



Memorandum

Memorandum No: 22-052

Date: May 16, 2022

To: Honorable Mayor and Commissioners

From: Chris Lagerbloom, ICMA-CM, City Manager

Re: 2021 Neighbor Survey Results

The purpose of this memo is to share the findings of the 2021 Neighbor Survey, conducted by ETC Institute.

The Neighbor Survey has been conducted in the City of Fort Lauderdale for nine years and was administered between December 2021 and January 2022. ETC Institute ensures that the results are statistically valid and representative of the population of the City, both demographically and geographically (by District) for the surveyed year (2021). The Neighbor Survey provides information regarding neighbors' perceptions of the City and satisfaction with its services and identifies neighbors' priorities.

The City continues to see positive survey results as an "excellent" or "good" place to visit (88%), place for play and leisure (83%), and place to live (78%). Compared to the national average, the City rates notably higher as a place to visit and as a place to live. Neighbors gave low ratings for the City as a place to raise children (45%) and as a place to educate children (37%). It is important to note that ratings have significantly increased for the City as a place to educate children by more than 4% since 2019.

Regarding specific perceptions of the City, the quality of private schools (70%), acceptance of diversity (66%), and the availability of employment (57%) received the highest ratings. The City received a significant increase of 8% since 2019 for its rating for the availability of employment. The full findings report, including an executive summary of the results, is included as Exhibit 1.

Relationship between Importance and Satisfaction

To identify top community priorities, ETC Institute conducts an importance-satisfaction analysis. This analysis examines the level of satisfaction and the importance that neighbors placed on each survey question in comparison to those within the same category. The analysis consists of ranking services with the lowest satisfaction rating, that are also perceived as highly important by neighbors, as top priorities. By identifying services of high importance and low satisfaction, the analysis helps to identify which

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

Based on the results of the analysis, the major services that are recommended as the highest priorities over the next two years (high importance, low satisfaction) include:

- Overall flow of traffic
- Maintenance of streets, sidewalks, and infrastructure
- How well the City is preparing for the future
- Police services

This data is meant to guide decision-making as *Fast Forward Fort Lauderdale 2035*, the City's Vision Plan, and *Press Play Fort Lauderdale 2024*, the City's five-year Strategic Plan are implemented. The results inform the development of the annual operating budget and five-year Community Investment Plan.

Attachment

Exhibit 1 – 2021 Neighbor Survey Final Report

c: Tarlesha W. Smith, Esq., Assistant City Manager
Greg Chavarria, Assistant City Manager
Alain E. Boileau, City Attorney
David R. Solomon, City Clerk
Patrick Reilly, Interim City Auditor
Department Directors
CMO Managers