



Hillsborough County Quality of Life Indicators Project

**“Measuring Our Progress”
June 2007**

Florida Center for
Community Design + Research

and Hillsborough County Planning and Growth Management

PROJECT PURPOSE

- **To establish an initial set of measures that over time will indicate the progress of actions taken by the Board of County Commissioners to improve quality of life in the County.**

PROJECT ORIGIN

- **BOCC STRATEGIC PLAN GOAL 8**
 - To make Hillsborough County a desired place to live through managing growth

GOAL 8 OBJECTIVES

- **A. Improve quality of life for citizens by establishing and monitoring a set of BOCC improvement measures using data from an annual Quality of Life survey**
- **C. Improve the physical appearance of the community as measured by an annual Quality of Life survey**

Defining Our Terms

- **Quality of Life**: The level of enjoyment and fulfillment derived by humans from the life they live within their local economic, cultural, social, and environmental conditions.
- **Dimensions**: The overall categories or classifications of quality of life for which indicators will be developed and tracked.
- **Indicator**: A measure that reflects the status of some social, economic, or environmental system over time.

Hillsborough County's Quality of Life Has Many Dimensions



Indicator Development Criteria

- **Measurable / Replicable / Best available data**
- **Relevant to residents' QOL?
Understandable?**
- **Responsive to policy changes?**

Indicator Types

Balancing

- **Statistical, and**
- **Perception (public sentiment)**

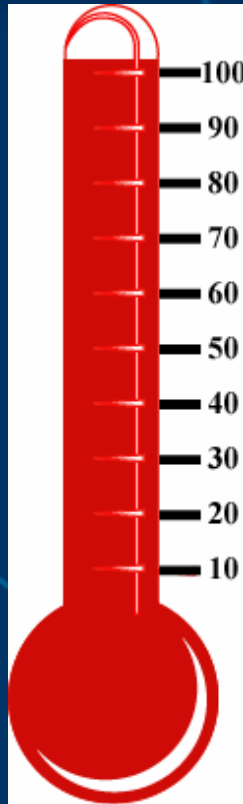
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Sample Indicators

- **Dimension: Economy**
 - Average Annual Pay
 - Unemployment Rate
 - Florida Price Level Index
 - Households Receiving Public Assistance
- **Dimension: Housing**
 - Housing Affordability Index
 - Homeownership rates

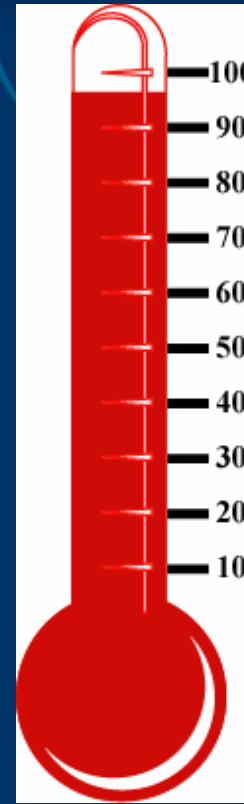
Hillsborough County Quality of Life Indicator System “The QOL Barometer” 2007

Overall Score: 104.5



Statistical Indicator Score

Overall Score: 97.7



Public Sentiment Score

Note: Change in the QOL Barometer from the first to second year is based on the prior year scores as the starting point (i.e. a Statistical score of 103.9 and a Sentiment score of 97.7).

Hillsborough County QOL Indicators 2007 Change From First to Second Year

Dimension	Statistical Indicator Change	Sentiment Indicator Change
ALL DIMENSIONS	▲ 0.56	▼ 0.05
Education	▼ 0.20	▼ 1.0
Economy	▲ 1.0	-0-
Environment	▲ 0.2	▲ 0.33
Health	▼ 0.33	-0-
Public Safety	▲ 0.5	▼ 0.6
Transportation	▲ 0.14	▲ 0.5
Housing	-0-	▲ 0.33
Arts/Culture/Recreation	▼ 0.25	▲ 0.25
Government	▼ 0.5	▲ 0.14

RECOMMENDATIONS

- **Approve the indicator system**
- **Create public awareness**
- **Add indicators to planning process**
- **Enhance stakeholder involvement**
- **Use technology tools**

EDUCATION INDICATORS

Statistical:

- % passing FCAT
- % in overcrowded schools
- Graduation / dropout rates
- SAT trends
- % continuing education

Public Sentiment:

- Quality of public system from year to year

ECONOMY INDICATORS

Statistical:

- **Average annual pay**
- **Unemployment rate**
- **Retail price index**
- **Households receiving public assistance**

Public Sentiment:

- **Quality of job opportunities year to year**
- **Perception of job opportunities**

ENVIRONMENT INDICATORS

Statistical:

- **Days with unhealthful air**
- **Per capita water use**
- **Lands in conservation**
- **Acres of seagrass**
- **Solid waste per capita**

Public Sentiment:

- **Quality of resources from year to year**
- **Perception of garbage/recycling**
- **Perception of drinking water services**

HEALTH INDICATORS

Statistical:

- % low birth weights
- Indigent Care members
- Hospital beds per 100,000

Public Sentiment:

- Healthcare quality from year to year
- Perception of healthcare for poor

PUBLIC SAFETY INDICATORS

Statistical:

- **Property/violent crime rate**
- **Domestic violence rate**
- **Fire/Rescue response time**
- **911 response time**

Public Sentiment:

- **Quality of security year to year**
- **Perception of sheriff services**
- **Perception of Fire services**
- **Perception of Rescue services**
- **Neighborhood satisfaction with quality of life**

TRANSPORTATION INDICATORS

Statistical:

- # of traffic fatalities
- # of deficient road miles
- Miles of bike lanes and trails
- Ped fatality rate/100,000
- HARTLINE passengers
- TIA passenger count
- Miles of sidewalk

Public Sentiment:

- Quality of system year to year
- Perception of ease of vehicle travel
- Perception of bike convenience/safety
- Perception of ped convenience/safety

HOUSING INDICATORS

Statistical:

- **Affordability index**
- **Homeownership rates**

Public Sentiment:

- **Quality of affordable housing from year to year**
- **Perception of affordability**
- **Perception of affordability for low-income**

ARTS/CULTURE/RECREATION INDICATORS

Statistical:

- **Sperling ranking for arts & culture**
- **Park acres /1,000**
- **Annual Library circulation**
- **Annual # of public art projects**

Public Sentiment:

- **Quality of entertainment year to year**
- **Quality of parks/rec year to year**
- **Quality of arts year to year**
- **Public perception of cultural opportunities**
- **Public perception of parks**
- **Public perceptions of rec programs**
- **Public perception of public library**
- **Public perception of child library programs**

GOVERNMENT INDICATORS

Statistical:

- Reliance on property taxes
- Per capita expenditures
- Residents per employee
- Voter turnout

Public Sentiment:

- Quality of local utilities
- Govt. presence year to year
- Quality of growth mgmt.
- Perception of knowing what's going on in govt.
- Perception of mgmt. of growth/development
- Perception of senior services
- Perception of child care services

May 18, 2007

**HILLSBOROUGH COUNTY QUALITY OF LIFE INDICATOR SYSTEM
2007 UPDATED LIST OF INDICATORS**

The following updated list of Dimensions and Indicators was developed at the direction of the County Planning and Growth Management Department for presentation to the County Commission. The updated list includes all the statistical and public sentiment indicators initially developed in 2006, two or more of the most recent years of data available and a citation for the data source used.

DIMENSION 1: EDUCATION (The quality of the public education system in Hillsborough County at all levels)

INDICATORS / DATA / SOURCES:

Statistical Indicators (Overall score = -0.20 negative change)

A) *Percentage of High School students passing FCAT Test* (Score = -1)

<u>2004</u>	<u>Hillsborough</u>	<u>Florida</u>
Reading	36%	34%
Mathematics	68%	63%
<u>2005</u>		
Reading	55%	52%
Mathematics	81%	77%
<u>2006</u>		
Reading	55%	52%
Mathematics	80%	77%

Source: Tables 4.79 – 2004 and 2005 Florida Statistical Abstract; Tables 4.70 and 4.71 – 2006 Florida Statistical Abstract; University of Florida Bureau of Economic and Business Research (BEBR).

E) Percentage of Hillsborough High School students continuing their education (-1)

	<u>Hillsborough</u>	<u>Florida</u>
2003 Graduates	67.85%	70.16%
2004 Graduates	59.84%	60.80%
2005 Graduates	54.15%	62.06%

Source: Tables 4.82 – 2004 and 2005 Florida Statistical Abstract; University of Florida Bureau of Economic and Business Research (BEBR). For 2005 data, personal contact with Linda Hewett, Florida Department of Education (5-18-07).

Public Sentiment Indicator (Overall score = -1 – negative change)

A) Quality of the public education system from year to year (-1)

In 2004 compared to 2003: Mean rating 2.87 (ranked significantly below average)
 In 2005 compared to 2004: Mean rating 2.76 (ranked significantly below average)
 In 2006 compared to 2005: Mean rating 2.81 (ranked significantly below average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

DIMENSION 2: ECONOMY (The quality of opportunities to operate a business or find suitable employment)

INDICATORS / DATA / SOURCES:

Statistical Indicators (Overall score = +1 – positive change)

A) Average annual pay (+1)

	<u>Tampa MSA</u>	<u>Florida</u>
2003	\$33,907	\$33,544
2004	\$35,328	\$35,186
2005	\$36,368	\$36,765

Source: Table 6.57 Florida Statistical Abstract 2006; University of Florida Bureau of Economic and Business Research (BEBR).

B) Unemployment rate (+1)

	<u>Hillsborough</u>	<u>Florida</u>
2003	5.0%	5.3%
2004	4.3%	4.7%
2005	3.5%	3.8%

Source: Table 6.11 Florida Statistical Abstract 2005 and 2006; University of Florida Bureau of Economic and Business Research (BEBR).

C) Florida Retail Price Index in Hillsborough County (+1)

2003: 99.17 (rank among counties = 8)
 2004: 98.01 (rank among counties = 11)
 2005: 96.50 (rank among counties = 12)

Source: Tables 24.80 Florida Statistical Abstract 2004, 2005 and 2006; University of Florida Bureau of Economic and Business Research (BEBR). See also the County's online Community Stats for data from 1980 – 2003)

D) Households Receiving Public Assistance in Hillsborough County (+1)

	<u>Hillsborough</u>	<u>Florida</u>
2003-2004	9,542	138,620
2004-2005	10,388	131,901
2005-2006	9,384	115,119

Source: Table 7.21 Florida Statistical Abstract 2005 and 2006; University of Florida Bureau of Economic and Business Research (BEBR). Personal contact with DCF staff for 2003-2004 data.

Public Sentiment Indicators (Overall score = -0- no change)

A) Quality of the County's job opportunities from year to year (+1)

In 2004 compared to 2003: Mean rating 3.10 (ranked significantly better than average)
 In 2005 compared to 2004: Mean rating 3.12 (ranked significantly better than average)
 In 2006 compared to 2005: Mean rating 3.02 (ranked significantly better than average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

D) Acres of Seagrass - Tampa Bay (+1)

1999: 24,841 2002: 26,078 2004: 27,024 2006: 28,299

Source: Tampa Bay Estuary Program. NOTE: Seagrass mapping data provided by SWFWMD every 2-3 years.

E) Solid Waste Disposal per capita (+1)

1999: 1.34 tons per capita 2000: 1.18 tons per capita 2004: 1.15 tons per capita

Source: Florida Department of Environmental Protection
http://www.dep.state.fl.us/waste/quick_topics/publications/shw/recycling/2004AnnualReport/AppendixB/1B.pdf

Public Sentiment Indicators (Overall score = +0.33 – positive change)

A) Quality of environmental and natural resources from year to year (-1)

In 2004 compared to 2003: Mean rating 2.76 (ranked significantly below average)
 In 2005 compared to 2004: Mean rating 2.70 (ranked significantly below average)
 In 2006 compared to 2005: Mean rating 2.63 (ranked significantly below average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

B) Public perception of garbage / recycling collection (+1)

2005 80.3% above average rating
 2006 82.5% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

C) Public perception of drinking water services (+1)

2005 66.9% above average rating
 2006 74.8% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

DIMENSION 4: HEALTH (The quality of healthcare for all residents)

INDICATORS / DATA / SOURCES:

Statistical Indicators (Overall score = -0.33 – negative change)A) *Percent of live births with low birth weight (under 2,500 grams)* (-1)

2000: 8.1% 2003: 8.8% 2005: 9%

Source: Florida's Children At A Glance, 2002 and 2005. Center for the Study of Children's Futures, Louis de la Parte Florida Mental Health Institute – USF; Hillsborough Community Atlas – Health, accessed May 15, 2007.

B) *Total unduplicated members served by Indigent Health Care Trust Fund* (+1)

2004: 25,121 2005: 23,675 2006: 27,439

Source: Hillsborough County Adopted FY 07 Budget.

C) *Hospital Beds per 100,000 Population* (-1)

2000: 361 Beds / 100,000 2004: 329 Beds / 100,000 2005: 323 Beds / 100,000

Source: 2005 data from Florida Charts.com – <http://www.floridacharts.com/charts/displayhtml.aspx>. 2000 data: Financial Analysis Annual Report – Aggregate – 2000. 2004 data: [http://www.floridacomparecare.gov/\(5nkavz55rr1btab2elwpngik\)/default.aspx](http://www.floridacomparecare.gov/(5nkavz55rr1btab2elwpngik)/default.aspx).

Public Sentiment Indicators (Overall score = -0- no change)A) *Quality of healthcare from year to year* (-1)

In 2004 compared to 2003: Mean rating 2.57 (ranked significantly below average)

In 2005 compared to 2004: Mean rating 2.55 (ranked significantly below average)

In 2006 compared to 2005: Mean rating 2.47 (ranked significantly below average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

B) Public perception of health care for the poor (+1)

2005 49.1% above average rating
 2006 70.5% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

DIMENSION 5: PUBLIC SAFETY (The quality of safety and security in the home, business and public places)

INDICATORS / DATA / SOURCES:

Statistical Indicators (Overall score = +0.5 – positive change)

A) Property and violent index crime rate (+1)

2003: 7,019.8 Offenses / 100,000 Population
 2004: 6,141.9 Offenses / 100,000
 2005: 5,453.4 Offenses / 100,000

Source: Florida Department of Law Enforcement. Florida Uniform Crime Report.
http://www.fdle.state.fl.us/fsac/Crime_Trends/Map/29.htm

B) Domestic violence crime rate (-1)

2003: 933.8 Offenses / 100,000 Population
 2004: 884.2 Offenses / 100,000
 2005: 888.2 Offenses / 100,000

Source: Florida Department of Law Enforcement. Florida Uniform Crime Report.
http://www.fdle.state.fl.us/fsac/data_statistics.asp#UCR%20Domestic%20Violence%20Data

C) Average Response Time for Fire Rescue Emergency (+1)

	<u>2004</u>	<u>2005</u>	<u>2006</u>
Average response time – urban	6.71 minutes	6.55 minutes	5.19 minutes
Average response time – rural	8.38 minutes	8.38 minutes	7.5 minutes

Source: Hillsborough County Fire Rescue Department FY 07 Budget – Services / Measures.

D) Average Response Time for 911 Calls (+1)

2004: 8.8 minutes 2005: 9 minutes 2006: 8.1 minutes

Source: Hillsborough County Sheriff's Office personal contact – Brad Herron, Director of Operations (4-21-07).

Public Sentiment Indicators (Overall score = -0.6 - negative change)

A) Quality of Security from year to year (-1)

In 2004 compared to 2003: Mean rating 2.90 (ranked significantly below average)

In 2005 compared to 2004: Mean rating 2.94 (ranked about the same)

In 2006 compared to 2005: Mean rating 2.84 (ranked significantly below average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

B) Public perception of Sheriff Services (+1)

2005 84.1% above average rating

2006 86.7% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

C) Public perception of Fire Services (-1)

2005 94.1% above average rating

2006 86.8% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

D) Public perception of Emergency Rescue Ambulance Services (-1)

2005 93.9% above average rating

2006 85.1% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

E) Countywide levels of neighborhood satisfaction with quality of life (-1)

2004: 92% 2005: 91% 2006: 88%

Source: Hillsborough County Sheriff's Office 2006 Community Survey Final Report

DIMENSION 6: TRANSPORTATION (The quality of the system that moves people and goods, including alternative modes)

INDICATORS / DATA / SOURCES:

Statistical Indicators (Overall score = +0.14 – positive change)

A) Number of Traffic Fatalities (-1)

2002: 223 2003: 198 2004: 189 2005: 207

Source: Traffic Crash Statistics Report 2005 A Compilation of Motor Vehicle Crash Data from the Florida Crash Records Database. See:

<http://www.hsmv.state.fl.us/hsmvdocs/CS2005.pdf>

NOTE: The number of fatalities in Hillsborough County noted above represents 5.9% of all 2005 traffic fatalities statewide.

B) Total number of deficient road miles (- 1)

2005: 68.2 miles 2006: 199.67 miles

Source: Hillsborough County Planning and Growth Management – Transportation Division. Personal contact: Bill Sefekar (6-1-07)

C) Miles of bike lanes and trails (+1)

2001: 329 miles 2006: 491 miles

Source: 2001 data from Hillsborough County Comprehensive Bicycle Plan, November, 2001. 2006 is unpublished data provided by Gena Torres of the Hillsborough County MPO.

D) Pedestrian fatality rate per 100,000 population (+1)

	<u>Hillsborough</u>	<u>Florida</u>
2003	3.35	2.99
2004	3.58	2.88
2005	2.45	3.22

Source: Hillsborough data:

http://www.hcso.tampa.fl.us/CTST_10052005/Hillsborough/WEB/index_files/Traffic%20Crash%20Facts%20Hillsborough_91-03.xls. State data: Traffic Crash Statistics Reports 2005, Florida Department of Highway Safety and Motor Vehicles. See: <http://www.hsmv.state.fl.us/hsmvdocs/CS2005.pdf>. 2005 population data from HCCCPC Population Estimates (1,142,850).

E) Total HARTLINE Passengers (+1)

2003: 8,191,329 2004: 8,884,566 2005: 10,040,492 2006: 10,697,621

Source: Personal contact: Steve Feigenbaum, HARTLINE Planning Manager (5-16-07)

F) Tampa International Airport Annual Passenger Count (-1)

2004: 16.9 million 2005: 19.1 million 2006: 18.9 million

Source: http://www.tampaairport.com/about/facts/tia_fact_sheet.pdf

G) Miles of Sidewalk (+1)

2000: 1,881.31 2005: 2,235.62 2006: 2,349.42

Source: Personal contact: Jim Thigpen, Public Works Department (5-17-07)

NOTE: Sidewalk inventory is for publicly maintained sidewalks in the unincorporated County only. Public Works intends to continue sidewalk inventory annually.

Public Sentiment Indicators (Overall score = +0.5 - positive change)

A) Quality of transportation system from year to year (-1)

In 2004 compared to 2003: Mean rating 2.62 (ranked significantly below average)

In 2005 compared to 2004: Mean rating 2.52 (ranked significantly below average)

In 2006 compared to 2005: Mean rating 2.62 (ranked significantly below average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

B) Public perception of ease of vehicle travel within the County (+1)

2005	51.0% above average rating
2006	70.2% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

C) Public perception of convenience and safety of bicycle lanes and trails (+1)

2005	43.8% above average rating
2006	63.6% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

D) Public perception of convenience and safety of pedestrian facilities (+1)

2005	48.8% above average rating
2006	66.4% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

DIMENSION 7: HOUSING (The quality of opportunities to obtain adequate housing)

INDICATORS / DATA / SOURCES:

Statistical Indicators (Overall score = -0- no change)

A) Housing Affordability Index (-1)

1998: 115.49	1999: 111.87	2001: 119.36	2002: 115.88
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Source: Florida Housing Data Center (Shimberg Center)
http://www.flhousingdata.shimberg.ufl.edu/publications/sofh/2004_final_housing_report.pdf

DIMENSION 8: ARTS / CULTURE / RECREATION (The quality of cultural and recreational opportunities)

INDICATORS / DATA / SOURCES:

Statistical Indicators (Overall score = - 0.25 negative change)

A) *Bert Sperling national ranking in Arts and Culture* (-0-)

2004: 59 (out of 331 ranked)

Source: Cities Ranked and Rated by Bert Sperling and Peter Sander (2004)
(<http://www.bestplaces.net/CRAR/about.aspx>)

NOTE: Ranking is for the Tampa/St. Pete/Clearwater MSA. Unable to locate any data beyond 2004 for Sperling rankings.

B) *County Park acres per 1,000 population* (- 1)

2005: 14.2 acres / thousand

2006: 14 acres / thousand

Source: Personal contact: Peter Fowler, Hillsborough County Parks, Recreation and Conservation Services Department, May 22, 2007. Population for 2005 of 1,147,120, and 1,177,060 for 2006 obtained from HCCCPC.

C) *Total Annual Circulation of Library Materials* (+1)

2004: 6,120,960

2005: 7,248,892

2006: 7,611,337

Source: Hillsborough County FY 07 Budget - Library Services Department.

D) *Annual number of Public Art projects* (-1)

2004: 3 projects

2005: 3 projects

2006: 2 projects

Source: William Iverson, Public Art Projects Manager (5-19-07). Data for 2004 and 2005 have been revised to reflect only those projects listed as completed in the Annual Public Art Plan(s). Number of projects completed in 2006 went down because the Public Art Project Manager position was vacant.

Public Sentiment Indicators (Overall score = +0.25 - positive change)

A) Quality of Entertainment from year to year (+1)

In 2004 compared to 2003: Mean rating 3.36 (ranked significantly better than average)

In 2005 compared to 2004: Mean rating 3.35 (ranked about the same)

In 2006 compared to 2005: Mean rating 3.29 (ranked significantly better than average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

B) Quality of Public Parks and Recreation from year to year (+1)

In 2004 compared to 2003: Mean rating 3.21 (ranked significantly better than average)

In 2005 compared to 2004: Mean rating 3.15 (ranked about the same)

In 2006 compared to 2005: Mean rating 3.10 (ranked significantly above average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

C) Quality of the Arts from year to year (+1)

In 2004 compared to 2003: Mean rating 3.17 (ranked significantly better than average)

In 2005 compared to 2004: Mean rating 3.09 (ranked about the same)

In 2006 compared to 2005: Mean rating 3.06 (ranked significantly above average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

D) Public perception of cultural opportunities in the County (-1)

2005 74.3% above average rating

2006 73.6% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

E) Public perception of County park facilities (-1)

2005	87.7% above average rating
2006	82.0% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

F) Public perception of County recreation programs (+1)

2005	79.2% above average rating
2006	81.1% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

G) Public perception of Public Library services (-1)

2005	91.1% above average rating
2006	86.8% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

H) Public perception of Library programs for children (+1)

2005	84.8% above average rating
2006	86.7% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

DIMENSION 9: GOVERNMENT (The quality of, and ease of access to, County government services)

INDICATORS / DATA / SOURCES:

Statistical Indicators (Overall score = -0.5 negative change)

A) Reduced Reliance on Property Taxes as Percentage of Total Budget (-1)

2004: 21.1% 2005: 20.8% 2006: 20.4% 2007: 21.3%

Source: BOCC Annual Budgets for FY 2004, FY2005, FY2006 and FY2007.

B) Per capita expenditures (-1)

2000-2001: \$1,961 2001-2002: \$2,036 2002-2003: \$2,239 2003-2004: \$2,293

Source: Tables 23.81 – 2004, 2005 and 2006 Florida Statistical Abstract; University of Florida Bureau of Economic and Business Research (BEBR).

C) Residents per County government employee (+1)

2004: 109.9 residents / employee

2005: 113.8 residents / employee

2006: 114.9 residents / employee

Source: Hillsborough County Adopted Biennial Budget for FY 06 and FY 07; population estimates from Hillsborough County City-County Planning Commission.

D) Voter Turnout (-1)

2002: 314,685 or 59.5% 2004: 464,849 or 74.8% 2006: 291,909 or 46%

Source: Tables 21.31 – 2004 and 2005 Florida Statistical Abstract; University of Florida Bureau of Economic and Business Research (BEBR). 2006 data: Florida Department of State Division of Elections. <http://election.dos.stat.fl.us/online/voterpercent.shtml>.

NOTE: Significant difference in 2004 reflects presidential election year turnout. 2006 statewide turnout was 46.8%.

Public Sentiment Indicators (Overall score = +0.14 - positive change)

A) Quality of Local Government Utilities from year to year (-1)

In 2004 compared to 2003: Mean rating 2.91 (ranked significantly below average)

In 2005 compared to 2004: Mean rating 2.95 (ranked about the same)

In 2006 compared to 2005: Mean rating 2.87 (ranked significantly below average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

B) Presence of Local Government in Our Lives from year to year (-1)

In 2004 compared to 2003: Mean rating 2.94 (ranked significantly below average)

In 2005 compared to 2004: Mean rating 2.79 (ranked significantly below average)

In 2006 compared to 2005: Mean rating 2.86 (ranked significantly below average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

C) Quality of Growth Management from year to year (-1)

In 2004 compared to 2003: Mean rating 2.57 (ranked significantly below average)

In 2005 compared to 2004: Mean rating 2.43 (ranked significantly below average)

In 2006 compared to 2005: Mean rating 2.34 (ranked significantly below average)

Source: Third (2004), Fourth (2005) and Fifth (2006) Annual Hillsborough County Quality of Life Surveys (HCCCPC; April 2005, March 2006 and April 2007)

D) Public perception of the ease of knowing what's going on in County government (+1)

2005 61.0% above average rating

2006 74.1% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

E) Public perception of management of growth and development (+1)

2005	48.0% above average rating
2006	73.0% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

F) Public perception of services for seniors (+1)

2005	67.2% above average rating
2006	76.0% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

G) Public perception of child care services (+1)

2005	61.5% above average rating
2006	75.4% above average rating

Source: Hillsborough County Citizen Satisfaction Survey 2005 and 2006 (Bamberg-Handley, Inc.)

APPENDIX

PART 1

A limited number of statistical indicators originally considered were removed from the final list due to a lack of reliable data. They are noted here, by dimension, for potential reconsideration should data become available.

EDUCATION

Percentage of residents with Associates Degree or higher

ECONOMY

Tampa Bay Business Journal indicator?

HEALTH

Reduced swimming pool accidents / drownings

HOUSING

Occupancy rates in multi-family rental housing units

PART 2

Methodology for identifying amount and direction of change in indicators from year to year:

- a) Score each indicator within a Dimension for positive change (+1), no change (-0-) or negative change (-1). Statistical and Sentiment indicators are evaluated separately.
- b) Total the values of all statistical and sentiment indicators, respectively, then average each to reach the “score” for each Dimension (one for statistical indicators and another for public sentiment)
- c) Total all Dimension scores and add or subtract from the initial base score of 100 to identify the QOL score for the latest year (NOTE: In succeeding years, the upward or downward movement of the overall QOL score will be based on the prior year score).

PART 3

DISCLAIMERS AND QUALIFIERS

- One “Statistical” indicator (Sperling Ranking in Arts / Culture) has only one year of reliable data available, making trending difficult. This has a small impact on overall movement in the QOL Barometer that will be corrected when the next year of data becomes available. Any indicator with a single data point is scored as a “-0-“ in the trending analysis that populates the Barometer.
- Change in the initial overall “QOL Barometer” assumed a starting point (base score) of 100. From the first year of data collection in 2006 to this year, and in succeeding years, the overall barometer score will be based on the prior year score as the starting point.