CITY OF FORT LAUDERDALE 2018 NEIGHBOR SURVEY FINDINGS

Presented by

ETC Institute

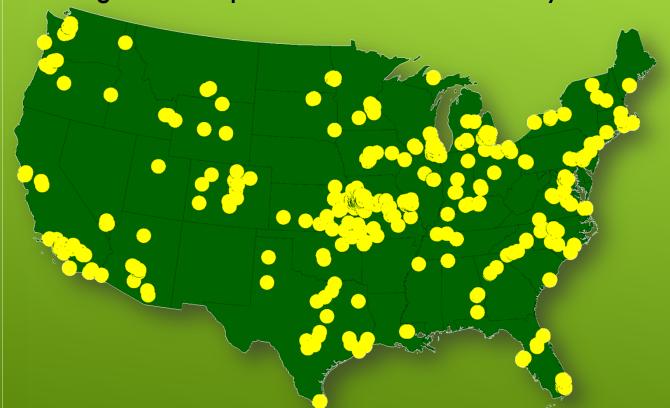


April 2019



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 7 years.
- ETC Institute has also conducted other surveys for the City to assess issues, such as traffic, homelessness, public schools, and parks/recreation.

Purpose

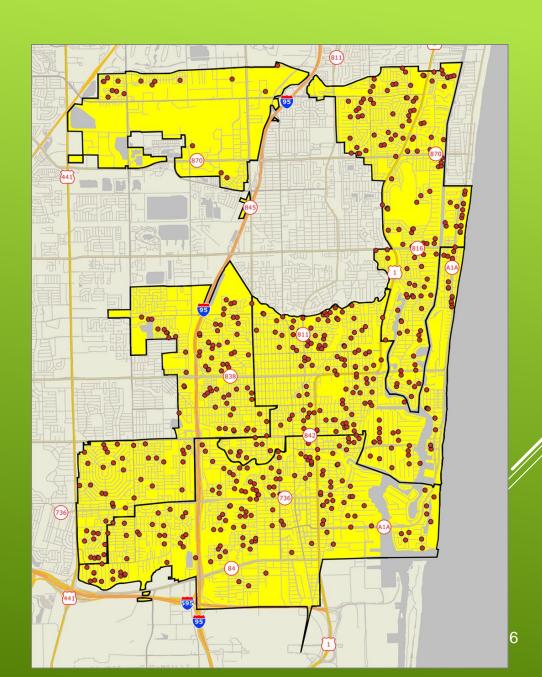
- To objectively assess satisfaction with the quality of City services and other factors that influence perceptions neighbors have of the City
- To gather input from neighbors to assist in developing budget priorities
- To identify opportunities to improve satisfaction in services that are high priorities 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 2017
- Method of Administration
 - survey administered by mail, phone and Internet
 - random sample of neighbors
- Sample size:
 - Goal: 600 completed surveys; <u>Actual</u>: 739 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

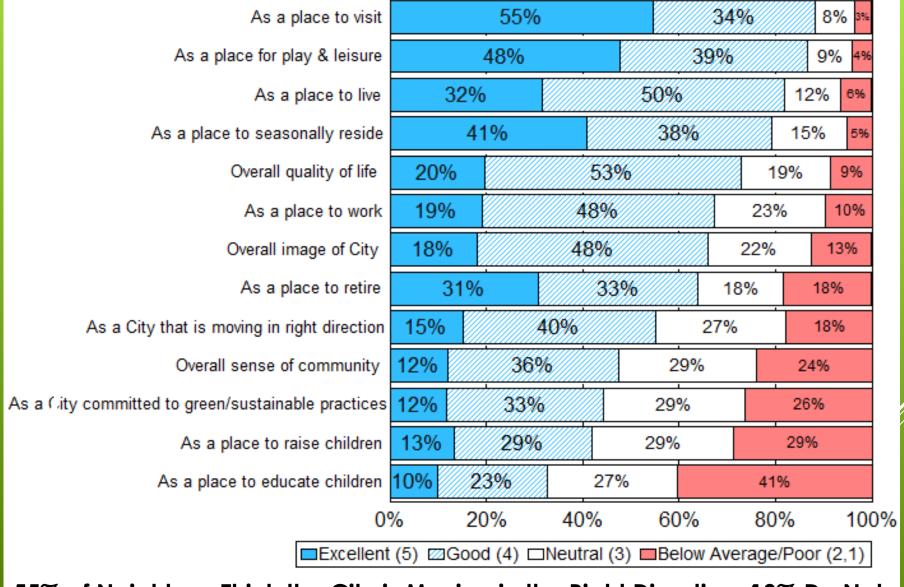
At least 150 neighbors from each district



SURVEY FINDINGS

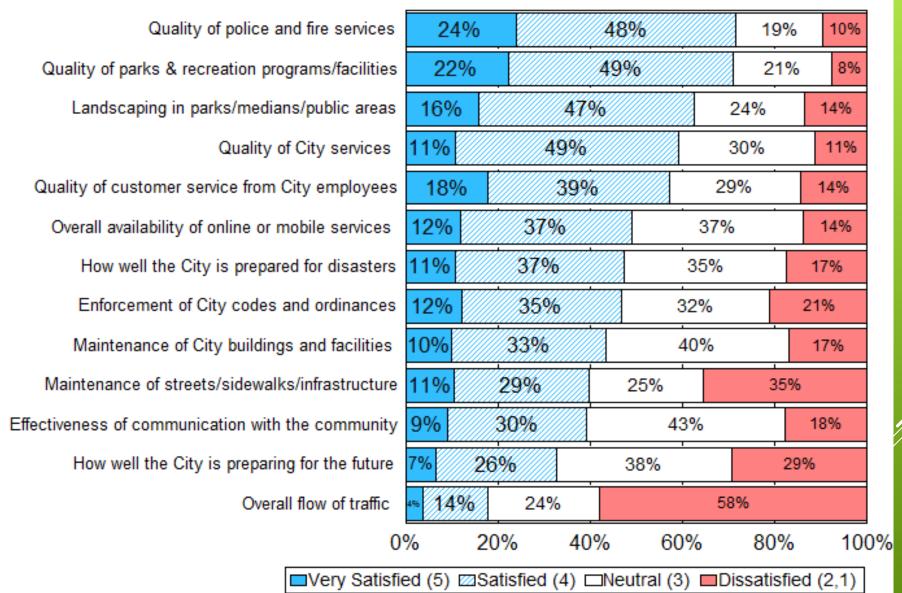
Q1. Overall Ratings for the City of Fort Lauderdale

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



Q3. Overall Satisfaction with City Services

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



TRENDS: NOTABLE INCREASES

Long-Term (since 2012)

- The availability of employment
- Enforcing the maintenance of business and residential property
- Mowing/cutting of weeds and grass on private property
- The cost of parks and recreation programs and facility fees

Short-Term (since 2017)

- Rating Fort Lauderdale as a City that is moving in the right direction
- Efforts in addressing homelessness
- The availability of employment
- Planning for growth
- As a City committed to green/sustainable practices
- The overall feeling of safety in the City
- Overall enforcement of codes and ordinances
- Overall appearance of the City

TRENDS: NOTABLE DECREASES

Long-Term (since 2012)

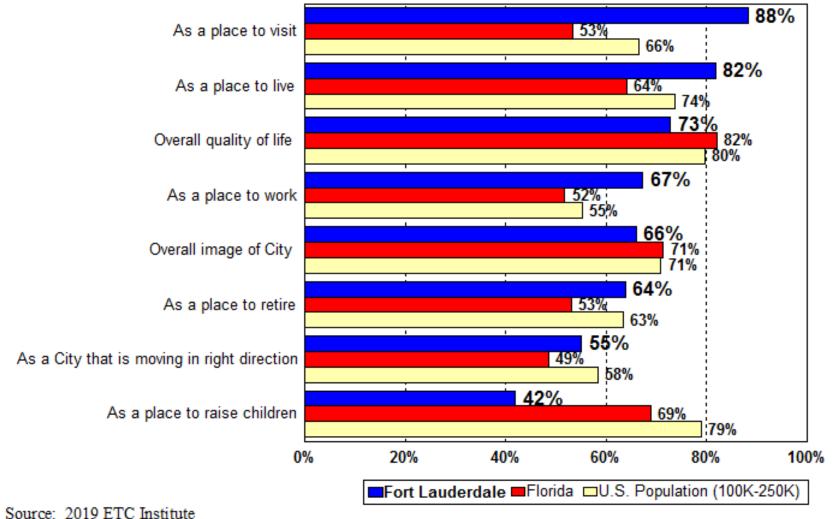
- Residential recycling services
- Overall flow of traffic
- Quality of sewer (wastewater) services
- City's support of preservation of historic buildings in the City
- The availability of affordable housing
- Adequacy of street lighting
- Maintenance of streets in neighborhoods
- The overall quality of drinking water

Short-Term (since 2017)

- Residential recycling services
- Recycling, yard waste and other waste diversion programs
- Maintenance of residential property
- Maintenance of business property
- The overall maintenance of City buildings and facilities
- Residential garbage collection

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)



2018 Importance-Satisfaction Rating Fort Lauderdale, Florida Major Categories of City Services

	Most	Most		Importance-		
	Important	Important	Satisfaction	Satisfaction	Satisfaction	I-S Rating
Category of Service	%	Rank	%	Rank	Rating	Rank
Very High Priority (IS >.20)						
Overall flow of traffic	55%	1	18%	13	0.4521	1
How well City is preparing for the future	32%	3	33%	12	0.2137	2
Overall maintenance of City streets, sidewalks, & infrastructure	34%	2	40%	10	0.2023	3
High Priority (IS .1020)						
How well City is prepared for disasters	20%	4	48%	7	0.1029	4
Medium Priority (IS <.10)						
Overall enforcement of City codes & ordinances	11%	7	47%	8	0.0575	5
Effectiveness of communication with the community	9%	9	39%	11	0.0522	6
Overall quality of City services	12%	6	59%	4	0.0476	7
Overall quality of police & fire rescue services	16%	5	72%	1	0.0449	8
Overall quality of customer service you receive from City employees	6%	11	57%	5	0.0266	9
Quality of landscaping in parks, medians & other public areas	7%	10	63%	3	0.0258	10
Overall quality of parks & recreation programs & facilities	9%	8	71%	2	0.0249	11
Overall maintenance of City buildings & facilities	4%	12	43%	9	0.0232	12
Overall availability of online or mobile services	2%	13	49%	6	0.0102	13

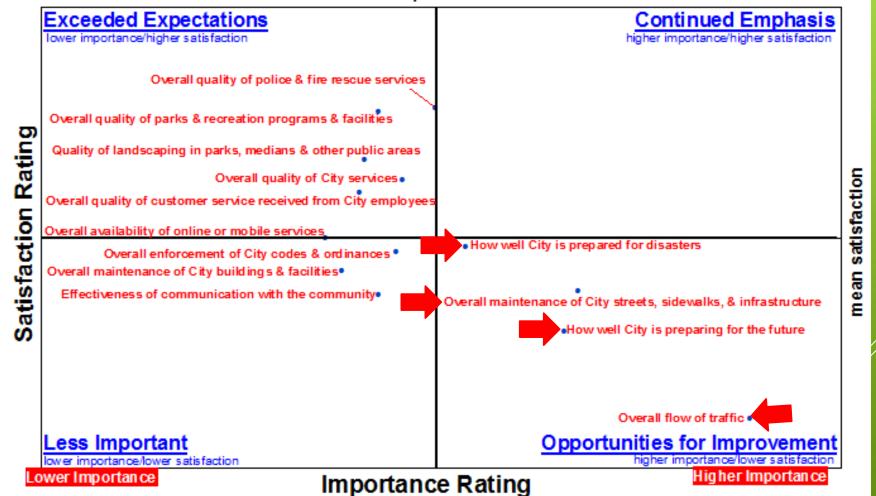


2018 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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

mean importance



Questions

CITY OF FORT LAUDERDALE SPECIAL ISSUES SURVEY FINDINGS



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Methodology

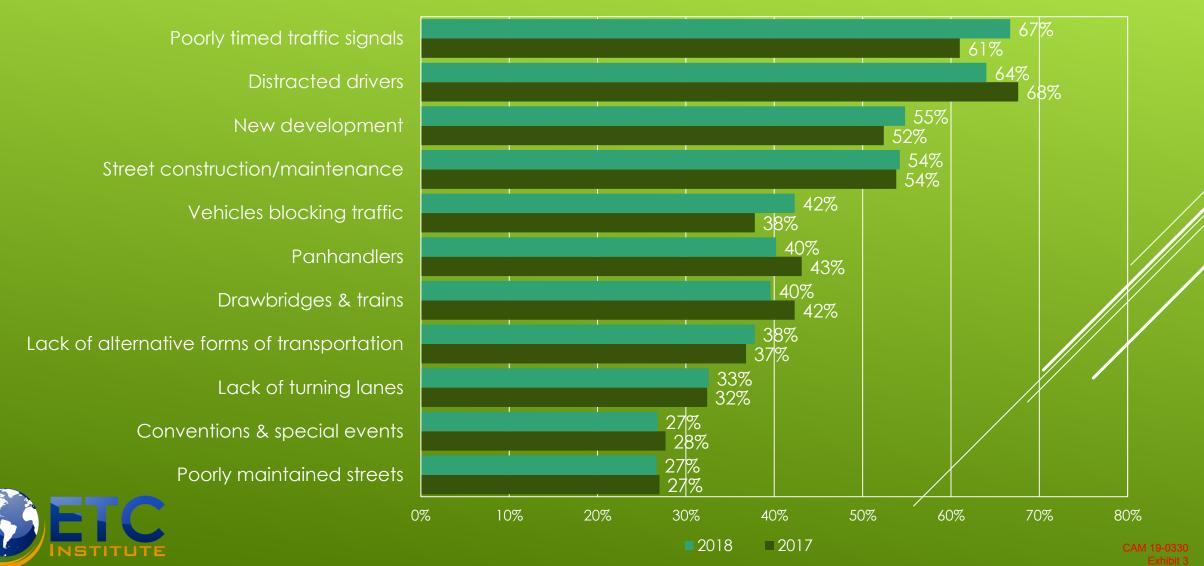
- Method of Administration:
 - o survey administered by mail, phone and Internet
 - o random sample of households in each of the City's 4 Districts
- Goal: 600 completed surveys with at least 150 per District, including at least 200 with school age children in grades K-12
- Actual: 838 completed surveys (with at least 150 from each District) and 203 with school age children in grades K-12
- Confidence level: 95%; Margin of error: +/- 3.4%
- Sample representative of the City's population both demographically and geographically

TRAFFIC FLOW

Topic #1

TRENDS: Q1. Contributors to Traffic Congestion. Please indicate how much you think each of the following contributes to traffic congestion in Fort Lauderdale.

by percentage of respondents who rated the item as a 4 (Much) or 5 (Very Much) on a 5-point scale (excluding "don't know")



TRENDS: Q6a. Please rate how easy it is to travel BY CAR on the following road segments <u>ON WEEKDAYS</u> in Fort Lauderdale.

by percentage of respondents who rated the item as a 4 (Easy) or 5 (Very Easy) on a 5-point scale (excluding "don't know")

US1/Federal Hwy. from Oakland Park Blvd. to Commercial Blvd.

Cypress Creek Blvd. from I-95 West to NW 31st Ave.

Davie Blvd. from SW 4th Ave. to US1/Federal Hwy.

Andrews Ave. from New River to NE 4th St.

SE/SW 2nd St. from SW 7th Ave. to SE 3rd Ave.

A1A from Bahia Mar Dr. to Seville St.

Sunrise Blvd. from Gateway to A1A

Las Olas Blvd. from Andrews Ave. to SE 15th Ave

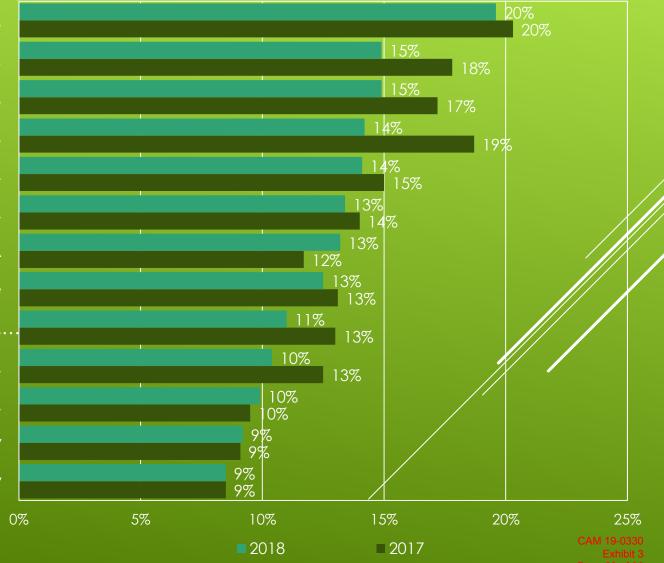
SE 17th St. from SE 3rd Ave. to E. Clay Shaw Jr./SE 17th St...

US1/Federal Hwy. from SE 19th St. to Broward Blvd.

Sunrise Blvd. from I-95 to Andrews Ave.

Broward Blvd. from I-95 to US1/Federal Hwy

Sunrise Blvd. from Searstown to Gateway



TRENDS: Q6b. Please rate how easy it is to travel BY CAR on the following road segments <u>ON WEEKENDS</u> in Fort Lauderdale.

by percentage of respondents who rated the item as a 4 (Easy) or 5 (Very Easy) on a 5-point scale (excluding "don't know")

Broward Blvd. from I-95 to US1/Federal Hwy

Andrews Ave. from New River to NE 4th St.

Cypress Creek Blvd. from I-95 West to NW 31st Ave.

US1/Federal Hwy. from Oakland Park Blvd. to Commercial Blvd.

Davie Blvd. from SW 4th Ave. to US1/Federal Hwy.

SE/SW 2nd St. from SW 7th Ave. to SE 3rd Ave.

US1/Federal Hwy. from SE 19th St. to Broward Blvd.

Las Olas Blvd. from Andrews Ave. to SE 15th Ave

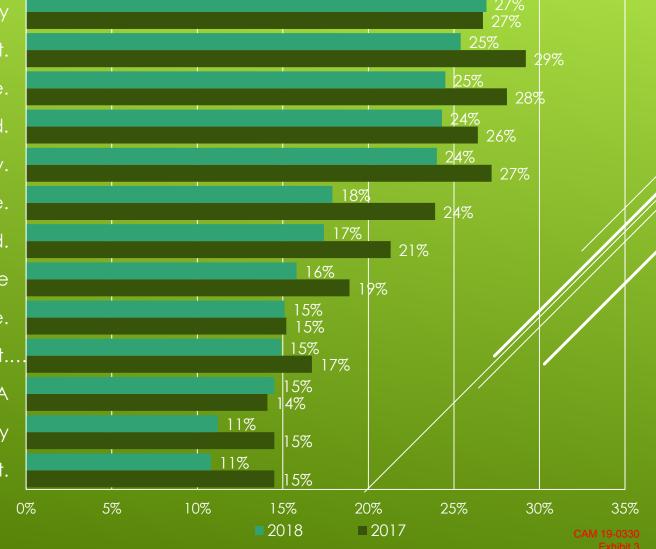
Sunrise Blvd. from I-95 to Andrews Ave.

SE 17th St. from SE 3rd Ave. to E. Clay Shaw Jr./SE 17th St...

Sunrise Blvd. from Gateway to A1A

Sunrise Blvd. from Searstown to Gateway

A1A from Bahia Mar Dr. to Seville St.





TRENDS: Q8. Intersection Improvements. Which TWO of the following intersections in Fort Lauderdale do you think should be the top priorities for improvement?

by percentage of respondents



Sunrise Blvd. & US1/Federal Hwy. (at Searstown)

Broward Blvd. & Andrews Ave.

17th St & US1/Federal Hwy.

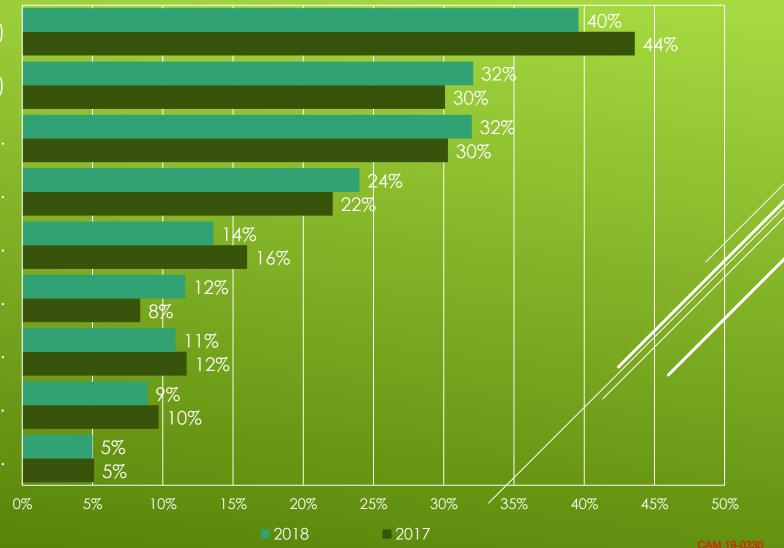
US1/Federal Hwy. & Commercial Blvd.

SW 31st Ave. & Davie Blvd.

A1A & Oakland Park Blvd.

Powerline Rd. & Commercial Blvd.

A1A/Seabreeze Blvd. & Harbor Dr./Holiday Dr.



TRENDS: Q9. Which TWO areas below should the City of Fort Lauderdale prioritize in the next year to improve traffic flow?

by percentage of respondents

Improving traffic signal synchronization

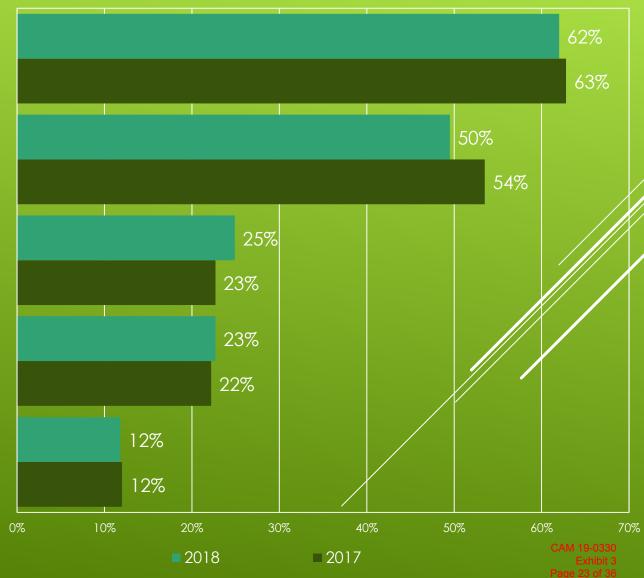
Implementing roadway improvement/complete street projects

Improving safety for all modes (vehicles, bicycles, pedestrians, etc.)

Investing in mass transit systems (such as rail, light rail, & streetcar)

Developing a more frequent & reliable community bus system



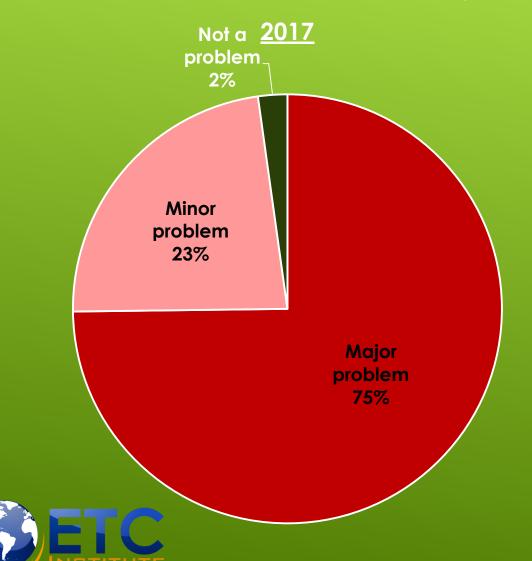


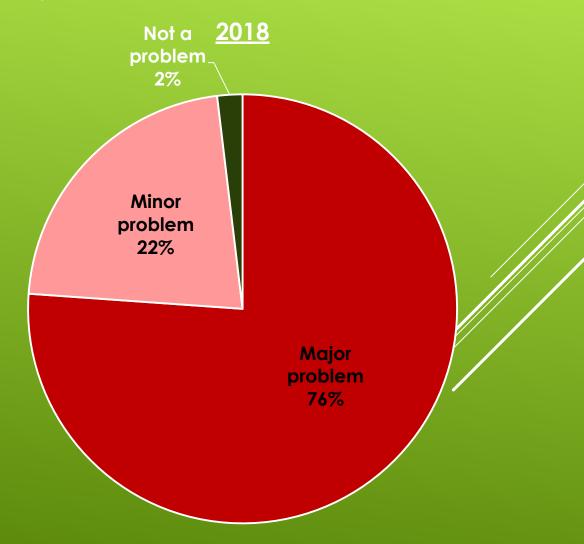
HOMELESSNESS

Topic #2

TRENDS: Q12. Overall, do you think homelessness is a major problem, minor problem, or not a problem in Fort Lauderdale?

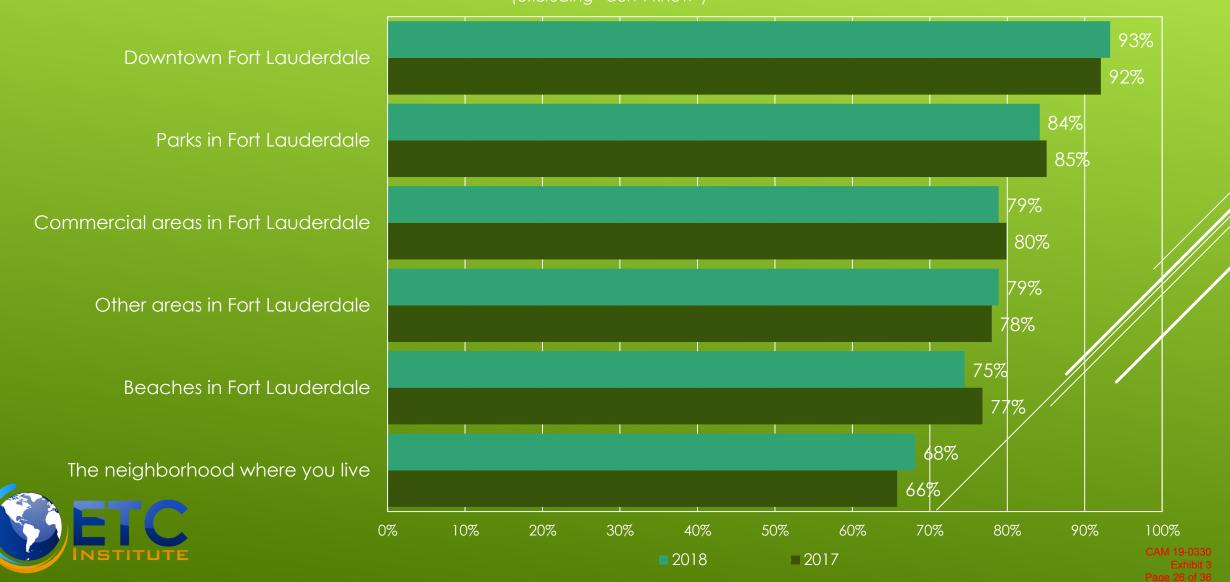
by percentage of respondents (excluding "don't know",





TRENDS: Q13. Please indicate how often you observe homeless people in the following areas of Fort Lauderdale.

by percentage of respondents who rated the item as a 4 (A few times per week) or 5 (Almost Daily) on a 5-point scale (excluding "don't know")



TRENDS: Q14. Please rate how supportive you would be of having the City of Fort Lauderdale do each of the following to address homelessness in Fort Lauderdale.

by percentage of respondents who rated the item as a 4 (Supportive) or 5 (Very Supportive) on a 5-point scale (excluding "don't know")

Increasing enforcement of City ordinances which prohibit panhandling in City

Providing grants to non-profit organizations who provide services to homeless

Using an existing facility in City as a day center/transitional facility with support services

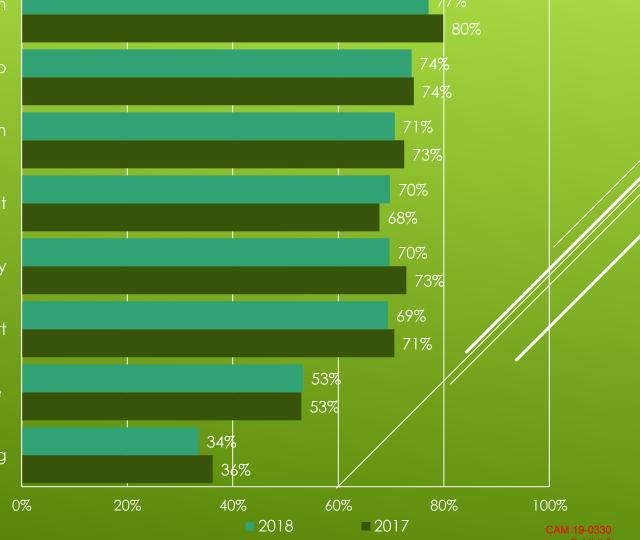
Banning overnight sleeping in public areas without a permit

Developing new (and/or expanding existing) homeless shelters in the City

Establishing a Homeless Court

Providing centralized facilities/amenities for individual public use

Designating land for public camping





TRENDS: Q16. Which of the following do you think are the biggest concerns associated with homelessness in Fort Lauderdale?

by percentage of respondents (multiple choices could be chosen



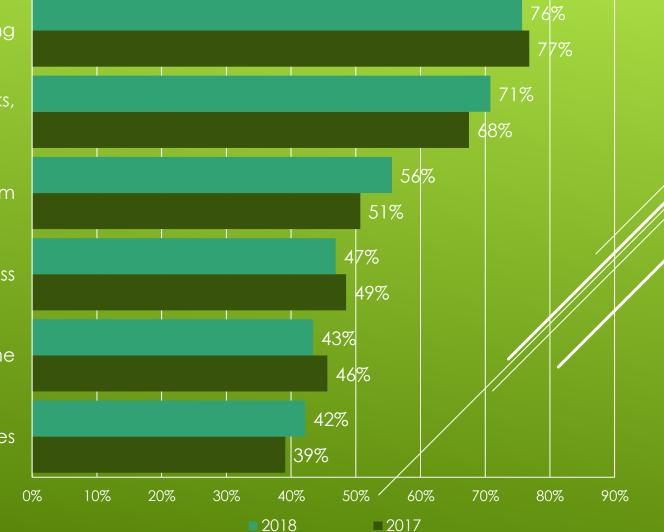
Makes neighbors feel uncomfortable in public places (parks, beaches, etc)

Negative impact on tourism

Negative impact on business

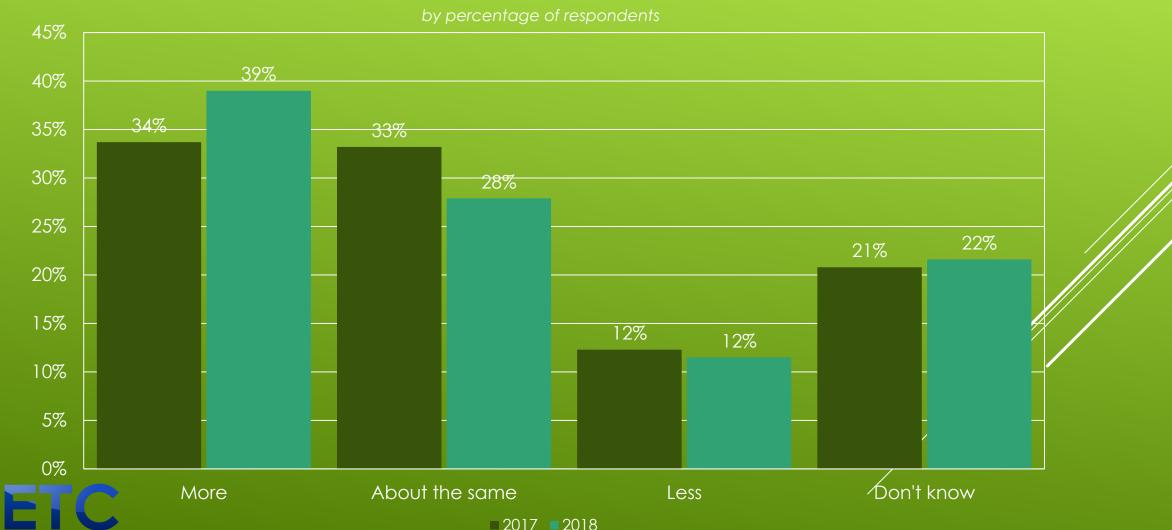
Crime

Decreased property values





Q18. The City of Fort Lauderdale currently budgets over \$550,000 per year from the general fund and another \$250,000 in grant dollars to fund initiatives related to homelessness. Knowing this, do you think the City should spend more, about the same, or less than it is currently spending on homelessness?

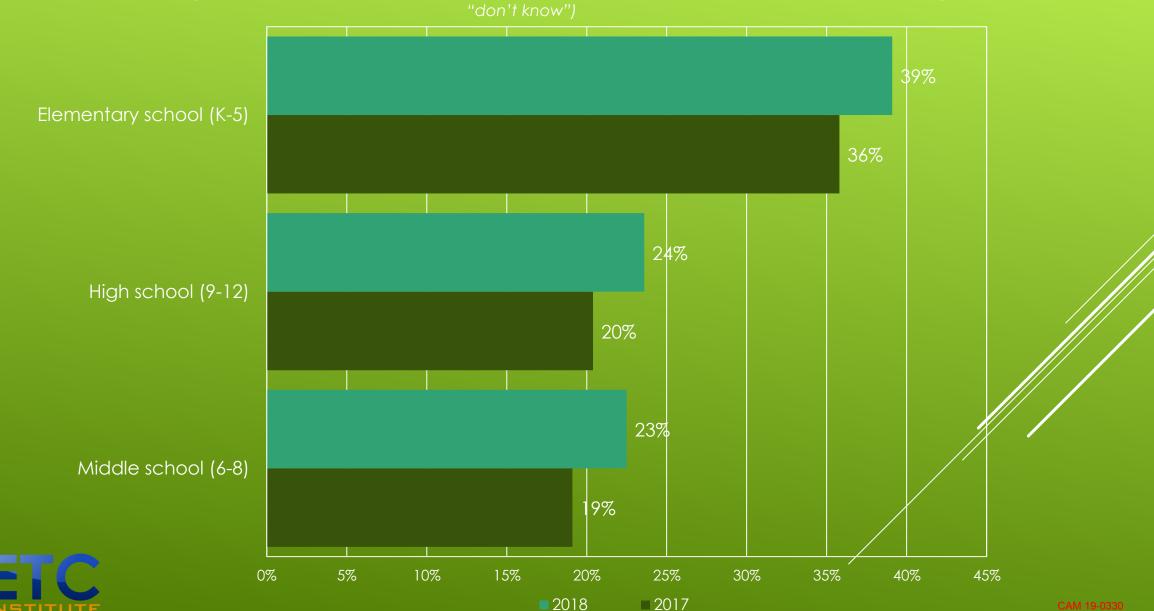


PUBLIC SCHOOLS

Topic #3

Q24. Please rate the quality of the public schools in Fort Lauderdale.

by percentage of respondents who rated the item as a 4 (Good) or 5 (Excellent) on a 5-point scale (excluding "don't know")



Q25a. Please indicate your level of agreement with the following statements about **ELEMENTARY SCHOOLS** in Fort Lauderdale.

by percentage of respondents who rated the item as a 4 (Agree) or 5 (Strongly Agree) on a 5-point scale (excluding "don't know")

Public schools in the City are equipped to support children with disabilities

Facilities at public schools in Fort Lauderdale are in good condition

Public schools in the City have good extracurricular (non-sports) programs

Public schools in Fort Lauderdale have high quality teachers

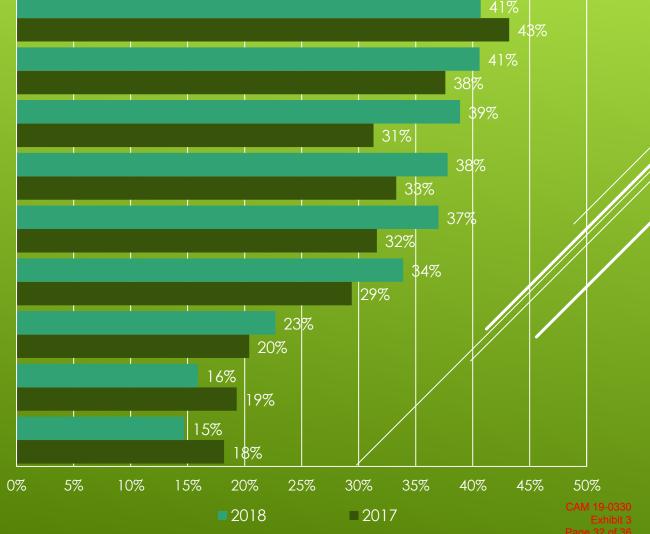
Public schools in Fort Lauderdale have good sports programs

Public schools in Fort Lauderdale offer high quality academic curriculum choices

The teacher to student ratio is good at public schools in Fort Lauderdale

Crime is not a problem at public schools in Fort Lauderdale

Children are safe from bullying at public schools in Fort Lauderdale



Q25b. Please indicate your level of agreement with the following statements about <u>MIDDLE SCHOOLS</u> in Fort Lauderdale.

by percentage of respondents who rated the item as a 4 (Agree) or 5 (Strongly Agree) on a 5-point scale (excluding "don't know")

Public schools in the City are equipped to support children with disabilities

Public schools in the City have good extracurricular (non-sports) programs

Public schools in Fort Lauderdale have good sports programs

Facilities at public schools in Fort Lauderdale are in good condition

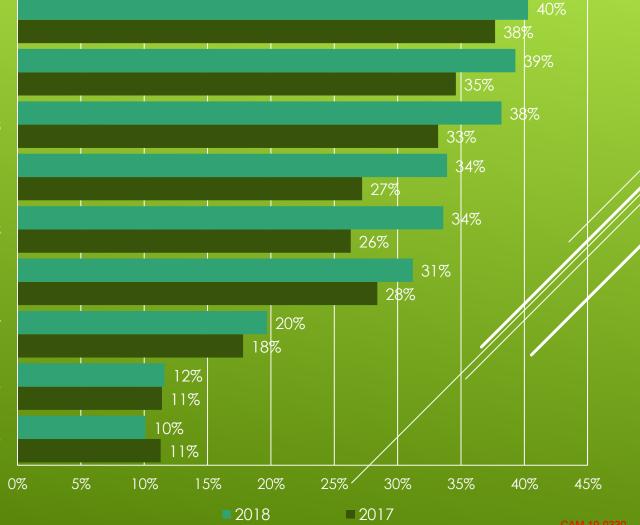
Public schools in Fort Lauderdale have high quality teachers

Public schools in Fort Lauderdale offer high quality academic curriculum choices

The teacher to student ratio is good at public schools in Fort Lauderdale

Children are safe from bullying at public schools in Fort Lauderdale

Crime is not a problem at public schools in Fort Lauderdale





TRENDS: Q25c. Please indicate your level of agreement with the following statements about <u>HIGH SCHOOLS</u> in Fort Lauderdale.

by percentage of respondents who rated the item as a 4 (Agree) or 5 (Strongly Agree) on a 5-point scale (excluding "don't know")

Public schools in Fort Lauderdale have good sports programs

Public schools in Fort Lauderdale have good extracurricular (nonsports) programs

Public schools in Fort Lauderdale are equipped to support children with disabilities

Facilities at public schools in Fort Lauderdale are in good condition

Public schools in Fort Lauderdale offer high quality academic curriculum choices

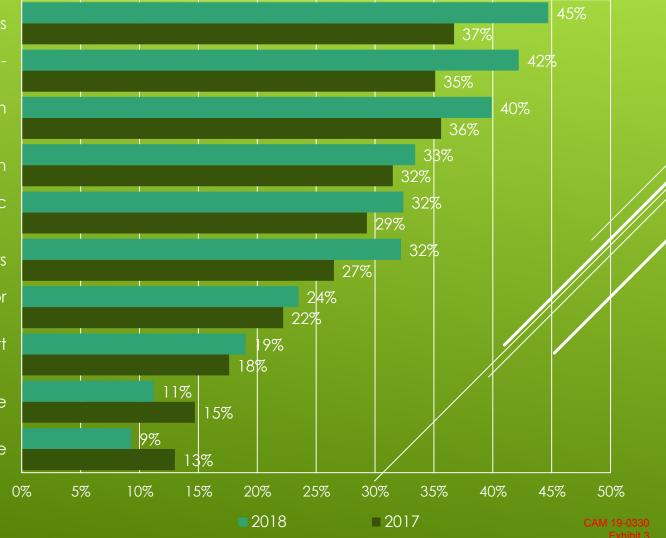
Public schools in Fort Lauderdale have high quality teachers

Children who attend public high schools in the City are prepared for their next phase

The teacher to student ratio is good at public schools in Fort Lauderdale

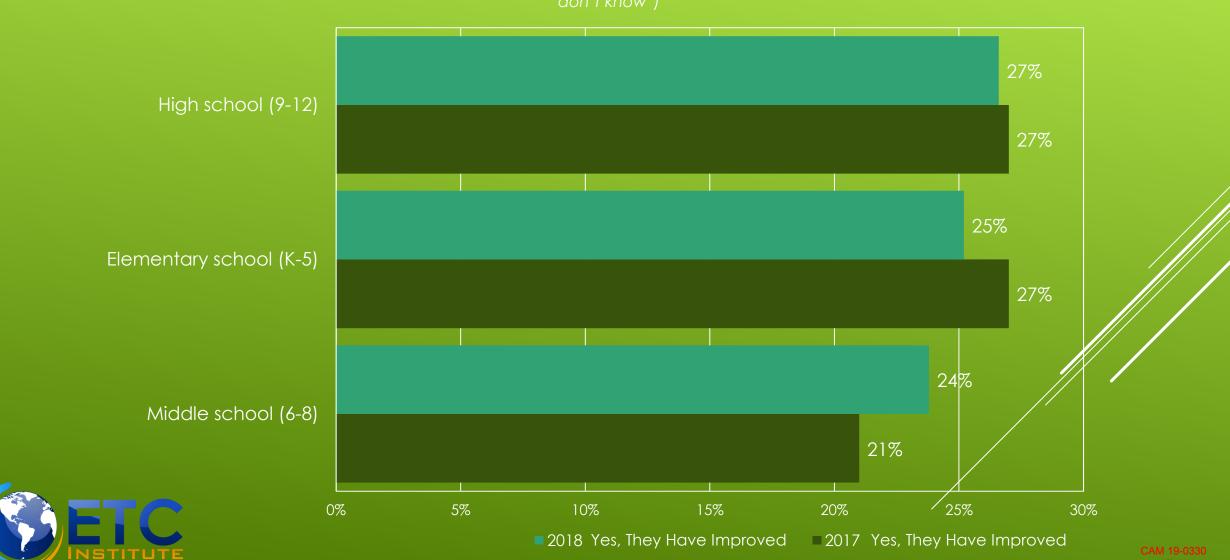
Children are safe from bullying at public schools in Fort Lauderdale

Crime is not a problem at public schools in Fort Lauderdale



TRENDS: Q27. Compared to 5 years ago, do you think the quality of public schools in Fort Lauderdale has improved, stayed the same, or decreased?

by percentage of respondents who rated the item as a 3 (Improved) on a 3-point scale (excluding "don't know")



QUESTIONS?

THANK YOU