



Memorandum

Memorandum No: 25-070

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

FROM: Rickelle Williams, City Manager *RW*

DATE: June 20, 2025

SUBJECT: Mid-Year 2025 Neighbor Survey Results and Ongoing Efforts

The purpose of this memo is to share the mid-year findings of the 2025 Neighbor Survey.

Each year the City of Fort Lauderdale (City) conducts a Neighbor Survey to understand satisfaction and sentiment with a variety of City services. Zencity has administered the survey on behalf of the City since 2023 and ensures results are statistically valid and representative of the City of Fort Lauderdale – both demographically and geographically.

The web-based Neighbor Survey was conducted from January through March 2025, gathering input from 631 verified neighbors who were recruited through targeted digital advertisements via social media, mobile applications, and websites. Participation was limited to adults who provided a valid local zip code and demographic information.

I am pleased to report that this cycle's results have shown progress toward many of the City Commission's priorities. Most notably, survey results indicate that neighbors feel increasingly positive about the City's efforts to create a sense of overall safety, address homelessness, and maintain City infrastructure. The following sections of this memorandum identify the most notable progression in survey results observed against the results of the previous survey cycle (July through September 2024). A full copy of the survey report is attached (Attachment 1).

Public Safety

As compared to survey results from July through September 2024, this survey cycle observed a 15% increase in the number of respondents that rated their sense of overall safety in Fort Lauderdale positively to 44%; this is a credit to current initiatives by both the Police and Fire Rescue Departments. As a follow up to this question, the survey asked those who responded negatively to articulate the most important actions the City can take to improve their sense of overall safety. The top three (3) actions include putting more police officers on patrol, developing or improving crime prevention initiatives, and reducing homelessness.

Homelessness Response

In the July through September 2024 survey cycle, only 10% of respondents positively rated the City's efforts to address homelessness. The most current survey cycle demonstrated improvement with 21% of respondents reporting positively about the City's efforts. This mid-year survey result represents the highest levels of satisfaction and lowest levels of dissatisfaction in the City's efforts to address homelessness since April 2023. The survey also gives those who responded negatively the opportunity to identify the most important actions the City can take to address homelessness. The top three (3) actions identified include creating more affordable housing for low-income households, providing more shelter beds such as "pallet" shelters or repurposing a hotel, and expanding partnerships with nonprofits and houses of worship.

Infrastructure and Resilience

There have been improvements in respondents' satisfaction levels related to the City's maintenance of infrastructure and resilience to flooding. Positive responses related to the City's ability to maintain City streets, sidewalks, and infrastructure have increased by 12% to 42%. Since the first survey administered after the historic floods of April 2023 (April – May 2023 cycle), neighbor satisfaction with the City's ability to prevent and respond to flooding has increased from 20% to 25%. Additionally, respondents are increasingly satisfied with the reliability and quality of their drinking water as the survey reported a 10% increase in the number of positive responses to 37%.

Public Spaces, Community Initiatives, and Bolstering a Thriving Community

The City Commission remains committed to creating a thriving community through the provision of quality public spaces and events for all neighbors in the City, and the survey results reflect satisfaction with that commitment. For both the availability of a variety of art and cultural events and the quality of parks and recreational amenities, 64% of respondents rated the City positively. Compared to benchmarks, Fort Lauderdale rates 14% higher than national scores and 7% higher than the City's comparative cohort (cities that are statistically comparable based upon geography and demographics) for the availability of a variety of art and cultural events. Fort Lauderdale is also performing on par with its national and cohort benchmark for the quality of parks and recreational amenities. For those that rated the quality of parks and recreational amenities negatively, the top three (3) actions identified for improvement include enhancing current parks, walking/biking trails, and paths; improving restroom maintenance and cleanliness; and enhancing safety with improved security and accessibility measures such as lighting, cameras, or increased patrols.

Additionally, 48% of respondents reported positively for access to quality education, which represents a 16% increase as compared to the previous cycle and the highest levels recorded since 2023.

Continued Survey Efforts

The City will continue its survey efforts with a second cycle of the Neighbor Survey during the period of July 1, 2025 through September 30, 2025. The upcoming cycle of the Neighbor Survey will follow the same methodology as previously described in this memorandum but will add a question to better understand the community's preferences for receiving City news and information. The complete survey instrument is attached (Attachment 2).

The City will also utilize Zencity to administer a business survey during the period of June through September 2025. The intent of the Business Survey is to gather feedback on existing economic development programs and initiatives and the perception of the City as a place to do business. Businesses will be invited to participate in the survey through the business tax application process and a Citywide email campaign. Additionally, staff will promote the survey at targeted meetings with groups such as the Economic Development Advisory Board, Greater Fort Lauderdale Chamber of Commerce, and Broward Workshop. The complete survey instrument is attached (Attachment 3).

Should you have any feedback on the survey results or the upcoming survey instruments, please contact Yvette Matthews, Acting Director of the Office of Management and Budget, at ymatthews@fortlauderdale.gov or (954) 828-6103.

Attachments:

1. January – March 2025 Neighbor Survey Report
2. July – September 2025 Neighbor Survey Instrument
3. 2025 Business Survey Instrument

c: D'Wayne M. Spence, Interim City Attorney
David R. Soloman, City Clerk
Patrick Reilly, City Auditor
City Manager's Office
Department Directors