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**Town of Longboat Key, FL
Citizen Survey
Final Report: April 2022**

Prepared for:

Town of Longboat Key

Prepared By:

The Florida Institute of Government
at the University of South Florida

2022 Citizen Survey

Town of Longboat Key, FL

Final Report, April 2022

Prepared for:

Town of Longboat Key, FL
Town Manager
Tom Harmer
501 Bay Isles Road
Longboat Key, FL 34228

Prepared by:

Stephen Neely, Ph.D.
University of South Florida
School of Public Affairs
4202 E. Fowler Ave, SOC 107
Tampa, FL 33620

On Behalf of:

Florida Institute of Government
University of South Florida
4202 E. Fowler Ave, SOC 107
Tampa, FL 33620



Disclaimer: This study was conducted on behalf of the Town of Longboat Key, FL as part of the Town's ongoing quality improvement efforts. The findings of this study should not be construed as generalizable research.

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Executive Summary

EXECUTIVE SUMMARY

The third annual *Citizen Satisfaction Survey* was conducted in January of 2022 by the Town of Longboat Key. The survey follows up on those conducted in 2020 and 2021, with a goal of better understanding citizen opinions and preferences related to quality of life, Town amenities, government services, and future priorities. Building off of the previous surveys, this year's questionnaire addressed seven key topics, which included:

- ✓ Quality of Life on Longboat Key
- ✓ Traffic Disruptions and Driving Behaviors
- ✓ Community Amenities
- ✓ Government Services
- ✓ Town Communications
- ✓ Town Priorities
- ✓ Additional Policy Priorities

The survey was administered using a web-based questionnaire, and citizens were encouraged to participate via a postal mail invitation. Awareness about the survey was also raised through the use of several mediums, including local media, the Town website, and social media. The John Scott Dailey Florida Institute of Government (FIOG) at the University of South Florida was contracted to assist the Town in administering the 2022 *Citizen Survey*. In collaboration with Town officials, FIOG helped to design, administer, and analyze the survey. A total of 8,562 survey invitations were mailed out, and 1,441 completed and usable questionnaires were received, for a response rate of roughly 16.8%. While responses dropped off slightly from 2021, the response rate remains very high for this survey methodology, allowing for robust inferences about the Town's population based on the collected responses.

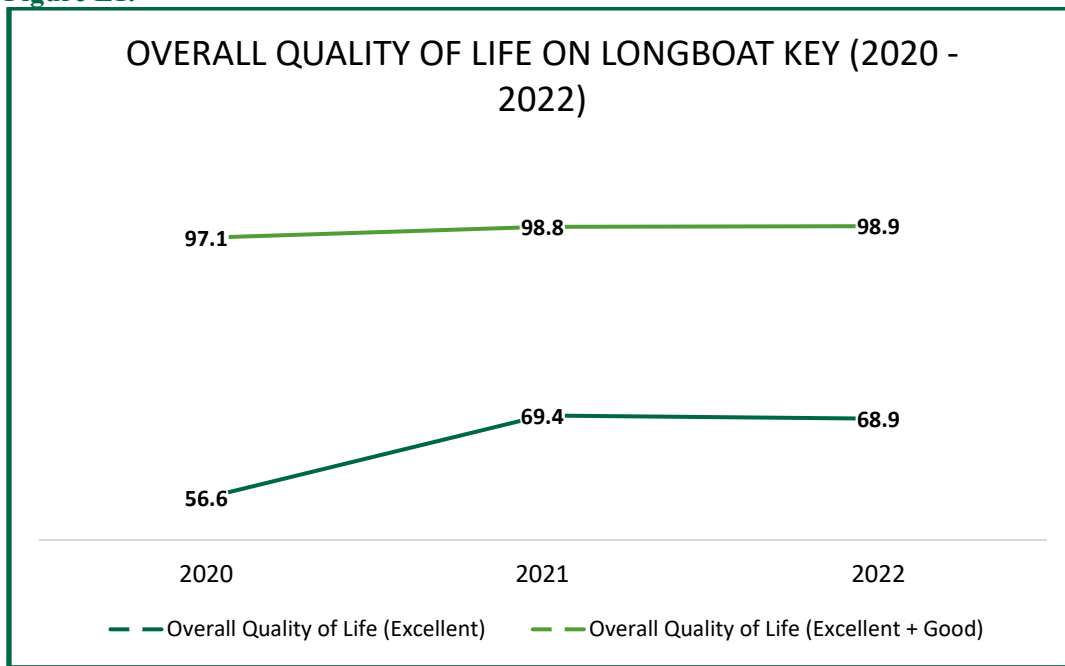
This **Executive Summary** provides an abbreviated overview of the major findings from each individual section of the survey. A more complete account of the survey responses, accompanied by a more detailed discussion of the results, is provided in the full *Citizen Survey Report* (beginning on page 12). A copy of the original survey instrument can be found in the Appendix at the conclusion of this document.

Quality of Life

Consistent with prior years, the survey revealed extremely high levels of satisfaction with the quality of life on Longboat Key. Respondents overwhelmingly rated the Town highly as a place to live, visit, and retire, while expressing very positive opinions about the Town’s reputation, aesthetics, and safety. Consistent with prior years, the biggest detractors from quality of life pertained to traffic congestion and limited public transit options. The full report (below) contains a more detailed examination of these responses.

- ✓ Almost 99% of respondents described the overall quality of life on Longboat Key as either “excellent” or “good”. Of them, 69% chose “excellent”. Figure E1 shows the consistently high responses to this question over the past 3 years.
- ✓ 95% or more rated the Town as either an “excellent” or “good” place to live, visit, and retire.
- ✓ Roughly 94% (or more) of respondents reported being satisfied with the Town’s overall reputation, aesthetic appeal, and safety.
- ✓ Over 57% noted that they were either “somewhat” or “very dissatisfied” with traffic and congestion on Longboat Key. This was up from 52% in 2021, which may be due in part to the reopening of communities as the COVID-19 pandemic has slowed, as well as the effects of off-island road construction. Traffic was the most frequently voiced concern in open-ended questions about quality of life.

Figure E1.



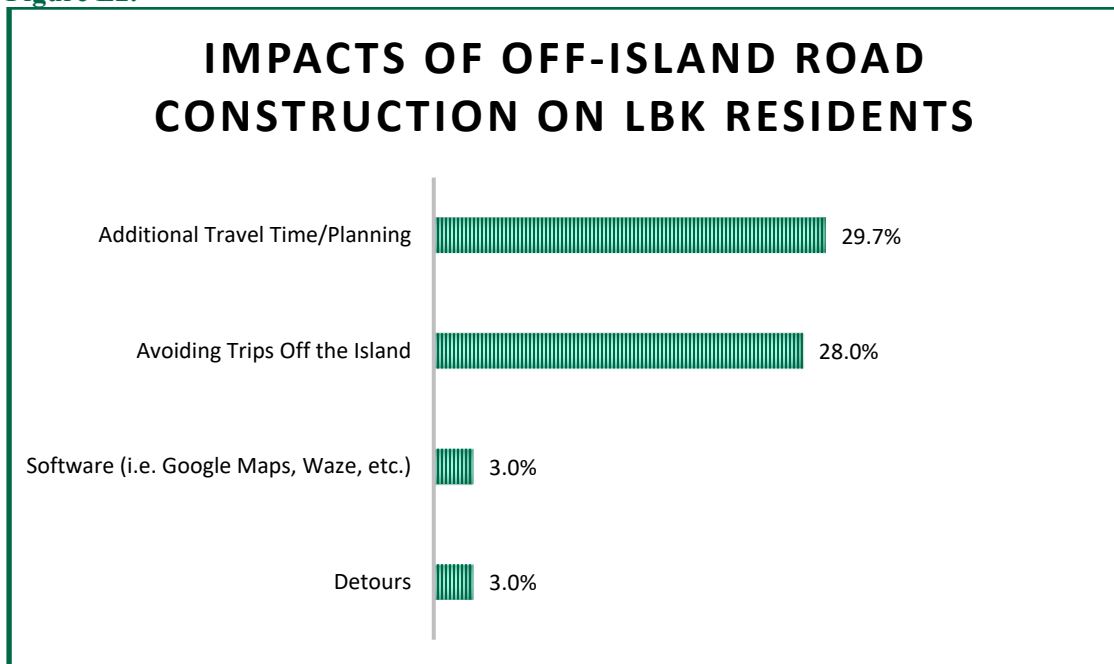
Source: 2022 Citizen Survey – Longboat Key, FL

Traffic and Driving Behaviors

With Longboat Key residents being affected by a considerable amount of off-island road construction, Town officials added a set of questions to better understand how these disruptions are impacting LBK residents. This included an open-ended question asking respondents whether and in what ways they've been impacted by off-island construction.

- ✓ A large majority of 73% indicated that they have been adversely affected by off-island construction.
- ✓ Nearly 30% indicated that they have had to add travel time and more carefully plan their trips in response to these disruptions.
- ✓ Another 28% indicated that they have avoided trips, scaled back their social outings, and been reluctant to leave Longboat Key because of these disruptions.
- ✓ Only 3% of respondents indicated that they have been relying on software applications (such as Google Maps and Waze), while 11% indicated that they would benefit from assistance in learning how to use these apps.

Figure E2.



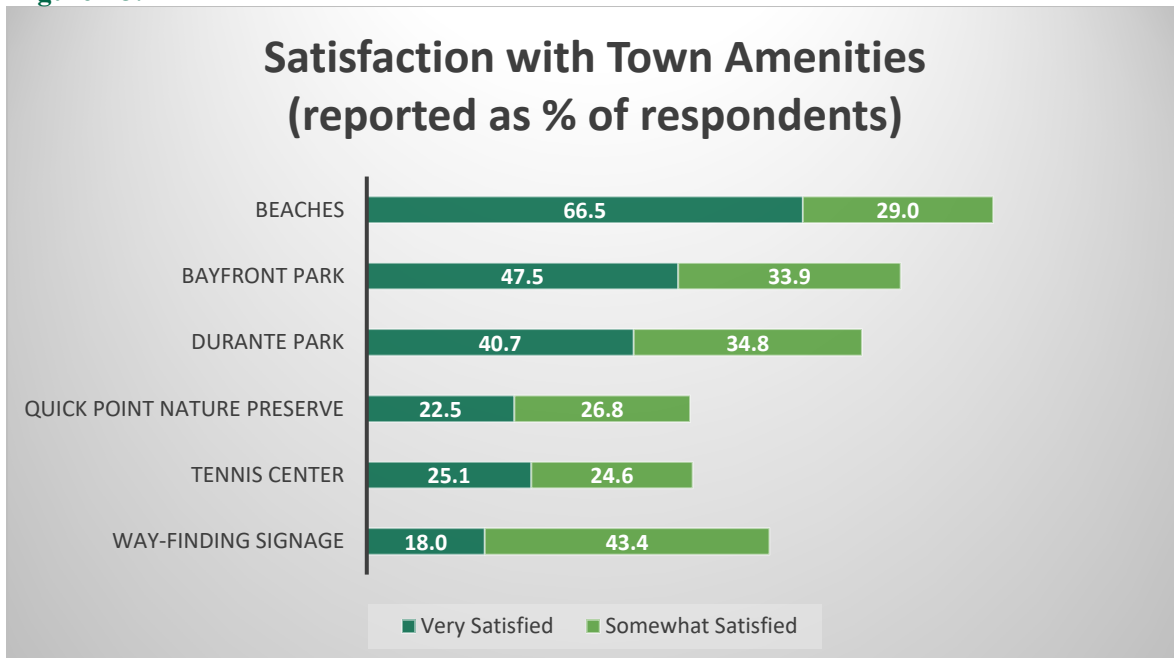
Source: 2022 Citizen Survey – Longboat Key, FL

Community Amenities

Respondents reported relatively high levels of satisfaction with the Town’s parks and beaches, particularly Bayfront and Durante Parks. Respondents indicated being somewhat less familiar with the Quick Point Nature Preserve and the Town’s Tennis Center. This is consistent with prior years, and while the data do not suggest significant progress on these latter points, it is likely that the COVID-19 pandemic has hindered efforts to raise awareness of these amenities.

- ✓ Large majorities reported being satisfied with the Town’s Beaches (95%), Bayfront Park (81%), and Durante Park (75%).
- ✓ Only 41% of respondents reported being familiar with the Quick Point Nature Preserve, while only 57% were familiar with the Tennis Center. Familiarity with Bayfront and Durante Parks was considerably higher.
- ✓ Consistent with the 2021 iteration of the survey, respondents noted that dining/restaurants, retail shopping, and gas stations are among their most common reasons for leaving Longboat Key.
 - Over a third of respondents (36%) indicated that they are currently leaving Longboat Key less frequently than they did a year ago. While this may be due in part to the increased availability of on-island amenities, it seems to be more closely tied to the impacts of off-island construction.

Figure E3.



Source: 2022 Citizen Survey – Longboat Key, FL

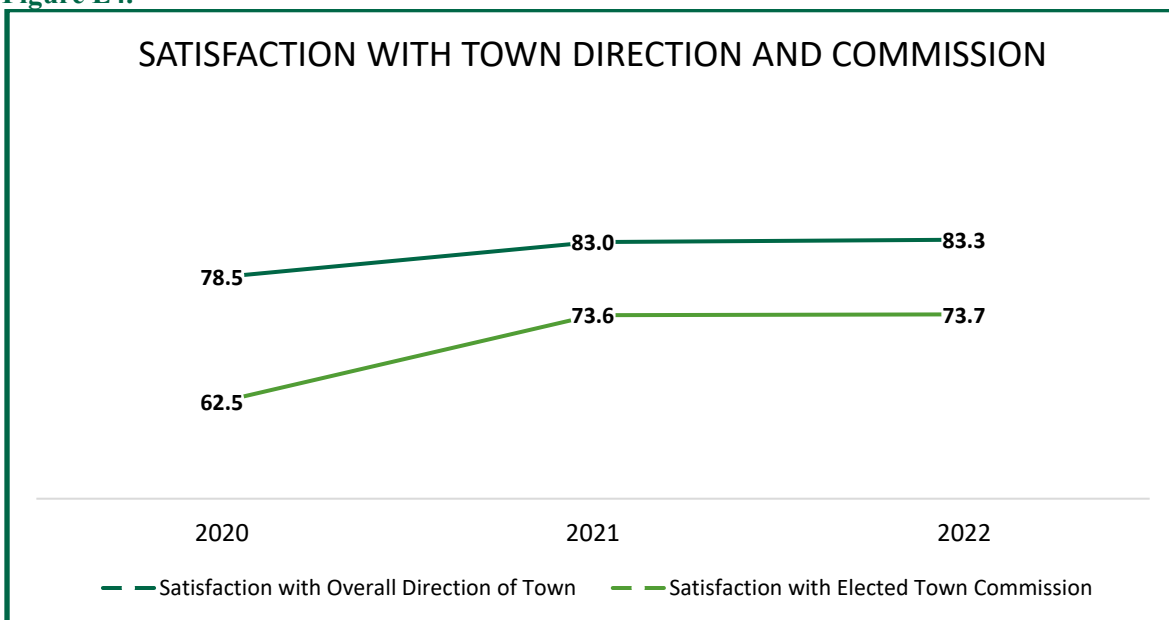
Government Services

Satisfaction with the Town’s overall direction and elected commission were at all-time highs for the three-year survey period (Figure E4). Respondents remained very satisfied with the majority of Town services and their interactions with Town officials. While some ratings were slightly lower than the prior year, they were well-within the range of normal statistical fluctuations.

- ✓ Customer service provided by Town staff and officials was rated very positively by those respondents who had reached out to them in the past six months:
 - Easy to Contact – 90%
 - Courteousness and Respectful – 92%
 - Knowledgeable – 88%

- ✓ High satisfaction ratings were given for most key public services:
 - Fire and Ambulance – 90%
 - Police Department – 91%
 - Solid Waste Services – 91%
 - Parks and Town Facilities – 89%

Figure E4.



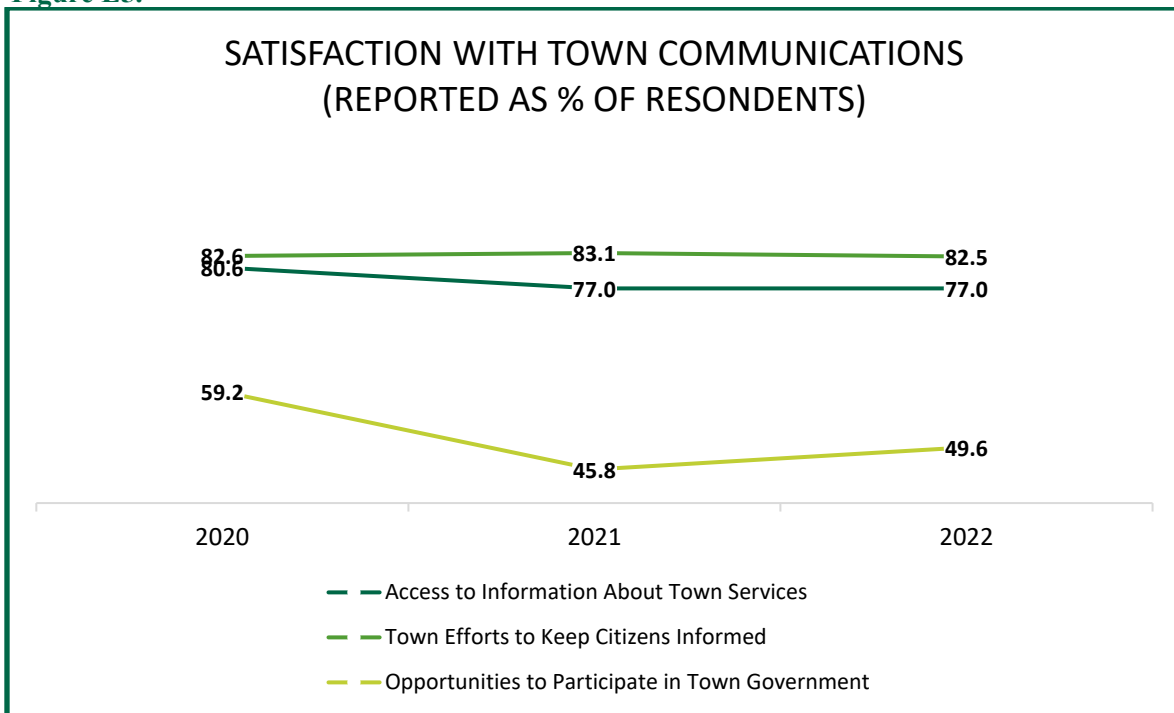
Source: 2022 Citizen Survey – Longboat Key, FL

Town Communications

Respondents have continued to rely heavily on the Town’s local newspapers and E-Notification system to stay informed about Town issues, services, and events. Overall, respondents are satisfied with the Town’s efforts to keep them informed and their access to information about Town services. However, opportunities to participate in Town government remain an area of opportunity, though like several issues, this measure has likely been affected by the ongoing COVID-19 pandemic.

- ✓ 84% of respondents rely on the Town’s newspapers to stay informed and up to date about local issues and events. Roughly half (50%) also rely on the Town’s E-Notification System.
- ✓ Residents are generally pleased with their access to information about Town services (77%), as well as with the Town’s efforts to keep them informed (82%). These numbers were relatively unchanged from the prior year.
- ✓ 67% of respondents have signed up for the *Alert Longboat Key Emergency Notification System*. This marks a small increase, up from 65% the prior year. A lack of familiarity with the program was cited as the most common reason for not signing up.

Figure E5.



Source: 2022 Citizen Survey – Longboat Key, FL

Town Priorities

The top priorities for the Town moving forward, as identified by survey respondents, include (1) beach management/shoreline protection, (2) traffic congestion, (3) infrastructure upkeep, and (4) fiscal sustainability. Replacing the Bayfront Rec Center and the “One-County” initiative were among the least important priorities according to residents. Consistent with prior years of the survey, traffic congestion, red-tide, and beach erosion were cited as the most important issues facing the Town (Table E1).

- ✓ The issues that respondents see as most important to address in the coming years include:
 - beach management/shoreline protection (98%)
 - infrastructure upkeep (97%)
 - traffic congestion (97%)
 - fiscal sustainability (95%)

- ✓ The three most commonly cited “challenges facing the town” included traffic congestion (64%) red-tide (51%), and beach erosion (41%).

Table E1.
Three-Year Trend of Most Important Issues Facing Longboat Key

2020	2021	2022
Beach Erosion (44.9%)	Traffic Congestion (66.2%)	Traffic Congestion (63.6%)
Infrastructure (38.2%)	Beach Erosion (53.1%)	Red-Tide (50.8%)
Sea-Level Rise (36.0%)	Infrastructure (28.3%)	Beach Erosion (40.9%)

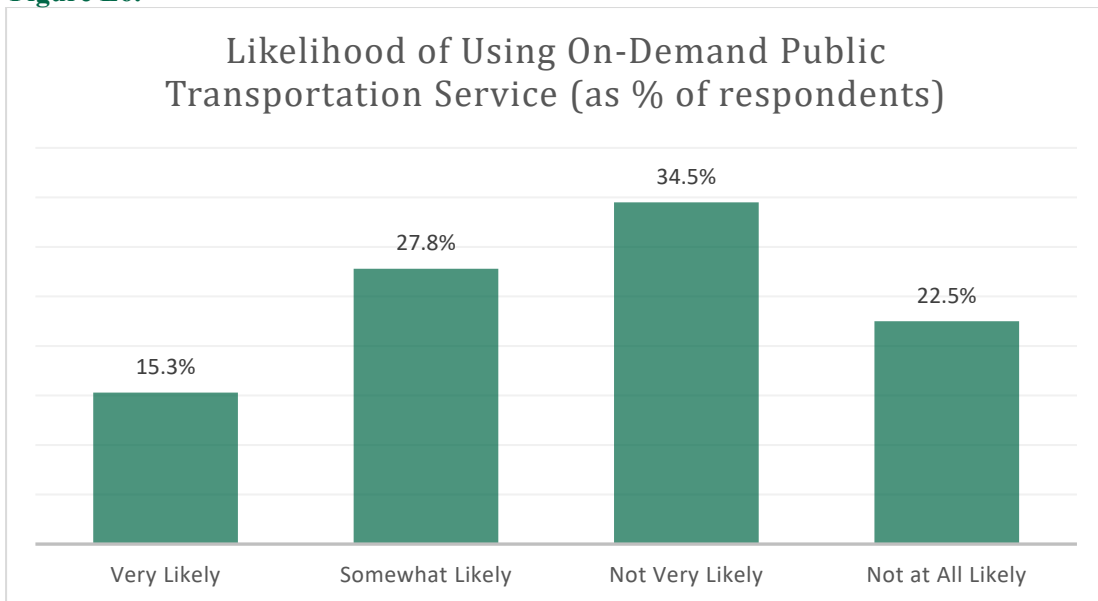
**For the 2020 survey, Traffic Congestion was not included among the Town's most important challenges, but it was identified by 34.8% of respondents under "Other"*

Policy Preferences

The final section of the survey asked respondents to share their thoughts on several emerging policy issues, including electric vehicle infrastructure, public transportation, and upcoming Town events.

- ✓ While only 11% of respondents reported currently owning a full- or hybrid-electric vehicle, 33% indicated that they would plan on purchasing an electric vehicle in the next 5 years if convenient charging stations were available. A small majority (51%) said that access to convenient charging stations is a concern that might prevent them from purchasing an electric vehicle.
- ✓ Only 4% of respondents reported using public transit on the island in the past year, but 43% said that they would be either “very” or “somewhat likely” to use an on-demand public transportation option if it were available on the island. Additionally, 70% said that it is either “somewhat” or “very important” to have a unified level of public transportation available across the island.
- ✓ A majority of 58% said that they plan on attending an event at the Town Center in the coming year, with concerts and farmers markets being among the most commonly cited preferences for Town events.

Figure E6.



Source: 2022 Citizen Survey – Longboat Key, FL



Complete Report

INTRODUCTION

This report presents findings from the third annual Town of Longboat Key *Citizen Survey* (2022), conducted by the Florida Institute of Government (FIOG) on behalf of the Town of Longboat Key, FL. The survey is conducted by the Town of Longboat Key in order to obtain input from residents on a broad range of issues and to better incorporate public feedback into planning, prioritization, and Town management. Building on surveys conducted in prior years, the questionnaire was designed to collect input from Town residents on a range of topics, including: (1) the quality of life on Longboat Key, (2) driving and traffic behaviors, (3) satisfaction with community amenities, (4) satisfaction with government services, (5) Town communications, (6) priorities for the Town's future, and also (7) specific policy preferences. The data collection process for this survey is outlined briefly below, followed by a detailed discussion of the survey results.

DATA AND METHODS

The questionnaire administered for this year's *Citizen Survey* was based on previously administered questionnaires (2020 & 2021) created by FIOG and in partnership with Town staff/officials. A copy of the survey instrument is available in the Appendix of this report. Respondents completed the survey in an online, web-based format (using Qualtrics survey software). Invitations to complete the survey were distributed via postal mail to all registered property owners. These directed respondents to the Town's online landing page where the survey was located. The list of property owners was provided to FIOG by Town officials. A personal identifier/code was generated for each address and included on the respective invitations. Those residents and property owners who did not receive a survey invitation for any reason were able to obtain the code by contacting FIOG and verifying their name and address. This was done to ensure that only responses from property owners and/or Town residents were counted in the analysis, as well as to ensure that only one response was received for each household.

Awareness of the survey was promoted in several ways, including through local media as well as the Town's official social media accounts and webpage. A total of 8,562 survey invitations were mailed out, and 1,441 completed and usable questionnaires were received, for a response rate of roughly 16.8%. While responses dropped off slightly from 2021, the response rate remains very high for this survey methodology, allowing for robust inferences about the Town's population based on the collected responses.

Table 1 below summarizes the sample of respondents based on key demographic factors. The highly educated nature of the respondents (with 86.8% possessing a bachelors' degree or higher) is slightly above data reported by the Census Bureau for Longboat Key, but it is consistent with the highly educated level of the Town's population¹, as well as with prior years' survey responses. At the Town's request, data on age, income, and race/ethnicity were not collected, as there is limited variability along these dimensions in the Town's population, making them potentially identifying variables for some respondents. A detailed summary of the survey responses is provided below.

¹ U.S. Census Bureau, <https://www.census.gov/quickfacts/fact/table/longboatkeytownflorida/PST045219>

Table 1.
Profile of Survey Respondents

	Frequency	Percent
<i>What is your gender? (N=1,434)</i>		
Male	810	56.6
Female	544	37.9
No Answer	80	5.6
<i>What your highest completed education level? (N=1,425)</i>		
High School Diploma or Equivalent/Less	23	1.6
Technical or Vocational School After HS	14	1.0
Some College, No Degree	93	6.5
Associate's or Two-Year Degree	59	4.1
Four-Year College Degree	426	29.9
Graduate School, No Degree	111	7.8
Graduate or Professional Degree	699	49.1
<i>Which county do you live in? (N=1,441)</i>		
Manatee	566	39.3
Sarasota	863	59.9
Unsure	12	0.8
<i>What type of home do you live in? (N=1,438)</i>		
Apartment	16	1.1
Town House or Condominium	975	67.8
Single Family Home	427	29.7
Other	20	1.4
<i>How long have you lived on Longboat Key? (N=1,435)</i>		
Less than 5 Years	386	26.9
5-10 Years	374	26.1
11-20 Years	301	21.0
More than 20 Years	374	26.1

Source: 2022 Citizen Survey

2022 CITIZEN SURVEY RESULTS

The subsections below provide a detailed summary of the survey responses. These are outlined as follows: (1) the quality of life on Longboat Key, (2) driving and traffic behaviors, (3) satisfaction with community amenities, (4) satisfaction with government services, (5) Town communications, (6) priorities for the Town’s future, and also (7) specific policy preferences. The policy issues examined in this iteration of the survey include electric vehicles/infrastructure, public transit, and cultural events. Each subsection provides a summary and discussion of the survey responses. Where appropriate, noteworthy trends (in relation to prior years’ surveys) are highlighted. This is the first annual survey report to present trend data, and it only includes three years’ worth of annual survey results. When interpreting these data, it is important to be cautious, as trends may be distorted in some instances due to random variations based on sampling error. (Note that tables and figures include a value “N” for the number of respondents. This number often varies from the overall sample size of 1,441, as not all respondents choose to answer each question).

Quality of Life

Respondents were asked several questions about the quality of life on Longboat Key. These include their perceptions of the Town as a place to live, work, visit, and retire. Collectively, respondents expressed very positive attitudes regarding their quality of life on Longboat Key and rated the Town highly in every category. As noted in prior years’ survey reports, these responses compare very favorably to surveys conducted in other local communities, and they continue to suggest a strong sense of satisfaction among members of the community. Only a small portion of respondents expressed negative opinions about their quality of life on Longboat Key. When raised, these concerns generally focused on the issues of traffic congestion/safety, and – to a lesser a degree – access to public transportation. The tables and discussion below summarize these responses in greater detail.

Table 2 shows that aggregate perceptions of the community were very positive, with more than two-thirds of respondents (69%) describing their overall quality of life on Longboat Key as “excellent”. In total, approximately 99% of respondents described the quality of life as either “excellent” or “good”. As noted, these results compare very favorably with other communities in the Tampa Bay region and throughout the State of Florida.

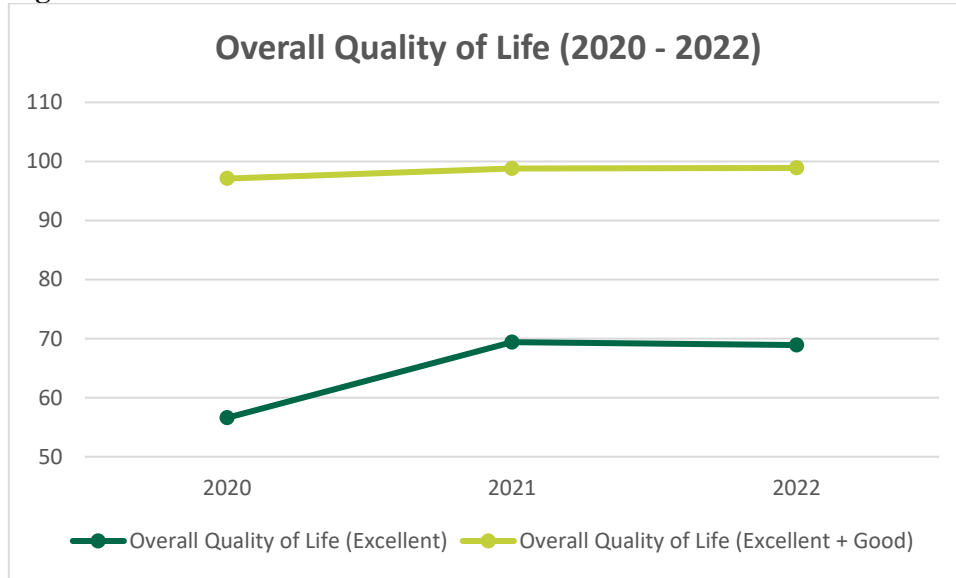
Table 2.
Overall Quality of Life on Longboat Key (N=1,436)

<i>How would you rate your overall quality of life on Longboat Key?</i>	Frequency	Percent
Excellent	989	68.9
Good	431	30.0
Fair	16	1.1
Poor	0	0.0

Source: 2022 Citizen Survey

Figure 1 highlights the consistently positive quality of life responses provided by Town residents over the past three years. The slightly lower number observed in 2020 is likely due in part to the smaller sample size, while more recent fluctuations are consistent with random sampling error. Collectively, the data show a very satisfied residency with high levels of community pride.

Figure 1.



Source: 2022 Citizen Survey

Along with their overall quality of life, respondents were also asked to share their perceptions of the Town in several specific areas, such as its quality and appeal as a place to live, retire, visit, and work. Their responses – reported in Table 3 below – show that citizens have very positive perceptions of the community as a place to live, retire, and visit, with 68% or more rating Longboat Key as “excellent” in those categories and at least 94% rating it as either “excellent” or “good”. Nearly half of all respondents to the survey (47%) indicated that they were “unsure” of how to rate the Town as a place to work, while 31% rated the Town as either an “excellent” or “good” place to work (up slightly from 28% in 2021).

Table 3.
Citizen Perceptions of Longboat Key (Reported as Percentages)

How would you rate the Town of Longboat Key in each of the following areas?	Excellent	Good	Fair	Poor	Unsure
As a Place to Live (N=1,436)	68.2	28.0	2.2	0.1	1.5
As a Place to Retire (N=1,430)	72.0	24.4	2.1	0.1	1.4
As a Place to Visit (N=1,429)	68.9	24.8	3.1	0.4	2.7
As a Place to Work (N=1,401)	12.3	18.5	16.8	5.4	47.1

Source: 2022 Citizen Survey

Table 4 summarizes responses about specific attributes or characteristics of the community. Respondents voiced high levels of satisfaction with Longboat Key’s reputation, aesthetics and safety. In each case, roughly 97% of respondents indicated that they were either “satisfied” or “very satisfied” with each of these Town attributes. These results are very consistent with those observed in the 2021 survey. A smaller majority (70%) reported being satisfied with their access to retail, dining, and entertainment. This was slightly down from 73% in 2021 but remains within the margin of random sampling error, suggesting that public opinions are relatively unchanged from the prior year.

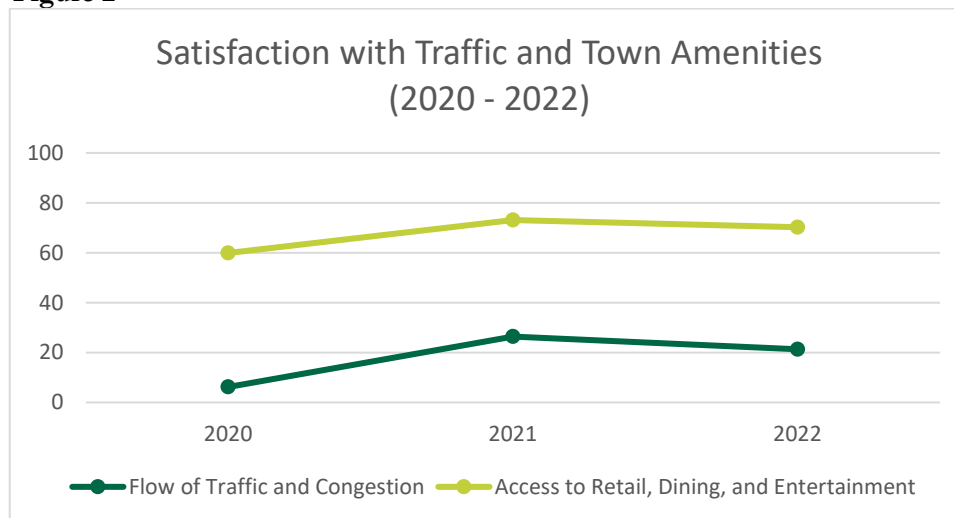
Table 4.
Perceptions of Town Characteristics (Reported as Percentages)

<i>Please indicate your level of satisfaction with the following characteristics of Longboat Key:</i>	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
Overall Reputation of the Community	77.8	19.9	1.8	0.4	0.1
Overall Aesthetics of the Community	71.2	25.8	2.2	0.7	0.0
Overall Safety of the Community	78.7	18.8	1.1	1.3	0.0
The Flow of Traffic and Congestion	2.9	18.4	21.4	41.3	16.1
Access to Public Transportation	5.2	13.5	54.9	16.7	9.8
Access to Retail, Dining and Entertainment	21.6	48.6	14.9	13.6	1.3

Source: 2022 Citizen Survey

Traffic congestion remained a significant source of concern/dissatisfaction among survey respondents in 2022, and it continues to rank as the most significant barrier to quality of life in the community. A majority of 57% indicated that they are dissatisfied with the flow of traffic and congestion. This increased slightly from 52% in 2021. This increase may reflect a resumption/increase in traffic as the COVID-19 pandemic has abated, though it is likely also influenced by off-island road construction (discussed further below). Roughly a quarter of respondents (26%) voiced some dissatisfaction with their access to public transportation on Longboat Key. This was consistent with the prior year’s responses, as shown in Figure 2.

Figure 2



Source: 2022 Citizen Survey

Throughout the survey, respondents were given several opportunities to elaborate on their responses by providing more qualitative, open-ended feedback. The first such prompt read: *Please provide any additional information that you would like us to know about your responses to the questions above and your quality of life on Longboat Key.* In total, 856 open-ended responses were provided to this question. In order to better understand these responses, a random sample of 300 entries was “coded” based on the issues/concerns raised. Table 5 summarizes this sample of responses; the percentages reported in Table 5 refer to random sample of 300 responses. A complete data set containing all responses has been provided to Town leaders for further review and analysis.

Table 5.
Summary of Open-Ended Responses for Quality of Life (Frequency of the Issue Among a Random Sample of 300 Comments)

Issue/Category	Percentage
Traffic Congestion	52.7
Traffic/Pedestrian/Bike Safety	14.7
Restaurants	14.7
Public Transportation	8.7
Over-Development	5.0
Retail	4.3
Crowds/Crowding	3.3
Beach Access	3.0
Cell/Internet Service	2.7
Walkability	2.0
Aesthetics	2.0
Local Dispatch	1.7
Pickleball Courts	1.7
Red Tide	1.7

Source: 2022 Citizen Survey

Consistent with the prior year’s responses, the most frequently raised concern was traffic congestion (n=158). Notably, almost 53% of respondents voiced concerns over the effects of traffic congestion on their quality of life. This indicates an increase in traffic related concerns over the prior years’ survey, consistent with the abatement of the COVID-19 pandemic. Additional traffic related questions and comments are discussed in the next section. A few important themes stood out in the traffic related comments, including (1) residents voiced dissatisfaction with current and potential future roundabouts on Longboat Key, (2) respondents had mixed opinions about potential speed-limit changes on Gulf of Mexico Drive, and (3) respondents conveyed a keen understanding that Longboat Key’s traffic concern are related to factors out of the Town’s control, such as construction projects and traffic slowdowns originating off the island. A significant number of respondents (15%) also voiced concerns over the safety implications of the island’s traffic patterns, not only for automobiles, but also for cyclists and pedestrians.

A notable number of respondents also expressed a desire to see additional dining (15%) and retail establishments (4%) available on the island. Many of these comments tended toward a desire for more casual dining establishments, such as coffee shops, delis, and bakeries. Citizen perceptions of Town amenities are discussed further

below. A number of residents also expressed a sense that improved public transit options could positively improve the quality of life on Longboat Key. While some of these comments specifically referenced bus routes, many also emphasized non-traditional transit options, such as trolley cars, water taxis, and ferry services.

Other less frequently cited topics included concerns around over-development (n=15), crowds/crowding (n=10), and the absence of a local 911/emergency services dispatcher (n=5). Concerns over beach access were expressed by 9 members of the 300-response sample. Many of these comments seemed to focus on a specific property/instance where recent restrictions on beach access have arisen. A small percentage of respondents also voiced concerns over red-tide (n=5) and the expansion of pickleball courts (n=5).

Traffic and Driving Behaviors

In response to significant off-island road construction projects, Town officials added several specific questions to the 2022 survey instrument in order to better understand how residents are being affected by and responding to these disruptions. These included an open-ended question examining whether and in what ways off-island road construction has influenced driving frequency and behaviors. Table 6 shows that an overwhelming majority of residents (73%) have been impacted by the ongoing roadwork. These responses underscore the high perceived impact of traffic congestion on residents’ quality of life, as well as the extent to which Longboat Key is impacted by off-island traffic patterns.

Table 6.
Impacts of Road Construction (N=300)

<i>Has road construction off the island changed your driving patterns?</i>	Frequency	Percent
Yes	218	72.7
No	82	27.3

Source: 2022 Citizen Survey

Table 7 further examines the ways in which residents are responding to these disruptions. A random sample of 300 open-ended comments was coded, showing that nearly a third of residents (30%) reported altering/extending their travel times and specifically planning trips in response to off-island construction. Additionally, 28% indicated that they have begun avoiding trips off the island and in many cases reducing their number of social outings due to anticipated traffic delays. Only 3% of respondents reported taking specific detours, while another 3% indicated that they currently use software applications to plan trips (such as Google Maps and Waze). When asked if they would benefit from assistance in learning to use these applications, only 11% said yes, suggesting that residents do not desire reliance on traffic apps for day-to-day travel.

Table 7.
Specific Impacts of Road Construction (N=300)

<i>How has road construction off the island changed your driving patterns?</i>	Frequency	Percent
Additional Travel Time/Planning	89	29.7
Travel Avoidance	84	28.0
Software (i.e. Google Maps/Waze)	9	3.0
Detours	9	3.0

Source: 2022 Citizen Survey

Finally, respondents were asked whether their off-island trips had increased, decreased, or stayed the same compared to a year ago (Table 8). While it was expected that off-island trips would increase as the COVID-19 pandemic slowed, we found that only 10% reported leaving the island “more often” than a year ago, while more than a third (36%) said that they are leaving the island for appointments and recreation “less often” than a year ago. This is consistent with the open-ended responses discussed above, and they highlight the extent to which Town residents have been impacted by off-island construction projects.

Table 8.
Frequency of Leaving Longboat Key (N=1,420)

<i>Compared to a year ago, have you been leaving the island for appointments and recreation more often, less often, or about the same?</i>	Frequency	Percent
More Often	140	9.8
About the Same	764	53.8
Less Often	516	36.3

Source: 2022 Citizen Survey

Community Amenities

Next, respondents were asked several questions about their awareness of and satisfaction with the various amenities available to them on Longboat Key. Following up on last year’s results, the survey instrument included a question examining which amenities residents are most likely to leave Longboat Key for on a routine basis, as well as which of those amenities they would potentially like to see available on Longboat Key. Familiarity with Town amenities was slightly but not significantly changed from prior years. Overall, the results suggest that residents are

highly satisfied with Town amenities, though many remain unfamiliar with some of the Town’s most prized locales (such as Quick Point Nature Preserve and the Tennis Center).

Table 9 summarizes responses regarding familiarity with Town amenities. Nearly 84% of respondents indicated familiarity with Bayfront Park, while three quarters (76%) were familiar with Durante Park (combining the “very” and “somewhat familiar” responses). A small majority of 57% also indicated familiarity with the Tennis Center, while one in five (20%) indicated that they were “not at all familiar” with the Tennis Center. These numbers were slightly improved from last year (51% and 25% respectively). The least recognized amenities were those attached to the Quick Point Nature Preserve. In this case, just under two-thirds of respondents (59%) indicated that they were either “not very” or “not at all familiar” with those amenities. This was slightly down from 63% in 2021. While these gains in awareness appear relatively small, this is likely to be due in large part to the COVID-19 pandemic, which has limited public events and the use of such amenities.

Table 9.
Awareness of Town Amenities (Reported as Percentages)

<i>How familiar are you with the Town of Longboat Key amenities provided at the following locations?</i>	Very Familiar	Somewhat Familiar	Not Very Familiar	Not at All Familiar
Bayfront Park (N=1,435)	51.4	32.3	11.0	5.3
Durante Park (N=1,435)	45.3	30.3	14.6	9.7
Quick Point Nature Preserve (N=1,435)	17.6	23.2	34.4	24.7
Tennis Center (N=1,434)	27.9	28.9	23.0	20.2

Source: 2022 Citizen Survey

The survey also gave respondents an opportunity to share their levels of satisfaction with existing Town amenities. Table 10 summarizes these responses. Respondents reported being very satisfied with the community’s beaches; 95% indicated that they were either “satisfied” or “very satisfied” with this amenity (slightly up from 93% in 2021). Satisfaction also remained high in the case of the Town’s parks, where at least three-quarters of respondents indicated that they were either “satisfied” or “very satisfied” with both Bayfront and Durante Parks.

As was the case in 2021, approximately half of those who answered for Quick Point Nature Preserve (49%) indicated that they were satisfied with the amenities provided there. However, nearly half (48%) provided a neutral response, underscoring the lack of familiarity with these amenities on the part of many residents. A similar pattern was observed in the case of the Tennis Center, where a third of respondents (50%) provided a neutral response. Reported satisfaction with the Tennis Center did decline over the prior year, with 50% of respondents indicating that they are either “satisfied” or “very satisfied” with the amenity, compared with 60% in 2021. Again, it should be noted that the COVID-19 pandemic is likely to have had a negative impact on the Town’s plans to increase community awareness and public programming around these amenities in the past year.

Table 10.
Satisfaction with Town Amenities (Reported as Percentages)

<i>Please indicate your level of satisfaction with the quality of the following Town of Longboat Key amenities:</i>	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
Beaches	66.5	29.0	2.7	1.1	0.6
Bayfront Park	47.5	33.9	17.0	1.3	0.3
Durante Park	40.7	34.8	22.6	1.6	0.3
Quick Point Nature Preserve	22.5	26.8	48.4	2.0	0.2
Tennis Center	25.1	24.6	49.2	0.7	0.4
Way-Finding Signage	18.0	43.4	34.1	3.7	0.8

Source: 2022 Citizen Survey

Following up on last year’s survey, respondents were asked to share the reasons for which they frequently leave Longboat Key. Respondents were provided the list of options in Table 11, below. The four most commonly cited reasons for leaving Longboat Key were the same as those observed in the 2021 survey. These included dining/restaurants (78%, compared to 79% in 2021), retail shopping (71% compared to 81% in 2021), gas stations (65%, compared to 72% in 2021), and medical appointments (60%, compared to 70%) in 2021. A small majority of respondents (54%) also indicated that they regularly leave the island for consumer services (such as hair care, dry-cleaning, and auto service). Compared with the 2021 survey results, decreased off-island trips (as noted above) appear to be related to retail shopping, gas stations, and medical appointments in many cases.

Table 11.
Reasons for Frequently Leaving Longboat Key

<i>For which of the following reasons do you frequently leave Longboat Key?</i>	Frequency	% of Total Sample†
Dining/Restaurants	1,123	77.9
Retail Shopping	1,023	71.0
Gas Stations	936	64.9
Doctor, Dentist, Medical Appointments	868	60.2
Consumer Services (i.e. hair, dry cleaning, auto)	776	53.8
Performances (i.e. shows, concerts, arts)	678	47.0
Visit Family and Friends	547	37.9
Grocery Shopping	497	34.5
Movie Theater	393	27.3
Work/Employment Off the Island	127	8.8

Source: 2022 Citizen Survey

† Percentages do not total to 100, as respondents were able to select multiple items.

Government Services

To measure public satisfaction with government services, respondents were asked to rate their satisfaction with various Town departments and services. Those who have interacted with a Town official or department in the past six months were also asked to share some feedback about their most recent experience. As in prior years, respondents indicated high levels of satisfaction with the quality of most local government services as well as their interactions with Town staff. At least a small majority of respondents indicated being either “satisfied” or “very satisfied” with each of the government services considered in the survey. Respondents gave especially high marks to the Town’s police, fire, and ambulance services, as well as in the areas of emergency management, solid waste services, and parks/town facilities. Table 12 provides a detailed summary of these responses for each service/department. The highest rated services included fire and ambulance (90%), police (91%), solid waste services (91%), parks and town facilities (89%), and emergency management (88%). A smaller majority reported satisfaction with the Town’s code enforcement (58%) and permitting (51%) services. However, in each case, a third of respondents provided a neutral rating, suggesting that many residents may have limited familiarity with these services. It should be noted that in some instances these scores appear slightly lower than those observed in 2021. However, these changes are minor and well within the expected range of random sampling error.

Table 12.

Satisfaction with Government Services (Reported as Percentages)

<i>Please indicate your level of satisfaction with the quality of the following services provided by the Town of Longboat Key:</i>	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
Police Services (N=1,380)	65.9	24.9	8.0	0.8	0.4
Fire and Ambulance Services (N=1,332)	70.0	20.3	9.2	0.4	0.2
Emergency Management and Preparedness (N=1,298)	61.6	26.0	11.6	0.5	0.3
Maintenance of Streets and Sidewalks (N=1,415)	43.5	40.5	8.4	5.6	2.0
Solid Waste Services (Trash & Recycling) (N=1,391)	52.9	38.2	7.8	1.0	0.1
Parks and Town Facilities (N=1,375)	50.5	38.5	9.5	1.5	0.1
Water and Waste-Water Utilities (N=1,328)	41.9	40.9	13.9	2.7	0.6
Storm Water Management (N=1,284)	28.8	36.4	24.5	7.7	2.6
Permitting (i.e. Planning and Building) (N=1,185)	18.4	32.3	33.9	10.3	5.1
Code Enforcement (N=1,210)	23.4	34.6	32.4	7.4	2.2
General Town Administration (N=1,342)	34.2	44.5	18.9	1.5	0.9

Source: 2022 Citizen Survey

Respondents who had contacted a Town department or official for assistance in the six months prior to the survey were asked to share some additional information about their experience. Of the 1,441 total survey

respondents, 469 (32%) indicated that they had contacted a Town official or department in the past six months. Their responses to a series of follow-up questions are summarized in Table 13 below. Overall, respondents rated their interactions with Town staff and officials positively, with majorities agreeing that the Town staff member or official performed well in each area. In particular, 90% of respondents indicated that it was easy to contact the appropriate individual to address their concern, while an even larger percentage (92%) indicated that Town employees were courteous and respectful. In each case, these responses were very consistent with those observed in 2021.

Table 13.

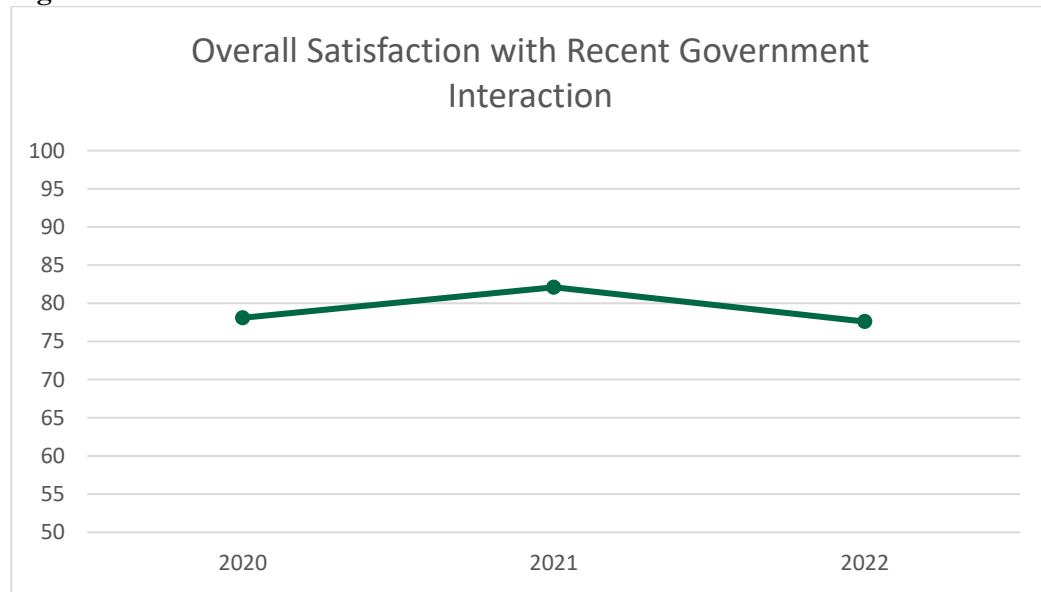
Customer Service Provided by Town Staff and Officials (Reported as Percentages)

<i>Please indicate your level of agreement with each of the following statements (as they pertain to your most recent contact with a Town official or department):</i>	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
It was easy to contact the appropriate Town official or department (N=469)	51.6	38.8	5.8	3.4	0.4
My concern was addressed in a reasonable time (N=468)	45.7	34.2	12.0	4.5	3.6
My concern was completely resolved (N=456)	39.5	26.1	19.3	9.6	5.5
Town employees were courteous and respectful (N=465)	66.0	26.0	6.2	1.1	0.6
Town employees were knowledgeable (N=463)	61.1	26.8	9.3	1.7	1.1
I was satisfied with my experience (N=468)	50.0	27.6	13.5	4.3	4.7

Source: 2022 Citizen Survey

A slightly smaller number (78%) agreed that they were satisfied with their overall customer service experience. This slightly lower rate of satisfaction appears to be driven primarily by issue resolution. For example, respondents gave the lowest overall rating when prompted: *My concern was completely resolved*. In this case, 66% of respondents chose either “agree” or “strongly agree”. Notably, this represents more than a two-thirds majority, and only 15% of respondents expressed disagreement with this statement. However, the number agreeing was slightly down from 70% in 2021. Figure 3 shows the trend in overall satisfaction from 2020 through 2022.

Figure 3.



Source: 2022 Citizen Survey

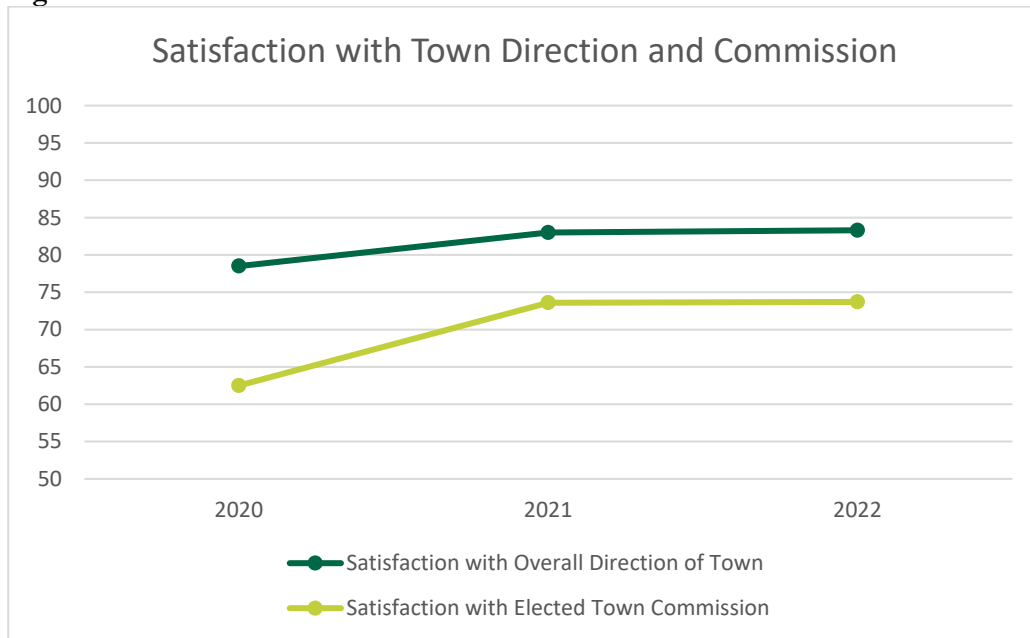
Lastly, respondents were asked to indicate their current levels of satisfaction with both the overall direction that the Town is taking, as well as with the performance of the elected Town Commission. Table 14 summarizes responses to both questions. A significant majority (83%) indicated that they were satisfied with the overall direction being taken by the Town, while nearly three-quarters (74%) indicated the same about the job being done by the elected Town Commission. In each case, these responses were almost identical to those observed in the 2021 survey (see Figure 4, below).

Table 14.
Satisfaction with Elected Leadership and Overall Direction of the Town (Reported as Percentages)

<i>How satisfied are you with...</i>	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
...the overall direction that the Town of Longboat Key is taking? (N=1,434)	32.5	50.8	14.0	2.4	0.3
...the job that the elected Town Commission is doing to serve the residents of Longboat Key? (N=1,425)	25.6	48.1	23.2	2.5	0.6

Source: 2022 Citizen Survey

Figure 4.



Source: 2022 Citizen Survey

Town Communications

To better understand public preferences for Town related information and emergency updates, respondents were asked several questions about their means and preferences for being informed about Town issues, services, and events. Table 15 summarizes the methods that citizens report using (currently) for these purposes. Consistent with prior years' survey, the most commonly cited information source was the Town's local newspapers, with 83% indicating that they utilize them (82% in 2021). The next most common sources of information included the Town's E-Notification system and website, which were noted by 50% and 46% of respondents, respectively. While reliance on the Town's E-Notification system was unchanged from the prior year, the Town's website appeared to see a slight increase in usage (up from 43% in 2021). As was the case in prior years, each of the Town's three social media accounts was selected by less than 15% of respondents. While this may lag behind social media usage among other local government jurisdictions, it's noteworthy that open-ended responses from a prior year's survey indicated that many residents are not interested in using social media as a primary source of Town information at this time.

Table 15.**Means of Staying Informed About Town Issues**

<i>Which of the following sources do you use to stay informed about Town issues, services, and events? (Please check all that apply)</i>	Frequency	% of Total Sample†
Local Newspapers	1,203	83.5
Town E-Notification (i.e. Email Announcements)	722	50.1
Town Website	669	46.4
Facebook	188	13.0
Instagram	70	4.8
Twitter	45	3.1

Source: 2022 Citizen Survey

† Percentages do not total to 100, as respondents were allowed to select multiple items.

Table 16 summarizes current levels of satisfaction with the Town’s ongoing community outreach and communication efforts. Respondents reported relatively high levels of satisfaction with their access to Town information (77%) as well as the Town’s efforts to keep them informed (82%). Satisfaction was lowest in the case of “opportunities to participate in Town government (50%). Roughly two-thirds of respondents were satisfied with the Town’s website (65%). Only 43% indicated that they were satisfied with the Town’s social media activity, but notably 54% responded to this question neutrally. As noted above, many residents have expressed a desire to not rely on social media for Town information in prior iterations of the survey.

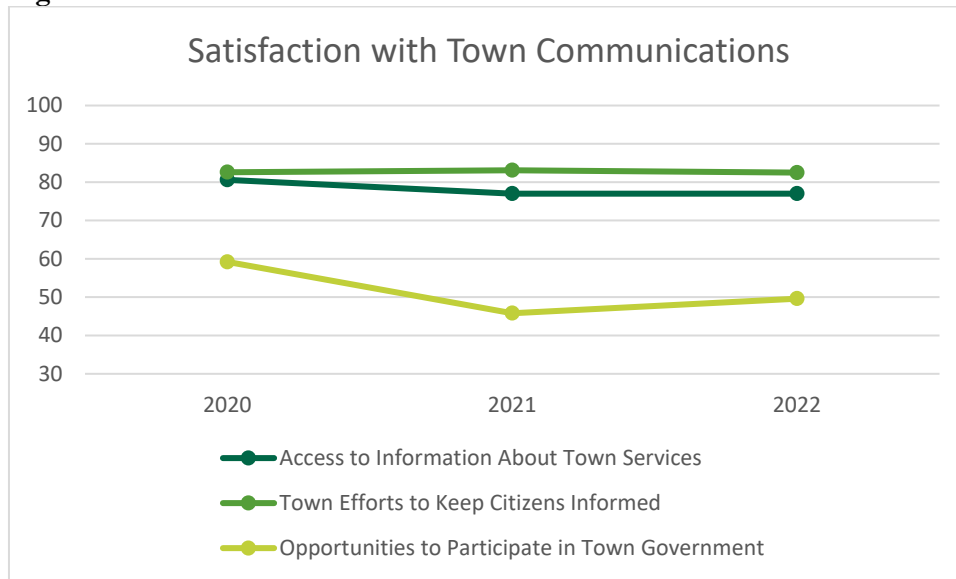
Table 16.**Satisfaction with Town Communications (Reported as Percentages)**

<i>Please indicate your level of satisfaction with each of the following:</i>	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
Access to Information About Town Services (N=1,335)	42.5	34.5	20.7	2.0	0.3
Town Efforts to Keep Citizens Informed (N=1,378)	47.6	34.9	13.7	3.0	0.7
Opportunities to Participate in Town Government (N=1,173)	27.5	22.1	46.7	3.1	0.7
Town's Website (N=1,218)	32.7	32.8	31.9	2.3	0.4
Town's Social Media Sites (N=936)	20.1	23.0	54.0	2.8	0.2

Source: 2022 Citizen Survey

Figure 5 shows recent trends in satisfaction with Town communications. As the data show, public opinion has been relatively unchanged in the case of “access to information about town services” and “town efforts to keep citizens informed”. In the case of “opportunities to participate in Town government”, satisfaction was slightly higher this year than in 2021, but it remained well below the previous high in 2020. It is likely that opportunities to participate in Town government have been diminished in part by the ongoing COVID-19 pandemic.

Figure 5.



Source: 2022 Citizen Survey

Usage of the Town’s text-based emergency notification system – the *Alert Longboat Key Emergency Notification System* – was relatively unchanged over the past year. Table 17 shows that roughly 67% of residents have signed up for text-based emergency alerts (compared with 65% in 2021). Comparatively, 24% had not (compared to 25% in 2021). Among those who have not signed up for the service, the overwhelming majority cited a lack of familiarity.

Table 17.

Alert Longboat Key Emergency Notification System (N=1,438)

Have you signed up for the Alert Longboat Key Emergency Notification System?	Frequency	% of Total Sample
Yes	960	66.8
No	341	23.7
Unsure	137	9.5

Source: 2022 Citizen Survey

Town Priorities

A primary goal of the *Citizen Survey* is to collect public input regarding Town priorities for future planning. To that end, respondents were asked several questions about the importance of key policy issues and the biggest challenges facing the Town in the coming years. Consistent with prior years, the responses indicate that citizens view beach/shoreline management, traffic congestion, and infrastructure upkeep as being among the top priorities for the Town in the coming years. Table 18 summarizes the importance ascribed by citizens to a range of ongoing issues/challenges facing the Town. The most important issues, according to residents, include beach/shoreline management (98%, either “very” or “somewhat important”), infrastructure upkeep/roads (97%), traffic congestion (97%), and fiscal sustainability (96%). The least important issues, according to respondents, included replacing Bayfront Rec Center and the “One-County Initiative”. These results are very consistent with those observed in 2021.

Table 18.
Town Priorities

<i>In your opinion, how important is it for the Town of Longboat Key to address each of the following issues in the coming years?</i>	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Not at All Important
Beach/Shoreline Management (N=1,427)	81.3	16.6	1.5	0.2	0.4
Sea-Level Rise (Adaptation Plan) (N=1,421)	54.2	27.4	11.3	3.2	3.9
Canal Dredging (N=1,402)	30.5	38.0	23.8	4.1	3.6
Street Flooding (N=1,413)	48.7	37.6	10.9	1.4	1.4
“One-County” Initiative (N=1,385)	22.5	25.6	32.9	5.7	13.4
Encourage Redevelopment of Aging Properties (N=1,406)	27.5	37.3	23.4	5.2	6.6
Infrastructure Upkeep (i.e. Roads, Utilities, etc.) (N=1,426)	74.1	23.3	2.4	1.1	0.1
Fiscal Sustainability (N=1,422)	72.4	23.3	4.0	0.1	0.1
Traffic (Congestion/Safety) (N=1,427)	84.2	13.0	2.0	0.6	0.3
Waste-Water Line to the Mainland (N=1,401)	51.4	34.4	11.6	0.9	1.7
Bayfront Rec. Center (N=1,395)	11.8	30.9	38.4	9.2	9.7
Green (Environmental) Initiatives (N=1,416)	36.9	32.4	17.2	7.2	6.4

Source: 2022 Citizen Survey

As in prior iterations of the survey, respondents were also asked to identify the most important challenges facing the Town. Each respondent was able to select up to three issues from the list summarized in Table 19 below. The three most commonly cited issues included traffic congestion (64%), red tide (51%), and beach erosion (41%). These received considerably more attention than other topics, with the next commonly cited issues being selected by just under a quarter of respondents: i.e. infrastructure upkeep and development (23%), sea-level rise (22%), and property insurance costs (22%). Issues related to property-values and real-estate were the least likely to be selected among the “most important challenges”.

Table 19.
Most Important Challenges Facing the Town of Longboat Key

<i>In your opinion, what are the three most important challenges facing the Town of Longboat Key at this time?</i>	Frequency	% of Total Sample†
Traffic Congestion	917	63.6
Red Tide	732	50.8
Beach Erosion	590	40.9
Infrastructure Upkeep/Development	334	23.2
Sea-Level Rise	315	21.8
Property Insurance Costs	312	21.6
Cell Phone Coverage	241	16.7
Taxes	205	14.2
Fiscal Sustainability	188	13.0
Illegal Rentals	129	8.9
Hurricane/Emergency Preparedness	121	8.4
Property Values	63	4.4
Aging Real-Estate Stock	60	4.2

Source: 2021 Citizen Survey

† Percentages do not total to 100, as respondents were allowed to select multiple items.

Table 19 shows consistency in citizen perceptions of the most important issues facing the Town over the past three years. Beach erosion has been among the top 3 issues each of the past 3 years, with infrastructure upkeep and traffic congestion both appearing twice (and each ranking 4th in the other years). This shows that residents have a consistent sense of the primary challenges facing the community.

Table 20.

Three Year Trend of Most Important Issues Facing Longboat Key

2020	2021	2022
Beach Erosion (44.9%)	Traffic Congestion (66.2%)	Traffic Congestion (63.6%)
Infrastructure (38.2%)	Beach Erosion (53.1%)	Red-Tide (50.8%)
Sea-Level Rise (36.0%)	Infrastructure (28.3%)	Beach Erosion (40.9%)

*For the 2020 survey, Traffic Congestion was not included among the Town's most important challenges, but it was identified by 34.8% of respondents under "Other"

Policy Preferences

The final section of the survey asked respondents to share their thoughts related to several emerging policy issues, including electric vehicle infrastructure, public transportation, and upcoming Town events. Table 20 summarizes responses related to electric vehicle infrastructure. According to the results, only 11% of Town residents currently own a full- or hybrid-electric vehicle. However, nearly a third (33%) indicated that they would be open to purchasing one in the next 5 years if convenient charging stations were available. The results underscore that the availability of charging stations is key to electric vehicle adoption, with 51% saying that access to convenient charging stations would be a significant determinant when considering an electric vehicle purchase. At present, only 17% of Town residents say that they have access to charging stations in their homes/residential communities.

Table 21.
Profile of Survey Respondents

	Frequency	Percent
<i>Do you currently own an electric vehicle?</i>		
Yes, I own a full-electric vehicle	79	5.5
Yes, I own a hybrid-electric vehicle	87	6.0
No	1,273	88.5
<i>If charging stations were available, would you plan on purchasing or leasing an electric vehicle in the next 5 years?</i>		
Yes	464	32.6
No	526	36.5
Unsure	434	30.1

Are there currently charging stations or outlets for electric vehicles available in your home or residential community/complex?

Yes	239	16.7
No	1,068	74.6
Unsure	124	8.7

Is access to convenient charging stations or outlets a concern that might prevent you from purchasing an electric vehicle?

Yes	731	51.1
No	700	48.9

Source: 2022 Citizen Survey

Table 21 summarizes responses related to public transportation preferences on Longboat Key. Among the survey respondents, only 4% reported using public transit on the island in the past year. However, there appears to be some unmet demand, as 43% indicated that they would be likely to use an “on-demand” public transportation service if it were available on Longboat Key, and 70% indicated that it is either “somewhat” or “very important” for their to be a unified level of public transportation service for the entire community of Longboat Key.

Table 22.
Profile of Survey Respondents

	Frequency	Percent
<i>Have you used public transit on the island in the past year?</i>		
Yes	62	4.3
No	1,379	95.7
<i>If an “on-demand” public transportation service was available for the entire island of Longboat Key, how likely would you be to use the service?</i>		
Very Likely	219	15.3
Somewhat Likely	399	27.8
Not Very Likely	495	34.5
Not at All Likely	323	22.5
<i>Sarasota and Manatee County offer different public transportation systems and levels of service on the island. In your opinion, how important is it to have a unified level of public transportation service on the island?</i>		
Very Important	426	29.6
Somewhat Important	577	40.2
Not Very Important	284	19.8
Not at All Important	150	10.4

Source: 2022 Citizen Survey

Finally, respondents were asked about their intentions to attend upcoming events at the Town Center, as well as their preferences for future programming. A majority of residents (58%) indicated that they do plan on attending an upcoming event at the Town Center (Table 22).

Table 23.

Plans to Attend Future Town Center Events

<i>The Town is planning multiple events this season at the Town Center, including concerts, markets, art festivals, etc. Do you plan to attend an event at the Town Center this year?</i>	Frequency	% of Total Sample†
Yes	832	57.9
No	173	12.0
Unsure	433	30.1

Source: 2022 Citizen Survey

† Percentages do not total to 100, as respondents were allowed to select multiple items.

Respondents were asked in an open-ended question to share their preferences for future Town events. A random sample of 200 responses was drawn and analyzed to better understand these preferences. The most commonly cited preferences included concerts (26%), farmers markets (15%), and food/alcohol related events (11%). However, it should be noted that 9% of respondents expressed a desire to see no additional events, citing concerns over traffic and noise. Additionally, another 35% who responded to the question did not offer any specific suggestions. In many instances, the response simply read “no”. It’s unclear if these responses were meant to indicate simply the lack of a specific suggestion or a desire to see no additional events planned. A full list of these responses was provided to Town officials.

Table 24.

Desired Events for Town Center (sample of 200 responses)

<i>Do you have any suggestions for future events at the Town Center?</i>	Frequency	% of Total Sample†
Concerts	52	26.0
Farmers Markets	31	15.5
Food/Alcohol Events	22	11.0
Art Shows	21	10.5
Movies	8	4.0
Theater	8	4.0
Car/Boat Shows	6	3.0
None	18	9.0
No Suggestion	70	35.0

Source: 2022 Citizen Survey

† Percentages do not total to 100, as respondents were allowed to select multiple items.

CONCLUSIONS

The third annual *Citizen Survey* was conducted in January of 2022 by the Town of Longboat Key in order to obtain input from residents on a broad range of issues related to quality of life, Town amenities, and satisfaction with government services. Some common themes were evident in the results.

1. Residents continue to express very **positive sentiments about the Quality of Life on Longboat Key**. The three-year trend shows that quality of life ratings in Longboat Key are consistently above those in comparable/surrounding communities.
 - ✓ 99% of respondents described the overall quality of life on Longboat Key as either “excellent” or “good”.
 - The proportion who chose “excellent” was 69%.
 - ✓ 94% rated the Town as either an “excellent” or “good” place to live, retire, and visit.
 - ✓ Over 97% of respondents indicated that they are satisfied with the Town’s overall reputation, aesthetic appeal, and safety.

2. Residents of Longboat Key have been significantly impacted by **off-island road construction projects**.
 - ✓ According to residents, traffic and congestion remain the primary detriment to quality of life on Longboat Key: 57% of respondents expressed dissatisfaction with the flow of traffic and congestion on Longboat Key.
 - ✓ A larger majority of respondents (73%) indicated that they have been adversely impacted by off-island road construction projects.
 - ✓ The most commonly reported impacts included additional travel time/planning (30%) and travel avoidance – i.e. a reduction in trips off the island (28%).

3. Along with traffic congestion, several other issues were consistently raised as **top priorities** by the survey respondents:
- ✓ After traffic congestion, **Beach Renourishment** was ranked as the second most important challenge facing the Town, and 98% of respondents indicated that it is either “somewhat” or “very important” for the Town to address beach management and shoreline protection in the coming years.
 - ✓ Red-Tide was identified as the third most important challenge facing the Town of Longboat Key.
 - ✓ **Infrastructure Upkeep** was identified as the fourth biggest challenge facing the Town, and 97% of respondents indicated that it is important to them that the Town take steps to address the issue in the coming years.
 - ✓ Three-year trend data shows that beach renourishment, infrastructure upkeep, and traffic congestion are consistently the most important priorities for Town residents.
4. Respondents indicated **high levels of satisfaction with government services** and performance, including the customer service provided by Town staff and officials. These numbers were relatively consistent with those observed in 2021.
- ✓ In several categories, roughly 90% of respondents indicated high levels of satisfaction with the services provided by the Town of Longboat Key:
 - Police Services – 91%
 - Solid Waste Services – 91%
 - Fire and Ambulance – 90%
 - Parks and Town Facilities – 89%
 - Emergency Management and Preparedness – 88%
 - ✓ Respondents were also very satisfied with the customer service provided by Town staff and officials, with over 90% indicating that staff are easy to contact and courteous.
 - ✓ 83% of respondents are satisfied with the overall direction being taken by the Town, and 74% of respondents are satisfied with the job being done by the elected Town Commission.

5. The responses highlight potential **unmet demand for additional public transportation options.**

- ✓ While only 4% of survey respondents reported using public transit on the island in the past year, 43% indicated that they would be likely to use an on-demand public transit option if it were available on the island.
- ✓ 70% of respondents indicated that it is important to have a unified level of public transportation service available for the entire community of Longboat Key.

6. Charging infrastructure is critical to the **adoption of electric vehicles on Longboat Key.**

- ✓ Only 11% of Longboat Key residents currently own a full- or hybrid-electric vehicle. However, 33% indicated that they would be open to purchasing an electric vehicle in the next 5 years if convenient charging stations were available.
- ✓ Over half of the survey respondents (51%) indicated that access to convenient charging stations is a concern that might prevent them from purchasing an electric vehicle.
- ✓ At present, only 17% of residents report having access to an electric vehicle charging station at their home/residential community.

APPENDIX: 2022 Survey Instrument

This Appendix includes a complete copy of the survey instrument.

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 Town and the amenities available to you here on Longboat Key. We also want to hear your thoughts about the Town'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.

In order to collect this important feedback, we have contracted the Florida Institute of Government (FIOG) at the University of South Florida. We would like to request that one member of each household complete the survey. This questionnaire will only take 10-15 minutes of your time to complete, and your responses will be entirely confidential. We are greatly appreciative of your time and participation in this important effort!

For questions, please contact us at:

Carolyn Brown
Town of Longboat Key
Support Services Director
CBrown@longboatkey.org

Stephen Neely, PhD
University of South Florida
Associate Professor
srneely@usf.edu

Sincerely,

Tom Harmer
Town Manager

Q2 Please enter your unique survey access code from your survey invitation in the space below.

Q3 How would you rate your overall quality of life on Longboat Key?

- Excellent (1)
- Good (2)
- Fair (3)
- Poor (4)

Q4 How would you rate the Town of Longboat Key in each of the following areas?

	Excellent (1)	Good (2)	Fair (3)	Poor (4)	Unsure (5)
As a place to live (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to retire (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to work (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to visit (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 Please indicate your level of satisfaction with the following characteristics of Longboat Key:

	Very Satisfied (1)	Satisfied (2)	Neither Satisfied nor Dissatisfied (3)	Dissatisfied (4)	Very Dissatisfied (5)
The overall reputation of the community (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall aesthetics of the community (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall safety of the community (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The flow of traffic and congestion (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your access to public transportation (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your access to retail, dining, and entertainment (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 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 on Longboat Key.

Q7 How has road construction off the island changed your driving patterns?

Q8 Would you benefit from assistance in learning how to use navigation apps such as Google Maps or Waze?

- Yes (1)
- No (2)

Q9 How familiar are you with the Town of Longboat Key amenities provided at the following locations?

	Very Familiar (1)	Somewhat Familiar (2)	Not Very Familiar (3)	Not at All Familiar (4)
Bayfront Park (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durante Park (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quick Point Nature Preserve (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis Center (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Please indicate your level of satisfaction with the quality of the following Town of Longboat Key amenities:

	Very Satisfied (1)	Satisfied (2)	Neither Satisfied nor Dissatisfied (3)	Dissatisfied (4)	Very Dissatisfied (5)	Unsure (6)
Beaches (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bayfront Park (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durante Park (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quick Point Nature Preserve (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis Center (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Way-Finding Signage (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 In the space below, please share any information that would help us to better understand your responses to the previous two questions

Q12 For which of the following reasons do you **frequently** leave Longboat Key? In this case, "frequently" would mean at least once per week. (Please check all that apply).

- Work/Employment Off the Island (1)
- Grocery Shopping (2)
- Retail Shopping (3)
- Gas Stations (4)
- Visit Family and Friends (5)
- Dining/Restaurants (6)
- Doctor, Dentist, Medical Appointments (7)
- Movie Theater (8)
- Performances (i.e. Shows, Concerts, Arts) (9)
- Consumer Services (i.e. Dry Cleaning, Hair Salon, Auto Maintenance, etc.) (10)

Q13 Compared to a year ago, have you been leaving the island for appointments and recreation more often, less often, or about the same.

- More Often (1)
- About the Same (2)
- Less Often (3)

Q14 Thinking about your responses to the previous questions, which services and amenities would you most like to see added on Longboat Key?

Q15 Please indicate your level of satisfaction with the quality of the following services provided by the Town of Longboat Key:

	Very Satisfied (1)	Satisfied (2)	Neither Satisfied nor Dissatisfied (3)	Dissatisfied (4)	Very Dissatisfied (5)	Unsure (6)
Police Services (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire and Ambulance Services (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency Management and Preparedness (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of Streets and Sidewalks (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solid Waste Services (i.e. Trash and Recycling) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and Town Facilities (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water and Waste Water Utilities (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storm Water Management (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permitting (i.e. Planning and Building) (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Code Enforcement (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General Town Administration (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 Please provide any additional information that you would like us to know about your responses to the question above.

Q17 Have you visited the Town's website in the **past six months?**

- Yes (1)
- No (2)

Q18 Have you contacted a Town official or department in the **past six months?**

- Yes (1)
- No (2)

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

Q19 For the following questions, please answer based on **your most recent contact** with a Town official or department.

Q20 How did you first contact the Town for your most recent inquiry?

- Walk-In (1)
- Phone (2)
- Email (3)
- Website ("Report a Concern" Link) (4)
- Other (Please Specify in the Box Below) (5) _____

Q21 Please indicate your level of agreement with each of the following statements (as they pertain to your most recent contact with a Town official or department):

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
It was easy to contact the appropriate Town official or department (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My concern was addressed in a reasonable time (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My concern was completely resolved (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town employees were courteous and respectful (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town employees were knowledgeable (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was satisfied with my experience (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 Please feel free to share any additional information that you would like us to know about your most recent contact with the Town.

Q23 Please indicate your level of satisfaction with each of the following:

	Very Satisfied (1)	Somewhat Satisfied (2)	Neither Satisfied nor Dissatisfied (3)	Somewhat Dissatisfied (4)	Very Dissatisfied (5)	Unsure (6)
Access to information about Town services (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town efforts to keep citizens informed (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to participate in Town government (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Town's website (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Town's social media sites (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24 Please provide any additional information that you would like us to know about your responses to the previous question.

Q25 Which of the following sources do you use to stay informed about Town issues, services, and events? (Please check all that apply)

- Town Website (1)
- Facebook (2)
- Twitter (3)
- Instagram (4)
- Town E-Notification (i.e. Email Announcements) (5)
- Local Newspapers (6)

Q26 Have you signed up for the **Alert Longboat Key Emergency Notification System**?

- Yes (1)
- No (2)
- Unsure (3)

Skip To: End of Block If Have you signed up for the Alert Longboat Key Emergency Notification System? != No

Q27 Please let us know why you haven't signed up for the **Alert Longboat Key Emergency Notification System**.

- I'm not familiar with the service (1)
- I'm not interested in being contacted by text message alerts (2)
- Other (Please Specify) (3) _____

Q28. How important is it for the Town of Longboat Key to address each of the following issues in the coming years?

	Very Important (1)	Somewhat Important (2)	Neither Important nor Unimportant (3)	Somewhat Unimportant (4)	Not at All Important (5)
Beach Management/Shoreline Protection (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sea-Level Rise (Adaptation Plan) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canal Dredging (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Flooding (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"One-County" Initiative (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage the Redevelopment of Aging Nonconforming Properties (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure Upkeep (i.e. Roads, Utilities, Town Facilities, etc.) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fiscal Sustainability (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic (Congestion/Safety) (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Waste-Water Line to the Mainland (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bayfront Rec Center Replacement (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green (Environmental) Initiatives (19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q29 In your opinion, what are **the three most important challenges** facing the Town of Longboat Key at this time? (Please select no more than three).

- Beach Erosion (1)
- Sea-Level Rise (4)
- Aging Real-Estate Stock (7)
- Infrastructure Upkeep and Development (8)
- Hurricane/Emergency Preparedness (9)
- Property Values (11)
- Red Tide (20)
- Fiscal Sustainability (12)
- Illegal Rentals (21)
- Taxes (14)
- Property Insurance Costs (17)
- Cell Phone Coverage (18)
- Traffic Congestion (19)
- Other (Please Specify in the Box Below) (15) _____

Q30 How satisfied are you with the overall direction that the Town of Longboat Key is taking?

- Very Satisfied (1)
- Satisfied (2)
- Neither Satisfied nor Dissatisfied (3)
- Dissatisfied (5)
- Very Dissatisfied (6)

Q31 How satisfied are you with the job that the elected Town Commission is doing to serve the residents of Longboat Key?

- Very Satisfied (1)
- Satisfied (2)
- Neither Satisfied nor Dissatisfied (3)
- Dissatisfied (4)
- Very Dissatisfied (5)

Q32 As we think about Longboat Key's infrastructure needs in the coming years, we would like to better understand residents' attitudes toward electric vehicles and the need for infrastructure developments to accommodate emerging preferences and technologies.

Do you currently own an electric vehicle?

- Yes, I own a full-electric vehicle (1)
- Yes, I own a hybrid-electric vehicle (4)
- No (2)

Q33 If charging stations were available, would you plan on purchasing or leasing an electric vehicle in the next 5 years?

- Yes (1)
- No (2)
- Unsure (3)

Q34 Are there currently charging stations or outlets for electric vehicles available in your home or residential community/complex?

- Yes (1)
- No (2)
- Unsure (3)

Q35 Is access to convenient charging stations or outlets a concern that might prevent you from purchasing an electric vehicle?

- Yes (1)
- No (3)

Q36 Which County do you currently live in?

- Sarasota (1)
- Manatee (2)
- Unsure (3)

Q37 Have you used public transit on the island in the past year?

- Yes (1)
- No (2)

Q38 If an "on-demand" public transportation service was available for the entire island of Longboat Key, how likely would you be to use the service?

- Very Likely (1)
- Somewhat Likely (2)
- Not Very Likely (3)
- Not at All Likely (4)

Q39 Sarasota and Manatee County offer different public transportation systems and levels of service on the island. In your opinion, how important is it to have a unified level of public transportation service on the island?

- Very Important (1)
- Somewhat Important (2)
- Not Very Important (3)
- Not Important at All (4)

Q40 The Town is planning multiple events this season at the Town Center, including concerts, markets, art festivals, etc. Do you plan to attend an event at the Town Center this year?

- Yes (1)
- No (2)
- Unsure (3)

Skip To: Q42 If The Town is planning multiple events this season at the Town Center, including concerts, markets,... != No

Q41 Can you tell us a little bit about why you don't plan on attending any events at the Town Center this year?

Q42 Do you have any suggestions for future events at the Town Center?

Q43 How long have you lived on Longboat Key?

- Less than 5 years (1)
- 5-10 years (2)
- 11-20 years (3)
- More than 20 years (4)

Q44 Where do you expect to be living in 5 years?

- Longboat Key (1)
- Another community in the Tampa Bay region (2)
- Another community in Florida (3)
- Outside of Florida (4)
- Unsure (5)

Skip To: Q46 If Where do you expect to be living in 5 years? = Longboat Key

Q45 Please tell us why you don't expect to be living in Longboat Key in 5 years?

Q46 What type of home do you live in?

- Single Family Home (1)
- Town House or Condominium (2)
- Apartment (3)
- Other (4)

Q47 Do you currently own or rent your home?

- Own (1)
- Rent (2)

Q48 What is your gender?

- Male (1)
- Female (2)
- Prefer not to answer (3)

Q49 What is the last grade or class you completed in school?

- Grade 8 or lower (1)
- Some high school, no diploma (2)
- High school diploma or equivalent (3)
- Technical or vocational school after high school (4)
- Some college, no degree (5)
- Associate's or two-year college degree (6)
- Four-year college degree (8)
- Graduate or professional school after college, no degree (9)
- Graduate or professional degree (10)

Q50 Do you have children under the age of 18 living in your home?

- Yes (1)
- No (2)

Q51 Did you respond to the Town's 2021 Citizen Satisfaction Survey?

- Yes (1)
- No (2)