

# City of Fort Lauderdale

*City Hall*  
100 North Andrews Avenue  
Fort Lauderdale, FL 33301  
[www.fortlauderdale.gov](http://www.fortlauderdale.gov)



## Meeting Minutes - DRAFT

Thursday, April 23, 2015

12:30 PM

2014 Neighbor Survey

City Commission Conference Room

## **CITY COMMISSION WORKSHOP**

***FORT LAUDERDALE CITY COMMISSION***

***JOHN P. "JACK" SEILER Mayor - Commissioner***  
***ROBERT L. McKINZIE Vice Mayor - Commissioner - District III***  
***BRUCE G. ROBERTS Commissioner - District I***  
***DEAN J. TRANTALIS Commissioner - District II***  
***ROMNEY ROGERS Commissioner - District IV***

***LEE R. FELDMAN, City Manager***  
***JOHN HERBST, City Auditor***  
***JONDA K. JOSEPH, City Clerk***  
***CYNTHIA A. EVERETT, City Attorney***

Meeting was called to order at 12:30 p.m. by Mayor Seiler.

## ATTENDANCE ROLL CALL

**Present:** 4 - Mayor John P. "Jack" Seiler, Commissioner Bruce G. Roberts, Commissioner Dean J. Trantalis and Vice-Mayor Robert L. McKinzie

Not Present: 1 – Commissioner Romney Rogers (excused)

**Also Present:** City Manager Lee R. Feldman, City Auditor John Herbst, City Clerk Jonda K. Joseph and Senior Assistant City Attorney Paul Bangel

## 2014 NEIGHBOR SURVEY

### 15-0579 Workshop Purpose – Amy Knowles

Structural Innovations Manager Amy Knowles provided introductory remarks. She referred to slides related to this matter. A copy of the slides is attached to these minutes. She introduced Chris Tatham, Vice-President of ETC Institute, to discuss the main priorities that came out of the survey and to conduct the slide review.

Overview - Chris Tatham, Vice President, ETC Institute

Purpose and Methodology

Demographics Overview

Major Findings - Important Highlights from Survey Results

Overall Findings and Perceptions

Major Categories of City Services

Commissioner Roberts asked a question in regards to the public safety statistic and preparation for disaster. Chris Tatham said he would distinguish between public safety and preparation for disaster later in the presentation.

*Chris Tatham, vice-president of ETC Institute, continued review of the slides.*

A discussion ensued in regards to the location of lifeguards in various areas. Commissioner Trantalis commented that people in Coral Ridge Towers have asked about life guard presence and if that information had been relayed to him. The City Manager stated that the information had not been relayed to him. The City Manager, the Mayor and Commissioner Roberts clarified the life guard areas.

*Chris Tatham, vice-president of ETC Institute, continued review of the slides.*

Commissioner Trantalis commented on the statistic increase associated with the city's effort to prevent crime. He felt that a five percent increase was not significant if the margin for error is four percent. Chris Tatham commented that because it went up more than the margin of error, it was a statistically significant change.

*Chris Tatham, vice-president of ETC Institute, continued review of the slides.*

Commissioner Roberts commented on the survey's results regarding the availability of green space near homes. The Mayor asked if Chris Tatham if he had more detailed information regarding these results. Chris Tatham responded that he did not have detailed maps with him, but they will be provided to the city.

*Chris Tatham, vice-president of ETC Institute, continued review of the slides.*

Christ Tatham summarized and concluded the slide show and asked if anyone had questions.

The Mayor thanked Chris Tatham and gave closing remarks. The Mayor also gave credit to the city employees for the increase in the neighborhood surveys. A conversation ensued in which the Mayor and Commissioner Roberts discussed which areas frustrated them and the challenges they faced to improve those areas.

Art Seitz commented on the increase in residents and bicycle usage. He asked if aquatics activities were surveyed. Chris Tatham said he did not have detailed information on this subject.

Follow-up Informational Requests and Action Items - Amy Knowles,  
Structural Innovation Manager

There being no other matters to come before the Commission, the meeting adjourned at 1:22 p.m.

# ***City of Fort Lauderdale*** ***2014 Neighbor Survey*** ***Findings***

Presented by  
*ETC Institute*

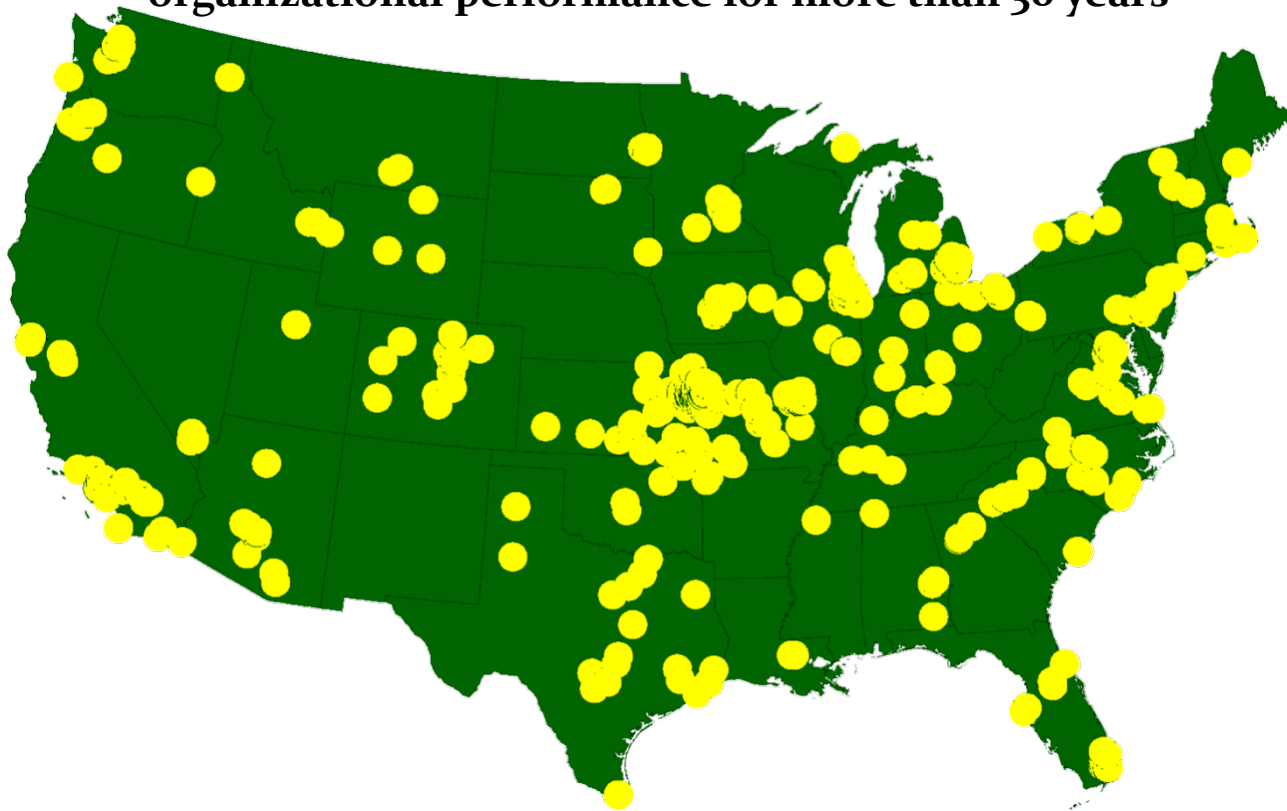
April 23, 2015





# **A National Leader in Market Research for Local Governmental Organizations**

...helping city and county governments gather and use survey data to enhance  
organizational performance for more than 30 years



**More than 1,850,000 Persons Surveyed Since 2006  
for more than 700 cities in 49 States**

# Purpose

- **To objectively assess satisfaction with the quality of City services and other factors that influence resident perceptions of the City**
- **To gather input from residents to assist in developing budget priorities**
- **To identify opportunities to improve satisfaction in services of high resident priorities**
- **To measure trends over time to help guide and evaluate the implementation of the City's strategic plan**

# Methodology

- **Survey Description**
  - ❑ included most of the questions that were asked in 2013
- **Method of Administration**
  - ❑ mailed to a random sample of residents
  - ❑ phone follow-ups made approximately two weeks later
- **Sample size:**
  - ❑ Goal: 600 completed surveys; Actual: 638 completed surveys
- **Confidence level: 95%**
- **Margin of error: +/- 4.0% overall**
- **Sample representative of the City's population both demographically and geographically**



## At least 150 respondents from each district



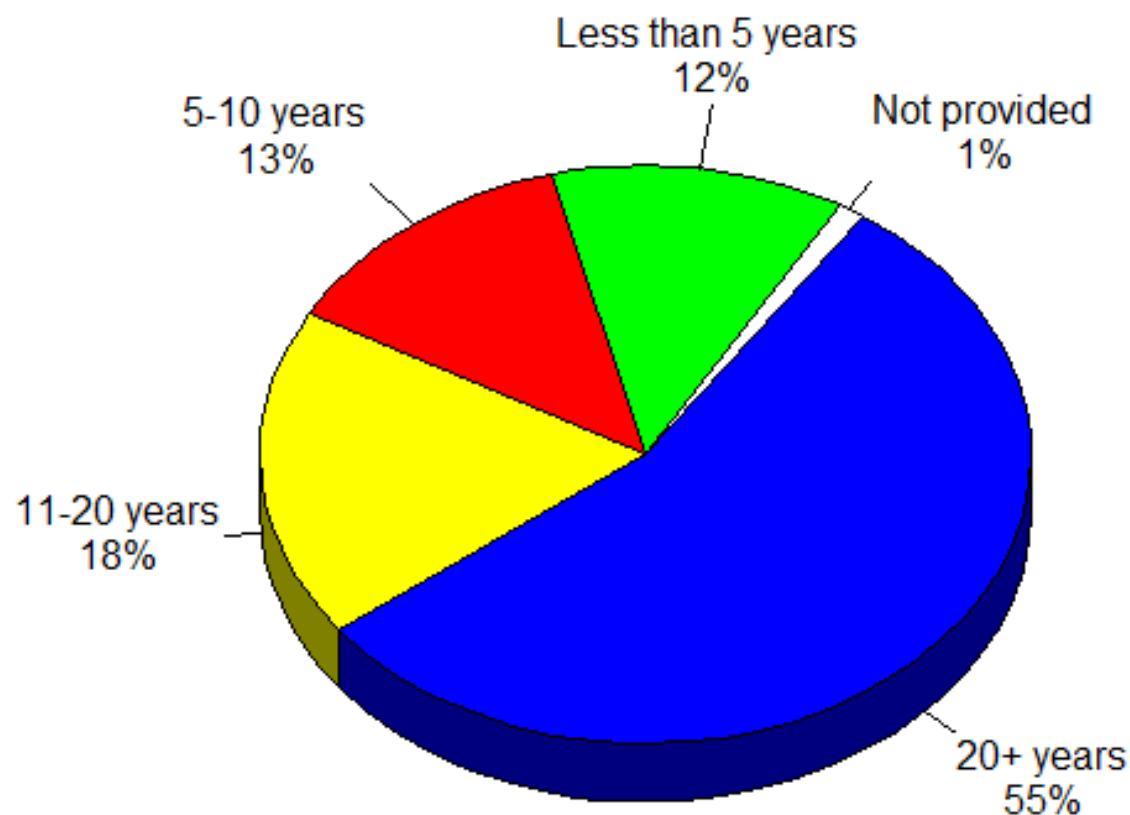


# DEMOGRAPHICS



# Q31. Approximately how many years have you lived in the City of Fort Lauderdale?

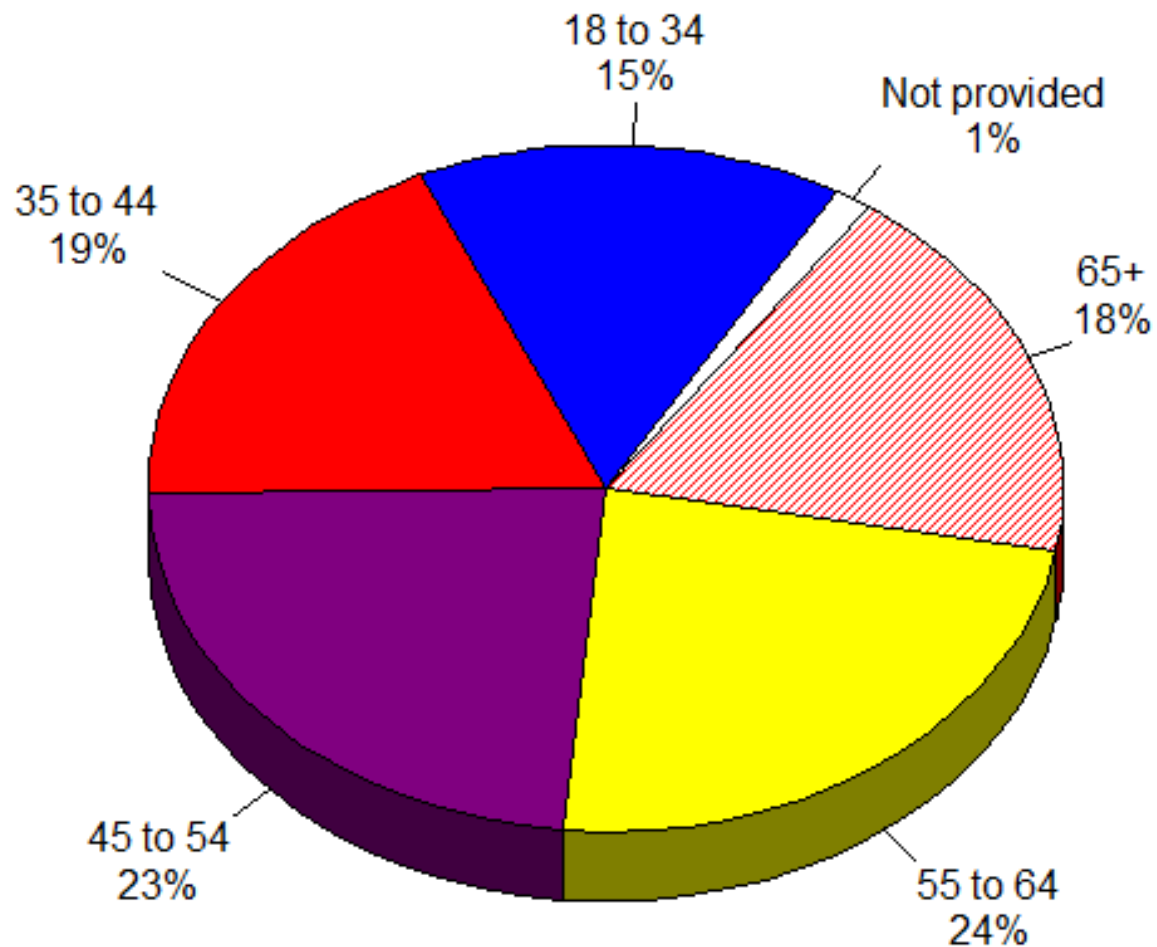
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

### Q33. What is your age?

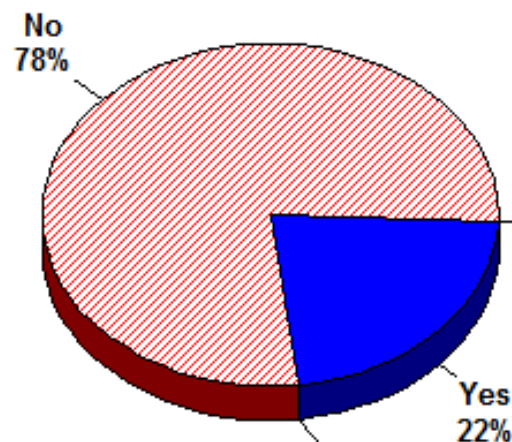
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

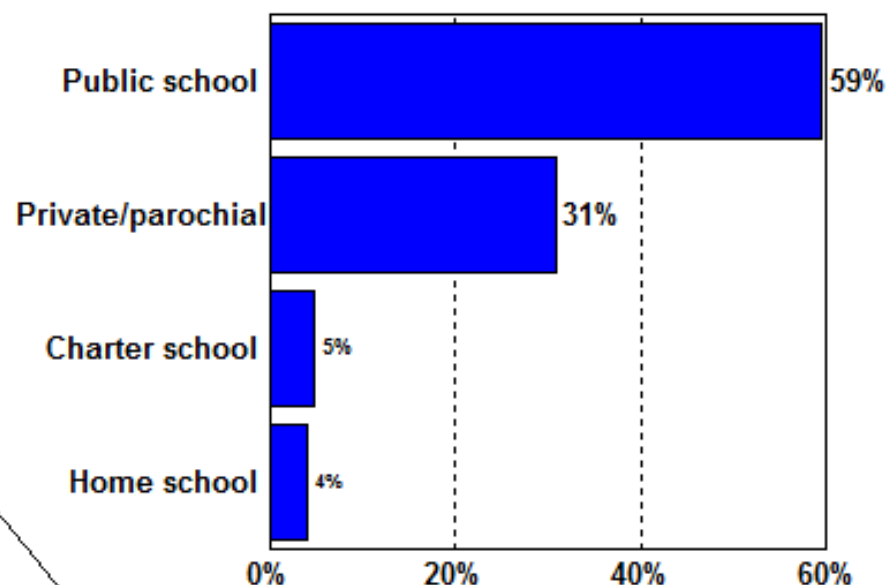
## Q32. Do you have school age children (grades K-12) living at home?

by percentage of respondents



### Q32a. What type of school(s) do they attend?

(multiple selections could be made)

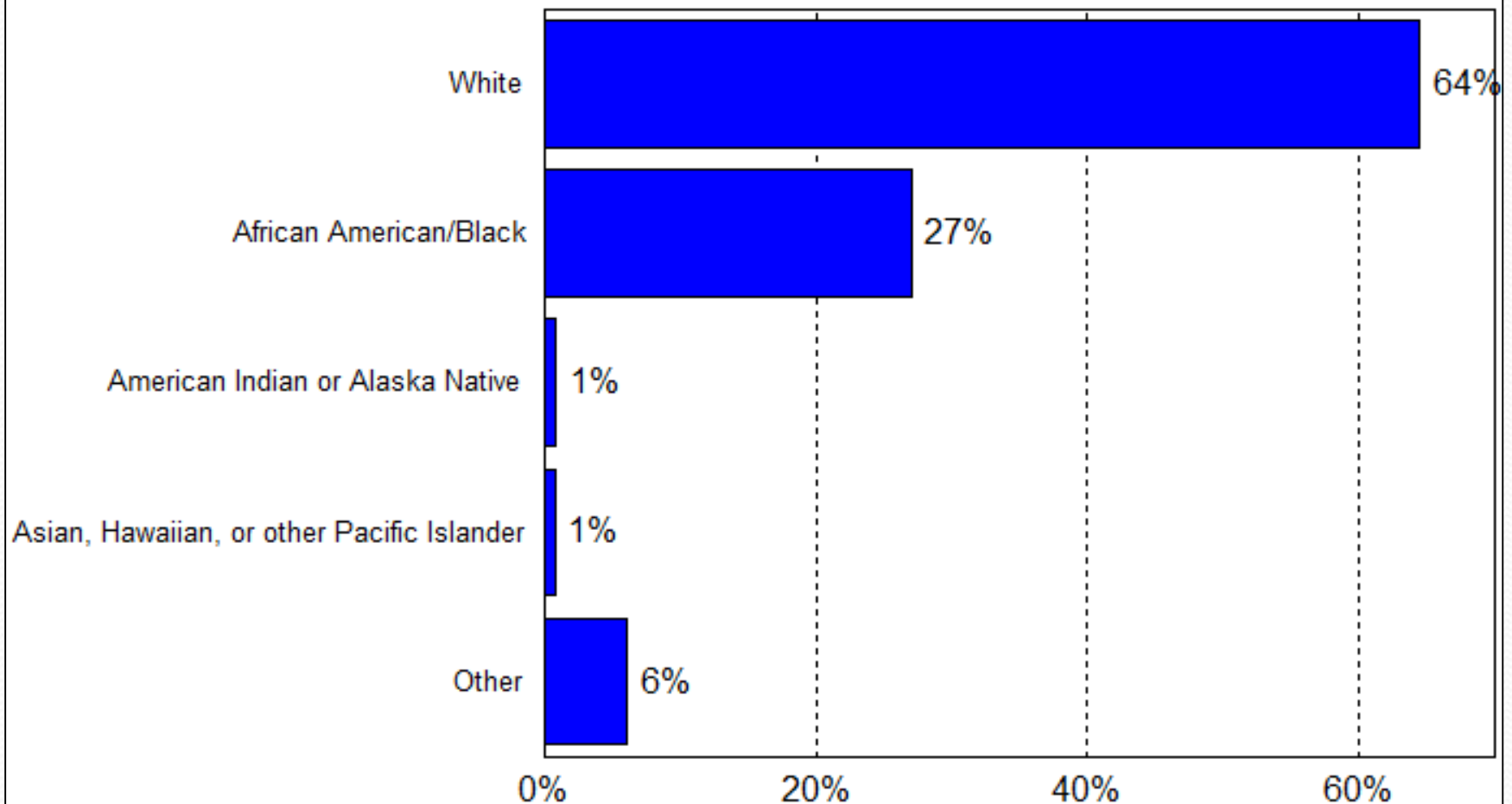


Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)



## Q34. Which of the following best describes your race?

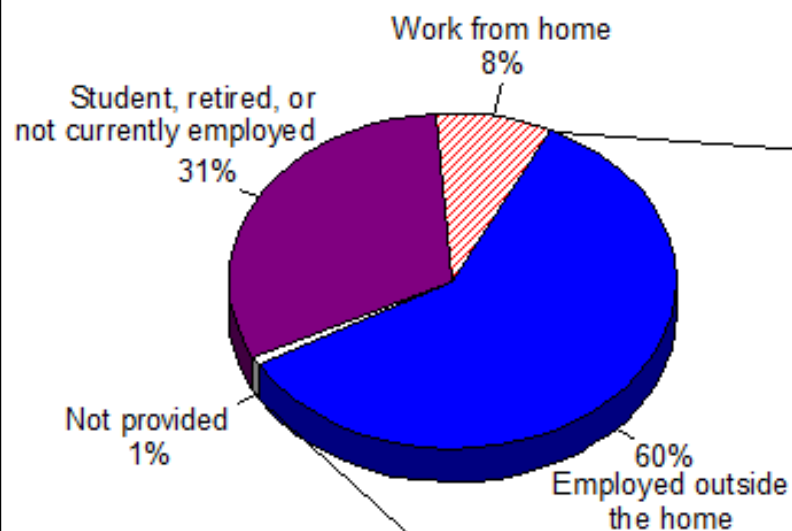
by percentage of respondents (multiple selections could be made)



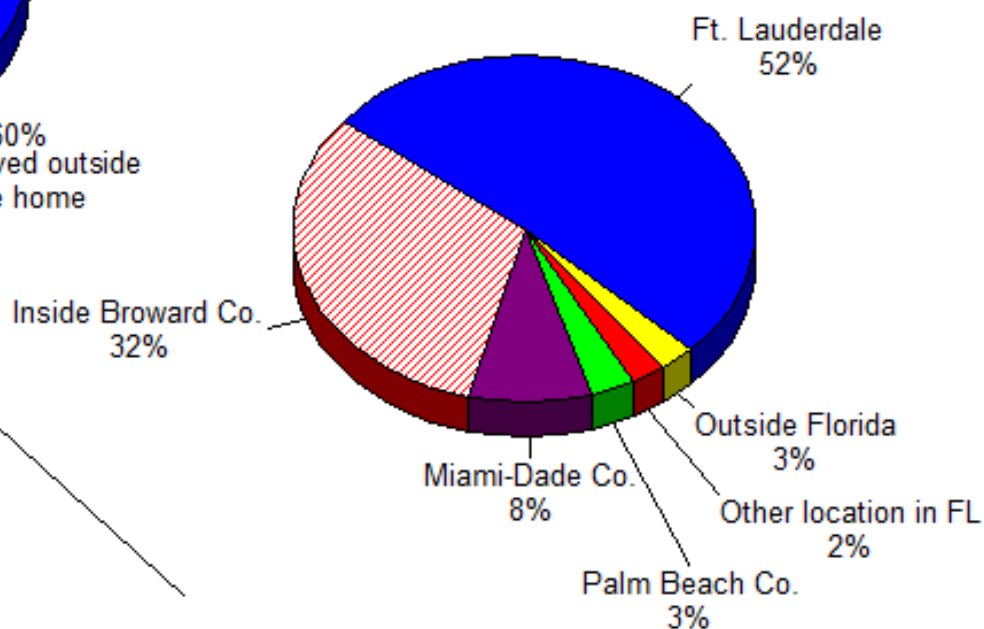
Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

# Q36. Which of the following best describes your current place of employment?

by percentage of respondents



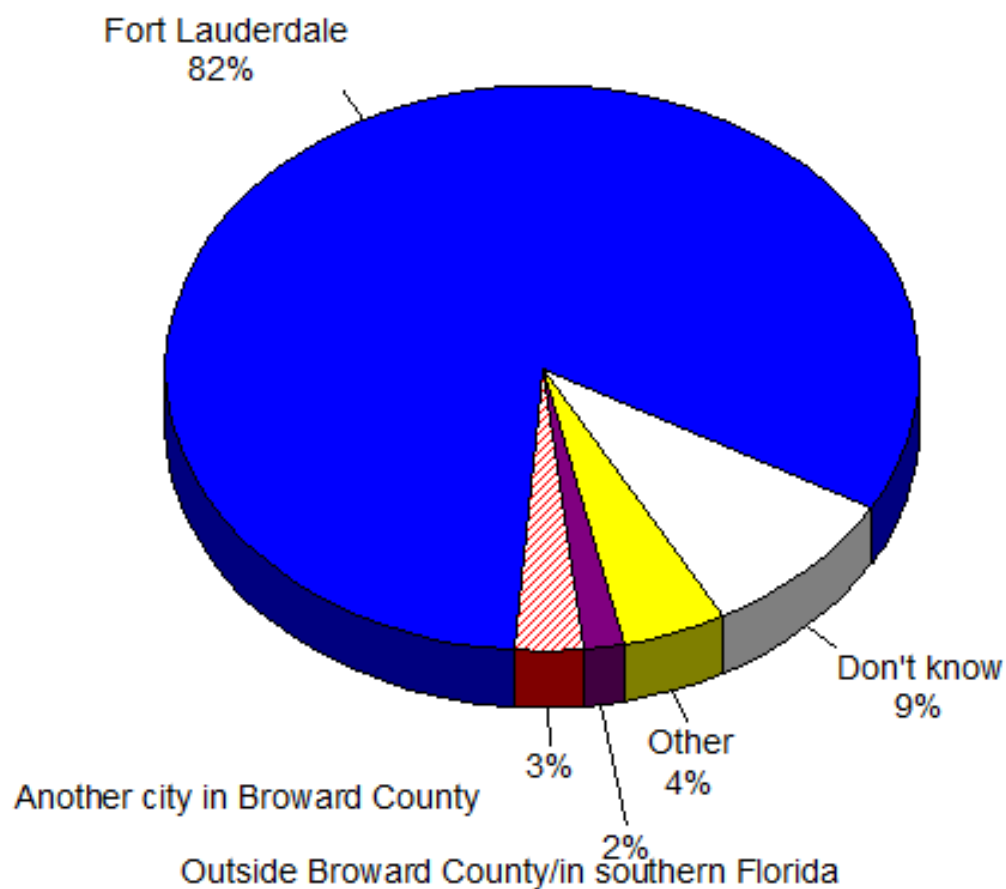
## Q36-1. Where do you work?



Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

## Q37. Where do you plan to be living in the next 2-5 years?

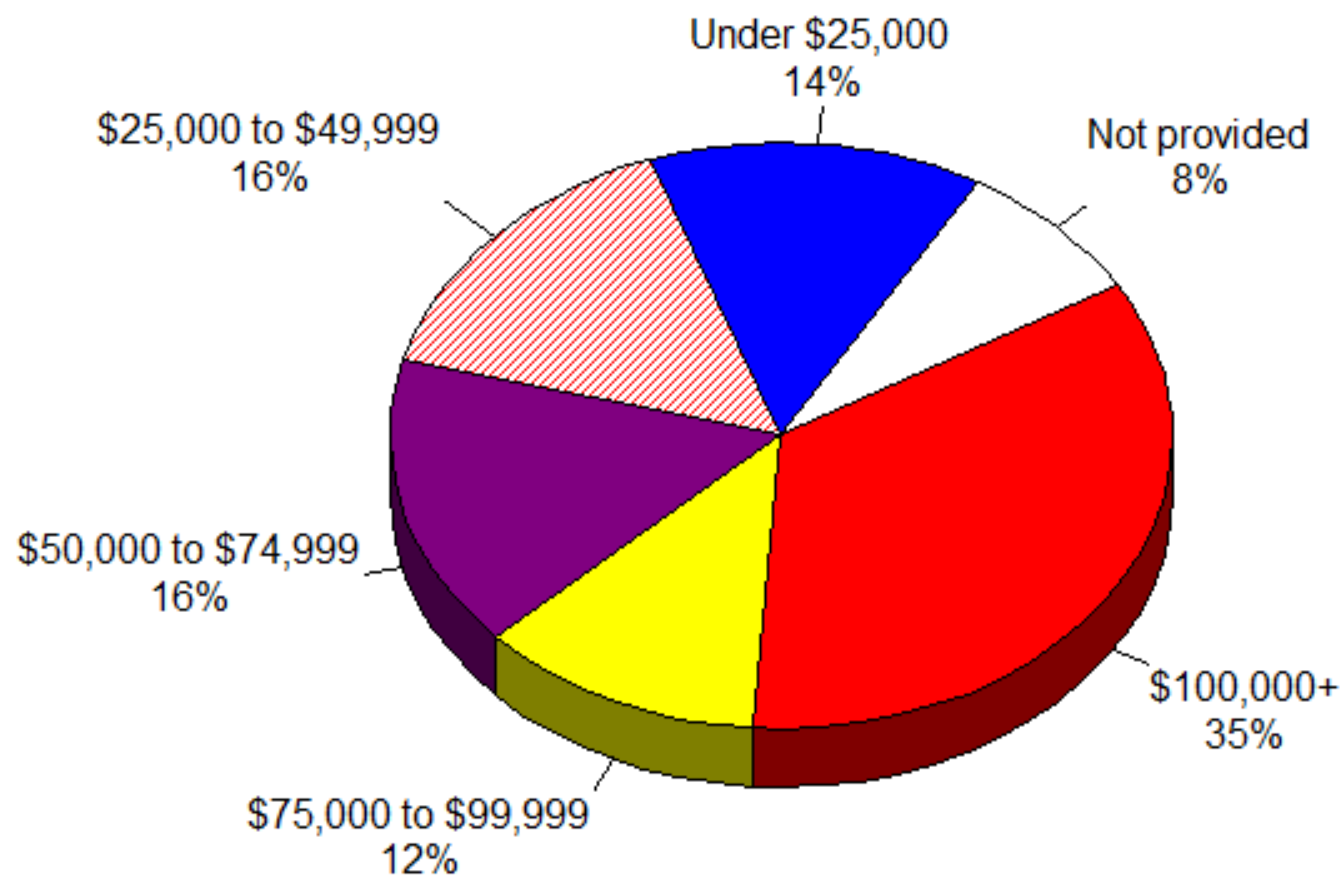
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

## Q38. Annual Household Income

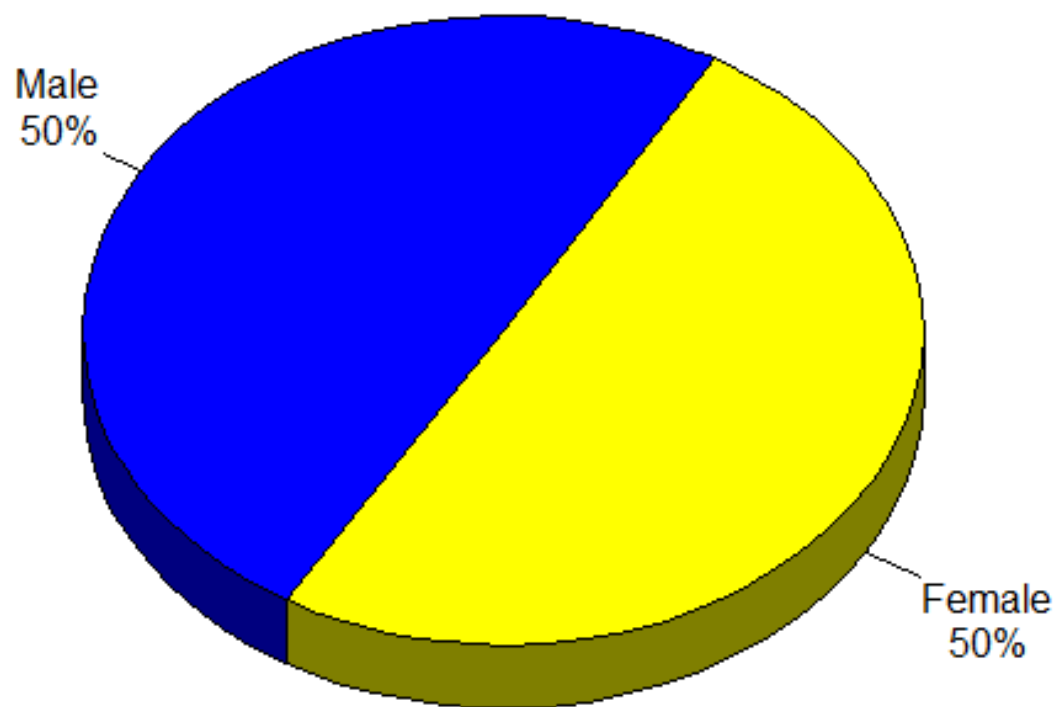
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

## Q39. Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)



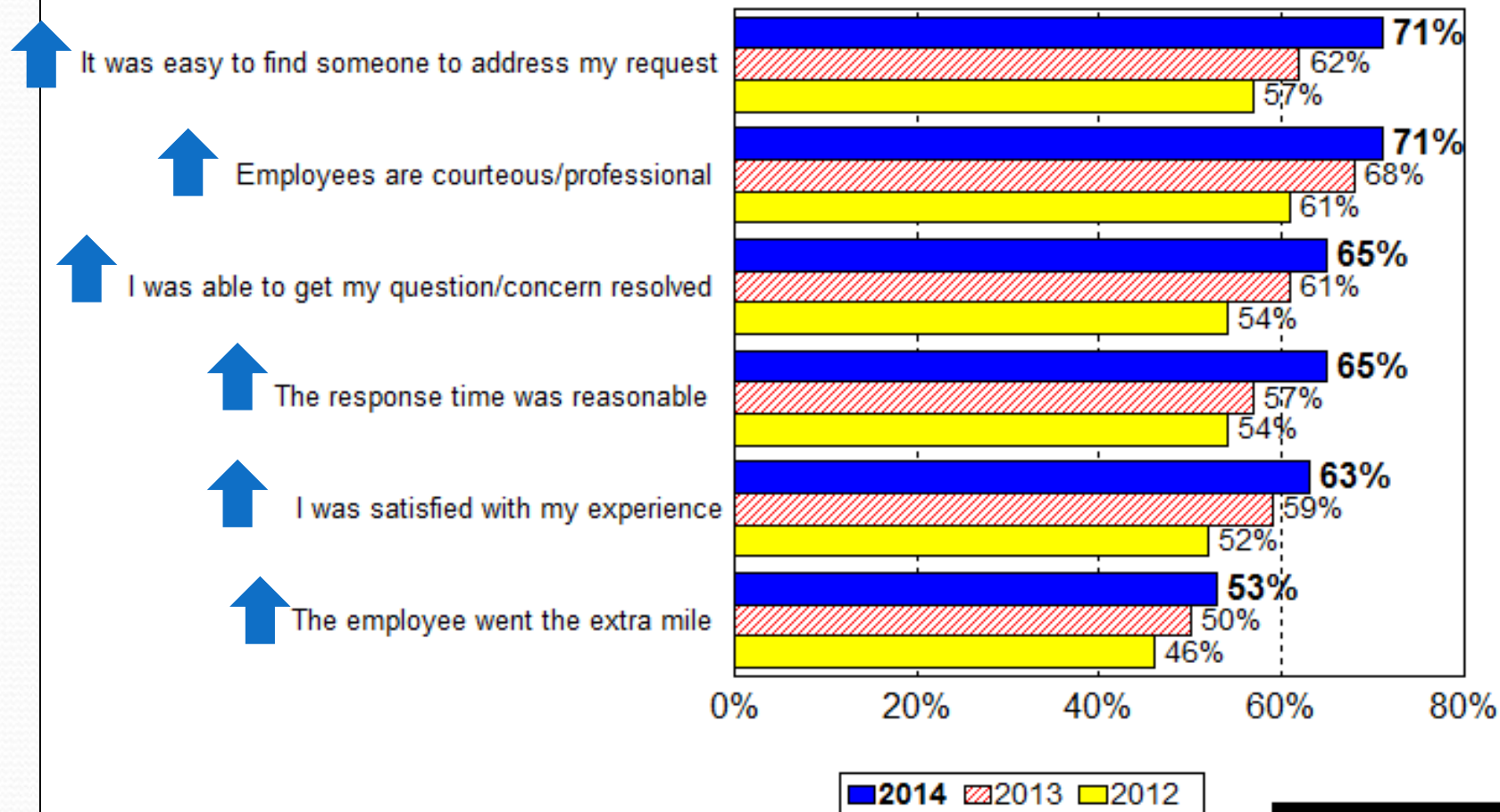
# Summary of Major Findings

- Overall satisfaction with City Services is Significantly above the national average
- Residents feel the City is moving in the right direction.
- Notable Improvements from 2013 to 2014
  - Customer Service
  - Code Enforcement
  - Maintenance of Streets
  - Value for City Taxes/Fees
  - Police
- Issues that should continue to be high priorities for the City over the next 2 years
  - ☐ Overall flow of traffic
  - ☐ Maintenance of streets, sidewalks and infrastructure
  - ☐ How well the City is preparing for the future
  - ☐ More walkable and bikable streets (Community Investment Plan)
  - ☐ Stormwater and drainage improvements (Community Investment)



# Frequency That City Employees Display Various Behaviors 2012 to 2014

by percentage of respondents who had contacted the City during the past year and rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



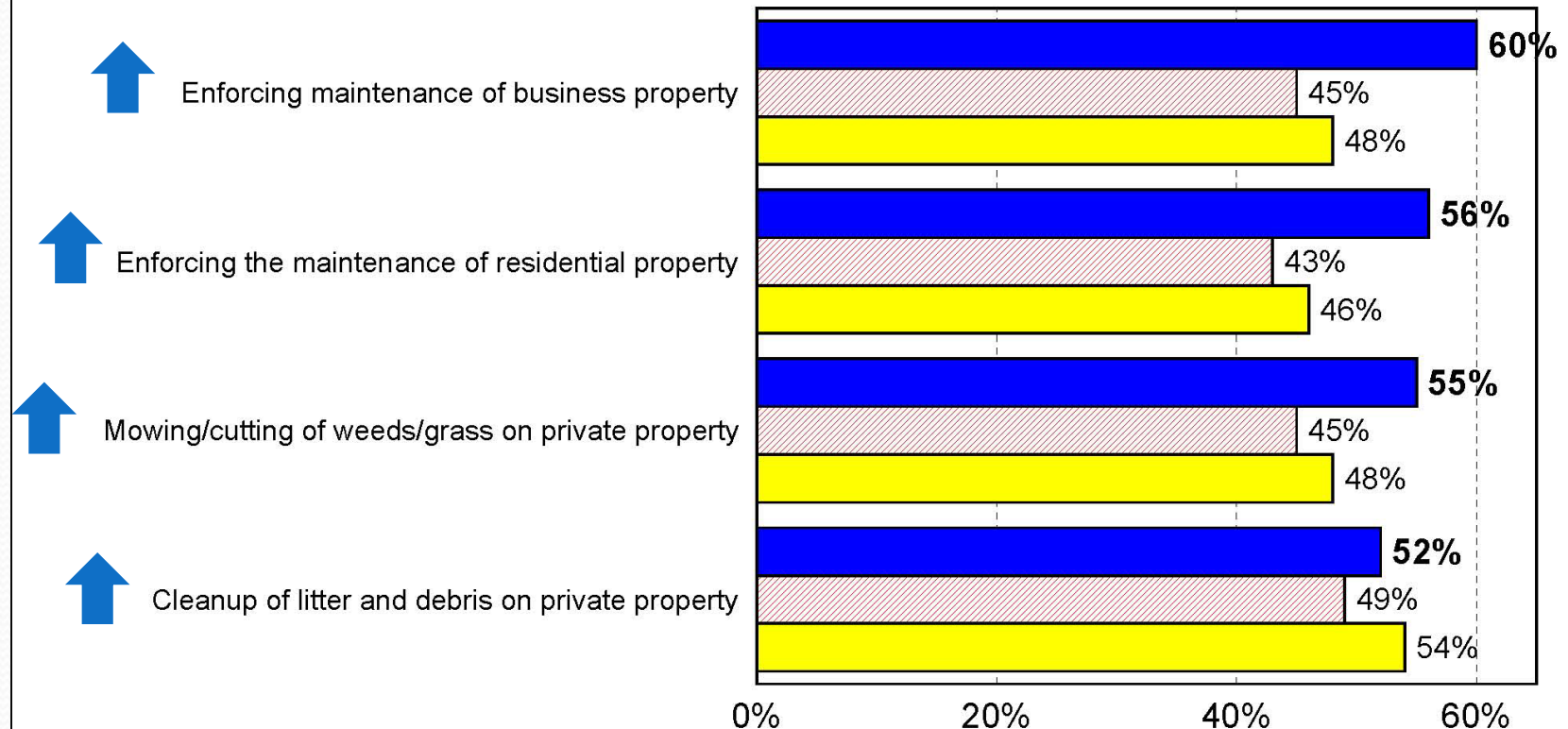
\*Changes of +/-4% are statistically significant

Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

***Trends***

# Satisfaction With Codes and Ordinances Related to Appearance - 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**\*Changes of +/-4% are statistically significant**

Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

■ 2014 ■ 2013 ■ 2012

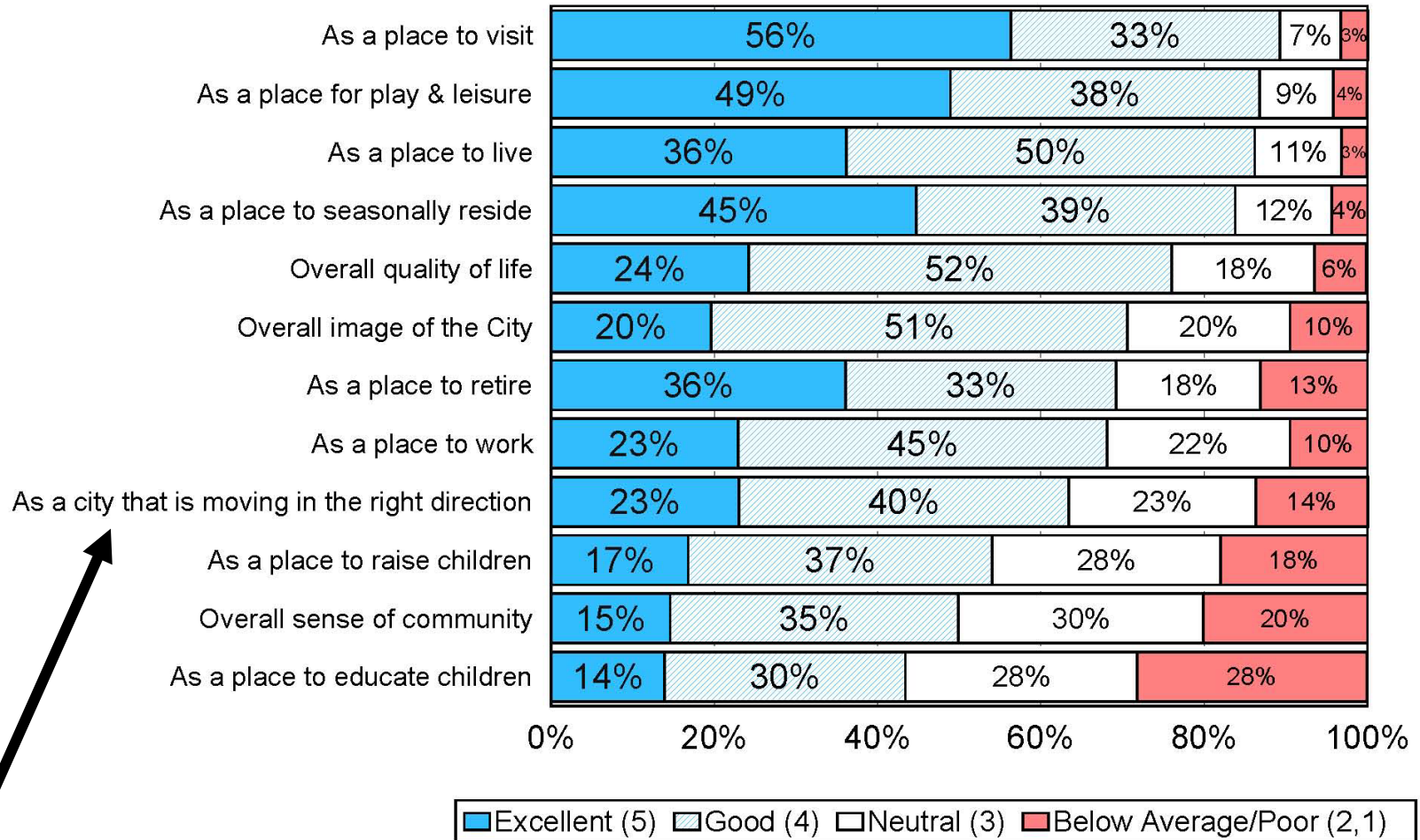
***Trends***



# Overall Findings

# Q1. Overall Ratings for the City of Fort Lauderdale

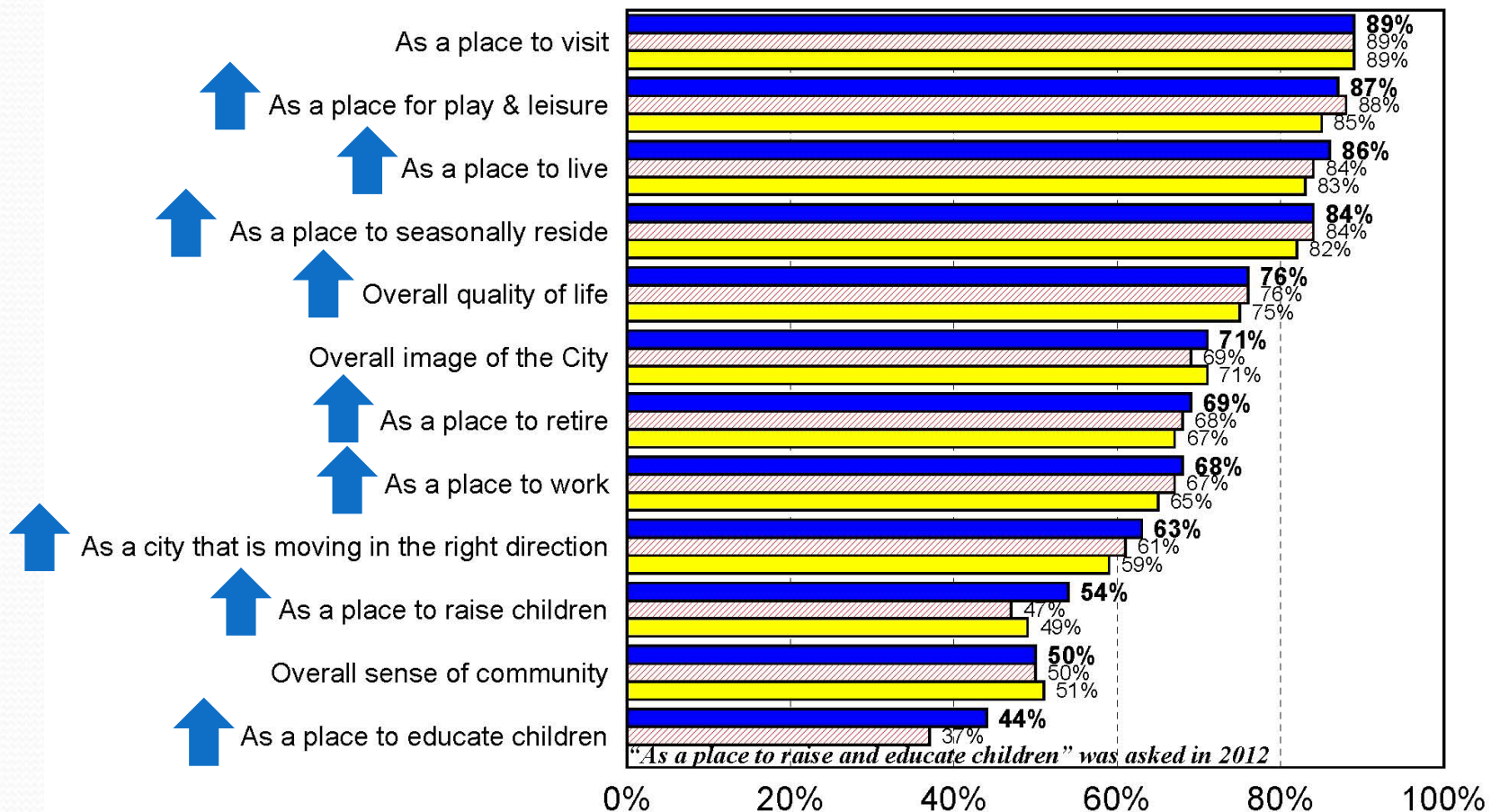
by percentage of respondents (excluding "don't know")



**63% of Residents Think the City is Moving in the Right Direction; Only 14% Do Not**

# Overall Ratings for the City of Fort Lauderdale 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



\*Changes of +/-4% are statistically significant

■ 2014 ■ 2013 ■ 2012

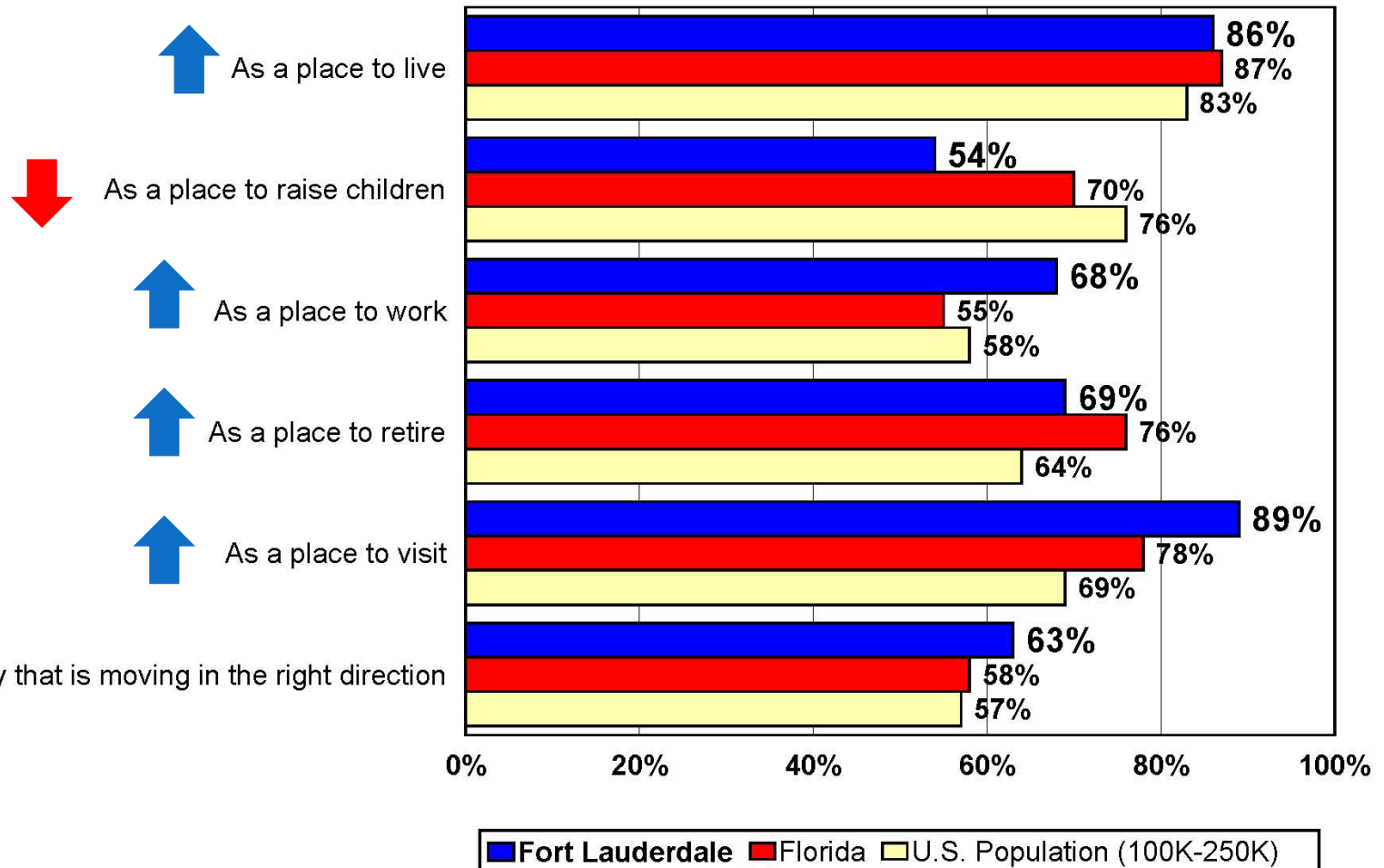
**Trends**

Since 2012, Ratings Have Improved or Stayed the Same  
in All But One Area

# Overall Ratings of the Community

## Fort Lauderdale vs. Florida vs. U.S. Population (100K-250K)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Ratings as a "Place to Raise Children" is the Only Area Where Fort Lauderdale Rated Below the Average for Cities with populations of 100K-250K

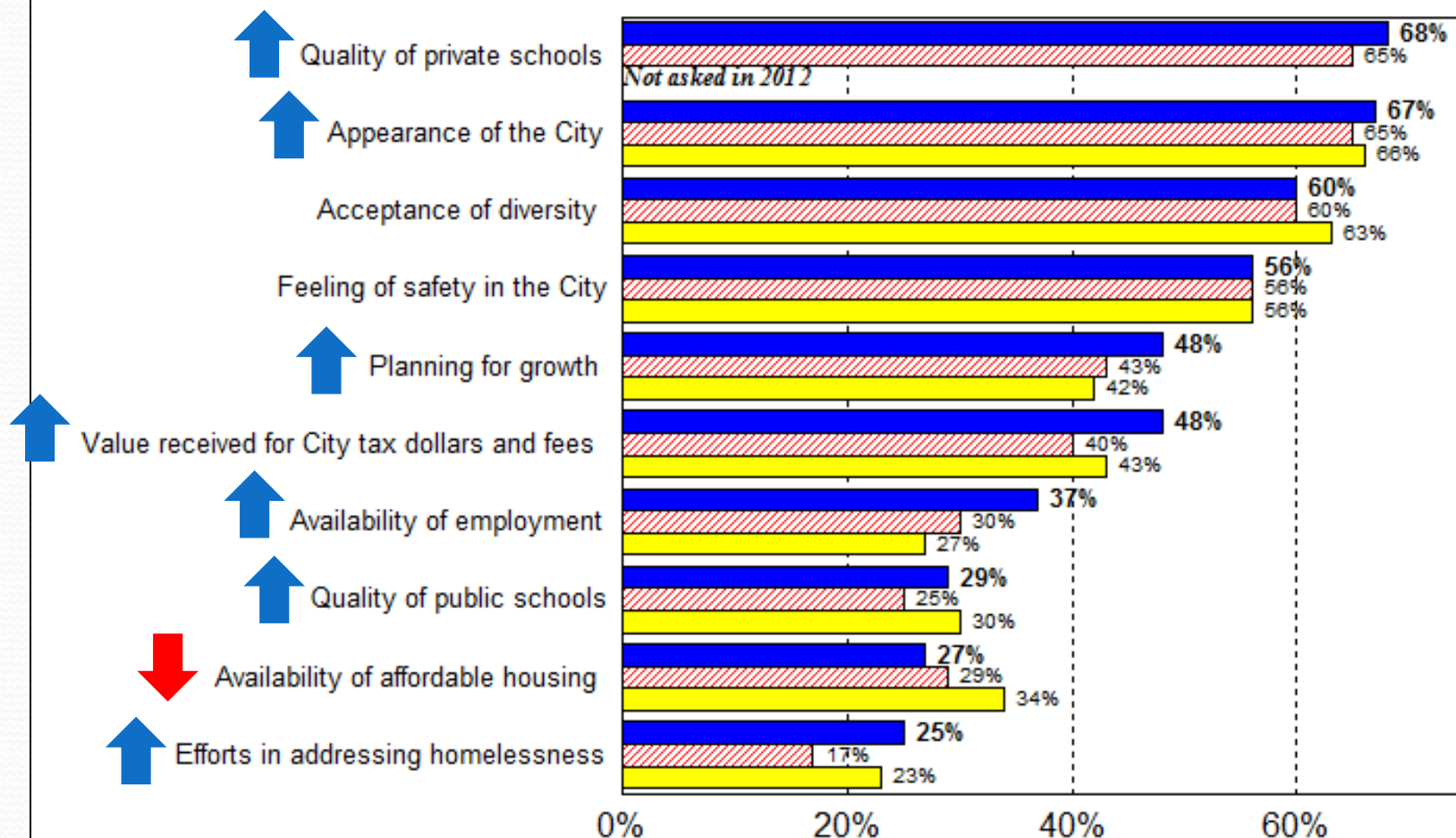




# **Perceptions of the City**

# Satisfaction With Items That Influence the Perception Residents Have of the City - 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



\*Changes of +/-4% are statistically significant

2014 2013 2012

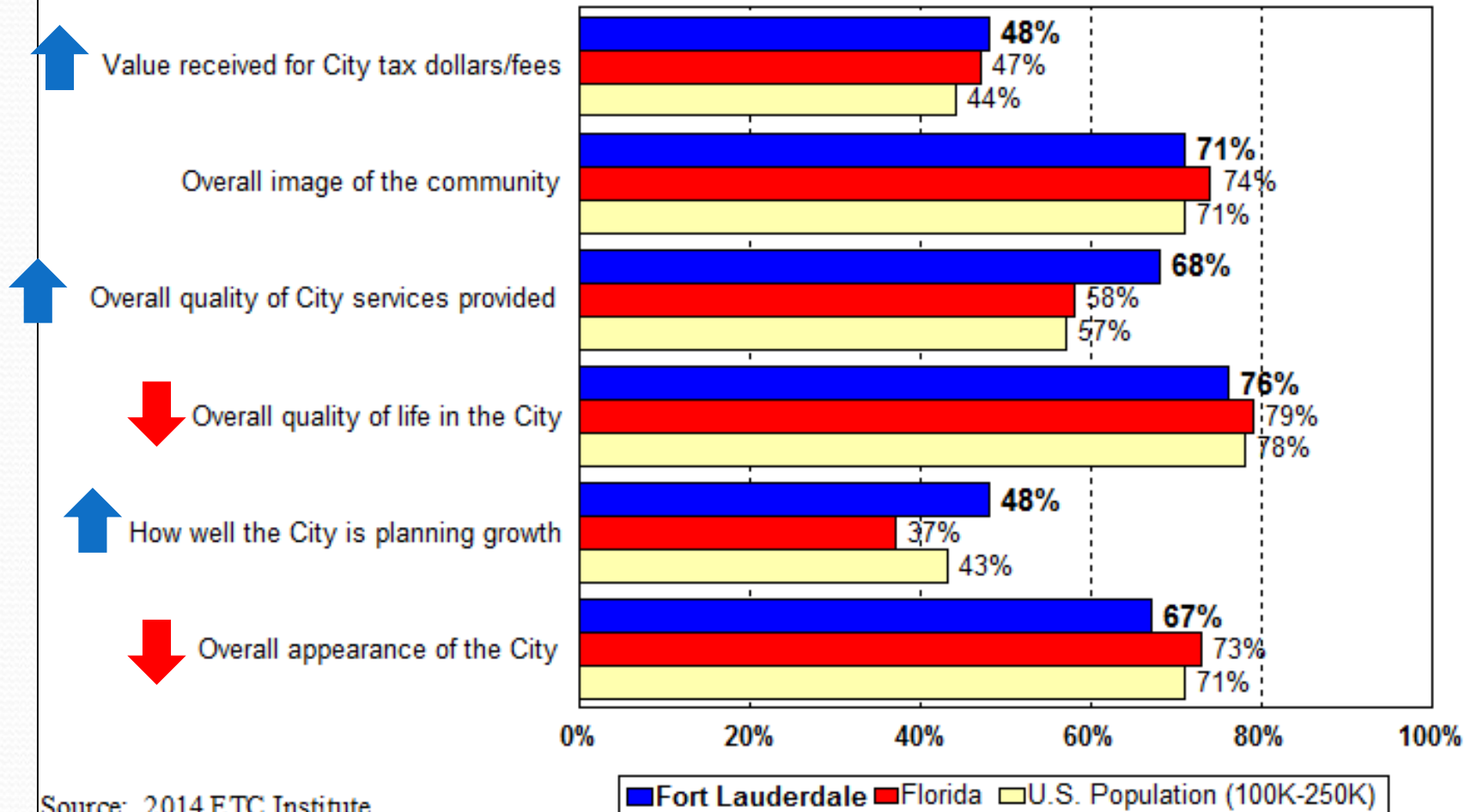
**Trends**

Compared to 2013, Ratings Have Improved or Stayed the Same in All But One Area

# Satisfaction with Issues that Influence Perceptions of the City

## Fort Lauderdale vs. Florida vs. U.S. Population (100K-250K)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Fort Lauderdale Rated Above National Average for All Cities in the Two Most Critical Areas The Were Assessed on the Survey: (1) Overall Quality of Services and (2) Value for Taxes



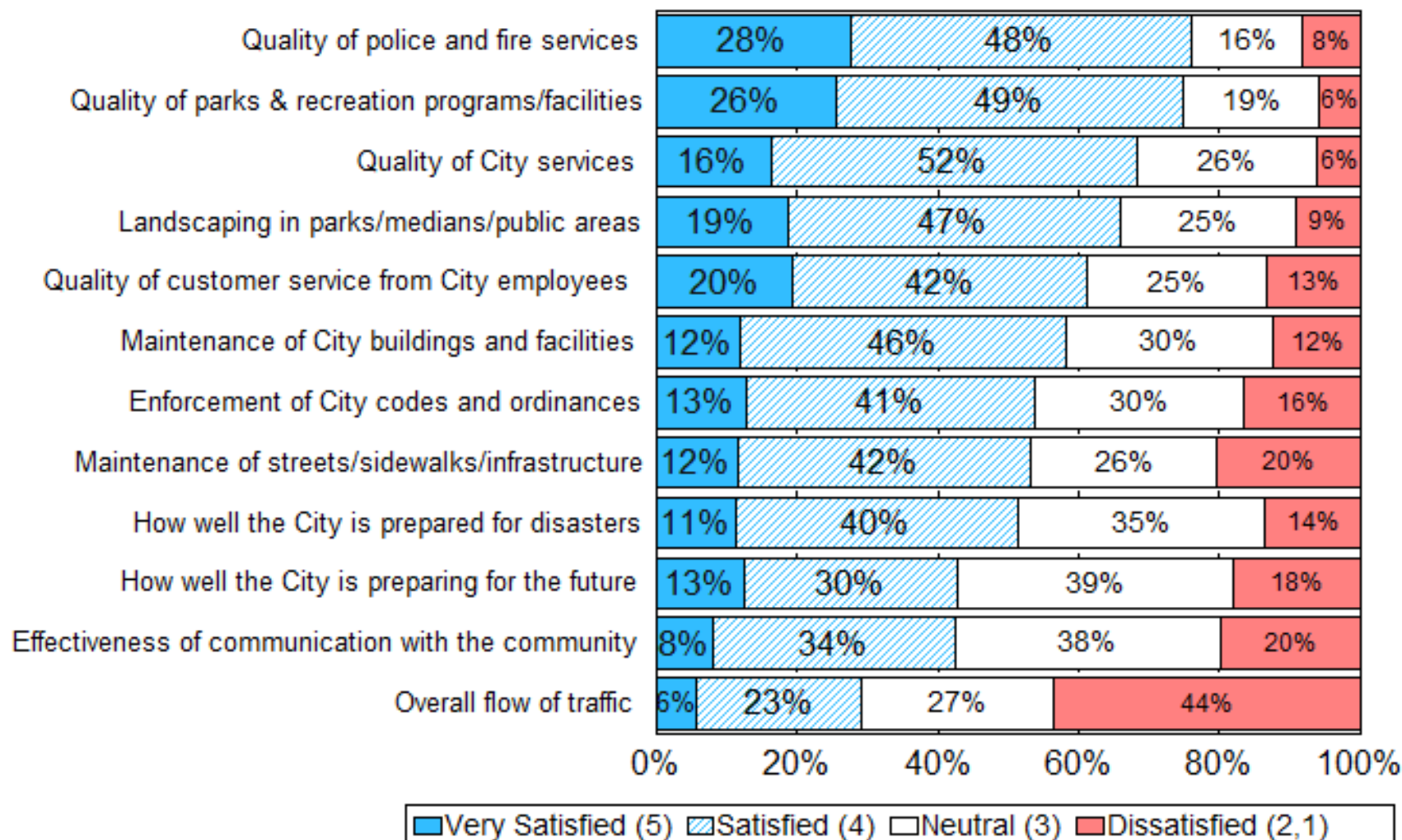


# **Satisfaction with Major Categories of City Services**



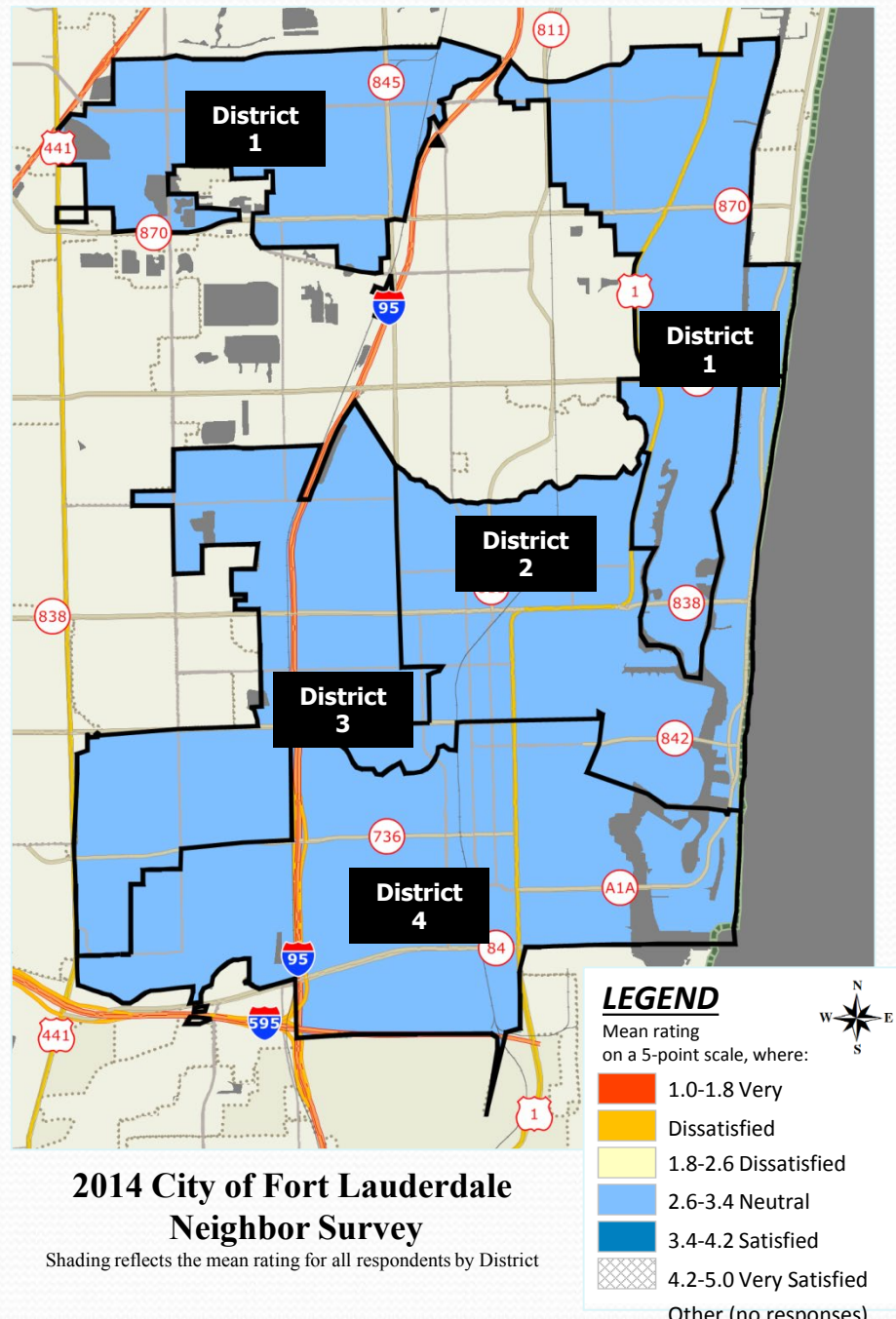
## Q4. Overall Satisfaction with City Services

by percentage of respondents (excluding "don't know")



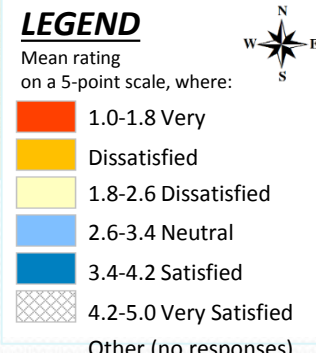
**With the Exception of the Overall Flow of Traffic, the ratio of 'satisfied' respondents to 'dissatisfied' respondents was more than 2 to 1**

### Q4a. Satisfaction with overall quality of City services

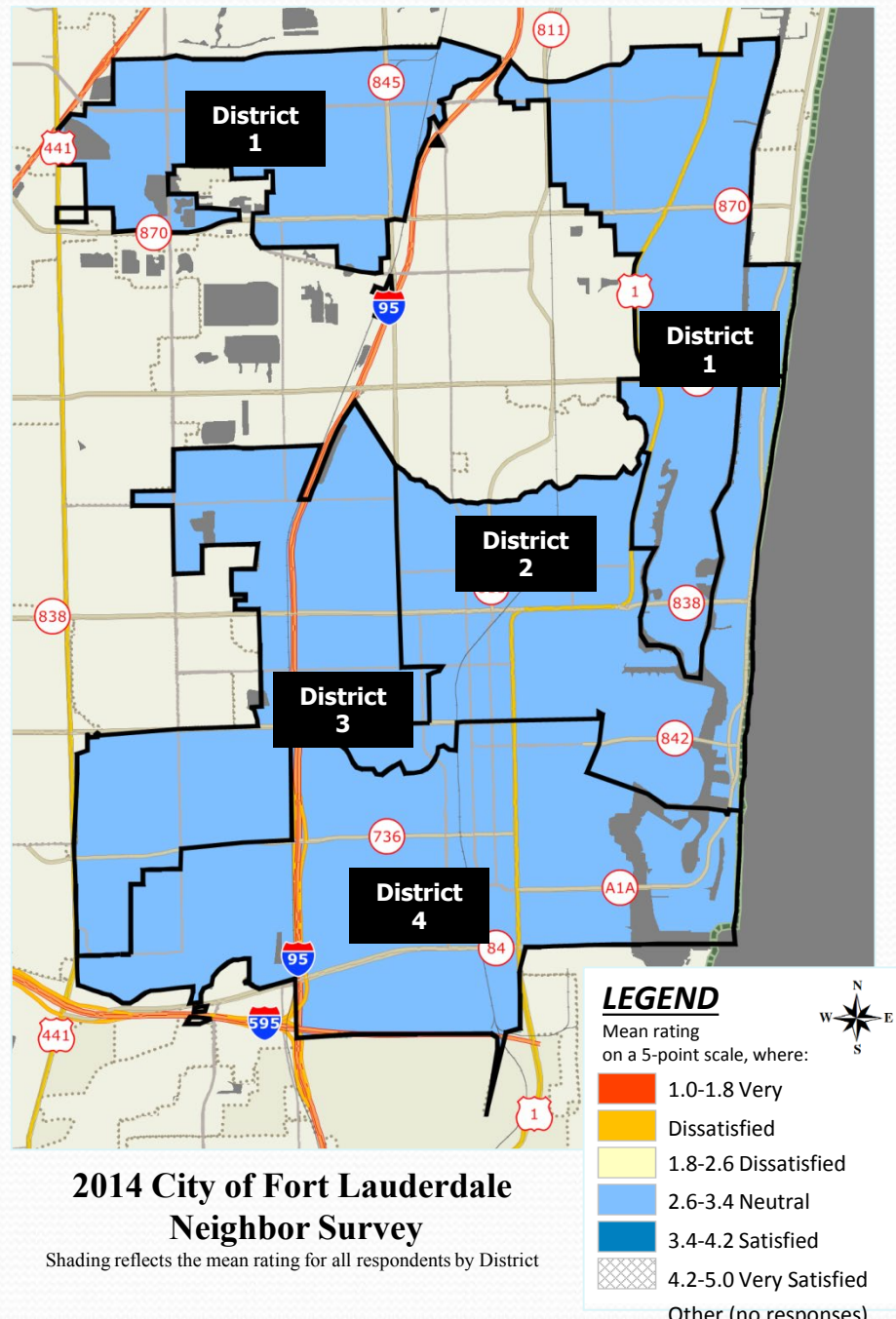




Shading reflects the mean rating for all respondents by District

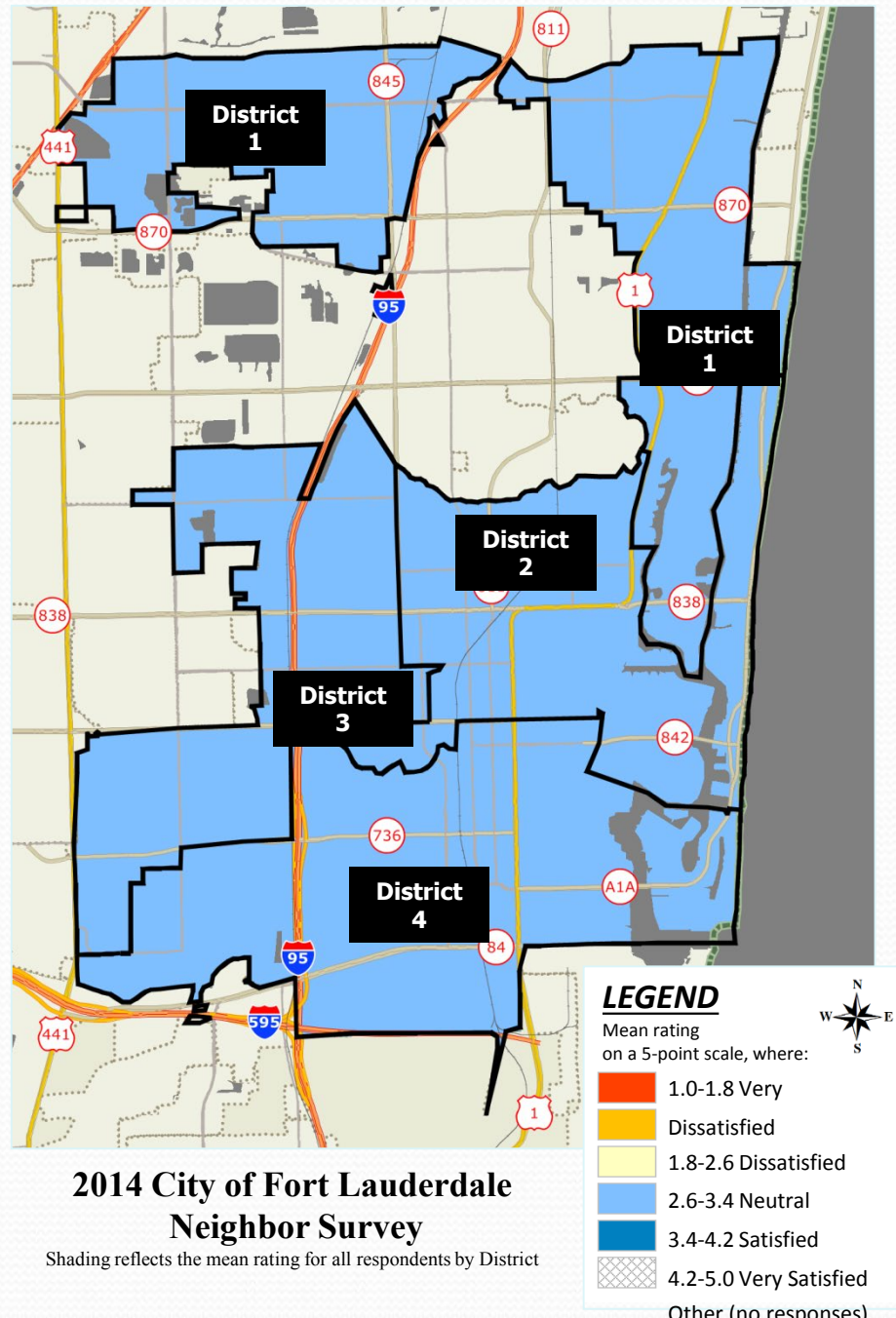


# Q4c. Satisfaction with overall quality of parks/recreation

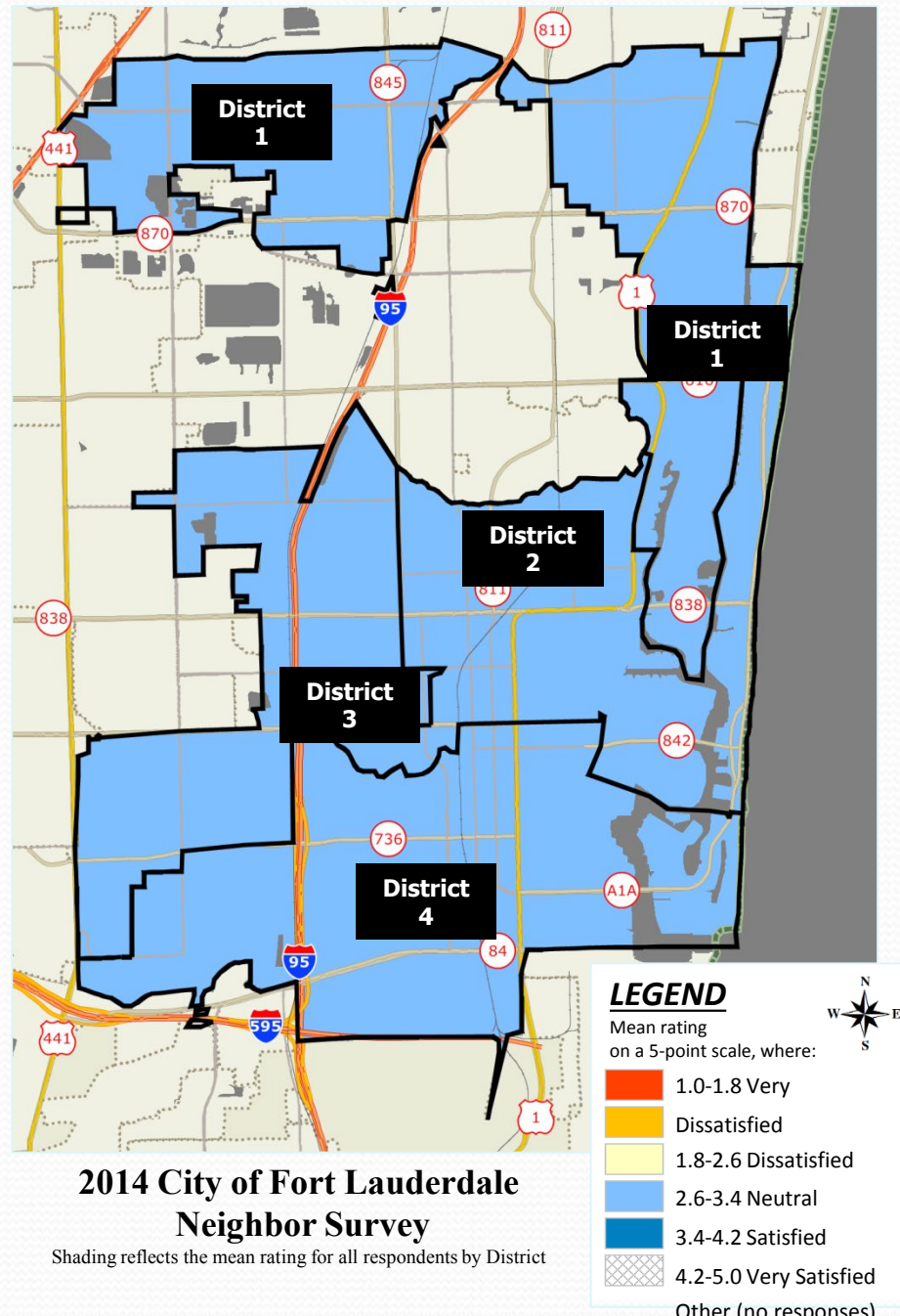




# Q4d. Satisfaction with overall quality of customer service

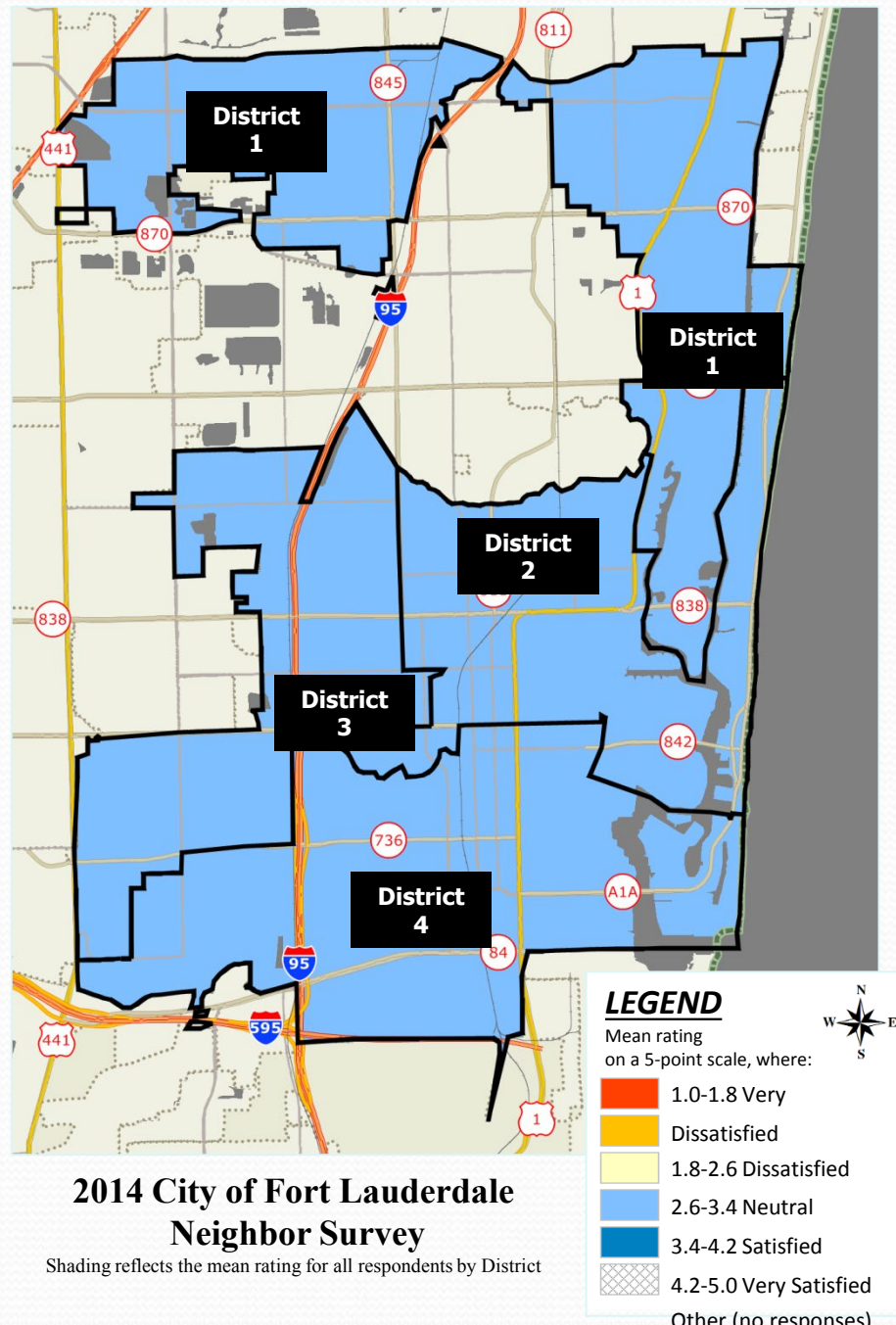


# Q4g. Satisfaction with maintenance of City buildings/facilities

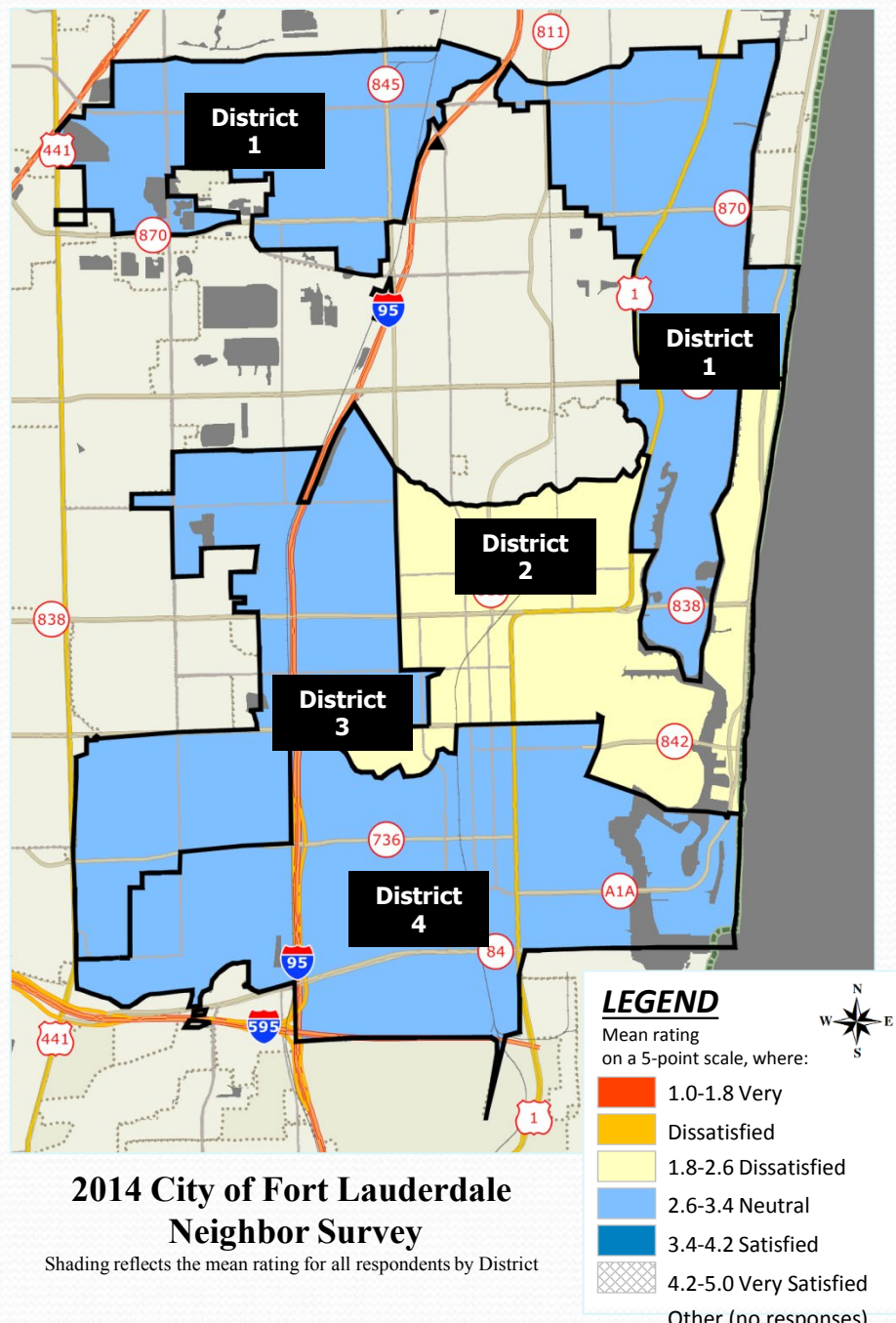




## Q41. Satisfaction with quality of landscaping in parks & public areas



# Q4e. Satisfaction with the enforcement of City codes and ordinances

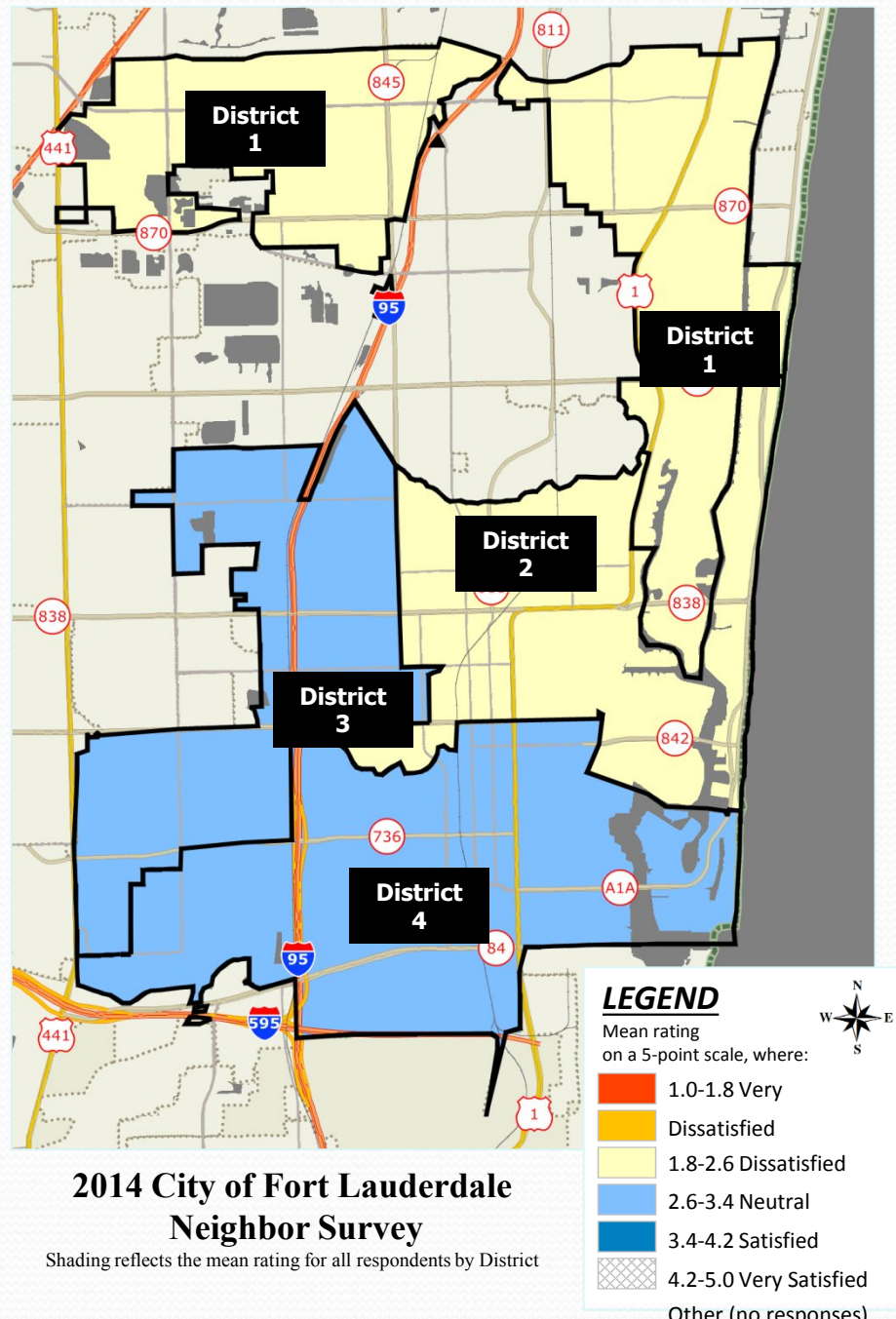


## 2014 City of Fort Lauderdale Neighbor Survey

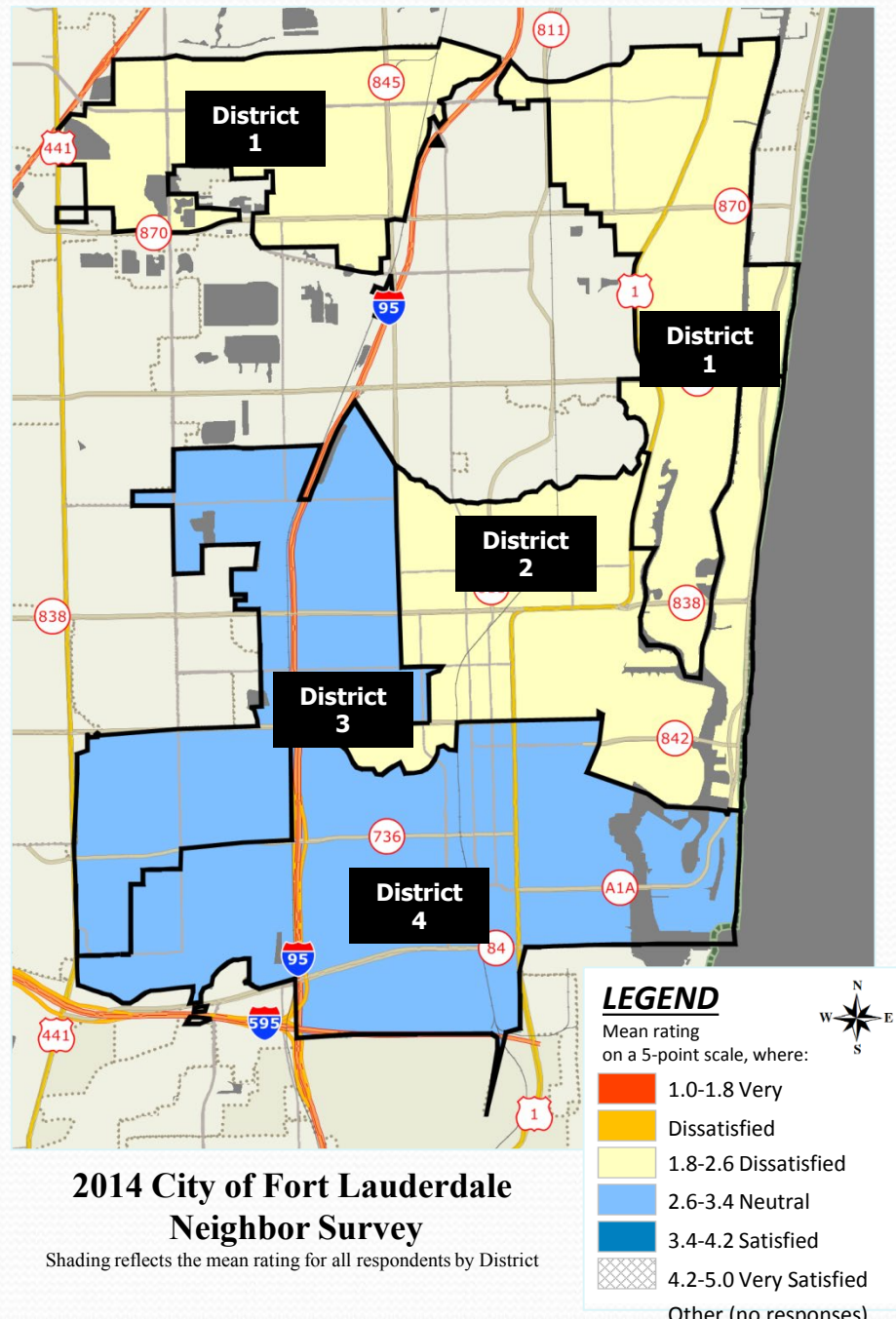
Shading reflects the mean rating for all respondents by District



# Q4f. Satisfaction with maintenance of City streets/infrastructure



# Q4k. Satisfaction with how well the City is prepared for disasters

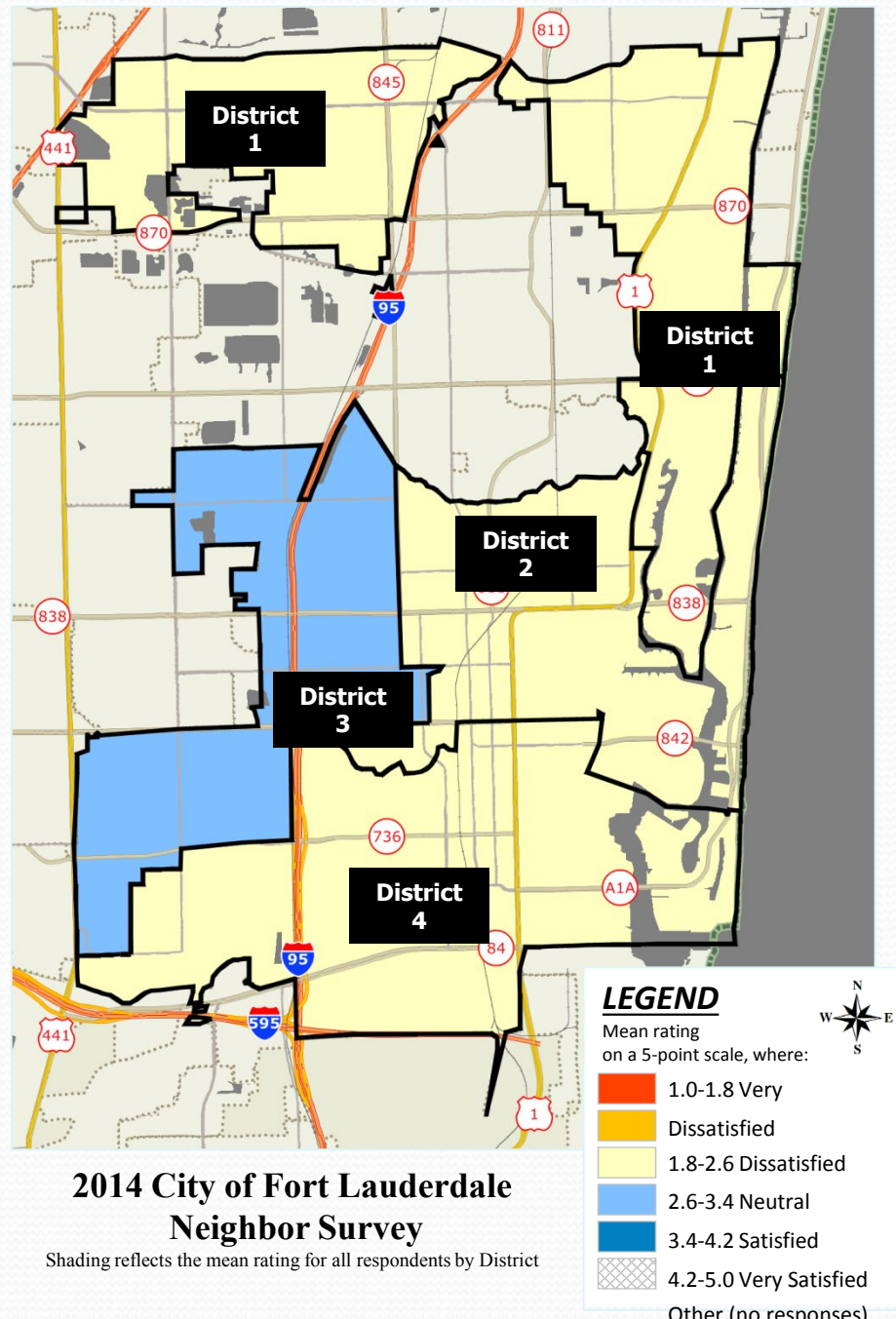


## 2014 City of Fort Lauderdale Neighbor Survey

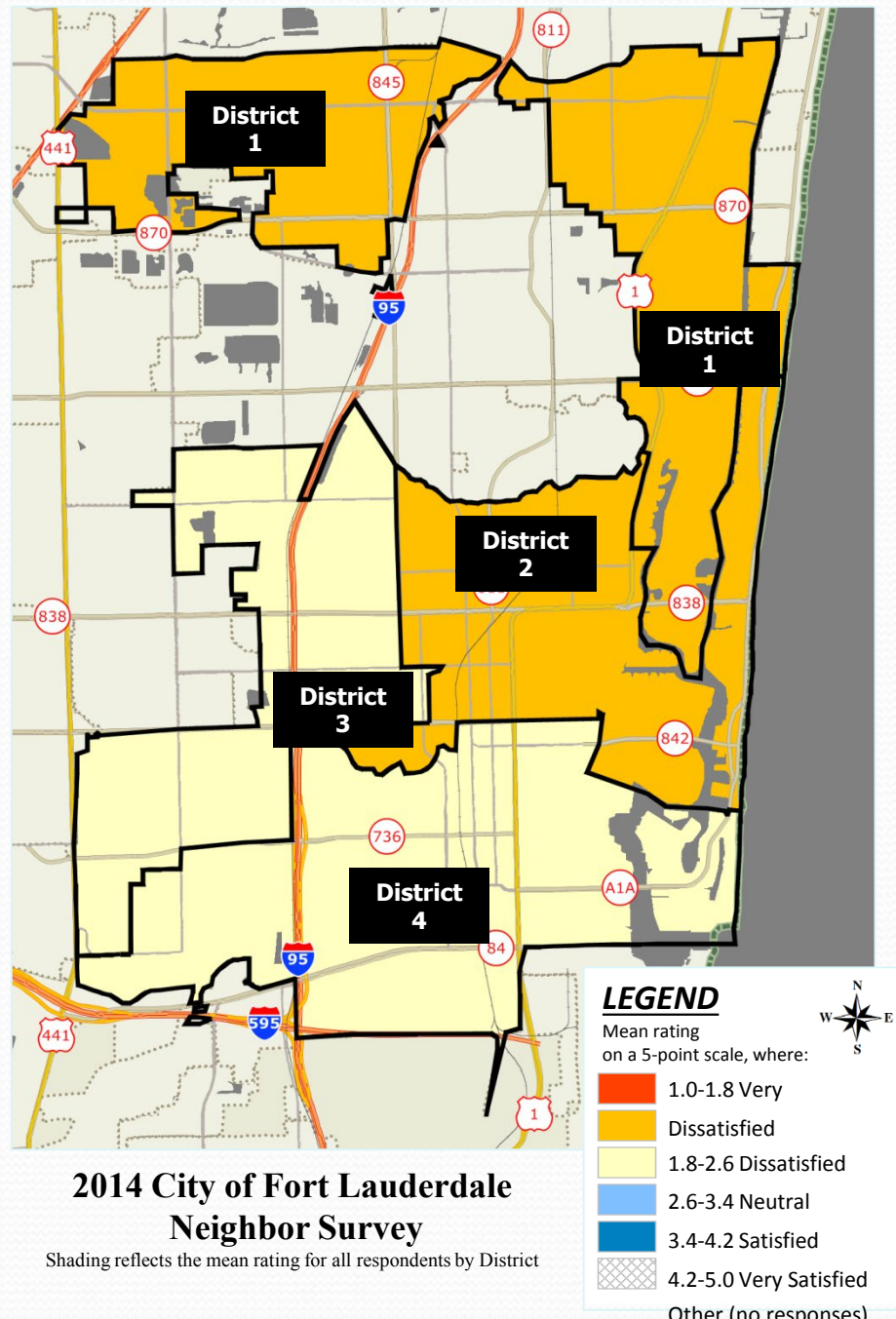
Shading reflects the mean rating for all respondents by District



# Q4j. Satisfaction with how well the City is preparing for the future



## Q4h. Satisfaction with overall flow of traffic



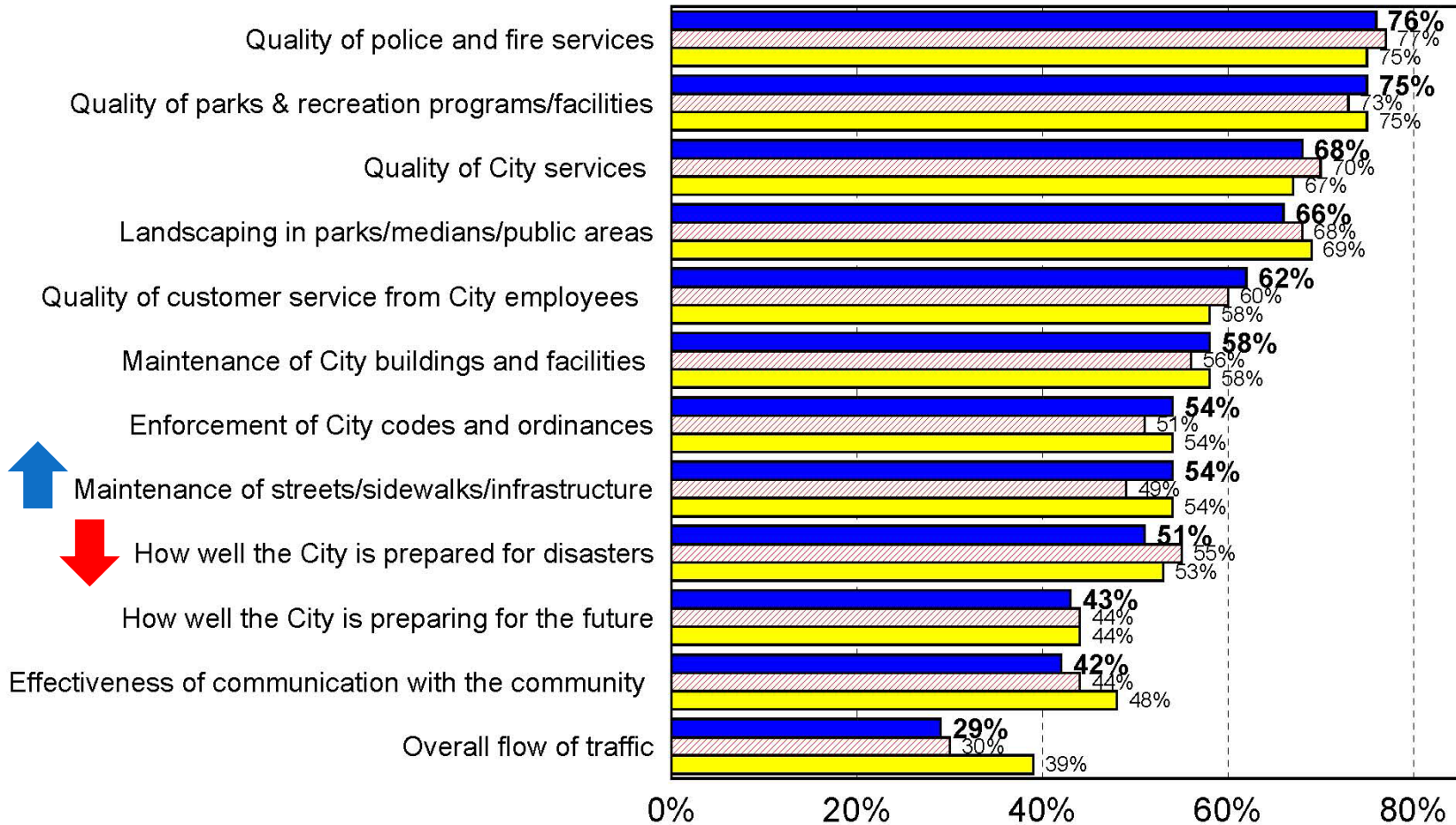
### 2014 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District



# Overall Satisfaction with City Services 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



\*Changes of +/-4% are statistically significant

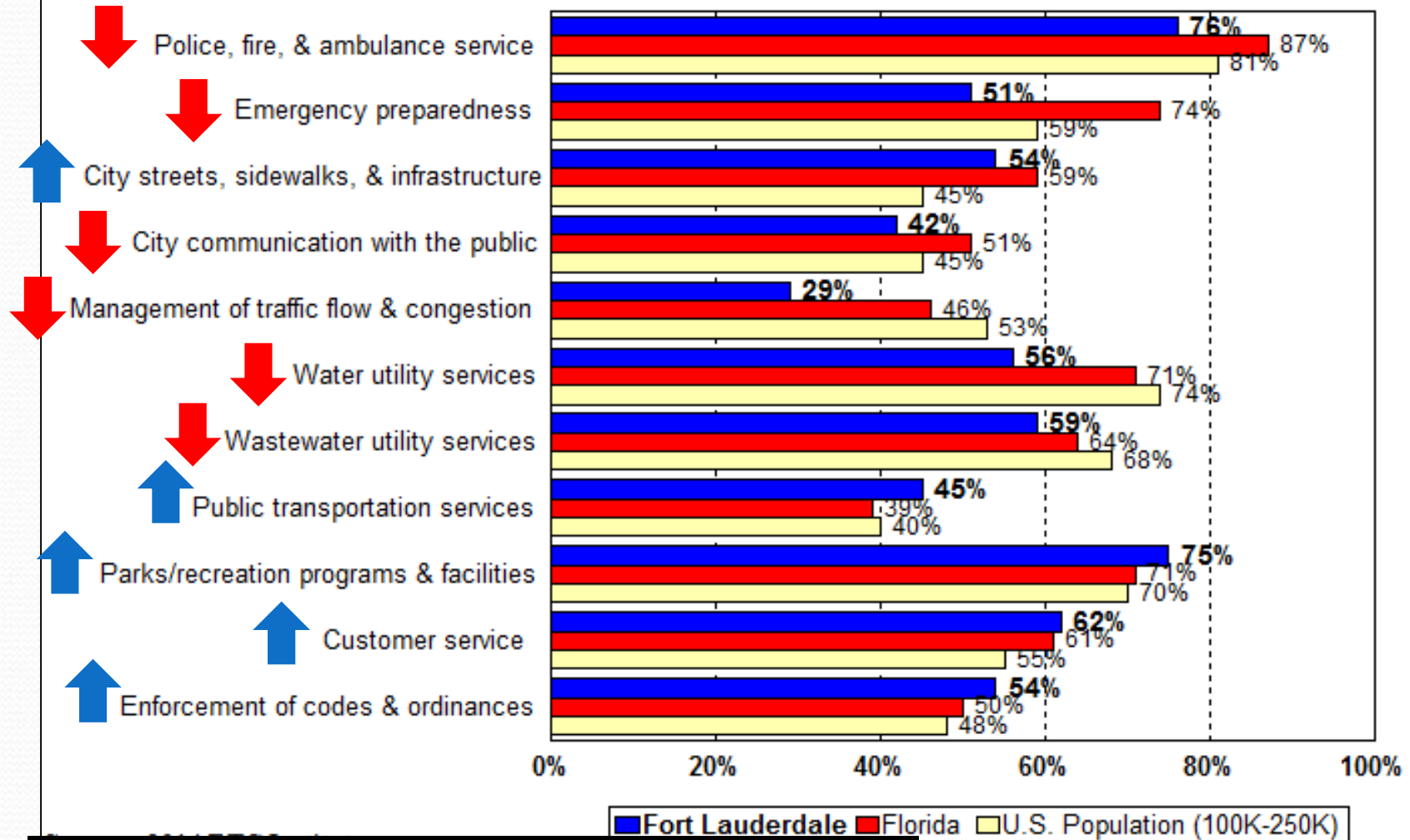
■ 2014 ■ 2013 ■ 2012

Only Two Areas Changed by 4% or more from 2013 to 2014

***Trends***

# Overall Satisfaction with Various City Services Fort Lauderdale vs. Florida vs. U.S. Population (100K-250K)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Performance Relative to Other Cities is Mixed

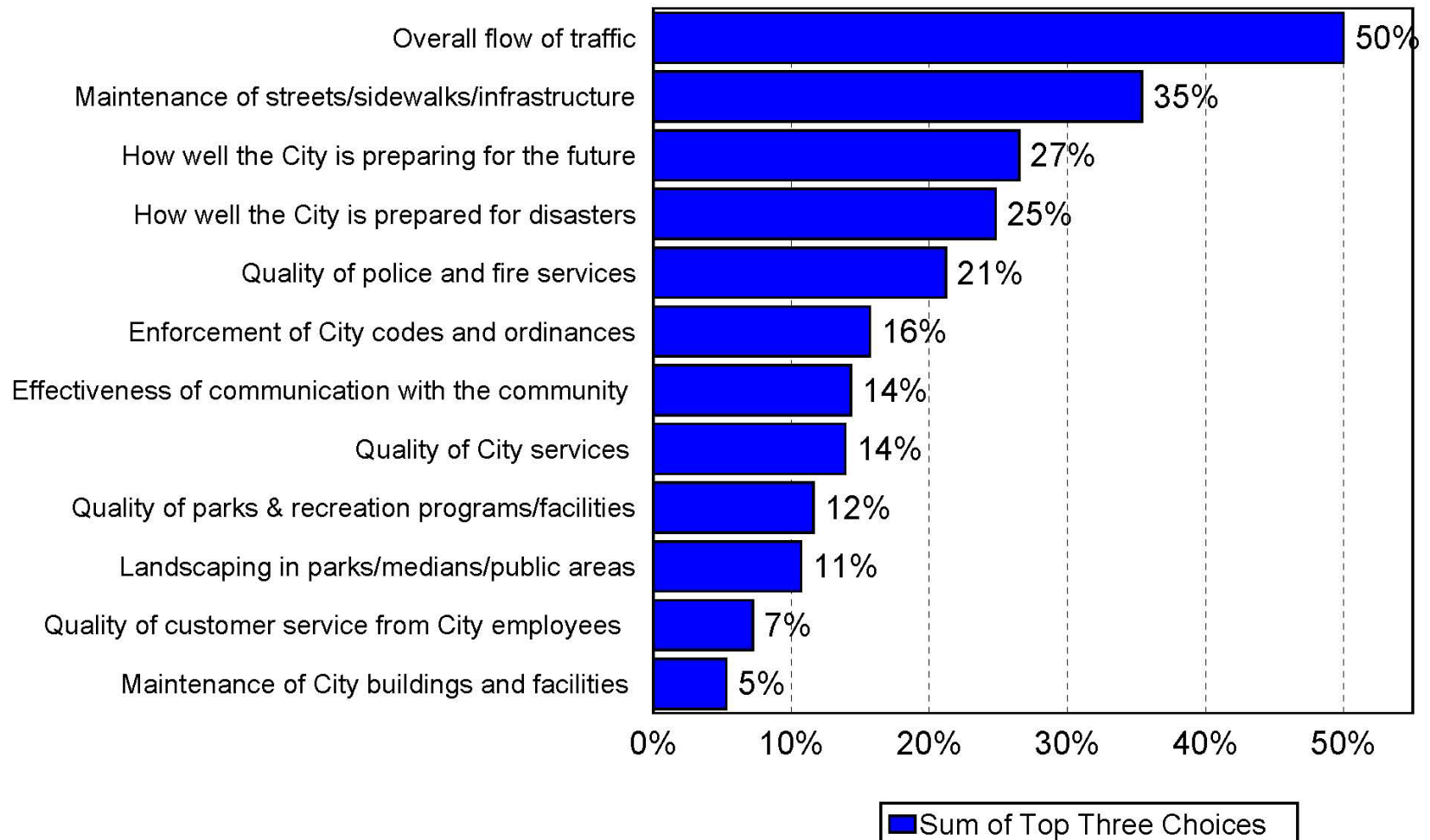


# **OVERALL** **Opportunities for Improvement**



# Q5. City Services That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)



# Importance-Satisfaction Rating

City of Fort Lauderdale, FL

## Overall

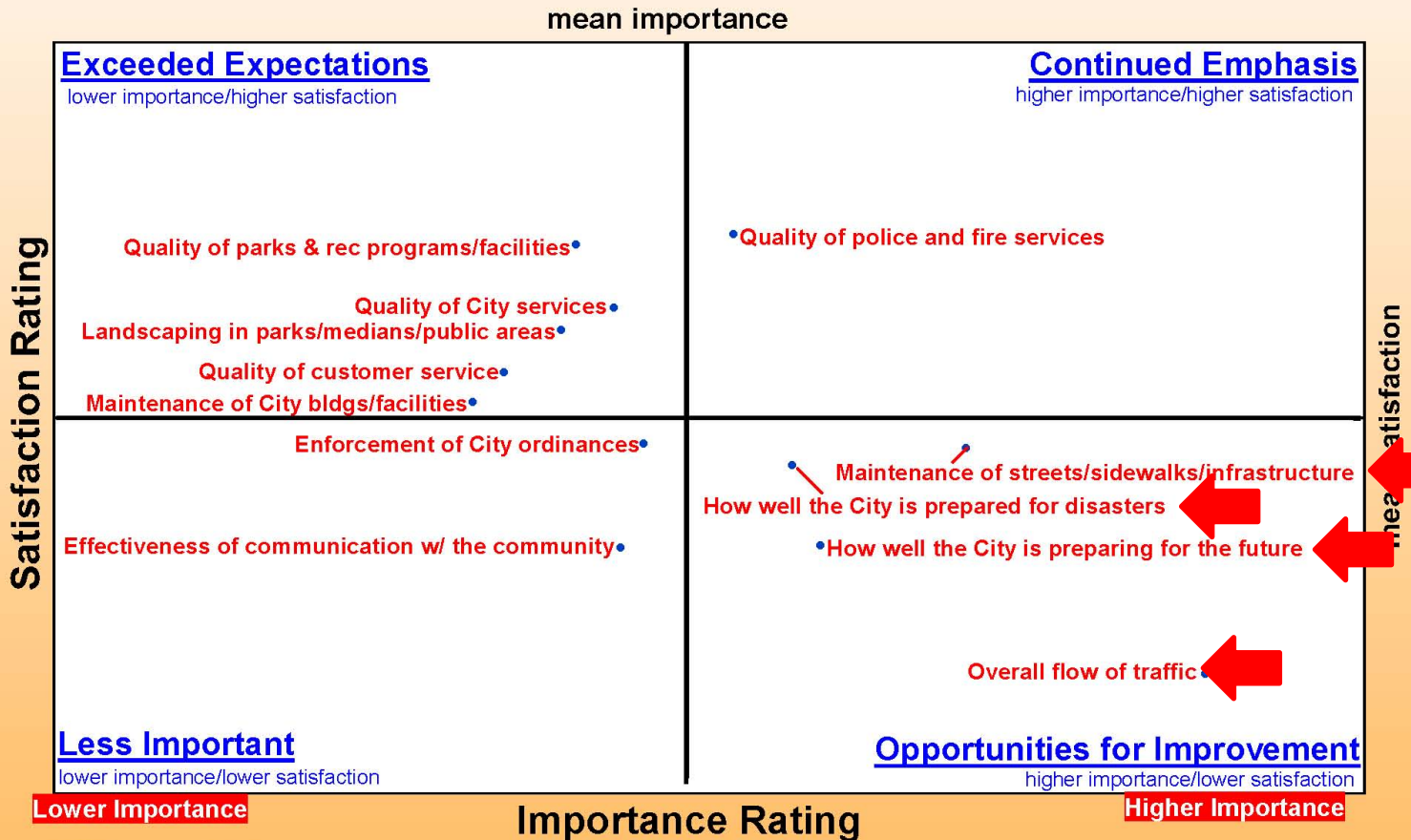
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Overall flow of traffic	50%	1	29%	12	0.3545	1
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of streets/sidewalks/infrastructure	35%	2	53%	8	0.1657	2
How well the City is preparing for the future	27%	3	43%	10	0.1516	3
How well the City is prepared for disasters	25%	4	51%	9	0.1205	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Effectiveness of communication with the community	14%	7	43%	11	0.0821	5
Enforcement of City codes and ordinances	16%	6	54%	7	0.0727	6
Quality of police and fire services	21%	5	76%	1	0.0509	7
Quality of City services	14%	8	68%	3	0.0442	8
Landscaping in parks/medians/public areas	11%	10	66%	4	0.0366	9
Quality of parks & recreation programs/facilities	12%	9	75%	2	0.0291	10
Quality of customer service from City employees	7%	11	61%	5	0.0279	11
Maintenance of City buildings and facilities	5%	12	58%	6	0.0222	12

**Overall Priorities:** 

# 2014 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

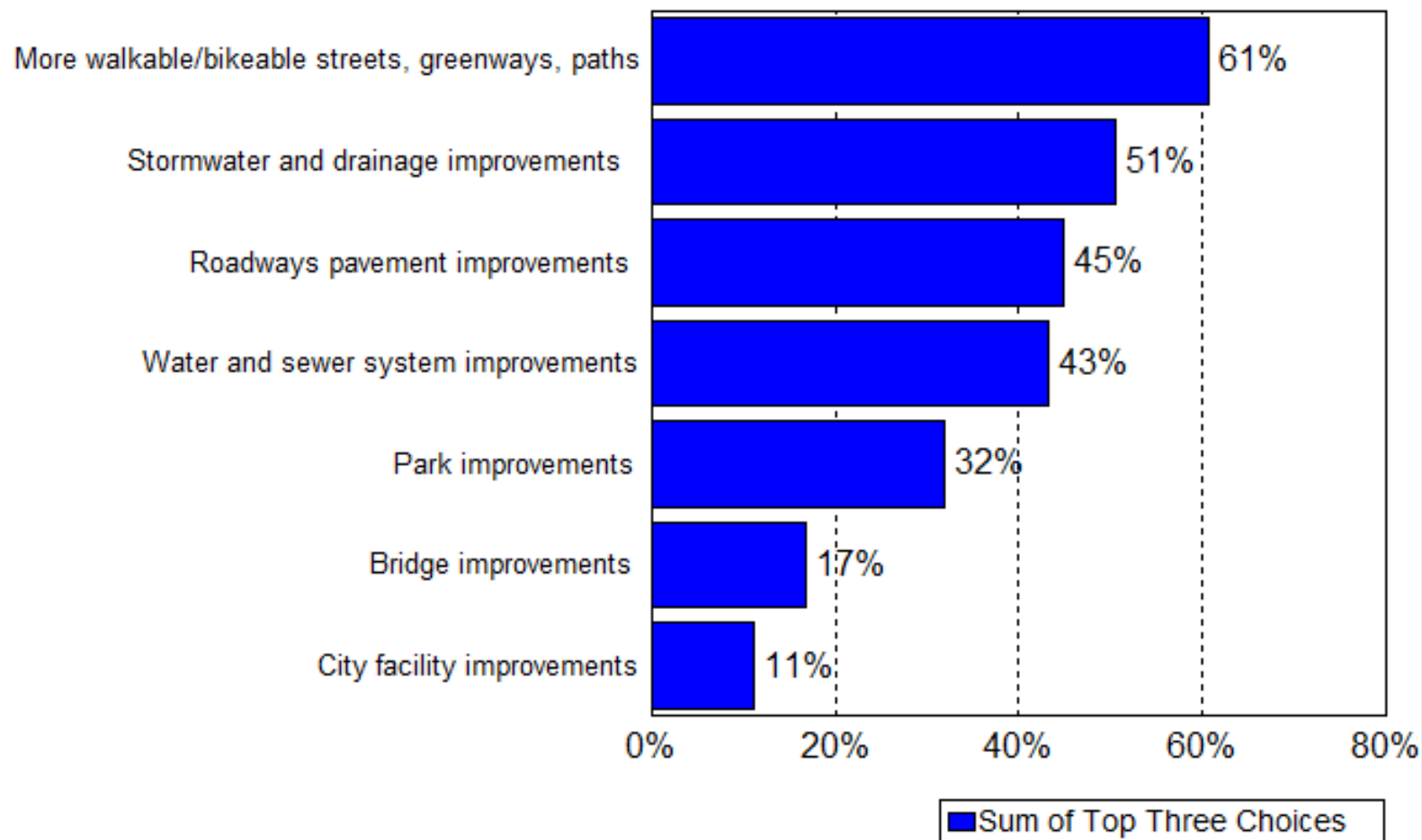
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2014)

## Q20. Of these Community Investment Plan capital project types, which three would you select as the most important?

by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

# Departmental Findings

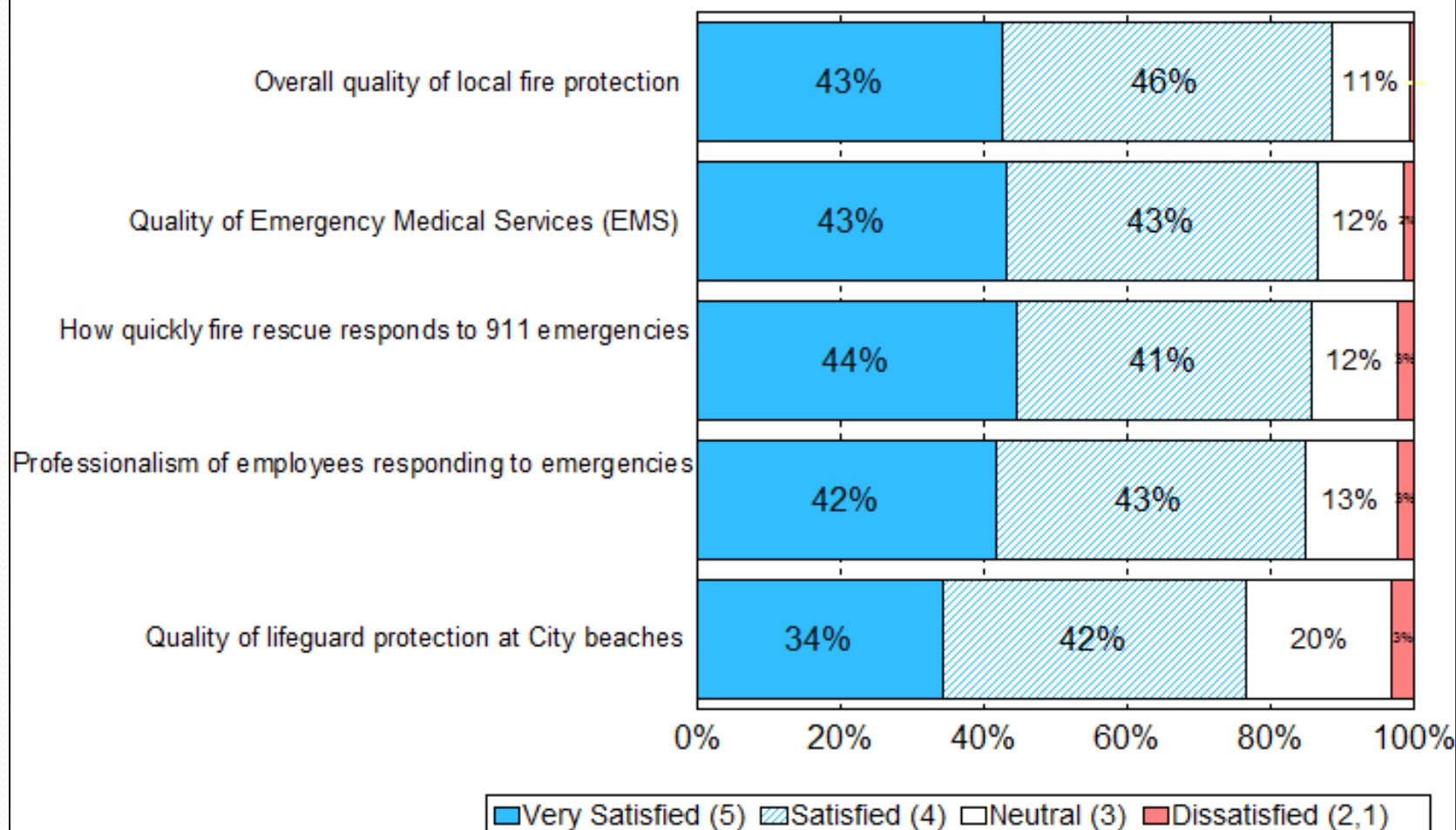




# **FIRE**

## Q6. Satisfaction with Fire Rescue and Emergency Management Planning

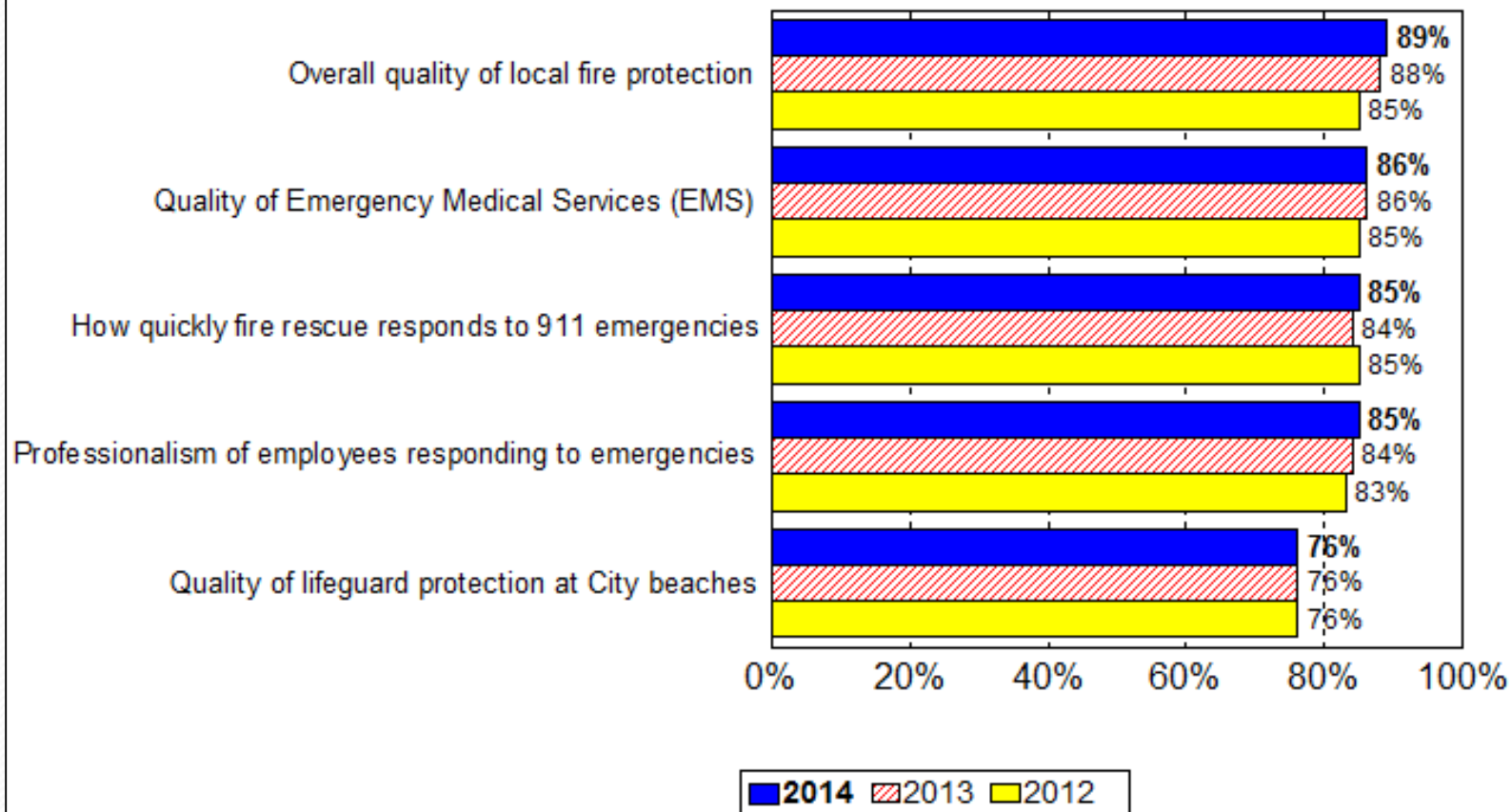
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

# Satisfaction With Fire Rescue and Emergency Management Planning - 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



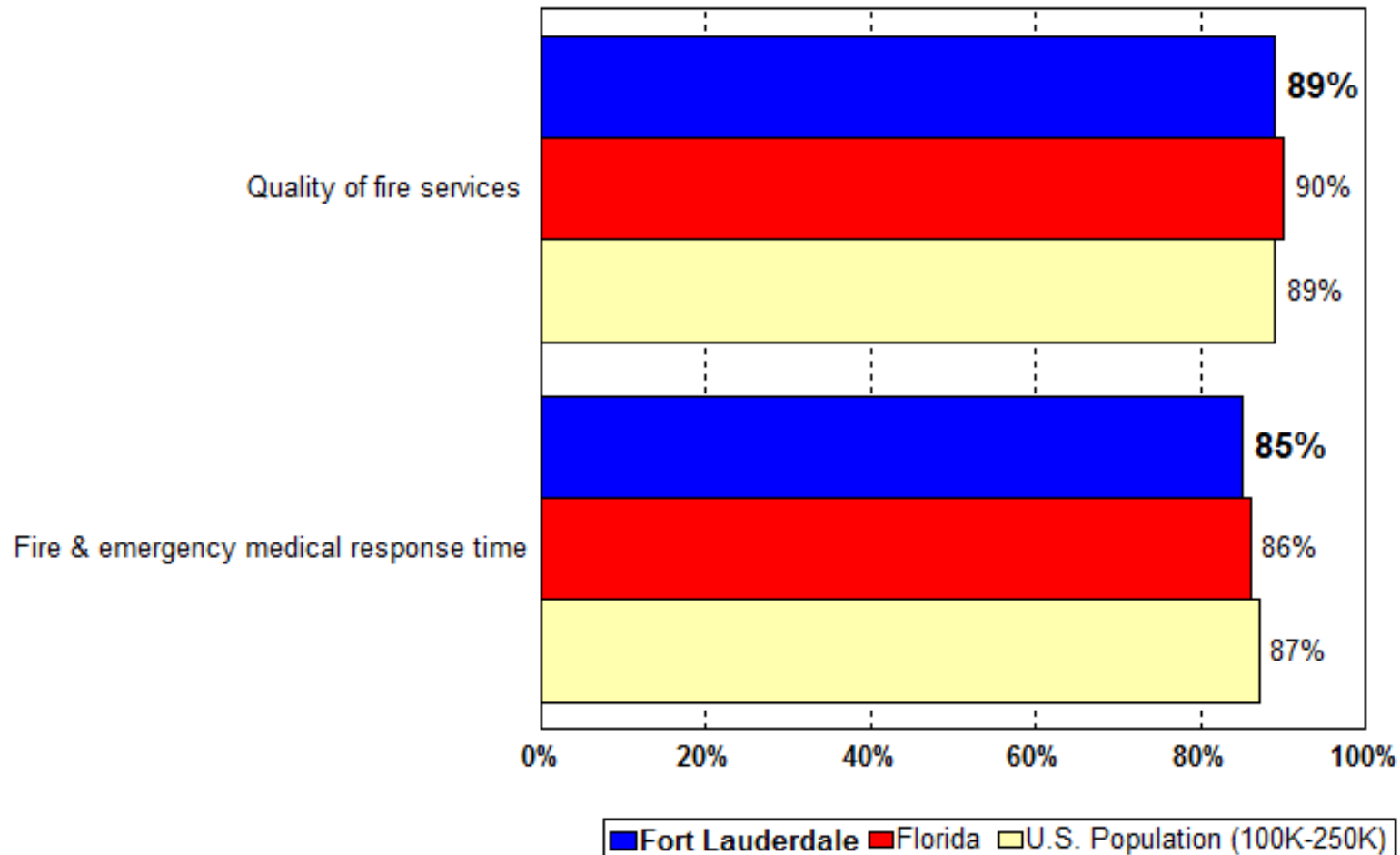
\*Changes of +/-4% are statistically significant

Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

**Trends**

# Overall Satisfaction with Fire and Ambulance Services Fort Lauderdale vs. Florida vs. U.S. Population (100K-250K)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute



# Importance-Satisfaction Rating

## City of Fort Lauderdale, FL

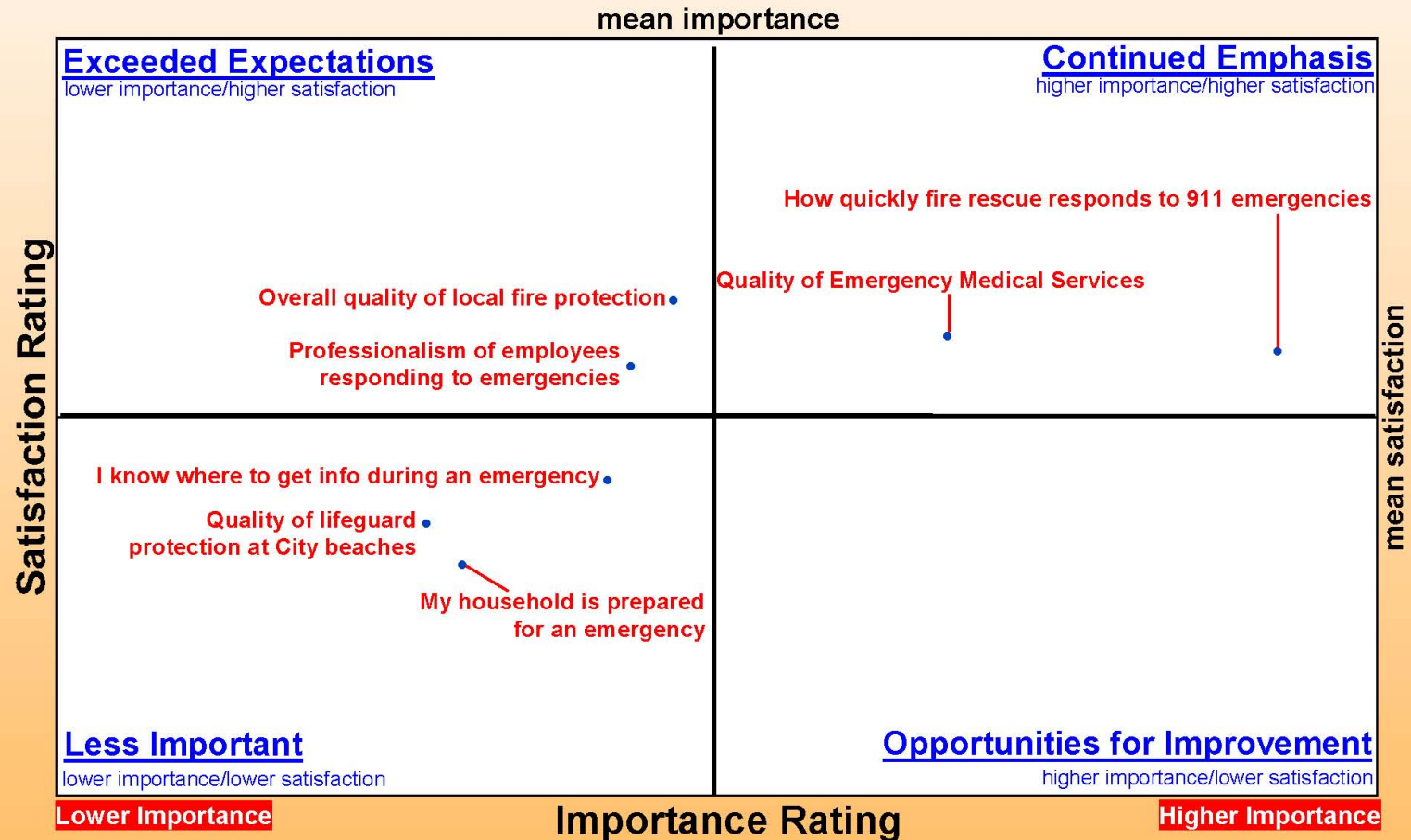
### Fire Rescue and Emergency Management

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS &lt; .10)</i>						
How quickly fire rescue responds to 911 emergencies	37%	1	86%	3	0.0526	1
Quality of Emergency Medical Services (EMS)	27%	2	87%	2	0.0362	2
I know where to get info during an emergency	17%	5	79%	5	0.0348	3
My household is prepared with food/water/supplies for an emergency	12%	6	74%	7	0.0310	4
Professionalism of employees responding to emergencies	17%	4	85%	4	0.0260	5
Quality of lifeguard protection at City beaches	11%	7	77%	6	0.0257	6
Overall quality of local fire protection	19%	3	88%	1	0.0215	7

# 2014 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

## -Fire Rescue-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2014)

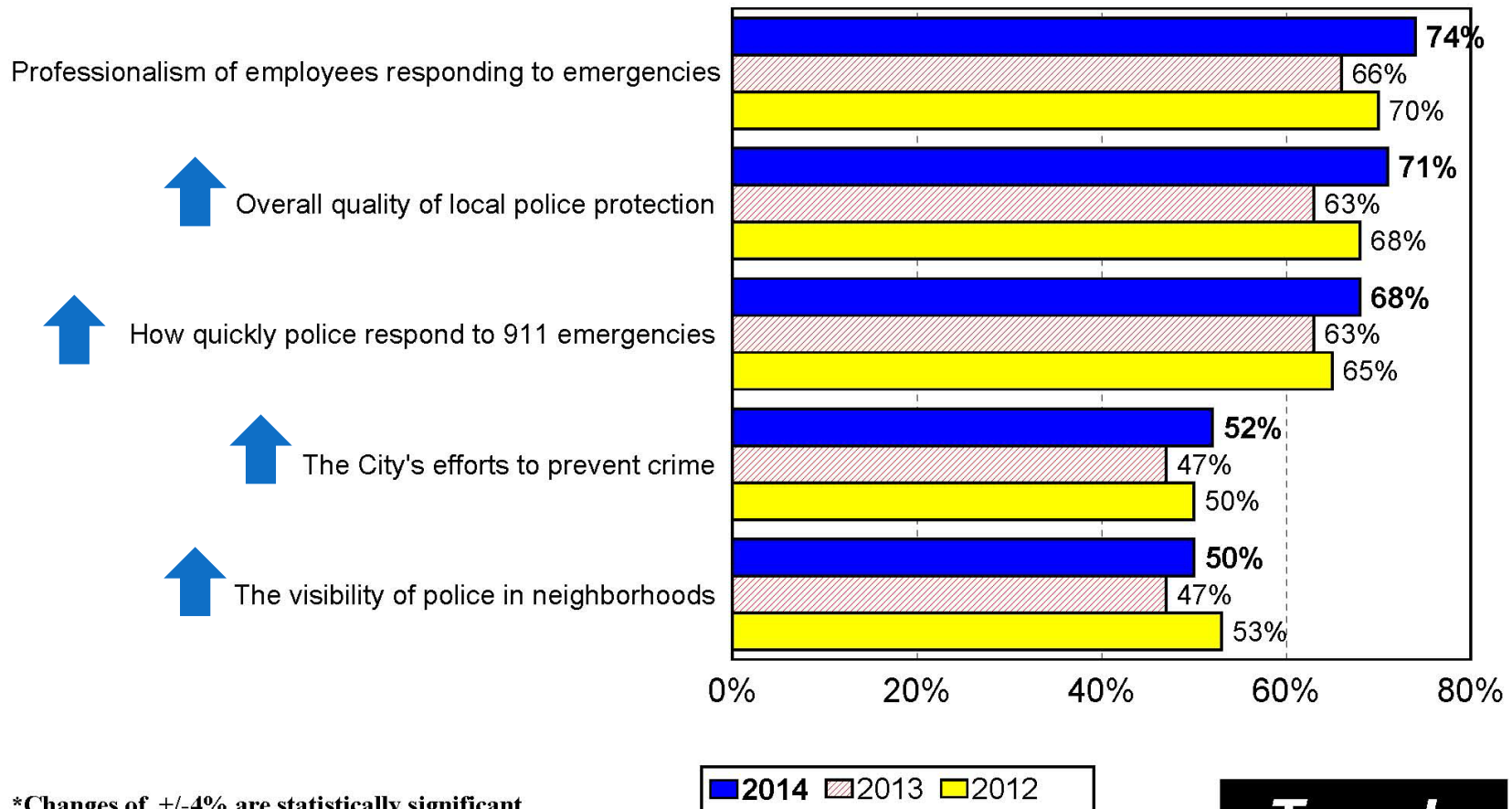


# **POLICE**



# Satisfaction With Public Safety 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**\*Changes of +/-4% are statistically significant**

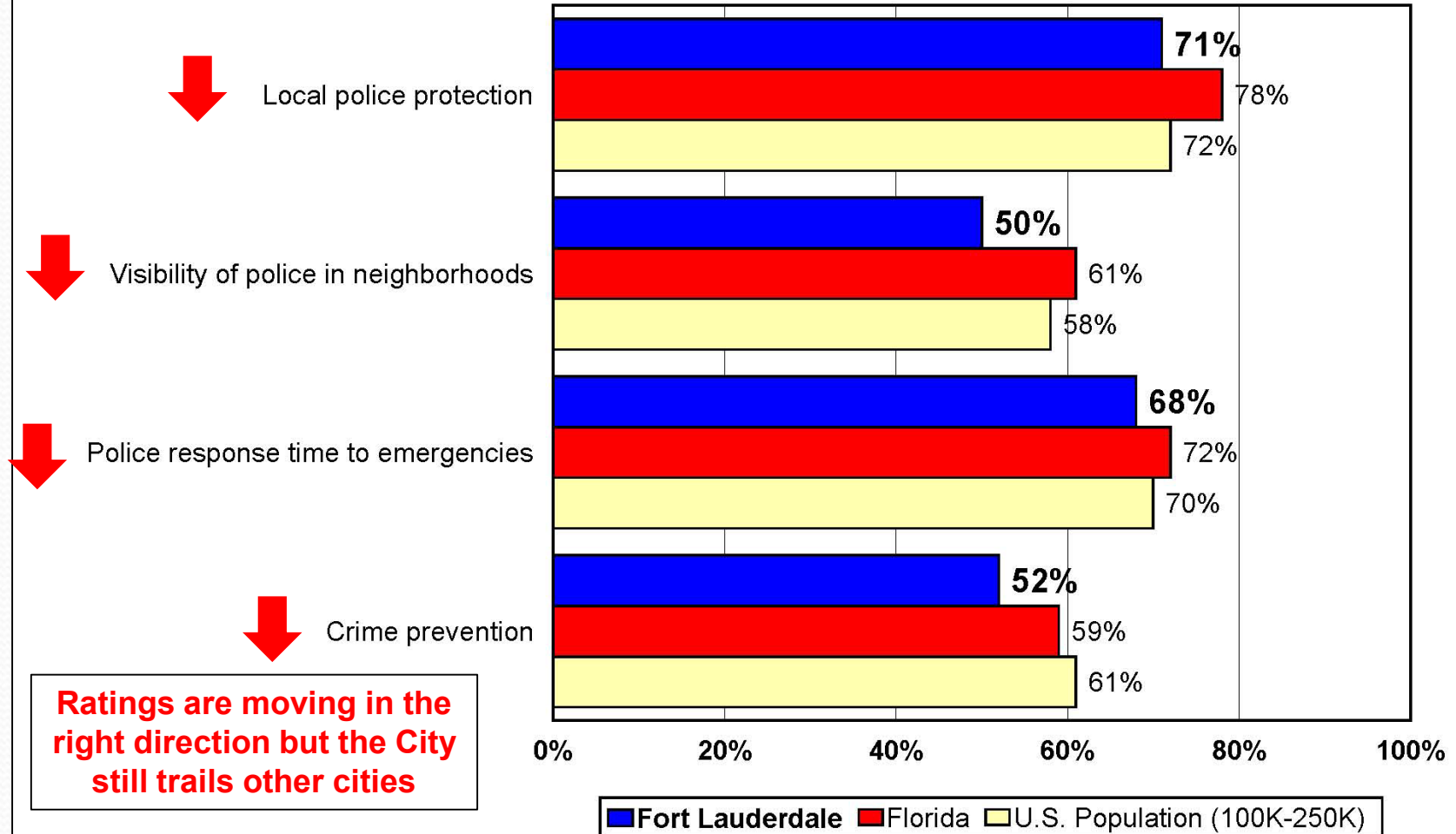
Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

**Trends**

# Overall Satisfaction with Police Services

## Fort Lauderdale vs. Florida vs. U.S. Population (100K-250K)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

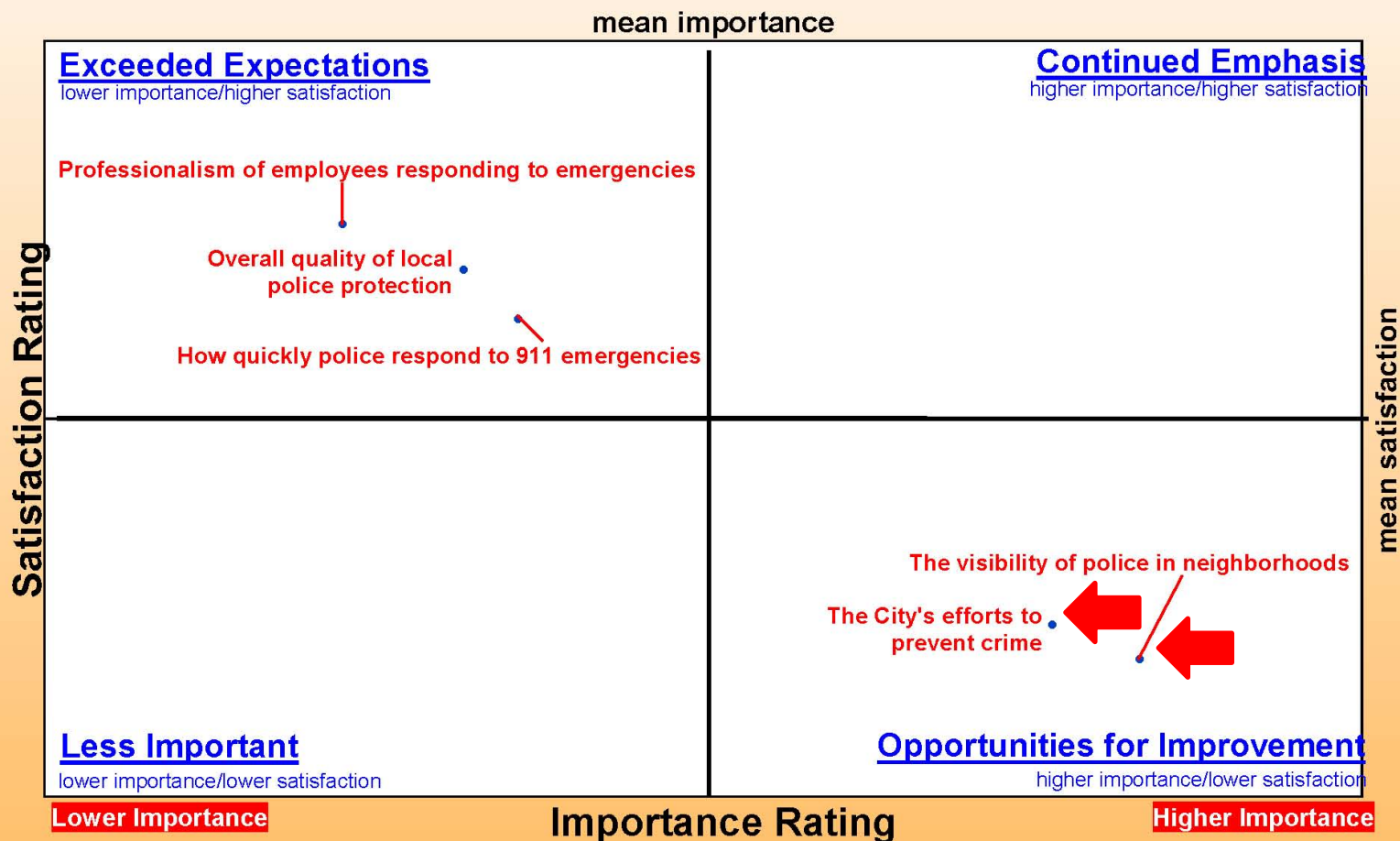
Importance-Satisfaction Rating						
City of Fort Lauderdale, FL						
<u>Public Safety: Police</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS ≥ .20)</i></b>						
The visibility of police in neighborhoods	51%	1	50%	5	0.2535	1
The City's efforts to prevent crime	47%	2	52%	4	0.2251	2
<b><i>Medium Priority (IS &lt; .10)</i></b>						
How quickly police respond to 911 emergencies	23%	3	68%	3	0.0719	3
Overall quality of local police protection	20%	4	71%	2	0.0587	4
Professionalism of employees responding to emergencies	15%	5	73%	1	0.0391	5



# 2014 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Safety: Police-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



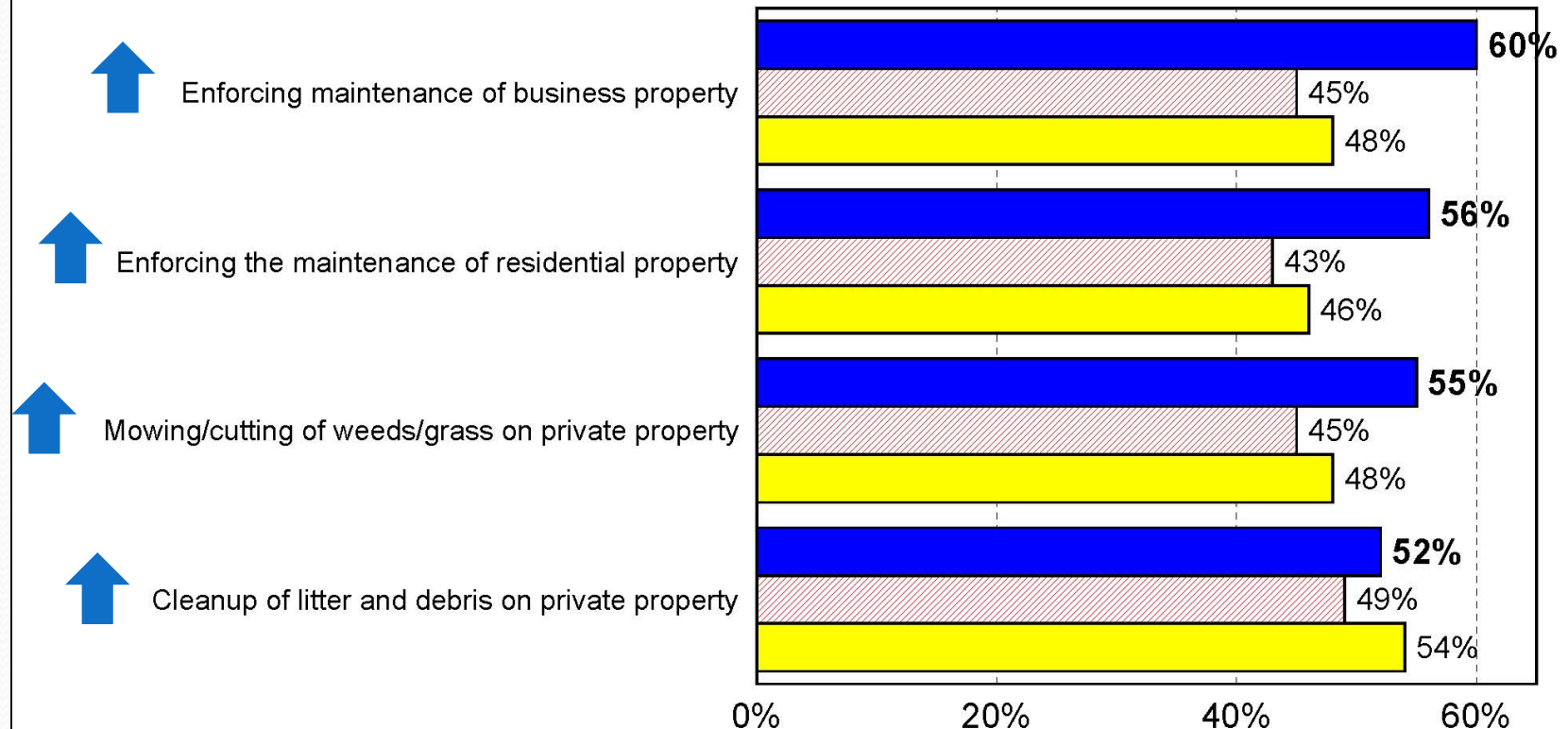
Source: ETC Institute (2014)



# **CODE ENFORCEMENT**

# Satisfaction With Codes and Ordinances Related to Appearance - 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**\*Changes of +/-4% are statistically significant**

Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

■ 2014 ■ 2013 ■ 2012

***Trends***

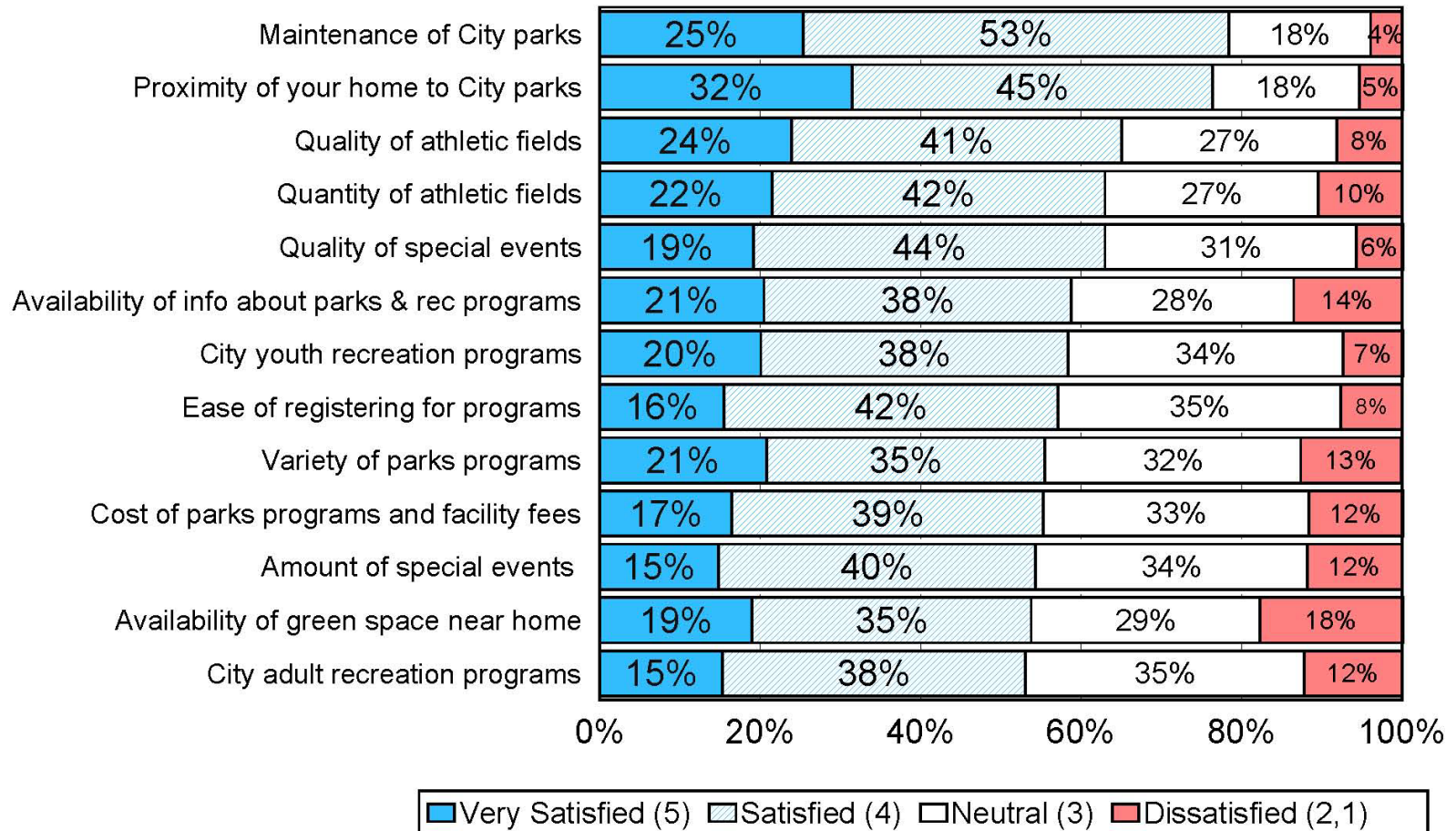




# **PARKS AND RECREATION**

# Q14. Satisfaction With Parks and Recreation Services

by percentage of respondents (excluding "don't know")

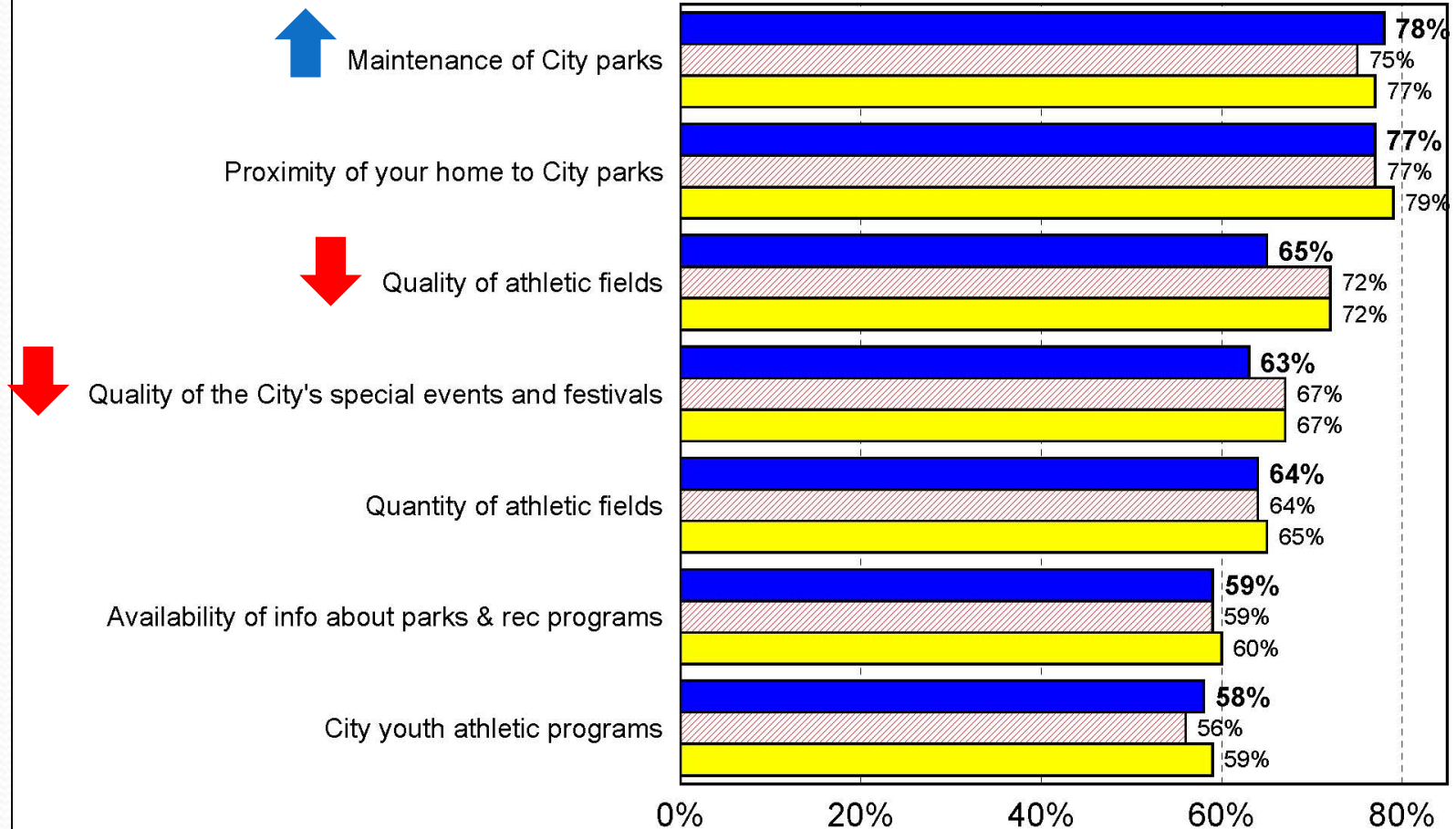


Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)



# Satisfaction With Parks and Recreation Services 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**\*Changes of +/-4% are statistically significant**

■ 2014 ■ 2013 ■ 2012

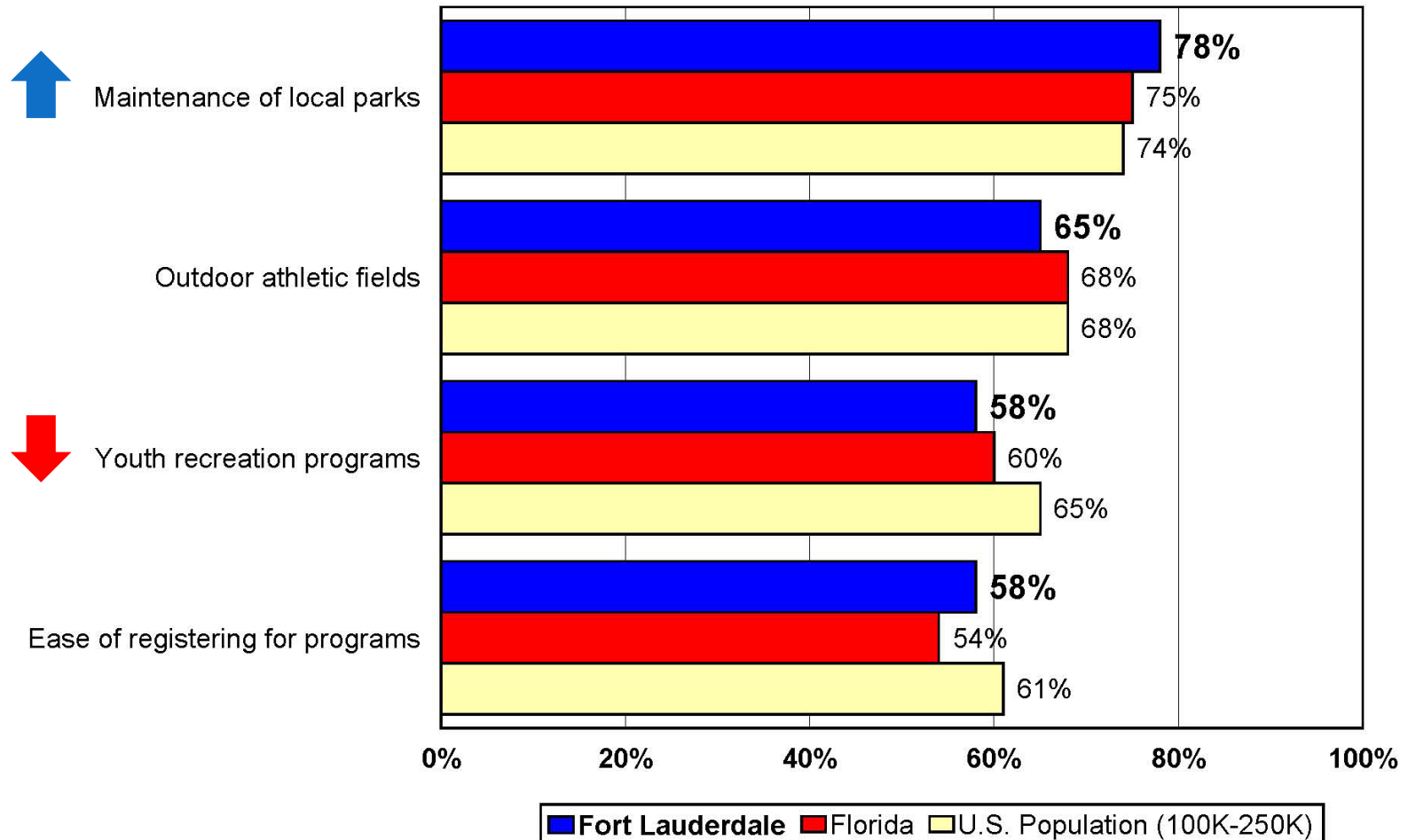
***Trends***

Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)



# Overall Satisfaction with Parks and Recreation Fort Lauderdale vs. Florida vs. U.S. Population (100K-250K)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

# Importance-Satisfaction Rating

City of Fort Lauderdale, FL

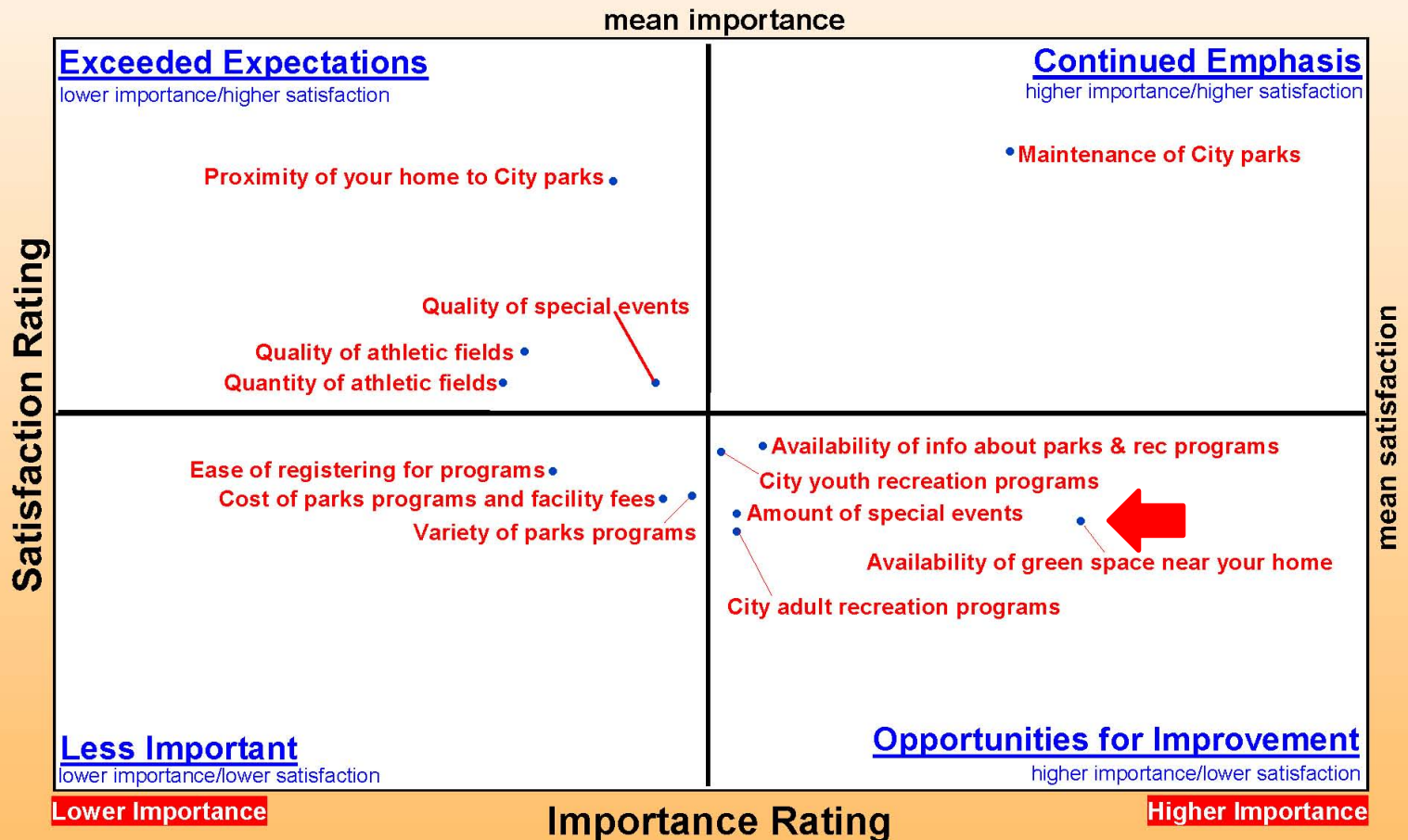
## Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Availability of green space near home	28%	1	54%	12	0.1298	1
<b><i>Medium Priority (IS &lt;.10)</i></b>						
City adult recreation programs	15%	4	53%	13	0.0704	2
Amount of special events	15%	5	54%	11	0.0686	3
Availability of info about parks & rec programs	16%	3	59%	6	0.0659	4
City youth recreation programs	14%	6	58%	7	0.0599	5
Variety of parks programs	13%	7	56%	9	0.0592	6
Maintenance of City parks	25%	2	78%	1	0.0549	7
Cost of parks programs and facility fees	12%	8	55%	10	0.0545	8
Quality of special events	12%	9	63%	4	0.0440	9
Ease of registering for programs	8%	11	57%	8	0.0343	10
Proximity of your home to City parks	10%	10	76%	2	0.0243	11
Quality of athletic fields	7%	12	65%	3	0.0241	12
Quantity of athletic fields	6%	13	63%	5	0.0226	13

Parks and Recreation Priorities: 

# 2014 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix -Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2014)

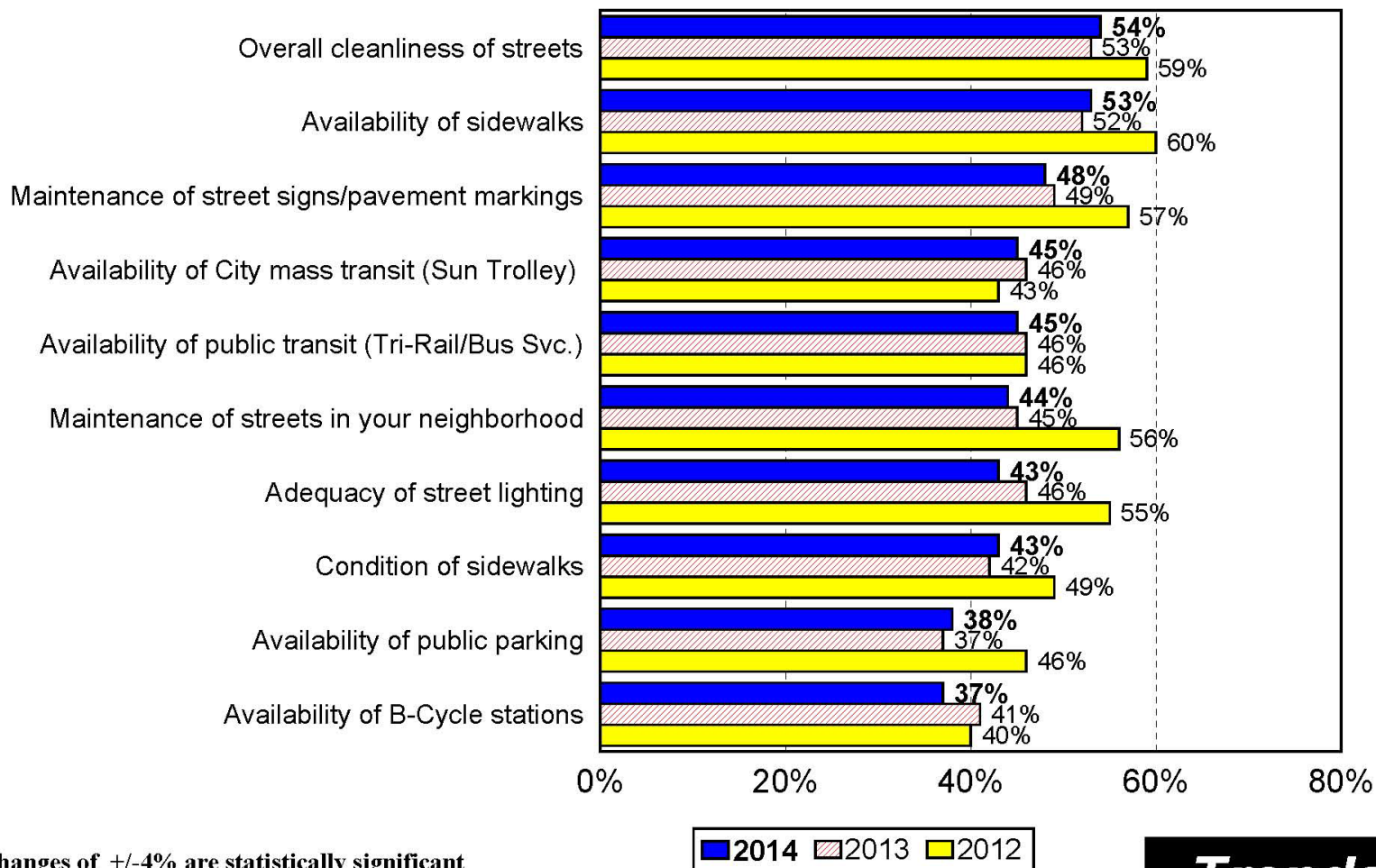




# **TRANSPORTION**

# Satisfaction With Transportation and Mobility 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



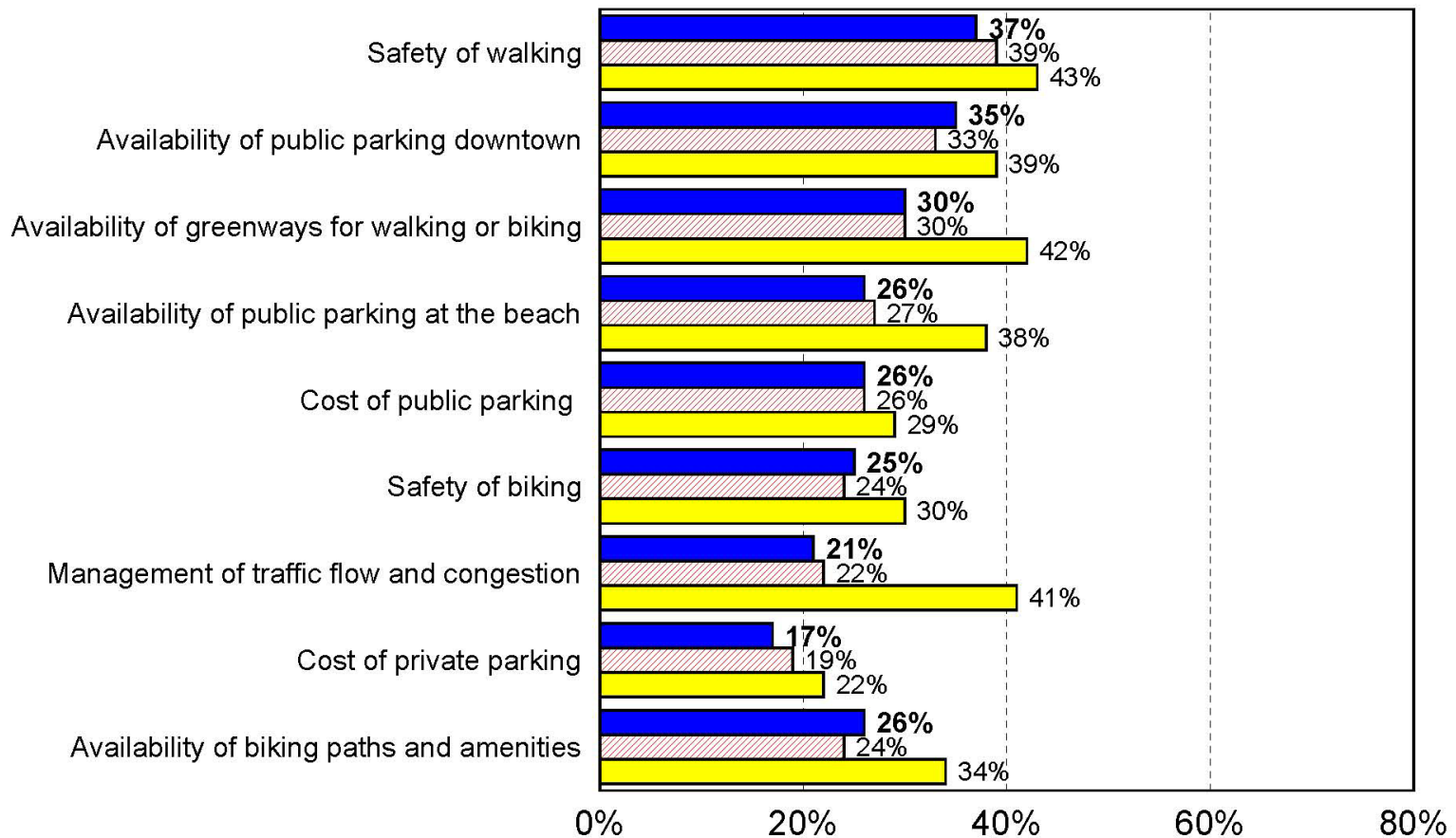
**\*Changes of +/-4% are statistically significant**

Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

**Trends**

## (Cont.) Satisfaction With Transportation and Mobility 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**\*Changes of +/-4% are statistically significant**

■ 2014 ■ 2013 ■ 2012

***Trends***

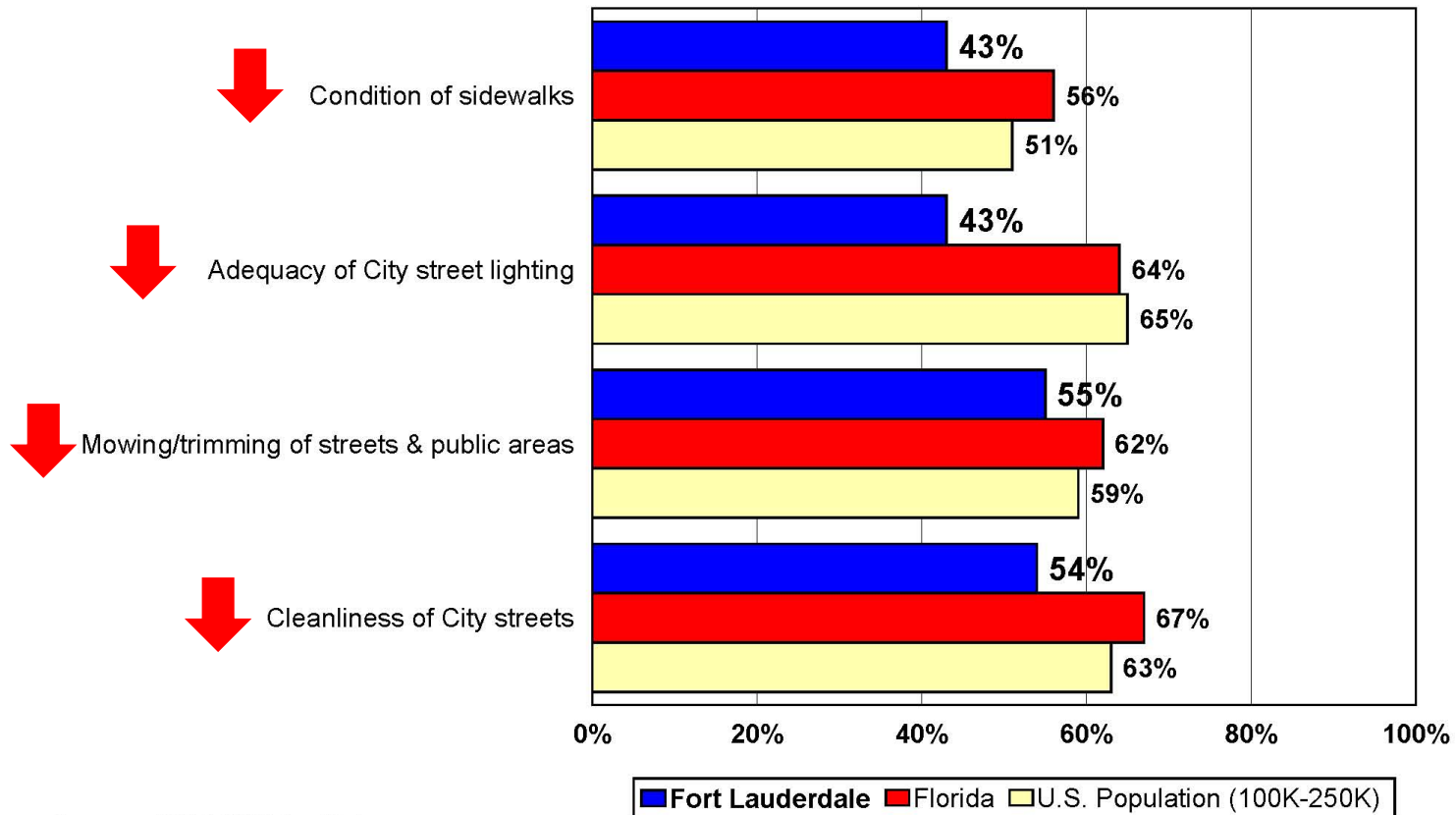
Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)



# Overall Satisfaction with City Maintenance

## Fort Lauderdale vs. Florida vs. U.S. Population (100K-250K)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

# Importance-Satisfaction Rating

City of Fort Lauderdale, FL

## Transportation and Mobility

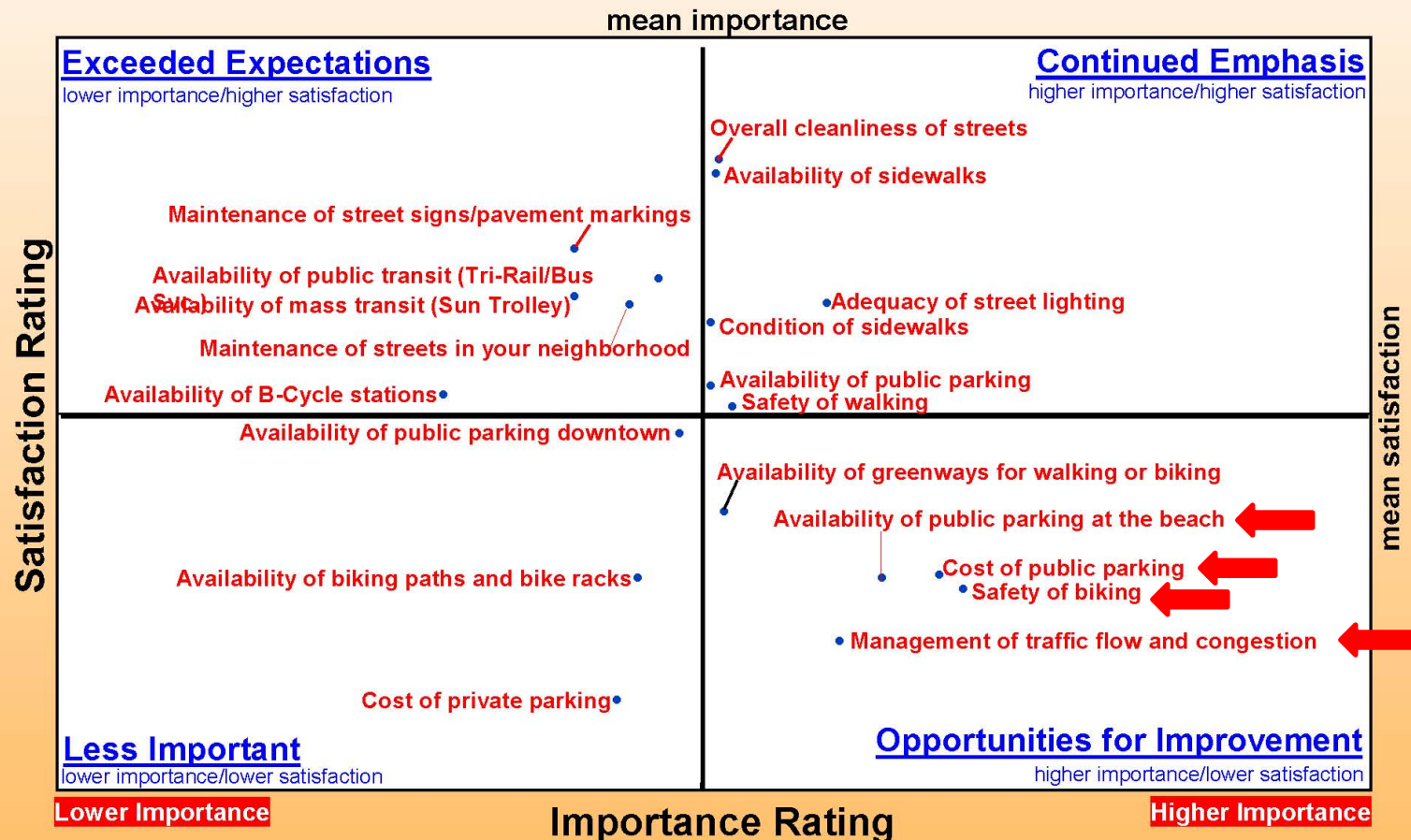
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Safety of biking	21%	1	25%	17	0.1602	1
Cost of public parking	20%	2	26%	14	0.1516	2
Availability of public parking at the beach	18%	3	26%	15	0.1356	3
Management of traffic flow and congestion	17%	4	21%	18	0.1306	4
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Adequacy of street lighting	16%	5	44%	6	0.0905	5
Availability of greenways for walking or biking	12%	7	30%	13	0.0855	6
Safety of walking	13%	6	37%	11	0.0789	7
Availability of public parking	12%	11	38%	9	0.0722	8
Availability of public parking downtown	11%	12	35%	12	0.0681	9
Condition of sidewalks	12%	10	43%	8	0.0673	10
Cost of private parking	8%	16	17%	19	0.0669	11
Availability of biking paths and bike racks	9%	14	26%	16	0.0663	12
Availability of sidewalks	12%	9	52%	2	0.0566	13
Overall cleanliness of streets	12%	8	53%	1	0.0560	14
Availability of public transit (Tri-Rail/Bus Svc.)	10%	13	45%	4	0.0530	15
Maintenance of streets in your neighborhood	9%	15	44%	7	0.0484	16
Availability of City mass transit (Sun Trolley)	7%	17	44%	5	0.0363	17
Maintenance of street signs/pavement markings	7%	18	47%	3	0.0342	18
Availability of B-Cycle stations	2%	19	38%	10	0.0093	19

**Transportation Priorities:**

# 2014 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

## -Transportation and Mobility-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2014)

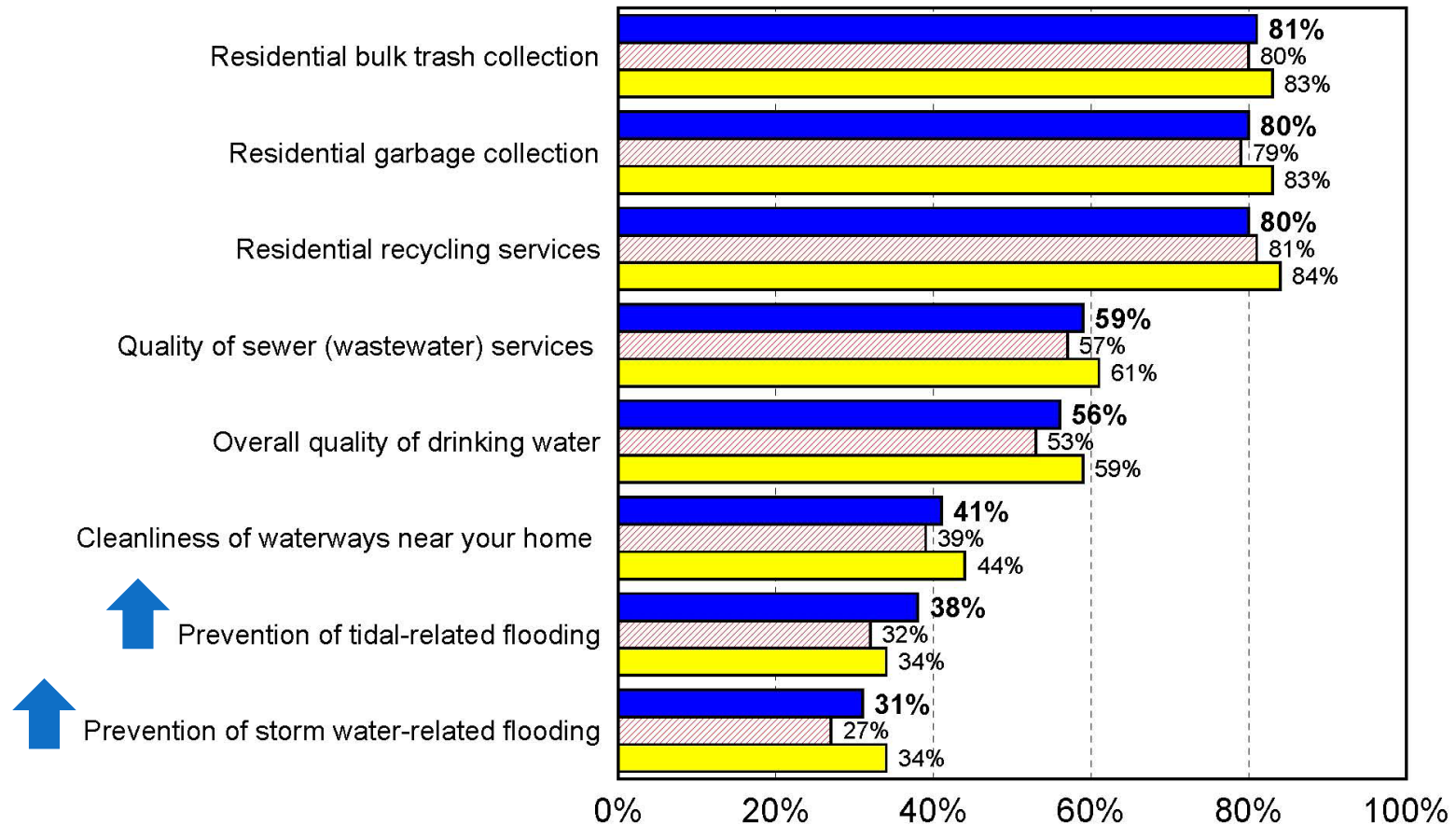




# **Water, Wastewater, Waterways, Flooding and Sanitation**

# Satisfaction with Water, Wastewater, Waterways, Flooding, and Sanitation - 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**\*Changes of +/-4% are statistically significant**

■ 2014 ■ 2013 ■ 2012

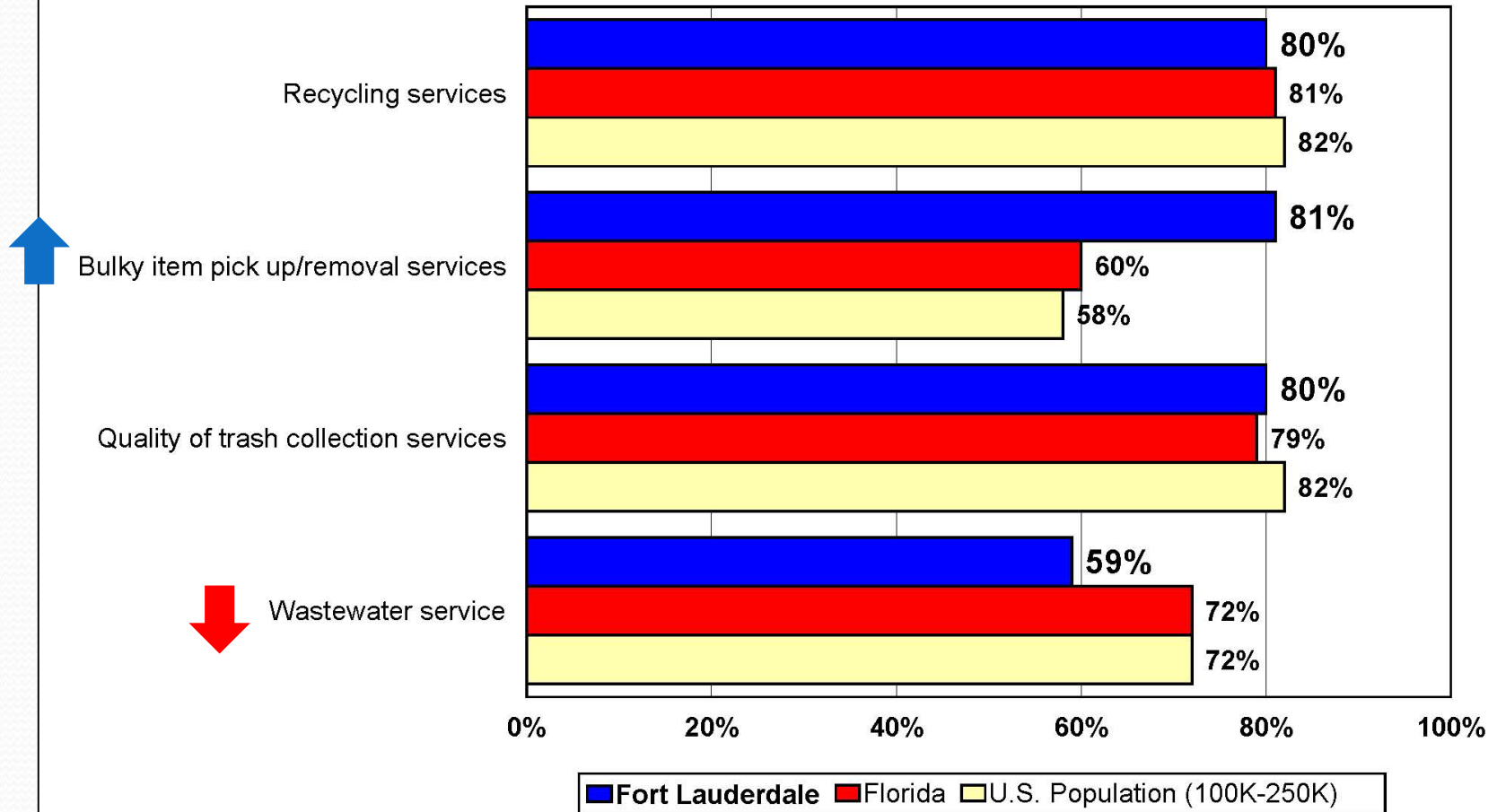
Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

***Trends***

# Overall Satisfaction with Utility Services

## Fort Lauderdale vs. Florida vs. U.S. Population (100K-250K)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute



# Importance-Satisfaction Rating

City of Fort Lauderdale, FL

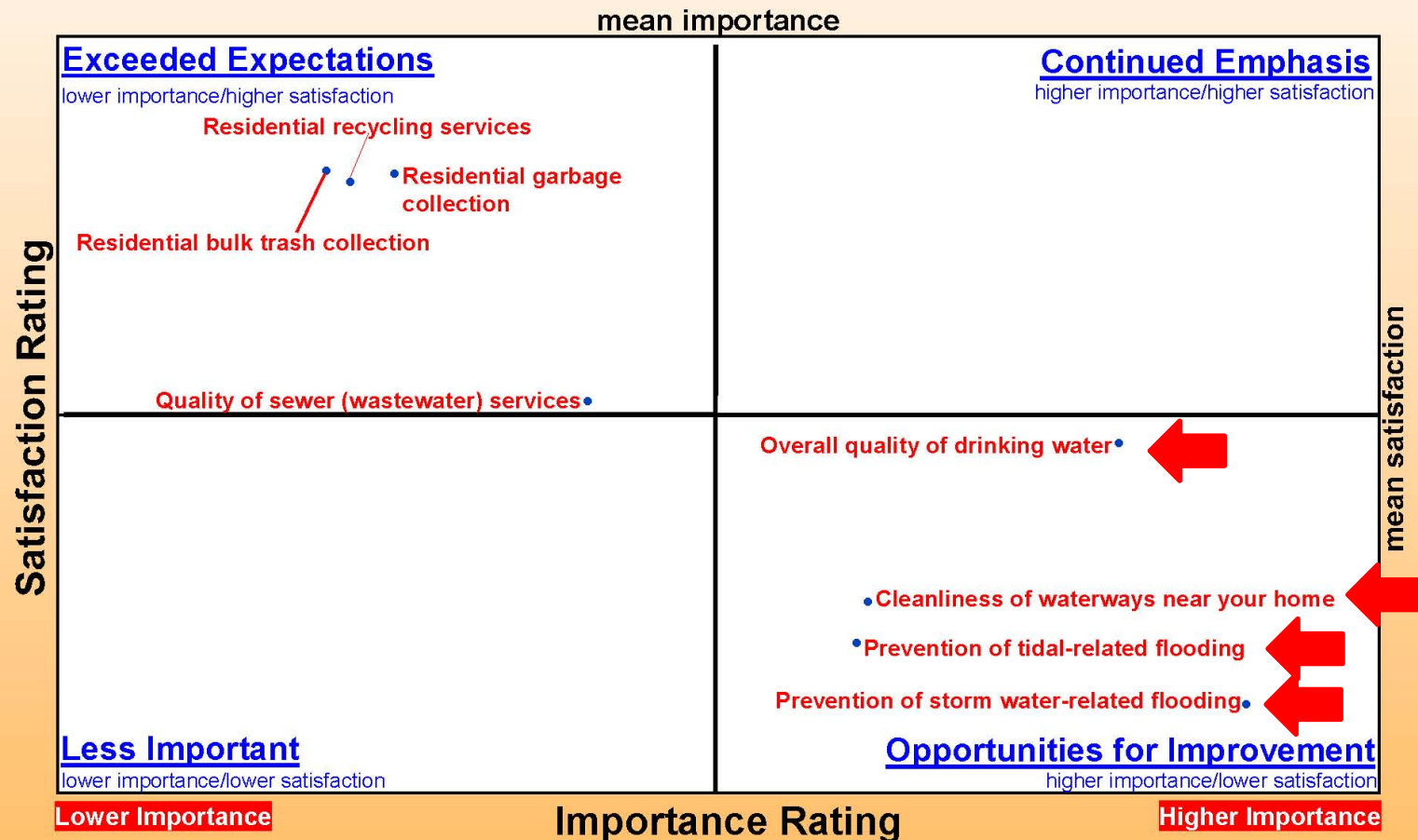
## Water, Wastewater, Waterways, Flooding and Sanitation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Prevention of storm water-related flooding	53%	1	31%	8	0.3602	1
Prevention of tidal-related flooding	35%	4	37%	7	0.2189	2
Cleanliness of waterways near your home	35%	3	41%	6	0.2086	3
Overall quality of drinking water	47%	2	56%	5	0.2073	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of sewer (wastewater) services	23%	5	60%	4	0.0915	5
Residential garbage collection	14%	6	81%	2	0.0269	6
Residential recycling services	12%	7	80%	3	0.0238	7
Residential bulk trash collection	11%	8	81%	1	0.0205	8

# 2014 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

## -Water, Wastewater, Waterways, Flooding and Sanitation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2014)

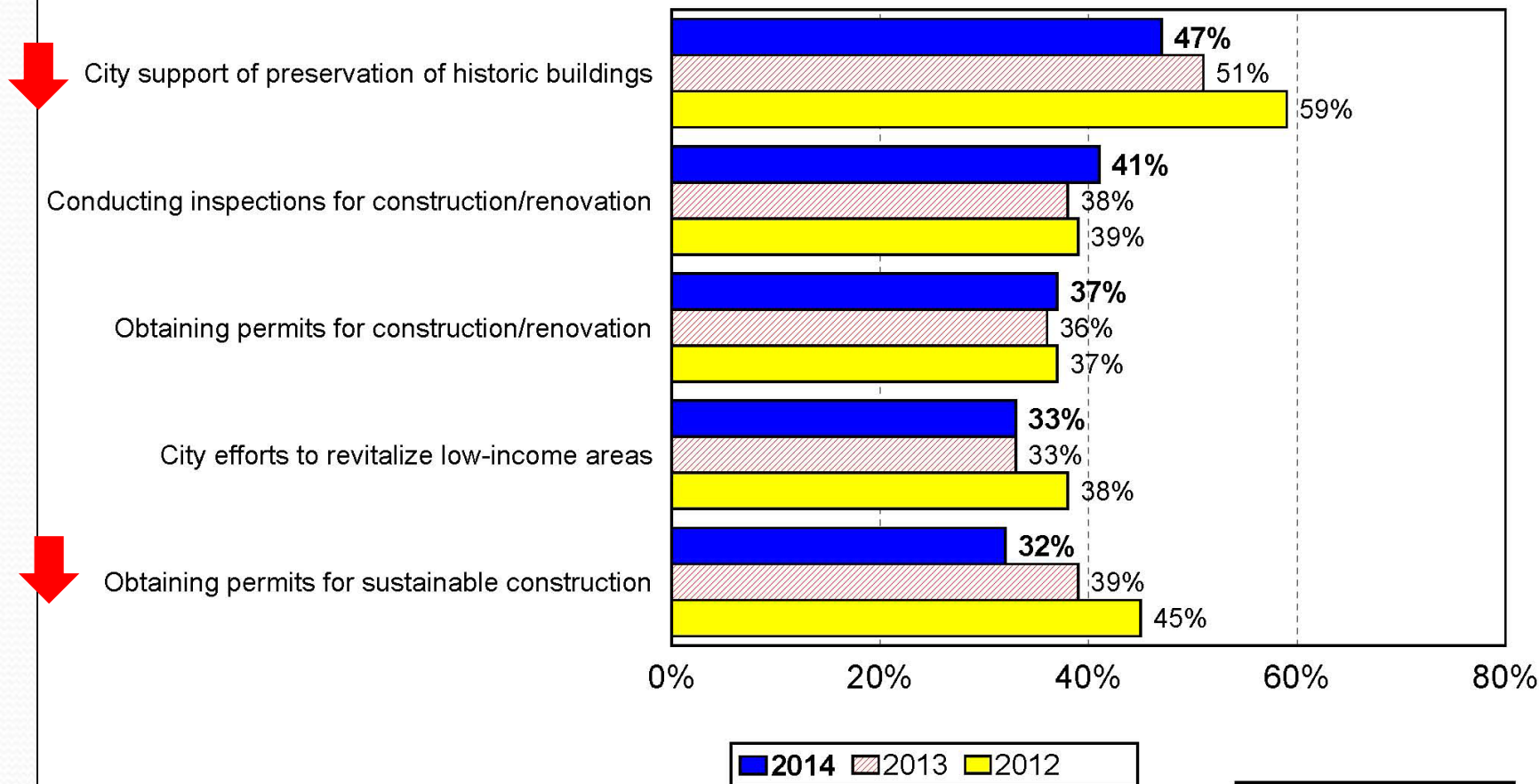


# **Community Planning and Development**



# Satisfaction with Community Planning and Development 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**\*Changes of +/-4% are statistically significant**

Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

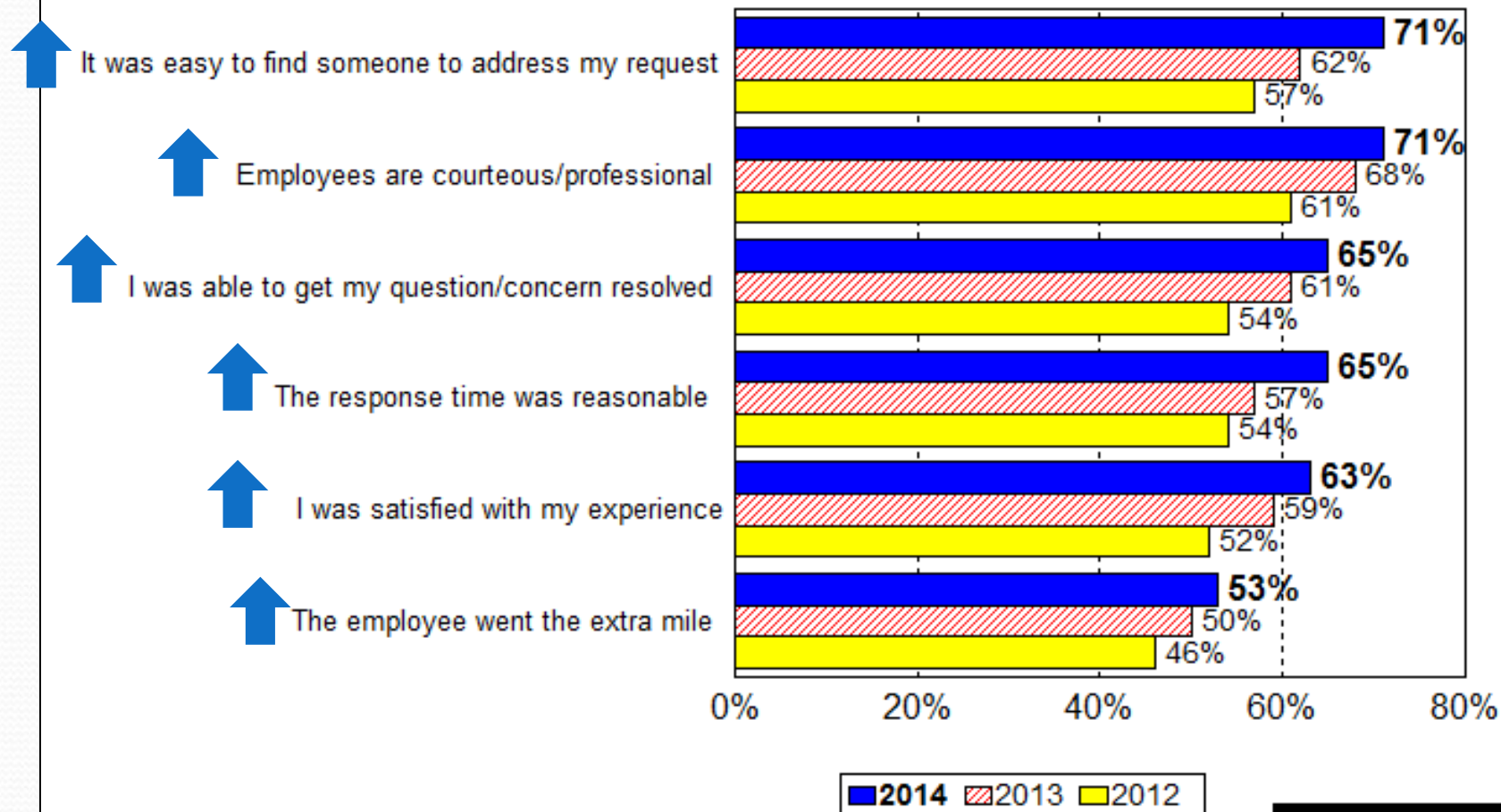
**Trends**



# **CUSTOMER SERVICE**

# Frequency That City Employees Display Various Behaviors 2012 to 2014

by percentage of respondents who had contacted the City during the past year and rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



\*Changes of +/-4% are statistically significant

Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

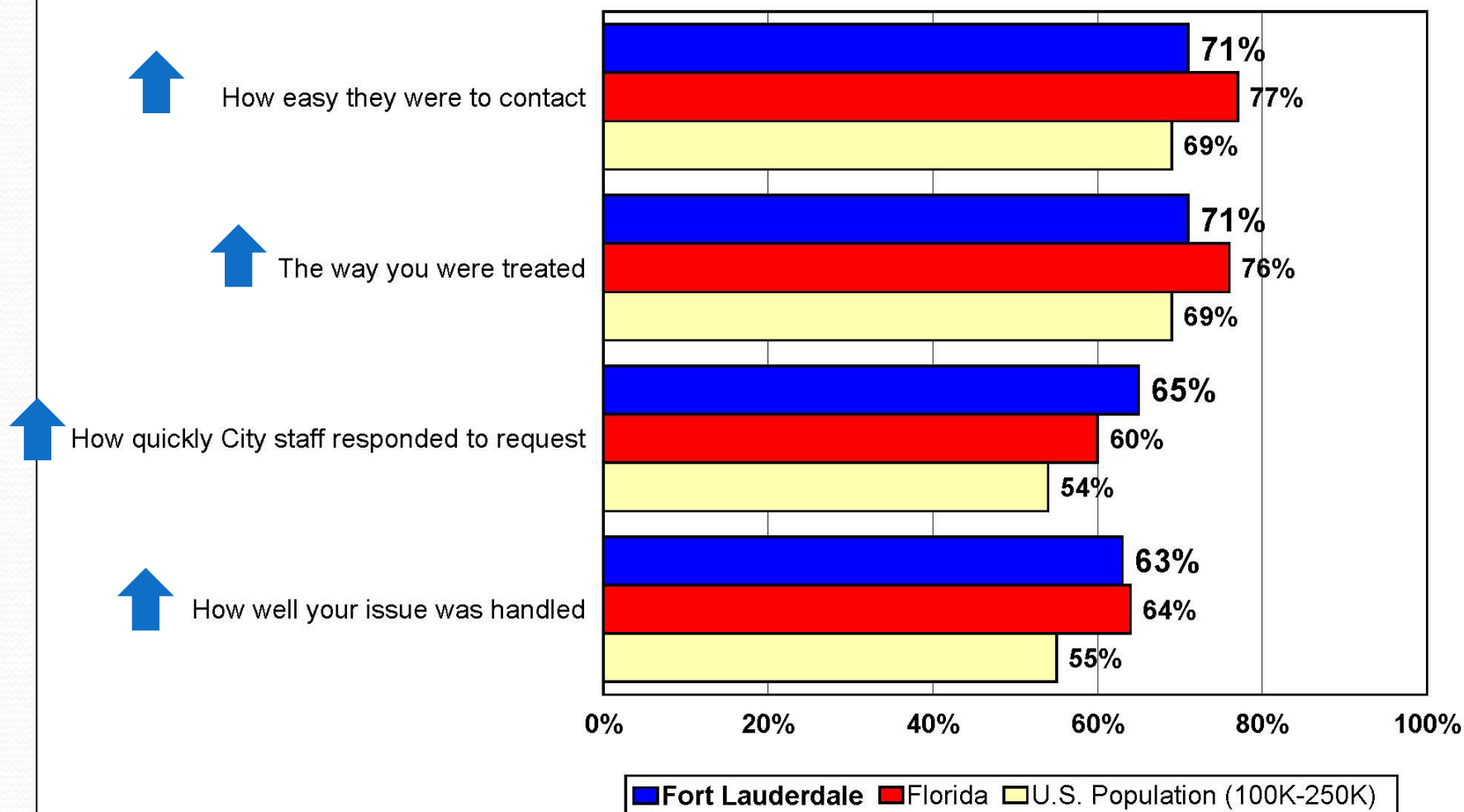
***Trends***



# Overall Satisfaction with Customer Service

## Fort Lauderdale vs. Florida vs. U.S. Population (100K-250K)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



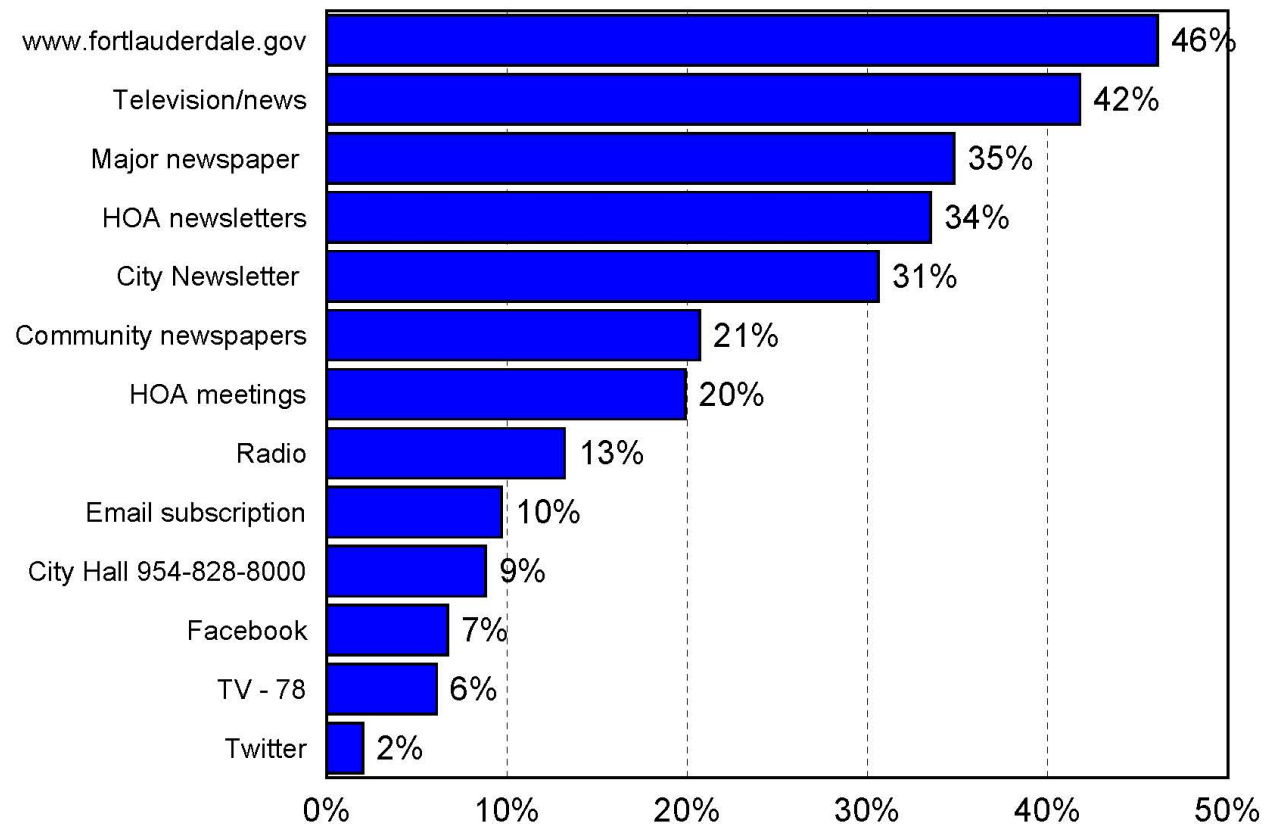
Source: 2014 ETC Institute



# **COMMUNICATION**

## Q25. Which of the following are your primary sources of information about City issues, services, and events?

by percentage of respondents (multiple selections could be made)

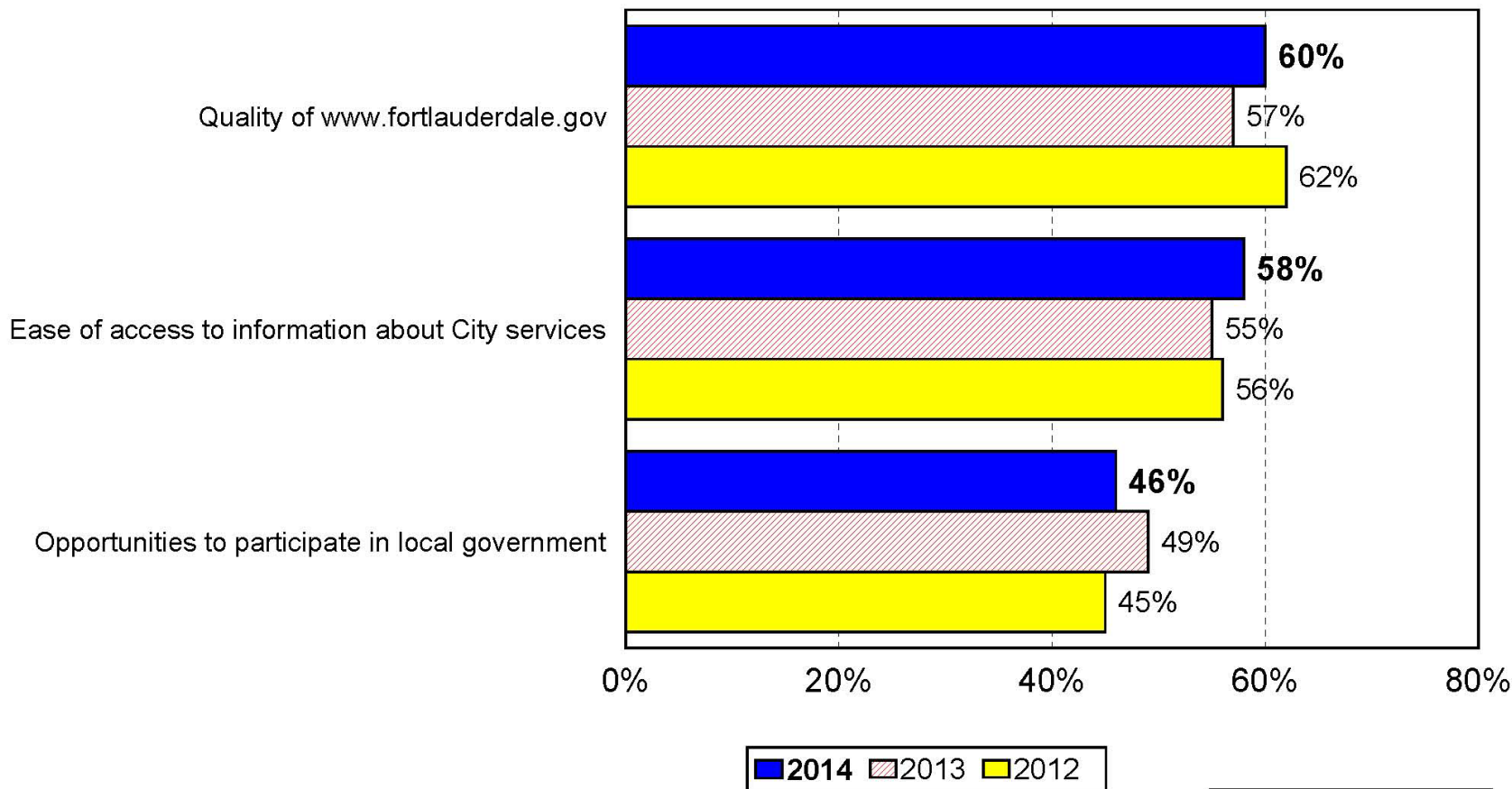


Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)



# Satisfaction With Public Communication and Outreach 2012 to 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**\*Changes of +/-4% are statistically significant**

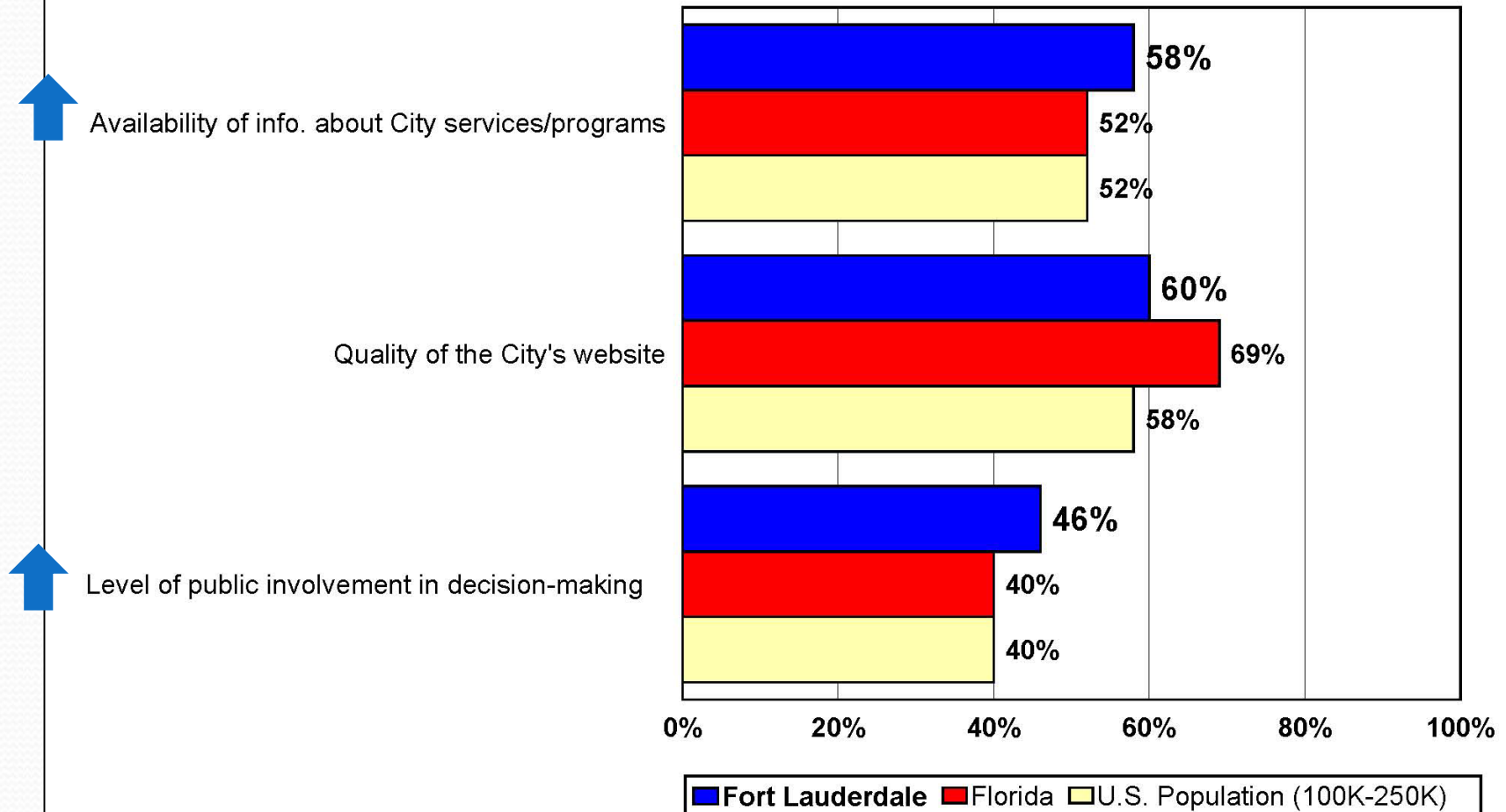
Source: ETC Institute DirectionFinder (2014 - Fort Lauderdale, FL)

**Trends**

# Overall Satisfaction with Communication

## Fort Lauderdale vs. Florida vs. U.S. Population (100K-250K)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

# SUMMARY





# Summary of Major Findings

- Overall satisfaction with City Services is Significantly above the national average
- Residents feel the City is moving in the right direction.
- Notable Improvements from 2013 to 2014
  - Customer Service
  - Code Enforcement
  - Maintenance of Streets
  - Value for City Taxes/Fees
  - Police
- Issues that should continue to be high priorities for the City over the next 2 years
  - ❑ Overall flow of traffic
  - ❑ Maintenance of streets, sidewalks and infrastructure
  - ❑ How well the City is preparing for the future
  - ❑ More walkable and bikable streets (Community Investment Plan)
  - ❑ Stormwater and drainage improvements (Community Investment)

The background is a solid blue color. At the top, there are several thin, wavy lines in shades of blue and green, creating a decorative header effect.

# THANK YOU