

**SEMINOLE COUNTY
PARKS & PRESERVATION ADVISORY COMMITTEE
February 26, 2020 MEETING MINUTES**

ATTENDANCE:

Members Present: Mark Brandenburg, Nancy Dunn, Reid Hilliard, Jason Sutton, Ashlee Woodard, Pasha Baker and L. A. Key.

Members Absent: Robert Bowden, Tom Boyko, Jim Buck, Victoria Colangelo, Bryce Gibson, Ed Ghiglieri, Rocky Harrelson, Emily Hanna

Staff Present: Richard Durr, Leisure Services Director
Michael Wirsing, Parks & Recreation Manager
Corey Warner, Administrative Assistant

LOCATION: Soldiers Creek Park
2400 State Road 419, Longwood, FL 32750

TIME: Richard Durr called the meeting to order at 6:45 p.m. There is a quorum.

PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES: The January minutes will be discussed at the March meeting.

OLD BUSINESS:

- None

NEW BUSINESS:

- Richard Durr discussed the Public Information Survey that was done by Hill Research.
 - He noted that we have the results back and that they were presented to the Technical Advisory Committee (TAC) last week. These results will also be presented to the Board of County Commissioners on the morning of March 10th. After seeing the results, the Technical Advisory Committee made a motion to recommend to the Board of County Commissioners to move to step two in the referendum process – start the public outreach. Based on the results presented, the Technical Advisory Committee recommended that the yearly cost per taxpayer stay below \$40.
- Dana Loncar, from Consensus Communications, gave a presentation on the Citizen Information Survey that was completed by Hill Research.
 - A copy of this presentation can be found attached to these minutes.
 - It was discussed that an education initiative is necessary to get this to pass. The results of the survey were too close to just put it on the ballot as

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is. However, after some education the participants of the survey seemed to be for the referendum by a significant amount.

- It was asked where the budget for the education campaign would come from. It was said that the next phase would be paid for by the County that working with the consultant and putting the budget language together. After this the County would only be involved for education purposes. Any fundraising for the campaign must come from private entities. The County will only be able to provide information.
- A ballpark cost estimate for the effort won't be available until the consultants present it to the commissioners.
- Should the referendum process continue, County staff will verify with the County Attorney's Office the appropriate roles for both the TAC and PPAC members and their potential involvement as residents
- Econ River Wilderness Area/River Cross land swap discussion
 - Richard Durr explained the current status of the Econ River Wilderness Area land/River Cross development. He said that this land swap would have to go through the normal process for any development approval. At any step of the way the County can withdraw from the negotiations, as can the developer. Because of current litigation, the County Commissioners cannot comment on this issue.
 - As of yet, staff has not received a development proposal from the developer.
 - The scenario under consideration would exchange the existing Econ River Wilderness Area property for the developer's property, which is approximately 3x larger.
 - A motion was made that Mark Brandenburg would send a letter to the Board of County Commissioners, on behalf of the Park and Preservation Advisory Committee, in opposition to the land swap. It was said that the land swap would not be in the best interest of the County. After discussion, the motion was seconded and approved unanimously.

OTHER BUSINESS:

- Mark Brandenburg encouraged each PPAC member to meet with their individual commissioners.
- The County is already putting together next year's budget. This includes several new trails projects that will be moving in from the Penny Sales Tax budget. These are all projects that have been discussed by the PPAC over the course of the last year.

Public Comment:

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- Kimberly Buccheit and Katrina Shadix spoke in opposition to the land swap and encouraged committee members to help the groups against it.
 - Katrina Shadix said that every weekend they have events at the Econ Wilderness Area where citizens are giving information, having petitions, and fighting the land swap.
 - Ms. Shadix also pointed out that there is a bio blitz going on to help identify all types of plants and animals in the area.
 - Kimberly Buccheit recommended that the Advisory Committee watches what was said by the public at the Board of County Commissioners meeting on February 25, 2020.
 - Ms. Buccheit asked that, after all of this settles, protections on County owned land be reviewed with the Board of County Commissioners.

Adjourn: Mr. Brandenburg adjourned the meeting at 8:00 p.m.



Seminole County public opinion survey

January 22-26, 2020

Background

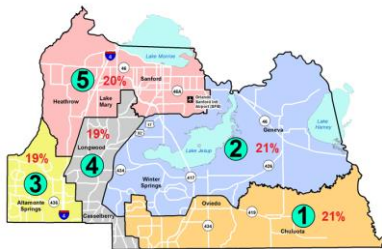
● Methodology

- Sample of 302 active voters
- Interviews conducted January 22-26, 2020
 - 214 were conducted on cell phones
 - 88 were conducted on landline phones
- Final data were weighted by the joint distributions of geography, age, gender, and party registration to correct for variations in respondent cooperation rates.
- Margin of error of $\pm 5.6\%$ for 302 cases

● Contributors

- Dr. David B. Hill, Director, Hill Research Consultants
- Dr. Stephen N. White, Assistant Director

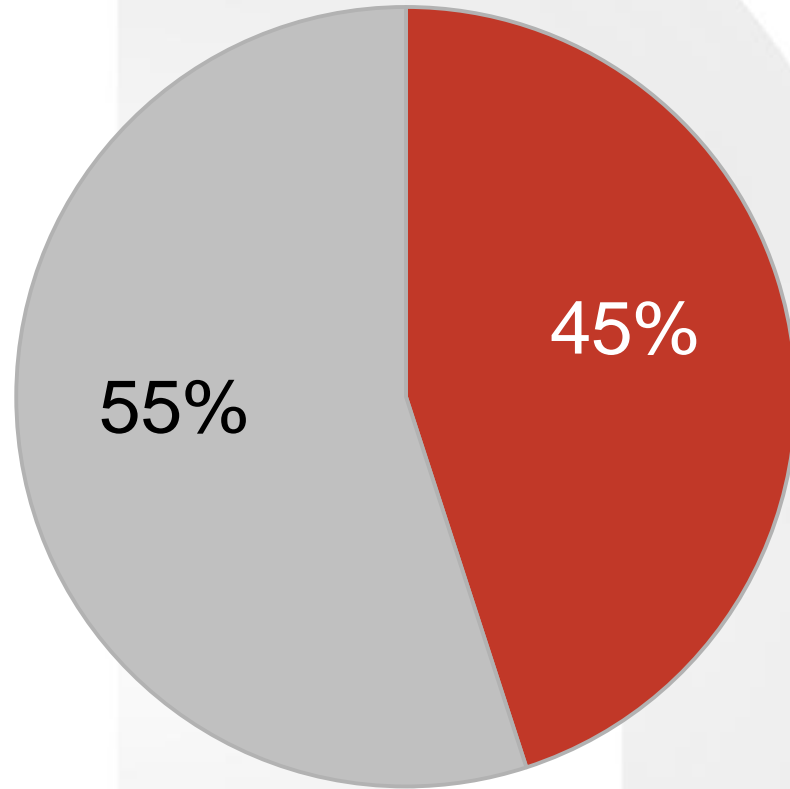
Sample Demographics



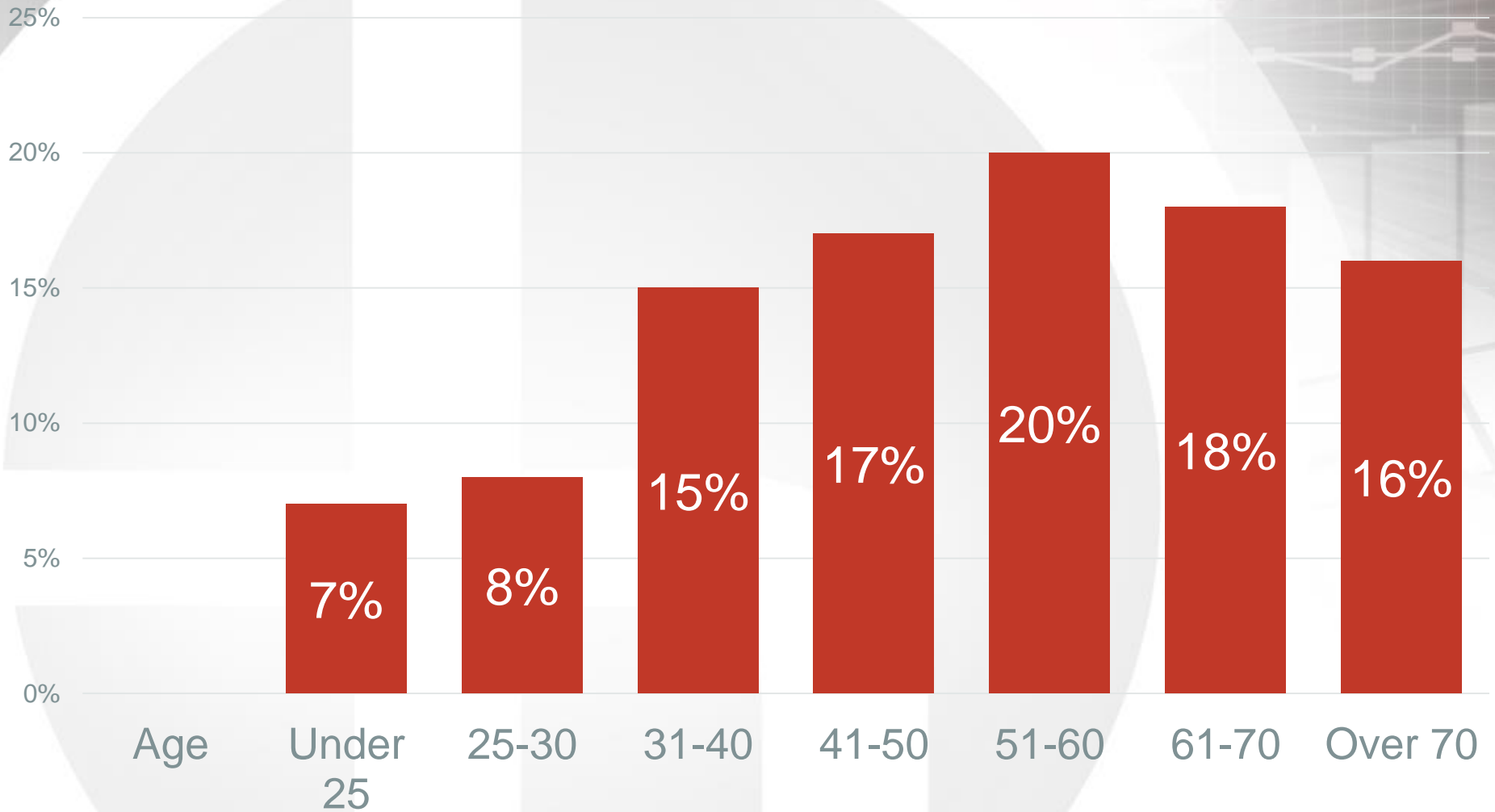
Gender

Gender of Seminole County Active Voters

■ Male ■ Female

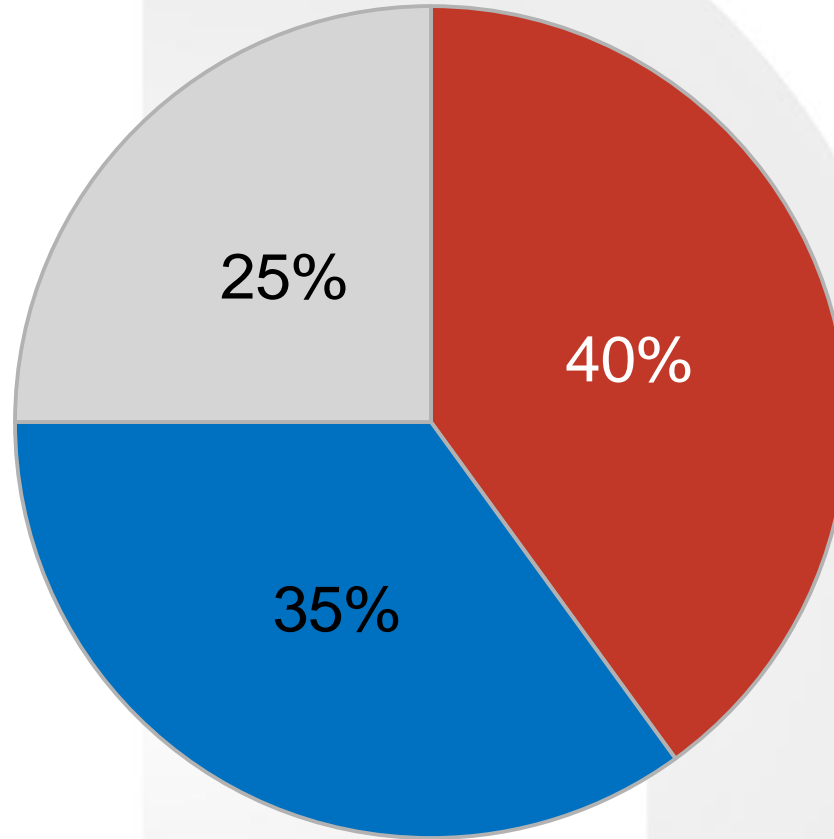


Sample age distribution



Party registration of sample

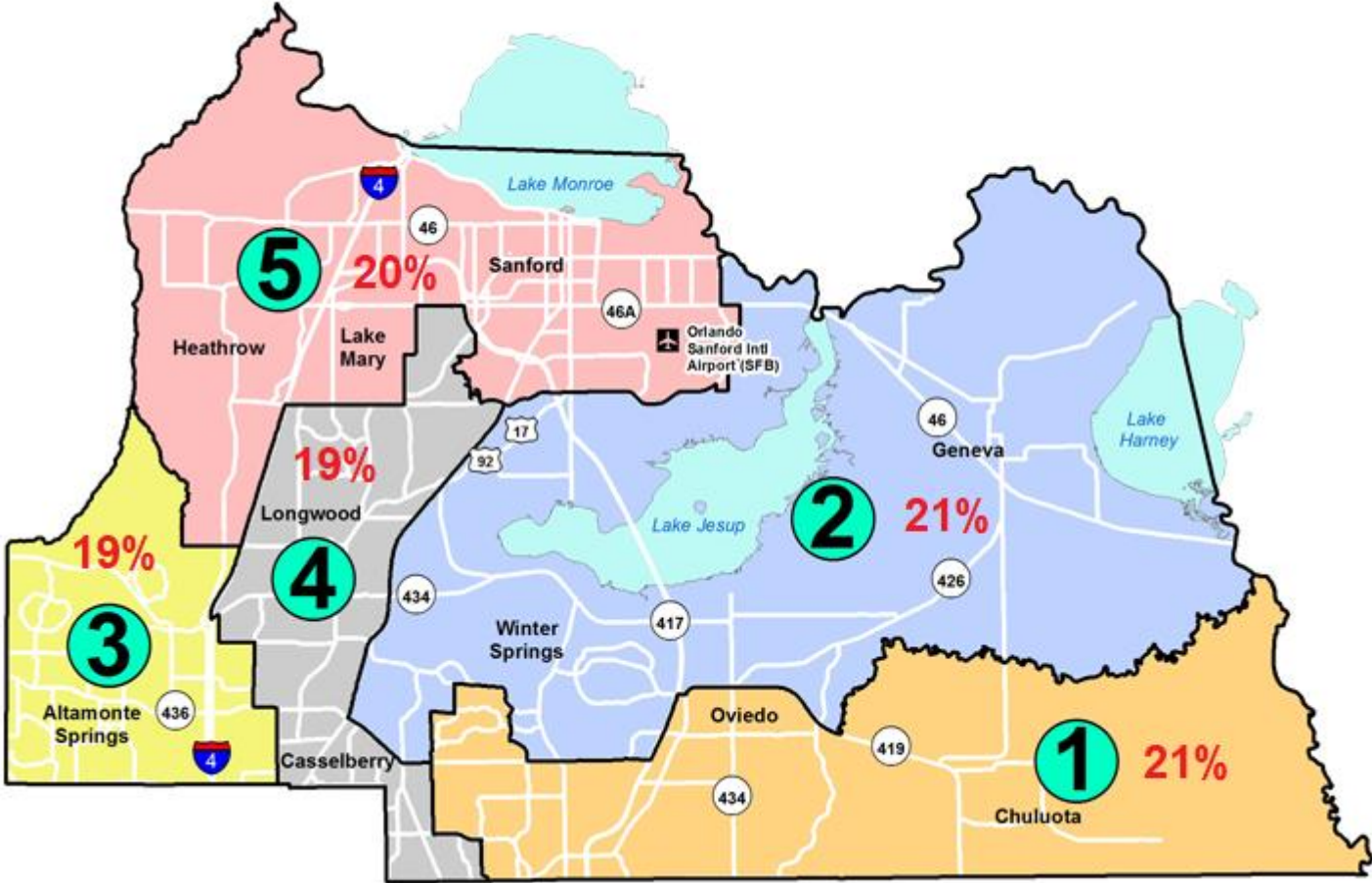
Party Registration of Active Voters in Seminole County



■ Republican ■ Democrat ■ Indep.-Other

Board of County Commissioner Districts

Percentage of active voter sample in each district



Key findings



Key findings

-part 1-

- Ratings of most parks and recreation facilities and programs are positive and stable since 2015.
- These ratings frequently vary by gender, age cohort, socio-economic status and other factors, but even given these variations, the overall pattern is generally one of positivity across all demographics.
- Park/facility visitation is up slightly (from 36% weekly in 2015 to 39% now), but participation in programs has declined since 2015, from 63% to 48%.
- Voters are narrowly satisfied with spending for parks & rec:
 - 48% say spending is 'about right,' 27% say it's 'too little.'
 - 53% say they are satisfied with the value their household receives from parks for the price paid in taxes, fees.

Key findings

-part 2-

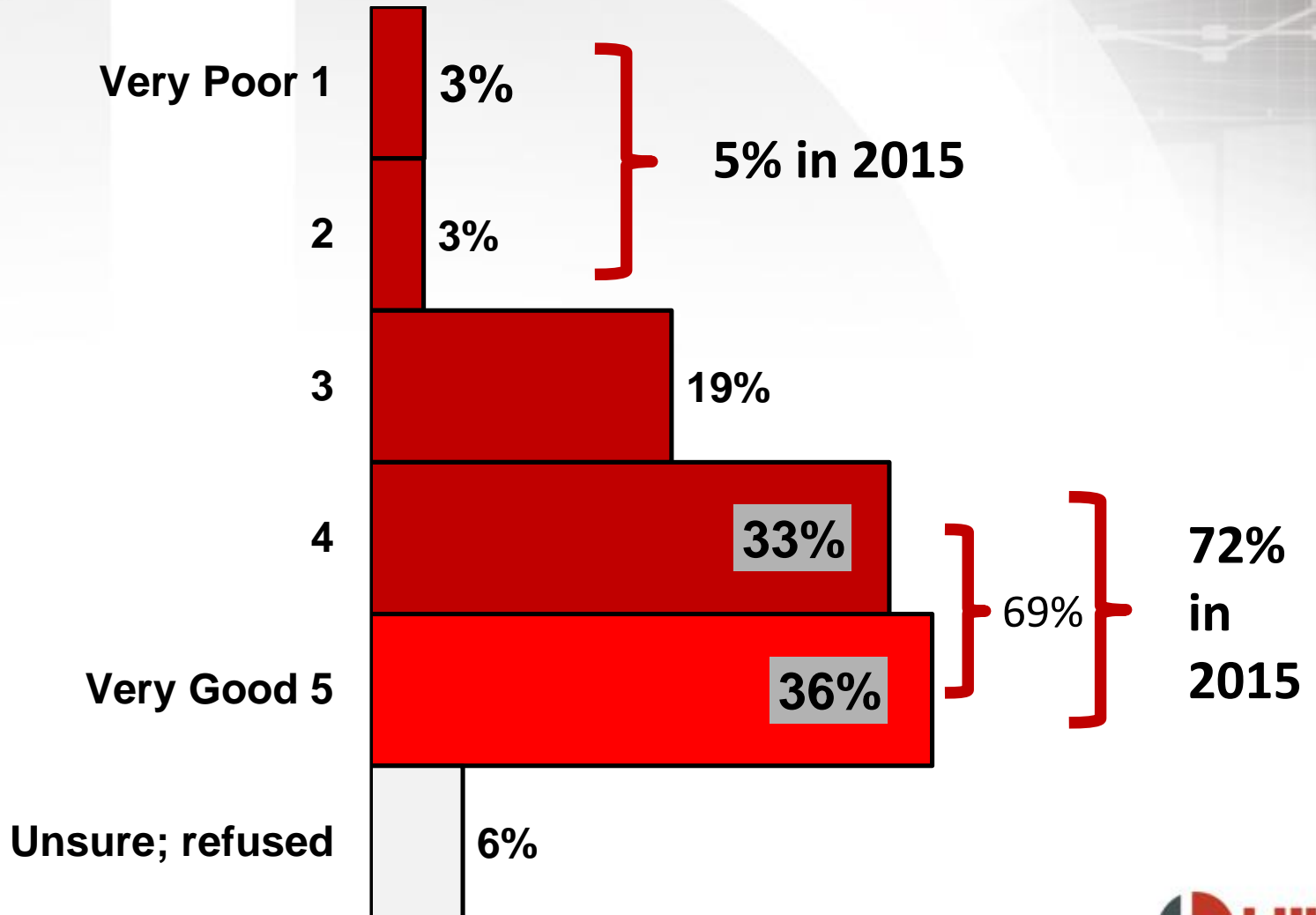
- Voter perceptions of their current tax burden are modest and represent no unilateral impediment to passage of a bond plan and property tax increase for parks and recreation.
 - 68% of voters could handle a tax hike of \$43 per year.
 - 81% could handle a tax hike of \$30 per year.
- Voters seem generally inclined to move forward with a bond plan:
 - 58% would support the general concept of a small property tax increase for parks and rec programs.
 - 52% would support a specific bond plan and tax measure.
 - 65% would support the same bond plan after hearing more details of the plan.
- Only 22% of voters can be categorized as hard supporters of a bond election; yet just 11% are hard opponents. So the size and persuasiveness of information flow to voters before the election will play a critical role in the outcome.

Replicating the 2015 survey



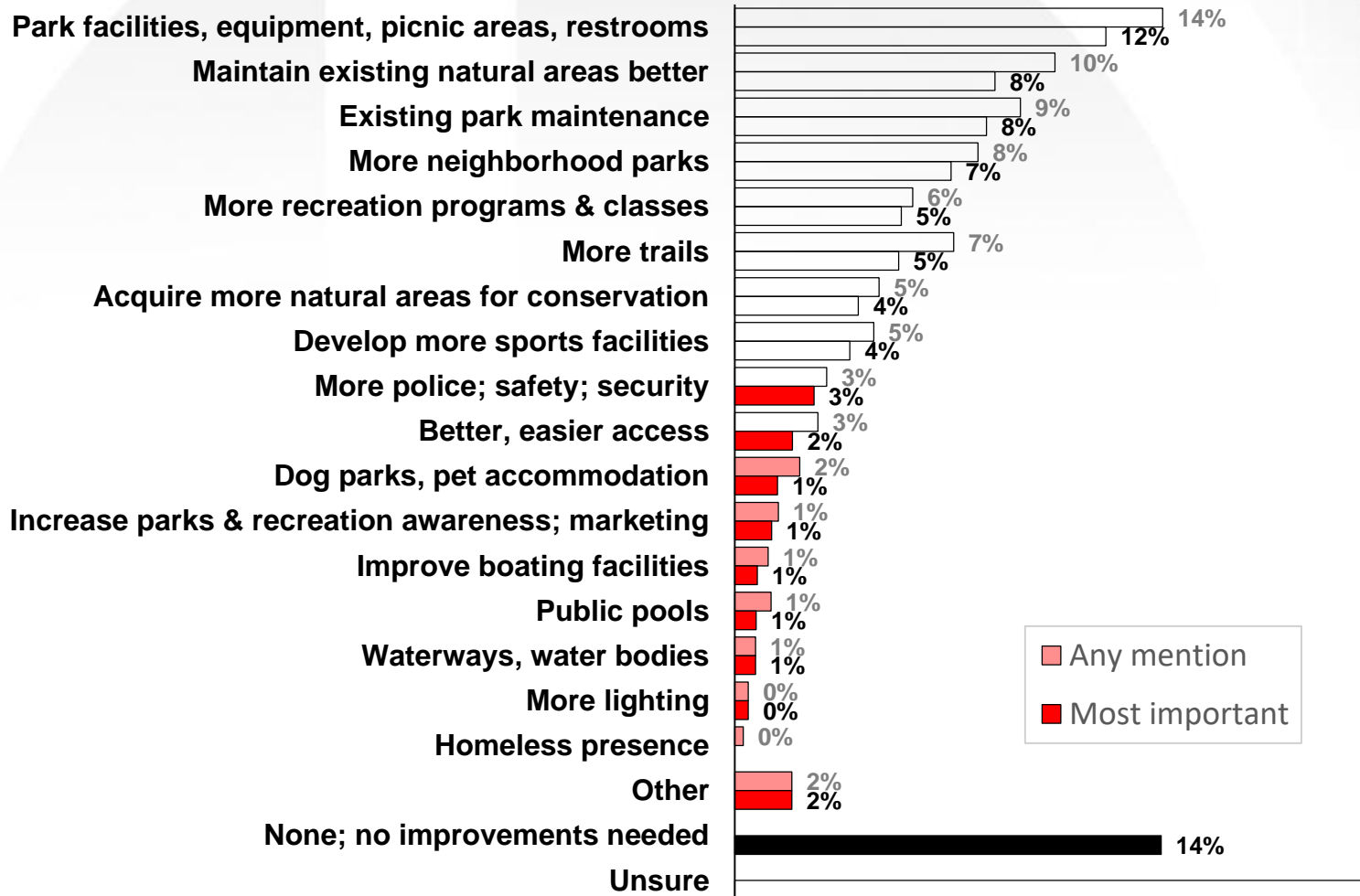
Rating: Park & recreation opportunities in Seminole County

Ratings skew positive and stable since 2015

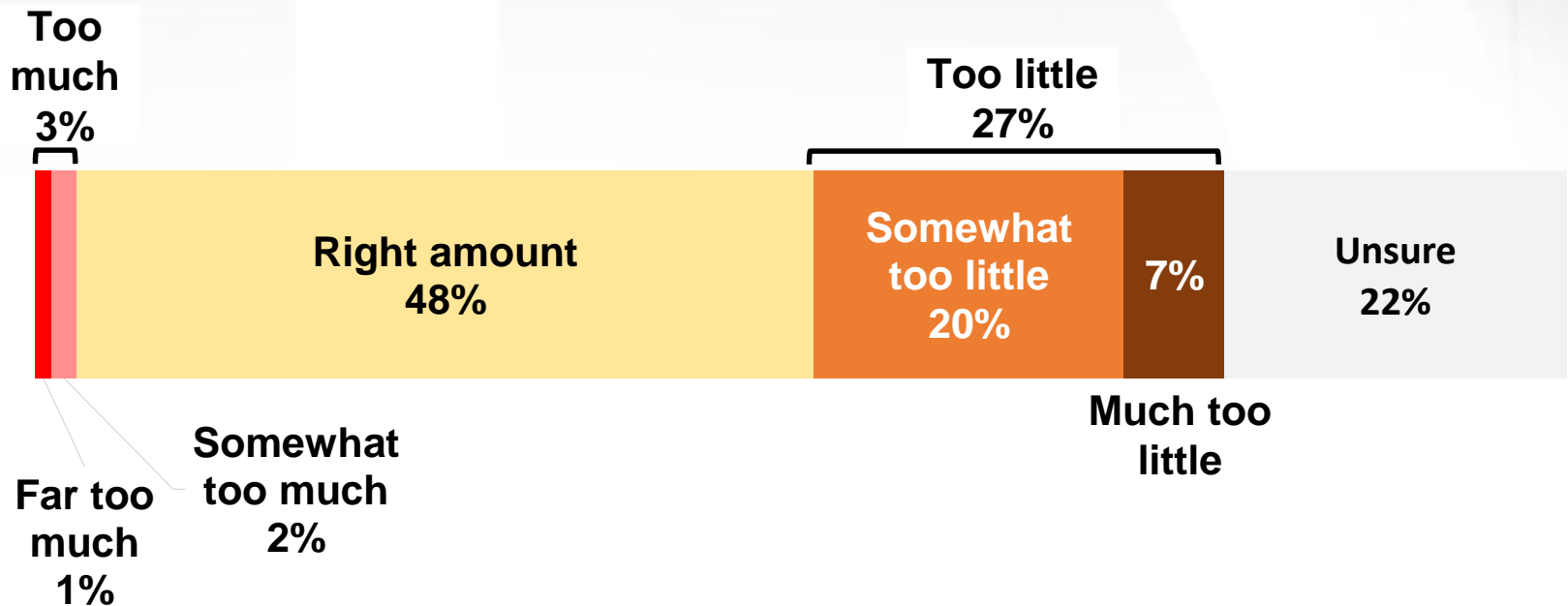


Important park & recreation related needs that Seminole County should do something about

Perceptions of needs are very similar to those of 2015

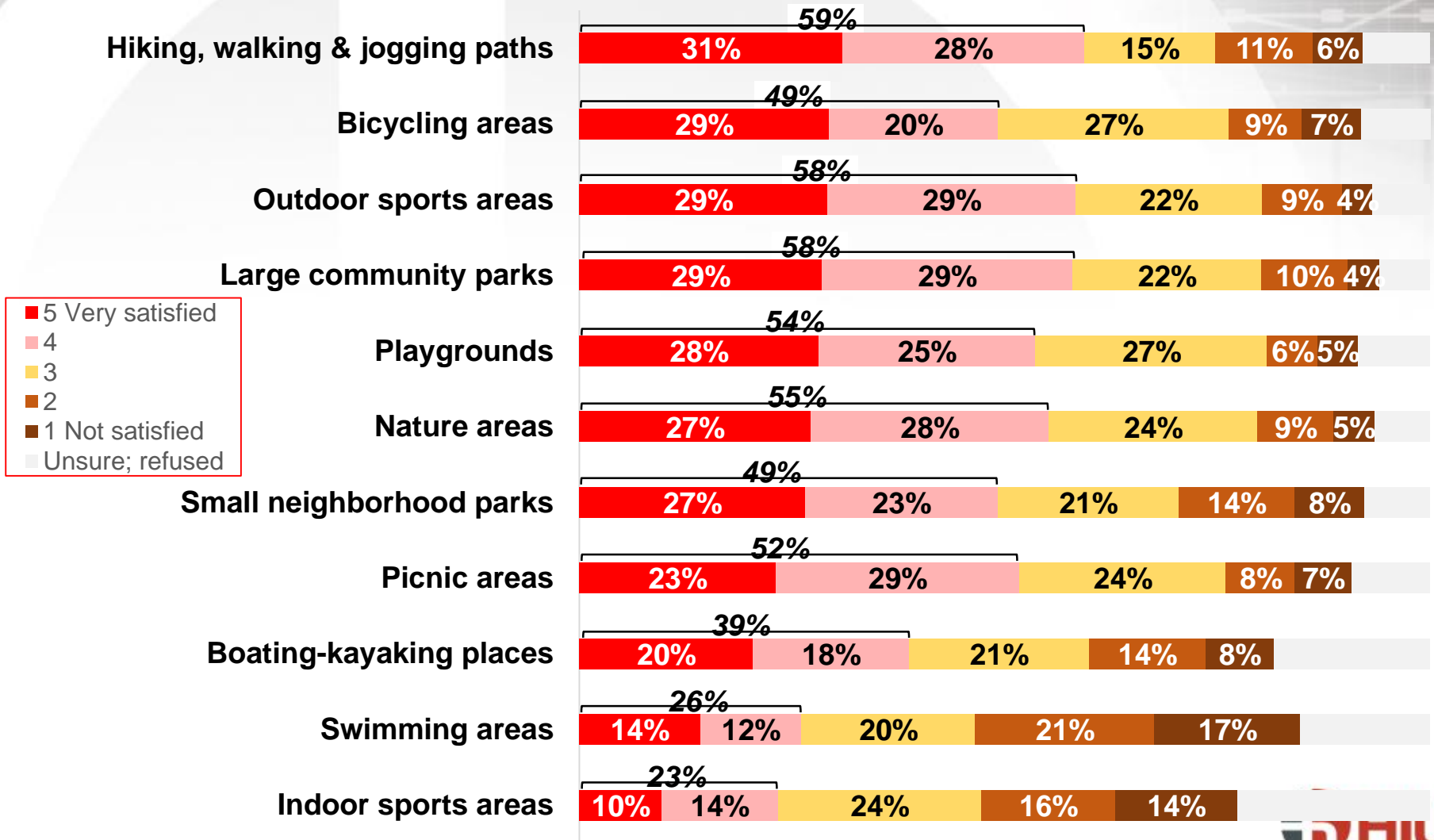


County government spending for parks & recreation for Seminole County today



Satisfaction with the availability of types of facilities in Seminole County

Satisfaction with various facilities generally parallels 2015 levels



Satisfaction with the availability of programs in Seminole County

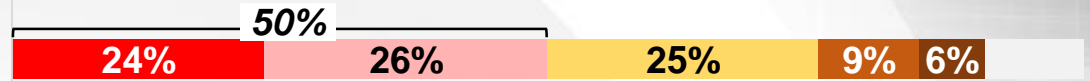
(Scale score of 1-5, with 5 very satisfied)

Satisfaction with various programs generally parallels 2015 levels

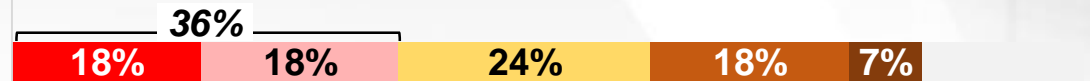
Youth sports leagues & programs



Community special events



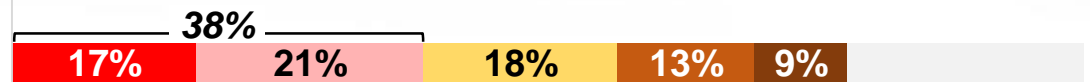
Adult fitness & wellness



Youth swimming



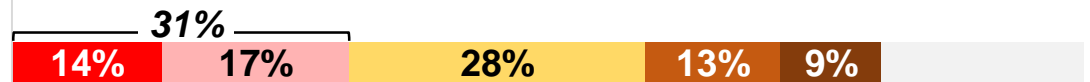
Youth summer programs



Before & after school & daycare



Nature programs



Youth learning & enrichment



Adult sports leagues & programs



Adult swimming & water fitness



Adult learning & enrichment



5-Very

4

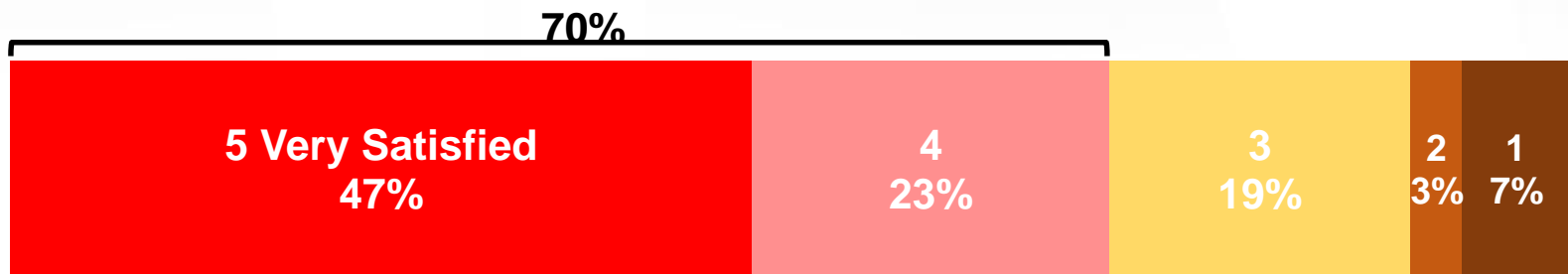
3

2

1-Not

Satisfaction rating: Proximity of distance to parks & recreation facilities

Residents of BOCC Districts 1 and 2 express higher satisfaction with their proximity to parks and rec facilities; residents of District 3 are least satisfied



Mean scale scores (4.0 for total)

District 1=4.3

District 2=4.2

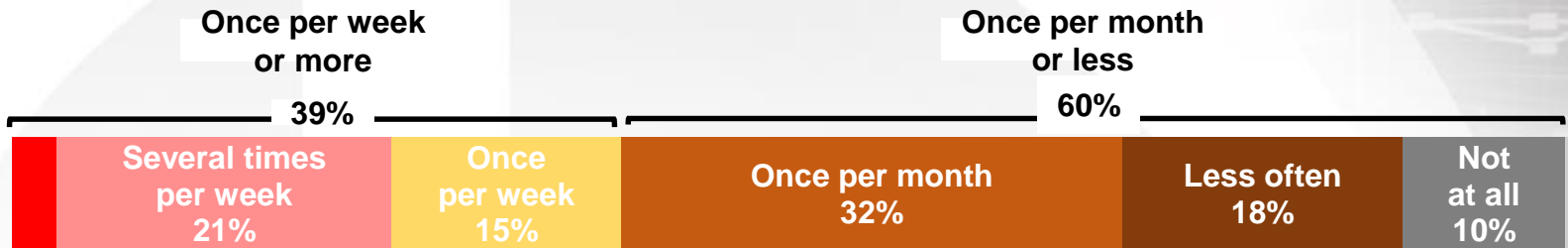
District 3=3.7

District 4=3.9

District 5=3.9

Not satisfied

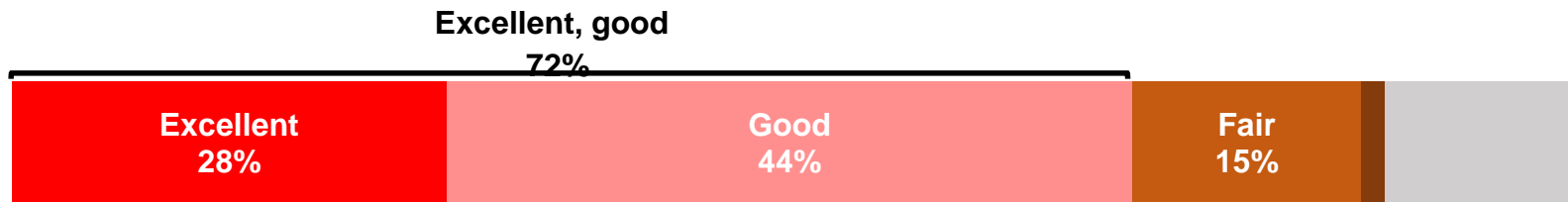
Park or recreation facility visitation by householder, & rating of overall physical condition of parks/facilities



Daily
3%

Visitation frequency

Visitation varies by age, education, and income. See charts that follow.



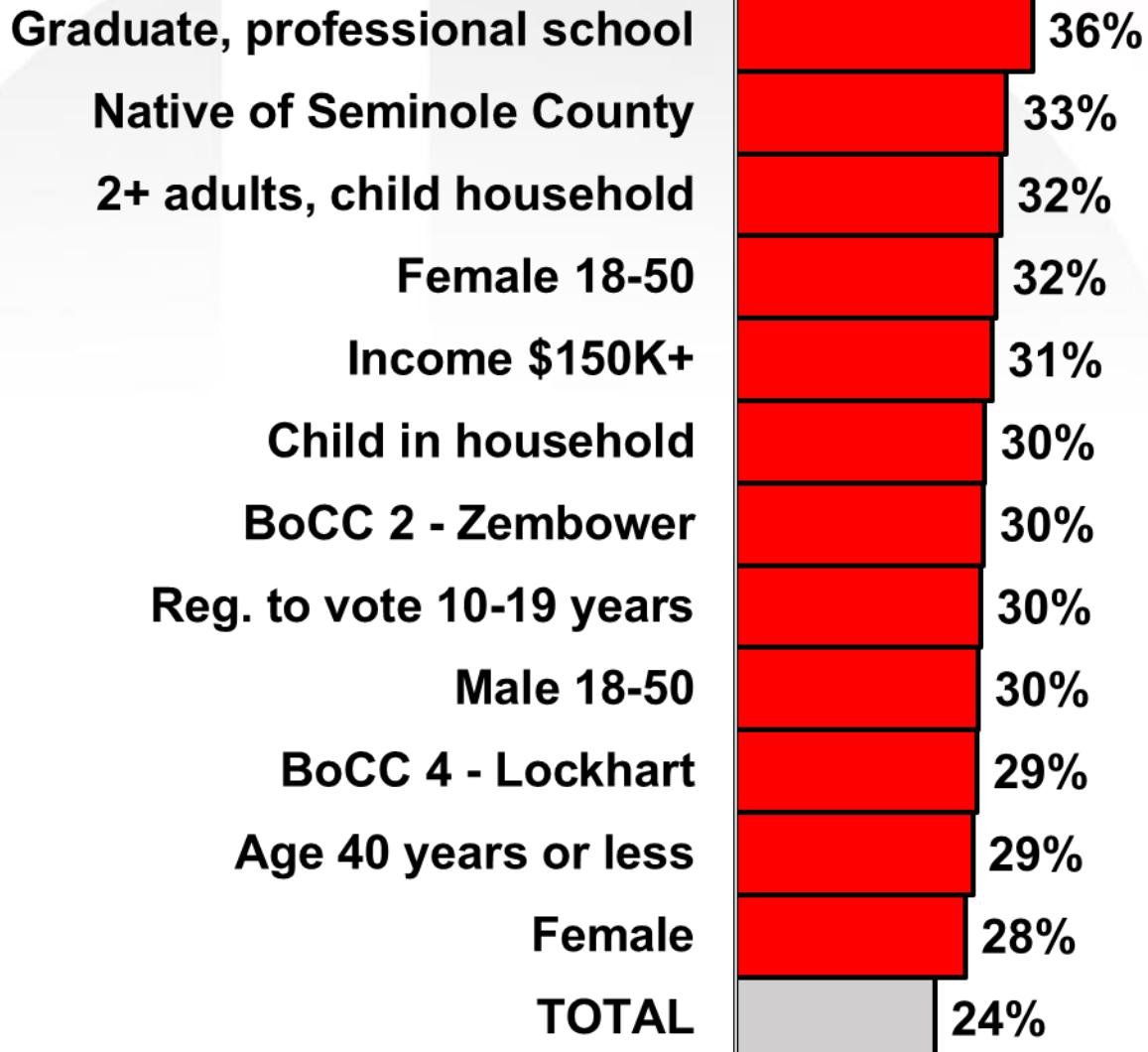
Men are more likely to give park conditions excellent ratings. See chart that follow.

Rating

Poor
1%

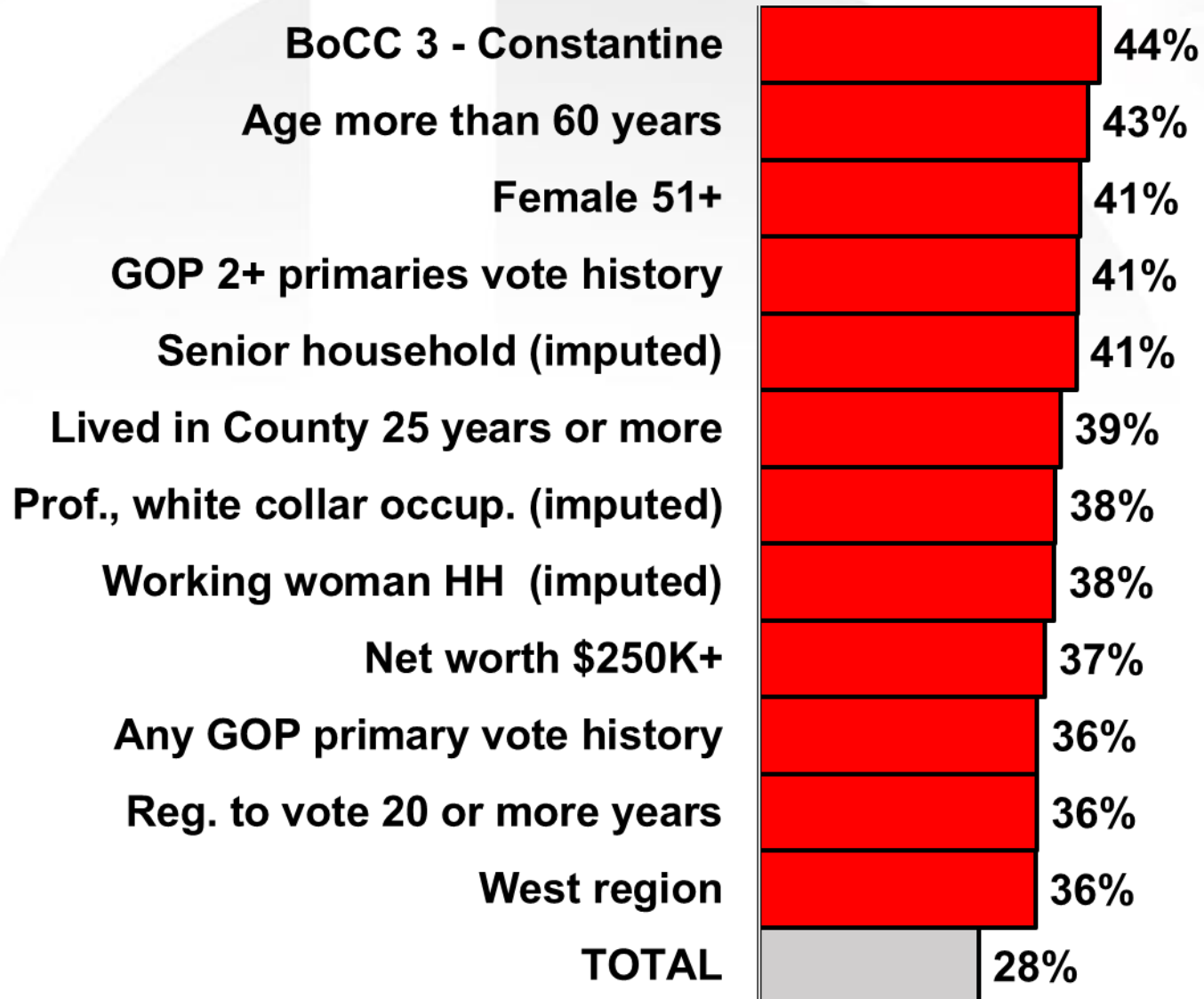
Visited a park or recreation facility in Seminole County over the past 12 months, by any member of household

profile of selected categories with the highest percentages of "several times per week or more"

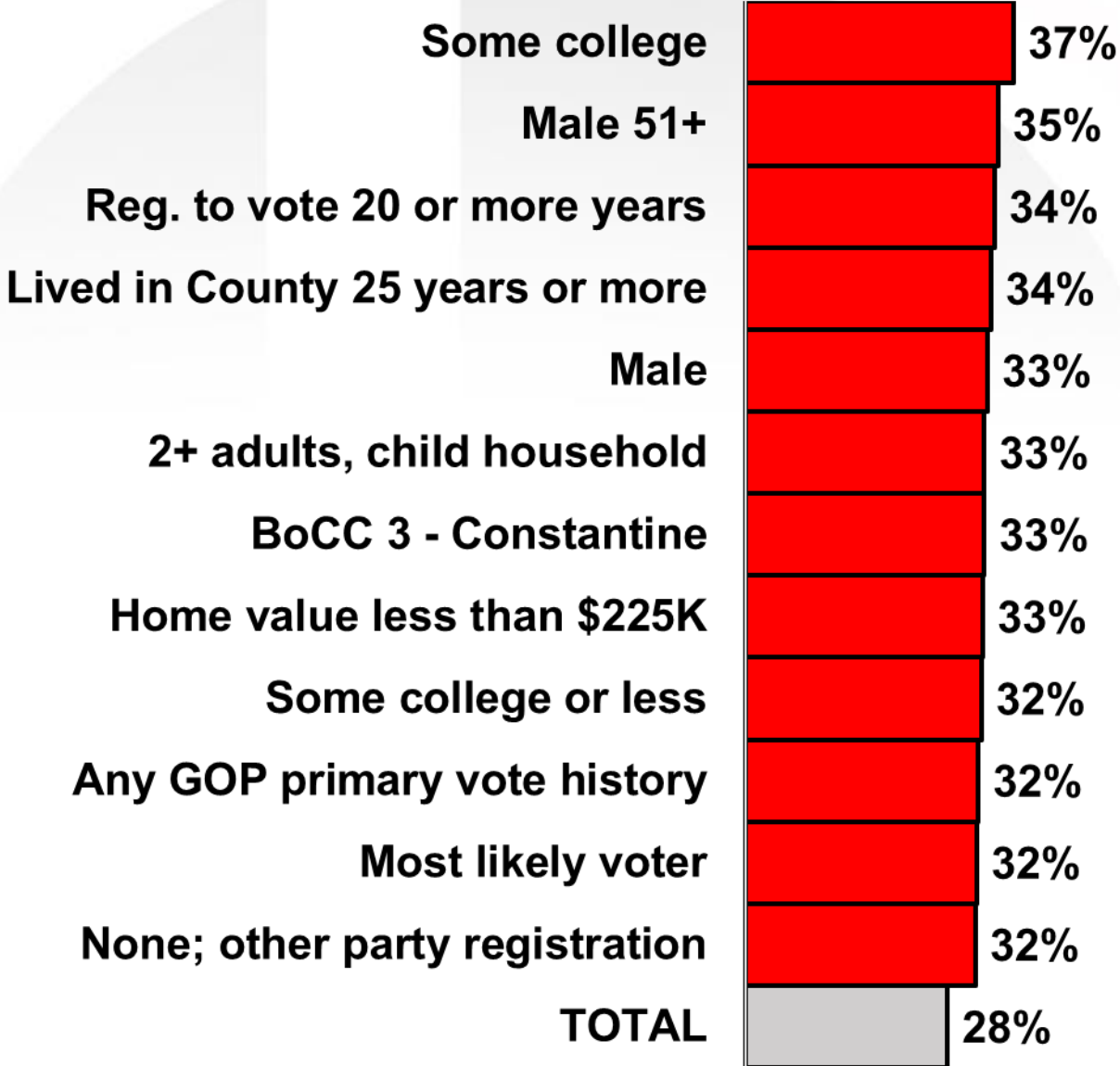


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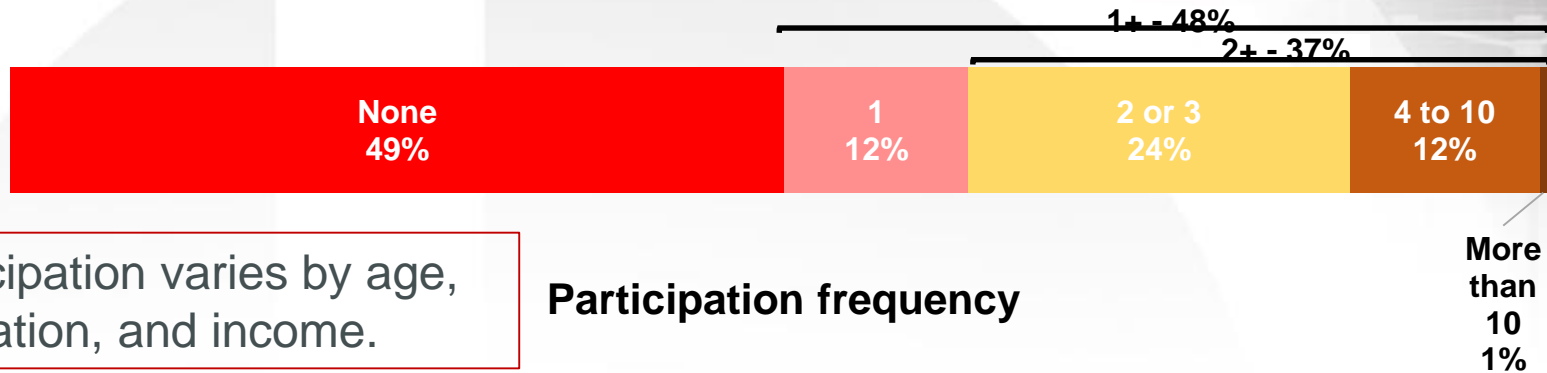
profile of selected categories with the highest percentages of "less than once per month, not at all"



Rating: Overall physical condition of all parks & recreational facilities visited in Seminole County over the past 12 months
 profile of selected categories with the highest percentages of “excellent”

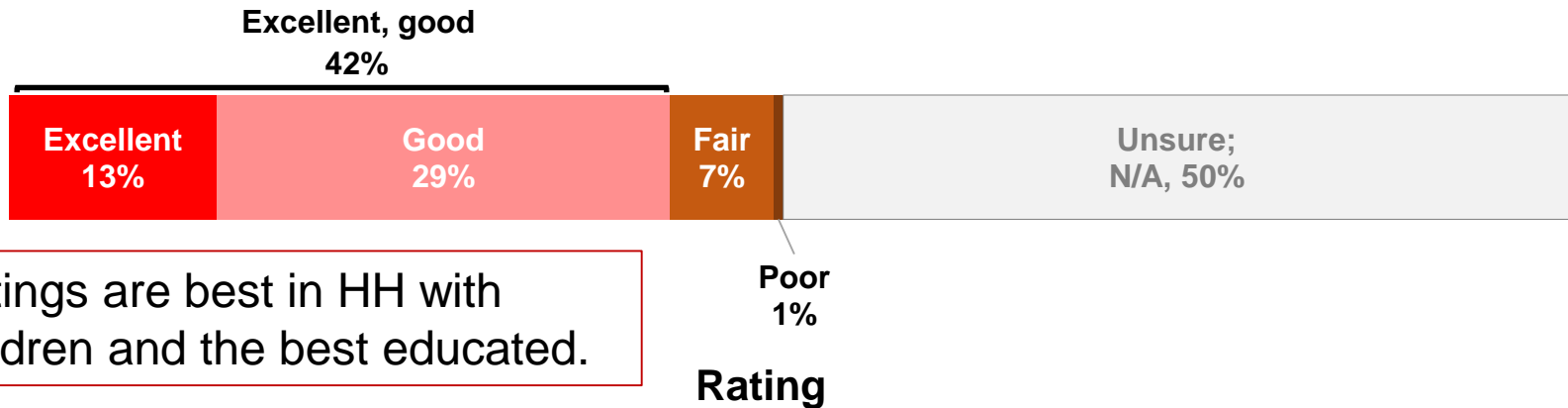


Recreational programs participation by householders, & overall quality of programs rating



Participation varies by age, education, and income.

Participation frequency

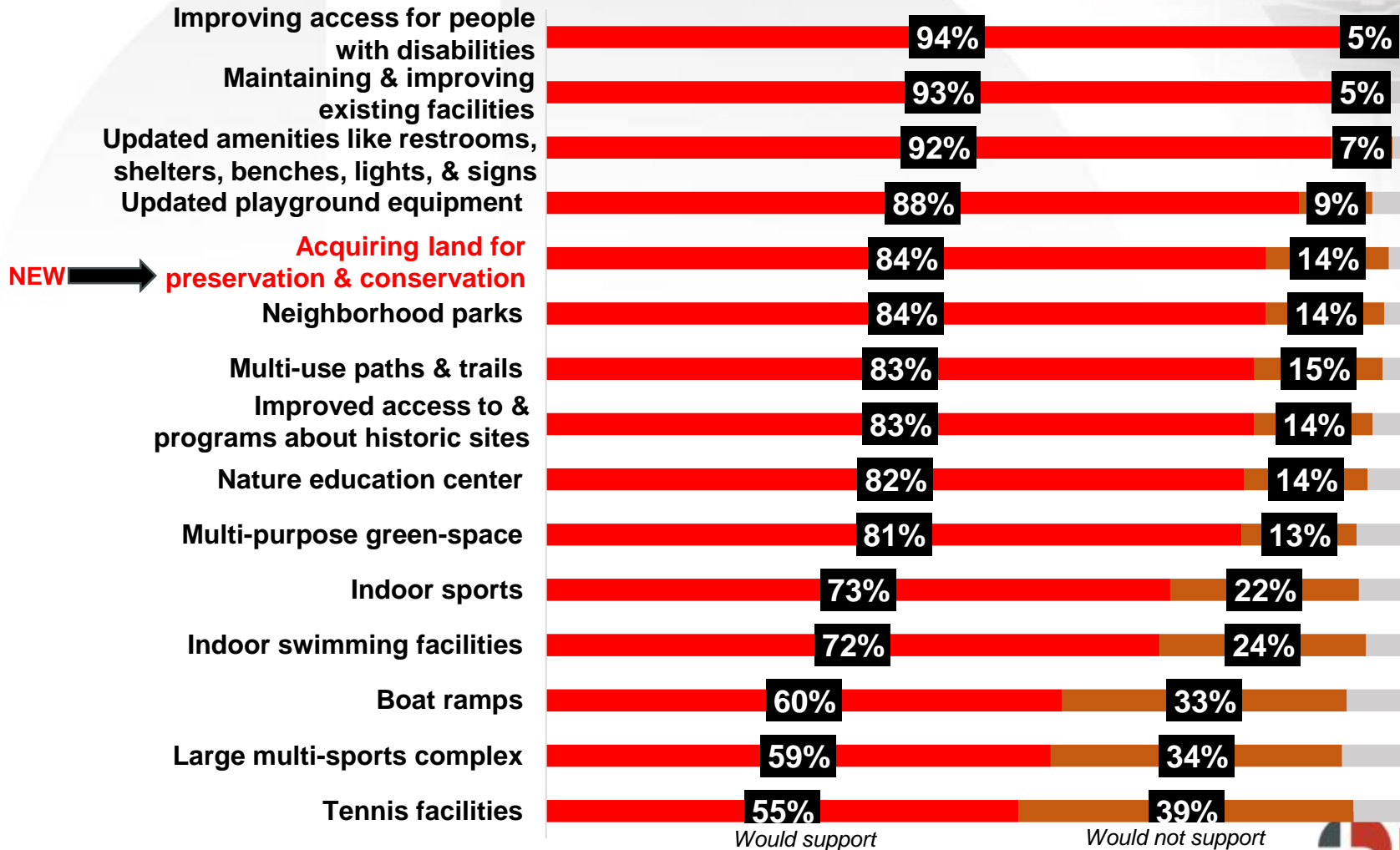


Ratings are best in HH with children and the best educated.

Rating

Support for funding for new facilities or programs

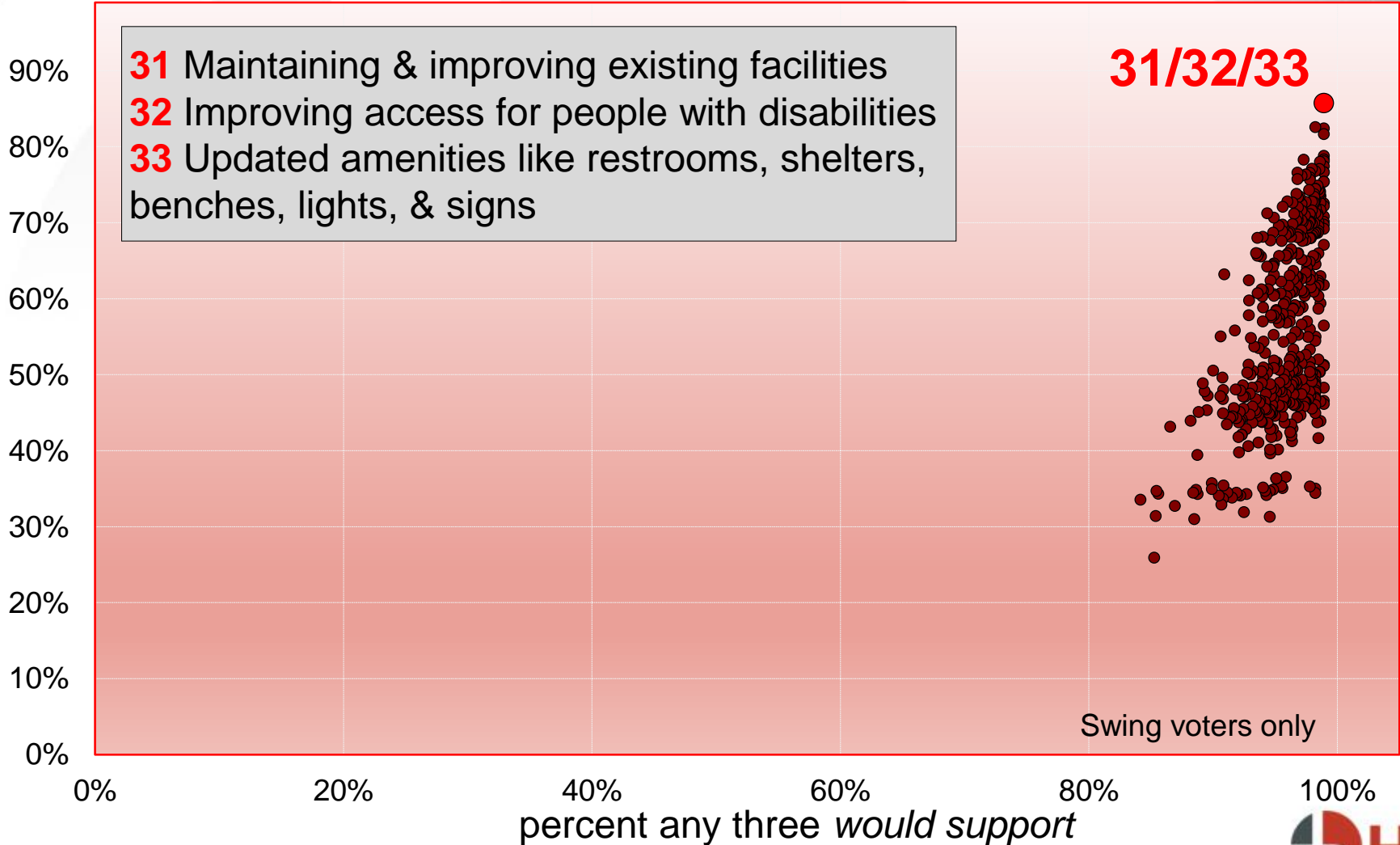
Rank order generally parallels 2015 levels, support for all has risen



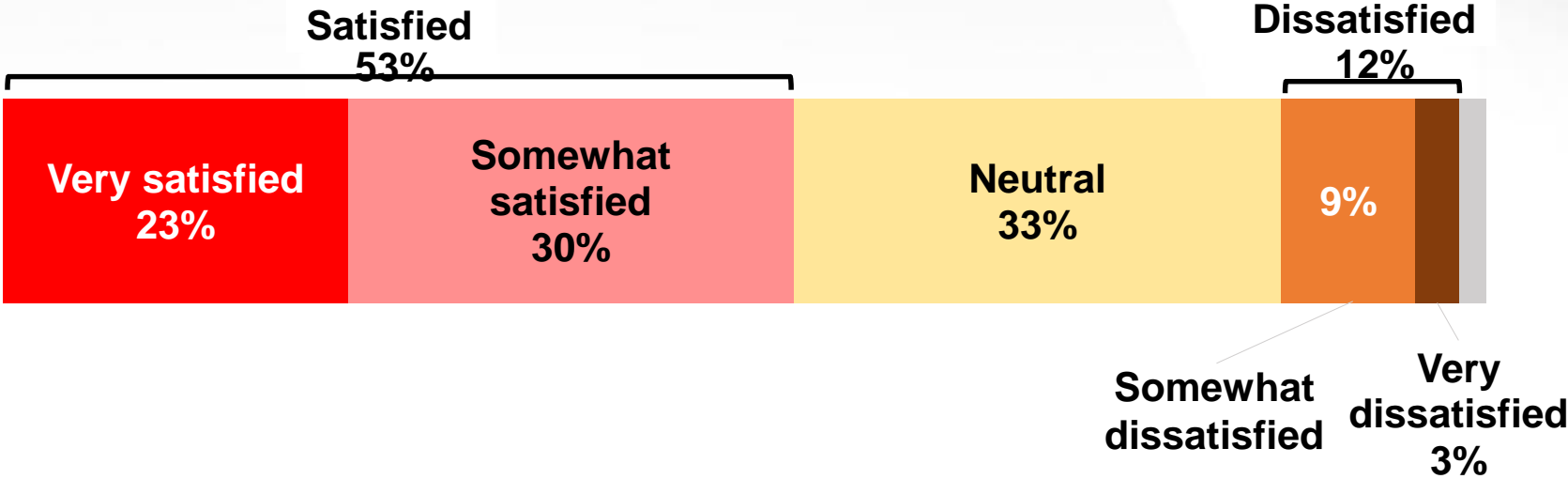
'Best 3' combination of objects of spending

Package supported most by swing voters

percent all three *would support*



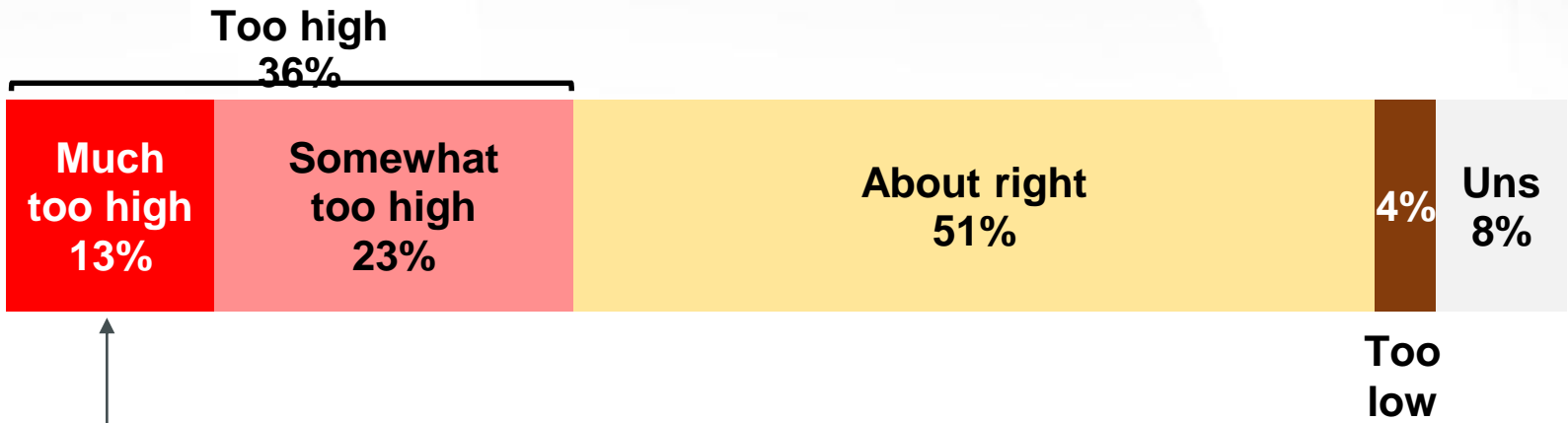
Satisfaction with overall value household receives from parks for the price paid in taxes, fees



Pondering a bond plan and property tax increase

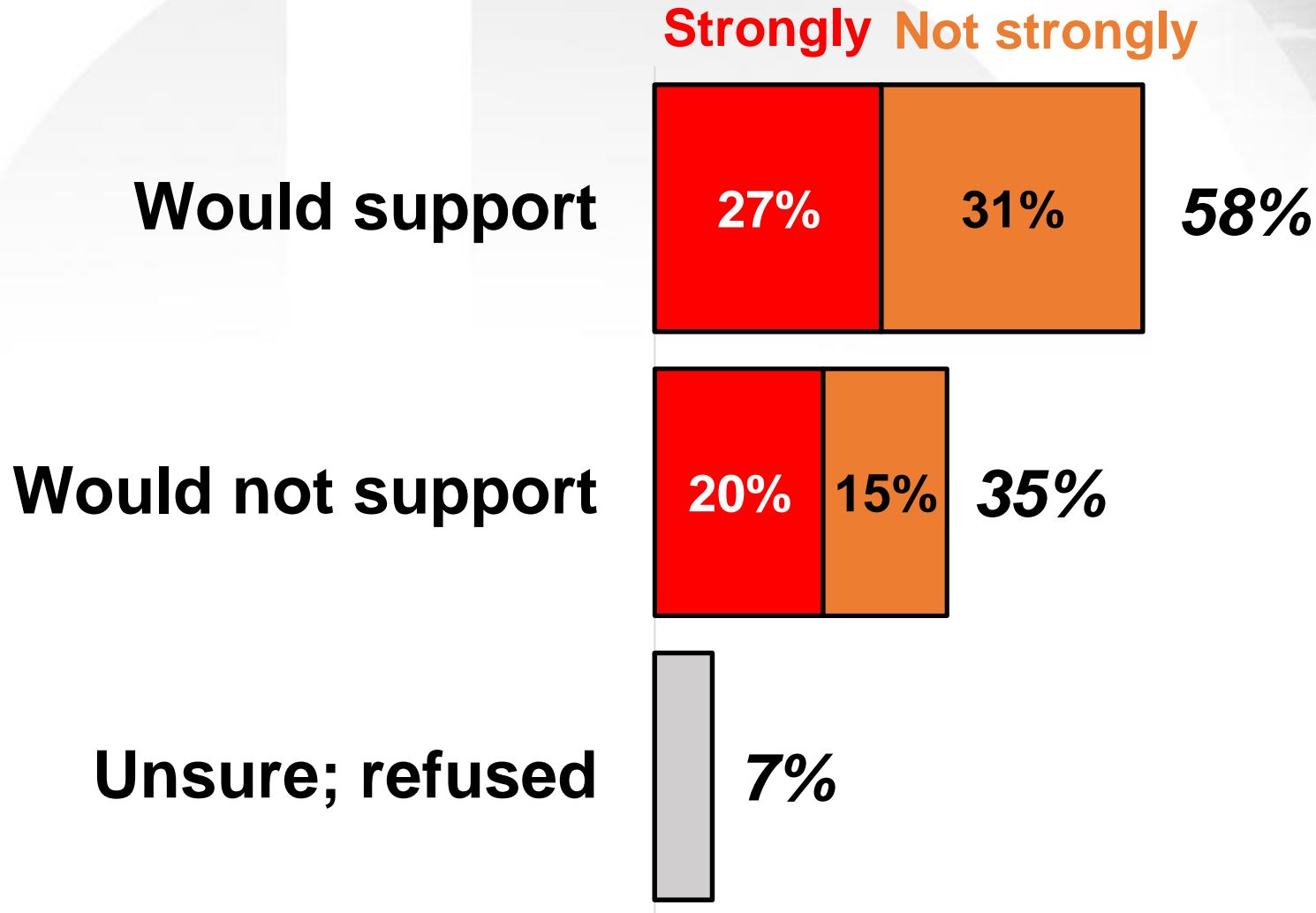


Combined applicable property taxes paid to the county, any municipality, & any other taxing authorities

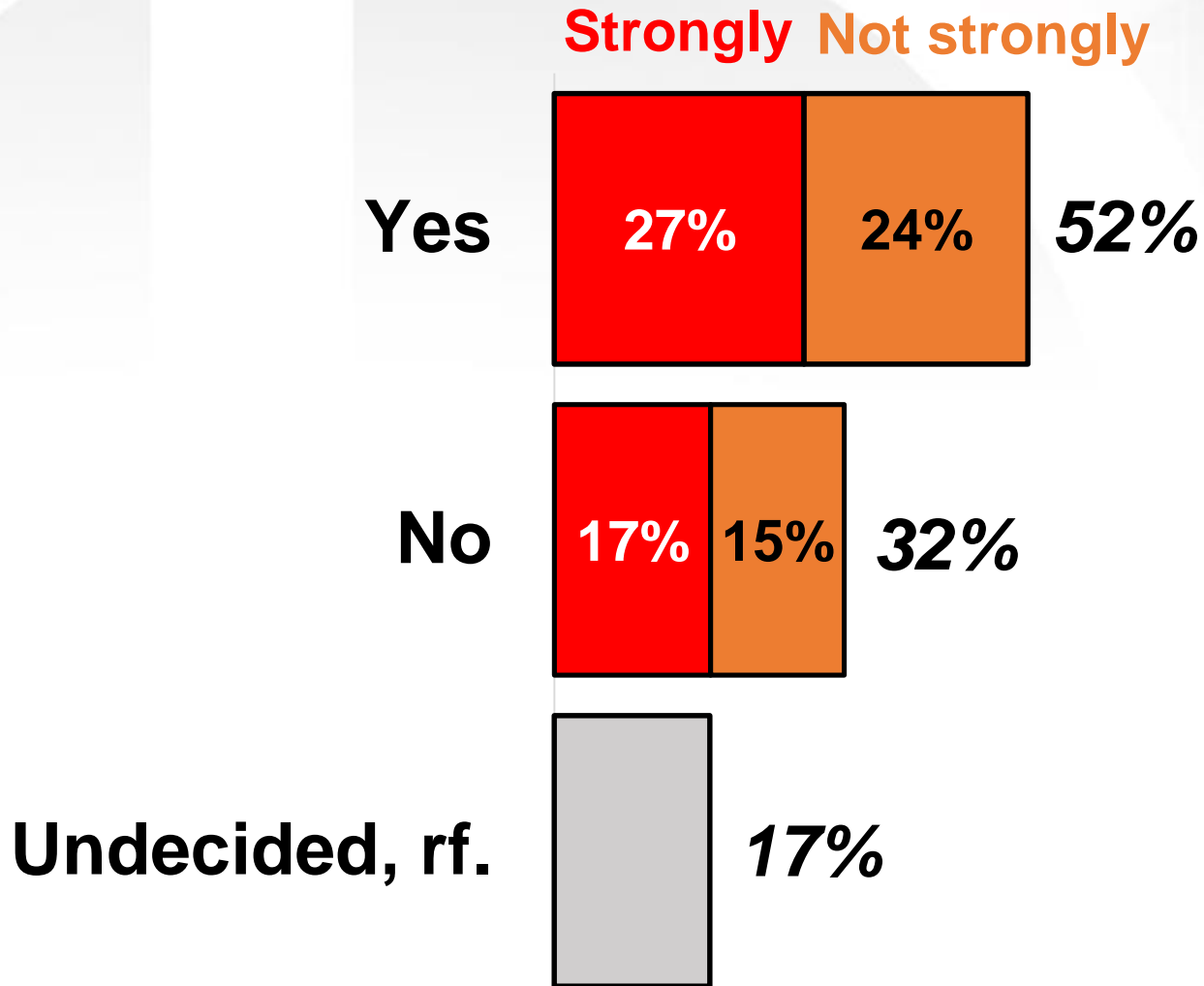


13% is NOT significant as a barrier to passage of a bond/property tax measure.

A small increase in property taxes to sustain & improve parks & recreation programs

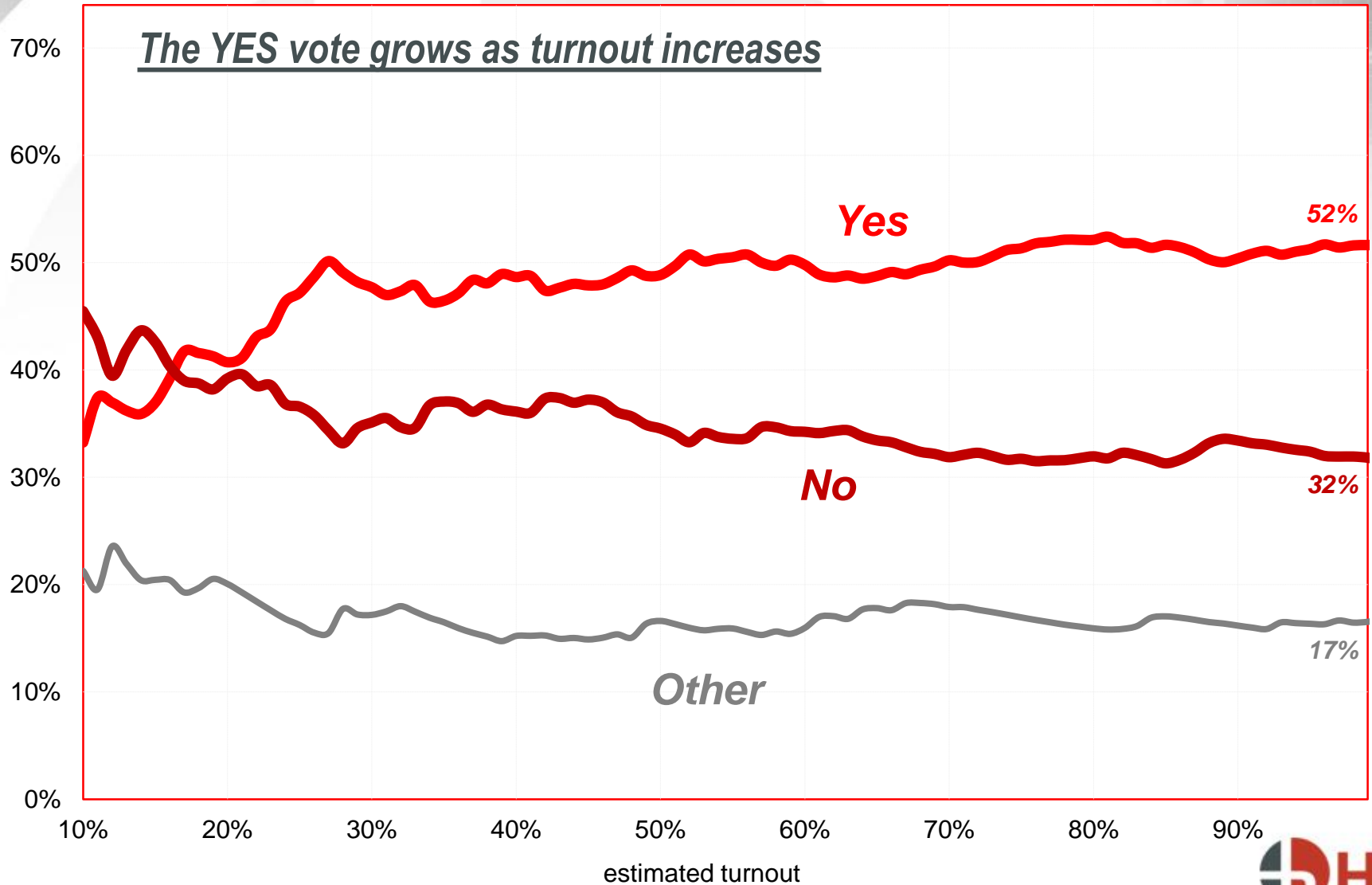


Ballot: Bonds for Parks & Recreation Facilities & Conservation Lands (First ask)



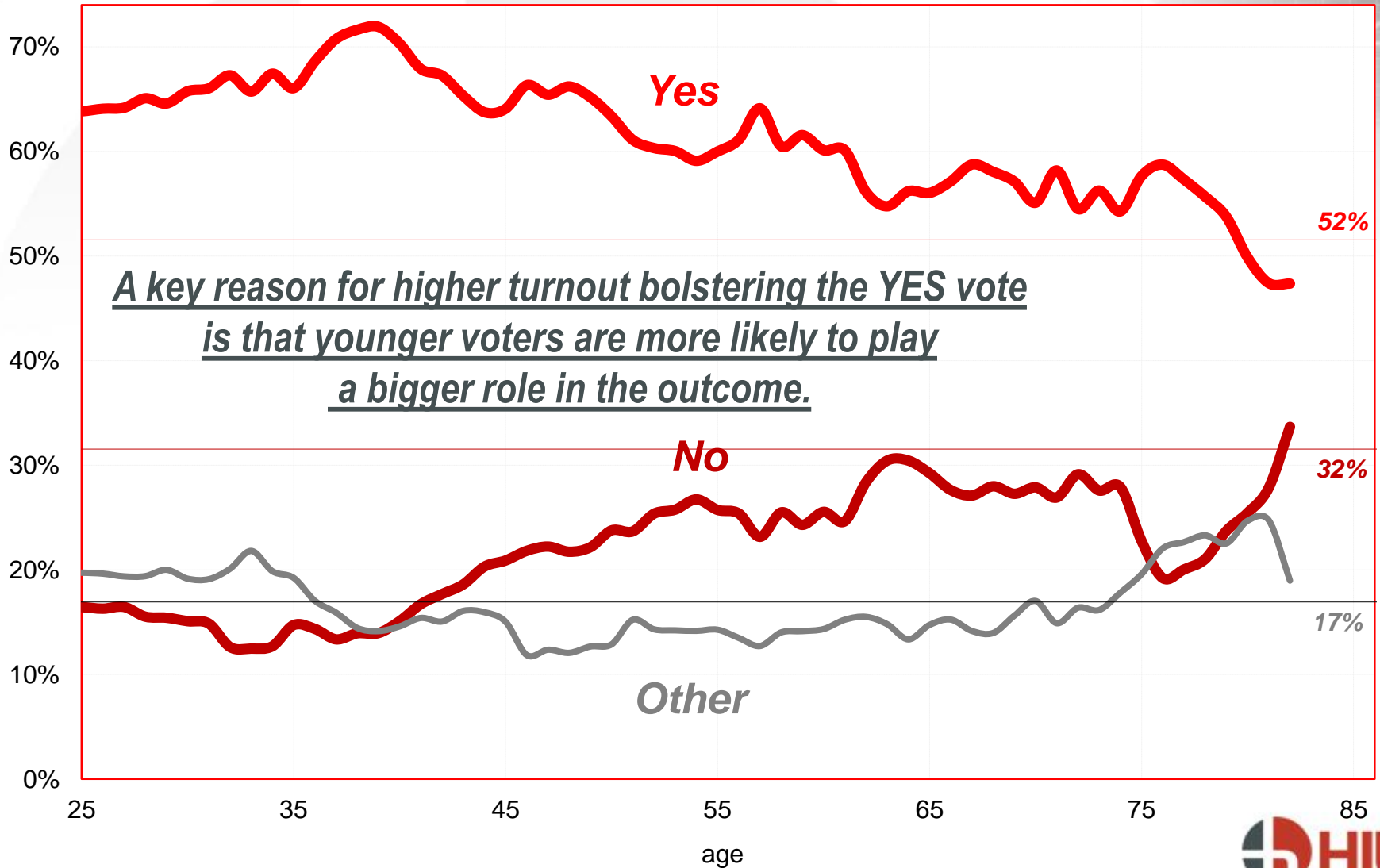
Bonds for Parks & Recreation Facilities & Conservation Lands ballot

variation by estimated turnout



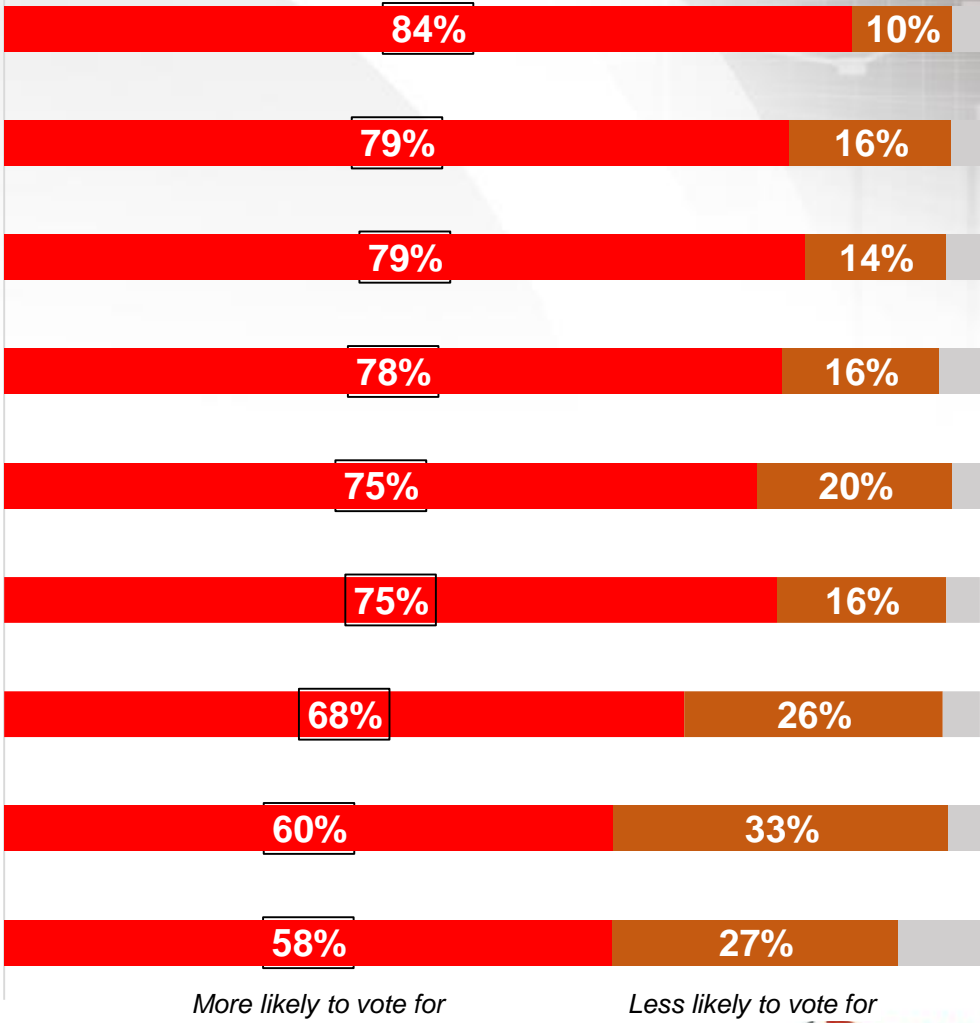
Bonds for Parks & Recreation Facilities & Conservation Lands ballot

variation by 13-year moving average of age



Impact of details of & statements about the bond proposal on likelihood of support

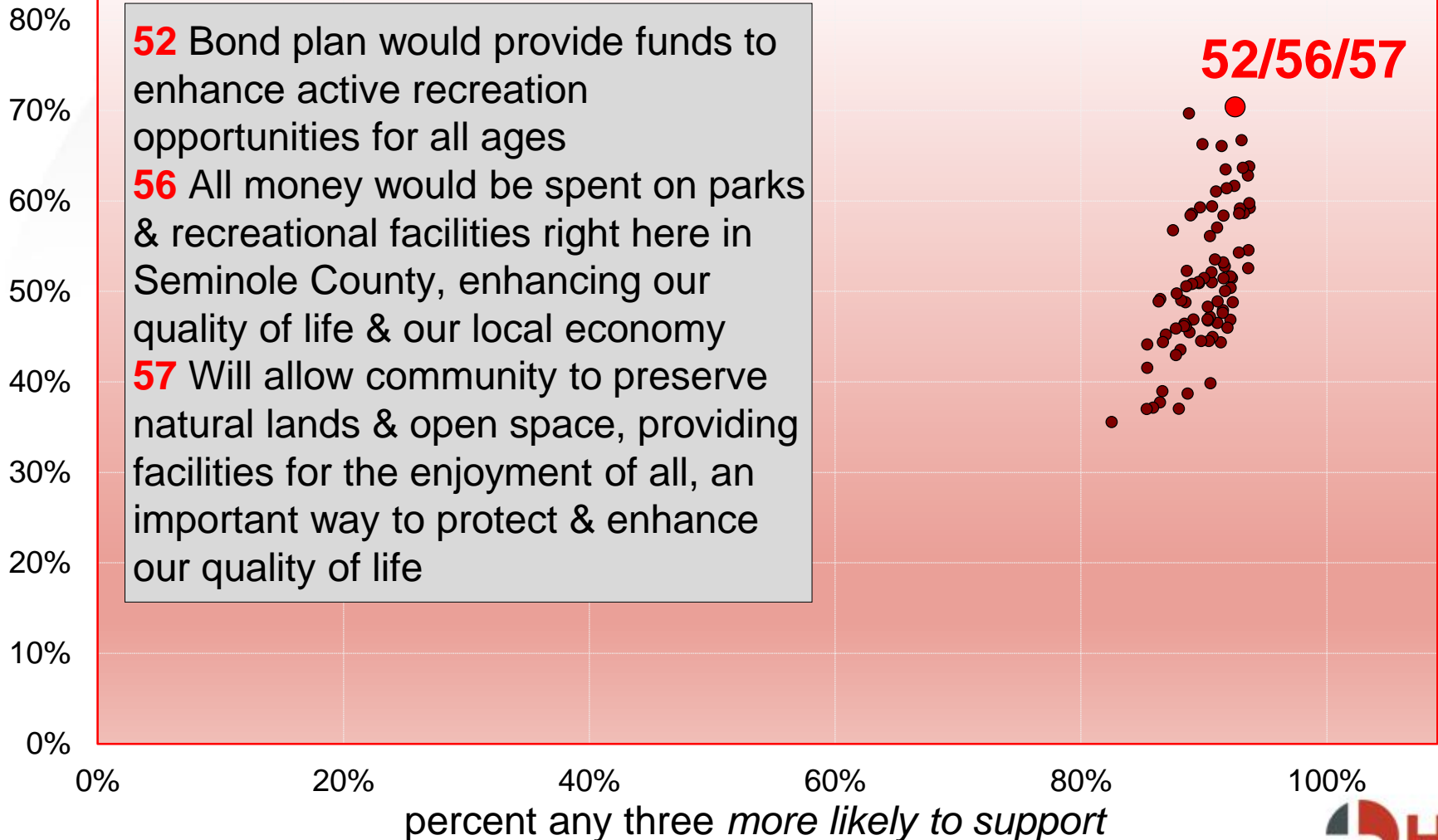
- All money from plan would be spent on P&R facilities right here in Seminole County, enhancing quality of life & local economy
- Would provide funds to enhance active recreation opportunities for all ages
- Plan will allow to preserve natural lands & open space, providing facilities for all, important way to protect/enhance quality of life
- Would extend the Natural Lands Program approved by voters in 1990 to purchase lands & wilderness areas
- Citizen committee would be appointed to monitor spending & report to public through public website & social media
- Experts say property values, business investments increase in areas that have outstanding P&R programs
- Owner of average home would pay \$43 per year, or less than \$4 per month, in additional taxes
- Would allow community to meet long-term goal of ensuring every resident lives within a mile of P&R services
- Bond debt would be repaid over 10 years



'Best 3' combination of details and statements about bond plan

Making swing voters more likely to support

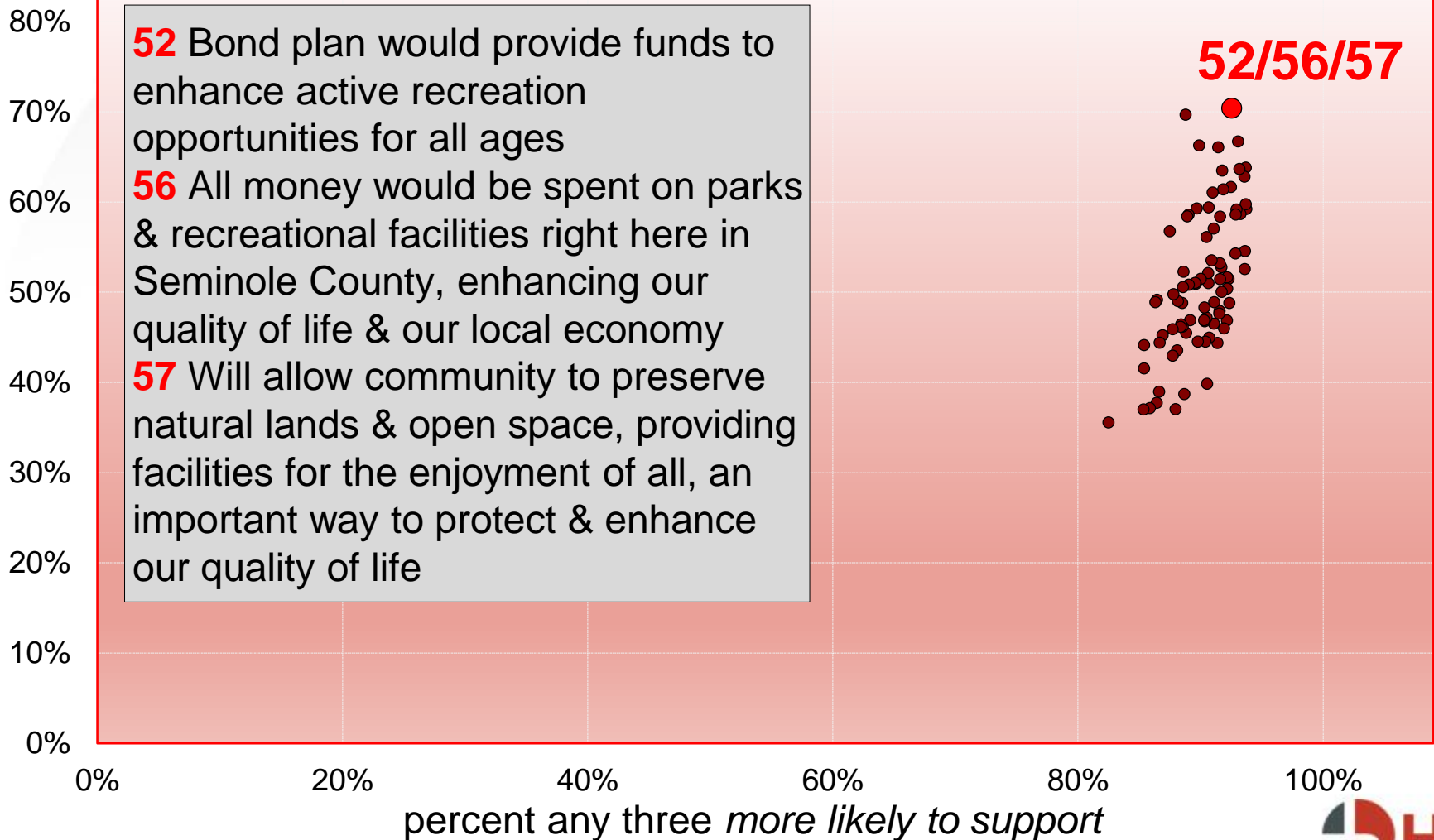
percent all three *more likely to support*



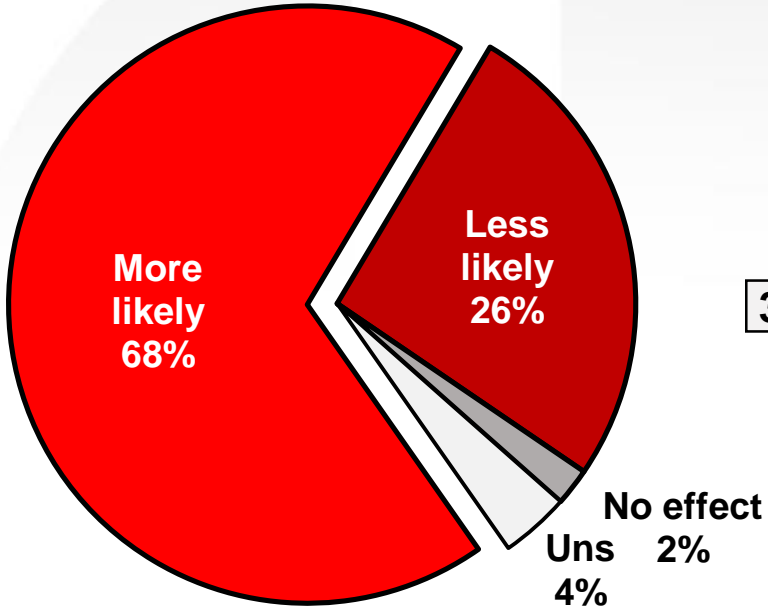
'Best 3' combination of details and statements about bond plan

Making swing voters more likely to support

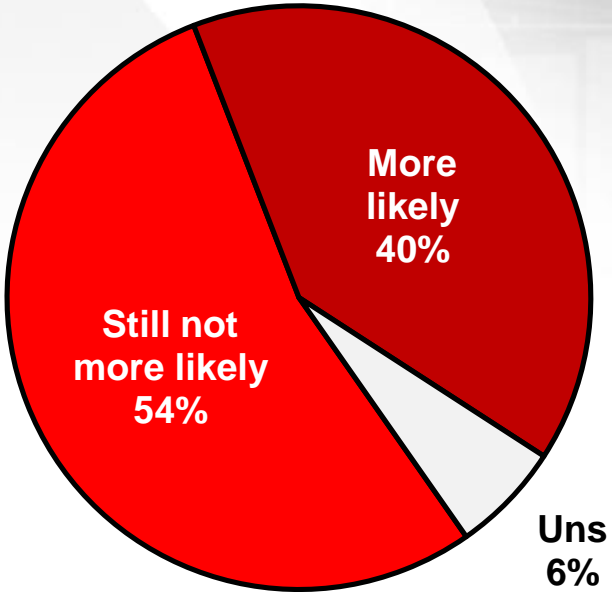
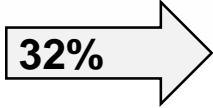
percent all three *more likely to support*



Impact of amount paid in additional taxes to repay the bonds on support for bond proposal

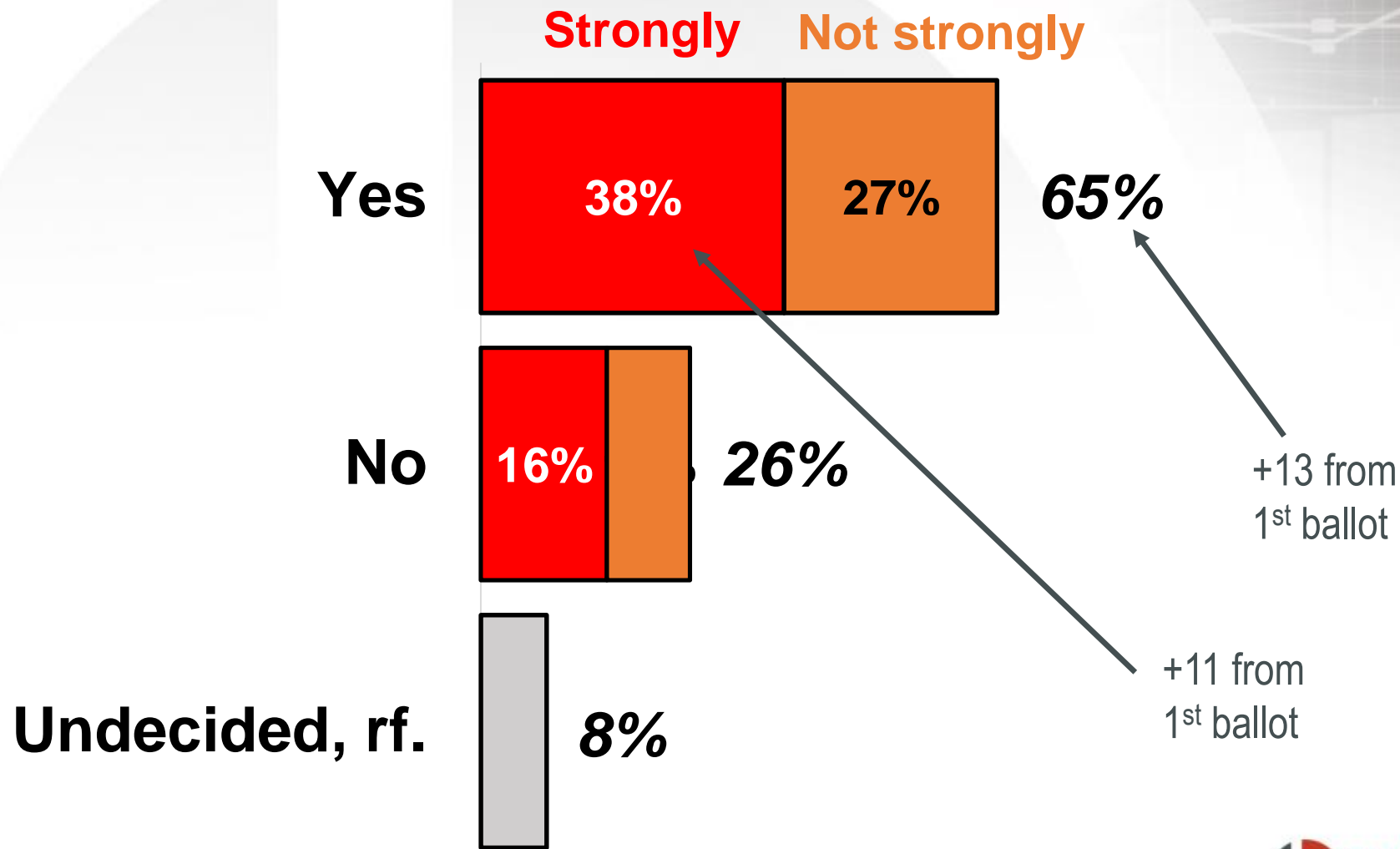


Impact of \$43 per year, or less than \$4 per month



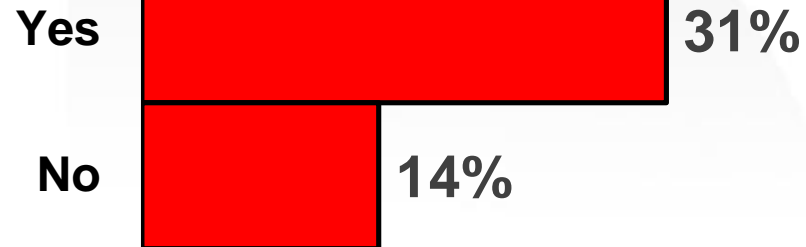
Impact if lowered to \$30 per year, or \$2.50 per month
(n = 96)

Ballot: Bonds for Parks & Recreation Facilities & Conservation Lands (follow-up ask)

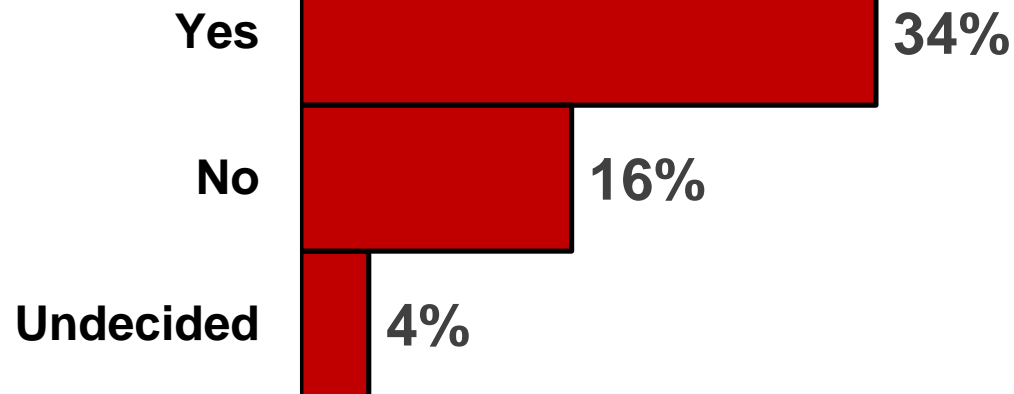


Bonds for Parks & Recreation Facilities & Conservation Lands ballot movement

Moved toward ...

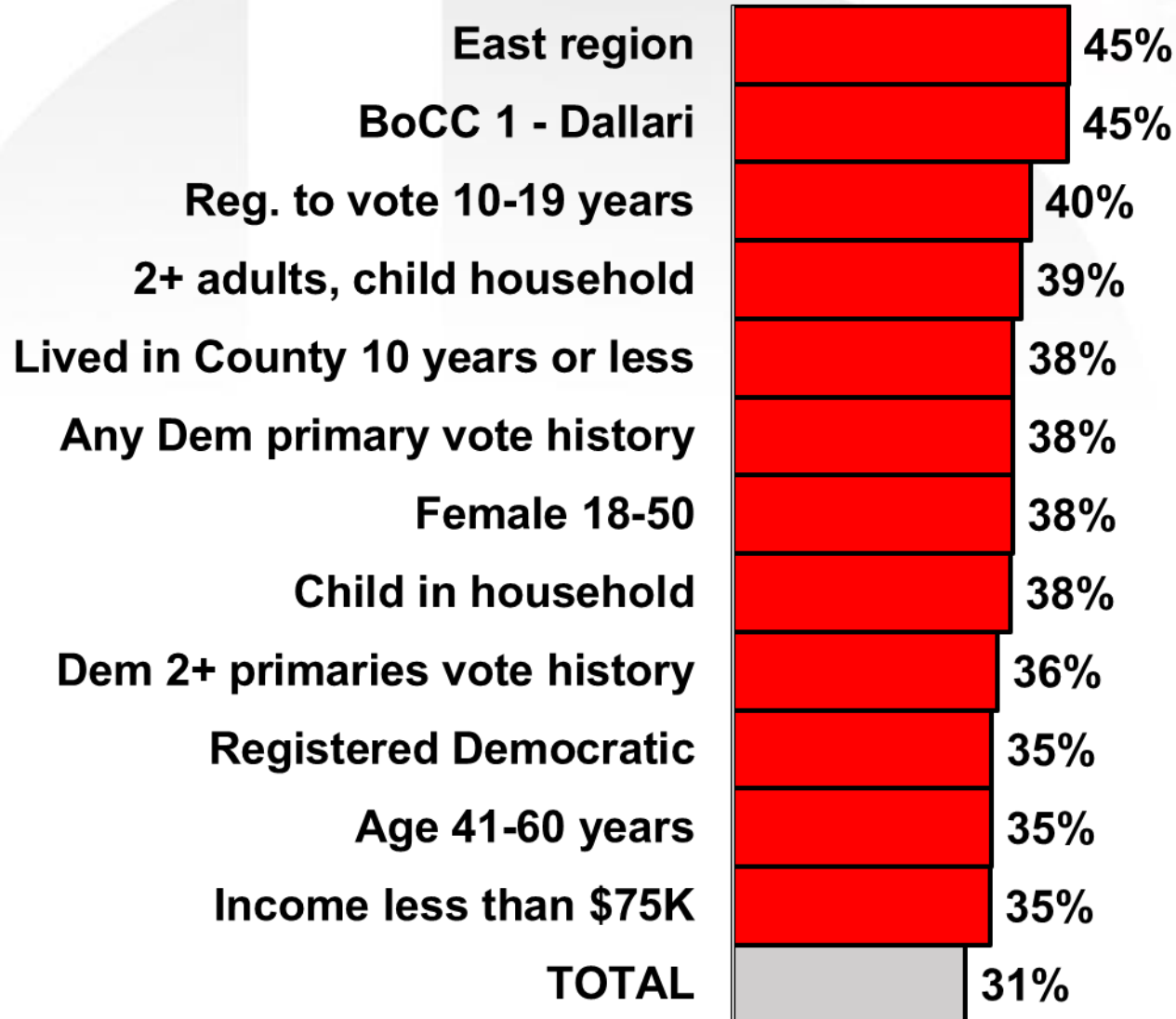


Stayed ...



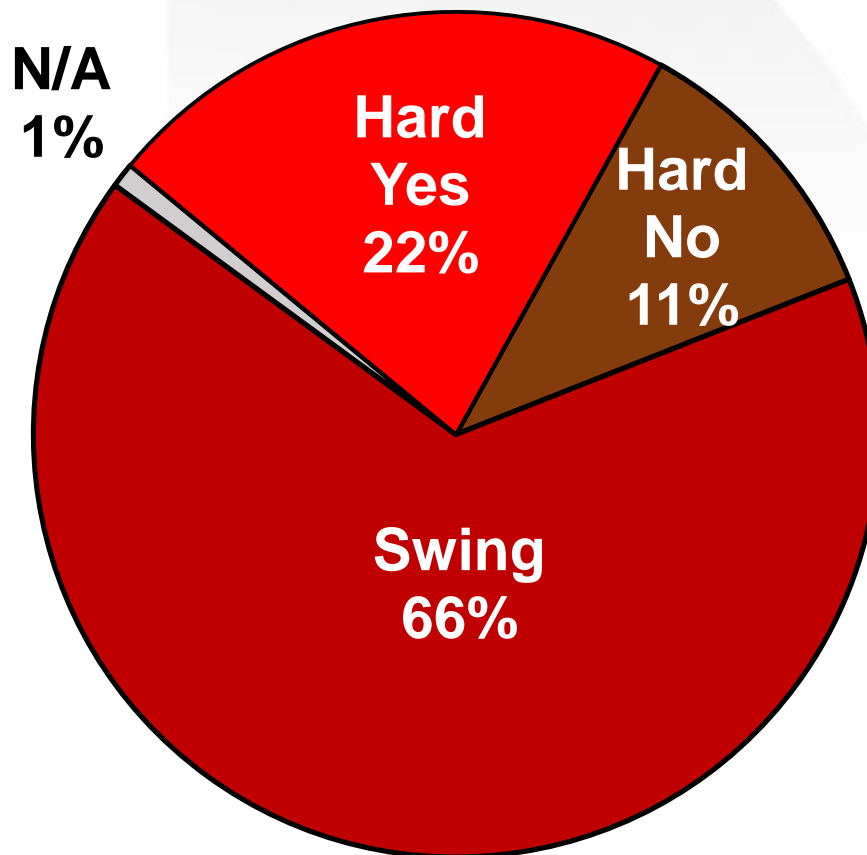
Bonds for Parks & Recreation Facilities & Conservation Lands ballot

profile of selected categories with the highest percentages of “*Moved toward Yes*”



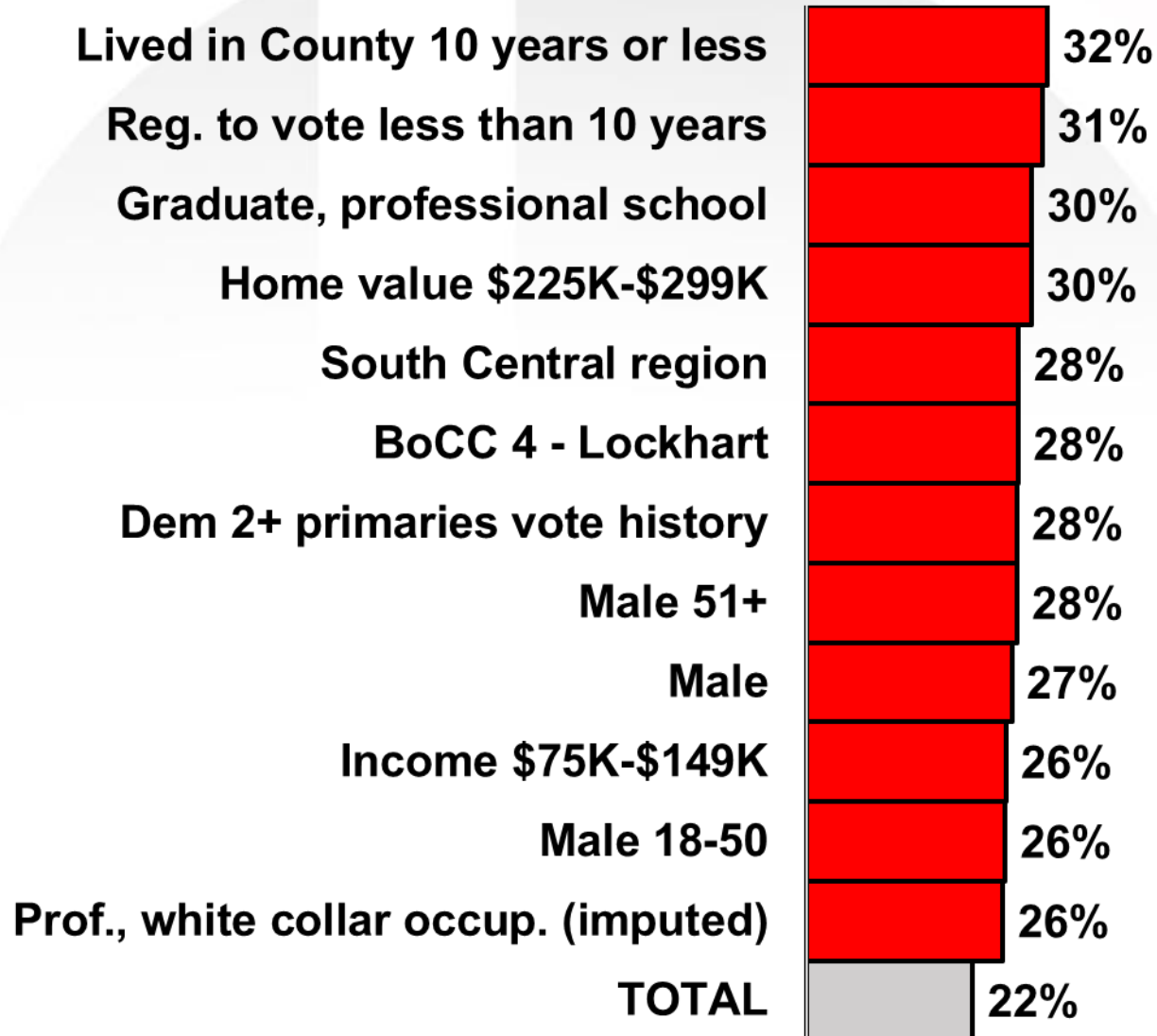
Electoral segmentation: Bonds for Parks & Recreation Facilities & Conservation Lands

Voters considered “Hard” were “strongly”
YES or NO on both bond ballots



Bonds for Parks & Recreation Facilities & Conservation Lands ballot

profile of selected categories with the highest percentages of “Hard Yes”



Bonds for Parks & Recreation Facilities & Conservation Lands ballot

profile of selected categories with the highest percentages of “Swing”

