

Lafayette Parish Quality of Life Survey 2022

Conducted by Mason-Dixon Polling & Strategy

The following help communities reach their full potential

- Solid Measurement
- Creating the Burning Platform
- Building the Critical Mass
- Moving Through Turbulence
- Maximizing and Connecting to the Wins

The “four gears” of a vibrant community



One Acadiana's Leadership Exchange trip to Pensacola demonstrated the "four gears" of a vibrant community in action



ONEACADIANA
LEADERSHIP EXCHANGE

"The battlefield of economic development is young, talented people."

—D.C. Reeves,
Mayor-Elect of Pensacola

LEADERSHIP EXCHANGE
A project of One Acadiana

Pensacola, FL
September 14-16, 2022

A photograph of a lively street scene in Pensacola, Florida. The street is lined with historic, multi-story buildings with arched windows and balconies. Large, leafy trees shade the sidewalk, where several people are walking. The scene is captured during the day, with bright sunlight filtering through the leaves.

Leadership Exchange 2022 – Pensacola, FL

A tour of Downtown Pensacola featured:

- Community Maritime Park
- Palafox Street – one of “Ten Great Streets in America”
- The great intersection at Palafox and Main Street
- A catalyst residential development
- The East Garden District public-private partnership



Leadership Exchange 2022 – Pensacola, FL

Panel sessions focused on Pensacola’s burning platform and the “four gears,” with topics including:

- Retaining young talent
- Growing small businesses and entrepreneurs
- Civic engagement through CivicCon
- Early brain development



Building the Foundation: Diagnose Before You Treat



Community Dashboard

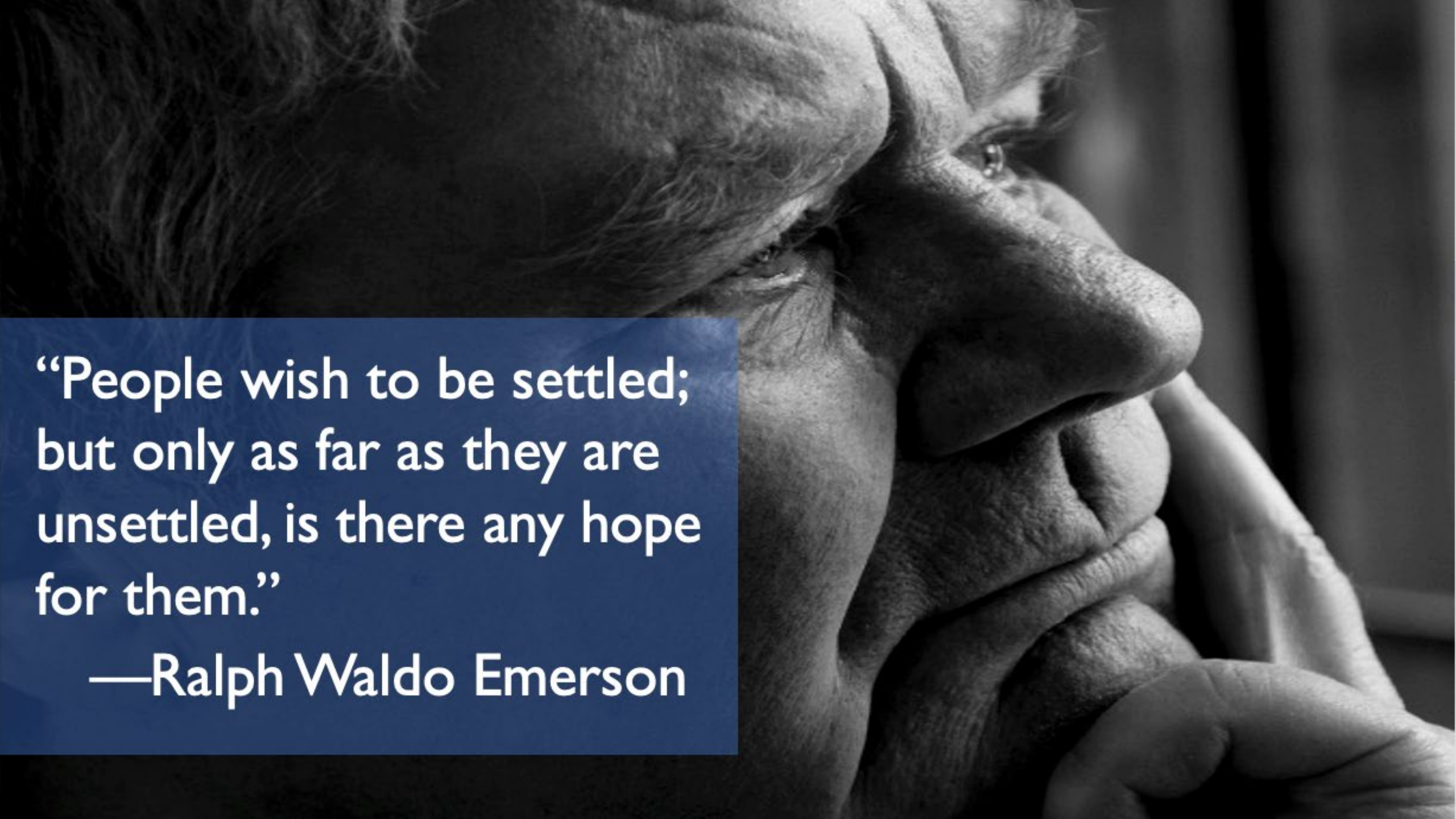


Quality of Life Survey

The Quality of Life Survey is a baseline.

There are 4 reasons why communities do not maximize the Quality of Life data:

- Denial
- Rationalization
- Blame
- Jumping to conclusions too quickly

A black and white, close-up profile photograph of an elderly man. He is looking towards the right of the frame. His right hand is resting against his chin and cheek, with his fingers slightly curled. The lighting is dramatic, highlighting the texture of his skin and the contours of his face. The background is dark and out of focus.

“People wish to be settled;
but only as far as they are
unsettled, is there any hope
for them.”

—Ralph Waldo Emerson



Adapted by Keith McFarland. Author, *The Breakthrough Company* (2008) and *Bounce* (2009)

Change



Background & Research Objectives

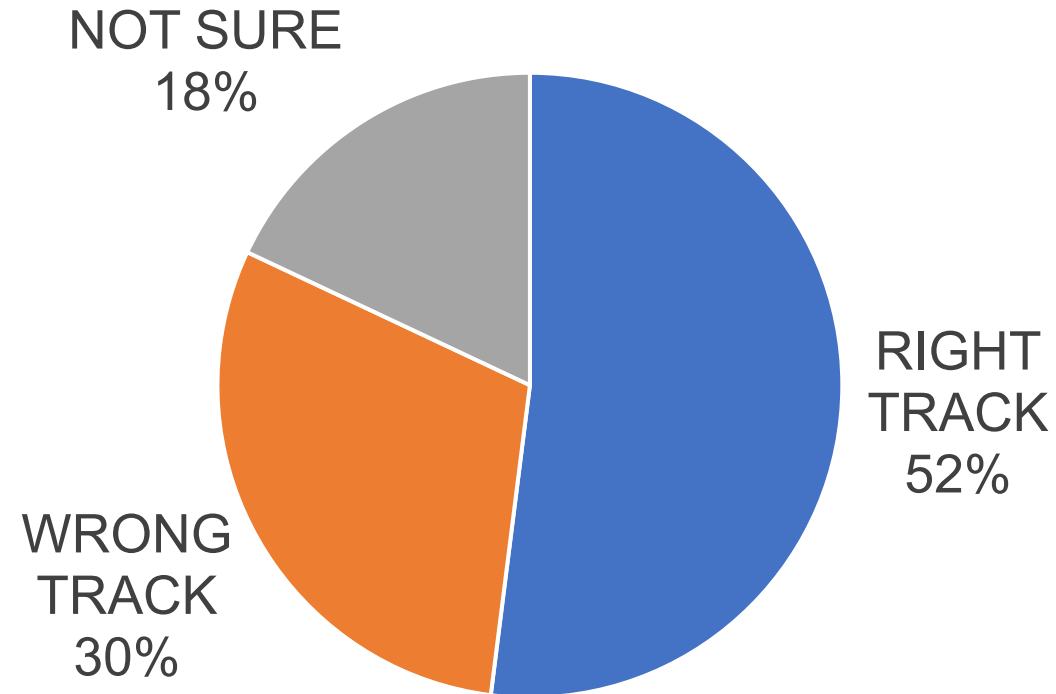
- This survey was commissioned by One Acadiana, a coalition of citizens and leaders working to make Lafayette and the Acadiana Region healthier and more vibrant through a shared vision and action steps. One Acadiana seeks to engage the community in that process and be intentional about our community's development.
- One Acadiana fosters community dialogue through outreach, convening, and sharing information with the public, businesses, community leaders, and public policy makers.
- Essential to this mission, and the objective of this survey, is an understanding of the public's awareness of and attitudes towards issues and challenges impacting quality of life.
- That is the context in which the survey of Lafayette Parish was conducted. These objectives were accomplished and are detailed in this report.

Methodology

- This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Washington, D.C. from Sept. 21 - Oct. 4, 2022. A total of **625 adult residents** (18+), each of whom resides in Lafayette Parish. Respondents were interviewed by telephone.
- Those interviewed were selected randomly from a commercially available list of known working phone numbers from the jurisdiction. The resulting sample fairly reflects the demographic profile of Lafayette Parish.
- The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4.5 percentage points. This means that there is a **95 percent probability that the "true" figure would fall within that range** if the entire population were sampled. The margin for error is higher for any subgroup, such as a gender, income or race.

Lafayette: Right Track/Wrong Track

Do you think that things Lafayette Parish are heading in the right direction, or are things on the wrong track?



QUALITY OF LIFE SURVEY: LAFAYETTE 2022

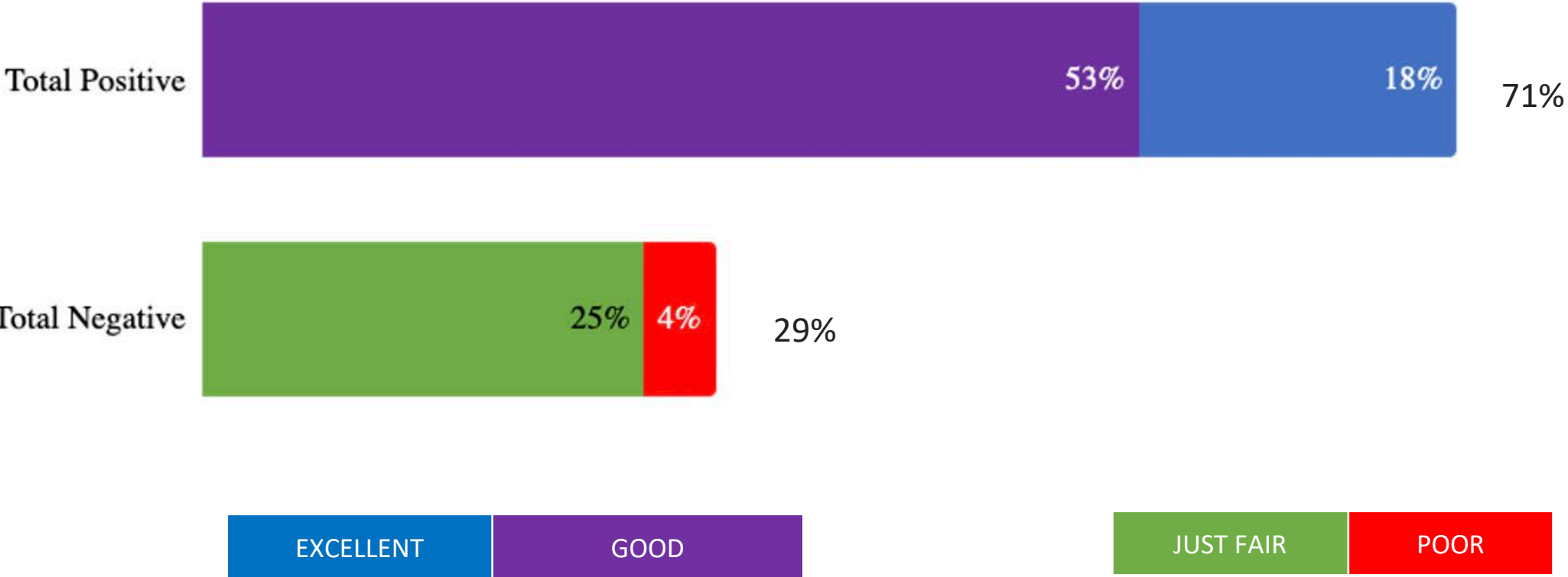
Most Important Issue Facing Lafayette Parish

ECONOMY	19%
TRAFFIC/ROADS	18%
CRIME	13%
EDUCATION	11%
POOR LEADERSHIP	9%
GROWTH/SPRAWL	8%

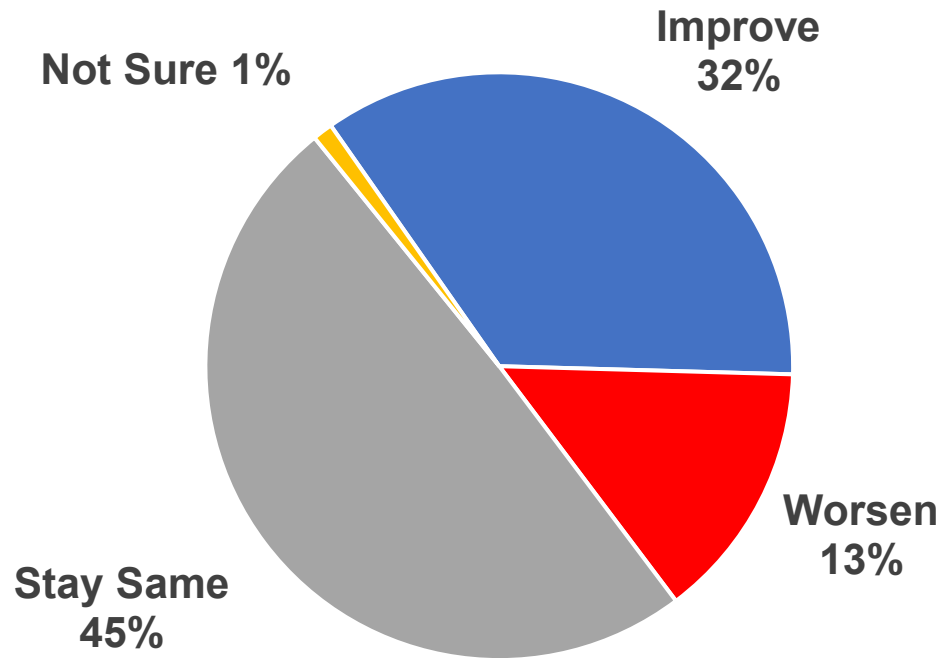
Rating the Overall Quality of Life

How would you rate the overall quality of life in Lafayette Parish?

Holding steady year over year, and still the highest among Mason-Dixon communities!



Over the next 5 years do you think that the quality of life in Lafayette Parish will improve, deteriorate or stay about the same?



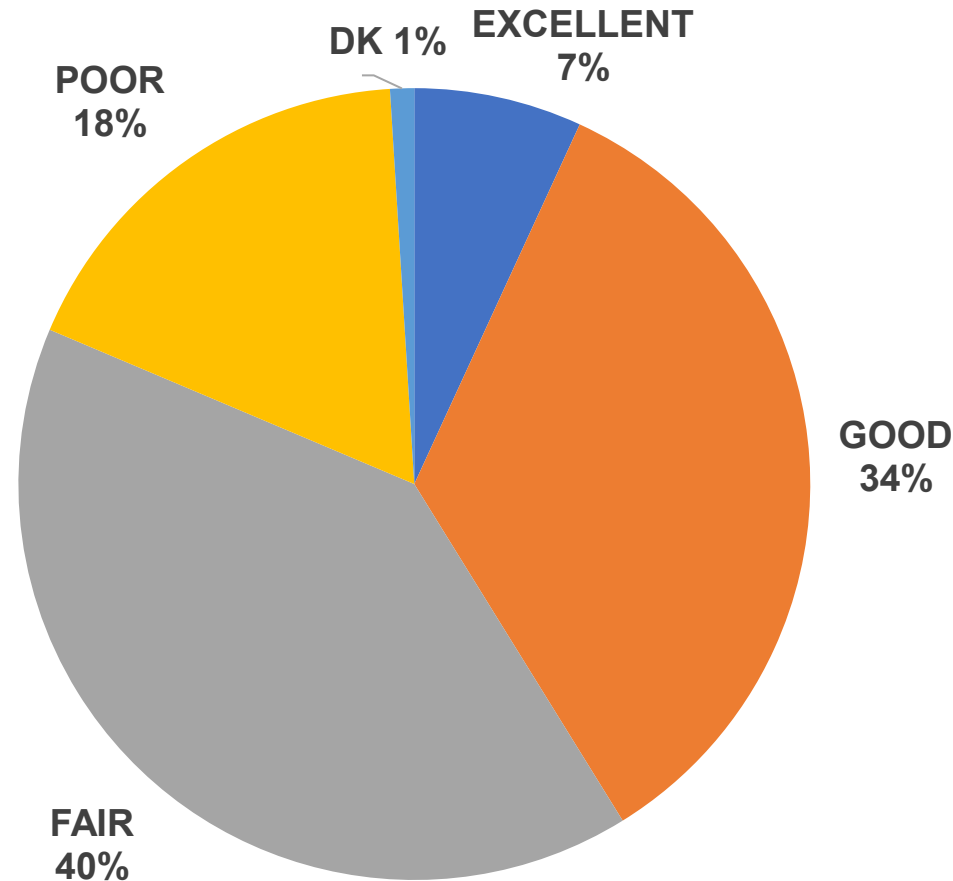
Reasons given for future QOL Deteriorating
(of the 13% saying QOL will deteriorate)

POOR LEADERSHIP	28%
POOR ECONOMY	23%
POOR JOB MARKET	13%
GROWTH/SPRAWL	11%
COST OF LIVING/HOUSING	10%
POOR SCHOOLS	6%
NO FUTURE IMPROVEMENT	6%
OTHER/DK	3%

How do you rate economic conditions in Lafayette Parish?

Personal definition:
Inflation, Unemployment,
economic growth

Specific to our community
or part of the national
conversation?



How concerned are you about the security and future of your own job, or the jobs of any close family members in Lafayette Parish?

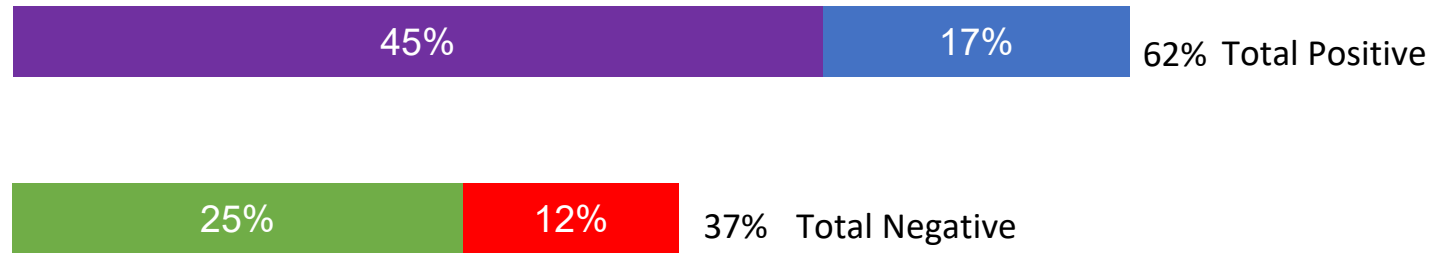


Rating Quality of Life Factors

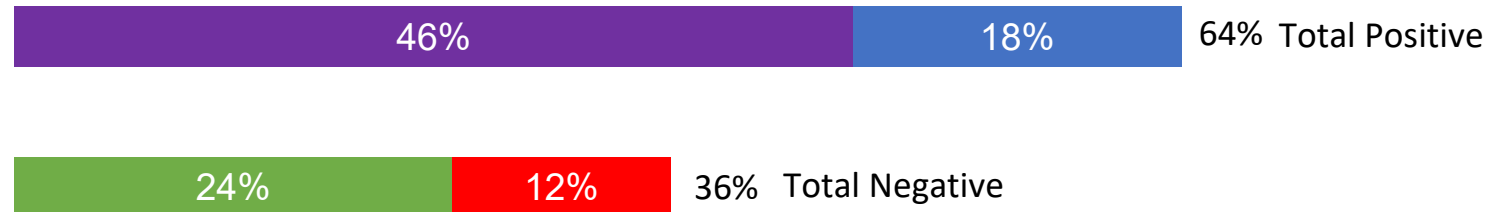
“I’m going to read a list qualities and characteristics that contribute to the quality of life in a community. Please tell me how you rate each in Lafayette Parish, excellent, good, only fair, or poor.”

Quality of Life Factors: Net Positive Ratings

Availability of Cultural Opportunities



Availability of Parks + Playgrounds



Quality of Life Factors: Net Positive Ratings

Vibrant Nightlife with Restaurants, Clubs

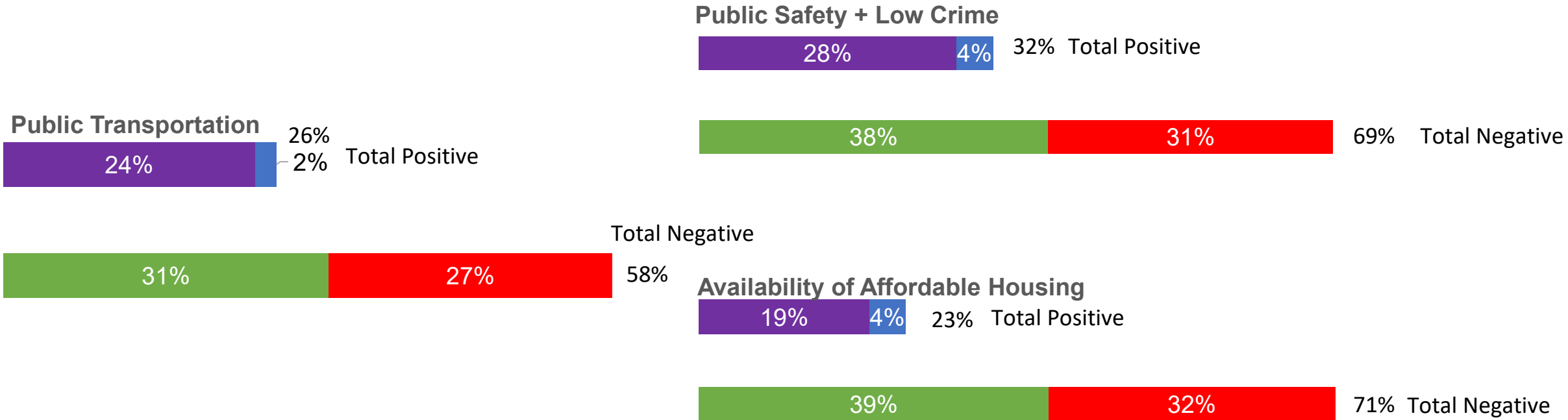


Job Opportunities in Your Field



Quality of Life Factors: Net Negative Ratings

These are not unique to Lafayette!

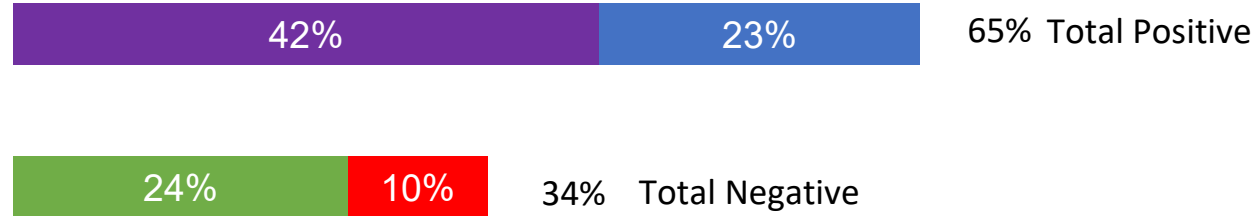


EXCELLENT GOOD JUST FAIR POOR

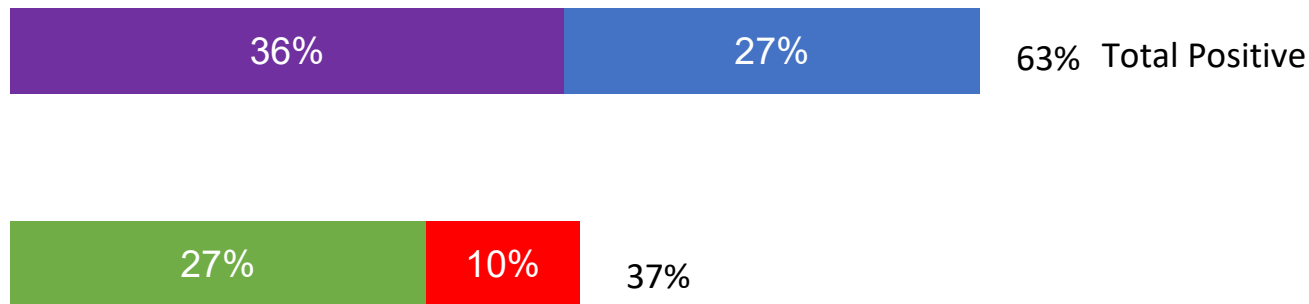
“Now please rate Lafayette Parish as a place to live for the following types of people”:

Net Positive Ratings

Families with Children



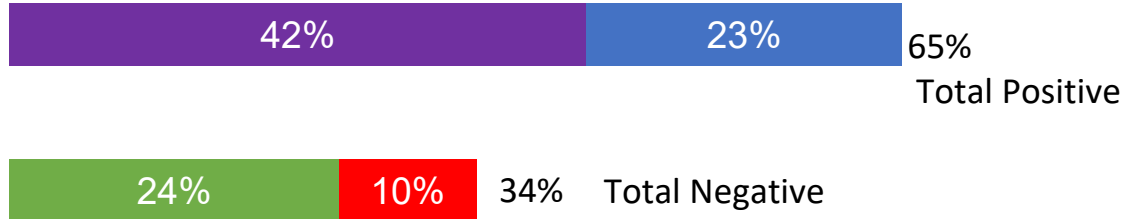
People Like You



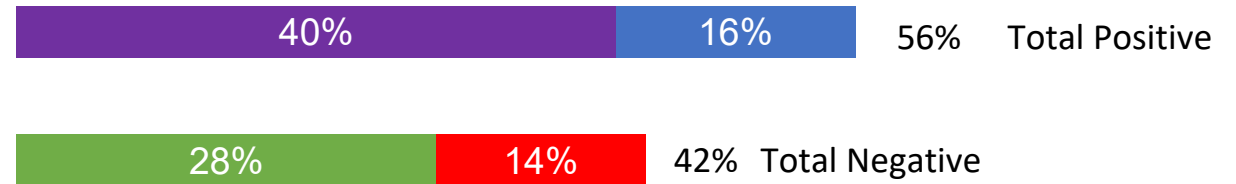
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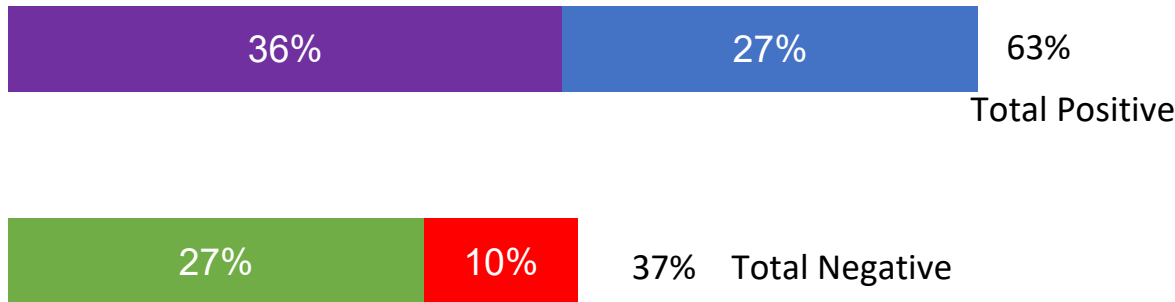
Families with Children



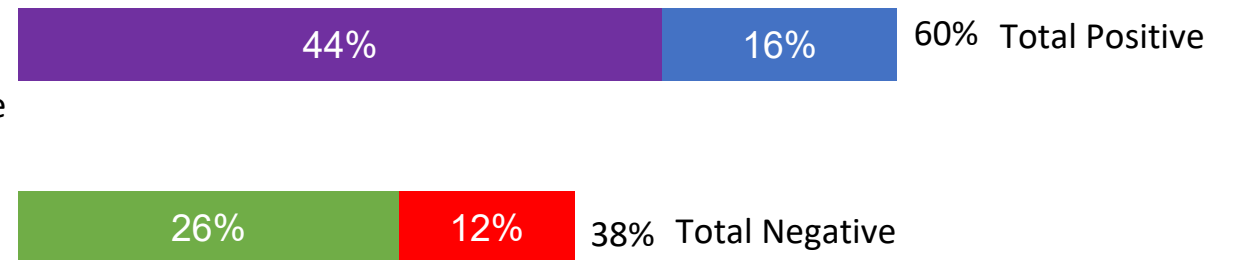
Young Single People



People Like You



Entrepreneurs/New Businesses



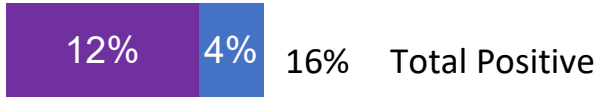
“Now please rate Lafayette Parish as a place to live for the following types of people”:

Net Positive Ratings

Recent College Grads Looking For Jobs

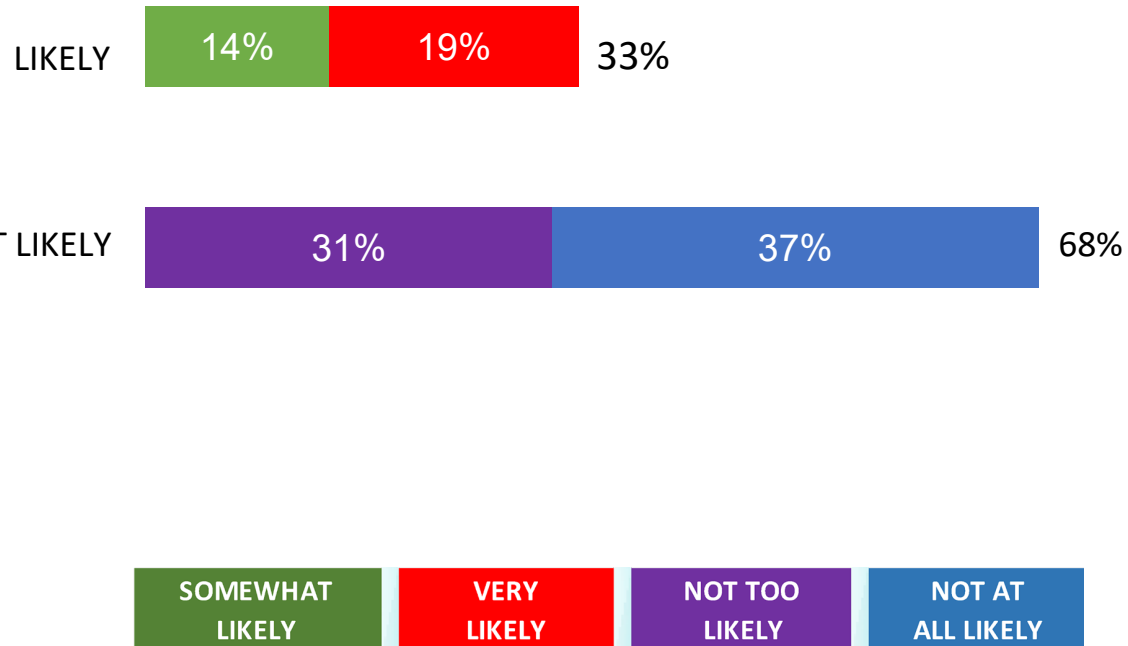


People Living Below Poverty Line



Out-Migration

How likely are you or an immediate family member to move from Lafayette Parish area in the next 5 years; very likely, somewhat likely, not very, or not at all likely?



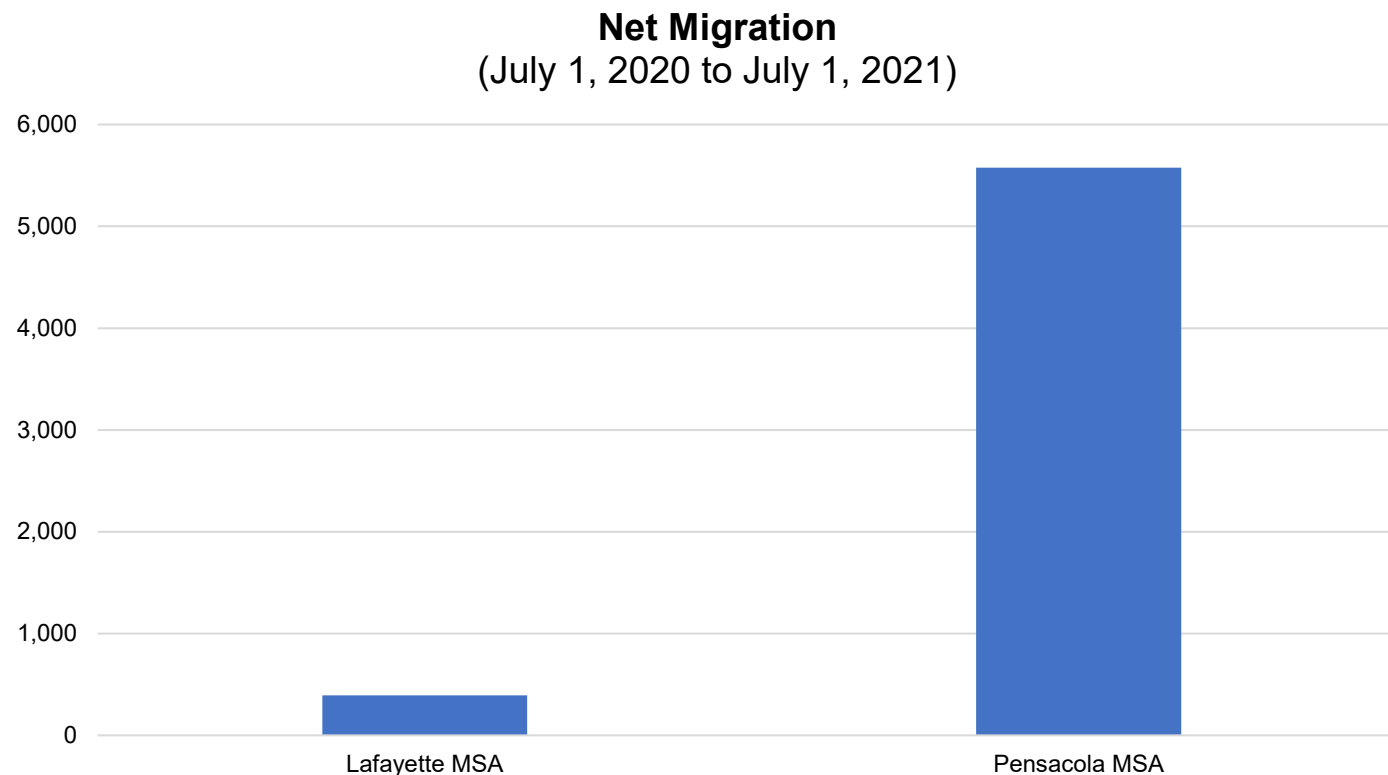
Reasons given for moving from area
(of the 33% saying they are likely to leave)

POOR ECONOMY	42%
POOR JOB MARKET	23%
POOR SCHOOLS	10%
GROWTH/SPRAWL	9%
POOR LEADERSHIP	8%
FAMILY REASONS	6%
OTHER/DK	3%

Migration data was a key focus of One Acadiana's recent Leadership Exchange trip to Pensacola

Pensacola's Comparative Advantage:

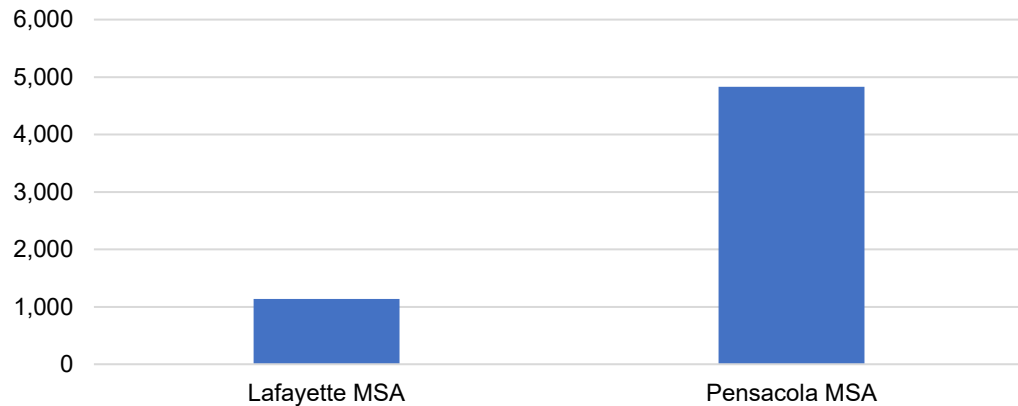
Between 2020 and 2021, data shows the Pensacola MSA welcomed greater than 5,000 new residents more than the Lafayette MSA over the same year.



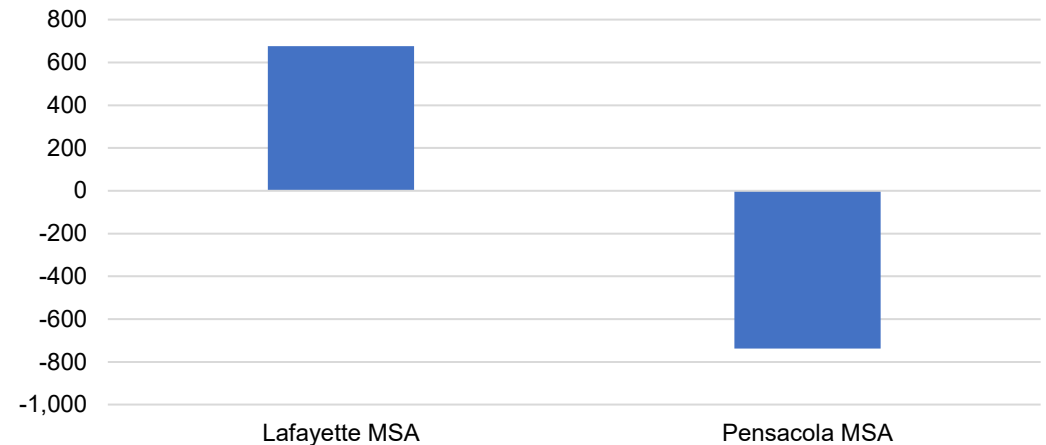
Source: U.S. Census Bureau; 1A analysis

Without its strong in-migration numbers, the Pensacola MSA would have lost population due to more deaths than births.

Total Population Change
(July 1, 2020 to July 1, 2021)



Natural Population Change
(July 1, 2020 to July 1, 2021)



Notes:

- Natural population change refers to the number of births minus the number of deaths.
- The Lafayette MSA includes the following parishes: Acadia, Iberia, Lafayette, St. Martin, Vermilion.
- The Pensacola MSA includes the following counties: Escambia and Santa Rosa.

Source: U.S. Census Bureau; 1A analysis

To achieve these in-migration numbers, Pensacola is focusing on the **“four gears”** of a vibrant community.

Acadiana is on the path to doing the same.



Acadiana is on the path to Civic IQ



- Measurement tools like the **QOL Survey** and **Regional Dashboard**
- Vibrant Community Summit and Leadership Exchange trip to Pensacola
- **CivicCon Acadiana** series
- **Messaging** our story



An initiative of  **ONEACADIANA**



Do what you can, with
what you have, where
you are.

-THEODORE ROOSEVELT

Downtown

Programming

- What does your community do to program your downtown?

Placemaking

- How can we reimagine our town by maximizing what we have?
 - Rethinking your space.

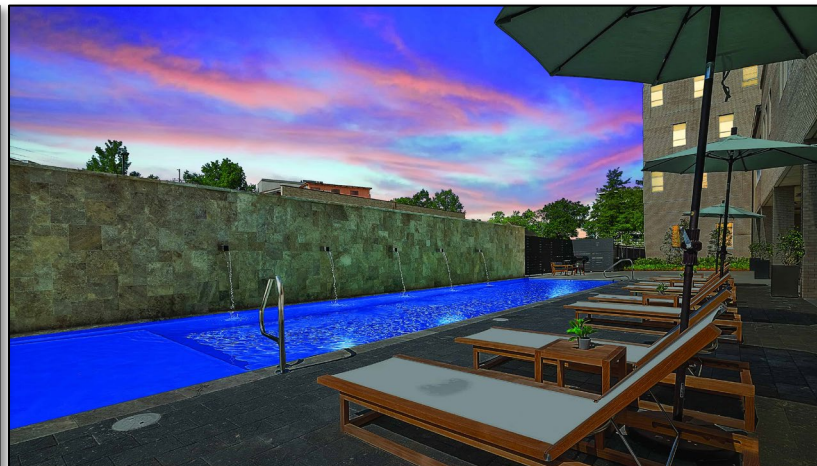
Small ball

- Progress not perfection

Acadiana is on the path to a Vibrant Downtown



- **Lofts at the Municipal** now open, 80% leased
- New vibrant small businesses like **Sunday's Soda Fountain** and **Amis Grocery**
- UL Lafayette's presence Downtown operating the **Science Museum**
- **One Acadiana's** planned move to Jefferson Street
- Infrastructure and safety investments



Acadiana is on the path to Vibrant Learning and Brain Development



- CivicCon Acadiana on January 11, 2023 featuring **Dr. Ronald Ferguson** of Harvard on the topic of early learning
- As part of a community-wide campaign, local partners aim to replicate elements of the Studer Community Institute's **early learning initiative** in Pensacola

Acadiana is on the path to Growing Small Businesses and Entrepreneurs



- **Opportunity Machine** – a small business (tech) incubator with a new state-of-the-art facility in the heart of Downtown
- **LEED Center at UL Lafayette** – “Accelerate” programs for rural and low-income areas
 - **223** entrepreneurs have completed the 6-week program, initiated in response to COVID-19
- **One Acadiana and LEDA** programming for small & minority-owned businesses

Recommendations

- Communication, you cannot over communicate the challenges and most importantly the progress in the solutions.
- Keep taking important steps to build downtown, it is a key to winning the talent war.
- Continue to invest in raising the Civic IQ , small business investment and early learning.