

City of Fort Lauderdale ***2017 Neighbor Survey*** ***Findings***

Presented by
ETC Institute

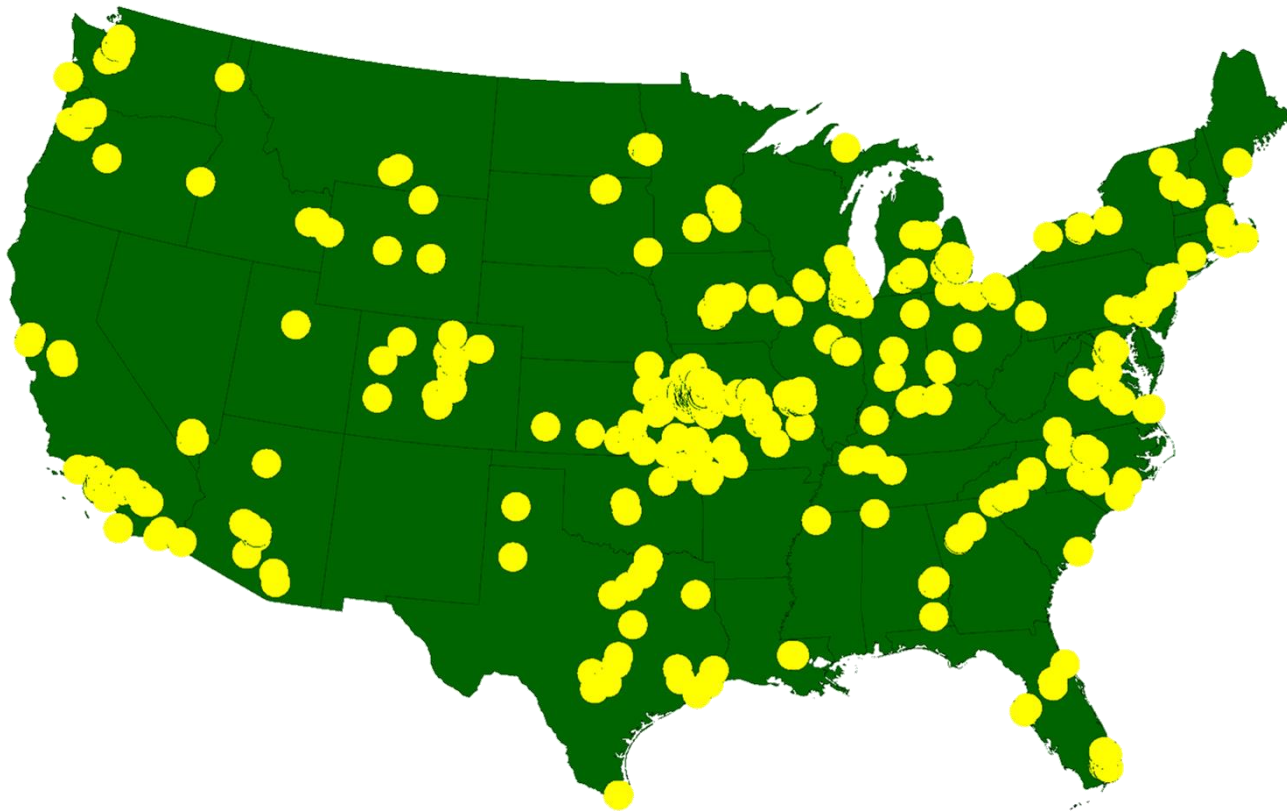


May 1, 2018



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**

Background

- **Less than 4% of residents in the United States attend public meetings each year .**
- **Without good survey data, community leaders may not hear from the “average” resident.**
- **ETC Institute has been conducting Fort Lauderdale’s annual “Neighbor Survey” for the past 6 years.**
- **ETC Institute has also conducted other surveys for the City to assess issues, such as traffic, homelessness, public schools, and parks/recreation.**

Purpose

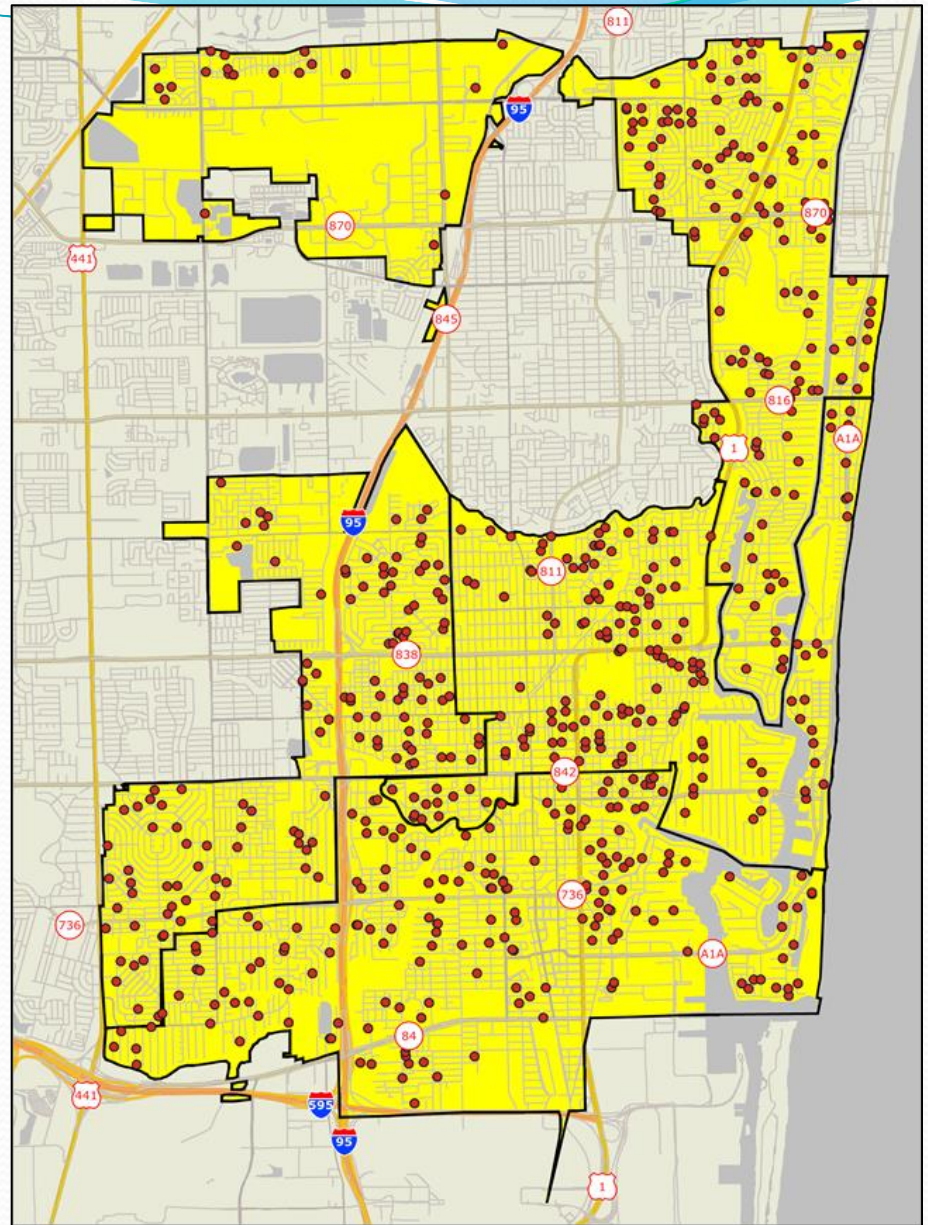
- **To objectively assess satisfaction with the quality of City services and other factors that influence perceptions neighbors have of the City**
- **To gather input from neighbors to assist in developing budget priorities**
- **To identify opportunities to improve satisfaction in services that are 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 2016
- **Method of Administration**
 - ❑ survey administered by mail, phone and Internet
 - ❑ random sample of neighbors
- **Sample size:**
 - ❑ Goal: 600 completed surveys; Actual: 744 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



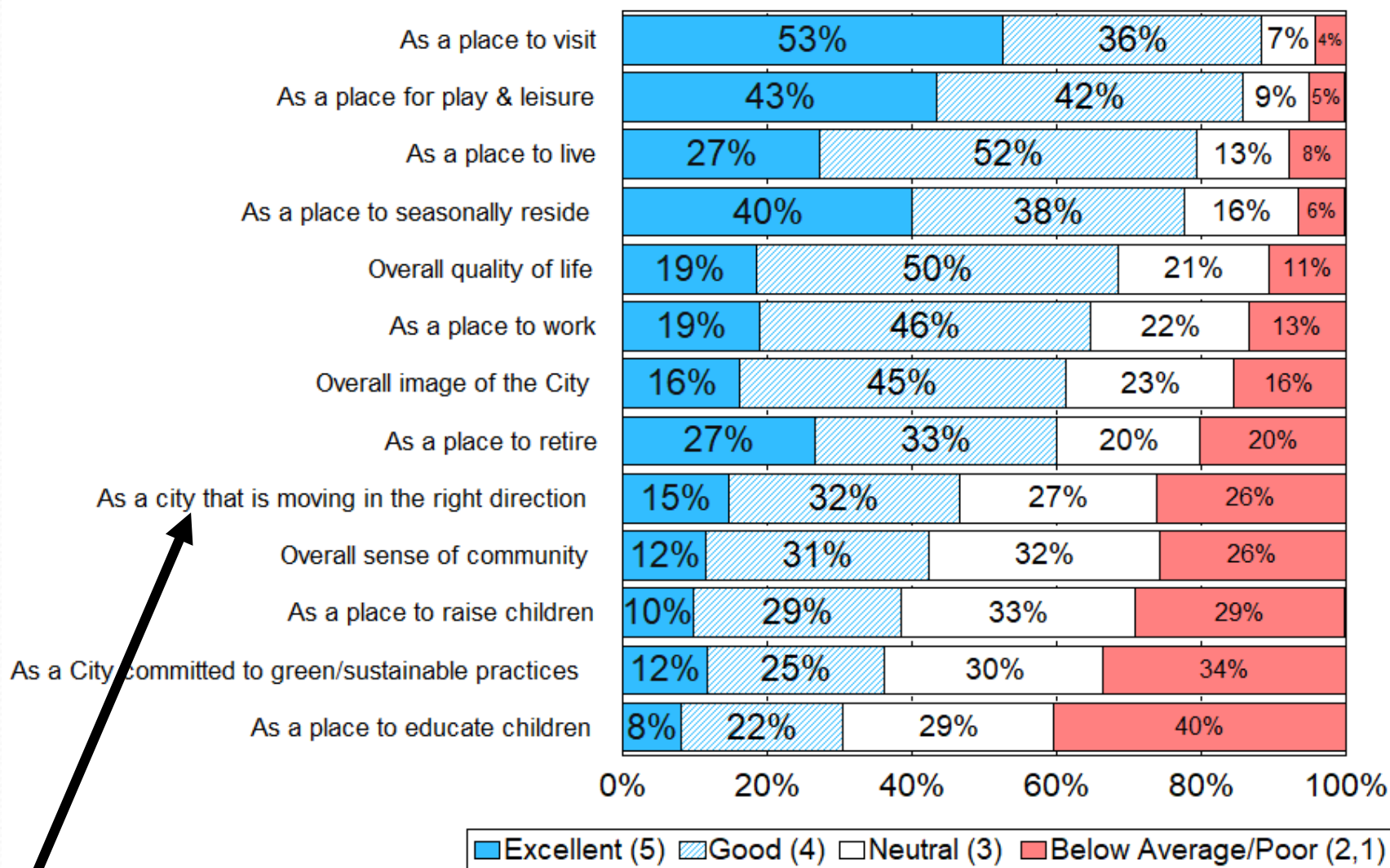
Summary of Major Findings

- Satisfaction with the overall quality of customer service is significantly higher than other communities
- Fort Lauderdale has made significant improvements in Code Enforcement
- There is support for stormwater and water/wastewater system improvements
- Issues that should continue to be high priorities for the City over the next 2 years
 - ❑ Overall flow of traffic
 - ❑ How well the City is preparing for the future
 - ❑ Maintenance of streets, sidewalks and infrastructure

Perceptions of the City

Q1. Overall Ratings for the City of Fort Lauderdale

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

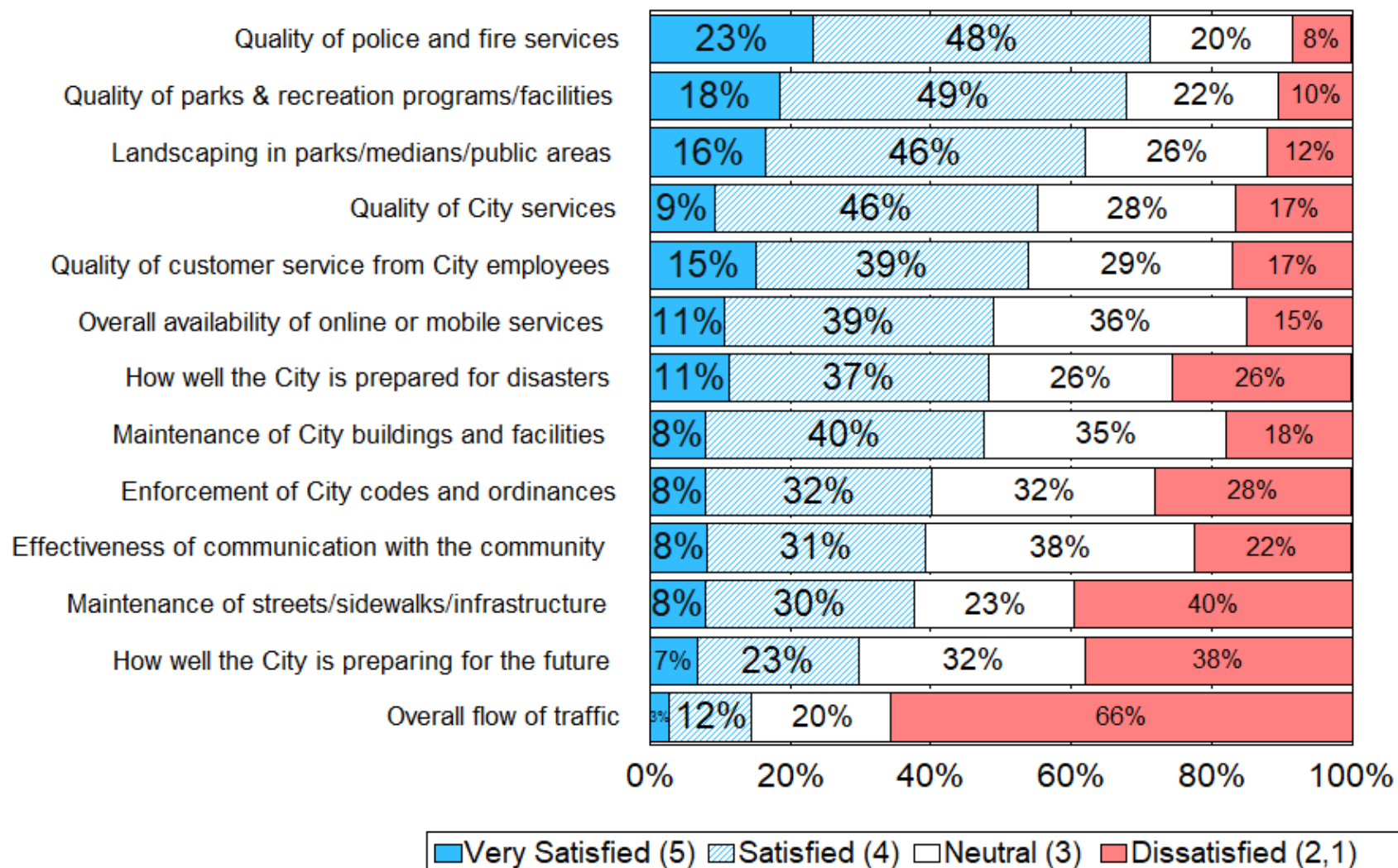


47% of Neighbors Think the City is Moving in the Right Direction; 26% Do Not

Satisfaction with City Services

Q4. Overall Satisfaction with City Services

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

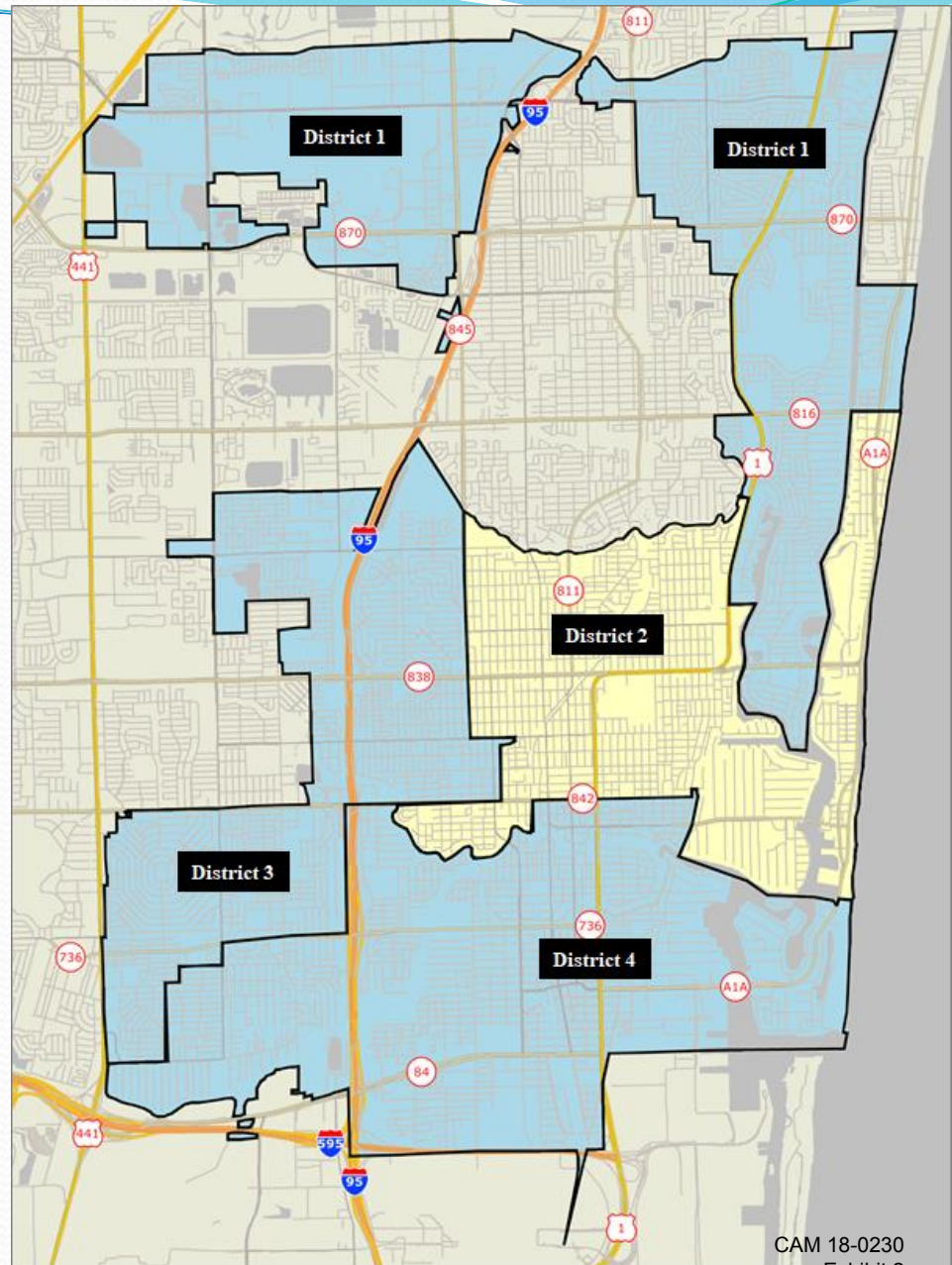


Q4-01. Satisfaction with overall quality of City services

2017 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

Neighbor Satisfaction Mean on at 5-point scale

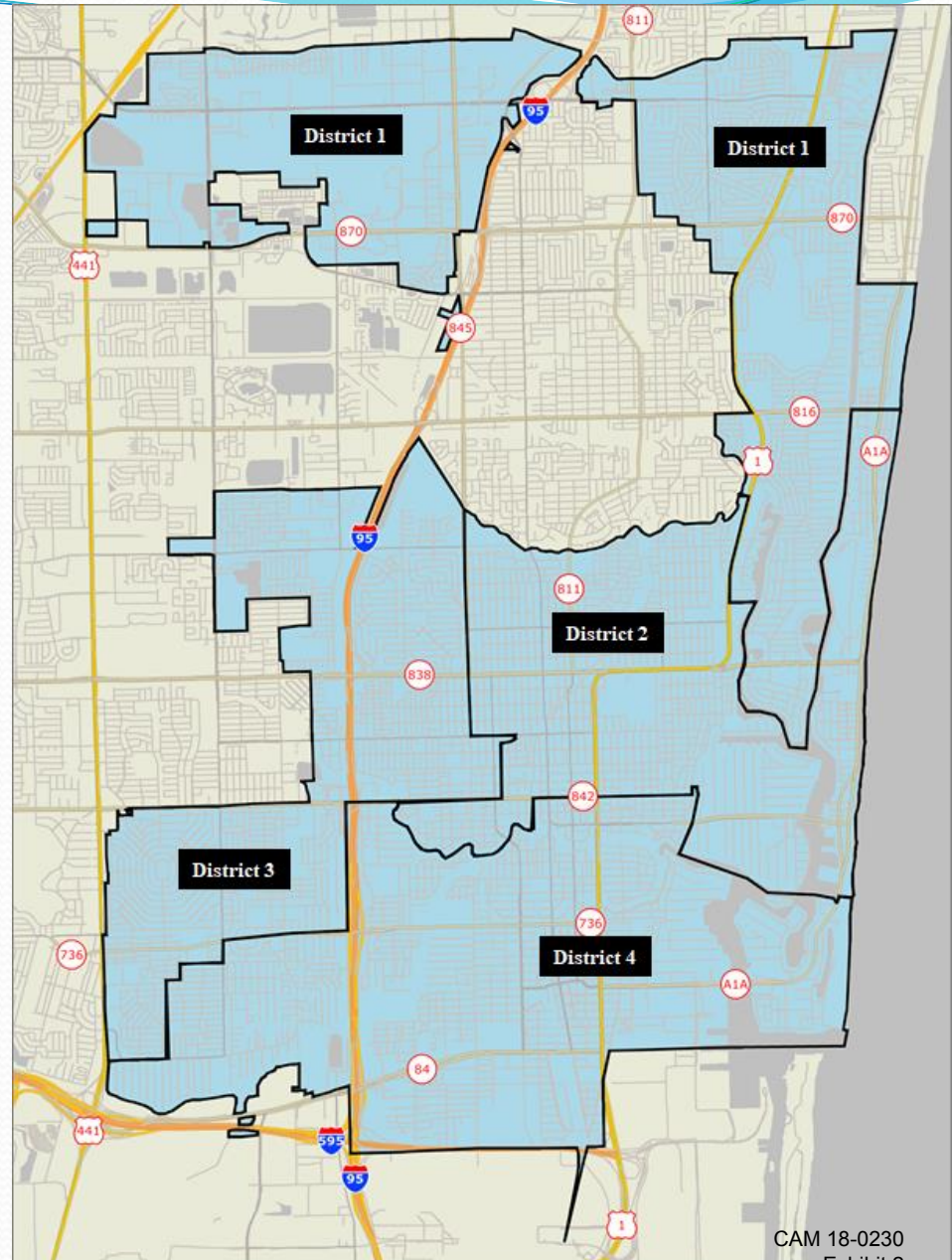


Q4-02. Satisfaction with overall quality of police and fire services

2017 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

Neighbor Satisfaction Mean on at 5-point scale



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

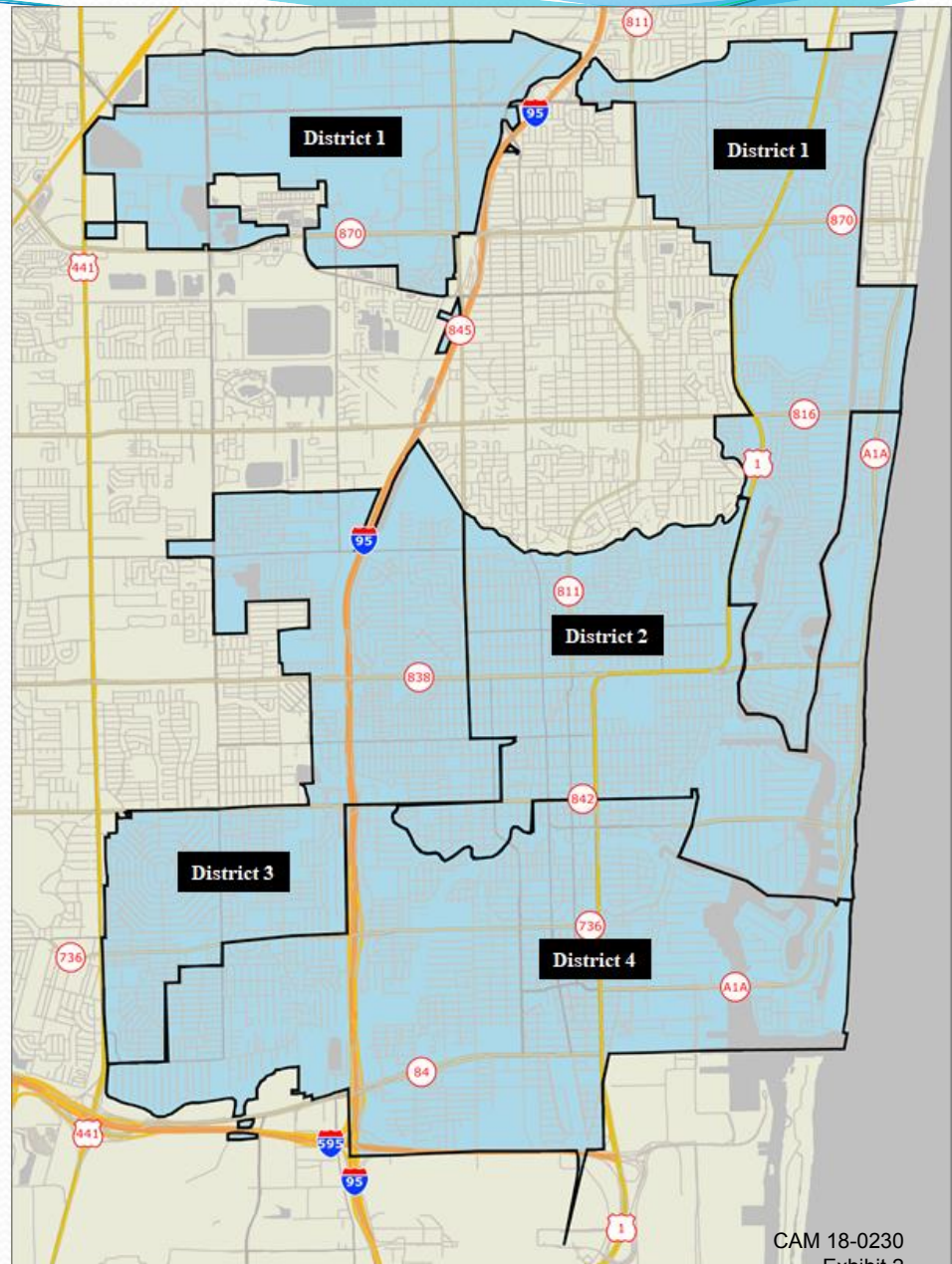
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CAM 18-0230
Exhibit 2

Q4-04. Satisfaction with overall quality of customer service

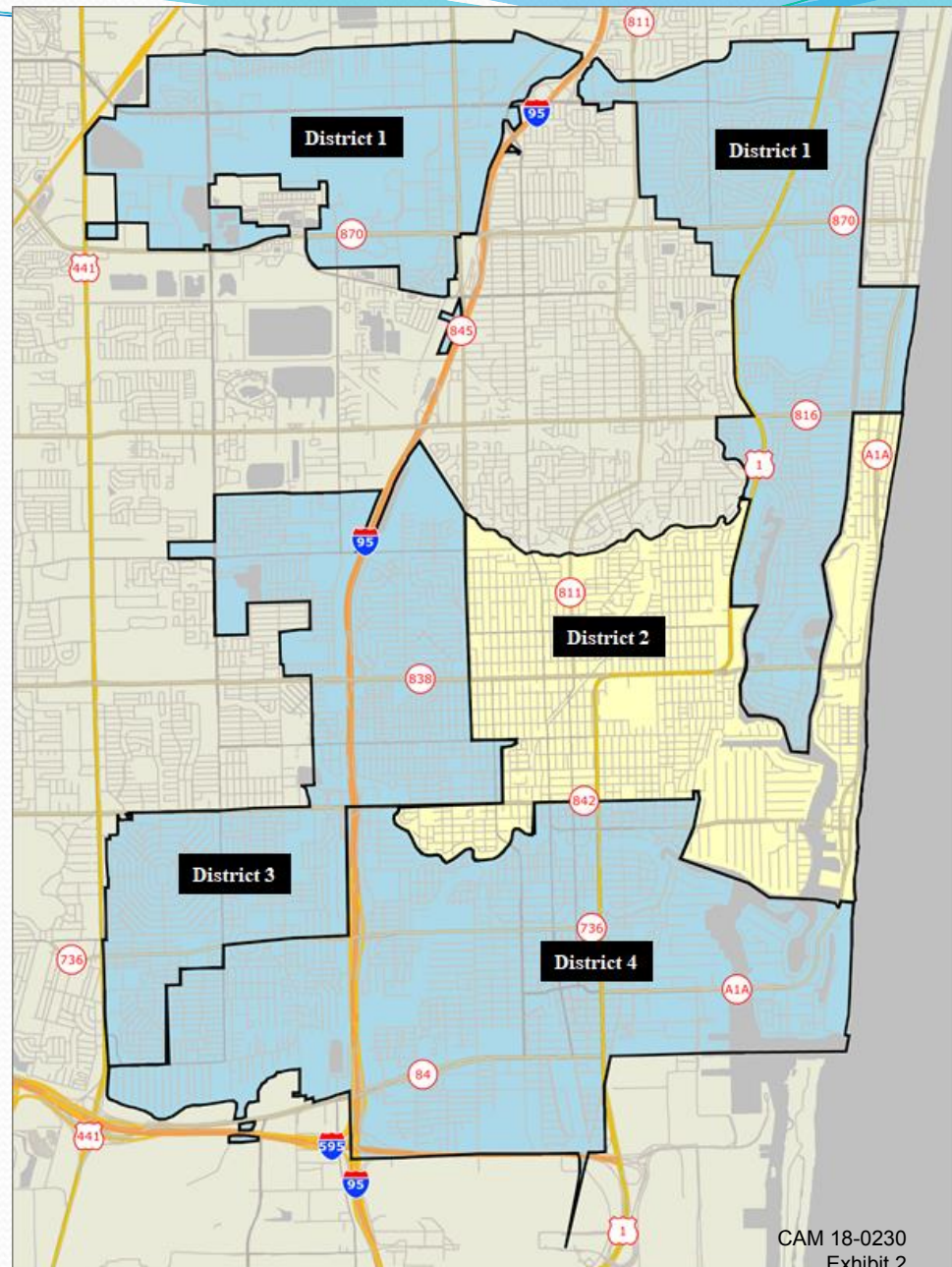
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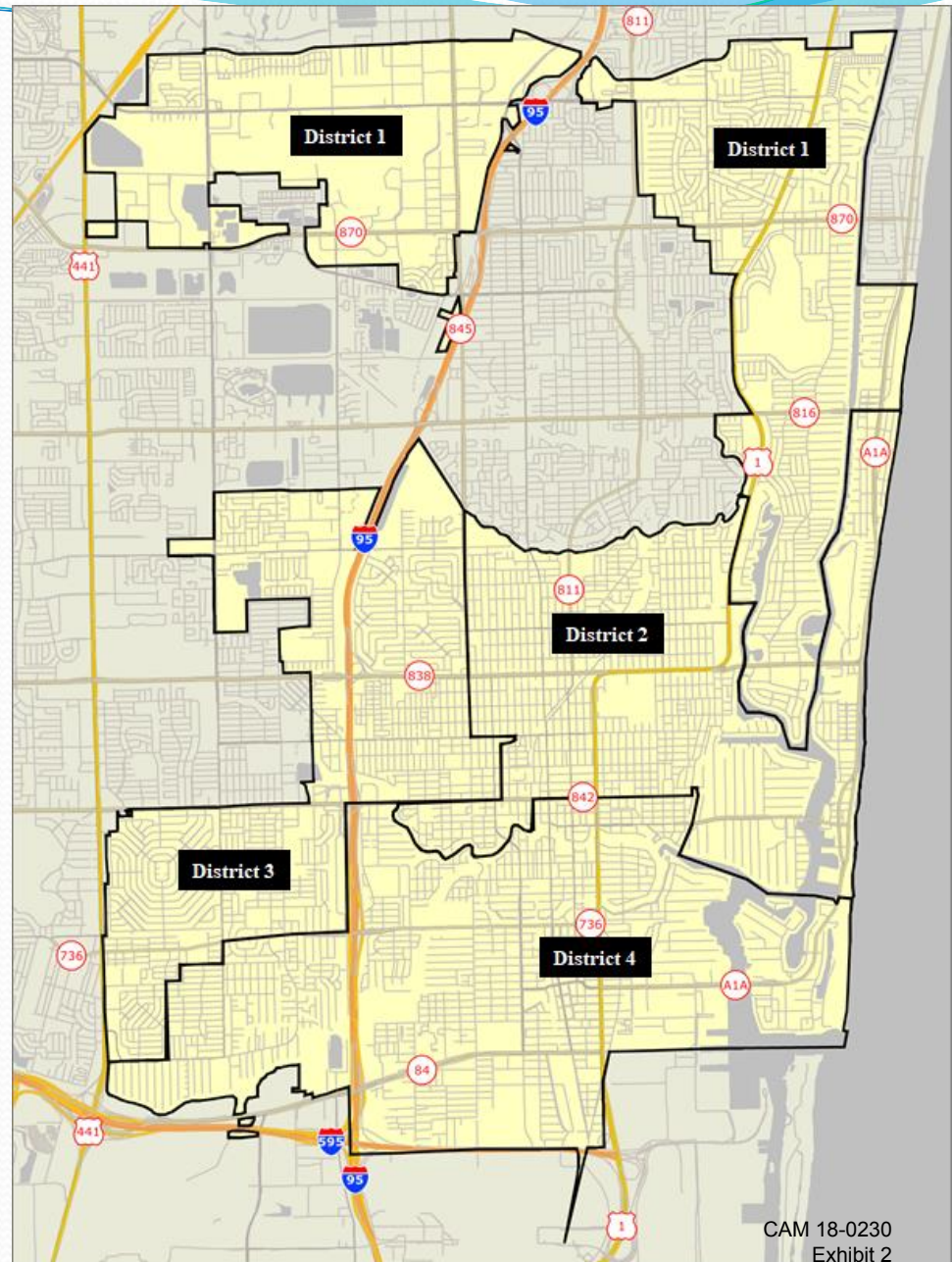


Q4-12. Satisfaction with how well the City is prepared for disasters

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Shading reflects the mean rating for all respondents by District

Neighbor Satisfaction Mean on at 5-point scale

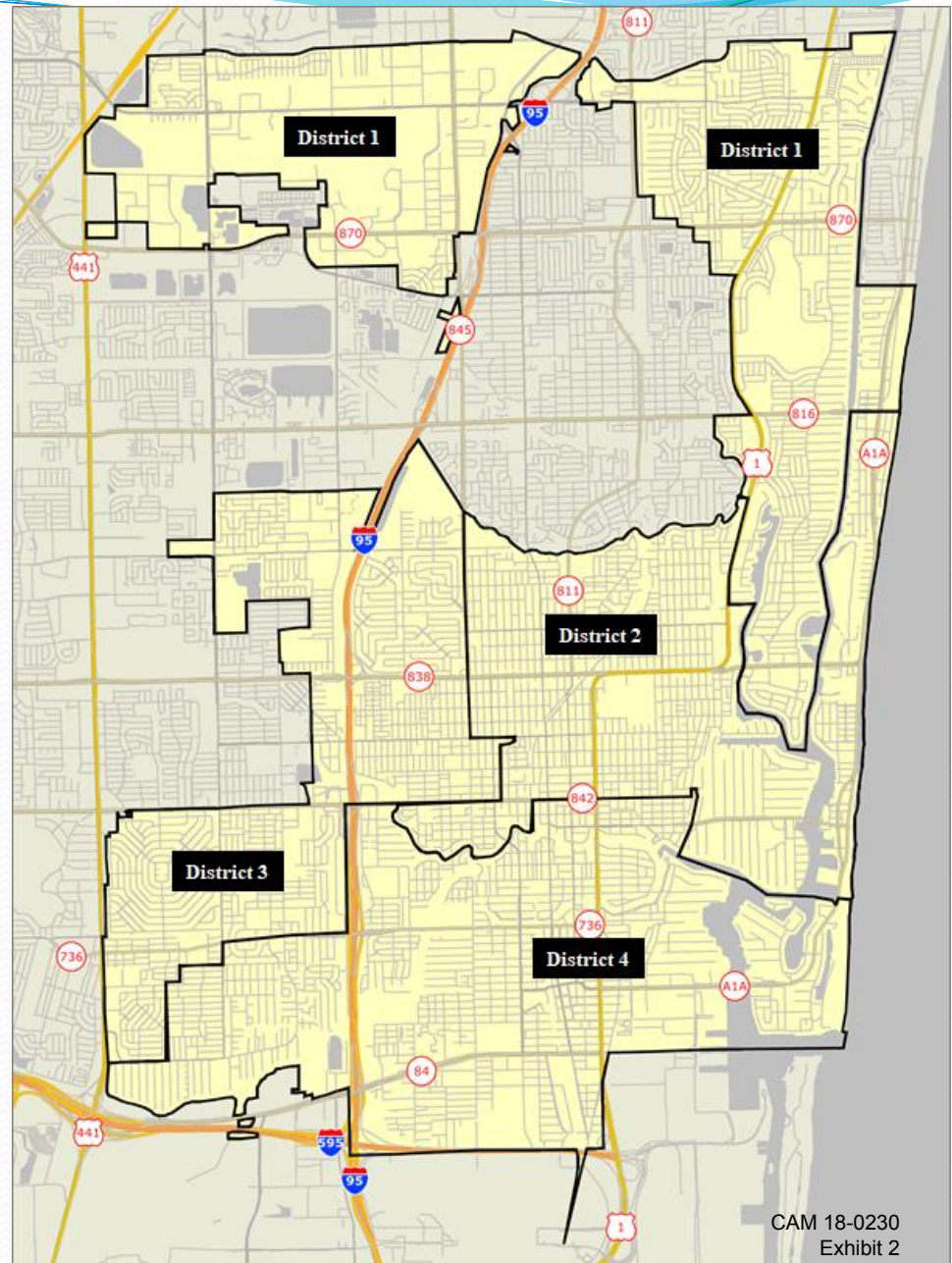


Q4-05. Satisfaction with enforcement of City codes and ordinances

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Shading reflects the mean rating for all respondents by District

Neighbor Satisfaction Mean on at 5-point scale

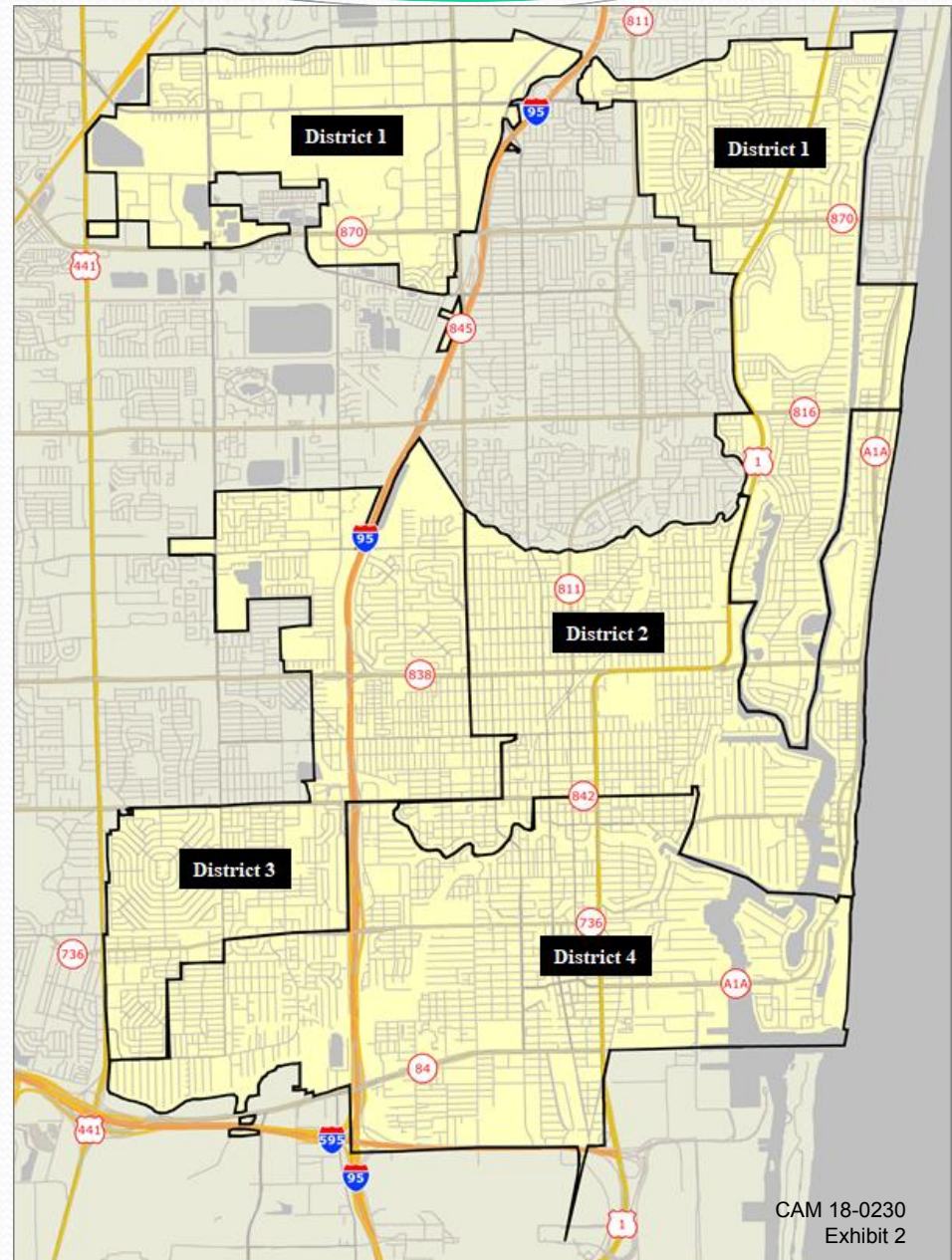
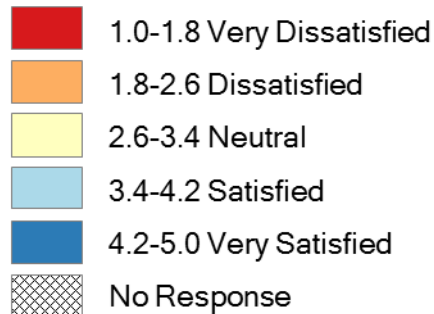


Q4-06. Satisfaction with maintenance of City streets/sidewalks/infrastructure

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Neighbor Satisfaction Mean on at 5-point scale

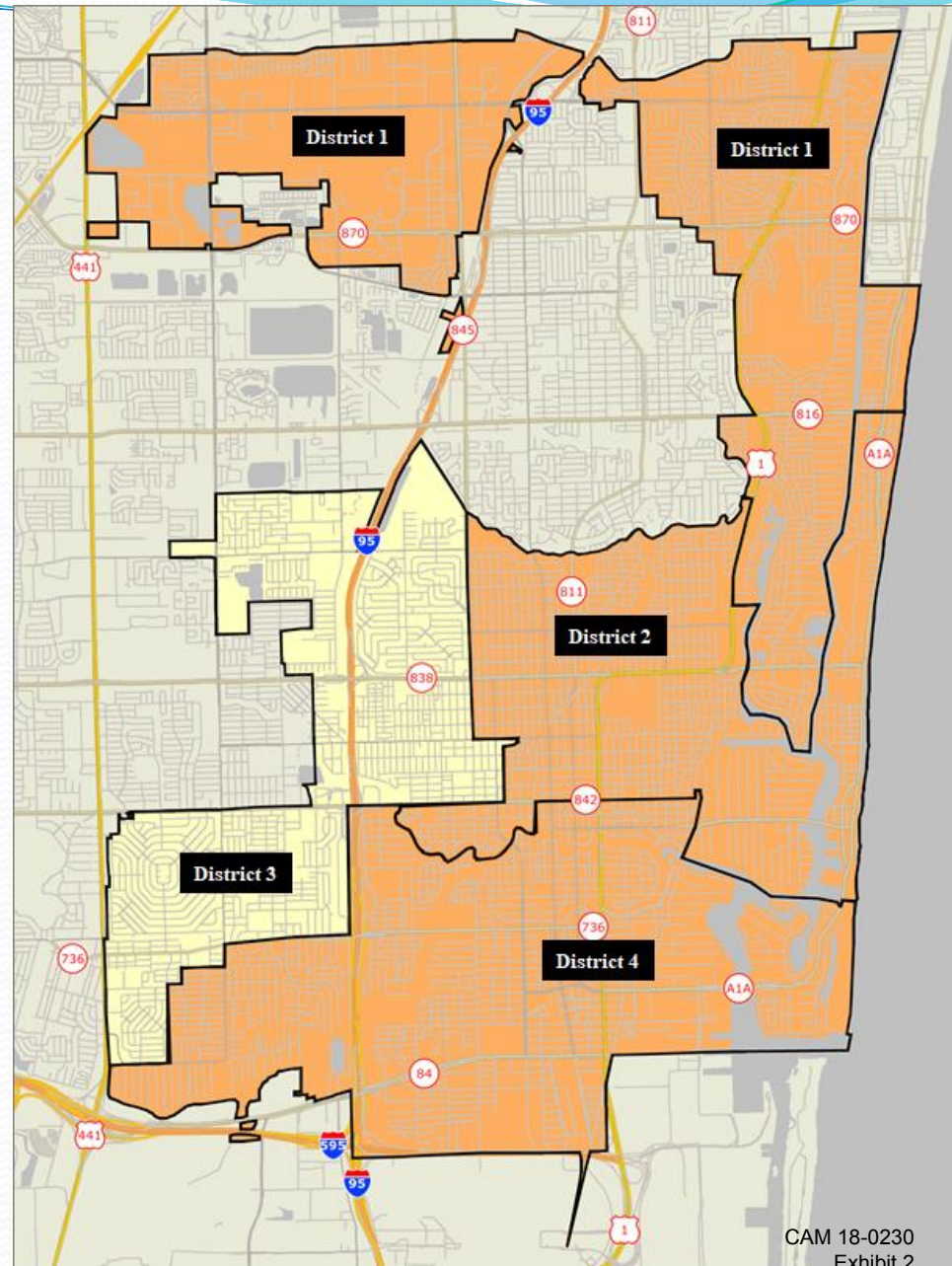


Q4-08. Satisfaction with overall traffic flow

2017 City of Fort Lauderdale Neighbor Survey

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Neighbor Satisfaction Mean on at 5-point scale



Short and Long-Term Trends

Trends: Notable Increases

Long-Term (since 2012)

- Enforcing maintenance of business property
- Enforcing maintenance of residential property
- Mowing/cutting of weeds and grass on private property

Short-Term (since 2016)

- Enforcing maintenance of residential property
- Availability of biking paths and bike lanes
- Conducting inspections for construction/renovation
- Acceptance of diversity

Trends: Notable Decreases

Long-Term (since 2012)

- Overall flow of traffic
- Maintenance of streets/sidewalks/infrastructure
- Obtaining permits for sustainable construction
- City support of preservation of historic buildings
- Adequacy of street lighting
- City efforts to revitalize low-income areas

Short-Term (since 2016)

- As a place to raise children
- As a City committed to green/sustainable practices
- As a place to educate children
- Feeling of safety in the City
- Quality of sewer (wastewater) services

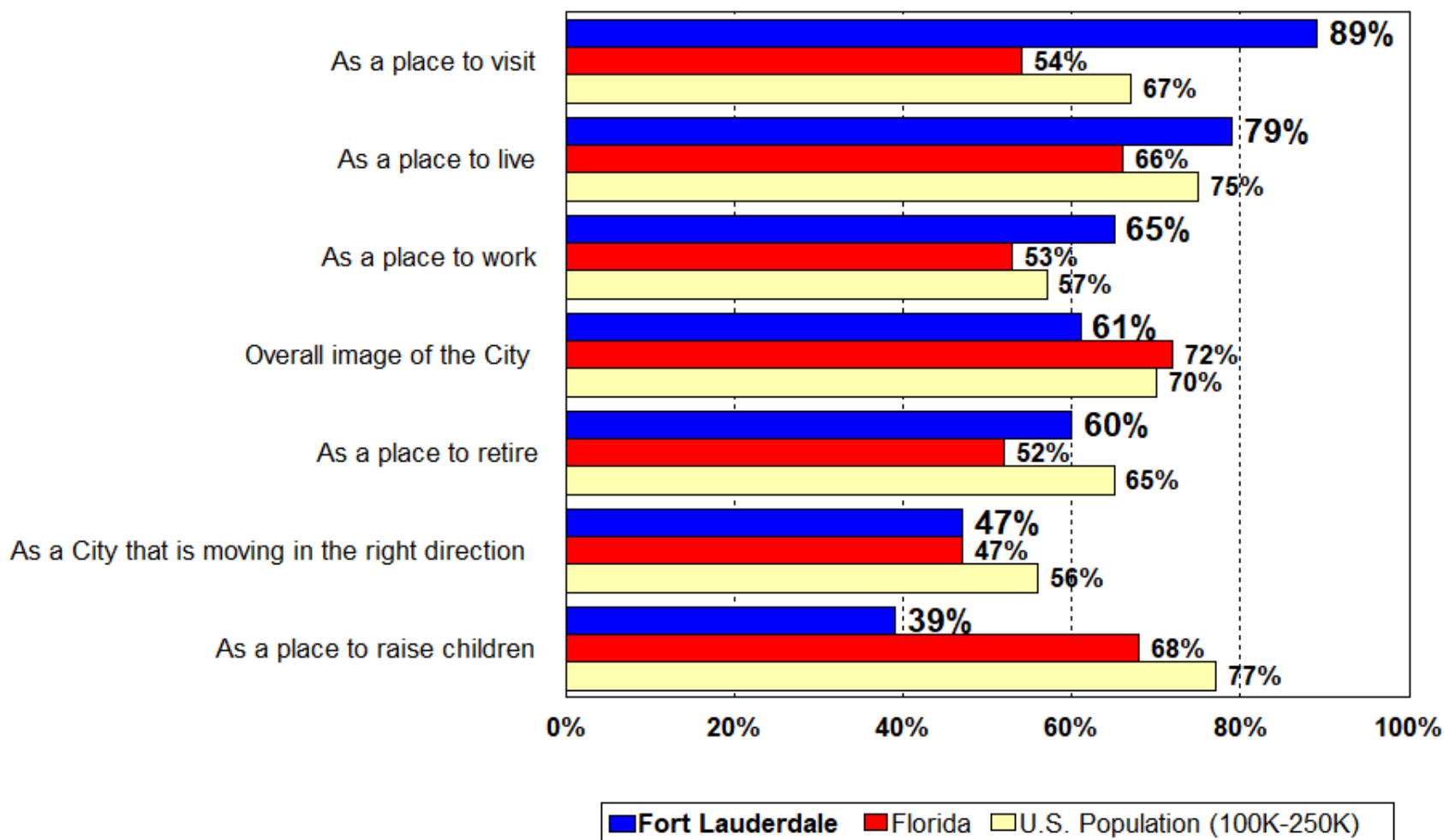
How Fort Lauderdale Compares to Other Communities

(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)

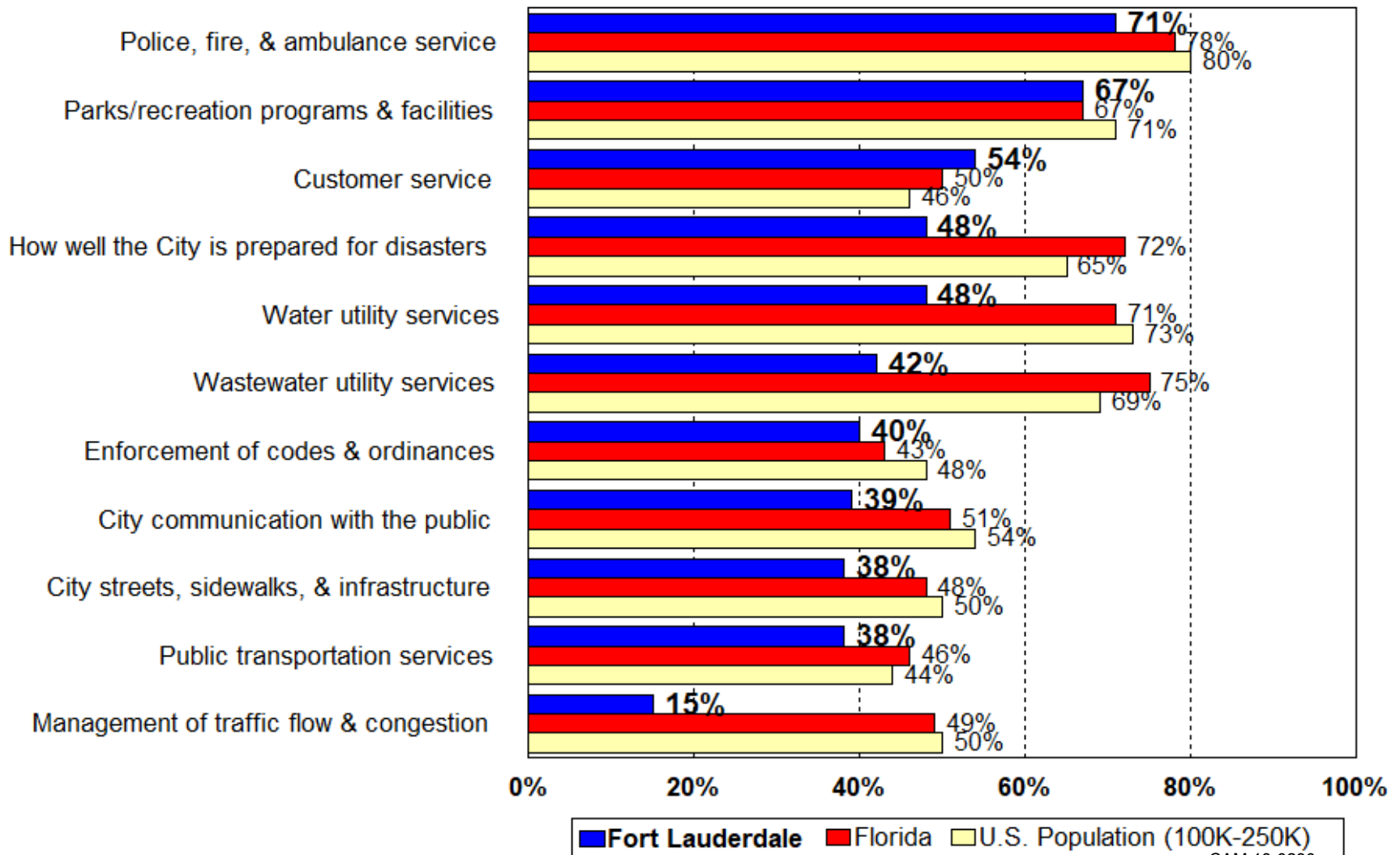
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Fort Lauderdale Rates Higher Than the Florida Average
as a Place to Visit, Live, Work and Retire

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)



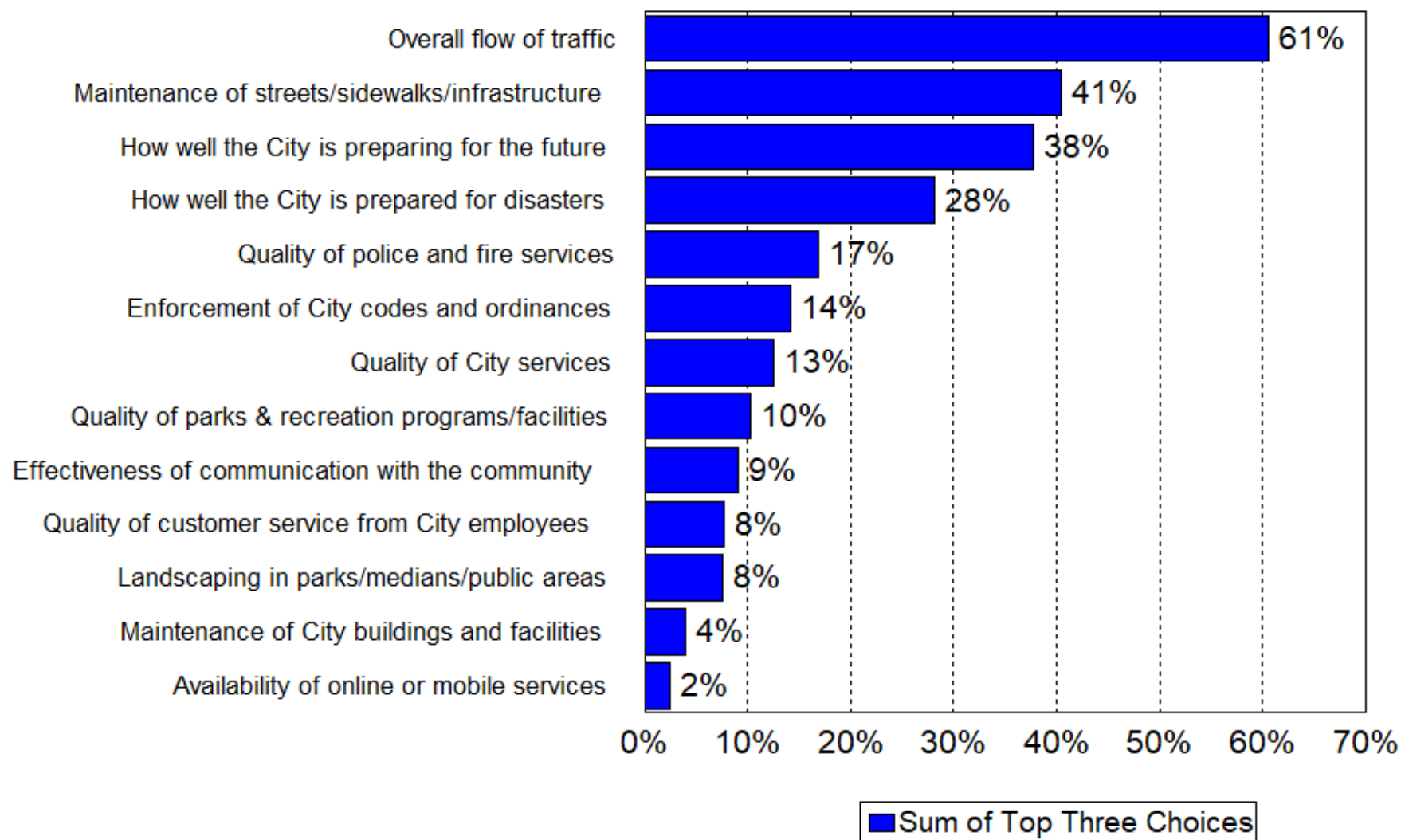
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Exhibit 2

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

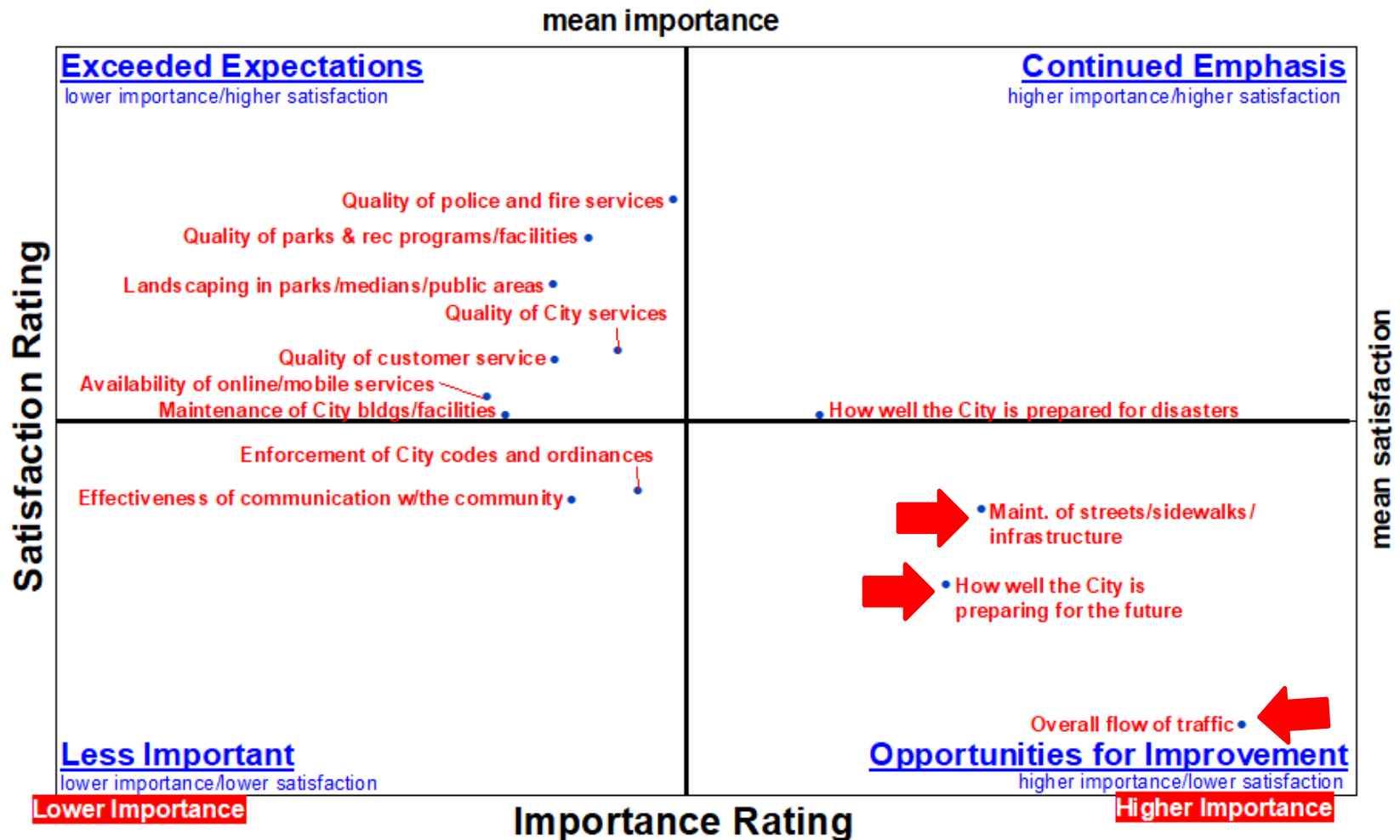
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Overall flow of traffic	61%	1	15%	13	0.5143	1
How well the City is preparing for the future	38%	3	30%	12	0.2646	2
Maintenance of streets/sidewalks/infrastructure	41%	2	38%	11	0.2511	3
<i>High Priority (IS .10-.20)</i>						
How well the City is prepared for disasters	28%	4	48%	7	0.1461	4
<i>Medium Priority (IS <.10)</i>						
Enforcement of City codes and ordinances	14%	6	40%	9	0.0846	5
Quality of City services	13%	7	55%	4	0.0563	6
Effectiveness of communication with the community	9%	9	39%	10	0.0549	7
Quality of police and fire services	17%	5	71%	1	0.0487	8
Quality of customer service from City employees	8%	10	54%	5	0.0354	9
Quality of parks & recreation programs/facilities	10%	8	67%	2	0.0340	10
Landscaping in parks/medians/public areas	8%	11	62%	3	0.0285	11
Maintenance of City buildings and facilities	4%	12	48%	8	0.0203	12
Overall availability of online or mobile services	2%	13	50%	6	0.0120	13

Overall Priorities: 

2017 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

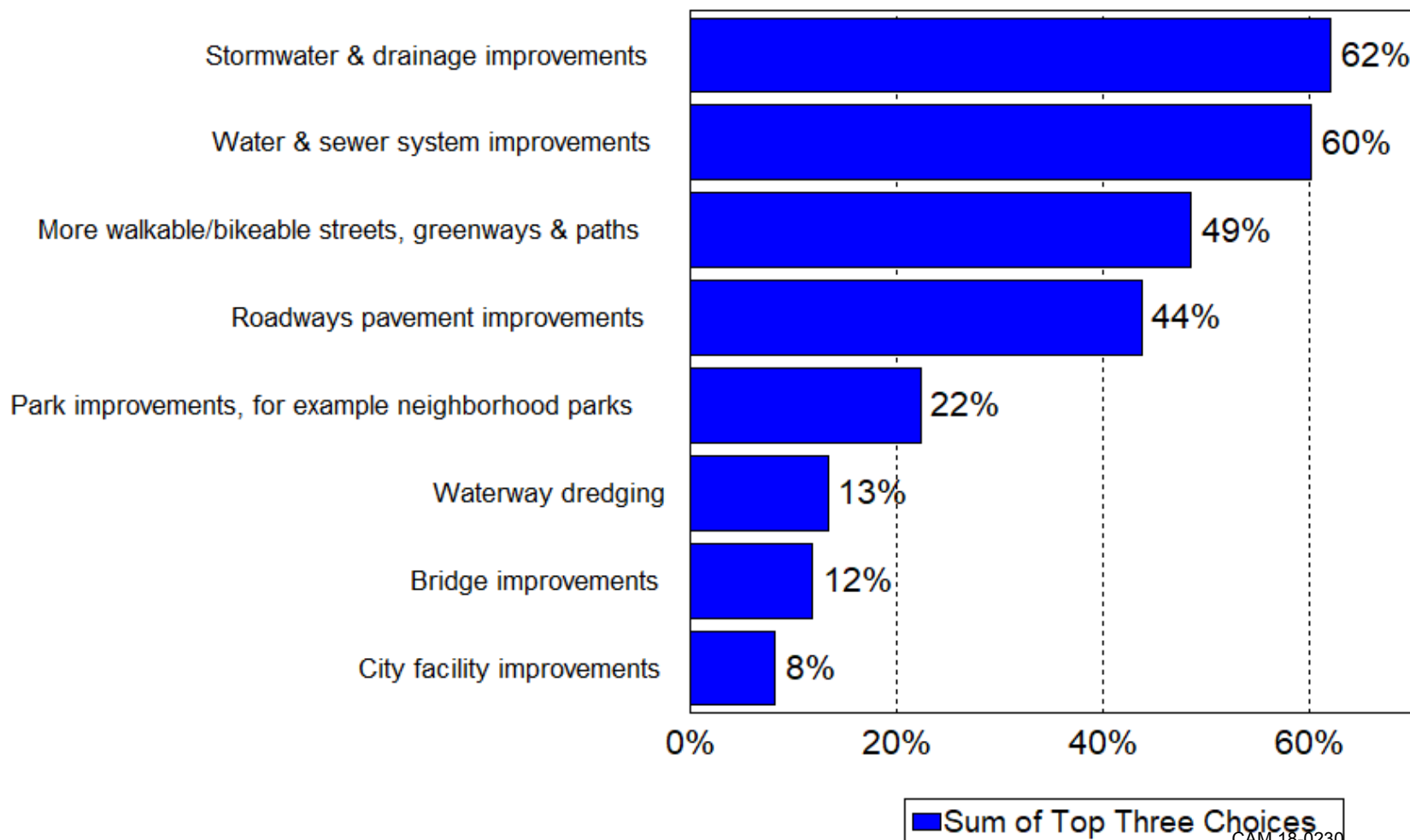
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



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 (2017 - Fort Lauderdale, FL)

CAM 18-0230
Exhibit 2

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THANK YOU