



**LEE COUNTY, FL
DRAFT 2010**



3005 30th Street
Boulder, CO 80301
www.n-r-c.com • 303-444-7863



777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

C O N T E N T S

Survey Background..... 1
 About The National Citizen Survey™ 1
 Understanding the Results 3

Executive Summary 5

Community Ratings 7
 Overall Community Quality 7
 Community Design 9
 Transportation 9
 Housing 12
 Land Use and Zoning 14
 Economic Sustainability..... 17
 Public Safety 20
 Environmental Sustainability..... 24
 Recreation and Wellness 27
 Parks and Recreation 27
 Culture, Arts and Education 29
 Health and Wellness 31
 Community Inclusiveness..... 33
 Civic Engagement..... 36
 Civic Activity..... 36
 Information and Awareness 39
 Social Engagement 40
 Public Trust..... 41
 Lee County Employees 44

From Data to Action 46
 Resident Priorities 46
 Lee County Action Chart 47
 Using Your Action Chart™ 49

Policy Questions 50

Appendix A: Complete Survey Frequencies 51
 Frequencies Excluding “Don’t Know” Responses 51
 Frequencies Including “Don’t Know” Responses..... 62

Appendix B: Survey Methodology 78

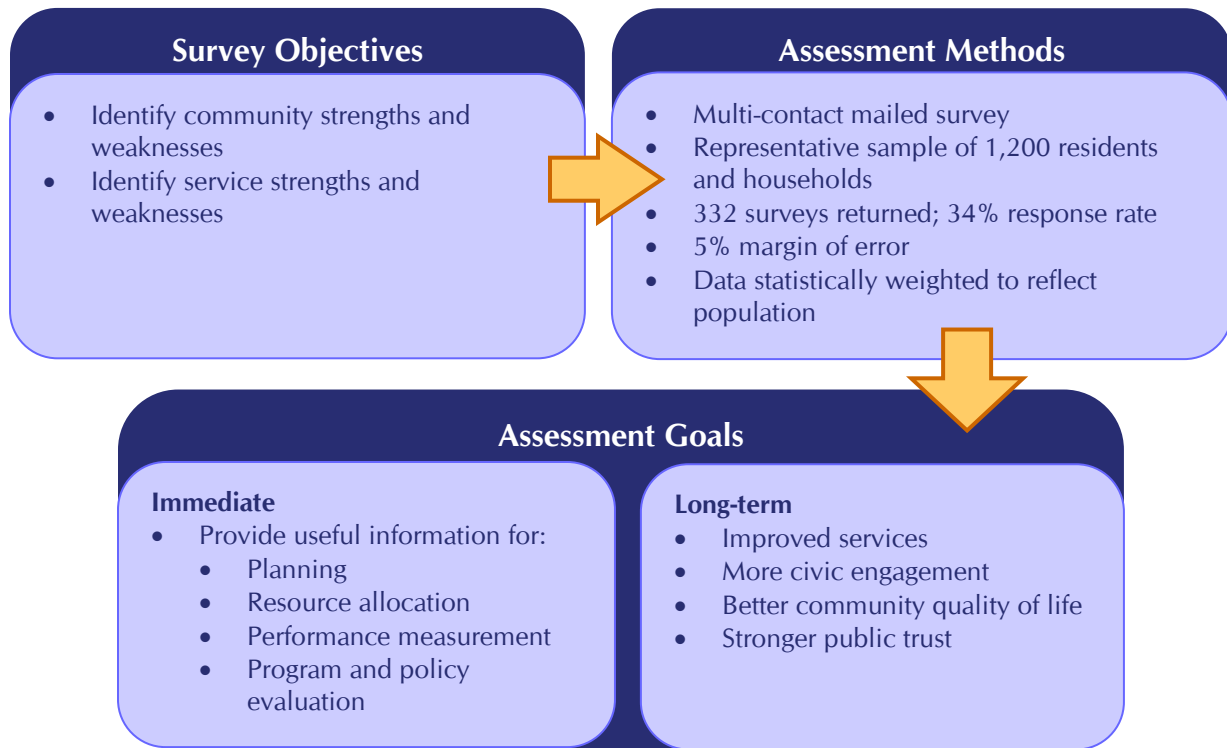
Appendix C: Survey Materials..... 86

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 332 completed surveys were obtained, providing an overall response rate of 34%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for Lee County was developed in close cooperation with local jurisdiction staff. Lee County staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. Lee County staff also augmented The National Citizen Survey™ basic service through a variety of options including an open-ended question and several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the Lee County survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (332 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American counties. Where possible, the better comparison is not from one service to another in Lee County, but from Lee County services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. Lee County chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Lee County Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons were available, Lee County results were noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Lee County's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of Lee County survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experience a good quality of life in Lee County and believe the county is a good place to live. The overall quality of life in Lee County was rated as “excellent” or “good” by 72% of respondents. A majority report they plan on staying in Lee County for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were shopping opportunities, air quality and opportunities to volunteer. The three characteristics receiving the least positive ratings were employment opportunities, ease of bus travel in Lee County and the availability of affordable quality child care.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, three were above the benchmark comparison, 12 were similar to the benchmark comparison and 16 were below.

Residents in Lee County were civically engaged. While 30% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 97% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in Lee County, which was higher than the benchmark.

In general, survey respondents demonstrated mild trust in local government. About four in ten rated the overall direction being taken by Lee County as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of Lee County in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

County services rated were able to be compared to the benchmark database. Of the 40 services for which comparisons were available, four were above the benchmark comparison, 17 were similar to the benchmark comparison and 19 were below.

A Key Driver Analysis was conducted for Lee County which examined the relationships between ratings of each service and ratings of Lee County's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall county service quality have been identified. By targeting improvements in key services, Lee County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Sheriff services
- Economic development
- Drinking water
- Emergency preparedness

Of these services, those deserving the most attention may be those that have experienced declining ratings over time or those that were below or similar to the benchmark comparisons: sheriff services, economic development, and drinking water. For emergency preparedness services, Lee County is above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in Lee County – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to Lee County. Residents were asked whether they planned to move soon or if they would recommend Lee County to others. Intentions to stay and willingness to make recommendations provide evidence that Lee County offers services and amenities that work.

Many of Lee County’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

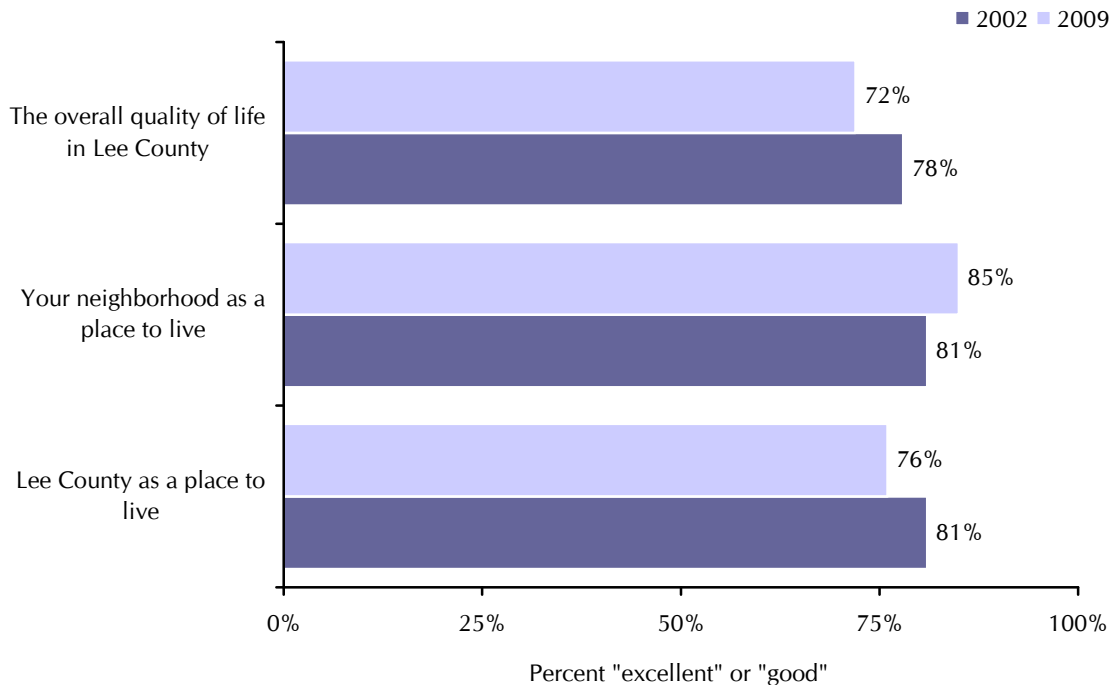


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

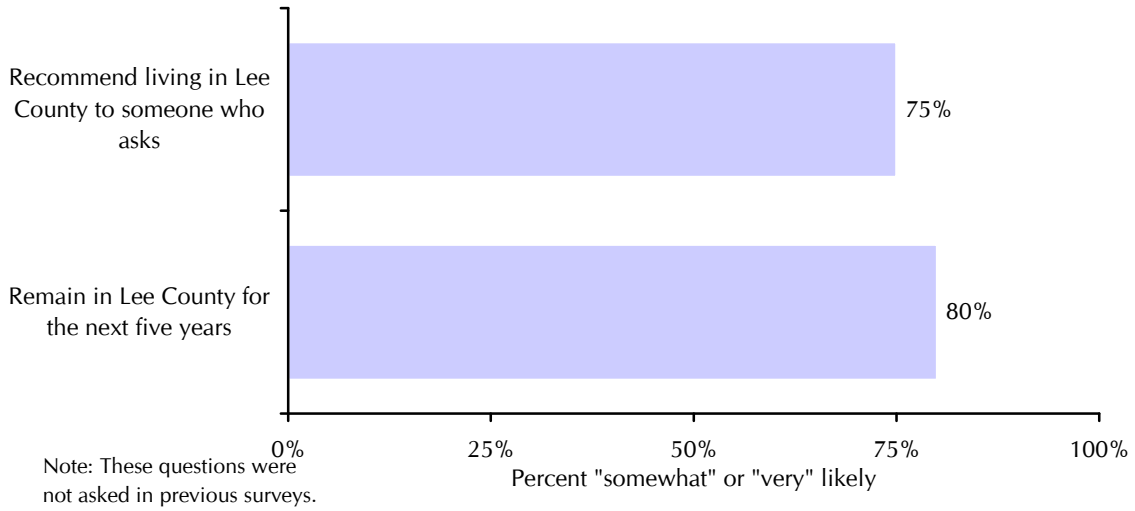


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
The overall quality of life in Lee County	Below
Your neighborhood as a place to live	Above
Lee County as a place to live	Below
Remain in Lee County for the next five years	Similar
Recommend living in Lee County to someone who asks	Below

Overall community quality was compared to survey data from previous years. Average ratings were computed for the previous years' data to make comparison easier. Trends from 2002 to 2009 were generally stable.

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel in Lee County was given the most positive rating, followed by availability of walking paths and trails. These ratings were lower than the benchmark.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

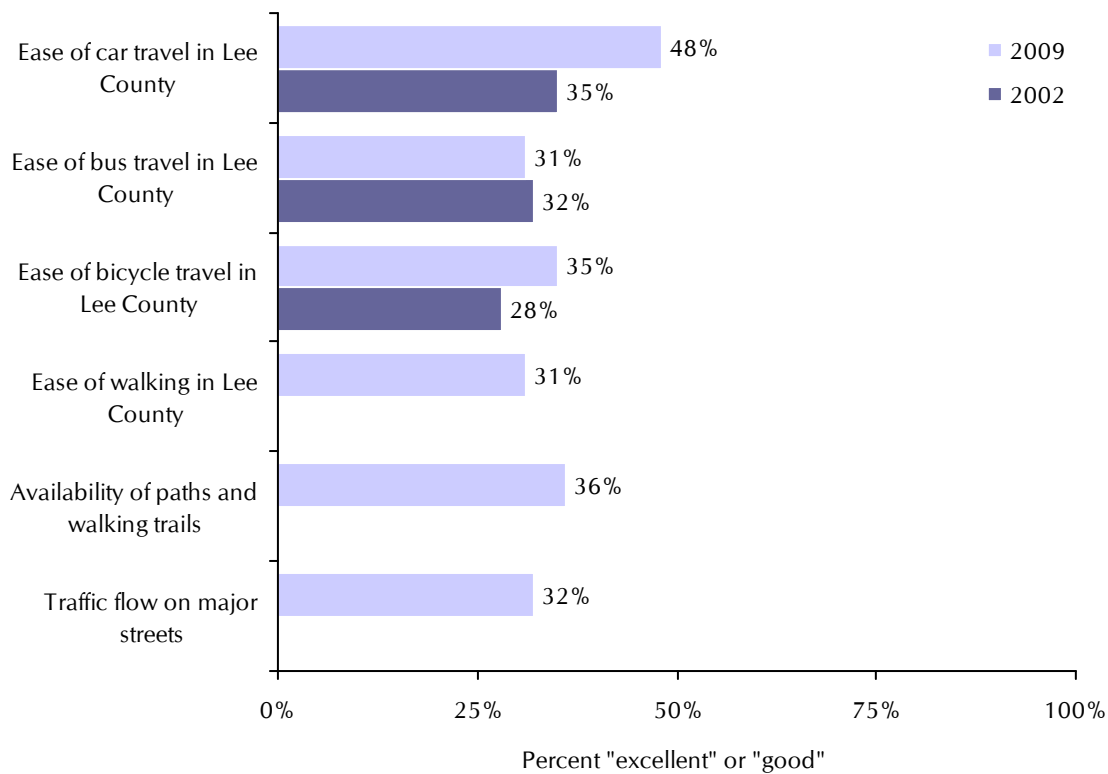


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS BY YEAR

	Comparison to benchmark
Ease of bus travel in Lee County	Below
Ease of car travel in Lee County	Below
Ease of walking in Lee County	Below
Ease of bicycle travel in Lee County	Below
Availability of paths and walking trails	Below
Traffic flow on County roads	Below

Three transportation services were rated in Lee County. As compared to most communities across America, ratings tended to be somewhat unfavorable, road repair was similar to the benchmark while bus or transit services and amount of public parking were below the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

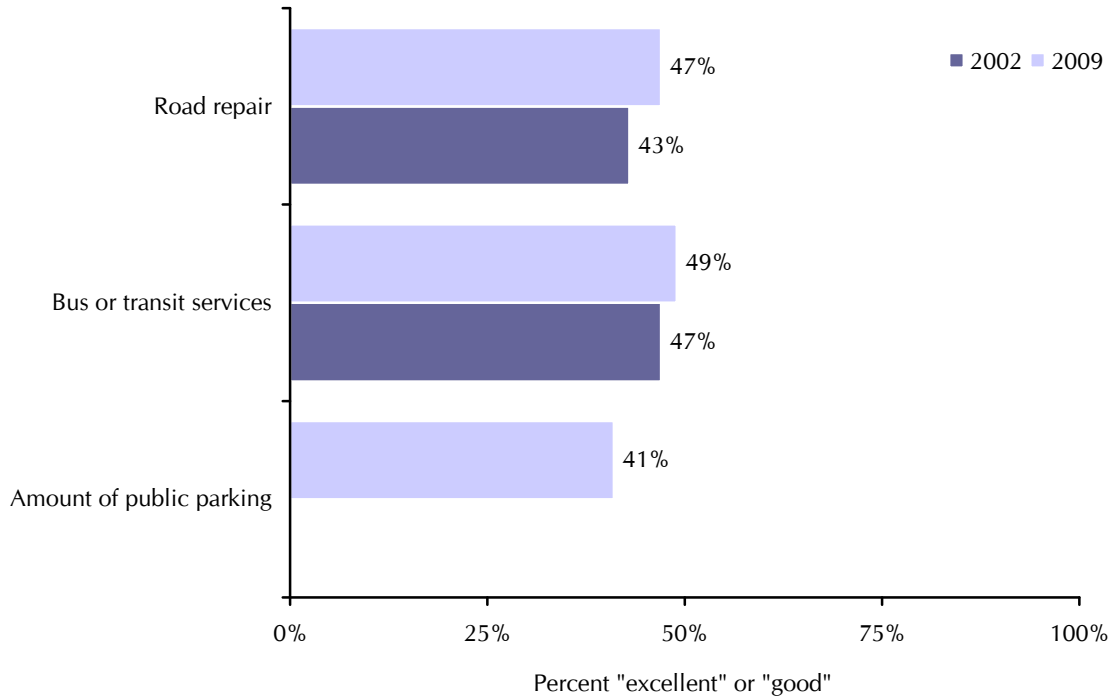


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Road repair	Similar
Bus or transit services	Below
Amount of public parking	Below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 3% of work commute trips were made by transit or by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

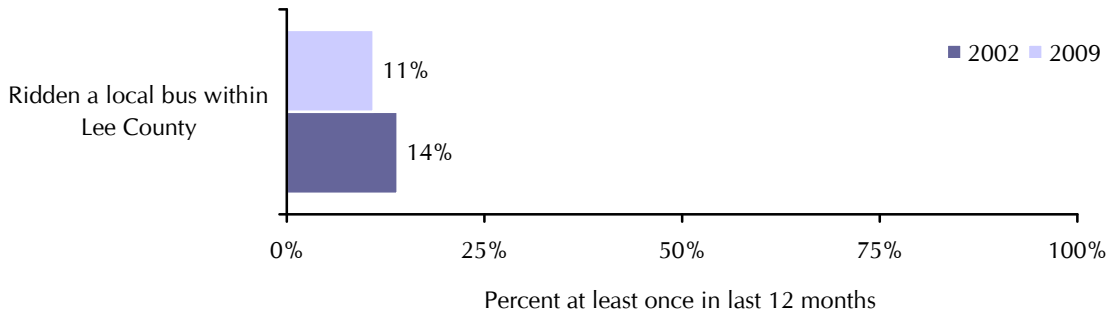
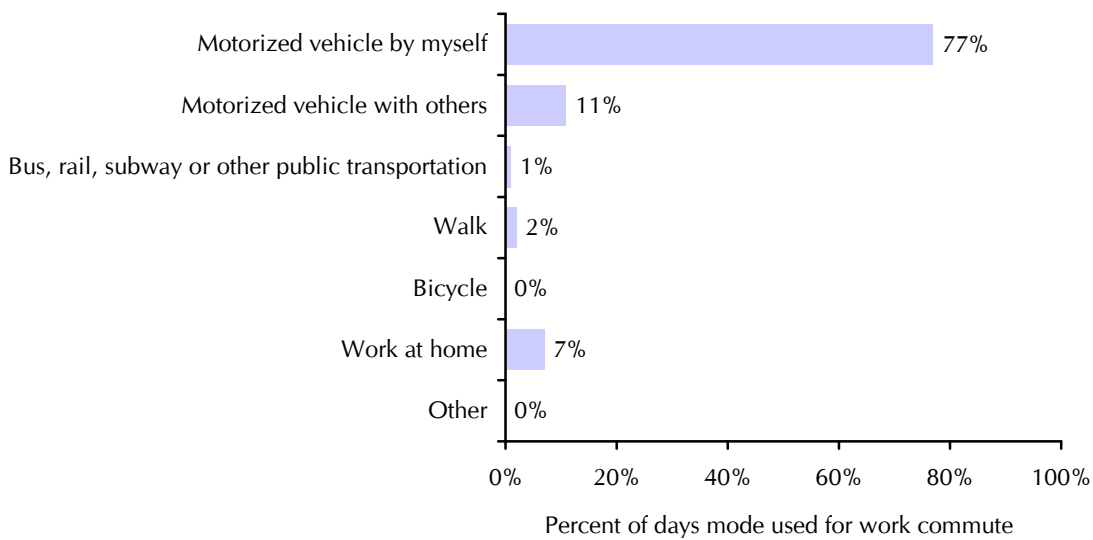


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Lee County	Less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE



Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of Lee County residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 45% of respondents, while the variety of housing options was rated as “excellent” or “good” by 59% of respondents. The rating of perceived affordable housing availability was better for Lee County than the ratings, on average, in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY BY YEAR

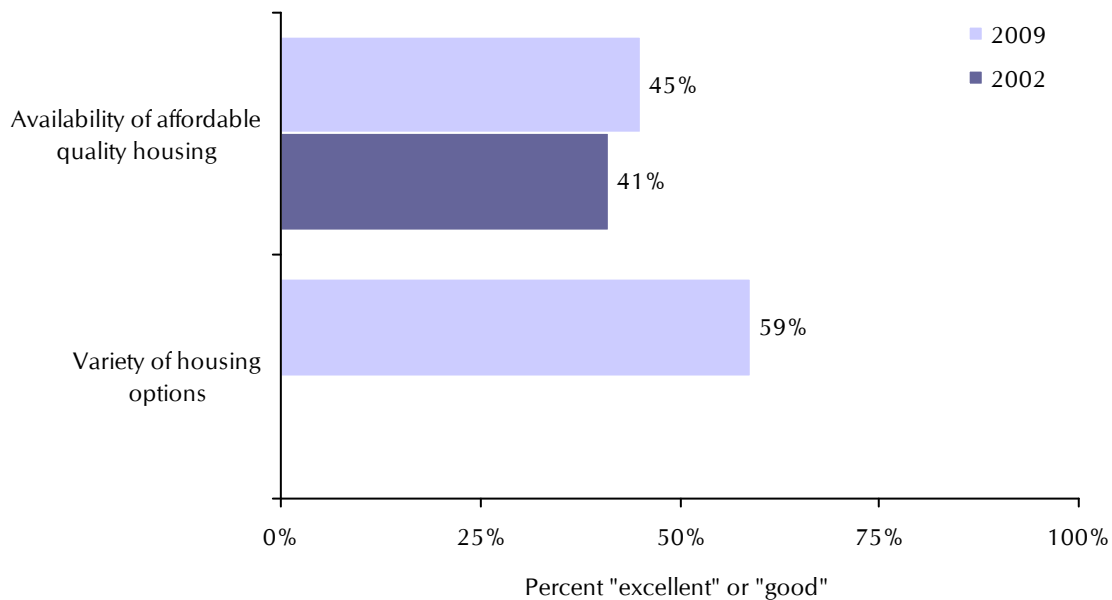
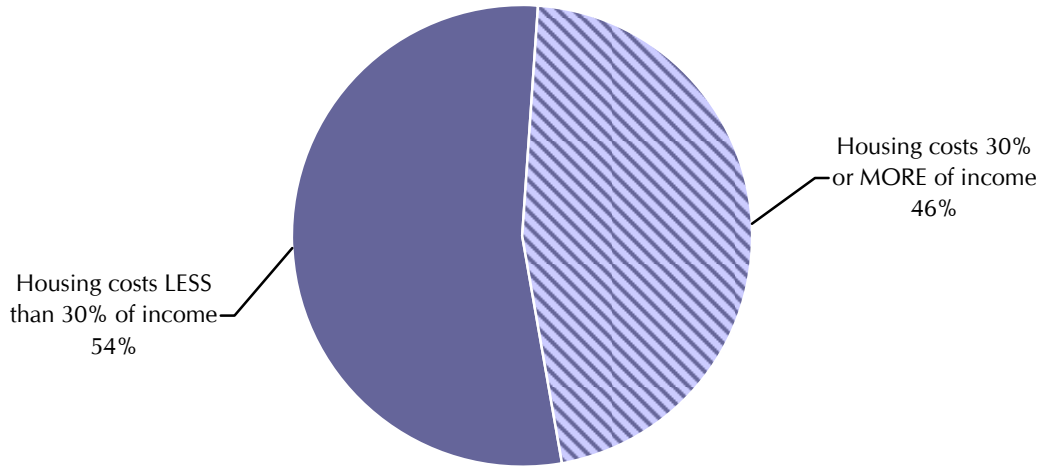


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Above
Variety of housing options	Similar

To augment the perceptions of affordable housing in Lee County, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of Lee County experiencing housing cost stress. About 46% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



Note: This question was not asked in previous surveys.

FIGURE 16: HOUSING COSTS BENCHMARKS

Comparison to benchmark	
Experiencing housing costs stress (housing costs 30% or more of income)	More

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of Lee County and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in Lee County was rated "excellent" or "good" by 51% of respondents. The overall appearance of Lee County was rated as "excellent" or "good" by 64% of respondents and was similar to the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Lee County, 16% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated below the benchmark.

FIGURE 17: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

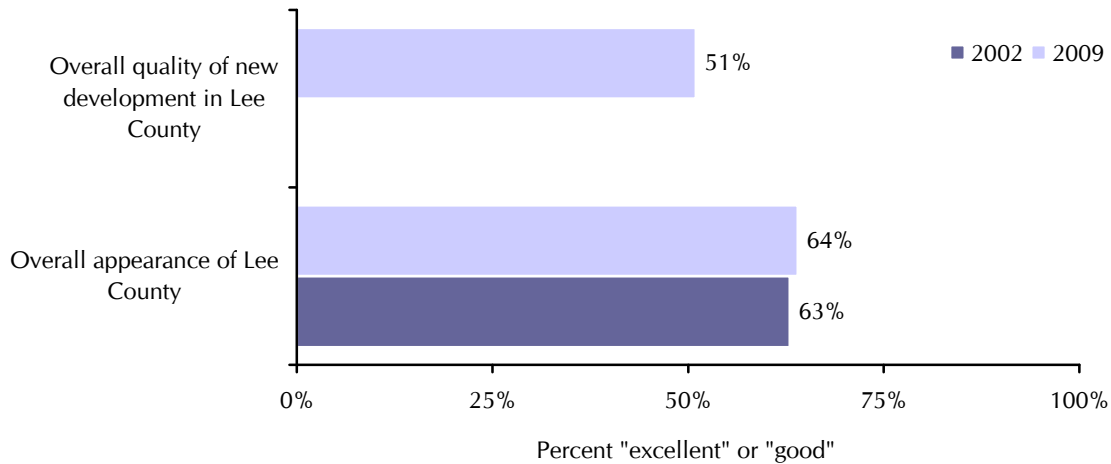


FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Overall quality of new development in Lee County	Below
Overall appearance of Lee County	Similar

FIGURE 19: RATINGS OF POPULATION GROWTH BY YEAR

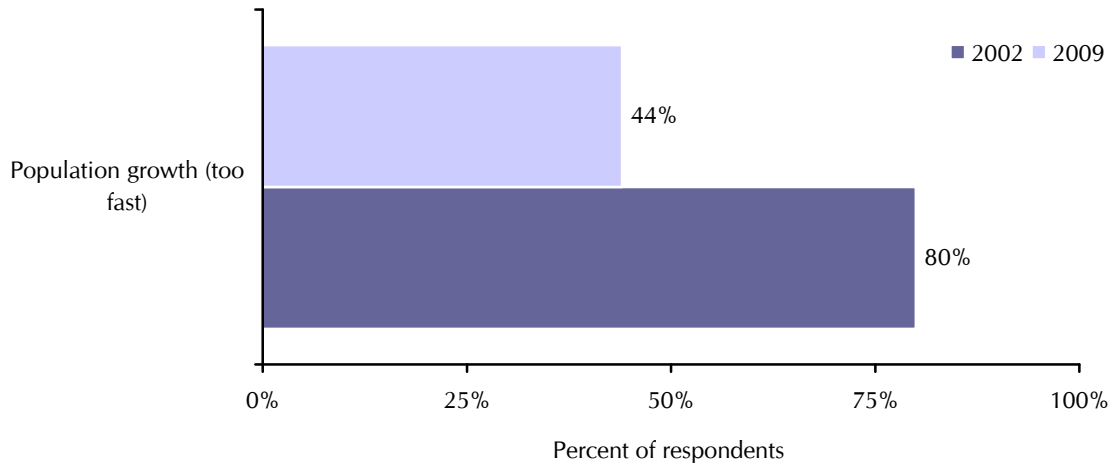


FIGURE 20: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Less

FIGURE 21: RATINGS OF NUISANCE PROBLEMS BY YEAR

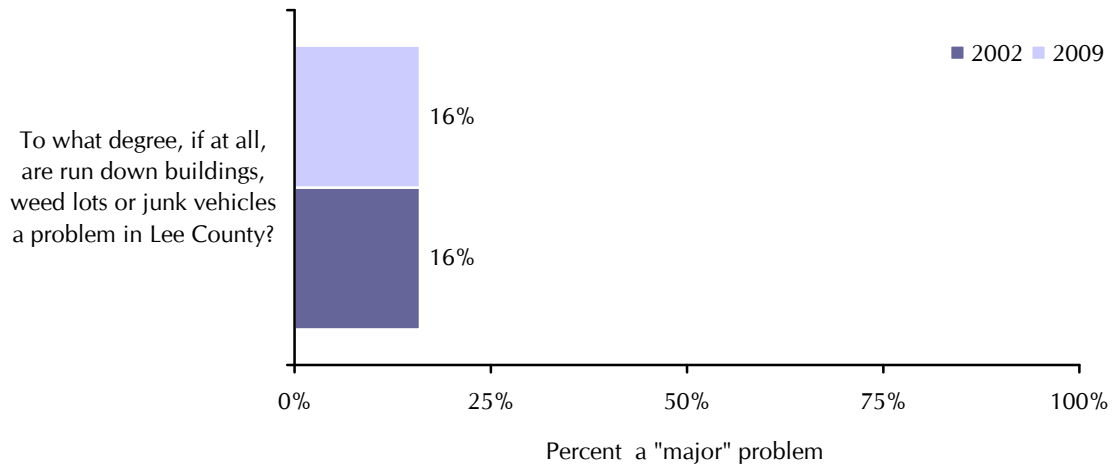


FIGURE 22: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lee County?	More

FIGURE 23: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

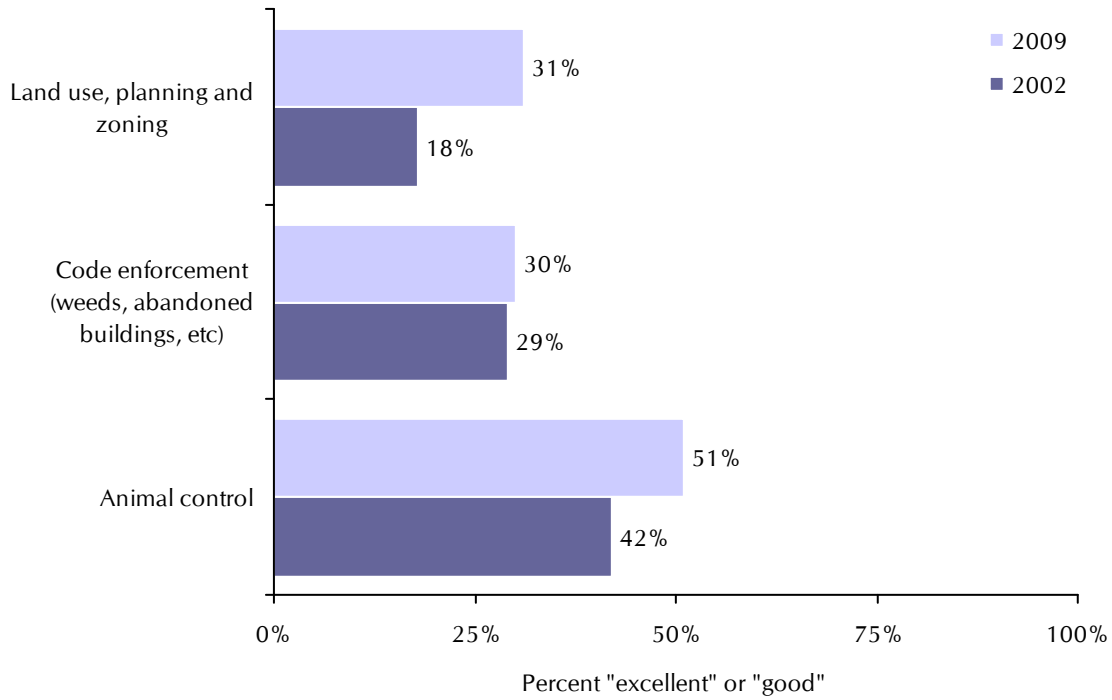


FIGURE 24: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Below
Code enforcement (weeds, abandoned buildings, etc)	Below
Animal control	Below

ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and overall quality of business and service establishments in Lee County. Receiving the lowest rating was employment opportunities.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

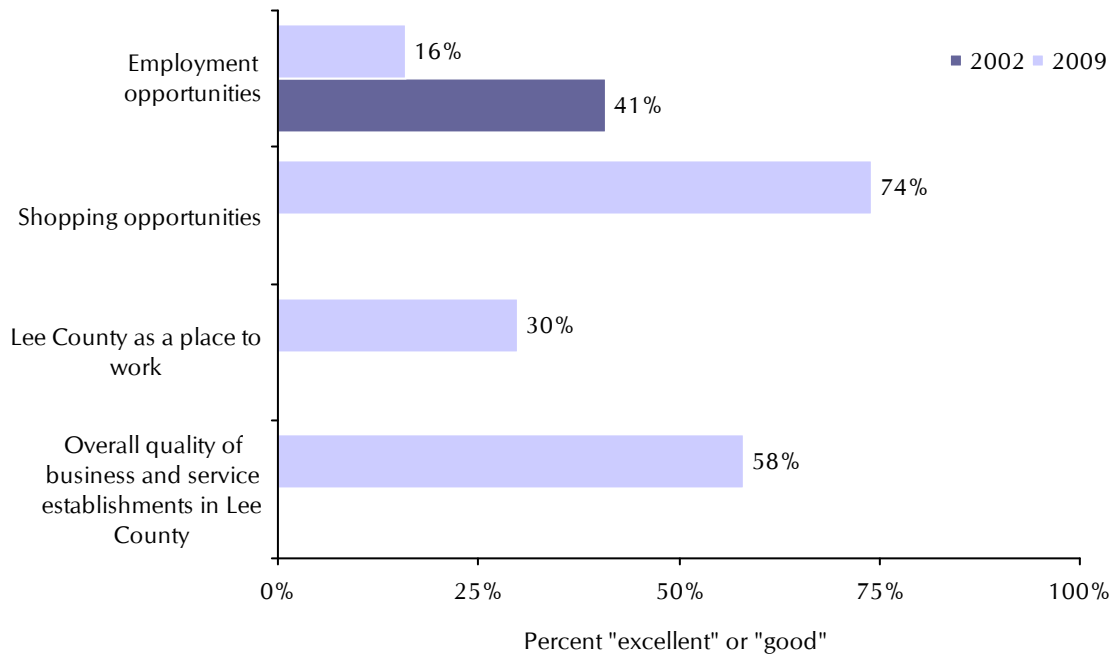


FIGURE 26: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Below
Shopping opportunities	Above
Lee County as a place to work	Below
Overall quality of business and service establishments in Lee County	Similar

When asked to evaluate the rate of job growth in Lee County, 92% responded that it was “too slow,” while 28% reported retail growth as “too slow.” Fewer residents in Lee compared to other jurisdictions believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

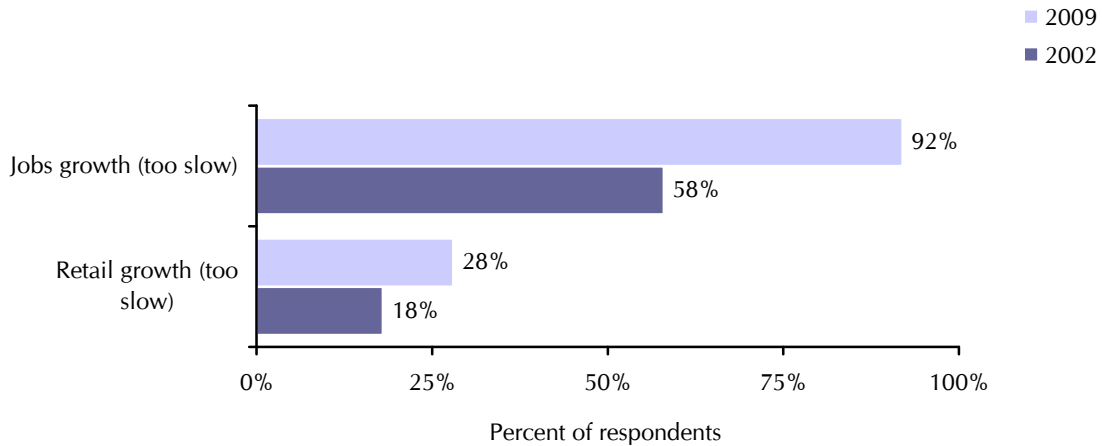


FIGURE 28: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Less
Jobs growth seen as too slow	More

FIGURE 29: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

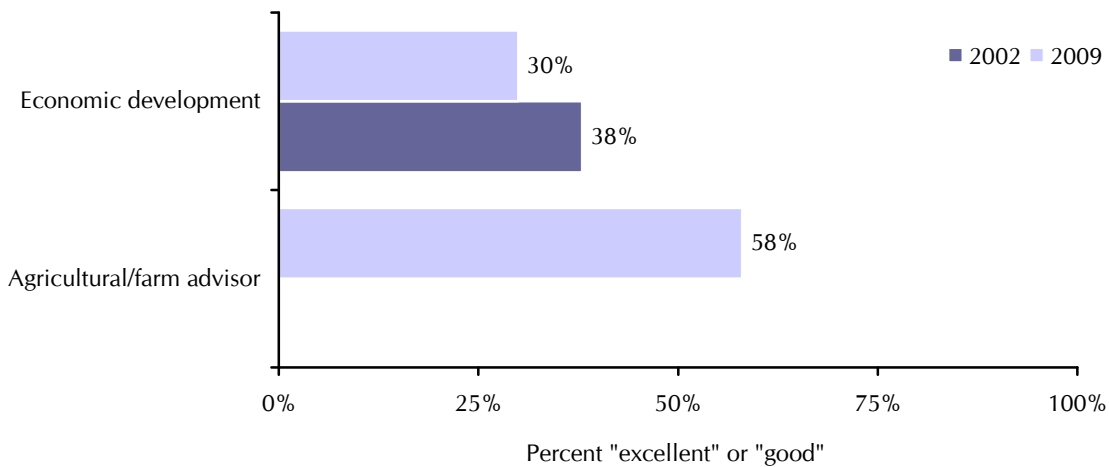


FIGURE 30: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Below
Agricultural/farm advisor	Below

Residents were asked to reflect on their economic prospects in the near term. Thirteen percent of Lee County residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was less than comparison jurisdictions.

FIGURE 31: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

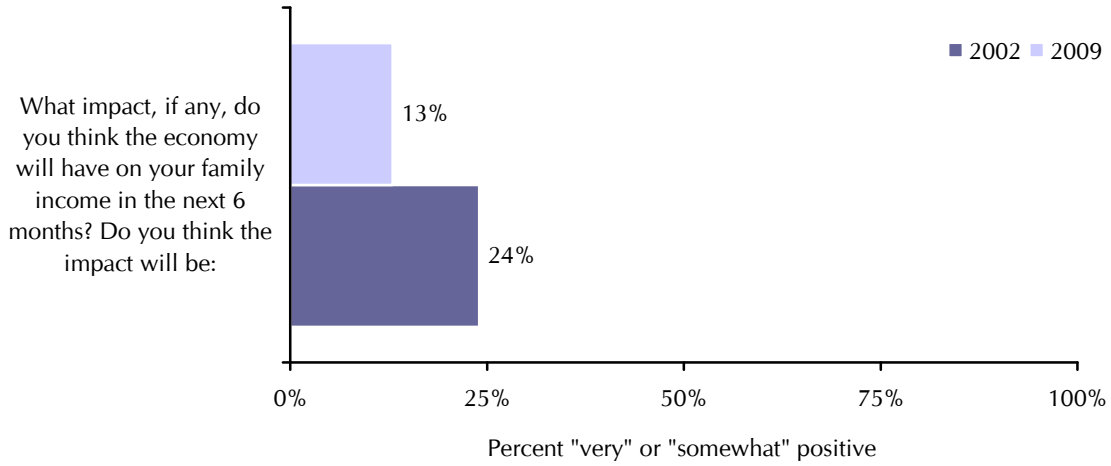


FIGURE 32: PERSONAL ECONOMIC FUTURE BENCHMARKS

Comparison to benchmark	
Positive impact of economy on household income	Below

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in Lee County. About 52% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 68% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 33: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

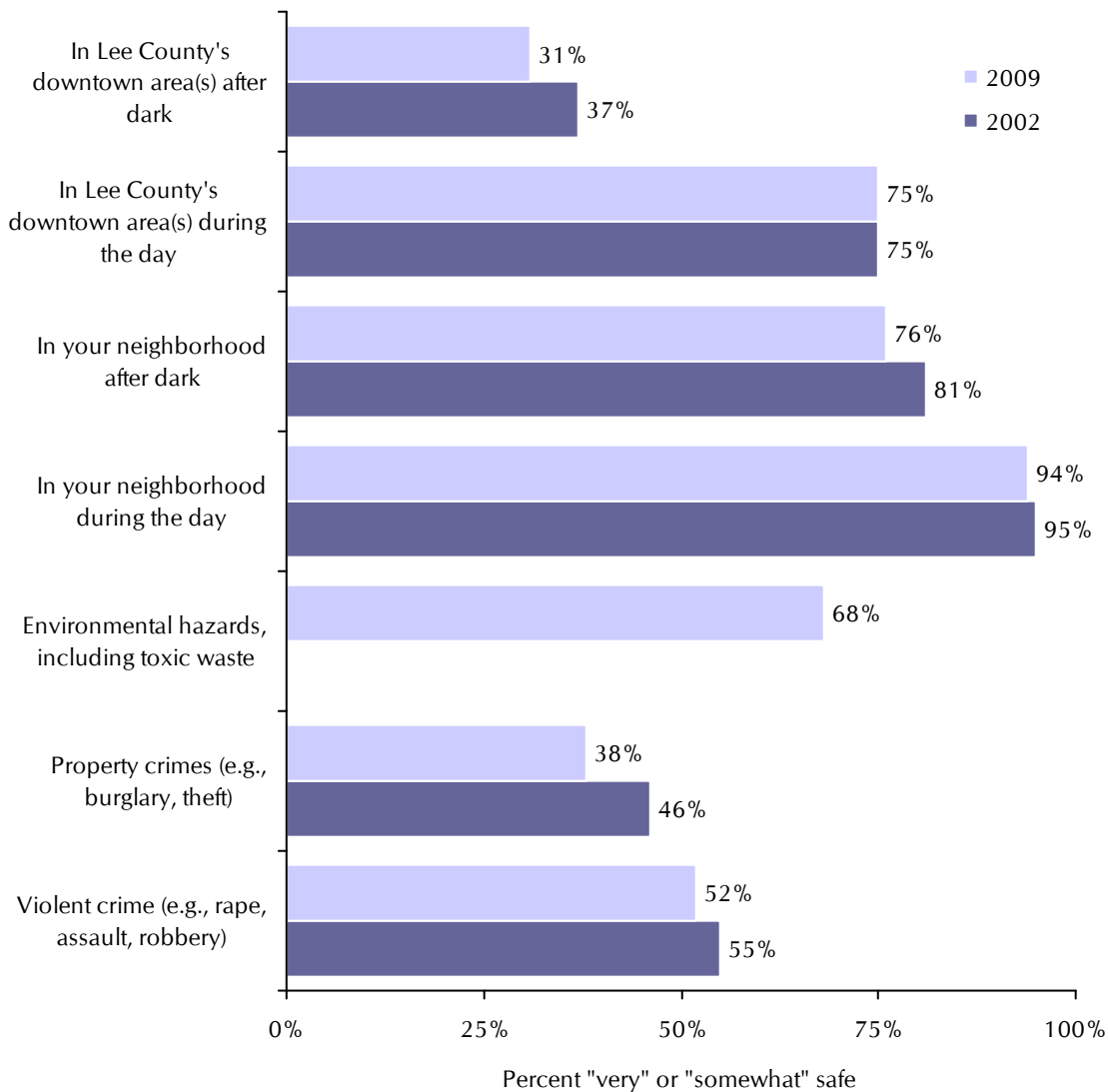


FIGURE 34: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
Safety in your neighborhood during the day	Similar
Safety in your neighborhood after dark	Above
Safety in Lee County's downtown area(s) during the day	Below
Safety in Lee County's downtown area(s) after dark	Below
Safety from violent crime (e.g., rape, assault, robbery)	Below
Safety from property crimes (e.g., burglary, theft)	Below
Environmental hazards, including toxic waste	Below

As assessed by the survey, 10% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 74% had reported it to police. Compared to other jurisdictions fewer Lee County residents had been victims of crime in the 12 months preceding the survey and about the same percent of residents had reported their most recent crime victimization to the police.

FIGURE 35: CRIME VICTIMIZATION AND REPORTING BY YEAR

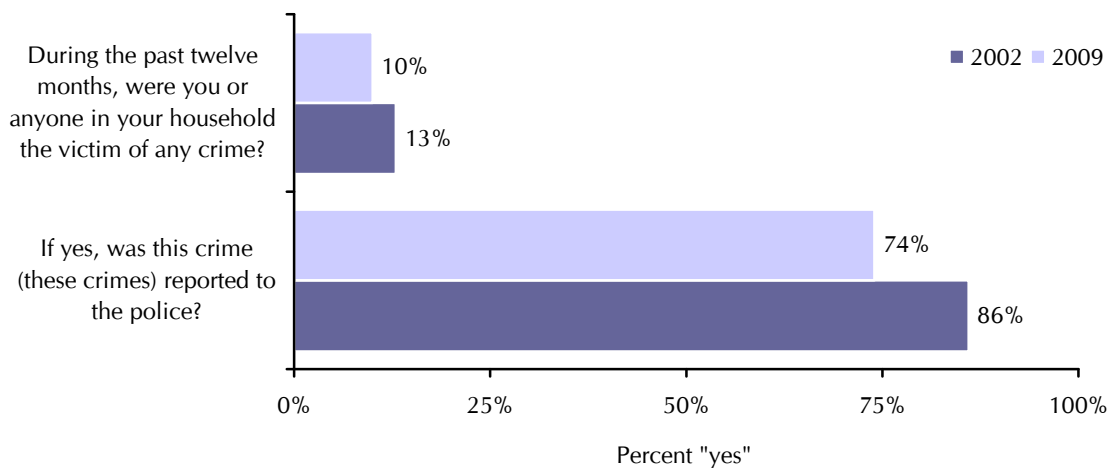


FIGURE 36: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Less
Reported crimes	Similar

Residents rated eight County public safety services; of these, one was rated above the benchmark comparison, three were rated similar to the benchmark comparison and four were rated below the benchmark comparison. Ambulance or emergency medical services and fire services received the highest ratings, while traffic enforcement on County roads and highways and County courts received the lowest ratings.

FIGURE 37: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

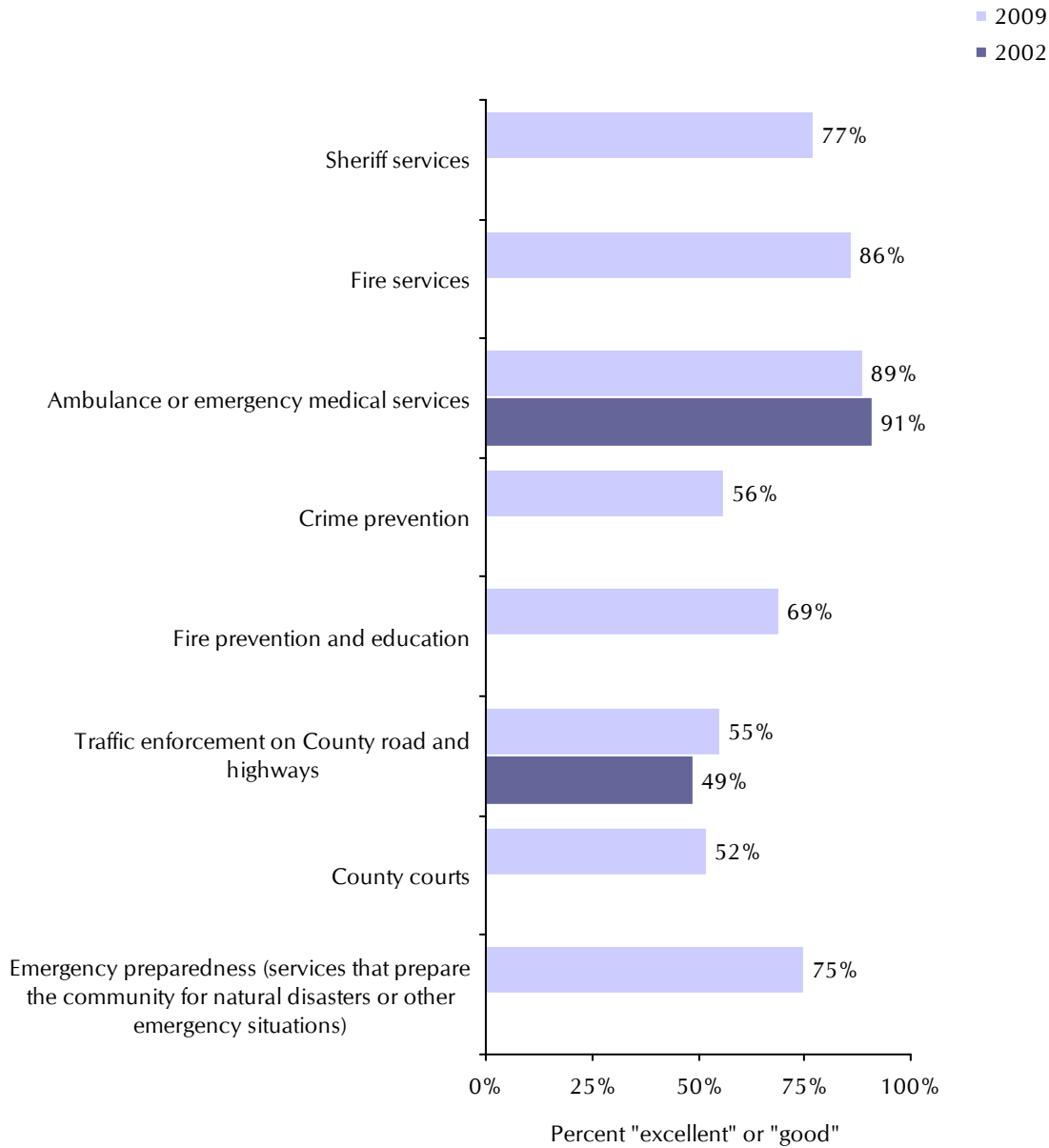


FIGURE 38: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Sheriff services	Similar
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Below
Fire prevention and education	Below
Traffic enforcement on County roads and highways	Below
County courts	Below
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Above

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green.” These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of Lee County were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 54% of survey respondents. Air quality received the highest rating, and it was similar to the benchmark.

FIGURE 39: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

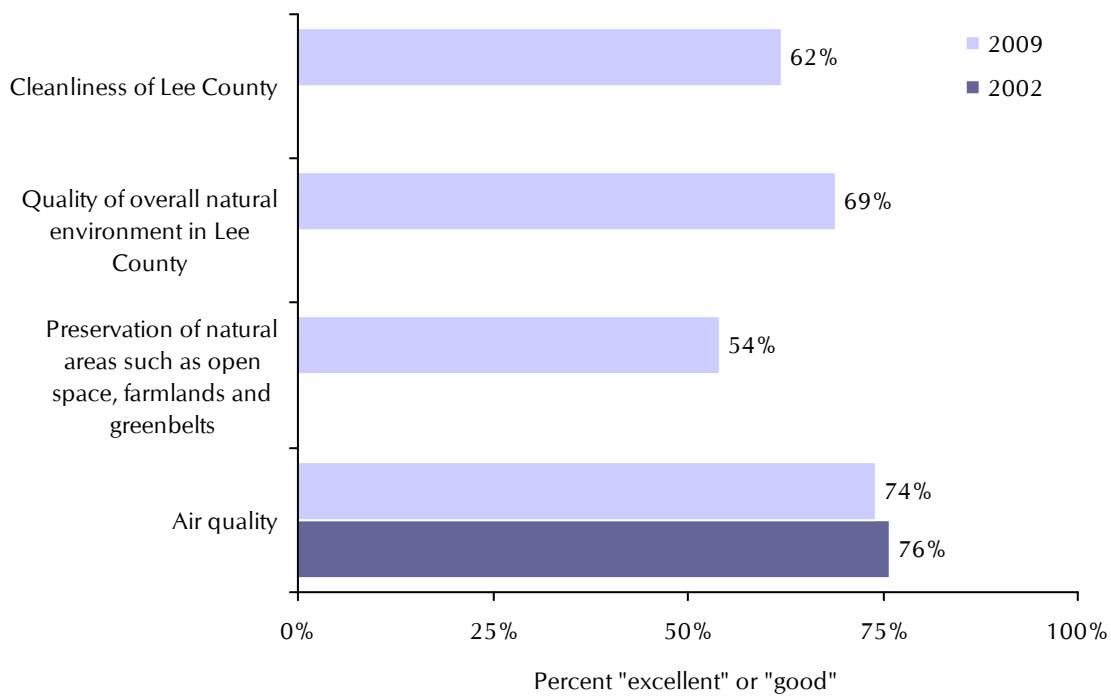


FIGURE 40: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Lee County	Below
Quality of overall natural environment in Lee County	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Similar
Air quality	Similar

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 41: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

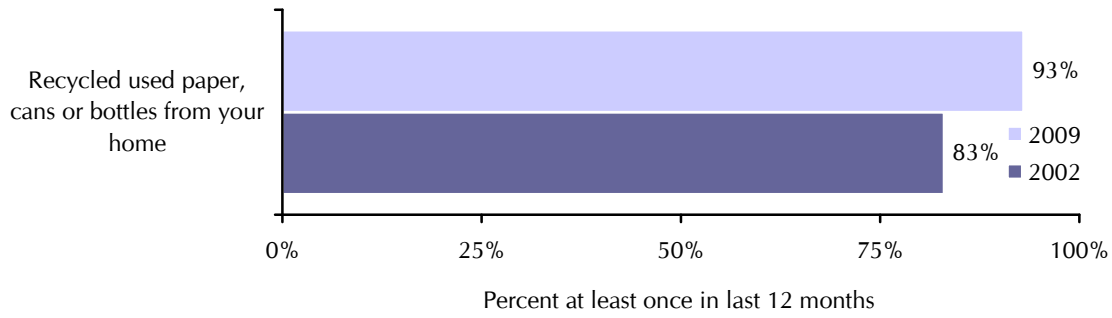


FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

Comparison to benchmark	
Recycled used paper, cans or bottles from your home	More

Of the seven utility services rated by those completing the questionnaire, three were higher than the benchmark comparison, three were similar and one was below the benchmark comparison. These service ratings were trending upward when compared to the past survey.

FIGURE 43: RATINGS OF UTILITY SERVICES BY YEAR

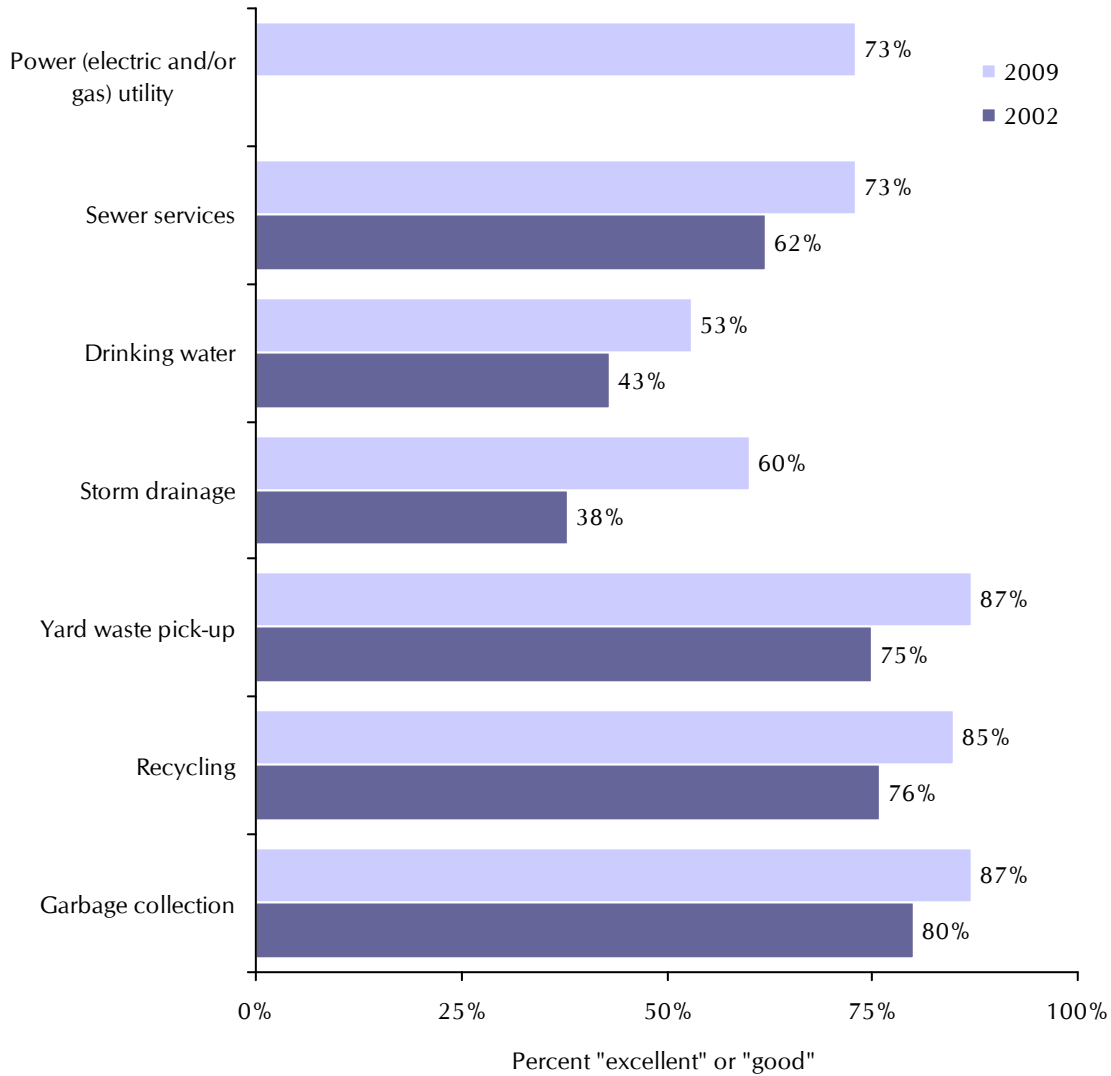


FIGURE 44: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Similar
Sewer services	Similar
Drinking water	Below
Storm drainage	Similar
Yard waste pick-up	Above
Recycling	Above
Garbage collection	Above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in Lee County were rated somewhat positively as were services related to parks and recreation. Recreation centers or facilities, nature programs or classes, availability of historic sites and County parks were rated similar to the benchmark while recreation programs or classes were lower than the benchmark. Lee County open space received the lowest rating and was lower than the national benchmark. Parks and recreation ratings have varied over time.

Resident use of County parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Lee County recreation centers was about the same as the percent of users in comparison jurisdictions. However, recreation program use in Lee County was lower than use in comparison jurisdictions.

FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

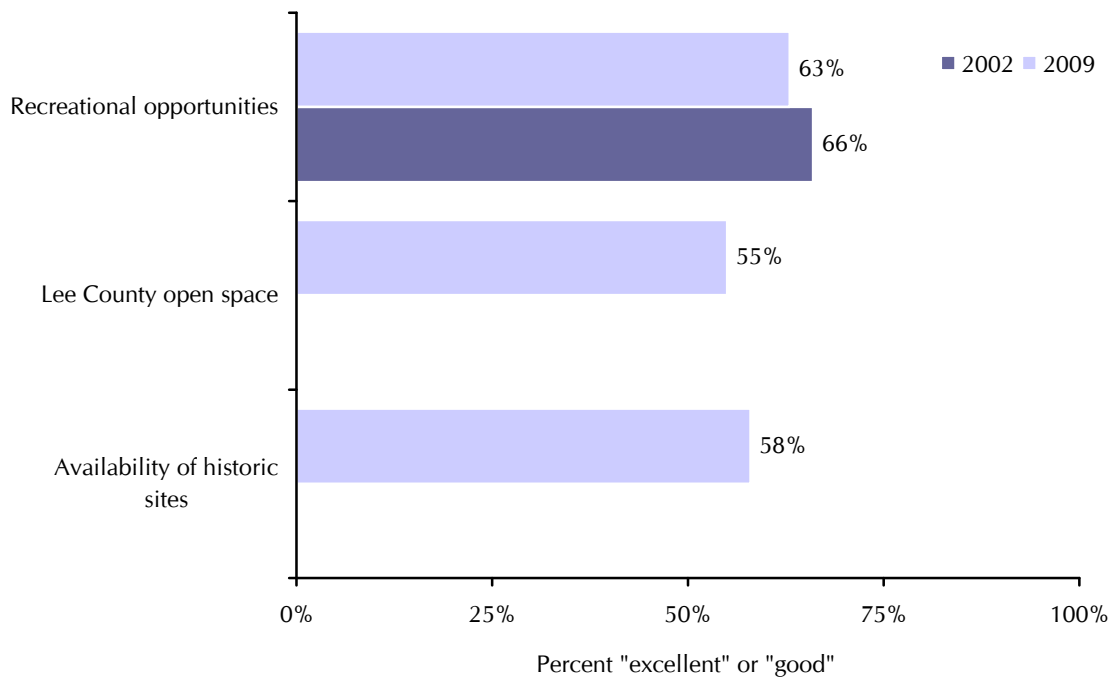


FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreational opportunities	Similar
Lee County open space	Below
Availability of historic sites	Similar

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

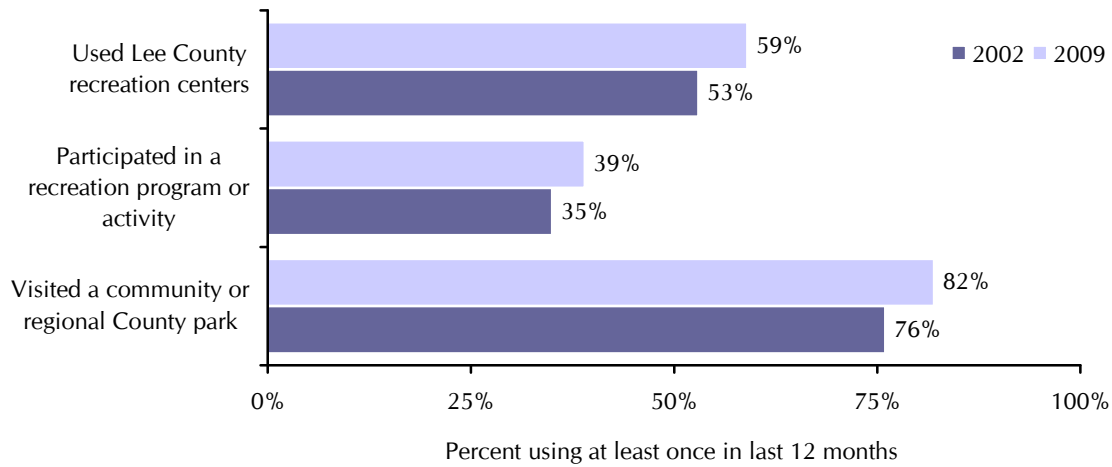


FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Lee County recreation centers	Similar
Participated in a recreation program or activity	Less
Visited a community or regional County park	Less

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

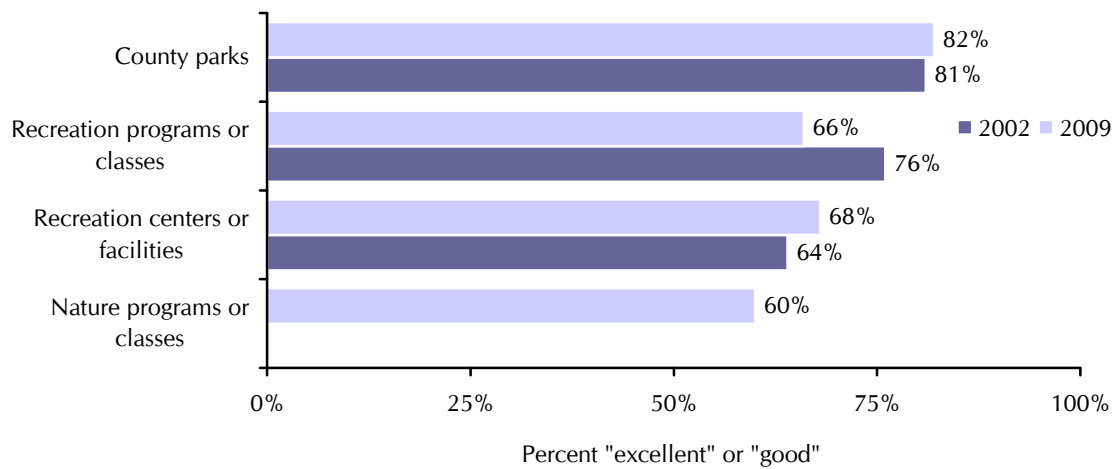


FIGURE 50: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
County parks	Similar
Recreation programs or classes	Below
Recreation centers or facilities	Similar
Nature programs or classes	Similar

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who simply goes to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 60% of respondents. Educational opportunities were rated as “excellent” or “good” by 53% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, while cultural activity opportunities were rated similar to the benchmark comparison.

About 76% of Lee residents used a County library at least once in the 12 months preceding the survey. This participation rate for library use was above to comparison jurisdictions.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

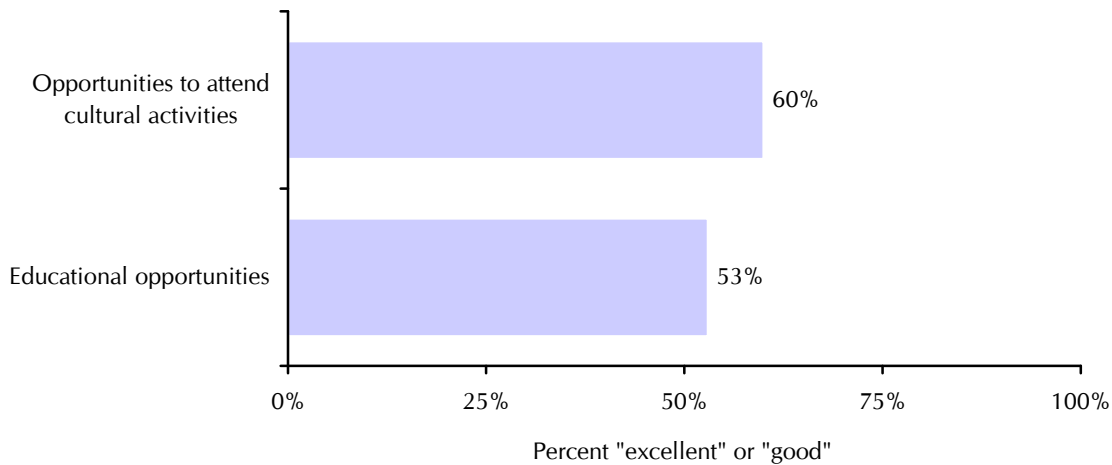


FIGURE 52: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Similar
Educational opportunities	Below

FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

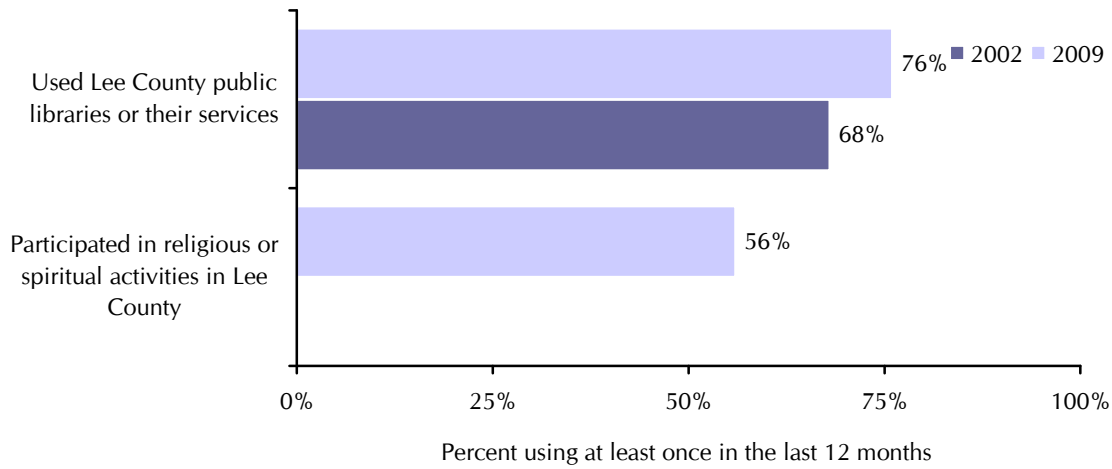


FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Lee County public libraries or their services	More
Participated in religious or spiritual activities in Lee County	More

FIGURE 55: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

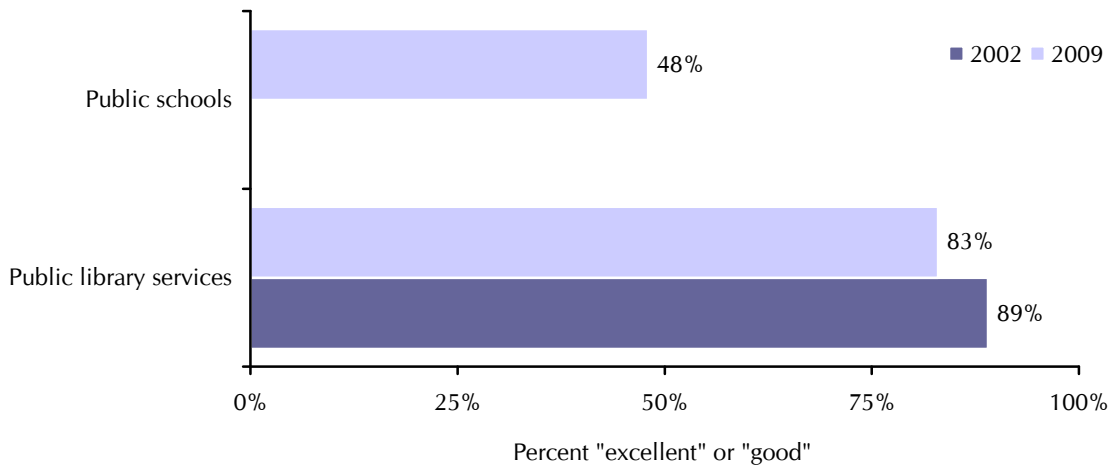


FIGURE 56: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Below
Public library services	Similar

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of Lee County were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for Lee County, while the availability for affordable quality healthcare and preventive health services were rated less favorably by residents.

Among Lee County residents, 47% rated affordable quality health care as “excellent” or “good.” Those ratings were similar to the ratings of comparison communities.

FIGURE 57: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

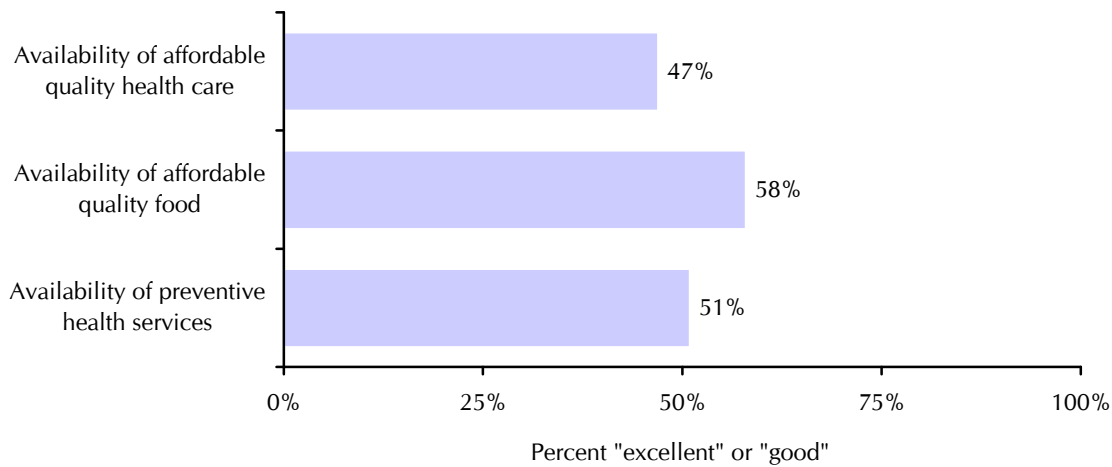


FIGURE 58: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Similar
Availability of affordable quality food	Similar
Availability of preventive health services	Similar

Of the four health related services offered in Lee County, one was similar to the benchmark and three were below the benchmark.

FIGURE 59: RATINGS OF HEALTH AND WELLNESS SERVICES

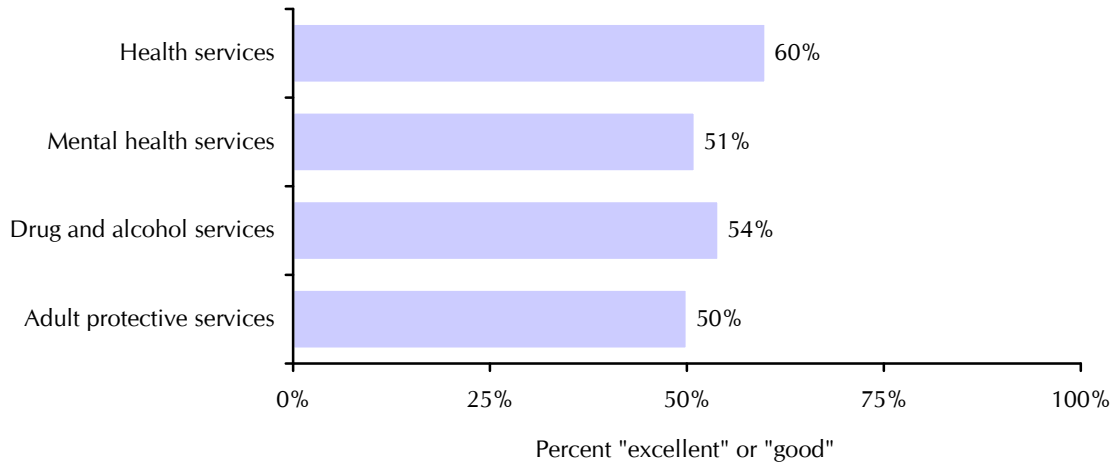


FIGURE 60: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Similar
Mental health services	Below
Drug and alcohol services	Below
Adult protective services	Below

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of Lee County as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A majority of residents rated Lee County as an excellent or good place to raise kids and a high percentage rated it as an “excellent” or “good” place to retire. Most residents felt that the local sense of community was “excellent” or “good” and that Lee County was open and accepting towards people of diverse backgrounds. Availability of affordable quality child care was rated the lowest by residents and was lower than the benchmark.

FIGURE 61: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

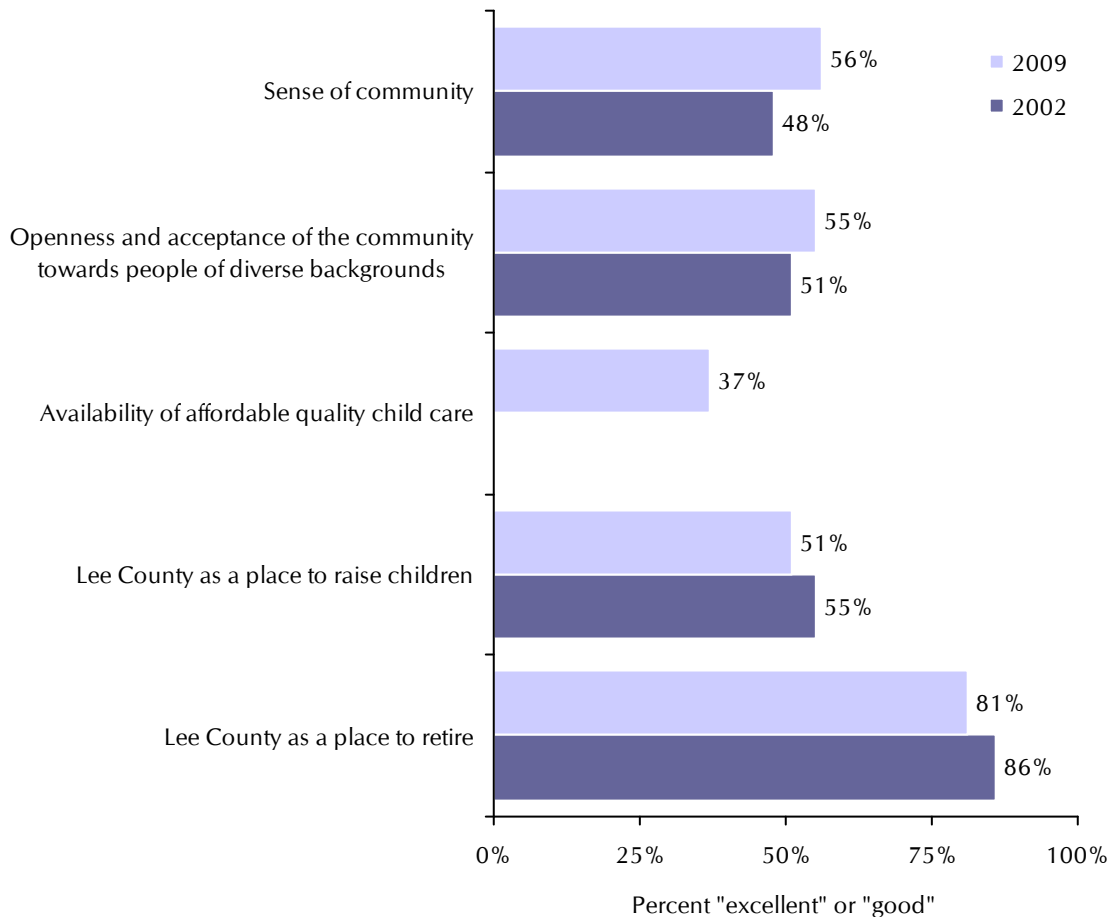


FIGURE 62: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Below
Openness and acceptance of the community towards people of diverse backgrounds	Below
Availability of affordable quality child care	Below
Lee County as a place to raise children	Below
Lee County as a place to retire	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 41% to 63% with ratings of “excellent” or “good.” Services to seniors and low-income people were the same as the benchmark while services to youth were below.

FIGURE 63: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

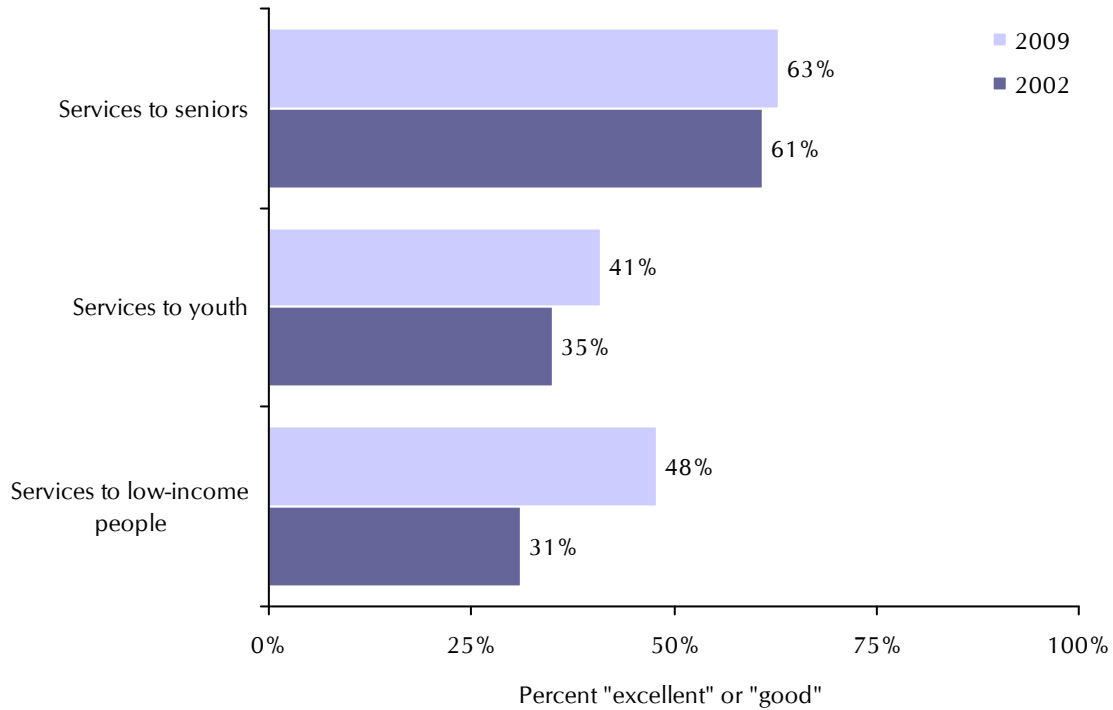


FIGURE 64: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Below
Services to low-income people	Similar

CIVIC ENGAGEMENT

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding residents' level of connection to, knowledge of and participation in local government, the County can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Lee County. Survey participants rated the volunteer opportunities in Lee County favorably. Opportunities to attend or participate in community matters were rated less favorably.

The rating for opportunities to participate in community matters was below the benchmark while the rating for opportunities to volunteer was similar to the benchmark.

FIGURE 65: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

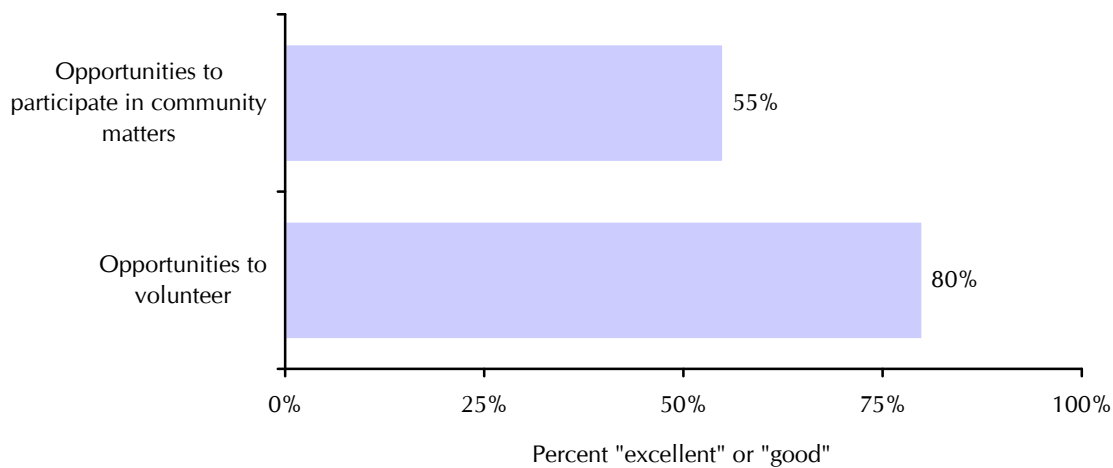


FIGURE 66: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Below
Opportunities to volunteer	Above

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Those who had watched a meeting of local elected officials or other local public meeting on cable television or volunteered their time to some group or activity in Lee County showed higher rates of involvement; while those who had participated in a club or civic group in Lee County, provided help to a friend or neighbor or attended a meeting of local elected officials or other local public meeting showed similar rates of community engagement.

FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

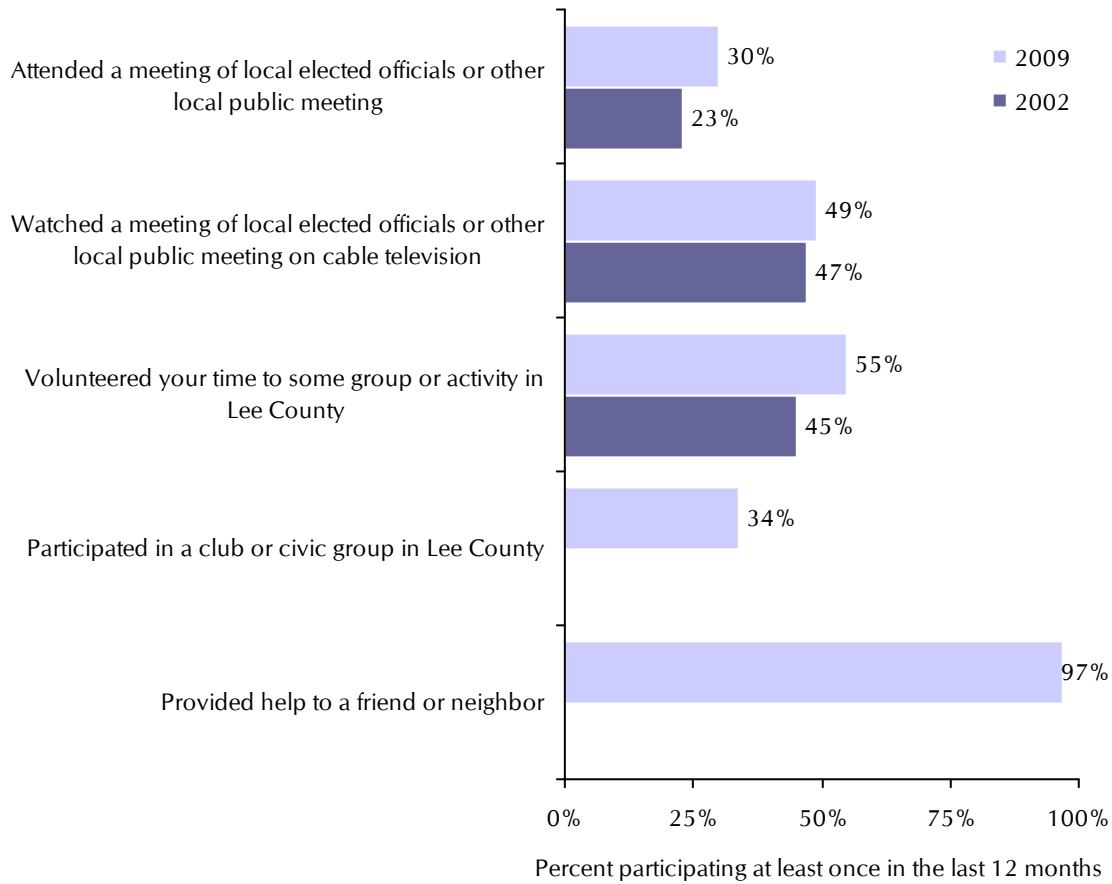
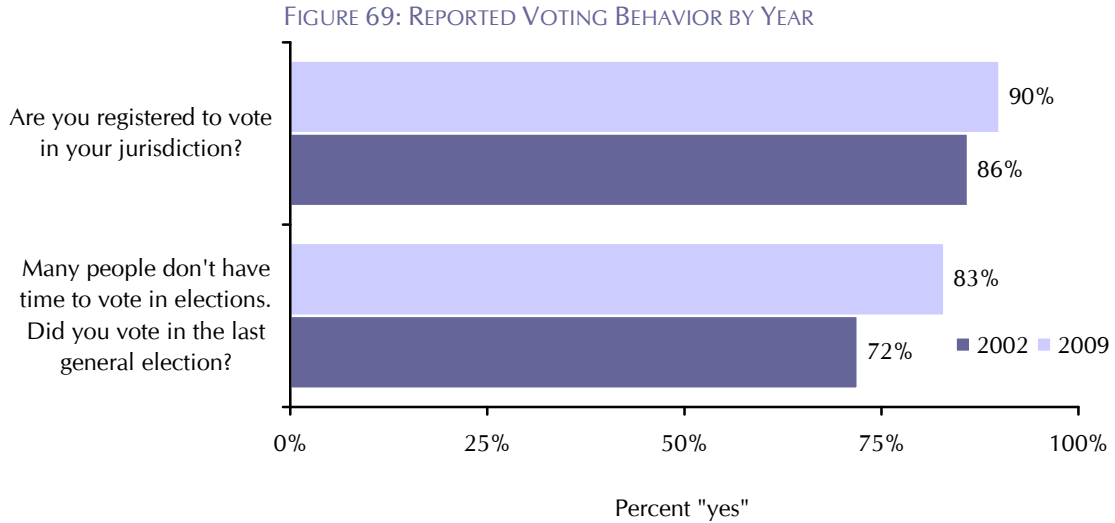


FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Similar
Watched a meeting of local elected officials or other local public meeting on cable television	More
Volunteered your time to some group or activity in Lee County	More
Participated in a club or civic group in Lee County	Similar
Provided help to a friend or neighbor	Similar

Lee County residents showed the largest amount of civic engagement in the area of electoral participation. Ninety percent reported they were registered to vote and 83% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.



Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 70: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	More
Voted in last general election	More

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Lee County Web site in the previous 12 months, 65% reported they had done so at least once. Public information services were rated similarly compared to benchmark data.

FIGURE 71: USE OF INFORMATION SOURCES BY YEAR

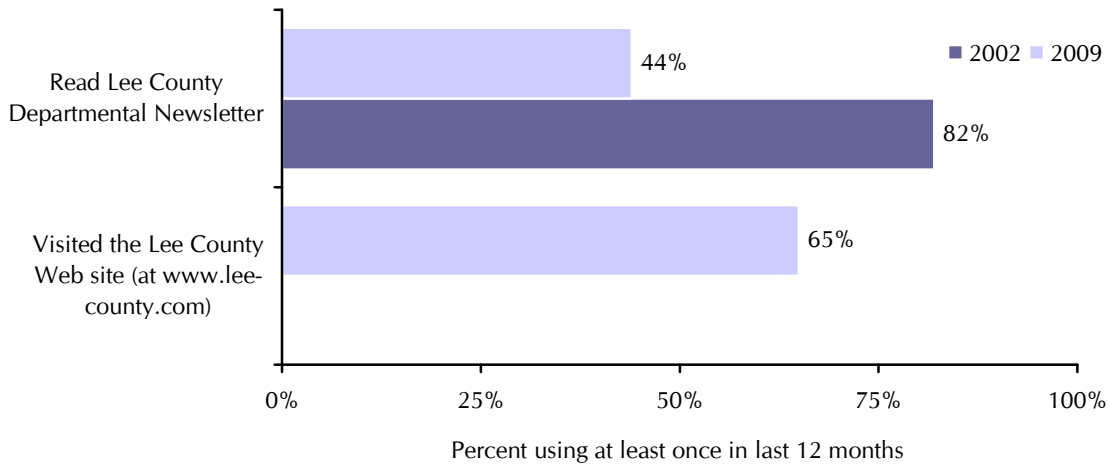


FIGURE 72: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Lee County Newsletter	Less
Visited the Lee County Web site	More

FIGURE 73: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

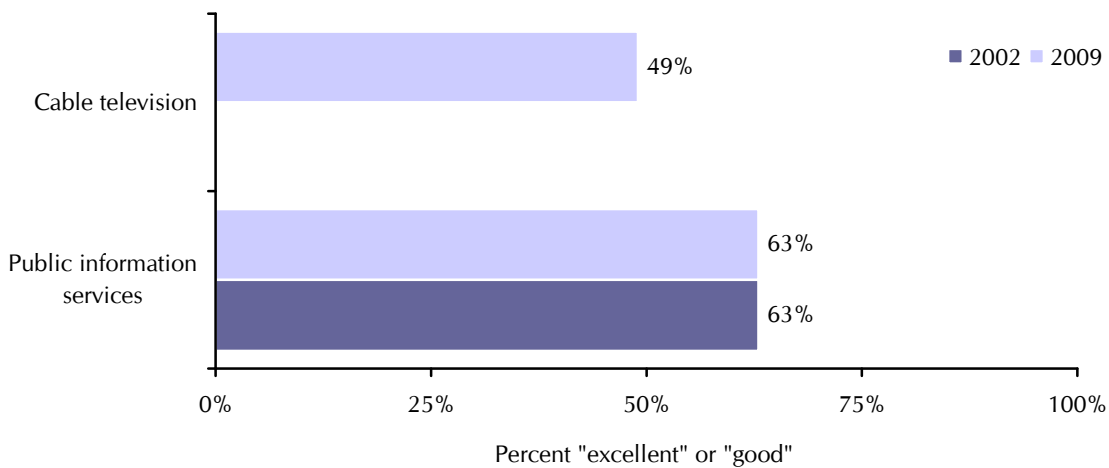


FIGURE 74: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Below
Public information services	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 61% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 75: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

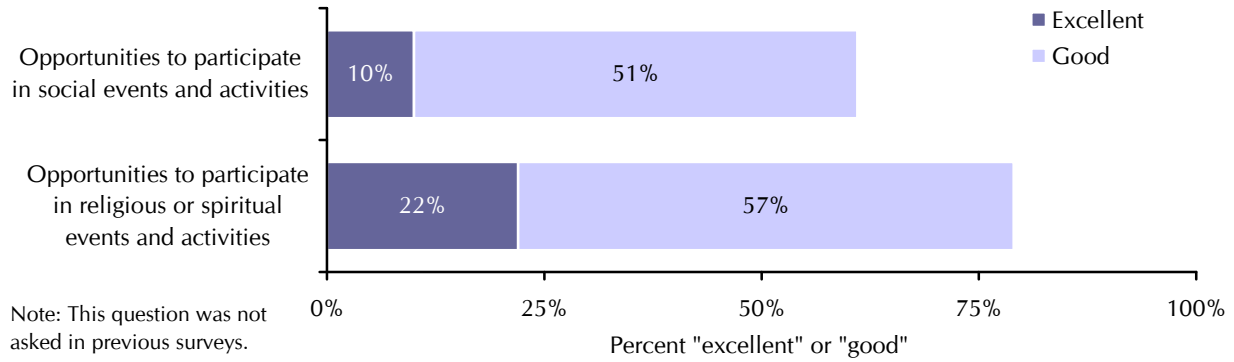


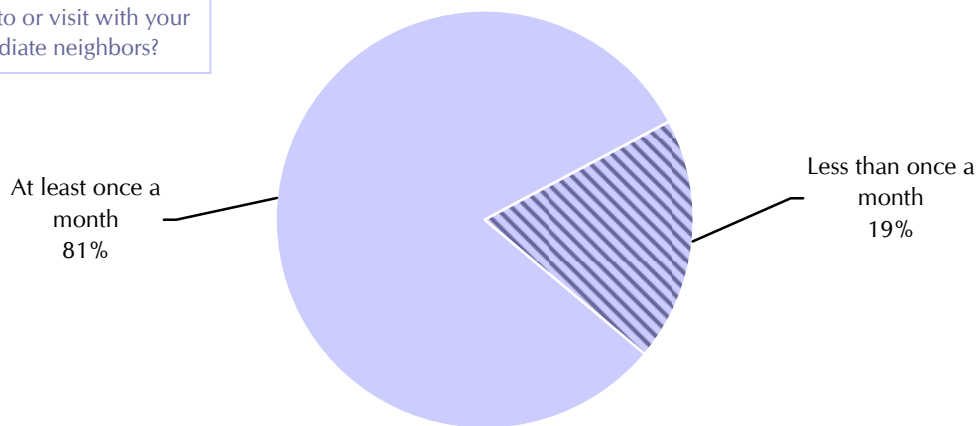
FIGURE 76: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Similar
Opportunities to participate in religious or spiritual events and activities	Similar

Residents in Lee County reported a fair amount of neighborliness. More than 81% indicated talking or visiting with their neighbors several times a week or more frequently. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS

About how often, if at all, do you talk to or visit with your immediate neighbors?



Note: This question was not asked in previous surveys.

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

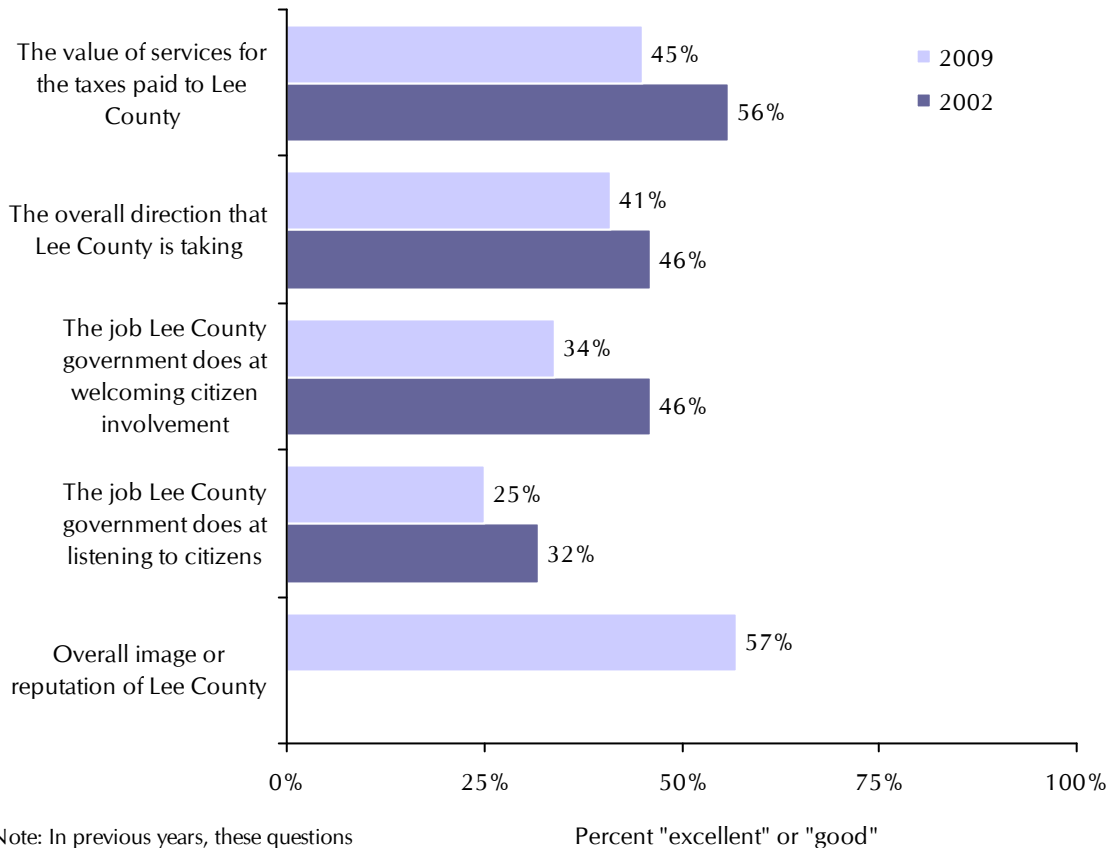
	Comparison to benchmark
Has contact with neighbors at least once per month	Similar

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction Lee County is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by Lee County could be compared their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about Lee County may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Lee County does at listening to citizens, 45% rated it as "excellent" or "good." Of these five ratings, one was similar to the benchmark and four were below the benchmark.

FIGURE 79: PUBLIC TRUST RATINGS BY YEAR



Note: In previous years, these questions were asked on an "agree/disagree" scale.

FIGURE 80: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
The value of services for the taxes paid to Lee County	Similar
The overall direction that Lee County is taking	Below
The job Lee County government does at welcoming citizen involvement	Below
The job Lee County government does at listening to citizens	Below
Overall image or reputation of Lee County	Below

On average, residents of Lee County gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by Lee County was rated as “excellent” or “good” by 58% of survey participants. Lee County’s rating was below the benchmark when compared to other communities. Ratings of overall County services have remained stable over the last seven years.

FIGURE 81: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

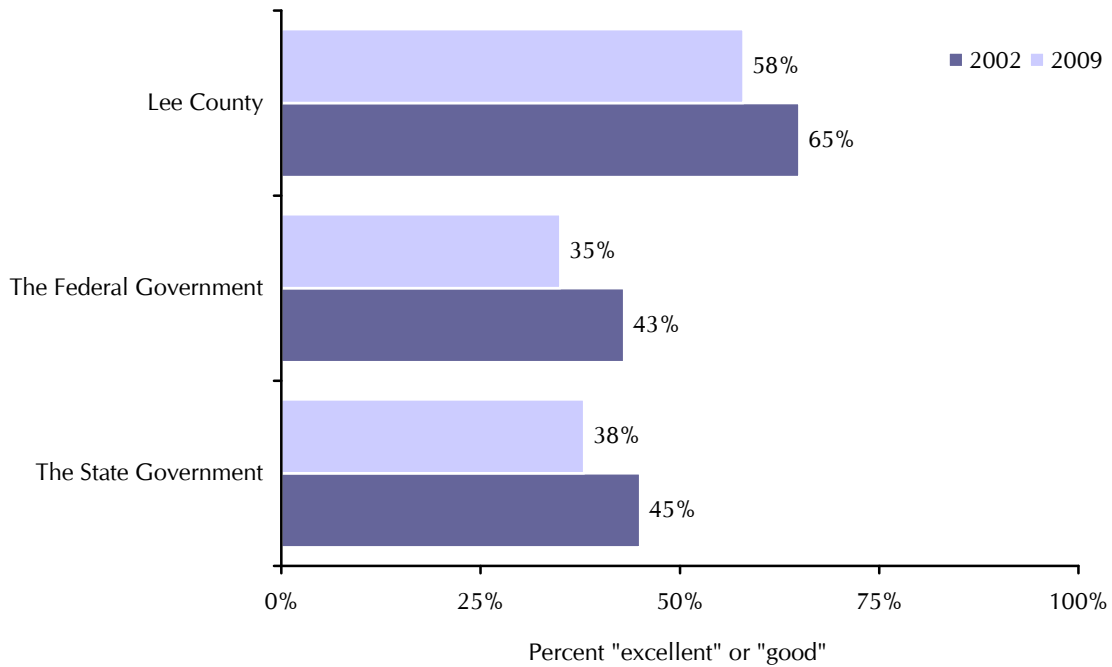


FIGURE 82: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by Lee County	Below
Services provided by the Federal Government	Below
Services provided by the State Government	Similar

Lee County Employees

The employees of Lee County who interact with the public create the first impression that most residents have of Lee County. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of Lee County. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with Lee County staff.

Those completing the survey were asked if they had been in contact with a County employee either in person or over the phone in the last 12 months; the 50% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. County employees were rated favorably; 71% of respondents rated their overall impression as "excellent" or "good." Employee ratings were similar to the benchmark and were similar to past survey years.

FIGURE 83: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

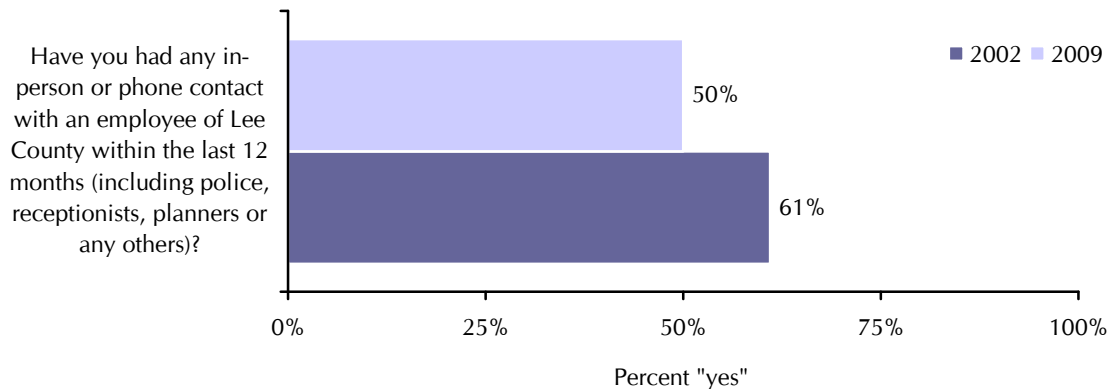


FIGURE 84: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with county employee(s) in last 12 months	Less

FIGURE 85: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

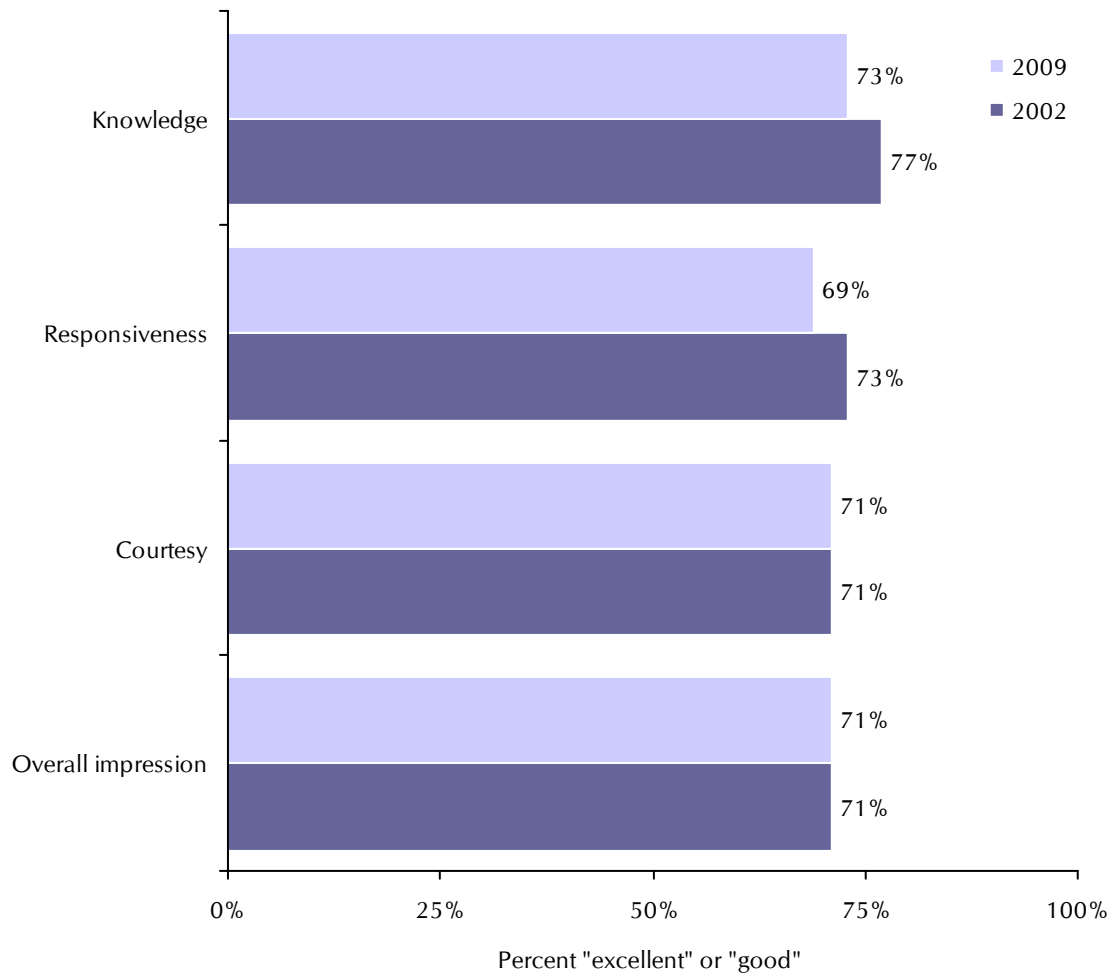


FIGURE 86: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Below
Responsiveness	Similar
Courtesy	Similar
Overall impression	Similar

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using Key Driver Analysis, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A Key Driver Analysis (KDA) was conducted for Lee County by examining the relationships between ratings of each service and ratings of Lee County's overall services. Those key driver services that correlated most highly with residents' perceptions about overall County service quality have been identified. By targeting improvements in key services, Lee County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

Services found to be most strongly correlated with ratings of overall service quality from the Lee County Key Driver Analysis were:

- Sheriff services
- Economic development
- Drinking water
- Emergency preparedness

LEE COUNTY ACTION CHART

The 2009 Lee County Action Chart™ on the following page combines three dimensions of performance:

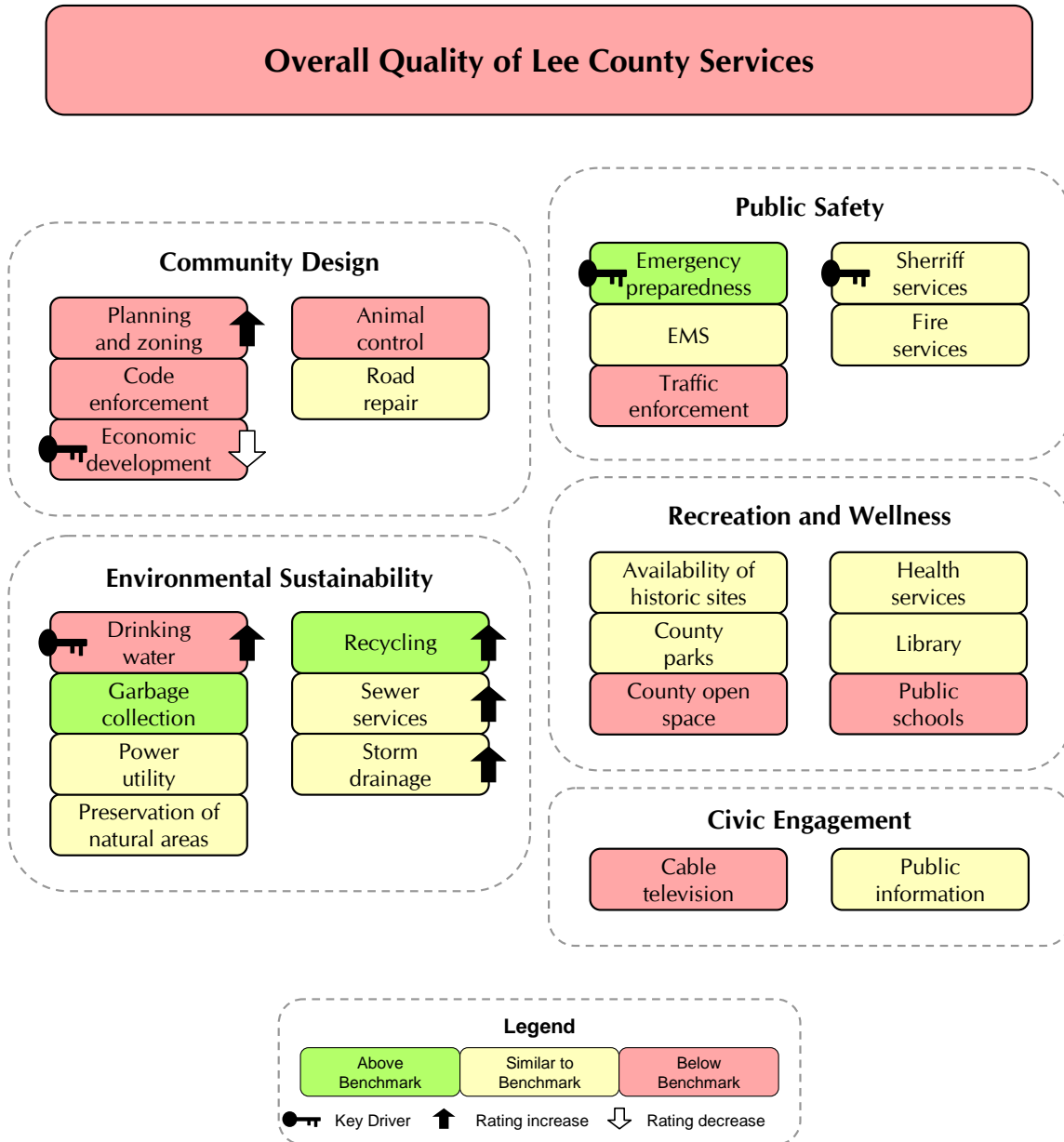
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates that service is key (either core or key driver)
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-five services were included in the KDA for Lee County. Of these, three were above the benchmark, nine were below the benchmark and thirteen were similar to the benchmark. Ratings for six services were trending up and one was trending down, while eight remained similar to the previous survey. A key icon (🔑) indicates the four key drivers.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Lee County, economic development and drinking water were below the benchmark and sheriff services was similar to the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 87: LEE COUNTY ACTION CHART™



Using Your Action Chart™

The key drivers derived for Lee County provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked by key symbols in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit Lee County, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC data set. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, Lee County key drivers that overlap core services or the nationally derived keys.

FIGURE 88: KEY DRIVERS COMPARED

Service	Lee County Key Drivers	National Key Drivers	Core Services
Animal control			
Code enforcement			✓
Economic development	✓	✓	
Land use planning and zoning		✓	
Road repair			✓
Drinking water	✓		✓
Garbage collection			✓
Power utility			
Preservation of natural areas			
Recycling			
Sewer			✓
Storm drainage			✓
Emergency preparedness	✓		
Ambulance/EMS			✓
Fire			✓
Sherriff services	✓	✓	✓
Traffic enforcement			
County parks			
Health services			
Public library			
Public schools		✓	
Open Space			
Availability of historic sites			
Cable television			
Public information services		✓	

POLICY QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

Policy Question 1	
How would you rate the effectiveness of Lee County governance communications?	Percent of respondents
I can find the information I need easily	27%
I can find the information I need, but must search through several sources	60%
I don't know how to get the information I need	7%
The information I need is not available	6%
Total	100%

Policy Question 2				
Please indicate whether Lee County should maintain or reduce current resources for each of these service areas:	Maintain	Somewhat reduce	Significantly reduce	Total
Highways, roads and bridges	85%	13%	2%	100%
Transit	79%	17%	4%	100%
Environmental resource protection	74%	16%	9%	100%
Community services (Parks and Recreation, Libraries, Human Services)	84%	13%	2%	100%
Public safety	89%	9%	3%	100%
Growth management	67%	21%	12%	100%

Policy Question 3	
Studies have been conducted to predict future levels of traffic congestion on Colonial Boulevard between McGregor Boulevard and I-75. In anticipation of traffic congestion increasing, to what extent would you support or oppose the County constructing express lanes on Colonial that would be paid for by tolls on those lanes, while still allowing the option of traveling the corridor along frontage roads for free?	Percent of respondents
Strongly support	12%
Somewhat support	34%
Somewhat oppose	19%
Strongly oppose	35%
Total	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Lee County:	Excellent	Good	Fair	Poor	Total
Lee County as a place to live	20%	56%	20%	4%	100%
Your neighborhood as a place to live	34%	51%	13%	2%	100%
Lee County as a place to raise children	11%	41%	36%	12%	100%
Lee County as a place to work	4%	26%	35%	34%	100%
Lee County as a place to retire	37%	44%	15%	4%	100%
The overall quality of life in Lee County	12%	60%	23%	5%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Lee County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	5%	51%	34%	10%	100%
Openness and acceptance of the community towards people of diverse backgrounds	6%	50%	34%	10%	100%
Overall appearance of Lee County	12%	52%	33%	3%	100%
Cleanliness of Lee County	13%	49%	31%	6%	100%
Overall quality of new development in Lee County	11%	40%	31%	18%	100%
Variety of housing options	18%	42%	29%	12%	100%
Overall quality of business and service establishments in Lee County	10%	48%	33%	9%	100%
Shopping opportunities	32%	42%	22%	5%	100%
Opportunities to attend cultural activities	14%	46%	25%	15%	100%
Recreational opportunities	20%	44%	26%	10%	100%
Employment opportunities	2%	14%	32%	52%	100%
Educational opportunities	10%	43%	34%	12%	100%
Opportunities to participate in social events and activities	10%	51%	31%	8%	100%
Opportunities to participate in religious or spiritual events and activities	22%	57%	19%	3%	100%
Opportunities to volunteer	26%	54%	18%	2%	100%
Opportunities to participate in community matters	10%	45%	37%	8%	100%
Ease of car travel in Lee County	8%	39%	37%	16%	100%
Ease of bus travel in Lee County	5%	27%	39%	29%	100%
Ease of bicycle travel in Lee County	4%	31%	33%	32%	100%
Ease of walking in Lee County	5%	26%	40%	28%	100%
Availability of paths and walking trails	3%	33%	33%	30%	100%
Traffic flow on major streets	3%	29%	44%	24%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Lee County as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	3%	38%	39%	20%	100%
Availability of affordable quality housing	6%	39%	34%	20%	100%
Availability of affordable quality child care	1%	36%	39%	24%	100%
Availability of affordable quality health care	8%	39%	30%	23%	100%
Availability of affordable quality food	14%	44%	33%	9%	100%
Availability of preventive health services	8%	43%	35%	14%	100%
Air quality	14%	60%	22%	3%	100%
Quality of overall natural environment in Lee County	14%	56%	25%	6%	100%
Overall image or reputation of Lee County	8%	48%	35%	8%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Lee County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	3%	14%	40%	29%	14%	100%
Retail growth (stores, restaurants, etc.)	8%	20%	38%	24%	10%	100%
Jobs growth	58%	34%	5%	2%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lee County?	Percent of respondents
Not a problem	6%
Minor problem	30%
Moderate problem	48%
Major problem	16%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Lee County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	14%	38%	21%	22%	4%	100%
Property crimes (e.g., burglary, theft)	9%	30%	20%	31%	11%	100%
Environmental hazards, including toxic waste	29%	39%	21%	8%	3%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	61%	33%	3%	1%	1%	100%
In your neighborhood after dark	37%	39%	10%	12%	2%	100%
In Lee County's downtown area(s) during the day	29%	46%	14%	9%	2%	100%
In Lee County's downtown area(s) after dark	5%	27%	19%	30%	20%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	90%
Yes	10%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	26%
Yes	74%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lee County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Lee County public libraries or their services	24%	25%	30%	11%	10%	100%
Used Lee County recreation centers	41%	30%	19%	6%	4%	100%
Participated in a recreation program or activity	61%	19%	14%	3%	3%	100%
Visited a community or regional County park	18%	33%	35%	6%	8%	100%
Ridden a local bus within Lee County	89%	7%	2%	1%	2%	100%
Attended a meeting of local elected officials or other local public meeting	70%	21%	8%	0%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	51%	29%	13%	6%	1%	100%
Read Lee County Departmental Newsletter	56%	28%	14%	1%	1%	100%
Visited the Lee County Web site (at www.lee-county.com)	35%	29%	25%	7%	5%	100%
Recycled used paper, cans or bottles from your home	7%	4%	7%	6%	77%	100%
Volunteered your time to some group or activity in Lee County	45%	24%	15%	7%	8%	100%
Participated in religious or spiritual activities in Lee County	44%	15%	14%	6%	22%	100%
Participated in a club or civic group in Lee County	66%	15%	7%	6%	5%	100%
Provided help to a friend or neighbor	3%	15%	44%	21%	17%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	33%
Several times a week	26%
Several times a month	17%
Once a month	5%
Several times a year	7%
Once a year or less	5%
Never	7%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Lee County:	Excellent	Good	Fair	Poor	Total
Sheriff services	31%	46%	14%	9%	100%
Fire services	43%	43%	13%	1%	100%
Ambulance or emergency medical services	43%	45%	10%	2%	100%
Crime prevention	11%	45%	32%	12%	100%
Fire prevention and education	18%	51%	26%	5%	100%
County courts	11%	41%	32%	16%	100%
Traffic enforcement on County road and highways	15%	39%	28%	17%	100%
Road repair	10%	37%	30%	23%	100%
Bus or transit services	10%	39%	27%	24%	100%
Garbage collection	39%	48%	10%	3%	100%
Recycling	41%	44%	10%	5%	100%
Yard waste pick-up	34%	54%	6%	6%	100%
Storm drainage	8%	52%	26%	14%	100%
Drinking water	11%	43%	28%	18%	100%
Sewer services	15%	58%	21%	6%	100%
Power (electric and/or gas) utility	22%	51%	20%	8%	100%
County parks	24%	57%	16%	2%	100%
Recreation programs or classes	16%	50%	26%	8%	100%
Recreation centers or facilities	14%	54%	27%	5%	100%
Lee County open space	15%	40%	39%	6%	100%
Nature programs or classes	13%	47%	34%	6%	100%
Availability of historic sites	14%	45%	30%	12%	100%
Land use, planning and zoning	5%	26%	35%	35%	100%
Code enforcement (weeds, abandoned buildings, etc)	7%	22%	39%	32%	100%
Animal control	10%	41%	31%	18%	100%
Economic development	4%	26%	43%	27%	100%
Health services	12%	48%	29%	11%	100%
Services to seniors	14%	50%	27%	10%	100%
Services to youth	6%	35%	40%	20%	100%
Services to low-income people	10%	38%	31%	21%	100%
Public library services	33%	50%	15%	2%	100%
Public information services	13%	50%	31%	6%	100%
Public schools	11%	37%	34%	18%	100%
Cable television	9%	41%	29%	21%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	23%	53%	21%	4%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	14%	40%	32%	15%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Lee County:	Excellent	Good	Fair	Poor	Total
Mental health services	11%	40%	22%	27%	100%
Drug and alcohol services	14%	39%	18%	29%	100%
Adult protective services	11%	39%	29%	21%	100%
Agricultural/farm advisor	16%	42%	33%	9%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Lee County	9%	49%	35%	7%	100%
The Federal Government	6%	29%	38%	27%	100%
The State Government	6%	32%	42%	20%	100%

Question 13: Contact with County Employees	
Have you had any in-person or phone contact with an employee of Lee County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	50%
Yes	50%
Total	100%

Question 14: County Employees					
What was your impression of the employee(s) of Lee County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	27%	47%	18%	9%	100%
Responsiveness	30%	39%	22%	9%	100%
Courtesy	36%	35%	20%	9%	100%
Overall impression	30%	42%	17%	11%	100%

Question 15: Government Performance					
Please rate the following categories of Lee County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Lee County	10%	35%	35%	20%	100%
The overall direction that Lee County is taking	6%	35%	37%	22%	100%
The job Lee County government does at welcoming citizen involvement	7%	27%	41%	24%	100%
The job Lee County government does at listening to citizens	5%	20%	41%	34%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Lee County to someone who asks	34%	41%	15%	10%	100%
Remain in Lee County for the next five years	56%	24%	11%	9%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	10%
Neutral	40%
Somewhat negative	34%
Very negative	13%
Total	100%

Question 18a: Policy Question 1	
How would you rate the effectiveness of Lee County governance communications?	Percent of respondents
I can find the information I need easily	20%
I can find the information I need, but must search through several sources	46%
I don't know how to get the information I need	5%
The information I need is not available	4%
I have no opinion	25%
Total	100%

Question 18b: Policy Question 2				
Please indicate whether Lee County should maintain or reduce current resources for each of these service areas:	Maintain	Somewhat reduce	Significantly reduce	Total
Highways, roads and bridges	85%	13%	2%	100%
Transit	79%	17%	4%	100%
Environmental resource protection	74%	16%	9%	100%
Community services (Parks and Recreation, Libraries, Human Services)	84%	13%	2%	100%
Public safety	89%	9%	3%	100%
Growth management	67%	21%	12%	100%

Question 18c: Policy Question 3	
Studies have been conducted to predict future levels of traffic congestion on Colonial Boulevard between McGregor Boulevard and I-75. In anticipation of traffic congestion increasing, to what extent would you support or oppose the County constructing express lanes on Colonial that would be paid for by tolls on those lanes, while still allowing the option of traveling the corridor along frontage roads for free?	Percent of respondents
Strongly support	12%
Somewhat support	34%
Somewhat oppose	19%
Strongly oppose	35%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	50%
Yes, full-time	40%
Yes, part-time	10%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	77%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	11%
Bus, rail, subway or other public transportation	1%
Walk	2%
Bicycle	0%
Work at home	7%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Lee County?	Percent of respondents
Less than 2 years	9%
2 to 5 years	22%
6 to 10 years	18%
11 to 20 years	25%
More than 20 years	26%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	62%
House attached to one or more houses (e.g., a duplex or townhome)	4%
Building with two or more apartments or condominiums	27%
Mobile home	7%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	22%
Owned by you or someone in this house with a mortgage or free and clear	78%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	3%
\$300 to \$599 per month	14%
\$600 to \$999 per month	33%
\$1,000 to \$1,499 per month	19%
\$1,500 to \$2,499 per month	16%
\$2,500 or more per month	14%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	78%
Yes	22%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	66%
Yes	34%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	23%
\$25,000 to \$49,999	28%
\$50,000 to \$99,999	30%
\$100,000 to \$149,000	12%
\$150,000 or more	7%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	89%
Yes, I consider myself to be Spanish, Hispanic or Latino	11%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	1%
Black or African American	2%
White	90%
Other	8%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	8%
25 to 34 years	12%
35 to 44 years	11%
45 to 54 years	25%
55 to 64 years	14%
65 to 74 years	18%
75 years or older	13%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	56%
Male	44%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	9%
Yes	87%
Ineligible to vote	4%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	16%
Yes	81%
Ineligible to vote	3%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Lee County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Lee County as a place to live	20%	66	56%	183	20%	65	4%	13	1%	2	100%
Your neighborhood as a place to live	34%	110	51%	166	13%	42	2%	8	0%	1	100%	327
Lee County as a place to raise children	8%	27	32%	104	29%	93	10%	32	21%	68	100%	323
Lee County as a place to work	4%	12	22%	69	30%	95	29%	92	16%	52	100%	319
Lee County as a place to retire	33%	108	39%	126	13%	42	4%	13	11%	37	100%	325
The overall quality of life in Lee County	12%	37	60%	192	23%	75	5%	16	0%	0	100%	321

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Lee County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	5%	16	48%	154	32%	104	9%	29	5%	18	100%
Openness and acceptance of the community towards people of diverse backgrounds	5%	17	46%	148	32%	103	9%	30	7%	23	100%	322
Overall appearance of Lee County	12%	38	52%	170	33%	108	3%	9	1%	2	100%	328
Cleanliness of Lee County	13%	43	49%	156	31%	100	6%	20	1%	3	100%	321
Overall quality of new development in Lee County	10%	32	36%	115	28%	89	16%	52	11%	34	100%	321
Variety of housing options	17%	54	40%	128	27%	88	11%	36	5%	15	100%	321
Overall quality of business and service establishments in Lee County	10%	33	47%	154	32%	104	9%	29	2%	7	100%	327
Shopping opportunities	32%	103	42%	137	21%	70	5%	15	0%	2	100%	327
Employment opportunities	2%	6	12%	38	26%	85	43%	138	17%	54	100%	322
Opportunities to participate in religious or spiritual events and activities	19%	62	50%	162	16%	53	2%	7	13%	43	100%	327
Opportunities to volunteer	23%	76	49%	158	16%	53	2%	7	9%	30	100%	323

Question 2: Community Characteristics													
Please rate each of the following characteristics as they relate to Lee County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total		
	Opportunities to participate in community matters	9%	28	40%	128	33%	105	7%	21	11%	36	100%	319
Ease of car travel in Lee County	8%	25	39%	124	36%	115	16%	50	2%	6	100%	321	
Ease of bus travel in Lee County	3%	9	16%	50	23%	75	17%	56	41%	131	100%	321	
Ease of bicycle travel in Lee County	3%	10	23%	76	25%	82	25%	81	23%	75	100%	323	
Ease of walking in Lee County	4%	14	23%	73	35%	113	25%	79	13%	42	100%	321	
Availability of paths and walking trails	3%	9	28%	91	29%	93	26%	84	15%	47	100%	325	
Traffic flow on major streets	3%	9	29%	95	44%	142	24%	77	1%	3	100%	326	
Amount of public parking	3%	10	36%	118	37%	121	19%	63	5%	15	100%	327	
Availability of affordable quality housing	5%	16	33%	108	29%	94	17%	56	15%	49	100%	323	
Availability of affordable quality child care	1%	2	19%	60	20%	65	13%	41	48%	155	100%	323	
Availability of affordable quality health care	7%	23	34%	110	26%	85	20%	65	12%	39	100%	322	
Availability of affordable quality food	13%	43	43%	140	33%	106	9%	29	3%	9	100%	327	
Availability of preventive health services	7%	22	35%	115	29%	95	11%	37	18%	57	100%	327	
Air quality	14%	45	59%	190	22%	71	3%	10	2%	7	100%	323	
Quality of overall natural environment in Lee County	13%	43	54%	177	24%	80	5%	18	3%	8	100%	326	
Overall image or reputation of Lee County	8%	27	47%	156	34%	112	8%	27	2%	6	100%	329	

Question 3: Growth														
Please rate the speed of growth in the following categories in Lee County over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	3%	8	12%	40	35%	115	26%	85	13%	41	12%	39	100%
Retail growth (stores, restaurants, etc.)	7%	23	18%	61	35%	114	22%	72	9%	29	9%	30	100%	329
Jobs growth	49%	160	29%	94	4%	13	2%	6	1%	4	15%	48	100%	326

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lee County?	Percent of respondents	Count
Not a problem	5%	16
Minor problem	27%	86
Moderate problem	43%	137
Major problem	15%	47
Don't know	9%	30
Total	100%	315

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Lee County:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	14%	45	37%	119	21%	67	22%	70	4%	13	2%	7	100%	321
Property crimes (e.g., burglary, theft)	9%	27	29%	94	19%	62	30%	97	11%	36	2%	5	100%	321
Environmental hazards, including toxic waste	26%	84	35%	111	19%	62	7%	23	3%	8	10%	31	100%	319

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	60%	197	33%	108	3%	11	1%	4	1%	3	1%	3	100%	326
In your neighborhood after dark	36%	118	38%	125	10%	33	12%	40	2%	5	1%	4	100%	325
In Lee County's downtown area(s) during the day	26%	85	42%	135	13%	43	8%	27	2%	5	9%	30	100%	324
In Lee County's downtown area(s) after dark	4%	13	23%	73	16%	53	25%	82	17%	55	15%	49	100%	324

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	89%	281
Yes	9%	30
Don't know	2%	5
Total	100%	317

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	25%	8
Yes	72%	22
Don't know	3%	1
Total	100%	30

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lee County?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Lee County public libraries or their services	24%	77	25%	83	30%	98	11%	34	10%	33	100%
Used Lee County recreation centers	41%	132	30%	97	19%	60	6%	19	4%	13	100%	321
Participated in a recreation program or activity	61%	194	19%	60	14%	46	3%	9	3%	10	100%	319
Visited a community or regional County park	18%	58	33%	106	35%	114	6%	20	8%	25	100%	323
Ridden a local bus within Lee County	89%	287	7%	21	2%	5	1%	3	2%	6	100%	322
Attended a meeting of local elected officials or other local public meeting	70%	228	21%	67	8%	26	0%	1	1%	2	100%	324
Watched a meeting of local elected officials or other local public meeting on cable television	51%	164	29%	93	13%	42	6%	19	1%	4	100%	323
Read Lee County Departmental Newsletter	56%	182	28%	92	14%	45	1%	2	1%	4	100%	324
Visited the Lee County Web site (at www.lee-county.com)	35%	110	29%	90	25%	78	7%	23	5%	14	100%	316
Recycled used paper, cans or bottles from your home	7%	21	4%	12	7%	22	6%	18	77%	244	100%	317
Volunteered your time to some group or activity in Lee County	45%	146	24%	78	15%	47	7%	23	8%	27	100%	321
Participated in religious or spiritual activities in Lee County	44%	142	15%	48	14%	44	6%	18	22%	70	100%	323
Participated in a club or civic group in Lee County	66%	213	15%	49	7%	24	6%	20	5%	17	100%	323
Provided help to a friend or neighbor	3%	11	15%	49	44%	143	21%	67	17%	56	100%	326

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	33%	104
Several times a week	26%	84
Several times a month	17%	53
Once a month	5%	15
Several times a year	7%	22
Once a year or less	5%	17
Never	7%	22
Total	100%	317

Question 11: Service Quality												
Please rate the quality of each of the following services in Lee County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sheriff services	27%	88	40%	129	12%	40	8%	25	12%	40	100%
Fire services	36%	114	36%	115	11%	34	1%	4	17%	55	100%	322
Ambulance or emergency medical services	36%	114	37%	120	8%	25	2%	5	18%	56	100%	320
Crime prevention	9%	28	37%	118	26%	82	10%	32	18%	59	100%	318
Fire prevention and education	13%	42	37%	117	19%	61	3%	11	28%	89	100%	320
County courts	7%	22	26%	82	20%	63	10%	32	37%	115	100%	314
Traffic enforcement on County road and highways	14%	45	36%	115	26%	82	16%	51	8%	26	100%	318
Road repair	9%	30	36%	116	30%	95	23%	73	1%	4	100%	319
Bus or transit services	5%	15	19%	60	13%	42	12%	36	51%	160	100%	314
Garbage collection	38%	121	47%	151	10%	33	3%	8	2%	8	100%	321
Recycling	40%	128	43%	138	10%	32	5%	15	2%	8	100%	321
Yard waste pick-up	29%	92	46%	146	5%	17	6%	17	13%	43	100%	315
Storm drainage	7%	24	46%	147	23%	74	13%	40	11%	35	100%	318
Drinking water	10%	32	40%	127	26%	84	17%	54	7%	21	100%	319
Sewer services	12%	38	46%	145	17%	52	5%	14	20%	64	100%	314

Question 11: Service Quality												
Please rate the quality of each of the following services in Lee County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Power (electric and/or gas) utility	21%	67	49%	157	19%	61	7%	24	4%	11	100%
County parks	22%	71	52%	167	15%	46	2%	7	9%	29	100%	320
Recreation programs or classes	10%	30	31%	97	16%	50	5%	16	39%	123	100%	317
Recreation centers or facilities	10%	31	38%	119	19%	59	3%	10	31%	97	100%	315
Lee County open space	10%	33	29%	91	28%	88	4%	12	29%	93	100%	317
Nature programs or classes	7%	24	27%	85	19%	61	4%	11	42%	134	100%	315
Availability of historic sites	10%	31	32%	103	22%	70	8%	27	28%	89	100%	320
Land use, planning and zoning	4%	12	19%	61	26%	83	26%	82	25%	78	100%	316
Code enforcement (weeds, abandoned buildings, etc)	6%	20	18%	59	32%	102	27%	85	17%	54	100%	320
Animal control	8%	25	31%	100	24%	75	14%	45	23%	75	100%	319
Economic development	3%	10	22%	68	35%	109	22%	69	18%	57	100%	314
Health services	11%	33	43%	137	26%	82	10%	32	10%	32	100%	316
Services to seniors	9%	30	34%	106	18%	58	7%	21	32%	102	100%	317
Services to youth	4%	11	21%	66	24%	76	12%	37	40%	127	100%	318
Services to low-income people	6%	17	22%	66	18%	54	12%	36	43%	133	100%	307
Public library services	29%	92	44%	141	13%	42	2%	6	12%	38	100%	319
Public information services	10%	31	38%	118	23%	73	4%	14	25%	78	100%	313
Public schools	8%	25	26%	82	24%	75	13%	39	29%	90	100%	311
Cable television	8%	24	35%	108	25%	78	18%	57	14%	42	100%	309
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	61	45%	143	18%	57	3%	10	15%	48	100%	320
Preservation of natural areas such as open space, farmlands and greenbelts	11%	34	31%	98	24%	77	11%	36	23%	74	100%	317
Mental health services	4%	13	15%	48	9%	27	10%	32	61%	193	100%	314
Drug and alcohol services	6%	18	16%	50	7%	22	12%	36	59%	184	100%	311
Adult protective services	4%	12	14%	43	10%	33	7%	23	65%	203	100%	314
Agricultural/farm advisor	4%	12	10%	31	8%	24	2%	7	76%	238	100%	312

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	Lee County	9%	27	48%	154	34%	110	7%	23	2%	7	100%
The Federal Government	5%	17	26%	83	35%	111	24%	77	10%	31	100%	319
The State Government	5%	17	29%	93	38%	122	18%	57	10%	31	100%	320

Question 13: Contact with County Employees			
Have you had any in-person or phone contact with an employee of Lee County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents		Count
	No	50%	
Yes	50%		158
Total	100%		315

Question 14: County Employees												
What was your impression of the employee(s) of Lee County in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	26%	42	46%	73	18%	28	9%	14	0%	0	100%
Responsiveness	30%	48	39%	61	22%	35	9%	15	0%	0	100%	158
Courtesy	36%	57	35%	55	20%	31	9%	14	0%	0	100%	157
Overall impression	30%	47	42%	66	17%	27	11%	18	0%	0	100%	158

Question 15: Government Performance												
Please rate the following categories of Lee County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Lee County	9%	28	32%	104	32%	102	18%	59	9%	31	100%
The overall direction that Lee County is taking	5%	17	30%	97	32%	104	19%	61	14%	44	100%	323
The job Lee County government does at welcoming citizen involvement	5%	17	20%	64	31%	98	18%	58	26%	83	100%	320
The job Lee County government does at listening to citizens	4%	12	16%	51	32%	103	26%	85	22%	71	100%	323

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Lee County to someone who asks	33%	109	41%	133	15%	49	10%	34	1%	3	100%
Remain in Lee County for the next five years	54%	178	23%	75	11%	36	8%	27	3%	11	100%	328

Question 17: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	11
Somewhat positive	10%	31
Neutral	40%	127
Somewhat negative	34%	110
Very negative	13%	42
Total	100%	321

Question 18a: Policy Question 1		
How would you rate the effectiveness of Lee County governance communications?	Percent of respondents	Count
I can find the information I need easily	20%	65
I can find the information I need, but must search through several sources	46%	146
I don't know how to get the information I need	5%	17
The information I need is not available	4%	13
I have no opinion	25%	79
Total	100%	321

Question 18b: Policy Question 2										
Please indicate whether Lee County should maintain or reduce current resources for each of these service areas.	Maintain		Somewhat reduce		Significantly reduce		Don't know		Total	
	Highways, roads and bridges	84%	270	13%	41	2%	6	2%	6	100%
Transit	66%	210	14%	44	4%	12	16%	52	100%	318
Environmental resource protection	67%	213	15%	47	8%	26	10%	32	100%	318
Community services (Parks and Recreation, Libraries, Human Services)	79%	252	13%	40	2%	7	6%	19	100%	317
Public safety	83%	263	8%	26	3%	9	6%	19	100%	317
Growth management	60%	192	19%	61	10%	33	10%	32	100%	317

Question 18c: Policy Question 3		
Studies have been conducted to predict future levels of traffic congestion on Colonial Boulevard between McGregor Boulevard and I-75. In anticipation of traffic congestion increasing, to what extent would you support or oppose the County constructing express lanes on Colonial that would be paid for by tolls on those lanes, while still allowing the option of traveling the corridor along frontage roads for free?	Percent of respondents	Count
Strongly support	11%	34
Somewhat support	29%	93
Somewhat oppose	16%	51
Strongly oppose	30%	96
Don't know	14%	45
Total	100%	320

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	50%	159
Yes, full-time	40%	128
Yes, part-time	10%	33
Total	100%	320

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	77%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	11%
Bus, rail, subway or other public transportation	1%
Walk	2%
Bicycle	0%
Work at home	7%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Lee County?	Percent of respondents	Count
Less than 2 years	9%	28
2 to 5 years	22%	72
6 to 10 years	18%	57
11 to 20 years	25%	81
More than 20 years	26%	84
Total	100%	321

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	62%	200
House attached to one or more houses (e.g., a duplex or townhome)	4%	14
Building with two or more apartments or condominiums	27%	86
Mobile home	7%	21
Other	1%	2
Total	100%	322

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	22%	70
Owned by you or someone in this house with a mortgage or free and clear	78%	246
Total	100%	316

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	3%	11
\$300 to \$599 per month	14%	45
\$600 to \$999 per month	33%	102
\$1,000 to \$1,499 per month	19%	59
\$1,500 to \$2,499 per month	16%	49
\$2,500 or more per month	14%	45
Total	100%	310

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	78%	252
Yes	22%	71
Total	100%	323

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	66%	211
Yes	34%	111
Total	100%	322

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	23%	69
\$25,000 to \$49,999	28%	83
\$50,000 to \$99,999	30%	90
\$100,000 to \$149,000	12%	37
\$150,000 or more	7%	21
Total	100%	301

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	89%	279
Yes, I consider myself to be Spanish, Hispanic or Latino	11%	36
Total	100%	315

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	7
Asian, Asian Indian or Pacific Islander	1%	5
Black or African American	2%	8
White	90%	289
Other	8%	25
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	8%	25
25 to 34 years	12%	38
35 to 44 years	11%	34
45 to 54 years	25%	78
55 to 64 years	14%	45
65 to 74 years	18%	57
75 years or older	13%	42
Total	100%	320

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	56%	175
Male	44%	139
Total	100%	314

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	9%	29
Yes	87%	278
Ineligible to vote	4%	12
Don't know	1%	2
Total	100%	321

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	16%	53
Yes	81%	260
Ineligible to vote	3%	9
Don't know	0%	1
Total	100%	322

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by County officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within Lee County were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within Lee County boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Lee County households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Lee County boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within Lee County. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning November 30, 2009. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the county manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following seven weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Two hundred and fourteen of the postcards were returned as undeliverable because they either had incorrect addresses or were received by vacant housing units. Of the 986 households receiving the survey mailings, 332 completed the survey, providing a response rate of 34%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than five percentage points in either direction from what would have been obtained had responses been collected from all Lee County adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders that may affect sample findings. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2006 American Community Survey Census estimates for adults in Lee County. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in each county’s population. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing unit type, race/ethnicity and gender/age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table

Lee County Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	25%	14%	22%
Own home	75%	86%	78%
Detached unit	70%	54%	69%
Attached unit	30%	43%	31%
Race and Ethnicity			
White alone, not Hispanic	78%	90%	80%
Hispanic and/or other race	22%	10%	20%
Sex and Age			
Female	51%	58%	56%
Male	49%	42%	44%
18-34 years of age	25%	8%	20%
35-54 years of age	32%	22%	35%
55+ years of age	43%	71%	45%
Females 18-34	12%	6%	14%
Females 35-54	16%	15%	18%
Females 55+	23%	36%	24%
Males 18-34	13%	2%	7%
Males 35-54	16%	7%	17%
Males 55+	20%	34%	21%

¹ Source: 2006 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who

specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Lee County to the Benchmark Database

Lee County chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Lee County Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared

to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons are available, Lee County results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Lee County’s rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

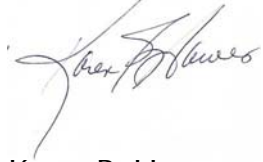
APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within Lee County.

Dear Lee County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Lee County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

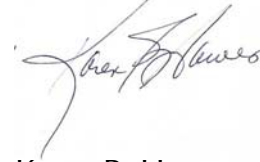


Karen B. Hawes
County Manager

Dear Lee County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Lee County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

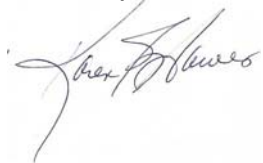


Karen B. Hawes
County Manager

Dear Lee County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Lee County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

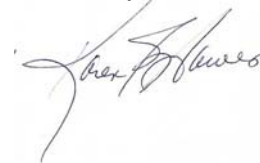


Karen B. Hawes
County Manager

Dear Lee County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Lee County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Karen B. Hawes
County Manager



Lee County
P.O. Box 398
Fort Myers, Florida 33902-0398

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Lee County
P.O. Box 398
Fort Myers, Florida 33902-0398

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Lee County
P.O. Box 398
Fort Myers, Florida 33902-0398

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Lee County
P.O. Box 398
Fort Myers, Florida 33902-0398

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



LEE COUNTY
SOUTHWEST FLORIDA

BOARD OF COUNTY COMMISSIONERS

Bob Janes
District One

November 2009

Brian Bigelow
District Two

Ray Judah
District Three

Dear Lee County Resident:

Tammy Hall
District Four

Lee County wants to know what you think about our community and county government. You have been randomly selected to participate in Lee County's 2009 Citizen Survey.

Frank Mann
District Five

Karen B. Hawes
County Manager

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help Lee County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

David M. Owen
County Attorney

Diana M. Parker
County Hearing Examiner

To get a representative sample of Lee County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (239) 533-2221.

Please help us shape the future of Lee County. Thank you for your time and participation.

Sincerely,

Karen B. Hawes
County Manager



LEE COUNTY
SOUTHWEST FLORIDA

BOARD OF COUNTY COMMISSIONERS

Bob Janes
District One

Brian Bigelow
District Two

Ray Judah
District Three

Tammy Hall
District Four

Frank Mann
District Five

Karen B. Hawes
County Manager

David M. Owen
County Attorney

Diana M. Parker
County Hearing Examiner

December 2009

Dear Lee County Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. Lee County wants to know what you think about our community and county government. You have been randomly selected to participate in Lee County's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help the County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Lee County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (239) 533-2221.

Please help us shape the future of Lee County. Thank you for your time and participation.

Sincerely,

Karen B. Hawes
County Manager

Lee County 2009 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Lee County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Lee County as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Lee County as a place to raise children	1	2	3	4	5
Lee County as a place to work	1	2	3	4	5
Lee County as a place to retire	1	2	3	4	5
The overall quality of life in Lee County.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Lee County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Lee County	1	2	3	4	5
Cleanliness of Lee County.....	1	2	3	4	5
Overall quality of new development in Lee County	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Lee County	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Lee County	1	2	3	4	5
Ease of bus travel in Lee County.....	1	2	3	4	5
Ease of bicycle travel in Lee County	1	2	3	4	5
Ease of walking in Lee County	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Lee County.....	1	2	3	4	5
Overall image or reputation of Lee County	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Lee County over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lee County?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Lee County:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Lee County's downtown area(s) during the day	1	2	3	4	5	6
In Lee County's downtown area(s) after dark.....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?
 No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?
 No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lee County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Lee County public libraries or their services.....	1	2	3	4	5
Used Lee County recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a community or regional County park	1	2	3	4	5
Ridden a local bus within Lee County.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Read a Lee County Departmental Newsletter	1	2	3	4	5
Visited the Lee County Web site (at www.lee-county.com)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Lee County.....	1	2	3	4	5
Participated in religious or spiritual activities in Lee County.....	1	2	3	4	5
Participated in a club or civic group in Lee County	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Once a month
 Several times a year
 Once a year or less
 Never

Lee County 2009 Citizen Survey

11. Please rate the quality of each of the following services in Lee County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sheriff services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
County courts	1	2	3	4	5
Traffic enforcement on County roads and highways	1	2	3	4	5
Road repair	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Lee County Open Space	1	2	3	4	5
Nature programs or classes	1	2	3	4	5
Availability of historic sites	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Mental Health services.....	1	2	3	4	5
Drug and Alcohol services	1	2	3	4	5
Adult protective services	1	2	3	4	5
Agricultural/Farm advisor	1	2	3	4	5

12. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Lee County	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

13. Have you had any in-person or phone contact with an employee of Lee County within the last 12 months (including sheriff, receptionists, planners or any others)?

- No → Go to Question 15 Yes → Go to Question 14

14. What was your impression of the employee(s) of Lee County in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

15. Please rate the following categories of Lee County government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Lee County.....	1	2	3	4	5
The overall direction that Lee County is taking.....	1	2	3	4	5
The job Lee County government does at welcoming citizen involvement.....	1	2	3	4	5
The job Lee County government does at listening to citizens.....	1	2	3	4	5

16. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Lee County to someone who asks.....	1	2	3	4	5
Remain in Lee County for the next five years.....	1	2	3	4	5

17. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

18. Please check the response that comes closest to your opinion for each of the following questions:

a. How would you rate the effectiveness of Lee County governance communications?

- I can find the information I need easily
 I can find the information I need, but must search through several sources
 I don't know how to get the information I need
 The information I need is not available
 I have no opinion

b. Please indicate whether Lee County should maintain or reduce current resources for each of these service areas.

	<i>Maintain</i>	<i>Somewhat reduce</i>	<i>Significantly reduce</i>	<i>Don't know</i>
Highways, roads and bridges.....	1	2	3	4
Transit.....	1	2	3	4
Environmental resource protection.....	1	2	3	4
Community services (Parks and Recreation, Libraries, Human Services).....	1	2	3	4
Public safety.....	1	2	3	4
Growth management.....	1	2	3	4

c. Studies have been conducted to predict future levels of traffic congestion on Colonial Boulevard between McGregor Boulevard and I-75. In anticipation of traffic congestion increasing, to what extent would you support or oppose the County constructing express lanes on Colonial that would be paid for by tolls on those lanes, while still allowing the option of traveling the corridor along frontage roads for free?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

d. With cutbacks necessary, what LEE COUNTY programs or services should be considered? (Please provide up to THREE areas of further reduction in priority order.)

1. _____
2. _____
3. _____

Lee County 2009 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults days
- Bus, Rail, Subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Lee County?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female
- Male

D14. Are you registered to vote in your jurisdiction?

- No
- Yes
- Ineligible to vote
- Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No
- Yes
- Ineligible to vote
- Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



Lee County
P.O. Box 398
Fort Myers, Florida 33902-0398

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94

