

City of Lakeland

2015 Community Values Survey

**WE WANT
YOUR
OPINION!**

COMMUNITY VALUES SURVEY

City of
LAKELAND

and much more!

**Take our online survey
January 23rd - February 24th**

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The City of Lakeland is seeking input from citizens on City services & programs. Your feedback will become part of the Strategic Planning Workshops with City officials and Commissioners.

For further information please call (863) 834-SWAN(7926)

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Online Survey:

Jan. 23 - Feb. 24

Data Analysis:

2,810 valid responses

Limitations of the study:

- Respondents self-selected (opted-in) to participate and therefore not a random sample of the population.
- Respondents do not represent a probability sample and may not be representative of the population.

Purpose

- Citizen Engagement
- Objective & Subjective Feedback
- Learning what Citizens' Value
- Inputs for Strategic Planning
- Commission & staff resource

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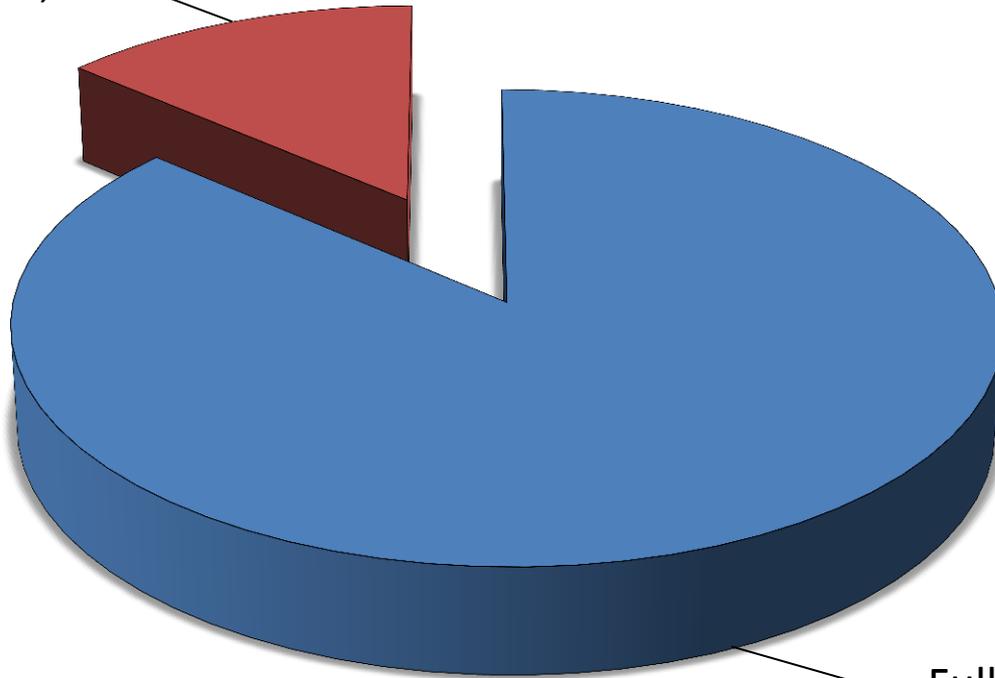
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Demographic Data – Residency Status

Less than full
year, 381, 14%



Full year, 2429,
86%

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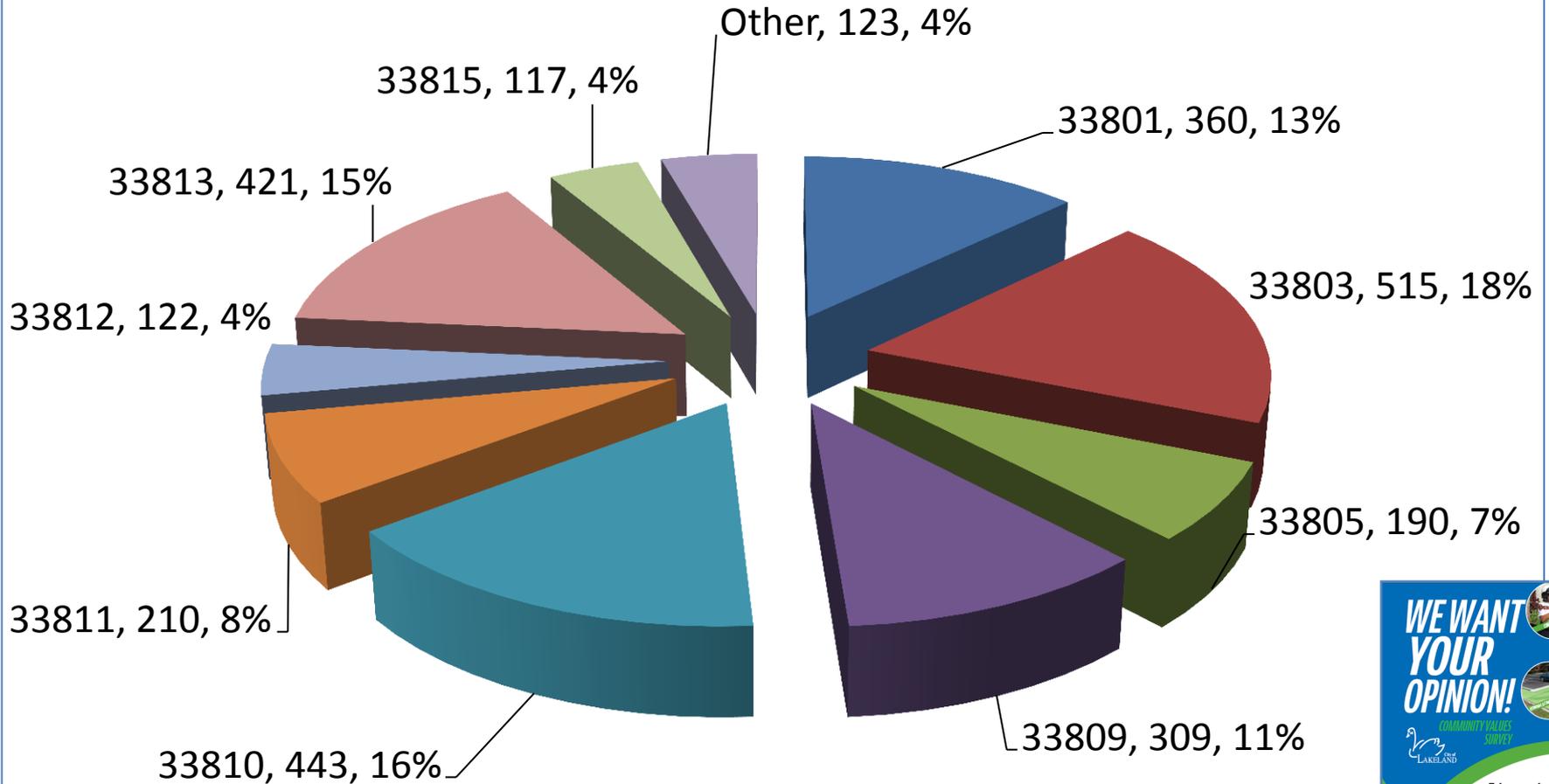
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Demographic Data – Zip Code



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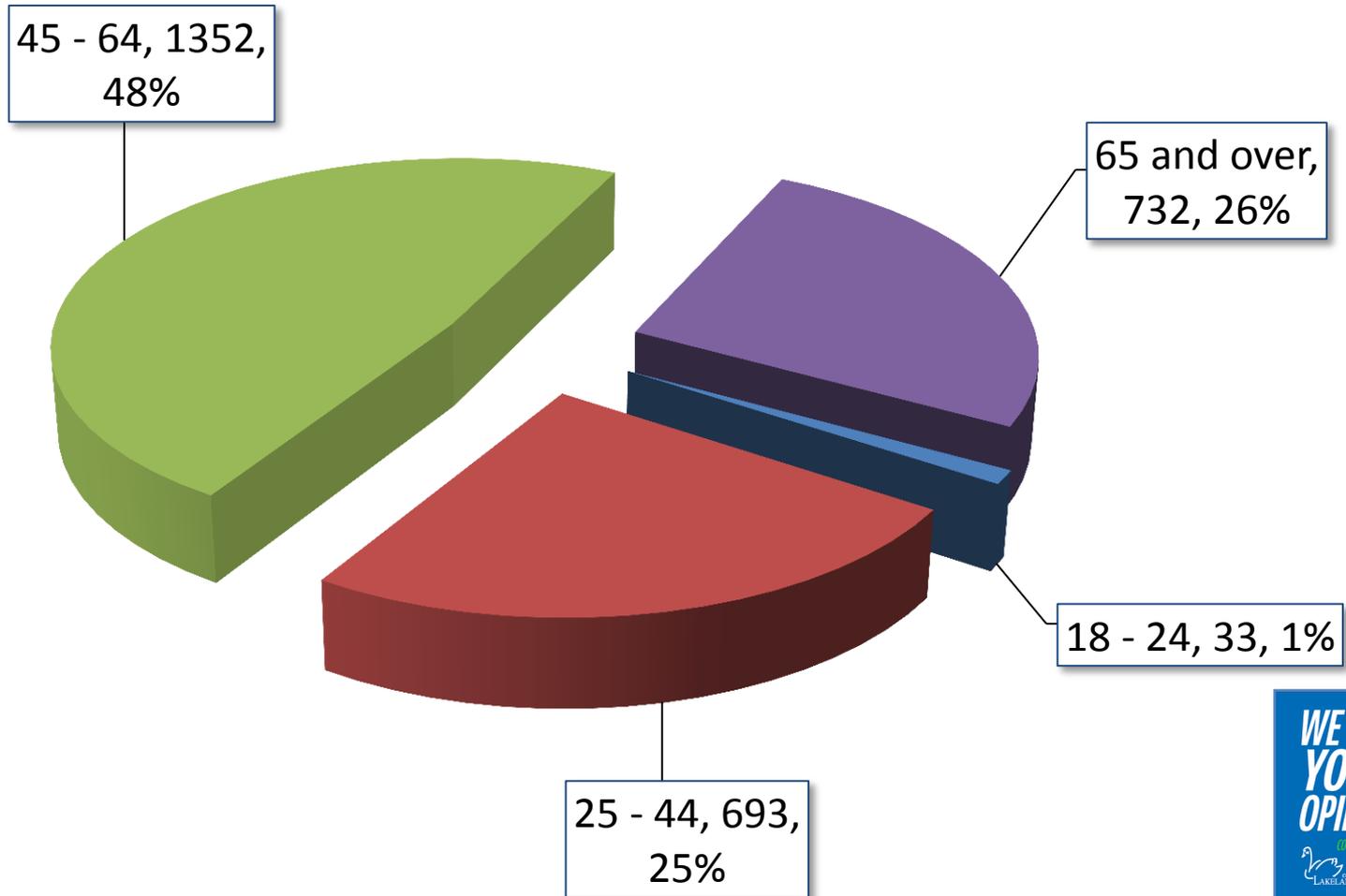
The City of Lakeland is seeking input from citizens on City services programs, fees, and other issues. Your feedback will become part of the Strategic Planning Workgroup. City officials and Council members are available for further information please call (888) 634-3800 (7/25)

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Demographic Data – Age Group



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The City of Lakeland is seeking your input on City services programs. Your feedback will determine the City's strategic priorities with City Council and Commissioners.

For further information please call: (863) 834-3800/3750

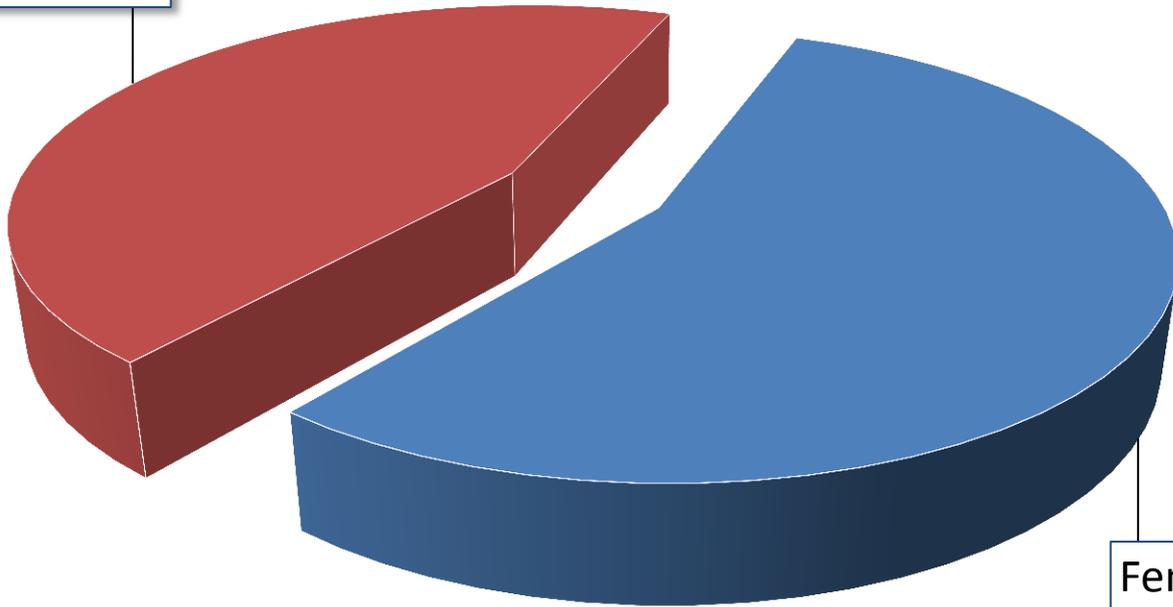
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Demographics – Gender

Male, 1262,
45%



Female, 1548,
55%

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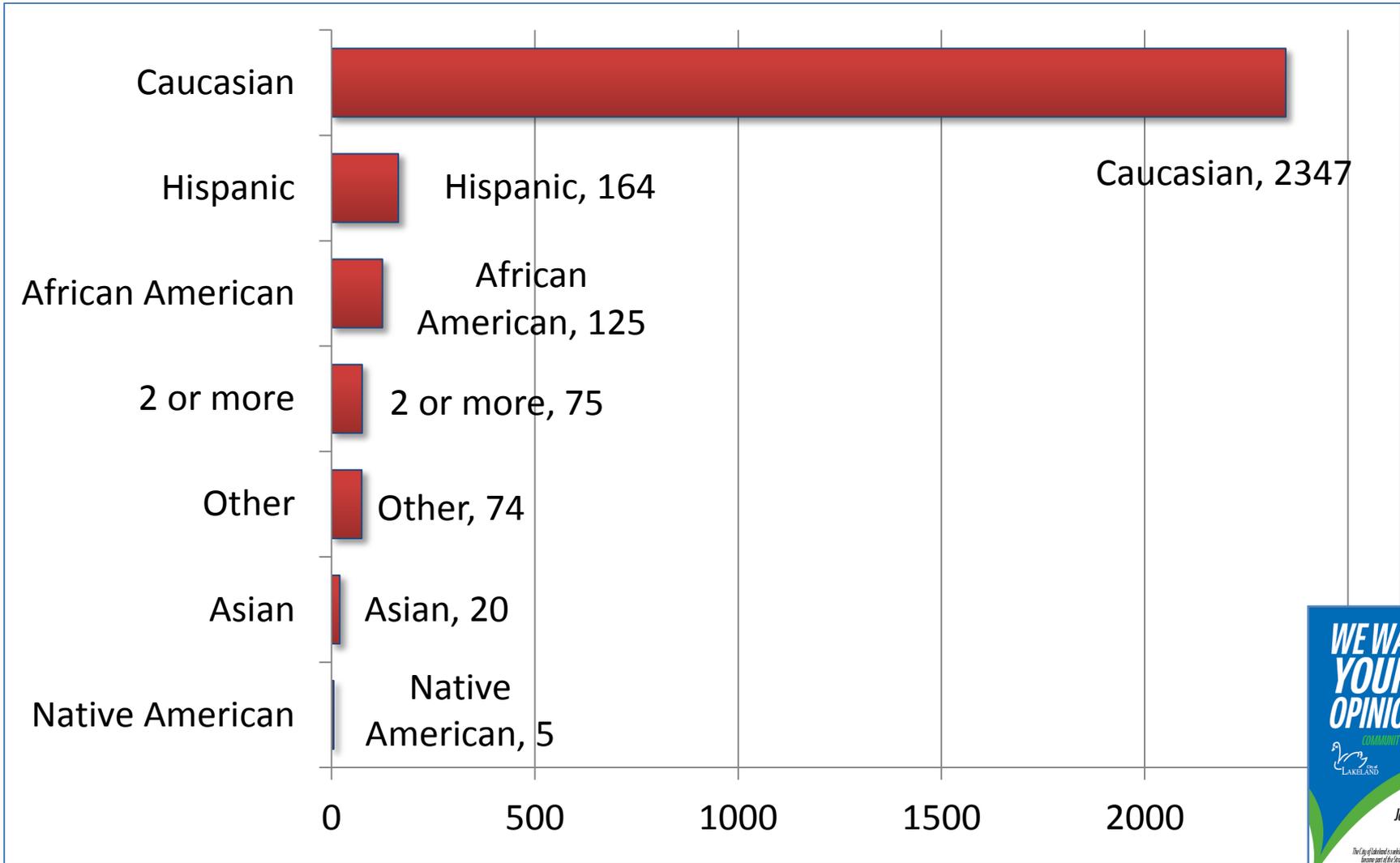
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Demographics – Ethnicity



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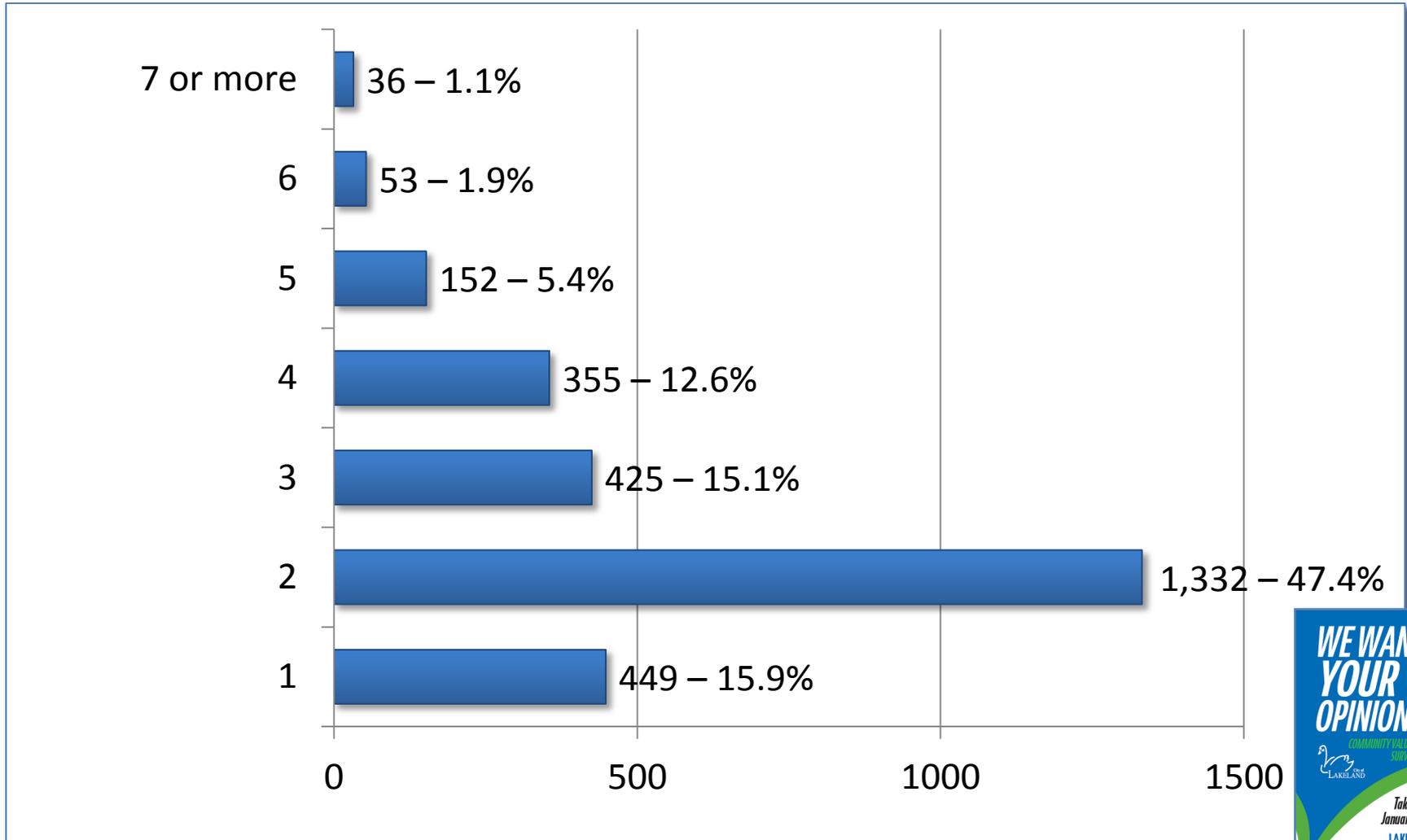
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The City of Lakeland is seeking your feedback on City services & programs. Your feedback will become part of the Strategic Planning Workshops with City staff and Commissioners.
For further information please call (888) 624-5848 (7/20)

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Demographics – Size of Household



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The City of Lakeland is asking your family (or you) to answer a program. Your feedback will become part of the Strategic Planning Workshops with City officials and commissioners.

For further information please call (888) 834-5844/7338

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Weighted Value of City Goals (2015)

- Respondents ranked Quality of Life their first priority, unchanged from prior year.
- Fiscal Management moved slightly ahead of Economic Opportunity for 2nd and 3rd priority respectively.

Value/ Priority	City Goal	2015 Mean Score*	2014 Mean Score*
#1	Quality of Life	3.685	3.60
2	Fiscal Management	3.130	3.14
3	Economic Opportunity	3.104	3.18
4	Communication	2.552	2.540
5	Growth Management	2.529	2.536
*5 = Highest Value; 1 = Lowest Value			

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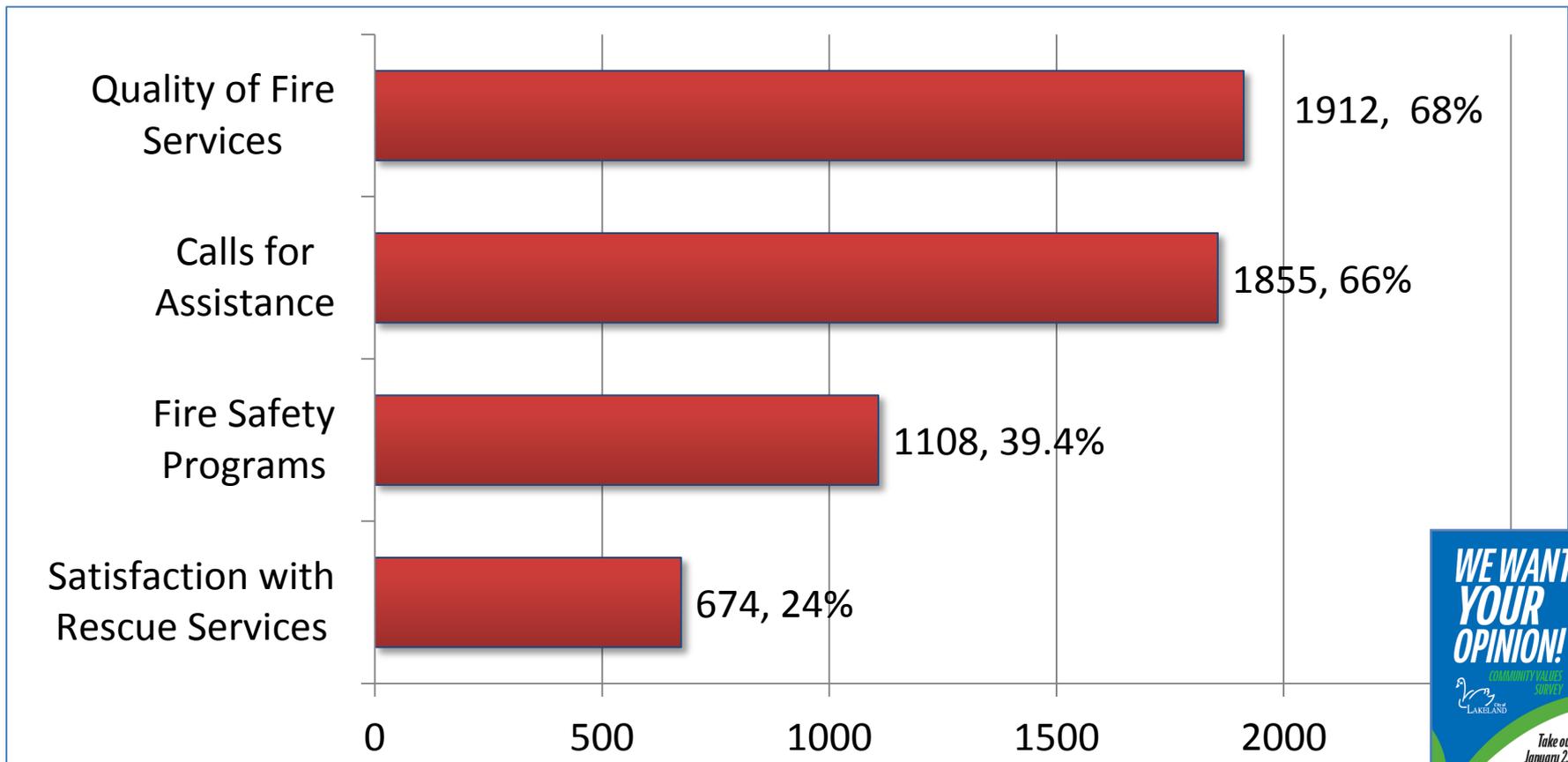
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Community Safety – Fire Services

No significant change: Quality of Fire Services was selected by 68% to have Significant Personal Value followed by Calls for Assistance; only 24% selected Rescue Services as having Significant Personal Value. *Calls for assistance up 2 pts.*



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The City of Lakeland is seeking your input on city services & programs. Your feedback will become part of the Strategic Planning Workshop with City Council members.

For further information please call (888) 834-5888/(728)

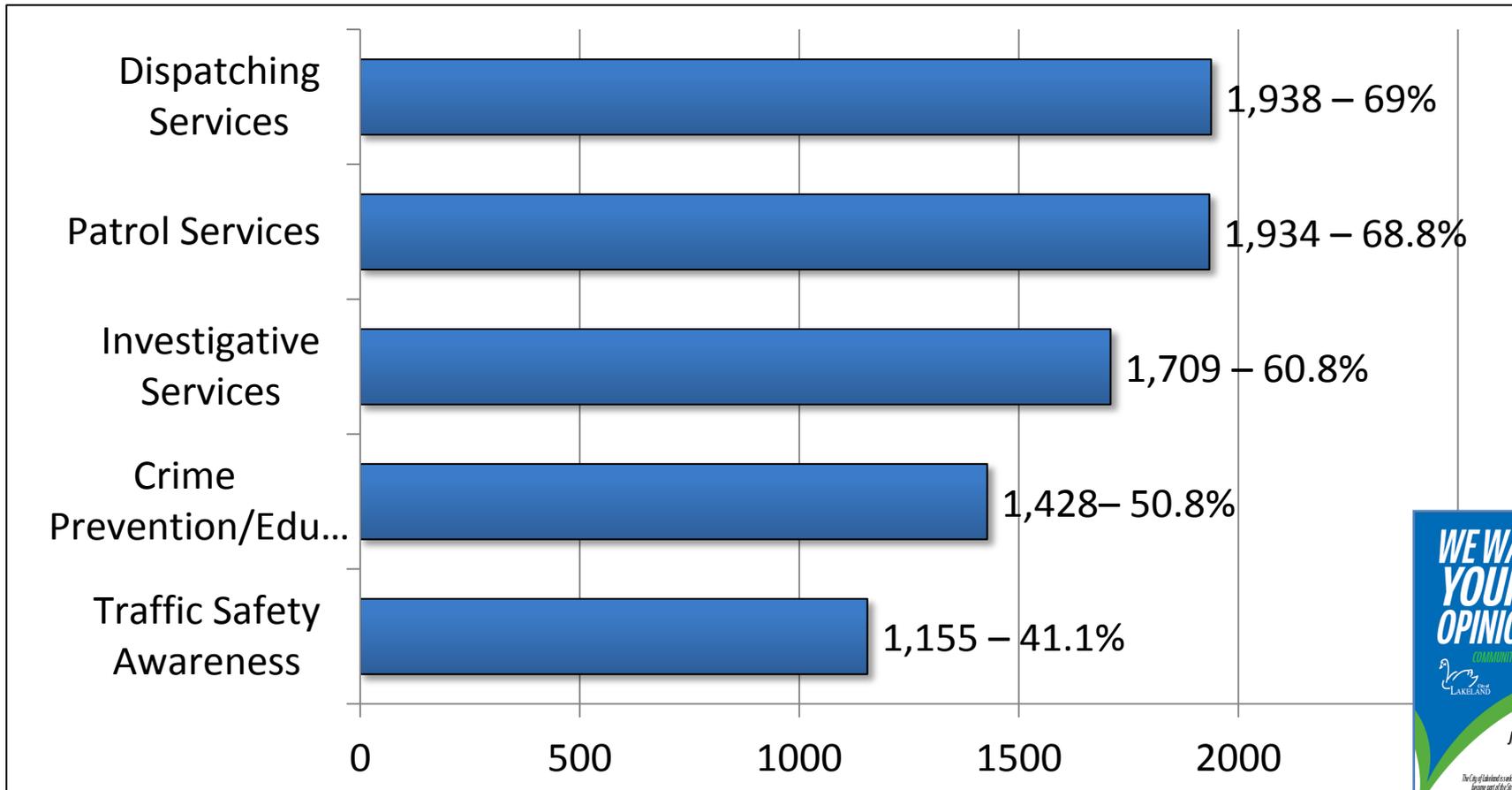
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Community Safety – Police Services

Patrol Services and Dispatching Services were both highly valued by nearly 69% (*up from 2014*). 41% selected Traffic Safety Awareness as having Significant Personal Value (*up 1 pt. from prior year*).



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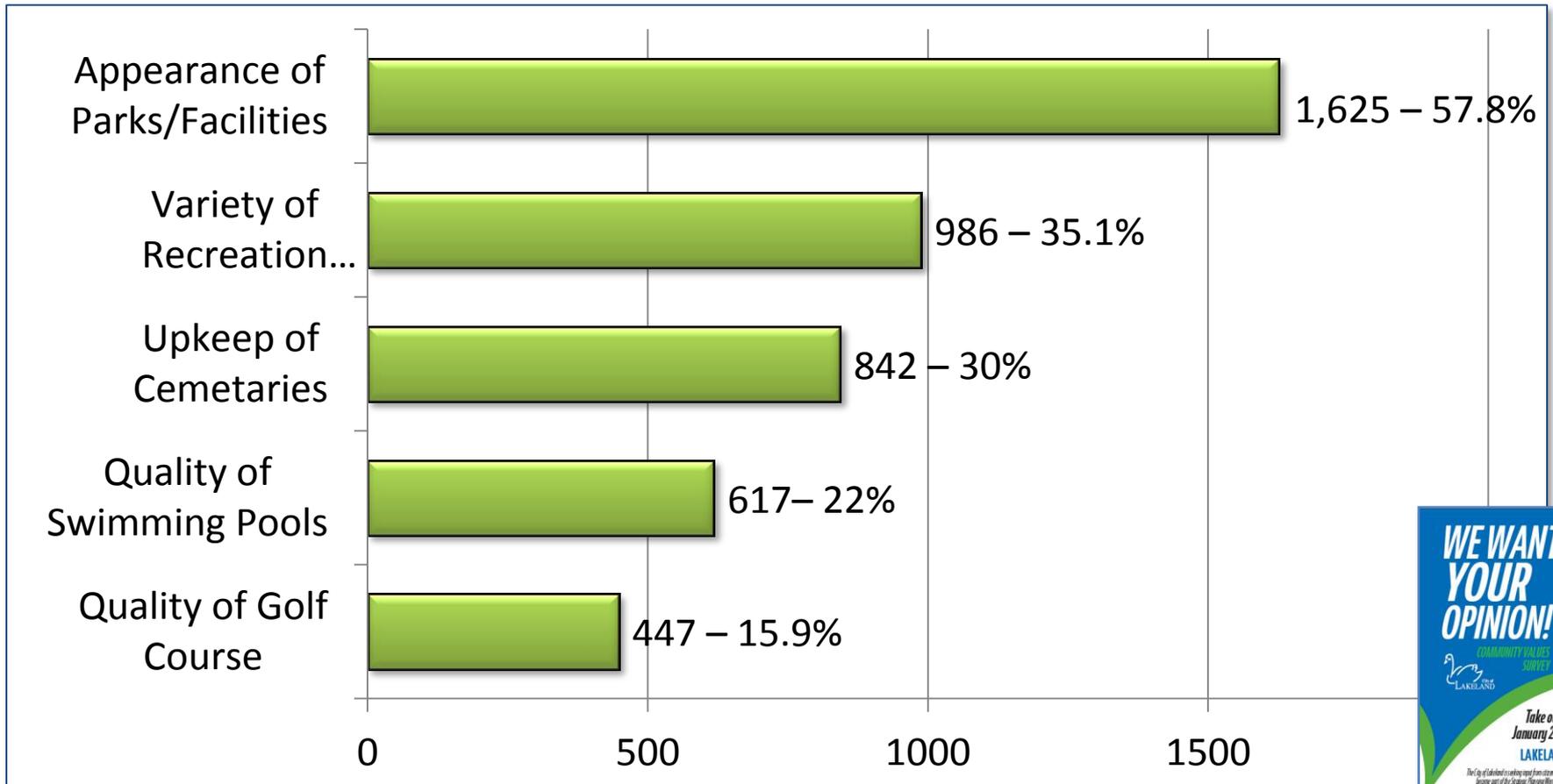
The City of Lakeland is seeking your feedback on City services programs. Your feedback will become part of the Strategic Planning Workshops with City officials and Commissioners.
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Parks and Recreation

The Appearance of City Parks & Recreational facilities was selected by 57.6% to have Significant Personal Value (*unchanged*). Only 15.9% selected Quality of City Golf Course as having Significant Personal Value (*down 2 pts. from prior year*).



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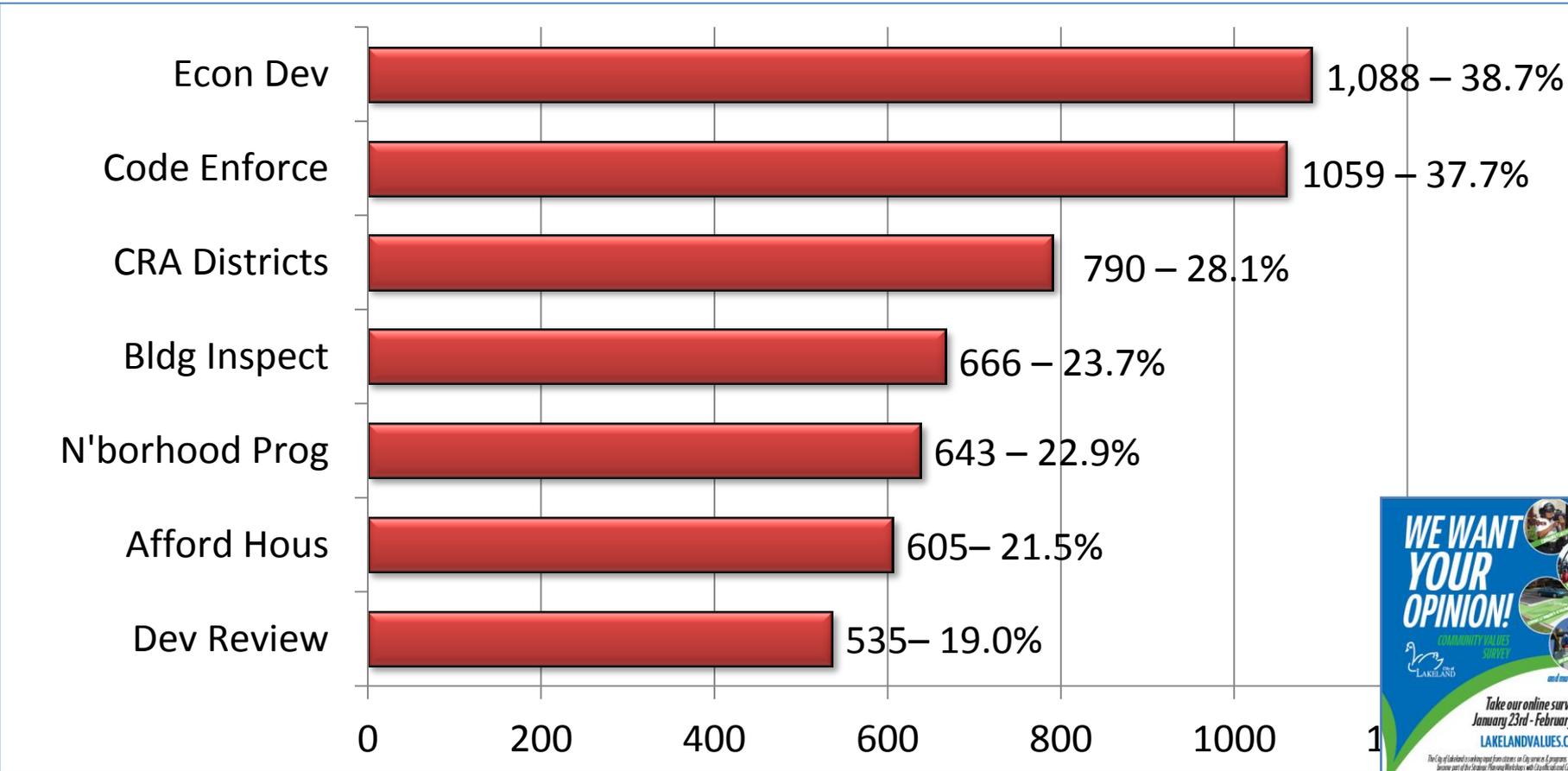
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Economic & Community Development

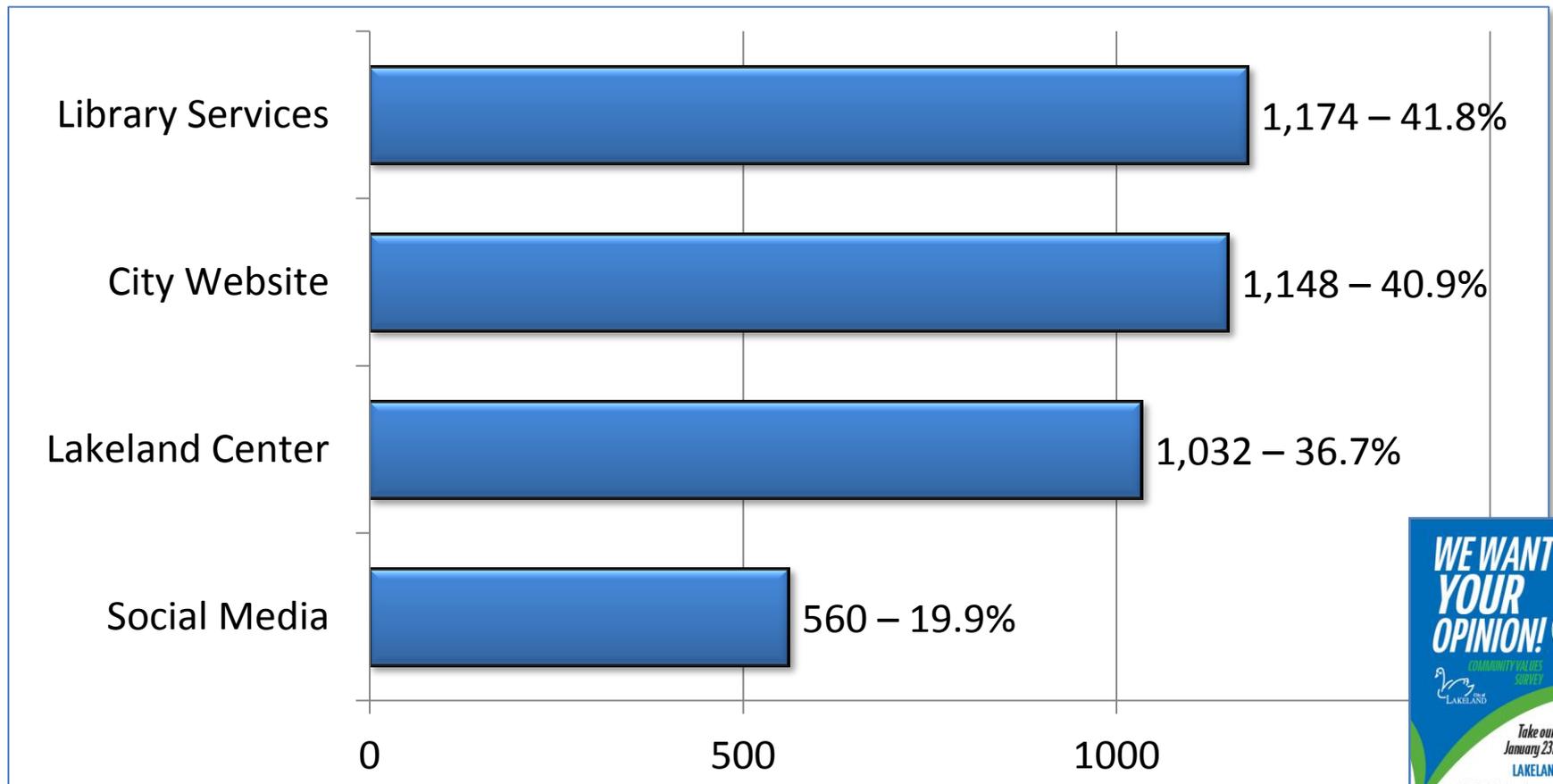
Economic Development & Code Enforcement were selected by 38.7% and 37.7% to have Significant Personal Value *(both down nearly 3 pts.)* Only 19% selected Development Review Services as Significant Personal Value. *(down 1.5 pts)*



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Cultural & Community Services

Library Services was selected by 41.8% (*up 1 pt.*) to have Significant Personal Value; only 19.9% (*unchanged*) selected Social Media Public Information Services as having Significant Personal Value.



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For further information please call: (813) 834-5800/7330

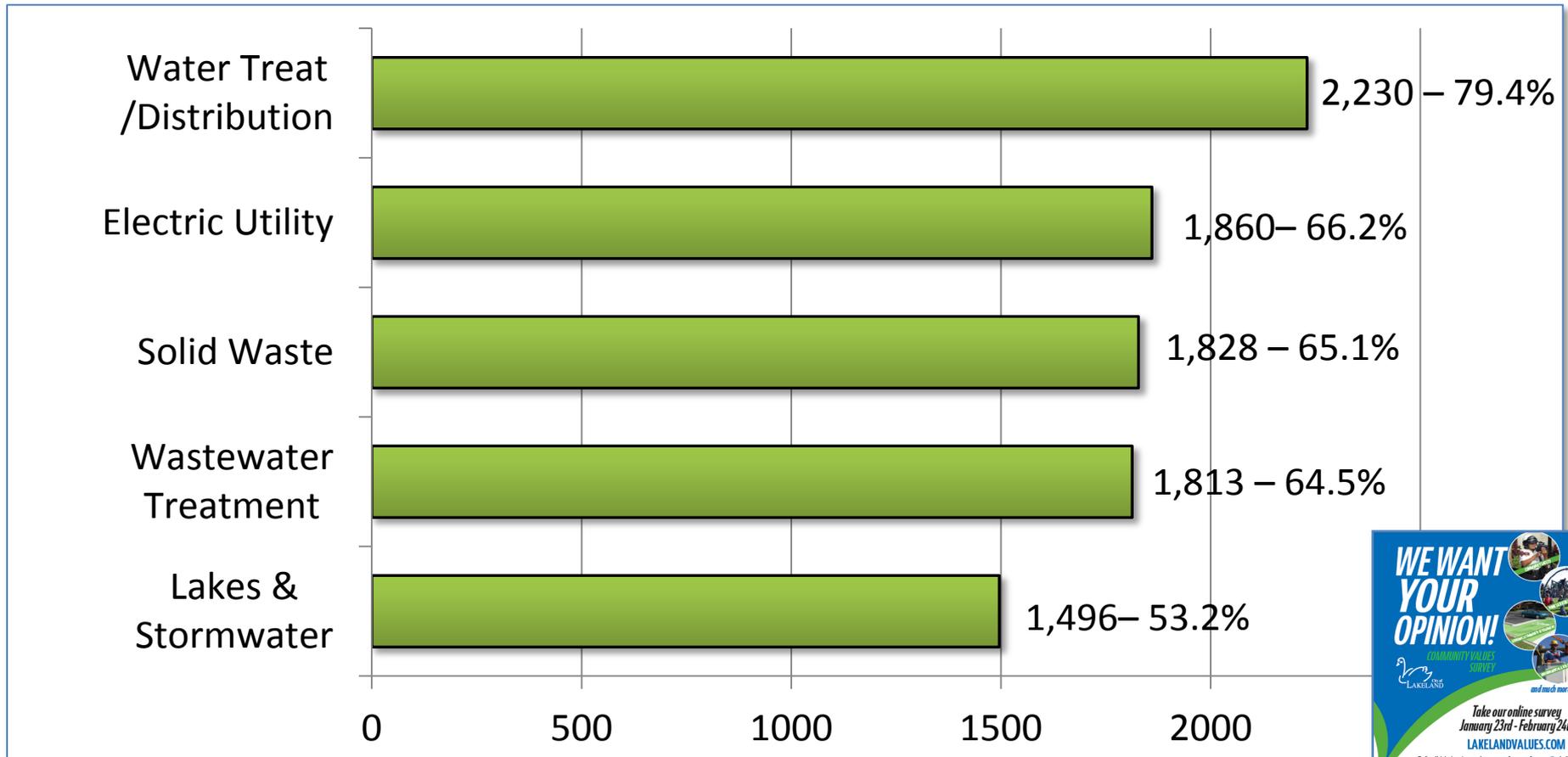
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Environment & Utility Services

Water Treatment & Distribution was selected by 79.4% to have Significant Personal Value (*down 1 pt.*); only 53.2% (*up .8 pt.*) selected Lakes & Stormwater as having Significant Personal Value. At 66.2% the Electric Utility move up to #2.



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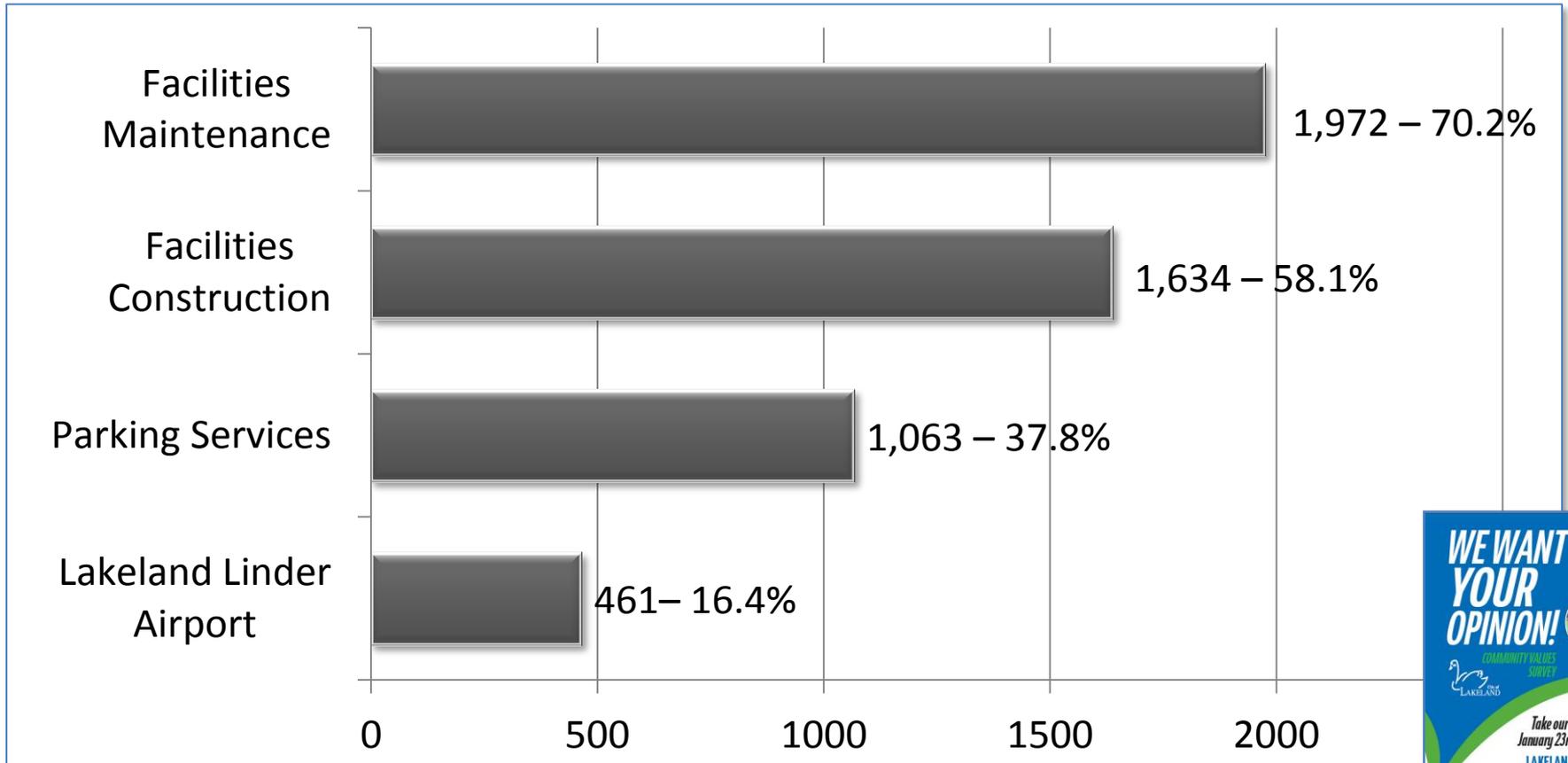
The City of Lakeland is seeking your views on City services & programs. Your feedback will become part of the Strategic Planning/Workshops with City officials and Commission members.
For further information please call (888) 636-5884(7/20)

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Transportation Services

Facilities Maintenance was selected by 70.1% to have Significant Personal Value followed by Facilities Construction at 58.1% (*down >2 pts.*) Only 16.4% selected Lakeland Linder Regional Airport as Significant Personal Value.



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Alternatives for Maintaining City Services

“Increasing User Fees” was ranked as the most valued alternative (*34% more value*). Decreasing Service Levels was their least valued alternative. *Unchanged from prior year.*

Value Priority	Alternatives for Maintaining City Services	2015 Mean Score*	2014 Mean Score*
1	Increase User Fees	2.422	2.44
2	Increase General Taxes	1.813	1.88
3	Decrease Service Levels	1.765	1.68

*3 = Most Favorable; 1 = Least Favorable



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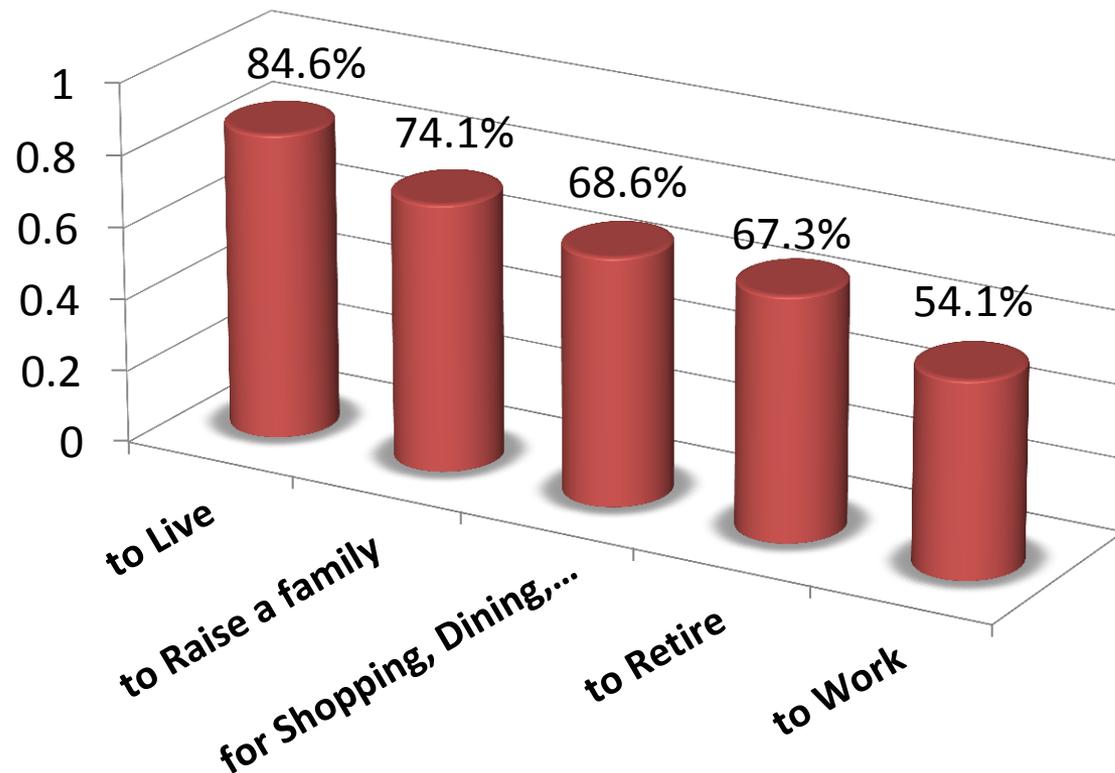
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Lakeland as a Good Place to . . .

% Mostly Agree or Completely Agree. More likely to rate it high as a place to live (84.6% - *down .7 pts.*) than as a place to work (54.1% - *down 3 pts.*)



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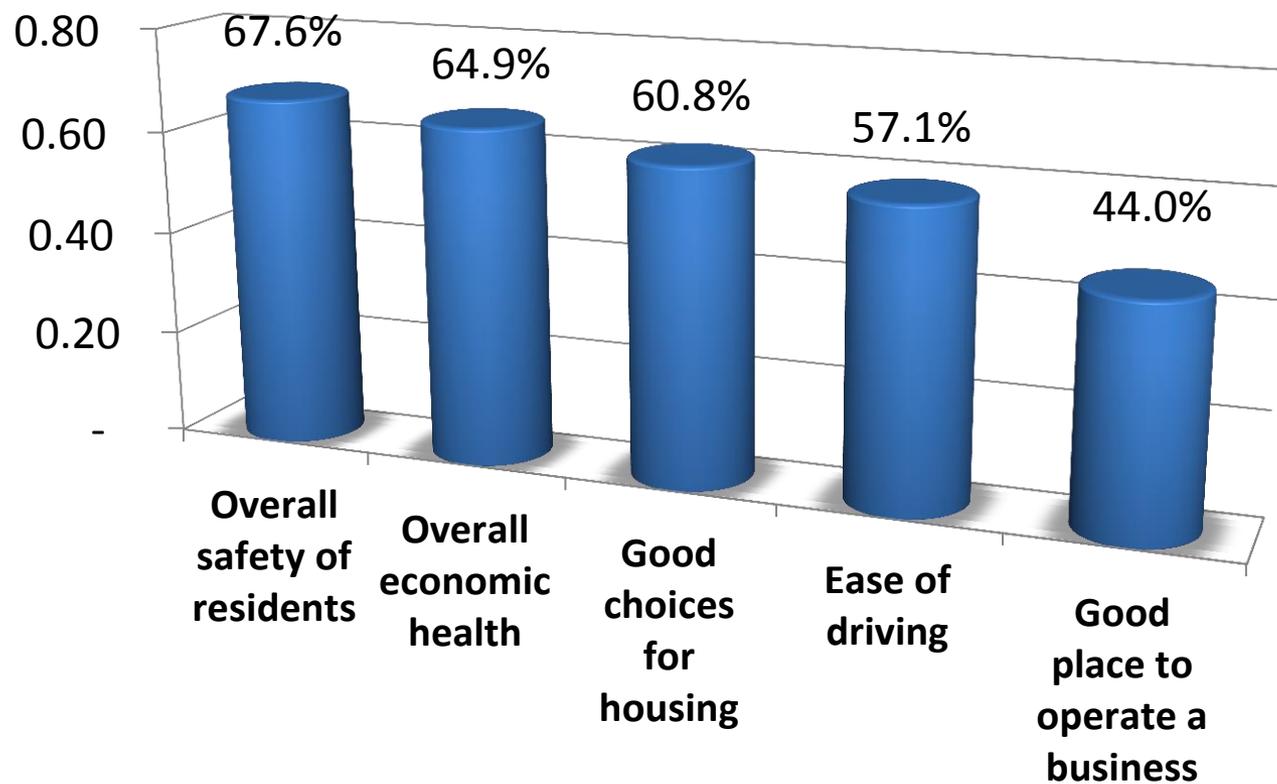
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Assessment of Lakeland

% Mostly Agree or Completely Agree. Respondents rate it higher for Overall Safety of Residents (67.6%) than as a place to Operate a Business (44%).

Both of which are down 1.5 pts.



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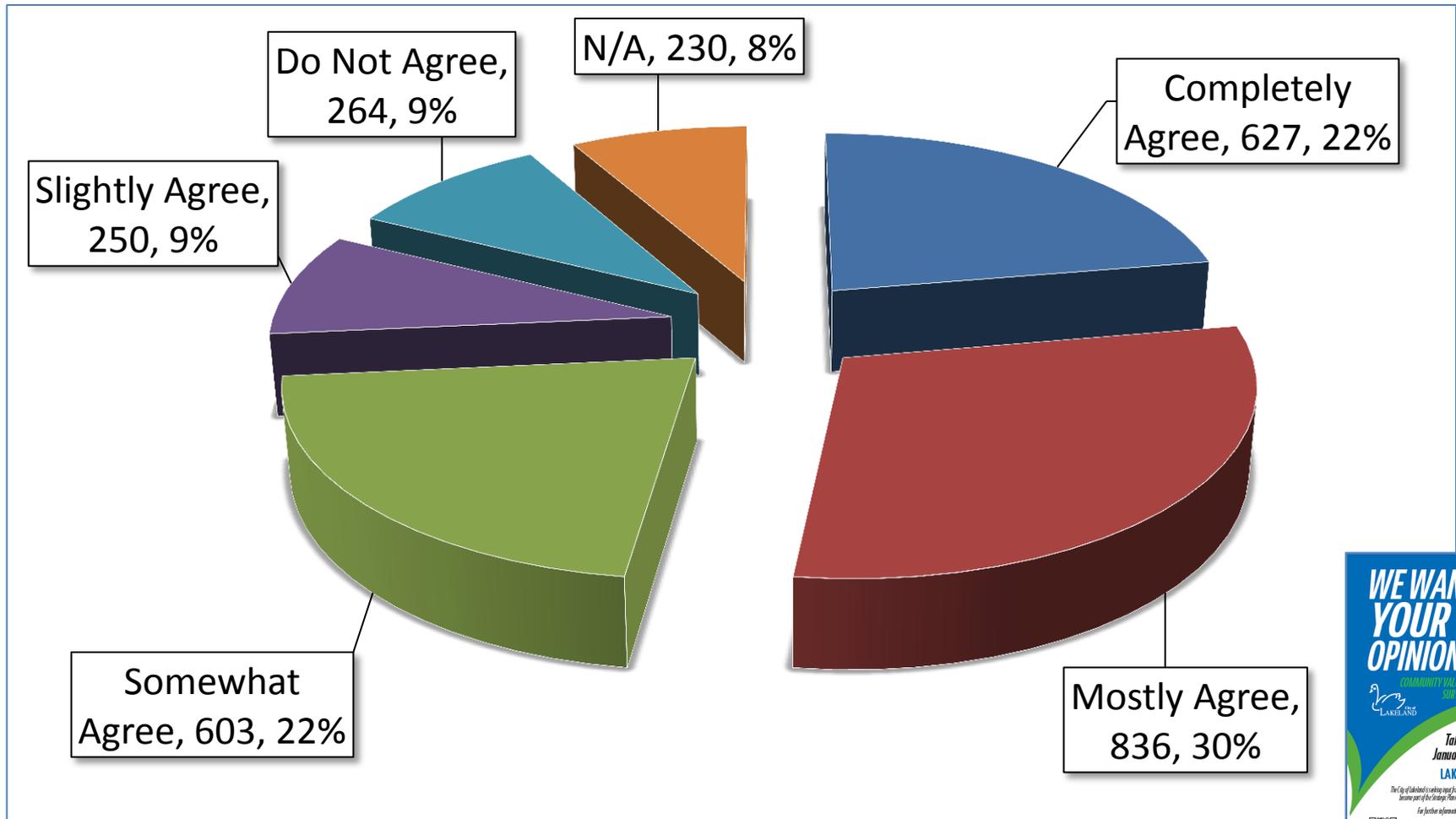
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Good Value for the Taxes I Pay

52.1% Completely Agree and Mostly Agree that they receive “good value.” *Unchanged from prior year.*



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Open-ended Comments

“What would you like to see that is not currently offered – Program, Service or Event?” **More than 1,655 comments:**

- **237 Nothing, N/A, No Ideas**
- **73 More music concerts**
- **71 Downtown-related**
- **55 Nightlife-related**
- **50 Children’s activities**
- **49 Police/patrols**
- **48 Something for “FREE”**
- **47 Services for Seniors**
- **41 Commercial air service**
- **34 Bike trails/lanes**
- **32 Sidewalks**
- **31 Dog Parks**
- **31 Traffic flow/control**
- **29 Parks**

- **27 Arts and cultural events**
- **27 Festivals**
- **20 the Lakeland Center**
- **20 Neighborhood -related**
- **18 the homeless**
- **17 jobs/economic opportunity**
- **15 activities for teens**
- **13 low income programs**
- **13 Red-light cameras**
- **12 Library services**
- **11 Restrooms on Lake Hollingsworth**
- **10 Disc Golf**
- **10 Gang-related**
- **8 Wi-Fi**

Open-ended Comments

“Please use the space below if you have any comments or suggestions” **Nearly 900 unique comments regarding:**

- **182 Love the city, its great, etc.**
- **90 Crime/criminals/gangs**
- **83 Lakeland Police**
- **62 City Manager/management**
- **60 regarding Lakeland Electric**
- **56 the community/sense of**
- **54 traffic/congestion**
- **47 roads/road maintenance**
- **47 taxes/tax rates**
- **46 the survey/citizens’ opinions**
- **31 events**
- **25 solid waste/garbage**
- **24 public transportation/transit**
- **24 sidewalks/repairs**

- **20 fees**
- **19 the homeless population**
- **19 jobs/economic opportunity**
- **18 the library/libraries**
- **15 red light cameras**
- **14 more trails**
- **11 the Lakeland Center**
- **10 water/water rates**
- **10 code enforcement**
- **9 Lakeland Linder Airport**
- **5 Fire safety/fire stations**
- **5 the City Attorney**
- **4 sewer/sewer rates**
- **3 Swan logo**



What's Next for the Values Survey?

City Commissioners & Department Heads may want to “drill down” into the data:

- What do the respondents living in my district have to say?
- What do the heavy users of a City service feel about the service – what about the non-users?
- What demographic group is more likely to rate the Quality of Life goal highest? Lowest?
- Which zip code represents those most likely to prefer raising fees versus raising general taxes?



Questions about the Survey and/or the Survey Data?

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Marketing Plan

- ◉ LakelandValues.Com
- ◉ Lakelandgov.net
- ◉ Social Media
- ◉ Lakeland Vision
Promo/Website
- ◉ Chamber Promo/Website
- ◉ LEDC
- ◉ Pizza Hut Box Tops
- ◉ Black & Brew Cup Sleeves
- ◉ Polk State website
- ◉ Florida Southern email blast
- ◉ Media Spots
- ◉ Access Lakeland
- ◉ HOTLINE 834-SWAN
- ◉ Bilingual Survey
- ◉ Business Cards (*English & Spanish*)
- ◉ Posters (*English & Spanish*)
- ◉ LE Billing
- ◉ Print Ads
- ◉ LGN
- ◉ Local Retailers

