




Memorandum

Memorandum No: 23-053

Date: April 3, 2023

To: Honorable Mayor, Vice Mayor, and Commissioners

From: Greg Chavarria, City Manager 
Greg Chavarria (Apr 6, 2023 11:38 EDT)

Re: City of Fort Lauderdale Community Surveys

This month the City will begin conducting its annual Community Surveys. The Community Surveys, inclusive of both the Neighbor Survey which polls residents and the Business Survey which polls businesses, are an important part of the City's commitment to providing high quality programs and services.

Since 2012, the City has used the results of the Community Surveys to evaluate overall satisfaction of City services, quality of life, and the City as a place to do business. The City's leadership uses results to focus improvements in areas that are of highest importance to neighbors and businesses, guide priorities, allocate resources, and validate strategies for improvement. The surveys also provide an opportunity for neighbors and businesses to provide their feedback on City actions and performance toward the achievement of the City's strategic goals and vision.

ZenCity, a leader in gathering and analyzing public sentiment, will conduct the surveys on behalf of the City. The Neighbor Survey will be distributed through targeted online advertisements on a variety of digital platforms. When a resident visits a website or uses a mobile application, an advertisement will invite them to participate in the survey. ZenCity engages with advertisement partners who target individuals that are Fort Lauderdale residents. Respondents verify their residency by answering a question about where they live and including their zip code.

The Business Survey will be distributed through the City's fire inspectors who visit every business in the City annually. The inspectors will leave each business location with a card that will direct the business to take the survey online, which can be accessed through an included QR code.

Through these methods, the City expects increased participation in its surveys while ensuring that results are anonymous, statistically valid, and representative of the City – both geographically and demographically. ZenCity will administer the surveys through September 30, 2023, and provide a final report analyzing and outlining survey results in October 2023.

For additional information, please contact Laura Reece at LReece@fortlauderdale.gov.

Attachment 1 - 2023 Neighbor Survey Instrument

Attachment 2 - 2023 Business Survey Instrument

c: Anthony G. Fajardo, Assistant City Manager
Susan Grant, Assistant City Manager
D'Wayne M. Spence, Interim City Attorney
David R. Solomon, City Clerk
Patrick Reilly, City Auditor
Department Directors
CMO Managers

Fort Lauderdale 2023 Neighbor Survey



Introduction

Hi there! Thank you for choosing to share your thoughts with us.

Fort Lauderdale is running this confidential feedback survey to hear from residents like you about quality of life in the City. Your answers help us know what to focus on and how to plan for the future.

Thank you for taking the time to share what you think.

1. Do you live or work within the limits of Fort Lauderdale?

- a. I live here
- b. I work here
- c. None of the above

General Satisfaction

Let's start with some questions about the quality of life in Fort Lauderdale.

For each question, please choose the rating that best matches your answer.

2. How is the overall quality of life in Fort Lauderdale?

(1) Poor to (5) Excellent

3. How likely are you to recommend Fort Lauderdale as a place to live?

(1) Very Unlikely to (5) Very Likely

4. How likely are you to be living in Fort Lauderdale in 5 years from now?

(1) Very Unlikely to (5) Very Likely

Community Characteristics

First section down! The following questions will cover different parts of life in Fort Lauderdale. For each question, please choose the rating that best matches your experience.

(1) Poor to (5) Excellent

- 5. Sense of community among residents**
- 6. Acceptance of residents of all backgrounds**
- 7. Ability for residents to give input to the City of Fort Lauderdale**
- 8. Overall quality of services provided by Fort Lauderdale**
- 9. Quality of customer service provided by City employees**



Fort Lauderdale 2023 Neighbor Survey



- 10. Availability of affordable housing
- 11. Availability of jobs that pay a living wage
- 12. Efforts to address homelessness
- 13. Access to quality education
- 14. Availability of a variety of art and cultural events
- 15. Quality of parks and recreational amenities
- 16. Ease of getting around by public transportation
- 17. Sense of overall safety
- 18. Overall cleanliness and maintenance
- 19. Maintenance of City streets, sidewalks, and infrastructure
- 20. Quality of waste and recycling services

21. What is your favorite thing about living in Fort Lauderdale?

Please pick one quality or topic to write about.

22. What is the thing you would most want to change about life in Fort Lauderdale?

Please pick one quality or topic to write about.

23. How would you rate traffic in Fort Lauderdale?

(1) Poor to (5) Excellent

24. How would you rate the reliability and quality of drinking water in Fort Lauderdale?

(1) Poor to (5) Excellent

25. How would you rate the reliability of sanitary sewer services to your home?

(1) Poor to (5) Excellent

26. How would you rate Fort Lauderdale's prevention of and resilience to flooding?

(1) Poor to (5) Excellent

27. Do you feel that you have a quality public park or recreational offering near your home?

- a. Yes
- b. No

28. Have you been the victim of a crime in the past year?

- a. Yes
- b. No



Fort Lauderdale 2023 Neighbor Survey



29. [If a] Did you report that crime?

- a. Yes
- b. No

About You

A few final questions!

To make sure we're hearing from all resident groups that make up Fort Lauderdale, we have a few questions about who you are. Your answers will never be used to identify you, end of story.

30. In what year were you born? (e.g., 1979) _____

31. Which of the following do you identify as?

- a. Male
- b. Female
- c. Prefer to self-describe

32. [If c] Please state the gender you identify as: _____

33. Which one of these statements best describes your current situation?

- a. Full-time employed
- b. Part-time employed
- c. Unemployed
- d. Student
- e. Apprentice/intern
- f. In retirement or early retirement
- g. Permanently disabled
- h. Fulfilling domestic tasks or looking after children/family
- i. Prefer not to say
- j. Other: _____

34. Are you of Hispanic, Latino, or Spanish origin?

- a. Yes
- b. No
- c. Prefer not to say

35. What is your race?

Select all that apply



Fort Lauderdale 2023 Neighbor Survey



- a. White
- b. Black or African American
- c. American Indian or Alaska Native
- d. Asian
- e. Native Hawaiian, Samoan, Chamorro, or other Pacific Islander
- f. Other: _____
- g. Prefer not to say

36. Is your home:

- a. Owned by you or someone in your household, with or without a mortgage or loan?
- b. Rented?
- c. Occupied without payment of rent?
- d. Prefer not to say

37. What is your home zip code? (e.g., 10100) _____

38. What is the highest level of school you have completed or the highest degree you have received?

- a. Less than a high school diploma
- b. High school graduate or GED
- c. Some college but no degree
- d. Associate degree in college
- e. Bachelor's degree (For example: BA, AB, BS)
- f. Master's degree (for example: MA, MS, MBA)
- g. Professional School Degree (for example: MD, DDS, DVM, LLB, JD)
- h. Doctorate degree (for example: PhD, EdD)
- i. Prefer not to say

39. Do any children under the age of 18 live in your household at least half of the time?

- a. Yes
- b. No
- c. Prefer not to say



Fort Lauderdale 2023 Neighbor Survey



40. Which category best represents your household's total income over the past year?

- a. \$14,999 or less
- b. \$15,000-\$29,999
- c. \$30,000-\$49,999
- d. \$50,000-\$74,999
- e. \$75,000-\$99,999
- f. \$100,000-\$124,999
- g. \$125,000-\$149,999
- h. \$150,000-\$199,999
- i. \$200,000-\$299,999
- j. \$300,000 or more
- k. Prefer not to say

41. What is the primary language spoken in your home?

Select all that apply

- a. English
- b. Spanish
- c. Creole
- d. Other: _____

42. Can we count on you for regular feedback?

If so, please enter your email below. We'll use it to send you surveys in the future but never to identify your survey submission. If not, go ahead and press submit.

You're all done!

Thank you so much for taking the time to fill out this survey. We value your thoughts and look forward to reviewing your feedback.

If you have any questions about this survey and would like to reach out to the City's Office of Management and Budget, please call 954-828-5015 or email structuralinnovation@fortlauderdale.gov.



Fort Lauderdale 2023 Business Survey



Introduction

Hi there! Thank you for choosing to share your thoughts with us.

The City of Fort Lauderdale is running this confidential survey to hear from business owners like you about your satisfaction with the City as a place to do business. Your answers help us know where to focus and how to plan for the future. Thank you for taking the time to share what you think.

1. Which of the following best describes your position within your company?

- a. Owner/Executive
- b. Manager
- c. Employee

General Satisfaction

For each question, please choose the rating that best matches your answer.

2. Overall, how would you rate the City as a place to do business?

1 (Poor) to 5 (Excellent)

3. Overall, how would you rate the City as a place to work?

1 (Poor) to 5 (Excellent)

Business Environment

4. How satisfied are you with each of the following?

Completely Satisfied, Somewhat Satisfied, Somewhat unsatisfied, Completely Unsatisfied

- a. Local government policies toward businesses
- b. Level of taxation
- c. Tourism
- d. Feeling of safety
- e. Transportation options
- f. Availability of affordable housing for employees
- g. Quality of local schools
- h. Availability of qualified/skilled employees



Fort Lauderdale 2023 Business Survey



5. Which of the following are most important to keeping your business in Fort Lauderdale?

Please choose the top three.

- a. Local government policies toward businesses
- b. Level of taxation
- c. Tourism
- d. Feeling of safety
- e. Transportation options
- f. Availability of affordable housing for employees
- g. Quality of local schools
- h. Availability of qualified/skilled employees
- i. Other: _____

6. How satisfied are you with the local government's business-related support services?

(1) Very Dissatisfied to (5) Very Satisfied

7. What support is needed? _____

8. What types of business development workshops would you be interested in attending?

9. What factors would influence your decision to extend your current business hours?

- a. Customer Demand
- b. Sufficient labor supply
- c. No interest in extending business hours

10. To what extent do you consider Fort Lauderdale a nighttime destination?

(1) Strongly Disagree to (5) Strongly Agree

About You

A few final questions!

To make sure we're hearing from all business groups in Fort Lauderdale, we have a few questions about your business. Your answers will remain confidential.

11. What is the zip code of your business? _____



Fort Lauderdale 2023 Business Survey



12. What are your primary business hours on a typical weekday? _____

13. What are your primary business hours on a typical weekend? _____

14. Does your business own or rent/lease the facility where your business is located?

- a. Own
- b. Rent/lease
- c. Don't know

15. Which of the following best describes your business industry?

- a. Construction
- b. Manufacturing
- c. Retail trade
- d. Transportation and warehousing
- e. Information
- f. Finance and insurance
- g. Real estate and rental and leasing
- h. Professional, scientific, and technical services
- i. Administrative and support and waste management and remediation services
- j. Educational services
- k. Health care and social assistance
- l. Arts, entertainment, and recreation
- m. Accommodation and food services
- n. Other services (except public administration)

16. Is your business any of the following?

Select all that apply

- a. Minority Business Enterprise (MBE)
- b. Women Owned Business (WBE)
- c. Small Business Enterprise (SBE)
- d. Veteran Owned Business
- e. None of these
- f. Don't know

17. In what year did your business open in Fort Lauderdale? _____

18. How many full-time employees does your business currently employ? _____



Fort Lauderdale 2023 Business Survey



19. How many part-time employees does your business currently employ? _____

20. Do your employees telecommute?

- a. Majority
- b. Some
- c. No

21. In the next year, is your business considering any of the following?

- a. Expanding within Fort Lauderdale
- b. Relocating to another location in Fort Lauderdale
- c. Relocating to another location outside Fort Lauderdale
- d. Downsizing
- e. Closing
- f. Maintaining current operations
- g. None of the above

22. If you have any additional comments that you would like to share with the City of Fort Lauderdale, please write them in the space below.

Thank you for taking the time to complete this survey!

If you have any questions about this survey and would like to reach out to the City's Office of Management and Budget, please call 954-828-5015 or email structuralinnovation@fortlauderdale.gov.

