



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING

16-0265

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

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

DATE: March 15, 2016

TITLE: 2015 Neighbor Survey Results

I am pleased to provide the results of the fourth annual Neighbor Survey. Conducted in November and December of 2015, the survey provides up-to-date information regarding the community's satisfaction levels with the City and our services. This recent data is meant to guide decision-making at both the policy and operational levels as we push ahead to implement *Fast Forward Fort Lauderdale: Vision Plan 2035* through *Press Play Fort Lauderdale: Strategic Plan 2018*, and as you begin to formulate thoughts for the FY 2017 Commission Annual Action Plan and FY 2017 Annual Operating Budget.

The survey was conducted by ETC Institute, a well-qualified third party community-based market research firm, who ensured that households were randomly selected and representative of the four Commission districts and the U.S. Census Bureau demographics. Responses were handled by ETC through mail, telephone, and internet.

This memorandum details significant changes in overall satisfaction, perception, and City services, and outlines the main survey priorities.

Changes in the Opinions and Perceptions of the City

Since the inception of our Annual Neighbor Survey in 2012, there has been a 5% increase in satisfaction with the City "as a place to live" and "as a place to work". A 5% decrease was identified in the opinion of the City as "moving in the right direction".

Regarding perceptions of the City, "availability of employment" has increased satisfaction by 5% compared to 2014 results; a 15% increase since 2012. "Overall planning for growth" decreased satisfaction by 7% since 2014; a 1% decrease from 2012.

Changes in Satisfaction with City Services

The Police Department maintained the increases in satisfaction ratings seen in 2014 results. Perceptions of safety experienced a considerable increase of 13% in the feeling of safety “walking in your neighborhood at night”. The City continues to exceed national averages in the feeling of safety downtown and in parks. Fire-Rescue results have remained consistent since 2014 results.

Community planning and development results remained consistent with 2014 levels however, satisfaction with City “effectiveness to revitalize low-income areas” decreased by 5%. In the area of parks and recreation, results increased in the satisfaction with “maintenance of City parks” (5%), “quality of athletic fields” (7%), “variety of parks programs” (9%), and “quality of the City’s special events” (5%).

Satisfaction with most transportation and mobility results remained consistent since the last survey, with increases in the “maintenance of streets in your neighborhood” (6%) and “overall cleanliness of streets” (6%).

Additionally, satisfaction levels with questions related to water, wastewater, waterways, flooding and sanitation did not experience major changes, but a 7% decrease was seen in the prevention of tidal related flooding. Customer service experienced decreases in some areas of agreement since the significant increases seen in 2014. Specifically, agreement that “the response time was reasonable” decreased 10%.

Survey Priorities

The survey priorities are consistent with the 2014 results. In order to help identify the top priorities, ETC Institute conducts an analysis to focus efforts on improving results that matter most to the community. 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. By identifying services of high importance and low satisfaction, the analysis helps identify which actions will have the most impact on overall satisfaction. Many of these priorities are already included in your Commission Annual Action Plan, further detailed in Exhibit 2:

**2015 NEIGHBOR SURVEY PRIORITIES
OVERALL, COMMUNITY INVESTMENT PLAN, AND SPECIFIC AREAS**

OVERALL PRIORITIES

1. Overall flow of traffic
 2. Maintenance of streets, sidewalks and infrastructure
 3. Preparing for the future of the City of Fort Lauderdale
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COMMUNITY INVESTMENT PLAN PRIORITIES

1. Stormwater and drainage improvements
 2. More walkable and bikeable streets (ranked number one in the 2014 Survey)
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DEPARTMENT/SPECIFIC AREA PRIORITIES

- | | |
|---|--|
| Public Safety | <ul style="list-style-type: none">○ The City's efforts to prevent crime○ The visibility of police in neighborhoods |
| Parks and Recreation | <ul style="list-style-type: none">○ Availability of green space near your home |
| Transportation and Mobility | <ul style="list-style-type: none">○ Management of traffic flow and congestion○ Safety of biking○ Adequacy of street lighting○ Cost of public parking |
| Water, Wastewater,
Flooding and Sanitation | <ul style="list-style-type: none">○ Prevention of storm-water related flooding○ Prevention of tidal-related flooding○ Overall quality of drinking water○ Cleanliness of waterways near home |
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Additional Results

The memo attachments highlight additional useful information from the survey results:

- Survey results that have increased more than 4% since the 2014 Survey, giving high statistical confidence of the data;
- Neighbor Survey priorities with current activities underway; and
- The full survey report.

Next Steps

The Community Building Leadership Team (CBLT) reviewed the results in-depth on March 3, 2016. The CBLT will examine reasons for the changes, and the appropriate activities needed to address priorities.

I encourage you to review the highlights and reports provided, and look forward to a more in-depth analysis and discussion in a workshop on April 5, 2016. Mr. Chris Tatham, Vice President of ETC Institute, will lead the presentation and workshop.

Resource Impact

There is no resource impact at this time.

Strategic Connections:

This item advances Press Play Fort Lauderdale Strategic Plan 2018, included in the Internal Support Platform 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
- **Initiative 5:** Routinely conduct a Neighbor Survey and address priority opportunities for improvement

This item advances the Fast Forward Fort Lauderdale Vision Plan 2035: We are United.

Attachments:

Exhibit 1- 2015 Neighbor Survey Increases and Decreases

Exhibit 2- 2015 Neighbor Survey Priorities

Exhibit 3- 2015 Neighbor Survey Report

Exhibit 4- 2015 Neighbor Survey Preview Presentation

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