

2026 Community Survey

City of Hallandale Beach, Florida



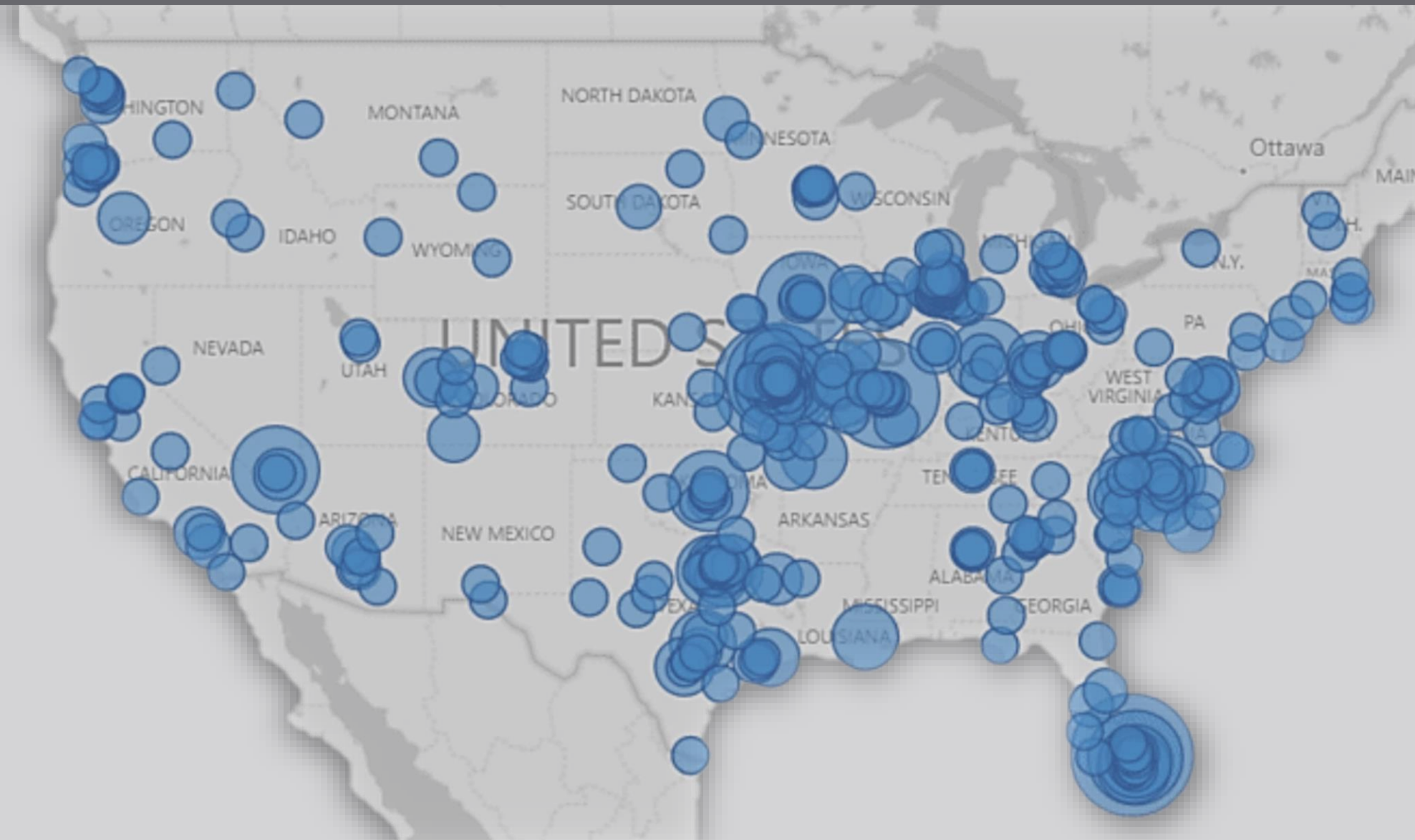
PRESENTED BY



JUNE 2026

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For more than 40 years, our mission has been to help local governments gather and use survey data to enhance organizational performance.



More Than 3,000,000 Person's Surveyed Since 2016 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



Purpose

- **To objectively assess resident satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare the City's performance with other communities regionally and nationally**

Methodology

- **Survey Description**
 - **Six-page survey; takes approximately 15-20 minutes to complete**
- **Method of Administration**
 - **By mail and online to randomly selected sample of City residents**
- **Sample Size**
 - **402 completed surveys**
 - **Margin of error: +/- 4.9% at the 95% level of confidence**
 - **Demographics of survey respondents reflects the actual population of Hallandale Beach**

What We Learned

- **Hallandale Beach Is Moving in the Right Direction**
 - Satisfaction Ratings Have Increased in 62 of 85 Areas Since 2024
- **Satisfaction with City Services Is Higher in Hallandale Beach Than Other Communities**
 - Hallandale Beach Rates Higher Than the U.S. Average in 35 of 47 Areas
- **Top Overall Priorities for City Services**
 - Traffic Flow
 - Stormwater Drainage
 - Appearance of City Streets, Medians, Facilities

Topic #1

Hallandale Beach Is Moving in the Right Direction

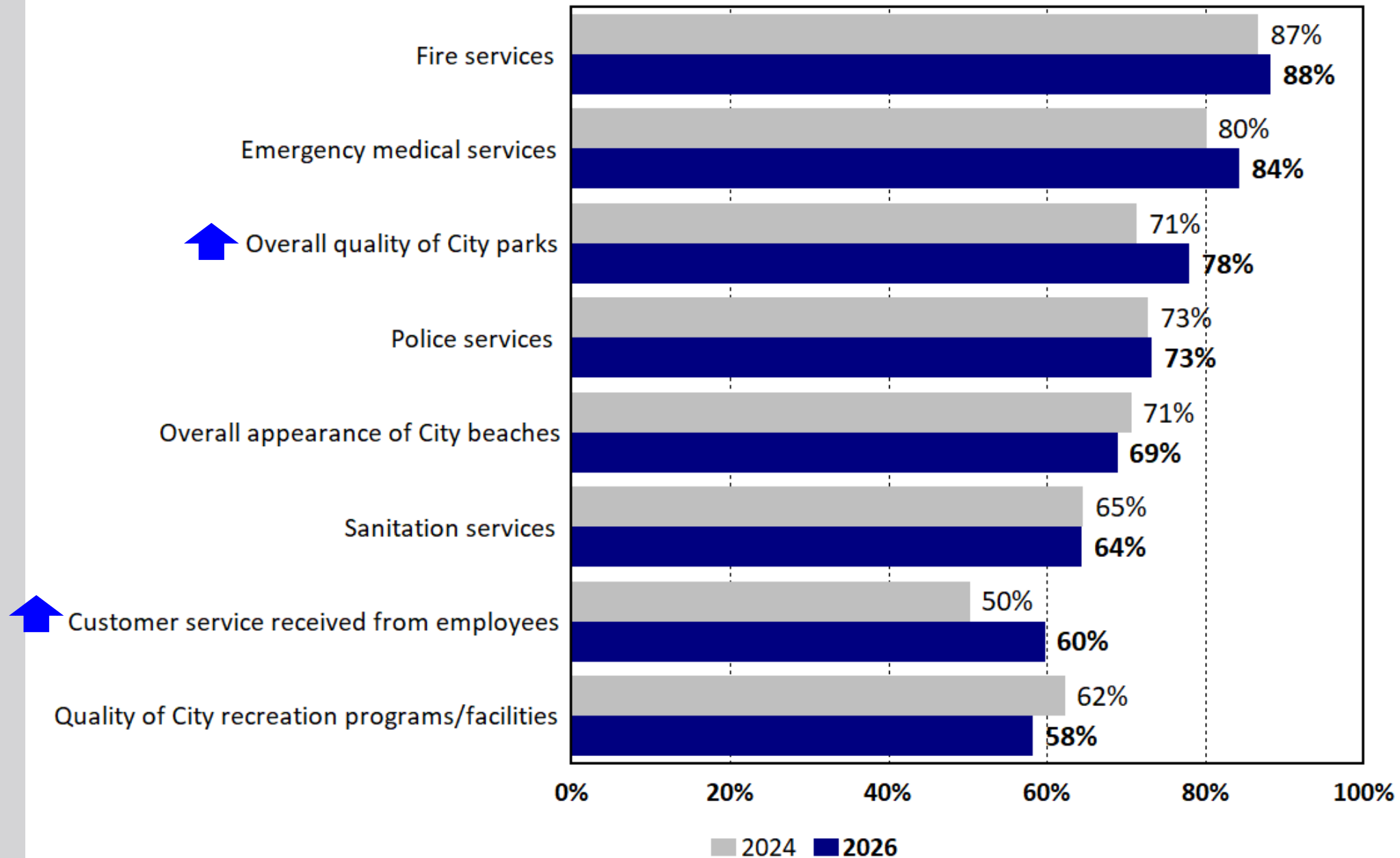
Trend Analysis


- **Since 2024, Satisfaction Ratings Have.....**
 - ***Increased*** in 62 of 85 Areas
 - **Stayed the Same** in 1 of 85 Areas
 - ***Decreased*** in 22 of 85 Areas

27 Areas Had a *Significant Increase* (5% or more) in Satisfaction Since 2024; Only 2 Areas Had a Significant Decrease

TRENDS: Satisfaction with Major Categories of City Services 2024 vs. 2026

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

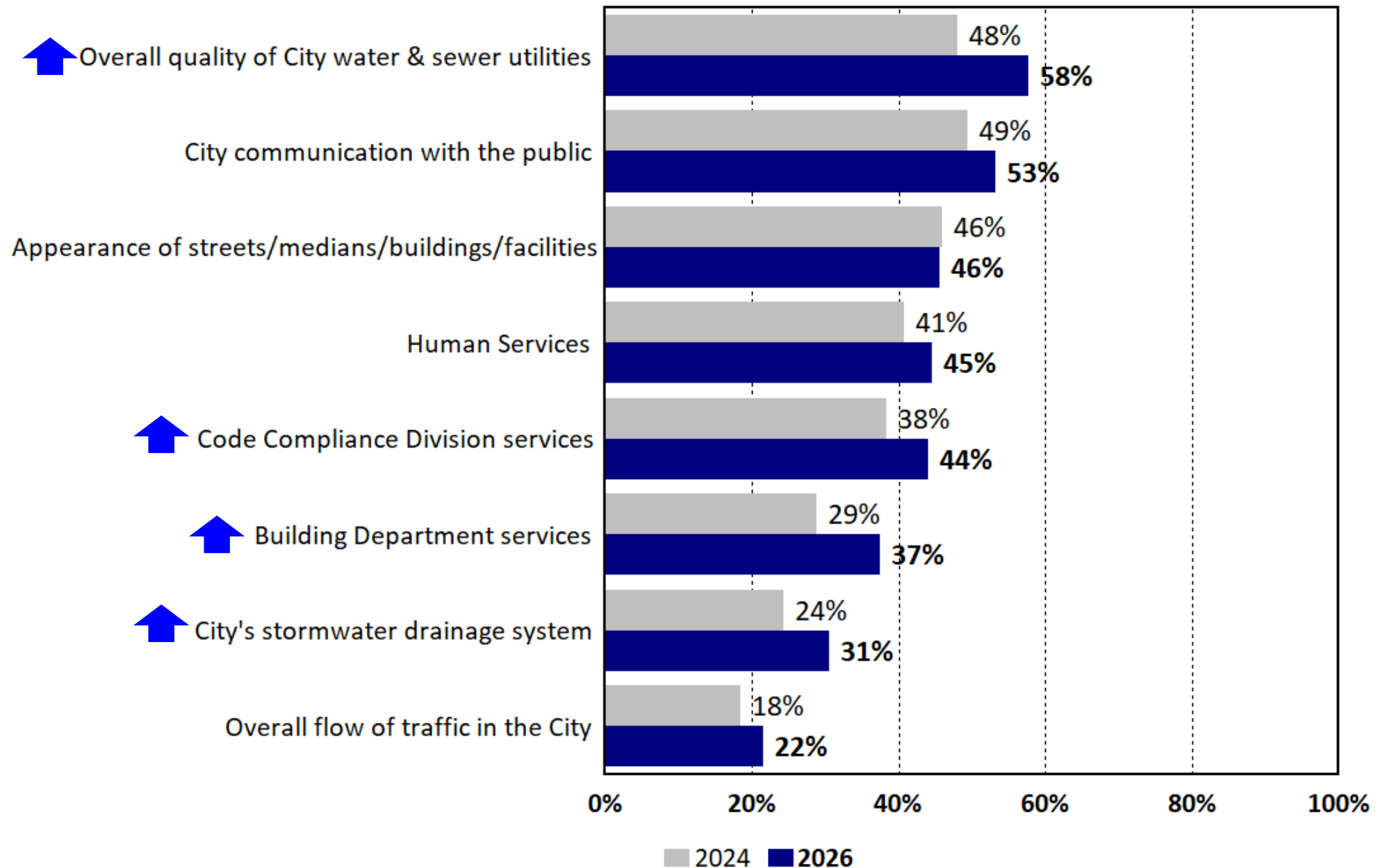


Significant Increase Since 2024 

Significant Decrease Since 2024 

TRENDS: Satisfaction with Major Categories of City Services 2024 vs. 2026

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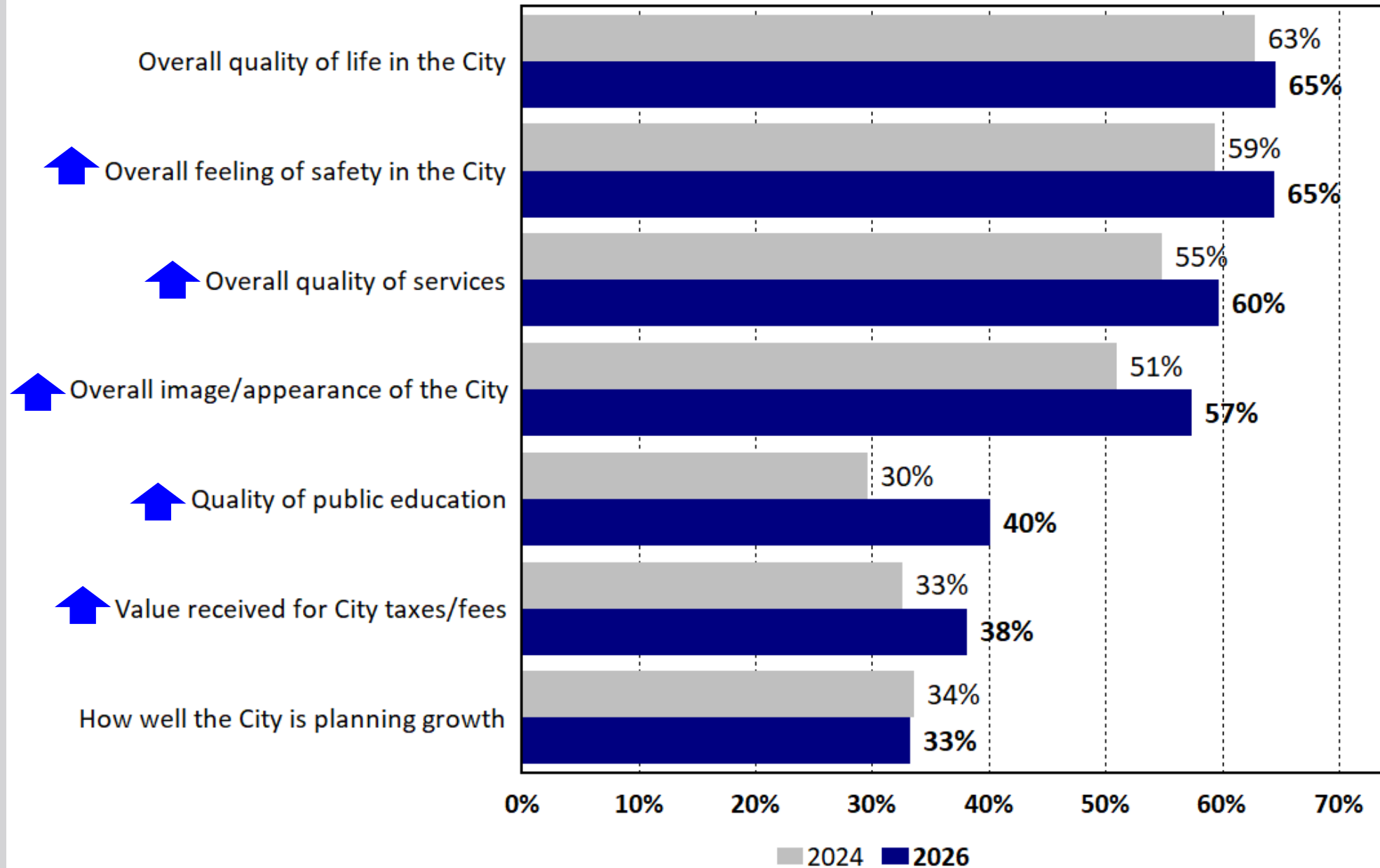


Significant Increase Since 2024

Significant Decrease Since 2024

TRENDS: Satisfaction with Items That Influence the Perception Residents Have of the City - 2024 vs. 2026

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



Significant Increase Since 2024 ↑

Significant Decrease Since 2024 ↓

Trend Analysis

- **Largest Increases in Satisfaction Since 2024:**
 - **Public Safety Education Programs (+12%)**
 - **Quality of Public Education (+11%)**
 - **Overall Quality of Water and Sewer Utilities (+10%)**
 - **Customer Service Received from City Employees (+10%)**
 - **Police Response Time to 911 Calls (+9%)**
 - **Efforts to Prevent Crime (+9%)**
 - **Visibility/Frequency of Police in Neighborhoods (+9%)**
 - **Building Department Services (+9%)**
 - **Park Rental Facilities (+8%)**
 - **Visibility/Frequency of Police in Retail Areas (+8%)**

Topic #2

Satisfaction with City Services Is Higher in Hallandale Beach Than Other Communities

Benchmarking Analysis

Hallandale Beach Rates Above the U.S. Average in 35 of 47 Areas
Hallandale Beach Rates *Significantly* Higher (5% or more) in 28 Areas

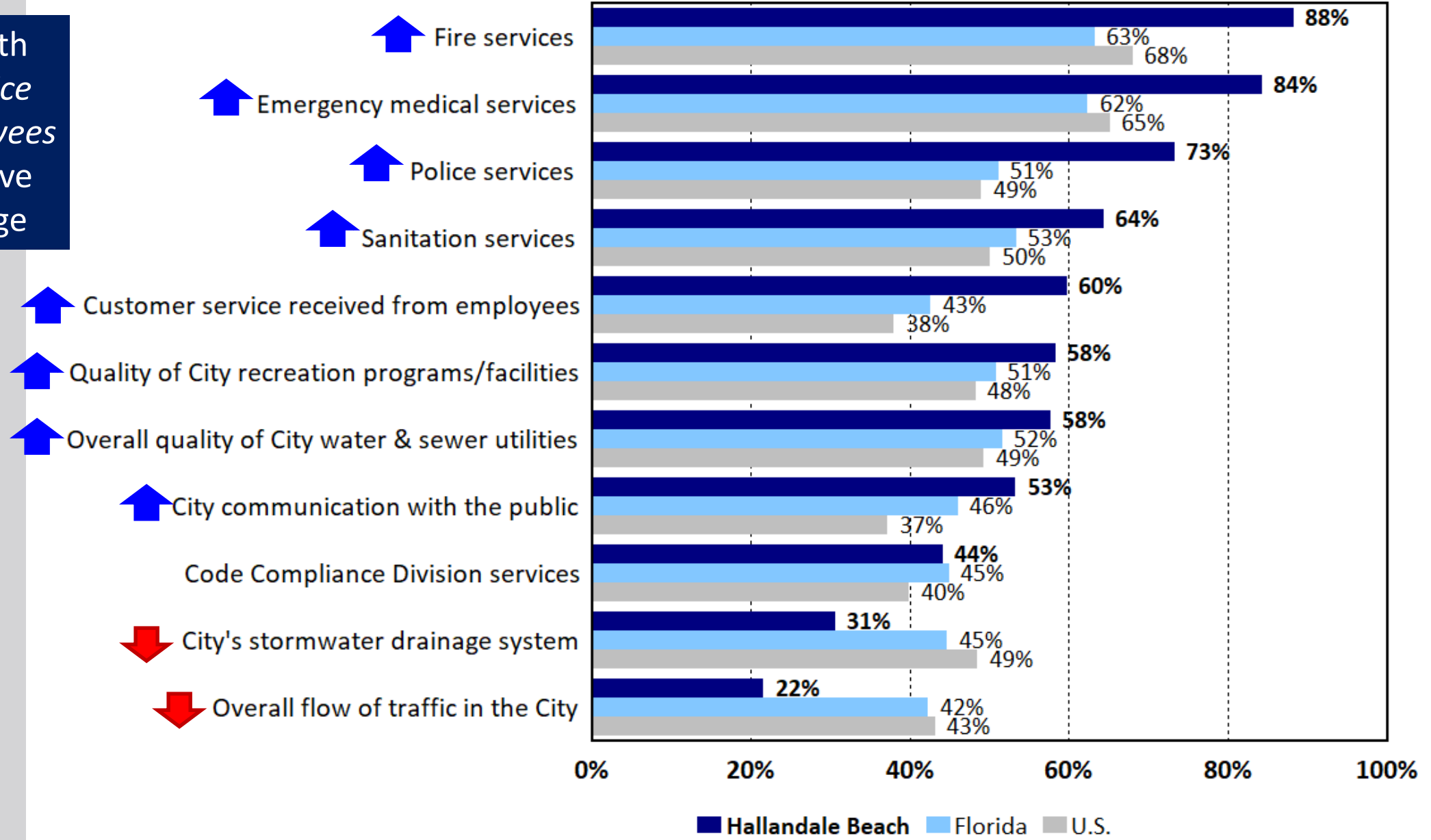
Hallandale Beach Rates Above the Florida Average in 36 of 47 Areas
Hallandale Beach Rates *Significantly* Higher (5% or more) in 23 Areas

Satisfaction with Major Categories of City Services

Hallandale Beach vs. Florida vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Satisfaction with Customer Service from City Employees Rates 22% Above the U.S. Average



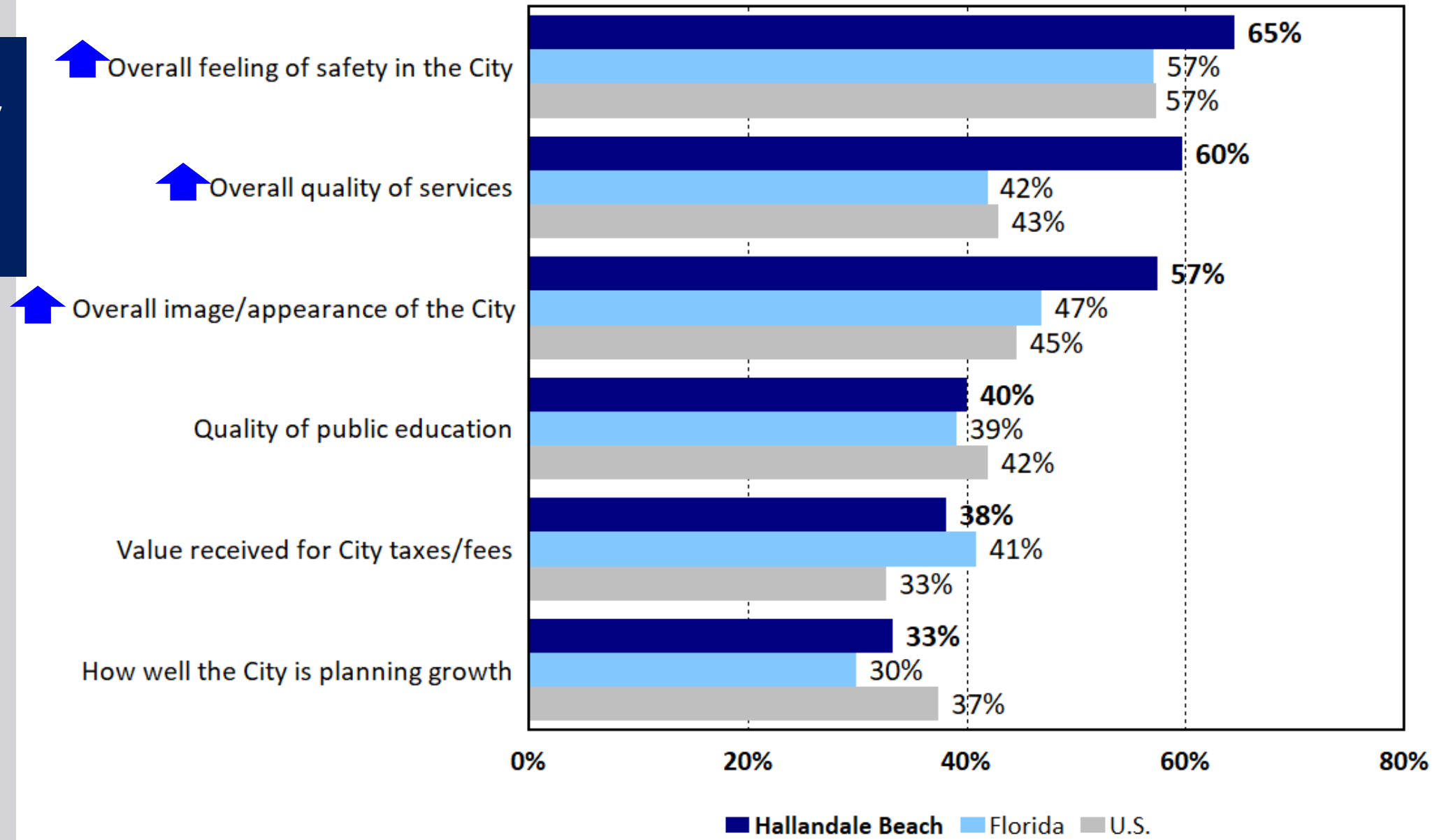
Significantly Higher Significantly Lower

Satisfaction with Issues that Influence Perceptions of the City

Hallandale Beach vs. Florida vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Satisfaction with the *Overall Quality of City Services* Rates 17% Above the U.S. Average



Significantly Higher

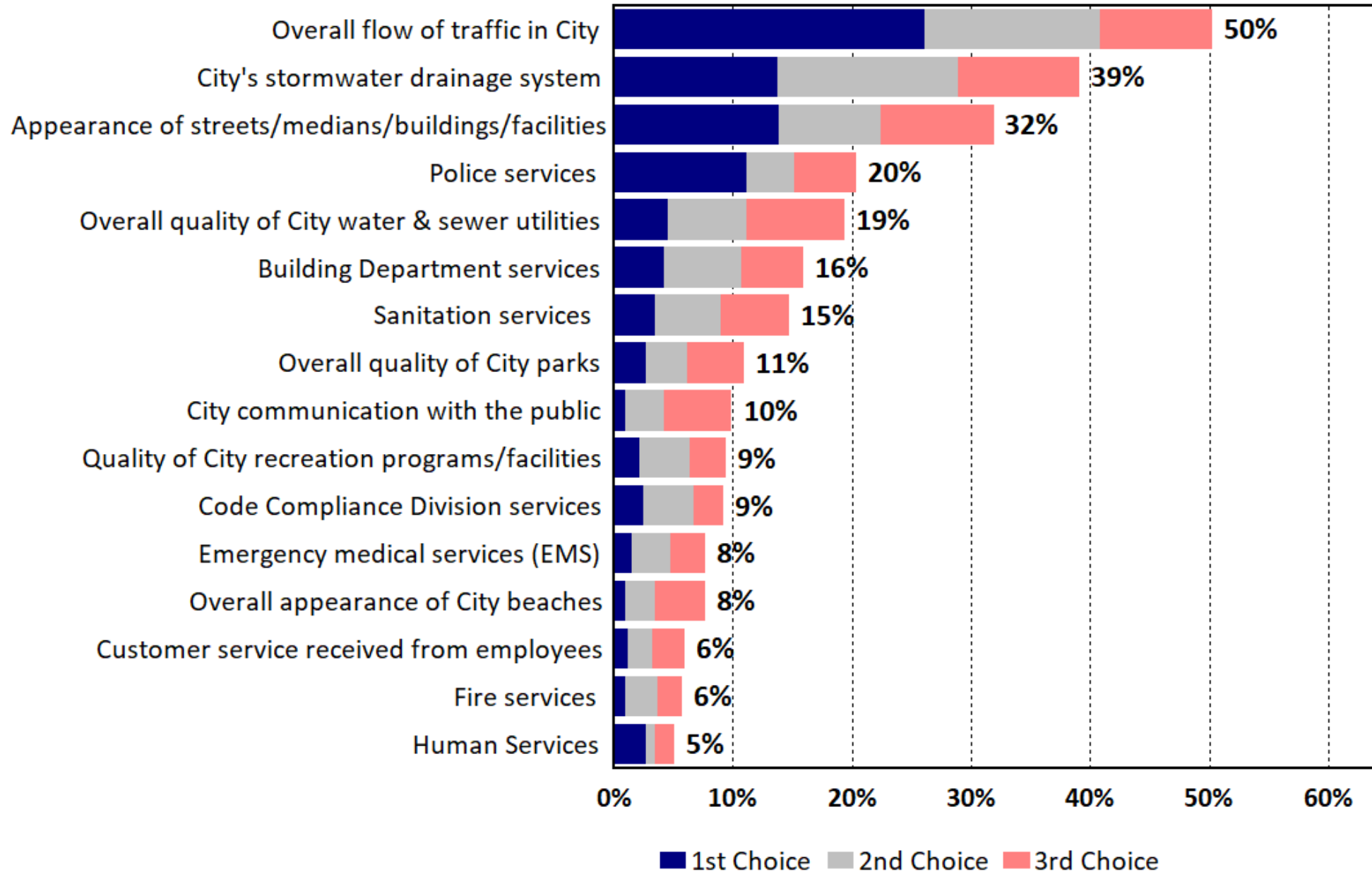
Significantly Lower

Topic #3

Top Community Priorities

Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

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



2026 Importance-Satisfaction Rating

City of Hallandale Beach, Florida

Major Categories of City Services

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 in the City	50%	1	22%	16	0.3944	1
City's stormwater drainage system	39%	2	31%	15	0.2714	2
High Priority (IS .10-.20)						
Appearance of streets/medians/buildings/facilities	32%	3	46%	11	0.1735	3
Medium Priority (IS <.10)						
Building Department services	16%	6	37%	14	0.0995	4
Overall quality of City water & sewer utilities	19%	5	58%	9	0.0821	5
Police services	20%	4	73%	4	0.0545	6
Sanitation services	15%	7	64%	6	0.0523	7
Code Compliance Division services	9%	11	44%	13	0.0514	8
City communication with the public	10%	9	53%	10	0.0462	9
Quality of City recreation programs/facilities	9%	10	58%	8	0.0392	10
Human Services	5%	16	45%	12	0.0283	11
Overall quality of City parks	11%	8	78%	3	0.0240	12
Overall appearance of City beaches	8%	13	69%	5	0.0239	13
Customer service received from employees	6%	14	60%	7	0.0237	14
Emergency medical services	8%	12	84%	2	0.0121	15
Fire services	6%	15	88%	1	0.0067	16

Overall Priorities

2026 Importance-Satisfaction Rating

City of Hallandale Beach, Florida

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of streets in your neighborhood	36%	1	44%	9	0.2018	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of major City streets	26%	3	49%	8	0.1306	2
Overall cleanliness of City streets & public areas	26%	2	58%	3	0.1090	3
<u>Medium Priority (IS <.10)</u>						
Adequacy of City street lighting	20%	4	54%	7	0.0910	4
Maintenance of traffic signals/street signs	17%	6	58%	4	0.0736	5
Availability of sidewalks in your neighborhood	18%	5	60%	2	0.0730	6
Landscaping medians/public areas-major City streets	14%	7	56%	5	0.0591	7
Landscaping medians/public areas-neighborhood streets	10%	8	56%	6	0.0459	8
Maintenance of City buildings	4%	9	68%	1	0.0111	9

2026 Importance-Satisfaction Rating

City of Hallandale Beach, Florida

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Visibility/frequency of police in neighborhoods	47%	1	56%	4	0.2073	1
<u>High Priority (IS .10-.20)</u>						
The City's efforts to prevent crime	40%	2	55%	5	0.1830	2
Enforcement of local traffic laws	30%	3	44%	7	0.1660	3
Public safety education programs	17%	5	40%	8	0.1047	4
<u>Medium Priority (IS <.10)</u>						
Visibility/frequency of police in retail areas	19%	4	52%	6	0.0937	5
Police response time to 911 calls	11%	6	71%	3	0.0312	6
Fire-rescue response time - medical emergencies	8%	7	83%	1	0.0130	7
Fire-rescue response time - fire emergencies	6%	8	81%	2	0.0119	8

2026 Importance-Satisfaction Rating

City of Hallandale Beach, Florida

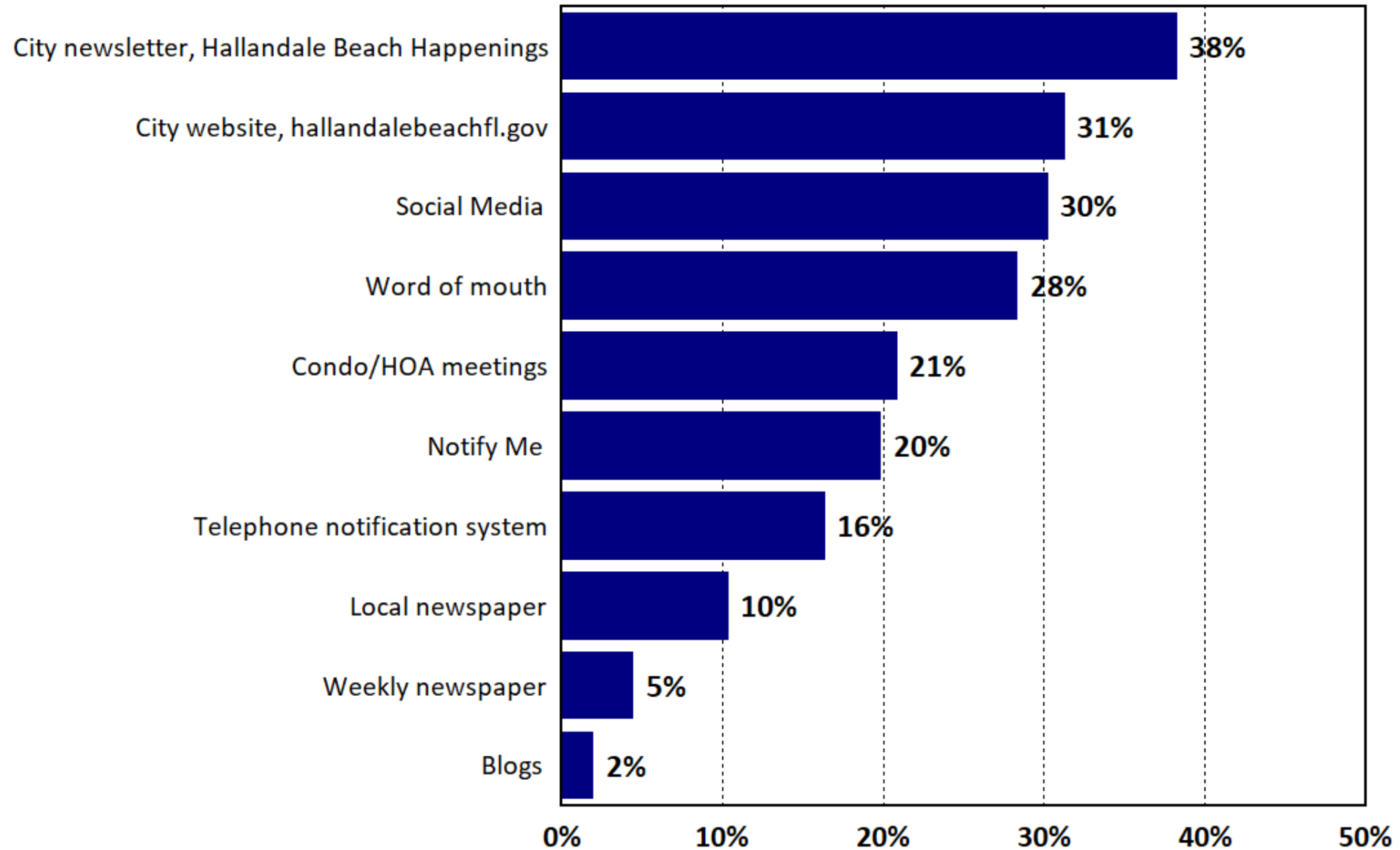
Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Availability of walking & biking paths	43%	1	48%	9	0.2247	1
<u>High Priority (IS .10-.20)</u>						
Variety of amenities offered in City parks	29%	3	60%	5	0.1152	2
Variety of recreational programs offered	18%	7	39%	15	0.1115	3
The City's adult athletic programs	18%	8	41%	14	0.1042	4
Overall quality of beaches	32%	2	68%	3	0.1011	5
<u>Medium Priority (IS <.10)</u>						
Special events	19%	6	50%	8	0.0943	6
The number of City parks	24%	5	63%	4	0.0887	7
Fees charged for recreation programs	11%	11	35%	18	0.0746	8
Outdoor athletic fields	13%	10	52%	7	0.0622	9
Appearance of City parks	28%	4	79%	1	0.0602	10
The City's youth athletic programs	9%	12	45%	12	0.0510	11
Appearance of recreational facilities	14%	9	72%	2	0.0405	12
Availability of teen programs	6%	14	38%	16	0.0368	13
Aquatics facility & programs offered	6%	13	46%	11	0.0321	14
Park rental facilities	6%	15	46%	10	0.0303	15
Ease of registering for programs	5%	16	45%	13	0.0259	16
The City's day camp programs	4%	17	37%	17	0.0257	17
Appearance & quality of the tennis complex	1%	18	55%	6	0.0041	18

Other Findings

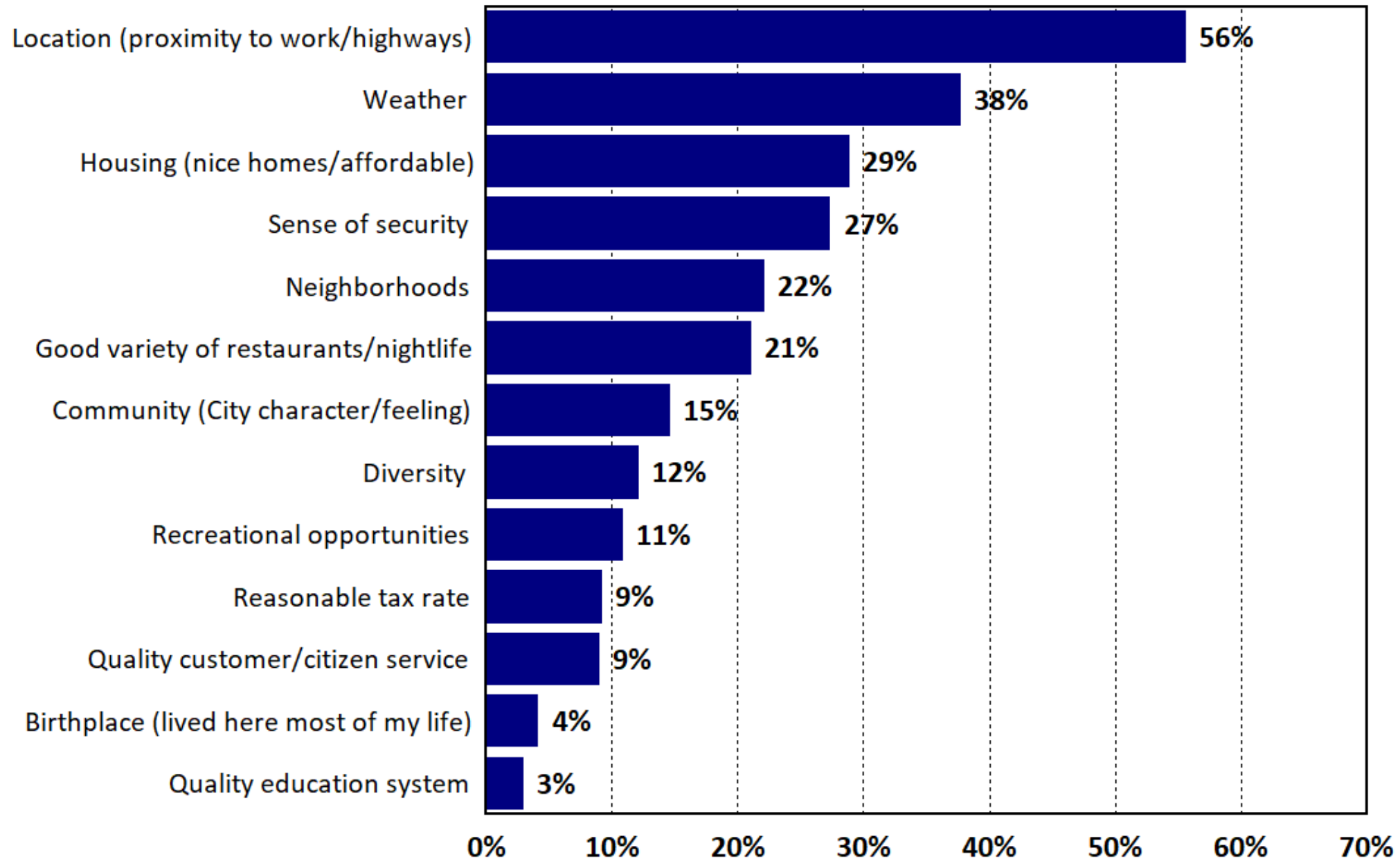
Q17. Primary sources of information about City issues, services, and events

by percentage of respondents (multiple selections could be made)



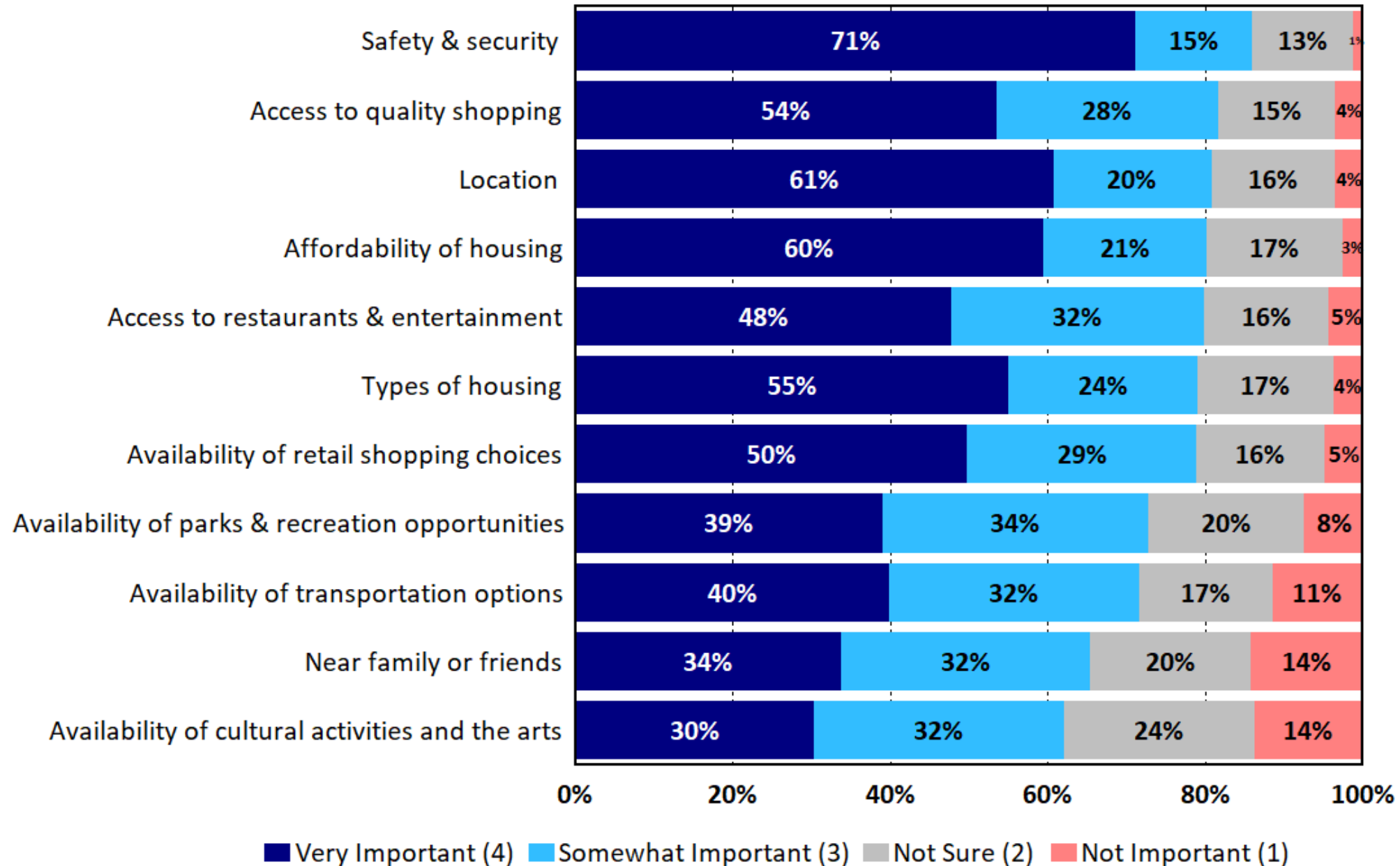
Q21. Why did you originally make the decision to live in, or why do you continue to live in, Hallandale Beach?

by percentage of respondents (multiple selections could be made)



Q26. Importance of the Following Reasons in Deciding Whether or Not to Retire in Hallandale Beach

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Summary

- **Hallandale Beach Is Moving in the Right Direction**
 - **Satisfaction Ratings Have Increased in 62 of 85 Areas Since 2024**
- **Satisfaction with City Services Is Higher in Hallandale Beach Than Other Communities**
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Questions?

Thank You!!