



# Downtown Lakeport Customer Satisfaction Survey August 2011

- Survey Sponsor: Promotion Committee of the  
Lakeport Main Street Association
- Purpose: Assess current image of downtown Lakeport
- Respondee Time Period: July 22 through August 4
- Survey method: On line via Survey Monkey
- Number of respondees: 122
- Source of respondees:
1. Notices handed out asking for respondees at Concert in the Park on 7/22
  2. Email solicitations sent to following :  
Lakeport Main Street Association members  
Lakeport Chamber of Commerce members  
Soper-Reese Community Theatre patrons  
Lake County Arts Council Gallery patrons & members  
Lake County Theater Company patrons  
Early Lakeport Lions members  
County of Lake key business influentials
  3. Online announcements on Facebook, Secret Lake County & Lake County News

## QUESTION #1, PART 1

What are the 2 most positive things that leap to your mind as soon as you think of downtown Lakeport?

Total Number of Responses 191 100%

Response	# Responses	% of Total Responses
Small Town Feeling	39	20%
Friendly	25	13%
Waterfront & Park	22	12%
Pretty/Clean	20	10%
Lamp Posts/Flowers	13	7%
Park Events	11	6%
Walkable	8	4%
Restaurants	8	4%
Parking (free, easy)	8	4%
Local Businesses	8	4%
Historic Buildings	6	3%
Museum	5	3%
Good Shops	5	3%
Shopping is Close	4	2%
Clean	4	2%
Seeing Friends	2	1%
Safe	1	1%
Art Gallery	1	1%
Air	1	1%

## QUESTION #1, PART 2

What are the 2 most negative things that leap to your mind as soon as you think of downtown Lakeport?

Total Number of Responses 134 100%

Response	# Responses	% of Total Responses
Lack of Variety (stores & restaura	29	22%
Vacant Storefronts/Buildings	22	16%
Poor Store Hours	18	13%
Poor Parking	13	10%
No Landscaping/Shade Trees	11	8%
Poor Roads & Sidewalks	7	5%
Questionable People Loitering & Smoking on Sidewalks	6	4%
Traffic Backs Up	5	4%
Dirty Streets & Sidewalks	5	4%
Not Enough Entertainment, Nightlife, Recreational Activities	5	4%
Smelly Lake	3	2%
Unhappy With City Council	2	1%
Not Enough Lake Views	2	1%

Dreary	2	1%
No Seating	1	1%
No Beach	1	1%
Bathrooms in Park Don't Work	1	1%
Drug Dealers in Library Park	1	1%

# Downtown Lakeport Perception



## What is your overall satisfaction with the following Lakeport products and services?

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Rating Average	Response Count
Retail Stores (clothing, jewelry, gifts, etc.)	7.5% (9)	34.2% (41)	<b>35.8% (43)</b>	17.5% (21)	5.0% (6)	2.78	120
Personal Services (beauty/barber shops, dry cleaners, CPAs, lawyers, real estate)	21.7% (26)	<b>53.3% (64)</b>	21.7% (26)	3.3% (4)	0.0% (0)	2.07	120
Food Services (snack shops & restaurants)	20.7% (25)	<b>42.1% (51)</b>	17.4% (21)	18.2% (22)	1.7% (2)	2.38	121
Lodging (B&Bs, motels, trailer/camping parks)	7.6% (9)	34.7% (41)	<b>46.6% (55)</b>	10.2% (12)	0.8% (1)	2.62	118
Recreation Resources (boat rentals, tackle shops, fishing guides)	20.2% (24)	35.3% (42)	<b>39.5% (47)</b>	4.2% (5)	0.8% (1)	2.30	119
<b>answered question</b>							<b>121</b>
<b>skipped question</b>							<b>1</b>

### QUESTION #3

If you are dissatisfied with Lakeport products and services, in what general areas?

Total Number of Responses                      63                      100%

Response	# Responses	% of Total Responses
Merchants	24	38%
Restaurants	7	11%
Lodging	7	11%
Hours	6	10%
Variety	5	8%
Lake	4	6%
Customer Service	4	6%
City Facilities	3	5%
Visual	2	3%
Nothing for Kids	1	2%

### QUESTION #3 SPECIFIC RESPONSES


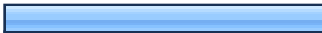



If you are dissatisfied with Lakeport products and services, why?

#### Response Text

- 1 choices and prices of items
- 2 Food quality, wait time
- 3 Should Have paddle boat rentals & swim area with Lifeguards.  
We need a newer hotel with modern safety measures. I don't feel comfortable with our
- 4 lodgings available.
- 5 Too many cars
- 6 there is not a decent hair stylist in town
- 7 not enough choice in restaurants
- 8 Clearlake was a beautiful lake but algae is taken over
- 9 Not the kind of shopping I'm looking for in retail clothing etc  
There are no stores that sell the products I use commonly; I have to go to Ukiah at best, or
- 10 online if necessary.
- 11 not enough restaurants
- 12 Not enough clothing store options.  
  
We have the largest natural lake in CA and it is not utilized. We used to have boat races, ski racing, para-sailing. There is no decent hotel. The land has been developed poorly on the lake shore. The park is a lacking a decent playground.
- 13
- 14 Not enough variety  
not enough options to choose from, not much to do. The lodging in lakeport is not suitable for most of our out of town guests because of past bad experiences at the skylark, mallard, and
- 15 regency. Those places are not clean enough for a dog to stay.
- 16 need more
- 17 Not enough affordable, quality clothing store options.
- 18 limited stores for clothing, shoes (minimal professional attire)
- 19 we could use more
- 20 hours of business, hard to shop if I work till 5 p.m.
- 21 There's not any Mom and Pop boat repair on the water!
- 22 no 5 star places to stay or eat
- 23 All but Chopsticks are 'friendly' restaurants.
- 24 Few choices and they close earlyx
- 25 I often have to travel over the hill to get tennis shoes or clothes.
- 26 See above
- 27 Few choices - empty store fronts
- 28 I like other things besides boating and fishing.
- 29 high prices/poor selection. little or no camping facilities
- 30 Would love upper scale restaurants.
- 31 a lot of stores are not open before 10am & after 5pm and weekends
- 32 Nothing is ever open, no choices
- 33 need to keep a better curb appeal  
Not dissatisfied - I'm just there all that often so much of what you are asking does not apply to
- 34 me - I answered based mostly on what I see, not what I frequent
- 35 I'm not.

- customer service is bad. too many "hobby" business owners that don't care about customers' needs.
- 36 needs.
- 37 I feel there could be a few more choices
- 38 Not enough quality goods and lodging
- 39 the motels are dumps
- 40 Not enough variety
- Half the time downtown is like a ghost town. I drive all the way up to Lakeport to purchase something and I find that the store is closed. Either closed for lunch or just plain closed. It's frustrating. The stores should be open every day they are sup
- 41 frustrating. The stores should be open every day they are sup
- 42 Kmart seems like the only place to shop! The rest are t-shirt shops or antique shops
- 43 Need better/quicker service in restaurants
- Some restaurants need to do better at maintaining clean restrooms and dining areas. I often hear this remark from tourists visiting Lakeport. I also often hear the comment that waitstaff and restaurant management would do well to attend some general hospitality training classes
- 44
- 45 There need to be more retail stores with a better variety of products
- 46 not enough quality lodging restaurants closed to early
- 47 I don't stay in hotels or fish
- 48 Very limited retail clothing or hardware, Kmart or Campos
- 49 No fun for kids
- 50 not enough choices and intermittent hours of operation
- 51 There needs to be more choice in clothing stores
- 52 difficult to get a good vegetarian or organic meal
- 53 we need an office supply store,
- 54 I don't think these exist here. ( @ least that I know of )
- There's really not a lot of appealing options in downtown Lakeport. We need more healthy, health-conscious and varied restaurants, and little shops offering unique gifts for the
- 55 sophisticated shopper.
- 56 Every thing is so dirty.

## How often do you shop or use services in downtown Lakeport?

		Response Percent	Response Count
Daily		23.1%	25
<b>About once a week</b>		<b>48.1%</b>	<b>52</b>
About once a month		13.0%	14
Several times a year		13.9%	15
Once a year		1.9%	2
	Other (please specify)		16
<b>answered question</b>			<b>108</b>
<b>skipped question</b>			<b>14</b>

# Downtown Lakeport Perception



## How satisfied are you with Lakeport products & services in the following areas?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Rating Average	Response Count
Ability to meet needs	9.2% (11)	<b>40.3% (48)</b>	29.4% (35)	17.6% (21)	3.4% (4)	2.66	119
Value for price	9.2% (11)	<b>43.7% (52)</b>	33.6% (40)	12.6% (15)	0.8% (1)	2.52	119
Quality	16.2% (19)	<b>49.6% (58)</b>	26.5% (31)	7.7% (9)	0.0% (0)	2.26	117
Purchase experience	16.9% (20)	<b>59.3% (70)</b>	19.5% (23)	4.2% (5)	0.0% (0)	2.11	118
Repeat purchase experience	18.1% (21)	<b>61.2% (71)</b>	18.1% (21)	2.6% (3)	0.0% (0)	2.05	116
After-sale support	13.8% (16)	<b>39.7% (46)</b>	38.8% (45)	6.9% (8)	0.9% (1)	2.41	116
Hours of operation	5.9% (7)	<b>31.9% (38)</b>	29.4% (35)	23.5% (28)	9.2% (11)	2.98	119
<b>answered question</b>							<b>120</b>
<b>skipped question</b>							<b>2</b>

# Downtown Lakeport Perception



How satisfied are you with the experience of coming to downtown Lakeport in the following areas?

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Rating Average	Response Count
Parking	20.8% (25)	<b>50.8% (61)</b>	11.7% (14)	15.0% (18)	1.7% (2)	2.26	120
Location of shops & services	23.1% (28)	<b>61.2% (74)</b>	12.4% (15)	3.3% (4)	0.0% (0)	1.96	121
Cleanliness of sidewalks & streets	31.4% (38)	<b>47.9% (58)</b>	13.2% (16)	5.8% (7)	1.7% (2)	1.98	121
Physical presence of store fronts & business fronts	26.7% (32)	<b>46.7% (56)</b>	12.5% (15)	13.3% (16)	0.8% (1)	2.15	120
Parks & open spaces	<b>47.5% (57)</b>	39.2% (47)	6.7% (8)	5.8% (7)	0.8% (1)	1.73	120
Special Events	<b>43.0% (52)</b>	37.2% (45)	14.9% (18)	4.1% (5)	0.8% (1)	1.83	121
Signage	19.3% (23)	<b>47.1% (56)</b>	25.2% (30)	6.7% (8)	1.7% (2)	2.24	119
Public transport	6.0% (7)	15.5% (18)	<b>71.6% (83)</b>	4.3% (5)	2.6% (3)	2.82	116
<b>answered question</b>							<b>121</b>
<b>skipped question</b>							<b>1</b>

# Downtown Lakeport Perception



Based on your recent experience will you continue purchasing products or services from downtown Lakeport in the future?

		Response Percent	Response Count
Definitely		66.7%	80
Probably		28.3%	34
Probably not		1.7%	2
Definitely not		0.0%	0
Not sure		3.3%	4
<b>answered question</b>			<b>120</b>
<b>skipped question</b>			<b>2</b>

## QUESTION #8

### What could be done to increase your level of satisfaction with downtown Lakeport?

Total Number of Responses 142 100%

Response	# Responses	% of Total Responses
<b>Merchants</b>	<b>68</b>	<b>48%</b>
More Variety of Shops & Goods	39	27%
Expand Hours to Evenings & Weekends	21	15%
Improve Customer Service of Owners & Employees	6	4%
Employ More People	1	1%
Networking of Merchants	1	1%
<b>City</b>	<b>35</b>	<b>25%</b>
Improve Parking	8	6%
Add Trees & Vegetation	6	4%
Cleaner Streets & Sidewalks	3	2%
Clean Library Park	2	1%
More Lake Access	2	1%
Service Bathrooms in the Park	2	1%
Improve Roads & Sidewalks	2	1%
Improve Traffic Flow	2	1%
Race Track Too Noisy	1	1%
Get Smokers Off the Sidewalks	1	1%
Clean Lake at Park	1	1%
Create Beach at Library Park	1	1%
More Shops, etc. ON the Lakeshore	1	1%
Increase Police Patrols in the Park	1	1%
Visitor's Center	1	1%
Make Downtown "Deeper" vs. "Longer"	1	1%
<b>Promotion/Activities</b>	<b>17</b>	<b>12%</b>
Music & Entertainment Events	4	3%
Advertising	2	1%
Recreational Sports	2	1%
T-shirts	1	1%
Maps on Main	1	1%
Street Fairs	1	1%
Children's Events	1	1%
Summertime Street Vendors	1	1%
Cultural Events	1	1%
Evening Activities	1	1%
Bicycle Rentals	1	1%
Walking Trails	1	1%
<b>Restaurants</b>	<b>11</b>	<b>8%</b>
More Choices	6	4%

Open Later	3	2%
Lunch Deals	1	1%
Improve Customer Service	1	1%
<b>Visual</b>	<b>11</b>	<b>8%</b>
Cleaner & Well Maintained Storefronts	8	6%
Fill Vacant Storefronts With Something Interesting	3	2%

## QUESTION # 9 OVERVIEW OF RESPONSES

If you have any additional comments or wishes in regard to downtown Lakeport products or services, please share them.

Total Number of Responses 75 100%

Response Category	# Responses	% of Total Responses
City/County	31	41%
Merchants & Restaurants	21	28%
General Comments	12	16%
Events/Activities	9	12%
Visual Appearance	2	3%

## QUESTION 9, SPECIFIC RESPONSES

If you have any additional comments or wishes in regard to downtown Lakeport products or services, please share them.

Response	# Responses
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### Merchants & Restaurants

21

- 1 Longer store and restaurant hours when events are going on in town.
- 2 Have more stores that would attract locals & tourists.
- 3 If possible (and I know this is difficult) stores should be open earlier and more often
- 4 increase the number of small shops
- 5 bus. hours hard to decipher, vary, not always reliable
- 6 Want to shop local but if I can save alot I'll travel.
- 7 While there are obvious limitations to the services/goods available in a small town, I prefer living here rather than in a large city. I'll happily deal with these 'limitations'.
- 8 We have some terrific merchants and I think the pricing is fair. I just wish there were more options, but we've bought lots from downtown merchants and they're great!
- 9 More retail on Main Street
- 10 The people in the stores are (with rare exception) always pleasant and helpful.
- 11 We use the businesses that have the things we are looking for. If they aren't downtown, we go where they are
- 12 I would love to see all the businesses join together & open to have street events from their store fronts, like sidewalk sales and food, etc.
- 13 Do you have a downtown map I could download that would show me the local businesses and restaurants, etc.?
- 14 Lakeport is trying to be a more customer friendly downtown, but, I'd still like to see more of a variety of eating establishments and clothing stores/boutiques for women
- 15 other than car dealers there is nothing in Lakeport that can't be found in other Lake Co towns. I have lived here for 12 years and rarely go to Lakeport
- 16 It would be nice to have one night a week where stores stay open late for shopping. It would also be nice to see them open on Saturday and Sunday.
- 17 Love the addition of the theater.
- 18 bring in new stores that will actually provide high-quality goods to local shoppers and tourists alike. I had to drive to Ukiah to shop for Xmas last year, where I shopped in the unique little shops one street West of N. State St. We could learn alot from -- I believe it's School St.
- 19 Longer resturant hours when events are going on in town.
- 20 I like the diversity of dining establishments
- 21 Very happy with Bruce and Kelseyville Coffee

Response	# Responses
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### City/County

31

- 1 love the plants and light posts. It has really enhanced the downtown
- 2 It would be great to get a Costco in Lakeport or Clothing Store like Macys or JC Penney or Target. A nice Steak House would be a excellent addition to our town as well.
- 3 the south end of Main St. could use a facelift and cleaning up

- 4 better chain restaurants would help, Denny's, Sizzler
- 5 With all the empty storefronts, I think it's misguided to consider moving Special Districts at this time. Our customers can find us easily here on Main Street, and spend money elsewhere while in town to do business with us. Having this centrally located space convert to retail when the economy revives makes sense, but it's poor timing to consider it now. Additionally, I believe that the old run down Gard St. School location is a horrible "fit" for this office, especially in terms of distancing us from Community Development, Public Works, and all the other county departments that we, and our customers interact with on a daily basis. A remodel will be nothing more than a cosmetic makeover of an old school. (Old four square paint on cracked, weedy playgrounds, knee high sinks, drinking fountains. etc. Better to bulldoze it down and build a professional office complex, perhaps the "one stop shop" that's been talked about for so long, or an Ag Dept. with a demonstration garden that emphasizes the agricultural history of Kelseyville. There! That's how I REALLY feel about it!
- 6 Some restaurants in the older buildings like Molly's and Chopsticks have a funky smell in the winter not sure if it is bats or mold but it's nasty and I don't visit those spots in the winter.
- 7 We need more shade.
- 8 We need an office supply shop somewhere in Lakeport.
- 9 more parking would be nice!
- 10 maximize lakefront - move parking lots off of waterfront - need more waterfront dining and activities
- 11 Please reduce the number of lights and trees
- 12 Molly Brennan's could be cleaner/better smelling outside
- 13 Need more sidewalk shade.
- 14 Paint a colorful, historic wall mural on Third St at Main Street.
- 15 need a Trader Joe's or similar store
- 16 The lights, banners and basket are a beautiful addition to downtown lakeport
- 17 There needs to be more bicycle-friendly areas/lanes.
- 18 What happened to the flowers??
- 19 A bus shelter on Main Street.
- 20 More retail on Main Street
- 21 Is Lakeport trying to appeal to residents or to tourists? Rich tourists or regular folks?
- 22 using beautiful old buildings for game stores, and skate board shops seems counter productive.
- 23 Encourage more businesses to come into Lakeport.
- 24 Get Konocti Resort open again!
- 25 Try and clean up the algae problem with the lake. Our tourism is way down. I have seen so many businesses failing due to the "stinky" lake.
- 26 more handicap spaces down town
- 27 Love the flower baskets. How about more "pocket gardens"?
- 28 no more fast food
- 29 more lake access
- 30 extend the underground power lines up and down main st- they are an eyesore
- 31 Very happy with the public restroom rehab & being open during Farmer's Market!

Response	# Responses
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<b>General Comments</b>	<b>12</b>
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- 1 I seldom leave Lake County to shop. Main St is a small portion of my shopping because most of the
- 2 Keep up the good effort! Evening events would be nice.
- 3 It is a nice town.

- 4 Lakeport is adorable and the shops are really amazing.
- 5 My comments on shopping should be taken with a grain of salt, since I am not a "shopper."  
This is a great City and I wholly support your efforts!
- 6 A charming downtown
- 7 Lakeport is a nice town.
- 8 Thanks for doing this survey.
- 9 Keep up the good work--it has improved so much over the years.
- 10 I think that Lakeport is probably the best that it can be because of budgets and finances.
- 11 Nice progress during past few years!!
- 12 I like the community spirit that seems alive and well in Lakeport.

Response	# Responses
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Events/Activities	9
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- 1 More fresh produce at the farmers market, including wine grapes!
- 2 more events & a better farmers market in the park or downtown
- 3 Rarely find anything of interest at craft fairs.
- 4 we need more special events going on downtown
- 5 Have more events to draw vendors.
- 6 I like the farmers' market and other events in Library Park.
- 7 It would be a good idea to combine some of the events and have a robust event with a lot of people attending. Currently the events are individualized and spread out with a limited attendance. Bring two events together and put the booths closer together. Make it something that everyone wants to attend. They can spill over from one event to the other. Example Dickens Fair. Too spread out ... not enough booths, poor attendance. Take an example from the Pear Festival. That is a wonderful event. Add some wine tasting to Dickens and have local restaurants participate with outside dining and heating lamps.
- 8 Great on downtown events, parades are much fun.
- 9 More waterskiing events - It's the best lake!

Response	# Responses
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Visual	2
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- 1 Put some art in those vacant store fronts. Depressing
- 2 Wish all the stores had businesses in them