

2022 Community Survey

City of Lake Wales, Florida



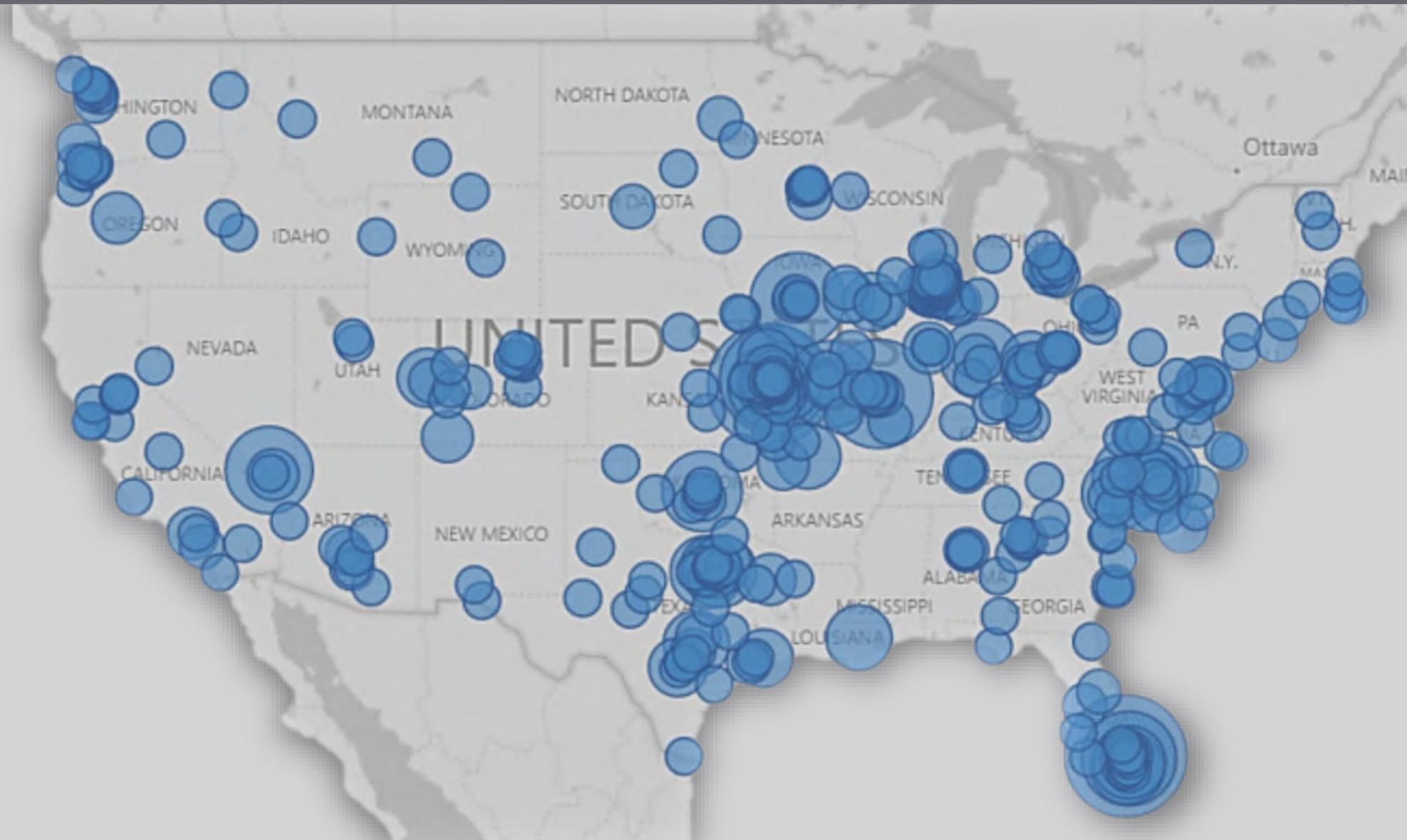
PRESENTED BY

ETC
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JULY 2022

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For 40 years, our mission has been to help local governments gather and use survey data to enhance organizational performance.



More Than 2,500,000 Person's Surveyed Since 2012 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

Bottom Line Upfront

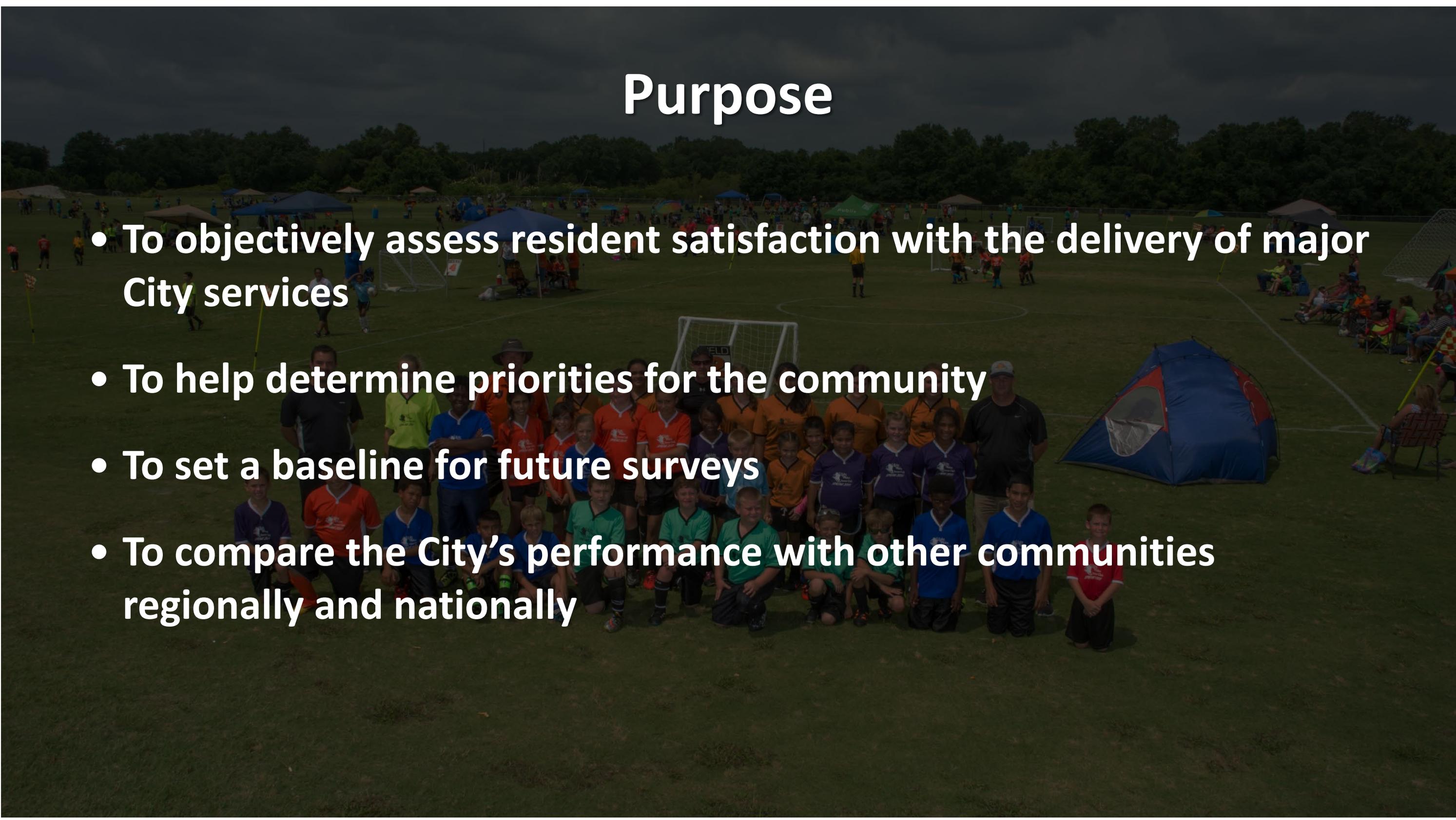
Major Findings

Summary

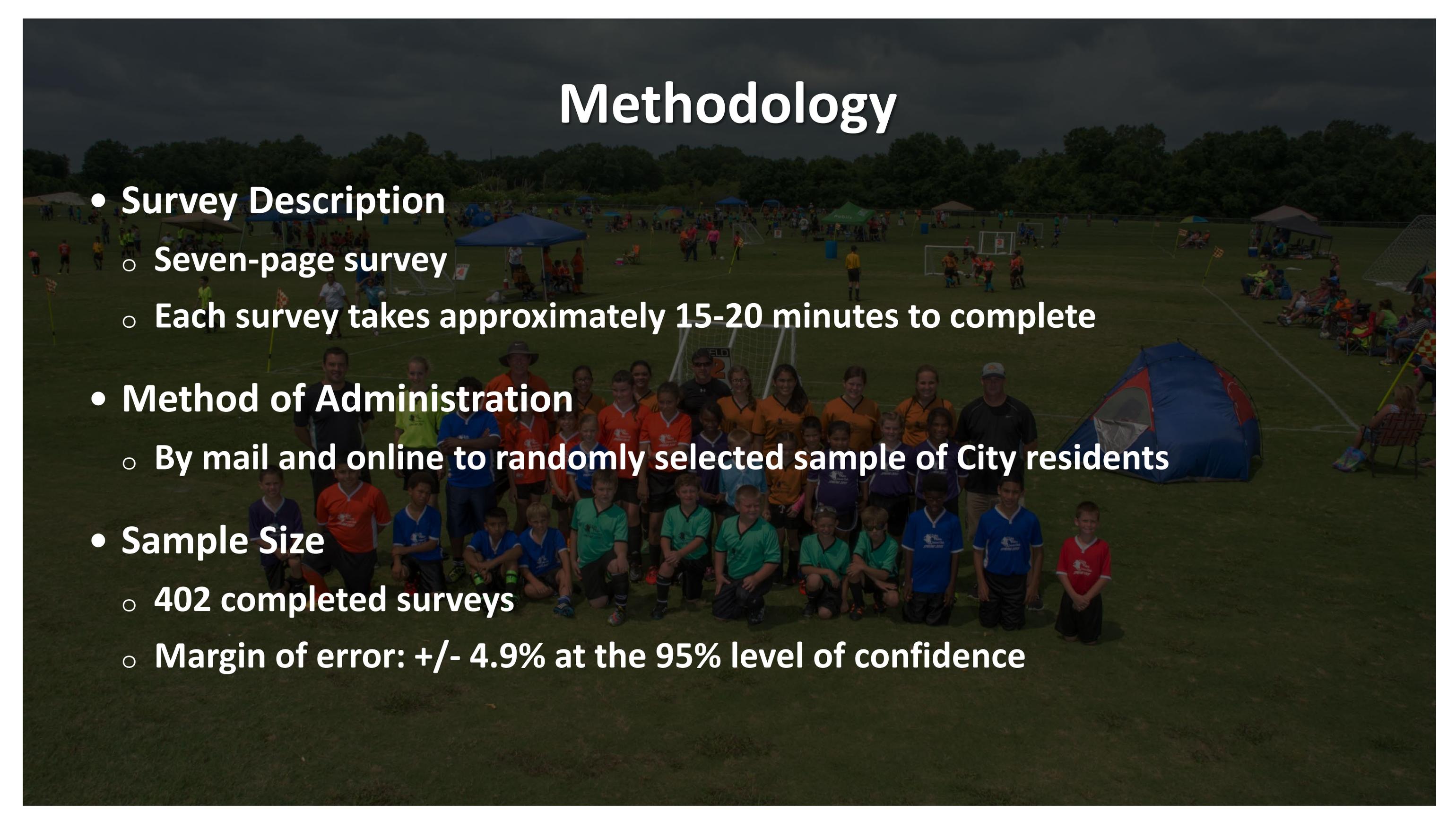
Questions



Purpose

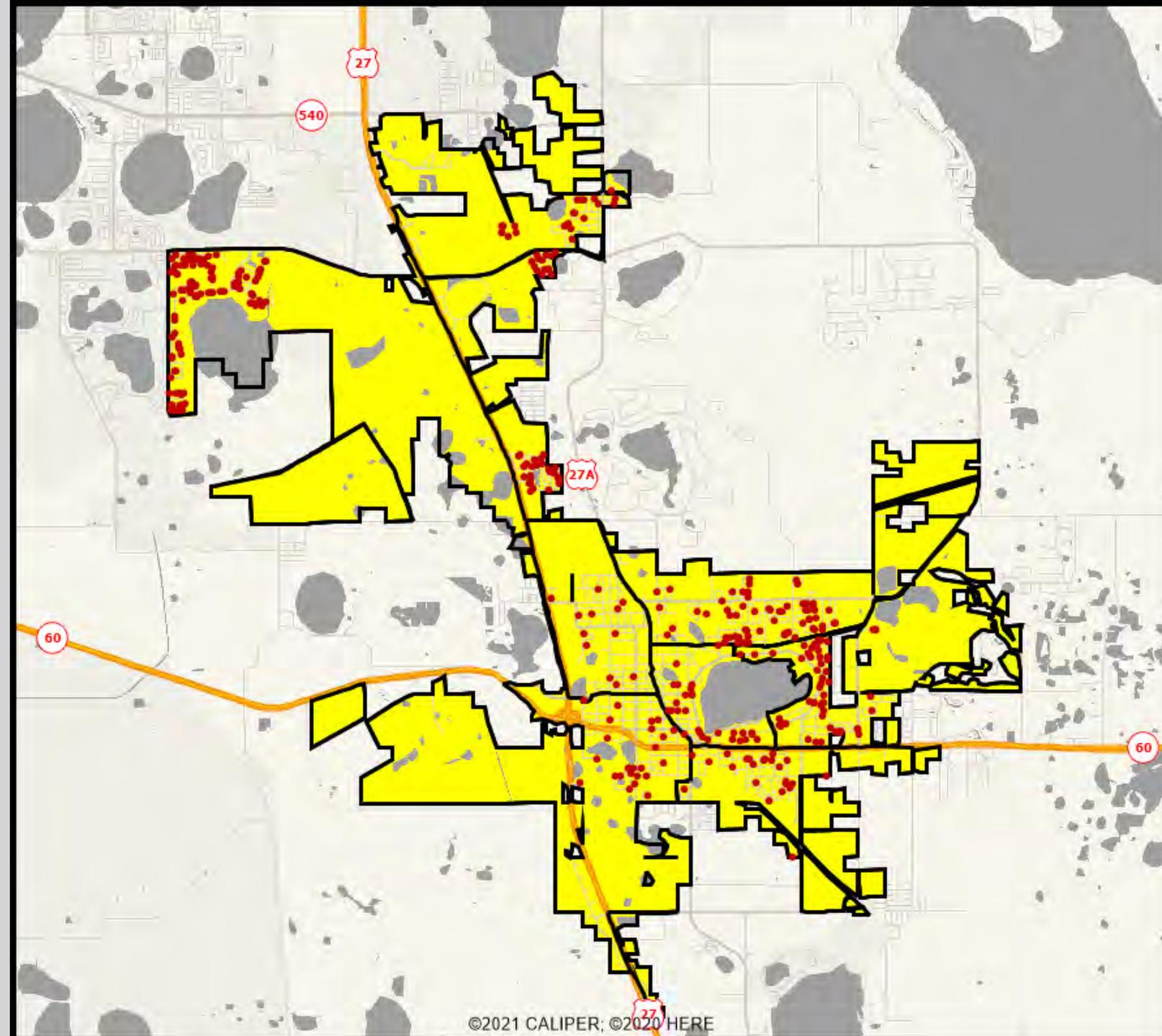
- To objectively assess resident satisfaction with the delivery of major City services
 - To help determine priorities for the community
 - To set a baseline for future surveys
 - To compare the City's performance with other communities regionally and nationally
- 
- A group of children and adults are posing for a group photo on a soccer field at night. The children are wearing various colored soccer jerseys (orange, blue, purple, green, red) and are arranged in several rows, some kneeling in the front. Adults are standing behind them. In the background, there are soccer goals, tents, and other people on the field under a dark sky.

Methodology

- **Survey Description**
 - Seven-page survey
 - Each survey takes approximately 15-20 minutes to complete
 - **Method of Administration**
 - By mail and online to randomly selected sample of City residents
 - **Sample Size**
 - 402 completed surveys
 - Margin of error: +/- 4.9% at the 95% level of confidence
- 

Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City
 - Age
 - Race/Ethnicity
 - Gender



Bottom Line Up Front

- **Residents Have a Positive Perception of the City of Lake Wales**
 - **82% Are Satisfied with Lake Wales as a Place to Live**
- **Satisfaction with City Services Is Much Higher in Lake Wales Than Other Communities**
 - **Lake Wales Rates Above the Florida Average in 34 of 37 Areas**
 - **Satisfaction with the Overall Quality of City Services Rates 14% Above the Florida Average**
 - **Satisfaction with Customer Service Rates 22% Above the Florida Average**

Bottom Line Up Front

- **Top Overall Priorities for City Services**
 - **Condition of Streets**
 - **Condition of Sidewalks**
 - **Cleanliness and Maintenance of the Historic Downtown District**



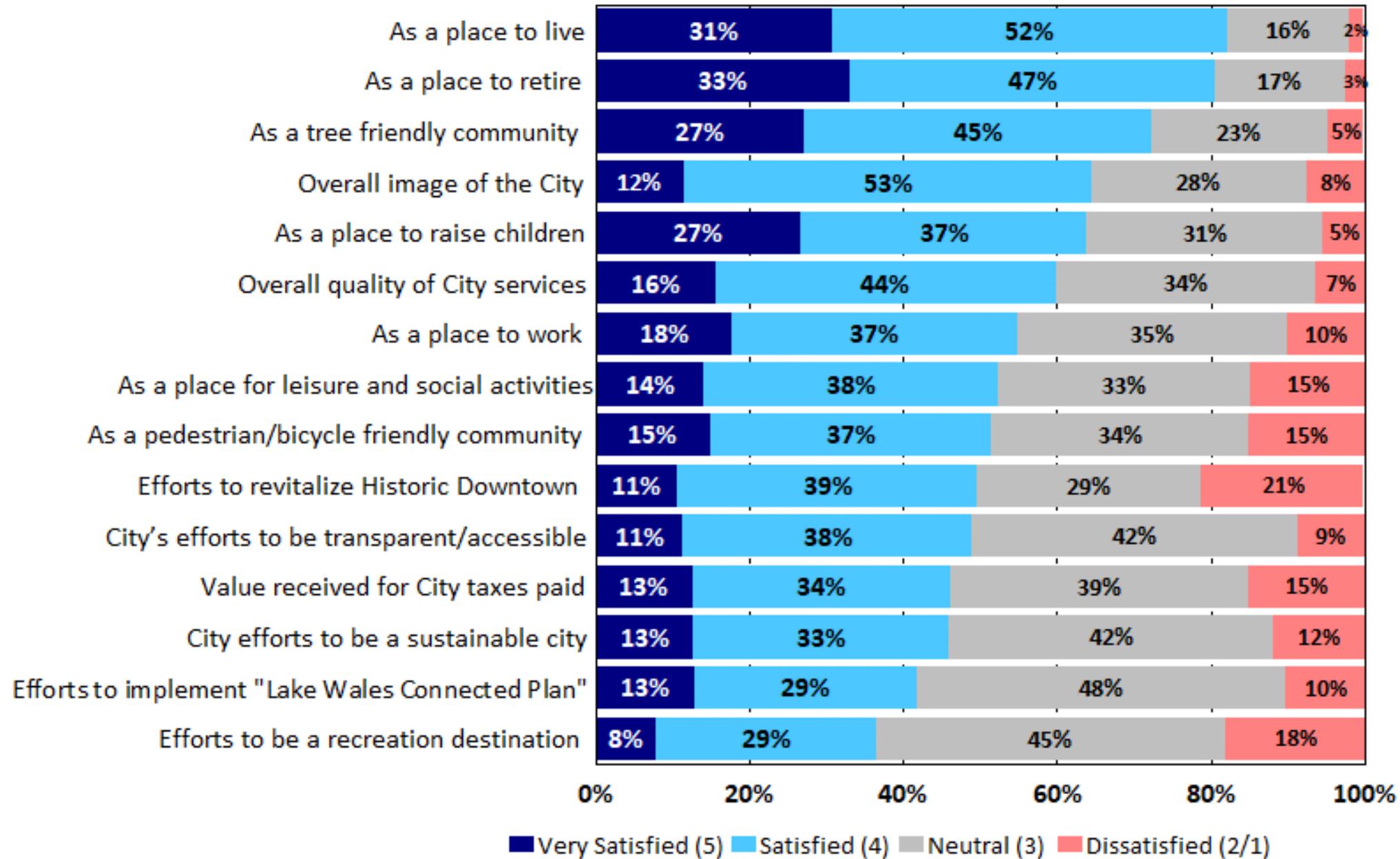
Major Finding #1

**Residents Have a Positive Perception
of Lake Wales**

Q1. Satisfaction with Items That Influence Perceptions of the City

by percentage of respondents (excluding "don't know")

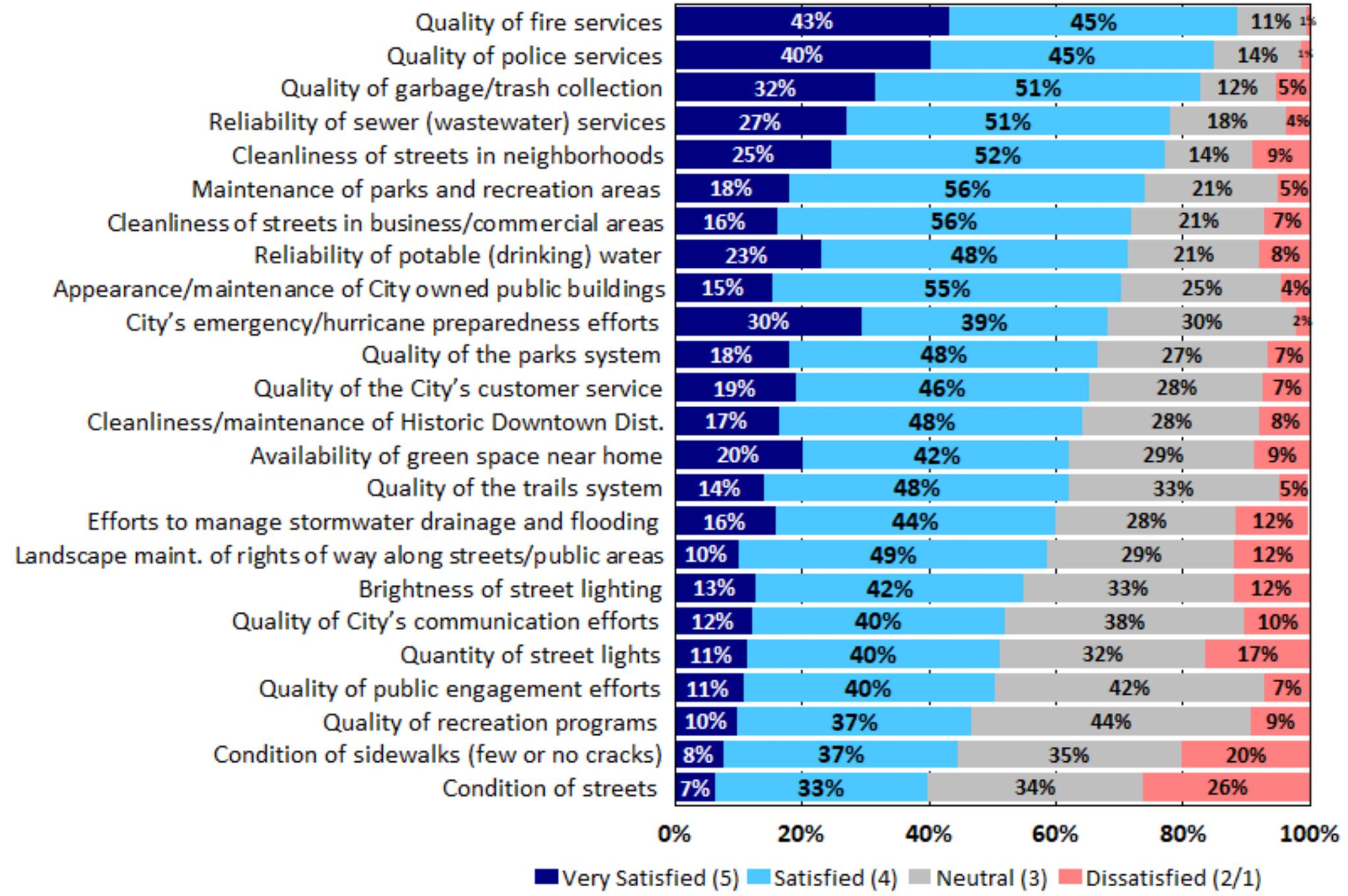
Most Residents Are Satisfied with Lake Wales as a Place to Live



Nearly a 9 to 1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (60% vs. 7%) with the Quality of City Services 10

Q3. Satisfaction with Major Categories of City Services

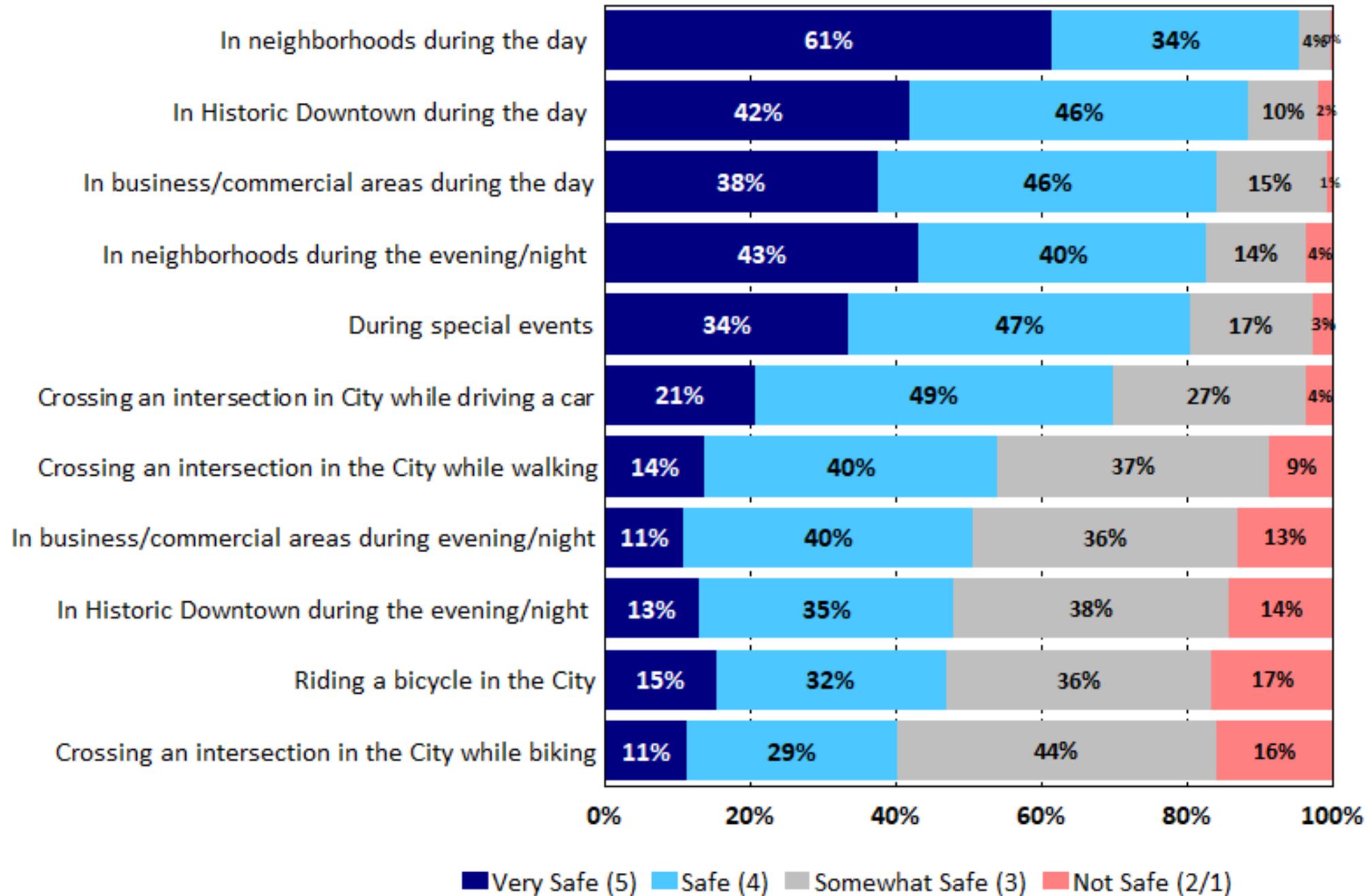
by percentage of respondents (excluding "don't know")



Most Areas Received Very High Ratings

Q18. Feeling of Safety

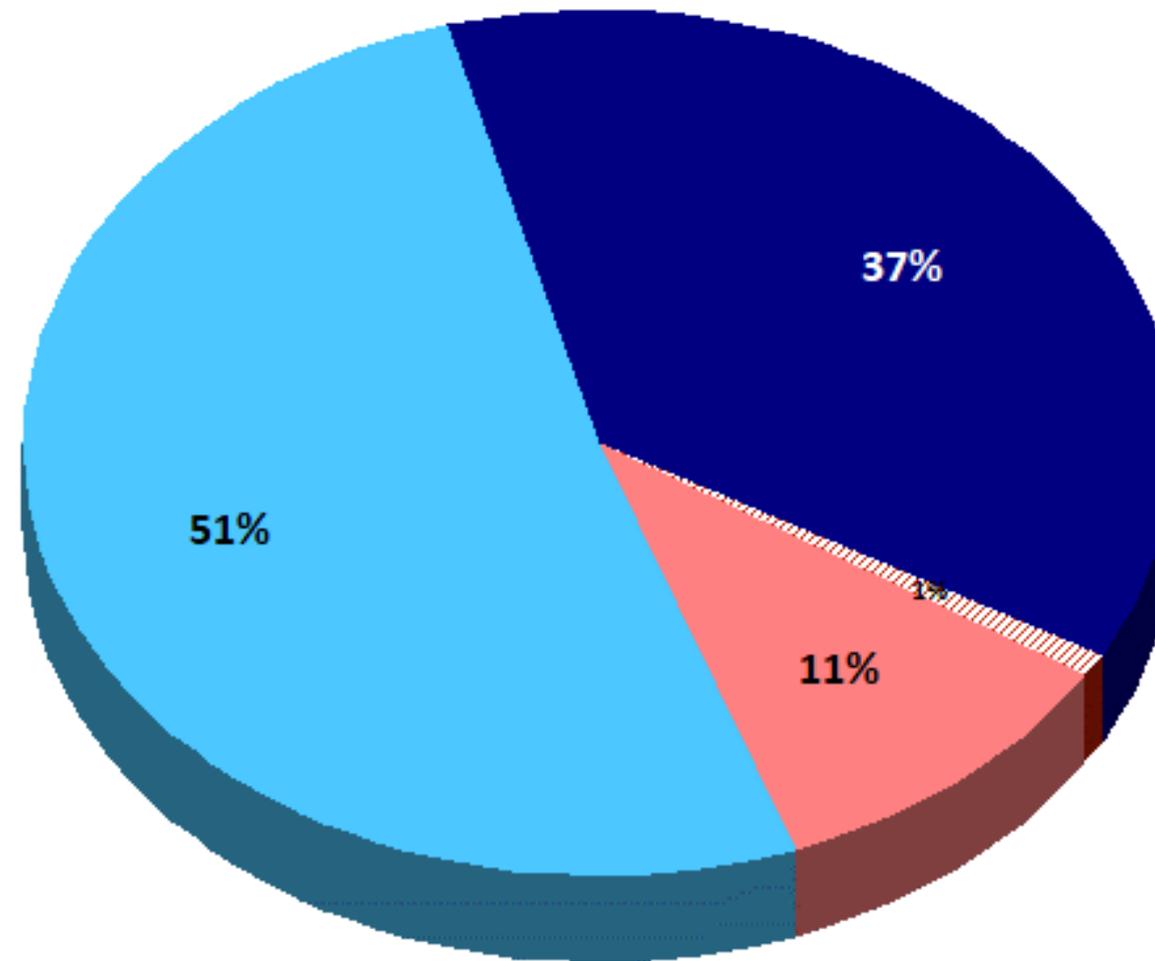
by percentage of respondents (excluding "don't know")



Residents Feel Safe in Their Neighborhood

Q2. Would you recommend the City of Lake Wales to family and friends as a place to live?

by percentage of respondents (excluding "don't know")



■ Definitely recommend ■ Probably recommend
■ Probably not recommend ▨ Definitely not recommend

Most Residents Would Recommend Lake Wales as a Place to Live

Topic #2

**Satisfaction with City Services Is Much Higher in
Lake Wales Than Other Cities**

Benchmarking Analysis

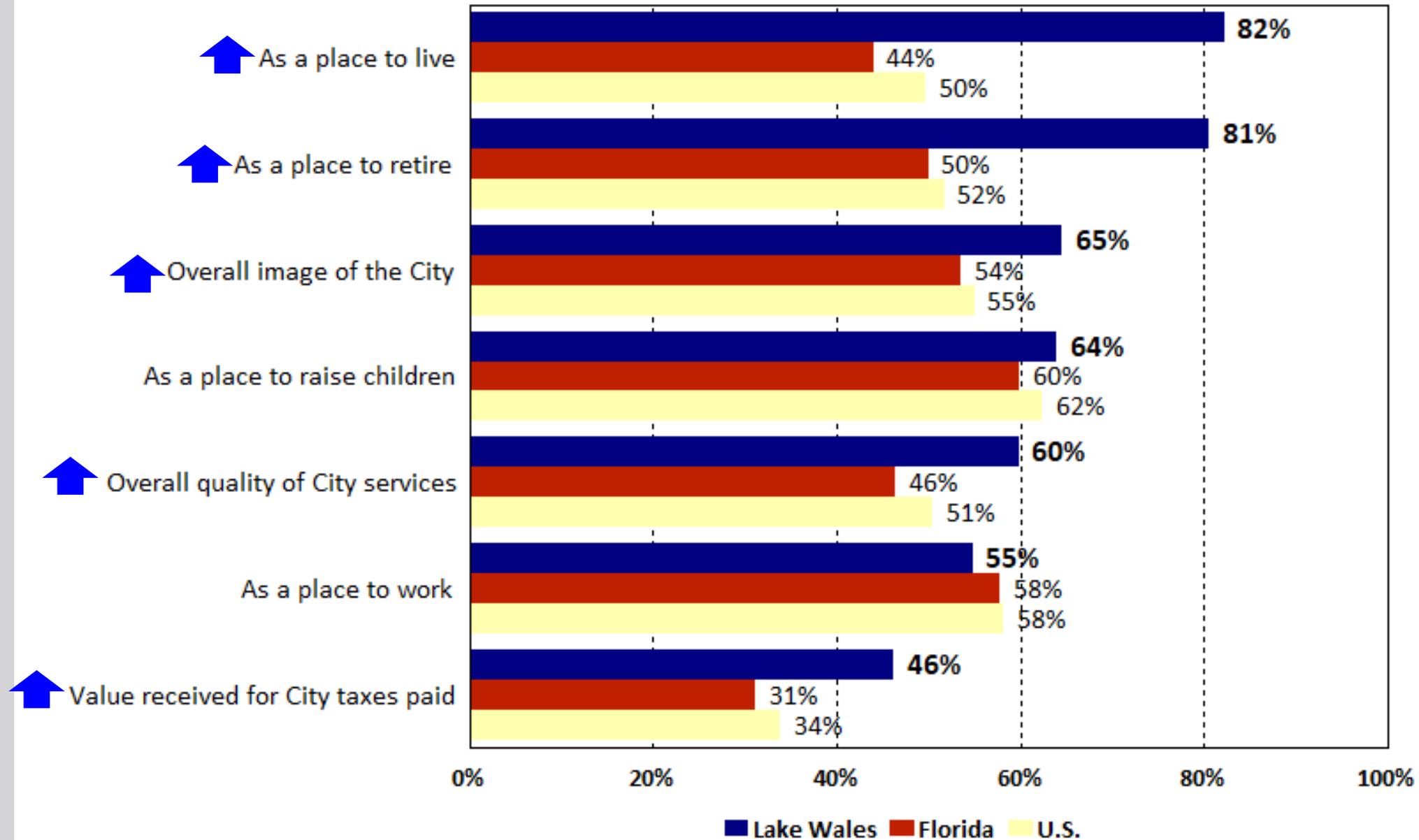
Lake Wales Rates Above the Florida Average in 34 of 37 Areas
Lake Wales Rates *Significantly* Higher (5% or more) in 27 Areas

Lake Wales Rates Above the U.S. Average in 28 of 37 Areas
Lake Wales Rates *Significantly* Higher (5% or more) in 26 Areas

Satisfaction with Perceptions of the City

Lake Wales vs. Florida vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



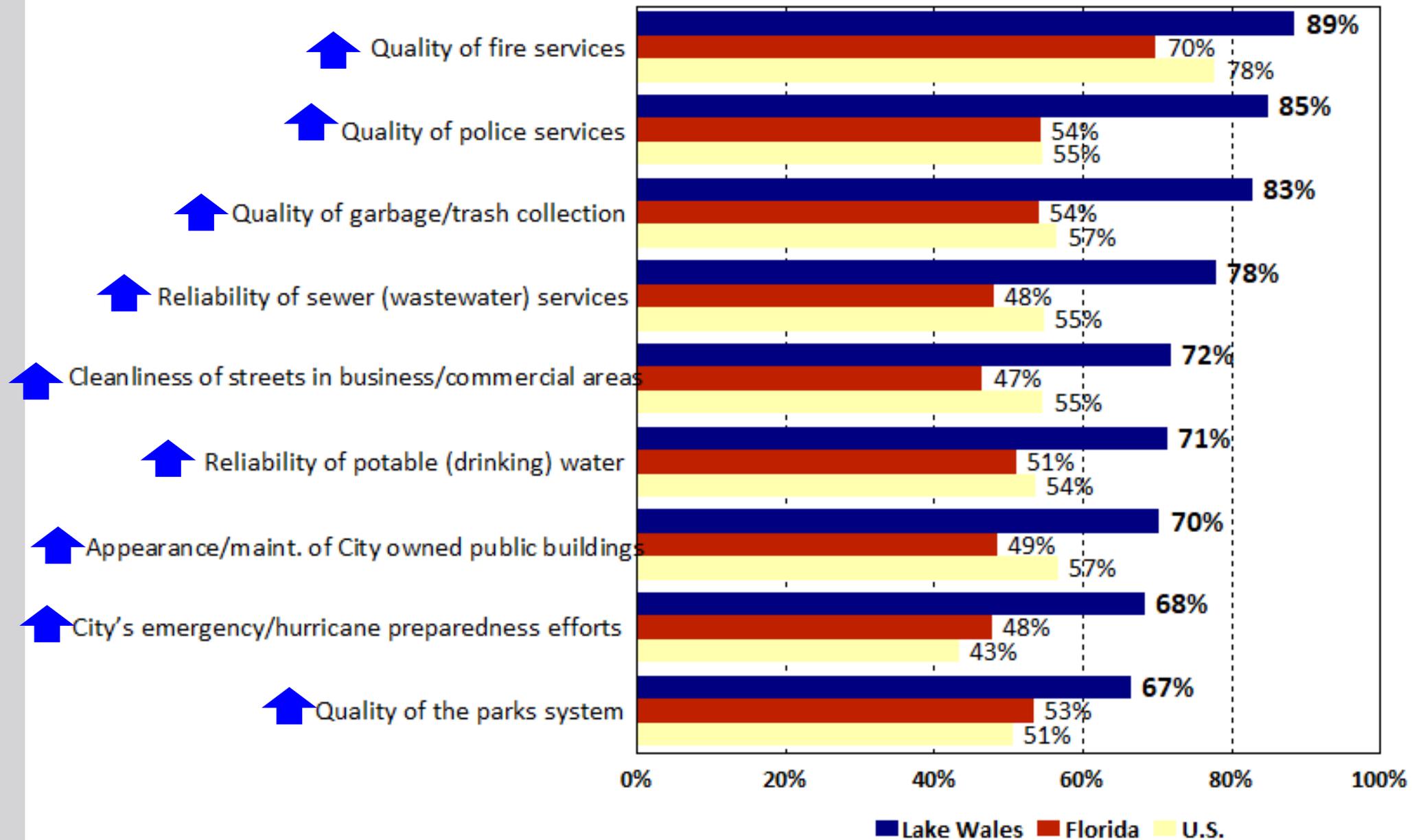
Significantly Higher

Significantly Lower

Satisfaction with Major Categories of City Services

Lake Wales vs. Florida vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



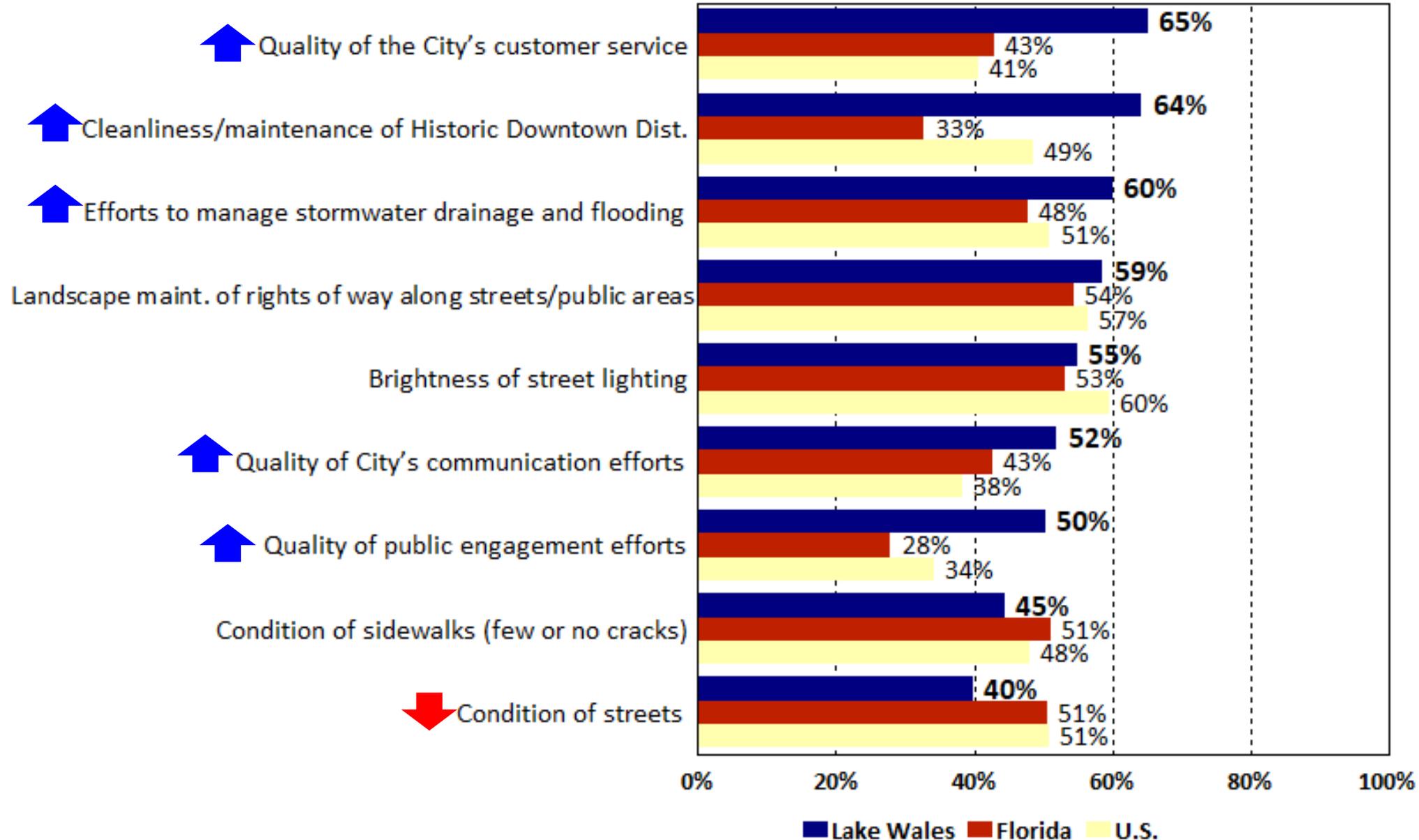
Significantly Higher

Significantly Lower

Satisfaction with Major Categories of City Services (cont.)

Lake Wales vs. Florida vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



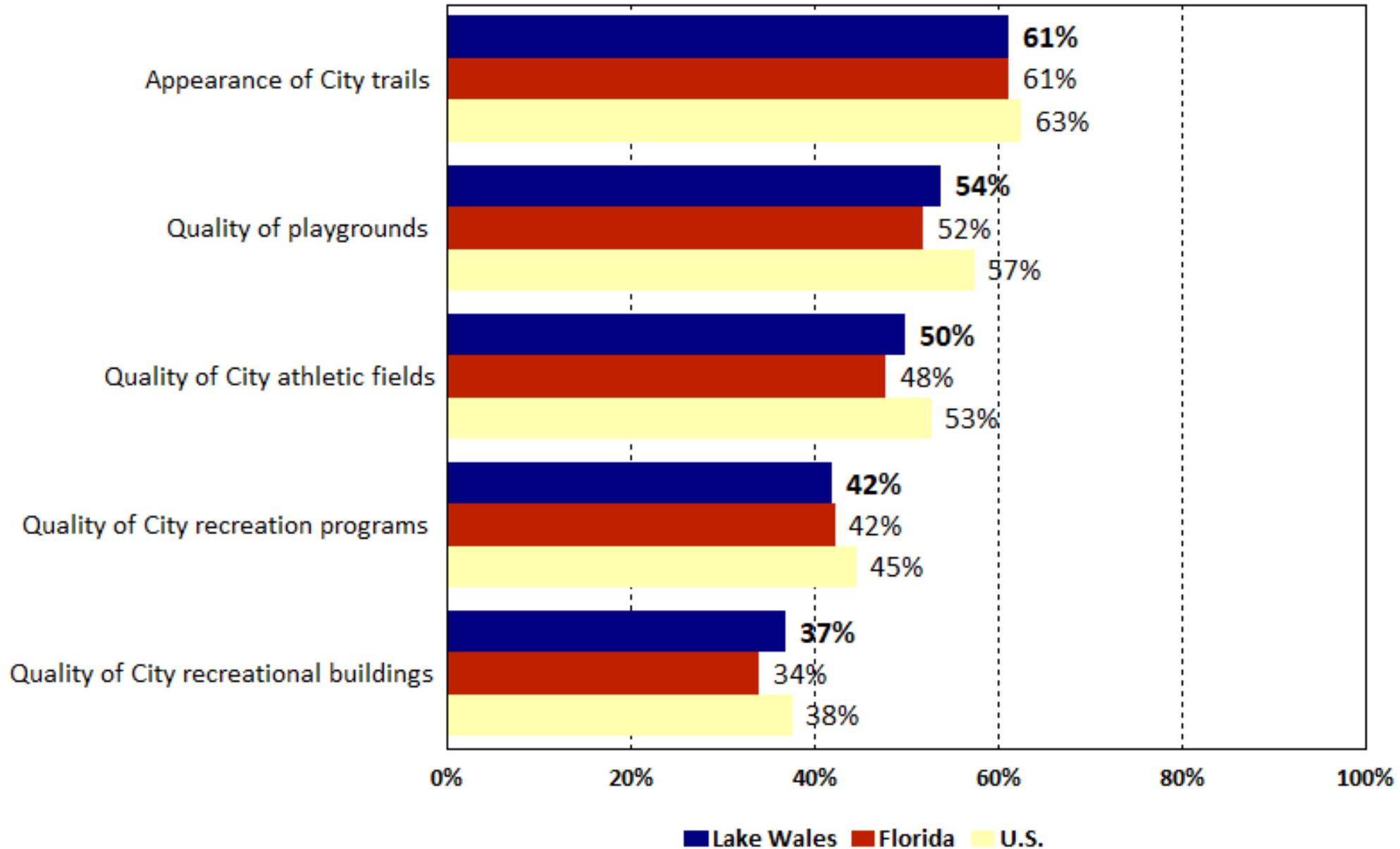
Significantly Higher

Significantly Lower

Satisfaction with Parks and Recreation

Lake Wales vs. Florida vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



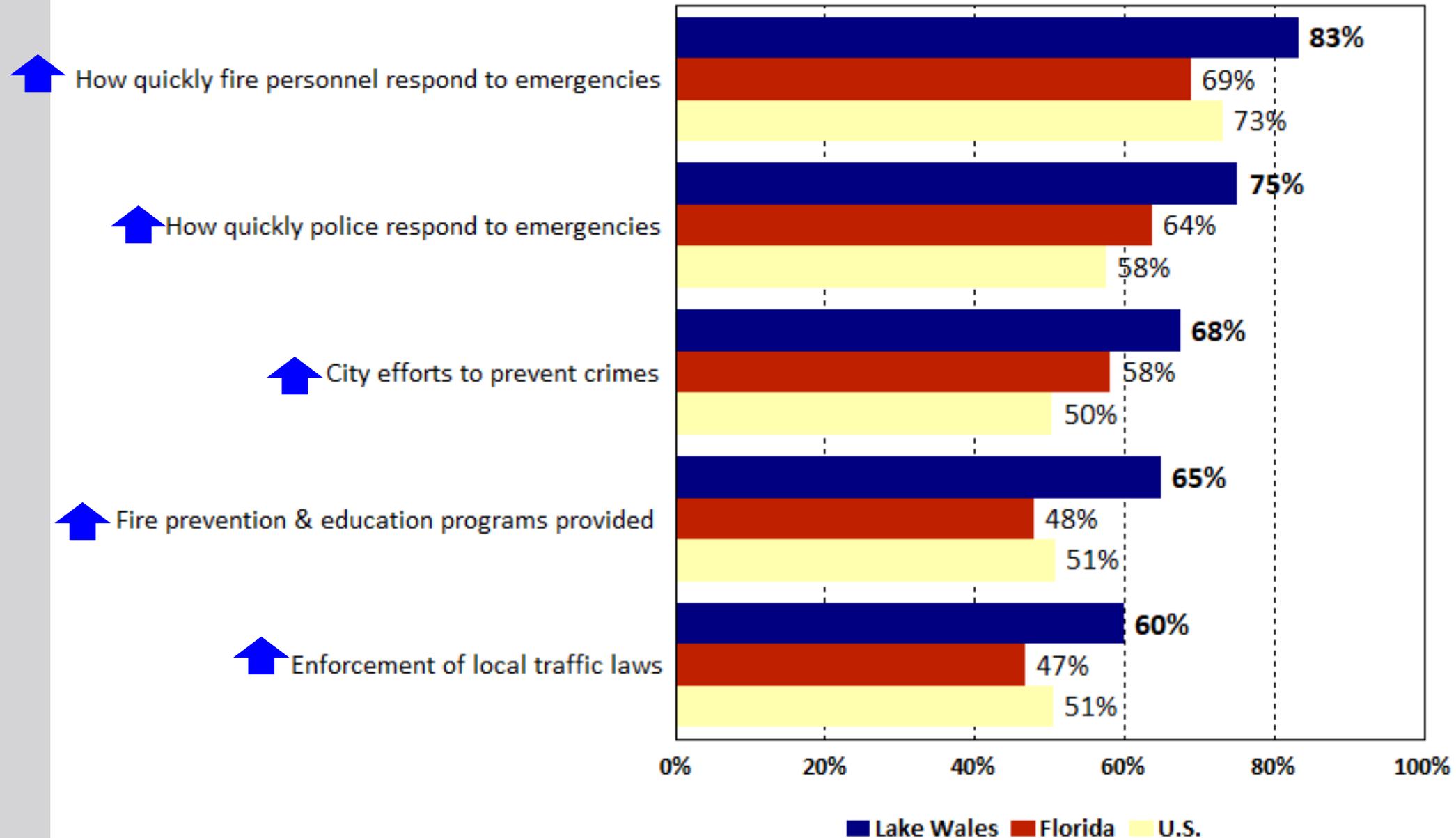
Significantly Higher 

Significantly Lower 

Satisfaction with Public Safety

Lake Wales vs. Florida vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



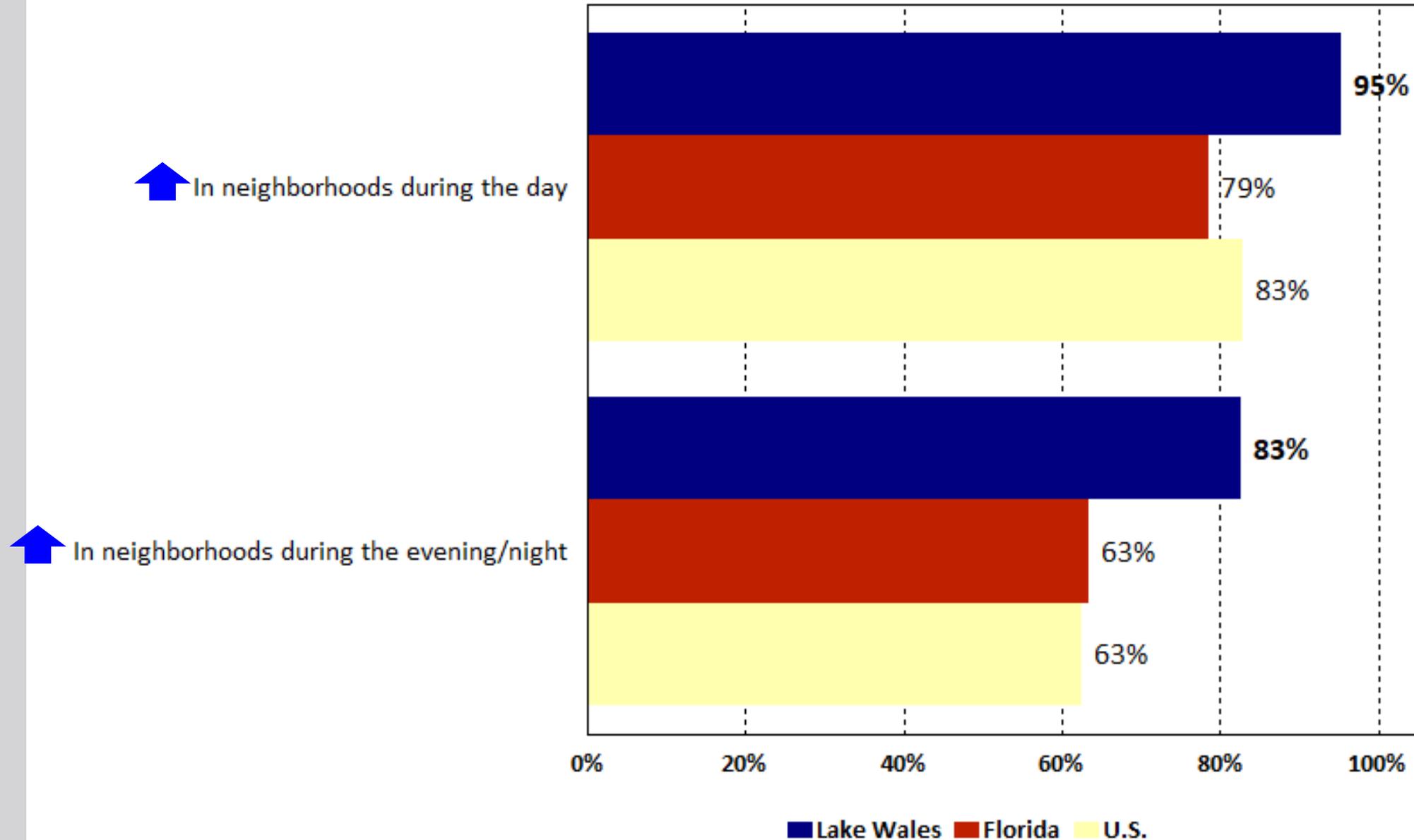
Significantly Higher 

Significantly Lower 

Perceptions of Safety in the Community

Lake Wales vs. Florida vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Significantly Higher 

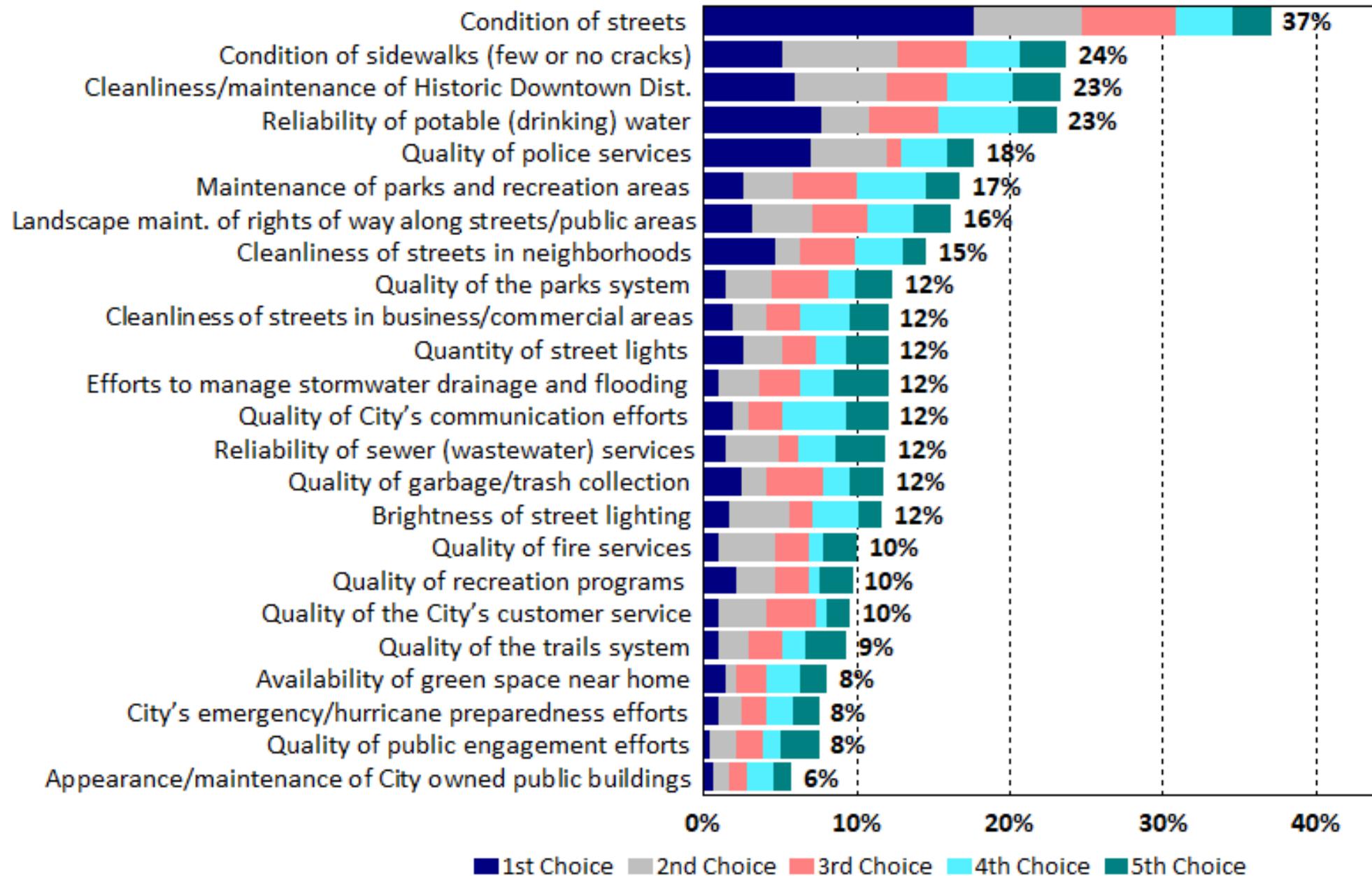
Significantly Lower 

Topic #3

Top Priorities

Q4. City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top five choices

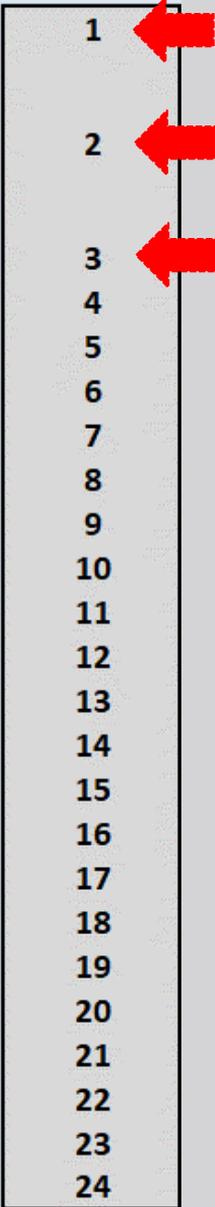


Importance-Satisfaction Rating

City of Lake Wales, FL

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Condition of streets	37%	1	40%	24	0.2233	1
High Priority (IS 0.10 - 0.20)						
Condition of sidewalks (few or no cracks)	24%	2	45%	23	0.1315	2
Medium Priority (IS < .10)						
Cleanliness/maintenance of Historic Downtown Dist.	23%	3	64%	13	0.0835	3
Landscape maintenance of rights of way along City streets/public areas	16%	7	59%	17	0.0669	4
Reliability of potable (drinking) water	23%	4	71%	8	0.0661	5
Quantity of street lights	12%	11	51%	20	0.0592	6
Quality of City's communication efforts	12%	13	52%	19	0.0581	7
Brightness of street lighting	12%	16	55%	18	0.0528	8
Quality of recreation programs	10%	18	47%	22	0.0523	9
Efforts to manage stormwater drainage and flooding	12%	12	60%	16	0.0484	10
Maintenance of parks and recreation areas	17%	6	74%	6	0.0435	11
Quality of the parks system	12%	9	67%	11	0.0415	12
Quality of public engagement efforts	8%	23	50%	21	0.0377	13
Quality of the trails system	9%	20	62%	15	0.0356	14
Cleanliness of streets in business/commercial areas	12%	10	72%	7	0.0340	15
Cleanliness of streets in neighborhoods	15%	8	77%	5	0.0334	16
Quality of the City's customer service	10%	19	65%	12	0.0334	17
Availability of green space near home	8%	21	62%	14	0.0306	18
Quality of police services	18%	5	85%	2	0.0267	19
Reliability of sewer (wastewater) services	12%	14	78%	4	0.0263	20
City's emergency/hurricane preparedness efforts	8%	22	68%	10	0.0241	21
Quality of garbage/trash collection	12%	15	83%	3	0.0203	22
Appearance/maintenance of City owned public buildings	6%	24	70%	9	0.0172	23
Quality of fire services	10%	17	89%	1	0.0115	24



Overall Priorities ←

Importance-Satisfaction Rating

City of Lake Wales, FL

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10 - .20)</u>						
City efforts to prevent crimes	38%	1	68%	6	0.1229	1
Patrolling in your City	31%	2	63%	8	0.1148	2
Enforcement of local traffic laws	25%	3	60%	9	0.1012	3
<u>Medium Priority (IS <.10)</u>						
How quickly police respond to emergencies	23%	4	75%	3	0.0575	4
Police social media outreach	11%	8	53%	10	0.0535	5
Perception of police officers' attitude & behavior	15%	6	71%	4	0.0434	6
Fire prevention & education programs provided	12%	7	65%	7	0.0410	7
Perception of competence of police dept. employees	11%	9	68%	5	0.0354	8
How quickly fire personnel respond to emergencies	17%	5	83%	2	0.0287	9
Perception of competence of fire dept. employees	6%	10	84%	1	0.0092	10

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Importance-Satisfaction Rating

City of Lake Wales, FL

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10 -.20)</u>						
Quality of City recreation programs	19%	4	42%	6	0.1116	1
Appearance of City parks	34%	1	68%	1	0.1091	2
Quantity of City recreation programs	17%	5	38%	7	0.1088	3
Quality of playgrounds	23%	2	54%	3	0.1049	4
<u>Medium Priority (IS < .10)</u>						
Quality of City recreational buildings	14%	6	37%	8	0.0910	5
Quantity of dog parks	13%	7	29%	10	0.0908	6
Quality of dog parks	13%	8	37%	9	0.0791	7
Appearance of City trails	20%	3	61%	2	0.0766	8
Quality of City athletic fields	11%	9	50%	4	0.0572	9
Quantity of City athletic fields	5%	10	44%	5	0.0263	10

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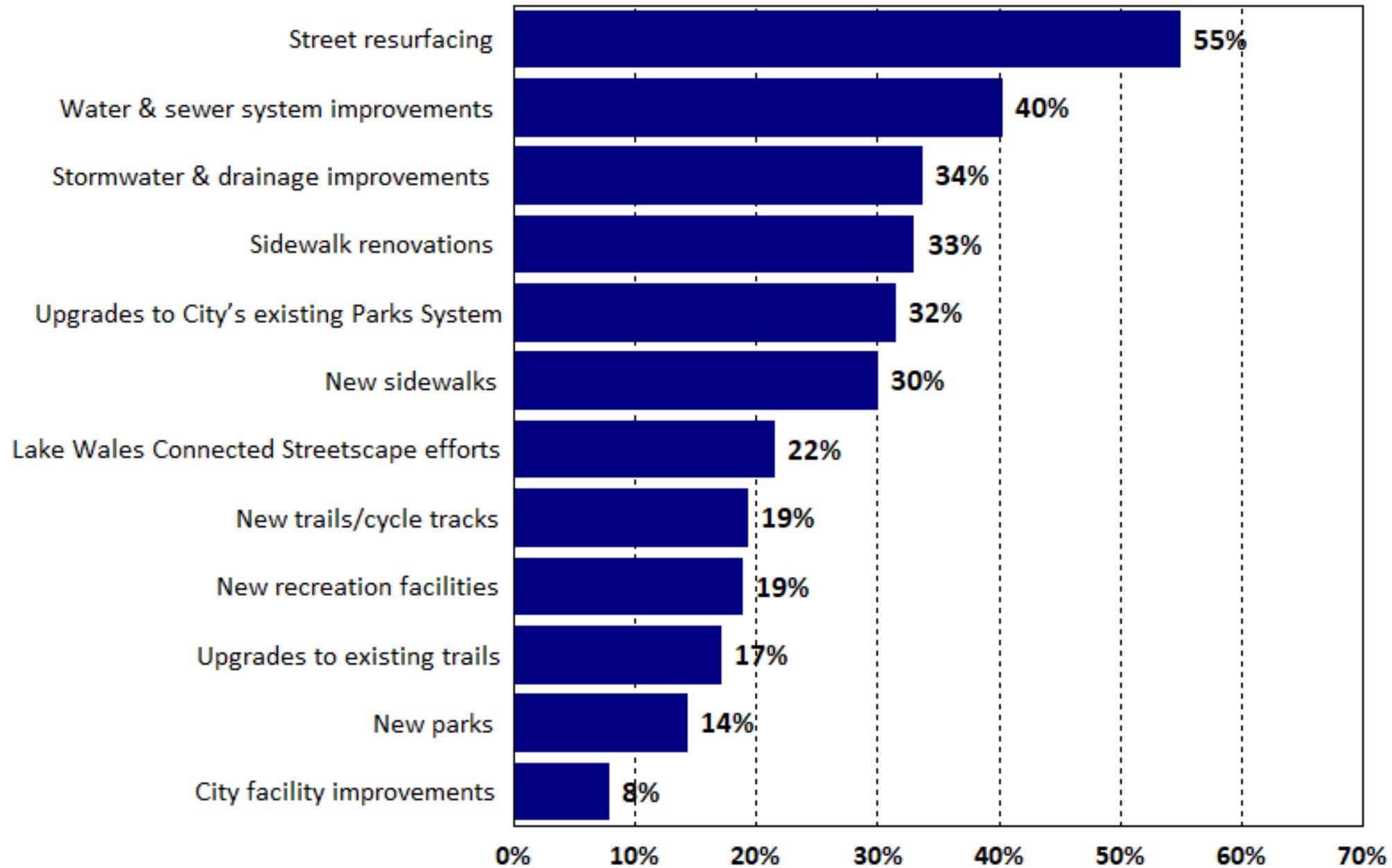
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Other Findings

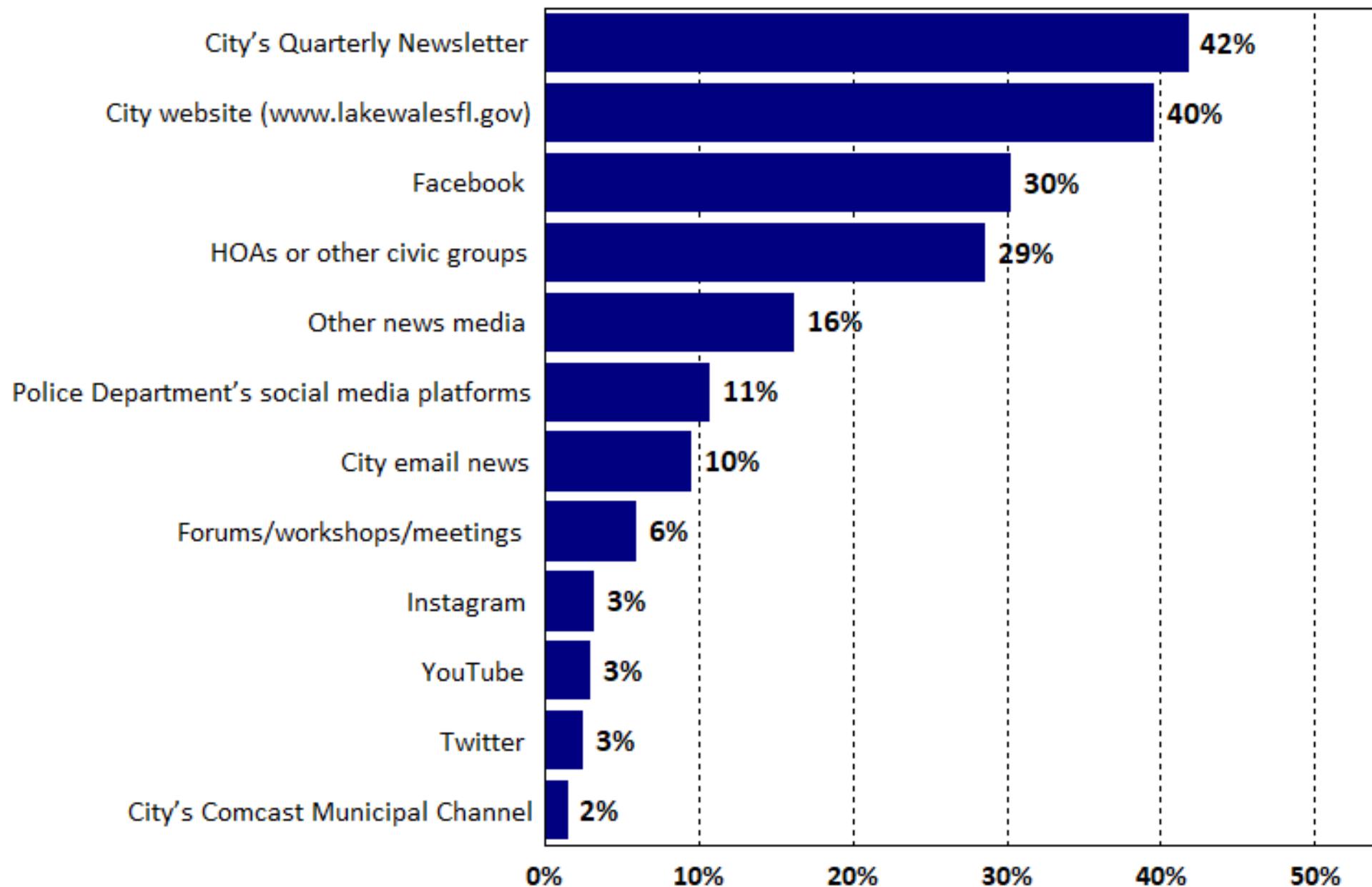
Q14. Capital Improvement Project Types That Respondents Believe Are Most Important

by percentage of respondents (four selections could be made)



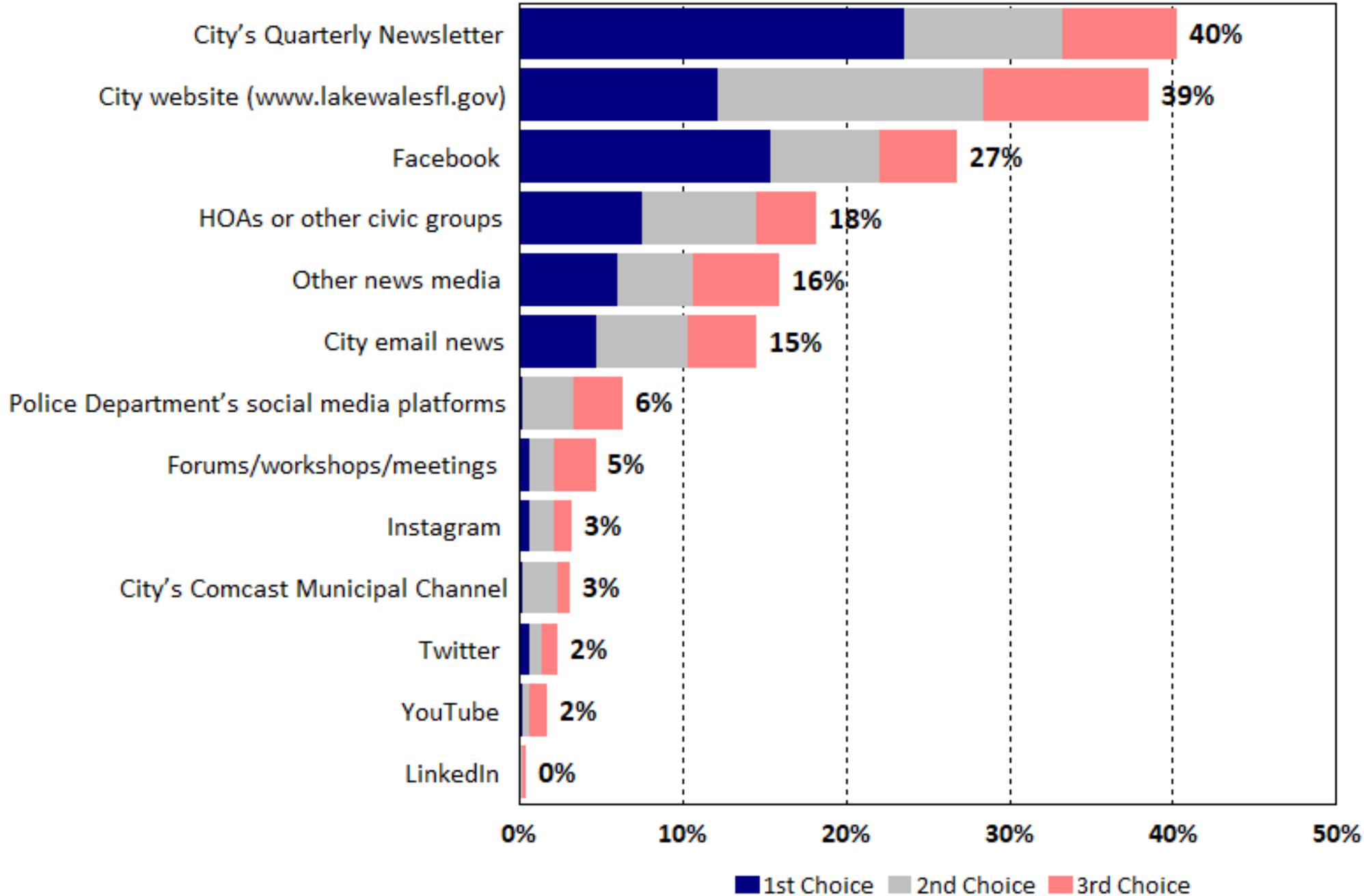
Q23. Sources Utilized to Obtain Information About City Government, Issues, and Events

by percentage of respondents (multiple selections could be made)



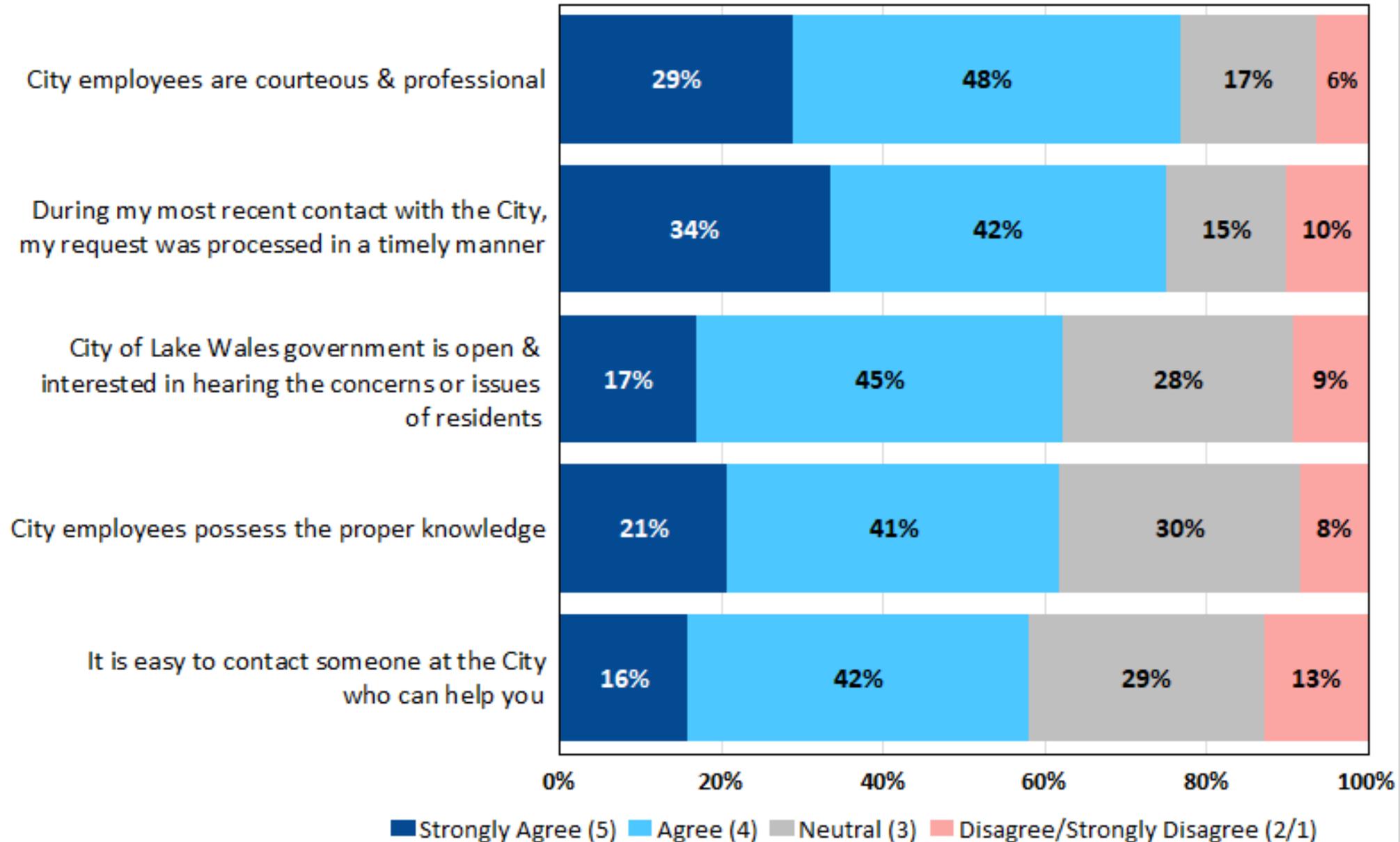
Q23a. Communication Channels Preferred by Respondents

by percentage of respondents who selected the item as one of their top three choices



Q25b. Level of Agreement with Statements About Most Recent Interaction with City Employees

by percentage of respondents, using a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree" (without "don't know")



Residents Have Had Positive Interactions with City Employees

Summary

- **Residents Have a Positive Perception of the City of Lake Wales**
 - **82% Are Satisfied with Lake Wales as a Place to Live**
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Summary

- **Top Overall Priorities for City Services**
 - **Condition of Streets**
 - **Condition of Sidewalks**
 - **Cleanliness and Maintenance of the Historic Downtown District**



Questions?

Thank You!!