



FLORIDA LEAGUE OF CITIES

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## Florida League of Cities Launches PSA Series Highlighting How City Services Enhance Residents' Quality of Life

*Survey shows Floridians value city services*

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**TALLAHASSEE** – Florida's more than 400 cities, towns and villages provide a diverse array of services and experiences that contribute to residents' quality of life; that's the message of a new series of PSAs launched this week by the **Florida League of Cities** (FLC). And Florida residents agree: 90% who have used a city amenity say it enhanced their life.

Even among those who didn't personally use a specific service in the past year, 54% of those surveyed said that just knowing those amenities exist enhances their quality of life.

The PSA series "*Your Quality of Life – Brought to You by Your City*" will air on TV and local access channels, on social media and in city halls around the state. The series showcases the wide range of services, experiences and events provided by cities that help residents feel inspired and safe and keep them active and going.

"City services are so woven into the fabric of our lives that it's easy to take them for granted. But, in fact, they are a big part of what makes our lives work and allows us to enjoy life," said **Jolien Caraballo**, **President** of the League and **Vice Mayor** of the **City of Port St. Lucie**. "And those amenities vary greatly from city to city to meet the unique needs of their residents."

Florida's cities, towns and villages run the gamut from communities of more than 970,000 residents in Jacksonville to less than 20 in Marineland.

Cities often provide EMS and other services to keep residents safe. More than half offer firefighting services, and more than 60% provide police.

According to a survey of Florida voters conducted by Sachs Media for FLC in September, nine of 10 surveyed said they felt confident in their local government when it comes to emergency communications and preparedness. The PSA "Your City Keeps You Safe" showcases an assortment of emergency and safety services, ranging from police, firefighting and ambulance to water testing and hurricane preparedness.

While most Florida cities maintain roads, 167 also have city-sponsored hiking, biking or jogging trails, and 30 even maintain airports. These are just some of the modes of city-sponsored transportation featured in the PSA “Your City Keeps You Going.”

In the state, 298 cities operate parks, 267 maintain outdoor playing fields, 90 have pools, 77 offer beach access, 42 provide golf courses, and 38 maintain marinas. A sampling of those amenities is featured in the PSA “Your City Keeps You Active.”

In other survey findings, more than three of four Florida residents say they have used a recreational or cultural amenity or service provided by their city in the past year. The PSA “Your City Keeps You Inspired” depicts residents using city services such as public parks, concerts and art exhibits, libraries and sporting facilities.

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*The Sachs Media survey of 350 Florida voters is representative by age, race, gender and political affiliation, with a margin of error of +/- 5.5% at the 95% confidence level.*

*Municipal service figures were collected through a member survey by the Florida League of Cities with 84% of Florida cities responding.*

#### **About Florida League of Cities**

The Florida League of Cities has been the united voice for Florida’s municipalities for more than 100 years. The League represents more than 400 cities, towns and villages in the Sunshine State. Learn more: [flcities.com](http://flcities.com). Watch the PSA series at [psa.flcities.com](http://psa.flcities.com).