

MEMORANDUM

To: Amy Palmer, AICP, Community Development Director
City of Auburndale

From: Philip DiMaria, AICP, CNU-a, Project Manager
Kimley-Horn and Associates, Inc.

Date: October 30, 2020

Subject: The Lakes District Implementation - MetroQuest Results Summary

Introduction

Community engagement and input was a vital component of the of the adopted 2019 Lakes District Vision Plan, and community engagement continues to be a focus of the 2020 Lakes District Implementation Strategy. The City of Auburndale Community Development Department, hosted a public input meeting on August 24th, kicking off a public online surveying period. The online survey remained open and available for completion through September 30th. A demonstration link may be found at this location: <https://auburndale-lakes-district-demo.metroquest.com/>

This memorandum summarizes the results of the survey, the findings of which will be used to inform the formation of Land Development Regulations within the Lakes District.

Participants and Visits

As shown in *Figure 1*, 354 participants were recorded out of 862 visitors. Participants are people who open the site and enter data, representing 41% of total visitors. 208 participants used their mobile phone, while 146 used a computer or tablet.

In total, we received 11,272 total impressions (individual data points) and 199 comments.

- 862 total visits
- 354 participants
- **41%** visitors were participants

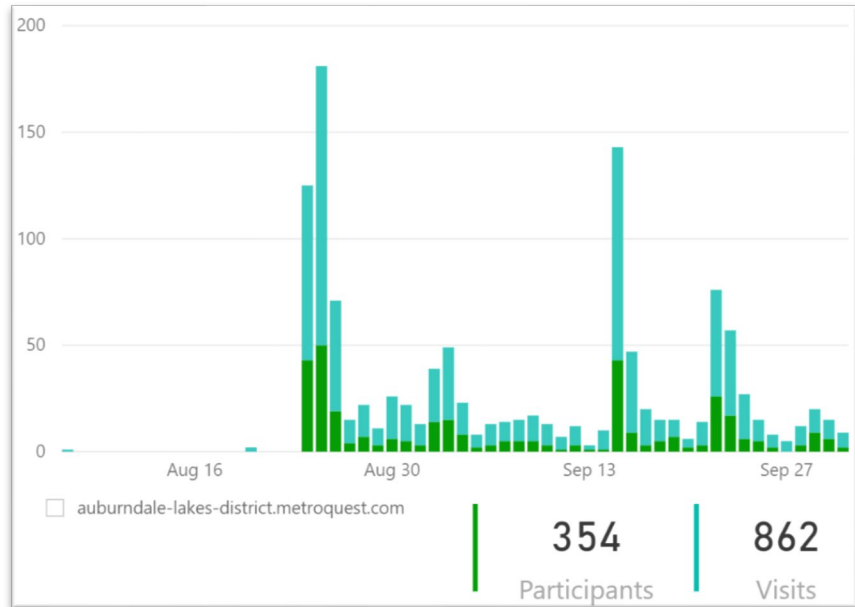


Figure 1: Recorded Participants

- 208 participants joined by mobile device
- 146 participants joined through the web
- Out of the 354 participants, **59%** joined by mobile device

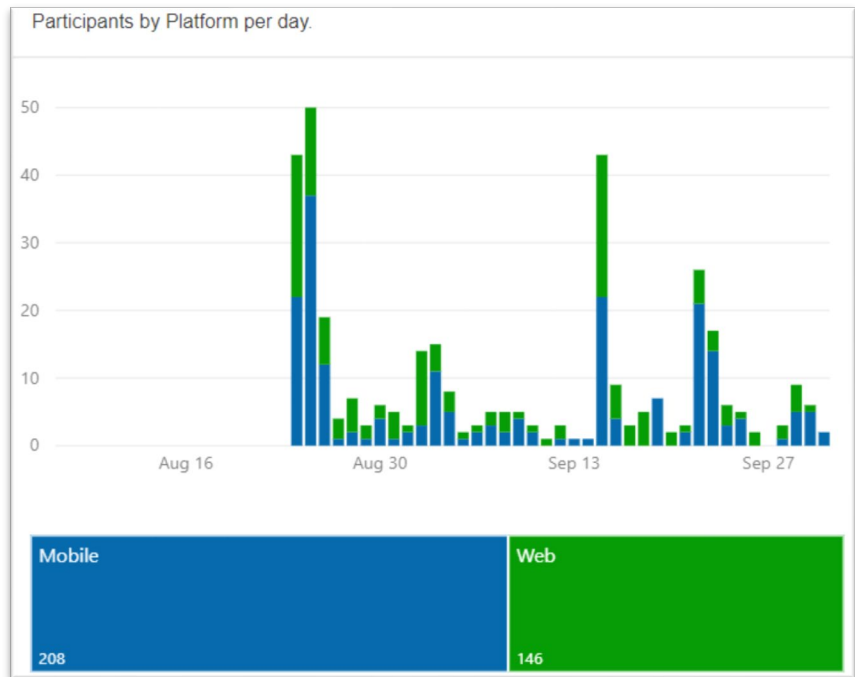


Figure 2: Participants by Platform

Priority Rankings

- Participants were asked to rank their top five priorities
- A score of 1 being the best and 5 being the worst

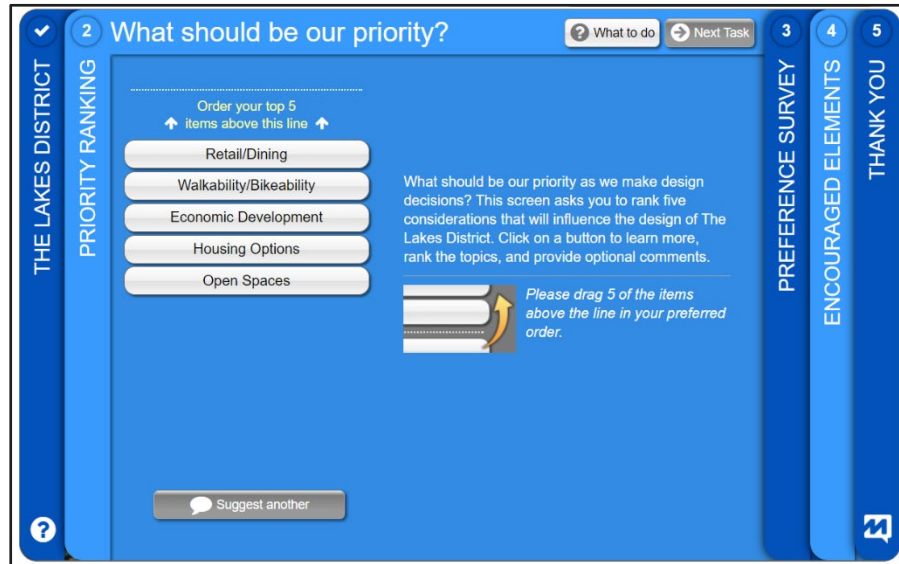


Figure 3: Priority Rankings Survey Question

- Participants chose **Open Spaces as the highest priority** with a 2.33 score
- Participants also ranked **Walkability/ Bikeability and Retail/ Dining** highly.
- Participants chose **Housing Options as the lowest priority** with a 3.74 score

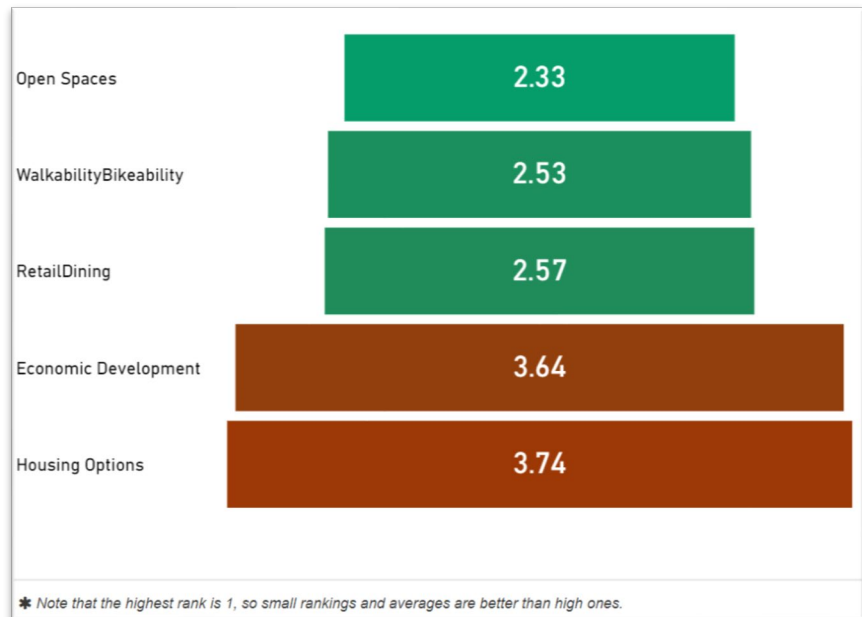


Figure 4: Priority Ranking Results

Visual Preferences

Subdivisions

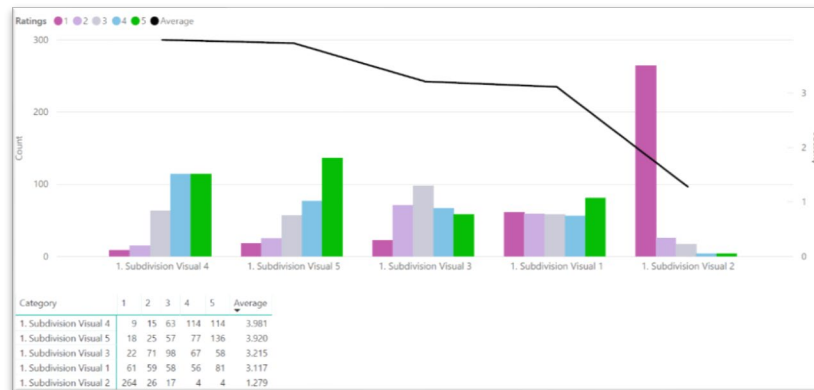


Figure 5: Subdivision Visual Preference Results

- Participants ranked each subdivision visual style from 1 to 5, with 5 being the highest
- Subdivision **visual 4 and 5 were the highest ranked options** with a scores of 3.9+
- Subdivision **visual 2 was the lowest ranked option** with a score of 1.28



Subdivision visual 1



Subdivision visual 2



Subdivision visual 3



Subdivision visual 4



Subdivision visual 5

SETBACKS

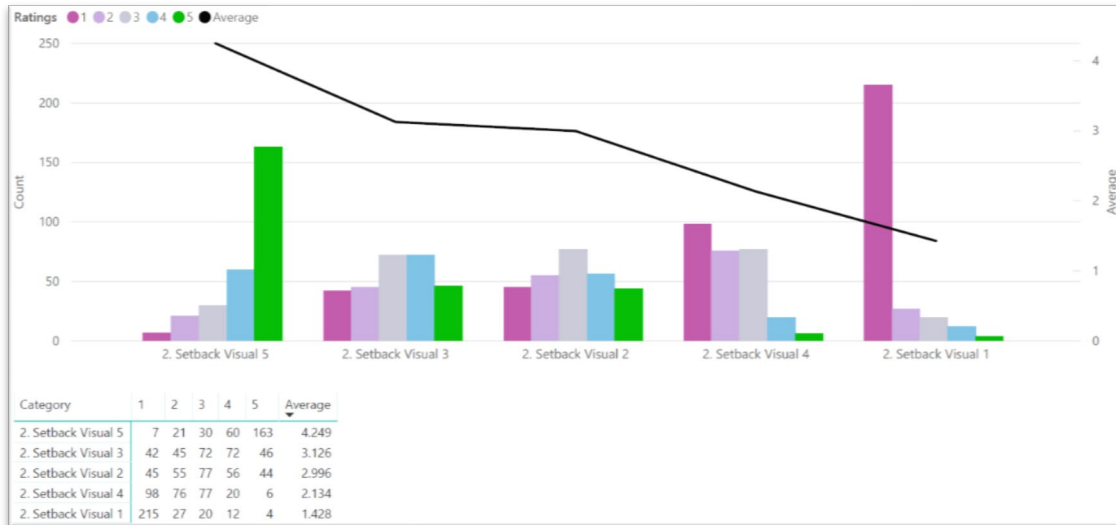


Figure 6: Setbacks Visual Preference Results

- Participants ranked each setback visual from 1 to 5, with 5 being the highest
- Setback **visual 5** was the highest ranked option with a score of 4.25
- Setback **visual 1** was the lowest ranked option with a score of 1.43



Setback visual 1



Setback visual 2



Setback visual 3



Setback visual 4



Setback visual 5

BUFFERS

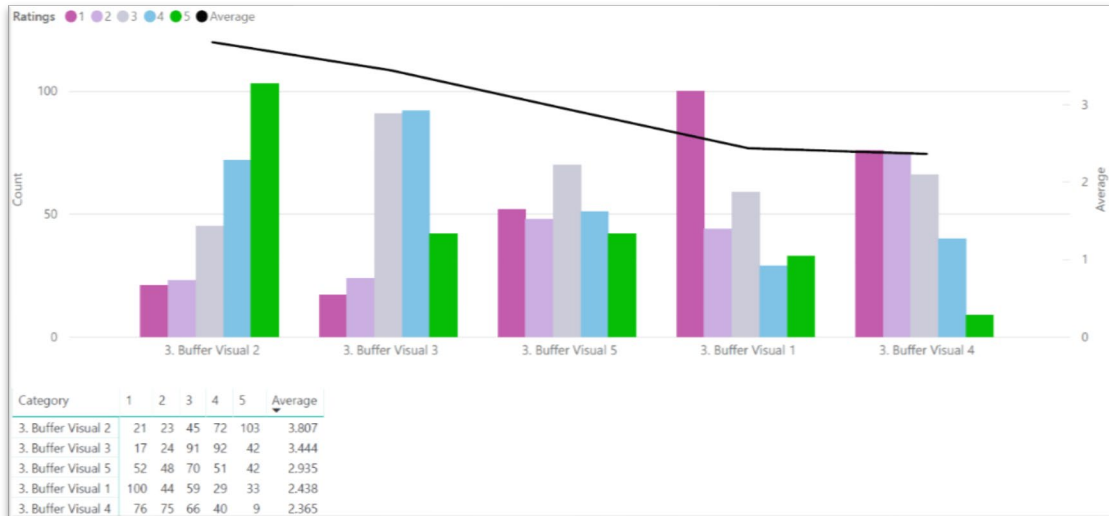
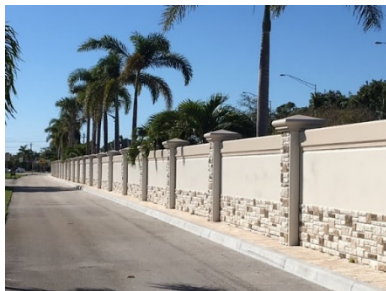
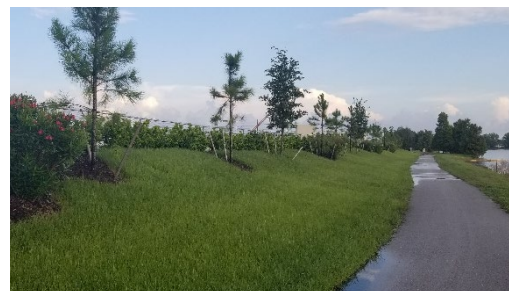


Figure 7: Buffers Visual Preference Results

- Participants ranked each buffer visual from 1 to 5, with 5 being the highest
- Buffer **visual 2 was the highest ranked option** with a score of 3.81
- Buffer **visual 4 was the lowest ranked option** with a score of 2.37



Buffer visual 1



Buffer visual 2



Buffer visual 3



Buffer visual 4



Buffer visual 5

SIGNAGE

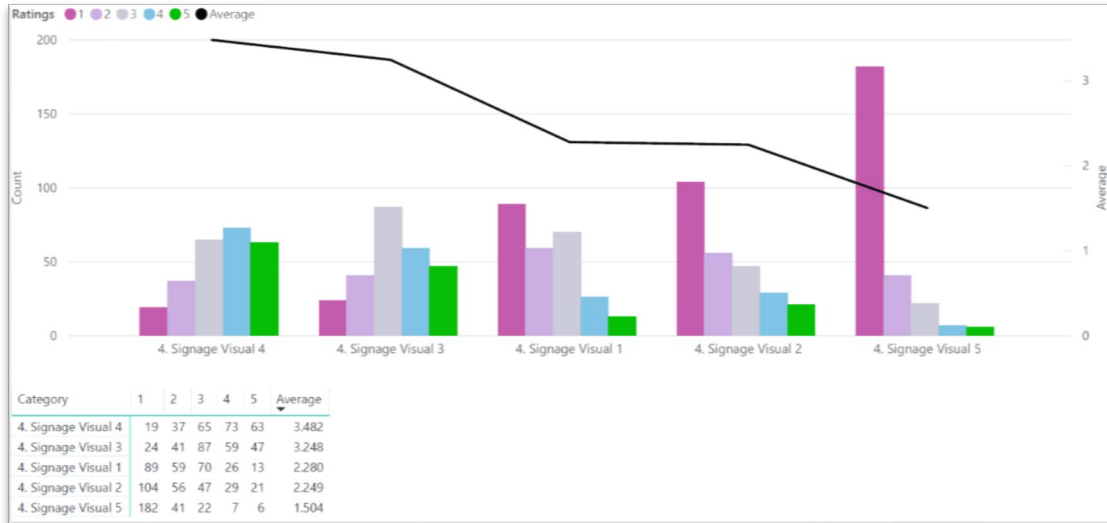


Figure 8: Signage Visual Preference Results

- Participants ranked each signage visual from 1 to 5, with 5 being the highest
- Signage **visual 4** was the highest ranked option with a score of 3.48
- Signage **visual 5** was the lowest ranked option with a score of 1.50



Signage visual 1



Signage visual 2



Signage visual 3



Signage visual 4



Signage visual 5

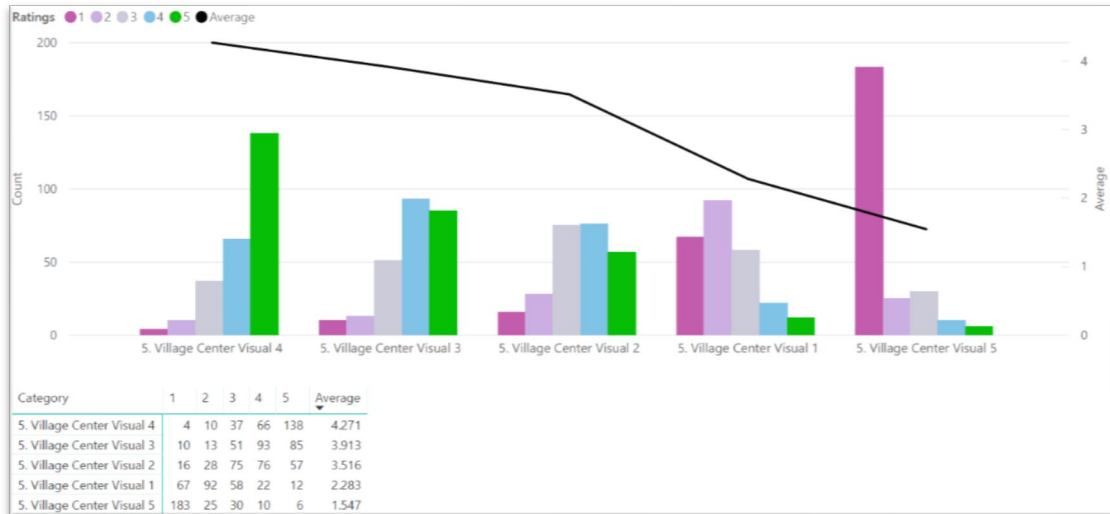


Figure 9: Village Center Visual Preference Results

VILLAGE CENTER

- Participants ranked each village center visual from 1 to 5, with 5 being the highest
- Village center **visual 4 was the highest ranked option** with a score of 4.27
- Village center **visual 5 was the lowest ranked option** with a score of 1.55



Village Center visual 1



Village Center visual 2



Village Center visual 3



Village Center visual 4



Village Center visual 5

Encouraged Elements

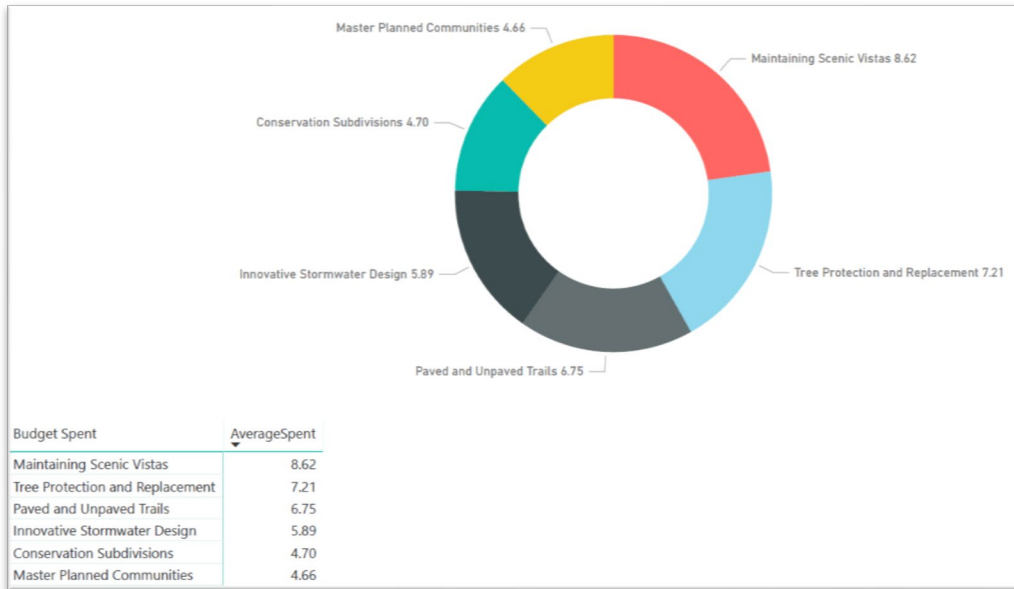


Figure 10: Budget Allocation Results

- Participants were given 40 mock coins to budget land development improvements
- **Maintaining scenic vistas had the highest average spent of 8.62**
- **Master planned communities had the lowest average spent of 4.66**

Demographics

Participants were asked a series of demographic questions to determine the age, gender, connection, and length of time associated with the area of the survey audience. Participants were not required to answer demographic questions.

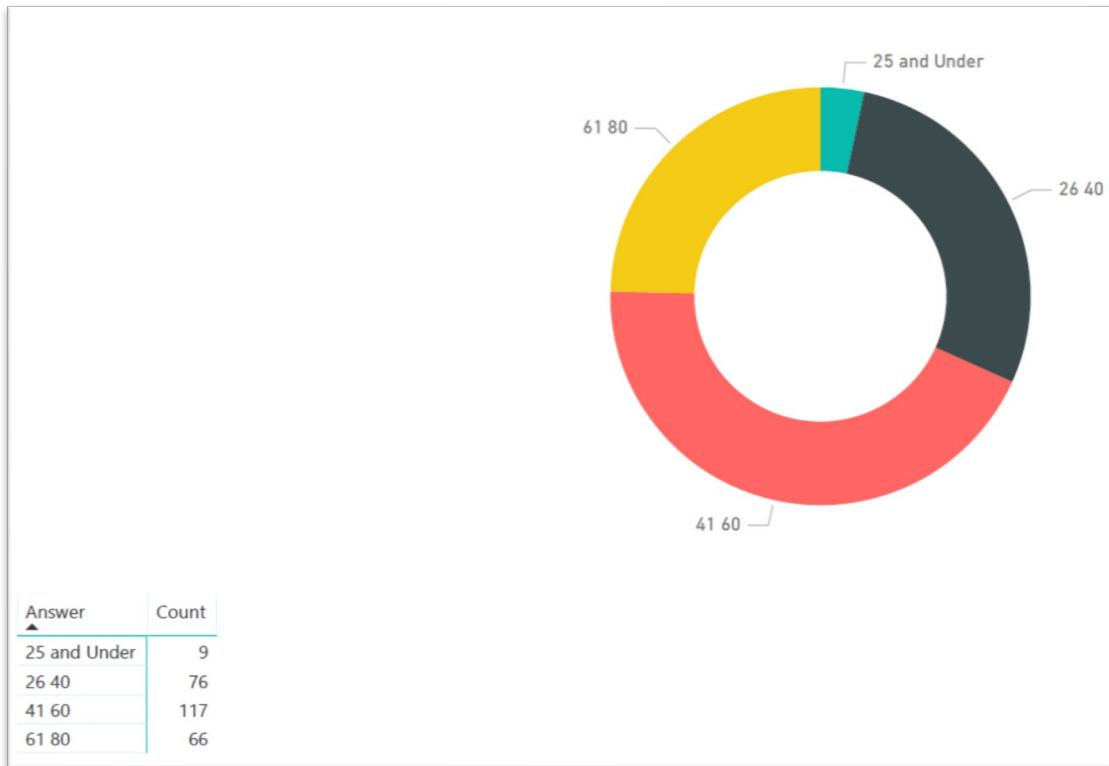


Figure 11: Demographic Age Results

AGE

- 268 out of 354 total participants answered this question
- The age range with the **highest number of participants is the 41 to 60 category, 44%**
- The age range with the **lowest number of participants is the 25 and under category, 3%**

GENDER

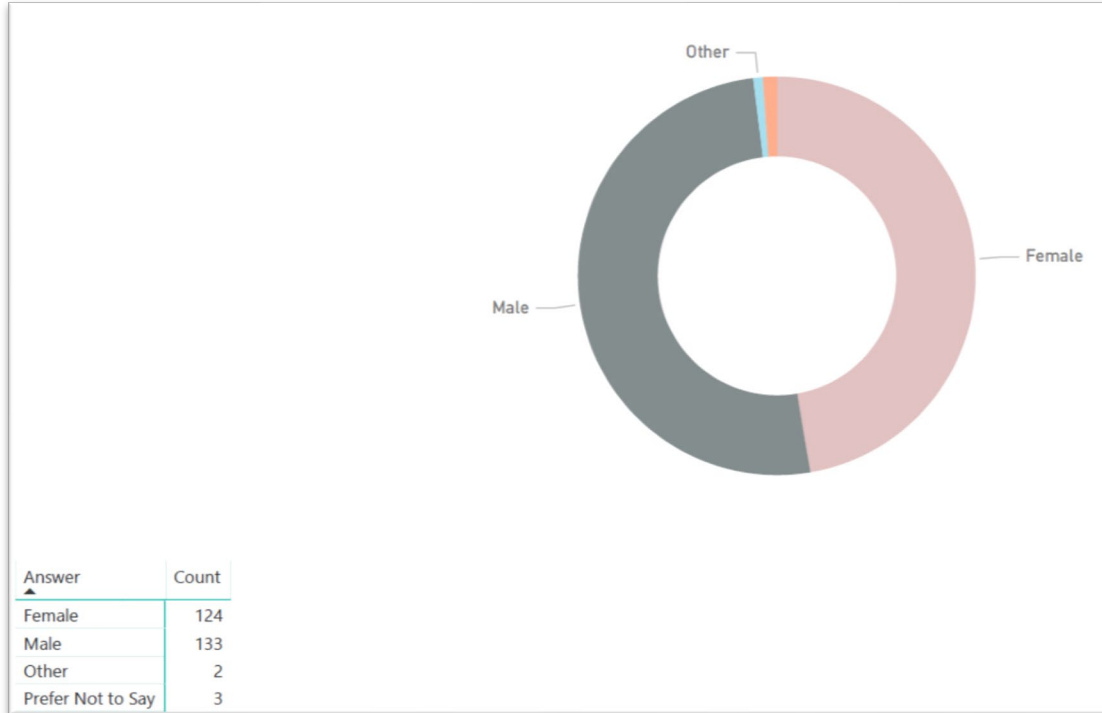


Figure 12: Demographic Gender Results

- 262 out of 354 total participants answered this question
- **51% of participants were males**
- **47% of participants were females**

HISTORY IN THE LAKES DISTRICT

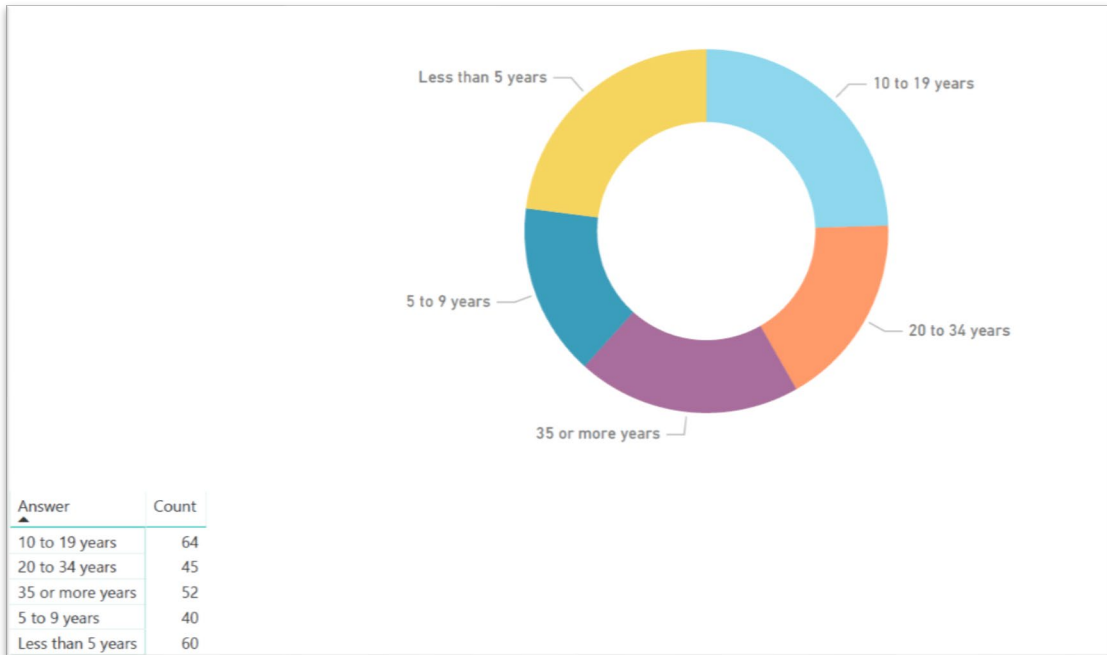


Figure 13: Demographic Time Associated with Area Results

- 261 out of 354 total participants answered this question
- Answers were well distributed for participant’s amount of time living in the Lakes District
- The **10 to 19 year category ranked the highest among participants; 25%**
- The **5 to 9 year category ranked the lowest among participants; 15%**

CONNECTION TO THE LAKES DISTRICT

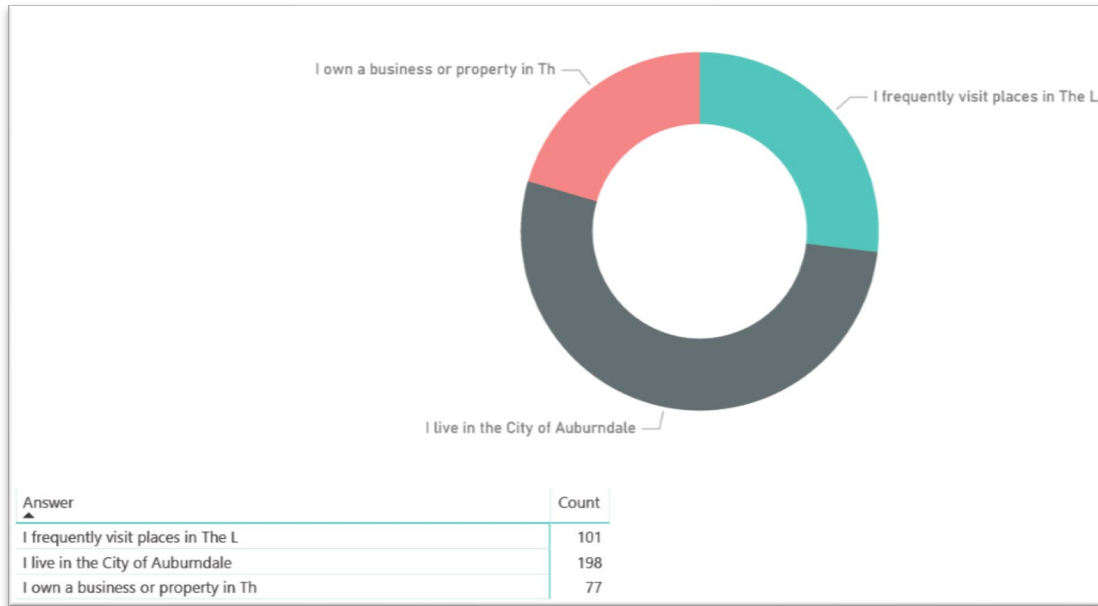


Figure 14: Demographic Live/Work Results

- Answers were well distributed for participant’s personal connection to the Lakes District
- **Living within the City of Auburndale was the highest responses** among participants
- **Owning a business or property was the lowest responses** among participants