

Press Release
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PRESS RELEASE
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FOR IMMEDIATE RELEASE

GULF BREEZE BEGINS CITIZEN SURVEY PROCESS

The City of Gulf Breeze is asking the community to participate in The National Citizen Survey™ that is designed to provide a baseline of how the City government is serving residents, to gauge perceptions of the City and to make benchmark comparisons with peer cities. Survey results will assist the Mayor and City Council to not only measure past progress but also chart the future direction of City programs and spending priorities.

Gulf Breeze contracted with National Research Center, Inc. to participate in the National Citizen Survey™, an instrument that was developed with the assistance of the International City/County Management Association to enhance the public voice and aid local decision-making. This is the 1st year that Gulf Breeze will be participating in the survey, and the results will be available in early 2021 in the form of a published report posted on the City's website.

Each household within the incorporated limits of Gulf Breeze will receive a postcard invitation in the mail during the week of December 14 asking them to participate by completing an online survey and their responses will be weighted and analyzed for the survey results. A limited number of paper surveys will be available at City Hall. Residents will have until January 15, 2021, to complete the survey. The survey includes a standard set of questions to assess residents' opinions about basic services, quality of life, local policies, demographics, quality of local government services, and resident use of services.

"As your Mayor and City Council, we want to be sure that the large and small decisions we make in our city planning, whether programs, policies or strategic planning, reflect the values and goals of you - our residents!" said Mayor Cherry Fitch. "Your information from this survey will help us to understand how best to enhance your quality of life. We could all live anywhere, but choose Gulf Breeze and by sharing your thoughts, we will continue to maximize our resources and be best able to plan our future."

About the National Citizen Survey:

The National Citizen Survey™ was among the first scientific surveys developed to gather resident opinions on a range of community issues, and has been used in more than 350 jurisdictions across 46 states. The NCS™ is a cost-effective scientific survey of resident opinion and an important benchmarking tool that allows for comparison among communities. Cities using the survey have reported that the tool has helped improve

performance, strengthen communications with community stakeholders and identify clear priorities for use in goal and budget setting.

For more information, please contact Assistant City Manager Sheila Fitzgerald at 934-5153 or sfitzgerald@gulfbreezefl.gov