

The National Citizen Survey™

Jupiter, FL

Community Livability Report

2014

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The National Citizen Survey™
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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Jupiter. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 745 residents of the Town of Jupiter. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

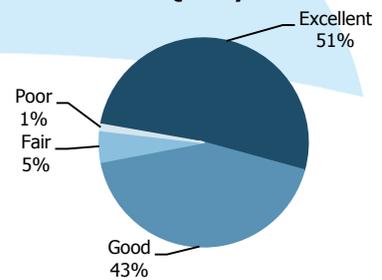


Quality of Life in Jupiter

Almost all residents rated the quality of life in Jupiter as excellent or good. Ratings for overall quality of life were higher in Jupiter when compared to the national benchmark.

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall Quality of Life



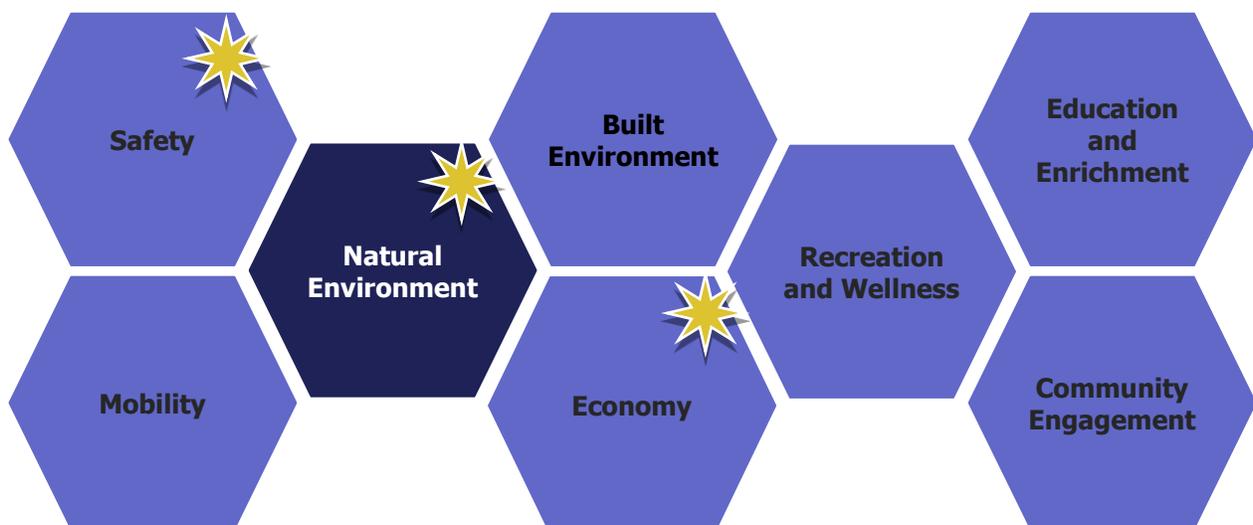
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety, Natural Environment and Economy as priorities for the Jupiter community in the coming two years. It is noteworthy that Jupiter residents gave favorable ratings to these of these facets of community. Ratings for Natural Environment tended to be higher than in comparison communities. Ratings for Safety, Mobility, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Jupiter’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Jupiter, 97% rated the Town as an excellent or good place to live. Respondents' ratings of Jupiter as a place to live were higher than ratings in other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).

In addition to rating the Town as a place to live, respondents rated several aspects of community quality including Jupiter as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Jupiter and its overall appearance. Close to 9 in 10 residents gave “excellent” or “good” ratings to their neighborhoods, Jupiter as a place to raise children, as a place to retire, the overall appearance and the overall image or reputation of Jupiter. Ratings for Jupiter as a place to retire, overall appearance, and overall image were higher than ratings in comparison communities across the nation.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. These ratings of Community Characteristics tended to be similar to or higher than the national benchmark comparison. Only 1 out of 45 aspects was below the national benchmark; travel by public transportation. Ratings within the facet of Safety and Natural Environment were particularly high. Almost all residents reported feeling safe in their neighborhoods, downtown/commercial areas and in Jupiter overall. Ratings for Natural Environment ranged from 86% to 91% “excellent” or “good,” and all of these aspects were rated higher than the national benchmark comparisons. A majority of respondents gave positive ratings to all aspects of Recreation and Wellness, Education and Enrichment and Community Engagement.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

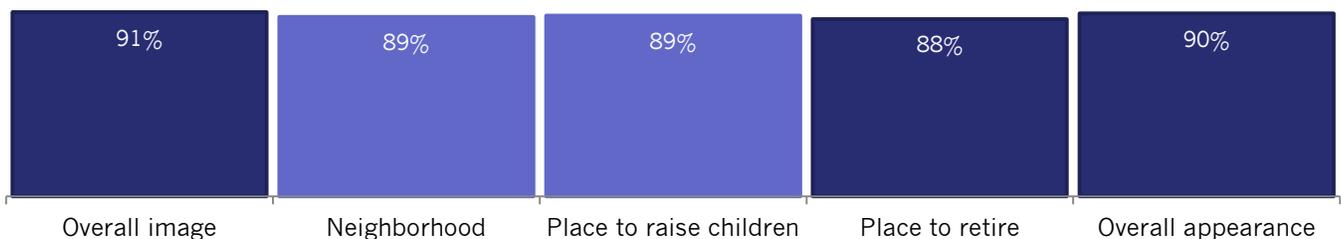
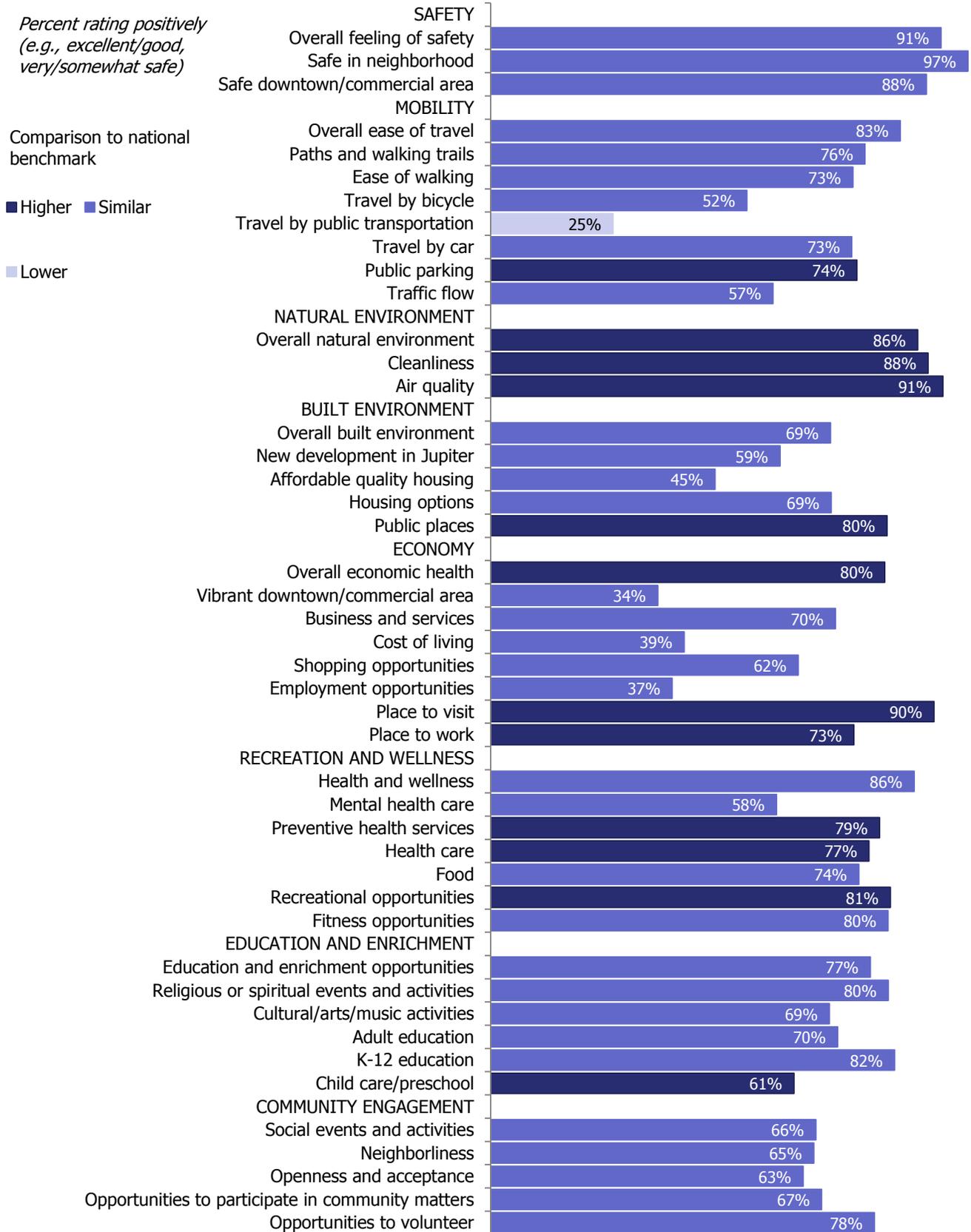


Figure 1: Aspects of Community Characteristics



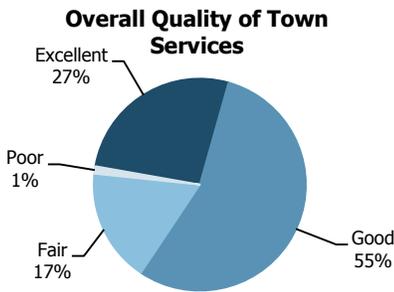
Governance

How well does the government of Jupiter meet the needs and expectations of its residents?

The overall quality of the services provided by Jupiter as well as the manner in which these services are provided are a key component of how residents rate their quality of life. The overall quality of Town of Jupiter services was rated as “excellent” or “good” by 82% of respondents, while only 33% gave “excellent” or “good” ratings to Federal Government services. Both of these ratings were similar to ratings in comparison communities.

Survey respondents also rated various aspects of Jupiter’s leadership and governance. A majority of respondents gave positive ratings to the value of services for taxes paid, overall direction, welcoming citizen involvement, confidence in Town government, acting in the best interest of Jupiter, being honest, treating all residents fairly and overall customer service. Each of these ratings was similar to the national benchmark.

Respondents evaluated over 30 individual services and amenities available in Jupiter. These ratings of aspects of Governance were all at least similar to the national benchmark, and tended to be rated positively by a majority of residents. Several ratings were above the national benchmark, including: emergency preparedness, street repair, sidewalk maintenance, yard waste pick-up, drinking water and economic development. Facets within Governance that had some of the highest ratings included Recreation and Wellness, Education and Enrichment, Community Engagement and Safety.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

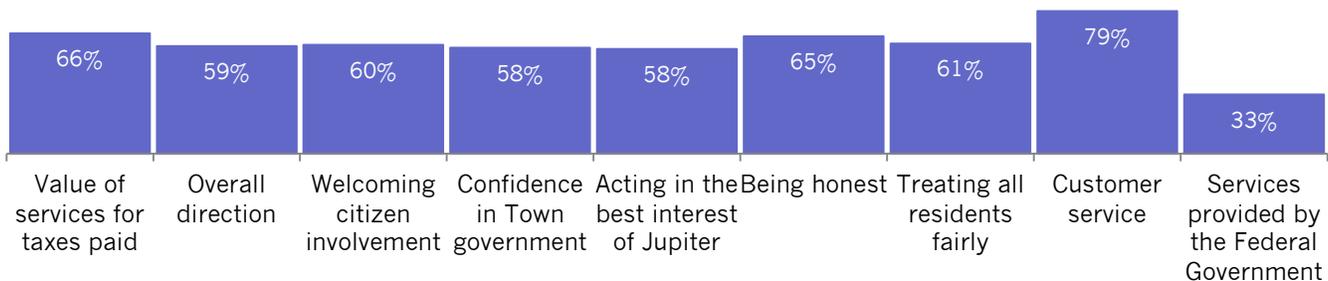
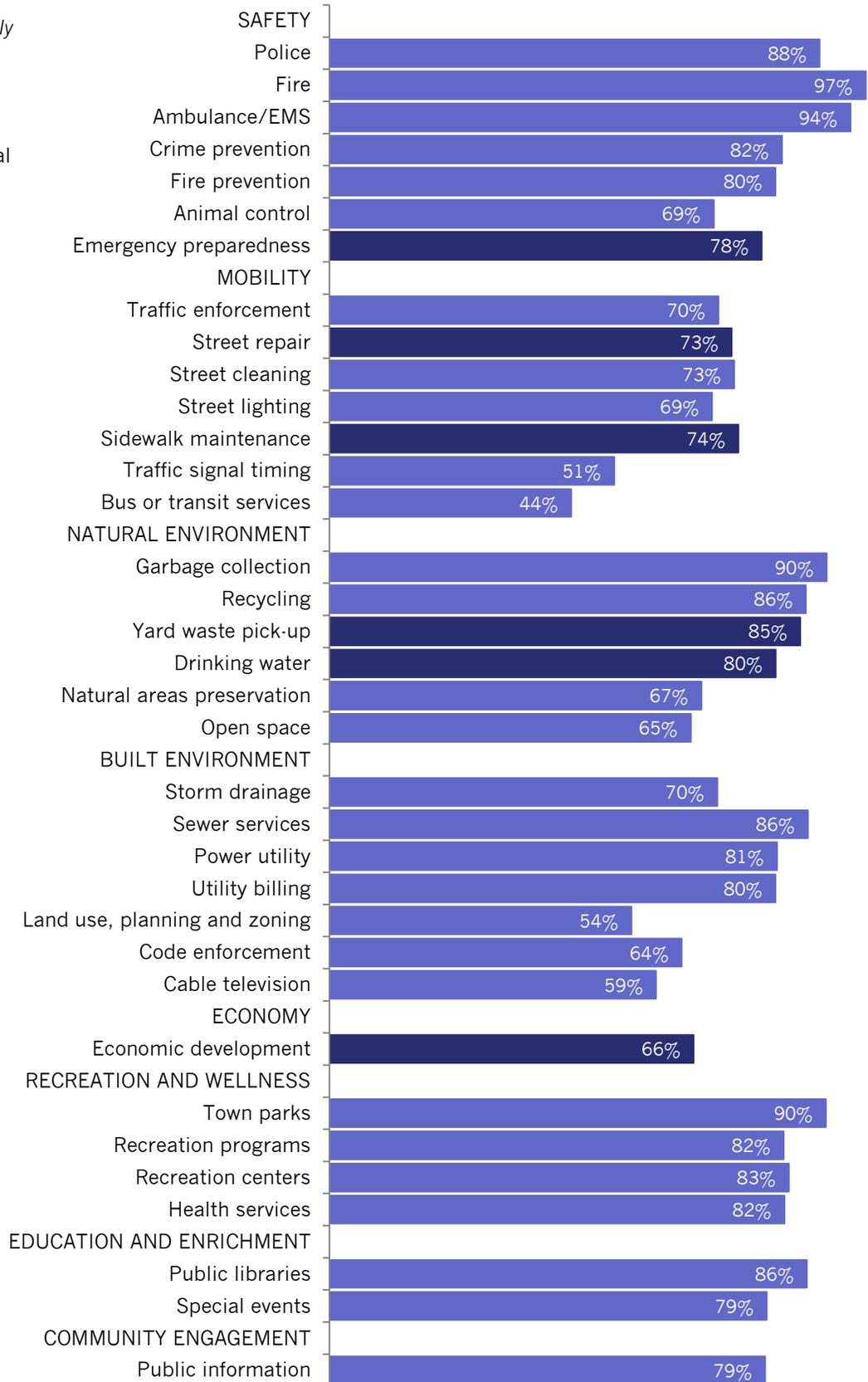


Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Participation

Are the residents of Jupiter connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. About two-thirds of Jupiter residents rated the overall sense of community as “excellent” or “good.” This rating was similar to ratings in comparison communities. Almost all residents planned on staying in Jupiter (95%); this rating was above the national benchmark. Almost all also would recommend Jupiter to others.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. These activities and behaviors tended to have similar rates of participation as in comparison communities. Residents demonstrated the highest rates of participation within the facet of Natural Environment. About 8 in 10 reported conserving water and making efforts to make their homes more energy efficient; almost all reported recycling at home. All aspects of Safety, Built Environment and Recreation and Wellness showed a majority of respondents participating in the associated activities or behaviors. Most residents had not campaigned, contacted Jupiter elected officials, volunteered, participated in a club, attended a local public meeting or watched a local public meeting in the last 12 months.

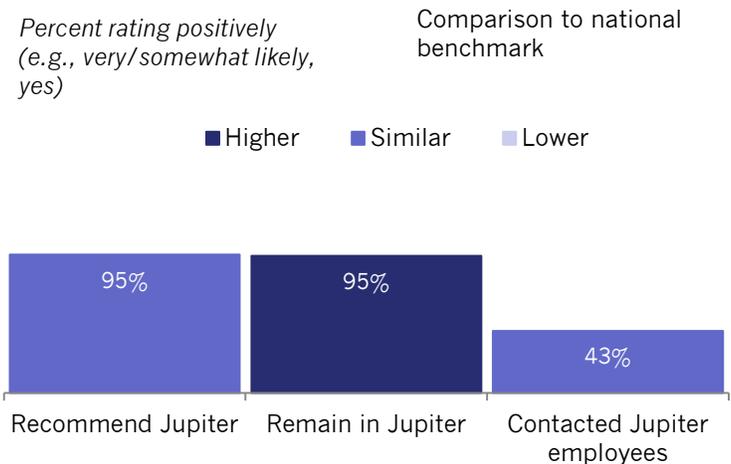
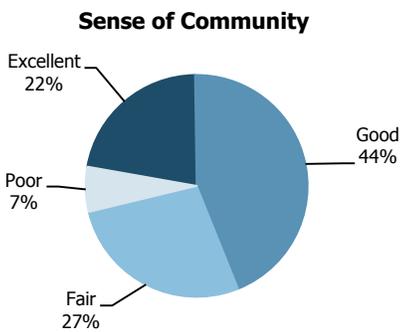
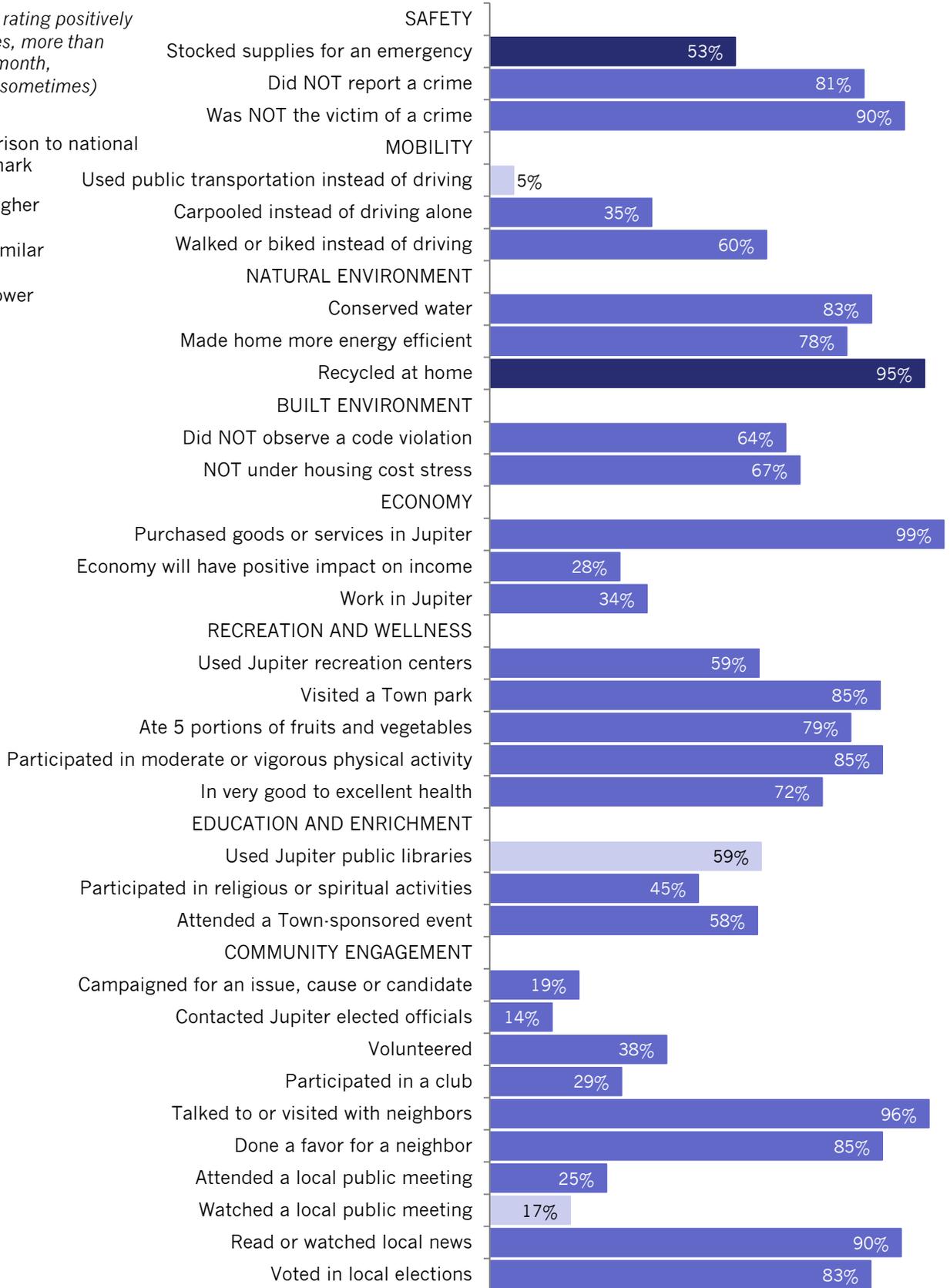


Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Special Topics

The Town of Jupiter included six questions of special interest on The NCS. The first question gave residents a list of areas of Jupiter and asked them if they considered any of the areas to be Jupiter’s current “downtown.” About 40% did not think any of the areas listed were Jupiter’s current “downtown,” close to a third indicated they considered Abacoa Town Center to be Jupiter’s current “downtown.” The second question asked respondents to indicate which of the areas has the potential to be Jupiter’s future “downtown.” Harbourside Place was selected by about 35% of respondents, followed by Abacoa Town Center (21%). About 20% indicated that none of the areas listed had potential to be Jupiter’s future “downtown.”

Figure 4: Custom Question 1

Which of the following areas, if any do you consider to be Jupiter’s current “downtown”?

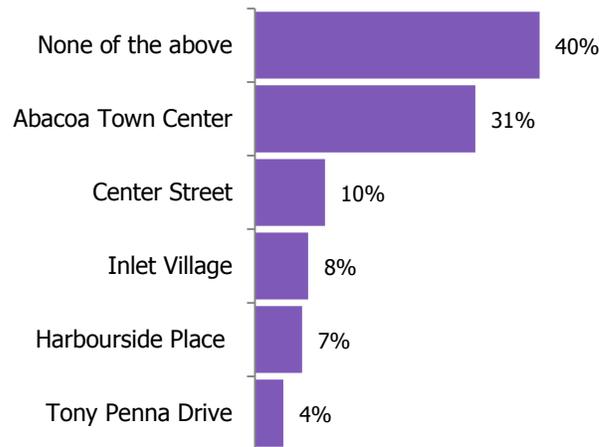
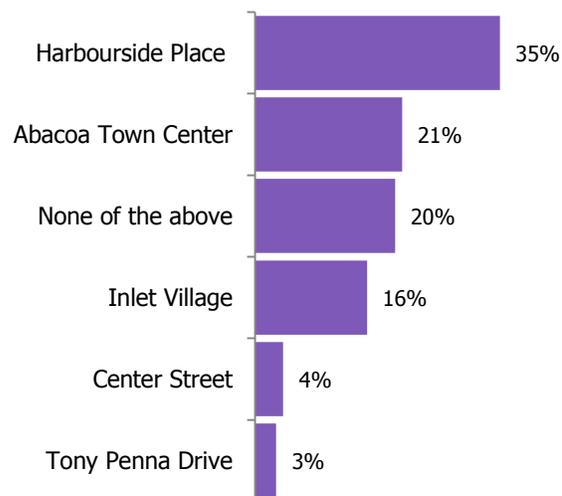


Figure 5: Custom Question 2.

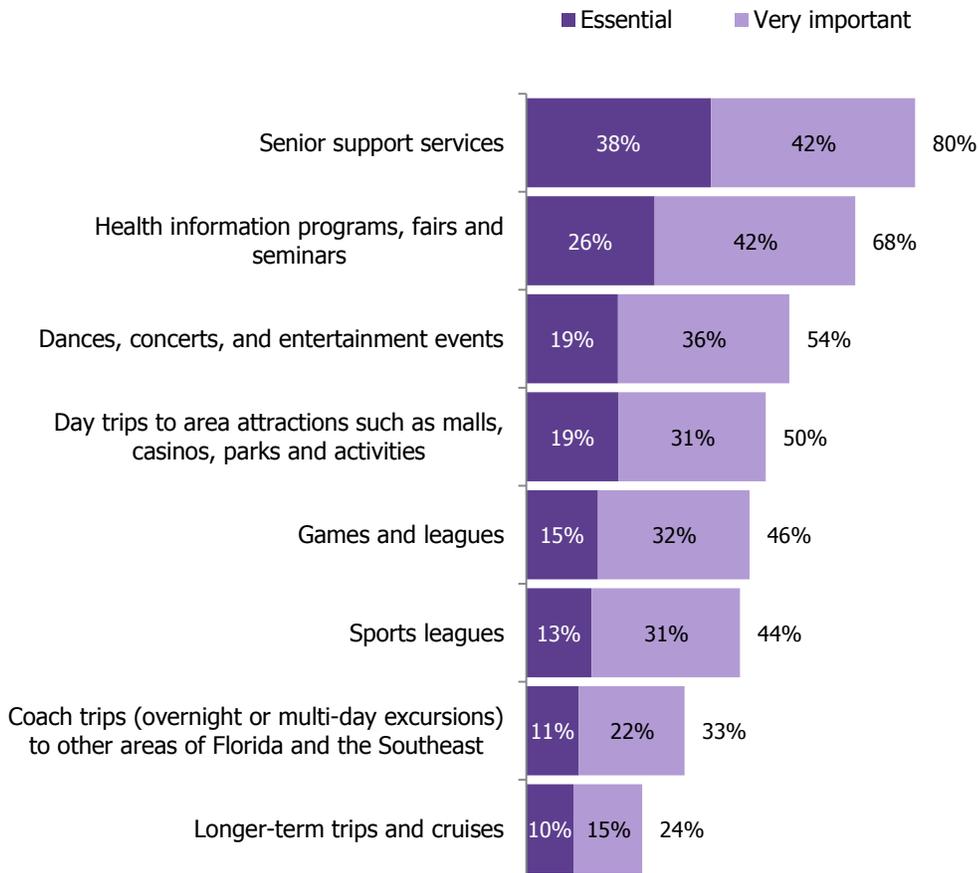
Which of the following areas, if any, has the potential to become Jupiter’s future “downtown”?



In the third custom question, residents were asked to rate the importance of the Town of Jupiter providing several different types of programs for residents age 55 and over. A majority of residents gave ratings of “essential” or “very important” to senior support services, health information programs, fairs and seminars, dances, concerts and entertainment events and day trips to area attractions.

Figure 6: Custom Question 3

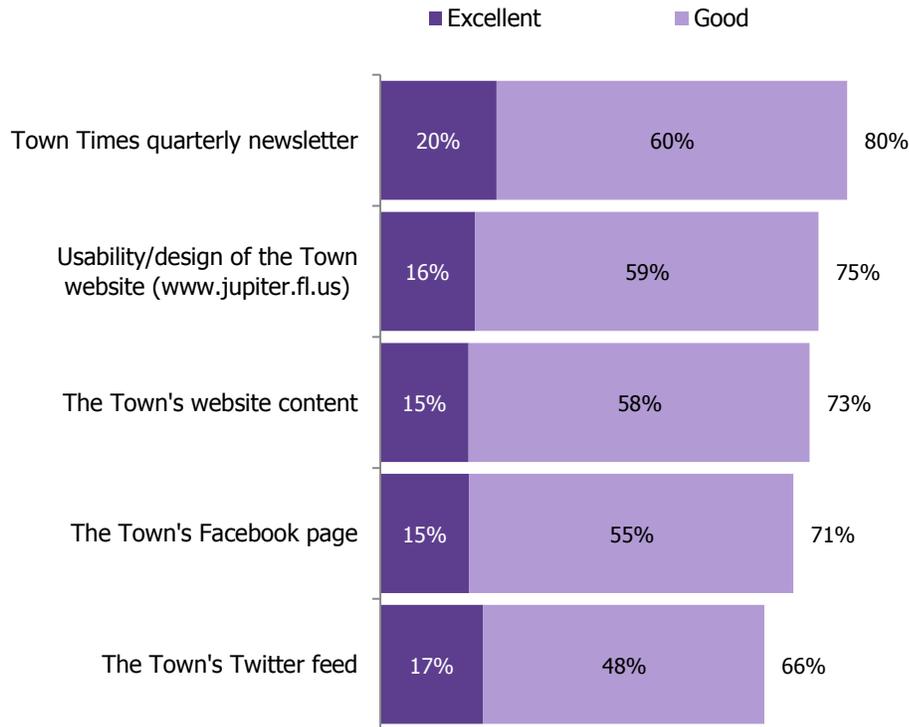
Please indicate how important, if at all, it is for the Town of Jupiter to offer each of the following types of programs for residents 55 and over.



In the fourth custom question, residents were asked to rate the quality of Jupiter’s public information efforts. All of the items were rated as “excellent” or “good” by at least two-thirds of respondents.

Figure 7: Custom Question 4

Thinking about Jupiter’s public information efforts, please rate the quality of each of the following:



In the final Jupiter-specific questions, residents were asked if they had contact with a Town employee in the last 12 months. Those who had had contact were then asked to rate different aspects of that contact. Close to half reported having contact with a Town of Jupiter employee. All aspects of contact were rated as “excellent” or “good” by at least 8 in 10 respondents.

Figure 8: Custom Question 5

Have you had any in-person, phone or email contact with an employee of the Town of Jupiter within the last 12 months (including police, receptionists, planners or any others)?

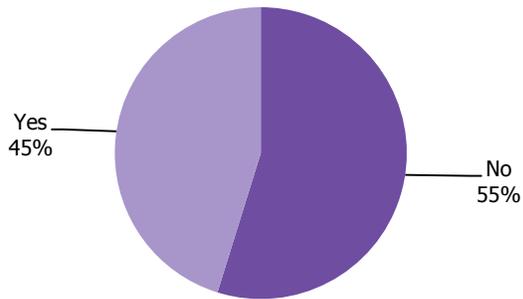
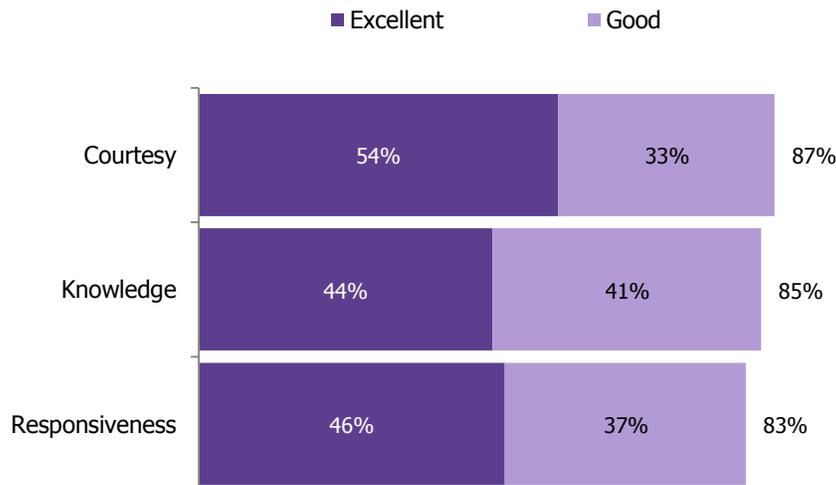


Figure 9: Custom Question 6

What was your impression of the employee(s) of the Town of Jupiter in your most recent contact?



Conclusions

Jupiter residents continue to enjoy a high quality of life.

About 9 in 10 residents rate their overall quality of life as “excellent” or “good” and nearly all residents would be “very” or “somewhat” likely to recommend Jupiter as a place to live to someone who asks. These ratings are higher than national benchmark comparisons and remained stable over time (see *Trends over Time* report under separate cover.) Jupiter’s overall appearance and overall image along with the town as a place to live, neighborhoods as a place to live and to raise children received favorable ratings by at least 8 in 10 residents. Most of the aspects that aid in community livability were rated positively and were at least similar to the national benchmark comparison.

Safety is a feature that makes Jupiter a livable community.

Safety was identified as one of facets identified by residents as a community focus area, and, overall, Jupiter performed solidly within this facet; most ratings were similar in Jupiter as in other communities across the nation. At least 8 in 10 respondents felt safe in the different areas in Jupiter. All Safety services, including police, fire, ambulance, and emergency preparedness were rated positively by a majority of respondents. Most respondent had neither been the victim of a crime nor needed to report a crime. Safety ratings remained stable from 2011 to 2013 (see *Trends over Time* report under separate cover).

The Natural Environment is a top focus area for Jupiter residents.

Participants gave high ratings for Jupiter’s overall natural environment highly, with 86% rating it as “excellent” or “good,” a rating that was higher than the benchmark. A majority of respondents also gave high ratings to air quality and the cleanliness of Jupiter. When asked about government services related to Natural Environment, at least two-thirds of respondents gave these services positive ratings. Yard waste pick-up and drinking water were both above the benchmark. Almost all participants recycled at home (95%), a rating that was above the benchmark.