

# ***City of Fort Lauderdale*** ***2016 Neighbor Survey*** ***Findings***

Presented by  
*ETC Institute*



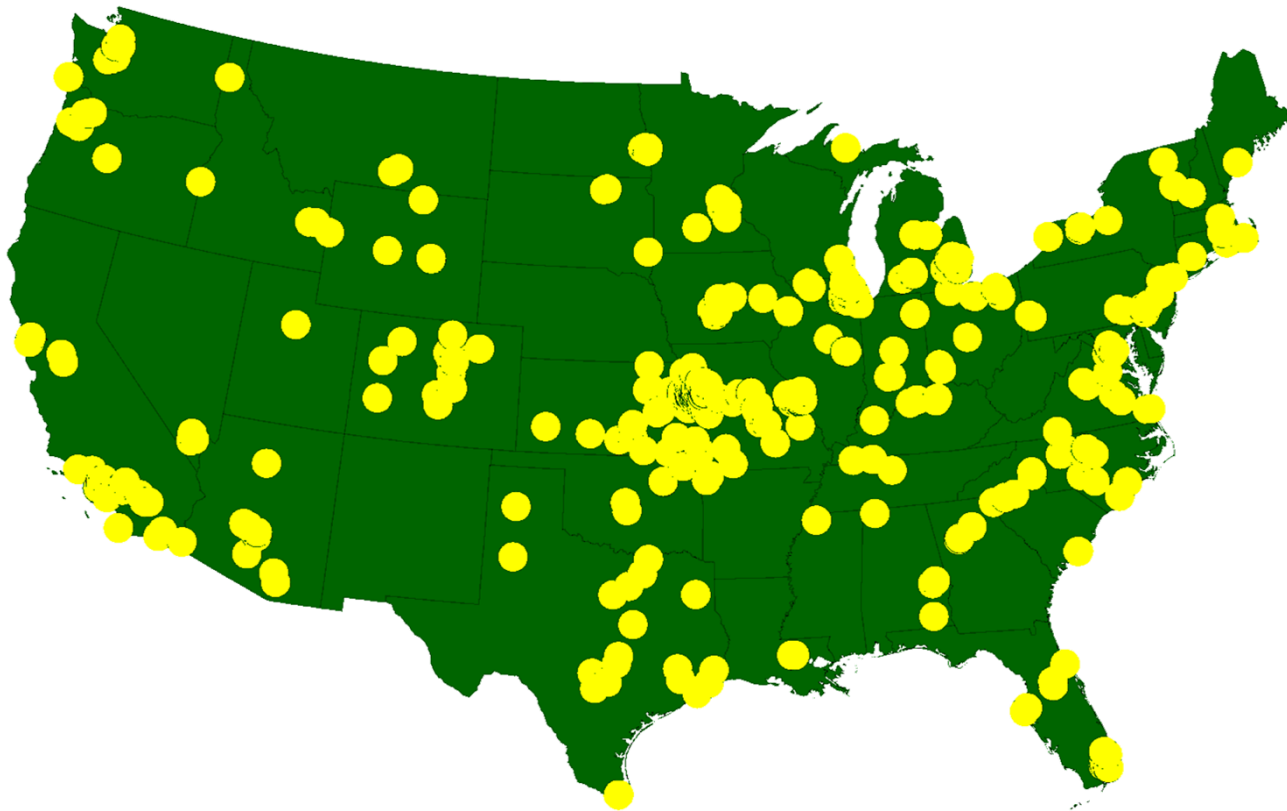
May 2017



CAM 17-0015  
Exhibit 2  
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# **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 2,100,000 Persons Surveyed Since 2006  
for more than 850 cities in 49 States**



# Purpose

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

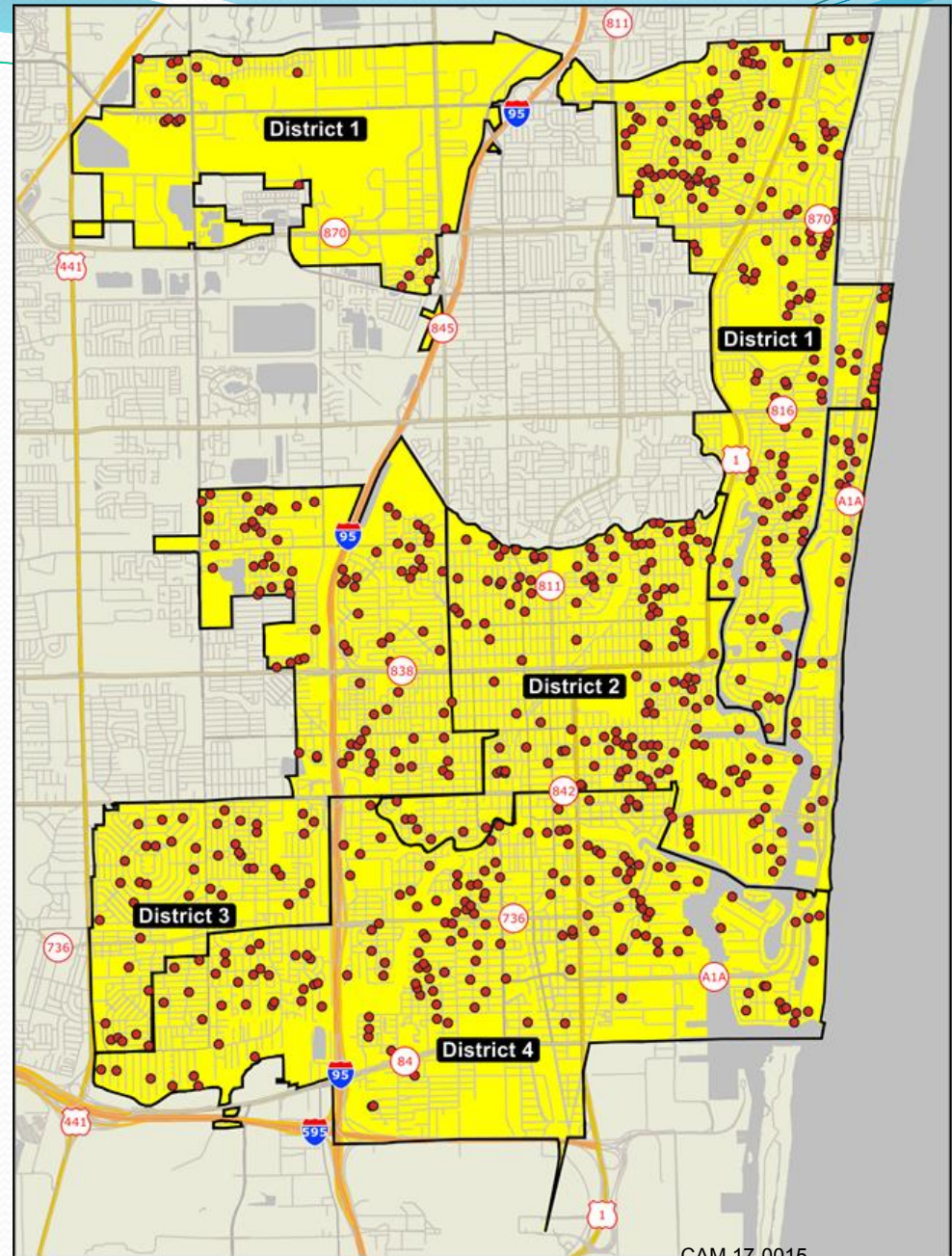
# Methodology

- **Survey Description**
  - ❑ included most of the questions that were asked in 2015
- **Method of Administration**
  - ❑ survey administered by mail, phone and Internet
  - ❑ random sample of neighbors
- **Sample size:**
  - ❑ Goal: 600 completed surveys; Actual: 747 completed surveys
- **Confidence level: 95%**
- **Margin of error: +/- 3.6% overall**
- **Sample representative of the City's population both demographically and geographically**



# Location of Respondents

At least 150 neighbors from  
each district





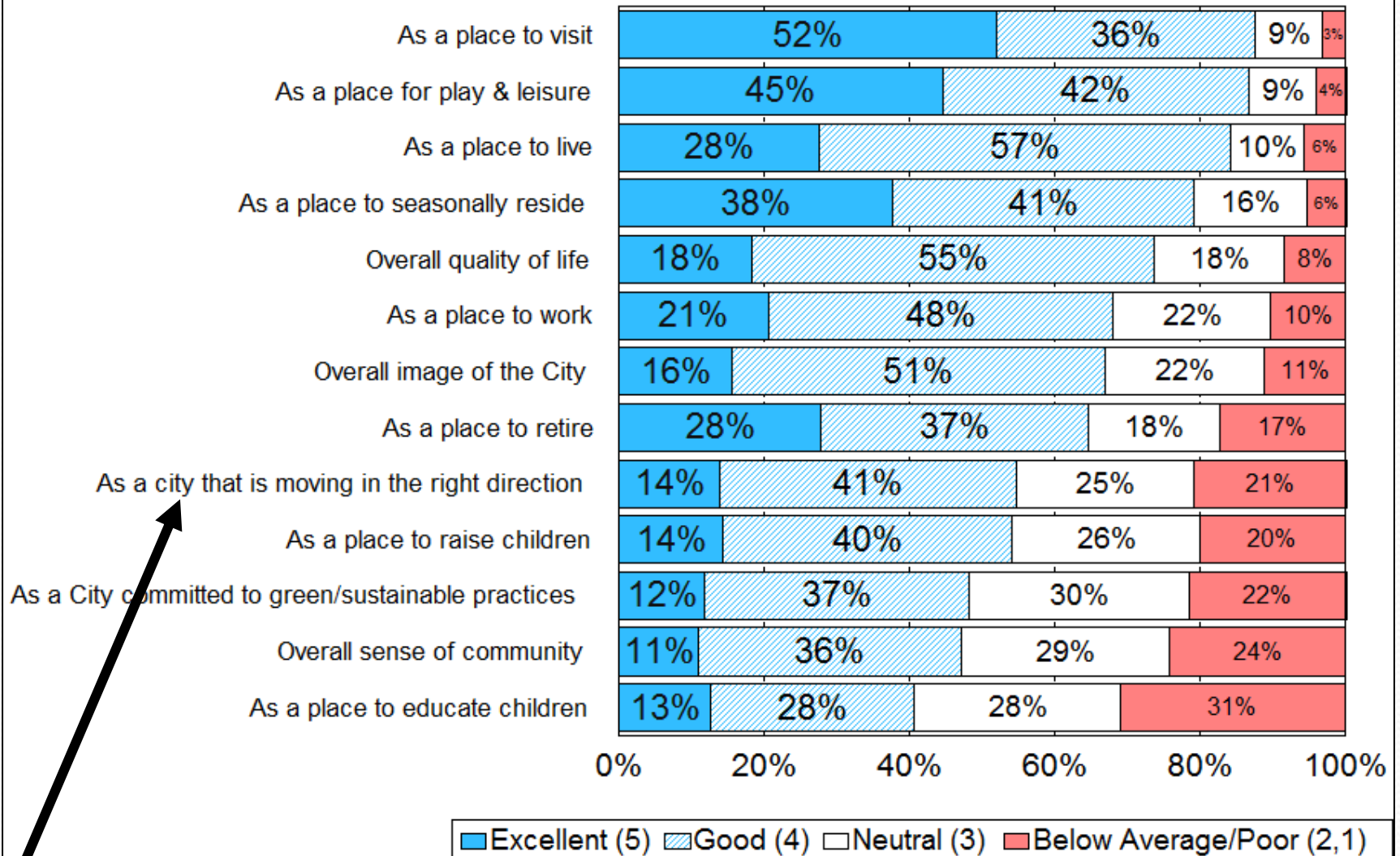
# Summary of Major Findings

- **Compared to Other Florida Cities, Fort Lauderdale is Setting the Standard for Satisfaction with the Overall Quality of City Services (61% Fort Lauderdale vs. 49% Florida Average)**
- **Satisfaction with the City as a place to raise children was significantly higher in 2016 (+4%)**
- **Satisfaction with the City as a place to live decreased in 2016, but ratings were 2 points higher than 2012 (85% in 2016 vs. 83% in 2012)**
- **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

# Perceptions of the City

# Q1. Overall Ratings for the City of Fort Lauderdale

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



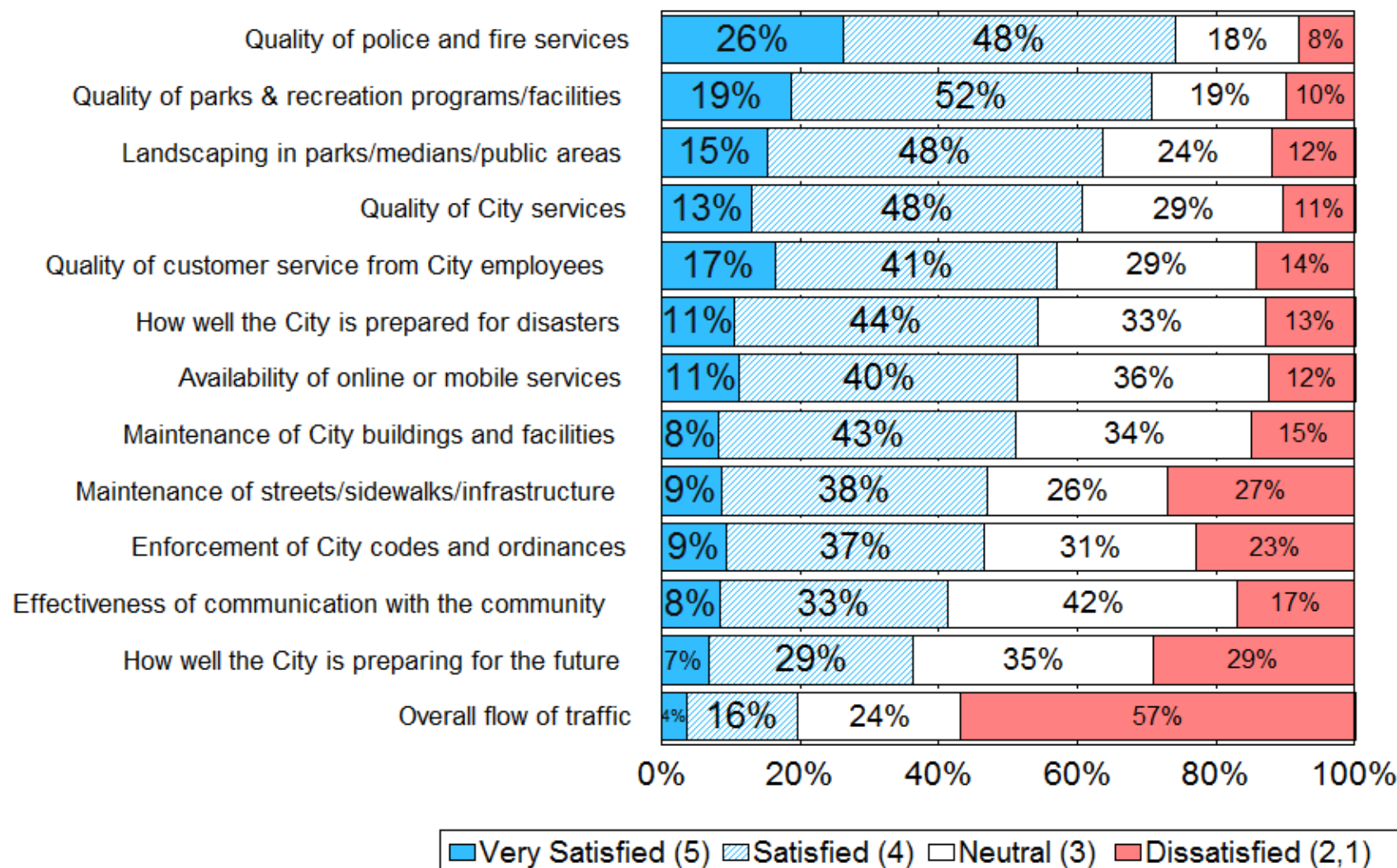
**55% of Neighbors Think the City is Moving in the Right Direction; 21% Do Not**



# Satisfaction with City Services

# Q4. Overall Satisfaction with City Services

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



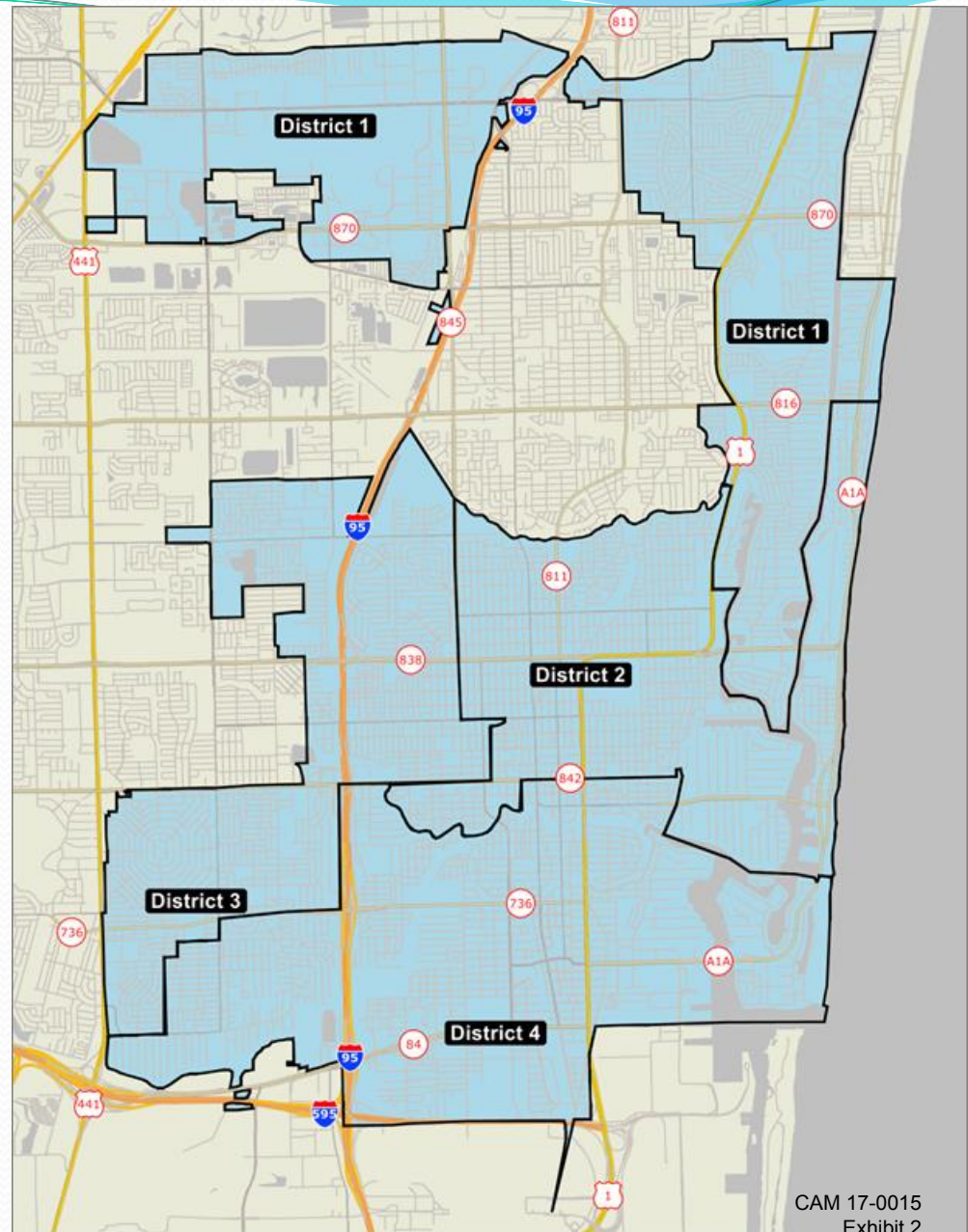


# Q4-01. Satisfaction with overall quality of City services

## 2016 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

### Neighbor Satisfaction Mean on at 5-point scale





# Q4-02. Satisfaction with overall quality of police and fire services

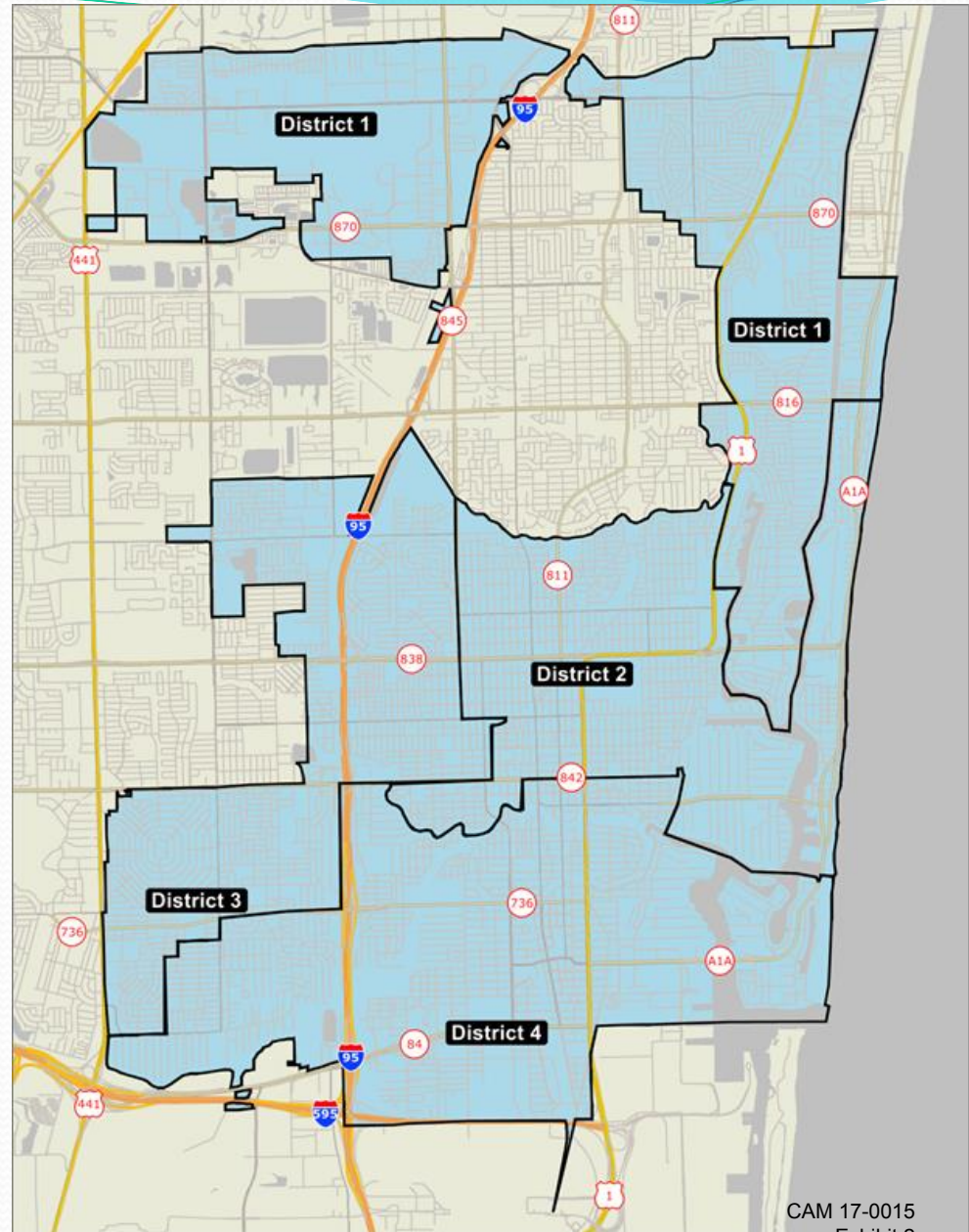
## 2016 City of Fort Lauderdale Neighbor Survey

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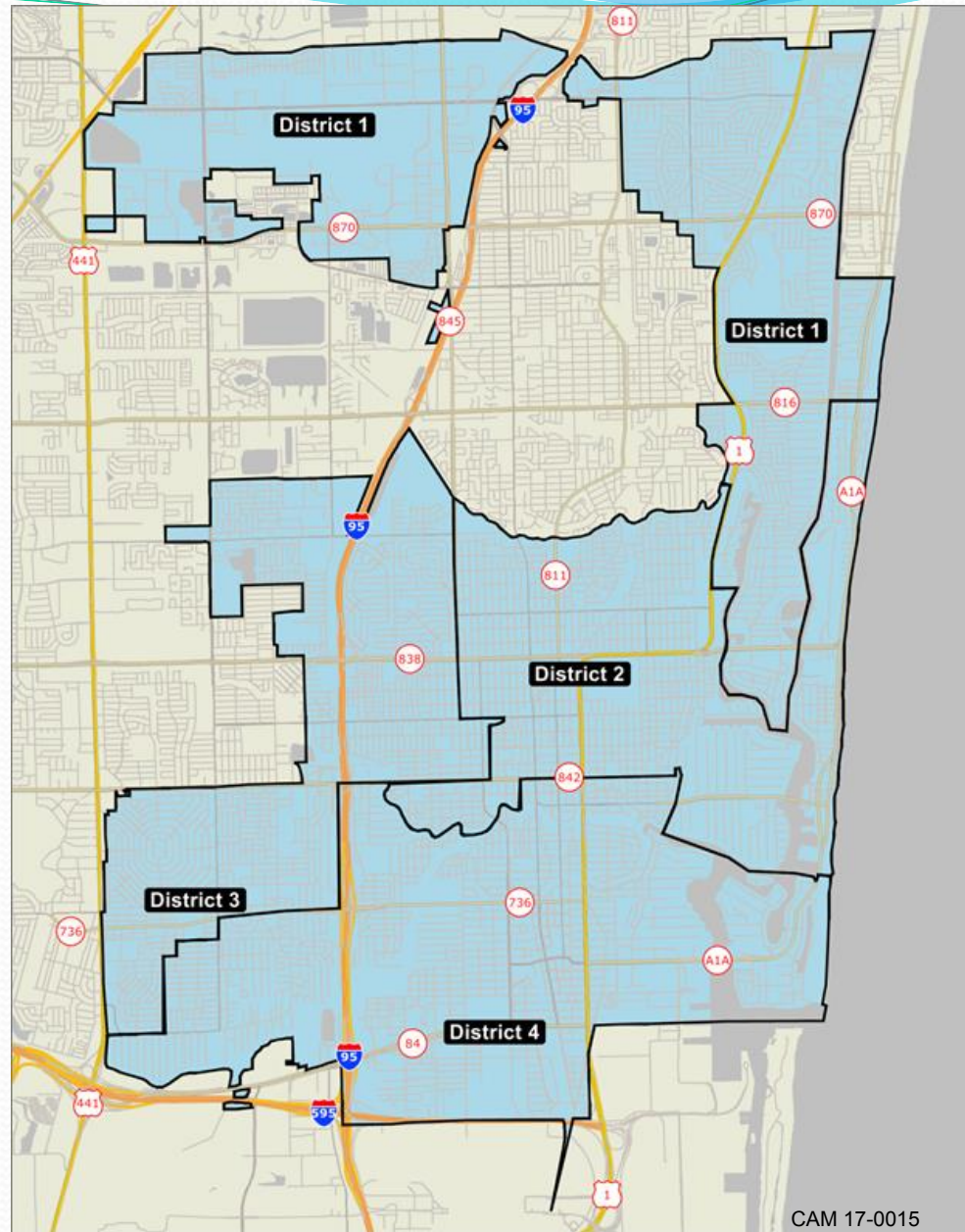


# Q4-03. Satisfaction with overall quality of parks/recreation

## 2016 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

### Neighbor Satisfaction Mean on at 5-point scale





# Q4-04. Satisfaction with overall quality of customer service

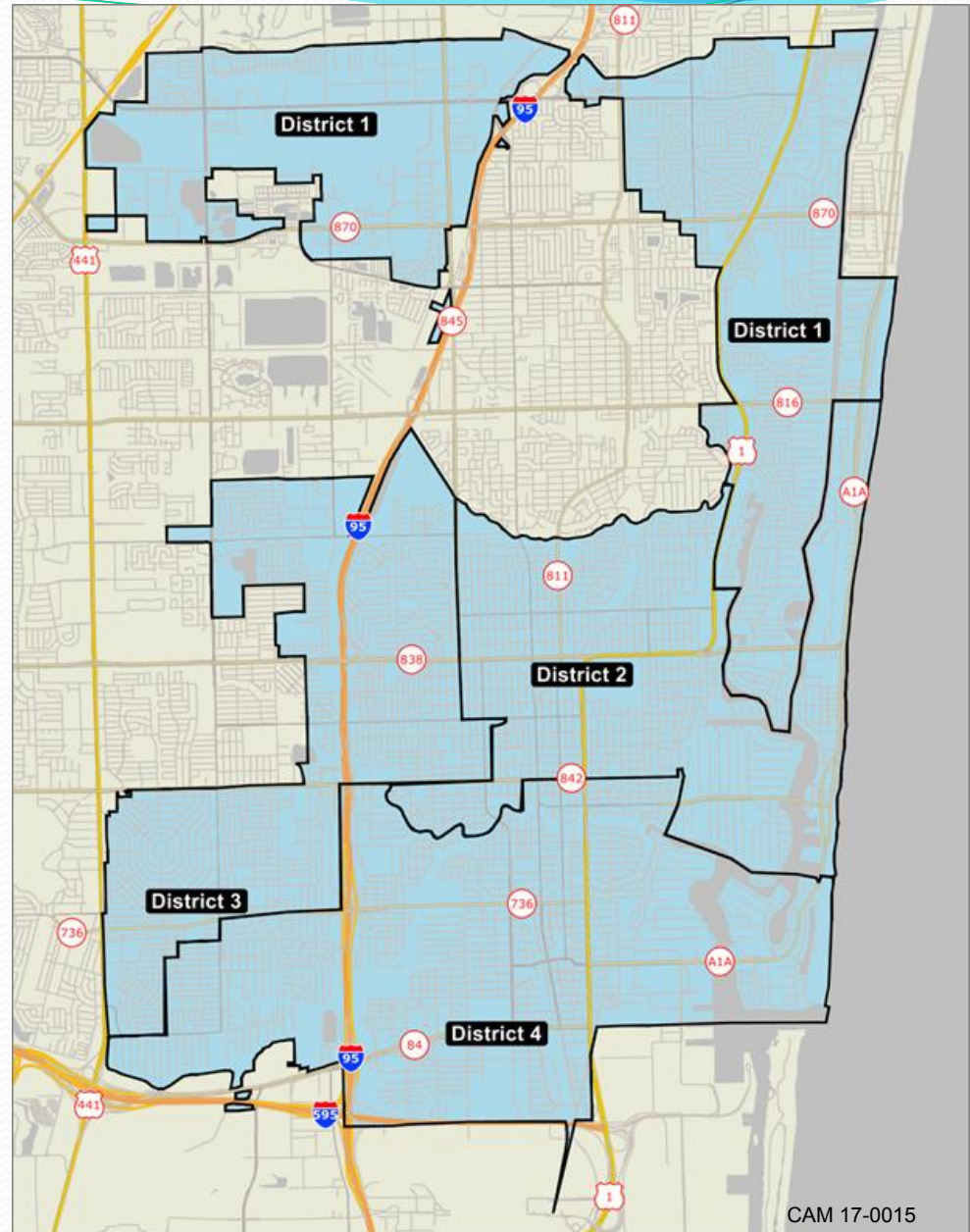
## 2016 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

### Neighbor Satisfaction Mean on at 5-point scale



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# Q4-07. Satisfaction with maintenance of City buildings/facilities

## 2016 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

### Neighbor Satisfaction Mean on at 5-point scale





# Q4-13. Satisfaction with quality of landscaping in parks/public areas

## 2016 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

Neighbor Satisfaction

Mean on at 5-point scale

1.0-1.8 Very Dissatisfied

1.8-2.6 Dissatisfied

2.6-3.4 Neutral

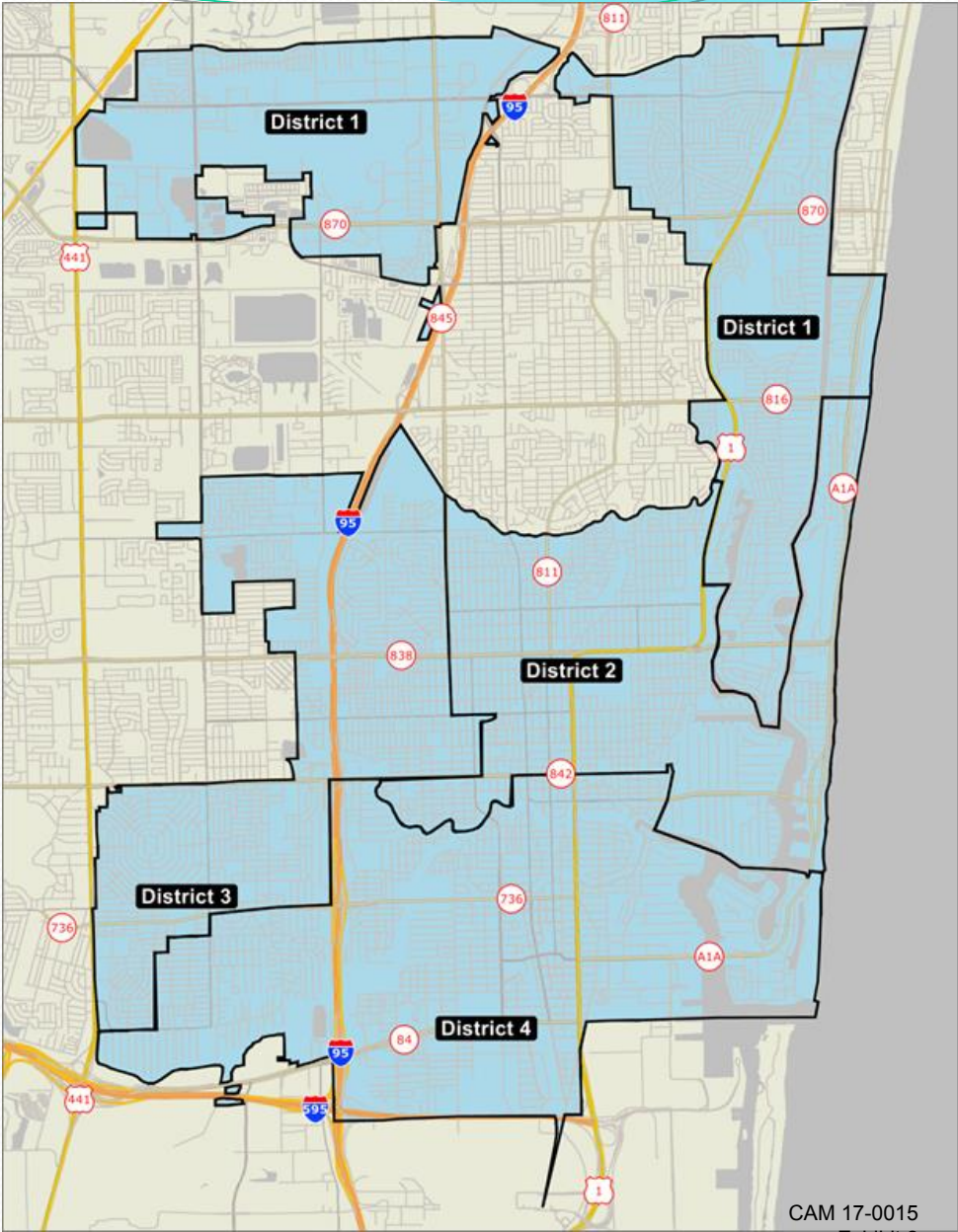
3.4-4.2 Satisfied

4.2-5.0 Very Satisfied

No Response

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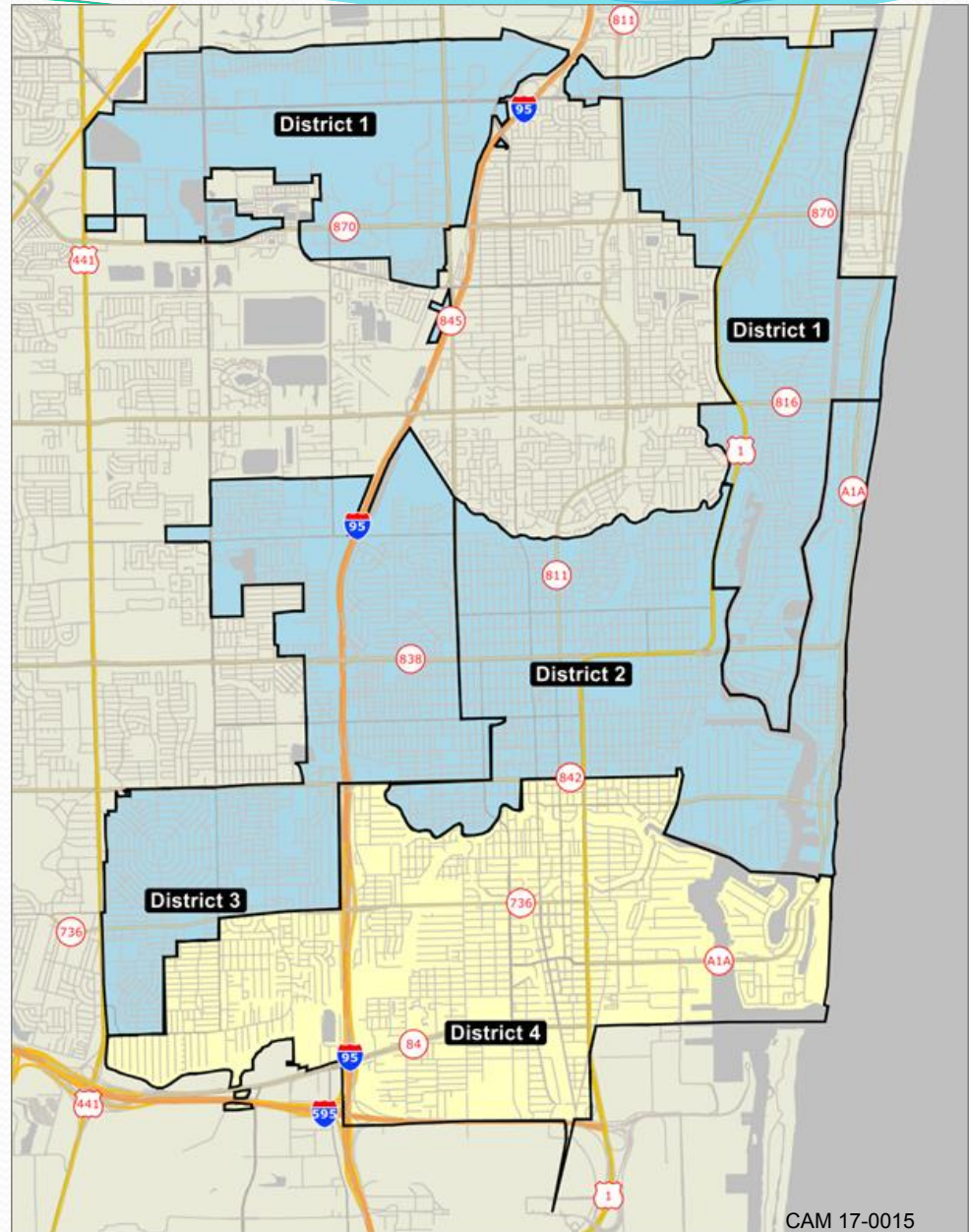
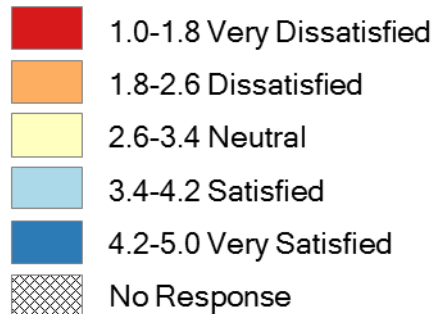


# Q4-12. Satisfaction with how well the City is prepared for disasters

## 2016 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

### Neighbor Satisfaction Mean on at 5-point scale





# Q4-05. Satisfaction with enforcement of City codes and ordinances

## 2016 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

### Neighbor Satisfaction Mean on at 5-point scale

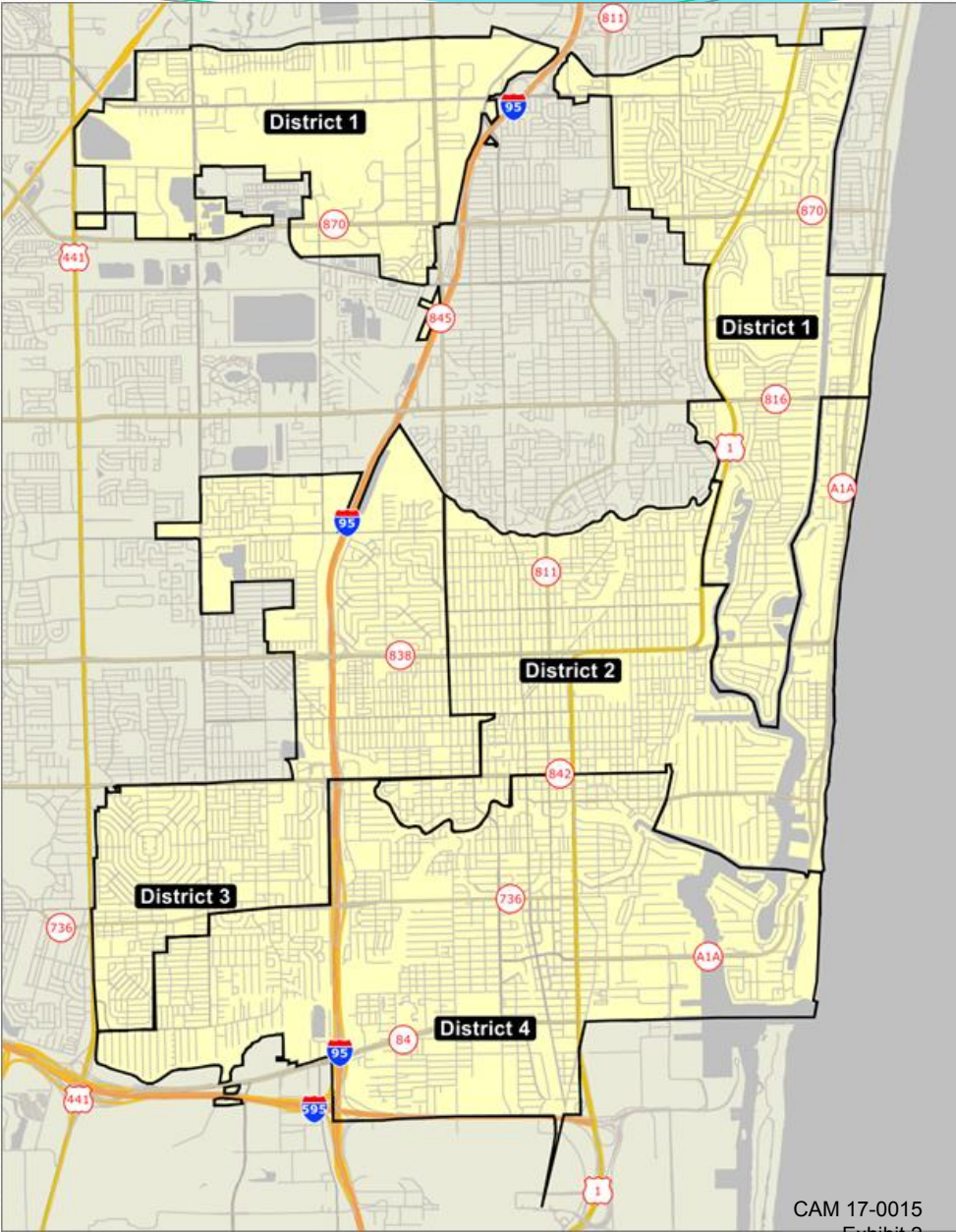




# Q4-11. Satisfaction with how well the City is preparing for the future

## 2016 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District



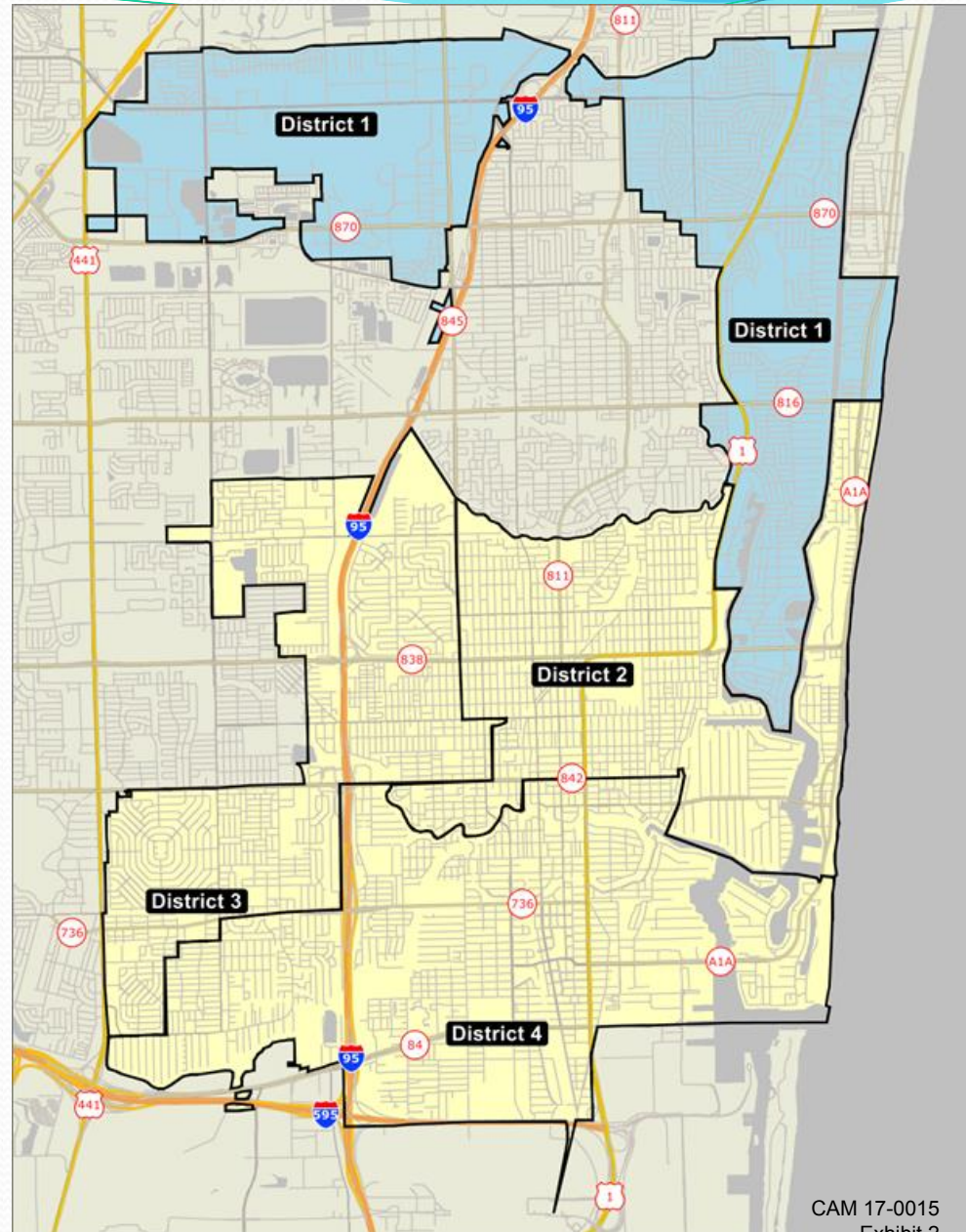


# Q4-06. Satisfaction with maintenance of City streets/infrastructure

## 2016 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

### Neighbor Satisfaction Mean on at 5-point scale





# Q4-08. Satisfaction with overall traffic flow

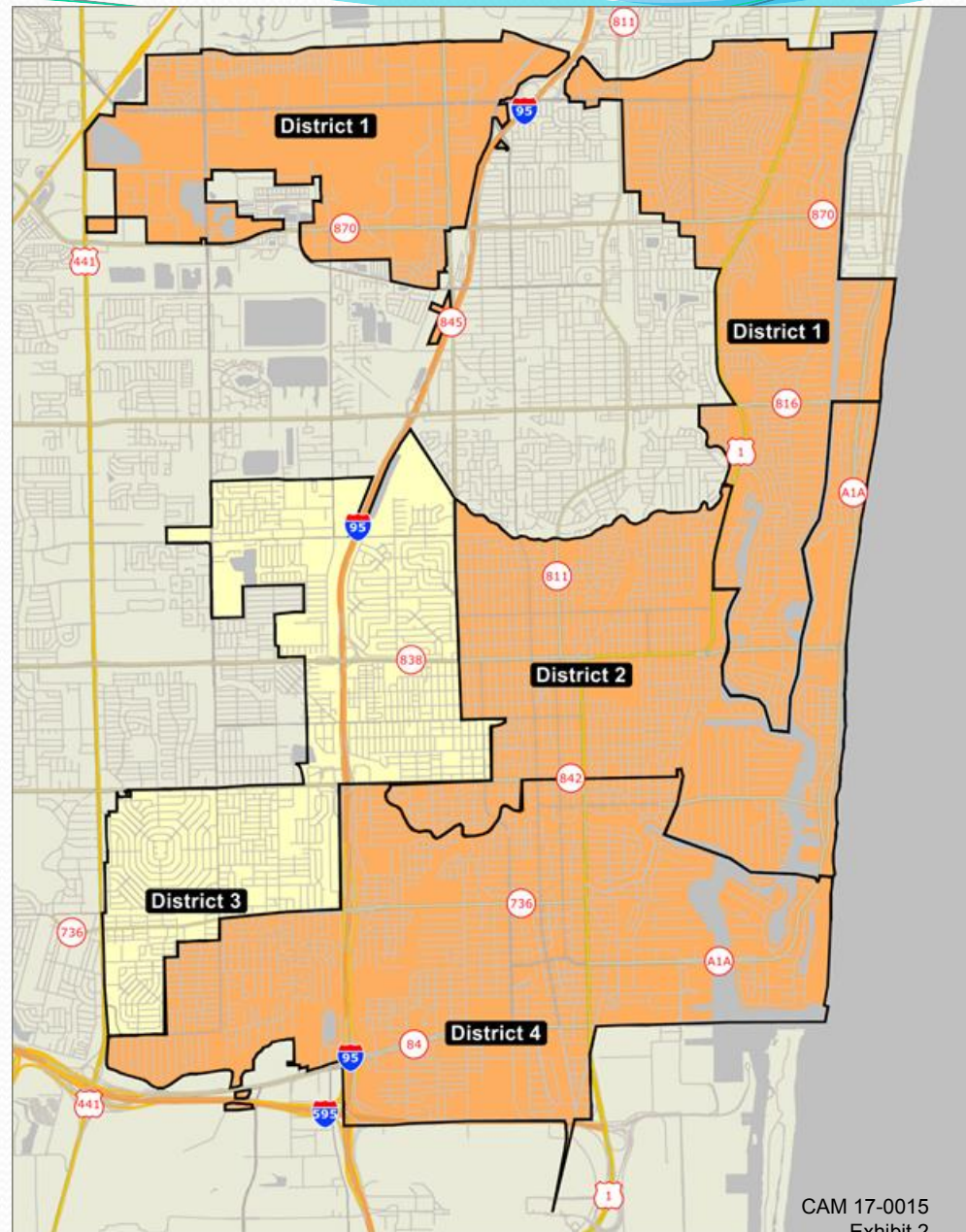
## 2016 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

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# Short and Long-Term Trends



# Trends: Notable Increases

## Long-Term (since 2012)

- Availability of employment
- Enforcing maintenance of business property
- Enforcing maintenance of residential property
- Mowing/cutting of weeds and grass on private property
- Ease of registering for parks and recreation programs
- City employees are courteous and professional

## Short-Term (since 2015)

- Ratings of the City as a place to raise children
- Availability of public parking at the beach
- Response time by City employees was reasonable

# Trends: Notable Decreases

## Long-Term (since 2012)

- Overall flow of traffic
- Obtaining permits for sustainable construction
- City support of preservation of historic buildings
- Availability of sidewalks
- Availability of affordable housing
- City efforts to revitalize low-income areas

## Short-Term (since 2015)

- Quality of City services
- Value received for City tax dollars and fees
- Feeling of safety in the City
- Conducting inspections for construction/renovation



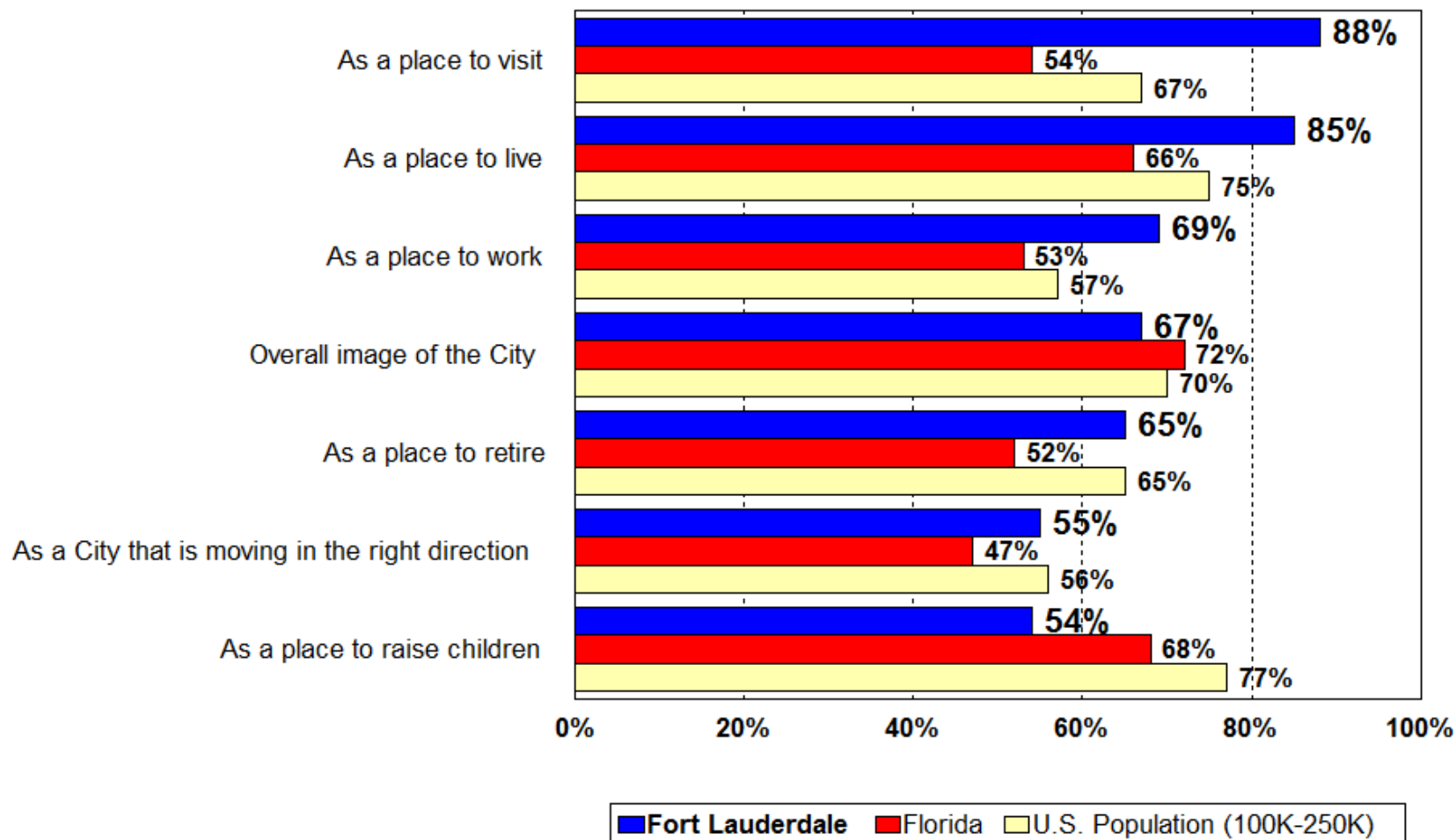
# How Fort Lauderdale Compares to Other Communities

(based on a national survey of more than 4,000 U.S. residents  
conducted by ETC Institute in 2016)

# 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)



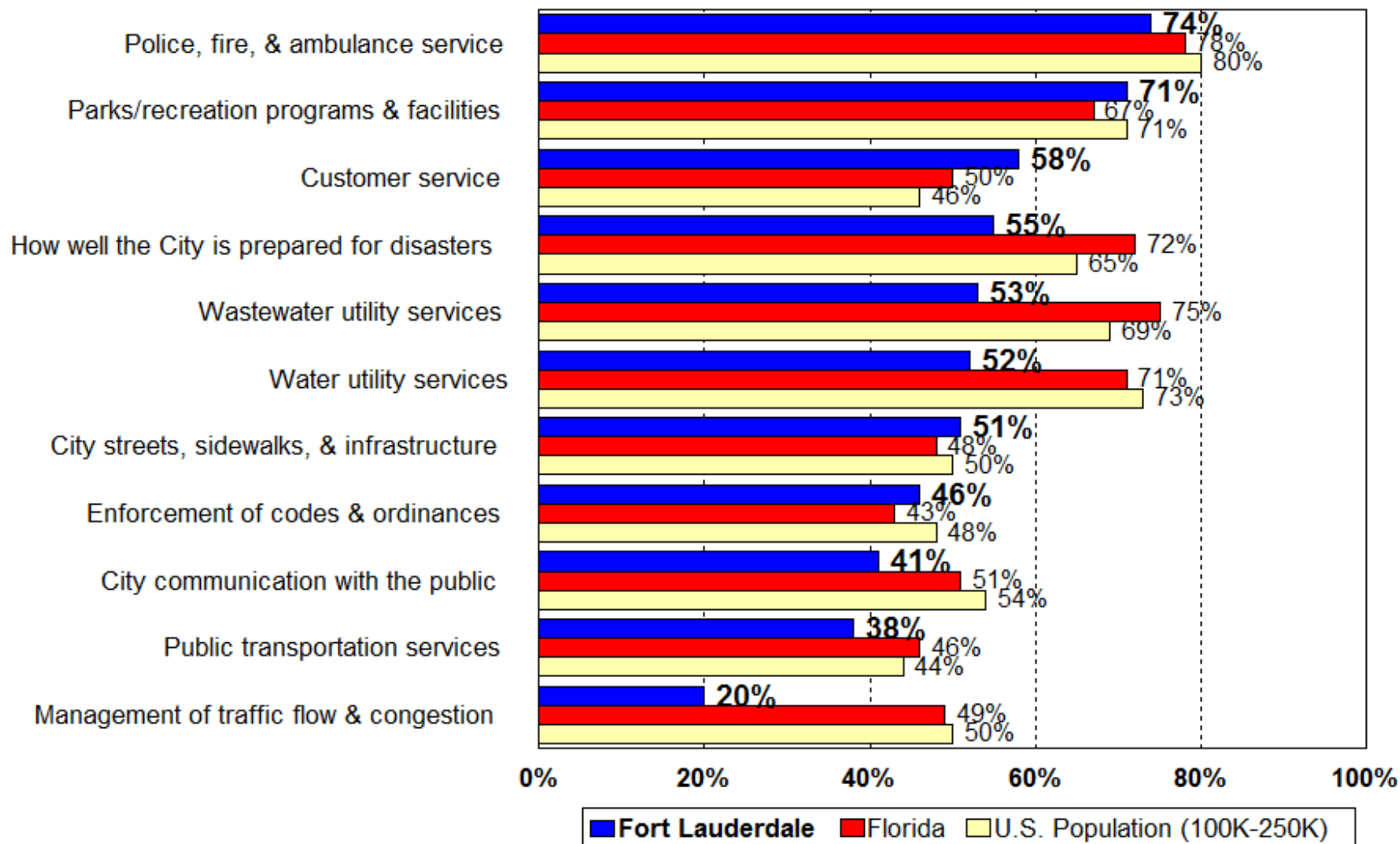
Fort Lauderdale Rates Higher Than the Florida Average  
as a City Moving in the Right Direction



# 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)



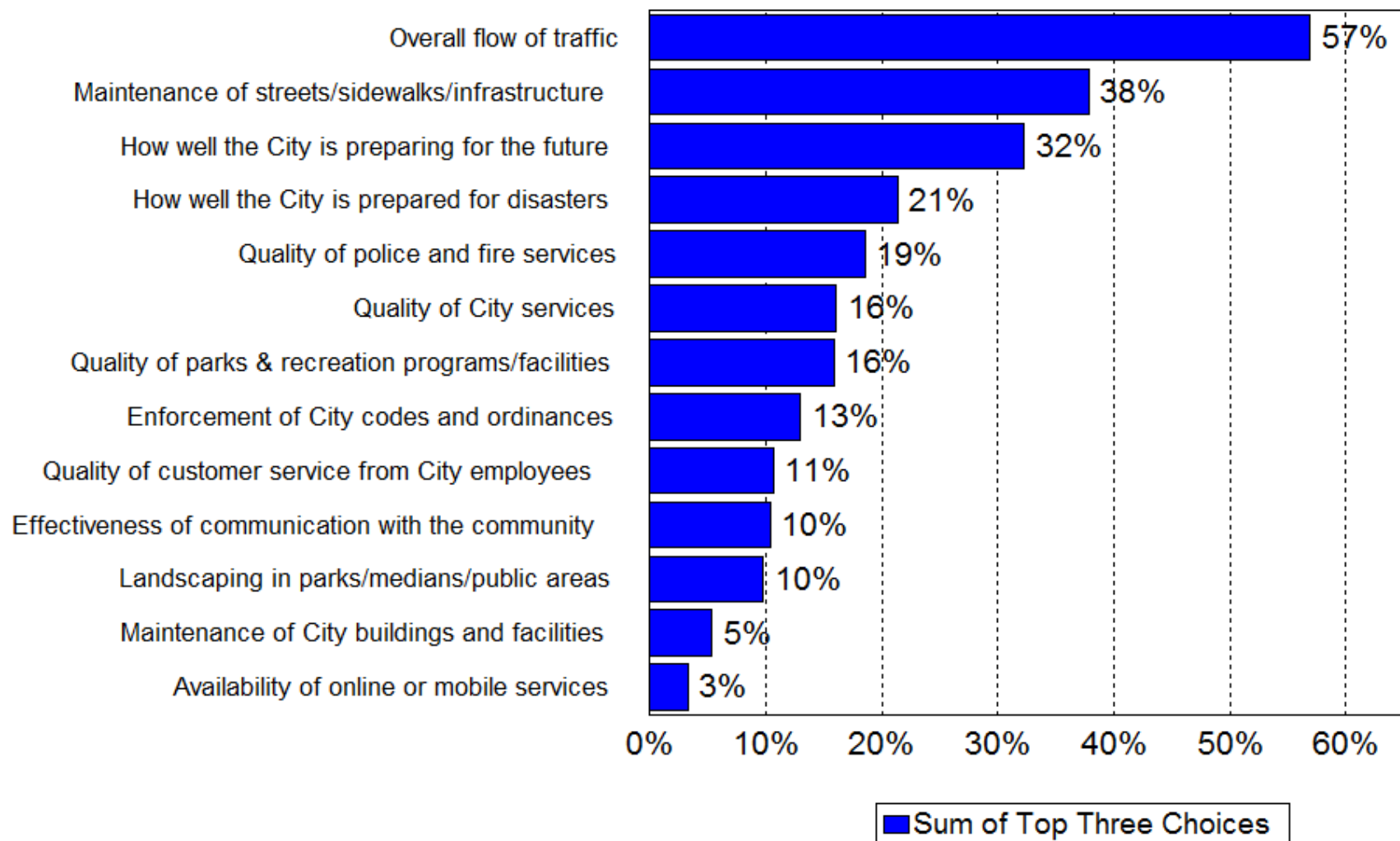
Performance Relative to Other Cities is Mixed

# 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



# 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	57%	1	20%	13	0.4552	1
How well the City is preparing for the future	32%	3	36%	12	0.2067	2
Maintenance of streets/sidewalks/infrastructure	38%	2	47%	9	0.2003	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How well the City is prepared for disasters	21%	4	55%	6	0.0963	4
Enforcement of City codes and ordinances	13%	8	46%	10	0.0702	5
Quality of City services	16%	6	61%	4	0.0628	6
Effectiveness of communication with the community	10%	10	41%	11	0.0614	7
Quality of police and fire services	19%	5	74%	1	0.0484	8
Quality of parks & recreation programs/facilities	16%	7	71%	2	0.0461	9
Quality of customer service from City employees	11%	9	58%	5	0.0449	10
Landscaping in parks/medians/public areas	10%	11	63%	3	0.0363	11
Maintenance of City buildings and facilities	5%	12	51%	8	0.0265	12
Availability of online or mobile services	3%	13	51%	7	0.0162	13

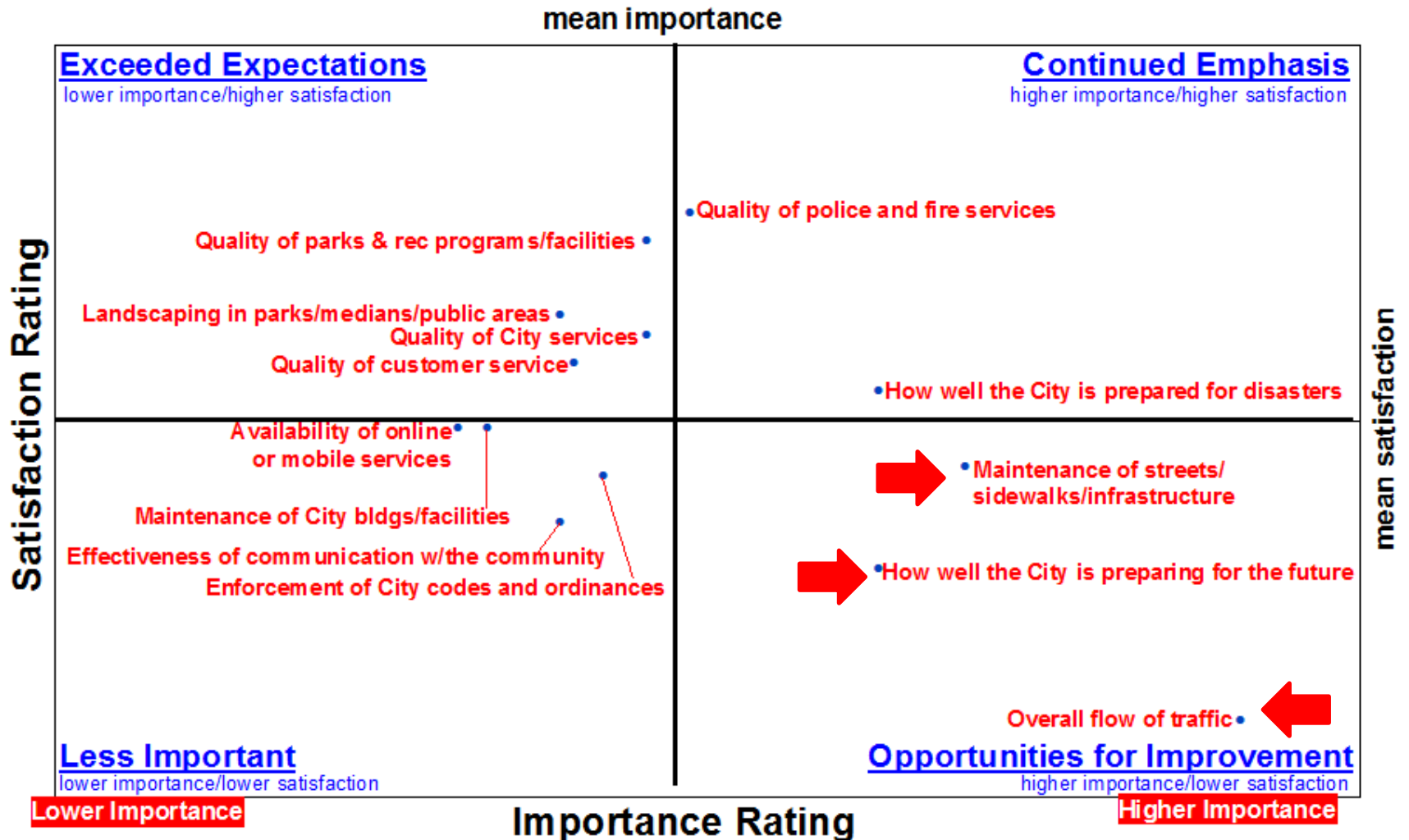
**Overall Priorities:** 



# 2016 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)

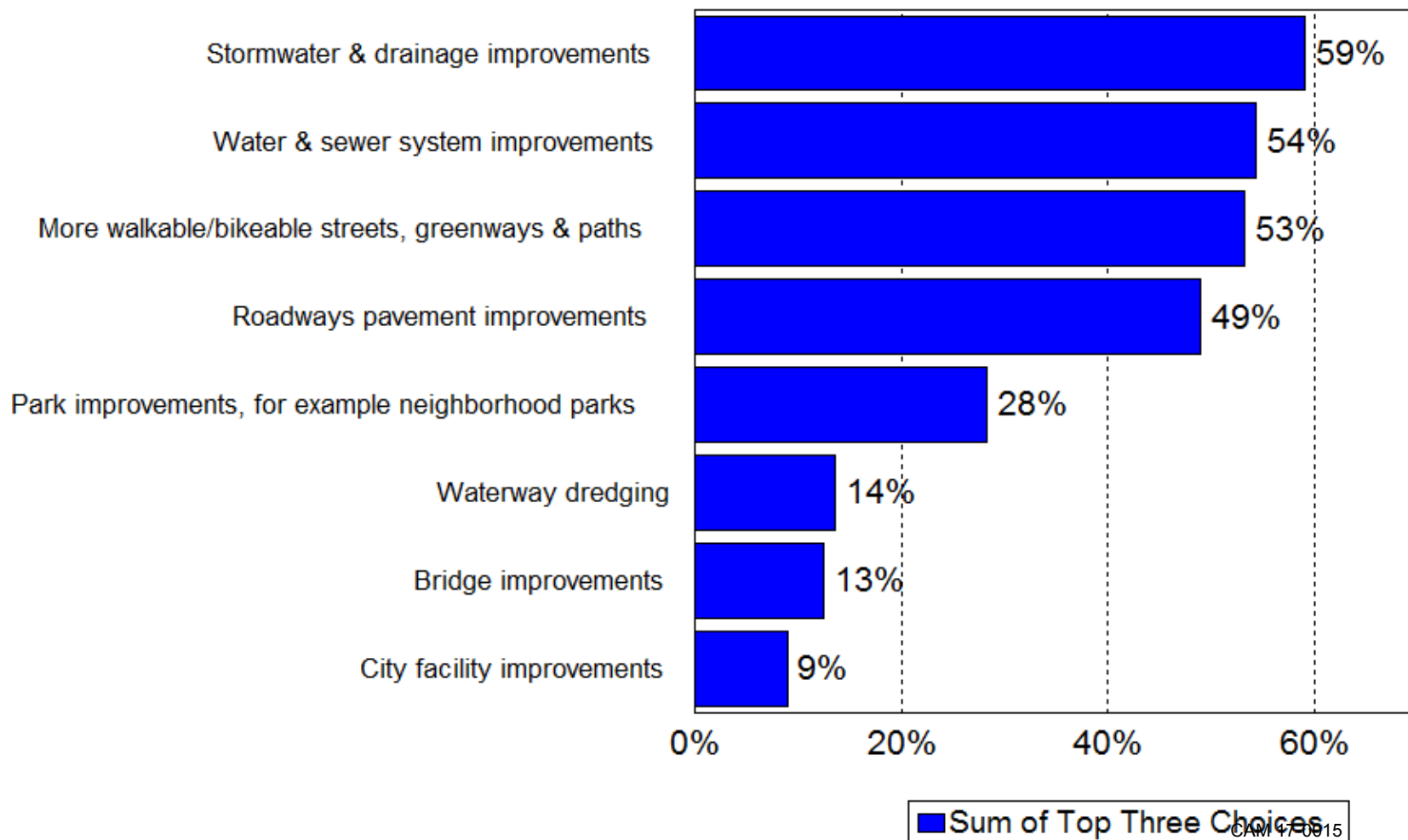


# Support for Capital Investments



# Q19. 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 (2016 - Fort Lauderdale, FL)

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# THANK YOU