

Community Values Survey

Dr. Larry Ross

- Emeritus Professor of Business in the Barney Barnett School of Business & Free Enterprise at Florida Southern College.
- Bachelor's degree from Florida State University, MBA and PhD in marketing from Georgia State University's J. Mack Robinson College of Business.
- Teaching interests are in the areas of marketing and strategic planning.
- Consultant and Facilitator in the areas of marketing and strategic planning.
- Author and lecturer on survey based research and strategic planning.
- Prior board service for the McKeel schools, the United Way of Central Florida and Past President of Leadership Lakeland Alumni Association.



Larry Ross, Ph.D.,
City of Lakeland Citizens Values Research Partner

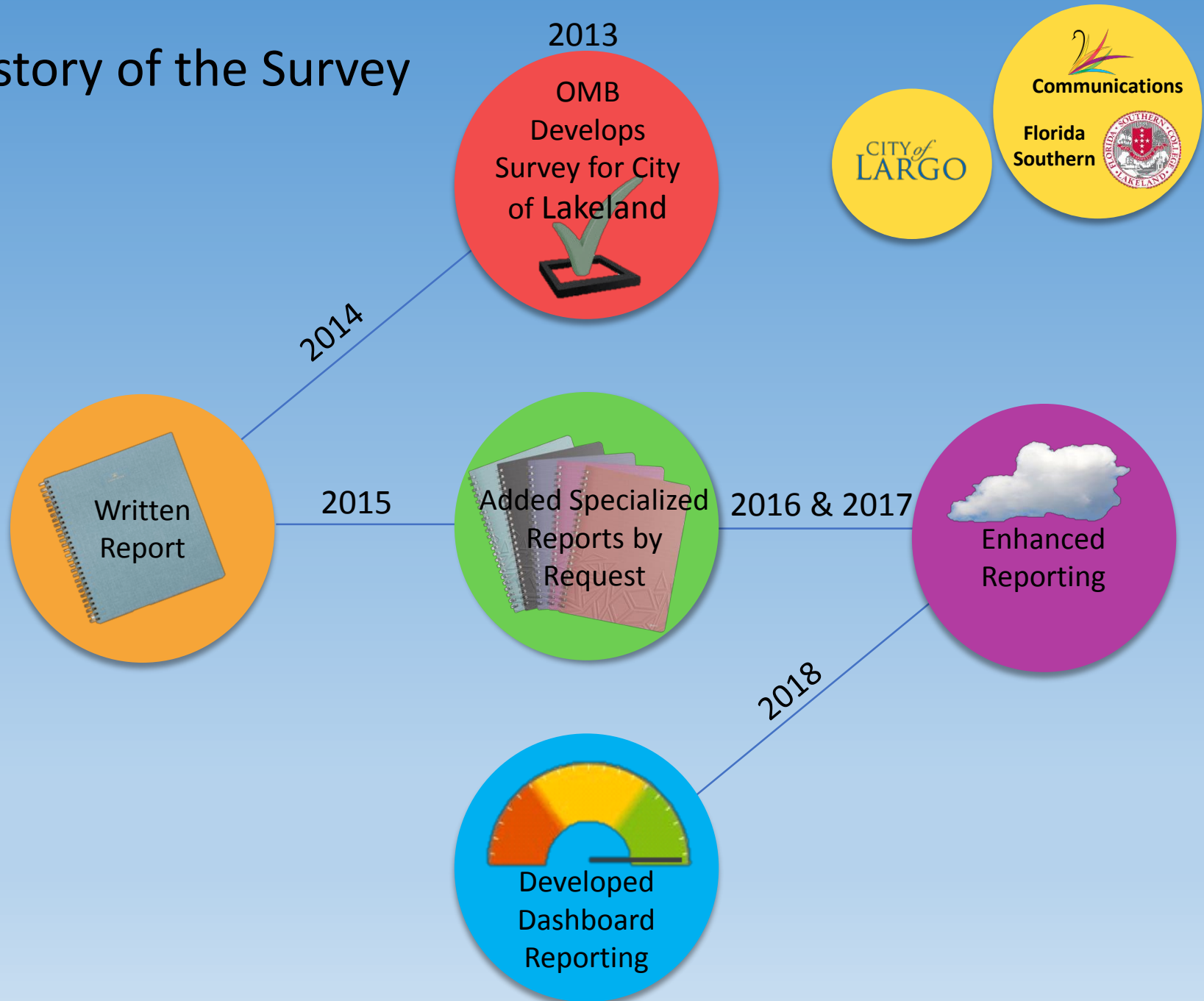
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Survey Summary

- January 23 – February 28, 2018
 - ✓ 5,558 valid responses
- Survey Limitations:
 - ✓ Respondents do not represent a probability sample; may not be representative of population
 - ✓ Hispanic & African American populations are slightly under-represented
- Survey Strengths:
 - ✓ High level of precision due to large number of responses
 - ✓ Five years of valid longitudinal data



History of the Survey



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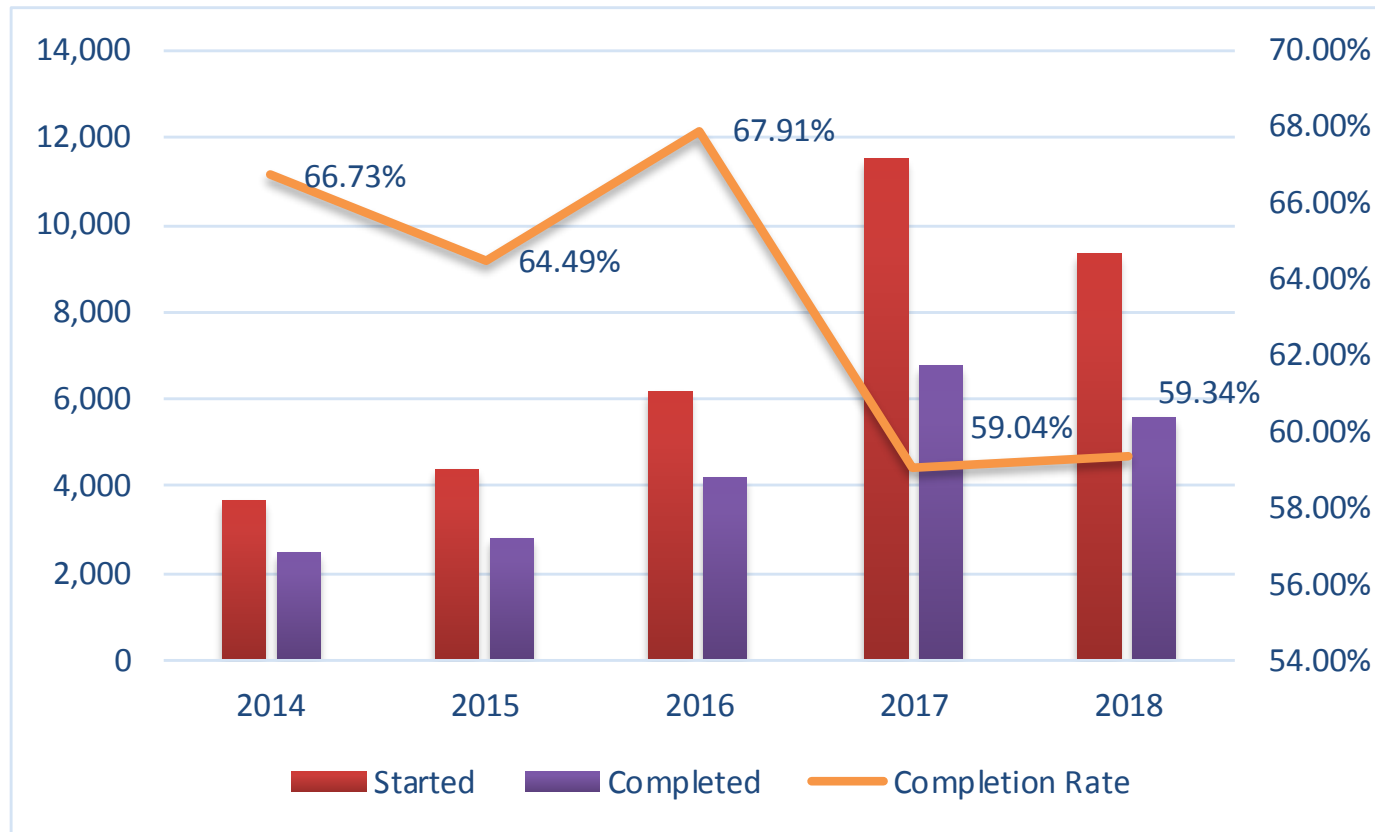
Getting the Word Out

-  Email Blasts
-  Social Media
-  www.Lakelandgov.net
-  Utility Bill Insert
-  Community Outreach
-  Coffee Sleeves
-  Posters & Cards
-  Napkins at Local Restaurants



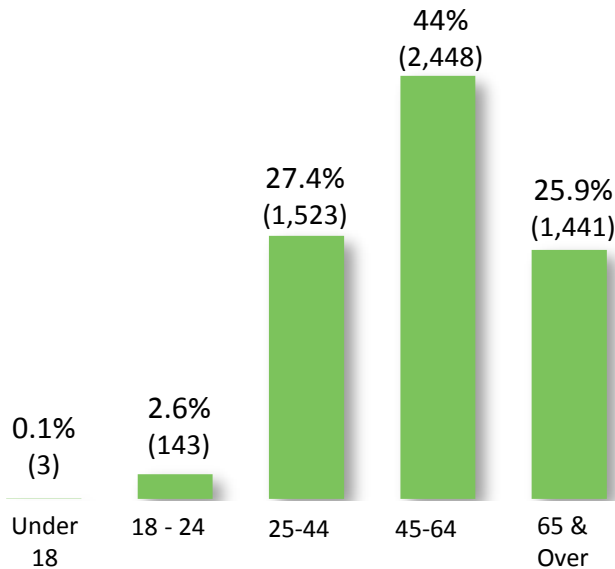
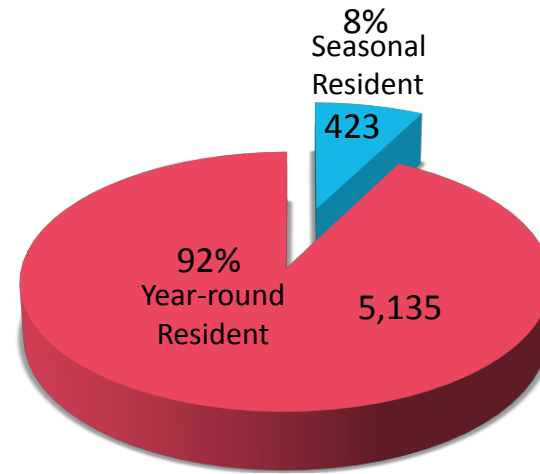
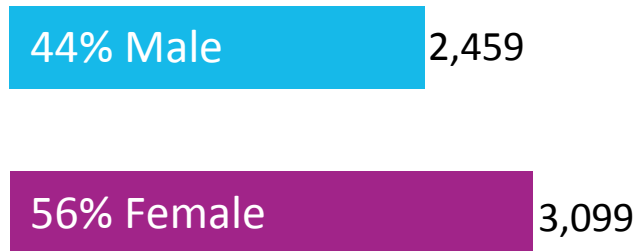
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Citizen Engagement



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Respondent Demographics



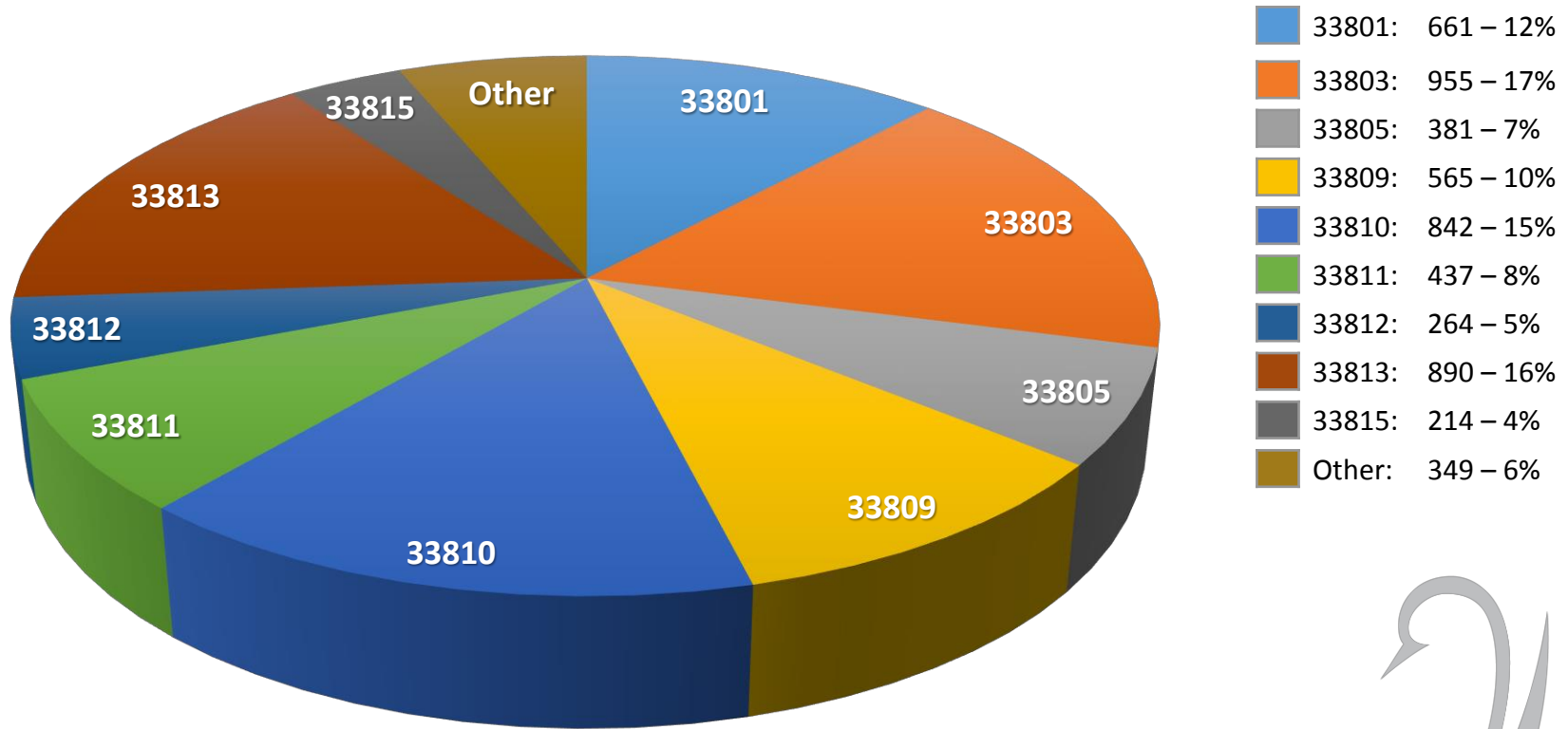
Responses can be calculated by:

- ❖ Age
- ❖ Ethnicity
- ❖ Gender
- ❖ Zip Code
- ❖ Valued Services



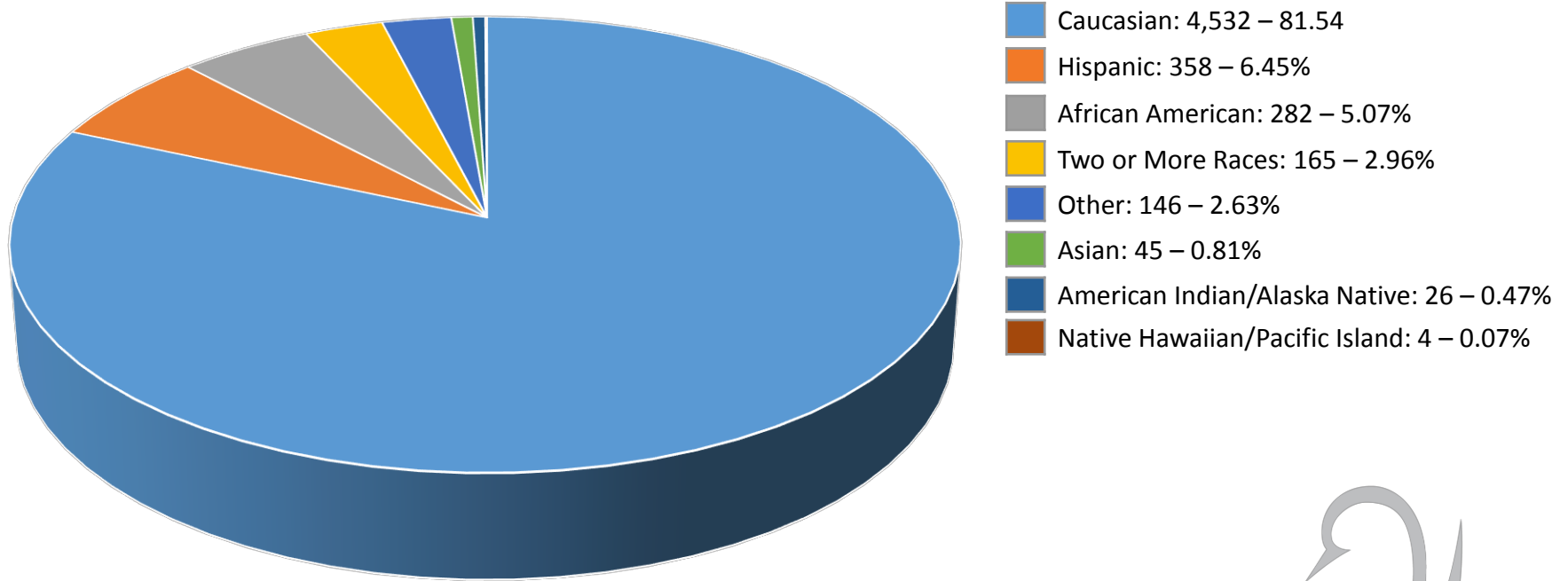
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Where the Respondents Live



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Respondent Ethnicity



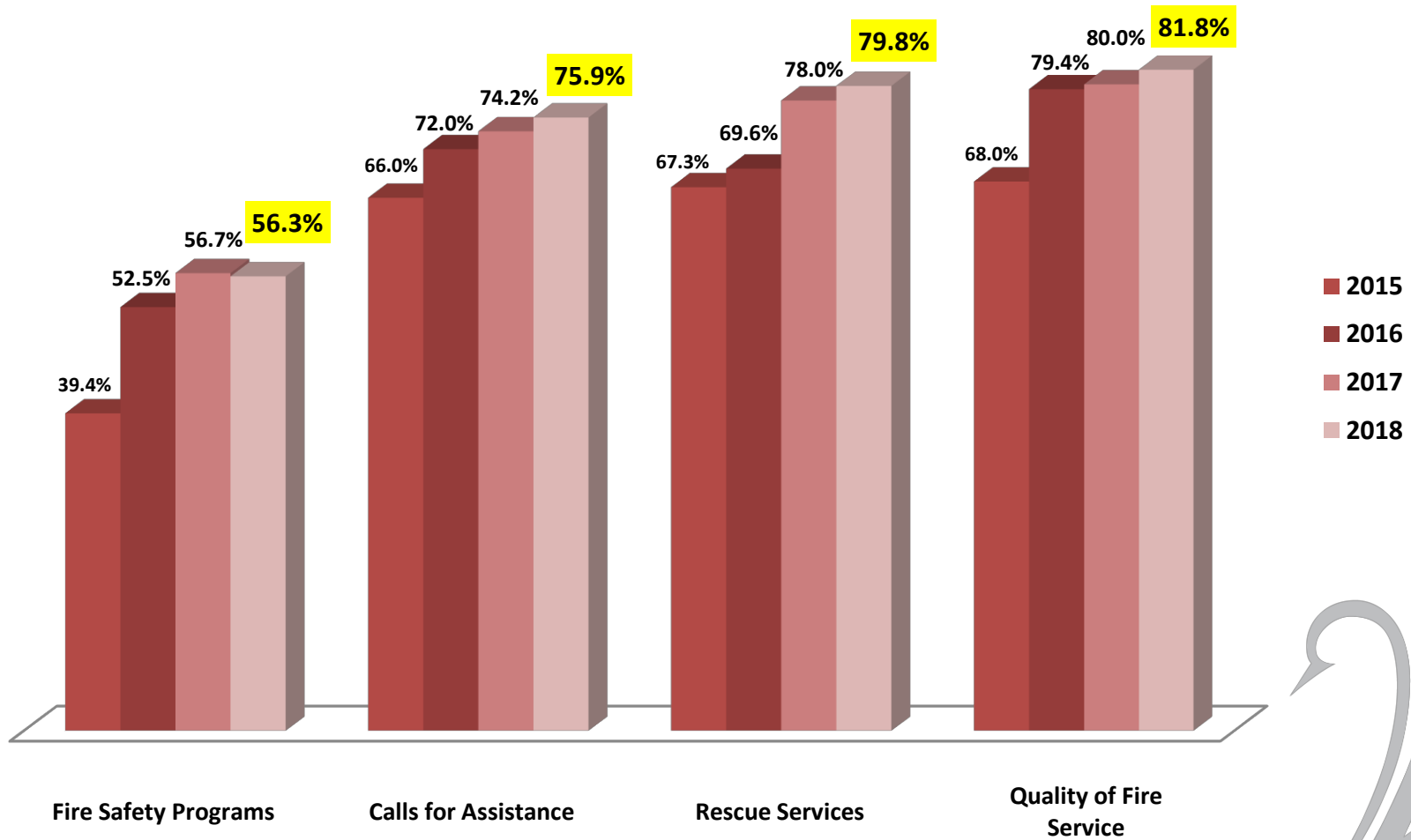
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Weighted Value of City Goals

Value/ Priority	City Goal	2018 Mean Score*	2017 Mean Score*	2016 Mean Score*	2015 Mean Score*
#1	Quality of Life	3.947	3.883	3.809	3.685
2	Economic Opportunity	2.978	3.069	3.022	3.104
3	Fiscal Management	2.861	2.879	3.031	3.130
4	Growth Management	2.646	2.610	2.592	2.552
5	Communication	2.569	2.559	2.549	2.529
* 5 = Highest Value; 1=Lowest Value					

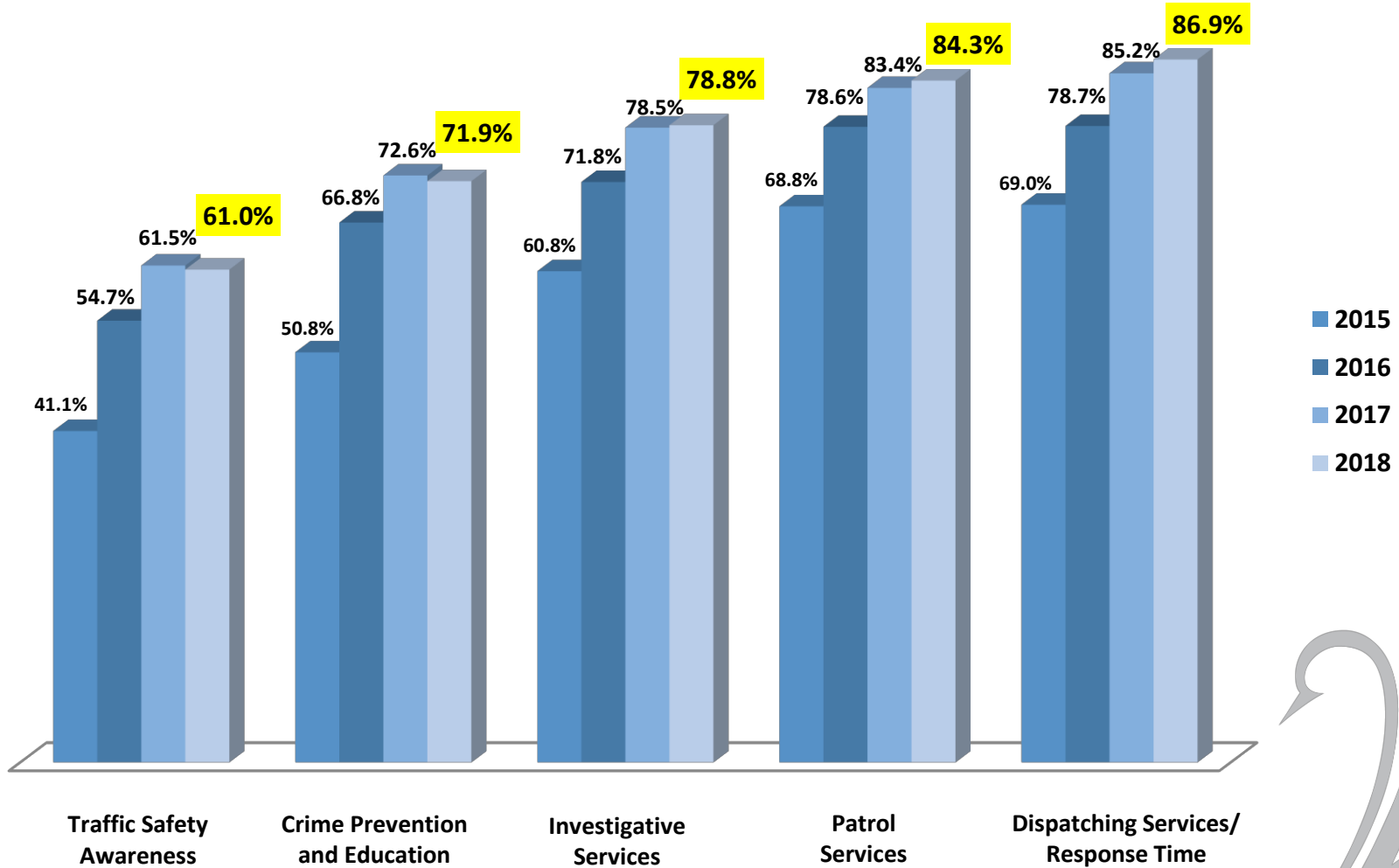
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Community Safety – Fire Services



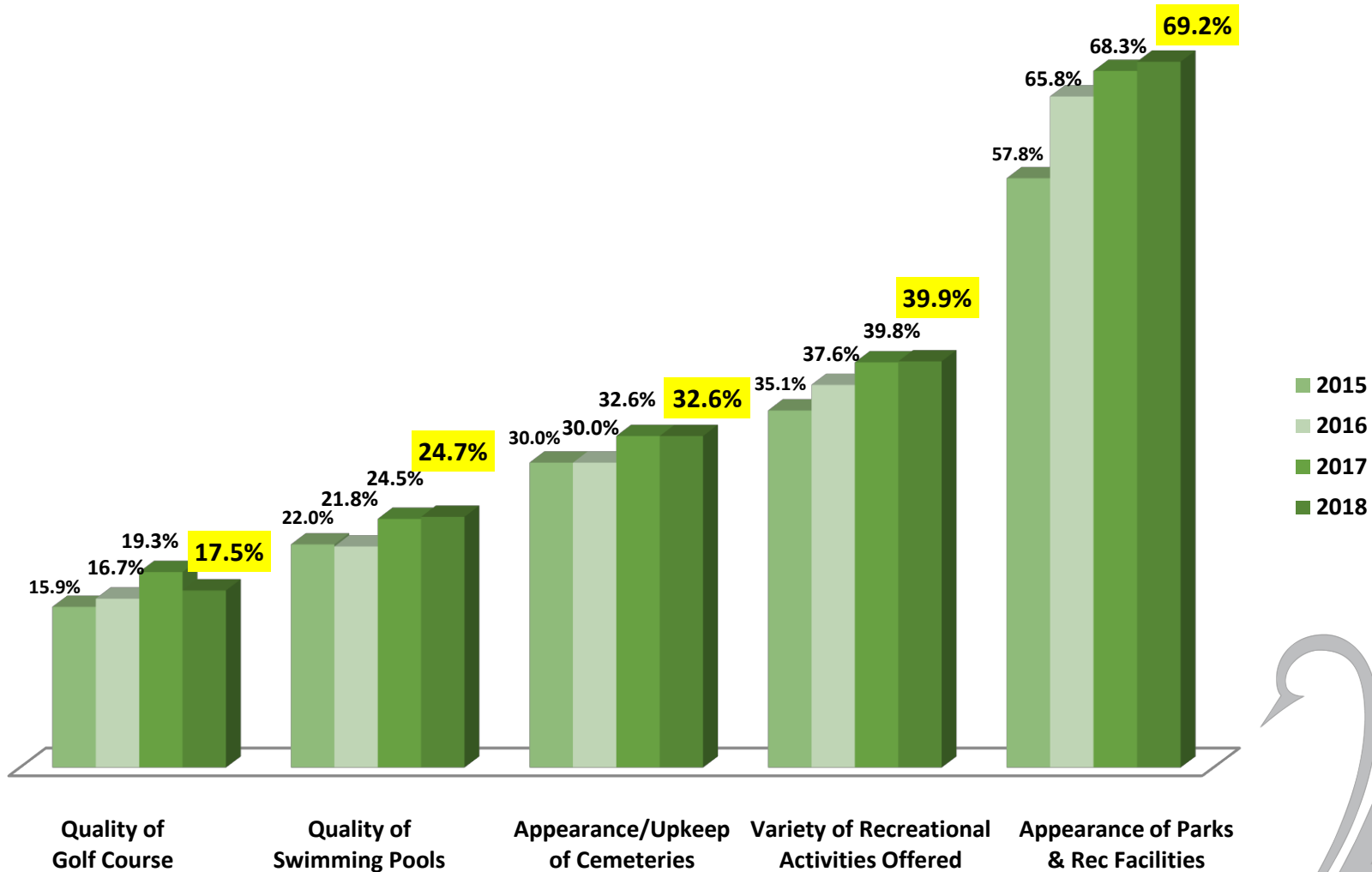
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Community Safety – Police Services



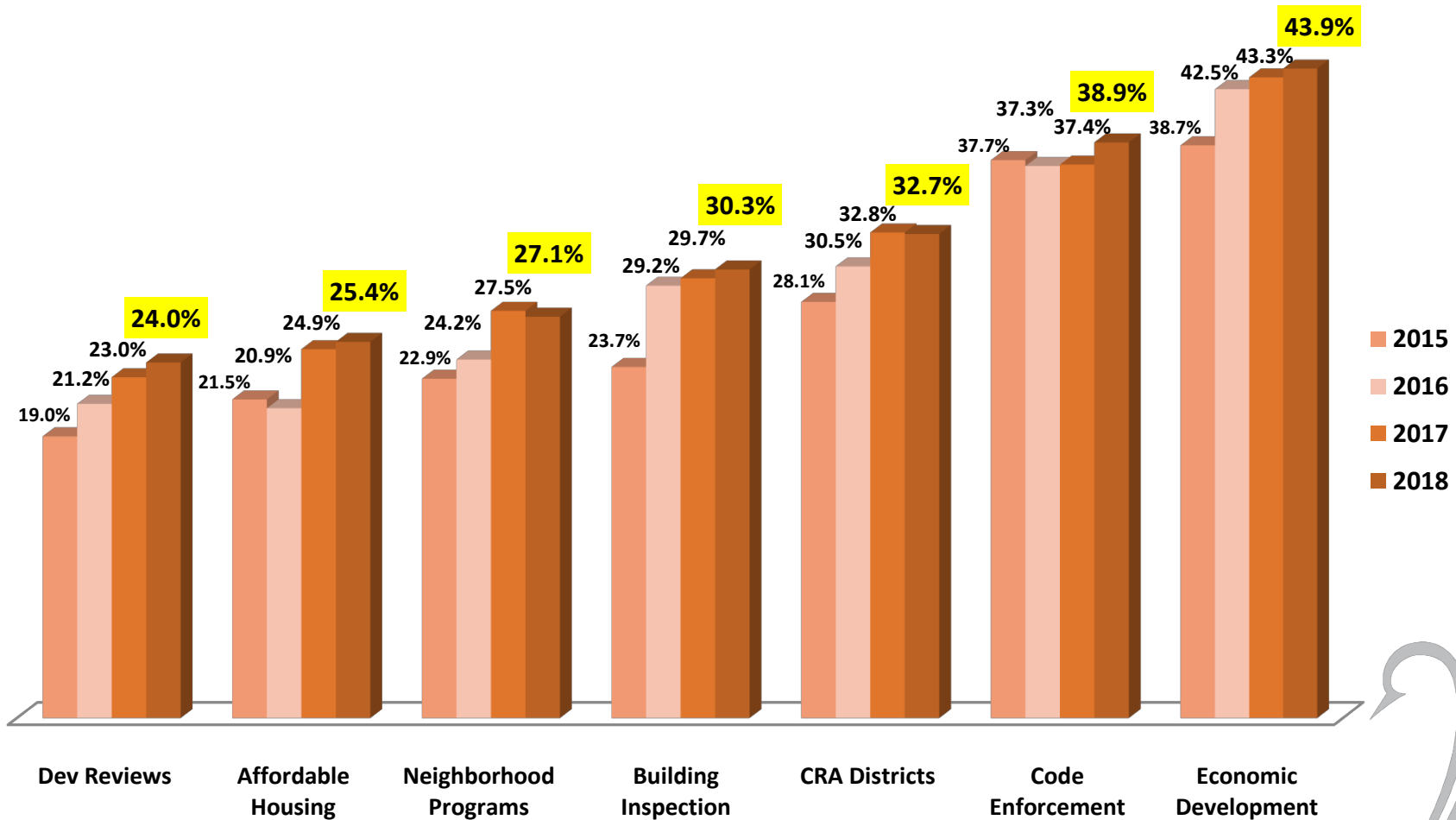
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Parks & Recreation Services



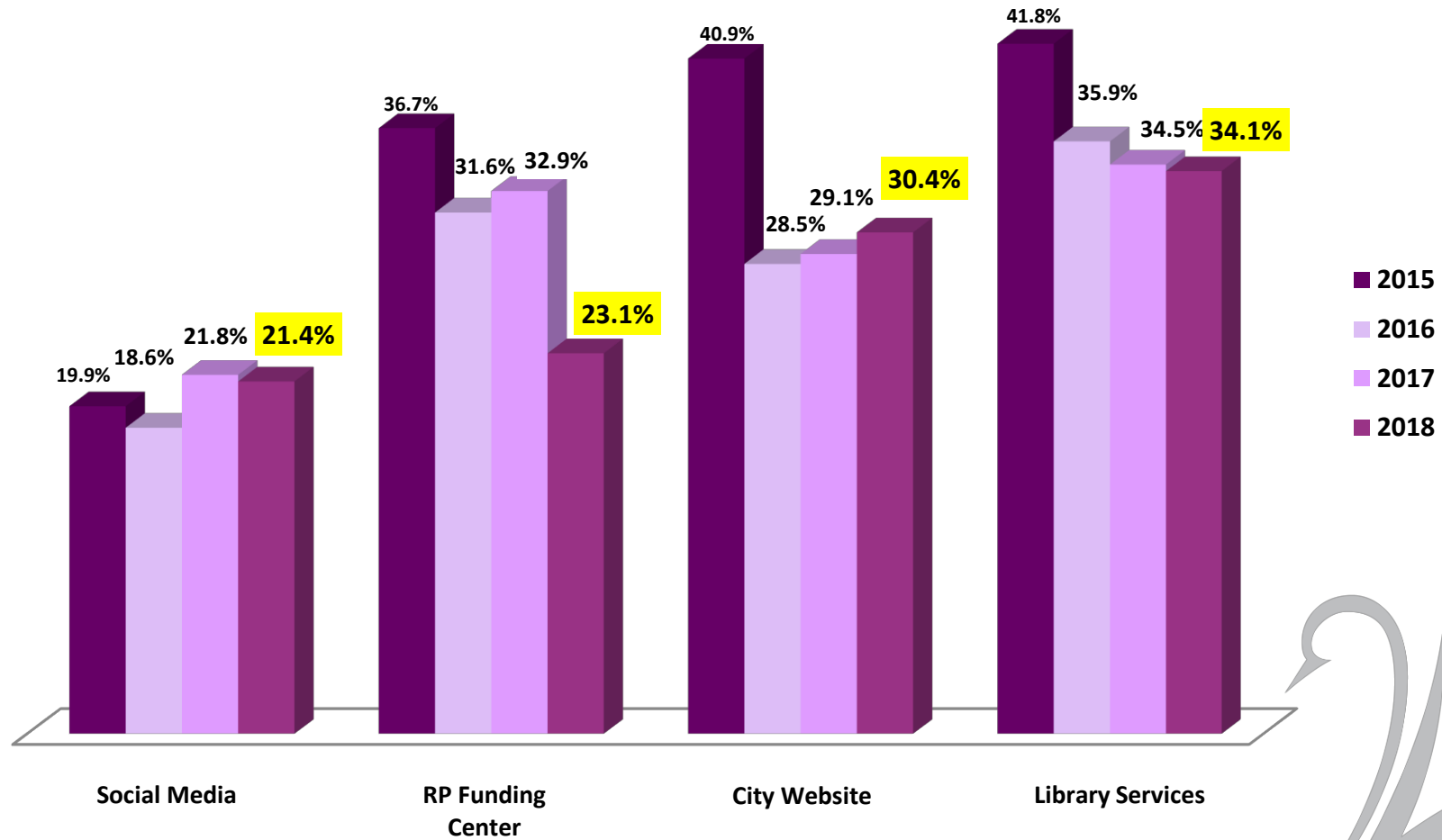
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Economic & Community Development



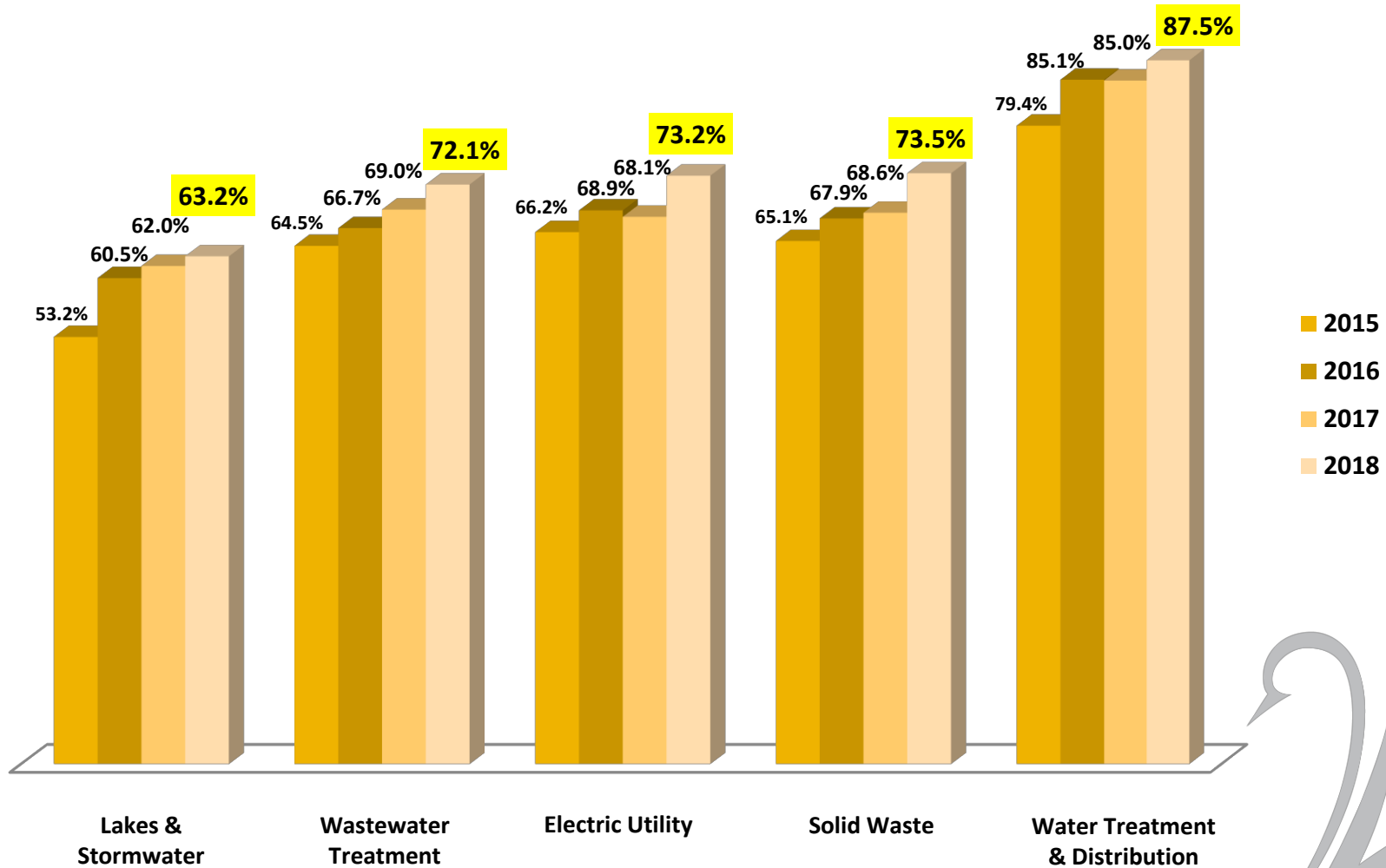
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Cultural & Community Services



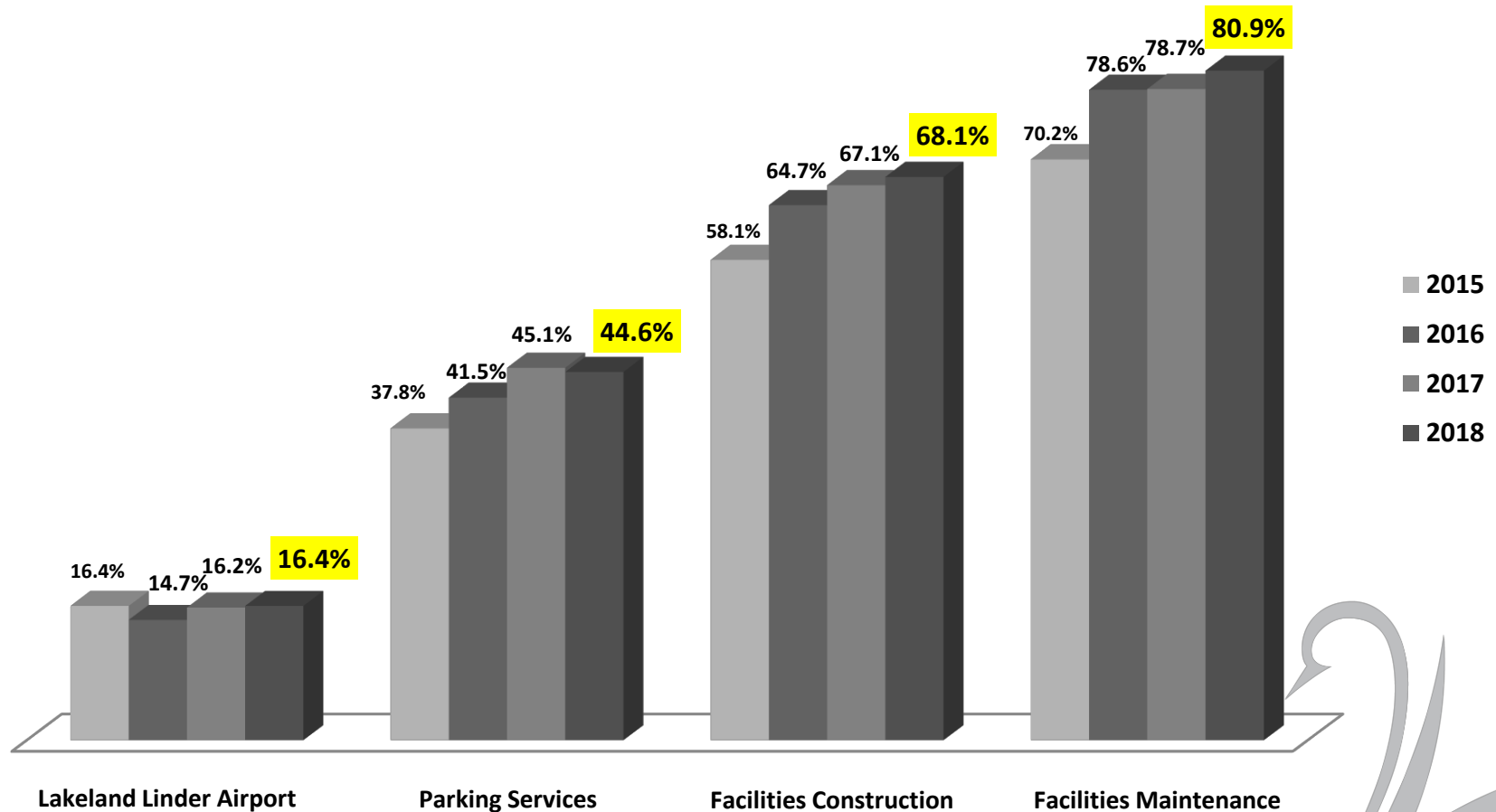
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Environmental & Utility Services



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Transportation Utility Services



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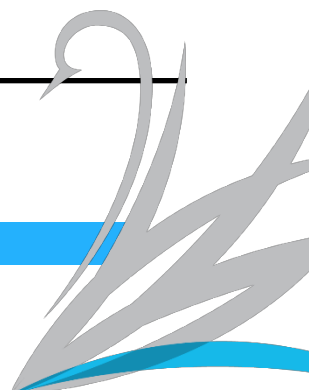
Alternatives for Maintaining City Services**

- Increasing User Fees again identified as the most favorable alternative.*
- Decreasing Service Levels remains least favorable. (Slight increase from 2017)

Priority	Alternatives for Maintaining City Services	2018 Mean Score*	2017 Mean Score*	2016 Mean Score	2015 Mean Score
1	Increase User Fees	2.469	2.422	2.441	2.422
2	Increase General Taxes	1.913	1.965	1.937	1.813
3	Decrease Service Levels	1.618	1.613	1.622	1.765

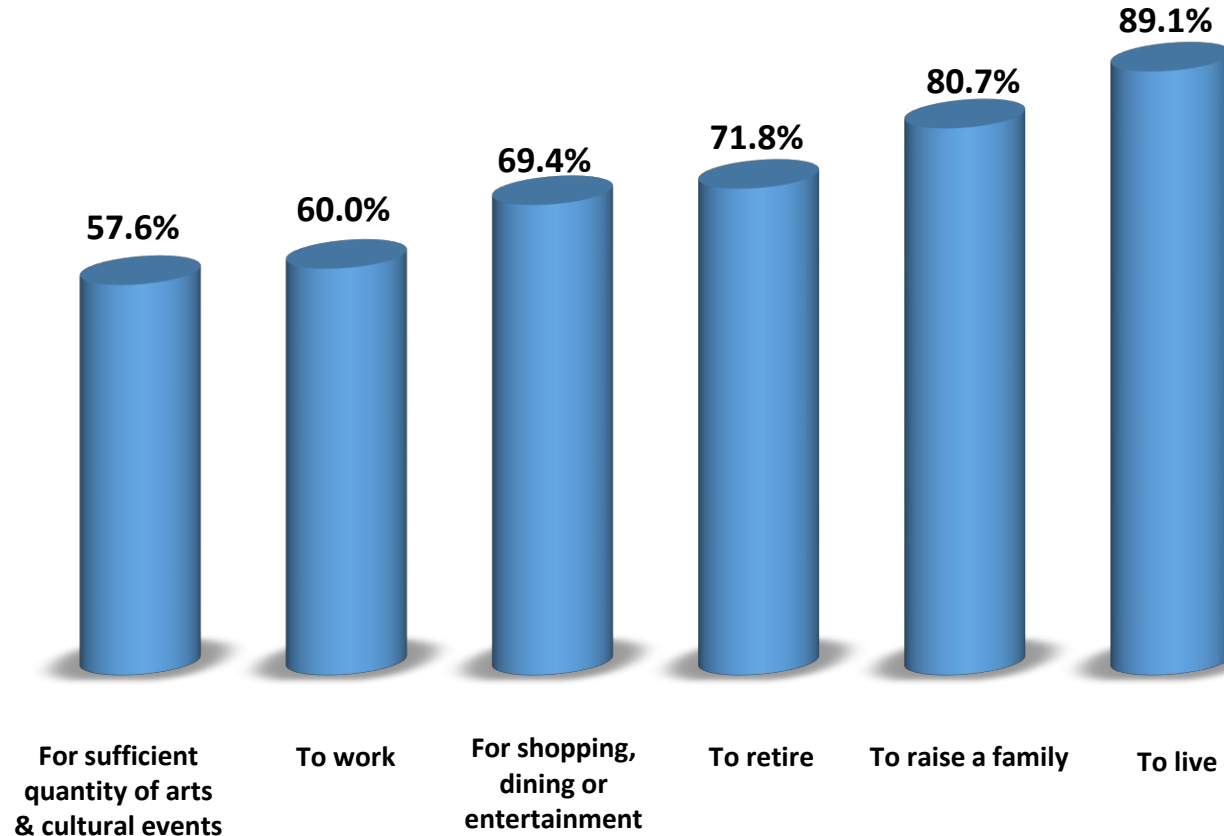
*Mean Score; 3 = Most Favorable; 1 = Least Favorable

*****This question is asked based on a scenario where all cuts and efficiencies have previously been completed and an alternative remains necessary.***



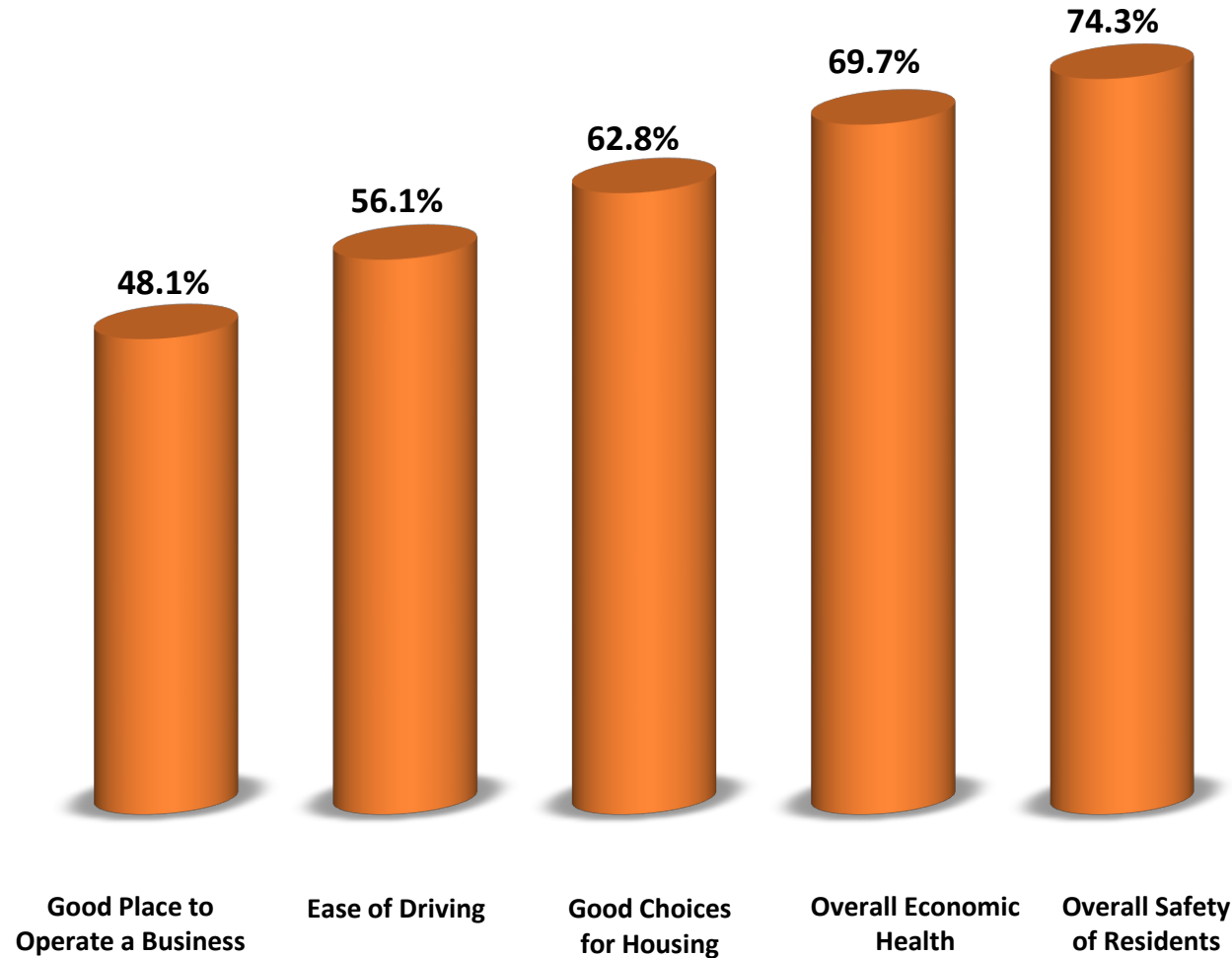
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Lakeland: A Good Place...



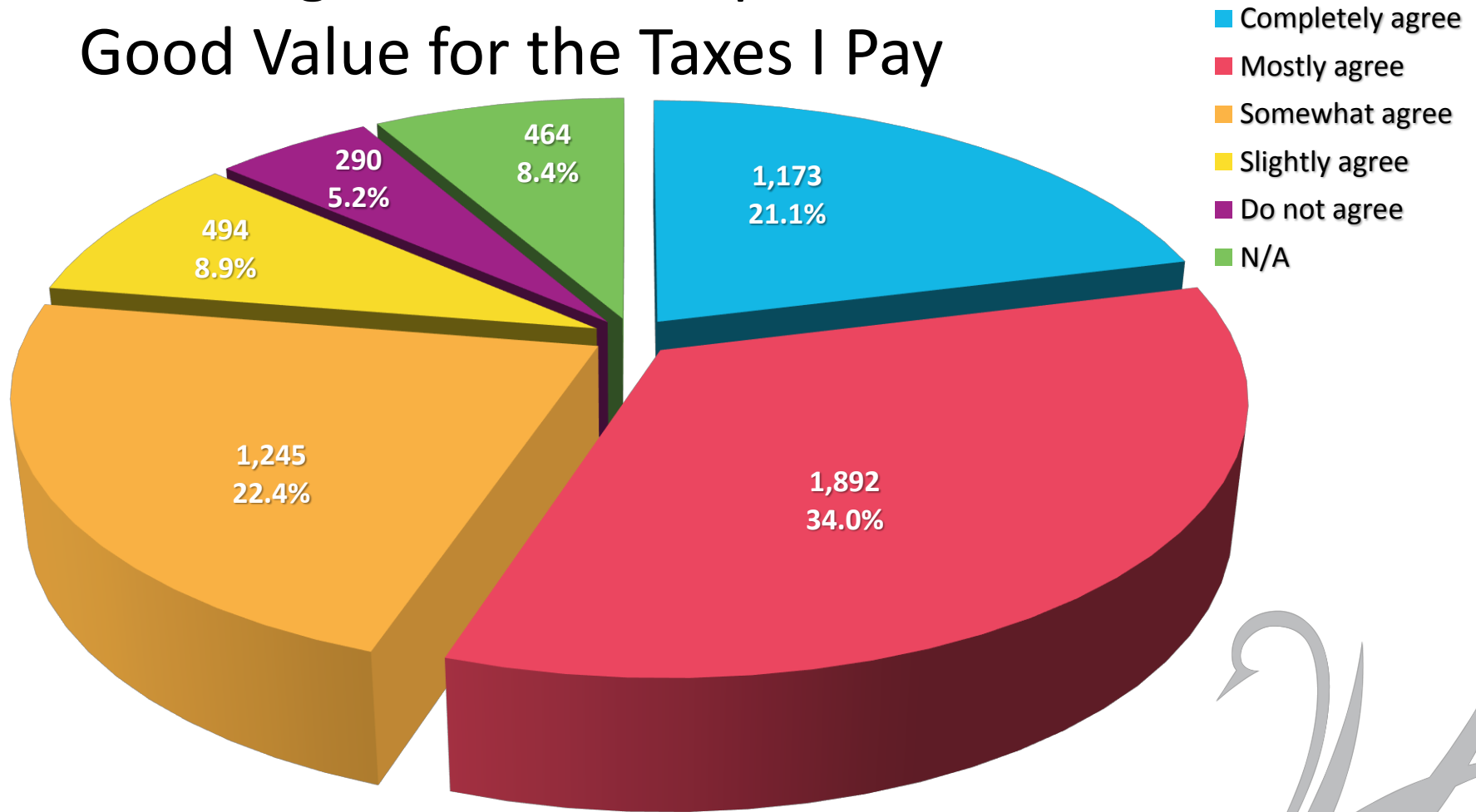
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Assessing Lakeland's Features



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Assessing the Value Proposition Good Value for the Taxes I Pay



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Summary & Discussion

Key Findings	Supporting Data
Citizens want to share, they are “engaged.”	9,235 Started, 5,585 Completed; Down from 2017 but more than double 2015.
Quality of Life #1 priority by wide margin.	3.95/5.0 – 32% higher than #2 (Econ. Opp.). #1 Most Valued for 5 years and trending higher.
Community Safety (Fire & Police) are most valued city services.	Fire (56.3 – 81.8% Significant Personal Value) Police (61.0 – 86.9%). ALL trending higher.
Golf Course, Airport & Info available on Social Media are least valued.	17.5% Sig. Personal Value for Golf Course, 16.4% for Airport, and 21.4% for Social Media. Lowest value and trending down.
Value of Cultural & Community Services “Mixed” - trending down or flat.	Library four-year downward trend. RP Funding Center rated much lower than 2017. Website up 1.3% from 2017.
Prefer increasing User Fees.	Increased slightly to 2.469. Stable, but trending up.
Consistently assessed “Good Place to Live.”	Four-year upward trend. Five features declined from 2017.
Uncertain for “Good value for Taxes Paid.”	First year reversal of upward trend (55.1% versus 58.9 - 2017; 57.3% - 2016; 52.3% - 2015).

