



District 4 Improvement Plan Outline



District 4 Survey Overview

- Survey open from January 5 – 30th
- Total respondents – 1,030
- Qualified respondents – **991**

To ensure accuracy and to validate results, the survey analysis was completed by the UWF Haas Center

Results have a **+/- 4% margin of error** at a confidence level of **99%**



District 4 Survey Results

Most Important Attribute of the Area

Navarre Beach/natural beauty – selected by 30%

Top 5 Area Needs

1. Improve traffic safety/congestion
2. Stormwater drainage/flood management improvements
3. Plan for funding beach renourishment
4. Add bicycle and pedestrian multi-use paths and/or sidewalks
5. Improve/protect Santa Rosa Sound Water Quality



**Based on survey results,
the District 4 Improvement Plan has
four main areas of concentration:**

- ✓ Infrastructure Improvements
- ✓ Quality of Life Improvements
- ✓ Environmental Improvements
- ✓ Tourism/Economic Development Improvements

Within these areas of concentration are specific improvement goals. The goals are long term & short term and are both “deliverable” or fall under our “scope of influence.”



Infrastructure

- Improve traffic safety/reduce traffic congestion
- Stormwater drainage/flood management
- Add bicycle and pedestrian multi-use paths and/or sidewalks
- Plan and fund multi-use community meeting space



Quality of Life

- Plan and fund beautification projects
- Improve/expand District 4 parks and recreation facilities
- Improve District 4 youth sports facilities



Environmental

- Plan for funding beach renourishment
- Improve/protect Santa Rosa Sound water quality
- Protect environmental/ecological interests



Tourism/Economic Development

- Clearly identify policy for SRC Tourism & define roles and responsibilities of all tourism stakeholders
- Establish annual goals
- Improve signage and sense of arrival for new and returning guests
- Expand the existing Tourism Zone to include areas along the Highway 98 and 87 corridors



Contact Information

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District 4 Improvement Plan

Questions?



District 4 Improvement Plan



February 16, 2015

Commissioner Rob Williamson, District 4
Santa Rosa County Board of County Commissioners

Santa Rosa County has requested that the Haas Center provide a brief analysis of the survey results from a survey that was administered by the county online on the behalf of Commissioner Williamson. The survey consisted of three questions and was directed at residents of the Navarre area of the County. Respondents were also offered the opportunity to provide comments. The first question was a screening question to insure that the respondent resided in the region. Those who responded in the affirmative were then asked the following two questions:

2. Select the attribute you believe is most important to District 4 (Holley, Navarre, Navarre Beach) or provide your own answer:

- High-performing schools/quality education
- Low cost of living/low taxes
- Low crime rate
- Military population/high density of military personnel living in the area
- Navarre Beach/natural beauty
- Small-town feel
- Other

3. The District 4 Improvement Plan will address many issues. How would you rank the following needs, with "1" being the most important and "5" being the least important? Please select a total of 5 items only. If you would like to change your ranking, please click the reset button and begin again with "1".

- Add bicycle and pedestrian multi-use paths and/or sidewalks
- Implementation of new construction impact fees to meet infrastructure costs
- Improve District 4 code enforcement
- Improve traffic safety/congestion
- Improve/expand District 4 parks and recreation facilities
- Improve District 4 youth sports facilities
- Improve/protect Santa Rosa Sound water quality
- Plan and fund beautification projects
- Plan and fund multi-use community meeting space
- Plan for funding beach renourishment
- Promote/expand tourism

- Protect environmental/ecological interests
- Stormwater drainage/flood management improvements

Survey Results

A total of 991 responses were received. Based upon the adult population of the Navarre area as defined by the boundaries of zip code 32566, the survey results have a margin of error of ± 4 at a confidence level of 99 percent.

Question 2

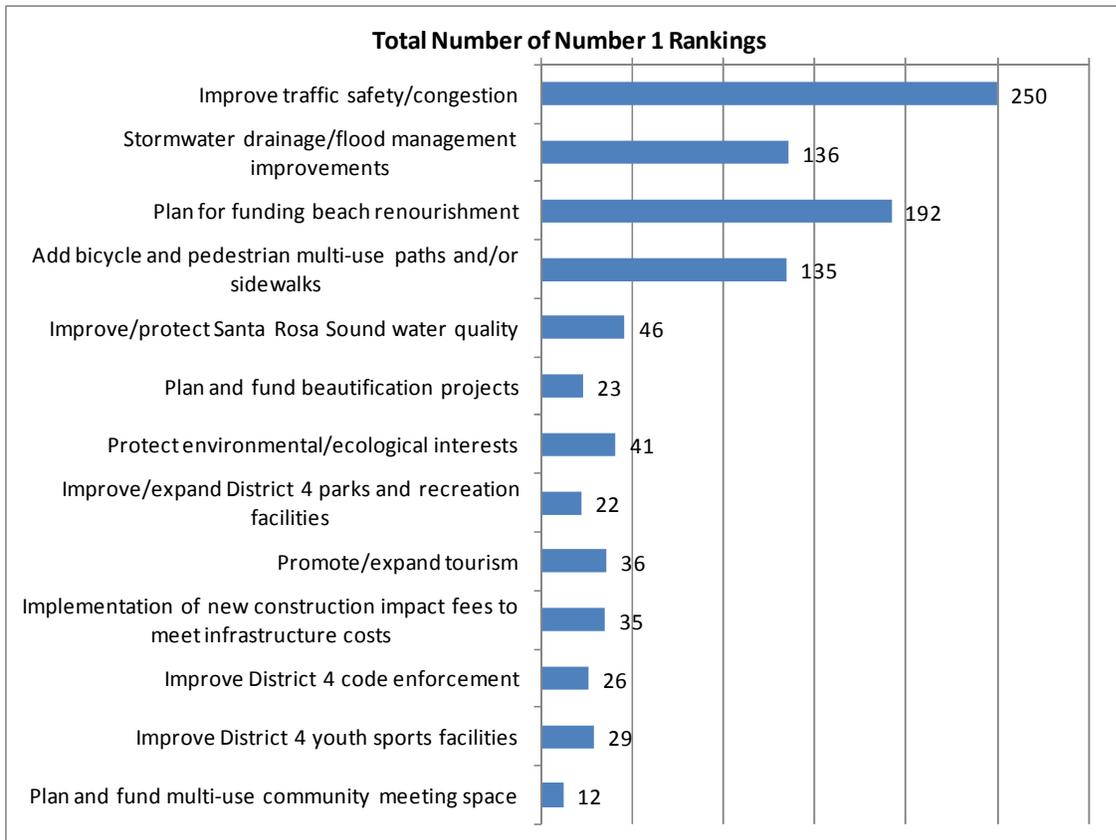
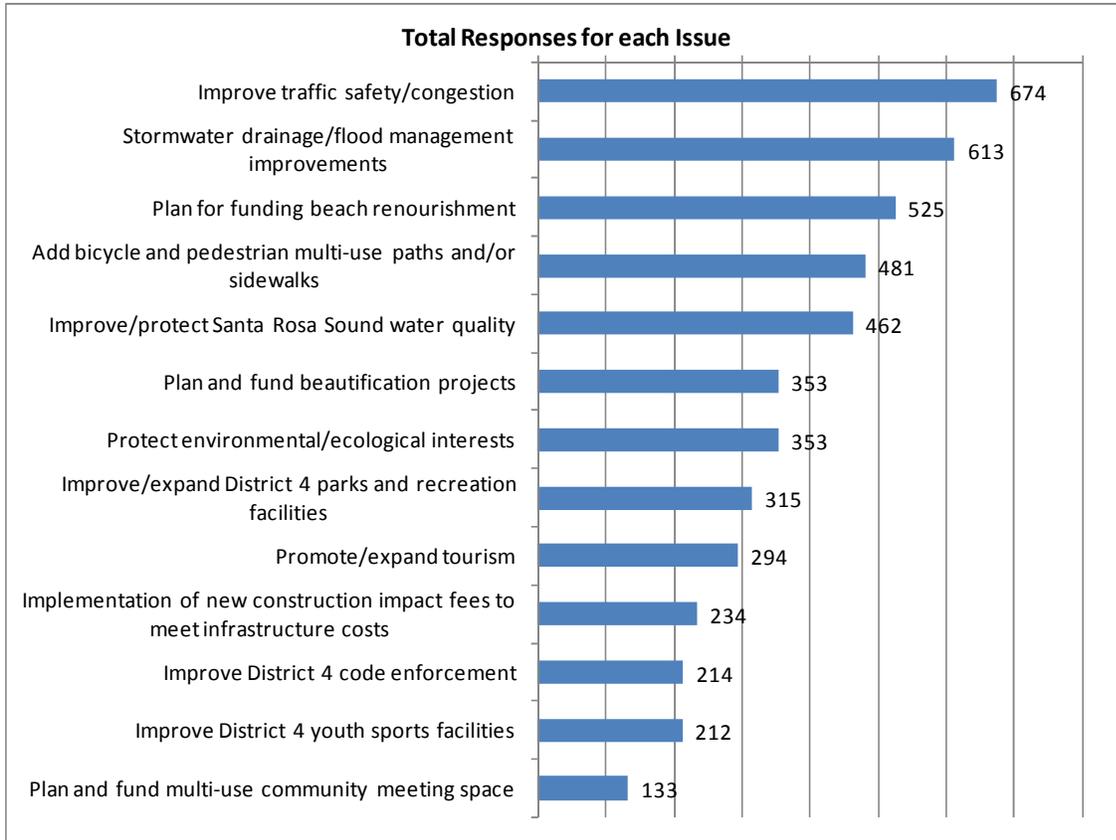
Nearly 30 percent of total respondents selected Navarre Beach/natural beauty as the most important attribute for Navarre, followed by High-performing schools/quality education. Low cost of living/low taxes had the third most responses.

Most Important Attribute	Total	% of Responses
Navarre Beach/natural beauty	296	29.9%
High-performing schools/quality education	215	21.7%
Low cost of living/low taxes	162	16.3%
Low crime rate	110	11.1%
Small-town feel	96	9.7%
Other	57	5.8%
Military population/high density of military personnel living in the area	55	5.5%

Question 3

Because each respondent was limited to ranking only 5 of the 13 listed items, each topic received a different number of persons responding to it. The first chart below ranks all of the issues by the total number of response received irrespective of its ranking numbers. The second chart ranks the issues by the number of number 1 rankings received. The table provides the total number of responses an issue received in each of the possible ranking categories of 1 to 5.

Sixty-eight percent of the respondents chose to rank improve traffic safety/congestion as one of their top five issues. This issue also received the highest number of number one rankings. The issue receiving the second highest number of rankings was stormwater drainage/flood management improvements. This issue received the third highest number of number one rankings. The second highest number one ranking was awarded to Plan for funding beach renourishment. This issue was also ranked by nearly 62 percent of the respondents. Add bicycle and pedestrian multi-use paths and/or sidewalks received both the fourth highest number of rankings and number one rankings. The issue receiving the least number of rankings and number 1 rankings was Plan and fund multi-use community meeting space.



Issues for Improvement Plan	Rankings					Total Responses
	1	2	3	4	5	
Improve traffic safety/congestion	250	165	117	73	67	674
Stormwater drainage/flood management improvements	136	149	115	99	107	613
Plan for funding beach renourishment	192	83	86	81	81	525
Add bicycle and pedestrian multi-use paths and/or sidewalks	135	89	94	66	94	481
Improve/protect Santa Rosa Sound water quality	46	115	108	103	88	462
Plan and fund beautification projects	23	63	67	108	85	353
Protect environmental/ecological interests	41	59	74	92	79	353
Improve/expand District 4 parks and recreation facilities	22	63	59	90	77	315
Promote/expand tourism	36	57	61	66	69	294
Implementation of new construction impact fees to meet infrastructure costs	35	37	55	54	50	234
Improve District 4 code enforcement	26	35	46	49	52	214
Improve District 4 youth sports facilities	29	39	62	48	30	212
Plan and fund multi-use community meeting space	12	16	25	34	46	133

Comments

Approximately 31 percent of respondents left comments. In addition to many comments thanking Commissioner Williamson for reaching out to the community, respondents seemed split on maintaining Navarre’s small town feel and encouraging greater development and job creation in the area. Several residents advocated the reopening of Navarre pass. Several also commented on the need for a master plan, better code enforcement and the need for façade improvements in the area.