

# ***CITY OF FORT LAUDERDALE***

## ***2018 NEIGHBOR SURVEY***

### ***FINDINGS***

Presented by

*ETC Institute*

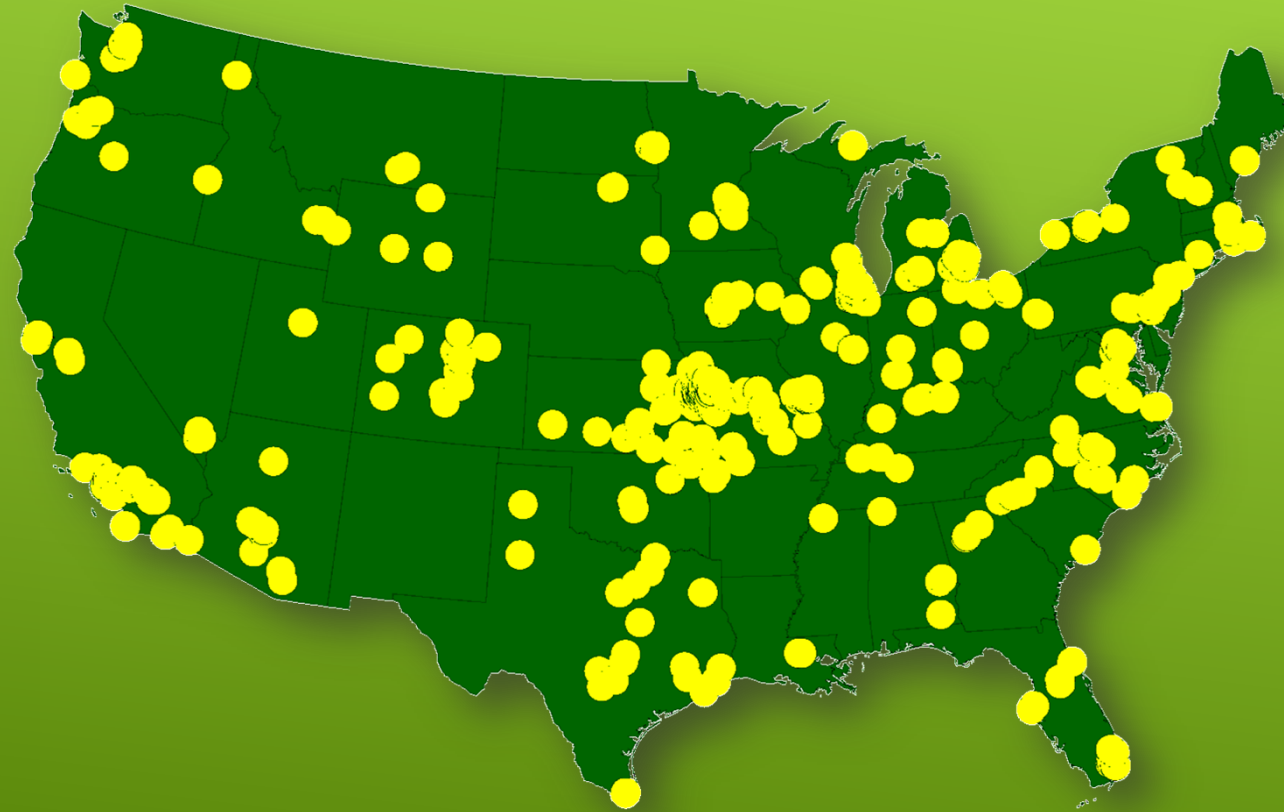


April 2019



# 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

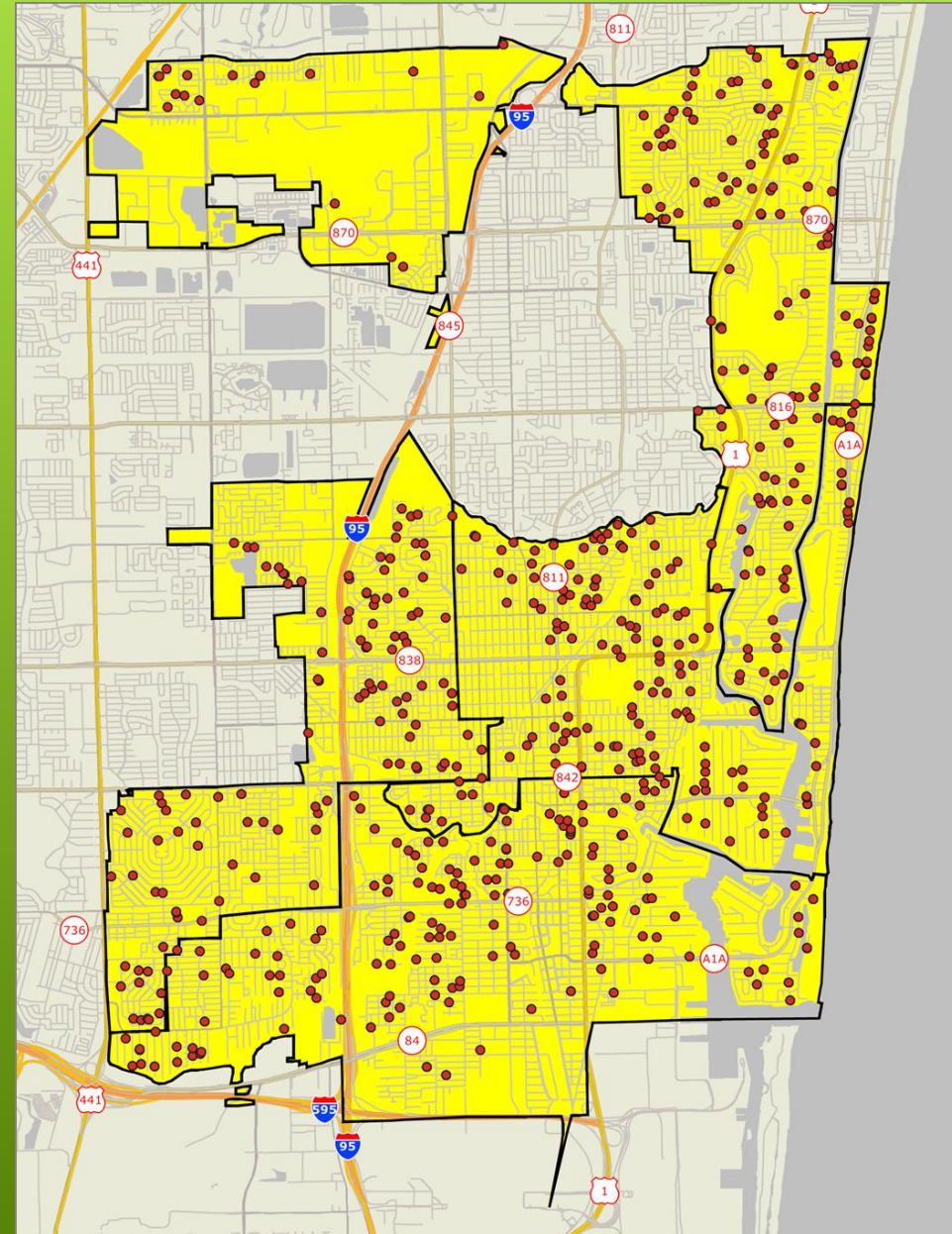
# Methodology

- **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; Actual: 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

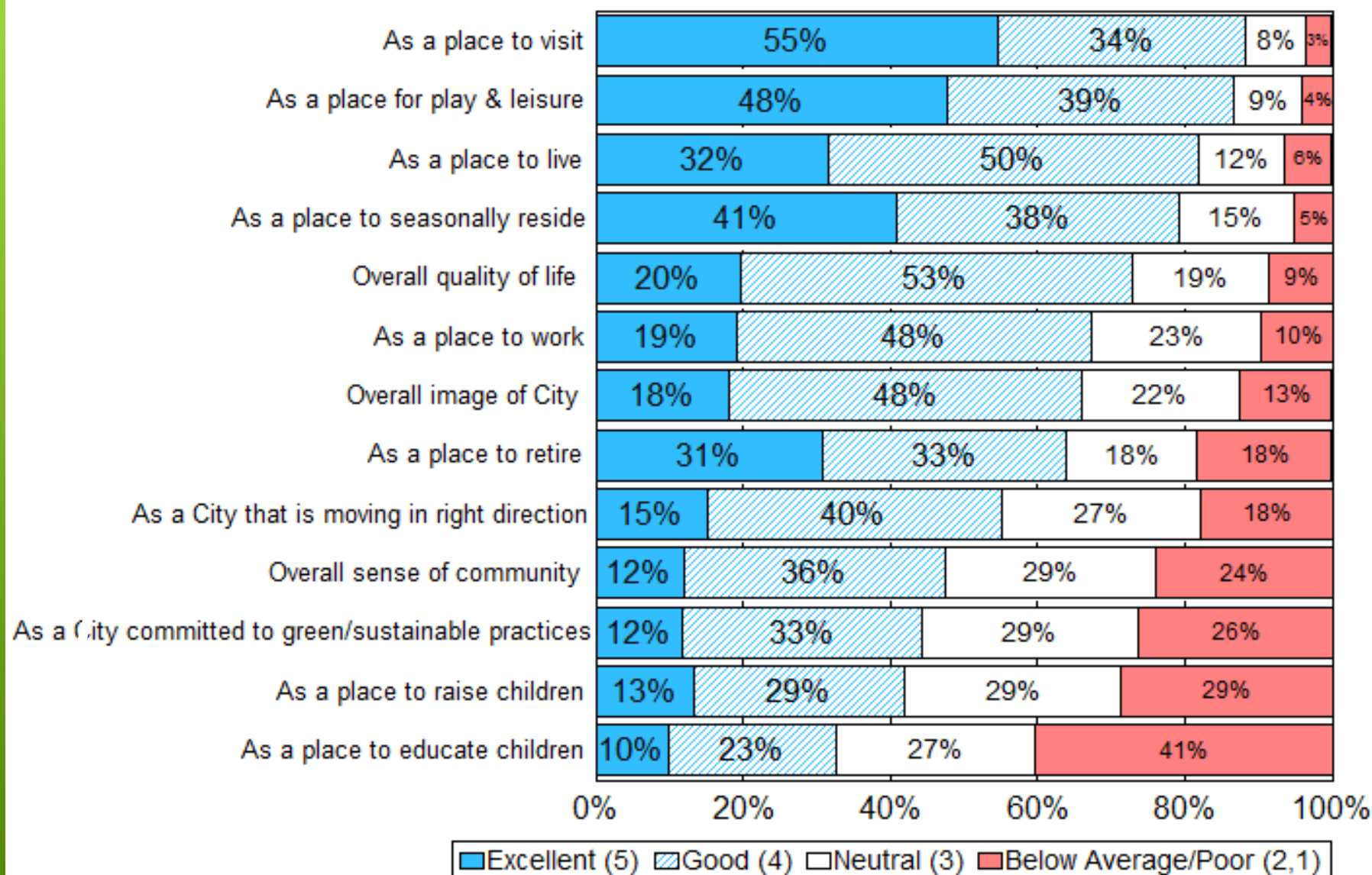
At least 150 neighbors from each district



# SURVEY FINDINGS

# Q1. Overall Ratings for the City of Fort Lauderdale

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

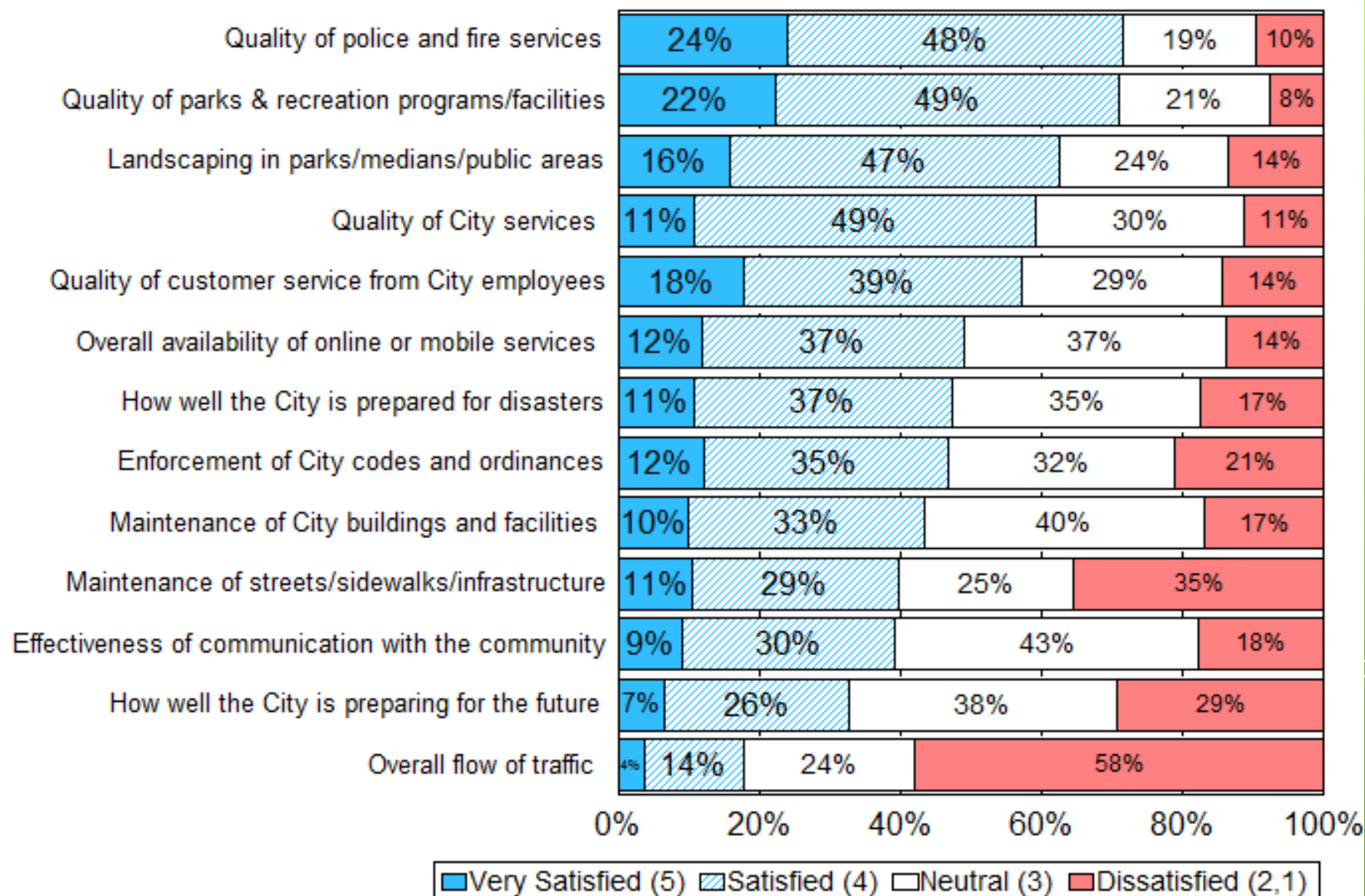


**55% of Neighbors Think the City is Moving in the Right Direction; 18% Do Not**



### Q3. Overall Satisfaction with City Services

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



Source: ETC Institute DirectionFinder (2019 - Fort Lauderdale, FL)

# 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

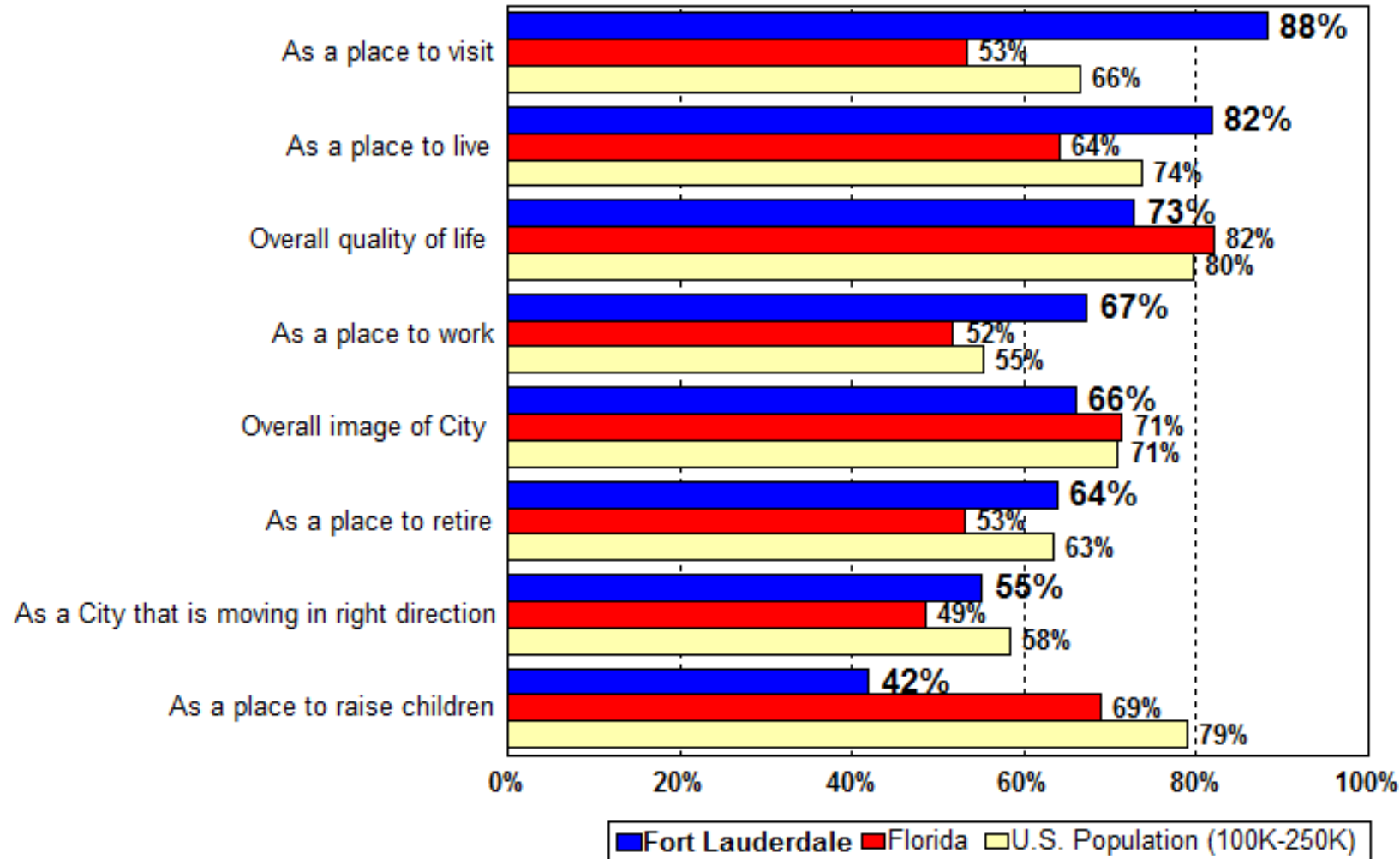
## Short-Term (since 2017)

- 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)



Source: 2019 ETC Institute

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

## 2018 Importance-Satisfaction Rating

### Fort Lauderdale, Florida

### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
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
<b><u>High Priority (IS .10-.20)</u></b>						
How well City is prepared for disasters	20%	4	48%	7	0.1029	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
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

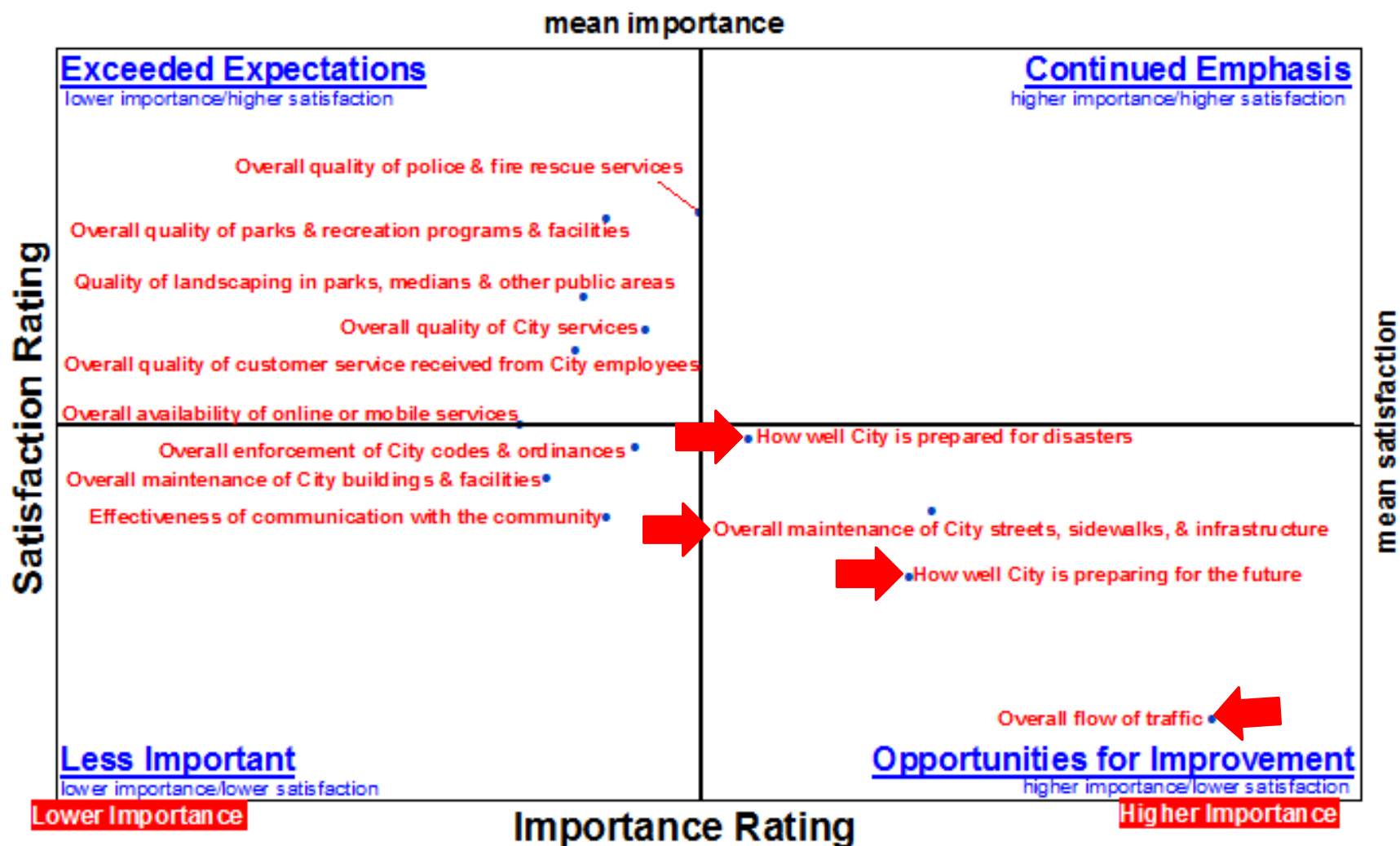
**Overall Priorities:**



# 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)



# Questions

# ***CITY OF FORT LAUDERDALE***

## ***SPECIAL ISSUES SURVEY***

### ***FINDINGS***



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# Methodology

- **Method of Administration:**
  - survey administered by mail, phone and Internet
  - 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



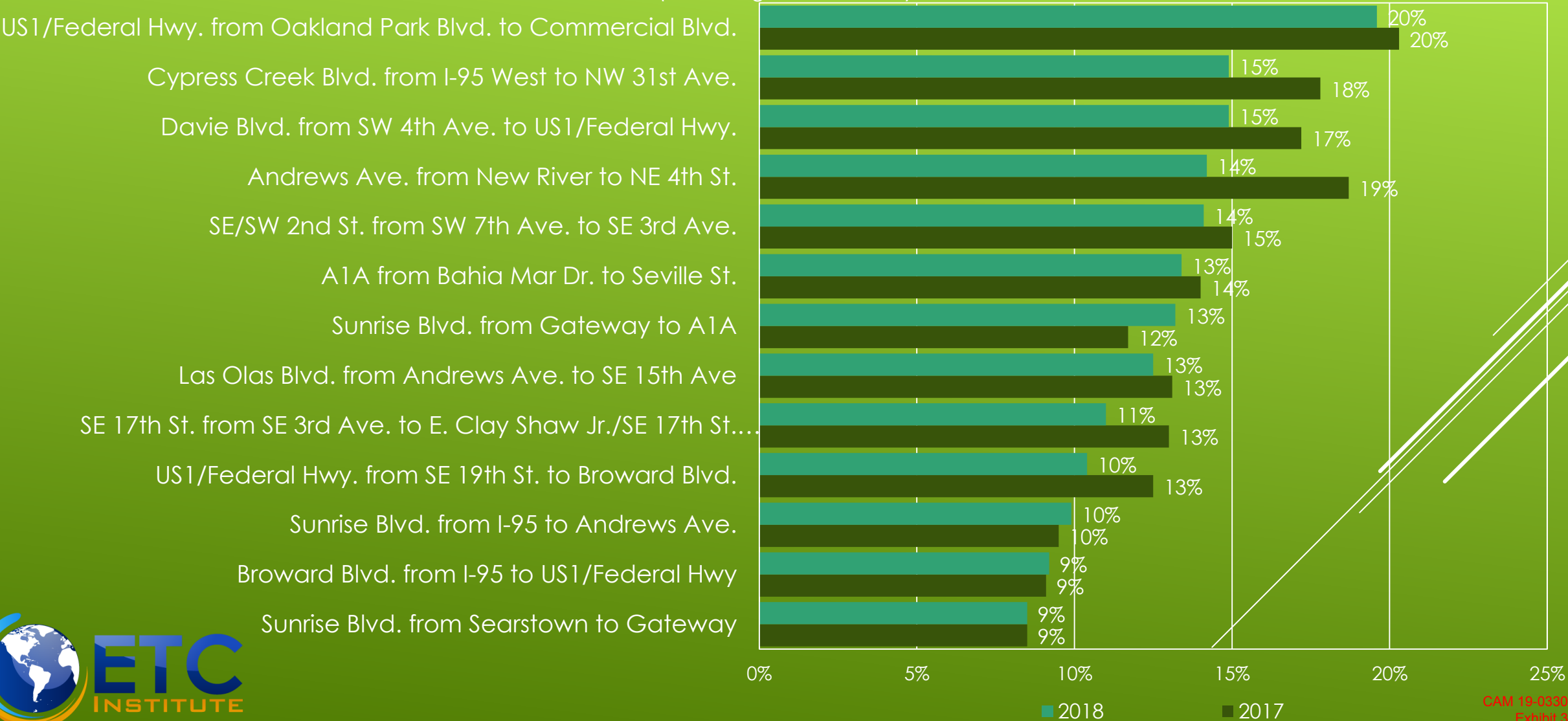
# TRENDS: Q1. Contributors to Traffic Congestion. Please indicate how much you think each of the following contributes to traffic congestion in Fort Lauderdale.

*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")*



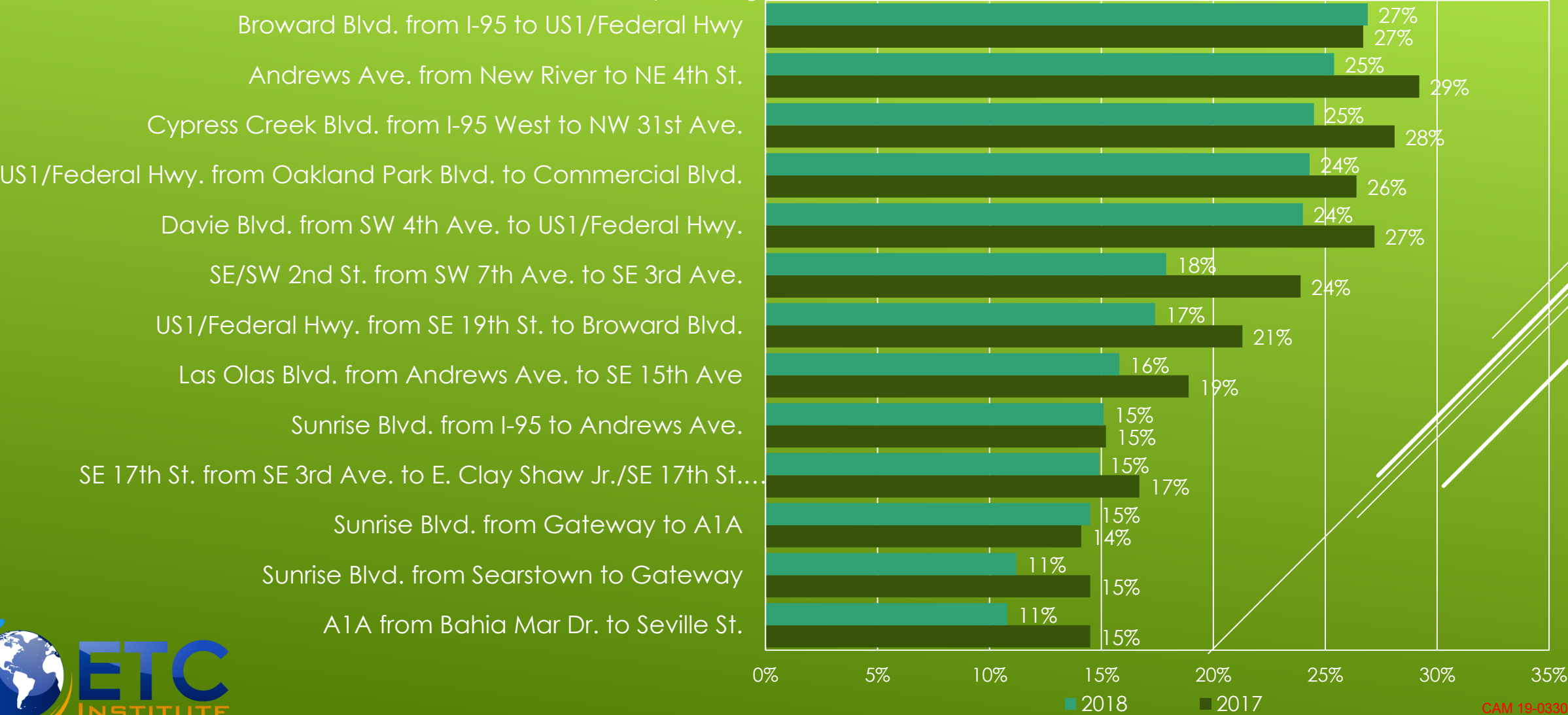
# TRENDS: Q6a. Please rate how easy it is to travel BY CAR on the following road segments ON WEEKDAYS in Fort Lauderdale.

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")



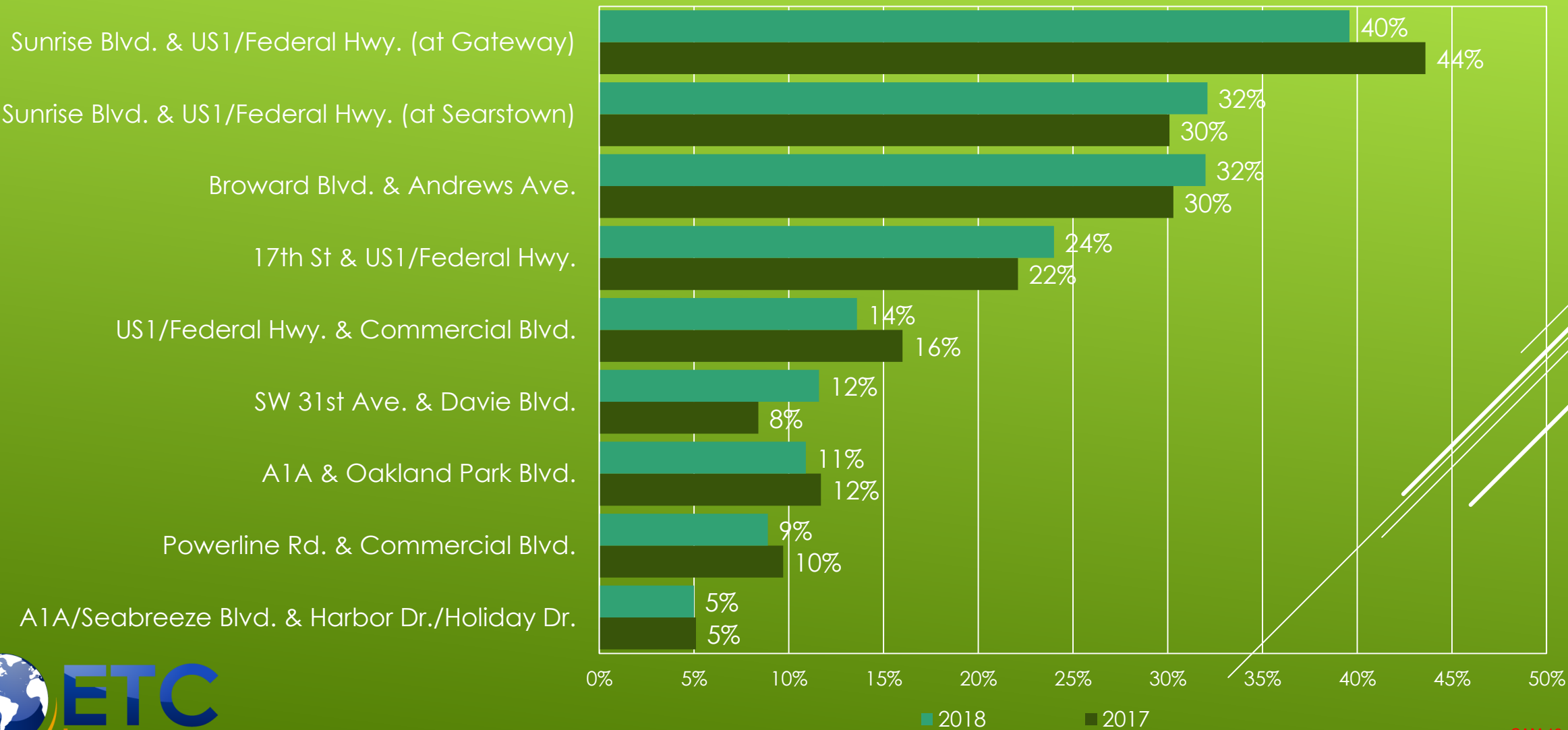
# TRENDS: Q6b. Please rate how easy it is to travel BY CAR on the following road segments ON WEEKENDS in Fort Lauderdale.

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")



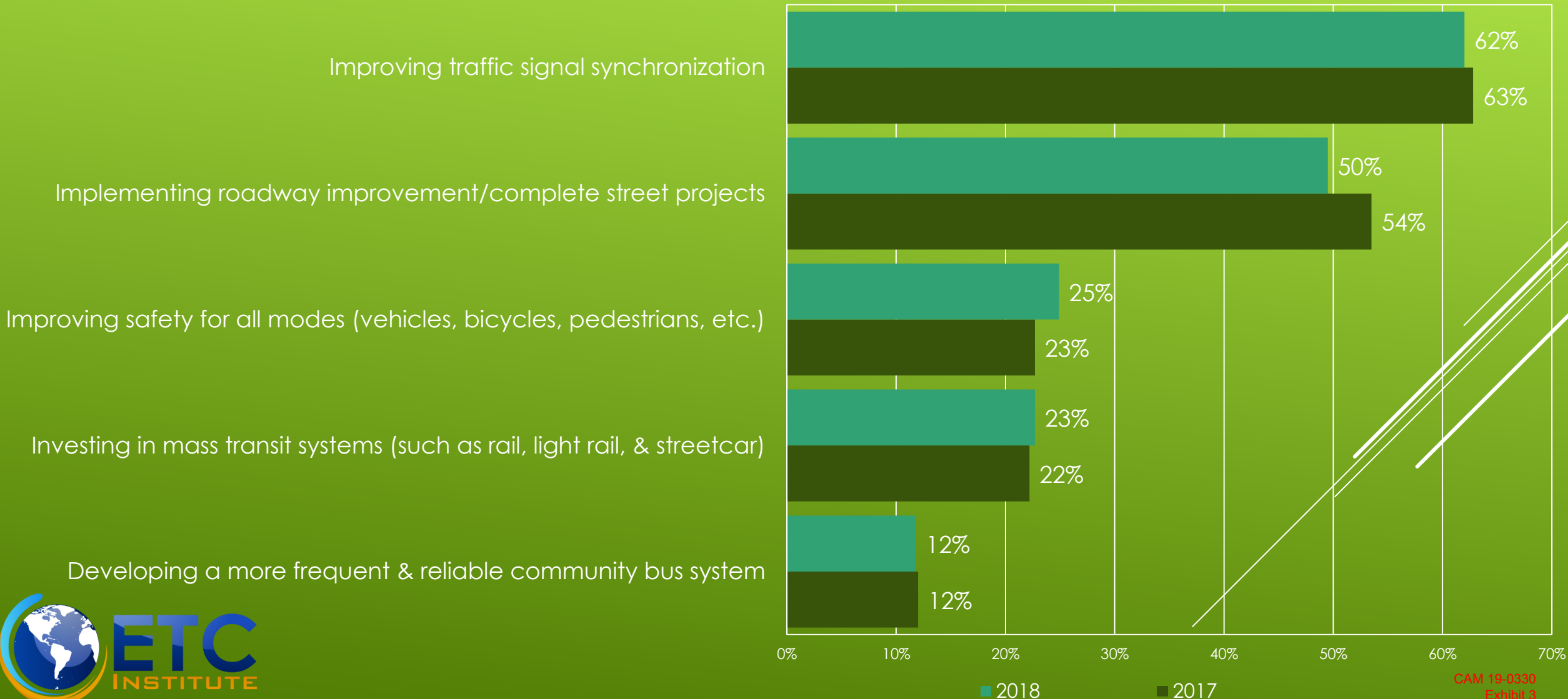
# TRENDS: Q8. Intersection Improvements. Which TWO of the following intersections in Fort Lauderdale do you think should be the top priorities for improvement?

by percentage of respondents



# 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



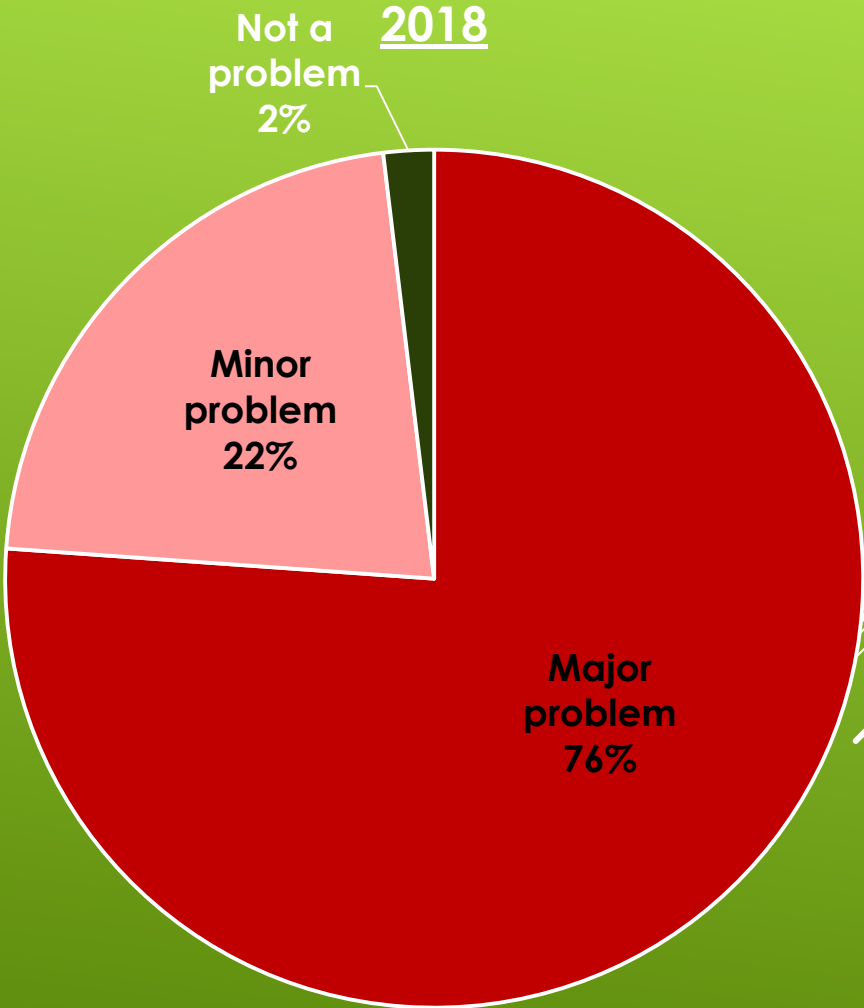
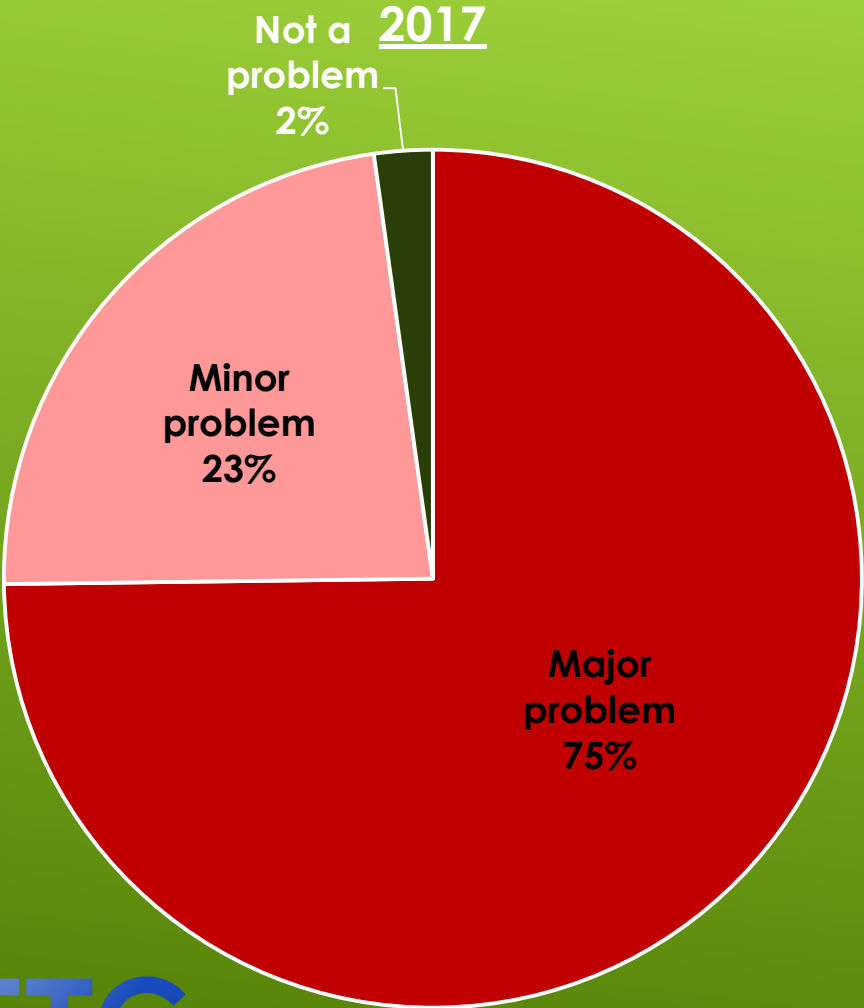


# HOMELESSNESS

Topic #2

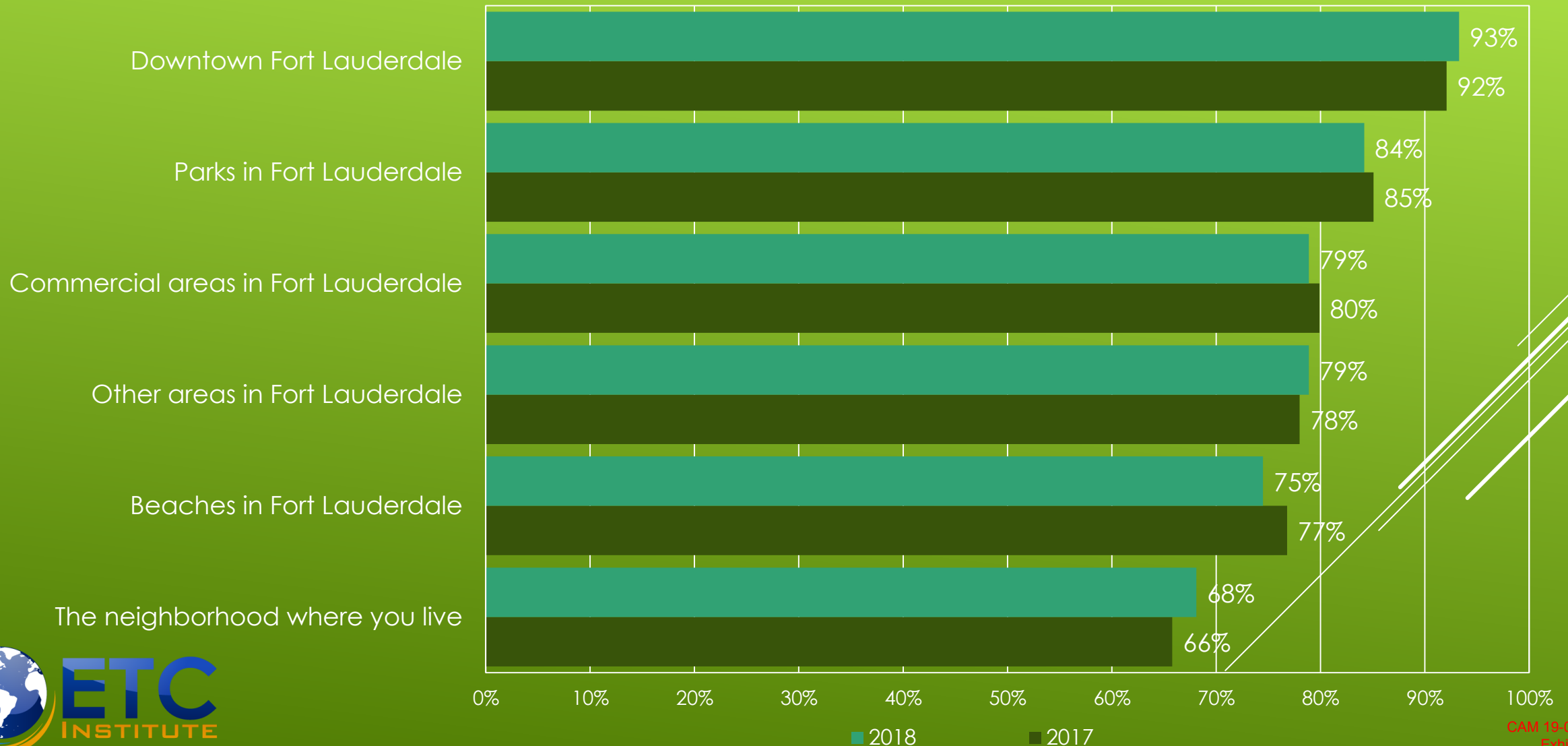
# TRENDS: Q12. Overall, do you think homelessness is a major problem, minor problem, or not a problem in Fort Lauderdale?

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")



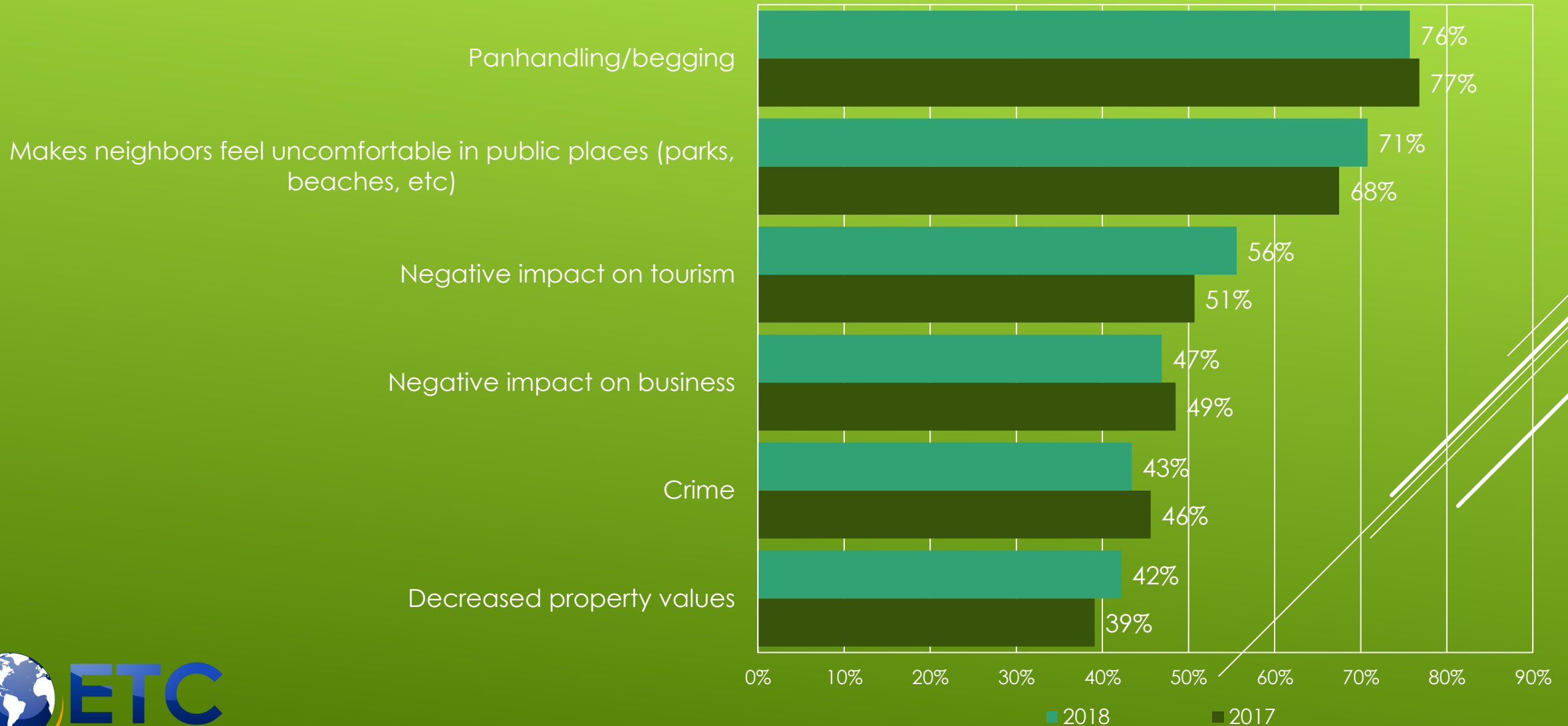
# TRENDS: Q14. Please rate how supportive you would be of having the City of Fort Lauderdale do each of the following to address homelessness in Fort Lauderdale.

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")



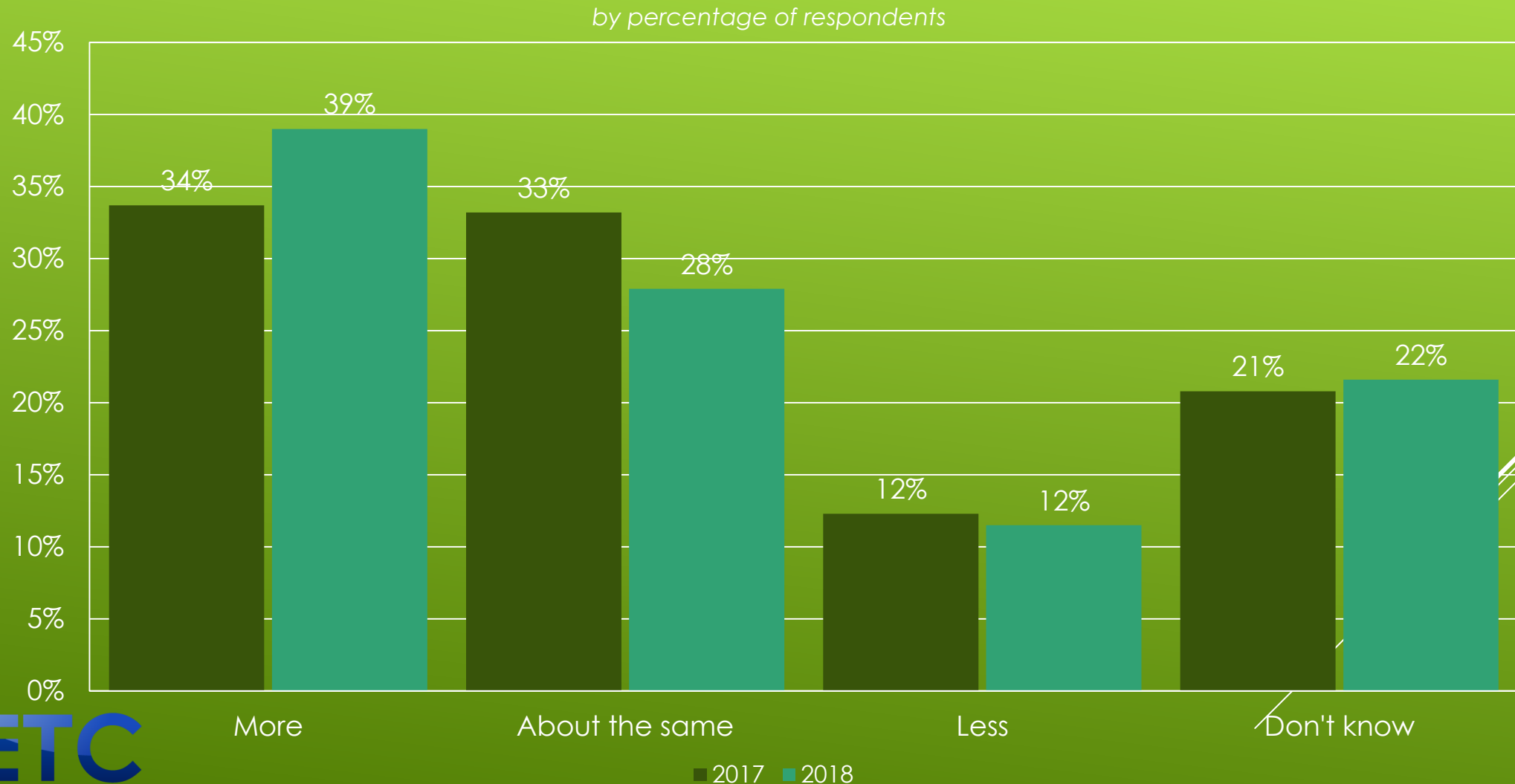
# TRENDS: Q16. Which of the following do you think are the biggest concerns associated with homelessness in Fort Lauderdale?

by percentage of respondents (multiple choices could be chosen)





**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?**

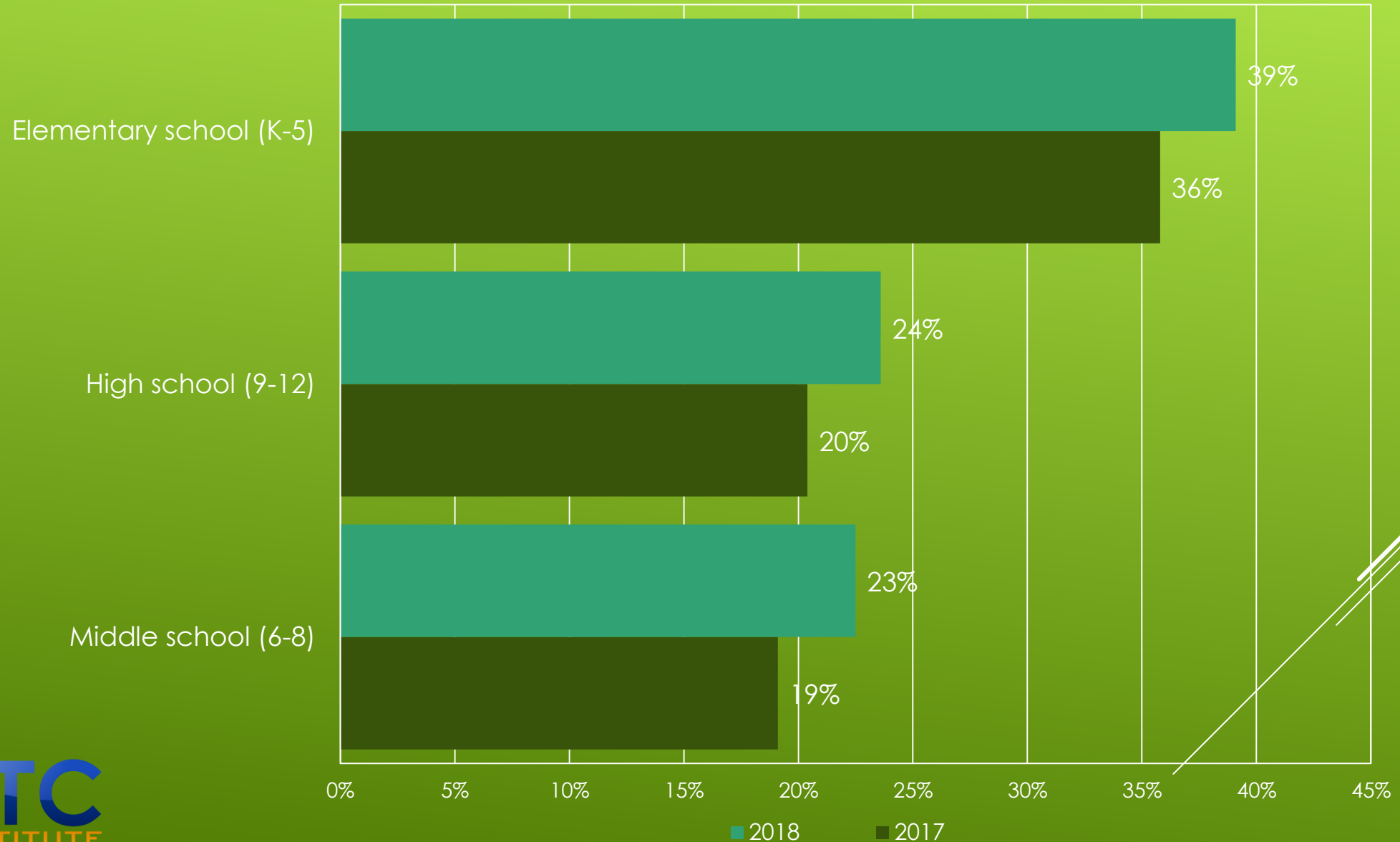


# PUBLIC SCHOOLS

Topic #3

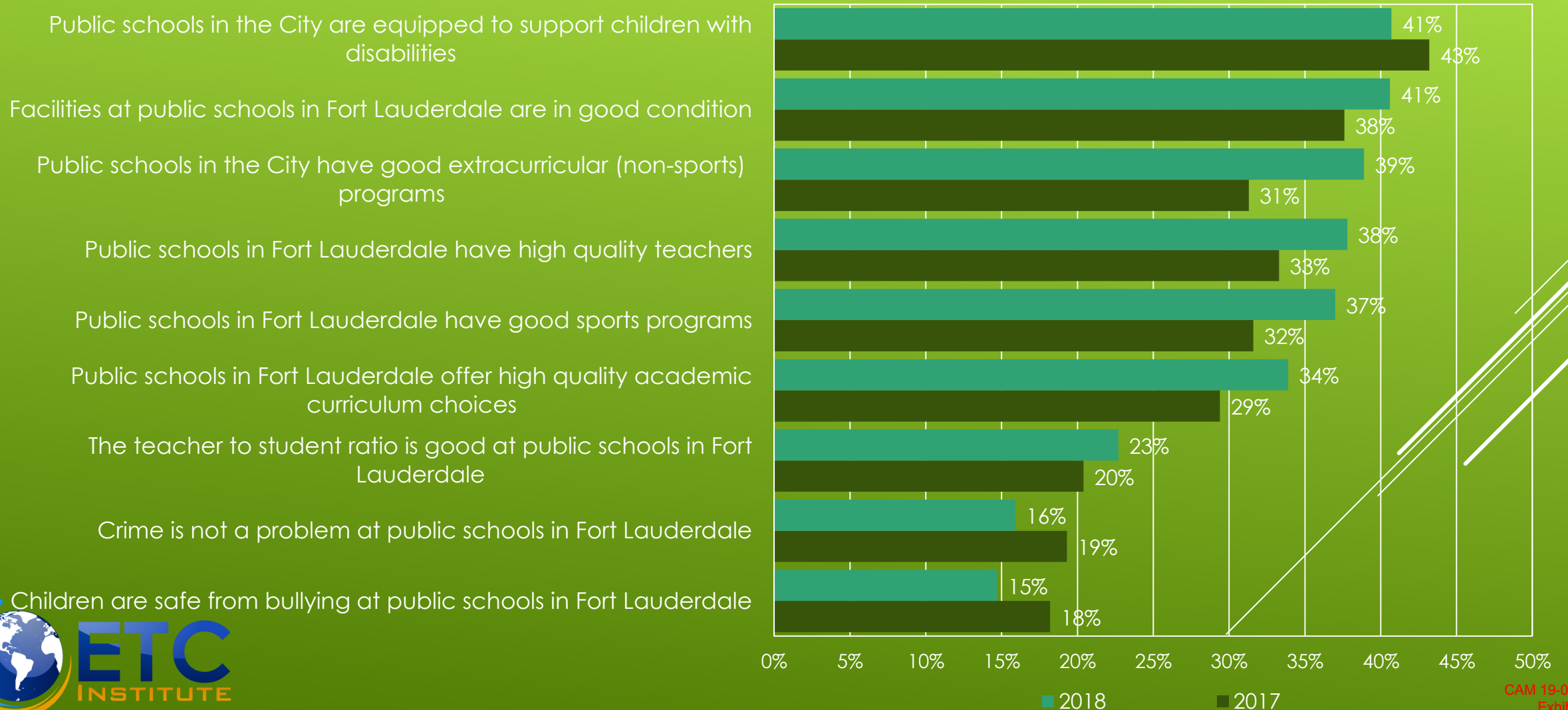
## Q24. Please rate the quality of the public schools in Fort Lauderdale.

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



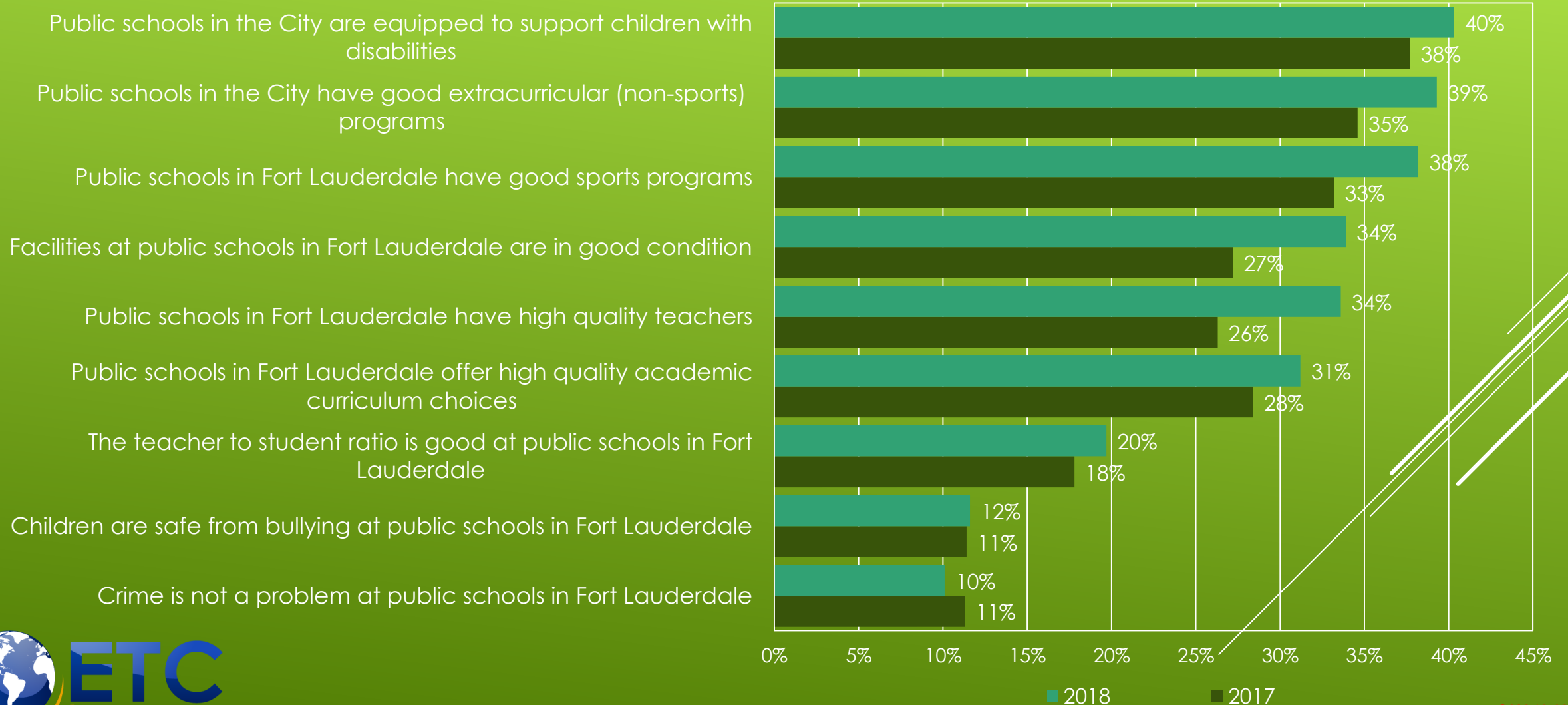
# Q25a. Please indicate your level of agreement with the following statements about ELEMENTARY SCHOOLS in Fort Lauderdale.

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")



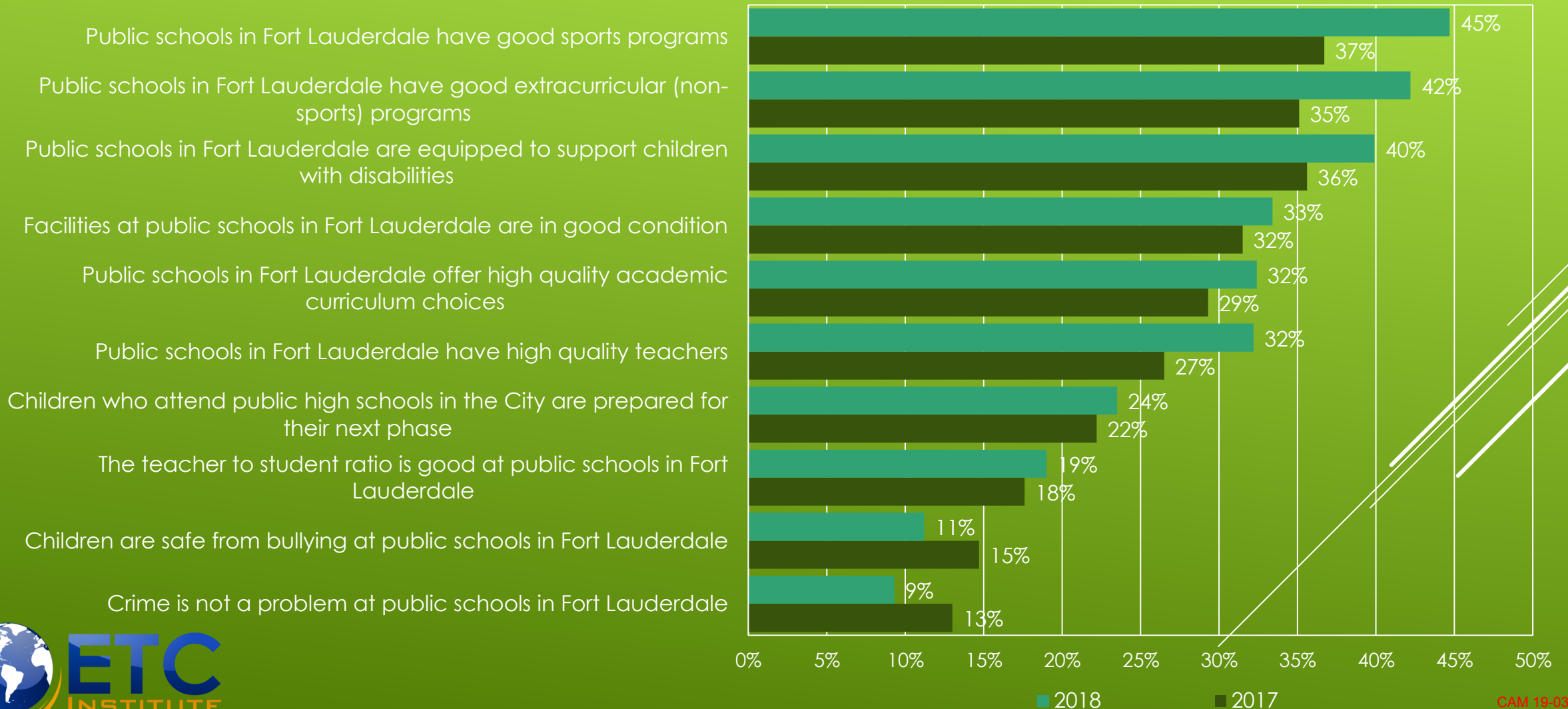
## Q25b. Please indicate your level of agreement with the following statements about MIDDLE SCHOOLS in Fort Lauderdale.

*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")*



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

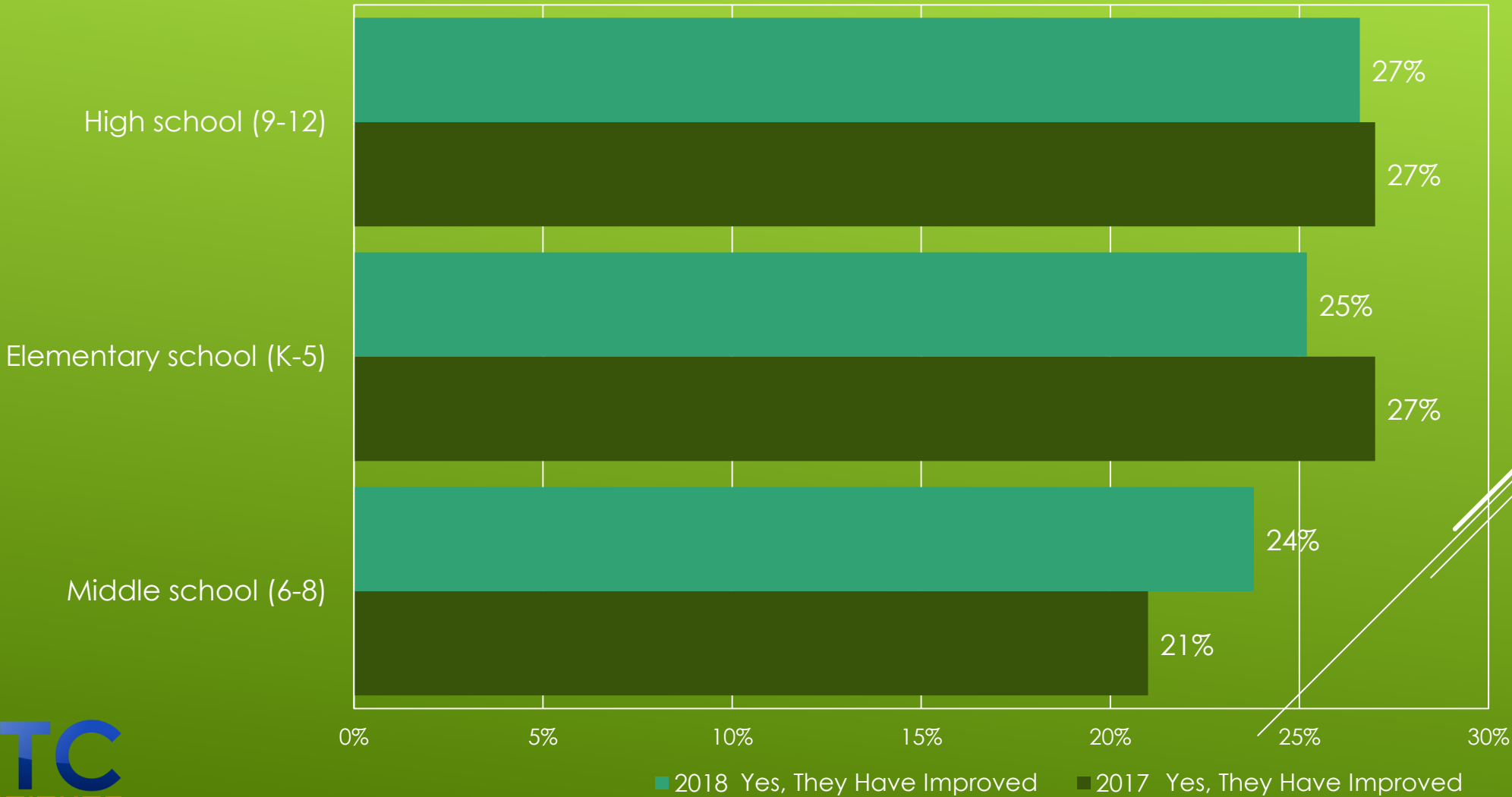
by percentage of respondents who rated the item as a 4 (Agree) or 5 (Strongly Agree) on a 5-point scale  
(excluding "don't know")





# 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