



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING

#17-0015

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: May 2, 2017

TITLE: 2016 Annual Neighbor Survey Results

The purpose of this item is to present the findings from the 2016 Annual Neighbor Survey, as conducted by ETC Institute. This memo details the findings of the annual survey, and outlines the main priorities identified by the neighbors.

The survey provides up-to-date information regarding our neighbor's satisfaction levels with the City and our services. This recent data is meant to guide decision-making as we continue to implement *Fast Forward Fort Lauderdale*, the City's Vision Plan of 2035, and *Press Play Fort Lauderdale*, the City's five year Strategic Plan. The data will also inform the decisions you make in developing the Strategic Plan update, the FY 2018 Commission Annual Action Plan (CAAP), the FY 2018 Annual Operating Budget, and the FY 2018 – FY 2022 Community Investment Plan (CIP).

Administration of the Survey

This year, 747 households responded to the survey through mail, telephone and internet. With that number of households, the results have a precision of at least +/- 3.6% at the 95% level of confidence. This means that if the same survey was administered 100 times, 95 of those 100 times, the results would come back as they are reported here, within +3.6% or -3.6% of the results indicated. This also means that any changes that are equal to or greater than +3.6% or -3.6% in the survey data from 2015 to 2016 are considered "statistically significant" changes, and can be attributed to actual changes in perceptions or satisfaction versus general fluctuations in the survey data.

Opinions and Perceptions of the City

As compared to survey results from 2015, perception of the City as a place to raise children and as a place to educate children both increased. Satisfaction with the quality of both public and private schools increased, as did the satisfaction of how well the City is prepared for disasters. 85% of respondents rated the City as an Excellent or Good place to live, with 67% of respondents rating the overall image of the City as Excellent or Good. Additionally, 73% rated the overall quality of life as Excellent or Good.

50% of respondents are satisfied with their feeling of safety in the City, with another 28% being neutral. Only 25% of respondents were dissatisfied with the value received for City tax dollars and fees.

Dissatisfaction with most City services is low. Eight percent (8%) of respondents were dissatisfied with the quality of police and fire services, while 15% or less of respondents were dissatisfied with the quality of parks and recreation programs/facilities, landscaping in public areas, quality of City services, quality of customer service from City employees, how well the City is prepared for disasters, the availability of online or mobile services, and the maintenance of City buildings and facilities.

Trends this year reflect a drop in satisfaction in many areas. Significant decreases were seen in areas such as being a city with better infrastructure, furthering economic growth and strong/safe neighborhoods. 57% of respondents were dissatisfied with the City's efforts in addressing homelessness, as well as with the overall flow of traffic. Some of the negative trends may be attributed to the timing of the survey. During the time the survey was conducted in November and December 2016, the presidential election was underway, national politics was divisive, and the City experienced major infrastructure disruptions. The closeness of these events to the survey may have demonstrated a recent bias impact on the survey results. The ETC Institute has noted that this bias has occurred consistently among their clients surveying during this period.

Prioritization

In order to help identify the top priorities, ETC Institute conducts an analysis to focus efforts on improving results that matter most to the community. This analysis examines the level of satisfaction and the importance that neighbors placed on each survey question in comparison to those within the same category. By identifying services of high importance and low satisfaction, the analysis helps identify which actions will have the most impact on overall satisfaction.

The areas of highest priority are overall flow of traffic, how well the City is preparing for the future and maintenance of streets/sidewalks/infrastructure. These areas are consistent with the prior year overall priorities, and initiatives in the FY 2017 CAAP.

How the City Compares

The City of Fort Lauderdale scored 2% above the U.S. average for the overall quality of City services provided in communities with populations of 100,000 to 250,000 residents. The top areas in which the City of Fort Lauderdale scored highest above the U.S. average were:

- Bulky item pick up/removal services
- Level of public involvement in decision-making
- Ratings of the City as a place to visit
- Ratings of the City as a place to work
- Ratings of the City as a place to live
- Mowing and cutting of weeds and grass on private property

The areas in which the City of Fort Lauderdale scored most below the U.S. average are listed below:

- Management of traffic flow and congestion
- Visibility of police in neighborhoods
- Ratings of the City as a place to raise children
- Water utility services
- How well the City is planning growth
- Overall feeling of safety in the City
- Wastewater service

Next Steps

The Community Building Leadership Team (CBLT) will review the results on May 3, 2017. The CBLT will examine reasons for the changes and appropriate activities to address the identified priorities. Additionally, we will undertake additional surveying on specific topics in an effort to further understand the perspective of our neighbors on those issues, and mapping trends by neighborhood associations over the five (5) years the City has conducted the annual survey to determine if any geographic trends can be identified.

Resource Impact

There is no resource impact associated with the presentation of this information.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Internal Support Cylinder of Excellence, specifically advancing:

- Goal 11: Be a well-trained, innovative, and neighbor-centric workforce that builds community.
- Objective 3: Continuously improve and innovate communication and service delivery.
- Initiative 5: Routinely conduct a Neighbor Survey and address priority opportunities for improvement

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Community*.

Attachments

Exhibit 1 – 2016 Neighbor Survey Final Report

Exhibit 2 – 2016 Neighbor Survey Findings Presentation

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