

Agenda Item: 2.a
Meeting Date: February 3, 2026

MEMORANDUM

To: City Commission

Through: Jennifer K. Bramley, City Manager

From: Nicole Delfino

Date: 2026-02-03

Subject: 2026 Citizen Survey Preview

Presenter(s): Nicole Delfino, Strategy & Sustainability Manager

Staff Recommendation: Review upcoming 2026 Citizen Survey & Project Timeline

Strategic Themes: Good Governance

Boards & Committees: N/A

Budget Impact: \$7,000.00

Past Action:
2019 Citizens' Opinion Survey - conducted February - March 2019
2019, April - Results of survey presented to Commission by Anne Whitten at Research Data Services
2021, February: 2019 Citizen Survey Update Report - by Lael Giebel
2022, February 1, 2022: City Commission Meeting Citizen Survey Project Presentation (N. Delfino)
2022, February - March 2022: 2022 Citizen Opinion Survey Open Period
2022, May 17: City Commission Meeting 2022 Citizen Survey Finding Presentation
2024, March 19: City Commission Meeting 2024 Citizen Survey Preview
2024, March - April: 2024 Citizen Survey Open Period
2024, June 4: City Commission Meeting 2024 Citizen Survey Findings Presentation

Next Action: Issuing Citizen Survey to residents

Attachments:
A. [2026 Citizen Survey Preview.pdf](#)
B. [Draft 2026 Dunedin Citizen Survey Instrument.pdf](#)

Background: In 2017 the City conducted several Visioning exercises with

residents, culminating in the 2017 Visioning report. In an effort to continue that community dialogue, the City conducted the first Citizen Survey in early 2019, executed by the consultant group Research Data Services, Inc. (RDS), located in Tampa, Florida.

Based on the extensive background data collection by RDS and collaboration with City Departments, advisory boards and staff, RDS created a unique Dunedin Citizens' Opinion Survey in 2019. The survey ran in February and March of 2019 with summary findings and reporting presented to the City Commission in April 2019. While the initial idea was to run a Citizens' Survey every other year, COVID disrupted plans for a 2021 survey.

The 2022 Citizen Survey was implemented in the months of February and March of 2022 and provided for similar survey language. Maintaining survey questions and language allows for legitimacy and data comparison to show trends, view changes, or shifts in citizen sentiment feelings and priorities. Methodologies for distribution of the 2022 survey remained similar to those in 2019 including email distribution, website posting, and phone calls. Added distribution and visibility was gained through the City's Social Media channels and availability of QR Codes or Survey Links in several City Buildings (Library, Community Center, Hale, MLK).

The 2024 Citizen Survey returns the cadence of the survey to every other year and provides the City with an opportunity to hear from the residents on their satisfaction with city services and amenities and areas of greatest concern. Staff will utilize information from the City Survey to identify gaps in services, areas of improvement, and provide input into the City's Business Plan and budgeting process.

Staff recommended the 2024 Citizen Survey utilize research expert, Dr. Stephen Neely of Forward Analytics. Dr. Neely holds a MBA and Ph.D. in Public Administration from North Carolina State University. He serves as a Professor of Public Administration teaching undergraduate and graduate level classes in the areas of public policy, quantitative analysis, and survey research. As a research consultant, Dr. Neely conducts research in the areas of public affairs, public policy, social media, education and K-12 education policy. He has written numerous peer-reviewed public administration publications, opinion papers, lectured at national and local conferences, and has conducted national, state and municipal level survey research.

Dr. Neely reviewed the survey instrument and the reports of both the 2019 and 2022 Citizen Surveys. It was important to maintain consistency in survey questions for data analysis year over year. The 2024 Citizen Survey maintained the question consistency for

satisfaction ratings and added project specific questions where more information was needed in the areas of traffic, parking, budget priorities, and strategic priorities.

A robust communication strategy was developed to help reach all sections of the population. To enhance responses, the communication plan included: pre-survey communication via DunediNews, DunediNews posting/flyers for survey period, social media posting, project page on the City website, direct email campaign with a special edition DunediNews (8000 subscribers), other community email distributions lists, and sharing via group and organizational connections including the Chamber of Commerce, Rotary Clubs, DCO, local schools, the City's boards and committees, and many others. City Staff also reached out into the community to request support and sharing of the survey through community groups, churches, and schools to advocate for residents to complete the survey.

The 2024 survey period began on Monday, March 25 and ran for approximately 3 weeks. A survey assessment period was built into the project for approximately 2 weeks, with a draft report received in late April. The Commission Workshop agenda item for the presentation of the results of the 2024 Citizen survey took place on June 4, 2024.

Staff recommends the 2026 Citizen Survey utilize Dr. Stephen Neely as the survey consultant to draft the survey instrument and the create a final report on results. The communication plan for the 2026 survey will be similar to that employed in 2024, including outreach, mailings, postings, and sharing links through City channels. The survey is planned to go live in mid-February and run to early March. Survey results are planned to be shared with City Commission at the workshop on March 31, 2026.