

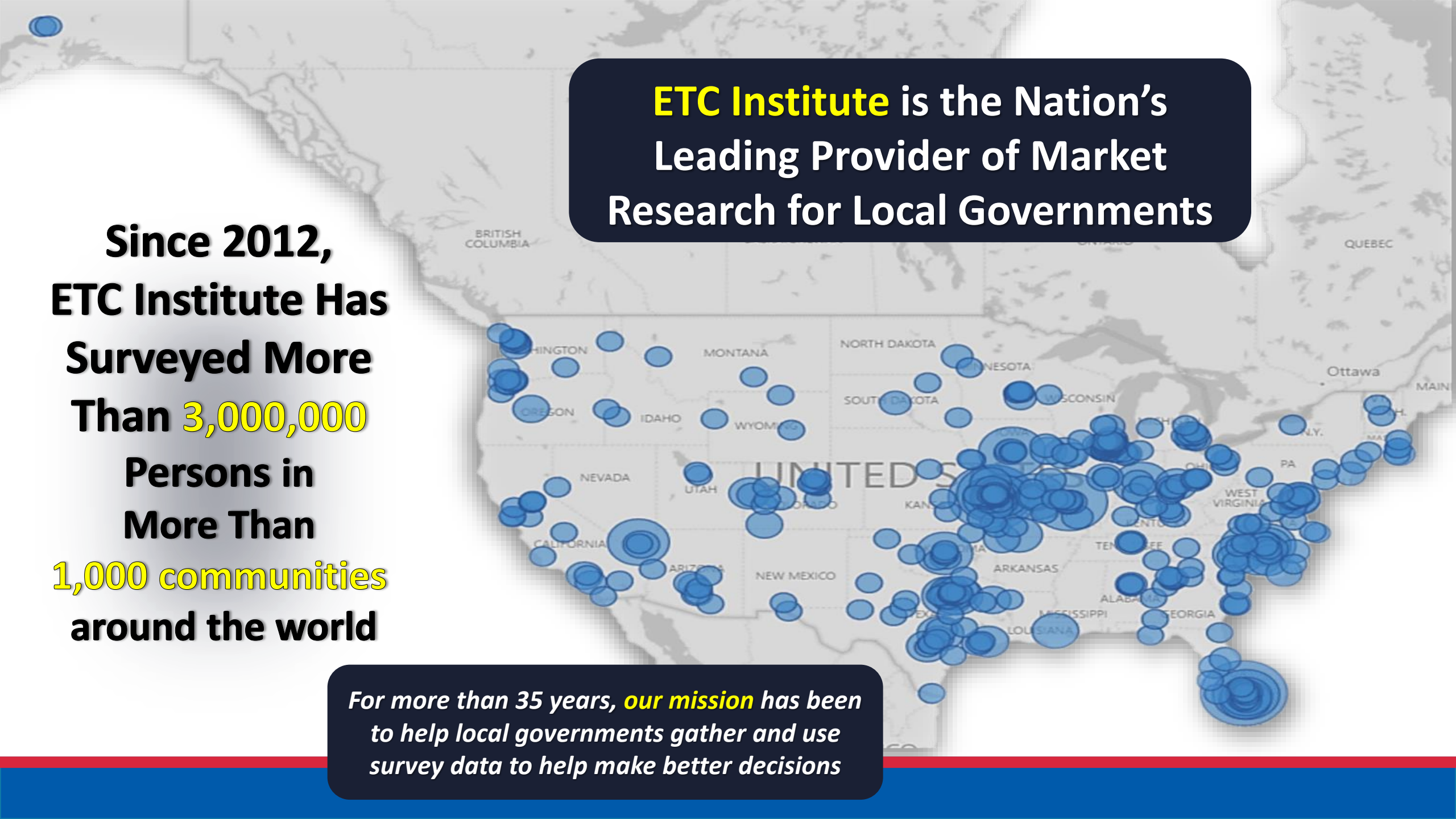
CITY OF FORT LAUDERDALE

Neighbor Survey Findings Report

PRESENTED BY ETC INSTITUTE

APRIL 28, 2022



A map of the United States with numerous blue circles of varying sizes scattered across the country, representing survey locations. The circles are more densely packed in the eastern half of the country, particularly in the Northeast and Southeast. State names are visible on the map, including British Columbia, Quebec, Oregon, Idaho, Wyoming, Montana, North Dakota, South Dakota, Minnesota, Wisconsin, Illinois, Indiana, Ohio, Pennsylvania, New York, Massachusetts, Vermont, New Hampshire, Maine, Nevada, Utah, Arizona, New Mexico, California, Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Georgia, Florida, and West Virginia. Major cities like Ottawa are also labeled.

ETC Institute is the Nation's
Leading Provider of Market
Research for Local Governments

Since 2012,
ETC Institute Has
Surveyed More
Than **3,000,000**
Persons in
More Than
1,000 communities
around the world

*For more than 35 years, **our mission** has been
to help local governments gather and use
survey data to help make better decisions*

Agenda

Purpose, Methodology, and Demographics

4 Things to Remember

Other Findings

Summary

Questions



CITY OF FORT LAUDERDALE

Purpose

To objectively assess resident satisfaction with the delivery of City services



To compare the City's performance with residents regionally and nationally



To help determine priorities for the community

Methodology

Survey Description

Similar to previous surveys conducted by ETC Institute. The last survey was conducted in 2019.

Method of Administration

Administered by mail, phone and online. ETC Institute encouraged participation with texts and emails.

Sample

The stratified random sample was designed to ensure the completion of at least 150 surveys in each commission district.

Margin of Error

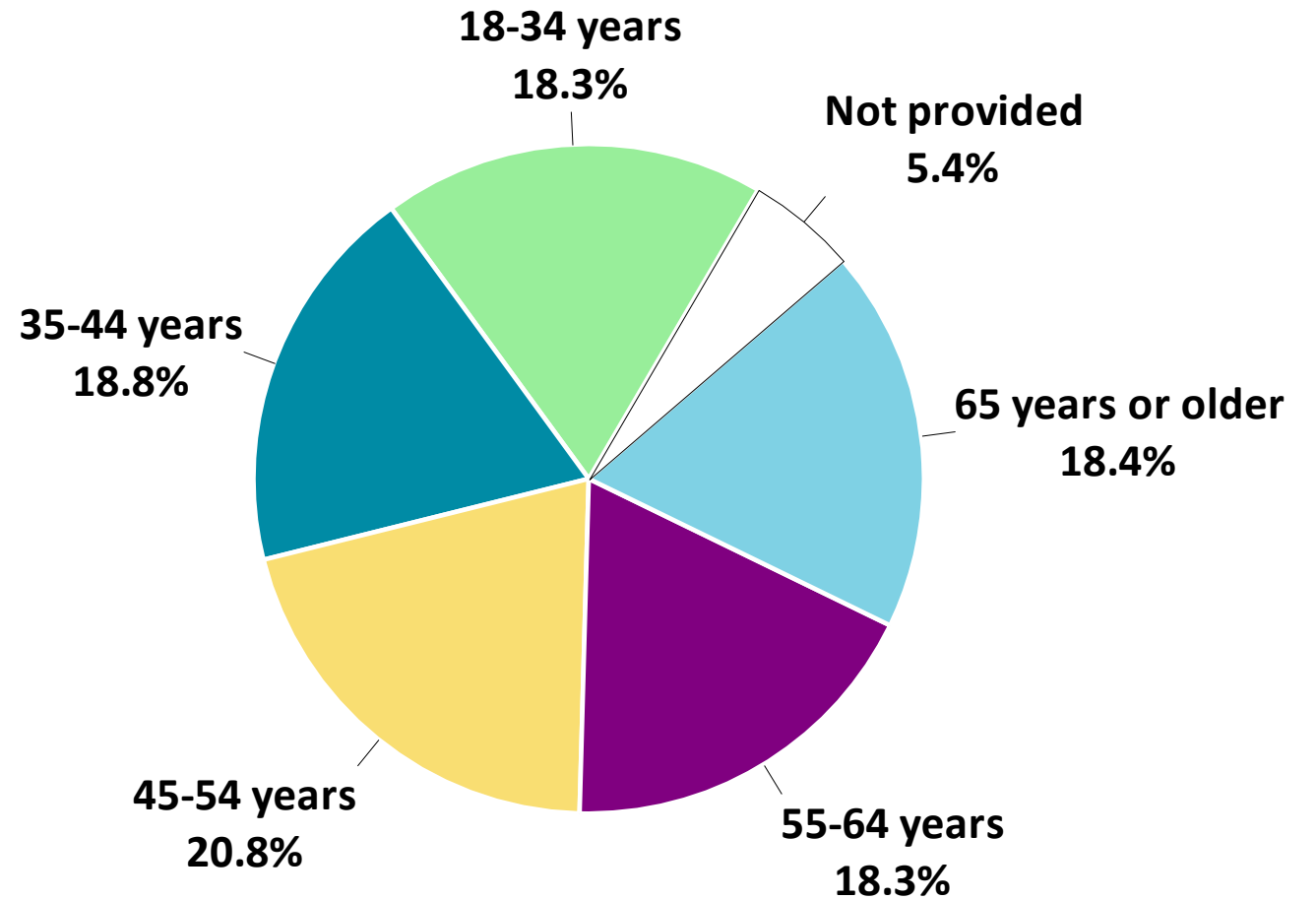
717 completed surveys were collected

+/- 3.6% at the 95% level of confidence

Good Representation by AGE

What is your age?

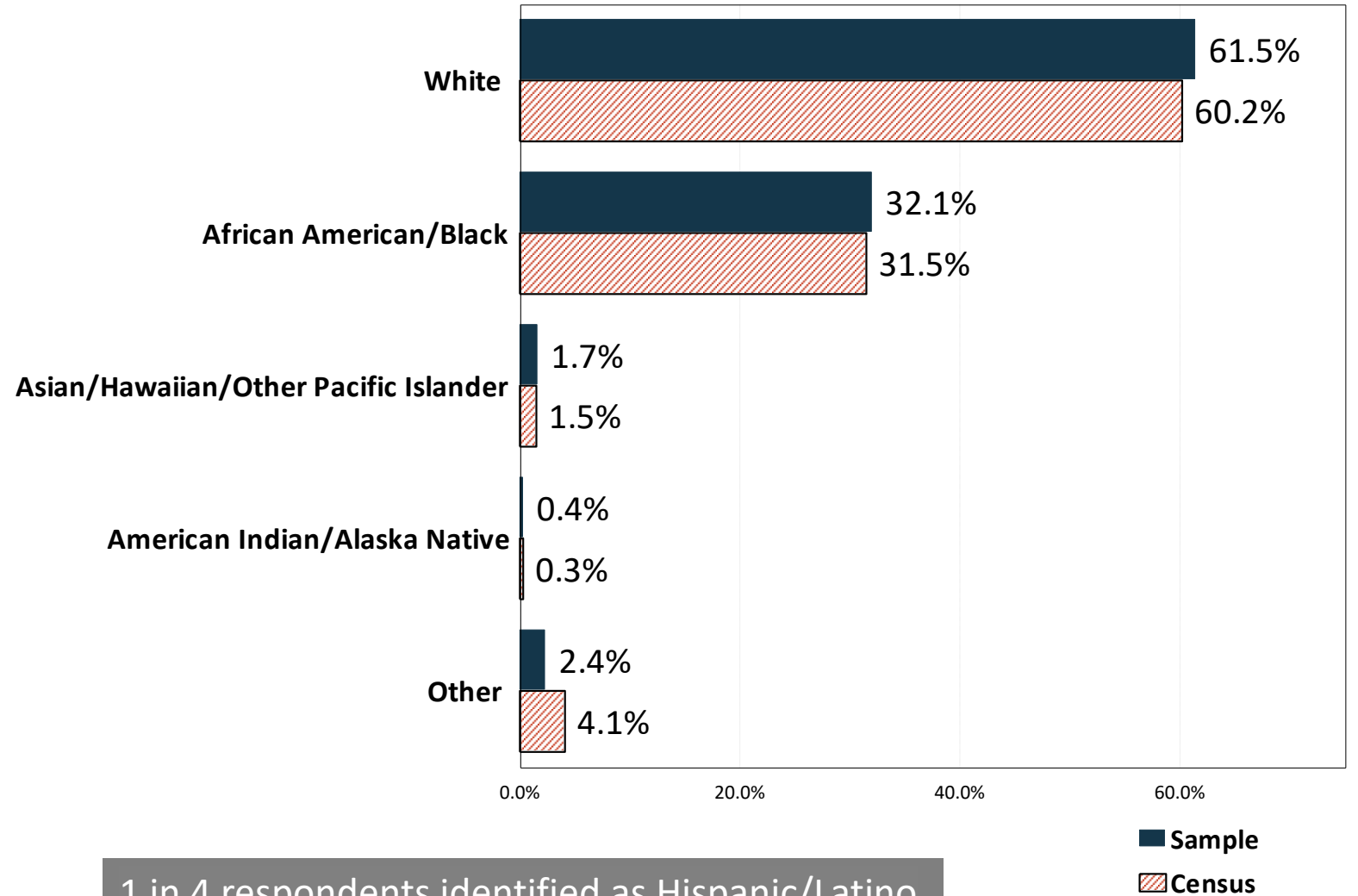
by percentage of respondents



Good Representation by RACE

Which of the following best describes your race?

by percentage of respondents (multiple choices could be selected)

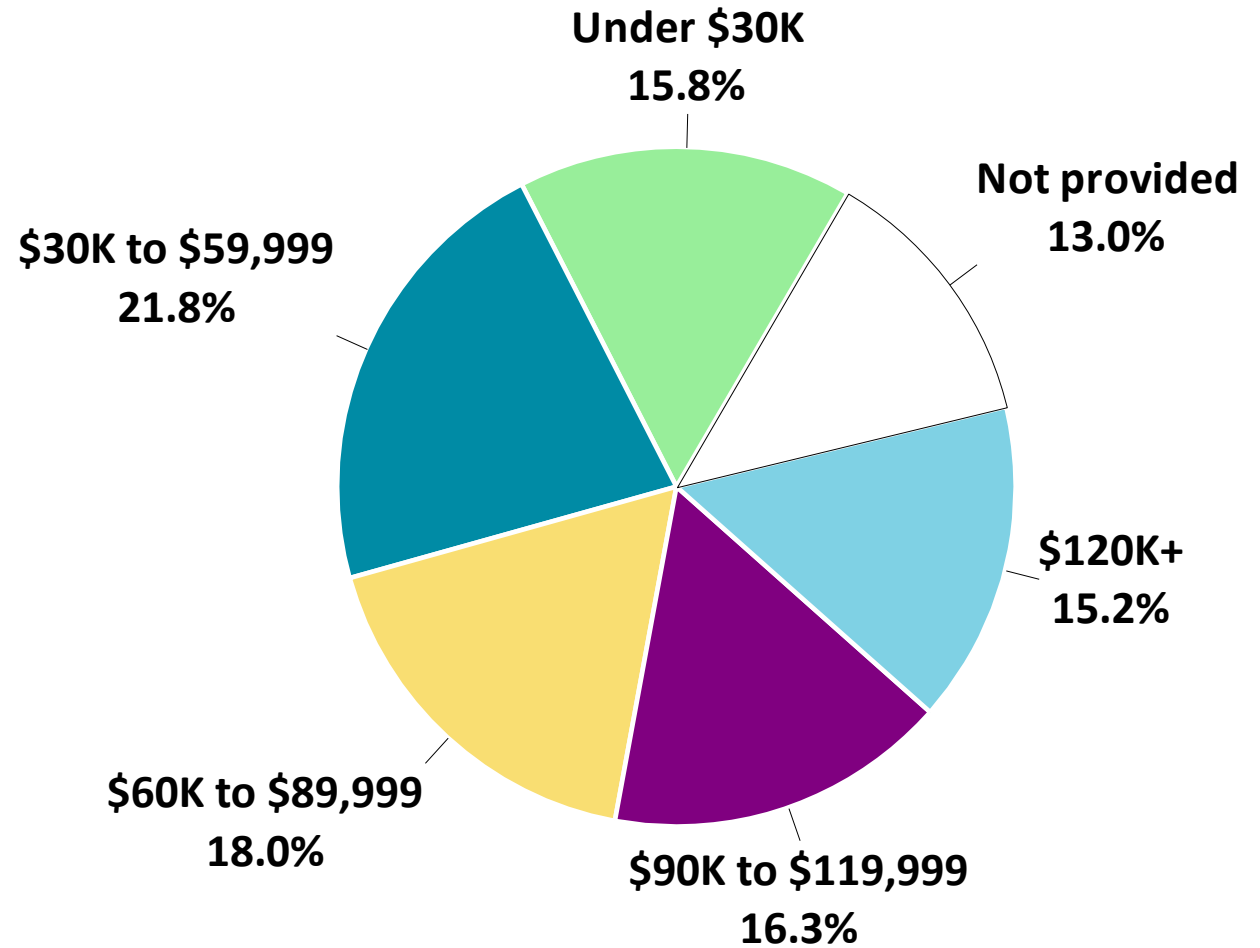


1 in 4 respondents identified as Hispanic/Latino

Good Representation by INCOME

Would you say your total household income is...

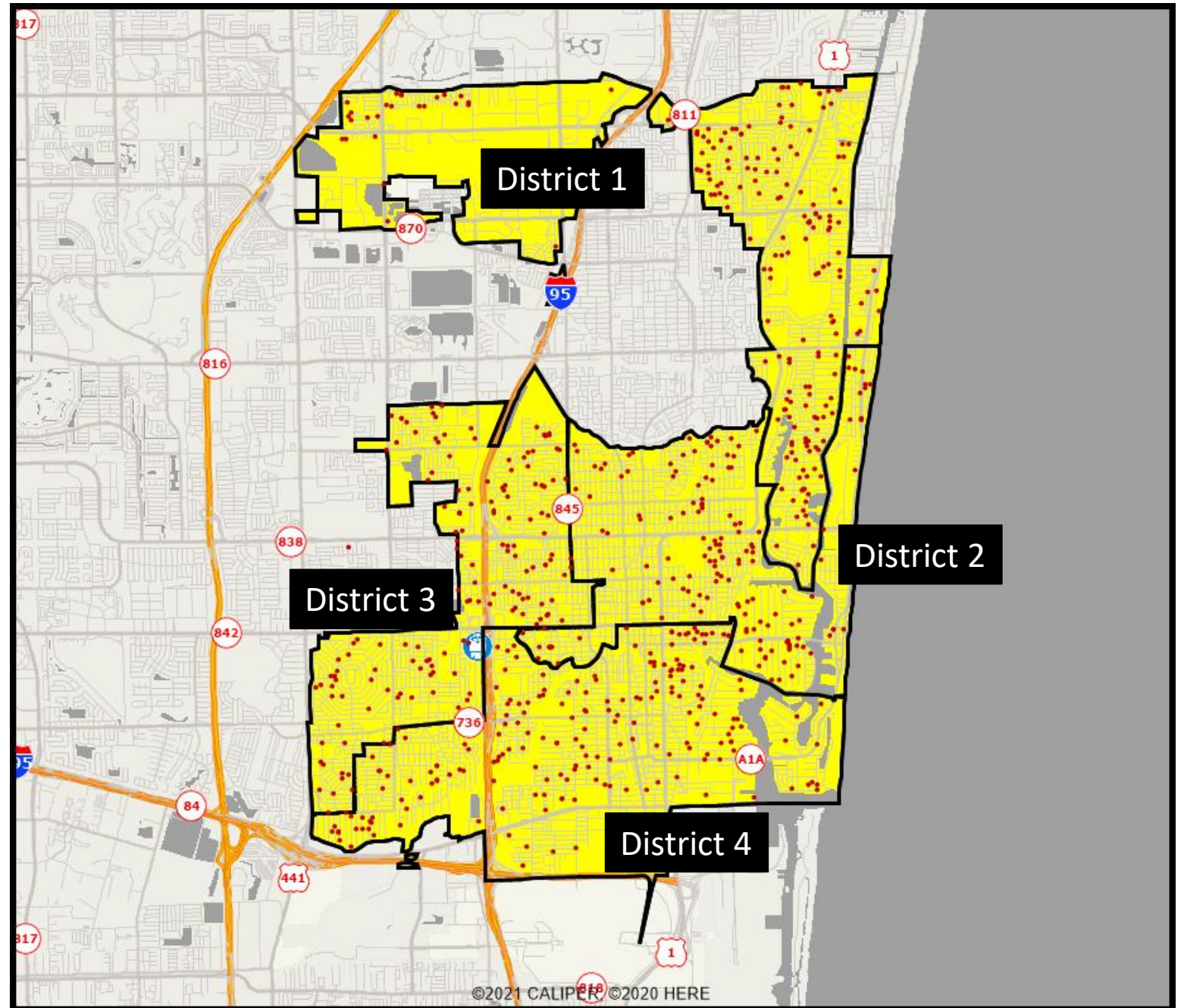
by percentage of respondents



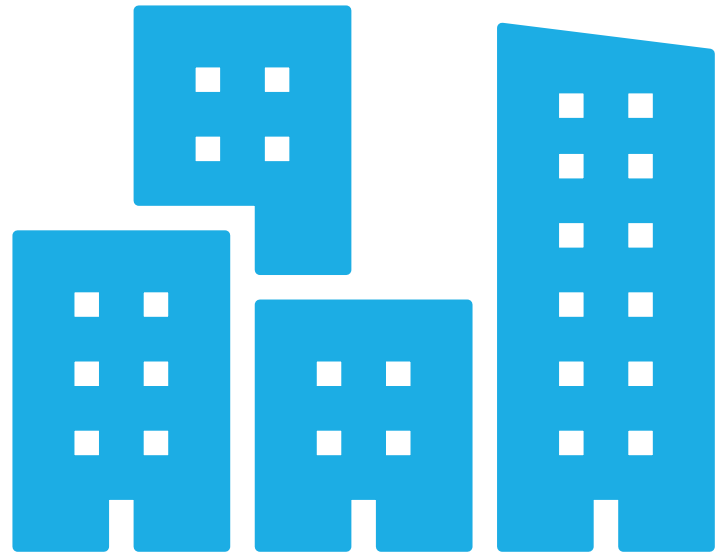
Location of Survey Respondents

Good representation of responses throughout the City. There were at least 150 respondents from each of the City's four commission districts.

Home address of all respondents are geocoded to the block level within their district.



Fort Lauderdale Neighbor Survey Respondents



4 Things to Remember

1. Fort Lauderdale Continues to Set the Standard as a Place to Visit and Live
2. Satisfaction with the Overall Quality of City Services Has Increased Significantly
3. Satisfaction with the Value of City Taxes Has Increased Significantly
4. Satisfaction with Customer Service Has Increased in All Areas

Fort Lauderdale Continues to Set the Standard as a Place to Visit and Live

THINGS TO REMEMBER #1

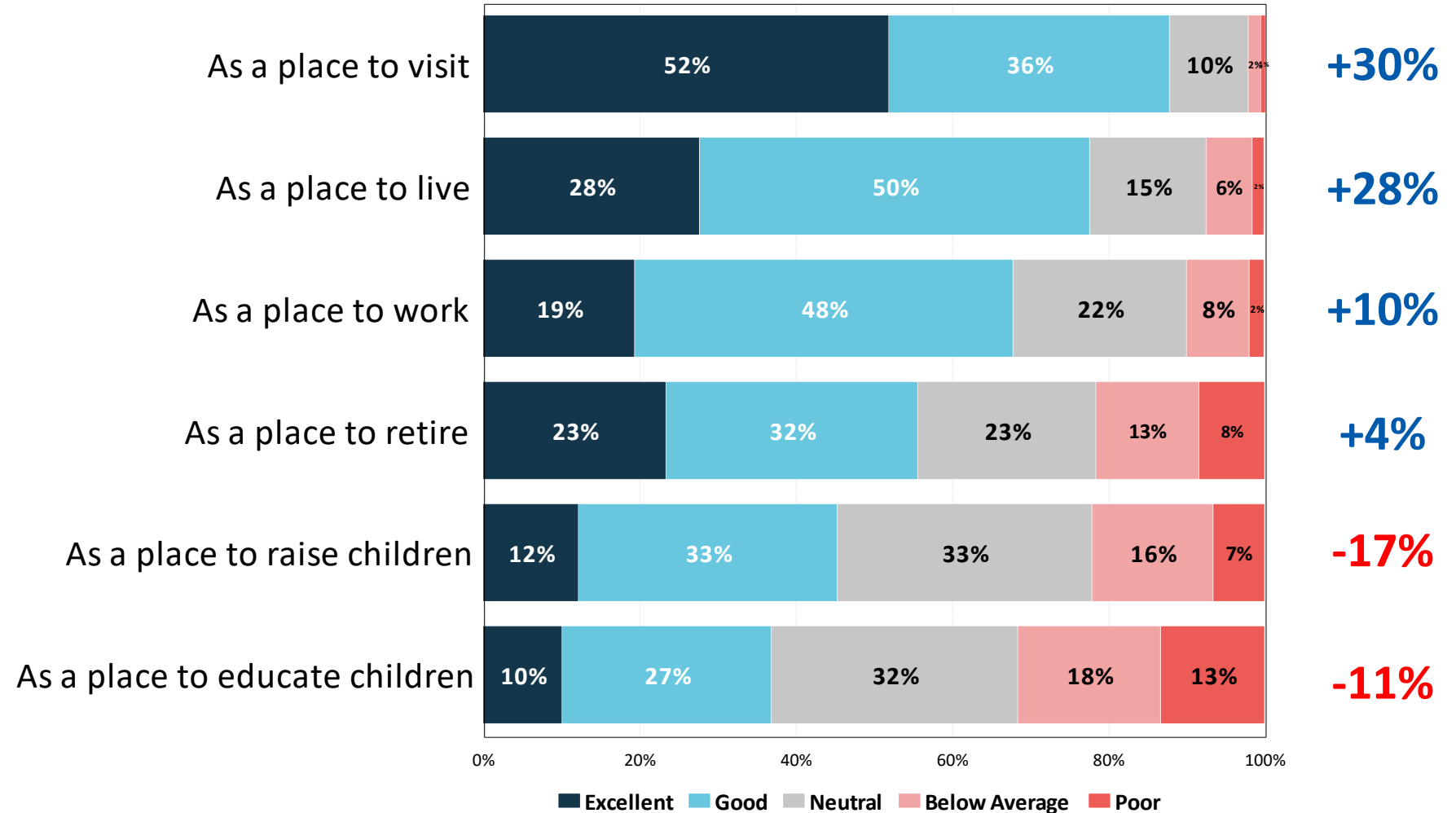


The City is **Setting the Standard as a Place to Visit and Live**, but the City is **Trailing the Nation as a Place to Raise Children.**

Ratings of the City of Fort Lauderdale as a Place Live, Work and Raise Children

by the percentage of respondents (excluding *don't know* responses)

FL vs. USA

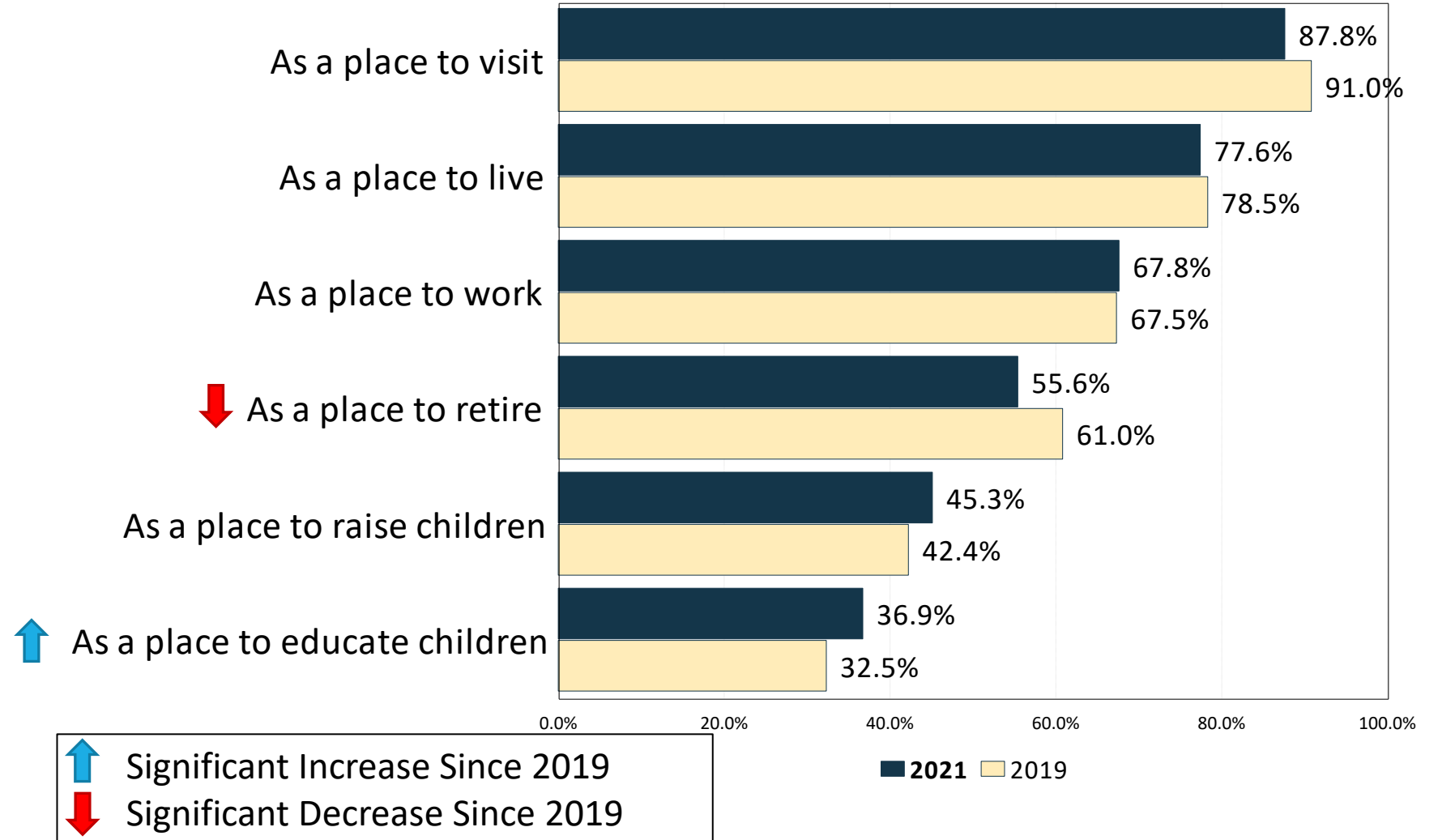


The Pandemic Did Not Significantly Impact Ratings of the City in Most Areas, But Ratings for the City as a Place to Raise and Educate Children Improved.

Trends: 2021 v. 2019

Ratings of the City of Fort Lauderdale as a Place Live, Work and Raise Children

by the percentage of respondents (excluding *don't know* responses)



Satisfaction with the Overall Quality of City Services Has Increased Significantly

THINGS TO REMEMBER #2

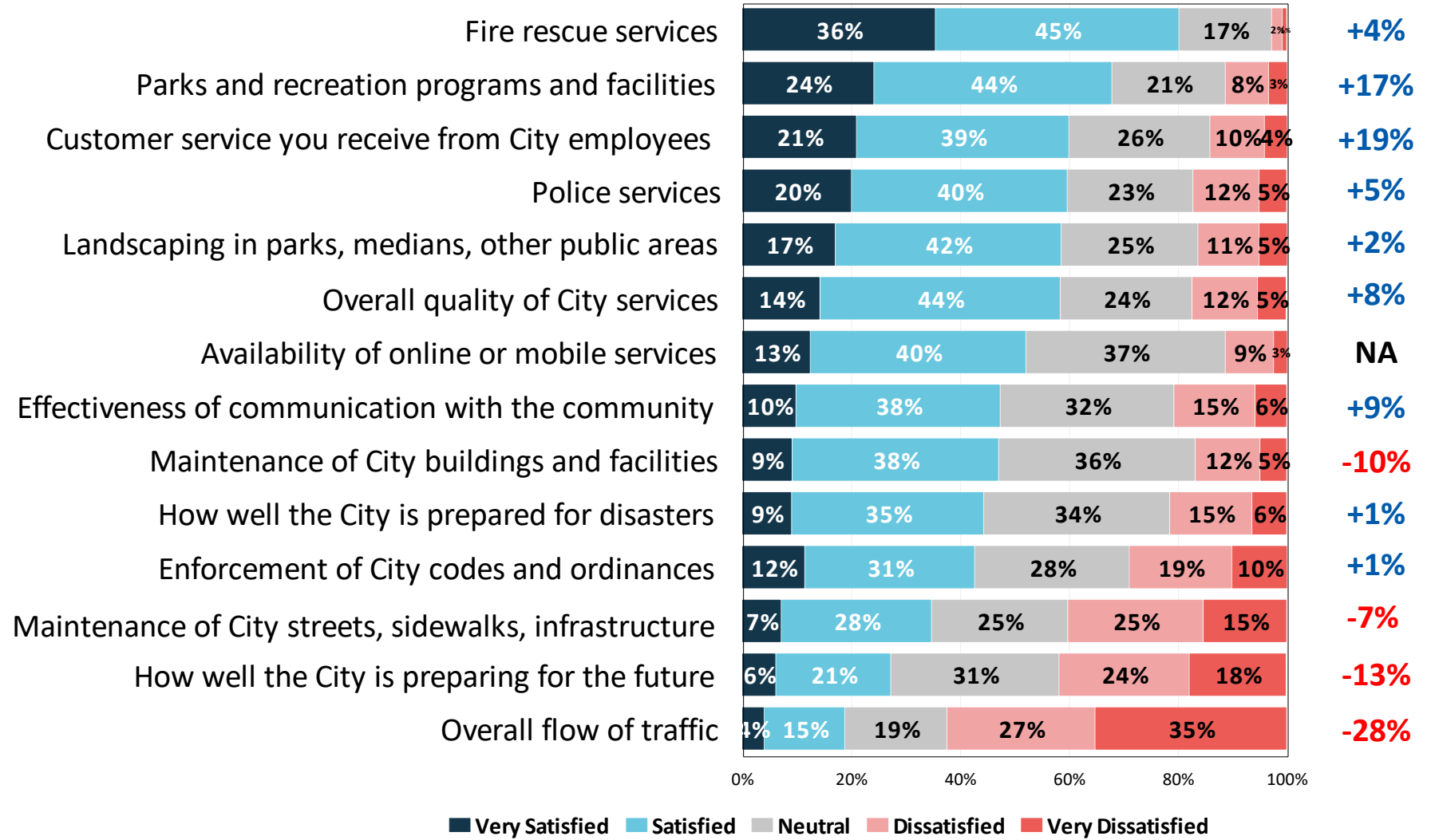


The City is **Setting the Standard for Parks/Recreation and Customer Service**, but the City is Trailing the Nation in Maintenance, Efforts to Prepare for the Future, and Traffic Flow.

Satisfaction with Major City Services

by the percentage of respondents (excluding *don't know* responses)

FL vs. USA

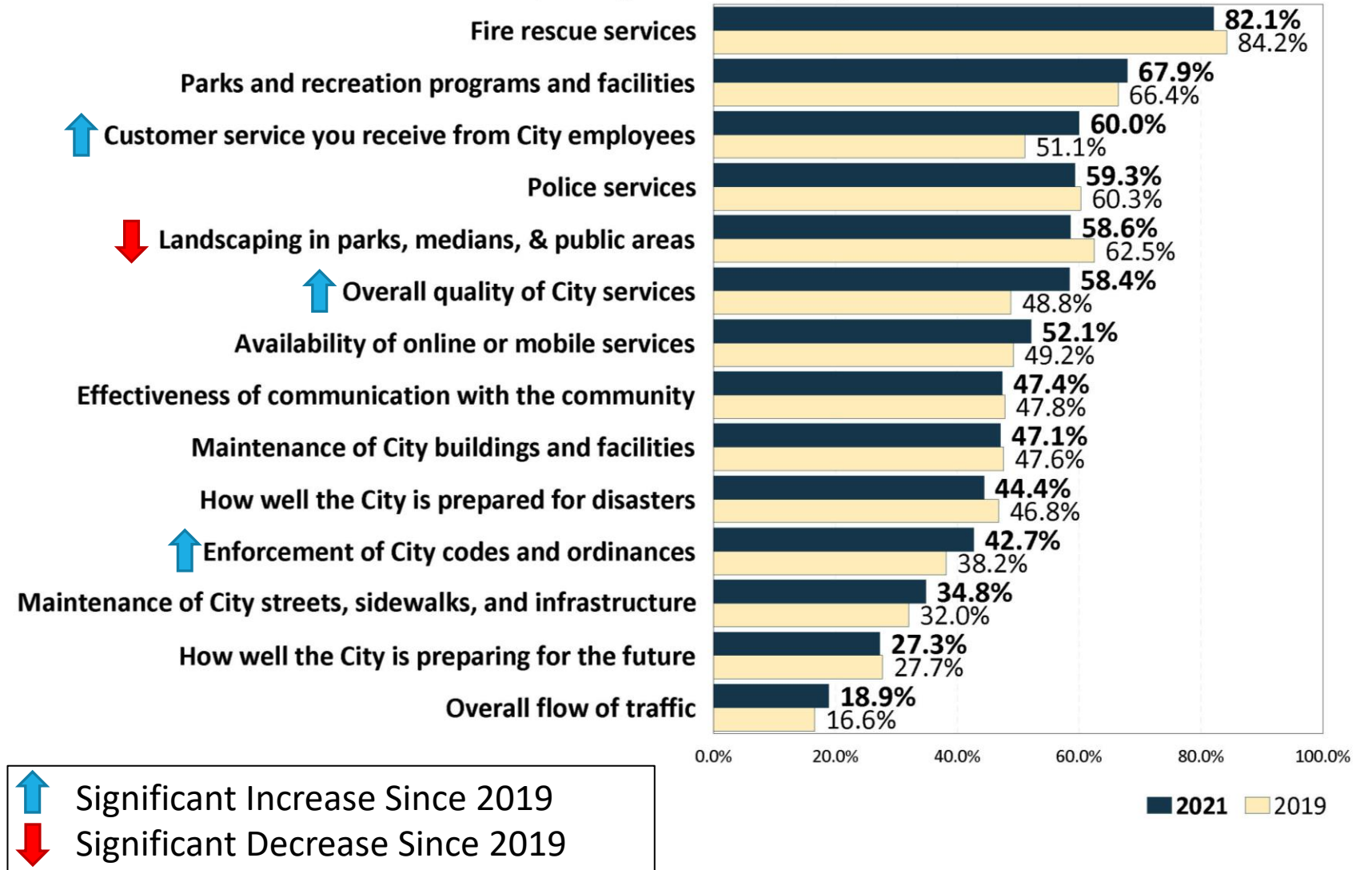


Satisfaction with the Overall Quality of City Services and Customer Service Both Increased by 9%

Trends: 2021 v. 2019

Overall Satisfaction with Major City Services

by the sum percentage of respondents that were either *very satisfied* or *satisfied*
(excluding *don't know* responses)



Satisfaction with the Value of City Taxes Has Increased Significantly

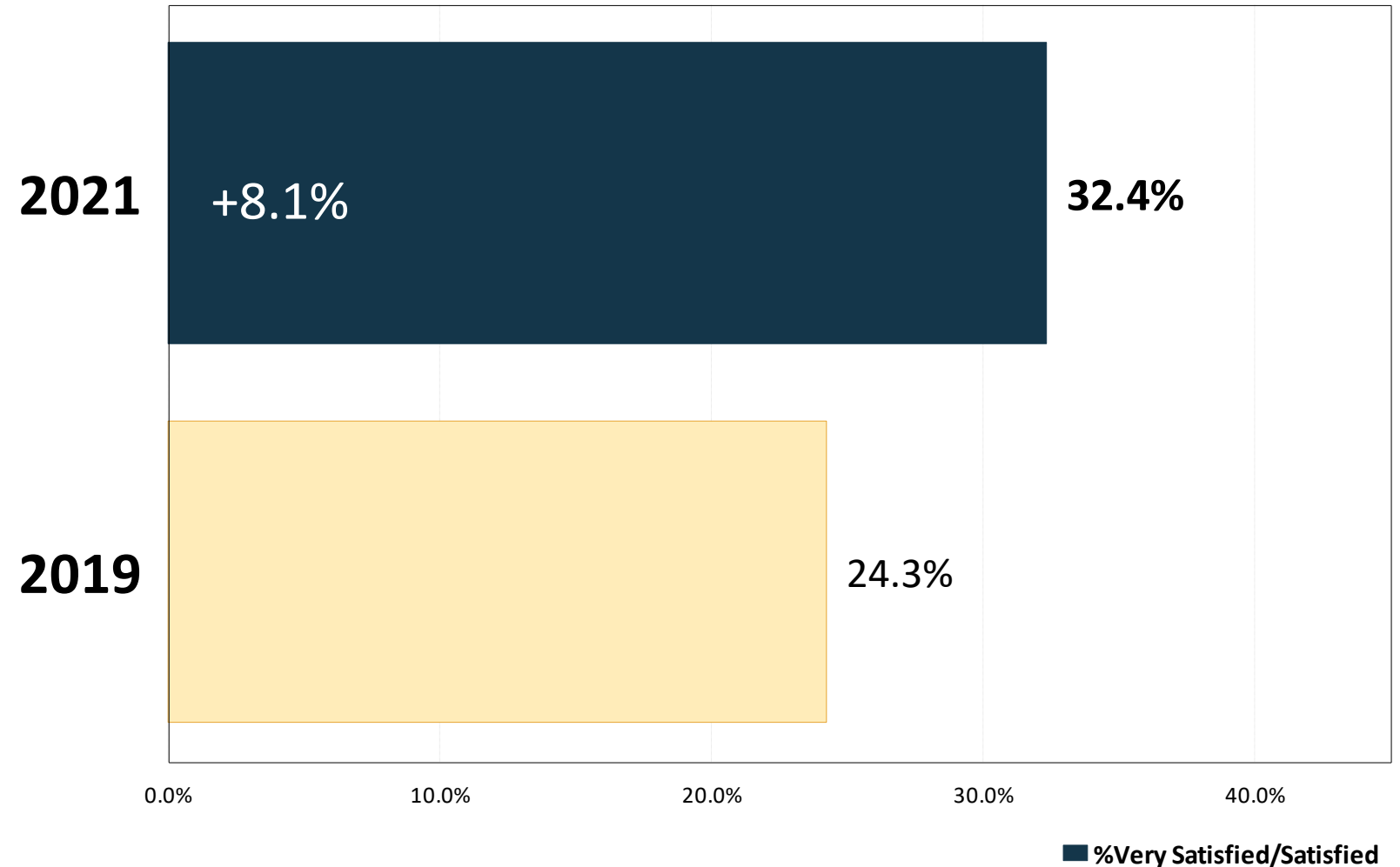
THINGS TO REMEMBER #3



Satisfaction with the **value** residents receive for property taxes that are used to fund the City's operating budget has **increased significantly** since 2019

What is your level of satisfaction with the value you receive for the portion of your property taxes that fund the City's operating budget?

by percentage of respondents (excluding *don't know* responses)



Satisfaction with Customer Service Has Increased Significantly in All Areas

THINGS TO REMEMBER #4

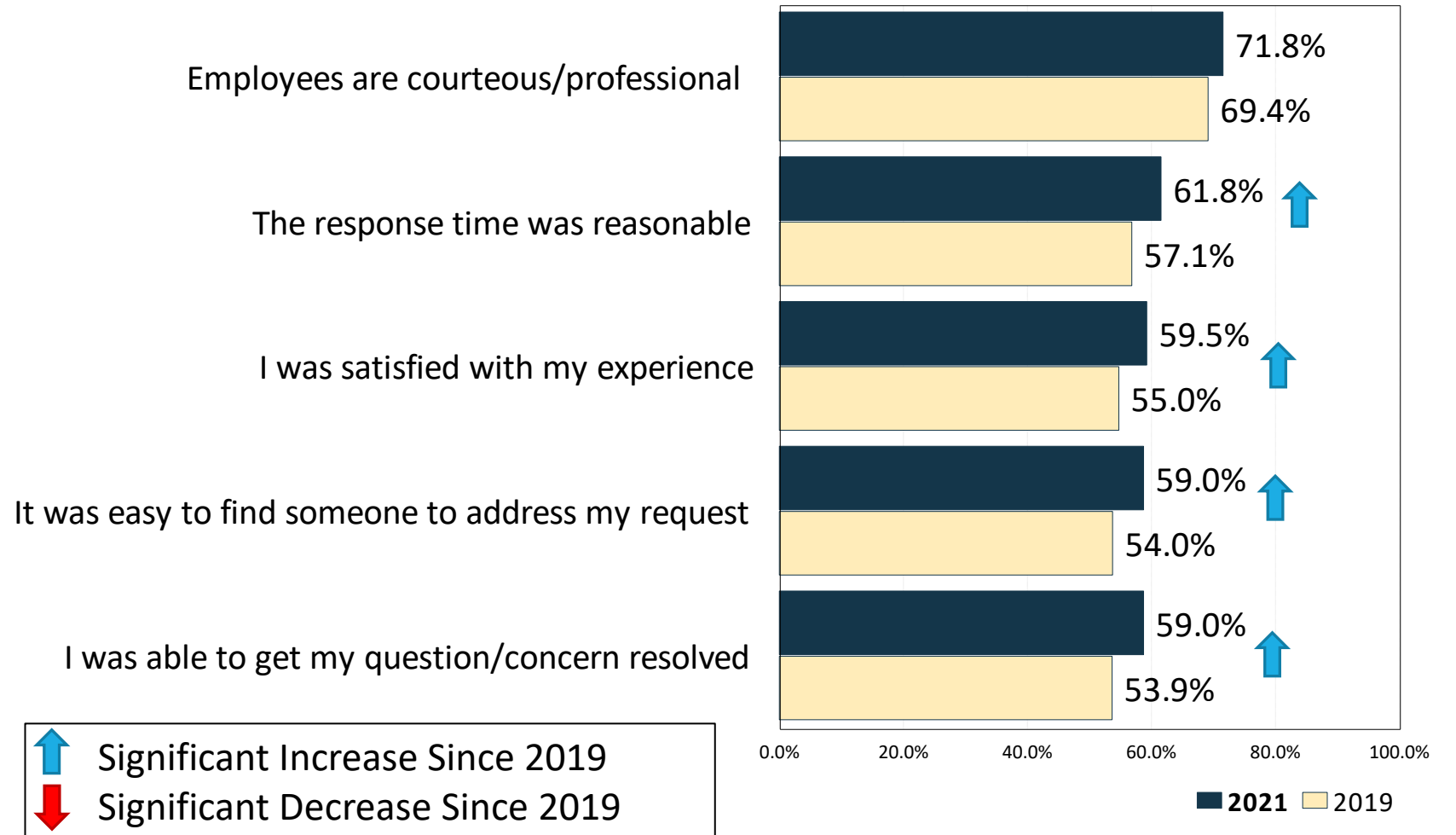


All Areas of
Customer
Service Have
Improved
Since 2019!

Trends: 2021 v. 2019

Please rate your experience with City employees
on the following behaviors.

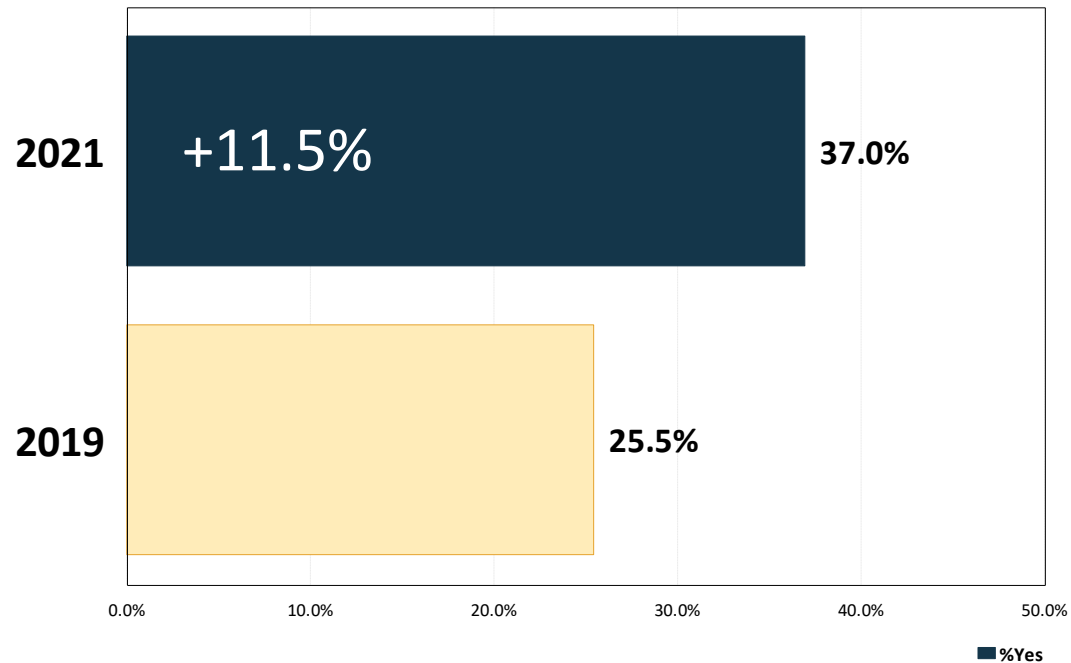
by the sum percentage of respondents that rated their experience with City employees with *always* or *frequently*
(excluding *don't know* responses)



Usage and Satisfaction with the City's 24-Hour Customer Service Center Have Improved Significantly

Have you ever contacted our 24-hour Customer Service Center (954-828-8000)?

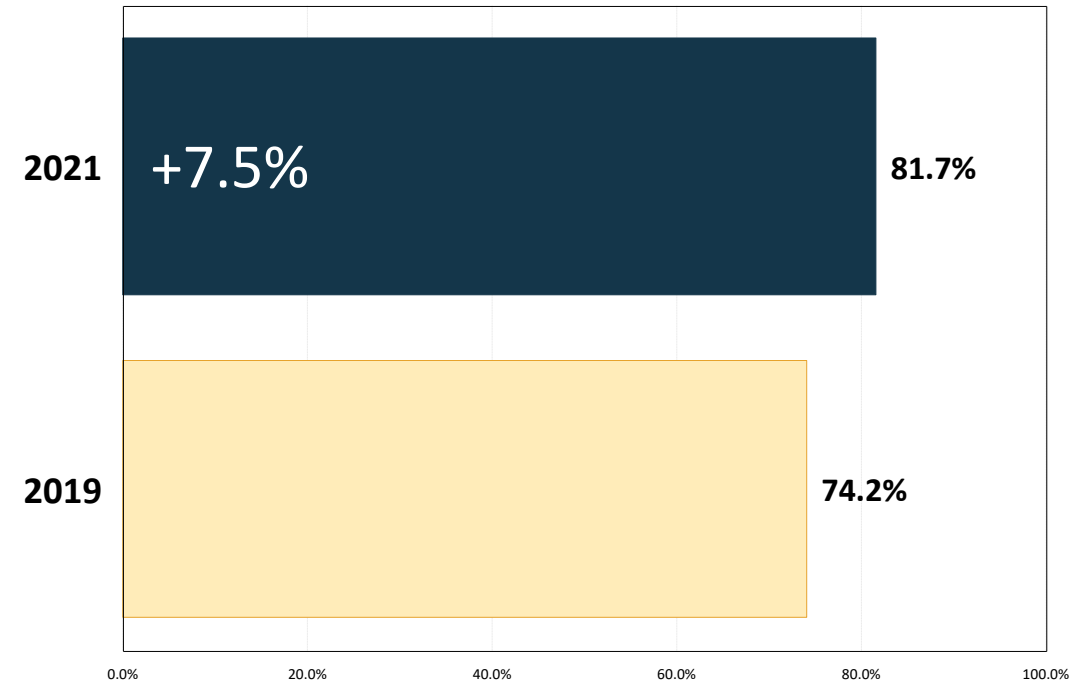
by percentage of respondents that responded with "Yes"



USAGE

How would you rate your experience with the City's 24-hour Customer Service Center (954-828-8000)?

by percentage of respondents who rated the service as "excellent" or "good"

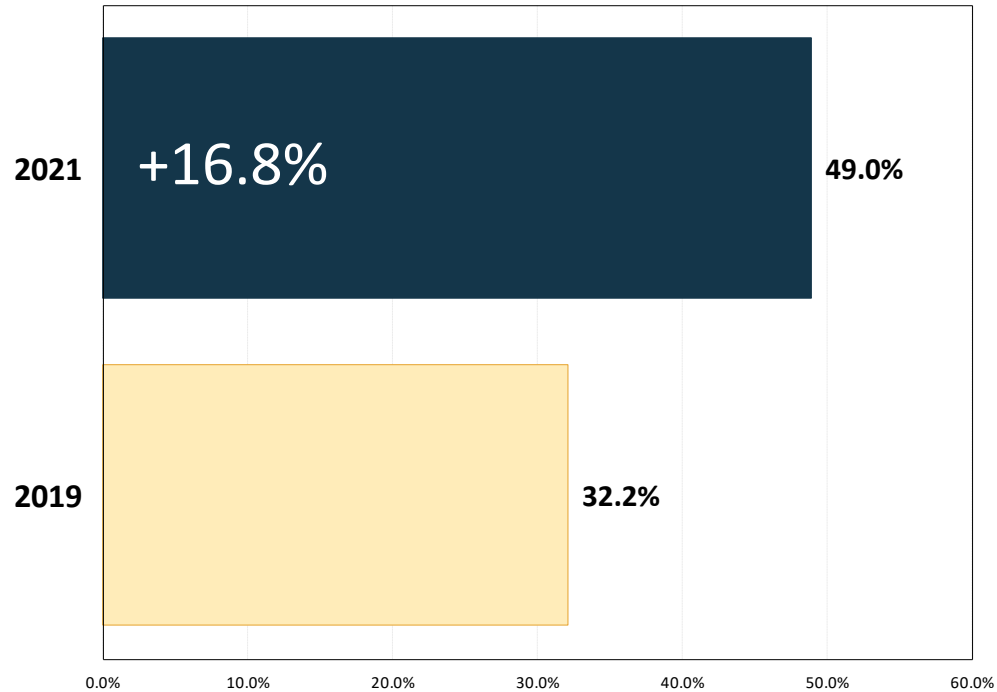


SATISFACTION

Usage and Satisfaction with the City's Utility Billing Office Have Improved Significantly

Have you ever contacted our Utility Billing Office?

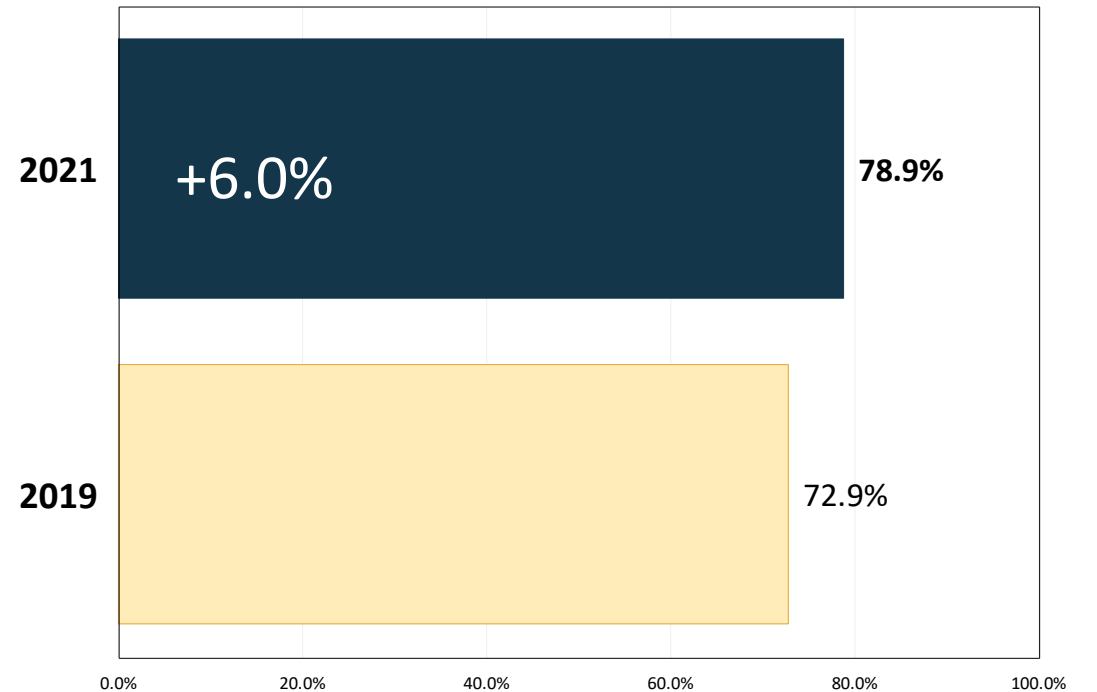
by percentage of respondents that responded with "Yes"



USAGE

How would you rate your experience with the Utility Billing Office?

by percentage of respondents who rated the service as "excellent" or "good"



SATISFACTION



OTHER FINDINGS

Water/Sewer and Stormwater/Drainage Projects Continue to Be the Top Capital Project Investment Priorities

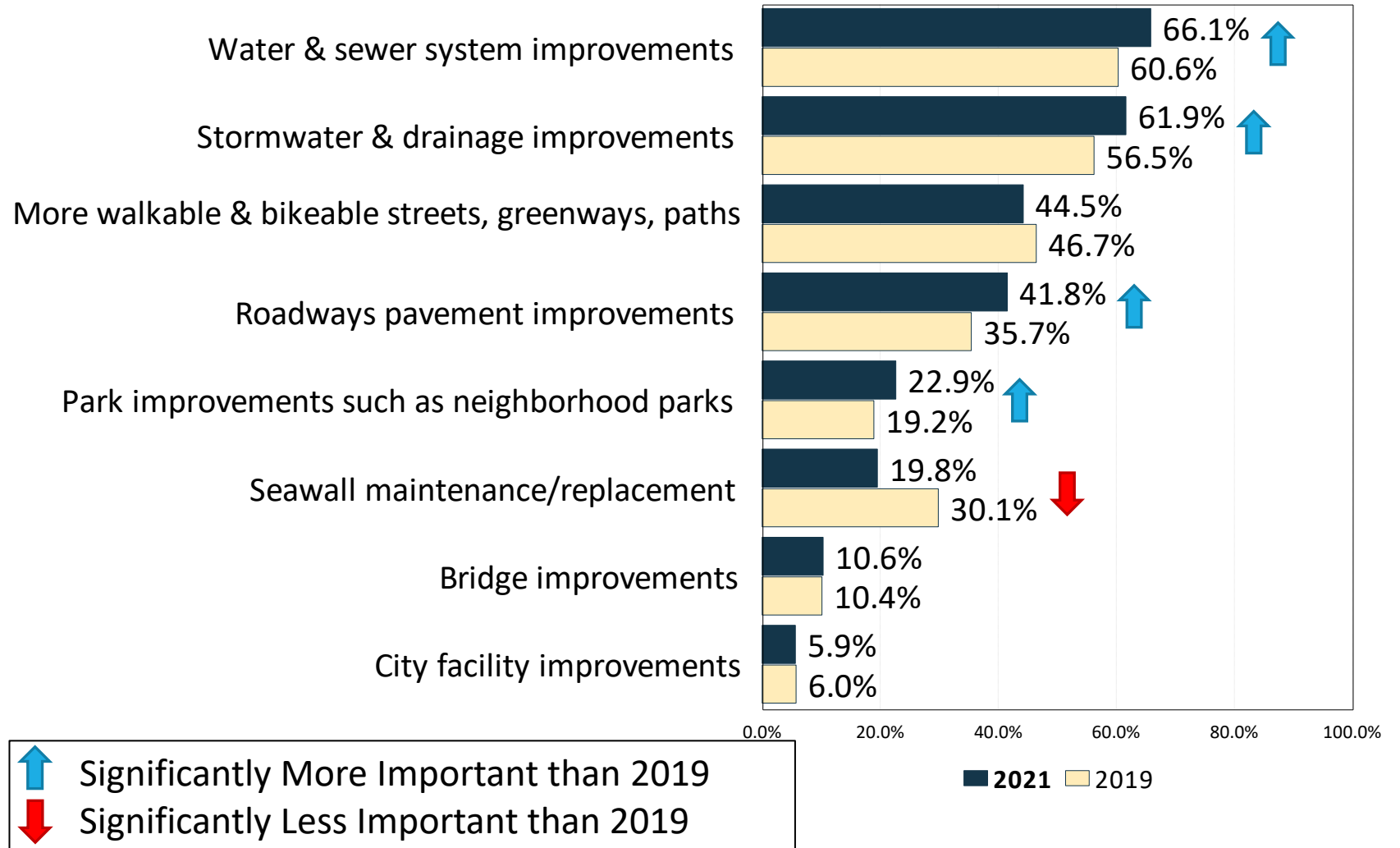
OTHER FINDINGS

Water/Sewer and Stormwater Projects Continue to Be the Top Priorities for the City's Community Investment Plan, But the Importance of Roadway Improvements Has Increased Most Since 2019

Trends: 2021 v. 2019

Capital Projects in the Community Investment Plan the Residents Think Are Most Important

by the percentage of respondents (three choices could be selected)



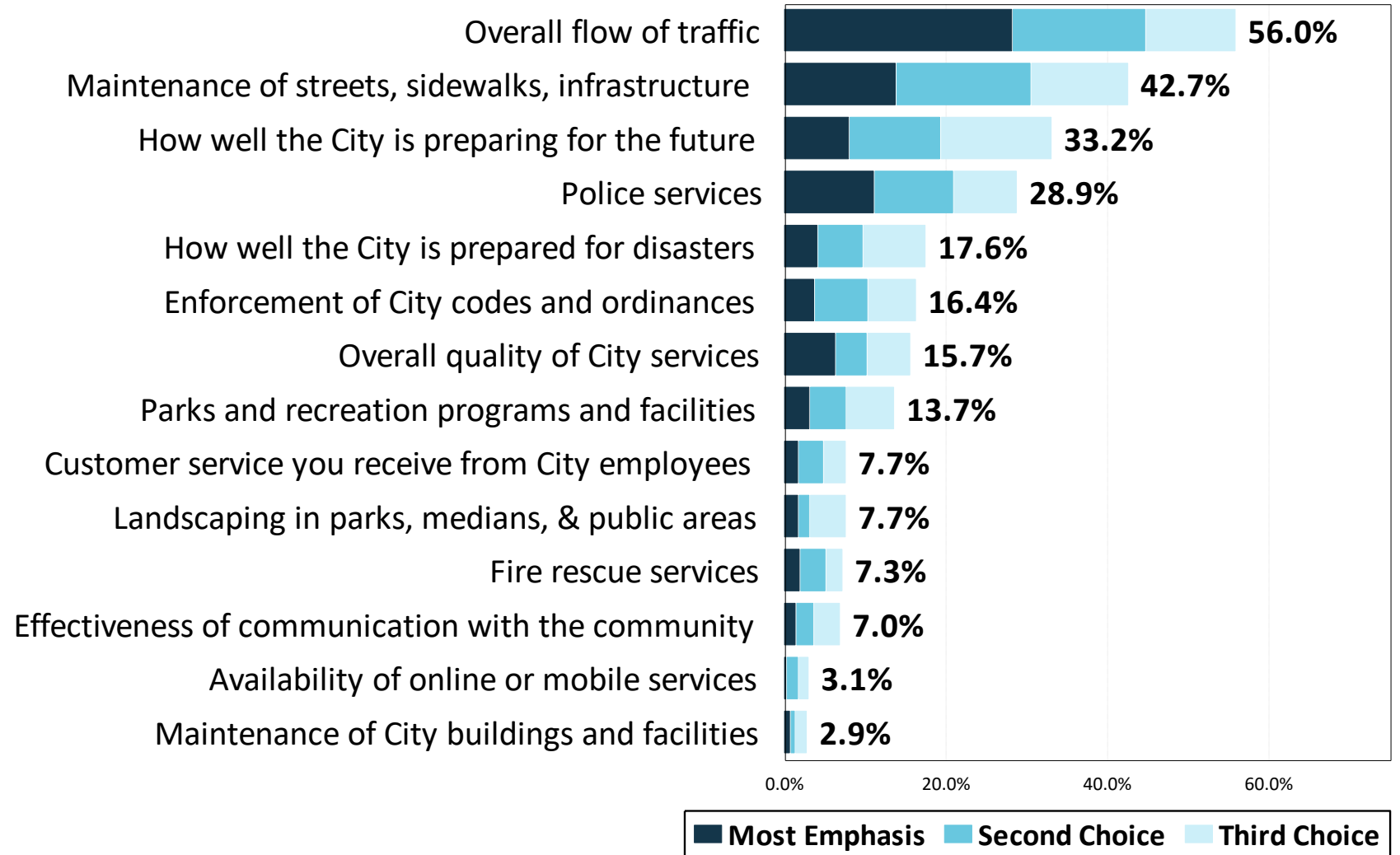
There Are Opportunities for Improvement

OTHER FINDINGS

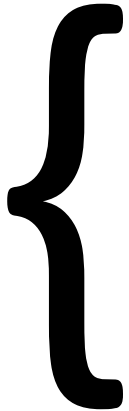
Residents
Think **Traffic**
Flow and
Maintenance
Should Be
Higher
Priorities Over
the Next Two
Years

Which THREE of the items listed do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

by the sum percentage of respondents' top three choices



Opportunities for Improvement



Importance-Satisfaction Analysis Ratings 2021 City of Fort Lauderdale Neighbor Survey Major City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Overall flow of traffic	56%	1	19%	14	0.4542	1
Maintenance of City streets, sidewalks, and infrastructure	43%	2	35%	12	0.2784	2
How well the City is preparing for the future	33%	3	27%	13	0.2414	3
High Priority (I-S = 0.10-0.20)						
Police services	29%	4	60%	4	0.1165	4
Medium Priority (I-S < 0.10)						
How well the City is prepared for disasters	18%	5	44%	10	0.0979	5
Enforcement of City codes and ordinances	16%	6	43%	11	0.0940	6
Overall quality of City services	16%	7	58%	6	0.0653	7
Parks and recreation programs and facilities	14%	8	68%	2	0.0440	8
Effectiveness of communication	7%	12	47%	8	0.0368	9
Landscaping in parks, medians, & public areas	8%	10	59%	5	0.0319	10
Customer service you receive from the City	8%	9	60%	3	0.0308	11
Maintenance of City buildings and facilities	3%	14	47%	9	0.0153	12
Availability of online or mobile services	3%	13	52%	7	0.0148	13
Fire rescue services	7%	11	80%	1	0.0145	14

Items with a High I-S Rating Should Be Priorities for Communication and/or Investment

Opportunities for Improvement Within Major Service Categories

Fire/EMS	Police	Parks and Recreation	Utilities	Transportation
<ul style="list-style-type: none">• How quickly fire rescue responds to 911 emergencies	<ul style="list-style-type: none">• The visibility of police in neighborhood• The City's efforts to prevent crime	<ul style="list-style-type: none">• Maintenance of City parks• Adult recreation programs• Youth recreation programs	<ul style="list-style-type: none">• Prevention of flooding• Cleanliness of waterways near your home• Overall quality of drinking water	<ul style="list-style-type: none">• Traffic flow on major streets• Cost of parking• Traffic flow in neighborhoods

Items Listed Have the Highest Importance-Satisfaction Rating Among the Items Rated in Each Area

Residents Continue to Feel Safe in Most Areas of the City

OTHER FINDINGS

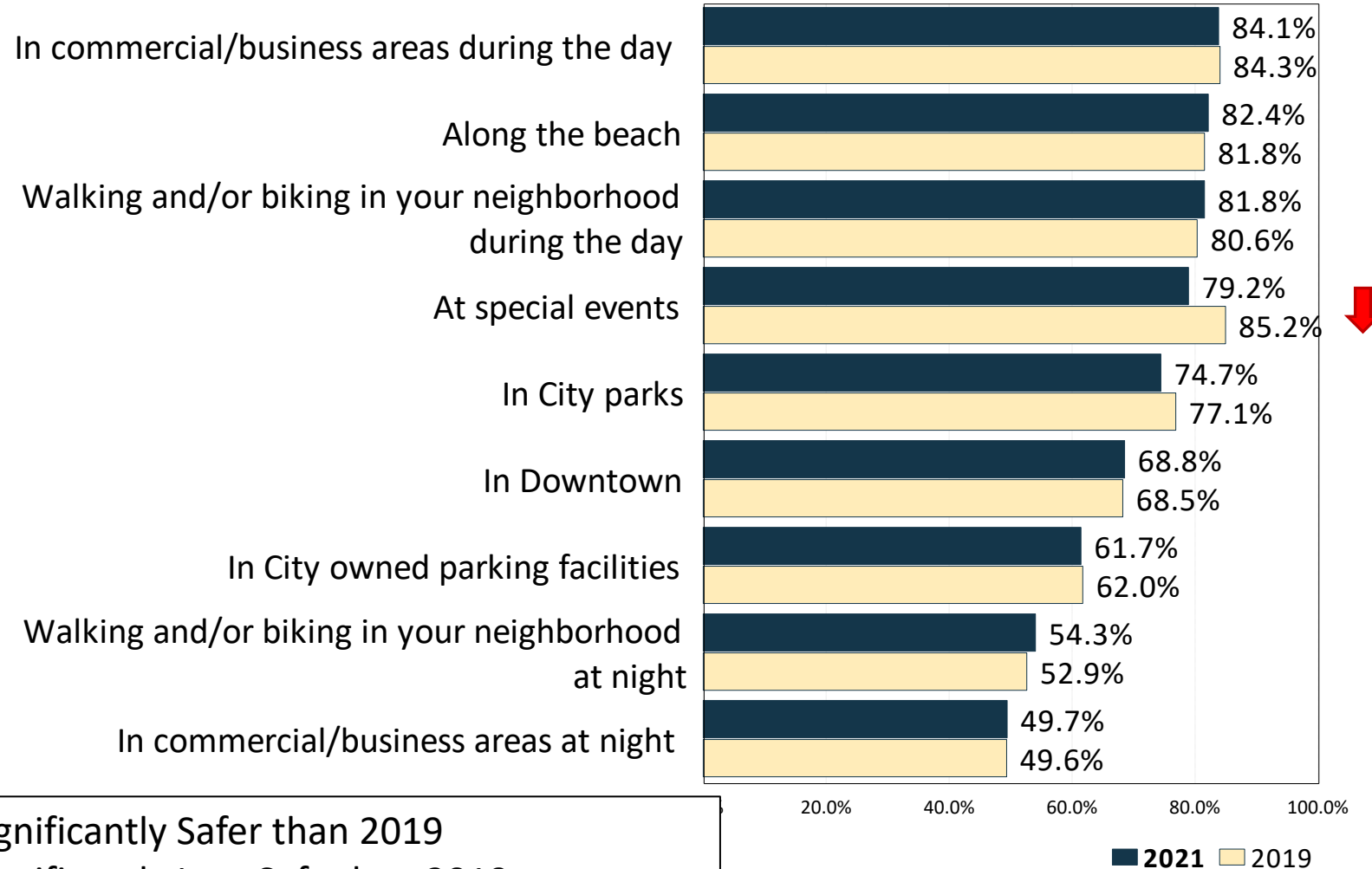


Residents
Continue to Feel
Safe in Most
Areas of the City.
The Decrease in
Safety Ratings at
Special Events is
Likely Related to
Concerns About
COVID.

Trends: 2021 v. 2019

Overall Perception of Safety

by the sum percentage of respondents the feel either *very safe* or *safe*
(excluding *don't know* responses)

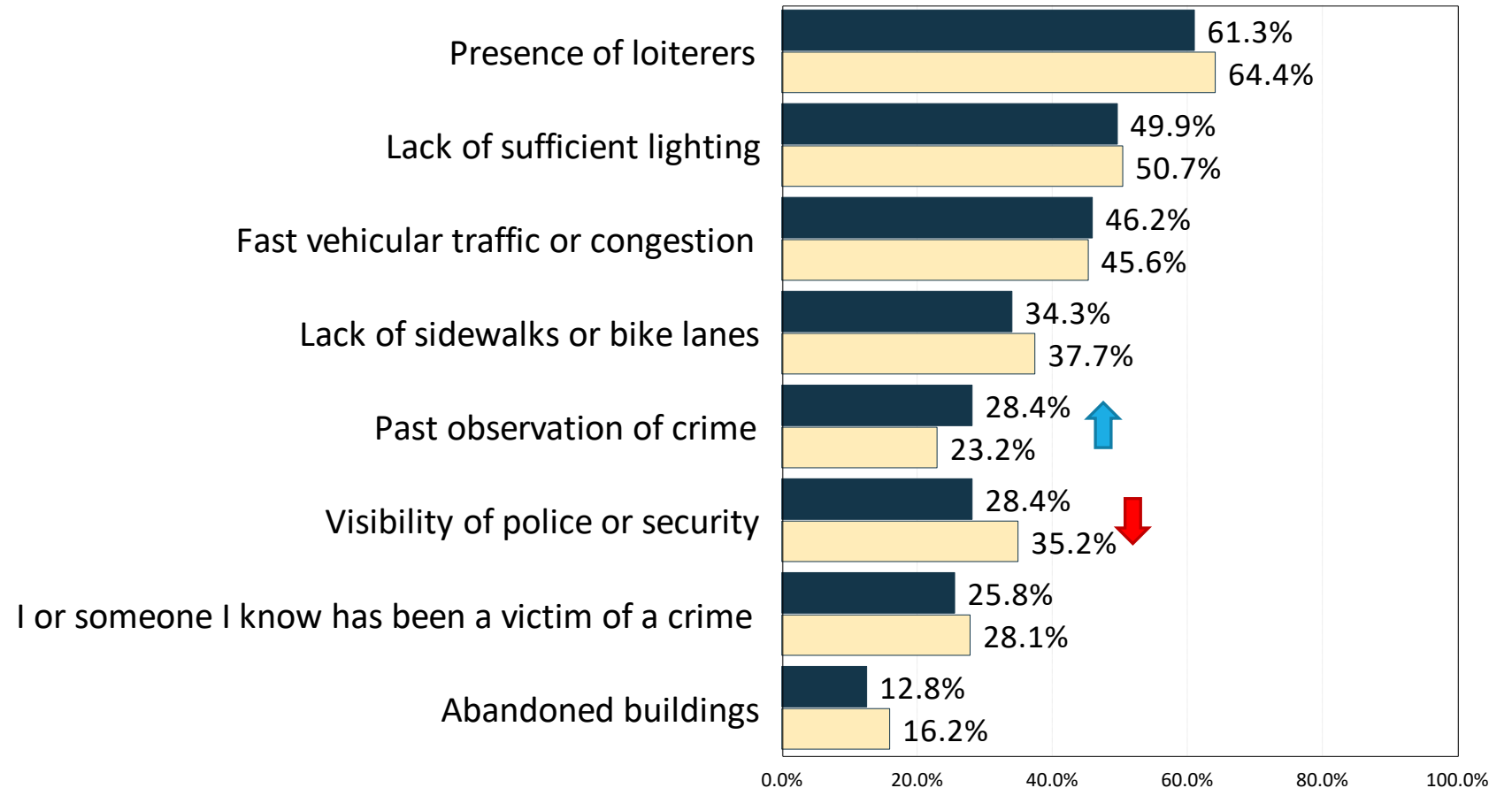


Concerns
About
Loitering,
Insufficient
Lighting
and Traffic
Are Still the
Top 3 Safety
Concerns for
Residents

Trends: 2021 v. 2019

If you feel unsafe, why do you feel unsafe?

by the percentage of respondents (multiple choices could be selected)



↑ Significantly More Concerned than 2019
↓ Significantly Less Concerned than 2019

■ 2021 ■ 2019

Other Notable Findings from the Survey

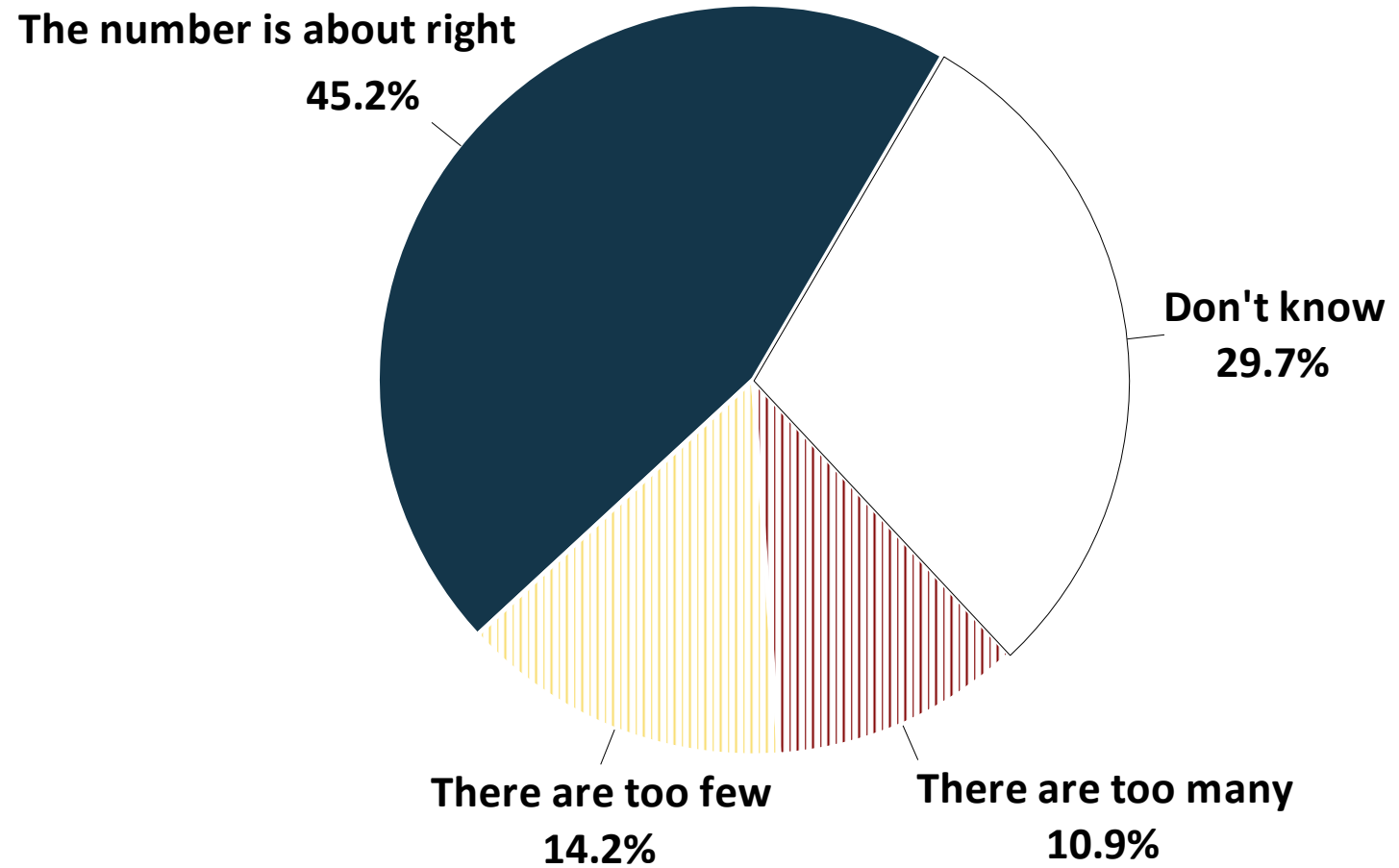
OTHER FINDINGS



Among Residents Who Have an Opinion, the Majority Think the Number of Special Events Is About Right!

Which of the following best describes your opinion about the number of special events in Fort Lauderdale?

by percentage of respondents

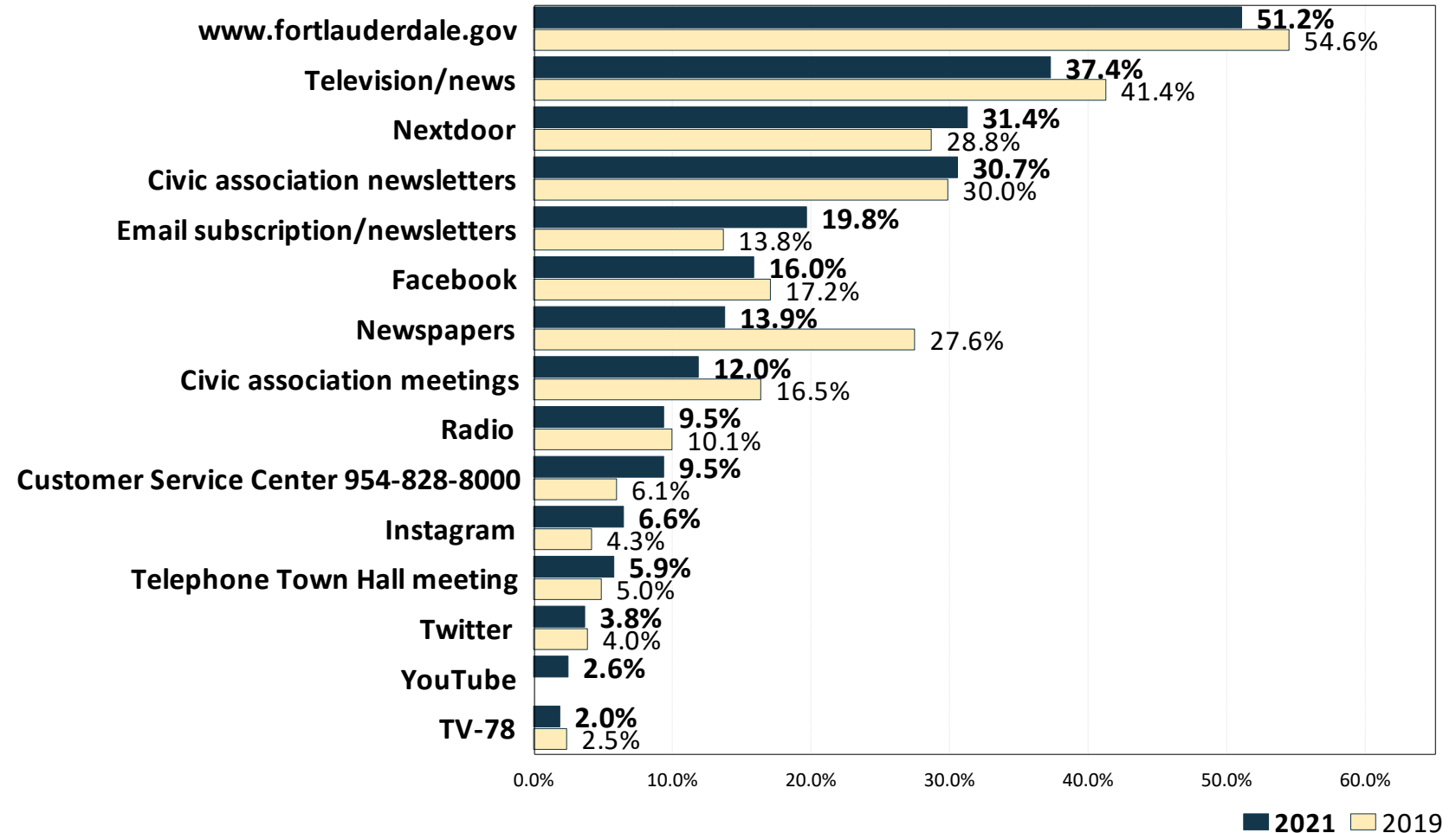


The City's Website Continues to Be the Top Source of Information for Residents

Trends: 2021 v. 2019

Which of the following are your primary sources of information about City issues, services, programming, and events?

by the percentage of respondents (multiple choices could be selected)



Summary

1. Fort Lauderdale Continues to Set Standard as a Place to Visit and Live
2. Satisfaction with the Overall Quality of City Services Has Increased Significantly
3. Satisfaction with the Value of City Taxes Has Increased Significantly
4. Satisfaction with the Customer Service Has Increased in All Areas
5. Water/Sewer and Stormwater Projects Continue to Be the Top Capital Project Priorities for the City's Community Investment Plan
6. The City Should Use the Importance-Satisfaction Rating to Guide Priorities for Communication and Operational Funding which are: (1) Traffic flow, (2) Maintenance, (3) Preparing for the Future, and (4) Police Services.

Questions?

THANK YOU!