CITY OF FORT LAUDERDALE
City Commission Agenda Memo **#14-0250**

CONFERENCE MEETING

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

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

DATE: March 4, 2014

TITLE: 2013 Neighbor Survey Results

I am pleased to announce that the City of Fort Lauderdale has completed its second annual Neighbor Survey. Leading organizations committed to continuous improvement conduct surveys to target and improve resident satisfaction. Surveys provide up-to-date and statistically valid data, important as we push ahead implementing *Fast Forward Fort Lauderdale: Vision Plan 2035* through *Press Play Fort Lauderdale: Strategic Plan 2018,* and our FY 2014 Commission Annual Action Plan. The survey results are an important step in our Strategic Planning and Budgeting Cycle, informing the foundation for a strategic budget that reflects community priorities.

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 2010 Census demographics. ETC Institute will present the 2013 Neighbor Survey results, conducted during November and December of 2013, during the March 4th Commission Conference meeting.

The Results

The 2013 Neighbor Survey confirms that we are a city headed in the right direction, further reinforces how neighbors feel about complex issues within our community, and verifies that we are correctly focusing our organization on priority issues. As we mature in our use of the survey as a management tool- linking the results to our strategic management framework and communications strategy, we will continue to make progress. **The following key strategic indicators increased:**

- Satisfaction with the direction the city is moving.
- Satisfaction with the overall quality of city services.
- Satisfaction with the overall quality of life in Fort Lauderdale.

- Satisfaction with customer service provided by the city.
- Among residents who had contacted the city during the past year, ratings in all six areas increased.

The Priorities

The survey contains a large volume of questions. In order to help the city identify investment priorities, ETC Institute conducts an analysis that examines the importance that neighbors placed on each city service and the level of satisfaction with each service. This analysis is performed within established categories to allow for consistency from year to year. By identifying services of high importance and low satisfaction, the analysis identifies which actions will have the most impact on overall satisfaction with city services. Residents rated the most important Community Investment Plan (CIP) capital project types as 1) stormwater and drainage improvements, and 2) more walkable and bikable streets.

Bases on this analysis, the top three areas of recommended focus for the city overall are:

- Overall flow of traffic
- Overall maintenance of streets, sidewalks and infrastructure
- Stormwater

In this Year of Delivery, you will see similarities between the priority issues highlighted below, and the current FY 2014 Commission Annual Action Plan. Progress is monitored within our monthly FL^{2}STAT meetings and Cylinders and Platform of Excellence strategic area meetings, with quarterly progress reporting to Commission. Many of the items have been the topic of recent City Commission meetings and/or community workshops and are also priorities for our agency partners. This confirms that we are working on the issues most important to our neighbors.

The following table outlines the priority survey issues within all survey categories and highlights current efforts to address these items:

2013 NEIGHBOR SURVEY VERY HIGH AND HIGH PRIORITIES		
CATEGORY	**AREA OF EMPHASIS**	**CURRENT INITIATIVES**
Overall Priorities for the City	o Overall flow of traffic	o The WAVE Streetcar*(IN 1-1) o All Aboard Florida Passenger Rail*(IN 1-1) o Broward Boulevard Gateway Improvements*(IN 1-1) o Traffic Signal Synchronization*(IN 1-1) o Downtown Walkability Plan* (IN 1-2) o Multi-Modal Connectivity Program* (IN 1-2) o Complete Streets Policy Adoption and Award by the National Complete Streets Coalition* (IN 1-2)

CATEGORY	AREA OF EMPHASIS	CURRENT INITIATIVES
Overall Priorities for the City, cont.	o Maintenance of streets, sidewalks and infrastructure	o Pavement Management Plan- Road condition Evaluation and Improvements*(IN 2-1) o Sidewalk Evaluation and Improvements* (IN 1-2) o Bridges Master Plan- Evaluation and Improvements* (IN 2-1)
	o Preparing for the future of the City	o Development and unanimous approval of *Fast Forward Fort Lauderdale: 2035 Vision Plan* and *Press Play Fort Lauderdale: 2018 Strategic Plan*
Public Safety Services	o The City's efforts to prevent crime	o Predictive policing software and deployment* (PS 9-1) o Security cameras* (PS 9-1) o Intelligence-Led policing* (PS 9-1)
	o The visibility of police in neighborhoods	o Attendance at Neighborhood Association meetings *(PS 9-1) o Police Sub-Station on Sistrunk Blvd* (PS 9-1)
Parks and Recreation	o Availability of green space near your home	o Increasing accessibility to existing parks and open space through bike paths, greenways, and waterways* (PP 1-1)
Transportation and Mobility	o Management of traffic flow and congestion	o *Provided in Row 1*
	o The cost of public parking	o As mobility options increase, the reliance on public parking should decrease* (IN 1-1)
	o Safety of biking	o 2 Projects adding 11 miles of bike lanes in 2015* (IN 2-1) o 9 projects adding 20 miles of bike lanes in 2016-2017* (IN 2-1)
Water, Wastewater, Waterways, Flooding and Sanitation	o Prevention of storm water-related flooding o Prevention of tidal-related flooding	o Multi-Year Stormwater Management Program* (IN 2-2) o Adaptation Action Areas Grant* (IN 2-2)
	o The overall quality of drinking water	o Continue 100% compliance with primary drinking water standards* (IN 2-6) o Further examine quality concerns

**Item is being actively addressed as a city priority within the FY 2014 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

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. As we continue to tackle the complex issues, the issue itself is elevated, and more and more neighbors become aware.

Additional Results

The aspects of the city that neighbors rated as most positive were: the city as a place to visit (89%), the city as a place for play and leisure (88%), and the city as a place to live (84%). Residents were least satisfied with the city as a place to educate children (37%).

The perception issues that neighbors rated as excellent or good (ratings of 4 or 5 on a 5-point scale) included: quality of private schools (65%), the overall appearance of the city (65%), the acceptance of diversity (60%), and the overall feeling of safety in the city (56%). Neighbors' lowest ratings were with the city's efforts in addressing homelessness (17%).

How Fort Lauderdale Compares to Other Communities

The City of Fort Lauderdale scored 15% 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 11% above the Florida average. The top areas in which the City of Fort Lauderdale scored highest above the U.S. average were:

- Feeling of safety downtown
- Ratings of the city as a place to visit
- Bulky item pick up/removal
- Feeling of safety in city parks
- Level of public involvement in local decision-making

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

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

Next Steps

Under your leadership and unanimous approval, the community participated in a comprehensive visioning process that resulted in *Fast Forward Fort Lauderdale: Vision Plan 2035.* As the first five-year action plan to accomplish the vision, *Press Play Fort Lauderdale: Strategic Plan 2018* was also unanimously approved. The results from the 2012 Neighbor Survey were instrumental in developing these documents and the most recent results will continue to guide service delivery in the context of these plans, and

assist you as a Commission in developing your FY 2015 priorities. The survey is a sound resource for each Director to target initiatives and communications within their respective categories as well. Results will be communicated to the community, our partners, and employees through the coming months.

The full 2013 Neighbor Survey report is attached (Exhibit 2). Please feel free to contact Amy Knowles, Structural Innovation Manager, at (954)828-5987 or at aknowles@fortlauderdale.gov, with any questions regarding the survey.

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: 2013 Neighbor Survey PowerPoint Presentation
Exhibit 2: 2013 Neighbor Survey Report

Prepared by: Amy Knowles, City Manager's Office

Department Director: Lee R. Feldman, City Manager

2013 Neighbor Survey

...helping organizations make better decisions since 1982

Final Report

Submitted to the City of Fort Lauderdale, Florida
by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

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Executive Summary

Overview

ETC Institute administered a survey to residents of the City of Fort Lauderdale during November through December of 2013. The purpose of the survey was to assess the quality of life and the overall provision of City services. Additionally, the survey was designed to assess community priorities by illustrating the importance of certain issues. This is the second resident survey administered by ETC Institute for the City of Fort Lauderdale.

This report contains:

- an executive summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey
- importance-satisfaction analysis that can help the City set priorities for improvement
- GIS maps that show the results of selected questions on the survey
- a copy of the survey instrument

Methodology. A letter from the Mayor, followed by a seven-page survey was mailed to a random sample of 2,400 households in the City of Fort Lauderdale in November 2013. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone or on the Internet. A total of 617 surveys were completed. There were no statistically significant differences in the results of the survey based on the method of administration.

The results for the random sample of 617 households have a precision of at least +/-4% at the 95% level of confidence. This statement is the statistical certainty of the data. 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 +4% or -4% of the results indicated. This also means that any changes that are greater than +4% or -4% in the survey data from 2012 to 2013 are considered "statistically significant" changes. Section 1 includes trend charts that compare the 2012 and 2013 survey results. When a result is said to be "statistically significant" it means that the change is greater than the margin of error (+/-4%) and thus can be attributed to actual changes in perceptions or satisfaction versus general fluctuations in the survey data.

In general, when reviewing the survey results on the graphs in Section 1: Charts and Graphs, positive responses are represented by a blue color, neutral responses (interpreted as neither positive nor negative) are represented by a white color and negative responses are represented by a red color. Neutral can also be referred to as a rating of 3 on a 5-point scale.

MAJOR FINDINGS

The results of the survey indicate that residents generally think the City is moving in the right direction because the results for all four of the questions that are used as "strategic indicators" to assess the City's performance improved from 2012 to 2013. These results of the four "strategic indicators", which assess (1) the direction the City is moving, (2) overall satisfaction with city services, (3) overall quality of customer service, and (4) overall quality of life in the City, are provided below:

- **Satisfaction with the direction the City is moving increased.** The percentage of residents who indicated that they were satisfied with the "Direction the City is Moving" increased from 59% in 2012 to 61% in 2013. Only 13% of those surveyed were dissatisfied with the direction the City is moving. The remaining residents gave a "neutral" rating (a rating of 3 on a 5-point scale) or did not have an opinion.

- **Satisfaction with the overall quality of city services increased.** The percentage of residents who indicated that they were satisfied with the "Overall Quality of City Services" increased from 67% in 2012 to 70% in 2013. Only 8% of those surveyed were dissatisfied with the overall quality of City services. The remaining residents gave a "neutral" rating (a rating of 3 on a 5-point scale) or did not have an opinion.

- **Satisfaction with Customer Service provided by the City increased.** The percentage of residents who indicated that they were satisfied with the "Overall Quality of Customer Service Provided By City Employees" increased from 58% in 2012 to 60% in 2013. Only 15% of those surveyed were dissatisfied with the overall quality of City services. The remaining residents gave a "neutral" rating (a rating of 3 on a 5-point scale) or did not have an opinion. In addition, among residents who had contacted the City during the past year, **customer service ratings increased in all six areas that were assessed**.

- **Satisfaction with the Overall Quality of Life in Fort Lauderdale increased.** The percentage of residents who indicated that they were satisfied with the "Overall Quality of Life in Fort Lauderdale" increased from 75% in 2012 to 76% in 2013. Only 6% of those surveyed were dissatisfied with the overall quality of City services. The remaining residents gave a "neutral" rating (a rating of 3 on a 5-point scale) or did not have an opinion.

Satisfaction with Specific City Services

- **Fire Rescue and Emergency Management Services**. The areas of fire rescue and emergency management services that residents were most satisfied with (ratings of 4 or 5 on a 5-point scale) included: the overall quality of local fire protection (88%), the quality of emergency medical services (86%), and professionalism of employees responding to emergencies (84%).

- **Public Safety Services**. The public safety services that residents were most satisfied with (ratings of 4 or 5 on a 5-point scale) included: the professionalism of employees responding to emergencies (66%), the overall quality of local police protection (63%), and how quickly police respond to 911 emergencies (63%). The highest perceptions of safety were that residents feel safe walking in their neighborhood during the day (92%), at special events (89%), and in commercial/business areas during the day (88%). Residents were least satisfied with the City's effort to prevent crime (47%).

- **Parks and Recreation Services**. The areas of parks and recreation that residents were most satisfied with (ratings of 4 or 5 on a 5-point scale) included: the proximity of respondent's home to City parks (77%), the maintenance of City parks (75%), and the quality of athletic fields (72%). Residents were least satisfied with the City's adult athletic programs (48%).

- **Transportation and Mobility**. The areas of transportation and mobility that residents were most satisfied with (ratings of 4 or 5 on a 5-point scale) included: the overall cleanliness of streets (53%), availability of sidewalks in the City (52%), and the maintenance of street signs and pavement markings (49%). Residents were least satisfied with the cost of private parking (19%) and the management of traffic flow and congestion (22%).

- **Water, Wastewater, Waterways, Flooding, and Sanitation**. The areas that residents were most satisfied with (ratings of 4 or 5 on a 5-point scale) included: residential recycling services (81%), residential bulk trash collection (80%), and residential garbage collection (79%). Residents were least satisfied with the prevention of storm water-related flooding (27%).

Other Findings

Ratings of Fort Lauderdale
The aspects of the City that residents rated as most positive (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 (88%), and the City as a place to live (84%). Residents were least satisfied with the City as a place to educate children (37%). There are a total of 12 questions regarding overall ratings.

Perceptions of Fort Lauderdale
Fourteen (14) questions were asked regarding various issues that influence the perception of Fort Lauderdale**.** The perception issues that residents rated as excellent or good (ratings of 4 or 5 on a 5-point scale) included: quality of private schools (65%), the overall appearance of the City (65%), the acceptance of diversity (60%), and the overall feeling of safety in the City (56%). Residents' lowest ratings were with the City's efforts in addressing homelessness (17%).

How Fort Lauderdale Compares to Other Communities

The City of Fort Lauderdale scored 15% 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 11% above the Florida average. The top areas in which the City of Fort Lauderdale scored highest above the U.S. average were:

- Feeling of safety Downtown
- Ratings of the City as a place to visit
- Bulky item pick up/removal services
- Feeling of safety in City parks
- Level of public involvement in local decision-making

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

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

Conclusions and Recommendations for Action

In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings.

Details regarding the methodology for the analysis are provided in Section 4 of this report. Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

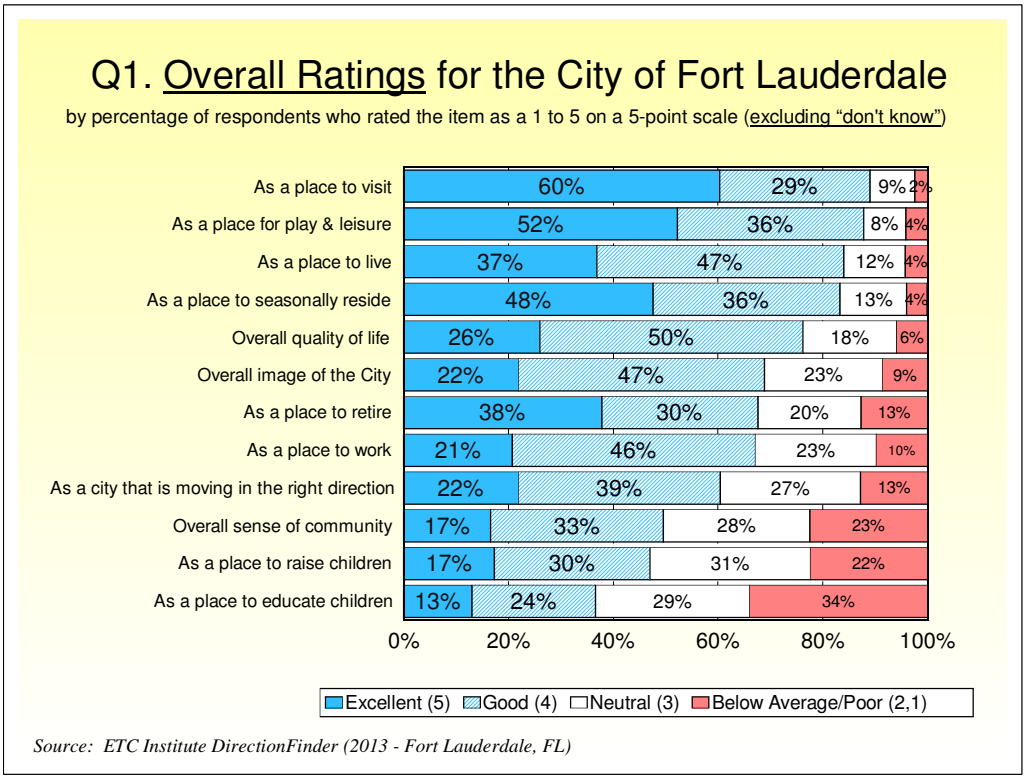
- **Overall Priorities for the City:** The first level of analysis reviewed the importance of and satisfaction with major categories of city services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top three priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
    - Overall flow of traffic
    - Maintenance of streets, sidewalks and infrastructure
    - Preparing for the future of the City
- **Priorities Within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental manageleadership set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
    - **Fire Rescue and Emergency Management Services**: No high priorities identified
    - **Public Safety Services**: The City's efforts to prevent crime and the visibility of police in neighborhoods
    - **Parks and Recreation**: Availability of green space near your home
    - **Transportation and Mobility**: Management of traffic flow and congestion, the cost of public parking and safety of biking

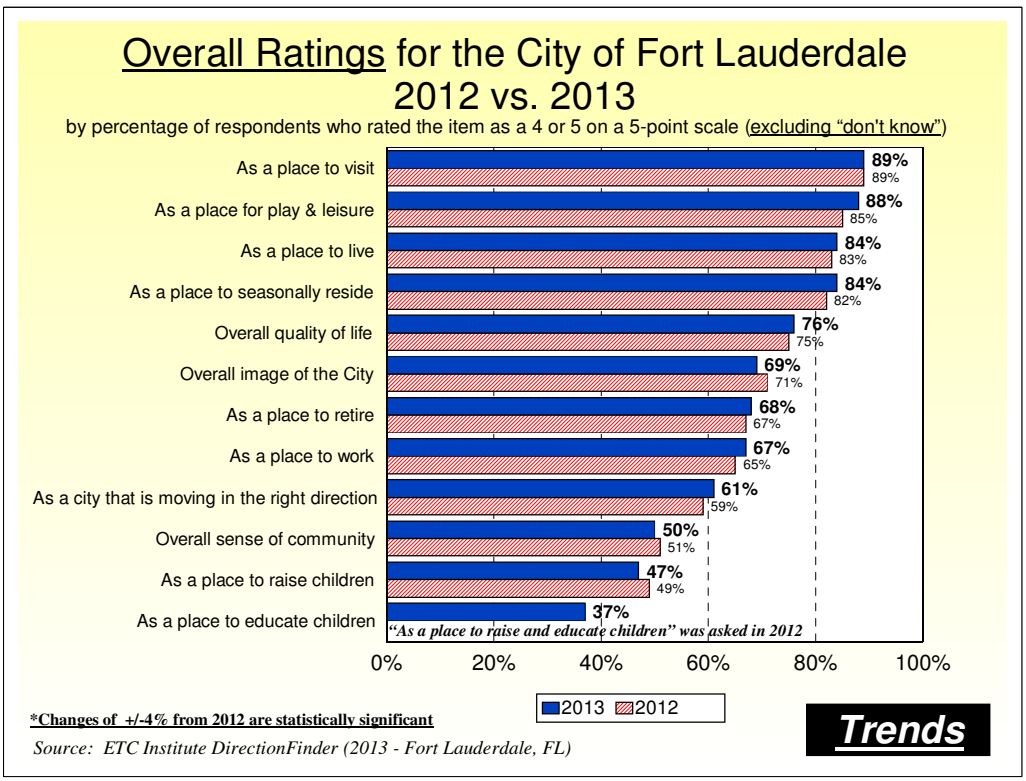
- **Water, Wastewater, Waterways, Flooding and Sanitation:** Prevention of storm water-related flooding, prevention of tidal-related flooding and the overall quality of drinking water

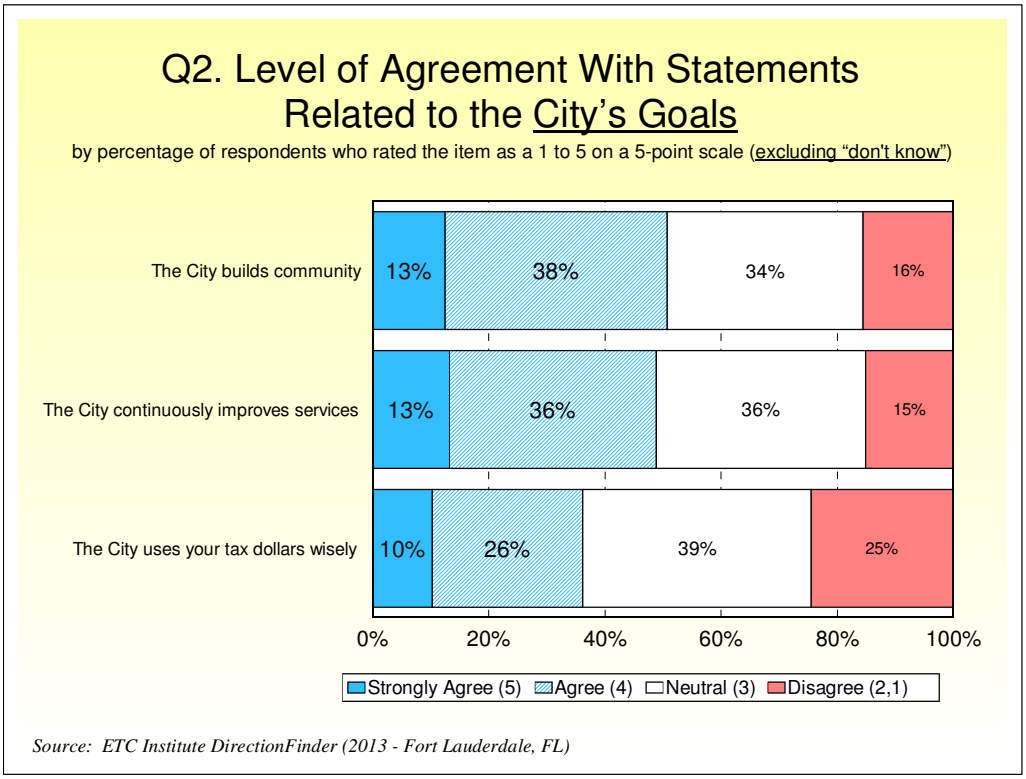
ETC Institute recommends that the information included in this report be shared with the Mayor and Commission, Department Directors, staff, and key community partners. Institutionalizing the results into strategic planning and the budgeting processes will provide a systematic focus for improvement over time. Future surveys will provide the City with the ability to see trends that may be attributed to changes in resource allocation, examination and adjustments to specific services, and improved communications.

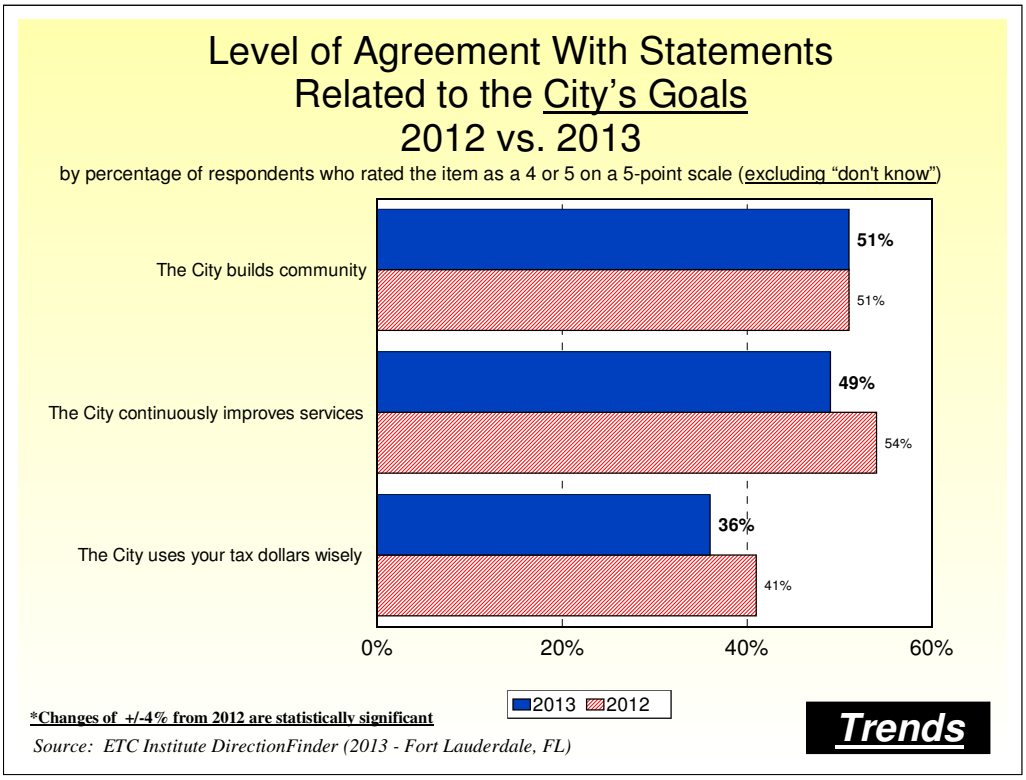
Section 1:

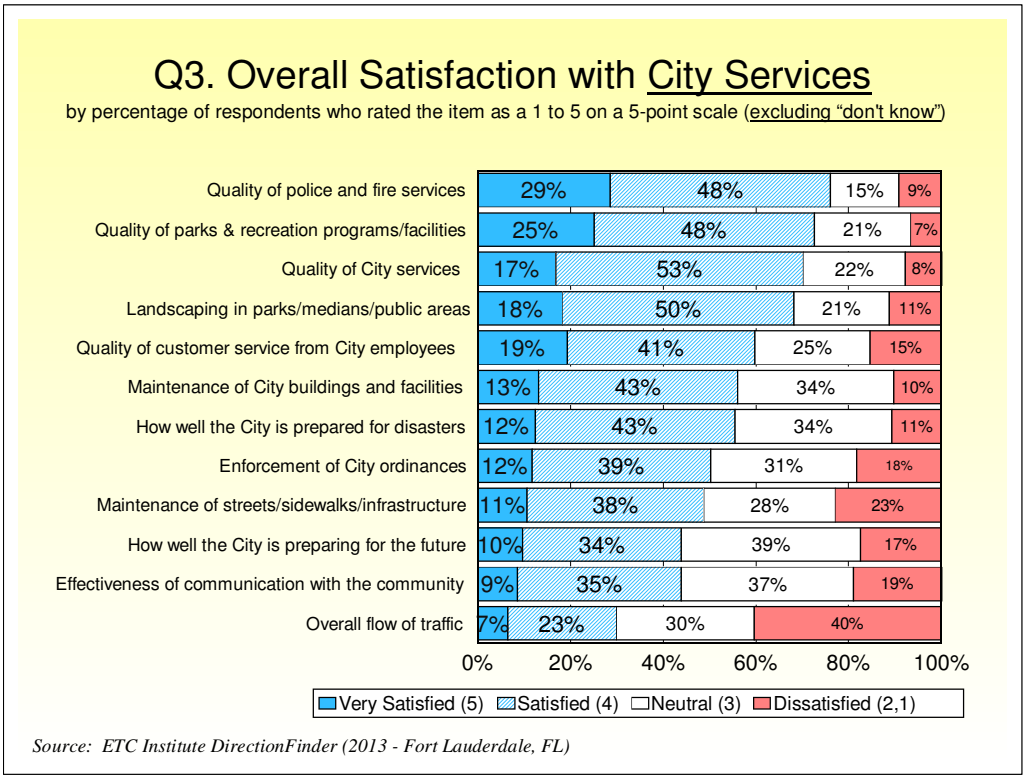
Charts and Graphs

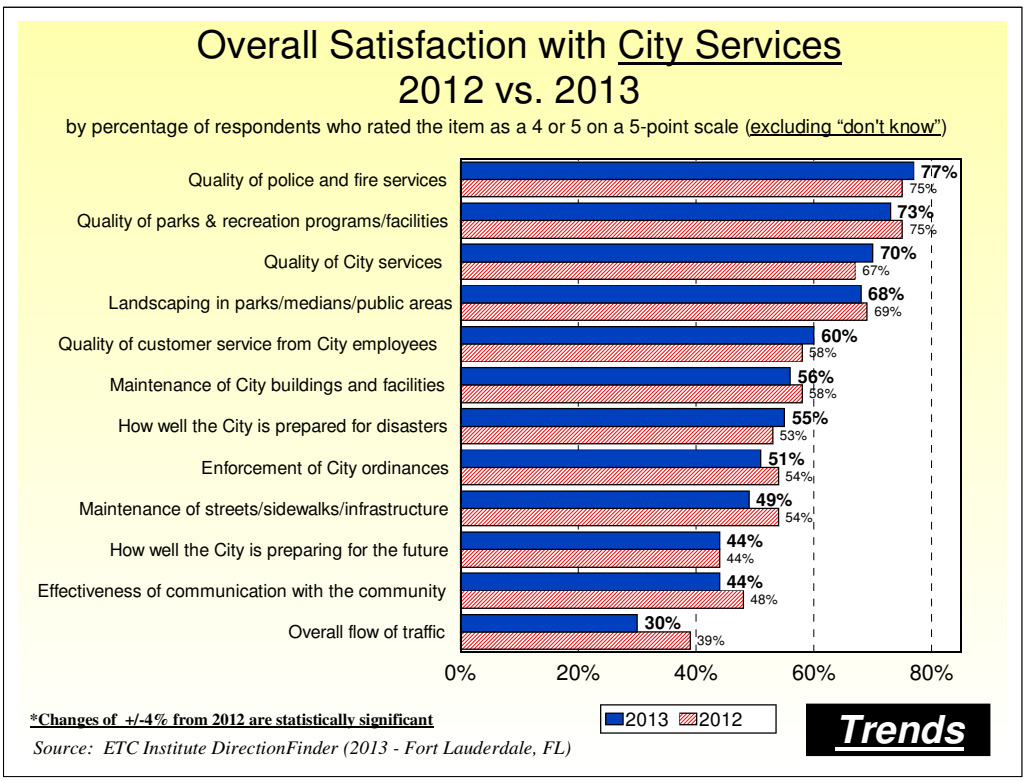

Q1. Overall Ratings for the City of Fort Lauderdale
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
As a place to visit 60% 29% 9% 2%
As a place for play & leisure 52% 36% 8% 4%
As a place to live 37% 47% 12% 4%
As a place to seasonally reside 48% 36% 13% 4%
Overall quality of life 26% 50% 18% 6%
Overall image of the City 22% 47% 23% 9%
As a place to retire 38% 30% 20% 13%
As a place to work 21% 46% 23% 10%
As a city that is moving in the right direction 22% 39% 27% 13%
Overall sense of community 17% 33% 28% 23%
As a place to raise children 17% 30% 31% 22%
As a place to educate children 13% 24% 29% 34%
0% 20% 40% 60% 80% 100%
Excellent (5) Good (4) Neutral (3) Below Average/Poor (2,1)
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Overall Ratings for the City of Fort Lauderdale
2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
As a place to visit 89% 89%
As a place for play & leisure 88% 85%
As a place to live 84% 83%
As a place to seasonally reside 84% 82%
Overall quality of life 76% 75%
Overall image of the City 69% 71%
As a place to retire 68% 67%
As a place to work 67% 65%
As a city that is moving in the right direction 61% 59%
Overall sense of community 50% 51%
As a place to raise children 47% 49%
As a place to educate children 37%
"As a place to raise and educate children" was asked in 2012
0% 20% 40% 60% 80% 100%
2013 2012
*Changes of +/-4% from 2012 are statistically significant
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)
Trends


Q2. Level of Agreement With Statements
Related to the City's Goals
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
The City builds community
13%
38%
34%
16%
The City continuously improves services
13%
36%
36%
15%
The City uses your tax dollars wisely
10%
26%
39%
25%
0%
20%
40%
60%
80%
100%
Strongly Agree (5)
Agree (4)
Neutral (3)
Disagree (2,1)
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

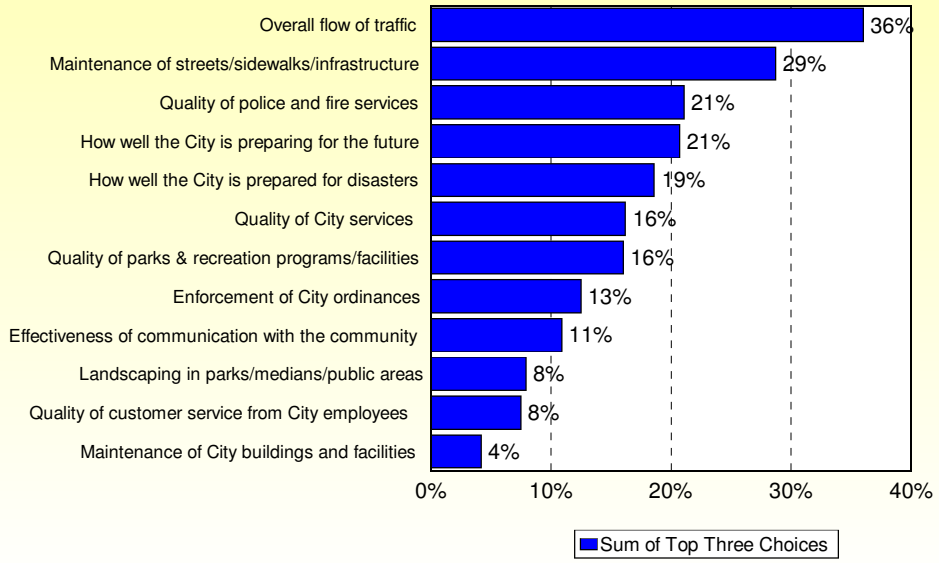

Level of Agreement With Statements
Related to the City's Goals
2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
The City builds community
51%
51%
The City continuously improves services
49%
54%
The City uses your tax dollars wisely
36%
41%
0%
20%
40%
60%
2013
2012
*Changes of +/-4% from 2012 are statistically significant
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)
Trends


Q3. Overall Satisfaction with City Services
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Quality of police and fire services 29% 48% 15% 9%
Quality of parks & recreation programs/facilities 25% 48% 21% 7%
Quality of City services 17% 53% 22% 8%
Landscaping in parks/medians/public areas 18% 50% 21% 11%
Quality of customer service from City employees 19% 41% 25% 15%
Maintenance of City buildings and facilities 13% 43% 34% 10%
How well the City is prepared for disasters 12% 43% 34% 11%
Enforcement of City ordinances 12% 39% 31% 18%
Maintenance of streets/sidewalks/infrastructure 11% 38% 28% 23%
How well the City is preparing for the future 10% 34% 39% 17%
Effectiveness of communication with the community 9% 35% 37% 19%
Overall flow of traffic 7% 23% 30% 40%
0% 20% 40% 60% 80% 100%
Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (2,1)
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Overall Satisfaction with City Services
2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
Quality of police and fire services 77% 75%
Quality of parks & recreation programs/facilities 73% 75%
Quality of City services 70% 67%
Landscaping in parks/medians/public areas 68% 69%
Quality of customer service from City employees 60% 58%
Maintenance of City buildings and facilities 56% 58%
How well the City is prepared for disasters 55% 53%
Enforcement of City ordinances 51% 54%
Maintenance of streets/sidewalks/infrastructure 49% 54%
How well the City is preparing for the future 44% 44%
Effectiveness of communication with the community 44% 48%
Overall flow of traffic 30% 39%
0% 20% 40% 60% 80%
*Changes of +/-4% from 2012 are statistically significant
2013 2012
Trends
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Q4. City Services That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

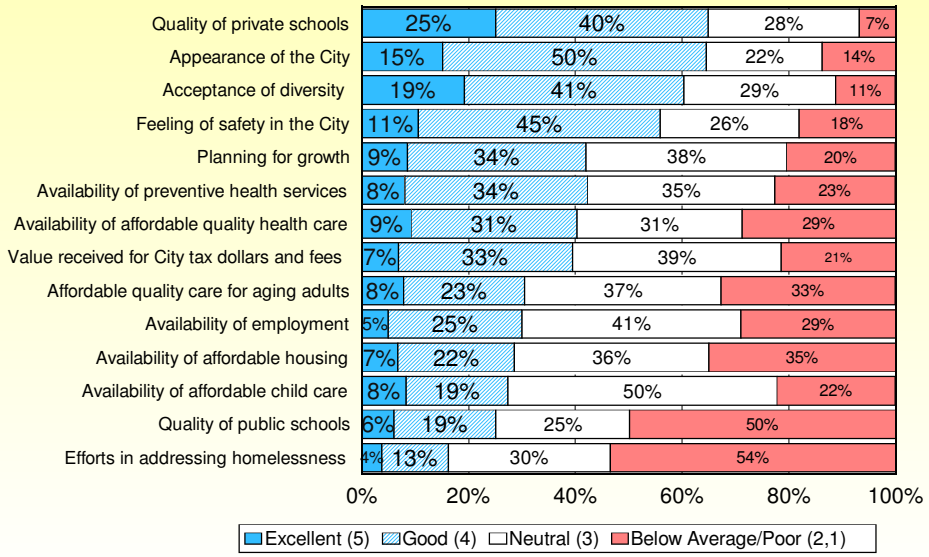
by percentage of respondents who selected the item as one of their top three choices



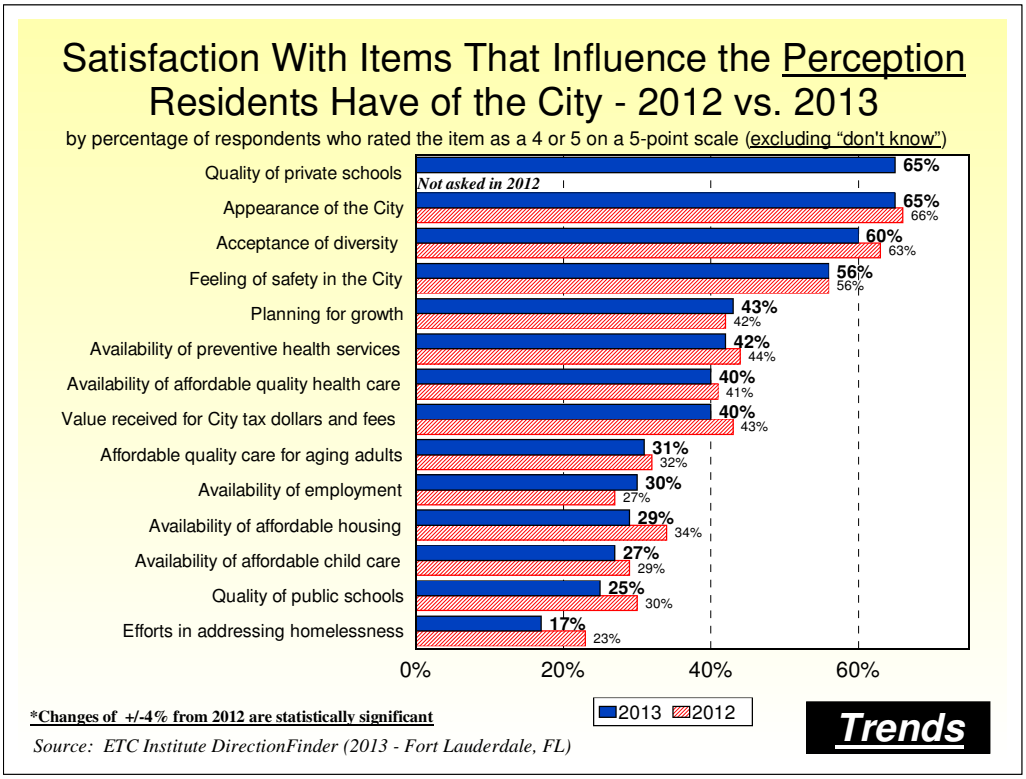
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

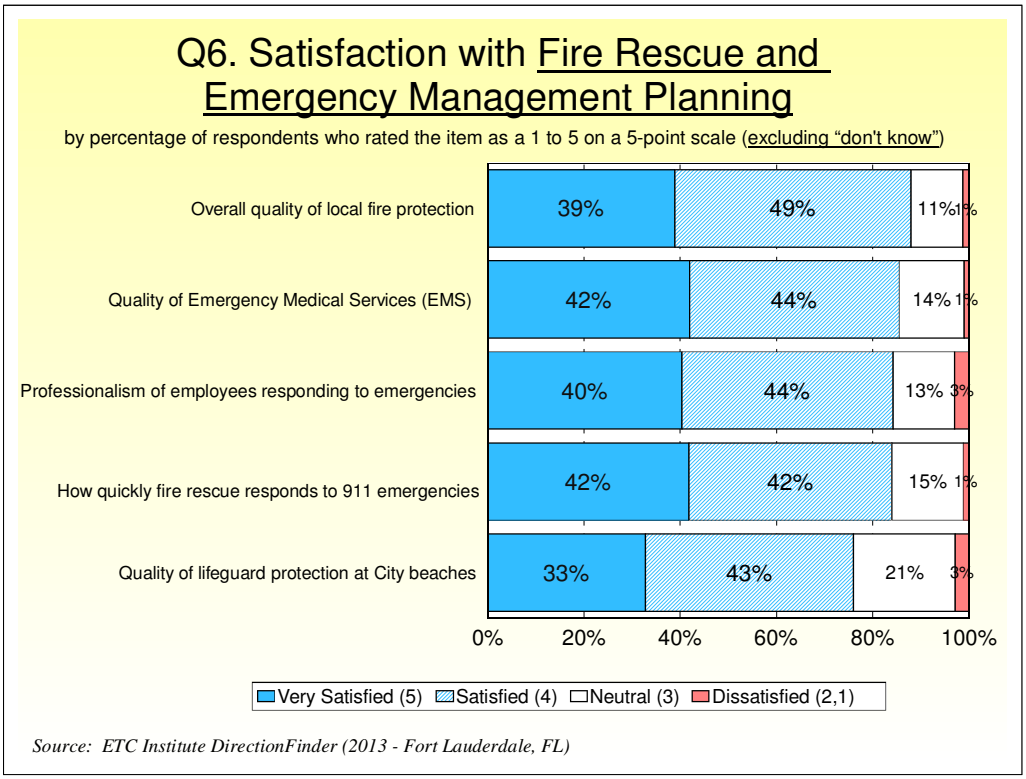
Q5. Satisfaction With Items That Influence the Perception Residents Have of the City

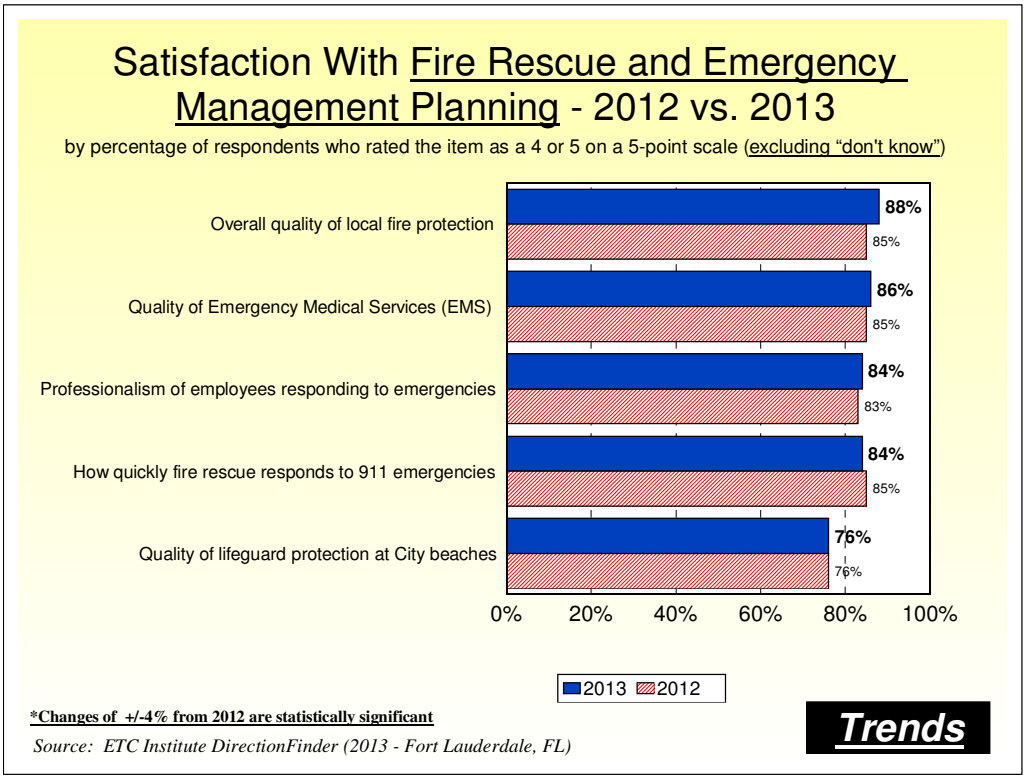
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

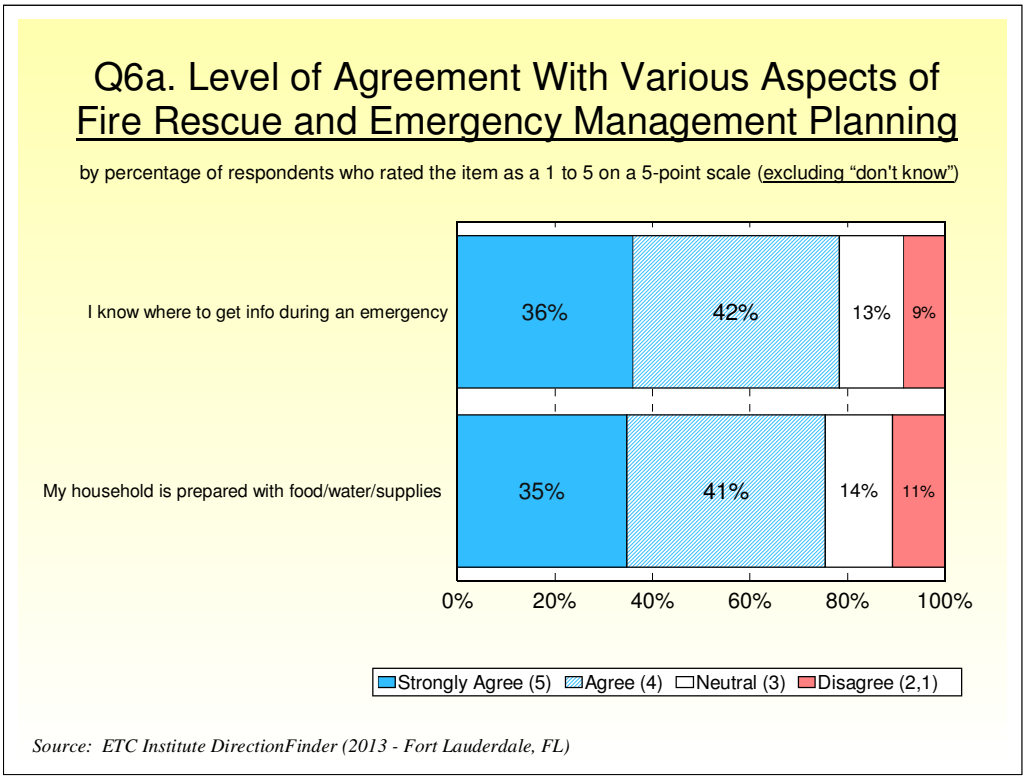


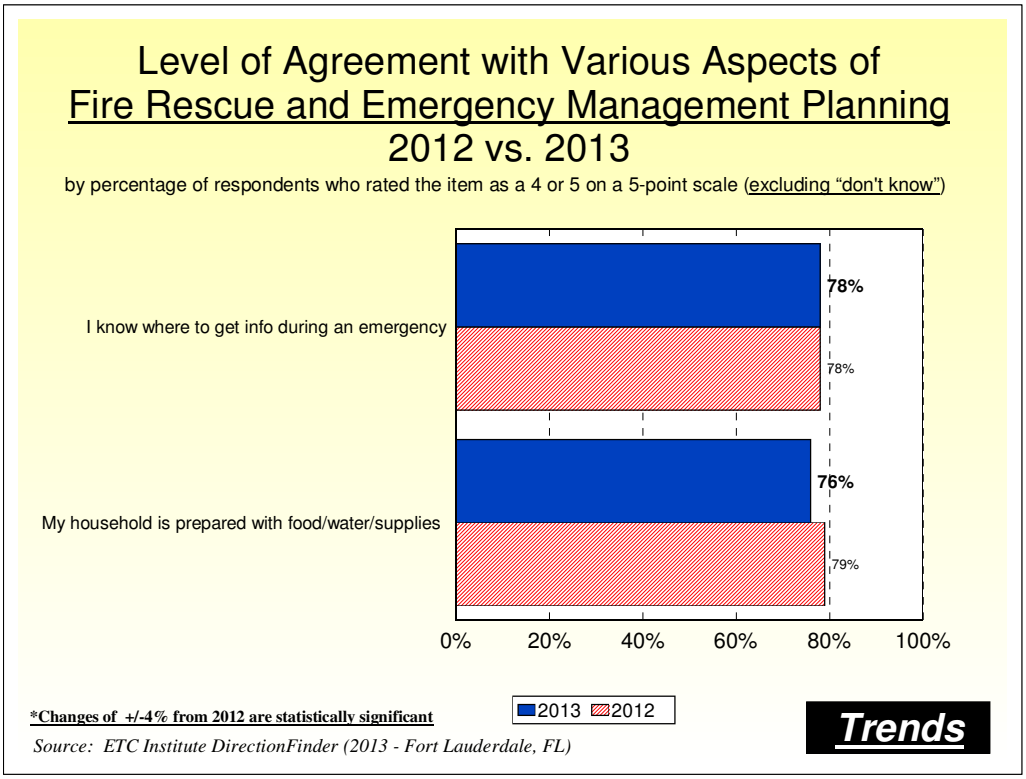
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

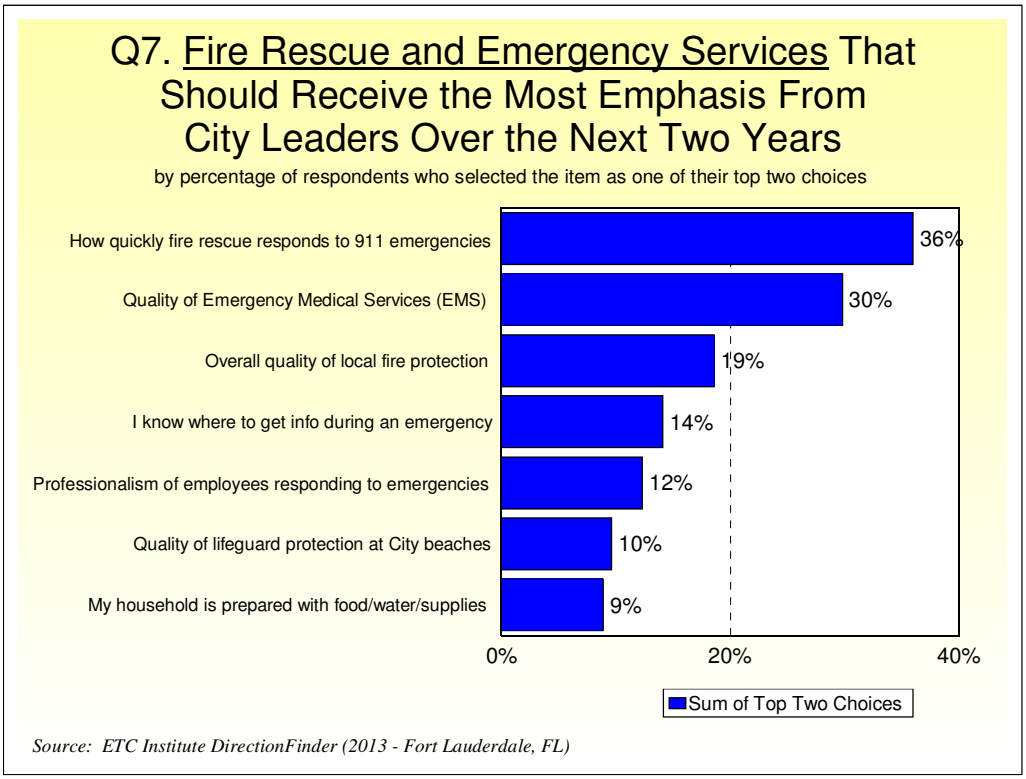

Satisfaction With Items That Influence the Perception Residents Have of the City - 2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
Quality of private schools 65%
Not asked in 2012
Appearance of the City 65% 66%
Acceptance of diversity 60% 63%
Feeling of safety in the City 56% 56%
Planning for growth 43% 42%
Availability of preventive health services 42% 44%
Availability of affordable quality health care 40% 41%
Value received for City tax dollars and fees 40% 43%
Affordable quality care for aging adults 31% 32%
Availability of employment 30% 27%
Availability of affordable housing 29% 34%
Availability of affordable child care 27% 29%
Quality of public schools 25% 30%
Efforts in addressing homelessness 17% 23%
0%
20%
40%
60%
2013
2012
*Changes of +/-4% from 2012 are statistically significant
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)
Trends

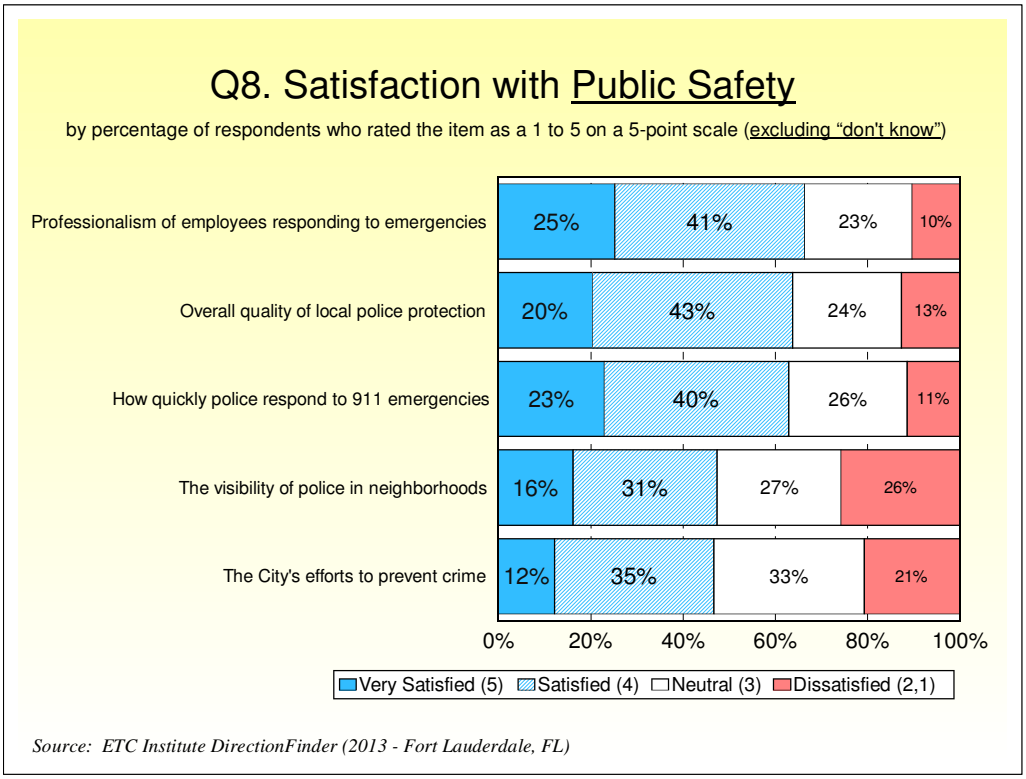

Q6. Satisfaction with Fire Rescue and Emergency Management Planning
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Overall quality of local fire protection 39% 49% 11% 1%
Quality of Emergency Medical Services (EMS) 42% 44% 14% 1%
Professionalism of employees responding to emergencies 40% 44% 13% 3%
How quickly fire rescue responds to 911 emergencies 42% 42% 15% 1%
Quality of lifeguard protection at City beaches 33% 43% 21% 3%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2,1)
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

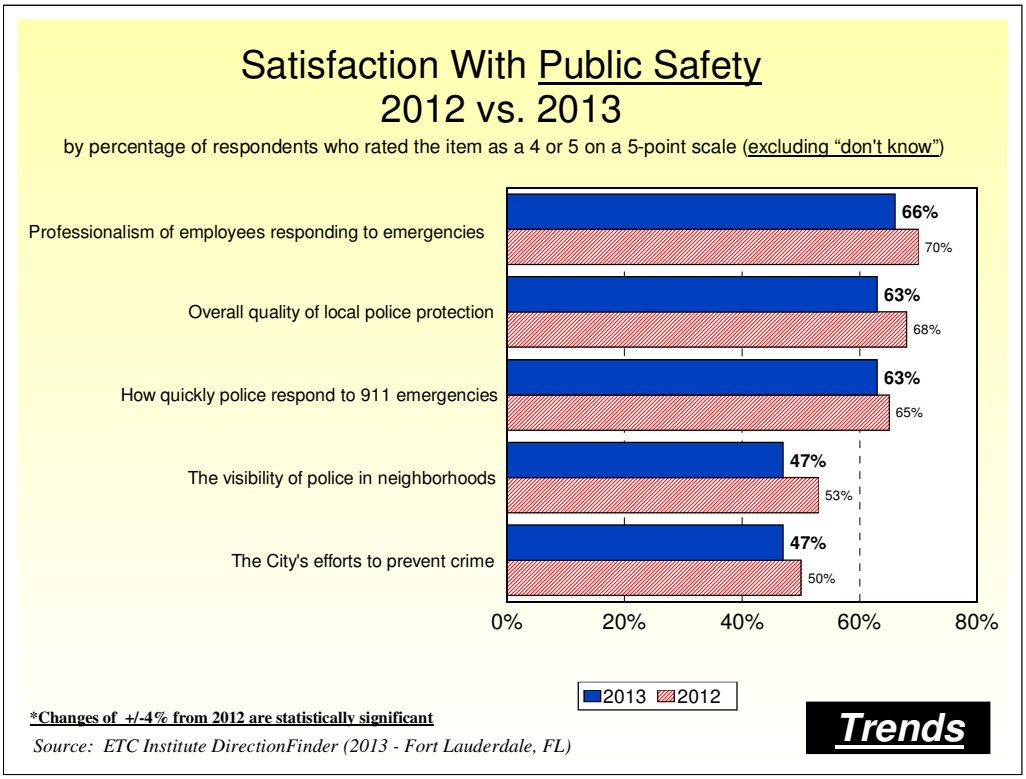

Satisfaction With Fire Rescue and Emergency Management Planning - 2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
Overall quality of local fire protection
88%
85%
Quality of Emergency Medical Services (EMS)
86%
85%
Professionalism of employees responding to emergencies
84%
83%
How quickly fire rescue responds to 911 emergencies
84%
85%
Quality of lifeguard protection at City beaches
76%
76%
0%
20%
40%
60%
80%
100%
2013
2012
*Changes of +/-4% from 2012 are statistically significant
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)
Trends

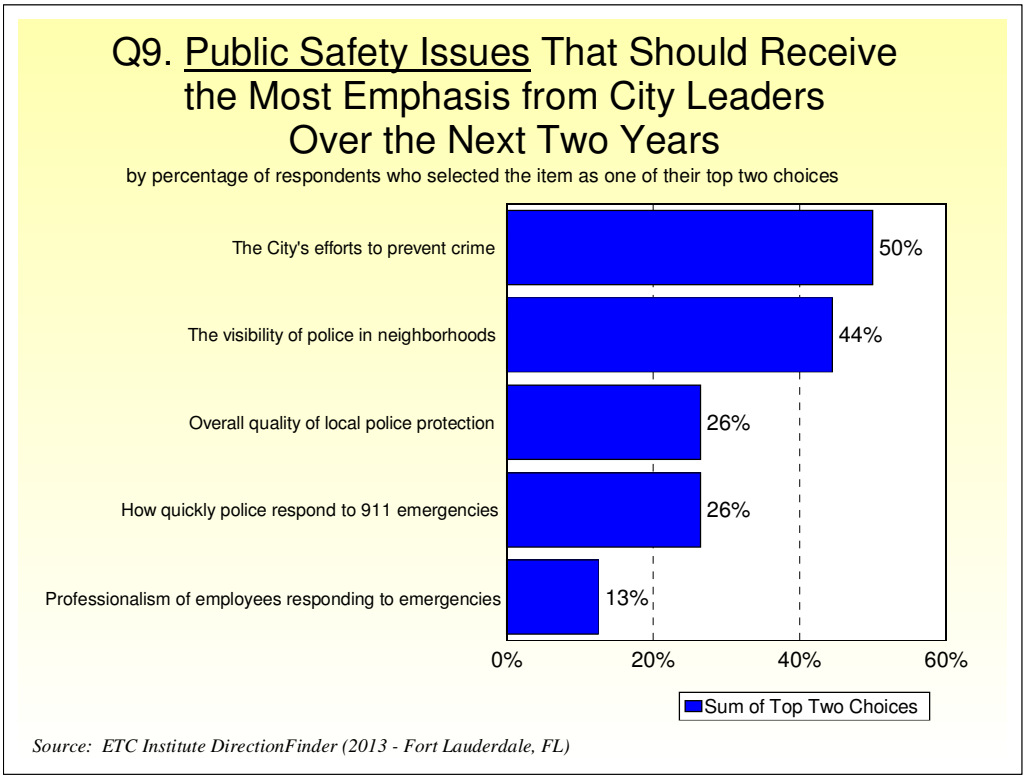

Q6a. Level of Agreement With Various Aspects of Fire Rescue and Emergency Management Planning
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
I know where to get info during an emergency
36%
42%
13%
9%
My household is prepared with food/water/supplies
35%
41%
14%
11%
0%
20%
40%
60%
80%
100%
Strongly Agree (5)
Agree (4)
Neutral (3)
Disagree (2,1)
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

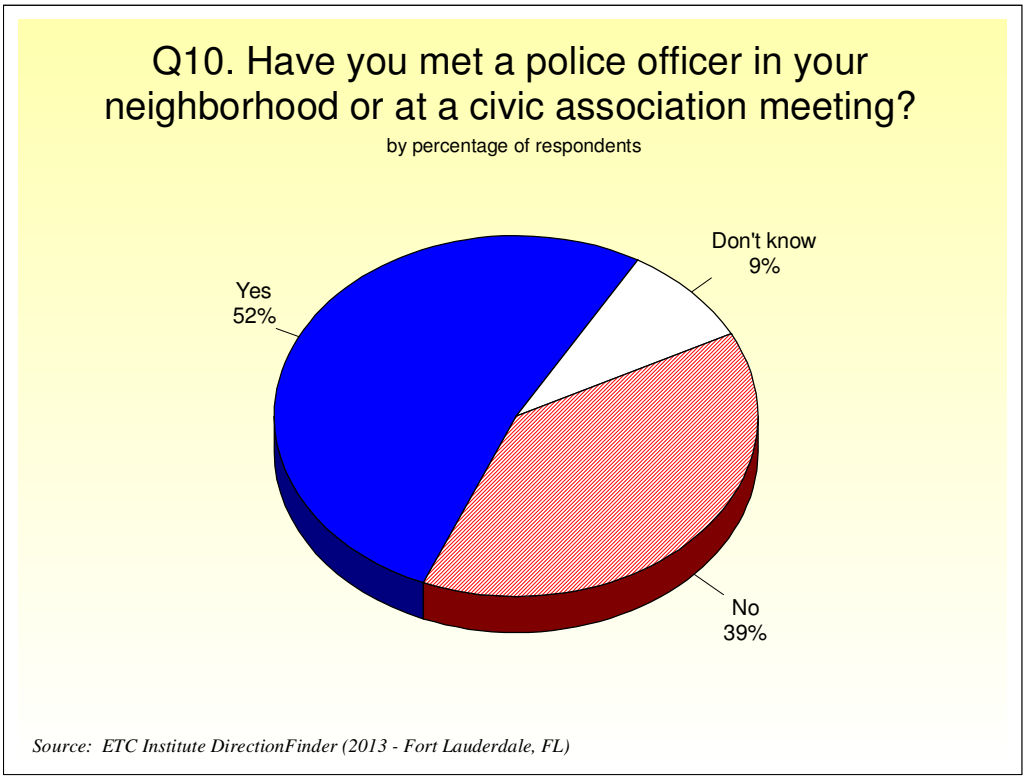

Level of Agreement with Various Aspects of
Fire Rescue and Emergency Management Planning
2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
I know where to get info during an emergency
My household is prepared with food/water/supplies
78%
78%
76%
79%
0%
20%
40%
60%
80%
100%
2013
2012
*Changes of +/-4% from 2012 are statistically significant
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)
Trends

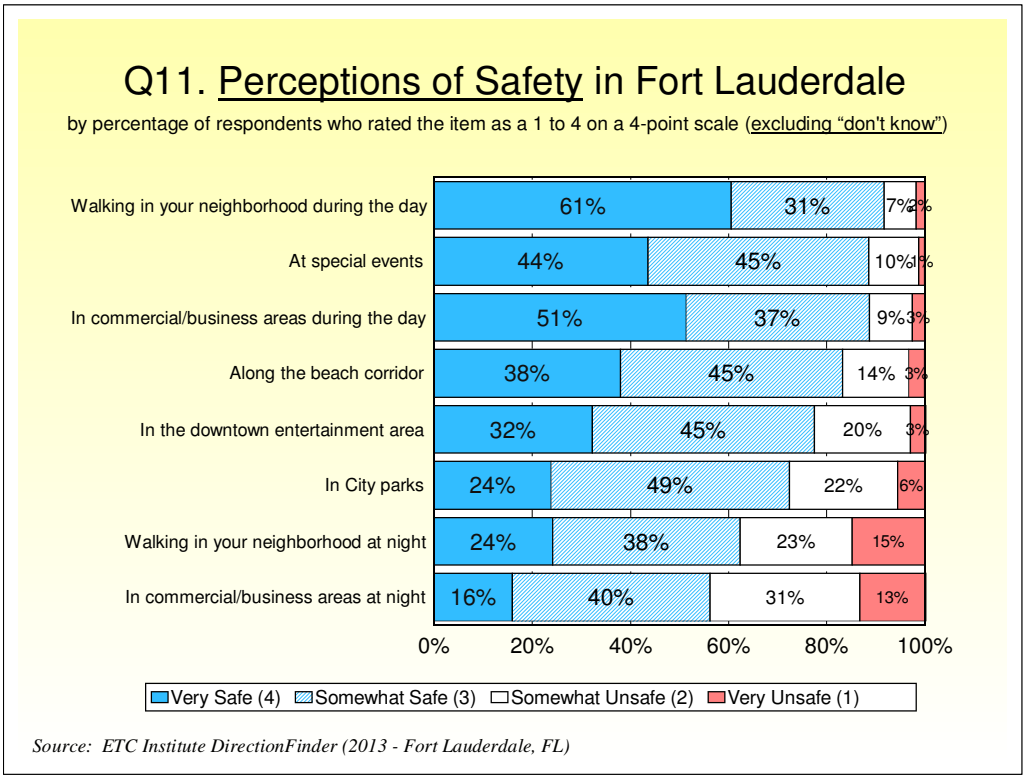

Q7. Fire Rescue and Emergency Services That
Should Receive the Most Emphasis From
City Leaders Over the Next Two Years
by percentage of respondents who selected the item as one of their top two choices
How quickly fire rescue responds to 911 emergencies
Quality of Emergency Medical Services (EMS)
Overall quality of local fire protection
I know where to get info during an emergency
Professionalism of employees responding to emergencies
Quality of lifeguard protection at City beaches
My household is prepared with food/water/supplies
36%
30%
19%
14%
12%
10%
9%
0%
20%
40%
Sum of Top Two Choices
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

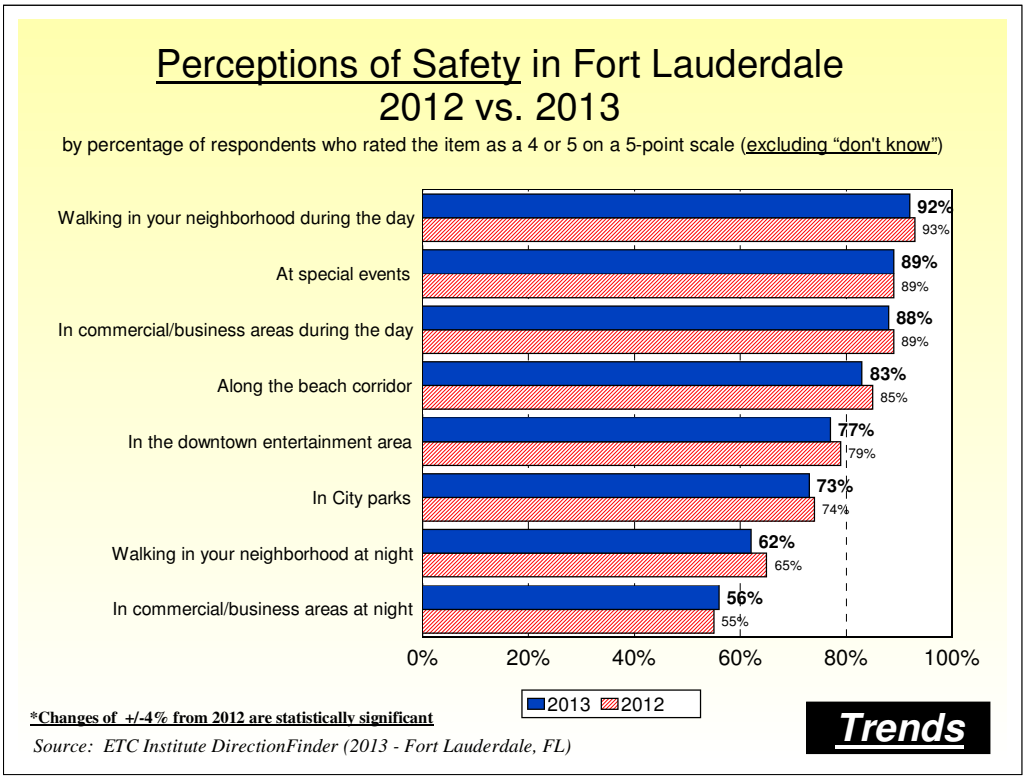

Q8. Satisfaction with Public Safety
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Professionalism of employees responding to emergencies
25%
41%
23%
10%
Overall quality of local police protection
20%
43%
24%
13%
How quickly police respond to 911 emergencies
23%
40%
26%
11%
The visibility of police in neighborhoods
16%
31%
27%
26%
The City's efforts to prevent crime
12%
35%
33%
21%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2,1)
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Satisfaction With Public Safety
2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
Professionalism of employees responding to emergencies
66%
70%
Overall quality of local police protection
63%
68%
How quickly police respond to 911 emergencies
63%
65%
The visibility of police in neighborhoods
47%
53%
The City's efforts to prevent crime
47%
50%
0%
20%
40%
60%
80%
2013
2012
*Changes of +/-4% from 2012 are statistically significant
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)
Trends


Q9. Public Safety Issues That Should Receive the Most Emphasis from City Leaders Over the Next Two Years
by percentage of respondents who selected the item as one of their top two choices
The City's efforts to prevent crime
50%
The visibility of police in neighborhoods
44%
Overall quality of local police protection
26%
How quickly police respond to 911 emergencies
26%
Professionalism of employees responding to emergencies
13%
0%
20%
40%
60%
Sum of Top Two Choices
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

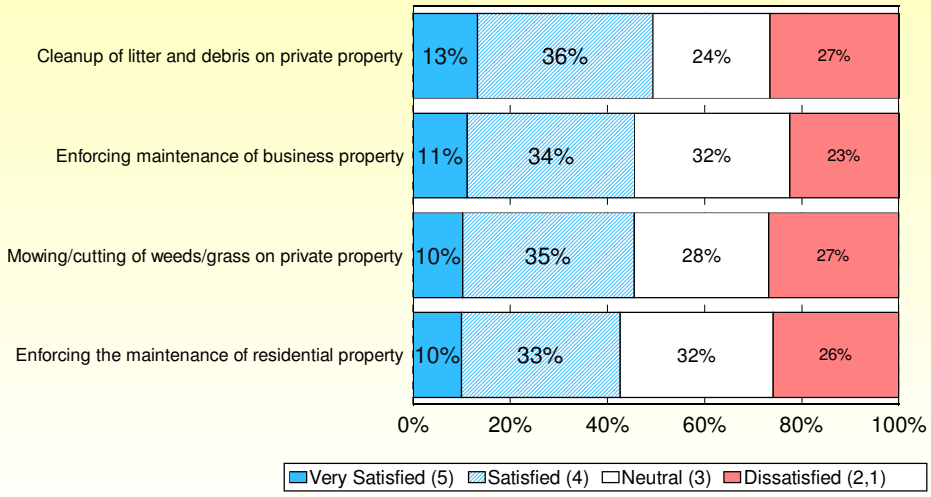

Q10. Have you met a police officer in your neighborhood or at a civic association meeting?
by percentage of respondents
Don't know
9%
Yes
52%
No
39%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q11. Perceptions of Safety in Fort Lauderdale
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")
Walking in your neighborhood during the day
61%
31%
7%
1%
At special events
44%
45%
10%
1%
In commercial/business areas during the day
51%
37%
9%
3%
Along the beach corridor
38%
45%
14%
3%
In the downtown entertainment area
32%
45%
20%
3%
In City parks
24%
49%
22%
6%
Walking in your neighborhood at night
24%
38%
23%
15%
In commercial/business areas at night
16%
40%
31%
13%
0%
20%
40%
60%
80%
100%
Very Safe (4)
Somewhat Safe (3)
Somewhat Unsafe (2)
Very Unsafe (1)
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Perceptions of Safety in Fort Lauderdale
2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
Walking in your neighborhood during the day
92%
93%
At special events
89%
89%
In commercial/business areas during the day
88%
89%
Along the beach corridor
83%
85%
In the downtown entertainment area
77%
79%
In City parks
73%
74%
Walking in your neighborhood at night
62%
65%
In commercial/business areas at night
56%
55%
0%
20%
40%
60%
80%
100%
2013
2012
*Changes of +/-4% from 2012 are statistically significant
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)
Trends

Q12. Satisfaction With Codes and Ordinances Related to Appearance

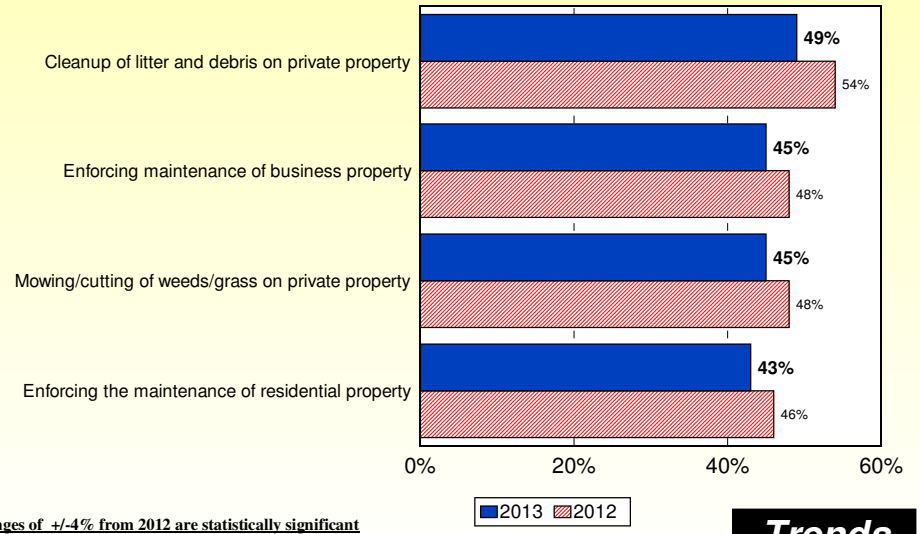
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Satisfaction With Codes and Ordinances Related to Appearance - 2012 vs. 2013

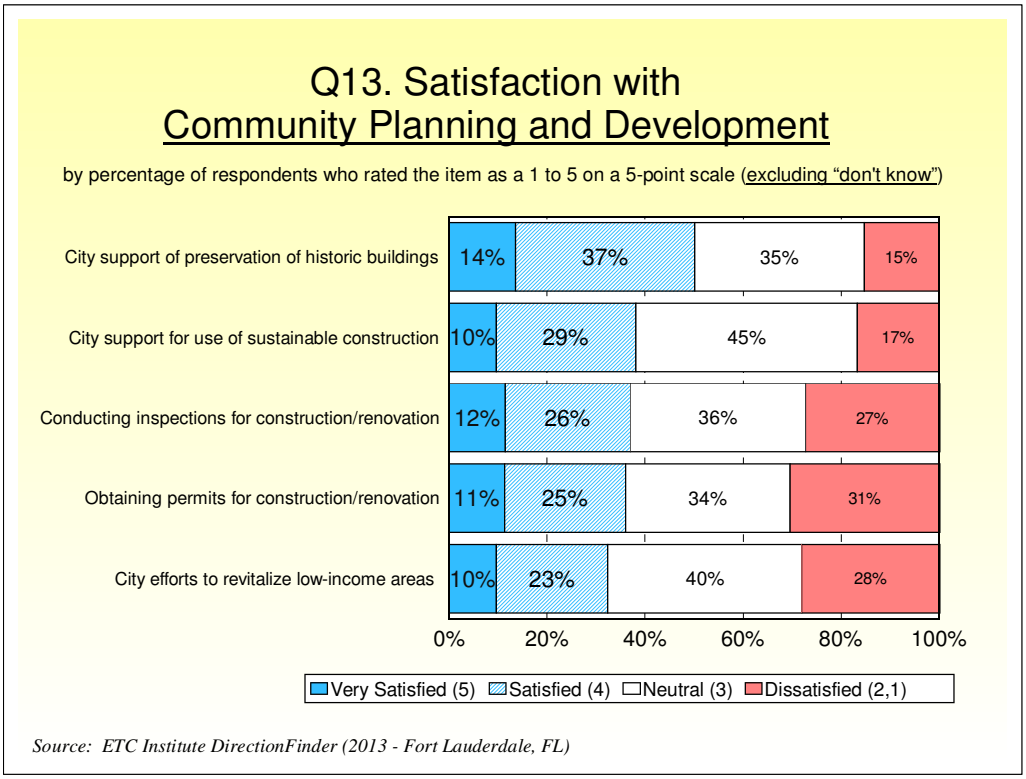
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

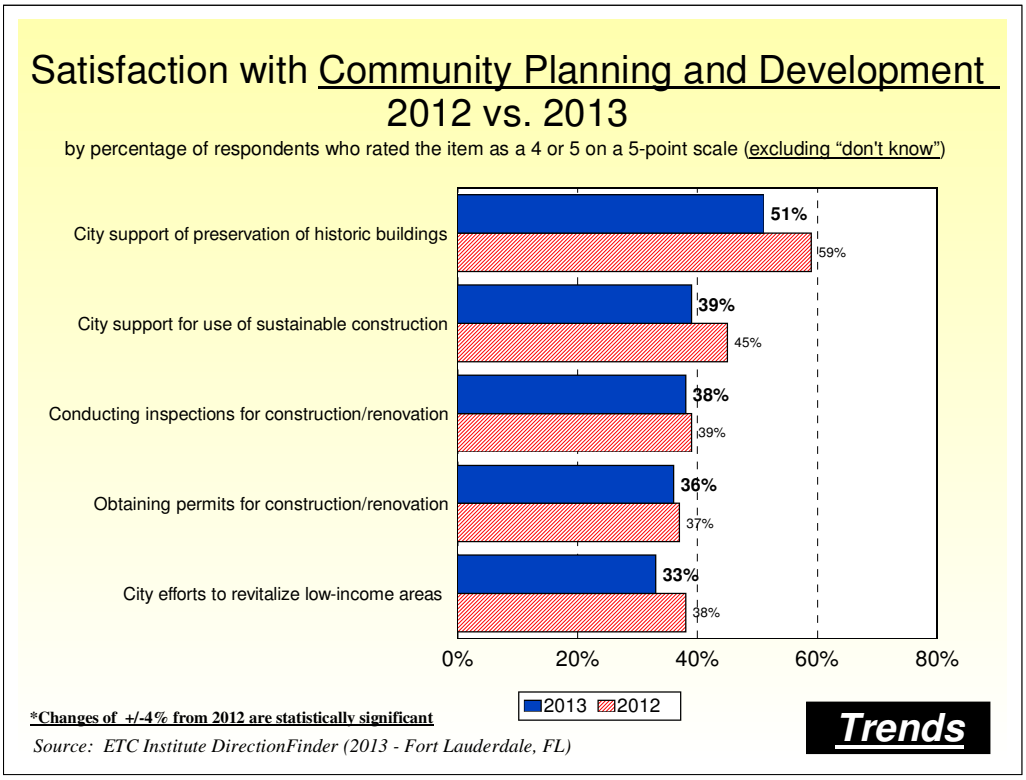


***Changes of +/-4% from 2012 are statistically significant**

Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

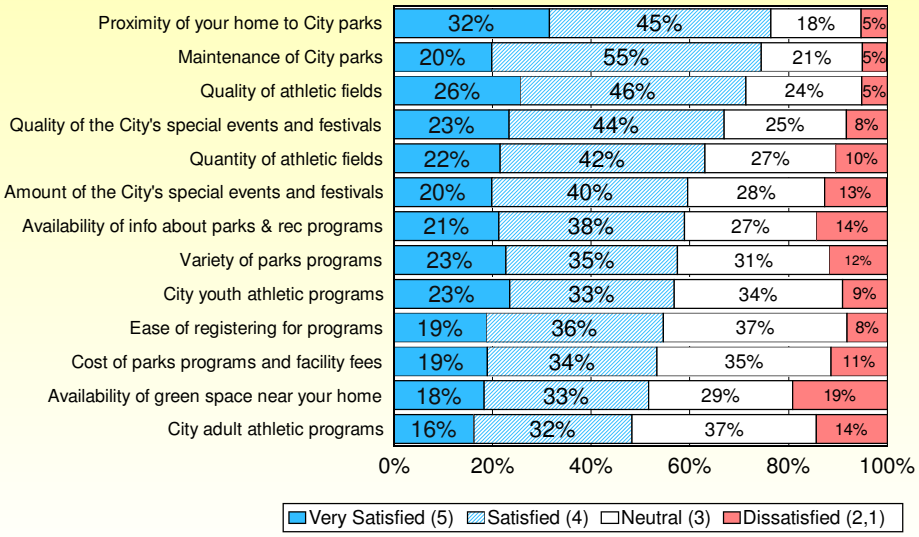
Trends


Q13. Satisfaction with
Community Planning and Development
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
City support of preservation of historic buildings
14%
37%
35%
15%
City support for use of sustainable construction
10%
29%
45%
17%
Conducting inspections for construction/renovation
12%
26%
36%
27%
Obtaining permits for construction/renovation
11%
25%
34%
31%
City efforts to revitalize low-income areas
10%
23%
40%
28%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2,1)
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Satisfaction with Community Planning and Development
2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
City support of preservation of historic buildings
51%
59%
City support for use of sustainable construction
39%
45%
Conducting inspections for construction/renovation
38%
39%
Obtaining permits for construction/renovation
36%
37%
City efforts to revitalize low-income areas
33%
38%
0%
20%
40%
60%
80%
2013
2012
*Changes of +/-4% from 2012 are statistically significant
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)
Trends

Q14. Satisfaction With Parks and Recreation Services

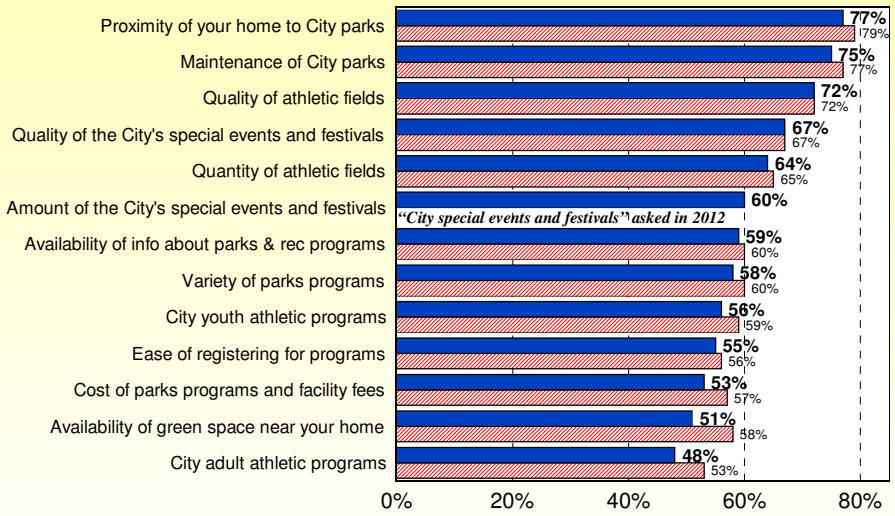
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Satisfaction With Parks and Recreation Services 2012 vs. 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



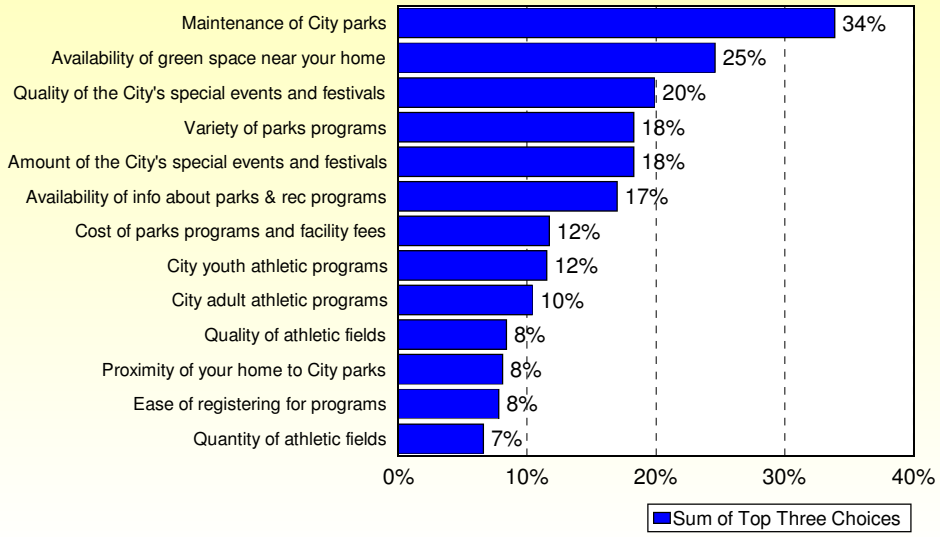
***Changes of +/-4% from 2012 are statistically significant**

Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Trends

Q15. Parks and Recreation Services That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

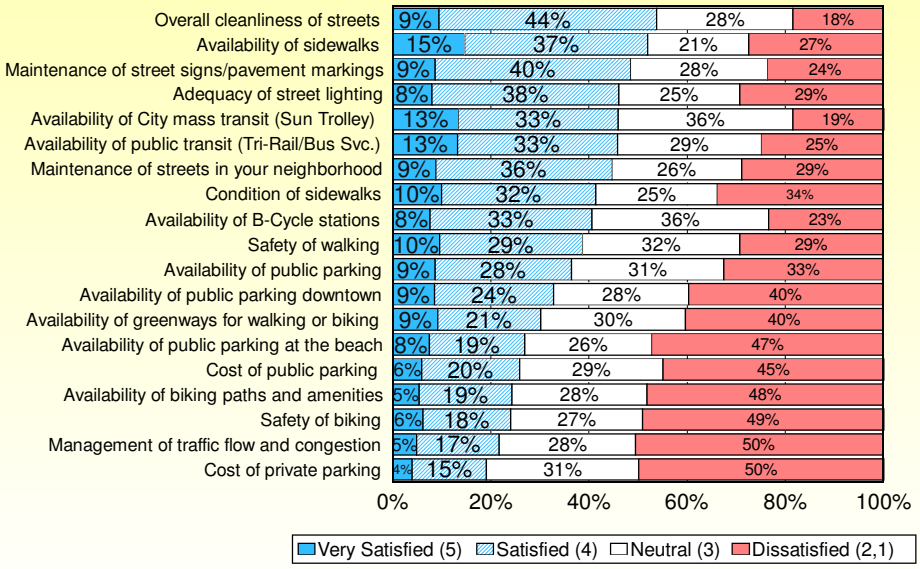
by percentage of respondents who selected the item as one of their top three choices



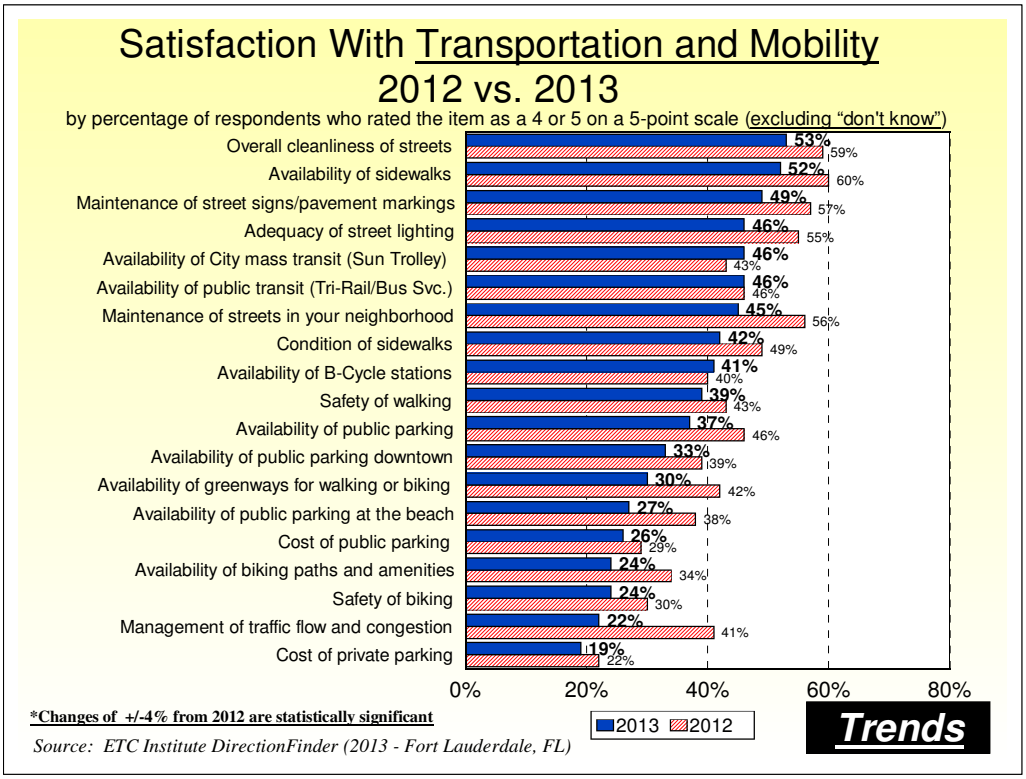
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

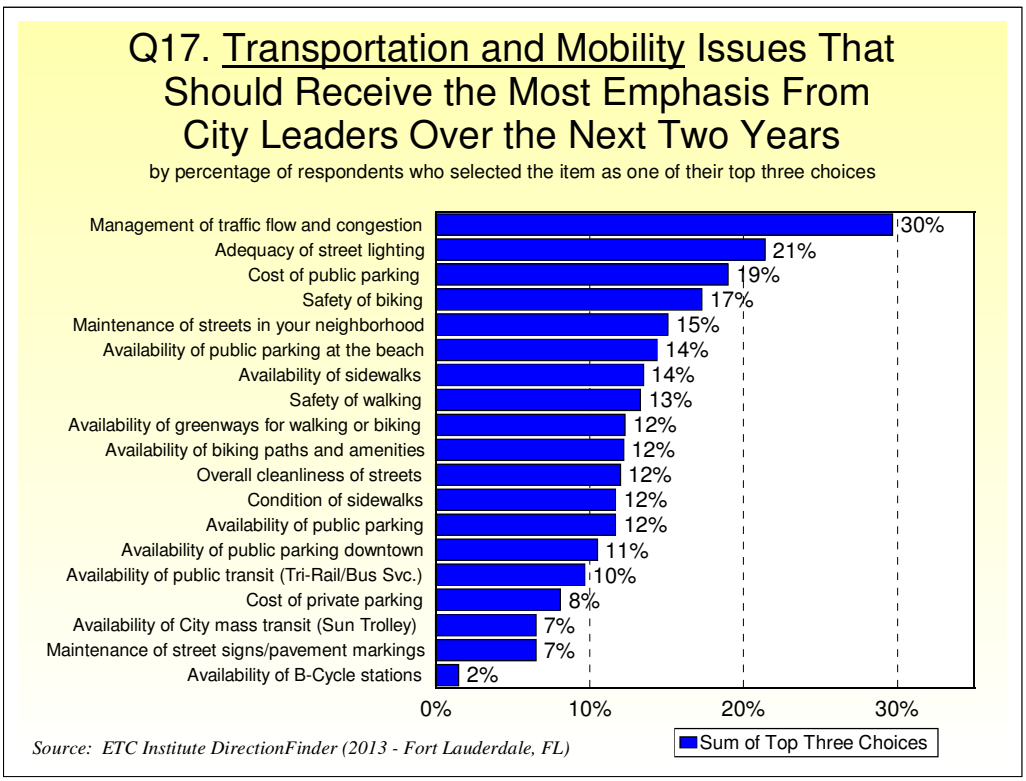
Q16. Satisfaction With Transportation and Mobility

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



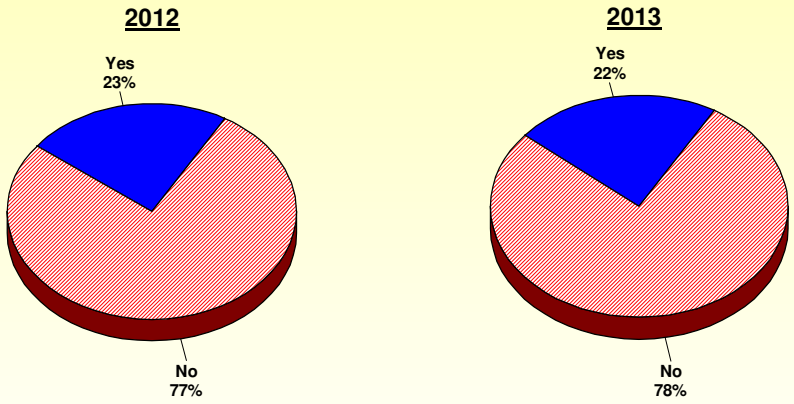
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Satisfaction With Transportation and Mobility
2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
Overall cleanliness of streets 53% 59%
Availability of sidewalks 52% 60%
Maintenance of street signs/pavement markings 49% 57%
Adequacy of street lighting 46% 55%
Availability of City mass transit (Sun Trolley) 46% 43%
Availability of public transit (Tri-Rail/Bus Svc.) 46% 46%
Maintenance of streets in your neighborhood 45% 56%
Condition of sidewalks 42% 49%
Availability of B-Cycle stations 41% 40%
Safety of walking 39% 43%
Availability of public parking 37% 46%
Availability of public parking downtown 33% 39%
Availability of greenways for walking or biking 30% 42%
Availability of public parking at the beach 27% 38%
Cost of public parking 26% 29%
Availability of biking paths and amenities 24% 34%
Safety of biking 24% 30%
Management of traffic flow and congestion 22% 41%
Cost of private parking 19% 22%
0% 20% 40% 60% 80%
*Changes of +/-4% from 2012 are statistically significant
2013 2012
Trends
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q17. Transportation and Mobility Issues That Should Receive the Most Emphasis From City Leaders Over the Next Two Years
by percentage of respondents who selected the item as one of their top three choices
Management of traffic flow and congestion 30%
Adequacy of street lighting 21%
Cost of public parking 19%
Safety of biking 17%
Maintenance of streets in your neighborhood 15%
Availability of public parking at the beach 14%
Availability of sidewalks 14%
Safety of walking 13%
Availability of greenways for walking or biking 12%
Availability of biking paths and amenities 12%
Overall cleanliness of streets 12%
Condition of sidewalks 12%
Availability of public parking 12%
Availability of public parking downtown 11%
Availability of public transit (Tri-Rail/Bus Svc.) 10%
Cost of private parking 8%
Availability of City mass transit (Sun Trolley) 7%
Maintenance of street signs/pavement markings 7%
Availability of B-Cycle stations 2%
0% 10% 20% 30%
Sum of Top Three Choices
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Q18. Do you or does any member of your household use public transportation options?

by percentage of respondents (excluding "not provided")



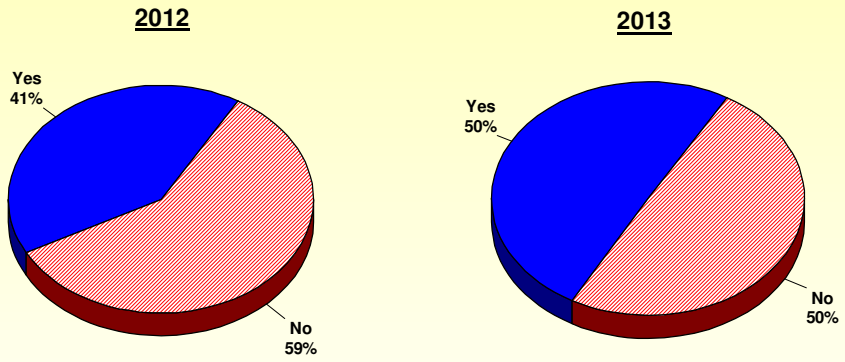
***Changes of +/-4% from 2012 are statistically significant**

Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Trends

Q19. Does anyone in your household regularly ride a bicycle?

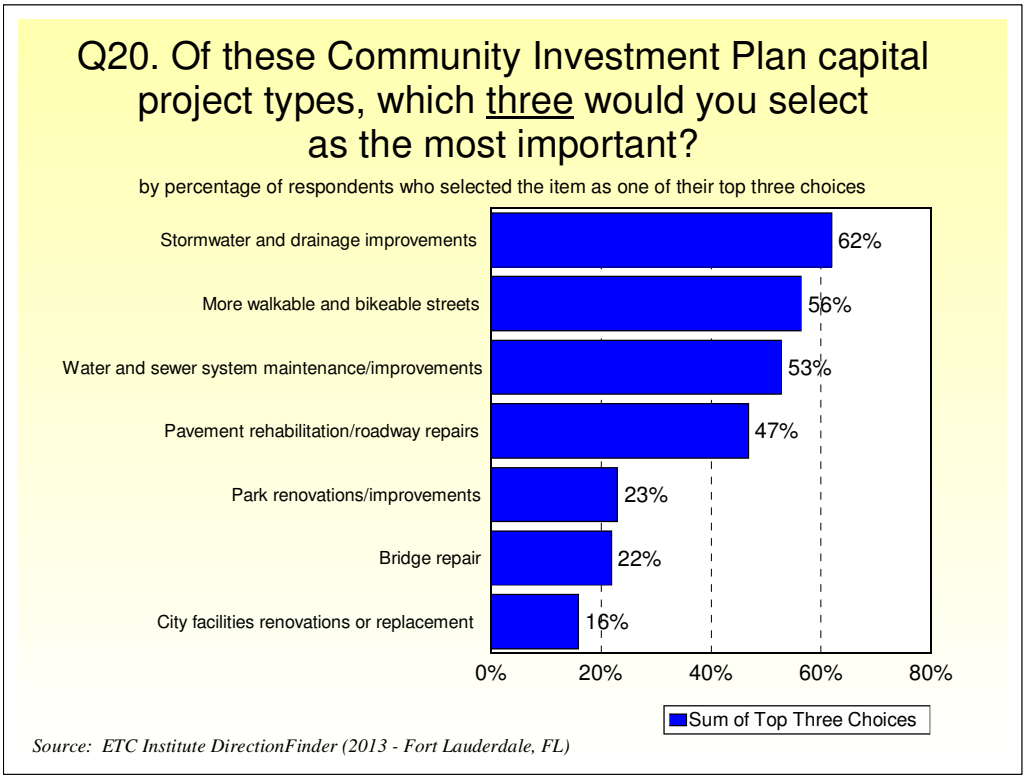
by percentage of respondents (excluding "not provided")

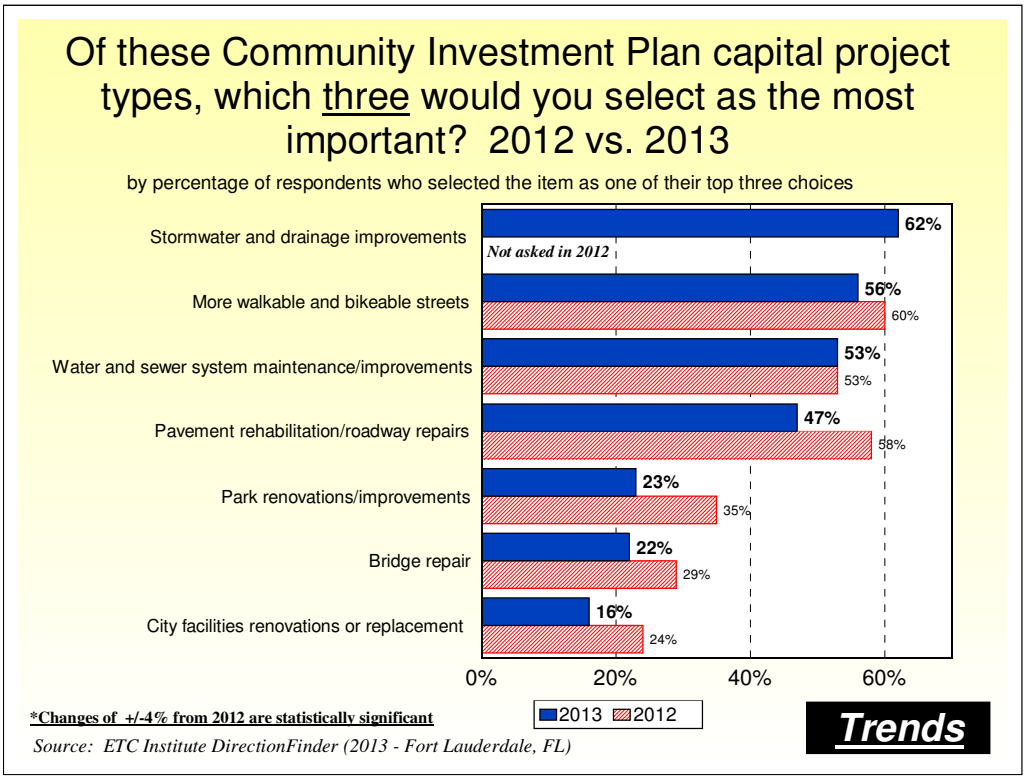


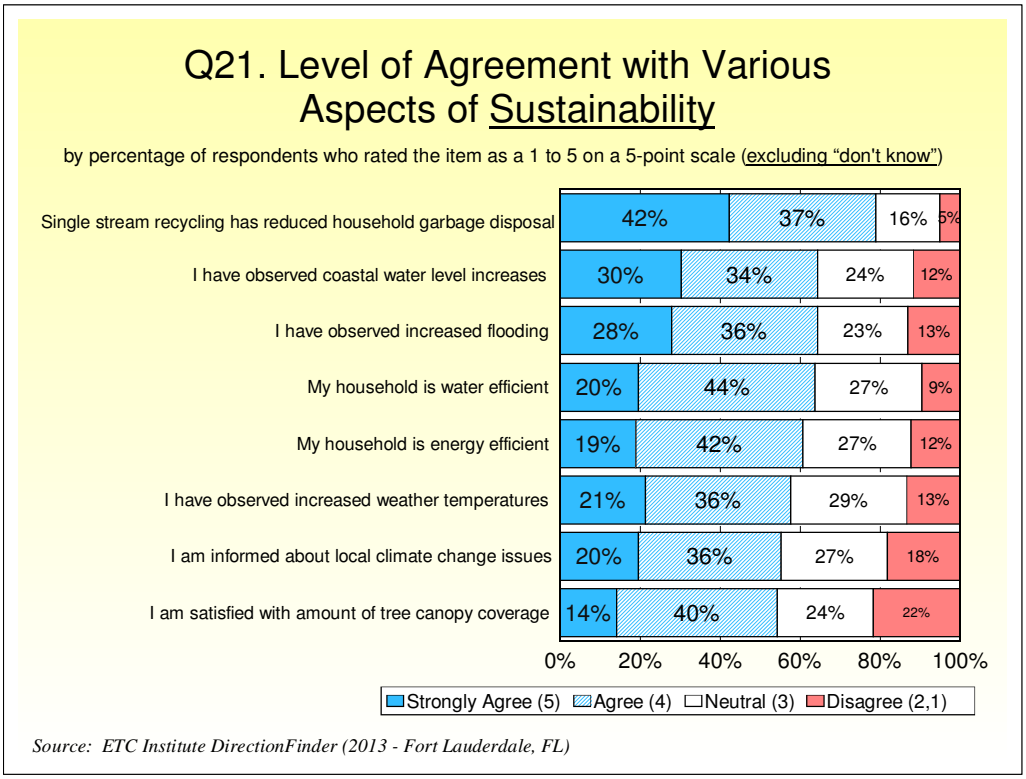
***Changes of +/-4% from 2012 are statistically significant**

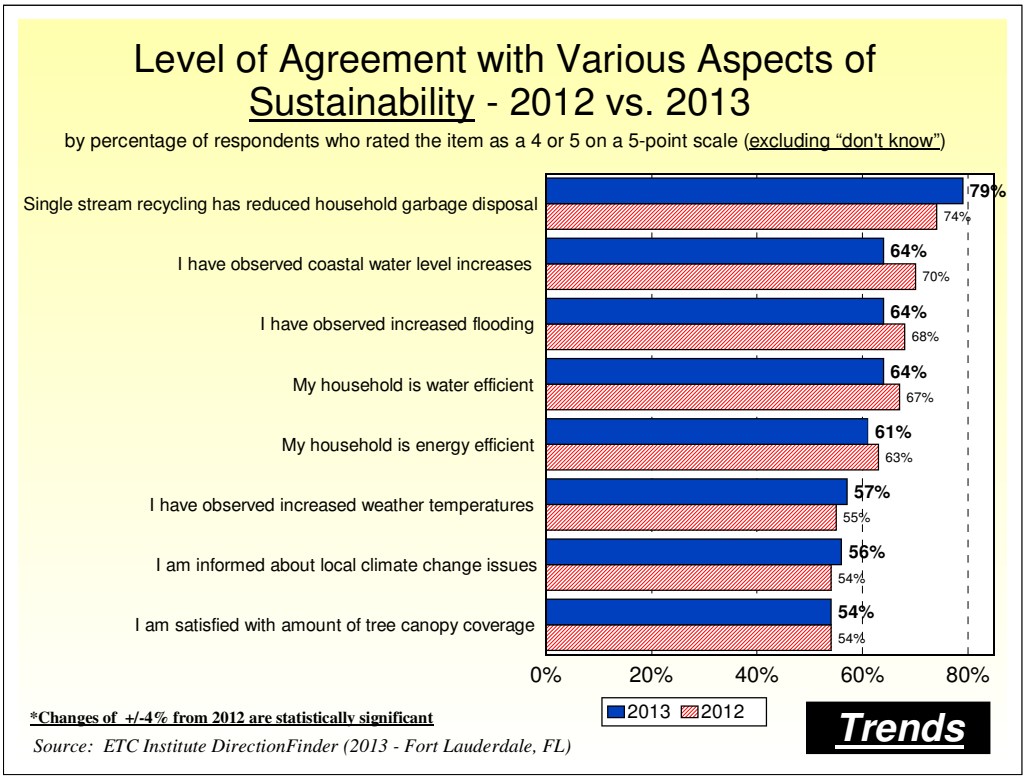
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

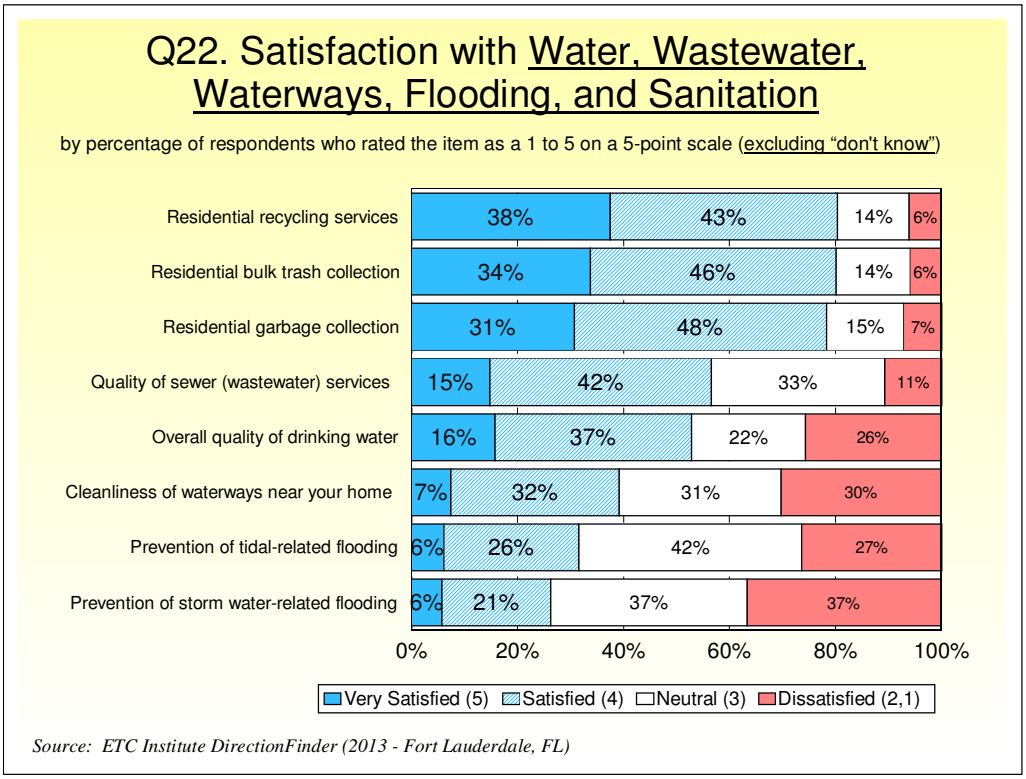
Trends

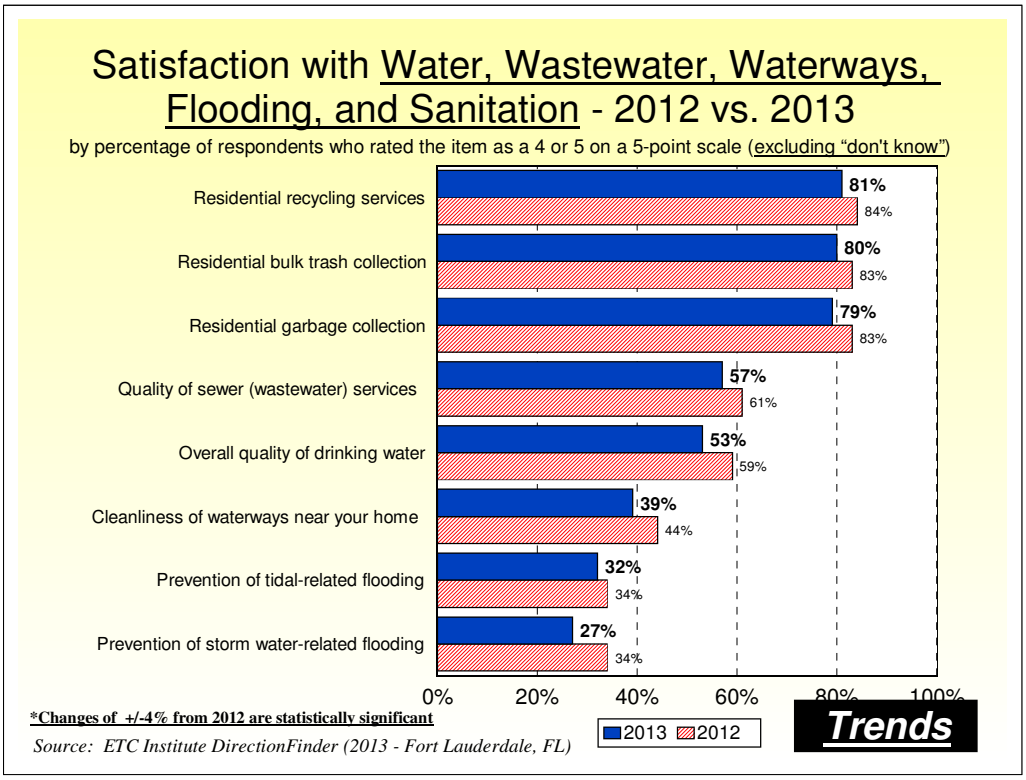

Q20. Of these Community Investment Plan capital project types, which three would you select as the most important?
by percentage of respondents who selected the item as one of their top three choices
Stormwater and drainage improvements
62%
More walkable and bikeable streets
56%
Water and sewer system maintenance/improvements
53%
Pavement rehabilitation/roadway repairs
47%
Park renovations/improvements
23%
Bridge repair
22%
City facilities renovations or replacement
16%
0%
20%
40%
60%
80%
Sum of Top Three Choices
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

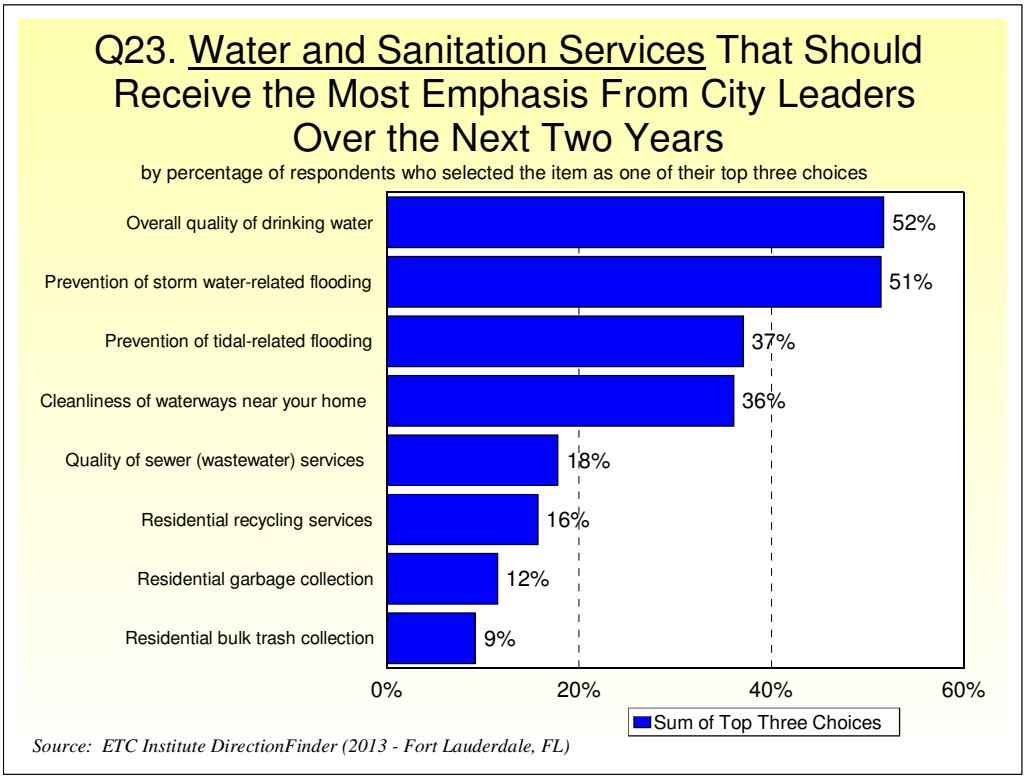

Of these Community Investment Plan capital project types, which three would you select as the most important? 2012 vs. 2013
by percentage of respondents who selected the item as one of their top three choices
Stormwater and drainage improvements
62%
Not asked in 2012
More walkable and bikeable streets
56%
60%
Water and sewer system maintenance/improvements
53%
53%
Pavement rehabilitation/roadway repairs
47%
58%
Park renovations/improvements
23%
35%
Bridge repair
22%
29%
City facilities renovations or replacement
16%
24%
0%
20%
40%
60%
*Changes of +/-4% from 2012 are statistically significant
2013
2012
Trends
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

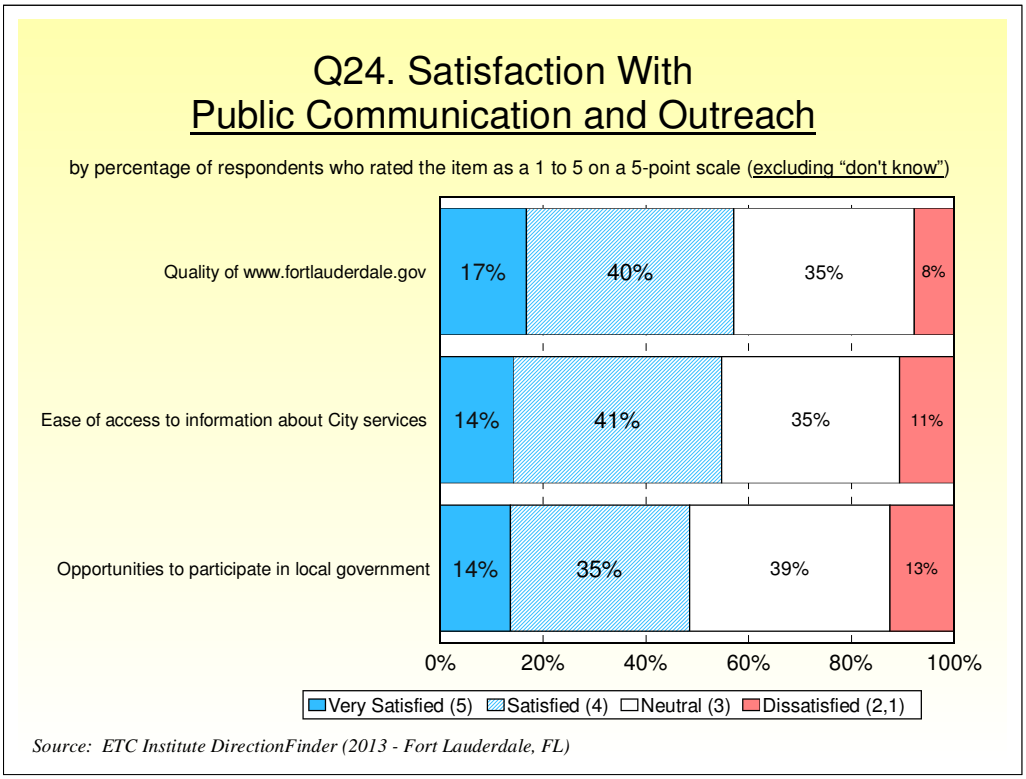

Q21. Level of Agreement with Various Aspects of Sustainability
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Single stream recycling has reduced household garbage disposal
42%
37%
16%
5%
I have observed coastal water level increases
30%
34%
24%
12%
I have observed increased flooding
28%
36%
23%
13%
My household is water efficient
20%
44%
27%
9%
My household is energy efficient
19%
42%
27%
12%
I have observed increased weather temperatures
21%
36%
29%
13%
I am informed about local climate change issues
20%
36%
27%
18%
I am satisfied with amount of tree canopy coverage
14%
40%
24%
22%
0%
20%
40%
60%
80%
100%
Strongly Agree (5)
Agree (4)
Neutral (3)
Disagree (2,1)
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

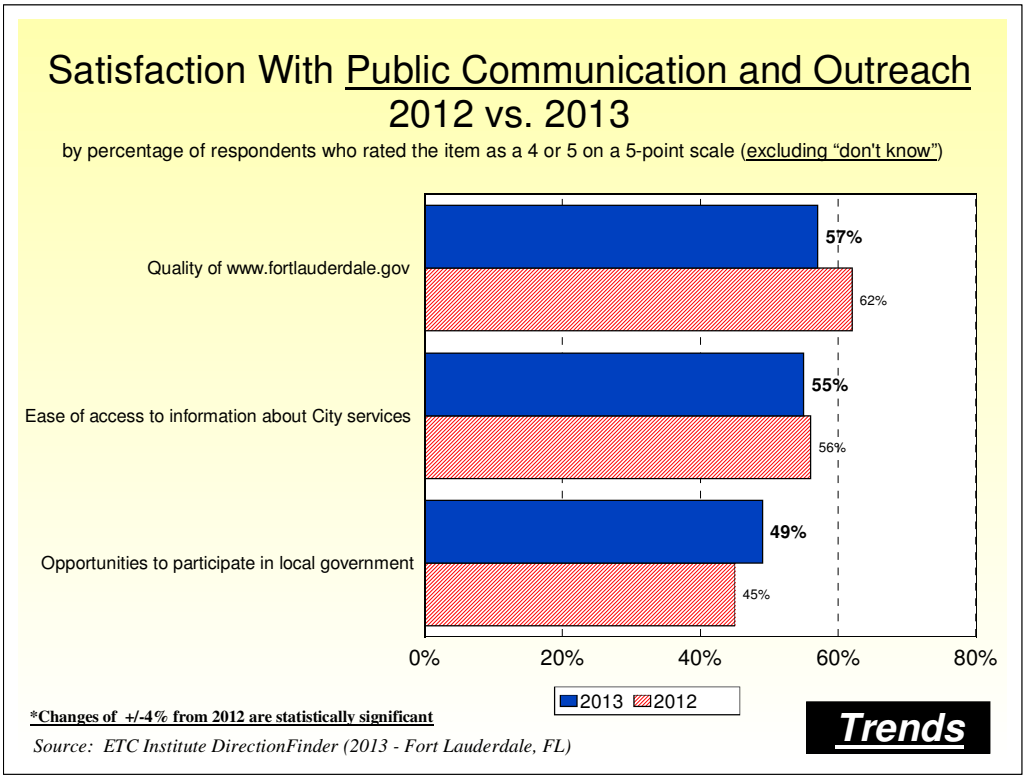

Level of Agreement with Various Aspects of Sustainability - 2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
Single stream recycling has reduced household garbage disposal
79%
74%
I have observed coastal water level increases
64%
70%
I have observed increased flooding
64%
68%
My household is water efficient
64%
67%
My household is energy efficient
61%
63%
I have observed increased weather temperatures
57%
55%
I am informed about local climate change issues
56%
54%
I am satisfied with amount of tree canopy coverage
54%
54%
0%
20%
40%
60%
80%
2013
2012
*Changes of +/-4% from 2012 are statistically significant
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)
Trends

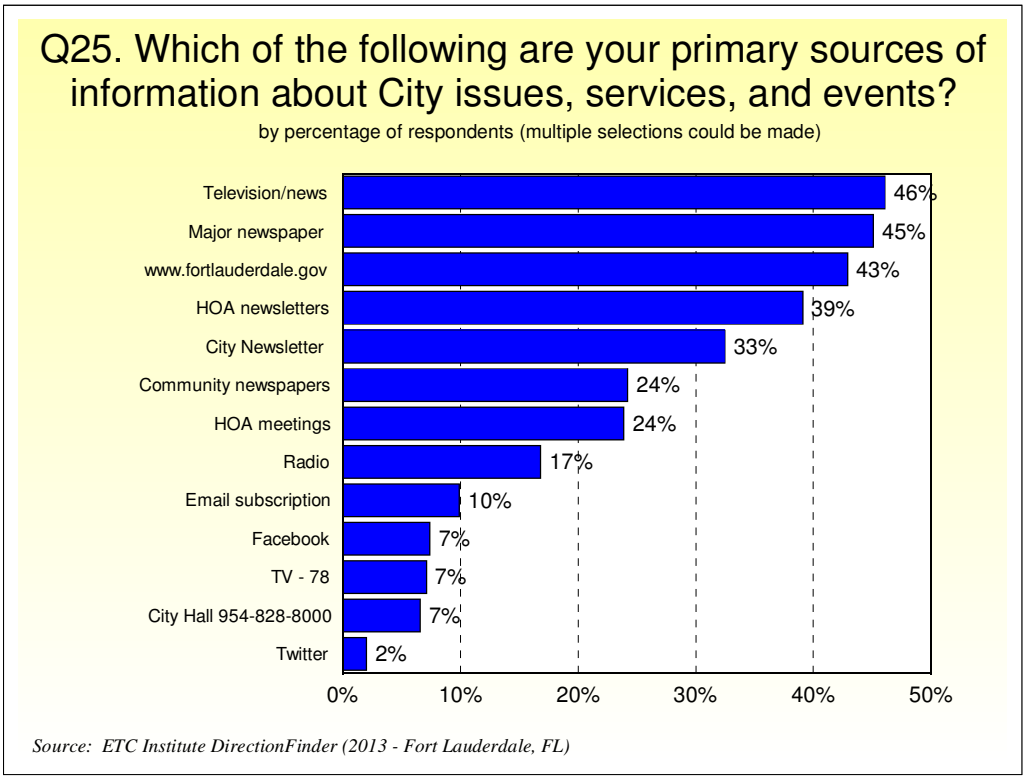

Q22. Satisfaction with Water, Wastewater, Waterways, Flooding, and Sanitation
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Residential recycling services
38%
43%
14%
6%
Residential bulk trash collection
34%
46%
14%
6%
Residential garbage collection
31%
48%
15%
7%
Quality of sewer (wastewater) services
15%
42%
33%
11%
Overall quality of drinking water
16%
37%
22%
26%
Cleanliness of waterways near your home
7%
32%
31%
30%
Prevention of tidal-related flooding
6%
26%
42%
27%
Prevention of storm water-related flooding
6%
21%
37%
37%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2,1)
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Satisfaction with Water, Wastewater, Waterways, Flooding, and Sanitation - 2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
Residential recycling services
81%
84%
Residential bulk trash collection
80%
83%
Residential garbage collection
79%
83%
Quality of sewer (wastewater) services
57%
61%
Overall quality of drinking water
53%
59%
Cleanliness of waterways near your home
39%
44%
Prevention of tidal-related flooding
32%
34%
Prevention of storm water-related flooding
27%
34%
0%
20%
40%
60%
80%
100%
*Changes of +/-4% from 2012 are statistically significant
2013
2012
Trends
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q23. Water and Sanitation Services That Should Receive the Most Emphasis From City Leaders Over the Next Two Years
by percentage of respondents who selected the item as one of their top three choices
Overall quality of drinking water
52%
Prevention of storm water-related flooding
51%
Prevention of tidal-related flooding
37%
Cleanliness of waterways near your home
36%
Quality of sewer (wastewater) services
18%
Residential recycling services
16%
Residential garbage collection
12%
Residential bulk trash collection
9%
0%
20%
40%
60%
Sum of Top Three Choices
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

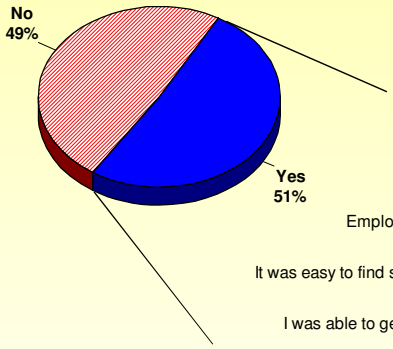

Q24. Satisfaction With Public Communication and Outreach
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Quality of www.fortlauderdale.gov
17%
40%
35%
8%
Ease of access to information about City services
14%
41%
35%
11%
Opportunities to participate in local government
14%
35%
39%
13%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2,1)
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Satisfaction With Public Communication and Outreach
2012 vs. 2013
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")
Quality of www.fortlauderdale.gov
57%
62%
Ease of access to information about City services
55%
56%
Opportunities to participate in local government
49%
45%
0%
20%
40%
60%
80%
2013
2012
*Changes of +/-4% from 2012 are statistically significant
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)
Trends


Q25. Which of the following are your primary sources of information about City issues, services, and events?
by percentage of respondents (multiple selections could be made)
Television/news 46%
Major newspaper 45%
www.fortlauderdale.gov 43%
HOA newsletters 39%
City Newsletter 33%
Community newspapers 24%
HOA meetings 24%
Radio 17%
Email subscription 10%
Facebook 7%
TV - 78 7%
City Hall 954-828-8000 7%
Twitter 2%
0%
10%
20%
30%
40%
50%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

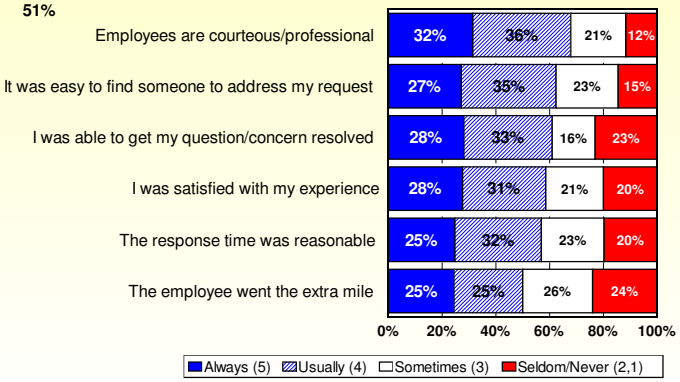
Q26. Have you contacted the City during the past year?

by percentage of respondents



Q26a-f. Frequency That City Employees Display Various Behaviors

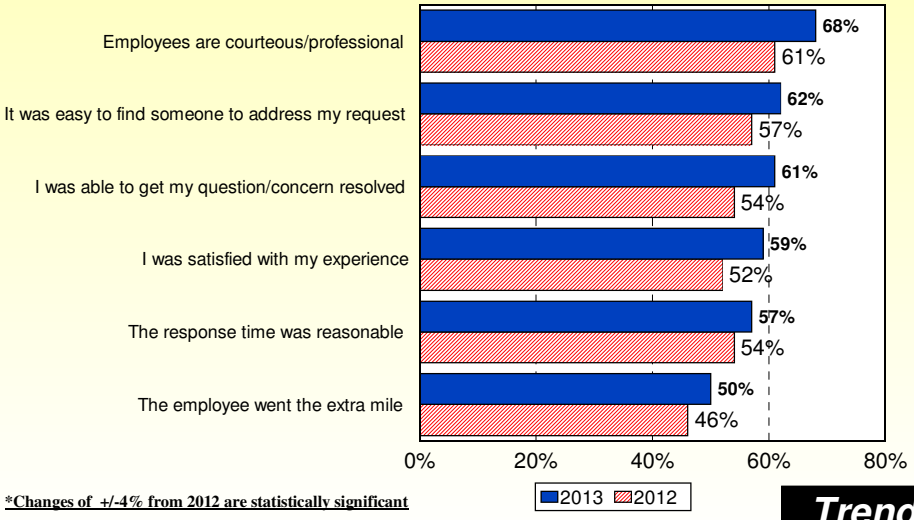
(excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Frequency That City Employees Display Various Behaviors 2012 vs. 2013

by percentage of respondents who had contacted the City during the past year and rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



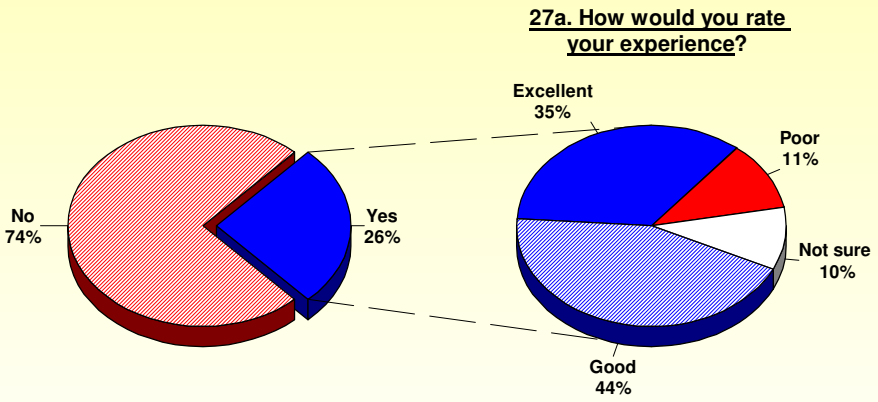
***Changes of +/-4% from 2012 are statistically significant**

Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Trends

Q27. Have you ever contacted our 24-hour Customer Service Center (954-828-8000)?

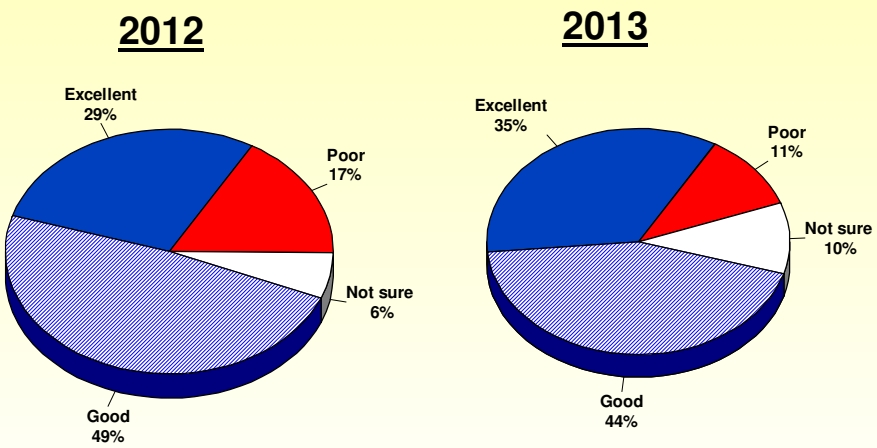
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

How would you rate your experience? 2012 vs. 2013

by percentage of respondents contacted the City's 24-hour Customer Service Center



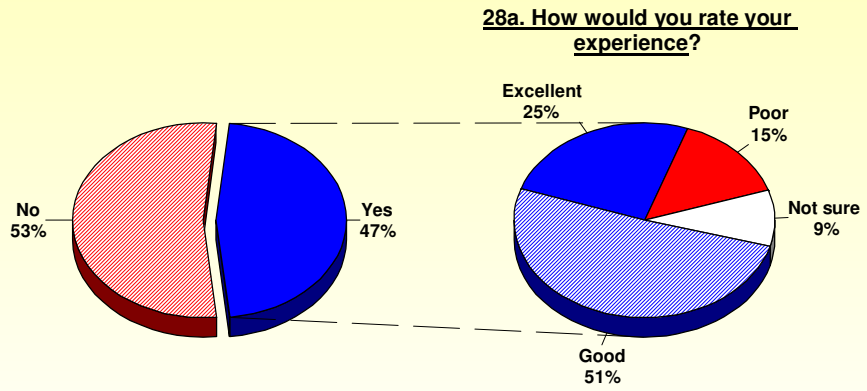
***Changes of +/-4% from 2012 are statistically significant**

Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Trends

Q28. Have you ever contacted our Utility Billing Office (954-828-5150)?

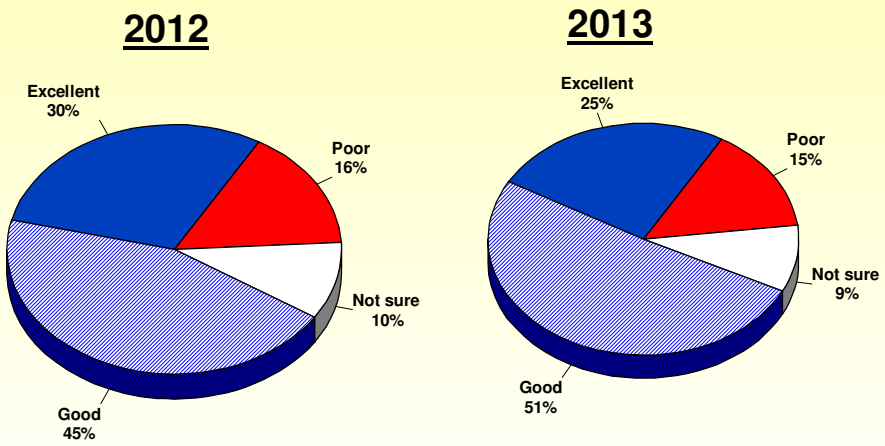
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

How would you rate your experience? 2012 vs. 2013

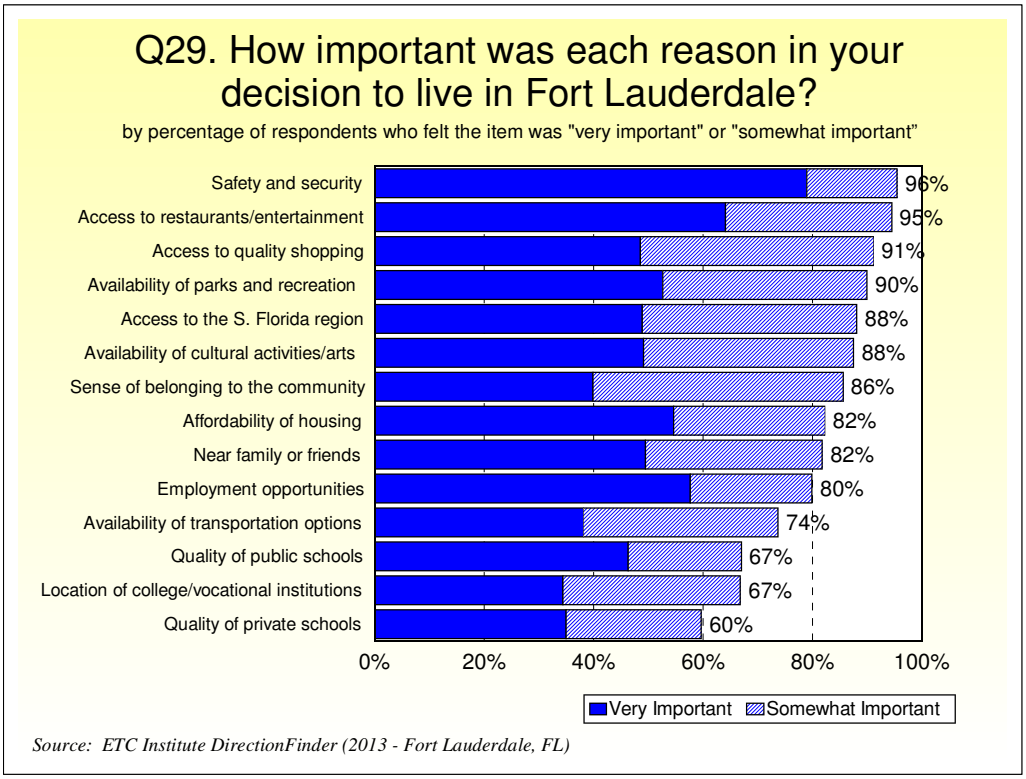
by percentage of respondents who had contacted the City's Utility Billing Office

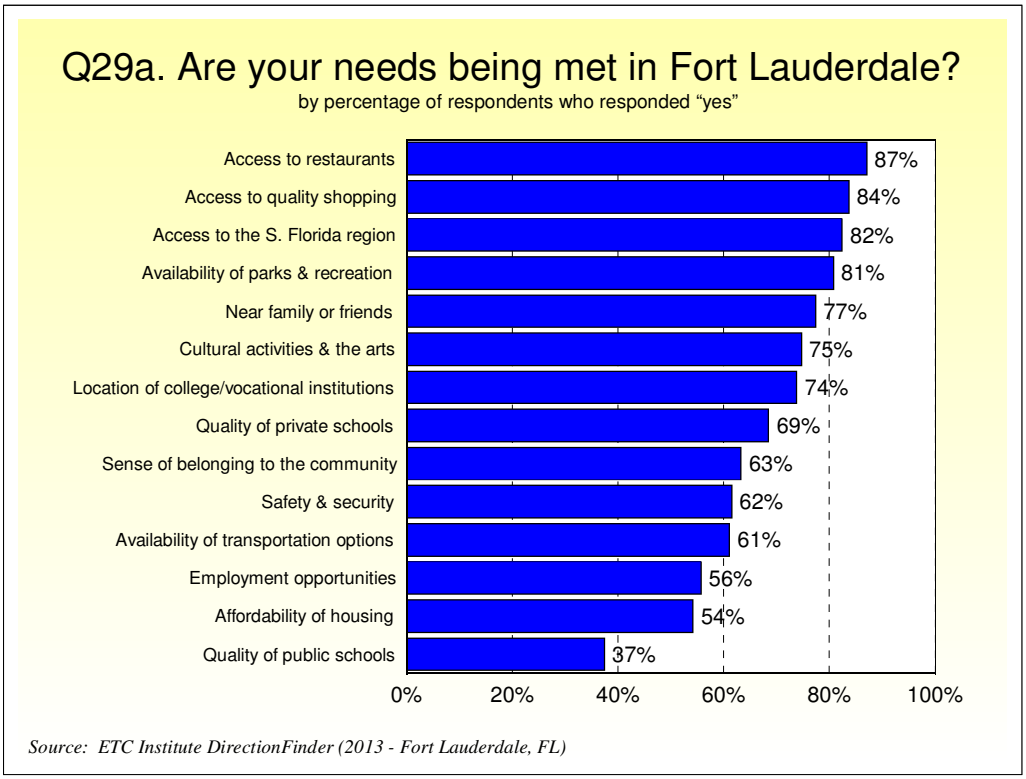


***Changes of +/-4% from 2012 are statistically significant**

Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

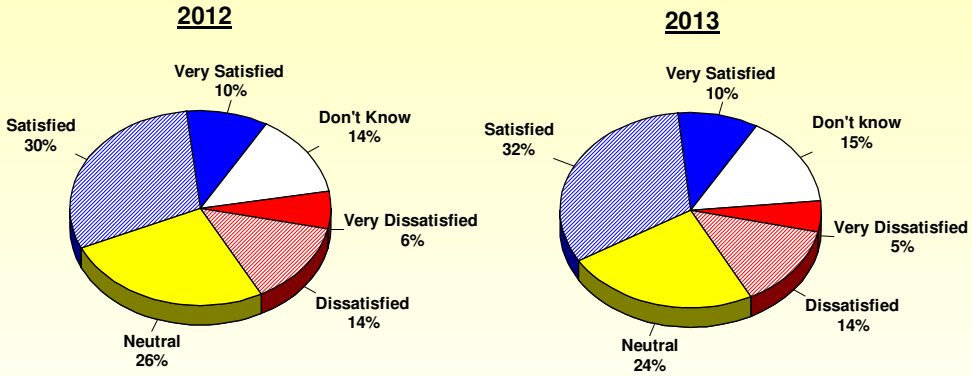
Trends


Q29. How important was each reason in your decision to live in Fort Lauderdale?
by percentage of respondents who felt the item was "very important" or "somewhat important"
Safety and security 96%
Access to restaurants/entertainment 95%
Access to quality shopping 91%
Availability of parks and recreation 90%
Access to the S. Florida region 88%
Availability of cultural activities/arts 88%
Sense of belonging to the community 86%
Affordability of housing 82%
Near family or friends 82%
Employment opportunities 80%
Availability of transportation options 74%
Quality of public schools 67%
Location of college/vocational institutions 67%
Quality of private schools 60%
0%
20%
40%
60%
80%
100%
Very Important
Somewhat Important
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q29a. Are your needs being met in Fort Lauderdale?
by percentage of respondents who responded "yes"
Access to restaurants 87%
Access to quality shopping 84%
Access to the S. Florida region 82%
Availability of parks & recreation 81%
Near family or friends 77%
Cultural activities & the arts 75%
Location of college/vocational institutions 74%
Quality of private schools 69%
Sense of belonging to the community 63%
Safety & security 62%
Availability of transportation options 61%
Employment opportunities 56%
Affordability of housing 54%
Quality of public schools 37%
0%
20%
40%
60%
80%
100%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Q30. 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



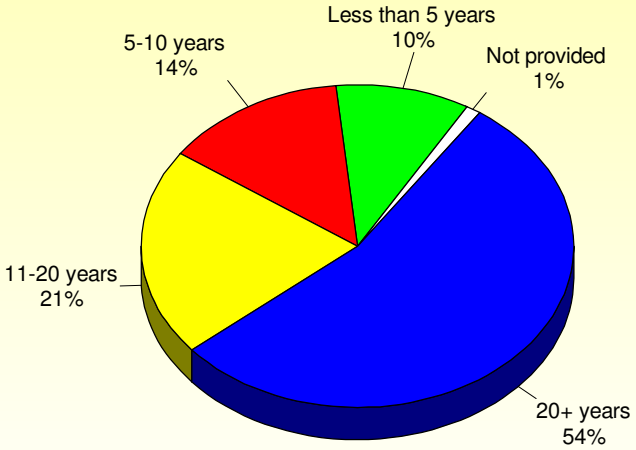
***Changes of +/-4% from 2012 are statistically significant**

Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

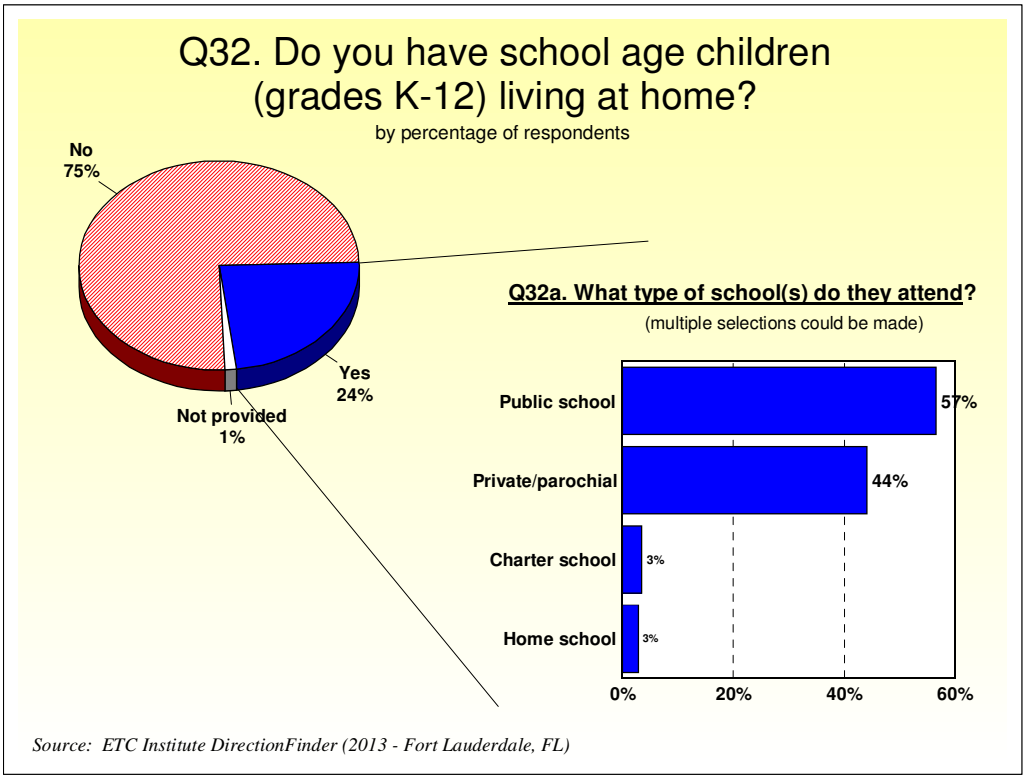
Trends

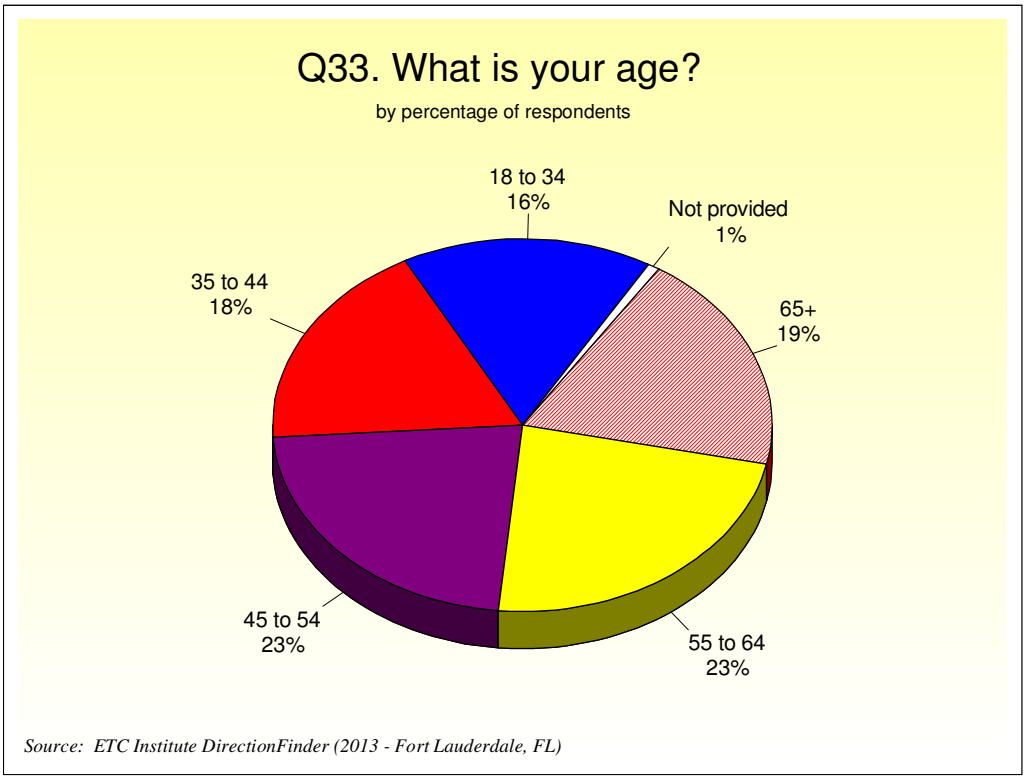
Q31. Approximately how many years have you lived in the City of Fort Lauderdale?

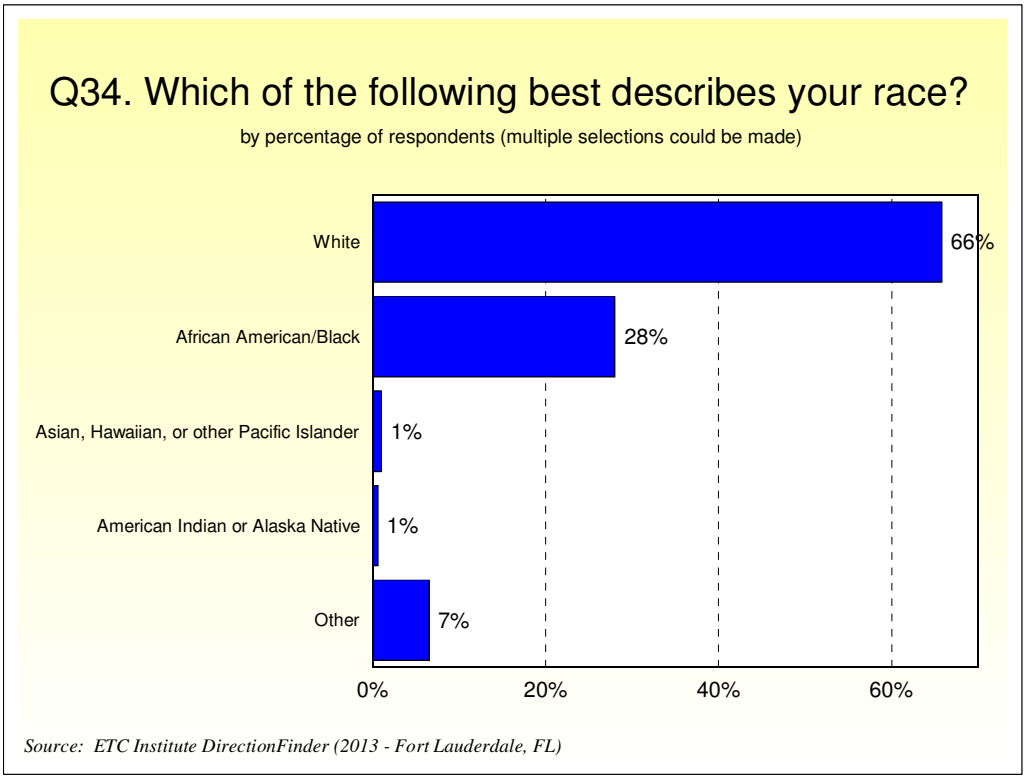
by percentage of respondents

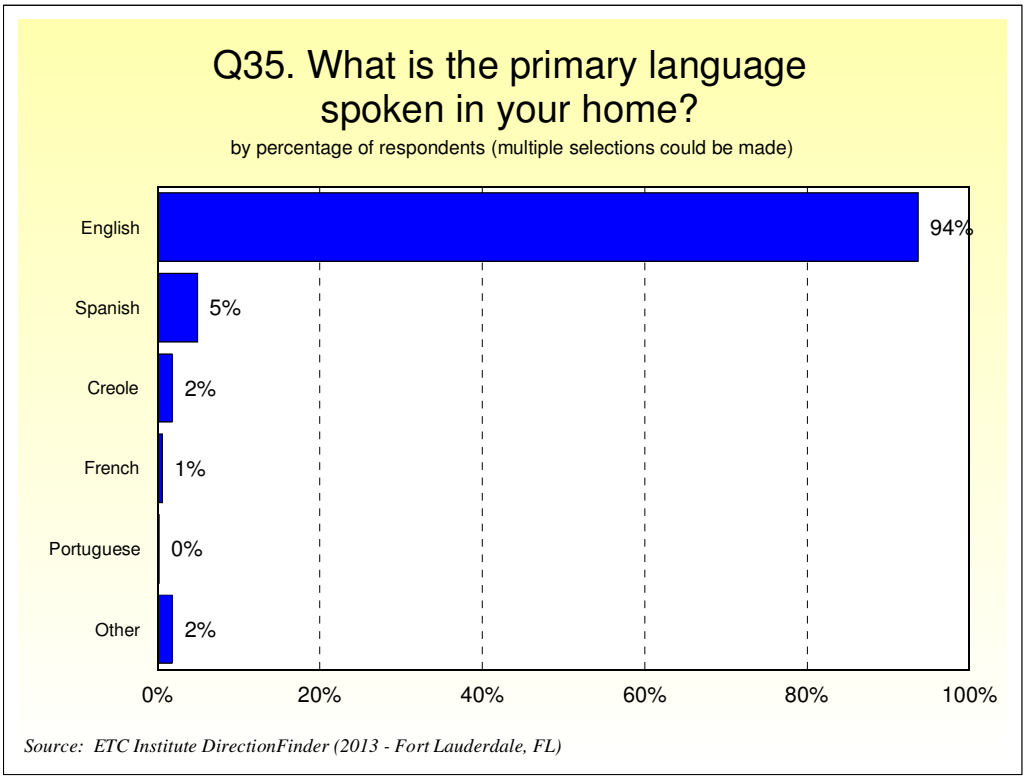


Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q32. Do you have school age children (grades K-12) living at home?
by percentage of respondents
No 75%
Yes 24%
Not provided 1%
Q32a. What type of school(s) do they attend?
(multiple selections could be made)
Public school 57%
Private/parochial 44%
Charter school 3%
Home school 3%
0%
20%
40%
60%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

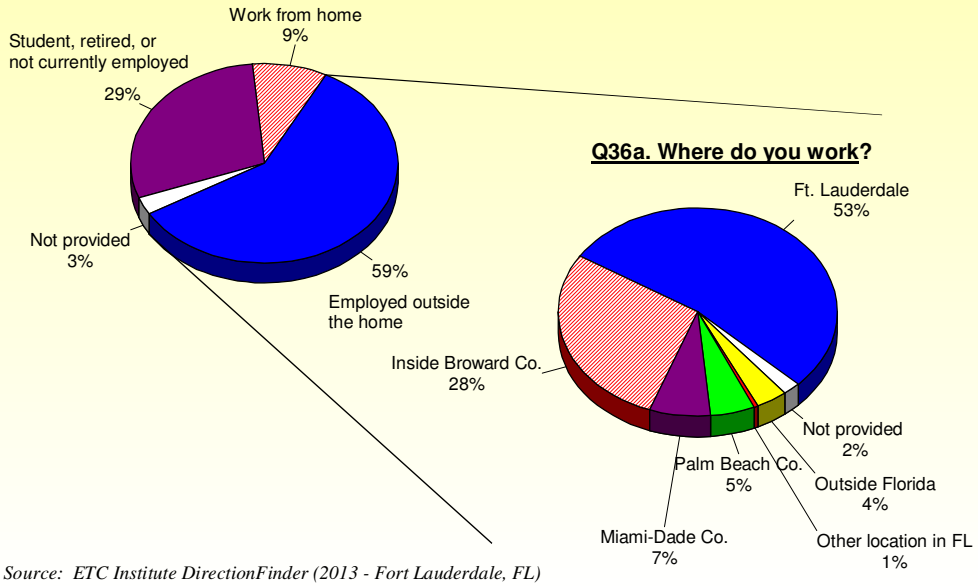

Q33. What is your age?
by percentage of respondents
18 to 34 16%
Not provided 1%
35 to 44 18%
65+ 19%
45 to 54 23%
55 to 64 23%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q34. Which of the following best describes your race?
by percentage of respondents (multiple selections could be made)
White
66%
African American/Black
28%
Asian, Hawaiian, or other Pacific Islander
1%
American Indian or Alaska Native
1%
Other
7%
0%
20%
40%
60%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q35. What is the primary language spoken in your home?
by percentage of respondents (multiple selections could be made)
English
94%
Spanish
5%
Creole
2%
French
1%
Portuguese
0%
Other
2%
0%
20%
40%
60%
80%
100%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Q36. Which of the following best describes your current place of employment?

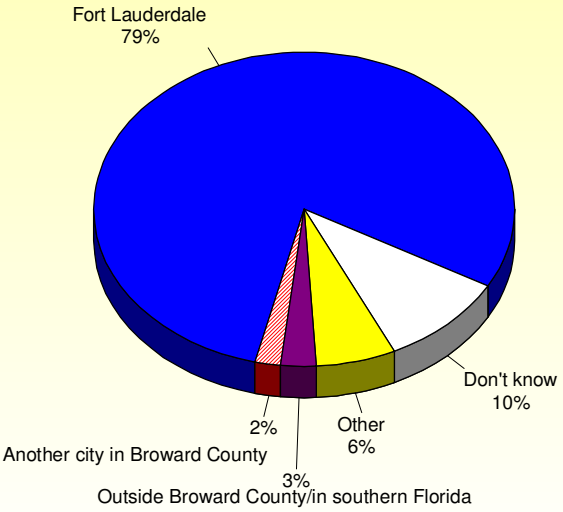
by percentage of respondents



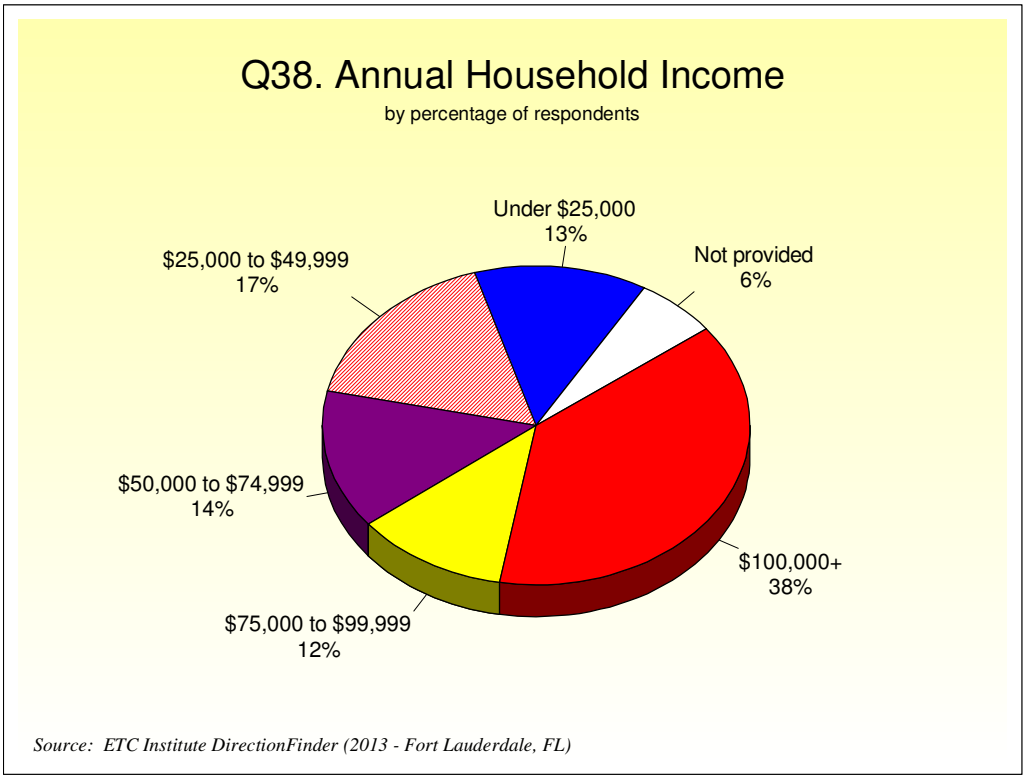
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

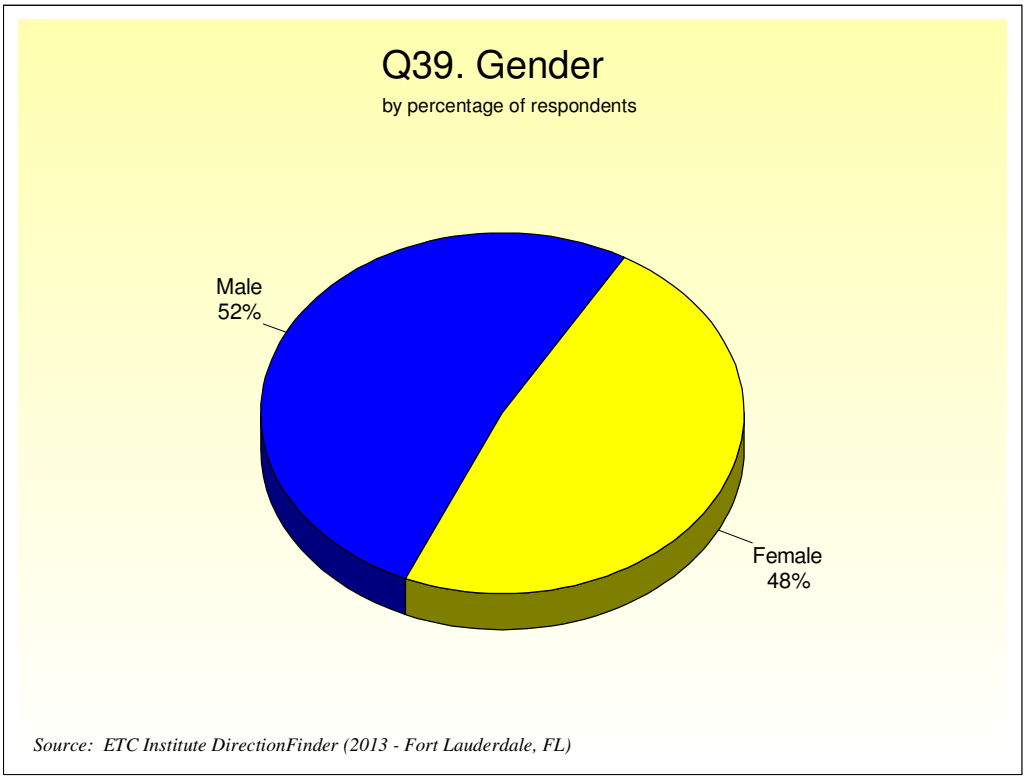
Q37. Where do you plan to be living in the next 2-5 years?

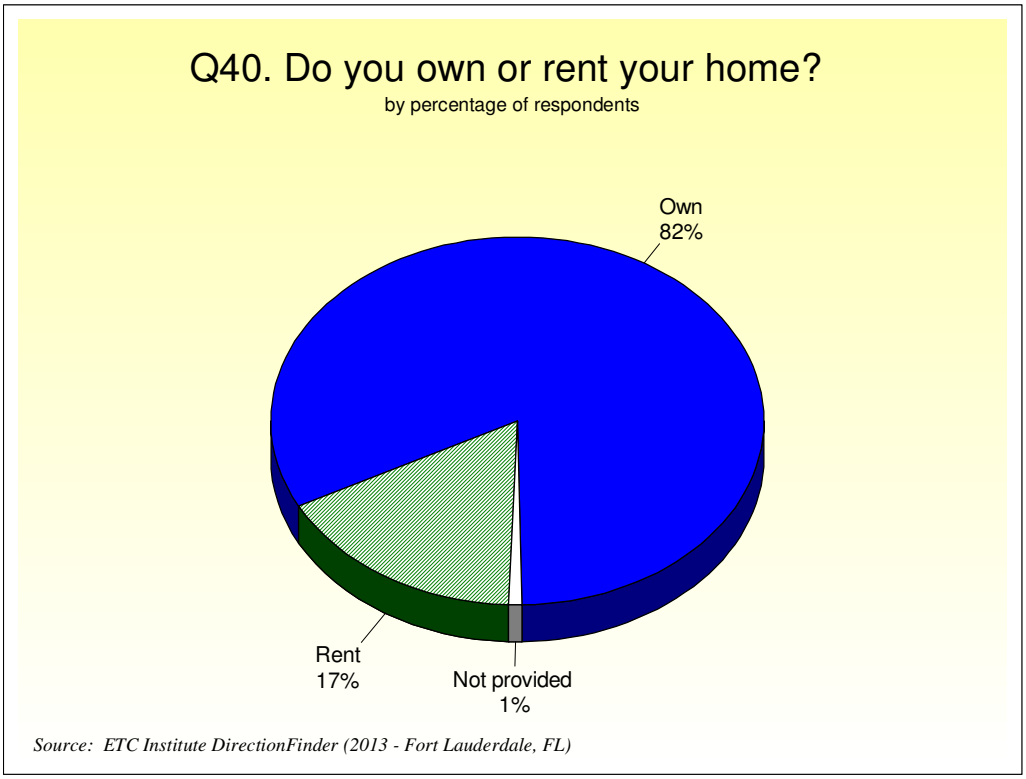
by percentage of respondents

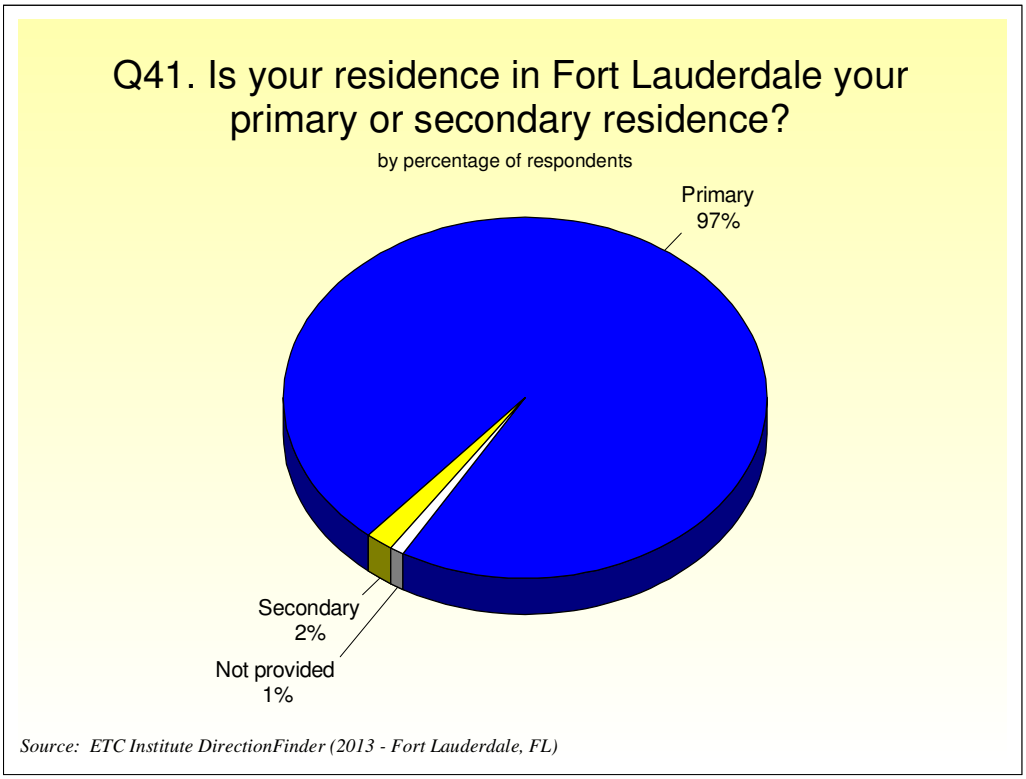


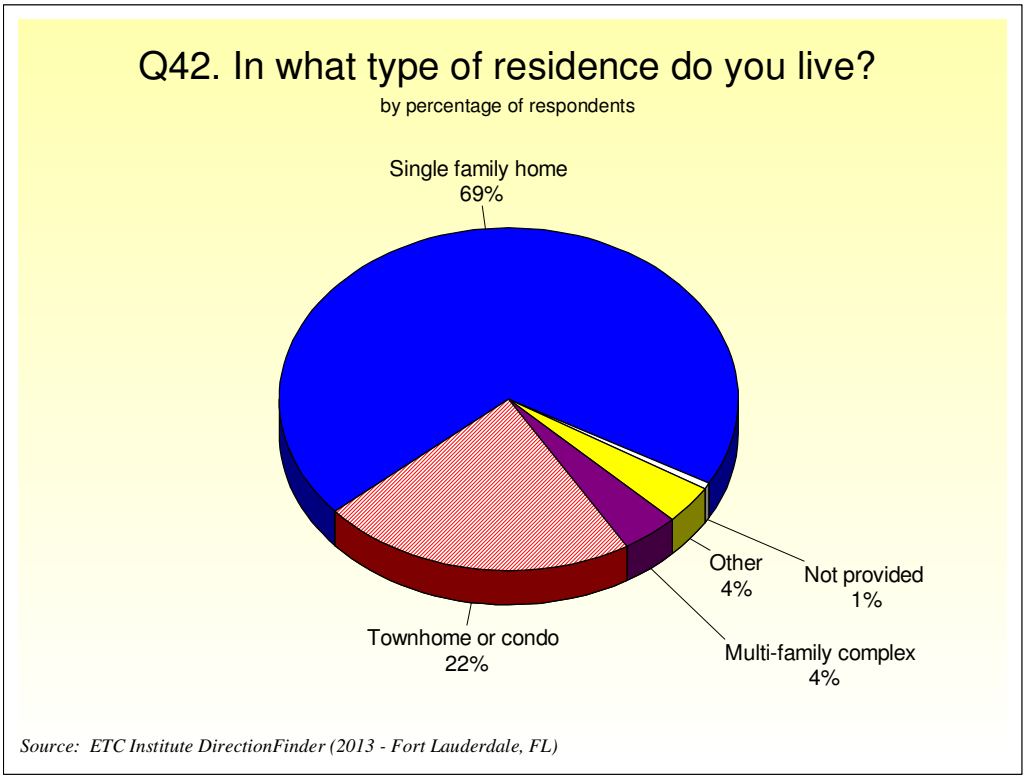
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q38. Annual Household Income
by percentage of respondents
Under $25,000
13%
Not provided
6%
$25,000 to $49,999
17%
$50,000 to $74,999
14%
$100,000+
38%
$75,000 to $99,999
12%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q39. Gender
by percentage of respondents
Male
52%
Female
48%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q40. Do you own or rent your home?
by percentage of respondents
Own
82%
Rent
17%
Not provided
1%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q41. Is your residence in Fort Lauderdale your primary or secondary residence?
by percentage of respondents
Primary
97%
Secondary
2%
Not provided
1%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)


Q42. In what type of residence do you live?
by percentage of respondents
Single family home
69%
Other
4%
Not provided
1%
Multi-family complex
4%
Townhome or condo
22%
Source: ETC Institute DirectionFinder (2013 - Fort Lauderdale, FL)

Section 2:
Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

The City of Fort Lauderdale, FL

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to provide. Thirty-six percent (36%) of residents selected "overall flow of traffic" as one of the most important major services to provide.

With regard to satisfaction, approximately thirty percent (29.9%) of the residents surveyed rated their overall satisfaction with "overall flow of traffic" as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied"). The I-S rating for "overall flow of traffic" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 36% was multiplied by 70.1% (1-0.299). This calculation yielded an I-S rating of 0.2524, which ranked first out of twelve major City services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (IS>=0.20)
- Increase Current Emphasis (0.10<=IS<0.20)
- Maintain Current Emphasis (IS<0.10)

The results for Fort Lauderdale are provided on the following page.

Importance-Satisfaction Rating

City of Fort Lauderdale, FL

Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall flow of traffic	36%	**1**	30%	**12**	0.2524	**1**
High Priority (IS .10-.20)						
Maintenance of streets/sidewalks/infrastructure	29%	**2**	49%	**9**	0.1469	**2**
How well the City is preparing for the future	21%	**4**	44%	**10**	0.1161	**3**
Medium Priority (IS <.10)						
How well the City is prepared for disasters	19%	**5**	55%	**7**	0.0837	**4**
Enforcement of City ordinances	13%	**8**	51%	**8**	0.0613	**5**
Effectiveness of communication with the community	11%	**9**	44%	**11**	0.0611	**6**
Quality of police and fire services	21%	**3**	77%	**1**	0.0485	**7**
Quality of City services	16%	**6**	70%	**3**	0.0483	**8**
Quality of parks & recreation programs/facilities	16%	**7**	73%	**2**	0.0438	**9**
Quality of customer service from City employees	8%	**11**	60%	**5**	0.0302	**10**
Landscaping in parks/medians/public areas	8%	**10**	68%	**4**	0.0251	**11**
Maintenance of City buildings and facilities	4%	**12**	56%	**6**	0.0185	**12**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Fort Lauderdale, FL

Fire Rescue and Emergency Management

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
How quickly fire rescue responds to 911 emergencies	36%	**1**	84%	**4**	0.0576	**1**
Quality of Emergency Medical Services (EMS)	30%	**2**	86%	**2**	0.0432	**2**
I know where to get info during an emergency	14%	**4**	78%	**6**	0.0306	**3**
Quality of lifeguard protection at City beaches	10%	**6**	76%	**5**	0.0230	**4**
Overall quality of local fire protection	19%	**3**	88%	**1**	0.0223	**5**
My household is prepared with food/water/supplies for an emergency	9%	**7**	76%	**7**	0.0214	**6**
Professionalism of employees responding to emergencies	12%	**5**	84%	**3**	0.0194	**7**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Fort Lauderdale, FL

Public Safety: Police

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
The City's efforts to prevent crime	50%	**1**	47%	**5**	0.2660	**1**
The visibility of police in neighborhoods	44%	**2**	47%	**4**	0.2335	**2**
Medium Priority (IS <.10)						
How quickly police respond to 911 emergencies	26%	**4**	63%	**3**	0.0979	**3**
Overall quality of local police protection	26%	**3**	63%	**2**	0.0977	**4**
Professionalism of employees responding to emergencies	13%	**5**	66%	**1**	0.0421	**5**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Fort Lauderdale, FL

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Availability of green space near your home	25%	**2**	51%	**12**	0.1205	**1**
Medium Priority (IS <.10)						
Maintenance of City parks	34%	**1**	75%	**2**	0.0864	**2**
Variety of parks programs	18%	**4**	58%	**8**	0.0778	**3**
Amount of the City's special events and festivals	18%	**5**	60%	**6**	0.0739	**4**
Availability of info about parks & rec programs	17%	**6**	59%	**7**	0.0699	**5**
Quality of the City's special events and festivals	20%	**3**	67%	**4**	0.0659	**6**
Cost of parks programs and facility fees	12%	**7**	53%	**11**	0.0546	**7**
City adult athletic programs	10%	**9**	48%	**13**	0.0538	**8**
City youth athletic programs	12%	**8**	56%	**9**	0.0506	**9**
Ease of registering for programs	8%	**12**	55%	**10**	0.0354	**10**
Quantity of athletic fields	7%	**13**	64%	**5**	0.0238	**11**
Quality of athletic fields	8%	**10**	72%	**3**	0.0235	**12**
Proximity of your home to City parks	8%	**11**	77%	**1**	0.0186	**13**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating
City of Fort Lauderdale, FL
Transportation and Mobility

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Management of traffic flow and congestion	30%	**1**	22%	**18**	0.2326	**1**
High Priority (IS .10-.20)						
Cost of public parking	19%	**3**	26%	**15**	0.1408	**2**
Safety of biking	17%	**4**	24%	**17**	0.1315	**3**
Adequacy of street lighting	21%	**2**	46%	**4**	0.1153	**4**
Availability of public parking at the beach	14%	**6**	27%	**14**	0.1053	**5**
Medium Priority (IS <.10)						
Availability of biking paths and amenities	12%	**10**	24%	**16**	0.0924	**6**
Availability of greenways for walking or biking	12%	**9**	30%	**13**	0.0859	**7**
Maintenance of streets in your neighborhood	15%	**5**	45%	**7**	0.0835	**8**
Safety of walking	13%	**8**	39%	**10**	0.0815	**9**
Availability of public parking	12%	**13**	37%	**11**	0.0737	**10**
Availability of public parking downtown	11%	**14**	33%	**12**	0.0706	**11**
Condition of sidewalks	12%	**12**	42%	**8**	0.0679	**12**
Cost of private parking	8%	**16**	19%	**19**	0.0655	**13**
Availability of sidewalks	14%	**7**	52%	**2**	0.0649	**14**
Overall cleanliness of streets	12%	**11**	53%	**1**	0.0564	**15**
Availability of public transit (Tri-Rail/Bus Svc.)	10%	**15**	46%	**6**	0.0526	**16**
Availability of City mass transit (Sun Trolley)	7%	**17**	46%	**5**	0.0352	**17**
Maintenance of street signs/pavement markings	7%	**18**	49%	**3**	0.0335	**18**
Availability of B-Cycle stations	2%	**19**	41%	**9**	0.0089	**19**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Fort Lauderdale, FL

Water, Wastewater, Waterways, Flooding and Sanitation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Prevention of storm water-related flooding	51%	**2**	27%	**8**	0.3752	**1**
Prevention of tidal-related flooding	37%	**3**	32%	**7**	0.2538	**2**
Overall quality of drinking water	52%	**1**	53%	**5**	0.2440	**3**
Cleanliness of waterways near your home	36%	**4**	39%	**6**	0.2195	**4**
Medium Priority (IS <.10)						
Quality of sewer (wastewater) services	18%	**5**	57%	**4**	0.0773	**5**
Residential recycling services	16%	**6**	81%	**1**	0.0298	**6**
Residential garbage collection	12%	**7**	79%	**3**	0.0242	**7**
Residential bulk trash collection	9%	**8**	80%	**2**	0.0183	**8**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.

- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.

- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.

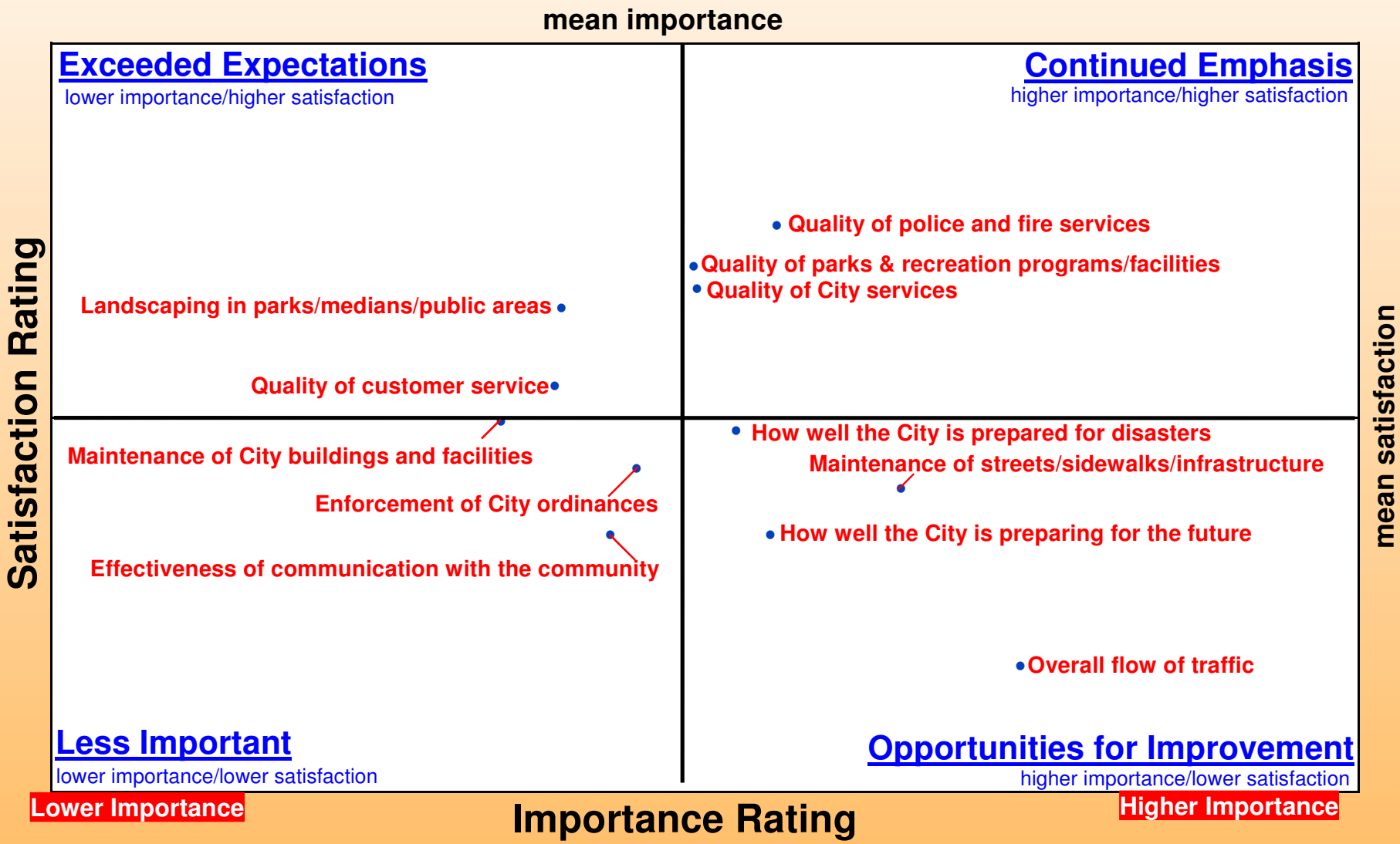
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Fort Lauderdale are provided on the following pages.

2013 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

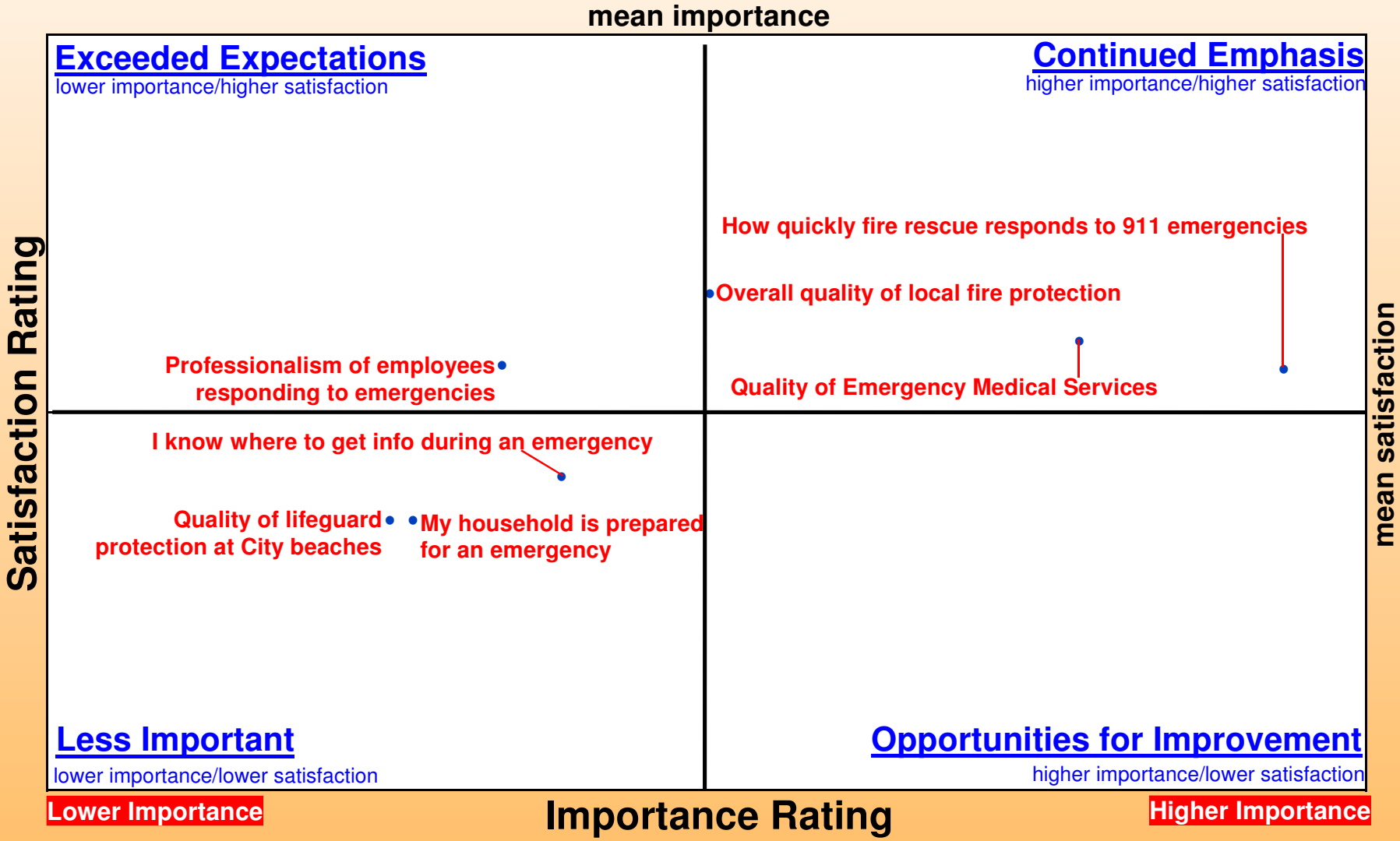


Source: ETC Institute (2013)

2013 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

-Fire Rescue-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

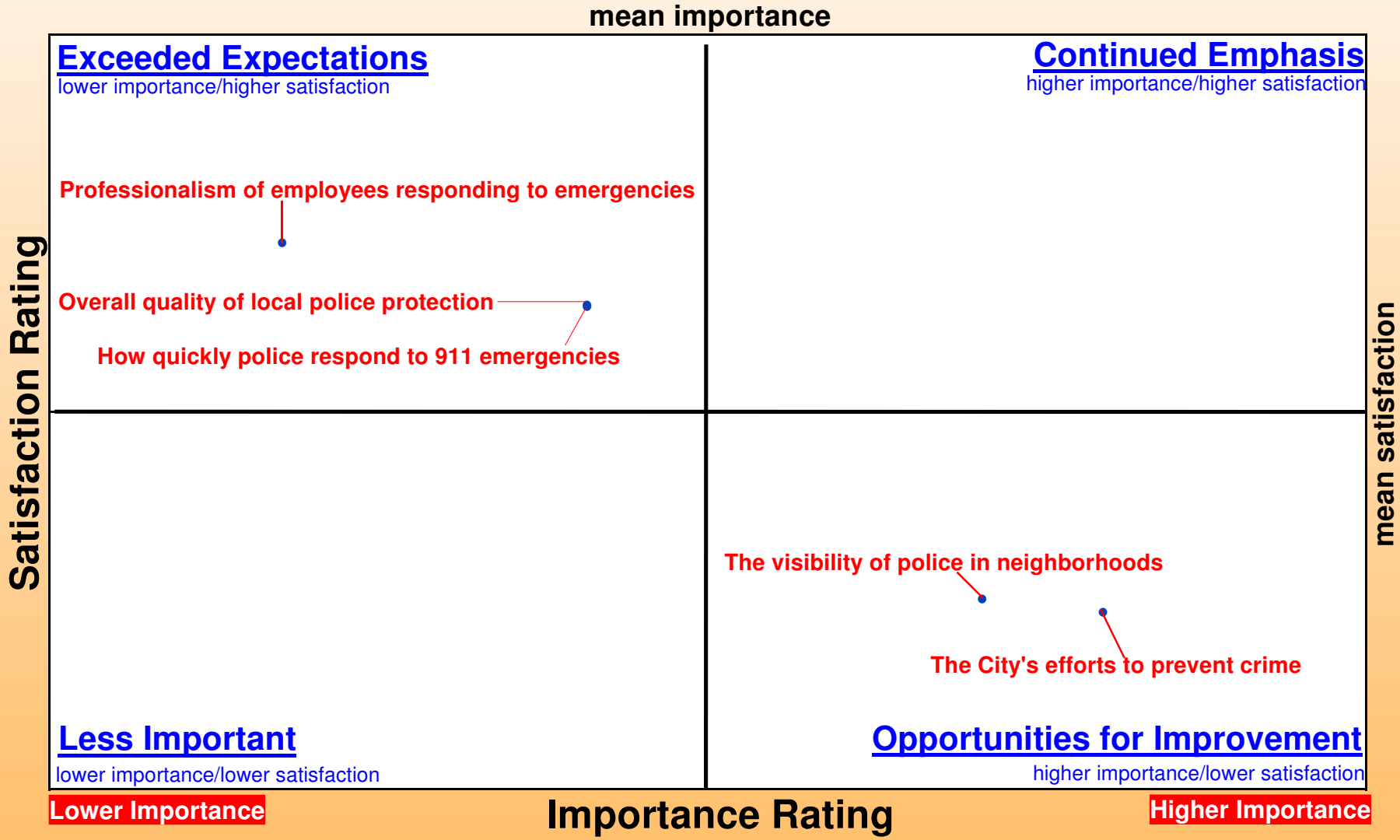


Source: ETC Institute (2013)

2013 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety: Police-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

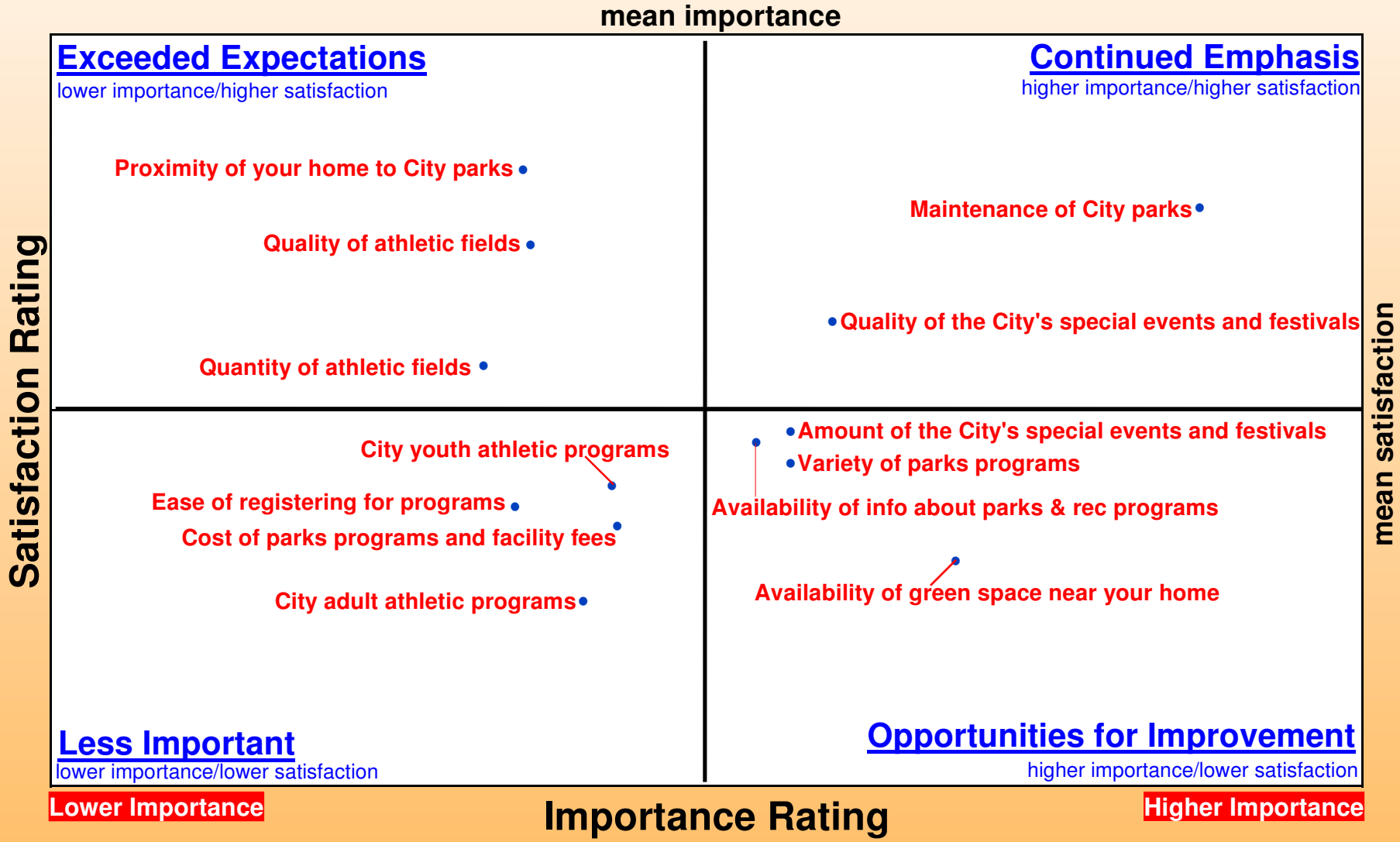


Source: ETC Institute (2013)

2013 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

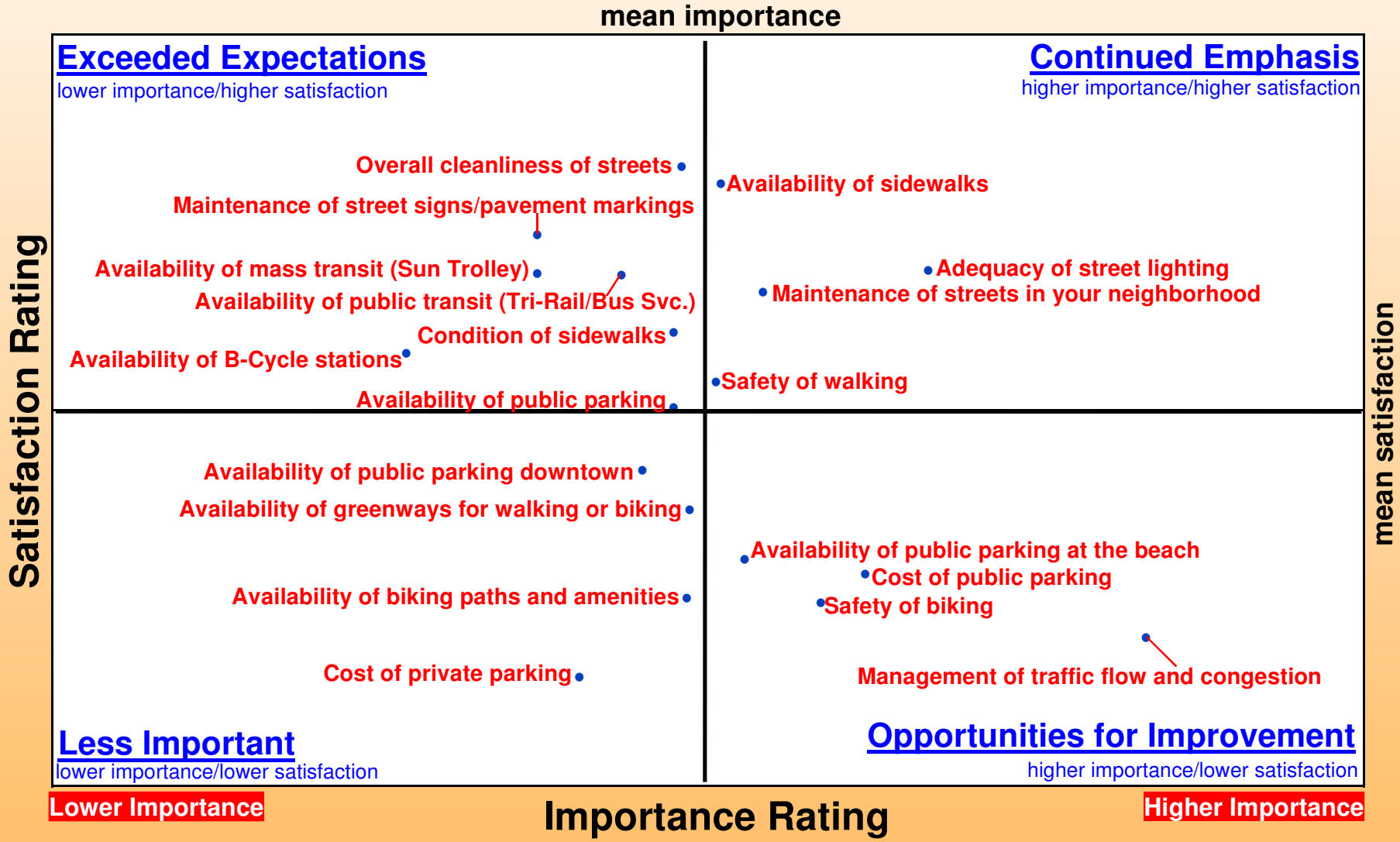


Source: ETC Institute (2013)

2013 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

-Transportation and Mobility-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

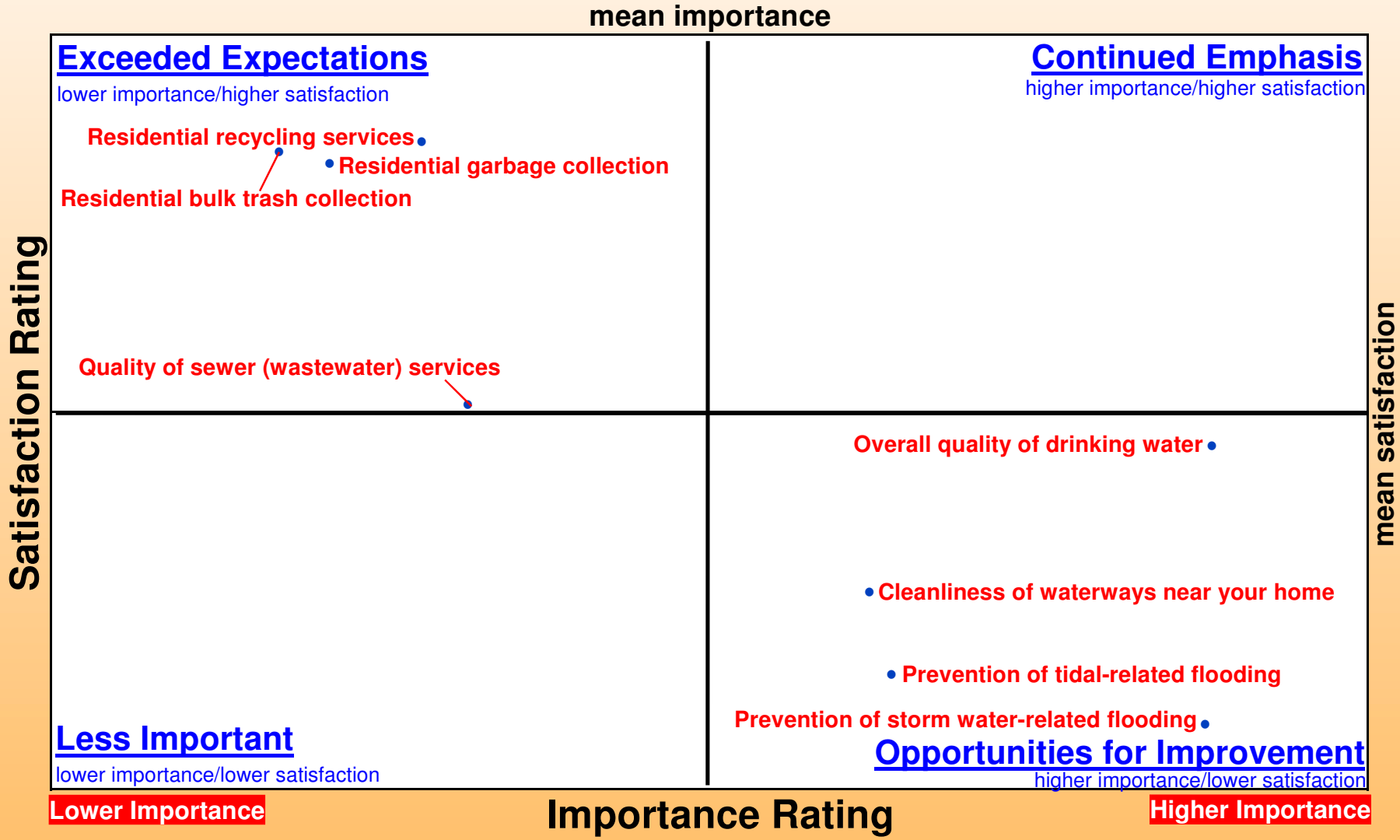


Source: ETC Institute (2013)

2013 City of Fort Lauderdale DirectionFinder Importance-Satisfaction Assessment Matrix

-Water, Wastewater, Waterways, Flooding and Sanitation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2013)

Section 3:
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Interpreting the Maps

The maps on the following pages show the mean ratings for several questions by Commission District within Fort Lauderdale, Florida.

If all areas on a map are the same color, then most residents in the City generally feel the same about that issue.

When reading the maps, please use the following color scheme as a guide:

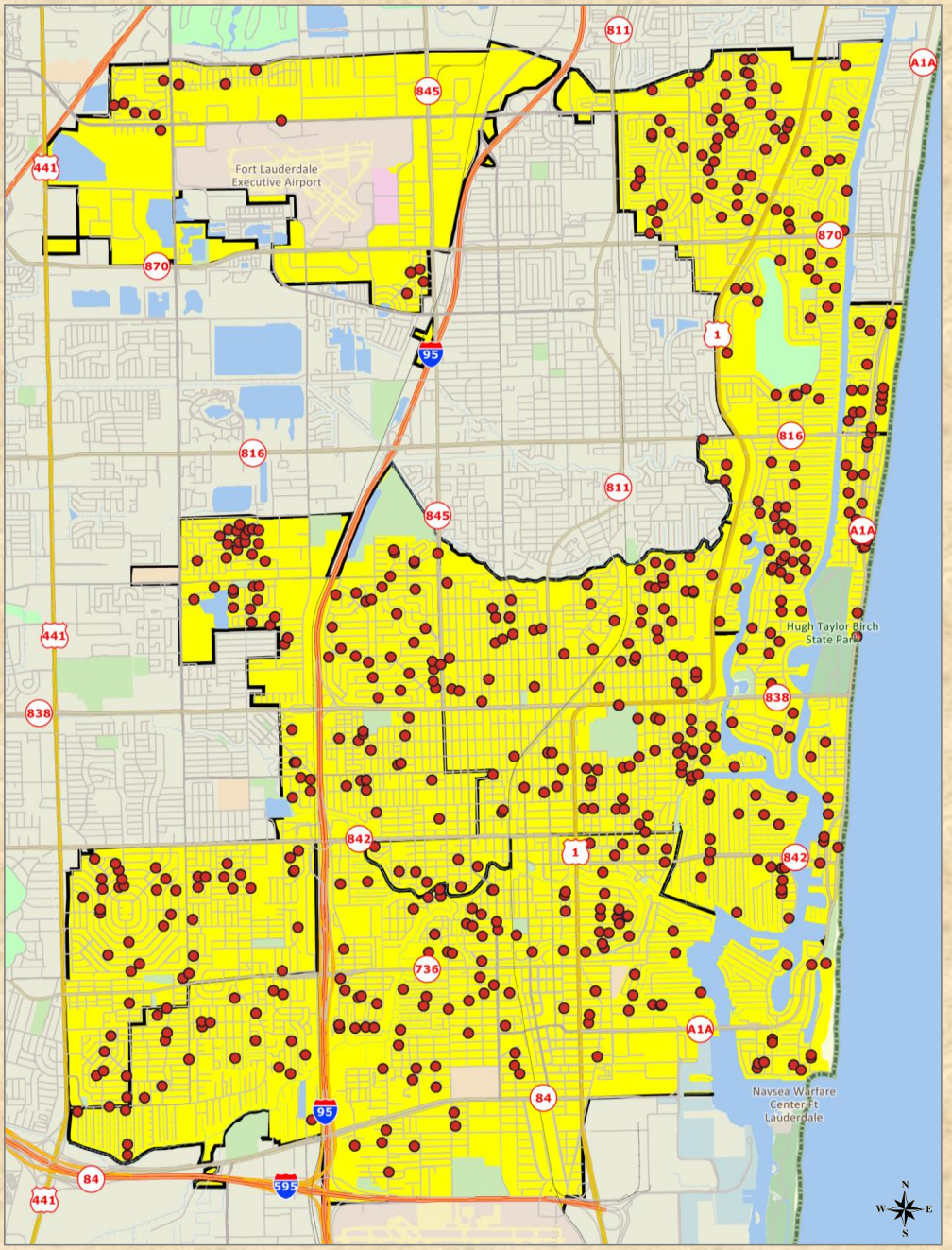
- DARK/LIGHT BLUE shades generally indicate POSITIVE ratings. Shades of blue generally indicate higher levels of satisfaction, positive ratings and agreement.

- OFF-WHITE shades indicate NEUTRAL ratings. Shades of off-white generally indicate that residents thought the quality of service delivery is adequate or residents were neutral regarding the issue in question.

- ORANGE/RED shades indicate NEGATIVE ratings. Shades of orange/red generally indicate higher levels dissatisfaction, negative ratings and disagreement.

Location of Survey Respondents

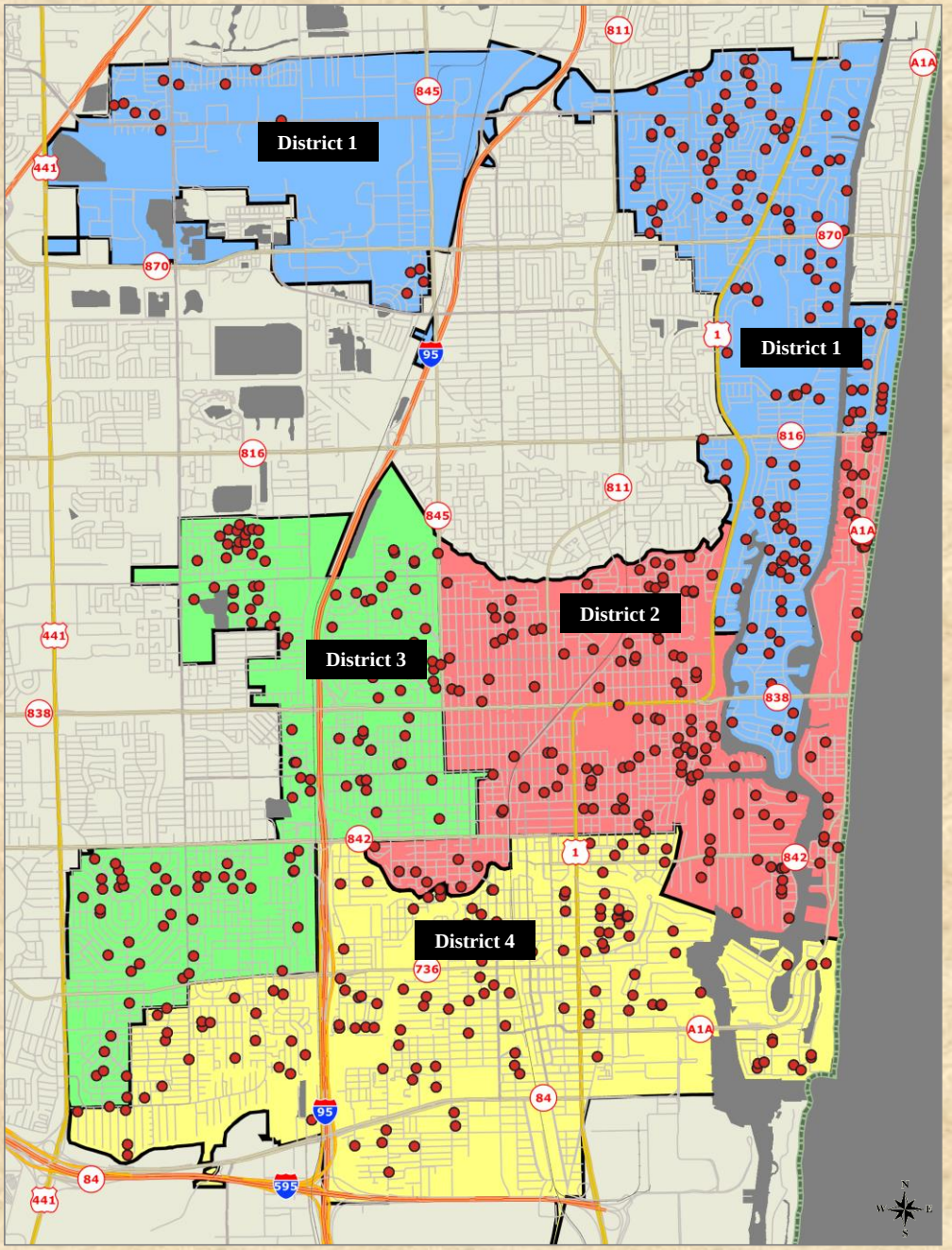
showing area landmarks



2013 City of Fort Lauderdale Neighbor Survey

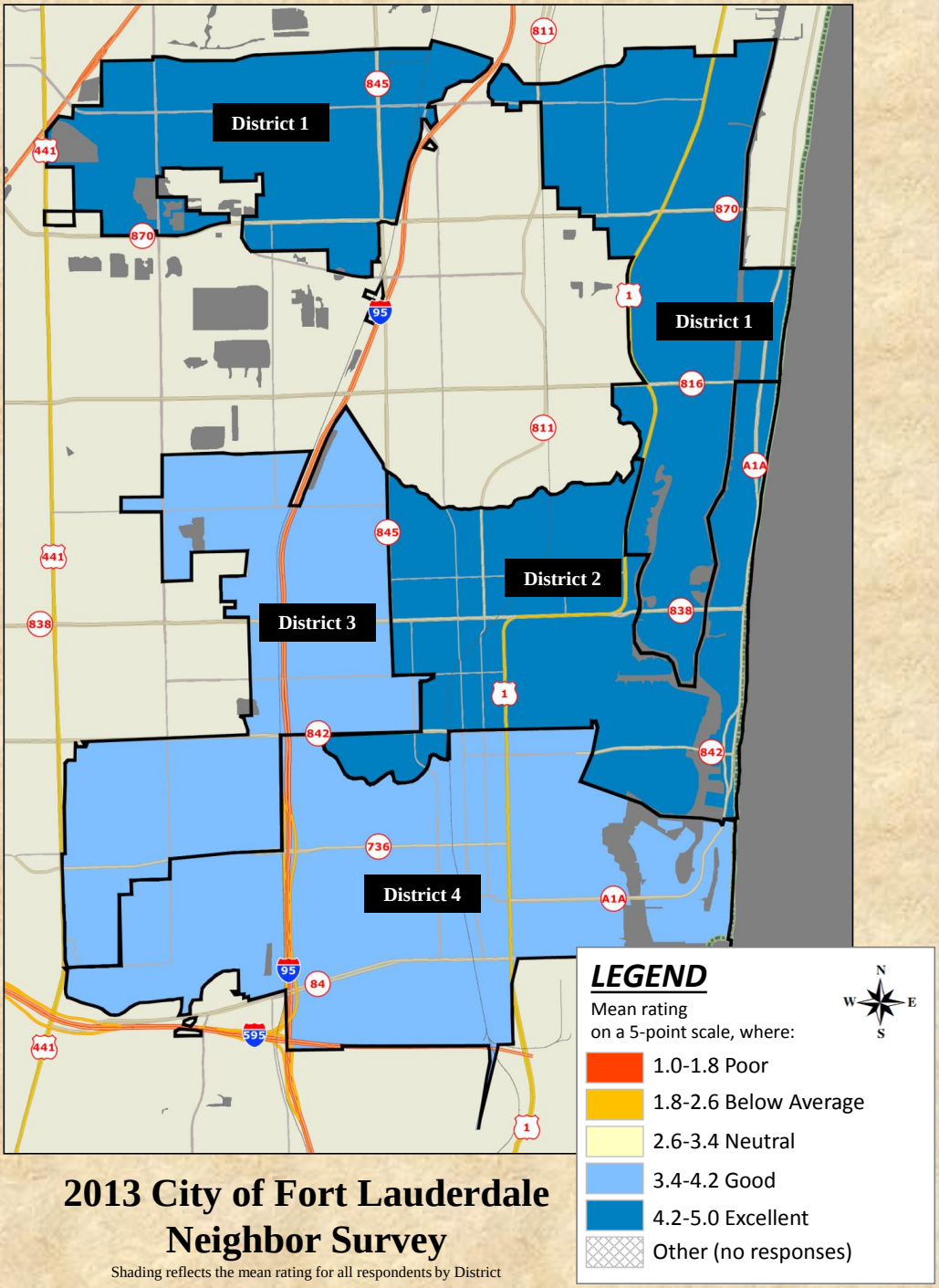
Location of Survey Respondents by District

showing area landmarks



2013 City of Fort Lauderdale Neighbor Survey

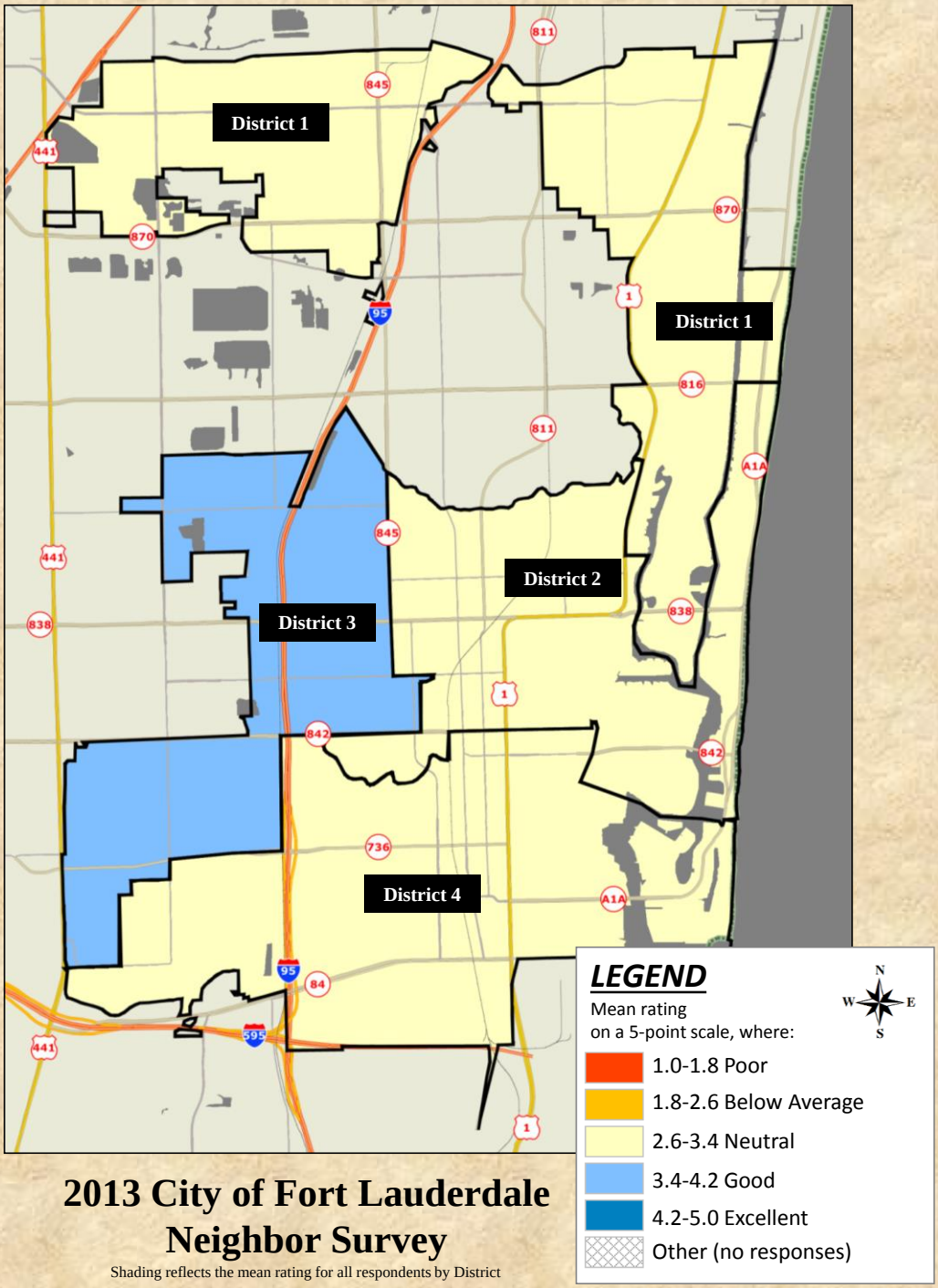
Q1a Ratings of the City as a place to live



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

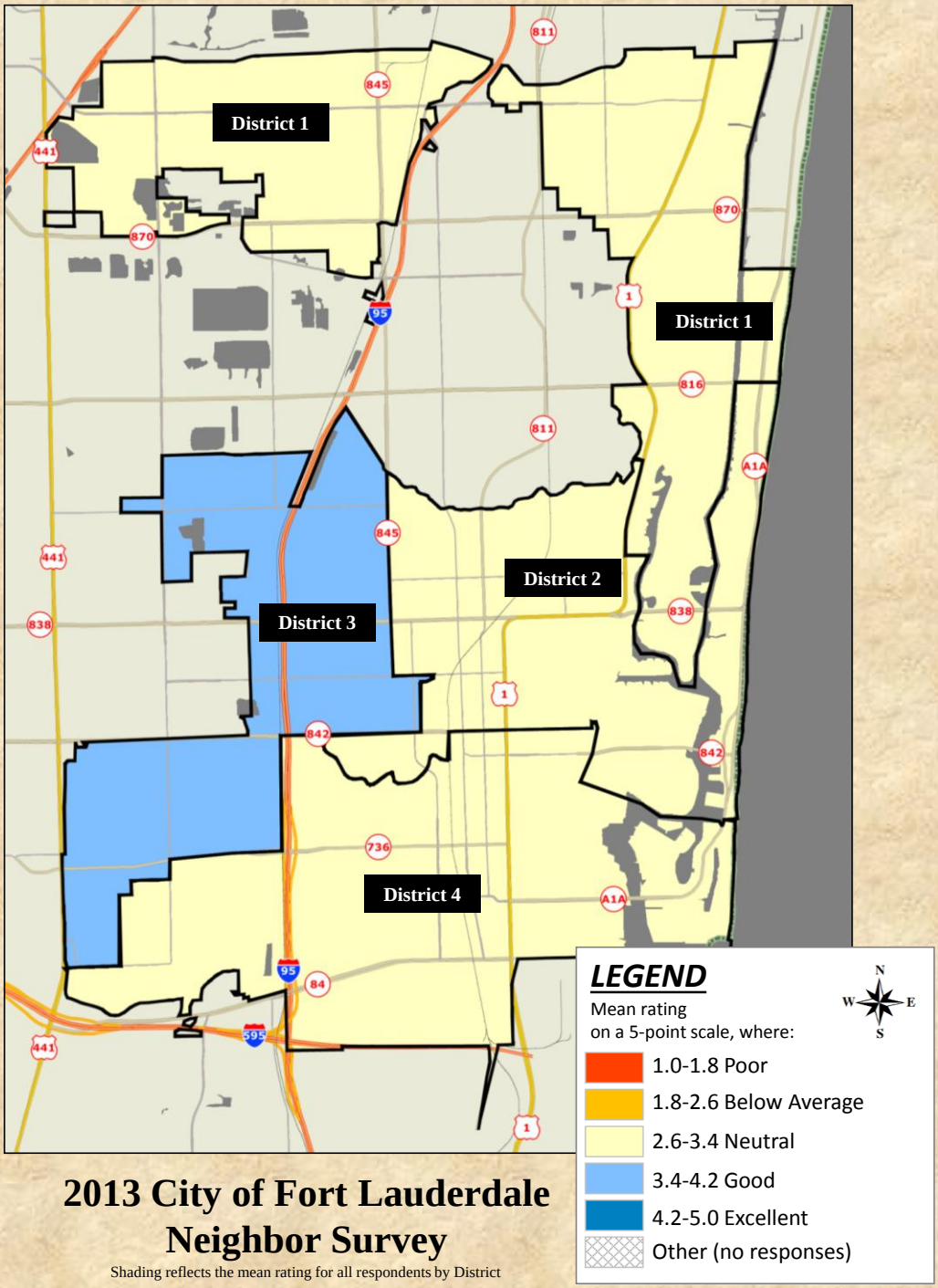
Q1b Ratings of the City as a place to raise children



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

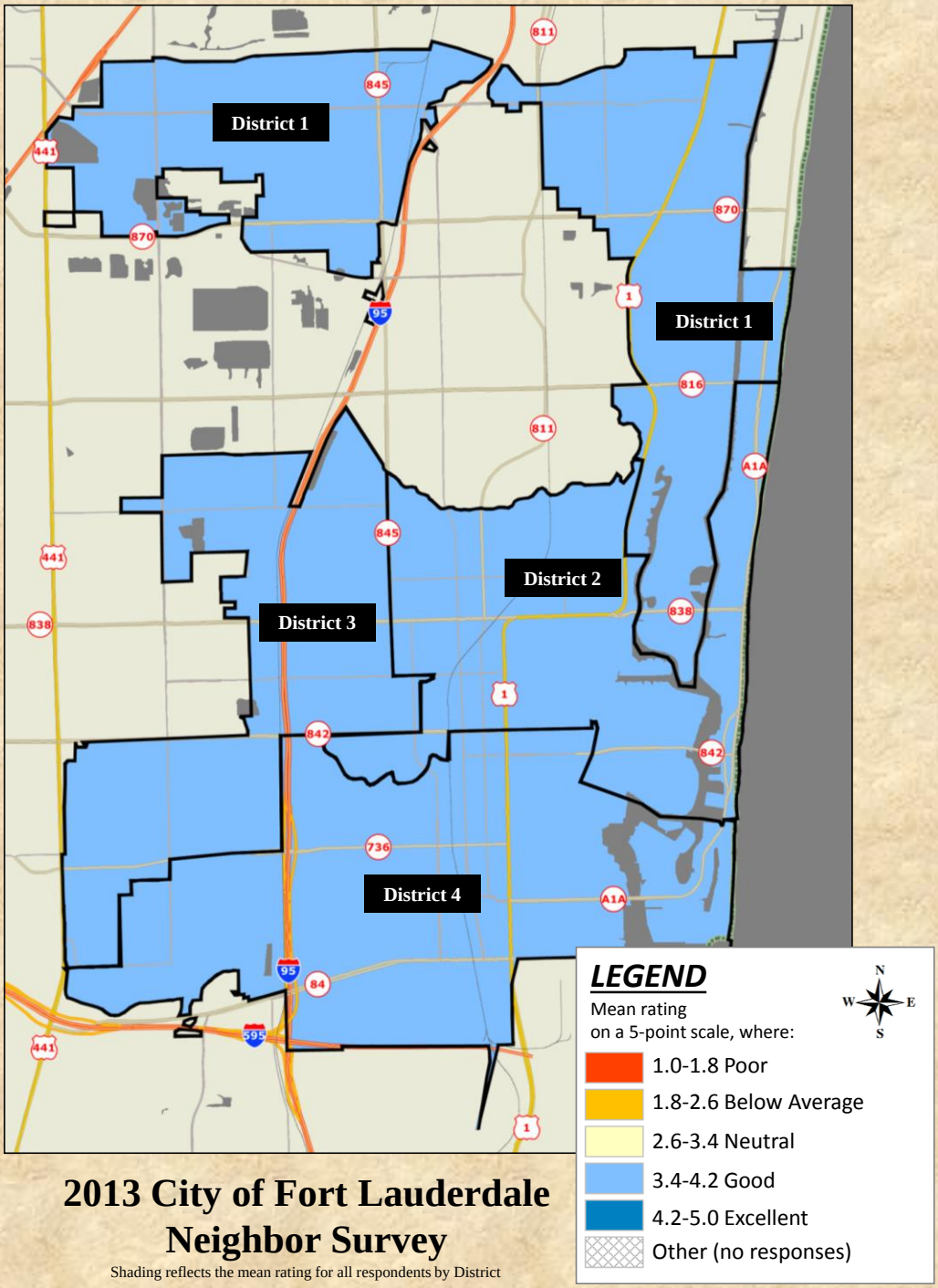
Q1c Ratings of the City as a place to educate children



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

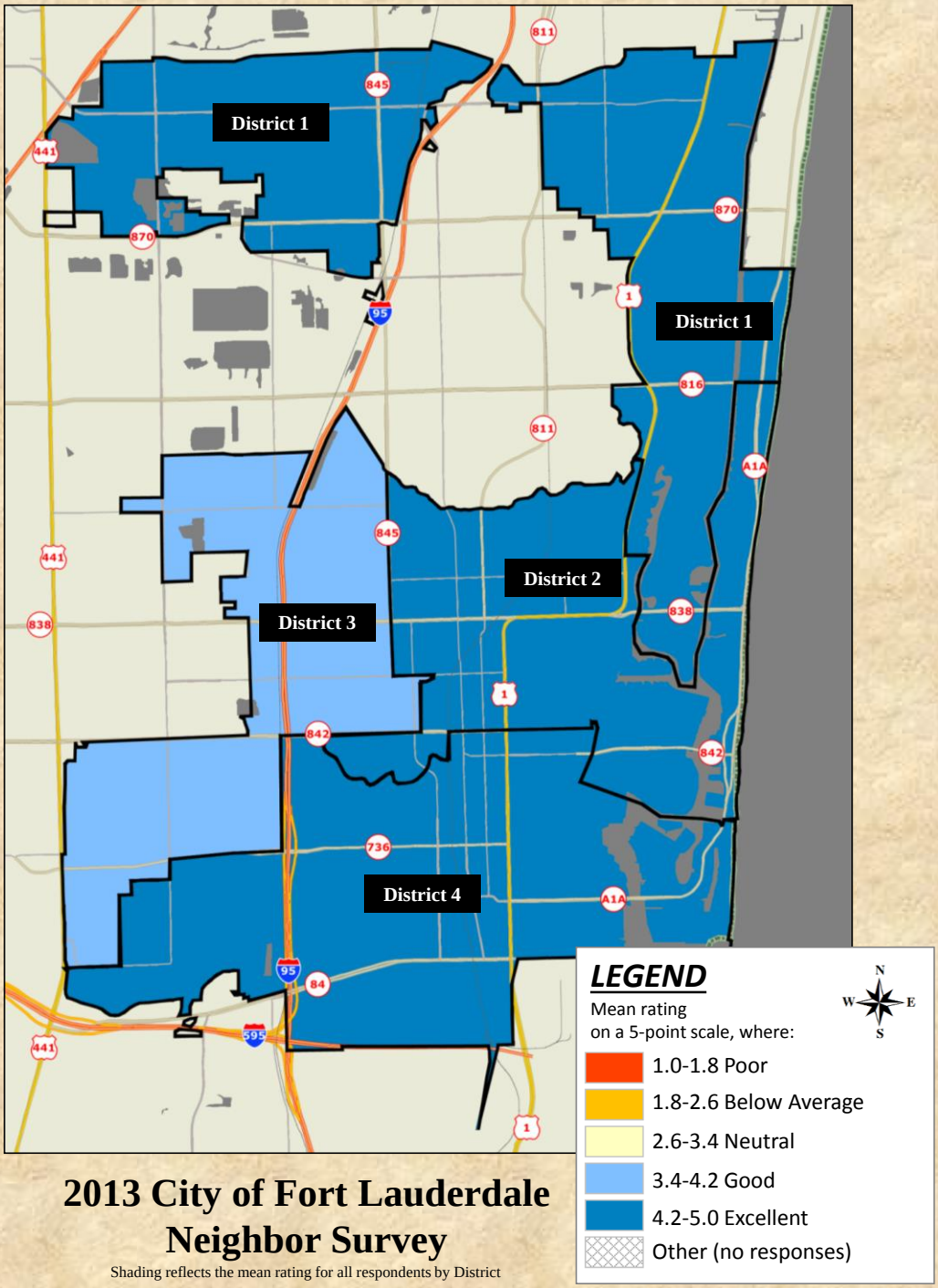
Q1d Ratings of the City as a place to work



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

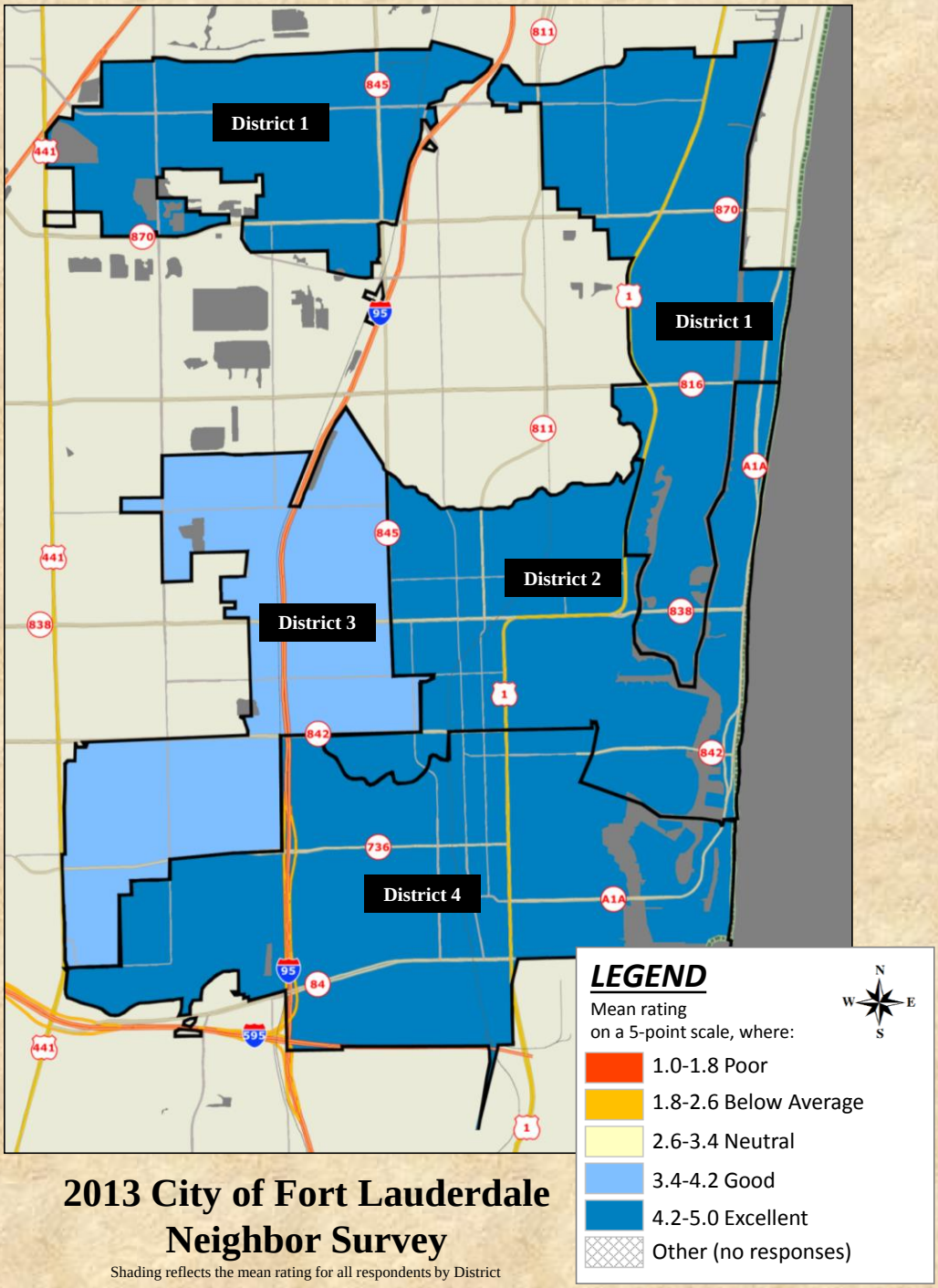
Q1e Ratings of the City as a place for play & leisure



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

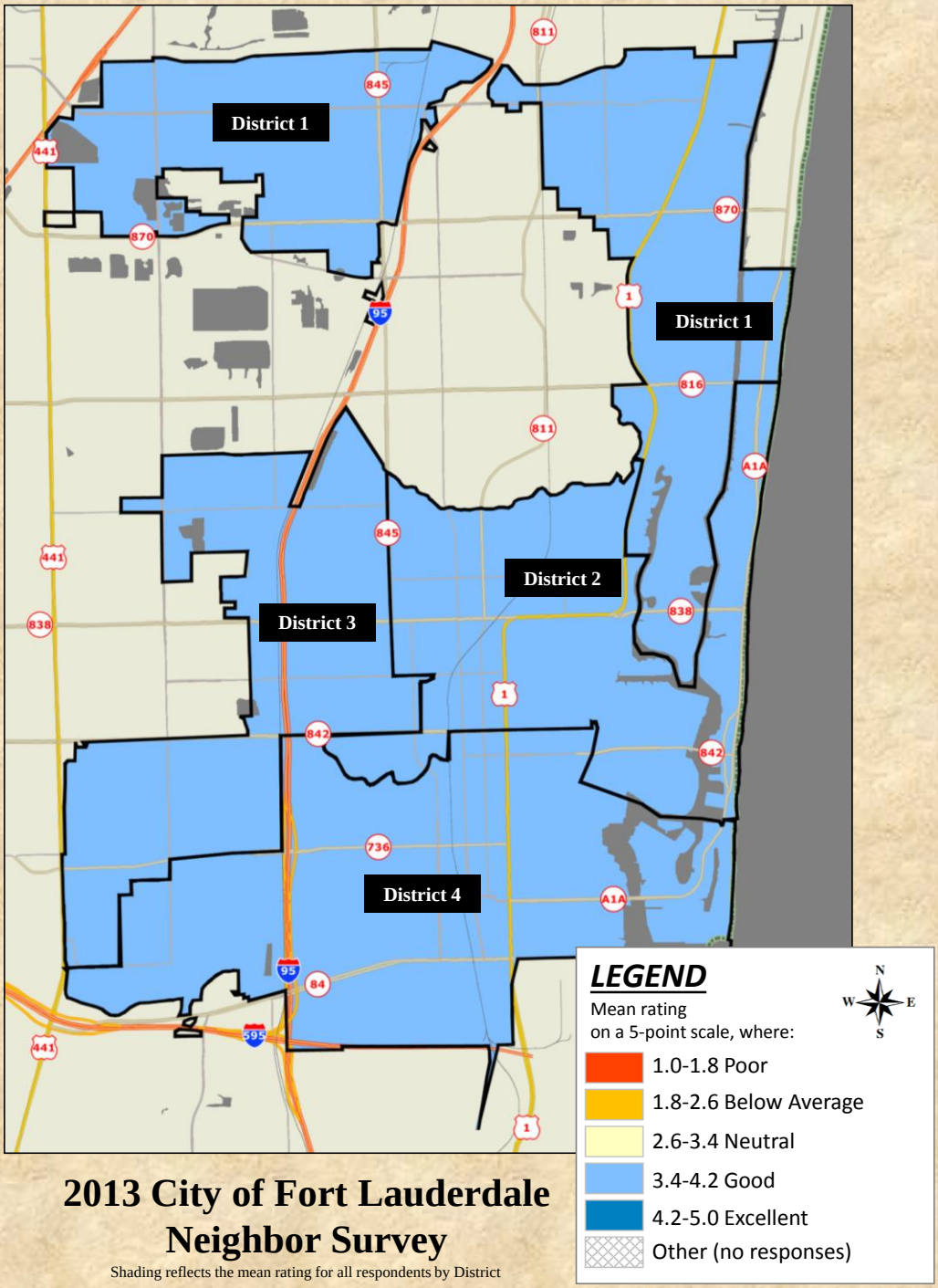
Q1f Ratings of the City as a place to visit



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

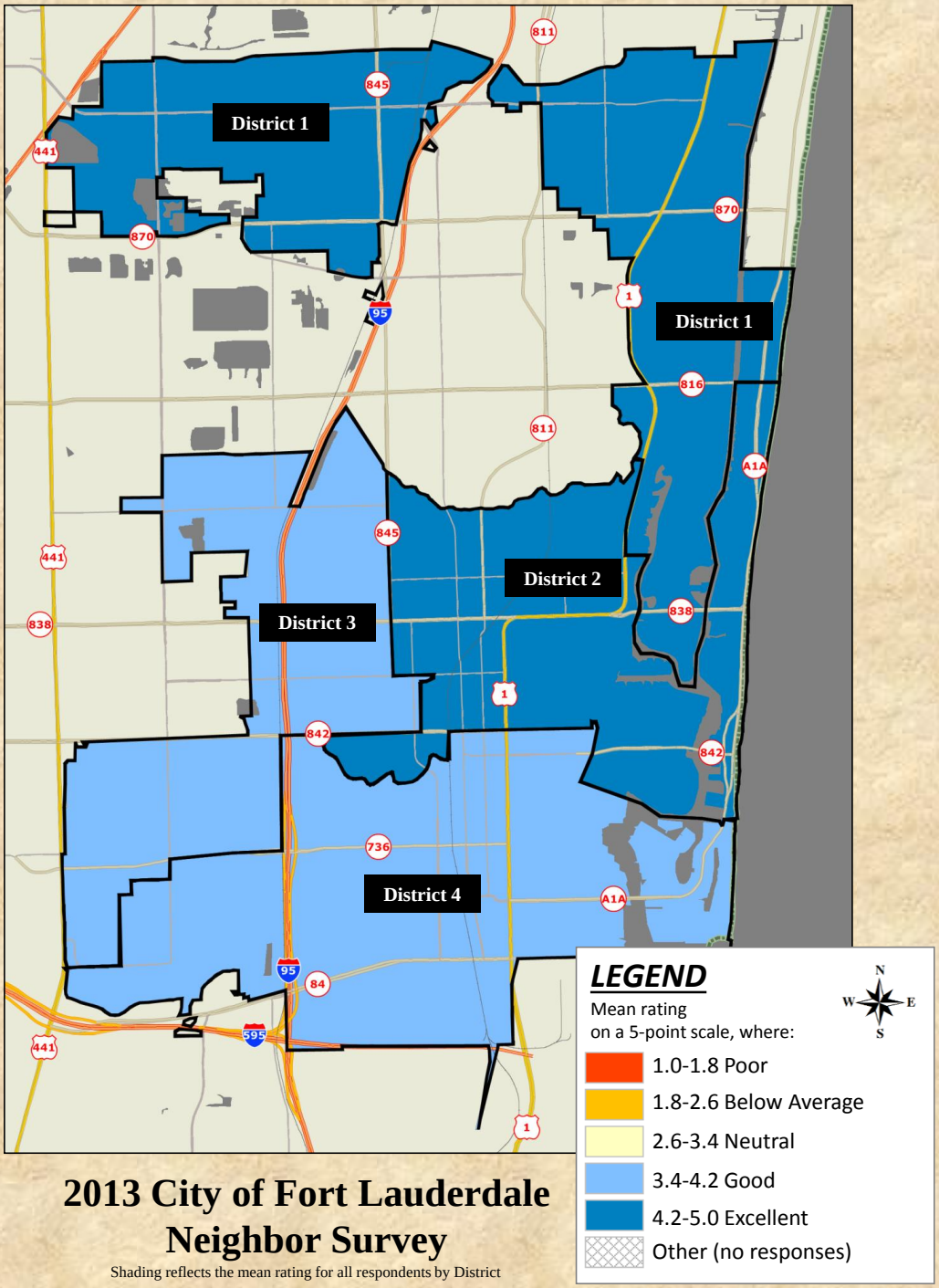
Q1g Ratings of the City as a place to retire



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

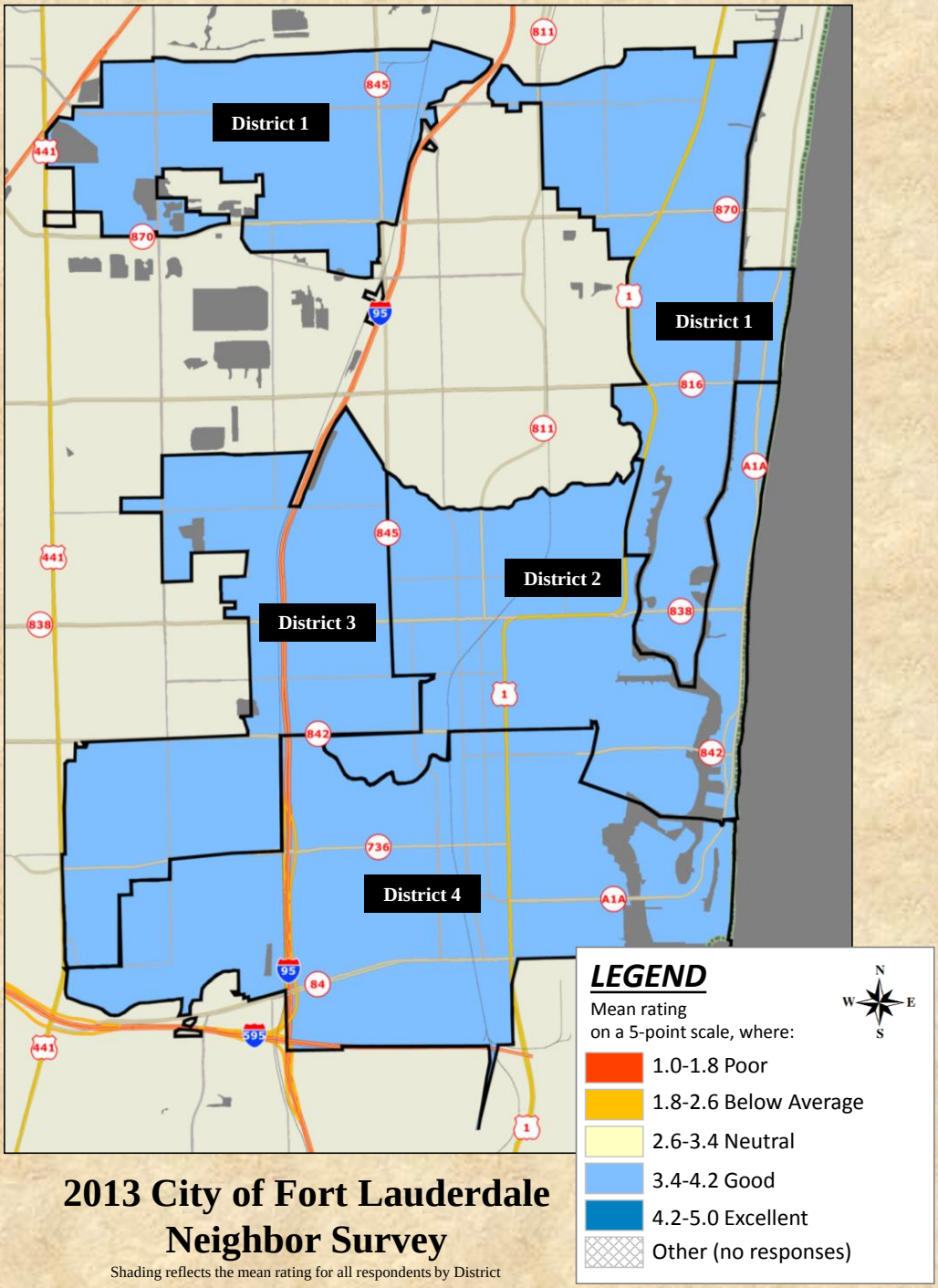
Q1h Ratings of the City as a place to seasonally reside



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

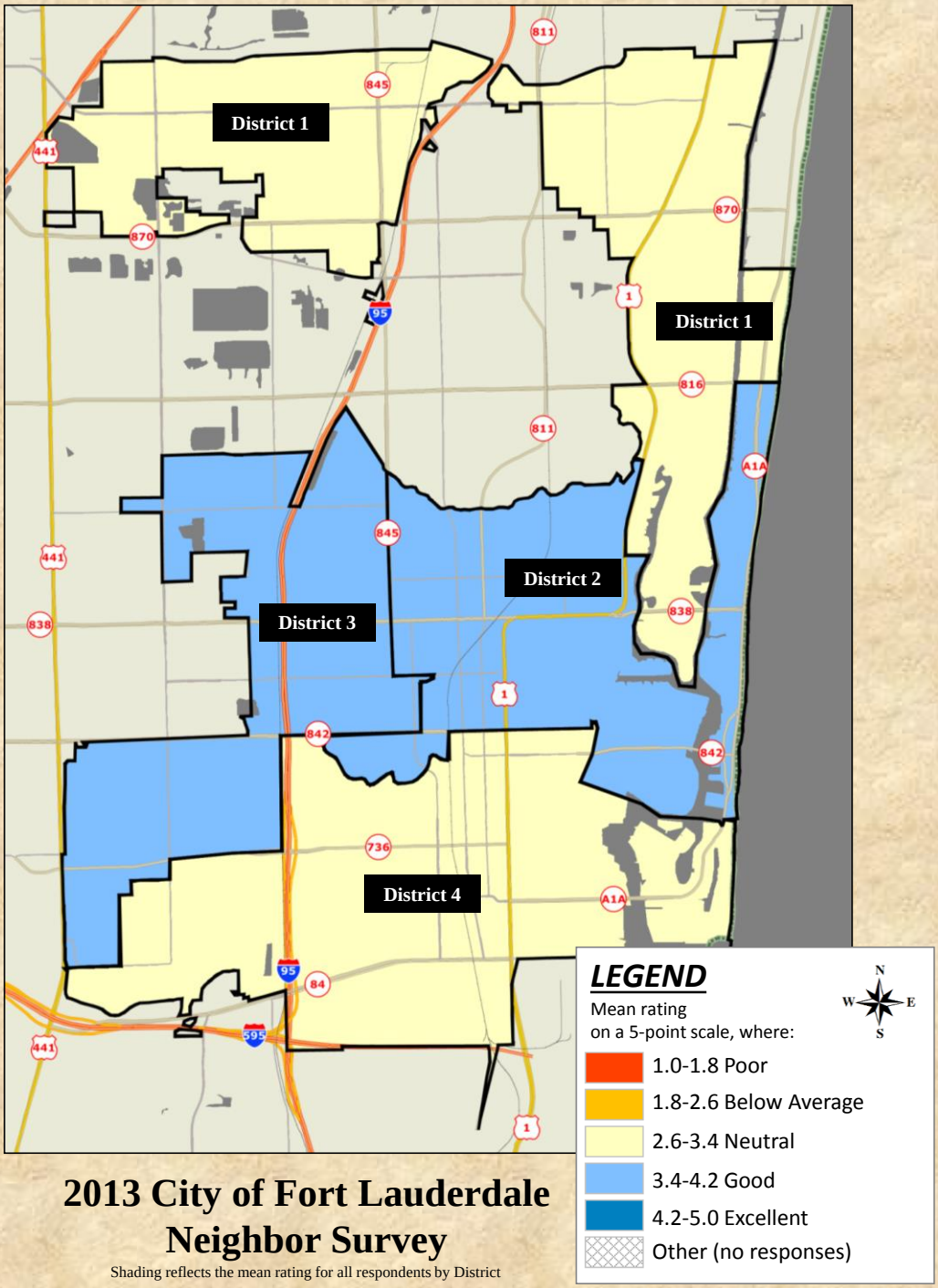
Q1i Ratings of the overall quality of life



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

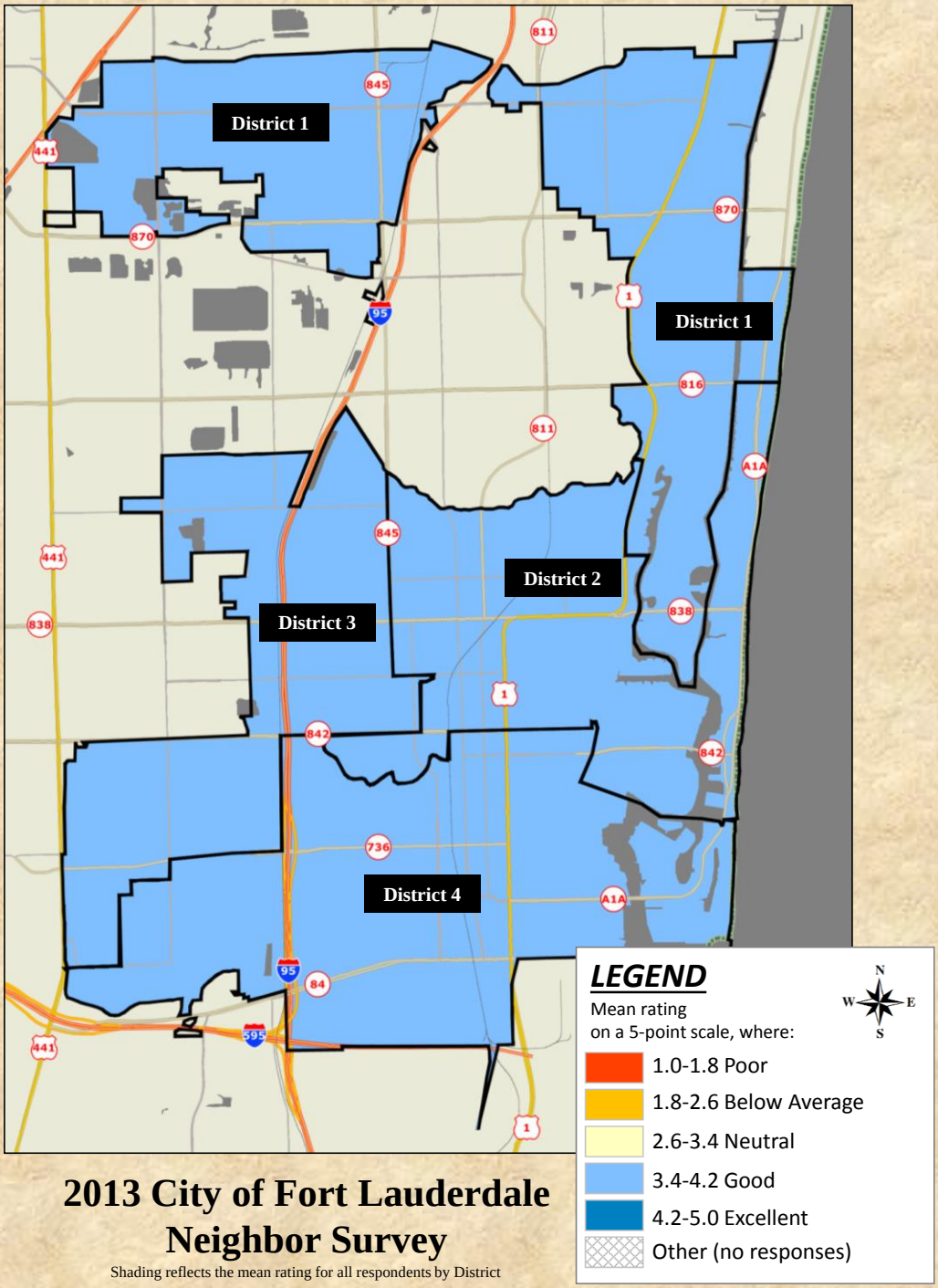
Q1j Ratings of the overall sense of community



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

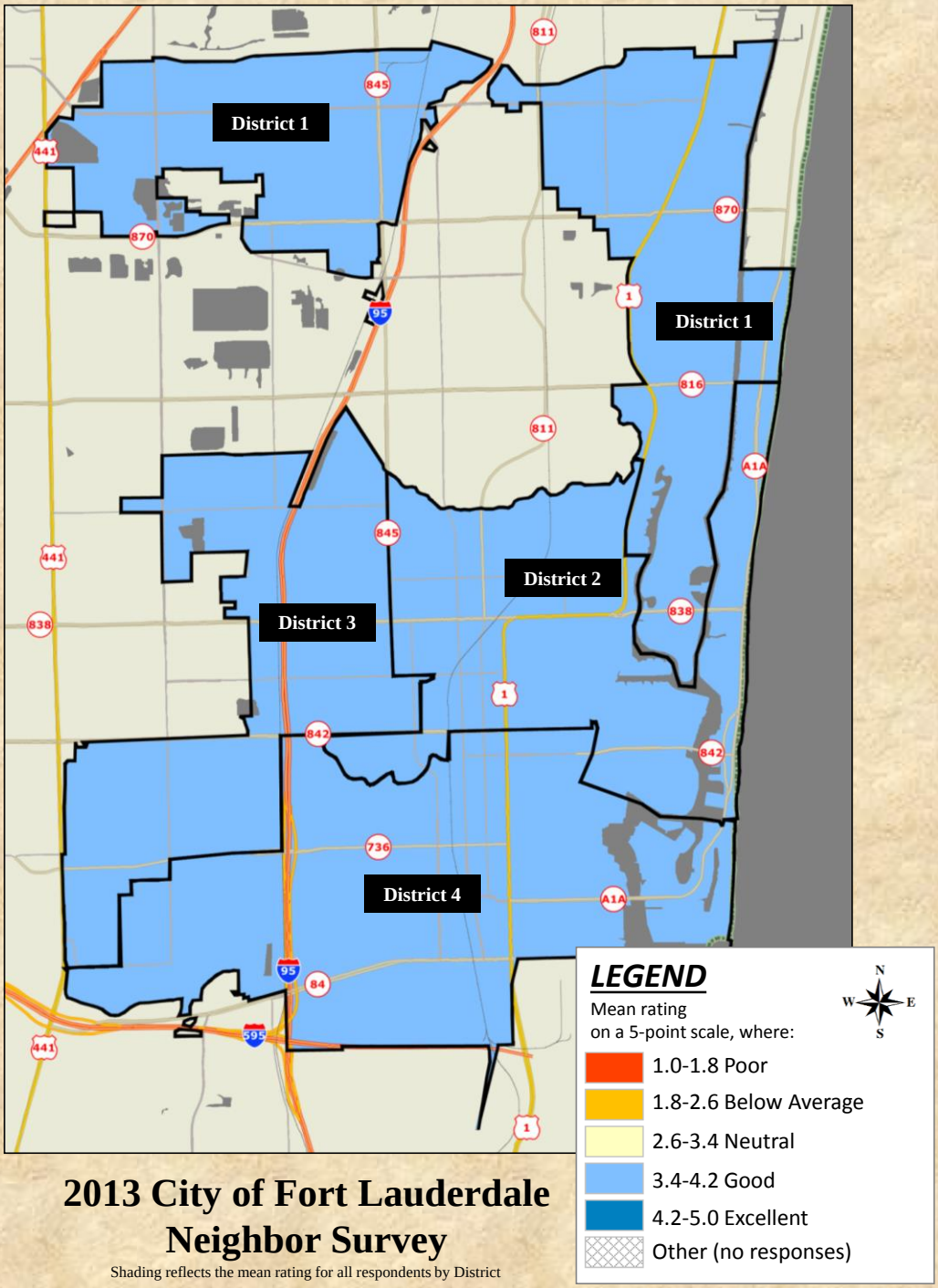
Q1k Ratings of the overall image of the City



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

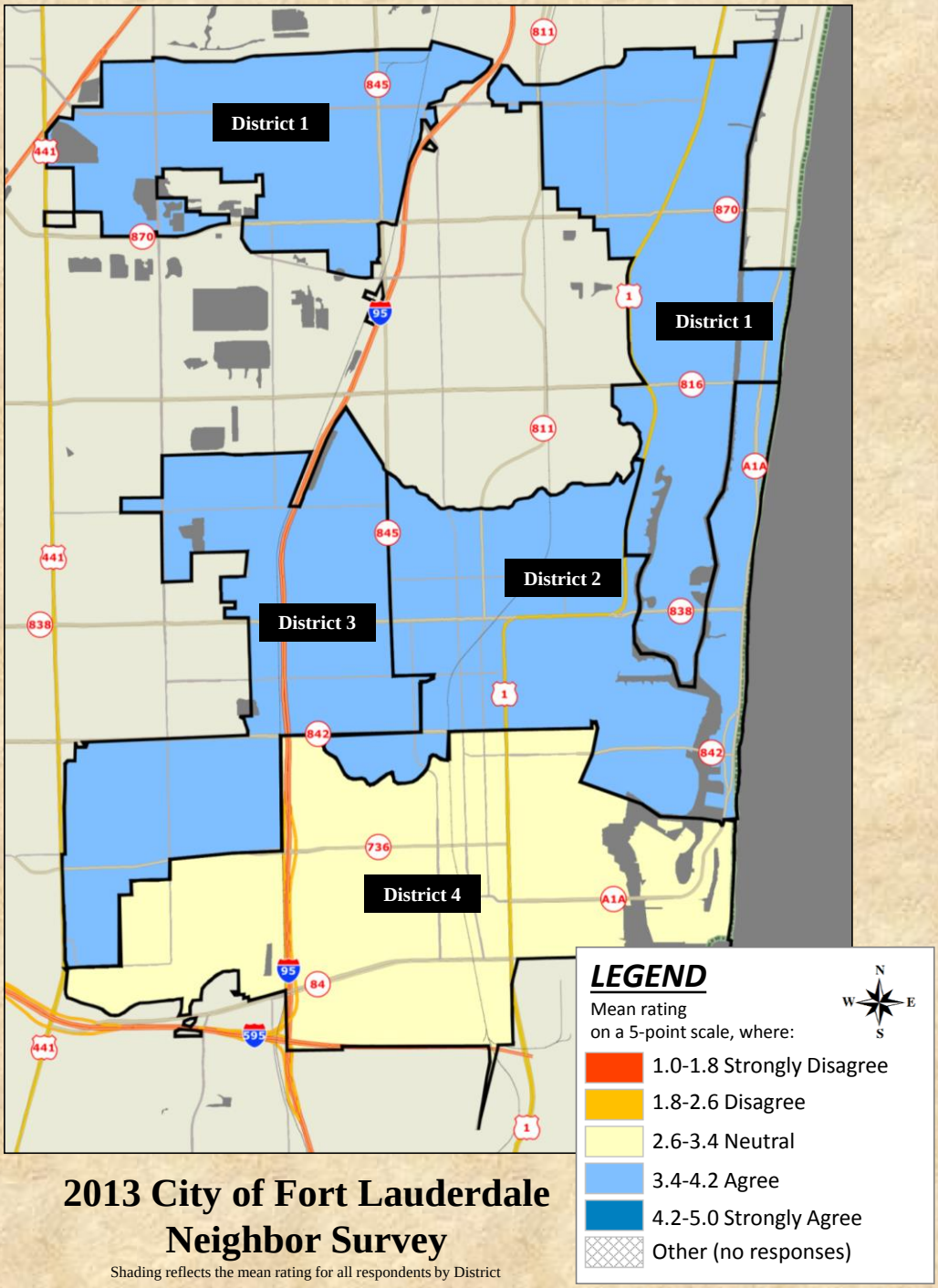
Q1l Ratings of Fort Lauderdale as a city that is moving in the right direction



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

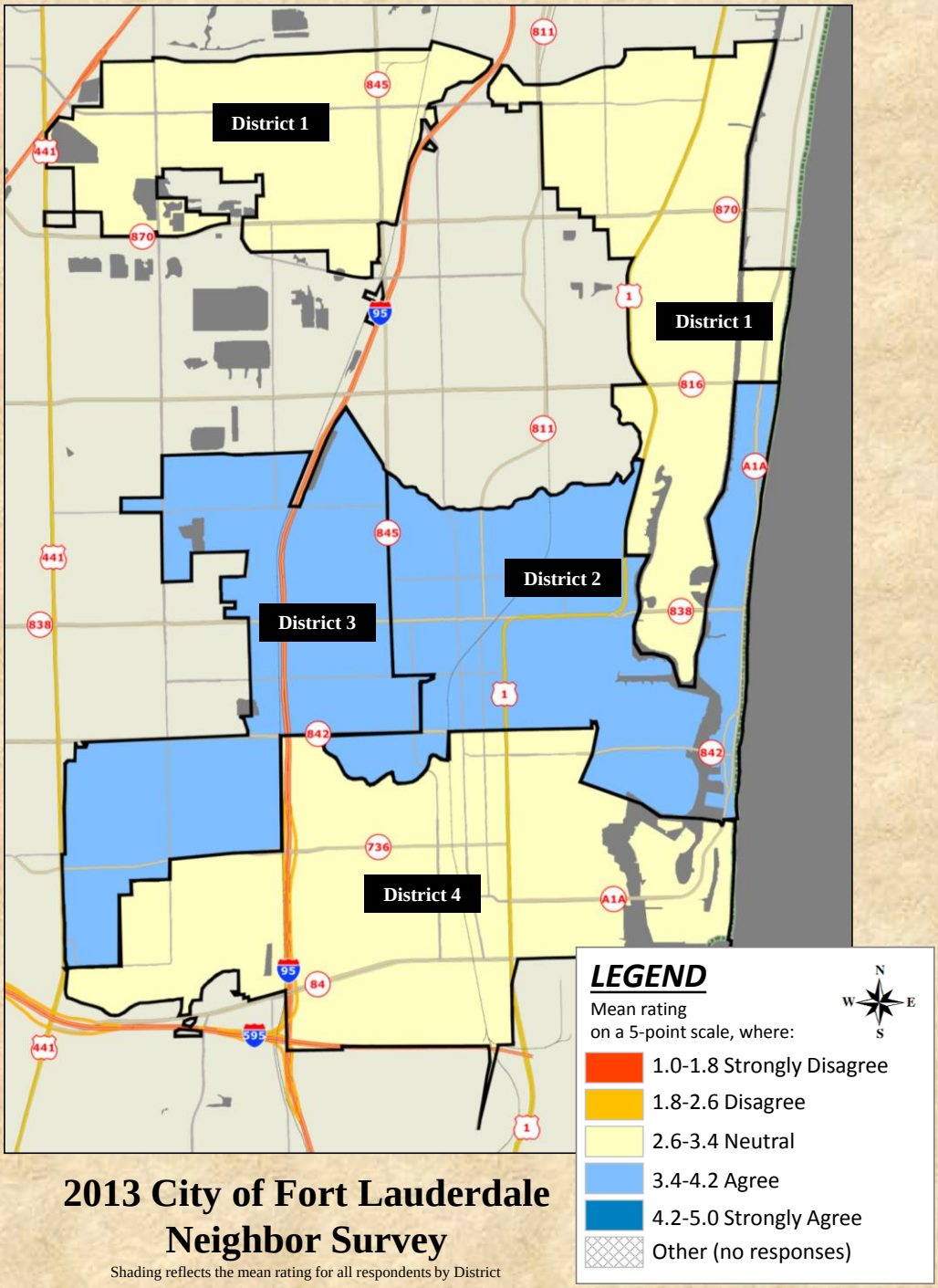
Q2a Agreement that Fort Lauderdale builds community



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

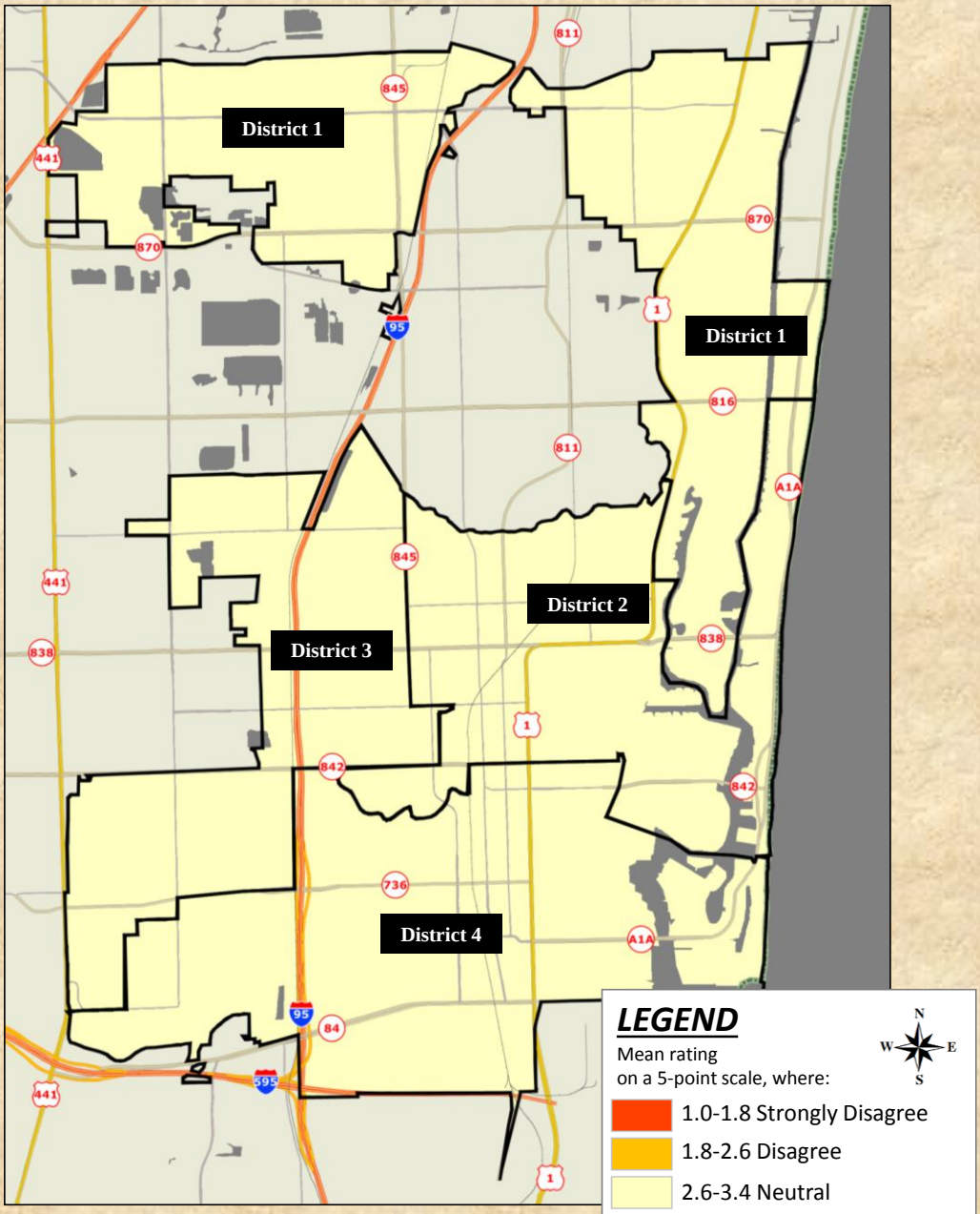
Q2b Agreement that the City of Fort Lauderdale continuously improves services



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

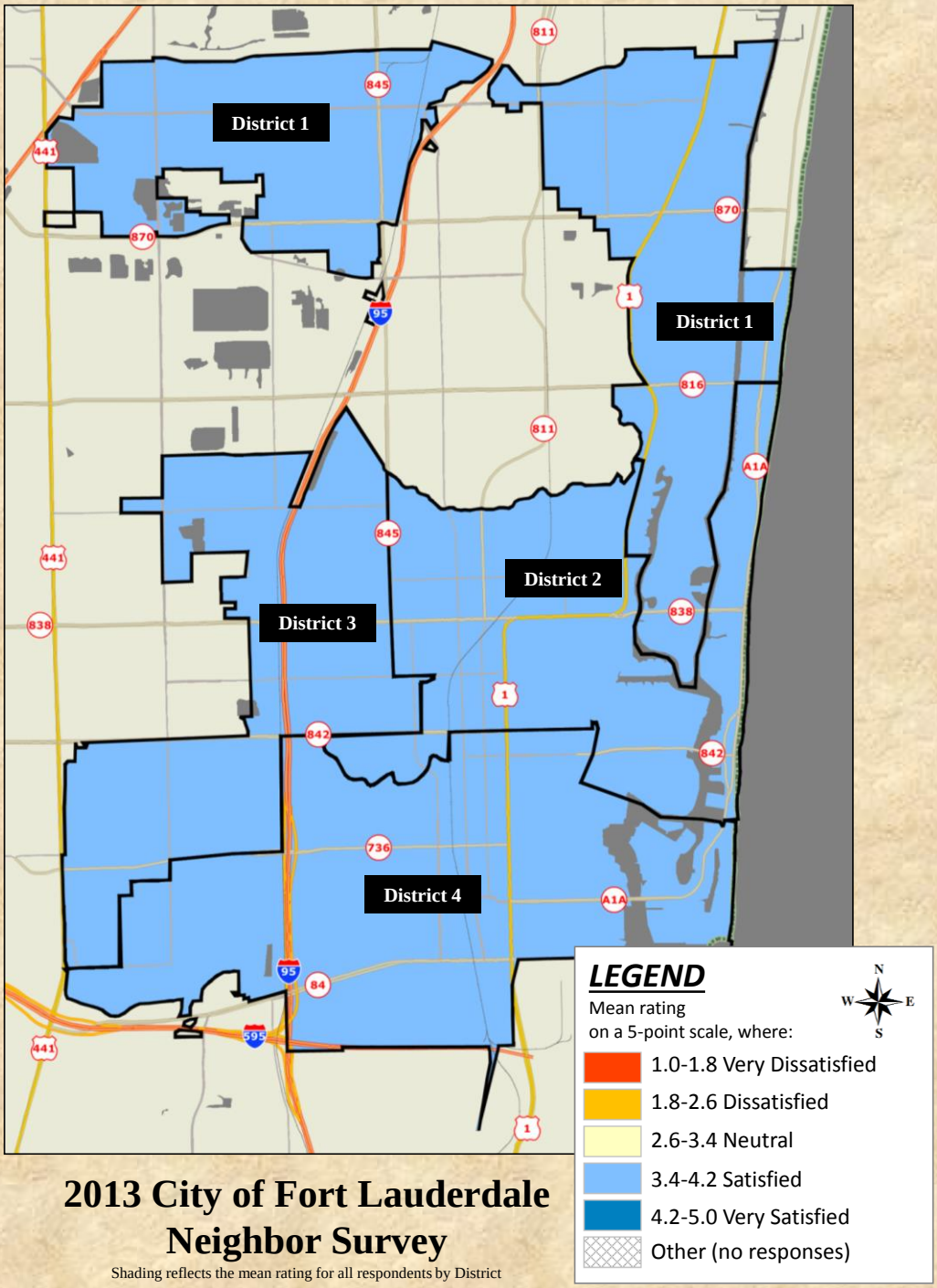
Q2c Agreement that the City of Fort Lauderdale uses tax dollars wisely



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

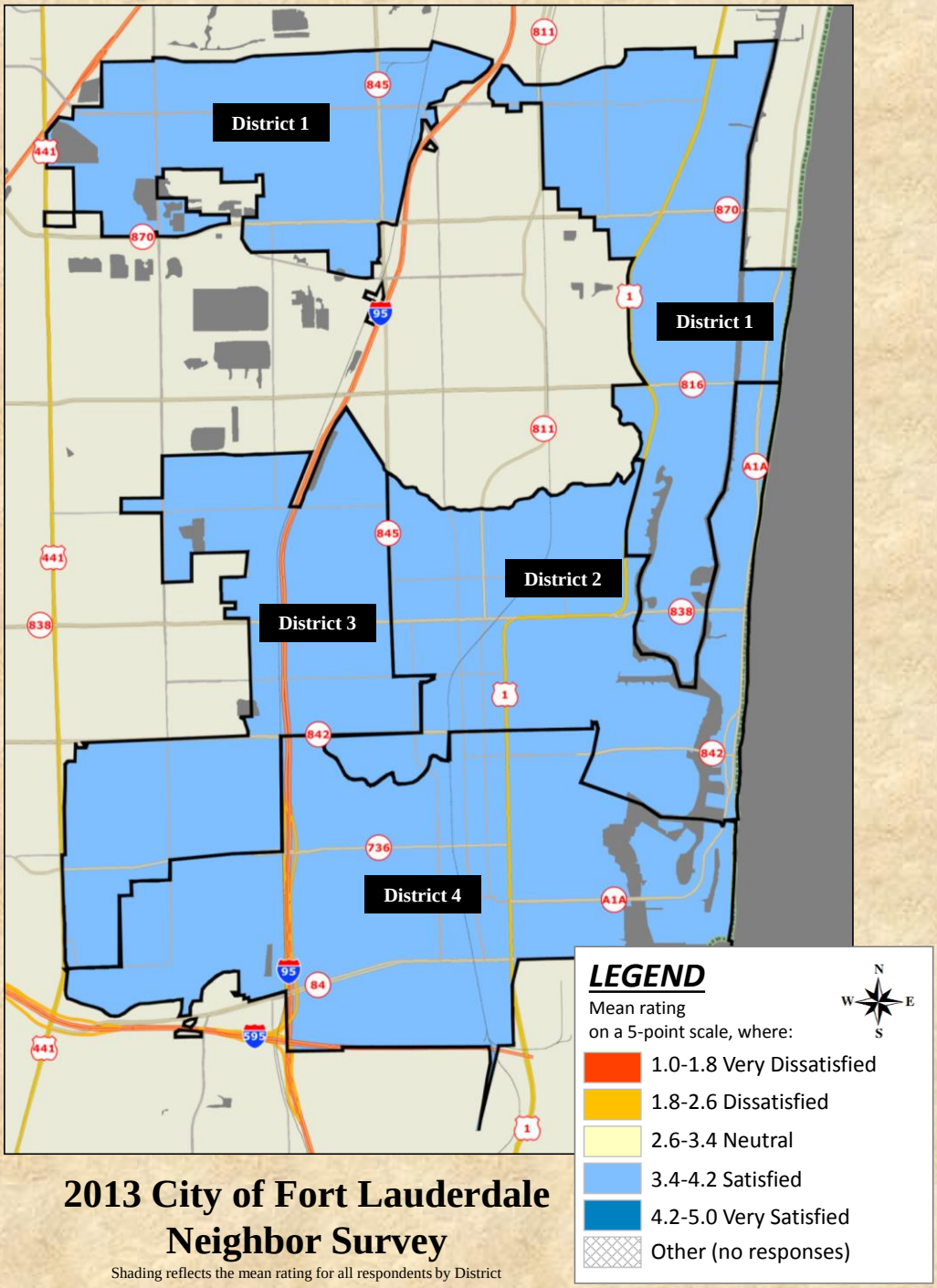
Q3a Satisfaction with the overall quality of City services



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

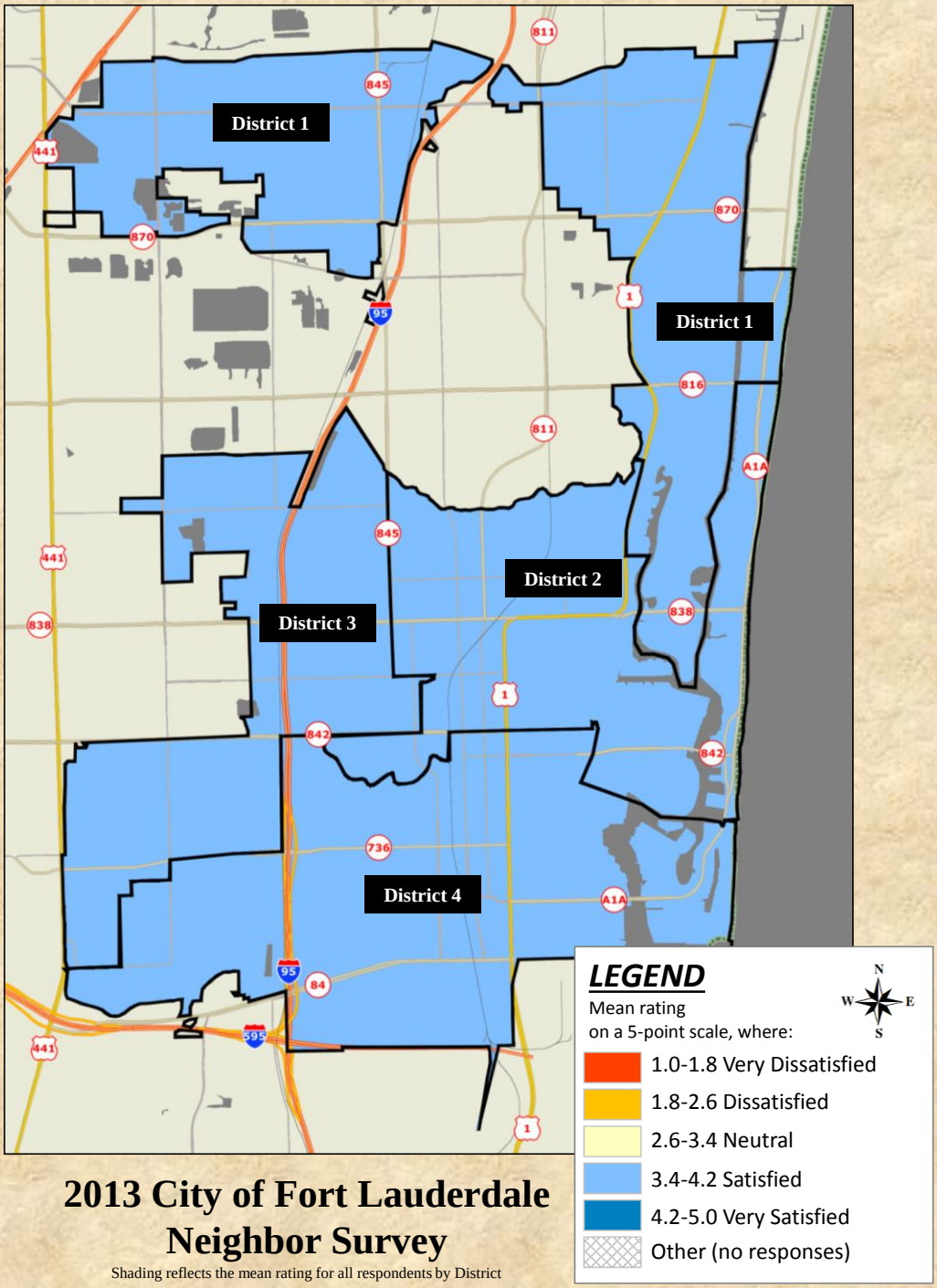
Q3b Satisfaction with the overall quality of police and fire services



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

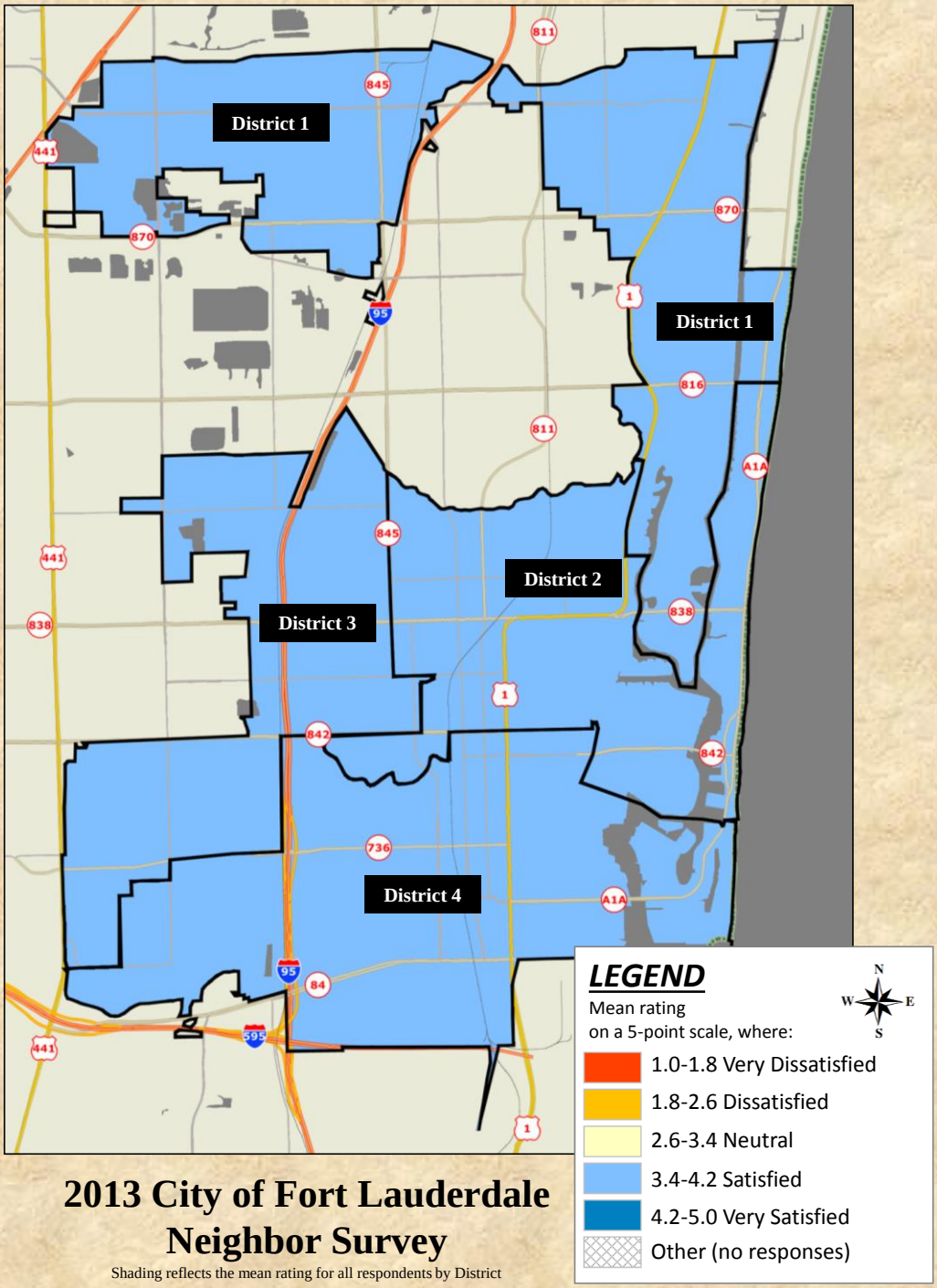
Q3c Satisfaction with the overall quality of parks and recreation programs and facilities



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

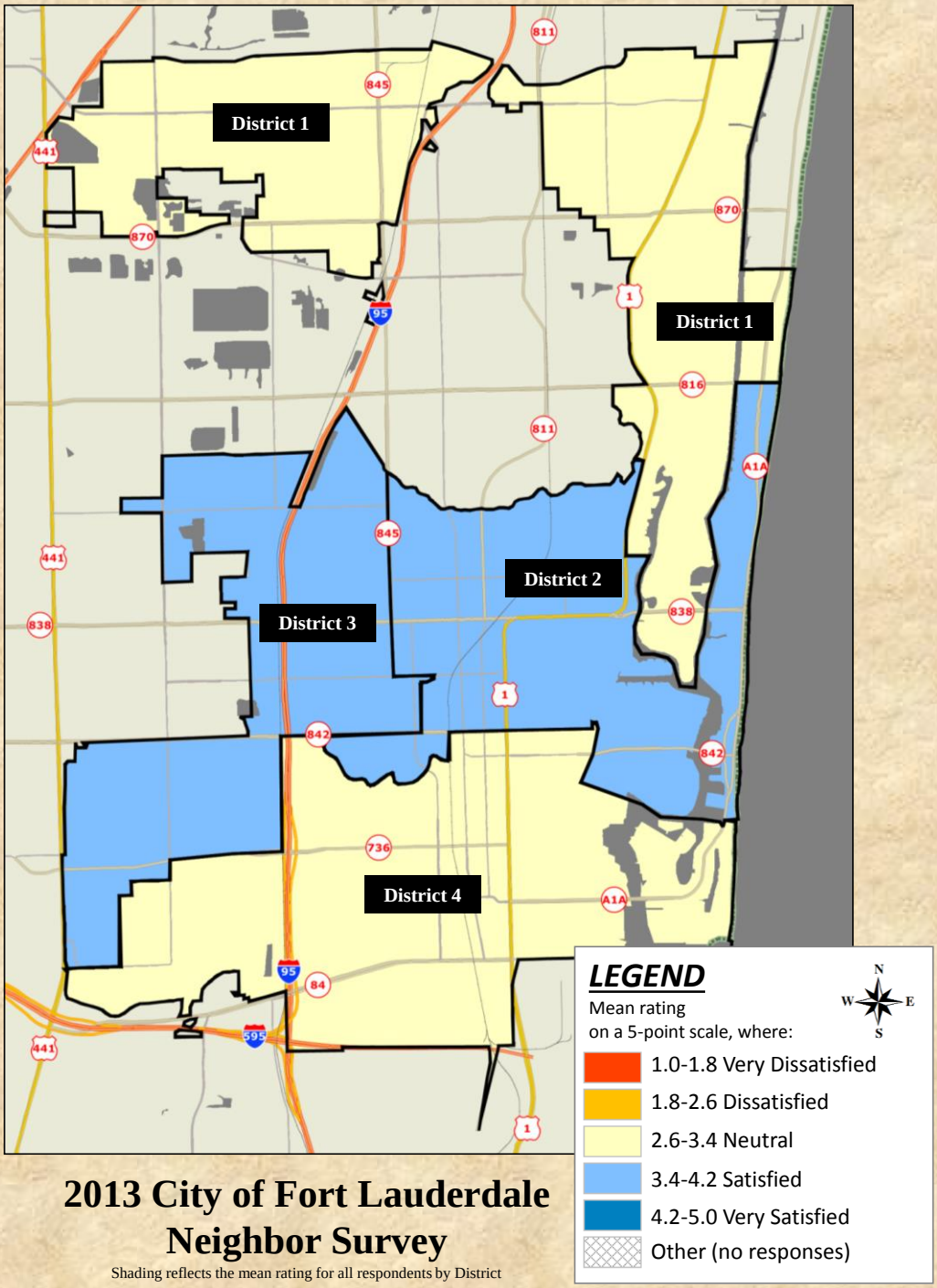
Q3d Satisfaction with the overall quality of customer service you receive from City employees



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

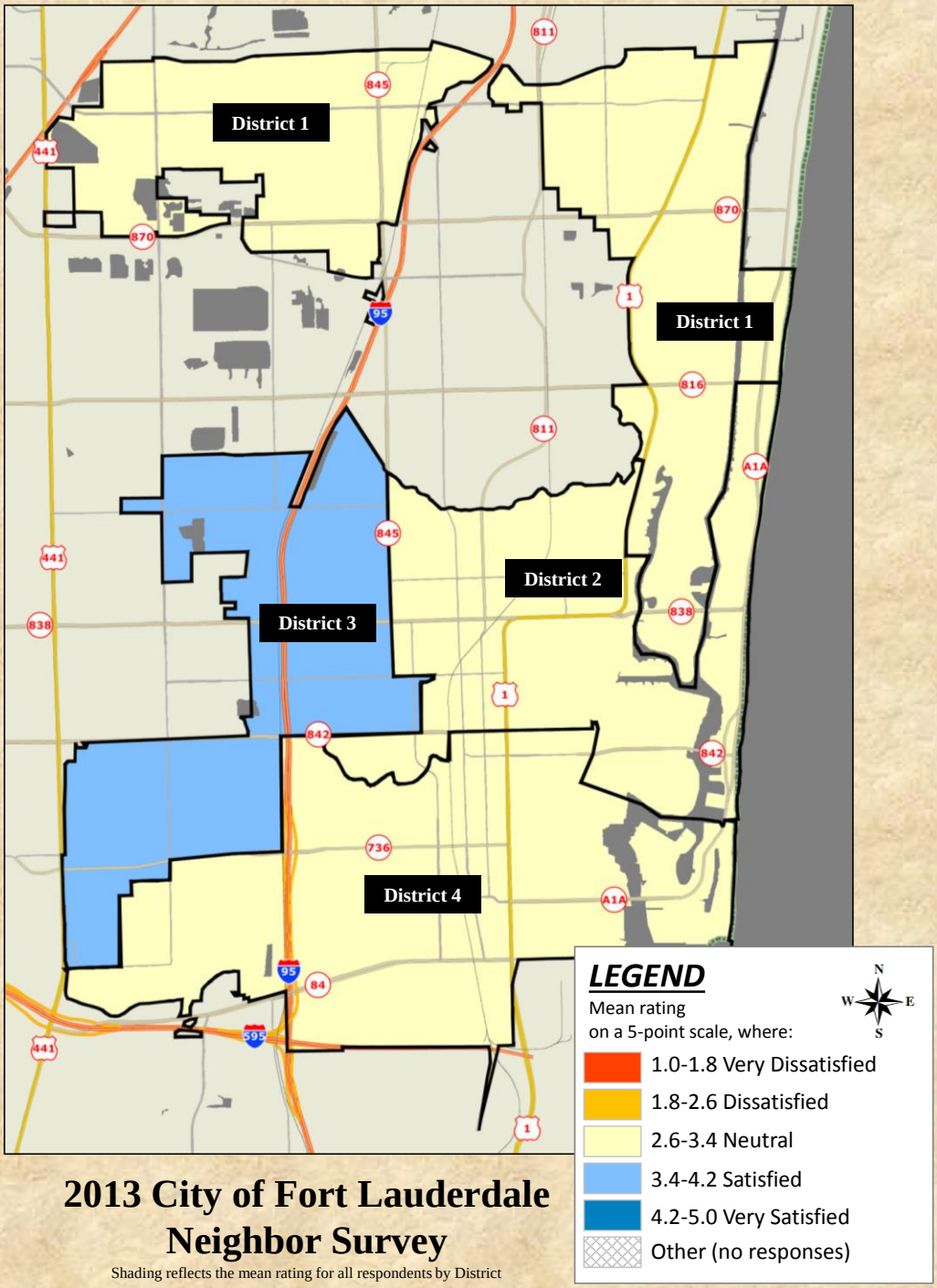
Q3e Satisfaction with the overall enforcement of City ordinances



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

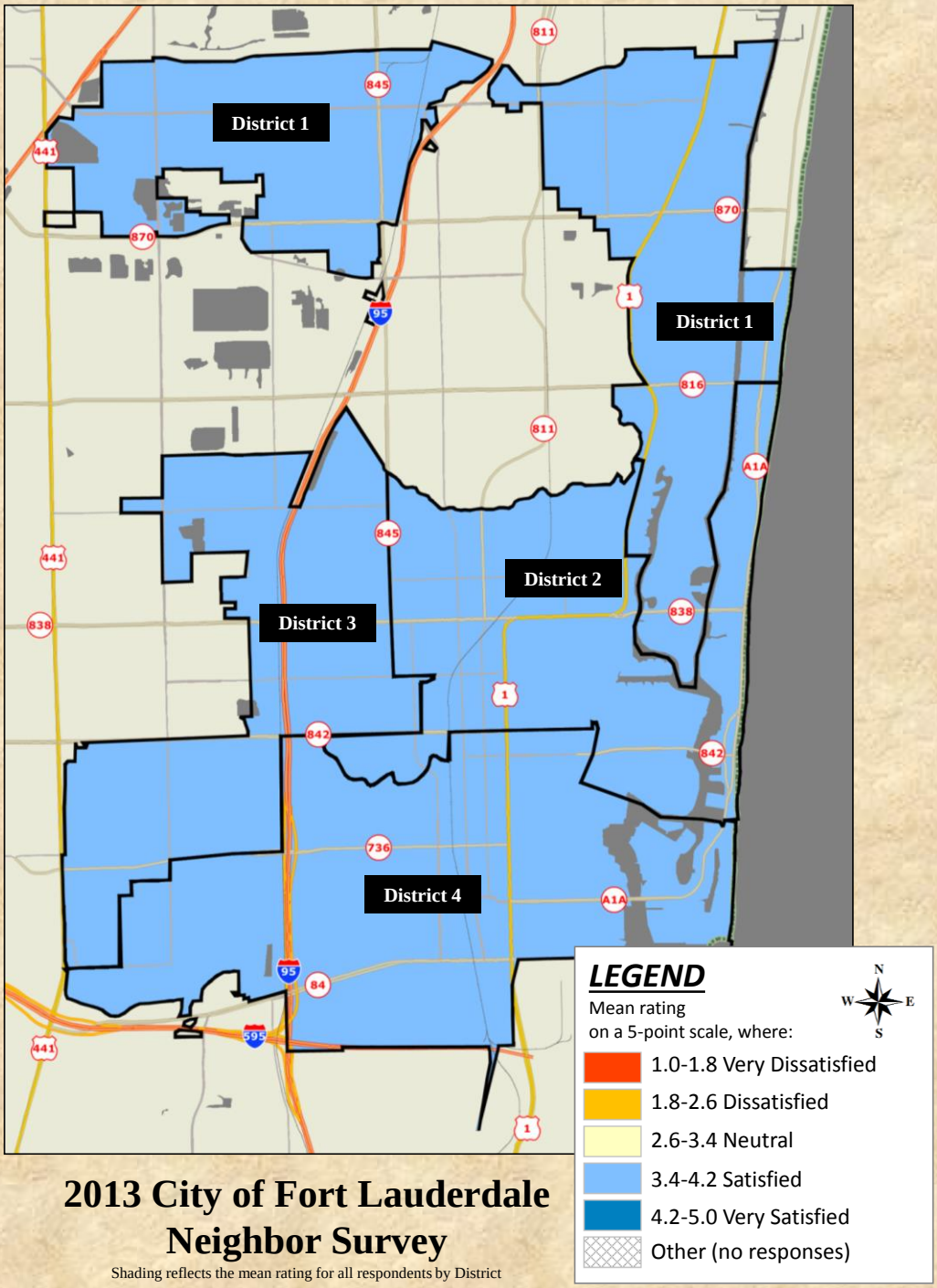
Q3f Satisfaction with the overall maintenance of City streets, sidewalks, and infrastructure



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

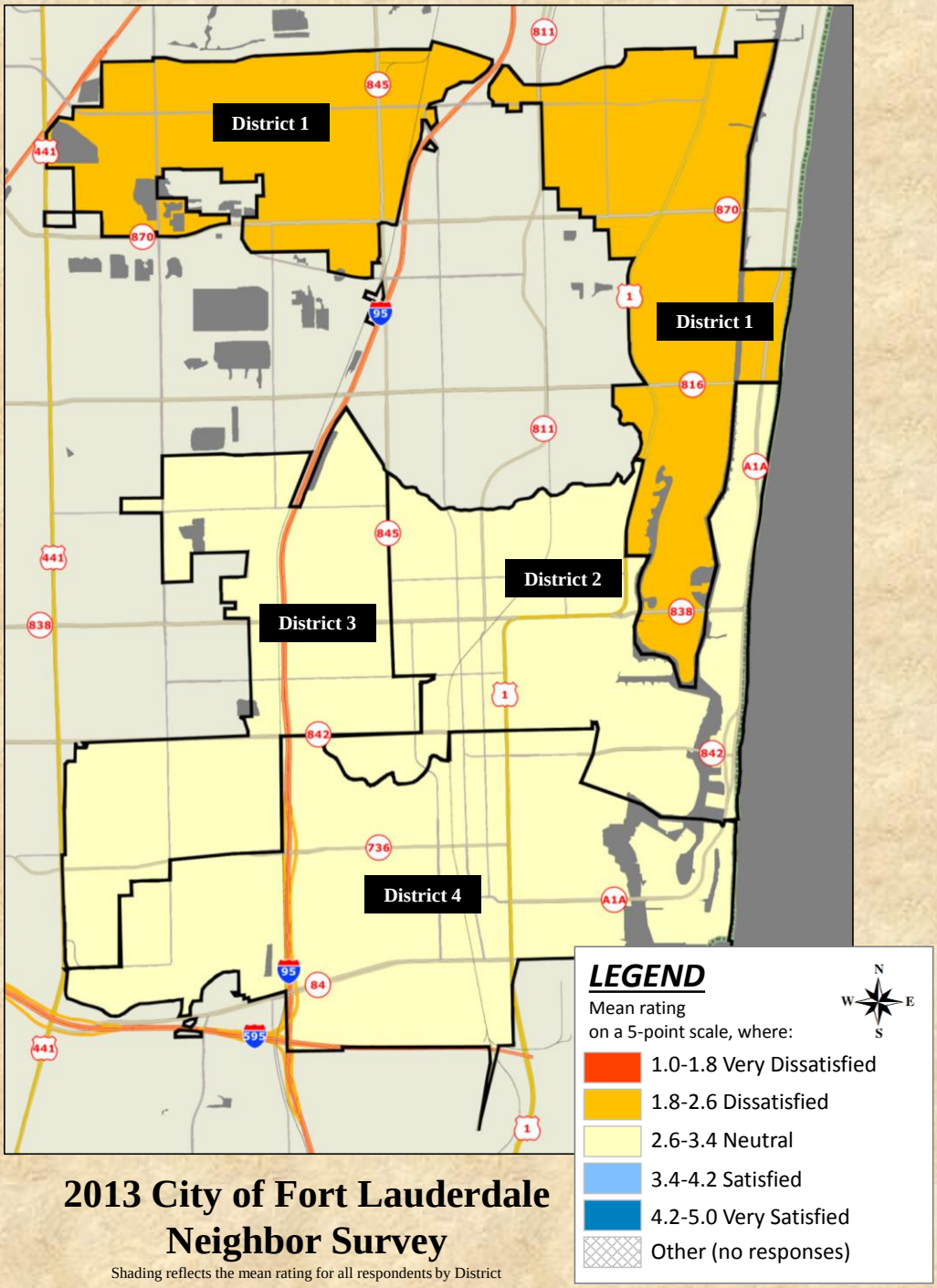
Q3g Satisfaction with the overall maintenance of City buildings and facilities



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

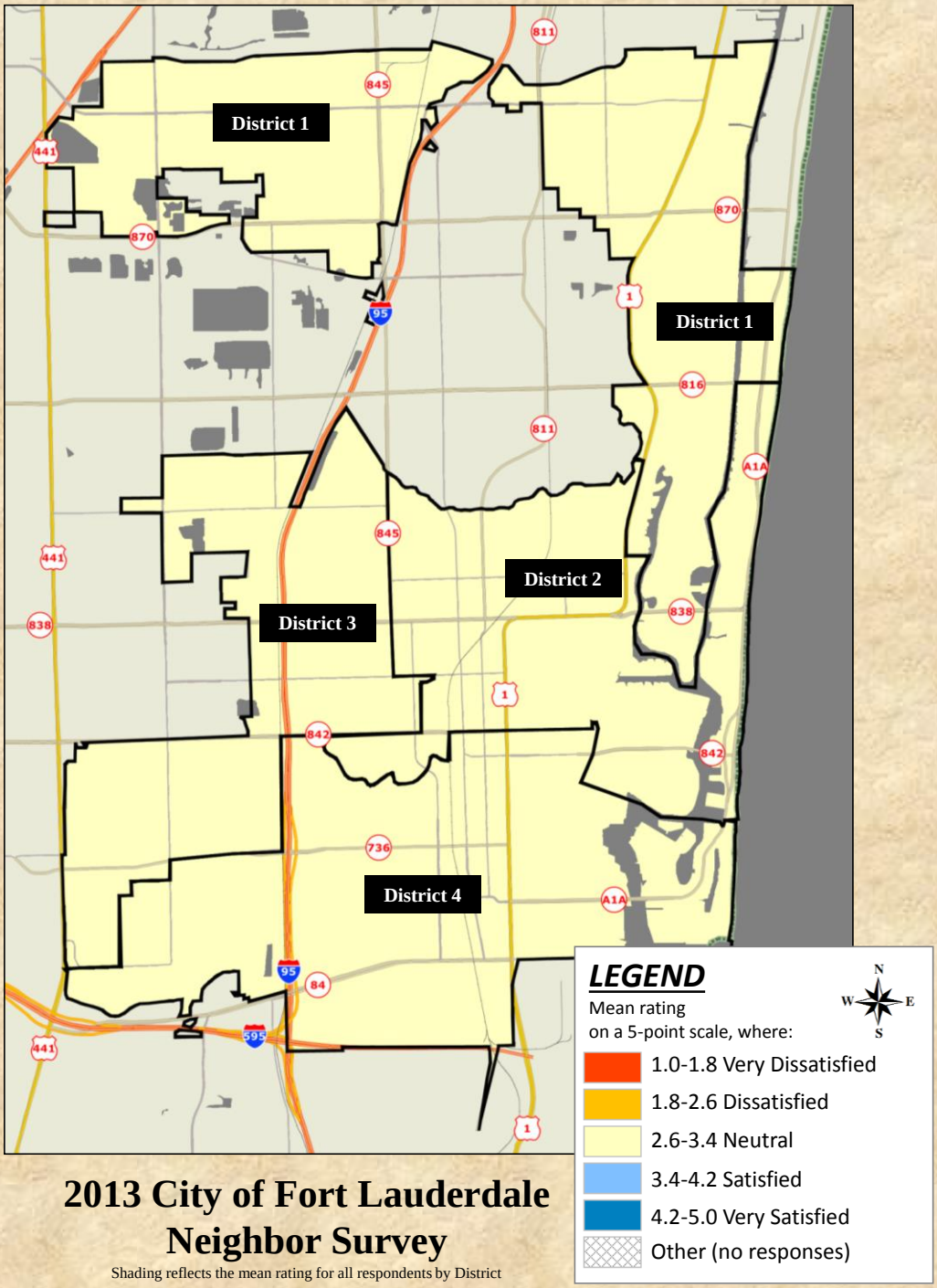
Q3h Satisfaction with the overall flow of traffic



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

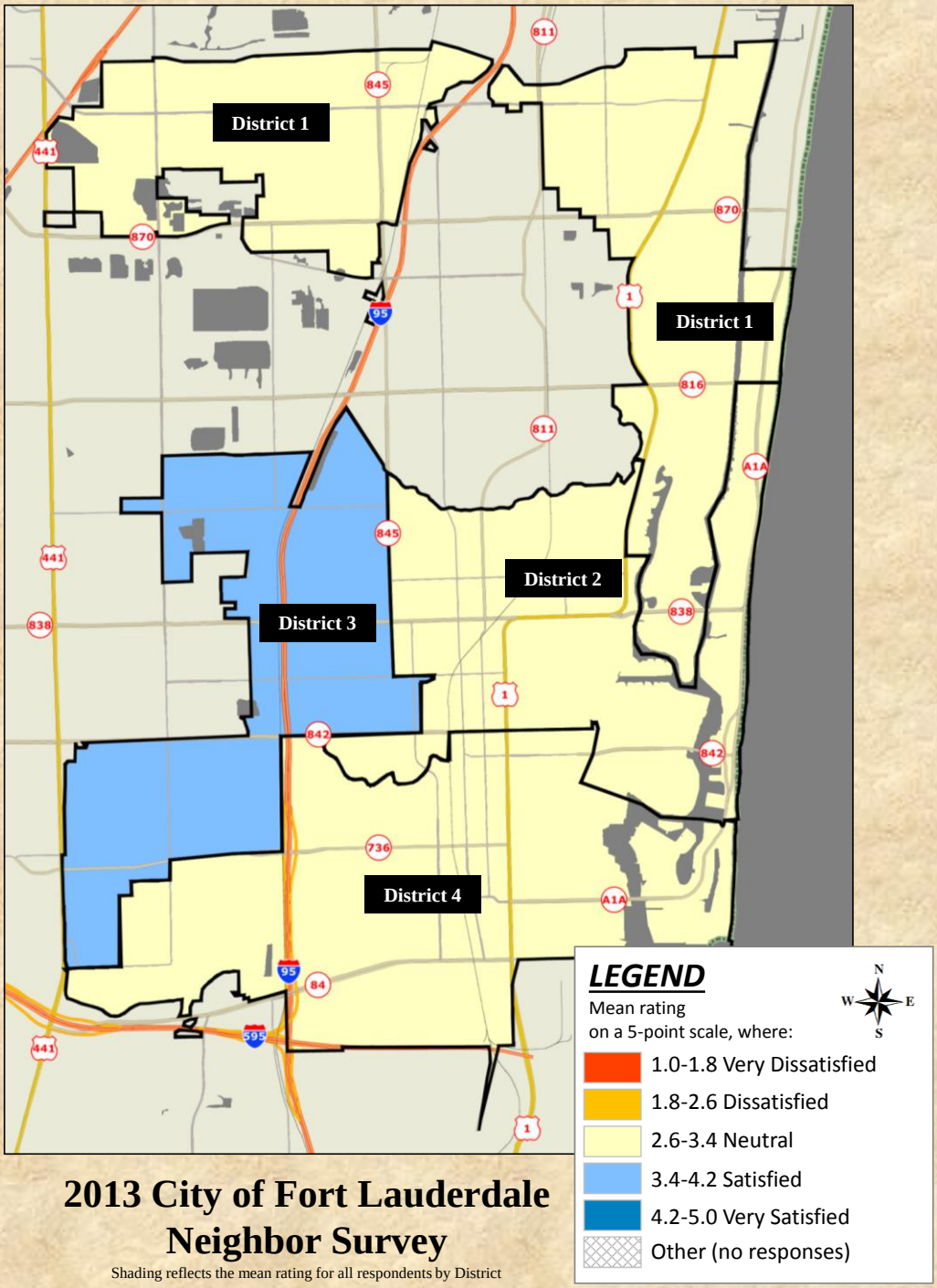
Q3i Satisfaction with the effectiveness of communication with the community



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

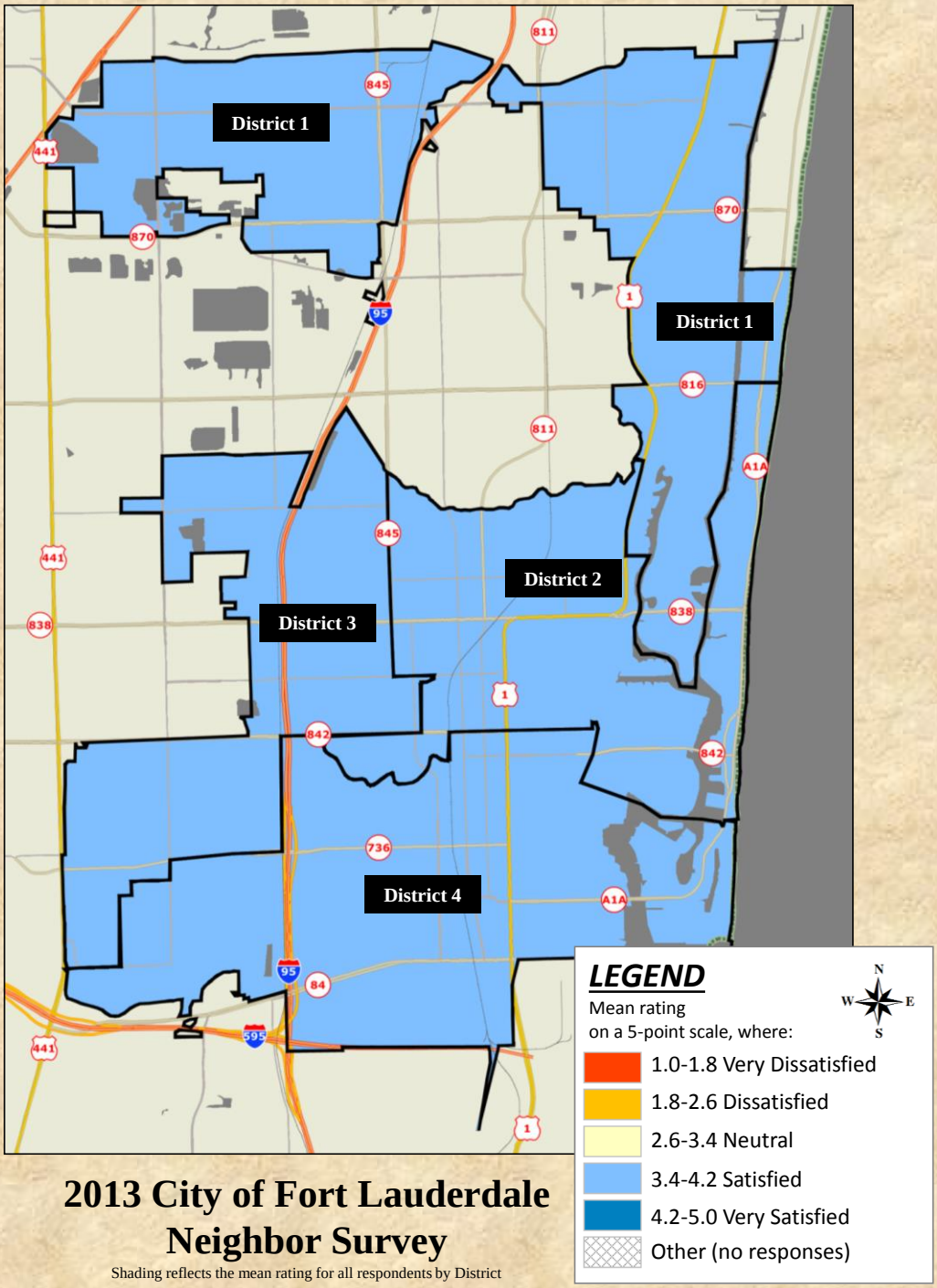
Q3j Satisfaction with how well the City is preparing for the future



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

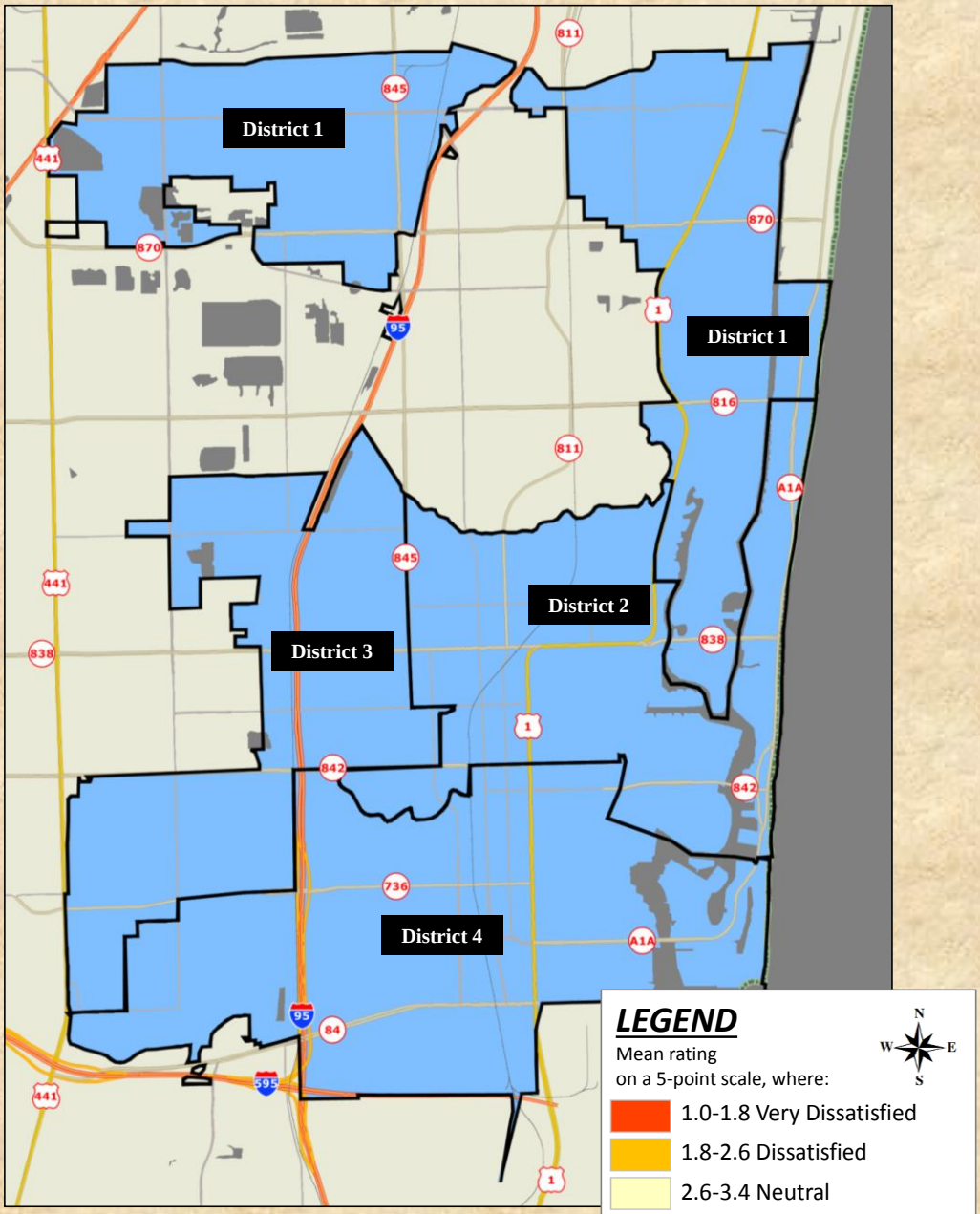
Q3k Satisfaction with how well the City is prepared for disasters



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

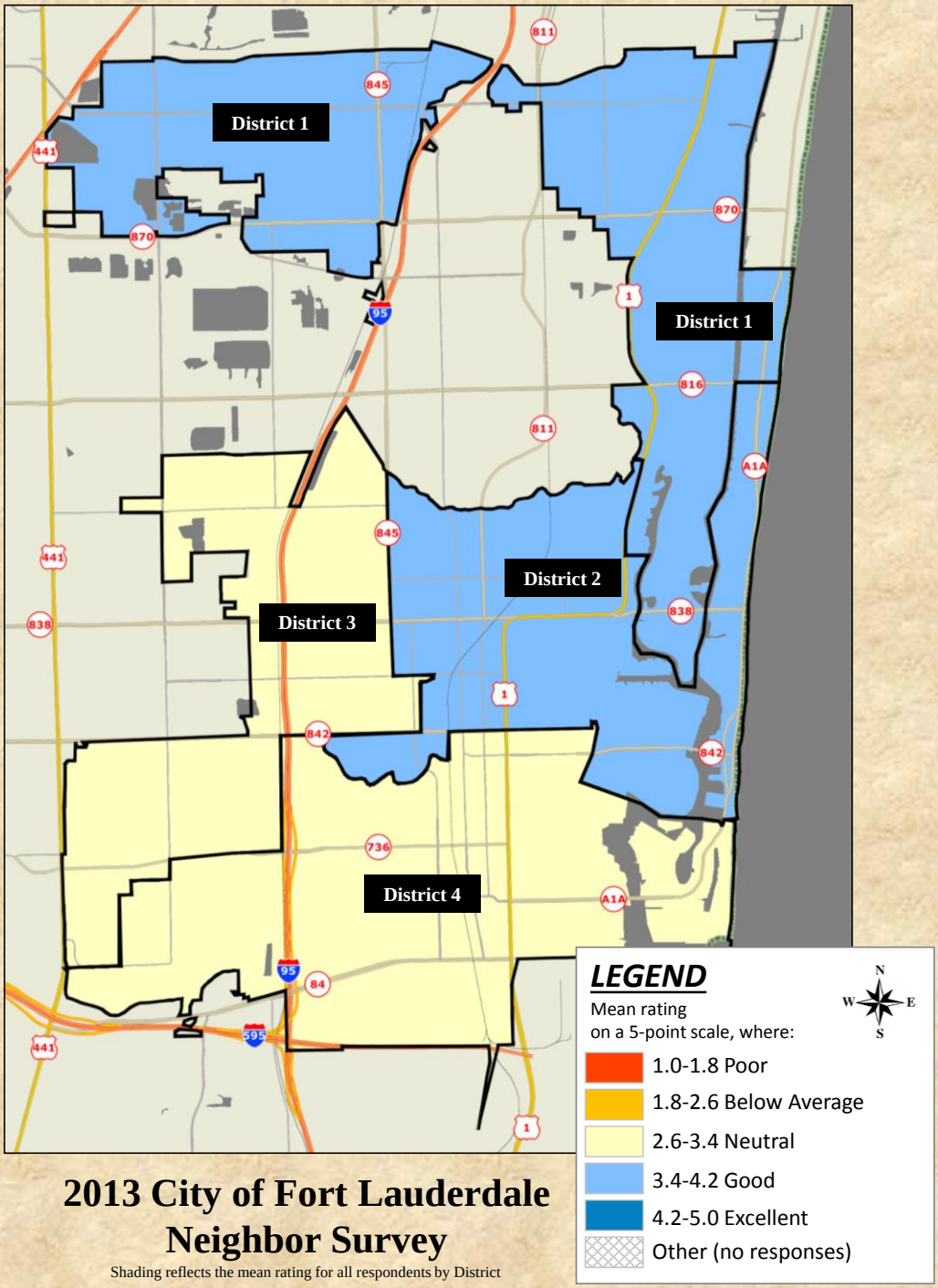
Q3l Satisfaction with the quality of landscaping in parks, medians and other public areas



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

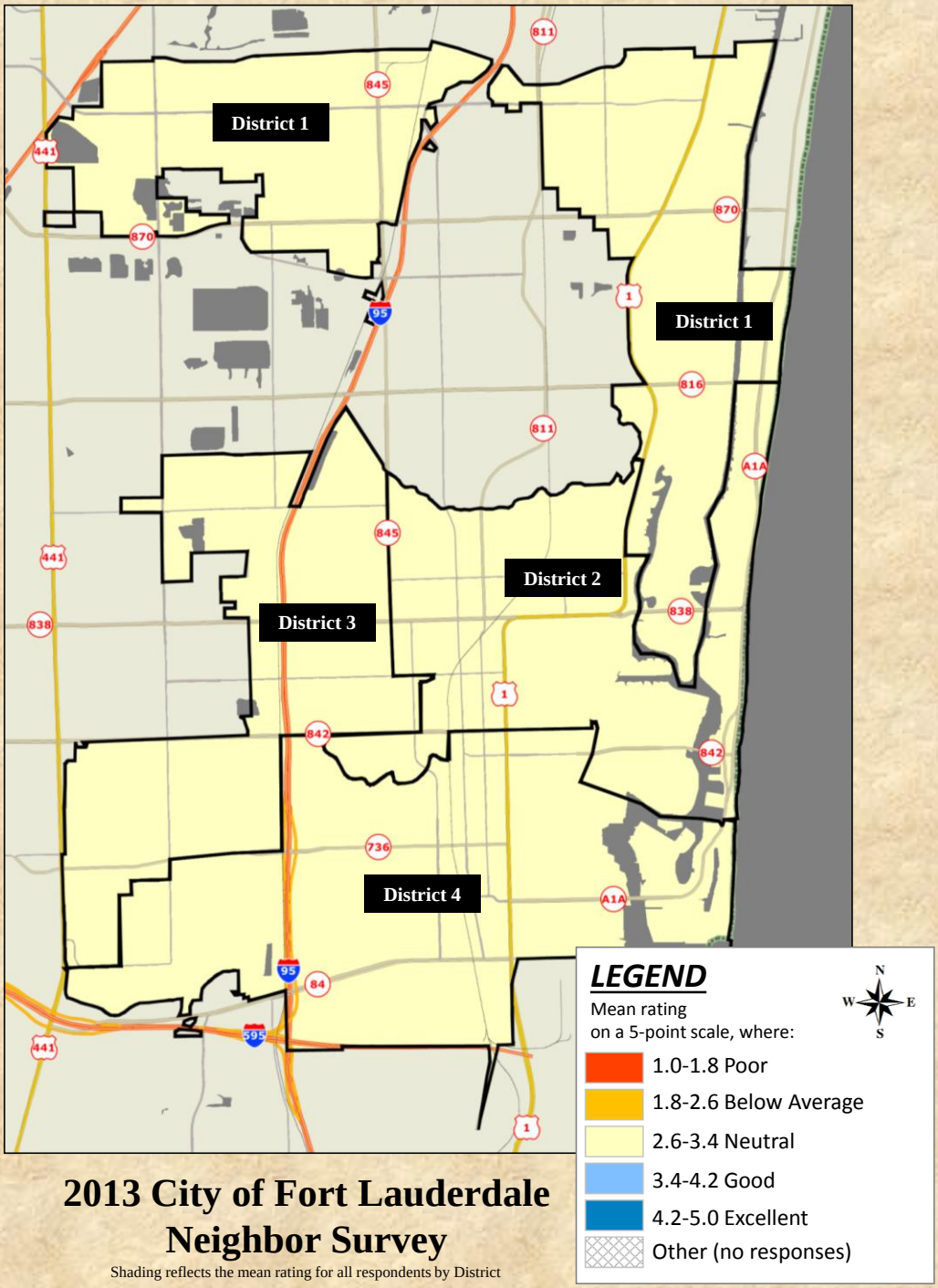
Q5a Ratings of the overall feeling of safety in the City



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

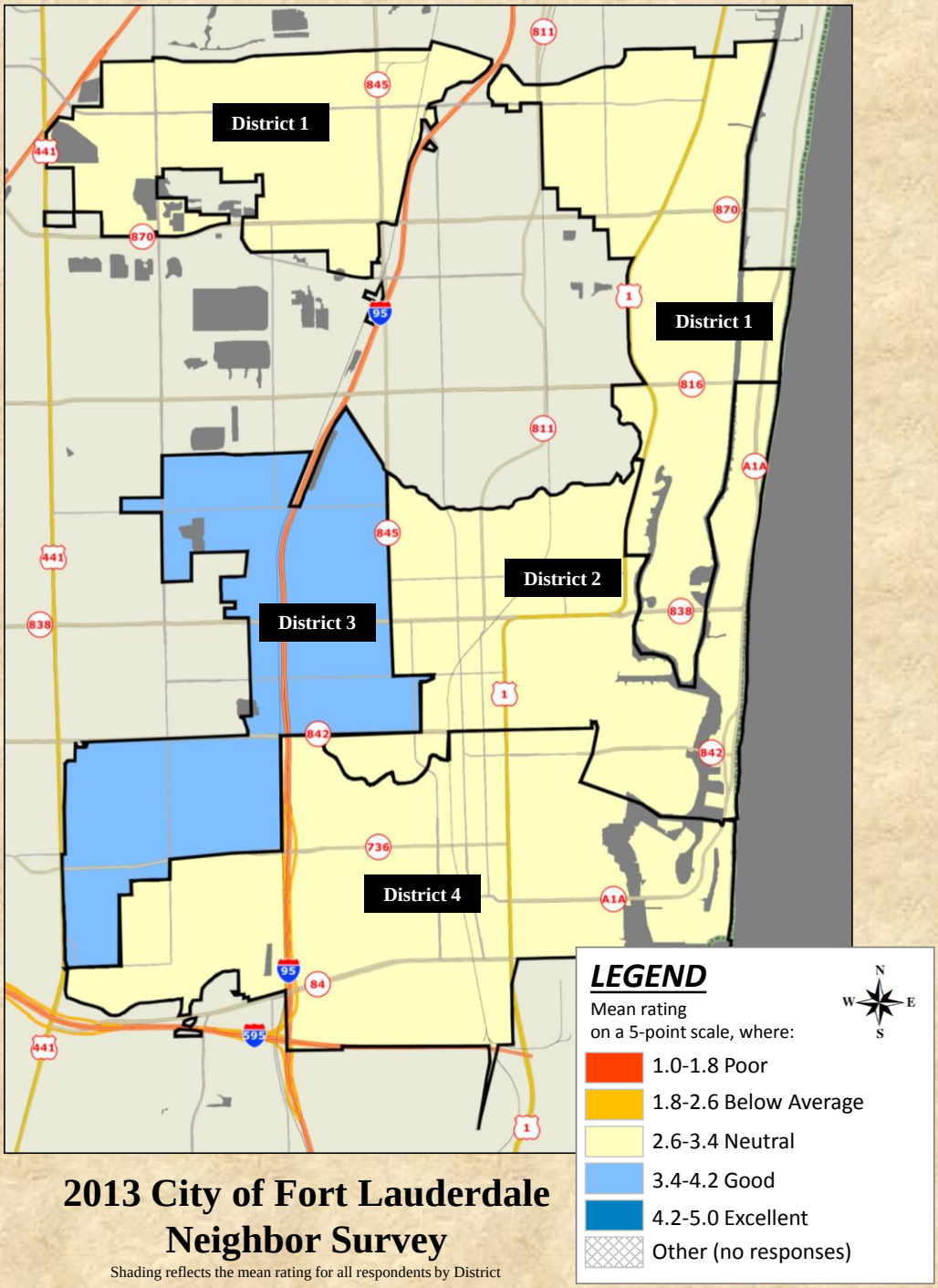
Q5b Ratings of the overall value received for City tax dollars and fees



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

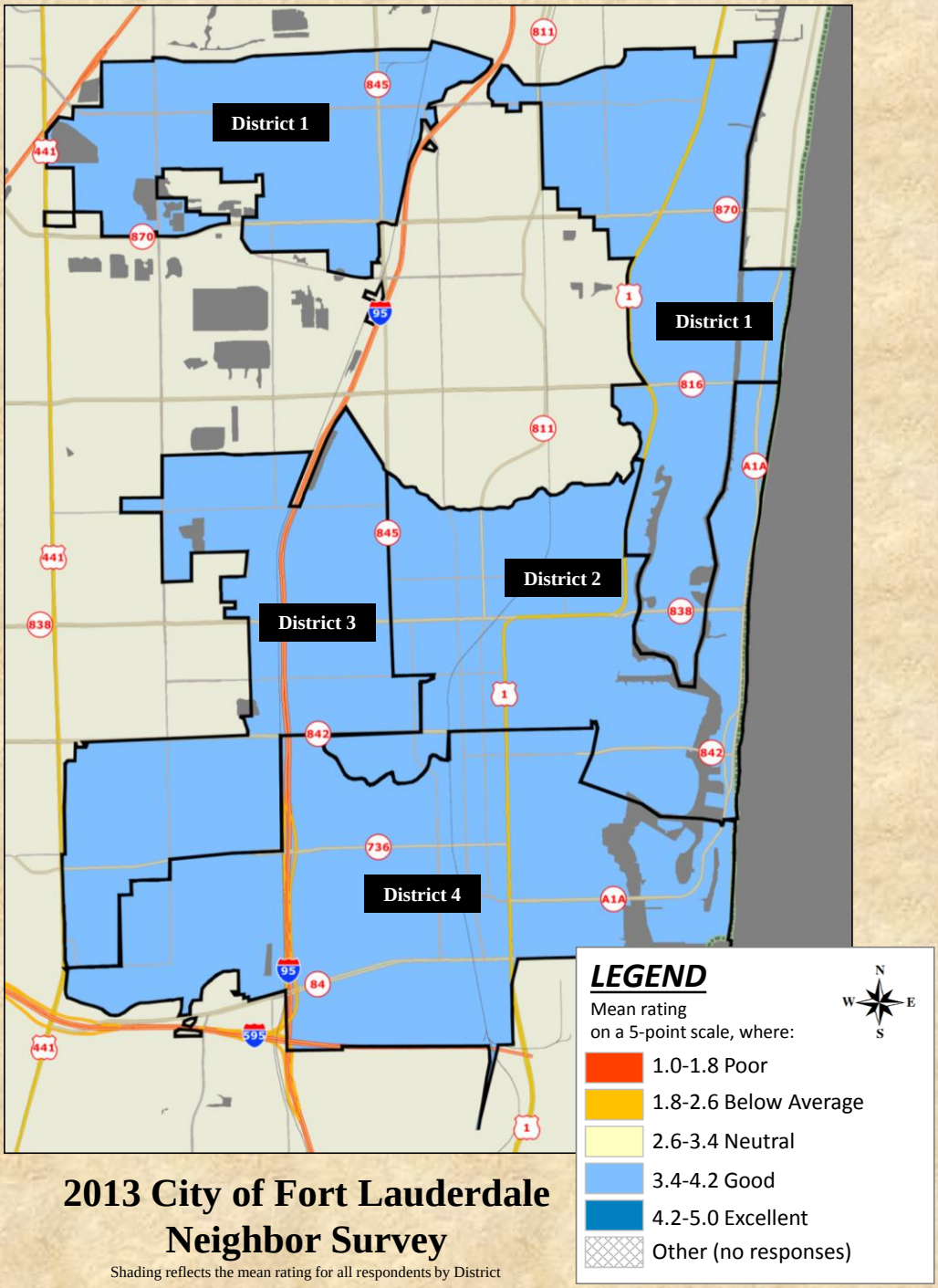
Q5c Ratings of the overall planning for growth



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

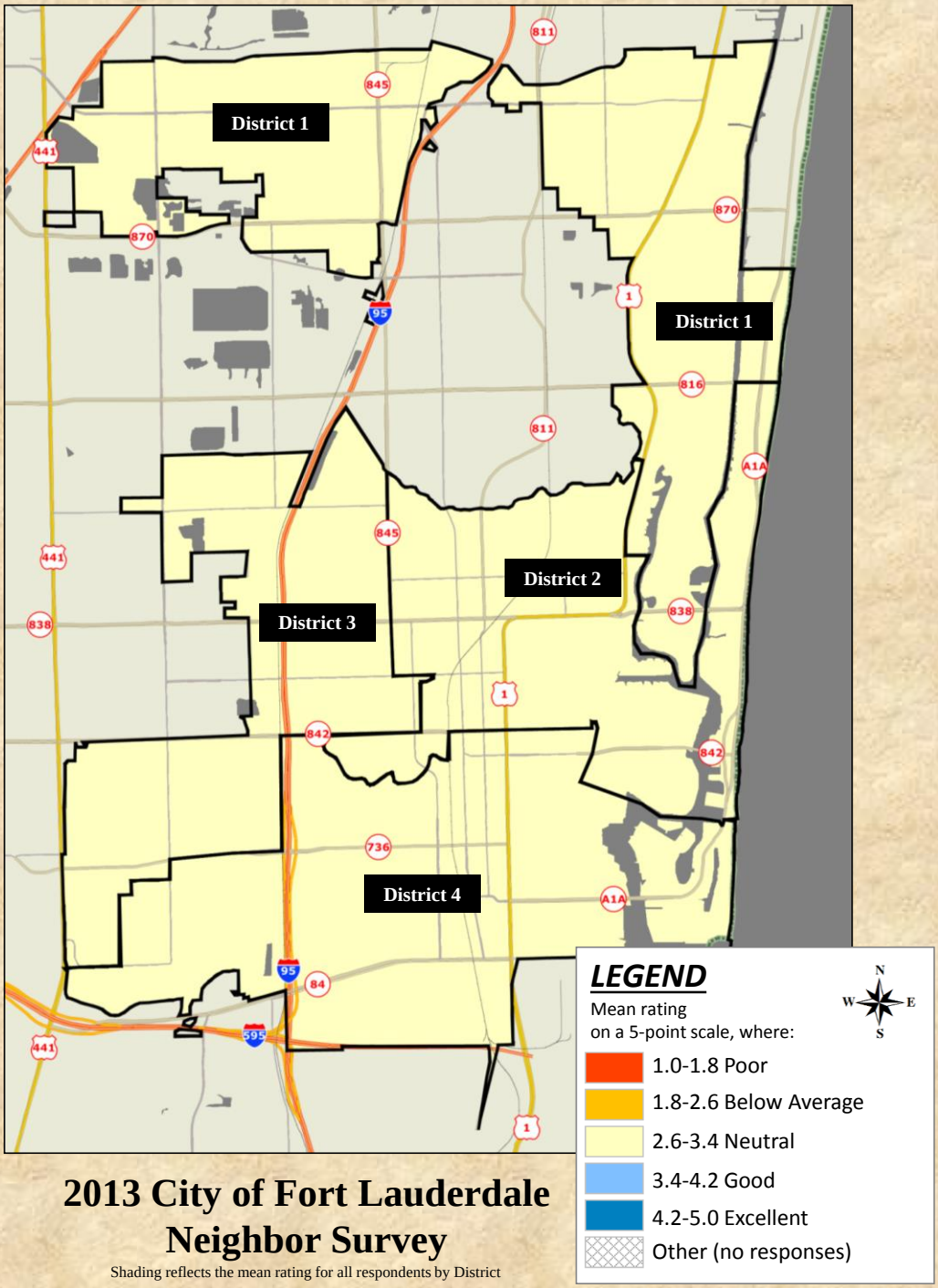
Q5d Ratings of the overall appearance of the City



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

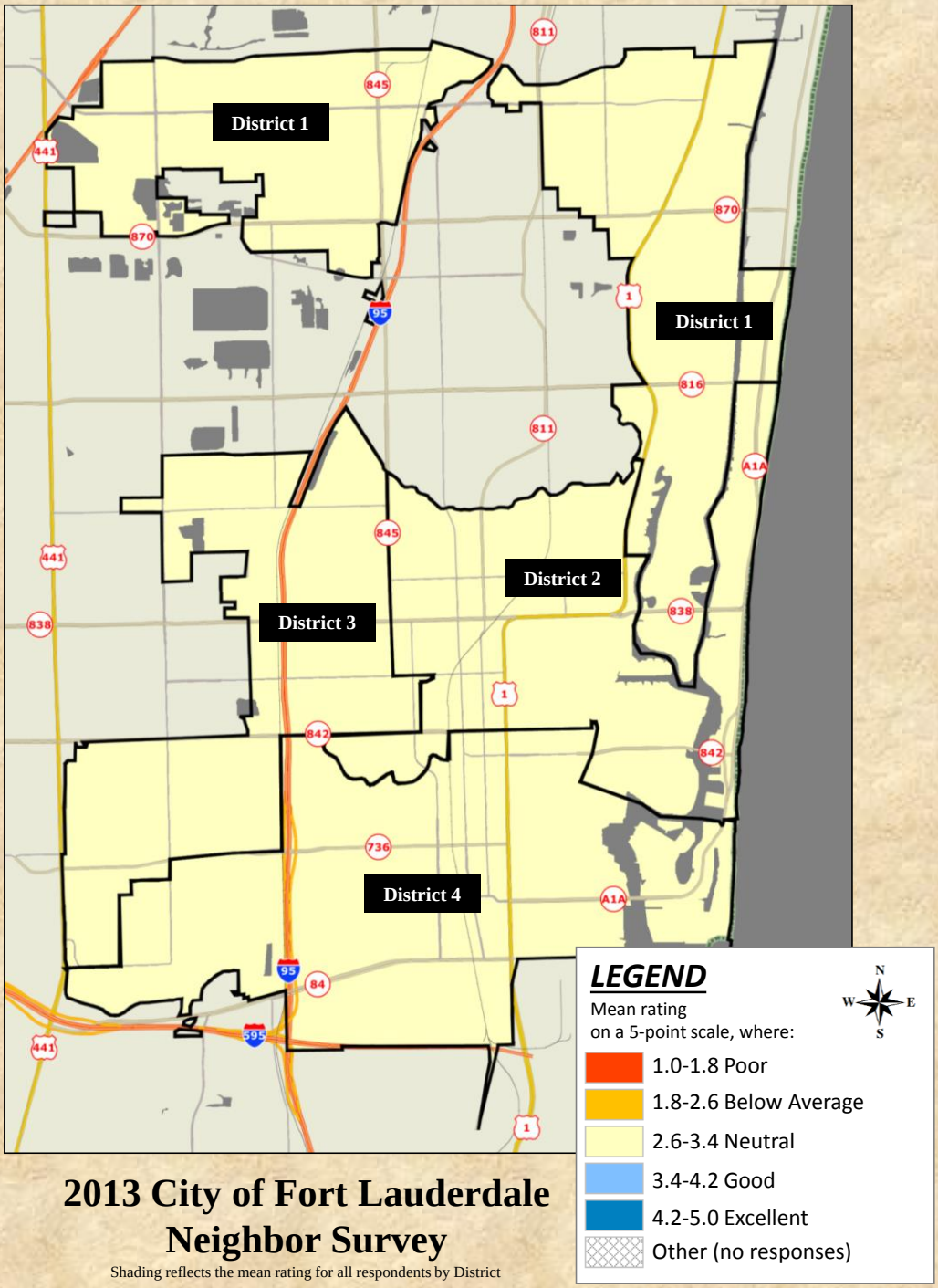
Q5e Ratings of the availability of affordable housing



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

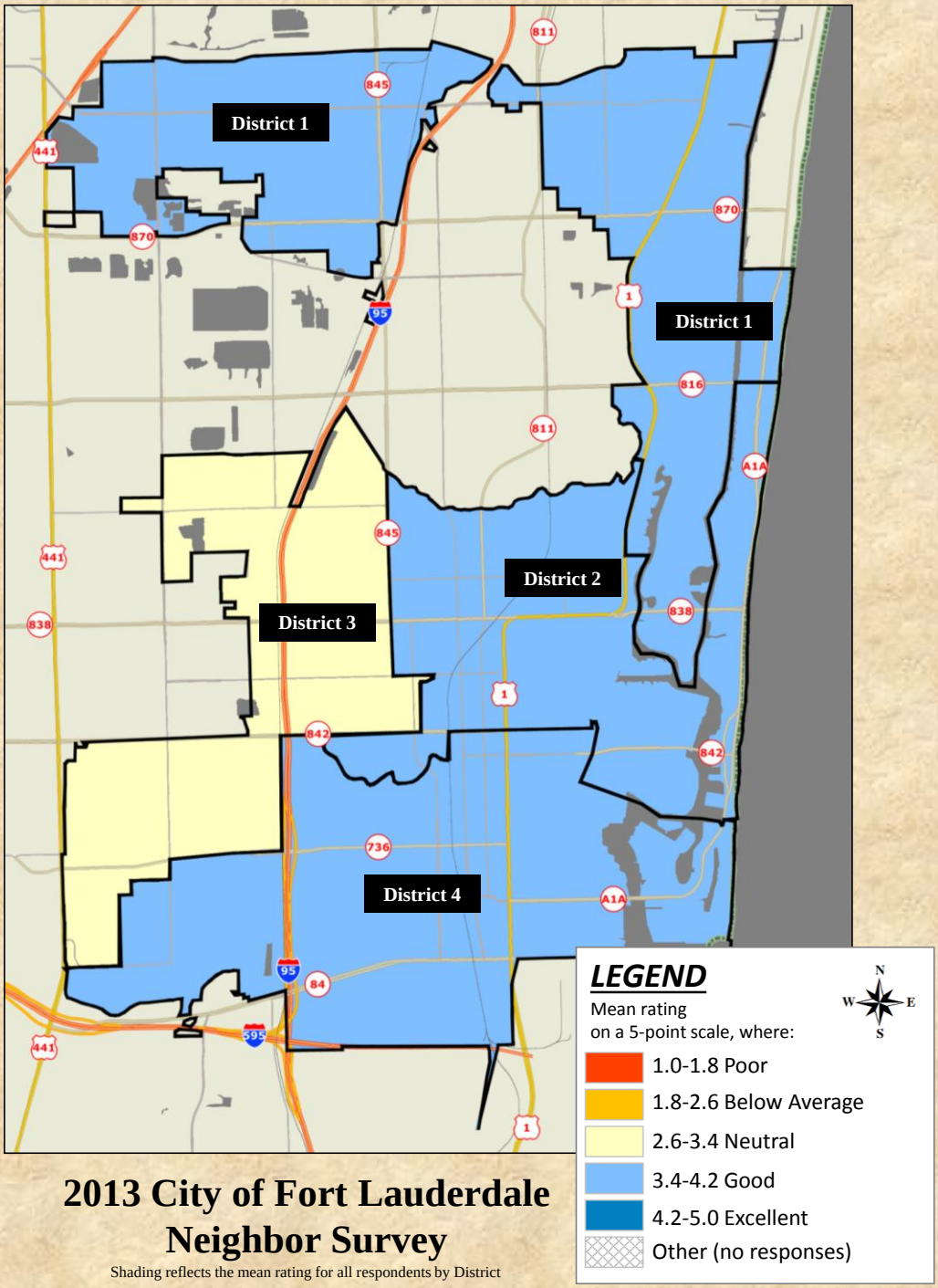
Q5f Ratings of the availability of employment



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

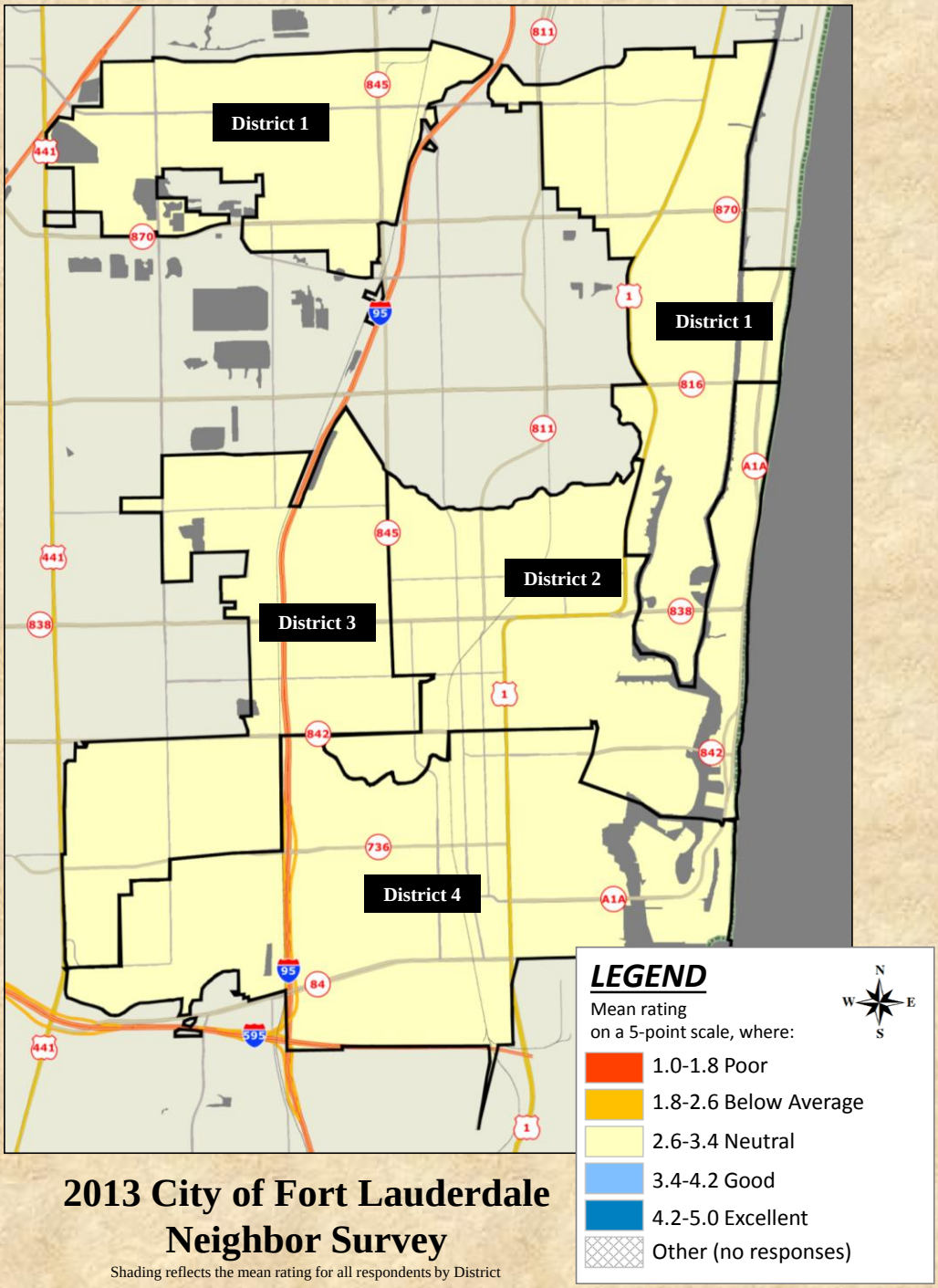
Q5g Ratings of the acceptance of diversity



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

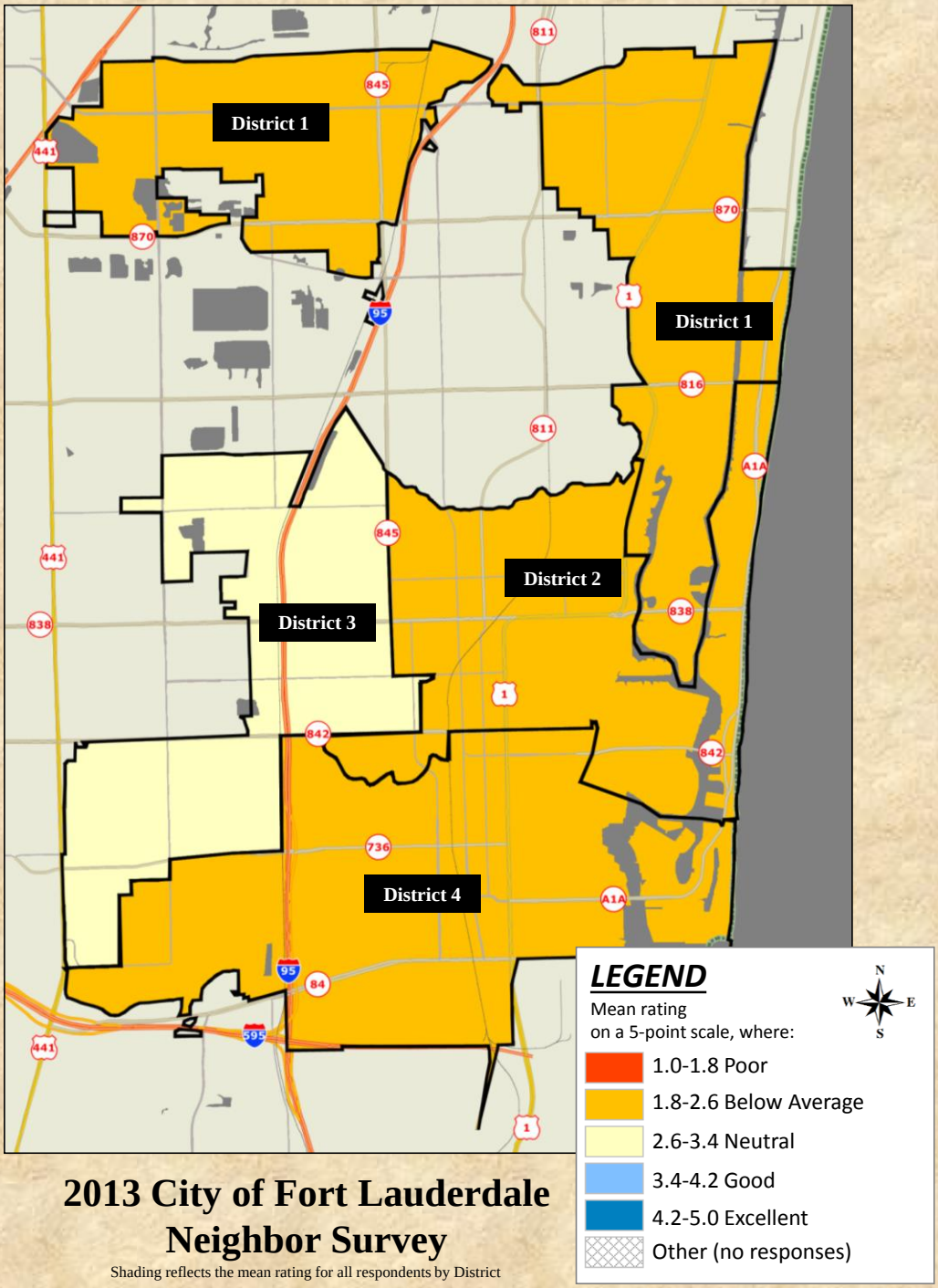
Q5h Ratings of the availability of affordable child care



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

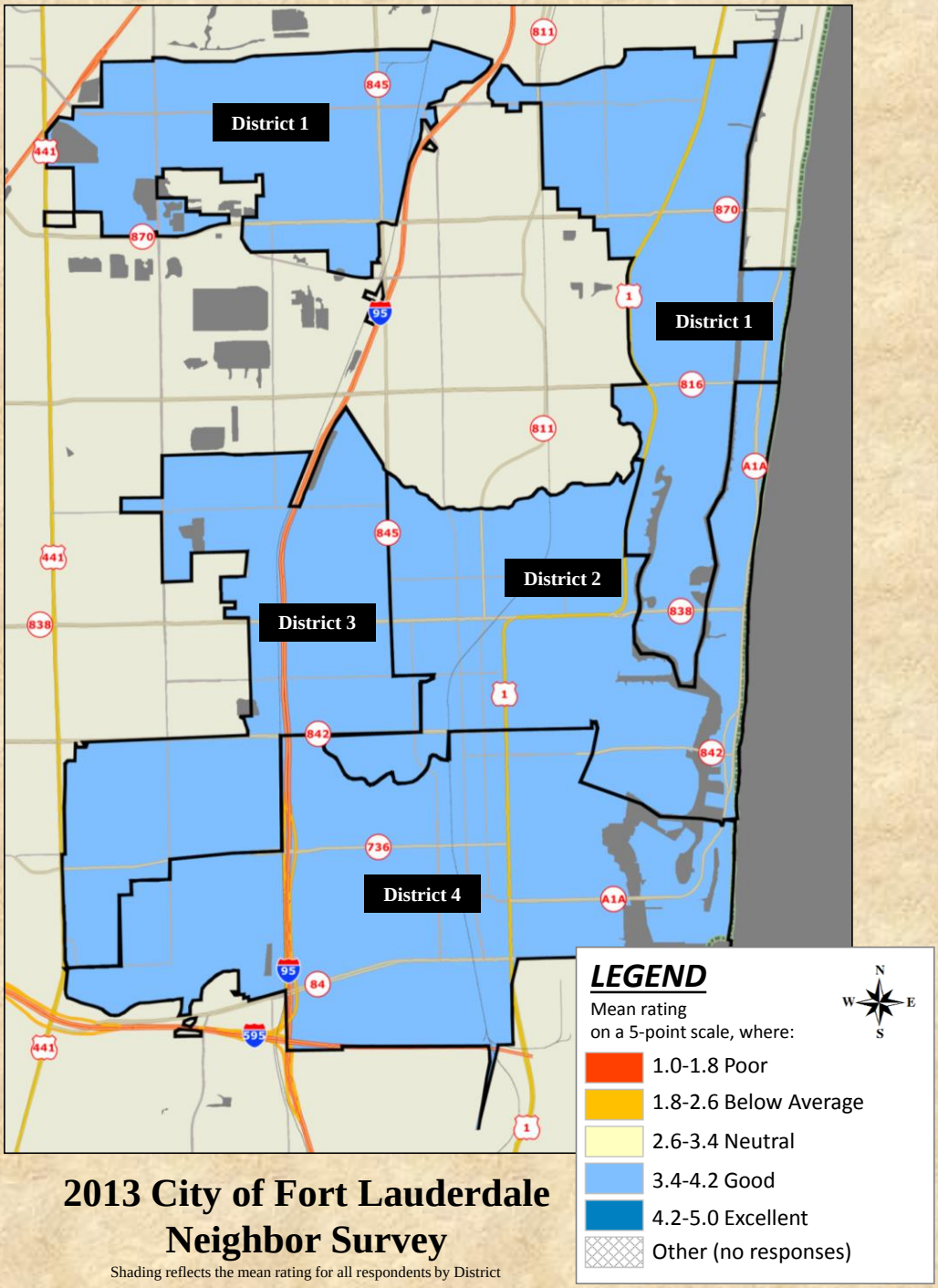
Q5i Ratings of the quality of public schools



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

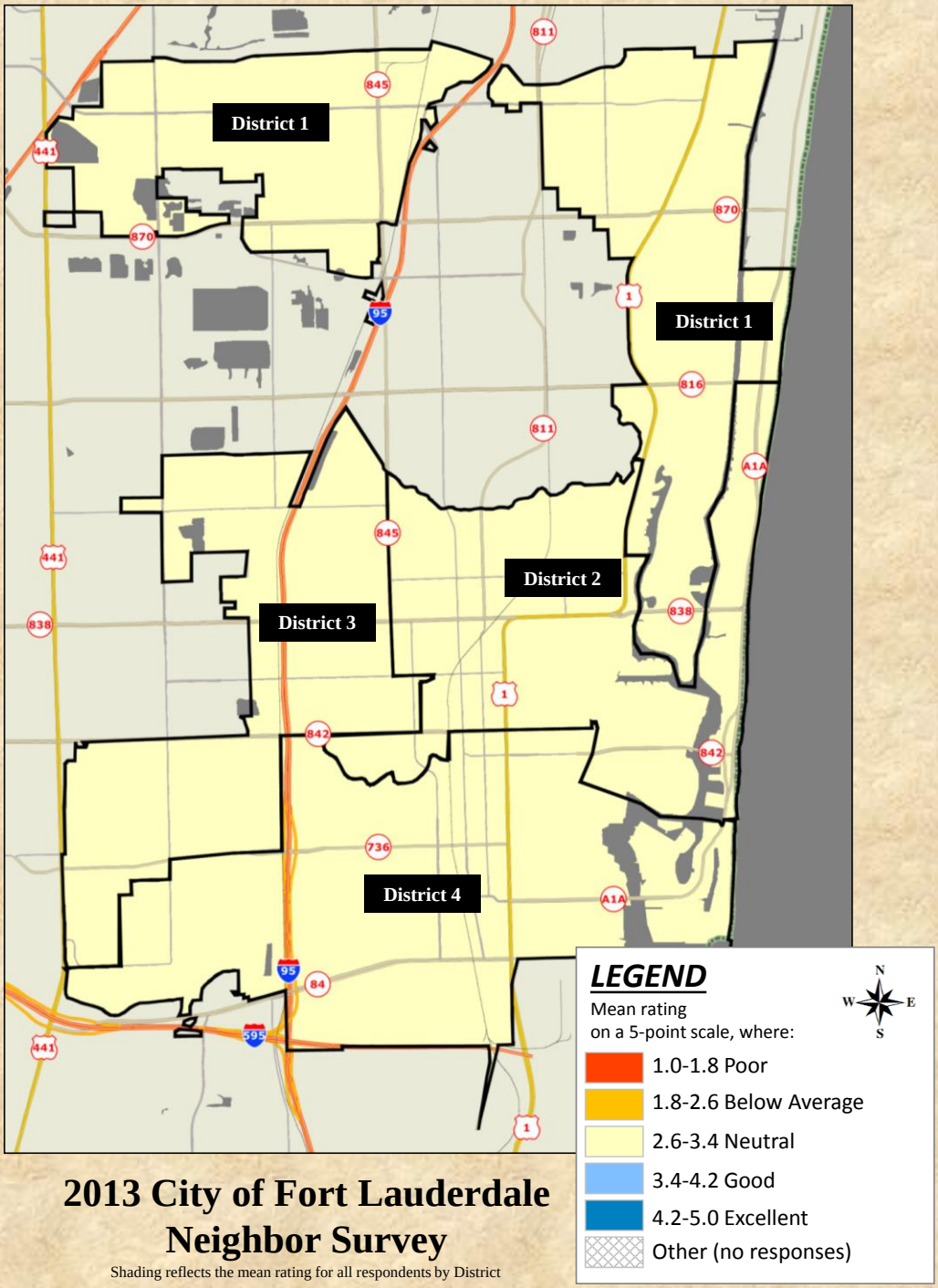
Q5j Ratings of the quality of private schools



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

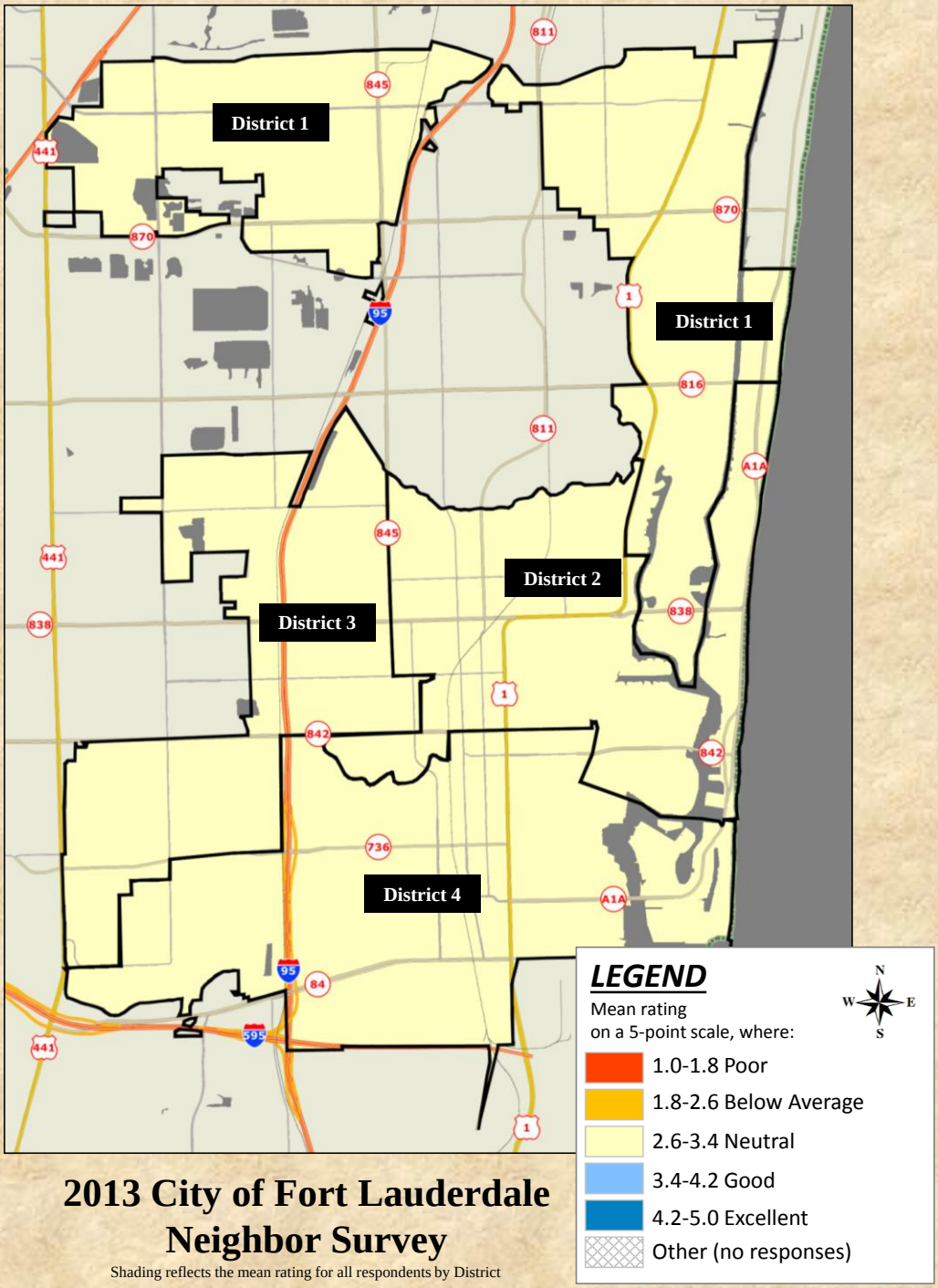
Q5k Ratings of the availability of affordable quality care for aging adults



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

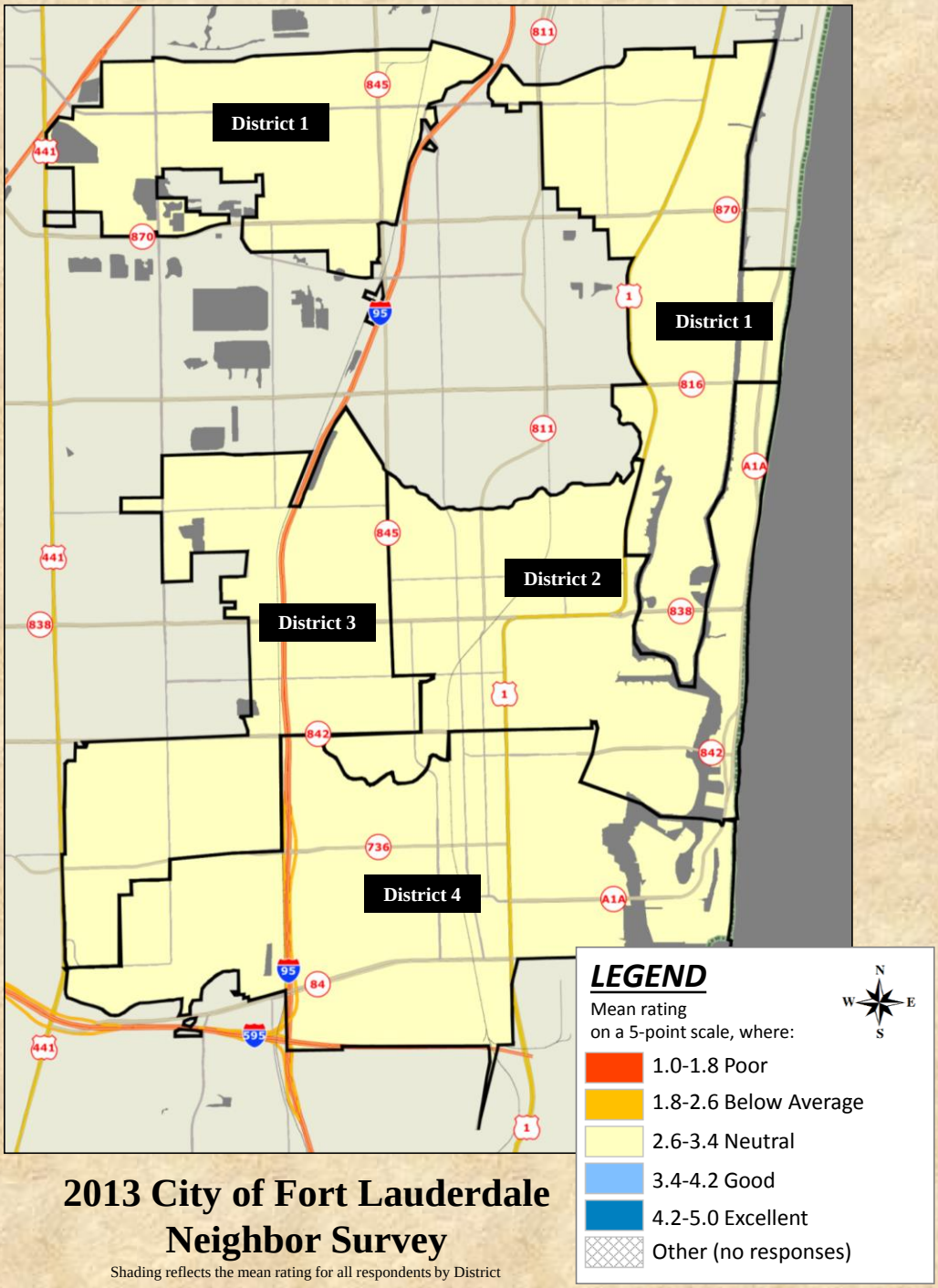
Q5l Ratings of the availability of affordable quality health care



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

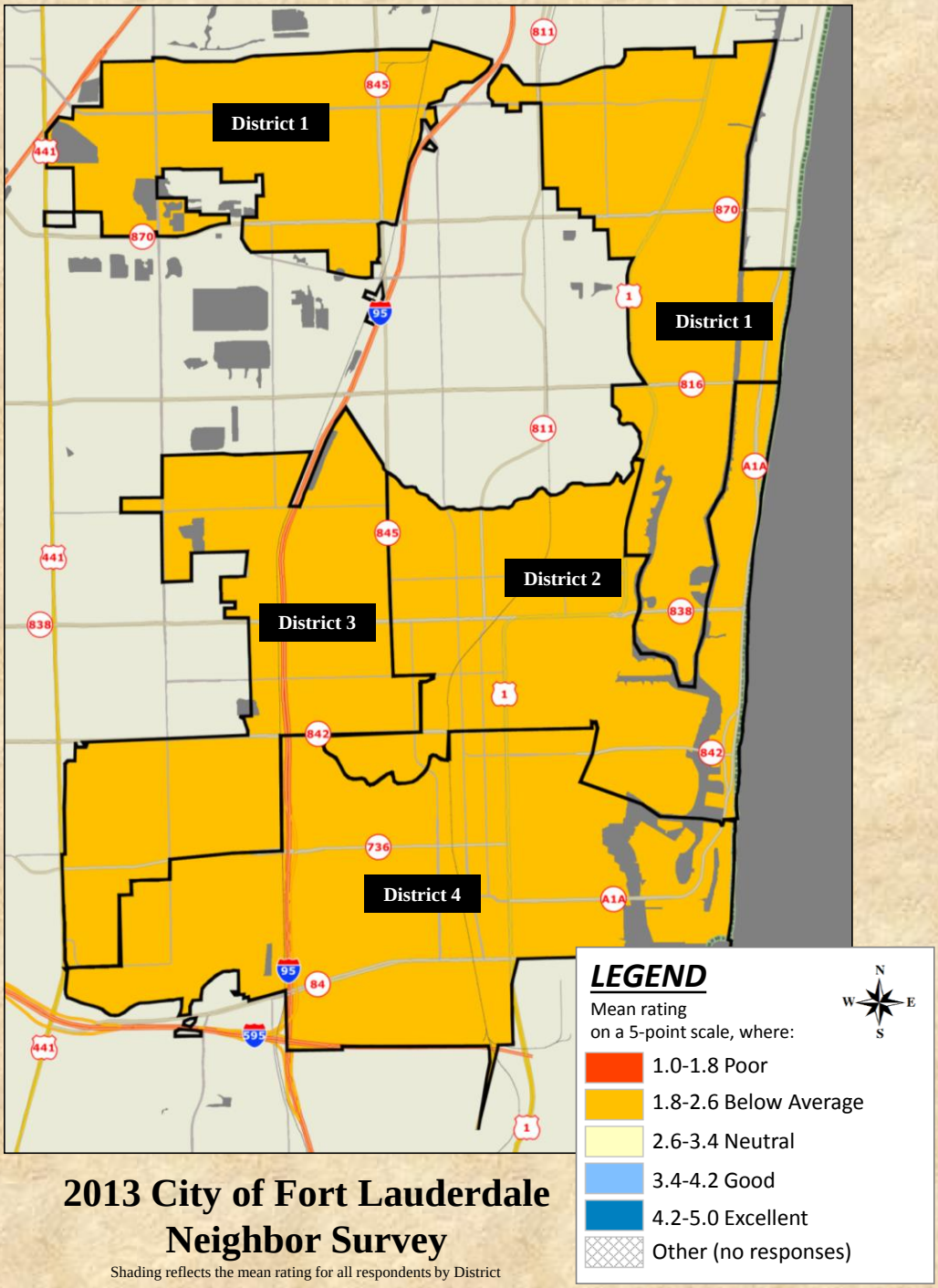
Q5m Ratings of the availability of preventive health services



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

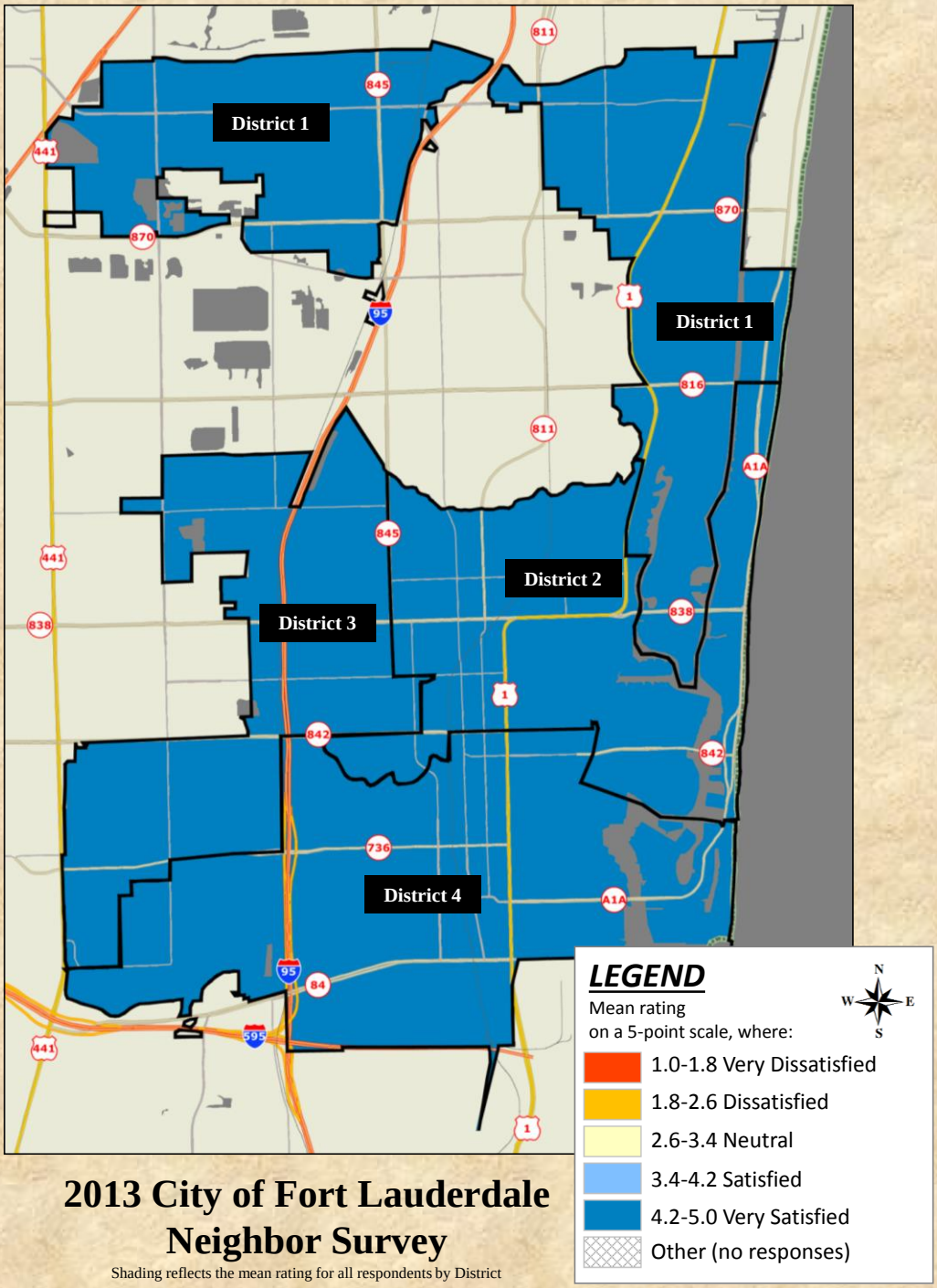
Q5n Ratings of efforts in addressing homelessness



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

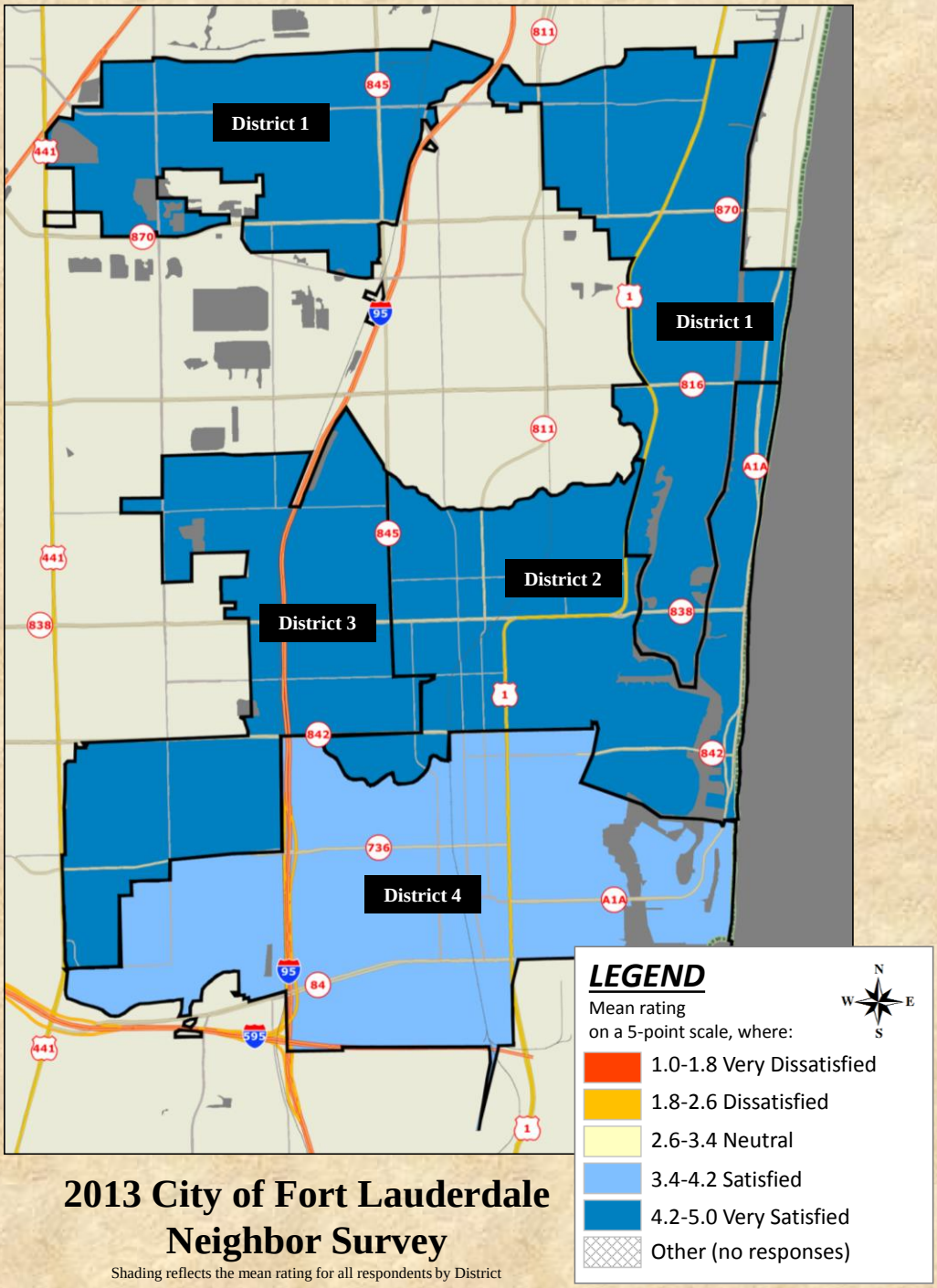
Q6a Satisfaction with the overall quality of local fire protection



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

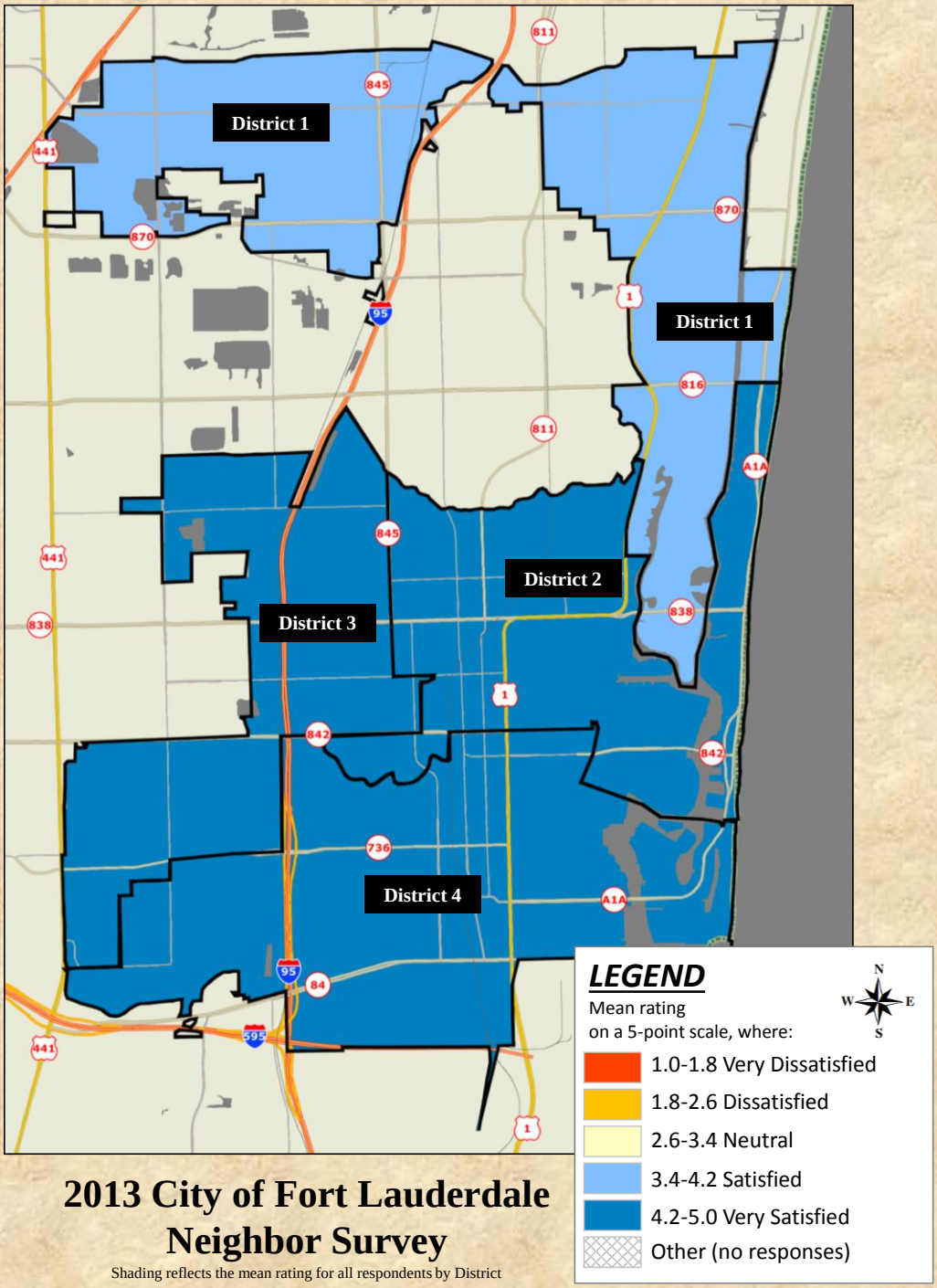
Q6b Satisfaction with the professionalism of employees responding to emergencies



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

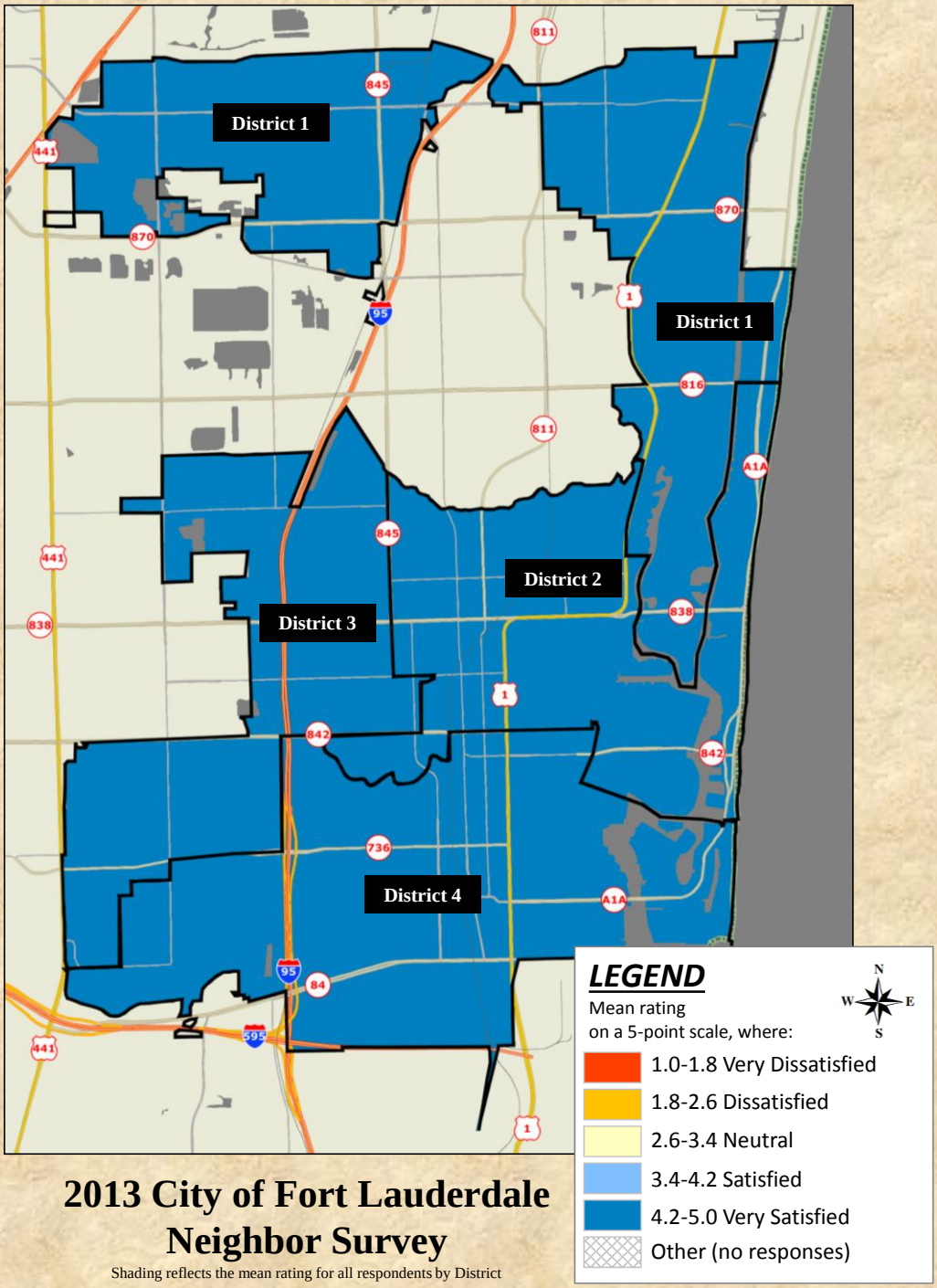
Q6c Satisfaction with the how quickly fire rescue responds to 911 emergencies



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

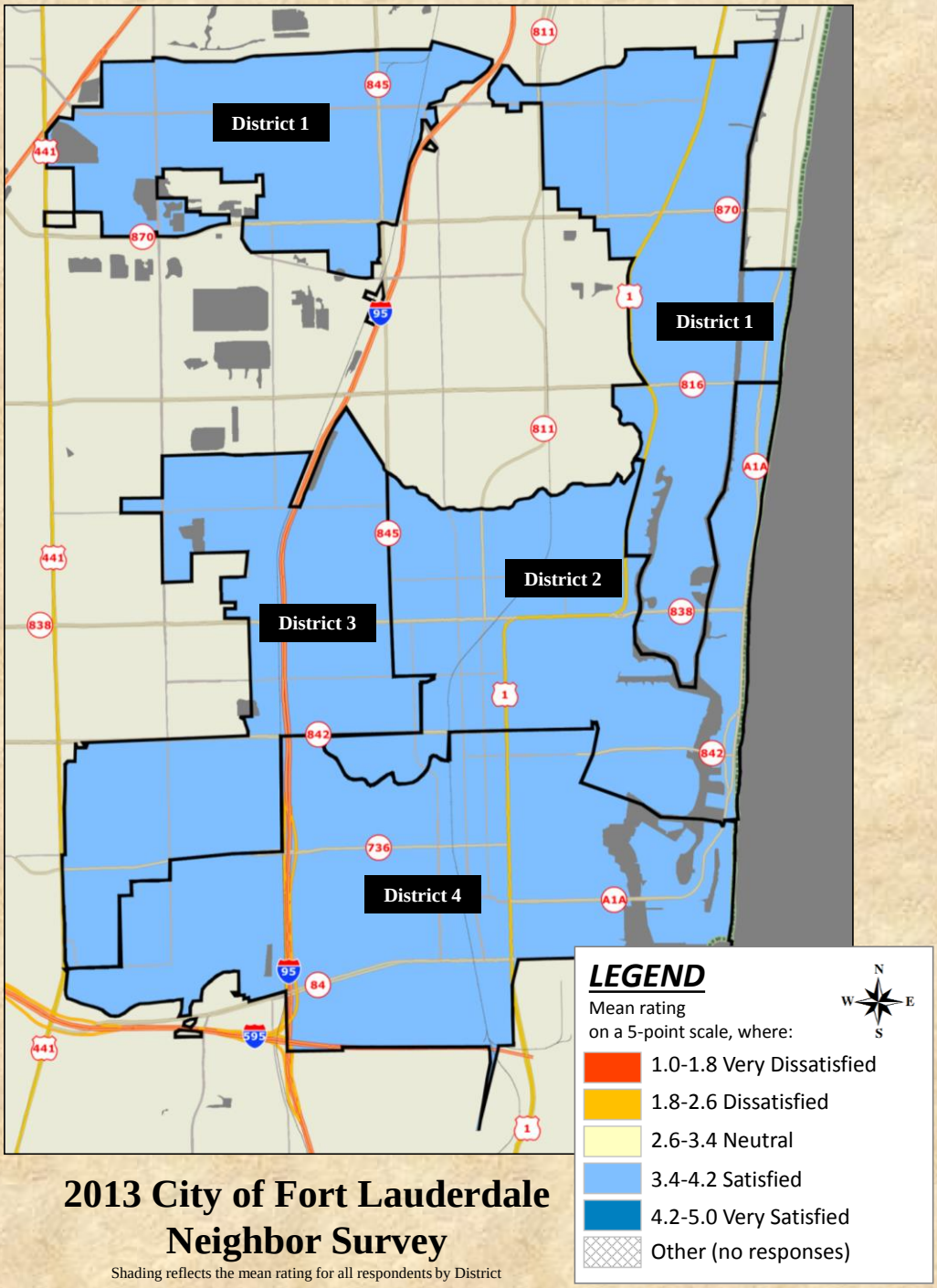
Q6d Satisfaction with the quality of Emergency Medical Services (EMS)



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

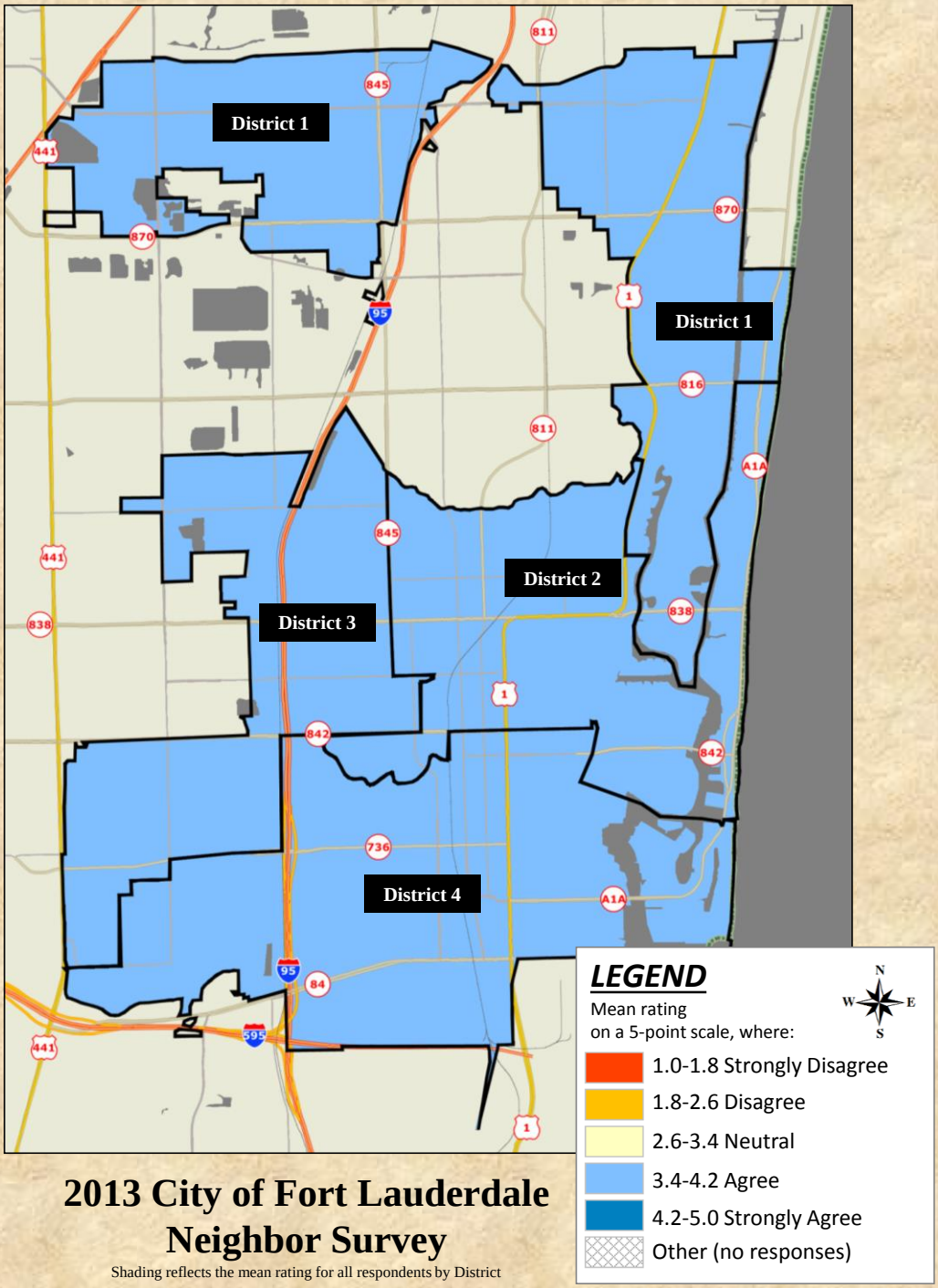
Q6e Satisfaction with the quality of lifeguard protection at City beaches



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

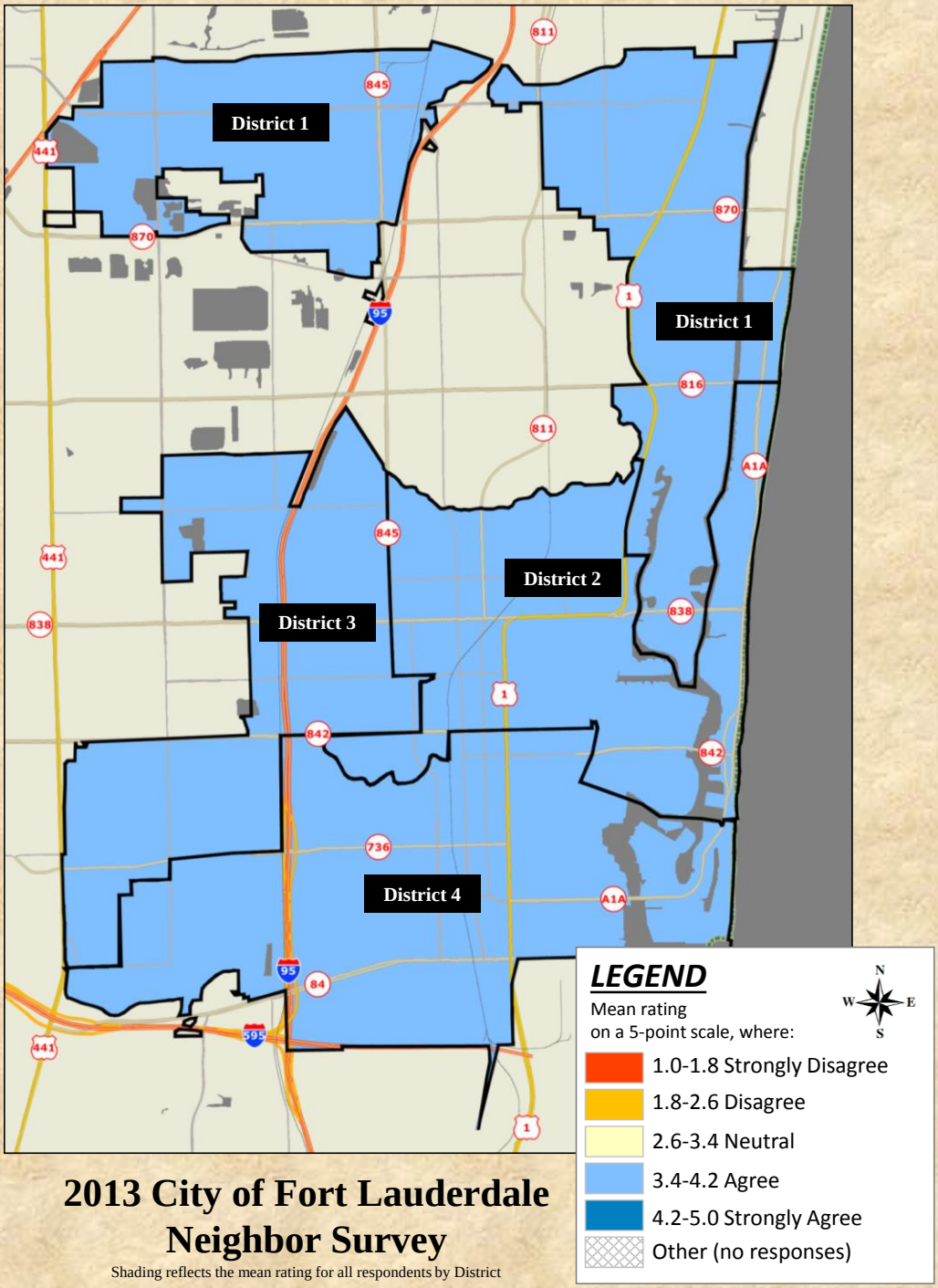
Q6f Agreement that residents are prepared with food, water & other supplies for an emergency, such as a natural disaster



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

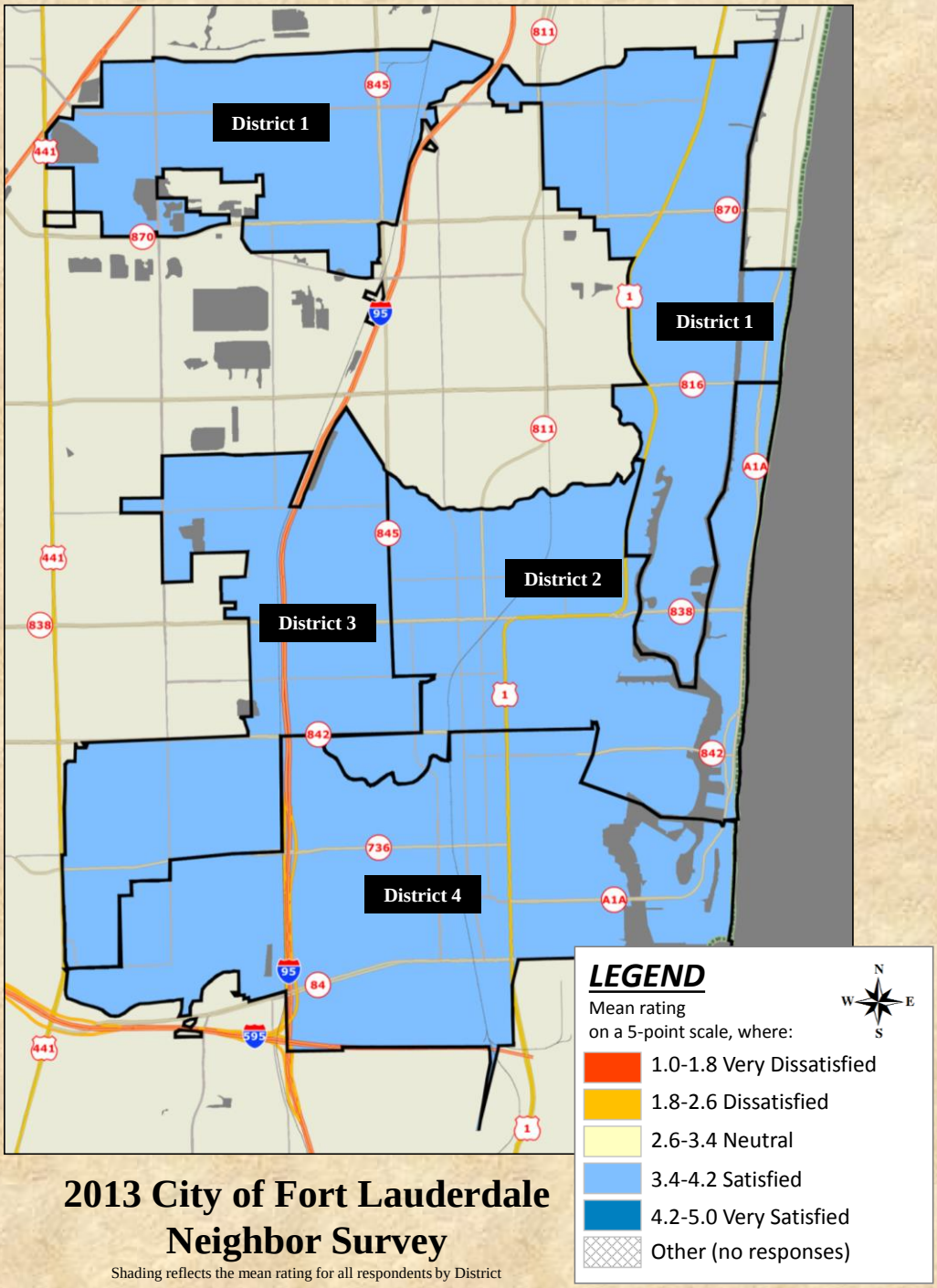
Q6g Agreement that residents know where to get information during an emergency



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

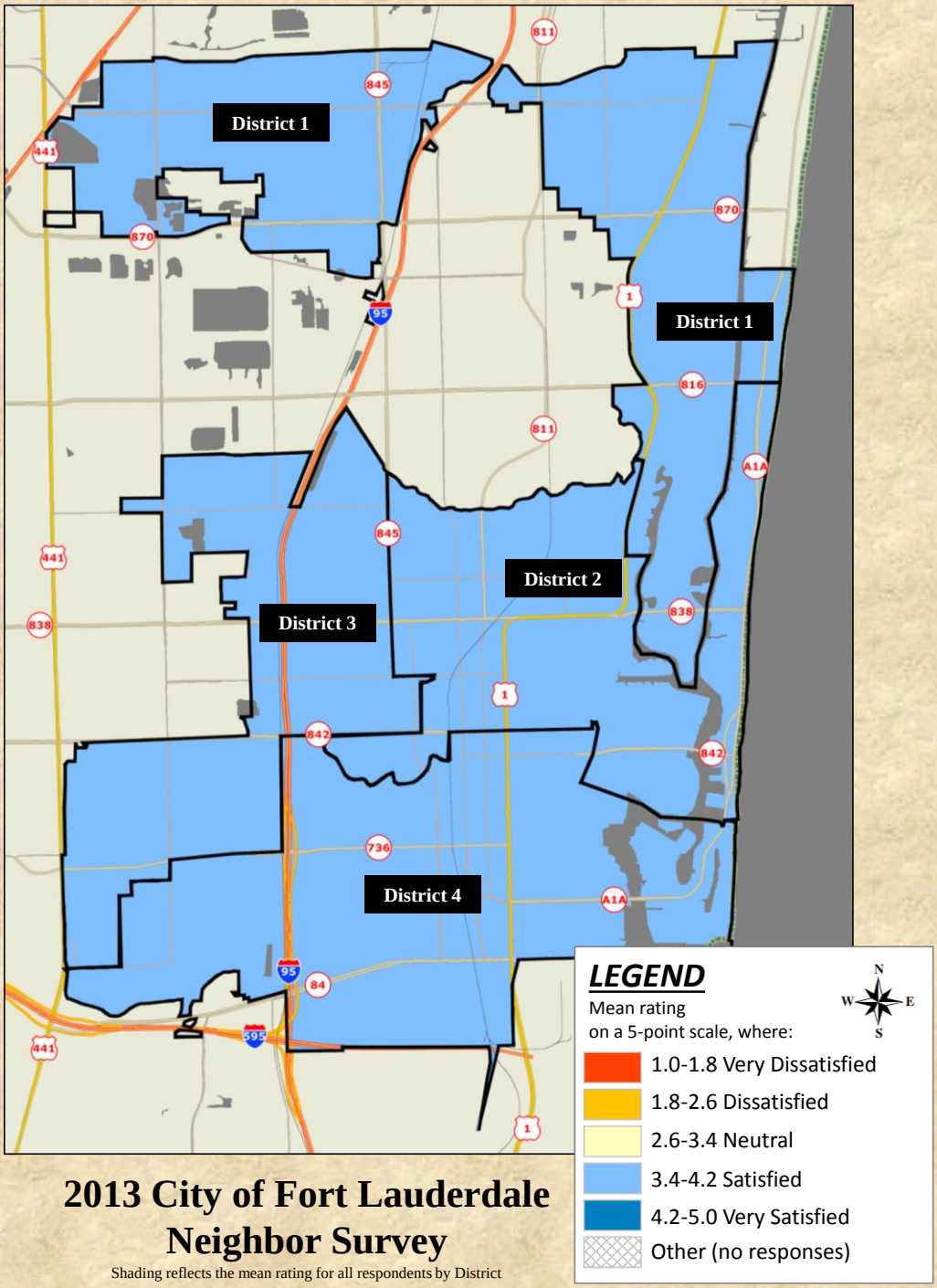
Q8a Satisfaction with overall quality of local police protection



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

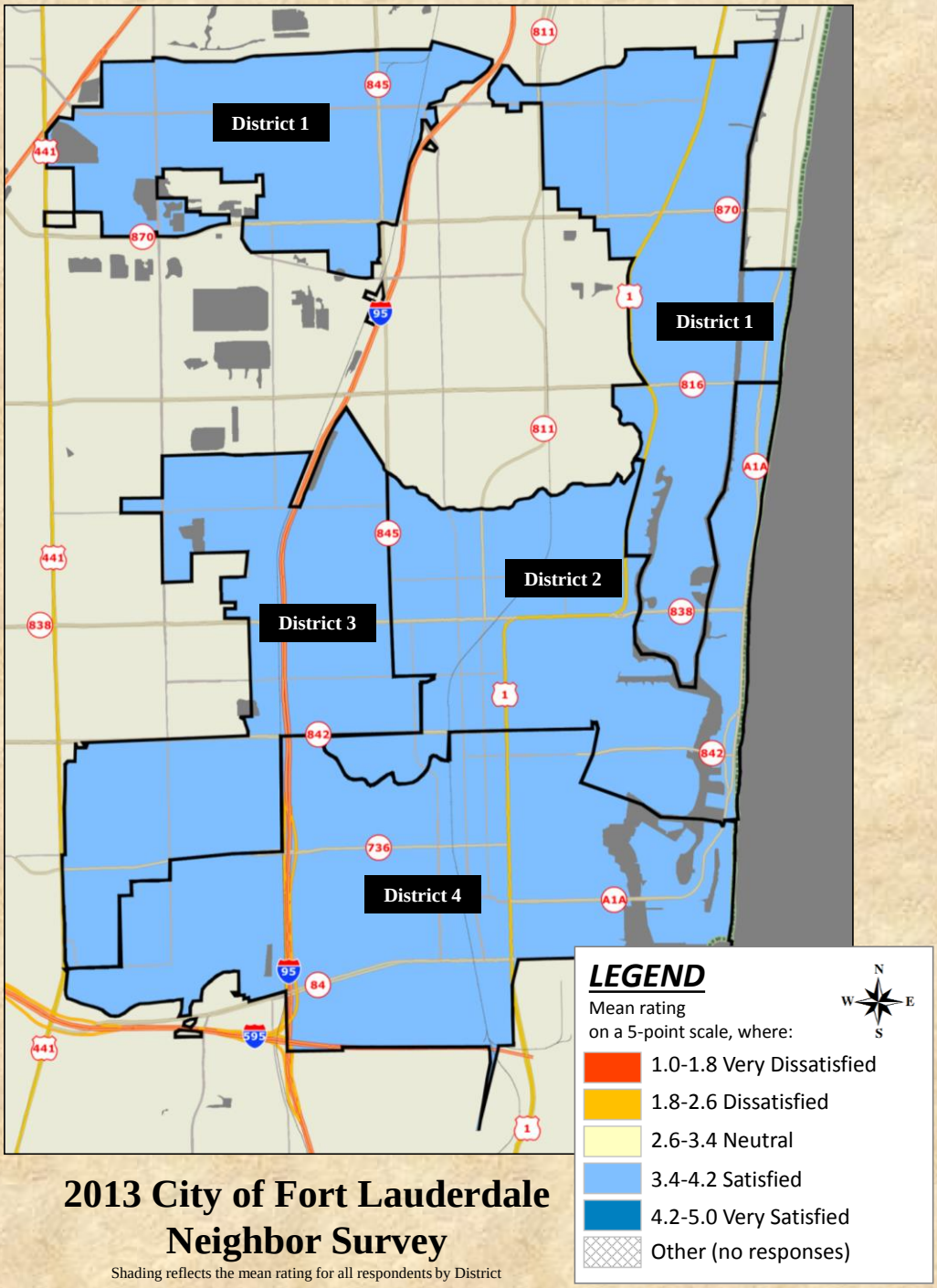
Q8b Satisfaction with the professionalism of employees responding to emergencies



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

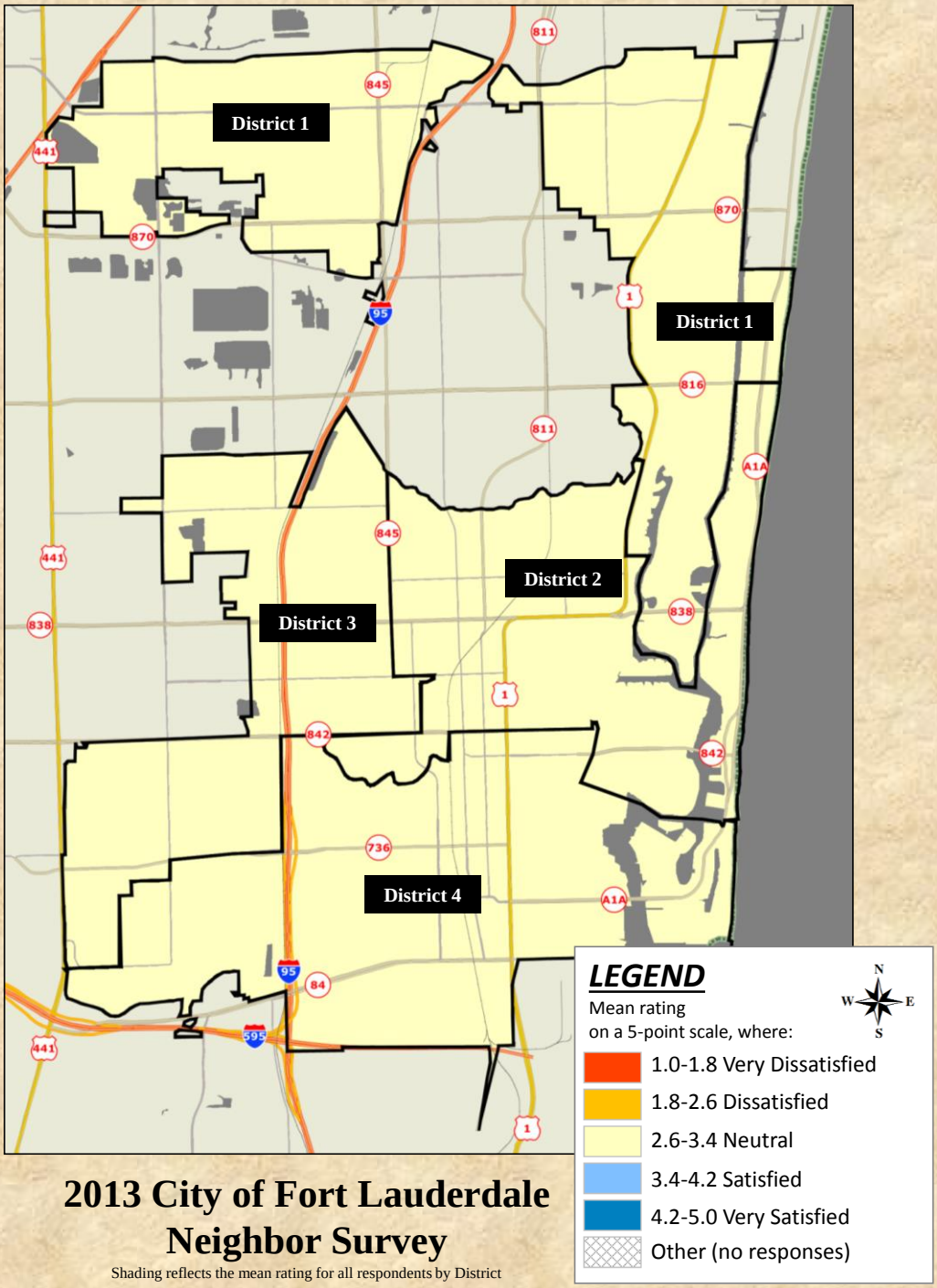
Q8c Satisfaction with how quickly police respond to 911 emergencies



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

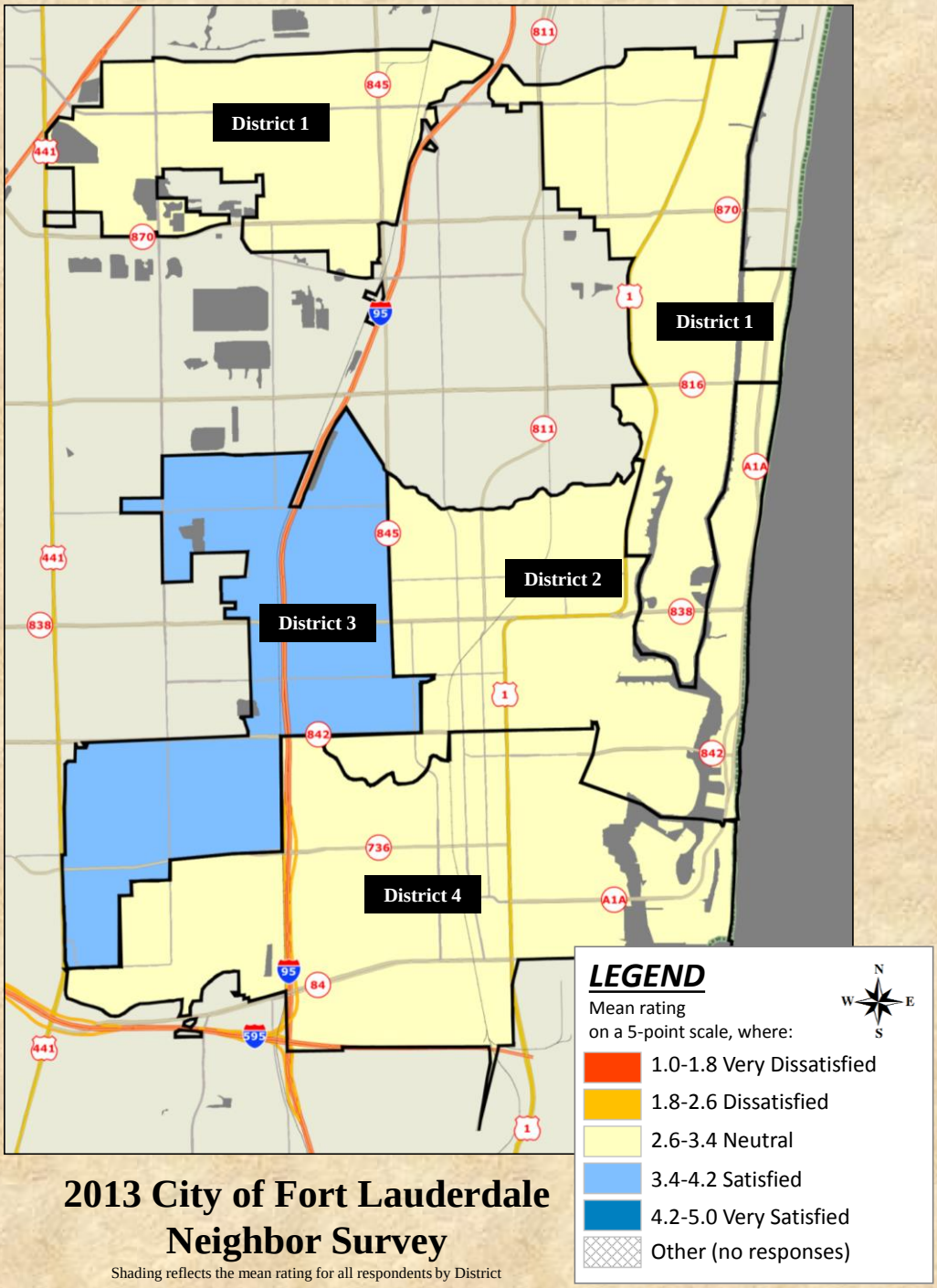
Q8d Satisfaction with the visibility of police in neighborhoods



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

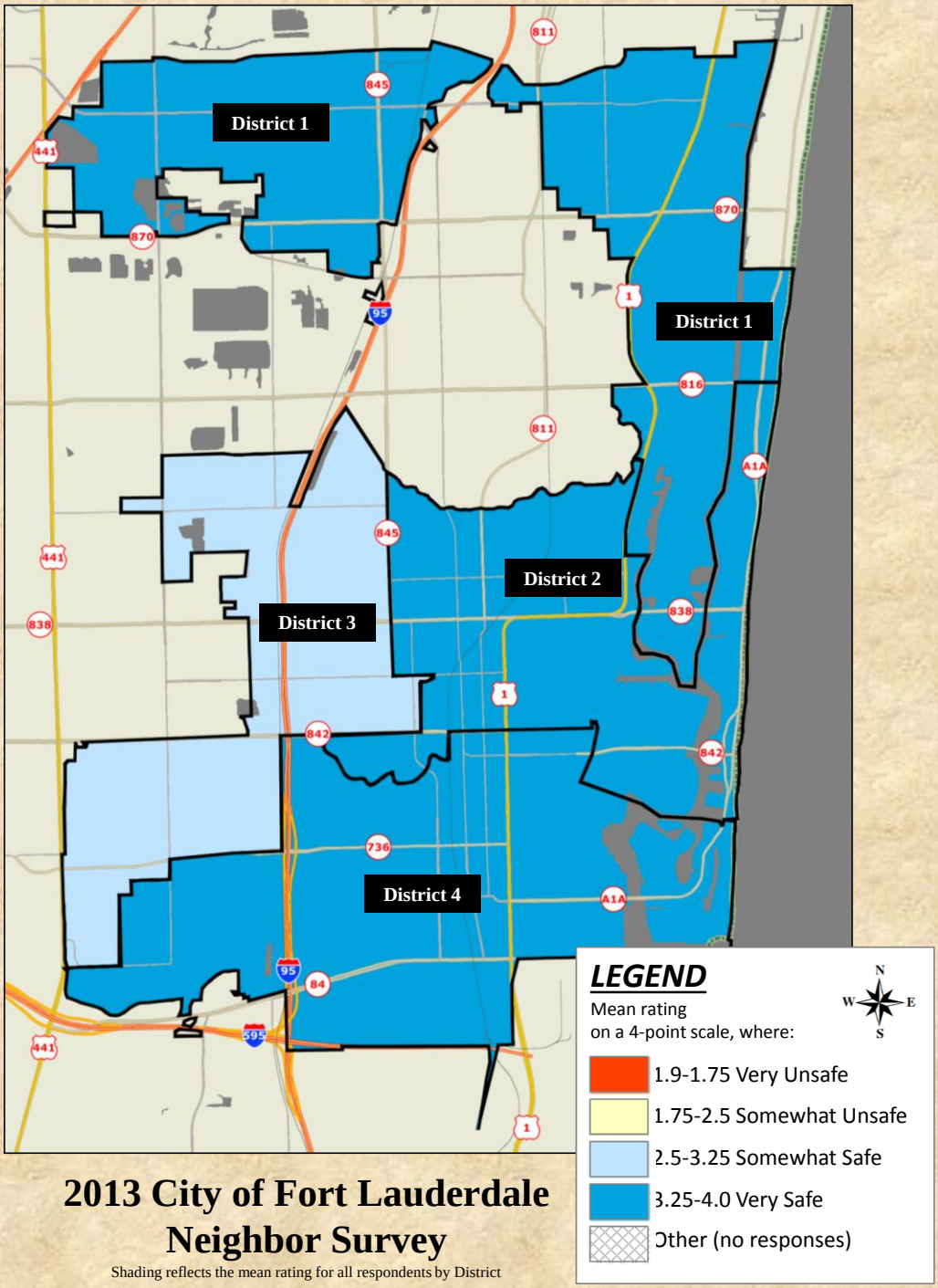
Q8e Satisfaction with the City's efforts to prevent crime



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

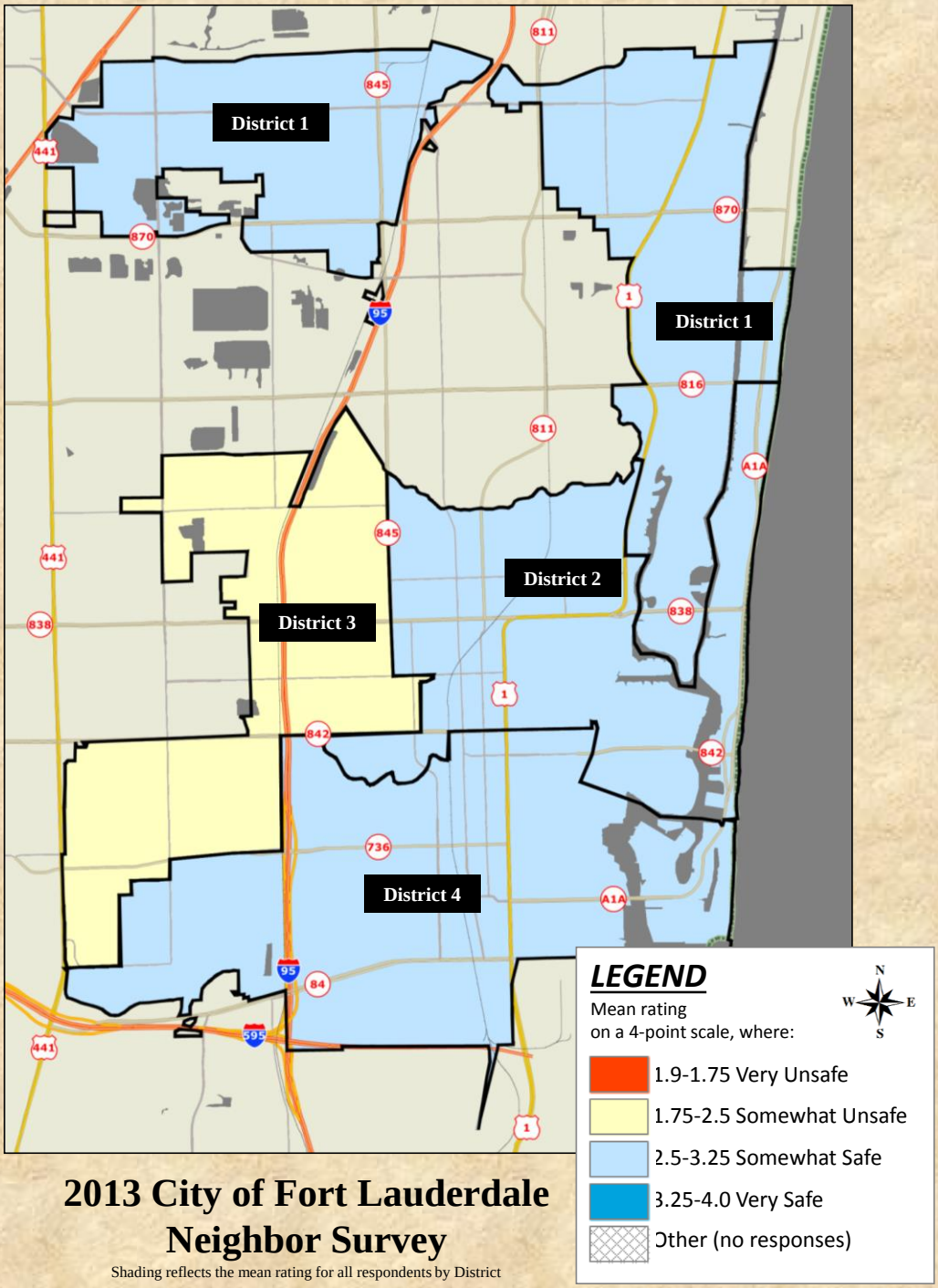
Q11a Feeling of safety walking in your neighborhood during the day



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

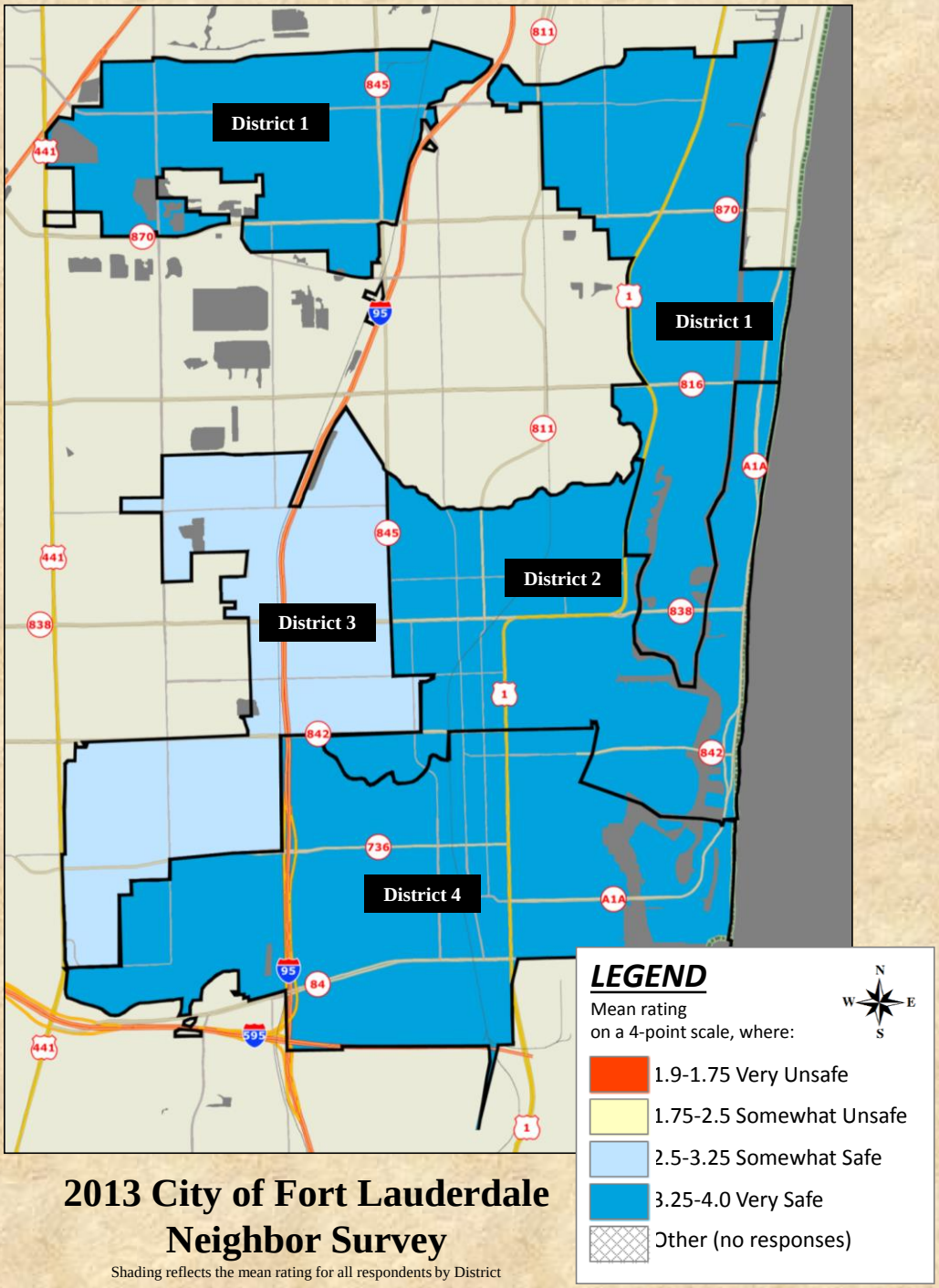
Q11b Feeling of safety walking in your neighborhood at night



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

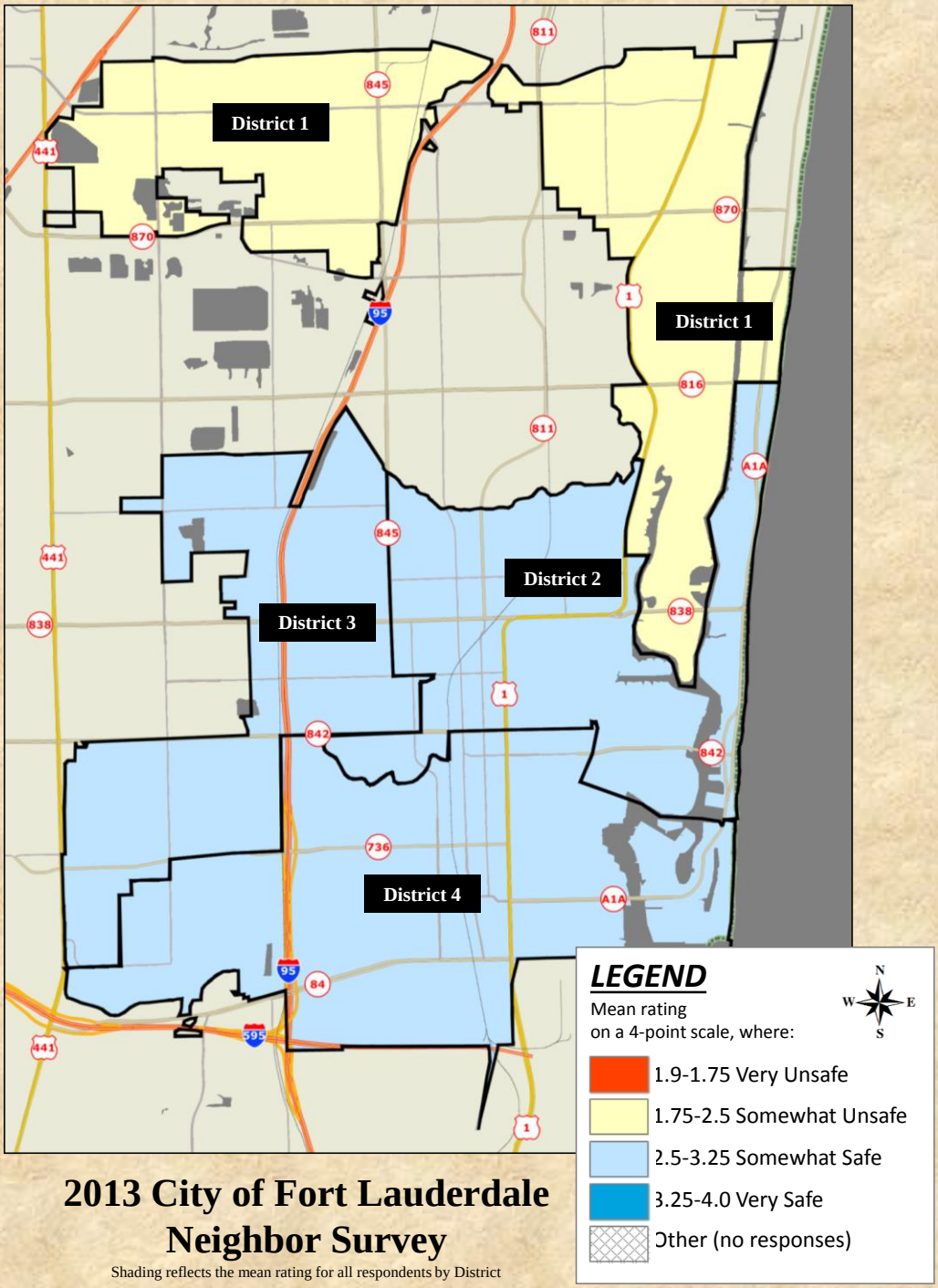
Q11c Feeling of safety in commercial/business areas during the day



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

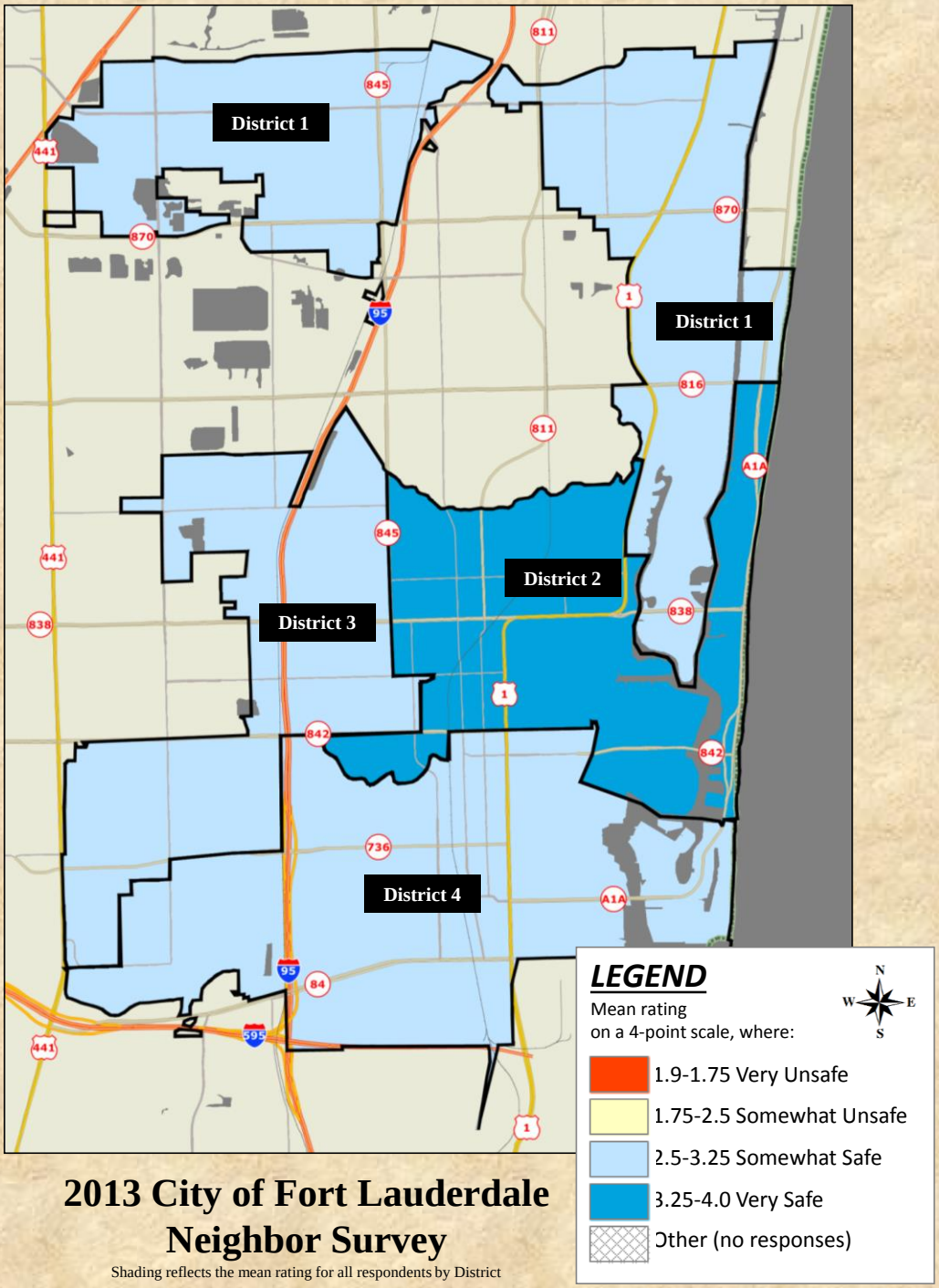
Q11d Feeling of safety in commercial/business areas at night



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

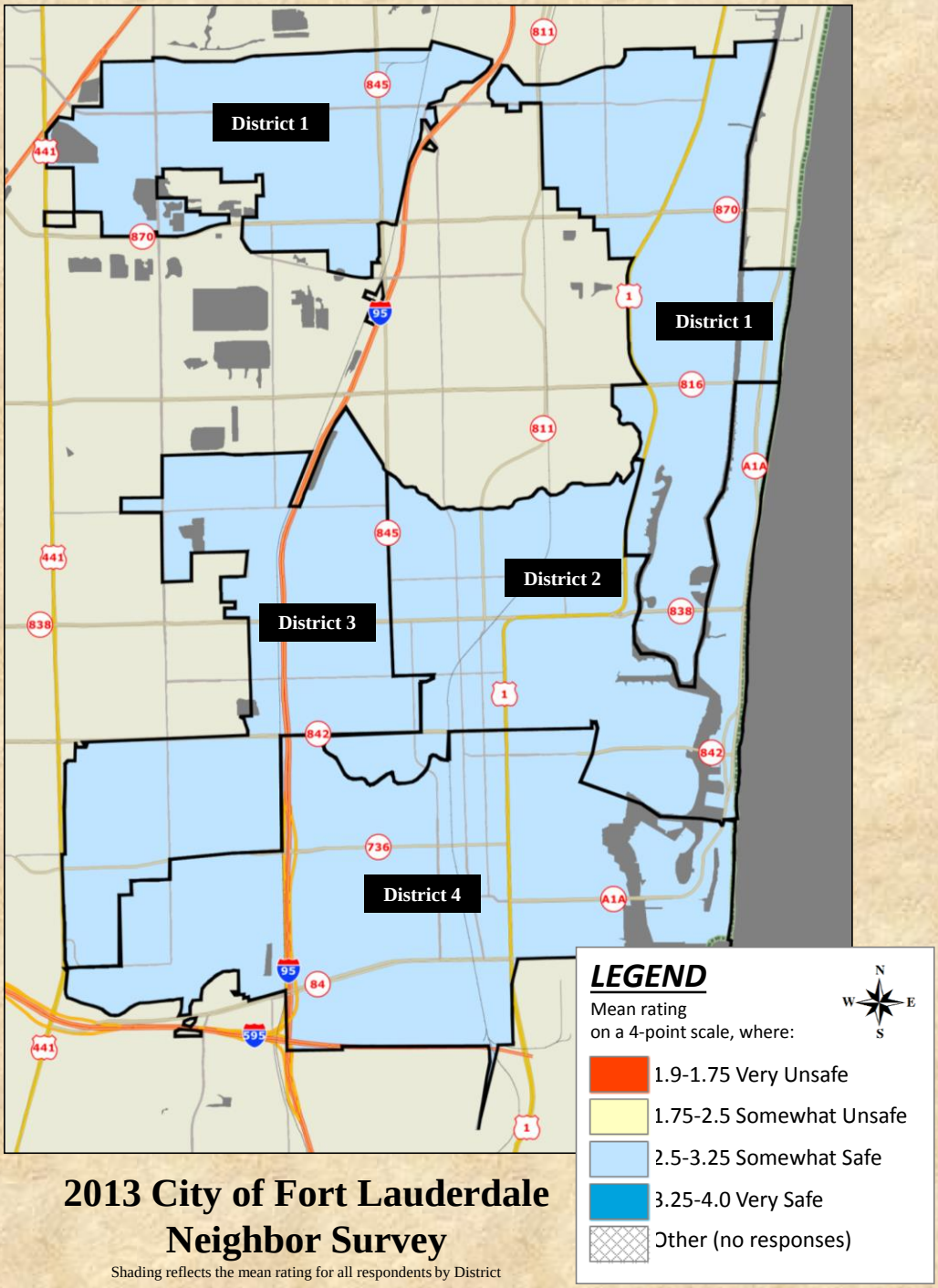
Q11e Feeling of safety along the beach corridor



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

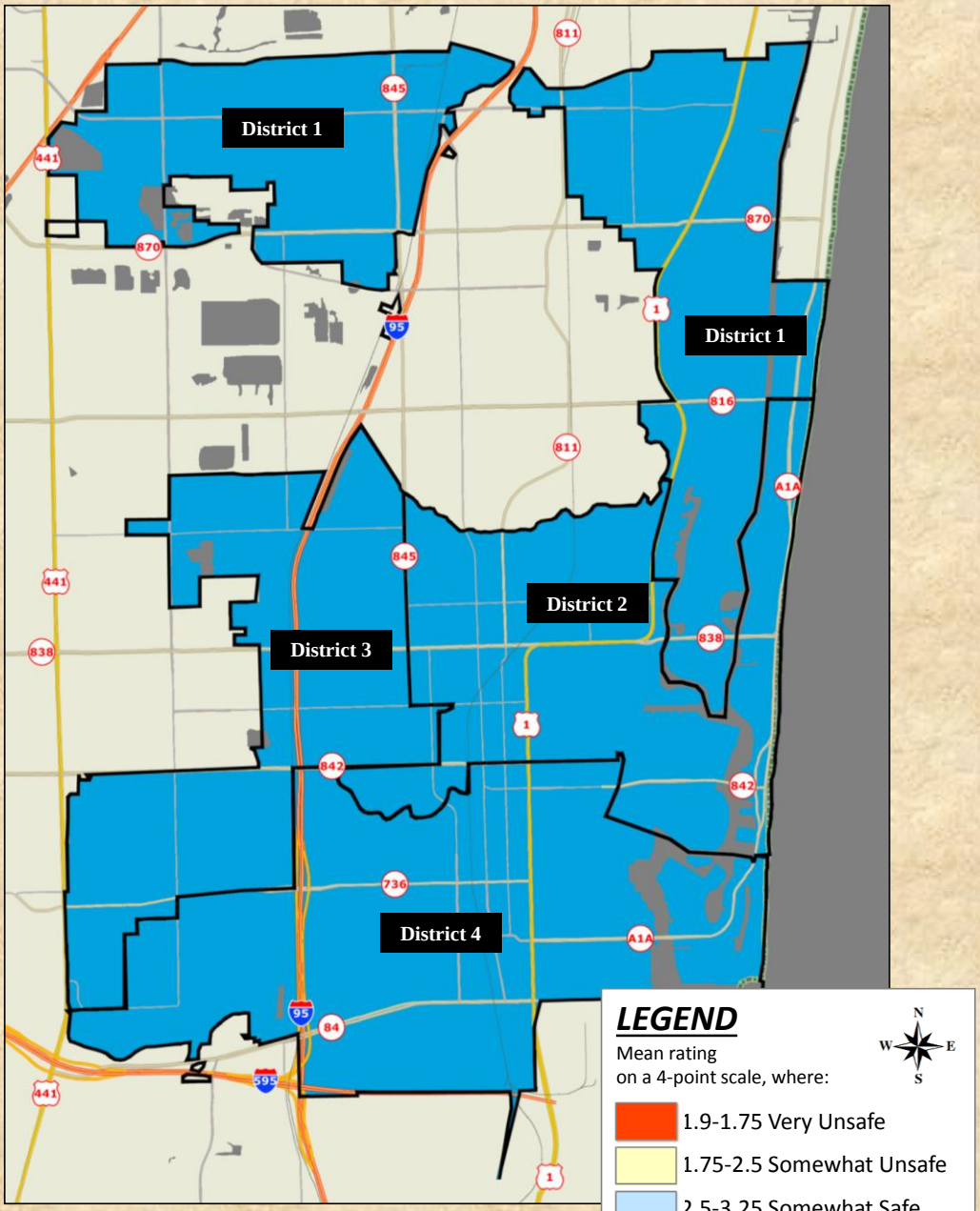
Q11f Feeling of safety in the downtown entertainment area



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

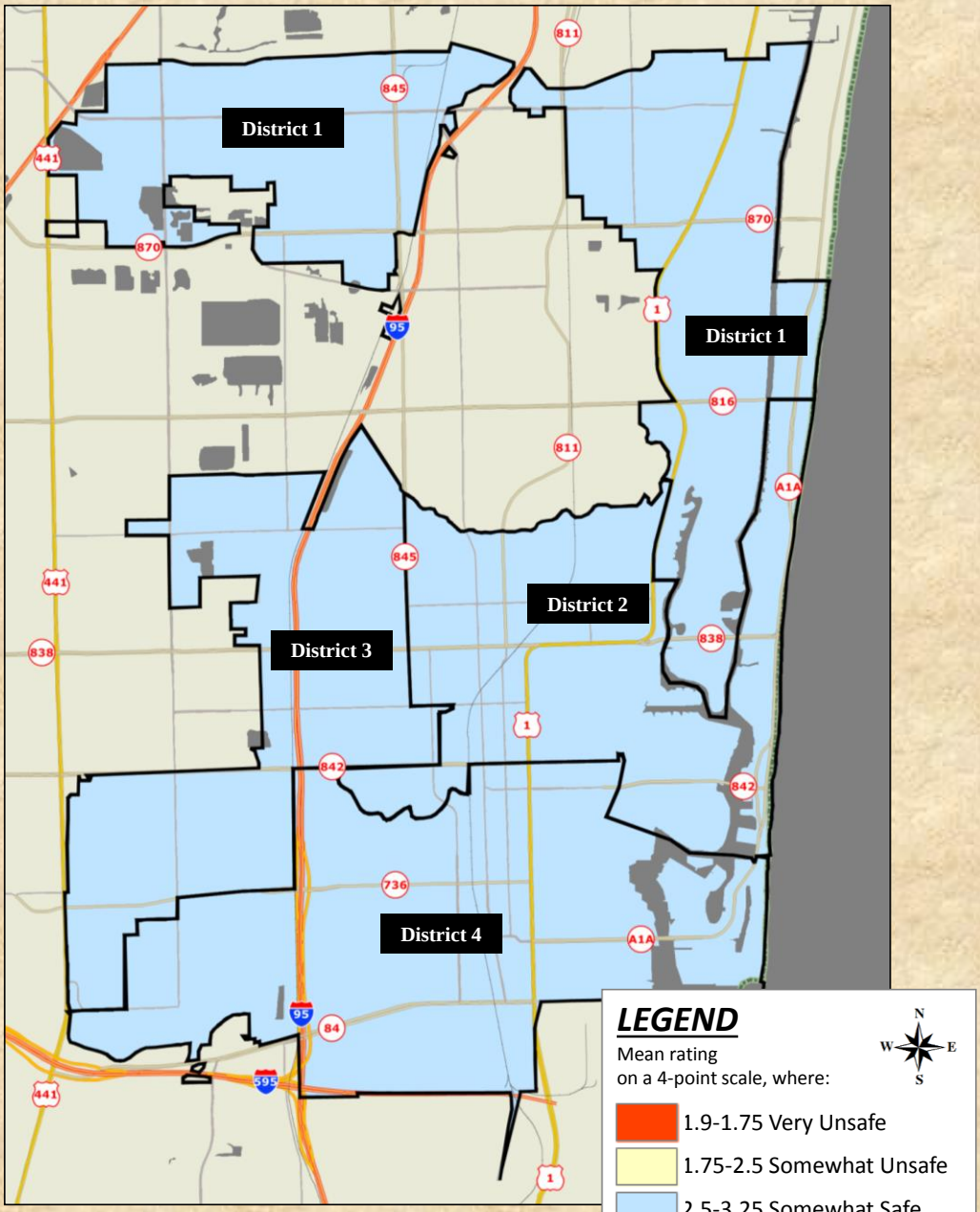
Q11g Feeling of safety at special events



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

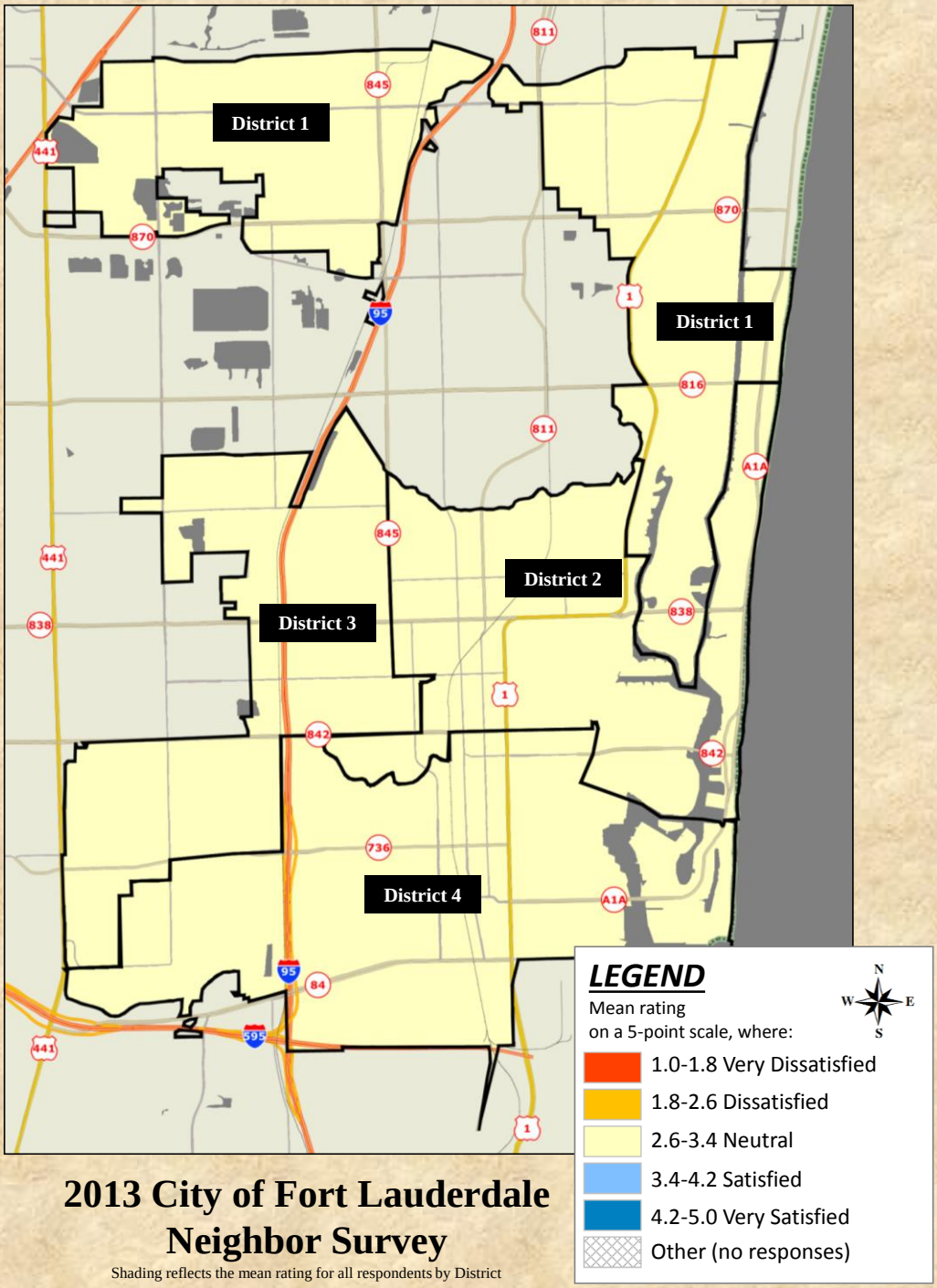
Q11h Feeling of safety in City parks



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

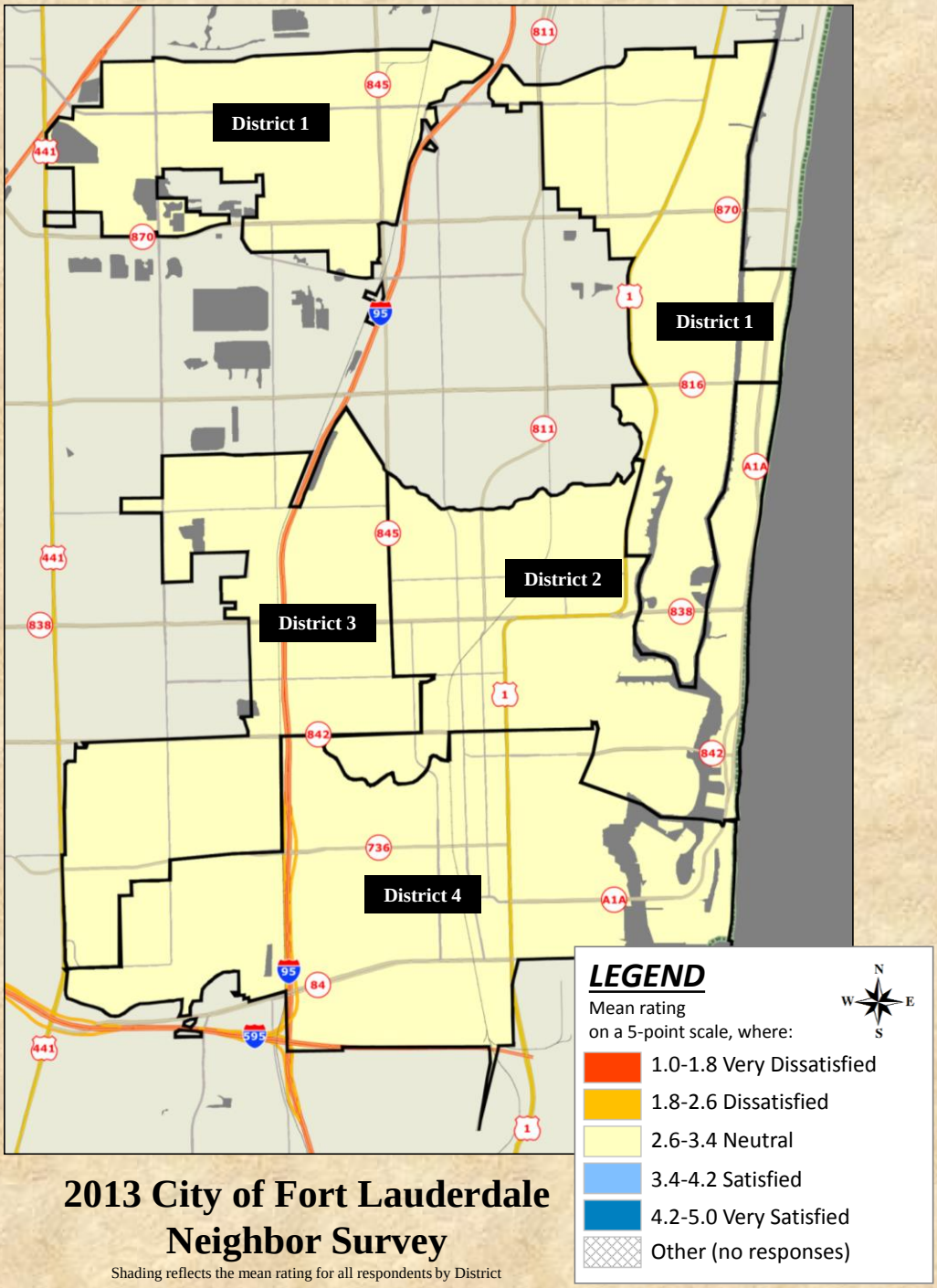
Q12a Satisfaction with enforcing the cleanup of litter and debris on private property



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

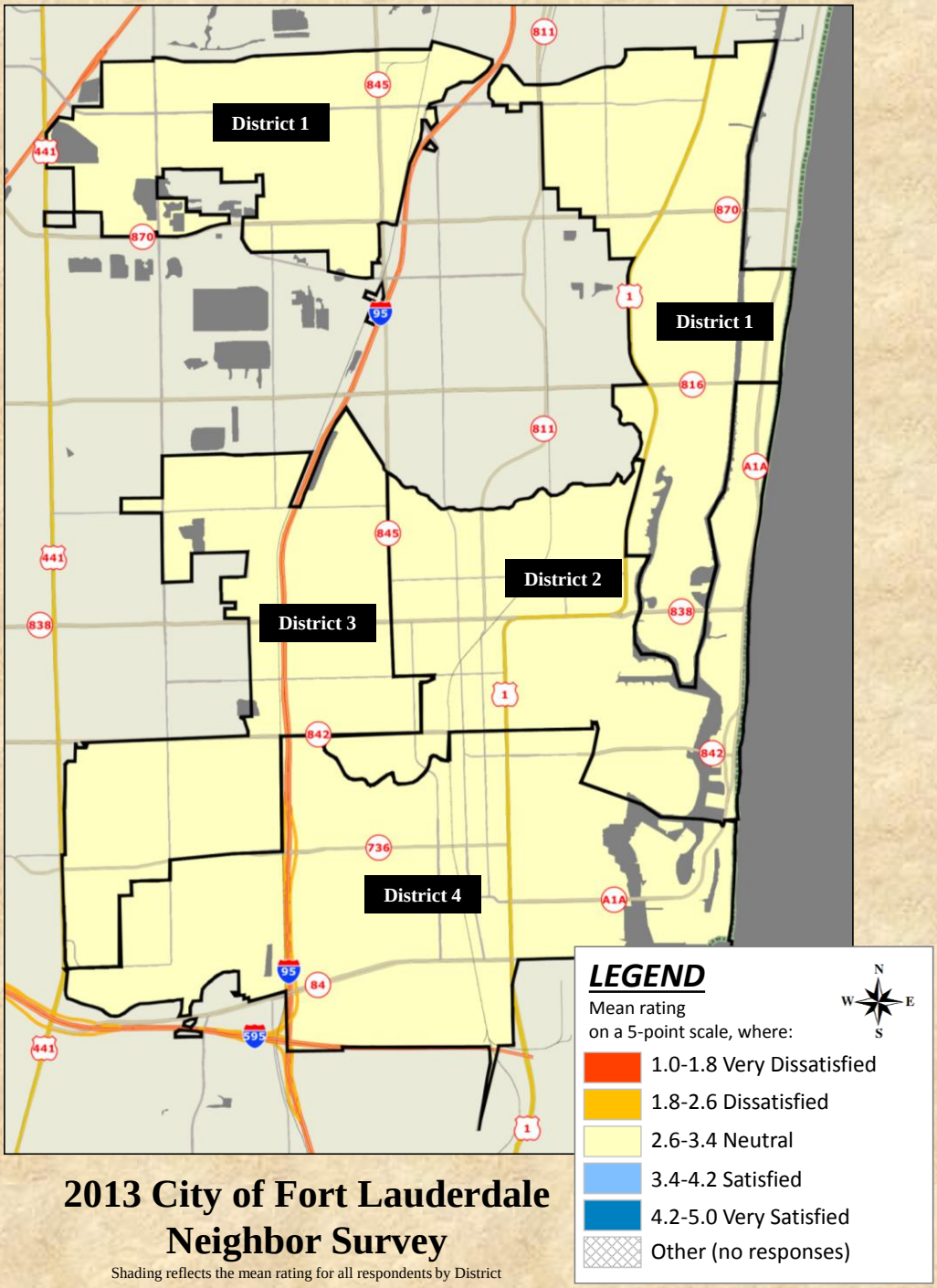
Q12b Satisfaction with enforcing mowing and cutting of weeds and grass on private



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

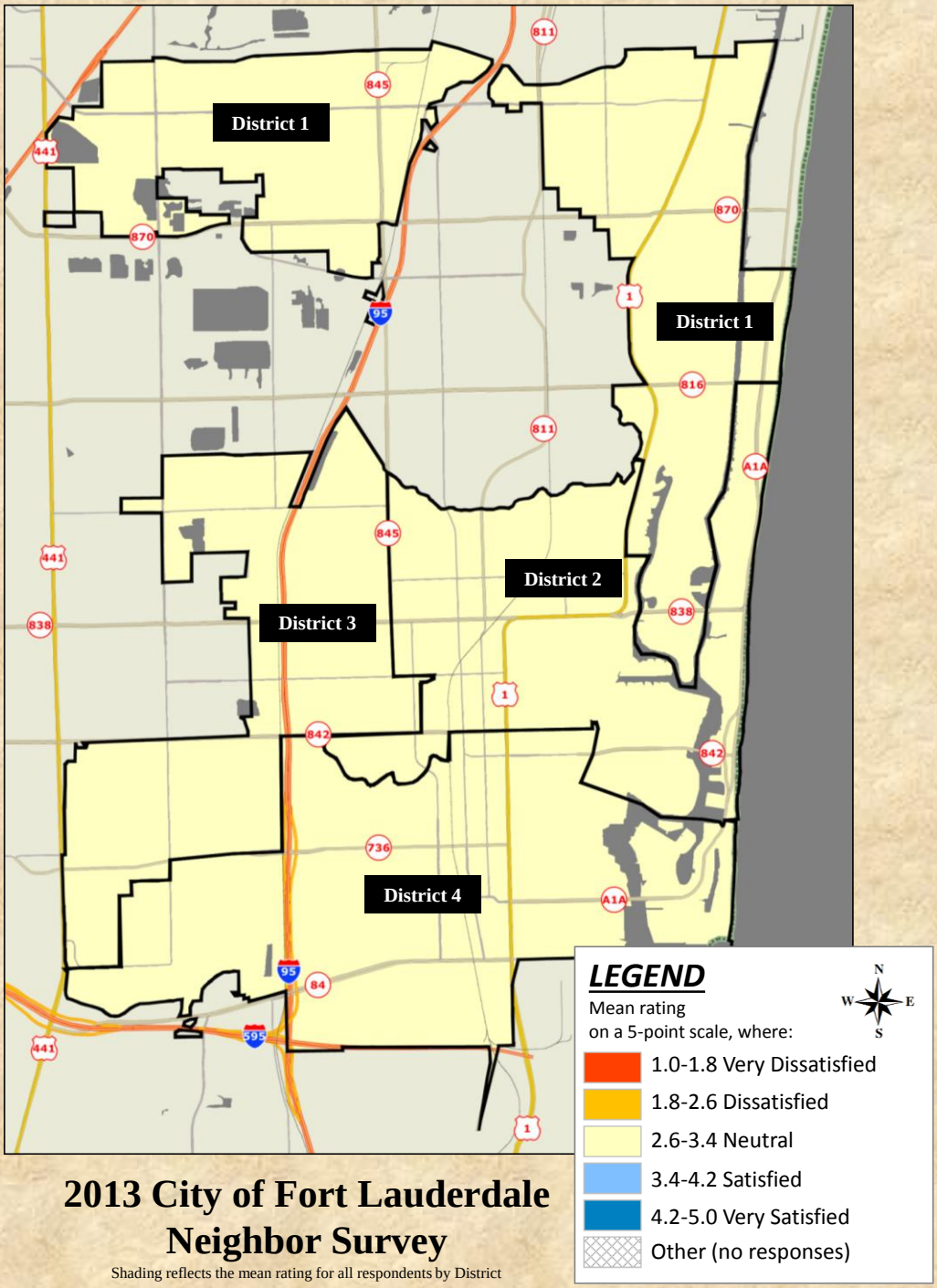
Q12c Satisfaction with enforcing the maintenance of residential property



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

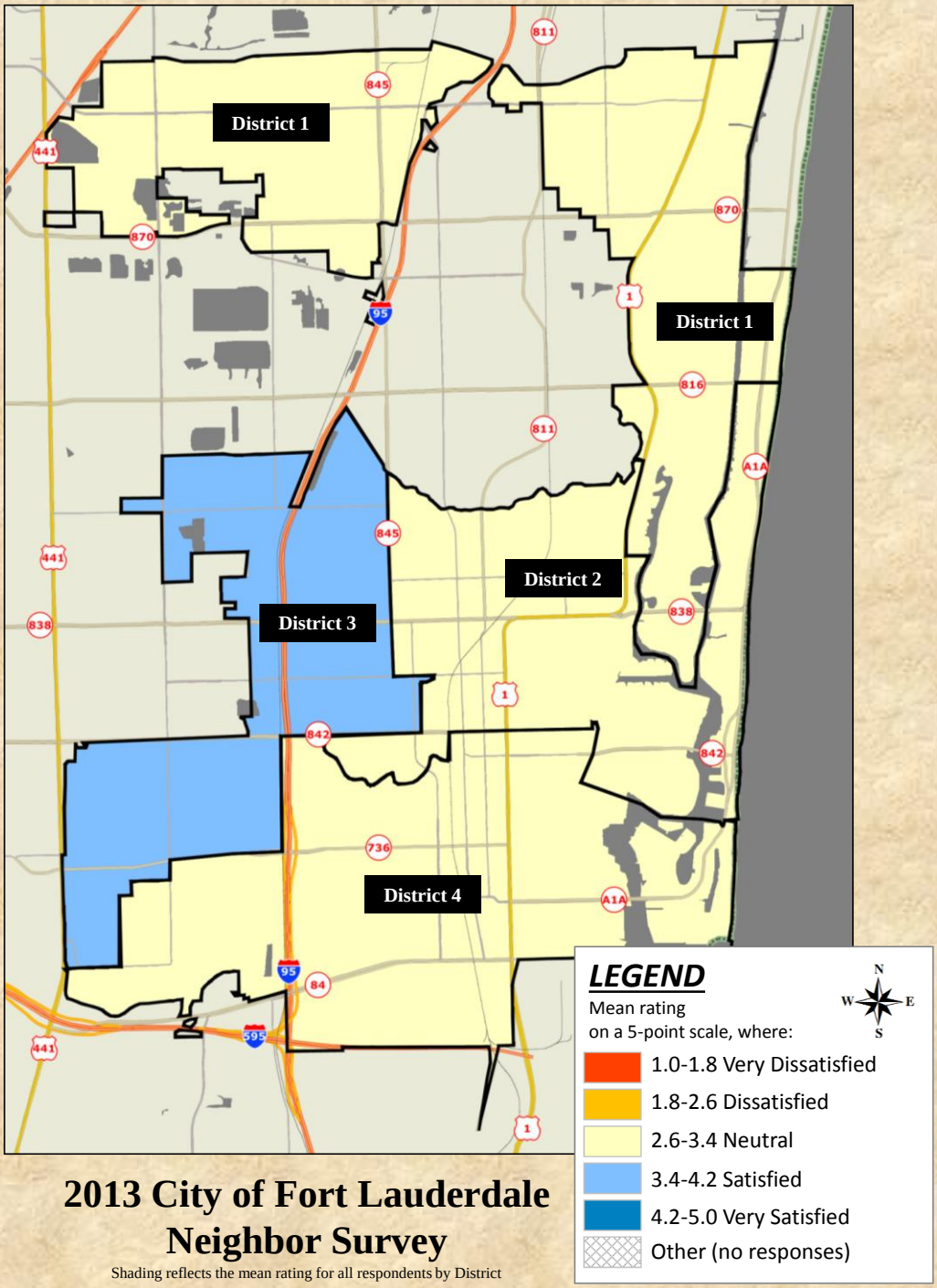
Q12d Satisfaction with enforcing maintenance of business property



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

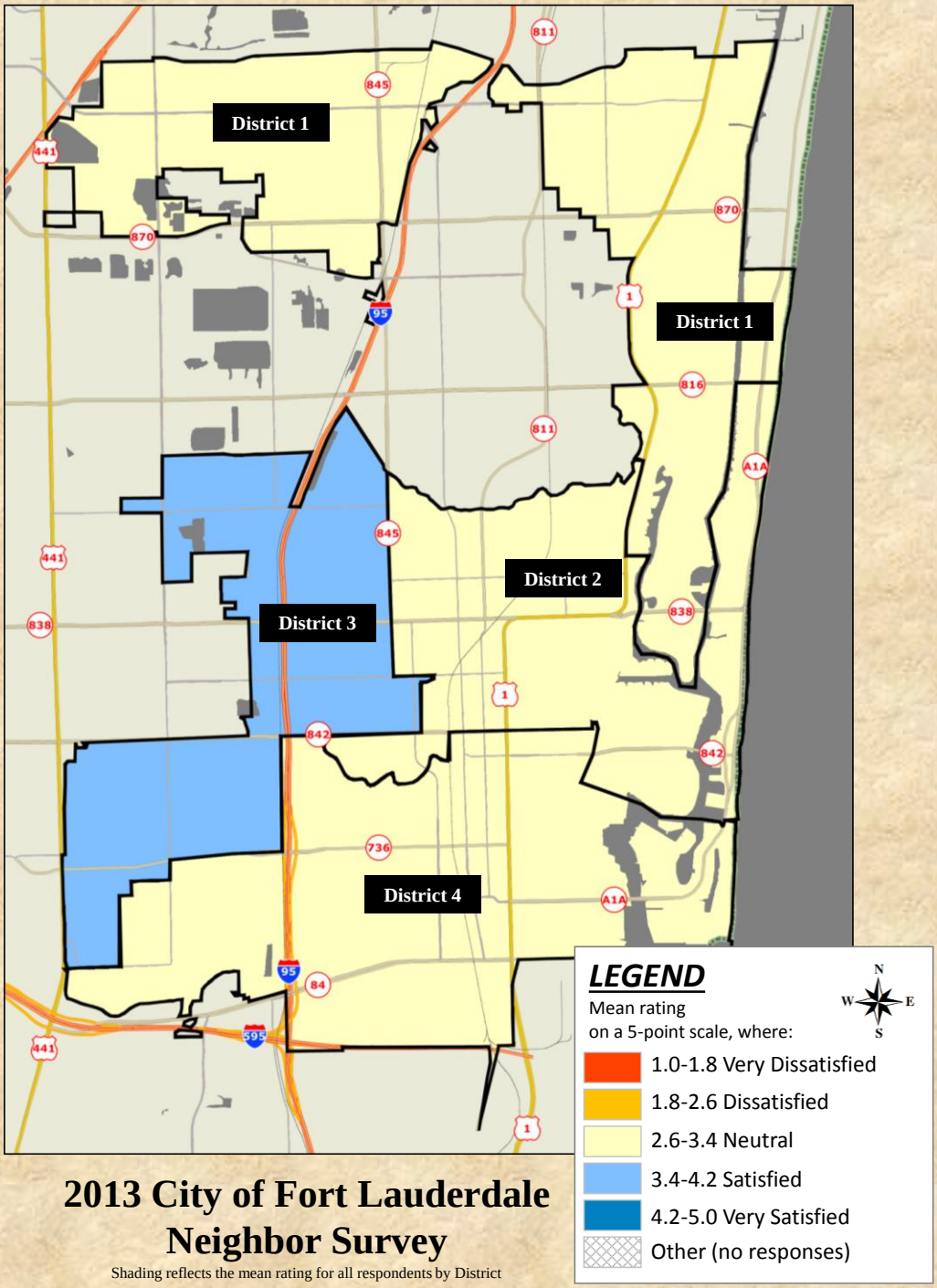
Q13a Satisfaction with the process for obtaining permits for construction or renovation



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

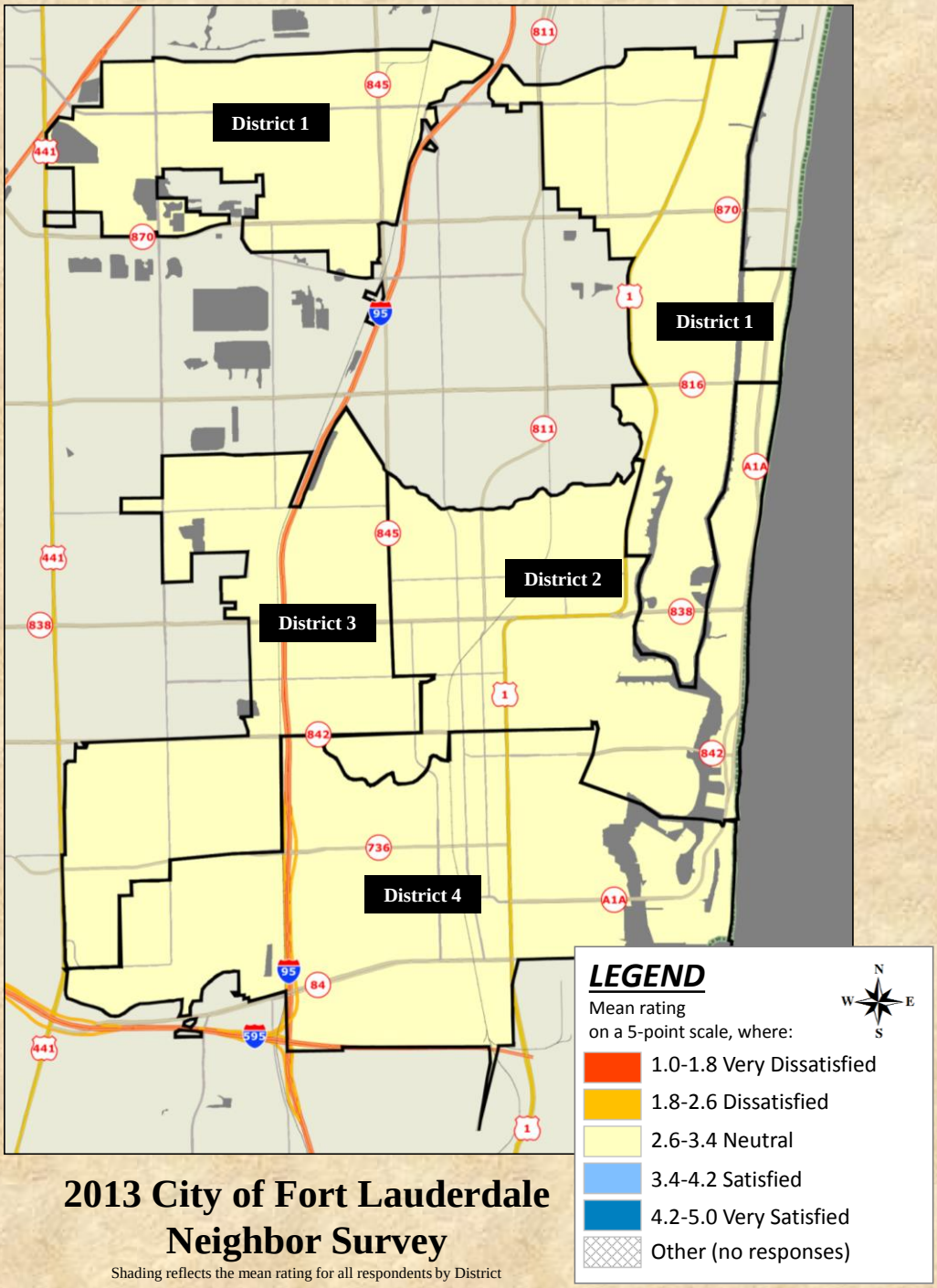
Q13b Satisfaction with the process for conducting inspections for construction or renovation



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

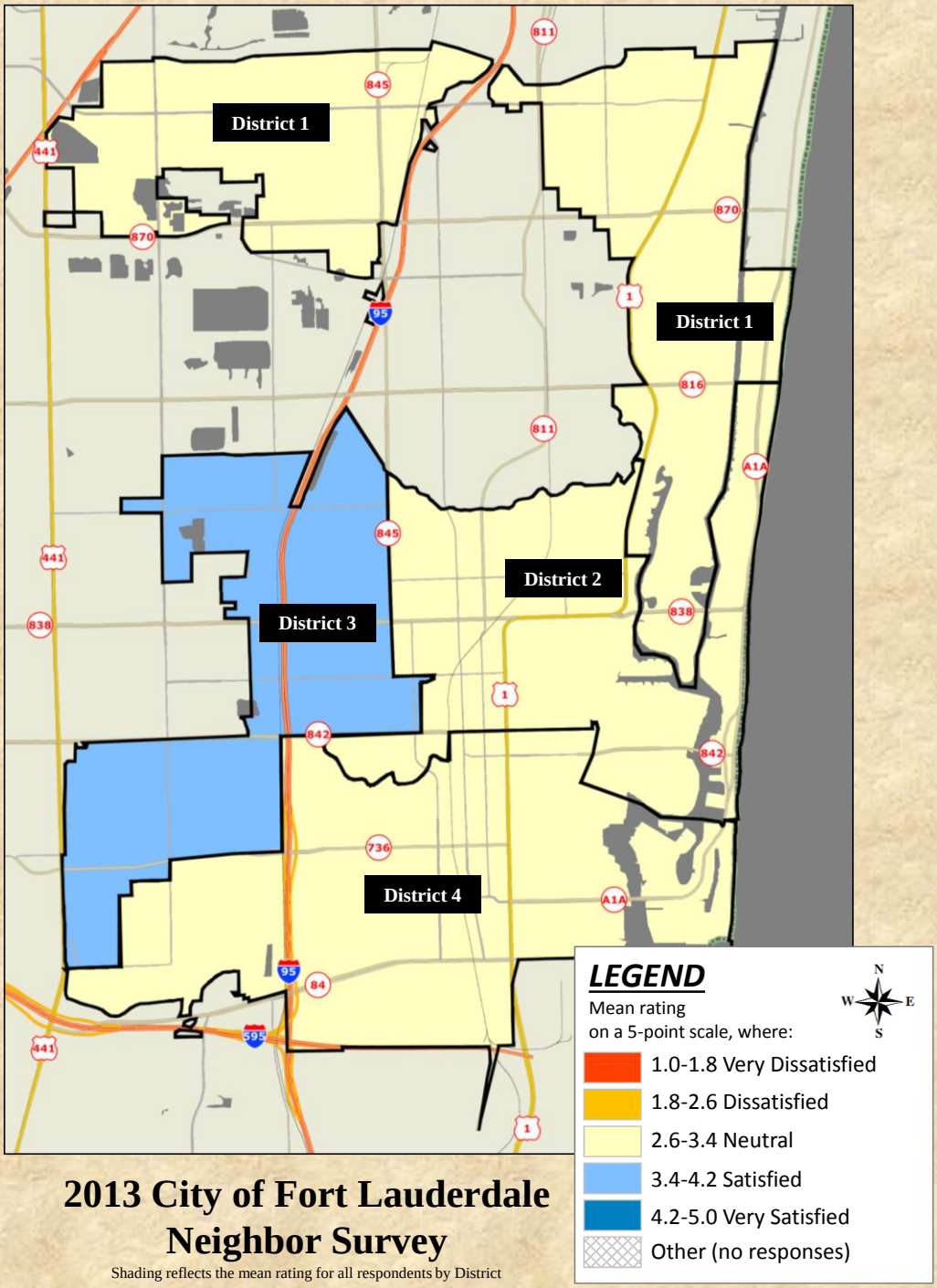
Q13c Satisfaction with the effectiveness of City efforts to revitalize low-income areas



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

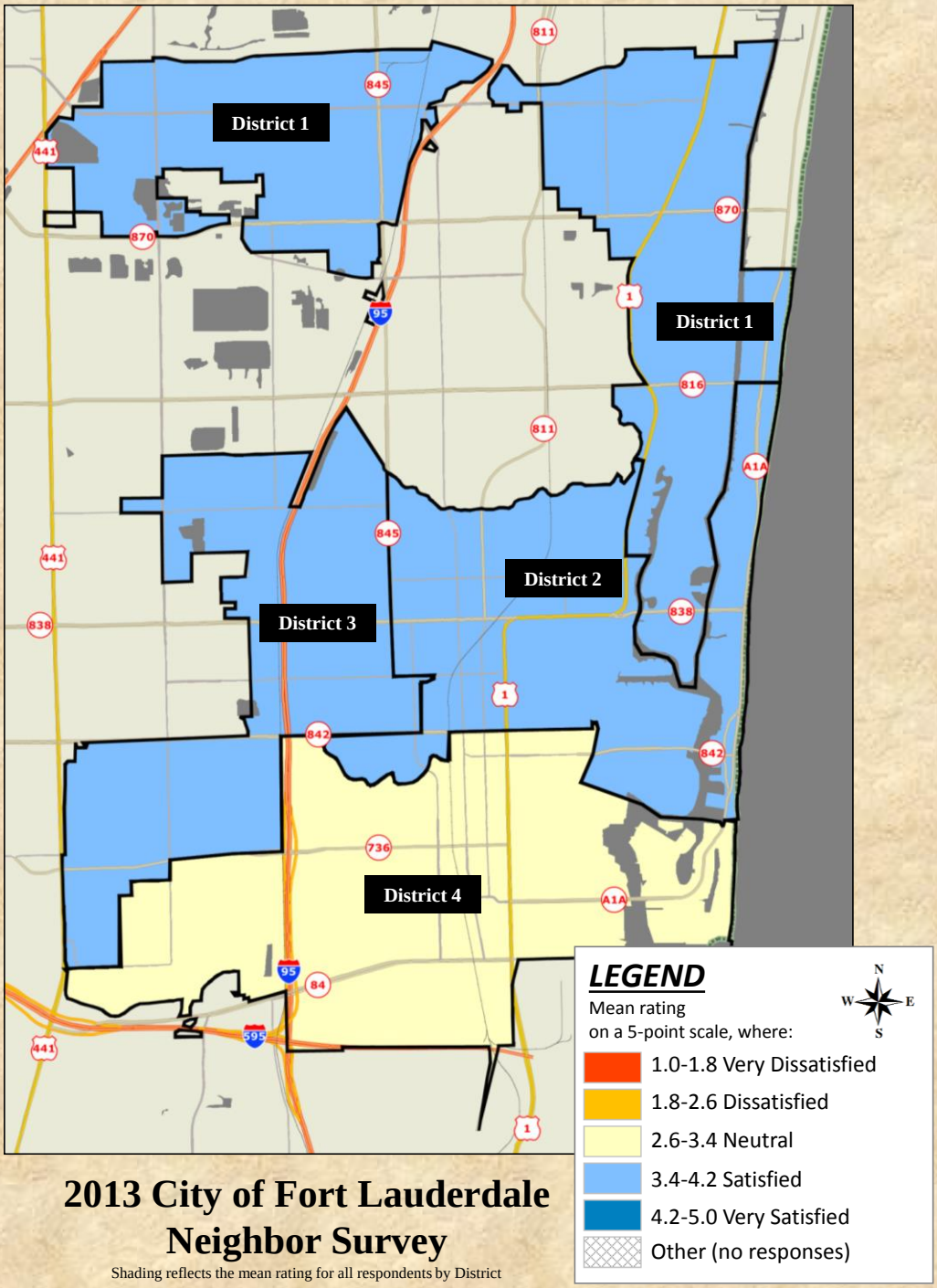
Q13d Satisfaction with City support for use of sustainable construction



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

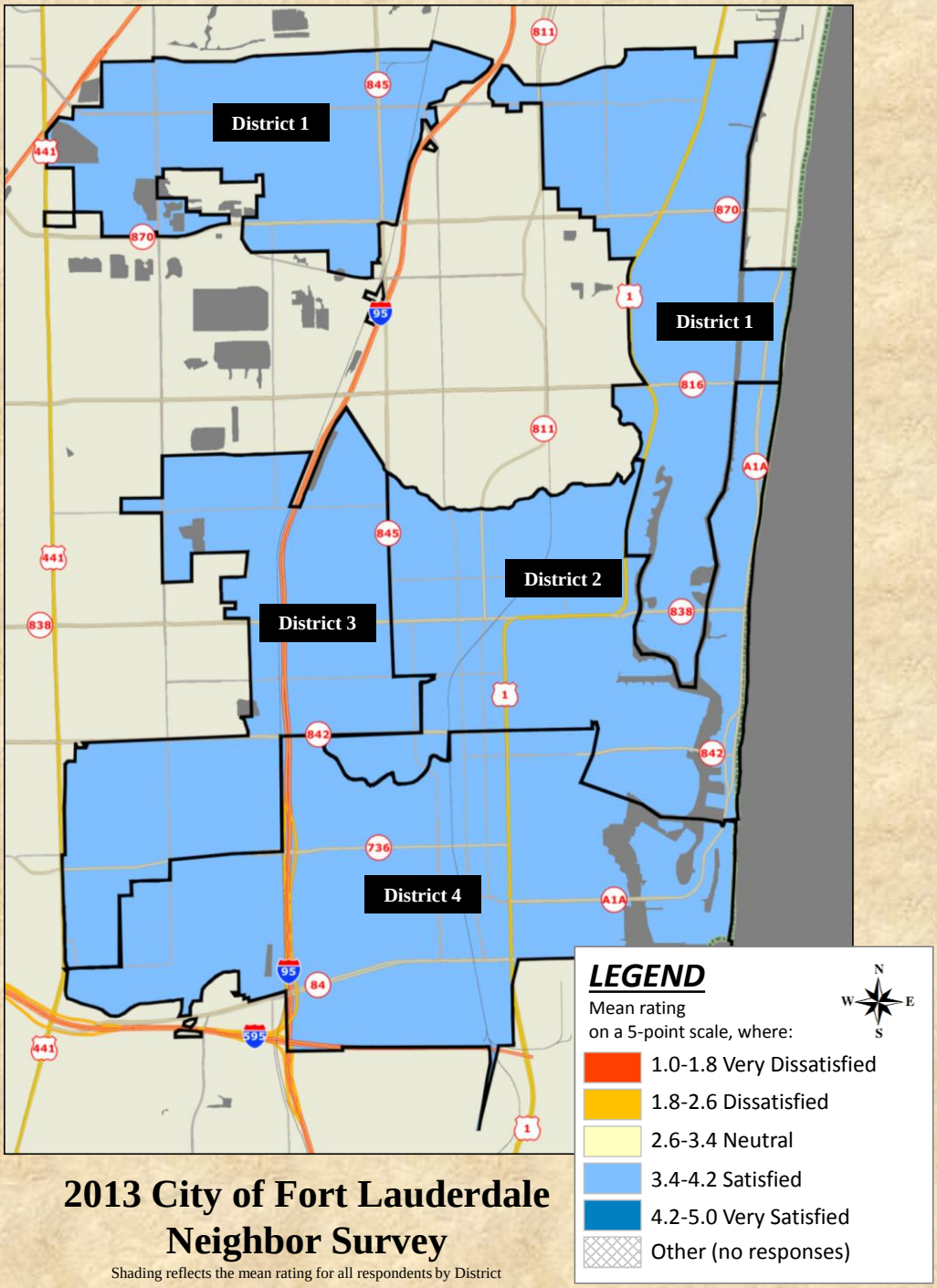
Q13e Satisfaction with City support of the preservation of historic buildings in the City



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

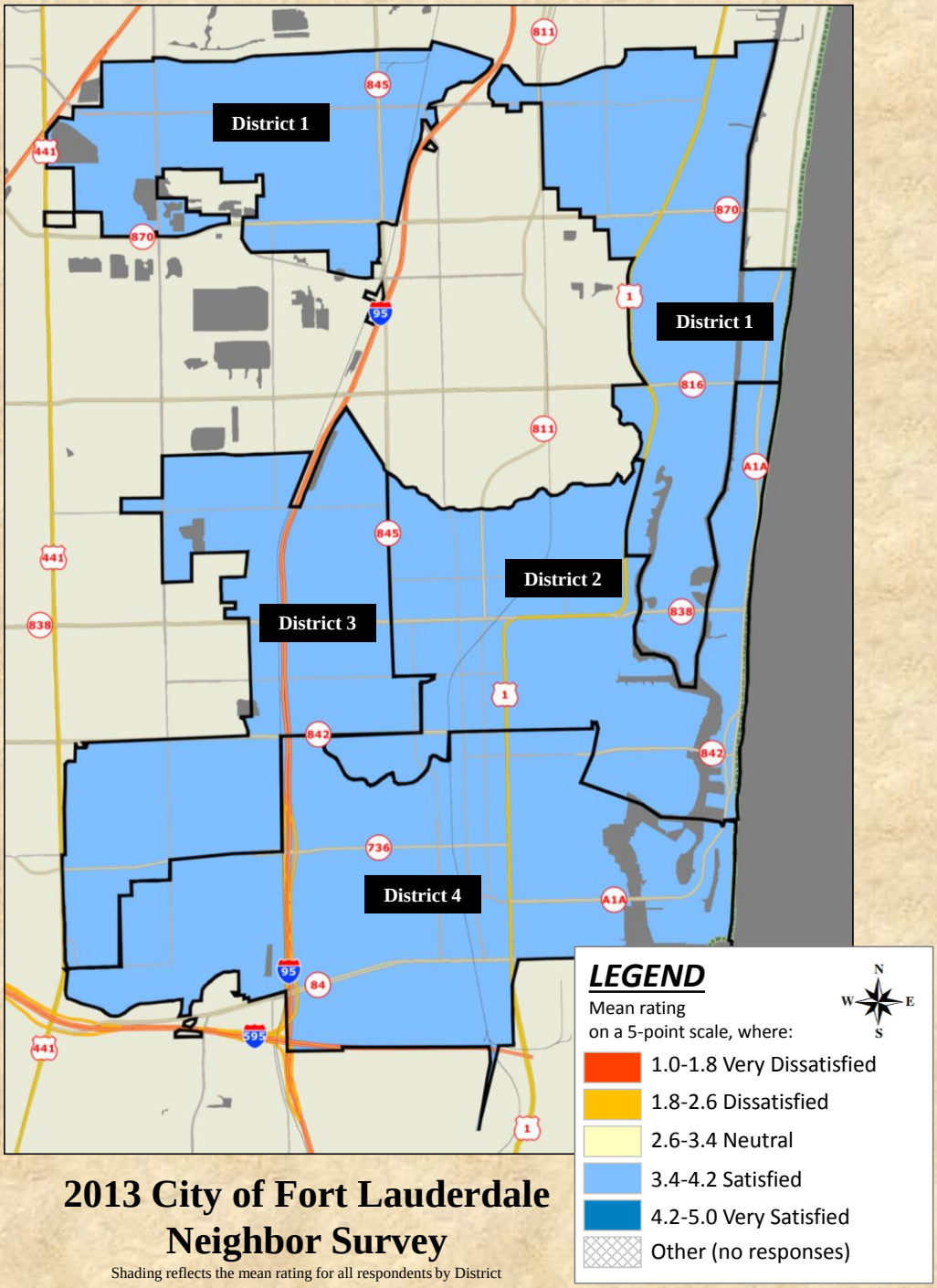
Q14a Satisfaction with the maintenance of City parks



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

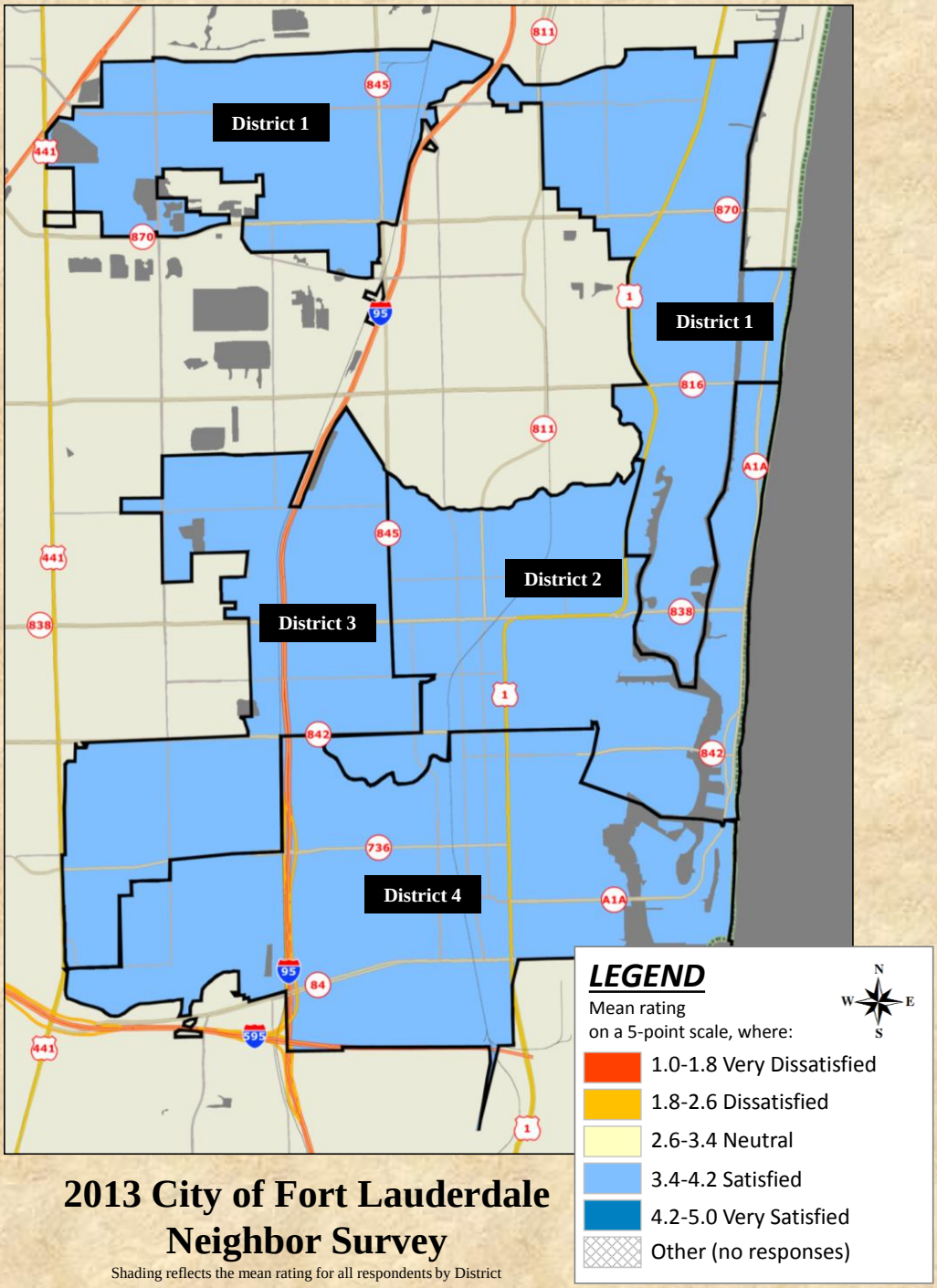
Q14b Satisfaction with the proximity of your home to City parks



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

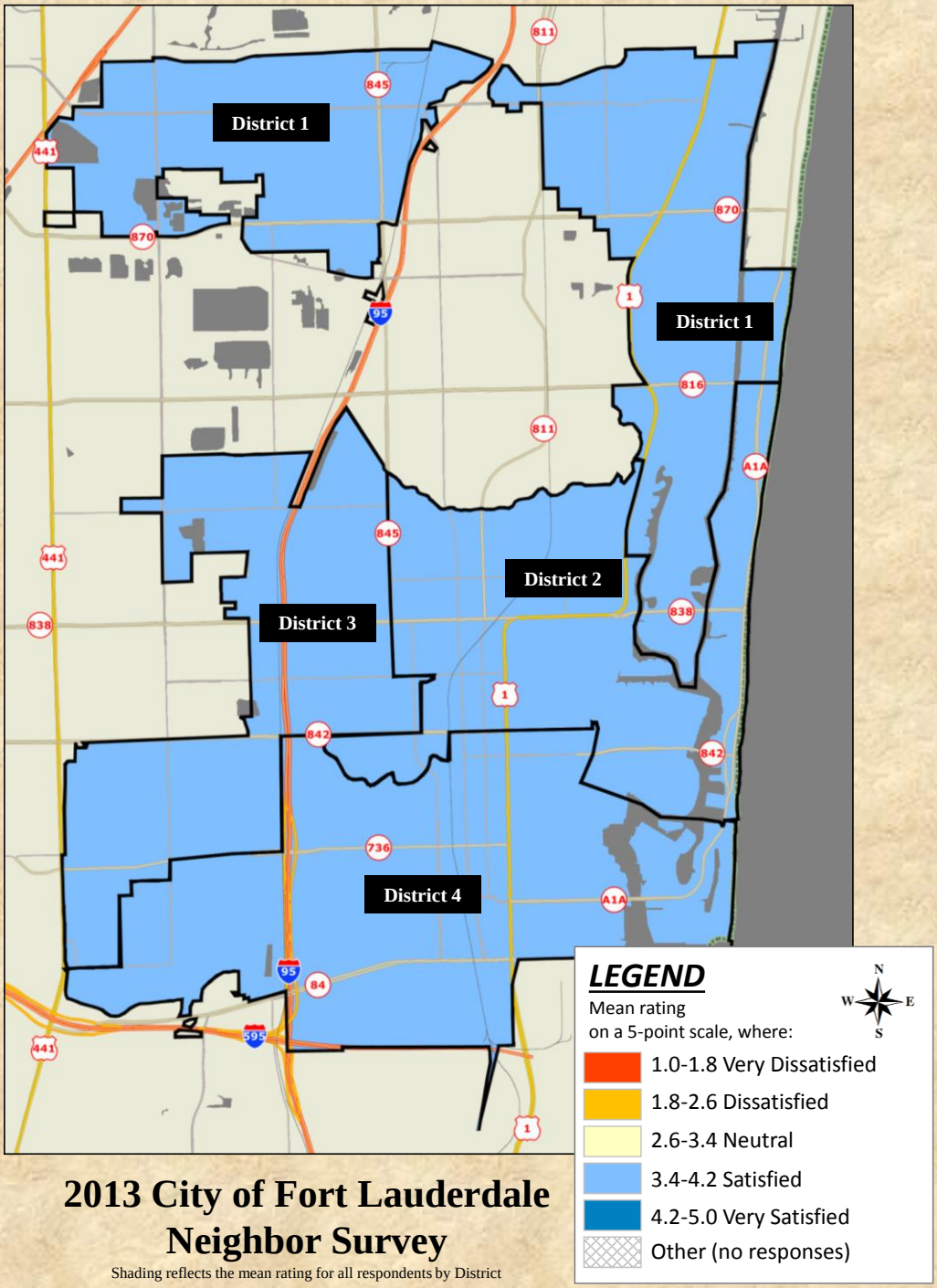
Q14c Satisfaction with the quality of athletic fields



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

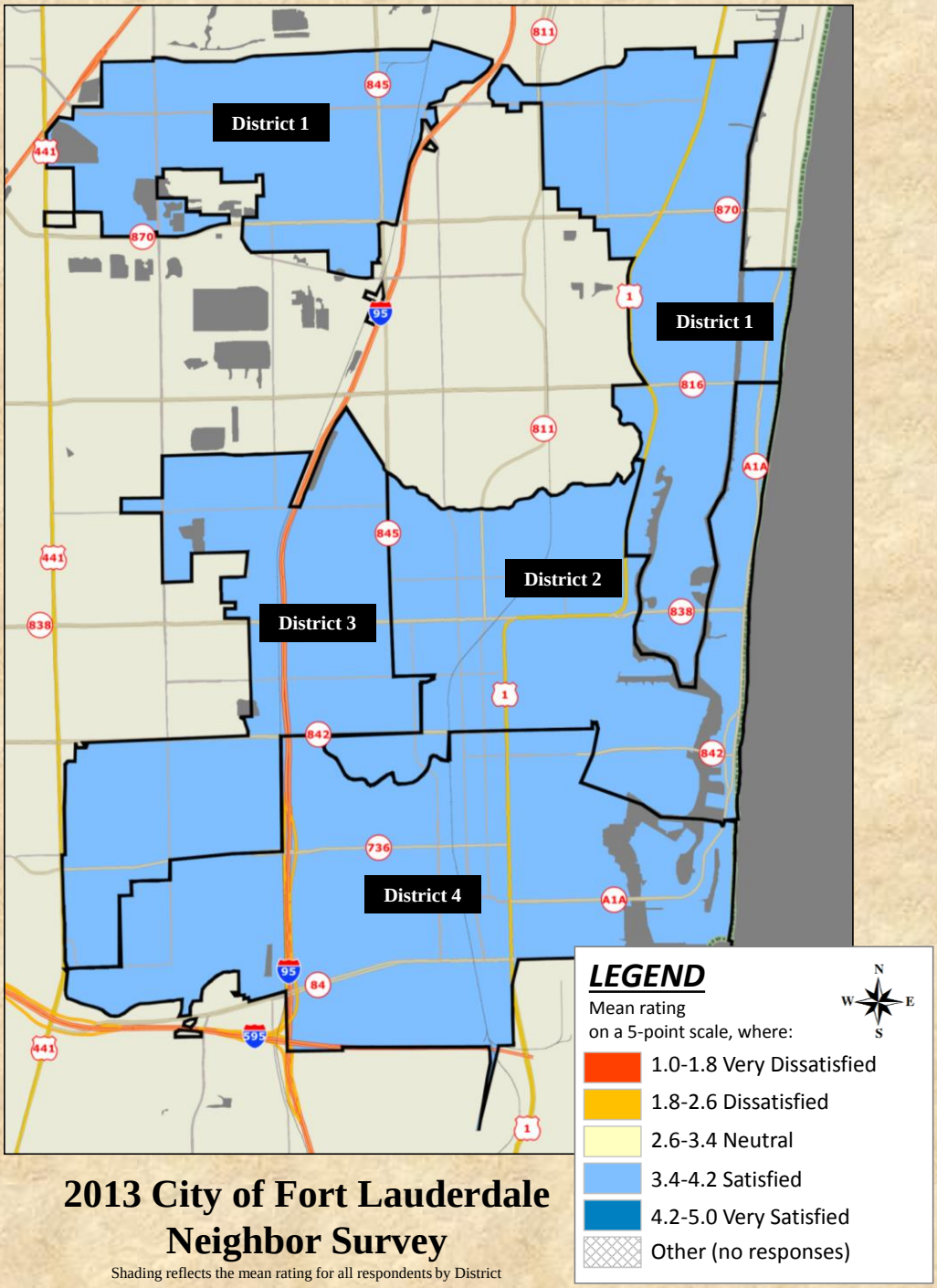
Q14d Satisfaction with the quantity of athletic fields



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

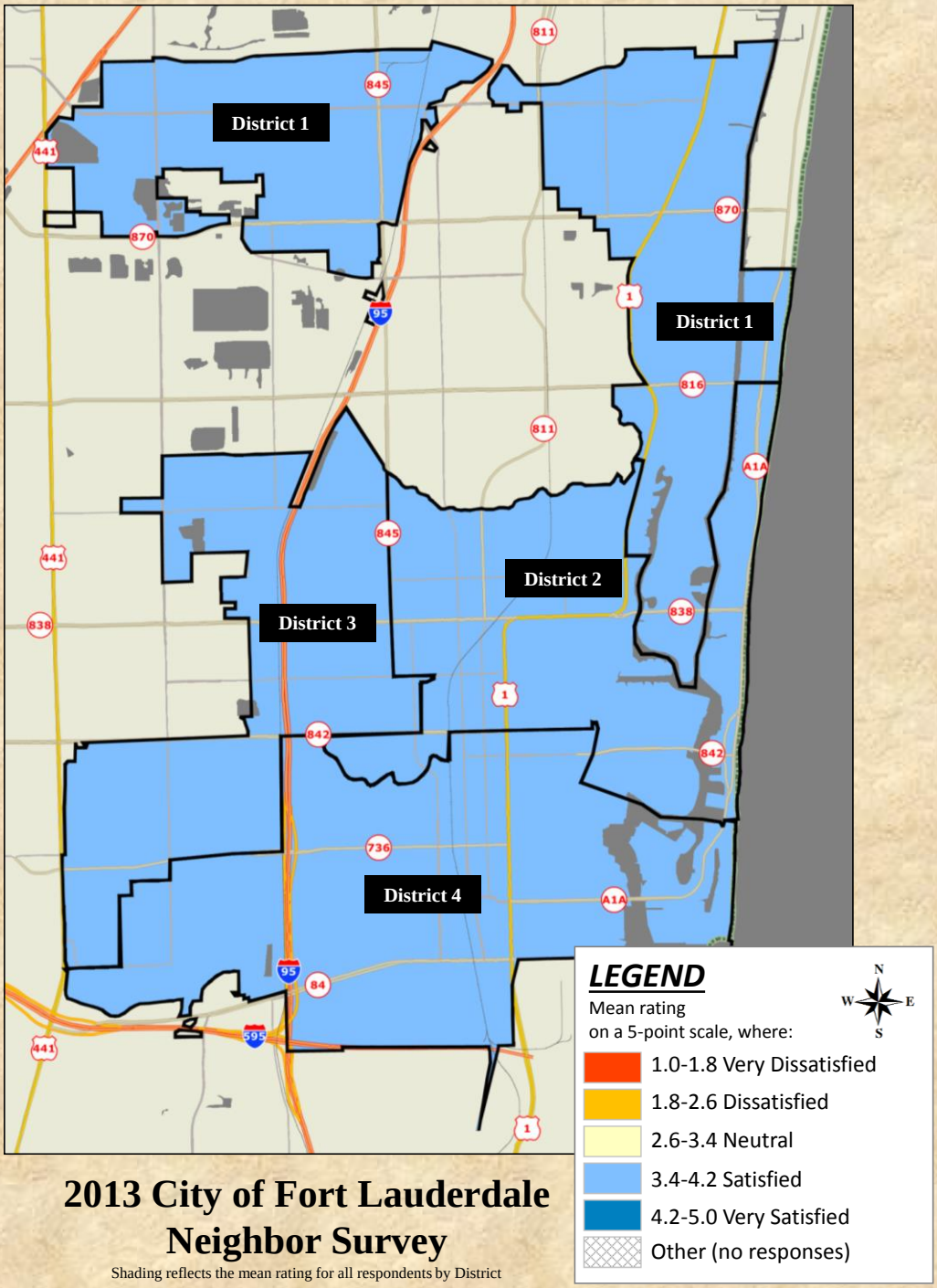
Q14e Satisfaction with the availability of information about City parks and recreation programs



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

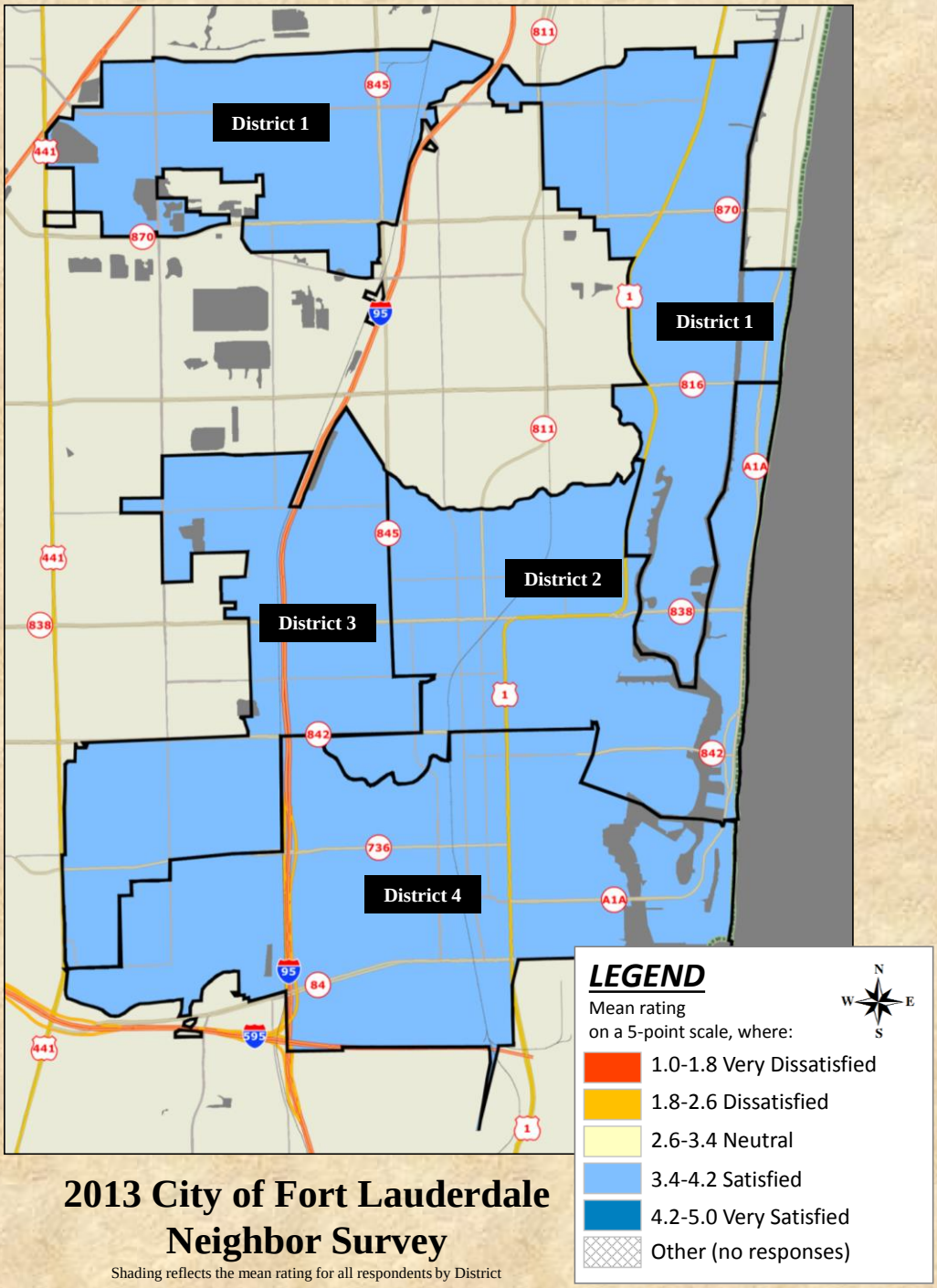
Q14f Satisfaction with the variety of parks programs



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

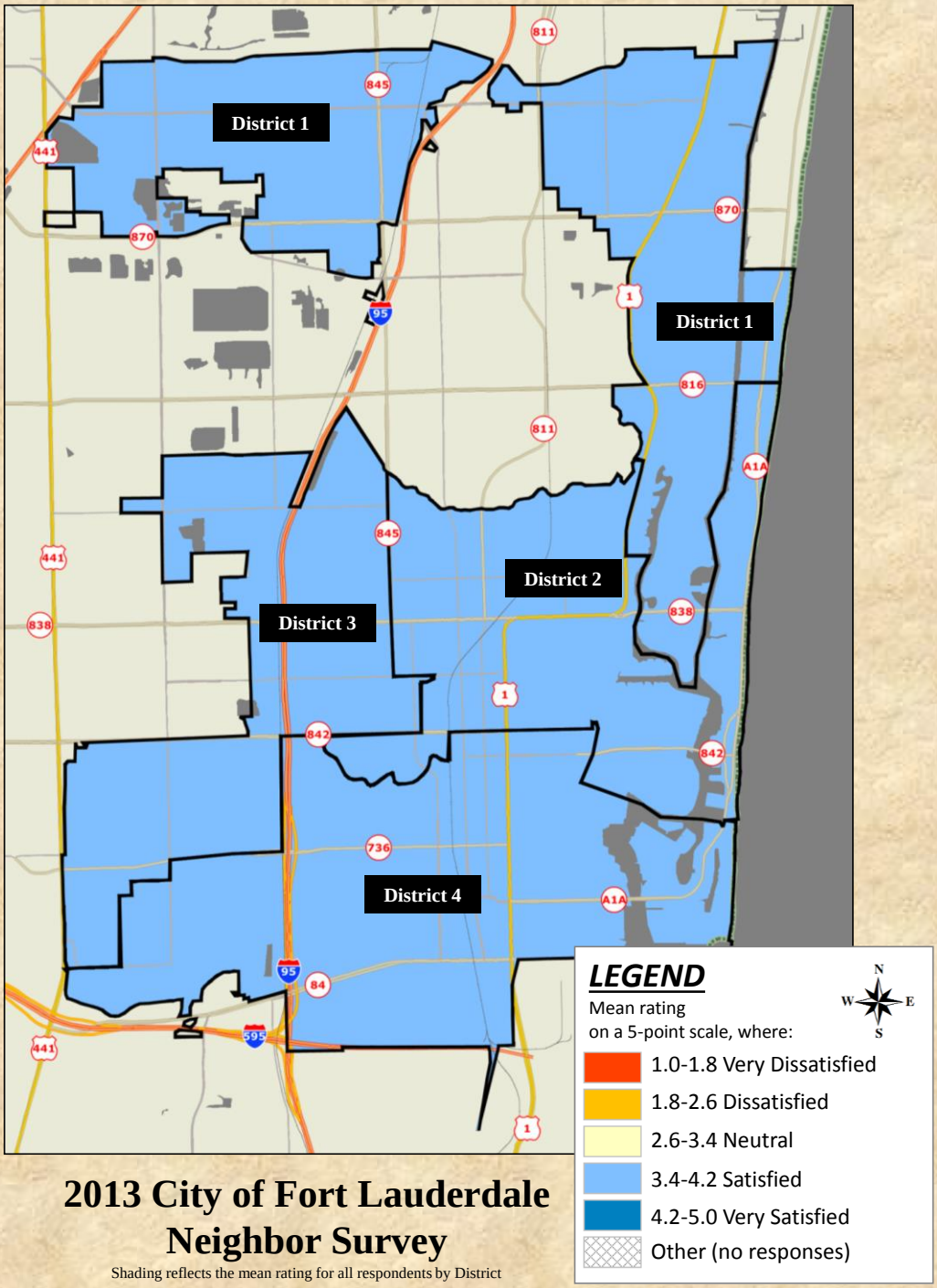
Q14g Satisfaction with the cost of parks programs and facility fees



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

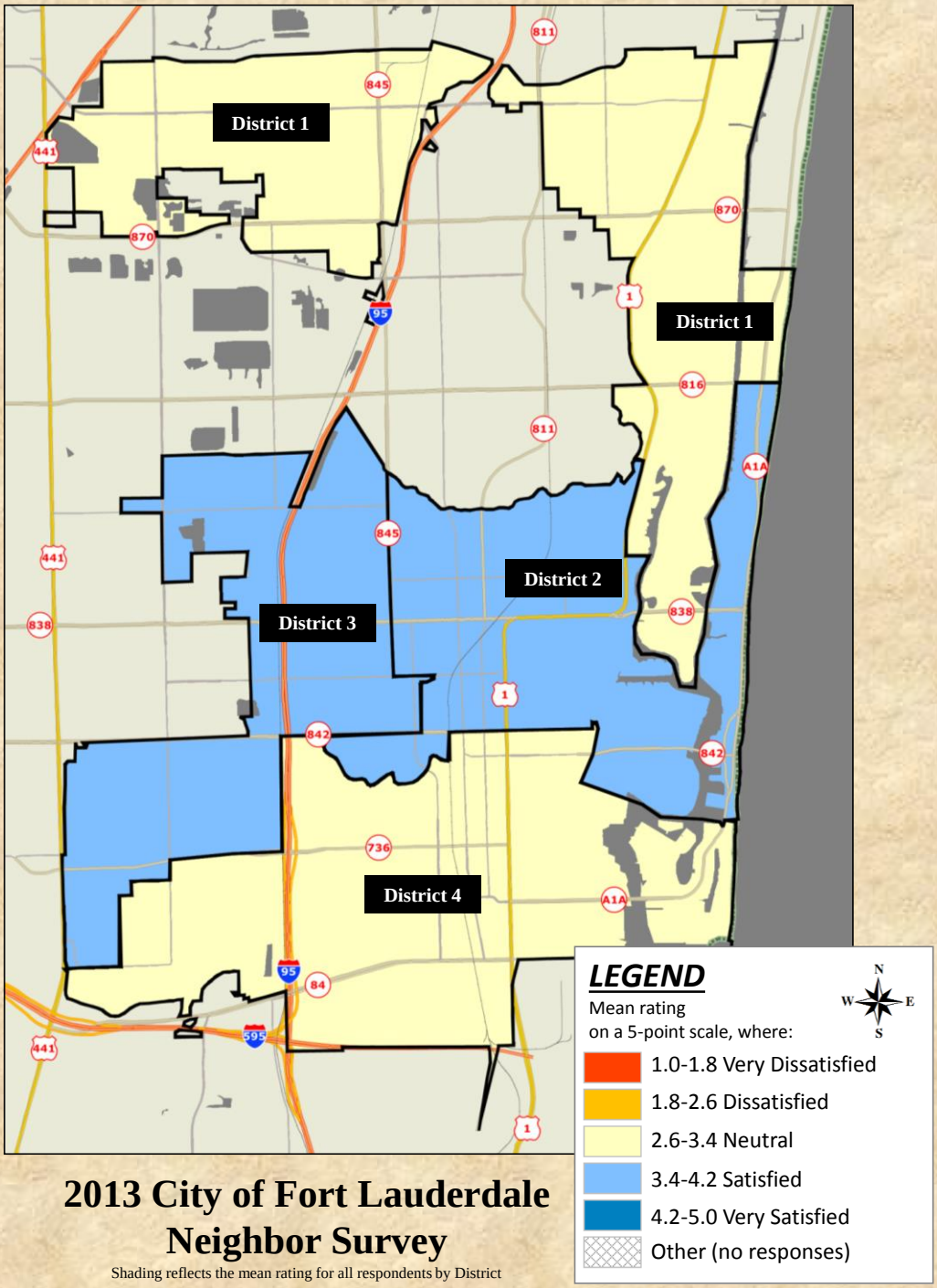
Q14h Satisfaction with the City youth athletic programs



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

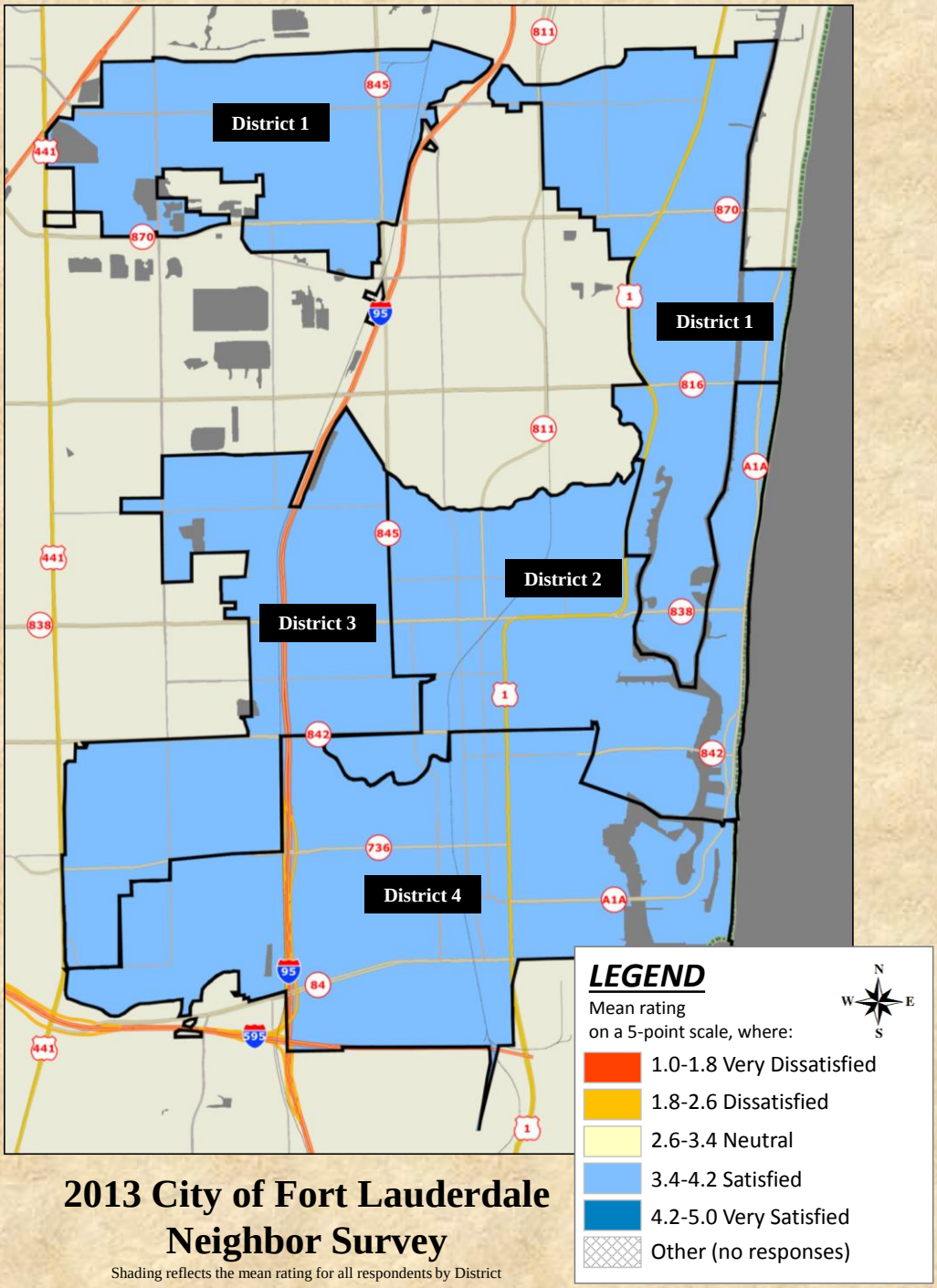
Q14i Satisfaction with the City adult athletic programs



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

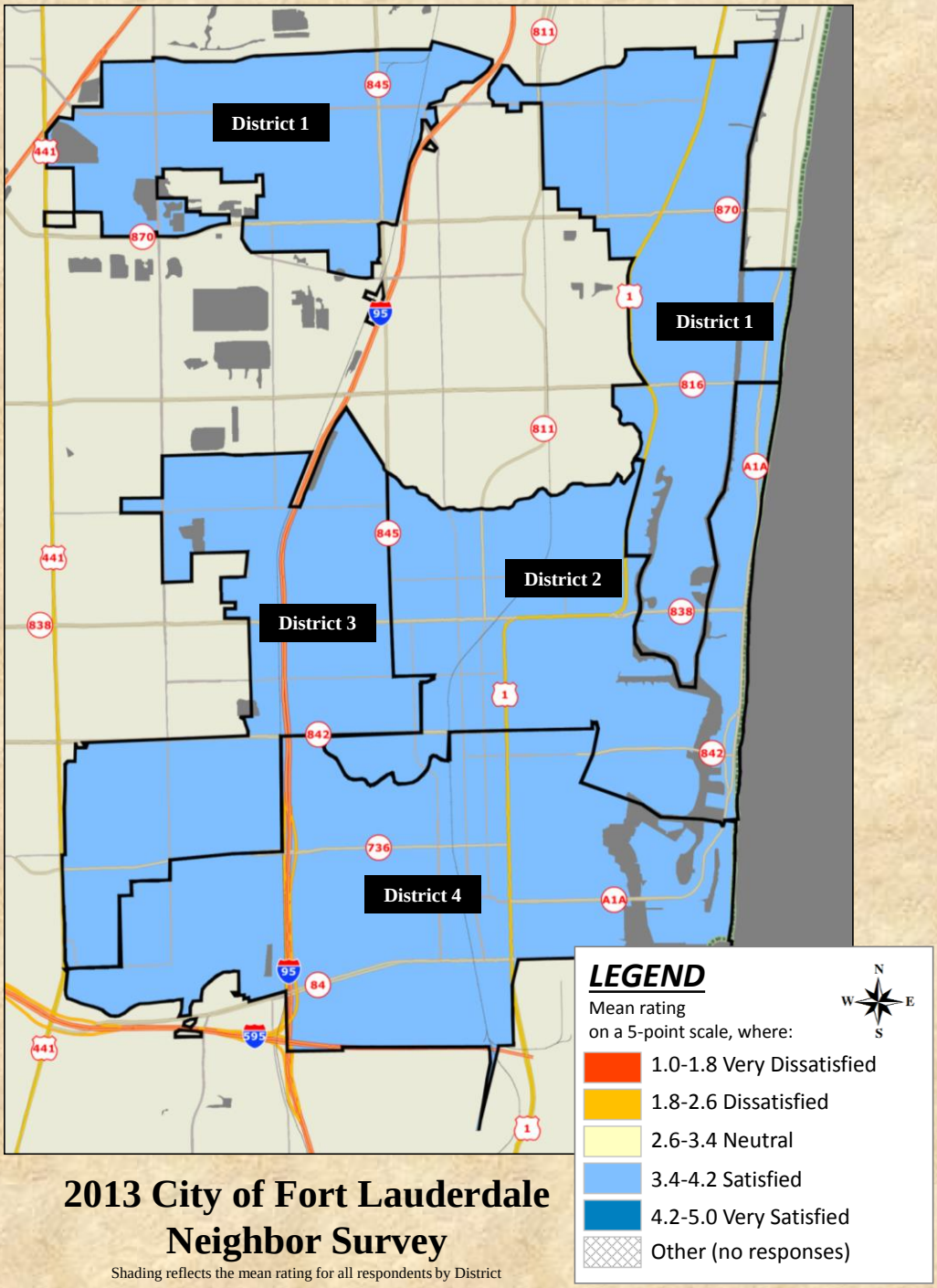
Q14j Satisfaction with the quality of the City's special events and festivals



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

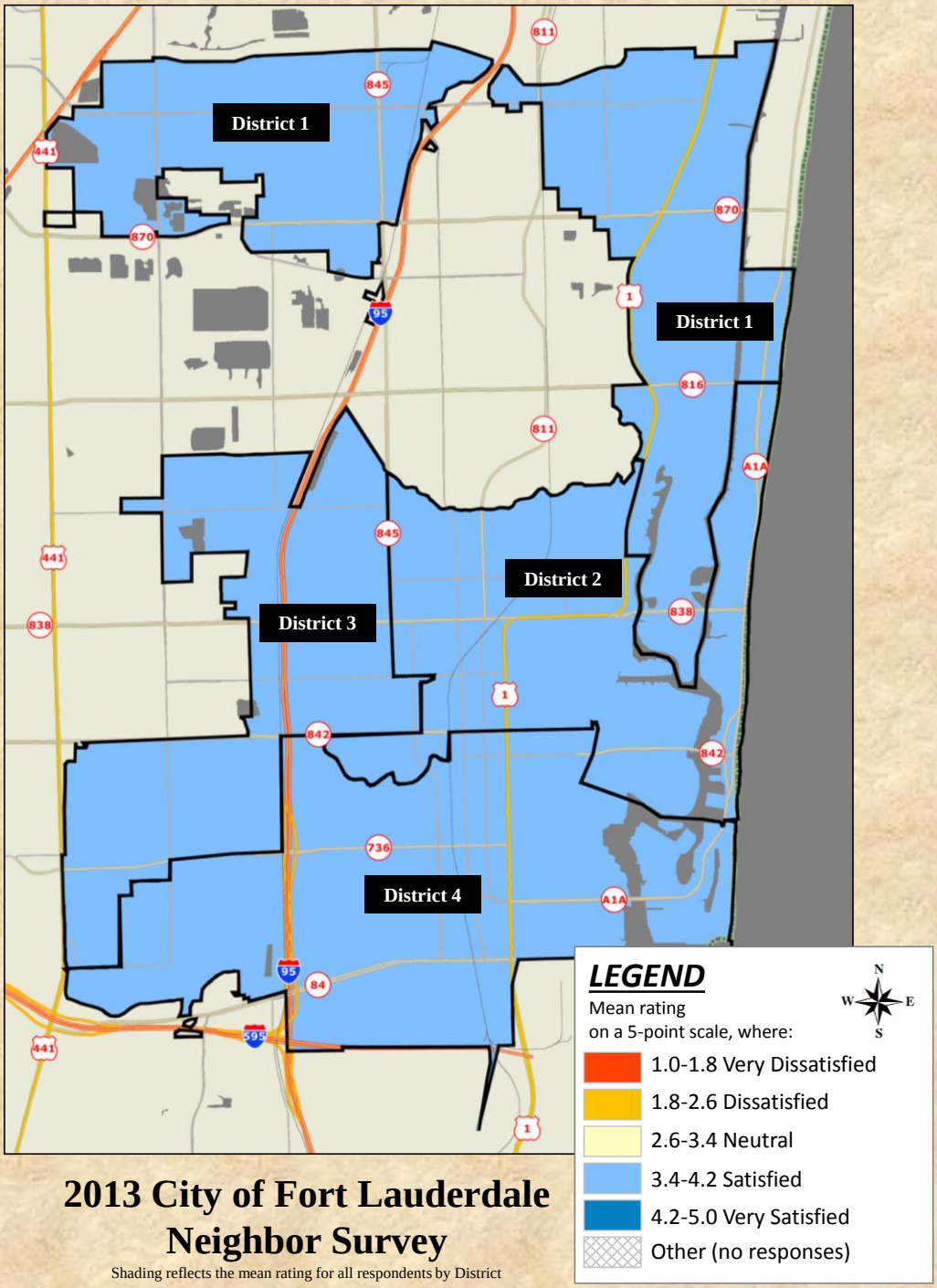
Q14k Satisfaction with the amount of the City's special events and festivals



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

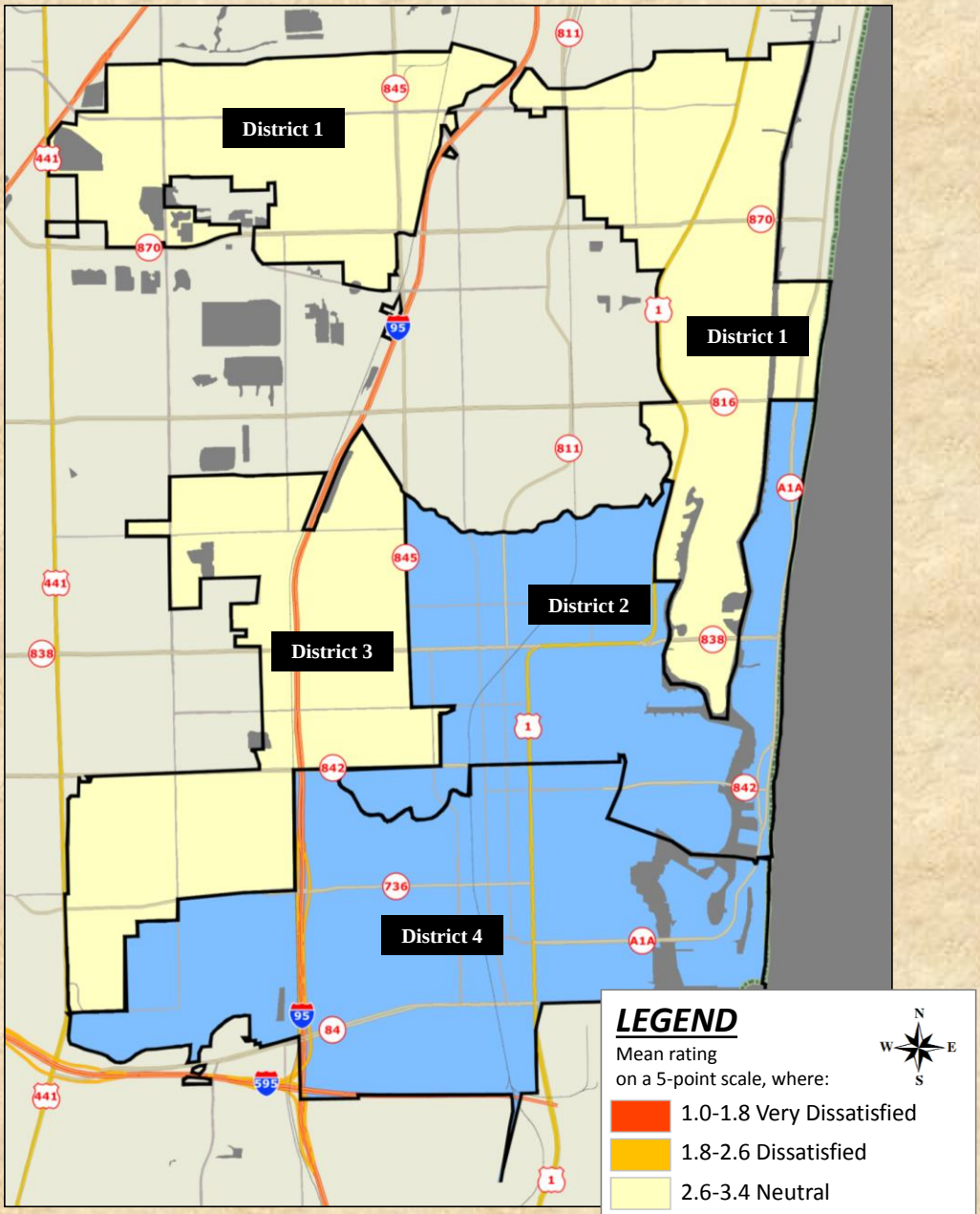
Q14l Satisfaction with the ease of registering for programs



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

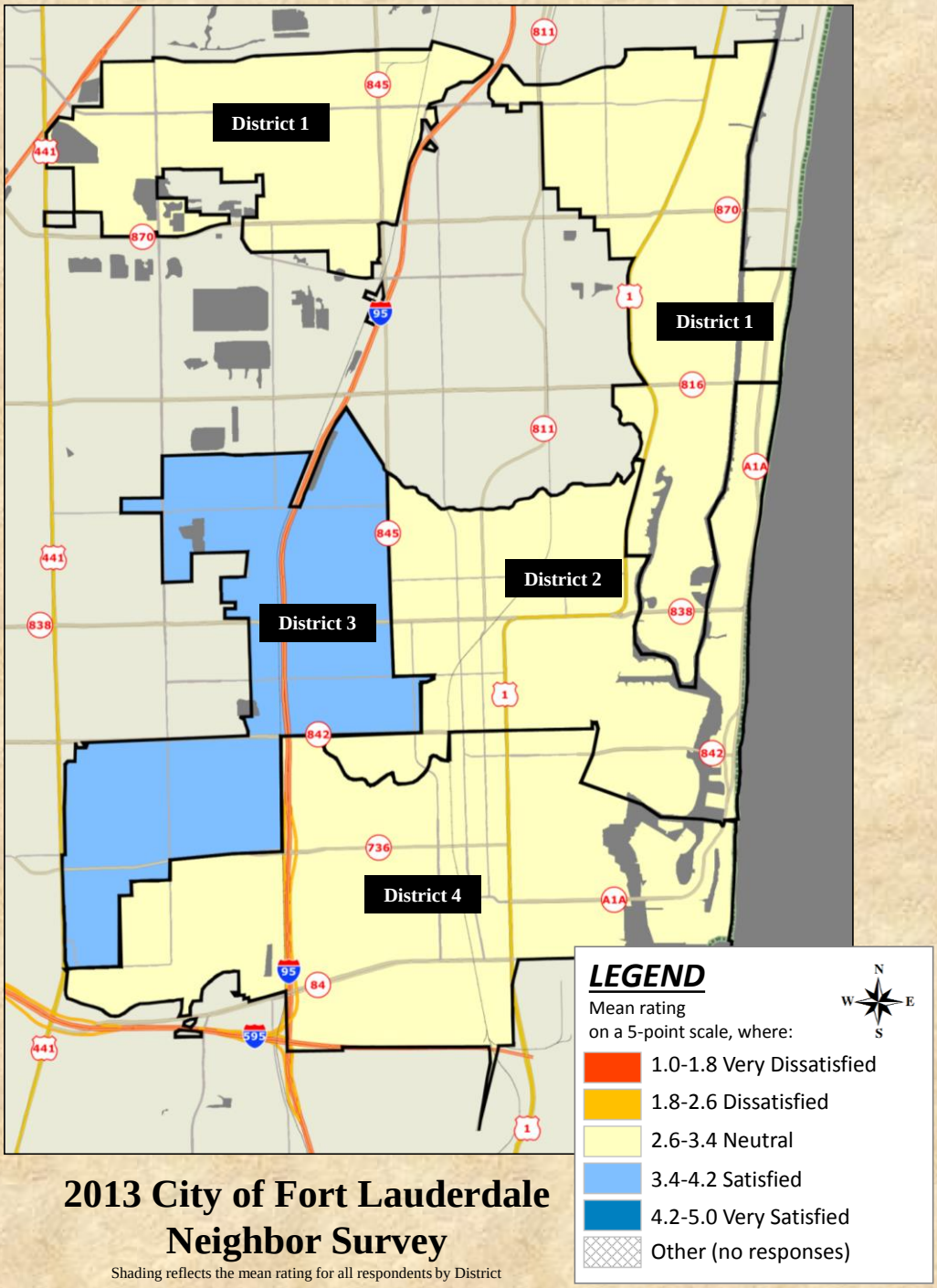
Q14m Satisfaction with the availability of green space near your home



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

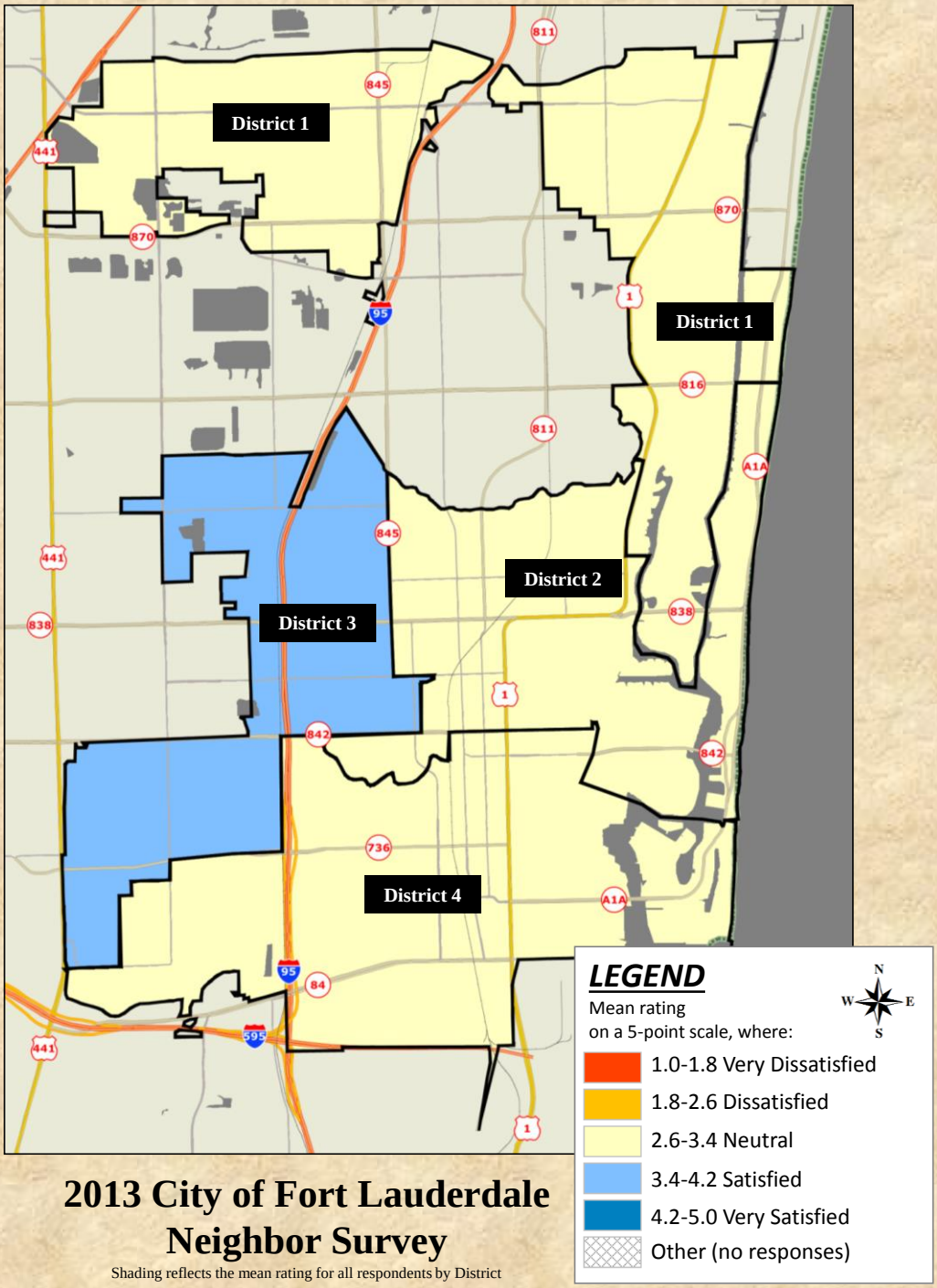
Q16a Satisfaction with the availability of sidewalks



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

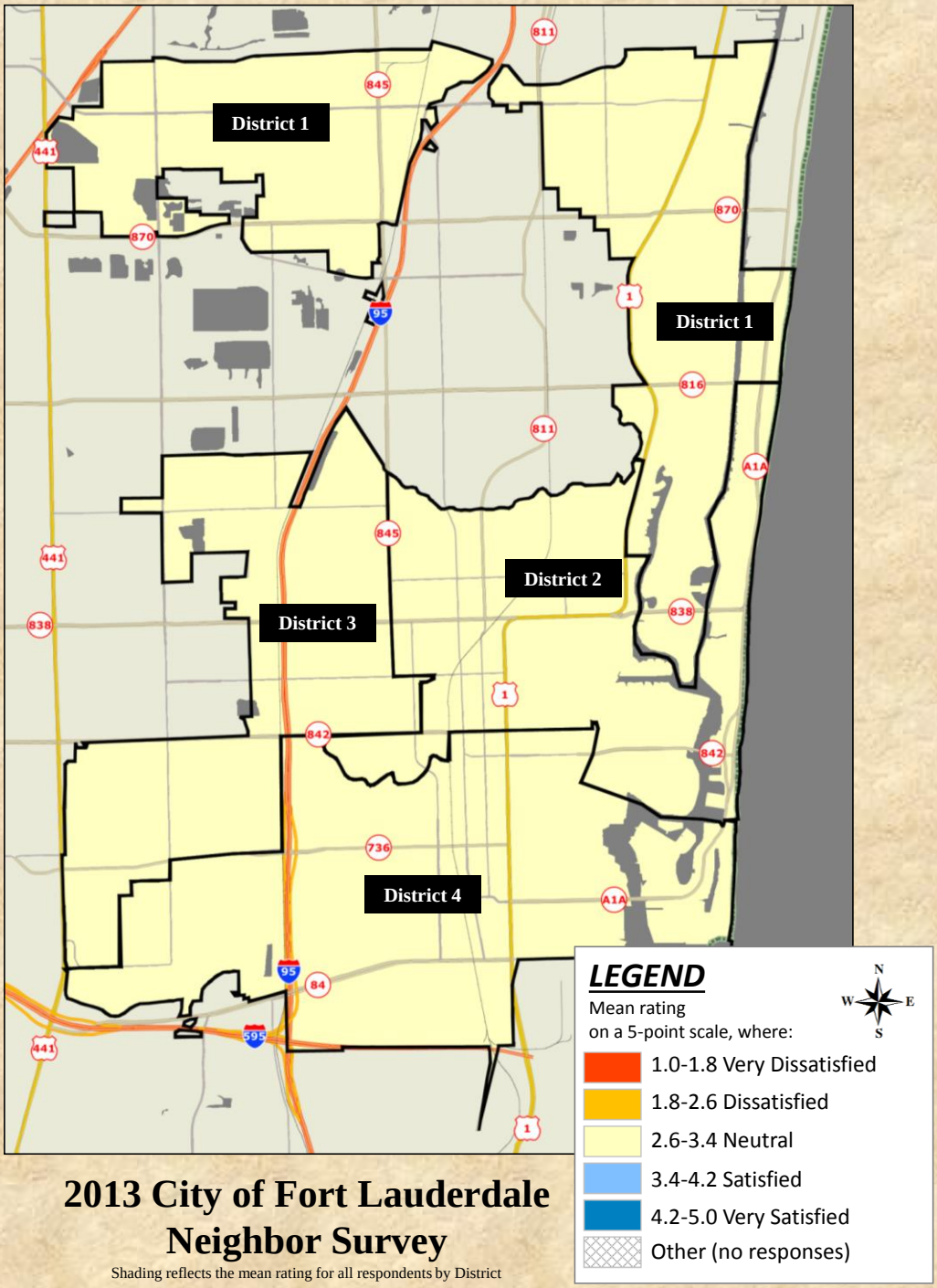
Q16b Satisfaction with the condition of sidewalks



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

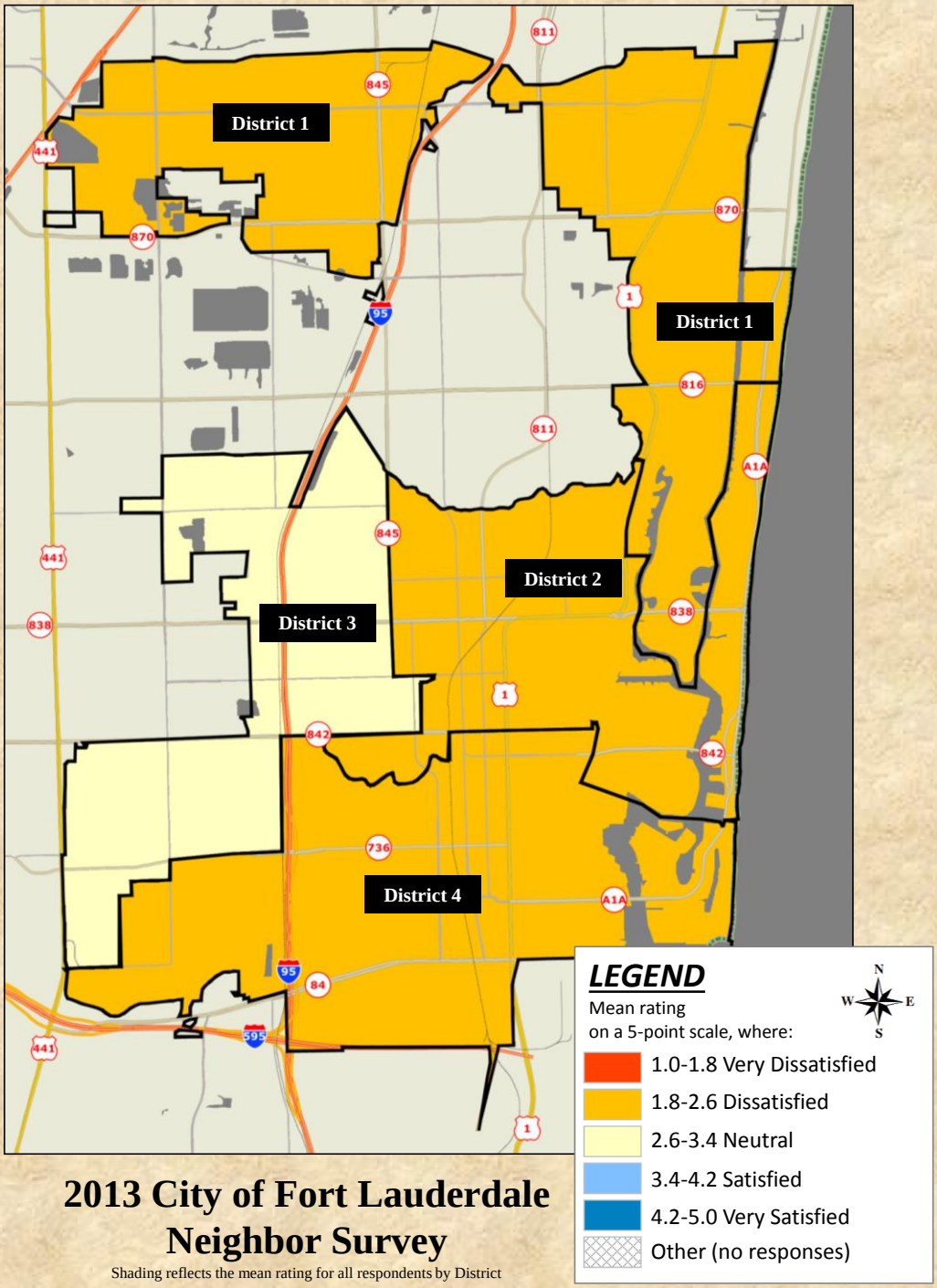
Q16c Satisfaction with the availability of greenways for walking or biking



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

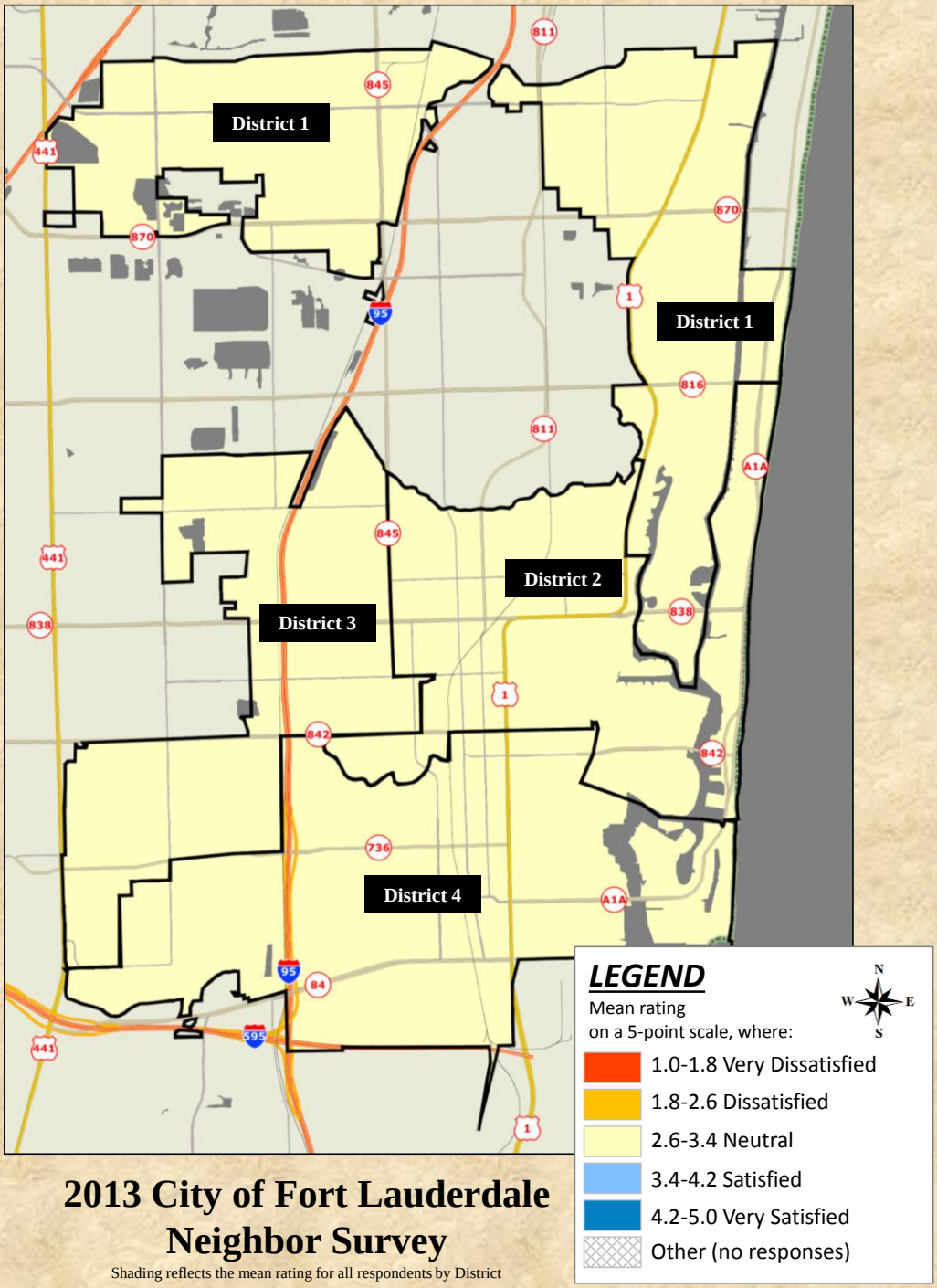
Q16d Satisfaction with the feeling of safety of biking



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

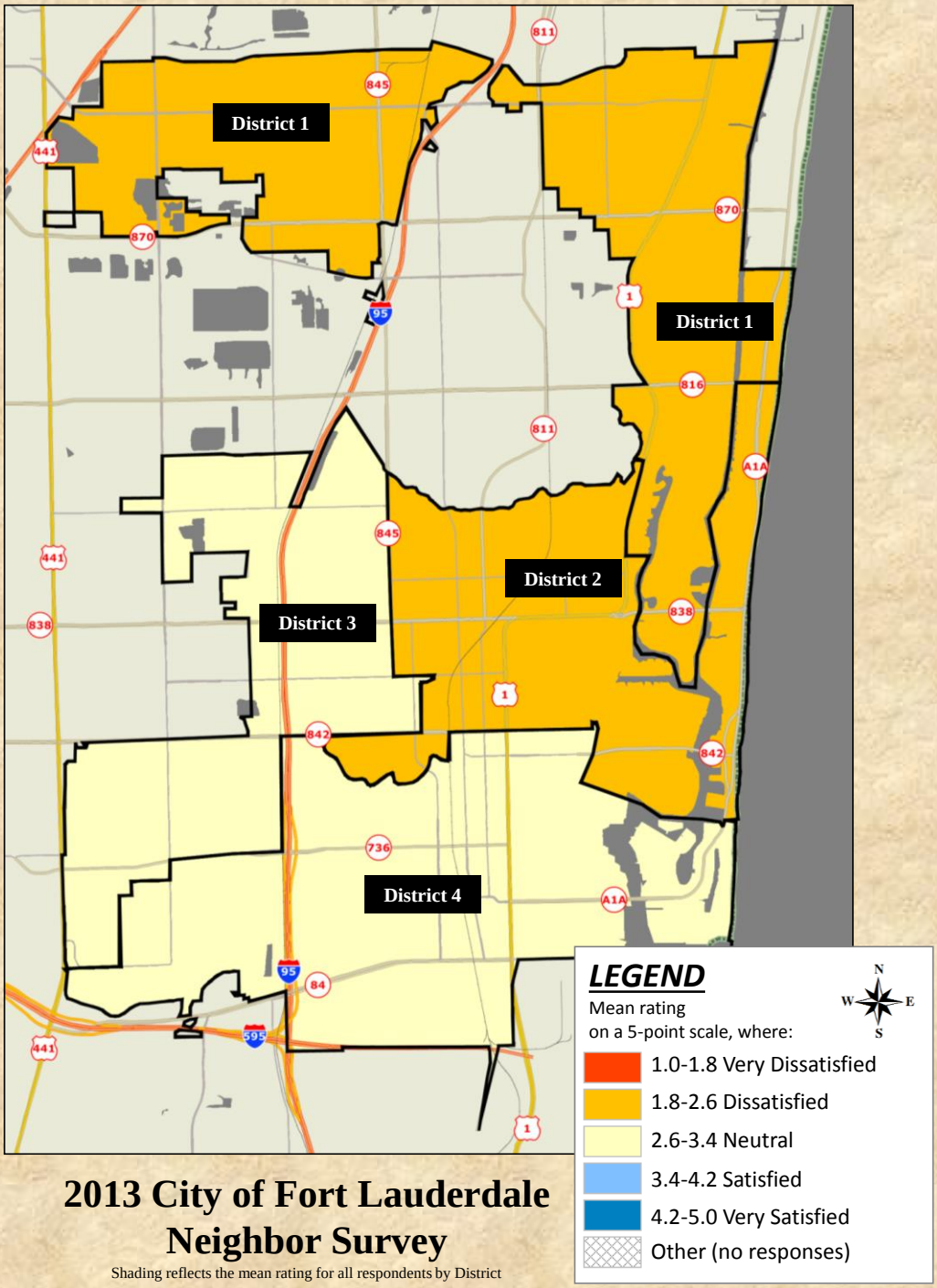
Q16e Satisfaction with the feeling of safety of walking



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

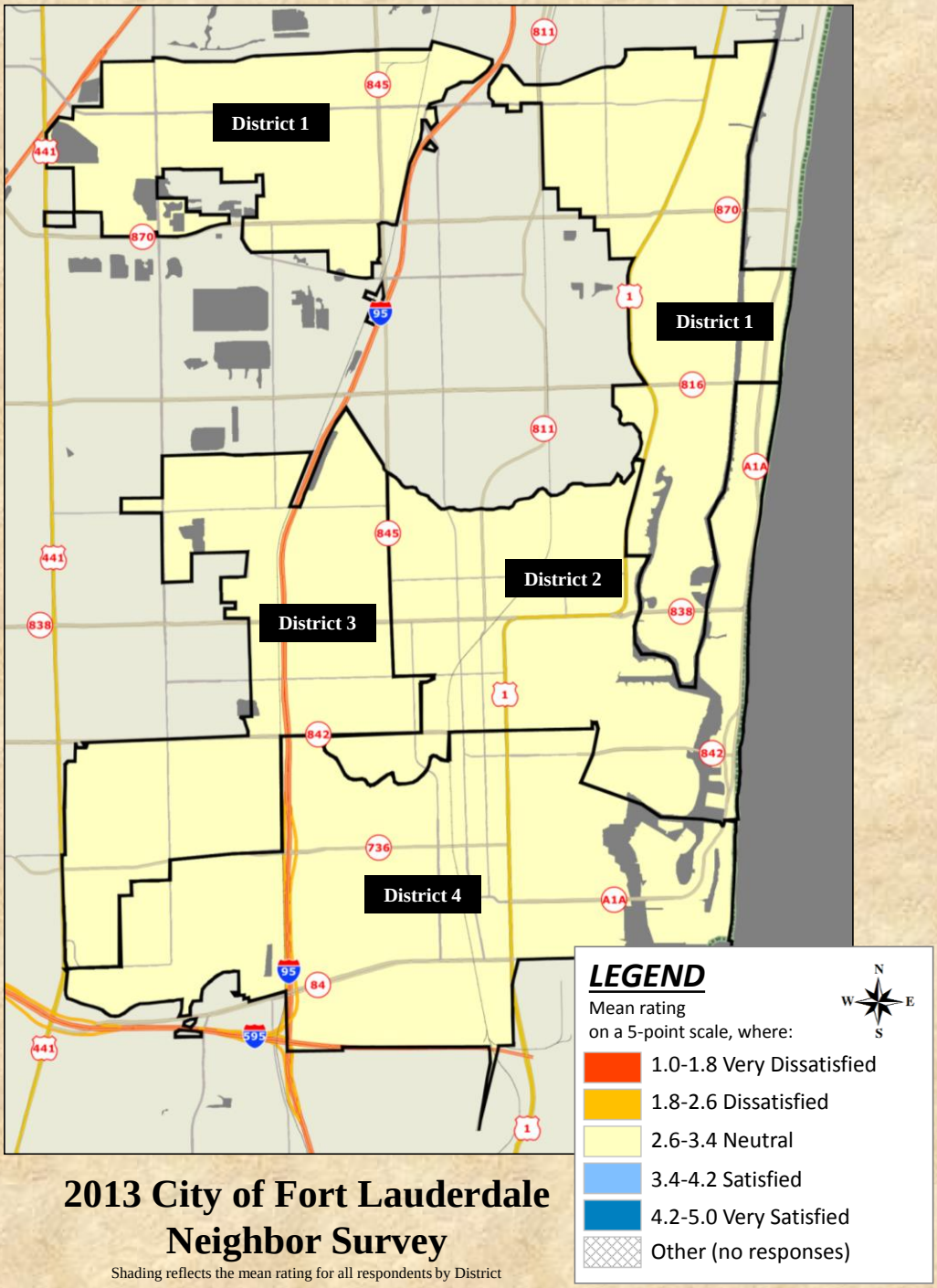
Q16f Satisfaction with the availability of biking paths and amenities



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

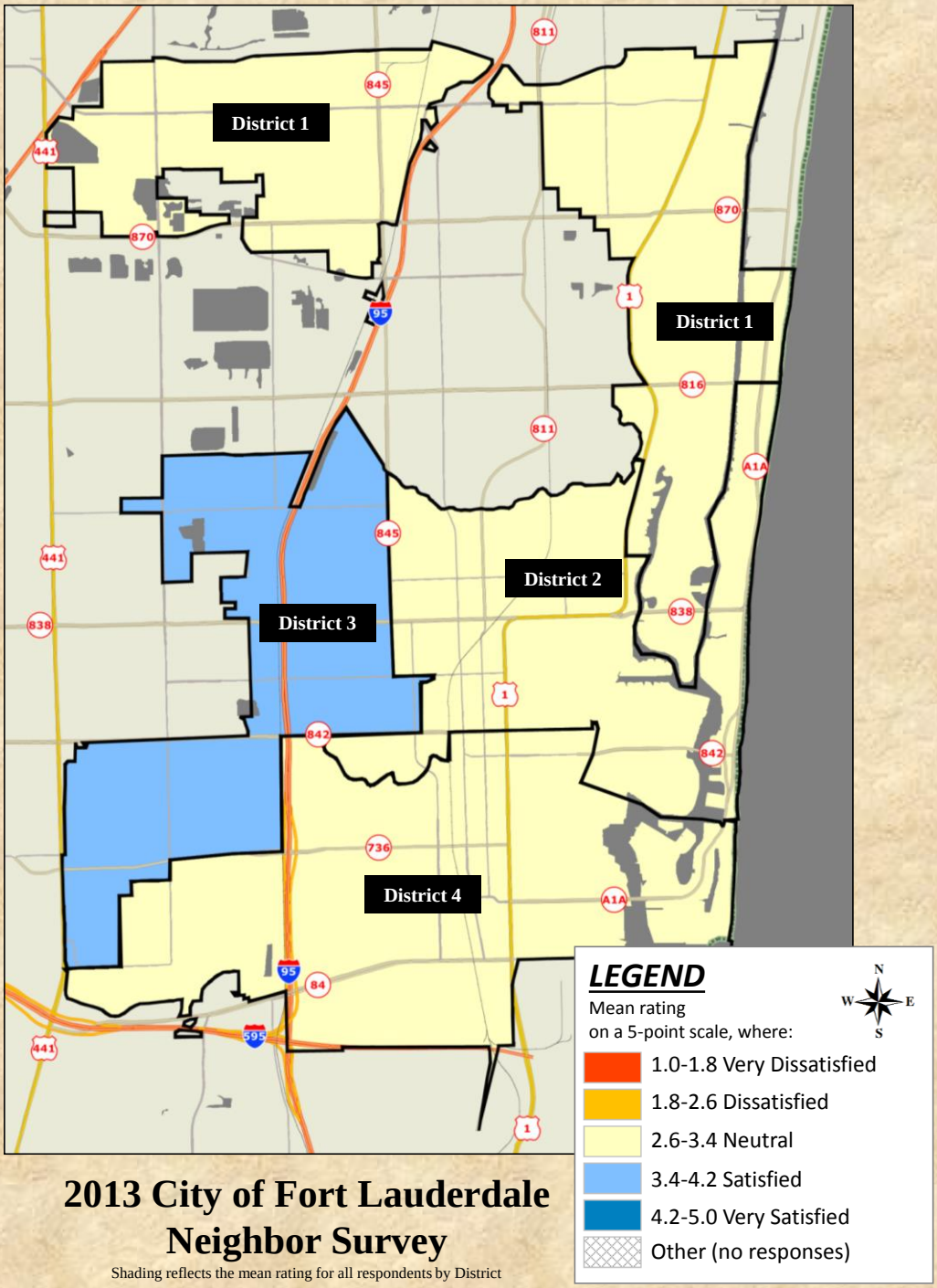
Q16g Satisfaction with the availability of B-Cycle stations



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

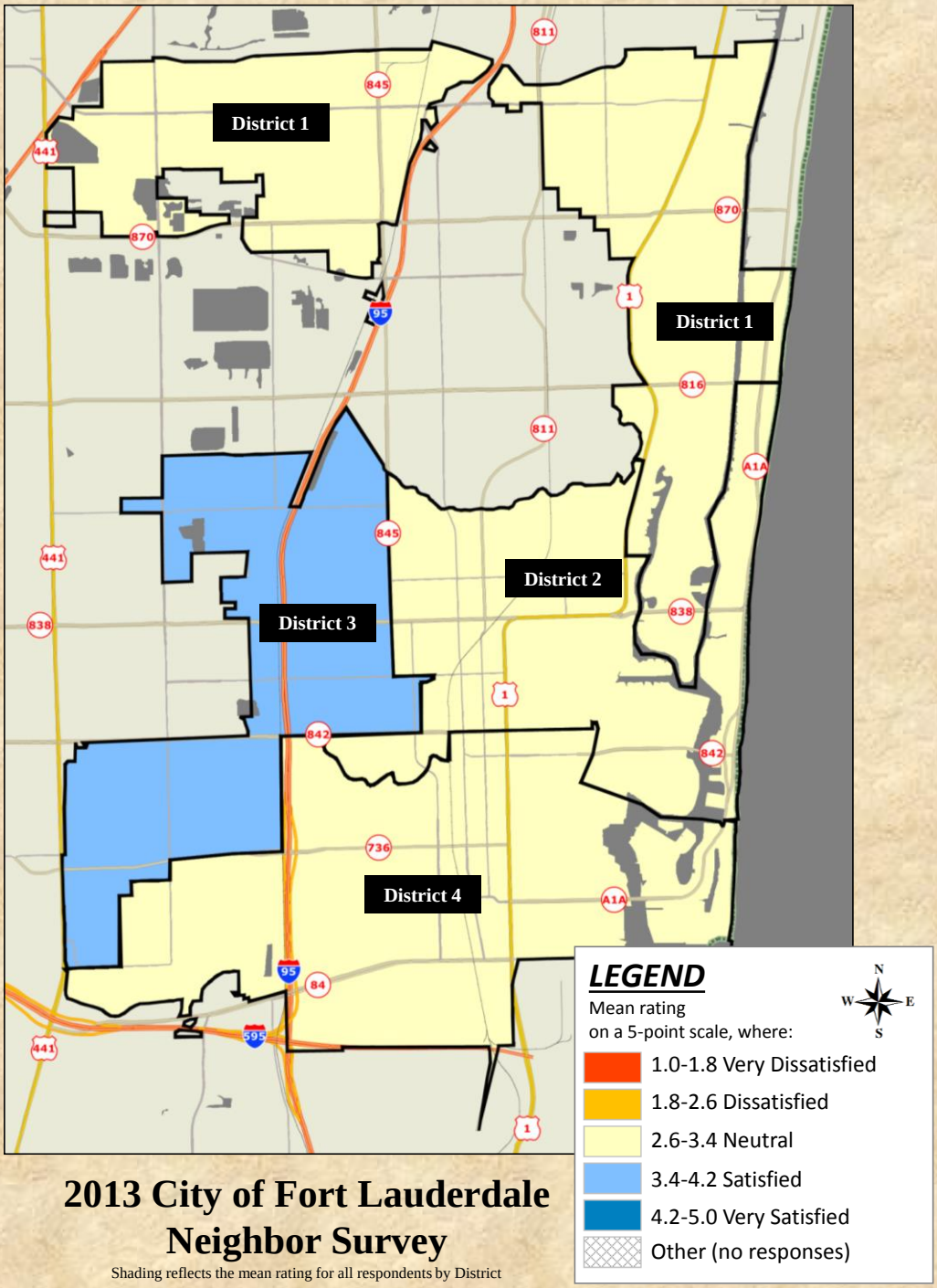
Q16h Satisfaction with the availability of public transit options (Tri-Rail and Bus Service)



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

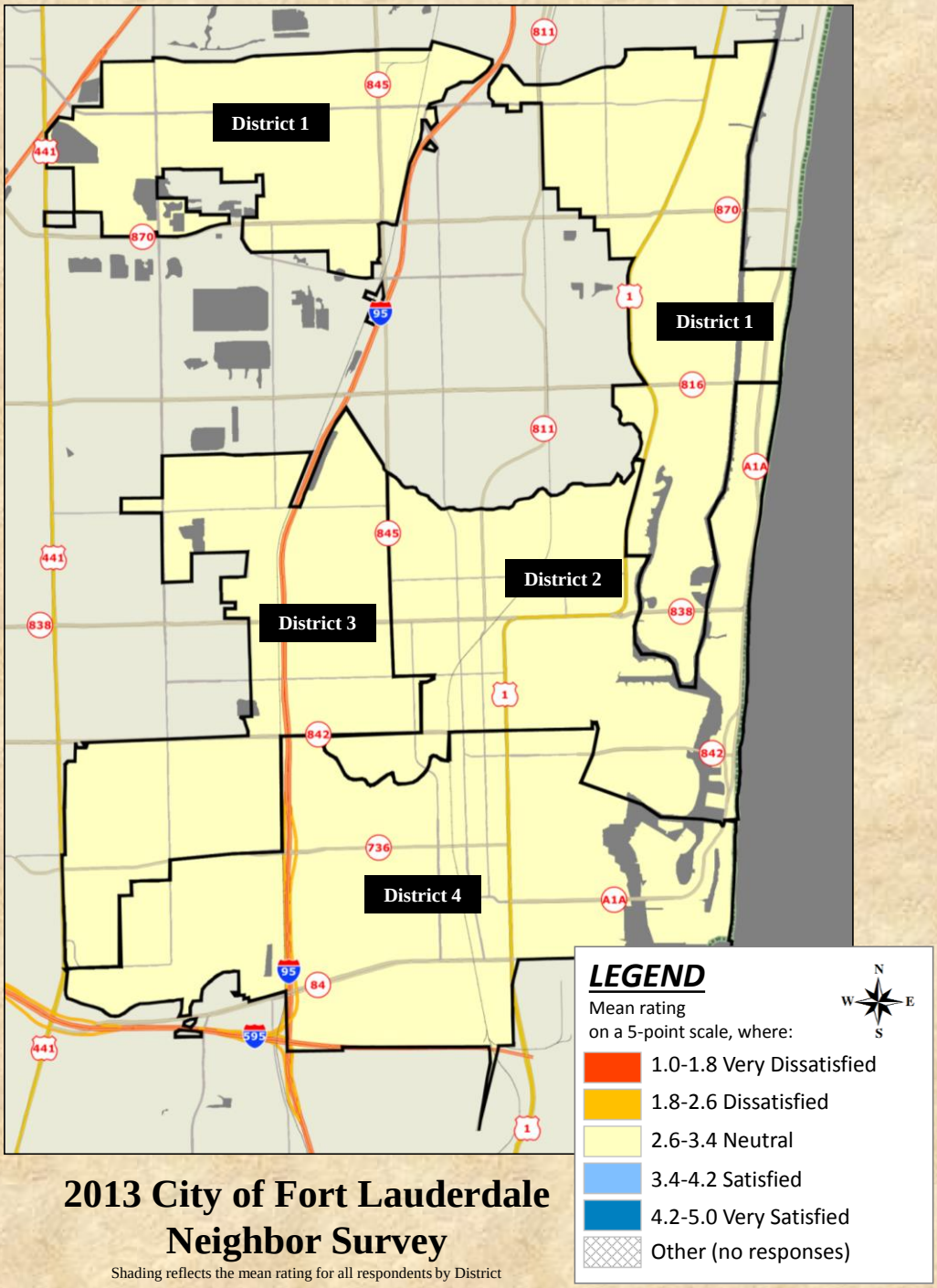
Q16i Satisfaction with the availability of City mass transit (Sun Trolley)



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

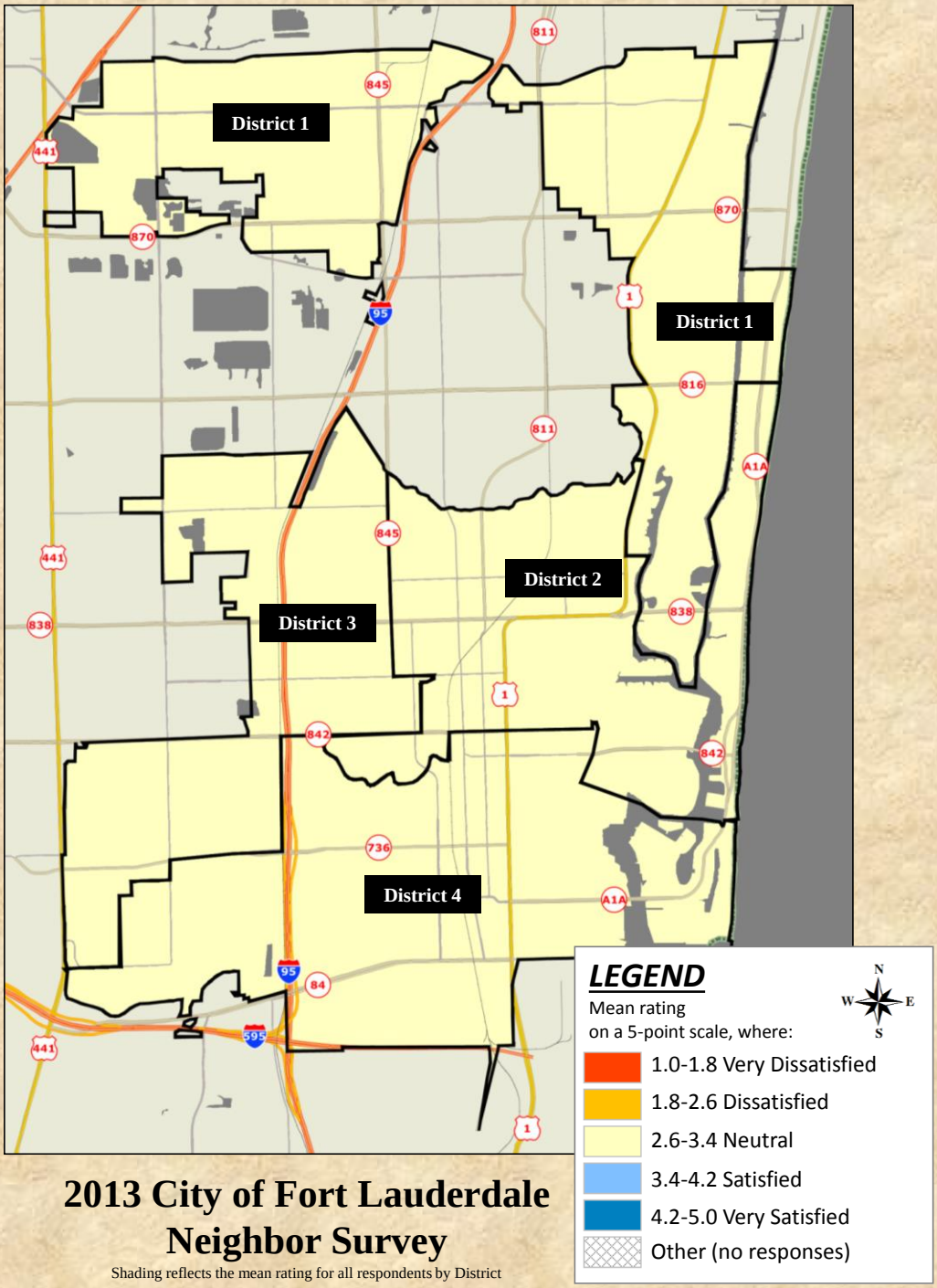
Q16j Satisfaction with the availability of public parking



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

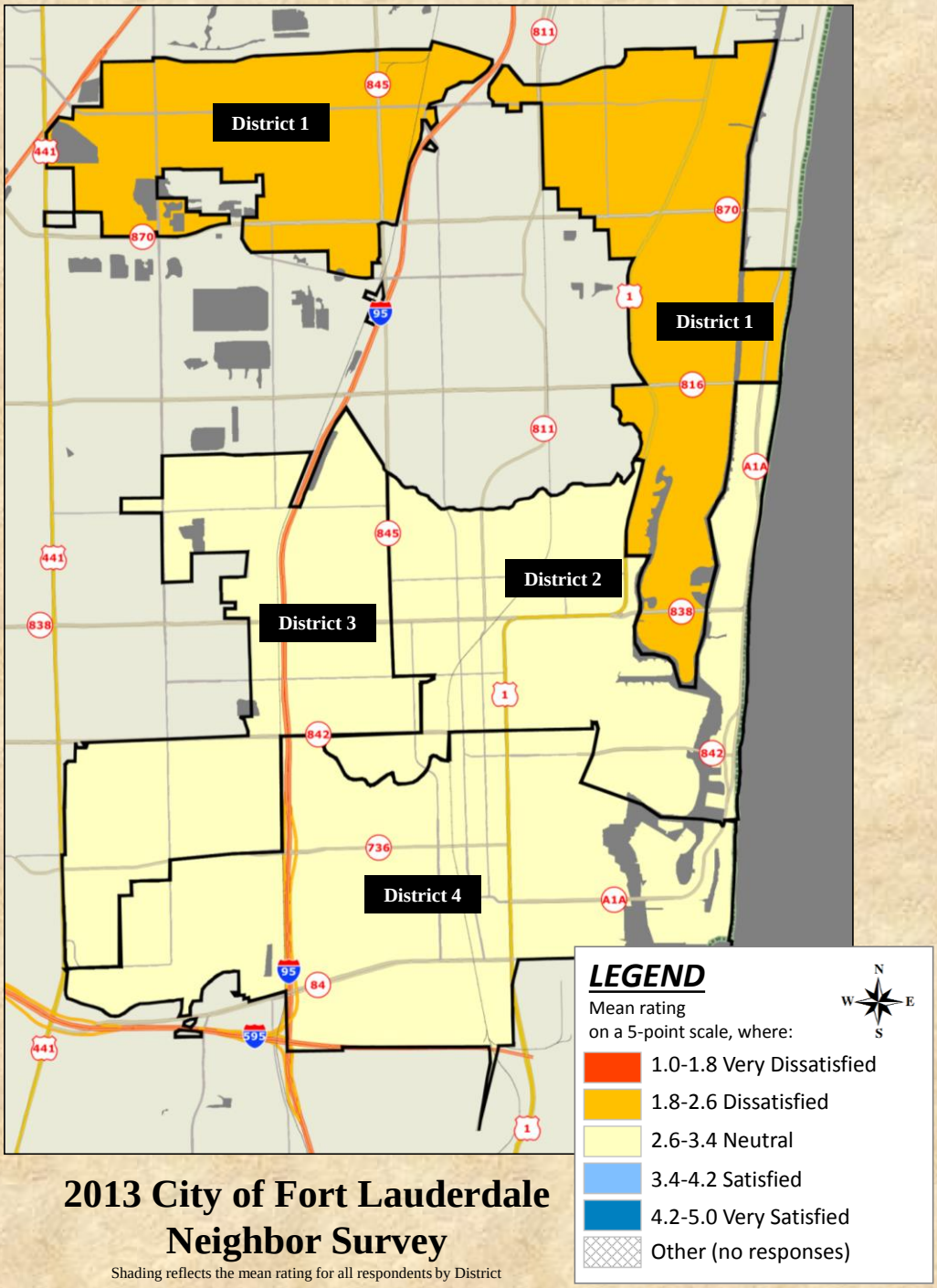
Q16k Satisfaction with the availability of public parking downtown



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

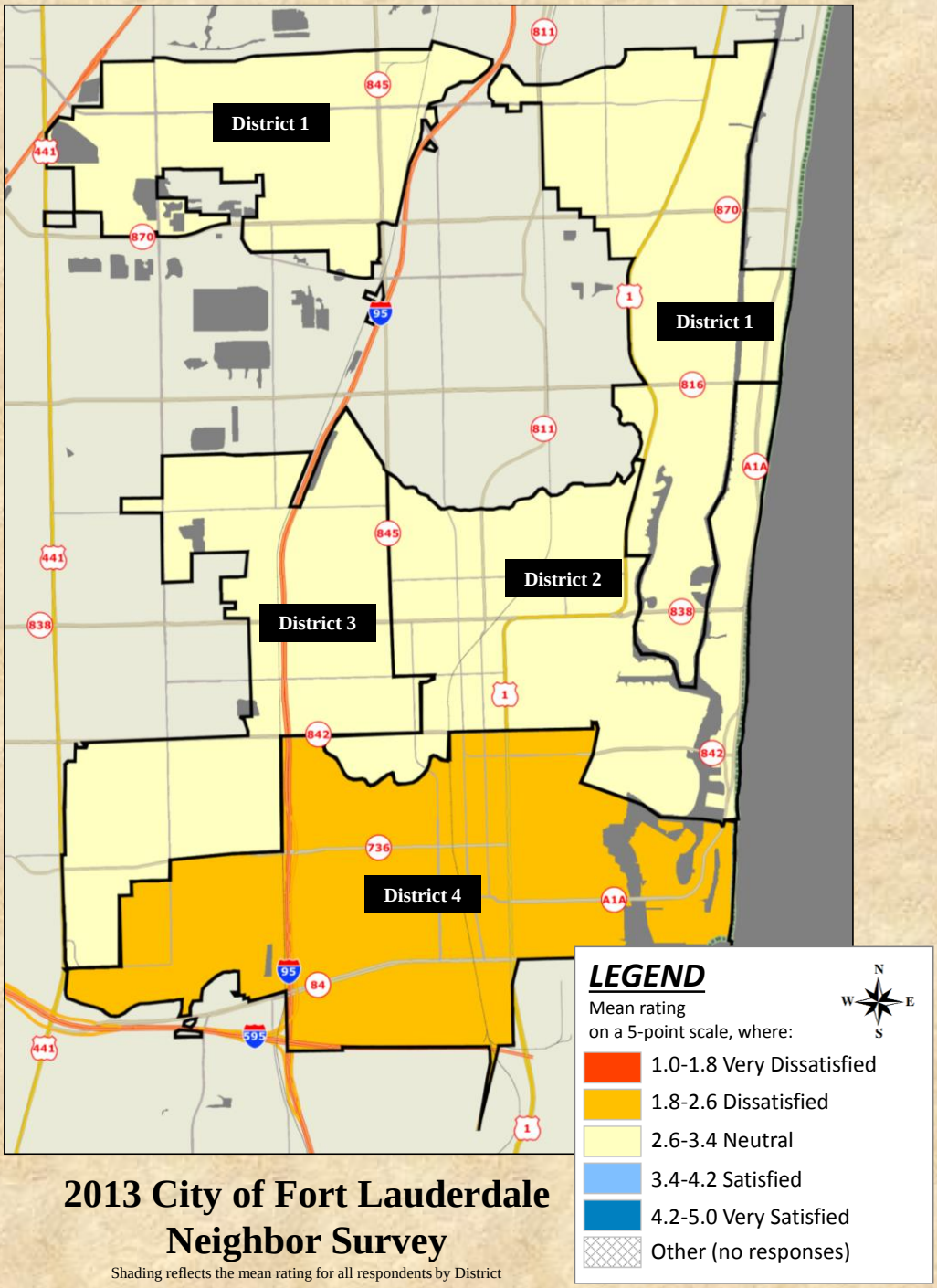
Q16l Satisfaction with the availability of public parking at the beach



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

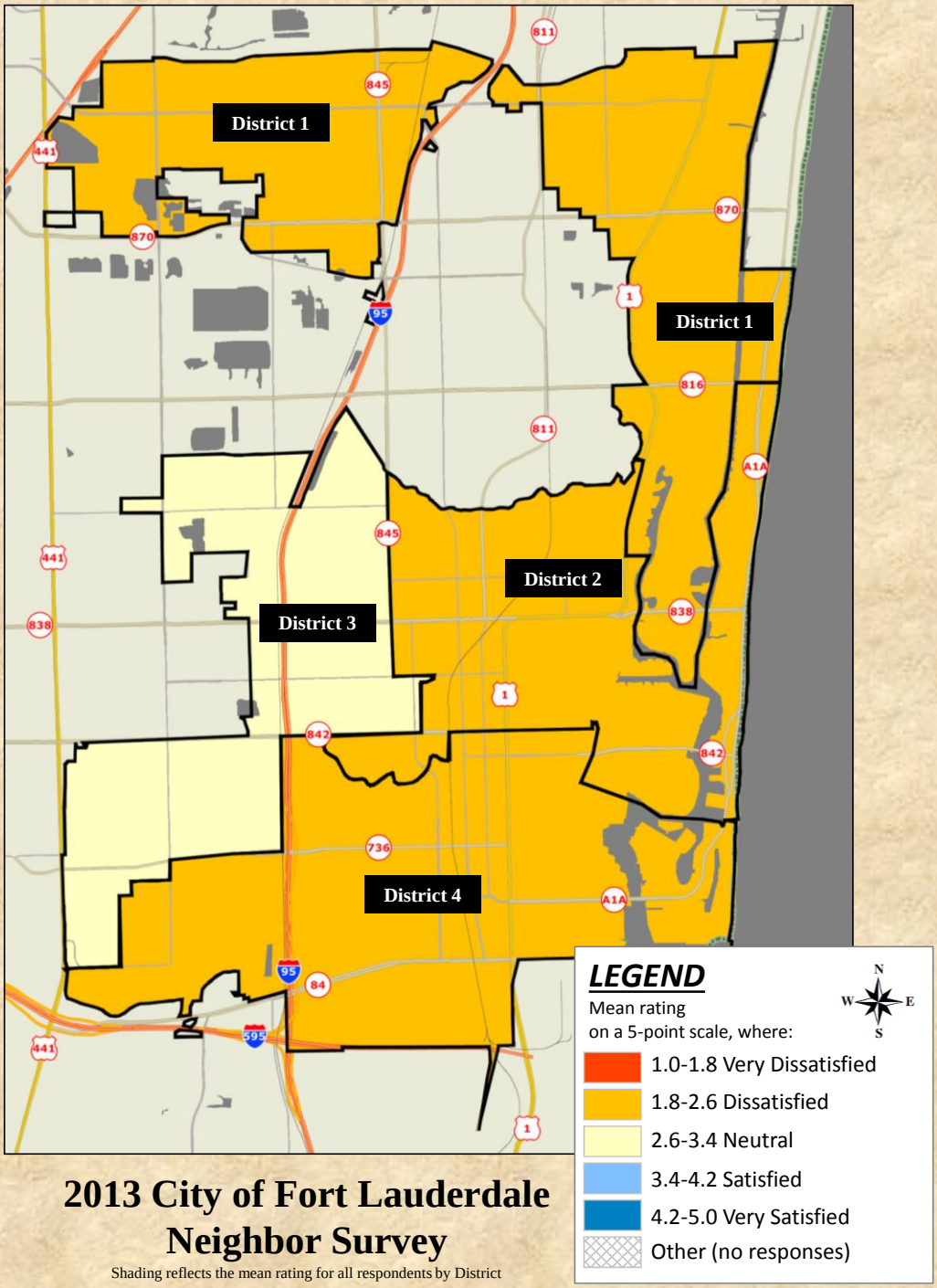
Q16m Satisfaction with the cost of public parking



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

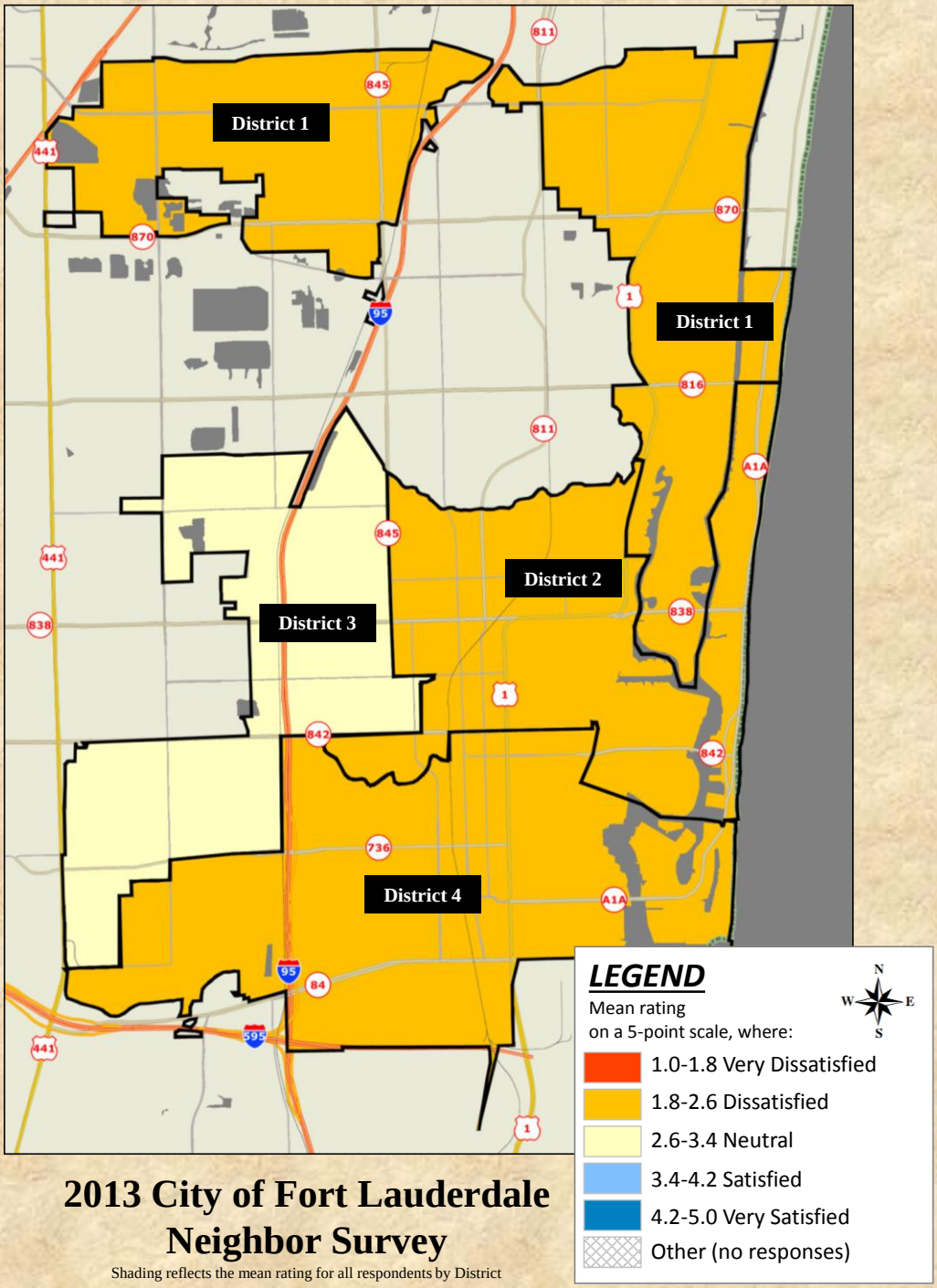
Q16n Satisfaction with the cost of private parking



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

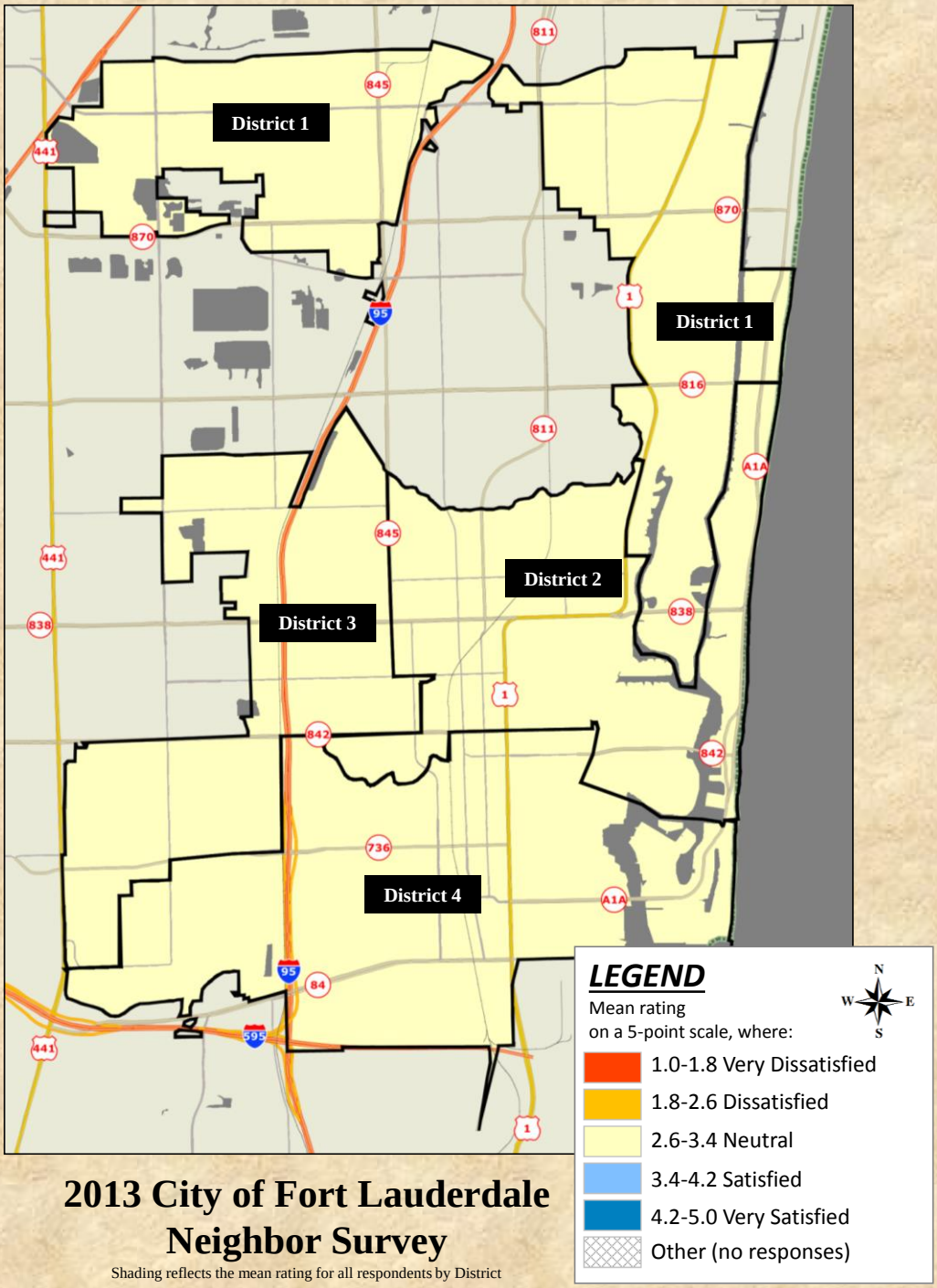
Q16o Satisfaction with the management of traffic flow and congestion



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

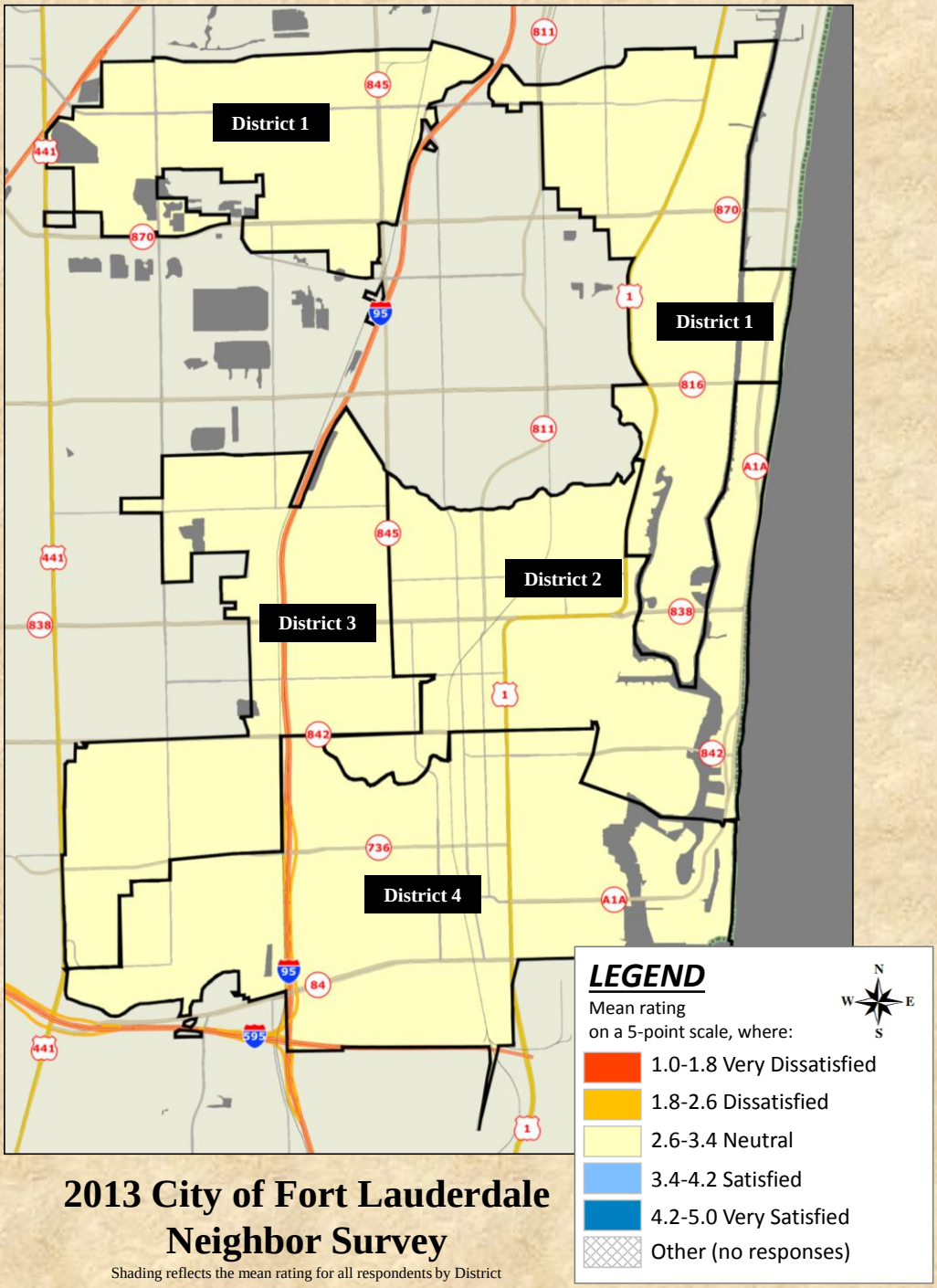
Q16p Satisfaction with the maintenance of streets in your neighborhood



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

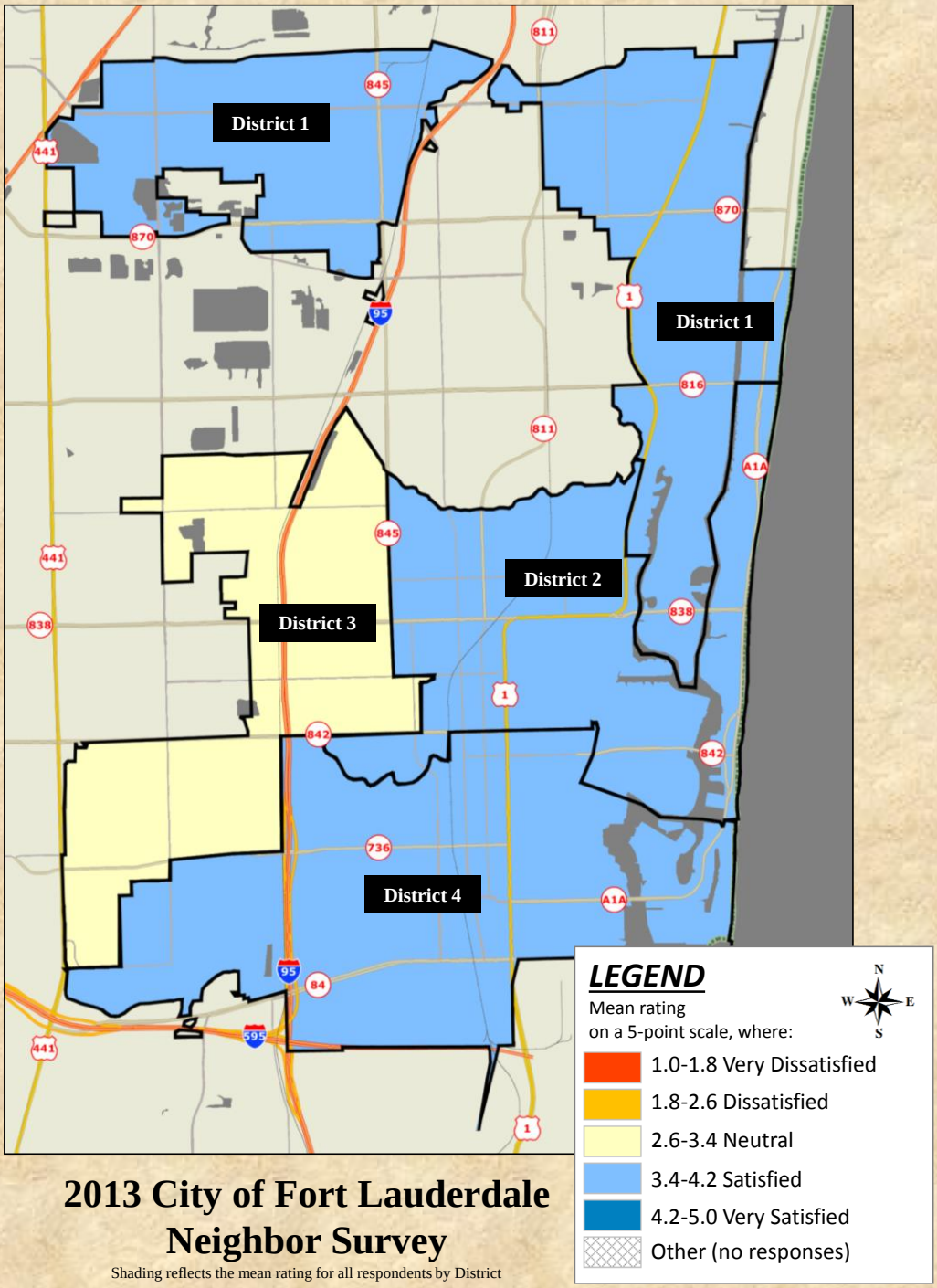
Q16q Satisfaction with the overall maintenance of street signs/pavement markings



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

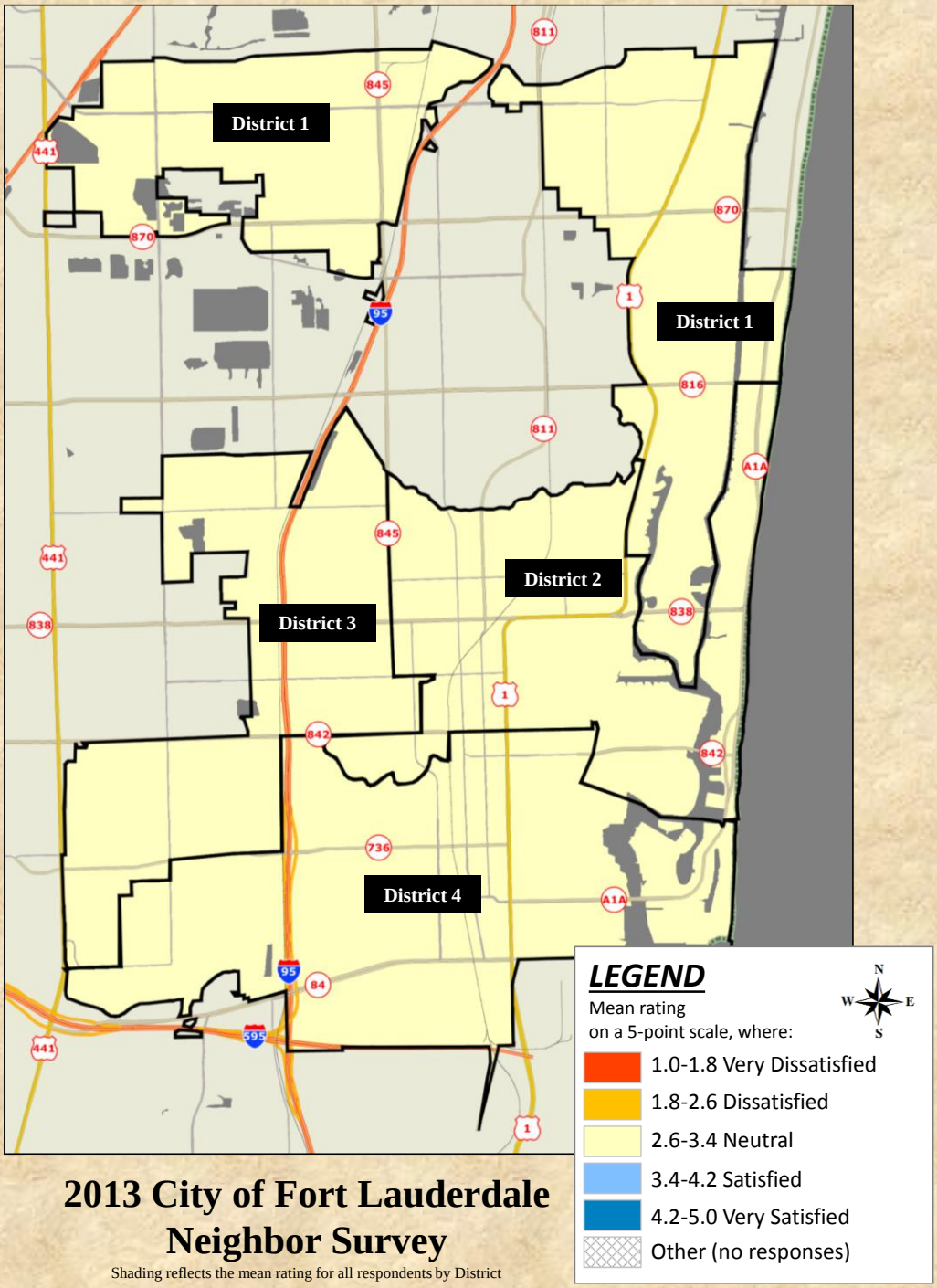
Q16r Satisfaction with the overall cleanliness of streets



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

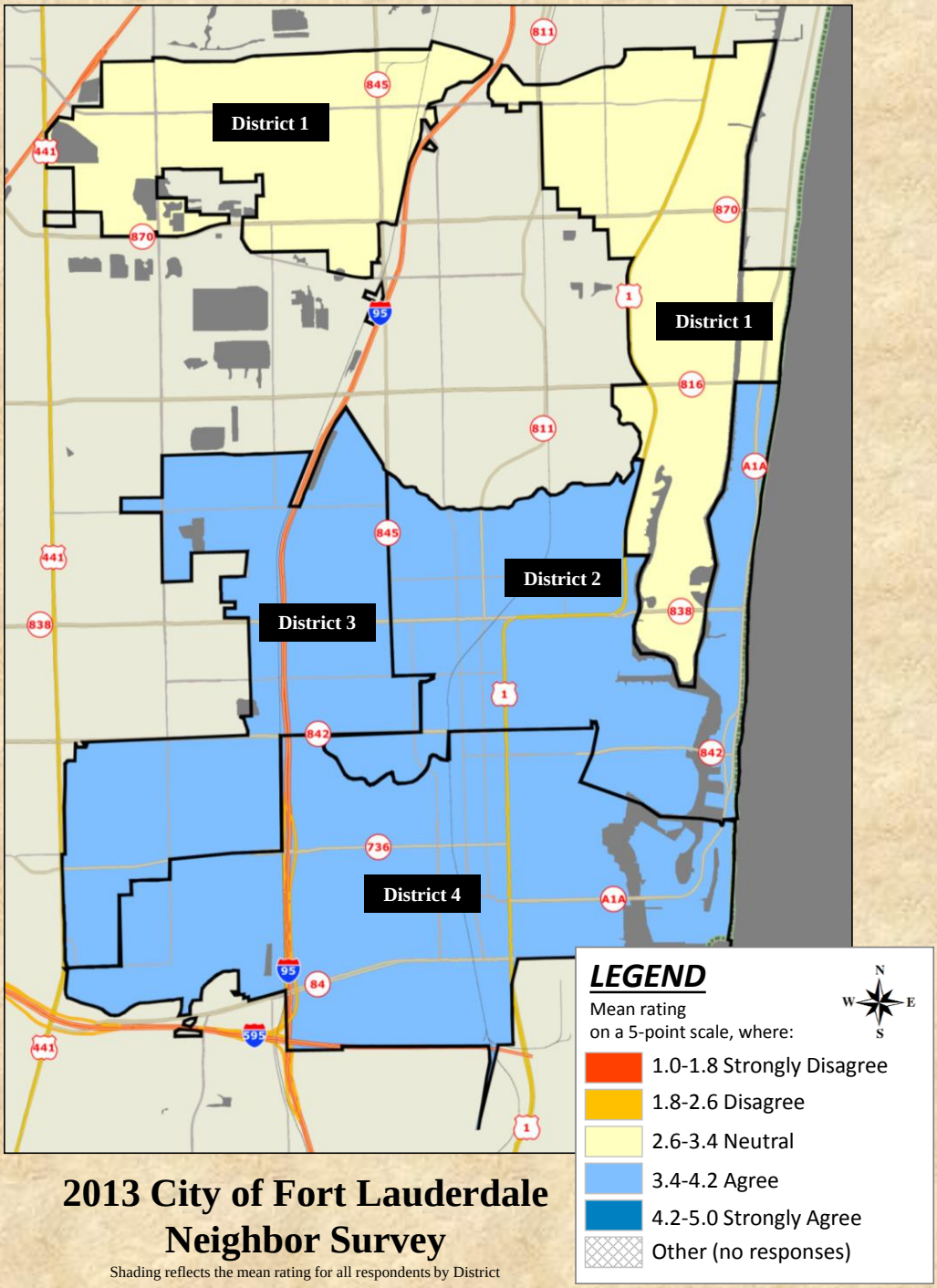
Q16s Satisfaction with the adequacy of street lighting



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

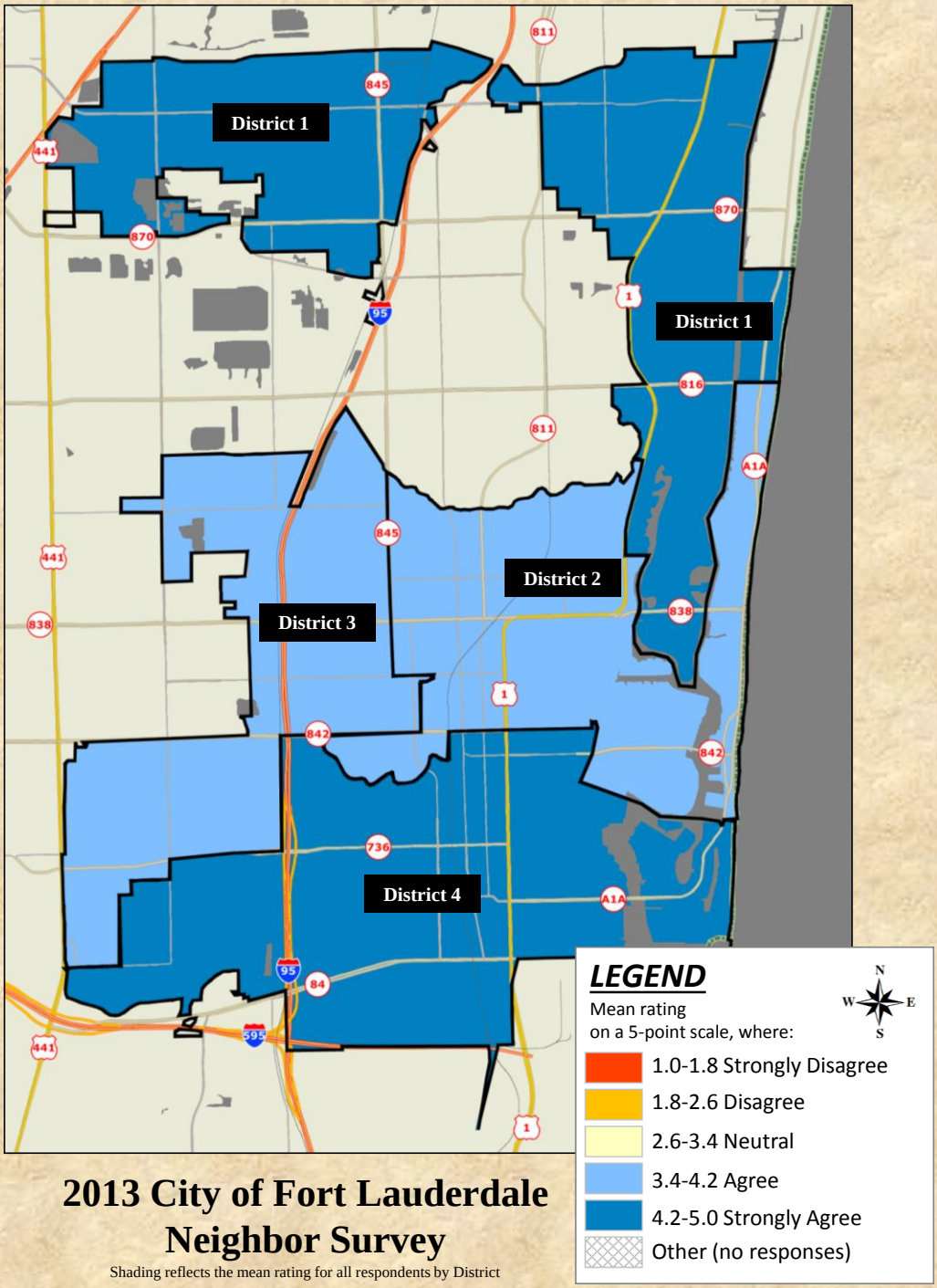
Q21a Agreement that residents are satisfied with the amount of tree canopy coverage



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

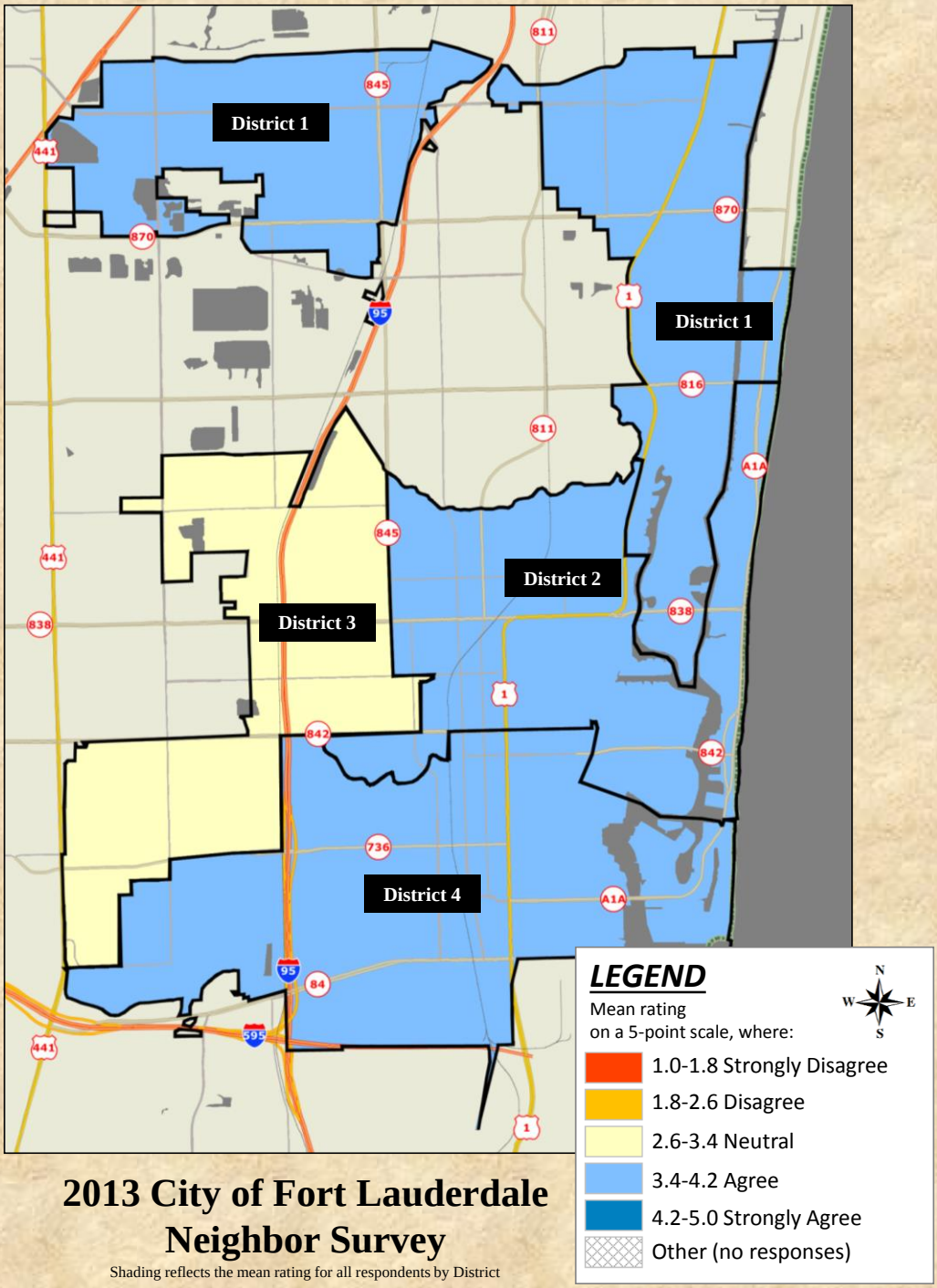
Q21b Agreement that residents feel the single stream recycling program has reduced their household garbage disposal



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

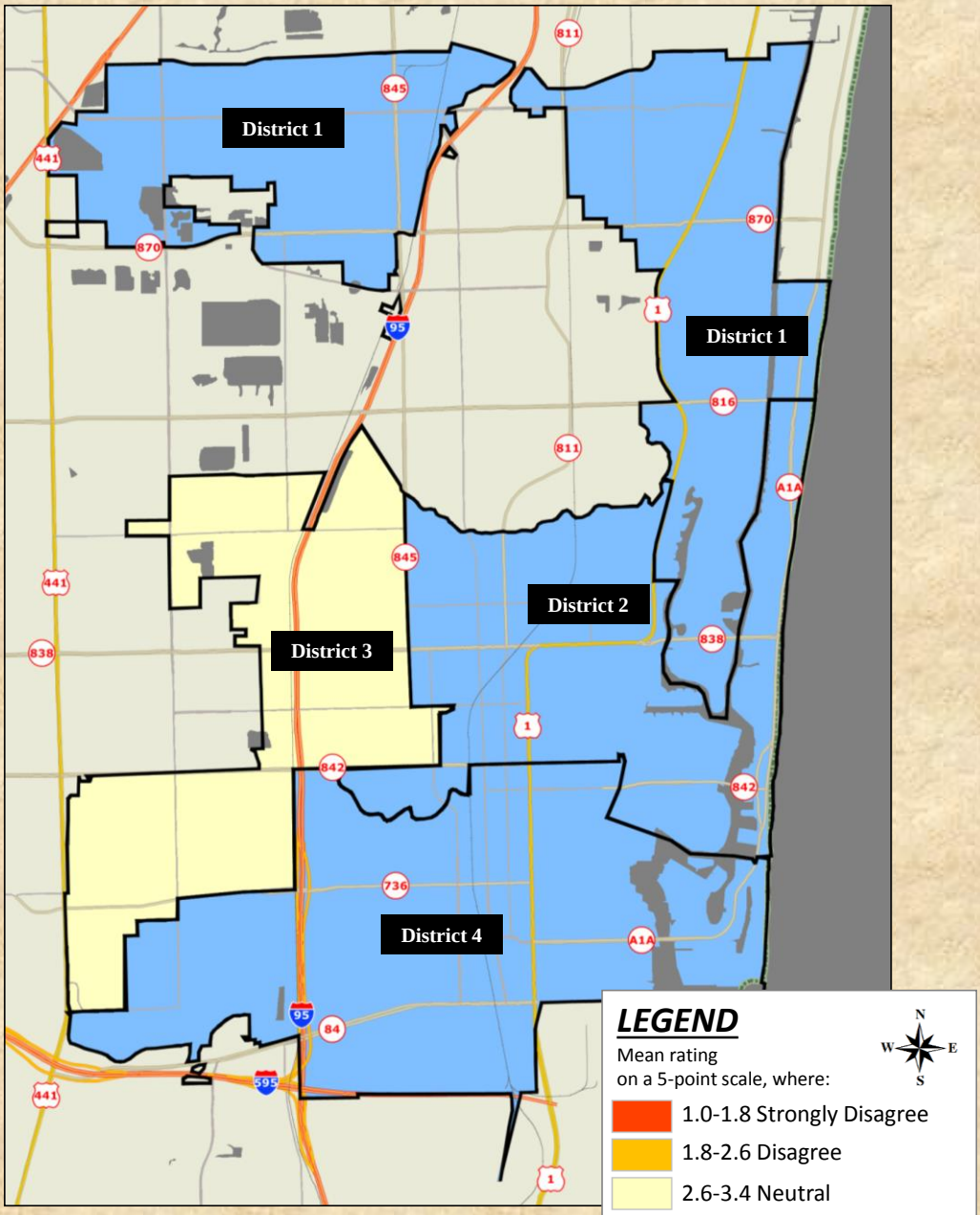
Q21c Agreement that residents are informed about local climate change issues



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

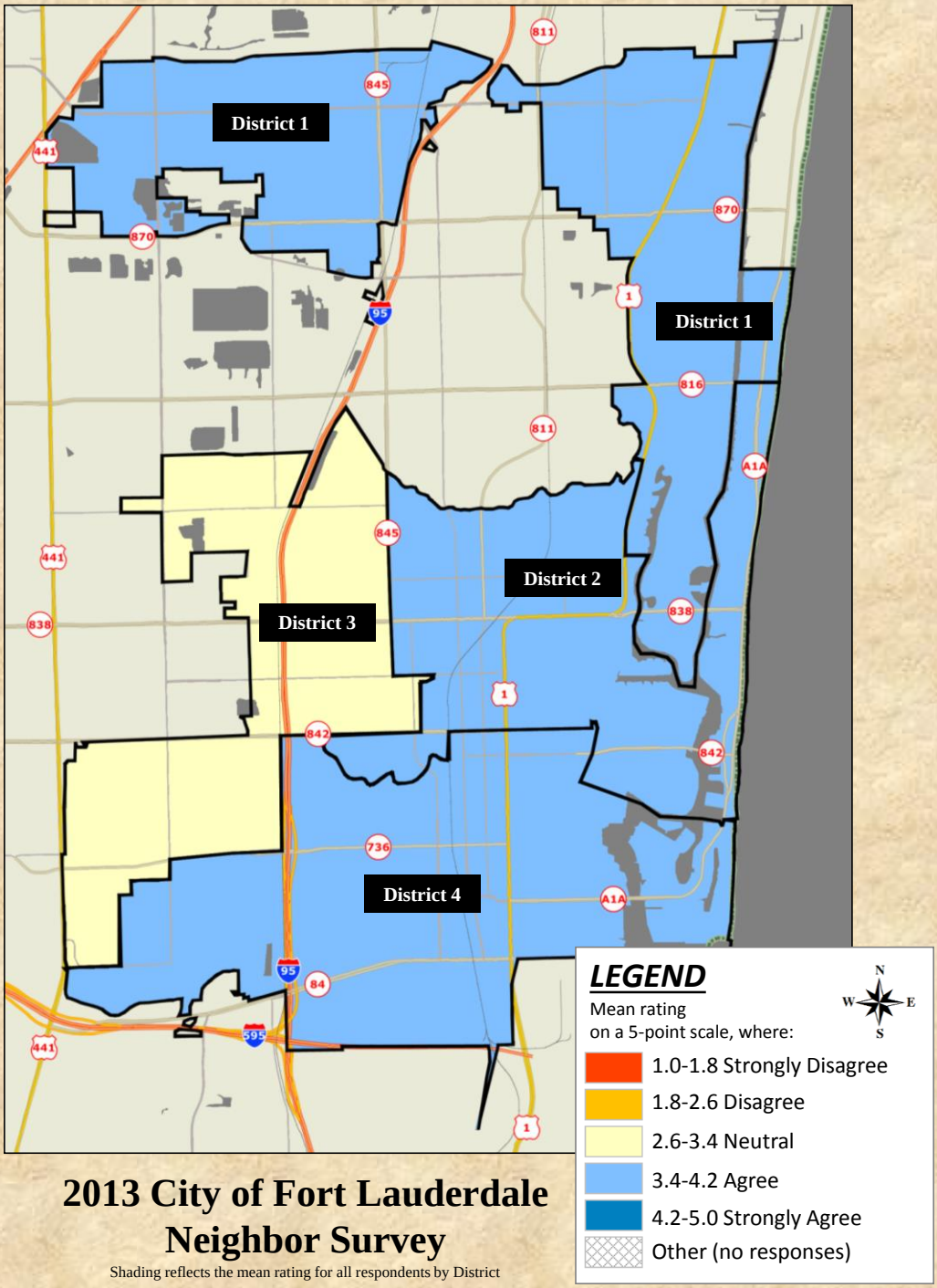
Q21d Agreement that residents have observed coastal water level increases



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

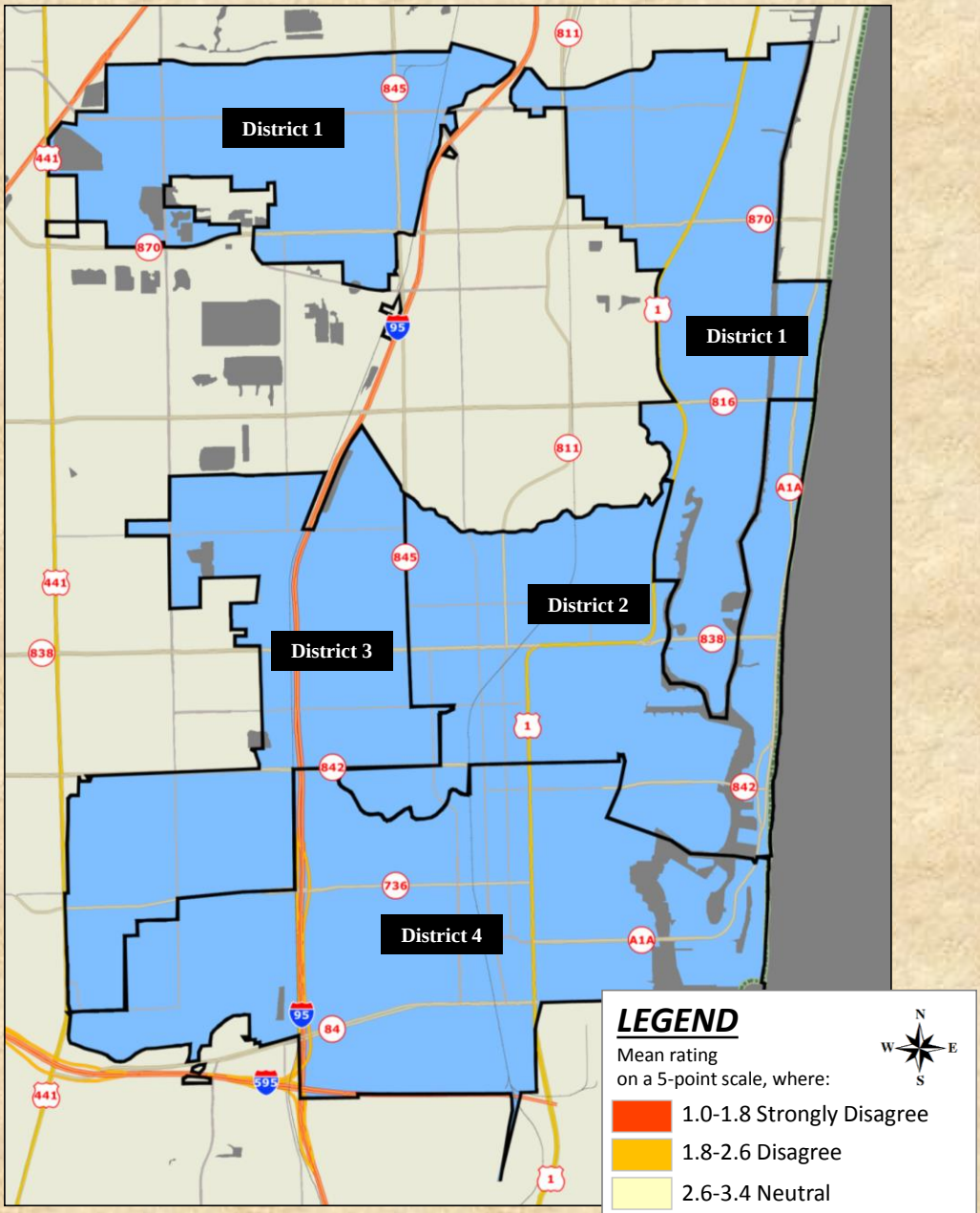
Q21e Agreement that residents have observed increased flooding



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

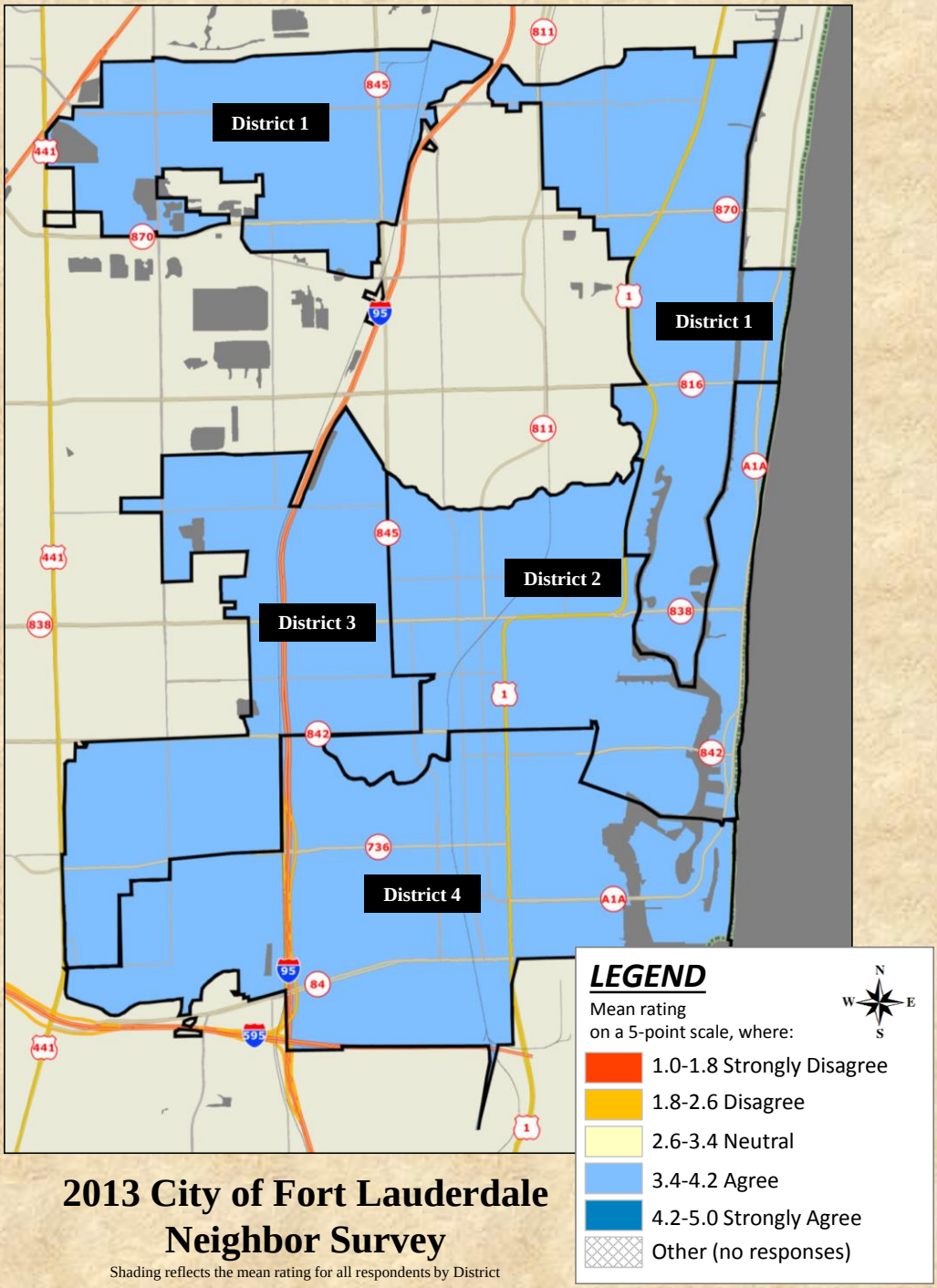
Q21f Agreement that residents have observed increased weather temperatures



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

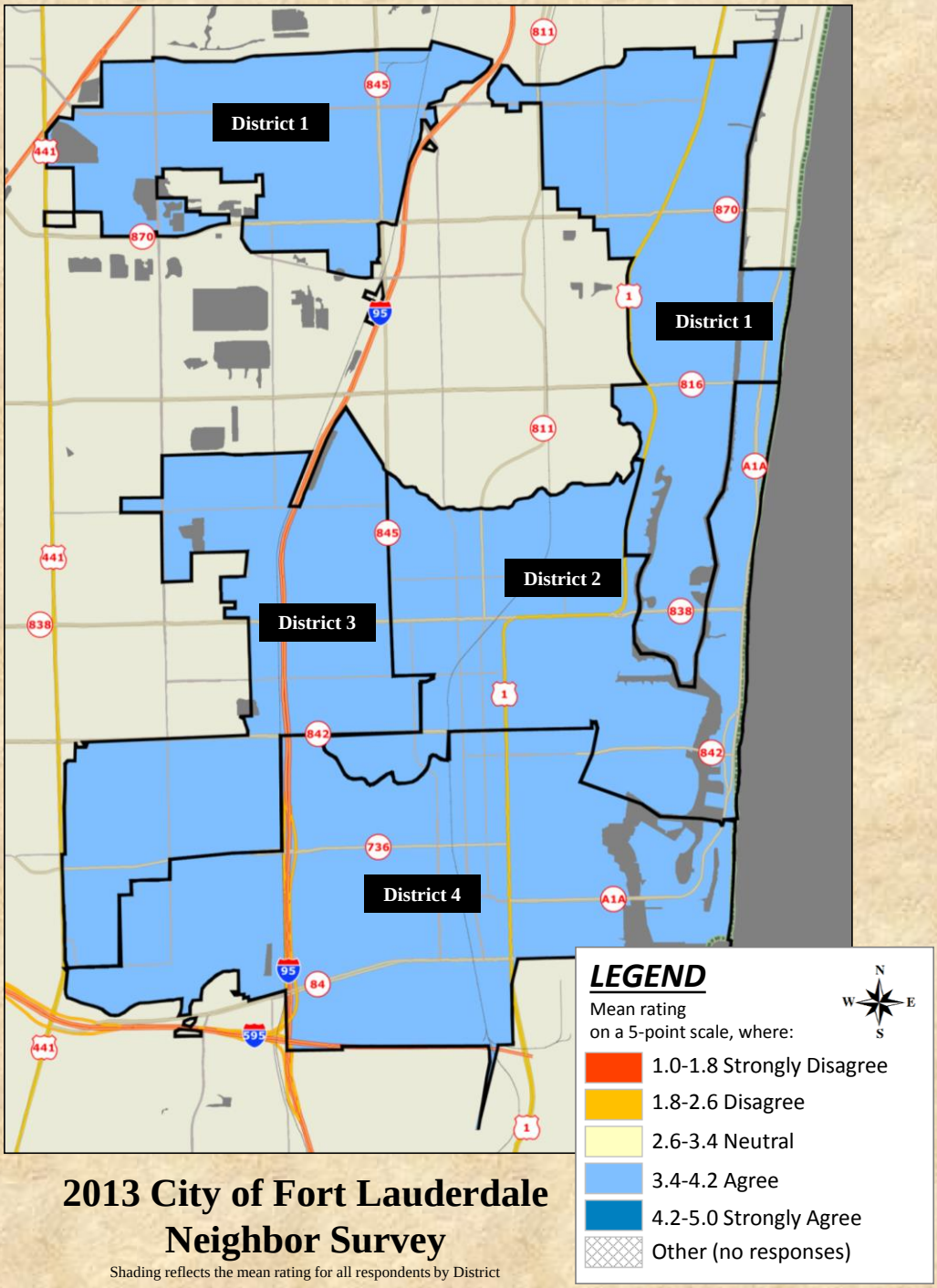
Q21g Agreement that residents feel their household is energy efficient



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

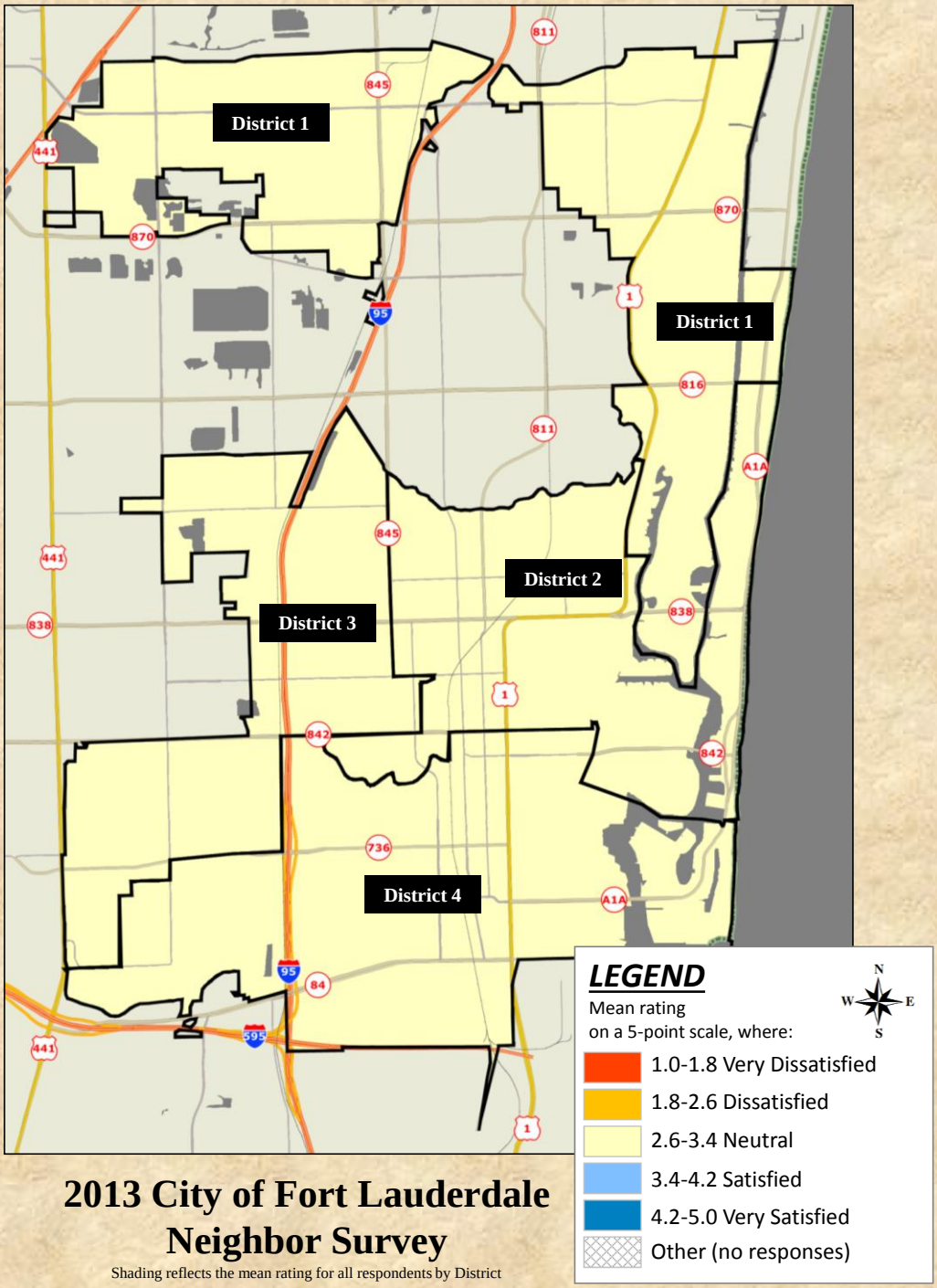
Q21h Agreement that that residents feel their household is water efficient



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

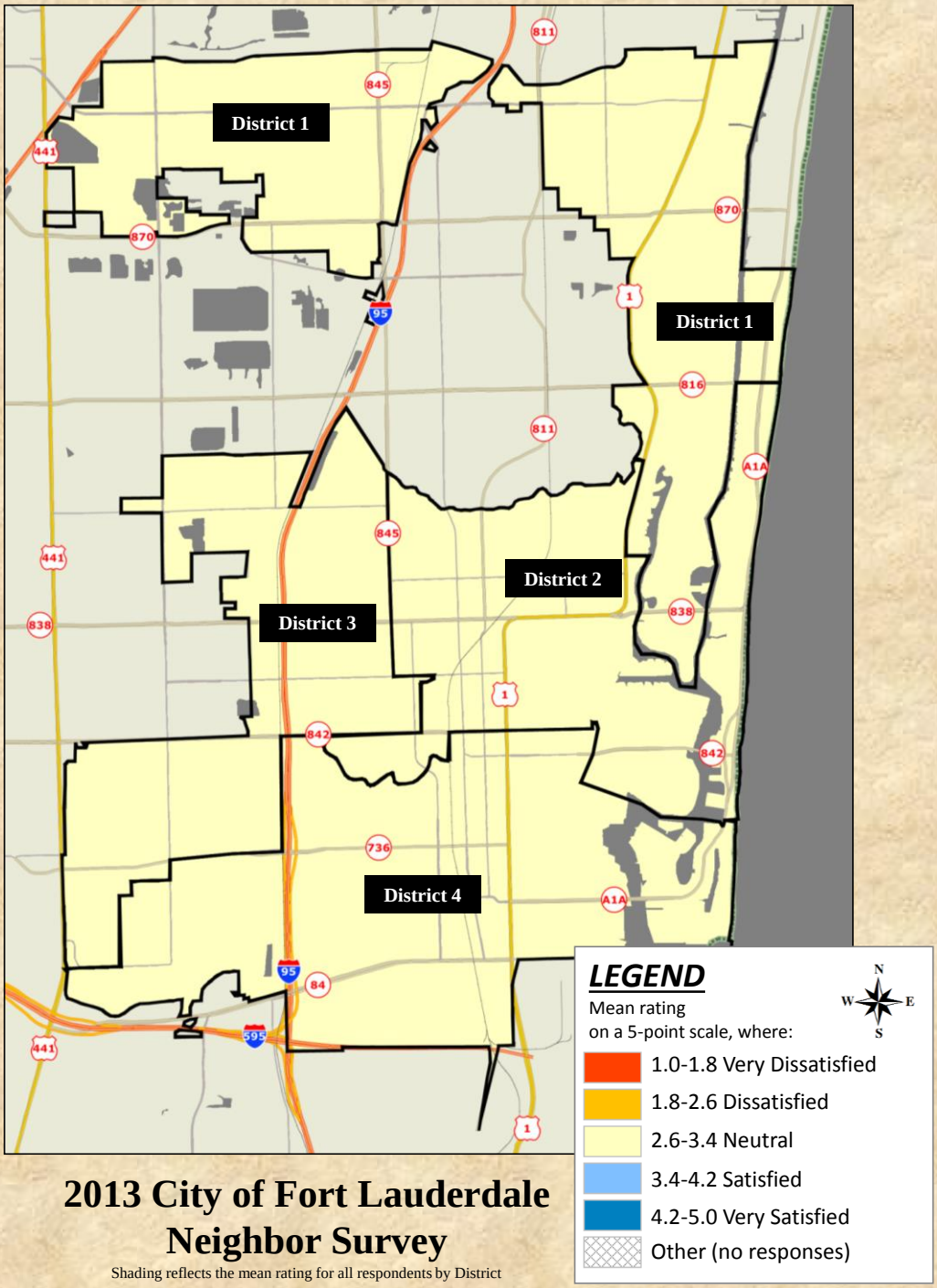
Q22a Satisfaction with the overall quality of drinking water



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

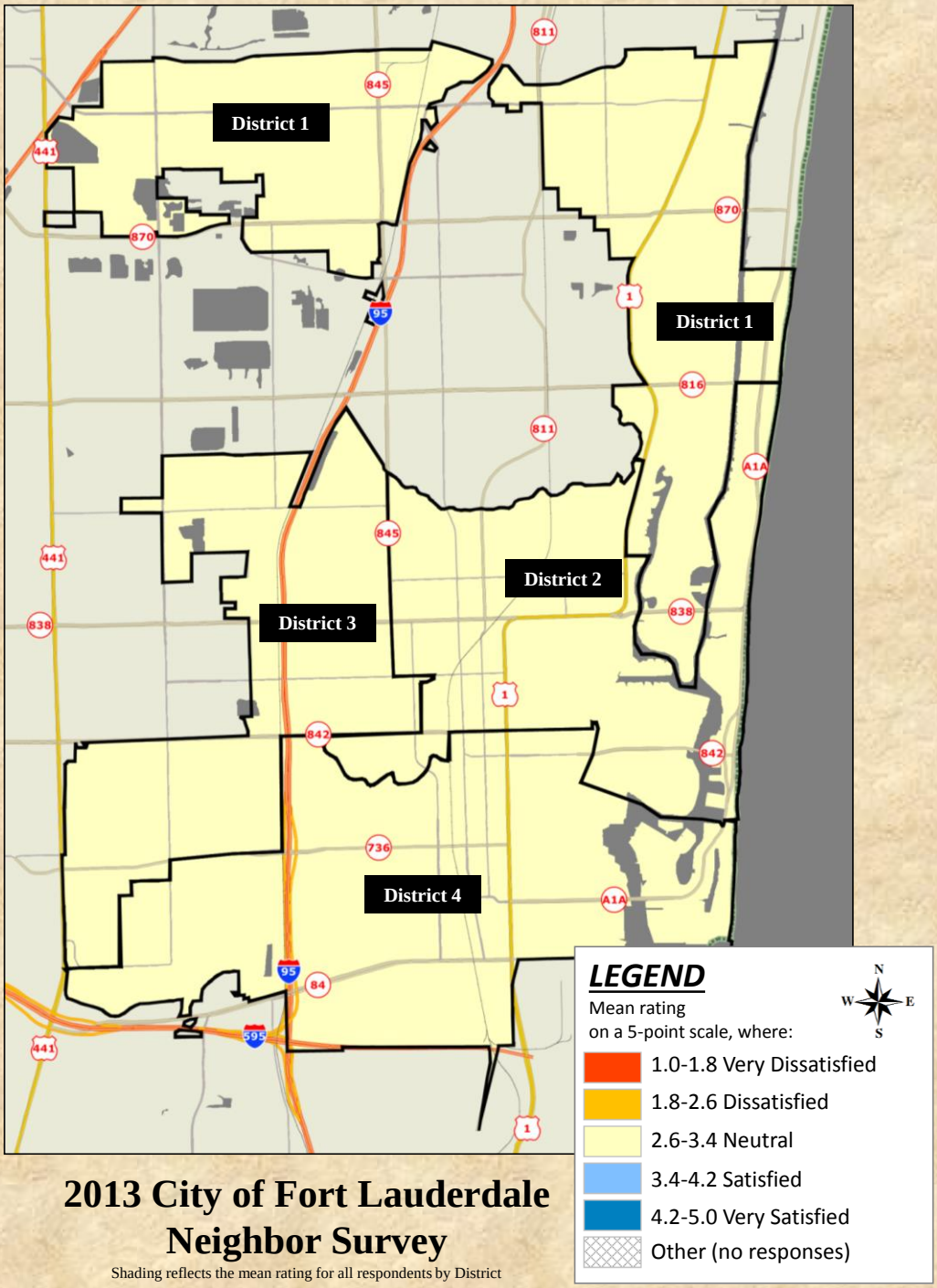
Q22b Satisfaction with the prevention of tidal-related flooding



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

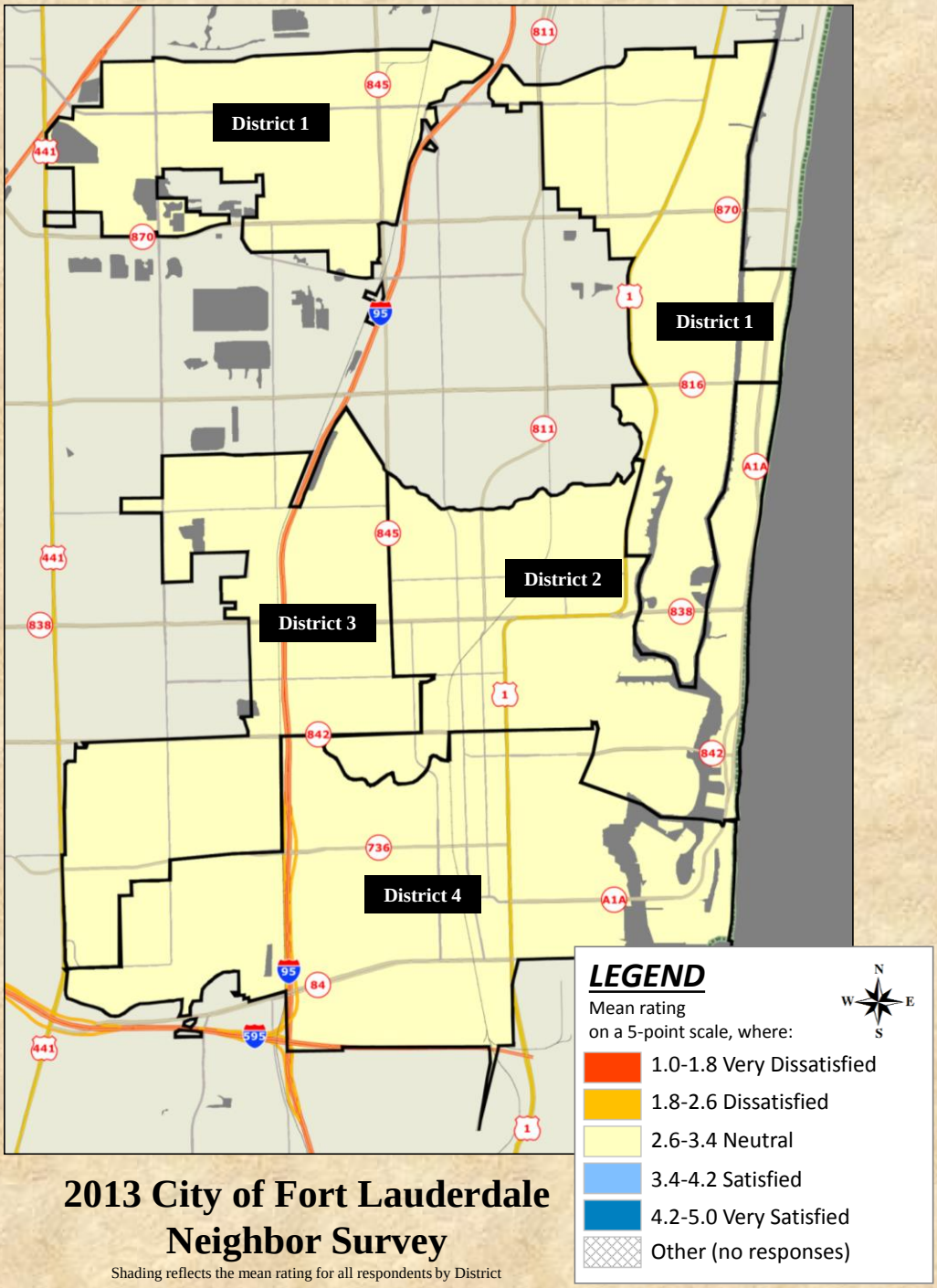
Q22c Satisfaction with the prevention of storm water-related flooding



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

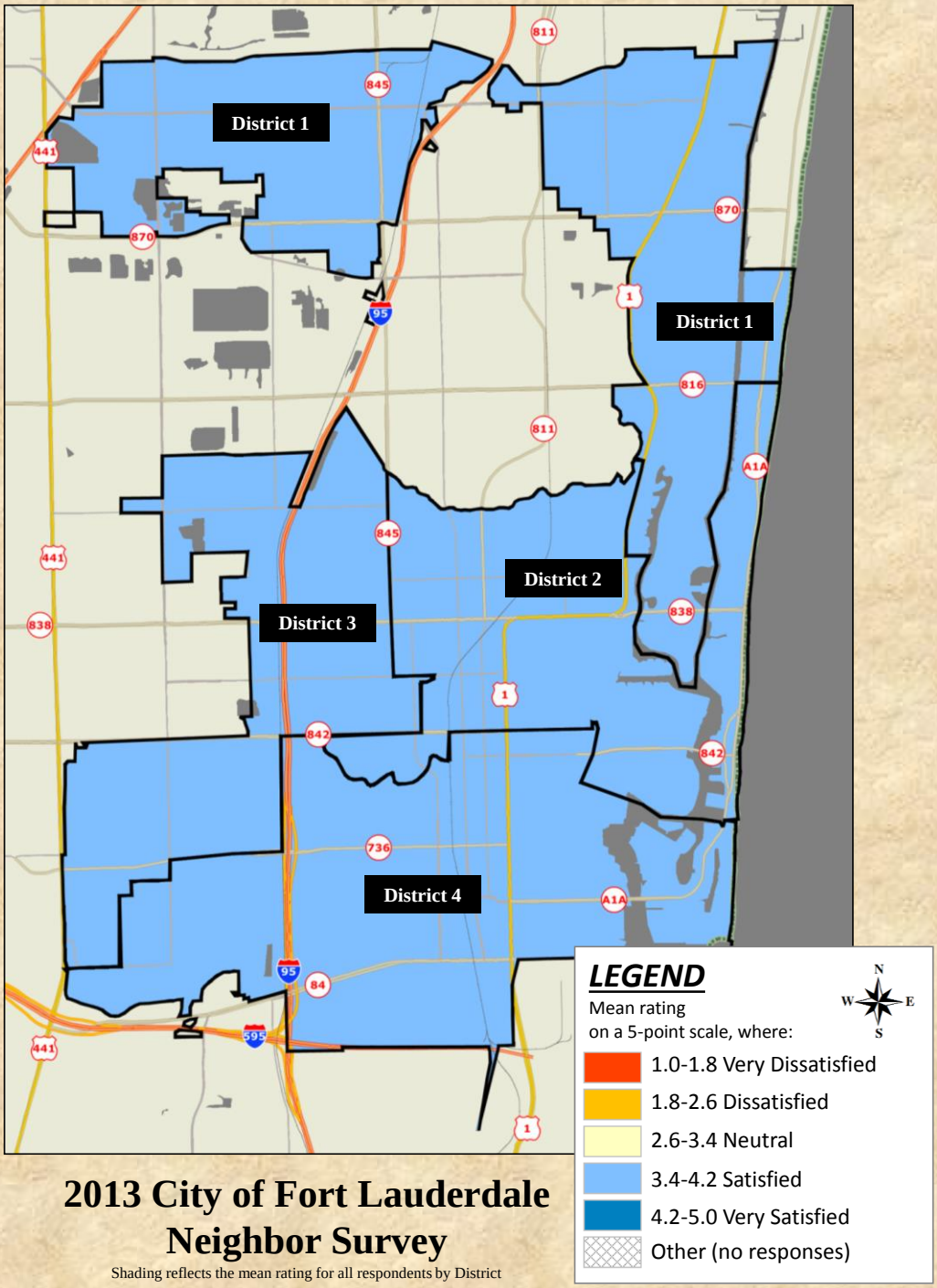
Q22d Satisfaction with the cleanliness of waterways near your home



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

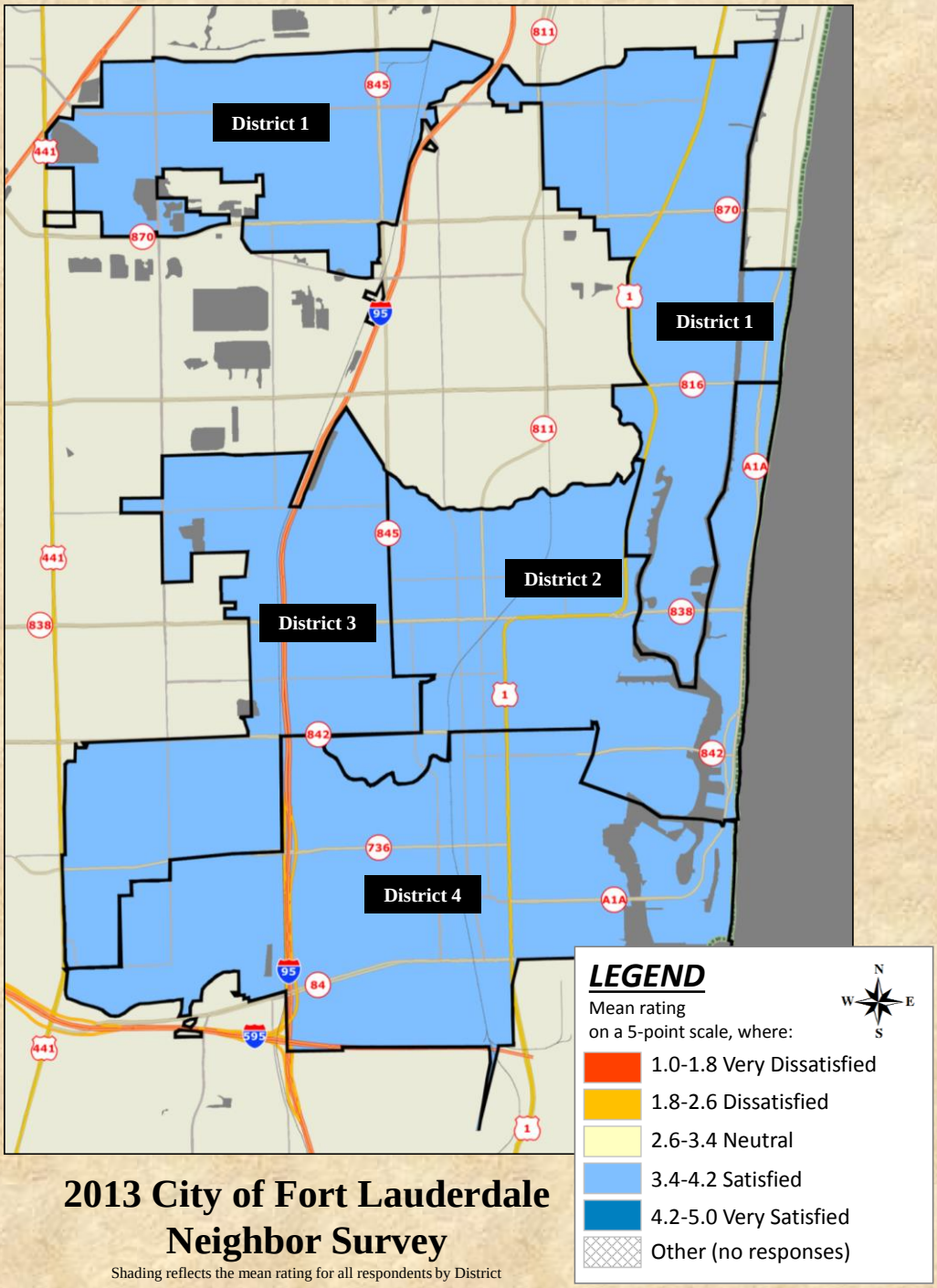
Q22e Satisfaction with the quality of sewer (wastewater) services



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

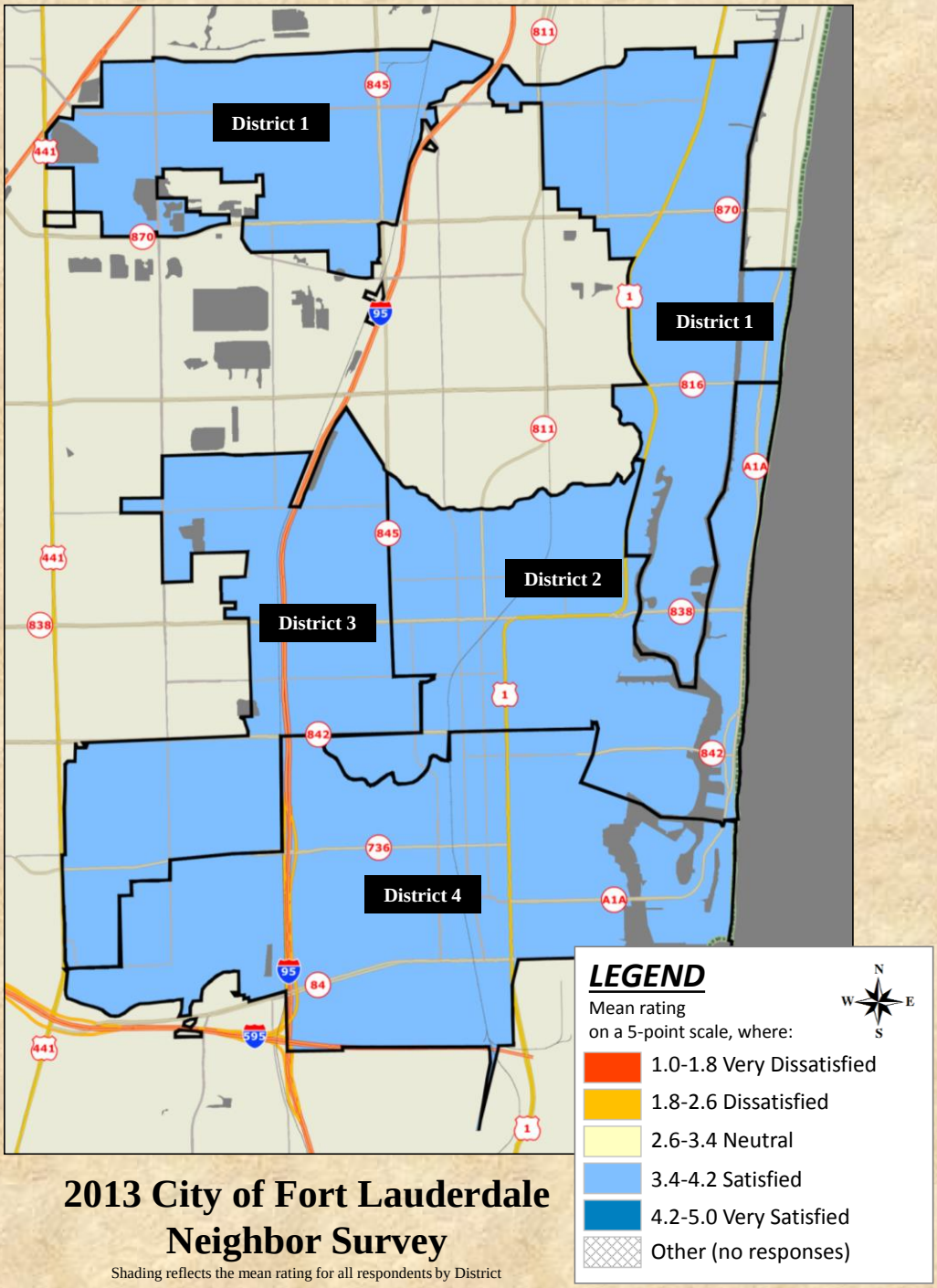
Q22f Satisfaction with the residential garbage collection



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

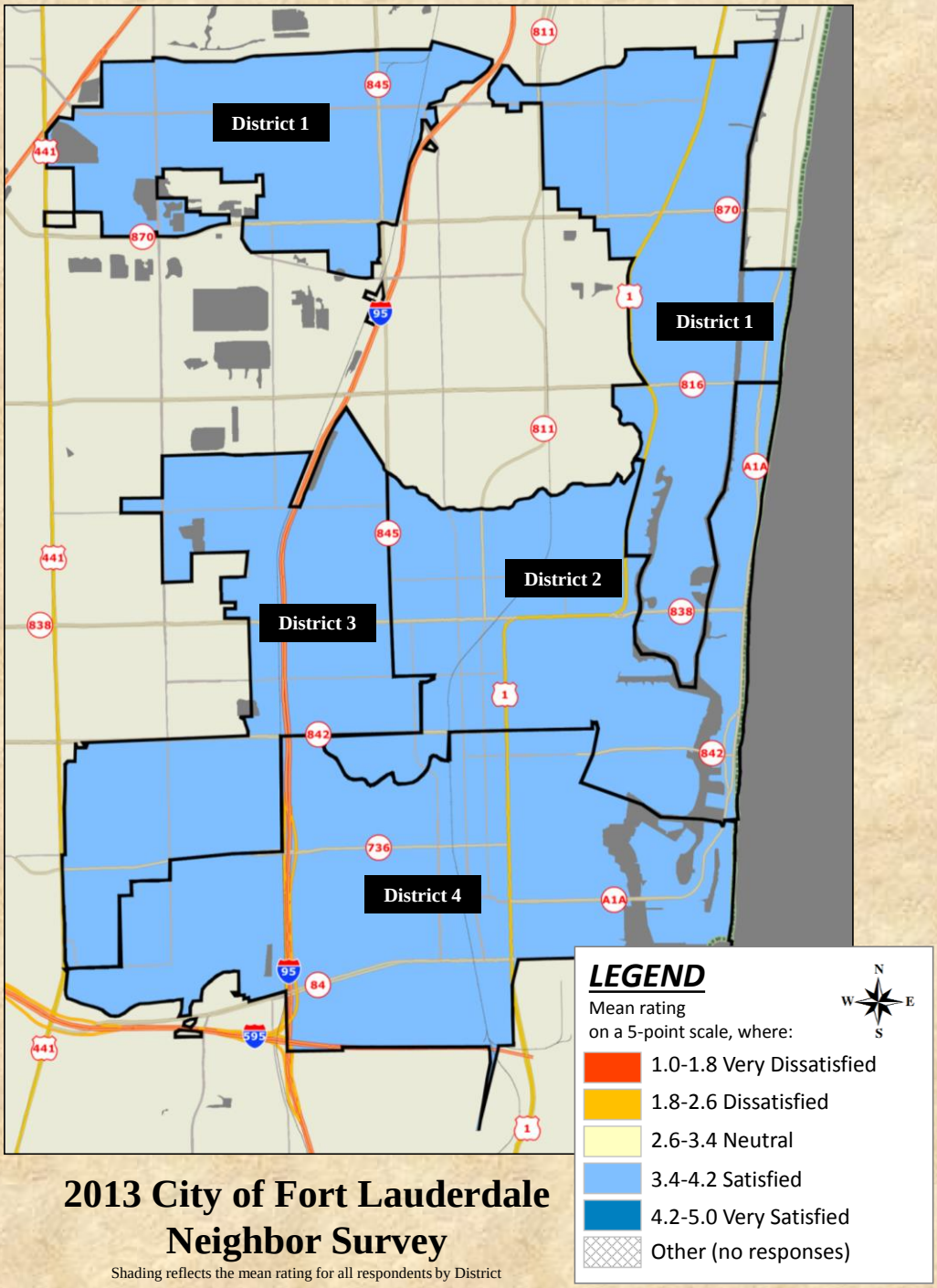
Q22g Satisfaction with the residential bulk trash collection



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

Q22h Satisfaction with the residential recycling services



2013 City of Fort Lauderdale Neighbor Survey

Shading reflects the mean rating for all respondents by District

Section 4:

Survey Instrument

CITY OF
FORT LAUDERDALE
FLORIDA

The Venice of America
John P. "Jack" Seiler
MAYOR

100 North Andrews Avenue • 33301
(954) 828-5003
(954) 828-5667 Fax
jack.seiler@fortlauderdale.gov
www.fortlauderdale.gov

November 2013

Dear Fort Lauderdale Neighbor:

The City of Fort Lauderdale is committed to building community in partnership with each and every one of you - our neighbors.

In order to continue to enhance our programs and services, we are asking you to participate in our Second Annual Neighbor Survey. Your input will enable us to see where we are exceeding expectations, as well as identify areas where improvements are needed to ensure our city moves strategically and innovatively into the future.

Last year, neighbors shared opinions about their levels of satisfaction with our quality of life and services, while also communicating issues of concern. These survey results were instrumental in developing *Press Play Fort Lauderdale 2018*, our five-year Strategic Plan. The Strategic Plan serves as our roadmap to accomplishing the goals and aspirations outlined in *Fast Forward Fort Lauderdale*, our recently adopted City Vision Plan for 2035. You should know that we are already making significant progress on many of the high priorities identified in last year's survey. To that end, I encourage you to visit our website at www.fortlauderdale.gov to view the complete 2012 Neighbor Survey results.

As a city, it is our job to provide the services you need and desire. In order for us to improve, we need your input, comments, and feedback.

Please take a few moments to complete the survey. Your participation is vital to the success of this effort, and your responses will remain anonymous. A postage-paid return envelope has been provided for your convenience, or you may complete the survey online at www.2013fortlauderdalesurvey.com. Once the survey results are compiled, a report will be presented to the community. If you have any questions, please contact our Neighbor Support Office at (954) 828-5289.

Thank you for your help on this collaborative effort to build community, and thank you for continuing to work with us to make Fort Lauderdale an even better place to live, work, play, visit and raise a family.

Very truly yours,

Jack

John P. "Jack" Seiler
Mayor

Fast Forward Fort Lauderdale: Our City, Our Vision 2035 www.fortlauderdale.gov/vision

Press Play Fort Lauderdale: Our City, Our Strategic Plan 2018 www.fortlauderdale.gov/pressplay

Si usted tiene preguntas sobre la encuesta y no habla inglés, por favor llame a 1-888-369-7773 y hable con Terry. Gracias.

Si w pa pale angle epi ou gen kesyon sou sondaj sa a tanpri telephone 1-888-801-5368 epi mande pou Teri. Mèsi.

Printed on Recycled Paper

2013 Neighbor Survey

The City of Fort Lauderdale is committed to building community. Your feedback will inform planning and service delivery. Please take a few minutes to complete this survey. If you have questions, please contact Neighbor Support at (954) 828-5289.

1.	**OVERALL OPINION OF THE CITY** **Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor", please rate the City of Fort Lauderdale with regard to the following:**	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to educate children	5	4	3	2	1	9
D.	As a place to work	5	4	3	2	1	9
E.	As a place for play & leisure	5	4	3	2	1	9
F.	As a place to visit	5	4	3	2	1	9
G.	As a place to retire	5	4	3	2	1	9
H.	As a place to seasonally reside	5	4	3	2	1	9
I.	Overall quality of life	5	4	3	2	1	9
J.	Overall sense of community	5	4	3	2	1	9
K.	Overall image of the City	5	4	3	2	1	9
L.	As a city that is moving in the right direction	5	4	3	2	1	9

2.	**LEVEL OF AGREEMENT WITH CITY GOALS** **Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please indicate your level of agreement with the following statements:**	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A.	The City of Fort Lauderdale builds community	5	4	3	2	1	9
B.	The City of Fort Lauderdale continuously improves services	5	4	3	2	1	9
C.	The City of Fort Lauderdale uses your tax dollars wisely	5	4	3	2	1	9

3.	**OVERALL SATISFACTION WITH CITY SERVICES** **Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.**	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of City services	5	4	3	2	1	9
B.	Overall quality of police and fire services	5	4	3	2	1	9
C.	Overall quality of parks and recreation programs and facilities	5	4	3	2	1	9
D.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
E.	Overall enforcement of City ordinances	5	4	3	2	1	9
F.	Overall maintenance of City streets, sidewalks, and infrastructure	5	4	3	2	1	9
G.	Overall maintenance of City buildings and facilities	5	4	3	2	1	9
H.	Overall flow of traffic	5	4	3	2	1	9
I.	Effectiveness of communication with the community	5	4	3	2	1	9
J.	How well the City is preparing for the future	5	4	3	2	1	9
K.	How well the City is prepared for disasters	5	4	3	2	1	9
L.	Quality of landscaping in parks, medians and other public areas	5	4	3	2	1	9

4. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 3 above.]

_____ 1st _____ 2nd _____ 3rd

5. PERCEPTION Several items that may influence your perception of Fort Lauderdale as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Overall feeling of safety in the City	5	4	3	2	1	9
B.	Overall value received for City tax dollars and fees	5	4	3	2	1	9
C	Overall planning for growth	5	4	3	2	1	9
D.	Overall appearance of the City	5	4	3	2	1	9
E.	Availability of affordable housing	5	4	3	2	1	9
F.	Availability of employment	5	4	3	2	1	9
G.	Acceptance of diversity	5	4	3	2	1	9
H.	Availability of affordable child care	5	4	3	2	1	9
I.	Quality of public schools	5	4	3	2	1	9
J.	Quality of private schools	5	4	3	2	1	9
K.	Availability of affordable quality care for aging adults	5	4	3	2	1	9
L.	Availability of affordable quality health care	5	4	3	2	1	9
M.	Availability of preventive health services	5	4	3	2	1	9
N.	Efforts in addressing homelessness	5	4	3	2	1	9

6. Fire Rescue and Emergency Management Planning Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local fire protection	5	4	3	2	1	9
B.	Professionalism of employees responding to emergencies	5	4	3	2	1	9
C.	How quickly fire rescue responds to 911 emergencies	5	4	3	2	1	9
D.	Quality of Emergency Medical Services (EMS)	5	4	3	2	1	9
E.	Quality of lifeguard protection at City beaches	5	4	3	2	1	9
	Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please indicate your level of agreement with the following statements:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
F.	My household is prepared with food, water and other supplies for an emergency, such as a natural disaster.	5	4	3	2	1	9
G.	I know where to get information during an emergency.	5	4	3	2	1	9

7. Which TWO of the Fire Rescue and Emergency items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 6 above.]

_____ 1st _____ 2nd

8. Public Safety: Police For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local police protection.	5	4	3	2	1	9
B.	Professionalism of employees responding to emergencies	5	4	3	2	1	9
C.	How quickly police respond to 911 emergencies	5	4	3	2	1	9
D.	The visibility of police in neighborhoods	5	4	3	2	1	9
E.	The City's efforts to prevent crime	5	4	3	2	1	9

9. Which TWO of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 8 above.]

_____ 1st _____ 2nd

10. Have you met a police officer in your neighborhood or at a civic association meeting?

_____ (1) Yes _____ (2) No _____ (3) Don't know

11. Perceptions of Safety Using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:		Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
A.	Walking in your neighborhood during the day	4	3	2	1	9
B.	Walking in your neighborhood at night	4	3	2	1	9
C.	In commercial/business areas during the day	4	3	2	1	9
D.	In commercial/business areas at night	4	3	2	1	9
E.	Along the beach corridor	4	3	2	1	9
F.	In the downtown entertainment area	4	3	2	1	9
G.	At special events	4	3	2	1	9
H.	In City parks	4	3	2	1	9

12. Codes and Ordinances Related to Appearance For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5, means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D.	Enforcing maintenance of business property	5	4	3	2	1	9

13. Community Planning and Development For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Process for obtaining permits for construction or renovation	5	4	3	2	1	9
B.	Process for conducting inspections for construction or renovation	5	4	3	2	1	9
C.	Effectiveness of City efforts to revitalize low-income areas	5	4	3	2	1	9
D.	City support for use of sustainable construction (materials, energy and water efficiency)	5	4	3	2	1	9
E.	City support of the preservation of historic buildings in the City	5	4	3	2	1	9

14. Parks and Recreation For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Proximity of your home to City parks	5	4	3	2	1	9
C.	Quality of athletic fields	5	4	3	2	1	9
D.	Quantity of athletic fields	5	4	3	2	1	9
E.	Availability of information about City parks and recreation programs	5	4	3	2	1	9
F.	Variety of parks programs	5	4	3	2	1	9
G	Cost of parks programs and facility fees	5	4	3	2	1	9
H.	City youth athletic programs	5	4	3	2	1	9
I.	City adult athletic programs	5	4	3	2	1	9
J.	Quality of the City's special events and festivals	5	4	3	2	1	9
K.	Amount of the City's special events and festivals	5	4	3	2	1	9
L.	Ease of registering for programs	5	4	3	2	1	9
M.	Availability of green space near your home	5	4	3	2	1	9

15. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from Question 14 above.]

1st _____ 2nd _____ 3rd _____

16. Transportation and Mobility For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Availability of sidewalks	5	4	3	2	1	9
B.	Condition of sidewalks	5	4	3	2	1	9
C.	Availability of greenways for walking or biking	5	4	3	2	1	9
D.	Safety of biking	5	4	3	2	1	9
E.	Safety of walking	5	4	3	2	1	9
F.	Availability of biking paths and amenities	5	4	3	2	1	9
G.	Availability of B-Cycle stations	5	4	3	2	1	9
H.	Availability of public transit options (Tri-Rail and Bus Service)	5	4	3	2	1	9
I.	Availability of City mass transit (Sun Trolley)	5	4	3	2	1	9
J.	Availability of public parking	5	4	3	2	1	9
K.	Availability of public parking downtown	5	4	3	2	1	9
L.	Availability of public parking at the beach	5	4	3	2	1	9
M.	Cost of public parking	5	4	3	2	1	9
N.	Cost of private parking	5	4	3	2	1	9
O.	Management of traffic flow and congestion	5	4	3	2	1	9
P.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
Q.	Overall maintenance of street signs/pavement markings	5	4	3	2	1	9
R.	Overall cleanliness of streets	5	4	3	2	1	9
S.	Adequacy of street lighting	5	4	3	2	1	9

17. Which THREE of the transportation and mobility items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from Question 16 above.]

_____ 1st _____ 2nd _____ 3rd

18. Do you or does any member of your household use public transportation options?

_____ (1) Yes _____ (2) No

19. Does anyone in your household regularly ride a bicycle?

_____ (1) Yes _____ (2) No

20. Of these Community Investment Plan capital project types, which <u>three</u> would you select as the most important?

_____ A) More walkable and bikeable streets
_____ B) Park renovations/improvements
____ C) Water and Sewer system maintenance and improvements
_____ D) Pavement rehabilitation/roadway repairs
_____ E) Bridge repair
_____ F) City facilities renovations or replacement (e.g. roof replacements, playground replacements, elevator repairs)
_____ G) Stormwater and Drainage improvements

21. Sustainability Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please indicate your level of agreement with the following statements:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A.	I am satisfied with the amount of tree canopy coverage	5	4	3	2	1	9
B.	Single stream recycling program has reduced my household garbage disposal	5	4	3	2	1	9
C.	I am informed about local climate change issues	5	4	3	2	1	9
D.	I have observed coastal water level increases	5	4	3	2	1	9
E.	I have observed increased flooding	5	4	3	2	1	9
F.	I have observed increased weather temperatures	5	4	3	2	1	9
G.	My household is energy efficient	5	4	3	2	1	9
H.	My household is water efficient	5	4	3	2	1	9

22. Water, Wastewater, Waterways, Flooding, Sanitation For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of drinking water	5	4	3	2	1	9
B.	Prevention of tidal-related flooding	5	4	3	2	1	9
C.	Prevention of storm water-related flooding	5	4	3	2	1	9
D.	Cleanliness of waterways near your home	5	4	3	2	1	9
E.	Quality of sewer (wastewater) services	5	4	3	2	1	9
F.	Residential garbage collection	5	4	3	2	1	9
G.	Residential bulk trash collection	5	4	3	2	1	9
H.	Residential recycling services	5	4	3	2	1	9

23. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write the letters below using the letters from list in 22 above.]

_____ 1st _____ 2nd _____ 3rd

24. PUBLIC COMMUNICATION AND OUTREACH For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Ease of access to information about City services	5	4	3	2	1	9
B.	Opportunities to participate in local government (advisory boards, volunteering)	5	4	3	2	1	9
C.	Quality of www.fortlauderdale.gov	5	4	3	2	1	9

25. Which of the following are your primary sources of information about City issues, services, and events?
(check all that apply)

_____ (A) www.fortlauderdale.gov
_____ (B) Twitter
_____ (C) Facebook
_____ (D) Email subscription
_____ (E) City Newsletter
_____ (F) TV - 78
_____ (G) Television/News (which ones) _____
_____ (H) City Hall 954-828-8000
_____ (I) Radio (which ones) _____
_____ (J) Major Newspaper (which ones) _____
_____ (K) Community Newspapers
_____ (L) Homeowners, Neighborhood, or other Civic Association Newsletters
_____ (M) Homeowners, Neighborhood, or other Civic Association meetings

CUSTOMER SERVICE

26. Have you contacted the City during the past year?

___(1) Yes [answer Q26a through f)] ___(2) No [go to Q27]

26a-f. Only if you have contacted the City during the past year: Using a 5-point scale, where 5 means "Always" and 1 means "Never," please rate your satisfaction with City employees on the following behaviors:

Customer Service Characteristics:		Always	Usually	Sometimes	Seldom	Never	Don't Know
A.	It was easy to find someone to address my request	5	4	3	2	1	9
B.	The Fort Lauderdale employee went the extra mile	5	4	3	2	1	9
C.	The response time was reasonable	5	4	3	2	1	9
D.	I was able to get my question/ concern resolved	5	4	3	2	1	9
E.	Fort Lauderdale employees are courteous/professional	5	4	3	2	1	9
F.	I was satisfied with my experience	5	4	3	2	1	9

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

___(1) Yes [answer Q27a] ___(2) No [go to Q28]

27a. How would you rate your experience?

____(1) Excellent ____(3) Not sure
____(2) Good ____(4) Poor

28. Have you ever contacted our Utility Billing Office (954-828-5150)?

___(1) Yes [answer Q28a] ___(2) No [go to Q29]

28a. How would you rate your experience?

____(1) Excellent ____(3) Not sure
____(2) Good ____(4) Poor

29. <u>REASONS TO LIVE IN FORT LAUDERDALE</u> Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," how important is each reason in your decision to live in Fort Lauderdale, and are your needs being met?

	Indicators	*Very Important*	*Somewhat Important*	*Not sure*	*Un-important*	*Are your needs being met in Fort Lauderdale?*	
						Yes	*No*
A.	Sense of belonging to the community	4	3	2	1	A	B
B.	Access to the S. Florida region	4	3	2	1	A	B
C.	Quality of public schools	4	3	2	1	A	B
D.	Quality of private schools	4	3	2	1	A	B
E.	Employment opportunities	4	3	2	1	A	B
F.	Affordability of housing	4	3	2	1	A	B
G.	Access to quality shopping	4	3	2	1	A	B
H.	Availability of parks and recreation	4	3	2	1	A	B
I.	Near family or friends	4	3	2	1	A	B
J.	Safety and security	4	3	2	1	A	B
K.	Availability of transportation options	4	3	2	1	A	B
L.	Availability of cultural activities and the arts	4	3	2	1	A	B
M.	Access to restaurants/ entertainment	4	3	2	1	A	B
N.	Location of college, university or vocational Institutions	4	3	2	1	A	B

30. If you own a home in Fort Lauderdale, 20.88% of your property tax bill goes to the City of Fort Lauderdale to fund the City's operating budget that funds services such as public safety and park maintenance. The balance of your bill is split between the County (27.57%), the School District (37.91%), North Broward Hospital (8.90%), S. Florida Water Management (2.08%), Children Services (2.47%), and Florida Inland Navigation (.17%). 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?

_____ (1) Very satisfied _____ (3) Neutral _____ (5) Very Dissatisfied
_____ (2) Satisfied _____ (4) Dissatisfied _____ (6) Don't Know

<u>DEMOGRAPHICS</u>

31. Approximately how many years have you lived in the City of Fort Lauderdale?

____ (1) Less than 5 years ____ (3) 11-20 years
____ (2) 5-10 years ____ (4) More than 20 years

32. Do you have school age children (grades K-12) living at home?

____(1) Yes ____(2) No

32a. IF YES: For your school age children, what type(s) of school do they attend?

___(1) Public school ___(3) Private or Parochial School
___(2) Charter school ___(4) Home School

33. What is your age?

____ (1) Under 25
____ (2) 25 to 34
____ (3) 35 to 44
____ (4) 45 to 54
____ (5) 55 to 64
____ (6) 65+

34. Which of the following best describes your race?

___(1) African American/Black
___(2) American Indian or Alaska Native
___(3) Asian, Hawaiian or Other Pacific Islander
___(4) White
___(5) Other: _____

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

___(1) Spanish
___(2) English
___(3) Creole
___(4) French
___(5) Portuguese
___(6) Other: _____

36. Which of the following best describes your current place of employment?

_____ (1) Employed outside the home

Where do you work?

_____ (a) In Fort Lauderdale
_____ (b) Outside of Fort Lauderdale but inside Broward County
_____ (c) In Miami-Dade County
_____ (d) In Palm Beach County
_____ (e) Another location in Florida
_____ (f) Outside of the State of Florida

_____ (2) Work from home
_____ (3) Student, Retired, or not currently employed

37. Where do you plan to be living in the next 2-5 years?

___(1) Fort Lauderdale
___(2) Another city in Broward County
___(3) Another city outside Broward County in southern Florida
___(4) Other_____
___(9) Don't know

38. Would you say your total household income is:

____(1) Under $25,000
____(2) $25,000 to $49,999
____(3) $50,000 to $74,999
____(4) $75,000 to $99,999
____(5) $100,000 or more

39. Your gender: _____ (1) Male _____ (2) Female

40. Do you own or rent your current residence?

____(1) Own
____(2) Rent

41. Is your residence in Fort Lauderdale your primary or secondary residence?

____ (1) Primary (generally live in Fort Lauderdale year-round)
____ (2) Secondary (only live in Fort Lauderdale part of the year)

42. In what type of residence do you live?

____ (1) Single family home
____ (2) Townhome or Condominium
____ (3) Multi-family complex
____ (4) Other_____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you.