City of Stuart

City of Stuart Monument Sign Poll

May - June 2021

Resident Poll Results

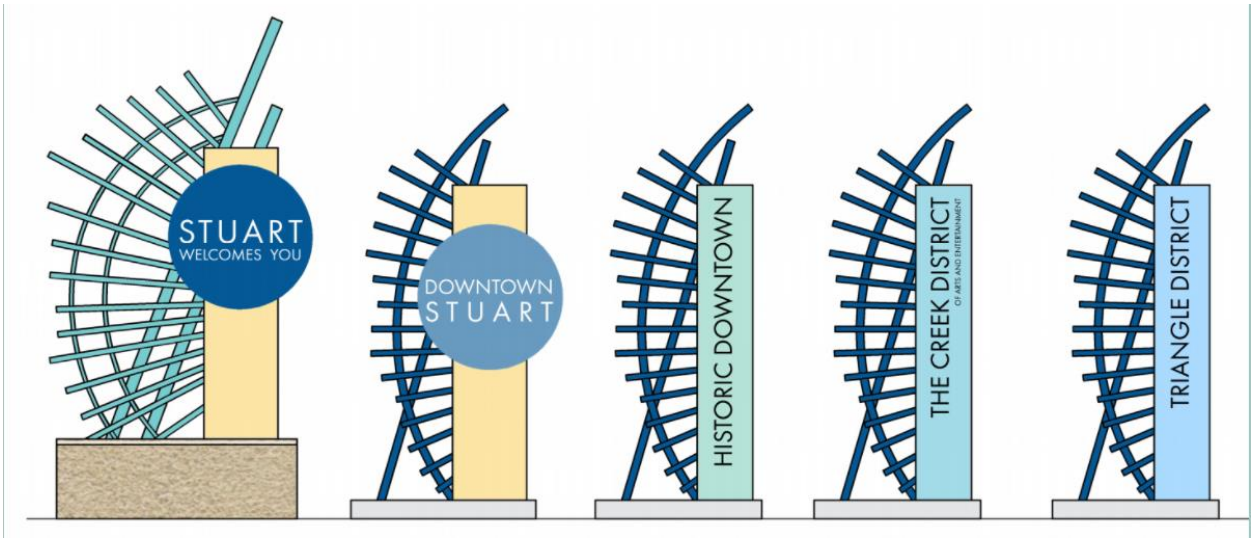
Overview:

The Community Redevelopment Agency was seeking public input on two design concepts for Gateway and District signage for the City of Stuart.

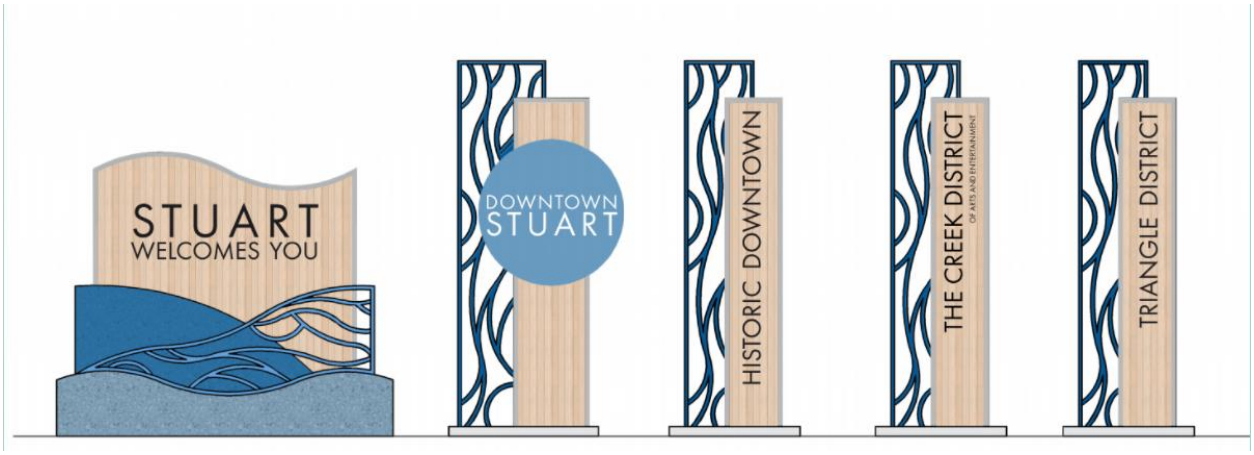
The concepts will be presented at a Community Redevelopment Board public meeting on July 6th at 4:00 PM and at the Joint Community Redevelopment Agency/Community Redevelopment Board/City Commission meeting on July 26th at 4:30PM in City Hall, 121 SW Flagler Ave., Stuart, Florida.

Each concept included a monument sign, gateway and district signage. The primary monument sign will be placed near entrances into Stuart – along Federal Highway. Visitors will experience a sense of arrival as they see gateway and district signage that reinforces the downtown's beauty.

OPTION #1



OPTION #2

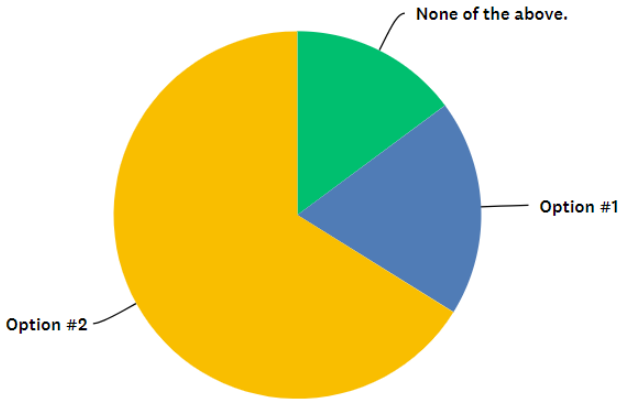

STUART
WELCOMES YOU
DOWNTOWN
STUART
HISTORIC DOWNTOWN
THE CREEK DISTRICT
TRIANGLE DISTRICT

Poll Results:

TOTAL RESPONSES	COMPLETION RATE	TYPICAL TIME SPENT	MOST-SKIPPED QUESTION
505	100%	41s	None of the questions were skipped.

Which Gateway & District Signage would you prefer to see in the City of Stuart?

Answered: 505 Skipped: 0

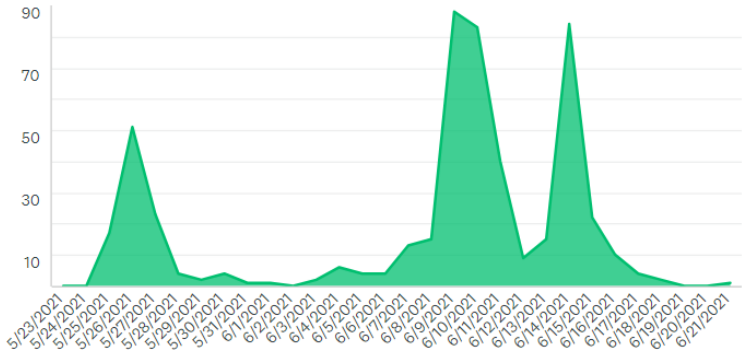


ANSWER CHOICES	RESPONSES	
None of the above.	14.85%	75
Option #1	19.01%	96
Option #2	66.14%	334
TOTAL		505

Responses (by day)

Chart Type ▾ | Trend by... ▾ | Zoom ▾

First: 5/25/2021 Zoom: 5/23/2021 to 6/21/2021

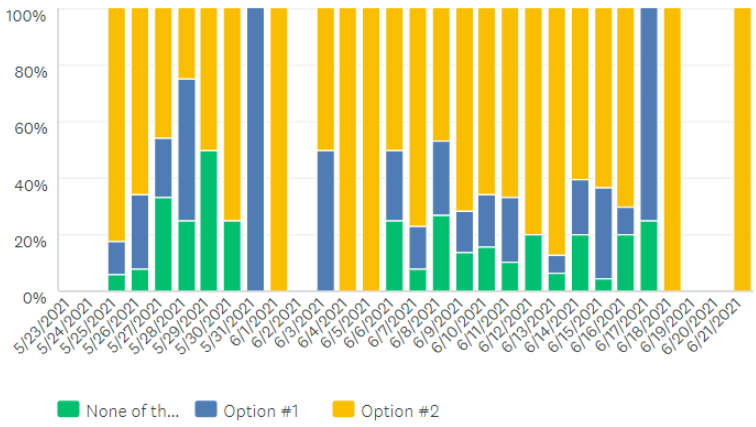


Q1 (by day)

Chart Type ▾ | Display Options ▾ | Trend by... ▾ | Zoom ▾

Which Gateway & District Signage would you prefer to see in the City of Stuart?

Answered: 505 Skipped: 0 First: 5/25/2021 Zoom: 5/23/2021 to 6/21/2021



City of Stuart

City of Stuart Monument Sign Poll

June 2021

Mail Chimp Results

322 Recipients

Audience: City of Stuart

Subject: New City of Stuart Gateway Signs - VOTE NOW! 👈

Delivered: Thu, Jun 10, 2021 12:56 pm

View email · Download · Print · Share

Top links clicked

https://www.surveymonkey.com/r/CRAsigns	50
http://cityofstuart.us/494/CRA-Events-News	1
https://twitter.com/CityofStuartFL	1
https://www.facebook.com/StuartLifeFlorida	0
https://www.instagram.com/CityofStuart/	0

Successful deliveries	286	88.8%
Total opens	217	
Last opened	6/22/21 12:54PM	
Forwarded	0	

Clicks per unique opens	44.3%
Total clicks	52
Last clicked	6/22/21 12:55PM
Abuse reports	0

Subscribers with most opens

dsk2000@verizon.net	17
skechergirl128@comcast.net	22
pattybrack10@gmail.com	7
tastolfi@mceconomy.org	22
wbpfit@gmail.com	10

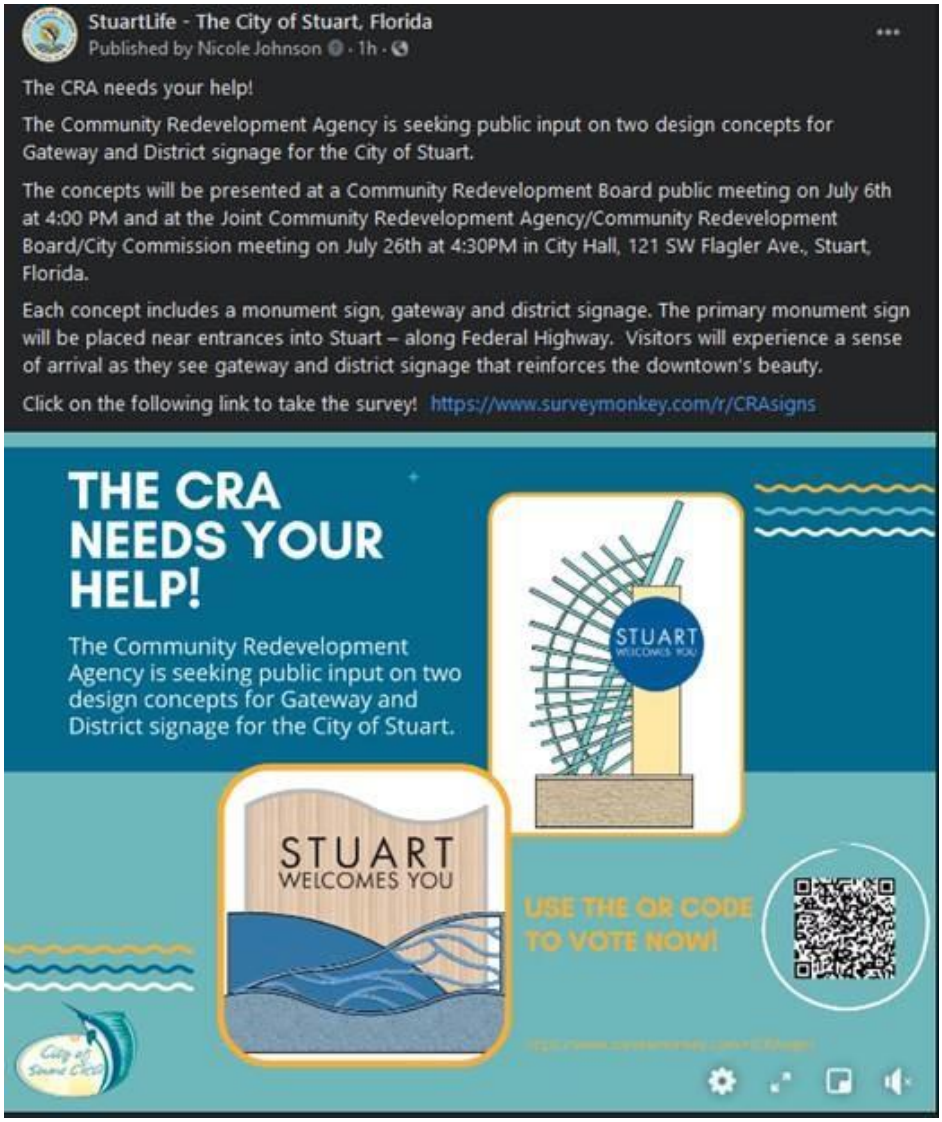
City of Stuart

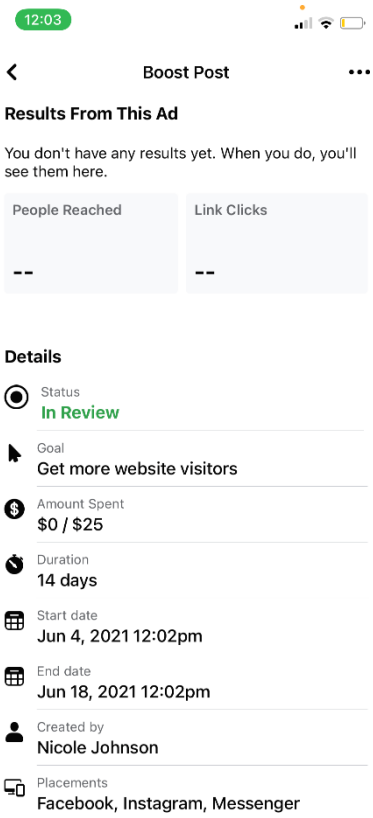
City of Stuart Monument Sign Poll

May - June 2021

Social Media Results

Facebook





View Results

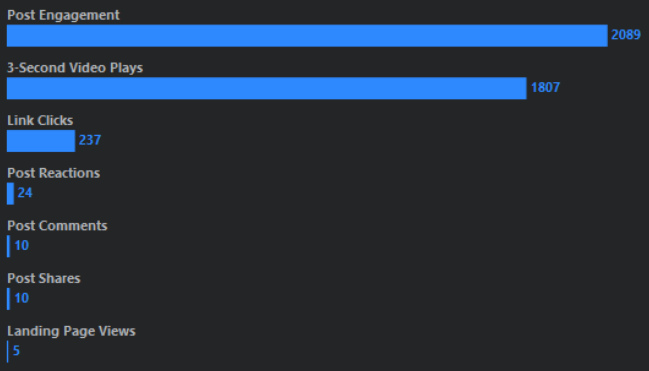
View in Business Suite | Boost Another Post | Duplicate Ad | ...

Performance

$25.00 spent over 14 days.

Link Clicks	Reach	Cost Per Link Click
237	2,440	$0.11

Activity



See Less

Get More Results Like This

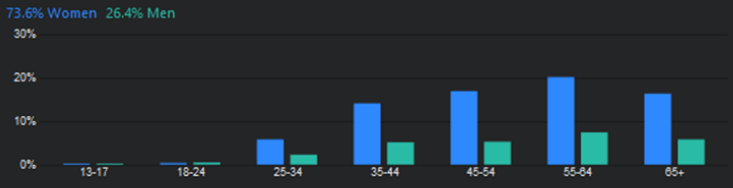
Find consistent results and increased Page activity when you let us boost your highest performing post automatically.

Get Started

Audience

This ad reached 2,440 people in your audience.

People | Placements | Locations



Audience Details

Location - Living In
United States: Stuart (+10 mi) Florida

Age
18 - 65+

Edit Audience

Ad Rating

Are you satisfied with this ad?

No | Yes

Details

Status
Completed

Goal
Get more website visitors

Total budget
$25.00

Duration
14 days

Start date
Jun 4, 2021

End date
Jun 18, 2021

Created by
Nicole Johnson

Ad account
Nicole Johnson
ID: 1446340982322257

Ad Type
Boosted Post

See Less

Preview

The CRA needs your help! The Community Redevelopment Agency is seeking public input on two design concepts for Gateway and District signage for the City of Stuart. The concepts will be presented at a Community Redevelopment Board public meeting o...



View Ad | Edit Ad

Payment Method

VISA •••• 0387 Change

Amount Spent

Total Amount	$25.00

Twitter

Edit profile

City of Stuart

@CityofStuartFL

Stuart, FL cityofstuart.us

Joined October 2016

185 Following **1,641** Followers

Tweets | Tweets & replies | Media | Likes

City of Stuart @CityofStuartFL · 31s

The Community Redevelopment Agency is seeking public input on two design concepts for Gateway and District signage for the City before public hearings in July.

Click on the following link to take the survey!
surveymonkey.com/r/CRAsigns



1

Instagram


THE CRA NEEDS YOUR HELP!
The Community Redevelopment Agency is seeking public input on two design concepts for Gateway and District signage for the City of Stuart.
STUART WELCOMES YOU
USE THE QR CODE TO VOTE NOW!
cityofstuart
cityofstuart The CRA needs your help!
The Community Redevelopment Agency is seeking public input on two design concepts for Gateway and District signage for the City of Stuart.
The concepts will be presented at a Community Redevelopment Board public meeting on July 6th at 4:00 PM and at the Joint Community
14 views
9 MINUTES AGO
Add a comment...
Post

RE: Gateway Sign Poll - Today's Status



Pinkston, Jordan
To Gandhi-Savdas, Pinal

Reply | Reply All | Forward | ...

Wed 6/23/2021 5:17 PM

Monument Signage - Mail Chimp Results.pdf
235 KB

Monument Sign - Poll Results.pdf
441 KB

Monument Signage - Social Media Results.pdf
976 KB

Hi Pinal,

Personalized emails were sent to contacts within the following organizations/businesses urging them to also share the poll with their email lists. The poll link was also shared with the Board of Adjustment, City Commissioners, Community Redevelopment Board, and Local Planning Agency. Social media outreach was performed on multiple platforms including the City's Facebook, Instagram and Twitter pages. An eblast also went out to 322 subscribed contacts generated from our Community Services Department (I would not share the detailed results...they are not impressive).

- AT&T
- BDB of Martin County
- Business Development Board of Martin County
- CAPTEC
- Captec
- DEO
- DOT
- Glasrud Associates
- LaConte Engineering
- Martin County Realtors of the Treasure Coast
- MPO
- NAI
- SLC Commercial
- Staff - City of Stuart - Public Works
- Stuart Main Street
- Stuart/Martin County Chamber of Commerce
- Treasure Coast Regional Planning Council
- Treasure Coast Builders Association

Jordan Pinkston
Executive Assistant to the Development Director
CRA Program Specialist | City of Stuart
121 SW Flagler Ave. Stuart Fl. 34994