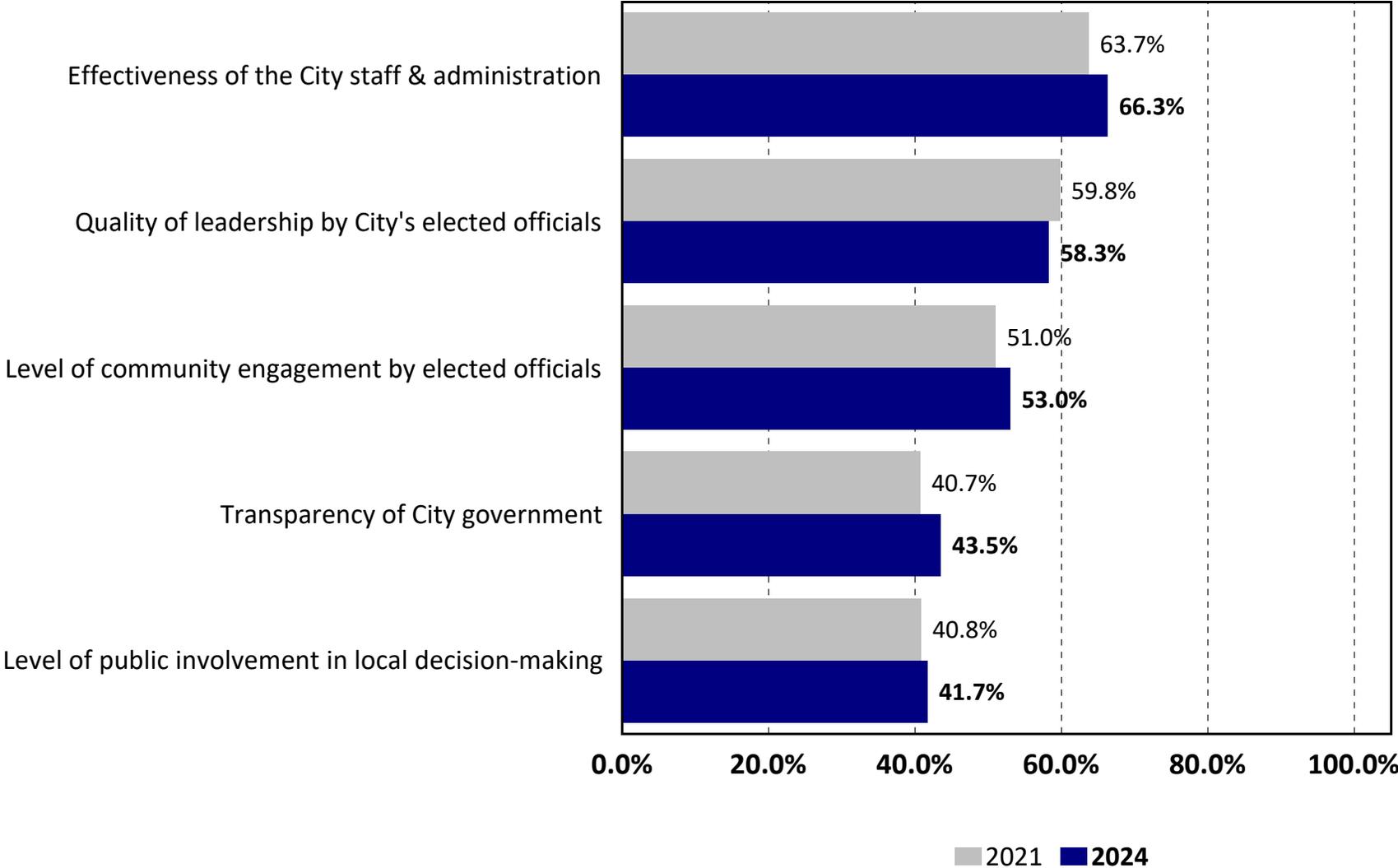
Q5. Satisfaction with City Leadership

by percentage of respondents (excluding don't knows)



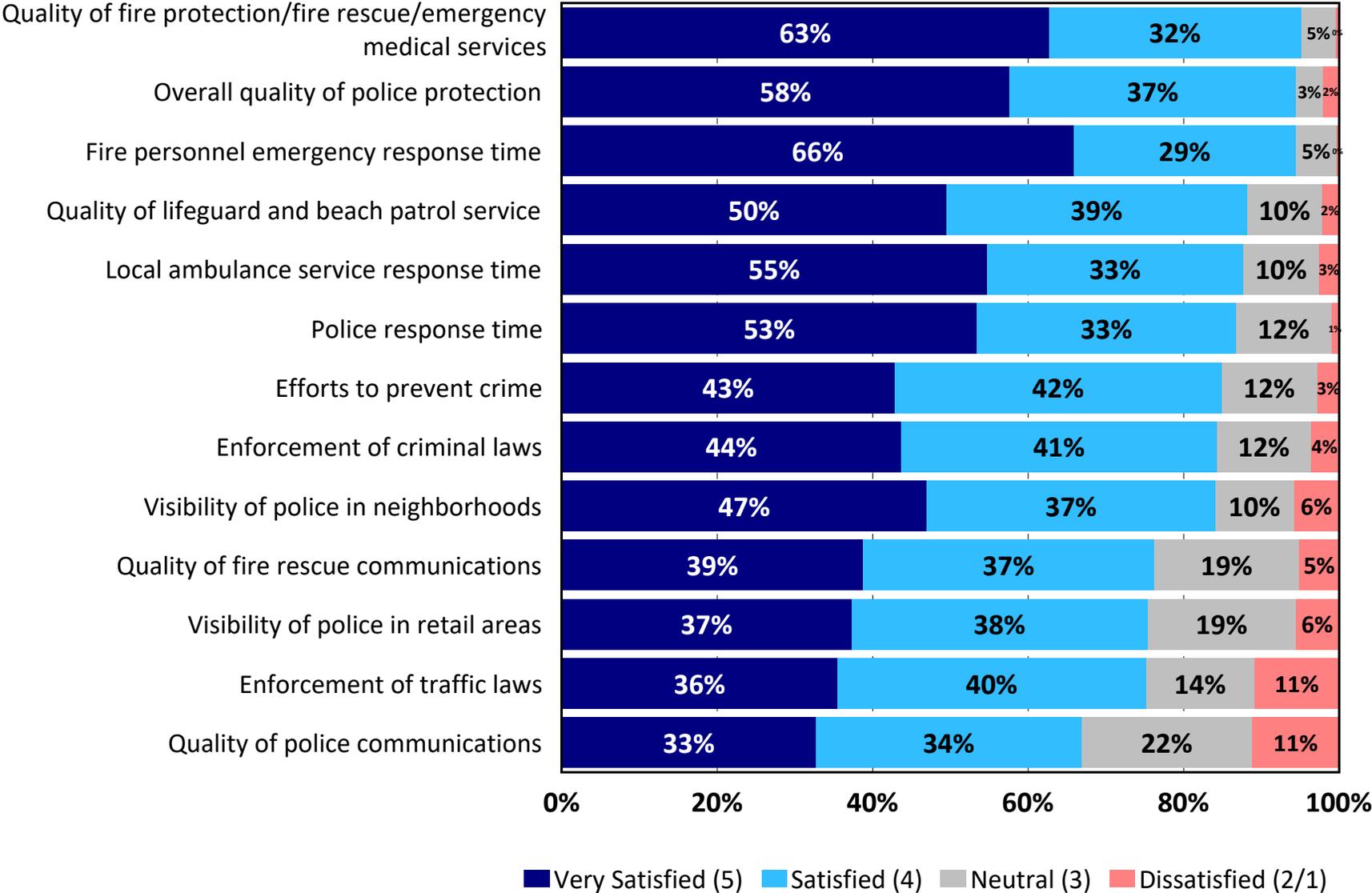
TRENDS: Satisfaction with City Leadership 2021 vs. 2024

by percentage of respondents (excluding don't knows)



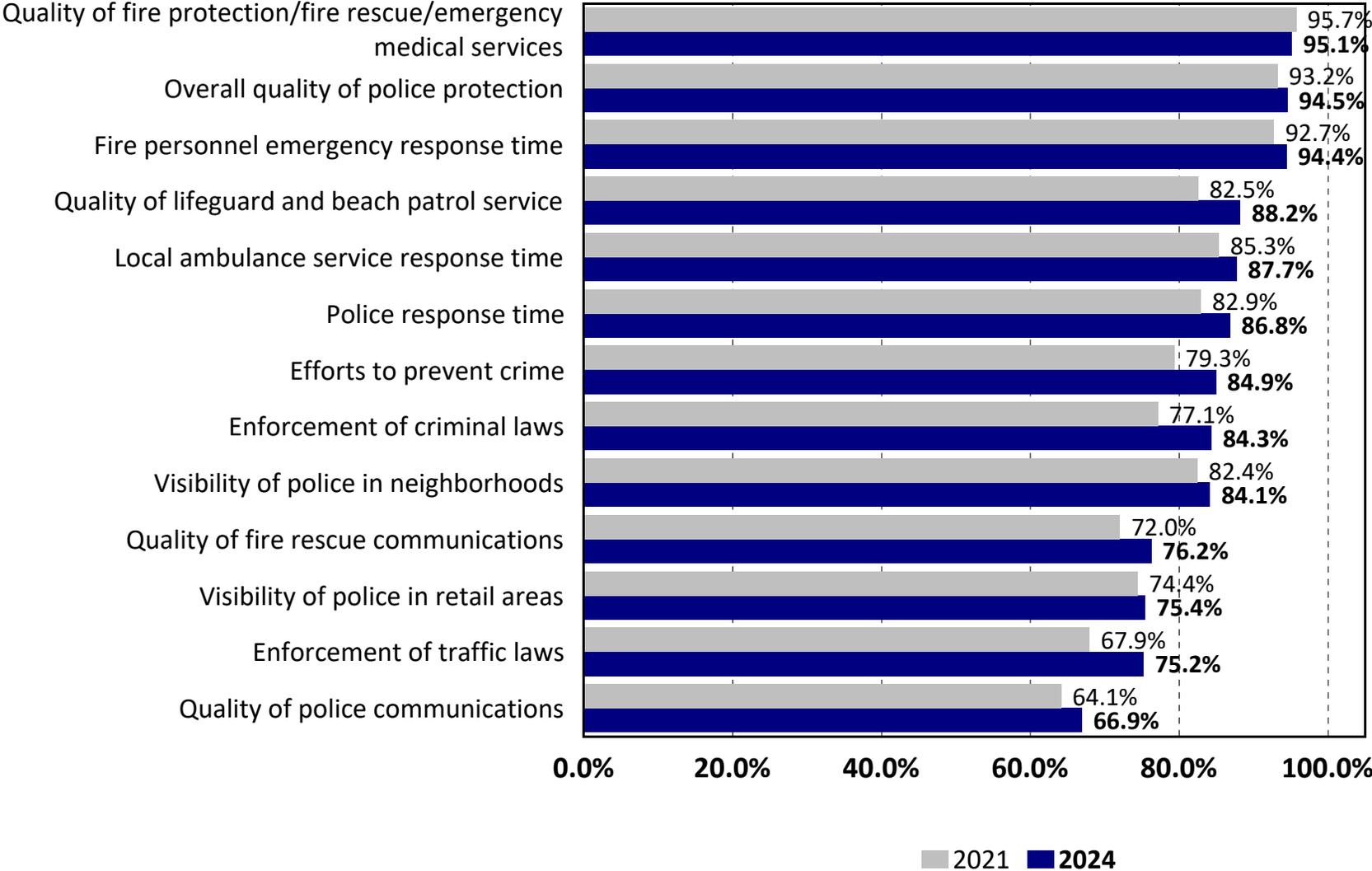
Q6. Satisfaction with Public Safety

by percentage of respondents (excluding don't knows)



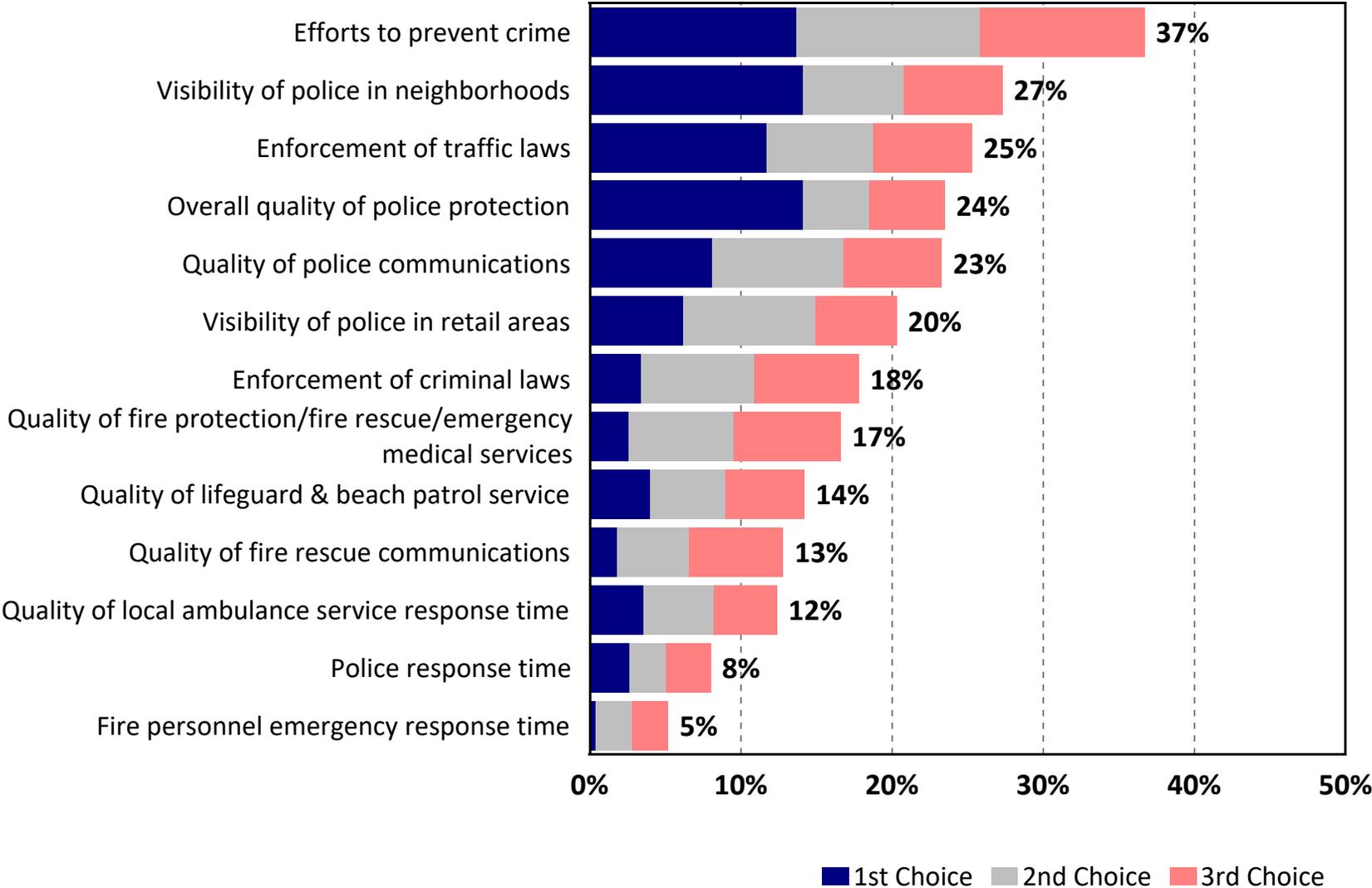
TRENDS: Satisfaction with Public Safety 2021 vs. 2024

by percentage of respondents (excluding don't knows)



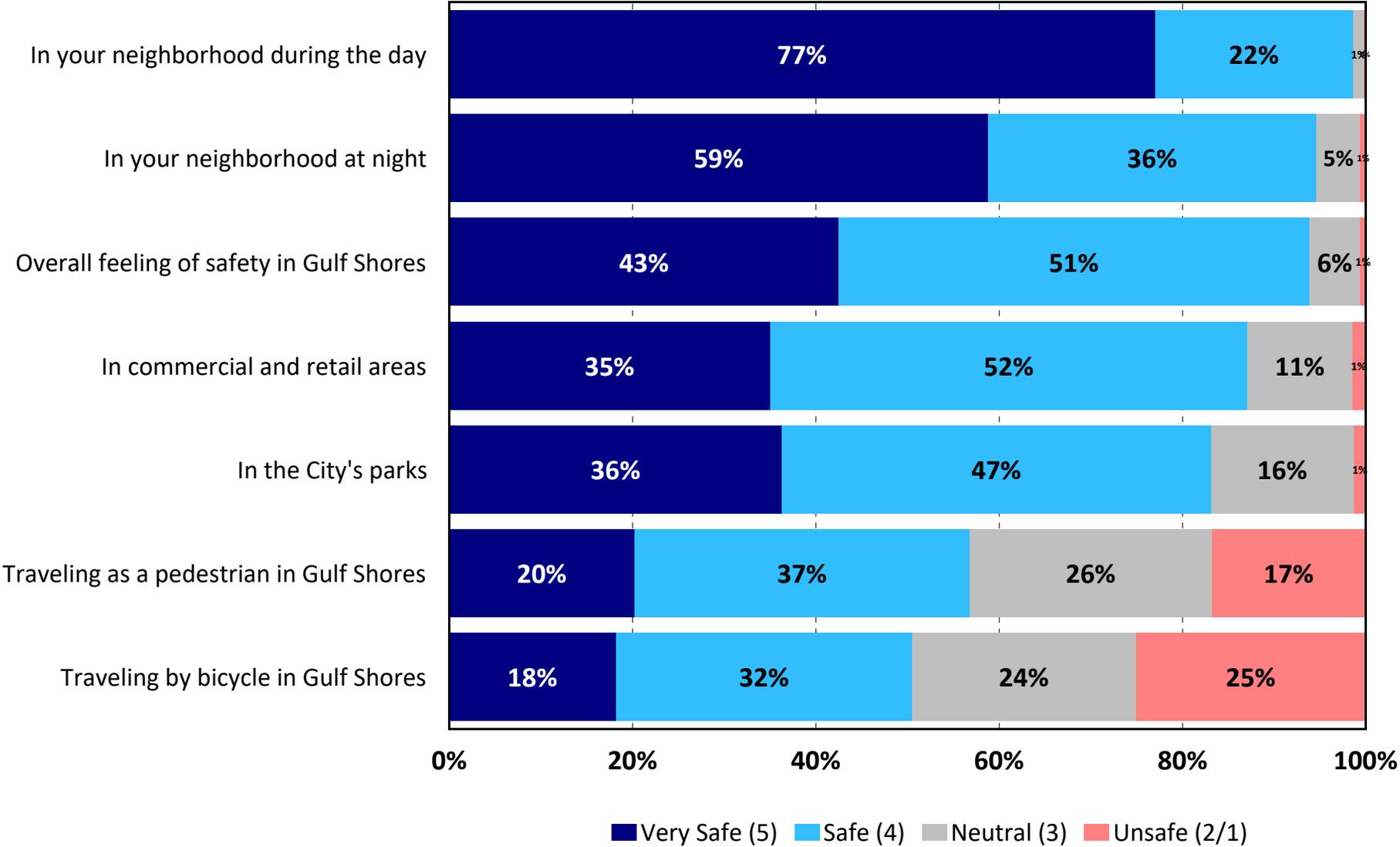
Q7. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



Q8. Perceptions of Safety

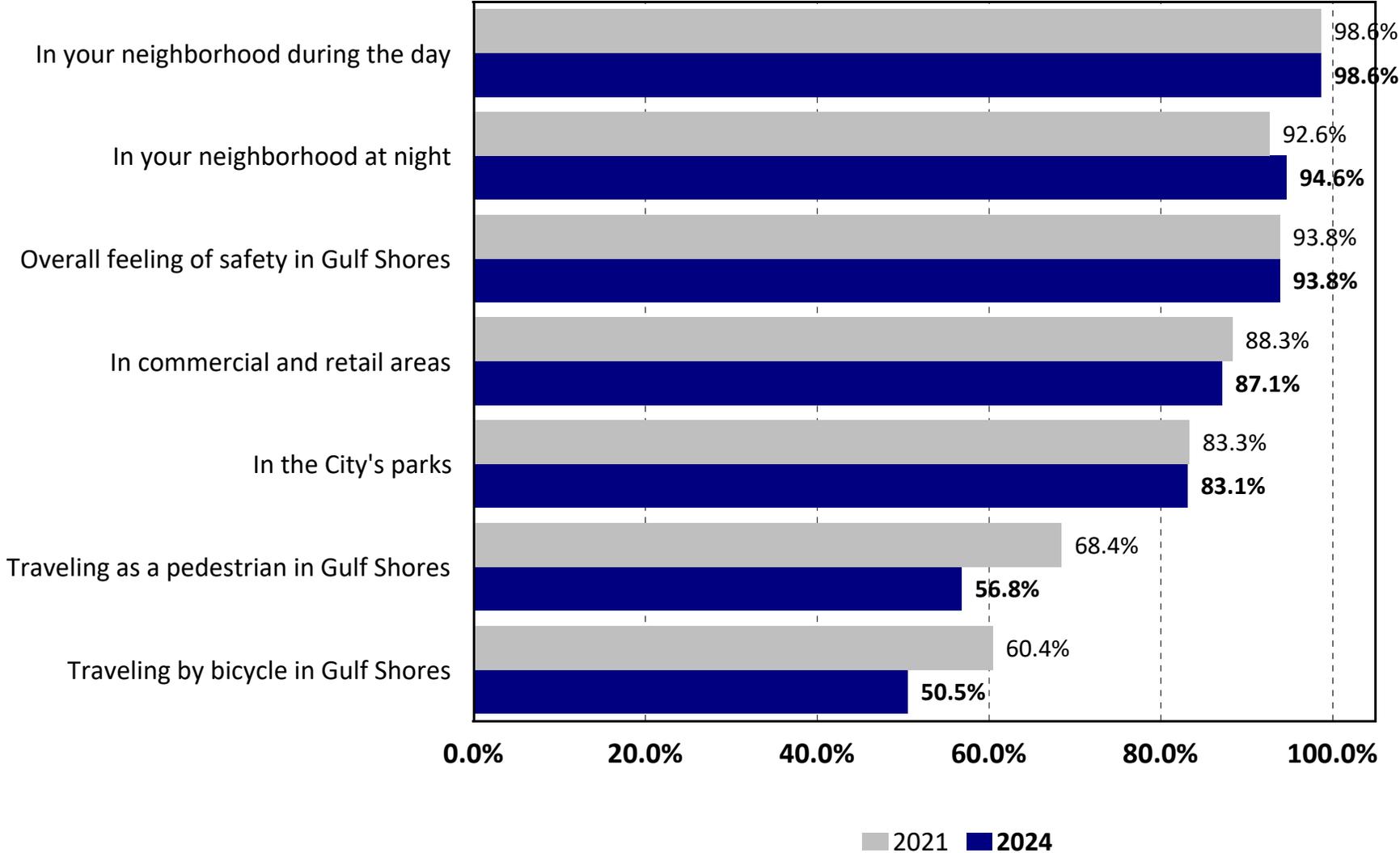
by percentage of respondents (excluding don't knows)



TRENDS: Perceptions of Safety

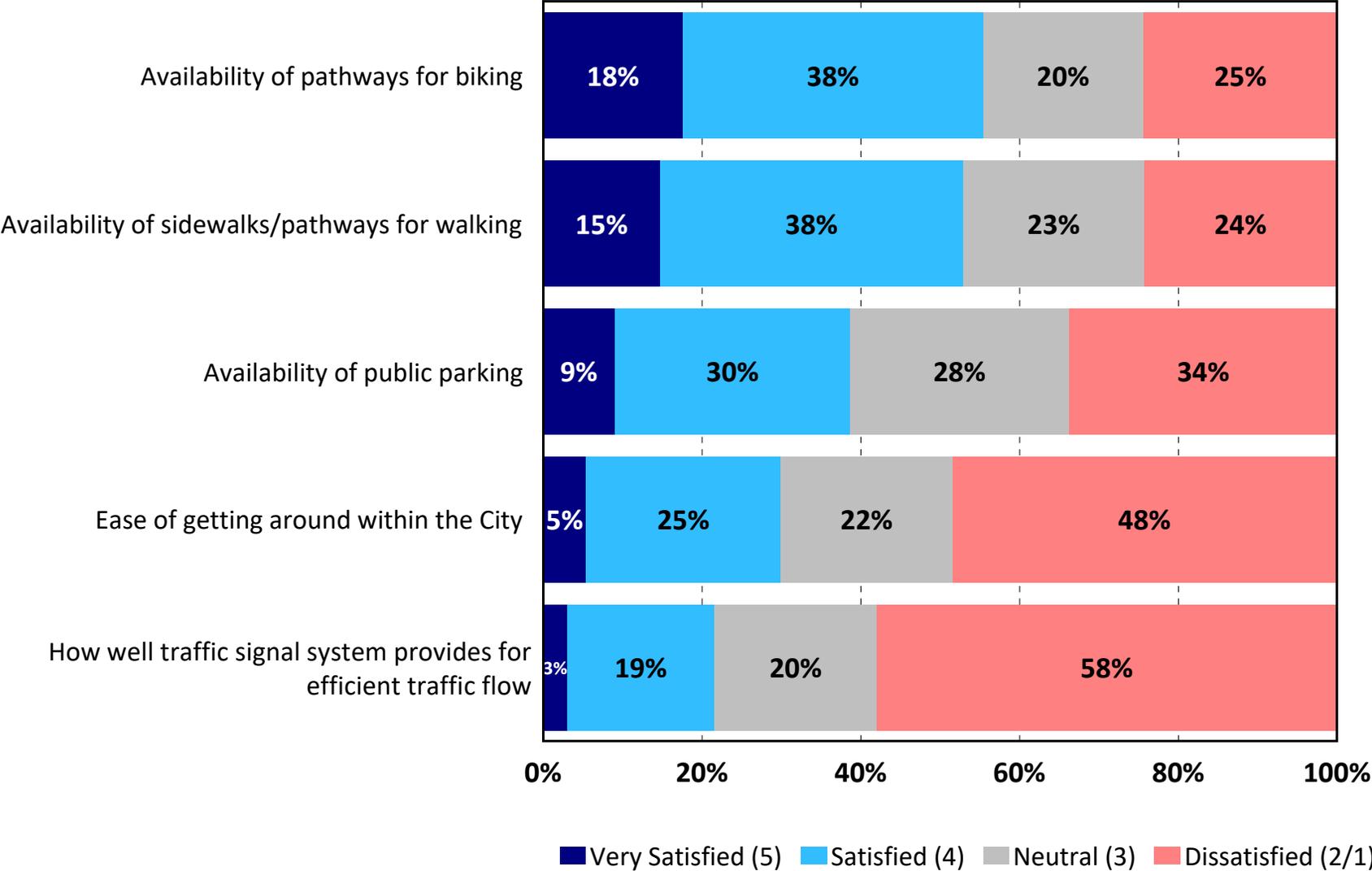
2021 vs. 2024

by percentage of respondents (excluding don't knows)



Q9. Satisfaction with Transportation and Mobility

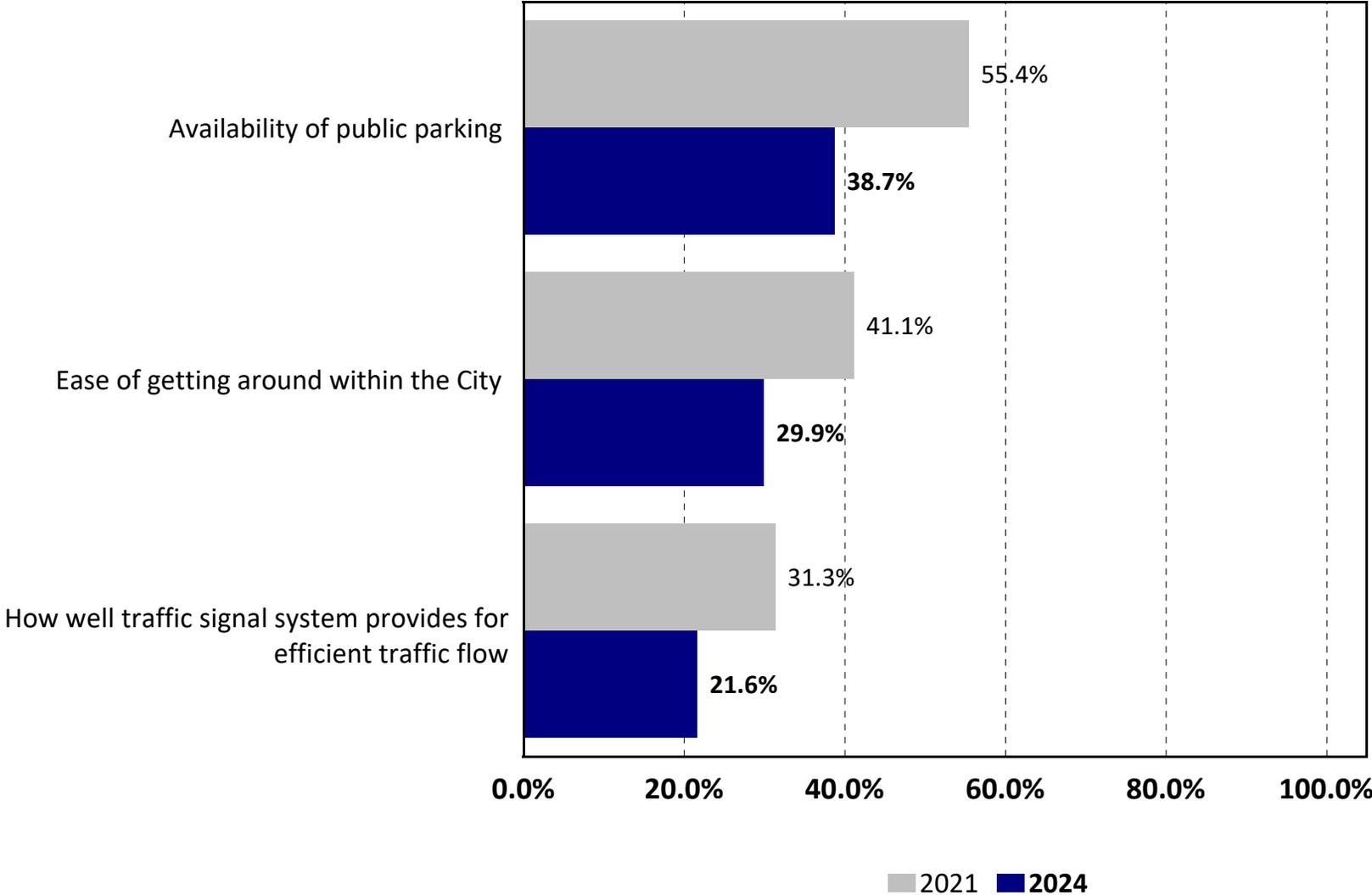
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Transportation and Mobility

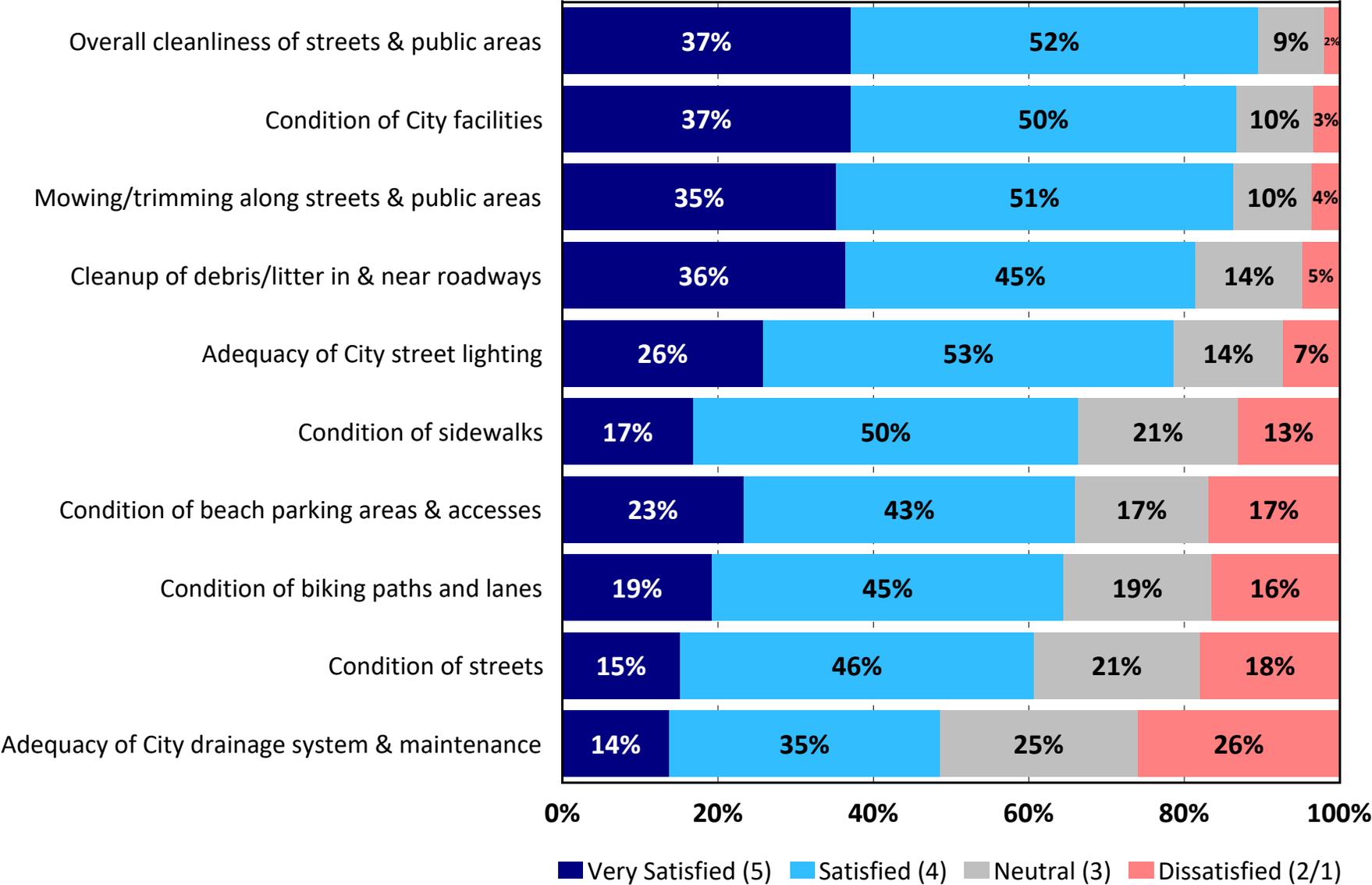
2021 vs. 2024

by percentage of respondents (excluding don't knows)



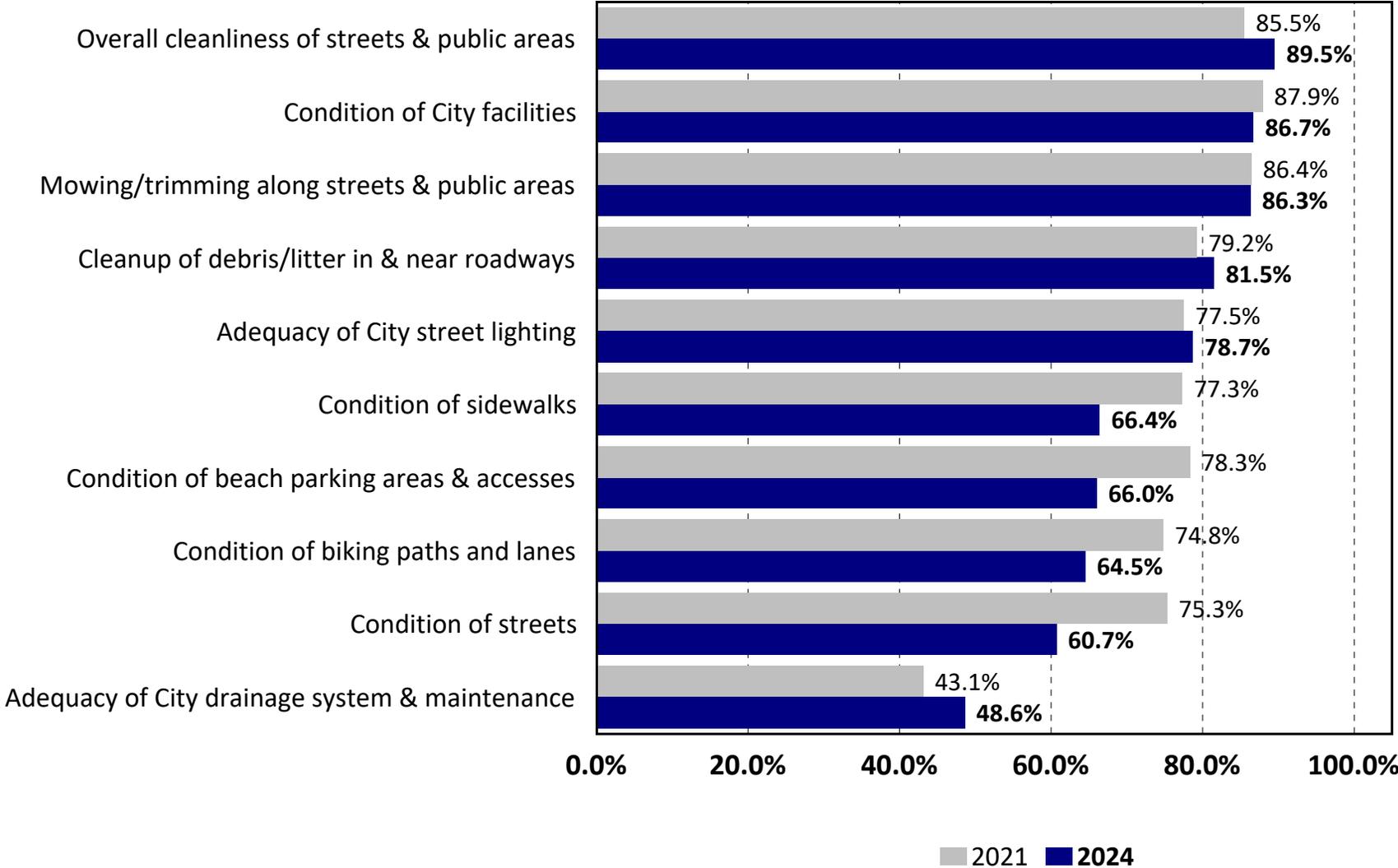
Q10. Satisfaction with Maintenance

by percentage of respondents (excluding don't knows)



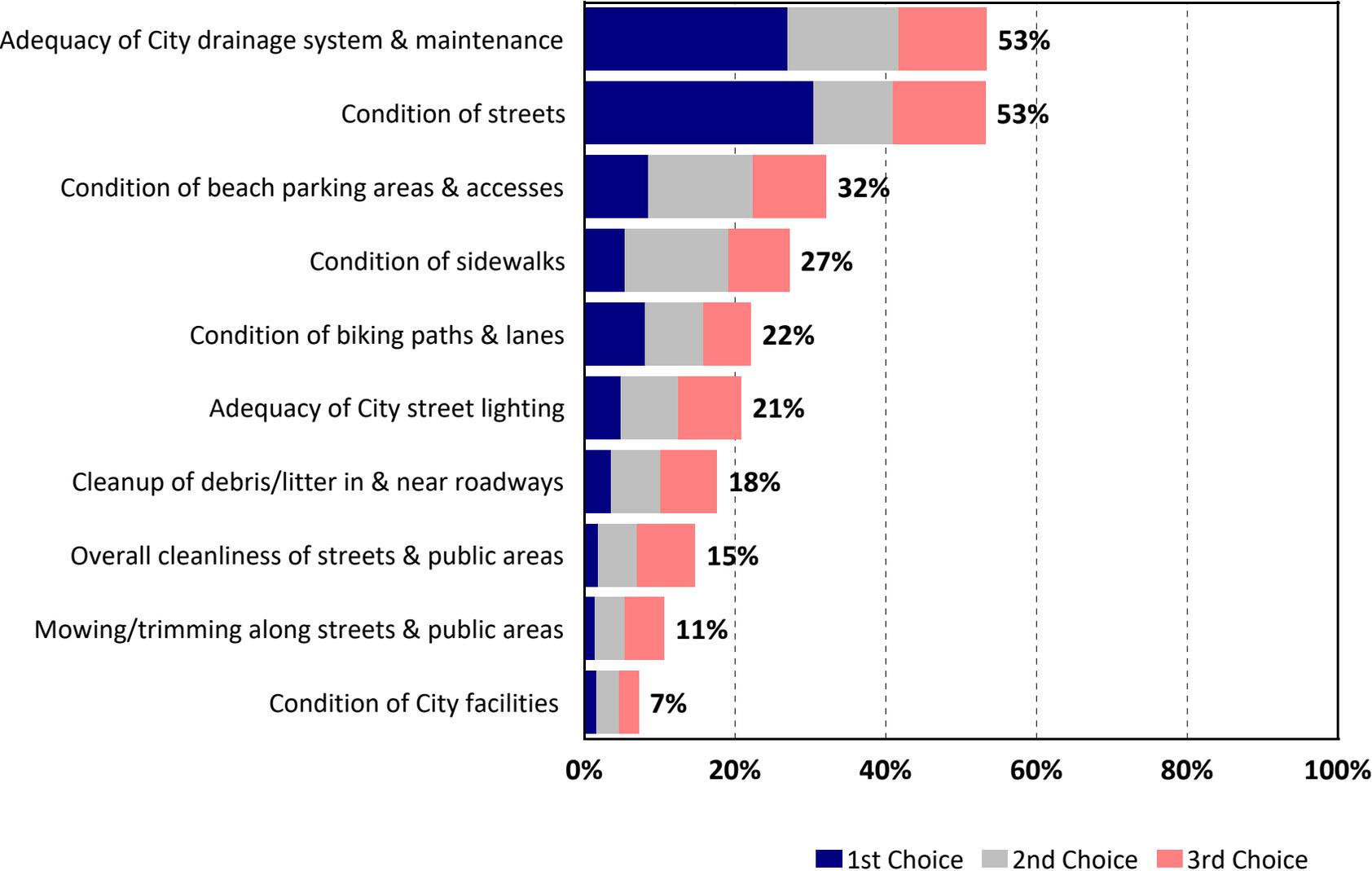
TRENDS: Satisfaction with Maintenance 2021 vs. 2024

by percentage of respondents (excluding don't knows)



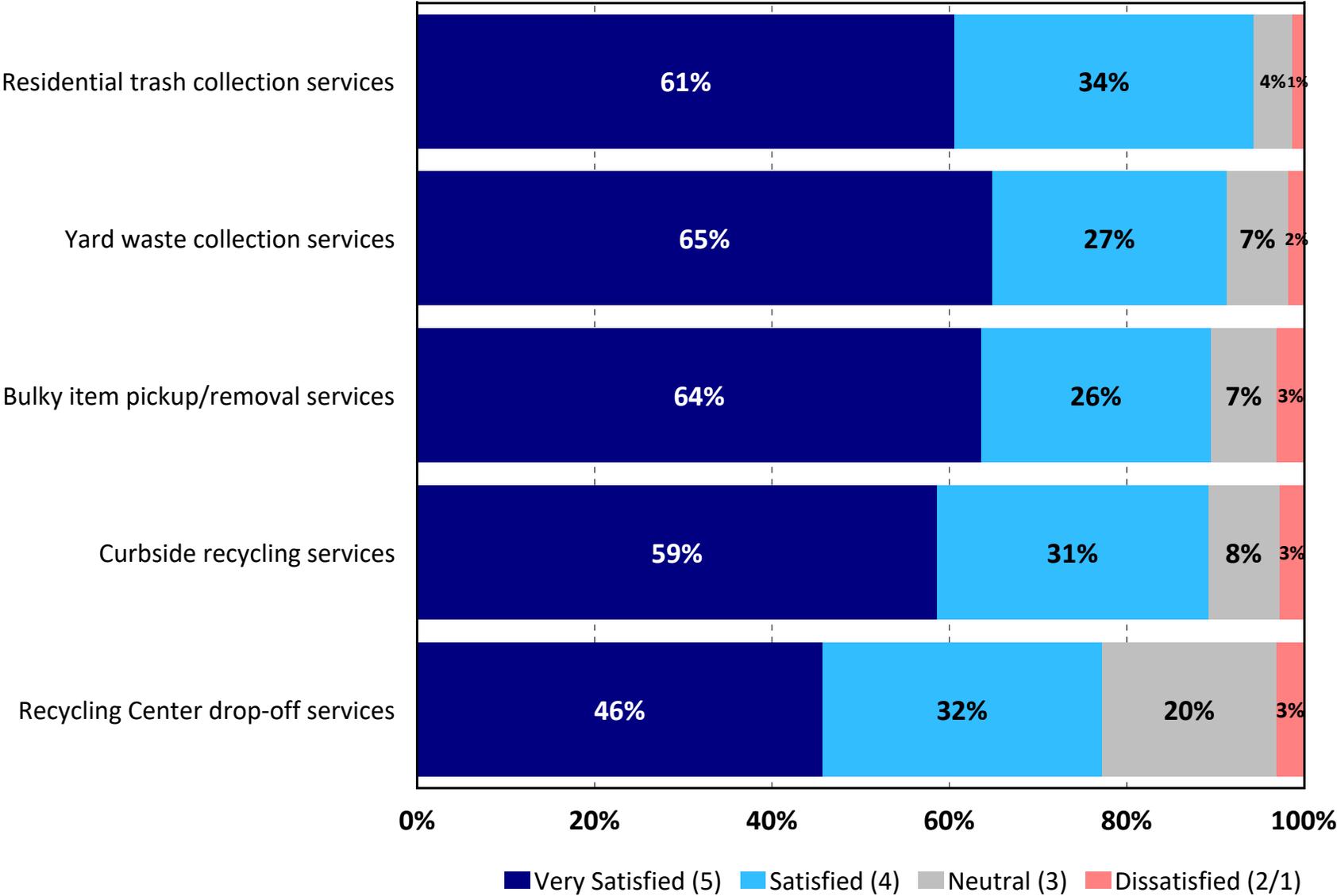
Q11. Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



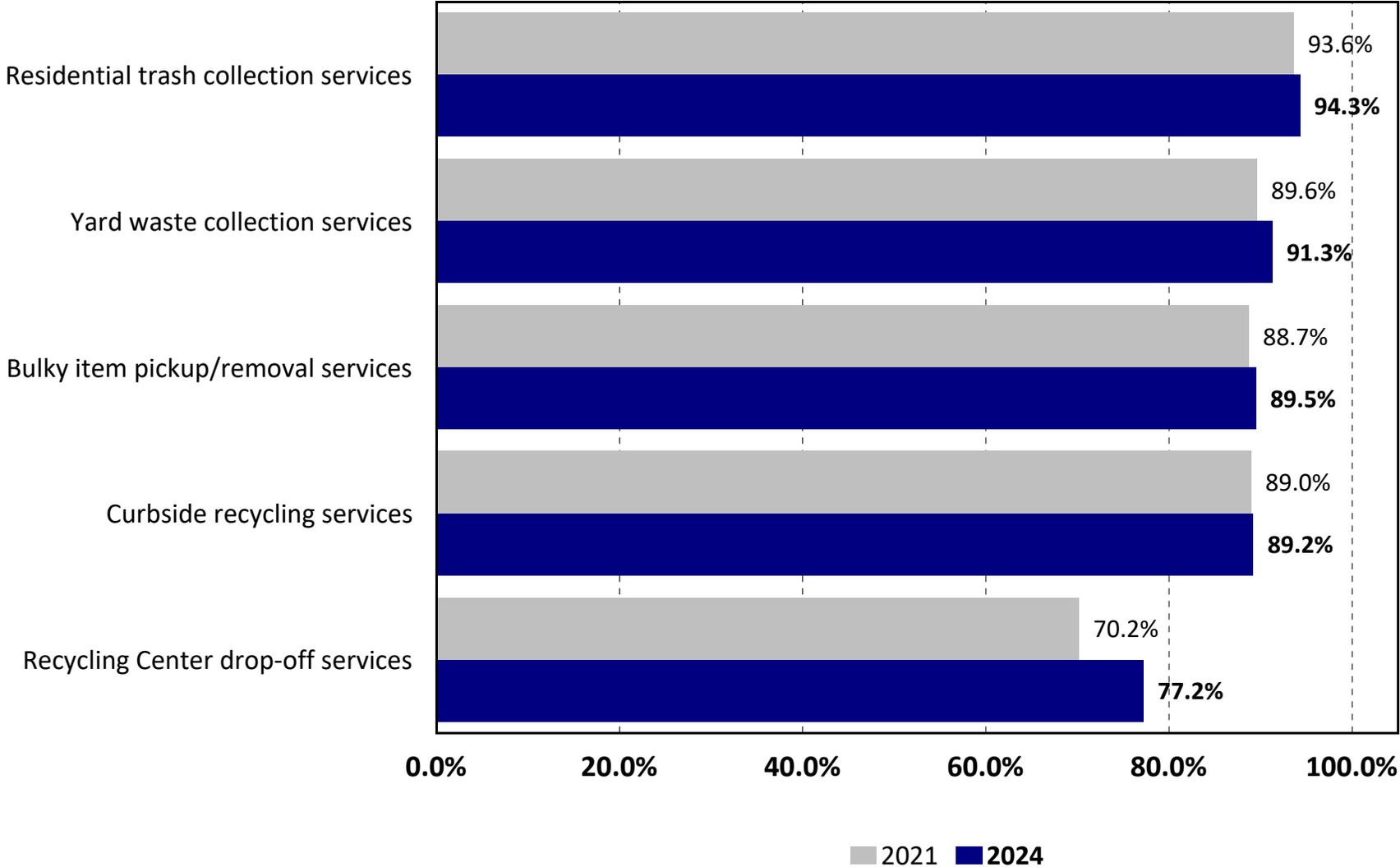
Q12. Satisfaction with Trash and Recycling Services

by percentage of respondents (excluding don't knows)



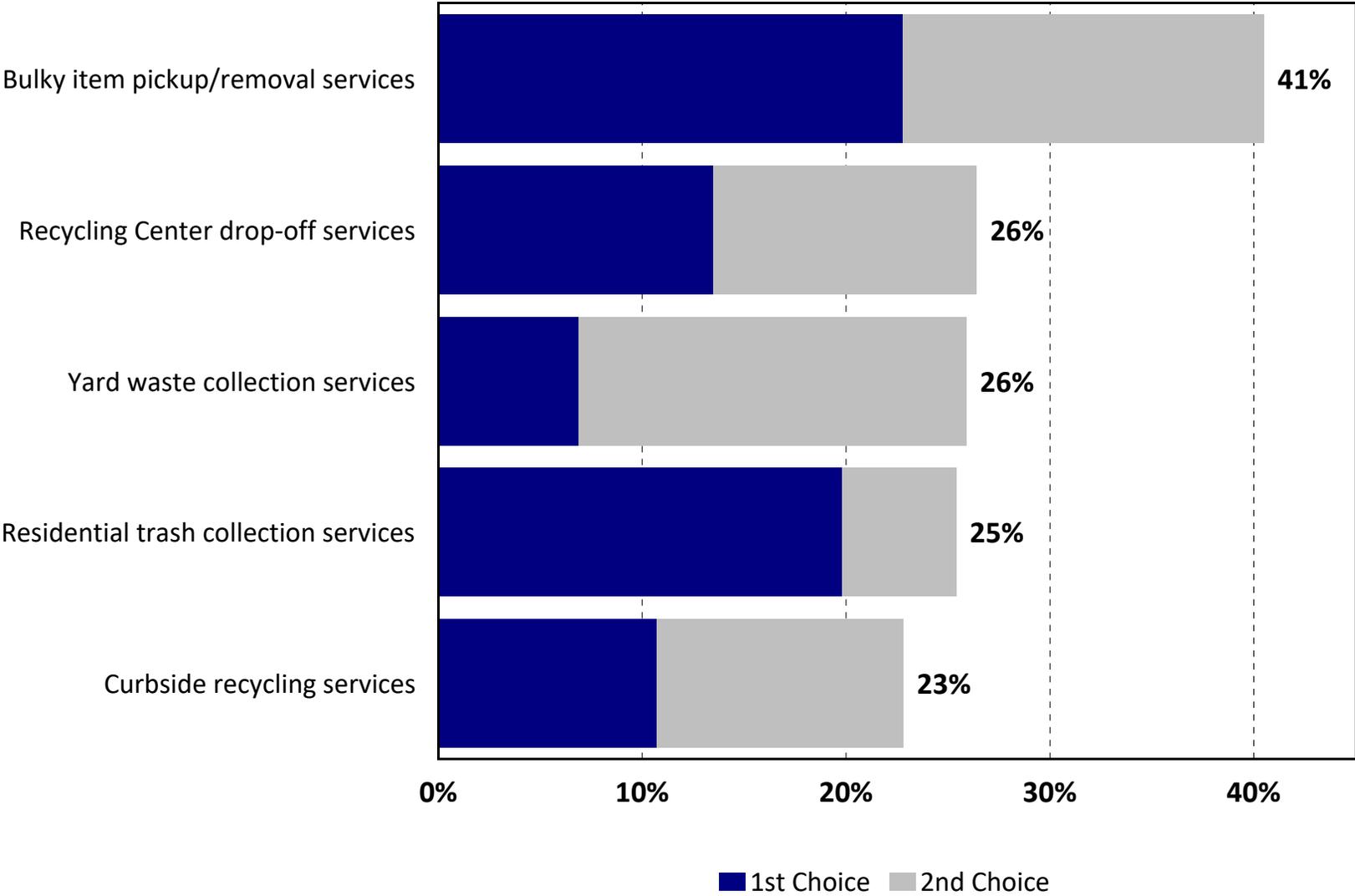
TRENDS: Satisfaction with Trash and Recycling Services 2021 vs. 2024

by percentage of respondents (excluding don't knows)



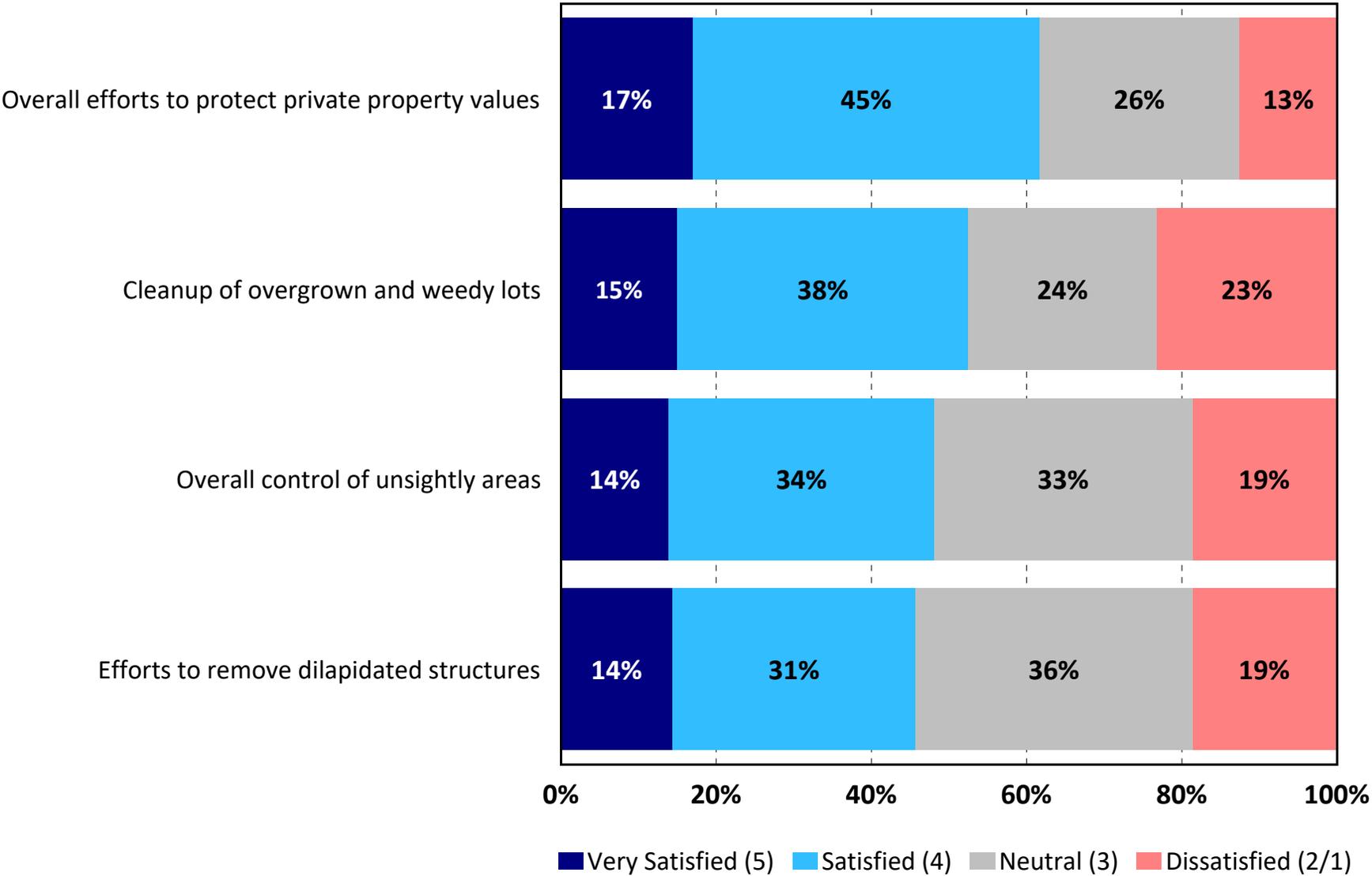
Q13. Trash and Recycling Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



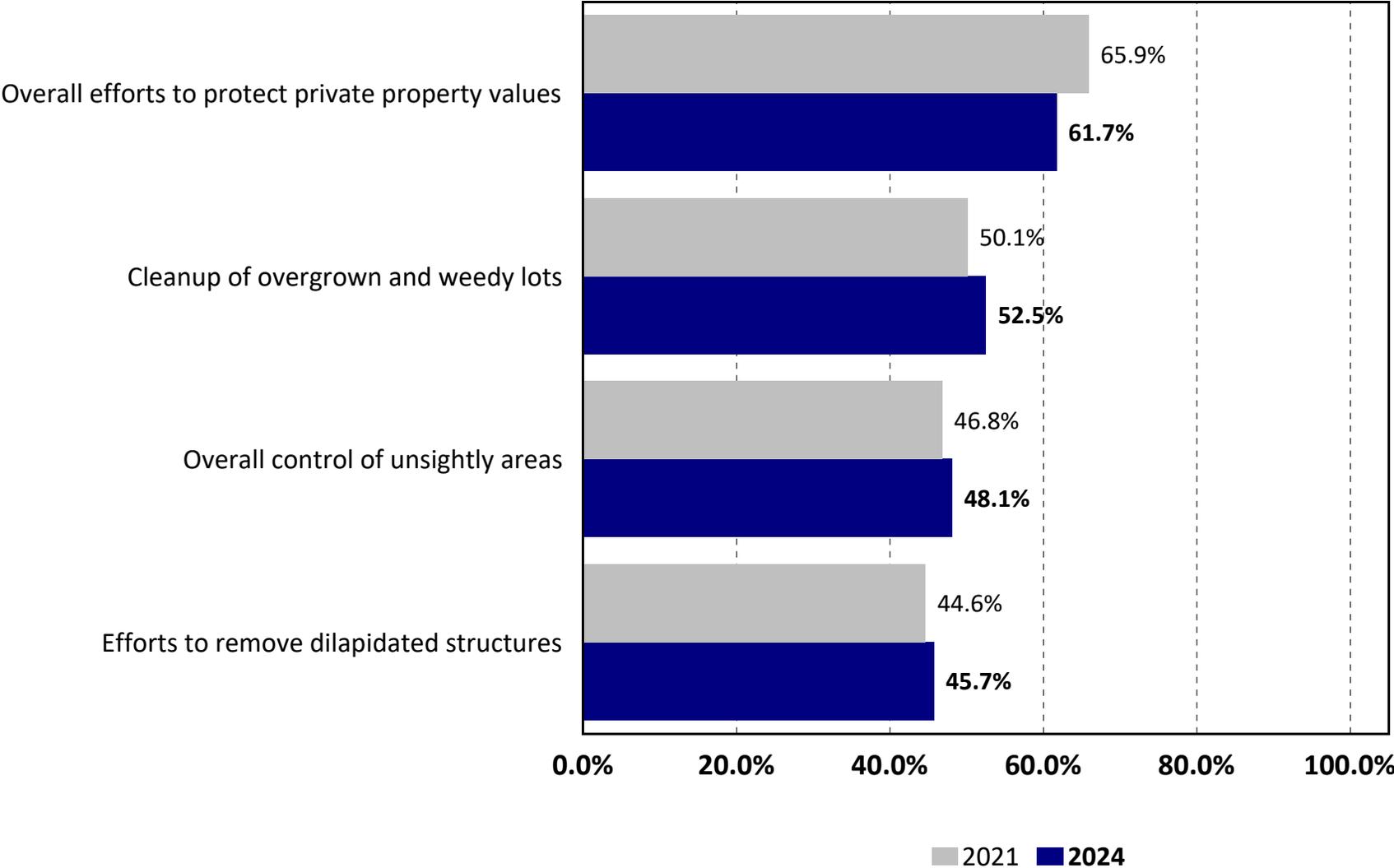
Q14. Satisfaction with Code Enforcement

by percentage of respondents (excluding don't knows)



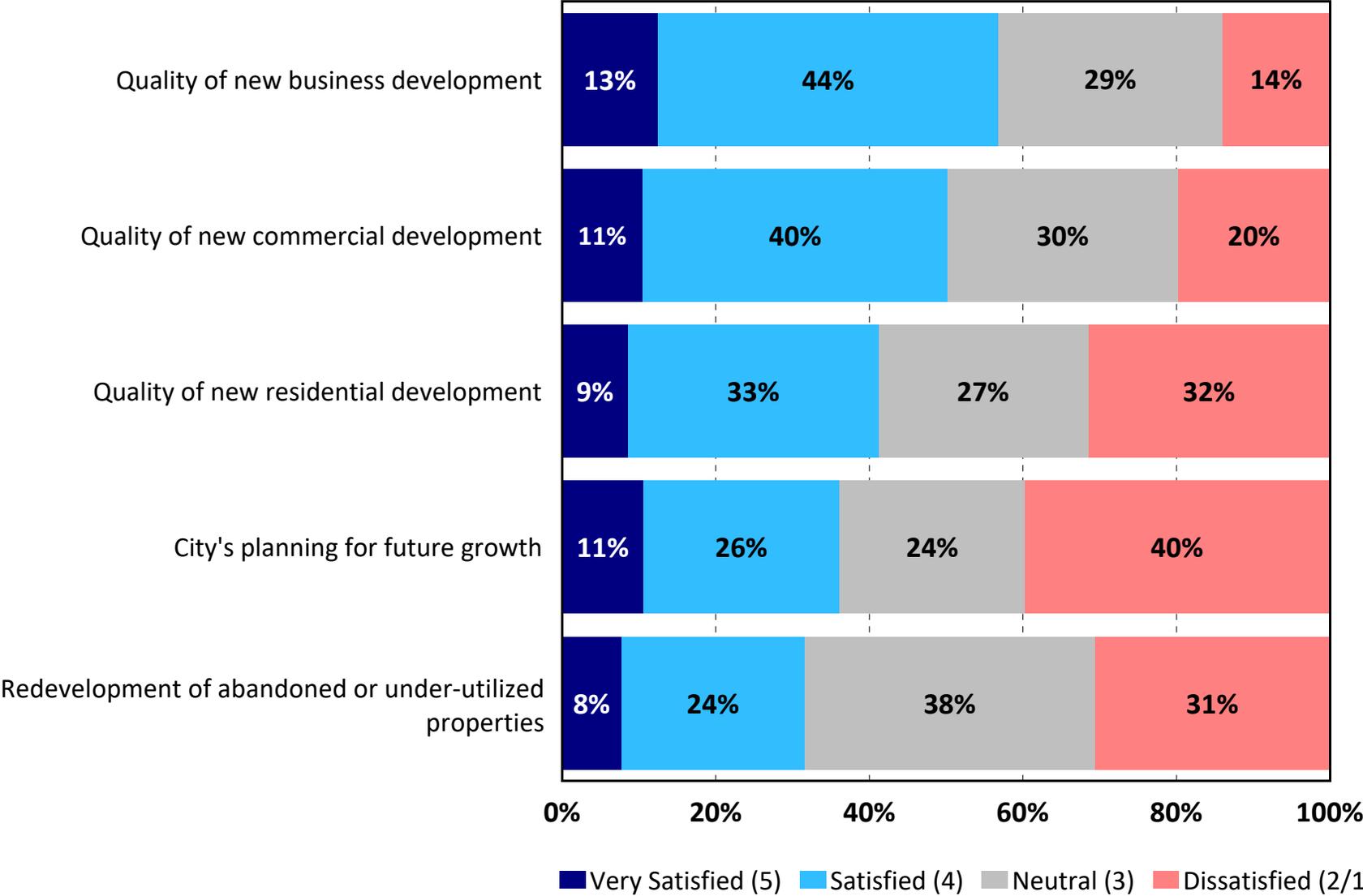
TRENDS: Satisfaction with Code Enforcement 2021 vs. 2024

by percentage of respondents (excluding don't knows)



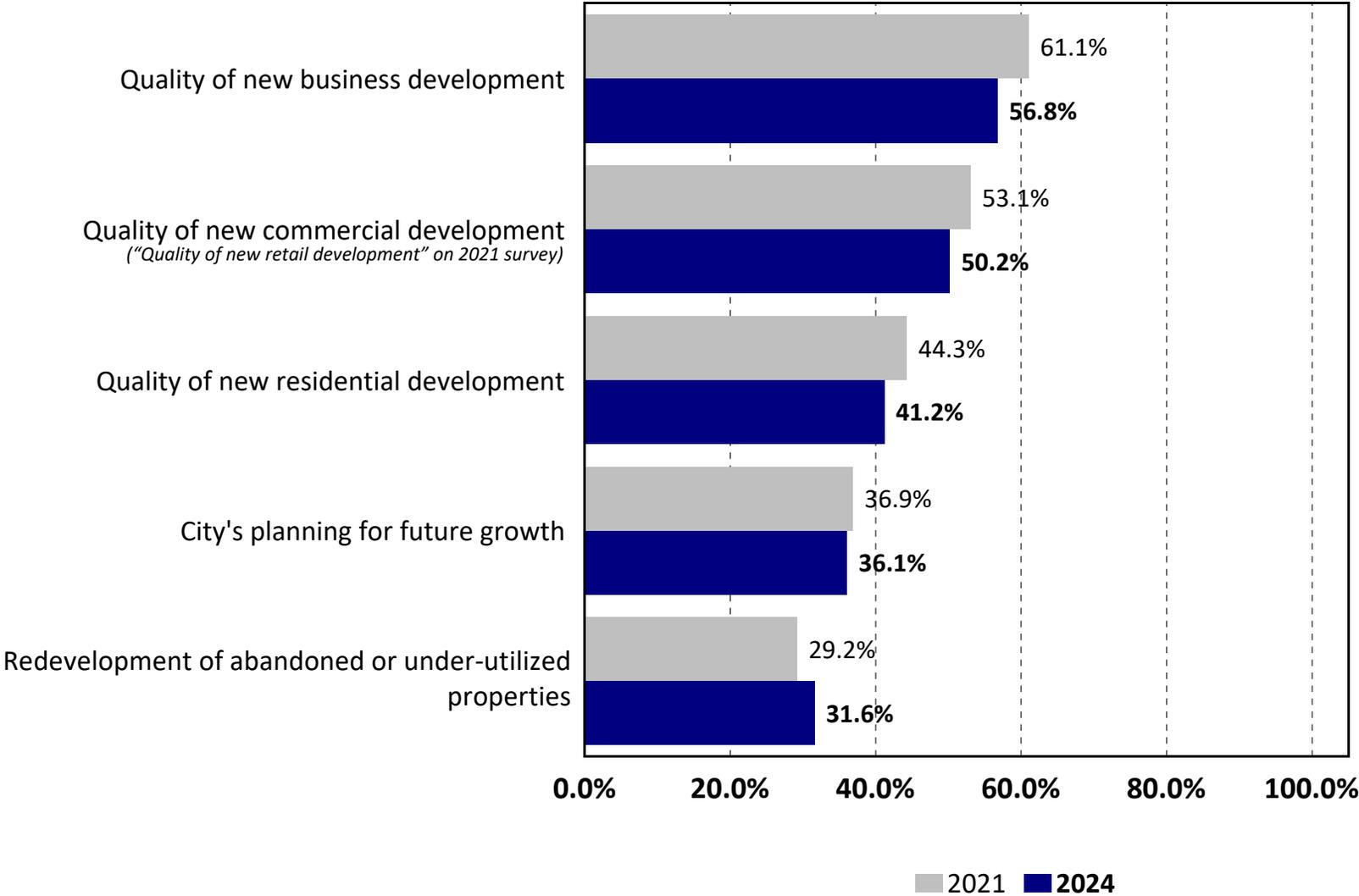
Q15. Satisfaction with Development and Redevelopment

by percentage of respondents (excluding don't knows)



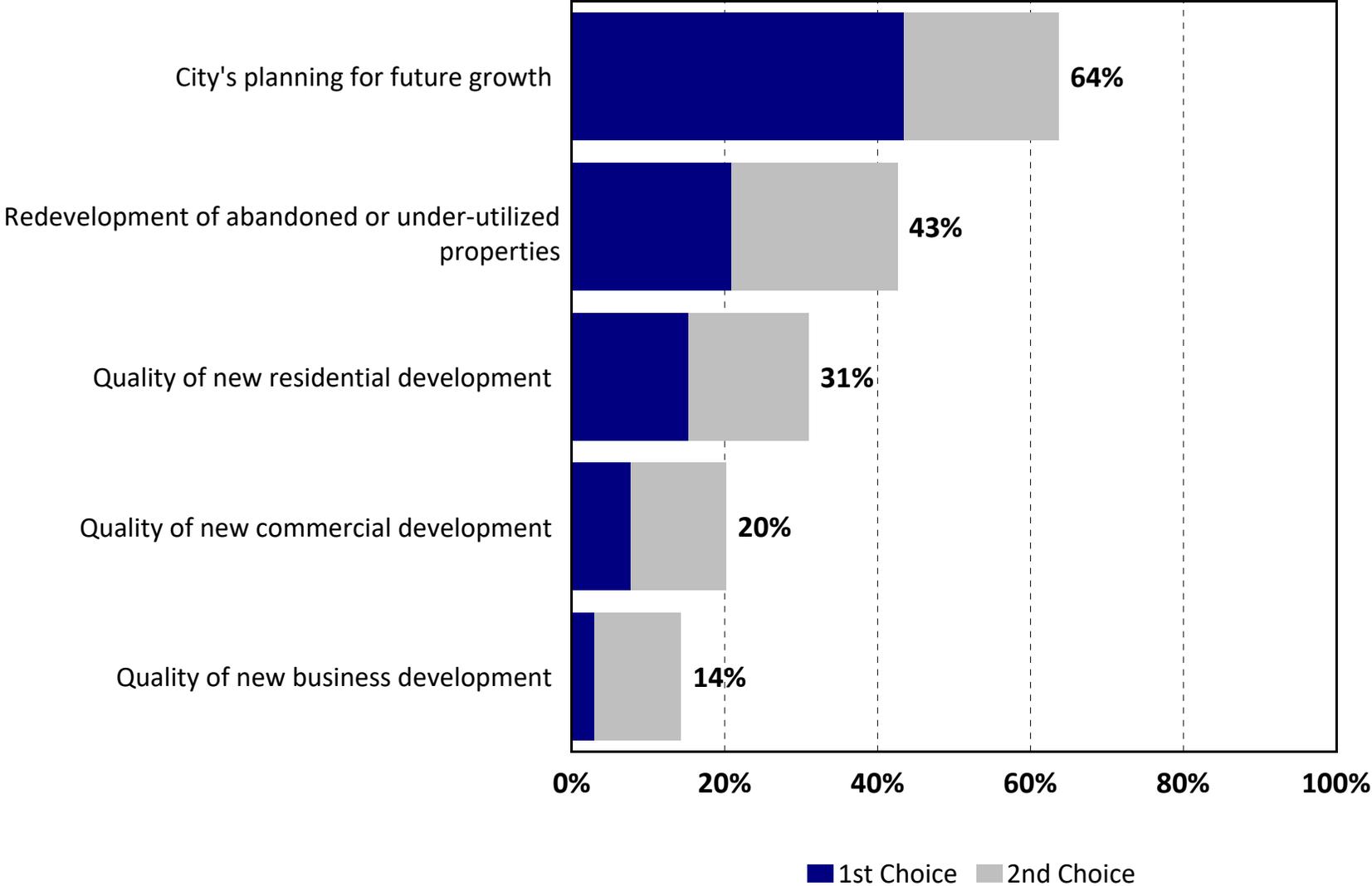
TRENDS: Satisfaction with Development and Redevelopment 2021 vs. 2024

by percentage of respondents (excluding don't knows)



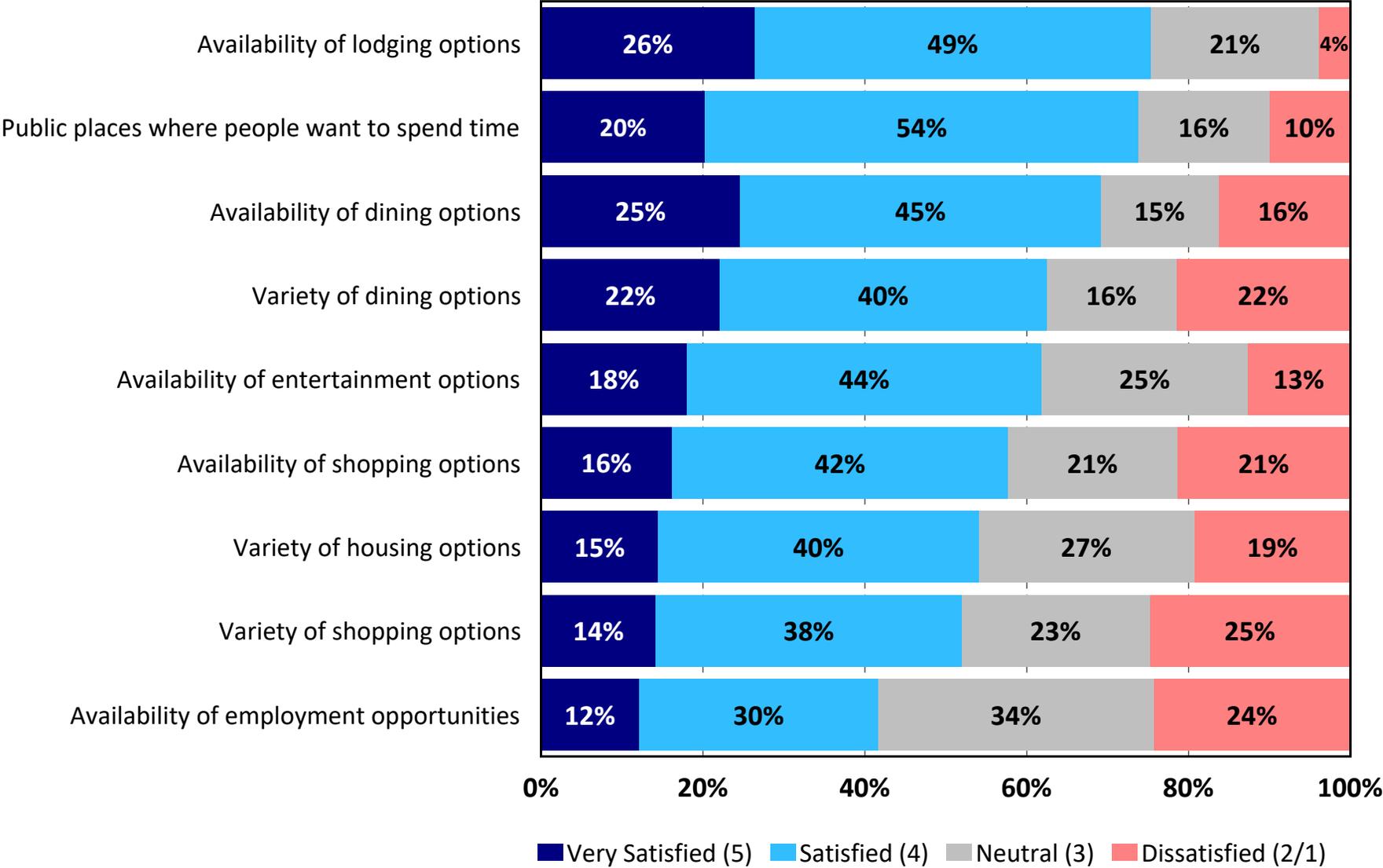
Q16. Development and Redevelopment Items That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



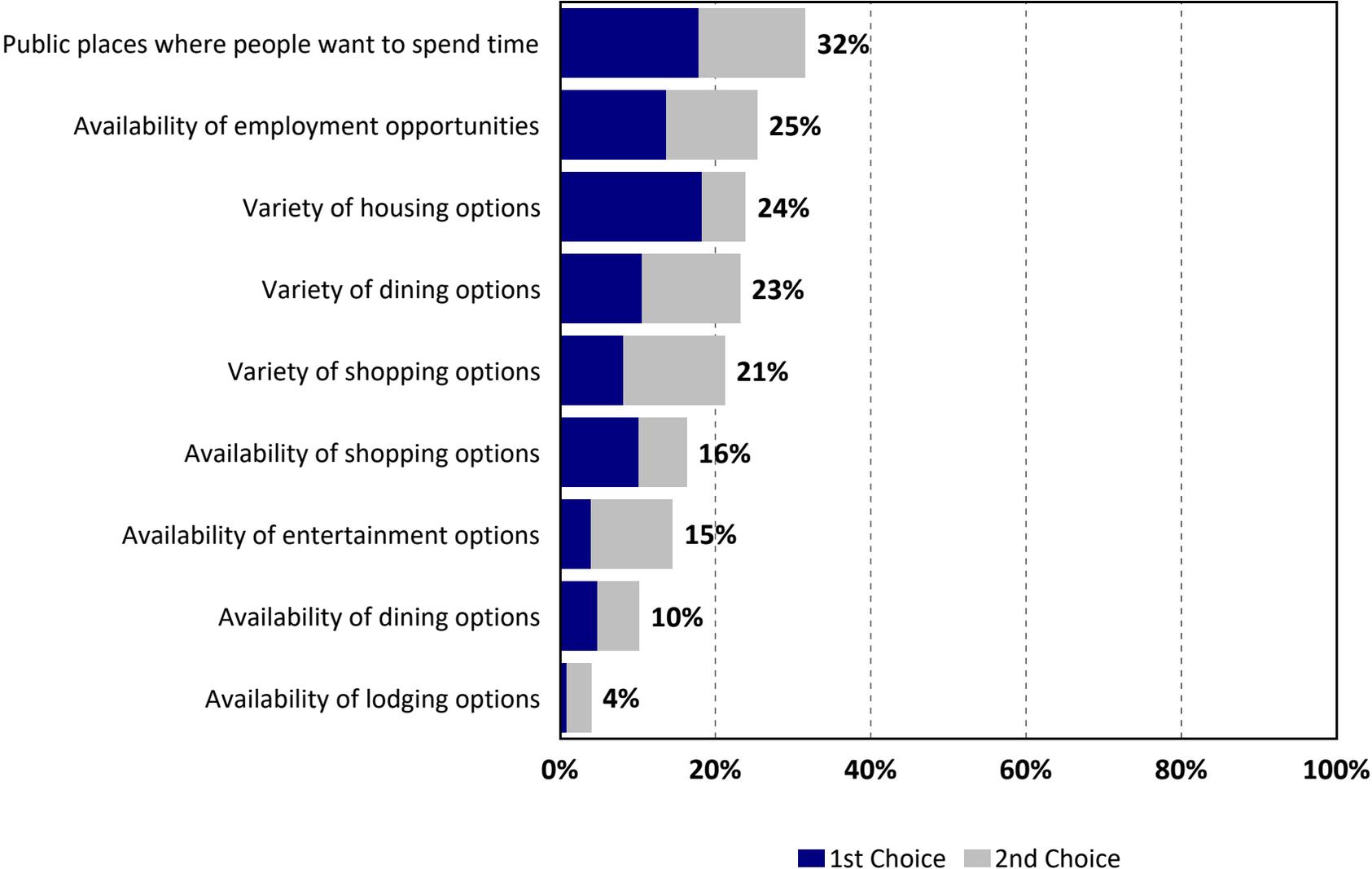
Q17. Satisfaction with Economic Development

by percentage of respondents (excluding don't knows)



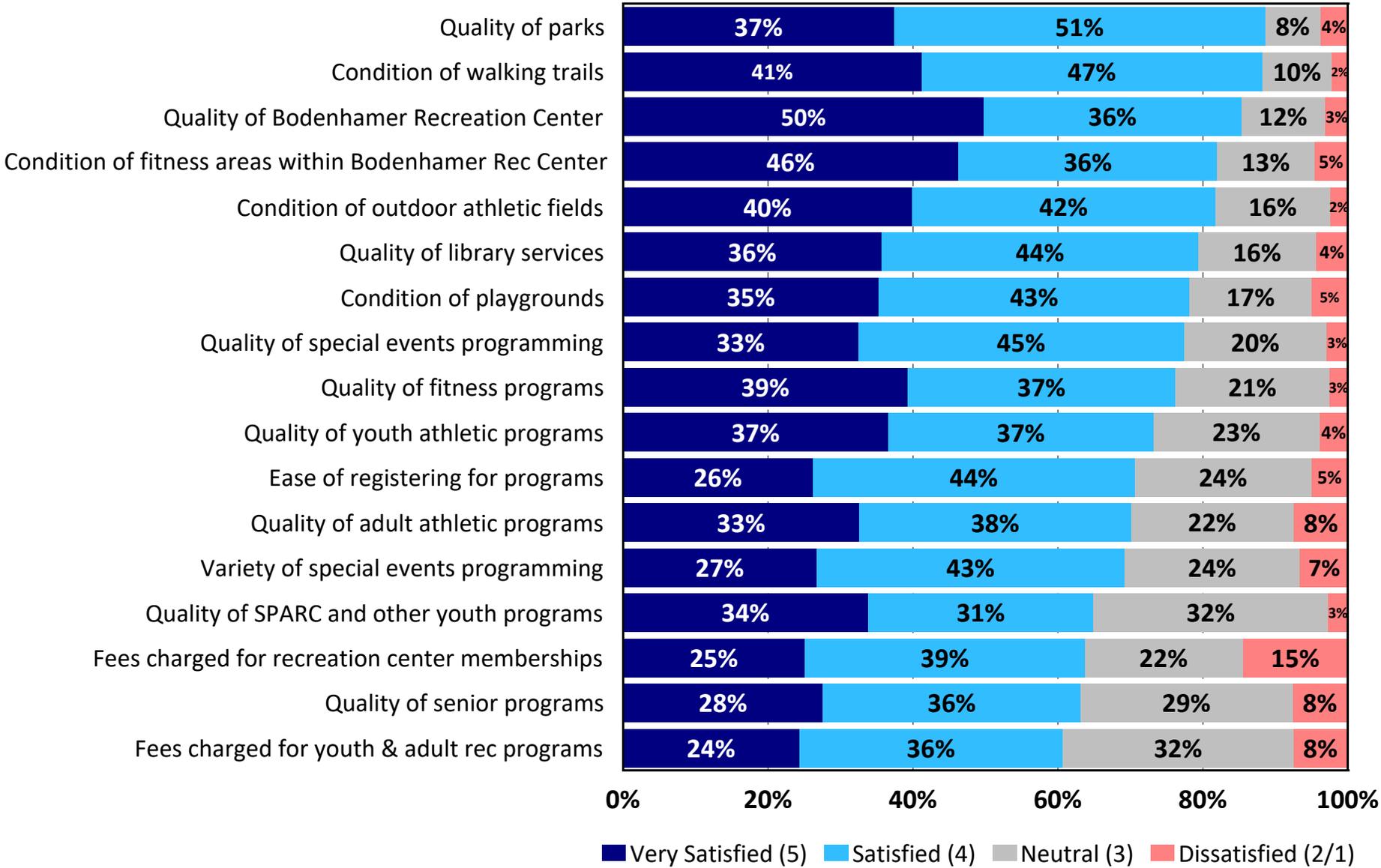
Q18. Economic Development Items That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



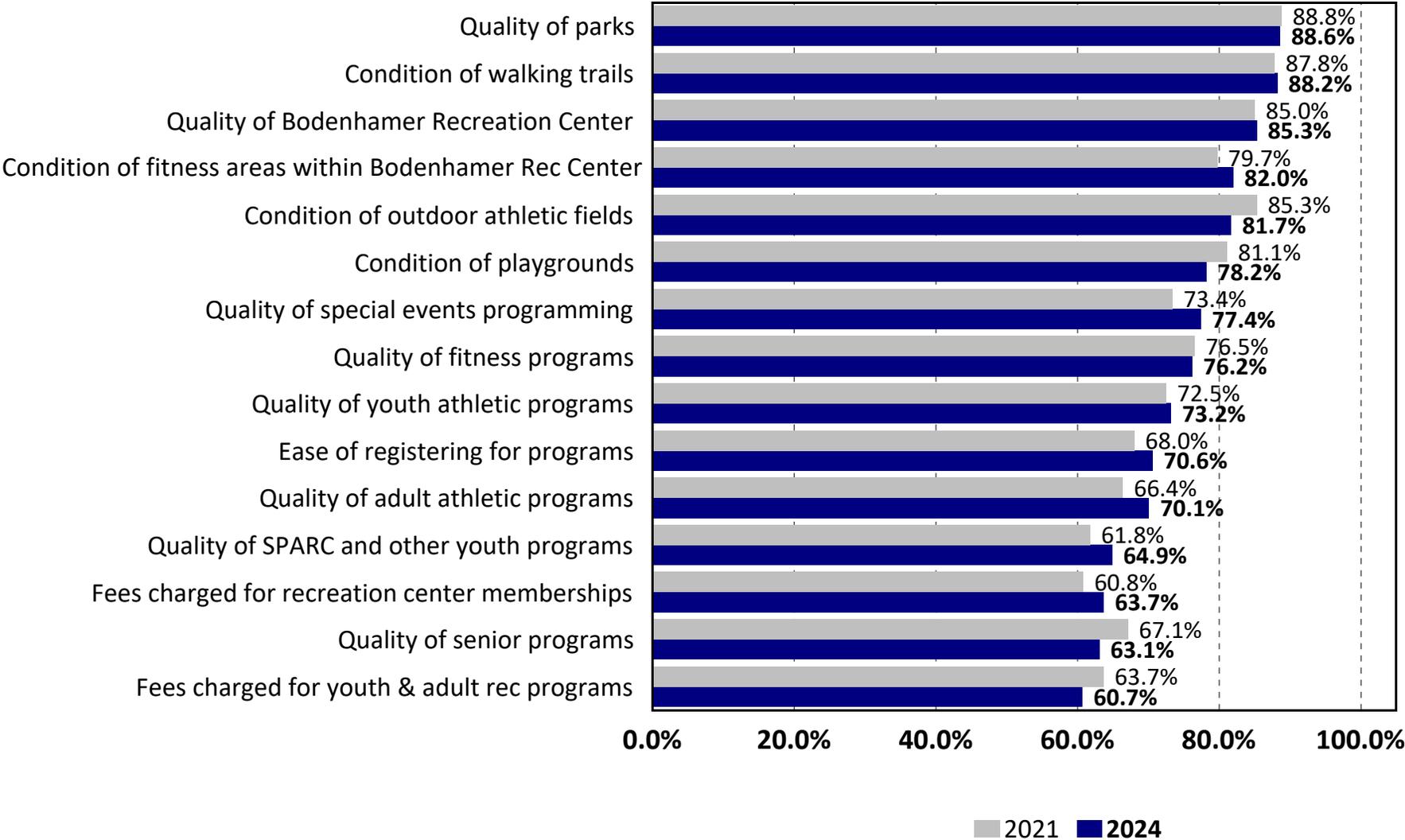
Q19. Satisfaction with Parks and Recreation

by percentage of respondents (excluding don't knows)



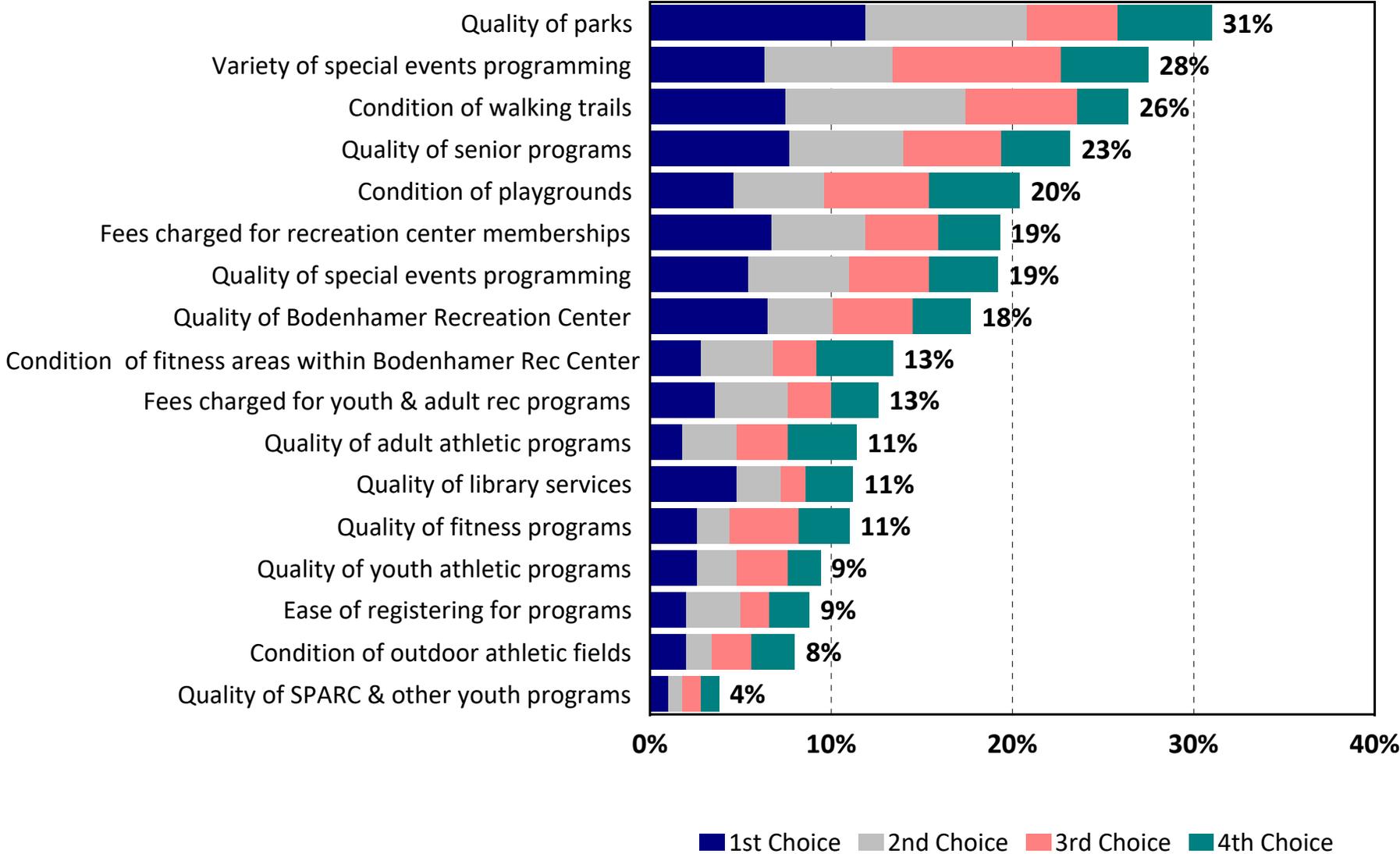
TRENDS: Satisfaction with Parks and Recreation 2021 vs. 2024

by percentage of respondents (excluding don't knows)



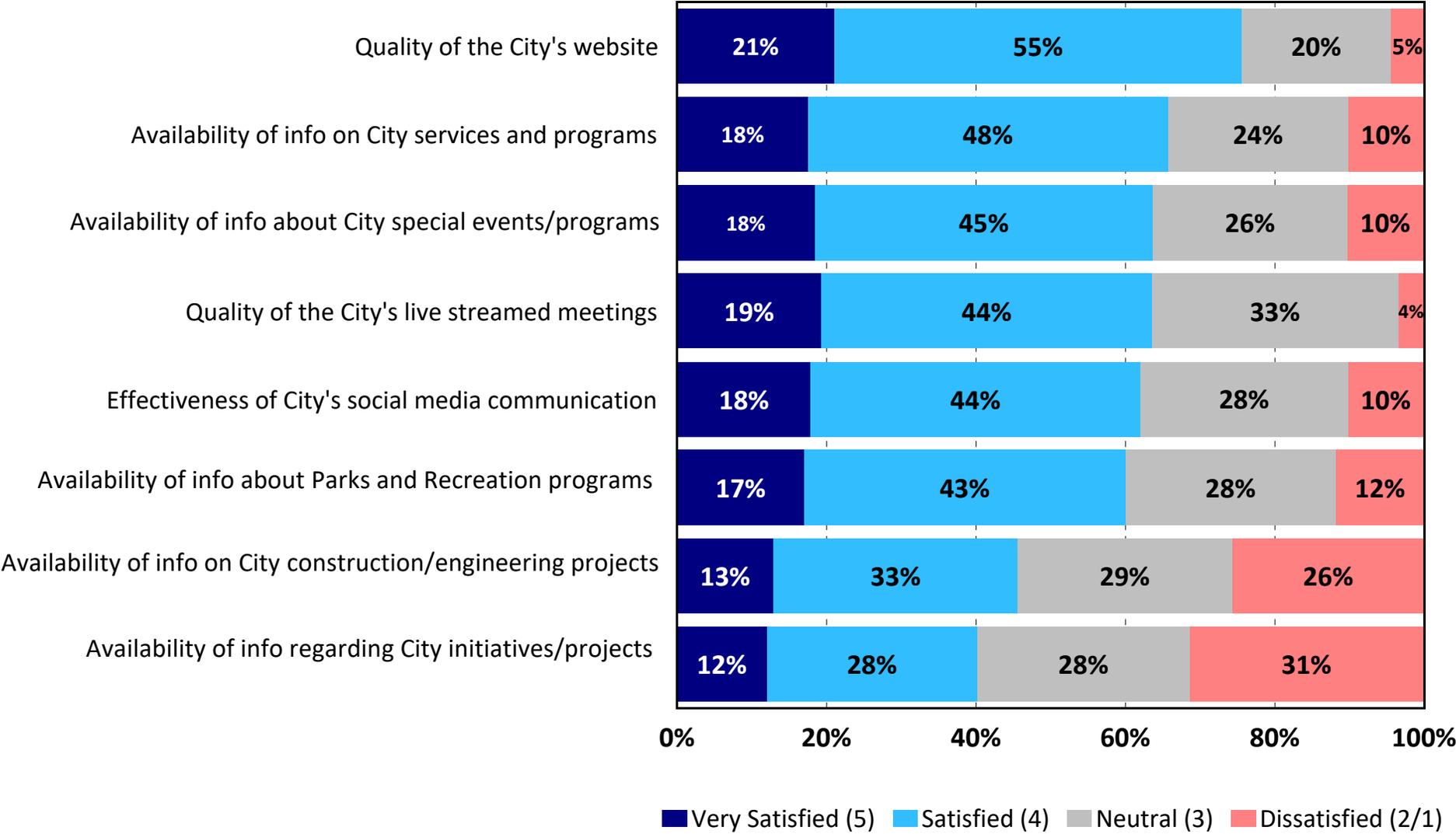
Q20. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top four choices



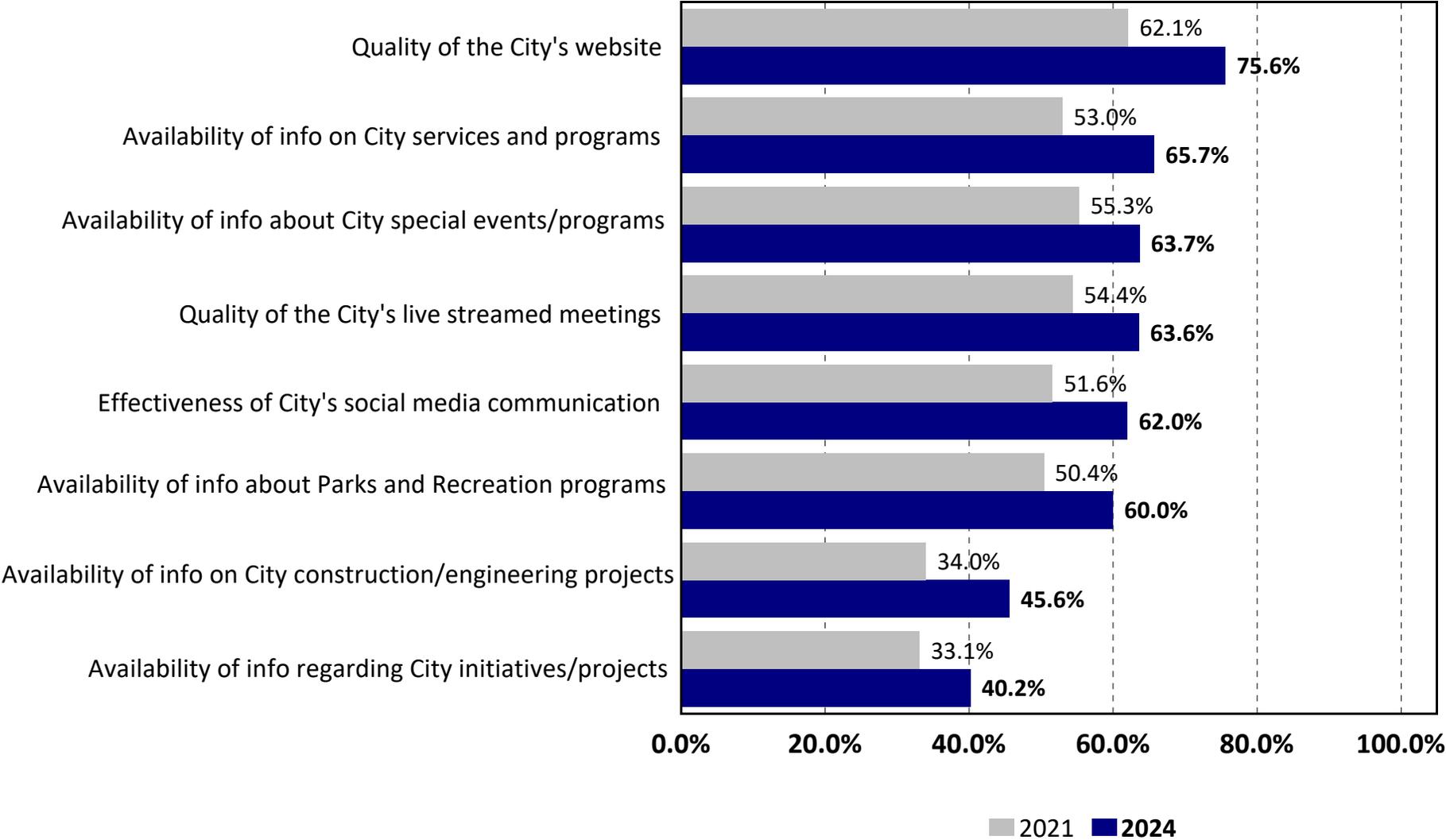
Q21. Satisfaction with City Communications

by percentage of respondents (excluding don't knows)



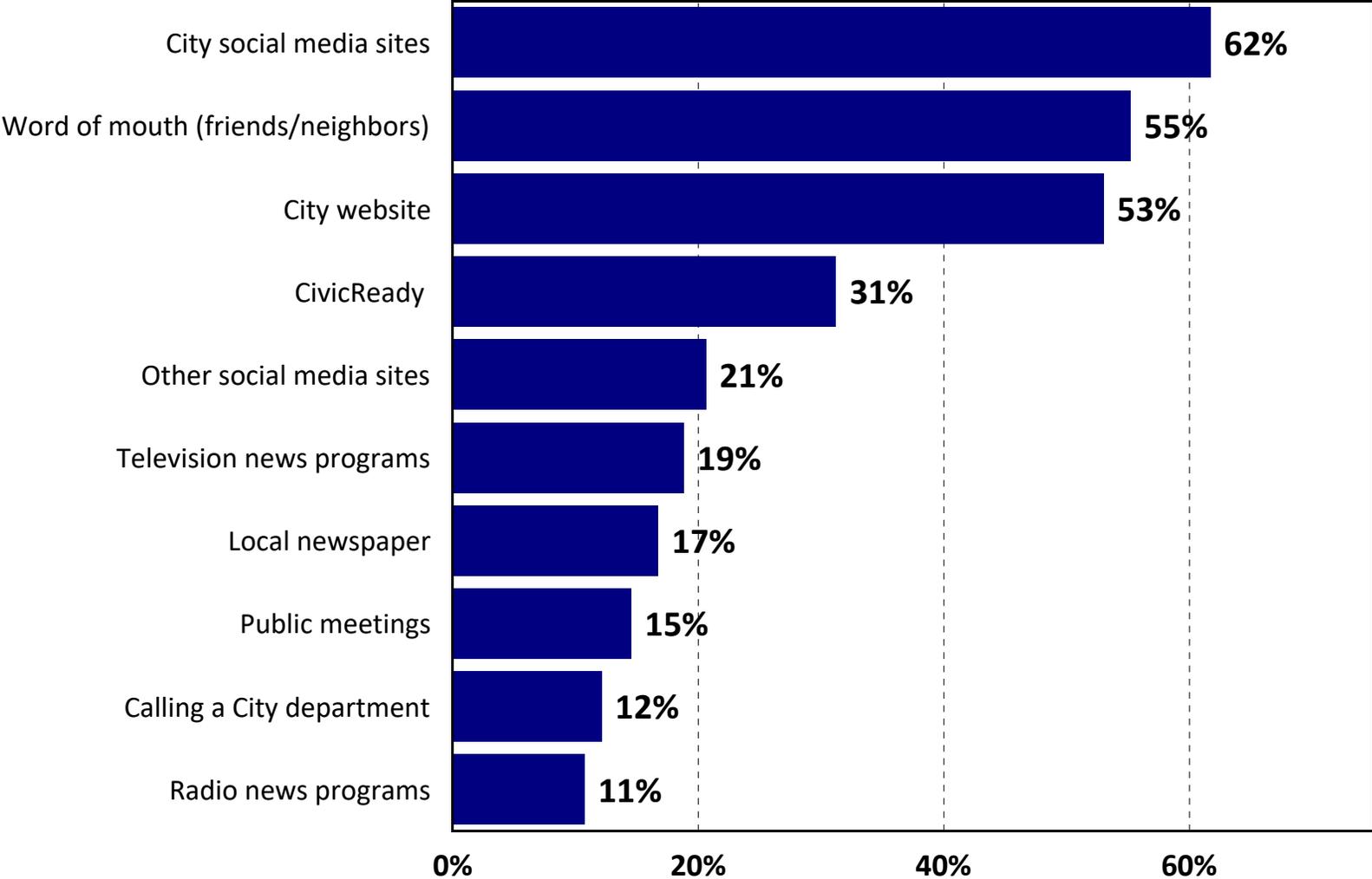
TRENDS: Satisfaction with City Communications 2021 vs. 2024

by percentage of respondents (excluding don't knows)



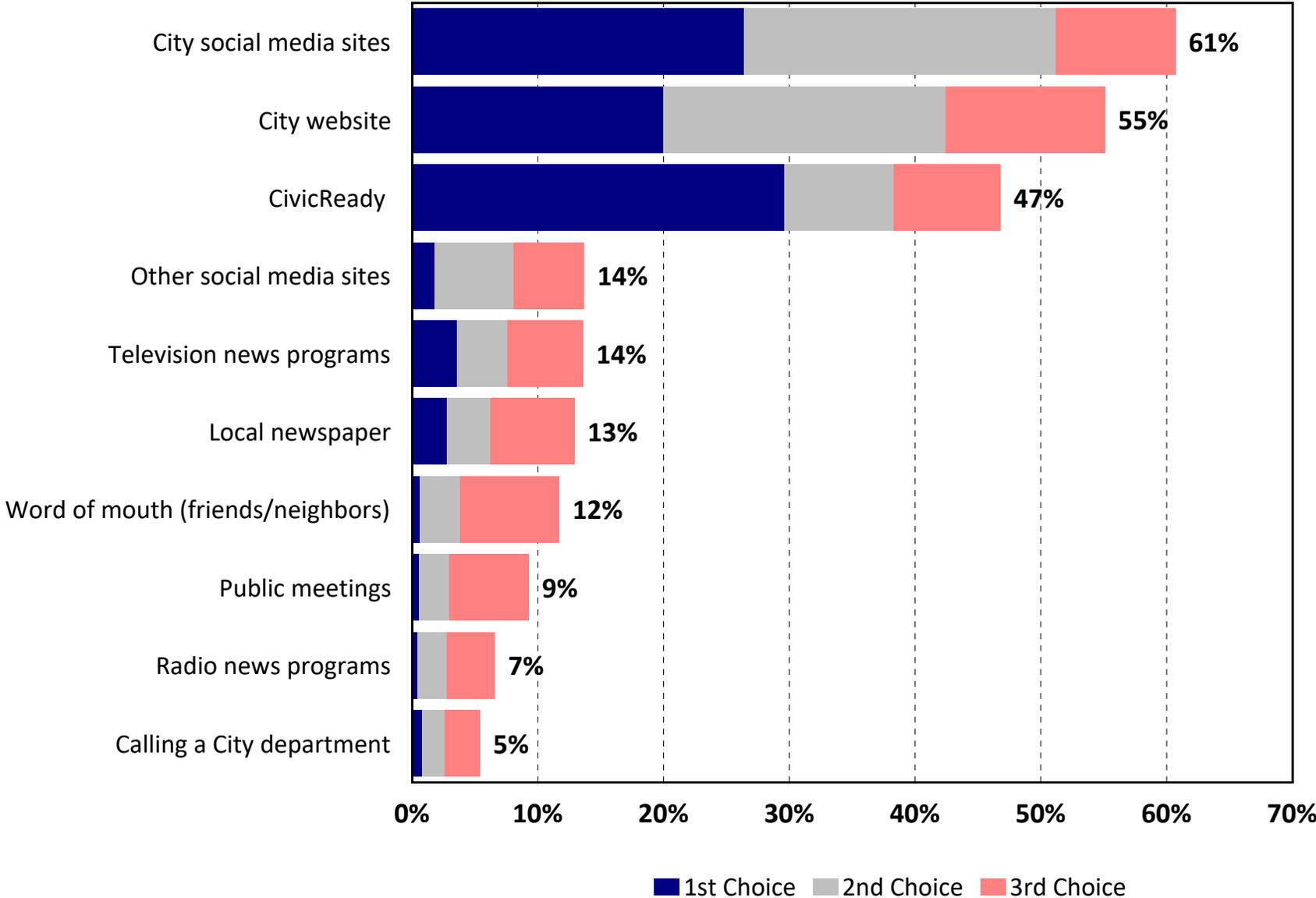
Q22. Primary Sources of Information About City Issues, Services, and Events

by percentage of respondents (multiple selections could be made)



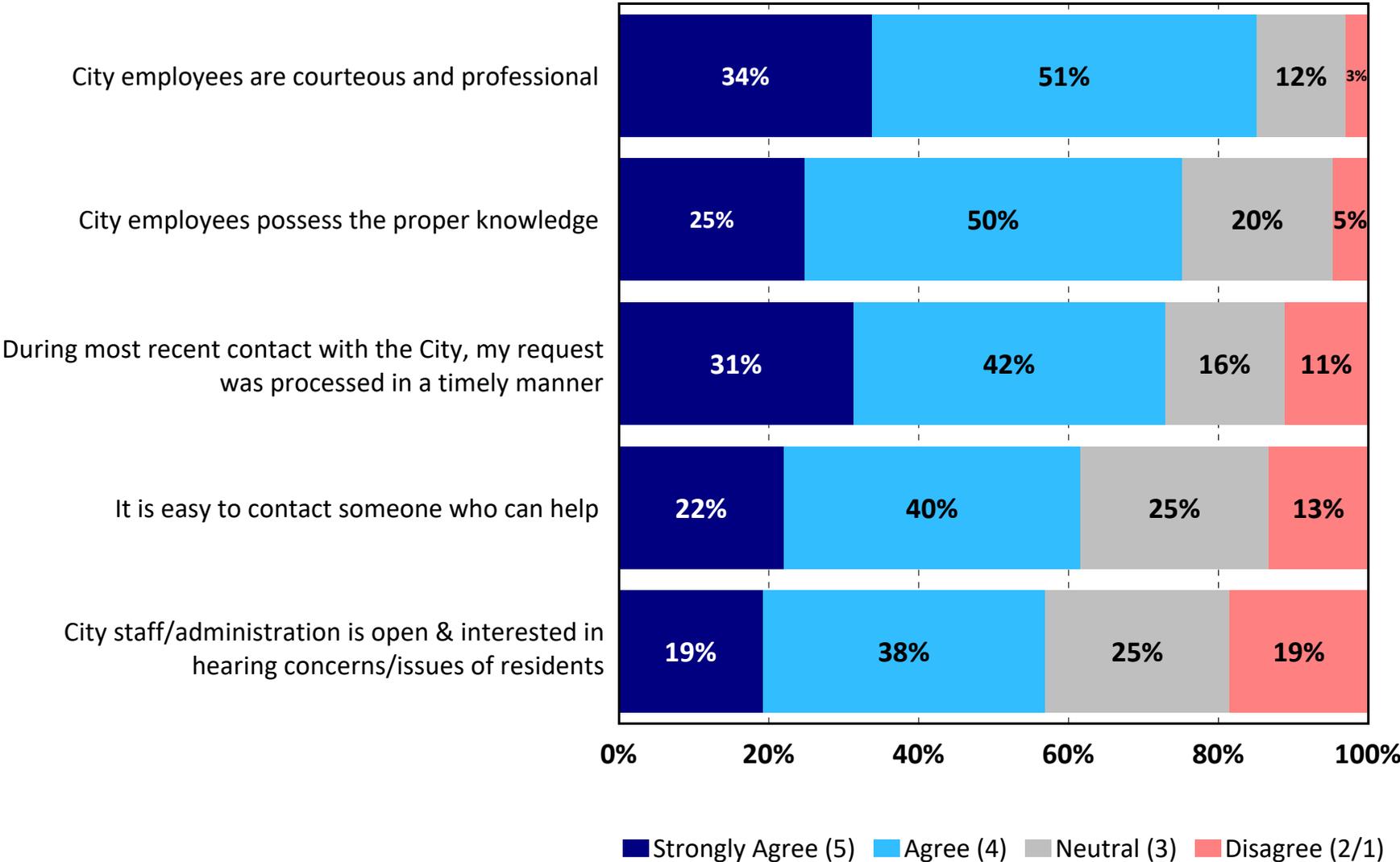
Q23. Preferred Sources of Information

by percentage of respondents who selected the item as one of their top three choices



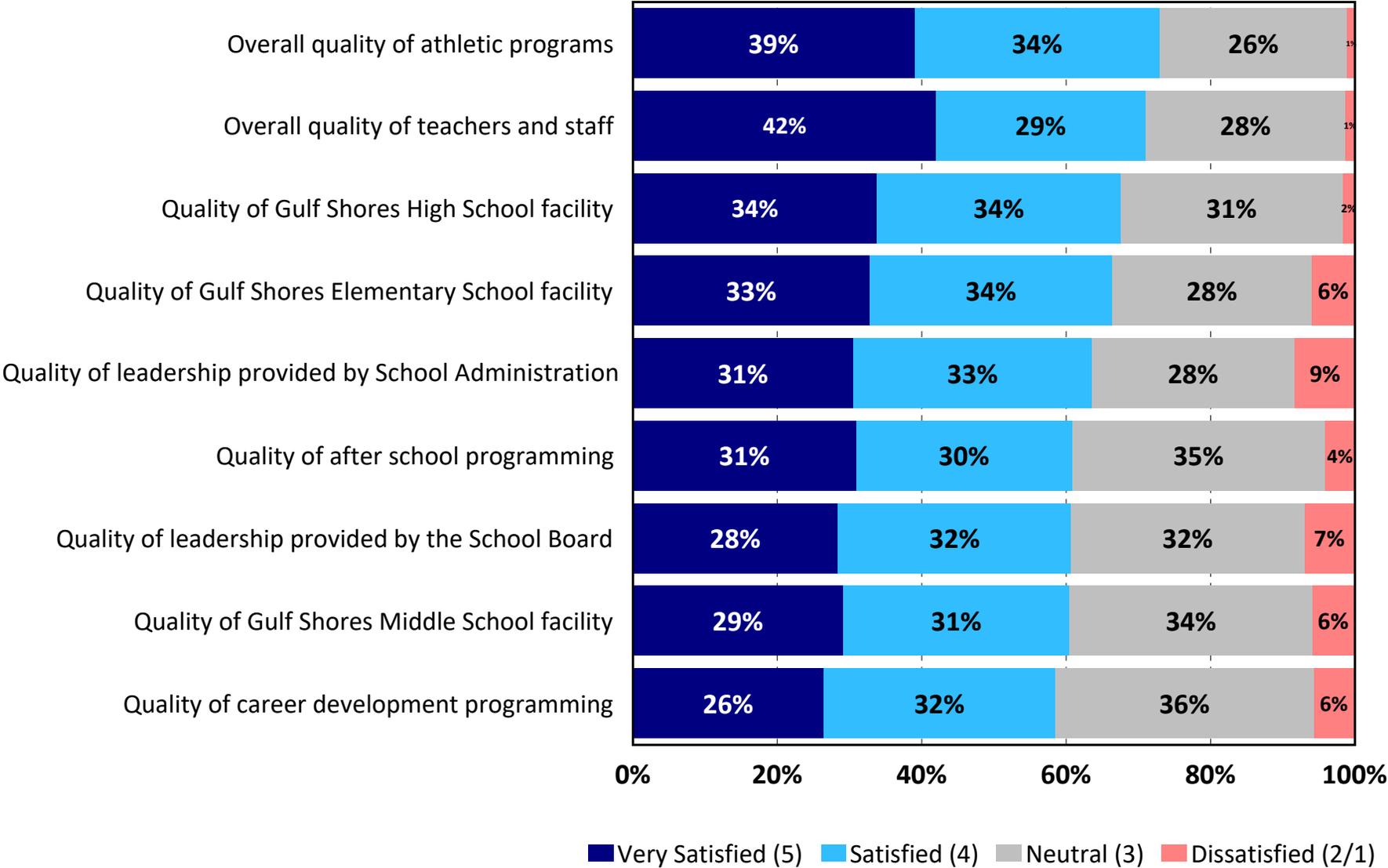
Q24. Agreement With the Following Statements Regarding Most Recent Interaction With City Employees

by percentage of respondents (excluding don't knows)



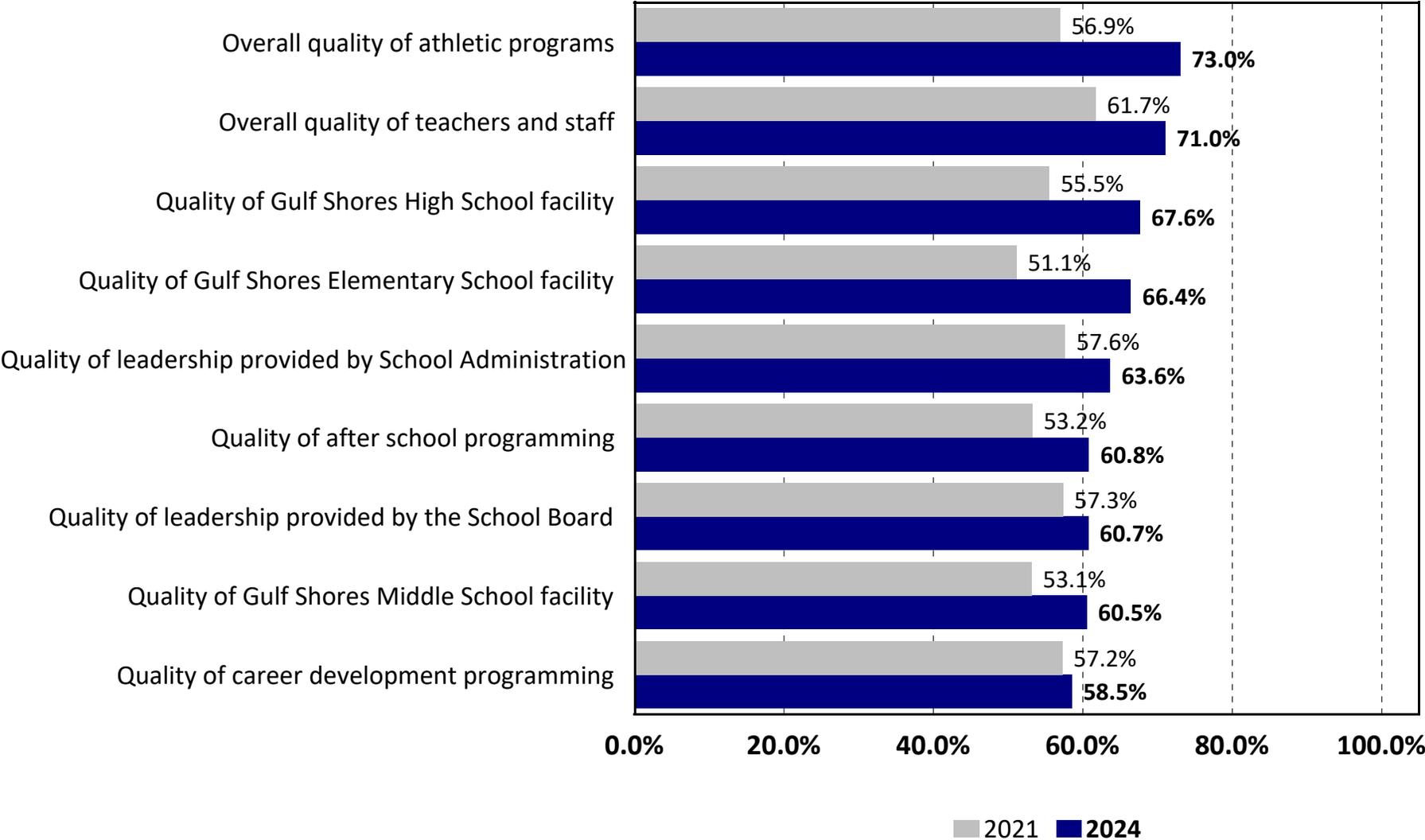
Q25. Satisfaction with City Schools

by percentage of respondents (excluding don't knows)



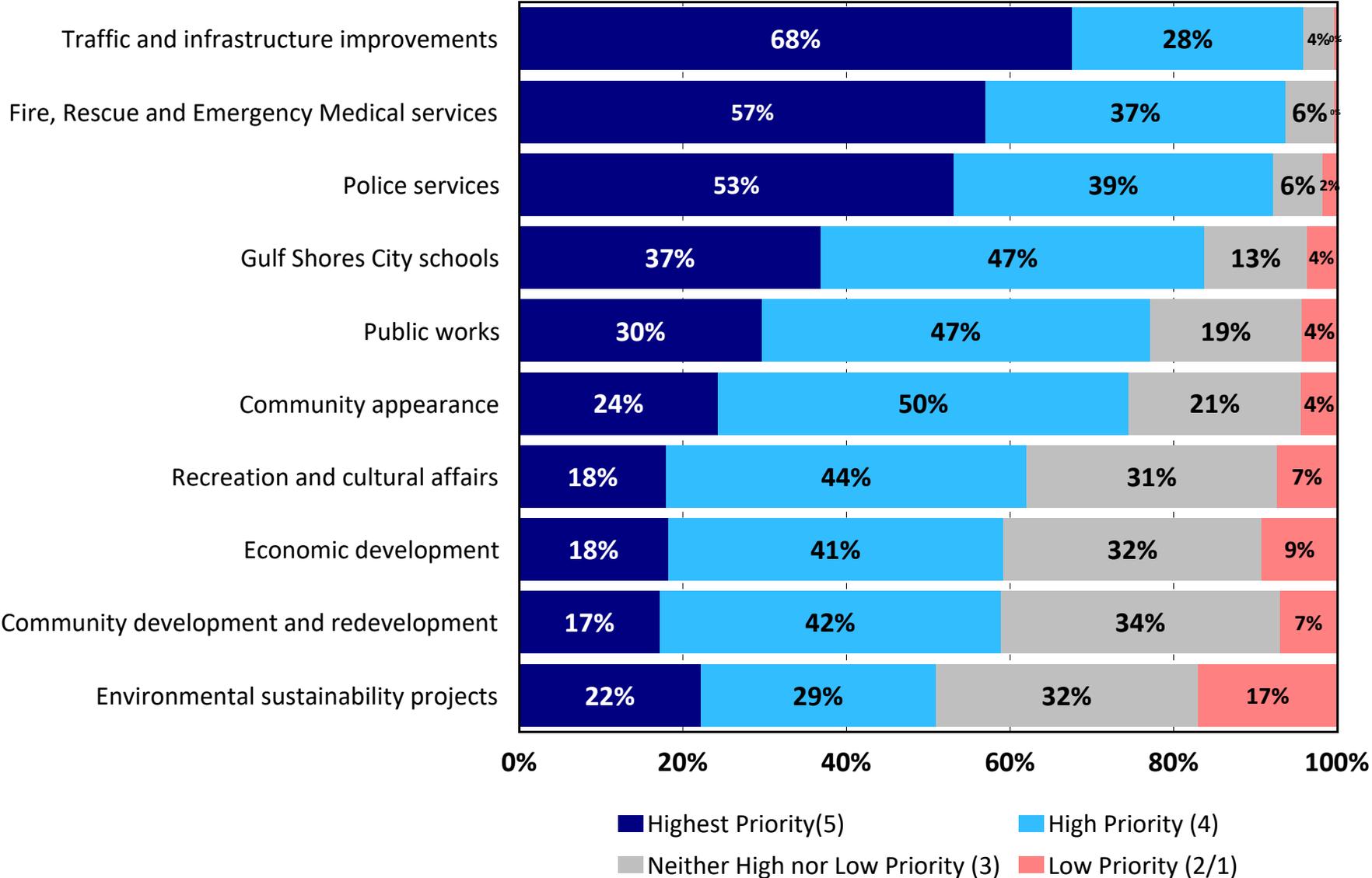
TRENDS: Satisfaction with City Schools 2021 vs. 2024

by percentage of respondents (excluding don't knows)



Q26. How Residents Prioritize Various City Services

by percentage of respondents (excluding don't knows)

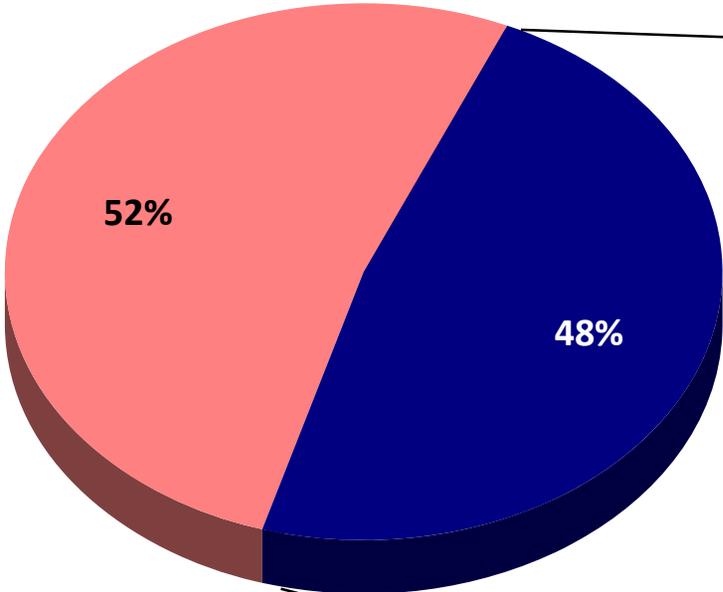


Q27. During the last 12 months, have you personally contacted the City of Gulf Shores with a question, service request or complaint?

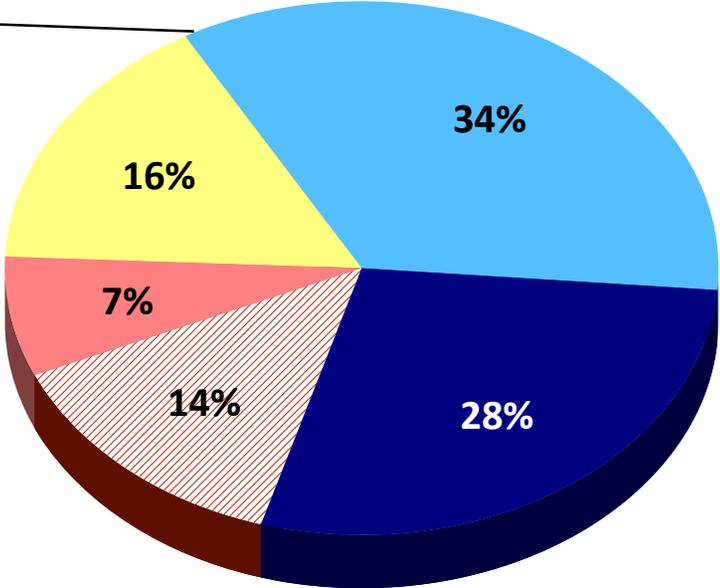
by percentage of respondents (excluding not provided)

Q27a. How many times have you personally contacted the City during the past 12 months?

by percentage of respondents who contacted the City in the last 12 months (excluding not provided)



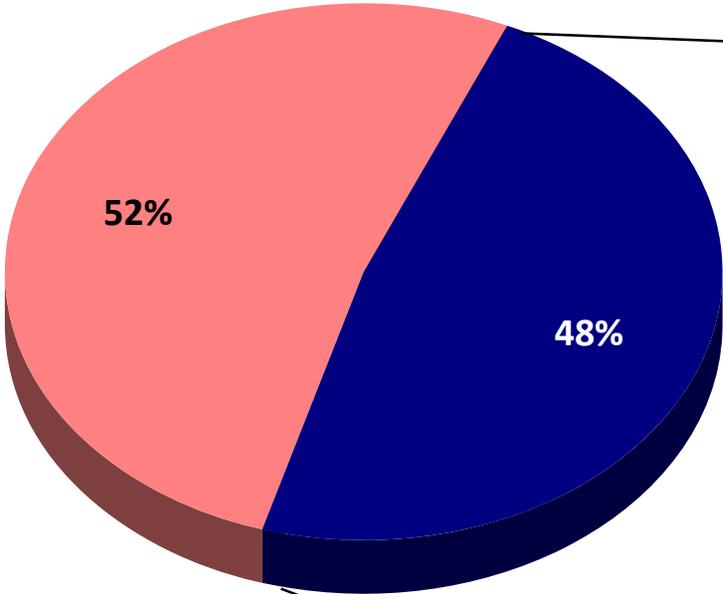
■ Yes ■ No



■ 1 time ■ 2 times
■ 3 times ■ 4 times
▨ More than 4 times

Q27. During the last 12 months, have you personally contacted the City of Gulf Shores with a question, service request or complaint?

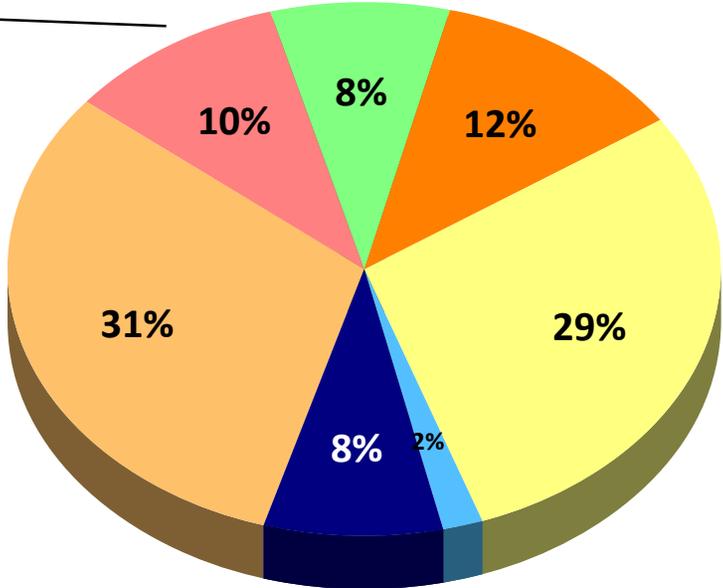
by percentage of respondents (excluding not provided)



■ Yes ■ No

Q27b. What was the reason for your most recent contact?

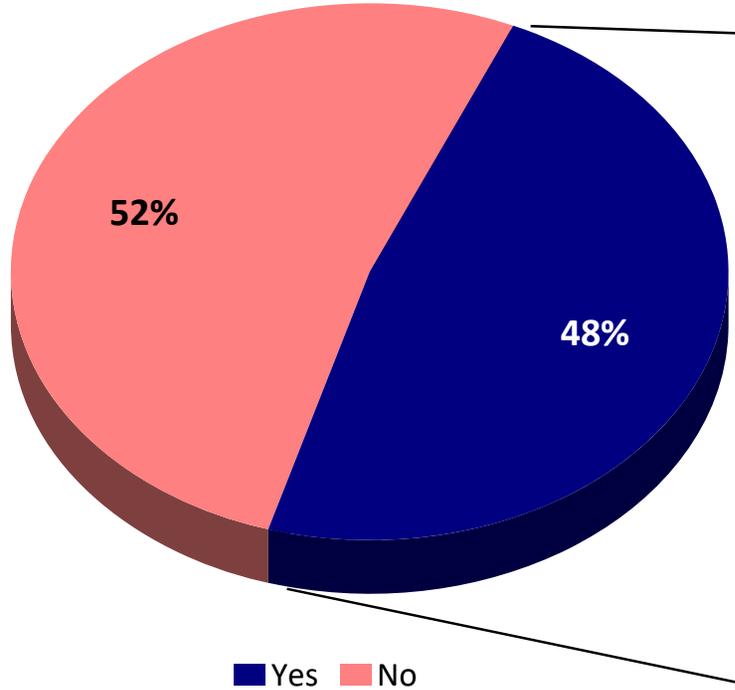
by percentage of respondents who contacted the City in the last 12 months (excluding not provided)



■ Pay a bill ■ Visit an elected official
■ Research an issue ■ Pull a building permit/plan review
■ Attend a program/event ■ File a complaint
■ Other

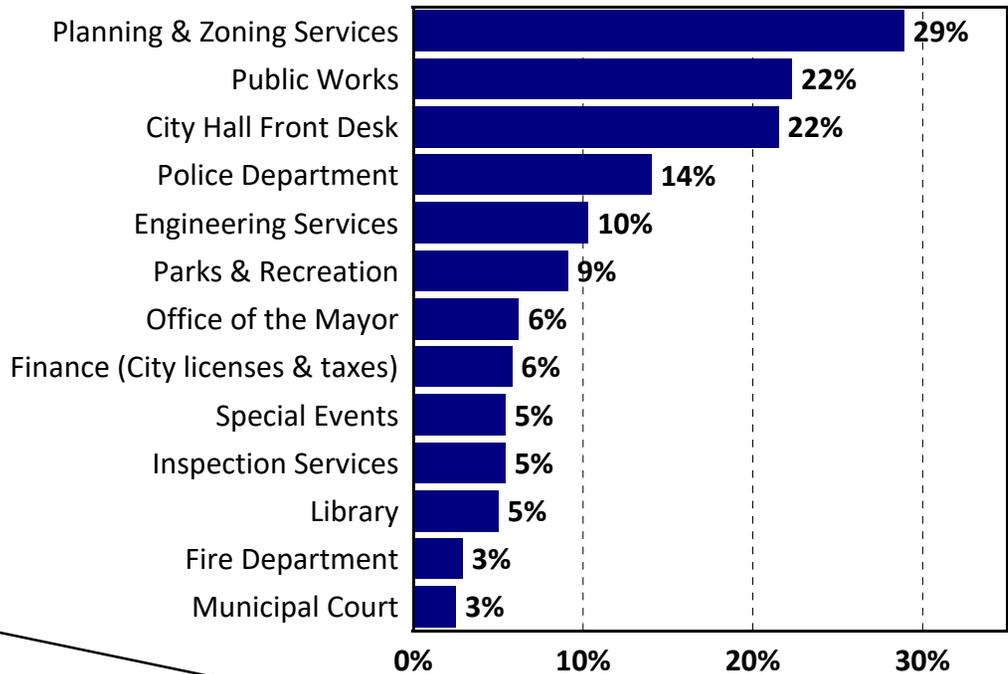
Q27. During the last 12 months, have you personally contacted the City of Gulf Shores with a question, service request or complaint?

by percentage of respondents (excluding not provided)



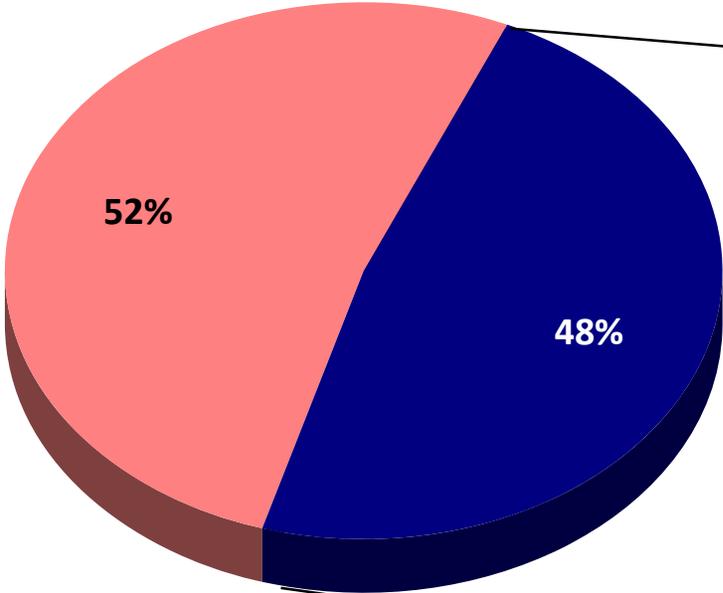
Q27c. What department did you contact?

by percentage of respondents who contacted the City in the last 12 months (multiple selections could be made)



Q27. During the last 12 months, have you personally contacted the City of Gulf Shores with a question, service request or complaint?

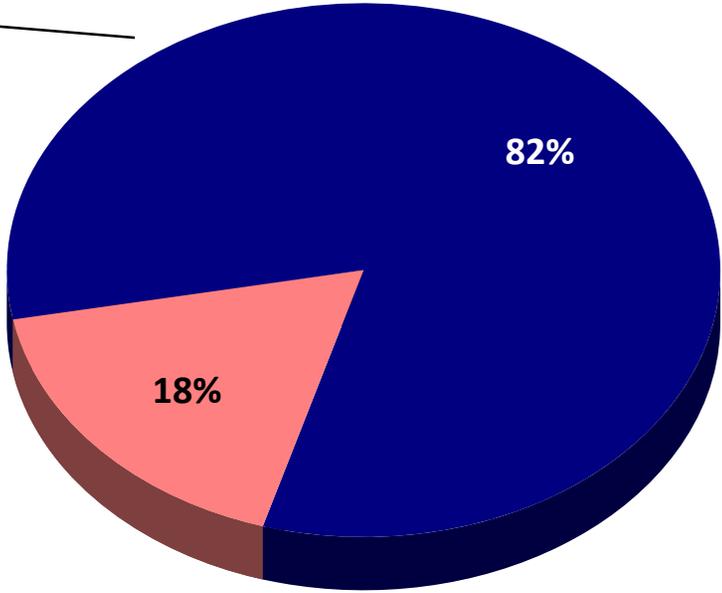
by percentage of respondents (excluding not provided)



■ Yes ■ No

Q27d. Was the department(s) you contacted responsive to your issue?

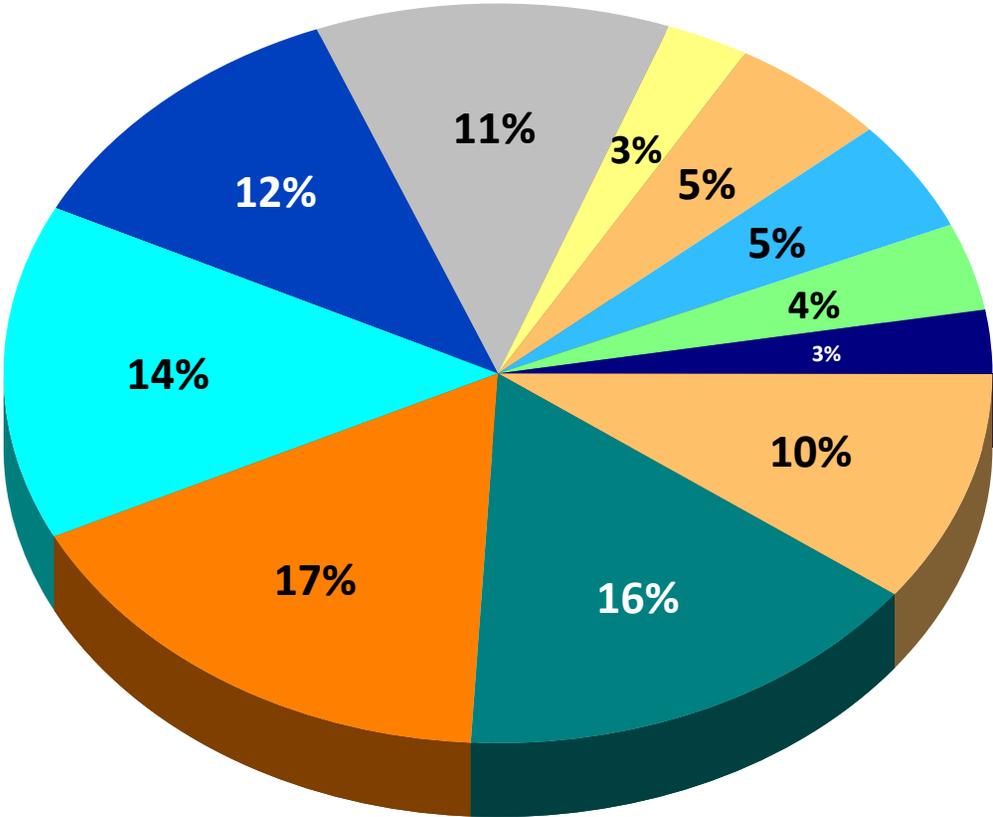
by percentage of respondents who contacted the City in the last 12 months (excluding not provided)



■ Yes ■ No

Q28. Demographics: Ages of All Household Members

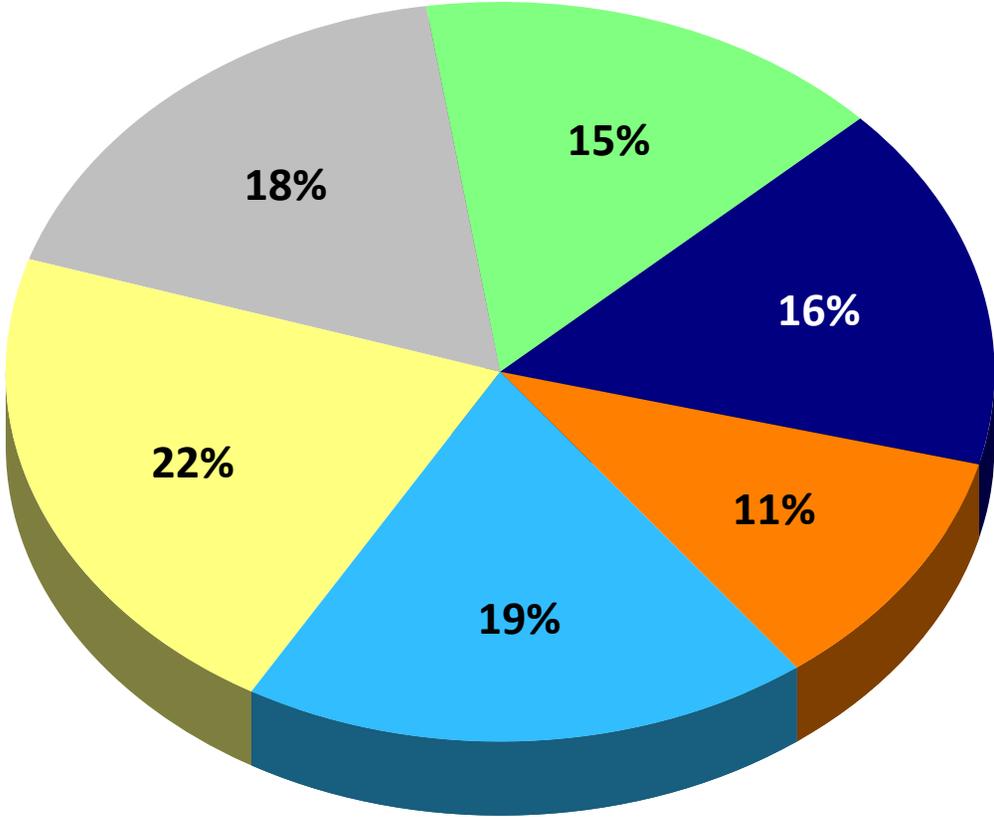
by percentage of persons in the household



- Under age 5
- Ages 5-9
- Ages 10-14
- Ages 15-19
- Ages 20-24
- Ages 25-34
- Ages 35-44
- Ages 45-54
- Ages 55-64
- Ages 65-74
- Ages 75+

Q29. Demographics: Age of Respondent

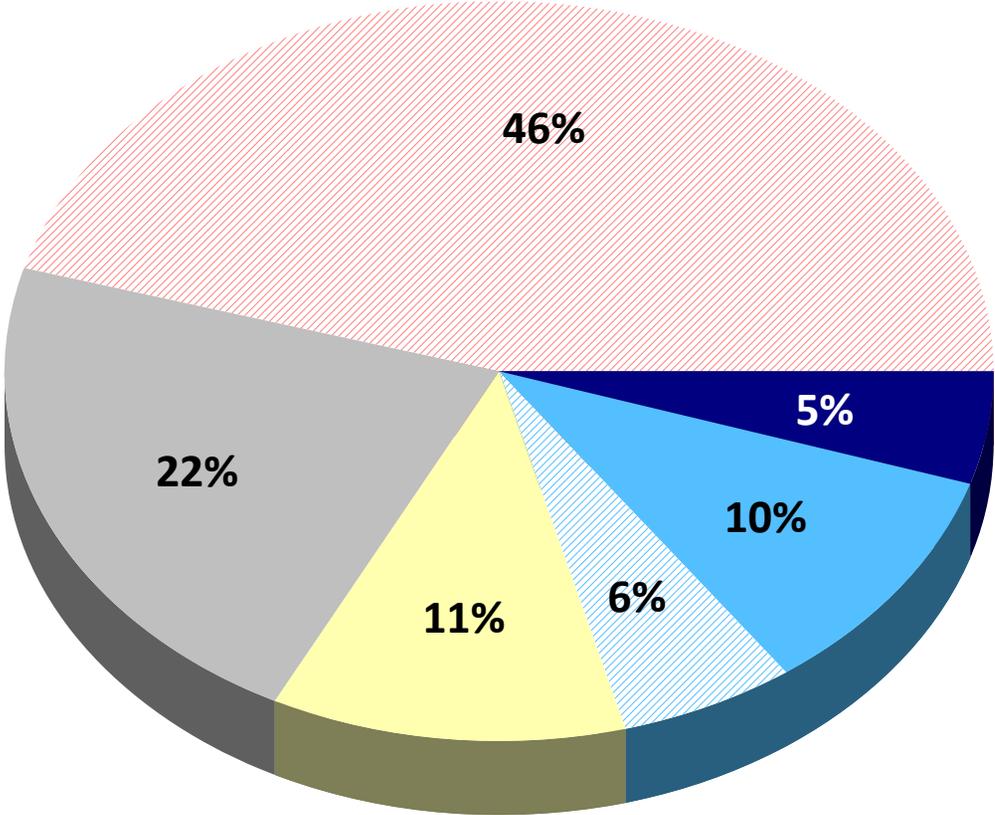
by percentage of respondents (excluding not provided)



■ Under 35 years ■ 35-44 years ■ 45-54 years ■ 55-64 years ■ 65-74 years ■ 75+ years

Q30. Demographics: Approximately how many years have you lived in the City of Gulf Shores?

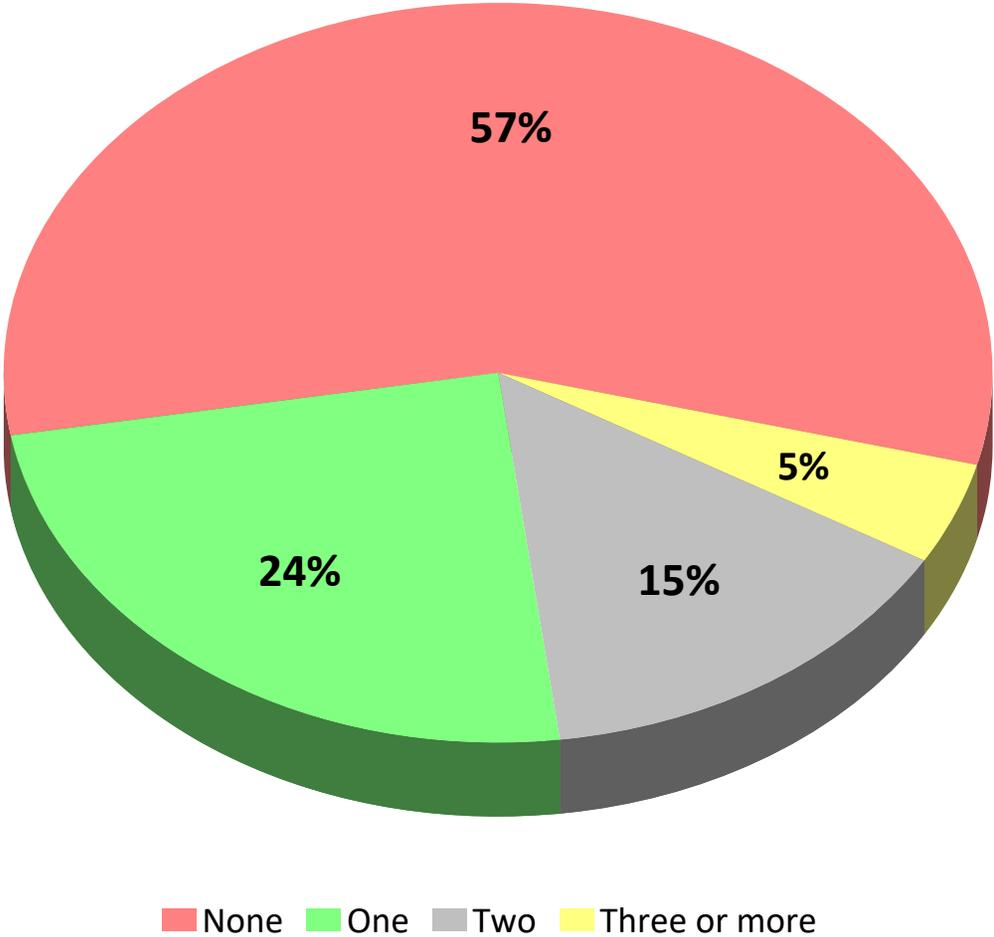
by percentage of respondents (excluding not provided)



5 years or less 6-10 years 11-15 years
16-20 years 21-30 years 31+ years

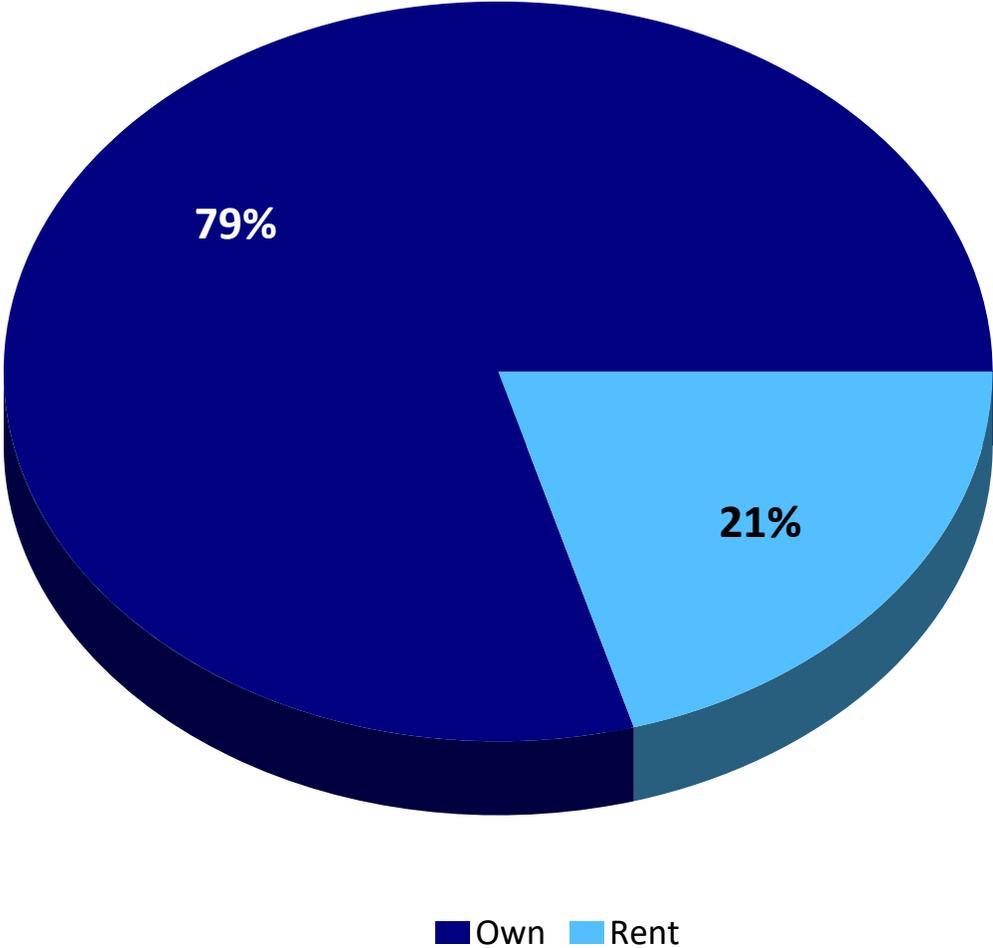
Q31. Demographics: How many people in your household work within the Gulf Shores City limits?

by percentage of respondents (excluding not provided)



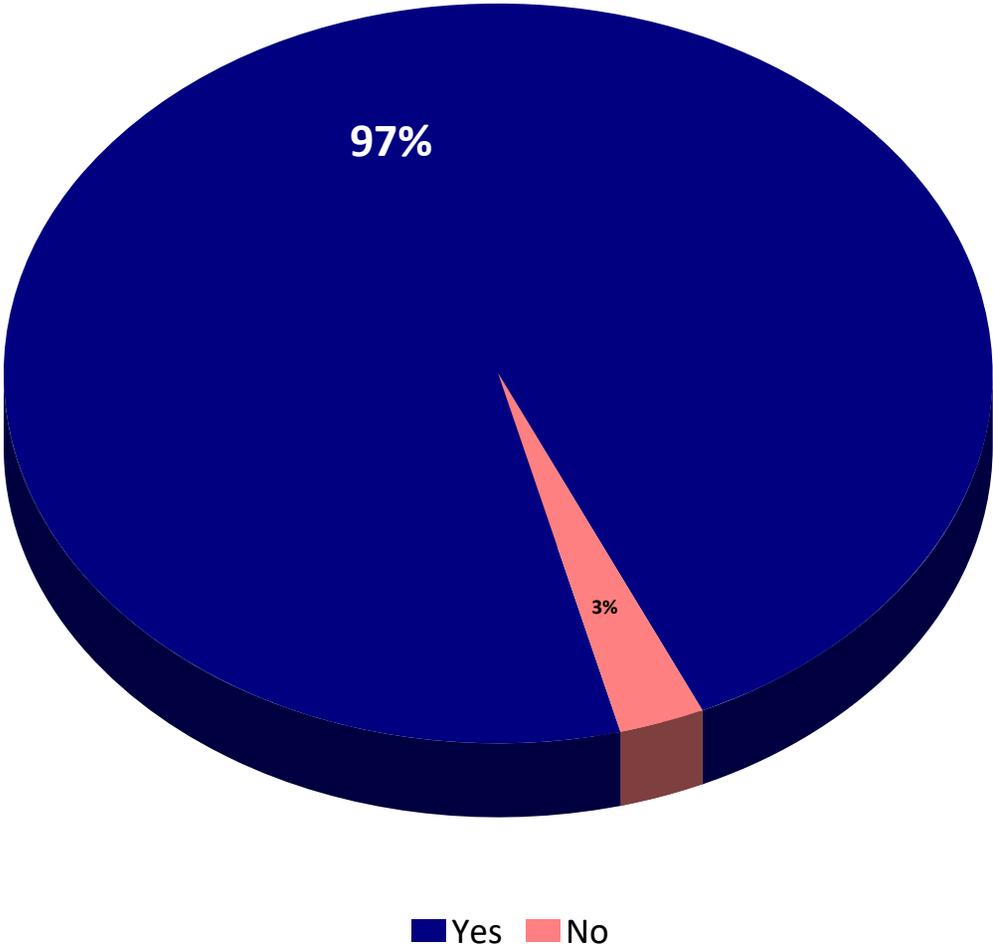
Q32. Demographics: Do you own or rent your current residence?

by percentage of respondents (excluding not provided)



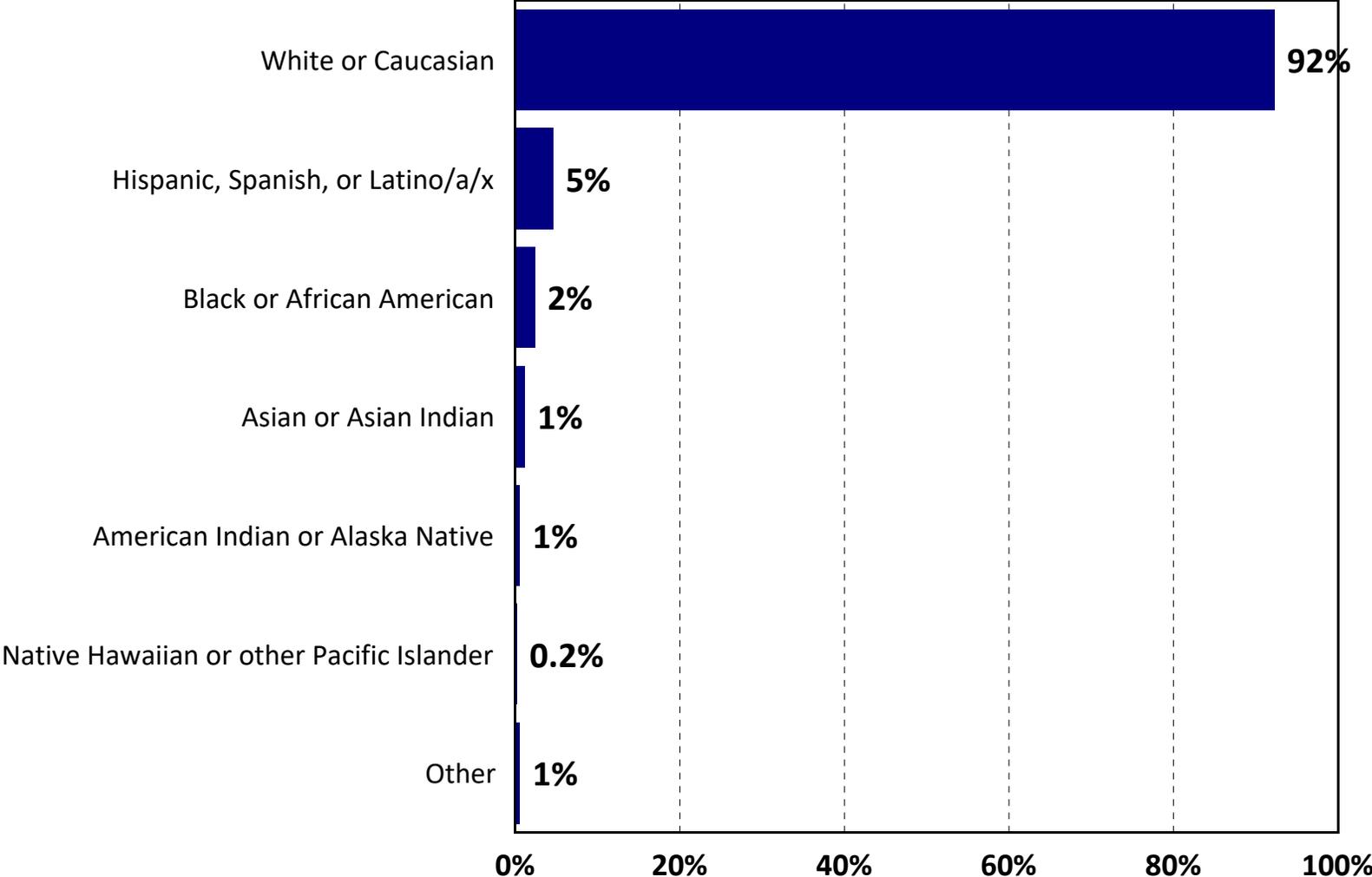
Q33. Demographics: Are you a full-time resident?

by percentage of respondents (excluding not provided)



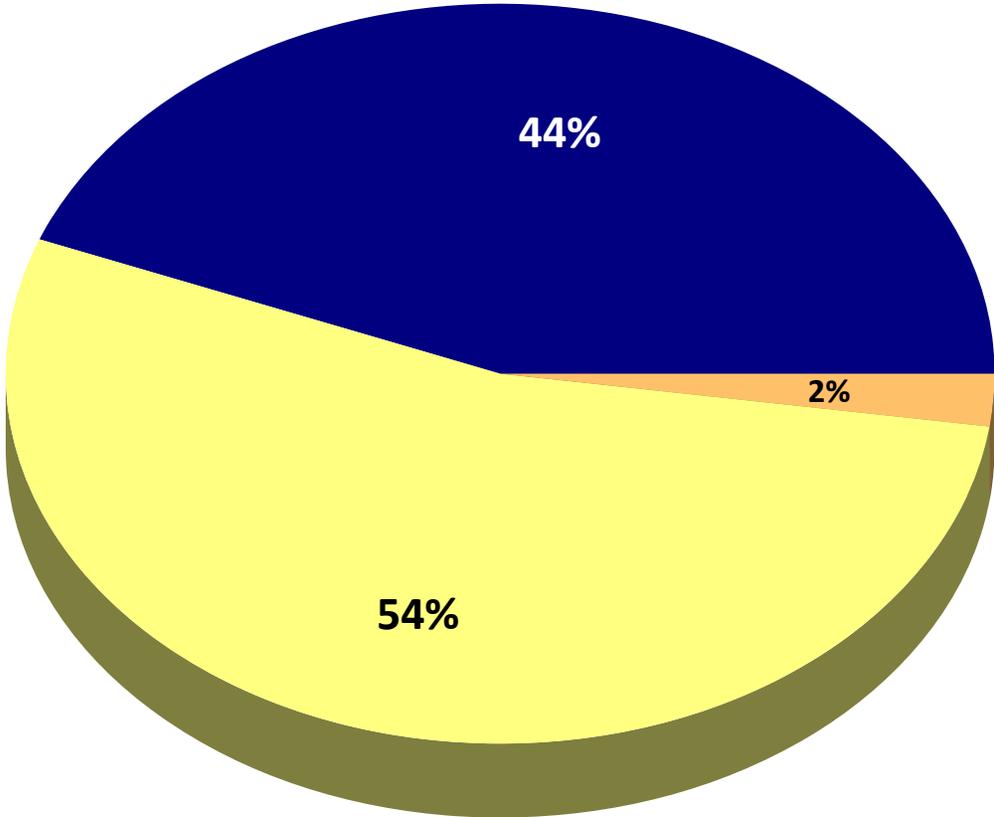
Q34. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Q35. Demographics: Gender

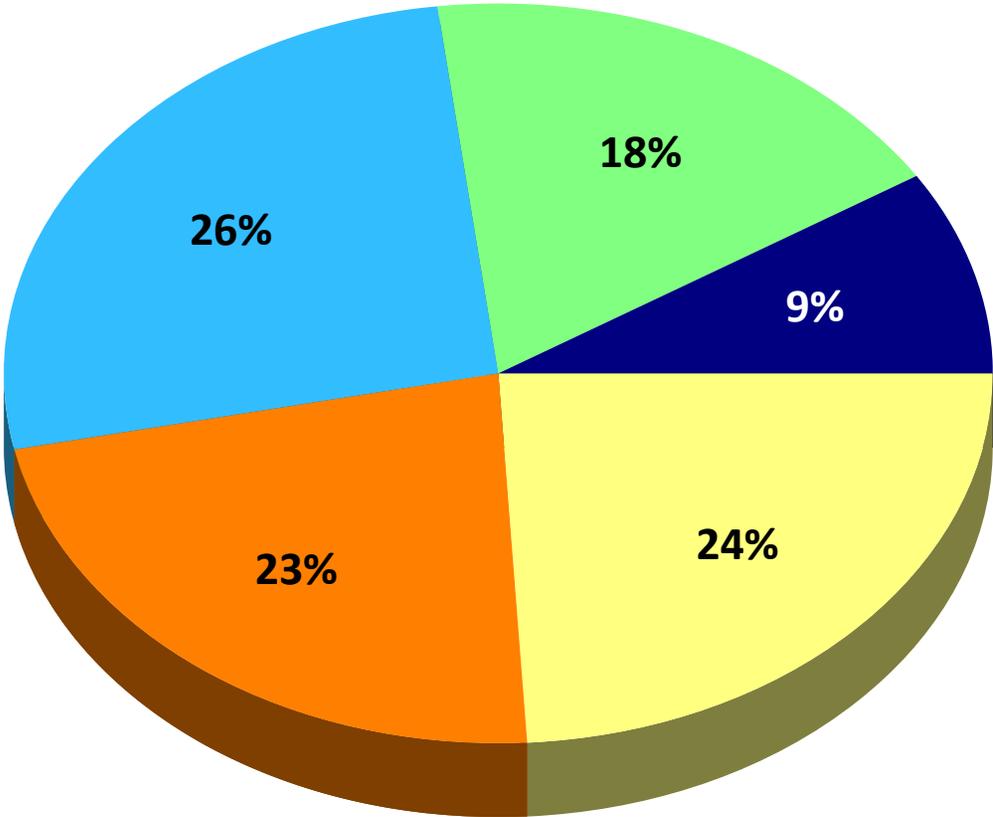
by percentage of respondents (excluding not provided)



■ Male ■ Female ■ Prefer not to answer

Q36. Demographics: Total Household Income

by percentage of respondents (excluding not provided)



■ Under \$30,000 ■ \$30K-\$59,999 ■ \$60K-\$99,999 ■ \$100K-\$129,999 ■ \$130K+



2

Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Southeast Region of the United States. The Southeast Region includes the states of Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, South Carolina, and Tennessee.

The charts on the following pages show how the results for the City of Gulf Shores compare to the national average and the Southeast regional average. The blue bar shows the results for Gulf Shores. The red bar shows the Southeast regional average from communities that administered the *DirectionFinder*® survey during the summer of 2023. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

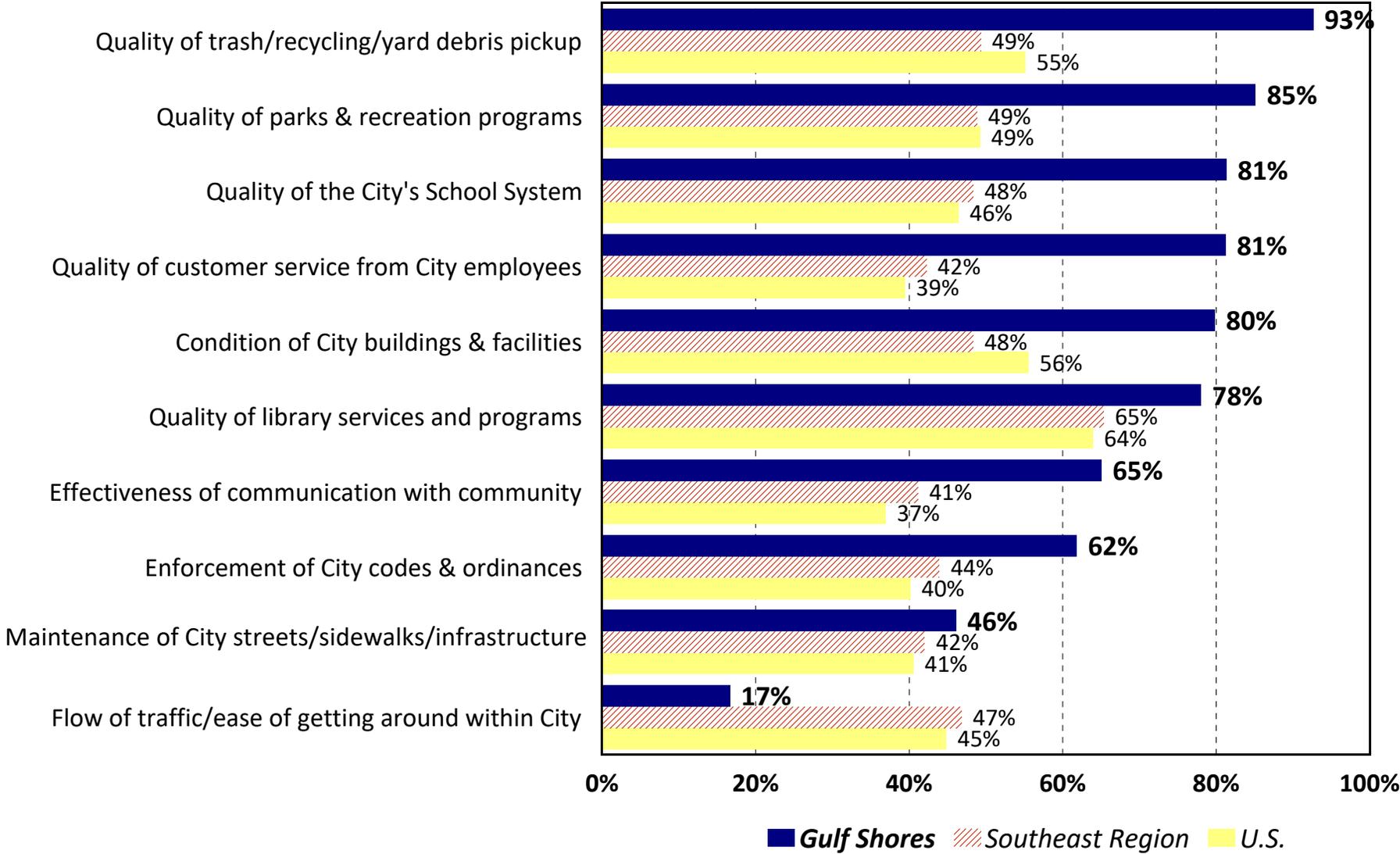
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Gulf Shores, AL is not authorized without written consent from ETC Institute.

Overall Satisfaction with Major Categories of City Services

Gulf Shores vs. Southeast Region vs. the U.S.

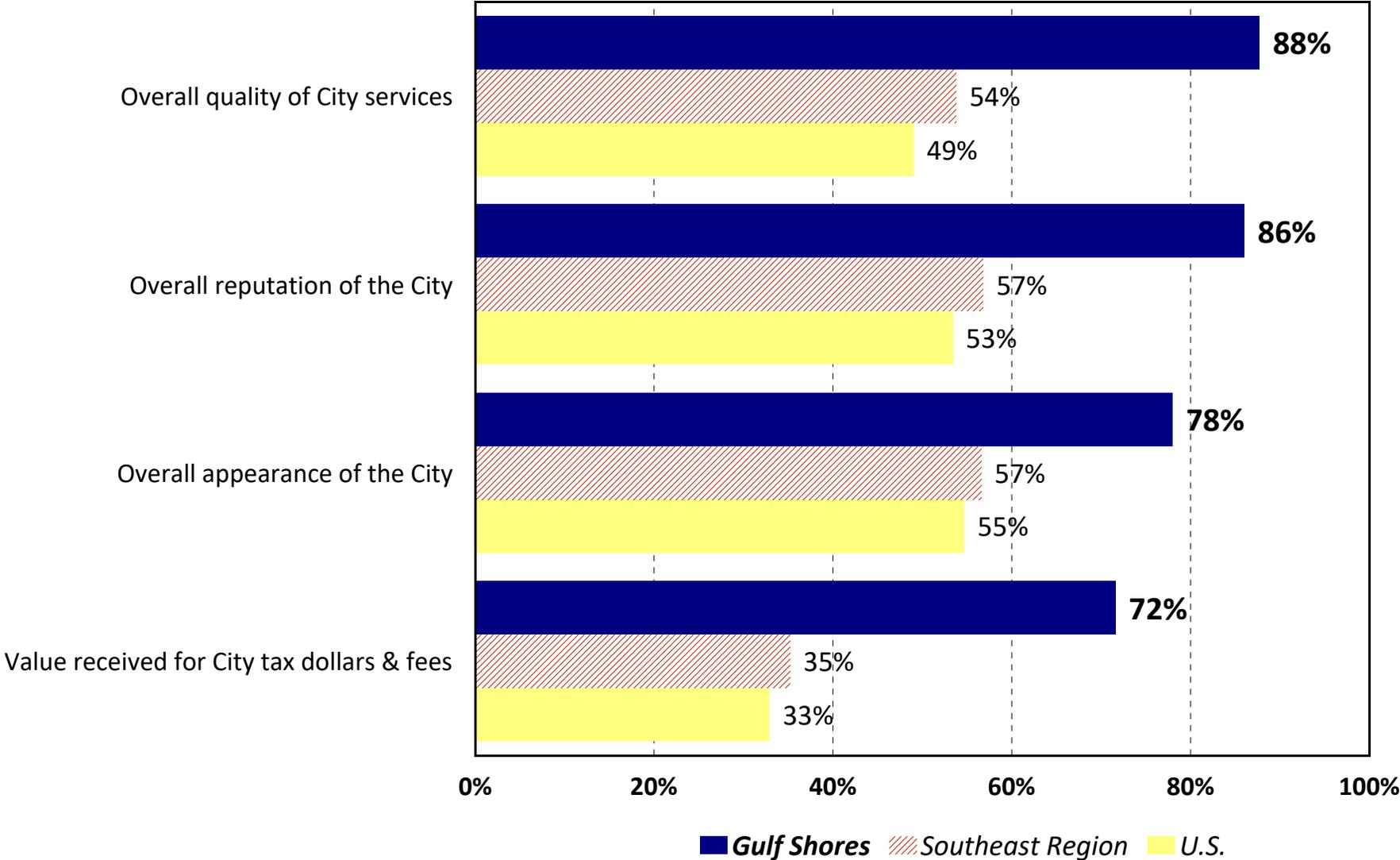
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Perceptions of the City

Gulf Shores vs. Southeast Region vs. the U.S.

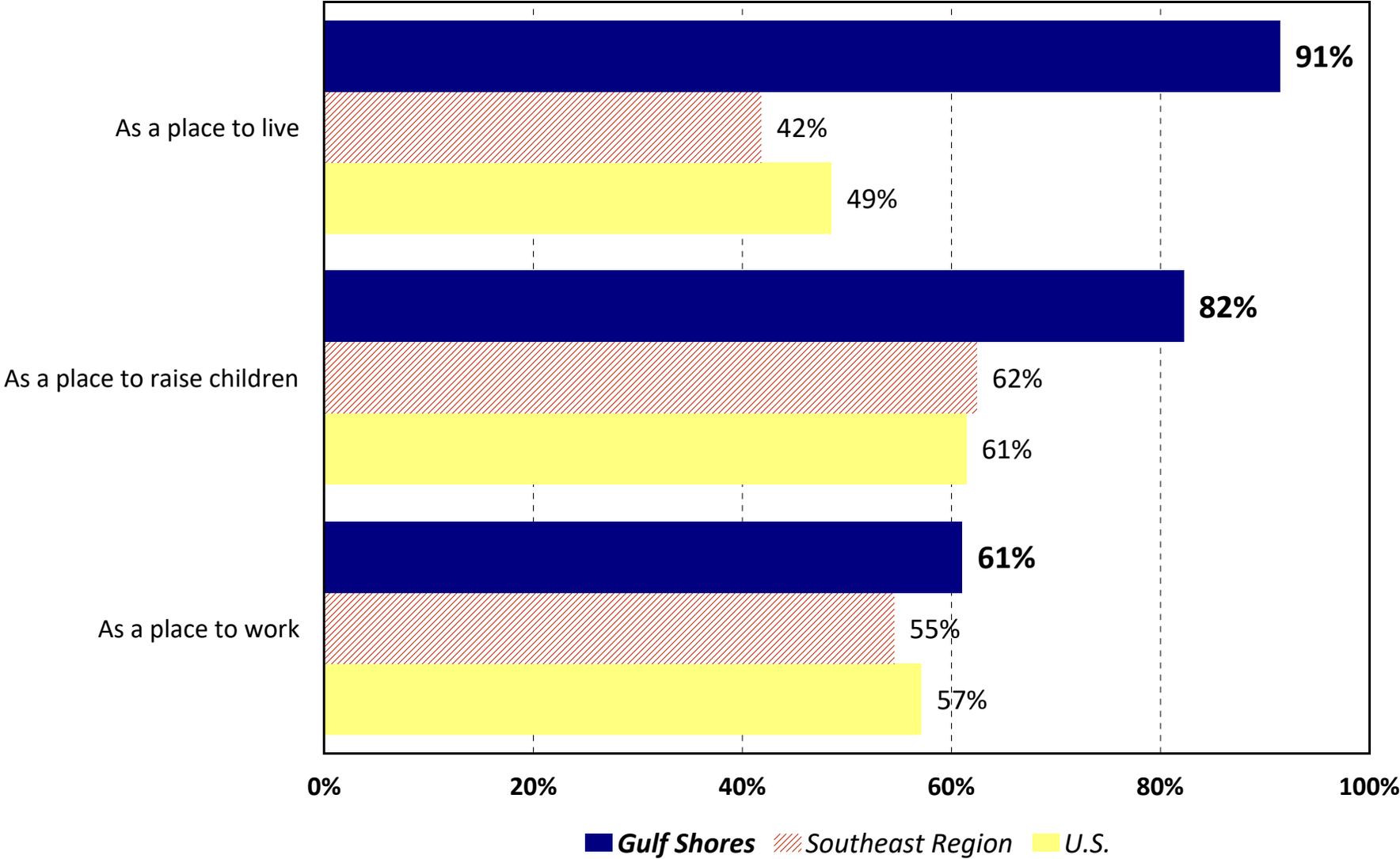
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Ratings of the City

Gulf Shores vs. Southeast Region vs. the U.S.

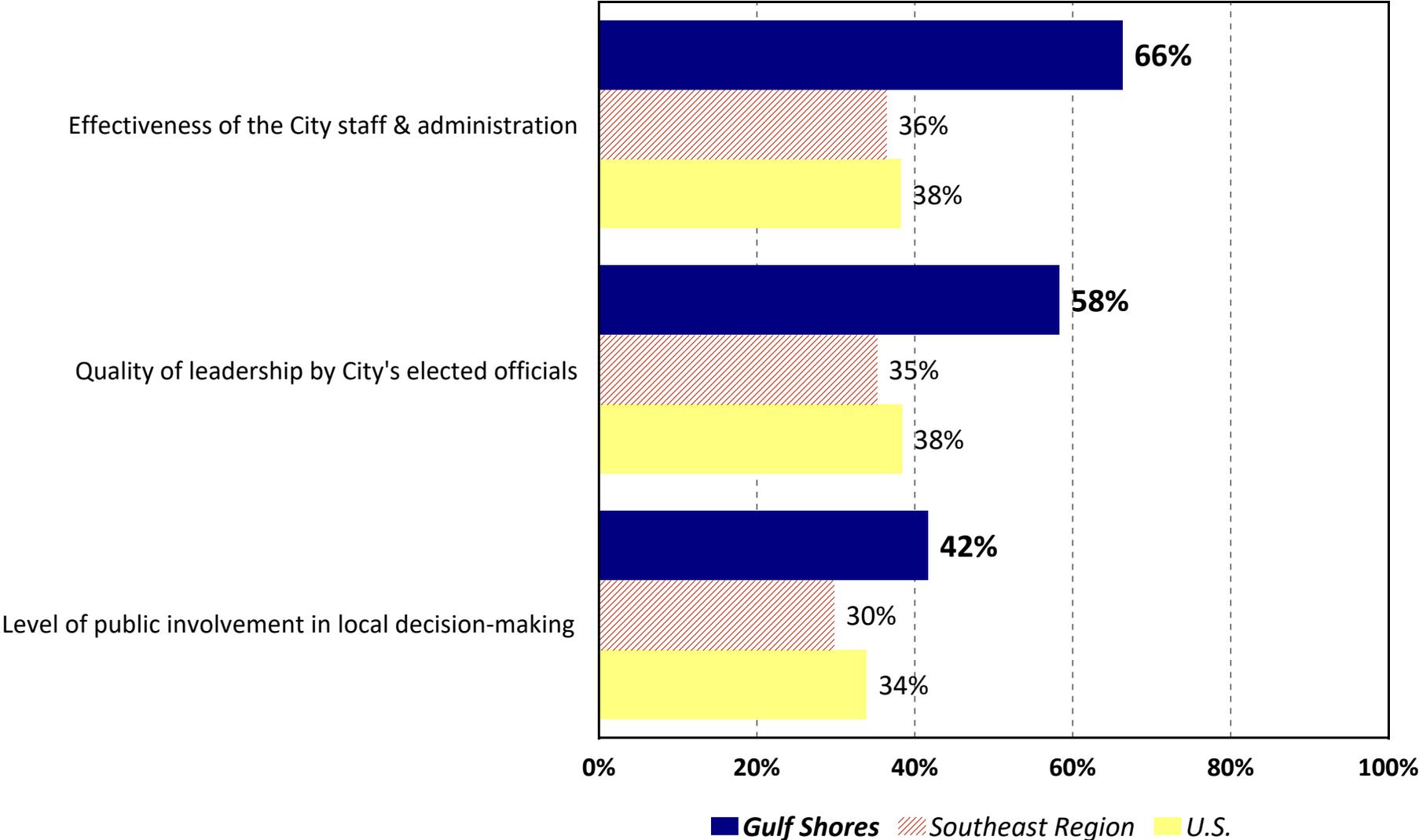
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Overall Satisfaction with City Leadership

Gulf Shores vs. Southeast Region vs. the U.S.

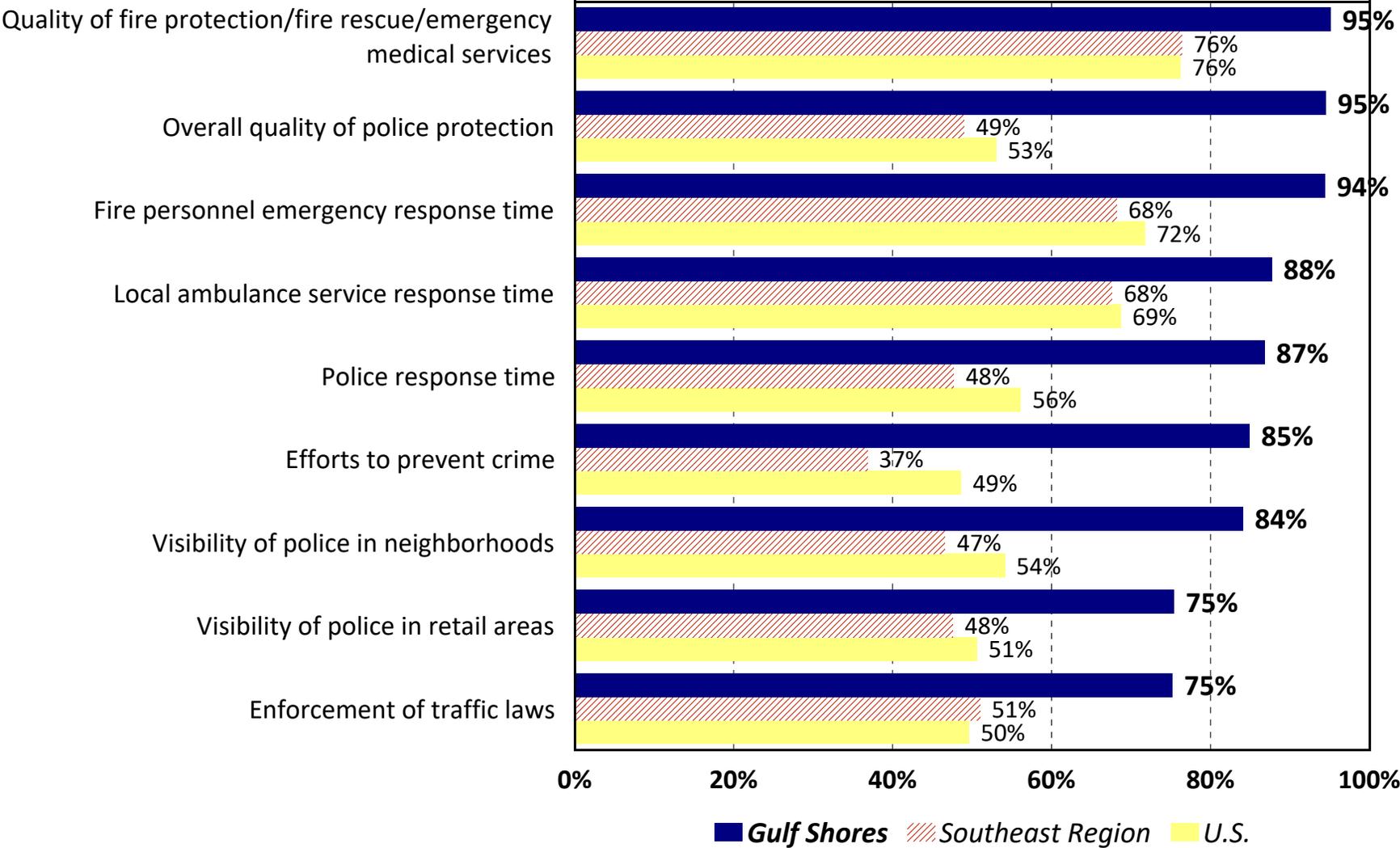
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Overall Satisfaction with Public Safety

Gulf Shores vs. Southeast Region vs. the U.S.

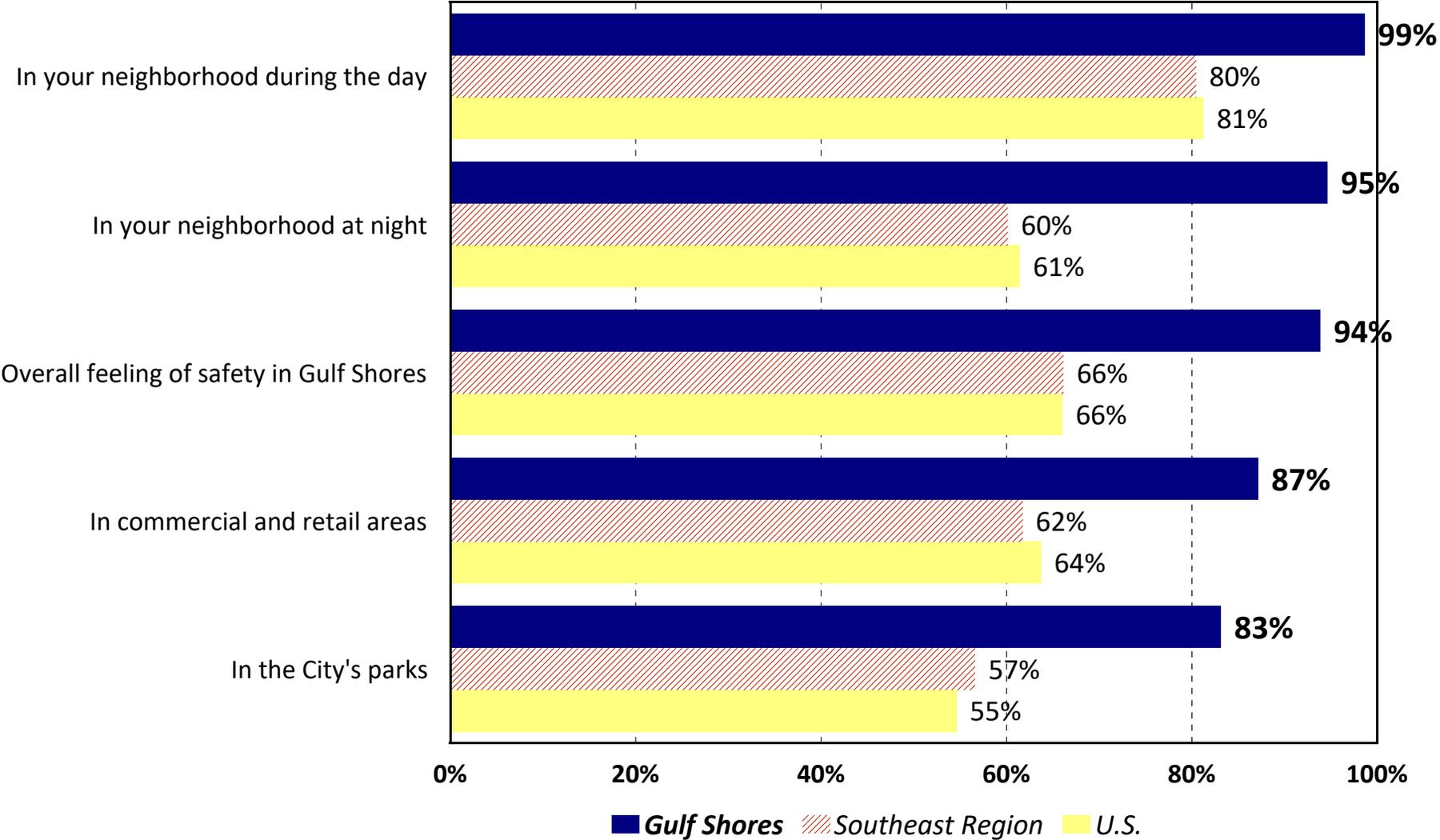
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Perceptions of Safety

Gulf Shores vs. Southeast Region vs. the U.S.

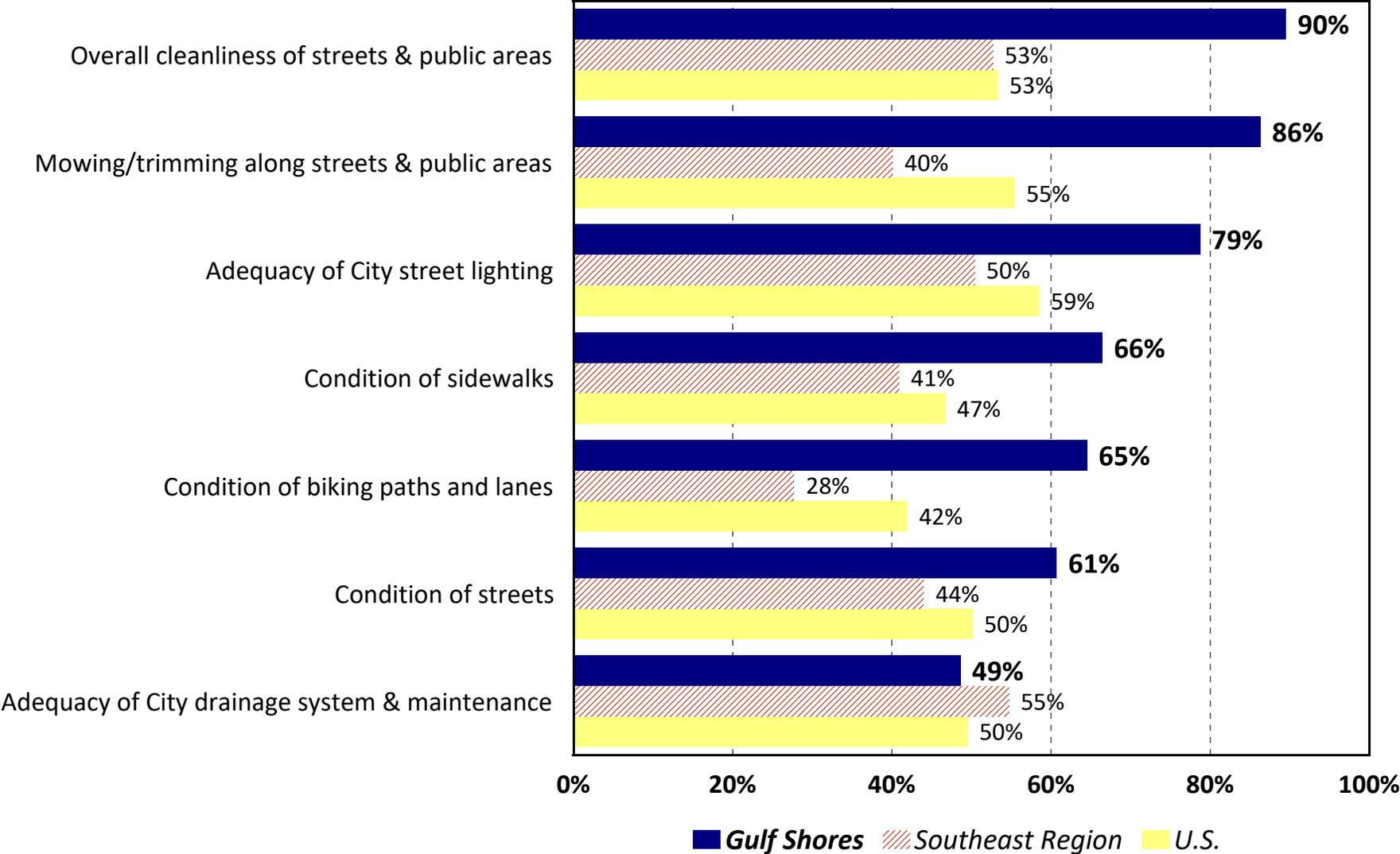
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Overall Satisfaction with Maintenance

Gulf Shores vs. Southeast Region vs. the U.S.

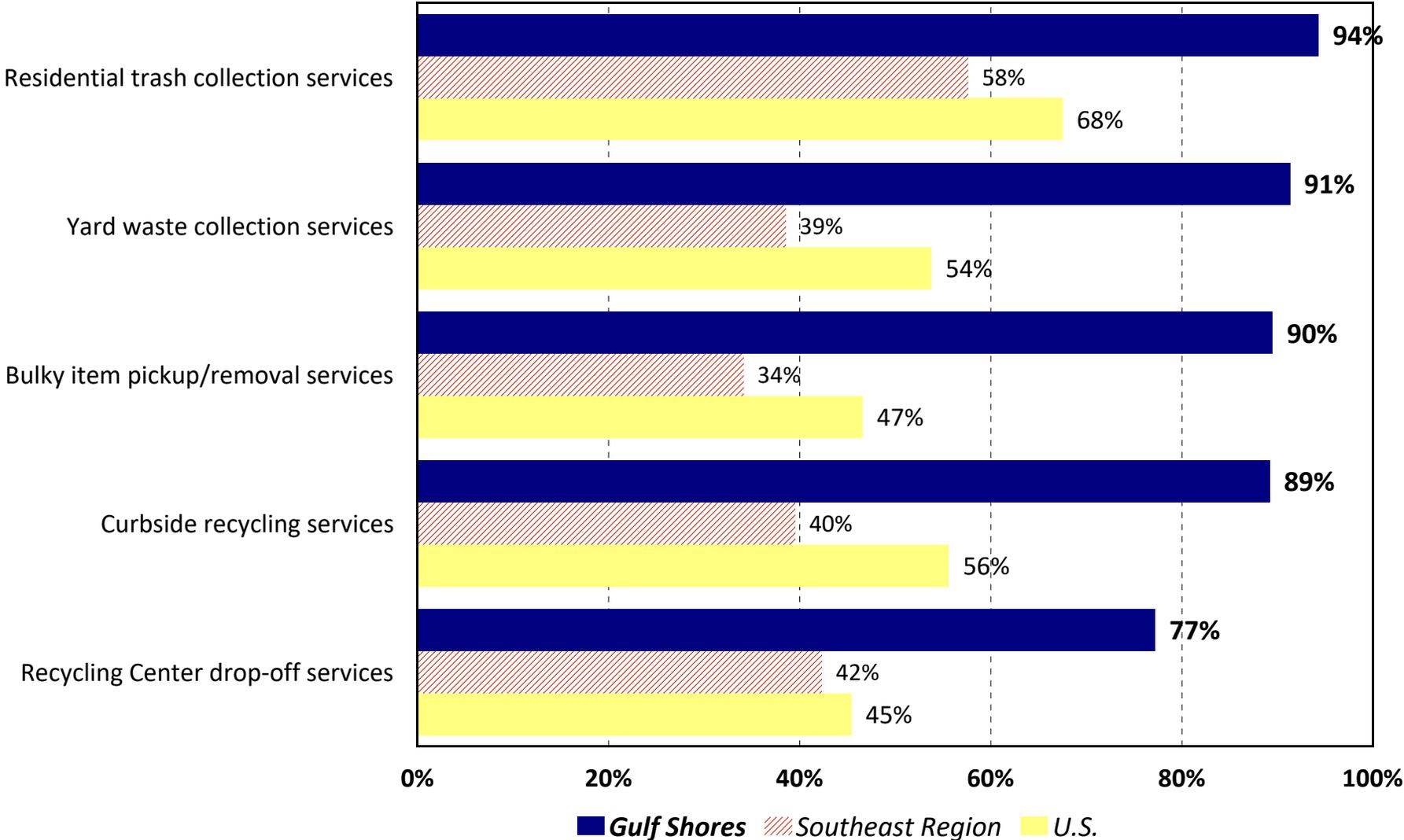
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Trash and Recycling

Gulf Shores vs. Southeast Region vs. the U.S.

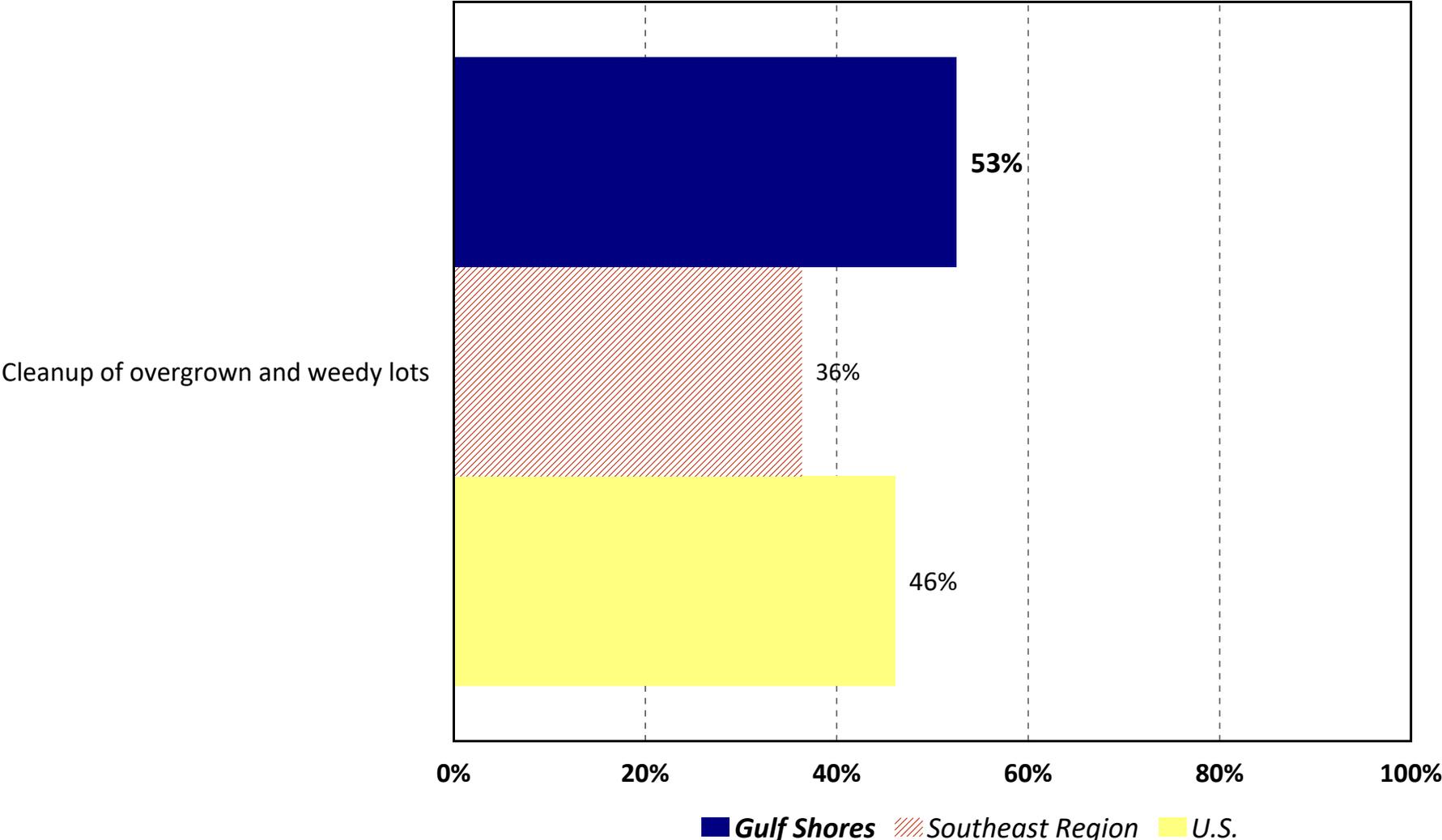
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Code Enforcement

Gulf Shores vs. Southeast Region vs. the U.S.

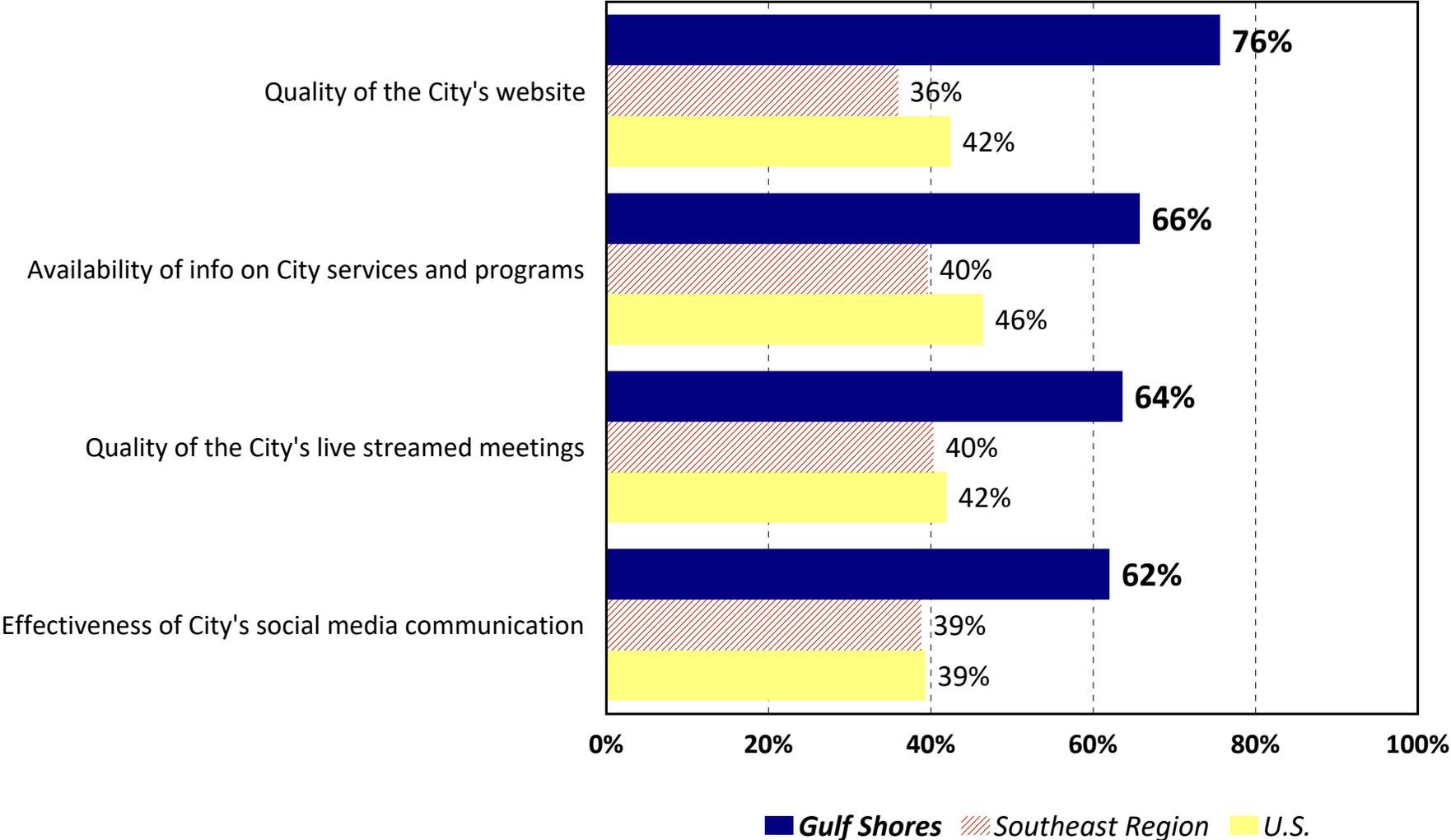
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with City Communications

Gulf Shores vs. Southeast Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major City services that should receive the most emphasis over the next two years. Nearly half (47.6%) of households selected "*maintenance of City streets/sidewalks/infrastructure*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 46.1% of respondents surveyed rated "*maintenance of City streets/sidewalks/infrastructure*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 47.6% was multiplied by 53.9% (1-0.461). This calculation yielded an I-S rating of 0.2566, which ranked second out of sixteen categories of major City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Gulf Shores are provided on the following pages.

Importance-Satisfaction Rating

City of Gulf Shores, AL

Overall

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| Flow of traffic/ease of getting around within City | 81% | 1 | 17% | 16 | 0.6714 | 1 |
| Maintenance of City streets/sidewalks/infrastructure | 48% | 2 | 46% | 15 | 0.2566 | 2 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Quality of community & economic development | 31% | 3 | 59% | 14 | 0.1266 | 3 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Enforcement of City codes & ordinances | 16% | 5 | 62% | 13 | 0.0600 | 4 |
| Effectiveness of communication with community | 15% | 7 | 65% | 12 | 0.0515 | 5 |
| Quality of public beaches and beach accesses | 23% | 4 | 84% | 6 | 0.0367 | 6 |
| Quality of the City's School System | 9% | 10 | 81% | 7 | 0.0165 | 7 |
| Quality of parks & recreation programs | 10% | 8 | 85% | 5 | 0.0146 | 8 |
| Quality of City sponsored events | 6% | 11 | 81% | 9 | 0.0106 | 9 |
| Quality of police services | 16% | 6 | 94% | 2 | 0.0097 | 10 |
| Condition of City buildings & facilities | 4% | 13 | 80% | 10 | 0.0089 | 11 |
| Quality of library services and programs | 3% | 14 | 78% | 11 | 0.0075 | 12 |
| Quality of customer service from City employees | 3% | 15 | 81% | 8 | 0.0064 | 13 |
| Quality of landscaping in parks/medians/public areas | 5% | 12 | 88% | 4 | 0.0054 | 14 |
| Quality of trash/recycling/yard debris pickup | 3% | 16 | 93% | 3 | 0.0025 | 15 |
| Quality of fire/rescue/emergency medical services | 9% | 9 | 98% | 1 | 0.0019 | 16 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Gulf Shores, AL

Public Safety Services

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| None | | | | | | |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Quality of police communications | 23% | 5 | 67% | 13 | 0.0771 | 1 |
| Enforcement of traffic laws | 25% | 3 | 75% | 12 | 0.0627 | 2 |
| Efforts to prevent crime | 37% | 1 | 85% | 7 | 0.0554 | 3 |
| Visibility of police in retail areas | 20% | 6 | 75% | 11 | 0.0499 | 4 |
| Visibility of police in neighborhoods | 27% | 2 | 84% | 9 | 0.0434 | 5 |
| Quality of fire rescue communications | 13% | 10 | 76% | 10 | 0.0305 | 6 |
| Enforcement of criminal laws | 18% | 7 | 84% | 8 | 0.0279 | 7 |
| Quality of lifeguard and beach patrol service | 14% | 9 | 88% | 4 | 0.0168 | 8 |
| Local ambulance service response time | 12% | 11 | 88% | 5 | 0.0153 | 9 |
| Overall quality of police protection | 24% | 4 | 95% | 2 | 0.0129 | 10 |
| Police response time | 8% | 12 | 87% | 6 | 0.0106 | 11 |
| Quality of fire protection/fire rescue/emergency medical services | 17% | 8 | 95% | 1 | 0.0081 | 12 |
| Fire personnel emergency response time | 5% | 13 | 94% | 3 | 0.0029 | 13 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Gulf Shores, AL

Maintenance Services

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| Adequacy of City drainage system & maintenance | 53% | 1 | 49% | 10 | 0.2745 | 1 |
| Condition of streets | 53% | 2 | 61% | 9 | 0.2091 | 2 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Condition of beach parking areas & accesses | 32% | 3 | 66% | 7 | 0.1091 | 3 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Condition of sidewalks | 27% | 4 | 66% | 6 | 0.0914 | 4 |
| Condition of biking paths and lanes | 22% | 5 | 65% | 8 | 0.0785 | 5 |
| Adequacy of City street lighting | 21% | 6 | 79% | 5 | 0.0443 | 6 |
| Cleanup of debris/litter in & near roadways | 18% | 7 | 82% | 4 | 0.0326 | 7 |
| Overall cleanliness of streets & public areas | 15% | 8 | 90% | 1 | 0.0154 | 8 |
| Mowing/trimming along streets & public areas | 11% | 9 | 86% | 3 | 0.0145 | 9 |
| Condition of City facilities | 7% | 10 | 87% | 2 | 0.0096 | 10 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Gulf Shores, AL

Trash and Recycling Services

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| None | | | | | | |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Recycling Center drop-off services | 26% | 2 | 77% | 5 | 0.0602 | 1 |
| Bulky item pickup/removal services | 41% | 1 | 90% | 3 | 0.0425 | 2 |
| Curbside recycling services | 23% | 5 | 89% | 4 | 0.0246 | 3 |
| Yard waste collection services | 26% | 3 | 91% | 2 | 0.0225 | 4 |
| Residential trash collection services | 25% | 4 | 94% | 1 | 0.0145 | 5 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Gulf Shores, AL

Development and Redevelopment

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| City's planning for future growth | 64% | 1 | 36% | 4 | 0.4070 | 1 |
| Redevelopment of abandoned or under-utilized properties | 43% | 2 | 32% | 5 | 0.2914 | 2 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Quality of new residential development | 31% | 3 | 41% | 3 | 0.1823 | 3 |
| Quality of new commercial development | 20% | 4 | 50% | 2 | 0.1006 | 4 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Quality of new business development | 14% | 5 | 57% | 1 | 0.0618 | 5 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Gulf Shores, AL

Economic Development

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Availability of employment opportunities | 25% | 2 | 42% | 9 | 0.1481 | 1 |
| Variety of housing options | 24% | 3 | 54% | 7 | 0.1097 | 2 |
| Variety of shopping options | 21% | 5 | 52% | 8 | 0.1018 | 3 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Variety of dining options | 23% | 4 | 63% | 4 | 0.0870 | 4 |
| Public places where people want to spend time | 32% | 1 | 74% | 2 | 0.0828 | 5 |
| Availability of shopping options | 16% | 6 | 58% | 6 | 0.0689 | 6 |
| Availability of entertainment options | 15% | 7 | 62% | 5 | 0.0552 | 7 |
| Availability of dining options | 10% | 8 | 69% | 3 | 0.0314 | 8 |
| Availability of lodging options | 4% | 9 | 75% | 1 | 0.0098 | 9 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Gulf Shores, AL

Parks and Recreation Services

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <i>High Priority (IS .10-.20)</i> | | | | | | |
| None | | | | | | |
| <i>Medium Priority (IS <.10)</i> | | | | | | |
| Quality of senior programs | 23% | 4 | 63% | 16 | 0.0856 | 1 |
| Variety of special events programming | 28% | 2 | 69% | 13 | 0.0847 | 2 |
| Fees charged for recreation center memberships | 19% | 6 | 64% | 15 | 0.0701 | 3 |
| Fees charged for youth & adult rec programs | 13% | 10 | 61% | 17 | 0.0495 | 4 |
| Condition of playgrounds | 20% | 5 | 78% | 7 | 0.0445 | 5 |
| Quality of special events programming | 19% | 7 | 77% | 8 | 0.0434 | 6 |
| Quality of parks | 31% | 1 | 89% | 1 | 0.0353 | 7 |
| Quality of adult athletic programs | 11% | 11 | 70% | 12 | 0.0341 | 8 |
| Condition of walking trails | 26% | 3 | 88% | 2 | 0.0312 | 9 |
| Quality of fitness programs | 11% | 13 | 76% | 9 | 0.0262 | 10 |
| Quality of Bodenhamer Recreation Center | 18% | 8 | 85% | 3 | 0.0260 | 11 |
| Ease of registering for programs | 9% | 15 | 71% | 11 | 0.0259 | 12 |
| Quality of youth athletic programs | 9% | 14 | 73% | 10 | 0.0252 | 13 |
| Condition of fitness areas within Bodenhamer Rec Center | 13% | 9 | 82% | 4 | 0.0241 | 14 |
| Quality of library services | 11% | 12 | 79% | 6 | 0.0231 | 15 |
| Condition of outdoor athletic fields | 8% | 16 | 82% | 5 | 0.0146 | 16 |
| Quality of SPARC and other youth programs | 4% | 17 | 65% | 14 | 0.0133 | 17 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third, and fourth most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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4

Tabular Data

Q1. Major Categories of City Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q1-1. Overall quality of police services | 59.7% | 31.9% | 3.4% | 1.8% | 1.0% | 2.2% |
| Q1-2. Overall quality of fire, rescue & emergency medical services | 66.9% | 25.4% | 1.6% | 0.4% | 0.0% | 5.8% |
| Q1-3. Overall quality of community & economic development | 24.8% | 31.9% | 21.6% | 12.1% | 5.2% | 4.4% |
| Q1-4. Overall enforcement of City codes & ordinances | 22.2% | 34.9% | 24.0% | 8.1% | 3.2% | 7.5% |
| Q1-5. Overall quality of parks & recreation programs | 43.8% | 38.9% | 10.5% | 2.8% | 1.2% | 2.8% |
| Q1-6. Overall quality of City sponsored events | 37.5% | 39.3% | 14.5% | 2.8% | 0.6% | 5.4% |
| Q1-7. Overall flow of traffic & ease of getting around within City | 3.0% | 13.5% | 18.5% | 33.1% | 31.3% | 0.6% |
| Q1-8. Overall condition of City streets, sidewalks, & infrastructure | 11.1% | 34.7% | 22.4% | 22.8% | 8.3% | 0.6% |
| Q1-9. Overall condition of City buildings & facilities | 28.0% | 48.2% | 16.9% | 2.2% | 0.2% | 4.6% |
| Q1-10. Overall quality of landscaping in parks, medians, & other public areas | 41.3% | 46.4% | 8.7% | 2.2% | 0.8% | 0.6% |
| Q1-11. Overall quality of trash, recycling & yard debris pickup services | 58.1% | 33.1% | 4.6% | 2.4% | 0.4% | 1.4% |
| Q1-12. Overall quality of City's school system | 37.3% | 20.4% | 11.7% | 1.4% | 0.2% | 29.0% |
| Q1-13. Overall quality of library services & programs | 32.1% | 28.4% | 13.7% | 2.6% | 0.8% | 22.4% |
| Q1-14. Overall effectiveness of communication with the community | 24.6% | 37.7% | 22.0% | 9.7% | 1.8% | 4.2% |

Q1. Major Categories of City Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q1-15. Overall quality of customer service you receive from City employees | 36.1% | 40.9% | 13.5% | 3.4% | 1.0% | 5.2% |
| Q1-16. Overall quality of public beaches & beach accesses | 42.3% | 40.5% | 6.9% | 7.3% | 1.6% | 1.4% |

WITHOUT "DON'T KNOW"**Q1. Major Categories of City Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q1-1. Overall quality of police services | 61.1% | 32.7% | 3.4% | 1.8% | 1.0% |
| Q1-2. Overall quality of fire, rescue & emergency medical services | 70.9% | 26.9% | 1.7% | 0.4% | 0.0% |
| Q1-3. Overall quality of community & economic development | 25.9% | 33.4% | 22.6% | 12.7% | 5.4% |
| Q1-4. Overall enforcement of City codes & ordinances | 24.0% | 37.8% | 26.0% | 8.8% | 3.4% |
| Q1-5. Overall quality of parks & recreation programs | 45.1% | 40.0% | 10.8% | 2.9% | 1.2% |
| Q1-6. Overall quality of City sponsored events | 39.6% | 41.5% | 15.3% | 2.9% | 0.6% |
| Q1-7. Overall flow of traffic & ease of getting around within City | 3.0% | 13.6% | 18.6% | 33.3% | 31.5% |
| Q1-8. Overall condition of City streets, sidewalks, & infrastructure | 11.2% | 34.9% | 22.6% | 23.0% | 8.4% |
| Q1-9. Overall condition of City buildings & facilities | 29.3% | 50.5% | 17.7% | 2.3% | 0.2% |
| Q1-10. Overall quality of landscaping in parks, medians, & other public areas | 41.5% | 46.7% | 8.8% | 2.2% | 0.8% |
| Q1-11. Overall quality of trash, recycling & yard debris pickup services | 59.0% | 33.6% | 4.6% | 2.4% | 0.4% |
| Q1-12. Overall quality of City's school system | 52.5% | 28.8% | 16.5% | 2.0% | 0.3% |
| Q1-13. Overall quality of library services & programs | 41.4% | 36.6% | 17.6% | 3.3% | 1.0% |

WITHOUT "DON'T KNOW"

Q1. Major Categories of City Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q1-14. Overall effectiveness of communication with the community | 25.7% | 39.3% | 23.0% | 10.1% | 1.9% |
| Q1-15. Overall quality of customer service you receive from City employees | 38.1% | 43.1% | 14.2% | 3.6% | 1.0% |
| Q1-16. Overall quality of public beaches & beach accesses | 42.9% | 41.0% | 7.0% | 7.4% | 1.6% |

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q2. Top choice | Number | Percent |
|--|--------|---------|
| Overall quality of police services | 29 | 5.8 % |
| Overall quality of fire, rescue & emergency medical services | 9 | 1.8 % |
| Overall quality of community & economic development | 49 | 9.7 % |
| Overall enforcement of City codes & ordinances | 17 | 3.4 % |
| Overall quality of parks & recreation programs | 8 | 1.6 % |
| Overall quality of City sponsored events | 4 | 0.8 % |
| Overall flow of traffic & ease of getting around within City | 292 | 57.9 % |
| Overall condition of City streets, sidewalks, & infrastructure | 38 | 7.5 % |
| Overall condition of City buildings & facilities | 3 | 0.6 % |
| Overall quality of landscaping in parks, medians, & other public areas | 6 | 1.2 % |
| Overall quality of trash, recycling & yard debris pickup services | 6 | 1.2 % |
| Overall quality of City's school system | 6 | 1.2 % |
| Overall quality of library services & programs | 1 | 0.2 % |
| Overall effectiveness of communication with the community | 5 | 1.0 % |
| Overall quality of customer service you receive from City employees | 2 | 0.4 % |
| Overall quality of public beaches & beach accesses | 15 | 3.0 % |
| None chosen | 14 | 2.8 % |
| Total | 504 | 100.0 % |

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q2. 2nd choice | Number | Percent |
|--|--------|---------|
| Overall quality of police services | 25 | 5.0 % |
| Overall quality of fire, rescue & emergency medical services | 22 | 4.4 % |
| Overall quality of community & economic development | 58 | 11.5 % |
| Overall enforcement of City codes & ordinances | 24 | 4.8 % |
| Overall quality of parks & recreation programs | 14 | 2.8 % |
| Overall quality of City sponsored events | 11 | 2.2 % |
| Overall flow of traffic & ease of getting around within City | 82 | 16.3 % |
| Overall condition of City streets, sidewalks, & infrastructure | 127 | 25.2 % |
| Overall condition of City buildings & facilities | 3 | 0.6 % |
| Overall quality of landscaping in parks, medians, & other public areas | 3 | 0.6 % |
| Overall quality of trash, recycling & yard debris pickup services | 7 | 1.4 % |
| Overall quality of City's school system | 19 | 3.8 % |
| Overall quality of library services & programs | 5 | 1.0 % |
| Overall effectiveness of communication with the community | 22 | 4.4 % |
| Overall quality of customer service you receive from City employees | 3 | 0.6 % |
| Overall quality of public beaches & beach accesses | 49 | 9.7 % |
| None chosen | 30 | 6.0 % |
| Total | 504 | 100.0 % |

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q2. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police services | 24 | 4.8 % |
| Overall quality of fire, rescue & emergency medical services | 13 | 2.6 % |
| Overall quality of community & economic development | 50 | 9.9 % |
| Overall enforcement of City codes & ordinances | 38 | 7.5 % |
| Overall quality of parks & recreation programs | 27 | 5.4 % |
| Overall quality of City sponsored events | 13 | 2.6 % |
| Overall flow of traffic & ease of getting around within City | 32 | 6.3 % |
| Overall condition of City streets, sidewalks, & infrastructure | 75 | 14.9 % |
| Overall condition of City buildings & facilities | 16 | 3.2 % |
| Overall quality of landscaping in parks, medians, & other public areas | 14 | 2.8 % |
| Overall quality of trash, recycling & yard debris pickup services | 4 | 0.8 % |
| Overall quality of City's school system | 19 | 3.8 % |
| Overall quality of library services & programs | 11 | 2.2 % |
| Overall effectiveness of communication with the community | 47 | 9.3 % |
| Overall quality of customer service you receive from City employees | 12 | 2.4 % |
| Overall quality of public beaches & beach accesses | 51 | 10.1 % |
| None chosen | 58 | 11.5 % |
| Total | 504 | 100.0 % |

SUM OF TOP 3 CHOICES

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

| <u>Q2. Sum of top 3 choices</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police services | 78 | 15.5 % |
| Overall quality of fire, rescue & emergency medical services | 44 | 8.7 % |
| Overall quality of community & economic development | 157 | 31.2 % |
| Overall enforcement of City codes & ordinances | 79 | 15.7 % |
| Overall quality of parks & recreation programs | 49 | 9.7 % |
| Overall quality of City sponsored events | 28 | 5.6 % |
| Overall flow of traffic & ease of getting around within City | 406 | 80.6 % |
| Overall condition of City streets, sidewalks, & infrastructure | 240 | 47.6 % |
| Overall condition of City buildings & facilities | 22 | 4.4 % |
| Overall quality of landscaping in parks, medians, & other public areas | 23 | 4.6 % |
| Overall quality of trash, recycling & yard debris pickup services | 17 | 3.4 % |
| Overall quality of City's school system | 44 | 8.7 % |
| Overall quality of library services & programs | 17 | 3.4 % |
| Overall effectiveness of communication with the community | 74 | 14.7 % |
| Overall quality of customer service you receive from City employees | 17 | 3.4 % |
| Overall quality of public beaches & beach accesses | 115 | 22.8 % |
| None chosen | 14 | 2.8 % |
| Total | 1424 | |

Q3. Perceptions of the City. Several items that may influence your perception of the City are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q3-1. Overall value that you receive for your City tax dollars & fees | 21.2% | 48.4% | 18.8% | 7.3% | 1.4% | 2.8% |
| Q3-2. Overall reputation of City | 35.5% | 48.8% | 10.1% | 3.0% | 0.6% | 2.0% |
| Q3-3. Overall quality of life in City | 36.7% | 44.0% | 11.3% | 5.4% | 1.0% | 1.6% |
| Q3-4. Overall appearance of City | 29.2% | 48.0% | 14.3% | 7.1% | 0.4% | 1.0% |
| Q3-5. Overall quality of City services | 34.5% | 51.0% | 8.7% | 3.0% | 0.2% | 2.6% |

WITHOUT "DON'T KNOW"

Q3. Perceptions of the City. Several items that may influence your perception of the City are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q3-1. Overall value that you receive for your City tax dollars & fees | 21.8% | 49.8% | 19.4% | 7.6% | 1.4% |
| Q3-2. Overall reputation of City | 36.2% | 49.8% | 10.3% | 3.0% | 0.6% |
| Q3-3. Overall quality of life in City | 37.3% | 44.8% | 11.5% | 5.4% | 1.0% |
| Q3-4. Overall appearance of City | 29.5% | 48.5% | 14.4% | 7.2% | 0.4% |
| Q3-5. Overall quality of City services | 35.4% | 52.3% | 9.0% | 3.1% | 0.2% |

Q4. Please rate Gulf Shores using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," regarding each of the following.

(N=504)

| | Excellent | Good | Neutral | Below average | Poor | Don't know |
|--|-----------|-------|---------|---------------|------|------------|
| Q4-1. As a place to live | 51.2% | 39.9% | 4.4% | 4.0% | 0.2% | 0.4% |
| Q4-2. As a place to raise children | 36.7% | 29.2% | 12.3% | 1.8% | 0.2% | 19.8% |
| Q4-3. As a place to work | 21.0% | 27.6% | 20.0% | 8.9% | 2.2% | 20.2% |
| Q4-4. As a place to do business | 22.4% | 35.7% | 20.2% | 4.2% | 0.8% | 16.7% |
| Q4-5. As a welcoming & inclusive community | 36.7% | 38.9% | 15.1% | 6.3% | 1.0% | 2.0% |

WITHOUT "DON'T KNOW"

Q4. Please rate Gulf Shores using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," regarding each of the following. (without "don't know")

(N=504)

| | Excellent | Good | Neutral | Below average | Poor |
|--|-----------|-------|---------|---------------|------|
| Q4-1. As a place to live | 51.4% | 40.0% | 4.4% | 4.0% | 0.2% |
| Q4-2. As a place to raise children | 45.8% | 36.4% | 15.3% | 2.2% | 0.2% |
| Q4-3. As a place to work | 26.4% | 34.6% | 25.1% | 11.2% | 2.7% |
| Q4-4. As a place to do business | 26.9% | 42.9% | 24.3% | 5.0% | 1.0% |
| Q4-5. As a welcoming & inclusive community | 37.4% | 39.7% | 15.4% | 6.5% | 1.0% |

Q5. City Leadership. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q5-1. Overall quality of leadership provided by City's elected officials | 17.9% | 34.7% | 21.2% | 11.1% | 5.2% | 9.9% |
| Q5-2. Overall level of community engagement by City's elected officials | 16.7% | 30.4% | 24.6% | 12.3% | 4.8% | 11.3% |
| Q5-3. Overall effectiveness of City staff & administration | 20.0% | 40.1% | 22.4% | 5.8% | 2.4% | 9.3% |
| Q5-4. Level of public involvement in local decision-making | 11.3% | 25.8% | 26.0% | 16.7% | 9.3% | 10.9% |
| Q5-5. Transparency of City government | 10.7% | 28.4% | 28.0% | 14.7% | 7.9% | 10.3% |

WITHOUT "DON'T KNOW"

Q5. City Leadership. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q5-1. Overall quality of leadership provided by City's elected officials | 19.8% | 38.5% | 23.6% | 12.3% | 5.7% |
| Q5-2. Overall level of community engagement by City's elected officials | 18.8% | 34.2% | 27.7% | 13.9% | 5.4% |
| Q5-3. Overall effectiveness of City staff & administration | 22.1% | 44.2% | 24.7% | 6.3% | 2.6% |
| Q5-4. Level of public involvement in local decision-making | 12.7% | 29.0% | 29.2% | 18.7% | 10.5% |
| Q5-5. Transparency of City government | 11.9% | 31.6% | 31.2% | 16.4% | 8.8% |

Q6. Public Safety. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q6-1. Overall quality of police protection | 56.3% | 36.1% | 3.4% | 1.4% | 0.6% | 2.2% |
| Q6-2. Visibility of police in neighborhoods | 46.2% | 36.5% | 9.9% | 4.8% | 1.0% | 1.6% |
| Q6-3. Visibility of police in retail areas | 35.7% | 36.5% | 18.3% | 5.2% | 0.2% | 4.2% |
| Q6-4. Police response time | 41.9% | 26.2% | 9.5% | 0.4% | 0.4% | 21.6% |
| Q6-5. Efforts to prevent crime | 38.1% | 37.3% | 10.9% | 1.6% | 1.0% | 11.1% |
| Q6-6. Enforcement of criminal laws | 36.5% | 33.9% | 10.1% | 1.8% | 1.2% | 16.5% |
| Q6-7. Enforcement of traffic laws | 33.5% | 37.5% | 13.1% | 7.5% | 2.8% | 5.6% |
| Q6-8. Quality of police communications (social media, news flash, website, etc.) | 29.4% | 30.8% | 19.6% | 7.9% | 2.2% | 10.1% |
| Q6-9. Overall quality of fire protection, fire rescue & emergency medical services | 57.9% | 30.0% | 4.2% | 0.4% | 0.0% | 7.5% |
| Q6-10. Fire personnel emergency response time | 51.8% | 22.4% | 4.2% | 0.2% | 0.0% | 21.4% |
| Q6-11. Quality of local ambulance service response time | 40.5% | 24.4% | 7.1% | 1.8% | 0.2% | 26.0% |
| Q6-12. Quality of lifeguard & beach patrol service | 41.9% | 32.7% | 8.1% | 1.0% | 0.8% | 15.5% |
| Q6-13. Quality of fire rescue communications (social media, news flash, website, etc.) | 32.9% | 31.7% | 15.9% | 3.0% | 1.4% | 15.1% |

WITHOUT "DON'T KNOW"**Q6. Public Safety. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q6-1. Overall quality of police protection | 57.6% | 36.9% | 3.4% | 1.4% | 0.6% |
| Q6-2. Visibility of police in neighborhoods | 47.0% | 37.1% | 10.1% | 4.8% | 1.0% |
| Q6-3. Visibility of police in retail areas | 37.3% | 38.1% | 19.0% | 5.4% | 0.2% |
| Q6-4. Police response time | 53.4% | 33.4% | 12.2% | 0.5% | 0.5% |
| Q6-5. Efforts to prevent crime | 42.9% | 42.0% | 12.3% | 1.8% | 1.1% |
| Q6-6. Enforcement of criminal laws | 43.7% | 40.6% | 12.1% | 2.1% | 1.4% |
| Q6-7. Enforcement of traffic laws | 35.5% | 39.7% | 13.9% | 8.0% | 2.9% |
| Q6-8. Quality of police communications (social media, news flash, website, etc.) | 32.7% | 34.2% | 21.9% | 8.8% | 2.4% |
| Q6-9. Overall quality of fire protection, fire rescue & emergency medical services | 62.7% | 32.4% | 4.5% | 0.4% | 0.0% |
| Q6-10. Fire personnel emergency response time | 65.9% | 28.5% | 5.3% | 0.3% | 0.0% |
| Q6-11. Quality of local ambulance service response time | 54.7% | 33.0% | 9.7% | 2.4% | 0.3% |
| Q6-12. Quality of lifeguard & beach patrol service | 49.5% | 38.7% | 9.6% | 1.2% | 0.9% |
| Q6-13. Quality of fire rescue communications (social media, news flash, website, etc.) | 38.8% | 37.4% | 18.7% | 3.5% | 1.6% |

Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q7. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Overall quality of police protection | 71 | 14.1 % |
| Visibility of police in neighborhoods | 71 | 14.1 % |
| Visibility of police in retail areas | 31 | 6.2 % |
| Police response time | 13 | 2.6 % |
| Efforts to prevent crime | 69 | 13.7 % |
| Enforcement of criminal laws | 17 | 3.4 % |
| Enforcement of traffic laws | 59 | 11.7 % |
| Quality of police communications (social media, news flash, website, etc.) | 41 | 8.1 % |
| Overall quality of fire protection, fire rescue & emergency medical services | 13 | 2.6 % |
| Fire personnel emergency response time | 2 | 0.4 % |
| Quality of local ambulance service response time | 18 | 3.6 % |
| Quality of lifeguard & beach patrol service | 20 | 4.0 % |
| Quality of fire rescue communications (social media, news flash, website, etc.) | 9 | 1.8 % |
| <u>None chosen</u> | <u>70</u> | <u>13.9 %</u> |
| Total | 504 | 100.0 % |

Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q7. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Overall quality of police protection | 22 | 4.4 % |
| Visibility of police in neighborhoods | 34 | 6.7 % |
| Visibility of police in retail areas | 44 | 8.7 % |
| Police response time | 12 | 2.4 % |
| Efforts to prevent crime | 61 | 12.1 % |
| Enforcement of criminal laws | 38 | 7.5 % |
| Enforcement of traffic laws | 36 | 7.1 % |
| Quality of police communications (social media, news flash, website, etc.) | 44 | 8.7 % |
| Overall quality of fire protection, fire rescue & emergency medical services | 35 | 6.9 % |
| Fire personnel emergency response time | 12 | 2.4 % |
| Quality of local ambulance service response time | 23 | 4.6 % |
| Quality of lifeguard & beach patrol service | 25 | 5.0 % |
| Quality of fire rescue communications (social media, news flash, website, etc.) | 24 | 4.8 % |
| <u>None chosen</u> | <u>94</u> | <u>18.7 %</u> |
| Total | 504 | 100.0 % |

Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q7. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Overall quality of police protection | 25 | 5.0 % |
| Visibility of police in neighborhoods | 33 | 6.5 % |
| Visibility of police in retail areas | 27 | 5.4 % |
| Police response time | 15 | 3.0 % |
| Efforts to prevent crime | 55 | 10.9 % |
| Enforcement of criminal laws | 35 | 6.9 % |
| Enforcement of traffic laws | 33 | 6.5 % |
| Quality of police communications (social media, news flash, website, etc.) | 33 | 6.5 % |
| Overall quality of fire protection, fire rescue & emergency medical services | 36 | 7.1 % |
| Fire personnel emergency response time | 12 | 2.4 % |
| Quality of local ambulance service response time | 21 | 4.2 % |
| Quality of lifeguard & beach patrol service | 26 | 5.2 % |
| Quality of fire rescue communications (social media, news flash, website, etc.) | 31 | 6.2 % |
| <u>None chosen</u> | <u>122</u> | <u>24.2 %</u> |
| Total | 504 | 100.0 % |

SUM OF TOP 3 CHOICES

Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

| <u>Q7. Sum of top 3 choices</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Overall quality of police protection | 118 | 23.4 % |
| Visibility of police in neighborhoods | 138 | 27.4 % |
| Visibility of police in retail areas | 102 | 20.2 % |
| Police response time | 40 | 7.9 % |
| Efforts to prevent crime | 185 | 36.7 % |
| Enforcement of criminal laws | 90 | 17.9 % |
| Enforcement of traffic laws | 128 | 25.4 % |
| Quality of police communications (social media, news flash, website, etc.) | 118 | 23.4 % |
| Overall quality of fire protection, fire rescue & emergency medical services | 84 | 16.7 % |
| Fire personnel emergency response time | 26 | 5.2 % |
| Quality of local ambulance service response time | 62 | 12.3 % |
| Quality of lifeguard & beach patrol service | 71 | 14.1 % |
| Quality of fire rescue communications (social media, news flash, website, etc.) | 64 | 12.7 % |
| <u>None chosen</u> | <u>70</u> | <u>13.9 %</u> |
| Total | 1296 | |

Q8. Feeling of Safety. Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

(N=504)

| | Very safe | Safe | Neutral | Unsafe | Very unsafe | Don't know |
|--|-----------|-------|---------|--------|-------------|------------|
| Q8-1. In your neighborhood during the day | 76.2% | 21.4% | 1.2% | 0.2% | 0.0% | 1.0% |
| Q8-2. In your neighborhood at night | 57.9% | 35.3% | 4.8% | 0.6% | 0.0% | 1.4% |
| Q8-3. In City's parks | 32.3% | 41.7% | 13.9% | 1.2% | 0.0% | 10.9% |
| Q8-4. In commercial & retail areas | 34.1% | 50.8% | 11.1% | 1.4% | 0.0% | 2.6% |
| Q8-5. Traveling by bicycle in Gulf Shores | 14.1% | 25.0% | 18.8% | 13.9% | 5.6% | 22.6% |
| Q8-6. Traveling as a pedestrian in Gulf Shores | 18.1% | 32.7% | 23.6% | 11.1% | 4.0% | 10.5% |
| Q8-7. Overall feeling of safety in Gulf Shores | 42.1% | 50.8% | 5.6% | 0.6% | 0.0% | 1.0% |

WITHOUT "DON'T KNOW"

Q8. Feeling of Safety. Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe." (without "don't know")

(N=504)

| | Very safe | Safe | Neutral | Unsafe | Very unsafe |
|--|-----------|-------|---------|--------|-------------|
| Q8-1. In your neighborhood during the day | 77.0% | 21.6% | 1.2% | 0.2% | 0.0% |
| Q8-2. In your neighborhood at night | 58.8% | 35.8% | 4.8% | 0.6% | 0.0% |
| Q8-3. In City's parks | 36.3% | 46.8% | 15.6% | 1.3% | 0.0% |
| Q8-4. In commercial & retail areas | 35.0% | 52.1% | 11.4% | 1.4% | 0.0% |
| Q8-5. Traveling by bicycle in Gulf Shores | 18.2% | 32.3% | 24.4% | 17.9% | 7.2% |
| Q8-6. Traveling as a pedestrian in Gulf Shores | 20.2% | 36.6% | 26.4% | 12.4% | 4.4% |
| Q8-7. Overall feeling of safety in Gulf Shores | 42.5% | 51.3% | 5.6% | 0.6% | 0.0% |

Q9. Transportation and Mobility. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q9-1. Ease of getting around within City of Gulf Shores | 5.4% | 24.2% | 21.4% | 32.1% | 15.5% | 1.4% |
| Q9-2. How well traffic signal system provides for efficient traffic flow | 3.0% | 18.3% | 20.0% | 35.5% | 21.4% | 1.8% |
| Q9-3. Availability of sidewalks & pathways for walking | 14.1% | 36.5% | 21.8% | 16.5% | 6.7% | 4.4% |
| Q9-4. Availability of pathways for biking | 15.3% | 32.7% | 17.5% | 14.7% | 6.5% | 13.3% |
| Q9-5. Availability of public parking | 8.7% | 28.8% | 26.6% | 22.6% | 10.1% | 3.2% |

WITHOUT "DON'T KNOW"

Q9. Transportation and Mobility. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q9-1. Ease of getting around within City of Gulf Shores | 5.4% | 24.5% | 21.7% | 32.6% | 15.7% |
| Q9-2. How well traffic signal system provides for efficient traffic flow | 3.0% | 18.6% | 20.4% | 36.2% | 21.8% |
| Q9-3. Availability of sidewalks & pathways for walking | 14.7% | 38.2% | 22.8% | 17.2% | 7.1% |
| Q9-4. Availability of pathways for biking | 17.6% | 37.8% | 20.1% | 16.9% | 7.6% |
| Q9-5. Availability of public parking | 9.0% | 29.7% | 27.5% | 23.4% | 10.5% |

Q10. Maintenance. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q10-1. Condition of streets | 14.9% | 45.0% | 21.0% | 13.9% | 4.0% | 1.2% |
| Q10-2. Condition of sidewalks | 16.3% | 48.0% | 19.8% | 9.7% | 3.0% | 3.2% |
| Q10-3. Condition of biking paths & lanes | 16.3% | 38.3% | 16.1% | 11.1% | 2.8% | 15.5% |
| Q10-4. Condition of beach parking areas & accesses | 22.4% | 41.1% | 16.5% | 11.1% | 5.2% | 3.8% |
| Q10-5. Cleanup of debris/litter in & near roadways | 35.9% | 44.4% | 13.5% | 4.2% | 0.6% | 1.4% |
| Q10-6. Condition of City facilities (City Hall, recreation center, Erie Meyer Civic Center, library, fire stations, police stations, etc.) | 34.1% | 45.6% | 9.1% | 2.6% | 0.6% | 7.9% |
| Q10-7. Mowing/trimming along streets & public areas | 34.7% | 50.4% | 9.9% | 3.4% | 0.2% | 1.4% |
| Q10-8. Overall cleanliness of streets & public areas | 36.5% | 51.6% | 8.3% | 1.4% | 0.6% | 1.6% |
| Q10-9. Adequacy of City street lighting | 25.2% | 51.8% | 13.7% | 7.1% | 0.0% | 2.2% |
| Q10-10. Adequacy of City drainage system & maintenance | 12.9% | 32.9% | 24.0% | 19.6% | 5.0% | 5.6% |

WITHOUT "DON'T KNOW"**Q10. Maintenance. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q10-1. Condition of streets | 15.1% | 45.6% | 21.3% | 14.1% | 4.0% |
| Q10-2. Condition of sidewalks | 16.8% | 49.6% | 20.5% | 10.0% | 3.1% |
| Q10-3. Condition of biking paths & lanes | 19.2% | 45.3% | 19.0% | 13.1% | 3.3% |
| Q10-4. Condition of beach parking areas & accesses | 23.3% | 42.7% | 17.1% | 11.5% | 5.4% |
| Q10-5. Cleanup of debris/litter in & near roadways | 36.4% | 45.1% | 13.7% | 4.2% | 0.6% |
| Q10-6. Condition of City facilities (City Hall, recreation center, Erie Meyer Civic Center, library, fire stations, police stations, etc.) | 37.1% | 49.6% | 9.9% | 2.8% | 0.6% |
| Q10-7. Mowing/trimming along streets & public areas | 35.2% | 51.1% | 10.1% | 3.4% | 0.2% |
| Q10-8. Overall cleanliness of streets & public areas | 37.1% | 52.4% | 8.5% | 1.4% | 0.6% |
| Q10-9. Adequacy of City street lighting | 25.8% | 52.9% | 14.0% | 7.3% | 0.0% |
| Q10-10. Adequacy of City drainage system & maintenance | 13.7% | 34.9% | 25.4% | 20.8% | 5.3% |

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q11. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Condition of streets | 153 | 30.4 % |
| Condition of sidewalks | 27 | 5.4 % |
| Condition of biking paths & lanes | 41 | 8.1 % |
| Condition of beach parking areas & accesses | 43 | 8.5 % |
| Cleanup of debris/litter in & near roadways | 18 | 3.6 % |
| Condition of City facilities (City Hall, recreation center, Erie Meyer Civic Center, library, fire stations, police stations, etc.) | 8 | 1.6 % |
| Mowing/trimming along streets & public areas | 7 | 1.4 % |
| Overall cleanliness of streets & public areas | 9 | 1.8 % |
| Adequacy of City street lighting | 24 | 4.8 % |
| Adequacy of City drainage system & maintenance | 136 | 27.0 % |
| None chosen | 38 | 7.5 % |
| Total | 504 | 100.0 % |

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q11. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Condition of streets | 53 | 10.5 % |
| Condition of sidewalks | 69 | 13.7 % |
| Condition of biking paths & lanes | 39 | 7.7 % |
| Condition of beach parking areas & accesses | 70 | 13.9 % |
| Cleanup of debris/litter in & near roadways | 33 | 6.5 % |
| Condition of City facilities (City Hall, recreation center, Erie Meyer Civic Center, library, fire stations, police stations, etc.) | 15 | 3.0 % |
| Mowing/trimming along streets & public areas | 20 | 4.0 % |
| Overall cleanliness of streets & public areas | 26 | 5.2 % |
| Adequacy of City street lighting | 39 | 7.7 % |
| Adequacy of City drainage system & maintenance | 74 | 14.7 % |
| None chosen | 66 | 13.1 % |
| Total | 504 | 100.0 % |

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q11. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Condition of streets | 62 | 12.3 % |
| Condition of sidewalks | 41 | 8.1 % |
| Condition of biking paths & lanes | 32 | 6.3 % |
| Condition of beach parking areas & accesses | 49 | 9.7 % |
| Cleanup of debris/litter in & near roadways | 38 | 7.5 % |
| Condition of City facilities (City Hall, recreation center, Erie Meyer Civic Center, library, fire stations, police stations, etc.) | 13 | 2.6 % |
| Mowing/trimming along streets & public areas | 26 | 5.2 % |
| Overall cleanliness of streets & public areas | 39 | 7.7 % |
| Adequacy of City street lighting | 42 | 8.3 % |
| Adequacy of City drainage system & maintenance | 59 | 11.7 % |
| None chosen | 103 | 20.4 % |
| Total | 504 | 100.0 % |

SUM OF TOP 3 CHOICES

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

| <u>Q11. Sum of top 3 choices</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Condition of streets | 268 | 53.2 % |
| Condition of sidewalks | 137 | 27.2 % |
| Condition of biking paths & lanes | 112 | 22.2 % |
| Condition of beach parking areas & accesses | 162 | 32.1 % |
| Cleanup of debris/litter in & near roadways | 89 | 17.7 % |
| Condition of City facilities (City Hall, recreation center, Erie Meyer Civic Center, library, fire stations, police stations, etc.) | 36 | 7.1 % |
| Mowing/trimming along streets & public areas | 53 | 10.5 % |
| Overall cleanliness of streets & public areas | 74 | 14.7 % |
| Adequacy of City street lighting | 105 | 20.8 % |
| Adequacy of City drainage system & maintenance | 269 | 53.4 % |
| None chosen | 38 | 7.5 % |
| Total | 1343 | |

Q12. Trash and Recycling Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q12-1. Residential trash collection services | 57.1% | 31.7% | 4.2% | 0.8% | 0.4% | 5.8% |
| Q12-2. Curbside recycling services | 53.6% | 28.0% | 7.3% | 2.0% | 0.6% | 8.5% |
| Q12-3. Recycling Center drop-off services | 34.5% | 23.8% | 14.9% | 1.6% | 0.8% | 24.4% |
| Q12-4. Bulky item pickup/removal services (old furniture, appliances, etc.) | 56.5% | 23.0% | 6.5% | 2.2% | 0.6% | 11.1% |
| Q12-5. Yard waste collection services | 56.2% | 23.0% | 6.0% | 1.2% | 0.4% | 13.3% |

WITHOUT "DON'T KNOW"

Q12. Trash and Recycling Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q12-1. Residential trash collection services | 60.6% | 33.7% | 4.4% | 0.8% | 0.4% |
| Q12-2. Curbside recycling services | 58.6% | 30.6% | 8.0% | 2.2% | 0.7% |
| Q12-3. Recycling Center drop-off services | 45.7% | 31.5% | 19.7% | 2.1% | 1.0% |
| Q12-4. Bulky item pickup/removal services (old furniture, appliances, etc.) | 63.6% | 25.9% | 7.4% | 2.5% | 0.7% |
| Q12-5. Yard waste collection services | 64.8% | 26.5% | 6.9% | 1.4% | 0.5% |

Q13. Which TWO of the garbage, debris and recycling services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q13. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Residential trash collection services | 100 | 19.8 % |
| Curbside recycling services | 54 | 10.7 % |
| Recycling Center drop-off services | 68 | 13.5 % |
| Bulky item pickup/removal services (old furniture, appliances, etc.) | 115 | 22.8 % |
| Yard waste collection services | 35 | 6.9 % |
| None chosen | 132 | 26.2 % |
| Total | 504 | 100.0 % |

Q13. Which TWO of the garbage, debris and recycling services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q13. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Residential trash collection services | 28 | 5.6 % |
| Curbside recycling services | 61 | 12.1 % |
| Recycling Center drop-off services | 65 | 12.9 % |
| Bulky item pickup/removal services (old furniture, appliances, etc.) | 89 | 17.7 % |
| Yard waste collection services | 96 | 19.0 % |
| None chosen | 165 | 32.7 % |
| Total | 504 | 100.0 % |

SUM OF TOP 2 CHOICES

Q13. Which TWO of the garbage, debris and recycling services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

| <u>Q13. Sum of top 2 choices</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Residential trash collection services | 128 | 25.4 % |
| Curbside recycling services | 115 | 22.8 % |
| Recycling Center drop-off services | 133 | 26.4 % |
| Bulky item pickup/removal services (old furniture, appliances, etc.) | 204 | 40.5 % |
| Yard waste collection services | 131 | 26.0 % |
| None chosen | 132 | 26.2 % |
| Total | 843 | |

Q14. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q14-1. Cleanup of overgrown & weedy lots | 13.5% | 33.7% | 21.8% | 16.3% | 4.6% | 10.1% |
| Q14-2. Efforts to remove dilapidated structures | 11.7% | 25.4% | 29.0% | 10.9% | 4.2% | 18.8% |
| Q14-3. Overall control of unsightly areas | 12.3% | 30.4% | 29.6% | 12.1% | 4.4% | 11.3% |
| Q14-4. Overall efforts to protect private property values | 15.3% | 40.1% | 23.0% | 8.9% | 2.4% | 10.3% |

WITHOUT "DON'T KNOW"

Q14. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q14-1. Cleanup of overgrown & weedy lots | 15.0% | 37.5% | 24.3% | 18.1% | 5.1% |
| Q14-2. Efforts to remove dilapidated structures | 14.4% | 31.3% | 35.7% | 13.4% | 5.1% |
| Q14-3. Overall control of unsightly areas | 13.9% | 34.2% | 33.3% | 13.6% | 4.9% |
| Q14-4. Overall efforts to protect private property values | 17.0% | 44.7% | 25.7% | 10.0% | 2.7% |

Q15. Development and Redevelopment. Please rate your satisfaction with the following areas in Gulf Shores using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q15-1. Overall quality of new residential development | 8.1% | 31.0% | 26.0% | 17.9% | 12.1% | 5.0% |
| Q15-2. Overall quality of new commercial development (stores, restaurants, etc.) | 10.1% | 38.3% | 29.0% | 12.7% | 6.3% | 3.6% |
| Q15-3. Overall quality of new business development (offices, medical facilities, banks, etc.) | 11.9% | 42.1% | 27.8% | 8.7% | 4.6% | 5.0% |
| Q15-4. Redevelopment of abandoned or under-utilized properties | 6.3% | 19.8% | 31.3% | 18.8% | 6.5% | 17.1% |
| Q15-5. City's planning for future growth | 9.7% | 23.4% | 22.2% | 21.6% | 14.7% | 8.3% |

WITHOUT "DON'T KNOW"

Q15. Development and Redevelopment. Please rate your satisfaction with the following areas in Gulf Shores using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q15-1. Overall quality of new residential development | 8.6% | 32.6% | 27.3% | 18.8% | 12.7% |
| Q15-2. Overall quality of new commercial development (stores, restaurants, etc.) | 10.5% | 39.7% | 30.0% | 13.2% | 6.6% |
| Q15-3. Overall quality of new business development (offices, medical facilities, banks, etc.) | 12.5% | 44.3% | 29.2% | 9.2% | 4.8% |
| Q15-4. Redevelopment of abandoned or under-utilized properties | 7.7% | 23.9% | 37.8% | 22.7% | 7.9% |
| Q15-5. City's planning for future growth | 10.6% | 25.5% | 24.2% | 23.6% | 16.0% |

Q16. Which TWO of the development and redevelopment items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q16. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of new residential development | 77 | 15.3 % |
| Overall quality of new commercial development (stores, restaurants, etc.) | 39 | 7.7 % |
| Overall quality of new business development (offices, medical facilities, banks, etc.) | 15 | 3.0 % |
| Redevelopment of abandoned or under-utilized properties | 105 | 20.8 % |
| City's planning for future growth | 219 | 43.5 % |
| None chosen | 49 | 9.7 % |
| Total | 504 | 100.0 % |

Q16. Which TWO of the development and redevelopment items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q16. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of new residential development | 79 | 15.7 % |
| Overall quality of new commercial development (stores, restaurants, etc.) | 63 | 12.5 % |
| Overall quality of new business development (offices, medical facilities, banks, etc.) | 57 | 11.3 % |
| Redevelopment of abandoned or under-utilized properties | 110 | 21.8 % |
| City's planning for future growth | 102 | 20.2 % |
| None chosen | 93 | 18.5 % |
| Total | 504 | 100.0 % |

SUM OF TOP 2 CHOICES

Q16. Which TWO of the development and redevelopment items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

| <u>Q16. Sum of top 2 choices</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of new residential development | 156 | 31.0 % |
| Overall quality of new commercial development (stores, restaurants, etc.) | 102 | 20.2 % |
| Overall quality of new business development (offices, medical facilities, banks, etc.) | 72 | 14.3 % |
| Redevelopment of abandoned or under-utilized properties | 215 | 42.7 % |
| City's planning for future growth | 321 | 63.7 % |
| None chosen | 49 | 9.7 % |
| Total | 915 | |

Q17. Economic Development. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q17-1. Variety of housing options | 13.5% | 36.9% | 24.8% | 11.9% | 6.2% | 6.7% |
| Q17-2. Public places where people want to spend time | 19.6% | 51.8% | 15.7% | 8.3% | 1.4% | 3.2% |
| Q17-3. Availability of employment opportunities | 9.1% | 22.2% | 25.6% | 13.7% | 4.6% | 24.8% |
| Q17-4. Availability of shopping options | 15.9% | 40.7% | 20.4% | 17.5% | 3.6% | 2.0% |
| Q17-5. Variety of shopping options | 13.9% | 36.9% | 22.6% | 20.6% | 3.6% | 2.4% |
| Q17-6. Availability of dining options | 24.2% | 43.8% | 14.3% | 12.5% | 3.4% | 1.8% |
| Q17-7. Variety of dining options | 21.6% | 39.5% | 15.7% | 16.1% | 5.0% | 2.2% |
| Q17-8. Availability of entertainment options | 17.5% | 42.5% | 24.6% | 9.7% | 2.6% | 3.2% |
| Q17-9. Availability of lodging options | 23.0% | 42.7% | 18.1% | 2.4% | 1.0% | 12.9% |

WITHOUT "DON'T KNOW"**Q17. Economic Development. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")**

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q17-1. Variety of housing options | 14.5% | 39.6% | 26.6% | 12.8% | 6.6% |
| Q17-2. Public places where people want to spend time | 20.3% | 53.5% | 16.2% | 8.6% | 1.4% |
| Q17-3. Availability of employment opportunities | 12.1% | 29.6% | 34.0% | 18.2% | 6.1% |
| Q17-4. Availability of shopping options | 16.2% | 41.5% | 20.9% | 17.8% | 3.6% |
| Q17-5. Variety of shopping options | 14.2% | 37.8% | 23.2% | 21.1% | 3.7% |
| Q17-6. Availability of dining options | 24.6% | 44.6% | 14.5% | 12.7% | 3.4% |
| Q17-7. Variety of dining options | 22.1% | 40.4% | 16.0% | 16.4% | 5.1% |
| Q17-8. Availability of entertainment options | 18.0% | 43.9% | 25.4% | 10.0% | 2.7% |
| Q17-9. Availability of lodging options | 26.4% | 49.0% | 20.7% | 2.7% | 1.1% |

Q18. Which TWO of the economic development items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q18. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Variety of housing options | 92 | 18.3 % |
| Public places where people want to spend time | 90 | 17.9 % |
| Availability of employment opportunities | 69 | 13.7 % |
| Availability of shopping options | 51 | 10.1 % |
| Variety of shopping options | 41 | 8.1 % |
| Availability of dining options | 24 | 4.8 % |
| Variety of dining options | 53 | 10.5 % |
| Availability of entertainment options | 20 | 4.0 % |
| Availability of lodging options | 4 | 0.8 % |
| None chosen | 60 | 11.9 % |
| Total | 504 | 100.0 % |

Q18. Which TWO of the economic development items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q18. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Variety of housing options | 28 | 5.6 % |
| Public places where people want to spend time | 69 | 13.7 % |
| Availability of employment opportunities | 59 | 11.7 % |
| Availability of shopping options | 31 | 6.2 % |
| Variety of shopping options | 66 | 13.1 % |
| Availability of dining options | 27 | 5.4 % |
| Variety of dining options | 64 | 12.7 % |
| Availability of entertainment options | 53 | 10.5 % |
| Availability of lodging options | 16 | 3.2 % |
| None chosen | 91 | 18.1 % |
| Total | 504 | 100.0 % |

SUM OF TOP 2 CHOICES**Q18. Which TWO of the economic development items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

| <u>Q18. Sum of top 2 choices</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Variety of housing options | 120 | 23.8 % |
| Public places where people want to spend time | 159 | 31.5 % |
| Availability of employment opportunities | 128 | 25.4 % |
| Availability of shopping options | 82 | 16.3 % |
| Variety of shopping options | 107 | 21.2 % |
| Availability of dining options | 51 | 10.1 % |
| Variety of dining options | 117 | 23.2 % |
| Availability of entertainment options | 73 | 14.5 % |
| Availability of lodging options | 20 | 4.0 % |
| None chosen | 60 | 11.9 % |
| Total | 917 | |

Q19. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q19-1. Quality of parks | 35.1% | 48.0% | 7.1% | 2.8% | 0.8% | 6.2% |
| Q19-2. Condition of walking trails | 36.7% | 41.9% | 8.5% | 1.8% | 0.2% | 10.9% |
| Q19-3. Condition of playgrounds | 26.6% | 32.3% | 12.7% | 2.8% | 1.0% | 24.6% |
| Q19-4. Quality of Bodenhamer Recreation Center | 40.9% | 29.2% | 9.5% | 1.6% | 1.0% | 17.9% |
| Q19-5. Condition of fitness areas within Bodenhamer Recreation Center | 35.7% | 27.6% | 10.3% | 2.4% | 1.2% | 22.8% |
| Q19-6. Condition of outdoor athletic fields | 30.0% | 31.3% | 11.9% | 1.4% | 0.4% | 25.0% |
| Q19-7. Quality of fitness programs | 28.6% | 26.8% | 15.5% | 1.6% | 0.2% | 27.4% |
| Q19-8. Quality of youth athletic programs | 20.2% | 20.2% | 12.7% | 1.4% | 0.8% | 44.6% |
| Q19-9. Quality of adult athletic programs | 19.6% | 22.6% | 13.5% | 3.4% | 1.2% | 39.7% |
| Q19-10. Quality of SPARC & other youth programs | 15.1% | 13.9% | 14.5% | 1.2% | 0.0% | 55.4% |
| Q19-11. Quality of senior programs | 16.7% | 21.4% | 17.7% | 3.6% | 1.0% | 39.7% |
| Q19-12. Ease of registering for programs | 17.7% | 30.0% | 16.5% | 3.0% | 0.4% | 32.5% |
| Q19-13. Fees charged for youth & adult recreation programs | 15.5% | 23.2% | 20.2% | 3.2% | 1.6% | 36.3% |
| Q19-14. Fees charged for recreation center memberships | 19.2% | 29.6% | 16.7% | 9.1% | 2.0% | 23.4% |
| Q19-15. Quality of special events programming (Breakfast with Santa, Music at Meyer Park, etc.) | 24.8% | 34.3% | 15.1% | 1.6% | 0.6% | 23.6% |
| Q19-16. Variety of special events programming | 21.4% | 34.1% | 19.4% | 3.8% | 1.6% | 19.6% |

Q19. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|-------------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
| Q19-17. Quality of library services | 25.8% | 31.5% | 11.7% | 2.4% | 0.8% | 27.8% |

WITHOUT "DON'T KNOW"

Q19. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q19-1. Quality of parks | 37.4% | 51.2% | 7.6% | 3.0% | 0.8% |
| Q19-2. Condition of walking trails | 41.2% | 47.0% | 9.6% | 2.0% | 0.2% |
| Q19-3. Condition of playgrounds | 35.3% | 42.9% | 16.8% | 3.7% | 1.3% |
| Q19-4. Quality of Bodenhamer Recreation Center | 49.8% | 35.5% | 11.6% | 1.9% | 1.2% |
| Q19-5. Condition of fitness areas within Bodenhamer Recreation Center | 46.3% | 35.7% | 13.4% | 3.1% | 1.5% |
| Q19-6. Condition of outdoor athletic fields | 39.9% | 41.8% | 15.9% | 1.9% | 0.5% |
| Q19-7. Quality of fitness programs | 39.3% | 36.9% | 21.3% | 2.2% | 0.3% |
| Q19-8. Quality of youth athletic programs | 36.6% | 36.6% | 22.9% | 2.5% | 1.4% |
| Q19-9. Quality of adult athletic programs | 32.6% | 37.5% | 22.4% | 5.6% | 2.0% |
| Q19-10. Quality of SPARC & other youth programs | 33.8% | 31.1% | 32.4% | 2.7% | 0.0% |
| Q19-11. Quality of senior programs | 27.6% | 35.5% | 29.3% | 5.9% | 1.6% |
| Q19-12. Ease of registering for programs | 26.2% | 44.4% | 24.4% | 4.4% | 0.6% |
| Q19-13. Fees charged for youth & adult recreation programs | 24.3% | 36.4% | 31.8% | 5.0% | 2.5% |
| Q19-14. Fees charged for recreation center memberships | 25.1% | 38.6% | 21.8% | 11.9% | 2.6% |

WITHOUT "DON'T KNOW"

Q19. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q19-15. Quality of special events programming (Breakfast with Santa, Music at Meyer Park, etc.) | 32.5% | 44.9% | 19.7% | 2.1% | 0.8% |
| Q19-16. Variety of special events programming | 26.7% | 42.5% | 24.2% | 4.7% | 2.0% |
| Q19-17. Quality of library services | 35.7% | 43.7% | 16.2% | 3.3% | 1.1% |

Q20. Which FOUR of the parks and recreation areas listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q20. Top choice | Number | Percent |
|---|--------|---------|
| Quality of parks | 60 | 11.9 % |
| Condition of walking trails | 38 | 7.5 % |
| Condition of playgrounds | 23 | 4.6 % |
| Quality of Bodenhamer Recreation Center | 33 | 6.5 % |
| Condition of fitness areas within Bodenhamer Recreation Center | 14 | 2.8 % |
| Condition of outdoor athletic fields | 10 | 2.0 % |
| Quality of fitness programs | 13 | 2.6 % |
| Quality of youth athletic programs | 13 | 2.6 % |
| Quality of adult athletic programs | 9 | 1.8 % |
| Quality of SPARC & other youth programs | 5 | 1.0 % |
| Quality of senior programs | 39 | 7.7 % |
| Ease of registering for programs | 10 | 2.0 % |
| Fees charged for youth & adult recreation programs | 18 | 3.6 % |
| Fees charged for recreation center memberships | 34 | 6.7 % |
| Quality of special events (Breakfast with Santa, Music at Meyer Park, etc.) | 27 | 5.4 % |
| Variety of special events programming | 32 | 6.3 % |
| Quality of library services | 24 | 4.8 % |
| None chosen | 102 | 20.2 % |
| Total | 504 | 100.0 % |

Q20. Which FOUR of the parks and recreation areas listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q20. 2nd choice | Number | Percent |
|---|--------|---------|
| Quality of parks | 45 | 8.9 % |
| Condition of walking trails | 50 | 9.9 % |
| Condition of playgrounds | 25 | 5.0 % |
| Quality of Bodenhamer Recreation Center | 18 | 3.6 % |
| Condition of fitness areas within Bodenhamer Recreation Center | 20 | 4.0 % |
| Condition of outdoor athletic fields | 7 | 1.4 % |
| Quality of fitness programs | 9 | 1.8 % |
| Quality of youth athletic programs | 11 | 2.2 % |
| Quality of adult athletic programs | 15 | 3.0 % |
| Quality of SPARC & other youth programs | 4 | 0.8 % |
| Quality of senior programs | 32 | 6.3 % |
| Ease of registering for programs | 15 | 3.0 % |
| Fees charged for youth & adult recreation programs | 20 | 4.0 % |
| Fees charged for recreation center memberships | 26 | 5.2 % |
| Quality of special events (Breakfast with Santa, Music at Meyer Park, etc.) | 28 | 5.6 % |
| Variety of special events programming | 36 | 7.1 % |
| Quality of library services | 12 | 2.4 % |
| None chosen | 131 | 26.0 % |
| Total | 504 | 100.0 % |

Q20. Which FOUR of the parks and recreation areas listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q20. 3rd choice | Number | Percent |
|---|--------|---------|
| Quality of parks | 25 | 5.0 % |
| Condition of walking trails | 31 | 6.2 % |
| Condition of playgrounds | 29 | 5.8 % |
| Quality of Bodenhamer Recreation Center | 22 | 4.4 % |
| Condition of fitness areas within Bodenhamer Recreation Center | 12 | 2.4 % |
| Condition of outdoor athletic fields | 11 | 2.2 % |
| Quality of fitness programs | 19 | 3.8 % |
| Quality of youth athletic programs | 14 | 2.8 % |
| Quality of adult athletic programs | 14 | 2.8 % |
| Quality of SPARC & other youth programs | 5 | 1.0 % |
| Quality of senior programs | 27 | 5.4 % |
| Ease of registering for programs | 8 | 1.6 % |
| Fees charged for youth & adult recreation programs | 12 | 2.4 % |
| Fees charged for recreation center memberships | 20 | 4.0 % |
| Quality of special events (Breakfast with Santa, Music at Meyer Park, etc.) | 22 | 4.4 % |
| Variety of special events programming | 47 | 9.3 % |
| Quality of library services | 7 | 1.4 % |
| None chosen | 179 | 35.5 % |
| Total | 504 | 100.0 % |

Q20. Which FOUR of the parks and recreation areas listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q20. 4th choice | Number | Percent |
|---|--------|---------|
| Quality of parks | 26 | 5.2 % |
| Condition of walking trails | 14 | 2.8 % |
| Condition of playgrounds | 25 | 5.0 % |
| Quality of Bodenhamer Recreation Center | 16 | 3.2 % |
| Condition of fitness areas within Bodenhamer Recreation Center | 21 | 4.2 % |
| Condition of outdoor athletic fields | 12 | 2.4 % |
| Quality of fitness programs | 14 | 2.8 % |
| Quality of youth athletic programs | 9 | 1.8 % |
| Quality of adult athletic programs | 19 | 3.8 % |
| Quality of SPARC & other youth programs | 5 | 1.0 % |
| Quality of senior programs | 19 | 3.8 % |
| Ease of registering for programs | 11 | 2.2 % |
| Fees charged for youth & adult recreation programs | 13 | 2.6 % |
| Fees charged for recreation center memberships | 17 | 3.4 % |
| Quality of special events (Breakfast with Santa, Music at Meyer Park, etc.) | 19 | 3.8 % |
| Variety of special events programming | 24 | 4.8 % |
| Quality of library services | 13 | 2.6 % |
| None chosen | 227 | 45.0 % |
| Total | 504 | 100.0 % |

SUM OF TOP 4 CHOICES**Q20. Which FOUR of the parks and recreation areas listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)**

| <u>Q20. Sum of top 4 choices</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Quality of parks | 156 | 31.0 % |
| Condition of walking trails | 133 | 26.4 % |
| Condition of playgrounds | 102 | 20.2 % |
| Quality of Bodenhamer Recreation Center | 89 | 17.7 % |
| Condition of fitness areas within Bodenhamer Recreation Center | 67 | 13.3 % |
| Condition of outdoor athletic fields | 40 | 7.9 % |
| Quality of fitness programs | 55 | 10.9 % |
| Quality of youth athletic programs | 47 | 9.3 % |
| Quality of adult athletic programs | 57 | 11.3 % |
| Quality of SPARC & other youth programs | 19 | 3.8 % |
| Quality of senior programs | 117 | 23.2 % |
| Ease of registering for programs | 44 | 8.7 % |
| Fees charged for youth & adult recreation programs | 63 | 12.5 % |
| Fees charged for recreation center memberships | 97 | 19.2 % |
| Quality of special events (Breakfast with Santa, Music at Meyer Park, etc.) | 96 | 19.0 % |
| Variety of special events programming | 139 | 27.6 % |
| Quality of library services | 56 | 11.1 % |
| None chosen | 102 | 20.2 % |
| Total | 1479 | |

Q21. City Communications. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q21-1. Quality of City's website | 18.5% | 48.0% | 17.5% | 3.4% | 0.6% | 12.1% |
| Q21-2. Quality of City's live streamed meetings | 12.1% | 27.8% | 20.6% | 2.0% | 0.2% | 37.3% |
| Q21-3. Effectiveness of City's social media communication | 15.1% | 37.1% | 23.4% | 7.3% | 1.2% | 15.9% |
| Q21-4. Availability of information on City services & programs | 15.7% | 43.3% | 21.6% | 8.1% | 1.0% | 10.3% |
| Q21-5. Availability of information on City construction or engineering projects | 11.3% | 28.8% | 25.2% | 16.3% | 6.3% | 12.1% |
| Q21-6. Availability of information regarding City initiatives & projects that affect you or your neighborhood | 10.5% | 24.8% | 25.0% | 18.8% | 8.7% | 12.1% |
| Q21-7. Availability of information about Parks & Recreation programs | 15.1% | 38.1% | 25.0% | 9.5% | 1.0% | 11.3% |
| Q21-8. Availability of information about City special events & programs | 16.9% | 41.5% | 23.8% | 8.5% | 0.8% | 8.5% |

WITHOUT "DON'T KNOW"

Q21. City Communications. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q21-1. Quality of City's website | 21.0% | 54.6% | 19.9% | 3.8% | 0.7% |
| Q21-2. Quality of City's live streamed meetings | 19.3% | 44.3% | 32.9% | 3.2% | 0.3% |
| Q21-3. Effectiveness of City's social media communication | 17.9% | 44.1% | 27.8% | 8.7% | 1.4% |
| Q21-4. Availability of information on City services & programs | 17.5% | 48.2% | 24.1% | 9.1% | 1.1% |
| Q21-5. Availability of information on City construction or engineering projects | 12.9% | 32.7% | 28.7% | 18.5% | 7.2% |
| Q21-6. Availability of information regarding City initiatives & projects that affect you or your neighborhood | 12.0% | 28.2% | 28.4% | 21.4% | 9.9% |
| Q21-7. Availability of information about Parks & Recreation programs | 17.0% | 43.0% | 28.2% | 10.7% | 1.1% |
| Q21-8. Availability of information about City special events & programs | 18.4% | 45.3% | 26.0% | 9.3% | 0.9% |

Q22. Which of the following are your primary sources of information about City issues, services, and events?

| Q22. Your primary sources of information about City issues, services, & events | Number | Percent |
|---|--------|---------|
| CivicReady (City notification system-emails/texts/press releases) | 157 | 31.2 % |
| City website | 267 | 53.0 % |
| Calling a City department | 61 | 12.1 % |
| City social media sites (Facebook, X/Twitter, Instagram, Nextdoor, YouTube, & LinkedIn) | 311 | 61.7 % |
| Other social media sites (private, non-City sites) | 104 | 20.6 % |
| Local newspaper | 84 | 16.7 % |
| Radio news programs | 54 | 10.7 % |
| Television news programs | 95 | 18.8 % |
| Word of mouth (friends/neighbors) | 278 | 55.2 % |
| Public meetings | 73 | 14.5 % |
| Other | 20 | 4.0 % |
| Total | 1504 | |

Q22-11. Other

- city flyers
- email
- Email
- Flyers sent home with students at local schools
- Google search
- Gulf Shores City Schools
- I know what happens at certain times of year, so just use internet search
- If tasks would be completed, no one would complain
- letter by mail, monthly or quarterly
- Local websites
- mail
- mullet
- Mullet wrapper, Newsbreak
- Mullet Wrapper, Newsbreak
- Mullet Wrapper, obawebsite.com, and gulfnews.com
- no main communication
- "OBA" website
- partner org through work
- Postings at Bodenhammer Center
- signs

Q23. Which THREE of the sources of information listed in Question 22 would be the PREFERRED sources of information for your household?

| <u>Q23. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| CivicReady (City notification system-emails/texts/press releases) | 149 | 29.6 % |
| City website | 101 | 20.0 % |
| Calling a City department | 4 | 0.8 % |
| City social media sites (Facebook, X/Twitter, Instagram, Nextdoor, YouTube, & LinkedIn) | 133 | 26.4 % |
| Other social media sites (private, non-City sites) | 9 | 1.8 % |
| Local newspaper | 14 | 2.8 % |
| Radio news programs | 2 | 0.4 % |
| Television news programs | 18 | 3.6 % |
| Word of mouth (friends/neighbors) | 3 | 0.6 % |
| Public meetings | 3 | 0.6 % |
| Other | 2 | 0.4 % |
| None chosen | 66 | 13.1 % |
| Total | 504 | 100.0 % |

Q23. Which THREE of the sources of information listed in Question 22 would be the PREFERRED sources of information for your household?

| <u>Q23. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| CivicReady (City notification system-emails/texts/press releases) | 44 | 8.7 % |
| City website | 113 | 22.4 % |
| Calling a City department | 9 | 1.8 % |
| City social media sites (Facebook, X/Twitter, Instagram, Nextdoor, YouTube, & LinkedIn) | 125 | 24.8 % |
| Other social media sites (private, non-City sites) | 32 | 6.3 % |
| Local newspaper | 17 | 3.4 % |
| Radio news programs | 12 | 2.4 % |
| Television news programs | 20 | 4.0 % |
| Word of mouth (friends/neighbors) | 16 | 3.2 % |
| Public meetings | 12 | 2.4 % |
| Other | 5 | 1.0 % |
| None chosen | 99 | 19.6 % |
| Total | 504 | 100.0 % |

Q23. Which THREE of the sources of information listed in Question 22 would be the PREFERRED sources of information for your household?

| <u>Q23. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| CivicReady (City notification system-emails/texts/press releases) | 43 | 8.5 % |
| City website | 64 | 12.7 % |
| Calling a City department | 14 | 2.8 % |
| City social media sites (Facebook, X/Twitter, Instagram, Nextdoor, YouTube, & LinkedIn) | 48 | 9.5 % |
| Other social media sites (private, non-City sites) | 28 | 5.6 % |
| Local newspaper | 34 | 6.7 % |
| Radio news programs | 19 | 3.8 % |
| Television news programs | 30 | 6.0 % |
| Word of mouth (friends/neighbors) | 40 | 7.9 % |
| Public meetings | 32 | 6.3 % |
| Other | 10 | 2.0 % |
| None chosen | 142 | 28.2 % |
| Total | 504 | 100.0 % |

SUM OF TOP 3 CHOICES

Q23. Which THREE of the sources of information listed in Question 22 would be the PREFERRED sources of information for your household? (top 3)

| <u>Q23. Sum of top 3 choices</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| CivicReady (City notification system-emails/texts/press releases) | 236 | 46.8 % |
| City website | 278 | 55.2 % |
| Calling a City department | 27 | 5.4 % |
| City social media sites (Facebook, X/Twitter, Instagram, Nextdoor, YouTube, & LinkedIn) | 306 | 60.7 % |
| Other social media sites (private, non-City sites) | 69 | 13.7 % |
| Local newspaper | 65 | 12.9 % |
| Radio news programs | 33 | 6.5 % |
| Television news programs | 68 | 13.5 % |
| Word of mouth (friends/neighbors) | 59 | 11.7 % |
| Public meetings | 47 | 9.3 % |
| Other | 17 | 3.4 % |
| None chosen | 66 | 13.1 % |
| Total | 1271 | |

Q24. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," based on your most recent interaction with City employees.

(N=504)

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree | Don't know |
|---|----------------|-------|---------|----------|-------------------|------------|
| Q24-1. City of Gulf Shores staff & administration is open & interested in hearing concerns or issues of residents | 16.1% | 31.5% | 20.6% | 10.5% | 5.0% | 16.3% |
| Q24-2. It is easy to contact someone at City who can help you | 18.5% | 33.1% | 21.0% | 9.1% | 2.0% | 16.3% |
| Q24-3. City employees are courteous & professional | 30.4% | 46.0% | 10.7% | 1.6% | 1.0% | 10.3% |
| Q24-4. City employees possess proper knowledge | 21.2% | 43.1% | 17.3% | 3.4% | 0.6% | 14.5% |
| Q24-5. During my most recent contact with City, my request was processed in a timely manner | 25.4% | 33.7% | 12.9% | 6.3% | 2.8% | 18.8% |

WITHOUT "DON'T KNOW"

Q24. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," based on your most recent interaction with City employees. (without "don't know")

(N=504)

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|---|----------------|-------|---------|----------|-------------------|
| Q24-1. City of Gulf Shores staff & administration is open & interested in hearing concerns or issues of residents | 19.2% | 37.7% | 24.6% | 12.6% | 5.9% |
| Q24-2. It is easy to contact someone at City who can help you | 22.0% | 39.6% | 25.1% | 10.9% | 2.4% |
| Q24-3. City employees are courteous & professional | 33.8% | 51.3% | 11.9% | 1.8% | 1.1% |
| Q24-4. City employees possess proper knowledge | 24.8% | 50.3% | 20.2% | 3.9% | 0.7% |
| Q24-5. During my most recent contact with City, my request was processed in a timely manner | 31.3% | 41.6% | 15.9% | 7.8% | 3.4% |

Q25. City Schools. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q25-1. Quality of after school programming | 11.9% | 11.5% | 13.5% | 1.6% | 0.0% | 61.5% |
| Q25-2. Quality of career development programming | 11.1% | 13.5% | 15.1% | 2.0% | 0.4% | 57.9% |
| Q25-3. Overall quality of leadership provided by School Board | 13.1% | 14.9% | 14.9% | 3.0% | 0.2% | 54.0% |
| Q25-4. Overall quality of leadership provided by School Administration | 14.3% | 15.5% | 13.1% | 3.4% | 0.6% | 53.2% |
| Q25-5. Overall quality of teachers & staff | 19.8% | 13.7% | 13.1% | 0.6% | 0.0% | 52.8% |
| Q25-6. Overall quality of athletic programs | 20.0% | 17.5% | 13.3% | 0.4% | 0.2% | 48.6% |
| Q25-7. Quality of Gulf Shores High School facility | 15.5% | 15.5% | 14.1% | 0.6% | 0.2% | 54.2% |
| Q25-8. Quality of Gulf Shores Middle School facility | 12.9% | 13.9% | 14.9% | 2.4% | 0.2% | 55.8% |
| Q25-9. Quality of Gulf Shores Elementary School facility | 15.1% | 15.5% | 12.7% | 2.2% | 0.6% | 54.0% |

WITHOUT "DON'T KNOW"

Q25. City Schools. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=504)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q25-1. Quality of after school programming | 30.9% | 29.9% | 35.1% | 4.1% | 0.0% |
| Q25-2. Quality of career development programming | 26.4% | 32.1% | 35.8% | 4.7% | 0.9% |
| Q25-3. Overall quality of leadership provided by School Board | 28.4% | 32.3% | 32.3% | 6.5% | 0.4% |
| Q25-4. Overall quality of leadership provided by School Administration | 30.5% | 33.1% | 28.0% | 7.2% | 1.3% |
| Q25-5. Overall quality of teachers & staff | 42.0% | 29.0% | 27.7% | 1.3% | 0.0% |
| Q25-6. Overall quality of athletic programs | 39.0% | 34.0% | 25.9% | 0.8% | 0.4% |
| Q25-7. Quality of Gulf Shores High School facility | 33.8% | 33.8% | 30.7% | 1.3% | 0.4% |
| Q25-8. Quality of Gulf Shores Middle School facility | 29.1% | 31.4% | 33.6% | 5.4% | 0.4% |
| Q25-9. Quality of Gulf Shores Elementary School facility | 32.8% | 33.6% | 27.6% | 4.7% | 1.3% |

Q26. Priority. Listed below are services funded by the City of Gulf Shores. Using a scale of 1 to 5, where 5 means "Highest Priority" and 1 means "Not a Priority," please indicate which services you feel should have the most funding emphasis when determining government funding.

(N=504)

| | Highest priority | High priority | Neither high nor low priority | Low priority | Not a priority | Don't know |
|---|------------------|---------------|-------------------------------|--------------|----------------|------------|
| Q26-1. Gulf Shores City schools | 32.1% | 40.9% | 10.9% | 1.6% | 1.6% | 12.9% |
| Q26-2. Police services | 51.2% | 37.7% | 5.8% | 1.6% | 0.2% | 3.6% |
| Q26-3. Fire, rescue & emergency medical services | 55.2% | 35.5% | 5.8% | 0.4% | 0.0% | 3.2% |
| Q26-4. Community development & redevelopment | 16.1% | 39.1% | 31.9% | 5.4% | 1.2% | 6.3% |
| Q26-5. Traffic & infrastructure improvements | 65.5% | 27.4% | 3.6% | 0.2% | 0.2% | 3.2% |
| Q26-6. Economic development | 16.9% | 38.1% | 29.4% | 5.6% | 3.0% | 7.1% |
| Q26-7. Community appearance | 23.0% | 47.6% | 20.0% | 3.4% | 0.8% | 5.2% |
| Q26-8. Recreation & cultural affairs (parks, playgrounds, library services, special events) | 17.3% | 42.1% | 29.4% | 5.8% | 1.2% | 4.4% |
| Q26-9. Public works (street maintenance, trash & recycling services, etc.) | 28.6% | 45.6% | 17.9% | 3.0% | 1.2% | 3.8% |
| Q26-10. Environmental sustainability projects | 21.0% | 27.2% | 30.4% | 10.3% | 5.8% | 5.4% |

WITHOUT "DON'T KNOW"

Q26. Priority. Listed below are services funded by the City of Gulf Shores. Using a scale of 1 to 5, where 5 means "Highest Priority" and 1 means "Not a Priority," please indicate which services you feel should have the most funding emphasis when determining government funding. (without "don't know")

(N=504)

| | Highest priority | High priority | Neither high nor low priority | Low priority | Not a priority |
|---|------------------|---------------|----------------------------------|--------------|----------------|
| Q26-1. Gulf Shores City schools | 36.9% | 46.9% | 12.5% | 1.8% | 1.8% |
| Q26-2. Police services | 53.1% | 39.1% | 6.0% | 1.6% | 0.2% |
| Q26-3. Fire, rescue & emergency medical services | 57.0% | 36.7% | 5.9% | 0.4% | 0.0% |
| Q26-4. Community development & redevelopment | 17.2% | 41.7% | 34.1% | 5.7% | 1.3% |
| Q26-5. Traffic & infrastructure improvements | 67.6% | 28.3% | 3.7% | 0.2% | 0.2% |
| Q26-6. Economic development | 18.2% | 41.0% | 31.6% | 6.0% | 3.2% |
| Q26-7. Community appearance | 24.3% | 50.2% | 21.1% | 3.6% | 0.8% |
| Q26-8. Recreation & cultural affairs (parks, playgrounds, library services, special events) | 18.0% | 44.0% | 30.7% | 6.0% | 1.2% |
| Q26-9. Public works (street maintenance, trash & recycling services, etc.) | 29.7% | 47.4% | 18.6% | 3.1% | 1.2% |
| Q26-10. Environmental sustainability projects | 22.2% | 28.7% | 32.1% | 10.9% | 6.1% |

Q27. Customer Service. During the last 12 months, have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint?

| Q27. Have you personally contacted City during last 12 months | Number | Percent |
|---|--------|---------|
| Yes | 242 | 48.0 % |
| No | 262 | 52.0 % |
| Total | 504 | 100.0 % |

Q27a. How many times have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint during the past 12 months?

| Q27a. How many times have you personally contacted City | Number | Percent |
|---|--------|---------|
| 1 time | 68 | 28.1 % |
| 2 times | 83 | 34.3 % |
| 3 times | 39 | 16.1 % |
| 4 times | 17 | 7.0 % |
| 4+ times | 34 | 14.0 % |
| Not provided | 1 | 0.4 % |
| Total | 242 | 100.0 % |

WITHOUT "NOT PROVIDED"

Q27a. How many times have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint during the past 12 months? (without "not provided")

| Q27a. How many times have you personally contacted City | Number | Percent |
|---|--------|---------|
| 1 time | 68 | 28.2 % |
| 2 times | 83 | 34.4 % |
| 3 times | 39 | 16.2 % |
| 4 times | 17 | 7.1 % |
| 4+ times | 34 | 14.1 % |
| Total | 241 | 100.0 % |

Q27b. What was the reason for your most recent contact?

| <u>Q27b. Reason for your most recent contact</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Pay a bill | 18 | 7.4 % |
| Visit an elected official | 4 | 1.7 % |
| Research an issue | 66 | 27.3 % |
| Pull a building permit/plan review | 27 | 11.2 % |
| Attend a program/event | 18 | 7.4 % |
| File a complaint | 23 | 9.5 % |
| Other | 71 | 29.3 % |
| Not provided | 15 | 6.2 % |
| Total | 242 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q27b. What was the reason for your most recent contact? (without "not provided")**

| <u>Q27b. Reason for your most recent contact</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Pay a bill | 18 | 7.9 % |
| Visit an elected official | 4 | 1.8 % |
| Research an issue | 66 | 29.1 % |
| Pull a building permit/plan review | 27 | 11.9 % |
| Attend a program/event | 18 | 7.9 % |
| File a complaint | 23 | 10.1 % |
| Other | 71 | 31.3 % |
| Total | 227 | 100.0 % |

Q27b-7. Other

- Ambulance call. I was visiting a friend who needed an ambulance. The fire department responded quickly and were very professional. There was a long delay for an ambulance to arrive.
- ask a question
- Asked if someone was going to mow behind our home.
- bcss issues
- Bodenhammer swimming classes paid for was denied due to change in program after the fact. Unprofessional response that program was changed therefore City could not honor paid lessons. Took several phone calls and unpleasant conversations to force City to honor 8 swim lessons paid for by resident of Gulf Shores. City needs a public swimming pool for the residents of Gulf Shores asap
- Business license
- Business license for cottage food permit.
- car window broken by landscaper. City employee was great.
- change mailing address
- City Council mtg

Q27b-7. Other

- Complaint about speeding near the high school
- Contact with youth sports program director. I was very satisfied with the interactions!
- Following up with Clint Colvin on Traffic request #1584. An approved request that has been sitting for over 2 years. Have spoke with multiple people which all agree it is a good idea and is approved by ALDOT but unfortunately getting a new crosswalk executed is an unacceptably slow process.
- Found pet
- Get a hurricane sticker
- get beach passes
- Get pass for beach parking
- Getting information on upcoming projects such as the pedestrian bridge and Canal road detour.
- gifts for service members
- Golf Cart Permit
- golf cart permit
- Had a question about paint recycling and drop off times.
- HURRICANE PASS
- hurricane re-entry decals, water dept convenience meter, set up water service
- Hurricane stickers
- I asked the Mayor why the beach parking for Residents Only had a 25.00 violation fine and not a higher fine to help dissuade the violation in the first place and free up spaces for actual residents to park. I never received a reply.
- I called city hall requesting a notary and was told there was a notary on staff to come in any time. I went to the office and had zero issues. The staff is happy and helpful.
- I called regarding garbage/junk pickup
- I have called public works on two different occasions and each time the lady who answered the phone was very nice and my issues were handled very quickly!
- Information
- inspection
- K9 Support
- List of reasons: Report litter along county roads, white correctional bus full of prisoners cutting through Aventura Neighborhood on a regular basis where families live, graffiti on utility box and potholes . All issues were taken care of promptly.
- MAINTENANCE REQUEST
- Mr. Jones to offer to be on committee for the shrimp festival and fire dept to assist in CPR training programs. I am a credentialed instructor. No response
- Needed town arborist to come and inspect 3 damaged trees
- new trash can
- notary
- notary
- notary
- Numerous attempts to contact sports and rec to inquire about youth athletics program. Left more than 5 voicemails on 968-1421 with no response at all
- obtain notary on document
- Parking
- parking permit

Q27b-7. Other

- Parking sticker issue
- Permit
- Pick up auction purchase.
- Pick up hurricane sticker.
- Picked up decals at City Store and spoke with magistrate office
- purchase sticker
- replacement decal
- Replacing street lights that are out.
- Report a streetlight out.
- request debris pick up & police services
- Request for patrol in neighborhood due to increase in speeding.
- Requested Arborist Services to Approve Tree Removal.
- Requested permit and licensed contractor information
- road hazard
- Road improvement
- Seeking guidance from the Fire Marshall on code for public buildings.
- Status of Beach Restoration Project
- street light burned out
- To remove a cul de sac in our neighborhood because EMS, Fire, Trash vehicles can't get around it. City said they would remove it but it's been a few years since this agreement started and it's still there.
- traffic lights
- Trash pickup
- WATER DRAINAGE
- Water meter placement
- We had a solicitor knocking on doors in our neighborhood after 7:00 pm and wondered if this was permitted.
- Zoning information
- zoning meeting
- Zoning problem

Q27c. What departments did you contact?

| <u>Q27c. Departments you contacted</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Police Department | 34 | 14.0 % |
| Fire Department | 7 | 2.9 % |
| Engineering Services | 25 | 10.3 % |
| Municipal Court | 6 | 2.5 % |
| Office of the Mayor | 15 | 6.2 % |
| City Hall Front Desk | 52 | 21.5 % |
| Planning & Zoning Services | 70 | 28.9 % |
| Parks & Recreation | 22 | 9.1 % |
| Public Works | 54 | 22.3 % |
| Library | 12 | 5.0 % |
| Special Events | 13 | 5.4 % |
| Finance (City licenses & taxes) | 14 | 5.8 % |
| Inspection Services | 13 | 5.4 % |
| Other | 11 | 4.5 % |
| Total | 348 | |

Q27c-14. Other

- accounting at city hall
- arborist
- Call regarding stop lights on 59
- COUNCIL MEETING
- Parking permits
- Post office
- recycling
- The amount of flies and mosquitoes have been unbearable this season. I am on the HOA board for our subdivision and we have all agreed that extra spraying for insects MUST increase due to the amount of development, bridge building and new subdivisions being built.
- water
- WEBSITE-THEN IN PERSON
- welcome center

Q27d. Was the department(s) you contacted responsive to your issue?

| Q27d. Was the departments you contacted responsive to your issue | Number | Percent |
|--|--------|---------|
| Yes | 181 | 74.8 % |
| No | 39 | 16.1 % |
| Not provided | 22 | 9.1 % |
| Total | 242 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q27d. Was the department(s) you contacted responsive to your issue? (without "not provided")**

| Q27d. Was the departments you contacted responsive to your issue | Number | Percent |
|--|--------|---------|
| Yes | 181 | 82.3 % |
| No | 39 | 17.7 % |
| Total | 220 | 100.0 % |

Q28. Including yourself, how many people in your household are...

| | Mean | Sum |
|-------------|------|------|
| number | 2.4 | 1205 |
| Under age 5 | 0.1 | 32 |
| Ages 5-9 | 0.1 | 46 |
| Ages 10-14 | 0.1 | 60 |
| Ages 15-19 | 0.1 | 64 |
| Ages 20-24 | 0.1 | 33 |
| Ages 25-34 | 0.3 | 137 |
| Ages 35-44 | 0.3 | 143 |
| Ages 45-54 | 0.3 | 174 |
| Ages 55-64 | 0.4 | 205 |
| Ages 65-74 | 0.4 | 189 |
| Ages 75+ | 0.2 | 122 |

Q29. What is your age?

| <u>Q29. Your age</u> | <u>Number</u> | <u>Percent</u> |
|----------------------|---------------|----------------|
| 18-34 | 80 | 15.9 % |
| 35-44 | 77 | 15.3 % |
| 45-54 | 90 | 17.9 % |
| 55-64 | 108 | 21.4 % |
| 65-74 | 93 | 18.5 % |
| 75+ | 55 | 10.9 % |
| Not provided | 1 | 0.2 % |
| Total | 504 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q29. What is your age? (without "not provided")**

| <u>Q29. Your age</u> | <u>Number</u> | <u>Percent</u> |
|----------------------|---------------|----------------|
| 18-34 | 80 | 15.9 % |
| 35-44 | 77 | 15.3 % |
| 45-54 | 90 | 17.9 % |
| 55-64 | 108 | 21.5 % |
| 65-74 | 93 | 18.5 % |
| 75+ | 55 | 10.9 % |
| Total | 503 | 100.0 % |

Q30. Approximately how many years have you lived in the City of Gulf Shores?

| Q30. How many years have you lived in City of Gulf Shores | | |
|---|--------|---------|
| Shores | Number | Percent |
| 0-5 | 228 | 45.2 % |
| 6-10 | 110 | 21.8 % |
| 11-15 | 57 | 11.3 % |
| 16-20 | 29 | 5.8 % |
| 21-30 | 52 | 10.3 % |
| 31+ | 24 | 4.8 % |
| Not provided | 4 | 0.8 % |
| Total | 504 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q30. Approximately how many years have you lived in the City of Gulf Shores? (without "not provided")**

| Q30. How many years have you lived in City of Gulf Shores | | |
|---|--------|---------|
| Shores | Number | Percent |
| 0-5 | 228 | 45.6 % |
| 6-10 | 110 | 22.0 % |
| 11-15 | 57 | 11.4 % |
| 16-20 | 29 | 5.8 % |
| 21-30 | 52 | 10.4 % |
| 31+ | 24 | 4.8 % |
| Total | 500 | 100.0 % |

Q31. How many people in your household work within the Gulf Shores City limits?

Q31. How many people in your household work within

| City limits | Number | Percent |
|--------------|--------|---------|
| 0 | 277 | 55.0 % |
| 1 | 119 | 23.6 % |
| 2 | 72 | 14.3 % |
| 3+ | 22 | 4.4 % |
| Not provided | 14 | 2.8 % |
| Total | 504 | 100.0 % |

WITHOUT "NOT PROVIDED"

Q31. How many people in your household work within the Gulf Shores City limits? (without "not provided")

Q31. How many people in your household work within

| City limits | Number | Percent |
|-------------|--------|---------|
| 0 | 277 | 56.5 % |
| 1 | 119 | 24.3 % |
| 2 | 72 | 14.7 % |
| 3+ | 22 | 4.5 % |
| Total | 490 | 100.0 % |

Q32. Do you own or rent your current residence?

Q32. Do you own or rent your current residence

| | Number | Percent |
|--------------|--------|---------|
| Own | 399 | 79.2 % |
| Rent | 104 | 20.6 % |
| Not provided | 1 | 0.2 % |
| Total | 504 | 100.0 % |

WITHOUT "NOT PROVIDED"

Q32. Do you own or rent your current residence? (without "not provided")

Q32. Do you own or rent your current residence

| | Number | Percent |
|-------|--------|---------|
| Own | 399 | 79.3 % |
| Rent | 104 | 20.7 % |
| Total | 503 | 100.0 % |

Q33. Are you a full-time resident?

| Q33. Are you a full-time resident | Number | Percent |
|-----------------------------------|--------|---------|
| Yes | 487 | 96.6 % |
| No | 14 | 2.8 % |
| Not provided | 3 | 0.6 % |
| Total | 504 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q33. Are you a full-time resident? (without "not provided")**

| Q33. Are you a full-time resident | Number | Percent |
|-----------------------------------|--------|---------|
| Yes | 487 | 97.2 % |
| No | 14 | 2.8 % |
| Total | 501 | 100.0 % |

Q34. Which of the following best describes your race?

| Q34. Your race | Number | Percent |
|---|--------|---------|
| Asian or Asian Indian | 6 | 1.2 % |
| Black or African American | 12 | 2.4 % |
| American Indian or Alaska Native | 3 | 0.6 % |
| White or Caucasian | 465 | 92.3 % |
| Native Hawaiian or other Pacific Islander | 1 | 0.2 % |
| Hispanic, Spanish, or Latino/a/x | 23 | 4.6 % |
| Other | 3 | 0.6 % |
| Total | 513 | |

Q34-7. Self-describe your race:

| Q34-7. Self-describe your race | Number | Percent |
|--------------------------------|--------|---------|
| EURO-AMERICAN | 1 | 33.3 % |
| Irish | 1 | 33.3 % |
| Mixed | 1 | 33.3 % |
| Total | 3 | 100.0 % |

Q35. Your gender:

| Q35. Your gender | Number | Percent |
|----------------------|--------|---------|
| Male | 223 | 44.2 % |
| Female | 270 | 53.6 % |
| Prefer not to answer | 11 | 2.2 % |
| Total | 504 | 100.0 % |

WITHOUT "PREFER NOT TO ANSWER"**Q35. Your gender: (without "prefer to not answer")**

| Q35. Your gender | Number | Percent |
|------------------|--------|---------|
| Male | 223 | 45.2 % |
| Female | 270 | 54.8 % |
| Total | 493 | 100.0 % |

Q36. Would you say your total household income is...

| Q36. Your total household income | Number | Percent |
|----------------------------------|--------|---------|
| Under \$30K | 40 | 7.9 % |
| \$30K to \$59,999 | 81 | 16.1 % |
| \$60K to \$99,999 | 118 | 23.4 % |
| \$100K to \$129,999 | 102 | 20.2 % |
| \$130K+ | 108 | 21.4 % |
| Not provided | 55 | 10.9 % |
| Total | 504 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q36. Would you say your total household income is... (without "not provided")**

| Q36. Your total household income | Number | Percent |
|----------------------------------|--------|---------|
| Under \$30K | 40 | 8.9 % |
| \$30K to \$59,999 | 81 | 18.0 % |
| \$60K to \$99,999 | 118 | 26.3 % |
| \$100K to \$129,999 | 102 | 22.7 % |
| \$130K+ | 108 | 24.1 % |
| Total | 449 | 100.0 % |



5

Survey Instrument



SMALL TOWN, BIG BEACH™

Dear Gulf Shores Residents,

I'm excited to announce that the City of Gulf Shores is launching its second biennial Resident Satisfaction Survey! Two years ago, your valuable feedback helped us understand what we're doing well and where we need to improve. I'm eager to see how far we've come and how we can continue to enhance your quality of life.

Your voice matters. That's why we're conducting this survey – to ensure that your opinions guide our plans and priorities. By taking a few minutes to share your thoughts, you'll be helping us understand what's working, what needs attention, and which initiatives should take center stage in our future planning.

We're again partnering with ETC Institute, an independent firm specializing in market research for governmental organizations, to ensure the survey is conducted objectively and professionally. Your responses will be kept completely confidential, with findings reported only in aggregate form.

To make it easy for you to participate, you can complete and return your survey in the enclosed postage-paid envelope or take the survey online at gulfshoressurvey.org. This will allow us to benchmark our community satisfaction against similar cities nationwide.

Please disregard this survey if you're not a full-time resident within the City of Gulf Shores' corporate limits. If you have any questions about the survey, don't hesitate to reach out to our Public Engagement Manager, Lindsey Hart, at lhart@gulfshoresal.gov.

Thank you for your willingness to provide feedback. Your input is crucial in helping us balance priorities and improve services to better serve you. I look forward to reviewing the results and continuing to work together to make Gulf Shores an even better place to call home.

Sincerely,

A handwritten signature in black ink that reads "Robert Craft". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Robert Craft
Mayor, City of Gulf Shores

2024 City of Gulf Shores Resident Satisfaction Survey



The City of Gulf Shores would like your input, as it is an important part of the City's on-going effort to identify and respond to resident needs. Please take a few minutes to respond to this survey. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. If you prefer, you can complete the survey online at gulfshoressurvey.org. We greatly appreciate your time.

1. Major Categories of City Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Overall quality of police services | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Overall quality of fire, rescue and emergency medical services | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Overall quality of community and economic development | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Overall enforcement of City codes and ordinances | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Overall quality of parks and recreation programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Overall quality of City sponsored events | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Overall flow of traffic and ease of getting around within the City | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Overall condition of City streets, sidewalks, and infrastructure | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Overall condition of City buildings and facilities | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Overall quality of landscaping in parks, medians, and other public areas | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. Overall quality of trash, recycling and yard debris pickup services | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. Overall quality of the City's School System | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. Overall quality of library services and programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 14. Overall effectiveness of communication with the community | 5 | 4 | 3 | 2 | 1 | 9 |
| 15. Overall quality of customer service you receive from City employees | 5 | 4 | 3 | 2 | 1 | 9 |
| 16. Overall quality of public beaches and beach accesses | 5 | 4 | 3 | 2 | 1 | 9 |

2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

3. Perceptions of the City. Several items that may influence your perception of the City are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Overall value that you receive for your city tax dollars and fees | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. Overall reputation of the City | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Overall quality of life in the City | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Overall appearance of the City | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Overall quality of City services | 5 | 4 | 3 | 2 | 1 | 9 |

4. Please rate Gulf Shores using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," regarding each of the following.

| Please rate the City of Gulf Shores... | Excellent | Good | Neutral | Below Average | Poor | Don't Know |
|---|-----------|------|---------|---------------|------|------------|
| 1. As a place to live | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. As a place to raise children | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. As a place to work | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. As a place to do business | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. As a welcoming and inclusive community | 5 | 4 | 3 | 2 | 1 | 9 |

5. City Leadership. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Overall quality of leadership provided by the City's elected officials | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. Overall level of community engagement by the City's elected officials | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Overall effectiveness of the City staff and administration | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Level of public involvement in local decision-making | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Transparency of City government | 5 | 4 | 3 | 2 | 1 | 9 |

6. Public Safety. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Overall quality of police protection | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Visibility of police in neighborhoods | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Visibility of police in retail areas | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Police response time | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Efforts to prevent crime | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Enforcement of criminal laws | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Enforcement of traffic laws | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Quality of police communications (social media, news flash, website, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Overall quality of fire protection fire, rescue and emergency medical services | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Fire personnel emergency response time | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. Quality of local ambulance service response time | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. Quality of lifeguard and beach patrol service | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. Quality of fire rescue communications (social media, news flash, website, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |

7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 6.]

1st: ____ 2nd: ____ 3rd: ____

8. Feeling of Safety. Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

| How safe do you feel... | Very Safe | Safe | Neutral | Unsafe | Very Unsafe | Don't Know |
|---|-----------|------|---------|--------|-------------|------------|
| 1. In your neighborhood during the day | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. In your neighborhood at night | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. In the City's parks | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. In commercial and retail areas | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Traveling by bicycle in Gulf Shores | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. Traveling as a pedestrian in Gulf Shores | 5 | 4 | 3 | 2 | 1 | 9 |
| 7. Overall feeling of safety in Gulf Shores | 5 | 4 | 3 | 2 | 1 | 9 |

9. Transportation and Mobility. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Ease of getting around within the City of Gulf Shores | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. How well the traffic signal system provides for efficient traffic flow | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Availability of sidewalks and pathways for walking | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Availability of pathways for biking | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Availability of public parking | 5 | 4 | 3 | 2 | 1 | 9 |

10. Maintenance. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Condition of streets | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Condition of sidewalks | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Condition of biking paths and lanes | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Condition of beach parking areas and accesses | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Cleanup of debris/litter in and near roadways | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Condition of City facilities (City Hall, recreation center, Erie Meyer Civic Center, library, fire stations, police stations, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Mowing/trimming along streets and public areas | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Overall cleanliness of streets and public areas | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Adequacy of City street lighting | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Adequacy of City drainage system and maintenance | 5 | 4 | 3 | 2 | 1 | 9 |

11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 10.]

1st: ____ 2nd: ____ 3rd: ____

12. Trash and Recycling Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Residential trash collection services | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. Curbside recycling services | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Recycling Center drop-off services | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Bulky item pickup/removal services (old furniture, appliances, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Yard waste collection services | 5 | 4 | 3 | 2 | 1 | 9 |

13. Which TWO of the garbage, debris and recycling services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 12.]

1st: ____ 2nd: ____

14. **Code Enforcement.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| In your neighborhood, how satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Cleanup of overgrown and weedy lots | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. Efforts to remove dilapidated structures | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Overall control of unsightly areas | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Overall efforts to protect private property values | 5 | 4 | 3 | 2 | 1 | 9 |

15. **Development and Redevelopment.** Please rate your satisfaction with the following areas in Gulf Shores using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Overall quality of new residential development | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. Overall quality of new commercial development (stores, restaurants, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Overall quality of new business development (offices, medical facilities, banks, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Redevelopment of abandoned or under-utilized properties | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. City's planning for future growth | 5 | 4 | 3 | 2 | 1 | 9 |

16. Which TWO of the development and redevelopment items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 15.]

1st: ____ 2nd: ____

17. **Economic Development.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

| Development Services | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Variety of housing options | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. Public places where people want to spend time | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Availability of employment opportunities | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Availability of shopping options | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Variety of shopping options | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. Availability of dining options | 5 | 4 | 3 | 2 | 1 | 9 |
| 7. Variety of dining options | 5 | 4 | 3 | 2 | 1 | 9 |
| 8. Availability of entertainment options | 5 | 4 | 3 | 2 | 1 | 9 |
| 9. Availability of lodging options | 5 | 4 | 3 | 2 | 1 | 9 |

18. Which TWO of the economic development items listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 17.]

1st: ____ 2nd: ____

19. **Parks and Recreation.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Condition of parks | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Condition of walking trails | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Condition of playgrounds | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Quality of Bodenhamer Recreation Center | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Condition of fitness areas within the Bodenhamer Recreation Center | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Condition of outdoor athletic fields | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Quality of fitness programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Quality of youth athletic programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Quality of adult athletic programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Quality of SPARC and other youth programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. Quality of senior programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. Ease of registering for programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. Fees charged for youth and adult recreation programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 14. Fees charged for recreation center memberships | 5 | 4 | 3 | 2 | 1 | 9 |
| 15. Quality of special events programming (Breakfast with Santa, Music at Meyer Park, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 16. Variety of special events programming | 5 | 4 | 3 | 2 | 1 | 9 |
| 17. Quality of Library Services | 5 | 4 | 3 | 2 | 1 | 9 |

20. Which FOUR of the parks and recreation areas listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 19.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

21. **City Communications.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Quality of the City's website | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. Quality of the City's live streamed meetings | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Effectiveness of the City's social media communication | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Availability of information on City services and programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Availability of information on City construction or engineering projects | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. Availability of information regarding City initiatives and projects that affect you or your neighborhood | 5 | 4 | 3 | 2 | 1 | 9 |
| 7. Availability of information about Parks and Recreation programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 8. Availability of information about City special events and programs | 5 | 4 | 3 | 2 | 1 | 9 |

22. Which of the following are your primary sources of information about City issues, services, and events? [Check all that apply.]

- | | |
|--|---|
| ____(01) CivicReady (City notification system - emails/texts/press releases) | ____(05) Other social media sites (private, non-City sites) |
| ____(02) City website | ____(06) Local newspaper |
| ____(03) Calling a City department | ____(07) Radio news programs |
| ____(04) City social media sites (Facebook, X [formerly known as Twitter], Instagram, NextDoor, YouTube, and LinkedIn) | ____(08) Television news programs |
| | ____(09) Word of mouth (friends/neighbors) |
| | ____(10) Public meetings |
| | ____(11) Other: _____ |

23. Which THREE of the sources of information listed in Question 22 would be the PREFERRED sources of information for your household? [Write in your answers below using the numbers from the list in Question 22.]

1st: _____ 2nd: _____ 3rd: _____

24. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," based on your most recent interaction with City employees.

| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don't Know |
|----|--|----------------|-------|---------|----------|-------------------|------------|
| 1. | The City of Gulf Shores staff and administration is open and interested in hearing the concerns or issues of residents | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. | It is easy to contact someone at the City who can help you | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. | City employees are courteous and professional | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. | City employees possess the proper knowledge | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. | During my most recent contact with the City, my request was processed in a timely manner | 5 | 4 | 3 | 2 | 1 | 9 |

25. **City Schools.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| How satisfied are you with the... | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Quality of after school programming | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. Quality of career development programming | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Overall quality of leadership provided by the School Board | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Overall quality of leadership provided School Administration | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Overall quality of teachers and staff | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. Overall quality of athletic programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 7. Quality of Gulf Shores High School facility | 5 | 4 | 3 | 2 | 1 | 9 |
| 8. Quality of Gulf Shores Middle School facility | 5 | 4 | 3 | 2 | 1 | 9 |
| 9. Quality of Gulf Shores Elementary School facility | 5 | 4 | 3 | 2 | 1 | 9 |

26. **Priority.** Listed below are services funded by the City of Gulf Shores. Using a scale of 1 to 5, where 5 means "Highest Priority" and 1 means "Not a Priority" please indicate which services you feel should have the most funding emphasis when determining government funding.

| | Highest Priority | High Priority | Neither High nor Low Priority | Low Priority | Not a Priority | Don't Know |
|--|------------------|---------------|-------------------------------|--------------|----------------|------------|
| 01. Gulf Shores City schools | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Police services | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Fire, Rescue and Emergency Medical Services | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Community development and redevelopment | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Traffic and infrastructure improvements | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Economic development | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Community appearance | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Recreation and cultural affairs (parks, playgrounds, library services, special events) | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Public works (street maintenance, trash and recycling services, etc.) | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Environmental sustainability projects | 5 | 4 | 3 | 2 | 1 | 9 |

27. **Customer Service.** During the last 12 months, have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint?

____(1) Yes [Answer Q27a-d.] ____ (2) No [Skip to Q28.]

27a. How many times have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint during the past 12 months?

____(1) 1 time ____ (2) 2 times ____ (3) 3 times ____ (4) 4 times ____ (5) More than 4 times

27b. What was the reason for your most recent contact?

- (1) Pay a bill (4) Pull a building permit/plan review (7) Other: _____
 (2) Visit an elected official (5) Attend a program/event
 (3) Research an issue (6) File a complaint

27c. What department(s) did you contact? [Check all that apply.]

- (01) Police Department (08) Parks and Recreation
 (02) Fire Department (09) Public Works
 (03) Engineering Services (10) Library
 (04) Municipal Court (11) Special Events
 (05) Office of the Mayor (12) Finance (City licenses and taxes)
 (06) City Hall Front Desk (13) Inspection Services
 (07) Planning and Zoning Services (14) Other: _____

27d. Was the department(s) you contacted responsive to your issue? (1) Yes (2) No

28. Including yourself, how many people in your household are...

- Under age 5: Ages 15-19: Ages 35-44: Ages 65-74:
Ages 5-9: Ages 20-24: Ages 45-54: Ages 75+:
Ages 10-14: Ages 25-34: Ages 55-64:

29. What is your age? _____ Years

30. Approximately how many years have you lived in the City of Gulf Shores? _____ Years

31. How many people in your household work within the Gulf Shores City limits? _____ People

32. Do you own or rent your current residence? (1) Own (2) Rent

33. Are you a full-time resident? (1) Yes (2) No

34. Which of the following best describes your race? [Check all that apply.]

- (01) Asian or Asian Indian (05) Native Hawaiian or other Pacific Islander
 (02) Black or African American (06) Hispanic, Spanish, or Latino/a/x
 (03) American Indian or Alaska Native (99) Other: _____
 (04) White or Caucasian

35. Your gender: (1) Male (2) Female (3) Prefer to not answer

36. Would you say your total household income is...

- (1) Under \$30,000 (3) \$60,000 to \$99,999 (5) \$130,000 or more
 (2) \$30,000 to \$59,999 (4) \$100,000 to \$129,999

37. Would you be willing to participate in future surveys sponsored by the City of Gulf Shores?

- (1) Yes [Provide your contact information below.] (2) No

Phone Number: _____ Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you.