

2022 Citizen Satisfaction Survey

City of Lakeland, FL

Final Report: February 2023



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Disclaimer: *This study was conducted on behalf of the City of Lakeland, FL as part of ongoing quality improvement efforts. The findings of this study should not be construed as generalizable research.*

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Introduction

This report summarizes the results of the [2022 City of Lakeland Citizen Survey](#). The survey was conducted by the City of Lakeland in an effort to better understand the attitudes of the city's residents across a range of key issues, as well as to identify opportunities to improve public service delivery, optimize city communications, and increase familiarity with city programs and amenities. The survey addressed five key areas of concern, including:

- (1) Quality of Life
- (2) Community Amenities
- (3) Public Service Delivery
- (4) Communications and Citizen Participation in Government
- (5) Policy Priorities (SWOT Analysis)

The research methodology and data collection techniques used in completing this study are reviewed below, followed by a discussion of the survey results.

Data and Methods

The survey instrument used for this analysis was designed by the City of Lakeland, with assistance from Forward Analytics, LLC. The questionnaire was designed to reflect current trends in citizen satisfaction research and tailored to the unique needs and priorities of city officials. (It should be emphasized that changes to the survey instrument and methodology mean that the results cannot be validly compared to prior citizen surveys for trend-analysis purposes.)

Under ideal circumstances, a community survey such as this would be administered through a randomized sampling process, to include a sample of citizens that is proportionally representative of the city's diverse demography and geographical dispersion. However, this methodology is prohibitively expensive and requires access to a comprehensive list of city residents (including contact information)¹. In light of these limitations, the city opted for a more "grassroots" survey methodology. This entailed developing an online landing page to house the survey instrument and subsequently encouraging public participation/directing citizens to the questionnaire. In an effort to solicit citizen participation and improve representativeness among the respondents, city staff made substantial efforts to raise awareness of the survey instrument across the entire community, with specific attention paid to those populations of residents that often exhibit lower rates of participation in citizen surveys. These outreach efforts included (but were not limited to):

¹ Telephonic surveys can cost between (roughly) [\\$44 and \\$54 per completed response](#). For the current survey, this would constitute a cost of roughly \$48,664. While this method would allow for more deliberate targeting of quotas, it does not guarantee participation among hard-to-reach population groups.

- ✓ Print-Based Marketing
 - ❖ Hard copy (i.e. paper) surveys were made available at all Lakeland libraries, recreation facilities, and City Hall;
 - ❖ Posters were prominently displayed in city buildings and Citrus Connection buses
 - ❖ Flyers were displayed in some local businesses (i.e. Silver Moon Drive-In Theater, Nail Art, America’s Best Cuban, Coin Laundry, Fancy Fruit, Nick & Moes, Mega Mercado, Fly Fadez Barber Shop, Tropical Smoothie, Metro PCS, etc.)
 - ❖ Information was included in Neighborhood Association newsletter

- ✓ Digital Marketing: The survey link was shared and promoted through the following mediums:
 - ❖ Access Lakeland Newsletter
 - ❖ City of Lakeland Social Media Accounts
 - ❖ City of Lakeland webpage
 - ❖ Lakeland Electric eBill
 - ❖ Lakeland Public Library Newsletter
 - ❖ Lakeland Public Library Self-Checkout Stations and Lockers
 - ❖ Neighborhood Association Websites, Emails, and Facebook Pages

- ✓ In Person Marketing: the survey was promoted in person at the following locations:
 - ❖ Neighborhood Association Meetings
 - ❖ Junior League of Greater Lakeland
 - ❖ PAL Trunk or Treat
 - ❖ First Friday events
 - ❖ Lakeland Downtown Farmers Curb Market

This survey methodology is commonly employed by local governments, and while it can be a highly effective means of obtaining citizen input, it’s important to interpret the survey results in light of the limitations that come with this methodology. With that in mind, a summary and discussion of the survey participants is provided below.

Response Rate and Challenges to Data Collection

The online survey was active and available to residents from October 15th through November 15th, 2022, and the questionnaire was available in both English and Spanish.

Additionally, those without online access were able to anonymously submit paper copies of their survey responses. During this time, the city received 1,106 complete responses. A number of residents began but did not complete the survey instrument²². While these partial responses are not included in this analysis, they are available to city officials for further analysis and consideration. It's important to note that the response rate may have been negatively impacted by two external factors:

1. A major weather event (Hurricane Nicole) impacted Lakeland residents during the survey administration period. This followed a second major weather event (Hurricane Ian), which occurred just prior to the survey administration period. It's unclear what, if any, impact these events had on residents' ability to complete the survey (such as evacuation, lost connectivity, and distracted focus).
2. Additionally, some residents received a text-based link during the survey administration period encouraging them to share their thoughts about Lakeland. This link was not initiated by the city and was potentially a malicious/phishing attempt on the part of outside actors taking advantage of the city's survey marketing efforts. The city is unable to determine how many residents may have clicked on this link and/or mistaken it for the official survey.

Summary of Respondents

The sample size of 1,106 is considered strong and allows for robust inferences on the part of Lakeland officials. Given the city's population ([projected by the U.S. Census Bureau at 115,425](#)), the sample size results in a margin of error +/- 2.93 (with a 95% confidence level). However, it is important to emphasize that statistical theory *assumes* a proportionally representative sample when making this calculation, and there are some important deviations from this assumption to keep in mind when interpreting the results. Figure 1 below shows the breakdown of the responses by zip code, while Tables 1 and 2 provide a summary of the survey respondents based on housing and demographic characteristic.

²² A total of 2,036 individuals clicked on the link to begin the survey. The 1,106 completes represent 54% of this total. Non-completes included a mix of participants who were ineligible to take the survey (based on age and/or residence) as well those who started but did not complete the survey. A file containing partial responses is available to city leaders for review.

Figure 1.
Respondents by Zip Code

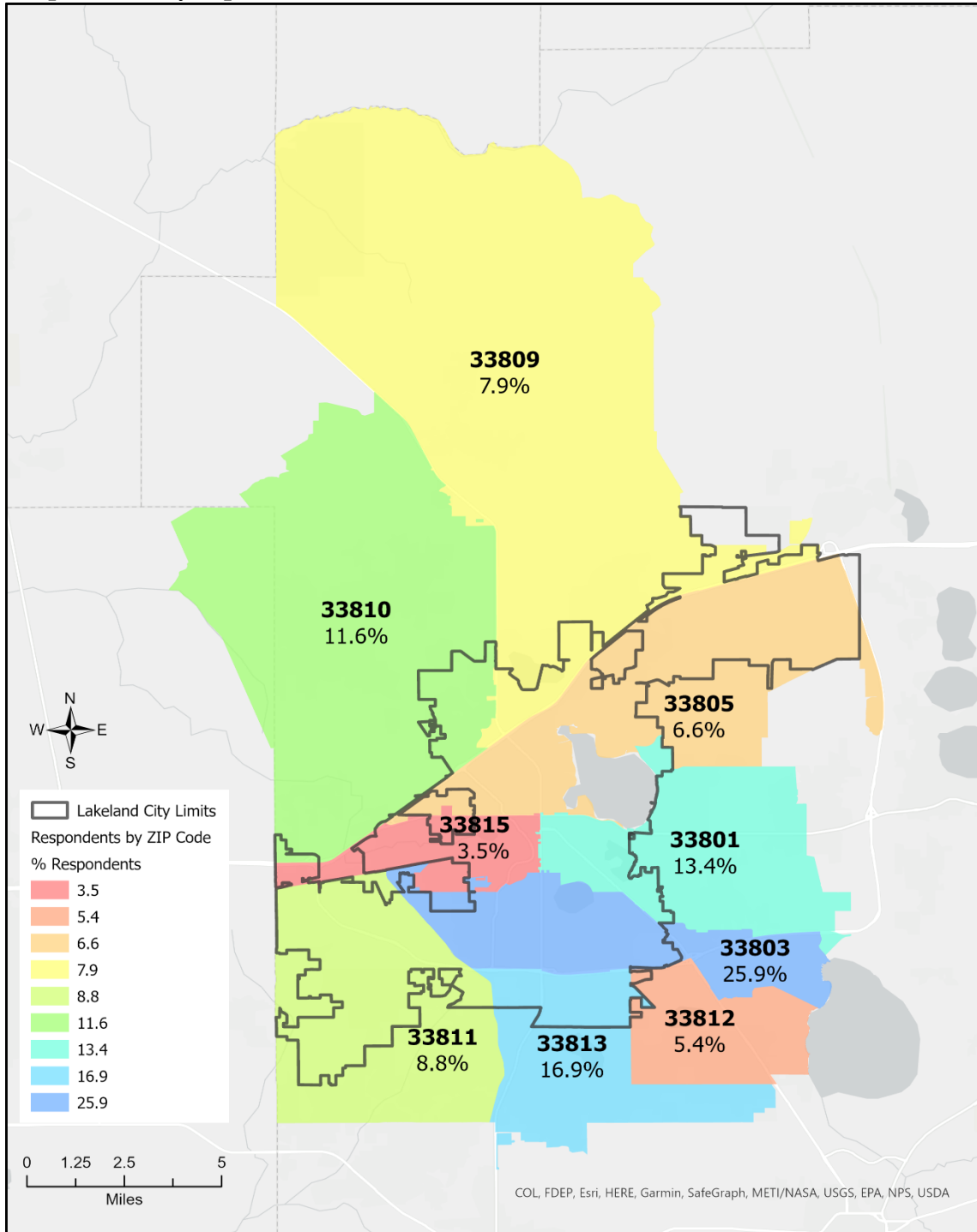


Table 1 shows that the sample includes a mix of respondents based on length of residency in Lakeland. However, a plurality of 46% have lived in the City of Lakeland for more than 20 years. Additionally, 82% of respondents indicated that they own their home, while Census data suggests an

[owner-occupied housing rate of 55%](#) for the City. A large majority (82%) also indicated that they reside in a single-family dwelling. Taken together, these data suggest that responses are somewhat disproportionately representative of those who own single-family units and have lived in Lakeland for a long period of time. This type of skew is common in community surveys, as “established” residents and those who view the City as their permanent home are often more engaged/invested in the community and thus [more likely to provide feedback](#). The results presented below should be interpreted in light of these factors.

Table 1.
Respondent Characteristics (Housing)

| | Frequency | Percentage of Total Respondents |
|---|-----------|---------------------------------|
| <i>How long have you lived in Lakeland? (n=1,106)</i> | | |
| Less than 5 years | 197 | 17.8 |
| 5- 10 years | 208 | 18.8 |
| 11-20 years | 192 | 17.4 |
| More than 20 Years | 509 | 46.0 |
| <i>What type of home do you live in? (n=1,106)</i> | | |
| Single Family Home | 911 | 82.4 |
| Town House/Condominium | 54 | 4.9 |
| Apartment | 96 | 8.7 |
| Other | 45 | 4.1 |
| <i>Do you own or rent your home? (n=1,106)</i> | | |
| Own | 911 | 82.4 |
| Rent | 167 | 15.1 |
| Other | 28 | 2.5 |

Table 2 provides a further summary of the survey participants based on key demographic factors. The data suggest that the responses may be under-representative of racial and ethnic minorities, while being over-representative of high-income earners. For example, only 4% of survey respondents identified themselves as African American, compared with 19% of residents [according to the U.S. Census Bureau](#). Another 12% of respondents opted not to share their race, so it’s unclear exactly how representative the survey is in this regard, but results should be interpreted as under-representative of African American opinions and experiences. Similarly, only 9% of respondents identified themselves as Hispanic, while another 9% opted not to share their ethnicity.

According to Census data, [16% of Lakeland’s population is Hispanic](#), suggesting that the results may potentially be under-representative of ethnic minorities, but this can’t be confirmed based on the data. Given the small sample size for racial/ethnic minorities, it’s not possible to draw meaningful inferences by comparing responses across these groups.

Additionally, it’s important to note that the Census bureau reports median household income for Lakeland at \$55,136. In contrast, nearly two-thirds of respondents (65%) reported household incomes of \$75,000 or higher. This suggests that the survey results are skewed heavily toward high-income earners, which is again common in community-based surveys. On the whole, income appears to be the largest area of concern regarding over/under-representation of the City’s population, which corresponds with the observations noted above regarding housing. [Prior research](#) has suggested that low-income households are not only more likely to reside in multi-home dwellings, but also that they may be less motivated to participate in surveys for a variety of reasons. These factors should be kept in mind when interpreting the survey results.

Table 2.
Respondent Characteristics (Personal)

| | Frequency | Percentage of Total Respondents |
|---|-----------|---------------------------------|
| <i>Gender</i> | | |
| Male | 400 | 36.2 |
| Female | 639 | 57.8 |
| Non-Binary/Third Gender | 7 | 0.6 |
| Prefer Not to Answer | 60 | 5.4 |
| <i>Are you of Hispanic origin/descent?</i> | | |
| Yes | 103 | 9.3 |
| No | 903 | 81.6 |
| Prefer Not to Answer | 100 | 9.0 |
| <i>Which of the following best describes your race?</i> | | |
| African American | 44 | 4.0 |
| Asian/Pacific Islander | 14 | 1.3 |
| Native American | 10 | 0.9 |
| White | 855 | 77.3 |
| Other | 40 | 3.6 |
| Prefer Not to Answer | 143 | 12.9 |

Do you have children under the age of 18 living in your home?

| | | |
|-----|-----|------|
| Yes | 302 | 27.4 |
| No | 802 | 72.6 |

Household Income

| | | |
|----------------------|-----|------|
| Less than \$15,000 | 21 | 1.9 |
| \$15,000 – 34,999 | 71 | 6.4 |
| \$35,000 – 49,999 | 122 | 11.0 |
| \$50,000 – 74,999 | 168 | 15.2 |
| \$75,000 – 99,999 | 152 | 13.7 |
| \$100,000 – 150,000 | 197 | 17.8 |
| More than \$150,000 | 168 | 15.2 |
| Prefer Not to Answer | 203 | 18.4 |

Before presenting a full accounting of the survey results, the section below provides a brief summary of the key findings and takeaways. More complete results are presented after this summary, and further data are available upon request. A copy of the survey instrument is available in Appendix B at the end of this document.

Key Themes and Takeaways

(1) Overall, residents have a positive perception of Lakeland as a place to live. While overall quality of life responses are consistent with other jurisdictions throughout Florida, there are some areas of concern for residents.

- ✓ 85% of residents rated the overall quality of life in Lakeland as either “excellent” or “good”.
- ✓ 85% say that Lakeland is an excellent/good place to live; roughly two-thirds say that it’s a good place to retire, work, and visit.
- ✓ Most residents feel that the community is safe, clean, and reputable, but they overwhelmingly identify traffic congestion and parking as the primary detractors from their quality of life in Lakeland.
 - A majority (61%) say they are dissatisfied with the flow of traffic and congestion, while 31% say the same about the availability of parking.

(2) Overall, residents are very pleased with the amenities available to them in the City of Lakeland. While residents did express a desire for some additional entertainment and retail amenities, these were tempered by concerns over growth and development.

- ✓ A majority of residents are familiar and satisfied with key city amenities:
 - Libraries (89% familiar/70% satisfied)
 - Parks (92% familiar/78% satisfied)
 - RP Funding Center (83% familiar/54% satisfied)

- ✓ There are opportunities to improve awareness of the city's public pools and recreation centers:
 - Public Pools (51% unfamiliar)
 - Recreation Centers (38% unfamiliar)

- ✓ A third or more of respondents say that they regularly go outside of Lakeland for the following services and amenities:
 - Performances – 58%
 - High End Retail Shopping – 47%
 - Restaurants – 39%
 - Outdoor Activities – 37%

- ✓ Residents expressed a desire to see more high end/boutique options available for grocery shopping, retail, and restaurants, as well as more concerts/entertainment options in the community.

(3) Residents reported high overall satisfaction with the public services provided by Lakeland, though many raised concerns over electric service/costs.

- ✓ When asked to rate their satisfaction with key public services, a majority chose “very” or “somewhat satisfied” in key areas. Some examples include:
 - Fire Services – 80%
 - Police Services – 73%
 - Emergency Management – 73%
 - Water/Wastewater – 69%
 - Trash/Recycling – 68%
 - Quality of Lakes/Waterways – 65%

- ✓ The highest rates of dissatisfaction included:
 - Electric Services – 27%
 - Maintenance of Streets/Sidewalks – 21%
 - Trash/Recycling – 19%

(4) Resident’s interactions with city staff/officials have been mostly positive, but some expressed concerns over the timeliness of responses. It also appears that the city’s digital communication platforms may be under-utilized by residents.

- ✓ Among those who have contacted a city official or department in the past 6 months, a majority say:
 - It was easy to contact the appropriate official/department – 66%
 - City employees were courteous/respectful – 72%
 - City employees were knowledgeable – 65%
- ✓ Most resident contact the city by phone (56%), while only 8% use the online “report a concern” link, and only 22% use email.

(5) Most residents are satisfied with Lakeland’s efforts to keep them informed, but there are opportunities to increase awareness of opportunities for citizens to “get involved” in city government.

- ✓ 61% of residents are satisfied with their access to information about city services (10% dissatisfied)
- ✓ 60% are satisfied with the city’s efforts to keep them informed (14% dissatisfied)
- ✓ Most residents are either neutral (39%) or unsure (13%) about their opportunities to participate in city government.

(6) Residents are in general agreement about the biggest threats facing the City of Lakeland in the future, and they are problems that are endemic to local jurisdictions throughout the State of Florida.

- ✓ Top 5 Identified “Strengths” of Lakeland
 - Availability of parks and greenspaces – 52%
 - Overall feeling of safety – 36%
 - Shopping, dining, and entertainment options – 29%
 - Growth and development – 23%
 - Cleanliness of lakes/waterways – 23%

- ✓ Top 5 Identified Threats to Lakeland’s Future
 - Traffic flow and congestion – 68%
 - Availability of affordable housing – 39%
 - Addressing homelessness – 33%
 - Growth and development – 31%
 - Energy (i.e. use, alternatives, and cost) – 26%

(7) Big-Picture Themes and Takeaways

- ✓ Residents like living in Lakeland. They have a positive view of the city and the services that it provides.

- ✓ However, there are some significant concerns over the impacts of growth and development on residents’ quality of life. They are currently feeling those impacts the most severely when it comes to mobility (i.e. traffic and congestion), and many are concerned that the city’s existing infrastructure may not be sufficient/sustainable under current growth conditions.

- ✓ Many residents would like to see some additional quality amenities/consumer services available in the city, but not at the expense of well-managed growth.

Survey Results

The subsections that follow provide a detailed summary of responses to the Lakeland Citizen Survey. The results are organized around specific sections of the survey, including: (1) Quality of Life, (2) Community Amenities, (3) Public Service Delivery, (4) Communication and Citizen Participation in Government, and (5) Policy Priorities (SWOT Analysis).

Quality of Life

Overall, respondents expressed positive opinions about living in Lakeland, with 85% rating the City’s overall quality of life as either “excellent” or “good” (Table 3). Conversely, less than 2% rated Lakeland as “poor” on overall quality of life. (Note that there were not significant differences in quality of life responses based on zip codes within the city).

Table 3.
How would you rate your overall quality of life in Lakeland?

| | Frequency | Percentage |
|-----------|-----------|------------|
| Excellent | 321 | 29.0 |
| Good | 622 | 56.2 |
| Fair | 142 | 12.8 |
| Poor | 21 | 1.9 |

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In order to put these responses in context, Table 4 provides a comparison of the current survey results against a sample of those made publicly available by other jurisdictions over the past three years. It should be emphasized that this sample does not represent a scientific benchmarking of “peer-jurisdictions”, as such a comparison would require a more coordinated effort/partnership. However, the comparison does allow for some important contextualization of the survey responses. As shown in Table 4, Lakeland’s overall quality of life rating falls roughly in the middle of the sample and is relatively consistent with or slightly higher than those most likely to be considered peer-jurisdictions.

Table 4.**Overall Quality of Life: Comparative Analysis**

| | Excellent | Good | Excellent + Good |
|---------------------|-----------|------|------------------|
| Longboat Key | 69% | 30% | 99% |
| Sarasota County | 52% | 43% | 95% |
| Hillsborough County | 31% | 55% | 86% |
| Lakeland | 29% | 56% | 85% |
| Cape Coral | 32% | 50% | 82% |
| Coral Springs | 28% | 52% | 80% |
| Clearwater | - | - | 79% |
| Port St. Lucie | 22% | 55% | 78% |
| Palm Coast | 30% | 47% | 77% |

Reference Links: [Longboat Key](#); [Sarasota County](#); [Cape Coral](#); [Port St. Lucie](#); [Palm Coast](#); [Coral Springs](#); [Clearwater](#); [Hillsborough County](#)

In order to further contextualize these responses, the remainder of this section summarizes a series of more detailed/specific questions about the attributes and characteristics of Lakeland that contribute to citizens’ perceptions of their quality of life. Out of these additional questions, the city can begin to identify opportunities to improve citizen perceptions and experiences moving forward. Table 5 takes a more granular look at quality-of-life perceptions by considering Lakeland as a place to (1) live, (2) retire, (3) work, and (4) visit. In each case, a majority of respondents expressed positive opinions about the City, though these were noticeably highest when thinking about Lakeland “as a place to live”. A large majority (85%) of respondents rated the city as either “excellent” or “good” in this category.

Table 5.**Citizen Perceptions of Lakeland (reported as % of row total)**

| <i>How would you rate the City of Lakeland in each of the following areas?</i> | Excellent | Good | Fair | Poor | Unsure |
|--|-----------|------|------|------|--------|
| As a Place to Live | 33.1 | 51.6 | 12.7 | 2.5 | 0.1 |
| As a Place to Retire | 28.5 | 39.3 | 18.2 | 5.5 | 8.5 |
| As a Place to Work | 20.5 | 43.4 | 19.3 | 6.7 | 10.1 |
| As a Place to Visit | 20.3 | 46.5 | 23.0 | 8.3 | 1.9 |

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Roughly two-thirds of respondents rated Lakeland as either an “excellent” or “good” place to retire (68%), visit (67%), or work (64%). In the latter case, nearly 1 in 10 respondents were “unsure”, while a quarter (26%) said either “fair” or “poor”. This is unsurprising given the city’s central location and the fact that many residents may work outside of Lakeland. However, it may signify an opportunity to raise awareness of the city’s employers/employment opportunities. While a majority rated the city positively “as a place to visit”, this is also the area where the most negative responses were observed, with almost a third of respondents (31%) choosing either “fair” or “poor”. Again, this may represent an opportunity to highlight and raise awareness of the city’s recreational opportunities, cultural amenities, and proximity to tourist attractions.

Table 6 examines key characteristics of the community that are known contributors to quality of life, such as cleanliness/aesthetics, safety, traffic, and amenities. While residents expressed very high levels of satisfaction with the city’s overall aesthetic, cleanliness, and reputation, more significant levels of dissatisfaction were observed when it came to traffic congestion and the availability of public parking. In the latter instances, 61% indicated dissatisfaction with “the flow of traffic and congestion”, while 31% indicated dissatisfaction with “the availability of parking”. While these responses underscore important citizen concerns and potential areas for improvement, it’s important to note that [traffic related concerns are consistently a top area of dissatisfaction for jurisdictions throughout the state of Florida](#), including [those with very high quality of life ratings](#). The State’s rapid rate of growth and development contributes significantly to these concerns and ameliorating them is often beyond the control of local jurisdictions.

Table 6.
Citizen Satisfaction with Key Characteristics of Lakeland (reported as % of row total)

| <i>Please indicate your level of satisfaction with the following characteristics of Lakeland:</i> | Very Satisfied | Somewhat Satisfied | Neither Satisfied nor Dissatisfied | Somewhat Dissatisfied | Very Dissatisfied |
|---|-----------------------|---------------------------|---|------------------------------|--------------------------|
| Overall reputation of the community | 27.0 | 51.0 | 14.3 | 6.7 | 1.0 |
| Overall cleanliness of the community | 24.6 | 52.8 | 11.8 | 8.4 | 2.4 |
| Overall safety of the community | 21.8 | 51.9 | 13.7 | 9.6 | 3.0 |
| The flow of traffic and congestion | 3.5 | 18.7 | 16.5 | 33.6 | 27.6 |
| The availability of parking | 9.9 | 33.4 | 25.9 | 20.8 | 10.0 |
| Access to retail, dining, and entertainment | 23.2 | 47.0 | 14.6 | 11.0 | 4.2 |

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Lastly, residents were given an opportunity to provide additional comments to contextualize their responses to the previous questions or share their thoughts about the quality of life in Lakeland. Among the 1,106 completed survey responses, 556 (50%) opted to provide a response. For the purposes of this report, a random sample of 200 responses was selected and analyzed using an [“emergent coding” technique](#). This involved a textual analysis of the respondent’s comment and the assignment of one or more “codes” to classify the comment into an emergent taxonomy. Table 7 provides a summary of these responses based on the resulting taxonomy/codes. A complete list of these responses has been provided to city officials for their review and consideration.

As shown in Table 7, traffic related concerns were overwhelmingly the most commonly cited factor affecting participants’ quality of life responses. Nearly half (48%) of the sampled comments raised concerns related to traffic congestion, with a significant portion of these specifically addressing the recent changes adopted as part of the city’s [“Dixieland Diet”](#) project. Another common theme raised in these comments was the timing and schedule of traffic lights; respondents suggested that both of these factors contribute to traffic congestion. Respondents also conveyed a general sense/understanding that traffic congestion is increasing due to rapid population growth and development in the city. Over 15% of respondents voiced concerns about the pace of growth in the region, with many expressing a fear that growth is not being offset by a subsequent expansion of public infrastructure. As stressed at several points in this report, these are common concerns in local citizen surveys and appear to be [endemic to jurisdictions throughout the State of Florida](#).

Table 7.
Content Analysis of Open-Ended Responses (Quality of Life)

| | Frequency | Percentage (n=200) |
|----------------------------|-----------|--------------------|
| Traffic | 95 | 47.5 |
| Growth | 31 | 15.5 |
| Aesthetics/Garbage | 16 | 8.0 |
| Affordable Housing | 15 | 7.5 |
| Restaurants | 13 | 6.5 |
| Parking | 12 | 6.0 |
| Crime | 10 | 5.0 |
| Traffic Safety/Enforcement | 10 | 5.0 |

Other concerns raised by at least 5% of respondents included aesthetics and garbage, affordable housing, the availability of quality/desirable restaurants and dining options, public parking, crime, and safety related traffic concerns. Comments pertaining to trash/aesthetics

included a mix of concern over trash removal and more general littering/debris. Concerns over affordable housing – which are also common throughout the state of Florida – included other general concerns over the increasing cost of living in Lakeland. And finally, several comments addressing traffic safety expressed specific concerns about traffic diversion, due in part to recent changes in traffic patterns. (As noted above, a complete list of these open-ended responses has been provided to city officials for further review and consideration.)

Community Amenities

In order to fully and adequately understand citizens’ experiences with and attitudes toward Lakeland’s city amenities, respondents were asked to share both their familiarity and satisfaction with six key amenities, including (1) dog parks, (2) libraries, (3) public pools, (4) recreation centers, (5) parks, and (6) the RP Funding Center. This approach allows city leaders to better direct efforts and investments by distinguishing between awareness/familiarity and actual usage/satisfaction. Subsequently, respondents were also asked which amenities they would like to see added in Lakeland, as well as which they frequently leave the city in search of.

Table 8 summarizes the familiarity of survey participants with key city amenities. The responses suggest high levels of familiarity with the city’s libraries and parks, as well as the RP Funding Center. In contrast, public pools and recreation centers stand out as potential areas where awareness might be increased to promote further usage and engagement on the part of citizens. A large majority of respondents reported being either “very” or “somewhat familiar” with the city’s libraries (89%) and public parks (92%), while 83% said that they are familiar with the RP Funding Center. While a majority indicated being familiar with the city’s recreation centers (62%), more than a third (38%) said that they were either “not very” or “not at all familiar” with the amenities. A small majority (51%) also said that they were not familiar with the city’s public swimming pools. While 42% reported being unfamiliar with the city’s dog parks, this number is hard to contextualize without knowing the proportion of residents with pets.

Table 8.
Familiarity with City of Lakeland Amenities (reported as % of row total)

| <i>How familiar are you with these City of Lakeland provided amenities?</i> | Very Familiar | Somewhat Familiar | Not Very Familiar | Not at All Familiar |
|---|----------------------|--------------------------|--------------------------|----------------------------|
| Dog Parks | 22.9 | 35.3 | 20.5 | 21.3 |
| Libraries | 52.8 | 35.9 | 8.4 | 2.9 |
| Public Pools | 21.2 | 27.7 | 31.0 | 20.2 |
| Recreation Centers | 22.9 | 39.1 | 26.7 | 11.4 |
| Parks | 47.0 | 44.5 | 6.1 | 2.4 |
| RP Funding Center | 48.2 | 34.9 | 10.6 | 6.3 |

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The data reported in Table 9 build on these responses by measuring satisfaction with the same city amenities. The results did not show significant levels of dissatisfaction with any of Lakelands key amenities. A majority of respondents reported being either “very” or “somewhat satisfied” with the city’s parks (78%), libraries (70%), and the RP Funding Center (54%). Conversely, less than 10% of respondents reported being dissatisfied with any of the aforementioned amenities, though a majority were either neutral or “unsure” with regard to public pools, recreation centers, and dog parks. This is consistent with the previously mentioned responses.

Notably, a more robust statistical analysis showed high levels of association between familiarity and satisfaction. In other words, those who were familiar with these amenities were very likely to say that they were satisfied with them. Among those who reported being “very familiar” with each of the six city amenities listed in Table 8, less than 10% reported any level of dissatisfaction with each specific amenity. This underscores the fact that Lakeland offers high quality amenities for its residents, and increasing satisfaction appears to be primarily a matter of raising awareness/familiarity.

Table 9.

Citizen Satisfaction with Lakeland Amenities (reported as % of row total)

| <i>Please indicate your level of satisfaction with the quality of the following City of Lakeland amenities:</i> | Very Satisfied | Somewhat Satisfied | Neither Satisfied nor Dissatisfied | Somewhat Dissatisfied | Very Dissatisfied | Unsure |
|---|-----------------------|---------------------------|---|------------------------------|--------------------------|---------------|
| Dog Parks | 12.1 | 22.7 | 37.4 | 1.8 | 0.8 | 25.1 |
| Libraries | 28.0 | 42.1 | 18.5 | 3.2 | 0.7 | 7.4 |
| Public Pools | 8.3 | 19.5 | 43.1 | 2.7 | 1.4 | 25.0 |
| Recreation Centers | 10.0 | 28.3 | 39.0 | 3.3 | 0.9 | 18.5 |
| Parks | 30.8 | 47.4 | 13.7 | 2.8 | 0.8 | 4.5 |
| RP Funding Center | 17.0 | 36.9 | 27.9 | 5.2 | 2.4 | 10.7 |

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In order to better understand the types of services and amenities that residents would like to see available in Lakeland, respondents were also asked to identify which amenities they frequently leave the city to find. Table 10 provides a summary of the most commonly cited categories. More than half of residents (58%) say that they regularly go outside of Lakeland for performances and entertainment (such as shows, concerts, and the arts). Just under half (47%) say the same about high end retail shopping. Restaurants and outdoor activities were identified as common reasons for going outside of Lakeland by over a third of respondents (38% and 37% respectively), while just over 20% said the same about routine retail shopping (22%) and medical appointments (21%).

Table 10.
Amenities and Services that Residents Leave Lakeland to Find

| <i>Which of the following amenities and services do you frequently leave Lakeland to find?</i> | # Saying "Yes" | % of Total Respondents |
|--|-----------------------|-------------------------------|
| Performances (i.e. shows, concerts, arts) | 642 | 58.0 |
| High End Retail Shopping | 521 | 47.1 |
| Restaurants | 426 | 38.5 |
| Outdoor Activities | 411 | 37.2 |
| Routine Retail Shopping | 247 | 22.3 |
| Doctor, Dentist, Medical Appointments | 234 | 21.2 |
| Grocery Shopping | 196 | 17.7 |
| Services (i.e. dry cleaning, hair salon, etc.) | 109 | 9.9 |
| Movie Theater | 83 | 7.5 |

Finally, respondents were given an opportunity to share open-ended responses regarding the types of amenities that they would most like to see added to Lakeland in the future. Among the respondents, 616 (56%) provided an open-ended response. From these, a random sample of 200 responses was selected and analyzed using an “emergent coding” technique, as outlined above. Table 11 summarizes those amenities referenced by at least 5% of respondents.

Table 11.
Content Analysis of Open-Ended Responses (Desired Amenities)

| | Frequency | Percentage (n=200) |
|----------------------------|------------------|---------------------------|
| High End Grocery Stores | 34 | 17.0 |
| Shopping (general) | 27 | 13.5 |
| Concerts | 24 | 12.0 |
| High End/Local Restaurants | 20 | 10.0 |
| Wholesale Retailers | 17 | 8.5 |
| High End Retail | 16 | 8.0 |
| Entertainment | 13 | 6.5 |
| Parks/Outdoor Activities | 10 | 5.0 |
| Hospitals/Medical Services | 10 | 5.0 |

As shown in Table 11, a significant number residents expressed a desire to see more high-end and boutique grocery offerings in the community (17%), as well as an expansion of shopping/retail options (14%) and more concerts/entertainment options (18.5% combined). Responses categorized as “entertainment” included a range of activities, but the general tenor of these responses expressed a desire for more family-oriented activities within the community, as opposed to seeking-out those options in locations such as Tampa and Orlando. A small but notable number of respondents also expressed a desire for more hospital and medical services to be provided in the city, as well as for more local/high-end dining options. While we anticipated significant differences in amenity preferences and trips outside of Lakeland based on zip code, a more in-depth statistical analysis did not reveal substantial geographic differences in responses. As noted in several of the responses, residents understand that these amenities are often outside the purview of local government authority, though the responses may be of value in directing future zoning and community marketing efforts.

Public Service Delivery

To measure public satisfaction with government services, respondents were asked to rate their satisfaction with various City of Lakeland departments and services. Tables 12 and 13 summarize these responses. As shown in Table 12, a majority of residents report being satisfied with the city’s fire (80%), emergency management (73%), and police (73%) services. In each case, only small numbers of respondents expressed any dissatisfaction with these services. While a small majority of respondents reported being either “very” or “somewhat satisfied” with Lakeland Electric Service, just over a quarter (27%) reported dissatisfaction. While this iteration of the survey did not explore specific reasons for dissatisfaction with any particular service, it’s notable that energy costs were mentioned by a number of residents previously when commenting on the quality of life in Lakeland. It’s possible that these same concerns may be underlying some of this reported dissatisfaction. A smaller percentage of respondents (16%) reported some level of dissatisfaction with the General City Administration, though a plurality of respondents said that they were either neutral or “unsure” when it came to City Administration.

Table 12.

Citizen Satisfaction with Lakeland Amenities (reported as % of row total)

| <i>Please indicate your level of satisfaction with the quality of the following services provided by the City of Lakeland:</i> | Very Satisfied | Somewhat Satisfied | Neither Satisfied nor Dissatisfied | Somewhat Dissatisfied | Very Dissatisfied | Unsure |
|--|-----------------------|---------------------------|---|------------------------------|--------------------------|---------------|
| Police Services | 34.8 | 38.3 | 14.3 | 4.8 | 4.2 | 3.6 |
| Fire Services | 41.8 | 37.9 | 13.4 | 0.9 | 0.6 | 5.4 |
| Emergency Management | 32.5 | 40.0 | 17.0 | 2.8 | 1.6 | 6.1 |
| Lakeland Electric Services | 23.3 | 33.9 | 14.5 | 15.1 | 11.9 | 1.3 |
| Airport | 11.4 | 20.9 | 36.9 | 8.3 | 5.7 | 16.8 |
| General City Administration | 14.3 | 30.3 | 32.1 | 10.3 | 6.0 | 7.1 |

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Table 13 shows that residents have relatively high levels of satisfaction with several more of Lakeland’s key public services, such as water/wastewater utilities (69%), trash and utilities (68%), and the quality of Lakeland’s lakes and waterways (65%). Perhaps unsurprisingly, a majority of respondents were either neutral or “unsure” when it came to less frequently engaged with services, such as permitting and code enforcement. Areas of opportunity that emerged from these responses included the maintenance of streets/sidewalks, where one in five respondents reported being either “very” or “somewhat dissatisfied”. Additionally, while a majority of respondents reported satisfaction with trash and recycling services, another 19% indicated some level of dissatisfaction with these same services. These latter concerns are also reflected at other points in the survey through open-ended responses.

Table 13.**Citizen Satisfaction with Lakeland Amenities (reported as % of row total)**

| <i>Please indicate your level of satisfaction with the quality of the following services provided by the City of Lakeland:</i> | Very Satisfied | Somewhat Satisfied | Neither Satisfied nor Dissatisfied | Somewhat Dissatisfied | Very Dissatisfied | Unsure |
|--|-----------------------|---------------------------|---|------------------------------|--------------------------|---------------|
| Maintenance of Streets/Sidewalks | 16.4 | 48.8 | 13.5 | 15.9 | 5.1 | 0.4 |
| Trash and Recycling | 23.4 | 44.2 | 12.5 | 11.3 | 7.7 | 0.9 |
| Water and Wastewater Utilities | 22.3 | 46.6 | 18.7 | 7.1 | 3.2 | 2.1 |
| Quality of Lakes and Waterways | 19.2 | 46.2 | 19.5 | 8.8 | 3.7 | 2.6 |
| Permitting (i.e. planning and building) | 7.9 | 20.4 | 33.9 | 10.7 | 7.4 | 19.7 |
| Code Enforcement | 9.6 | 21.6 | 34.1 | 12.5 | 5.9 | 16.4 |

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While measuring general satisfaction with public services is important, a more direct indicator of government performance is found in city staff’s interactions with residents who present with needs or service complaints. In order to better understand how well the City of Lakeland is performing in these instances, residents were asked to share whether or not they had contacted the city for assistance in the past 6 months. Of the 1,106 survey respondents, 420 (38%) indicated that they had contacted a city official or department within the past 6 months. These 420 respondents were asked a series of follow-up questions to better understand how they contacted the city, whether their concerns were addressed, and how satisfied they were with their experience. (When answering the questions summarized below, respondents were asked to focus on their most recent interaction with the city).

Table 14 shows that the majority of residents (56%) contact the city by phone to report problems or seek assistance. Comparatively, less than a quarter of residents (22%) do so via email, while only 8% reported using the city’s online link to “report a concern”. These results suggest that the city’s digital communication platforms may be under-utilized by residents, and while the survey results don’t provide a direct measure of familiarity/awareness, they may portend an opportunity to increase citizen awareness of more convenient communication mediums and to highlight the city’s online service mechanisms, such as the “report a concern” link.

Table 14.**Common Methods of Contacting the City**

| <i>How did you first contact the city for your most recent inquiry?</i> | Frequency | Percentage |
|---|------------------|-------------------|
| Phone | 234 | 55.7 |
| Email | 94 | 22.4 |
| Website ("report a concern") | 35 | 8.3 |
| Walk-In | 35 | 8.3 |
| Social Media | 6 | 1.4 |
| Other | 16 | 3.8 |

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Among those respondents who interacted with a city official or department in the past 6 months, a majority reported positive service experiences, though the results did highlight some potential areas of opportunity where the city might pursue improvements moving forward. For example, approximately two thirds of respondents agreed that it was easy to contact the appropriate official/department (66%), that the city employees they interacted with were courteous (74%), and that city employees were knowledgeable (65%). There was not a substantial amount of disagreement in any of these areas. The primary areas of dissatisfaction included whether or not citizen concerns were addressed in a timely manner (28% disagreed) and whether residents were satisfied with their overall experience (29% disagreed). In the latter case, responses are often influenced by whether or not the resident was satisfied with the ultimate resolution of their concern. While both of these represent potential areas where the City can seek to make service improvements moving forward, the overall assessment provided by respondents suggests that the city provides strong customer service to residents when concerns are raised.

Table 15.
Citizen Experiences with City Staff (reported as % of row total)

Please indicate your level of agreement with each of the following statements (as they pertain to your most recent contact with a City official or department):

| | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree |
|--|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|
| It was easy to contact the appropriate official/department | 24.8 | 41.4 | 15.0 | 12.9 | 6.0 |
| My concern was addressed in a reasonable time | 24.0 | 30.7 | 15.7 | 18.1 | 11.4 |
| City employees were courteous and respectful | 33.8 | 38.3 | 18.3 | 5.2 | 4.3 |
| City employees were knowledgeable | 32.9 | 32.4 | 17.9 | 9.5 | 7.4 |
| I was satisfied with my experience | 26.4 | 28.6 | 16.0 | 16.9 | 12.1 |

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Communication and Citizen Participation in Government

Table 16 summarizes citizens’ satisfaction with communication and outreach efforts on the part of the City of Lakeland, as well as their opportunities to participate in city government. The responses suggest that citizens are satisfied overall with the city’s communication and outreach efforts, and while levels of dissatisfaction are low, there are some opportunities to increase satisfaction among those with neutral perspectives. Just under two thirds of respondents (61%) say that they are either “very” or “somewhat satisfied” with their “access to information about city services”, while only 10% expressed dissatisfaction. A similar number (60%) are satisfied with the city’s efforts to keep citizens informed, while only 14% expressed dissatisfaction.

Table 16.
Citizen Satisfaction with City Communication Efforts (reported as % of row total)

| <i>Please indicate your level of satisfaction with the quality of the following:</i> | Very Satisfied | Somewhat Satisfied | Neither Satisfied nor Dissatisfied | Somewhat Dissatisfied | Very Dissatisfied | Unsure |
|--|-----------------------|---------------------------|---|------------------------------|--------------------------|---------------|
| Access to information about city services | 16.5 | 44.8 | 24.4 | 8.4 | 1.9 | 4.1 |
| City efforts to keep citizens informed | 18.8 | 41.0 | 24.0 | 10.4 | 3.3 | 2.5 |
| Opportunities to participate in City government | 10.4 | 25.5 | 38.9 | 9.0 | 3.7 | 12.6 |
| The City's website | 13.9 | 37.0 | 33.0 | 5.5 | 2.2 | 8.4 |
| The City's social media sites | 12.9 | 31.6 | 35.5 | 4.0 | 2.6 | 13.3 |

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Citizens did not express significant dissatisfaction with their opportunities to participate in city government, but 39% indicated being neutral on the topic, while 13% said that they were “unsure”. Neutrality may indicate a lack of interest in participation, but it may nonetheless benefit the city to consider communicative avenues for raising awareness of these opportunities as a means of encouraging great citizen engagement. A majority of respondents also said that they were either neutral or “unsure” when it came to both the city’s website and its social media presence. This is relatively unsurprising, as local governments tend to experience relatively low levels of engagement in these digital spaces, particularly social media. Promoting and expanding the city’s presence on these platforms may represent a potential avenue for increasing engagement with younger residents.

Table 17 shows the sources that residents rely most heavily on “to stay informed about city issues, services, and events”. The city’s website is the most commonly cited resource, with 56% of respondents saying that they rely on it for city information. Nearly half also report using LKLDnow (50%) and Facebook (46%). While this latter finding may run contrary to the lack of awareness/opinion noted above in Table 16, it’s important to emphasize that reliance on Facebook for city-related information does not necessarily suggest that residents are following or interacting with official city accounts. A more detailed study of social media traffic and citizen attitudes would be needed to determine the effectiveness of the city’s social media presence.

Table 17.
Methods of Staying Informed

Which of the following sources do you use to stay informed about City issues, services, and events?

| | Frequency | Percentage |
|--------------|------------------|-------------------|
| City Website | 616 | 55.7 |
| LKLDnow | 549 | 49.6 |
| Facebook | 505 | 45.7 |
| LAL Today | 415 | 37.5 |
| The Ledger | 403 | 36.4 |
| Instagram | 187 | 16.9 |
| Twitter | 47 | 4.2 |

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Local media sources – including LAL Today and the Ledger – are significant sources of information for a large number of residents, with more than a third indicating that they rely on both sources for information about city issues, services, and events. Working to strengthen partnerships with these outlets may yield significant benefits for the city in terms of citizen engagement and communication efforts.

Policy Priorities/SWOT Analysis

Table 18 suggests that roughly half of Lakeland’s citizens are satisfied with the overall direction that the city is taking (50%). Another 26% indicated that they are neither satisfied nor dissatisfied, while 23% indicated some level of dissatisfaction.

Table 18.
Satisfaction with Direction of Lakeland

How satisfied are you with the overall direction that the City of Lakeland is taking?

| | Frequency | Percentage |
|------------------------------------|------------------|-------------------|
| Very Satisfied | 98 | 8.9 |
| Somewhat Satisfied | 457 | 41.3 |
| Neither Satisfied nor Dissatisfied | 292 | 26.4 |
| Somewhat Dissatisfied | 211 | 19.1 |
| Dissatisfied | 48 | 4.3 |

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In order to contextualize these responses, Table 19 provides a comparison with survey results from other Florida-based jurisdictions (using the same sample introduced above). The results suggest opportunities for improvement as Lakeland engages in and communicates strategic planning and community/service improvement initiatives going forward.

Table 19.
Satisfaction with Overall Direction: Comparative Analysis

| | % Positive |
|----------------|------------|
| Longboat Key | 83% |
| Coral Springs | 65% |
| Port St. Lucie | 56% |
| Cape Coral | 54% |
| Lakeland | 50% |
| Clearwater | 47% |
| Palm Coast | 41% |

Reference Links: [Longboat Key](#); [Cape Coral](#); [Port St. Lucie](#); [Palm Coast](#); [Coral Springs](#); [Clearwater](#)

In an effort to assist with that process, the survey included a partial SWOT analysis, asking residents to share their opinions about Lakeland’s greatest strengths as well as what they perceive to be the most significant threats to the city’s future. Respondents were presented identical lists – developed by city officials based on both experience and input from key stakeholders – and asked to choose up to three items that they identify as strengths and up to three items that they identify as threats. A full accounting of the responses is available in Appendix A at the end of this report. Table 20 below provides a summary of the top five items chosen in each category.

The results show that citizens view Lakeland’s parks and greenspaces as the greatest strength of the community, with over half of respondents (52%) choosing this item. Just over a third (36%) also cited the city’s overall feeling of safety, while nearly 30% identified their shopping, dining, and entertainment options as a strength of the community.

Table 20.

Partial SWOT Analysis: Top 5 Lists

From the list below, what would you consider to be the three greatest strengths of the City of Lakeland/greatest threats to the City of Lakeland's future?

| | Frequency | Percentage |
|---|------------------|-------------------|
| Top 5 Identified Strengths | | |
| Availability of Parks and Greenspaces | 574 | 51.9 |
| Overall Feeling of Safety | 394 | 35.6 |
| Shopping, Dining, and Entertainment Options | 324 | 29.3 |
| Growth and Development | 255 | 23.1 |
| Cleanliness of Lakes and Waterways | 251 | 22.7 |
| Top 5 Identified Threats | | |
| Traffic Flow and Congestion | 745 | 67.4 |
| Availability of Affordable Housing | 427 | 38.6 |
| Addressing Homelessness | 367 | 33.2 |
| Growth and Development | 344 | 31.1 |
| Energy (Use, Alternatives, and Cost) | 283 | 25.6 |

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When asked about the greatest threats facing the city moving forward, over two-thirds of respondents identified traffic and congestion (67%), while roughly a third also identified the availability of available housing (39%) the need to address homelessness (33%), and growth/development (31%). While the threats identified by residents provide important information for city leaders in future strategic planning and policy efforts, it's important to emphasize that the top threats to Lakeland's future (as identified by respondents) are the same threats that are seen as endemic throughout the state of Florida, where rapid growth and development have led to disruptions in the flow of traffic, a dearth of affordable housing options, and increases in homelessness throughout the state.

On one hand, this reality underscores the difficulty of addressing and ameliorating these challenges, particularly at the local level. However, it also presents an opportunity, as going forward, Lakeland may be able to learn from and collaborate with other jurisdictions that are working to overcome similar challenges.

Appendix A: Full SWOT Analysis Results

Table A1.

Citizen Perceptions of Lakeland's Strengths

From the list below, what would you consider to be the three greatest strengths of the City of Lakeland

| | Frequency | Percentage |
|---|------------------|-------------------|
| Availability of Parks and Greenspaces | 574 | 51.9 |
| Overall Feeling of Safety | 394 | 35.6 |
| Shopping, Dining, and Entertainment Choices | 324 | 29.3 |
| Growth and Development | 255 | 23.1 |
| Cleanliness of Lakes and Waterways | 251 | 22.7 |
| Welcomeness of the Community | 238 | 21.5 |
| Jobs/Employment Opportunities | 172 | 15.6 |
| Number of Arts and Cultural Amenities | 158 | 14.3 |
| Quality of Drinking Water | 142 | 12.8 |
| Diversity | 134 | 12.1 |
| Infrastructure Quality, Repair, and Maintenance | 122 | 11.0 |
| City Leadership | 82 | 7.4 |
| Energy (Use, Alternatives, Costs) | 59 | 5.3 |
| Availability of Affordable Housing | 53 | 4.8 |
| Financial Management/Fiscal Responsibility | 50 | 4.5 |
| Traffic Flow/Congestion | 36 | 3.3 |
| Addressing Homelessness | 21 | 1.9 |

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Table A2.

Threats to Lakeland's Future

From the list below, what would you consider to be the three greatest strengths of the City of Lakeland

| | Frequency | Percentage |
|---|------------------|-------------------|
| Traffic Flow/Congestion | 745 | 67.4 |
| Availability of Affordable Housing | 427 | 38.6 |
| Addressing Homelessness | 367 | 33.2 |
| Growth and Development | 344 | 31.1 |
| Energy (Use, Alternatives, Costs) | 283 | 25.6 |
| Infrastructure Quality, Repair, and Maintenance | 205 | 18.5 |
| City Leadership | 137 | 12.4 |
| Overall Feeling of Safety | 125 | 11.3 |
| Jobs/Employment Opportunities | 114 | 10.3 |
| Shopping, Dining, and Entertainment Choices | 105 | 9.5 |
| Financial Management/Fiscal Responsibility | 88 | 8.0 |
| Diversity | 58 | 5.2 |
| Quality of Drinking Water | 55 | 5.0 |
| Cleanliness of Lakes and Waterways | 55 | 5.0 |
| Number of Arts and Cultural Amenities | 39 | 3.5 |
| Availability of Parks and Greenspaces | 38 | 3.4 |
| Welcomeness of the Community | 35 | 3.2 |

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Appendix B: Survey Instrument

2022 Lakeland Citizen Survey

Dear Resident,

You are receiving this survey because we want to know what you think about the quality of the services you receive from the City and the amenities available to you here in Lakeland. We also want to hear your thoughts about the City's most important priorities for the coming year and into the future. Your input will be very helpful as we set priorities for the future and make sure we continue to provide the highest level of service possible within our existing resources.

This questionnaire will only take 10-15 minutes of your time to complete, and your responses will be entirely confidential.

The survey will remain open until November 15, 2022. We are greatly appreciative of your time and participation in the important effort!

For questions, please contact us at: (863) 834-7926

Are you at least 18 years of age or older?

Yes

No

Skip To: End of Survey If Are of age at least 18 years of age or older? = No

Do you live in the City of Lakeland for at least 6 months out of the year?

- Yes
- No

Skip To: End of Survey If Do you live in the City of Lakeland for at least 6 months out of the year? = No

How would you rate your overall quality of life in Lakeland?

- Excellent
- Good
- Fair
- Poor

How would you rate the City of Lakeland in each of the following areas?

| | Excellent | Good | Fair | Poor | Unsure |
|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| As a place to live | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| As a place to retire | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| As a place to work | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| As a place to visit | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Please indicate your level of satisfaction with the following characteristics of Lakeland:

| | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Somewhat Dissatisfied | Very Dissatisfied |
|--|-----------------------|-----------------------|------------------------------------|-----------------------|-----------------------|
| The overall reputation of the community | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The overall cleanliness of the community | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The overall safety of the community | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The flow of traffic and congestion | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The availability of public parking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Your access to retail, dining, and entertainment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

In the space below, please provide any additional information that you would like us to know about your responses to the questions above and your quality of life in Lakeland.

How familiar are you with these City of Lakeland provided amenities?

| | Very Familiar | Somewhat Familiar | Not Very Familiar | Not at All Familiar |
|--------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Dog Parks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Libraries | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Public Pools | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Recreation Centers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Parks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| RP Funding Center | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Please indicate your level of satisfaction with the quality of the following City of Lakeland amenities:

| | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Very Dissatisfied | Unsure |
|--------------------|-----------------------|-----------------------|------------------------------------|-----------------------|-----------------------|-----------------------|
| Dog Parks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Libraries | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Public Pools | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Recreation Centers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Parks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| RP Funding Center | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Which of the following amenities and services do you frequently leave Lakeland to find? (Please check all that apply).

- Grocery Shopping
- Routine Retail Shopping
- High End Retail Shopping
- Gas Stations
- Specialty Dining/Restaurants
- High End Restaurants
- Doctor, Dentist, Medical Appointments
- Movie Theater
- Performances (i.e. Shows, Concerts, Arts)
- Outdoor Activities
- Consumer Services (i.e. Dry Cleaning, Hair Salon, Auto Maintenance, etc.)

Which amenities would you most like to see added in Lakeland?

Please indicate your level of satisfaction with the quality of the following services provided by the City of Lakeland:

| | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Very Dissatisfied | Unsure |
|---------------------------------------|-----------------------|-----------------------|------------------------------------|-----------------------|-----------------------|-----------------------|
| Police Services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fire Services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Emergency Management and Preparedness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lakeland Electric Services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Airport | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| General City Administration | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Please indicate your level of satisfaction with the quality of the following services provided by the City of Lakeland:

| | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Very Dissatisfied | Unsure |
|---|-----------------------|-----------------------|------------------------------------|-----------------------|-----------------------|-----------------------|
| Maintenance of Streets and Sidewalks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Trash and Recycling | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Water and Wastewater Utilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality of Lakes and Waterways | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Permitting (i.e. Planning and Building) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Code Enforcement | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Have you contacted a City official or department in the **past six months?**

Yes

No

Skip To: End of Block If Have you contacted a City official or department in the past six months? = No

For the following questions, please answer based on **your most recent contact** with a City official or department.

How did you first contact the City for your most recent inquiry?

- Walk-In
- Phone
- Email
- Website ("Report a Concern" Link)
- Social Media
- Other (please specify) _____

Please indicate your level of agreement with each of the following statements (as they pertain to your most recent contact with a City official or department):

| | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| It was easy to contact the appropriate City official or department | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| My concern was addressed in a reasonable time | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| City employees were courteous and respectful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| City employees were knowledgeable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I was satisfied with my experience | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Please feel free to share any additional information that you would like us to know about your most recent contact with the City.

Please indicate your level of satisfaction with the quality of the following:

| | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Very Dissatisfied | Unsure |
|---|-----------------------|-----------------------|------------------------------------|-----------------------|-----------------------|-----------------------|
| Access to information about City services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| City efforts to keep citizens informed | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opportunities to participate in City government | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The City's website | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The City's social media sites | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Please provide any additional information that you would like us to know about your responses to the previous question.

Which of the following sources do you use to stay informed about City issues, services, and events? (please check all that apply)

City Website

Facebook

Twitter

Instagram

The Ledger

KLDnow

LAL Today

Other (please specify) _____

From the list below, what would you consider to be the **three greatest strengths** of the City of Lakeland?
(Please select no more than three)

- Traffic Flow/Congestion
- Availability of Affordable Housing
- Quality of Drinking Water
- Cleanliness of Lakes and Waterways
- Shopping, Dining, and Entertainment Choices
- Financial Management/Fiscal Responsibility
- Jobs/Employment Opportunities
- Diversity
- Welcomeness of the Community
- Number of Arts and Cultural Amenities
- Infrastructure Quality, Repair, and Maintenance
- Overall Feeling of Safety
- Energy (Use, Alternatives, Costs)
- Availability of Parks and Greenspaces
- Growth and Development
- Addressing Homelessness

City Leadership

From the list below, what would you consider to be the three greatest threats to the City of Lakeland's future? (Please select no more than three)

Traffic Flow/Congestion

Availability of Affordable Housing

Quality of Drinking Water

Cleanliness of Lakes and Waterways

Shopping, Dining, and Entertainment Choices

Financial Management/Fiscal Responsibility

Jobs/Employment Opportunities

Diversity

Welcomeness of the Community

Number of Arts and Cultural Amenities

Infrastructure Quality, Repair, and Maintenance

Overall Feeling of Safety

Energy (Use, Alternatives, Costs)

Availability of Parks and Greenspaces

Growth and Development

Addressing Homelessness

City Leadership

How satisfied are you with the overall direction that the City of Lakeland is taking?

- Very Satisfied
- Satisfied
- Neither Satisfied nor Dissatisfied
- Dissatisfied
- Very Dissatisfied

Please indicate your 5-digit postal (zip) code from the following list:

- 33801
- 33803
- 33805
- 33809
- 33810
- 33811
- 33812
- 33813
- 33815
- Other (please specify) _____

How long have you lived in Lakeland?

- Less than 5 years
- 5-10 years
- 11-20 years
- More than 20 years

Where do you expect to be living in 5 years?

- Lakeland
- Another Community in Florida
- Outside of Florida
- Unsure

Skip To: Q29 If Where do you expect to be living in 5 years? != Lakeland

Please tell us why you don't expect to be living in Lakeland in 5 years?

What type of home do you live in?

- Single Family Home
- Town House of Condominium
- Apartment
- Other

Do you currently own or rent your home?

- Own
- Rent
- Other

What is your gender?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Are you of Hispanic origin/descent

- Yes
- No
- Prefer not to answer

Which of the following best describes your race?

- African American
- Asian/Pacific Islander
- Native American
- White
- Other (please specify) _____
- Prefer not to answer

What is the last grade or class that you completed in school?

- Grade 8 or lower
- Some high school, no diploma
- High school diploma or equivalent
- Technical or vocational school after high school
- Some college, no degree
- Associate's or two-year college degree

- Four-year college degree
- Graduate or professional degree

Are you currently enrolled in college courses?

- Yes, I am a full-time college student
- Yes, I am taking classes part-time
- No, I am not currently enrolled in any college courses

Do you have children under the age of 18 living in your home?

- Yes
- No

Did you or a member of your household complete the Lakeland Citizen Survey in 2021?

- Yes
- No
- Unsure

Which of the following categories describes your total household income?

- Less than \$15,000
- \$15,000 - 34,999
- \$35,000 - 49,999
- \$50,000 - 74,999
- \$75,000 - 99,999
- \$100,000 - 150,000
- More than \$150,000
- Prefer Not to Answer