

Lealman Citizen & Stakeholder Research

2014

Conducted by HCP

ON BEHALF OF THE

Pinellas County Health & Community
Services Department

Table of Contents

- **Background** 2
- **Overview of the Process** 3
- **Insights from Stakeholders**
 - Business Owners..... 4
 - Local Leaders at Organizations Serving Lealman 9
 - Lealman Community Association Board Members..... 13
 - Commonalities in Stakeholder Feedback 16
- **Secondary Research on Community Development**..... 19
- **Lealman Resident Telephonic Study** 24
- **Observations to Guide Next Steps** 33
- **Appendix**
 - Maps of Lealman and the Surrounding Region..... 38
 - Lealman Business Owner Interviews 40
 - Lealman Organization Interviews..... 57
 - Lealman Community Association Interviews 68
 - Telephonic Survey of Lealman Residents 81

Background

In 2012, the Department of Health & Community Services (HCS) of Pinellas County published a report titled *The Economic Impact of Poverty*. This report brought attention to the cost of poverty in Pinellas County (\$2.5 billion annually) as a result of reduced productivity and lesser economic input into the community, by those residing in low-income households. The analysis reviewed the county at large, and evaluated it for various contributing factors to poverty: access to transportation, food and health care; quality of resident health; education level; presence of crime; unemployment rates; and availability of affordable housing. This analysis helped to pinpoint five regions throughout the county that were labeled “At-Risk Zones” that had higher concentrations of poverty than the county as a whole.

Pinellas County is unable to devote resources to programs for all five zones simultaneously and therefore turned to the HCS Department to choose one zone that could be a case study for the remaining zones in the future, as various initiatives came to fruition. The Department made the decision to focus primary efforts on the Lealman zone. This zone is an unincorporated region of the county and therefore the county acts as their “city” and “county,” providing the region with certain services that a city would, in the instance that it was an incorporated region.

Lealman was more significantly impacted (compared to the other zones) during budget cuts over the past several years, which resulted in the closure of their County Connection Center in 2009. Significant job cuts in the area additionally impacted the financial standing

of Lealman residents. According to the US Census, the Lealman median household income is \$33,741, compared to the county median income of \$46,051.

Prior to launching into initiatives targeted at improving quality of life for those residing in this zone, the HCS Department requested baseline data to show a point-in-time snapshot of the current situation in Lealman. The Department wanted this data to capture input from the residents regarding the factors affecting their quality of life, and weigh this data in conjunction with their information to formulate specific initiatives; the initial survey would act as a pretest and then would be repeated as a posttest measure, when appropriate, to show residential sentiment before and after county efforts.

HCP proposed a research process that not only gathered this baseline resident data, but also gathered insight from various “stakeholder” groups that would be impacted by a future Lealman plan. A mixed-medium approach was used to develop questionnaires for the local business owners in the zone, leaders within local organizations, leaders within the Lealman Community Association (LCA), and residents of the Lealman community.

Overview of the Process

HCP launched into a research methodology with the goal of producing baseline data that would not only help the HCS Department monitor outcomes of its future initiatives, but also capture insight into the involvement of Pinellas County in producing those outcomes.

Although gathering a statistically valid sampling of Lealman residents was critical, it would have been presumptuous for the HCP team to assume it had sufficient information to craft a survey that could accurately collect data on the region's major challenge areas; initial "homework" was required to be successful. HCP therefore launched into a pragmatic process of gathering information from Department representatives as well as various other stakeholder groups.

At the start of this research process, HCP met with the HCS team to discuss the needs of the Lealman area from the department's perspective. HCP also extracted from the county a list of various organizations and groups working either in concert with the county or independent of it to improve quality of life for residents in Lealman; this helped the team begin to build its list of stakeholders. Following the meeting, HCP toured the region with a department employee to see the physical boundaries. During the tour, HCP received further information regarding the county's involvement over the years in the Lealman community. For further insight, HCP then attended an LCA meeting, to hear about the activities underway by this group of engaged residents.

With sufficient information to get started, HCP began reaching out to various stakeholder groups that could speak to the major issues facing Lealman. The two initial groups were the Lealman business owners and the leadership at the various organizations in or serving

Lealman. Following the LCA meeting, it became clear that an additional stakeholder group to involve in the one-on-one interviews was the LCA board, which was full of residents with a long tenure in Lealman and passion for seeing it improve. A series of questions was approved by HCS to guide the conversations with these individuals. Summaries of the feedback are included in the Appendix section.

During each of the semi-structured interviews—some conducted in-person and others by phone—the stakeholders responded to a series of interview questions with an HCP researcher. The questions varied slightly from group to group, but questions common to all groups were essentially: *What is top-of-mind when you think of Lealman? What challenges demand immediate attention? What is your vision for Lealman?* The questions used for each group can be found in the Appendix section.

The feedback provided by the stakeholders helped HCP craft a series of questions for the random telephonic sampling of Lealman residents. The research team fielded the random digit dial survey, collected responses, analyzed the results and then prepared the report which follows.

Report content includes summaries of the work HCP conducted on behalf of HCS. The Appendix section contains summaries of the individual interviews conducted with stakeholders as well as the tables extracted from the telephonic residential survey.

INSIGHTS FROM STAKEHOLDERS:

Business Owners

The business owners who provided feedback represented diverse perspectives. Contributing to their range of responses were characteristics including their industry, tenure in the area, and geographic location. While individual responses to our questions greatly varied, there were some common themes shared by

the business owners with regard to the way they would describe Lealman to someone unfamiliar with it; the factors that they perceive to be Lealman's strengths; the factors that greatly challenge Lealman resident quality of life; changes that have positively impacted quality of life for residents; and their vision for the ideal Lealman.

How would you describe Lealman to someone unfamiliar with the area?

There were not overwhelmingly positive responses to this question. Business owners most commonly indicated that Lealman is an area with largely low income residents. Many are renters, making it a very transient area. For the most part, there was recognition that the residents are good people, but are struggling financially. A contributing factor to this struggle is a high level of unemployment.

A few business owners offered some interesting insight regarding the "feel" of Lealman, sharing that it is a small town without the cozy small town feel. There is not a lot of connectivity between the residents or the business owners, but the size of Lealman would allow for it.

What are the strengths of Lealman?

The most common strength indicated by business owners was the region's location and the fact that residents and owners alike have easy access to a variety of things via the main arteries of the area (US 19, I-275, 54th Avenue, 62nd Avenue, 38th Street, etc.). It is easy to access retail, entertainment, grocery stores, financial services, restaurants and health care by car. It was indicated, however, that without a car for transportation, access to these places would be a challenge; walking distance was indicated as being best by businesses closer to US 19.

With regard to accessibility, many of the owners with a longer tenure in Lealman indicated various aspects of the region that are helping connect residents to needed services. This included the new fire department, Police Athletic League (PAL), the Lealman Asian Neighborhood Family Center, the park on 54th Avenue, and Joe's Creek Park. Each of these places serves a different purpose, but the business owners felt confident in the leadership of each and found the support returned to the Lealman residents through these programs and offices to be invaluable.

The parks specifically were referenced as offering more of the community space which had been missing in years past. Families can now take their children to the parks to play. The parks additionally are excellent venues for community events. Several business owners referenced the family events and movie in the park events that gained a good following in the past. They would like to see those events return.

Located next to the park on 54th Avenue is PAL. Further down on 54th Avenue, is the new fire station and sports complex. Business owners were pleased with the activities and outlets for youth that these venues have been able to provide. Few were aware of program details, but had a general sense that the offerings have had a positive impact on the kids in the region.

Another positive change within Lealman has been the closing of various mobile home parks that were in poor condition. Numerous business owners saw a positive impact on their patrons as a result of closing these properties. The owners indicated that there was significant criminal activity occurring in the mobile home parks and displacing the perpetrators resulted in fewer calls to the police and an overall greater sense of safety for the owners and their customers.

Additionally, along the lines of safety and security, widening of certain roads in Lealman and the addition of turn lanes with arrows were indicated as relatively recent positive changes. Numerous business owners would like to see road widening continue, in addition to added sidewalks, and painted crosswalks, to further enhance both driver and pedestrian safety.

What are the challenges of Lealman?

The top complaint from business owners was the lack of cleanliness within Lealman neighborhoods. Businesses located off of the main roads were more concerned about the quality of the neighborhoods given that their customers and potential customers have to drive through unkempt areas to access their locations. Many homes and even former business structures are in a poor state and they would like to see them torn down to allow space for new, better quality development.

The most common challenges to cleaner neighborhoods that business owners indicated were a seeming lack of code enforcement and irresponsible property owners. About half of the business owners do not live in Lealman and therefore were less aware of the region's code enforcement, but those who were both living and working in the area were displeased with the current process for code enforcement and the lack of results observed.

A significant portion (cited as 40%) of Lealman residents are renters. Business owners suggested that many of the landlords are not keeping a watchful eye on their rental properties and others are just not renting to the right people. A majority of the homes are old and are smaller than what young up-and-coming families are looking for today. Older homes require more upkeep and repair to maintain their value. Owners indicated that the less desirable supply, compounded by the fact that dispersed throughout the homes for purchase, are poorly kept investor-owned rental homes, creates a formula for a less desirable area in the eyes of young buyers.

A few business owners commented on the lack of a real estate company in Lealman, helping to manage the inventory. This puts more power in the hands of the property owners when there is not an intermediary

figure stepping in to ensure that the renters are not taken advantage of or provided a rental in significant disrepair for an unprecedented weekly/monthly rate. Property owners introduce an additional challenge when it comes to code enforcement.

The property owners are not fully to blame, however. The business owners spoke in generalizations regarding the differences in attitude between renters and property owners. There is generally a lesser sense of concern for the look/maintenance by renters. They have less "skin in the game" and no long-term financial investment, and therefore can feel less responsible for property upkeep. This is a difficult cycle to break, but nearly all business owners consider boosting homeownership to be a critical step in changing the Lealman community for the better.

Many of the business owners interact directly with their customers and build a rapport, which makes them comfortable sharing personal stories. Many of their stories relate to financial struggles and credit issues. A large portion of residents live from week to week when it comes to paying rent, buying food, etc. There is no sensitivity to saving a portion of their paychecks and few have the ability to do so. This lack of awareness of sustainable financial practices was intensified over the recession when many of the local employers cut jobs, displacing some Lealman residents from their long-term employment. Residents of the community are largely in low-wage jobs and the job losses hit them much harder, as a result.

Job loss has an impact on a population, regardless of income level, but the impact on Lealman residents was much more aggressive; instead of job loss reverting residents to dip into an amassed pool of savings, many business owners observed residents being displaced

from their homes and then living in their cars as a result. Numerous business owners indicated that the homeless population of Lealman differs from that of other regions; it is not a group of mentally ill individuals, but more so displaced individuals who have come on hard times.

While job loss moved some residents from their homes to their cars, others opted to get rid of their vehicles to cut down on expenses. Business owners for the most part found access to be good within Lealman *unless* the person did not have a car. The impact of a lack of automobile transportation varied depending upon location within the Lealman region. Several owners relayed customer complaints regarding the bus service during the weekend; the limited hours that the service runs makes it difficult to make a trip to the grocery store or be able to make church services.

The biggest shopping need identified by the business owners was a grocery store—whether they had good access to personal transportation or not. The current options are outside of the Lealman footprint. The Wal-Mart Market was appreciated and frequently used by the business owners, but it was recognized as being a challenge for South and West Lealman residents to access by foot due to distance and heat. Many of the owners see residents instead, shopping at the mini marts for food. The owners expressed concerns, however, about the higher price charged at these marts, the lower level of nutrition of the items purchased there, and the safety of residents who walk to these markets—especially those located off of busy roads.

Some business owners recalled improvements being made in the way of pedestrian safety—especially with new sidewalk installations and painted crosswalks, but other owners indicate a continued need to evaluate the areas of highest pedestrian traffic to ensure that residents who have to walk places can do so safely.

Lighting was another improvement that some owners were happy with, while others feel there is a way to go. The lighting district put in was helpful in stopping some of the crime, but there continues to be major safety concerns expressed by business owners with regard to their employees (mainly Lealman residents) walking home after a night shift, drug deals occurring in their parking lots, prostitution on US 19, home robberies and an insufficient number of fire hydrants.

A majority of business owners indicated that crime has gone up over the years, with a few isolated incidents (demolishing old mobile home parks and the lighting district) helping reduce some of the high crime spots, but not having a significant impact on the overall drug and prostitution issues. Business owners varied in their comments regarding police responsiveness; some found the sheriff's office to be extremely helpful and even proactive rather than reactive, while others do not have confidence in the police responsiveness and shared that they have stopped calling; more of the complaints of this nature came from East Lealman business owners than West.

One final challenge indicated by a number of business owners is that there are not visual cues to alert someone that they have entered Lealman. Some owners referenced Safety Harbor, areas of Sarasota and even neighboring areas of Pinellas Park and Kenneth City as having a distinctive look. In some cases, these areas put up decorations for the holidays, or have distinctive-looking street signs or directional signage throughout the area to point people to specific parks and landmarks within the community. Many owners commented that not having visual cues feeds the lack of connectivity to the area—essentially a lack of “sense of place.”

What is your vision for Lealman?

A majority of business owners were unable to comment on their vision for Lealman because they do not put a lot of thought into the area or don't even realize their business is in Lealman. A common comment was, "This is just where my business happens to be." There is not significant connectivity between the businesses and numerous companies commented on the lack of business chamber or similarly structured organization for Lealman businesses, and if one was created that it

would be well received. Collectively the group could work to build incentives to bring in new businesses that would help all around.

In addition to stronger connectivity within the Lealman business community, a number of owners envision a Lealman where there is also stronger residential community camaraderie. They would like to see a more complete community, where residents do not only live, but they can partake in activities and events with their neighbors.

INSIGHTS FROM STAKEHOLDERS:

Local Leaders at Organizations Serving Lealman

Stakeholders within the category represented various organizations working directly in or serving the Lealman area. Feedback was gathered from a mixture of both publicly and privately-funded groups. These individuals possess a strong understanding of the challenges residents of this area are facing. Focal areas of these

organizations included children, families, health services, faith, and education. There were common insights shared by stakeholder within this group with regard to the needs of Lealman. A summary of their comments follows.

How would you describe Lealman to someone unfamiliar with the area?

The local organizational leaders who provided feedback most commonly commented on Lealman being a high risk, low income, blue-collar area. There are several factors that contribute to it being “high-risk” including teenage pregnancy, literacy rates, levels of crime, split families and poor housing quality/frequent movement from one residence to another. Many of these characteristics make for unstable housing conditions for the youth and can lead to educational setbacks that affect future development and learning.

While the median household incomes are significantly lower in Lealman than the county at large—largely driven by overwhelming blue collar and/or unstable employment—the organizations note that the area is full of hard working individuals. This group of stakeholders was not as quick to call the residents “transient” as the business owner stakeholders; this group recognized and acknowledged that there are many long-term residents also living in the area.

What are the strengths of Lealman?

The organization leaders were very complimentary of one another's programs and the collective efforts underway to improve quality of life for Lealman residents. Organizations explicitly named for their significant efforts were the Juvenile Welfare Board (JWB), PAL, the Lealman Asian Neighborhood Family Center, the pregnancy center, the Sheriff's Department, the Health Department, transit authority and various Pinellas County employees, past and present. Many of these organizations are banding together to support the needs of the residents.

An additional strength of the community that numerous stakeholders referenced is the momentum. Many noted that during the recession, a lot of that momentum toward positive change was lost but that they are encouraged by the current active discussion regarding this region and are eager to see what comes of it.

Some attribute the positive momentum to support from the sheriff cracking down on the drug problem. Although by no means did the stakeholders feel that

crime is no longer an issue, there was a sense among this group that the drug problem in Lealman is less severe than in the past. None of the individuals had any hard data to support this theory, but they based it upon what they have observed in dealing with residents on a regular basis and on the lower frequency of hearing about drug busts.

The stakeholders indicated seeing visual improvements throughout the neighborhoods as a result of investors buying, renovating/updating and then selling the homes to new families. Programs that the stakeholders indicated as additionally boosting the appearance of the community were the contracted trash pickup and code enforcement officers.

Some additionally emphasized the availability of manufacturing jobs immediately within Lealman that represent significant positive opportunity for the youth of Lealman, if given the right training. These positions pay a nice living wage and build transferrable skills.

What are the challenges of Lealman?

Stakeholders indicated "slum landlords" as the biggest challenge to Lealman residents at present. The landlords in many cases take advantage of renters, charging them extremely high weekly rental rates for housing that is not safe and not up to code. These landlords often refuse to make repairs to the residences they are renting out and will hold renters accountable for broken appliances and heating/AC fixes. There is no regulation of these landlords and therefore they continue the process.

While there are places that are intended to help residents who fall into challenging situations, the stakeholders indicated that there are not enough of them providing the needed services. For example the family center offers a food pantry, but they often are extremely low on supplies. While many of the programs focus on early education and literacy, there is no library in Lealman and no public computer lab. There are various places with organized children's activities such as the local churches, PAL, and the family center, but

there is not a lot of connecting of the dots to really take a solid inventory of what is accessible to residents. Without connecting with the LCA, it would be difficult for a new resident to get a sense of what is available within the community.

Another major challenge to the community was the impact of the recession on many of the local employers. Many longtime employees were displaced from their job and then from their homes and/or cars as a result of not having any kind of financial savings or cushion to get through unemployed times. For the unemployed with greater financial stability, it is much easier to seek out and participate in additional training. For many residents, modes of personal transportation are limited to walking and bicycling. Getting to training opportunities then becomes not only a financial strain but a logistical challenge.

Bus services are available but the times of arrival and departure are frequently impractical. This is a factor that the stakeholders indicated also impacts health through access to healthcare services and nutrition—particularly for mothers with young children, the elderly

and the disabled—groups commonly without personal transportation in Lealman. Stakeholders referenced the county health services that are available to residents, but are not located within Lealman, thus requiring a bus ride or personal transportation to access them. Many must also take a bus to get to a grocery store. The two best options are the Wal-Mart market and the Winn Dixie in Kenneth City. The Winn Dixie was not appealing to any of the stakeholders, with a majority commenting on the store not being kept clean.

A final challenge indicated by the stakeholders is that all of this has been discussed to some degree in the past. Numerous organizations are frustrated by the amount of talk yet little action. Momentum was lost during the recession and stakeholders frequently commented that rebuilding momentum takes double the effort. A majority indicated improvement in the sheriff department's responsiveness, but they indicated major problems of prostitution, drugs and physical assault perpetuating. These are criminal acts that will need to be further reduced before Lealman can be considered appealing to new families looking for a good place to start their home.

What is your vision for Lealman?

The organization stakeholders shared that a greater sense of connectivity was at the root of their vision for the future of Lealman. They shared that they would like to see events continued and expanded at the community parks to make them into active (rather than passive) gatherings and meeting spaces for residents. Several also are hoping to see the addition of a recreation center—a place where people can spend time with one another. Older residents have a lot of knowledge that they can share with younger residents, but as it is now, there is not a congregating space that

would pull people together. An additional benefit that the stakeholders would like to have come out of this connectivity is help getting residents connected to the services that are available within Lealman, and ensuring that there are either government offices added within the region or better transportation offered to facilities outside of Lealman, in order to enable residents to take advantage of these services and facilities.

For the children, numerous organization leaders would like to see more playing fields added to the area. Children learn life lessons through sports, and having playing fields with connecting parks would promote connectivity between the children. The stakeholders indicated Lealman being a “high-risk” area, but that there are varying degrees of need, from families living a middle class life to those in poverty. They would like to see connectivity between all groups to build bonds between Lealman youth, regardless of financial status.

For the parents, the stakeholders would like to see the parental training classes continue. There are many parents taking advantage of what is offered currently, but many more could benefit. The stakeholders would like to see a Lealman where children are brought up in a more stable environment.

Stakeholders shared that the high unemployment rate is a major contributor to the lack of stability. They would like to see more employers enter the area, particularly manufacturing companies that offer solid wages for trainable skills. They are hopeful that youth training programs will take root and help with preparing the next generation of workers for a skilled trade to avoid the unemployment challenges of the present.

They would like for the homes in the area to appeal to the trained youth of the future. In order for this to be the case, housing improvements must be made. They would like to see residents be encouraged to paint their homes, make repairs, keep up their yards, and make the neighborhoods generally more inviting. A significant piece of the stakeholders’ vision is making upgrades, renovations or completely replacing some of the run down mobile home parks. Many are eyesores and the organization leaders see them as having a negative impact on the community.

INSIGHTS FROM STAKEHOLDERS:

Lealman Community Association Board Members

The Lealman Community Association (LCA) was developed in 1999. Many of its members have remained dedicated to the organization over the years, although community participation has decreased. Those who have remained committed have a significant tenure in

the area and therefore offer a solid point of reference regarding changes over time within the Lealman community. Several of the LCA board members provided their perspectives of the Lealman area, and their comments are summarized in the following pages.

How would you describe Lealman to someone unfamiliar with the area?

The LCA board members varied in their descriptions; some indicated they would discourage new families to move in, while others very much enjoy their life in Lealman and would strongly recommend. They indicated that your experience in Lealman is strongly dependent on where in Lealman you are living and what kind of neighbors you have.

These stakeholders indicated that there is a significant population of renters and that overall the residents are mostly low income households. Employment (if the resident is employed) is commonly in a skilled trade.

What are the strengths of Lealman?

Access was a major strength identified by the stakeholders. This applies to the beach, to downtown areas, to other areas of the county, and to Tampa. They indicated that it is very easy to get to different places from Lealman.

They shared a number of changes that they felt positively changed Lealman over the years. This included the coordinated, trash pickup, the move towards

proactive code enforcement (in the past), lighting, and sidewalks which are being added currently. They also were complimentary of the programs and organizations supporting the area including PAL, JWB, the fire department and the county through their support of building and enhancing the region's two parks.

What are the challenges of Lealman?

The most common challenge indicated was the appearance of Lealman. There are high numbers of properties in poor condition—some lived in and some not. In past years, there were enough code enforcement officers to be proactive and keep issues from intensifying. Following budget cuts, the region was reduced to one code enforcement officer. The high number of renters in the area poses an additional challenge to the code officer's ability to be effective, as locating the property owner and communicating the need to that person requires additional time and efforts.

A move to reactive code enforcement is not the only concern; many of the stakeholders noted that there is a lack of financial ability to keep up properties when it comes to aesthetic improvements. In the past there were grants offered for various home improvements if household incomes fell below a specific level. The residents saw good results from this but the funds are not currently available.

Stakeholders expressed major concern for the job situation in Lealman, noting the high level of unemployment as a result of people being displaced from jobs during the recession. The emphasis of this group was on training and the need for getting the youth as well as the displaced into good jobs. Several referenced the county's emphasis on tourism jobs; while this is a definite asset for the county they feel that a much more appropriate focus for Lealman would be manufacturing and building upon the infrastructure currently in place and the skills of the residents. Jobs in the manufacturing industry provide steady work and a very livable wage.

A challenge of getting the residents the training needed to move into these positions is transportation. The LCA board stakeholders attribute a number of Lealman's challenges to the topic of transportation. Beyond training, there is the issue of being able to get to the jobs and to get around Lealman in general. The board sees transportation having impacts far beyond jobs and training; they are concerned about access to nutrition and access to healthcare. They consider the bus system

to be unreliable, leaving other transportation options of walking or biking. The board members worry about young families, the elderly and people with health issues being able to get around. Safety issues named particularly for those walking a great deal in the area were the deep ditches, lack of curbing, and incomplete sidewalks in some areas.

The other big challenge area identified by the stakeholders was a lack of a sense of community. There are two parks, but not regular events or activities

going on within them. There is a sign on the highway directing people to Lealman, but nothing within the community to point you to various key locations. The board members believe that there would be a greater sense of connectivity between neighbors, and between residents and Lealman, if there were more activities. They especially want more options for the youth—the lifeblood of the region.

What is your vision for Lealman?

The most common vision for the Lealman community was essentially to have the region feel like more of a community. One way in which the stakeholders hope to see this come to fruition is the development of a community complex where there are activities for all age ranges, sports fields, a swimming pool, classes (financial topics, jobs interview skills, training, parenting, etc.) and an opportunity for residents to mingle. There is not currently a “center” or gathering place for Lealman and it makes the region feel disconnected and larger than it really is.

In addition to a community center, the board members would like to see more extensive use of the parks. Ideally they would not just be passive parks, but destinations within the community.

The board members would love to see the county buy up some of the homes that are not salvageable and rebuild suitable homes. This would not only help the look of the community it would create a higher standard of homebuilding that would make the new properties

more sustainable and long-lasting, unlike many of the historic Lealman wood-frame homes. This would in effect launch a new generation of housing.

They would like to see residents employed and able to purchase the new/renovated homes to start building up the community again. To get people back into work, they would like to see the county pursuing manufacturing operations to set root in Lealman.

The other vision held by the LCA board members was for there to be more connectivity between the various programs offering services to Lealman residents. They would like to see a network of resources easy to access in one place. The stakeholders consider the LCA to be most knowledgeable of the services available, yet there are programs that even the board members are not familiar with. Two stakeholders commented specifically about the organizations operating in silos.

INSIGHTS FROM STAKEHOLDERS:

Commonalities in Stakeholder Feedback

Upon review of the stakeholder feedback, there were several common insights that related to quality of life, workforce sustainability, and housing. These insights from those living in, working in and monitoring the

region helped shape what became the top identified challenges within those three categories that were used to develop the residential survey. Below each category are the most common insights that relate.

Quality of Life

Sense of Community

Stakeholders took time to describe their vision for Lealman. In most cases, a primary element in their vision that was not a current reality was a sense of Lealman becoming a community of people looking out for one another and having pride in being a part of Lealman. Many stakeholders described Lealman in terms of being a small town without a “cozy” small town feel. There is a lack of connectivity between residents, between the business community, and between youth and potential mentors. The lack of a gathering space or community center is apparent to the residents, as is the lack of community-oriented events; these are the components

of a community that physically bring the residents close together in a social environment. Residents are seeking events and activities that they can attend—things that will help them take ownership of where they live. Business owners are seeking connectivity to other business owners.

Connectivity

Beyond social connectivity, there is the challenge of transportation connectivity. Stakeholders shared that transportation is a challenge impacting residents’ ability to get to jobs as well as access training/ education, nutrition and health care. There are avenues

for residents to access all of the above, but for many Lealman residents, the walking distance is too great and the bus system is insufficient as it currently stands. There were varying opinions regarding the approach of building within Lealman versus transporting residents to existing facilities. Noted community staples indicated as being absent within the community, to great detriment to the residents, included a clinic, grocery store, a library, and a computer lab. See the Appendix for maps of key points of interest inside of Lealman and staple resources that require travel outside of Lealman.

Access to Programs

Stakeholders shared their feedback regarding the many different organizations serving various needs of Lealman, whether children and families, mentorship, training, healthcare, parenting, etc. They shared that the biggest way residents find out about these services is word of mouth which introduces possibility for bias or hearsay to impact a resident's decision to pursue the resource. Stakeholders were unfamiliar with any one

"inventory" of the services available within Lealman, beyond possibly attending the LCA meetings. Without a singular resource that highlights the various services available, residents are at the mercy of the person sharing the information.

Safety and Security

Stakeholders indicated significant problems with drugs and prostitution within the area, as well as to some degree physical assault. There is a challenge in fully eradicating the problems rather than seeing the problems move from one closed down mobile home park or motel to another. Stakeholders who were also residents provided anecdotes of their personal experiences, highlighting their fears and an imbalance of power in favor of the criminals. On the topic of personal safety, many residents walk or bike through the area. In doing so, residents recognized additional deficiencies in bike lanes, sidewalks, lighting and crosswalks. There have been noted improvements, but to further enhance residential safety, there is more to do.

Workforce Sustainability

Job Creation

A majority of stakeholders indicated job creation as a critical area of focus to get Lealman residents back to work and back on the road to financial stability. The request was not for retail jobs or a hospitality focus, but for a focus on the manufacturing industry. They hope to see relocation/expansion incentives offered to companies particularly in the manufacturing industry because these jobs pay better than a living wage—above and beyond retail and hospitality. There is also current infrastructure for manufacturing operations in Joe's Creek Industrial Park, and resident skills more closely align with this industry.

Job Training

Stakeholders indicated that there are currently positions with the companies in Joe's Creek Industrial Park that are not filled due to a gap in skills required and the skills held by residents. During the recession, company cutbacks displaced many residents from longtime employment. Many have been out of work for so long that certain skills and proficiencies have lapsed. Retraining can set displaced residents on the path back to employment.

Youth Workforce Preparation

The need for workforce training extends beyond the adult residents. The youth represent the next generation of potential Lealman residents and with assistance, can move seamlessly from graduation into

employment. The companies seeking workers want people with experience and training—two things that the stakeholders would like to see encouraged in Lealman youth through mentorship and training programs.

Housing

Code Enforcement

Stakeholder descriptions of Lealman commonly began with comments regarding the unkempt state of many homes in the area. One of the factors stakeholders attributed the community's appearance to was code enforcement. Budget cutbacks reduced the number of code officers serving the area to one over the past several years, challenging the officer's capability to be proactive in seeking out violations. There are many dwellings within Lealman with violations that negatively impact the overall appearance of the community; stakeholders feel that this breeds upkeep apathy. Both residents and business owners would like to see code efforts ramped up not only for aesthetic reasons, but for safety reasons. Business owners see the financial benefit to their operations of being located in a place that becomes more aesthetically pleasing to their customers.

Renters/Investors

The other factor contributing to stakeholder comments regarding the community's appearance had to do with renters and investors. There is a significant population of renters in Lealman. Stakeholders expressed two challenges—renters having less “skin in the game” and therefore many not caring to the same degree as owners. Secondly, there are some investors who do not closely evaluate who they are renting to and do not monitor the state of their properties. Stakeholders would like to see a push for homeownership/investor responsibility for the benefit of all involved.

Secondary Research on Community Development

In addition to providing observations specific to the Lealman community, many stakeholders have had experience in other cities and counties outside of Lealman, and in some cases outside of the state. Stakeholders with this experience were able to name various programs that were designed to address challenges in these other regions that are similarly being experienced in Lealman.

The content that follows highlights the programs that were named by one or more stakeholders and a brief description of each, including statistics, where they were available. Effective programs in other areas of the country by regions facing similar issues have potential translation for Lealman.

Pittsburgh's Third Renaissance: Revitalization Post-Recession

The collapse of steel industry jobs had a profound impact on Pittsburgh. The mayor from 2006-2014, Luke Ravenstahl, was acknowledged for his efforts in ushering in the city's Third Renaissance. Prior to taking office, Pittsburgh had filed for "distressed city status." Ravenstahl balanced the budget and unveiled an 11-point plan to incite the positive change. The points of this plan included: resolving the long term costs of the City; encouraging healthcare and education

industries; utilizing the best technology throughout the City; finishing riverfront development; enriching public education; connecting jobs with people; achieving government reform through transparency and civic involvement; ensuring cleanliness and safety of Pittsburgh's neighborhoods; greening the city; and promoting diversity. Key programs that came out of the plan:

- **Market Square Revitalization:** On October 26, 2010, Ravenstahl reopened the newly renovated Market Square. The \$5 million improvement project was the result of combined efforts by the City of Pittsburgh, Urban Redevelopment Authority, Pittsburgh Downtown Partnership, Heinz Endowments, Richard King Mellon Foundation, Colcom Foundation, and the Hillman Foundation. This revitalization created a central gathering space within the city.
- **Pittsburgh Promise:** This educational program was created to invest in the region's next generation workforce by sending urban youth to college or trade schools with scholarships.
- **Three Rivers Heritage Trail:** This urban trail that parallels the riverbanks in Pittsburgh was extended by two miles, expanding access for kayaking, canoeing, boating, swimming, running and biking activities.
- **ServePGH:** On September 10, 2009, Ravenstahl pledged that the City of Pittsburgh would join 15 other mayors from across our nation to launch the Cities of Service coalition. By signing the Declaration of Service, Mayor Ravenstahl committed to a

coordinated effort to utilize impact volunteerism as a significant municipal strategy to address local challenges. A website was created to connect volunteers with high-impact service initiatives including:

- » **Love Your Block:** Provided resources for volunteers to revitalize the City – block by block
- » **Redd Up Zone:** Recruited volunteers to remove litter and enhance the appearance, safety and cleanliness of Pittsburgh's streets
- » **Snow Angels:** Matched volunteers with neighbors-in-need to shovel and de-ice their sidewalk during the winter months
- » **Mayor's Mentoring Initiative:** Allowed City employees weekly leave time to mentor a middle-school student at a Pittsburgh Public School
- » **Civic Leadership Academy:** A free program about local government created by Mayor Ravenstahl that fostered more informed, effective and inspired community, and civic leadership

Housing Improvements

A number of stakeholders who had been in the area for several years recalled that in the past, Pinellas County had offered residential property improvement grants to seniors and low income households. Stakeholders were not aware of anything similar being offered to residents at this time.

Monroe County offers a similar program to what stakeholders described. The county provides one-time grant and low interest loans to income-eligible homeowners for repairs and improvement in the suburban towns and villages. Depending on the cost of needed repairs and household income, residents may qualify for a grant of up to \$10,000. Eligible repairs

include structural (roof, foundation, windows, exterior paint or siding), major systems (plumbing, heating or electrical) and accessibility accommodations (ramps, lifts, doorways, bathrooms). Routine maintenance, remodeling and cosmetic improvements are generally not eligible.

Funding comes from the Community Development Office from the US Department of Housing and Urban Development through Community Development Block Grants (CDBG), the HOME Investment Partnerships (HOME) and the Emergency Solutions Grants (ESG) programs.

Qualified residents are those whose annual income is under \$28,140 for a single householder. The county allows for an additional \$4,020 per householder up to five, at which point the income maximum increases to \$43,440 (family of 6—\$46,690; 7—\$49,860; 8—\$53,100). Additional requirements are proof of homeowner’s insurance, home ownership for a year or more at the time of application, the resident cannot have received prior grants, the mortgage and property

taxes must be paid to date, property value must be below maximum HUD limit, and the household must have less than \$30,000 in cash or liquid assets.

Grant and loan options for those who meet the above qualifications:

- **Grants:** Families with household incomes below the limits are eligible to receive a grant for 100% of project costs, up to \$10,000.
- **Accessibility Grants:** Households with a disabled member with incomes below the limits are eligible to receive a grant for 100% of home accessibility improvements, up to \$2,500.
- **Hybrid Option:** Homeowners with incomes below the limits who have larger-scale improvement project needs are eligible to receive a grant for half of the project costs, or \$5,000, whichever is less. This grant may be combined with a low-interest (3%) loan through Monroe County’s HIP loan fund. Homeowner funds from another source cover the remaining project costs.

Landlord Programs

Stakeholders frequently mentioned poor renter “vetting” by landlords resulting in unfavorable situations for both the landlords and the renter’s neighbors. Other cities have faced similar challenges and a few have developed training programs for landlords, as a result.

One such program began in Ogden, Utah, in 2004. Ogden created a program called the Good Landlord Program to address aspects of property management in an effort to encourage the elimination of code violations and public nuisances while controlling and preventing

illegal activity on rental properties—all things that have a negative impact on quality of life within the city’s neighborhoods.

The program provides financial incentives to landlords who actively implement the objectives of the landlord training course, keep their properties free of criminal activity, and maintain their properties free of code violations. It also authorizes a discount toward disproportionate impact fees assessed against rental dwellings under the City’s business licensing regulations.

Disproportionate impact fees are assessed based on the amount of police and fire services provided to rental dwellings; the discount is offered to landlords who help the City reduce the occurrences for such services required on rental properties.

To qualify, landlords are required to complete an eight-hour training course through the program that teaches them to maximize the use of rental applications, screen tenants through background checks and credit checks, identify criminal activity, observe zoning laws, avoid

discrimination, and comply with the Fair Housing Act. Once landlords complete the initial training, a four-hour refresher course is required every other year.

Since its induction in 2004, approximately 65% of Ogden rental units have qualified for the Good Landlord incentive, which means the property owners qualified for a 90% discount on their annual business license fees. In its first year of the program, landlords who diligently followed the guidelines also saw a reduction in crime at their properties—in fact, 11.6% reduction in crime, according to the city.

Encouraging Industry

Manufacturing was a specific industry that stakeholders hoped to see grow within the Lealman community—particularly with the infrastructure in Joe’s Creek Industrial Park already being in place. There are several ways that other regions have gone about incentivizing businesses. See some examples below:

- **Industry-Specific Incentives:** If an area is seeking to encourage a specific industry, they will often take the approach of Orlando, creating industry-specific incentive programs. For companies doing business in a certain industry, Orlando will offer specific tax breaks. They have a Qualified Target Industry Tax Refund Program where companies receive refunds on corporate income, sales, ad valorem, intangible personal property, insurance premiums, and certain other taxes, in exchange for creating jobs at a certain wage level in a “value-add” industry.
- **Industrial Business Zone (IBZ):** In New York, an IBZ Relocation Tax Credit was implemented to encourage industrial and manufacturing businesses to relocate to indicated zones. In exchange,

companies who relocated were offered a one-time tax credit of \$1,000 per relocated employee, up to \$100,000.

- **Enterprise Zone:** An Enterprise Zone is a designated area in a Targeted Investment Community. Incentive benefits are provided for eligible business relocation or expansion projects within the zone. Eligible businesses include manufacturers, warehouse distributors and certain designated service related businesses. In the case of the state of Connecticut, businesses relocating or expanding within the indicated zone were eligible for an 80% abatement of local property taxes; a 10-year, 25% or 50% credit on CT Corporate Business Tax directly attributed to the relocation/expansion/renovation within the zone; and exemption from real estate conveyance tax.

County Connector

Public transportation was an area in which stakeholders noted deficiencies. Some referenced a need for a service similar to PSTA's North County Connector, within the Lealman community. The service stops at current PSTA bus stops, but pickup reservations off the route can also be scheduled. This service currently supports three regions of North County—Countryside/Oldsmar, Dunedin/Palm Harbor, and East Lake. The Countryside/

Oldsmar route stops at Westfield countryside, Shoppes at Boot Ranch, and the HART Northwest Transfer Center for access to Tampa. The Dunedin/Palm Harbor route stops at Westfield Countryside, Walmart Palm Harbor, and the St. Pete College Tarpon Campus. The East Lake route stops at Shoppes at Boot Ranch, Ridgemoor Blvd, and Huey Ave & Tarpon Ave.

Recreation Center

Numerous stakeholders commented on the need for a community recreation center to bring residents together. A specific example of a recreation center built within Pinellas County recently was the Highland Recreation Complex in Largo. The complex offers activities not only for children, but also for adults of all ages.

The stakeholder who mentioned this complex provided it by name due to the diversity in activities offered at the center. The center offers team athletics, crafting, hobbies, gaming, dance, fitness, educational courses, preschool programs, school's out days, youth and teen

programs, gymnastics, fencing, basketball, swimming, track, tennis, karate, fencing, and an interior playground. Stakeholders hope for a Lealman recreation center that similarly extends beyond sports and athletics, to offer self-improvement courses and continued educational training to residents.

Lealman Resident Telephonic Study

The feedback received from the business owner, organization leader and LCA board member stakeholders helped pinpoint the major factors challenging Lealman resident quality of life. Using the categories identified as being the most significant challenge areas for the community, HCP developed questions that gaged resident importance as well as resident satisfaction with regard to the identified topics.

A telephonic methodology was utilized to achieve a random sampling of 400 residents. This sample yielded a margin of error of +/- 5.0% at 95% confidence. Both landlines and cell phones were included in the sampling, and day of week and time of day sampling varied throughout the three week data collection.

The geography studied is what is known as the Lealman core, with a northern boundary of 62nd Avenue, a southern boundary of 38th Avenue, and eastern boundary of I-275 and a western boundary of 49th Street.

The overarching intent of including resident feedback within this study was to gather baseline data directly from a random sampling of the community. This baseline will be followed up with a post-study in the future to monitor changes in perception.

The tables and graphs that follow indicate the resident responses collected in the baseline.

Demographics

Demographics collected from the respondents included their tenure as a resident, gender, age, race/ethnicity, presence of children under the age of 18 living in the household, household income, highest level of education, status of homeownership and type

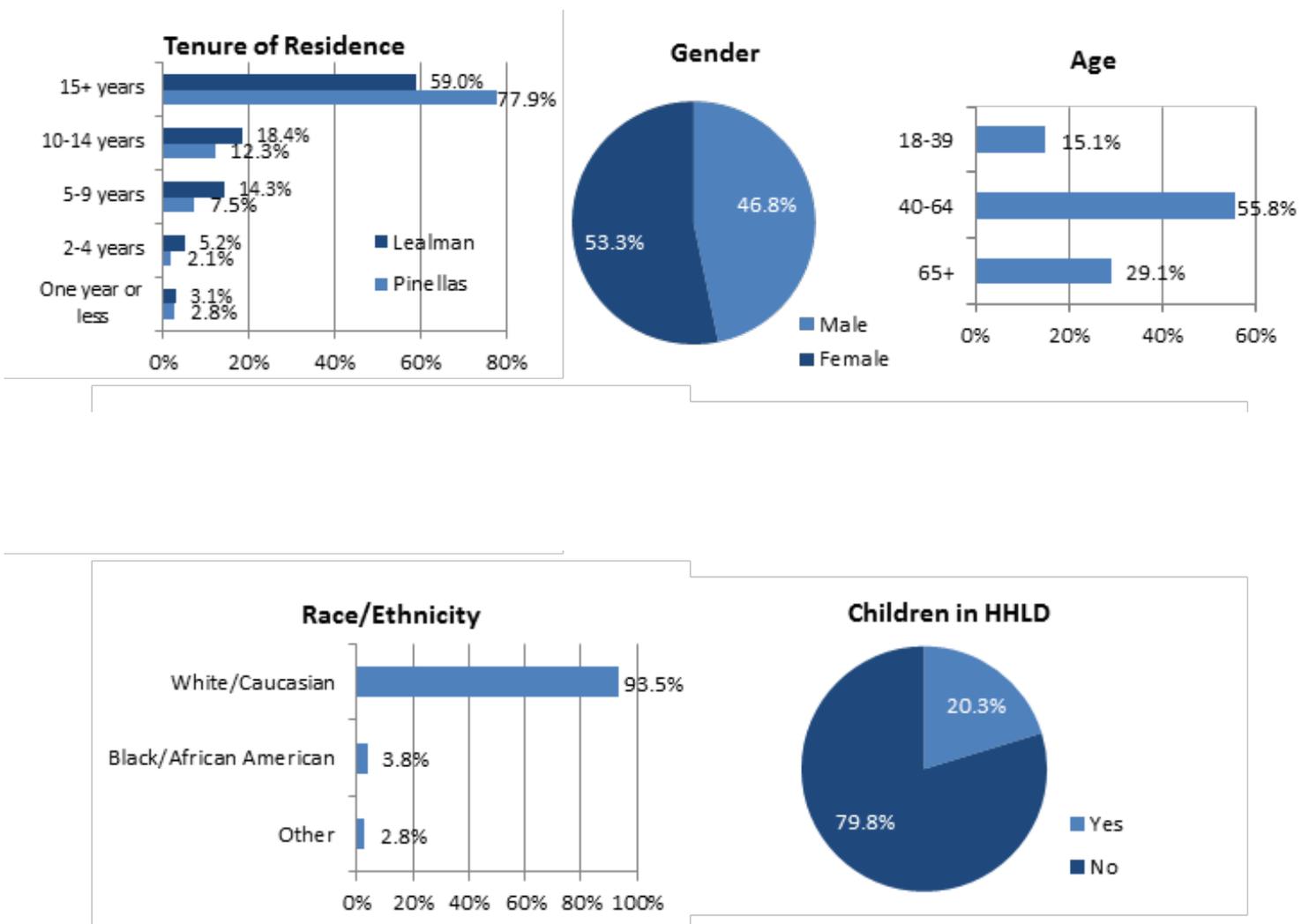
of residence occupied. Respondents tended to have a 10+ year tenure within the region, with an even longer tenure within Pinellas County at large, indicating largely local movement; fell within the 40-64 age range;

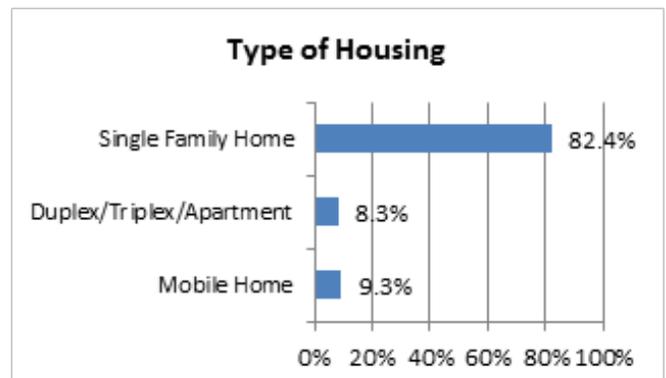
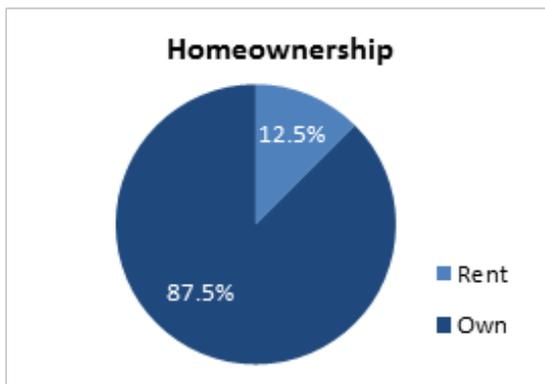
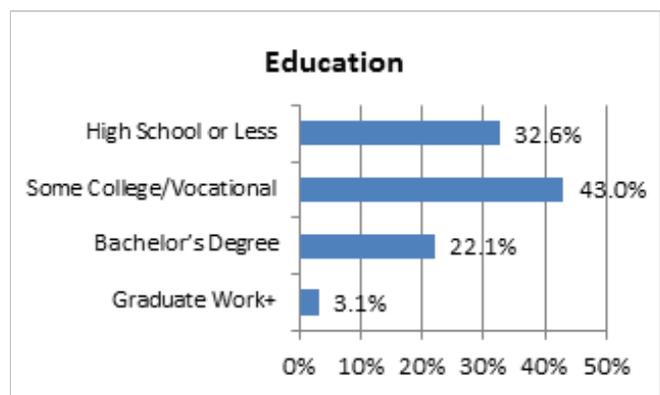
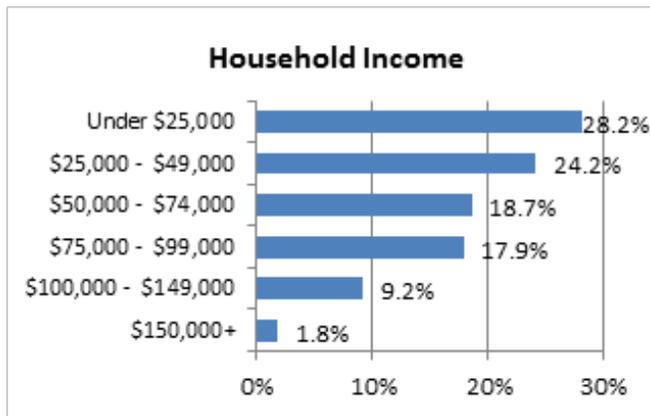
reported some college/vocational training to high school as their highest level of education attained; and indicated household incomes of under \$50,000.

Compared to the 2014 Pinellas County Citizen Survey, which reports data from a random sampling representation of citizens residing throughout the county, the residents of Lealman indicated a significantly lower level of education; significantly more Lealman respondents reported their highest level

of education attained as a high school degree or less. Lealman respondents also indicated significantly lower household incomes than respondents to the Pinellas County study; significantly more Lealman respondents reported household incomes of \$25,000 or less.

The following pages provides the demographic data collected from Lealman resident respondents in graphic form.





Recommendation of Pinellas County

Lealman resident respondents provided their ratings regarding their level of recommendation for Pinellas County as a place to live, work, raise children and retire. Response options were *definitely*, *probably*, *maybe*, *probably not* and *definitely not*.

Recommendation of Pinellas County was strong among Lealman residents, with 7 in 10 or more respondents indicating that they would *probably* or *definitely* recommend Pinellas County. The strongest recommendation was with regard to retirement with 86.8% indicating that they would *definitely* or *probably* recommend the county as a place to retire. More than 8 in 10 (85.3%) reported that they would *definitely* or *probably* recommend the county as a place to live.

Approximately 7 in 10 indicated they would *definitely* or *probably* recommend the county as a place to raise children (77.3%) and to work (77.0%).

The same question was asked of residents in the 2014 county-wide survey of Pinellas County citizens. The table that follows shows the side-by-side comparison of how aggregated responses from the full county compare to responses from the Lealman area, specifically. It should be noted that Lealman residents indicated statistically lower recommendation levels for living, working, raising children and retiring in Pinellas County than the random sampling of the county at large.

Recommendation of Pinellas County as a Place to Live, Work, Raise Children & Retire

	Current Lealman Study	2014 Citizen Study*
Live		
Definitely/Probably	85.3%	92.4%
Maybe	8.0%	1.9%
Probably not/Definitely not	6.8%	5.7%
Raise Children		
Definitely/Probably	77.3%	87.8%
Maybe	11.8%	5.4%
Probably not/Definitely not	11.0%	6.9%
Work		
Definitely/Probably	77.0%	87.1%
Maybe	10.5%	4.4%
Probably not/Definitely not	12.5%	8.6%
Retire		
Definitely/Probably	86.8%	92.5%
Maybe	4.3%	2.1%
Probably not/Definitely not	9.0%	5.4%
Bold represents statistical differences between the county and Lealman studies *Source: 2014 Pinellas County Citizen Study		

Reactions to Community Topics

Respondents provided ratings for a series of community topics that had been indicated by stakeholders as being challenge areas. The categories are shown on the following page. For each category, respondents rated how important they considered each to be on a 10-point scale, and then how satisfied they were with their experience with each, as a resident of the Lealman community.

Community topics with the strongest importance ratings were *safety & security, health care, financial stability, sense of community* and *access to nutrition*. Topics with lowest indicated satisfaction were *availability of child care, availability of jobs, financial stability, housing availability* and *transportation*. See the table for the average importance and satisfaction ratings by category.

Community Topic Importance and Satisfaction Ratings

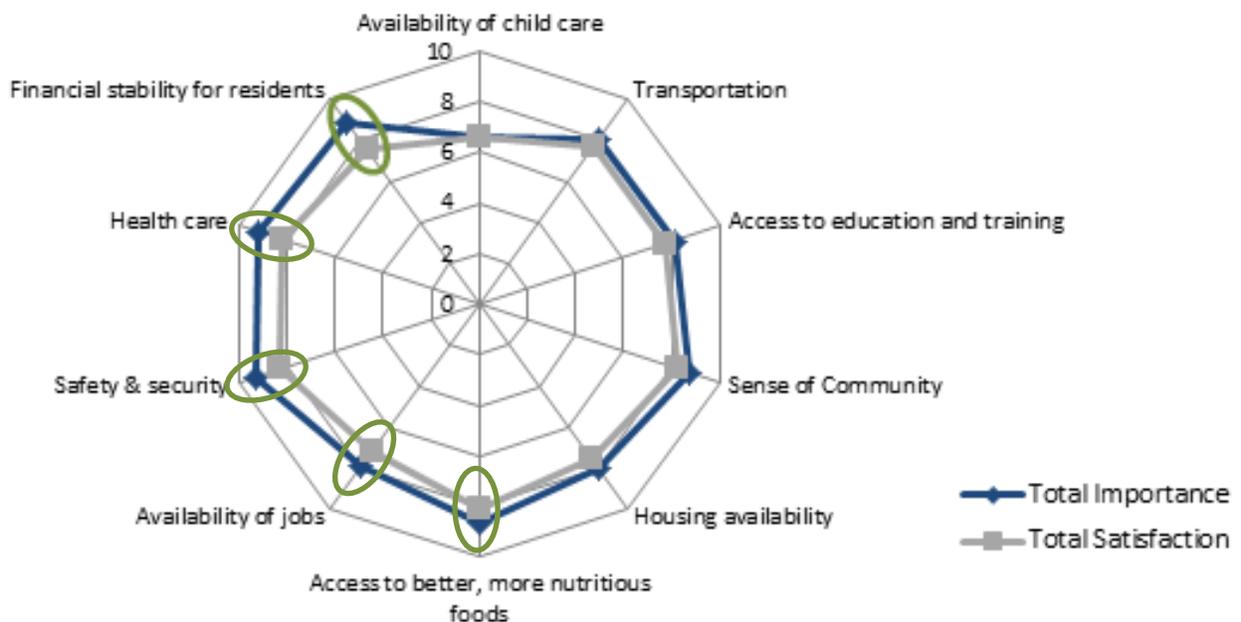
(average ratings on 10-point scale)

Community Topics	Total Importance	Total Satisfaction
Safety & security	9.27	8.28
Sense of community	8.68	8.26
Health care	9.22	8.20
Access to better, more nutritious foods	8.67	8.05
Access to education and training	8.13	7.73
Transportation	8.08	7.70
Housing availability	8.03	7.59
Financial stability for residents	8.93	7.58
Availability of jobs	7.93	7.16
Availability of child care	6.64	6.63

To better understand how the reality of resident experience compared with the level of importance residents placed on each topic, analysts took a ratio of the two metrics. The graph below reveals the areas

of most notable “gap” (see green ovals) in terms of Lealman resident experience. These include *financial stability*, *health care*, *safety and security*, *availability of jobs*, and *access to nutrition*.

Community Topic Alignment with Expectation



While the physical geography of the Lealman community is small, it was important to determine whether resident experience varied from one region of the Lealman community to another. By retabulating the data by East (40th Street North to I-275) and West (40th Street North to 49th Street North) Lealman, it became evident that while widespread statistical differences did not occur

between East and West Lealman respondents (with the exception of satisfaction with *health care*—statistically lower in East than West Lealman), there was a tendency among East Lealman residents for numerically lower satisfaction levels.

Community Topic Importance and Satisfaction Ratings for East vs. West Lealman

Community Topics	East Lealman			West Lealman		
	Importance	Satisfaction	Alignment	Importance	Satisfaction	Alignment
Availability of child care	6.67	6.69	1.00	6.56	6.45	0.98
Access to education and training	7.99	7.71	0.96	8.52	7.79	0.91
Transportation	8.00	7.67	0.96	8.31	7.78	0.94
Sense of community	8.62	8.26	0.96	8.86	8.25	0.93
Housing availability	7.95	7.55	0.95	8.28	7.70	0.93
Access to better, more nutritious foods	8.62	8.02	0.93	8.82	8.13	0.92
Availability of jobs	7.81	7.17	0.92	8.27	7.13	0.86
Safety & security	9.16	8.27	0.90	9.56	8.31	0.87
Health care	9.14	8.11	0.89	9.45	8.47	0.90
Financial stability for residents	8.89	7.51	0.84	9.03	7.78	0.86

Bold represents statistical differences between East vs. West

Experience within the Community

Average satisfaction ratings for community topics were monitored closely; respondents indicating a 6 out of 10 or lower level of satisfaction were asked a series of follow-up questions related to the community topic. Respondents then rated satisfaction with their experience with the sub-categories on a 10-point scale. Residents were most critical of availability of jobs and transportation sub-topics, providing average 10-point scale ratings of 4.75-5.05 and 4.68-5.05, respectively.

Regionally, there were widespread numerical differences between East and West Lealman residents in terms of sub-category satisfaction. With regard to the *access to education and training* category, East Lealman residents reported weaker satisfaction with “computer access through libraries and facilities” than West Lealman residents. Under *housing availability*, East residents reported lower satisfaction with affordable: “rental housing,” “housing for purchase,” and “housing

for family size.” On the topic of *safety & security*, East residents were less satisfied with responsiveness of: “fire/EMS,” “law enforcement” and “code enforcement,” as well as “water drainage.” East residents were less satisfied with *financial stability* sub-topics of opportunity to obtain a: “checking account,” “savings account” and “mortgage loan,” and “general access to banks and

credit unions.” Satisfaction with *sense of community* sub-topics of “availability of recreational activities for children” and “adults,” “cleanliness of neighborhoods,” and “presence of senior centers” was lower in East than West Lealman.

Community Subtopic Satisfaction Ratings - Part 1 (10-point scale)

Community Topics	Average Rating		
	Total	East	West
Availability of Child Care			
Quality of child care facilities and providers	5.17	5.17	5.19
Hours of operation of child care facilities and providers	5.13	5.24	4.81
Location of child care facilities and providers in relation to your work location	5.11	5.09	5.17
Accessibility of child care facilities and providers	5.10	5.18	4.88
Child care fees charged by facilities and providers	4.90	4.98	4.67
Availability of Jobs			
Availability of youth employment programs for your children	5.05	5.13	4.74
Number of businesses coming into the area and opening new locations	4.98	5.05	4.74
Availability of part-time work for my skillset	4.91	4.96	4.74
Availability of fulltime work for my skillset	4.75	4.77	4.70
Access to Education & Training			
Computer access through libraries or facilities	5.22	5.10	5.69
Skill training or retraining programs for adults	5.06	4.98	5.38
Access to educational meetings and classes	5.00	4.98	5.08
Skill training or retraining programs for children	4.89	4.84	5.08
Skill training or retraining programs for children	4.89	4.84	5.08
Housing Availability			
Ability to stay in the same dwelling from year to year	6.50	6.50	6.50
Availability of affordable rental housing	5.90	5.75	6.43
Availability of affordable housing for purchase	5.71	5.56	6.21
Availability of affordable housing for your family size	5.42	5.29	5.86
Ability to safely walk during the night	4.62	4.82	3.75

Bold represents statistical differences between East vs. West

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Community Subtopic Satisfaction Ratings - Part 2 (10-point scale)

Community Topics	Average Rating		
	Total	East	West
Safety & Security			
Responsiveness of fire and emergency medical services	6.71	6.56	7.38
Ability to safely walk during the day	5.90	5.91	5.88
Responsiveness of law enforcement	5.88	5.68	6.75
Presence of sidewalks on narrow roadways	5.43	5.41	5.50
Availability of crosswalks on busy roadways	5.38	5.32	5.63
Responsiveness of code enforcement	5.19	5.00	6.00
Water drainage after thunderstorm events	4.98	4.82	5.63
Presence of bike lanes	4.90	4.94	4.75
Ability to safely walk during the night	4.62	4.82	3.75
Access to Nutrition	Total	East	West
Access to stores selling fresh fruit, vegetables and meat	5.94	5.62	7.00
Presence of community gardens	4.94	5.19	4.13
Financial Stability	Total	East	West
Opportunity to apply for and obtain a checking account at a bank or credit union	6.56	6.16	7.79
Opportunity to apply for and obtain a mortgage loan at a bank or credit union	6.28	5.98	7.21
Access to banks or credit unions	6.21	5.84	7.36
Opportunity to apply for, obtain, and maintain a savings account at a bank or credit union	6.14	5.88	6.93
Opportunity to apply for and obtain an auto loan at a bank or credit union	6.12	5.91	6.79
Availability of financial counseling and budgeting assistance	5.68	5.58	6.00
Transportation	Total	East	West
Location of public transportation stops in relation to shopping needs	5.05	5.05	5.05
Location of public transportation stops in relation to your home	4.95	4.85	5.26
Location of public transportation stops in relation to your work	4.95	4.97	4.89
Nighttime lighting at bus stops	4.94	5.02	4.68
Location of public transportation stops in relation to recreational, social or cultural activities	4.88	4.86	4.95
Wait times for public transportation	4.78	4.92	4.37
Protection from bad weather at bus stops	4.76	4.78	4.68
Coverage of public transportation routes	4.68	4.68	4.68

Bold represents statistical differences between East vs. West

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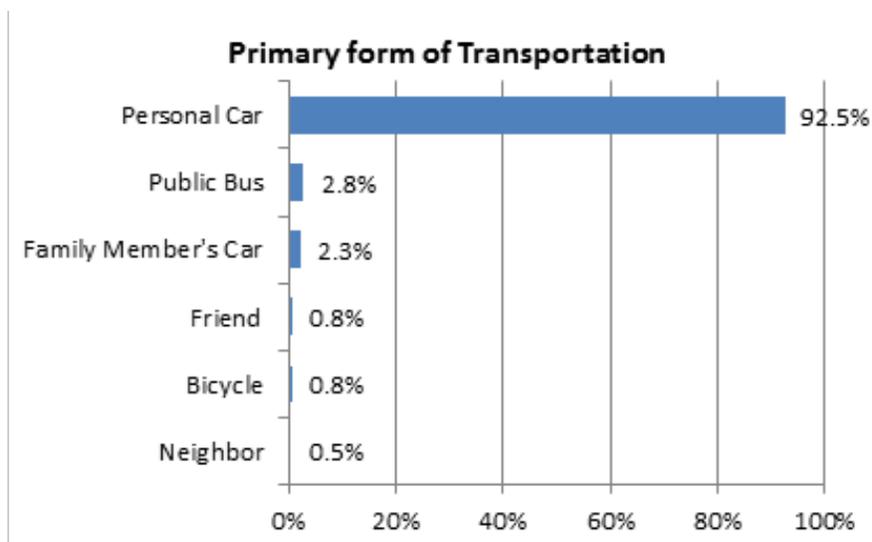
Community Subtopic Satisfaction Ratings - Part 3 (10-point scale)

Community Topics	Average Rating		
	Total	East	West
Health Care			
Presence of specialists	5.75	5.81	4.00
Presence of primary care providers who accept your health insurance plan	5.71	5.78	4.00
Ability to choose and maintain a consistent relationship with a primary care provider	5.61	5.67	4.00
Presence of health clinics	5.54	5.59	4.00
Sense of Community			
Availability of recreational activities for children	5.49	5.34	6.00
Cleanliness of the neighborhoods	5.35	5.24	5.75
Awareness of community development activities occurring in the area	5.24	5.17	5.50
Availability of recreational activities for adults	5.11	4.93	5.75
Relationships with neighbors	5.08	5.03	5.25
Presence of youth centers	5.03	4.93	5.38
Presence of senior centers	4.89	4.76	5.38
Involvement of Lealman community residents during the development and planning of economic and community development projects	4.43	4.76	3.25

Bold represents statistical differences between East vs. West

Transportation

Respondents shared their primary form of transportation used to get around Pinellas County. The number one mode was personal car, with 92.5% using this method. The next most common mode was public bus, reported by 2.8% of respondents. This level is significantly higher than the 2010 Census level of recorded public transportation use in Pinellas County, which was 1.6% of residents.



Observations to Guide Next Steps

Deficiency in “Sense of Place”

Stakeholders complimented the county on the two parks within Lealman. As it stands, however, the parks are underutilized as they offer largely passive recreation. The parks have hosted movie nights and social events in the past and could in the future. Joe’s Creek Park offers ample space and could easily support food truck events, equestrian trail activities, fun-runs, festivals, etc. Residents and organizational stakeholders alike hope to see more activity occur within the parks to make them social destinations and gathering points.

Beyond the parks, stakeholders would like to see a recreation center that could host activities for residents of all ages. This center would connect the old with the young, encouraging mentorship between the two. The vision for this center seems to extend beyond sports and

recreation complex, to also include training courses and educational programming for residents of Lealman—anything from resume assistance, to skill retraining, youth workforce training, parenting assistance, financial literacy, (making food stretch throughout the month, making good grocery shopping decisions, making best use of EBT cards, building credit) and more.

It was noted that Lealman lacks a central focal point such as a “town square” or main street. Lacking a central point challenges the “identity” of a region and the realization by those living in or even passing through that they have entered Lealman. Depending upon how it is purposed, either of the parks or a new recreation center could take the shape of this focal point of the community.

Lack of Singular Informational Resource for Support Programs and Services

There are programs throughout the Lealman region intended to improve resident quality of life. Some cater to the young children, youth, families, veterans, adults and/or seniors. There does not, however, seem to be an inventory of these programs. This poses several challenges, first of which is awareness by residents that the programs and resources exist. Word of mouth is the biggest form of advertising for services throughout Lealman. Many of the programs do not do significant advertising of their offerings. Relying on word of mouth, however, leaves the opportunity for misinformation regarding the services.

Additionally, not having a centralized resource can result in duplication of services or significant gaps in service. There may be multiple organizations serving a similar need within the Lealman resident base. Efficiencies could be gained by joining efforts rather than operating in silos. Conversely, there could be certain residential groups being supported more aggressively by organizations with an unintended consequence of another group in need remaining unserved. For example, an inventory of programs may reveal that the number of organizations supporting the needs of children and families far exceeds that of programs serving seniors (just an example—not based on fact).

Weak Connectivity to Lealman by Business Community and Residential Community

Feedback from business owners indicated that for a vast majority, Lealman is simply where their business happens to be located; they do not feel any connection or belonging to the area or to one another. They are also not nearly as cognoscente of positive changes or improvements within the community as the residents and organization leaders, indicating weaker interest and engagement. Part of this comes from a lack of connectivity with other business owners in the region. The lack of a chamber organization was noted and lamented by a number of the business owners.

Residents were mixed in their feelings of connectivity to Lealman. They are largely cognoscente of the difference living in Lealman versus living in other communities in the county such as Pinellas Park, Kenneth City and Safety Harbor; residents cited these places giving off a greater sense of being in a community through signage, lighting, holiday decorations along main drags, etc.

Potential for Joe's Creek Industrial Park not Fully Realized

Joe's Creek Industrial Park is a location within Lealman, harnessing significant job opportunity for the residents of the region. Currently, many of the businesses located within the industrial park do not feel a connection or affiliation with the region. The potential for youth training/apprenticeship programs, however, could change that perception as it would give these companies a series of trained future hires.

Additionally, the industrial park is not at capacity. Taking steps to designate the region as an Industrial Business Zone or an Enterprise Zone would increase the appeal to other manufacturing companies to relocate and enjoy tax incentives determined by the county.

Safety Concerns Impacting Access

Through the stakeholder interviews as well as the telephonic survey, it was evident that residents without personal transportation turn to public transportation to get around Lealman. There were numerous transportation challenges cited by residents with the area of lowest satisfaction from the survey being the coverage of the public transportation routes. A map of current routes with frequencies shown in conjunction with major stops utilized by residents—the Health Department, Family Center, PAL, hospitals, Laundromats, grocery stores, mini marts, clinics, county services, and schools—would help to highlight the need for either specialized routes versus expansion/extension of current routes.

Walking is the common alternative to public transit for residents. There are, however, factors that challenge pedestrian safety in Lealman. Select stakeholders indicated that improvements had been made in the way of lighted crosswalks, sidewalks and bike lanes, while the majority indicated pedestrian safety being a continual issue. In the residential survey, residents were critical of presence of sidewalks, availability of crosswalks and presence of bike lanes. Because walking and biking patterns vary throughout the region, an inventory of where these items are currently in place overlaid with traffic counts for major roads could help pinpoint where the greatest need continues to exist for these infrastructure improvements.

Criticism of Community Appearance Necessitates Change

All stakeholder groups were critical of the run-down appearance of residential properties throughout Lealman. Factors contributing to the appearance were apathetic renters, reactive code enforcement and a lack of landlord accountability.

Stakeholders shared a variety of solutions. Most would like to see county code enforcement return to being proactive, seeking out infractions and being diligent in following up on these matters.

Because many code violations come down on the owner/investor, there is a call for greater landlord accountability. Programs to educate landlords on how to go about renter background checks, how to monitor their properties, and how to communicate with their renters, have been successful in other regions of the country in reducing crime and building safer neighborhoods; “Good Landlord” programs have a place in Lealman as well.

For the owners of condemned homes or properties beyond repair, stakeholders would like to see the county purchase some of the homes in disrepair, level them, and reconstruct new homes—in essence establishing new standards for housing construction in the area that result in sturdier and more sustainable homes. An additional step to protect rental residents from the “slum landlords” many of them described is to bring in a real estate agent to represent the region and get potential residents connected with good housing.

In the case of residences which are owner-occupied, stakeholders would like to see a return of home improvement grant programs; home improvement grant and low interest loan programs were offered in the past and long-term residents reflected on the positive change this program created within the neighborhoods.

Involvement of Residents in Planning

Residents were extremely receptive of this research effort. Many have pride in their community, and an active interest in supporting the development of Lealman into a stronger community. This community is one, however, that has always had to ask, if not demand, support and attention from the county. Many indicated having responded to surveys and questions in the past, but not seeing anything come of it. The lowest rated item from the telephonic survey was satisfaction with regard to *Involvement of Lealman community residents during the development and planning of economic and community development projects*. This was rated an average of

4.43/10. The critical takeaway becomes for Pinellas County to keep the residents of Lealman updated and aware of the improvements (visible or invisible) going on in an effort to boost quality of life within the region.

An approach to encouraging residential involvement is to show them that there is a designated county representative working specifically on their behalf. An appropriate next step would be to create a community development plan involving this representative, members of the HCS department staff, and residents engaged in seeing the region improve.

APPENDIX:



Lealman Fire Station



Police Athletic League (PAL)

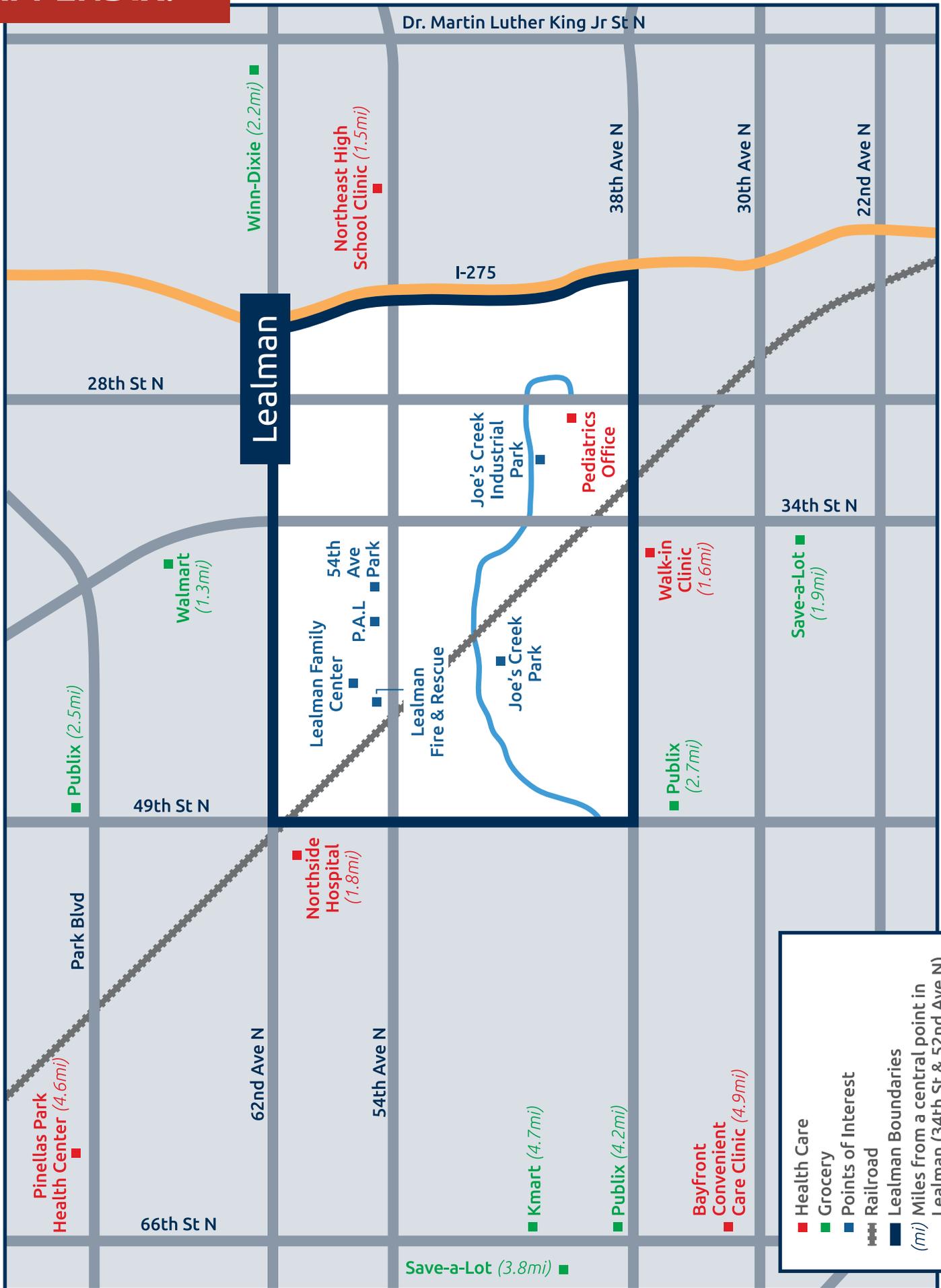


Joe's Creek Industrial Park



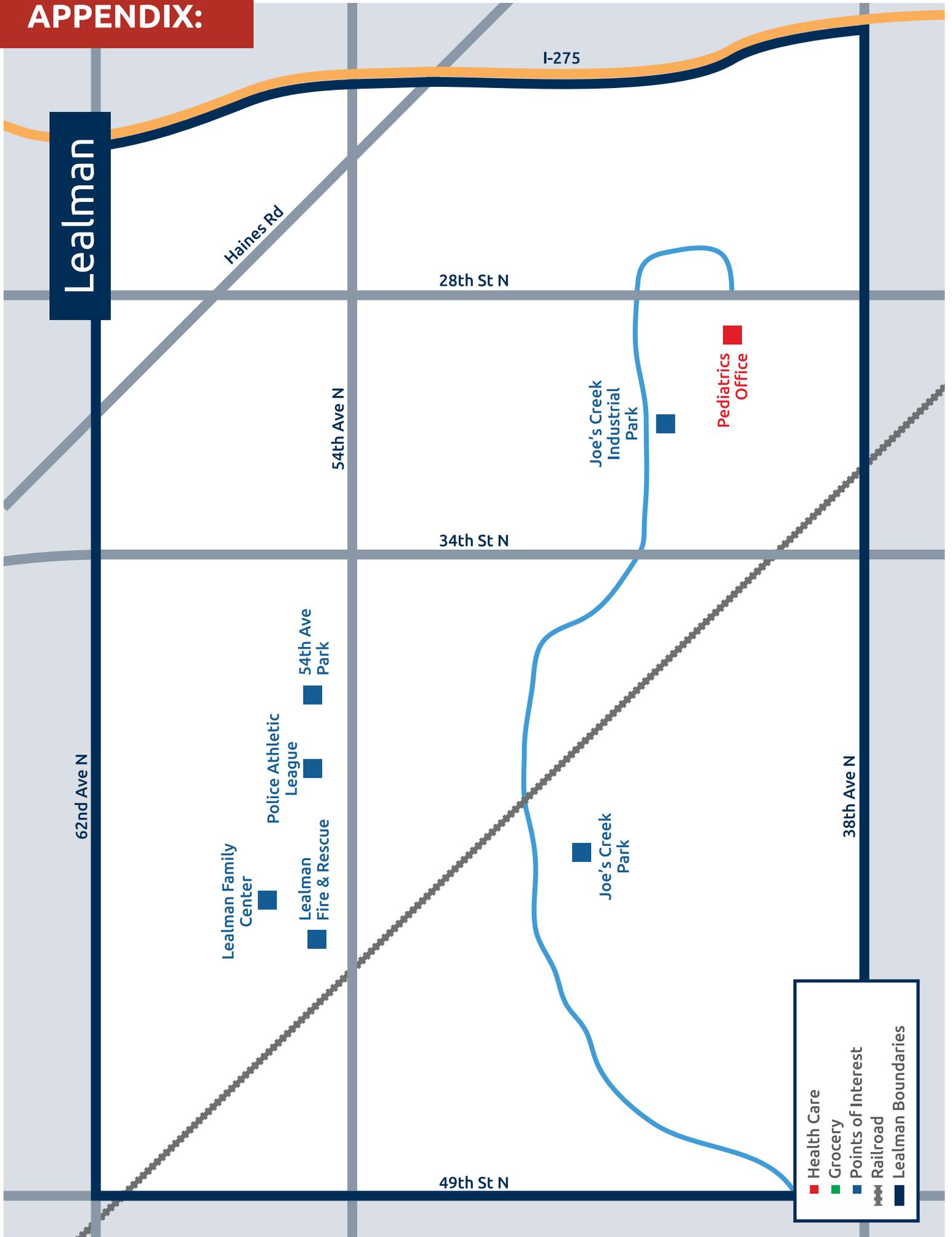
Joe's Creek

APPENDIX:



■ Health Care
■ Grocery
■ Points of Interest
 Railroad
 Lealman Boundaries
 (mi) Miles from a central point in Lealman (34th St & 52nd Ave N)

APPENDIX:



Lealman

I-275

Haines Rd

28th St N

54th Ave N

Joe's Creek Industrial Park

Pediatrics Office

34th St N

Joe's Creek Park

38th Ave N

62nd Ave N

Lealman Family Center

Police Athletic League

Lealman Fire & Rescue

54th Ave Park

49th St N

Legend:

- Health Care
- Grocery
- Points of Interest
- Railroad
- Lealman Boundaries

APPENDIX:

Lealman Business Owner Interviews

Questions

1. Tell me about your history/involvement with the Lealman community. How long have you been working in the area? Do you live and work within it?
2. When you describe the community of Lealman to someone unfamiliar with it, what are the things that you share?
3. What do those living and/or working in the Lealman community have access to in terms of business services? What do they have to leave the area to access? (banking services, grocery stores, barber shop/salon, dry cleaners, bar, restaurant, convenience stores, discount stores, drug stores, clothing store, etc.)
4. Over the years, what are some changes that have positively impacted quality of life for those in the community? Are there changes that have hurt quality of life?
5. The Pinellas County is gathering information on various regions to make decisions regarding community and infrastructure improvements. Do you support Lealman as a region to receive such improvements? Do you feel that the residents of Lealman would support this effort?
6. What are the Lealman community's biggest assets? What are its biggest challenges?
7. Do you have many conversations with residents from within the area? What are some of the quality of life issues they share that they are facing, or that you have directly observed?
8. What are some things that you believe would improve the quality of life of Lealman residents and help them overcome some of their challenges?
9. Do you have any idea of the perception of Pinellas County among residents of Lealman...positive, negative, indifferent...What do you think drives that perception?

10. What do you need as a business/organization to be able to best support the needs of the Lealman community?
11. Do you have any plans to move your business from its current location in the Lealman community? If yes, why?
12. What do you need as a business/organization to maintain your presence in the community? What could be done/changed to make the area more inviting/attractive to new businesses?
13. What is your vision for Lealman?

Business #1 Financial Services

The interviewee has been working at the business for eight years and does not live in the area (Palm Harbor commute). During that time, not much seems to have changed.

Their description of Lealman is that it is a nice little community. There are business strips through the area and it is surrounded by major roads where you can find restaurants and shops. The only thing missing is a Wal-Mart. For the most part, though, you can find anything you need in the area. If there is a specialty item that you need, you may need to leave to find it, but shopping, groceries, etc., fine.

The biggest assets of the community is that it has a good mix of people. Something as true in this area as observed throughout St. Petersburg is the pockets of areas of distress within areas of more affluent individuals. Even though there are areas in Lealman where people seem a little better off, as a whole Lealman seems to have lower household incomes than the County at large; there is also a definite issue with job loss.

One of the biggest challenges noted is the credit of people coming into the business seeking a home or business loan. Their future progress is often plagued by credit issues from their past.

A major thing that would improve Lealman resident quality of life is education regarding financial literacy. This would entail several things, such as credit repair education, breaking payday advance usage, budgeting workshops, and general financial education on how to set up an account and manage your money. This would help get many people off on the right foot.

There are no indications that the County would be poorly received if Lealman was selected for revitalization.

There is no chamber-type association for businesses in Lealman. This would likely appeal to new businesses, but even more so, what would draw them in is cleaning up some of the areas within Lealman that are so run down. There is definitely a need for stricter code enforcement. The way it is now does not encourage those who do care and do keep up with their property to continue to do so. Also for the buildings and homes that are beyond repair—they should be demolished.

The vision for Lealman is one where there is a balanced community—meaning that there are not areas where you avoid or are afraid to go—that there is a consistent level of cleanliness throughout the area. When the “messy” homes and businesses become the minority, owners would probably be more apt to clean up.

Business #2 Restaurant

The interviewee has been at the location for three years, but the business has been there for decades. They do not live in Lealman, but further north county off of Ulmerton.

The first thing they said about Lealman was that it is run down. The place just looks old and uncared for. There aren't a lot of anchor businesses, or chains, and that is one thing that retailers look for when they are scoping out a region. They think about what else is open, what has recently opened and what is closing. Unfortunately this location is closing and moving a few blocks north. The corporate analysis of the area showed that there was sufficient traffic going by, but the volume of business and infrastructure were challenges.

Residents have several shopping plazas in the area, but they are off major roads which can make them a little more difficult to get to if you aren't driving. Grocery is one staple that is missing. It would be nice to see more variety in the types of stores—lots of mini marts and gas stations. From a retailer perspective, it would be nice to see more chains. Chains bring more chains.

There were no indicators that if the county invested in improvements in Lealman, that there would be pushback from the residents. If it was intended to improve their quality of life they did not see there being an issue getting support from residents.

Lealman does not have a lot of assets, from their perspective. "Is Lealman known for anything? No. It is a small town without that cozy feeling of a small town."

The business is moving several blocks north, which will place them outside of the Lealman footprint. It will be a new build project. That will be a big hit for the area, to lose the brand name in terms of revenue as well as attracting other businesses. Closures are not attractive to businesses scoping out the area. The other thing is that it has been a staple for the community for so long. People hang out and there are the regulars that you see all the time. They need a place to go and they need activities—the basic things that you want when you consider moving to a community. There's not a lot going on.

The biggest thing the County can do to attract more businesses is to encourage chain retailers to move in. Businesses need to be surrounded by other businesses, so finding a balance of incentives that can be offered is important to bring them in.

The vision for Lealman is one where residents have the whole package. New residents can consider moving in and know that there is shopping, small stores, chains, and all the basics nearby. They need entertainment too. Residents want to be able to enjoy living in their community, which means having all of those things.

Business #3 Thrift Shop

The business owner is new to owning a storefront in Lealman, but very familiar with the area. They opened the location in January after doing a good amount of their own research looking for the right demographic mix where the thrift store could be most successful. The co-owners both have fulltime jobs and have friends work the store during the day; the owners take over at 4. They live outside of the area.

When the owners describe Lealman, the main thought is that it is a low-income area with a lot of transients. There are a significant number of people renting and that can mean a lot of movement and people coming in and out.

People living in this portion of Lealman have their basics covered; many don't have a car but they are able to walk to the market on the corner which has some meat and fresh food.

The owner has observed the residents watching out for one another. They really help spread news through word of mouth and everyone seems to know one-another. They are appreciative of businesses opening up.

The biggest challenges are the level of income. Many of the residents rely on social security as their only source of income. It is good that they look out for one another and want to help their fellow residents.

While there is the constant income struggle, the residents seem to be content overall.

The shop has no plans to relocate. The owners were not sure what would incentivize other businesses to open up in Lealman other than the demographics of the residents aligning with whatever they are selling.

The owners do not have any vision for Lealman. They don't feel any strong tie to the area; it is just where their store is located.

Business #4 Food Market

The owner purchased the business six months ago and does not live in the area but hires employees who do. The business was appealing due to the significant volume of foot traffic coming through and a bulk of the transactions are using EBT.

Just to give a point of reference about the amount of EBT transactions, the owner had to file paperwork when they took ownership to be able to accept EBT and the process took a month. During that month, business dropped \$40k.

The purchases made vary—people without transportation do all of their grocery shopping at B&N while others come for the meat and do their shopping elsewhere. The top two sellers without question are cigarettes and beer.

The owner is dedicated to offering its patrons what they need. They started creating “meat plans” which are essentially discounted packages with beef, lunch meat, poultry, pork, etc. The owner noticed that the patrons were running out of money on their cards and couldn't

buy food. The meat plans are large meat purchases intended to last throughout the month, offered at significantly discounted prices.

This is not the owner's only market—they have one in a low-income part of Tampa as well, which was where they first tried out the meat plans. The owner does not see why the residents wouldn't be supportive of larger scale efforts to improve the area given the positive response from something as small as the meat plans.

When describing Lealman to someone unfamiliar with it, the owner would say that there are a lot of good people here, but a lot of struggling people too. It has the feel of a small town within a town.

There are plenty of businesses to suit any need throughout the Lealman area—especially on 34th—but a lot of people can't get to them or else it is a long walk if they are physically able. There is a lot lacking in Lealman—not much for kids to do. It would be nice to have a kids playground on this side of Lealman. Another issue that would continue even if there was more to do is transportation. Patrons complain to the store about not being able to get to it by bus; the schedule is not the same between weekdays and weekends, and a lot of the working customers need to do their shopping on the weekend.

There are drawbacks beyond the transportation. The owner worries about the employees who have to walk home at night. There is good lighting in their parking lot, but not throughout the neighborhoods. The officers do a good job of watching out, though. There is also a trainer park nearby that does not put up with any illegal activity; the residents really appreciate that.

Most critical improvements indicated were safety and security enhancements in the way of better street lighting. The owner would love to see Lealman become something the County can be proud of; right now it is just people getting by.

The owner has no plans to move the business—there is a ton of traffic all the time. It would be nice, however, to have some sort of a community chamber organization—even if it was for businesses and residents. The owner is currently a member of the Tampa Bay Business Alliance and there is nothing like that to bond together Lealman owners.

The ideal vision for Lealman is just to have it be a place where people keep up their properties and care about the place they live rather than just getting by. The owner previously lived in Venice and one of their big events was an annual parade. Residents would set up their chairs (and leave them there) days in advance to make sure they secured a good spot to watch the parade. That is a sign of a good and trusting community; Lealman isn't there, but it could be if people could have more pride in their town.

Business #5 Bar

The owner opened the bar in 2005 but lives in St. Pete Beach. They were not even aware that the area where the bar is located is considered Lealman.

They would describe the Lealman area (boundaries were provided for reference) as low income and run down. There are mobile home parks all over and some of them are better kept up than others—just like the homes.

The owner does not spend a lot of time in the area, but does not think that there would be an issue getting access to businesses and services for residents; most everything is available on 38th avenue.

Over the years, quality of life has been impacted by the mixture of people, the low levels of income and the crime. There are more minorities now than in past years and some of the residents are not accepting of them which creates tension. There have been two shootings relatively recently; the cops are very responsive, which is good but the criminal acts happening in the first place do not make residents or business owners feel safe.

Criminal activity in the area definitely impacts business owners. For example, the bar had to remove a pay phone that they had at the front of the bar because people living in the trailer park across the street kept coming over to use the phone to call the police for disputes. The records showed that the calls were coming from the bar which gave the bar a “trouble spot” label. Removing the phone remedied this issue.

Some of the biggest needs are to widen and improve traffic flow. Haines Road is especially dangerous. There are crosswalks and sidewalks needed to make sure people can safely walk from one point to another. Many of the bar patrons seem to walk rather than drive.

There is no tie to Lealman for most business owners and many just come into owning a business there by chance. The owner previously had a successful bar on the beach but did not own the land, so each year the owner increased rates. The appeal of this land in Lealman was that the owner would own the building and the land so there would not be that issue.

The owner has no plans to move the bar; they looked into building onto it a while back but it wasn't worth the investment—nothing the county did, just didn't make financial sense. The area is in dire need of several things that would help residents get to the businesses safely—roads and sidewalks for example. To incite new business, they need to offer incentives—especially to businesses that introduce more variety into the area, and especially to introduce business off of US19. They also need some type of organization for the business owners. Collectively the group could offer recommendations regarding attracting new business.

The vision for Lealman would in large part include better housing. There is so much low income and run down housing that a good start would be at the most basic level a better looking community. The kind of thing spreads.

Business #6 Barber Shop

The business owner has been in Lealman for three years, but lives outside of the area, off Ulmerton. Availability was the biggest perk of Lealman—the owner did not necessarily choose the location, it was just all that was available.

When describing Lealman to others, the owner said that it just overall, “sucks.” Big concerns are the amount of crime and the look of the community. Some areas of Lealman are better than others, but a good bit of it is “trashed.” It seems like people don’t care about their properties.

A positive element of Lealman is its location; you can get to other areas of the county pretty easily from Lealman. It is pretty close to the basics as well—WalMart, Home Depot, WinnDixie, etc.

The owner has not seen a lot change over the past several years. There has been talk of widening 62nd Ave, but that could negatively affect the small businesses along the road. The big thing the owner would ask is to be sure that the county communicates anything it is doing with the businesses so they know what to expect. Residents would probably be very receptive to changes, as long as they were positive in the end. You may get some initial pushback if there is any short-term inconvenience associated with improvements.

Conversations with customers give the owner an idea of what a lot of them are going through. They get a lot of retirees, so they all want to talk politics. Some of the younger customers get into the tougher issues—houses are frequently robbed, money troubles, domestic disputes—a lot of them are having a tough time.

The business owner has had trouble with signage at each business operated—they are unable to put out any street signage or banners. They will get a notice of a fine if the signage stays up. The owner would like the same kind of enforcement applied to the residential neighborhoods that are in a bad state. Having the county’s help in this battle to have more visibility would be helpful. There is no sense of connection between the businesses in the area—no local owner association. The Asian business owners have a group, but there is no general association for all.

The owner does not have a vision for Lealman; there is no connection to it—it is simply where the business is located at the moment.

Business #7 Smoke Shop

The owner has been in business at the Lealman location for two years. The area was appealing because of its easy access to Tampa, St. Pete, the beaches—customers could easily come from any area. Home for the owner is Shore Acres.

There is no tie for the owner to Lealman—it was just a location decision. There is not a sense of community for the business owners.

Access is Lealman's biggest asset—its works out for both business owners and residents. The owner feels like the residents have strong access to whatever they

could need within a reasonable distance; Home Depot, Lowe's, Office Depot, Walmart—they are all easily drive-able.

As a business owner, there are some negatives; the business is limited in terms of visibility. This is a huge issue for the owner. They cannot put up additional signage or banners to draw attention to their shop, and face fines if they do put something up. This makes it easy to just drive by. Despite this, no plans to move.

There is no personal interest by the business owner in Lealman—they just want to do their job and go home.

Business #8 Hobby Store

The store has been located in Lealman for over 15 years. Some of the employees live in the area. When they describe Lealman to someone unfamiliar with the area, they would point out that it is an unincorporated area, and that it is "interesting." There is a range of people from a little odd, to senior citizens who want to just chat, to lower income people who try to steal from the store.

As far as what is available in the area, there is a good amount within driving distance. You could walk to a lot of the things on Park or US 19, but in the heat it is a little unreasonable; it is also a little dangerous. There are other things that are really lacking in Lealman—particularly a grocery store, but also things like small clothing shops.

Over the years, there seems to have been more improvement to areas surrounding Lealman than in Lealman itself. There are some noticeable changes in areas of Lealman, however. Property cleanliness is

still an issue but seems to be much less so than in the past. They cleaned up the park on 54th and have done repaving of streets in some areas.

The business owner considers the state of some of the residential and commercial properties to be a huge negative for Lealman. There should be some sort of yard cleanup day where everyone is working on their properties. Beyond that there is the safety issue. 62nd Avenue gets very busy and there aren't sidewalks. People walking and biking are in danger on that road during rush hour and especially when it rains. The road itself is also not wide enough to accommodate the traffic. The county was talking about widening it for a while and then you stopped hearing about it. It is dangerous as it is. There are crashes all the time where cars drive off the road into the ditches.

There is not a strong connection throughout Lealman. You don't feel like you are anyplace. Not too far away you have Pinellas Park. There are things they do to make

it feel like you are in a special place, like light posts and banners during the holidays. There is nothing like that in Lealman.

Business #9 Veterinarian

The owner has had a business location in Lealman for 13 years, but lives outside of the area. When describing Lealman, they would say that it is old and beat up—nothing exciting. There is not a lot other than that to say; there is the park across the street which is nice and the fire department. There aren't a lot of positives.

There is not a lot to do around Lealman. For shopping or a grocery trip, the owner just waits until on the way home because they just aren't available. There is an exception for a quick snack—a little market down the street has some things, but it is by far not a grocery store.

The new fire station and the park off 54th are good improvements to the area, but there's not much more that has changed. There is not really anything to make the owner think things are getting worse, it's just that not much seems to have changed over the years. Because not much has changed, the residents are likely to welcome improvements without any pushback.

The biggest asset of Lealman is its access—it is easy to get to and easy to navigate out of by 275 or 54th. The biggest challenge is money. The residents have very low incomes and have a hard time paying their personal bills,

let alone their bills for pet expenses. There are not a lot of conversations between the owner and customers, but when they do talk it is usually about money.

There are no plans to move the business. As a business, the owner would like more traffic to flow through Lealman, so more people would see the business. It would be great to have a Wal-Mart or something that really drives traffic to increase the flow. It would have to be a bigger business—a grocery store even. The other issue affecting the business is the look of the area. It just looks old and run down. Maybe a community cleanup with kids from the local schools would improve the look and make people take care of their homes a little better.

The ideal vision for Lealman would be a "prettier" Lealman. It looks so barren but yet there are lots of businesses. It just needs to have a better look to draw people in.

Business #10 Flower Nursery

The owner has been in Lealman for 34 years, and lives and works in the area. In addition to owning a home in Lealman, the owner has purchased and rents out 17 additional properties throughout Lealman. They consider Lealman to really be divided into two regions—east and west—and there is one fire department to serve the full region.

When asked to describe the area, the owner would say that it is the largest entity behind the city of St. Petersburg within Pinellas County. Entity, meaning Lealman is not a city. The owner feels that Lealman should be incorporated but recognizes that a lot of residents take major issue with this concept; so many feel that living in Lealman is like living in the country. The owner knows that this is not the case, and that there are still regulations for Lealman residents, but that is the kind of mindset of people you have making up the Lealman population.

Over the years there have been major improvements. The Wal-Mart neighborhood store has greatly helped with access to food and the basics. It is not a far walk at all from this section of Lealman. The bigger problem with food access and use of food marts rather than grocery stores really has nothing to do with access; it has to do with the EBT cards. The owner knows that there is a huge EBT fraud problem and if it was monitored more closely, it would not be an issue. Customers will trade their cards with a set balance left for cash so they can use the cash to buy things that do not qualify for EBT. The owner says that some of the food marts are even in on it or look the other way. The sidewalk additions have greatly improved safety. The Haines Road intersection is terribly confusing and dangerous to drivers and pedestrians. Other noted improvements are replacing the older trailer parks that were in a terrible state and putting up new housing. There is a lot of criminal activity happening in the trailer parks and a lot of mismanagement by owners who are scalping the residents on weekly and monthly rent. The owner noted that there is not a real

estate company working the Lealman area or managing the rental properties. Residents are therefore on their own to interact directly with owners. The responsiveness of the Sheriff's office has also improved over the past few years. Previously they were not reliable and you were on your own, but now the owner even gets calls at night if plants are being stolen; that never would have happened in the past and the proactivity is greatly appreciated.

The two biggest game changers were the increased responsiveness of the police and closing down some of the mobile home parks. Crime was a necessary starting point for all else to improve—you won't get good people to move into an area if they don't feel safe. It is great to see the change in the longer-term residents as well; now people come to the store to visit and chat. The shop has become a social hangout which is a great sign to the owner of the greater sense of security throughout the area.

If the county continues to do one thing, the owner feels like it has to be continuing to replace the trailer parks and cracking down on the drug issues going on within the trailer parks. The eastern portion of Lealman is a testament to what a nicer place Lealman can be without it. They can keep plants out front now rather than packing everything up tight at night. Just that alone makes the place look more inviting.

The owner feels that one thing that is lacking is a voice for the business community. The owner is active and vocal, but is just one voice. Having a way for the business owners to band together would be more effective. No plans to move.

The vision for Lealman is one where the trailer park slum lords are out of the picture, and where residents across the region feel safer.

Business #11 Food Mart

The owner has been living and working in Lealman for 15 years. During that time they raised two children in Lealman, but would be out like a flash if won the lottery tomorrow.

If asked to describe Lealman, the owner would say, “Do not move here.” The drugs and prostitution are out of control and the police won’t do anything about it. They organized their own neighborhood watch as a result. The head of the neighborhood watch called in to the police one night when there was a shooting. The police told the person it was probably a car backfiring. The neighborhood watch head insisted that was not the case and that they needed to come out. Instead of going to the house where the gunfire sounded, they continued to question the neighborhood watch leader instead and then asked him to stop calling things in.

Access to the basics are adequate. You can easily drive to the neighborhood Wal-Mart store, WinnDixie or the quick marts. Walking is not as easy, however.

There have not been any positive changes over the past several years. In fact, the owner feels that things have gotten worse. Drug deals go down right out in the open—sometimes even in the owner’s parking lot. It is not worth calling in because response times are so bad that the people have come and gone long before the police would come to the scene. The other thing is that the people doing the deal are not the big problem—it is what is happening in the trailer parks with suppliers that needs to be addressed. The other issue is prostitution, which is also rampant. That and loitering; so many of the people living in the area have nothing to do—especially

the kids. There is one park in the middle of Lealman but parents with younger kids are afraid to take their children because there are so many unsupervised kids that loiter there.

If the county did something about these issues, the residents would be all for it. There is just not good quality of life. You have a major problem when residents don’t feel safe in their homes. The owner has purchased guns, pepper spray, a Taser and two dogs and still won’t venture out at night. It really has a big effect on your life when you have to worry about your basic safety.

The business owner does not have any plans to move the business, but wishes it were the case. As both a business owner and resident, the biggest request is just to be supported by the police. Beyond personal safety, the owner also worries for the kids that are regularly walking through the area. There are major gaps between stoplights and kids frequently get hit by cars on the main roads. The owner feels the need for either more stoplights along the main roads that run north and south throughout Lealman or painted crosswalks with flashing lights.

The owner’s vision is just to live and work in a community where they feel safe and where drugs and prostitution are not a daily occurrence.

Business #12 Waste Collection

Business operates out of Lealman and has been there since 2007. Does not reside in Lealman, but lives in the county. Company supplies garbage collection services to all the homes in the Lealman district. The contract began in 2007; they pick up trash, brush, furniture so everyone in the area has collection service, just as in the cities throughout Pinellas.

Lealman is the first franchised area (collection district) for garbage collection in the county. They do a daily report of calls, anything out of the ordinary, (odd items or limbs that have not been cut down to the proper size for pickup) and send it to Solid Waste.

The owner would describe Lealman as a middle income area, highly transient. A study was done in which it was revealed that 40% are rental properties, which is high. Overall it is a middle, working class, neighborhood. Driving through, you can tell who lives there and who doesn't permanently. The renters don't care as much; when they leave, they leave a lot of their belongings for pickup—which makes the collection service so critical. The more renters you have, it brings down the neighborhood. Before 2000 there was much more ownership, then the bubble burst.

Access is very good to business services. All your stores are in there. If you want to go to Wal-Mart, you would have to go to Pinellas Park; the owner does not see any problem getting to anything from that area. Right off of 19 is easy to get to.

Starting the sanitation district improved the appearance of the area tremendously; that was one major improvement. There used to be a lot more debris. If someone wasn't paying for trash pickup, they would just leave their garbage at the curb assuming it would get picked up eventually. There is a stark difference before and after 2007. There is still plenty that needs to be fixed, but you have to start somewhere.

Sometimes being in the area, you become oblivious to things, but the residents continually bring it up. Priority issue is home ownership and getting that turned around. One of the biggest challenges to resident quality of life is crime. US 19 is lined with the cheap motels that bring drug and prostitution problems. The sheriff has dealt with it, but it still seems to be a problem. Traffic is a problem everywhere. As long as you have a car, there is not an issue. Not all places are walkable, however, and many people do walk. Another issue is fire hydrants—there are not enough. Beyond that, the rate of teenage pregnancy is particularly high in Lealman.

The location is a big asset—you can jump on 19 or on 275 without any problem. There were some good events at the park on 54th a few years back—some movies on the lawn, family night. There hasn't been anything recently, but that could be because winter just passed. They are trying to get the park situation figured out at Joe's Creek for the kids. PAL is additionally trying to do a lot of good things for the area; there are a lot of single moms and dads raising kids in Lealman, and it is great that they have PAL as a resource.

Before Ray Neri got active, County officials didn't even know where Lealman was on a map.

There is no chamber of commerce for Lealman. There was a question that came up a while back and it doesn't take much to put one together. If we get the businesses in line, that would help the community. PAL just put together a directory of Lealman businesses as a fundraiser. It helps all around—raises funds for PAL and brings attention to the businesses.

The vision for Lealman is more homeownership—if people who were renting could buy those houses and fix them up. There would have to be some funding to help, but it would help a great deal to change the look of the community.

Business #13 Tree Services

This individual has been a business owner and resident for approximately 20 years. When they describe the area, they are never sure whether to call it the historic or hysterical Lealman District. Living there, you know what goes on. It's not the best neighborhood, but has been pretty fortunate in not having any of the problems that some neighbors have like break-ins and theft. There is a triplex that is abandoned and supposedly bank owned right now. It has been vacant since the recession and that has been a good thing. When people were living there, it was right across from the owner's house. There are three duplexes, so six units total, and the police were there every weekend. The owner cringes at the possibility of the units becoming occupied again and that whole things starting back up.

With the trail behind the property being opened up, the owner now worries about the possibility of people hopping over the fence, but that has not happened yet. There is always something going on—helicopters flying around during the middle of the night—chasing people around the neighborhood.

The area is a working class neighborhood, and aside from the triplex, the neighbors are all very nice people. The appeal of the location in the first place was knowing that the owner could work from their residence, and the business has done well. The owner raised two kids there and they went to private school.

The owner thinks highly of the sheriff—they have always taken good care.

Access is pretty good to business services, restaurants. The owner doesn't venture out much due to work being so busy. They don't think very highly of medical care;

Northside Hospital—owner believes the only reason people go there is to die, and recently read something about St. Pete General not providing great care.

Before the bubble burst and the housing situation was in good shape, people were taking care of their homes and it looked pretty nice. After the bubble many went to rentals. With the economy things are improving a bit. It is pretty much investors not renting to the right people and not keeping an eye on their properties while they are rented out. Dislike being in the rental business—it is a pain.

They try really hard to corral the kids and keep them busy. The Lealman park on 54th is great for the kids. The Joe's Creek park is finally a full circle; lots of people get a lot of use out of it. It needs to be maintained a little better, but it has been something that grew on them and now they really appreciate it.

A big concern for the owner was that prior to the recession there was a lot of talk about widening the road in front of the business. The problem encountered was that when they wanted to widen the road they wanted to put sidewalks on both sides of the road. As it is, the road is pretty narrow and if they had put sidewalks in, it would have knocked out the hedges and trees. The bigger issue is they would have had people walking by, closer to the house. In this area, people walk by at all hours of the night and the last things the owner wanted was to have them walk by on their side of the road.

As far as needs, lighting was added 6 or 8 years ago, so that's in good shape. There are areas of Lealman where there are no sidewalks, so one should be added on one side of the road for safety. You only need sidewalks

on one side—not both! There is a lot of foot traffic, so areas of Lealman should be evaluated for where there is danger for pedestrians.

The only real perk or advantage is that it is an affordable neighborhood. The biggest area for improvement is the sidewalks issue. There is too much building going on that isn't needed—focus on improving what is there with the little things that are needed.

Code enforcement is one thing that is really hard for people to deal with. They can be sort of hard-nosed, like they have a vendetta. It doesn't seem even handed the way the enforcement is applied.

The owner has no plans to move the business and will likely retire in the next few years.

Business #14 Harley Davidson

The business has been at the current location for 15 years and was previously located on Haines Road for about 15 years. Would describe Lealman as low class to someone unfamiliar with it—it has had a stigma of that for years.

If need to run errands, there are not things that are particularly close. You have to get in your car for most things. There's no actual grocery store in Lealman. There are other basic services like dry cleaner and a few Laundromats.

There have been some improvements—the revamped park, new fire station, but other than that the area has pretty much stayed the same. Lots of homeless people. They put up a bus stop across the street and a lot of the homeless use it as a shelter. Not too long ago, they widened the roads and put turning lanes in some places. That had made a huge difference. Positives that come to mind include the Lealman Community Center—not sure what goes on there because don't go, but over the years dealing with the LCA has been great. They like to do a lot for the community.

One big negative is reputation. There are some of the motels in the area that are trying to clean up their act, but they have a ways to go. Lots of people are just hanging around drinking. There are a good number of low income apartments and lots of liquor stores. Lealman has its share of homeless sleeping in the bushes and then wandering into the stores. As you cruise through the neighborhoods there are nice homes and then homes that people just don't care about, but that can happen in any neighborhood.

The biggest challenge is the people and the culture that has been created in Lealman. There are so many people that just don't care about the way they live and that impacts their neighbors. It's not a code enforcement issue—it is a people issue, but could be supplemented by code enforcement.

The business throws events, but they are geared towards motorcycling—meet ups, workshops, local HOG chapters do fundraisers, toy drives. The attendees come from all over—in and outside of Lealman. They do get a lot of homeless people and freeloaders try to take advantage of their events, and they have to run those people off because they then panhandle to the customers. There are not other events that the owner

sees occurring at other businesses on a regular basis. The Lealman Park does something for Halloween and Easter, but those are mostly activities for kids.

No plans to move. The company has been helpful to the community and will continue to do so. What was on their spot before this was a trailer by the week operation. There is not a great culture of businesses and there is a lot of space that is up for rent through private companies.

A vision for Lealman includes many of the trailer parks in the area being cleaned out and rebuilt. That would help the look of the community. The low income people living in them now don't seem to respect themselves. People are staggering down the road, yelling at one another, hookers cruising down Haines Road, people pushing shopping carts—the bad part about that is the kids that have to walk that same road to go to school. If it started with one thing, that may be code enforcement going up and down the streets and for the homes that are in bad shape, they need to be torn down and the lots resold for new construction.

Business #15 Burger Restaurant

Owner does not live in the area, but has had the restaurant for over 30 years. The business was a growing business at the time, which was the appealing factor, more than the location itself.

During the past 30 years, Lealman has taken a dive into a lower income housing situation. Back when they first opened, there was much more vitality in the area. Most of the homes are much older and smaller than what people want today. This is likely a contributing factor to making the area less appealing to younger families looking to establish roots.

Service accessibility and shopping accessibility is limited within Lealman. Pretty much everyone residing in those boundaries would have to go outside of the boundaries to access what they need. No real doctors, not much retail and no grocery options.

Owner has not seen any improvements that have had a majorly positive impact on quality of life. Safety is one thing that has declined. In the last 10 years the sense of safety has really declined. The owner worries

for females who may have to walk through the area at night. As a business owner, there is now some theft and vandalism to deal with. The type of people living in the area have become less desirable. The police and fire department do a fair job—it's not an issue there. 10 years ago wouldn't have been afraid to walk down the street at night but not now.

The company does a lot of charity work to try to help the community. There are many single parents and so the company has a children's charity where they try to do nice things for the kids and their families. A lot of the residents are renters and that can make for an unstable upbringing for the kids and they are brought up seeing people who don't take care of their homes.

Most of the residents probably do not care about housing improvements. The landlords rent out the properties and aren't willing to change. They don't care what or who moves in, as long as they get their money.

A challenge is that there isn't a lot of land available for development of for example a shopping mall or Publix, doctors and dentists, or something like that that would support the needs as well as create jobs. That is something that residents would respond positively to.

The main positive of Lealman is that it creates an affordable living situation for low income households; a place like Lealman is needed for families with low income to move. That is a positive in that it is a pretty good neighborhood, and people are good people for the most part. Every area can have safety issues.

Many of the employees are residents of the area, and share challenges not unlike the rest of the country—things cost more and people aren't making more. The challenge is making the dollar stretch. People on fixed incomes are hit hard.

Most neighborhoods have rules for code violations and that doesn't seem to be as closely monitored within Lealman. If someone went in and forced code enforcement on the owners of some of these rental properties, the place would look a lot better. Retail additions would also be nice, but that's not as big of an issue.

The owner has experience with the City of St. Pete and does not find them to be accommodating to the needs of the business owner. There is a lot of red tape. Pinellas Park is another story—they are trying to build up their business district and are therefore more accommodating. Because Lealman is unincorporated, they have more freedom when it comes to a lot of things. The County oversees the area, and sometimes it feels a little like it leaves Lealman up to its own devices; it's functioning and is not an eyesore that needs to be dealt with right now, so just let it go for the moment. Pinellas County has been good to businesses.

There are no plans to move the business. In 2008 when everything was good, there was some exploratory research into moving the business, but for now there are no plans. The business is a niche group and you need to be centrally located to be able to draw from different areas easily. Locations under consideration at that time were Hillsborough and Sarasota counties.

No business organization exists. There is the community association but not something specifically for businesses. Has been more of a neighborhood watch.

The vision for a better Lealman is just a cleaning up of the neighborhoods. That act would draw a better type of person into the area and would boost up everything. When you get into a downhill scenario it is hard to turn it around—the housing continues to get older and more dilapidated. It requires homes taking time, repainting, repairing or tearing down. The Lealman fire department and PAL are doing phenomenal things for the area. The family center is another huge positive. There are people who care about the community and it helps the families in the area. They are not things that will be appealing to a new class of resident but they definitely make life quality better for the residents who are already there.

Business #16 Preschool

This business owner has been working in Lealman for 11 years, but does not live in the area. Over the last 11 years, the area has really declined. After the economy crashed, so many people lost their jobs and the jobs that were lost were not high paying to begin with.

There are not any things that come to mind that have improved quality of life over the years; the only changes have been negative. The one positive in the area is Disston Plaza which is in easy walking distance. There are restaurants, a Dollar Store, Publix, and any basics you need in that shopping complex.

The business provides child care and the owner therefore took a significant hit with the economy. People lost their jobs so they no longer needed child care. Business is bad and the owner works with the parents to give them breaks because they are hurting financially, but at the same time this keeps the business from being able to hire the amount of teachers needed.

The owner does not feel like resources are going where they should to help families in need. Unemployed parents come in to pick up their kids and they have new phones and nice clothes, yet they qualify for Early Learning Coalition financial support whereas a parent who is going to work and school at the same time does not; it seems backwards—penalizing parents who are trying to make a better life.

The owner feels that their business is Lealman's biggest asset because there aren't a lot of child care options for those who do work and they are very flexible on payment and give big breaks on tuition because the owner wants the parents to be able to go and look for a job. Again, this hurts the business. The fire and police departments are wonderful. Disston Plaza is a big plus.

Conversations with parents center around their employment challenges—this is the biggest thing that needs to improve in Lealman to get people back on their feet.

The owner would move if they could but can't so won't. The unemployment rate is making it difficult to survive financially; when parents are unemployed they don't have the same need for childcare.

There is no connectivity to businesses in Lealman, but then again the owner does not have a lot of time to spend outside of the business.

The needs are not aesthetic it is employment rate that would make for a stronger/better Lealman. People need to start working again and gain financial stability.

APPENDIX:

Lealman Organization Interviews

Organization #1 United Way

The interviewee was familiar with the area, but has not spent a significant amount of time physically in Lealman; they have, however, been involved with County and JWB discussions regarding the region as well as initiatives taken in other areas that were in a similar situation to Lealman.

Their organization has a presence in four neighborhoods—two in Hillsborough and two in Pinellas. Pinellas neighborhoods include Greenwood and Campbell, and they have been working in those regions for the past five years; these neighborhoods are similar in terms of the challenges facing, income level and level of services.

Within the areas of Lealman and Greenwood/Campbell employment is the biggest common denominator. There are underlying issues contributing to this like job market and training but the bigger picture result of unemployment (financial instability) trickles down

creating other issues—quality of life, type of housing, how well the kids do in school, ability to put food on the table, etc.

The missing link between getting residents to jobs or even getting them to training comes down to infrastructure challenges—transportation being the biggest one. Even if you can find the training that leads to better employment they have to be able to get to the training. Accessibility is how you get people to the services and make sure that they are available in a way that the person doesn't have to spend the full day there. The big decision comes down to whether it is more effective to transport people to services or locate some services inside the neighborhood itself.

The organization went through this process with one of their Hillsborough neighborhoods. They appealed to the residents, asking for feedback regarding what was good about the neighborhoods, what their needs were, etc. What became really clear was the biggest issue was

related to service accessibility for parents. The hours were not flexible for the parents' work schedules and the service locations needed a stronger customer service feel. The solution was opening up a service center in the neighborhood that gave residents accessibility to the services for extended hours and weekends. The complaint regarding the prior centers was that when the resident came in they did not feel welcomed, giving off the impression of a very cold environment. This was something they tried to improve—making sure when people entered the new location that they felt welcomed.

In the organization's experience, something like this cannot be successful unless you have the right people around the table. The advantage with Lealman is you have organizations within that are willing to partner with the County: United Way, JWB, Health Dept, Pinellas County Transit—all with commitment to helping that neighborhood. The County can't do it alone.

The organization is encouraged by the data driven approach and goal of including residential input—this will help build support if they are weighing in on the process.

Organization #2 Juvenile Welfare Board (JWB)

The interviewee has lived in the county over 50 areas and while lives outside of Lealman, their organization funds a good number of programs located in Lealman. The organization's involvement in Lealman means that the interviewee spends a good amount of time in that area.

They are very aware that Lealman is an area of high need, and have been collecting data on the region in conjunction with the County for a number of years.

One of the funded projects is the Neighborhood Family Center in Lealman. They also helped develop a Community Council made up of people from within the area. They recently took over the Launch Grant at the request of the state; the part they are working on is the community engagement piece that includes putting together a community council that is made up of members of the community as well as a youth council. Someone has been hired who lives in the area to oversee this. The council will have their first meeting in April.

A big challenge for the Lealman area is that it is spread out. Unlike other counties, Pinellas as a whole does not have strong mass transit options. The JWB is just starting to get businesses incorporated into the launch grant program. As far as tackling some of the "access" challenges, some kind of nucleus would need to be formed to connect to the businesses in the area. There are some coalitions and neighborhood family centers that have been formed but there is no connection between them—no one is connecting the dots. There is no such thing as "downtown Lealman." One of the family centers is now called the Asian Family Center, but some would argue that there needs to be another.

There is more room and opportunity for more activities to be put in community wide whether they are culturally or children designed—it should all be activity-driven to build a sense of community. It doesn't have to be cookie-cutter, but something for the residents to do. Beyond that, there needs to be some type of a "net" that enables resources to flow.

Transportation is an issue—there is nothing that gets kids from one point to another or elderly that helps resources flow throughout the community. Disabled residents need this as well.

Lealman is part of Pinellas County that has been left out. Homeless Leadership Board comments that the area has been left out. All these groups are echoing that it is time to put Lealman together with some sort of connectivity. Senior teams meet monthly in the Admin Forum, so there is active discussion between the organization and Pinellas County.

As an organization, when they look at the Lealman corridor they talk about high risk, low income. There is a huge need in that community to connect well children with high-risk children, and to be sure the elderly and disabled can access what they need.

It doesn't mean new things need to be set up, it is just giving better access to what is already there—that is the biggest need.

Organization #3 Health Department

This individual was very familiar with Lealman. The Health Department has been heavily involved in the Lealman Community over the years through planning, need assessments, community improvement evaluations, service delivery and various studies over the years. They have helped to gather community groups tasked with coming up with objectives. The department was also involved in helping to gather some of the data used to refine the five regions of community need.

The interviewee has 28 years in Pinellas planning assessment, community health assessments, and improvement effort work. Throughout those years, there have been more studies done specifically of Lealman than they can count but it seems like nothing ever happens besides another study. Throughout this time, groups are formed, department heads change and with that some of the progress gets lost. New leadership seems to always have a new idea of the way the assessment should be conducted.

The Health Department provides school health services through clinics to all of the elementary through high schools in the region. The main thing they do are home visits. The department does home visits for pregnant women and families with children under five who have transportation issues. Many of the families in case management in Lealman use this service. The health department is the county's largest provider of dental health care for children. They also have WIC—Women Infants and Children, a federal program for nutrition.

The main service center for the Health Department is not far from Lealman in Pinellas Park. They have data regarding the number of people living in Lealman who come to the Health Department for services.

Access to healthcare is not good throughout the Lealman area specifically, but there are a lot of additional options for care centers that exist for private use, but could be opened to the public in the future. There is a school-based clinic at Northeast High School. That clinic is sponsored by the JWB. They serve students from 7-2 or 3 at the moment. What is in the planning stages of

happening right now is to turn it into a community clinic after hours to improve access to healthcare at the other end of Lealman from the Health Department.

There are different groups focused on improving access to healthcare. One group is the Pinellas Park Medical District. It is sponsored by Northside Hospital, the Pinellas Park Chamber of Commerce, and St. Pete College. SPC actually has an underutilized big facility for dental and clinic medical services. They train students in the health care profession at that facility and they also could be opened up to the public for additional care options.

There is another player that just built the new Community Health Center of Pinellas. They have six locations around the county and one is off of US 19 near Lealman.

There are good programs for families that are not strictly healthcare focused. There is the Asian Lealman Community Center which is funded by the JWB and it is a neighborhood center located directly in Lealman. PAL is another program helping the community.

There are a lot of people who talk about Lealman needing a health center built in the community. Looking at all that is there, it seems that the need is more for transportation to facilities that already exist. The interviewee suggested a small bus to get people to the facilities mentioned. There are already a lot of facilities. The reason behind this opinion is that something similar happened in a community near Clearwater called Greenwood several years back. With federal dollars, a clinic was built but people continued to go to the larger facility rather than this new clinic.

Organization #4 Lealman Family Center

The family center offers a lot of programs to the community. The building opened in May 2005 and the Lealman Family Center was incorporated in 2000. There was also an Asian community center that was incorporated in 2000. Both are currently housed at one property, which was built through a development grant through the county. The land itself was donated by a veteran's association and was sold for \$1 under the stipulation that for 20 years it would stand to serve the children and families of the Lealman area.

The family center moved into the building in 2005 and then in 2007, the JWB (which had been funding both the Lealman family and Asian family center) recommended that the two organizations join together. Once the director joined in 2008, the two organizations were moved under one 501-c-3 and one budget. There was

an effort to educate the community that the center was there to help anyone of any Asian culture throughout the County and to help residents of any descent within the Lealman zip codes. The director also asked that their service area extended to Pinellas Park, as there was a great need for many of the same services there as well.

The organization does a lot of different things, helping families navigate through Medicare, Medicaid, food stamps, write resumes, find housing, get GEDs, use their food pantry, see family support specialists, Girl Scouts, PAL etc. They have a great after school program, great summer program (Summer Around the World). They service elementary and middle kids through these programs. They also run a sports league for HS and middle school students. There is a junior leadership program for HS students where they become a tutor

and mentor to the younger children. There is a donated computer lab and they do their best to keep up the computers. The computers are open to the public until the children come in for their programs. They offer classes for adults like ESOL and computer classes, workshops on couponing, stretching dollars, free tax services. There has always been a library and literary specialist, but two years ago they significantly expanded it so that kids can borrow books. This year there will be a resource development committee so that the board can more actively fundraise and seek out funding to build up a reserve. All expenses are covered by contract with JWB, but there is no reserve.

The families are very hard working. This is a low income area and there are a lot of challenges, but there are positives. New families are moving in and are buying the foreclosure homes, which is a good sign.

The biggest problem in the area is slum landlords. There are a lot of them taking these low income families for a ride, charging them enormous amounts for rent. Things break and they refuse to fix them—no heat, no AC, etc. if you ride through the area there are lots of trailer parks. There is a lot of unemployment. You hear about the area being transient, but there are also a good number of families who have lived in the area for years and really take pride in where they live.

As the county moves forward with helping Lealman they have to focus on building on its strengths as well.

Word of mouth is the key dissemination source of their services. They also hand out flyers at key businesses. In a needy community, the word spreads.

The family support specialists are one of the most appreciated programs. They get help learning how to sign up for the things that they need. So many residents can't afford a computer and don't know how to use one. The family support people are that helping hand.

Parents are also very appreciative of the after school program. Many of the parents don't speak English and therefore having a place where their kids can go for homework help and tutoring is something they greatly need and rely on.

The only two new things that have sprouted up are the PAL sports complex and Girl Scouts have taken a good hold. There is also a pregnancy center around the corner that is very helpful. Other than that, there are no other programs that have come about.

There are some things that have negatively impacted quality of life that are in the process of being rectified. There is a Safe Water Committee focused on the Joe's Creek area. There is new signage going up on the storm drains in both English and Vietnamese. There had been an issue with illegal dumping in the storm drains.

Prostitution on 34th street continues to be an issue. Drugs were a big issue as well but they think the drug situation has gotten better—nothing to prove just a sense that it has gotten better. There were times when you would look at someone and be able to tell that they were on drugs. You would hear about the sheriff taking down drug houses as well; you don't hear as much of that anymore, so it seems like it is better under control.

Seniors and people without cars have a hard time in Lealman and it comes down to access and transportation. The nearest grocery store is in Kenneth City or the Wal-Mart on 19. Depending on where in Lealman you live, both could be a challenge to access. There is a general store, but they jack up the prices. There are several gas stations and the stores tied to those do the same thing.

The family center runs two vans for their kids' programs and intramural programs around St. Pete. Other than public bussing, there are no alternatives taking those without cars or the elderly to appointments or the stores.

If the residents saw things being done, they would be all for it. There could be pushback towards the county from residents at first for the simple reason that there has been a lot of talk but not a lot of action to come out of it in the past. It is frustrating to the organizations, frustrating to the residents—it's not something that the organizations ever discuss or make visible to the residents, but something that they are sensitive to. Residents are asked to be on committees and they volunteer hours of their time only for (previously) nothing to come of it. Organizations get phone calls and are asked the same questions and again, nothing comes of it.

It is hard to separate the issues into what needs to be worked out first, but if one thing came before all others it would probably be jobs, followed by quality housing. The availability of jobs is minimal. Over the last few years a number of residents have been displaced from jobs that they have held for a very long time. Many are in their 40s and 50s and were in the same job for 20 years and are a little lost without that stability. A good number of the residents in this situation have lost their car and/or house as a result, boosting the homeless population; they are not mentally ill homeless, but rather homeless that have just been displaced because of hard luck.

The Lealman Methodist Church has a food pantry that they run when they can, but often the family center is the only one and they do their best, but don't always have food. The kids get priority with snacks. During the summer programs the kids get three hot breakfasts and two cold breakfasts a week plus snacks.

On the housing issue they would love to see some grants come available to improve housing. There have been grants offered in the past, but nothing recently. Some in the past have just been for senior citizens, but what is needed now is something for the families raising kids in the area. If there were funds allotted for home repairs, paint, little things like that would help the families begin to feel some pride for the area. For those who are working, they are for the most part working low income jobs and can't afford the aesthetic improvements—those things aren't priority.

The ideal Lealman would result in fewer people needing the family center and not having to turn people away. Ideally houses would be kept up, painted, people would be going to work, able to meet their basic needs. Ability to meet the basic need of having their electricity paid on time—that would be an incredible blessing to so many Lealman families.

Organization #5 Police Athletic League (PAL)

Involvement with PAL dates back almost 15 years, although they reside outside of the area.

Everything that PAL does is focused on inserting positive adults into the lives of children who are less apt to have that based upon their family situations. Through sports, arts and activities, PAL strives to be a positive influence for the kids.

Day to day there is afterschool care for elementary kids where they get help with homework, art, nutrition, life skills from 2:30-6 during the week. For middle and high school they do pick up basketball, boxing, games, tumbling, skate park and anything else to keep them coming in. On top of that there are flag football teams, volleyball teams, basketball and swimming.

Prior to involvement with PAL, familiarity with Lealman was very low. Would describe Lealman as the dumping ground of Pinellas County—particularly east Lealman is the place where people end up when they have nowhere else to go. In central Lealman you have more of the middle class families; they aren't without their challenges. The further west you go the better Lealman gets.

Jobs would probably be the issue to tackle first. It is amazing, the number of adults wandering around during the day because they don't have jobs. Factors impacting this are lack of education, skill and access. One thing PAL is working on is a grant for a mobile teaching unit to come to the facility so they can get the kids to learn the manufacturing skills needed to get them a job right away. There are tons of manufacturing jobs in the area—the employers are pining for people with the skills to fill the positions. Located in Lealman you have Alps, which makes prosthetic limbs—made Winter the Dolphin's fin. Pepsi is in Joe's Creek Industrial Park.

There are also granite counter top manufacturers, the company that makes the mixes for McDonald's shakes, and some others. The pay is better and they are steady jobs too. There are many out of work from construction in Lealman because that line of work is far less steady; the pawn shops are lined with tools from construction workers. Another great job is being a mechanic and there are a lot of dealerships in the area. When it comes to learning technical skills, there are nearby elementary and middle schools, but nothing like PTEC where they can go through a technical program. You'll notice that there are not a lot of cars around Lealman, so traveling outside of the area is a challenge. The closer to 19, the better your access to things, but at the same time, it brings you closer to the crime.

Crime is another prime issue in Lealman. King of the Hill mobile home park is the #1 place for crime in Pinellas and the US 19 corridor hotels have a lot of crime that spills into the neighborhoods. Prostitution is rampant along 19. Physical assault and drug crimes are other pain points for the area. There are a couple of crack houses out in the open. The police are good, it's a bigger problem. If there is a motel that they close down for prostitution, that doesn't end the issue, they just move to the next hotel. Same thing with drugs—if you arrest the kid selling on the corner, you haven't done any harm to the supplier, which is the real issue.

Early education is another issue—64% of third graders are not reading at grade level. If you're behind in third grade, you're done. Up until then, you are learning how to read and after third grade you begin applying reading to learning other subjects. That is not an area where PAL has the resources to tackle it the way they would like but they are taking it to the school board. There is no library at present in Lealman and no computer lab, either.

Parents find out about the PAL program through a direct mailer that goes out to all homes and businesses in the area—anything with an address. There is no cost to be a part of PAL but there is a cost if you play on one of the sports teams. No child is turned away from sports due to inability to pay.

Four things have been catalysts for positive change in Lealman. 1) PAL—it is the only parks and recreation type program for the kids in Lealman. 2) There has been a strong commitment to code enforcement, which made a positive change to the look of Lealman. 3) The central and east sides got a regular trash pickup and 4) Frank Bowman is back.

There are many continued improvements needed. 1) Lealman needs playing field—particularly in east Lealman. There are no fields currently in Lealman. 2) The mobile home parks with such sub-standard housing need to be making changes as per code enforcement. 3) East Lealman does not have streetlights and the lack of light contributes to crime. 4) Would like to see dispersion of the offenders/predators residing in Palace Mobile Home Park because kids do live in there.

Many of the mobile home parks have been demolished and replaced with newer housing. You get different kinds of reactions from residents for this occurring. The owners of properties in Lealman feel that it is encouraging section 8-type housing and bringing in a rougher element. The renters on the other hand are so transient and are at the landlord's mercy that they don't really have a response to the changes—their main concern is having a place to live next week.

When it comes to finding a place to live there is not a single real estate office in Lealman. No grocery store either. When you go into some of the mini mart type places in east Lealman, not only are the owners taking advantage of the residents by overcharging, they charge a premium for running the food stamp card.

The big push for business outreach needs to be for manufacturing, marble cutting, roofing, AC, blue collar jobs rather than retail. Those are the jobs that pay a living wage and then some. There needs to be a community redevelopment plan and job creation needs to be at the root of all of that. Right now there is no business community in Lealman or connection from one to the other.

Safety Harbor is a good example of a community in bad shape that was turned around. The tipping point was the approval of the three-story building across from the spa. It was a valuable piece of property that sat vacant for 25 years and then when the vote passed to allow the commercial building to go up there were a lot of people up in arms, but since that opened the mix of stores has changed. Just beginning the discussion of “we want something like that developed” was a major push. The idea of creating a draw, creating a center for Safety Harbor, was what it was all about. Once that was developed there was an identity. Some residents pushed back but the project is overall a major improvement.

The vision for Lealman is one that has an actual recreation center, much like Highland Rec center in Largo. This would have an aquatics center, with connected playing fields. Would like the mobile home parks to be renovated, upgraded or replaced. Would like a library for the kids and adults with access to a computer lab. Would like to have a circulating bus specific to Lealman so that people can have access to where they need to go. That isn't even getting into the health care issue. There are no social service agencies that offer services on-site in Lealman. If you don't have a car, you have to take the bus to Pinellas Park for the Health Department.

Organization #6 New Heights Elementary

Been working at the school since 2008. The area has a lot of low income families residing within it. A lot of the parents at the school are unemployed and qualify for free and reduced lunch in many cases. On 28th street there is some public housing and many of the families live there. The school has a good number of ESOL students—many Hispanic, Bosnian, Laotian, Cambodian.

Typically errands require leaving the Lealman area. There is a lot that can be accessed at Disston Plaza, which isn't far, in the way of grocery shopping, banking, shops, etc.

There is a big transient population within the student body. It is especially noticeable around holidays and after breaks you will see that a lot of the students have moved during the break and new students are coming in. That is nothing new and it's not necessarily that things are getting worse, more so that things just aren't getting better. No noticeable improvements appear to be occurring.

Another big challenge is the state of the housing. The homes look pretty shabby and there are some mobile home parks that are not kept up. When you see where

the kids are living, it's sad. You understand why they may have some behavior issues when they are at school if they don't have a particularly stable home life.

It doesn't seem that there would be any pushback if improvements were in the works. The families would likely be very open to it.

One of the big positives noted is parent support. In general it seems like the parents really care about their kids. They will come in and meet the teachers and seem to be very supportive of what the teachers are trying to accomplish in the classroom. The school will have special programs from time to time and they get good attendance. The families will especially turn up if there is an evening program where the school serves dinner.

The big vision for Lealman is educating the parents and helping them get through some of their big issues with finding jobs and stable housing. It will all trickle down from there; if the kids see more stability in their home lives, they will be set up for success down the road. Visually, it would be nice to see better kept neighborhoods and houses. It would be great to see some yard cleanups and house painting days to spruce up the exteriors.

Organization #7 Faith Assembly

History with the community dates back three years, primary residence is in south St. Petersburg. Leadership was retiring prompted the move from inner-city Philadelphia to Lealman.

The Lealman area is blue collar, split and single parent families, many middle school students. There is good access to major roads like 275. It is easy to find your way around. When you go towards the US 19 side, there is plenty of shopping. There is a diverse mix of people—Asian, African American, white, islanders, etc. there

are a lot of hurting people—many homeless staying on the property. You meet a lot of people losing their jobs. There are also the physical and emotional issues that residents are dealing with, compounding the financial issues.

When they first began offering activities, they asked around to find out what the kids were like and were told that boys are allowed to run the streets free and girls are more protected. They have found this to be accurate after being in the area for a few years.

They offer things Sundays, Wednesdays and Fridays for bible lessons and recreational activities. There is a new basketball court out by the offices and there are always kids out there using it. There is also a big field on the property where they play football. It is hard to get organized teams together because often they find the kids are not getting the support from home to stay involved with it, so they will drop off after a game or two. The goal is to get the kids to realize there is a better way to live that doesn't involve stealing and fighting. We want them to build up their own abilities and help foster talent.

A program in the works is Faith Works which is a mentorship program for middle school boys where they can learn work skills and help out with things around the church whether it is lawn care, mechanical, exterior improvements, interior fixes, video production equipment, etc. The idea is for them to gain a skill that can be applied to future employment. Some are very eager to learn and help and others take more work to convince that you are really wanting to help them.

The kids walk to the church rather than getting dropped off. There are 25-40 kids at most times. Usually word of mouth is what brings in the kids—they tell their friends. In the past they have done flyers. The parents are mixed in their involvement—some like to come to everything

but most you never see. There are often invitations to the parents, however, if the kids are doing a special program or skit.

When it comes to walking distance access, it is not good in Lealman. There are numerous convenient marts within the Lealman area, but most often if you have to pick up something for the kids to use, you have to drive outside of the Lealman area. Older people have a hard time making the walk.

It has been really hard for businesses to start up in the area over the past several years. Many shops and restaurants have come and gone near the property and it seems like it is really tough for them. There are numerous abandoned properties that are in various states and many of them just need to be leveled, but there seem to be owners unwilling to part with them. One thing for businesses to keep in mind that enter the area is the demographics of the residents; they don't have a lot of money, so there are limits on what will do well. To keep business going, they have to recognize that they need to cater to a lower income target. For the businesses, the challenge is getting the first one to open, then the next and the next. If there were a better way of letting those interested in the area know about what is available and what is opening—that law enforcement does a great job and will be supportive, and that the demographics of the area could support their business model—these things would be the factors to help seal the deal.

PAL has been a really good addition to the area. Some of the churches pick up kids and bus them over to activities. Some people have been able to get into good homes. Investors have bought and flipped some of the houses in the area and it helps for the families to have a nice place to move into.

Residents would be supportive of any improvements as long as they understand what is happening will benefit them in some way. You are always going to have the people who don't like change regardless, but for the most part the businesses, organizations and residents would likely be very supportive. A store like Target, restaurants, a grocery store—any of those things are needed and would be strongly supported. There is a WinnDixie in Kenneth City, but the inventory is not kept up very well and the store itself is not kept in the cleanest condition. Residents would like to have an alternative—it may even encourage the store to clean up.

There is not noticeable negativity for the county coming from residents. They do make comments from time to time that they wish they would fix this or that. At the same time, there are definitely things that are appreciated like the “your speed” signs that flash and are intended to slow everyone down. The residents appreciate any of those traffic improvement tools.

In prioritizing the needs, the community is in need of a local park for small children to play. Some type of structured activity is also needed for young families. The main roads are pretty good but some of the interior roads could be improved upon when it comes to sidewalks and safe walking space. Abandoned buildings should be demolished for the open space or be made into something that can be occupied. The streets are pretty good and getting in and out is pretty easy. If there are not government offices nearby, that's something

else that would be important to improve access. The bus system could definitely have more stops and an expanded weekend schedule. Some have complained that the bus does not run in a way that aligns with the church schedule or with a great enough frequency.

The vision for Lealman is a clean community with nice looking businesses. So many of them look like hillbilly businesses right now. Ideally the buildings would be kept up, painted, inviting to all people. They would want to see houses lived in and made their own, people working, and good camaraderie.

APPENDIX:

Lealman Community Association Members

The Questions

1. How long have you lived in Lealman? Live there and work there?
2. How do you describe it to others unfamiliar with it?
3. What are the biggest strengths of Lealman? What are its biggest challenges?
4. What are the biggest things impacting Lealman resident quality of life that you personally would tackle first?
5. What is your vision for Lealman?

Then have them rate the following on a scale of 1 to 10, where 1 represents "significant need for improvement" and 10 represents "no need for improvement":

	Importance	Satisfaction
Availability of child care	_____	_____
Availability of jobs	_____	_____
Access to education and training	_____	_____
Housing availability	_____	_____
Safety & Security	_____	_____
Access to nutrition	_____	_____
Financial stability for residents	_____	_____
Transportation	_____	_____
Health care	_____	_____
Sense of Community	_____	_____

For categories where they rate 6 or lower, ask these additional questions:

Which of the following contribute to Lealman's job related challenges (*star the biggest concern*):

- Lack of good paying jobs with benefits
- Lack of computer skills
- Current jobs are low paying
- Lack of transportation
- Cost of transportation
- Long commute to jobs
- Employers leaving the area
- People lack the right skills for the open jobs
- People lack education level required to obtain a job
- Lack of preparation for youth for the workforce
- Other _____

Which of the following contribute to Lealman's education and training related challenges (*star the biggest concern*):

- Lack of transportation
- No high school diploma
- Lack of GED
- Lack of access to programs for obtaining a GED
- Lack of computer skills
- Lack of programs for gaining computer skills
- Cost of transportation
- Cost of tuition
- Lack of access to programs teaching vocational skills
- Lack of college education
- Threats of violence in schools
- Lack of dropout prevention programs
- Other _____

Which of the following contribute to Lealman's child care related challenges (*star the biggest concern*):

- Lack of child care
- Cost of child care
- Lack of child care during the hours needed
- Location of child care centers
- Quality of care at child care centers
- Other _____

Which of the following contribute to Lealman's housing challenges (*star the biggest concern*):

- Cost of utility/rent deposit
- Cost of purchasing a home
- Housing size doesn't meet family needs
- Affordable housing not available
- Need repairs (roof, foundation, plumbing, etc.)
- Neighborhood conditions
- Lack of shelters for emergency situations (domestic violence)
- Lack of shelter for emergency situations (natural disaster)
- Other _____

Which of the following contribute to Lealman's safety and security challenges (*star the biggest concern*):

- Law enforcement responsiveness
- Law enforcement consistency
- Code enforcement responsiveness
- Code enforcement consistency
- Lack of street lighting
- Lack of sidewalks
- Lack of crosswalks
- Narrow width of roadways
- Amount of criminal activity (what type)
- Lack of bike lanes
- Other _____

Which of the following contribute to Lealman's access to nutrition challenges (*star the biggest concern*):

- Lack of transportation to available grocers
- Not enough income to purchase food
- Subsidized assistance runs out before end of month
- Not eligible for food stamps
- Lack of education in nutrition
- Food pantries not available
- Lack of grocery stores
- Other _____

Which of the following contribute to Lealman's residential financial stability challenges (*star the biggest concern*):

- Lack of knowledge of budgeting
- Lack of knowledge of checking accounts
- Lack of knowledge of savings accounts
- Lack of available financial counseling
- Other _____

Which of the following contribute to Lealman's transportation challenges (*star the biggest concern*):

- Lack of knowledge on how to buy a car
- Cost of buying/down payment of a car
- Lack of credit to finance buying a car
- Cost of car repair
- Cost of gasoline
- Cost of insurance
- Lack of help in learning to drive or getting a license
- Limited public transportation
- Location of public transportation stops in relation to home
- Location of public transportation stops in relation to work
- Location of public transportation stops in relation to shopping/entertainment
- Other _____

Which of the following contribute to Lealman's health care challenges (*star the biggest concern*):

- Doctors will not accept your insurance (what type?)
- Number of clinics or doctor offices in Lealman
- Waiting list for dental services
- Waiting list for medical services
- Hospital/emergency room availability
- Lack of transportation
- Lack of insurance
- Existing health conditions
- Lack of income to pay for prescriptions
- Lack of income for medical emergencies
- Lack of resources for alcohol or drug abuse treatment
- Lack of resources for mental health treatment
- Other _____

Which of the following contribute to Lealman's sense of community challenges (*star the biggest concern*):

- Lack of events
- Availability of recreational activities for kids
- Availability of recreational activities for adults
- Camaraderie within Lealman neighborhoods
- Directional signage
- Unique visual cues that you are in Lealman
- Lack of youth centers
- Lack of senior centers
- Other _____

Board Member #1

This board member has been a resident of Lealman for about 12 years and in St. Petersburg for the 10 years prior to that; is currently retired.

For someone unfamiliar with the area, the interviewee would say that it is busy, but not as busy as St. Petersburg. The city itself (Lealman) has had a lot of improvements in terms of lighting and fire hydrants, lately. There is a nice park, but they could use a little more of that. Over the years there have been mostly improvements. There are still some of the back roads that could use some paving, but other than that the area seems to be in pretty good shape.

The biggest strength of Lealman is its good access to anything you could possibly need. Close to hospitals, doctors offices, any restaurant imaginable—it makes it a nice and easy place to retire. We are very close to the beach, so all that makes it an easy place to live. Some of Lealman's biggest challenges are the traffic.

Compared to the life in the City of St. Pete, Lealman is a much quieter and more secluded area. As far as service level, nothing is any different from when lived in the city.

There are no big problems noted, other than transportation. If you don't have a vehicle getting around would be a problem.

Importance: All categories rated 8-10 on 10-point scale

Satisfaction ratings were a 6 or lower for the following categories:

Availability of child care

You hear residents talking about this being an issue (just not personally relevant as a retired resident)

- Contributing factors: cost of child care, location of child care centers
- Biggest challenge: quality of care at child care centers

Availability of jobs

Very low at the moment

- Contributing factors: lack of good paying jobs with benefits, current jobs low paying, lack of transportation, cost of transportation, long commute for jobs, employers leaving the area, lacking education requirements, lack of youth preparation
- Biggest challenge: transportation and availability of jobs for the skillset residents have

Financial stability

In my area it is very good but in other areas many people are having problems with money.

- Contributing factors: lack of available financial counseling
- Biggest challenge: lack of jobs

Sense of community

You don't see a lot of connection between residents

- Contributing factors: lack of events (noted that PAL is making great strides with the kids), camaraderie within Lealman neighborhoods, directional signage, lack of youth centers (PAL and Family Center have been great but need more)

- Biggest challenge: unique visual cues that you are in Lealman—there is a lack of identification with Lealman and many people don't even realize that is where they live; if people don't know where they live they cannot possibly build a connection with the place—there needs to be a designation between St. Petersburg and Lealman

Additional notes:

Concerned about EMS—the County used to have the best system around and other places were coming to Pinellas to study the system and replicate it. Now they are talking about making some radical changes. The ambulances will take longer to get to people because they are going to reduce the number of paramedics on duty. That is not a good thing with all the senior citizens living in this area and throughout the county.

Board Member #2

This resident has been a resident for 63 years and spent teen and most of adult years in Lealman.

Early on when the family first moved to the area, the streets weren't paved, there weren't many houses. The area substantially built up over the years, especially with US 19 and the construction of 275. The population exploded. For the most part, in the early years, the residents were mostly working class white families. It was very "redneck" and there was significant racial segregation. There is much more diversity now.

One of the biggest factors hurting the area is the amount of rental properties. There was a program a while back to encourage speculators to purchase and fix up homes, and then keep them for a set number of years. This all happened when the market crashed, and the houses were bought up. Instead of living in the houses, the owners rented them out. Renters just don't have the same pride of ownership that owners have, and it really gave rise to a decline of the neighborhoods. Now there are big problems with drugs and prostitution. The police are very active in the area. What the goal is now, is to turn the area around and make it more desirable for people to buy the homes. There was a lot of momentum there—the county built two parks,

the area got streetlights, moved to contract garbage collection. In the past there were private companies coming on different days which meant that you would have garbage cans out in front of various homes all different days of the week. There was an annual cleanup day but the trash bins were full within the first hour; the move to a single contract for garbage collection made a significant difference.

The biggest strength of Lealman is its location on the Lealman ridge—one of the two highest places in the county; there is never standing water—it goes down to Joe's Creek and it's gone. Its central location gives good access to main arteries—49th Street, 34th Street, 275. There is good access to the airport, Tampa, north county, etc.

There have been a lot of good things happen in the community over the past 10 years. PAL is now in the community. We want to put in a community pool and a pool complex, community center, sports fields, etc. There is a lot of work with JWB to fund activities and support for the kids. The family park off of 54th Avenue is getting new playground equipment. Joe's Creek is now fully connected; the next goal is a "county-looking" park entry to bring attention to it and visibility. No

events have happened there yet, but once there is signage and picnic equipment there will be even more activity in that new park.

Something that positively impacted the community (much like the trash pickup) was the code enforcement officer addition. There was previously one officer responsible for the whole area. The person did not have the time to proactively look for violations so the only way to get something done was to “rat on your neighbor.” That started a bad culture of neighbors getting into arguments and then calling on one another in a tit for tat way. The officer would tell the person who made the report to try to curb the calls, but that made things even worse between neighbors and eventually they quit calling. The LCA then asked the commissioner’s office to begin fielding the calls and relay them to codes, so that at least issues could be addressed. The policy is now not to disclose who calls the report. There was another officer added and then taken away by budget cuts. Currently, they say there is one officer but the residents are not convinced they are doing their job. At best, they are responding to calls, but are not proactive.

A big barrier for the community has been gaining recognition of its existence and its location. In the past, elected officials did not know what was considered Lealman. If they don’t know you exist, they can’t do anything to help you. There was a good amount of help from County Administrator Steve Spratt in getting the first park going, but it took proactively pursuing meetings and getting the representatives out to the area to see the conditions to get anything done. A core of residents continued to pursue attention. When what is now Joe’s Creek park was discovered, the Audubon Society came out and determined that there were species of birds living in that park that were assumed to be extinct in Pinellas County. That achieved positive attention from the county and from the media. After

this, the area got a lot of traction. Project after project happened and then the economic crunch hit and all the funding dried up.

The vision for Lealman is to do away with ditches and for curbing to be put in so people can safely walk along the road and residents can mow their lawns to a hard line. The ditches are garbage collectors which collect especially after rain and eventually works its way back into Joe’s Creek. They are so deep you can’t mow them either. The vision also relies heavily on Joe’s Creek park. The ideal plan for that is to have the county put in a bridal path in the park on the south side and on the north side a walking path with benches, lights, and licensed vendors for food and ice cream as a source of revenue. It needs to be a place to come to. The county could buy up many of the houses and tear them down to rebuild—they are that old and such terrible eyesores. There are not a lot of places in the county where you have this amount of space to tear down and rebuild. If this happened, the county could set ordinances for the type of structure that is built on that property, making them more sustainable for the future versus the wood frames that so many of the houses are today.

Importance: All categories rated 10 on 10-point scale

Satisfaction ratings were a 6 or lower for the following categories:

Availability of child care

When you have the income levels that most Lealman residents have it requires that you have two working parents; what we have is not big enough and not widespread enough for parents that don’t have cars. There is some subsidized child care but there are only a certain number of slots and once those are filled you’re out of luck.

- Contributing factors: location of child care centers

- Biggest challenge: cost of child care and the general formula of having a poor community that has to work but gets low wages, then you add in the lack of training/preparation to work through lack of education, and then kids not being properly raised—it's a losing situation
- Biggest challenge: we don't want to be an area for "affordable housing"—we have to be careful how we talk about the housing; big need is for a program that subsidizes funding for home repairs—painting, new kitchens, roofs, replacement of rotten wood—just needs to be overseen by county workers so the work is done right

Availability of jobs

This is a missed opportunity between Joe's Creek and WorkNet Pinellas. Would love to see employers take on high school graduates or those nearing graduation and train them for a year so that they are getting experience—if you don't have a job you can't get a job and if you have no experience, you can't get a job. This would help the companies and help the residents. There is a deep need to build the desire for employment within kids—they don't all have parents that instill pride and encouragement. There is always a lot of talk about tourism jobs, but those jobs are so low paying; the focus needs to be on manufacturing. Lot of opportunity in Joe's Creek Industrial Park.

- Contributing factors: lack of computer skills, lack of transportation, lack of right skills, lack of preparation of the youth for workforce
- Biggest challenge: lack of required education level

Housing availability

Residents in these neighborhoods gravitate to where they don't have to pay first/last and deposits—they live hand to mouth paying higher rent prices on a weekly basis instead because they don't have other options; the other thing is the housing crunch displaced many of the poor and families, prompting them to live in their cars. For fear of the kids being taken away, they don't report the situation.

- Contributing factors: cost of utility/rent deposit, cost of purchasing home, need for repairs, neighborhood conditions

Safety & Security

Too much drug activity to feel safe; they are very responsive it is just that no one calls the police for fear of the criminals finding out who made the call

- Contributing factors: lack of bike lanes, lack of respect for property, lack of pride for property (as a result of poor code enforcement)
- Biggest challenge: amount of criminal activity

Access to nutrition

A good number of people in Lealman use food stamps and they use the cards at the food marts rather than grocery stores because they can walk there and don't have to contend with transportation; their nutrition is negatively impacted by the food they buy at these food mart stores

- Contributing factors: lack of transportation to available grocers, lack of education in nutrition
- Biggest challenge: lack of monitoring of food stamps and therefore misuse of them

Financial stability for residents

All stems from education; budgeting is not something many families have ever been exposed to so the kids need to be educated on how to break that cycle

- Contributing factors: lack of knowledge of budgeting, lack of knowledge of checking accounts, lack of knowledge of savings accounts

- Biggest challenge: lack of available financial counseling

Transportation

- Contributing factors: cost of buying a car/down payment, lack of credit to finance purchase, cost of repairs/gas/insurance, location of public transit stops, location of stops relevant to work and to shopping/entertainment
- Biggest challenge: limited public transportation affects jobs, access to nutrition, access to training—it is a perpetual cycle

Health care

There is a significant need and a clinic is slated to happen in the community because the things located outside of the community are not accessible via transportation

- Contributing factors: lack of insurance, existing health conditions
- Biggest challenge: lack of transportation

Sense of Community

There is not even good LCA participation now (launched in 1999)

- Contributing factors: lack of events, adult recreational events, youth centers, senior centers

- Biggest challenge: availability of recreational activities for kids; for adults there is not community buy-in right now so a single event is not suddenly going to make a complete change but over time it will

Additional comments:

The PAL program needs to be expanded so that it can support more kids. The mentorship aspect of the program is desperately needed. The kids learning life skills and getting training will set them up for the future.

The county pulled back on funding. That stopped momentum, beginning with code enforcement being pulled back. Many of the good people gave up and left. When you stop momentum, it is twice as hard to start it up again.

The county needs to get out of the habit of operating in silos and start coordinating. There are individual groups doing things and creating programs but the programs aren't any good if people don't know how to find out about them.

Building up more of a community is so important. There need to be more events and activities like what is being created by PAL. Movies in the park and family-type things are also needed so that this isn't just where someone happens to live or is "stuck."

Board Member #3

The resident grew up in Pinellas Park but has been living in Lealman since 1976. Currently the resident works from home.

Would describe Lealman as an area of great diversity. They have been able to fight off the annexation wars and now need to build a community from what is left.

The greatest strength of the area is the people. There are not a lot of high earners, but there are many doing okay and others who are barely hanging on. The people are good to one another and there is a sense of community. People are tired of government and organizations and many feel that they have not been served well. It means sending out the message that we can do something better if we band together and just do it—that's the way people are in Lealman. They will do something if their backs are up against the wall, but otherwise they will just hang on and hope for better days.

Biggest challenge is the youth—many are in jail or involved with drugs and illegal activity. Fortunately, the area has banded together with PAL to get kids involved. Kids have taken great strides with the Step Up program. The kids learned things as simple as table etiquette and how to eat with utensils. They graduated from the program during one of the LCA meetings and it was great to see the transformation. The biggest obstacle of the moment is establishing a community center. That is something that would benefit not only the youth, but adults and seniors. There is not a place where people can mingle together and have the older adults mentor the kids—that is an important variable often overlooked.

Getting anything built takes significant work and effort to pursue the public officials and bring the needs to their attention. There is a feeling that many of the communities in the county get significantly more

funding to build grandiose projects when in Lealman it is a struggle to get them to respond even to small needs like a restroom in a park so parents with small children could use and enjoy it.

Importance: All categories rated between 8 and 10 on 10-point scale

Satisfaction ratings were a 6 or lower for the following categories:

Availability of jobs

Many people are un or underemployed in the community and a good number are in their 50s, never expecting to be cut, and were not financially prepared to be cut. The County's focus on tourism is misguided; those jobs pay low wages. They should instead be focusing on the skilled labor jobs in mid county and building up those companies so they will put more people back to work (clean industries).

- Contributing factors: lack of good paying jobs with benefits, lack of computer skills, employers leaving the area, people lack right skills for the open jobs, lack education level required, youth unprepared for workforce—skills like irrigation, plumbing, builders, electricians, etc.
- Biggest challenge: current jobs are low paying

Access to education and training

The government needs to spend money where it will make them money. The more people they can train to have the necessary knowledge and skills, the better off it will be.

- Contributing factors: no high school diploma, no GED, lack of access to GED classes, lack of computer skills, lack of computer training, cost of tuition, threats of violence in schools, lack of dropout prevention programs
- Biggest challenge: lack of access to programs teaching vocational skills—train the kids in a trade
- Contributing factors: lack of knowledge of how to buy a car, cost, lack of credit, cost of gas/repairs, limited public transportation, location of stops relevant to home/work/entertainment
- Biggest challenge: general cost of operating a vehicle; need better infrastructure for all the bikers and walkers—wider sidewalks; also the bussing system is poor with very few people riding at a given time—should reduce to smaller vehicles

Housing availability

The amount of investor owned properties in the area is detrimental

- Contributing factors: cost of rent and utilities, cost of purchasing a home, housing size, repairs needed, poor neighborhood conditions, lack of shelters for domestic events and natural disasters
- Biggest challenge: housing costs continue to escalate

Financial stability for residents

More people are hanging on than doing OK

- Contributing factors: lack of knowledge of budgeting, lack of knowledge of checking/savings accounts
- Biggest challenge: lack of availability of financial counseling—if had a community center they could bring someone in to give classes or training on this

Transportation

Prices are coming down for vehicles, but they are still a huge expense

Health care

Plenty of great places are available, but none of them are close; dental services are severely lacking

- Contributing factors: doctors won't take insurance, few clinics/doc offices, not enough money to purchase prescriptions
- Biggest challenge: lack of insurance either b/c employer doesn't provide it or not making enough money to be able to buy it independently; people need to be educated on which plan to choose that is right and affordable for them

Board Member #4

The resident has been living in Lealman for 16 years and works in the area as well.

Would tell people with children not to move to Lealman due to the number of sexual predators living in some of the mobile home parks—particularly the one off of 54th Ave and 28th Street. It is not a good place to buy but not a bad place to rent—there are a lot of rental properties available. The two parks are very nice and good places to spend time. The sheriff's department and PAL program are very supportive of the area. The north end of 54th avenue would be better than the south end of 54th. They should get familiar with the sheriff's department and talk to a few officers because you never know when you will need to call upon them. Residents should also get to know a neighbor or two so you can look after one another's properties. The resident has never personally had a problem, but it depends where in Lealman you are planning to live.

The greatest strength is the location. If you need to go to Tampa or to downtown St. Pete/Clearwater/Largo—you have good access to those. There are the shops at Pinellas Park are also a perk. The two parks are very nice additions. Residents can also attend the community meetings where there is just a world of information.

The drug and prostitution are huge issues. There are a lot of rental properties that are not kept up. Homeownership is really the biggest issue to tackle to turn things around. When you have someone purchasing a home, they have a completely different attitude than a renter; they have skin in the game. If you had more owners the crime would likely reduce.

The ideal Lealman would be one that looks like Safety Harbor. Safety Harbor also has a lot of older homes, but they are kept up better. It would be nice if some of the

hospital workers lived in Lealman and could build up the amount of owners. It could be a cute little area if people invested in it.

Importance: All categories rated between 8 and 10 on 10-point scale

Satisfaction ratings were a 6 or lower for the following categories:

Availability of jobs

A lot of it is personal responsibility for some of the things you have to do to boost yourself up

- Contributing factors: current jobs are low paying, people lack the right skills for the open jobs, people lack education level required to obtain a job, lack of youth preparation for workforce
- Biggest challenge: employers leaving the area

Access to education and training

Need to get the word out better about all that exists. The LCA is getting such low attendance now versus in the past and the LCA could be a great referral resource for new residents if they became more active.

- Contributing factors: lack of GED, lack of programs for gaining computer skills, lack of college education
- Biggest challenge: no high school diploma

Housing availability

The kind of people you have living in the area are low skill, low income, no credit and can't purchase a home. There are very affordable houses but the credit history is a challenge for many.

- Contributing factors: housing doesn't meet family needs, neighborhood conditions
- Biggest challenge: need for repairs
- Biggest challenge: low skill level and low associated incomes

Access to nutrition

- Contributing factors: subsidized assistance runs out before the end of the month, lack of education in nutrition, making food stretch throughout the month
- Biggest challenge: not enough income to purchase food

Financial stability for residents

You see more and more of the homeless hanging out at the park on 54th Ave. The sheriff is working to ban smoking from the park and once that goes through, then he will be able to ask them to leave.

- Contributing factors: lack of knowledge of budgeting, lack of knowledge of checking/savings accounts, lack of available financial counseling

Sense of Community

- Contributing factors: availability of recreational activities for kids, camaraderie within Lealman neighborhoods, directional signage, lack of youth centers
- Biggest challenge: lack of events

Additional notes:

They would like to see Lealman Elementary open up its doors to the community during the summer rather than being locked up tight. It would be nice if the kids could have access to the playground, the library and computers. Turn it into a camp where they have art time, reading time, computers—things to keep the kids busy. The PAL program has been working really well, so I want to see that continue.

Board Member #5

The resident has lived in Lealman their whole life—59 years.

Would describe Lealman as a small community but not a rich community. It has always been low income.

Strengths of Lealman are the fire department, the Lealman Community Association, the parks, and the garbage pickup.

Weaknesses are that because it is low income there are a lot of rentals, empty houses, people who come in and out...they don't care because they are renting. To put out a meeting is very difficult because people either don't have a computer, don't read the paper or just don't care.

The big issue in Lealman is code enforcement. You make a complaint but because there are not enough officers going around nothing ever happens. There is one house in particular that is under foreclosure and it has a pool in the back. The water in the pool is black

from dirt and bacteria. The residents worry about a kid falling into it. Many have placed complaints and code enforcement records the issue but then there is a disconnect between the officer reporting the citation to the owner of the property. There is a big difference between Kenneth City and Lealman. Both have older homes and could look very similar; the difference is that code enforcement is on top of issues before they get out of hand (paint chipping, number of vehicles, fence falling down, etc.).

Priority concerns for the resident are more lighting and sidewalks on 46th, especially. There are a lot of people who walk and bike. Without lighting and sidewalks it is hard to see people at night.

If the area was cleaned up more, the resident thinks that all people (even renters) would take more pride in their homes.

Importance: All categories rated 10 on 10-point scale

Satisfaction ratings were a 6 or lower for the following categories:

Transportation

The missing piece is more information on what is currently available in the way of transportation—it is not always clear to residents

- Contributing factors: cost of buying a car/down payments, lack of credit to finance car, cost of repairs/gas/insurance, limited public transit
- Biggest challenge: not having info on what is currently available

Additional comments:

Lealman is a great place to live, but could be better. Your experience in the community depends on your neighbors. There is not a need for more shopping retail but there is a great need for people to care more about where they live. Right now there are a lot of foreclosed homes that are in disrepair that makes it unappealing to new people considering moving in. It all comes down to code enforcement. That will turn things around.

APPENDIX:

Telephonic Survey of Lealman Residents

The Questions

I am calling residents of Lealman on behalf of Pinellas County to understand residents' satisfaction with current programs and services and to get their thoughts on what they would like to see improve in the future.

<If ask for more information: Pinellas County is evaluating the conditions and needs within designated Healthy Community Areas and your thoughtful feedback will help the county better understand the programs, services, and resources needed in your community.>

1. *Are you a resident of the Lealman community?*
<boundaries if ask: to the north—62nd Ave; to the south—38th Ave; to the east—I-275; to the west—49th Street>
___ Yes / No (if no, terminate call)

1a. *<If yes> Do you live in Lealman year-round?*
___ Yes / No

2. Male / Female (RECORD ONLY—do not ask)

3. *In which of the categories does your current age fall?*
___ 18-29 / 30-39 / 40-64 / 65+

4. *Would you recommend Pinellas County to a friend, family member or acquaintance, as a place to:*

4a. *Live*
___ Definitely / Probably / Maybe /
Probably not / Definitely not

4b. *Raise Children*
___ Definitely / Probably / Maybe /
Probably not / Definitely not

4c. *Work*
___ Definitely / Probably / Maybe /
Probably not / Definitely not

4d. *Retire*
___ Definitely / Probably / Maybe /
Probably not / Definitely not

5a. How long have you lived within Pinellas County?
___ One year or less / 2-4 years / 5-9 years / 10-14 years / 15+ years

5b. In Lealman?
___ One year or less / 2-4 years / 5-9 years / 10-14 years / 15+ years

6. Please rate how important the following topics are to you and how satisfied you are with your experience with each as a resident of the Lealman community. <If they say 6 or lower on satisfaction, we want to have them respond to the expanded list of questions that relates to each topic, on the subsequent pages>

6a. Availability of child care
___ Importance / ___ Satisfaction

6b. Availability of jobs
___ Importance / ___ Satisfaction

6c. Access to education and training
___ Importance / ___ Satisfaction

6d. Housing availability
___ Importance / ___ Satisfaction

6e. Safety & security
___ Importance / ___ Satisfaction

6f. Access to better, more nutritious food
___ Importance / ___ Satisfaction

6g. Financial stability for residents
___ Importance / ___ Satisfaction

6h. Transportation
___ Importance / ___ Satisfaction

6f. Health care
___ Importance / ___ Satisfaction

6g. Sense of Community
___ Importance / ___ Satisfaction

7. From your perspective as a resident of the Lealman community please rate your satisfaction with each of the following items, reflecting upon your experience within the community to do so. Use a 1-10 scale, where 1 represents "extremely dissatisfied" and 10

"extremely satisfied." <If the respondents are reacting to more than three categories, repeat at the start of the new category: And how satisfied are you with (response option) within the Lealman Community?>

7a. Availability of Child Care

- i. Accessibility of child care facilities and providers
- ii. Quality of child care facilities and providers
- iii. Location of child care facilities and providers in relation to your work location
- iv. Child care fees charged by facilities and providers
- v. Hours of operation of child care facilities and providers

7b. Availability of Jobs

- i. Number of businesses coming into the area and opening new locations
- ii. Availability of fulltime work for my skillset
- iii. Availability of part-time work for my skillset
- iv. Availability of youth employment programs for your children

7c. Access to Education and Training

- i. Access to educational meetings and classes
- ii. Computer access through libraries or facilities
- iii. Skill training or retraining programs for adults
- iv. Skill training or retraining programs for children

<The order of these following categories will be randomized to avoid respondent fatigue.>

7d. *Housing Availability*

- i. Availability of affordable housing for purchase
- ii. Availability of affordable rental housing
- iii. Availability of affordable housing for your family size
- iv. Ability to stay in the same dwelling from year to year

7e. *Safety & Security*

- i. Responsiveness of code enforcement
- ii. Responsiveness of law enforcement
- iii. Responsiveness of fire and emergency medical services
- iv. Ability to safely walk during the day
- v. Ability to safely walk during the night
- vi. Availability of crosswalks on busy roadways
- vii. Presence of sidewalks on narrow roadways
- viii. Presence of bike lanes
- ix. Water drainage after thunderstorm events

7f. *Access to Better, More Nutritious Foods*

- i. Access to stores selling fresh fruit, vegetables and meat
- ii. Presence of community gardens

7g. *Financial Stability for Residents*

- i. Access to banks or credit unions
- ii. Opportunity to apply for, obtain, and maintain a savings account at a bank or credit union
- iii. Opportunity to apply for and obtain a checking account at a bank or credit union
- iv. Opportunity to apply for and obtain a mortgage loan at a bank or credit union
- v. Opportunity to apply for and obtain an auto loan at a bank or credit union
- vi. Availability of financial counseling and budgeting assistance

7h. *Transportation*

- i. Coverage of public transportation routes
- ii. Wait times for public transportation
- iii. Location of public transportation stops in relation to your home
- iv. Location of public transportation stops in relation to your work
- v. Location of public transportation stops in relation to shopping needs
- vi. Location of public transportation stops in relation to recreational, social or cultural activities
- vii. Protection from bad weather at bus stops
- viii. Nighttime lighting at bus stops

7i. *Health Care*

- i. Presence of primary care providers who accept your health insurance plan
- ii. Presence of specialists
- iii. Presence of health clinics
- iv. Ability to choose and maintain a consistent relationship with a primary care provider

7j. *Sense of Community*

- i. Awareness of community development activities occurring in the area
- ii. Involvement of Lealman community residents during the development and planning of economic and community development projects
- iii. Presence of senior centers
- iv. Presence of youth centers
- v. Relationships with neighbors
- vi. Cleanliness of the neighborhoods
- vii. Availability of recreational activities for children
- viii. Availability of recreational activities for adults

8. *What is your primary form of transportation?*

- Personal car
- Public Bus
- Bicycle
- Neighbor
- friend or family member's car
- By foot
- Other _____

9. *Do you have children under the age of 18 living in your household?*

- Yes / No

10. *What is your highest level of completed education?*

<record their response, do not read>

- Did Not Complete High School
- High School or GED
- Trade or Vocational school
- Some College
- Bachelor's Degree
- Master's Degree
- Advanced Graduate work or Ph.D.

11. *Which option most closely describes your race?*

- White/Caucasian
- Black/African American
- Hispanic/Latino
- Asian/Pacific Islander
- Other _____

12. *In what range does your household income fall?*

- Under \$25k
- \$25k-\$49k
- \$50k-\$74k
- \$75k-\$99k
- \$100k-\$149k
- \$150k+

13. *Do you rent or own?*

- Rent / Own

14. *What type of unit do you (own/rent)?*

- Single family home
- Duplex or triplex
- Apartment
- Mobile home

Lealman Resident Telephonic Study

Are you a resident of the Lealman Community?

	Total		Gender		Age Group			East v West		Education		Household Income		
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/Some College	<\$49K	\$50-\$74K	\$75K+
Base	400	187	213	298	102	116	165	97	79	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

1. Do you live in Lealman year-round?

	Total		Gender		Age Group			East v West		Education		Household Income		
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/Some College	<\$49K	\$50-\$74K	\$75K+
Base	400	187	213	298	102	116	165	97	79	96.8%	99.0%	100.0%	98.0%	100.0%
Yes	97.3%	99.5%	95.3%	97.0%	98.0%	94.8%	96.4%	99.0%	100.0%	96.8%	99.0%	100.0%	98.0%	100.0%
No	2.8%	.5%	4.7%	3.0%	2.0%	5.2%	3.6%	1.0%	2.0%	3.2%	1.0%	2.0%	2.0%	

2. (Record gender)

	Total		Gender		Age Group			East v West		Education		Household Income		
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/Some College	<\$49K	\$50-\$74K	\$75K+
Base	400	187	213	298	102	116	165	97	79	43.2%	55.7%	42.7%	54.9%	53.2%
Male	46.8%	100.0%		48.3%	42.2%	36.2%	44.2%	55.7%	53.2%	43.2%	44.2%	42.7%	54.9%	53.2%
Female	53.3%		100.0%	51.7%	57.8%	63.8%	55.8%	44.3%	46.8%	56.8%	55.8%	57.3%	45.1%	46.8%

3. In which of the categories does your current age fall?

	Total		Gender		Age Group			East v West		Education		Household Income		
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/Some College	<\$49K	\$50-\$74K	\$75K+
Base	400	187	213	298	102	116	165	97	79	1.6%	3.1%	3.5%	5.9%	6.3%
18-29	4.0%	3.2%	4.7%	3.4%	5.9%		6.7%	3.1%	6.3%	1.6%	6.7%	3.5%	5.9%	6.3%
30-39	11.0%	10.7%	11.3%	11.4%	9.8%		8.5%	22.7%	27.8%	4.8%	8.5%	4.9%	9.8%	27.8%
40-64	55.5%	62.6%	49.3%	55.7%	54.9%	100.0%	55.2%	54.6%	54.4%	57.6%	55.2%	52.4%	62.7%	54.4%
65+	29.0%	22.5%	34.7%	29.2%	28.4%	100.0%	29.1%	19.6%	11.4%	36.0%	29.1%	38.5%	21.6%	11.4%
Refused	.5%	1.1%		.3%	1.0%		.6%		.7%		.6%	.7%		

4a. Would you recommend Pinellas County ... as a place to: Live

	Total		Gender		Age Group			East v West		Education			Household Income		
			Gender		18-39	40-64	65+	East	West	HS or Less	Trade/Some College	BS +	<\$49K	\$50-\$74K	\$75K+
			Male	Female											
Base	400	187	213	60	222	116	298	102	125	165	97	143	51	79	
Definitely	73.3%	68.4%	77.5%	80.0%	71.2%	74.1%	72.1%	76.5%	76.0%	69.1%	78.4%	72.0%	80.4%	86.1%	
Probably	12.0%	15.0%	9.4%	8.3%	13.5%	11.2%	13.1%	8.8%	6.4%	16.4%	10.3%	9.8%	5.9%	5.1%	
Maybe	8.0%	8.0%	8.0%	8.3%	9.0%	6.0%	8.4%	6.9%	6.4%	9.1%	7.2%	8.4%	7.8%	3.8%	
Probably not	3.3%	4.3%	2.3%	1.7%	2.7%	4.3%	2.7%	4.9%	5.6%	3.0%	1.0%	4.9%	2.0%	2.5%	
Definitely not	3.5%	4.3%	2.8%	1.7%	3.6%	4.3%	3.7%	2.9%	5.6%	2.4%	3.1%	4.9%	3.9%	2.5%	

4b. Would you recommend Pinellas County ... as a place to: Raise Children

	Total		Gender		Age Group			East v West		Education			Household Income		
			Gender		18-39	40-64	65+	East	West	HS or Less	Trade/Some College	BS +	<\$49K	\$50-\$74K	\$75K+
			Male	Female											
Base	400	187	213	60	222	116	298	102	125	165	97	143	51	79	
Definitely	61.0%	59.4%	62.4%	71.7%	61.7%	54.3%	60.4%	62.7%	60.8%	57.0%	70.1%	58.0%	74.5%	78.5%	
Probably	16.3%	17.6%	15.0%	15.0%	14.9%	19.8%	16.8%	14.7%	12.0%	20.6%	12.4%	13.3%	11.8%	10.1%	
Maybe	11.8%	10.2%	13.1%	10.0%	10.8%	14.7%	11.7%	11.8%	12.0%	14.5%	7.2%	14.7%	5.9%	5.1%	
Probably not	5.5%	5.9%	5.2%	1.7%	5.9%	6.0%	4.7%	7.8%	5.6%	4.8%	5.2%	6.3%	2.0%	2.5%	
Definitely not	5.5%	7.0%	4.2%	1.7%	6.8%	5.2%	6.4%	2.9%	9.6%	3.0%	5.2%	7.7%	5.9%	3.8%	

4c. Would you recommend Pinellas County ... as a place to: Work

	Total		Gender		Age Group			East v West		Education			Household Income		
			Gender		18-39	40-64	65+	East	West	HS or Less	Trade/Some College	BS +	<\$49K	\$50-\$74K	\$75K+
			Male	Female											
Base	400	187	213	60	222	116	298	102	125	165	97	143	51	79	
Definitely	60.8%	59.4%	62.0%	61.7%	64.0%	54.3%	59.1%	65.7%	63.2%	55.2%	69.1%	59.4%	74.5%	70.9%	
Probably	16.3%	18.2%	14.6%	15.0%	15.3%	19.0%	17.1%	13.7%	8.8%	23.0%	12.4%	11.9%	9.8%	10.1%	
Maybe	10.5%	9.1%	11.7%	13.3%	10.4%	9.5%	11.1%	8.8%	10.4%	11.5%	8.2%	12.6%	5.9%	7.6%	
Probably not	6.5%	7.0%	6.1%	6.7%	4.1%	10.3%	6.4%	6.9%	9.6%	5.5%	4.1%	8.4%	2.0%	6.3%	
Definitely not	6.0%	6.4%	5.6%	3.3%	6.3%	6.9%	6.4%	4.9%	8.0%	4.8%	6.2%	7.7%	9.8%	5.1%	

4d. Would you recommend Pinellas County ... as a place to: Retire

	Total		Gender		Age Group			East v West		Education			Household Income		
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Base	400	187	213		60	222	116	298	102	125	165	97	143	51	79
Definitely	77.0%	73.8%	79.8%		76.7%	75.7%	80.2%	76.2%	79.4%	75.2%	74.5%	84.5%	76.2%	84.3%	86.1%
Probably	9.8%	10.7%	8.9%		10.0%	11.3%	6.9%	10.1%	8.8%	6.4%	12.1%	8.2%	9.1%	3.9%	5.1%
Maybe	4.3%	5.3%	3.3%		6.7%	4.5%	2.6%	4.7%	2.9%	5.6%	5.5%		4.2%		1.3%
Probably not	4.0%	3.7%	4.2%		6.7%	2.7%	4.3%	3.7%	4.9%	4.8%	3.6%	4.1%	2.8%	5.9%	5.1%
Definitely not	5.0%	6.4%	3.8%			5.9%	6.0%	5.4%	3.9%	8.0%	4.2%	3.1%	7.7%	5.9%	2.5%

5a. How long have you lived within Pinellas County?

	Total		Gender		Age Group			East v West		Education			Household Income		
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Base	400	187	213		60	222	116	298	102	125	165	97	143	51	79
One year or less	2.8%	4.3%	1.4%		3.3%	2.7%	1.7%	3.7%		2.4%	1.8%	4.1%	4.2%	2.0%	2.5%
2-4 years	2.0%	1.6%	2.3%		3.3%	1.4%	2.6%	1.7%	2.9%	2.4%	1.8%	2.1%	2.8%	2.0%	1.3%
5-9 years	7.3%	8.0%	6.6%		11.7%	7.2%	4.3%	7.4%	6.9%	8.0%	6.7%	7.2%	6.3%	11.8%	7.6%
10-14 years	12.0%	9.6%	14.1%		21.7%	11.7%	7.8%	12.4%	10.8%	9.6%	10.3%	18.6%	7.7%	17.6%	20.3%
15+ years	75.8%	75.9%	75.6%		60.0%	76.6%	83.6%	74.5%	79.4%	77.6%	79.4%	67.0%	79.0%	66.7%	67.1%
(DO NOT READ) Refused	.3%	.5%				.5%		.3%				1.0%			1.3%

5b. How long have you lived in Lealman?

	Total		Gender		Age Group			East v West		Education			Household Income		
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Base	400	187	213		60	222	116	298	102	125	165	97	143	51	79
One year or less	3.0%	4.8%	1.4%		3.3%	2.7%	2.6%	3.7%	1.0%	3.2%	1.8%	4.1%	5.6%	2.0%	2.5%
2-4 years	5.0%	3.7%	6.1%		13.3%	4.1%	2.6%	4.0%	7.8%	4.8%	3.6%	7.2%	7.0%	3.9%	3.8%
5-9 years	13.8%	15.5%	12.2%		18.3%	15.8%	6.9%	13.8%	13.7%	12.0%	13.3%	16.5%	12.6%	17.6%	16.5%
10-14 years	17.8%	15.5%	19.7%		26.7%	18.0%	12.9%	18.8%	14.7%	15.2%	15.8%	25.8%	14.7%	21.6%	25.3%
15+ years	56.8%	57.2%	56.3%		35.0%	56.3%	69.8%	55.7%	59.8%	63.2%	59.4%	44.3%	60.1%	54.9%	50.6%
(DO NOT READ) Refused	3.8%	3.2%	4.2%		3.3%	3.2%	5.2%	4.0%	2.9%	1.6%	6.1%	2.1%			1.3%

6a. Please rate how important the following topics are to you on a 10-point scale where 10 represents strongest importance. (Averages shown)

	Total	Gender		Age Group			East v West		Education			Household Income		
		Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Availability of child care	6.64	6.60	6.67	8.57	6.50	5.88	6.67	6.56	6.76	6.65	6.75	5.95	6.90	7.48
Availability of jobs	7.93	7.82	8.01	9.12	8.10	6.95	7.81	8.27	7.98	8.12	7.84	7.43	8.14	8.89
Access to education and training	8.13	8.04	8.20	9.17	8.23	7.37	7.99	8.52	8.22	8.08	8.36	7.96	8.63	8.62
Housing availability	8.03	7.87	8.18	8.67	8.02	7.71	7.95	8.28	8.06	8.10	8.19	7.96	8.27	8.34
Safety & security	9.27	9.16	9.36	9.67	9.27	9.04	9.16	9.56	9.13	9.32	9.59	9.29	9.31	9.82
Access to better, more nutritious foods	8.67	8.54	8.79	8.62	8.68	8.66	8.62	8.82	8.92	8.48	8.86	8.90	9.00	8.57
Financial stability for residents	8.93	8.79	9.04	9.30	8.96	8.66	8.89	9.03	8.73	8.96	9.36	8.84	9.14	9.51
Transportation	8.08	8.03	8.13	8.23	8.26	7.63	8.00	8.31	7.81	8.32	8.21	7.94	8.31	8.06
Health care	9.22	9.12	9.30	9.43	9.23	9.08	9.14	9.45	8.95	9.35	9.54	9.17	9.00	9.53
Sense of Community	8.68	8.66	8.70	8.57	8.85	8.41	8.62	8.86	8.37	8.91	8.85	8.38	9.00	8.84

6b. Please rate how satisfied you are with your experience with each topic as a resident of the Lealman community on a 10-point scale where 10 represents strongest satisfaction. (Averages shown)

	Total	Gender		Age Group			East v West		Education			Household Income		
		Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Availability of child care	6.63	6.58	6.67	6.80	6.55	6.72	6.69	6.45	6.63	6.53	6.77	6.63	6.39	6.85
Availability of jobs	7.16	7.09	7.22	6.97	7.10	7.36	7.17	7.13	7.30	6.98	7.25	7.22	6.84	7.19
Access to education and training	7.73	7.57	7.87	7.77	7.65	7.85	7.71	7.79	7.75	7.70	7.72	7.86	7.59	7.84
Housing availability	7.59	7.58	7.59	7.47	7.57	7.69	7.55	7.70	7.66	7.56	7.64	7.66	7.67	7.63
Safety & security	8.28	8.34	8.23	8.08	8.19	8.53	8.27	8.31	8.20	8.25	8.35	8.24	8.20	8.34
Access to better, more nutritious foods	8.05	8.01	8.08	7.92	7.98	8.22	8.02	8.13	7.79	8.18	8.10	8.08	8.20	8.11
Financial stability for residents	7.58	7.61	7.55	7.55	7.43	7.87	7.51	7.78	7.64	7.47	7.63	7.57	7.49	7.67
Transportation	7.70	7.79	7.62	7.72	7.63	7.80	7.67	7.78	7.70	7.63	7.64	7.73	7.69	7.70
Health care	8.20	8.11	8.28	8.02	8.05	8.59	8.11	8.47	8.10	8.30	8.10	8.27	8.02	8.25
Sense of Community	8.26	8.26	8.25	8.37	8.13	8.42	8.26	8.25	8.13	8.21	8.36	8.19	8.29	8.33

7a. Please rate your satisfaction with: Availability of Child Care sub-categories based upon your experience within the Lealman community. (Averages shown)

	Total	Gender		Age Group			East v West		Education			Household Income		
		Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Accessibility of child care facilities and providers	5.10	5.19	5.02	4.91	5.19	5.02	5.18	4.88	5.13	5.03	5.23	5.10	5.23	5.10
Quality of child care facilities and providers	5.17	5.11	5.23	5.05	5.23	5.12	5.17	5.19	5.19	5.16	5.18	5.13	4.96	5.39
Location of child care facilities and providers in relation to your work location	5.11	5.03	5.19	4.82	5.18	5.10	5.09	5.17	5.11	5.13	5.10	5.10	4.88	5.26
Child care fees charged by facilities and providers	4.90	5.12	4.68	5.09	4.90	4.81	4.98	4.67	4.98	4.76	5.03	4.75	5.04	5.03
Hours of operation of child care facilities and providers	5.13	5.27	5.00	5.18	5.17	5.03	5.24	4.81	5.13	5.01	5.38	5.04	5.27	5.32

7b. Please rate your satisfaction with: Accessibility of Jobs sub-categories based upon your experience within the Lealman community. (Averages shown)

	Total	Gender		Age Group			East v West		Education			Household Income		
		Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Number of businesses coming into the area and opening new locations	4.98	5.04	4.93	4.79	5.13	4.77	5.05	4.74	4.92	4.68	5.59	5.03	4.93	5.11
Availability of fulltime work for my skillset	4.75	4.88	4.64	4.57	4.82	4.71	4.77	4.70	4.92	4.61	4.77	4.85	5.00	4.68
Availability of part-time work for my skillset	4.91	5.12	4.73	4.64	5.05	4.77	4.96	4.74	4.94	4.89	4.86	5.08	4.93	4.68
Availability of youth employment programs for your children	5.05	5.40	4.73	4.86	5.22	4.81	5.13	4.74	5.11	4.75	5.45	5.13	4.93	5.26

7c. Please rate your satisfaction with: Access to Education & Training sub-categories based upon your experience within the Lealman community. (Averages shown)

	Total	Gender		Age Group			East v West		Education			Household Income		
		Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Access to educational meetings and classes	5.00	5.03	4.97	5.22	5.00	4.89	4.98	5.08	4.95	5.00	5.07	4.67	5.00	5.20
Computer access through libraries or facilities	5.22	5.07	5.35	5.22	5.17	5.32	5.10	5.69	5.23	5.23	5.21	5.00	5.00	5.50

Skill training or retraining programs for adults	5.06	5.00	5.12	5.22	5.03	5.05	4.98	5.38	5.09	5.04	5.07	4.61	5.00	5.30
Skill training or retraining programs for children	4.89	4.93	4.85	5.11	4.89	4.79	4.84	5.08	4.86	4.81	5.07	4.61	5.00	5.10

7d. Please rate your satisfaction with: Housing Availability sub-categories based upon your experience within the Lealman community. (Averages shown)

	Total		Gender		Age Group		East v West		Education			Household Income			
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Availability of affordable housing for purchase	5.71	5.43	5.97	5.75	5.34	6.53	5.56	6.21	5.09	5.80	6.12	5.21	6.00	6.00	6.00
Availability of affordable rental housing	5.90	5.67	6.13	6.13	5.55	6.67	5.75	6.43	5.23	6.00	6.53	5.84	6.40	6.50	6.50
Availability of affordable housing for your family size	5.42	5.20	5.63	5.38	5.11	6.20	5.29	5.86	5.00	5.25	6.00	5.37	4.80	5.92	5.92
Ability to stay in the same dwelling from year to year	6.50	6.77	6.25	6.00	6.39	7.07	6.50	6.50	6.18	6.55	6.71	6.89	5.80	6.83	6.83

7e. Please rate your satisfaction with: Safety & Security sub-categories based upon your experience within the Lealman community. (Averages shown)

	Total		Gender		Age Group		East v West		Education			Household Income			
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Responsiveness of code enforcement	5.19	5.27	5.15	5.75	5.28	4.67	5.00	6.00	5.35	5.28	4.00	5.05	4.50	6.00	6.00
Responsiveness of law enforcement	5.88	5.80	5.93	5.75	5.76	6.33	5.68	6.75	5.45	6.50	5.25	5.75	7.25	6.00	6.00
Responsiveness of fire and emergency medical services	6.71	6.67	6.74	6.00	6.76	6.89	6.56	7.38	6.00	7.11	8.50	7.00	8.75	6.33	6.33
Ability to safely walk during the day	5.90	6.27	5.70	5.25	6.00	5.89	5.91	5.88	5.50	6.50	5.25	5.95	7.50	5.33	5.33
Ability to safely walk during the night	4.62	5.07	4.37	4.75	4.79	4.00	4.82	3.75	4.80	4.83	2.75	4.35	4.50	4.67	4.67
Availability of crosswalks on busy roadways	5.38	5.27	5.44	5.75	5.31	5.44	5.32	5.63	5.10	5.89	4.50	5.25	5.00	6.00	6.00
Presence of sidewalks on narrow roadways	5.43	5.13	5.59	5.75	5.31	5.67	5.41	5.50	5.05	5.67	6.25	5.45	5.00	6.00	6.00
Presence of bike lanes	4.90	4.93	4.89	6.00	5.10	3.78	4.94	4.75	5.05	5.00	3.75	4.45	3.25	6.33	6.33
Water drainage after thunderstorm events	4.98	4.60	5.19	6.00	4.93	4.67	4.82	5.63	5.20	5.06	3.50	4.55	4.25	6.33	6.33

7f. Please rate your satisfaction with: Access to Nutrition sub-categories based upon your experience within the Lealman community. (Averages shown)

Total	Gender	Age Group	East v West	Education	Household Income
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	Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Access to stores selling fresh fruit, vegetables and meat	5.94	6.33	7.14	5.73	5.20	5.62	7.00	5.81	5.50	6.75	6.46	6.75	6.50
Presence of community gardens	4.94	4.75	4.43	5.05	5.20	5.19	4.13	5.63	4.60	4.00	5.69	3.25	4.00

7g. Please rate your satisfaction with: Financial Stability sub-categories based upon your experience within the Lealman community. (Averages shown)

	Total		Gender		Age Group		East v West		Education		Household Income			
			Male	Female	18-39	40-64	65+	East	West	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Access to banks or credit unions	6.21	6.63	6.63	5.91	6.40	6.00	6.73	5.84	7.36	6.36	6.69	5.96	8.00	6.40
Opportunity to apply for, obtain, and maintain a savings account at a bank or credit union	6.14	6.71	6.71	5.73	6.10	6.03	6.55	5.88	6.93	6.36	6.77	5.87	8.33	6.20
Opportunity to apply for and obtain a checking account at a bank or credit union	6.56	6.67	6.67	6.48	7.00	6.25	7.18	6.16	7.79	6.91	7.31	6.26	8.33	7.10
Opportunity to apply for and obtain a mortgage loan at a bank or credit union	6.28	6.67	6.67	6.00	6.30	6.11	6.82	5.98	7.21	6.64	6.85	5.96	8.33	6.60
Opportunity to apply for and obtain an auto loan at a bank or credit union	6.12	6.75	6.75	5.67	6.00	6.03	6.55	5.91	6.79	6.27	6.85	5.91	8.33	6.10
Availability of financial counseling and budgeting assistance	5.68	6.17	6.17	5.33	5.20	5.72	6.00	5.58	6.00	5.82	5.54	5.57	5.83	5.80

7h. Please rate your satisfaction with: Transportation sub-categories based upon your experience within the Lealman community. (Averages shown)

	Total		Gender		Age Group		East v West		Education		Household Income			
			Male	Female	18-39	40-64	65+	East	West	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Coverage of public transportation routes	4.68	4.76	4.76	4.63	4.73	4.80	4.38	4.68	4.68	4.65	4.56	4.53	4.56	4.92
Wait times for public transportation	4.78	5.03	5.03	4.63	4.91	4.93	4.38	4.92	4.37	4.58	4.75	4.50	4.56	4.92
Location of public transportation stops in relation to your home	4.95	4.97	4.97	4.94	4.73	4.91	5.14	4.85	5.26	5.03	4.56	5.00	4.78	5.08
Location of public transportation stops in relation to your work	4.95	5.03	5.03	4.90	4.73	5.00	4.95	4.97	4.89	5.00	4.56	4.90	4.89	4.92
Location of public transportation stops in relation to shopping needs	5.05	5.17	5.17	4.98	4.91	5.07	5.10	5.05	5.05	5.16	4.75	5.10	5.00	5.08

Location of public transportation stops in relation to recreational, social or cultural activities	4.88	4.86	4.90	4.91	4.87	4.90	4.86	4.95	5.00	4.81	4.83	4.56	5.00
	4.76	4.76	4.76	4.55	4.89	4.57	4.78	4.68	5.03	4.52	4.69	4.56	5.00
	4.94	5.03	4.88	4.82	5.09	4.67	5.02	4.68	5.00	4.90	4.88	5.56	5.15

7i. Please rate your satisfaction with: Health Care sub-categories based upon your experience within the Lealman community. (Averages shown)

	Total		Gender		Age Group			East v West		Education			Household Income		
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Presence of primary care providers who accept your health insurance plan	5.71	6.40	6.40	4.92	5.25	5.71	6.33	5.78	4.00	5.87	5.14	6.00	6.08	6.00	6.00
Presence of specialists	5.75	6.40	6.40	5.00	5.50	5.67	6.67	5.81	4.00	5.93	5.29	5.83	6.08	5.50	5.67
Presence of health clinics	5.54	6.07	6.07	4.92	5.50	5.43	6.33	5.59	4.00	5.47	5.29	6.00	5.50	6.00	5.67
Ability to choose and maintain a consistent relationship with a primary care provider	5.61	6.13	6.13	5.00	4.75	5.76	5.67	5.67	4.00	5.73	5.00	6.00	6.08	6.00	6.00

7j. Please rate your satisfaction with: Sense of Community sub-categories based upon your experience within the Lealman community. (Averages shown)

	Total		Gender		Age Group			East v West		Education			Household Income		
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Awareness of community development activities occurring in the area	5.24	5.42	5.42	5.16	4.83	5.08	6.14	5.17	5.50	5.22	5.83	4.29	5.33	5.33	5.00
Involvement of Lealman community residents during the development and planning of economic and community development projects	4.43	4.50	4.50	4.40	3.50	4.54	4.86	4.76	3.25	4.94	4.42	3.14	4.78	2.33	3.75
Presence of senior centers	4.89	4.50	4.50	5.08	5.00	4.96	4.57	4.76	5.38	5.11	4.25	5.43	4.94	3.67	5.00
Presence of youth centers	5.03	5.08	5.08	5.00	5.00	4.83	5.71	4.93	5.38	4.83	5.58	4.57	5.06	6.00	5.00
Relationships with neighbors	5.08	5.58	5.58	4.84	5.50	5.00	5.00	5.03	5.25	5.22	4.83	5.14	5.11	5.33	5.50
Cleanliness of the neighborhoods	5.35	5.25	5.25	5.40	5.50	5.42	5.00	5.24	5.75	5.11	5.25	6.14	5.61	5.00	5.50

Availability of recreational activities for children	5.49	5.83	5.32	5.67	5.50	5.29	5.34	6.00	5.33	5.58	5.71	5.72	7.00	5.50
Availability of recreational activities for adults	5.11	5.00	5.16	5.33	5.17	4.71	4.93	5.75	5.28	4.50	5.71	5.44	4.33	5.25

8. What is your primary form of transportation?

	Total		Gender		Age Group			East v West		Education			Household Income		
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Base	400	187	213		60	222	116	298	102	125	165	97	143	51	79
Personal car	92.5%	95.7%	89.7%		96.7%	94.1%	87.1%	94.6%	86.3%	88.8%	91.5%	97.9%	86.7%	98.0%	98.7%
Public Bus	2.8%	1.1%	4.2%		3.3%	2.3%	3.4%	2.7%	2.9%	3.2%	4.2%		4.9%		1.3%
Bicycle	.8%	.5%	.9%			.5%	1.7%		2.9%	.8%	1.2%		2.1%		
Neighbor	.5%		.9%			.5%	.9%		2.0%	.8%	.6%		1.4%		
Friend	.8%	1.1%	.5%			.5%	1.7%	1.0%		1.6%		1.0%	.7%	2.0%	
Family member's car	2.3%	1.1%	3.3%			1.8%	4.3%	1.0%	5.9%	4.0%	1.8%	1.0%	3.5%		
Other	.5%	.5%	.5%			.5%	.9%	.7%		.8%	.6%		.7%		

9. Do you have children under the age of 18 living in your household?

	Total		Gender		Age Group			East v West		Education			Household Income		
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Base	400	187	213		60	222	116	298	102	125	165	97	143	51	79
Yes	20.3%	19.3%	21.1%		68.3%	16.7%	2.6%	21.1%	17.6%	12.8%	16.4%	38.1%	11.9%	33.3%	44.3%
No	79.8%	80.7%	78.9%		31.7%	83.3%	97.4%	78.9%	82.4%	87.2%	83.6%	61.9%	88.1%	66.7%	55.7%

10. What is your highest level of completed education?

	Total		Gender		Age Group			East v West		Education			Household Income	
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K
Base	400	187	213	60	222	116	298	102	125	165	97	143	51	79
Did not complete high school	4.0%	3.2%	4.7%		4.5%	5.2%	4.0%	3.9%	12.8%			7.7%	2.0%	2.5%
High school or GED	27.3%	25.7%	28.6%	13.3%	27.9%	33.6%	26.5%	29.4%	87.2%			44.1%	19.6%	5.1%
Trade or Vocational school	3.0%	1.6%	4.2%	3.3%	2.3%	4.3%	3.4%	2.0%		7.3%		4.2%	2.0%	2.5%
Some college	38.3%	37.4%	39.0%	38.3%	38.7%	37.1%	38.6%	37.3%		92.7%		30.1%	47.1%	35.4%
Bachelor's Degree	21.3%	24.6%	18.3%	35.0%	22.1%	12.9%	20.5%	23.5%			87.6%	12.6%	25.5%	45.6%
Master's Degree	2.5%	3.2%	1.9%	5.0%	1.8%	2.6%	2.3%	2.9%			10.3%	.7%	3.9%	7.6%
Advanced Graduate work or Ph.D	.5%	1.1%		1.7%		.9%	.7%				2.1%	.7%		1.3%
Refused	3.3%	3.2%	3.3%	3.3%	2.7%	3.4%	4.0%	1.0%						

11. Which option most closely describes your race?

	Total		Gender		Age Group			East v West		Education			Household Income	
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K
Base	400	187	213	60	222	116	298	102	125	165	97	143	51	79
White/Caucasian	93.0%	93.6%	92.5%	91.7%	92.8%	94.0%	94.0%	90.2%	92.0%	94.5%	91.8%	90.2%	96.1%	93.7%
Black/African American	3.8%	2.7%	4.7%	6.7%	3.6%	2.6%	3.4%	4.9%	4.8%	2.4%	5.2%	5.6%	3.9%	3.8%
Hispanic/Latino	1.5%	2.1%	.9%	1.7%	1.8%	.9%	1.3%	2.0%	1.6%	.6%	2.1%	1.4%		2.5%
Asian/Pacific Islander	.3%		.5%		.5%		.3%		.8%					
Other	1.0%	1.1%	.9%		1.4%	.9%	.7%	2.0%	.8%	1.2%	1.0%	2.1%		
Refused	.5%	.5%	.5%			1.7%	.3%	1.0%		1.2%		.7%		

12. In what range does your household income fall?

	Total		Gender		Age Group			East v West		Education			Household Income	
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K
Base	400	187	213	60	222	116	298	102	125	165	97	143	51	79
Under \$25,000	19.3%	16.0%	22.1%	11.7%	21.2%	19.8%	18.5%	21.6%	36.8%	12.7%	10.3%	53.8%		
\$25,000 to \$49,000	16.5%	16.6%	16.4%	8.3%	12.6%	27.6%	16.1%	17.6%	22.4%	17.0%	10.3%	46.2%		
\$50,000 to \$74,000	12.8%	15.0%	10.8%	13.3%	14.4%	9.5%	13.1%	11.8%	8.8%	15.2%	15.5%	100.0%		

\$75,000 to \$99,000	12.3%	13.4%	11.3%	25.0%	11.7%	6.9%	12.4%	11.8%	4.0%	13.9%	21.6%		62.0%
\$100,000 to \$149,000	6.3%	7.5%	5.2%	18.3%	5.9%	.9%	6.4%	5.9%	.8%	3.6%	18.6%		31.6%
\$150,000+	1.3%	1.6%	.9%	1.7%	1.8%		1.3%	1.0%		.6%	4.1%		6.3%
Refused	31.8%	29.9%	33.3%	21.7%	32.4%	35.3%	32.2%	30.4%	27.2%	37.0%	19.6%		

13. Do you rent or own?

	Total		Gender		Age Group			East v West		Education			Household Income	
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/Some College	BS +	<\$49K	\$50-\$74K
Base	400	187	213	60	222	116	298	102	125	165	97	143	51	79
Own	87.5%	88.2%	86.9%	78.3%	86.5%	94.0%	88.6%	84.3%	83.2%	89.7%	88.7%	77.6%	94.1%	94.9%
Rent	12.5%	11.8%	13.1%	21.7%	13.5%	6.0%	11.4%	15.7%	16.8%	10.3%	11.3%	22.4%	5.9%	5.1%

14. What type of unit do you own or rent?

	Total		Gender		Age Group			East v West		Education			Household Income	
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/Some College	BS +	<\$49K	\$50-\$74K
Base	400	187	213	60	222	116	298	102	125	165	97	143	51	79
Single family home	81.8%	85.6%	78.4%	90.0%	84.7%	71.6%	79.9%	87.3%	72.0%	86.7%	85.6%	70.6%	90.2%	94.9%
Duplex or triplex	3.5%	3.2%	3.8%	5.0%	4.1%	1.7%	4.0%	2.0%	2.4%	4.2%	4.1%	4.9%	3.9%	
Apartment	4.8%	2.1%	7.0%	3.3%	4.5%	6.0%	5.0%	3.9%	6.4%	3.6%	5.2%	7.0%	3.9%	2.5%
Mobile home	9.3%	7.5%	10.8%		5.9%	20.7%	10.4%	5.9%	19.2%	4.8%	5.2%	17.5%	2.0%	2.5%
Refused	.8%	1.6%		1.7%	.9%		.7%	1.0%		.6%				

15. Do you live North or South of 50th Avenue North?

	Total		Gender		Age Group			East v West		Education			Household Income	
			Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/Some College	BS +	<\$49K	\$50-\$74K
Base	400	187	213	60	222	116	298	102	125	165	97	143	51	79
North	52.8%	47.1%	57.7%	46.7%	57.2%	48.3%	52.3%	53.9%	62.4%	46.7%	55.7%	63.6%	52.9%	54.4%

South	26.5%	30.5%	23.0%	25.0%	22.1%	36.2%	26.2%	27.5%	32.0%	23.6%	26.8%	32.2%	25.5%	19.0%
RF/NA/DK	20.8%	22.5%	19.2%	28.3%	20.7%	15.5%	21.5%	18.6%	5.6%	29.7%	17.5%	4.2%	21.6%	26.6%

16. Do you live East or West of 40th Street?

	Total	Gender		Age Group			East v West		Education			Household Income		
		Male	Female	18-39	40-64	65+	East	West	HS or Less	Trade/ Some College	BS +	<\$49K	\$50-\$74K	\$75K+
Base	400	187	213	60	222	116	298	102	125	165	97	143	51	79
East	44.0%	43.9%	44.1%	35.0%	46.4%	44.8%	49.0%	29.4%	52.8%	38.8%	46.4%	55.9%	45.1%	36.7%
West	27.5%	28.9%	26.3%	23.3%	27.9%	29.3%	19.8%	50.0%	30.4%	26.1%	29.9%	30.1%	33.3%	26.6%
RF/NA/DK	28.5%	27.3%	29.6%	41.7%	25.7%	25.9%	31.2%	20.6%	16.8%	35.2%	23.7%	14.0%	21.6%	36.7%

This report was created by HCP Associates for the Pinellas County Health & Community Services Department.
If you have any questions regarding the study, feel free to contact us at 813-318-0565 or submit your question through our contact form at www.hcpassociates.com/contact.

