

**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 10<sup>th</sup> 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 21<sup>st</sup> 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



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# Seminole County public opinion survey

January 22-26, 2020

# Background

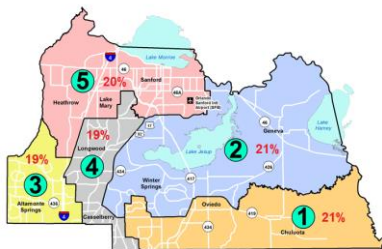
## ● Methodology

- 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  $\pm 5.6\%$  for 302 cases

## ● Contributors

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

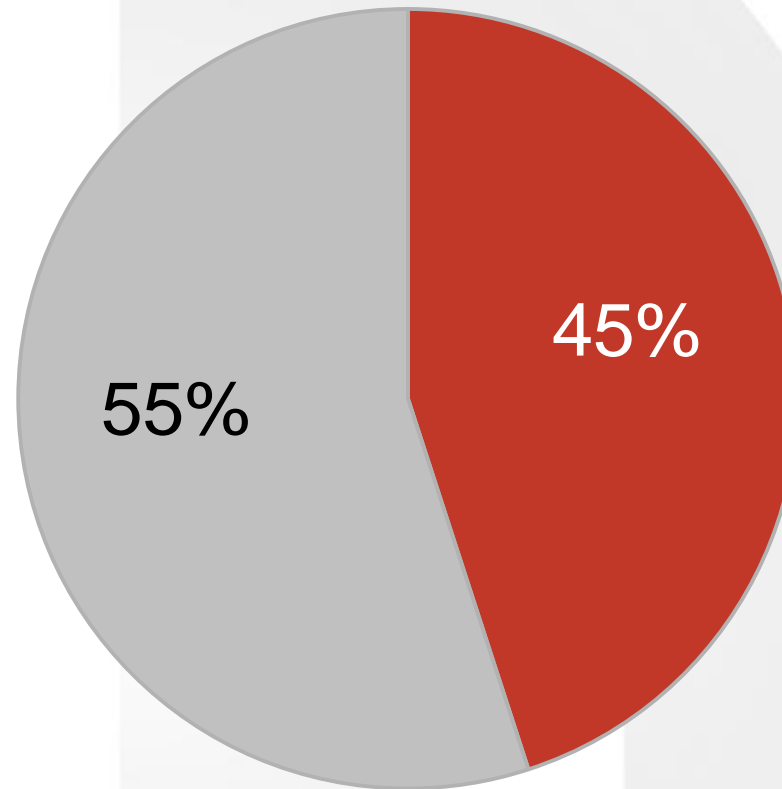
## Sample Demographics



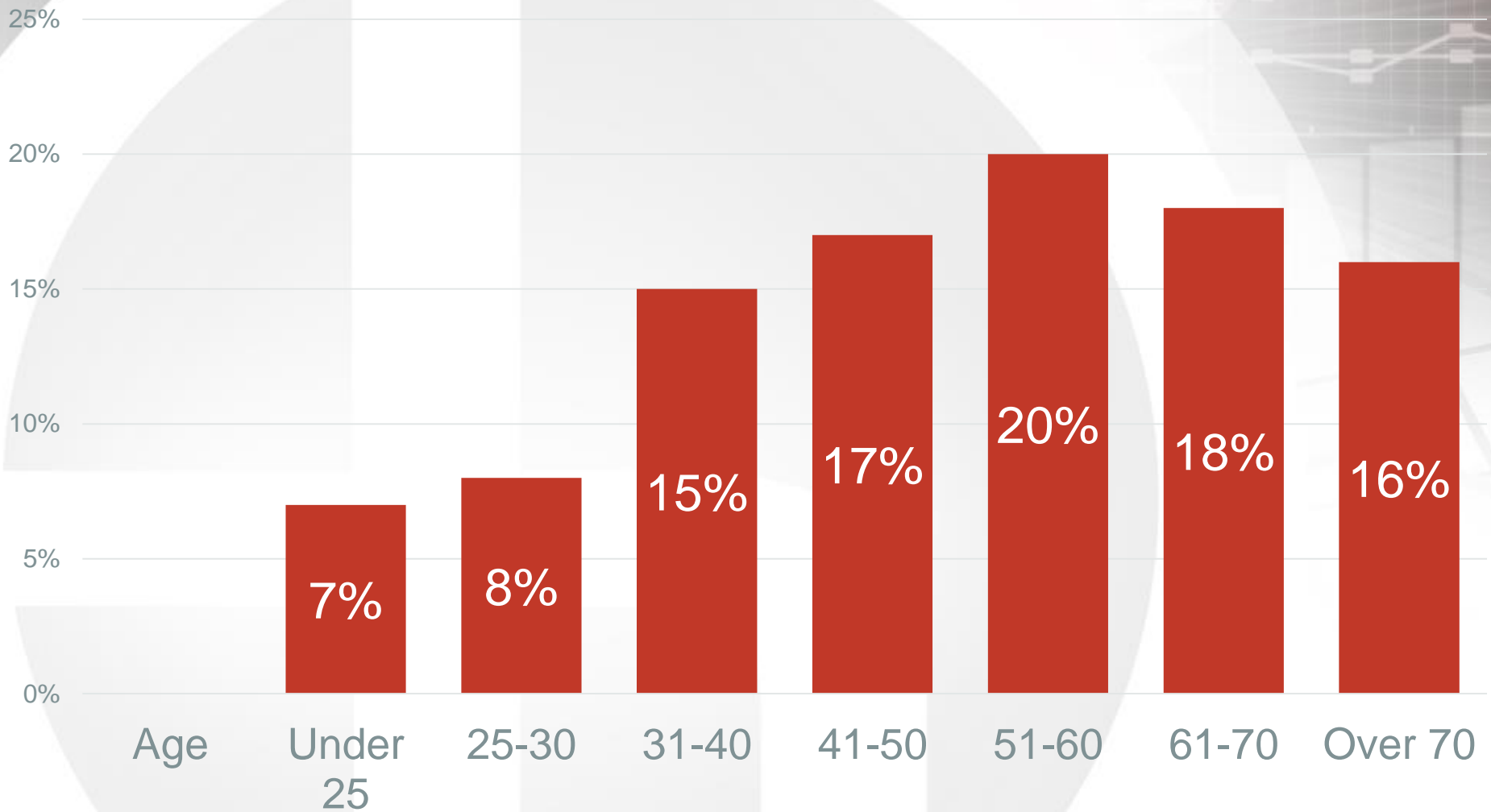
# Gender

Gender of Seminole County Active Voters

■ Male ■ Female

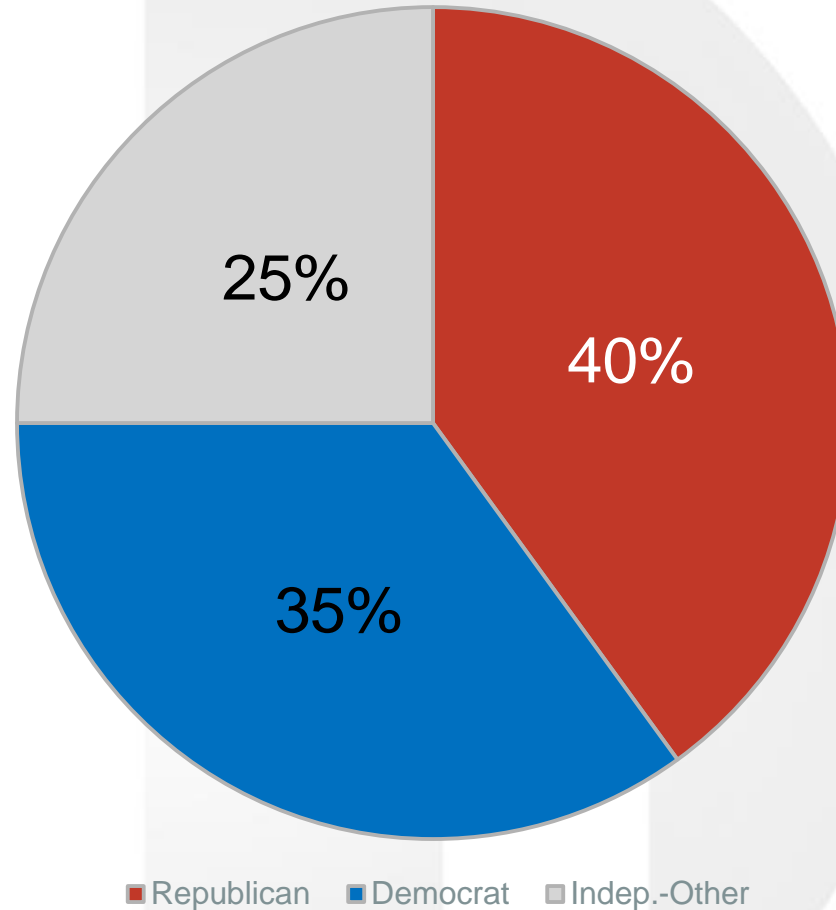


# Sample age distribution



# Party registration of sample

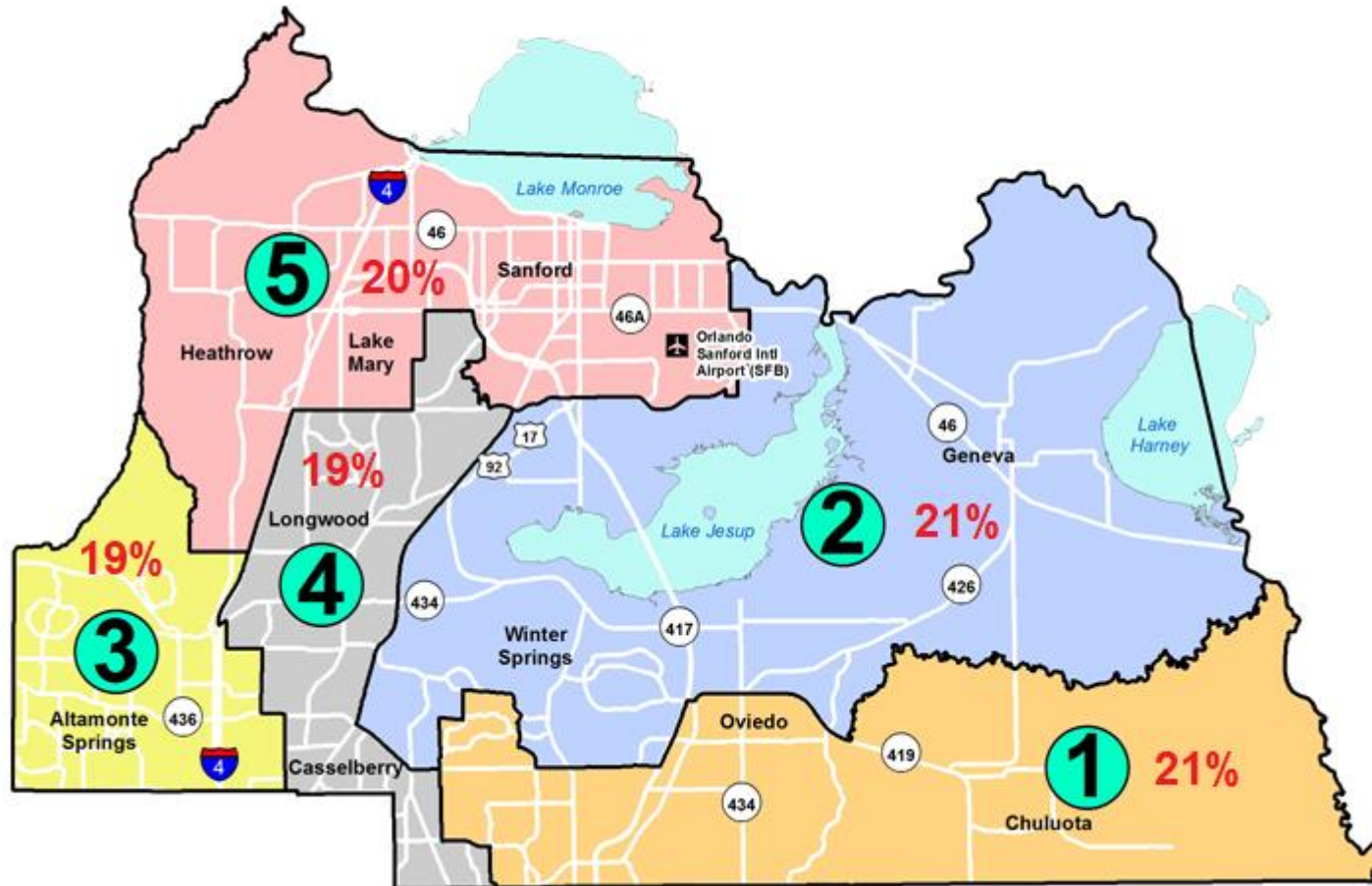
Party Registration of Active Voters in Seminole County





# Board of County Commissioner Districts

Percentage of active voter sample in each district



## Key findings



# 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, socio-economic 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-

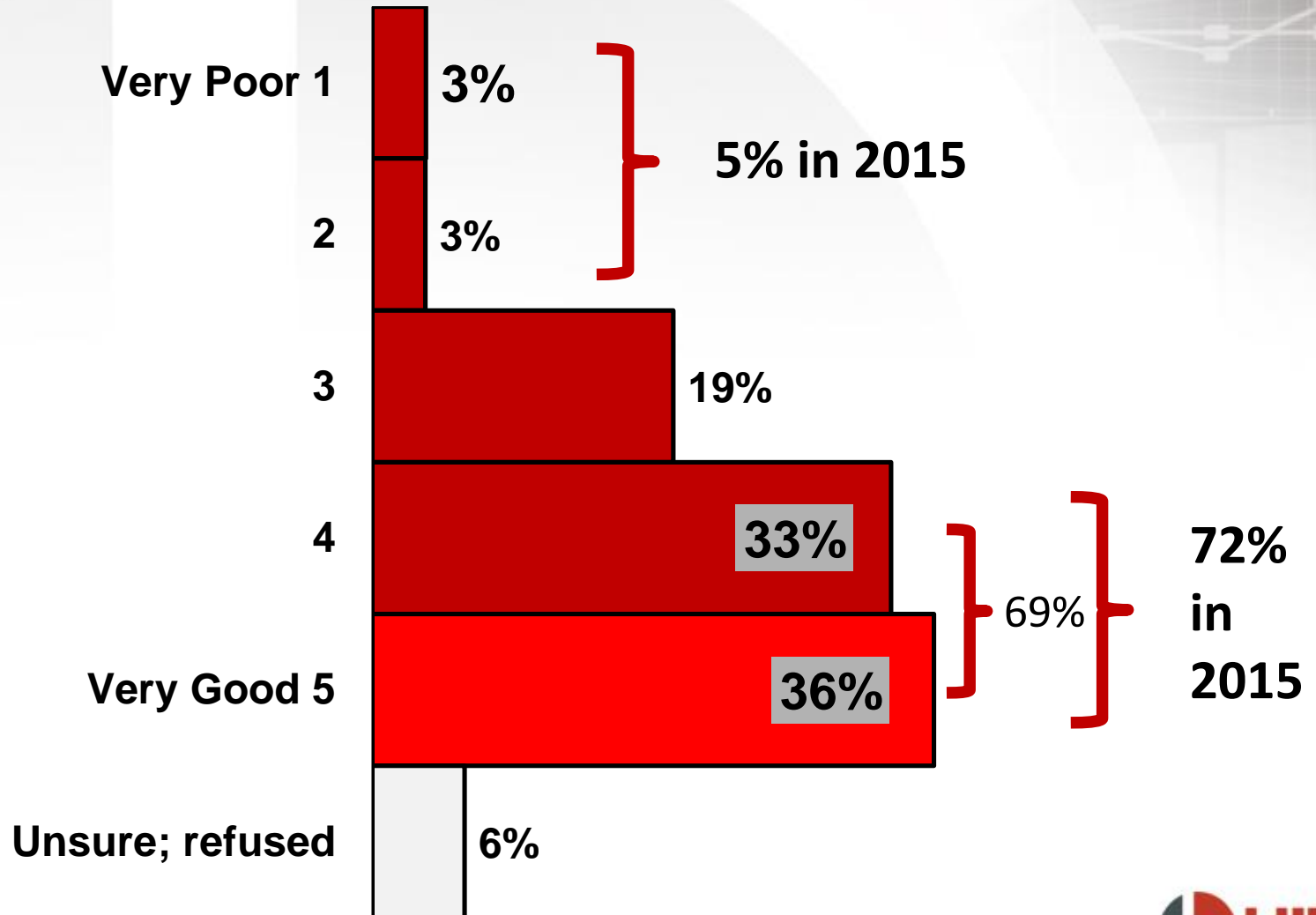
- Voter perceptions of their current tax burden are modest and represent no unilateral impediment to passage of a bond plan and property tax increase for parks and recreation.
  - 68% of voters could handle a tax hike of \$43 per year.
  - 81% could handle a tax hike of \$30 per year.
- Voters seem generally 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

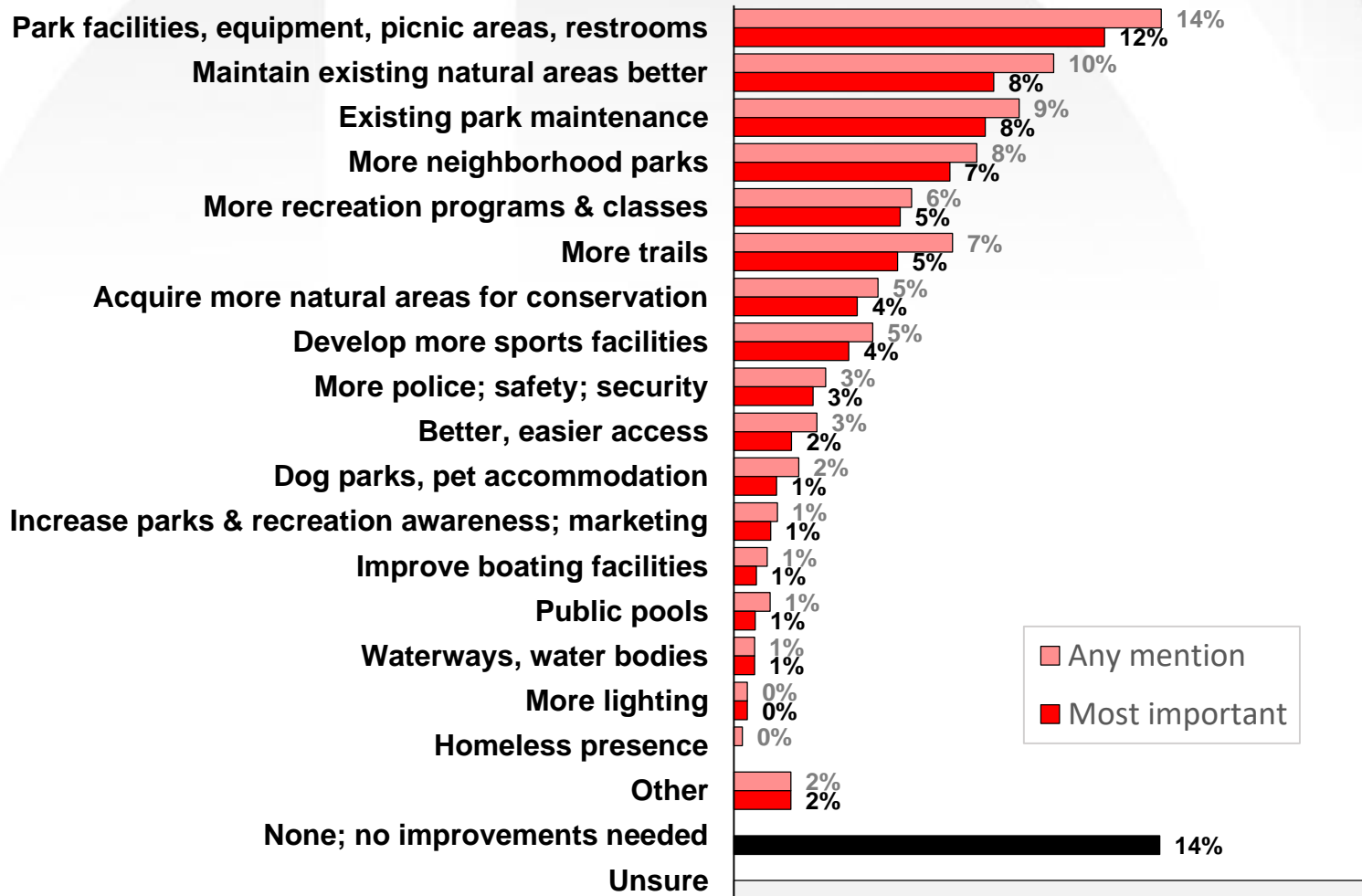
Ratings skew positive and stable since 2015



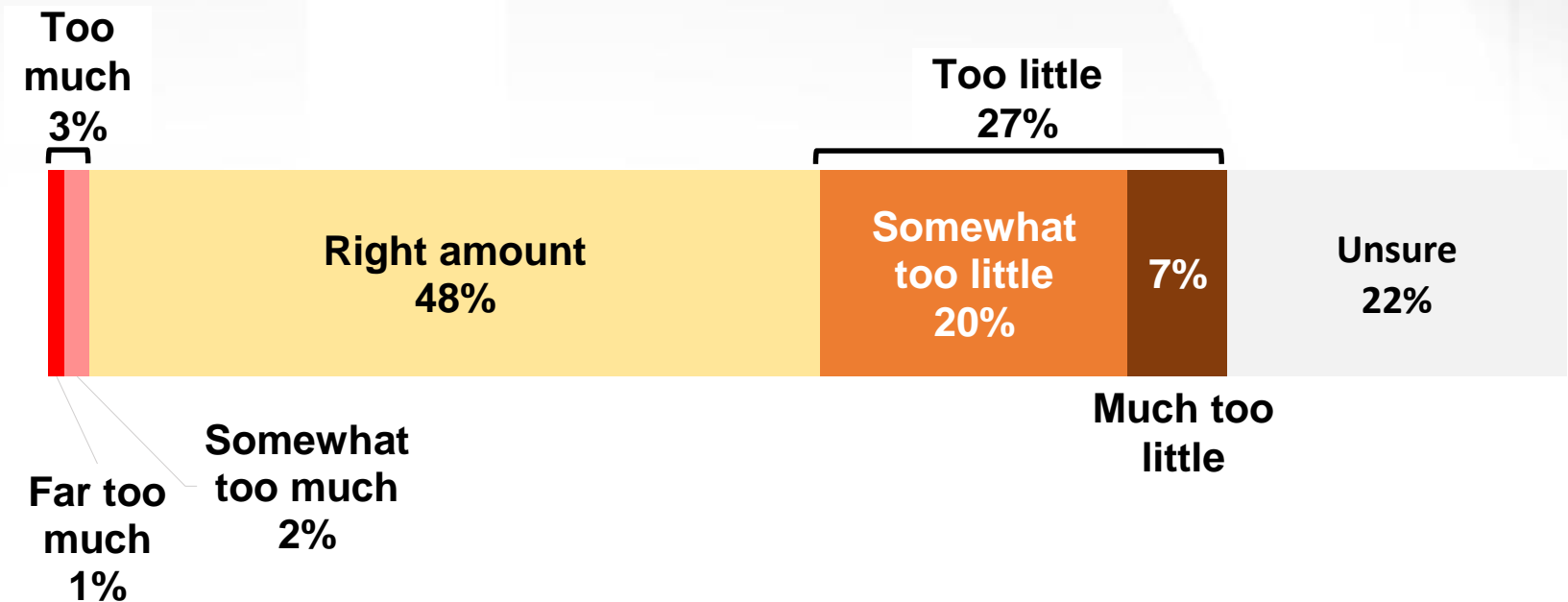


# Important park & recreation related needs that Seminole County should do something about

Perceptions of needs are very similar to those of 2015



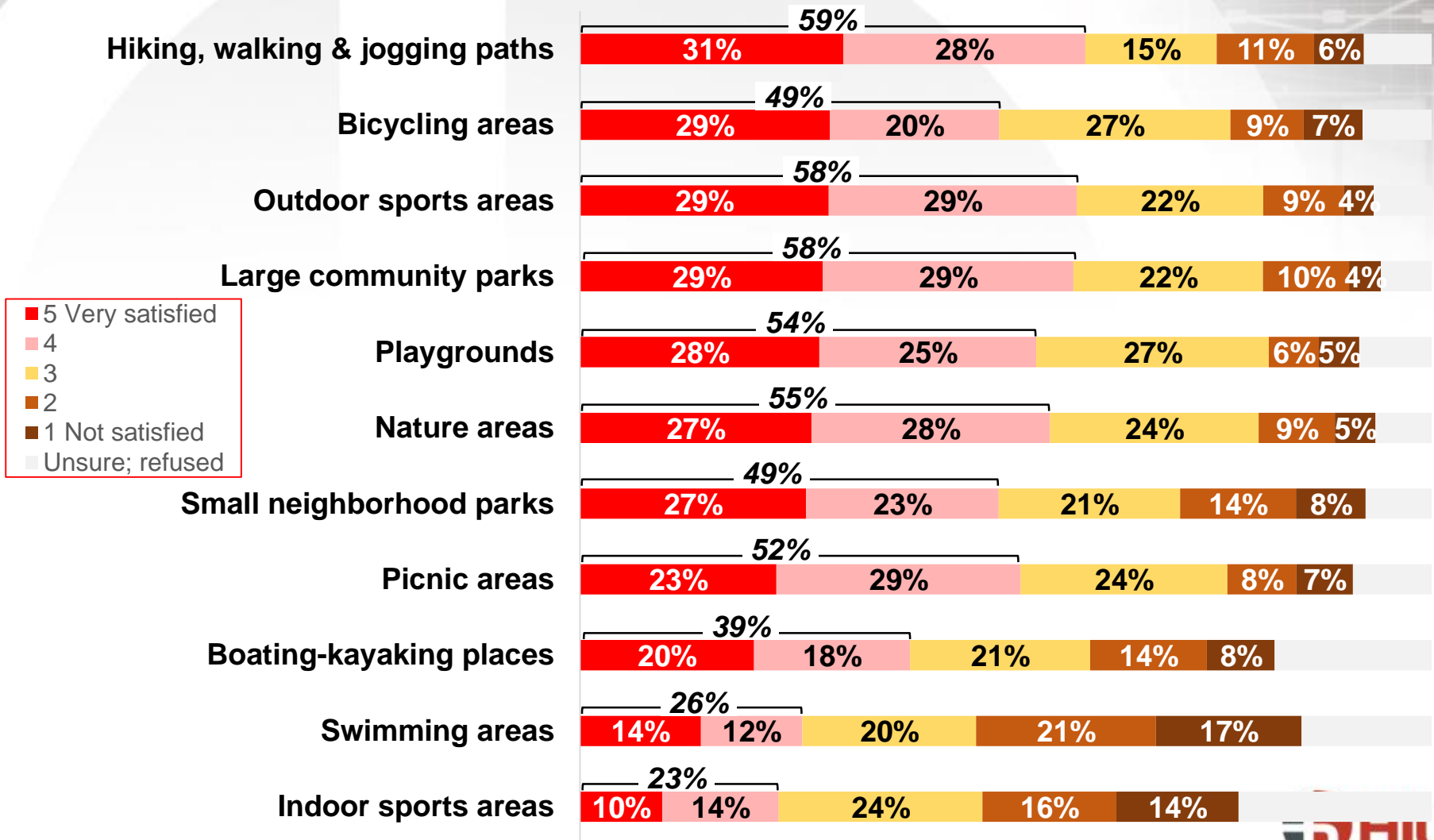
# County government spending for parks & recreation for Seminole County today





# Satisfaction with the availability of types of facilities in Seminole County

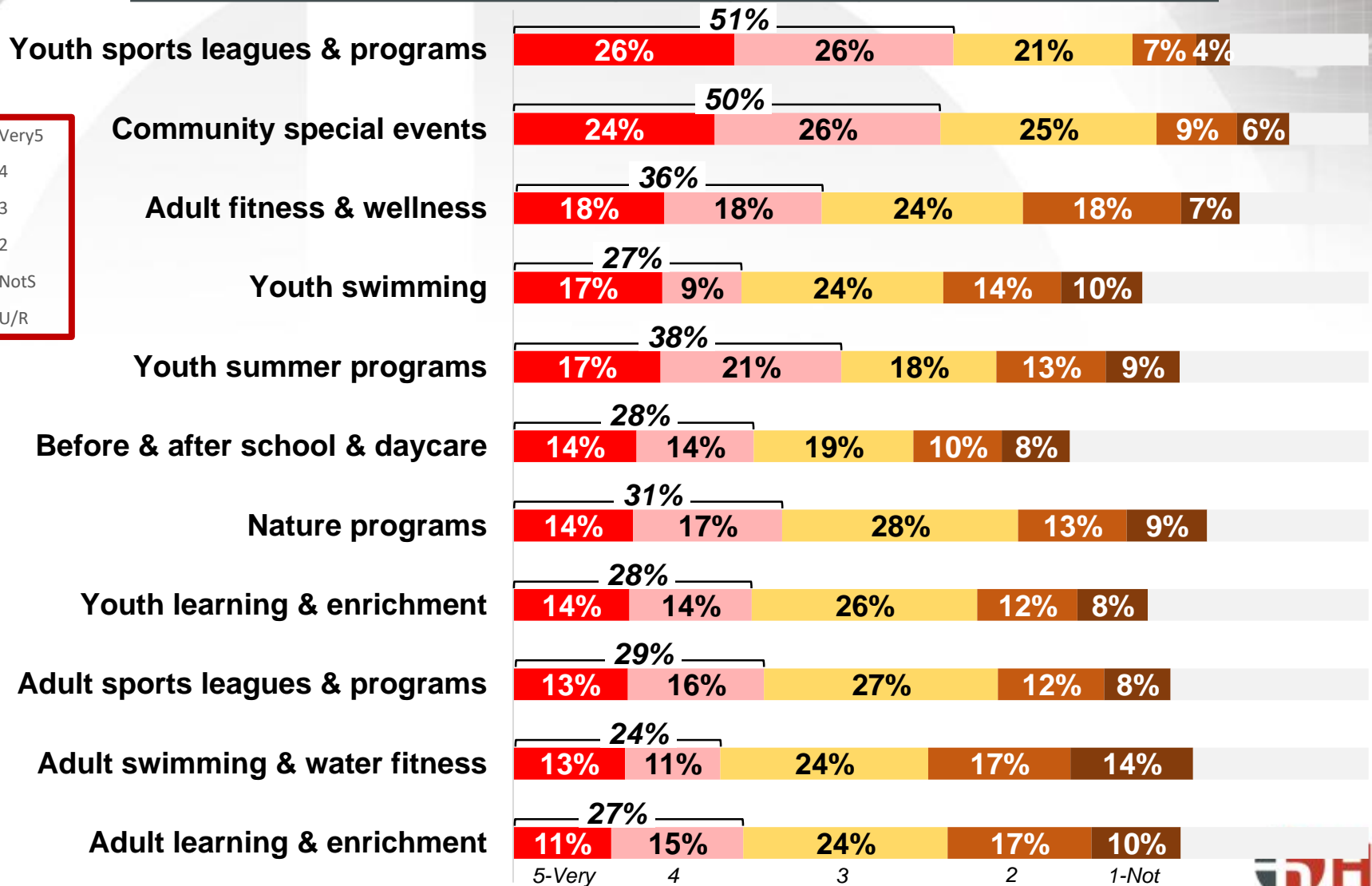
Satisfaction with various facilities generally parallels 2015 levels



# Satisfaction with the availability of programs in Seminole County

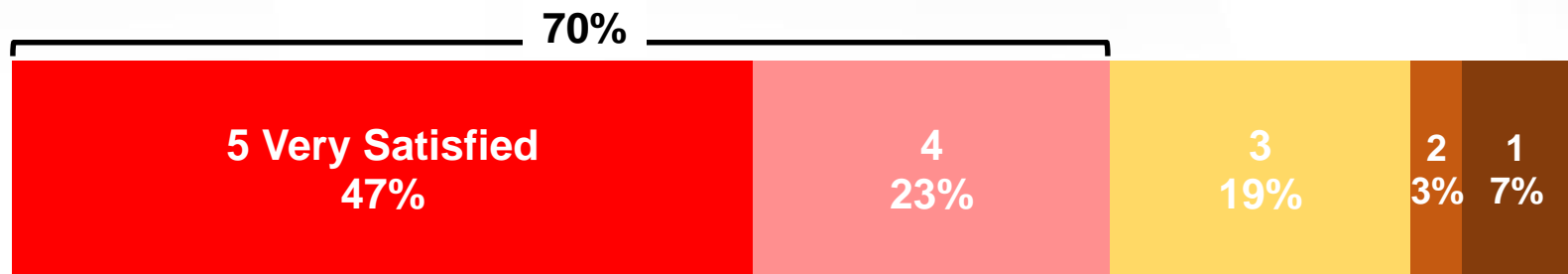
(Scale score of 1-5, with 5 very satisfied)

Satisfaction with various programs generally parallels 2015 levels



# Satisfaction rating: Proximity of distance to parks & recreation facilities

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



Mean scale scores (4.0 for total)

District 1=4.3

District 2=4.2

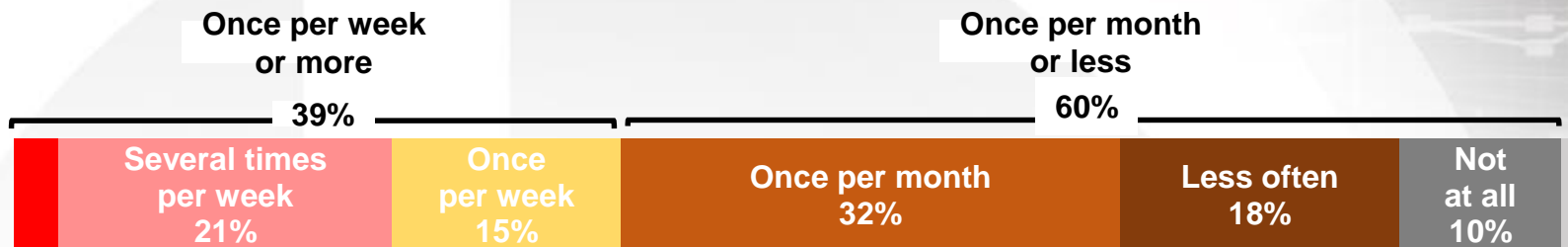
District 3=3.7

District 4=3.9

District 5=3.9

Not  
satisfied

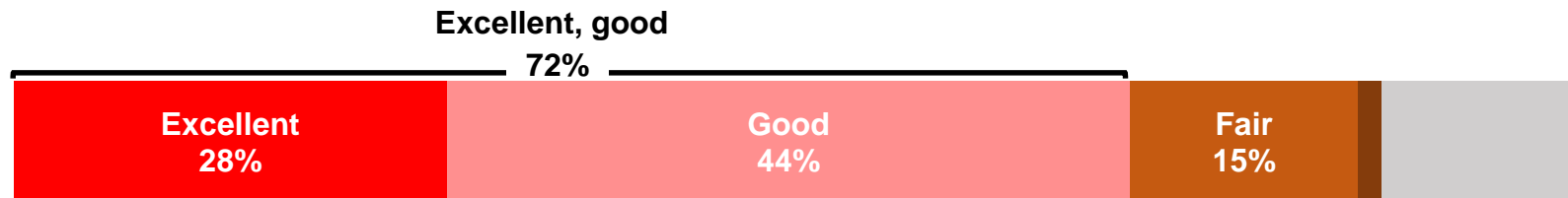
# Park or recreation facility visitation by householder, & rating of overall physical condition of parks/facilities



Daily  
3%

Visitation frequency

Visitation varies by age, education, and income. See charts that follow.



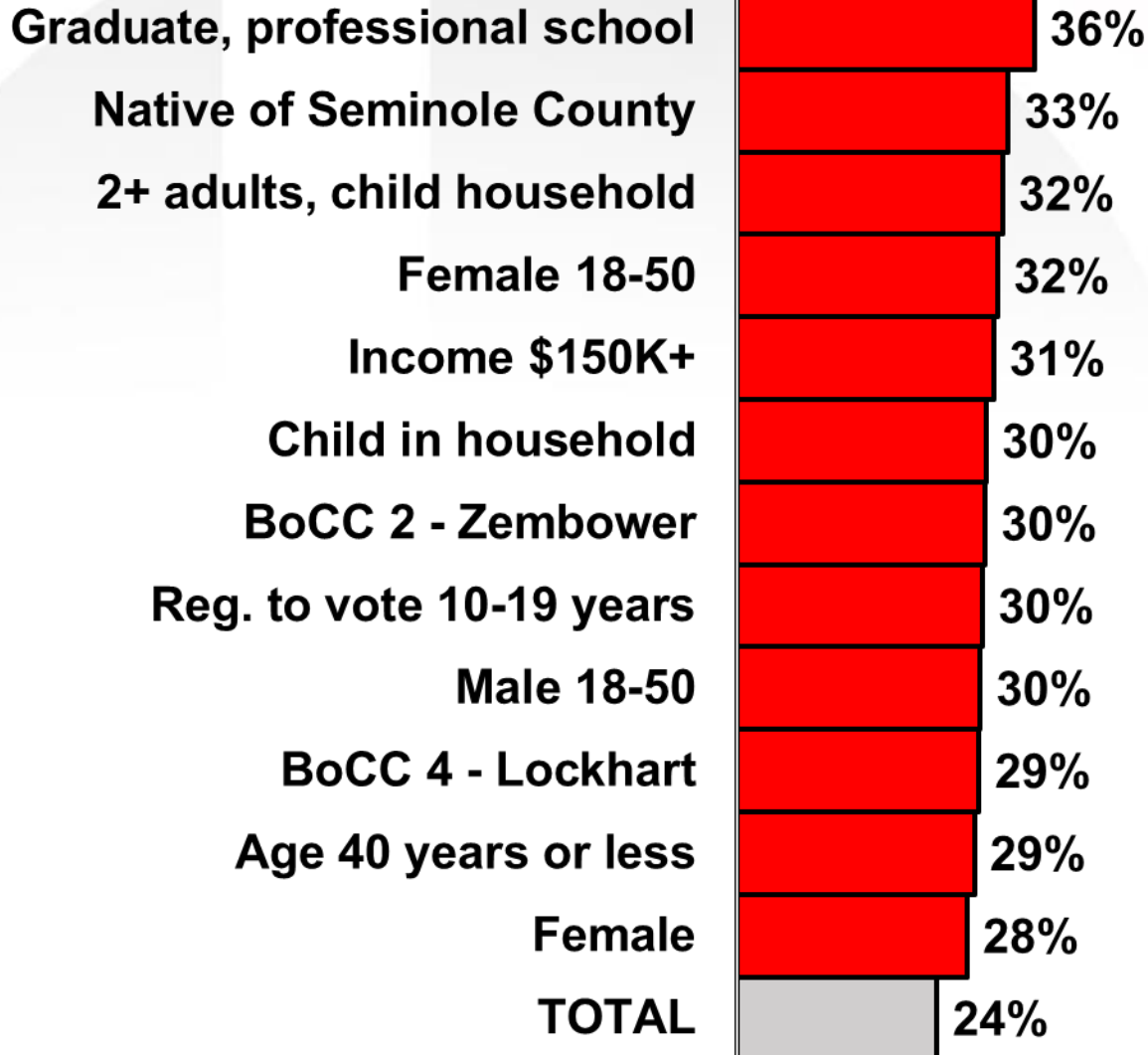
Rating

Men are more likely to give park conditions excellent ratings. See chart that follow.

Poor  
1%

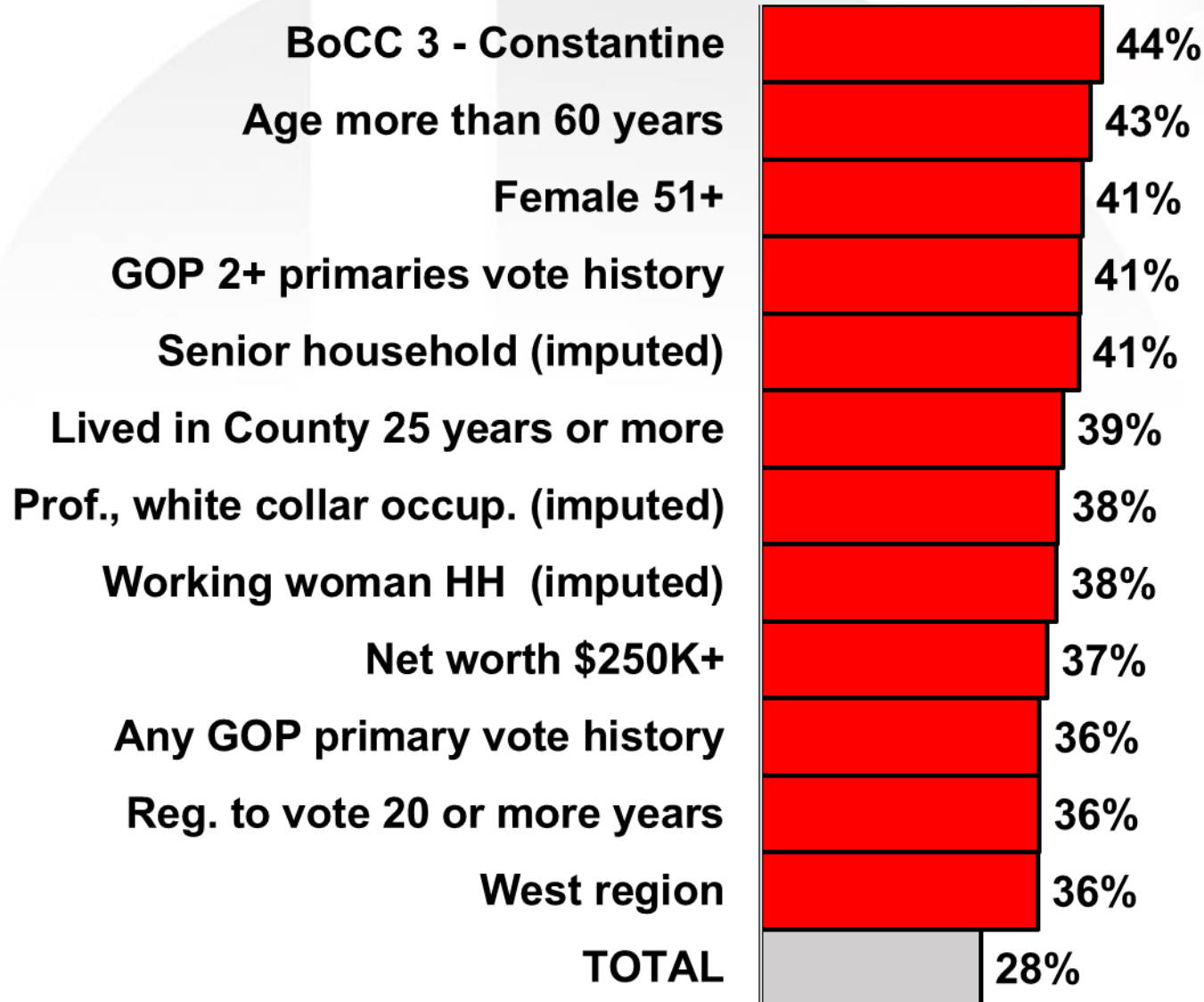
# Visited a park or recreation facility in Seminole County over the past 12 months, by any member of household

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



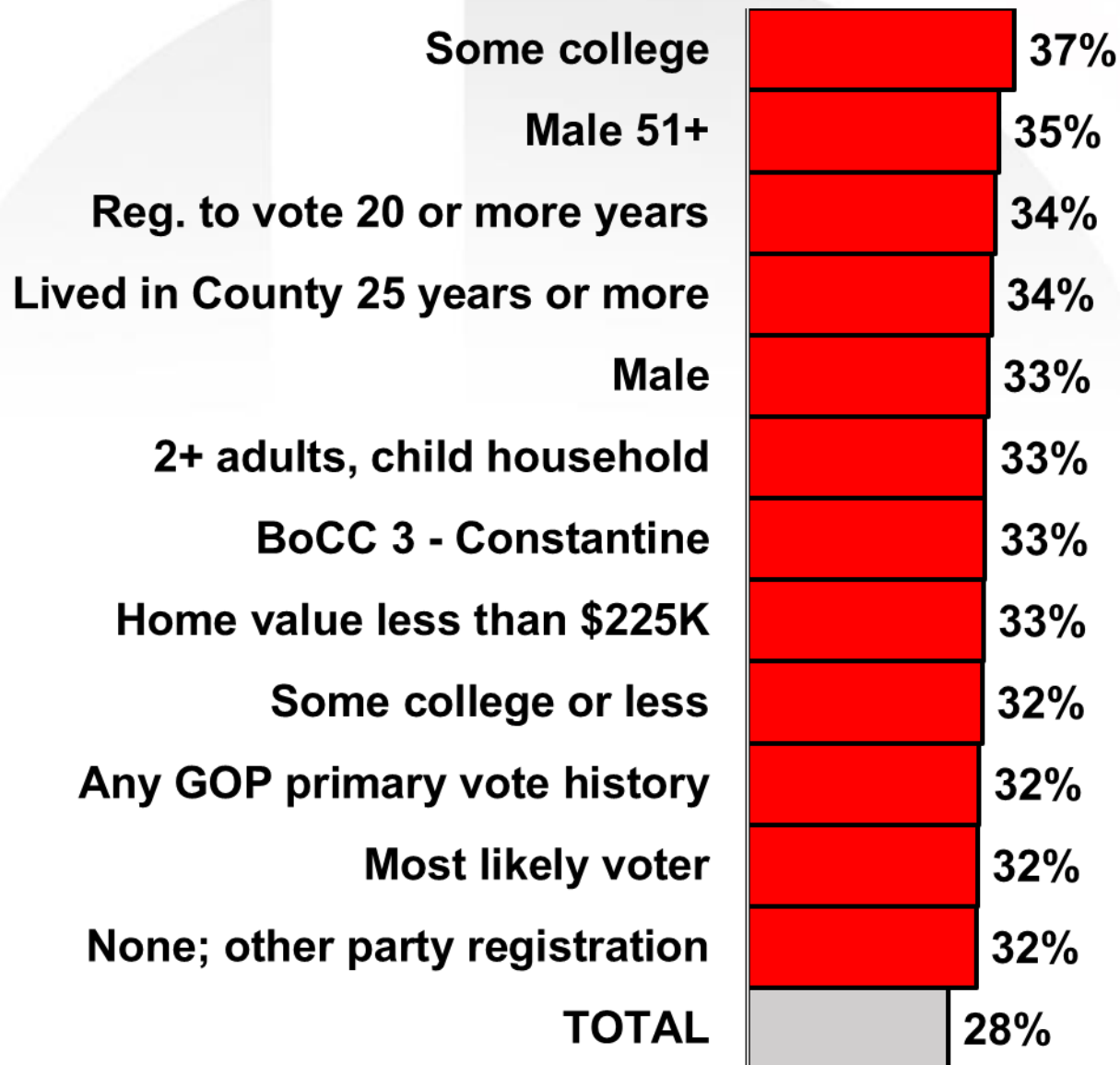
# Visited a park or recreation facility in Seminole County over the past 12 months, by any member of household

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

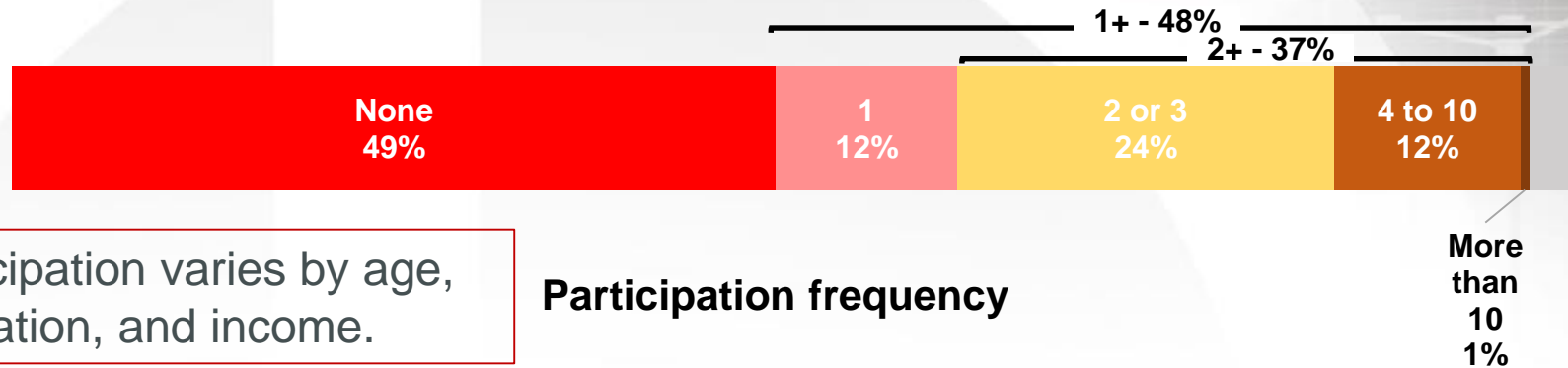


# Rating: Overall physical condition of all parks & recreational facilities visited in Seminole County over the past 12 months

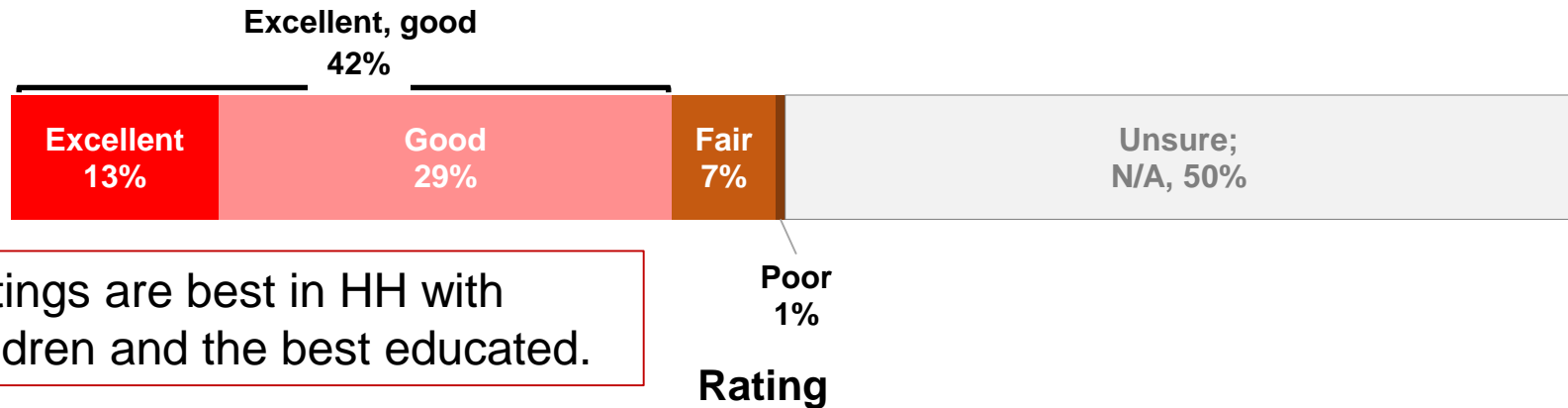
profile of selected categories with the highest percentages of “excellent”



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



Participation varies by age, education, and income.

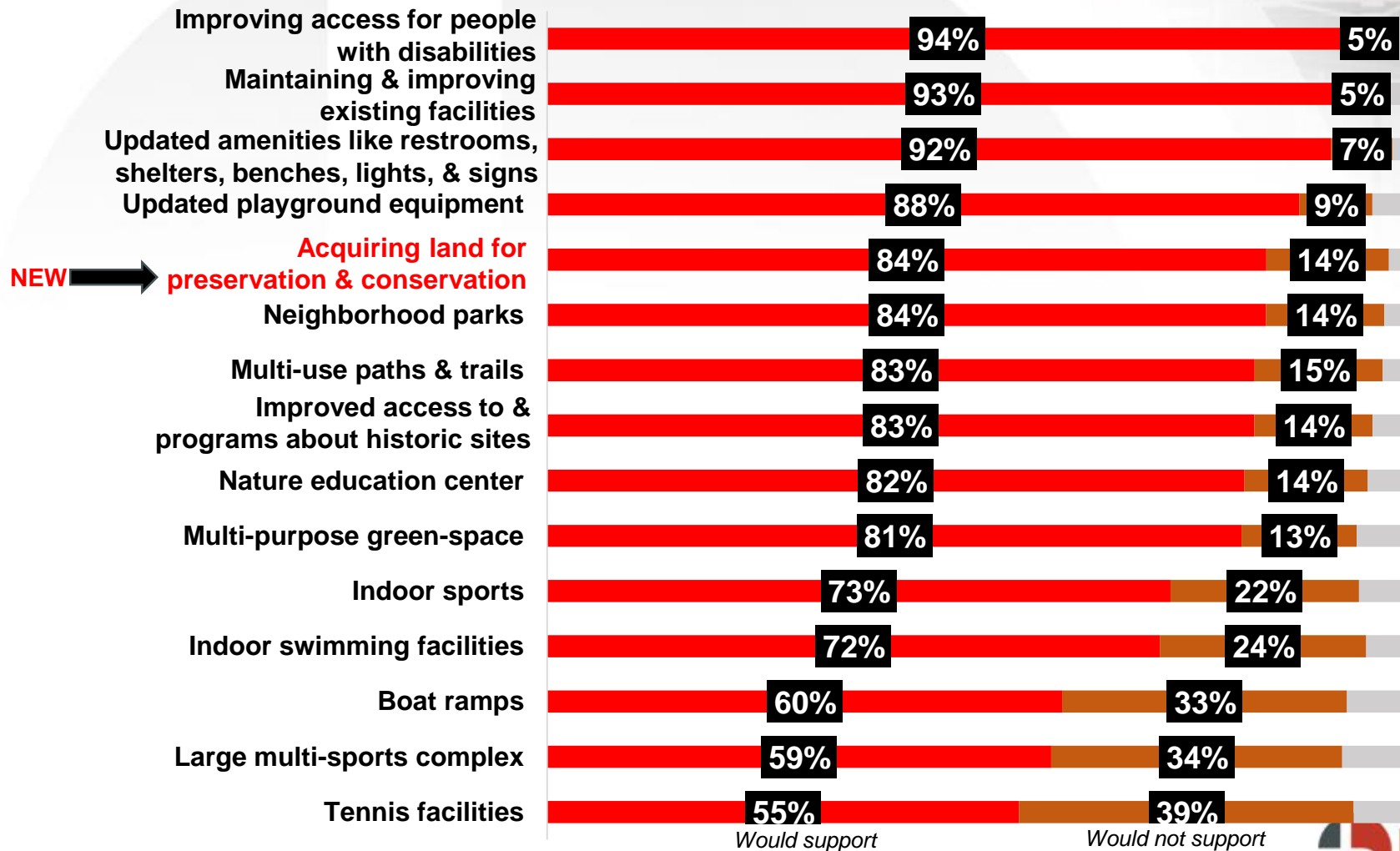


Ratings are best in HH with children and the best educated.



# Support for funding for new facilities or programs

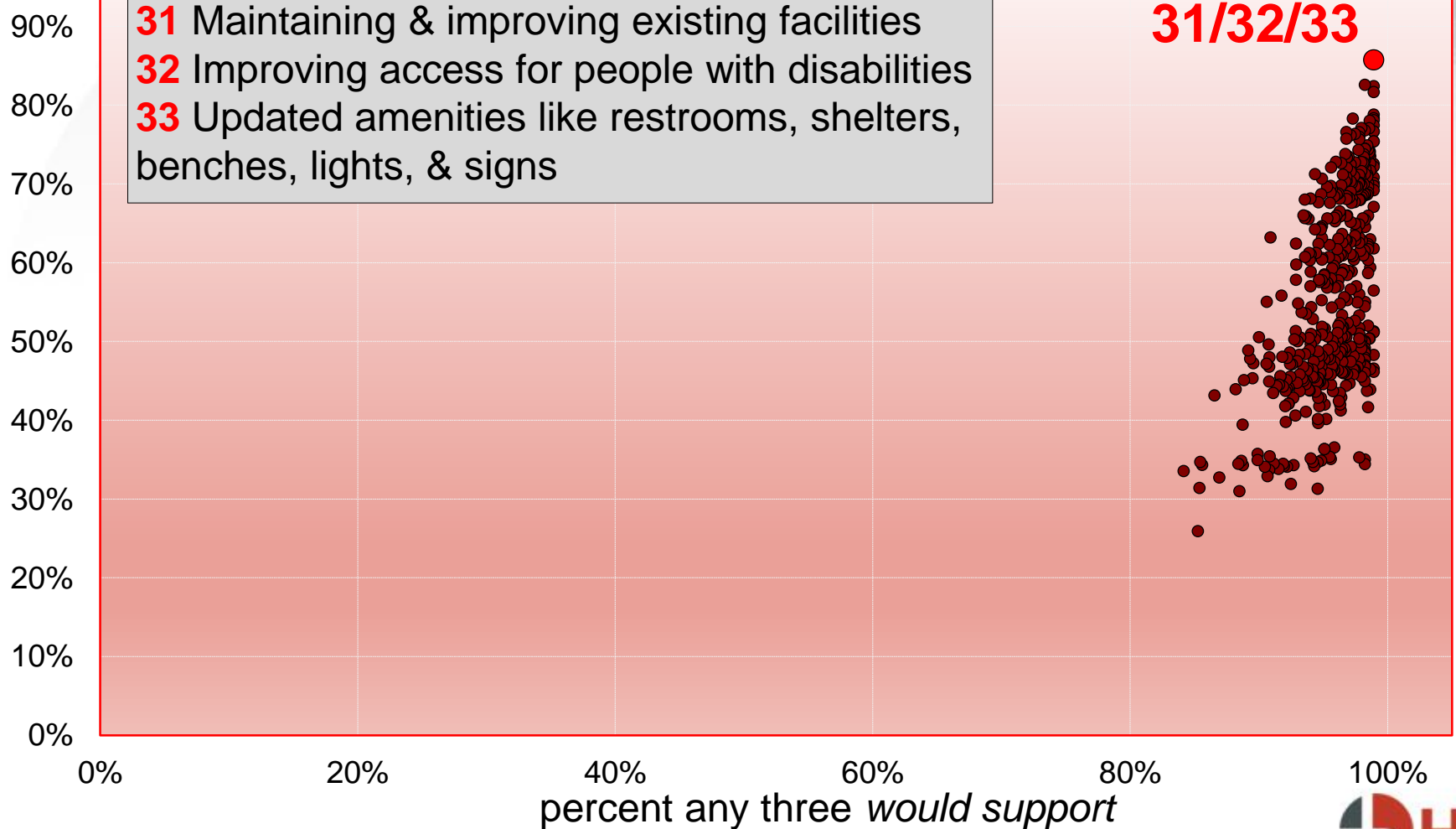
Rank order generally parallels 2015 levels, support for all has risen



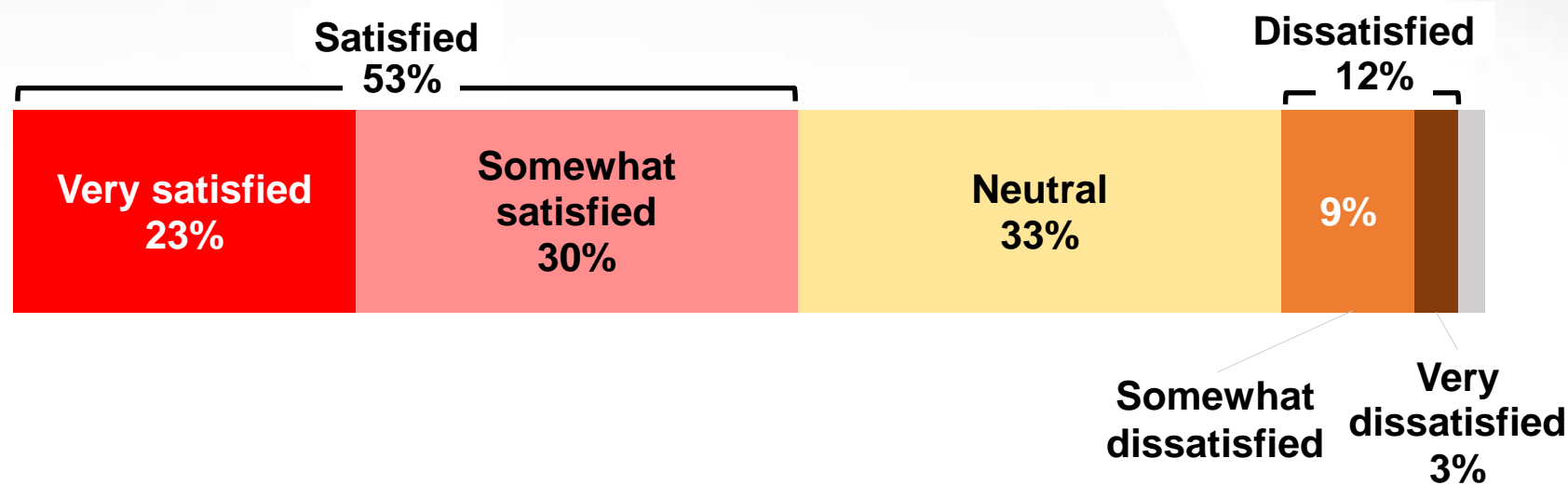
# 'Best 3' combination of objects of spending

*Package supported most by swing voters*

percent all three *would support*



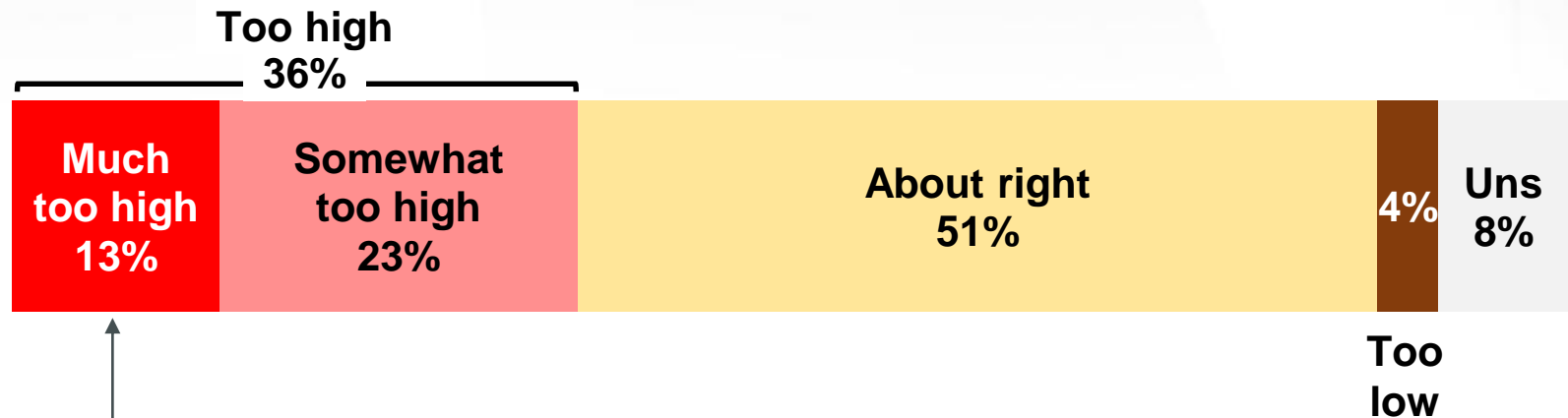
# Satisfaction with overall value household receives from parks for the price paid in taxes, fees



## Pondering a bond plan and property tax increase

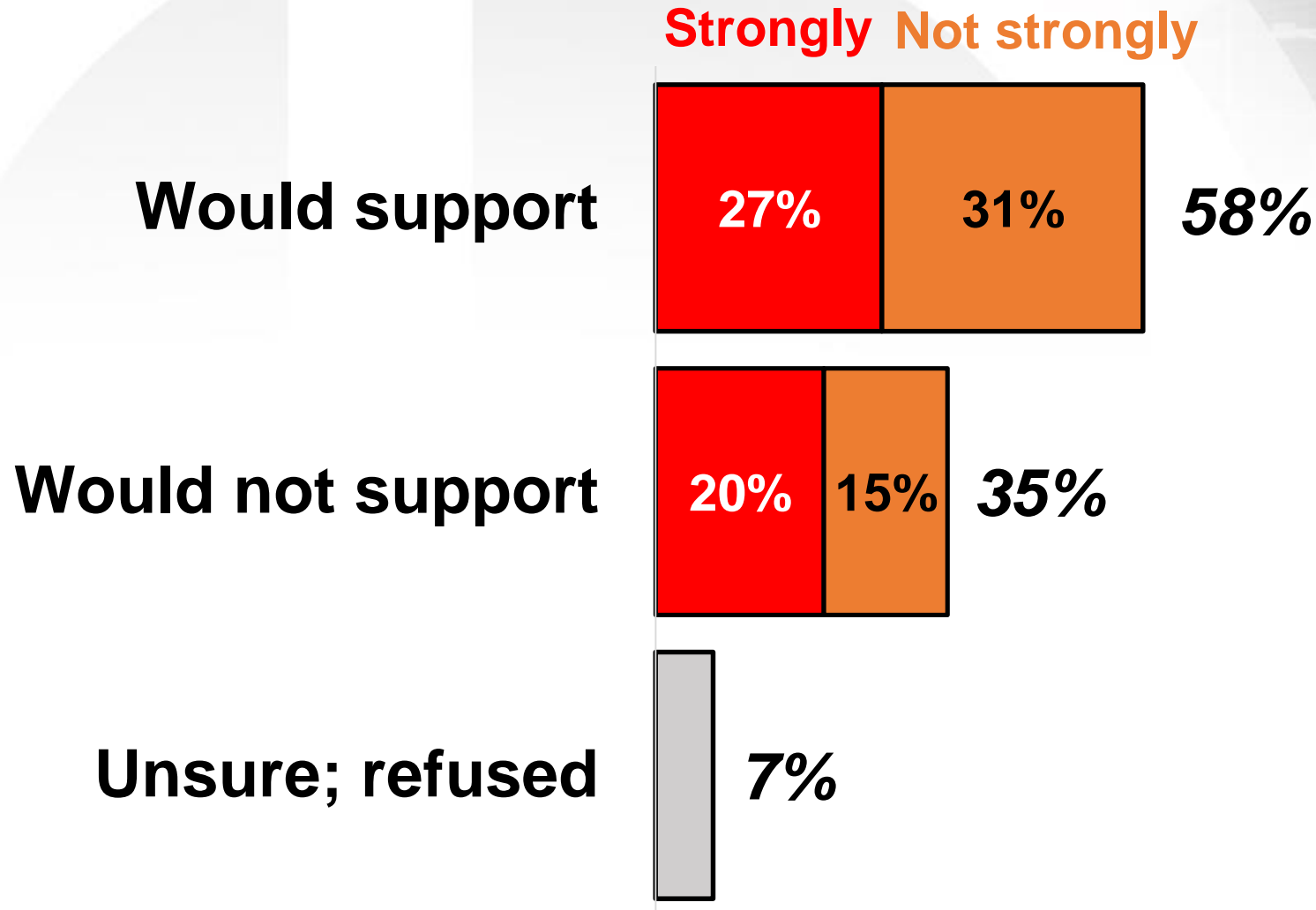


# Combined applicable property taxes paid to the county, any municipality, & any other taxing authorities

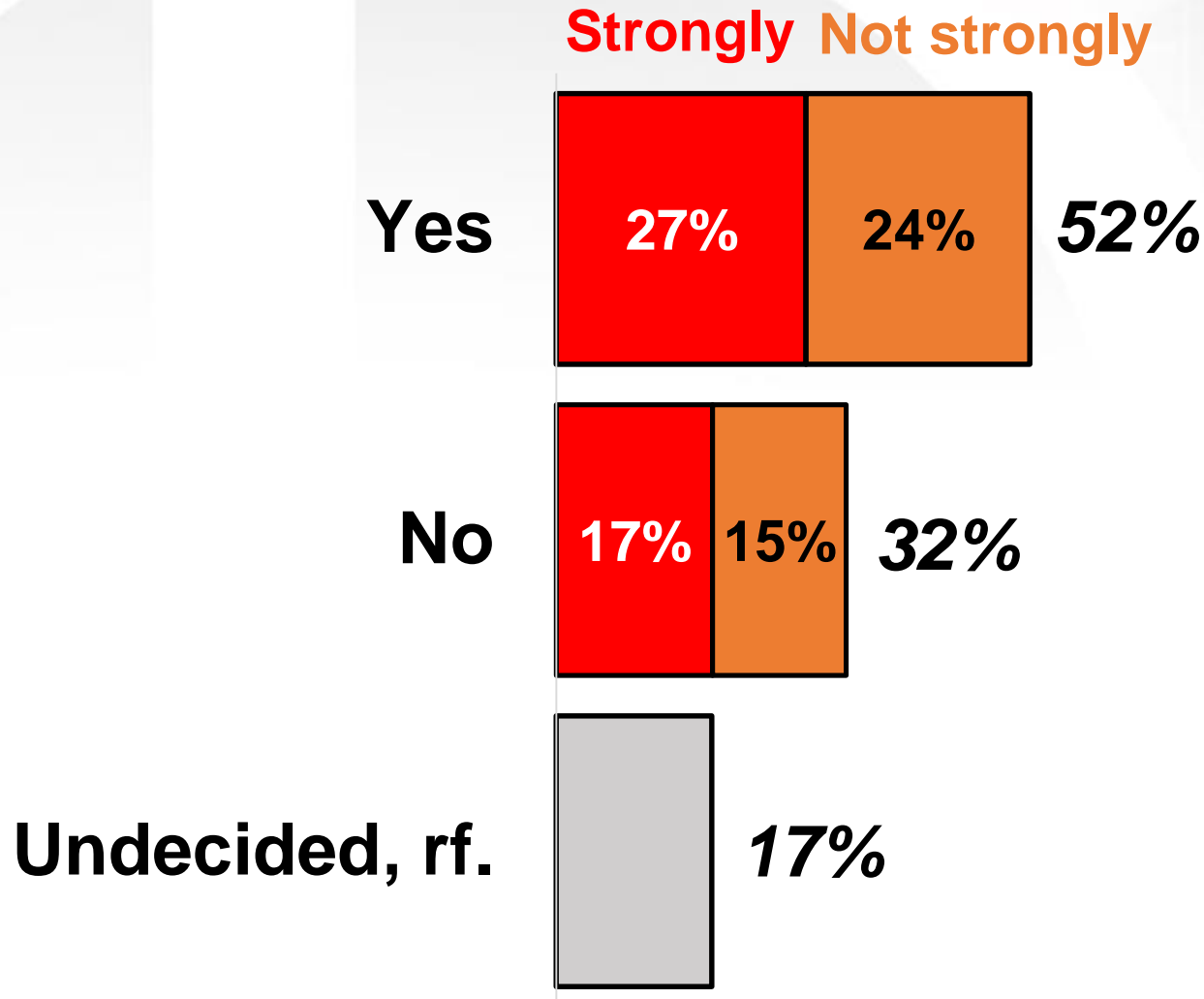


13% is NOT significant as a barrier to passage of a bond/property tax measure.

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

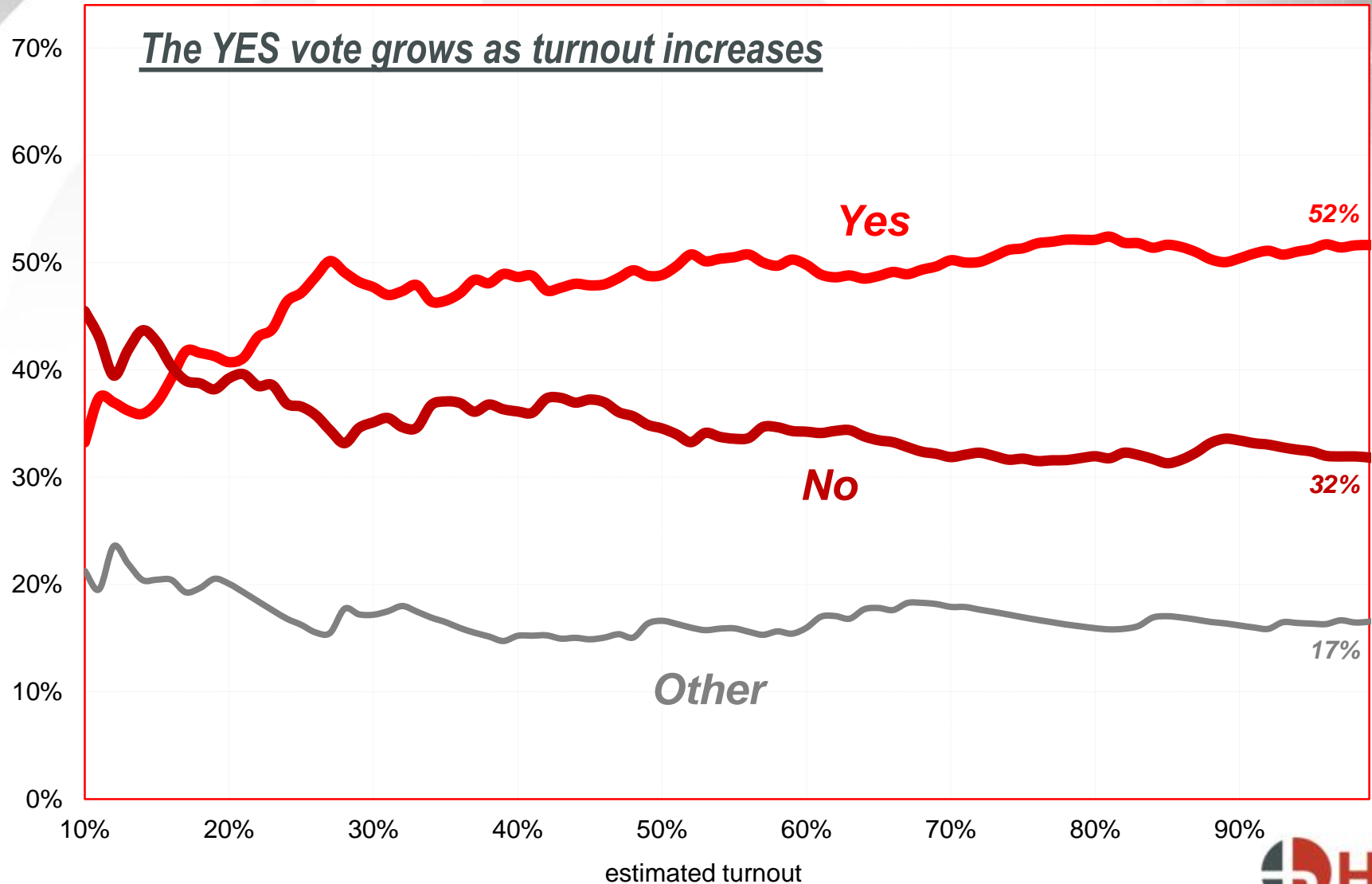


# Ballot: Bonds for Parks & Recreation Facilities & Conservation Lands (First ask)



# Bonds for Parks & Recreation Facilities & Conservation Lands ballot

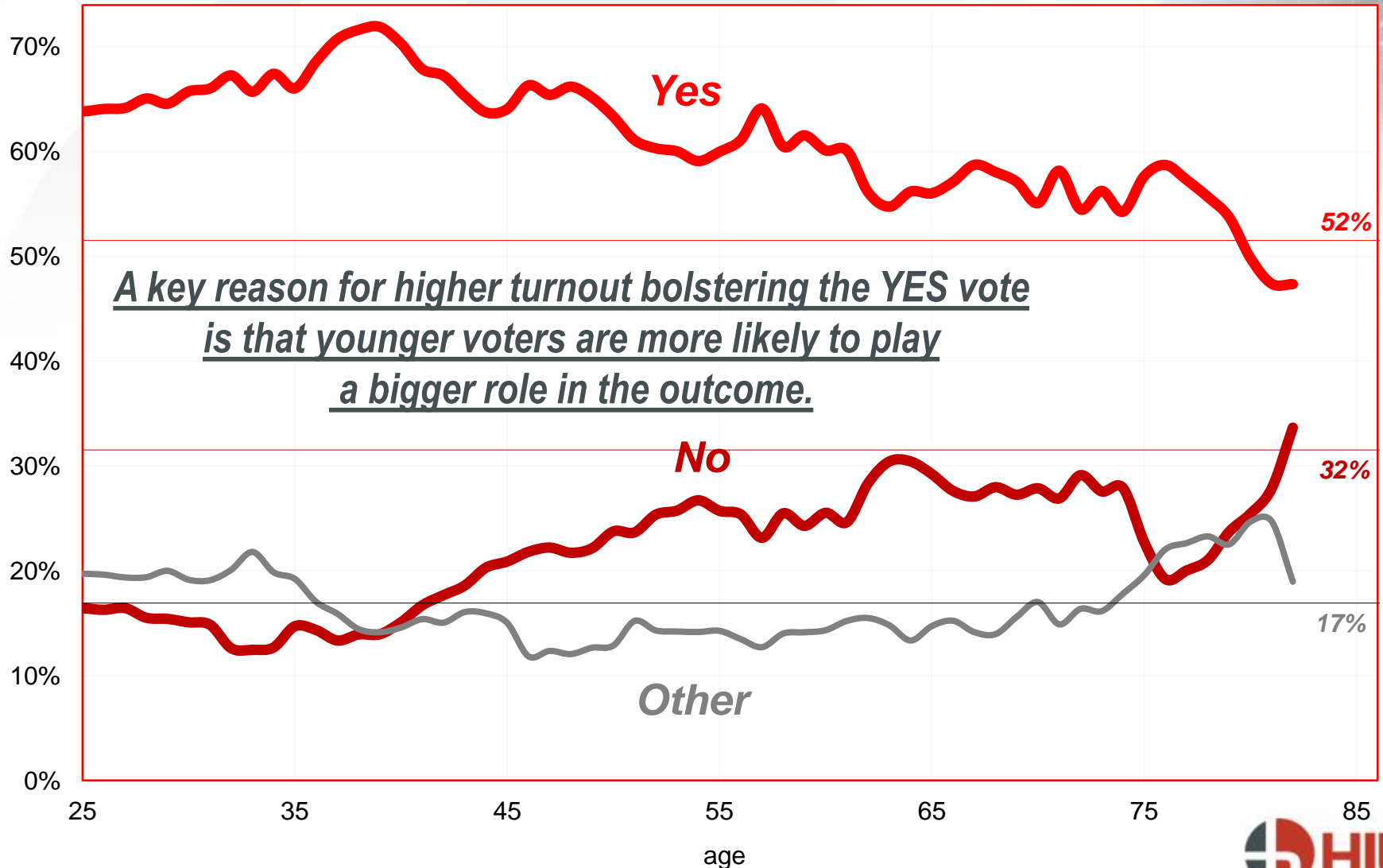
*variation by estimated turnout*



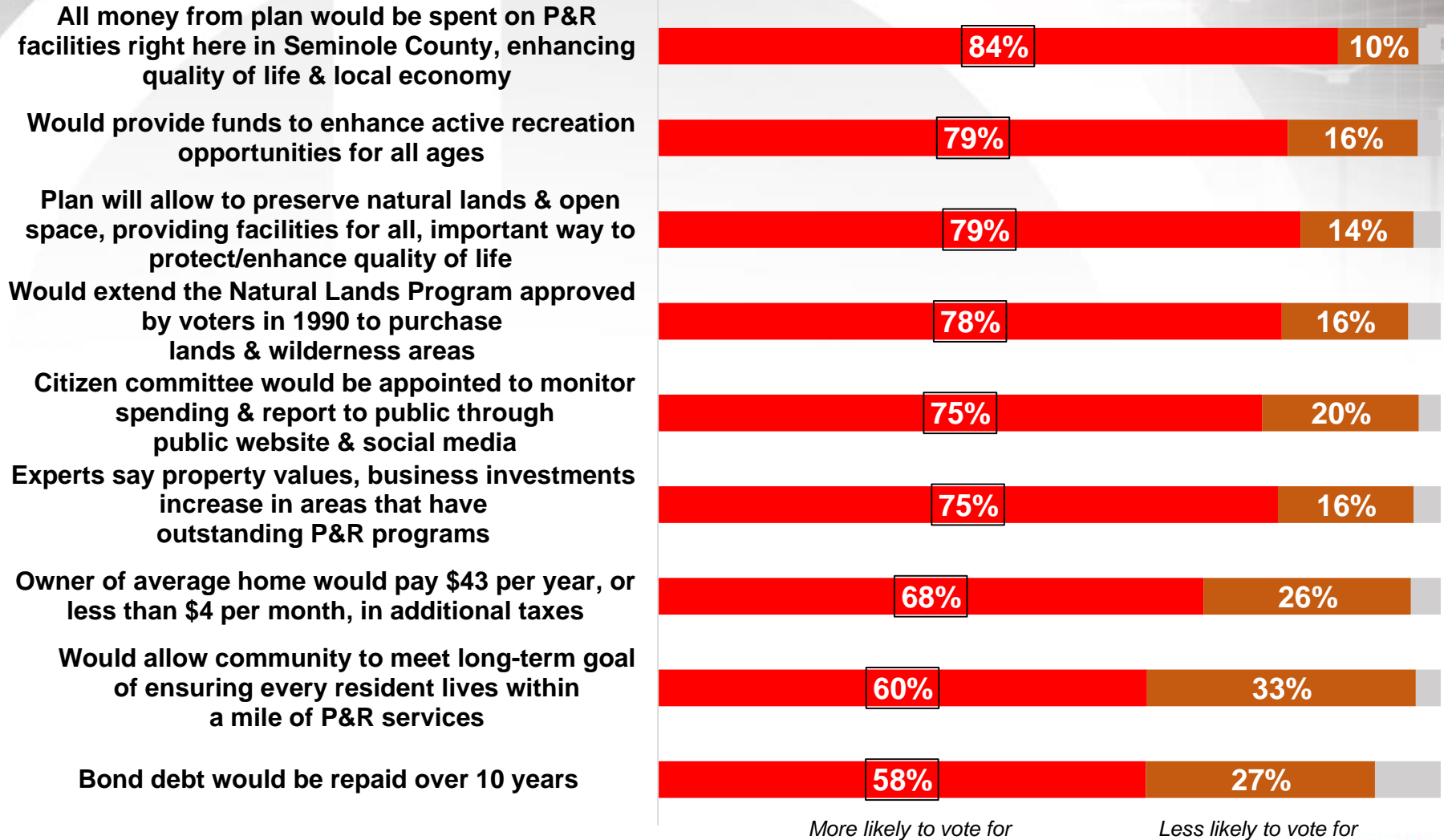


# Bonds for Parks & Recreation Facilities & Conservation Lands ballot

*variation by 13-year moving average of age*



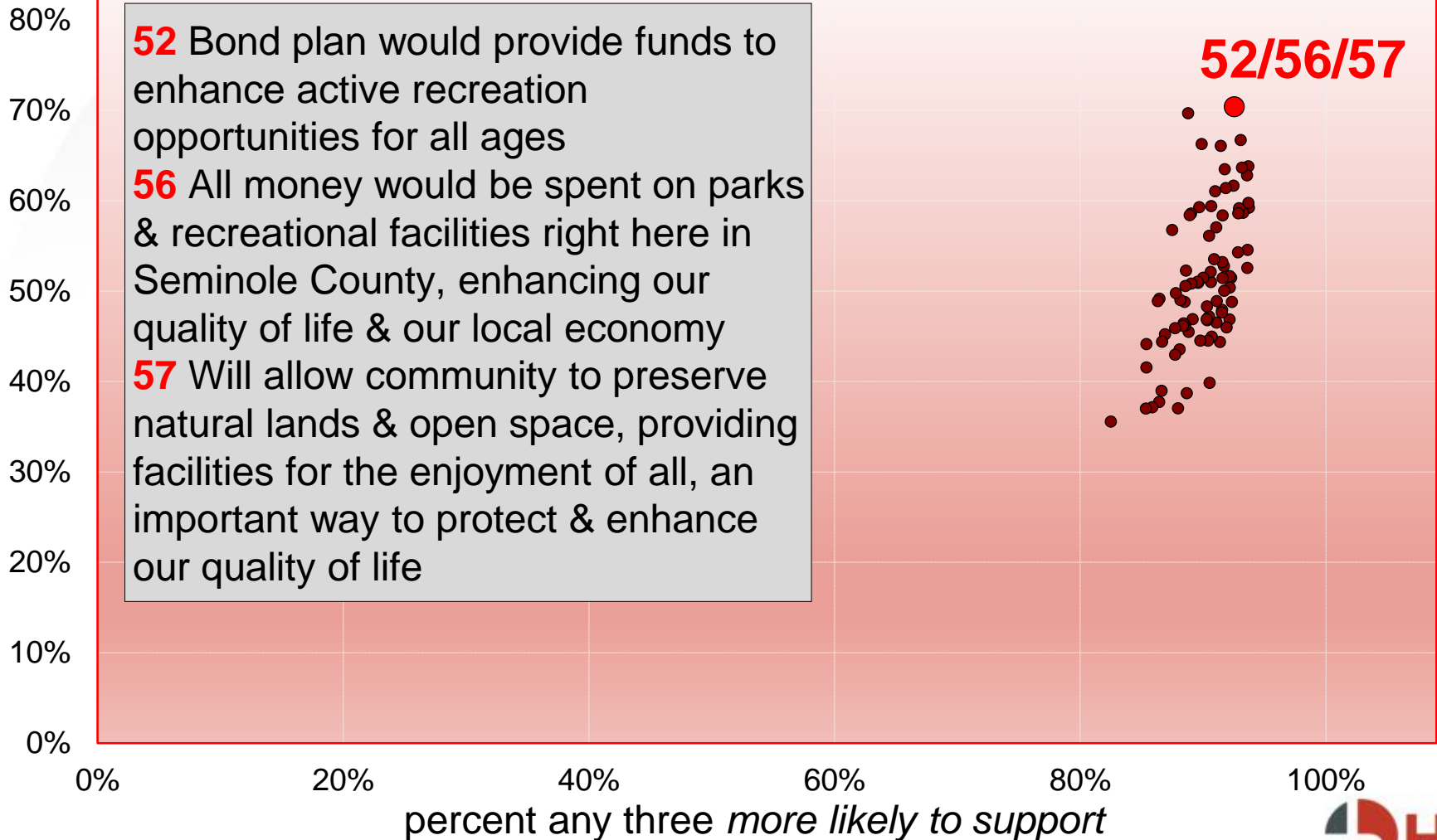
# Impact of details of & statements about the bond proposal on likelihood of support



# 'Best 3' combination of details and statements about bond plan

*Making swing voters more likely to support*

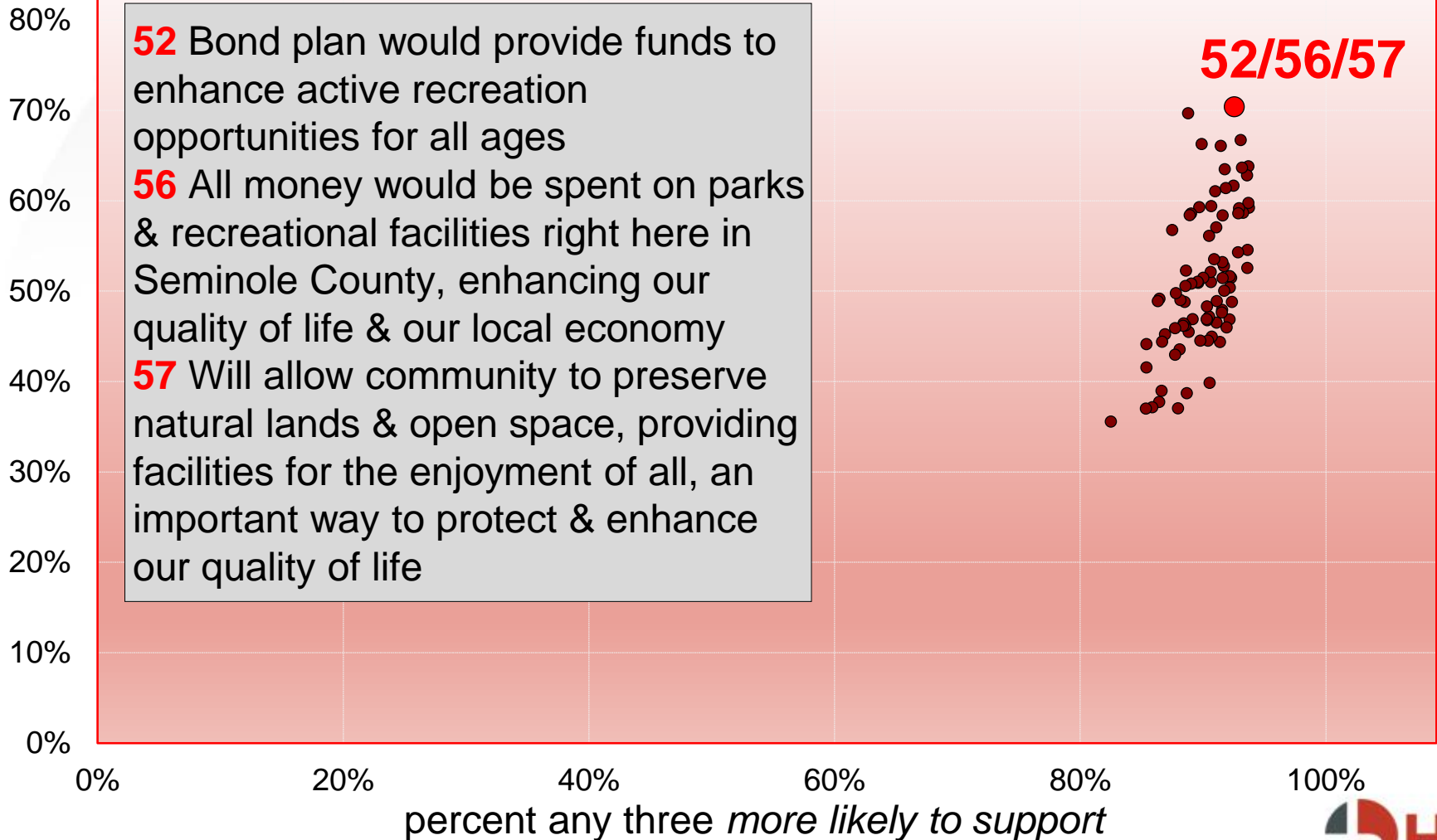
percent all three *more likely to support*



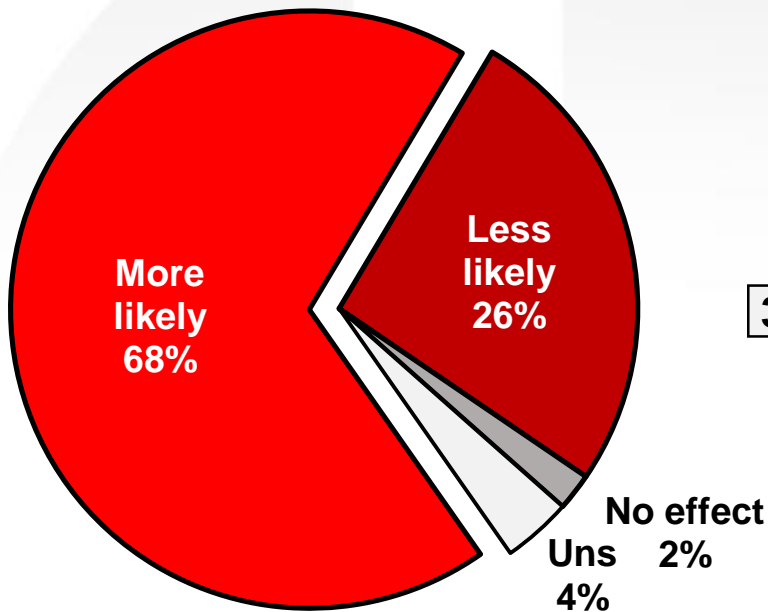
# 'Best 3' combination of details and statements about bond plan

*Making swing voters more likely to support*

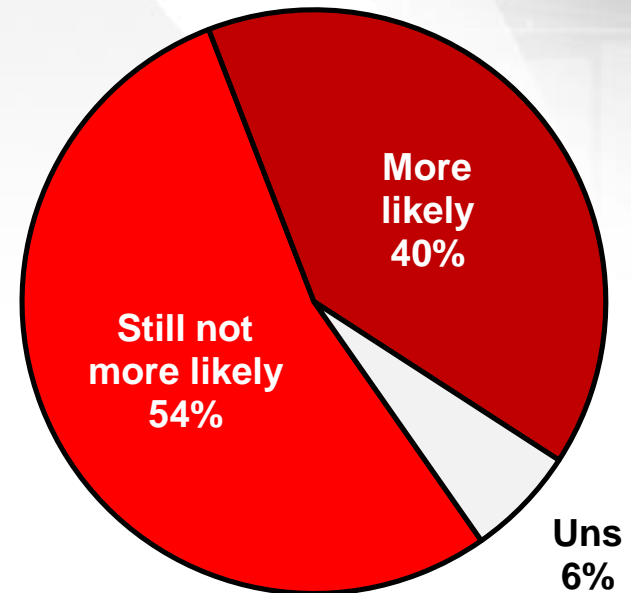
percent all three *more likely to support*



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

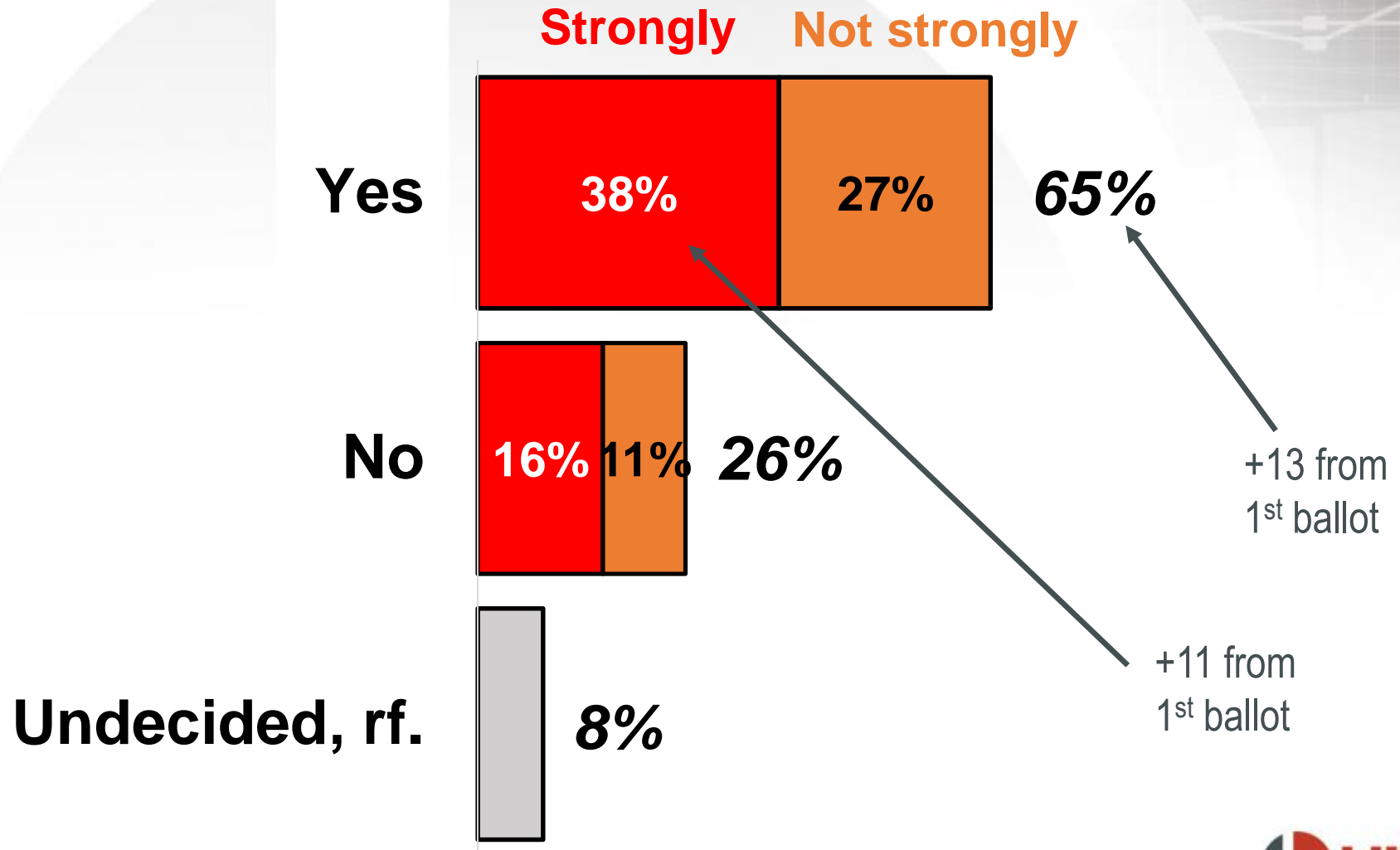


Impact of \$43 per year,  
or less than \$4 per month



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

**Moved toward ...**

**Yes**

**31%**

**No**

**14%**

**Stayed ...**

**Yes**

**34%**

**No**

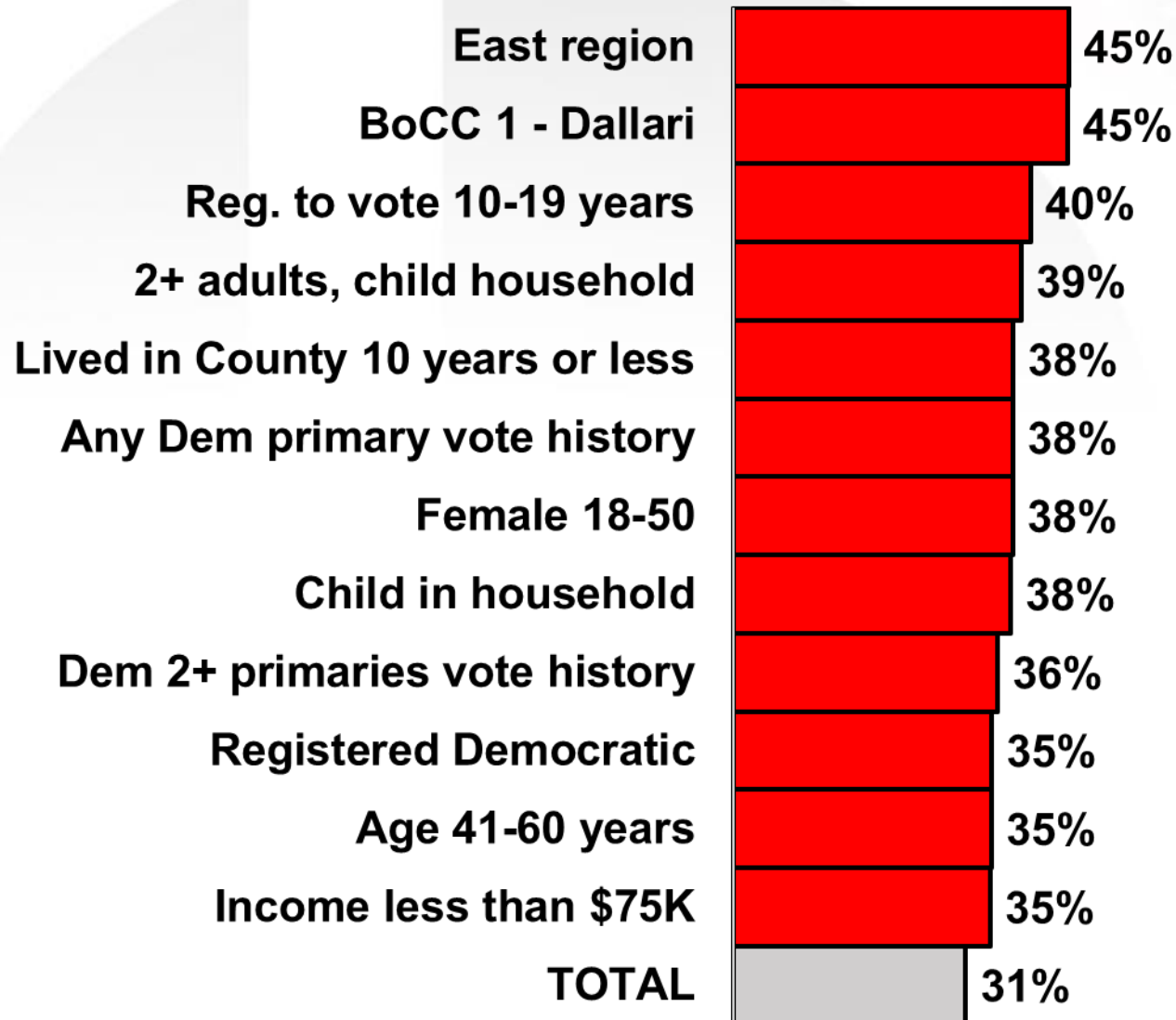
**16%**

**Undecided**

**4%**

# Bonds for Parks & Recreation Facilities & Conservation Lands ballot

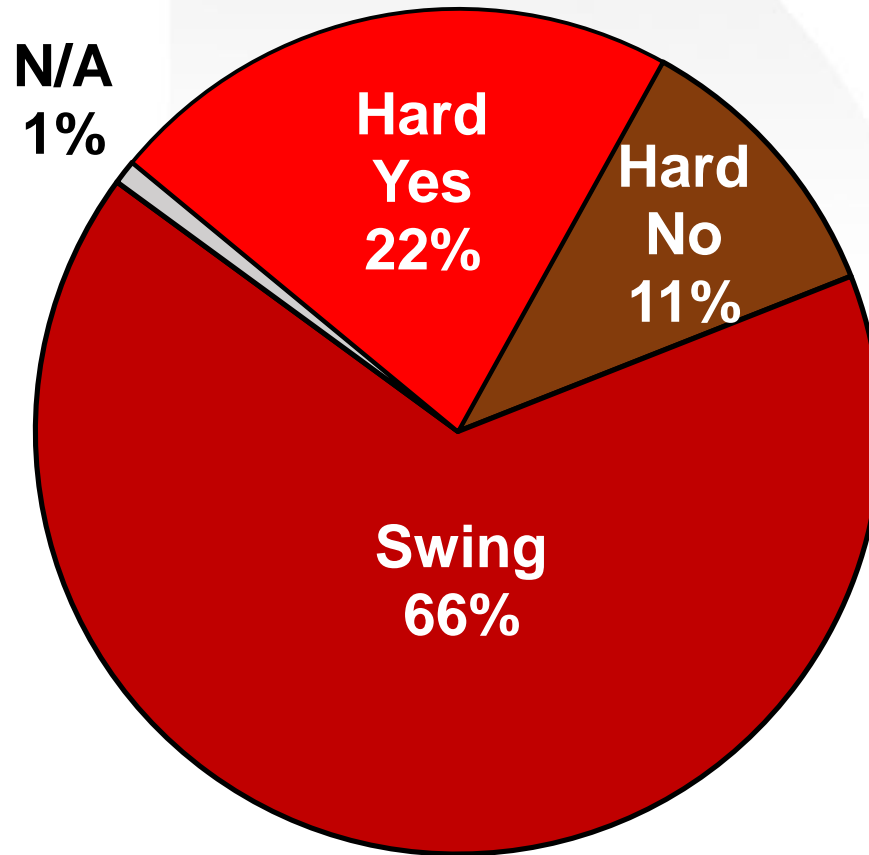
profile of selected categories with the highest percentages of “*Moved toward Yes*”





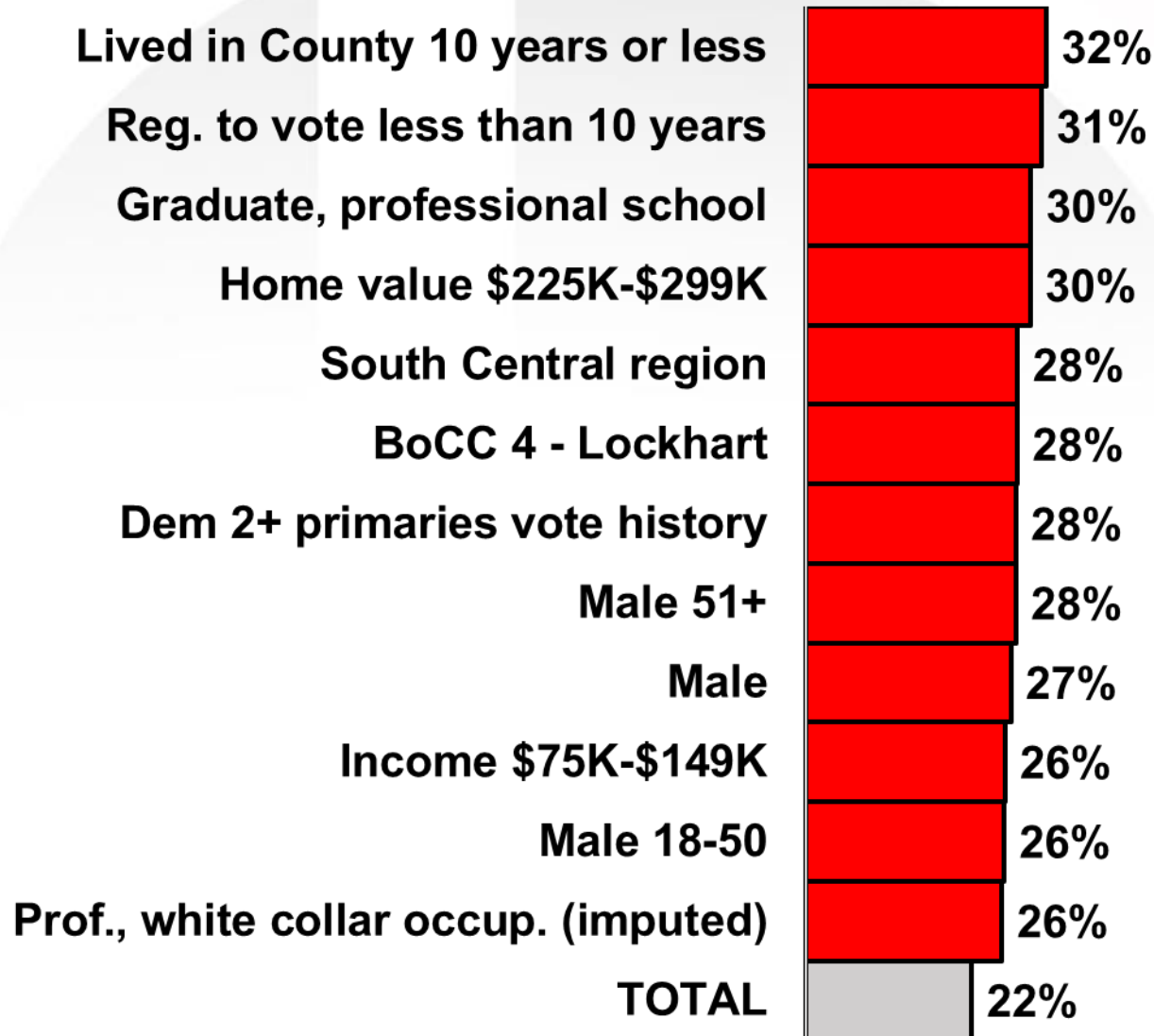
# Electoral segmentation: Bonds for Parks & Recreation Facilities & Conservation Lands

Voters considered “Hard” were “strongly”  
YES or NO on both bond ballots



# Bonds for Parks & Recreation Facilities & Conservation Lands ballot

profile of selected categories with the highest percentages of “Hard Yes”



# Bonds for Parks & Recreation Facilities & Conservation Lands ballot

profile of selected categories with the highest percentages of “Swing”

