

PERDIDO KEY

PROPERTY OWNER SURVEY



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May 2011

Dear PKA Member,

We are pleased to share the results of the 2011 Perdido Key Property Owners' Survey with our members. Thank you for your participation and support.

The results of the survey have been shared with the five County Commissioners that make up the Escambia County Board of Commissioners as well as with the County Planning and Zoning Department, the Perdido Key Chamber of Commerce, and others who make daily decisions affecting the quality of life and property on Perdido Key.

The Perdido Key Association will use the information gathered in the survey to continue advancing the goals and objectives of our organization.

We hope you will enjoy reading the survey. Thank you again for your participation and continued support.

Sincerely,

Perdido Key Association Board of Directors

PS: A membership application is printed on the back wrapper if you would like to update or renew your membership. Please feel free to copy and share the application with your neighbors and homeowners association.

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Perdido Key Association

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Perdido Key Association is a community benefit organization comprised of property owners and residents of the Perdido Key area. Dues are \$30 per household per year. Members of the Perdido Key Association (PKA) have volunteered for more than 50 years in support of the unique character, natural beauty and charm of Florida's western most island, Perdido Key.

PKA conducts biannual membership surveys by mail, gathering information used to better serve the community as a whole. The surveys are helpful as the association board identifies the issues important to the membership and determines how to effectively allocate association resources. When PKA is asked to provide public input on various community issues on behalf of our membership, the survey results and membership comments provide guidance and direction.

Executive Summary

In an effort to better understand the interests and attitudes of property owners on Perdido Key, the Perdido Key Association (PKA) conducted an opinion survey in January 2011.

The survey, a self-mailer, included 72 questions. Most questions (with the exception of demographics) were designed to measure the strength of the respondent's reply using a scaled question structure.

A mailing list of property owners of record was obtained from the Escambia County Tax Assessor's office and a total of 3,285 were mailed to property owners on Perdido Key. 484 were returned from USPS for address corrections and remailed. By the February deadline a total of 983 surveys had been completed and returned; with an additional 25 being received after the cutoff date, giving a response rate exceeding 30%.

In addition to demographic data, respondents were asked to rate their opinions on a number of issues—most of which involved quality of life issues on Perdido Key. These included, Planning and Zoning, Hurricane Evacuation, Fire and Emergency Services, Transportation, Signage, Public Waterfront, Natural Resource Protection, Utilities and Public Infrastructure, Economic Development, Leadership, and Community Involvement.

Upon return, the surveys were delivered to Dr. Lance Kinney (University of Alabama College of Communication). Dr. Kinney tabulated and entered the data of each survey into a statistical software program for analysis. For each item surveyed the total number of responses was calculated as well as the percentage of responses for each item.

A general listing of results and findings can be found on Page 5. Specific, more detailed, information can be found in each individual reporting section.

What did the survey find? The overall theme, or message, that is repeated throughout the survey is: Perdido Key property owners desire to live, work, and play in a neighborhood environment; a community that is pedestrian-friendly; a community that incorporates the natural environment; and a community that is family-oriented.

Respondents, both full-time residents and non-resident property owners, have voiced loud concerns on a host of issues affecting quality of life issues on Perdido Key. We invite you to study the results carefully.

According to the Escambia County Tax Appraiser, District 2 provides 23% of the total property tax revenues for the county with Perdido Key providing 8.6% of the county revenues and 37 % of District 2 revenues. Additionally, Perdido Key area property owners contribute 18% of the county's bed taxes, and 14% of the county's sales taxes.

It is PKA's hope that this study will be the genesis for building a planned community that residents of Perdido Key desire. . . beginning with the update of the Perdido Key Neighborhood Plan and working towards an overlay district for the benefit of all Perdido Key property owners.

Property owners have spoken. It's time to listen.

PKA Board of Directors

Survey Information and Data Collection

Researcher:

- Dr. Lance Kinney
Associate Professor, University of Alabama, College of Communication
Ph.D., Mass Communication, Florida State University, 1995
M.A., Advertising, University of Georgia, 1987
B.A., Speech Communication, Auburn University, 1984
Dr. Kinney joined the University of Alabama faculty after teaching at Florida State University, Tallahassee, Florida, and the University of West Florida, Pensacola, Florida. Dr. Kinney's teaching interests are primarily advertising strategy, media planning and advertising research. Other teaching areas include mass communication theory, effects and research.

Survey Period:

- January-February 2011

Mailing:

- 3,285 surveys were mailed to include all property owners on Perdido Key.
- List was obtained from Escambia County tax rolls.
- 484 surveys were returned for address corrections and were re-mailed with corrected address.

Return Rate:

- Completed surveys were forwarded to Dr. Kinney.
- An additional 25 surveys were received after the deadline but were not included in the data analysis.
- A total of 983 surveys were entered and coded for a response rate exceeding 30%.
- Dr. Kinney states this is a high return rate when compared to "normal" return rates.

Data Analysis

- Each survey was hand coded and entered into SPSS PASWStatistics18.0 for analysis.
- For each item surveyed the total number of responses was calculated as well as the percentage of responses for each item.
- Each survey item is detailed in the research report.
- Raw numbers (frequency) and percentage were charted for each survey item.
- Not every respondent answered each item so each table includes a missing/no answer label for these non-respondents.
- Many of the items asked the respondent to report a level of agreement with a statement or a perceived level of importance for the item.
- For these scaled items, the most affirmative response (very important, strongly agree) were coded with a numerical code of 5. The opposite end of the scale (very unimportant, strongly disagree) was coded as a 1. For these scaled items, the mean (average) score as represented by the five-point scale. A 3.53/5.00, indicates the average score for the item is 3.53 of a possible 5.00.

Survey Information and Data Collection

Data Analysis

- Statistical tests were conducted to determine where different types of respondents vary from one another.
- Respondents were compared based on self-reported primary use of their Key property, length of ownership, distance from the Key, whether the respondent rents his property, membership in the Perdido Key Association, membership in the Chamber of Commerce and membership in the Key Presidents' (Residents') Forum.
- When only two groups were compared, an independent samples t-test was used for comparison.
- Three or more groups were compared with one-way analysis of variance using Tukey post-hoc comparisons to identify significant differences between groups.
- Differences were considered to be significant at $p \leq .05$. This means that you would expect to observe a different result no more than five times per hundred.

Summary of Findings

- **Growth Issues are Critical to Local and Non-Resident Property Owners**

Strong Responses Regarding

- Use of Compatible Zoning
- Low Population Density
- Development of a Master Plan
- Desire for Underground Utilities
- Limited Expansion P.K. Drive
- Enforcement of Signage Ordinance

- **Beaches, Wildlife, and Environment are Strongly Supported**

High Level of Importance from Respondents Regarding

- Protection of Endangered Species
- Protection of Environment
- Parks

- **Strong Emphasis on Creating a Pedestrian Friendly Community**

High Level of Importance from Respondents Regarding

- Bike Pedestrian Paths
- Low-key Lifestyle- Parks
- Residential Orientated Community

- **Respondents Concerned about Beach Renourishment Issues**

Respondents Indicate

- Favor Beach Renourishment
- Favor All County Property Owners Paying for Renourishment
- Have Concerns Regarding Property Easements

- **Emergency Services and Hurricane Preparedness Rank High**

Respondents Rate

- Fire, Police, and Medical Services Rated Important
- Hurricane Preparedness Rated Important
- Re-entry Issues Rated Important

- **Appropriate Economic Development Supported**

RATED AS IMPORTANT BY RESPONDENT

- Restaurants
- Shops
- Entertainment
- Leisure and Fitness
- Chamber of Commerce

RATED UNIMPORTANT BY RESPONDENT

- Bars
- Gambling Establishments
- Adult Arcades-Bingo Establishments
- Hotels and Motels

- **Leadership in Question**

Significant Dissatisfaction With

- Public Input on Issues
- Construction of Public Buildings Near Neighborhoods
- Return of Tax Dollars to Perdido Key

Demographics

Several demographic questions were asked on the survey in order to better understand the respondents. These questions were focused on type of property owned, use, distance from home (non-residents) rather than personal information (i.e., specific age, income, gender, race, etc.).

Given the above, Perdido Key is a residential community with 18% of respondents living on the Key full time. An additional 50% reported using their property on the Key as a second home.

Regarding length of ownership, 78% have lived on the Key for more than six years with 51% owning property for more than ten years. 79% of the households contain one or two people over 18 years of age and about 200 children less than 18 years of age was reported.

With regard to distance from the Key, 65% of the non-resident respondents live 51 miles or more from Perdido Key. 15% of the non-resident owners occupy their property for 15 days or less; and 45% of the non-residents occupy their property for 15 - 60 days of the year. Most (45%) responded that they do not rent their property when they are not present.

Questions in the Demographic Category include:

- #1 *The property I own on Perdido Key is used primarily as a:*
- #2 *I have owned property on Perdido Key for:*
- #3 *The number of people in my household 1 - 5 years old is:*
- #4 *The number of people in my household 6 - 12 years old is:*
- #5 *The number of people in my household 13 - 18 years old is:*
- #6 *The number of people in my household over 18 years old is:*
- #7 *If you are a non-resident property owner, how far is your home from Perdido Key?*
- #8 *If you are a non-resident property owner, how many total days do you spend on Perdido Key each year?*
- #9 *If you are a non-resident property owner, do you rent your property when you are not using it?*

Demographics

Question #1:

The property I own on Perdido Key is used primarily as a:

	Frequency	Percentage
Full-time residence:	173	18%
Second home:	490	50%
Rental:	201	20%
Business:	43	4%
No response:	76	8%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Question #3:

The number of people in my household is:

	Frequency	Percentage
1 person 1 – 5 years old:	18	2%
2 persons 1 – 5 years old:	18	2%
3 persons 1 – 5 years old:	1	3%
4 persons 1 – 5 years old:	2	5%
None/no response:	944	96%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Question #5:

The number of people in my household is:

	Frequency	Percentage
1 person 13 – 18 years old:	54	6%
2 persons 13 – 18 years old:	29	3%
3 persons 13 – 18 years old:	6	1%
4 persons 13 – 18 years old:	1	1%
5 persons 13 – 18 years old:	2	2%
None/no response:	891	91%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Question #2:

I have owned property on Perdido Key for:

	Frequency	Percentage
Less than 1 year:	40	4%
1-2 years:	73	7%
3-5 years:	90	9%
6-10 years:	261	27%
More than 10 years:	504	51%
No response:	14	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Question #4:

The number of people in my household is:

	Frequency	Percentage
1 person 6 - 12 years old:	39	4%
2 persons 6 - 12 years old:	24	2%
3 persons 6 – 12 years old:	1	1%
4 persons 6 – 12 years old:	2	1%
None/no response:	917	93%
TOTAL:	983	100%

Most respondents drive from 150-250 miles to their properties.

Question #6:

The number of people in my household is:

	Frequency	Percentage
1 person 18 years or older:	106	11%
2 persons 18 years or older:	667	68%
3 persons 18 years or older:	78	8%
4 persons 18 years or older:	48	5%
5 persons 18 years or older:	15	2%
6 persons 18 years or older:	6	1%
7 persons 18 years or older:	1	1%
8 persons 18 years or older:	1	1%
No response:	61	6%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Demographics

Question #7:

If you are a non-resident property owner, how far is your home from Perdido Key?

	Frequency	Percentage
Less than 25 miles:	67	7%
26 – 50 miles:	29	3%
51 – 150 miles:	54	6%
151 – 250 miles:	172	18%
More than 250 miles:	462	47%
Missing/no response:	199	20%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Question #9:

If you are a non-resident property owner, do you rent your property when you are not using it?

	Frequency	Percentage
Yes:	344	35%
No:	435	44%
Missing/no response:	204	21%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Question #8:

If you are a non-resident property owner, how many total days do you spend on Perdido Key each year?

	Frequency	Percentage
14 or fewer days:	150	15%
15 – 30 days:	237	24%
31 – 60 days:	208	21%
61 – 90 days:	95	10%
More than 91 days:	90	9%
Missing/no response:	203	21%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Planning and Zoning

Planning and Zoning, properly developed and applied, acknowledges how land has traditionally been used, looks to potential future uses, and works to strike a healthy balance between now and then. The principles of planning and zoning are tools which can serve to help enhance and define the character of the Perdido Key community more than any effort. Accordingly, a number of the survey questions were directed to gather property opinions regarding Perdido Key's future planning and zoning.

All of Perdido Key is appropriately zoned a Mixed-Use District. In contrast to single-use traditional zoning techniques, mixed-use zoning allows different types of uses (such as housing, commercial and office) to locate within the same area, provided the uses are reasonably compatible. Spot zoning, which often resulted in incompatible land uses, has been a problem on Perdido Key. When asked if compatible zoning was important to maintaining and insuring orderly growth on Perdido Key, 86% of the property owners were in agreement.

As previously mentioned, zoning was first introduced to Perdido Key in 1989; however by 1993 it was obvious that it was not being followed. The resulting limitations or "Caps" placed on future development and their subsequent increases have been contentious issues for the community since that time. Of the property owners who responded to the question related to Perdido Key Dwelling Cap, 78% supported maintaining the existing cap on development at 7,150 residences and 1,000 lodging units.

With regard to planning for a future with a mix of commercial and residential development, 60% of the responses reported that Perdido Key should focus on being more residential and less commercial.

An overlay district, or a professionally developed master plan for the island has been widely discussed for the past several years. When asked if they believed that a master plan would enhance the quality life on the Key, 83% responded that they were in favor of a plan. Furthermore, when asked if they were willing to donate to a community fund to insure Perdido Key was developed as a planned community. 43% agreed.

Perdido Key property owners recognize what they have is unique. They see the added value of Perdido Key's traditional neighborhoods, low population density, and residential character. They are not ambivalent about expressing their concerns about the environment or their investments and express a consistent desire to protect and enhance the Key.

Questions in the Planning and Zoning category include:

- #10 Other communities in Escambia County have dwelling caps. Pensacola Beach has a cap of 4,500 dwellings. I support capping development on Perdido Key at the current level of 7,150 residences and 1,000 hotel/motel lodging units.*
- #11 I believe compatible zoning is important to maintaining and to insuring orderly growth in the Perdido Key area.*
- #13 Please rate the following as to their importance for you and your family. . .LOW DENSITY*
- #29 I believe a professionally developed master plan outlining future growth for Perdido Key would enhance the quality of life on the Key.*
- #30 I believe future planning for Perdido Key should focus more on residential development and less on commercial development.*
- #54 I would be willing to donate to a community fund to insure that Perdido Key is developed as a planned community.*

Planning and Zoning

Question #10:

Other communities in Escambia County have dwelling caps. Pensacola Beach has a cap of 4,500 dwellings. I support capping development on Perdido Key at the current level of 7,150 residences and 1,000 hotel/motel lodging units.

	Frequency	Percentage
Strongly disagree:	69	7%
Disagree	45	5%
Neutral	77	8%
Agree	172	18%
Strongly agree	588	60%
Missing/no response:	32	3%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.23/5.00

Question #13:

Please rate the following as to their importance for you and your family. . .

LOW POPULATION DENSITY

	Frequency	Percentage
Very unimportant:	26	3%
Unimportant:	26	3%
Neutral:	62	6%
Important:	274	28%
Very important:	584	60%
Missing/no response:	11	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.40/5.00

Question #30:

I believe future planning for Perdido Key should focus more on residential development and less on commercial development.

	Frequency	Percentage
Strongly disagree:	33	3%
Disagree:	124	13%
Neutral:	228	23%
Agree:	316	32%
Strongly agree:	270	28%
Missing/no response:	12	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.69/5.00

Question #11:

I believe compatible zoning is important to maintaining and to insuring orderly growth in the Perdido Key area.

	Frequency	Percentage
Strongly disagree:	34	4%
Disagree	23	2%
Neutral	46	5%
Agree	265	27%
Strongly agree	575	59%
Missing/no response:	40	4%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.40/5.00

Question #29:

I believe a professionally developed master plan outlining future growth for Perdido Key would enhance the quality of life on the Key.

	Frequency	Percentage
Strongly disagree:	30	3%
Disagree:	42	4%
Neutral:	81	8%
Agree:	389	40%
Strongly agree:	426	43%
Missing/no response:	15	2%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.18/5.00

Question #54:

I would be willing to donate to a community fund to insure that Perdido Key is developed as a planned community.

	Frequency	Percentage
Strongly disagree:	75	8%
Disagree:	117	12%
Neutral:	357	36%
Agree:	326	33%
Strongly agree:	93	10%
Missing/no response:	15	2%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.25/5.00

Hurricane Evacuation, Fire and Emergency Services

Demographic data from the survey indicates nearly 80% of the property owners on Perdido Key have owned their property for more than 6 years. As a result, most property owners have witnessed, first hand, the effects of hurricanes and tropical storms. All of Perdido Key proper is in a hurricane evacuation zone. The nearest shelter is Blue Angel Elementary School on Dog Track Road and the nearest special needs shelter is at West Florida High School on Longleaf Drive.

Survey respondents indicated a strong concern for hurricane preparedness with 95% agreeing or strongly agreeing it was an important issue. Similar concern was shown for re-entry issues with 83% agreeing or strongly agreeing that re-entry following a storm was an important issue.

Escambia County has in place a hurricane evacuation plan with established protocols outlining what to do prior to, during, and following a storm as well as established evacuation routes and disaster zones. Additionally, the county is seeking approval and funding for 4-laning Perdido Key Drive in order to enhance hurricane evacuation. Yet, survey respondents indicated little or no problems with evacuating Perdido Key via the current 2-lane road (see Transportation). However, 83% of the respondents were concerned with the re-entry process following an evacuation order.

Emergency services such as water rescues of swimmers, first response to medical emergencies, vehicle accidents, police protection, as well as all fire emergencies are supplied by Escambia County Fire Rescue Station 19 on Perdido Key Drive. Importance of these services was high among survey respondents. Emergency services (police, fire, and medical) received a high level of importance with police and fire services receiving 94% “important and very important” levels and medical receiving 93% “important and very important levels.”

Satisfaction with these services was a slightly lower percentage, 73%, are satisfied with the level of protection provided by the fire and rescue department and even fewer, 63%, were satisfied with the level of protection provided by local law enforcement agencies. Those feeling neutral on these two questions of level of satisfaction ranged from 24% to 27%. Less than 10% were dissatisfied with the level of protection offered by law enforcement and fire department agencies. 71% believed the fire assessment fee of \$75 is reasonable.

Regarding a law enforcement substation on Perdido Key, 47% were in favor of a law enforcement substation on Perdido Key.

In summary, respondents rated access to emergency services as a high consideration, and generally seem satisfied with the level of services provided on the key.

Questions in the Hurricane Fire and Emergency Services category include:

#26 *Please rate the following as to their importance for you and your family. . .*
EMERGENCY MEDICAL SERVICES

#27 *Please rate the following as to their importance for you and your family. . .*
PUBLIC SAFETY- FIRE AND POLICE

#31 *I believe hurricane preparedness is an important issue for Perdido Key residents and visitors.*

Hurricane Evacuation, Fire and Emergency Services (Continued)

Questions in the Hurricane Fire and Emergency Services category include:

- #33 I am concerned about reentry issues (i.e. having the ability to access my property) following a storm.*
 - #44 I am satisfied with the level of protection provided by Perdido Key's Fire and Rescue Department.*
 - #45 I believe the annual fire assessment fees of \$75.00 per property owner is reasonable.*
 - #46 I am satisfied with the level of protection provided by Perdido Key's law enforcement agencies.*
 - #47 I believe a law enforcement substation should be established on Perdido Key.*
-

Hurricane Evacuation, Fire and Emergency Services

Question #26:

Please rate the following as to their importance for you and your family. . .

EMERGENCY MEDICAL SERVICES

	Frequency	Percentage
Very unimportant:	8	1%
Unimportant:	8	1%
Neutral:	50	5%
Important:	434	44%
Very important:	480	49%
Missing/no response:	3	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.40/5.00

Question #31:

I believe hurricane preparedness is an important issue for Perdido Key residents and visitors.

	Frequency	Percentage
Strongly disagree:	10	1%
Disagree:	7	1%
Neutral:	36	4%
Agree:	305	31%
Strongly agree:	624	64%
Missing/no response:	1	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.55/5.00

Question #44:

I am satisfied with the level of protection provided by Perdido Key's Fire and Rescue Department.

	Frequency	Percentage
Strongly disagree:	5	1%
Disagree:	22	2%
Neutral:	231	24%
Agree:	529	54%
Strongly agree:	185	19%
Missing/no response:	11	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.89/5.00

Question #27:

Please rate the following as to their importance for you and your family. . .

PUBLIC SAFETY- FIRE AND POLICE

	Frequency	Percentage
Very unimportant:	13	1%
Unimportant:	4	1%
Neutral:	42	4%
Important:	321	33%
Very important:	599	61%
Missing/no response:	4	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.52/5.00

Question #33:

I am concerned about reentry issues (i.e. having the ability to access my property) following a storm.

	Frequency	Percentage
Strongly disagree:	15	2%
Disagree:	59	6%
Neutral:	133	14%
Agree:	389	40%
Strongly agree:	412	43%
Missing/no response:	6	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.12/5.00

Question #45:

I believe the annual fire assessment fees of \$75.00 per property owner is reasonable.

	Frequency	Percentage
Strongly disagree:	21	2%
Disagree:	42	4%
Neutral:	215	22%
Agree:	550	56%
Strongly agree:	143	15%
Missing/no response:	12	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.77/5.00

Hurricane Evacuation, Fire and Emergency Services

Question #46:

I am satisfied with the level of protection provided by Perdido Key's law enforcement agencies.

	Frequency	Percentage
Strongly disagree:	17	2%
Disagree:	61	6%
Neutral:	268	27%
Agree:	523	53%
Strongly agree:	100	10%
Missing/no response:	14	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.65/5.00

Question #47:

I believe a law enforcement substation should be established on Perdido Key.

	Frequency	Percentage
Strongly disagree:	39	4%
Disagree:	104	11%
Neutral:	363	37%
Agree:	346	35%
Strongly agree:	119	12%
Missing/no response:	12	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.41/5.00

Transportation

Getting around Perdido Key is naturally limited by the island's long and narrow geography. The island is bisected east to west by Perdido Key Dr. (SR292) and there few existing roadways or right of ways to direct traffic across the island from north to south. Perdido Key Dr. is a seven mile two-lane asphalt road with a graveled shoulder, a speed limit of 45 miles per hour and no stop lights. Pedestrians and bicyclists regularly traverse the shoulders at their own risk. The overall transportation design is focused on moving traffic (automobiles) on and off the island as expediently as possible. Some commercial areas front Perdido Key Dr., however the majority of frontage is a mixture of state park land, condos, gated communities and private residences.

Several county roads intersect Perdido Key Drive. River Road loops around to connect the single family neighborhoods, condos, parks and marina businesses on the north east side of the island back to Perdido Key Drive. Johnson's Beach Road and Sandy Key Drive extend a few blocks on the east end of the island to connect single family neighborhoods, condos and the Gulf Island National Seashore. Both River Road and Johnson's Beach Road have separate asphalt off road multi-use paths for pedestrians and bicycles which are enjoyed daily by residents and visitors.

The entire west end of the island is accessible only by Perdido Key Drive and cul-de-sac streets terminating into private neighborhoods and condominium complexes.

Perdido Key Dr. (SR292) is a designated Scenic Highway. Perdido Key Dr. (SR292) is not a designated Hurricane Evacuation Route.

Currently underway is a PD&E study of proposed improvements to State Rd. 292 (Perdido Key Dr.), from the Alabama state line to the intersection of Innerarity Point Rd. and Gulf Beach Highway. The improvements proposed include four-laning Perdido Key Drive to include a median area, with an adjoining sidewalk, a bicycle lane, and a second bridge over the Intercoastal Waterway. Final design, funding and the amount of additional right of way required have not been determined.

In light of the ongoing PD&E study questions included in the property owner's survey solicited resident's input regarding the island's transportation current design and recommendations for improvements.

41% of respondents reported prior evacuations for hurricanes were not hampered by the current configuration of Perdido Key Dr. 32% of the respondents were neutral, which may be a result of the number of out of town property owners. 26% of the respondents did report a problem evacuating.

The majority of respondents, 68% favored keeping Perdido Key Dr. a two-lane road and adding turn lanes as needed. 19% were not in favor of the road remaining two lane and 11% were neutral.

Transportation (Continued)

The respondents were overwhelmingly in favor of pedestrian improvements with off-road safety a priority. The results were almost identical when owners were asked if Perdido Key should be more pedestrian friendly and if the Key needed a separate off road pedestrian bike path. 78% of respondents agreed that Perdido Key should be more pedestrian friendly with 16% neutral. Only 6% of respondents did not favor pedestrian improvements.

Interestingly, and further supporting the need for off-road pedestrian improvements is that 81% of the respondents favor Perdido Key Drive remaining at a 45mph speed limit. Only 10% percent favored the speed limit being decreased and 7% thought it should be increased.

The survey question regarding a need for a golf cart path resulted in only 19% in favor, 40% neutral and 39% not in favor.

Responses to the idea of a beach trolley were split with 40% in favor, 30% neutral and 29% not in favor.

Questions in the Transportation category include:

- #32 Evacuating Perdido Key prior to, or during a storm, has been a problem for my family due to Perdido Key Drive being a 2-lane road.*
- #34 I believe Perdido Key Drive should be more pedestrian friendly.*
- #35 I believe Perdido Key needs a separate, off-road pedestrian bike path.*
- #36 I believe Perdido Key needs a separate golf car path.*
- #37 I favor keeping Perdido Key Drive as a two-lane road and adding turning lanes where needed.*
- #38 I believe the speed limit on Perdido Key Drive should be:*
- #39 I believe a trolley system on Perdido Key connecting residences, businesses and beaches would enhance the quality of life on the Key.*

Transportation

Question #32:

Evacuating Perdido Key prior to, or during a storm, has been a problem for my family due to Perdido Key Drive being a 2-lane road.

	Frequency	Percentage
Strongly disagree:	170	17%
Disagree:	232	24%
Neutral:	314	32%
Agree:	134	14%
Strongly agree:	117	12%
Missing/no response:	16	2%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 2.79/5.00

Question #35:

I believe Perdido Key needs a separate, off-road pedestrian bike path.

	Frequency	Percentage
Strongly disagree:	20	2%
Disagree:	42	4%
Neutral:	160	16%
Agree:	359	37%
Strongly agree:	394	40%
Missing/no response:	8	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.09/5.00

Question #37:

I favor keeping Perdido Key Drive as a two-lane road and adding turning lanes where needed.

	Frequency	Percentage
Strongly disagree:	91	9%
Disagree:	93	10%
Neutral:	112	11%
Agree:	304	31%
Strongly agree:	365	37%
Missing/no response:	18	2%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.79/5.00

Question #34:

I believe Perdido Key Drive should be more pedestrian friendly.

	Frequency	Percentage
Strongly disagree:	19	2%
Disagree:	37	4%
Neutral:	155	16%
Agree:	371	38%
Strongly agree:	392	40%
Missing/no response:	9	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.11/5.00

Question #36:

I believe Perdido Key needs a separate golf car path.

	Frequency	Percentage
Strongly disagree:	152	14%
Disagree:	254	25%
Neutral:	396	40%
Agree:	112	11%
Strongly agree:	80	8%
Missing/no response:	8	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 2.74/5.00

Question #38:

I believe the speed limit on Perdido Key Drive should be:

	Frequency	Percentage
Decreased:	102	10%
Increased:	66	7%
Remain at the 45 MPH:	800	81%
Missing/no response:	15	2%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Transportation (Continued)

Question #39:

I believe a trolley system on Perdido Key connecting residences, businesses and beaches would enhance the quality of life on the Key.

	Frequency	Percentage
Strongly disagree:	111	11%
Disagree:	180	18%
Neutral:	295	30%
Agree:	271	28%
Strongly agree:	115	12%
Missing/no response:	11	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.10/5.00

Signage

Signage is necessary to direct the public to neighborhoods and businesses, to identify hazards, and to promote commerce. The manner in which signage is displayed is a major defining characteristic for all streetscapes. One doesn't have to look much farther than the neon signs of a Las Vegas strip or a mountain village with rustic signage to see how signs create a sense of place. Signage tells the passing public where they are, what kind of people to expect, and what kind of community they are in.

In Escambia County, signage regulations are defined in the Escambia County Land Development Code Article 8. Signage regulations detail sizes, lighting, type of construction, wind load safety, and types of materials allowed. The regulations are generally the same as the rest of the county with only a few regulations specific to Perdido Key. By contrast, Pensacola Beach has very specific signage regulations unique to the Pensacola Beach image

In the Perdido Key Property Owners' Survey, two questions pertain to signage. Question #43 addresses the enforcement of the ordinance. Overwhelmingly, 91% of the property owners, are strongly in favor of appropriate signage.

Perdido Key property owners are aware of the types of signage used on the island, the importance of the signage, and are strongly in favor of the signage ordinances being enforced.

Signage (Continued)

Question #50 concerns the Welcome to Perdido Key Gateway signs. Currently, there is only one gateway sign at the Theo Baars Bridge. 57% of the respondents were in favor of maintaining a gateway sign at both east and west entrances to the island.

Questions in the Signage category include:

#43 *I support the enforcement of the county's signage ordinance to regulate the size, height, location, lighting, etc., of signs located along Perdido Key Drive.*

#50 *I believe Perdido Key should have gateway signs located at both east and west entrances to the Key.*

Signage

Question #43:

I support the enforcement of the county's signage ordinance to regulate the size, height, location, lighting, etc., of signs located along Perdido Key Drive.

	Frequency	Percentage
Strongly disagree:	7	1%
Disagree:	8	1%
Neutral:	69	7%
Agree:	350	36%
Strongly agree:	540	55%
Missing/no response:	9	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.45/5.00

Question #50:

I believe Perdido Key should have gateway signs located at both east and west entrances to the Key.

	Frequency	Percentage
Strongly disagree:	30	3%
Disagree:	67	7%
Neutral:	315	32%
Agree:	381	39%
Strongly agree:	181	18%
Missing/no response:	9	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.63/5.00

Public Waterfront

Public waterfront questions focused on the public beaches of Perdido Key. The questions also addressed boat ramps, fishing pier, beach renourishment, and offshore drilling. Perdido Key has 16 miles of Gulf front beaches, and about 60% of the island is included in state and national parks. The beaches of Perdido Key have not been renourished with sand. There are three public (Escambia County) beach accesses. Access 2 and Access 3 have rest rooms, outdoor showers, and a small parking lot. Access 1 has parking only. There is also a small park on River Road and a kayak launch is under construction.

Currently, there are no fishing piers on Perdido Key and no public boat ramps. The nearest fishing pier is located in Gulf Shores, Alabama, and there are also two fishing piers on Pensacola Beach. Although there are boat ramps on Perdido Key, they do not offer public access. The closest public boat launch is Galvez boat ramp on the mainland off Innerarity Point Road.

The results of the survey indicated 90% of the respondents believed the beach was important to their family. Respondents indicated that they believed Perdido Key did not need additional parking or beach access locations. Only 22% favored more parking and public beach accesses. The importance of pet friendly beaches was split with 44% indicating they were unimportant and 35% indicating pet friendly beaches were important to them and their families.

Support for a public fishing pier or for public boat ramps on the Key was weak with approximately 35% favoring a public pier and boat ramps as important to them and their families. Most respondents were neutral on these issues, with 25% neutral on a fishing pier and 38% neutral on importance of public boat ramps.

Regarding beach renourishment 65% favored renourishment but only 21% believed the owners of beach front property should have to pay for renourishment. Instead, 58% of the respondents believed in spreading the expense to all county property owners in Escambia County.

Concerning beach property easements, even fewer respondents (13%) would be willing to donate a Gulf-front easement to the county to maintain their Gulf-front beach. More people were neutral (37%) on this issue, and 45% disagreed or strongly disagreed.

66% of the survey respondents responded negatively regarding the placement of energy platforms (drilling rigs, energy pipelines, etc.) in the waters off Perdido Key. Only 19% were in favor, with 14% neutral.

In summary, the majority of respondents seemed satisfied with the status quo of Perdido Key waterfront and were not interested in changes to the public waterfront offerings.

Questions in the Public Waterfront category include:

#12 *Please rate the following as to their importance for you and your family. . .*
BEACHES

#17 *Please rate the following as to their importance for you and your family. . .*
PUBLIC BOAT RAMPS

Public Waterfront (Continued)**Questions in the Public Waterfront category include:**

- #22 *Please rate the following as to their importance for you and your family. . .
PUBLIC BEACH ACCESS*
- #28 *Please rate the following as to their importance for you and your family. . .
PET FRIENDLY BEACHES*
- #41 *I believe Perdido Key needs more public parking.*
- #59 *I support dredging offshore sand to widen (renourish) Perdido Key beaches.*
- #60 *I believe the expense of renourishing the beaches should be paid by those who own the
affected beaches and not by all the county property residents.*
- #61 *I am willing to donate part of my Gulf-front property to the county (i.e. give a permanent
easement through my property) in order to maintain the beaches.*
- #62 *I would like to see a public fishing pier on Perdido Key.*
- #63 *I support the placement of energy platforms (drilling rigs, energy pipelines, etc.) in the
waters off Perdido Key.*
- #64 *I believe Perdido Key needs more beach access locations for the general public.*
-

Public Waterfront

Question #12:

Please rate the following as to their importance for you and your family. . .

BEACHES

	Frequency	Percentage
Very unimportant:	89	9%
Unimportant:	3	1%
Neutral:	5	1%
Important:	114	12%
Very important:	767	78%
Missing/no response:	5	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.50/5.00

Significant Differences

Question #22:

Please rate the following as to their importance for you and your family. . .

PUBLIC BEACH ACCESS

	Frequency	Percentage
Very unimportant:	98	10%
Unimportant:	120	12%
Neutral:	209	21%
Important:	313	32%
Very important:	240	24%
Missing/no response:	3	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.49/5.00

Question #41:

I believe Perdido Key needs more public parking.

	Frequency	Percentage
Strongly disagree:	159	16%
Disagree:	289	29%
Neutral:	311	32%
Agree:	181	18%
Strongly agree:	38	4%
Missing/no response:	5	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 2.64/5.00

Question #17:

Please rate the following as to their importance for you and your family. . .

PUBLIC BOAT RAMPS

	Frequency	Percentage
Very unimportant:	87	9%
Unimportant:	157	16%
Neutral:	369	38%
Important:	260	26%
Very important:	107	11%
Missing/no response:	3	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.15/5.00

Question #28:

Please rate the following as to their importance for you and your family. . .

PET FRIENDLY BEACHES

	Frequency	Percentage
Very unimportant:	277	28%
Unimportant:	158	16%
Neutral:	206	21%
Important:	211	22%
Very important:	127	13%
Missing/no response:	4	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 2.75/5.00

Question #59:

I support dredging offshore sand to widen (renourish) Perdido Key beaches.

	Frequency	Percentage
Strongly disagree:	51	5%
Disagree:	73	7%
Neutral:	202	21%
Agree:	407	41%
Strongly agree:	239	24%
Missing/no response:	11	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.73/5.00

Public Waterfront

Question #60:

I believe the expense of renourishing the beaches should be paid by those who own the affected beaches and not by all the county property residents.

	Frequency	Percentage
Strongly disagree:	294	30%
Disagree:	271	28%
Neutral:	195	20%
Agree:	149	15%
Strongly agree:	54	6%
Missing/no response:	20	2%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 2.37/5.00

Question #62:

I would like to see a public fishing pier on Perdido Key.

	Frequency	Percentage
Strongly disagree:	199	20%
Disagree:	194	20%
Neutral:	244	25%
Agree:	236	24%
Strongly agree:	100	10%
Missing/no response:	10	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 2.84/5.00

Question #64:

I believe Perdido Key needs more beach access locations for the general public.

	Frequency	Percentage
Strongly disagree:	249	26%
Disagree:	262	27%
Neutral:	248	25%
Agree:	153	16%
Strongly agree:	62	6%
Missing/no response:	9	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 2.50/5.00

Question #61:

I am willing to donate part of my Gulf-front property to the county (i.e. give a permanent easement through my property) in order to maintain the beaches.

	Frequency	Percentage
Strongly disagree:	247	25%
Disagree:	197	20%
Neutral:	364	37%
Agree:	96	10%
Strongly agree:	27	3%
Missing/no response:	52	5%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 2.42/5.00

Question #63:

I support the placement of energy platforms (drilling rigs, energy pipelines, etc.) in the waters off Perdido Key.

	Frequency	Percentage
Strongly disagree:	494	50%
Disagree:	157	16%
Neutral:	139	14%
Agree:	118	12%
Strongly agree:	64	7%
Missing/no response:	11	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 2.08/5.00

Natural Resource Protection

Perdido Key is known for its beauty and natural resources. No more than a few hundred yards wide in most places, Perdido Key Drive stretches some 7 miles from the Florida-Alabama line to the Theo Barrs Bridge.

The island is home to seven threatened and endangered species as well as a stopover for numerous migratory species.

Environmentalists and outdoor enthusiasts enjoy Perdido Key because it is one of the few remaining unblemished stretches of wilderness in the Florida Panhandle. Miles of preserves offer a wealth of opportunities for hiking, kayaking, and bird watching. Dolphin watch excursions and sailing tours are popular with tourists, as are moonlight cruises on the bay. Perdido Key's two state parks and an expanse of National Seashore are ripe for spotting gray foxes and blue herons in the wild. Local outfitters offer guided tours, but self-guided nature trails at Big Lagoon and Johnson Beach are perfect chances for solitude.

When residents and visitors are asked why they live on Perdido Key, the most common answer is the environment – the beaches, the beautiful clear water, and sky.

The survey validated this answer by reporting that 76% of respondents believed parks were important to their family. Also validating a widely held appreciation for the coastal environment, local wildlife and native plants, 64% of respondents reported that the environment, including endangered species, should be protected.

One theme that is prevalent throughout the entire survey is the importance of the natural beauty of Perdido Key- whether dealing with growth, transportation, infrastructure, leadership, etc.

Questions in the Natural Resource Protection category include:

#21 *Please rate the following as to their importance for you and your family. . .*
PARKS

#42 *I believe the environment, including endangered species, should be protected in the growth of Perdido Key.*

Natural Resource Protection

Question #21:

Please rate the following as to their importance for you and your family. . .

PARKS

	Frequency	Percentage
Very unimportant:	24	2%
Unimportant:	47	5%
Neutral:	160	16%
Important:	434	44%
Very important:	313	32%
Missing/no response:	5	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.99/5.00

Question #42:

I believe the environment, including endangered species, should be protected in the growth of Perdido Key.

	Frequency	Percentage
Strongly disagree:	77	8%
Disagree:	78	8%
Neutral:	187	19%
Agree:	343	35%
Strongly agree:	285	29%
Missing/no response:	13	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.70/5.00

Utilities and Public Infrastructure

Utilities services and public service infrastructure on Perdido Key are owned, operated and maintained by a mix of companies and government entities. Standards for service are set by federal, state and county mandates. The value of citizen input is limited with private companies, however several survey questions pertaining to public tax expenditures, aesthetics and environmental concerns were included.

Electric service and transmission lines are provided by Gulf Power, an investor-owned electric utility. Respondents expressed wide support (87%) for burying electric and communications lines underground. Cox Communications, a national cable entertainment and broadband services provider provides television, telephone and internet service. ATT, a national communication provider also provides telephone and internet service. It is noteworthy that many of the low hanging overhead lines are in fact cable and telephone lines. Many other communities and neighborhoods require that telephone and cable lines be underground. The cable and telephone lines on Perdido Key could be easily relocated underground, independent of power lines, which would eliminate much of the visual pollution.

The Emerald Coast Utilities Authority (ECUA) is a local government body created in 1981 by an Act of the Florida Legislature to own, manage, finance, promote, improve and expand the water and wastewater systems of Escambia County. ECUA provides the water, garbage pick-up and sewer service. Private haulers are also contracted for garbage collection service to condominiums and businesses. 50% of the respondents were in favor of curb side recycling for condominiums and businesses.

Escambia County owns and operates a fire station building, located on land leased from the State of Florida. The majority of respondents were in favor of renovating the existing Perdido Key Fire Station (69%) rather than the construction of a new, larger building.

Most of the island's utilities and public service infrastructure are located adjacent to the Theo Baars Bridge and Perdido Key Drive. These roadways are owned and maintained by the State of Florida and maintained by the Department of Transportation as they pass through critical wildlife habitat.

Respondents expressed interest in and support for proper storm water drainage to protect local waterways.

Questions in the Utilities and Public Infrastructure category include:

- #49 I would prefer renovating the existing Perdido Key Fire Station rather than building a new \$6 million Fire Station and Heliport, Visitors' Center, Chamber of Commerce Office, and Community Center on the existing Fire Station site.*
- #51 I believe underground utilities along Perdido Key Drive would improve the appearance of the Key.*
- #52 I believe storm water drainage should be considered as an important factor in growth and development of Perdido Key.*
- #58 I believe Perdido Key needs a curb side recycling program for condominiums and commercial establishments.*

Utilities and Public Infrastructure

Question #49:

I would prefer renovating the existing Perdido Key Fire Station rather than building a new \$6 million Fire Station and Heliport, Visitors' Center, Chamber of Commerce Office, and Community Center on the existing Fire Station site.

	Frequency	Percentage
Strongly disagree:	45	5%
Disagree:	69	7%
Neutral:	178	18%
Agree:	306	31%
Strongly agree:	370	38%
Missing/no response:	15	2%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.92/5.00

Question #52:

I believe storm water drainage should be considered as an important factor in growth and development of Perdido Key.

	Frequency	Percentage
Strongly disagree:	10	1%
Disagree:	29	3%
Neutral:	143	15%
Agree:	510	52%
Strongly agree:	278	28%
Missing/no response:	13	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.05/5.00

Question #51:

I believe underground utilities along Perdido Key Drive would improve the appearance of the Key.

	Frequency	Percentage
Strongly disagree:	4	1%
Disagree:	19	2%
Neutral:	98	10%
Agree:	402	41%
Strongly agree:	454	46%
Missing/no response:	6	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.31/5.00

Question #58:

I believe Perdido Key needs a curbside recycling program for condominiums and commercial establishments.

	Frequency	Percentage
Strongly disagree:	32	3%
Disagree:	110	11%
Neutral:	336	34%
Agree:	315	32%
Strongly agree:	180	18%
Missing/no response:	10	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.51/5.00

Economic Development

The simplest definition for Economic Development is activity that generates income from outside sources for a community. World-wide competition for economic development has never been tougher.

The major source of economic activity on Perdido Key is the beach. The lessons of past hurricane recovery and again with last year's horrific oil spill, confirms our local economy is always going to be dependent on access to the world's most beautiful beaches. After all is said and done it's about the beach, the beach, and businesses that support the use of the beach. The unique and exciting product that Perdido Key has to sell and to bring income to the area is its coastal environment and small town beach lifestyle.

Residents and vacationers are attracted to resort areas with well-kept beaches, parks and town centers. Communities full of vacant homes or that don't have a reputation for clean beaches are not desirable to visitors or investors. Discussions of economic development on Perdido Key should embrace environmental protection and smart growth principles as a means of preserving our greatest asset.

The Perdido Key Chamber of Commerce is the entity which is most closely associated with local economic development initiatives. 68% of the respondents agreed that the Perdido Key Chamber of Commerce was an important asset to the Key. 25% were neutral and 7% disagreed. Perhaps reflecting the majority of property owners who live more than 50 miles away, when asked about the importance of job opportunities 45% responded that it was important to them and their families, 32% were neutral, and 24% responded it was not important.

A number of questions were posed to try to quantify the types of development that respondents desired. Restaurants were deemed important or very important by 82% of the respondents, but support for bars was split and were rated important or very important by 31%, neutral 35%, and unimportant or very unimportant by 34% of the respondents. 9% of the respondents supported bingo and adult arcades while 79% disagreed or strongly disagreed with having bingo and adult arcades on the Key. Leisure and fitness opportunities were deemed important or very important by 72% of the respondents with 27% neutral. All of these numbers seem to reflect the needs of vacationers and part time residents. Schools were rated important or very important by 35% of the respondents, 34% were neutral, and 30% rated schools as unimportant or very unimportant. These numbers seem to reflect the needs of vacationers and part time residents as well as retirees on the Key.

In summary, the responses related to Economic Development clearly validate that property owners want to see Perdido key develop in a way that is family resort oriented, with wide support for restaurants, family entertainment and health/fitness facilities. The number of property owners opposed to gambling and adult arcades was emphatic.

Economic Development (Continued)

Questions in the Economic Development category include:

- #15 *Please rate the following as to their importance for you and your family. . .*
RESTAURANTS
 - #16 *Please rate the following as to their importance for you and your family. . .*
BARS
 - #18 *Please rate the following as to their importance for you and your family. . .*
GAMBLING ESTABLISHMENTS- Slot Machines, Casinos
 - #19 *Please rate the following as to their importance for you and your family. . .*
SHOPS AND RETAIL ESTABLISHMENTS
 - #20 *Please rate the following as to their importance for you and your family. . .*
ENTERTAINMENT- Movies, Golf, Special Events
 - #23 *Please rate the following as to their importance for you and your family. . .*
SCHOOLS
 - #24 *Please rate the following as to their importance for you and your family. . .*
LEISURE AND FITNESS OPPORTUNITIES
 - #25 *Please rate the following as to their importance for you and your family. . .*
JOB OPPORTUNITIES
 - #40 *I believe Perdido Key needs more hotels/motels.*
 - #53 *I support the construction of bingo and adult arcades on Perdido Key.*
 - #55 *I believe the Perdido Key Chamber of Commerce is an important asset to the Key.*
-

Economic Development

Question #15:

Please rate the following as to their importance for you and your family. . .

RESTAURANTS

	Frequency	Percentage
Very unimportant:	28	3%
Unimportant:	16	2%
Neutral:	132	1%
Important:	415	42%
Very important:	389	40%
Missing/no response:	3	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.14/5.00

Question #18:

Please rate the following as to their importance for you and your family. . .

GAMBLING ESTABLISHMENTS- Slot Machines,

	Frequency	Percentage
Very unimportant:	642	65%
Unimportant:	120	12%
Neutral:	114	12%
Important:	63	6%
Very important:	34	4%
Missing/no response:	9	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 1.69/5.00

Question #20:

Please rate the following as to their importance for you and your family. . .

ENTERTAINMENT- Movies, Golf, Special Events

	Frequency	Percentage
Very unimportant:	43	4%
Unimportant:	103	11%
Neutral:	233	24%
Important:	423	43%
Very important:	178	18%
Missing/no response:	3	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.60/5.00

Question #16:

Please rate the following as to their importance for you and your family. . .

BARS

	Frequency	Percentage
Very unimportant:	140	14%
Unimportant:	192	20%
Neutral:	347	35%
Important:	212	22%
Very important:	89	9%
Missing/no response:	3	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 2.92/5.00

Question #19:

Please rate the following as to their importance for you and your family. . .

SHOPS AND RETAIL ESTABLISHMENTS

	Frequency	Percentage
Very unimportant:	27	3%
Unimportant:	81	8%
Neutral:	210	21%
Important:	472	48%
Very important:	188	19%
Missing/no response:	5	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.73/5.00

Question #23:

Please rate the following as to their importance for you and your family. . .

SCHOOLS

	Frequency	Percentage
Very unimportant:	154	16%
Unimportant:	141	14%
Neutral:	332	34%
Important:	210	21%
Very important:	141	14%
Missing/no response:	5	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.04/5.00

Economic Development

Question #24:

Please rate the following as to their importance for you and your family. . .

LEISURE AND FITNESS OPPORTUNITIES

	Frequency	Percentage
Very unimportant:	52	5%
Unimportant:	62	6%
Neutral:	269	27%
Important:	395	40%
Very important:	202	32%
Missing/no response:	3	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.65/5.00

Question #40:

I believe Perdido Key needs more hotels/motels.

	Frequency	Percentage
Strongly disagree:	374	38%
Disagree:	310	32%
Neutral:	166	17%
Agree:	79	8%
Strongly agree:	50	5%
Missing/no response:	4	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 2.10/5.00

Question #55:

I believe the Perdido Key Chamber of Commerce is an important asset to the Key.

	Frequency	Percentage
Strongly disagree:	28	3%
Disagree:	37	4%
Neutral:	247	25%
Agree:	486	50%
Strongly agree:	174	18%
Missing/no response:	11	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.76/5.00

Question #25:

Please rate the following as to their importance for you and your family. . .

JOB OPPORTUNITIES

	Frequency	Percentage
Very unimportant:	105	11%
Unimportant:	124	13%
Neutral:	316	32%
Important:	281	29%
Very important:	152	16%
Missing/no response:	5	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.26/5.00

Question #53:

I support the construction of bingo and adult arcades on Perdido Key.

	Frequency	Percentage
Strongly disagree:	613	62%
Disagree:	164	17%
Neutral:	101	10%
Agree:	72	7%
Strongly agree:	24	2%
Missing/no response:	9	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 1.70/5.00

Leadership

Leadership is the “process of social influence in which one person enlists the aid and support of others in the accomplishment of a common task.” One could argue this is the type of leadership desired locally given the recent change to a “strong” mayor form of government in Pensacola and the calls for unification of county and city governments. The survey included questions with regard to the effectiveness of, and communication with, local government leaders.

Perdido Key area property owners provide 14% of Escambia County’s property tax revenue, 18% of the county’s bed tax, and 14% of the county’s sales tax; yet the Key only receives a fraction of their proportionate share of public services for property taxes paid.

The survey found 56% of Perdido Key residents believe tax assessments are unfair with only 19% believing the assessment was fair. In another question, 90% of the residents believed Perdido Key should receive a proportionate share of public services for property taxes paid. Accordingly, based on the responses, there appears to be some concern that local leaders are not effectively communicating the need for existing tax rates and have not explained their spending policies and priorities.

Recently the county proposed building a new fire/emergency services facility on Perdido Key. The proposed site was in an area zoned S-1 and immediately adjacent to a neighborhood zoned R-1. Escambia County took this action unilaterally. The survey found that 91% of the respondents believe neighborhoods should have a voice and be consulted prior to construction of public buildings near homes. 43% of those surveyed do not feel that local government addresses the needs of Perdido Key residents while only 14% reported they are satisfied with local government leaders.

Communication issues may be, in part, caused by the means residents receive information about Perdido Key. The survey revealed most information of Perdido Key comes from friends (23%), followed by e-mail (21%), and newspaper (19%). The preferred means of receiving information of Perdido Key is e-mail (47%), followed by web sites (13%), and newspapers (13%).

The survey reveals that local government should find more effective means to communicate with, and receive feedback from, all residents and property owners. Leaders should be compelled to explain the actions they are proposing, the costs and attendant taxes, and benefits to be gained by all residents of from their decision-making process.

Questions in the Leadership category include:

- #48 I believe neighborhoods should have a voice and be considered regarding the construction of public buildings near their homes.*
- #56 I believe governmental leadership in the county, specifically related to Perdido Key, addresses the needs and concerns of Perdido Key property owners.*
- #57 I believe County leaders do a good job in soliciting comments and advice from Perdido Key property owners prior to making decisions affecting the Key.*

Leadership (Continued)

Questions in the Leadership category include:

- #65 *I believe the property taxes for my Perdido Key property are fair.*
- #66 *Perdido Key property owners generate approximately 30% of the county's property tax revenue. I believe Perdido Key property owners should receive a proportionate share of public services in return for those dollars.*
- #67 *I am satisfied with the leadership the Key is receiving from its elected officials.*
- #69 *I receive most of my news about Perdido Key from:*
- #70 *My preferred method for receiving information about Perdido Key is from:*

Leadership

Question #48:

I believe neighborhoods should have a voice and be considered regarding the construction of public buildings near their homes.

	Frequency	Percentage
Strongly disagree:	5	1%
Disagree:	5	1%
Neutral:	69	7%
Agree:	424	43%
Strongly agree:	471	48%
Missing/no response:	9	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.
Mean response: 4.39/5.00

Question #57:

I believe County leaders do a good job in soliciting comments and advice from Perdido Key property owners prior to making decisions affecting the Key.

	Frequency	Percentage
Strongly disagree:	209	21%
Disagree:	271	28%
Neutral:	360	37%
Agree:	110	11%
Strongly agree:	16	2%
Missing/no response:	17	2%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.
Mean response: 2.43/5.00

Question #56:

I believe governmental leadership in the county, specifically related to Perdido Key, addresses the needs and concerns of Perdido Key property owners.

	Frequency	Percentage
Strongly disagree:	197	20%
Disagree:	223	23%
Neutral:	291	30%
Agree:	185	19%
Strongly agree:	70	7%
Missing/no response:	17	2%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.
Mean response: 2.70/5.00

Question #65:

I believe the property taxes for my Perdido Key property are fair.

	Frequency	Percentage
Strongly disagree:	262	27%
Disagree:	288	29%
Neutral:	230	23%
Agree:	177	18%
Strongly agree:	10	1%
Missing/no response:	16	2%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.
Mean response: 2.36/5.00

Leadership

Question #66:

Perdido Key property owners generate approximately 30% of the county's property tax revenue. I believe Perdido Key property owners should receive a proportionate share of public services in return for those dollars.

	Frequency	Percentage
Strongly disagree:	6	1%
Disagree:	18	2%
Neutral:	66	7%
Agree:	297	30%
Strongly agree:	588	60%
Missing/no response:	8	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.
Mean response: 4.48/5.00

Question #69:

I receive most of my news about Perdido Key from:

	Frequency	Percentage
Friends:	235	24%
Web Sites:	76	8%
Forums/Blogs:	28	3%
E-mail:	210	21%
Newspapers:	188	19%
Missing/no response:	246	25%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Question #67:

I am satisfied with the leadership the Key is receiving from its elected officials.

	Frequency	Percentage
Strongly disagree:	191	19%
Disagree:	200	20%
Neutral:	424	43%
Agree:	119	12%
Strongly agree:	19	2%
Missing/no response:	30	3%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.
Mean response: 2.55/5.00

Question #70:

My preferred method for receiving information about Perdido Key is from:

	Frequency	Percentage
Friends:	44	5%
Web Sites:	124	13%
Forums/Blogs:	22	2%
E-mail:	464	47%
Newspapers:	127	13%
Missing/no response:	202	21%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Community Involvement

Perdido Key's casual lifestyle was rated as important to 91% of respondents. It is very clear that Perdido Key owners come here to relax with their families and deeply value that time. Residents were also asked if several questions to gauge their level of involvement with community groups.

366 of the total respondents or 37% of the property owners responding identified themselves as members of the Perdido Key Association. 5% of the respondents identified themselves as members of the Perdido Key Area Chamber of Commerce and 5% of the respondents identified themselves as members of the Perdido Residents Forum. While 50% of the respondents were neutral to volunteering to make Perdido Key a better place, 35% or 36% agreed they were interested in volunteering. This number represents a remarkable level of commitment to this small community.

Questions in the Organizations category include:

#14 *Please rate the following as to their importance for you and your family. . .*
CASUAL LIFESTYLE

#68 *I am interested in volunteering to make Perdido Key a better place*

#71 *I am a member of the Perdido Key Association:*

#72 *I am a member of the Perdido Key Chamber of Commerce:*

#73 *I am a member of the Perdido Key Presidents' (Residents') Forum*

Community Involvement

Question #14:

Please rate the following as to their importance for you and your family. . .

CASUAL LIFESTYLE

	Frequency	Percentage
Very unimportant:	30	3%
Unimportant:	8	1%
Neutral:	66	1%
Important:	319	33%
Very important:	557	58%
Missing/no response:	3	1%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 4.39/5.00

Question #71:

I am a member of the Perdido Key Association:

	Frequency	Percentage
Yes:	366	37%
No:	577	59%
Missing/no response:	40	4%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Question #73:

I am a member of the Perdido Key Presidents' (Residents') Forum

	Frequency	Percentage
Yes:	52	5%
No:	879	89%
Missing/no response:	47	5%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Question #68:

I am interested in volunteering to make Perdido Key a better place.

	Frequency	Percentage
Strongly disagree:	27	3%
Disagree:	83	8%
Neutral:	488	50%
Agree:	282	29%
Strongly agree:	70	7%
Missing/no response:	33	3%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Mean response: 3.30/5.00

Question #72:

I am a member of the Perdido Key Chamber of Commerce:

	Frequency	Percentage
Yes:	44	5%
No:	900	92%
Missing/no response:	39	4%
TOTAL:	983	100%

Percentages may not total to exactly 100% due to rounding.

Perdido Key Neighborhood Plan

Introduction

This year PKA chose to conduct the survey in a manner that would be helpful in gathering and documenting public input for use in preparation of the Escambia County 2011 Update Report to the Perdido Key Neighborhood Plan (PKNP). The Update Report will be prepared by the County Planning and Zoning Department for presentation to the Planning Board and Board of County Commissioners later this year. The PKA board determined that it was important to give the entire community an opportunity to participate, a voice, regardless of membership in the organization. As a service to the community and to the County, PKA mailed a 2011 survey to every property owner on Perdido Key.

Background – Perdido Key Neighborhood Plan

The County first established zoning categories for Perdido Key in 1989. By 1993, when the Escambia County Comprehensive Plan was adopted it was noted that the Perdido Key zoning was not in agreement with Plan. High rise buildings were going up without much thought to how they were impacting the adjoining property or what the overall community was going to look like. Residents looked east and west and saw communities exploding with traffic and unbridled development. Perdido Key was already struggling with inadequate water pressure and it was becoming evident that there was not a community vision or a long range plan. The Perdido Key community at large recognized “The Lost Key” had indeed been discovered and new development was changing the face of the island. What little growth management was in place, was not working. Key citizens were worried about their homes, their investments and the future of the environment.

To address the growing tensions of the community, in 1995 the Perdido Key Advisory Committee, was formed. The committee was made up of representatives from PKA, the Homebuilder’s Association, two community groups, a business owner, a vacant landowner, an environmentalist, an architect, a realtor, a lawyer, a tourism specialist, a homeowner, a planner, an investor and two members of the county planning staff was formed. Over the next year and the course of two town hall meetings, twelve committee work sessions, data collection and analysis by staff, the 1997 Perdido Key Neighborhood Plan was formed.

The overall goal reached was to “encourage responsible, quality growth on the Key with a balanced mixture of residential and commercial development while maintaining its character as a family oriented beach community and preserving its natural amenities.”

The intent of the Goals, Objectives and Policies developed was to provide a framework for future development action on the Key and to provide a means for addressing issues such as neighborhood character, site design standards and public safety.

In order to remain a dynamic tool in the future, the Perdido Key Neighborhood Plan also included the following provision, “The County Staff and citizens of Perdido Key will meet semi-annually to review the neighborhood plan. The objective of these meetings will be to monitor progress of the implementation and adjust targets as necessary. Maintaining dialogue is paramount in developing win-win solutions.”

In order for Long Range Planning for the Key to reflect the concerns and desires of the community, public participation is extremely important. The PKNP semi-annual update process provides residents and property owners of the Key an effective means to provide input. It is an opportunity to acknowledge the goals reached and set about identifying new objectives for the future.

Guide to the Perdido Key Neighborhood Plan : 1997 - 2002 Objectives

Land Use

- **1997-** By late 1997, adopt revised zoning provisions for Perdido Key to be included in the Escambia County Land Development Code. (Establish allowable heights, densities, provide for clustering of development and include stricter site design standards.)

Hurricane Evacuation

- **1997-** By late 1997, provide a mechanism for the safe evacuation of all Perdido Key residents in the event of a hurricane. (Enforce traffic concurrency for new developments, identify shelter locations.)

Transportation

- **1997-** By 1999, achieve State updating of the 1988 Preliminary Design and Environmental Study of Perdido Key Drive and bridge to include four lanes in the context of a pedestrian and bicycle friendly community.
- **1997-** By 2002, provide a safe, lighted pedestrian and bicycle corridor along Perdido Key Dr. to encourage non-motorized transportation and to increase recreational opportunities to Perdido Key residents.

Signage

- **1997-** By December 1997, present to the Planning Board and the Board of County Commissioners an evaluation of the adopted County sign provisions as they relate to Perdido Key and present a formal request to amend the County Land Development Code to include the recommended changes.

Community Center

- **1997-** By 2005, construct or lease a community center to meet the needs of Perdido Key residents.

Public Waterfront Access

- **1997-** By 2002, improve the four County-owned public areas to include recreational amenities.

Gateway Concept

- **1997-** By 1998, develop a gateway concept that reflects the character of the Perdido Key community.

Natural Resource Protection

- **2002-** To protect, enhance and preserve the natural resources, including the Perdido Key Beach mouse and sea turtle habitat on Perdido Key, and to improve the quality of life for the residents of Perdido Key.

Fire Rescue and Emergency Medical Services

- **2002-** To include Public Safety considerations in community planning process. To ensure adequate and prompt response to fires, medical emergencies or other emergency situations which occur on Perdido Key.

Potable Water Service

- **2002-** Provide Perdido Key with an adequate supply of potable water that meets the required level of service and meets or exceeds all health standards and regulatory requirements (water pressure).

Guide to the Perdido Key Neighborhood Plan : 1997 - 2002 Objectives (Continued)*Sanitary Sewer Service*

- 2002- Protect public health and environmental resources by providing adequate wastewater collection and treatment system capacity for Perdido Key.

Drainage

- 2002- Ensure the drainage Level of Service standards shall be met for any development that occurs on Perdido Key.

Economic Development

- 2002- This element is to maintain and improve the quality of life for all citizens of the County by creating a strong local economy based on tourism and an attractive visual environment. For the Perdido Key area it is to create and support a family destination resort that will generate tax dollars for Perdido Key in order to stimulate the local economy. It is also to provide continuity to the tourism corridor spanning from the Bayou Chico Bridge to Perdido Key and promote linkage to and implementation of the other area plans (e.g. Barrancas Redevelopment Plan, Warrington Redevelopment Area Plan and the Southwest Sector Plan.) It will also provide public awareness of the historical significance of Perdido Key.

Perdido Key Association

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