SEMINOLE COUNTY

TECHNICAL ADVISORY COMMITTEE

FEBRUARY 19, 2020 MEETING MINUTES

ATTENDANCE

Members Present: Ashlee Woodard, Chad Moorhead, Jay Exum, Dudley Bates, Grey Wilson, John Horan, Mark Brandenburg, Steve Nelson

Members Absent: Austin Beeghly and Jenelle Ferrer

Staff Present: Richard Durr, Leisure Services Director

Michael Wirsing, Parks & Recreation Manager

Bill Pandos, Interim Greenways & Natural Lands Manager

Sherry Williams, Special Projects Program Manager

Jim Duby, Natural Lands Program Manager

Melissa Hernandez, County Attorney's Office

Corey Warner, Administrative Assistant

Consultant Team: Kristin Caborn, GAI Dana Loncar, GAI Dr. David Hill, Hill Research

Public Attendees: Kimberly Buchheit and Katrina Shadix

Location: Boombah Soldiers Creek Park 2400 State Road 419, Longwood, FL 32750

Call to Order: John Horan called the meeting to order at 7:30PM

Old Business:

- Dr. Hill gave a very detailed presentation about the results of the Public Information Survey. This presentation can be found at the end of the minutes.
- Questions from the TAC followed the presentation.
- A motion to take the Public Information Survey to the County Commission, and to recommend to move forward with the referendum based on the survey was made and seconded.
- An amendment was made to the motion to commend the Public Information Survey, while stressing the need for a strong public information campaign.

- The TAC discussed, after a recommendation from Dr. Hill, to target specific groups during the campaign and remain below a \$40 per household threshold. Rather than making this an amendment, staff assured the TAC that these will be relayed to the County Commission.
- The TAC members agreed to speak with their respective commissioners regarding the results of the survey.
- The motion, amendments and recommendations were passed unanimously.

New Business

• The referendum will be at the BCC Work Session on March 10th at 10:30AM. It is recommended that if attending, the members do not discuss the referendum to stay within the Sunshine Laws.

Next Meeting

- The next meeting will be on Tuesday, April 21st at 6:30PM.
- If we have to have a meeting before this, staff will communicate the new date and time with the TAC.

Public Comment:

• Katrina Shadix and Kimberly Buccheit both asked questions about the process, how to obtain the trust of the citizens of Seminole County, and gave praise to the hard work being done by the TAC.

Adjourn: John Horan adjourned the meeting at 9:24PM



Seminole County public opinion survey

January 22-26, 2020

Background

Methodology

- Sample of 302 active voters
- Interviews conducted January 22-26, 2020
 - 214 were conducted on cell phones
 - 88 were conducted on landline phones
- Final data were weighted by the joint distributions of geography, age, gender, and party registration to correct for variations in respondent cooperation rates.
- Margin of error of ±5.6% for 302 cases

Contributors

- Dr. David B. Hill, Director, Hill Research Consultants
- Dr. Stephen N. White, Assistant Director



Sample Demographics





Gender



Sample age distribution



Party registration of sample

Party Registration of Active Voters in Seminole County





6

Board of County Commissioner Districts Percentage of active voter sample in each district







Key findings -part 1-

- Ratings of most parks and recreation facilities and programs are positive and stable since 2015.
- These ratings frequently vary by gender, age cohort, socioeconomic status and other factors, but even given these variations, the overall pattern is generally one of positivity across all demographics.
- Park/facility visitation is up slightly (from 36% weekly in 2015 to 39% now), but participation in programs has declined since 2015, from 63% to 48%.
- Voters are narrowly satisfied with spending for parks & rec:
 - 48% say spending is 'about right,' 27% say it's 'too little.'
 - 53% say they are satisfied with the value their household receives from parks for the price paid in taxes, fees.



Key findings -part 2-

- Voter perceptions of their current tax burden are modest and represent no unilateral impediment to passage of a bond plan and property tax increase for parks and recreation.
 - 68% of voters could handle a tax hike of \$43 per year.
 - 81% could handle a tax hike of \$30 per year.
- Voters seem generally inclined to move forward with a bond plan:
 - 58% would support the general concept of a small property tax increase for parks and rec programs.
 - 52% would support a specific bond plan and tax measure.
 - 65% would support the same bond plan after hearing more details of the plan.
- Only 22% of voters can be categorized as hard supporters of a bond election; yet just 11% are hard opponents. So the size and persuasiveness of information flow to voters before the election will play a critical role in the outcome.



Replicating the 2015 survey





Rating: Park & recreation opportunities in Seminole County



Important park & recreation related needs that Seminole County should do something about

Perceptions of needs are very similar to those of 2015



County government spending for parks & recreation for Seminole County today





Satisfaction with the availability of types of facilities in Seminole County

Satisfaction with various facilities generally parallels 2015 levels



Satisfaction with the availability of programs in Seminole County

(Scale score of 1-5, with 5 very satisfied)

Satisfaction with various programs generally parallels 2015 levels



Satisfaction rating: Proximity of distance to parks & recreation facilities

<u>Residents of BOCC Districts 1 and 2 express higher satisfaction with their</u> proximity to parks and rec facilities; residents of District 3 are least satisfied





Park or recreation facility visitation by householder, & rating of overall physical condition of parks/facilities





Visited a park or recreation facility in Seminole County over the past 12 months, by any member of household

profile of selected categories with the highest percentages of "several times per week or more"

Graduate, professional school Native of Seminole County 2+ adults, child household Female 18-50 Income \$150K+ Child in household **BoCC 2 - Zembower** Reg. to vote 10-19 years Male 18-50 **BoCC 4 - Lockhart** Age 40 years or less Female TOTAL





Visited a park or recreation facility in Seminole County over the past 12 months, by any member of household

profile of selected categories with the highest percentages of "less than once per month, not at all"

BoCC 3 - Constantine Age more than 60 years Female 51+ GOP 2+ primaries vote history Senior household (imputed) Lived in County 25 years or more Prof., white collar occup. (imputed) Working woman HH (imputed) Net worth \$250K+ Any GOP primary vote history Reg. to vote 20 or more years West region TOTAL





Rating: Overall physical condition of all parks & recreational facilities visited in Seminole County over the past 12 months profile of selected categories with the highest percentages of *"excellent"*

Some college Male 51+ Reg. to vote 20 or more years Lived in County 25 years or more Male 2+ adults, child household **BoCC 3 - Constantine** Home value less than \$225K Some college or less Any GOP primary vote history Most likely voter None; other party registration TOTAL





Recreational programs participation by householders, & overall quality of programs rating







Support for funding for new facilities or programs

Rank order generally parallels 2015 levels, support for all has risen

Improving access for people	94%	5%
with disabilities	94 /8	578
Maintaining & improving	93%	5%
existing facilities Updated amenities like restrooms,		
shelters, benches, lights, & signs	92%	7%
Updated playground equipment	88%	9%
	8878	978
Acquiring land for	84%	14%
NEW preservation & conservation		
Neighborhood parks	84%	14%
Multi-use paths & trails	83%	15%
Improved access to &		
programs about historic sites	83%	14%
Nature education center	82%	14%
Multi-purpose green-space	81%	13%
	720/	229/
Indoor sports	73%	22%
Indoor swimming facilities	72%	24%
Boat ramps	60%	33%
Large multi-sports complex	59%	34%
Tennis facilities	55%	39%
	Would support	Would not support

'Best 3' combination of objects of spending

Package supported most by swing voters

percent all three would support



Satisfaction with overall value household receives from parks for the price paid in taxes, fees







Pondering a bond plan and property tax increase





Combined applicable property taxes paid to the county, any municipality, & any other taxing authorities





A small increase in property taxes to sustain & improve parks & recreation programs



Ballot: Bonds for Parks & Recreation Facilities & Conservation Lands (First ask)



Bonds for Parks & Recreation Facilities & Conservation Lands ballot

variation by estimated turnout



Bonds for Parks & Recreation Facilities & Conservation Lands ballot

variation by 13-year moving average of age



Impact of details of & statements about the bond proposal on likelihood of support

All money from plan would be spent on P&R facilities right here in Seminole County, enhancing quality of life & local economy

Would provide funds to enhance active recreation opportunities for all ages

Plan will allow to preserve natural lands & open space, providing facilities for all, important way to protect/enhance quality of life Would extend the Natural Lands Program approved by voters in 1990 to purchase lands & wilderness areas Citizen committee would be appointed to monitor spending & report to public through public website & social media Experts say property values, business investments increase in areas that have outstanding P&R programs

Owner of average home would pay \$43 per year, or less than \$4 per month, in additional taxes

Would allow community to meet long-term goal of ensuring every resident lives within a mile of P&R services

Bond debt would be repaid over 10 years



'Best 3' combination of details and statements about bond plan *Making swing voters more likely to support*

percent all three more likely to support

80% 70%	52 Bond plan would provide funds to enhance active recreation	52/56/57 • •
60%	opportunities for all ages 56 All money would be spent on parks & recreational facilities right here in	
50%	Seminole County, enhancing our	
40%	 quality of life & our local economy 57 Will allow community to preserve natural lands & open space, providing 	• * • • •
30%	facilities for the enjoyment of all, an	
20%	important way to protect & enhance our quality of life	
10%		
0%		
0%	% 20% 40% 6 percent any three <i>more</i>	ikely to support

'Best 3' combination of details and statements about bond plan *Making swing voters more likely to support*

percent all three more likely to support

80% 70%	52 Bond plan would provide funds to enhance active recreation opportunities for all ages	52/56/57 • •	
60%	 56 All money would be spent on parks & recreational facilities right here in 		
50%	Seminole County, enhancing our quality of life & our local economy		
40%	57 Will allow community to preserve natural lands & open space, providing		
30%	facilities for the enjoyment of all, an important way to protect & enhance		
20%	our quality of life		
10%			
0%			
00	% 20% 40% percent any three <i>mol</i>	60% 80% 100% re likely to support	

Impact of amount paid in additional taxes to repay the bonds on support for bond proposal



Impact of \$43 per year, or less than \$4 per month Impact if lowered to \$30 per year, or \$2.50 per month (n = 96)



Ballot: Bonds for Parks & Recreation Facilities & Conservation Lands (follow-up ask)



Bonds for Parks & Recreation Facilities & Conservation Lands ballot movement





Bonds for Parks & Recreation Facilities & Conservation Lands ballot

profile of selected categories with the highest percentages of "Moved toward Yes"

East region BoCC 1 - Dallari Reg. to vote 10-19 years 2+ adults, child household Lived in County 10 years or less Any Dem primary vote history Female 18-50 Child in household Dem 2+ primaries vote history **Registered Democratic** Age 41-60 years Income less than \$75K TOTAL





Electoral segmentation: Bonds for Parks & Recreation Facilities & Conservation Lands





Bonds for Parks & Recreation Facilities & Conservation Lands ballot

profile of selected categories with the highest percentages of "Hard Yes"

Lived in County 10 years or less **Reg. to vote less than 10 years** Graduate, professional school Home value \$225K-\$299K South Central region **BoCC 4 - Lockhart Dem 2+ primaries vote history** Male 51+ Male Income \$75K-\$149K Male 18-50 Prof., white collar occup. (imputed) TOTAL





Bonds for Parks & Recreation Facilities & Conservation Lands ballot

profile of selected categories with the highest percentages of "Swing"

	Some college	76%
Reg. to	vote 10-19 years	75%
Incom	e less than \$75K	73%
	West region	73%
	Female 18-50	73%
Som	e college or less	72%
	Female	72%
Net wort	h less than \$50K	71%
Age	40 years or less	71%
None; other p	arty registration	71%
	Female 51+	71%
	BoCC 1 - Dallari	70%
	TOTAL	66%

