



Memorandum

Memorandum No: 20-019

Date: February 12, 2020

To: Honorable Mayor and Commissioners

From: Chris Lagerbloom, ICMA-CM, City Manager

Re: 2019 Neighbor Survey Results

The purpose of this memo is to share the findings from the 2019 Annual Neighbor Survey, conducted by ETC Institute. This memorandum summarizes the findings of the survey and outlines the main priorities identified by neighbors. The full report is included as Exhibit 1 to this memo.

The Annual Neighbor Survey has been conducted in the City of Fort Lauderdale for eight years. It is administered annually between the months of October and December. ETC Institute ensures that the results are statistically valid and representative of the population of the City, both demographically and geographically (by District). The Annual Neighbor Survey provides information regarding our neighbors' perceptions and satisfaction levels with the City and our services and identifies neighbors' priorities.

This data is meant to guide decision-making as we continue to implement *Fast Forward Fort Lauderdale 2035*, the City's Vision Plan, and *Press Play Fort Lauderdale 2024*, the City's five-year Strategic Plan. The results will also inform the Annual Operating Budget and Community Investment Plan development.

Administration of the Survey

This year a total of 4,800 surveys were mailed to randomly selected residents. A total of 720 households responded to the survey through mail or on-line, which is a 15% response rate. The results have a precision of at least +/- 3.6% at the 95% level of confidence. This means that if the same survey was administered 100 times, 95 of those 100 times, the results would come back as they are reported here, within +3.6% or -3.6% of the results indicated. This also means that any changes that are equal to or greater than +3.6% or -3.6% in the survey data from 2018 to 2019 are considered "statistically significant" changes and can be attributed to actual changes in perceptions or satisfaction versus general fluctuations in the survey data.

Satisfaction with City Services

Satisfaction with City services was generally lower in 2019 than in 2018, but when compared to 2017, the ratings have not changed significantly in most areas. The largest

two-year decrease among the major categories of City services that were assessed on the survey was in the area of customer service, which was not statistically significant. The largest two-year increase was in the area of effectiveness of communication, which increased 10% since 2017.

Major Categories of City Services	% of Positive Ratings (4s and 5s)			2 Year Trend
	2017	2018	2019	
Overall quality of parks and recreation program/facilities	67%	71%	66%	-1%
Overall quality of landscaping in parks/public areas	62%	63%	63%	1%
Overall quality of customer service from City employees	54%	57%	51%	-3%
Overall availability of online and mobile services	50%	49%	49%	-1%
How well the City is prepared for disasters	48%	48%	47%	-1%
Overall enforcement of City Codes/Ordinances	40%	47%	38%	-2%
Maintenance of City buildings and facilities	48%	43%	48%	0%
Overall effectiveness of City communication	38%	39%	48%	10%
How well the City is preparing for the future	30%	33%	28%	-2%
Overall flow of traffic	15%	18%	17%	2%
How safe residents feel in neighborhoods during the day	82%	85%	81%	-1%
How safe residents feel in neighborhoods at night	53%	55%	53%	0%

The overall rise in satisfaction in most major areas in 2018 may have been caused by factors unrelated to the delivery of City services, such as the absence of a major hurricane. In 2017, Hurricane Irma hit the area just before the survey was administered, and in 2019 Hurricane Dorian was on path to hit Florida and extensive preparations were made but it largely spared Florida just before the survey was administered.

Perceptions of Fort Lauderdale

Ten (10) questions were asked regarding various issues that influence the perception of Fort Lauderdale. The perception issues that residents rated as excellent or good included:

- Acceptance of diversity (70%, an increase of 6% from 2018);
- Quality of private schools (69%, an increase of 10% from 2018);
- Overall appearance of the City (55%, a decrease of 4% from 2018); and
- Availability of employment (49%, an increase of 4% from 2018).

Importance and Satisfaction Relationship

In order to identify top priorities, ETC Institute conducts an Importance-Satisfaction Analysis. 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. It consists of ranking as top priorities those items (e.g. services) with the lowest satisfaction rating that are perceived by neighbors as highly important. By identifying services of high importance and low satisfaction, the analysis helps to identify which

actions will have the most impact on overall satisfaction, and guides efforts to improve services that matter most to the community.

Those services that stay in the high importance-low satisfaction quadrant over an extended period will bring satisfaction with other services down. As satisfaction increases for high importance-low satisfaction services, the satisfaction ratings of other services will also increase.

Based on the results of this analysis, the major services that are recommended as the top three (3) priorities for investment over the next two years (high importance, but low satisfaction) in order to raise the City's overall satisfaction rating are:

- Overall flow of traffic
- Maintenance of streets, sidewalks, and infrastructure
- Preparing for the future of the City

Conclusion

City staff will review and analyze the results and evaluate appropriate activities to address the identified priorities as a part of the FY 2021 budget development process. Please reach out to me if you have questions or if you would like additional information about information provided in the 2019 Neighbor Survey.

Attachment:

2019 Neighbor Survey Final Report

- c: Rob Hernandez, Deputy City Manager
Ashley Boxer, Assistant City Manager
Tarlesha W. Smith, Assistant City Manager
Alain E. Boileau, City Attorney
Jeffrey A. Modarelli, City Clerk
John C. Herbst, City Auditor
Department Directors
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