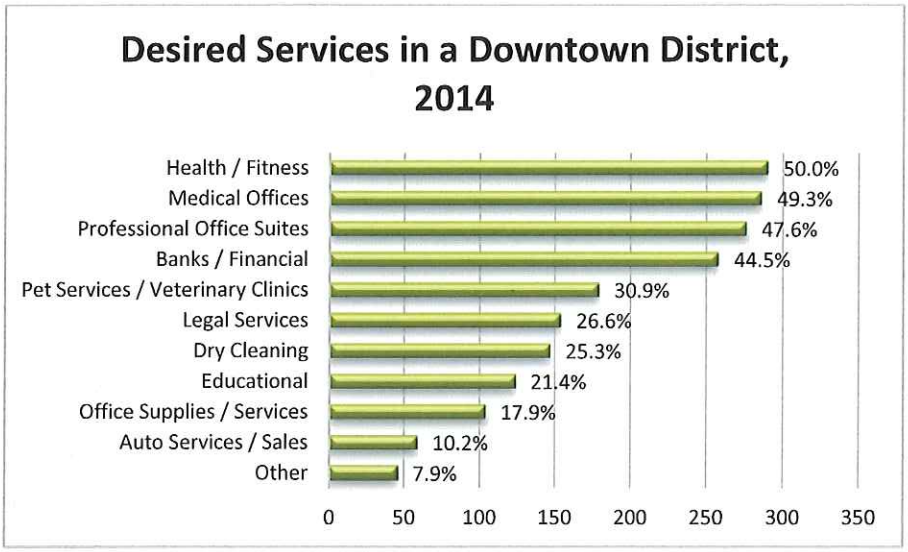

Figure 19: Charting a New Course Survey: Desired Services in a Downtown District, 2014

The Charting a New Course Survey also included one question regarding transportation. This question asked residents to indicate the importance of transportation connectivity, such as bus rapid transit, light rail, and bicycle infrastructure, on a scale of 1 (Very Important) to 4 (Not Important). The mean value of all responses to this question was 2.0 (Important), indicating that transit connectivity is a concern for Village residents.

Palmetto Bay Resident Questionnaire

The Village also distributed a Palmetto Bay Resident Questionnaire in 2015 to gauge resident opinions on traffic, parks, and the downtown area. This survey consisted of nine questions and was distributed on paper forms. Approximately 75 respondents completed the survey.

The first set of four questions asks respondents their opinions on various traffic issues in Palmetto Bay, as shown in the following table.

Table 22: Palmetto Bay Resident Questionnaire: Traffic Questions, 2015

Traffic	Yes	No	No Opinion	Total
Are you in favor of installing traffic circles in the Village?	65%	29%	5%	100%
Are you in favor of installing additional speed bumps in the Village?	41%	52%	7%	100%
Are you in favor of reducing the speed limit in the Village?	44%	51%	5%	100%
Are you in favor of creating bicycle lanes along Village roads?	72%	21%	7%	100%

A majority of respondents to this survey were in favor of installing traffic circles and creating bicycle lanes in the Village. Respondents split with respect to installing speed bumps and reducing the Village's speed limit, with slight majorities expressing disapproval of both options.

The second group of questions on the Palmetto Bay Resident Questionnaire involved four questions specific to the Village's parks. These questions and responses follow.

Table 23: Palmetto Bay Resident Questionnaire: Park Questions, 2015

Parks	Yes	No	No Opinion	Total
Are you satisfied with Park programming in the Village?	85%	8%	7%	100%
Are you satisfied with Park facilities in the Village?	91%	5%	4%	100%
Are you satisfied with the current number of parks we have?	87%	12%	1%	100%
Are you in favor of a community center at Coral Reef Park?	83%	11%	7%	100%

These results indicate respondents are broadly in favor of the Village's programming efforts in parks, are satisfied with park facilities and the number of parks, and favor construction of a community center at Coral Reef Park.

The last question on the Palmetto Bay Resident Questionnaire asked respondents whether they were satisfied with expanding the Franjo Road Commercial Area. Approximately 63% of respondents indicated they were satisfied, while 19% stated they were not satisfied and an additional 19% indicated they had no opinion.

Online Community Survey

The Novak Consulting Group conducted an independent community survey available online from October 27, 2015 to December 17, 2015. This survey consisted of ten questions and generated approximately 316 unique responses.

The first five questions on the Online Community Survey concerned demographic information, including age, race, ethnicity, living status, and ZIP code. Approximately half of respondents were age 45 to 64, as shown in the following figure. Persons aged 21 to 44 submitted the second-highest number of responses, followed by persons aged 65 or older. Only two respondents indicated they were younger than 21, and three respondents declined to answer this question.

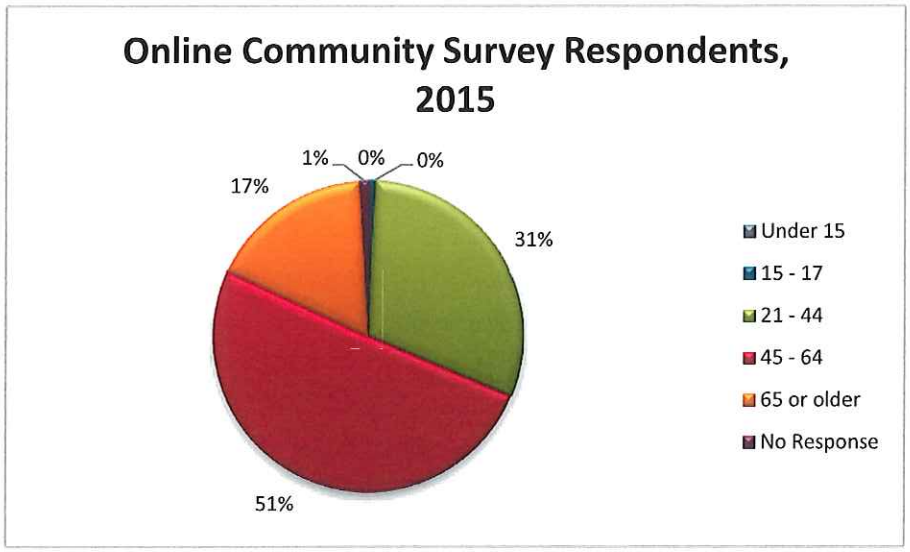

Figure 20: Online Community Survey: Respondents by Age, 2015

The following figure compares age distribution between the Village of Palmetto Bay as a whole and respondents to the 2015 Online Community Survey. As shown in the figure below, the Online Community Survey had proportionally more responses from persons aged 21 and over, particularly among persons aged 45 to 64.

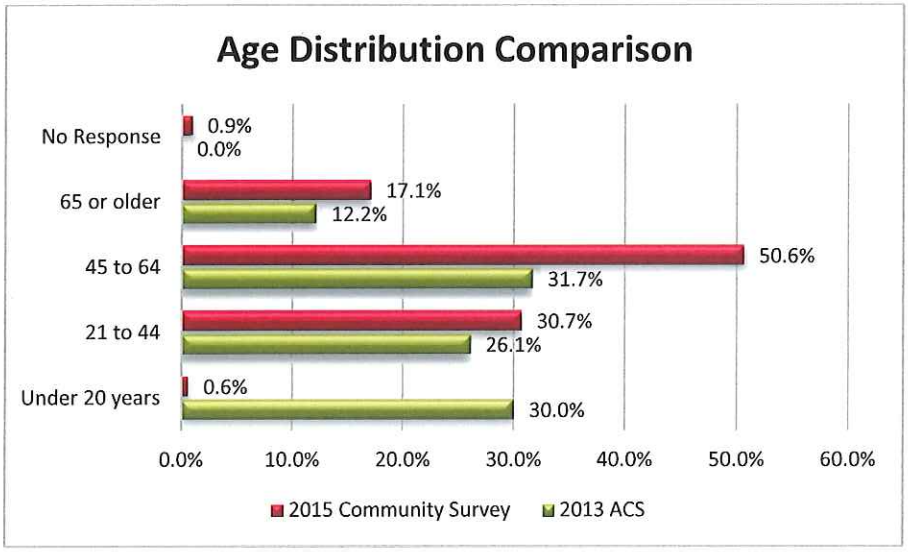

Figure 21: Age Distribution Comparison: Village of Palmetto Bay and Community Survey Respondents, 2015

Particularly noticeable is a lack of respondents to the Online Community Survey who were under 20 years old, since this group accounts for an estimated 30% of the Village's population.

The Online Community Survey also asked respondents to identify their race according to categories defined by the U.S. Census Bureau, including White, African American, Asian, Native Hawaiian or Pacific Islander, and American Indian or Alaskan Native. This question was optional, and approximately 8% of respondents declined to answer. Approximately 85% of respondents identified as White, with Asians comprising the second largest group at 4%, and African-Americans representing the third largest group at 2% of respondents. The following figure compares these respondents to the Village as a whole.

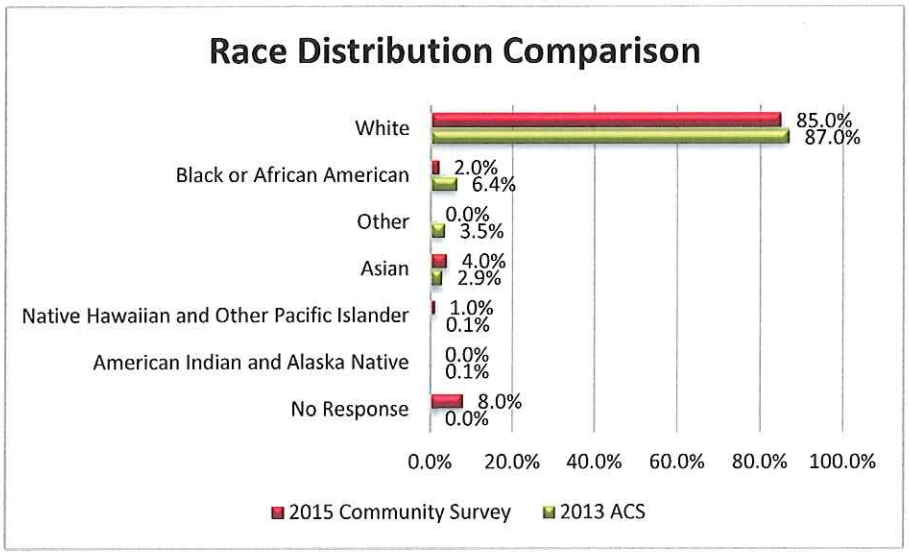

Figure 22: Race Distribution Comparison: Village of Palmetto Bay and Community Survey Respondents, 2015

This distribution of respondents is similar to the Village's overall racial composition, although proportionally fewer African-Americans responded to the online survey. Similarly, when asked if they were of Hispanic, Latino, or Spanish origin, two-thirds of survey respondents indicated they were not, with 30% indicating they were Hispanic and 3% declining to answer. This response rate among Hispanics is slightly less than to the Village's ethnic Hispanic composition, which was approximately 38.9% according to the 2013 ACS.

Nearly all survey respondents, 94%, indicated they owned their own home. Only 11 respondents (3%) indicated they were renters, while four respondents indicated they were homeless and five respondents declined to answer. This indicates that proportionally more homeowners responded to the Online Community Survey than live in the Village at large, as shown in the following figure.

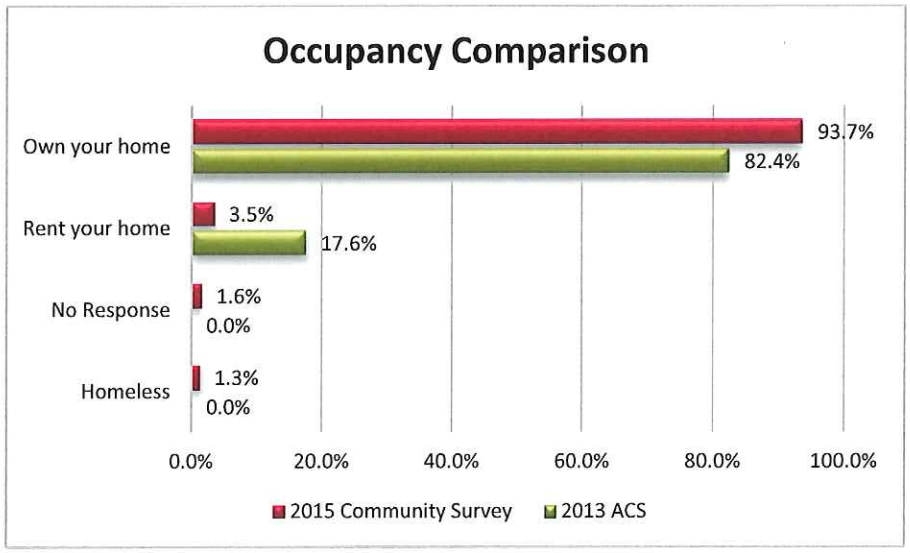

Figure 23: Occupancy Comparison: Village of Palmetto Bay and Community Survey Respondents, 2015

Notably, proportionally few renters responded to the Online Community Survey. These persons account for less than 4% of collected responses, but make up nearly 18% of the Village's total population.

The survey also asked responded to indicate the ZIP code of their primary residence. Nearly three-quarters (72%) of respondents indicated they lived in the 33157 ZIP code area, followed by 33158 (21%) and 33176 (4%). Two respondents (1%) indicated they lived in ZIP areas north of Palmetto Bay – 33138 and 33139, respectively, while seven respondents (2%) declined to answer this question.

The following figure illustrates a map which contains ZIP code boundaries in the Palmetto Bay area. The number of responses received in the top three ZIP codes is indicated on the map. No responses were received from the surrounding ZIP code areas.

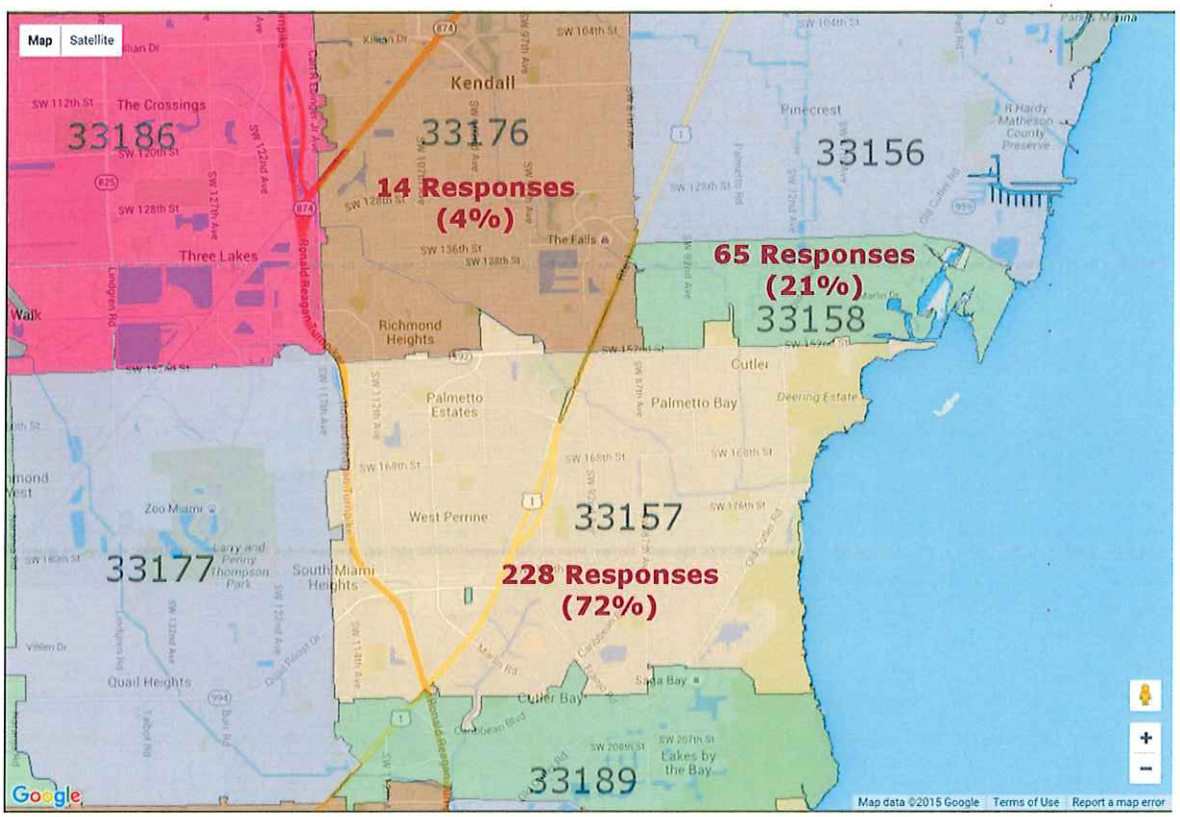

Figure 24: Online Community Survey: Responses by ZIP Code, 2015

A question on the Online Community Survey consisted of a matrix questionnaire which asked participants to rank a series of statements from Strongly Agree to Strongly Disagree. These questions received response rates between 74% and 81%, meaning most respondents answered one or more questions in the matrix. The following table presents the matrix questions along with the responses received for each question and the percentage of respondents who selected each choice.

Table 24: Online Community Survey: Statement Matrix, 2015

Please rate your level of agreement with the following statements:	Total Responses Received	Strongly Agree	Agree	Disagree	Strongly Disagree
I love living in Palmetto Bay.	256	58%	37%	4%	2%
Palmetto Bay provides high-quality services to the community.	254	33%	52%	11%	4%
Village staff interacts with me in a professional manner.	251	30%	57%	8%	5%
I believe the services Palmetto Bay provides are a good value for the taxes paid to the Village (average of $250-$400 annually)	252	35%	48%	13%	4%
The Village communicates well with residents.	250	30%	46%	18%	7%
I am able to easily find information regarding the Village (news, events, meetings, information).	254	33%	45%	16%	6%
I feel safe in my neighborhood.	255	32%	50%	12%	5%
I feel safe in Village Parks.	253	35%	50%	10%	5%
It is easy to get around Palmetto Bay.	252	25%	46%	18%	11%
It is easy to get to major employment centers from Palmetto Bay.	238	10%	43%	31%	16%
I support mixed-use development within Palmetto Bay's commercial corridor along US 1 and Franjo Road.	244	32%	48%	11%	9%
I am excited about the plans to redevelop downtown Palmetto Bay.	245	37%	36%	16%	10%
The plans for Downtown Palmetto Bay are consistent with my views of how our community should develop.	239	30%	41%	18%	10%
It is a good idea for the Village to develop the commercial corridor and collect taxes from the business sector rather than to raise taxes for residents.	244	42%	41%	11%	6%
Overall, the Village Government is headed in the right direction.	241	26%	54%	13%	7%
The Village Council makes decisions in the best interest of the community.	240	23%	51%	16%	10%
I'd be willing to pay more taxes to maintain existing Village service levels.	245	10%	28%	42%	21%
I'd like to see the tax base expanded in order to stabilize Village tax rates.	233	18%	48%	23%	10%
I have confidence in the Village Council.	239	15%	56%	17%	11%
I would recommend living in Palmetto Bay to friends and family.	250	50%	40%	5%	6%

On average, respondents agree with the statements in the matrix above by a three-to-one margin. Notably, 95% of respondents agreed that they love living in Palmetto Bay, and 90% of respondents would recommend living in Palmetto Bay to friends and family. As a whole, respondents enjoy living in Palmetto Bay and believe the Village provides quality, professional services at a good value. They approve of the Village's communication, report finding information

easily, and feel safe. They report that the Village is easy to navigate, and they support mixed-use development, downtown development, and believe the Village is headed in the right direction.

Only two questions in the above matrix received lukewarm or negative responses. Respondents were lukewarm on the ability to navigate to major employment centers from Palmetto Bay. As shown in the following figure, approximately 53% of respondents agreed that commuting to work was easy from Palmetto Bay, while 47% disagreed.

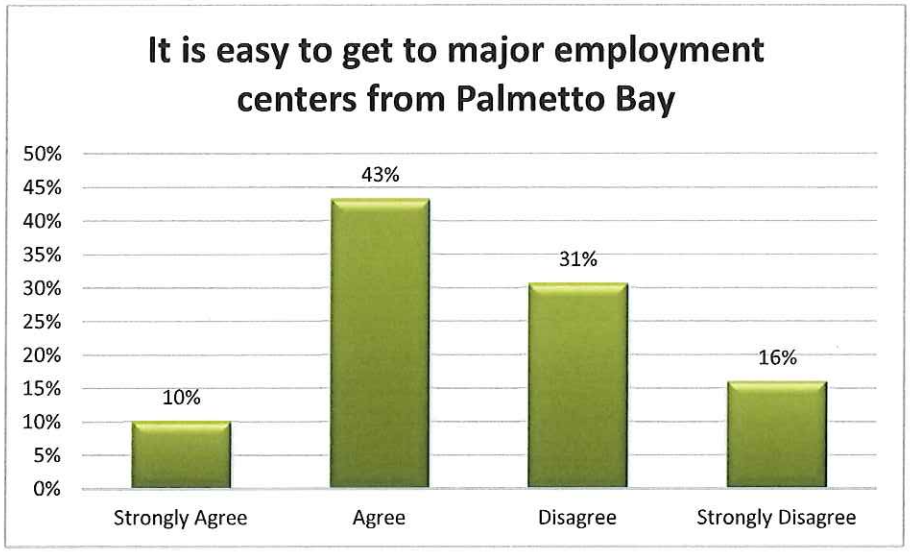

Figure 25: Online Community Survey: Ease of Commuting from Palmetto Bay, 2015

Second, 63% of respondents indicated a discomfort with paying more taxes in Palmetto Bay, as shown in the following figure.

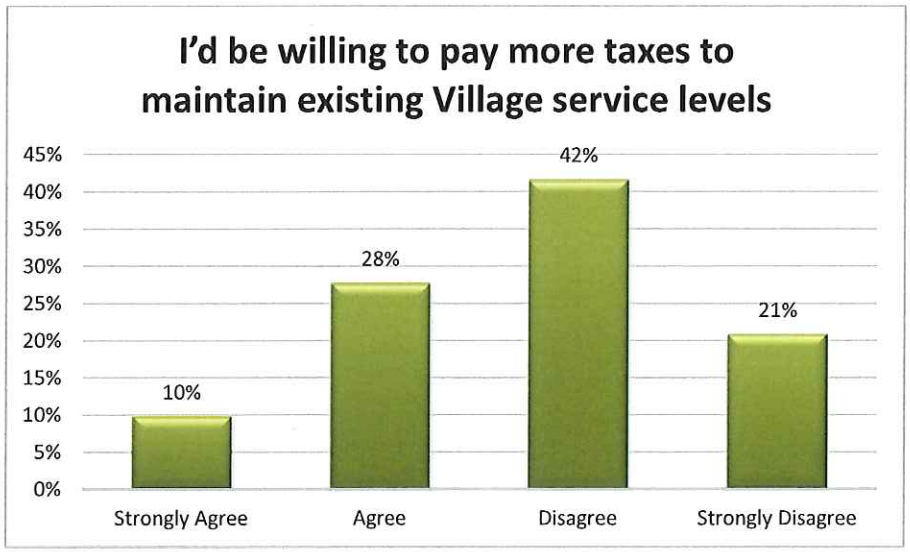

Figure 26: Online Community Survey: Paying More Taxes in Palmetto Bay, 2015

However, two-thirds of respondents stated they would like to see the tax base widened in Palmetto Bay in an effort to stabilize tax rates.

The next question on the survey consisted of a second matrix-style questionnaire which asked respondents to indicate how often they had engaged in a particular activity. These questions received response rates of 78% to 80%, similar to the previous matrix question.

The following table presents the second set of matrix questions, along with the total number of responses received for each question and the percentage of respondents who selected each option.

Table 25: Online Community Survey: Activities Performed in the Past 12 Months, 2015

In the past twelve months, how many times have you (or someone in your household) done the following:	Total Responses Received	Not at all	Once	Once a Month or less	Two to Four times a month	Two times a week or more
Visited a Palmetto Bay Park	252	7%	11%	29%	26%	28%
Participated in a Palmetto Bay Recreation class or program	252	65%	12%	13%	5%	5%
Visited the Palmetto Bay Public Library	253	39%	22%	24%	12%	3%
Attended a Palmetto Bay Village Council Meeting	251	57%	20%	16%	5%	2%
Watched (Online or Cable) a Palmetto Bay Village Council Meeting	252	60%	19%	15%	4%	2%
Attended a public meeting sponsored by the Village on a topic of interest	253	52%	28%	15%	4%	2%
Attended a Miami-Dade County Commission Meeting	252	84%	11%	3%	1%	1%
Watched (Online or Cable) a Miami-Dade County Commission Meeting	251	75%	12%	8%	1%	3%
Attended a School Board Meeting	250	83%	8%	5%	2%	2%
Visited Village Hall	248	34%	31%	28%	5%	2%
Used the village website to find information about the Village.	253	10%	22%	37%	25%	6%

Respondents were most likely to have visited a park or used the Village's website to find information in the past year. Park visits represent the most frequent activity on the list, with 54% of respondents visiting a park at least twice a month and 93% visiting at least once a year. Approximately 90% of respondents utilized the Village's website in the past year, and nearly a third of respondents report visiting the Village's website at least twice a month.

Respondents were least likely to have attended a Miami-Dade County Commission meeting, School Board meeting, or watched a Miami-Dade County Commission meeting via the internet or television. Engagement with Village meetings is somewhat more mixed, with 43% of respondents indicating they had attended at least one Village Council meeting in the past year and 40% indicating they had watched at least one Village Council meeting via the internet or television. Approximately 48% of respondents indicated that they had attended at least one public meeting sponsored by the Village on a topic of interest to them.

The next Online Community Survey question asked respondents to identify up to three things they value most about living in Palmetto Bay. This question was open-ended, and approximately 588 responses were collected for this question. These responses were analyzed and grouped according to theme. The following table represents the top ten most-mentioned themes, which encompass 73% of all responses to this question. A complete list of responses to this question is available in the Appendices of this report.

Table 26: Online Community Survey: Things You Value About Living in Palmetto Bay, 2015

Things You Value About Palmetto Bay	Number of Mentions
Parks/Greenspace	87
Safety	74
Community	70
Schools	46
Quiet/Peaceful	43
Location/Accessibility	39
Atmosphere/Aesthetics	22
Neighborhoods	19
Trees	16
Property Value	15
Police	14

Notably, respondents mentioned parks and greenspace most often as something they valued in Palmetto Bay, followed by a sense of safety. Respondents also indicated that members of the Palmetto Bay community were valuable to them, with approximately half of responses in this theme specifically mentioning high quality neighbors. Palmetto Bay's location and accessibility to major amenities in the Miami-Dade area was also mentioned frequently, with respondents citing proximity to employers, recreational and retail outlets, and general highway access. Respondents also mentioned the Village's atmosphere and "small town feeling" as something they highly value about living in Palmetto Bay.

The next question was open-ended and asked respondents to identify new projects or programs that the Village should pursue in the coming years. This question generated approximately 230 diverse responses, which were organized by topic area and theme. The following table illustrates the top ten project themes addressed by these responses.

Table 27: Online Community Survey: New Projects/Programs the Village Should Pursue, 2015

New Project/Program Themes	Number of Mentions
Improve Traffic Flow/Control	47
Improve Bicycle/Pedestrian Infrastructure	18
Downtown Development Project	16
Improve Parks/Greenspaces	14
Broaden Classes and Program Hours	11
Increase Police Presence	11
Build Community Center	9
Increase Community Events	7
Increase Property Maintenance Code Enforcement	7
Attract Restaurants	6

Collectively, the themes in the previous table encompass 63% of all responses to this question. By far the most often mentioned project area involves improvements to traffic flow and traffic control in the Village. Specific suggestions in this area include the addition of roundabouts, additional traffic lights (such as protected left-turn lights in intersections that lack them), speed bumps, reduced speed limits, and other traffic control measures.

The second most-mentioned theme concerns improvements to bicycle and pedestrian infrastructure in the Village, such as the addition of dedicated paths and trails, constructing sidewalks in the Village, and encouraging pedestrian friendly development. Respondents also discussed support for the proposed downtown redevelopment project and articulated a desire for additional park and greenspace improvements, including increased tree plantings, a need for greater focus on park maintenance, and a desire for additional park amenities.

Eleven respondents suggested broadening recreation classes and program hours offered by the Village to allow more people to attend, especially in the evening hours and on weekends. Respondents also suggested increasing the kinds of classes offered by the Village to cater more to seniors and teenagers in the community.

The last question in the Online Community Survey asked respondents to consider what they would like Palmetto Bay to be known for in the future. Approximately 177 respondents provided answers to this question. These responses were grouped by similarity into specific categories. An illustration depicting frequently mentioned categories appears in the following figure.

Figure 27: Online Community Survey: Future Attributes of Palmetto Bay, 2015

Many of the top responses align with the Village's current perceived strengths, including a safe place to live, work, and play, quality schools, and friendly atmosphere.

Conclusion

Village of Palmetto Bay's residents, elected officials, employees, and other stakeholders take great pride in being part of their community. Palmetto Bay's numerous amenities, particularly its parks and high-quality Village services, have made it a community of choice in the Miami-Dade area. However, the community faces certain challenges, including an aging population, high traffic, and tensions between residents who desire more development and those who would like to maintain the status quo. Developing a unified, long-range vision for the future of the Village of Palmetto Bay will require facing these challenges and seizing opportunities that will allow Palmetto Bay to remain a community of choice for many years to come.

Appendix A: Palmetto Bay Resident Questionnaire

Handwritten comments to the Village of Palmetto Bay's Resident Questionnaire appear below. These comments were submitted on paper copies of the Village's questionnaire and are presented below as they appear on the paper copies. Questions that received no handwritten comments do not appear below.

Are you in favor of installing traffic circles in the Village?

- Between 87th Ave and US 1
- Between 87th Ave and US 1
- Especially on 148th St. between 87th Ave and US 1
- In high speed places
- Need a no left turn sign at 174 and Old Cutler that would specify between the hours of 8am-10am and 3pm-5pm. Help reduce school traffic coming thru.

Are you in favor of reducing the speed limit in the Village?

- Why not make speed limits 35mph throughout the Village?

Are you in favor of creating bicycle lanes along Village roads?

- If bikes will be forced to use them
- As long as they are beside the road, not on the road

Are you satisfied with Park programming in the Village?

- More tennis!

Are you satisfied with Park facilities in the Village?

- Bill Sadowski Park needs work. If the County owns, the Village needs to petition for improvement.
- Needs to be more accessible.
- If there's an afternoon event, don't close the park all day.

Are you satisfied with the current number of parks we have?

- More
- Need need need a farmer's market, not a parking lot that doesn't have shade

Appendix B: Online Community Survey Instrument

The structure and questions of the Online Community Survey conducted by The Novak Consulting Group are presented below as they appeared online to respondents.

Palmetto Bay Community Survey

Welcome!

Dear Palmetto Bay Residents,

The Village Council and I are excited about developing a new Strategic Plan for the Village. We are working with The Novak Consulting Group to facilitate this process. The purpose of this survey is to help us understand how you experience living, working, learning and playing in Palmetto Bay. The survey will be available until December 17, 2015. Individual results are confidential and will be submitted directly to The Novak Consulting Group electronically.

Thank you for taking the time to participate in this survey. We look forward to sharing the results of your input as we focus on the future of Palmetto Bay.

Best Wishes,

Eugene Flinn
Mayor

1

Palmetto Bay Community Survey

Demographics

It is the Village's intent to engage a broad spectrum of people in this Strategic Planning process. We are collecting demographic information from survey participants to track this data and will report the data in summary form only.

1. Please indicate your age.

- ◯ Under 15
- ◯ 15 - 17
- ◯ 18 - 20
- ◯ 21 - 44
- ◯ 45 - 64
- ◯ 65 or older

2. Please indicate your current living status.

- ◯ Own your home
- ◯ Rent your home
- ◯ Homeless

Other (please specify)

3. Please indicate your race.

- ◯ American Indian or Alaskan Native
- ◯ African American
- ◯ Asian
- ◯ Native Hawaiian or Pacific Islander
- ◯ White

Other (please specify)

4. Are you of Hispanic, Latino or Spanish origin?

- ◯ Yes
- ◯ No

2

5. What is your Zip Code:

- ◯ 33157
- ◯ 33176
- ◯ 33158

Other (please specify)

3

Palmetto Bay Community Survey

Other Questions

6. Please rate your level of agreement with the following statements, using the following scale:

	Strongly Agree	Agree	Disagree	Strongly Disagree
I love living in Palmetto Bay.	○	○	○	○
Palmetto Bay provides high-quality services to the community.	○	○	○	○
Village staff interacts with me in a professional manner.	○	○	○	○
I believe the services Palmetto Bay provides are a good value for the taxes paid to the Village (average of $250-$400 annually)	○	○	○	○
The Village communicates well with residents.	○	○	○	○
I am able to easily find information regarding the Village (news, events, meetings, information).	○	○	○	○
I feel safe in my neighborhood.	○	○	○	○
I feel safe in Village Parks.	○	○	○	○
It is easy to get around Palmetto Bay.	○	○	○	○
It is easy to get to major employment centers from Palmetto Bay.	○	○	○	○

4

	Strongly Agree	Agree	Disagree	Strongly Disagree
I support mixed-use development within Palmetto Bay's commercial corridor along US 1 and Franjo Road.	○	○	○	○
I am excited about the plans to redevelop downtown Palmetto Bay.	○	○	○	○
The plans for Downtown Palmetto Bay are consistent with my views of how our community should develop.	○	○	○	○
It is a good idea for the Village to develop the commercial corridor and collect taxes from the business sector rather than to raise taxes for residents.	○	○	○	○
Overall, the Village Government is headed in the right direction.	○	○	○	○
The Village Council makes decisions in the best interest of the community.	○	○	○	○
I'd be willing to pay more taxes to maintain existing Village service levels.	○	○	○	○
I'd like to see the tax base expanded in order to stabilize Village tax rates.	○	○	○	○
I have confidence in the Village Council.	○	○	○	○
I would recommend living in Palmetto Bay to friends and family.	○	○	○	○

5

7. In the past twelve months, how many times have you (or someone in your household) done the following:

	Not at all	Once	Once a Month or less	Two to Four times a month	Two times a week or more
Visited a Palmetto Bay Park	○	○	○	○	○
Participated in a Palmetto Bay Recreation class or program	○	○	○	○	○
Visited the Palmetto Bay Public Library	○	○	○	○	○
Attended a Palmetto Bay Village Council Meeting	○	○	○	○	○
Watched (Online or Cable) a Palmetto Bay Village Council Meeting	○	○	○	○	○
Attended a public meeting sponsored by the Village on a topic of interest	○	○	○	○	○
Attended a Miami-Dade County Commission Meeting	○	○	○	○	○
Watched (Online or Cable) a Miami-Dade County Commission Meeting	○	○	○	○	○
Attended a School Board Meeting	○	○	○	○	○
Visited Village Hall	○	○	○	○	○
Used the village website to find information about the Village.	○	○	○	○	○

8. Please list the 3 things that you value most about living in Palmetto Bay.

I value: _____

I value: _____

I value: _____

6

9. What new projects or programs do you want to see the Village government pursue?

10. What do you want Palmetto Bay to be known for in the future?

7

Palmetto Bay Community Survey

Future Involvement

If you'd like us to keep you informed about the strategic planning process, please complete the form below.

This question is optional.

11. Please include me in future meetings or events related to the Strategic Planning process:

Name:

Email Address:

Phone Number:

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