



**CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
CONFERENCE MEETING**

**#18-0230**

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

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

**DATE:** May 1, 2018

**TITLE:** 2017 Annual Neighbor Survey Results

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The purpose of this item is to present the findings from the 2017 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 Annual Neighbor Survey has been conducted for six years. It is administered annually between the months of October and December. Results are typically received between the months of March and May. ETC Institute ensures that the results are statistically significant, and representative of the population of the City, both demographically and geographically (by district). The Annual Neighbor Survey provides up-to-date information regarding our Neighbor's satisfaction levels with the City and our services, and also lists Neighbors' priorities.

This 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 when developing the Strategic Plan update, the FY 2019 Commission Annual Action Plan (CAAP), the FY 2019 Annual Operating Budget, and the FY 2019 – FY 2023 Community Investment Plan (CIP).

***Administration of the Survey***

This year, 744 households responded to the survey through mail, telephone and internet. 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 2016 to 2017 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***

With respect to overall satisfaction with City services, Neighbors were most satisfied with the quality of police and fire services (71%), the quality of parks and recreation programs / facilities (67%), the quality of landscaping in parks / medians / public areas (62%). As compared to survey results from 2016, satisfaction with the overall quality of City services decreased in 2017.

The aspects of the City that residents rated as most positive were: the City as a place to visit (89%), as a place for play and leisure (85%), and as a place to live (79%). Residents were least satisfied with the City as a place to educate children (30%), a decrease of 11% from the previous year. In the 2017 results, Neighbors were least satisfied with overall flow of traffic (15%), how well the City is preparing for the future (30%), and maintenance of streets / sidewalks / infrastructure (38%).

### ***Prioritization***

In order to help identify the top priorities, ETC Institute conducts an importance-satisfaction analysis. 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; it consists of ranking as top priorities those items (e.g. services) with the lowest satisfaction rating that are perceived by Neighbors as highly important. By identifying services of high importance and low satisfaction, the analysis helps identify which actions will have the most impact on overall satisfaction, and guides efforts on improving services that matter most to the community.

Those services that stay in the high importance low satisfaction quadrant time after time will bring satisfaction with other services down. As satisfaction increases on those high importance low satisfaction services, the satisfaction ratings of other services will also increase.

The areas of highest priority (high importance, but low satisfaction) are: overall flow of traffic, preparing for the future of the City, and maintenance of streets, sidewalks and infrastructure. These areas are consistent with the data from prior years' surveys.

### ***How the City Compares***

The City of Fort Lauderdale scored 8% above the U.S. average for satisfaction with customer service provided in communities with populations of 100,000 to 250,000 residents. The other areas in which the City of Fort Lauderdale scored above the U.S. average were:

- Ratings of the City as a place to visit
- Ratings of the City as a place to live
- Ratings of the City as a place to work
- Opportunities to participate in local government
- Quality of Emergency Medical Services
- Bulky item pick up and removal services
- Mowing/cutting of weeds and grass on private property

- Enforcing the maintenance of residential property
- Cleanup of litter and debris on private property
- Mowing/trimming of streets and public areas

### **Next Steps**

The Community Building Leadership Team (CBLT) will review the results on May 1, 2018. The CBLT will examine reasons for the changes and appropriate activities to address the identified priorities. Additionally, this information will inform the City Commission discussion on May 7 and 8, 2018 for the Commission Annual Action Plan prioritization session.

### **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.
- Initiative5: 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 – 2017 Neighbor Survey Final Report

Exhibit 2 – 2017 Neighbor Survey Findings presentation

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