

# StPete2050: Public Engagement Report

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PREPARED FOR



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## Acknowledgements

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### St. Petersburg City Council:

- › District 1: Robert Blackmon & Charlie Gerdes, Past Member
- › District 2: Brandi Gabbard
- › District 3: Ed Montanari, Council Chair
- › District 4: Darden Rice
- › District 5: Deborah Figgs-Sanders & Steve Kornell, Past Member
- › District 6: Gina Driscoll, Council Vice Chair
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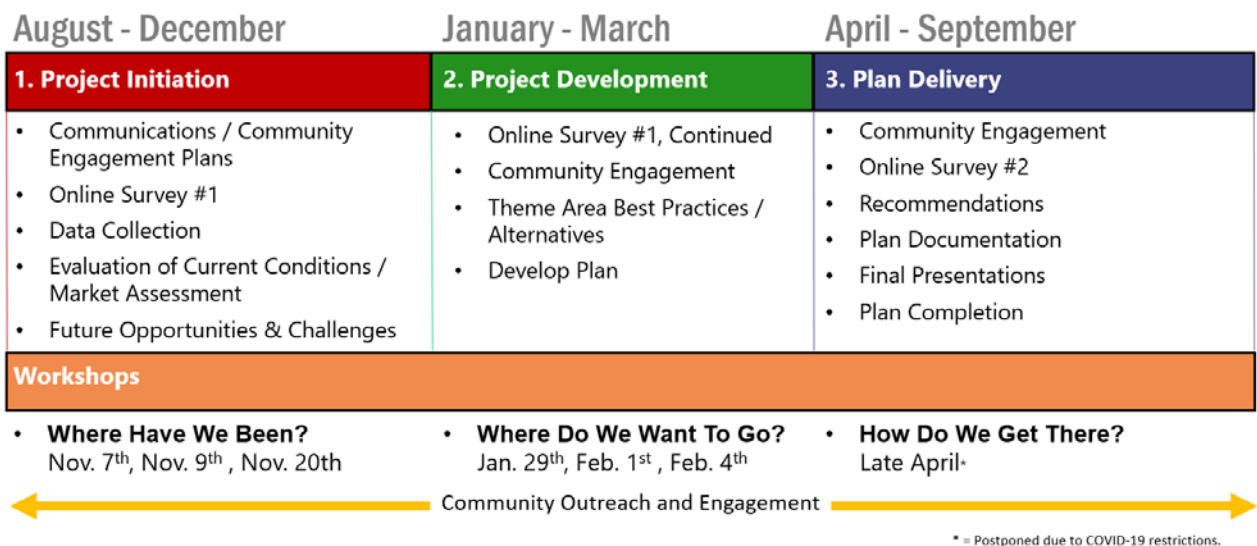
- › VHB – Project Management / Land Use / Sustainability / Mobility
- › Garth Solutions – Public Engagement / Outreach
- › Destination Better – Public Engagement / Outreach
- › Sasaki Associates – Urban Design / Open Space
- › Landwise Advisors – Market Assessment

# 1. Executive Summary

StPete2050 is an inclusive, citywide dialogue about the future of St. Petersburg. This ongoing conversation about St. Petersburg's path to 2050 will occur through a variety of channels, mediums, and activities – all strategically timed and targeted to encourage active and meaningful public engagement. This report documents the community engagement program for the StPete2050 citywide vision process.

The process began in August 2019 with the majority of community engagement occurring in November 2019 through June 2020. Two online community surveys yielded over 4,000 responses, with the first survey period in November 2019 through January 2020, and the second survey period in March 2020 through June 2020. Various events and activities including two workshop series involved more than 3,300 participants. Feedback on the project website yielded approximately 500 comments. In total there were nearly 7,800 points of engagement during the StPete2050 process.

**Figure 1.1: Project Schedule**



Community engagement occurred throughout all three stages of the project. The project schedule is shown in Figure 1.1. Unfortunately, many in-person events and the third series of workshops that were planned had to be canceled mid-March 2020 in response to social distancing guidance from the Centers for Disease Control, governor's orders restricting group gatherings, and policies adopted by the City of St. Petersburg related to the COVID-19 pandemic. It became quickly apparent that the pandemic restrictions would continue for many months, so the decision was made to complete the project on schedule since substantial community outreach already occurred.

## **StPete2050 Theme Areas**

1. Arts and Culture
2. Attainable Housing
3. Diversity, Equity, and Inclusion
4. Education
5. Growth and Character
6. Healthy Communities
7. Parks, Recreation, and Open Space
8. Shared Economic Prosperity
9. Sustainability and Resilience
10. Transportation and Mobility

The outreach team consisted of City staff and members of the consultant team. The assortment of engagement strategies was conceived to engage diverse participants in purposeful conversations. The wide-ranging dialogue with thousands of St. Petersburg residents and workers was sorted into ten theme areas utilized throughout the process.

## 2. Engagement Methods

### 2.1 Online Activities

The public engagement process began in August 2019 with the establishment of a dedicated website [www.stpete2050.com](http://www.stpete2050.com). It includes a “Get Involved” form that asks for name, email address, and feedback. Nearly 600 comments were provided through mid-October 2020. Project information and community events were added to the website and posted on the City’s social media channels. Emails were also collected at workshops, community events, and online community surveys. Periodic emails helped to keep participants informed throughout the project, providing notice of events and requests to take the online surveys. The email database will allow for continued dialog in the upcoming implementation phase.

### 2.2 Community Workshops

The StPete2050 community engagement program included two series of in-person community workshops, with each series containing three individual workshops. A third series of in-person workshops planned for the end of April 2020 was canceled in response to social distancing guidance from the Centers for Disease Control, Governor’s Executive Orders, and the City of St. Petersburg, related to the COVID-19 pandemic.

#### Workshop Series 1

The first series of workshops included:

- 1A. Thursday, November 7, 2019 at 6:00 p.m. to 8:00 p.m. at The James Museum, 150 Central Avenue, St. Petersburg, FL 33701
- 1B. Saturday, November 9, 2019 at noon to 2:00 p.m. at the Center for Health Equity, 2333 34th Street S., St. Petersburg, FL 33711
- 1C. Wednesday, November 20, 2019 at 6:00 p.m. to 8:00 p.m. at J.W. Cate Recreation Center, 5801 22nd Avenue N., St. Petersburg, FL 33710.

**Figure 2.2.1: First Workshop at Center for Health Equity**



A total of 294 participants attended the three Series 1 workshops, geographically dispersed throughout the city. The same information was presented at each of the three workshops. Attendees received handouts with a brief summary of the project and a comment card.

Participants were welcomed by a City official and a one-minute “What’s Your Future St. Pete?” video was shown. City planning staff provided a visual presentation that introduced the StPete2050 purpose and



process, discussed progress made since the adoption of the Vision 2020 Plan, and explained and urged participation in a facilitated tabletop exercise.

The tabletop exercise allowed attendees of Workshop Series 1 to illustrate their opinions of the city's strengths and opportunities for improvement on a 24-inch by 36-inch map of St. Petersburg. This table set up is shown in Figure 2.2.1. The round tables encouraged communication between the participants and the facilitator. This collaborative approach resulted in most attendees learning from each other and making meaningful contributions to the discussion.

Results of the Workshop Series 1 mapping exercise are provided in Section 3 of this report. Comment cards were compiled and summarized in Section 5 of this report.

## Workshop Series 2

The second series of workshops included:

- 2A. Wednesday, January 29, 2020 at 6:00 p.m. to 8:00 p.m. at the Center for Health Equity, 2333 34th Street S., St. Petersburg, FL 33711
- 2B. Saturday, February 1, 2020 at 10:30 a.m. to 12:30 p.m. at St. Petersburg Main Library, 3745 9th Avenue N., St. Petersburg, FL 33713
- 2C. Tuesday, February 4, 2020 at 6:00 p.m. to 8:00 p.m. at Willis S. Johns Recreation Center, 6635 Dr. Martin L. King Jr. Street N., St. Petersburg, FL 33702

A total of 173 participants attended the three Series 2 workshops, geographically dispersed throughout the city. The same information was presented at each of the three workshops. The workshops began with an informational presentation conducted by City staff including high-level results from Workshop Series 1 and the first online survey. Afterwards, attendees received a ten-page packet of information relating to the ten theme areas shown in Section 1. Each page of the packet presented information on one theme area. These included current City efforts, and an opportunity to rank the existing status and offer specific recommendations for improvement.

**Figure 2.2.2: Second Workshop at Willis S. Johns Rec Center**



Each table was assigned a conversation facilitator who also notated the recommendations for each theme area that were generated through the roundtable discussion. Between these sheets and the individual worksheets, the attendees of the meetings provided hundreds of recommendations on actions St. Petersburg can take to improve the lives of its residents. This table set up is shown in Figure 2.2.2.

Results of the Workshop Series 2 theme exercise are provided in Section 6 of this report.

## 2.3 Community Events

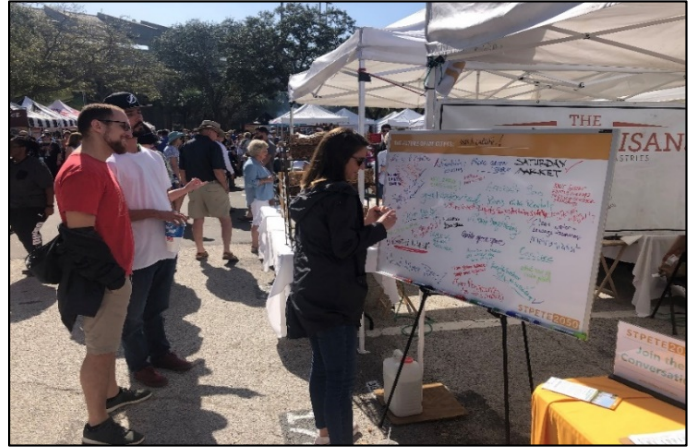
In order to engage residents who would not typically attend public meetings, the outreach team attended over 45 community events, reaching approximately 2,870 persons. These events included St. Pete Run Fest, Edwards Family Gala, Grow Smarter Summit, Celebrating Champions, Localtopia, trivia night and two bar crawls. Participants were also engaged at the Pinellas Suncoast Transit Authority (PSTA) Grand Central Terminal and at several neighborhood meetings including the Council of Neighborhood Associations. Community events planned for April 2020 and beyond were canceled in response to the COVID-19 pandemic.

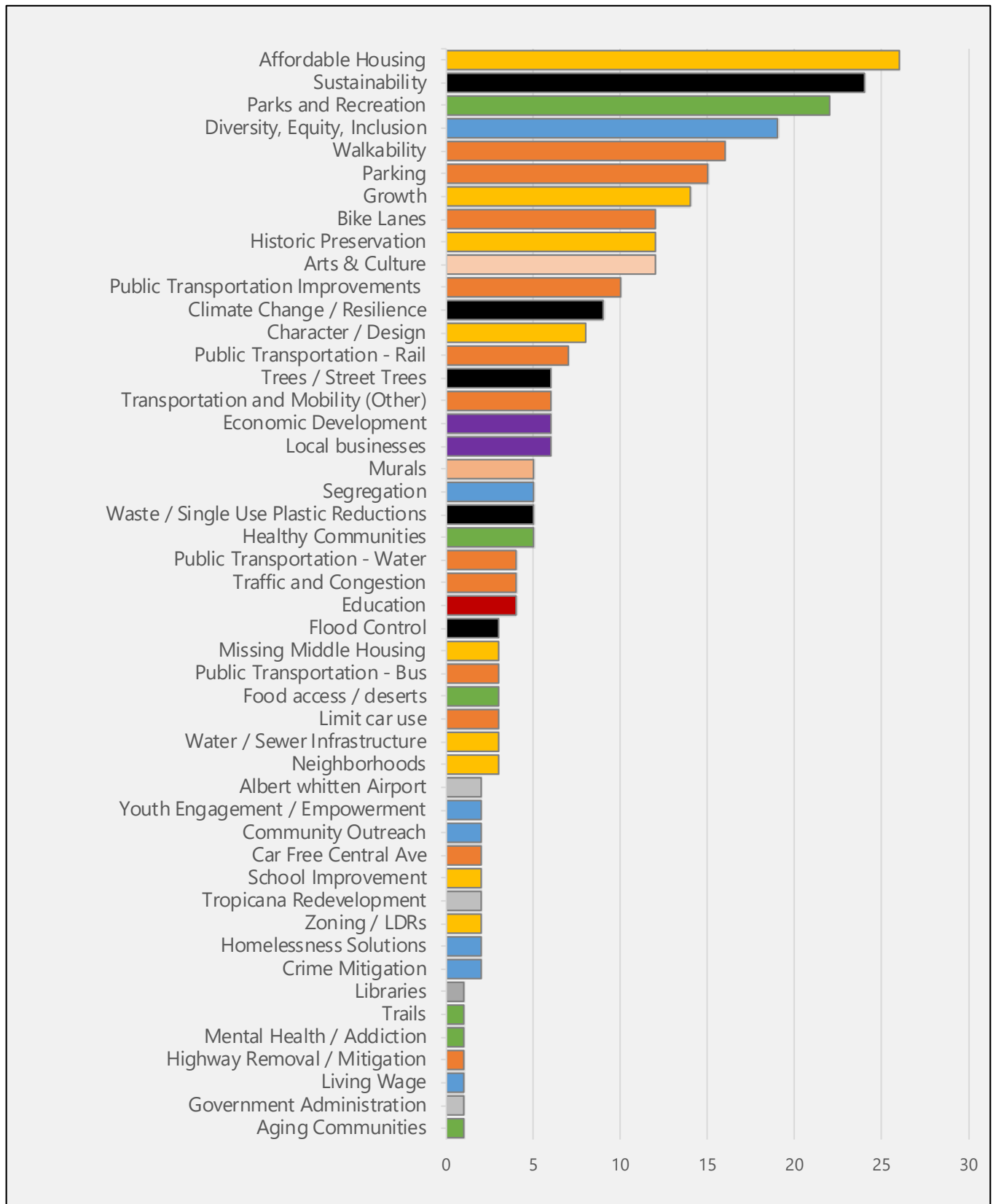
Branded materials, such as stickers and informational cards, were handed out at these events in order to remind attendees to take the survey and visit the project website. Community events were geographically dispersed through the city with the goal of wide-ranging participation. A complete list of events is included in the appendix of this report.

A branded mobile white board was set up at many of these events and attendees were invited to write their vision on the board. Figure 2.3.1 is a photo of this at the Saturday Morning Market on December 28, 2019. This served as a colorful and interesting way to attract attendees passing by to approach the StPete2050 booth. Computer tablets and printed surveys were available for those who wanted to complete a survey at the booth.

Additionally, those interested were asked to provide their email to be contacted for updates on the project and to receive a reminder to attend upcoming community workshops. Many one-on-one conversations were had in which participants were asked to remain involved in the process. A summary chart of categorized white board comments collected at community events from November 15, 2019 to January 20, 2020 is shown in Figure 2.3.2.

**Figure 2.3.1: Mobile White Board at Saturday Market**



**Figure 2.3.2: Mobile White Board Comments**

## 2.4 Nontraditional Community Outreach

In addition to traditional public engagement techniques, the outreach team made special efforts to engage St. Petersburg residents that may not routinely come out to public meetings or citywide events.

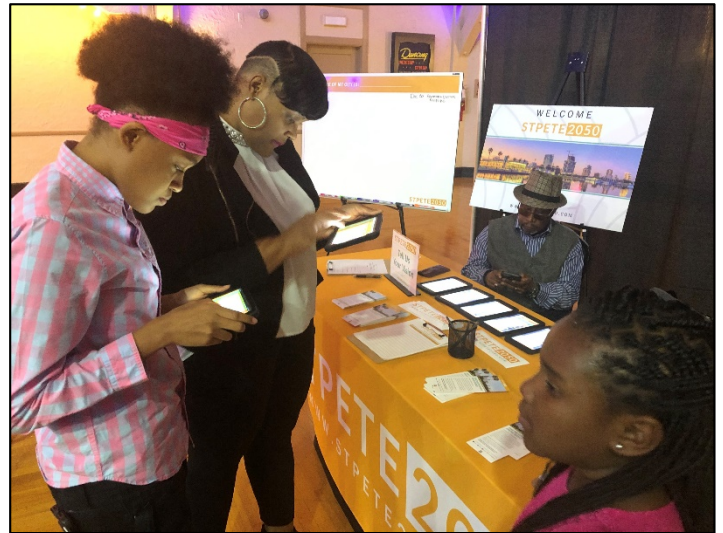
The mostly one-on-one outreach method identified underrepresented communities and engaged over 150 individuals and at least one youth group in the predominantly African American demographic. The team engaged residents in several different neighborhoods and facilitated completion of community surveys on mobile tablets or printed copies, which were provided. The team went to homeowner's associations, restaurants, barbershops and salons, schools, youth farms, and local gatherings. Residents who interacted with the team were personally invited to become more involved in the community conversation.

Figure 2.4.1 is a photo taken at the Celebrating Champions: My Brother's and Sister's Keeper event on December 20, 2019. Many attendees completed the StPete2050 online community survey on mobile tablets at the event. Figure 2.4.2 is a photo taken at the St. Pete Fire Department (SPFD) Wear Red Day Blood Pressure Screenings event downtown.

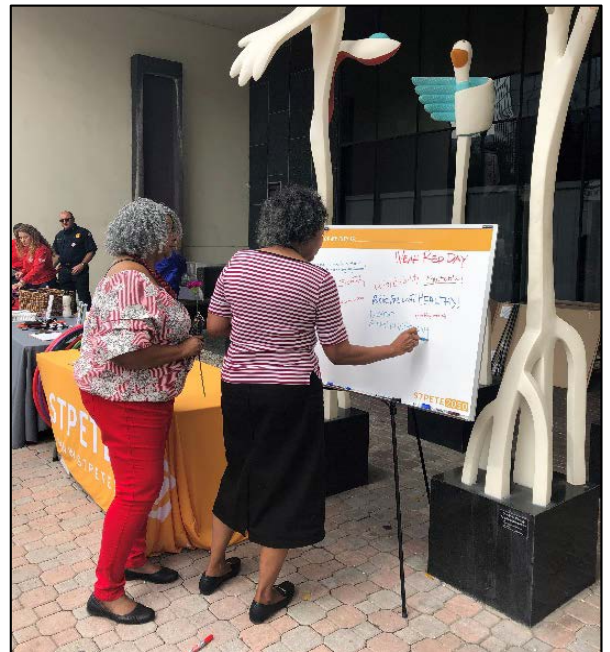
A number of city strengths, such as good parks, arts and culture and diversity were identified. The greatest amount of feedback centered around opportunities for improvement. There was considerable dialogue around the establishment of a sustainable economic base with universal access to public services, better mass transit options, improved economic opportunity and wealth creation.

Constructive observations were made around improved local infrastructure with development throughout the city not just downtown. There was some concern about persistent and intergenerational poverty, affordability in housing, and neighborhoods being transformed or rejuvenated by investors or others. Specifically, investors who have considerable income thereby driving up rents and forcing some lower-income residents to seek alternatives that are rapidly disappearing.

**Figure 2.4.1: Booth at Celebrating Champions Event**



**Figure 2.4.2: Booth at SPFD Wear Red Day**





## 2.4 Youth Focused Outreach

Since it is important to engage younger residents to plan for the future, school outreach was a special priority. The education strategy engaged both K-12 and higher education students and included participation in the Great American Teach-In. Various methods were used for this engagement including a print version of the online community survey, a Workshop Series 1 mapping exercise, mobile white boards, tables set up on campuses, and small group conversations.

Schools where students were engaged in this phase include St. Petersburg High School, Academy Prep, St. Petersburg College (SPC), and University of South Florida St. Petersburg (USFSP) downtown campus.

**Figure 2.4.2: Booth at St. Petersburg College Event**



Figure 2.3.2 is a photo taken at SPC on January 16, 2020. Students were encouraged to take the StPete2050 online community survey on mobile tablets and share ideas on the white board at the event. Booths like this were set up at all three SPC campuses at Gibbs, Downtown and Midtown, and USFSP Downtown. At additional SPC events, a StPete2050 team member had the opportunity to sit down with students and facilitate a discussion in the same format as the second series of workshops.

The outreach team also partnered with the City of St. Petersburg Parks and Recreation Department's After School Program to engage approximately 200 students from elementary to middle school about what they hope St. Petersburg will be in 2050. A high-level overview was given of the StPete2050 project and how it relates to their lives. It was also seen as an opportunity to educate them on the role of municipal government and the field of urban planning.

Students were then given a handout which prompted them to give their current age, their age in 2050, and space to draw or write what they want their city to be like in 2050. Their responses ranged widely in topics, from protecting nature and having a lot of trees, to more playgrounds and flying cars. An example is shown in Figure 2.3.3.

Figure 2.4.3: Youth Vision Drawing

**STPETE 2050**

MY FIRST NAME IS: [REDACTED]

I AM 9 YEARS OLD. IN 2050 I WILL BE 39 YEARS OLD.  
Hint: Add your age + 30

THE FUTURE OF MY CITY IS:

No Polutic  
NO Landfills  
No Littering  
NO Harming animals  
NO Cutting ~~down~~ trees.  
down trees.

No Littering

### 3. Workshop Series 1 Mapping Exercise

After the presentation portion of the first workshop series, participants were asked to partake in a facilitated group discussion at their tables. These discussions centered around a large table-top map of the city and the eight initial theme areas.

Figure 3.1.1 displays an example of a completed map from Workshop 1B illustrating how participants had the opportunity to relate their comments to specific geographic areas while the facilitator captured more general discussion in the comment box.

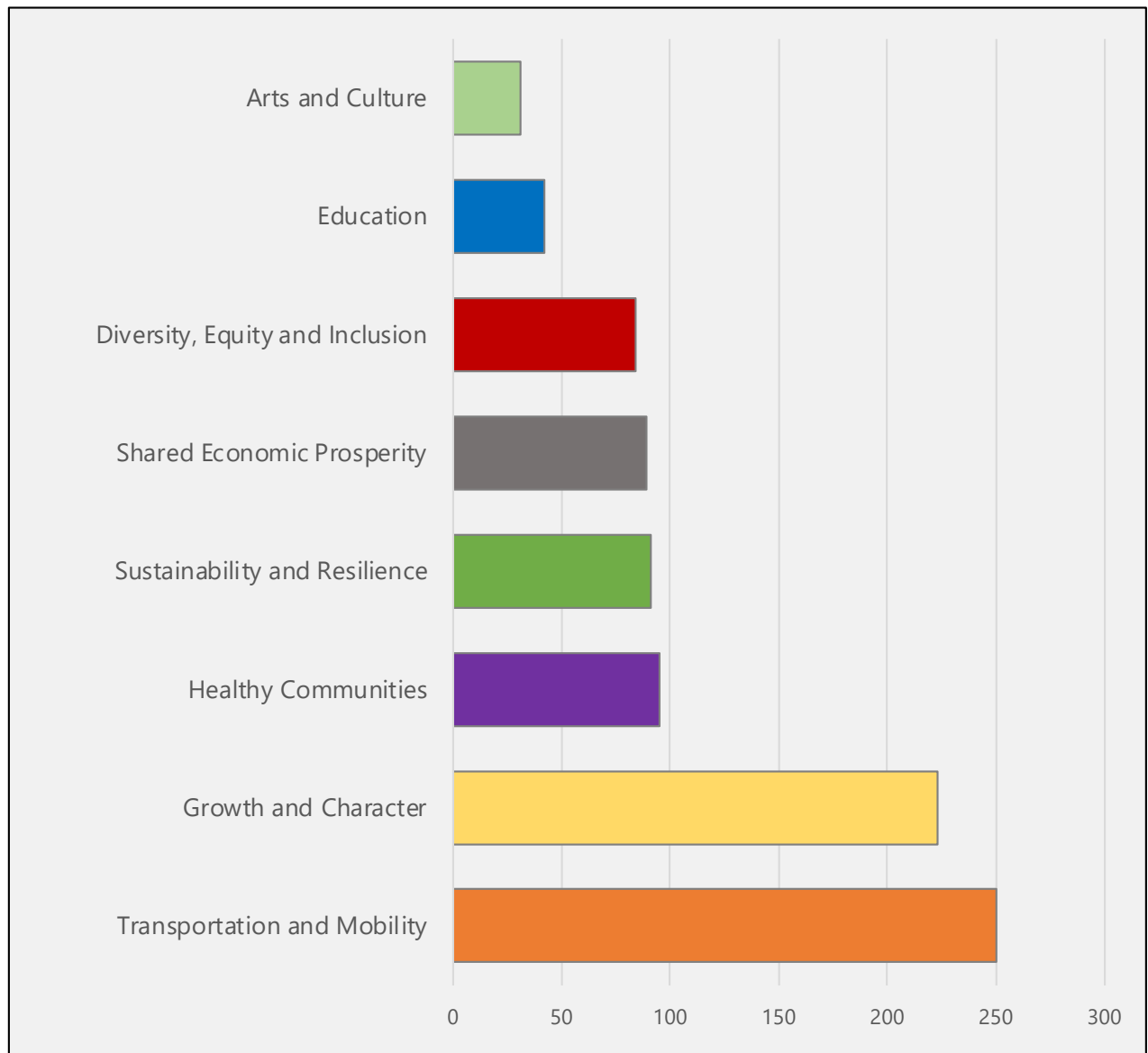
The chart presented in Figure 3.1.2 shows the high-level results of the mapping exercises from all three Series 1 workshops. The most frequent comments related to transportation, where participants drew desired passenger rail routes, bus corridors, and bike lanes on the maps. Many of the Growth and Character theme comments related to where participants would like to see growth occur, what it should look like, and where it should be tempered.

The Workshop Series 1 presentation, theme exercise handout, and participant mapping results can be seen in their entirety in the appendix of this report in the corresponding file attachments. Participants were not limited in their mapped responses. Several recurring themes included:

- Protect waterfront
- Increase mobility options
- Provide more workforce housing
- Increase employment options
- Improve infrastructure for climate change

**Figure 3.1.1: Example of Completed Workshop Map**



**Figure 3.1.2: Workshop Results by Theme Area**



## 4. Online Community Survey 1 Results

The StPete2050 engagement program included two online community surveys that were created using MetroQuest™, a user-friendly platform. It utilizes an interactive and visually-appealing framework specifically designed for planning efforts. The first survey was opened on November 7, 2019 and closed on January 21, 2020. During these 75 days, 2,564 participants completed the survey. The purpose of this first survey was to engage the community in a high-level discussion of theme areas and identify priorities. The survey allowed participants to rank the theme areas in order of importance, answer specific questions relating to strengths and opportunities, share their vision, and comment on specific locations through an interactive map.

The results highlight the importance of transportation, education, attainable housing, sustainability, diversity and inclusion, and economic prosperity. Feedback from this survey and the other engagement methods serve as a foundation for the StPete2050 Plan. The survey was shared through a variety of methods including social media, email lists, utility bill inserts, neighborhood meetings, newspaper articles, a televised news story, community events and workshops. An archived version of the first survey remains available at [StPete2050-demo.metroquest.com](http://StPete2050-demo.metroquest.com). The complete data analysis can be found in the appendix. The first online community survey consisted of five screens including an introduction, theme ranking, strengths and opportunities, mapping exercise and respondent's demographic information.

### 4.1 Screen 1 - Introduction

The welcome screen shown in Figure 4.1.1 provided an overview of StPete2050 along with a way to share the survey on social media. It was noted that the survey was one of many ways the City would be engaging the community over the six months to gather the unique, inclusive perspectives of community members.

**Figure 4.1.1: Screen 1 - Online Community Survey 1**

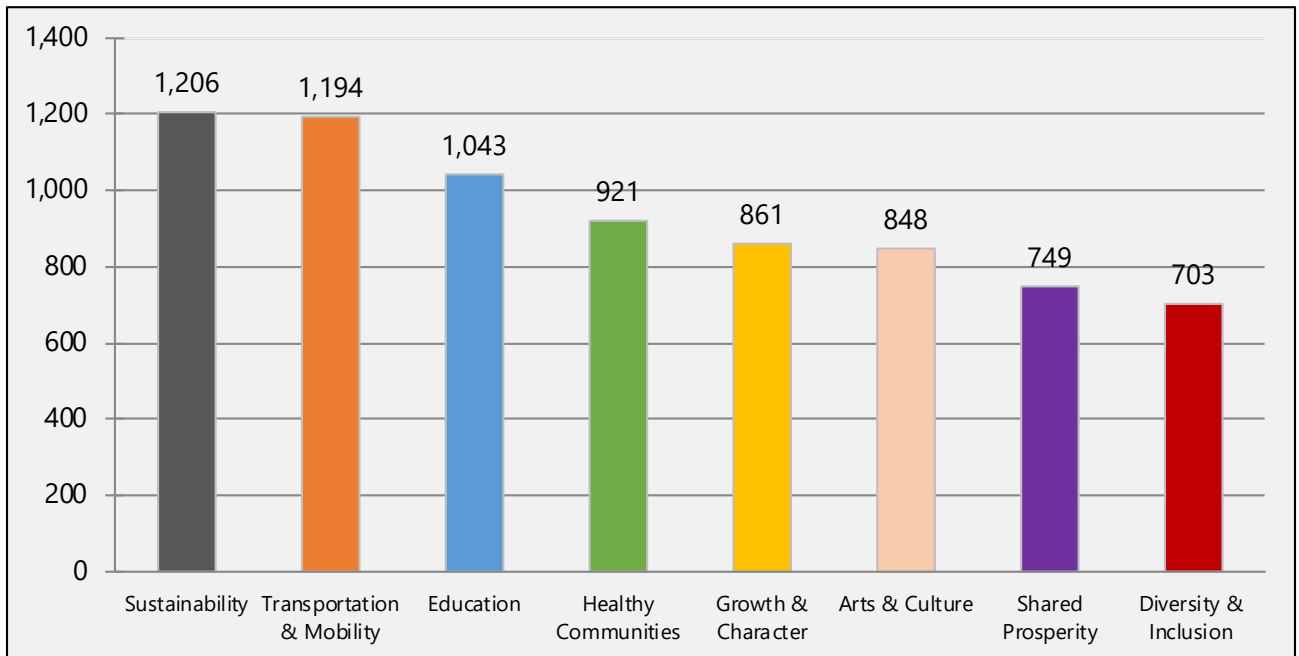


## 4.2 Screen 2 - Theme Priority Ranking

The first chance the participants had to provide input was on the Screen 2 Theme Priority Ranking exercise. They were asked to rank the importance of the eight initial theme areas by prioritizing their top four choices. Because this was the first exposure to StPete2050 for many participants, this screen provided an opportunity for participants to understand the scale and scope of the project.

As shown in Figure 4.2.1, the most often selected items were Sustainability, Transportation and Mobility, and Education. The least often selected were Arts and Culture, Shared Prosperity, and Diversity and Inclusion. Several participants commented that Shared Prosperity and Diversity and Inclusion themes were indistinguishable, which may have resulted in the relatively low ranking due to splitting the vote. In phase two, these themes were described as “Shared Economic Prosperity” and “Diversity, Equity, and Inclusion” to better distinguish the differences. However, all eight themes received significant support, indicating that all are important to the community.

**Figure 4.2.1: Screen 2 - Themes by Number of Times Ranked as Priority**

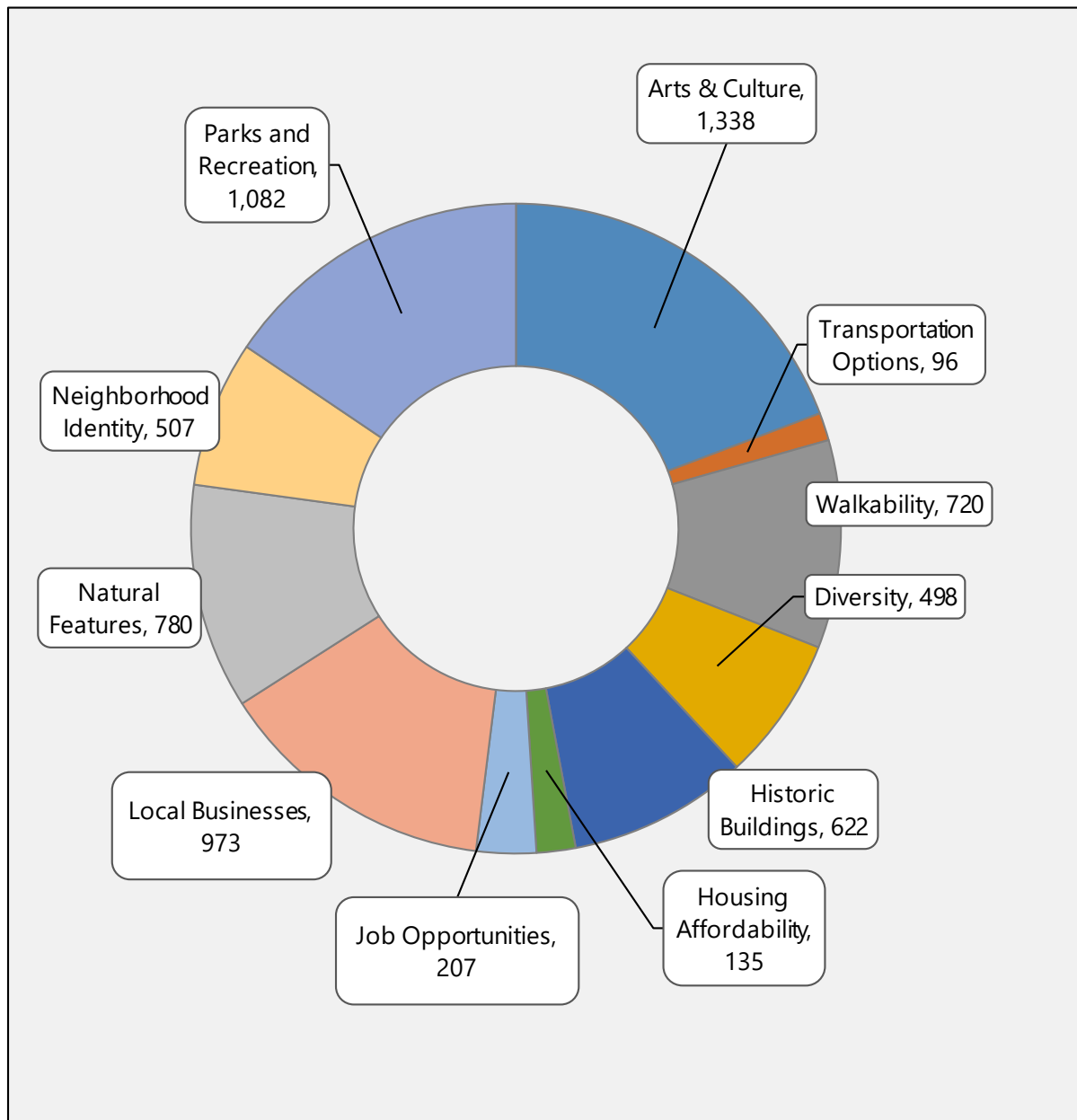


### 4.3 Screen 3 - Questions

The third screen of the survey had four components. The first asked respondents to choose the top three strengths of St. Petersburg. The second asked for the top three opportunities for improvement. The third asked for respondents to type their ideal vision for the city. The fourth offered an opportunity to share anything else they would like to be considered.

Respondents identified Arts and Culture, Parks and Recreation, and Local Businesses as the greatest strengths with strong responses for Walkability and Natural Features, as shown in Figure 4.3.1. Transportation Options, Housing Affordability, and Job Opportunities were selected the least often.

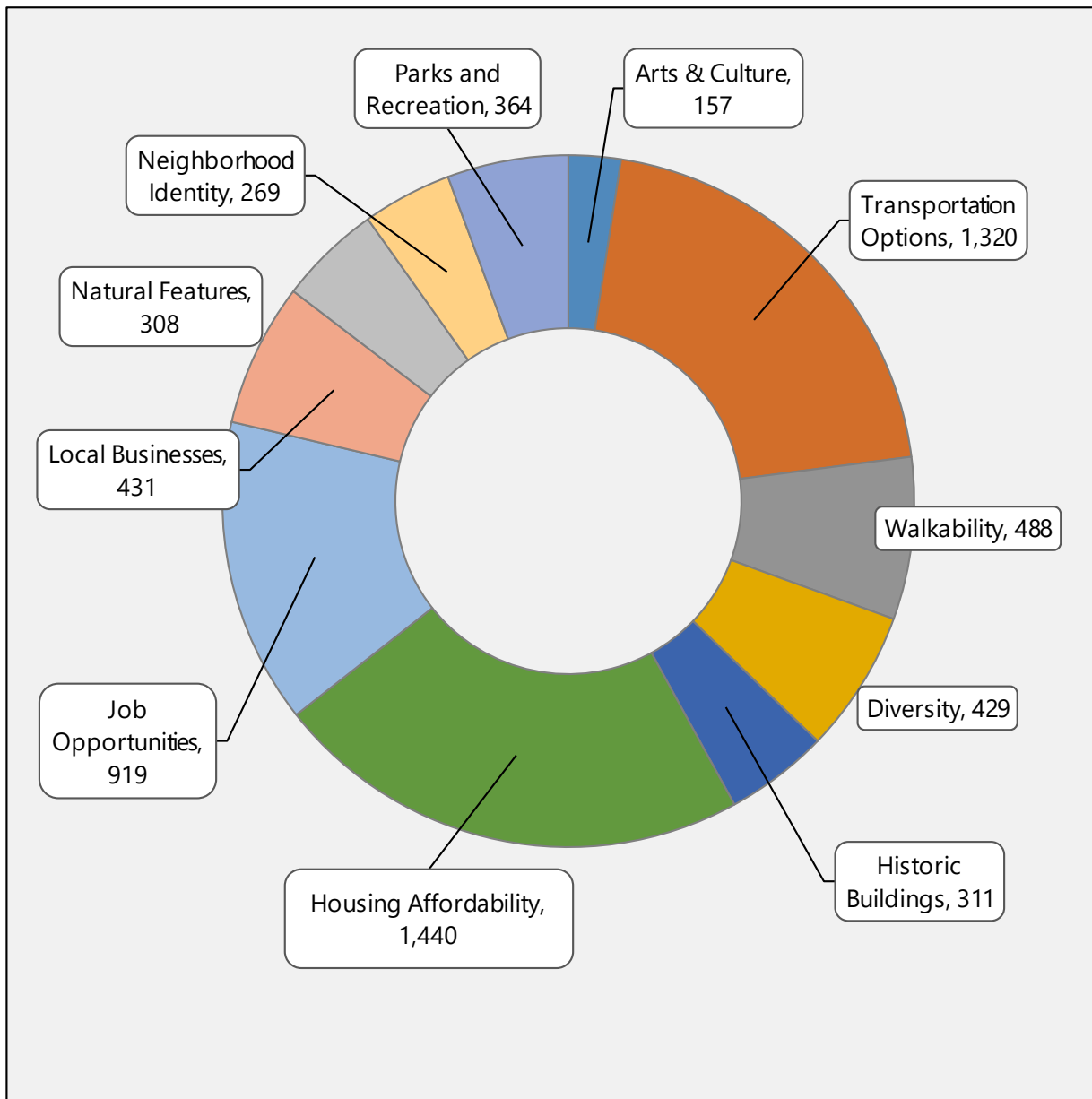
**Figure 4.3.1: Screen 3 - Strengths by Times Identified**



The next question asked participants to select the three areas where St. Petersburg has the most opportunity for improvement. Housing Affordability, Transportation Options, and Job Opportunities were the most frequently chosen, as shown in Figure 4.3.2. This aligns with responses the public has shared across several engagement strategies.

There is a strong desire for more transportation options and the cost of housing is becoming increasingly burdensome. However, a need for better job opportunities was not widely brought up in other outreach methods, and shared prosperity was one of the least frequently ranked theme areas on the prior screen. While it may not be a common discussion point in the discourse, this screen showed that economic prosperity is still a significant concern for many respondents.

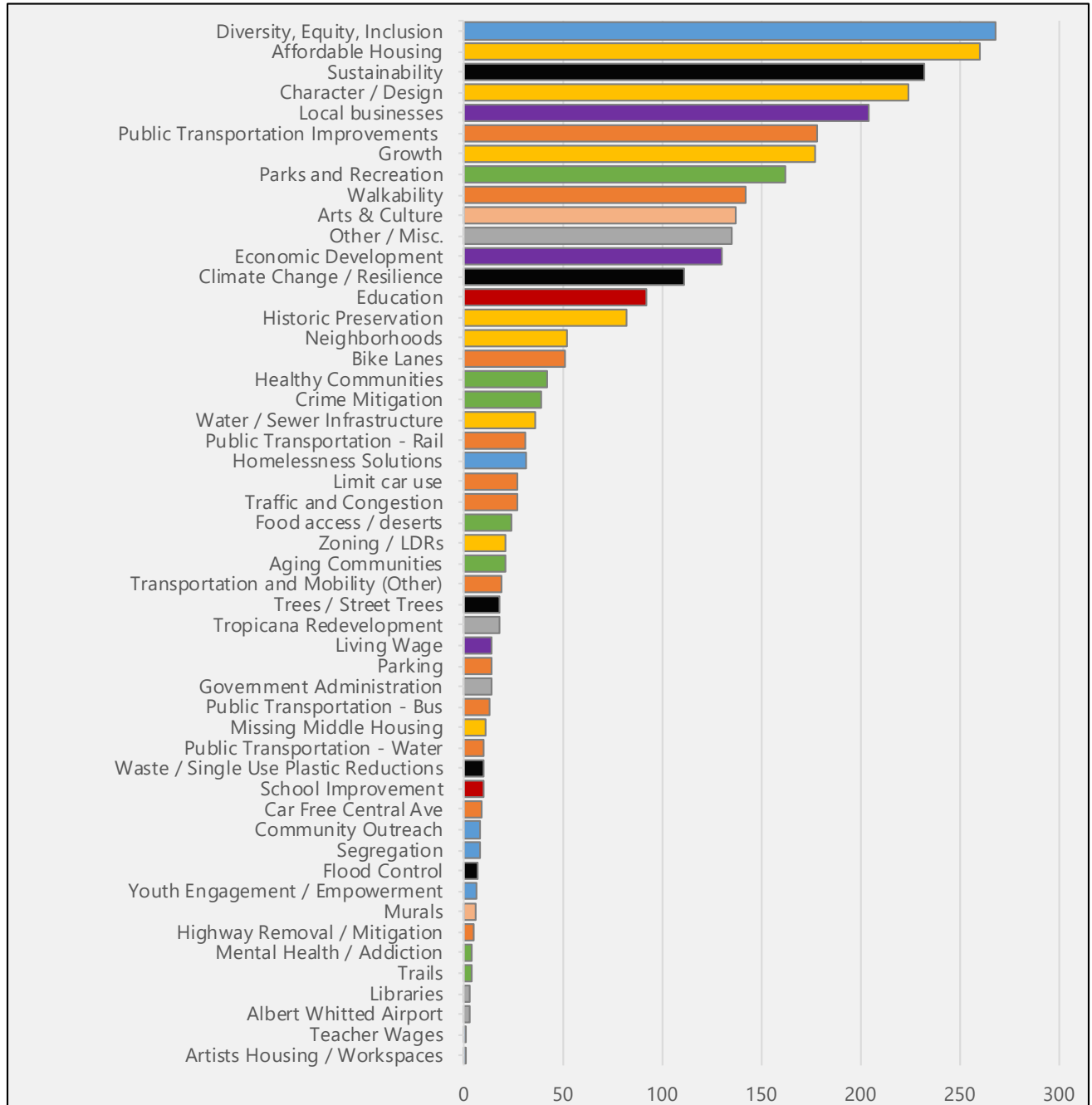
**Figure 4.3.2: Screen 3 - Opportunities for Improvement by Times Identified**



The next part of this screen asked participants to share what they imagine St. Petersburg to be like in 2050. In these comments, Diversity, Equity, and Inclusion was the most frequent underlying theme, as shown in Figure 4.3.3. Participants imagine St. Petersburg in 2050 as retaining its diversity, increasing racial and economic integration, and addressing many of the current social issues.

While it was not the most frequent comment, a surprisingly high amount of people stated that they thought St. Petersburg would be “underwater” due to sea level rise or expressed doubt it would remain as a city in 2050.

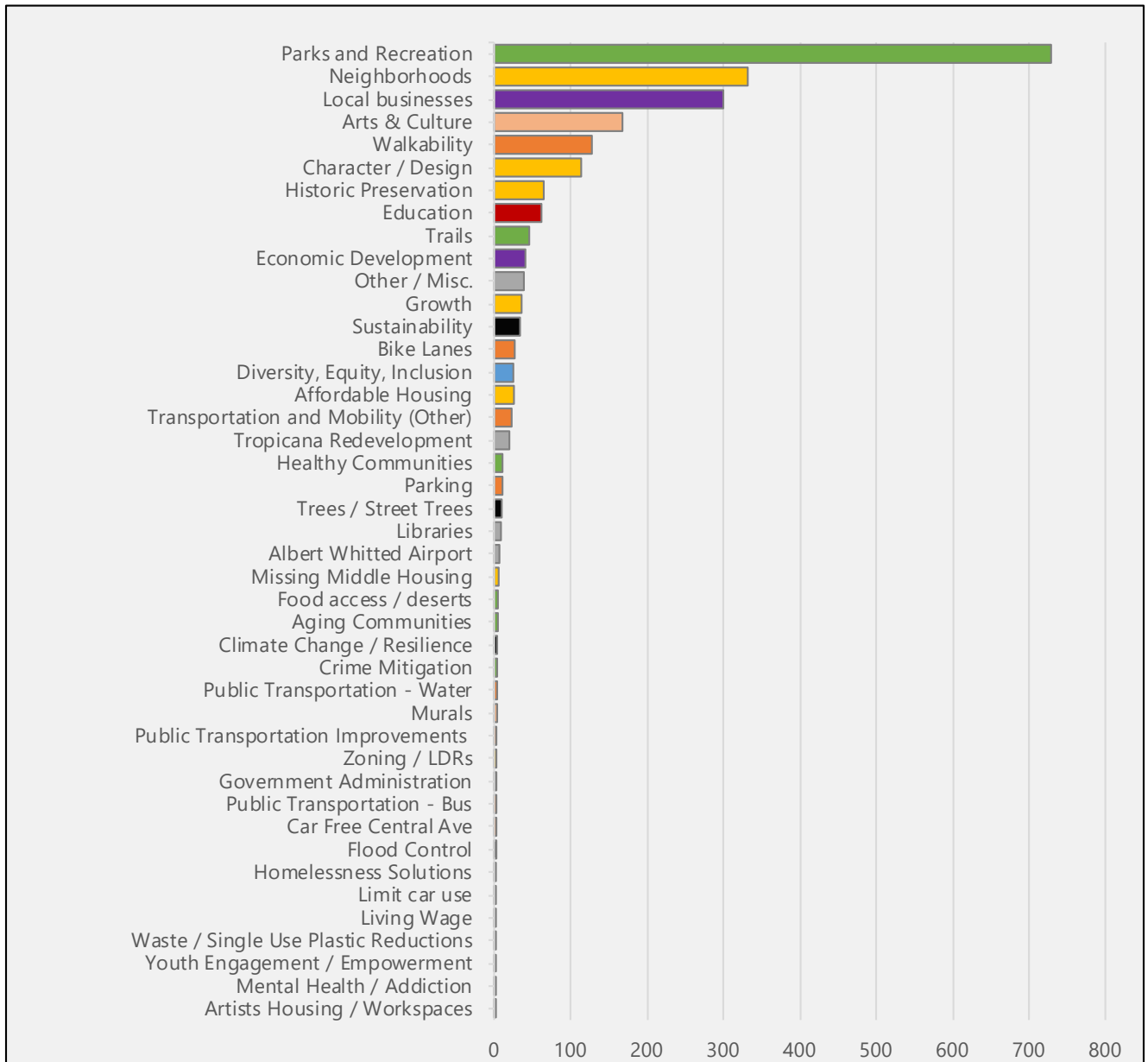
**Figure 4.3.3: Screen 3 - Open Ended Vision Comments**



## 4.4 Screen 4 - Interactive Map Markers

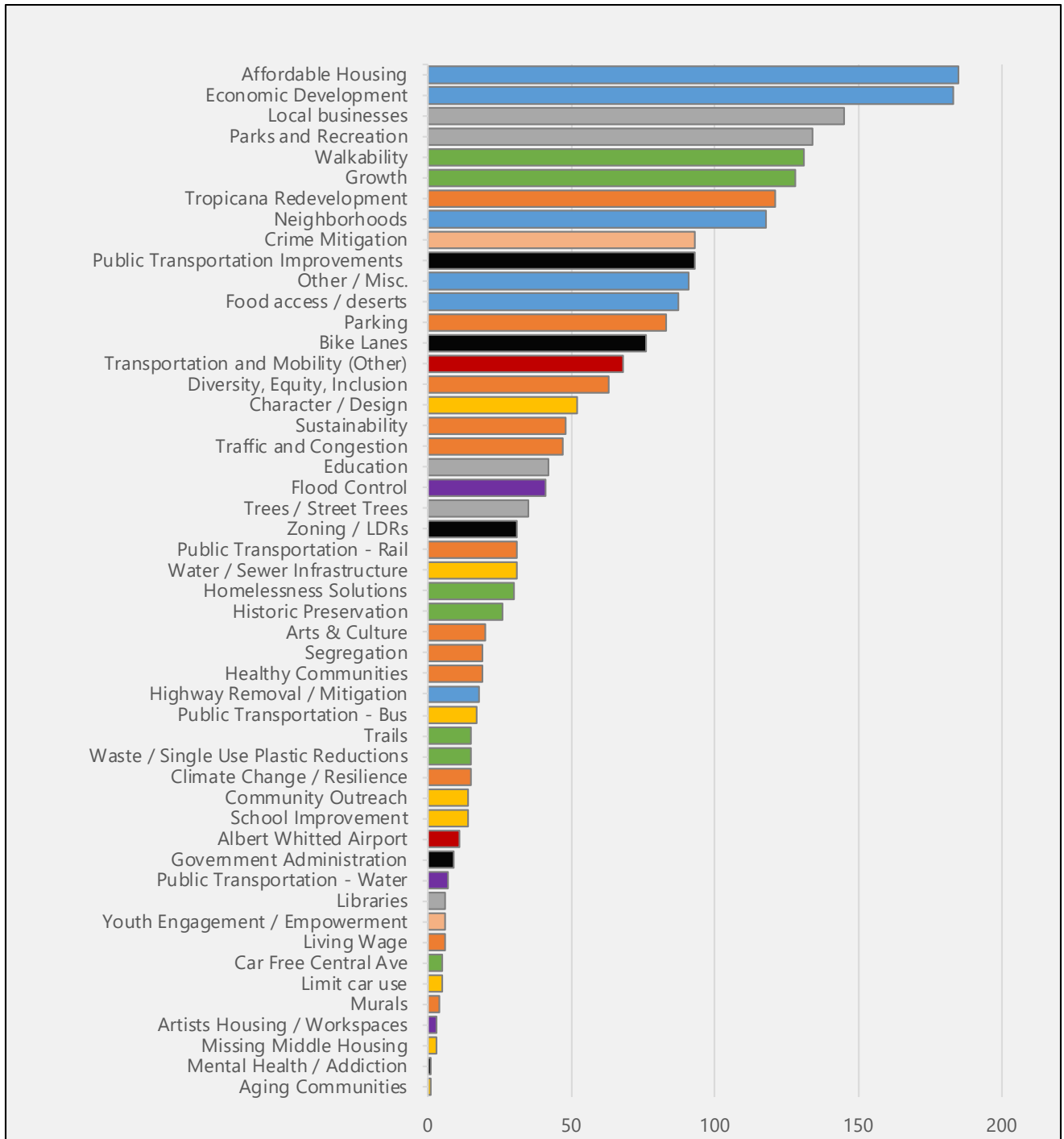
The interactive map screen allowed participants to drag and drop markers for strengths and opportunities on to a map of the city and then leave a comment identifying what they are referring to. Parks were overwhelmingly the most frequently identified strength of St. Petersburg. While the markers were distributed between all city parks and beaches, the most frequent was the waterfront park system, as shown in Figure 4.4.1. Neighborhoods and local businesses were the next most frequently ranked. The map interface may have influenced these results because it utilized a Google Maps base, which prominently displays parks and businesses. However, Parks and Local Businesses were also identified as primary strengths on screen three of the survey.

**Figure 4.4.1: Screen 4 - Mapped Assets**



The distribution for opportunities was more evenly dispersed among the themes than the strengths, as shown in Figure 4.4.2. Many respondents marked areas that they perceive a lack affordable housing – mainly downtown and the northeast. Respondents also identified areas that need economic investment and local business support – mainly the south and west sides of the city.

**Figure 4.4.2: Screen 4 - Mapped Opportunities for Improvement**

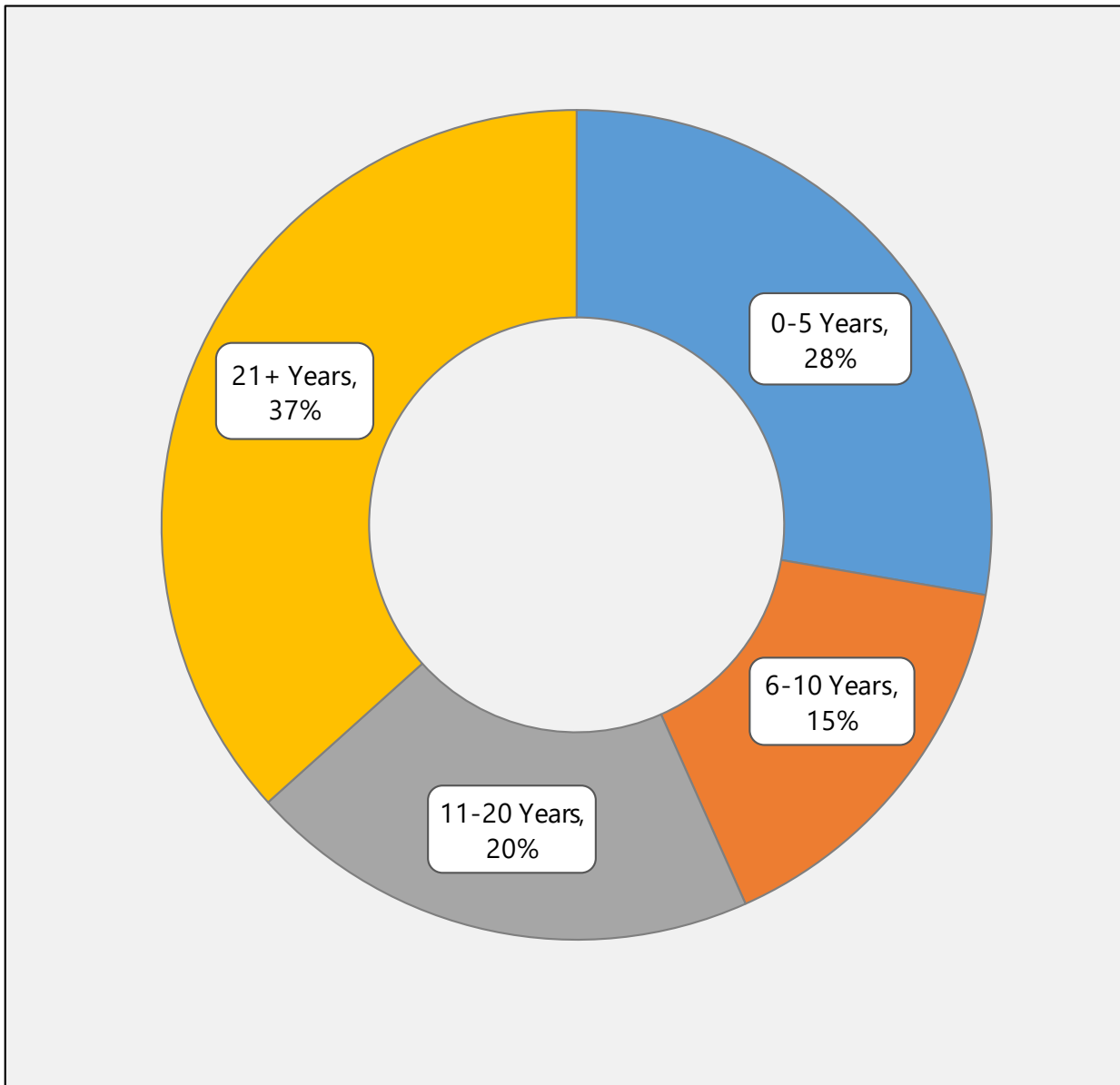


## 4.5 Screen 5 - Demographics

The final screen gave the option for respondents to share their demographic information in order for the outreach team to gauge the success of strategies meant to engage a representative population and increase participation amongst diverse segments of the city. About 26% of survey respondents chose not to complete this screen.

The first asked how long the participant lived in the city. The largest segment of respondents has lived in the city for 21+ years, while the next largest segment had relocated here within the past five years, as shown in Figure 4.5.1.

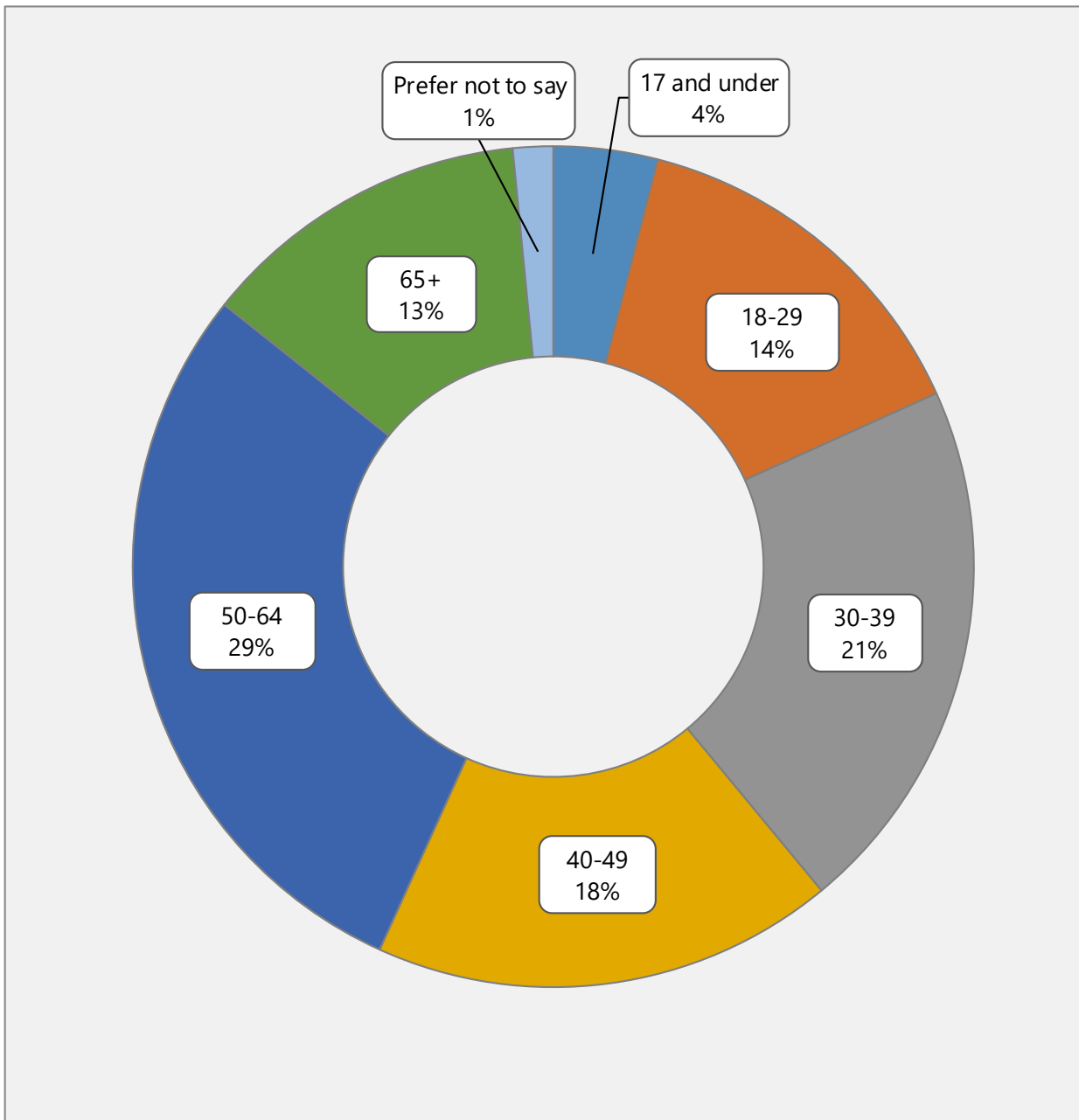
**Figure 4.5.1: Screen 5 - Responses by Time Lived in St. Petersburg**





The second demographic question asked respondents what age range they fell into. Many traditional public engagement methods tend to be overrepresented by older adults who may have more time available to attend workshops or public hearings. The outreach team made an effort to engage residents of all ages through targeted outreach events resulting in 35% of respondents who reported their age range being under age 40, as shown in Figure 4.5.2. This age group comprises 53% of the city's population according to 2018 American Community Survey data.

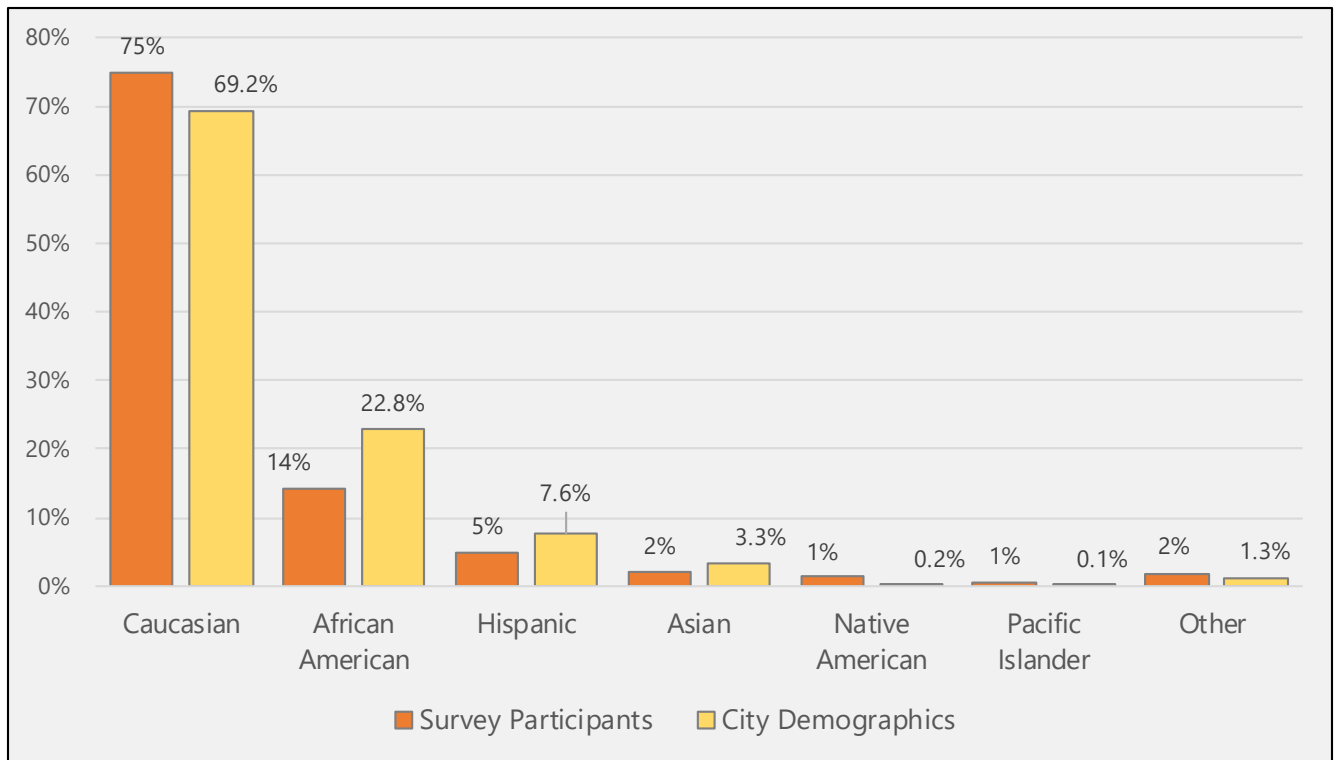
**Figure 4.5.2: Screen 5 - Responses by Age Ranges**



The third question asked respondents to select their race and ethnicity. The results are displayed in Figure 4.4.3 below, alongside the city's demographic composition from the 2018 American Community Survey.

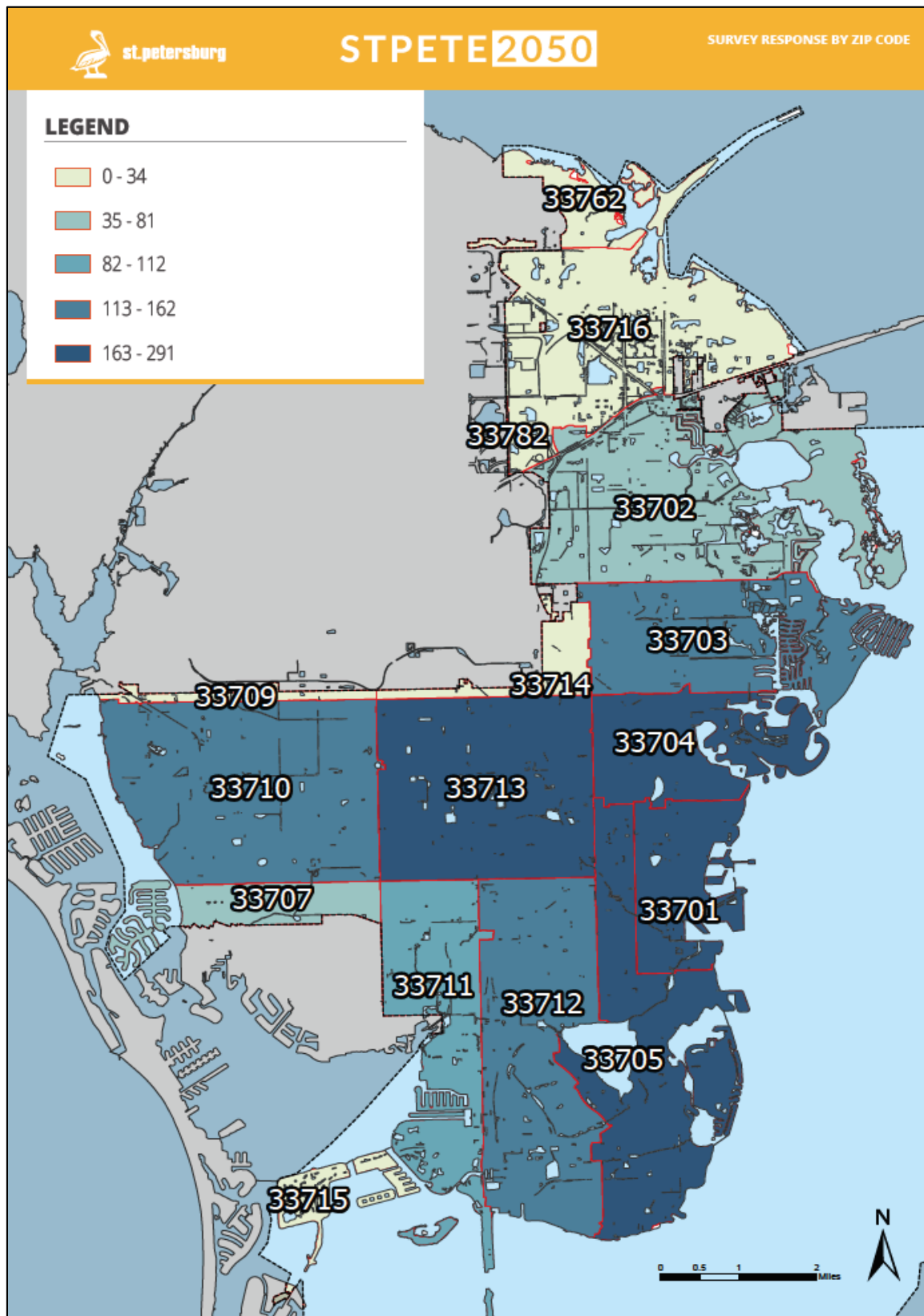
As a result of specific efforts to engage underrepresented communities, the online survey respondent numbers closely matched the city's demographics up until there was a televised news story on the survey. This news story led to a dramatic increase in Caucasian respondents, which skewed the results to have a lower proportion of African American respondents. While there was 25% minority representation, this divergence should be a consideration when reflecting on data collected from the survey.

**Figure 4.5.3: Screen 5 - Responses by Race and Ethnicity**



The fourth question asked for home ZIP Codes. The map in Figure 4.5.4 illustrates that the survey had broad participation from all parts of the city. The northeast and southwest portions of the city saw approximately the same amount of participation, while the neighborhoods closest to the center of the city saw the highest number of responses.

Figure 4.5.4: Screen 5 - Responses by Home ZIP Code



## 5. Composite Results by Theme Area

This section of the report provides a summary of responses from the public via the community event mobile white boards, comment cards, Workshop Series 1 mapping exercises and online community survey 1 results. Attainable Housing and Parks and Recreation were not listed in the original set of eight themes presented, but since there were many comments from the community on these specific topics, they were added as themes. The ten themes will provide the organizational structure of the StPete2050 plan.

### 5.1 Arts and Culture

There was near universal agreement that the arts contribute greatly to St. Petersburg's unique character. Many participants told their personal story of how the arts were a determining factor when they decided to move to the city. The murals, galleries, museums, performing arts, orchestra, and local musicians all contribute to the high quality of life St. Petersburg offers.

Other than expressing the desire for continued City support to artists and art organizations, specifics on this topic were lacking compared to the ones that follow. The most common concern is that artists are being priced out of the city – with increasing rents for both residences and workspaces. Others expressed that the City should be more lenient towards artists in its regulations, such as allowing pottery kilns on residential properties or adjusting the noise ordinance to better serve local music venues. There were also many comments calling for the arts to be used to highlight the city's diverse communities.

### 5.2 Attainable Housing

Attainable housing was not one of the initial eight theme areas in the first phase of engagement materials; it was incorporated into the Growth and Character theme. However, it became clear early in the process that residents of St. Petersburg are concerned enough about housing affordability that it warranted its own theme area. Attainable housing was one of the most frequently commented on topics and was the most frequently ranked opportunity for improvement in the online survey.

There is a broad consensus that St. Petersburg is becoming increasingly unaffordable. However, the high cost of housing evoked a wide variety of responses. To some, it meant that they are not able to live close to work and are forced into a long daily commute. To others, it meant that they would soon no longer be able to remain in the community their family called home for generations, and to others, it meant that they struggle to find housing at all.

The high cost of housing also appears to impact how people view the growth of St. Petersburg. There were a handful of participants who dislike the shade cast by new buildings or increased traffic. The most common "anti-growth" sentiment was that, seemingly, all the new units were marketed as "luxury" and unattainable even for many above average-income residents. Many of those who spoke out against new development were not necessarily against the growth of the city, they just wanted those who live here to have more ability to participate in it.

Many of the participants who engaged in conversations with the outreach team understood that this is an issue most metropolitan areas are facing and were appreciative of the many strategies the city is currently pursuing. There was a strong desire for innovative and effective solutions to this crisis.

### 5.3 Diversity, Equity, and Inclusion

St. Petersburg is diverse in race, ethnicity, age, sexuality, gender identity, and religion. Many commenters noted that diversity does not automatically equate to equity and inclusion. A large part of this conversation centered around gentrification, segregation, and educational and employment disparities.

A major concern was addressing historic injustices such as redlining or targeted “urban renewal” displacement efforts. The Tropicana Site was identified as an opportunity to address past injustices that happened to the previous African American residents and business owners who occupied that land. It is seen by many as a literal convergence of a history of prejudice and a future of growth and prosperity. There is an expectation for the future development of this and other sites be equitable and meaningfully serve the needs of the surrounding communities.

There was also feedback that Diversity, Equity, and Inclusion needs to be a consideration in all areas of the plan and cannot be considered in a silo. Specifically, attainable housing for all income levels plays a critical role in making the future of St. Petersburg inclusive of all its residents.

### 5.4 Education

The discussion on education centered mostly around improving the quality of public schools in the city. Many participants noted the disparity in school quality between different neighborhoods and stated that they chose to send their children to private schools due to that perception.

Increased wrap-around services were also identified as a desired improvement. Some of the services mentioned were meal provision, laundry and hygiene services, and mental health care. Increased early childhood education was also identified as a way to significantly improve the quality of the education system.

Participants also noted how many graduates of both high school and higher education leave St. Petersburg to begin their careers elsewhere. Increased job opportunities and attainable housing were identified as incentives that would encourage these young adults to stay. These overlapping comments illustrate how interrelated many of the theme areas are and the importance of considering them in their entirety.

### 5.5 Growth and Character

There was substantial and heartfelt discussion about the recent growth that has occurred in the city, especially the downtown area. Overall, most people who mentioned it were glad that there is increasing investment, but also expressed concerns with the nature of the growth. The primary concern was that new development is unaffordable to the average person living in St. Pete. Many people identified missing middle housing options as a way to increase the supply of housing and reduce the costs. Others wanted increased incentives for developers to include affordable units within their developments.

Another primary concern was the physical character of new developments. Often described as “cookie-cutter” or “boxy,” there is a desire for the design of these buildings to match the architectural character of St. Petersburg. There was not, however, much discussion of the particulars of the desired character - which leaves an opportunity for a conversation about architectural character in Phase Two.

Along the same lines, historic preservation was also widely desired in this discussion and was one of the most highly ranked strengths of the city. While some stated that the City was too strict with historic preservation efforts, more stated that they wish to see efforts expanded. For the most part, there was an appreciation of the historic buildings in St. Petersburg with some concern on whether that will still be the case in 2050.

## 5.6 Healthy Communities

There was a wide range of comments on a range of factors that affect the health of St. Petersburg's residents. Access to healthy food was the primary area of concern of this theme. Many of the city's residents live in a "food desert" where they cannot easily access healthy food. There is a strong desire to continue efforts to attract grocery stores to these areas, while some also expressed that the City should step in to fill gaps not met by the private market. Increased access to community and private food gardens was also a common comment.

Mental illness and addiction were also identified as health concerns throughout the engagement. While many of these comments identified these as problems to be addressed among the homeless community in the city, many others see this as a problem affecting a much larger portion of the city. While it was not a prominent response of the survey, many noted the feeling of isolation, lack of social connections, and the desire for more opportunities for human connection.

## 5.7 Parks and Recreation

This topic was also not included in the original eight themes but was separated from Healthy Communities after analyzing the Community Survey results. The results of the mapping exercise show clearly that the parks system is one of the most overwhelming strengths of the city. There was widespread desire to protect the city's parks and to increase access and connectivity to them. The waterfront parks were repeatedly identified as a "gem" of the city and a reason many residents choose to live here. Additionally, there was concern that water and boat access is decreasing, thereby diminishing an important aspect of the community.

The CityTrails system of bicycle, pedestrian, and recreational trails was also discussed by many survey respondents. There is a desire for improvements to existing trails' lighting and the safety of trail street crossings. There was some discussion that the trails be allowed to remain open past dusk, like most other transportation routes.

## 5.8 Shared Economic Prosperity

The continued success of the city will largely depend on the continued success of its economy. But the economy cannot be considered successful if it is not successful for the city as a whole. There is a universal desire for job attraction and for those jobs to benefit all neighborhoods and communities throughout the city. Coupling economic development with social benefits through the idea of shared prosperity resonated with the participants. Many saw the best path towards the successful implementation of this theme through continued education improvements, job training and mentorship, and the dispersal of small businesses throughout the city.

Another aspect of this theme was the development and retention of local businesses. Local businesses were one the most frequently rated strengths of the city on the online survey. However, there is concern about whether increasing rents will force them to shut their doors. Local businesses are seen as a key component of St. Petersburg's unique character and retention should remain a priority.

## 5.9 Sustainability and Resilience

When asked to imagine St. Petersburg in 2050 on the online survey, one of the most common concerns was the threat of sea level rise. There were also concerns about increasingly frequent and intense storms, flooding, and rising temperatures. Planning to be resilient against the effects of climate change will be an important factor to the success of the city.

Participants also want the city to continue and expand efforts to reduce its contribution to global climate change. Switching to more renewable energy, more efficient modes of transportation, strategic public utilities and infrastructure investment, and more sustainable building standards were all expressed as strategies the public wants to see.

The surrounding local environment is also a high priority identified in this conversation about the future of St. Petersburg. Specifically, often-mentioned issues included reducing the amount of waste and single-use plastics and concern about how City policies affect the water quality of surrounding bodies of water.

## 5.10 Transportation and Mobility

The desire for a robust public transportation system was overwhelmingly expressed in this discussion. There were many unique and varying ideas for this system, but one thing was common – people are not content with their current mobility options and want to have more options to get around town than just a car. Some of the most recurring transit and mobility related items discussed were:

- › Increased bus frequency and quality of bus stops
- › Effective Bus Rapid Transit (BRT) service along both east-west and north-south routes
- › Rail connections to other parts of the region
- › Ability to use the cross-bay ferry as a commuter ferry
- › Protected bike lanes and multi-modal paths
- › Overall walkability and completion of the sidewalk system
- › A car-free Central Avenue
- › Reduced traffic injuries and deaths
- › Reduced traffic and congestion

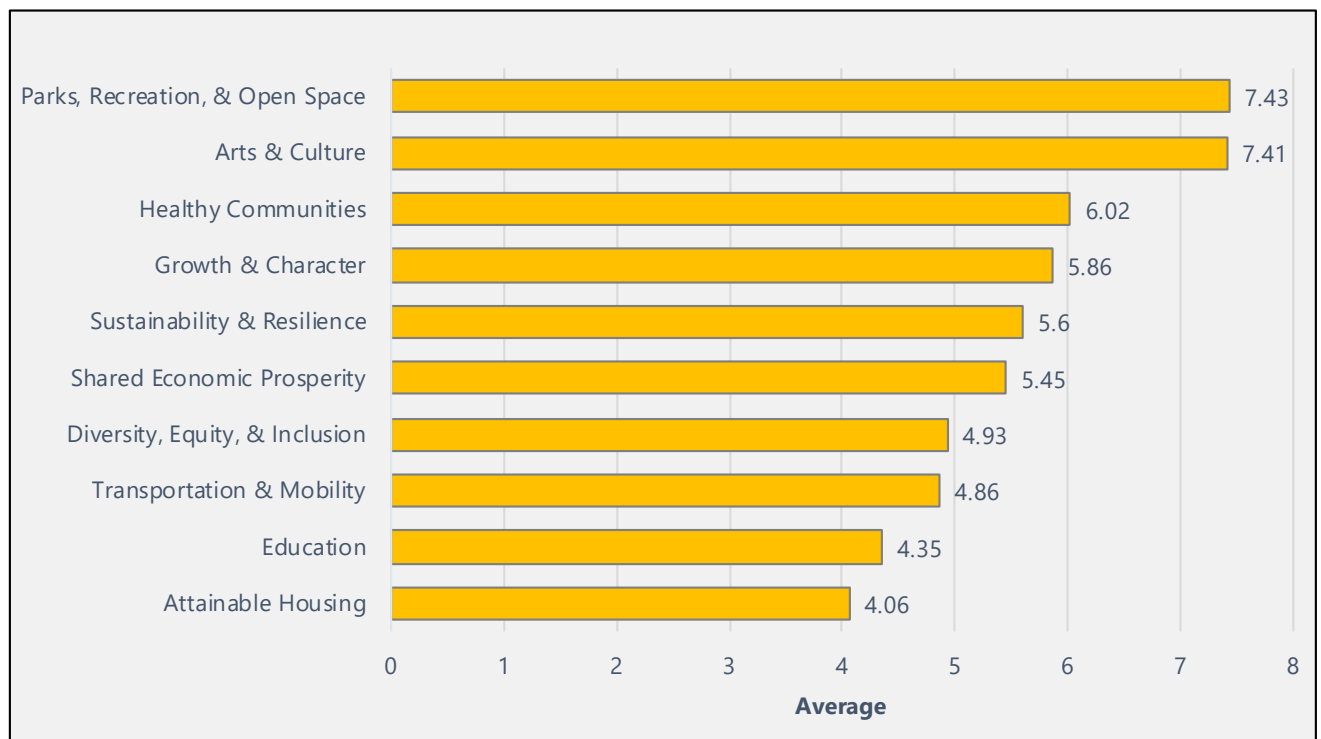
## 6. Workshop Series 2 Theme Exercise

Workshop attendees were instructed to provide feedback that was specific in nature as opposed to general “vision” comments. Each individual attendee had the opportunity to rank the state of each of the ten theme areas based on how they perceive the City of St. Petersburg is currently performing. The chart presented in Figure 6.1 displays the average ranking for each theme. This data aligns accurately with the results from the first online community survey. Highly rated were Parks, Recreation, and Open Space theme, and Arts and Culture theme. Poorly rated were the Education theme and the Attainable Housing theme.

This exercise also provides verification and reference for the progress rankings in the 2020 Vision Metrics. Generally, the recommendations provided aligned with the values and visions expressed in the previous phase. There were a number of recommendations that the City is already implementing or have planned to implement. There were also a large number of creative and forward-looking new ideas. This direct community guidance will be utilized in preparation of the final StPete2050 recommendations. Additionally, feedback obtained at the workshops provided a basis for several of the items in the second online community survey.

The Workshop Series 2 presentation, theme exercise handout, and participant comments can be seen in their entirety in the appendix of this report in the corresponding file attachments.

**Figure 6.1: Average Theme Area Ranking**





## 7. Online Community Survey 2 Results

The second online community survey was created to gauge community interest on a variety of specific strategies and actions. These strategies were generated from best practices that comparable communities have used to address issues and concerns St. Petersburg residents identified in first phase of engagement and the Workshop Series 2 exercise. The survey launched on March 19, 2020 and closed on June 22, 2020. It was promoted through email sign-ups at community events that occurred in March 2020. The survey was shared through a variety of methods including social media, the website [www.stpete2050.com](http://www.stpete2050.com), email lists, utility bill inserts, a newspaper ad in The Weekly Challenger. In person events and one-on-one outreach to promote completion of the survey were cancelled due to the coronavirus pandemic, resulting in a smaller number of responses than the first survey. Even without these efforts, there were 1,430 responses.

The survey contained five screens which included an introduction, two screens for ranking 48 strategies, an image preference screen, and a respondent demographic screen. The 48 strategies were categorized into the ten established theme areas with each area having four to five strategies. Each individual strategy included a brief explanation of the concept with jargon-free language making the policies easy to understand to those who may not have been involved in planning-related discussions previously. Participants were asked to rank each strategy from one star to five stars based on their interest on seeing the strategy accomplished in St. Petersburg. The strategies are listed at the end of this section.

The fourth screen of the survey offered an opportunity for respondents to rank their preference for different examples of neighborhoods, centers, corridors, and housing types. This data will be used to gain a general understanding of the character preferences of the community. The final screen of the survey included a series of demographic questions. These included questions on age, time lived in St. Petersburg, race and ethnicity, and whether the respondent had taken the previous community survey. The demographic questions align with those asked in the first community survey to allow for comparison.

The complete data analysis is contained in the appendix. An archived version of the second survey remains available at [StPete-demo.metroquest.com](http://StPete-demo.metroquest.com).

Strategies presented in the Attainable Housing theme were:

- › Community Land Trust
- › Accessory Dwelling Units
- › Flexible Housing Options
- › Housing Capacity
- › Attainable Housing Funds

Strategies presented in the Diversity, Inclusion, and Equity theme were:

- › Disability Advocacy
- › Vulnerable Communities
- › Redevelopment
- › Public Engagement
- › Environmental Justice

Strategies presented in the Shared Economic Prosperity theme were:

- › Grow Smarter Initiative
- › Local Business Support
- › Workforce Development
- › Green Jobs

Strategies presented in the Education theme were:

- › Early Childhood (0-5)
- › Primary Education (K-12)
- › Secondary Education
- › Workforce Training
- › Lifelong Education

Strategies presented in the Growth and Character theme were:

- › Historic Preservation
- › Design Guidance
- › Complete Neighborhoods
- › Growth Infrastructure
- › Housing Opportunities

Strategies presented in the Transportation and Mobility theme were:

- › Modal Equity
- › Appropriate Speed Limits
- › Mobility Options
- › Adapt Parking Rules
- › Smart City Mobility

Strategies presented in the Arts and Culture theme were:

- › Diversity in the Arts
- › SHINE Mural Festival
- › Public Art
- › Performing and Visual Arts

Strategies presented in the Sustainability and Resilience theme were:

- › Sea Level Rise Standards
- › Efficient Buildings

- › Land Acquisition
- › Solar Energy
- › Resilient Buildings

Strategies presented in the Parks and Recreation theme were:

- › Waterfront Open Space
- › Parkland Open Space
- › Passive Recreation
- › Natural Resources
- › Active Recreation

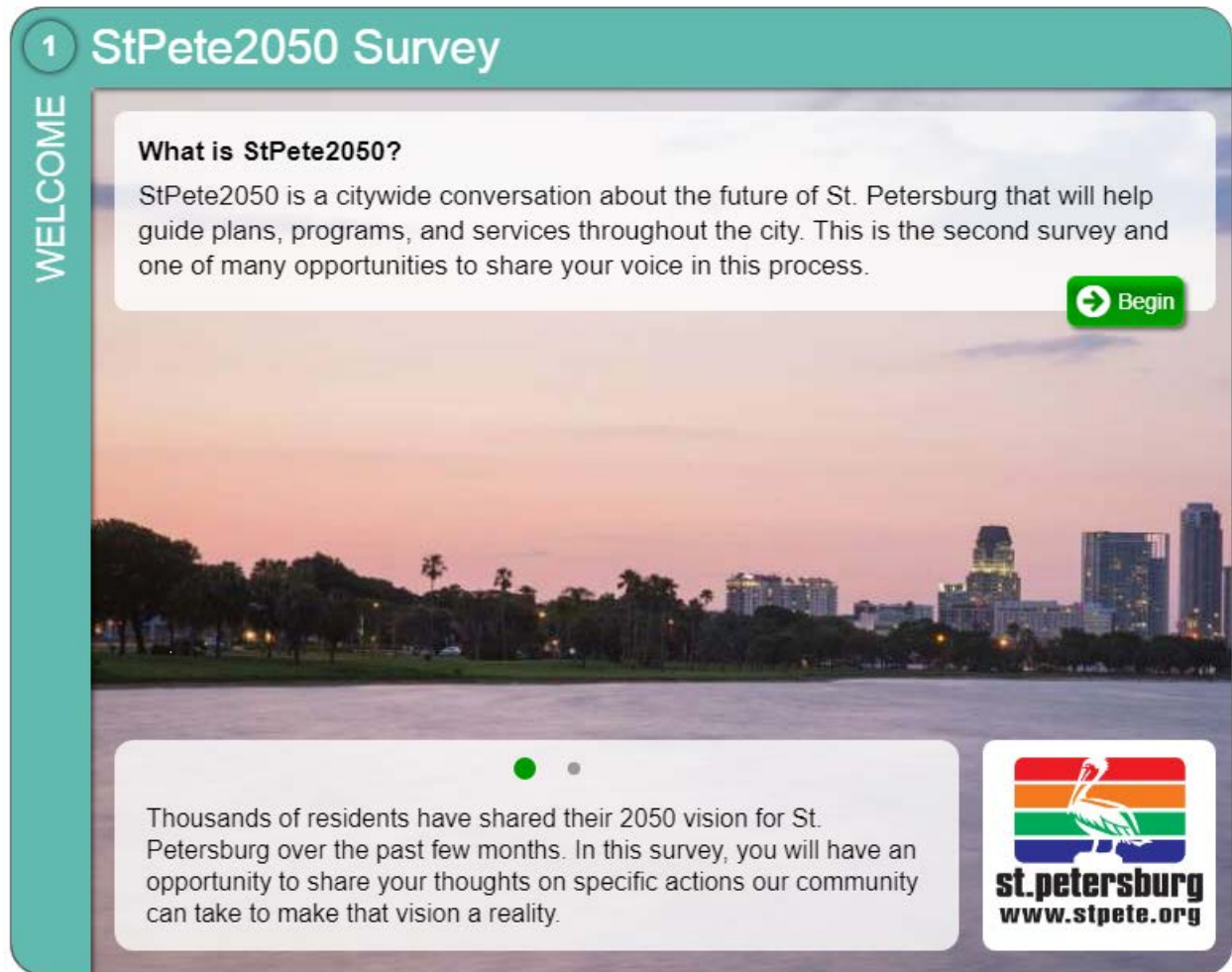
Strategies presented in the Healthy Communities theme were:

- › Public Health and Wellness
- › Primary Medical Care
- › Healthy Food
- › Age-Friendly
- › Complete Neighborhoods

## 7.1 Screen 1 - Introduction

The welcome screen shown in Figure 7.1.1 introduced the StPete2050 process and specified that the purposed of this survey was to receive feedback on a number of specific community actions.

**Figure 7.1.1: Screen 1 - Online Community Survey 2**



## 7.2 Screen 2 - Strategy Ratings

Screen 2 was the first of two strategy rating screens. Five of the StPete2050 theme areas were displayed alongside five corresponding action strategies. Respondents were asked to rate each strategy by assigning one to five stars to each one, with five being the most preferred and one being the least preferred. This format is shown in Figure 7.2.1. The response to these strategies were primarily positive, indicating initial community support to further pursue these strategies. There are slight variations among the ratings, which are presented by theme area.

**Figure 7.2.1: Screen 2 - Strategy Rating**

**2 Strategy Rating**

**STRATEGY RATING**

**Attainable Housing**

*Attainable housing is one of the most pressing issues St. Pete is facing. A number of strategies must be considered to ensure housing is attainable to residents of all income levels.*

**Community Land Trust** ★ ★ ★ ★ ★  
City support of partner organizations to develop vacant parcels into attainable housing.

**Accessory Dwelling Units** ★ ★ ★ ★ ★  
Allow accessory dwelling units in all zoning districts that allow single family homes.

**Flexible Housing Options** ★ ★ ★ ★ ★  
Allow for duplexes, triplexes, and fourplexes, within and adjacent to existing neighborhoods.

**Housing Capacity** ★ ★ ★ ★ ★  
Allow higher density where access to jobs, mobility options, services and infrastructure are available.

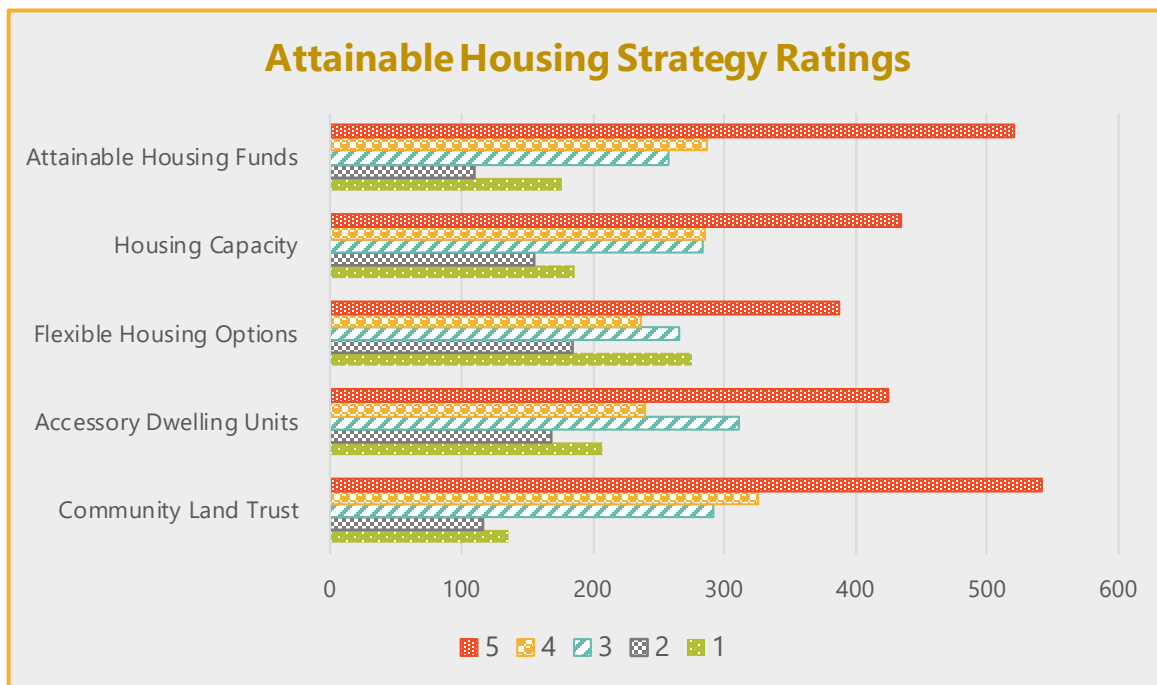
**Attainable Housing Funds** ★ ★ ★ ★ ★  
Increase dedicated funding for attainable housing development.

[Next Category](#)

The first theme area respondents had the opportunity to comment on was Attainable Housing. Survey results can be seen in Figure 7.2.2. The strategies presented as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Community Land Trust and Attainable Housing Funds were ranked the highest.

1. Community Land Trust: *City support of partner organizations to develop vacant parcels into attainable housing.*
2. Attainable Housing Funds: *Increase dedicated funding for attainable housing development.*
3. Housing Capacity: *Allow higher density where access to jobs, mobility options, services and infrastructure are available.*
4. Accessory Dwelling Units: *Allow accessory dwelling units in all zoning districts that allow single family homes.*
5. Flexible Housing Options: *Allow for duplexes, triplexes, and fourplexes, within and adjacent to existing neighborhoods.*

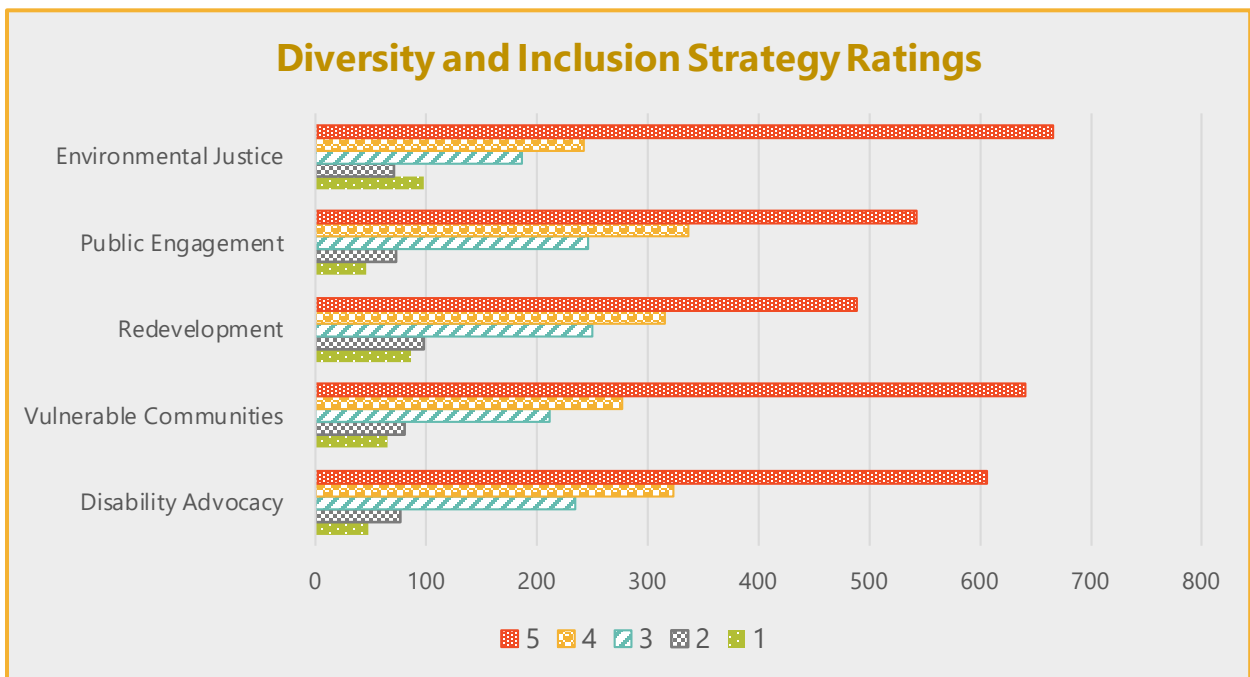
**Figure 7.2.2.: Attainable Housing Strategy Ratings**



The second theme area on this screen was Diversity, Equity, and Inclusion, listed as Diversity and Inclusion due to a character limit in the survey program software. Survey results can be seen in Figure 7.2.3. The strategies presented as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Environmental Justice, Vulnerable Communities, and Disability Advocacy were ranked the highest.

1. Environmental Justice: *Analyze city policies to determine and prevent disproportionate health, environmental, economic and other impacts to minority and low-income populations.*
2. Vulnerable Communities: *Address the physical, economic and social challenges in disadvantaged neighborhoods.*
3. Disability Advocacy: *Educate, empower, and provide protection for people with impairments.*
4. Public Engagement: *Increase utilization of emerging technologies and other non-traditional methods for public engagement.*
5. Redevelopment Agreements: *Identify and require community benefit agreements and minority business opportunities in redevelopment projects.*

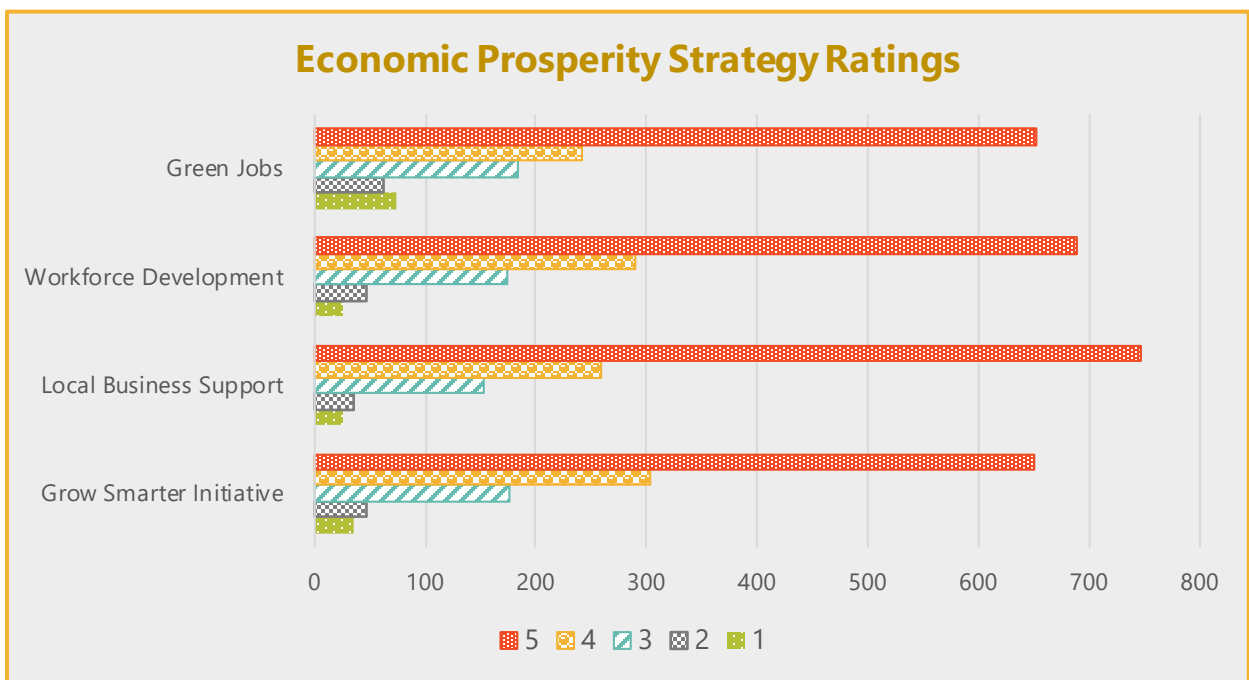
**Figure 7.2.3: Diversity and Inclusion Strategy Ratings**



The next theme area was Economic Prosperity. Survey results are shown in Figure 7.2.4. The strategies presented as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Local Business Support was ranked the highest.

1. Local Business Support: *Support needed training and provide financial incentives to keep and expand local businesses.*
2. Workforce Development: *Support job placement and training, corporate partnership programs that give local residents access to skilled professions, and future job opportunities.*
3. Green Jobs: *Include "green" jobs, technologies, products and services in economic development plans and purchasing practices.*
4. Grow Smarter Initiative: *Support the attraction and retention of high skill/high wage target industry companies and jobs for all members of our community.*

**Figure 7.2.4: Economic Prosperity Strategy Ratings**

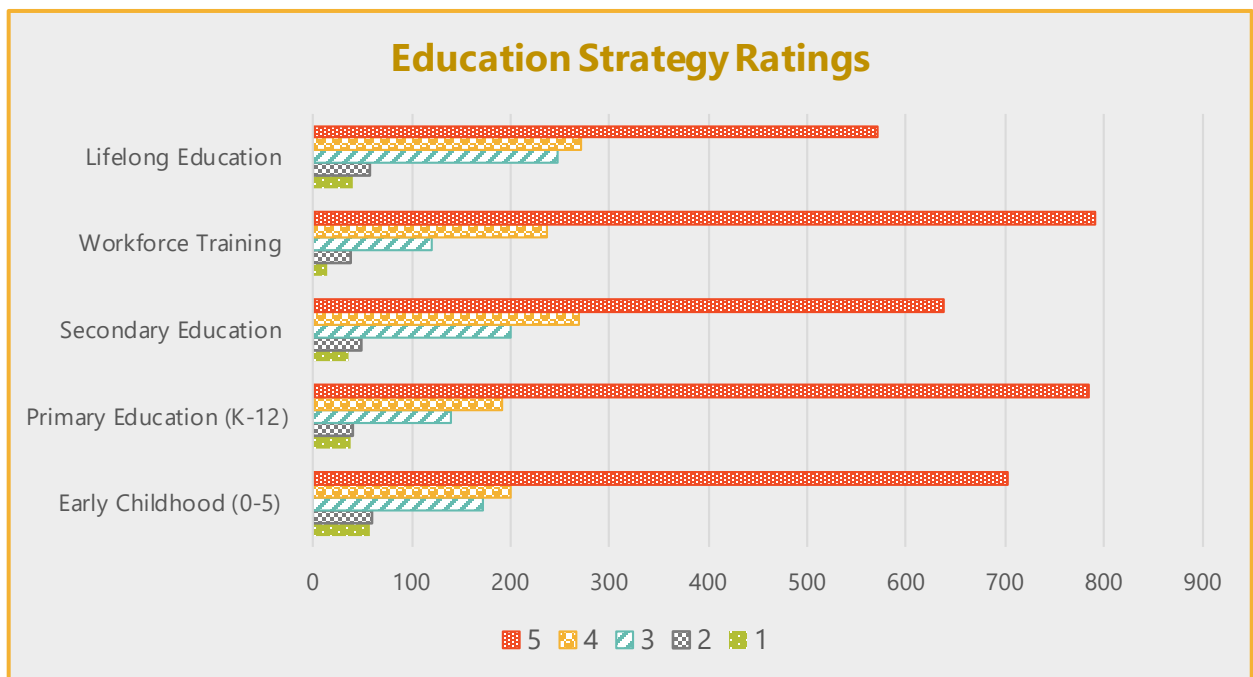




The Education theme results are shown in Figure 7.2.5. The strategies presented as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Workforce Training was ranked the highest, followed closely by Primary Education.

1. Workforce Training: Support vocational training and certification programs that create talent pipelines to local jobs.
2. Primary Education (K-12): Increase student graduation success and reinvestment in underperforming schools.
3. Early Childhood Education (0-5): Increase access to quality early learning.
4. Secondary Education: Partner with institutions to increase student attraction, retention and success in the local economy.
5. Lifelong Education: Support and create opportunities for resident lifelong skills and technology training.

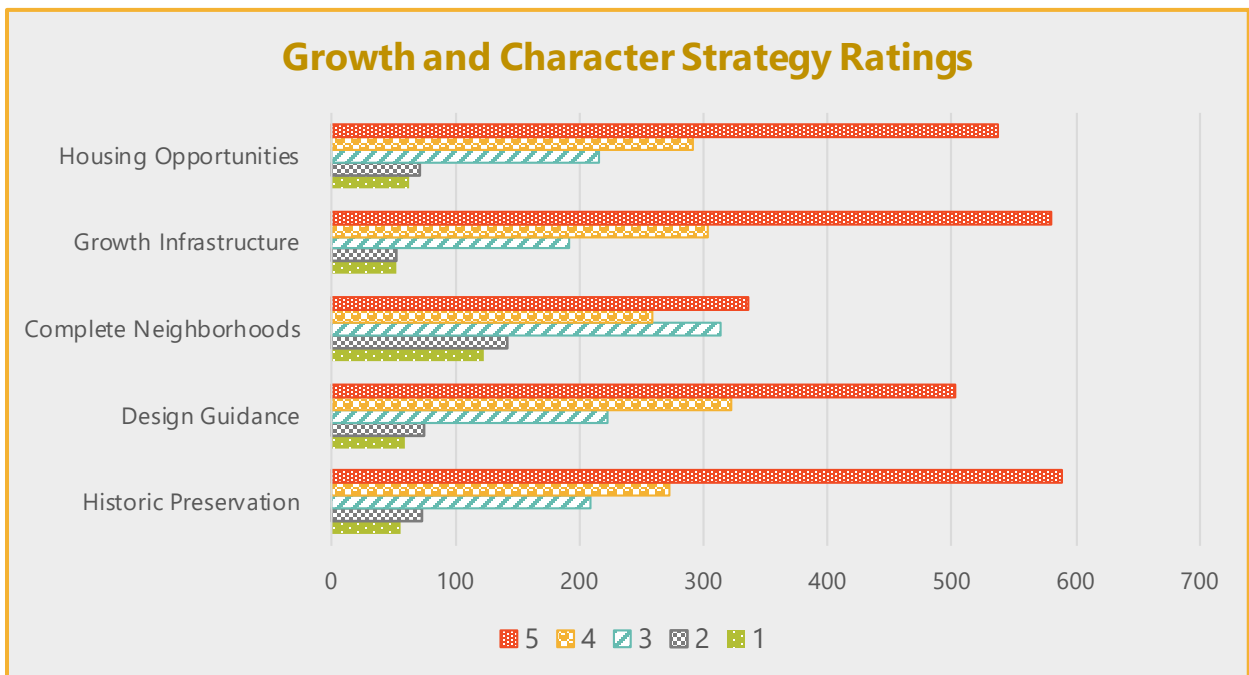
**Figure 7.2.5: Education Strategy Ratings**



The last theme was Growth and Character. Survey results of which are shown in Figure 7.2.6. The strategies presented as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Historic Preservation and Growth Infrastructure were the highest ranked.

1. Historic Preservation: *Continue to proactively identify and protect historic resources within the city.*
2. Growth Infrastructure: *Prioritize infrastructure improvements that support population and economic growth strategies.*
3. Housing Opportunities: *Explore comprehensive strategies to increase housing opportunities in mixed-use and walkable developments.*
4. Design Guidance: *Continue to implement design standards to enhance community character in new development.*
5. Complete Neighborhoods: *Increase neighborhood-scale, commercial opportunities within single-family neighborhoods when located on the corner of an intersection.*

**Figure 7.2.6: Growth and Character Strategy Ratings**



## 7.3 Screen 3 - Strategy Ratings

Screen 3 was the second of two strategy rating screens. Another five of the StPete2050 theme areas were displayed alongside five corresponding action strategies. Again, respondents were asked to rate each strategy by assigning one to five stars to each one, with five being the most preferred and one being the least preferred. This format is shown in Figure 7.3.1.

**Figure 7.3.1: Screen 3 - Strategy Rating**

**3 Strategy Ranking**

**STRATEGY RATING**

Transportation & Mobility | Arts & Culture | Sustainability Resilience | Parks & Recreation | Healthy Communities

Promote Complete Streets which accommodates all transportation users

**Modal Equity**

Appropriate Speed Limits

Mobility Options

Adapt Parking Rules

Smart City Mobility

**Modal Equity**

Increase modal equity by seeking to protect the urban street grid that includes wide sidewalks and enhanced pedestrian crosswalks, separated bike lanes and trails, and improved transit service and amenities.

Please rate this from 1 star (least preferred) to 5 stars (most preferred)

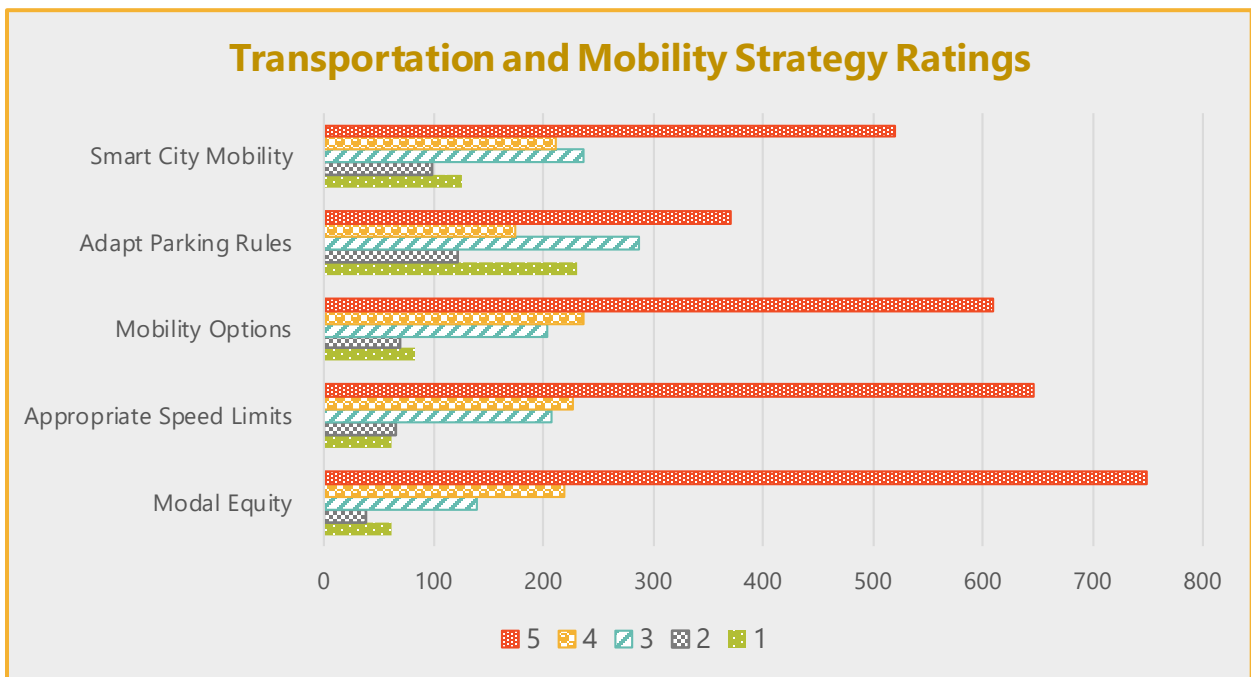
★ ★ ★ ★ ★

Previous Next

The first theme on this screen was Transportation and Mobility. Survey results can be seen in Figure 7.3.2. The strategies presented as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Modal Equity was ranked the highest.

1. **Modal Equity:** *Increase modal equity by seeking to protect the urban street grid that includes wide sidewalks and enhanced pedestrian crosswalks, separated bike lanes and trails, and improved transit service and amenities.*
2. **Appropriate Speed Limits:** *Design and operate a transportation system that supports contextually appropriate speeds with lower speeds through neighborhoods and mixed-use areas, moderate speeds elsewhere on city streets, and higher speeds on highways.*
3. **Mobility Options:** *Seek to increase the number of mobility options in St. Pete including but not limited to such services and technologies as passenger ferries, aerial gondolas, motorized scooters, and car share.*
4. **Smart City Mobility:** *Support added technology to increase transportation efficiency which could include more vehicle autonomy.*
5. **Adapt Parking Rules:** *Continue to reduce minimum parking requirements as increased transit service and transit-oriented development reduce auto-dependency.*

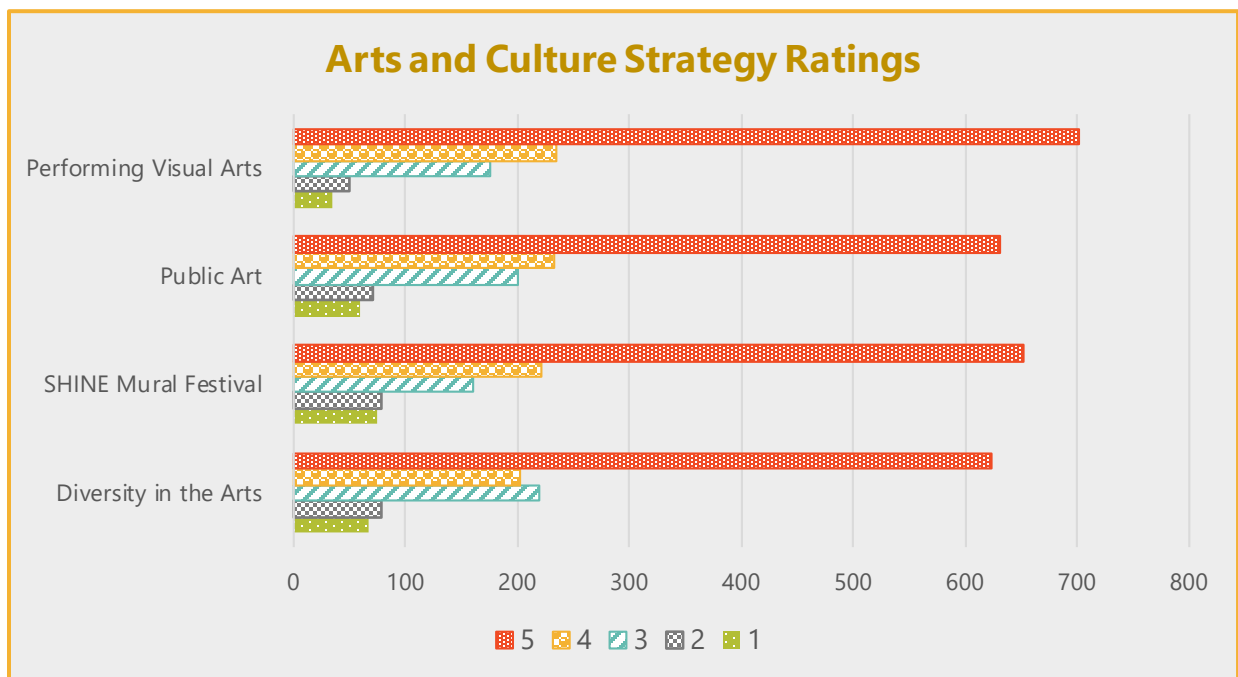
**Figure 7.3.2: Transportation and Mobility Strategy Ratings**



The second theme area on this screen was Arts and Culture. Survey results are shown in Figure 7.3.3. The strategies presented as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Performing Visual Arts led in the rankings.

1. Performing and Visual Arts: *Support museums, galleries, events, and performance venues with focus on local artists.*
2. SHINE Mural Festival: *Continue to support and promote the creation of murals throughout the City.*
3. Public Art: *Incorporate local artists in placemaking programs and public parks.*
4. Diversity in the Arts: *Evaluate and improve upon the City's strategy of including a diverse group of local artists in public arts projects.*

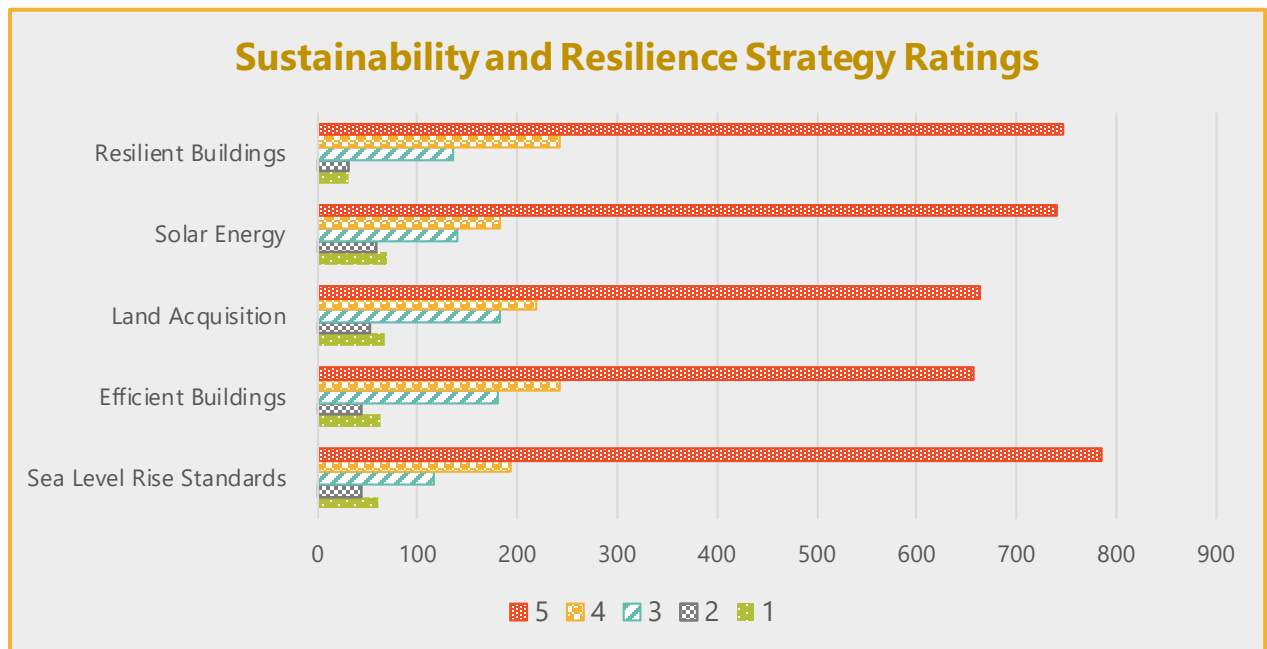
**Figure 7.3.3: Arts and Culture Strategy Ratings**



The next theme area on this screen is Sustainability and Resilience. Survey results are shown in Figure 7.3.4. The strategies presented as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Sea Level Rise Standards, Resilient Buildings, and Solar Energy were ranked the highest.

1. Sea Level Rise Standards: *Consider development standards to address the daily impact of forecast Sea Level Rise.*
2. Resilient Buildings: *Redevelopment standards that result in safer and more storm-resilient buildings.*
3. Solar Energy: *Continued investment in solar energy at city facilities and for residents, non-profits, and business.*
4. Land Acquisition: *Develop ambitious land preservation and acquisition strategies.*
5. Efficient Buildings: *Rigorous energy-efficient building standards that are coupled with energy efficiency incentives for all development and redevelopment.*

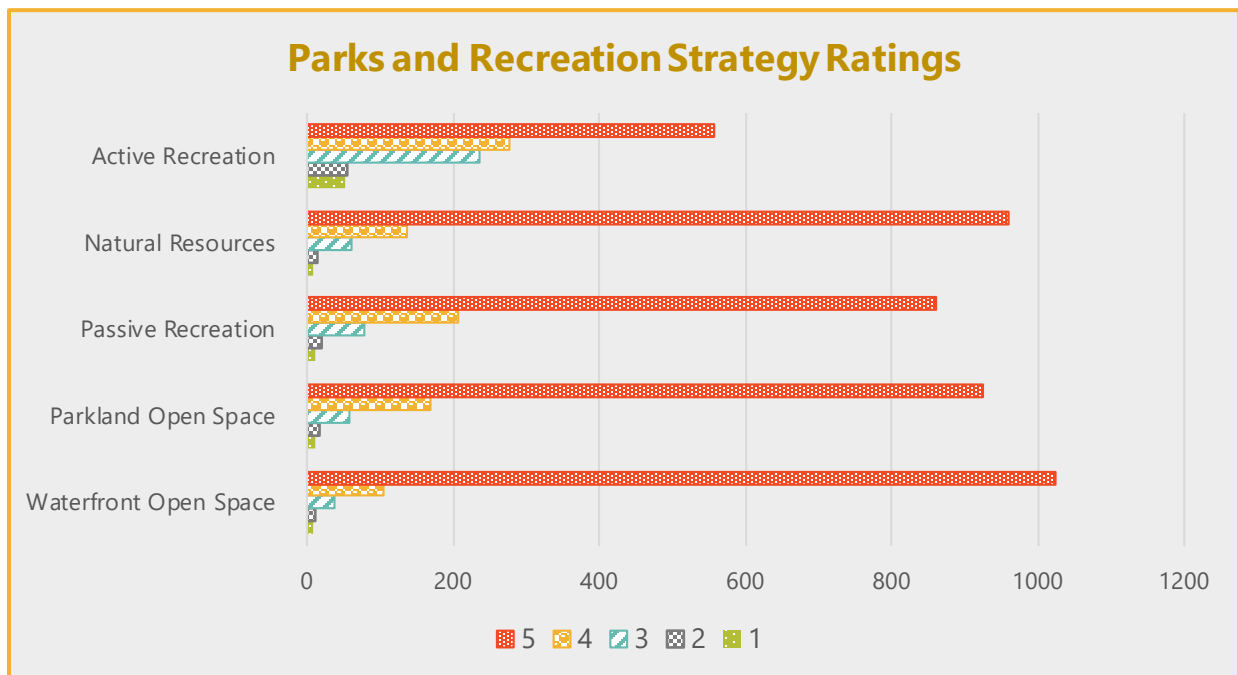
**Figure 7.3.4: Sustainability and Resilience Strategy Ratings**



The fourth theme area on this screen was Parks and Recreation. Survey results are shown in Figure 7.3.5. The strategies presented as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Waterfront Open Space was a priority to respondents.

1. Waterfront Open Space: *Waterfront open space is a major community asset that should be protected and enhanced for continued public use.*
2. Natural Resources: *Protect key natural habitats and educate residents.*
3. Parkland Open Space: *Parkland is important for providing meaningful recreation (active and passive) space to citizens and visitors.*
4. Passive Recreation: *Provide well-connected access to open space for self-guided leisure activities, i.e. walking and nature trails and picnic areas.*
5. Active Recreation: *Provide facilities and efficient programming for highly structured recreational uses, i.e. athletic fields and courts, recreational buildings and facilities.*

**Figure 7.3.5: Parks and Recreation Strategy Ratings**

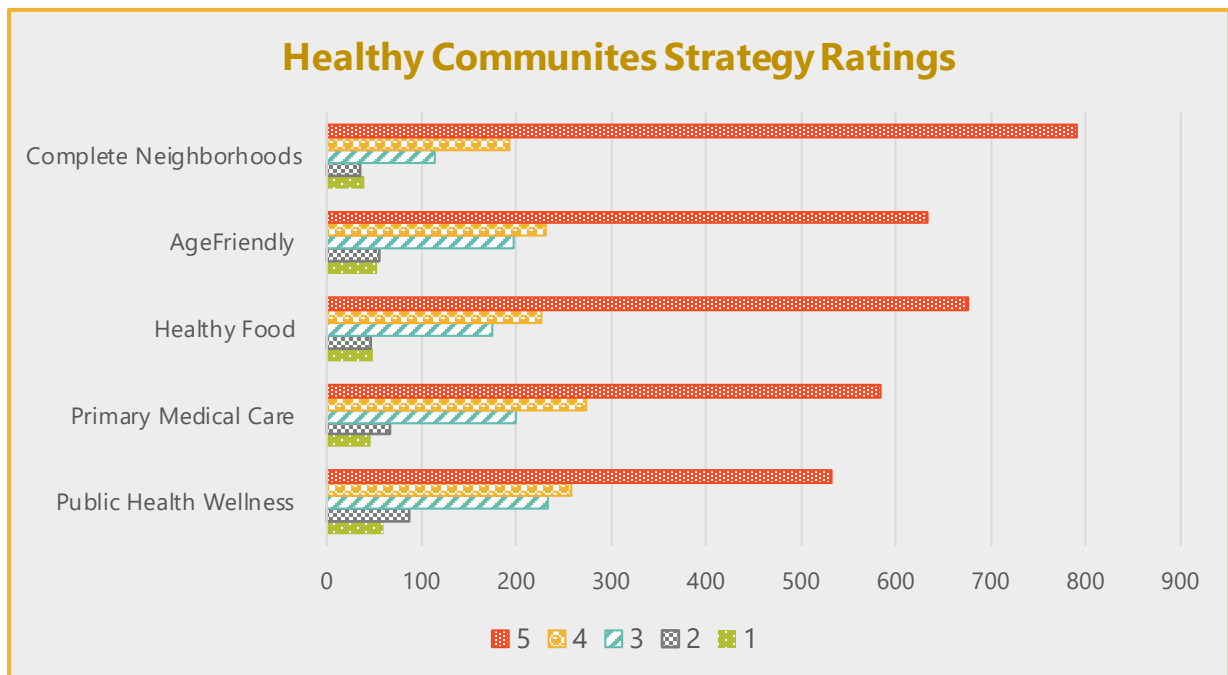




The last theme area displayed on Screen 3 was Healthy Communities, shown in Figure 7.3.6. The strategies presented as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Complete Neighborhoods led in the rankings

1. Complete Neighborhoods: Promote walkable neighborhood design where everyone has safe and convenient access to goods and services.
2. Healthy Food: Increase partnerships and programs that increase access to fresh and healthy food.
3. Age Friendliness: Promote opportunities that create an inclusive community that encourages active aging in which people of all ages and abilities can thrive with dignity and independence.
4. Primary Medical Care: Increase partnerships and adopt policies that improve access to non-emergency medical care.
5. Public Health and Wellness: Raise awareness of and increase access to Healthy St. Pete wellness resources and programs.

**Figure 7.3.6: Healthy Communities Strategy Ratings**



## 7.3 Screen 4 - Character Preference

The fourth screen consisted of four categories: neighborhoods, centers, corridors, and housing types. To best envision how to retain and enhance our community's character moving towards 2050, it is important to consider the design of different aspects of the built environment. Survey respondents were asked to assign a ranking to each of the images presented on this screen in order of most preferred (5 stars) to least preferred (1 star). This format is shown in Figure 7.4.1.

**Figure 7.4.1: Screen 4 - Character Preference**

4

Character Preference

CHARACTER PREFERENCE

Neighborhoods

Centers

Corridors

Housing Types

Neighborhood Typology


Traditional

Mixed-Use

Suburban

Traditional

St. Pete has several traditional neighborhoods that are marked by their architectural character, walkability, and unique sense of place.



Please rate this from 1 star (least preferred) to 5 stars (most preferred)

★ ★ ★ ★ ★

Previous

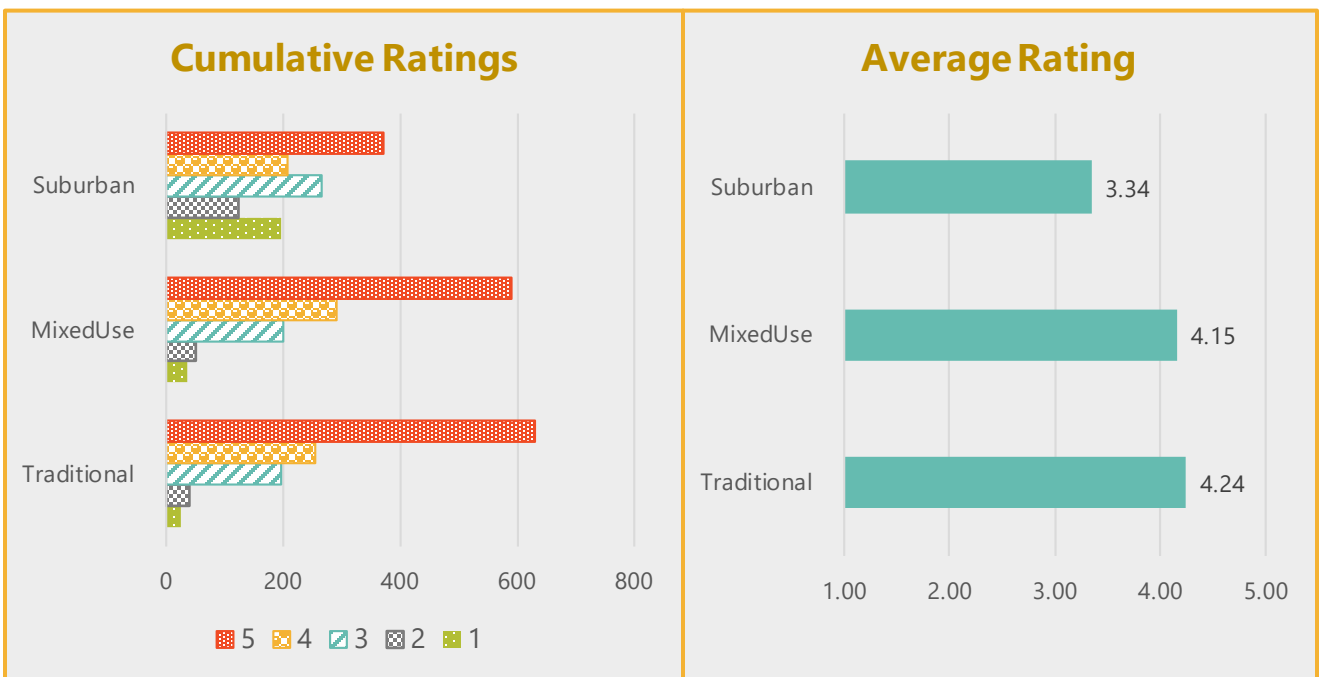
Next

The first of the categories was neighborhoods. Survey results are shown in Figure 7.4.2. Examples of neighborhoods as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Traditional Neighborhoods were the preference of the respondents.

1. Traditional: *St. Pete has several traditional neighborhoods that are marked by their architectural character, walkability, and unique sense of place.*
2. Mixed Use: *Mixed-Use neighborhoods provide opportunities for residents to live, work, and play without having to leave their community.*
3. Suburban: *Suburban neighborhoods are located away from major corridors and centers and provide an opportunity to live in a neighborhood that is primarily residential.*

All three of the neighborhood examples received a positive response, although the suburban neighborhood received the lowest average rating.

**Figure 7.4.2: Neighborhoods Image Ratings**

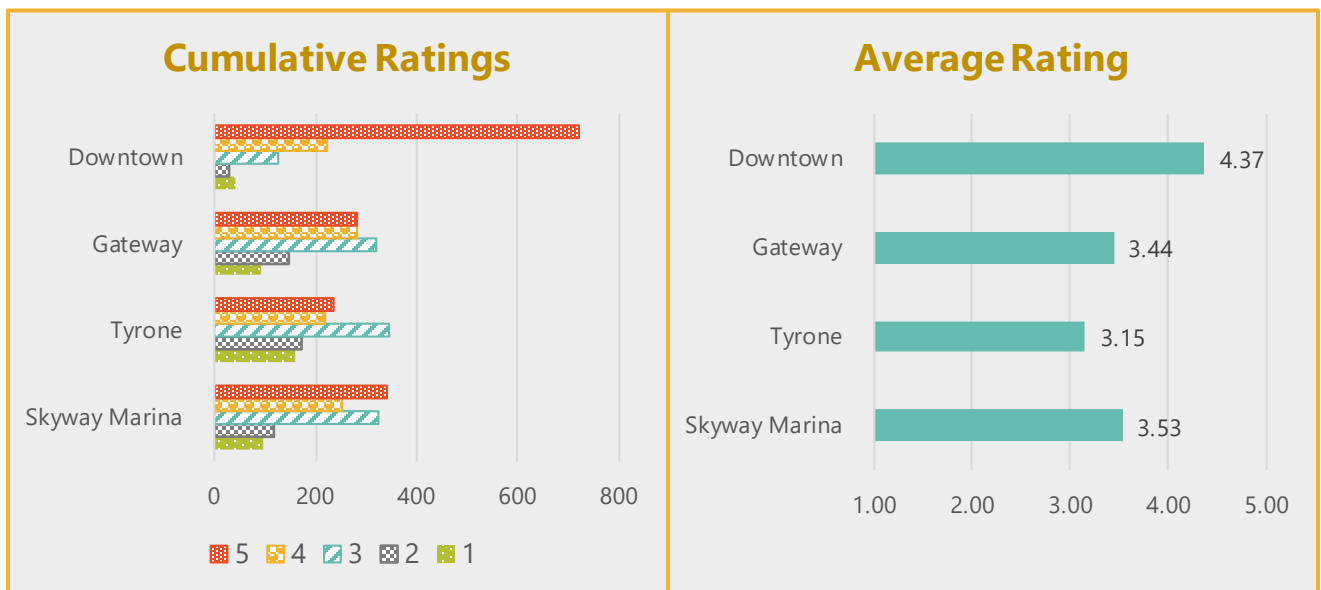


The next category on this screen was centers. Survey results can be seen in Figure 7.4.3. Examples of centers as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star).

1. Downtown: *Downtown serves as a center for employment, recreation, the arts, and an increasing amount of homes.*
2. Skyway Marina: *The Skyway Marina District is home to a number of shopping locations, residential buildings, the Maximo Marina, Eckerd College and St. Petersburg Community College.*
3. Gateway: *The Gateway area lies at the very north of St. Petersburg. It is highly accessible to regional transportation and is a major employment hub, home to some of the city's largest employers.*
4. Tyrone: *The Tyrone area consists of mainly retail and residential uses. It includes the Tyrone Square Mall and offers easy access to area beaches.*

The distribution of ratings indicate that a large number of participants rated Gateway, Tyrone, and Skyway as 3 stars, which is the neutral response. This is likely because many respondents have not been to all three of these centers, as opposed to downtown, which most St. Petersburg residents are at least somewhat familiar with. Respondents identify downtown as most preferred, with very few people rating it 1 or 2 stars.

**Figure 7.4.3: Centers Image Ratings**

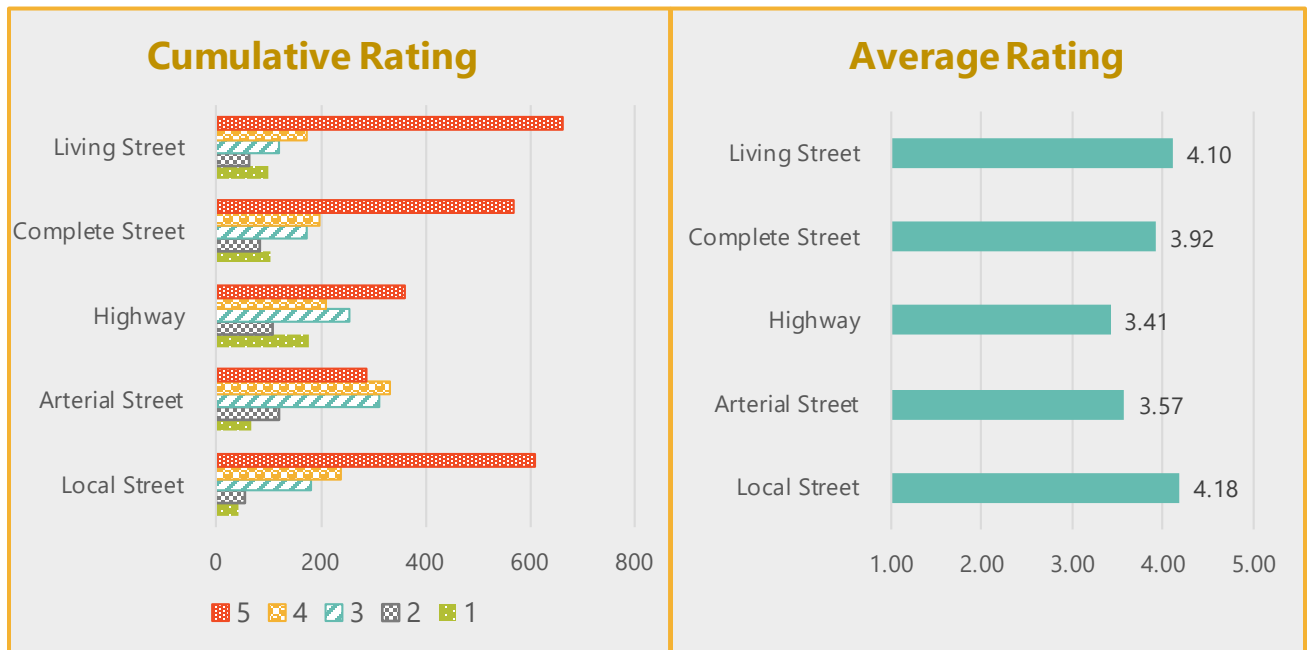


The third category shown was corridors. Survey results are shown in Figure 7.4.4. Examples of corridors as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star).

1. Local Street: *Neighborhood streets are narrow, low traffic, low speed streets with on-street parking that serve residential areas beyond major corridors and centers.*
2. Living Street: *Living streets are streets designed to prioritize pedestrians and cyclists. They are meant to be a social place for safe and legal recreational activity, while cars can operate with greatly reduced speed. There are not any current examples of living streets in St. Petersburg.*
3. Complete Street: *Complete streets are designed and operated to promote safety and ease of use for all users regardless of age, ability, or mode of transportation. St. Petersburg currently has several complete streets.*
4. Arterial Street: *Arterial streets are higher capacity urban roads that delivers traffic between neighborhoods and centers.*
5. Highway: *Highways are busy, multi-lane roads with restricted access. They provide high speed regional automobile access.*

The ratings on this category indicated that while all corridor types are important to residents, there is a preference for corridors that are more pedestrian friendly and that de-prioritize higher vehicle speeds. It is interesting to note that Living Street was rated slightly higher than Complete Street. While closing streets to cars completely was a comment made frequently through all stages of the engagement process, Living Street may be a concept that fewer residents are familiar with. The positive response to this question may indicate that the public may be receptive to it, especially since the Living Street strategy has been recently implemented in some cities as a response to COVID-19.

**Figure 7.4.4: Corridors Image Ratings**

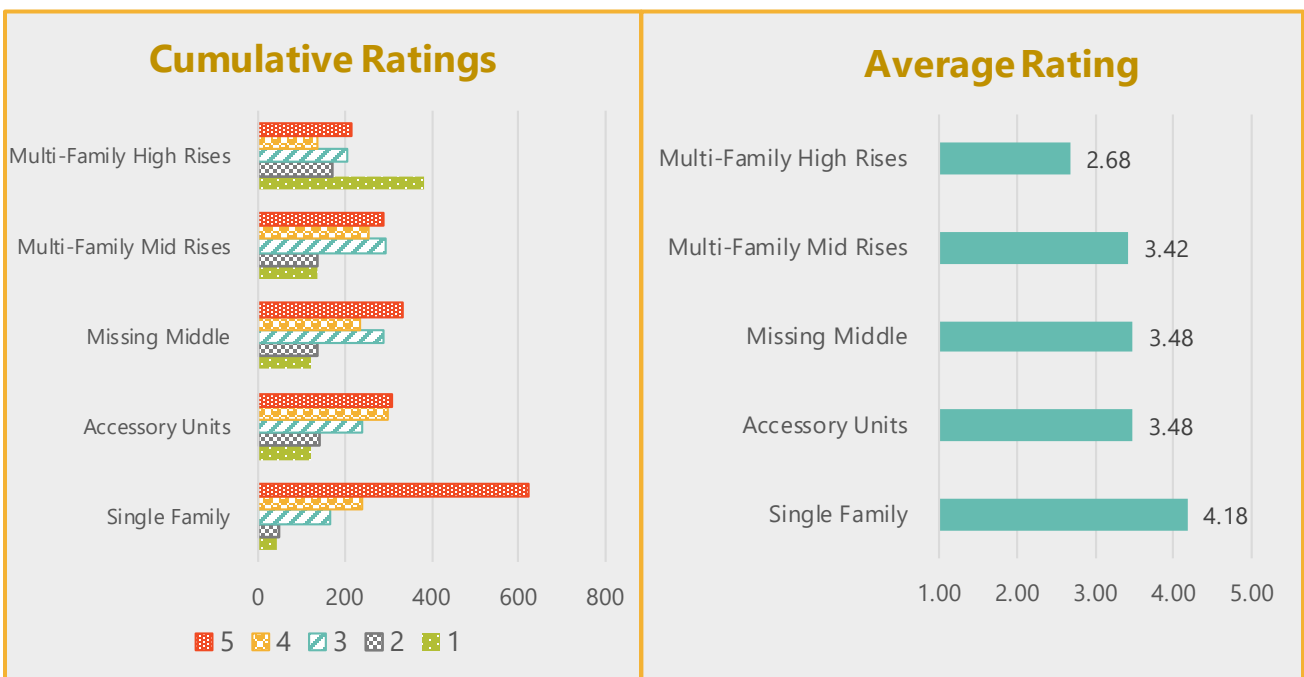


The last category shown was housing types. Survey results are shown in Figure 7.4.5. Examples of housing types as described in the survey are listed in order of most preferred (5 stars) to least preferred (1 star). Single Family was significantly higher than the other four types.

1. Single Family: *Single-family houses are standalone buildings that are detached from any other housing unit.*
2. Missing Middle: *Missing middle housing is a term used to refer to housing that is not permitted in many zoning districts. These include townhomes, rowhouses, duplexes, triplexes, quadplexes, and small multi-family buildings.*
3. Accessory Units: *Accessory units are smaller houses placed on the same lot as a single-family house.*
4. Multi-Family Mid-Rises: *Multi-Family Mid-Rises are condo or apartment buildings that are three to five stories in height.*
5. Multi-Family High Rises: *Multi-Family High-Rises are tall condo or apartment buildings. In St. Petersburg, the locations where this type of development can be built are limited to certain areas.*

Survey responses reflected many of the strong opinions heard at community events about the dislike of high-rise buildings. While it received a neutral average rating of 2.68, it received the most 1 star ratings, more than any other housing example. Single-family houses received the highest rating of 4.18. Multi-family mid-rise, missing middle, and accessory unit housing types received average ratings of about 3.4. These three examples received significantly fewer 1-star ratings, indicating less opposition to these building types. Overall, responses display a wide preference for different housing options and demonstrates the need for a city of diverse housing choices.

**Figure 7.4.5: Housing Types Image Rating**



## 7.5 Screen 5 - Demographics

The final screen asked the survey respondents to answer an optional set of demographic questions, shown in Figure 7.5.1. The purpose of this screen was to gauge the survey's reach to all residents of St. Petersburg. About 30% of respondents chose not to complete this screen.

The same series of demographic questions were asked as in the first survey, with the addition of a question asking whether the respondent participated in the first survey. Unlike the first survey, the second survey did not have a complimentary in-person engagement component due to the coronavirus pandemic and Governor's Orders to cancel group events and stay at home. The outreach team was unable to promote the survey at specialized community events. This resulted in a survey demographic that was less representative of the city's population than the previous survey, with only 6.6% African American responses in Survey 2, versus 14% in Survey 1. This lack of representative response will be taken into consideration in preparation of the StPete2050 Plan and future implementation efforts, and outreach efforts related to policy decisions. There were 1,430 responses total. The results can be seen in Figure 7.5.2.

**Figure 7.5.1: Screen 5 - Final Questions**

stpete2050.com.' Below this is a large 'STPETE2050' logo and four social media icons: Facebook, Twitter, Instagram, and YouTube."/>

5 Final Questions

FINAL QUESTIONS

Diversity Questions (Optional)

How long have you lived in St. Petersburg?

Select...

What is your age?

Select...

What is your ethnicity? Check all that apply.

☐ Asian
 ☐ Black/African American
 ☐ Caucasian
 ☐ Hispanic/Latinx
 ☐ Native American
 ☐ Pacific Islander
 ☐ Not Listed
 ☐ Prefer not to say

What is your Home Zip Code?

Type...

Did you take the first community survey?

Select...

Enter your email for updates on the project

Enter your email

Submit Final Questions

Skip

Thank You!

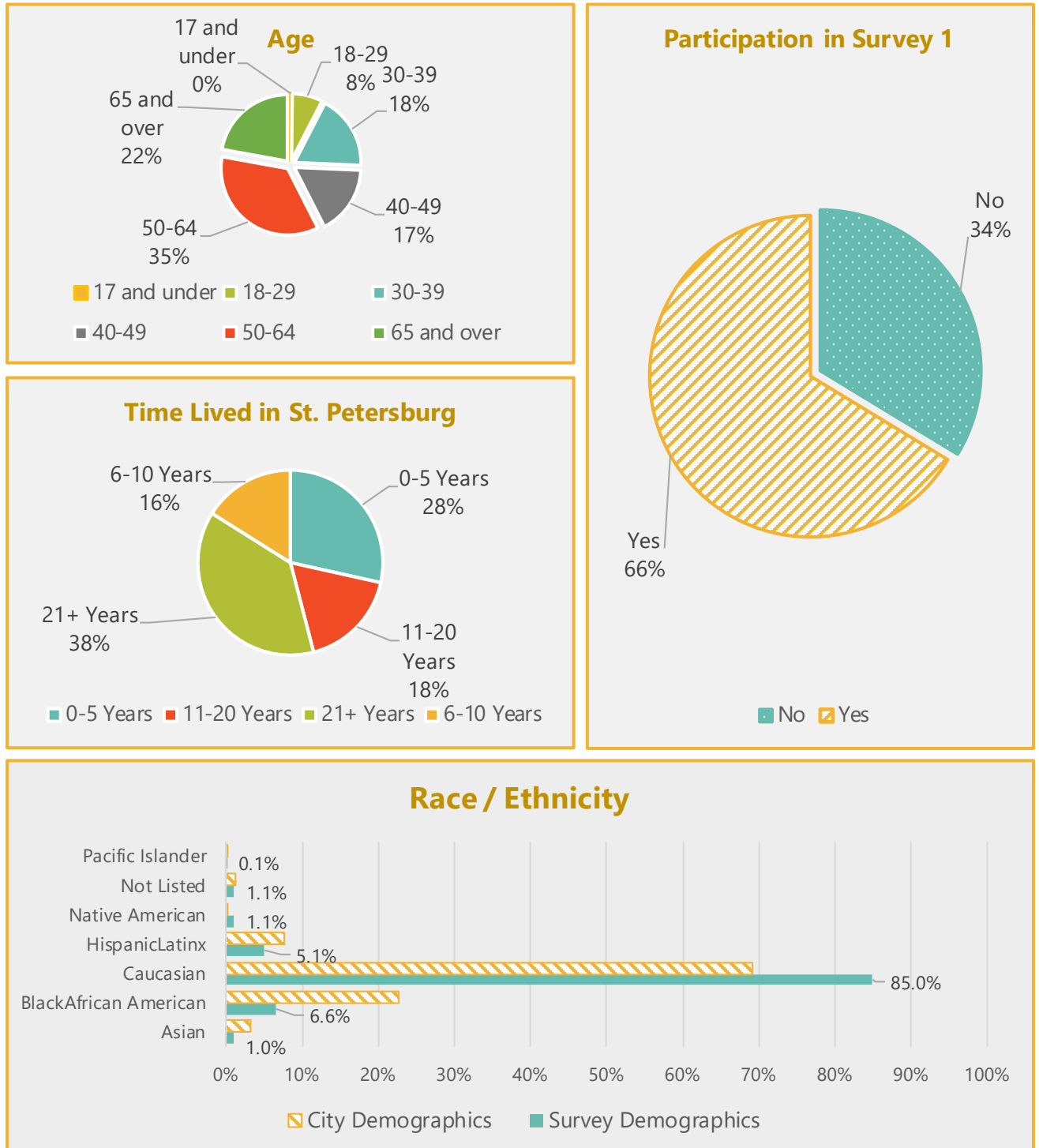
We greatly appreciate your time. We encourage you to share this survey with your friends, family, and community.

For StPete2050 updates please provide your email below.

Stay involved at [stpete2050.com](http://stpete2050.com).

STPETE2050



**Figure 7.5.2: Demographic Charts**

# Appendix

## List of Community Events

Event Name	Date	Approx. # of Attendees
Great American Teach In at St. Petersburg High School	11/13/2019	29
St. Pete Run Fest Day 1	11/15/2019	65
St. Pete Run Fest Day 2	11/16/2019	125
St. Petersburg College (SPC) Student General Assembly	11/19/2019	25
Tampa Bay Innovation Center	11/19/2019	10
Grand Villa St. Petersburg	11/19/2019	8
Lakewood Estates Civic Association	11/20/2019	35
Council of Neighborhood Associations (CONA)	11/20/2019	40
Central Oak Park Neighborhood	11/20/2019	4
Happy Workers Day Nursery	11/21/2019	3
Academy Prep	11/22/2019	12
Isa's Cuts Barber Shop	11/25/2019	4
Shear Essence Hair Salon	11/26/2019	6
St. Pete Fire Station #3	11/26/2019	3
SPC Student General Assembly	11/26/2019	14
Enoch Davis Youth Farm	12/12/2019	18
T-Mobile (3301 Central Avenue)	11/27/2019	2
PSTA Grand Central Bus Pass Sales	12/4/2019	35
EDGE District Sip and Stroll	12/5/2019	15
Grow Smarter Summit	12/6/2019	300
Lakeview Presbyterian Church Bazaar and Sale	12/7/2019	10
Innovation District Council	12/11/2019	30
Ugly Sweater Bar Crawl	12/14/2019	200
Edwards Family Gala	12/14/2019	200
Celebrating Champions: My Brother's and Sister's Keeper Event	12/20/2019	100
Saturday Morning Market	12/28/2019	150
University of South Florida St. Pete (USFSP) Campus Center Bulls Bash	1/12/2020	30
SPC Welcome Back Downtown Campus	1/14/2020	15
SPC Welcome Back Midtown Campus	1/16/2020	30
SPC Welcome Back Gibbs Campus	1/16/2020	50
Trivia Night at Mad Hatters Tea Bar	1/16/2020	47
Onesie Bar Crawl	1/18/2020	50
Saturday Morning Market	1/18/2020	125
MLK Family Funday at Tropicana Field	1/20/2020	80
SPFD Wear Red Day Blood Pressure Screenings	2/7/2020	40
SPC Gibbs Student General Assembly	2/11/2020	100

Event Name	Date	Approx. # of Attendees
SPC Midtown Student General Assembly	2/18/2020	25
Localtopia	2/22/2020	400
SPC Downtown Student General Assembly	2/25/2020	25
CONA Leadership Event	3/2/2020	40
Mayors Neighborhood Awards	3/3/2020	170
St. Pete Parks & Recreation After School Program	3/9/2020	35
St. Pete Parks & Recreation After School Program	3/10/2020	75
St. Pete Parks & Recreation After School Program	3/11/2020	30
St. Pete Parks & Recreation After School Program	3/12/2020	60
<b>Total:</b>		<b>2,870</b>

## Corresponding File Attachments

1. Workshop Series 1 Presentation - PDF File
2. Workshop Series 1 Data Analysis - Excel File
3. Online Community Survey 1 Data Analysis - Excel File
4. Workshop Series 2 Presentation - PDF File
5. Workshop Series 2 Theme Exercise Handout - PDF File
6. Workshop Series 2 Participant Comments - Excel File
7. Online Community Survey 2 Data Analysis - Excel File