

## M E M O R A N D U M

**TO:** Tom Harmer, Town Manager  
**FROM:** Carolyn Brown, Support Services Director  
**REPORT DATE:** March 22, 2023  
**MEETING DATE:** April 3, 2023  
**SUBJECT:** Final Report of 2023 Citizens' Satisfaction Survey by University of South Florida, Florida Institute of Government

### **Recommended Action**

None, informational only.

### **Background**

In January 2020, 2021 and 2022, the Town conducted its Annual Citizens' Satisfaction Survey. The survey was developed in partnership with the Florida Institute of Government (FIOG) at the University of South Florida. The results of the survey were presented and considered in the strategic planning for each of those specific fiscal years.

In January 2023, the fourth annual survey was sent out to property owners throughout the Town. Conducting this annual survey has provided an on-going opportunity for respondents to rank how satisfied they are with Town services and how important it is for the Town to work on specific quality-of-life issues. The survey was conducted to provide input to Town staff, administration, and the Town Commission in advance of the annual Commission Strategic Planning Retreat.

The Town worked with the FIOG on the survey tool and implementation of the on-line survey and continued to refine the process. The survey instrument included a series of standard questions that are intended to be asked each year. Over time this will help the Town identify trends in the responses. In addition to the standard questions, a series of policy-type questions are included each year to provide additional feedback to the Commission regarding current issues facing the Town.

The survey was launched on January 9, 2023. The survey closed for submissions on February 11, 2023. A total 1348 surveys were completed this year (just under the 1441 received last year).

### **2023 Citizen Survey Executive Summary and Report**

FIOG analyzed the data and published both an Executive Summary and a full 2023 Annual Citizen Survey Report. The Executive Summary provides an abbreviated overview of the major findings from each section of the survey. The full 2023 Annual Citizen Survey Report contains a complete account of the survey responses accompanied by a detailed discussion of the results. A copy of the original survey instrument is found at the end of the report in the Appendix. In addition, a Fact Sheet and responses to the open-ended questions are provided as an attachment.

Dr. Stephen Neely with FIOG will make a brief presentation during the Commission's April 3, 2023 Regular Meeting and will provide an overview of the survey results and answer any questions.

**Staff Recommendation**

None, informational only.

**Attachments**

- A. 2023 Annual Citizen Survey Executive Summary and Full Report
- B. Fast Facts Sheet
- C. PowerPoint Presentation (Available in Town Clerk's Office)
- D. Responses to Open-ended Questions (1 – 5) (Available in Town Clerk's Office)



the John Scott Dailey  
**FLORIDA  
INSTITUTE OF  
GOVERNMENT**  
at the University of South Florida

**We specialize in realizing and  
implementing big ideas in  
the public sector.**

**Town of Longboat Key, FL  
Citizen Survey  
Final Report: April 2023**

---

**Prepared for:**

Town of Longboat Key

**Prepared By:**

The Florida Institute of Government  
at the University of South Florida

# 2023 Citizen Survey

Town of Longboat Key, FL

Final Report, April 2022

**Prepared for:**

Town of Longboat Key, FL  
Town Manager  
Howard Tipton  
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.*

# TABLE OF CONTENTS

Table of Contents .....	1
<b>EXECUTIVE SUMMARY .....</b>	<b>2</b>
<b>COMPLETE REPORT .....</b>	<b>12</b>
Introduction .....	13
Data and Methods .....	13
2023 Citizen Survey Results.....	15
Quality of Life.....	15
Community Amenities .....	20
Government Services .....	22
Town Communications.....	28
Town Priorities .....	30
Hurricane Preparedness .....	33
Canal Usage.....	35
Airport Transit .....	36
Conclusions .....	37
Appendix (Survey Instrument) .....	40



# **Executive Summary**

## EXECUTIVE SUMMARY

The 4<sup>th</sup> annual *Citizen Satisfaction Survey* was conducted in January and February of 2023 by the Town of Longboat Key. The survey follows up on those conducted from 2020 through 2022, 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 eight key topics, which included:

- ✓ Quality of Life on Longboat Key
- ✓ Community Amenities
- ✓ Government Services
- ✓ Town Communications
- ✓ Town Priorities
- ✓ Hurricane Preparedness
- ✓ Canal Usage
- ✓ Airport Transportation

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 2023 *Citizen Survey*. In collaboration with Town officials, FIOG helped to design, administer, and analyze the survey. Of the 8,952 mailers sent out, a total of 1,348 completed and usable questionnaires were received, for a response rate of 15% and a margin of error +/- 2.46. The response rate remains very high for this survey methodology, allowing for robust inferences about the Town's population based on the collected responses.

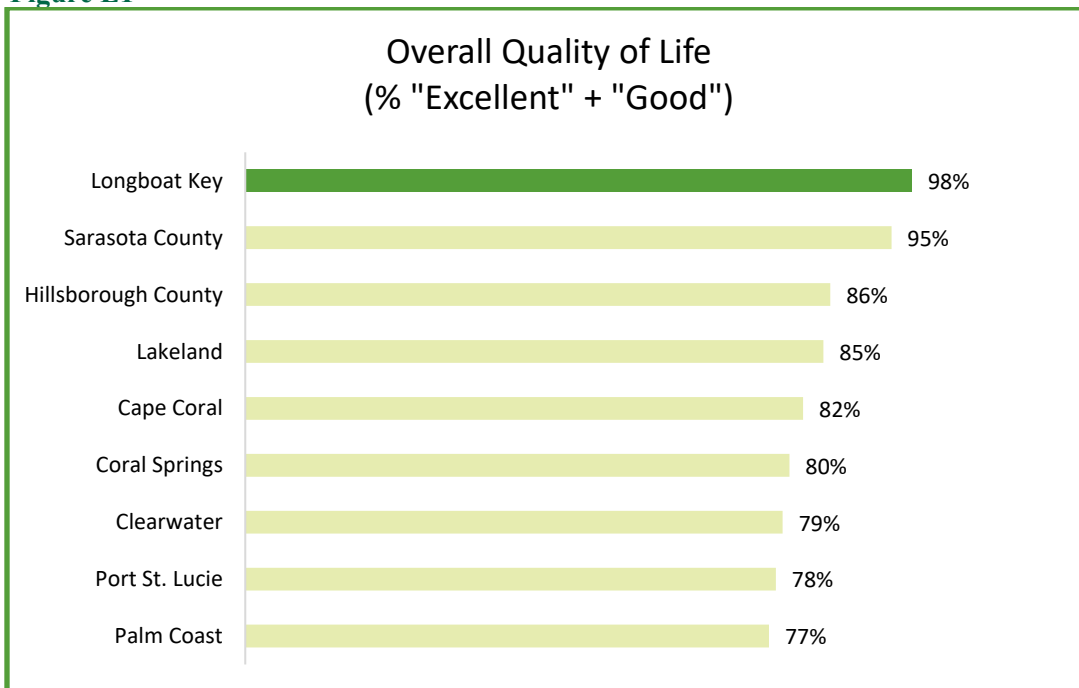
This **Executive Summary** provides an abbreviated overview of the major findings from each individual section of the survey. A more complete account of the survey responses, accompanied by a more detailed discussion of the results, is provided in the full ***Citizen Survey Report*** (beginning on page 13). 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, residents reported high levels of satisfaction with their quality of life on Longboat Key. Respondents described the Town as a great place to live, visit, and retire, while also expressing very positive opinions about the Town's reputation, aesthetics, and safety. Traffic congestion was identified as the biggest detractor from residents' quality of life, and while this is consistent with prior iterations of the survey, this concern appeared to be more significant and pronounced in this year's responses. The full report contains a more detailed examination of these responses.

- ✓ 98% of respondents described the overall quality of life on Longboat Key as either "excellent" or "good". Of them, 66% chose "excellent".
- ✓ 95% or more rated the Town as either an "excellent" or "good" place to live, visit, and retire.
- ✓ Table E1 shows that residents' perceptions of their quality of life on Longboat Key are among the highest and most positive recorded in the state of Florida over the past three years.
- ✓ 68% noted that they were either "somewhat" or "very dissatisfied" with traffic and congestion on Longboat Key. This was up significantly from 57% in 2022. While this may be due in part to the community's "return to normal" following the COVID-19 pandemic, many residents also expressed concerns about the impact of growth/development on congestion and their quality of life.

**Figure E1\***



*Source: 2023 Citizen Survey – Longboat Key, FL  
\*Additional Information provide in full report (below)*

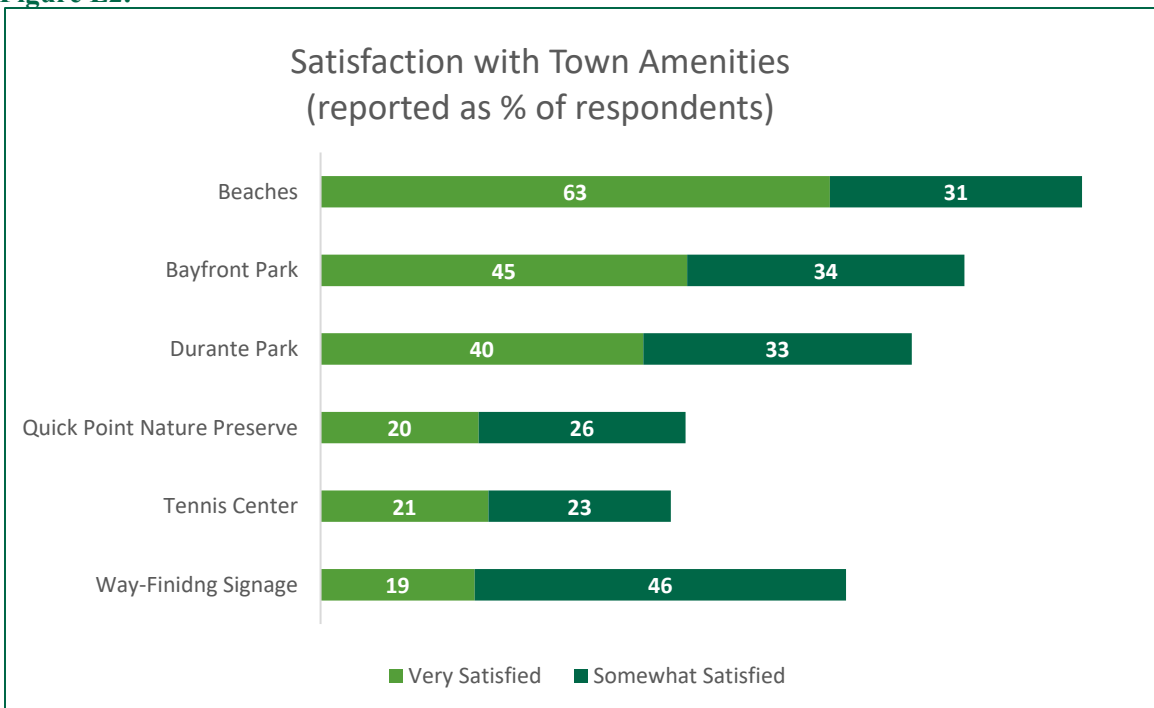


## Community Amenities

Consistent with prior iterations of the *Citizen Survey*, respondents reported high levels of satisfaction with the Town’s parks and beaches, particularly Bayfront and Durante Parks. Many respondents remain largely unfamiliar with the amenities available at the Quick Point Nature Preserve, as well as the Town’s Tennis Center. This is consistent with prior years. Newer residents were least likely to be familiar with these resources, with 70% of those who moved to Longboat Key in the past 5 years saying that they were unfamiliar with the Quick Point Nature Preserve.

- ✓ Large majorities reported being satisfied with the Town’s Beaches (94%), Bayfront Park (80%), and Durante Park (73%).
- ✓ 62% said that they were “not very” or “not at all familiar” with the Quick Point Nature Preserve. This was up slightly from 59% in 2022. Among newer residents (those how have lived on Longboat Key for less than 5 years), 70% said that they were not familiar with the Quick Point Nature Preserve.
- ✓ Dining, Shopping, Gas Stations, and Medical Appointments continue to be the most common amenities that residents leave the island in search of. However, 24% say that they are leaving the island less frequently than they did a year ago, while only 11% say that they leave more frequently. Based on comments received from respondents, this change appears to be heavily influenced by traffic congestion

Figure E2.



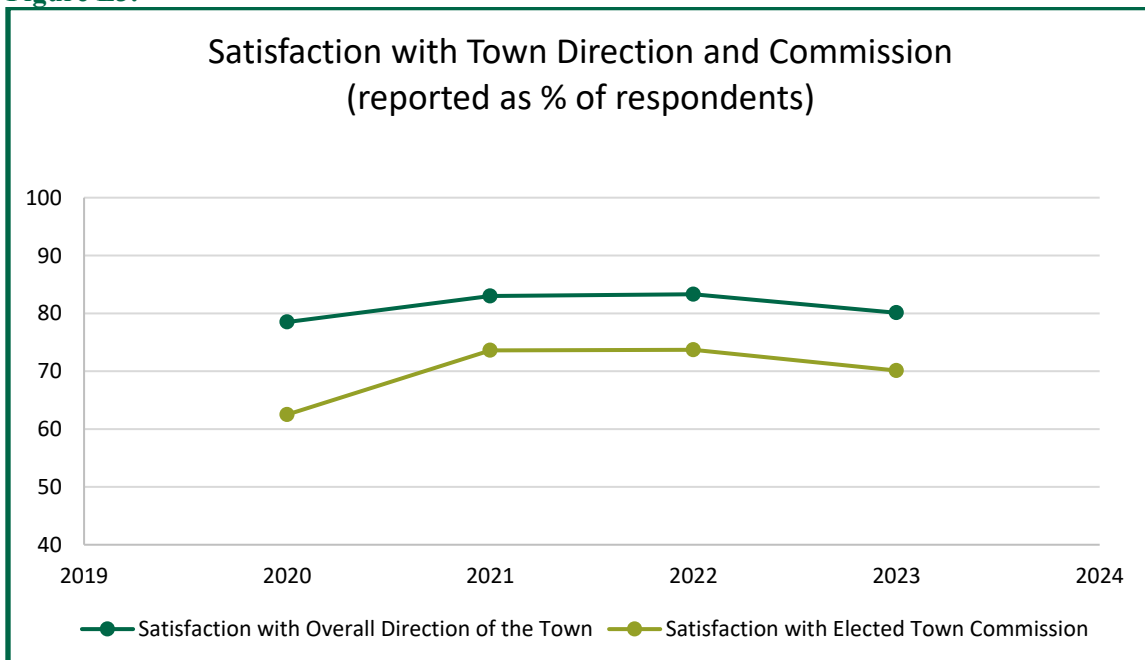
Source: 2023 Citizen Survey – Longboat Key, FL

## Government Services

Respondents continue to report high levels of satisfaction with the quality of public services provided by the Town. This year's survey focused specifically on those who utilized some specific services in the past year, and the results affirmed that the Town continues to provide its residents with excellent services.

- ✓ Residents who interacted with key Town departments in the past year reported high levels of satisfaction with these services:
  - Police – 90%
  - Fire and Ambulance – 96%
  - Parks and Town Facilities – 94%
  - General Town Administration – 81%
  
- ✓ Those who contacted the Town for assistance in the past 6 months reported positive levels of customer service quality:
  - Easy to Contact – 90%
  - Courteous and Respectful – 94%
  - Knowledgeable – 88%
  - Satisfied with Experience – 79%

**Figure E3.**



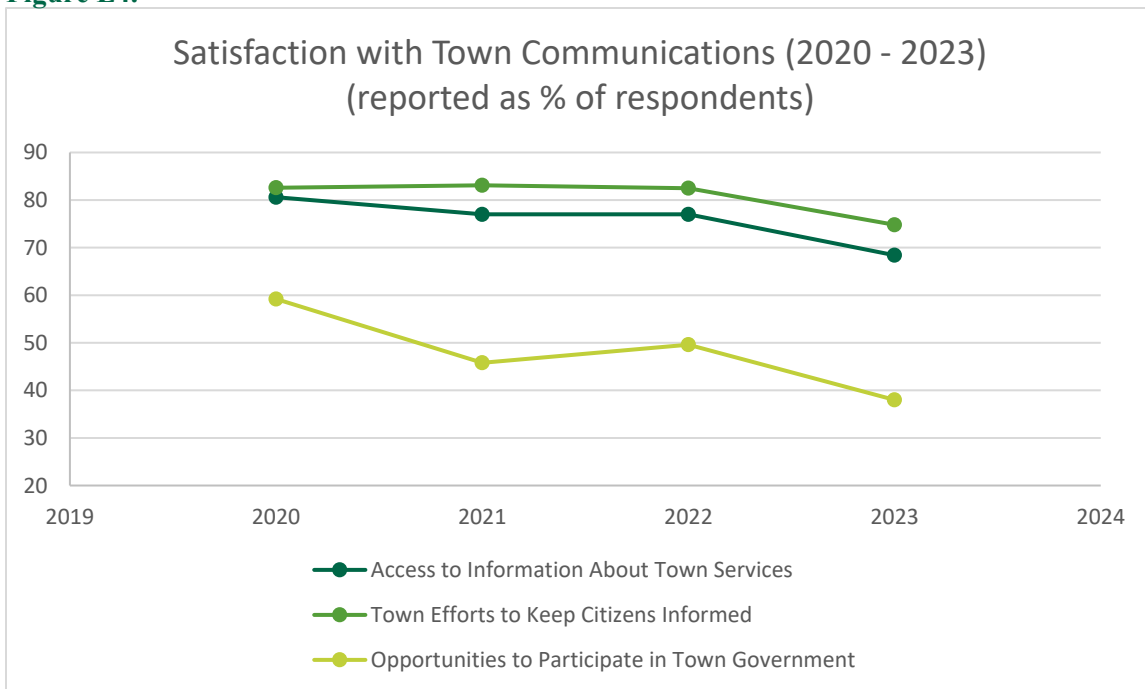
*Source: 2023 Citizen Survey – Longboat Key, FL*

## Town Communications

While overall levels of satisfaction with Town communications remained high – and there was an observed increase in citizens’ use of digital communication platforms – there was still a noteworthy decrease in satisfaction across several key areas, such as “the Town’s efforts to keep citizens informed” and “opportunities to participate in Town government”. Additionally, residents reported a general lack of familiarity with several key communication platforms and engagement opportunities, highlighting areas where the Town can work to better promote information and events.

- ✓ Reliance on the Town’s E-Notification system increased from 50% in 2022 to 84% in 2023, while reliance on the Town’s webpage for information increased from 46% to 48% in 2023.
- ✓ However, the results also showed a significant decrease in satisfaction with the Town’s efforts to keep citizens informed, which fell from 83% in 2022 to 75% in 2023. There was also a commensurate decrease in satisfaction with opportunities to participate in Town government, which fell from 50% in 2022 to 38% in 2023.
- ✓ Most residents said that they were either “not very” or “not at all familiar” with the Town’s Annual Hurricane Seminar (67%), the Citizen Academy (84%), and the “Talk of the Town” series (85%).

Figure E4.



Source: 2023 Citizen Survey – Longboat Key, FL

## Town Priorities

Traffic congestion, infrastructure upkeep, beach erosion, and red tide continued to be identified by residents as among the top challenges and priorities for Longboat Key in 2023. Perhaps unsurprisingly, property insurance costs rose dramatically on that list of concerns as well over the past year, ranking as the second most commonly cited challenge facing the Town by residents.

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

The three most commonly cited “challenges facing the town” included traffic congestion (70%), property insurance costs (52%), and red-tide (44%). Consistent with previously mentioned concerns, the number of residents identifying traffic congestion as one of the top-three challenges facing the town increased by 6% over the past year, while the number identifying property insurance costs increased by 30% during the same time period.

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

2021	2022	2023
Traffic Congestion (66.2%)	Traffic Congestion (63.6%)	Traffic Congestion (69.7%)
Beach Erosion (53.1%)	Red-Tide (50.8%)	Property Insurance Costs (51.8%)
Infrastructure (28.3%)	Beach Erosion (40.9%)	Red-Tide (44.1%)

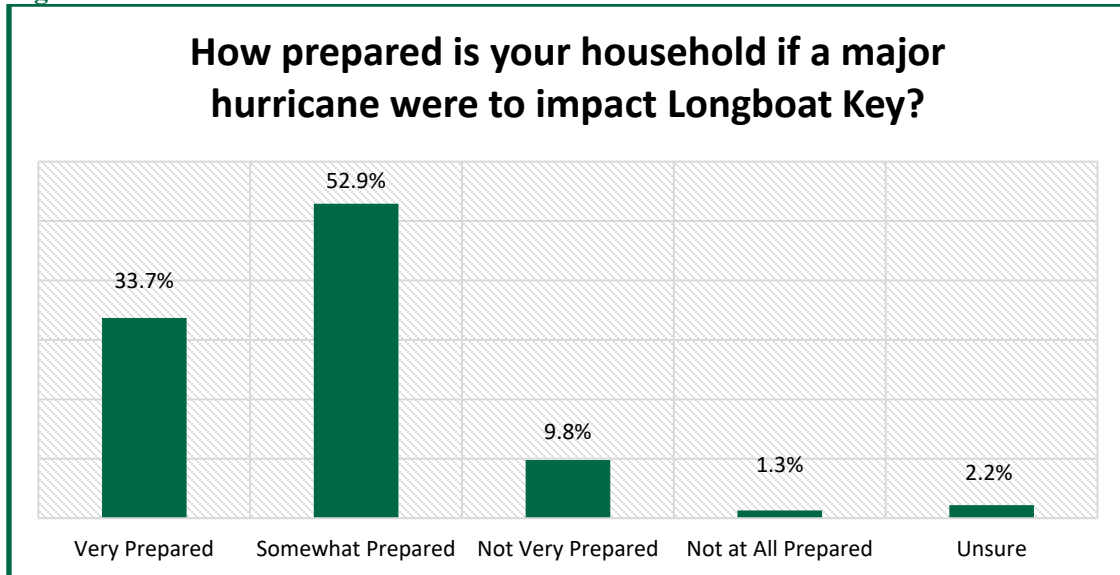
*\*Beach erosion was the 4<sup>th</sup> most commonly cited challenge in 2023, with 36% of residents ranking it among the top-three.*

## Hurricane Preparedness

While Longboat Key was spared the worst effects of Hurricane Ian, responses show that residents took the threat seriously, with the overwhelming majority opting to leave the island before the storm arrived. Most residents say that they would be likely to leave the island in the case of future weather events, while a large majority also say that their household is well prepared for future severe weather events. Residents cited early/ongoing communications and traffic management as the top things the Town could do to ensure timely evacuations in the future.

- ✓ Among those who were staying on Longboat Key at the time of Hurricane Ian, 90% chose to evacuate the island, while only 5% remained in their homes during the storm.
- ✓ Most respondents (87%) say that their household is at least somewhat prepared for a major hurricane, with a third (34%) saying that they are “very prepared”.
- ✓ An overwhelming majority of respondents (89%) say that they would be “very likely” to evacuate for a Category 3 or higher hurricane.
- ✓ In open-ended responses, residents cited “early warnings/decisions” (28%) and “traffic management” (20%) as the most impactful steps that Town officials can take to facilitate safe and timely evacuations in the future.

**Figure E5.**



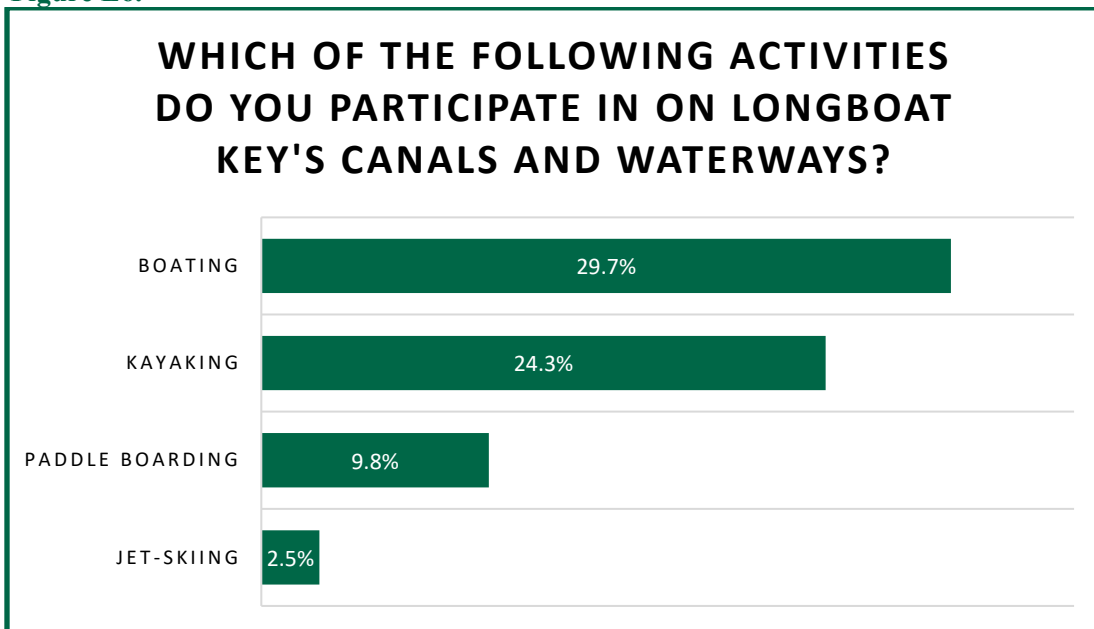
*Source: 2023 Citizen Survey – Longboat Key, FL*

## Canal Usage

Just over a third of respondents reported regularly utilizing Longboat Key’s canals and waterways for recreational purposes. The most common recreational activities included boating and kayaking, though many residents raised concerns over the depth and navigability of the island’s waterways.

- ✓ 37% of respondents say that they regularly use the Town’s canals and waterways for recreational purposes.
- ✓ Among those who regularly take advantage of these natural amenities, 30% said that they frequently go boating, while 24% said that they enjoy kayaking on the canals. Paddle boarding (10%) and jet-skiing (3%) were less commonly enjoyed activities.
- ✓ In open-ended responses, a number of residents raised concerns over the depth of the island’s canals (29%), while others voiced concerns over navigation hazards, including large boats (7%).
- ✓ A small but notable number of respondents (6%) also expressed concerns over safety, particularly the speed at which watercrafts traverse the island’s canals and waterways.

**Figure E6.**



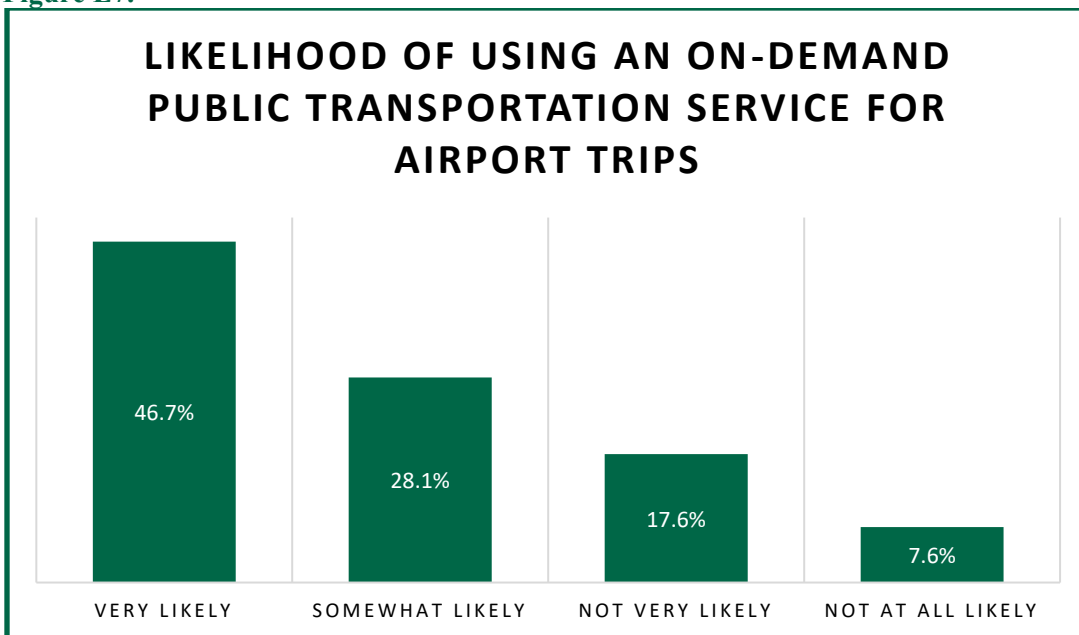
*Source: 2023 Citizen Survey – Longboat Key, FL*

## Airport Transportation

Most town residents report traveling to an area airport with at least some frequency, and three quarters say that they would be at least somewhat likely to use an on-demand public transportation option for airport transit if it were available.

- ✓ 43% of respondents say that they travel from Longboat Key to an area airport “often”, while another 45% say that they do so “sometimes”.
- ✓ Among respondents, the Sarasota-Bradenton International Airport (SRQ) is the preferred point of arrival and departure to/from the region; 90% identified this as their preferred airport. In contrast, only 7% chose Tampa International Airport (TPA).
- ✓ 75% said that they would be at least “somewhat likely” to use an on-demand public transportation option for trips to and from the airport, if the service were available. 47% said they would be “very likely” to use such a service.

**Figure E7.**



*Source: 2023 Citizen Survey – Longboat Key, FL*



# Complete Report



## INTRODUCTION

This report summarizes results of the Town of Longboat Key's 4<sup>th</sup> annual *Citizen Survey* (2023). The survey was conducted by the Florida Institute of Government (FIOG) on behalf of the Town Manager and Commission in order to obtain input from residents on key issues relating to the quality of life on Longboat Key, satisfaction with Town services, and future policy priorities. Building on prior iterations of the survey, the questionnaire was designed by FIOG in partnership with Town officials around 8 specific topics. These included annually examined topics, such as (1) the quality of life on Longboat Key, (2) satisfaction with community amenities, (3) satisfaction with government services, (4) Town communications, and (5) priorities for the Town's future, as well as some specific policy issues, including (6) hurricane preparedness, (7) canal usage, and (8) airport transportation. 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 – 2022) created by FIOG 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 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 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 were counted in the analysis, as well as to ensure that only one response was received for each household.

Along with the direct mailers, access to the survey was promoted in several ways, including through local media as well as the Town's official social media accounts and webpage. Of the 8,952 mailers sent out, a total of 1,348 completed and usable questionnaires were received, for a response rate of 15% and a margin of error +/- 2.46. Table 1 below summarizes the sample of respondents based on key demographic factors. As Table 1 shows, responses are primarily representative of homeowners who spend half of the year or more living on Longboat Key, though there is a diverse sample of residents based on length of residency on Longboat Key. The responses also appear to include a significant number of new participants, as 541 of the 1,348 respondents (40.8%) indicated that they did NOT complete the 2022 *Citizen Survey*. 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.

**Table 1.**  
**Profile of Survey Respondents**

	Frequency	Percent
<i><b>What is your gender? (N=1,343)</b></i>		
Male	708	57.7
Female	556	41.4
No Answer	79	5.9
<i><b>What type of home do you live in? (N=1,345)</b></i>		
Apartment	12	0.9
Town House or Condominium	844	62.7
Single Family Home	473	35.2
Other	16	1.2
<i><b>Do you currently rent or own your home (N=1,345)</b></i>		
Rent	5	0.4
Own	1,340	99.6
<i><b>How long have you lived on Longboat Key? (N=1,341)</b></i>		
Less than 5 Years	372	27.7
5-10 Years	351	26.2
11-20 Years	282	21.0
More than 20 Years	336	25.1
<i><b>How much of the year do you spend on Longboat Key? (N=1,341)</b></i>		
11 to 12 months	413	30.8
8 to 10 months	151	11.3
6 to 7 months	323	24.1
3 to 5 months	286	21.3
1 to 2 months	161	12.0
None of the year	7	0.5

*Source: 2023 Citizen Survey*

*Note: 541 respondents (40.8%) did NOT complete the survey in 2022*

# 2023 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) satisfaction with community amenities, (3) satisfaction with government services, (4) Town communications, (5) priorities for the Town’s future, (6) hurricane preparedness, (7) canal usage, and (8) airport transportation. Each subsection provides a summary and discussion of the survey responses. Where appropriate, noteworthy trends (in relation to prior years’ surveys) are highlighted. It should be emphasized that trend analysis only includes 4 years’ worth of annual survey results, so 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.

## Quality of Life

Overall, respondents rated their quality of life in Longboat Key very positively. This continued a trend observed over the past three iterations of the survey, and a rough benchmarking analysis shows that Longboat Key compares very favorably to other jurisdictions throughout the state in this regard. As in prior years, traffic congestion was identified as the primary concern among residents when it came to their quality of life, though its notable that these concerns appear to be more significant in this iteration of the survey than in recent years.

Table 2 shows that aggregate perceptions of the community were very positive, with nearly two-thirds of respondents (66%) describing their overall quality of life on Longboat Key as “excellent”, and 98% described the quality of life as either “excellent” or “good”.

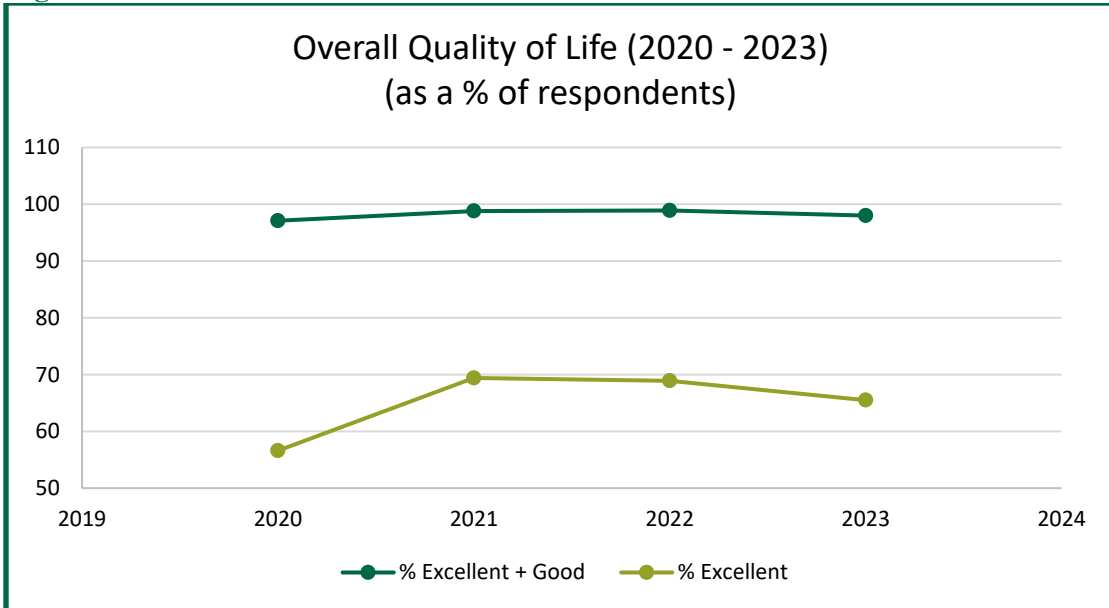
**Table 2.**  
**Overall Quality of Life on Longboat Key (N=1,344)**

<i>How would you rate your overall quality of life on Longboat Key?</i>	<b>Frequency</b>	<b>Percent</b>
Excellent	881	65.5
Good	437	32.5
Fair	24	1.8
Poor	2	0.2

*Source: 2023 Citizen Survey*

Figure 1 shows that these responses are consistent with those observed in prior years of the survey. A small decrease in the percentage of respondents who rated their quality of life as “excellent” appears to be based primarily on concerns about worsening traffic/congestion on the island over the past year (discussed further below).

**Figure 1.**



*Source: 2023 Citizen Survey*

In order to provide some greater context around these responses, Table 3 provides a comparison against a sample of results made publicly available by other jurisdictions over the past three years. It should be emphasized that this sample does not represent a scientific benchmarking of “peer-jurisdictions”. However, the comparison does allow for some important contextualization of the survey responses.

**Table 3.**

**Overall Quality of Life: Comparative Analysis**

	Excellent	Good	Excellent + Good
Longboat Key	66%	32%	98%
Sarasota County	52%	43%	95%
Hillsborough County	31%	55%	86%
Lakeland	29%	56%	85%
Cape Coral	32%	50%	82%
Coral Springs	28%	52%	80%
Clearwater	-	-	79%
Port St. Lucie	22%	55%	78%
Palm Coast	30%	47%	77%

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

Along with their overall quality of life, respondents were also asked to share their perceptions of the Town as a place to live, retire, visit, and work. Their responses – reported in Table 4 below – show that citizens have very positive perceptions of the community as a place to live, retire, and visit, with two-thirds 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 30% rated the Town as either an “excellent” or “good” place to work (consistent with the 2022 survey results).

**Table 4.**  
**Citizen Perceptions of Longboat Key (Reported as Percentages)**

<i>How would you rate the Town of Longboat Key in each of the following areas?</i>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Unsure</b>
As a Place to Live	66.4	30.4	1.7	0.4	1.0
As a Place to Retire	68.3	27.0	2.9	0.7	1.2
As a Place to Visit	70.1	24.1	3.4	0.3	2.1
As a Place to Work	11.5	18.1	16.7	6.2	47.3

*Source: 2023 Citizen Survey*

Table 5 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, 96% or more indicated that they were either “satisfied” or “very satisfied” with each of these Town attributes. These results are very consistent with those observed over the past three years. A smaller majority (68%) reported being satisfied with their access to retail, dining, and entertainment, though its notable that only 24% indicate that they were “very satisfied” with these offerings.

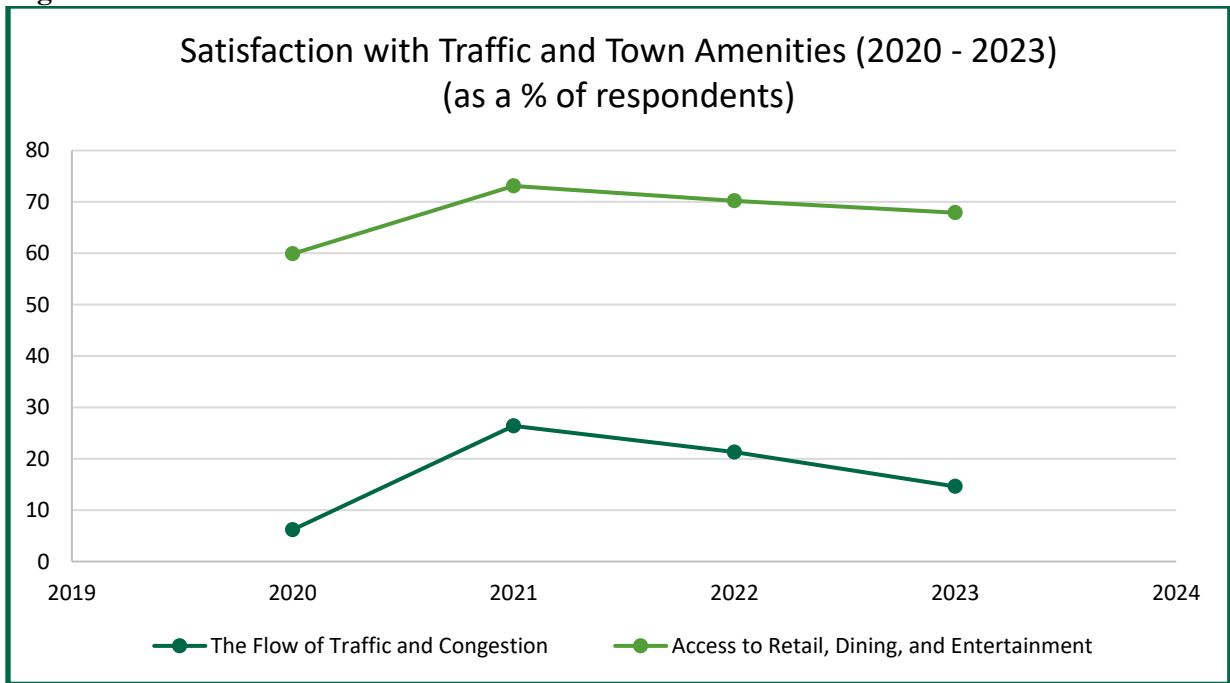
**Table 5.**  
**Perceptions of Town Characteristics (Reported as Percentages)**

<i>Please indicate your level of satisfaction with the following characteristics of Longboat Key:</i>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neither Satisfied nor Dissatisfied</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>
Overall Reputation of the Community	77.0	20.0	2.2	0.7	0.1
Overall Aesthetics of the Community	67.9	28.5	2.2	1.2	0.2
Overall Safety of the Community	79.0	17.6	2.2	0.9	0.2
The Flow of Traffic and Congestion	2.7	11.9	17.9	40.7	26.8
Access to Public Transportation	4.3	12.9	55.0	17.9	9.8
Access to Retail, Dining and Entertainment	23.9	44.1	16.7	12.7	2.7

*Source: 2023 Citizen Survey*

As in prior years, traffic congestion was the most significant area of concern identified by residents, with several directly citing it as a barrier to higher quality of life ratings. Compared with recent iterations of the survey, there appears to have been a significant increase in these concerns over the past year. A majority of nearly 68% expressed dissatisfaction with the flow of traffic and congestion. This was up 11% from 2022 (when 57% indicated the same) and 52% in 2021. This shift is reflected in Figure 2 below. Roughly a quarter of respondents (27%) also voiced some dissatisfaction with their access to public transportation on Longboat Key, which is consistent with responses to the 2022 survey.

**Figure 2**



*Source; 2023 Citizen Survey*

Throughout the survey, respondents were provided with several opportunities to elaborate on their responses by providing additional open-ended feedback. The first such prompt – which accompanied the quality of life questions – asked respondents to *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, 855 open-ended responses were provided to this question. In order to better understand these responses, a random sample of 200 entries was coded based on the issues/concerns raised. Table 6 summarizes this sample of responses; the percentages reported in Table 5 refer to random sample of 200 responses. A complete data set containing all responses has been provided to Town leaders for further review and analysis.

**Table 6.**  
**Summary of Open-Ended Responses for Quality of Life (Frequency of the Issue Among a Random Sample of 200 Comments)**

<b>Issue/Category</b>	<b>Percentage</b>
Traffic Congestion	84%
Retail/Dining Options	11%
Public Transportation	5%
Growth/Development	5%
Pedestrian Safety	3%
Canal Dredging	2%
Cost of Living	2%
Entertainment Options	2%
Flooding	2%
Red Tide	2%
Completion of Underground Utilities	2%

*Source: 2023 Citizen Survey*

Consistent with the prior years’ responses, the most frequently raised concern was traffic congestion. A full 84% of respondents voiced concerns over the effects of traffic congestion on their quality of life, marking a notable increase from last year’s survey responses. While more detailed traffic related questions were also posed, those responses have been provided directly to the Town officials for further review and analysis given the specific and technical nature of their content. Outside of traffic congestion, residents did not consistently identify major impediments to their quality of life on Longboat Key, with the second most commonly cited item (retail and dining options) being referenced by only 11% of respondents.

Collectively, these responses underscore the fact that Town residents hold the community in high regard and consider Longboat Key to be a great place to live. The Town ranks among the top jurisdictions in the region and state when it comes to quality of life. However, many residents are concerned that traffic and congestion may threaten the long-term sustainability of their quality of life on Longboat Key. While the increase in dissatisfaction seen in this year’s iteration of the survey may in part reflect the full “reopening” of the Town – and its return to “normalcy” – following the COVID-19 pandemic, it should be emphasized that several of the citizen provided comments also referenced concerns over the effect that additional growth/development in surrounding communities may be having on Longboat Key’s traffic congestion.

While managing and addressing these concerns will remain a top priority for Town officials, it’s also important to note that Longboat Key is not alone in facing these challenges. Traffic and growth/development are consistently among the most commonly cited concerns in citizen satisfaction surveys, particularly among communities in Florida, where rapid population growth has made these problems endemic to jurisdictions of all shapes and sizes.

## 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 whether they have found themselves leaving the island for these amenities more or less often than they were a year ago. Familiarity with key Town amenities was relatively unchanged from the 2022 survey, suggesting some ongoing opportunities to raise awareness, particularly for new residents.

Table 7 shows residents’ familiarity with key Town amenities. Consistent with last year’s findings, 84% of respondents indicated familiarity with Bayfront Park, while nearly three quarters (73%) were familiar with Durante Park (combining the “very” and “somewhat familiar” responses). A small majority of 53% also indicated familiarity with the Tennis Center, though this was down from 57% in 2022. As in prior years, residents reported the least familiarity with the Quick Point Nature Preserve. Approximately 63% of respondents indicated that they were either “not very” or “not at all familiar” with the Nature Preserve, which was up slightly from 59% in 2022. As noted above (Table 1), a significant number of respondents (28%) have lived on Longboat Key for less than 5 years, and this group was *least* likely to be familiar with the nature preserve (70% of those who have lived on the island for less than 5 years said that they were unfamiliar with the amenity). This suggests that raising awareness of less visible amenities among new residents may be a valuable means of increasing usage and enjoyment of these offerings.

**Table 7.**  
**Familiarity with Town Amenities (Reported as Percentages)**

<i>How familiar are you with the Town of Longboat Key amenities provided at the following locations?</i>	<b>Very Familiar</b>	<b>Somewhat Familiar</b>	<b>Not Very Familiar</b>	<b>Not at All Familiar</b>
Bayfront Park	49.4	34.1	10.9	5.5
Durante Park	42.4	30.8	17.9	8.9
Quick Point Nature Preserve	15.5	22.0	36.1	26.4
Tennis Center	23.5	29.5	24.0	22.9

*Source: 2023 Citizen Survey*

Consistent with prior years, residents continue to express high levels of satisfaction with the Town’s beaches and parks (Table 8). Nearly 94% were either “very satisfied” or “satisfied” with the Town’s beaches, while roughly three-quarters were satisfied with both Bayfront and Durante parks. In each case, these numbers were nearly identical to those observed in 2022. In contrast, a majority of respondents reported being “neutral” with regard to both the Tennis Center and Quick Point Nature Preserve, which is consistent with the lack of familiarity reported in Table 7 above.



**Table 8.**  
**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>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neither Satisfied nor Dissatisfied</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>
Beaches	62.8	31.1	3.9	0.0	2.2
Bayfront Park	45.2	34.2	19.0	1.2	0.5
Durante Park	39.8	33.1	26.2	0.7	0.2
Quick Point Nature Preserve	19.5	25.5	53.7	1.1	0.2
Tennis Center	20.7	22.5	54.4	1.6	0.8
Way-Finding Signage	19.0	45.8	29.6	4.6	1.0

*Source: 2023 Citizen Survey*

As in prior years, respondents were asked to share the reasons for which they frequently leave Longboat Key (Table 9). The four most commonly cited reasons for leaving Longboat Key were the same as those observed in both the 2021 and 2022 surveys. These included dining/restaurants (78%, the same as in 2022), retail shopping (74% compared to 71% in 2022), gas stations (62%, compared to 65% in 2022), and medical appointments (59%, compared to 60% in 2022). A small majority of respondents also indicated that they regularly leave the island for performances (52%), as well as for consumer services (such as hair care, dry-cleaning, and auto service) (51%).

**Table 9.**  
**Reasons for Frequently Leaving Longboat Key**

<i>For which of the following reasons do you frequently leave Longboat Key?</i>	<b>Frequency</b>	<b>% of Total Sample†</b>
Dining/Restaurants	1,055	78.3
Retail Shopping	996	73.9
Gas Stations	837	62.1
Doctor, Dentist, Medical Appointments	799	59.3
Performances (i.e. shows, concerts, arts)	704	52.2
Consumer Services (i.e. hair, dry cleaning, auto)	693	51.4
Visit Family and Friends	497	36.9
Grocery Shopping	496	36.8
Movie Theater	383	28.4
Work/Employment Off the Island	134	9.9

*Source: 2023 Citizen Survey*

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

Overall, these responses suggest that little has changed for residents with regard to their familiarity with and/or usage of Town amenities over the past year. It is notable that nearly a quarter of respondents (24%) report leaving the island “less often” for appointments and recreation than they did a year ago (Table 10), and this is reflected in several of the previously mentioned open-ended responses related to traffic. The trend data also suggest a potential need for more robust efforts to raise awareness of some key amenities, particularly among newer residents of the Town.

**Table 10.**  
**Frequency of Leaving Longboat Key for Services/Amenities (N=1,333)**

<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>	<b>Frequency</b>	<b>Percent</b>
More Often	151	11.3
About the Same	864	64.8
Less Often	318	23.9

*Source: 2023 Citizen Survey*

As in prior years, an additional question asked respondents to share their thoughts and preferences for potential events at the Town Center. An analysis of these responses showed that they are consistent with those received in prior years, and a complete list of those responses has been provided to Town officials for further review and consideration.

### **Government Services**

As in prior years, respondents were asked to rate their satisfaction with the Town’s key departments and public services. For this year’s iteration of the survey, Town officials also sought to measure usage of some specific Town services in order to better contextualize satisfaction responses. Additionally, those who have interacted with a Town official or department in the past six months were asked to share some feedback about their most recent experience in order to better understand – and where necessary, improve upon – public service delivery. Overall, respondents indicated high levels of satisfaction with the quality of most local government services as well as their interactions with Town staff.

Table 11 summarizes citizens’ reported satisfaction with specific Town services/departments. The highest rated services included solid waste services (89%), parks and town facilities (87%), and emergency management (85%). First responder services, including police and fire/ambulance were also rated highly,

with 84% expressing satisfaction with police services, and 80% saying the same about fire and ambulance services. At a glance, these numbers may appear lower than those observed in prior years, but this is due to a change in the questionnaire’s format, not any observed decrease in citizen satisfaction with service quality. Specifically, residents were asked whether they had “used” some specific services in the past 12 months, including police, fire/ambulance, and several other services. The placement of this question *before* the overall satisfaction question, appears to have prompted many individuals who did not utilize these services to choose a “neutral” response. A separate table below shows satisfaction ratings for those who used these services, and those ratings confirm that public perceptions of these departments remains very positive. It should be emphasized that less than 2% of respondents expressed any dissatisfaction with police or fire/ambulance services.

**Table 11.**  
**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>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neither Satisfied nor Dissatisfied</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>
Police Services	57.3	26.3	15.2	1.1	0.2
Fire and Ambulance Services	58.8	20.9	19.4	0.6	0.2
Emergency Management and Preparedness	55.0	30.1	13.8	0.7	0.3
Maintenance of Streets and Sidewalk	33.1	43.3	11.3	10.5	1.9
Solid Waste Services (Trash & Recycling)	46.3	42.3	10.1	0.9	0.3
Parks and Town Facilities	45.9	41.4	11.6	0.9	0.2
Water and Waste-Water Utilities	34.9	46.0	14.9	2.6	1.6
Storm Water Management	27.2	36.9	25.5	8.2	2.2
Permitting (i.e. Planning and Building)	20.3	30.3	41.8	5.4	2.2
Code Enforcement	19.4	30.2	43.4	4.8	2.2
General Town Administration	32.7	39.6	25.4	1.7	0.6

*Source: 2023 Citizen Survey*

The lowest rated services in Table 11 included code enforcement (50% satisfaction), as well as permitting (51%), and storm water management (64%). However, it should again be emphasized that a plurality of respondents chose a “neutral” response for these departments, expressing a lack of interaction/familiarity rather than a lack of satisfaction. In each case, only 10% or less of respondents expressed any dissatisfaction with these services (storm water management = 10%; permitting = 8%; code enforcement = 7%).

Table 12 shows responses for key Town services/departments *only* among those who reported using those services in the past 12 months. The services for which *usage* was measured were selected by Town officials, and the “N” value associated with each service indicates how many respondents reported using that service in the past 12 months. The results show that more than 90% of those who used police (90%), fire/ambulance (96%) and parks/town facilities (94%) were satisfied with these services. (Unsurprisingly, parks and town facilities were the most frequently used services, while fire/ambulance services were used the least.

**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>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neither Satisfied nor Dissatisfied</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>
Police Services (n=207)	71.0	18.8	4.3	3.9	0.9
Fire and Ambulance Services (n=131)	86.3	9.9	1.5	2.3	0.0
Parks and Town Facilities (n=894)	53.5	40.0	5.0	1.1	0.3
Permitting (i.e. Planning and Building) (n=310)	35.5	40.0	15.2	7.1	2.3
Code Enforcement (n=154)	30.5	33.8	14.9	11.0	9.7
General Town Administration (n=361)	44.0	37.4	14.4	2.8	1.4

*Source: 2023 Citizen Survey*

Among those who used/interacted with the Town permitting office and general administrative offices in the past year, more than three quarters reported being satisfied with the service provided, while less than 10% reported any dissatisfaction. In the case of code enforcement, nearly two-thirds (64%) reported being satisfied with the service, while 21% reported some dissatisfaction.

Respondents who had contacted any Town department or official for assistance in the past six months were also asked to share some additional information about their experience. Of the 1,348 total survey respondents, 405 (30%) 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 (94%) indicated that Town employees were courteous and respectful. In each case, these responses were very consistent with those observed in the 2021 and 2022 iterations of the survey.

**Table 13.**

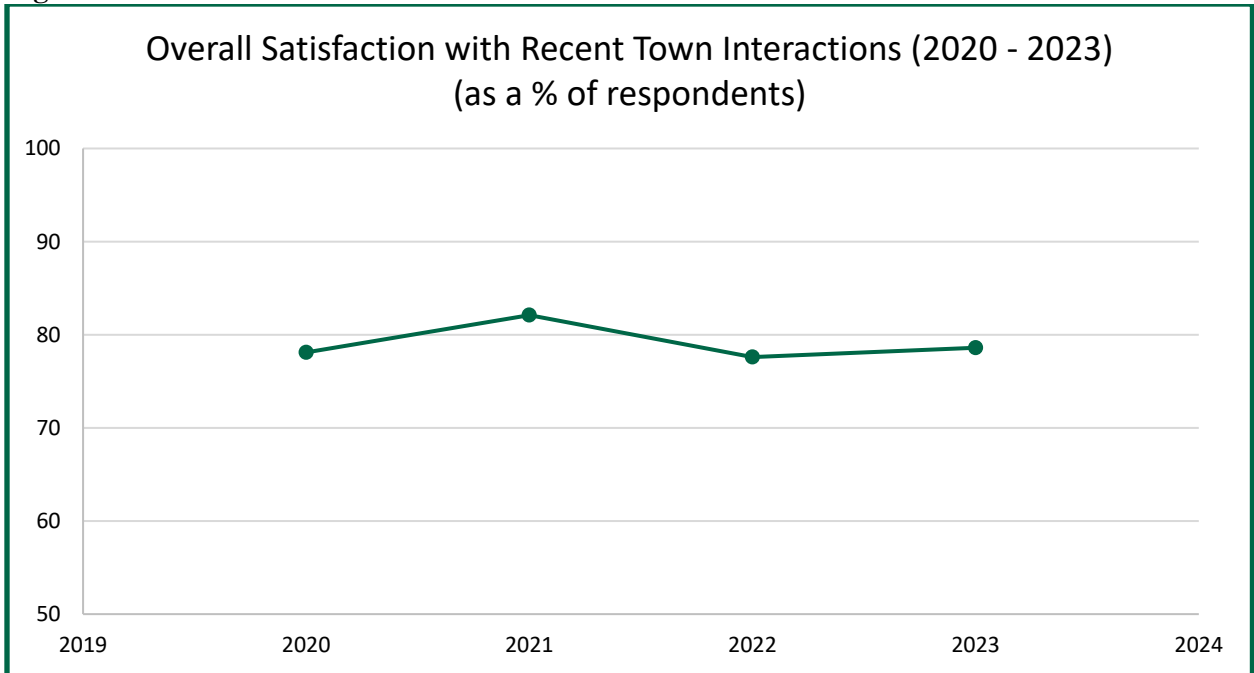
**Customer Service Provided by Town Staff and Officials (Reported as Percentages)**

<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>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
It was easy to contact the appropriate Town official or department	55.5	34.4	5.7	3.7	0.7
My concern was addressed in a reasonable time	51.5	30.8	8.2	6.2	3.2
My concern was completely resolved	47.1	21.9	15.9	9.5	5.5
Town employees were courteous and respectful	69.6	24.2	4.4	1.0	0.7
Town employees were knowledgeable	61.0	26.8	7.9	2.7	1.5
I was satisfied with my experience	52.2	26.4	11.3	6.2	3.9

*Source: 2023 Citizen Survey*

A slightly smaller number (79%) agreed that they were satisfied with their overall customer service experience (compared to 78% in 2022). 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, 69% of respondents chose either “agree” or “strongly agree” (compared to 66% in 2022). Notably, this represents more than a two-thirds majority, and only 15% of respondents expressed disagreement with this statement. Figure 3 shows the trend in overall satisfaction with Town interactions over the past 4 years.

**Figure 3.**



*Source: 2023 Citizen Survey*

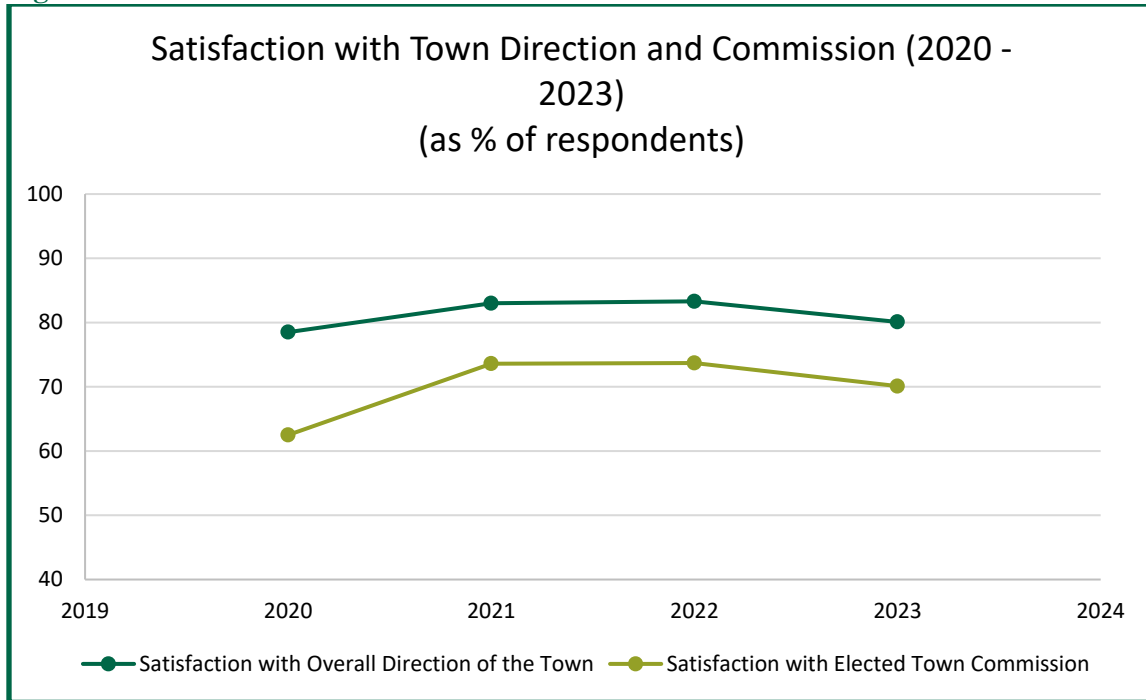
Lastly, respondents were asked to indicate their current levels of satisfaction with both the overall direction that the Town is taking, as well as with the performance of the elected Town Commission. Table 14 summarizes responses to both questions. A majority (80%) indicated that they were satisfied with the overall direction being taken by the Town, while nearly three-quarters (70%) indicated the same about the job being done by the elected Town Commission. In each case, these responses were slightly lower than those observed in the 2022 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>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neither Satisfied nor Dissatisfied</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>
...the overall direction that the Town of Longboat Key is taking?	28.1	52.0	16.1	3.6	0.3
...the job that the elected Town Commission is doing to serve the residents of Longboat Key?	24.1	46.0	25.7	3.2	1.0

*Source: 2023 Citizen Survey*

Figure 4.



Source: 2023 Citizen Survey

To provide some additional context around these responses, a comparative analysis was conducted (using the same set of publicly available surveys referenced above). The results – shown in Table 15 – suggest that residents of Longboat Key are generally more satisfied with the direction being taken by the Town than seen in other jurisdictions throughout the state. (As noted previously, these surveys tend to reference the management of traffic and growth/development as primary concerns when thinking about the direction of communities throughout the state of Florida).

**Table 15.**  
**Satisfaction with Overall Direction: Comparative Analysis**

	% Positive
Longboat Key	80%
Coral Springs	65%
Port St. Lucie	56%
Cape Coral	54%
Lakeland	50%
Clearwater	47%
Palm Coast	41%

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

## Town Communications

In order to better understand public preferences for receiving 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 16 summarizes the methods that citizens report using (currently) for these purposes. Consistent with prior years’ surveys, the most commonly cited information source was the Town’s local newspapers, with 84% indicating that they utilize them to stay informed about Town issues, services, and events. The next most common sources of information included the Town’s E-Notification system and website, which were noted by 84% and 48% of respondents, respectively. This marks a significant increase over the prior year, as only 50% of respondents reported using the Town’s E-Notification system in 2022, while only 46% reported using the Town’s website. While we cannot definitively demonstrate a permanent increase in usage/change in information seeking behavior from one year of data, it appears that the Town’s efforts to promote these communication platforms have been effective over the past 12 months.

**Table 16.**  
**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>	<b>Frequency</b>	<b>% of Total Sample†</b>
Local Newspapers	1,133	84.1
Town E-Notification (i.e. Email Announcements)	823	61.1
Town Website	642	47.6
Facebook	223	16.5
Instagram	82	6.1
Twitter	74	5.5

*Source: 2023 Citizen Survey*

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

While the use of these digital engagement platforms appears to have increased, the survey also highlighted several communication channels where additional marketing/promotion efforts may be helpful. Table 17 measures familiarity with several communication initiatives. These were added to the survey for the first time in 2023, and the results suggest that many residents are not yet aware of these tools and resources. For example, only a third of residents indicated that they are at least somewhat familiar with the Town’s annual hurricane seminar (33%) or the Town Manager’s Monthly Brief (32%). Even less reported any familiarity the Town’s Citizen Academy (16%) or the “Talk of the Town” series (15%). While these represent excellent resources and communication channels for the Town to continue developing, they appear to require some additional promotion to raise awareness so that the residents can fully take advantage of these offerings.



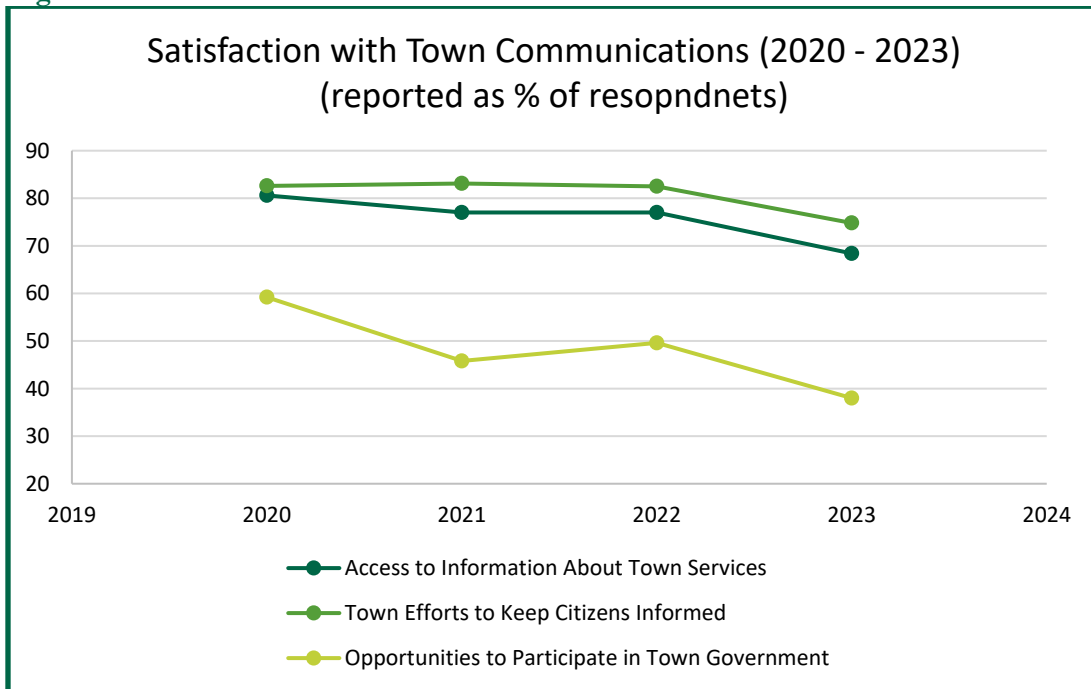
**Table 17.**  
**Familiarity with Town Communication Efforts (Reported as Percentages)**

<i>How familiar are you with each of the following Town of Longboat Key efforts?</i>	<b>Very Familiar</b>	<b>Somewhat Familiar</b>	<b>Not Very Familiar</b>	<b>Not at All Familiar</b>
Annual Hurricane Seminar	10.1	22.6	28.1	39.2
Citizen Academy	5.6	10.5	26.7	57.2
Town Boards Opportunities	5.9	18.9	31.7	43.4
Short-Term Rental Restrictions	22.7	40.3	17.4	19.6
Town Manager’s Monthly Brief	9.5	22.3	26.8	41.5
“Talk of the Town”	4.7	9.8	27.9	57.6

*Source: 2023 Citizen Survey*

Additionally, this year’s iteration of the survey did show a slight decrease in satisfaction with some of the Town’s key communication efforts (shown in Figure 5 below). Notably, satisfaction with the Town’s efforts to keep citizens informed fell to 75% in 2023, down from 83% in 2022. The size of this decrease falls outside the margin of error for a sample of this size, suggesting that it likely signifies a real decrease in satisfaction.

**Figure 5.**



*Source: 2023 Citizen Survey*

Satisfaction with Town efforts to keep citizens informed also fell from 77% to 68% over the past year, while satisfaction with opportunities to participate in Town government fell from 50% to 38% during the same time. When considered in the context laid out above – namely the lack of familiarity with many of the Town’s key communication initiatives – these results suggest that while the Town is making a significant effort to engage and communicate with residents, many are not familiar with these information sources and engagement opportunities. Increasing awareness of these programs and platforms should be a focal point for the new Town administration.

Finally, following up on prior iterations of the survey, usage of the Town’s text-based emergency notification system – the *Alert Longboat Key Emergency Notification System* – was also measured. In this case, the results showed a positive increase in usage, with 74% of residents using the service in 2023 (up from 67% in 2022). Among those who have not signed up for the Alert Longboat Key service, 79% said that they are not familiar with the service.

**Table 17.**

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

<i>Have you signed up for the Alert Longboat Key Emergency Notification System?</i>	<b>Frequency</b>	<b>% of Total Sample</b>
Yes	1,002	74.4
No	224	16.6
Unsure	121	8.9

*Source: 2023 Citizen Survey*

Collectively, these results show that Town staff have been very effective at increasing awareness and usage of key digital communication platforms, including the E-Notification system and the Town’s website. Going forward, it’s recommended that these efforts be extended to include other resources, such as the Town’s Citizen Academy, Hurricane Seminar, and “Talk of the Town” series.

**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 red tide as being among the top priorities for the Town in the coming years. Perhaps unsurprisingly given recent events, this year’s results also showed a significant increase in concern over property insurance costs.

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 (98%), traffic congestion (98%), and fiscal sustainability (95%). The least important issues, according to respondents, included replacing Bayfront Rec Center (44%) and the “One-County Initiative” (47%). In each case, these findings were the same as those observed in the 2022 survey.

**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>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Neither Important nor Unimportant</b>	<b>Somewhat Unimportant</b>	<b>Not at All Important</b>
Beach/Shoreline Management	82.4	15.9	1.5	0.0	0.1
Sea-Level Rise (Adaptation Plan)	53.9	27.2	10.9	3.8	4.2
Canal Dredging	33.8	38.9	19.8	3.9	3.5
Street Flooding	55.5	33.1	8.7	2.2	0.5
“One-County” Initiative	18.6	28.8	35.9	6.3	10.5
Encourage Redevelopment of Aging Properties	28.9	37.5	21.9	6.1	5.6
Infrastructure Upkeep (i.e. Roads, Utilities, etc.)	78.5	19.2	1.9	0.3	0.1
Fiscal Sustainability	75.8	19.2	4.1	0.4	0.6
Traffic (Congestion/Safety)	89.2	8.6	1.6	0.5	0.2
Waste-Water Line to the Mainland	54.7	33.2	10.1	0.8	1.3
Bayfront Rec. Center	11.4	32.1	34.8	11.9	9.7
Green (Environmental) Initiatives	33.3	31.3	18.9	9.4	7.2

*Source: 2023 Citizen Survey*

In order to better understand how residents prioritize these issues, 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 (70%), property insurance costs (52%), and red tide (44%). Beach erosion ranked fourth, with 36% of respondents identifying it as one of the Town’s top three challenges.

Consistent with the results highlighted previously, there was an increase in the frequency of concerns expressed over traffic congestion, with 70% identifying it as a top three challenges, up from 64% in 2022. There was also a significant increase in concern over property insurance costs, which was identified by 52% of residents (up from 22% in 2022). This dramatic increase is unsurprising given the prominence of the issue throughout the state of Florida in the past year.

**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>	<b>Frequency</b>	<b>% of Total Sample†</b>
Traffic Congestion	940	69.7
Property Insurance Costs	698	51.8
Red Tide	594	44.1
Beach Erosion	478	35.5
Taxes	282	20.9
Infrastructure Upkeep/Development	224	16.6
Sea-Level Rise	221	16.4
Hurricane/Emergency Preparedness	126	9.3
Fiscal Sustainability	120	8.9
Illegal Rentals	117	8.7
Cell Phone Coverage	108	8.0
Aging Real-Estate Stock	40	2.9

*Source: 2023 Citizen Survey*

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

Table 20 shows the three most important issues facing the Town over the past three years, according to resident’s responses. Traffic congestion remained the most frequently identified issue for the third year straight, with red tide remaining in the top three for the second straight year. Beach erosion fell from the top three this year due to the increase in concern over property insurance costs, but it was the fourth most frequently cited issue, indicating that it remains a real concern for Town residents.

**Table 20.**

**Three Year Trend of Most Important Issues Facing Longboat Key**

2021	2022	2022
Traffic Congestion (66.2%)	Traffic Congestion (63.6%)	Traffic Congestion (69.7%)
Beach Erosion (53.1%)	Red-Tide (50.8%)	Property Insurance Costs (51.8%)
Infrastructure (28.3%)	Beach Erosion (40.9%)	Red-Tide (44.1%)

***Hurricane Preparedness***

Following a heavily active hurricane season in 2022, Town officials opted to add a supplemental section to the survey in order to better understand how residents responded to hurricane Ian, as well as their readiness for future storms that might threaten the community. The results (Table 21) show that a majority of those residents who were staying on Longboat Key at the time of Hurricane Ian chose to evacuate either to another location in Florida (73%) or to a safe location outside of the state (16%). Only 5% of respondents indicated that they stayed on Longboat Key during the storm. Overall, respondents indicated that they feel well prepared for a major hurricane event, with 87% saying that their household is either “very” (34%) or “somewhat prepared” (53%) “if a major hurricane were to impact Longboat Key”. As was the case with Hurricane Ian, an overwhelming majority (89%) say that they would be “very likely to evacuate in the case of a Category 3 or higher hurricane.

**Table 21.**  
**Profile of Survey Respondents**

	Frequency	Percent
<b><i>Your situation during Hurricane Ian? *</i></b>		
Remained at home on Longboat Key	28	4.8
Remained on Longboat Key (not at home)	4	0.7
Evacuated to somewhere in Florida	430	73.1
Evacuated outside of Florida	97	16.5
Other	29	4.9
<i>*Only includes those who were staying on Longboat Key at the time of the storm (N=588)</i>		
<b><i>How prepared is your household if a major hurricane were to impact Longboat Key?</i></b>		
Very Prepared	453	33.7
Somewhat Prepared	712	52.9
Not Very Prepared	132	9.8
Not at All Prepared	18	1.3
Unsure	30	2.2

*Do you currently have a portable radio on-hand to receive ongoing storm and emergency updates in case of a loss of power/service?*

Yes	633	47.0
No	680	50.5
Unsure	33	2.5

*Likelihood of evacuating for a Category 3 or higher hurricane?*

Very Likely	1,194	88.7
Somewhat Likely	127	9.4
Not Very Likely	18	1.3
Not at All Likely	7	0.5

*Source: 2023 Citizen Survey*

A follow-up question allowed residents to provide more detailed, open-ended feedback on what steps the Town can take to help them safely evacuate in the case of future extreme weather events. A total of 431 residents provided replies, and a random sample of 200 was selected for coding/analysis. These responses (Table 22) emphasized the desire for evacuation advice/orders to be issued as early as possible to facilitate timely planning/decision making, though residents also recognized the challenges of predicting the need for evacuation in advance. Respondents also emphasized a desire for more coordinated traffic management in the case of evacuations. These comments included an emphasis on increasing outbound lanes on key bridges and roadways, as well as a desire for more police presence to facilitate the flow of traffic in high congestion areas. Several respondents also emphasized the need to coordinate evacuation efforts with surrounding jurisdictions (such as Manatee and Sarasota Counties).

**Table 22.**  
**Steps to Assist in Safe Hurricane Evacuations**

<i>What, if any, steps can the Town of Longboat Key take in the future to help you safely evacuate if the island is threatened by an extreme weather event?</i>	<b>Frequency</b>	<b>%</b>
Early Warnings/Decisions	55	27.5
Traffic Management	40	20.0
Ongoing Communications	31	15.5
Evacuation Options	17	8.5
Enforce Evacuation	8	4.0

*Source: 2023 Citizen Survey*

Among those who emphasized “ongoing communications” throughout storm events, several referenced a desire for updates related to storm conditions on Longboat Key, as well as timely updates on when it will be safe to return to the island. Another set of comments asked for more information about

evacuation options (i.e. where residents can safely go). These included (but were not limited to) concerns related to accommodations for disabled residents and pets. A full list of these responses has been shared with Town officials for further analysis and consideration.

### Canal Usage

An additional set of questions asked respondents about their recreational usage of canals and waterways on Longboat Key, including any barriers that might limit their ability to enjoy these amenities. Over a third of respondents (37%) indicated that they regularly use the island’s canals and waterways (Table 23). A significant number reported using canals for both boating (30%) and kayaking (24%), while a smaller number reported using canals and waterways for paddle boarding (10%) and jet-skiing (3%).

**Table 23.**  
**Usage of Canals and Waterways on Longboat Key**

	Frequency	Percent
<i>Do you regularly use the canals/waterways on Longboat Key recreational purposes?</i>		
Yes	493	36.7
No	851	63.3
<i>Which of the following activities do you participate in on Longboat Key’s canals and waterways? (check all that apply)</i>		
Boating	401	29.7
Kayaking	327	24.3
Jet-Skiing	34	2.5
Paddle Boarding	132	9.8

*Source: 2023 Citizen Survey*

Respondents were also given an opportunity to share open-ended responses identifying any barriers or factors that might limit their ability to use and enjoy the Town’s canals and waterways. A random sample of 200 comments were selected for coding and analysis, and these are summarized in Table 24. When interpreting these responses, it’s important to keep in mind that they include a mix of respondents who do and don’t currently utilize the Town’s canals and waterways. The most commonly cited concern (29%) was the shallowness of the canals in some places, particularly during low-tide periods. A second category of responses cited a lack of access to boat and recreational vehicles as barriers to canal usage (20%).

**Table 24.**

**Barriers to Canal Usage**

<i>What, if any, barriers do you face in accessing and making use of Longboat Key's canals and waterways?</i>	<b>Frequency</b>	<b>%</b>
Too Shallow	57	28.5
Boat Access	39	19.5
Large Boats/Navigation Hazards	13	6.5
Safety Concerns	12	6.0
Red Tide	6	3.0

*Source: 2023 Citizen Survey*

Some less common but specific concerns were also raised over navigation hazards in the canals, safety related issues, and red tide. In the case of navigation hazards, several respondents cited concerns over large boats docked in the canals, which in some cases they note make the canals difficult to pass. Safety related concerns were primarily centered around the speed of watercrafts in the canals, while some concerns over red tide included the presence of dead sea-life following red tide blooms. A complete list of responses has been provided to Town officials for further review and consideration.

### ***Airport Transit***

Finally, in order to better understand how residents utilize and travel to/from the region's several major airports, respondents were asked to identify how often they travel to the airport, which airport they prefer using, and whether or not they would be likely to utilize an on-demand airport shuttle from Longboat Key if it were available. Table 25 provides a summary of the responses. A large majority of residents reported regular trips to the airport, with 43% saying that they travel from Longboat Key to an area airport "often" and another 45% saying that they do so "sometimes". Only 12% of respondents said that they "rarely" or "never" travel to the airport.

**Table 25.**

**Airport Usage and Transit**

	<b>Frequency</b>	<b>Percent</b>
<i>How frequently do you travel form Longboat Key to an area airport?</i>		
Often	583	43.3
Sometimes	603	44.7
Rarely	147	10.9
Never	15	1.1



***What is your preferred airport when flying in and out of the region?***

SRQ (Sarasota/Bradenton)	1,200	90.3
TPA (Tampa)	95	7.2
PIE (St. Pete/Clearwater)	6	0.5
Other	28	2.1

***Likelihood of using an on-demand public transportation option for trips to and from the airport?***

Very Likely	621	46.7
Somewhat Likely	374	28.1
Not Very Likely	234	17.6
Not at All Likely	101	7.6

*Source: 2023 Citizen Survey*

An overwhelming majority of respondents (90%) indicated that the Sarasota-Bradenton International Airport (SRQ) is their preferred choice for traveling to and from the region, while only 7% said that they preferred traveling through Tampa International Airport (TPA). Most respondents said that they would be likely to take advantage of an on-demand public transportation option if it were available for trips to and from the airport, with 47% saying that they would be “very likely” to use such as service, while another 28% were at least “somewhat likely” to do the same.

## ***Conclusions***

The fourth annual *Citizen Survey* was conducted in January and February of 2023 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. While some common themes from prior iterations of the survey were repeated, several important new data points/observations emerged in this most recent iteration of the survey.

1. In 2023, respondents continued to express very **positive sentiments about the Quality of Life on Longboat Key**. A comparative analysis showed that these perceptions are among the most positive in the region and throughout the State of Florida.
  - ✓ 98% of respondents described the overall quality of life on Longboat Key as either “excellent” or “good”, which was consistent with responses seen in prior iterations of the survey.
  - ✓ 95% rated the Town as either an “excellent” or “good” place to live, retire, and visit.
  - ✓ As in prior years, over 95% of respondents indicated that they are satisfied with the Town’s overall reputation, aesthetic appeal, and safety.

2. While concerns over **traffic congestion** have consistently been voiced in prior iterations of the survey, these concerns appeared to be somewhat more pronounced in 2023. This may in part reflect the Town’s “return to normal” following the COVID-19 pandemic, though many respondents also expressed concerns over how traffic is being affected by growth and development in surrounding communities.
  - ✓ 68% of respondents indicated that they were dissatisfied with traffic congestion on Longboat Key. This was up from 52% in 2022.
  - ✓ Traffic was identified by respondents as the “most important challenge facing the Town”, with 70% of respondents identifying it among the top 3 issues (up from 66% in 2022).
  - ✓ When providing open-ended comments about their quality of life on Longboat Key, 84% of respondents raised concerns about traffic and congestion.
  - ✓ Across the board, residents expressed more concerns about traffic than they did in 2022.
  
3. While traffic congestion, red-tide, and beach management remained top priorities for town residents, there was also a significant increase in concern over property insurance costs in 2023.
  - ✓ **Traffic Congestion** was the most commonly identified issue by residents when choosing the top three challenges facing the Town of Longboat Key (70%). This was consistent with responses from prior iterations of the survey.
  - ✓ **Red Tide** also remained a top concern, as it was in 2022, with 44% of respondents identifying it as one of the top three challenges facing Longboat Key.
  - ✓ **Property Insurance Costs** was rated as the second most important challenge facing the Town, with 52% of respondents ranking it in the top three. This was up 30% (from 22%) in 2022.
  - ✓ When asked how important it is for the Town to address specific issues/challenges in the coming years, over 98% said that it was either “somewhat” or “very important” for Longboat Key to address **Traffic Congestion, Infrastructure Upkeep, and Beach Management/Shoreline Protection**.

4. While overall levels of satisfaction with **Town communications** remained high – and there was an observed **increase in citizens’ use of digital communication platforms** – there was still a noteworthy **decrease in satisfaction across several key areas, such as “the Town’s efforts to keep citizens informed”**. Additionally, residents reported a general lack of familiarity with several key communication platforms and engagement opportunities, highlighting areas where the Town can work to better promote information and events.
- ✓ Reliance on the Town’s E-Notification system increased from 50% in 2022 to 84% in 2023, while reliance on the Town’s webpage for information increased from 46% to 48% in 2023.
  - ✓ However, the results also showed a significant decrease in satisfaction with the Town’s efforts to keep citizens informed, which fell from 83% in 2022 to 75% in 2023. There was also a commensurate decrease in satisfaction with opportunities to participate in Town government, which fell from 50% in 2022 to 38% in 2023.
  - ✓ Most residents said that they were either “not very” or “not at all familiar” with the Town’s Annual Hurricane Seminar (67%), the Citizen Academy (84%), and the “Talk of the Town” series (85%).
5. Longboat Key residents took **Hurricane Ian** very seriously, and a majority say that they are prepared for a Category 3 or higher storm. **Early/ongoing communications** and **traffic management** were cited by residents as the most important steps that the Town can take to ensure safe and timely evacuations in the case of future storms.
- ✓ Among those who were staying on Longboat Key at the time of Hurricane Ian, 90% chose to evacuate the island, while only 5% remained in their homes during the storm.
  - ✓ Most respondents (87%) say that their household is at least somewhat prepared for a major hurricane, with a third (34%) saying that they are “very prepared”.
  - ✓ An overwhelming majority of respondents (89%) say that they would be “very likely” to evacuate for a Category 3 or higher hurricane.
  - ✓ In open-ended responses, residents cited “early warnings/decisions” (28%) and “traffic management” (20%) as the most impactful steps that Town officials can take to facilitate safe and timely evacuations in the future.

## APPENDIX: 2023 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  
sneely@usf.edu

Sincerely,

Tom Harmer  
Town Manager

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

---

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

- Excellent
- Good
- Fair
- Poor

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to retire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

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

---



---



---



---

Do you currently use a maps/navigation app on your phone to get traffic status updates when traveling on Longboat Key?

(These include - but are not limited to - apps such as Google Maps, Apple Maps, and Waze)

- Yes, I use them often
- Yes, I use them occasionally
- No

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

---

---

---

---

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

	Very Familiar	Somewhat Familiar	Not Very Familiar	Not at All Familiar
Bayfront Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durante Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quick Point Nature Preserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Unsure
Beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bayfront Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durante Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quick Point Nature Preserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Way-Finding Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

---



---



---



---



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
- Grocery Shopping
- Retail Shopping
- Gas Stations
- Visit Family and Friends
- Dining/Restaurants
- Doctor, Dentist, Medical Appointments
- Movie Theater
- Performances (i.e. Shows, Concerts, Arts)
- Consumer Services (i.e. Dry Cleaning, Hair Salon, Auto Maintenance, etc.)

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
- About the Same
- Less Often

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

---

---

---

---

The Town had a very successful series of events at the Town Center Green in 2022. This year the venue is under construction, however we will be able to offer a few events as the site work is completed and as the privately-funded stage is built. We are beginning to plan for the latter portion of 2023 and into 2024.

Do you have any suggestions for future events at the Town Center Green or its new stage?

---

---

---

---

In the past year, have you personally used any of the following services provided by the Town of Longboat Key? (please choose 'yes' or 'no' for each service)

	Yes	No
Police Services	<input type="radio"/>	<input type="radio"/>
Fire and Ambulance Services	<input type="radio"/>	<input type="radio"/>
General Town Administration	<input type="radio"/>	<input type="radio"/>
Parks and Town Facilities	<input type="radio"/>	<input type="radio"/>
Permitting (i.e. Planning and Building)	<input type="radio"/>	<input type="radio"/>
Code Enforcement	<input type="radio"/>	<input type="radio"/>

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

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Unsure
Police Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire and Ambulance Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency Management and Preparedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of Streets and Sidewalks	<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)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and Town Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water and Waste Water Utilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storm Water Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permitting (i.e. Planning and Building)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Code Enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General Town Administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

---

---

---

---

---

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

Yes

No

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

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

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

Walk-In

Phone

Email

Website ("Report a Concern" Link)

Other (Please Specify in the Box Below) \_\_\_\_\_

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

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

---

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

Yes

No

Do you currently follow the Town of Longboat Key on any of the following social media platforms?

	Yes	No
Facebook	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>

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

- Town Website
- Facebook
- Twitter
- Instagram
- Town E-Notification (i.e. Email Announcements)
- Local Newspapers

How familiar are you with each of the following Town of Longboat Key efforts?

	Very Familiar	Somewhat Familiar	Not Very Familiar	Not at All Familiar
The Chamber of Commerce & Town's annual hurricane seminar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Town's annual Citizen Academy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to serve on Town Boards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Town's Short-Term Rental Restrictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Town Manager's Monthly Brief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The "Talk of the Town" video series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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

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

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

---



---



---



---

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

- Yes
- No
- Unsure

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

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
- I'm not interested in being contacted by text message alerts
- Other (Please Specify) \_\_\_\_\_

In your opinion, how important is it for the Town of Longboat Key to address each of the following issues in the coming years?

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

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
  - Sea-Level Rise
  - Aging Real-Estate Stock
  - Infrastructure Upkeep and Development
  - Hurricane/Emergency Preparedness
  - Red Tide
  - Fiscal Sustainability
  - Illegal Rentals
  - Taxes
  - Property Insurance Costs
  - Cell Phone Coverage
  - Traffic Congestion
  - Other (Please Specify in the Box Below)
-

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

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

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

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

As you know, the Town of Longboat Key was spared the worst effects of Hurricane Ian, but the island was nonetheless impacted by the storm, and it was a reminder of how vulnerable the Gulf Coast can be to storm surge and hurricane force winds.

With that in mind, we would like to better understand how you responded to and were impacted by the storm, as well as how we can better prepare for future extreme weather events.

Which of the following best describes your situation during Hurricane Ian?

- I remained at home on Longboat Key
- I remained on Longboat Key but stayed somewhere other than my home
- I evacuated to somewhere else in Florida
- I evacuated to somewhere outside of Florida
- I was not staying on Longboat Key at the time, so I did not need to make a decision
- Other (Please Specify) \_\_\_\_\_

How prepared is your household if a major hurricane were to impact Longboat Key?

- Very Prepared
- Somewhat Prepared
- Not Very Prepared
- Not at All Prepared
- Unsure

Do you currently have a portable radio on-hand to receive ongoing storm and emergency updates in the case of a loss of power/service?

- Yes
- No
- Unsure

In the future, if Longboat Key were threatened by a Category 3 or higher hurricane and an evacuation order was issued, how likely would you be to evacuate?

- Very Likely
- Somewhat Likely
- Not Very Likely
- Not at All Likely

What, if any, steps can the Town of Longboat Key take in the future to help you safely evacuate if the island is threatened by an extreme weather event?

---

---

---

---

Do you regularly use the canals and waterways on Longboat Key for recreational purposes?

Yes

No

**Skip To: Q44 If Do you regularly use the canals and waterways on Longboat Key for recreational purposes? = No**

Which of the following activities do you participate in on Longboat Key's canals and waterways? (please check all that apply)

Boating

Kayaking

Jet-Skiing

Paddle Boarding

Other (Please Specify) \_\_\_\_\_

What, if any, barriers do you face in accessing and making use of Longboat Key's canals and waterways?

---

---

---

---



How frequently do you travel from Longboat Key to one of the area's airports?

- Often
- Sometimes
- Rarely
- Never

*Skip To: End of Block If How frequently do you travel from Longboat Key to one of the area's airports? = Never*

---

What is your preferred airport when flying in and out of the region?

- SRQ (Sarasota/Bradenton International Airport)
- TPA (Tampa International Airport)
- PIE (St. Pete/Clearwater International Airport)
- Other (please specify) \_\_\_\_\_

If an on-demand public transportation option was available for trips to and from the airport, how likely would you be to use this service?

- Very Likely
- Somewhat Likely
- Not Very Likely
- Not at All Likely

How long have you lived on Longboat Key?

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

Which of the following best describes how much of the year you typically spend living on Longboat Key?

- 11-12 months
- 8-10 months
- 6-7 months
- 3-5 months
- 1-2 months
- None of the year

Where do you expect to be living in 5 years?

- Longboat Key
- Another community in the Tampa Bay region
- Another community in Florida
- Outside of Florida
- Unsure

*Skip To: Q52 If Where do you expect to be living in 5 years? = Longboat Key*

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

---

---

---

---

---

What type of home do you live in?

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

Do you currently own or rent your home?

Own

Rent

What is your gender?

Male

Female

Prefer not to answer

Did you respond to the Town's 2022 Citizen Satisfaction Survey?

Yes

No

# The Town of Longboat Key



## 2023 Citizen Survey | Fast Facts



### ABOUT THE SURVEY

**4** Number of years the Town has conducted the annual citizen survey

**15%** Survey response rate

**1,348** Residents responded to the survey



### QUALITY OF LIFE

Longboat Key residents feel very positively about the quality of life--among the most positive in the region and throughout the state of Florida!

**98%**

Respondents express very positive sentiments about the quality of life on Longboat Key



### RESIDENT PRIORITIES

When asked to assign importance to issues facing the Town, the following were the top areas identified

- ✓ **Traffic Congestion**
- ✓ **Red Tide**
- ✓ **Property Insurance Costs**
- ✓ **Beach Management/Shoreline Protection**



### HURRICANE READINESS

**90%** Residents who chose to evacuate the island during Hurricane Ian

**87%** Households say they are prepared or very prepared to evacuate for a Category 3 or higher hurricane

Residents cited "early warning/decisions" and "traffic management" as the most impactful steps Town officials can take to facilitate safe and timely evacuations in the future



### TOWN SERVICES

When asked to rate satisfaction with the Town's services, residents indicated high levels of satisfaction with the following:

- 96%** **Fire and Ambulance**
- 93%** **Parks and Town Facilities**
- 91%** **Solid Waste**
- 90%** **Police Department**



### TOWN COMMUNICATION

Satisfaction with Town communications remained high with an increase in use of digital communication platforms.

**84%** Reliance on the Town's E-Notification system increased from 50% in 2022 to 84% in 2023

Residents would like to see continued effort to keep citizens informed and to share opportunities to participate in Town Government



**End of Agenda Item**