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## Message from the Community Engagement Director

Since 2016, the Community Engagement Department has served as a liaison between City and Community members. Communication has improved by utilizing various mediums to disseminate information to and collect feedback from residents, visitors, business owners and other involved individuals. In March 2018, City leadership initiated a Community survey in order to collect resident feedback and measure their perspective on City progress and priorities. The 69-question survey covered a large scope of topics and allowed participants total anonymity and freedom with their responses.

The takeaway from the 2018 Community survey is that the majority of respondents are satisfied with Community cleanliness, green space, level of ease or safety when biking on residential streets and attractiveness of completed streetscapes and feel that there has been positive progress over the last decade with respect to the majority of the topics and services addressed in the survey.

While Staff is pleased to learn the majority of residents and property owners are satisfied with the above areas, we recognize the fact that there is always room for improvement. Areas in which respondents desire improvement includes bikeability and walkability on State Road A1A, the environmental health of the Indian River Lagoon, sustainability and resiliency initiatives and redevelopment of blighted areas.

The City will remain committed to implementing the Community's Vision and will continue to engage and partner with residents, business owners and visitors frequently and imaginatively. It is important to note that we will have greater success if the entire Community is able to stretch beyond policy making and work together toward open and honest communication, collaborative goal setting and implementation.

Joshua Surprenant  
Community Engagement Director

# Introduction

At the 2018 Cape Canaveral Strategic Planning Retreat, City leadership initiated a Community survey as a way to continue collecting feedback from residents. From March to June 2018, Management Consultant Dr. Tom Freijo and the Community Engagement Department developed the survey with input from the Mayor, City Council members and City manager using knowledge gained from previous City surveys, outreach initiatives and the experiences of City Staff. During development, initial versions of the survey were reviewed by key Staff members and later versions were field tested by select Staff and residents.

The final version of the survey was available to all residents and property owners of Cape Canaveral and contained 69 closed-ended items with the option for respondents to add additional clarifying comments. Estimated completion time for the survey was 27 minutes. The Community engagement consultant created responses to four frequently asked questions addressing the reason for allowing anonymous responses, the length of the survey, how a respondent could pause the survey and how several members of the same household could participate. In an effort to control any sort of multiple survey response exploitation from respondents intending to sway the survey results, the multiple responses option was deactivated.

The survey was live for nine weeks via SurveyMonkey and the City used various means to request resident participation in the Community survey including Nixle, the City Hall LED marquee, publicly placed flyers, a “Hometown News” article, direct mail postcards, a message on resident water bills, the City website, social media posts (Facebook, Twitter, Instagram, Snapchat and Nextdoor), regular features in “The Weekly Update,” City meeting video messaging, through local faith-based organizations and City event outreach. A City Hall-based Community survey station with a laptop and tech support was created to address accessibility, and Staff received one request to participate in person.

Survey responses had three high participation spikes. The first spike occurred when the survey went live (Week 1 – 6/25/18 – 7/1/2018 – 294 responses). The next was seen after the “Hometown News” article was published (Week 2 – 7/2/18 –

7/8/2018 – 122 responses ). The final spike was seen when the direct mail postcards arrived in mailboxes (Week 6 – 7/30/18 – 8/5/18 – 303 responses). Some weeks saw as few as 18 responses, though survey promotion remained constant throughout the nine weeks. In total, 1,151 responses were collected - the greatest number of respondents for any type of survey ever administered in City history!

Once the survey was closed, responses were analyzed using data aggregation tools within SurveyMonkey, and the associated tables, graphs and charts were produced. The results provided in the Cape Canaveral 2018 Community Survey report are the beginning of a larger Staff exploration to translate the desires of the Community into strategic planning that determines short- and long-term goals for Cape Canaveral.

This report presents results in narrative form for each of the following items in the survey:

- Demographics
- City Amenities or Opportunities
- City Environment and Aesthetics
- Development Trends
- Community Safety
- City Services
- Community Priorities
- Non-Service Dogs in Public Places
- Community Progress
- Information About the City
- Community Involvement

Due to the size of the raw exported data, tabular results and written comments for items, the survey is not attached but will be available on the City's website at [www.cityofcapecanaveral.org/survey](http://www.cityofcapecanaveral.org/survey) or by contacting Joshua Surprenant, Community Engagement Director, at (321) 868-1231 or [j.surprenant@cityofcapecanaveral.org](mailto:j.surprenant@cityofcapecanaveral.org).

Note that percentages have been rounded up or down to the nearest whole percent in this report. For raw data, please refer to the tabular results mentioned above.

# Survey Results

## Section 1: Demographics

### Resident Status

- Approximately 76% of respondents were full-time residents (60% homeowners and 16% renters)
- Approximately 25% of respondents were seasonal residents (22% homeowners and 3% renters)

### Housing Situation

- Approximately 63% of respondents lived in multi-family homes (46% with five or more units and 17% with two to four units)
- Approximately 36% of respondents lived in single-family homes
- About 2% lived in mobile homes

### Location of Residence

- Approximately 57% of respondents lived in the NE quadrant (East of State Road A1A and North of Polk Avenue)
- Approximately 21% in the NW quadrant (West of State Road A1A and North of Polk Avenue)
- Approximately 13% in the SE quadrant (East of State Road A1A and South of Polk Avenue)
- Approximately 9% in the SW quadrant (West of State Road A1A and South of Polk Avenue)

### Voting Registration

- Approximately 80% of respondents were registered to vote in Florida

### Work Status

- Approximately 40% of respondents work full time, but only 10% work in the City
- Approximately 47% are retired



## **Age**

- Nearly 95% of respondents were 35 or older
- Approximately 51% were 55 – 70
- Approximately 22% were 35 – 54
- About 21% were over 70

## **Students**

- Only approximately 2% of respondents were full-time students

## **Level of Education**

- Nearly 60% of respondents had at least a bachelor's degree (28% had a bachelor's and about 31% had a higher degree)
- Almost 90% had at least some college education

## **Household Income**

- Nearly 32% of respondents had a household income between \$100,000 and \$199,999
- About 52% had incomes between \$25,000 and \$99,999
- 28% were \$60,000 to \$99,999
- 24% were \$25,000 to \$59,999
- A little more than 10% had incomes above \$200,000

## **Adults in Household**

- About 72% of respondents lived in a household with two adults
- Nearly all others (23%) lived in a household with no other adults

## **Children in Household**

- Approximately 89% of respondents lived in a household with no children under 18
- Nearly all others had either one (5%) or two (4%) children under 18

## **Time in Cape Canaveral**

- Nearly 32% of respondents had lived in Cape Canaveral four years or less

- About 25% had lived in Cape Canaveral five to 10 years
- Almost 25% had lived in the City between 11 and 20 years
- About 18% had lived in the City for 20 or more years

## Section 2: City Amenities

### Importance of Fitness and Recreation

- About 52% of respondents indicated that fitness and recreational facilities and programs were either **Very Important** or **Extremely Important** to them
- Another 32% said they were **Somewhat Important**
- About 16% indicated that they were either **Not So Important** or **Not at All Important**

### Satisfaction with Fitness and Recreation

- Approximately 41% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with the fitness and recreational facilities and programs offered by the City
- About 49% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 11% were either **Dissatisfied** or **Very Dissatisfied**

### Participation in Fitness and Recreation Activities

- There were only five activities for which as many as 5% of respondents had participated any time in the past year: Tennis (9%), Yoga (7%), Beach Yoga (7%), Shuffleboard (6%) and Zumba (5%)

### Participation in City Leagues or Clubs

- The highest levels of participation were for the Health First Mayors' Fitness Challenge (9%), softball league (5%) and tennis league (4%)

### Visiting City Parks or Facilities

- The highest levels of visitation any time during the past year were for Manatee Sanctuary Park (81%), Banana River Park (67%), Canaveral City Park (49%) and Veterans Memorial Park (41%)

### **Importance of Special Events, Entertainment, Concerts and Festivals in the City**

- More than half (56%) of respondents indicated that special events, entertainment, concerts and festivals in the City were either **Very Important** or **Extremely Important** to them
- 36% said they were **Somewhat Important**
- 9% indicated that they were either **Not So Important** or **Not at All Important**

### **Satisfaction with Special Events, Entertainment, Concerts and Festivals in the City**

- Approximately 53% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with special events, entertainment, concerts and festivals in the City
- About 41% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 6% were either **Dissatisfied** or **Very Dissatisfied**

### **Attendance at City Events**

- The highest levels of attendance during the past year were for Friday Fest (59%), Street Eats (36%), Founders' Day (25%) and Community Nights in the Park (23%)

### **Importance of Activities for Children**

- 61% of respondents indicated that activities for children, such as Yoga in the Park, the Egg Hunt and the Monster Mash were either **Very Important** or **Extremely Important** to them
- 25% said they were **Somewhat Important**
- Approximately 15% indicated that they were either **Not So Important** or **Not at All Important**

### **Satisfaction with Activities for Children**

- Approximately 30% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with activities for children, such as Yoga in the Park, the Egg Hunt and the Monster Mash
- Nearly 70% said they were **Neither Satisfied nor Dissatisfied**
- Only 1% were either **Dissatisfied** or **Very Dissatisfied**

### **Importance of Public Library**

- Almost 90% of respondents indicated that the City having a public library was either **Very Important** or **Extremely Important** to them
- 7% said it was **Somewhat Important**
- Approximately 4% indicated that it was either **Not So Important** or **Not at All Important**

### **Satisfaction with the Cape Canaveral Public Library**

- Approximately 79% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with the Cape Canaveral Public Library
- Approximately 20% said they were **Neither Satisfied nor Dissatisfied**
- Fewer than 2% were either **Dissatisfied** or **Very Dissatisfied**

### **Library Card**

- Approximately 71% of respondents indicated that they have a Brevard County library card

## Section 3: City Environment and Aesthetics

### Importance of Community Cleanliness

- More than 99% of respondents indicated that they consider Community cleanliness, including having a litter-free beach and City streets, as either **Very Important** or **Extremely Important** to them

### Satisfaction with Community Cleanliness

- Approximately 73% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with Community cleanliness, including the removal of litter on the beach and on City streets
- Approximately 15% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 13% were either **Dissatisfied** or **Very Dissatisfied**

### Importance of Our Lagoon Being Environmentally Healthy

- Approximately 97% of respondents indicated that they consider our lagoon being environmentally healthy as either **Very Important** or **Extremely Important** to them

### Satisfaction with the Environmental Health of The Lagoon

- Approximately 13% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with the environmental health of the lagoon
- Approximately 23% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 64% were either **Dissatisfied** or **Very Dissatisfied**

### Importance of the City Addressing Climate Change

- Approximately 67% of respondents indicated that the City addressing the potential impacts of climate change and its effect on sustainability and resiliency is either **Very Important** or **Extremely Important** to them
- About 16% said it were **Somewhat Important**
- Approximately 17% indicated that it was either **Not So Important** or **Not at All Important**

### **Satisfaction with City Efforts to Address Climate Change**

- Approximately 19% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with efforts the City is making to address the potential impacts of climate change and its effect on sustainability and resiliency
- Approximately 69% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 13% were either **Dissatisfied** or **Very Dissatisfied**

### **Importance of the City Protecting Sea Turtles**

- Approximately 89% of respondents indicated that the City making an effort to protect sea turtles, nesting sites and hatchlings during nesting season (March 1 to October 31) is either **Very Important** or **Extremely Important** to them
- 9% said it was **Somewhat Important**
- Fewer than 3% indicated that it was either **Not So Important** or **Not at All Important**

### **Satisfaction with City Efforts to Protect Sea Turtles**

- Approximately 76% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with the City's efforts to protect sea turtles, nesting sites and hatchlings during nesting season (March 1 to October 31)
- Approximately 20% said they were **Neither Satisfied nor Dissatisfied**
- Fewer than 5% were either **Dissatisfied** or **Very Dissatisfied**

### **Importance of Easily Biking or Walking Safety on State Road A1A**

- Approximately 82% of respondents indicated that being able to safely and easily bike or walk on State Road A1A is either **Very Important** or **Extremely Important** to them
- 12% said it was **Somewhat Important**
- Only 7% indicated that it was either **Not So Important** or **Not at All Important**

### **Satisfaction with Biking or Walking Safety on State Road A1A**

- Approximately 21% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with the level of ease or safety they feel when biking or walking on State Road A1A

- Approximately 32% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 47% were either **Dissatisfied** or **Very Dissatisfied**

### **Importance of Easily Biking or Walking Safety Across State Road A1A**

- Approximately 88% of respondents indicated that being able to safely and easily bike or walk across State Road A1A is either **Very Important** or **Extremely Important** to them
- 10% said it was **Somewhat Important**
- Fewer than 3% indicated that it was either **Not So Important** or **Not at All Important**

### **Satisfaction with Biking or Walking Safety Across State Road A1A**

- Approximately 22% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with the level of ease or safety they feel when biking or walking across State Road A1A
- Approximately 28% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 51% were either **Dissatisfied** or **Very Dissatisfied**

### **Importance of Easily Biking or Walking Safety on Residential Streets**

- Approximately 93% of respondents indicated that being able to safely and easily bike or walk on residential streets in Cape Canaveral is either **Very Important** or **Extremely Important** to them
- 6% said it was **Somewhat Important**
- Only about 1% indicated that it was either **Not So Important** or **Not at All Important**

### **Satisfaction with Biking or Walking Safety on Residential Streets**

- Approximately 64% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with the level of ease or safety they feel when biking or walking on residential streets in Cape Canaveral
- Approximately 21% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 16% were either **Dissatisfied** or **Very Dissatisfied**



### **Importance of Attractive Streetscapes**

- Approximately 77% of respondents indicated that attractive streetscapes – such as those with pavers, planters, bus shelters, bicycle racks, wayfinding signage, solar lights, landscaping, etc. – throughout the City are either **Very Important** or **Extremely Important** to them
- 19% said they were **Somewhat Important**
- Only 4% indicated that they were either **Not So Important** or **Not at All Important**

### **Satisfaction with Level of Attractive Streetscapes**

- Approximately 70% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with the level of attractive streetscapes, such as N. Atlantic Avenue and Ridgewood Avenue
- Approximately 21% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 9% were either **Dissatisfied** or **Very Dissatisfied**

## Section 4: City Development Trends

### Importance of Redeveloping Blighted Areas

- Approximately 80% of respondents indicated that blighted areas in Cape Canaveral being redeveloped is either **Very Important** or **Extremely Important** to them
- 16% said it was **Somewhat Important**
- Only 4% indicated that it was either **Not So Important** or **Not at All Important**

### Satisfaction with the Redevelopment of Blighted Areas

- Approximately 18% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with the redevelopment of blighted areas in Cape Canaveral
- Approximately 50% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 32% were either **Dissatisfied** or **Very Dissatisfied**

### Satisfaction with Variety of Housing Choices Within the City

- Approximately 62% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with the variety of housing choices within the City (Multi-family and single-family homes, condos, townhouses, apartments, etc.)
- Approximately 28% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 10% were either **Dissatisfied** or **Very Dissatisfied**

### Affordable Housing in the City

- Approximately 45% of respondents **Strongly Agreed** or **Agreed** with the statement “There is adequate affordable housing in the City.”
- Approximately 34% said they **Neither Agreed nor Disagreed**
- Approximately 21% either **Disagreed** or **Strongly Disagreed**

### Problems with Housing

- Approximately 78% of respondents indicated they had not personally experienced any of several listed problems with their housing within the past 12 months

- Problems that were identified included: Affordability (10%), Security (10%), Adequacy (4%), Accessibility (3%) and Suitability (3%)

### **Importance of Green Space**

- Approximately 90% of respondents indicated that Cape Canaveral having green space, such as Manatee Sanctuary Park or the Community Garden is either **Very Important** or **Extremely Important** to them
- 8% said it was **Somewhat Important**
- Only 2% indicated that it was either **Not So Important** or **Not at All Important**

### **Satisfaction with Amount of Green Space in Cape Canaveral**

- Approximately 64% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with the amount of green space in Cape Canaveral
- Approximately 24% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 12% were either **Dissatisfied** or **Very Dissatisfied**

### **Importance of Using Zoning to Control How Land is Developed**

- Approximately 86% of respondents indicated that Cape Canaveral using zoning to control how land is developed in different parts of the City is either **Very Important** or **Extremely Important** to them
- 12% said it was **Somewhat Important**
- Only 3% indicated that it was either **Not So Important** or **Not at All Important**

### **Satisfaction with City Using Zoning to Control How Land is Developed**

- Approximately 40% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with how the City of Cape Canaveral uses zoning to control how land is developed in different parts of the City
- Approximately 43% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 18% were either **Dissatisfied** or **Very Dissatisfied**

### **Desired Mix of Businesses in the Community**

Given a list of 12 businesses (See tabular results.), respondents indicated whether they felt the City had the right amount of each business or whether they would like to see more of or less of that type of business.

- A majority of respondents indicated they were satisfied with the current mix
- A majority wanted more green space and parks (53%)
- A majority wanted more specialty restaurants (61%)
- Approximately 43% wanted more upscale chain restaurants
- Approximately 42% wanted more coffee shops
- A substantial minority wanted fewer hotels (35%) and fewer fast food restaurants (27%)

## Section 5: Community Safety

### Satisfaction with Overall Feeling of Safety in Cape Canaveral

- Approximately 69% of respondents indicated that they were either **Very Satisfied** or with their overall feeling of safety in Cape Canaveral
- Approximately 17% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 14% were either **Dissatisfied** or **Very Dissatisfied**

### Satisfaction with Overall Feeling of Safety in Own Neighborhood

- Approximately 78% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with their overall feeling of safety in their own neighborhood
- Approximately 10% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 12% were either **Dissatisfied** or **Very Dissatisfied**

### Satisfaction with Overall Feeling of Safety in Commercial Areas

- Approximately 72% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with their overall feeling of safety in Cape Canaveral's commercial areas, such as restaurants, gas stations, convenience stores and so forth
- Approximately 20% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 8% were either **Dissatisfied** or **Very Dissatisfied**

### Satisfaction with Overall Feeling of Safety in Public Places

- Approximately 77% of respondents indicated that they were either **Very Satisfied** or **Satisfied** with their overall feeling of safety in public places, such as Cape Canaveral parks, green spaces, playgrounds or the beach
- Approximately 16% said they were **Neither Satisfied nor Dissatisfied**
- Approximately 7% were either **Dissatisfied** or **Very Dissatisfied**

## Section 6: City Services

### Satisfaction with City Services

Given a list of nine City services (See tabular results.), respondents indicated their level of satisfaction with each service.

- Services with particularly high levels of satisfaction included:
  - Waste removal (77%)
  - Sheriff's service (74%)
  - Fire service (73%)
  - Ambulance/EMS (59%)
  - City of Cocoa Water (58%)
  - Sanitary sewer (58%)
- Services with more than 15% dissatisfaction included:
  - Redevelopment of blighted areas (33%)
  - Code enforcement (20%)
  - City of Cocoa Water (19%)
  - Stormwater (17%)

## Section 7: Community Priorities

### Importance of Various City Amenities

Given a list of seven City amenities (See tabular results.), respondents indicated how important they thought each amenity is.

- Each of the areas topped 60% of respondents who indicated either **Extremely Important, Very Important** or **Important**
- Two of the areas topped 90%: Traffic Flow on State Road A1A (98%) and Traffic Flow on Residential Streets (91%)

## Section 8: Non-Service Dogs in Public Parks

### Dog Ownership

- Approximately 33% of respondents own dogs

### Non-Service Dogs on the Beach

- Given three options, approximately 27% of the respondents indicated there should be **No Restrictions** in regard to non-service dogs on the beach
- The remainder of respondents were divided between **Restrictions on When and Where** (39%) and **Never Allowed on the Beach** (34%)

### Restrictions on Non-Service Dogs on the Beach

- Given four options for different types of possible restrictions regarding dogs on the beach, approximately 68% of the respondents indicated **Restrictions to Designated Areas**
- Approximately 51% indicated **Restrictions on Certain Hours** or **Being on a Short Leash**
- Restriction to **Certain Days** was chosen by approximately 14% of respondents

### Dog in Parks

- Given three options concerning areas in parks for dogs, approximately equal numbers of respondents preferred **Separate Parks** (43%) or **Sections of Existing Parks** (40%)
- The remainder Indicated **No** areas for dogs should be set up in parks (17%)



## Section 9: Community Progress

### City Progress Over Past 10 Years

Given a list of 12 areas (See tabular results.), respondents indicated how much progression or regression they had observed over the past 10 years.

- A majority of respondents indicated they had noted **A Lot of Progress** or **Some Progress** in all areas except City services (45%), Redeveloped property (45%) and Sustainability initiatives (41%)
- Four areas topped 70%: City streetscapes (73%), Bikeability and walkability (72%), Public buildings and public spaces (71%) and City green spaces, parks, and public facilities (71%)

## Section 10: Information About the City

### Use of Resources to Stay Informed About Local Government

Given a list of 15 resources to keep informed about happenings in local government (See tabular results), respondents indicated how often they used each resource to stay informed.

- Those sources with the most use included:
  - Word of mouth (63%)
  - City website (62%)
  - Attending City events (51%)
  - City Hall LED marquee (50%)
- Sources that substantial majorities never used included:
  - Attend Community brainstorming meetings (80%)
  - Watch advisory board meetings online (74%)
  - Attend advisory board meetings (71%)
  - Postings at City Hall (70%)

## **Satisfaction with Resources to Stay Informed About Local Government**

Given a list of 15 resources to keep informed about happenings in local government (See tabular results.), respondents indicated how pleased they were with each resource.

- Those sources with the most respondents indicating **Somewhat Pleased** or **Very Pleased** included:
  - City events (73%)
  - City website (72%)
  - City Hall LED marquee (65%)
  - City Community calendar (website) (59%)
  - City's official social media (53%)
- It is interesting to note that there were eight sources for which more than 50% of the respondents **Did Not Know About the Resource**:
  - Watching advisory board meetings online (66%)
  - Attending Community brainstorm meetings (65%)
  - Watching City Council meetings online (63%)
  - Attending advisory board meetings (61%)
  - Postings at City Hall (60%)
  - Nixle (robo call & text notifications) (58%)
  - Attending City Council meetings (51%)
  - The Weekly Update (51%)

## Section 11: Community Involvement

### Degree of Citizen Involvement

- Approximately 12% of respondents indicated they were either **Very Involved** (3%) or **Moderately Involved** (9%) in the Community
- Approximately 31% indicated they were **Somewhat Involved**
- About 29% were **Involved Only When It Directly Impacted Them** while 28% were **Not at All Involved**

### Participation in Community Involvement Activities

Given a list of 13 Community involvement activities (See tabular results.), respondents indicated which of them they participated in.

- There were five activities for which at least 1/3 of the respondents indicated they were involved:
  - Voting in national elections (80%)
  - Voting in City elections (70%)
  - Attending Friday Fest (63%)
  - Attending Street Eats (41%)
  - Attending City seasonal events (40%)

### Feelings About Degree of Citizen Involvement

- More than 1/2 of the respondents indicated they would either like to be **A Lot More Involved** (12%) or **A Little More Involved** (47%) in the Community
- Approximately 41% indicated they felt their level of **Involvement was Just Right**

### Preferred Method of Contact

Given a list of 12 methods for them to be contacted by the City (See tabular results.), respondents rank-ordered them as follows.

- The top choices (based on percent of respondents who placed that method in their top three ranks) were:
  - City website (62%)
  - Email (53%)

- City Hall LED marquee (50%)
- City events (48%)

### **Reasons for Non-Involvement**

From among six choices provided respondents (See tabular results.), the following were the major reasons given for not being more involved with the community.

- Work (44%)
- Family responsibilities (22%)
- Health or physical reasons (17%)
- Satisfaction with City progress (11%)

## Section 12: Additional Comments

The last item on the survey invited respondents to make any additional comments. Following are the major themes among the 342 individual comments. The number of responses falling under that theme is in parentheses.

- The respondent likes or loves living in Cape Canaveral. (60)
- The respondent is grateful to the City's leadership for the progress that has been made. (49)
- The respondent appreciates that the Community survey was conducted. (31)
- There are issues of traffic, safety, redevelopment and aesthetics on State Road A1A that need to be addressed. (23)
- The focus should be more on maintaining a small-town atmosphere than attracting tourism. (18)
- Blight and redevelopment continue to be issues that should be addressed. (16)
- There is a drug or crime problem that needs to be addressed. (15)
- There is a lack of enforcement (code, speed limits, parking). (9)
- Beautification and cleanliness efforts are important. (8)
- Conservation, the environment, and sustainability are important. (8)
- Dogs should not be allowed on the beach. (7)
- Addressing the vitality of the lagoon is important. (7)
- There is a need for more sheriff patrols. (6)
- There is a problem with peafowl. (6)