



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

#19-0330

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: April 16, 2019

TITLE: 2018 Annual and Special Neighbor Survey Results

The purpose of this item is to present the findings from the 2018 Annual Neighbor Survey and 2018 Special Neighbor Survey, as conducted by ETC Institute. This memo details the findings of the surveys, and outlines the main priorities identified by Neighbors.

The Annual Neighbor Survey has been conducted for seven years. It is administered annually between the months of October and December. The Special Neighbor Survey has been conducted for two years and is administered between the months of August and October. The Special Neighbor Survey targets three specific areas: traffic flow, homelessness, and the quality of public schools in Fort Lauderdale. 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 and Special Neighbor Surveys provide up-to-date information regarding Neighbors' 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 Commission Annual Action Plan (CAAP), the Annual Operating Budget, and the Community Investment Plan (CIP).

Annual Neighbor Survey

This year, 739 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 2017 to 2018 are considered "statistically significant" changes, and can be attributed to actual changes in perceptions or satisfaction versus general fluctuations in the survey data.

With respect to overall satisfaction with City services, Neighbors were most satisfied with the quality of police and fire services (72%), the quality of parks and recreation programs / facilities (71%), and the quality of landscaping in parks / medians / public areas (63%). As compared to survey results from 2017, satisfaction with the overall quality of City services increased in 2018 by 4%.

The aspects of the City that Neighbors rated as most positive were: the City as a place to visit (88%), as a place for play and leisure (87%), and as a place to live (82%). Since 2017, Neighbors indicated positive improvements as a City that is moving in the right direction (8% improvement) and for satisfaction with efforts in addressing homelessness (8% improvement). Neighbors were least satisfied with the City as a place to educate children (33%).

In order to help identify 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. With regard to specific service areas, the following were identified as highest priority services for improvement: City's efforts to prevent crime, visibility of police in neighborhoods, management off traffic flow on major roadways, prevention of flooding, overall quality of drinking water, cleanliness of waterways near your home, and quality of sewer (wastewater) services.

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
- Bulky item pick up and removal services
- Opportunities to participate in local government
- Ratings of the City as a place to work
- The quality of customer service received from City employees
- Mowing/cutting of weeds and grass on private property

- Ratings of the City as a place to live

The City scored below the U.S. average in the following areas:

- Ratings of the City as a place to raise children
- Quality of sewer (wastewater) services
- The maintenance of street signs and pavement markings
- The overall quality of public schools
- The overall flow of traffic
- The overall feeling of safety in the City
- The overall cleanliness of streets

Special Neighbor Survey

A total of 838 households responded to the Special Neighbor Survey through mail, telephone, and internet. The results have a precision of at least +/- 3.38% at the 95% level of confidence. Any changes that are equal to or greater than +3.38% or -3.38% in the survey data from 2017 to 2018 are considered “statistically significant” changes.

Regarding traffic congestion, Neighbors considered poorly timed traffic signals, new development, and distracted drivers as the biggest contributors. Broward Boulevard from I-95 to US1/Federal Highway during the weekday (74%) and Sunrise Boulevard from Searstown to Gateway during the weekend (61%) were identified as the most difficult road segments to travel by car. Neighbors ranked Sunrise Boulevard and US1/Federal Highway (at Gateway) as a top priority intersection for improvement.

Homelessness continues to be an area of concern for Neighbors; 84% indicated they observe homeless in downtown Fort Lauderdale almost daily. Neighbors considered the biggest concerns associated with homelessness as panhandling/begging (76%), making Neighbors feel uncomfortable in public places (71%), negative impact on tourism (56%), and negative impact on business (47%).

The quality ratings for public elementary, middle, and high schools in Fort Lauderdale increased by 3% or more since 2017. However, of Neighbors that currently have school age children, 75% have been influenced by the quality of academic curriculum to not send their children to public schools. The top priorities for improvement in elementary, middle, and high schools were identified as ensuring children are safe from bullying at public schools that public schools have high quality teachers.

Next Steps

The Community Building Leadership Team (CBLT) will review the results on March 19, 2019. The CBLT will examine reasons for the changes and appropriate activities to address the identified priorities.

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 – 2018 Neighbor Survey Final Report

Exhibit 2 – 2018 Special Neighbor Survey Final Report

Exhibit 3 – 2018 Annual and Special Neighbor Survey Findings Presentation

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