

TAMPA THRIVES

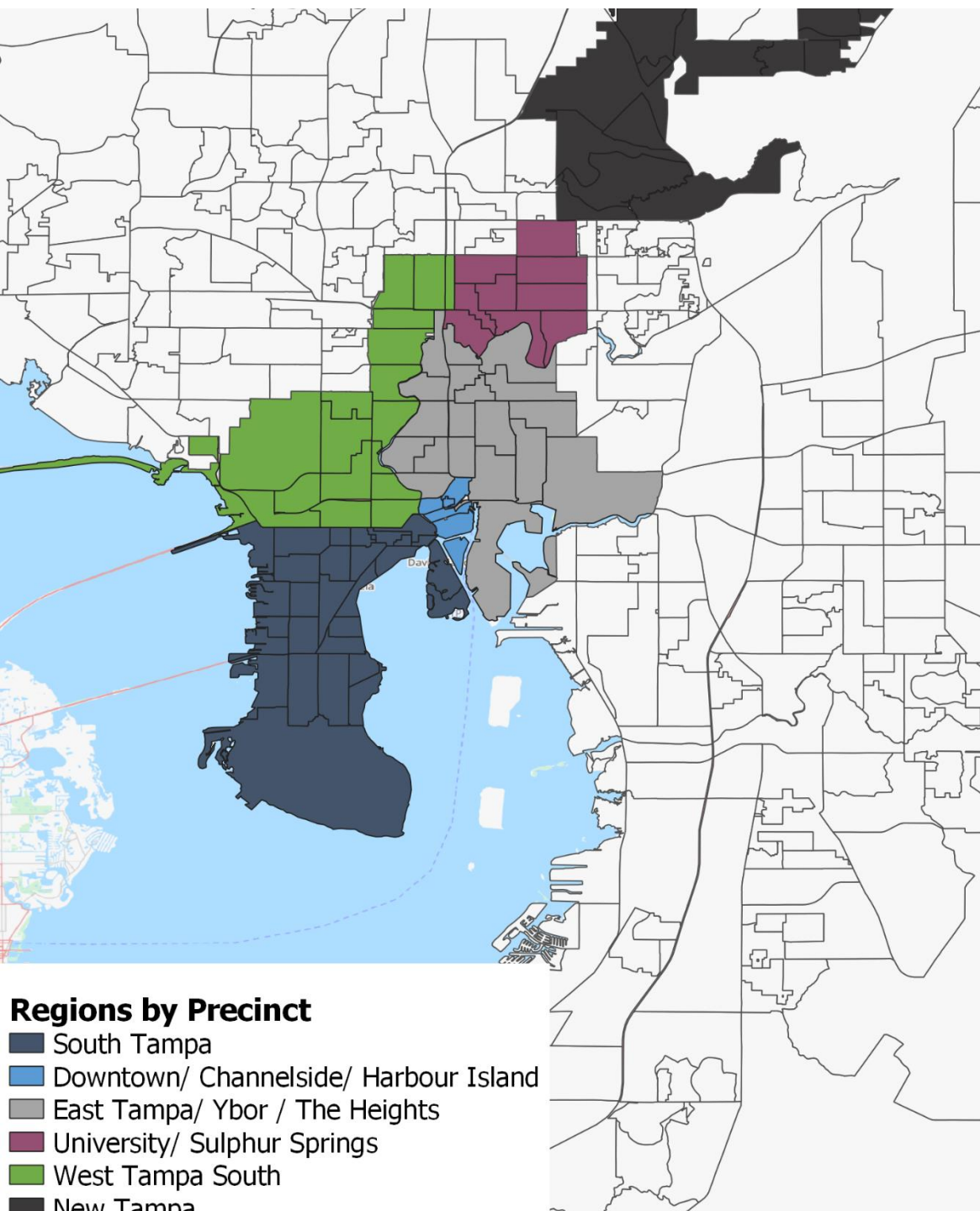


Introduction

- **Fourth** iteration of study for the City of Tampa's strategic priorities for the community
- Trending metrics from previous studies conducted in 2020, 2021, and 2022.
- **Goal:** to obtain statistically valid information that is reflective of the diverse demographics of the City and its various communities
- Additionally, the survey explored topics pertaining to city issues including:
 - *Transportation*
 - *Housing Affordability*
 - *Public Safety*
 - *Parks*

Methodology

- Total respondents: 1,300 City of Tampa residents aged 18+
- Margin of error: $\pm 2.71\%$ at a 95% confidence level
- Data collection: June 21, 2023, through July 17, 2022
- Telephonic survey using both landlines and cellphones
- Five respondent demographics were controlled: age, gender, race/ethnicity, educational attainment, and homeownership status



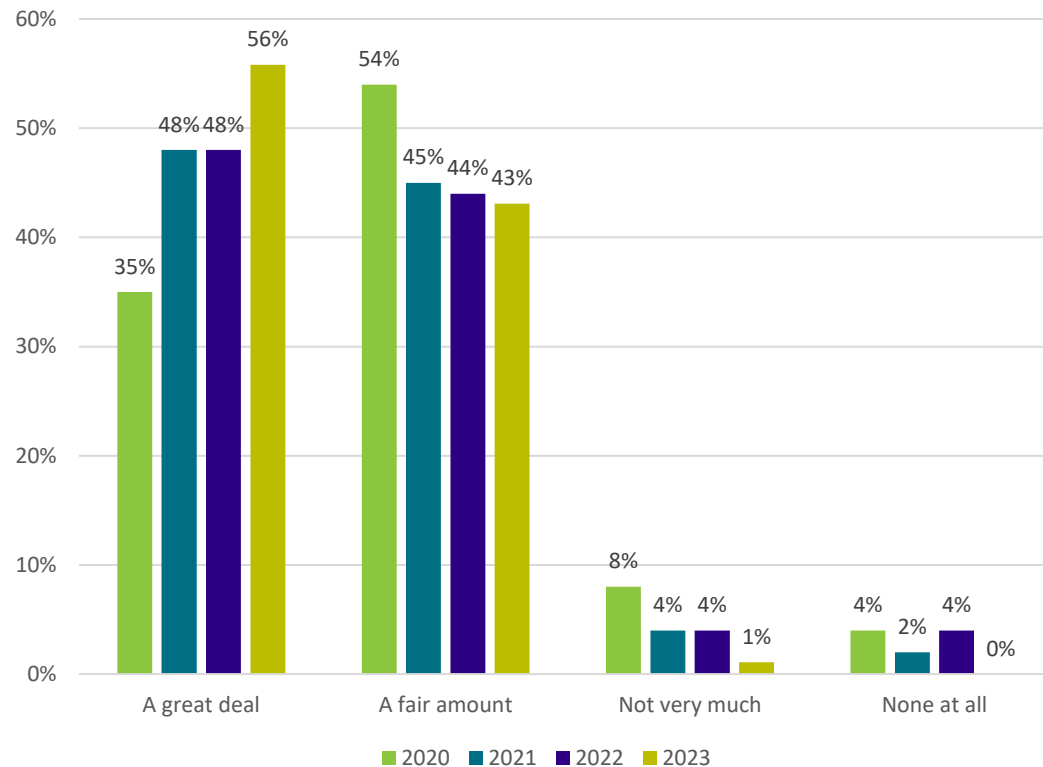
Data was segmented into six regions to provide analysis of different parts of the city.

Regional crosstabulations for all questions are available in the full report.



Trust and Confidence

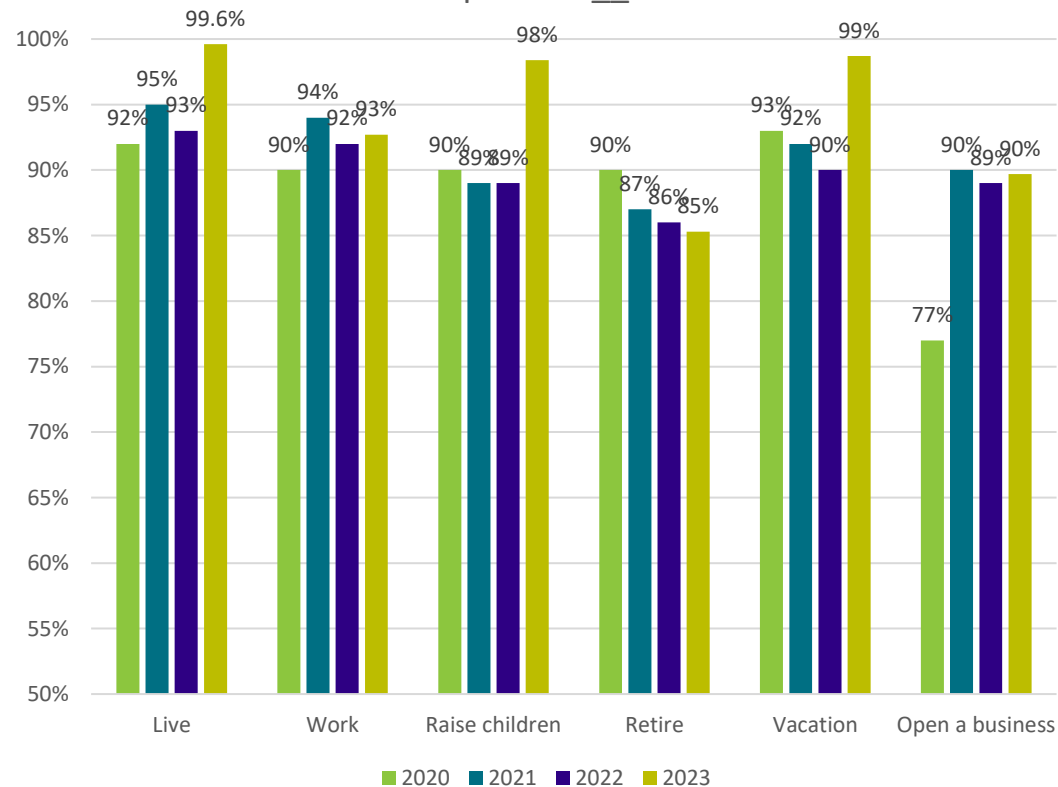
How much trust and confidence do you have in the City of Tampa government when it comes to handling issues in the City?



- Trust and confidence continues to improve within our sample
 - Most respondents express something positive about trust and confidence questions
 - Therefore, the difference in **enthusiasm** – those saying “a great deal” versus “a fair amount” – is the most salient measure
 - Even considering this approach, 2023 is the best year since the study’s inception

Recommendation

Would ("probably" + "definitely") recommend the City of Tampa to a friend, family member, or acquaintance as a place to __ :



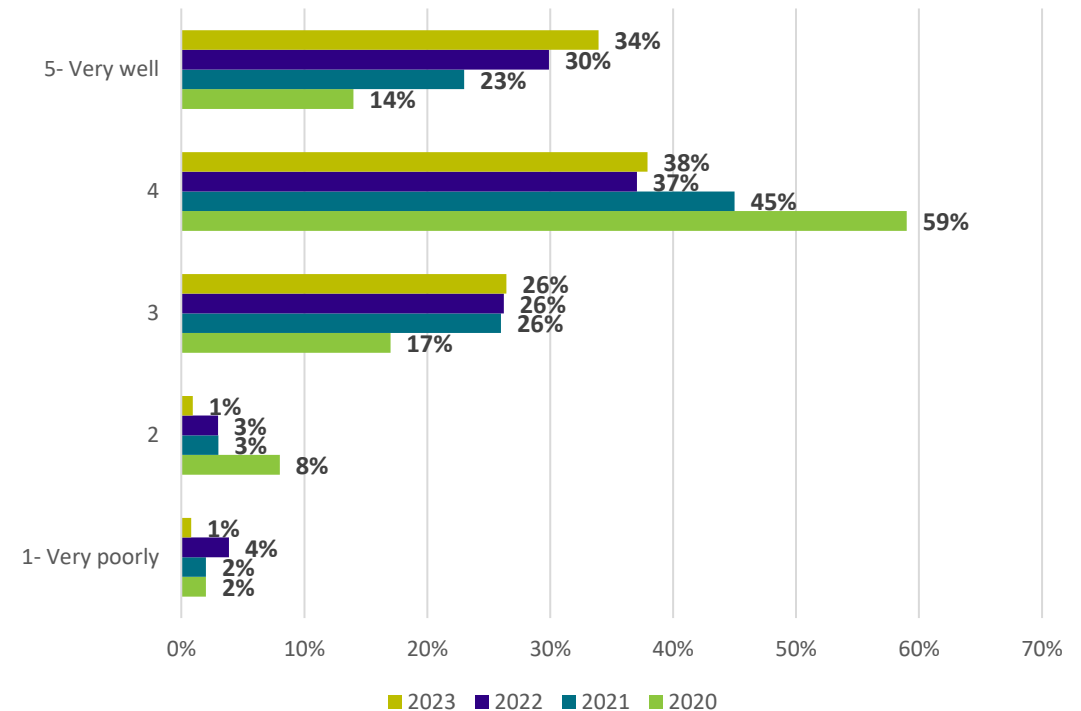
(Note: Graph Axis Begins at 50%)

- Recommendation levels continue to remain high, although there are some trends to notice
 - Scores for “live,” “vacation,” and “raise children” are at their highest level yet, effectively 100%
 - Scores for “retire” continue to decline, although not in a statistically significant way from last year


Handling City Issues


- As with before, enthusiasm has continued to trend upwards among City of Tampa residents
 - However, a steady share of respondents, approximately a quarter, only score this as a “3” out of five, which illustrates that there is still substantial room for improvement on this metric


Trending: On a scale from one to five, where one is "very poorly" and five is "very well," how do you feel that the City of Tampa has handled city issues in general?



Community Characteristics

 Affordable housing choices

 Housing options near where I work


 K-12 education


 After-school and childcare programs

 Sense of personal safety

 Diversity, equity and inclusion


 Sense of community

 Cleanliness of public spaces

 Events, social activities, and recreation opportunities

 Arts and culture institutions

 Greenspaces, parks, and public spaces

 Accessible and timely waste management

 Flood prevention

 Bicyclist and pedestrian safety


 Quality roads

 Public transit options

 Smooth traffic flow on major roads

 Parking availability

 Availability of jobs for my skillset

 Career opportunities for the next generation

Importance

- **Question Phrasing:** How important is it to you personally, that your community possesses the following characteristics? Use a 10-point scale where 10 represents the highest importance, and 1 represents the lowest.
- The **average** score is **8.82** among all categories

Experience

- **Question Phrasing:** In your personal experience, how has the City of Tampa delivered on these characteristics? Use a 10-point scale where 10 represents very well, and 1 represents not well at all.
- The **average** score is **7.66** among all categories

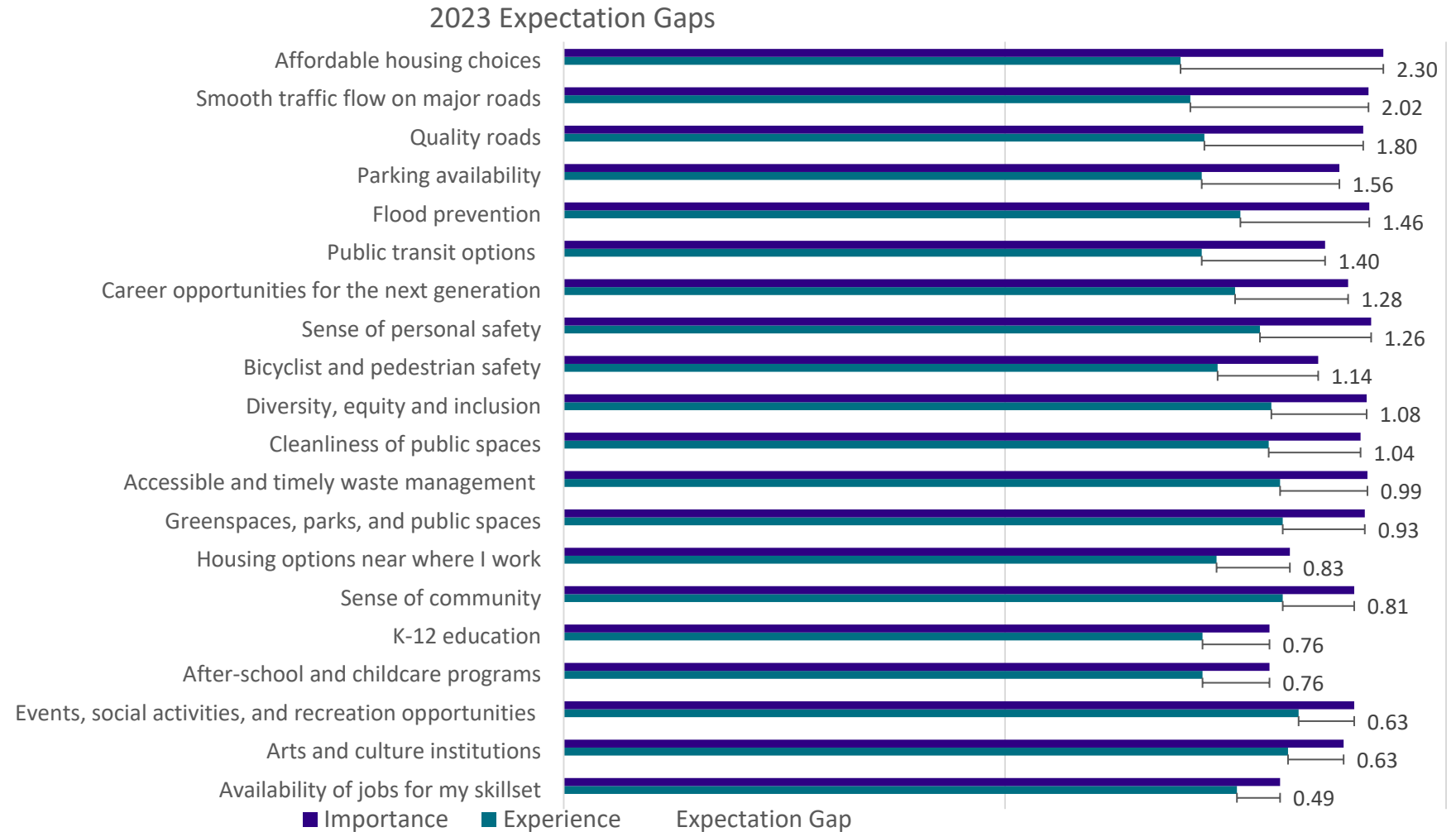
Expectation Gap

- Calculated as *(Importance – Experience)*
- A higher expectation gap is a bad thing
- The **average** expectation gap is **1.15**

Top Expectations

Of the top six expectation gaps, four pertained to transportation:

- Smooth Traffic Flow on Major Roads
- Quality Roads
- Parking Availability
- Public Transit Options



Top Five Expectations Over Time

Despite the importance of transportation issues, housing affordability, which was not a top issue as recently as 2020, has been the number one expectation for the last two years.

2020	2021	2022	2023
Smooth traffic flow on major roads	Smooth traffic flow on major roads	Affordable housing choices	Affordable housing choices
Bicyclist and pedestrian safety	Quality roads	Smooth traffic flow on major roads	Smooth traffic flow on major roads
Parking availability	Affordable housing choices	Quality roads	Quality roads
Flood prevention	Flood prevention	Parking availability	Parking availability
Cleanliness of public spaces	Parking availability	Accessible and timely waste management	Flood prevention

Top Five Expectations Over Time

The importance of housing affordability, traffic flow, and quality roads cuts across the entire city. However, beyond that, interesting neighborhood-level distinctions emerge.

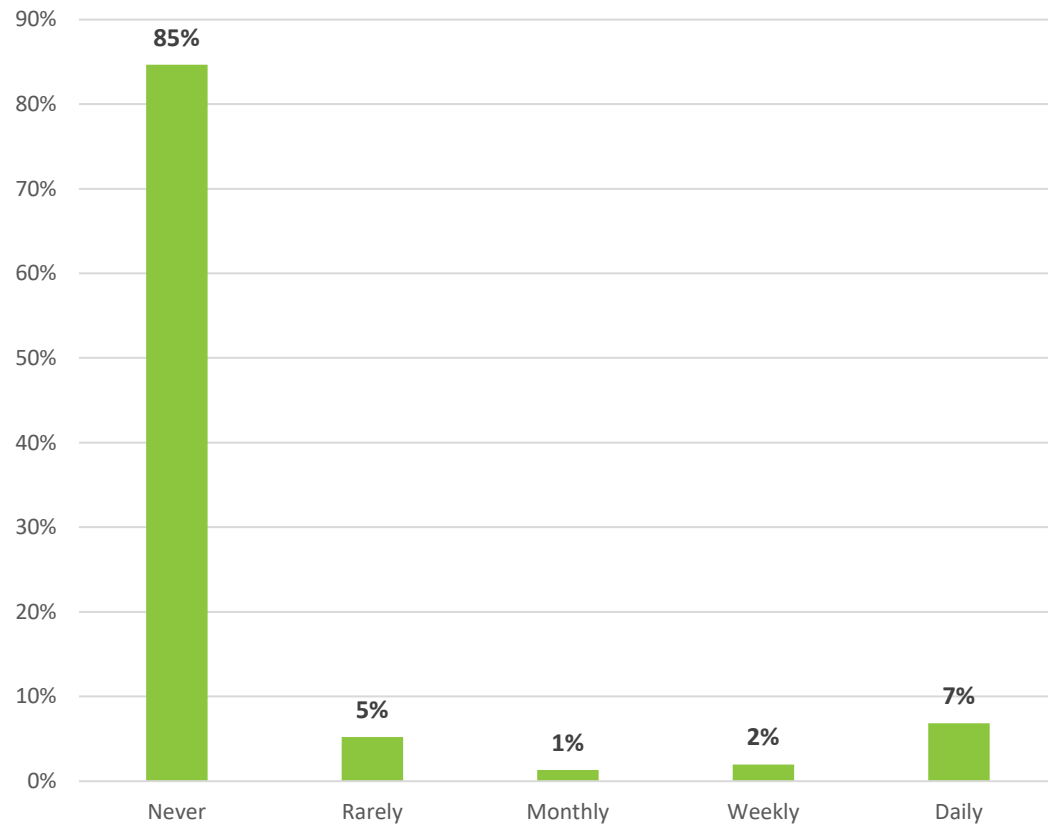
South Tampa	Downtown/ Channelside/ Harbour Island	East Tampa/ Ybor/ Heights	University/ Sulphur Springs	West Tampa South	New Tampa
Smooth traffic flow on major roads	Affordable housing options	Affordable housing options	Affordable housing options	Affordable housing options	Affordable housing options
Affordable housing options	Smooth traffic flow on major roads	Smooth traffic flow on major roads	Flood prevention	Smooth traffic flow on major roads	Quality roads
Quality roads	Quality roads	Quality roads	Sense of personal safety	Quality roads	Smooth traffic flow on major roads
Parking availability	Parking availability	Public transit options	Diversity, equity, and inclusion	Public transit options	Bicyclist and pedestrian safety
Career opportunities for the next generation	Career opportunities for the next generation	Parking availability	Smooth traffic flow on major roads	Flood prevention	Flood prevention



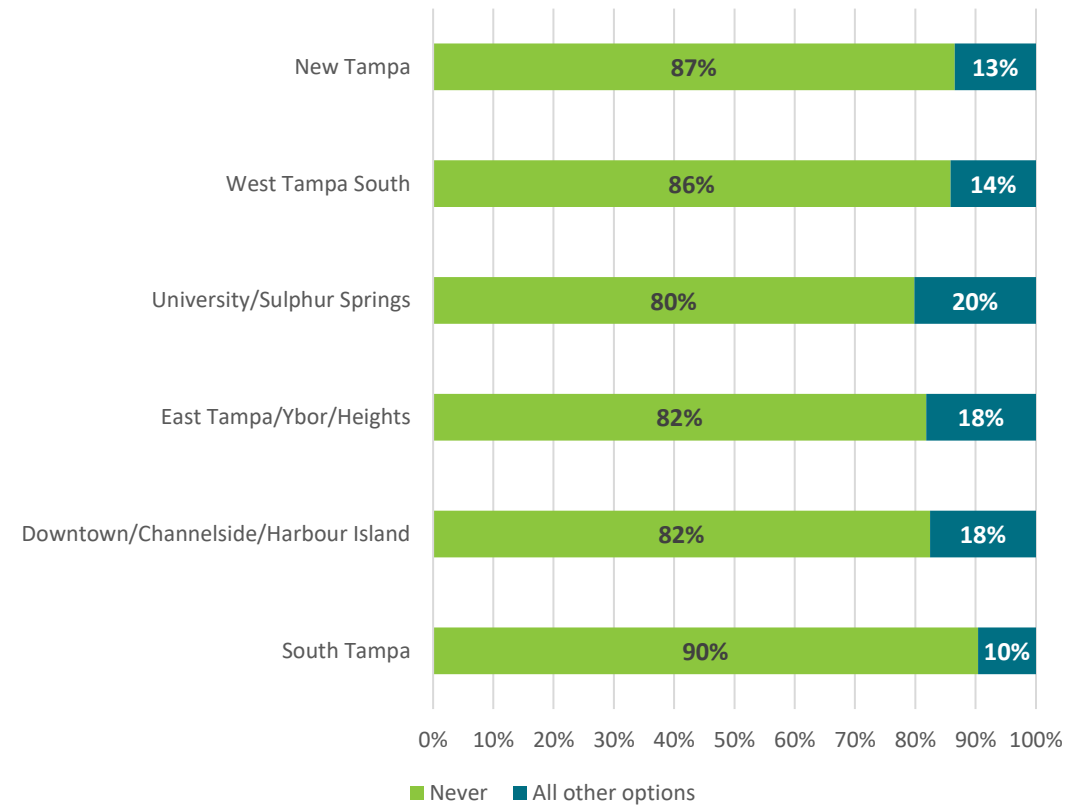
City Initiatives

Transportation

How often do you use public transportation in Tampa, including buses and streetcars?

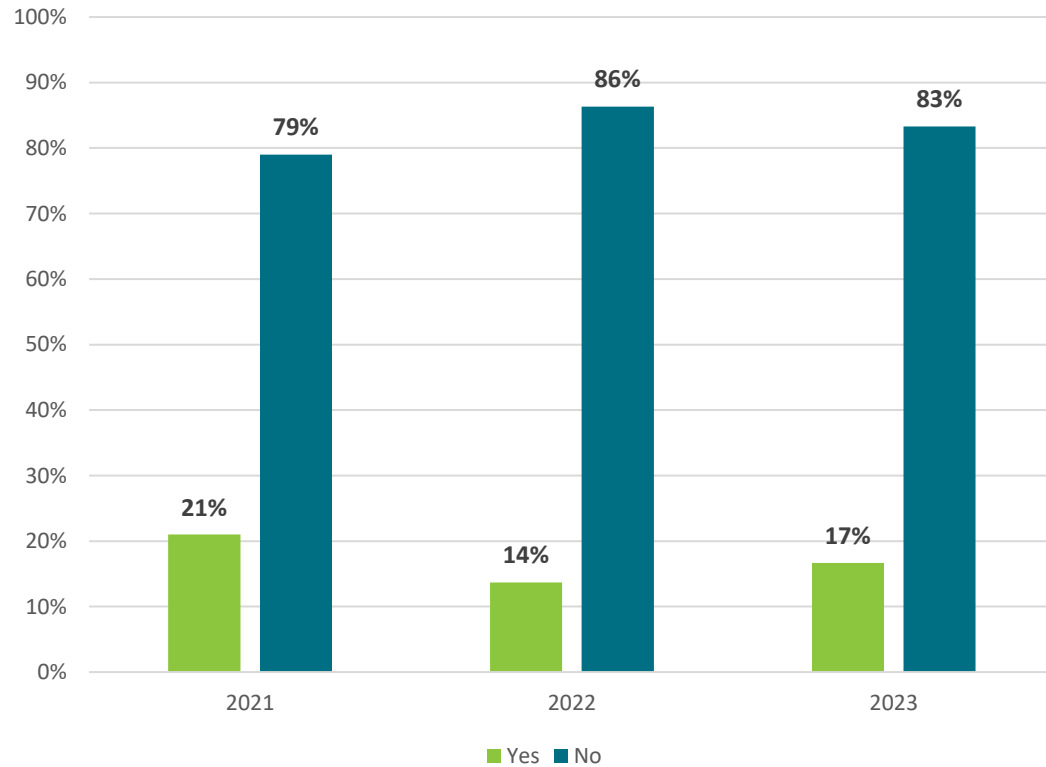


How often do you use public transportation in Tampa, including buses and streetcars?: Geography

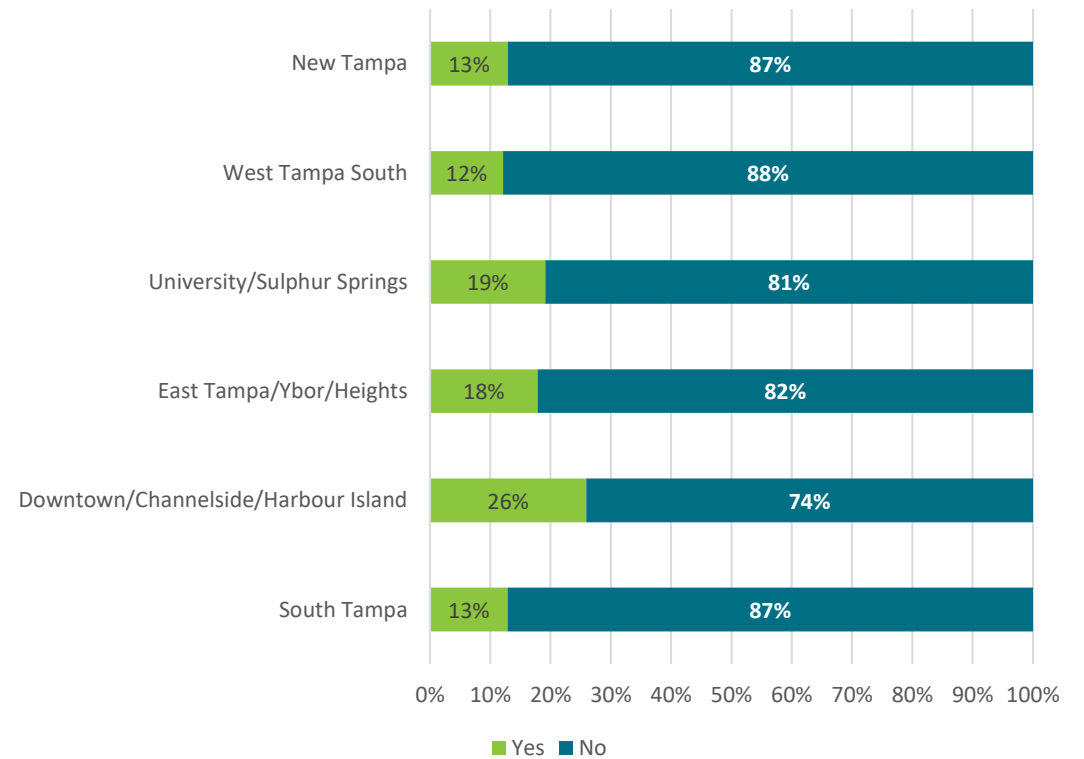


Transportation (Cont.)

Trending: Let's talk about walkability. Do you regularly walk to run errands, visit businesses, or commute to work?

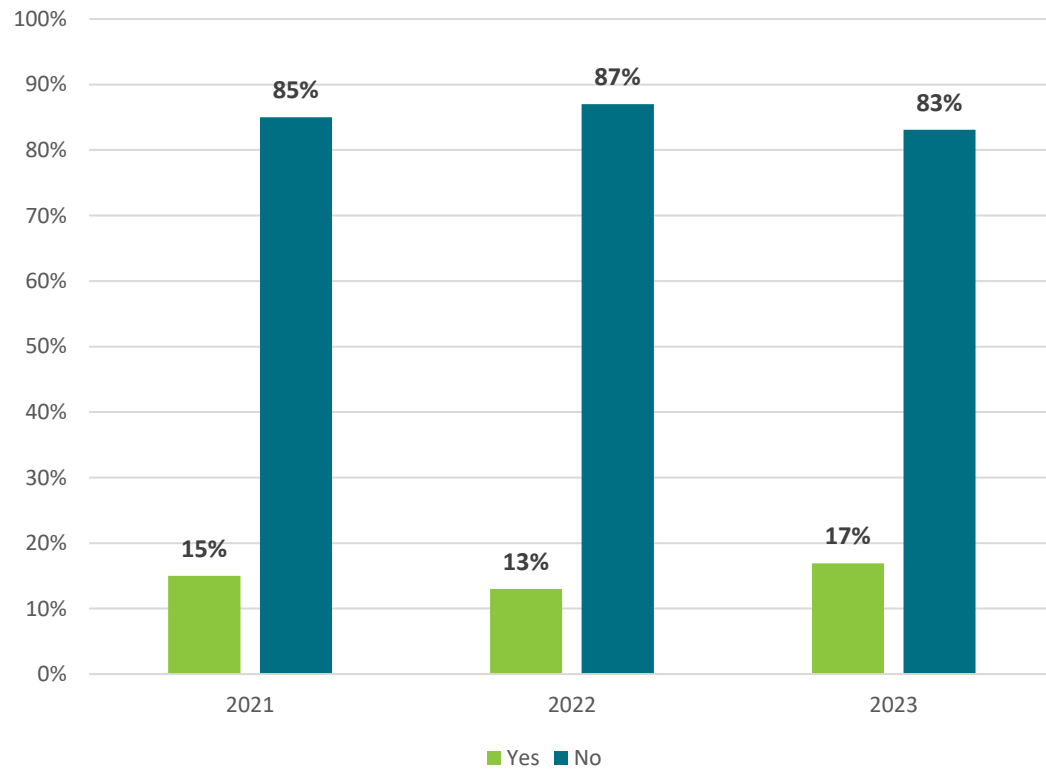


Let's talk about walkability. Do you regularly walk to run errands, visit businesses, or commute to work?: By Geography

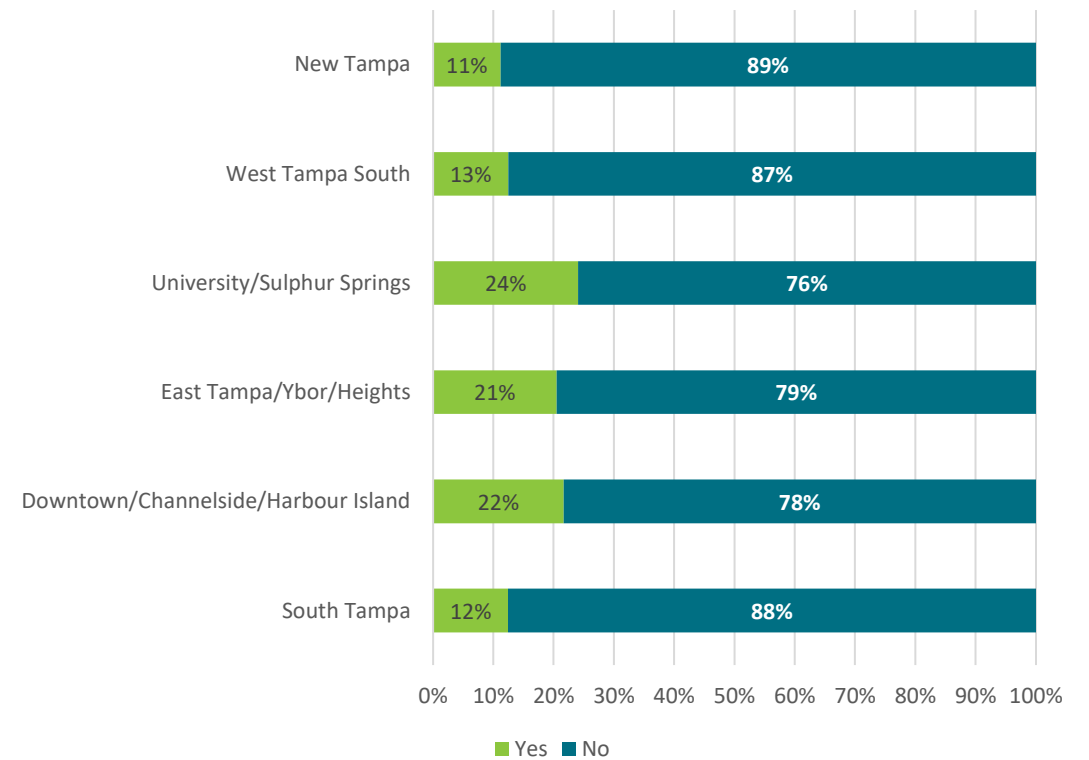


Transportation (Cont.)

What about things like bikes and scooters? Do you regularly bike or scoot to run errands, visit businesses, or commute to work?

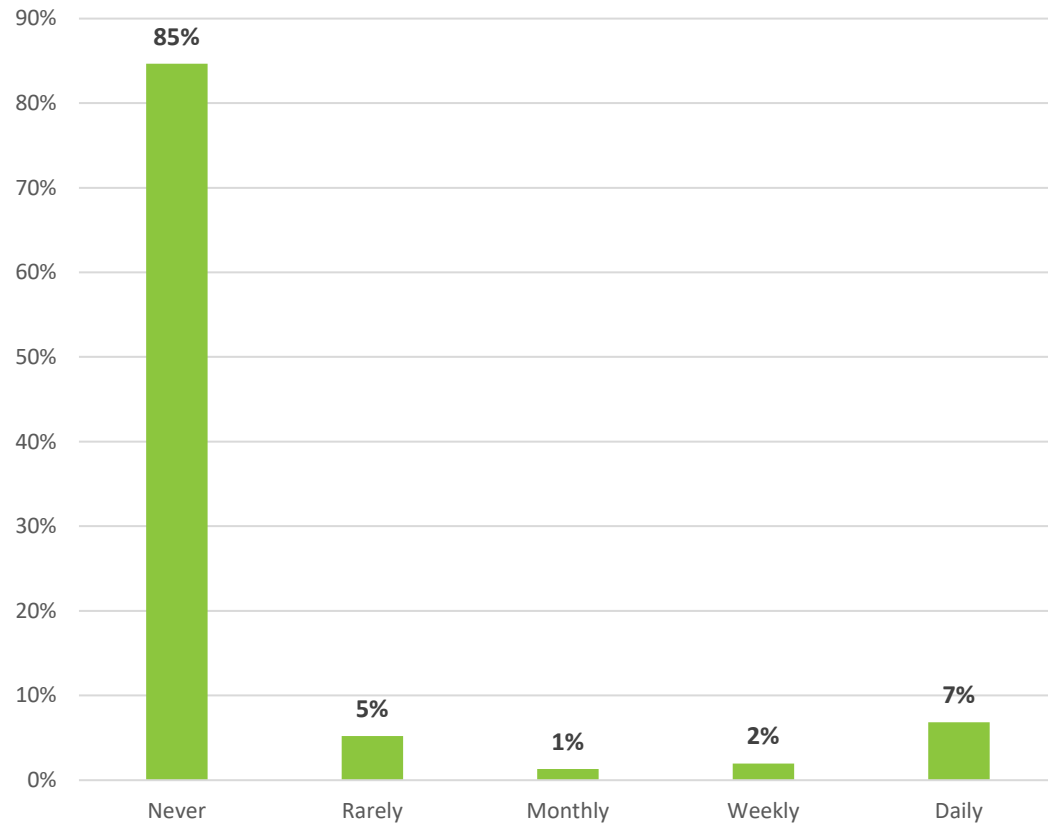


What about things like bikes and scooters? Do you regularly bike or scoot to run errands, visit businesses, or commute to work?: By Geography

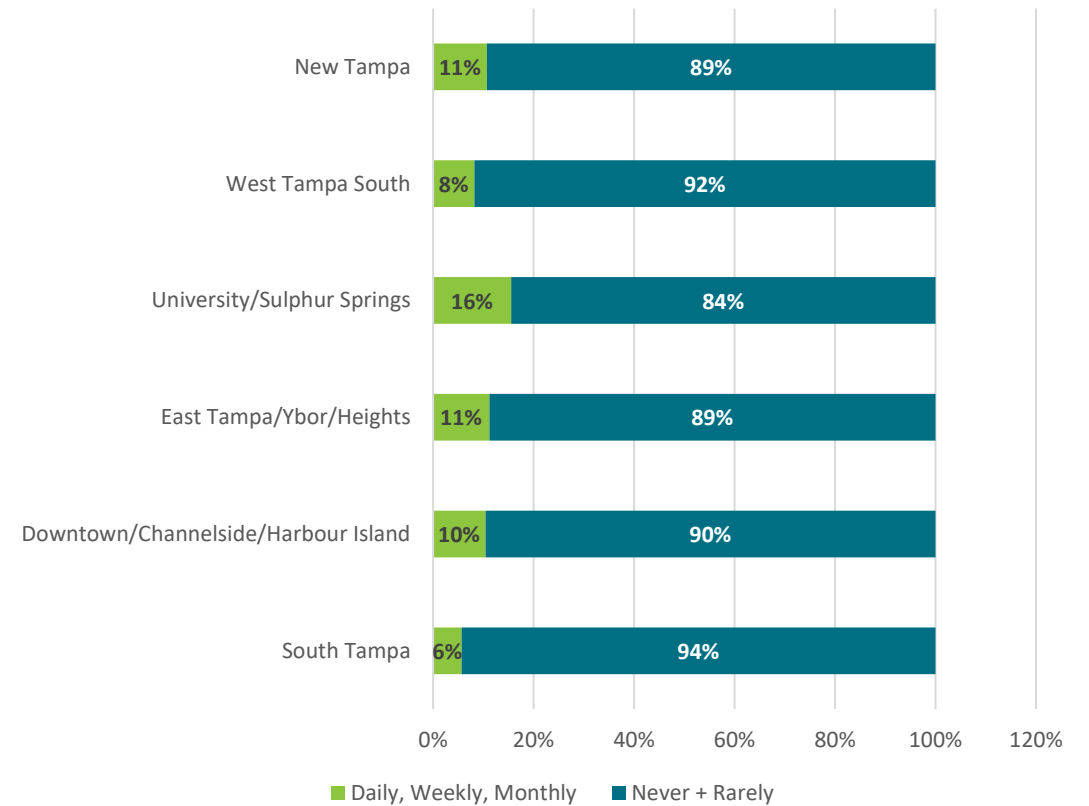


Transportation (Cont.)

How often do you use public transportation in Tampa, including buses and streetcars?

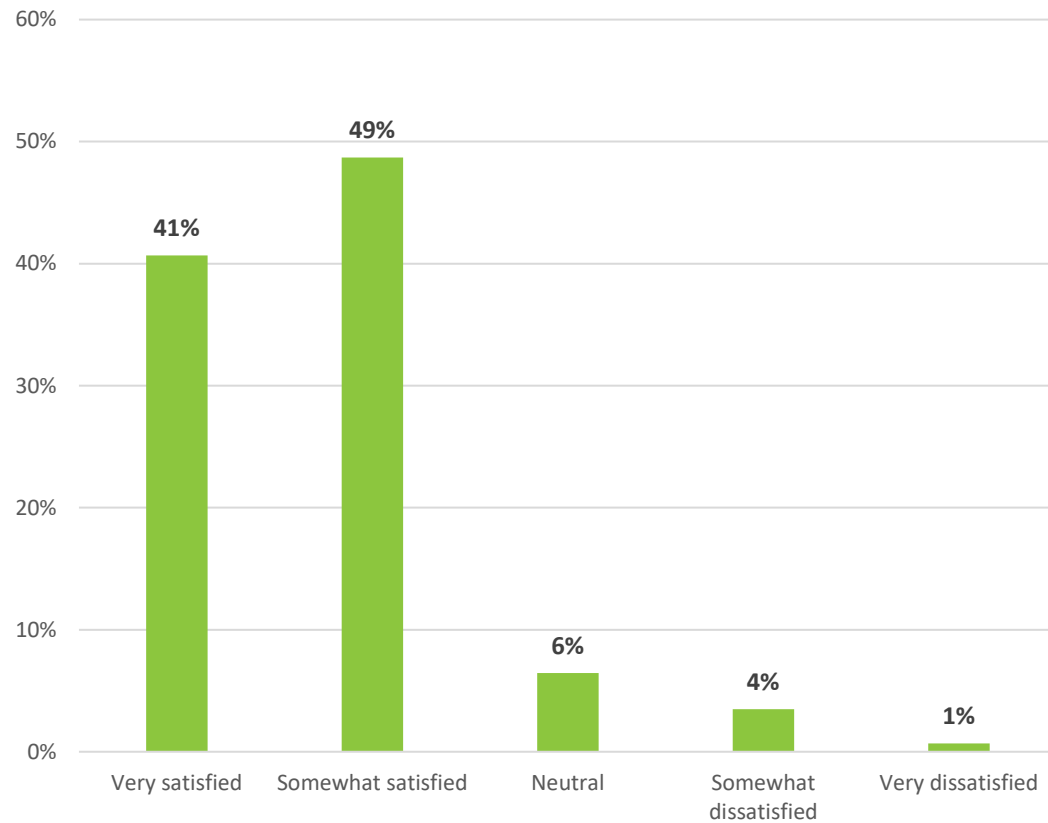


How often do you use public transportation in Tampa, including buses and streetcars?: Geography

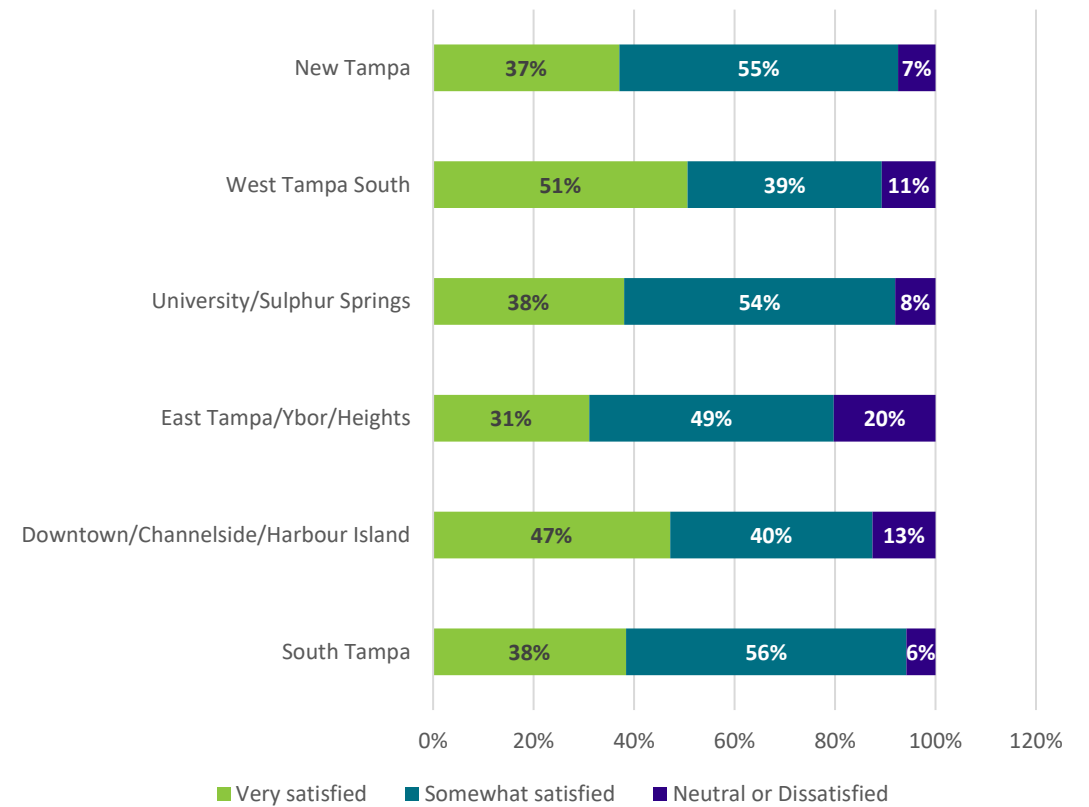


Transportation (Cont.)

How satisfied are you with the current state of streets and roads in the City of Tampa?



How satisfied are you with the current state of streets and roads in the City of Tampa?: Geography



Transportation (Cont.)

In your view, what improvements could be made in the city that would encourage people in your local area to walk or bike more in order to work or run errands more often?

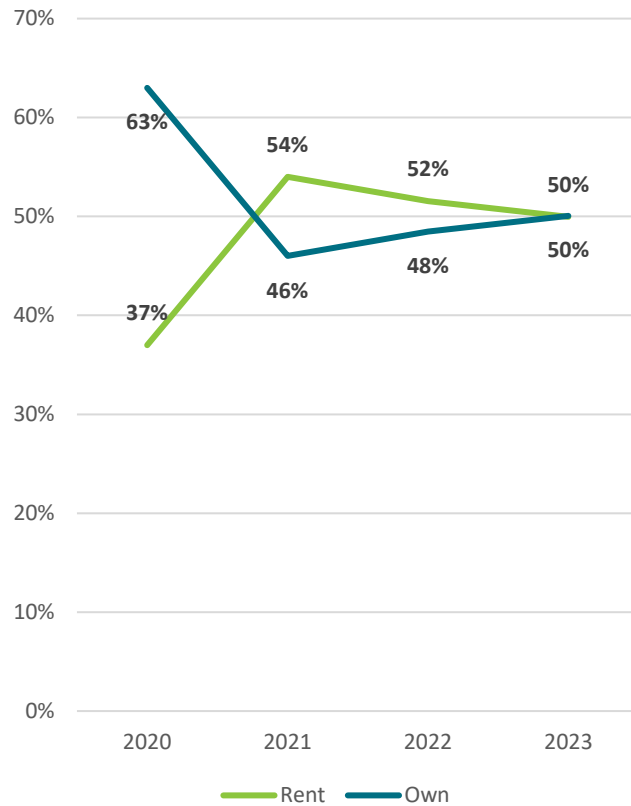
	2023	2022	2021 Walk	2021 Bike
Don't know	51.7%	36.2%	45.0%	53.0%
Less Traffic	12.9%	26.0%	9.0%	7.0%
Nothing	8.4%	8.9%	8.0%	6.0%
Improved Bike Lanes/Sidewalks	6.3%	6.3%	5.0%	7.0%
Incentives	5.5%	1.7%	0.5%	0.0%
More Personal Safety	4.7%	2.1%	4.0%	1.0%
More Bike Lanes/Sidewalks	3.5%	3.4%	6.0%	4.0%
More Traffic Enforcement	1.9%	4.8%	10.0%	9.0%
Walking/Biking oriented design	1.7%	0.0%	2.0%	1.0%
Other	1.4%	2.0%	2.0%	2.0%
Education campaigns	1.2%	-	-	-
More Shade	0.5%	1.9%	5.0%	1.0%
Better Lighting	0.4%	0.5%	0.0%	0.0%
Improve Overcrowdedness	0.3%	3.7%	0.0%	0.0%
More Lighting	0.2%	0.6%	0.5%	1.0%
Improved Parking	0.0%	1.8%	0.0%	0.0%
Improved Personal Safety	0.0%	0.0%	0.0%	0.0%
Separate Bike Lanes/Sidewalks	0.0%	0.0%	1.0%	6.0%

What improvements or changes could be made to public transportation services in Tampa to make them more convenient and appealing to you?

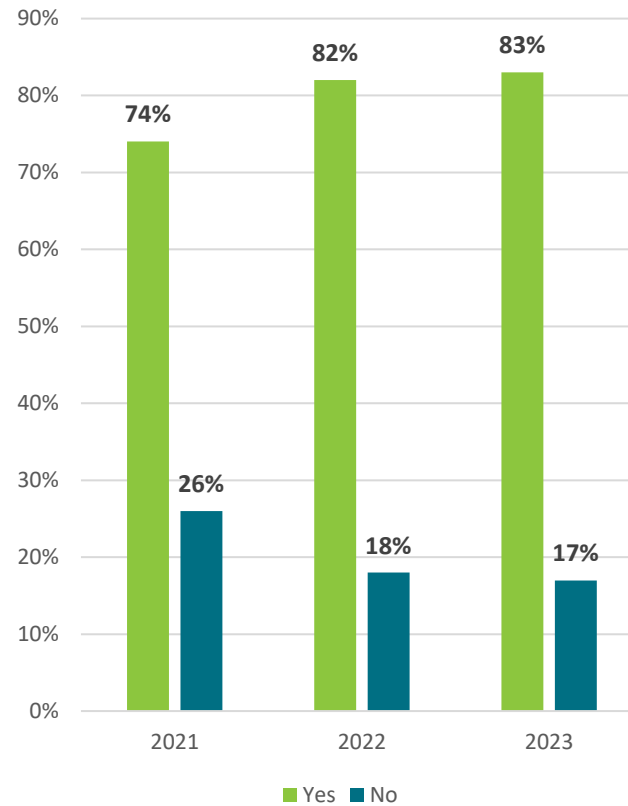
Don't know /Unsure	52.2%
Nothing	25.4%
Improved frequency/reach	3.9%
Improved cleanliness	3.0%
Other	2.5%
Improved access	1.9%
Happy with current service	1.8%
More/Improved Bus Stops	1.8%
Improved Safety	1.5%
Timeliness	1.3%
Improved costs	1.2%
Incentives	1.0%
Improved Roads/Infrastructure	0.8%
Have a car	0.6%
Access for disabled	0.6%
New/Improved Buses	0.3%

Housing

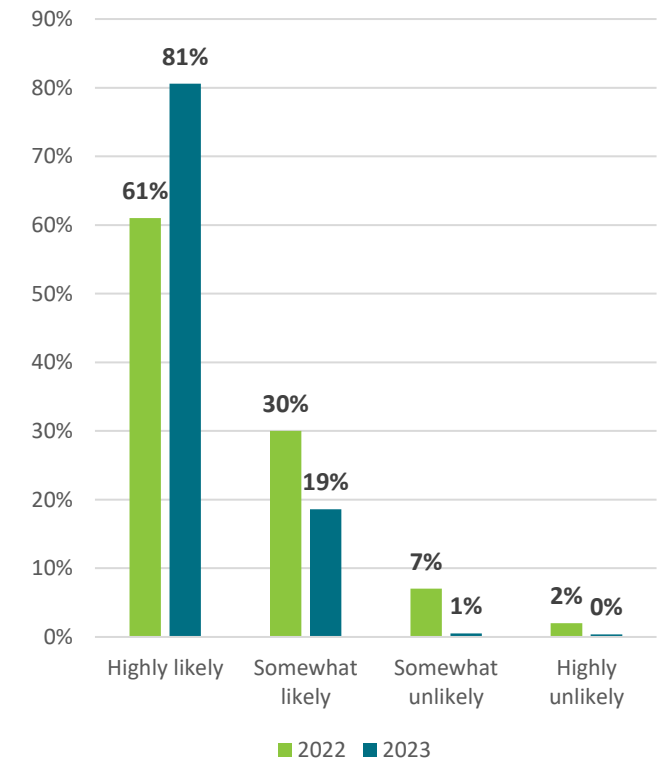
Do you rent or own your current City of Tampa residence?



To those that rent: would you like to own your own home?

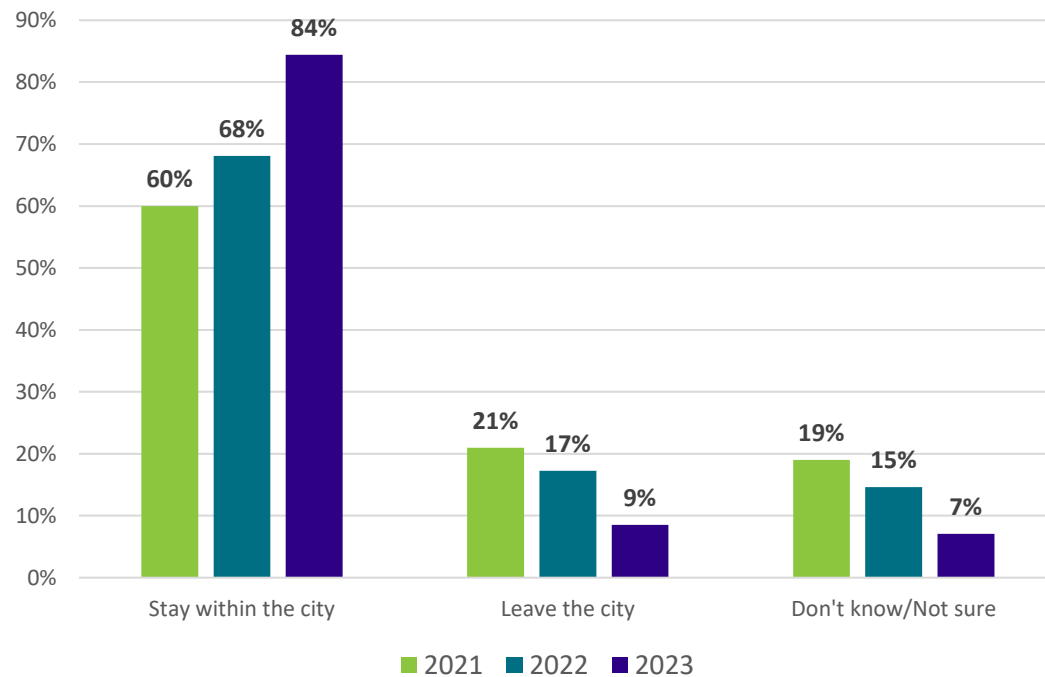


If you had to guess, how likely is it you will be living in the City of Tampa in five years from now?

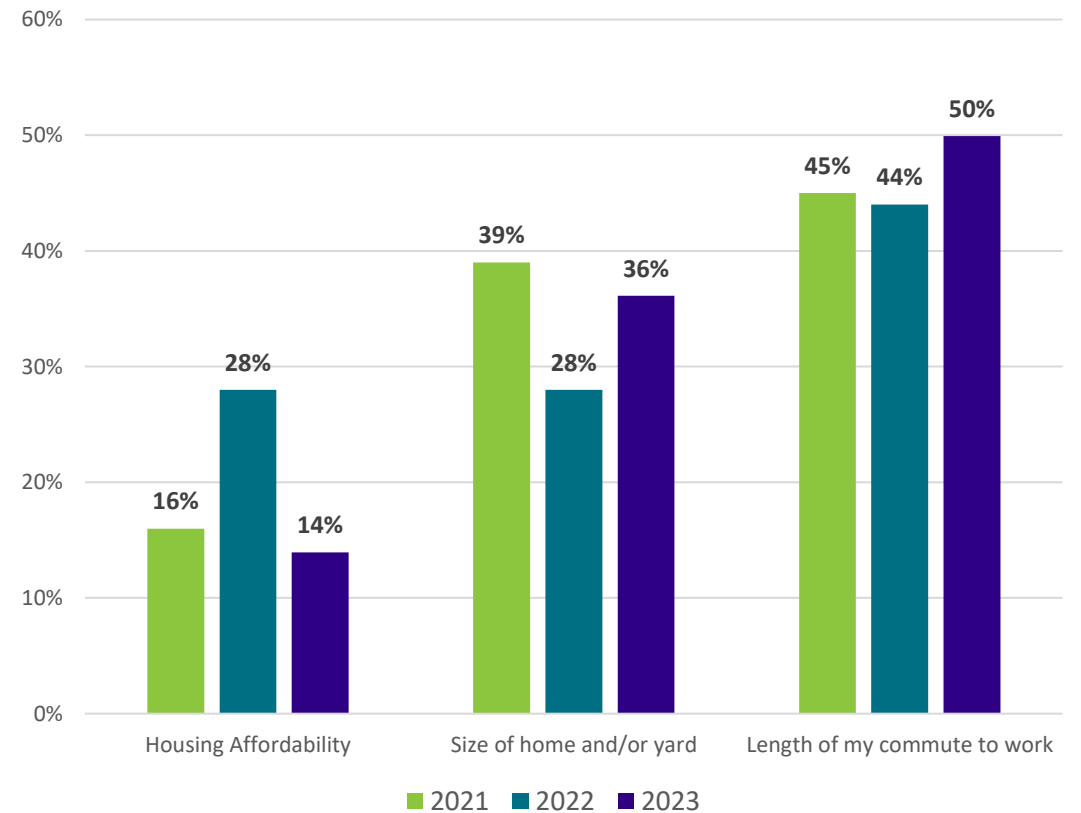


Housing

To those who rent: When considering buying a home of your own, do you feel that you could find a home within the City of Tampa that meets your household's needs and is within your budget, or do you think you would need to go outside of the City of Tampa?

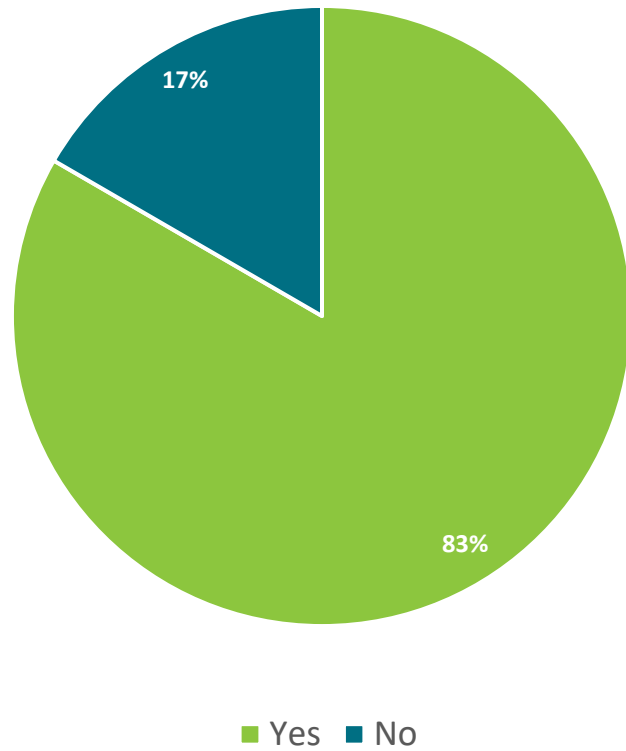


Trending: Which of the following is **least** important to you when considering your choice of where to live?

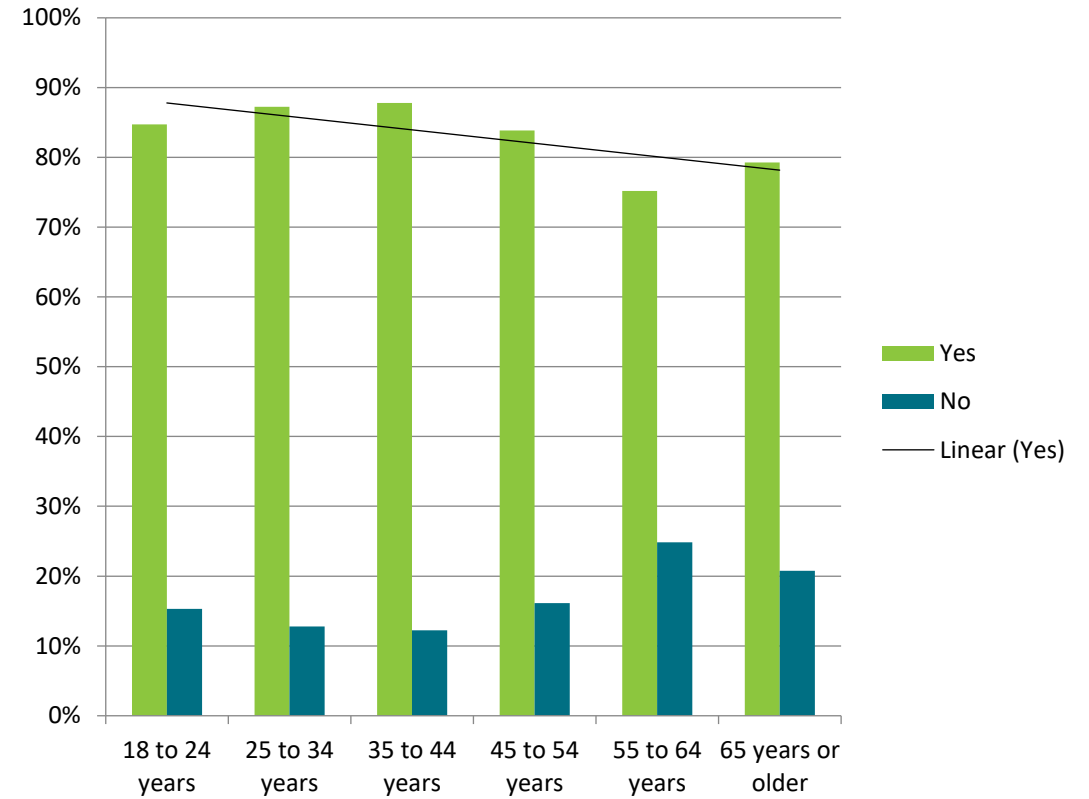


Parks

Can you recall the name of the park closest to your residence?



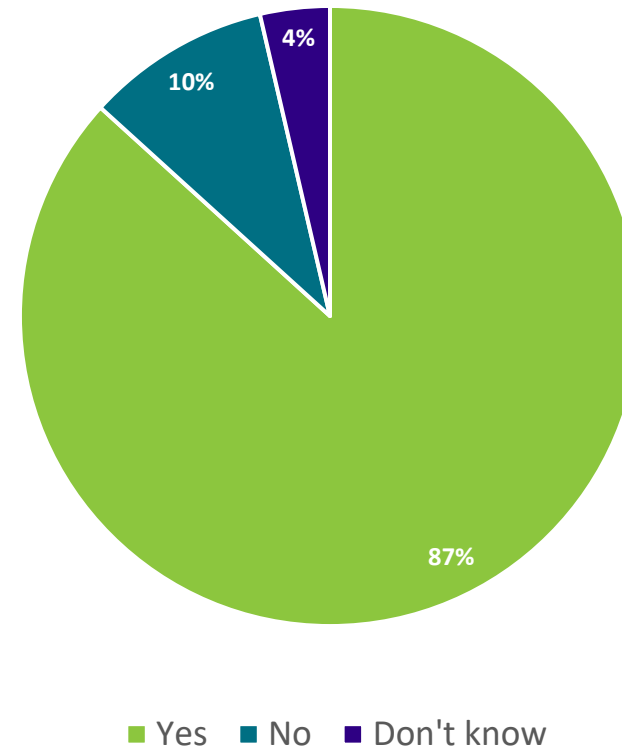
Can you recall the name of the park closest to your residence?: Age



Parks

Name of Park	Share of Response
Riverwalk Parks*	11.02%
Amberly Park	8.36%
Copeland Park	4.96%
Riverhills Park	4.95%
Ballast Point Park	3.24%
McDugald Park	3.08%
Sweetwater Park	3.03%
Capaz Park	2.70%
Kings Forrest Park	2.49%
Anderson Park	2.36%

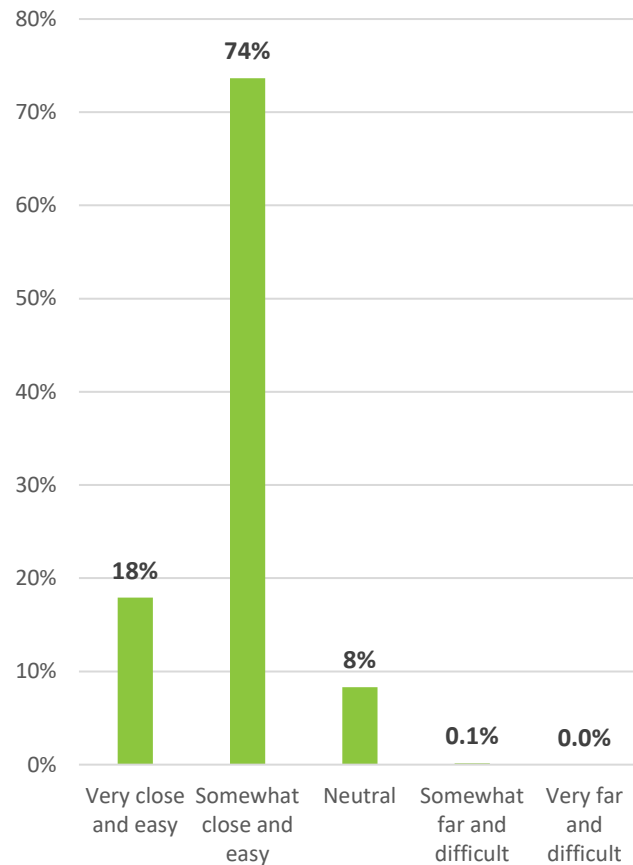
Is your nearest neighborhood park clean and well-maintained?



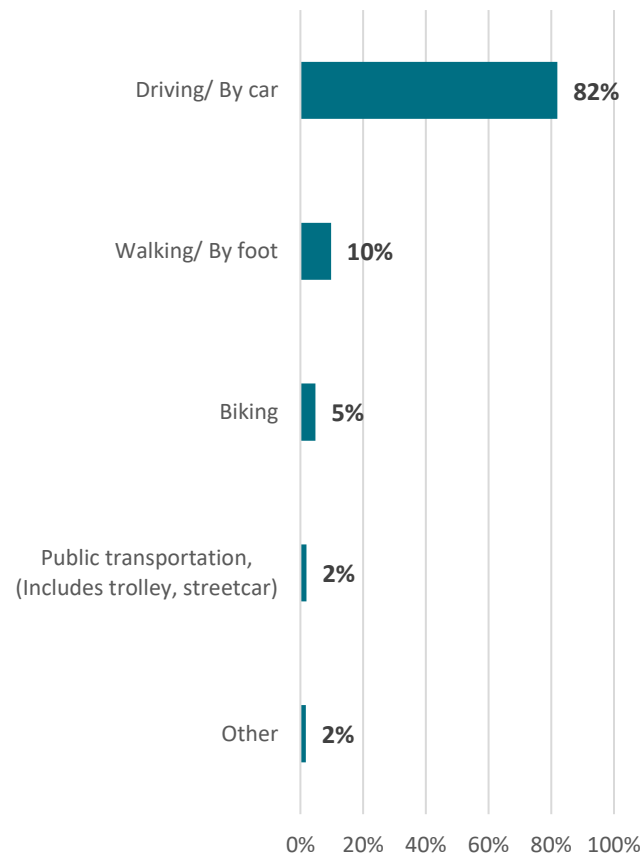
*Includes Curtis Hixton and USF Park by the Riverwalk. Most responses in this category were "Riverwalk"

Parks

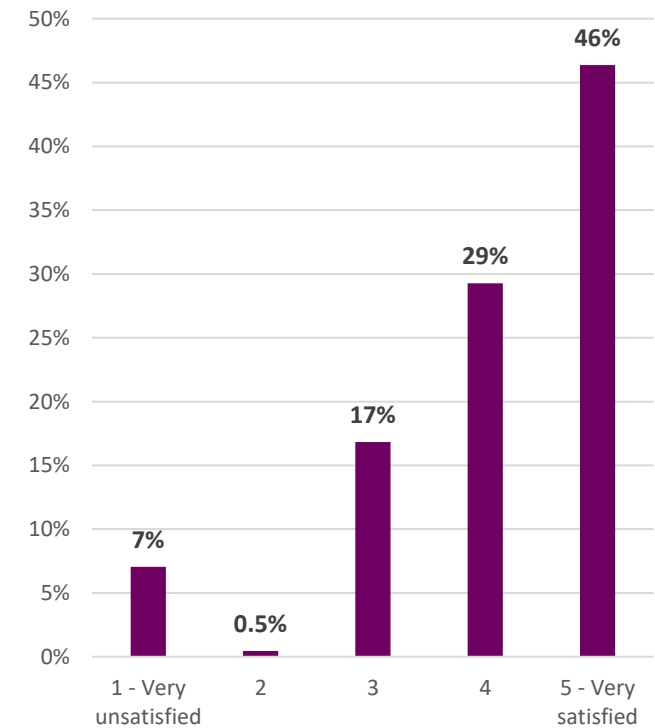
How close and easy is it for you to get to your nearest neighborhood park?



When you visit your nearest neighborhood park, how do you usually go there?

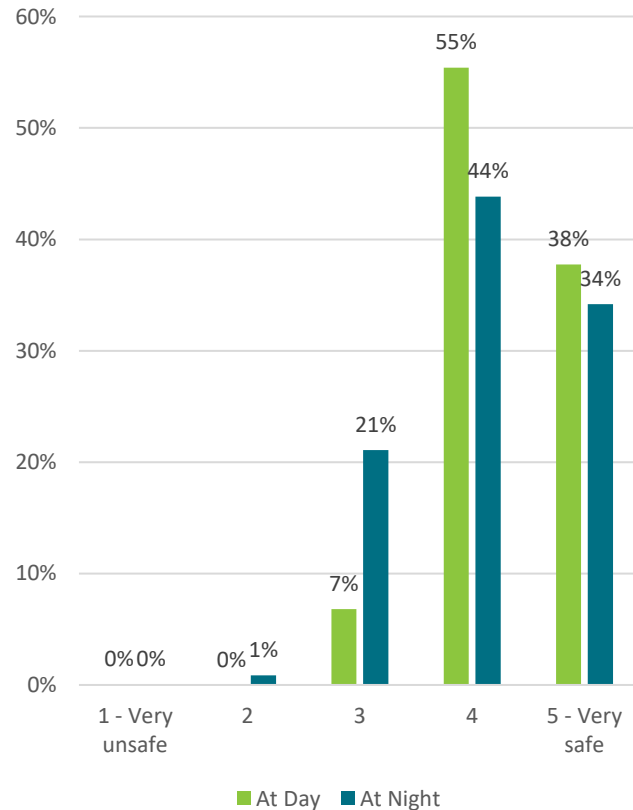


On a scale of 1 to 5, with 1 being "very unsatisfied" and 5 being "very satisfied", how satisfied are you with the events and programming at the parks in your local area?



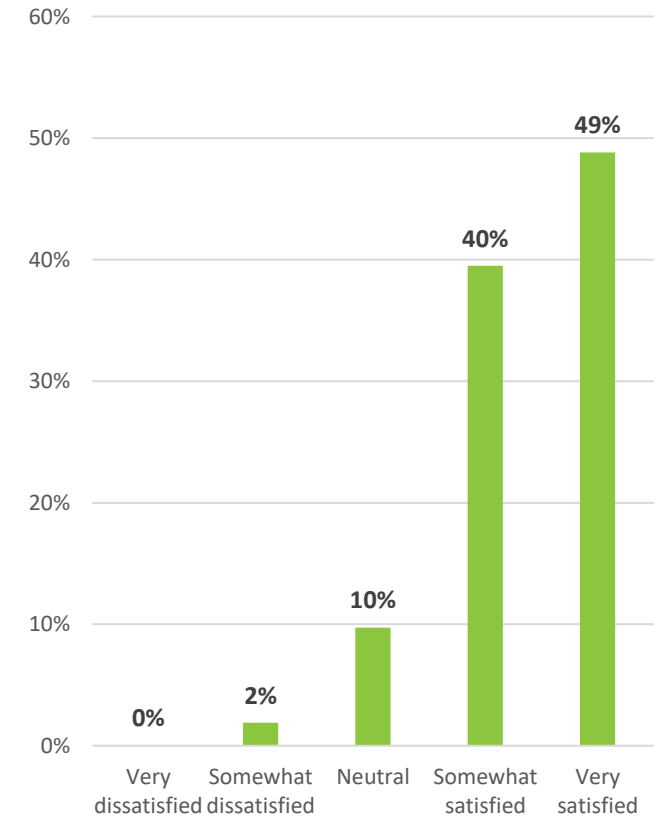
Public Safety

On a scale of 1 to 5, with 1 being "very unsafe" and 5 being "very safe", how safe do you feel in your neighborhood at day/night?



What specific safety or security concerns do you have in your neighborhood?	
Nothing/Feels safe	74.3%
Don't know	11.8%
Desire for greater police presence/neighborhood watch	6.3%
General crime	2.8%
Larceny/Burglary/Vandalism	1.7%
Speeders/Drunk Driving	1.0%
Drug activity	0.5%
Violent crime	0.5%
Car Theft/Break-ins	0.4%
Other	0.3%
More street lights	0.3%
Homelessness	0.3%

How satisfied are you with the local police presence and emergency response times in your neighborhood?



Conclusion

The City of Tampa has conducted its fourth annual survey to measure the residents' satisfaction and expectations on various community characteristics and city issues.

The survey results show that the residents have **improved** trust and confidence in the city government, high recommendation levels for living, working, and raising children in the city, and positive ratings for the city's handling of issues in general.

The survey also reveals some areas that need more attention and improvement, especially regarding:

- Affordable housing
- Smooth traffic flow
- Quality roads

The survey provides valuable insights and feedback for the city to continue its efforts to enhance the quality of life and services for its residents and visitors.