



**PLANNING COMMISSION MEETING
ZEPHYRHILLS, FLORIDA**

**Tuesday, October 19, 2021
6:00 PM**

**Zephyrhills
City Hall**

**Council
Chambers**

Call to Order – Mayor Whitfield
Roll Call – Audrey McGuire
Invocation

1. BUSINESS ITEM(S)

2. PLANNING REPORT

2.1 **Plan Zephyrhills 2035:** Comprehensive Plan Update

1. Survey1_PlanZH_2035_2021_1009_draft

ADJOURN

*** PLEASE NOTE: This is a Public Meeting. Should any interested party seek to appeal any decision made by the Council with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceeding is made, which record includes the testimony and evidence upon which the appeal is to be based. F.S. 286.0105. If you are a person with a disability which requires reasonable accommodation in order to participate in this meeting, please contact the City Clerk at 813/780-0000 at least 48 hours prior to the public hearing. A.D.A. and F.S. 286.26.**

Public Opinion Survey 1 – Discovery Phase

PLAN ZEPHYRHILLS 2035

PURPOSE

To inform the major update of the City of Zephyrhills 2020 Comprehensive Plan, called Plan Zephyrhills 2035, two public opinion surveys will be distributed.

Survey 1 discussed herein will help us learn about community values, needs, and preferences on a range of community development topics. This survey will also drive residents and others to the City's online engagement platform where other engagement activities for Plan Zephyrhills 2035 will be available to support the entire planning process. **Survey 2** will ask the community what priority they would place on growth and development-related strategies coming out of the community visioning process (Big Ideas Phase).

Survey 1 builds on an earlier survey 'Listening to the Community' survey (2016), which had 700 responses and informed a five-year strategic plan with five focus areas. These focus areas include: 1) Downtown and In-town Neighborhoods; 2) U.S. 301 Corridor Greenfields; 3) Airport Industrial Corridor; 4) Education; and 5) City Brand (Identity) and Marketing.

Survey 1 includes 25 questions and has an estimated completion time of 15 minutes.

The survey questions consist of multiple-choice questions (16/22), open-response questions (5/25), and the option to sign up for project updates (1/22).

Demographic information is requested in the survey. This data will help the City assess the level of reach in the community and the opinions of different socioeconomic groups.

Survey 1 Questionnaire (Draft)

PLAN ZEPHYRHILLS 2035

INTRODUCTION

The City of Zephyrhills values your opinion and your time. This survey takes approximately 15 minutes to complete.

The City is currently updating its Comprehensive Plan. The plan, called *Plan Zephyrhills 2035*, will establish a citywide vision through year 2035 along with goals and actions to help make the vision reality!

By taking this survey, you will help us learn about what matters most to people in the Zephyrhills community and what types of actions would do the most to achieve our best future.

Plan Zephyrhills 2035 is scheduled to be completed mid-year 2022. The City will have more opportunities for you to participate. Please visit the Plan Zephyrhills 2035 website to learn more. [[link online engagement platform](#)].

SURVEY QUESTIONS

All fields marked with an asterisk (*) are required.

1. **Which of the following best describes you in the Zephyrhills community?** (choose all that apply)
 - a. Year-round resident
 - b. Seasonal resident
 - c. New resident (less than two years in Zephyrhills)
 - d. Operate a for-profit business in Zephyrhills
 - e. Operate a non-profit business in Zephyrhills
 - f. Work in Zephyrhills but live somewhere else
 - g. Community leader
 - h. Volunteer for a community organization
 - i. Other: Enter other text
2. **Thinking 10 years into the future of Zephyrhills, which of the following do you think are most important to our future?** (choose your top 10 in no particular order)
 - a. Aging-in-place
 - b. Decent, affordable housing
 - c. Senior housing
 - d. Energy-efficient homes
 - e. Water conservation
 - f. Secure neighborhoods
 - g. Walkable community
 - h. Bikeable community

- i. Transit service
- j. Natural lands preservation
- k. Active recreation opportunities (ballfields, etc.)
- l. Passive recreation opportunities (nature parks, picnic areas, etc.)
- m. Economic development
- n. Social equity
- o. Promoting local businesses
- p. Industrial/manufacturing jobs
- q. Tourism development
- r. Education opportunities
- s. Preserving our history and historic structures
- t. Maintaining our unique identity
- u. Tree preservation/city reforestation
- v. Reducing property taxes
- w. Resiliency (ability to quickly respond or adapt to unforeseen negative events)
- x. Sustainability (ability to grow responsibly while preserving critical resources for the future)
- y. Other (please specify)

3. How familiar are you with the following Zephyrhills initiatives and activities?

(Choose one option for each of the following)

- a. Neighborhood cleanup program (name?)
- b. Main Street program
- c. Community Redevelopment Agency and Plan
- d. ReImagine Gall Boulevard
- e. City branding
- f. Zephyrhills Industrial Corridor
- g. Zephyrhills Economic Development Coalition (ZEDC)

Options:

- ☐ Extremely familiar
- ☐ Very familiar
- ☐ Moderately familiar
- ☐ Slightly familiar
- ☐ Not familiar at all

h. LED streetlight replacement program?

i. Energy-efficiency programs?

j. Community development-related resolutions?

k. City social media communications (Facebook, Twitter, other?)

4. Where do you feel things are generally headed in Zephyrhills?

- a. Right direction
- b. Somewhat in the right direction
- c. In-between
- d. Somewhat on the wrong track
- e. Wrong track

5. What you think is most special about Zephyrhills.

6. As the City plans for future growth, how do you rate the importance of these current priorities?

- a. Welcoming and inclusive community
- b. Economic resiliency (diverse economy, attracting/retaining higher paying jobs)
- c. More transportation choices/ways to get around
- d. Safe walking or biking to shopping and other places
- e. Stable, attractive neighborhoods
- f. Housing choices for different household types (families, young adults, seniors, etc.)
- g. Downtown and in-town redevelopment/revitalization
- h. Preserving rural character in undeveloped greenfield areas
- i. Environmental sustainability

Options:

- ☐ Very important
- ☐ Important
- ☐ Somewhat important
- ☐ Not important

7. A community may experience **shocks**. Shocks are short-term events that suddenly threaten a community's ability to function and have substantial negative effects. Which of the following shocks are of most concern in Zephyrhills? (choose your top 5 in no particular order)

- a. Severe storms and rainfall
- b. Inland flooding
- c. Hurricanes
- d. Wildfires
- e. Extreme heat
- f. Hazardous materials accidents, such as an oil spill
- g. Disease outbreak
- h. Infrastructure or building failure
- i. Riot/civil unrest
- j. Cyber security attack
- k. Other: Enter other text

8. A community may experience **stresses**. Stresses are long-term trends that weaken the ability of a community to function and succeed. Which of the following stresses are of most concern in Zephyrhills? (choose your top 5 in no particular order)

- a. Limited water supply
- b. Lack of affordable housing
- c. Poor air quality

- d. Poor water quality in lakes and rivers
- e. High unemployment
- f. Lack of job opportunities that offer a living wage
- g. Homelessness
- h. Population growth and changing demographics
- i. Needs of an aging population
- j. Lack of access to affordable and healthy food options
- k. Lack of access to adequate health care or high health care costs
- l. Lack of safe access to public open spaces, especially for persons with disabilities
- m. Changing economic trends (e.g. material cost increases, inflation, economic downturns)
- n. Poverty/inequity
- o. Social conflict
- p. Aging infrastructure (e.g. roads, buildings, sewer, and power grid)
- q. Crime and violence
- r. Transportation safety
- s. Traffic congestion
- t. Energy and/or transportation costs
- u. Other: Enter other text

9. When do you think climate change will impact your life? (choose one)

- a. Now
- b. Within the next five years
- c. Within the next 25 years
- d. All of the above
- e. Never
- f. Other: Enter other text

10. Which is more important to you?

Wide lots and preserving less natural open space	Narrow lots and preserving more natural open space
Building homes in already developed areas with existing public infrastructure	Building homes in undeveloped greenfields areas and expanding public infrastructure
Having different housing types in neighborhoods to suit a broad range of household types	Having mostly detached single family homes in neighborhoods to suit a narrow range of household types
Walking or biking to shopping at small-scale shops near your home	Driving to all of my shopping locations

11. What do you think would make housing more affordable?

12. Which topics would you most like to see included in Plan Zephyrhills 2035? (choose your top 5 in no particular order)

- a. Livability (High quality outdoor spaces, ways of travel, gathering places, and other destinations that increase the well-being of people of all ages and abilities)
- b. Smart growth (Development that balances the needs of economic development and jobs, strong neighborhoods, and healthy communities and natural areas)
- c. Environmental conservation and protection of local ecosystems
- d. Resource management and materials recovery (e.g., recycling)
- e. Diversity, inclusion, and social equity
- f. Economic opportunity, workforce training, and job creation
- g. Protection of important public infrastructure from shocks and/or stressors (hospitals, electricity, water systems, etc.)
- h. Public health and safety
- i. Environmentally friendly and resource-efficient development and buildings
- j. Energy performance and efficiency
- k. Financial decision-making processes for City programs and investments
- l. Other: Enter other text

13. What would you change in Zephyrhills over the next 10 years?

14. What would you not change (preserve) in Zephyrhills over the next 10 years and beyond?

DEMOGRAPHIC SECTION:

Please share some information about yourself to help us know if we are hearing from a diverse range residents and other Zephyrhills stakeholders. All survey responses are anonymous. Your email address will not be linked to your responses.

15. **Please select the Zephyrhills neighborhood where you live.** (choose one)

- Neighborhood 1
- Neighborhood 2
- Neighborhood 3
- I do not live in Zephyrhills
- Other: Enter other text

16. **Please provide your zip code:***

17. **What is your age?**

- a. Under 18
- b. 18-24
- c. 25-44
- d. 45-64
- e. 65 and older
- f. Prefer not to say

18. **What is your race? (choose all that apply)**

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American
- d. Native Hawaiian or Other Pacific Islander
- e. White
- f. Other
- g. Prefer not to say

19. **Are you of Hispanic or Latino ethnicity?**

- a. Yes
- b. No
- c. Prefer not to say

20. **What is your household income?**

- a. Less than \$25,000
- b. \$25,000 - \$49,999

- c. \$50,000 - \$100,000
- d. Over \$100,000
- e. Prefer not to say

21. Do you own or rent your home in Zephyrhills?

- a. I own my home
- b. I rent my home
- c. I live in Zephyrhills but I do not own or rent my home
- d. I do not live in the Zephyrhills

**22. Would you be interested in receiving email updates on the Plan Zephyrhills 2035?
If so, please provide your email address and any other information you would like to share below:**

- a. Your email:

- b. Your name:

- c. Your phone number:

- d. Why are you interested in participating in the Plan Zephyrhills 2035?

- e. How would you like to participate? (choose all that apply)

- 1) Receive updates by email
- 2) Receive updates by text
- 3) Receive updates by social media (Facebook, Twitter, etc.)
- 4) Attend a focus group or listening session
- 5) Attend a community workshop in-person
- 6) Attend a community workshop online/virtually
- 7) Take a survey
- 8) Read information on a website and fill out a comment form
- 9) Host a speaker presentation about Plan Zephyrhills 2035 in your neighborhood