



# City Commission Work Session

## Agenda

**April 9, 2026 @ 3:30 PM**

City Hall Commission Chambers  
401 S. Park Avenue

### welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at [cityofwinterpark.org/meetings/](http://cityofwinterpark.org/meetings/) and include virtual meeting instructions.

### decorum

As a courtesy to those present, please silence your mobile devices. If you must take a phone call, please excuse yourself and step outside.

Members of the public shall observe the same rules of propriety, decorum and good conduct applicable to members of the Board. Persons making remarks or exhibiting behavior that disrupts the orderly conduct of this meeting will be subject to removal from the meeting.

### assistance & appeals

Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office ([407-599-3277](tel:407-599-3277)) at least 48 hours in advance of the meeting.

"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F.S. 286.0105).

### please note

Times are projected and subject to change.

**1. Meeting Called to Order**

**2. Discussion Item (s)**

- a. Review 2026 Citywide Survey results & discuss next steps 90 minutes

**3. Adjournment**

**item type**

Discussion Item (s)

**meeting date**

April 9, 2026

**prepared by**

Clarissa Howard, Director of Communications

**approved by**

Randy Knight, City Manager

**subject**

Review 2026 Citywide Survey results & discuss next steps

**motion | recommendation****background**

Ron Gailey, Founder/CEO and Ryan Young, Marketing & Operations of [OnPoint Insights](#) will present the results of the citywide survey.

**ABOUT THE SURVEY:**

The city commissioned OnPointe Insights to conduct the CityPOV survey from February 4 to March 9, 2026. A total of 819 surveys were completed (+/- 3.43% statistical margin of error). Survey participation was solicited using citEnews, Facebook, text message, email, Instagram, cityofwinterpark.org, and X. The online survey measured:

- Refer a Friend Rating (willingness to refer the city to a friend)
- Direction of City / Comparison to Others / City Attributes ratings
- Importance and rating of Facilities/Events, Benefits, Development/Growth, Safety/Security, and Leadership issues
- City Performance on most important attributes
- Interaction with city staff
- City investment priorities
- A series of questions about communication channels and desired content
- Comments by the citizens
- Demographics

**ONPOINTE INSIGHTS TEAM:****Ron Gailey, Founder/CEO**

Ron was the Director of Insights for Coca-Cola across Asia for nearly 10 years. He provided the insights executives needed across 14 countries, including China, Japan,

Vietnam, Thailand, Philippines, and more. Prior to that he directed market research at two Fortune 500 banks. He founded two successful market research firms, one devoted to Fortune 500 companies and the other providing expert research for mayors, members of city councils and city managers.

- Over 100 completed studies and dozens of presentations to cities in the past 4 years
- Experienced with all types of research, including quantitative and qualitative
- Primary lead for Winter Park's survey team

### **Ryan Young - Marketing and Operations (Language expert)**

As head of Marketing and Operations, Ryan oversees survey creation, content writing, web development, video editing, and more. In addition to his skills overseeing research studies, Ryan is an expert in Asian languages, having studied linguistics at Brigham Young University. He is fluent in Thai, Laotian, Burmese and Mandarin.

- Over 50 completed projects for cities in the past 3 years
- International experience
- Assures all questions are consistent, clear and lack bias

### **alternatives | other considerations**

N/A

### **fiscal impact**

### **attachments**

1. Press Release #1 - City encourages residents to participate in citywide survey 02.04.26
2. Press Release #2 - City extends deadline & encourages participation in citywide survey 02.20.26
3. Email - Resident input requested by the City of Winter Park



401 South Park Avenue • Winter Park, Florida 32789

Communications

Media Inquiries: Clarissa Howard  
407-599-3428 • 407-948-2044 cell

# PRESS RELEASE

## Winter Park to conduct a citywide survey and urges residents to participate

**WINTER PARK, FL (February 4, 2026)** The City of Winter Park is conducting an online citywide survey to gather resident input on a variety of topics that will help guide upcoming strategic planning decisions. With potential changes in state tax policy that may affect how the city funds services in the future, the survey will help the city better understand community priorities. City residents are encouraged to participate and share their perspectives through a short survey that can be accessed at [op2.us/WP-Survey](https://op2.us/WP-Survey).

The survey may take about 10-12 minutes to complete and can be submitted on a phone, tablet or computer. Responses are anonymous and must be submitted by end of day, Sunday, February 22.

This survey is administered by OnPointe Insights on behalf of the city. If you experience technical issues while taking the survey, please contact [surveys@onpointe-insights.com](mailto:surveys@onpointe-insights.com).

# # #



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# PRESS RELEASE

## Winter Park extends citywide survey deadline and urges residents to participate

**WINTER PARK, FL (February 20, 2026)** The City of Winter Park is conducting an online citywide survey to gather resident input on a variety of topics that will help guide upcoming strategic planning decisions. With potential changes in state tax policy that may affect how the city funds services in the future, the survey will help the city better understand community priorities. City residents are encouraged to participate and share their perspectives through a short survey that can be accessed at [op2.us/WP-Survey](https://op2.us/WP-Survey).

The survey may take about 10-12 minutes to complete and can be submitted on a phone, tablet or computer. Responses are anonymous and must be submitted by Friday, March 6, before 11:59 p.m.

This survey is administered by OnPointe Insights on behalf of the city. If you experience technical issues while taking the survey, please contact [surveys@onpointe-insights.com](mailto:surveys@onpointe-insights.com).

# # #

**From:** [Ryan Young](#)  
**To:** [Ron Gailey](#)  
**Subject:** Fwd: [EXTERNAL] Resident input requested by the City of Winter Park  
**Date:** Friday, January 9, 2026 2:28:51 PM

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Hello,

The City of Winter Park is gathering resident input to inform upcoming planning decisions.

Possible changes in state tax policy may affect how the City funds services in the future. To better understand community priorities, residents are invited to share their perspectives through a short survey.

The survey takes about 10 to 12 minutes to complete and can be accessed on a phone, tablet, or computer. Responses are anonymous.

Survey link:  
[Start Resident Survey](#)

This survey is administered by OnPointe Insights on behalf of the City of Winter Park.

Thank you for taking the time to participate.

Sincerely,  
Randy Knight  
City Manager, City of Winter Park

*For technical issues with the survey contact: [surveys@onpointe-insights.com](mailto:surveys@onpointe-insights.com)*

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