



City of Sanford Community Survey 2023

Report of Results

November 2023



1241 John Q. Hammons Dr., Suite 203
Madison, WI 53717
info.polco.us • 608-709-8683

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Executive Summary

Summary of Survey Methods

The 2023 Sanford Community Survey provided residents the opportunity to rate the characteristics of the City of Sanford, as well as the quality of service delivery and overall workings of local government. The survey also permitted residents to provide feedback to government on what is working well and what is not, and to share their priorities for community planning and resource allocation.

Surveys were mailed to 2,800 randomly selected resident households in August 2023. A total of 365 surveys were completed, yielding a response rate of 14%. In addition to the scientific survey of randomly selected households, a link to an online, community-wide, open participation survey was publicized through various channels, including the Sanford website and social media. This open participation survey was identical to the scientific survey and open to all Sanford residents, and 305 responses were received. The key findings and body of this report focus on the 365 responses to the scientific survey; the results to the open-participation survey have been provided separately in *Appendix G: Open Participation Survey Results*.

Survey results were weighted so that respondent gender, age, housing unit type (attached or detached), housing tenure (rent or own), race, and ethnicity were represented in proportions reflective of the entire adult population of the city. The margin of error is plus or minus five percentage points around any given percentage point reported for all survey respondents.

Sanford also elected to have its results compared to those of other jurisdictions around the nation and to a subset of other Florida communities. Comparisons are made possible through a national benchmark database created and maintained by Polco/National Research Center (NRC). This database contains resident perspectives gathered in resident surveys from over 500 jurisdictions over the past five years.

Key Findings

Sanford residents are satisfied with most characteristics of the community and are likely to recommend and remain living in the city.

- Nearly three-quarters of survey respondents rated the quality of parks and recreation opportunities in Sanford as excellent or good. About 6 in 10 respondents positively rated the quality of the natural environment and bike paths in Sanford as well as the overall design or layout of Sanford's residential and commercial areas.

- Roughly half of residents gave high marks to the quality of walking paths in Sanford, health and wellness opportunities in Sanford, opportunities for education, culture, and the arts, the economic health of Sanford, and the feeling of safety in Sanford.
- Ratings of community characteristics were similar to the national benchmarks except for the overall quality of the utility infrastructure, which was rated positively by about 4 in 10 residents and was lower than the national benchmark.
- When compared to other communities in Florida, ratings were either similar or lower than the benchmarks. Items rated lower included overall economic health, the overall quality of the utility infrastructure, and overall health and wellness opportunities.
- Eight in 10 survey respondents indicated that they would be very or somewhat likely to remain in Sanford for the next five years and to recommend living in Sanford to someone who asked. Both ratings were similar to national and Florida benchmark comparisons

While some aspects of safety in Sanford are highly rated, residents indicate areas of improvement with crime and crime prevention.

- At least 7 in 10 Sanford residents indicated that they felt very or somewhat safe in Sanford's downtown/commercial area, in their neighborhood, in Sanford parks, and from fire, flood, or other natural disasters. About two-thirds of residents indicated that they felt safe from violent crime, while half felt safe from property crime. Ratings of feelings of safety from property and violent crime were lower than the national and Florida benchmarks.
- Residents were also asked to evaluate several public safety services. The two highest-rated services were fire services (90% excellent or good) and emergency medical services (EMS) (81%). Police response time, police services overall, public safety services overall, fire prevention and education, police community engagement, and disaster response and restoration services were rated positively by at least 7 in 10 respondents. Finally, 6 in 10 residents rated traffic enforcement as either excellent or good, and half positively rated crime prevention.
- Sanford residents gave ratings for public safety services that were similar to the national and Florida benchmarks, except for crime prevention, which was rated lower than the Florida benchmark.

Many City services are highly valued, but water-related services are a priority for residents.

- About 8 in 10 Sanford residents positively rated garbage and recycling collection. Additionally, 7 in 10 respondents rated traffic signs and speed bumps as either excellent or good. At least 6 in 10 respondents gave high marks to streetlight repairs and maintenance, sewer service, overall Utilities customer service, and responsiveness to service requests.
- Around half of residents positively rated stormwater maintenance, potholes and asphalt repair, and the accuracy of utility bills as either excellent or good.
- About 4 in 10 rated water quality highly; this rating was much lower than the national benchmark and lower than the Florida benchmark.
- Community members were also asked to choose from a list what they thought should be the three highest priorities for the Public Works and Utilities Department priorities. Over 8 in 10 respondents selected water quality as one of the top three priorities, and this was the most frequently selected service. About half selected stormwater maintenance, which was the second most-frequently selected priority.

Parks are widely used by residents, but few participate in Sanford's highly rated recreation programs.

- Over three-quarters of residents indicated that they visit parks. Of those survey respondents, about 1 in 10 indicated that they visited a park daily, while about 3 in 10 reported visiting a park on a weekly basis. Four in 10 respondents indicated that they visited a park monthly, while about 2 in 10 residents indicated that they rarely visit parks in Sanford.
- The most popular reason for visiting parks was for walking (selected by 83% of respondents). More than half indicated that they visit parks to relax, and 4 in 10 to attend special events or for sightseeing. Around 3 in 10 indicated that they bring their children to parks, bike, exercise or jog, or to walk their dog.
- Park visitors were also asked to rate several aspects of Sanford parks. About 8 in 10 respondents rated the amount of space available for park activities and the overall condition of the park courts as excellent or good, while 7 in 10 positively rated the overall cleanliness of the park and the overall condition of the playground equipment.
- Only about 1 in 10 respondents indicated they, or someone in their family, participated in a youth or adult recreation program offered by the City of Sanford; however, more than 9 in 10 respondents who participated in programs felt that the quality of both adult and youth programs was either excellent or good.

- About 7 in 10 respondents or more positively rated the value of recreational programs and activities, special events in the City of Sanford, the expertise and professionalism of Recreation Division staff, and the condition of City owned and operated recreation facilities (buildings), and the condition of outdoor athletic facilities. About two-thirds were pleased with the ease of registration for recreational programs and activities and the variety of recreational programs and activities.
- Finally, survey respondents were asked to indicate when they last visited several City facilities. Two-thirds of residents indicated that had visited the Sanford Marina within the last year. About 2 in 10 residents indicated that they visited the splash pad or the Sanford Museum within the last year, and about 1 in 10 residents indicated that they had visited the Mayfair Golf Course, the baseball stadium, the Senior Center, or the public pool (Larry A. Dale Aquatic Center) within the last year.

Survey Background

The City of Sanford contracted with Polco/National Research Center (NRC) to conduct a community-wide resident survey. The primary goal of the survey was to assess the attitudes and opinions of residents by:

- Evaluating City programs and services.
- Identifying issues facing the City.
- Comparing survey results to other communities across the nation.
- Establishing trendlines to measure government performance over time.

The Sanford Community Survey serves as a consumer report card for Sanford by providing residents the opportunity to rate characteristics of the city, as well as the community's amenities, service delivery and their satisfaction with local government. Residents also provide feedback on what is working well and what is not, and communicate their priorities for community planning and resource allocation.

Focus on the quality of service delivery helps council, staff, and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Sanford City government, helping to assure maximum service quality over time.

This type of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

This was the first iteration of the Sanford Community Survey.

Survey Administration

A postcard was mailed to 2,800 Sanford households, selected at random, notifying residents that they had been chosen to participate in the survey. A paper copy of the survey followed in the mail after one week, followed by a reminder postcard one week later. Both postcards included a web link so that residents could take the survey online, if desired. There were 117 respondents to the mailed questionnaire (with 139 undeliverable addresses), yielding a response rate of 14%. In addition to the scientific, random sample, a link to an online "opt-in" survey was publicized through various channels including the Sanford website and social media. This opt-in survey was identical to the scientific survey and open to all Sanford residents. A total of 305 online surveys were completed in that effort. The key findings and body of this report focus on the 365 responses to the scientific survey; the results to the open-participation survey have been provided separately in *Appendix G: Open Participation Survey Results*. The margin of error is plus or minus five percentage points around any given percentage for all respondents.

Survey results were weighted so that respondent gender, age, housing unit type (attached or detached), housing tenure (rent or own), race, and ethnicity were represented in the proportions reflective of the entire city. More information about the survey methodology can be found in *Appendix F: Survey Methodology*.

How the Results Are Reported

For the most part, the full set of frequencies or the “percent positive” are presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “strongly support” and “somewhat support,” etc.).

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Complete Survey Frequencies* and is discussed in the body of this report if it is 30% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted, a single response does not total to exactly 100%, it is due to the customary practice rounding values to the nearest whole number.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The margin of error for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (N=365).

Comparison of Results By Subgroups

Selected survey results were compared by race and ethnicity, respondent length of residency, age, gender, housing unit type (attached or detached), housing unit tenure (rent or own) and income. These crosstabulations are summarized and presented in tabular form in *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*. For each pair of subgroups that has a statistically significant difference, an upper-case letter denoting significance is shown in the category with the larger column proportion.

Comparing Survey Results to Other Communities

NRC's database of comparative resident opinion comprises resident perspectives gathered in community surveys from approximately 500 communities whose residents evaluated their services. Communities to which Sanford was compared can be found in *Appendix E: Detailed Benchmark Comparisons*. National benchmark comparisons and Florida benchmark comparisons have been provided when similar questions on the Sanford survey are included in NRC's database, and there were at least five communities in which the question was asked.

Where comparisons for quality ratings were available, Sanford's results were generally noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a comparison of Sanford's rating to the benchmark where a rating is considered "similar" if it is within the standard margin of error (10 points or less on the 100-point scale); "higher" or "lower" if the difference between Sanford's rating and the benchmark is greater than 10 points but 20 points or less; and "much higher" or "much lower" if the difference between Sanford's rating and the benchmark is more than twice the standard margin of error (greater than 20 points). Comparisons for a number of items on the survey were not available in the benchmark database; these items are excluded from the benchmark tables.

Survey Findings

Characteristics of Sanford

The City of Sanford Community Survey contained a set of questions related to overall characteristics of the community, ranging from the overall quality of parks and recreation opportunities to the overall quality of health and wellness opportunities, and the overall feeling of safety in Sanford. Survey respondents also were asked to indicate how likely they would be to remain in the community and to recommend it to others.

Community Characteristics

Nearly three-quarters of survey respondents rated the quality of parks and recreation opportunities in Sanford as excellent or good. About 6 in 10 respondents positively rated the quality of the natural environment and bike paths in Sanford as well as the overall design or layout of Sanford's residential and commercial areas. Roughly half of residents gave high marks to the quality of walking paths in Sanford, health and wellness opportunities, opportunities for education, culture, and the arts, the economic health of Sanford, and the feeling of safety in the city. The lowest-rated community characteristic, the overall quality of the utility infrastructure, received favorable scores from about 4 in 10 survey respondents.

Where comparisons to the benchmarks were available, ratings of community characteristics were similar to the national averages except for the overall feeling of safety and the overall quality of the utility infrastructure in Sanford, both of which were lower than the national benchmarks (See Figure 2 on page 14). When compared to a subset of peer communities in Florida, ratings were either similar to or lower than the benchmarks. Items rated lower than the peer comparisons included economic health, the quality of the utility infrastructure, the feeling of safety in Sanford, and health and wellness opportunities (see *Appendix E: Detailed Benchmark Comparisons* for more information on the benchmark comparisons).

Survey results were also compared by select respondent demographic characteristics. Those earning between \$100,000 and \$199,999 per year were more likely than those who had higher or lower annual household incomes to positively rate the overall quality of parks and recreation opportunities, while men were more likely than women to positively rate the quality of the natural environment. Residents between the ages of 18-34 were more likely than those 35 or older to positively rate bike paths in Sanford, and those who had lived in Sanford for five years or less were more likely than their counterparts to favorably rate the overall design or layout of Sanford's residential and commercial areas. Those with an annual income of less than \$100,000 were more likely than their counterparts to rate the overall quality of the utility infrastructure as excellent or good (see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics* for more detailed information on differences in opinion by demographic subgroups).

Figure 1: Community Characteristics

Please rate each of the following characteristics as they relate to Sanford as a whole.

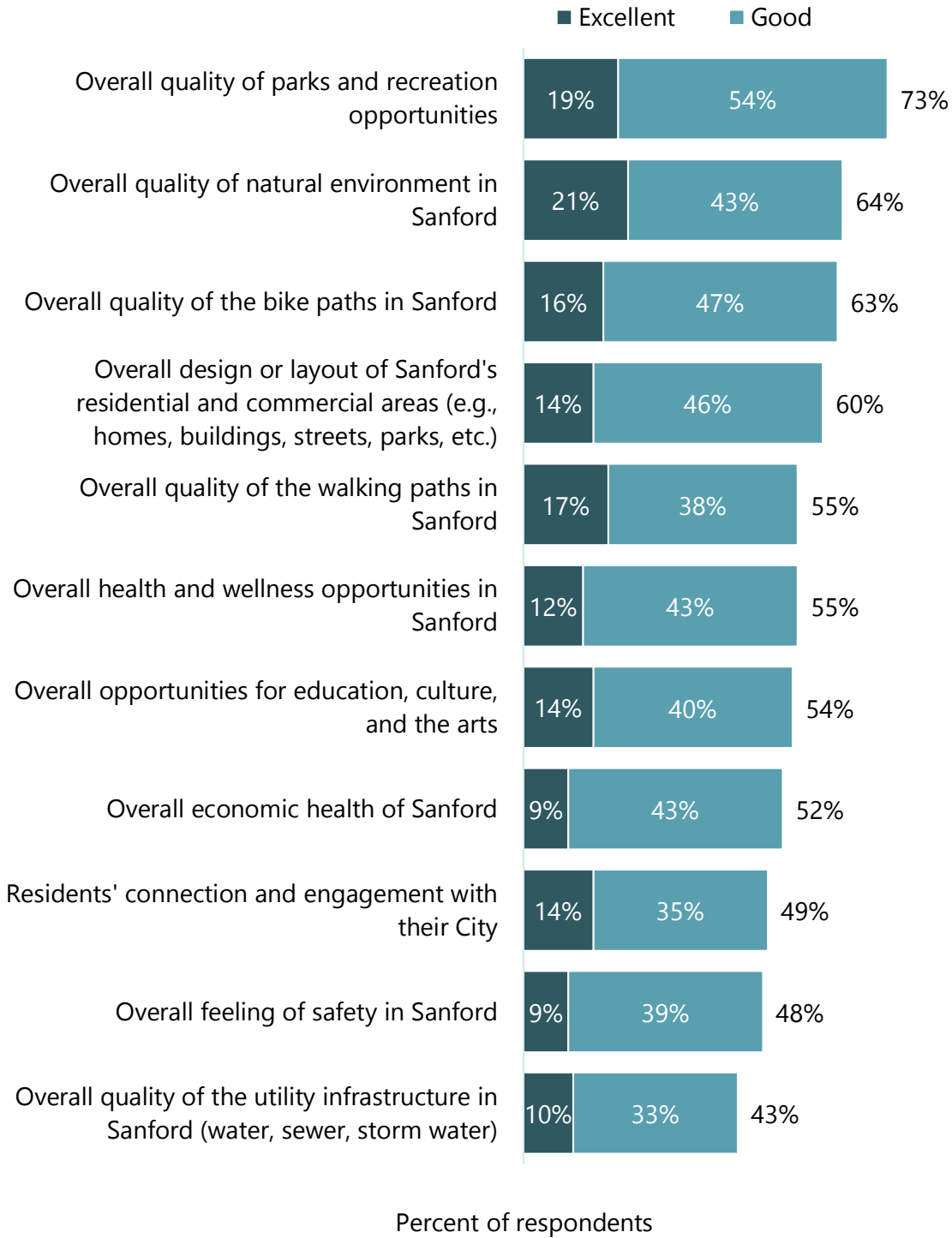


Figure 2: Community Characteristics Benchmarks

Please rate each of the following aspects of quality of life in Sanford:	National benchmark	Florida benchmark
Overall economic health of Sanford	Similar	Lower
Overall design or layout of Sanford's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Similar	Similar
Overall quality of the utility infrastructure in Sanford (water, sewer, storm water)	Lower	Lower
Overall feeling of safety in Sanford	Lower	Lower
Overall quality of natural environment in Sanford	Similar	Similar
Overall quality of parks and recreation opportunities	Similar	Similar
Overall health and wellness opportunities in Sanford	Similar	Lower
Overall opportunities for education, culture, and the arts	Similar	Similar

Likelihood to Recommend and Remain Living in Sanford

Eight in 10 survey respondents indicated that they would be very or somewhat likely to remain in Sanford for the next five years and to recommend living in Sanford to someone who asked. Both ratings were similar to national and Florida benchmark comparisons (See Figure 4 on the following page).

Residents who lived in detached housing or who were homeowners were more likely than those who lived in attached housing or who rented their homes to both recommend living in Sanford and remain in Sanford for the next five years. Those who earned between \$100,000 and \$199,999 were more likely than those who earned more or less money to recommend living in Sanford to someone who asked. Survey respondents who identified as white were more likely than nonwhite residents to recommend living in Sanford.

Figure 3: Residential Stability Compared by Year

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

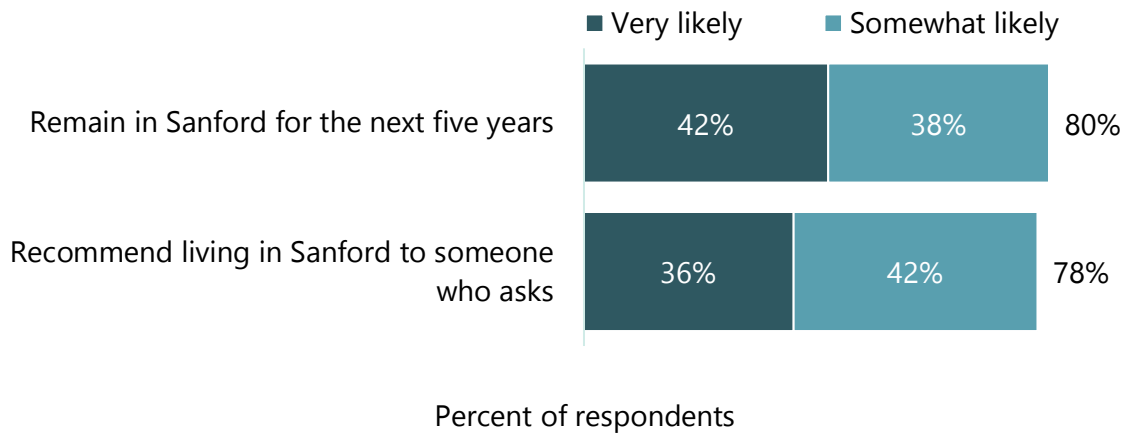


Figure 4: Residential Stability Benchmarks

Please indicate how likely or unlikely you are to do each of the following:	National benchmark	Florida benchmark
Recommend living in Sanford to someone who asks	Similar	Similar
Remain in Sanford for the next five years	Similar	Similar

Safety

Survey respondents were asked about their feelings of safety in Sanford, as well as public safety services and emergency preparedness.

Feelings of Safety

At least 7 in 10 Sanford residents indicated that they felt very or somewhat safe in Sanford’s downtown/commercial area, in their neighborhood, in Sanford parks, and from fire, flood, or other natural disasters. About two-thirds of residents indicated that they felt safe from violent crime, while half felt safe from property crime. Ratings of feelings of safety from property and violent crime were lower than the national and Florida benchmarks (see Figure 6 on page 17).

Comparisons by demographic subgroups revealed that residents who identified as Hispanic were less likely to feel safe from violent crime compared to those who identified as not Hispanic. Those who earned between \$50,000-\$99,999 were more likely than those who earned less than \$50,000 or at least \$200,000 to feel safe in their neighborhood. Similarly, those who had lived in Sanford for 6-10 years were more likely than those who had lived in Sanford for more or less time to feel safe in their neighborhood.

Figure 5: Feelings of Safety

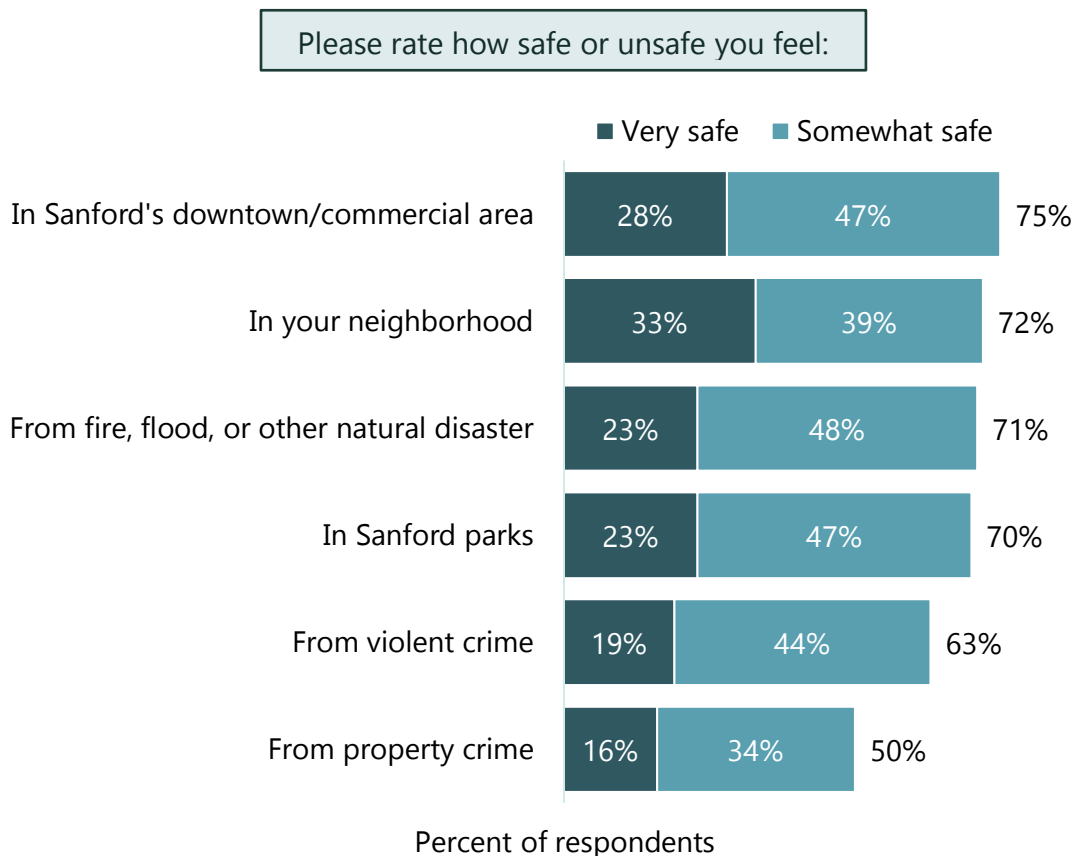


Figure 6: Feelings of Safety Benchmarks

Please rate each of the following characteristics as they relate to Sanford as a whole:	National benchmark	Florida benchmark
From fire, flood, or other natural disaster	Similar	Similar
From violent crime	Lower	Lower
From property crime	Lower	Lower

Public Safety Services

Residents were also asked to evaluate several public safety services (see Figure 7 on the following page). The two highest-rated services were fire services (90% excellent or good) and emergency medical services (EMS) (81%). Police response time, police services overall, public safety services overall, fire prevention and education, police community engagement, and disaster response and restoration services were rated positively by at least 7 in 10 respondents. Finally, 6 in 10 residents rated traffic enforcement as either excellent or good, and half positively rated crime prevention. At least 30% of respondents said “don’t know” when rating the following services: police response time (33% “don’t know”), fire services (30%), fire prevention and education (41%), and emergency medical services (EMS) (32%). The responses presented in the body of the report are for those who had an opinion. The full set of responses, including “don’t know”, can be found in *Appendix B: Complete Survey Frequencies*.

Sanford residents gave ratings for public safety services that were similar to the national and Florida benchmarks, except for crime prevention, which was lower than the Florida benchmark (see Figure 8 on page 18).

Where there were differences, respondents between 18-34 were more likely to positively rate aspects of public safety than those who were 35 or older. Those identifying as not white were more likely than those identifying as white to positively rate police response time. Where there were differences, those who had lived in Sanford for more than 20 years were less likely to positively rate aspects of public safety than those who had lived in the city for less time. Residents living in attached housing were more likely than their counterparts to positively rate crime prevention, while homeowners were more likely than renters to positively rate emergency medical services.

Figure 7: Public Safety Services

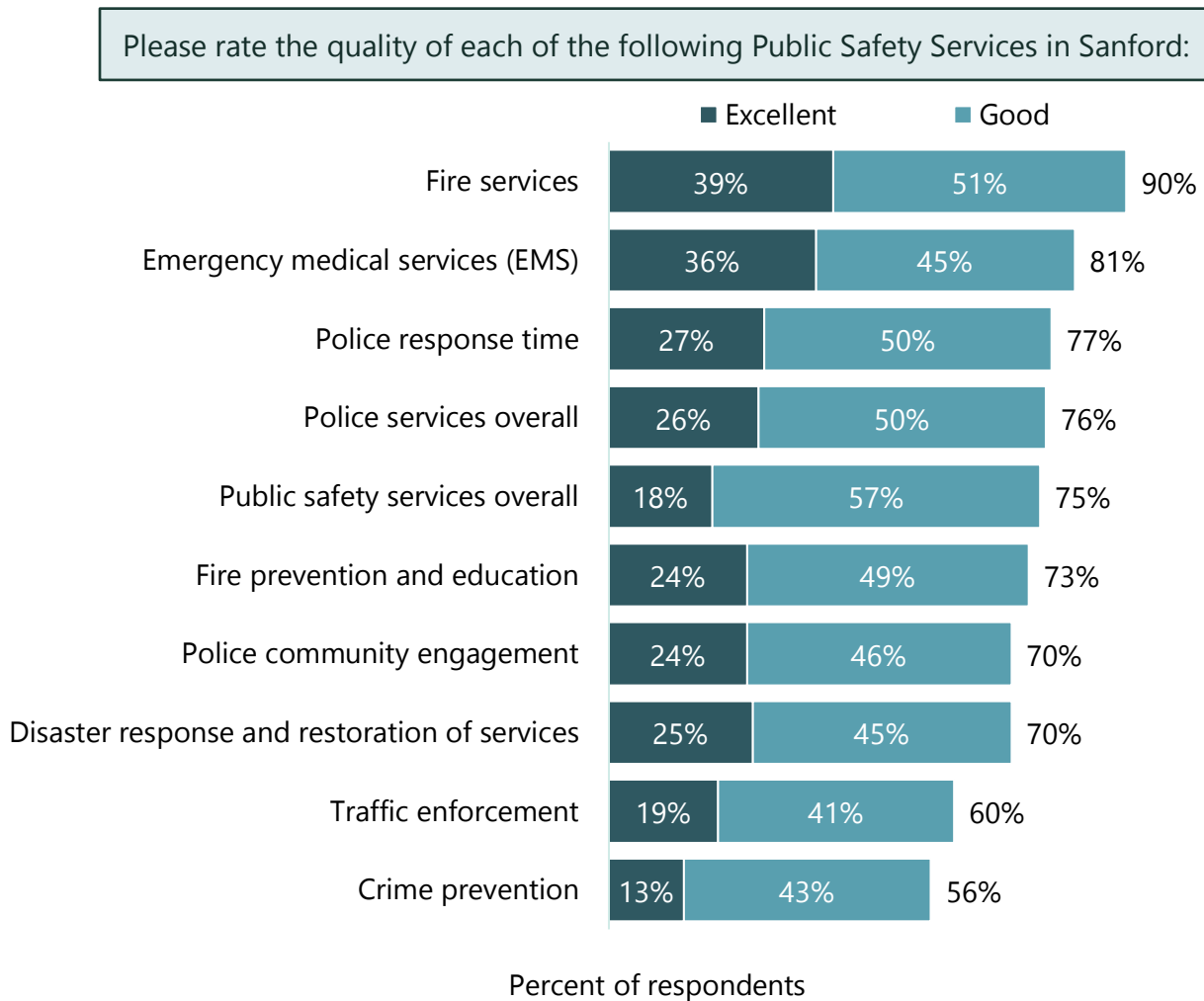


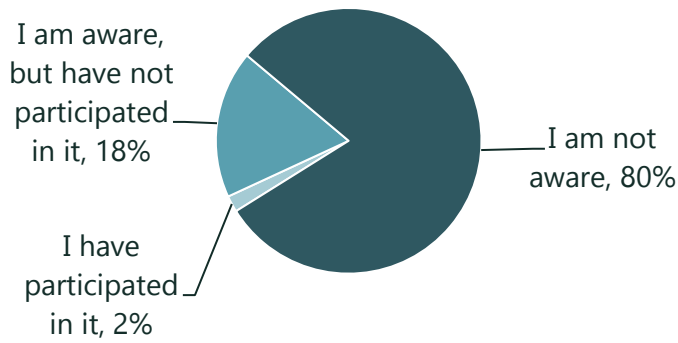
Figure 8: Public Safety Benchmarks

Please rate the quality of each of the following Public Safety Services in Sanford:	National benchmark	Florida benchmark
Police services overall	Similar	Similar
Crime prevention	Similar	Lower
Emergency medical services (EMS)	Similar	Similar
Fire services	Similar	Similar
Fire prevention and education	Similar	Similar
Traffic enforcement	Similar	Similar

Respondents were also asked about their familiarity with the paramedicine (medical care outreach) program. About 2 in 10 residents indicated that they were aware of the program, while 8 in 10 were not aware of it. Only 2% of survey respondents had participated in the paramedicine program. Those who identified as Hispanic or earned less than \$50,000 were more likely than their counterparts to have familiarity with the paramedicine program.

Figure 9: Familiarity with the Paramedicine Program

How familiar are you, if at all, with the paramedicine (medical care outreach) program?



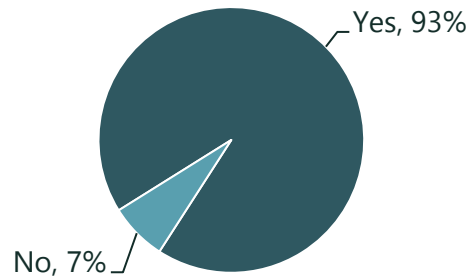
Percent of respondents

Survey respondents were also asked about smoke detectors in their home and preparedness for a major disaster. About 9 in 10 residents indicated that they had working smoke detectors installed throughout their home, while 1 in 10 did not. Meanwhile, about half of residents indicated that they currently keep their home stocked with 7 days’ worth of supplies in case of a major disaster. About 2 in 10 did not keep their homes stocked with emergency supplies, and 3 in 10 responded “maybe”.

Renters and those living in attached housing were more likely to have working smoke detectors installed throughout their home than homeowners and those living in attached housing, while homeowners were more likely than renters to indicate that they kept their home stocked with 7 days’ worth of supplies in case of a major disaster.

Figure 10: Working Smoke Detectors

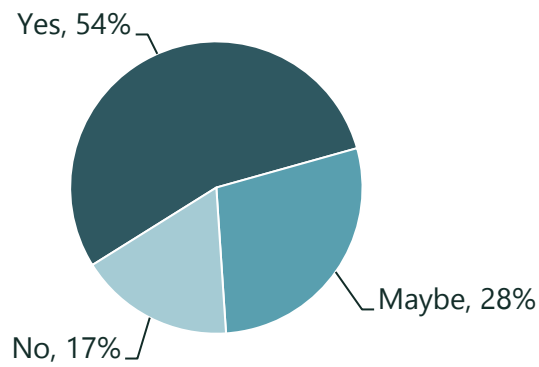
Do you have working smoke detectors installed throughout your home?



Percent of respondents

Figure 11: Home Stocked with Supplies

Do you currently keep your home stocked with 7 days' worth of supplies in case of a major disaster?



Percent of respondents

City Services

The 2023 City of Sanford Community Survey included questions regarding services provided by the City, as well as public works and utility priorities.

Services

About 8 in 10 Sanford residents positively rated garbage and recycling collection. Additionally, 7 in 10 respondents rated traffic signs and speed bumps as either excellent or good. At least 6 in 10 respondents gave high marks to streetlight repairs and maintenance, sewer service (lower than the national benchmark, but similar to the Florida benchmark), overall Utilities customer service, and responsiveness to service requests. Around half of residents positively rated stormwater maintenance (lower than the national benchmark, but similar to the Florida benchmark), potholes and asphalt repair (similar to both national and Florida benchmarks), and the accuracy of utility bills as either excellent or good. About 4 in 10 rated water quality highly; this rating was much lower than the national benchmark and lower than the Florida benchmark.

Renters and residents living in attached housing were generally more likely to positively rate City services than homeowners or those living in detached housing. Those who had lived in Sanford for five years or less were more likely than their counterparts to highly rate stormwater maintenance. Those who identified as white were more likely to give favorable marks to streetlight repairs and maintenance and responsiveness to service requests than nonwhite residents, while those who identified as not white were more likely to give high marks to potholes and asphalt repair than those who were white. Hispanic residents were more likely to positively rate stormwater maintenance, while those who identified as not Hispanic were more likely to positively rate garbage collection and recycling collection. Finally, men were more likely than women to give high marks to potholes and asphalt repair and water quality, while women were more likely than men to rate traffic signs and speed bumps as excellent or good.

Figure 12: City Services

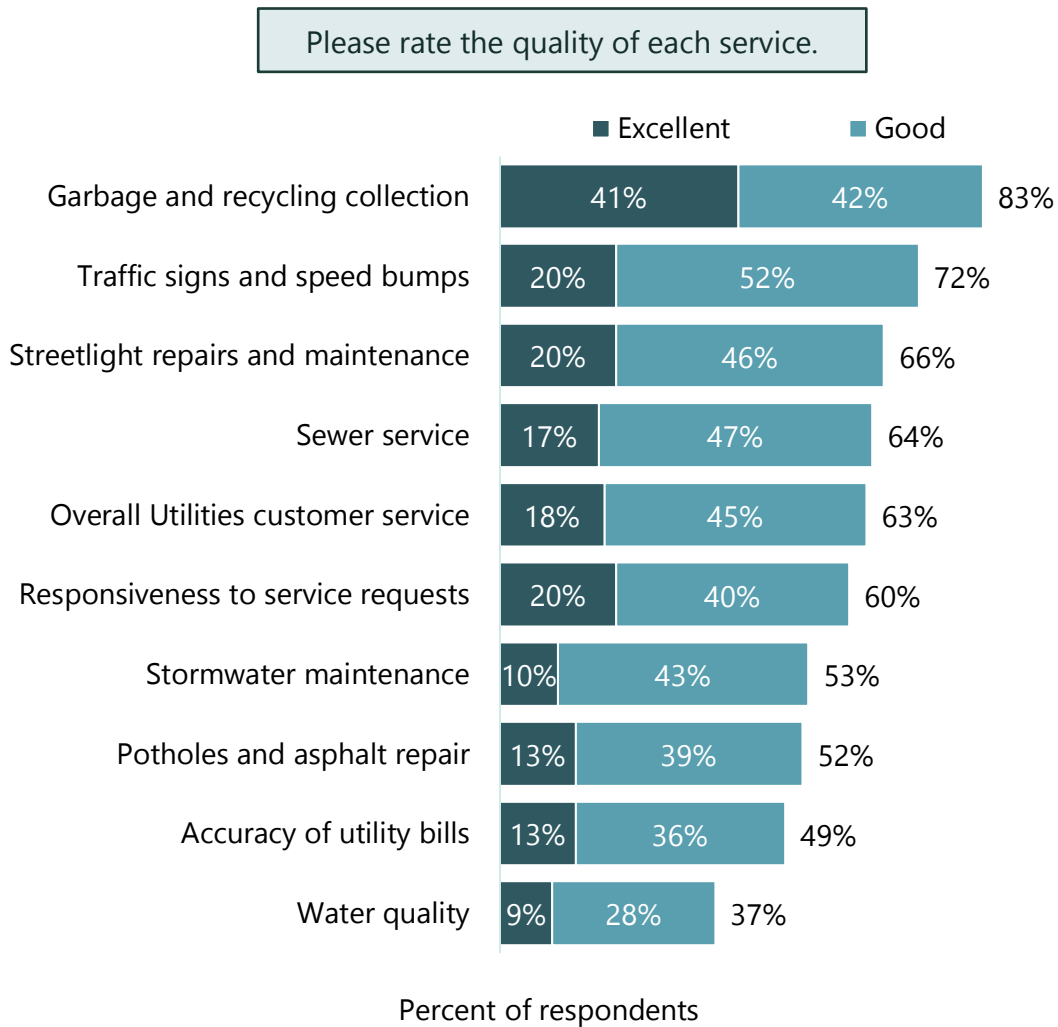


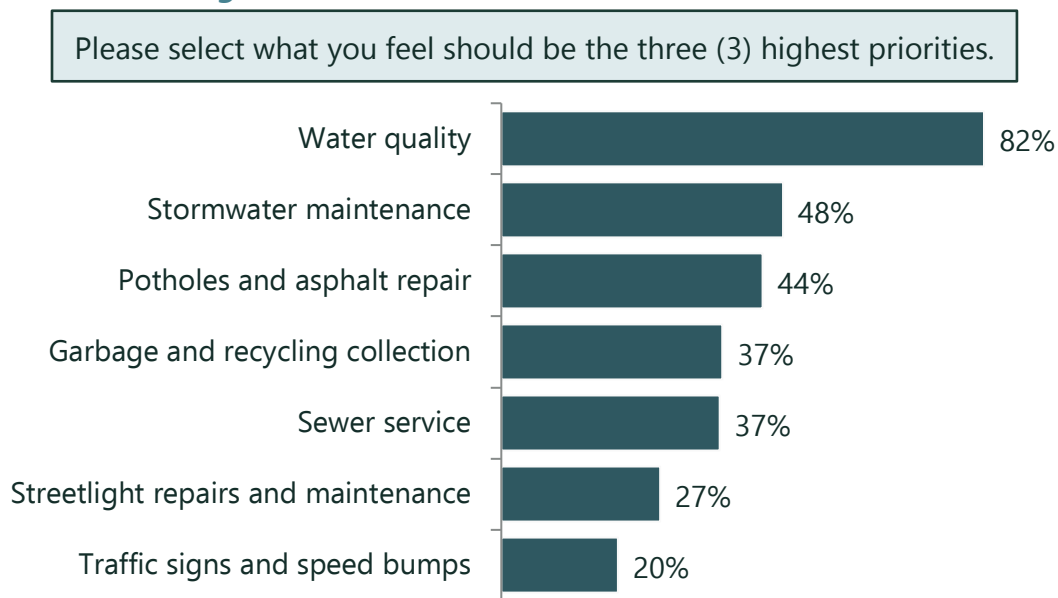
Figure 13: City Services Benchmarks

Please rate the quality of each service.	National benchmark	Florida benchmark
Potholes and asphalt repair	Similar	Similar
Water quality	Much lower	Lower
Sewer service	Lower	Similar
Stormwater maintenance	Lower	Similar

Public Works and Utilities Priorities

Community members were also asked to choose from a list what they thought should be the three highest priorities for the Public Works and Utilities Department. Over 8 in 10 respondents selected water quality as one of the top three priorities, and this was the most frequently selected service. About half selected stormwater maintenance, while 4 in 10 chose potholes and asphalt repair. More than 3 in 10 residents selected garbage and recycling collection or sewer service. Fewer than 3 in 10 chose either streetlight repairs and maintenance or traffic signs and speed bumps. The total in Figure 14 below exceeds 100%, as respondents were able to select up to three responses.

Figure 14: Public Works and Utilities Priorities



Percent of respondents

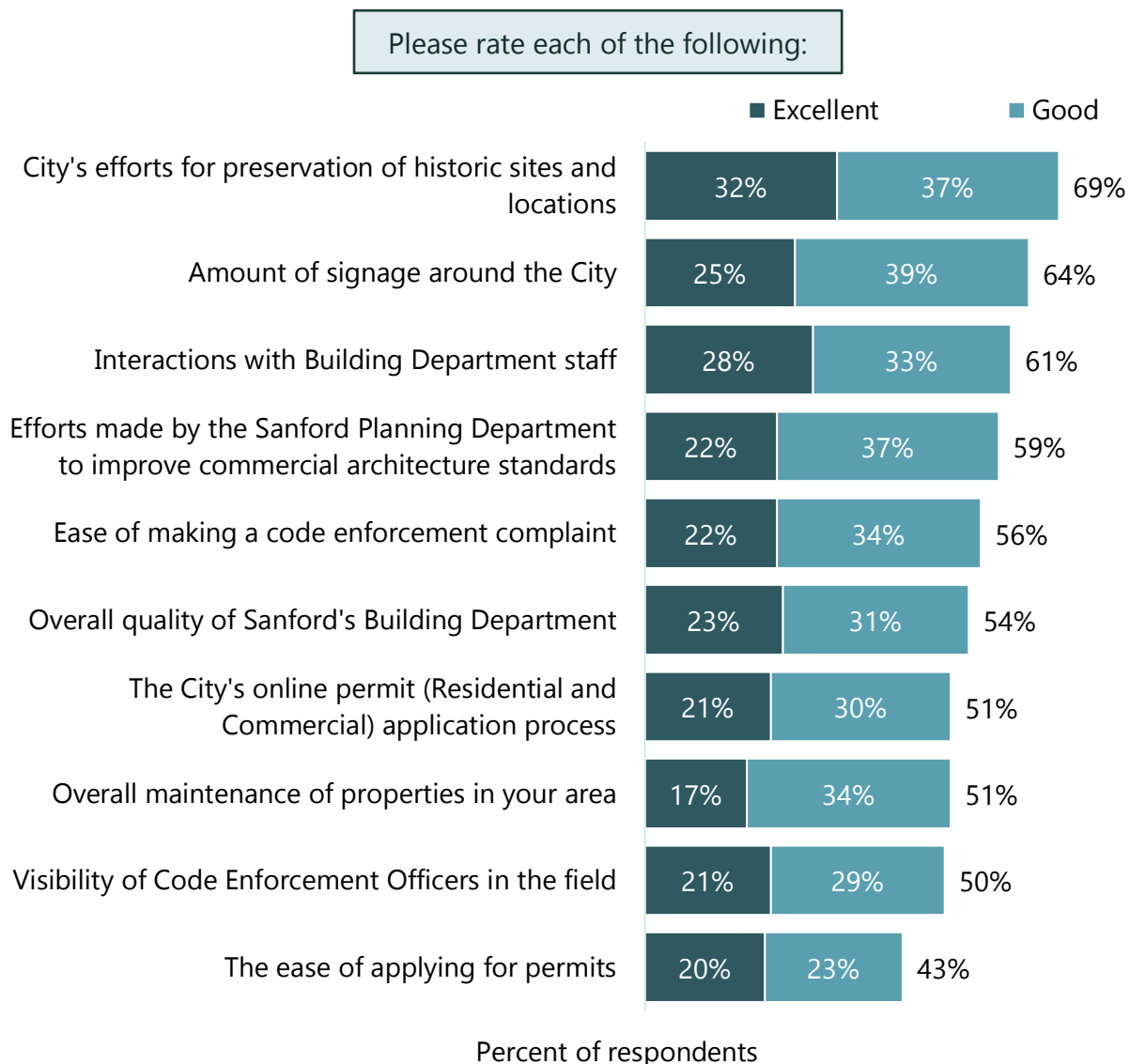
Total may exceed 100% as respondents could select more than one option.

Building, Planning, and Code Enforcement

Survey respondents also rated various building, planning, and code enforcement services in Sanford. About 6 in 10 residents or more positively rated the City’s efforts for preservation of historic sites and locations, the amount of signage around the city, interactions with Building Department staff, and efforts made by the Sanford Planning Department to improve commercial architecture standards. At least half of respondents positively rated the ease of making a code enforcement complaint, the overall quality of Sanford’s Building Department, the City’s online permit application process, the overall maintenance of properties in their area, and the visibility of Code Enforcement Officers in the field. About 4 in 10 survey respondents rated the ease of applying for permits as excellent or good.

When evaluating differences in opinion by demographic subgroups, Hispanic residents were more likely than those who identified as not Hispanic to positively rate the ease of applying for permits and efforts made by the Sanford Planning Department to improve commercial architecture standards. Those who identified as white were more likely than nonwhite residents to give high marks to the amount of signage around the city and the City's efforts for preservation of historic sites and locations. Those living in attached housing were more likely than those living in detached housing to give favorable marks to the City's online permit application process, the ease of applying for permits, and the overall maintenance of properties in their area. Renters were more likely than homeowners to rate the overall maintenance of properties in their area as excellent or good, while homeowners were more likely than renters to positively rate the City's efforts for preservation of historic sites and locations.

Figure 15: Building, Planning, and Code Enforcement Services



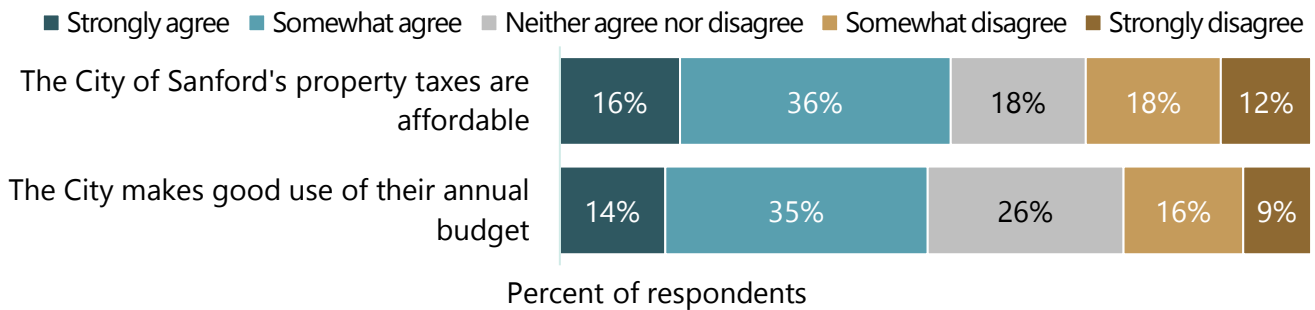
Budget and Taxes

Community members were asked questions related to taxes, the annual budget, and investment in public art. About half of residents strongly or somewhat agreed that the City makes good use of their annual budget (with one-quarter strongly or somewhat disagreeing), and half agreed that the City of Sanford’s property taxes are affordable (with 3 in 10 disagreeing). Roughly 2 in 10 neither agreed nor disagreed with either of these statements.

Those living in attached housing were more likely than those who lived in detached housing to agree that the City of Sanford’s property taxes are affordable; other differences in opinion by demographic subgroups were not observed.

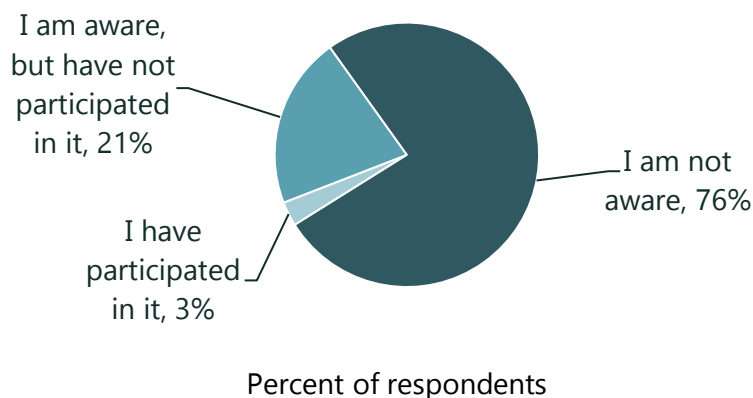
Figure 16: Budget and Taxes

Please rate your level of agreement with the following statements.



When asked whether they were familiar with the City’s public participation budget process, only 3% indicated they had participated in it. About 2 in 10 indicated that they were aware of the process but had not participated, while about three-quarters of respondents indicated that they were unaware of the public participation budget process. Men, homeowners, and those identifying as Hispanic were more likely to be familiar with the City’s public participation budget process than other residents.

Figure 17: Familiarity with Public Participation Budget Process

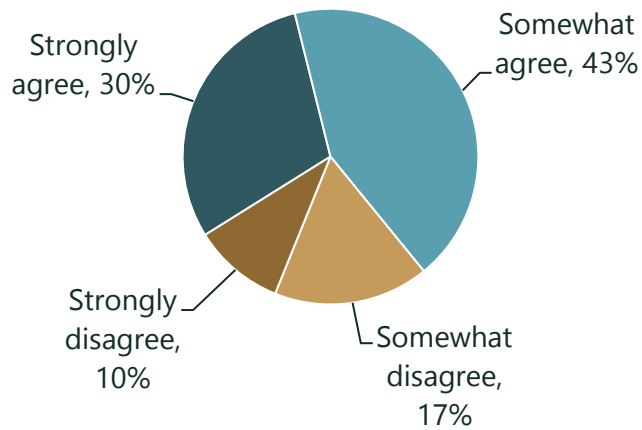


Public Art

Most Sanford residents (73%) strongly or somewhat agreed that the City should invest in more public art. Nearly 2 in 10 somewhat disagreed, while 1 in 10 strongly disagreed with investing in more public art. Those who identified as Hispanic, women, renters, and those living in attached housing were more likely than their counterparts to agree that the City should invest in more public art.

Figure 18: Investment in More Public Art

Rate your level of agreement with the following statement: The City should invest in more public art.

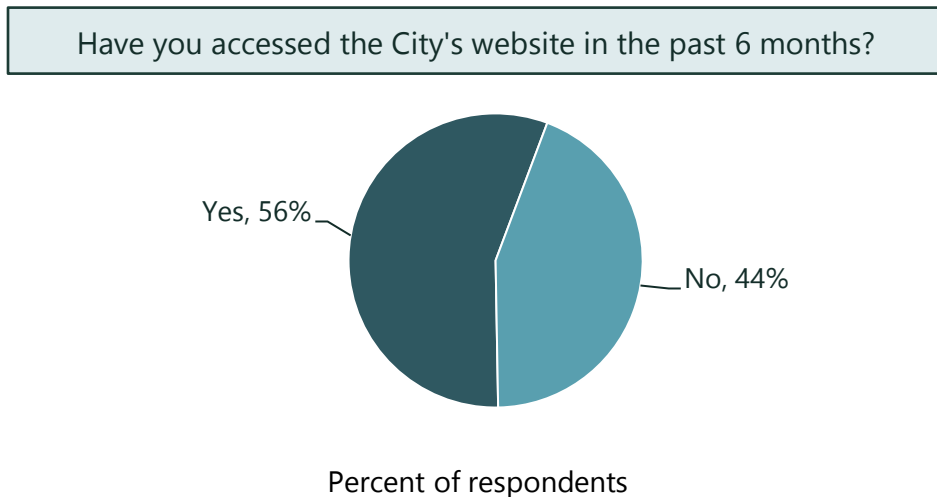


Percent of respondents

Website and Information

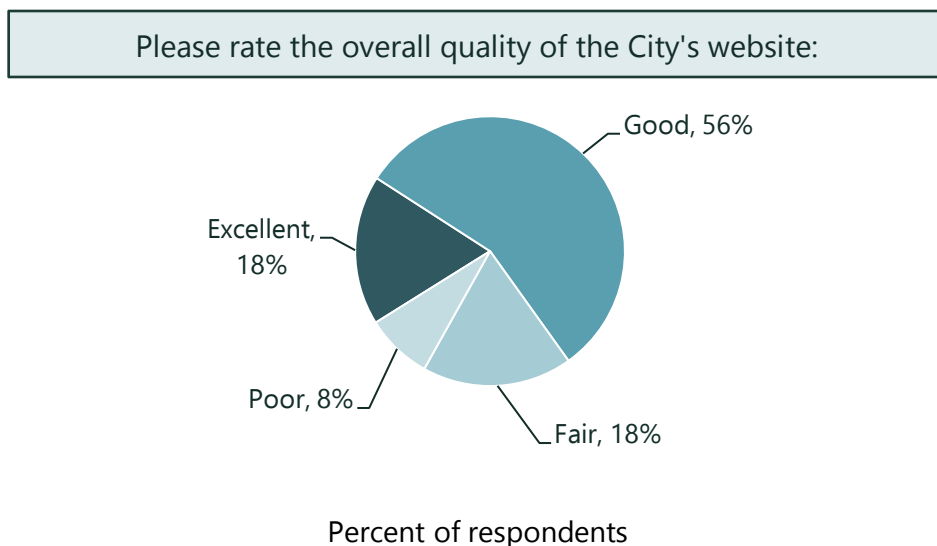
A slight majority of Sanford residents (56%) had accessed the City’s website in the past six months, while 44% had not. Homeowners and those living in detached housing were more likely than their counterparts to have accessed the website in the past six months.

Figure 19: Accessed City Website



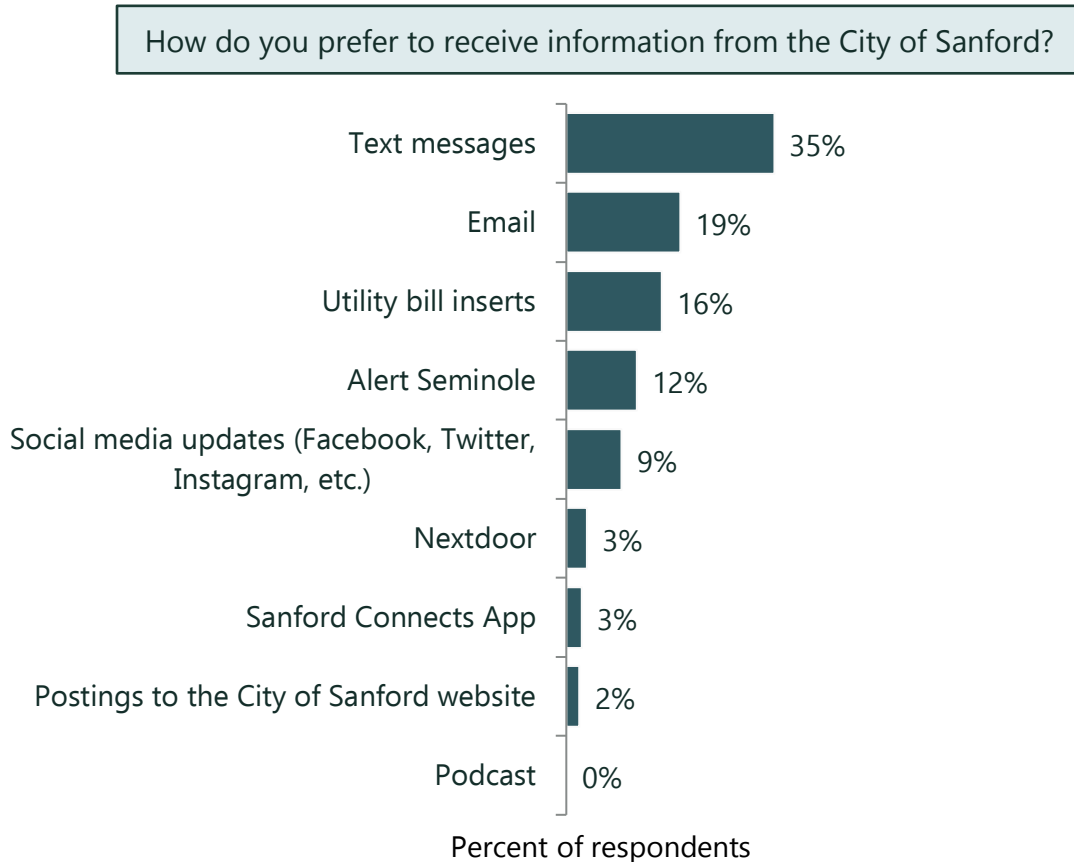
Those who had accessed the City’s website in the past six months were then asked to rate the overall quality of the website. Nearly 2 in 10 residents rated the quality of the website as excellent, while over half (56%) rated the quality as good. About one-quarter of respondents indicated that they thought the quality of the website was either fair or poor. Renters and those living in attached housing were more likely than their counterparts to positively rate the quality of the City’s website.

Figure 20: Quality of City Website



Survey respondents were asked how they preferred to receive information from the City of Sanford. Residents were most likely to indicate that they preferred to receive information via text messages (35%). About 2 in 10 preferred to receive information via email, and around 1 in 10 indicated a preference for Alert Seminole, utility bill inserts, or social media updates. Three percent or less of respondents preferred to receive information from the City via Nextdoor, the Sanford Connects App, postings to the City of Sanford website, or through a podcast.

Figure 21: Information Preferences



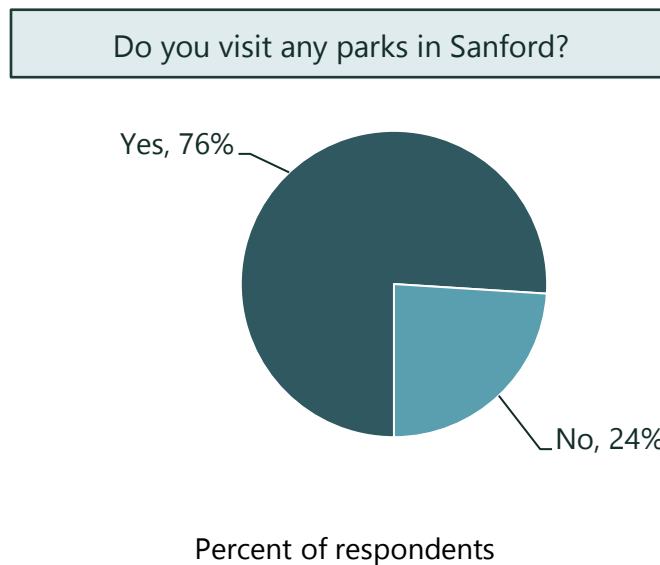
Parks and Recreation

The City of Sanford Community Survey included several questions aimed at measuring various aspects of parks and recreation, including frequency of visits, the quality of various aspects of parks, priorities for park improvements, and participation in programs.

Parks

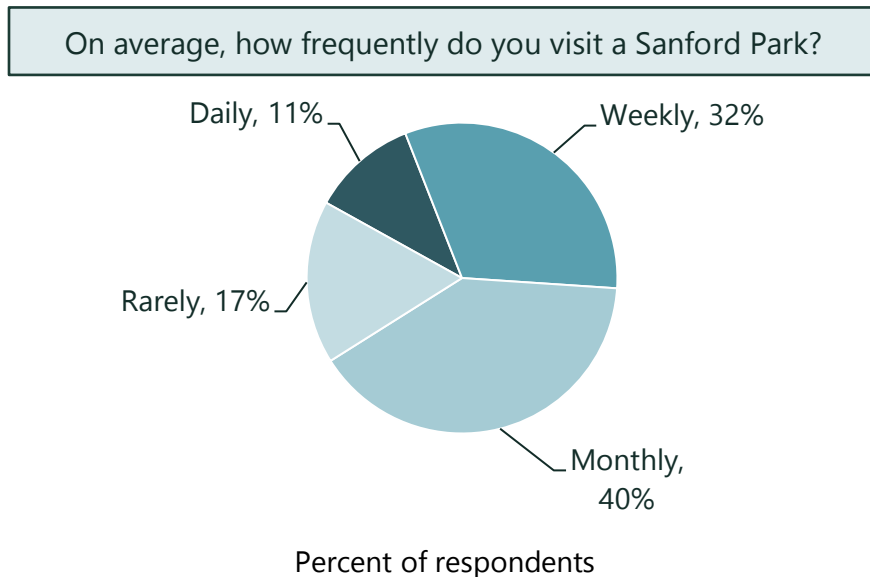
All survey participants were asked if they visit any parks in Sanford. Over three-quarters of residents indicated that they visit parks. Homeowners and those who lived in detached housing were more likely than their counterparts to visit Sanford parks (see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*).

Figure 22: Park Visitation



The next set of survey questions were only asked of those who indicated that they visited parks in Sanford. First, respondents were asked how frequently they visit a Sanford park. Of the 274 respondents who indicated that they visited parks, about 1 in 10 respondents indicated that they visit a park daily, while about 3 in 10 reported visiting a park on a weekly basis. Four in 10 respondents indicated that they visit a park monthly, and about 2 in 10 residents indicated that they rarely visit parks in Sanford. Residents between the ages of 18-34 were more likely than their counterparts to report visiting a Sanford park at least monthly.

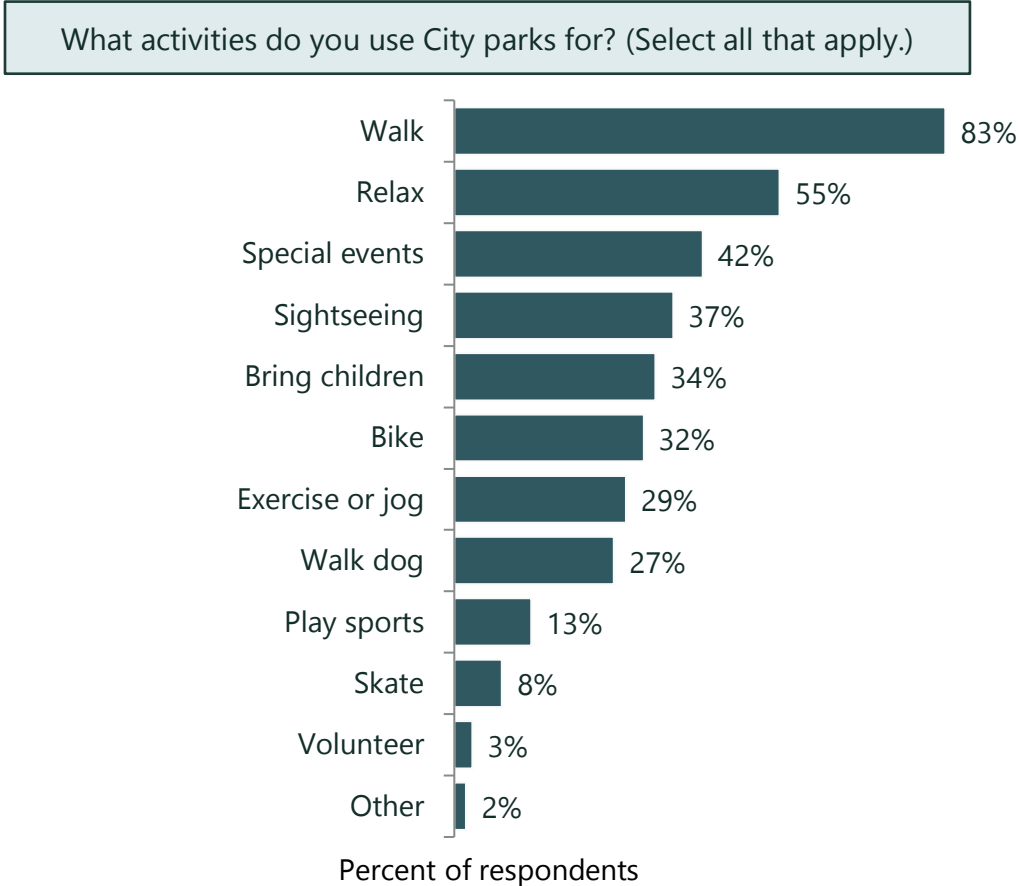
Figure 23: Frequency of Visits



Only asked of those who visit parks in Sanford.

Those who visited parks were then asked to indicate their reasons for using City parks. The most popular reason for visiting parks was for walking (selected by 83% of respondents). More than half indicated that they visit parks to relax, and 4 in 10 to attend special events or for sightseeing. Around 3 in 10 indicated that they bring their children to parks, bike, exercise or jog, or to walk their dog. Fewer than 2 in 10 respondents indicated that they use Sanford parks to play sports, skate, volunteer, or for another reason. Respondents were able to write in an “other” reason, in their own words. These verbatim responses can be found in *Appendix C: Verbatim Responses to Open-Ended Questions*. The total in Figure 24 on the following page exceeds 100% as respondents were able to select more than one response.

Figure 24: Reasons for Visiting Parks



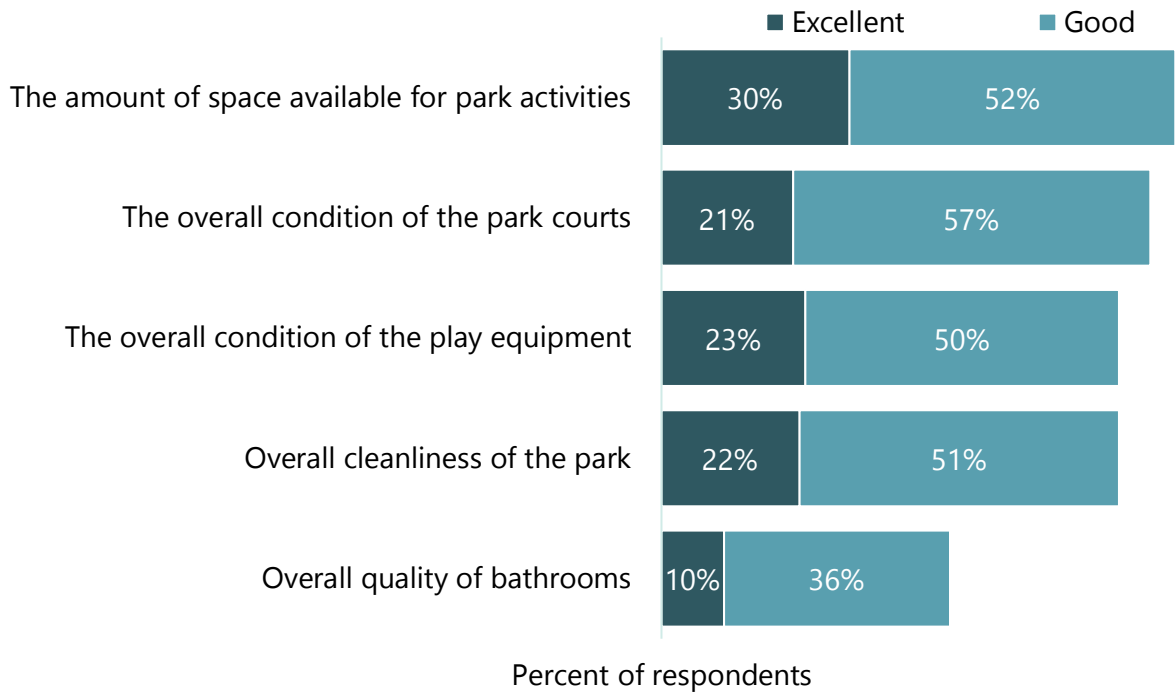
Total may exceed 100% as respondents could select more than one option.

Park visitors were also asked to rate several aspects of Sanford parks. About 8 in 10 respondents rated the amount of space available for park activities and the overall condition of the park courts as excellent or good, while 7 in 10 positively rated the overall cleanliness of the park and the overall condition of the playground equipment. Slightly fewer than half of respondents rated the overall quality of bathrooms as excellent or good. More than 30% of respondents selected “don’t know” when rating the overall quality of bathrooms. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including “don’t know”, can be found in *Appendix B: Complete Survey Frequencies*.

Where there were differences, those age 55+ and those who earned less than \$50,000 per year were more likely than their counterparts to positively rate aspects of parks. Men were more likely than women to give high marks to the overall cleanliness of the park and the overall quality of bathrooms. Those identifying as not white were more likely than those identifying as white to positively rate the overall cleanliness of the park, and those identifying as Hispanic were more likely than those who were not Hispanic to rate the overall quality of bathrooms as excellent or good.

Figure 25: Aspects of Parks

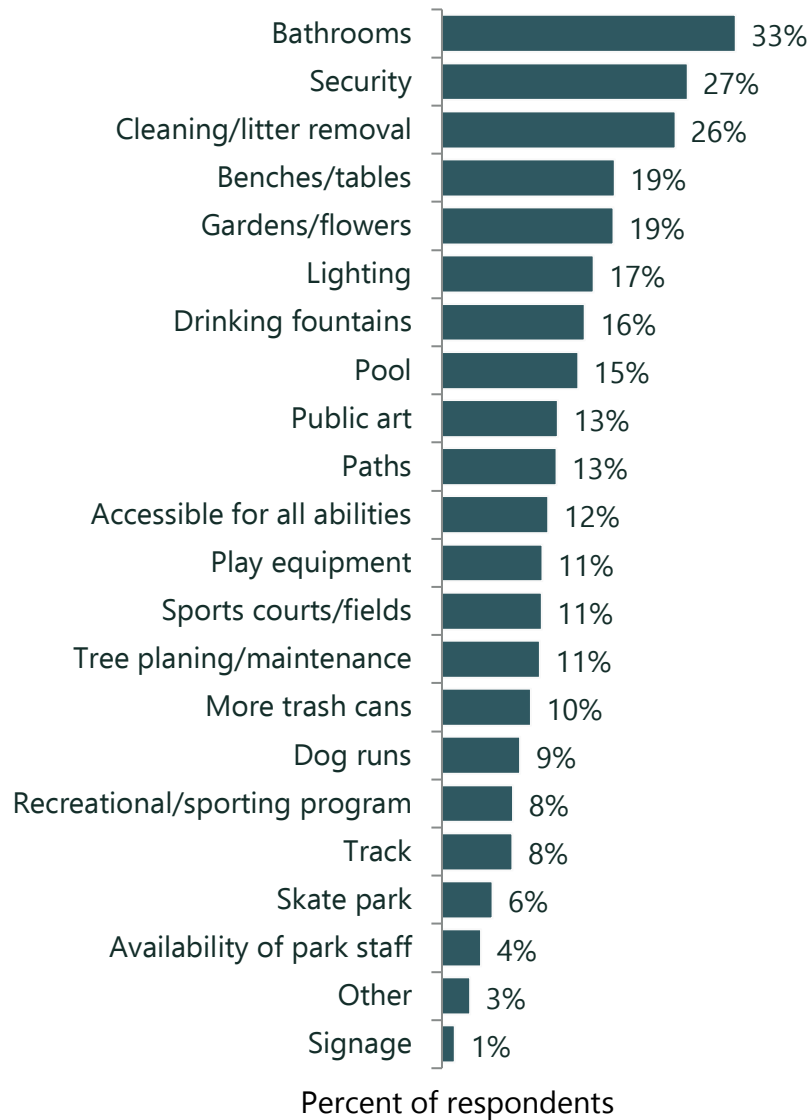
Please rate the following aspects of Sanford parks.



Those who indicated that they visit Sanford parks were asked about priorities for improving parks. Residents’ top priorities for improving City parks included bathrooms (selected as a top three priority by 33% of respondents), security (27%), and cleaning/litter removal (26%). Nearly 2 in 10 respondents selected benches/tables and gardens/flowers as a top priority. Few residents indicated that signage, availability of park staff, skate park, track, recreational/sporting program, and dog runs were priorities for improving parks. Respondents were able to write in an “other” priority, in their own words. These verbatim responses can be found in *Appendix C: Verbatim Responses to Open-Ended Questions*. The total in Figure 26 on the following page exceeds 100% as respondents were able to select three responses.

Figure 26: Park Improvements

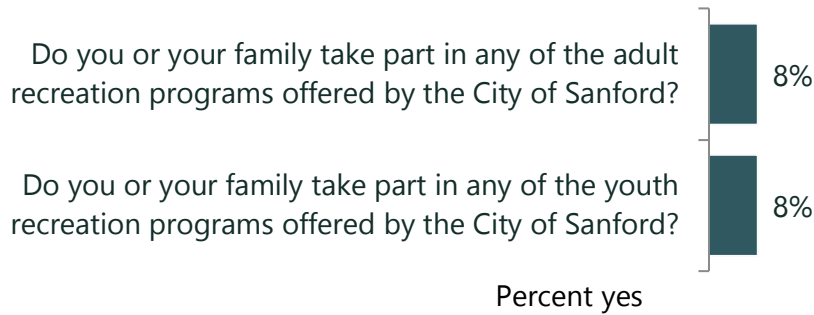
Please select your top three (3) priorities for improving City parks.



Recreation Programs

All survey respondents were asked about their participation in youth and adult recreation programs. About 1 in 10 respondents indicated that they or someone in their family had participated in a youth or adult recreation program offered by the City of Sanford. Those who identified as not white were more likely than white respondents to have participated in a youth recreation program. Men were more likely than women to have participated in an adult recreation program, and those who had lived in Sanford for more than 20 years were more likely than their counterparts to have participated in an adult recreation program.

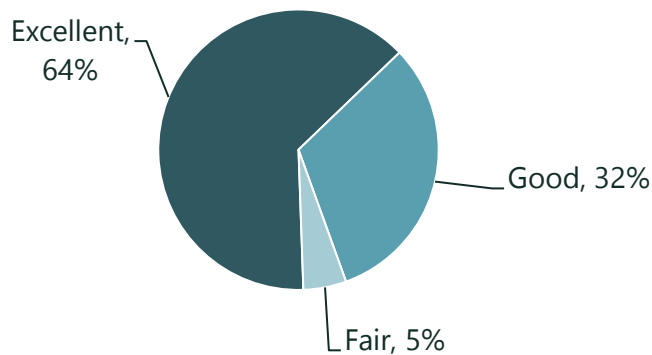
Figure 27: Recreation Program Participation



Those who participated in a youth or adult recreation program were then asked to rate the quality of the recreation program. More than 9 in 10 respondents felt that the quality of both adult and youth programs was either excellent or good.

Figure 28: Quality of Youth Recreation Programs

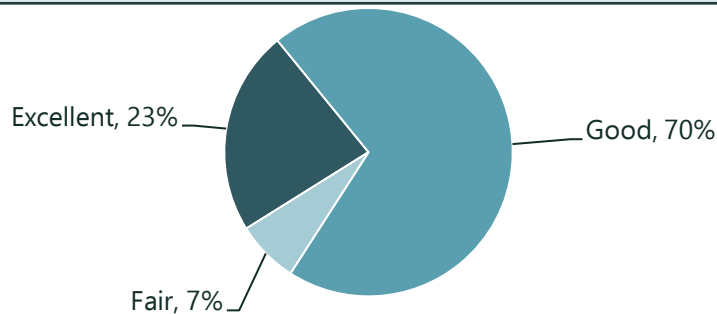
Please rate the overall quality of the youth recreation programs.



Percent of respondents

Figure 29: Quality of Adult Recreation Programs

Please rate the overall quality of the adult recreation programs.



Percent of respondents

Survey respondents were asked what program aspects they factor in when deciding whether to participate in a recreation program. About half of respondents indicated that they factor in the cost to participate and the location of the program. About 4 in 10 residents indicated that they factor in the quality of the program, while a similar proportion indicated that they don't participate in any recreation programs.

Figure 30: Program Participation Factors



Many aspects of parks and recreation were highly rated by Sanford residents. About 7 in 10 respondents or more positively rated the value of recreational programs and activities, special events in the City of Sanford, the expertise and professionalism of Recreation Division staff, and the condition of City owned and operated recreation facilities (buildings), and the condition of outdoor athletic facilities. About two-thirds were pleased with the ease of registration for recreational programs and activities and the variety of recreational programs and activities.

Residents who had lived in Sanford for 6-20 years were more likely than those who had lived in the city for more or less time to positively rate special events in the City of Sanford. Where there were differences, women and those who identified as white were more likely than their counterparts to give high marks to aspects of parks and recreation.

Figure 31: Quality of Aspects of Parks and Recreation

Please rate the following aspects of parks and recreation in the Sanford community.

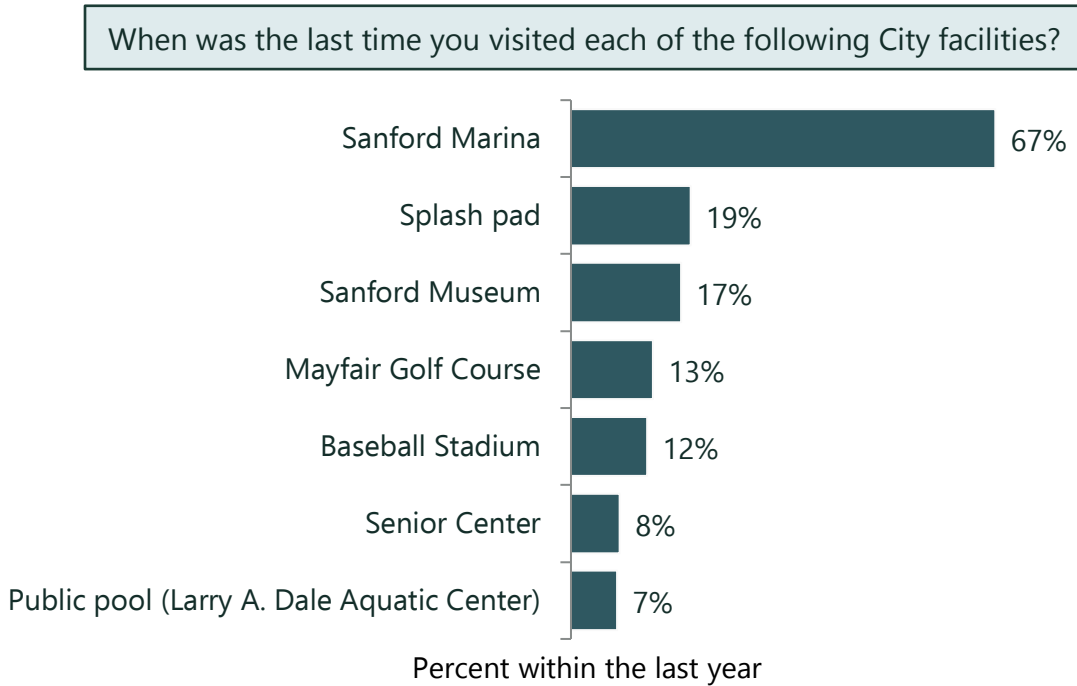


Facilities

Survey respondents were asked to indicate when they last visited several City facilities. Two-thirds of residents indicated that had visited the Sanford Marina within the last year. About 2 in 10 residents indicated that they visited the splash pad or the Sanford Museum within the last year. About 1 in 10 residents indicated that they had visited the Mayfair Golf Course, the baseball stadium, the Senior Center, or the public pool (Larry A. Dale Aquatic Center) within the last year.

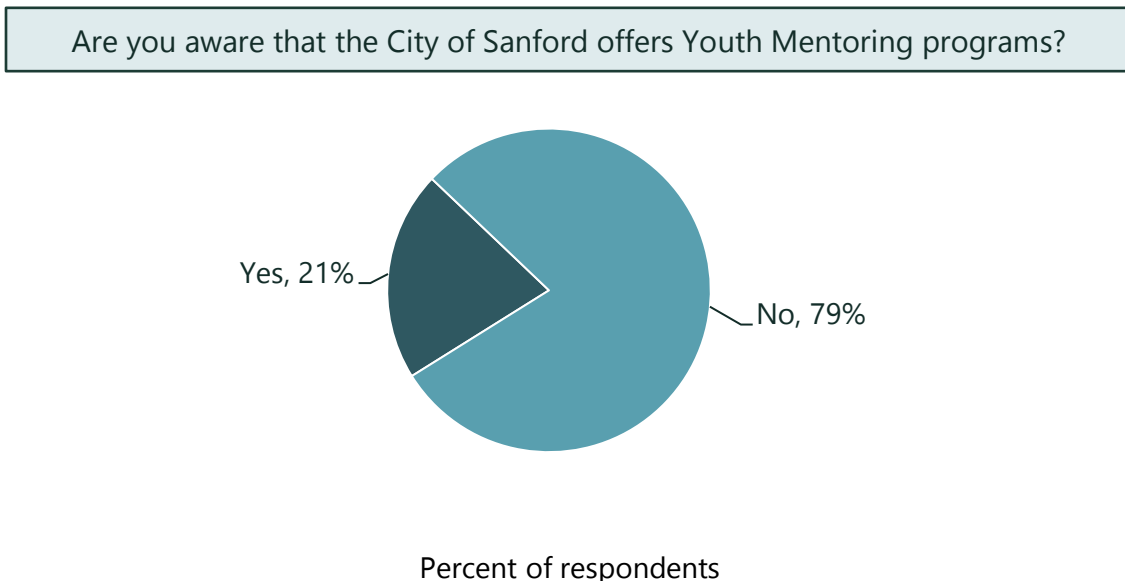
Where there were differences in opinion by resident subgroup, those who earned at least \$100,000 a year, homeowners, those who lived in detached housing, men, and those who identified as white were more likely than other residents to have visited recreation facilities in the last year.

Figure 32: City Facility Visitation



Respondents were also asked about their awareness of youth mentoring programs. About 2 in 10 residents indicated that they were aware of youth mentoring programs offered by the City, and 8 in 10 were not aware. Those age 55+, homeowners, and those living in detached housing were more likely than their counterparts to be aware of youth mentoring programs than other residents.

Figure 33: Awareness of Youth Mentoring Programs



Appendix A: Respondent Characteristics

The following tables summarize the demographic characteristics of Sanford’s survey respondents in 2023.

Table 1: Frequency of Internet Use

In general, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Access the internet from a computer, laptop, or tablet computer	66%	N=235	19%	N=66	7%	N=24	3%	N=11	6%	N=22	100%	N=359
Access the internet from your cell phone	77%	N=276	14%	N=51	4%	N=13	1%	N=3	4%	N=15	100%	N=359
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	57%	N=201	17%	N=61	10%	N=36	2%	N=7	13%	N=47	100%	N=352
Use or check email	65%	N=232	24%	N=87	4%	N=15	3%	N=11	3%	N=11	100%	N=356

Table 2: Impact of Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	7%	N=25
Somewhat positive	11%	N=39
Neutral	34%	N=121
Somewhat negative	35%	N=124
Very negative	14%	N=49

Table 3: Length of Residency

How many years have you lived in Sanford?	Percent	Number
Less than 2 years	20%	N=72
2-5 years	25%	N=90
6-10 years	15%	N=55
11-20 years	18%	N=66
More than 20 years	22%	N=78
Total	100%	N=362

Table 4: Housing Unit Type

Which best describes the building you live in?	Percent	Number
Single-family detached home	55%	N=197
Townhouse or duplex (may share walls but no units above or below you)	14%	N=51
Condominium or apartment (have units above or below you)	29%	N=105
Mobile home	1%	N=2
Other	1%	N=4
Total	100%	N=360

Table 5: Housing Tenure

Do you rent or own your home?	Percent	Number
Rent	45%	N=162
Own	55%	N=197
Total	100%	N=360

Table 6: Housing Cost

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300	3%	N=11
\$300 to \$599	5%	N=17
\$600 to \$999	10%	N=34
\$1,000 to \$1,499	21%	N=74
\$1,500 to \$2,499	47%	N=165
\$2,500 to \$3,999	12%	N=42
\$4,000 to \$6,999	2%	N=8
\$7,000 to \$9,999	0%	N=1
\$10,000 or more	0%	N=0
Total	100%	N=353

Table 7: Children in Household

Do any children 17 or under live in your household?	Percent	Number
No	72%	N=255
Yes	28%	N=100
Total	100%	N=354

Table 8: Older Adults in Household

Are you or any other members of your household aged 65 or older?	Percent	Number
No	75%	N=270
Yes	25%	N=89
Total	100%	N=359

Table 9: Income

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	10%	N=33
\$25,000 to \$49,999	19%	N=65
\$50,000 to \$74,999	19%	N=65
\$75,000 to \$99,999	17%	N=59
\$100,000 to \$149,999	23%	N=79
\$150,000 to \$199,999	7%	N=25
\$200,000 to \$299,999	4%	N=12
\$300,000 or more	2%	N=6
Total	100%	N=345

Table 10: Ethnicity

Are you of Hispanic, Latino/a/x, or Spanish origin?	Percent	Number
No	81%	N=284
Yes	19%	N=68
Total	100%	N=352

Table 11: Race

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=8
Asian	7%	N=23
Black or African American	20%	N=71
Native Hawaiian or Other Pacific Islander	2%	N=5
White	71%	N=247
A race not listed	13%	N=45
Total	100%	N=349

Total may exceed 100% as respondents could select more than one option.

Table 12: Age

In which category is your age?	Percent	Number
18-24 years	3%	N=10
25-34 years	33%	N=117
35-44 years	18%	N=63
45-54 years	19%	N=67
55-64 years	9%	N=31
65-74 years	14%	N=51
75 years or older	5%	N=18
Total	100%	N=358

Table 13: Gender

What is your gender?	Percent	Number
Woman	55%	N=196
Man	45%	N=160
Identify in another way	0%	N=1
Total	100%	N=356

Table 14: Gender - Identify in Another Way

If you identify in another way, how would you describe your gender?	Percent	Number
Agender/I don't identify with any gender	0%	N=0
Genderqueer/gender fluid	0%	N=0
Non-binary	0%	N=0
Transgender man	0%	N=0
Transgender woman	0%	N=0
Two-spirit	0%	N=0
Identify in another way	100%	N=1
Total	100%	N=1

Appendix B: Complete Survey Frequencies

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” or “no opinion” response option, two tables for that question are provided: the first excludes the “don’t know” or “no opinion” responses, and the second includes those response options.

Table 15: Question 1 without "don't know" responses

Please rate each of the following characteristics as they relate to Sanford as a whole.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall economic health of Sanford	9%	N=28	43%	N=140	34%	N=110	14%	N=45	100%	N=323
Overall quality of the walking paths in Sanford	17%	N=59	38%	N=131	34%	N=117	10%	N=34	100%	N=342
Overall quality of the bike paths in Sanford	16%	N=49	47%	N=141	24%	N=71	14%	N=41	100%	N=302
Overall design or layout of Sanford's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	14%	N=51	46%	N=166	31%	N=109	9%	N=31	100%	N=357
Overall quality of the utility infrastructure in Sanford (water, sewer, storm water)	10%	N=34	33%	N=112	24%	N=83	33%	N=112	100%	N=341
Overall feeling of safety in Sanford	9%	N=32	39%	N=140	37%	N=132	15%	N=52	100%	N=355
Overall quality of natural environment in Sanford	21%	N=75	43%	N=152	29%	N=101	7%	N=26	100%	N=354
Overall quality of parks and recreation opportunities	19%	N=66	54%	N=186	22%	N=78	5%	N=17	100%	N=347
Overall health and wellness opportunities in Sanford	12%	N=37	43%	N=133	34%	N=104	10%	N=31	100%	N=305
Overall opportunities for education, culture, and the arts	14%	N=43	40%	N=124	31%	N=95	16%	N=49	100%	N=310
Residents' connection and engagement with their City	14%	N=47	35%	N=113	30%	N=99	21%	N=67	100%	N=325

Table 16: Question 1 with "don't know" responses

Please rate each of the following characteristics as they relate to Sanford as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall economic health of Sanford	8%	N=28	39%	N=140	31%	N=110	12%	N=45	10%	N=37	100%	N=360
Overall quality of the walking paths in Sanford	17%	N=59	37%	N=131	33%	N=117	10%	N=34	4%	N=16	100%	N=357
Overall quality of the bike paths in Sanford	13%	N=49	39%	N=141	20%	N=71	11%	N=41	16%	N=59	100%	N=361
Overall design or layout of Sanford's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	14%	N=51	46%	N=166	30%	N=109	9%	N=31	1%	N=4	100%	N=361
Overall quality of the utility infrastructure in Sanford (water, sewer, storm water)	9%	N=34	31%	N=112	23%	N=83	31%	N=112	6%	N=21	100%	N=362
Overall feeling of safety in Sanford	9%	N=32	39%	N=140	37%	N=132	15%	N=52	0%	N=2	100%	N=357
Overall quality of natural environment in Sanford	21%	N=75	42%	N=152	28%	N=101	7%	N=26	2%	N=7	100%	N=362
Overall quality of parks and recreation opportunities	18%	N=66	52%	N=186	22%	N=78	5%	N=17	3%	N=12	100%	N=359
Overall health and wellness opportunities in Sanford	11%	N=37	37%	N=133	29%	N=104	9%	N=31	14%	N=51	100%	N=356
Overall opportunities for education, culture, and the arts	12%	N=43	35%	N=124	27%	N=95	14%	N=49	13%	N=45	100%	N=355
Residents' connection and engagement with their City	13%	N=47	32%	N=113	28%	N=99	19%	N=67	8%	N=30	100%	N=355

Table 17: Question 2 without "don't know" responses

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Sanford to someone who asks	36%	N=129	42%	N=152	14%	N=51	8%	N=30	100%	N=363
Remain in Sanford for the next five years	42%	N=150	38%	N=136	6%	N=21	14%	N=49	100%	N=357

Table 18: Question 2 with "don't know" responses

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Sanford to someone who asks	36%	N=129	42%	N=152	14%	N=51	8%	N=30	0%	N=1	100%	N=364
Remain in Sanford for the next five years	41%	N=150	37%	N=136	6%	N=21	13%	N=49	2%	N=8	100%	N=365

Table 19: Question 3 without "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood	33%	N=120	39%	N=142	13%	N=46	13%	N=46	3%	N=10	100%	N=364
In Sanford's downtown/commercial area	28%	N=96	47%	N=164	14%	N=49	9%	N=30	2%	N=8	100%	N=348
In Sanford parks	23%	N=77	47%	N=158	17%	N=55	12%	N=40	1%	N=4	100%	N=334
From property crime	16%	N=56	34%	N=118	18%	N=64	24%	N=83	7%	N=25	100%	N=345
From violent crime	19%	N=67	44%	N=156	17%	N=60	15%	N=53	4%	N=14	100%	N=351

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
From fire, flood, or other natural disaster	23%	N=81	48%	N=170	15%	N=53	11%	N=40	4%	N=13	100%	N=357

Table 20: Question 3 with "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood	33%	N=120	39%	N=142	13%	N=46	13%	N=46	3%	N=10	0%	N=0	100%	N=364
In Sanford's downtown/commercial area	27%	N=96	47%	N=164	14%	N=49	9%	N=30	2%	N=8	2%	N=6	100%	N=354
In Sanford parks	21%	N=77	43%	N=158	15%	N=55	11%	N=40	1%	N=4	8%	N=29	100%	N=363
From property crime	16%	N=56	33%	N=118	18%	N=64	23%	N=83	7%	N=25	3%	N=11	100%	N=356
From violent crime	19%	N=67	43%	N=156	17%	N=60	15%	N=53	4%	N=14	2%	N=8	100%	N=358
From fire, flood, or other natural disaster	22%	N=81	47%	N=170	15%	N=53	11%	N=40	4%	N=13	1%	N=4	100%	N=361

Table 21: Question 4 without "don't know" responses

Please rate the quality of each service.	Excellent		Good		Fair		Poor		Total	
Stormwater maintenance	10%	N=32	43%	N=140	28%	N=90	18%	N=59	100%	N=321
Garbage and recycling collection	41%	N=140	42%	N=142	14%	N=46	4%	N=12	100%	N=341
Potholes and asphalt repair	13%	N=45	39%	N=135	28%	N=96	20%	N=67	100%	N=343
Sewer service	17%	N=56	47%	N=150	23%	N=74	13%	N=42	100%	N=323
Streetlight repairs and maintenance	20%	N=67	46%	N=150	23%	N=76	11%	N=35	100%	N=328

Please rate the quality of each service.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic signs and speed bumps	20%	N=71	52%	N=182	16%	N=57	11%	N=38	100%	N=349
Water quality	9%	N=33	28%	N=100	31%	N=109	31%	N=111	100%	N=354
Accuracy of utility bills	13%	N=42	36%	N=121	31%	N=105	19%	N=65	100%	N=332
Responsiveness to service requests	20%	N=55	40%	N=111	27%	N=74	14%	N=37	100%	N=277
Overall Utilities customer service	18%	N=59	45%	N=145	26%	N=85	10%	N=33	100%	N=322

Table 22: Question 4 with "don't know" responses

Please rate the quality of each service.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Stormwater maintenance	9%	N=32	38%	N=140	25%	N=90	16%	N=59	12%	N=43	100%	N=365
Garbage and recycling collection	39%	N=140	39%	N=142	13%	N=46	3%	N=12	6%	N=22	100%	N=363
Potholes and asphalt repair	13%	N=45	38%	N=135	27%	N=96	19%	N=67	4%	N=13	100%	N=357
Sewer service	16%	N=56	42%	N=150	21%	N=74	12%	N=42	10%	N=37	100%	N=360
Streetlight repairs and maintenance	19%	N=67	42%	N=150	21%	N=76	10%	N=35	8%	N=27	100%	N=355
Traffic signs and speed bumps	20%	N=71	50%	N=182	16%	N=57	11%	N=38	4%	N=13	100%	N=362
Water quality	9%	N=33	28%	N=100	30%	N=109	31%	N=111	2%	N=8	100%	N=362
Accuracy of utility bills	12%	N=42	34%	N=121	29%	N=105	18%	N=65	8%	N=28	100%	N=360
Responsiveness to service requests	15%	N=55	31%	N=111	21%	N=74	10%	N=37	23%	N=84	100%	N=361
Overall Utilities customer service	16%	N=59	40%	N=145	23%	N=85	9%	N=33	12%	N=42	100%	N=364

Table 23: Question 5

The City of Sanford Public Works and Utilities Department provides many services. Please select what you feel should be the three (3) highest priorities.	Percent	Number
Stormwater maintenance	48%	N=173
Garbage and recycling collection	37%	N=136
Potholes and asphalt repair	44%	N=160
Sewer service	37%	N=134
Streetlight repairs and maintenance	27%	N=97
Traffic signs and speed bumps	20%	N=72
Water quality	82%	N=296

Total may exceed 100% as respondents could select more than one option.

Table 24: Question 6

Do you have working smoke detectors installed throughout your home?	Percent	Number
No	7%	N=24
Yes	93%	N=339

Table 25: Question 7

Do you currently keep your home stocked with 7 days' worth of supplies in case of a major disaster?	Percent	Number
No	17%	N=63
Maybe	28%	N=103
Yes	54%	N=197

Table 26: Question 8

How familiar are you, if at all, with the paramedicine (medical care outreach) program?	Percent	Number
I have participated in it	2%	N=8
I am aware, but have not participated in it	18%	N=65
I am not aware	80%	N=291

Table 27: Question 9 without "don't know" responses

Please rate the quality of each of the following Public Safety Services in Sanford	Excellent		Good		Fair		Poor		Total	
Police response time	27%	N=66	50%	N=122	17%	N=42	5%	N=12	100%	N=242
Police services overall	26%	N=77	50%	N=150	15%	N=46	9%	N=27	100%	N=300
Police community engagement	24%	N=66	46%	N=127	17%	N=48	13%	N=36	100%	N=277
Crime prevention	13%	N=35	43%	N=119	28%	N=77	17%	N=46	100%	N=277
Traffic enforcement	19%	N=61	41%	N=129	23%	N=73	17%	N=54	100%	N=317
Fire services	39%	N=98	51%	N=130	9%	N=24	1%	N=2	100%	N=254
Fire prevention and education	24%	N=51	49%	N=104	19%	N=40	8%	N=16	100%	N=212
Emergency medical services (EMS)	36%	N=88	48%	N=117	12%	N=30	4%	N=10	100%	N=245
Disaster response and restoration of services	25%	N=67	45%	N=121	26%	N=70	5%	N=13	100%	N=271
Public safety services overall	18%	N=53	57%	N=168	20%	N=59	5%	N=15	100%	N=294

Table 28: Question 9 with "don't know" responses

Please rate the quality of each of the following Public Safety Services in Sanford	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police response time	18%	N=66	33%	N=122	12%	N=42	3%	N=12	33%	N=121	100%	N=363
Police services overall	21%	N=77	42%	N=150	13%	N=46	8%	N=27	17%	N=61	100%	N=361
Police community engagement	19%	N=66	36%	N=127	14%	N=48	10%	N=36	22%	N=78	100%	N=355
Crime prevention	10%	N=35	33%	N=119	21%	N=77	13%	N=46	23%	N=81	100%	N=358
Traffic enforcement	17%	N=61	36%	N=129	21%	N=73	15%	N=54	11%	N=39	100%	N=355
Fire services	27%	N=98	36%	N=130	7%	N=24	1%	N=2	30%	N=109	100%	N=363
Fire prevention and education	14%	N=51	29%	N=104	11%	N=40	5%	N=16	41%	N=147	100%	N=359
Emergency medical services (EMS)	24%	N=88	33%	N=117	8%	N=30	3%	N=10	32%	N=114	100%	N=359
Disaster response and restoration of services	19%	N=67	34%	N=121	20%	N=70	4%	N=13	24%	N=88	100%	N=358
Public safety services overall	15%	N=53	47%	N=168	16%	N=59	4%	N=15	18%	N=66	100%	N=360

Table 29: Question 10

	No		Yes		Total	
	%	N	%	N	%	N
Do you visit any parks in Sanford?	24%	N=86	76%	N=274	100%	N=360

Table 30: Question 11

On average, how frequently do you visit a Sanford Park?	Daily		Weekly		Monthly		Rarely		Total	
	%	N	%	N	%	N	%	N	%	N
On average, how frequently do you visit a Sanford Park?	11%	N=29	32%	N=87	40%	N=110	17%	N=47	100%	N=274

Only answered by those who visit parks in Sanford.

Table 31: Question 12

What activities do you use City parks for? (Select all that apply.)	Percent	Number
Bike	32%	N=87
Walk dog	27%	N=75
Play sports	13%	N=36
Skate	8%	N=22
Bring children	34%	N=92
Walk	83%	N=228
Relax	55%	N=151
Exercise or jog	29%	N=79
Special events	42%	N=116
Volunteer	3%	N=9
Sightseeing	37%	N=101
Other	2%	N=4

Total may exceed 100% as respondents could select more than one option. Only answered by those who visit parks in Sanford

Table 32: Question 13 without "don't know" responses

Please rate the following aspects of Sanford parks.	Excellent		Good		Fair		Poor		Total	
The overall condition of the play equipment	23%	N=50	50%	N=108	23%	N=50	4%	N=8	100%	N=217
The overall condition of the park courts	21%	N=45	57%	N=125	18%	N=40	4%	N=9	100%	N=218
The amount of space available for park activities	30%	N=80	52%	N=135	17%	N=44	1%	N=3	100%	N=262
Overall cleanliness of the park	22%	N=59	51%	N=136	21%	N=57	6%	N=15	100%	N=268
Overall quality of bathrooms	10%	N=20	36%	N=67	36%	N=68	18%	N=34	100%	N=189

Only answered by those who visit parks in Sanford.

Table 33: Question 13 with "don't know" responses

Please rate the following aspects of Sanford parks.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The overall condition of the play equipment	18%	N=50	39%	N=108	18%	N=50	3%	N=8	21%	N=59	100%	N=275
The overall condition of the park courts	16%	N=45	46%	N=125	14%	N=40	3%	N=9	20%	N=55	100%	N=273
The amount of space available for park activities	30%	N=80	50%	N=135	16%	N=44	1%	N=3	3%	N=8	100%	N=271
Overall cleanliness of the park	22%	N=59	50%	N=136	21%	N=57	5%	N=15	3%	N=7	100%	N=275
Overall quality of bathrooms	7%	N=20	24%	N=67	25%	N=68	12%	N=34	31%	N=86	100%	N=275

Only answered by those who visit parks in Sanford.

Table 34: Question 14

Please select your top three (3) priorities for improving City parks.	Percent	Number
Availability of park staff	4%	N=12
Pool	15%	N=41
Benches/tables	19%	N=52
Drinking fountains	16%	N=43
Gardens/flowers	19%	N=51
More trash cans	10%	N=27
Track	8%	N=21
Security	27%	N=74
Bathrooms	33%	N=88
Play equipment	11%	N=30

Please select your top three (3) priorities for improving City parks.	Percent	Number
Cleaning/litter removal	26%	N=70
Dog runs	9%	N=23
Signage	1%	N=4
Public art	13%	N=35
Skate park	6%	N=15
Lighting	17%	N=46
Accessible for all abilities	12%	N=32
Recreational/sporting program	8%	N=21
Sports courts/fields	11%	N=30
Tree planing/maintenance	11%	N=29
Paths	13%	N=34
Other	3%	N=8

Total may exceed 100% as respondents could select more than one option. Only answered by those who visit parks in Sanford.

Table 35: Question 15

	No		Yes		Total	
Do you or your family take part in any of the youth recreation programs offered by the City of Sanford?	92%	N=333	8%	N=28	100%	N=361

Table 36: Question 15a without "don't know" responses

	Excellent		Good		Fair		Poor		Total	
Please rate the overall quality of the youth recreation programs.	64%	N=18	32%	N=9	5%	N=1	0%	N=0	100%	N=28

Only answered by those who participated in youth recreation programs.

Table 37: Question 15a with "don't know" responses

	Excellent		Good		Fair		Poor		Don't know		Total	
Please rate the overall quality of the youth recreation programs.	64%	N=18	32%	N=9	5%	N=1	0%	N=0	0%	N=0	100%	N=28

Only answered by those who participated in youth recreation programs.

Table 38: Question 16

	No		Yes		Total	
Are you aware that the City of Sanford offers Youth Mentoring programs?	79%	N=287	21%	N=75	100%	N=361

Table 39: Question 17

	No		Yes		Total	
Do you or your family take part in any of the adult recreation programs offered by the City of Sanford?	92%	N=328	8%	N=30	100%	N=359

Table 40: Question 17a without "don't know" responses

	Excellent		Good		Fair		Poor		Total	
Please rate the overall quality of the adult recreation programs.	23%	N=7	70%	N=20	7%	N=2	0%	N=0	100%	N=29

Only answered by those who participated in adult recreation programs.

Table 41: Question 17a with "don't know" responses

	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Please rate the overall quality of the adult recreation programs.	23%	N=7	70%	N=20	7%	N=2	0%	N=0	0%	N=0	100%	N=29

Only answered by those who participated in adult recreation programs

Table 42: Question 18

When deciding whether to participate in a recreation program, which of the following, if any, do you factor in your decision to participate? (Select all that apply.)	Percent	Number
Location of the program	47%	N=169
Quality of the program	42%	N=150
Cost to participate	49%	N=178
Other	5%	N=18
I don't participate in any recreation programs	41%	N=149

Total may exceed 100% as respondents could select more than one option.

Table 43: Question 19 without "don't know" responses

When was the last time you visited each of the following City facilities?	Never		More than a year ago		Within the last year		Within the last 6 months		Within the last month		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Public pool (Larry A. Dale Aquatic Center)	82%	N=263	10%	N=33	1%	N=2	3%	N=10	4%	N=11	100%	N=319
Sanford Museum	53%	N=173	29%	N=95	7%	N=24	8%	N=27	2%	N=5	100%	N=325
Baseball Stadium	61%	N=204	27%	N=90	4%	N=12	6%	N=20	3%	N=9	100%	N=334

When was the last time you visited each of the following City facilities?	Never		More than a year ago		Within the last year		Within the last 6 months		Within the last month		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Splash pad	53%	N=175	28%	N=95	9%	N=30	5%	N=18	4%	N=14	100%	N=333
Mayfair Golf Course	75%	N=247	12%	N=38	4%	N=13	4%	N=12	5%	N=17	100%	N=328
Sanford Marina	19%	N=64	14%	N=48	12%	N=42	14%	N=49	40%	N=137	100%	N=340
Senior Center	86%	N=275	7%	N=22	3%	N=9	4%	N=11	1%	N=4	100%	N=322

Table 44: Question 19 with "don't know" responses

When was the last time you visited each of the following City facilities?	Never		More than a year ago		Within the last year		Within the last 6 months		Within the last month		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Public pool (Larry A. Dale Aquatic Center)	74%	N=263	9%	N=33	0%	N=2	3%	N=10	3%	N=11	11%	N=38	100%	N=357
Sanford Museum	48%	N=173	27%	N=95	7%	N=24	8%	N=27	1%	N=5	9%	N=34	100%	N=359
Baseball Stadium	58%	N=204	25%	N=90	3%	N=12	6%	N=20	2%	N=9	6%	N=20	100%	N=354
Splash pad	49%	N=175	27%	N=95	8%	N=30	5%	N=18	4%	N=14	7%	N=24	100%	N=358
Mayfair Golf Course	69%	N=247	11%	N=38	4%	N=13	3%	N=12	5%	N=17	9%	N=32	100%	N=360
Sanford Marina	18%	N=64	13%	N=48	12%	N=42	14%	N=49	38%	N=137	6%	N=21	100%	N=361
Senior Center	78%	N=275	6%	N=22	3%	N=9	3%	N=11	1%	N=4	9%	N=33	100%	N=355

Table 45: Question 20 without "don't know" responses

Please rate the following aspects of parks and recreation in the Sanford community.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Conditions of outdoor athletic facilities	17%	N=40	52%	N=124	28%	N=66	3%	N=8	100%	N=237
Condition of City owned and operated recreation facilities (buildings)	16%	N=38	54%	N=124	26%	N=60	4%	N=10	100%	N=232
Expertise and professionalism of Recreation Division staff	25%	N=41	48%	N=78	22%	N=36	5%	N=8	100%	N=164
Value of recreational programs and activities	28%	N=49	47%	N=82	22%	N=39	2%	N=3	100%	N=174
Variety of recreational programs and activities	19%	N=32	45%	N=75	21%	N=35	14%	N=23	100%	N=165
Ease of registration for recreational programs and activities	21%	N=27	44%	N=57	29%	N=38	6%	N=8	100%	N=131
Special events in the City of Sanford	35%	N=104	39%	N=115	20%	N=60	7%	N=20	100%	N=299

Table 46: Question 20 with "don't know" responses

Please rate the following aspects of parks and recreation in the Sanford community.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Conditions of outdoor athletic facilities	11%	N=40	35%	N=124	19%	N=66	2%	N=8	33%	N=116	100%	N=353
Condition of City owned and operated recreation facilities (buildings)	11%	N=38	35%	N=124	17%	N=60	3%	N=10	34%	N=121	100%	N=352
Expertise and professionalism of Recreation Division staff	12%	N=41	22%	N=78	10%	N=36	2%	N=8	53%	N=186	100%	N=349
Value of recreational programs and activities	14%	N=49	24%	N=82	11%	N=39	1%	N=3	50%	N=174	100%	N=348

Please rate the following aspects of parks and recreation in the Sanford community.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Variety of recreational programs and activities	9%	N=32	21%	N=75	10%	N=35	7%	N=23	53%	N=184	100%	N=349
Ease of registration for recreational programs and activities	8%	N=27	17%	N=57	11%	N=38	3%	N=8	62%	N=209	100%	N=339
Special events in the City of Sanford	29%	N=104	33%	N=115	17%	N=60	6%	N=20	15%	N=53	100%	N=352

Table 47: Question 21 without "don't know" responses

Please rate each of the following:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City's online permit (Residential and Commercial) application process	21%	N=28	30%	N=40	29%	N=38	19%	N=26	100%	N=133
The ease of applying for permits	20%	N=28	23%	N=32	30%	N=42	26%	N=36	100%	N=138
Interactions with Building Department staff	28%	N=42	33%	N=49	23%	N=34	17%	N=25	100%	N=150
Overall quality of Sanford's Building Department	23%	N=39	31%	N=51	26%	N=42	20%	N=32	100%	N=165
Visibility of Code Enforcement Officers in the field	21%	N=35	29%	N=49	22%	N=37	28%	N=48	100%	N=169
Overall maintenance of properties in your area	17%	N=53	34%	N=106	34%	N=104	15%	N=45	100%	N=308
Ease of making a code enforcement complaint	22%	N=27	34%	N=42	23%	N=28	21%	N=26	100%	N=123
Efforts made by the Sanford Planning Department to improve commercial architecture standards	22%	N=32	37%	N=54	24%	N=36	17%	N=25	100%	N=147
Amount of signage around the City	25%	N=75	39%	N=118	32%	N=97	4%	N=12	100%	N=302
City's efforts for preservation of historic sites and locations	32%	N=95	37%	N=109	23%	N=68	9%	N=26	100%	N=299

Table 48: Question 21 with "don't know" responses

Please rate each of the following:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City's online permit (Residential and Commercial) application process	8%	N=28	11%	N=40	11%	N=38	7%	N=26	63%	N=226	100%	N=358
The ease of applying for permits	8%	N=28	9%	N=32	12%	N=42	10%	N=36	61%	N=215	100%	N=353
Interactions with Building Department staff	12%	N=42	14%	N=49	10%	N=34	7%	N=25	57%	N=195	100%	N=344
Overall quality of Sanford's Building Department	11%	N=39	15%	N=51	12%	N=42	9%	N=32	53%	N=185	100%	N=349
Visibility of Code Enforcement Officers in the field	10%	N=35	14%	N=49	10%	N=37	14%	N=48	52%	N=186	100%	N=355
Overall maintenance of properties in your area	15%	N=53	30%	N=106	29%	N=104	13%	N=45	14%	N=48	100%	N=356
Ease of making a code enforcement complaint	8%	N=27	12%	N=42	8%	N=28	7%	N=26	65%	N=233	100%	N=357
Efforts made by the Sanford Planning Department to improve commercial architecture standards	9%	N=32	15%	N=54	10%	N=36	7%	N=25	58%	N=206	100%	N=353
Amount of signage around the City	21%	N=75	33%	N=118	27%	N=97	4%	N=12	14%	N=51	100%	N=352
City's efforts for preservation of historic sites and locations	27%	N=95	31%	N=109	19%	N=68	7%	N=26	16%	N=58	100%	N=357

Table 49: Question 22 without "don't know" responses

Please rate each of the following:	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
The City makes good use of their annual budget	14%	N=31	35%	N=82	26%	N=60	16%	N=37	9%	N=21	100%	N=231
The City of Sanford's property taxes are affordable	16%	N=41	36%	N=97	18%	N=48	18%	N=47	12%	N=32	100%	N=265

Table 50: Question 22 with "don't know" responses

Please rate each of the following:	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
The City makes good use of their annual budget	9%	N=31	23%	N=82	17%	N=60	10%	N=37	6%	N=21	35%	N=123	100%	N=354
The City of Sanford's property taxes are affordable	12%	N=41	27%	N=97	13%	N=48	13%	N=47	9%	N=32	26%	N=92	100%	N=357

Table 51: Question 23

How familiar are you, if at all, with the City's public participation budget process?	Percent	Number
I have participated in it	3%	N=10
I am aware, but have not participated in it	21%	N=76
I am not aware	76%	N=275

Table 52: Question 24 without "don't know" responses

	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
Rate your level of agreement with the following statement: The City should invest in more public art.	30%	N=95	43%	N=136	17%	N=54	10%	N=30	100%	N=315

Table 53: Question 24 with "don't know" responses

	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
Rate your level of agreement with the following statement: The City should invest in more public art.	27%	N=95	38%	N=136	15%	N=54	8%	N=30	12%	N=43	100%	N=358

Table 54: Question 25

Have you accessed the City's website in the past 6 months?	Percent	Number
No	44%	N=159
Yes	56%	N=200

Table 55: Question 25a without "don't know" responses

	Excellent		Good		Fair		Poor		Total	
Please rate the overall quality of the City's website:	18%	N=36	56%	N=112	18%	N=36	8%	N=15	100%	N=200

Only answered by those who accessed the City's website in the past 6 months.

Table 56: Question 25a with "don't know" responses

	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Please rate the overall quality of the City's website:	18%	N=36	56%	N=112	18%	N=36	8%	N=15	0%	N=0	100%	N=200

Only answered by those who accessed the City's website in the past 6 months.

Table 57: Question 26

How do you prefer to receive information from the City of Sanford?	Percent	Number
Utility bill inserts	16%	N=57
Postings to the City of Sanford website	2%	N=8
Alert Seminole	12%	N=42
Text messages	35%	N=125
Email	19%	N=68
Sanford Connects App	3%	N=9
Podcast	0%	N=0
Nextdoor	3%	N=12
Social media updates (Facebook, Twitter, Instagram, etc.)	9%	N=33

Appendix C: Verbatim Responses to Open-Ended Questions

Following are verbatim responses to the open-ended question on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are grouped by category and are in alphabetical order.

Question 12: What activities do you use City parks for? - Other

- attend farmer's market
- Bbq picnic
- Fish
- Meet up with friends
- Pickleball
- Picnic
- Picnic, fishing
- retail shopping
- To entertain grand children
- Watch the people play pickle ball
- We use the grills regularly
- Yoga

Question 14: Please select your top three (3) priorities for improving City parks. - Other

- Dog waist bags
- Far too many options to select just 3!!!
- Fishing friendly areas
- Grills replace them partys happen often in the park for the summer always women do to many party's grilling people thing
- More native trees and flowers, less lawn. And more shade. Add shade sails until the trees mature to provide shade.
- remove homeless people
- Remove the homeless
- Riverwalk has been closed for over a year near the park. It's ridiculous and we are loosing family activities to other parksAlso, the bike riding path has never been completed all the way around the lake. Bikers ride on Celery or 46 because of this. Very dangerous
- Shade availability

- Shade cover over equipment
- Shade from the sun and benches actually near the park for parents to sit and watch their kids from close by.
- Shade over the playground equipment is crucial. Lack of shade over playground equipment is a HUGE disappointment and is forcing parents to leave the city of Sanford for other parks. Children cannot play on the equipment if it is scalding hot. Children cannot play at the parks if they are overheating do to lack of shade provided during play.
- Shady places for respite during the summer onslaughts. I dream of being able to run alongside shady trees from anywhere in Sanford at any time to meet the needs of residents. Good street lighting is crucial for safety. Please provide good walkway pavements so that we can walk and interact with our communities. I live in a gated community not by choice.
- There are a few parks - like on 25th street - That a lot if hinky things are going on. Drugs, drinking, prostitution, etc. But the no security or rules there. It is also not as nice or clean as the parks downtown.
- There needs to be more to address the lack of shade in all parks in Sanford. Trees, shade sails, etc. I know many parents who drive long distances to parks (eg Trotwood in Winter Springs) to avoid the hot and unusable play equipment in many Sanford parks. Especially Ft Mellon. It's honestly a burn hazard for kids on some of these play structure during hot days.

Question 18: When deciding whether to participate in a recreation program, which of the following, if any, do you factor in your decision to participate? - Other

- Available
- Days/times available. Programs are always full or unable to accommodate special needs ie asd or disability
- Free newsletter providing information about current program offerings so we can make sound choices with our time and money. I'm a new resident and despite being here 2 years don't know much about Sanford other than what I read. Please offer tours and encourage volunteerism.
- I cannot sign up individually. It must be with a team. I have no team, so I cannot play. I think we should be able to sign up individually
- I work full-time and am involved in other activities so time is most important to me.
- If it's culturally diverse and open for people of color
- If there's any information advertising the existence and availability of such programs.
- our work schedule
- Safety of the area of the program

- Schedule availability
- Schedule- does this activity work with my work/school schedule
- The target demographic that may attend events, and theme of the event.
- Times of programs
- Wasn't aware of any
- Weather
- What activity is
- What program is for and what offers

Appendix D: Responses to Selected Survey Questions by Respondent Characteristics

The subgroup comparison tables contain the cross tabulations of selected survey questions by respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations.

For each pair of subgroups that has a statistically significant difference, an upper-case letter denoting significance is shown in the category with the larger column proportion. **The letter denotes the category with the smaller column proportion from which it is statistically different.** Differences were marked as statistically significant if the probability that the differences were due to chance alone were less than 5%. Categories were not used in comparisons when a column proportion was equal to zero or one.

Items that have no upper-case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in *Error! Reference source not found. Ethnicity, and Sex* on page 66, 71% of those identifying as male (B) gave excellent or good ratings to the overall quality of natural environment in Sanford. This proportion of residents (B) was statistically higher than those identifying as female (A).

Comparisons by Race, Ethnicity, and Sex

Table 58: Question 1

Please rate each of the following characteristics as they relate to Sanford as a whole. (Percent excellent or good)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Sanford	53%	51%	50%	61%	50%	55%	52%
Overall quality of the walking paths in Sanford	61%	50%	57%	52%	53%	62%	56%
Overall quality of the bike paths in Sanford	65%	61%	65%	56%	63%	62%	63%
Overall design or layout of Sanford's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	59%	62%	59%	69%	59%	62%	61%
Overall quality of the utility infrastructure in Sanford (water, sewer, storm water)	45%	42%	41%	50%	41%	47%	43%
Overall feeling of safety in Sanford	47%	51%	48%	50%	44%	54%	48%
Overall quality of natural environment in Sanford	64%	66%	65%	65%	60%	71% A	64%
Overall quality of parks and recreation opportunities	74%	72%	74%	68%	70%	77%	73%
Overall health and wellness opportunities in Sanford	57%	55%	57%	57%	57%	55%	56%
Overall opportunities for education, culture, and the arts	56%	49%	53%	56%	55%	51%	54%

Table 59: Question 2

Please indicate how likely or unlikely you are to do each of the following. (Percent very or somewhat likely)	Race		Hispanic		Sex		Overall (A)
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Recommend living in Sanford to someone who asks	84% B	69%	78%	77%	75%	81%	78%
Remain in Sanford for the next five years	83%	76%	80%	80%	78%	84%	80%

Table 60: Question 3

Please rate how safe or unsafe you feel: (Percent very or somewhat safe)	Race		Hispanic		Sex		Overall (A)
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
In your neighborhood	74%	69%	74%	67%	68%	76%	72%
In Sanford's downtown/commercial area	78%	71%	75%	80%	74%	78%	75%
In Sanford parks	70%	71%	71%	75%	69%	75%	70%
From property crime	48%	54%	51%	50%	51%	50%	50%
From violent crime	63%	66%	67% B	52%	65%	63%	64%
From fire, flood, or other natural disaster	71%	69%	73%	61%	71%	69%	70%

Table 61: Question 4

Please rate the quality of each service. (Percent excellent or good)	Race		Hispanic		Sex		Overall (A)
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Stormwater maintenance	52%	55%	51%	68% A	55%	52%	53%
Garbage and recycling collection	84%	82%	86% B	71%	81%	86%	83%
Potholes and asphalt repair	48%	59% A	53%	53%	47%	59% A	53%
Sewer service	66%	61%	65%	63%	60%	68%	64%
Streetlight repairs and maintenance	72% B	59%	66%	70%	64%	68%	66%
Traffic signs and speed bumps	74%	72%	73%	75%	78% B	67%	73%
Water quality	41%	34%	36%	47%	32%	46% A	38%
Accuracy of utility bills	51%	49%	49%	49%	46%	52%	49%
Responsiveness to service requests	67% B	50%	61%	56%	63%	56%	60%
Overall Utilities customer service	68%	58%	64%	61%	65%	62%	63%

Table 62: Question 6

(Percent yes)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Do you have working smoke detectors installed throughout your home?	94%	94%	94%	96%	92%	96%	93%

Table 63: Question 7

(Percent yes)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Do you currently keep your home stocked with 7 days' worth of supplies in case of a major disaster?	55%	50%	54%	53%	52%	58%	54%

Table 64: Question 8

(Percent aware or have participated)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
How familiar are you, if at all, with the paramedicine (medical care outreach) program?	22%	16%	17%	29% A	21%	20%	20%

Table 65: Question 9

Please rate the quality of each of the following Public Safety Services in Sanford: (Percent excellent or good)	Race		Hispanic		Sex		Overall (A)
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Police response time	73%	88% A	80%	75%	79%	78%	78%
Police services overall	76%	76%	75%	82%	75%	78%	76%
Police community engagement	72%	67%	70%	68%	71%	69%	70%
Crime prevention	53%	62%	55%	62%	59%	54%	56%
Traffic enforcement	57%	66%	58%	72%	58%	63%	60%
Fire services	90%	92%	93%	86%	88%	93%	90%
Fire prevention and education	73%	76%	72%	82%	75%	73%	73%
Emergency medical services (EMS)	88%	79%	83%	91%	86%	82%	84%
Disaster response and restoration of services	73%	65%	69%	78%	70%	70%	69%
Public safety services overall	77%	73%	75%	79%	77%	74%	75%

Table 66: Question 10

(Percent yes)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Do you visit any parks in Sanford?	78%	73%	78%	73%	78%	74%	76%

Table 67: Question 11

(Percent at least monthly)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
On average, how frequently do you visit a Sanford Park?	83%	80%	83%	83%	81%	84%	83%

Table 68: Question 13

Please rate the following aspects of Sanford parks. (Percent excellent or good)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
The overall condition of the play equipment	72%	73%	71%	80%	73%	72%	73%
The overall condition of the park courts	75%	79%	78%	75%	79%	76%	78%
The amount of space available for park activities	83%	80%	81%	85%	80%	85%	82%
Overall cleanliness of the park	66%	83% A	71%	84%	67%	80% A	73%
Overall quality of bathrooms	43%	48%	41%	67% A	39%	55% A	46%

Table 69: Question 15

(Percent yes)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Do you or your family take part in any of the youth recreation programs offered by the City of Sanford?	4%	12% A	8%	7%	8%	7%	8%

Table 70: Question 15a

(Percent excellent or good)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Please rate the overall quality of the youth recreation programs.	97%	100%	100%	95%	100%	98%	95%

Table 71: Question 16

(Percent yes)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Are you aware that the City of Sanford offers Youth Mentoring programs?	21%	18%	21%	16%	20%	23%	21%

Table 72: Question 17

(Percent yes)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Do you or your family take part in any of the adult recreation programs offered by the City of Sanford?	8%	9%	8%	10%	5%	13%	8%
						A	

Table 73: Question 17a

(Percent excellent or good)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Please rate the overall quality of the adult recreation programs.	93%	100%	95%	100%	90%	95%	93%

Table 74: Question 19

Please rate the following aspects of Sanford parks. (Percent within the last year)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Public pool (Larry A. Dale Aquatic Center)	5%	10%	8%	4%	7%	7%	7%
Sanford Museum	16%	21%	20%	9%	18%	16%	17%
Baseball Stadium	10%	14%	13%	8%	8%	18%	12%
						A	

Please rate the following aspects of Sanford parks. (Percent within the last year)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	
Splash pad	22% B	12%	18%	24%	17%	21%	19%
Mayfair Golf Course	12%	13%	15%	5%	4%	23% A	13%
Sanford Marina	72% B	59%	69%	60%	62%	75% A	67%
Senior Center	9%	6%	9%	3%	8%	7%	8%

Table 75: Question 20

Please rate the following aspects of parks and recreation in the Sanford community. (Percent excellent or good)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	
Conditions of outdoor athletic facilities	74%	63%	70%	69%	72%	65%	69%
Condition of City owned and operated recreation facilities (buildings)	79% B	59%	68%	78%	77% B	62%	70%
Expertise and professionalism of Recreation Division staff	78%	69%	73%	77%	78%	67%	73%
Value of recreational programs and activities	80%	70%	76%	79%	81%	70%	76%
Variety of recreational programs and activities	74% B	55%	64%	74%	73% B	54%	65%

Please rate the following aspects of parks and recreation in the Sanford community. (Percent excellent or good)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	
Ease of registration for recreational programs and activities	74% B	52%	62%	77%	75% B	51%	65%
Special events in the City of Sanford	79% B	65%	75%	69%	75%	70%	73%

Table 76: Question 21

Please rate each of the following: (Percent excellent or good)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	
The City's online permit (Residential and Commercial) application process	51%	55%	48%	67%	47%	58%	52%
The ease of applying for permits	42%	47%	39%	61% A	43%	45%	44%
Interactions with Building Department staff	60%	65%	58%	74%	58%	64%	61%
Overall quality of Sanford's Building Department	53%	58%	53%	65%	55%	54%	54%
Visibility of Code Enforcement Officers in the field	45%	56%	47%	64%	44%	56%	50%
Overall maintenance of properties in your area	52%	51%	49%	64%	48%	56%	52%
Ease of making a code enforcement complaint	57%	55%	53%	68%	61%	52%	56%
Efforts made by the Sanford Planning Department to improve commercial architecture standards	64%	51%	55%	78% A	54%	61%	59%

Please rate each of the following: (Percent excellent or good)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	
Amount of signage around the City	71% B	56%	65%	69%	66%	63%	64%
City's efforts for preservation of historic sites and locations	74% B	60%	67%	74%	68%	70%	69%

Table 77: Question 21

Please rate each of the following: (Percent somewhat or strongly agree)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	
The City makes good use of their annual budget	52%	46%	49%	51%	46%	52%	49%
The City of Sanford's property taxes are affordable	54%	50%	53%	52%	51%	53%	52%

Table 78: Question 23

(Percent aware or have participated)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	
How familiar are you, if at all, with the City's public participation budget process?	26%	22%	21%	37% A	20%	30% A	24%

Table 79: Question 24

(Percent somewhat or strongly agree)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Rate your level of agreement with the following statement: The City should invest in more public art.	73%	77%	71%	88% A	79% B	69%	73%

Table 80: Question 25

(Percent yes)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Have you accessed the City's website in the past 6 months?	59%	50%	55%	59%	53%	58%	56%

Table 81: Question 25a

(Percent excellent or good)	Race		Hispanic		Sex		Overall
	White	Not white	Not Hispanic	Hispanic	Female	Male	
	(A)	(B)	(A)	(B)	(A)	(B)	
Please rate the overall quality of the City's website:	76%	72%	75%	77%	77%	71%	74%

Comparisons by Age and Income

Table 82: Question 1

Please rate each of the following characteristics as they relate to Sanford as a whole. (Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Overall economic health of Sanford	51%	48%	60%	57%	47%	54%	51%	52%
Overall quality of the walking paths in Sanford	59% B	45%	69% B	59%	57%	56%	51%	56%
Overall quality of the bike paths in Sanford	78% B C	47%	61% B	64%	54%	72% B	55%	63%
Overall design or layout of Sanford's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	73% B	49%	61%	69% B	52%	66% B	48%	61%
Overall quality of the utility infrastructure in Sanford (water, sewer, storm water)	60% B C	28%	45% B	61% C D	50% C D	30%	19%	43%
Overall feeling of safety in Sanford	52%	43%	54%	46%	49%	49%	43%	48%
Overall quality of natural environment in Sanford	68%	63%	63%	66%	58%	74% B	56%	64%
Overall quality of parks and recreation opportunities	75%	70%	75%	71%	69%	83% A B D	51%	73%
Overall health and wellness opportunities in Sanford	63% B	45%	62% B	65%	54%	52%	48%	56%

Please rate each of the following characteristics as they relate to Sanford as a whole. (Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Overall opportunities for education, culture, and the arts	58%	49%	56%	54%	47%	62% B	46%	54%

Table 83: Question 2

Please indicate how likely or unlikely you are to do each of the following. (Percent very or somewhat likely)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Recommend living in Sanford to someone who asks	76%	78%	82%	69%	77%	91% A B D	62%	78%
Remain in Sanford for the next five years	83%	76%	82%	65%	90% A	84% A	75%	80%

Table 84: Question 3

Please rate how safe or unsafe you feel: (Percent very or somewhat safe)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
In your neighborhood	68%	70%	80% A	64%	78% A D	76% D	51%	72%
In Sanford's downtown/commercial area	78%	72%	80%	80%	73%	76%	75%	75%

Please rate how safe or unsafe you feel: (Percent very or somewhat safe)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
In Sanford parks	65%	74%	75%	75%	69%	72%	64%	70%
From property crime	52%	43%	59% B	59% C	59% C	33%	51%	50%
From violent crime	71% B	56%	65%	67%	65%	59%	66%	64%
From fire, flood, or other natural disaster	71%	70%	70%	71%	76% C	64%	70%	70%

Table 85: Question 4

Please rate the quality of each service. (Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Stormwater maintenance	72% B C	38%	54% B	70% B C D	56% C	42%	33%	53%
Garbage and recycling collection	86%	81%	81%	83%	78%	88% B	86%	83%
Potholes and asphalt repair	53%	55%	50%	46%	54% D	63% A D	28%	53%
Sewer service	75% B	54%	62%	73% D	61%	64%	39%	64%

Please rate the quality of each service. (Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Streetlight repairs and maintenance	73%	61%	64%	71%	67%	63%	56%	66%
Traffic signs and speed bumps	73%	76%	69%	79% C D	80% C D	67%	50%	73%
Water quality	42% B	28%	48% B	53% B C D	34%	32%	16%	38%
Accuracy of utility bills	51%	43%	54%	54% D	52% D	47%	26%	49%
Responsiveness to service requests	71% B	47%	64% B	55%	63%	61%	49%	60%
Overall Utilities customer service	70% B	56%	66%	64%	58%	72%	50%	63%

Table 86: Question 6

(Percent yes)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Do you have working smoke detectors installed throughout your home?	96% C	94%	89%	88%	98% A	95% A	91%	93%

Table 87: Question 7

(Percent yes)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Do you currently keep your home stocked with 7 days' worth of supplies in case of a major disaster?	46%	55%	64% A	51%	52%	58%	47%	54%

Table 88: Question 8

(Percent aware or have participated)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
How familiar are you, if at all, with the paramedicine (medical care outreach) program?	20%	13%	30% B	33% B C	13%	16%	23%	20%

Table 89: Question 9

Please rate the quality of each of the following Public Safety Services in Sanford: (Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Police response time	80%	75%	80%	75%	84%	72%	97%	78%

Please rate the quality of each of the following Public Safety Services in Sanford: (Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Police services overall	81% B	67%	81% B	72%	87% A C	66%	71%	76%
Police community engagement	81% B	63%	68%	58%	81% A	68%	79%	70%
Crime prevention	64% B	50%	56%	60%	61%	47%	56%	56%
Traffic enforcement	72% B C	54%	54%	65% C	69% C	50%	52%	60%
Fire services	91%	93%	86%	83%	92%	96% A	95%	90%
Fire prevention and education	78%	68%	77%	72%	80%	65%	82%	73%
Emergency medical services (EMS)	92% B	74%	89% B	79%	89%	81%	91%	84%
Disaster response and restoration of services	68%	68%	74%	72%	69%	73%	70%	69%
Public safety services overall	80%	73%	75%	76%	80%	72%	74%	75%

Table 90: Question 10

(Percent yes)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Do you visit any parks in Sanford?	74%	81%	72%	82%	74%	76%	79%	76%

Table 91: Question 11

(Percent at least monthly)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
On average, how frequently do you visit a Sanford Park?	91% B C	81%	74%	82%	91% C	77%	79%	83%

Table 92: Question 13

Please rate the following aspects of Sanford parks. (Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
The overall condition of the play equipment	70%	67%	86% A B	83% B D	61%	78% B	56%	73%
The overall condition of the park courts	72%	73%	90% A B	88% B D	72%	81%	58%	78%

Please rate the following aspects of Sanford parks. (Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
The amount of space available for park activities	83%	80%	82%	81%	76%	90% B	81%	82%
Overall cleanliness of the park	67%	72%	82% A	73%	78%	70%	56%	73%
Overall quality of bathrooms	41%	38%	63% A B	56% B D	38%	45%	20%	46%

Table 93: Question 15

(Percent yes)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Do you or your family take part in any of the youth recreation programs offered by the City of Sanford?	8%	8%	8%	6%	9%	9%	0%	8%

Table 94: Question 15a

(Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Please rate the overall quality of the youth recreation programs.	100%	90%	97%	95%	100%	90%	.	95%

Table 95: Question 16

(Percent yes)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Are you aware that the City of Sanford offers Youth Mentoring programs?	11%	20%	33% A B	15%	20%	20%	33%	21%

Table 96: Question 17

(Percent yes)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Do you or your family take part in any of the adult recreation programs offered by the City of Sanford?	4%	10%	14% A	11%	4%	14% B	0%	8%

Table 97: Question 17a

(Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Please rate the overall quality of the adult recreation programs.	100%	100%	85%	93%	100%	100%	.	93%

Table 98: Question 19

Please rate the following aspects of Sanford parks. (Percent within the last year)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Public pool (Larry A. Dale Aquatic Center)	12% C	5%	4%	2%	9%	12% A	0%	7%
Sanford Museum	25% B	9%	18%	6%	19% A	27% A D	0%	17%
Baseball Stadium	15%	11%	9%	4%	6%	21% A B	34% A B	12%
Splash pad	19%	19%	18%	15%	16%	19%	57% A B C	19%
Mayfair Golf Course	19% B	7%	12%	3%	8%	24% A B D	7%	13%
Sanford Marina	74% C	68%	59%	53%	65%	78% A B	87% A	67%

Please rate the following aspects of Sanford parks. (Percent within the last year)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Senior Center	4%	5%	16% A B	13% B	3%	9%	0%	8%

Table 99: Question 20

Please rate the following aspects of parks and recreation in the Sanford community. (Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Conditions of outdoor athletic facilities	65%	69%	74%	78%	64%	72%	70%	69%
Condition of City owned and operated recreation facilities (buildings)	73%	69%	67%	82% B	65%	71%	68%	70%
Expertise and professionalism of Recreation Division staff	80%	73%	63%	79%	66%	76%	85%	73%
Value of recreational programs and activities	84%	71%	71%	88% B	59%	86% B	71%	76%
Variety of recreational programs and activities	80% B C	56%	57%	76%	58%	67%	46%	65%
Ease of registration for recreational programs and activities	79% B	53%	62%	78% B	51%	69%	45%	65%
Special events in the City of Sanford	75%	71%	73%	76%	71%	79%	60%	73%

Table 100: Question 21

Please rate each of the following: (Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
The City's online permit (Residential and Commercial) application process	65% B C	43%	41%	54%	51%	45%	60%	52%
The ease of applying for permits	55%	37%	36%	53%	36%	41%	40%	44%
Interactions with Building Department staff	67%	56%	59%	58%	59%	62%	70%	61%
Overall quality of Sanford's Building Department	62%	46%	54%	58%	48%	53%	72%	54%
Visibility of Code Enforcement Officers in the field	75% B C	35%	46%	49%	39%	67% B	57%	50%
Overall maintenance of properties in your area	55%	44%	57%	56%	53%	49%	36%	52%
Ease of making a code enforcement complaint	72% C	53%	47%	50%	59%	69%	37%	56%
Efforts made by the Sanford Planning Department to improve commercial architecture standards	72% B	47%	54%	72%	54%	62%	47%	59%
Amount of signage around the City	69%	61%	62%	65%	62%	72%	52%	64%
City's efforts for preservation of historic sites and locations	69%	68%	70%	72%	65%	71%	77%	69%

Table 101: Question 21

Please rate each of the following: (Percent somewhat or strongly agree)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
The City makes good use of their annual budget	61% B	38%	45%	44%	52%	49%	53%	49%
The City of Sanford's property taxes are affordable	55%	51%	50%	45%	57%	56%	41%	52%

Table 102: Question 23

(Percent aware or have participated)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
How familiar are you, if at all, with the City's public participation budget process?	13%	33% A	27% A	23%	16%	35% B	19%	24%

Table 103: Question 24

(Percent somewhat or strongly agree)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Rate your level of agreement with the following statement: The City should invest in more public art.	81%	70%	70%	80%	75%	75%	62%	73%

Table 104: Question 25

(Percent yes)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Have you accessed the City's website in the past 6 months?	60% C	63% C	41%	36%	58% A	69% A	54%	56%

Table 105: Question 25a

(Percent excellent or good)	Age			Income				Overall
	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)
Please rate the overall quality of the City's website:	82% C	72%	64%	80%	76%	77%	59%	74%

Comparisons by Length of Residency, Housing Type, and Housing Tenure

Table 106: Question 1

Please rate each of the following characteristics as they relate to Sanford as a whole. (Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Overall economic health of Sanford	52%	60% D	59% D	40%	51%	53%	49%	56%	52%
Overall quality of the walking paths in Sanford	58%	58%	49%	53%	56%	56%	56%	55%	56%
Overall quality of the bike paths in Sanford	66%	55%	60%	63%	65%	61%	64%	61%	63%
Overall design or layout of Sanford's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	71% B C D	51%	57%	48%	66%	57%	59%	63%	61%
Overall quality of the utility infrastructure in Sanford (water, sewer, storm water)	52% D	39%	42%	27%	58% B	32%	31%	60% A	43%
Overall feeling of safety in Sanford	54% D	39%	58% B D	34%	48%	48%	49%	47%	48%
Overall quality of natural environment in Sanford	70%	62%	61%	57%	67%	63%	65%	64%	64%

Please rate each of the following characteristics as they relate to Sanford as a whole. (Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall (A)
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Overall quality of parks and recreation opportunities	74%	75%	65%	74%	71%	74%	75%	70%	73%
Overall health and wellness opportunities in Sanford	58%	52%	62%	48%	54%	58%	53%	59%	56%
Overall opportunities for education, culture, and the arts	57%	51%	63% D	42%	49%	58%	53%	54%	54%

Table 107: Question 2

Please indicate how likely or unlikely you are to do each of the following. (Percent very or somewhat likely)	Length of Residency				Housing tenure		Housing unit type		Overall (A)
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Recommend living in Sanford to someone who asks	77%	88% D	79%	69%	67%	87% A	83% B	70%	78%
Remain in Sanford for the next five years	79%	84%	79%	80%	69%	90% A	88% B	71%	80%

Table 108: Question 3

Please rate how safe or unsafe you feel: (Percent very or somewhat safe)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
In your neighborhood	67%	85% A D	76%	69%	66%	76% A	75%	67%	72%
In Sanford's downtown/commercial area	78%	72%	80%	67%	75%	75%	77%	72%	75%
In Sanford parks	68%	69%	78%	69%	71%	69%	69%	73%	70%
From property crime	54% B	38%	58% B	42%	52%	48%	49%	51%	50%
From violent crime	69% D	62%	69% D	48%	64%	62%	65%	61%	64%
From fire, flood, or other natural disaster	71%	63%	81% B	66%	71%	70%	71%	70%	70%

Table 109: Question 4

Please rate the quality of each service. (Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Stormwater maintenance	67% B C D	36%	52%	40%	64% B	45%	43%	67% A	53%
Garbage and recycling collection	80%	87%	87%	82%	79%	85%	86% B	77%	83%
Potholes and asphalt repair	59% D	49%	52%	42%	52%	53%	44%	64% A	53%
Sewer service	74% B D	44%	62%	55%	72% B	58%	57%	73% A	64%
Streetlight repairs and maintenance	71% D	63%	73% D	52%	70%	62%	63%	70%	66%
Traffic signs and speed bumps	76%	76%	72%	64%	87% B	61%	61%	87% A	73%
Water quality	37%	34%	48%	32%	37%	38%	36%	40%	38%
Accuracy of utility bills	50%	46%	55%	43%	49%	48%	42%	57% A	49%
Responsiveness to service requests	62%	57%	67%	50%	56%	61%	60%	58%	60%
Overall Utilities customer service	68% D	62%	64%	53%	62%	64%	62%	65%	63%

Table 110: Question 6

(Percent yes)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Do you have working smoke detectors installed throughout your home?	96% D	95%	93%	87%	97% B	91%	91%	97% A	93%

Table 111: Question 7

(Percent yes)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Do you currently keep your home stocked with 7 days' worth of supplies in case of a major disaster?	47%	56%	58%	65% A	48%	60% A	53%	55%	54%

Table 112: Question 8

(Percent aware or have participated)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
How familiar are you, if at all, with the paramedicine (medical care outreach) program?	15%	30% A	17%	25%	16%	22%	20%	19%	20%

Table 113: Question 9

Please rate the quality of each of the following Public Safety Services in Sanford: (Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Police response time	82%	71%	83%	69%	82%	74%	75%	80%	78%
Police services overall	85% B D	70%	77% D	62%	76%	76%	73%	79%	76%
Police community engagement	72% D	80% D	69%	58%	71%	69%	68%	72%	70%
Crime prevention	61% D	51%	69% D	40%	61%	52%	50%	63% A	56%

Please rate the quality of each of the following Public Safety Services in Sanford: (Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Traffic enforcement	69% B D	49%	63%	49%	63%	58%	56%	65%	60%
Fire services	90%	89%	95%	87%	88%	91%	90%	89%	90%
Fire prevention and education	79%	65%	73%	69%	70%	76%	75%	71%	73%
Emergency medical services (EMS)	84%	80%	95% D	78%	76%	89% A	85%	82%	84%
Disaster response and restoration of services	72%	69%	70%	66%	66%	72%	72%	65%	69%
Public safety services overall	81% D	73%	78%	65%	79%	73%	74%	77%	75%

Table 114: Question 10

(Percent yes)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Do you visit any parks in Sanford?	79% D	82% D	75%	67%	71%	80% A	83% B	67%	76%

Table 115: Question 11

(Percent at least monthly)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
On average, how frequently do you visit a Sanford Park?	86%	83%	78%	80%	86%	80%	82%	83%	83%

Table 116: Question 13

Please rate the following aspects of Sanford parks. (Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
The overall condition of the play equipment	70%	66%	76%	85%	70%	75%	74%	71%	73%
The overall condition of the park courts	76%	68%	76%	93% A B	80%	76%	75%	81%	78%
The amount of space available for park activities	86% B	71%	84%	80%	81%	82%	80%	85%	82%
Overall cleanliness of the park	80% B C	63%	62%	75%	74%	73%	72%	75%	73%
Overall quality of bathrooms	44%	42%	42%	58%	42%	48%	40%	53%	46%

Table 117: Question 15

(Percent yes)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Do you or your family take part in any of the youth recreation programs offered by the City of Sanford?	7%	9%	11%	6%	6%	9%	8%	7%	8%

Table 118: Question 15a

(Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Please rate the overall quality of the youth recreation programs.	100%	100%	83%	100%	100%	93%	92%	100%	95%

Table 119: Question 16

(Percent yes)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Are you aware that the City of Sanford offers Youth Mentoring programs?	11%	28% A	27% A	31% A	12%	29% A	27% B	12%	21%

Table 120: Question 17

(Percent yes)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Do you or your family take part in any of the adult recreation programs offered by the City of Sanford?	4%	9%	9%	18% A B C	10%	8%	7%	10%	8%

Table 121: Question 17a

(Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Please rate the overall quality of the adult recreation programs.	100%	100%	94%	88%	89%	98%	97%	90%	93%

Table 122: Question 19

Please rate the following aspects of Sanford parks. (Percent within the last year)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Public pool (Larry A. Dale Aquatic Center)	7%	11%	8%	5%	5%	9%	9%	6%	7%
Sanford Museum	20% D	15%	24% D	8%	11%	22% A	24% B	9%	17%
Baseball Stadium	14%	5%	17% B	9%	3%	20% A	19% B	2%	12%
Splash pad	19%	26%	19%	14%	12%	24% A	21%	17%	19%

Please rate the following aspects of Sanford parks. (Percent within the last year)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Mayfair Golf Course	13%	14%	16%	10%	5%	19% A	19% B	5%	13%
Sanford Marina	71% C	76% C	53%	66%	64%	70%	73% B	59%	67%
Senior Center	3%	10%	12% A	11%	5%	10%	9%	6%	8%

Table 123: Question 20

Please rate the following aspects of parks and recreation in the Sanford community. (Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Conditions of outdoor athletic facilities	69%	76%	65%	67%	60%	75% A	70%	66%	69%
Condition of City owned and operated recreation facilities (buildings)	74%	67%	71%	62%	70%	71%	69%	71%	70%
Expertise and professionalism of Recreation Division staff	70%	70%	82%	73%	66%	79%	71%	74%	73%

Please rate the following aspects of parks and recreation in the Sanford community. (Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Value of recreational programs and activities	77%	67%	91% B	70%	76%	76%	74%	78%	76%
Variety of recreational programs and activities	75% D	61%	68%	46%	63%	66%	63%	66%	65%
Ease of registration for recreational programs and activities	73% D	59%	79% D	44%	56%	73% A	73%	58%	65%
Special events in the City of Sanford	69%	84% A D	87% A D	63%	72%	75%	73%	75%	73%

Table 124: Question 21

Please rate each of the following: (Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
The City's online permit (Residential and Commercial) application process	60% D	48%	57% D	28%	59%	48%	42%	67% A	52%
The ease of applying for permits	51% D	43%	47%	25%	50%	40%	36%	59% A	44%
Interactions with Building Department staff	66%	57%	60%	51%	60%	60%	58%	65%	61%
Overall quality of Sanford's Building Department	58%	55%	54%	43%	55%	53%	51%	60%	54%
Visibility of Code Enforcement Officers in the field	60% B D	36%	60% D	34%	44%	53%	52%	45%	50%
Overall maintenance of properties in your area	49%	61% D	58%	42%	59% B	46%	45%	60% A	52%
Ease of making a code enforcement complaint	58%	56%	55%	53%	63%	51%	52%	63%	56%
Efforts made by the Sanford Planning Department to improve commercial architecture standards	66%	49%	50%	55%	67%	52%	55%	65%	59%
Amount of signage around the City	71% D	64%	60%	54%	67%	61%	60%	69%	64%

Please rate each of the following: (Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
City's efforts for preservation of historic sites and locations	76% B D	61%	70%	57%	63%	74% A	69%	68%	69%

Table 125: Question 21

Please rate each of the following: (Percent somewhat or strongly agree)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
The City makes good use of their annual budget	56% C D	57%	37%	38%	48%	49%	44%	56%	49%
The City of Sanford's property taxes are affordable	51%	51%	51%	55%	53%	51%	47%	61% A	52%

Table 126: Question 23

(Percent aware or have participated)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
How familiar are you, if at all, with the City's public participation budget process?	21%	36% A D	26%	19%	18%	29% A	27%	20%	24%

Table 127: Question 24

(Percent somewhat or strongly agree)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Rate your level of agreement with the following statement: The City should invest in more public art.	76%	65%	77%	71%	81% B	67%	68%	80% A	73%

Table 128: Question 25

(Percent yes)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Have you accessed the City's website in the past 6 months?	58%	68% D	51%	47%	48%	62% A	65% B	46%	56%

Table 129: Question 25a

(Percent excellent or good)	Length of Residency				Housing tenure		Housing unit type		Overall
	5 years or less	6-10 years	11-20 years	More than 20 years	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	
Please rate the overall quality of the City's website:	82% C	70%	62%	69%	87% B	65%	67%	87% A	74%

Appendix E: Detailed Benchmark Comparisons

Comparison Data

Polco/National Research Center (NRC)'s database of comparative resident opinion comprises resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on the 2023 Sanford Community Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. National benchmark comparisons, Florida communities' comparisons and comparisons to the north central region with populations over 15,000 have been provided when similar questions on the Sanford Community Survey are included in NRC's database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Sanford's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Sanford's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Sanford's rating to the benchmark.

In that final column, Sanford's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Sanford's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Sanford's average rating was more than 20 points different when compared to the benchmark.

National Benchmark Comparisons

Table 130: Quality of Life

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recommend living in Sanford to someone who asks	78%	228	313	Similar
Remain in Sanford for the next five years	80%	215	312	Similar

Table 131: Economy

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Sanford	52%	226	313	Similar
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	18%	183	298	Similar

Table 132: Mobility

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Traffic enforcement	60%	181	347	Similar
Potholes and asphalt repair	53%	126	346	Similar

Table 133: Community Design

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Sanford’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	61%	144	305	Similar

Table 134: Utilities

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Sanford (water, sewer, storm water)	43%	242	249	Lower
Water quality	38%	308	313	Much lower
Sewer service	64%	286	311	Lower
Stormwater maintenance	53%	293	322	Lower

Table 135: Safety

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Sanford	48%	314	346	Lower
Police services overall	76%	263	367	Similar
Crime prevention	56%	267	345	Similar
Emergency medical services (EMS)	84%	214	315	Similar
Fire services	90%	219	334	Similar
Fire prevention and education	73%	223	310	Similar
From property crime	50%	227	259	Lower
From violent crime	64%	230	259	Lower
From fire, flood, or other natural disaster	70%	215	250	Similar

Table 136: Natural Environment

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of natural environment in Sanford	64%	246	314	Similar

Table 137: Parks and Recreation

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of parks and recreation opportunities	73%	186	255	Similar
Condition of City owned and operated recreation facilities (buildings)	70%	148	309	Similar

Table 138: Health and Wellness

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Sanford	56%	247	307	Similar

Table 139: Education, Arts, and Culture

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	54%	222	311	Similar

Table 140: Participation

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Access the internet from a computer, laptop, or tablet computer	91%	189	241	Similar
Access the internet from your cell phone	95%	84	242	Similar
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	85%	22	247	Similar
Use or check email	94%	209	238	Similar

Florida Benchmark Comparisons

Table 141: Quality of Life

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recommend living in Sanford to someone who asks	78%	16	25	Similar
Remain in Sanford for the next five years	80%	21	25	Similar

Table 142: Economy

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Sanford	52%	21	25	Lower
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	18%	13	25	Similar

Table 143: Mobility

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Traffic enforcement	60%	9	25	Similar
Potholes and asphalt repair	53%	12	25	Similar

Table 144: Community Design

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Sanford’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	61%	11	25	Similar

Table 145: Utilities

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Sanford (water, sewer, storm water)	43%	23	24	Lower
Water quality	38%	23	23	Lower
Sewer service	64%	21	25	Similar
Stormwater maintenance	53%	18	24	Similar

Table 146: Safety

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Sanford	48%	24	25	Lower
Police services overall	76%	21	25	Similar
Crime prevention	56%	23	25	Lower
Emergency medical services (EMS)	84%	19	25	Similar
Fire services	90%	17	25	Similar
Fire prevention and education	73%	18	25	Similar
From property crime	50%	24	24	Lower
From violent crime	64%	23	24	Lower
From fire, flood, or other natural disaster	70%	13	24	Similar

Table 147: Natural Environment

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of natural environment in Sanford	64%	20	25	Similar

Table 148: Parks and Recreation

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of parks and recreation opportunities	73%	16	24	Similar
Condition of City owned and operated recreation facilities (buildings)	70%	13	25	Similar

Table 149: Health and Wellness

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Sanford	56%	21	25	Lower

Table 150: Education, Arts, and Culture

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	54%	16	25	Similar

Table 151: Participation

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Access the internet from a computer, laptop, or tablet computer	91%	18	23	Similar
Access the internet from your cell phone	95%	6	23	Similar
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	85%	2	23	Similar
Use or check email	94%	19	22	Similar

Appendix F: Survey Methodology

About the Survey

General resident surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of city amenities, their opinions on policy issues facing the city and their assessment of city service delivery. The City of Sanford funded this research. Please contact Lisa Holder of the City of Sanford at lisa.holder@sanfordfl.gov if you have any questions about the survey.

Developing the Questionnaire

Survey questions were created based on areas of interest identified by City of Sanford staff. The four-page survey instrument was developed through an iterative process between City and NRC staff.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. A list of all households within the zip codes serving Sanford was purchased from Go-Dog Direct based on updated listings from the United States Postal Service, updated every three months, providing the best representation of all households in a specific geographic location. NRC used the USPS data to select the survey recipients.

A larger list than needed was pulled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside Sanford’s boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries; in this case, within Sanford. All addresses determined to be outside the study boundaries were eliminated from the list of potential households. Each address identified as being within city boundaries was further identified as being within one of four districts. A random selection was made of the remaining addresses to create a mailing list of 2,800 addresses.

To choose the 2,800 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every Nth one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. In general, because of the random sampling techniques used, the displayed sampling density will

closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

In addition to the scientific, random sample, a link to an online “opt-in” survey was publicized through various channels including the Sanford website and social media. This opt-in survey was identical to the scientific survey and open to all City residents.

Survey Administration and Response Rate

Each selected household was contacted three times. First, a prenotification announcement was sent on August 24, 2023, informing the household members that they had been selected to participate in the City of Sanford Community Survey. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by Mayor Woodruff enlisting participation. The packet also contained a postage-paid return envelope in which the survey recipients could return the completed questionnaire directly to NRC. A reminder postcard, scheduled to arrive one to two weeks after the paper survey, was the final contact for all households. The second and third mailings asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. The cover letter accompanying the mailed survey included a web link for residents to visit if they preferred to take the survey online. Data collection was open through October 5, 2023. The online “opt-in” survey became available to all Sanford residents on September 21st and remained open for the final two weeks of data collection.

About 5% of the 2,800 surveys mailed were returned because the housing unit was vacant, or the postal service was unable to deliver the survey as addressed. Of the 2,661 households presumed to have received a survey, 365 completed the survey (248 of which were completed online), providing a response rate of 14%. The response rate was calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

Margin of Error

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within five percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus five² percentage points around any given percent reported for the entire sample, results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC uses Polco, an online public engagement tool designed primarily for local governments, to collect online survey data. The Polco platform includes many features of online survey tools, but also includes elements tailored to the civic environment. For example, like NRC’s mailed surveys, surveys on Polco are presented with the city name, logo (or other image) and a description, so residents understand who is asking for input and why. Optionally, Polco can also verify

² Although this has become the traditional way to describe survey research precision, when opt-in results are blended with scientific results, assumptions about randomness of responses are not the same as when results come only from the random sample. Consequently other terms sometimes are used in place of “confidence interval” or “margin of error,” such as “credibility intervals.” We hew to the traditional way of describing sample-driven uncertainty while we work with the industry to sort out the best ways to describe these new approaches.

respondents with local public data to ensure respondents are residents or voters. More generally, an advantage of online programming and data gathering is that it allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2020 Census and the 2021 American Community Survey estimates for adults in the City of Sanford. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. Both samples were weighted independently and then combined into one final dataset.

The characteristics used for weighting were respondent gender, age, housing unit type (attached or detached), housing tenure (rent or own), race, and ethnicity. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The historical profile created and the desirability of consistently representing different groups over the years

A special software program using mathematical algorithms is used to calculate the appropriate weights. Several different weighting “schemes” are tested to ensure the best fit for the data.

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

2023 Sanford Community Survey Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	47%	24%	45%
Own home	53%	76%	55%
Detached unit	55%	67%	55%
Attached unit	45%	33%	45%
Race and Ethnicity			
White	61%	71%	60%
Not white	39%	29%	40%
Not Hispanic	81%	77%	81%
Hispanic	19%	23%	19%
Sex and Age			
Female	54%	58%	55%
Male	46%	42%	45%
18-34 years of age	38%	13%	35%
35-54 years of age	37%	31%	36%
55+ years of age	26%	56%	28%
Females 18-34	20%	8%	20%
Females 35-54	19%	21%	22%
Females 55+	15%	30%	13%
Males 18-34	18%	5%	16%
Males 35-54	17%	10%	14%
Males 55+	11%	26%	15%
Quadrant			
District 1	28%	30%	27%
District 2	22%	24%	26%
District 3	23%	27%	31%
District 4	27%	19%	17%

* 2020 U.S. Census Bureau, 2021 American Community Survey Population Estimates

Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Complete Survey Frequencies*. Also included are results by respondent characteristics (*Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been denoted with capital letters.

Appendix G: Open Participation Survey Results

About the Open Participation Survey

After data collection for the address-based survey was underway, a web-based survey was made available to Sanford residents through a link publicized by the City. Residents were able to complete the survey from September 21 - October 5, 2023. A total of 305 responses were received. This section contains results of this open participation, web-based survey. These data were not collected through a random sample, and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were weighted to match the U.S. Census and American Community Survey (ACS) population norms for Sanford. The results of the weighting scheme for the open participation survey are presented in the table on the following page.

2023 Sanford Community Survey Weighting Table – Open Participation

Characteristic	Population Norm*	Unweighted Data	Weighted Data
Housing			
Rent home	47%	14%	41%
Own home	53%	86%	59%
Detached unit	55%	85%	60%
Attached unit	45%	15%	40%
Race and Ethnicity			
White	61%	85%	67%
Not white	39%	15%	33%
Not Hispanic	81%	89%	81%
Hispanic	19%	11%	19%
Sex and Age			
Female	54%	54%	54%
Male	46%	46%	46%
18-34 years of age	38%	12%	32%
35-54 years of age	37%	41%	39%
55+ years of age	26%	46%	29%
Females 18-34	20%	5%	13%
Females 35-54	19%	23%	25%
Females 55+	15%	25%	16%
Males 18-34	18%	7%	20%
Males 35-54	17%	18%	13%
Males 55+	11%	121%	13%

* 2020 U.S. Census Bureau, 2021 American Community Survey Population Estimates

Respondent and Household Characteristics

Table 152: Frequency of Internet Use

In general, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Total	
Access the internet from a computer, laptop, or tablet computer	69%	N=202	12%	N=36	10%	N=30	4%	N=10	4%	N=13	100%	N=291
Access the internet from your cell phone	84%	N=245	8%	N=24	3%	N=9	1%	N=4	3%	N=9	100%	N=291
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	64%	N=185	15%	N=43	7%	N=19	3%	N=8	12%	N=35	100%	N=290
Use or check email	76%	N=219	20%	N=58	2%	N=6	2%	N=5	0%	N=1	100%	N=289

Table 153: Impact of Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	4%	N=11
Somewhat positive	5%	N=16
Neutral	40%	N=119
Somewhat negative	34%	N=102
Very negative	17%	N=51

Table 154: Length of Residency

How many years have you lived in Sanford?	Percent	Number
Less than 2 years	20%	N=60
2-5 years	22%	N=67
6-10 years	17%	N=50
11-20 years	18%	N=55
More than 20 years	23%	N=70
Total	100%	N=302

Table 155: Housing Unit Type

Which best describes the building you live in?	Percent	Number
Single-family detached home	60%	N=181
Townhouse or duplex (may share walls but no units above or below you)	10%	N=30
Condominium or apartment (have units above or below you)	25%	N=77
Mobile home	1%	N=2
Other	4%	N=13
Total	100%	N=302

Table 156: Housing Tenure

Do you rent or own your home?	Percent	Number
Rent	41%	N=123
Own	59%	N=177
Total	100%	N=300

Table 157: Housing Cost

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300	3%	N=10
\$300 to \$599	3%	N=10
\$600 to \$999	8%	N=25
\$1,000 to \$1,499	24%	N=71
\$1,500 to \$2,499	40%	N=117
\$2,500 to \$3,999	18%	N=53
\$4,000 to \$6,999	2%	N=6
\$7,000 to \$9,999	1%	N=2
\$10,000 or more	1%	N=2
Total	100%	N=296

Table 158: Children in Household

Do any children 17 or under live in your household?	Percent	Number
No	67%	N=200
Yes	33%	N=100
Total	100%	N=300

Table 159: Older Adults in Household

Are you or any other members of your household aged 65 or older?	Percent	Number
No	75%	N=225
Yes	25%	N=74
Total	100%	N=299

Table 160: Income

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	8%	N=23
\$25,000 to \$49,999	11%	N=31
\$50,000 to \$74,999	19%	N=55
\$75,000 to \$99,999	23%	N=68
\$100,000 to \$149,999	16%	N=47
\$150,000 to \$199,999	11%	N=32
\$200,000 to \$299,999	7%	N=21
\$300,000 or more	4%	N=11
Total	100%	N=288

Table 161: Ethnicity

Are you of Hispanic, Latino/a/x, or Spanish origin?	Percent	Number
No	81%	N=240
Yes	19%	N=56
Total	100%	N=296

Table 162: Race

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=9
Asian	2%	N=6
Black or African American	23%	N=68
Native Hawaiian or Other Pacific Islander	0%	N=0
White	72%	N=213
A race not listed	7%	N=20
Total	100%	N=294

Total may exceed 100% as respondents could select more than one option.

Table 163: Age

In which category is your age?	Percent	Number
18-24 years	2%	N=5
25-34 years	31%	N=91
35-44 years	17%	N=49
45-54 years	22%	N=66
55-64 years	14%	N=42
65-74 years	13%	N=38
75 years or older	2%	N=5
Total	100%	N=297

Table 164: Gender

What is your gender?	Percent	Number
Woman	53%	N=158
Man	45%	N=133
Identify in another way	2%	N=5
Total	100%	N=296

Table 165: Gender - Identify in Another Way

If you identify in another way, how would you describe your gender?	Percent	Number
Agender/I don't identify with any gender	25%	N=1
Genderqueer/gender fluid	0%	N=0
Non-binary	50%	N=2

If you identify in another way, how would you describe your gender?	Percent	Number
Transgender man	0%	N=0
Transgender woman	0%	N=0
Two-spirit	0%	N=0
Identify in another way	25%	N=1
Total	100%	N=4

Complete Set of Responses

Table 166: Question 1 without "don't know" responses

Please rate each of the following characteristics as they relate to Sanford as a whole.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall economic health of Sanford	1%	N=4	43%	N=119	42%	N=116	14%	N=39	100%	N=277
Overall quality of the walking paths in Sanford	7%	N=20	35%	N=100	40%	N=115	18%	N=53	100%	N=288
Overall quality of the bike paths in Sanford	10%	N=24	38%	N=95	33%	N=81	19%	N=48	100%	N=247
Overall design or layout of Sanford's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	8%	N=23	37%	N=111	39%	N=114	16%	N=47	100%	N=296
Overall quality of the utility infrastructure in Sanford (water, sewer, storm water)	2%	N=5	19%	N=55	33%	N=93	46%	N=133	100%	N=286
Overall feeling of safety in Sanford	4%	N=11	33%	N=100	42%	N=126	21%	N=63	100%	N=300
Overall quality of natural environment in Sanford	9%	N=28	39%	N=115	45%	N=133	8%	N=22	100%	N=299
Overall quality of parks and recreation opportunities	18%	N=51	46%	N=130	30%	N=87	6%	N=18	100%	N=286
Overall health and wellness opportunities in Sanford	7%	N=19	35%	N=95	36%	N=95	22%	N=59	100%	N=268
Overall opportunities for education, culture, and the arts	11%	N=31	35%	N=100	43%	N=122	12%	N=33	100%	N=286
Residents' connection and engagement with their City	6%	N=16	36%	N=103	35%	N=98	24%	N=68	100%	N=285

Table 167: Question 1 with "don't know" responses

Please rate each of the following characteristics as they relate to Sanford as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall economic health of Sanford	1%	N=4	40%	N=119	39%	N=116	13%	N=39	7%	N=21	100%	N=298
Overall quality of the walking paths in Sanford	7%	N=20	34%	N=100	39%	N=115	18%	N=53	3%	N=9	100%	N=297
Overall quality of the bike paths in Sanford	8%	N=24	32%	N=95	27%	N=81	16%	N=48	16%	N=48	100%	N=295
Overall design or layout of Sanford's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	8%	N=23	37%	N=111	38%	N=114	16%	N=47	1%	N=2	100%	N=297
Overall quality of the utility infrastructure in Sanford (water, sewer, storm water)	2%	N=5	18%	N=55	31%	N=93	44%	N=133	4%	N=13	100%	N=300
Overall feeling of safety in Sanford	4%	N=11	33%	N=100	42%	N=126	21%	N=63	0%	N=0	100%	N=300
Overall quality of natural environment in Sanford	9%	N=28	38%	N=115	44%	N=133	8%	N=22	0%	N=1	100%	N=299
Overall quality of parks and recreation opportunities	17%	N=51	43%	N=130	29%	N=87	6%	N=18	5%	N=15	100%	N=301
Overall health and wellness opportunities in Sanford	6%	N=19	32%	N=95	32%	N=95	20%	N=59	10%	N=29	100%	N=297
Overall opportunities for education, culture, and the arts	11%	N=31	34%	N=100	41%	N=122	11%	N=33	3%	N=9	100%	N=295
Residents' connection and engagement with their City	5%	N=16	34%	N=103	33%	N=98	23%	N=68	5%	N=15	100%	N=299

Table 168: Question 2 without "don't know" responses

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Sanford to someone who asks	26%	N=76	47%	N=138	16%	N=48	11%	N=31	100%	N=293
Remain in Sanford for the next five years	45%	N=124	24%	N=66	16%	N=44	16%	N=44	100%	N=278

Table 169: Question 2 with "don't know" responses

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Sanford to someone who asks	25%	N=76	46%	N=138	16%	N=48	10%	N=31	3%	N=9	100%	N=302
Remain in Sanford for the next five years	42%	N=124	22%	N=66	15%	N=44	15%	N=44	7%	N=20	100%	N=298

Table 170: Question 3 without "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood	30%	N=91	34%	N=101	11%	N=33	19%	N=56	6%	N=17	100%	N=298
In Sanford's downtown/commercial area	30%	N=88	42%	N=123	13%	N=38	12%	N=34	4%	N=13	100%	N=296
In Sanford parks	16%	N=44	51%	N=140	16%	N=44	10%	N=28	7%	N=18	100%	N=274
From property crime	13%	N=37	32%	N=92	20%	N=57	22%	N=65	13%	N=39	100%	N=290
From violent crime	16%	N=47	29%	N=86	22%	N=66	23%	N=68	9%	N=26	100%	N=292

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
From fire, flood, or other natural disaster	12%	N=37	37%	N=111	23%	N=69	19%	N=56	9%	N=27	100%	N=300

Table 171: Question 3 with "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood	30%	N=91	34%	N=101	11%	N=33	19%	N=56	6%	N=17	0%	N=1	100%	N=299
In Sanford's downtown/commercial area	29%	N=88	41%	N=123	12%	N=38	11%	N=34	4%	N=13	2%	N=6	100%	N=301
In Sanford parks	15%	N=44	47%	N=140	15%	N=44	10%	N=28	6%	N=18	8%	N=23	100%	N=298
From property crime	13%	N=37	31%	N=92	20%	N=57	22%	N=65	13%	N=39	1%	N=4	100%	N=294
From violent crime	16%	N=47	29%	N=86	22%	N=66	23%	N=68	9%	N=26	1%	N=4	100%	N=296
From fire, flood, or other natural disaster	12%	N=37	37%	N=111	23%	N=69	18%	N=56	9%	N=27	1%	N=2	100%	N=302

Table 172: Question 4 without "don't know" responses

Please rate the quality of each service.	Excellent		Good		Fair		Poor		Total	
Stormwater maintenance	6%	N=17	31%	N=85	36%	N=102	27%	N=75	100%	N=279
Garbage and recycling collection	37%	N=102	37%	N=100	20%	N=55	6%	N=18	100%	N=274
Potholes and asphalt repair	7%	N=22	40%	N=117	32%	N=94	21%	N=62	100%	N=296
Sewer service	8%	N=20	37%	N=98	31%	N=82	25%	N=65	100%	N=265
Streetlight repairs and maintenance	12%	N=34	43%	N=119	28%	N=77	17%	N=48	100%	N=278

Please rate the quality of each service.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic signs and speed bumps	17%	N=48	48%	N=137	21%	N=61	14%	N=39	100%	N=285
Water quality	7%	N=19	28%	N=80	29%	N=83	36%	N=102	100%	N=286
Accuracy of utility bills	7%	N=18	37%	N=95	30%	N=77	26%	N=68	100%	N=258
Responsiveness to service requests	14%	N=31	39%	N=87	34%	N=75	13%	N=28	100%	N=221
Overall Utilities customer service	14%	N=34	42%	N=98	33%	N=77	10%	N=24	100%	N=234

Table 173: Question 4 with "don't know" responses

Please rate the quality of each service.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Stormwater maintenance	6%	N=17	28%	N=85	34%	N=102	25%	N=75	7%	N=22	100%	N=301
Garbage and recycling collection	35%	N=102	34%	N=100	18%	N=55	6%	N=18	7%	N=20	100%	N=295
Potholes and asphalt repair	7%	N=22	39%	N=117	31%	N=94	20%	N=62	3%	N=9	100%	N=304
Sewer service	7%	N=20	32%	N=98	27%	N=82	22%	N=65	12%	N=37	100%	N=302
Streetlight repairs and maintenance	12%	N=34	41%	N=119	26%	N=77	16%	N=48	5%	N=15	100%	N=292
Traffic signs and speed bumps	16%	N=48	47%	N=137	21%	N=61	13%	N=39	3%	N=8	100%	N=293
Water quality	7%	N=19	27%	N=80	28%	N=83	35%	N=102	3%	N=10	100%	N=295
Accuracy of utility bills	6%	N=18	31%	N=95	25%	N=77	22%	N=68	15%	N=45	100%	N=303
Responsiveness to service requests	10%	N=31	29%	N=87	25%	N=75	9%	N=28	27%	N=81	100%	N=302
Overall Utilities customer service	11%	N=34	33%	N=98	26%	N=77	8%	N=24	22%	N=66	100%	N=299

Table 174: Question 5

The City of Sanford Public Works and Utilities Department provides many services. Please select what you feel should be the three (3) highest priorities.	Percent	Number
Stormwater maintenance	62%	N=185
Garbage and recycling collection	26%	N=77
Potholes and asphalt repair	44%	N=130
Sewer service	43%	N=127
Streetlight repairs and maintenance	29%	N=85
Traffic signs and speed bumps	16%	N=46
Water quality	77%	N=229

Total may exceed 100% as respondents could select more than one option.

Table 175: Question 6

Do you have working smoke detectors installed throughout your home?	Percent	Number
No	7%	N=22
Yes	93%	N=282

Table 176: Question 7

Do you currently keep your home stocked with 7 days' worth of supplies in case of a major disaster?	Percent	Number
No	18%	N=54
Maybe	35%	N=106
Yes	48%	N=145

Table 177: Question 8

How familiar are you, if at all, with the paramedicine (medical care outreach) program?	Percent	Number
I have participated in it	1%	N=2
I am aware, but have not participated in it	19%	N=58
I am not aware	80%	N=244

Table 178: Question 9 without "don't know" responses

Please rate the quality of each of the following Public Safety Services in Sanford	Excellent		Good		Fair		Poor		Total	
Police response time	17%	N=37	41%	N=89	25%	N=54	17%	N=36	100%	N=215
Police services overall	17%	N=40	38%	N=89	33%	N=79	12%	N=29	100%	N=237
Police community engagement	20%	N=47	40%	N=94	22%	N=52	17%	N=39	100%	N=233
Crime prevention	8%	N=18	29%	N=68	33%	N=78	30%	N=70	100%	N=234
Traffic enforcement	7%	N=18	41%	N=108	29%	N=78	23%	N=61	100%	N=265
Fire services	43%	N=90	43%	N=88	13%	N=28	0%	N=1	100%	N=207
Fire prevention and education	20%	N=32	50%	N=82	21%	N=35	9%	N=14	100%	N=163
Emergency medical services (EMS)	34%	N=69	48%	N=97	16%	N=33	2%	N=3	100%	N=203
Disaster response and restoration of services	17%	N=41	47%	N=115	23%	N=56	14%	N=34	100%	N=245
Public safety services overall	10%	N=25	54%	N=138	29%	N=75	6%	N=16	100%	N=254

Table 179: Question 9 with "don't know" responses

Please rate the quality of each of the following Public Safety Services in Sanford	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police response time	12%	N=37	29%	N=89	18%	N=54	12%	N=36	29%	N=87	100%	N=302
Police services overall	14%	N=40	30%	N=89	26%	N=79	10%	N=29	20%	N=60	100%	N=297
Police community engagement	16%	N=47	31%	N=94	17%	N=52	13%	N=39	22%	N=67	100%	N=300
Crime prevention	6%	N=18	23%	N=68	26%	N=78	24%	N=70	21%	N=62	100%	N=296
Traffic enforcement	6%	N=18	36%	N=108	26%	N=78	21%	N=61	11%	N=33	100%	N=298
Fire services	30%	N=90	29%	N=88	9%	N=28	0%	N=1	31%	N=93	100%	N=300
Fire prevention and education	11%	N=32	28%	N=82	12%	N=35	5%	N=14	45%	N=134	100%	N=297
Emergency medical services (EMS)	24%	N=69	34%	N=97	12%	N=33	1%	N=3	29%	N=82	100%	N=284
Disaster response and restoration of services	14%	N=41	39%	N=115	19%	N=56	11%	N=34	18%	N=53	100%	N=298
Public safety services overall	8%	N=25	46%	N=138	25%	N=75	5%	N=16	15%	N=46	100%	N=300

Table 180: Question 10

Do you visit any parks in Sanford?	No		Yes		Total	
	%	N	%	N	%	N
Do you visit any parks in Sanford?	17%	N=53	83%	N=251	100%	N=304

Table 181: Question 11

On average, how frequently do you visit a Sanford Park?	Daily		Weekly		Monthly		Rarely		Total	
	%	N	%	N	%	N	%	N	%	N
On average, how frequently do you visit a Sanford Park?	5%	N=12	35%	N=88	39%	N=99	21%	N=52	100%	N=251

Only answered by those who visit parks in Sanford.

Table 182: Question 12

What activities do you use City parks for? (Select all that apply.)	Percent	Number
Bike	29%	N=72
Walk dog	28%	N=71
Play sports	10%	N=25
Skate	2%	N=5
Bring children	42%	N=103
Walk	79%	N=197
Relax	50%	N=125
Exercise or jog	23%	N=57
Special events	46%	N=115
Volunteer	7%	N=17
Sightseeing	25%	N=61
Other	5%	N=13

Total may exceed 100% as respondents could select more than one option. Only answered by those who visit parks in Sanford

Table 183: Question 13 without "don't know" responses

Please rate the following aspects of Sanford parks.	Excellent		Good		Fair		Poor		Total	
The overall condition of the play equipment	16%	N=35	53%	N=116	26%	N=57	5%	N=11	100%	N=219
The overall condition of the park courts	14%	N=28	54%	N=108	28%	N=56	5%	N=10	100%	N=201
The amount of space available for park activities	27%	N=63	46%	N=109	21%	N=50	6%	N=13	100%	N=236
Overall cleanliness of the park	12%	N=30	56%	N=135	20%	N=49	12%	N=28	100%	N=242
Overall quality of bathrooms	4%	N=7	35%	N=57	31%	N=49	30%	N=48	100%	N=161

Only answered by those who visit parks in Sanford.

Table 184: Question 13 with "don't know" responses

Please rate the following aspects of Sanford parks.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The overall condition of the play equipment	14%	N=35	48%	N=116	24%	N=57	5%	N=11	10%	N=24	100%	N=243
The overall condition of the park courts	11%	N=28	43%	N=108	22%	N=56	4%	N=10	19%	N=47	100%	N=249
The amount of space available for park activities	27%	N=63	46%	N=109	21%	N=50	6%	N=13	1%	N=3	100%	N=238
Overall cleanliness of the park	12%	N=30	56%	N=135	20%	N=49	12%	N=28	0%	N=0	100%	N=243
Overall quality of bathrooms	3%	N=7	24%	N=57	21%	N=49	20%	N=48	33%	N=79	100%	N=240

Only answered by those who visit parks in Sanford.

Table 185: Question 14

Please select your top three (3) priorities for improving City parks.	Percent	Number
Availability of park staff	11%	N=27
Pool	11%	N=26
Benches/tables	16%	N=38
Drinking fountains	12%	N=30
Gardens/flowers	20%	N=48
More trash cans	15%	N=37
Track	5%	N=12
Security	30%	N=73
Bathrooms	30%	N=71
Play equipment	19%	N=47

Please select your top three (3) priorities for improving City parks.	Percent	Number
Cleaning/litter removal	21%	N=51
Dog runs	4%	N=10
Signage	2%	N=5
Public art	7%	N=17
Skate park	2%	N=5
Lighting	13%	N=31
Accessible for all abilities	15%	N=37
Recreational/sporting program	12%	N=28
Sports courts/fields	9%	N=21
Tree planting/maintenance	15%	N=36
Paths	17%	N=39
Other	6%	N=15

Total may exceed 100% as respondents could select more than one option. Only answered by those who visit parks in Sanford

Table 186: Question 15

Do you or your family take part in any of the youth recreation programs offered by the City of Sanford?	No		Yes		Total	
Do you or your family take part in any of the youth recreation programs offered by the City of Sanford?	91%	N=273	9%	N=28	100%	N=301

Table 187: Question 15a without "don't know" responses

	Excellent		Good		Fair		Poor		Total	
Please rate the overall quality of the youth recreation programs.	33%	N=9	28%	N=8	37%	N=10	2%	N=1	100%	N=27

Only answered by those who participated in youth recreation programs.

Table 188: Question 15a with "don't know" responses

	Excellent		Good		Fair		Poor		Don't know		Total	
Please rate the overall quality of the youth recreation programs.	32%	N=9	27%	N=8	36%	N=10	2%	N=1	3%	N=1	100%	N=28

Only answered by those who participated in youth recreation programs.

Table 189: Question 16

Are you aware that the City of Sanford offers Youth Mentoring programs?	No		Yes		Total	
Are you aware that the City of Sanford offers Youth Mentoring programs?	72%	N=212	28%	N=84	100%	N=296

Table 190: Question 17

Do you or your family take part in any of the adult recreation programs offered by the City of Sanford?	No		Yes		Total	
Do you or your family take part in any of the adult recreation programs offered by the City of Sanford?	92%	N=279	8%	N=23	100%	N=302

Table 191: Question 17a without "don't know" responses

	Excellent		Good		Fair		Poor		Total	
Please rate the overall quality of the adult recreation programs.	19%	N=4	35%	N=8	46%	N=11	0%	N=0	100%	N=23

Only answered by those who participated in adult recreation programs.

Table 192: Question 17a with "don't know" responses

	Excellent		Good		Fair		Poor		Don't know		Total	
Please rate the overall quality of the adult recreation programs.	19%	N=4	35%	N=8	46%	N=11	0%	N=0	0%	N=0	100%	N=23

Only answered by those who participated in adult recreation programs.

Table 193: Question 18

When deciding whether to participate in a recreation program, which of the following, if any, do you factor in your decision to participate? (Select all that apply.)	Percent	Number
Location of the program	44%	N=133
Quality of the program	40%	N=121
Cost to participate	39%	N=119
Other	5%	N=16
I don't participate in any recreation programs	49%	N=148

Total may exceed 100% as respondents could select more than one option.

Table 194: Question 19 without "don't know" responses

When was the last time you visited each of the following City facilities?	Never		More than a year ago		Within the last year		Within the last 6 months		Within the last month		Total	
Public pool (Larry A. Dale Aquatic Center)	81%	N=220	13%	N=35	2%	N=7	1%	N=4	2%	N=5	100%	N=271
Sanford Museum	42%	N=114	29%	N=81	17%	N=45	8%	N=21	5%	N=12	100%	N=274
Baseball Stadium	57%	N=155	24%	N=66	10%	N=26	4%	N=12	4%	N=12	100%	N=270
Splash pad	43%	N=120	24%	N=66	14%	N=38	14%	N=40	5%	N=14	100%	N=279
Mayfair Golf Course	74%	N=195	14%	N=36	6%	N=16	2%	N=7	4%	N=11	100%	N=264
Sanford Marina	17%	N=48	19%	N=52	18%	N=51	13%	N=37	33%	N=92	100%	N=281
Senior Center	82%	N=212	8%	N=21	5%	N=14	2%	N=5	3%	N=7	100%	N=260

Table 195: Question 19 with "don't know" responses

When was the last time you visited each of the following City facilities?	Never		More than a year ago		Within the last year		Within the last 6 months		Within the last month		Don't know		Total	
Public pool (Larry A. Dale Aquatic Center)	73%	N=220	12%	N=35	2%	N=7	1%	N=4	2%	N=5	10%	N=31	100%	N=301
Sanford Museum	38%	N=114	27%	N=81	15%	N=45	7%	N=21	4%	N=12	8%	N=24	100%	N=298
Baseball Stadium	53%	N=155	22%	N=66	9%	N=26	4%	N=12	4%	N=12	8%	N=24	100%	N=294
Splash pad	41%	N=120	23%	N=66	13%	N=38	14%	N=40	5%	N=14	5%	N=14	100%	N=293

When was the last time you visited each of the following City facilities?	Never		More than a year ago		Within the last year		Within the last 6 months		Within the last month		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Mayfair Golf Course	66%	N=195	12%	N=36	5%	N=16	2%	N=7	4%	N=11	10%	N=29	100%	N=293
Sanford Marina	17%	N=48	18%	N=52	18%	N=51	13%	N=37	32%	N=92	2%	N=7	100%	N=288
Senior Center	74%	N=212	7%	N=21	5%	N=14	2%	N=5	2%	N=7	10%	N=29	100%	N=288

Table 196: Question 20 without "don't know" responses

Please rate the following aspects of parks and recreation in the Sanford community.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Conditions of outdoor athletic facilities	13%	N=24	46%	N=86	30%	N=56	11%	N=20	100%	N=187
Condition of City owned and operated recreation facilities (buildings)	5%	N=11	49%	N=102	41%	N=85	5%	N=11	100%	N=208
Expertise and professionalism of Recreation Division staff	24%	N=33	41%	N=55	31%	N=42	4%	N=5	100%	N=136
Value of recreational programs and activities	16%	N=24	53%	N=79	28%	N=42	4%	N=5	100%	N=151
Variety of recreational programs and activities	13%	N=21	40%	N=62	41%	N=64	6%	N=10	100%	N=156
Ease of registration for recreational programs and activities	13%	N=14	43%	N=49	30%	N=34	15%	N=17	100%	N=114
Special events in the City of Sanford	24%	N=63	43%	N=112	28%	N=72	5%	N=13	100%	N=261

Table 197: Question 20 with "don't know" responses

Please rate the following aspects of parks and recreation in the Sanford community.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Conditions of outdoor athletic facilities	8%	N=24	30%	N=86	19%	N=56	7%	N=20	36%	N=105	100%	N=292
Condition of City owned and operated recreation facilities (buildings)	4%	N=11	36%	N=102	30%	N=85	4%	N=11	27%	N=78	100%	N=286
Expertise and professionalism of Recreation Division staff	11%	N=33	19%	N=55	15%	N=42	2%	N=5	53%	N=151	100%	N=287
Value of recreational programs and activities	8%	N=24	28%	N=79	15%	N=42	2%	N=5	48%	N=137	100%	N=287
Variety of recreational programs and activities	7%	N=21	22%	N=62	22%	N=64	3%	N=10	45%	N=129	100%	N=285
Ease of registration for recreational programs and activities	5%	N=14	17%	N=49	12%	N=34	6%	N=17	61%	N=177	100%	N=291
Special events in the City of Sanford	22%	N=63	39%	N=112	25%	N=72	5%	N=13	10%	N=30	100%	N=291

Table 198: Question 21 without "don't know" responses

Please rate each of the following:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City's online permit (Residential and Commercial) application process	6%	N=8	32%	N=42	29%	N=37	33%	N=43	100%	N=129
The ease of applying for permits	5%	N=6	29%	N=37	35%	N=44	31%	N=40	100%	N=127
Interactions with Building Department staff	18%	N=24	28%	N=37	30%	N=40	24%	N=31	100%	N=132
Overall quality of Sanford's Building Department	13%	N=16	35%	N=45	29%	N=37	24%	N=30	100%	N=128
Visibility of Code Enforcement Officers in the field	7%	N=12	24%	N=38	29%	N=46	41%	N=66	100%	N=163

Please rate each of the following:	Excellent		Good		Fair		Poor		Total	
Overall maintenance of properties in your area	4%	N=11	39%	N=98	34%	N=86	23%	N=59	100%	N=254
Ease of making a code enforcement complaint	7%	N=7	29%	N=31	37%	N=40	27%	N=29	100%	N=107
Efforts made by the Sanford Planning Department to improve commercial architecture standards	3%	N=3	28%	N=38	39%	N=53	30%	N=40	100%	N=135
Amount of signage around the City	10%	N=25	45%	N=112	35%	N=86	10%	N=25	100%	N=248
City's efforts for preservation of historic sites and locations	17%	N=43	48%	N=117	24%	N=58	11%	N=26	100%	N=244

Table 199: Question 21 with "don't know" responses

Please rate each of the following:	Excellent		Good		Fair		Poor		Don't know		Total	
The City's online permit (Residential and Commercial) application process	3%	N=8	14%	N=42	13%	N=37	14%	N=43	56%	N=165	100%	N=294
The ease of applying for permits	2%	N=6	13%	N=37	15%	N=44	14%	N=40	56%	N=163	100%	N=290
Interactions with Building Department staff	8%	N=24	13%	N=37	14%	N=40	11%	N=31	54%	N=157	100%	N=289
Overall quality of Sanford's Building Department	6%	N=16	16%	N=45	13%	N=37	10%	N=30	56%	N=161	100%	N=289
Visibility of Code Enforcement Officers in the field	4%	N=12	13%	N=38	16%	N=46	23%	N=66	43%	N=125	100%	N=288
Overall maintenance of properties in your area	4%	N=11	34%	N=98	30%	N=86	20%	N=59	12%	N=36	100%	N=290
Ease of making a code enforcement complaint	3%	N=7	11%	N=31	14%	N=40	10%	N=29	63%	N=180	100%	N=287

Please rate each of the following:	Excellent		Good		Fair		Poor		Don't know		Total	
Efforts made by the Sanford Planning Department to improve commercial architecture standards	1%	N=3	13%	N=38	19%	N=53	14%	N=40	53%	N=149	100%	N=284
Amount of signage around the City	9%	N=25	40%	N=112	31%	N=86	9%	N=25	12%	N=33	100%	N=281
City's efforts for preservation of historic sites and locations	15%	N=43	40%	N=117	20%	N=58	9%	N=26	16%	N=47	100%	N=291

Table 200: Question 22 without "don't know" responses

Please rate each of the following:	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total	
The City makes good use of their annual budget	5%	N=10	35%	N=75	25%	N=54	21%	N=44	14%	N=29	100%	N=212
The City of Sanford's property taxes are affordable	7%	N=16	27%	N=62	21%	N=48	31%	N=72	15%	N=35	100%	N=234

Table 201: Question 22 with "don't know" responses

Please rate each of the following:	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
The City makes good use of their annual budget	3%	N=10	25%	N=75	18%	N=54	15%	N=44	10%	N=29	29%	N=87	100%	N=299
The City of Sanford's property taxes are affordable	5%	N=16	21%	N=62	17%	N=48	25%	N=72	12%	N=35	19%	N=56	100%	N=290

Table 202: Question 23

How familiar are you, if at all, with the City's public participation budget process?	Percent	Number
I have participated in it	6%	N=19
I am aware, but have not participated in it	29%	N=87
I am not aware	64%	N=191

Table 203: Question 24 without "don't know" responses

Rate your level of agreement with the following statement: The City should invest in more public art.	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
	25%	N=69	41%	N=114	18%	N=51	16%	N=44	100%	N=278

Table 204: Question 24 with "don't know" responses

	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Rate your level of agreement with the following statement: The City should invest in more public art.	23%	N=69	39%	N=114	17%	N=51	15%	N=44	6%	N=16	100%	N=294

Table 205: Question 25

Have you accessed the City's website in the past 6 months?	Percent	Number
No	24%	N=72
Yes	76%	N=227

Table 206: Question 25a without "don't know" responses

	Excellent		Good		Fair		Poor		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Please rate the overall quality of the City's website:	17%	N=38	52%	N=118	29%	N=66	2%	N=5	100%	N=227

Only answered by those who accessed the City's website in the past 6 months.

Table 207: Question 25a with "don't know" responses

	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Please rate the overall quality of the City's website:	17%	N=38	52%	N=118	29%	N=66	2%	N=5	0%	N=0	100%	N=227

Only answered by those who accessed the City's website in the past 6 months.

Table 208: Question 26

How do you prefer to receive non-emergency/emergency information from the City of Sanford?	Percent	Number
Utility bill inserts	7%	N=20
Postings to the City of Sanford website	5%	N=14
Alert Seminole	9%	N=28
Text messages	33%	N=100
Email	21%	N=64
Sanford Connects App	7%	N=20
Podcast	0%	N=0
Nextdoor	3%	N=10
Social media updates (Facebook, Twitter, Instagram, etc.)	14%	N=42

Open-Ended Responses

Following are verbatim responses to the open-ended question on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are grouped by category and are in alphabetical order.

Question 12: What activities do you use City parks for? – Other

No responses received.

Question 14: Please select your top three (3) priorities for improving City parks. - Other

- Homeless problem
- More shade! Parks should always have tree shade so kids and parents don't overheat in the summertime. I also wish there were simply more parks, especially in West Sanford. Most parks are out east.
- Shade over play ground
- Shade over the playground!

Question 18: When deciding whether to participate in a recreation program, which of the following, if any, do you factor in your decision to participate? - Other

- If I knew what they were I would probably do something
- Safety

Appendix H: Survey Materials

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