



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

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

**DATE:** March 17, 2015

**TITLE:** 2014 Neighbor Survey Results

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I am pleased to provide the results of the third annual Neighbor Survey. Conducted in December of 2014, 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 2016 Commission Annual Action Plan and FY 2016 Annual Operating Budget.

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

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

### **Noteworthy Customer Service Results Increases**

I commend our employees on their outstanding improvements in customer service and community appearance: satisfaction increased 10% or higher for many indicators. The City continues to exceed the national average for the overall quality of services. For neighbors that directly contacted the City, the following indicators increased more than 10%:

- "It was easy to find someone to address my request" increased 14% since 2012
- "The response time was reasonable" increased 11% since 2012
- "I was able to get my question/ concern resolved" increased 11% since 2012

- “Employees are courteous/ professional” increased 10% since 2012
- “I was satisfied with my experience” increased 11% since 2012

With regards to the enforcement of codes and ordinances related to appearance:

- “Enforcing of mowing and cutting of weeds and grass on private property” increased 10% since 2013;
- “Enforcing the maintenance of residential property (exterior of homes)” increased 13% since 2013; and
- “Enforcing the maintenance of business property” increased 15% since 2013.

### **Changes in the Opinions and Perceptions of the City**

The overall opinions about the City of Fort Lauderdale trended slightly upward since the 2013 survey, with a notable satisfaction increase in the City “as a place to raise children” (7%) and educate children (7%). Since 2012, there has been a 4% increase in satisfaction with the City “as a place that is moving in the right direction”.

Perceptions of the City have generally increased since 2013: with satisfaction with the “overall value received for City tax dollars and fees” increasing by 8%, “overall planning for growth” by 5%, the “availability of employment” increasing 7%, the “quality of public schools” increasing 4%, and “efforts in addressing homelessness” increasing 8%.

### **Changes in Satisfaction with City Services**

The Police Department experienced considerable increases in satisfaction ratings since the 2013 results, with the “overall quality of police protection” increasing 8%, the “professionalism of employees responding to emergencies” increasing 8%, how “quickly police respond to 911 emergencies” increasing 5%, and the City’s “efforts to prevent crime” increasing 5%. Perceptions of safety generally remained high, with the City still exceeding national averages in the feeling of safety downtown and in parks. Fire-Rescue results remained high, with slight increases across the board.

Additionally, since 2013 “overall maintenance of City streets, sidewalks, and infrastructure” increased by 5%. Satisfaction with “water, wastewater, and flooding” experienced slight increase in all areas, notably for the “quality of drinking water” (3%) and our efforts to prevent flooding improved for both tidal (6%) and stormwater (4%). Satisfaction with most transportation and mobility results remained consistent since the last survey, with a decrease in the “availability of B-cycle stations” (-4%).

Community planning and development results increased notably in two areas since 2013, with the “process for conducting inspections” increasing by 3%, and “support for the use of sustainable construction” increasing by 8%. Satisfaction with City “support of

the preservation of historic buildings” decreased by 4%.

In the area of parks and recreation, results were consistent, with a notable 5% increase in satisfaction with City “adult athletic programs”, a 7% satisfaction decrease with the “quality of athletic fields”, and a 4% and 5% satisfaction decrease in the “quality” and “amount of special events” respectively since 2013.

## Survey Priorities

The survey priorities are consistent with the 2013 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:

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### 2014 NEIGHBOR SURVEY PRIORITIES OVERALL, COMMUNITY INVESTMENT PLAN, AND SPECIFIC AREAS

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#### OVERALL PRIORITIES

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

#### COMMUNITY INVESTMENT PLAN PRIORITIES

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1. More walkable and bikeable streets
2. Stormwater and drainage improvements (ranked number one in the 2013 Survey)

#### DEPARTMENT/SPECIFIC AREA PRIORITIES

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

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

- Survey results that have increased 4% or more since the 2013 Survey, giving high statistical confidence of the data;
- Neighbor Survey priorities with current activities underway;
- Results that are above and below national comparisons; and
- The full survey report.

## **Next Steps**

The Community Building Leadership Team (CBLT) will review the results in-depth on March 27<sup>th</sup>. 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 23<sup>rd</sup>, 2015. 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: 2014 Neighbor Survey Increases and Decreases

Exhibit 2: 2014 Neighbor Survey Priorities

Exhibit 3: 2014 Neighbor Survey Comparisons

Exhibit 4: 2014 Neighbor Survey Report

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## 2014 Neighbor Survey Results: Increases and Decreases

The 2014 Neighbor Survey is comprehensive, and contains a large volume of questions spanning overall satisfaction, perception, and specific services. The following tables illustrate statistically significant increases (equal to or more than 4%) and decreases (equal to or less than 4%) since the 2013 Neighbor Survey.

<b>2014 NEIGHBOR SURVEY SATISFACTION</b>			
<b>INCREASES 4% and GREATER</b>			
<b>(IN ORDER OF SURVEY INSTRUMENT)</b>			
1.	Satisfaction with the city as a place to both raise and educate children	7%	
2.	Satisfaction with the overall maintenance of City streets, sidewalks, and infrastructure	5%	
3.	Overall value received for City tax dollars and fees	8%	
4.	Overall planning for growth	5%	
5.	Availability of employment	7%	
6.	Quality of public schools	4%	
7.	Efforts in addressing homelessness	8%	
8.	Overall quality of police protection	8%	
9.	Overall quality of police professionalism when responding to emergencies	8%	
10.	How quickly police respond to 911 emergencies	5%	
11.	The City's efforts to prevent crime	5%	
12.	Enforcing of mowing and cutting of weeds and grass on private property	10%	
13.	Enforcing the maintenance of residential property (exterior of homes)	13%	
14.	Enforcing the maintenance of business property	15%	
15.	City support for the use of sustainable construction	8%	
16.	City adult athletic programs	5%	
17.	Prevention of tidal-related flooding	6%	
18.	Prevention of storm water related flooding	4%	
<b>CUSTOMER SERVICE SATISFACTION INCREASES</b>		Since 2013	Since 2012
19.	It was easy to find someone to address my request	9%	14%
20.	The Fort Lauderdale employee went the extra mile	3%	7%
21.	The response time was reasonable	8%	11%
22.	I was able to get my question/ concern resolved	4%	11%
23.	Fort Lauderdale employees are courteous/ professional	3%	10%
24.	I was satisfied with my experience	4%	11%
25.	Utility Billing service experience	5%	6%

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**2014 NEIGHBOR SURVEY**  
**DECREASES 4% and GREATER**  
**(IN ORDER OF SURVEY INSTRUMENT)**



1.	The City of Fort Lauderdale builds community	-5%
2.	How well the City is prepared for disasters	-4%
3.	Walking in your neighborhood at night	-8%
4.	City support for the preservation of historic buildings in the City	-4%
5.	Quality of athletic fields	-7%
6.	Quality of City's special events and festivals	-4%
7.	Amount of the City's special events and festivals	-5%
8.	Availability of B-Cycle stations	-4%

## 2014 Neighbor Survey: Priorities and Actions

In order to help identify the 2014 Neighbor Survey 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.

The following table outlines the priority survey issues within all survey categories and highlights current efforts, many that are Commission Annual Action Plan initiatives, to address these items.

<b>2014 NEIGHBOR SURVEY PRIORITIES AND MAJOR INITIATIVES</b>		
<b>CATEGORY</b>	<b>AREA OF EMPHASIS</b>	<b>CURRENT MAJOR INITIATIVES</b>
Overall priorities for the City	Overall flow of traffic	<ul style="list-style-type: none"> <li>○ All Aboard Florida Passenger Rail (IN 1-1)</li> <li>○ 17<sup>th</sup> Street Mobility Plan (IN 1-1)</li> <li>○ Traffic Flow &amp; Signal Synchronization Analysis (IN 1-1)</li> <li>○ Downtown Walkability Plan (IN 1-2)</li> <li>○ Connecting the Blocks Plan (IN 1-2)</li> <li>○ The WAVE Streetcar (IN 1-1)</li> </ul>
	Maintenance of streets, sidewalks and infrastructure	<ul style="list-style-type: none"> <li>○ Pavement Management Plan- Road condition Evaluation and Improvements (IN 2-1)</li> <li>○ Sidewalk Evaluation and Improvements (IN 1-2)</li> <li>○ Bridges Master Plan- Evaluation and Improvements (IN 2-1)</li> </ul>
	Preparing for the future of the City of Fort Lauderdale	<ul style="list-style-type: none"> <li>○ Continued progress with <i>Fast Forward Fort Lauderdale: 2035 Vision Plan</i> and <i>Press Play Fort Lauderdale: 2018 Strategic Plan</i></li> <li>○ Comprehensive Plan Amendments, including Climate Change and Resiliency (NS 6-1)</li> <li>○ Central Beach Master Plan (NS 6-1)</li> </ul>
Public Safety Services	Visibility of police in neighborhoods	<ul style="list-style-type: none"> <li>○ Attendance at Neighborhood Association meetings (PS 9-1)</li> </ul>
	City's efforts to prevent crime	<ul style="list-style-type: none"> <li>○ Predictive policing software and deployment (PS 9-1) and Security cameras (PS 9-1)</li> <li>○ Intelligence-Led policing (PS 9-1)</li> <li>○ Juvenile Crime Strategy (PS 9-1)</li> </ul>

**2014 NEIGHBOR SURVEY  
PRIORITIES AND MAJOR INITIATIVES**

<b>CATEGORY</b>	<b>AREA OF EMPHASIS</b>	<b>CURRENT MAJOR INITIATIVES</b>
Transportation and Mobility	Safety of biking	○ Connecting the Blocks Plan (IN 1-2)
	Cost of public parking	○ As mobility options increase, the reliance on public parking should decrease (IN 1-1)
	Availability of public parking at the beach	○ Options under evaluation through Beach CRA improvements
	Management of traffic flow and congestion	○ Provided in Row 1
Water, Wastewater, Waterways, Flooding and Sanitation	Prevention of stormwater related flooding	○ Stormwater Master Plan (IN 2-2) ○ Adaptation Action Areas Implementation (IN 2-2)
	Prevention of tidal related flooding	
	Cleanliness of waterways near your home	○ Improved level of service in development with the procurement of a Debris Skimmer Vessel, and smaller boat, and route prioritization (PP 3-1)
	Overall quality of drinking water	○ Continue 100% compliance with primary drinking water standards (IN 2-6)

-Actions are actively addressed as a priority within the FY 2015 Commission Annual Action Plan and *Press Play 2018*, the strategic plan.  
 -The Cylinder of Excellence, goal and objective numbers are notated after the item.  
 IN= Infrastructure, PP = Public Places, PS = Public Safety. The full strategic plan can be accessed at [www.fortlauderdale.gov/pressplay](http://www.fortlauderdale.gov/pressplay)

Progress with these priority initiatives and services is monitored within our monthly FL<sup>2</sup>STAT meetings and Cylinders and Platform of Excellence strategic area meetings and within Departments. It is important to note that it typically takes communities an extended period of time to address the concerns and perceptions identified in surveys. Often, these are multifaceted issues that were not created in a single year, such as stormwater and traffic flow, and will take more than a year to address them. Many of these items are not in control of the City and require significant partnership and cooperation.

## **2014 Neighbor Survey: How Fort Lauderdale Compares to Other Communities**

The City of Fort Lauderdale scored 11% above the U.S. average for communities with a population between 100,000 and 250,000 for the overall quality of City services provided and 10% above the Florida average. The top areas in which the City of Fort Lauderdale scored highest above the U.S. average were:

- Bulky item pick up/removal services
- Ratings of the City as a place to visit
- Feeling of safety in downtown Fort Lauderdale
- How quickly City staff responded to requests
- Feeling of safety in City parks

The areas in which the City of Fort Lauderdale scored most below the U.S. average are listed below:

- Management of traffic flow and congestion
- Adequacy of City street lighting
- Ratings of the City as a place to raise children
- Water utility services
- Wastewater service