



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

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

**DATE:** February 19, 2013

**TITLE:** Neighbor Survey Results

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I am pleased to provide the results of the City of Fort Lauderdale's 2012 Neighbor Survey. The Neighbor Survey is comprehensive, gauging satisfaction levels ranging from the overall quality of life to City services. The survey was conducted in December 2012 by ETC Institute, a well-qualified third party, who ensured that the results were statistically valid. Responses were handled directly by ETC Institute via mail, phone, and internet. ETC Institute will present the Neighbor Survey results during the February 19<sup>th</sup> Commission Conference meeting.

The 2012 Neighbor Survey provides us a concrete baseline of results. Future surveys will reveal movement in satisfaction and trends as we work together to positively impact these results along with community partners to implement the 2035 Community Vision, our Strategic Plan, and allocate resources through our budgeting process and Community Investment Plan. While many Neighbor Survey questions are standard and are benchmarked against national and State results, we are setting a new standard for great cities of the future by gathering feedback about unique topics such as the achievement of organizational goals and customer service, targeted questions about safety by areas, many aspects of sustainability, tidal and storm-related flooding, and satisfaction with transportation modes.

We are already working to address survey results by integrating them into our long, medium, and short term priorities and services. To enhance the 2035 Vision Plan, my staff Visioning Team is actively comparing the results with feedback gathered over the last two-years. Department Directors and Cylinder of Excellence Teams will now begin to formally reflect these results and take action in key areas through the strategic planning and budgeting processes as well as daily operations. The results not only allow us to see how neighbors view the City and its services, but also where improvements are needed to ensure our City moves strategically, sustainably, and

innovatively into the future.

## MAJOR FINDINGS

The results are voluminous. It is important to note that responses of 'don't know' are excluded from survey results, and that a response rate of neutral is counted in neither the positive (ratings of 4 or 5 on a 5-point scale) nor negative ratings (1 or 2 on the same 5-point scale).

- In the '**Overall Ratings of the City of Fort Lauderdale**' category, the highest ratings (ratings of 4 or 5 on a 5-point scale) were: the City as a place to visit (89%), the City as a place for play and leisure (85%), and the City as a place to live (83%). Within this category, residents were least satisfied with the City as a place to raise and educate children (49%).
- In the '**Overall Satisfaction with City Services**' category, the highest ratings for City services include the overall quality of police and fire services (75%), the quality of parks and recreation programs and facilities (75%), and landscaping in parks/medians and other public areas (69%). Residents were least satisfied with the overall flow of traffic (39%).
- The following areas are **opportunities for improvement**, as reflected in "The Importance of Various Reasons for Choosing to Live in vs. Needs Being Met in Fort Lauderdale": safety and security, availability of parks and recreation, affordability of housing, and employment opportunities.
- The Importance-Satisfaction Analysis, outlined in Section 4 of the report, is a unique tool that considers both the items selected for emphasis for the next two-years as well as the satisfaction. According to this analysis, **high priority items** include 1) the overall flow of traffic, 2) maintenance of City streets/ sidewalk/ infrastructure, 3) how well the City is preparing for the future, and 4) how well the City is prepared for disasters.
- The **three most important Capital Improvement** options were 1) more walkable and bikeable streets, 2) pavement rehabilitation and roadway repairs, and 3) wastewater collection/ water distribution improvements.

The report itself contains:

- An executive summary of the methodology for administering the survey and major findings,
- Charts depicting the overall results of the survey,
- Benchmarking data that shows how the results for Fort Lauderdale compared to other communities nationally and to the State of Florida,
- GIS maps that show the dispersion of results for selected survey questions,
- Importance-satisfaction analysis that helps the City set priorities for improvement,

- Tables that show the results for all questions on the survey,
- A copy of the survey instrument, and
- An addendum containing cross tabular results specific to each Commission District (will be forwarded upon completion by ETC Institute).

Please contact me or Amy Knowles, Structural Innovation Manager at (954) 828-5987 or at [aknowles@fortlauderdale.gov](mailto:aknowles@fortlauderdale.gov), with any questions.

Thank you.

Resource Impact: There is no resource impact at this time

Attachment 1- 2012 Neighbor Survey Final Report Findings  
Attachment 2- 2012 Neighbor Survey Presentation  
Attachment 3- 2012 Neighbor Survey Commission District Maps

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