

City of Hallandale Beach Citizen Survey

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Findings Report

Submitted to the City of Hallandale Beach, Florida

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2017 City of Hallandale Beach Citizen Survey

Executive Summary

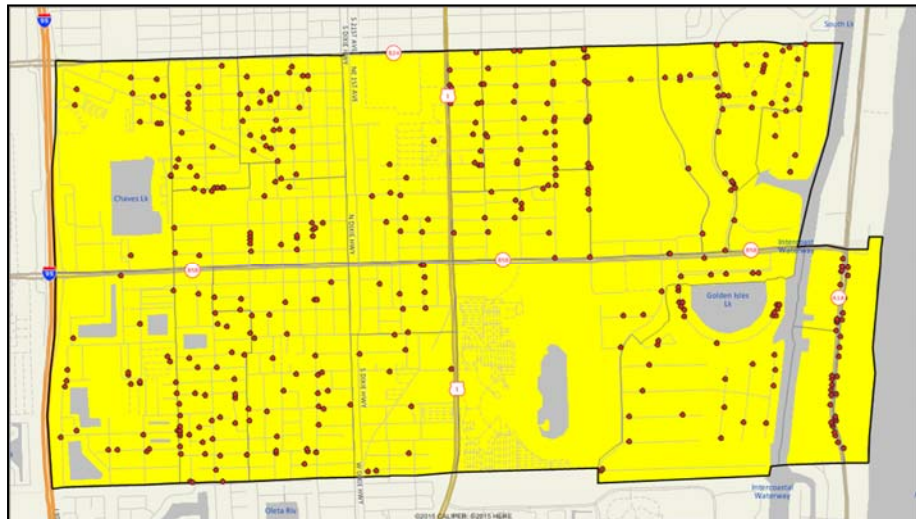
Purpose and Methodology

ETC Institute administered a survey to residents of the City of Hallandale Beach during the spring of 2017. The survey was administered as a part of Hallandale Beach's ongoing strategic planning process which is designed to meet the needs of the community while providing the best services possible. The survey results will help the City Commission make important decisions regarding the City of Hallandale Beach services. Previous community surveys were conducted in 2011, 2013, and 2015.

The seven-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of Hallandale Beach. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Hallandale Beach from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 600 residents. The goal was exceeded with a total of 621 residents completing the survey. The overall results for the sample of 621 households have a precision of at least $\pm 3.9\%$ at the 95% level of confidence. The map to the right shows the location of all survey respondents.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Hallandale Beach with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2011 and 2015 community surveys,
- benchmarking data that shows how the results for Hallandale Beach compare to other communities,
- importance-satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results ,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Major Findings

Major Categories of City Services

The major categories of city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: emergency medical services (87%), fire services (86%), the overall quality of City parks (77%), police services (77%), and sanitation services (74%).

Based on the sum of their top three choices, the areas that residents feel should receive the most emphasis from City leaders over the next two years were: (1) the overall flow of traffic in the City, (2) the City’s stormwater drainage system, and (3) the appearance of the City’s streets, medians, buildings, and facilities.

Perceptions of the City

Most residents have a positive perception of the City of Hallandale Beach. Sixty-nine percent (69%) of residents surveyed *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of life in the City; 24% were neutral, and only 8% were dissatisfied. Sixty-eight percent (68%) of residents surveyed *who had an opinion*, were satisfied with the overall quality of services provided by the City; 27% were neutral, and only 5% were dissatisfied.

Public Safety

The public safety services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how quickly fire-rescue personnel respond to medical emergencies (85%), how quickly fire-rescue personnel respond to fire emergencies (82%), and how quickly police respond to emergencies (73%).

Based on the sum of their top two choices, the public safety services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) the City’s efforts to prevent crimes and (2) the visibility of police in neighborhoods.

Maintenance

The maintenance services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: maintenance of City buildings (80 overall cleanliness of City streets and public areas (70%), and landscaping of medians and public areas on City streets (69%).

Based on the sum of their top two choices, the maintenance services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) the maintenance of neighborhood streets and (2) the adequacy of street lighting.

Parks and Recreation

The parks and recreation services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the appearance of City parks (81%), the appearance of recreational facilities (74%), and the number of City parks (68%).

Based on the sum of their top four choices, the parks and recreation services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) the availability of walking and biking paths and (2) the appearance of City parks.

Utilities

The utilities that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential trash collection service (74%) and water and sewer service (70%).

Code Compliance

The one issue of code compliance that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, was: the enforcement of the exterior maintenance of residential property (54%).

Communication

The aspects of communication that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had*

an opinion, were: the City's Newsletter (71%), the telephone notification system (70%), and the local community newspaper (62%).

Values and Diversity

Sixty-seven percent (61%) of residents agree that the City does a good job protecting and preserving historical sites, 55% agree that the city does a good and equitable job serving the diverse population of the community, 52% agree that the city values and supports community input and participation, 51% agree that City leaders have a vision and long-term plan for the community, and 51% agree that the City is a good steward of the environment.

City Services and Facilities Used

The City services and facilities that households have used that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: fire services (90%), parks services (79%), customer service department (77%), and police services (73%).

Other Findings

- 85% of residents surveyed *who had an opinion*, feel "very safe" or "safe" walking alone in their neighborhood during the day.
- 16% of residents feel Hallandale Beach has become "more safe" in the past 12 months (14% in 2013); 56% feel Hallandale Beach has "stayed the same" (59% in 2015), and 14% feel Hallandale Beach has become "less safe" (16% in 2013).
- 19% of residents feel the crime rate in Hallandale Beach has "increased" in the past 2 years (22% in 2015); 36% feel the crime rate has "stayed the same" (38% in 2015), and 12% feel the crime rate has "decreased" (12% in 2015).
- The top sources of information where residents get information about city issues, services, and events are: the City newsletter *Hallandale Beach Happenings* (65%), the telephone notification system (33%), and word of mouth (31%).
- There was a 12% increase in the number of respondents who indicated they have access to the internet at home or work, from 82% in 2015 to 94% in 2017.
- 79% of respondents use email, 68% of residents use Facebook, 32% use YouTube, and 23% use Google Plus(+).
- 58% of residents feel the amount of information they receive from the City of Hallandale Beach is just right, 33% feel they do not receive enough information, and 1% feel they receive too much information.
- The top reasons that residents originally decided to live in, or continue to live in Hallandale Beach are: the location (61%), the weather (39%), and housing (38%).

How the City of Hallandale Beach Compares to Other Communities Nationally

Satisfaction ratings for The City of Hallandale Beach **rated the same as or above the U.S. average in 33 of the 50 areas** that were assessed. The City rated significantly higher than the U.S. average (difference of 5% or more) in 21 of these areas. Listed below are the comparisons between the City of Hallandale Beach and the U.S. average:

Service	Hallandale Beach	U.S.	Difference	Category of Service
Overall quality of City services provided	68%	49%	19%	Perceptions
City streets, medians, & infrastructure	58%	41%	17%	Overall
Maintenance of City buildings	80%	63%	17%	City Maintenance
Customer service from City employees	62%	47%	15%	Overall
City communication with the public	62%	47%	15%	Overall
Landscaping along major City streets	69%	54%	15%	City Maintenance
Maintenance of major City streets	64%	50%	14%	City Maintenance
City efforts to keep residents informed	60%	46%	14%	Communication
Parks/recreation programs & facilities	77%	64%	13%	Overall
Appearance of City parks	81%	70%	11%	Parks and Rec
Enforcing exterior maint of residential property	54%	43%	11%	Code Enforcement
Value received for City tax dollars/fees	48%	38%	10%	Perceptions
Police response time to emergencies	73%	65%	8%	Public Safety Services
Cleanliness of City streets & public areas	70%	62%	8%	City Maintenance
Availability of info. about City services/programs	54%	46%	8%	Communication
Level of public involvement in decision-making	41%	33%	8%	Communication
Emergency medical services	87%	80%	7%	Overall
Police services	77%	70%	7%	Overall
Maintenance of neighborhood streets	54%	48%	6%	City Maintenance
Bulky item pick up/removal services	57%	51%	6%	Utility Services
The City's cable television channel	56%	51%	5%	Communication
Water and wastewater service	70%	66%	4%	Utility Services
Fire services	86%	83%	3%	Overall
Water and sewer utility services	66%	63%	3%	Overall
Overall image appearance of the City	66%	64%	2%	Perceptions
Enforcement of codes & ordinances	53%	52%	1%	Overall
Fire-rescue response time to medical emergencies	85%	84%	1%	Public Safety Services
Visibility of police in neighborhoods	60%	59%	1%	Public Safety Services
Adequacy of City street lighting	57%	56%	1%	City Maintenance
Residential trash collection services	74%	73%	1%	Utility Services
Enforcing exterior maint of commercial property	53%	52%	1%	Code Enforcement
How well the City is planning growth	47%	47%	0%	Perceptions
Number of City parks	68%	68%	0%	Parks and Rec
Efforts to prevent crime	55%	56%	-1%	Public Safety Services
Walking/biking trails	58%	59%	-1%	Parks and Rec
Outdoor athletic fields	56%	57%	-1%	Parks and Rec
Youth recreation programs	57%	60%	-3%	Parks and Rec
Overall quality of life in the City	69%	73%	-4%	Perceptions
Maintenance of street signs & traffic signals	66%	71%	-5%	City Maintenance
Adult recreation programs	49%	54%	-5%	Parks and Rec
The City's website	57%	62%	-5%	Communication
Overall feeling of safety in the City	63%	69%	-6%	Perceptions
Public safety education programs	47%	54%	-7%	Public Safety Services
Visibility of police in retail areas	53%	61%	-8%	Public Safety Services
Enforcement of local traffic laws	55%	64%	-9%	Public Safety Services
Ease of registering for programs	53%	62%	-9%	Parks and Rec
Curbside recycling services	60%	69%	-9%	Utility Services
Yardwaste collection services	56%	66%	-10%	Utility Services
Stormwater management	43%	56%	-13%	Overall
Overall flow of traffic	22%	51%	-29%	Overall

How the City of Hallandale Beach Compares to the State of Florida

Satisfaction ratings for The City of Hallandale Beach **rated the same or above the average for the State of Florida in 27 of the 50 areas** that were assessed. The City rated significantly higher than this average (difference of 5% or more) in 18 of these areas. Listed below are the comparisons between The City of Hallandale Beach and the average for Florida residents:

Service	Hallandale Beach	Florida	Difference	Category of Service
Overall quality of City services provided	68%	49%	19%	Perceptions
Level of public involvement in decision-making	41%	23%	18%	Communication
City efforts to keep residents informed	60%	45%	15%	Communication
Customer service from City employees	62%	50%	12%	Overall
Landscaping along major City streets	69%	57%	12%	City Maintenance
City communication with the public	62%	51%	11%	Overall
Parks/recreation programs & facilities	77%	67%	10%	Overall
City streets, medians, & infrastructure	58%	48%	10%	Overall
Enforcement of codes & ordinances	53%	43%	10%	Overall
Maintenance of City buildings	80%	70%	10%	City Maintenance
Emergency medical services	87%	78%	9%	Overall
The City's cable television channel	56%	47%	9%	Communication
Cleanliness of City streets & public areas	70%	62%	8%	City Maintenance
Bulky item pick up/removal services	57%	49%	8%	Utility Services
Value received for City tax dollars/fees	48%	41%	7%	Perceptions
Police response time to emergencies	73%	67%	6%	Public Safety Services
Police services	77%	72%	5%	Overall
Enforcing exterior maint of residential property	54%	49%	5%	Code Enforcement
Appearance of City parks	81%	77%	4%	Parks and Rec
Adequacy of City street lighting	57%	54%	3%	City Maintenance
Availability of info. about City services/programs	54%	51%	3%	Communication
Fire services	86%	84%	2%	Overall
How well the City is planning growth	47%	45%	2%	Perceptions
Maintenance of major City streets	64%	62%	2%	City Maintenance
Fire-rescue response time to medical emergencies	85%	84%	1%	Public Safety Services
Visibility of police in neighborhoods	60%	59%	1%	Public Safety Services
Outdoor athletic fields	56%	56%	0%	Parks and Rec
Efforts to prevent crime	55%	56%	-1%	Public Safety Services
Maintenance of neighborhood streets	54%	56%	-2%	City Maintenance
Number of City parks	68%	70%	-2%	Parks and Rec
Youth recreation programs	57%	59%	-2%	Parks and Rec
Walking/biking trails	58%	62%	-4%	Parks and Rec
Residential trash collection services	74%	78%	-4%	Utility Services
Water and sewer utility services	66%	71%	-5%	Overall
Adult recreation programs	49%	54%	-5%	Parks and Rec
Water and wastewater service	70%	75%	-5%	Utility Services
Overall image appearance of the City	66%	72%	-6%	Perceptions
Enforcing exterior maint of commercial property	53%	59%	-6%	Code Enforcement
Enforcement of local traffic laws	55%	62%	-7%	Public Safety Services
Visibility of police in retail areas	53%	60%	-7%	Public Safety Services
Public safety education programs	47%	55%	-8%	Public Safety Services
Ease of registering for programs	53%	63%	-10%	Parks and Rec
Curbside recycling services	60%	71%	-11%	Utility Services
The City's website	57%	68%	-11%	Communication
Overall quality of life in the City	69%	81%	-12%	Perceptions
Maintenance of street signs & traffic signals	66%	78%	-12%	City Maintenance
Overall feeling of safety in the City	63%	77%	-14%	Perceptions
Yardwaste collection services	56%	71%	-15%	Utility Services
Stormwater management	43%	62%	-19%	Overall
Overall flow of traffic	22%	49%	-27%	Overall

Investment Priorities

Recommended Priorities for the Next Two Years. 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 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 the Section 2 of this report.

Overall Priorities for the City by Major Category. This 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 priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Overall flow of traffic in the City (IS Rating=0.2208)
- City's stormwater drainage system (IS Rating=0.1500)
- Overall appearance of City streets, medians, buildings (IS Rating=0.1027)

The table below shows the importance-satisfaction rating for all 116 major categories of City services that were rated.

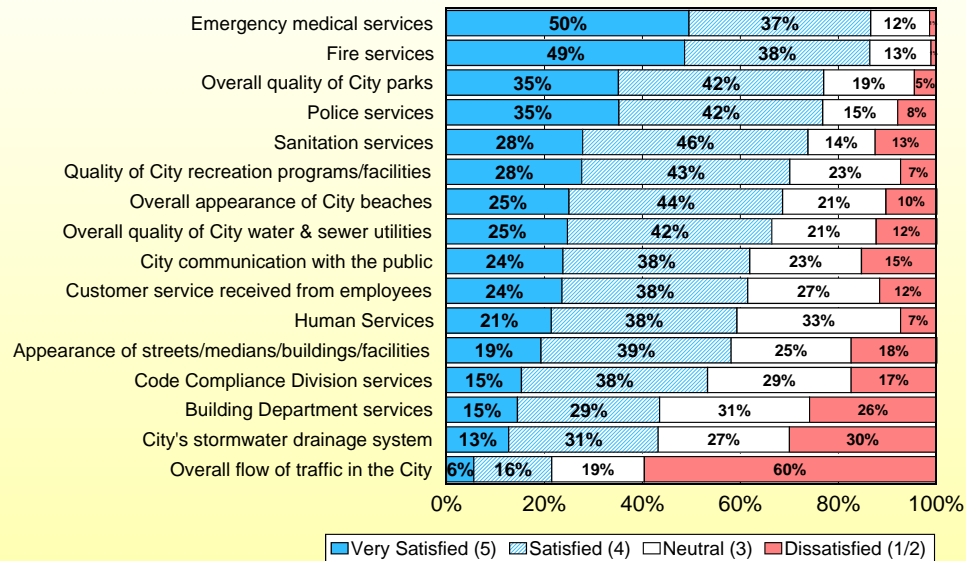
2017 Importance-Satisfaction Rating City of Hallandale Beach, Florida Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall flow of traffic in the City	59%	1	22%	16	0.4632	1
High Priority (IS .10-.20)						
City's stormwater drainage system	26%	2	43%	15	0.1500	2
Overall appearance of City streets, medians, buildings	25%	3	58%	12	0.1027	3
Medium Priority (IS <.10)						
Building Department services	11%	6	44%	14	0.0627	4
Police services	20%	4	77%	4	0.0459	5
Overall quality of City water & sewer utilities	11%	5	66%	8	0.0376	6
Code Compliance Division services	8%	11	53%	13	0.0374	7
City communication with the public	9%	9	62%	9	0.0358	8
Overall appearance of City beaches	11%	7	69%	7	0.0339	9
Sanitation services	11%	8	74%	5	0.0280	10
Human Services	6%	14	59%	11	0.0260	11
Overall quality of City recreation programs/facilities	8%	12	70%	6	0.0233	12
Overall quality of City parks	9%	10	77%	3	0.0196	13
Overall quality of customer service you receive from City employees	5%	16	62%	10	0.0185	14
Emergency medical services	8%	13	87%	1	0.0102	15
Fire services	6%	15	86%	2	0.0080	16

Section 1:

Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

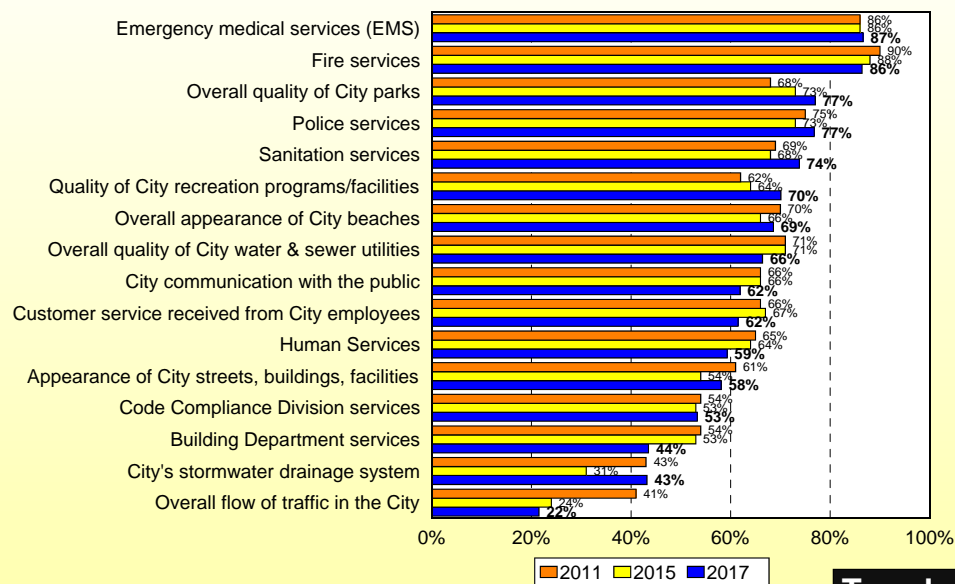
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

TRENDS: Overall Satisfaction With City Services by Major Category - 2011, 2015 & 2017

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

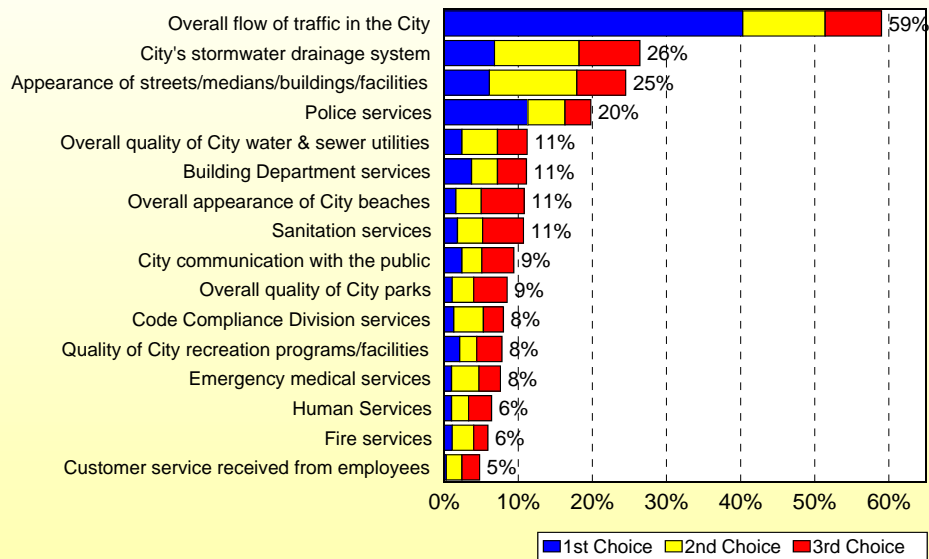


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

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

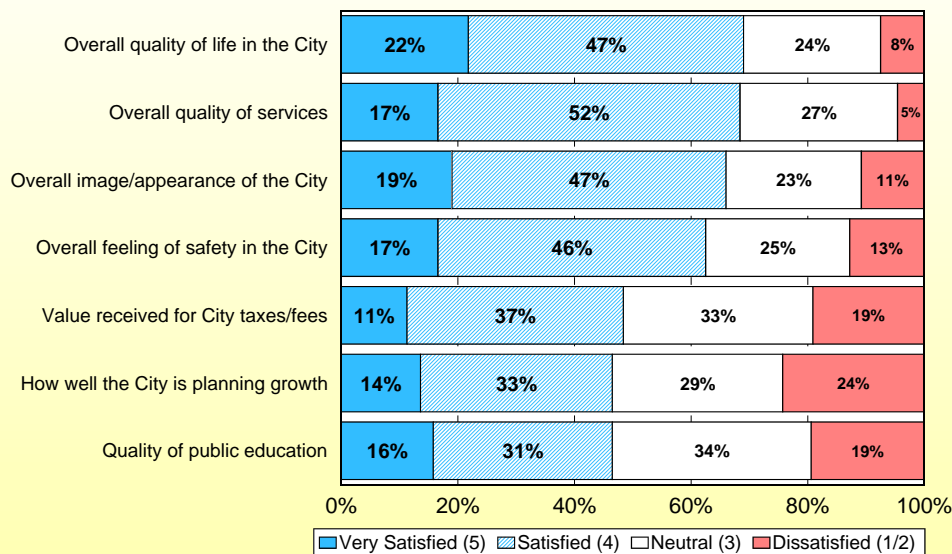
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

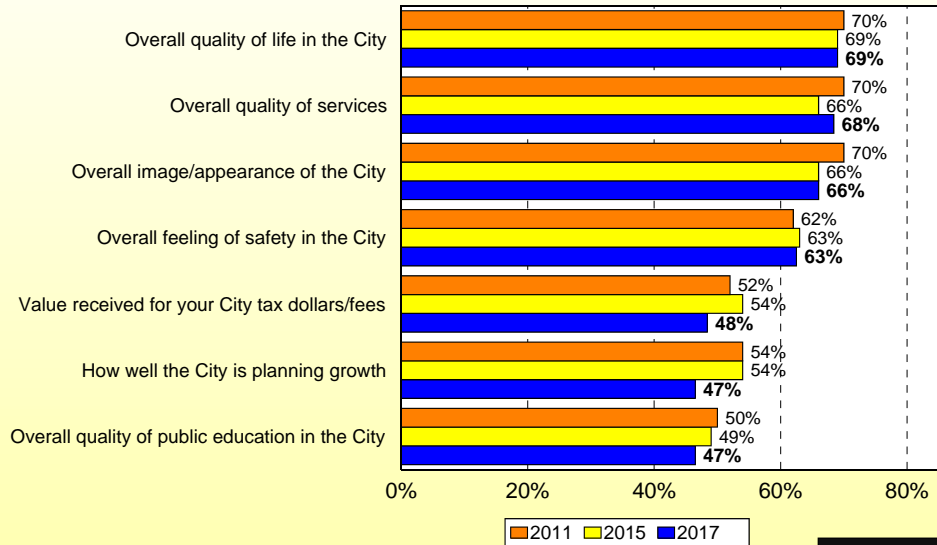
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

TRENDS: Items That Influence the Perception of Residents Have of the City - 2011, 2015 & 2017

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

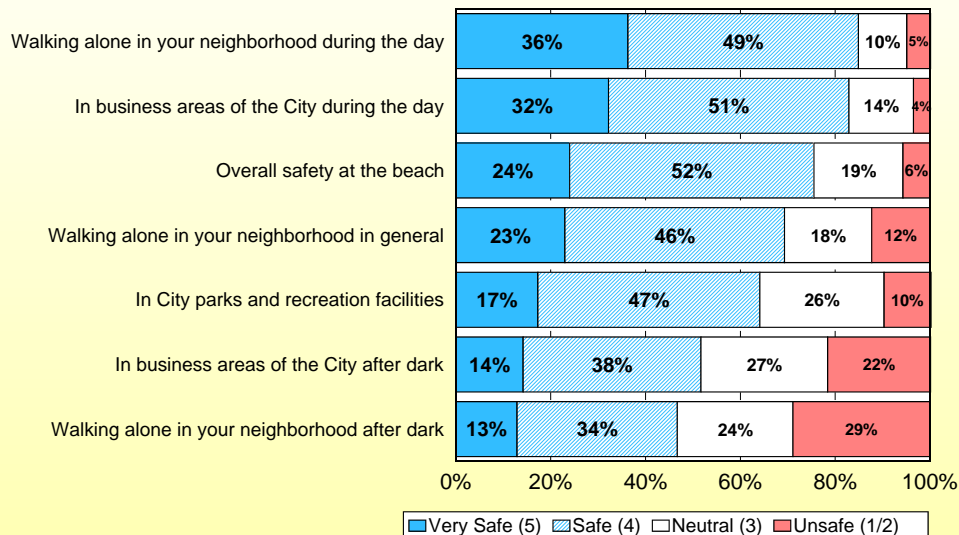


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q4. Satisfaction with Perceptions of Safety and Security

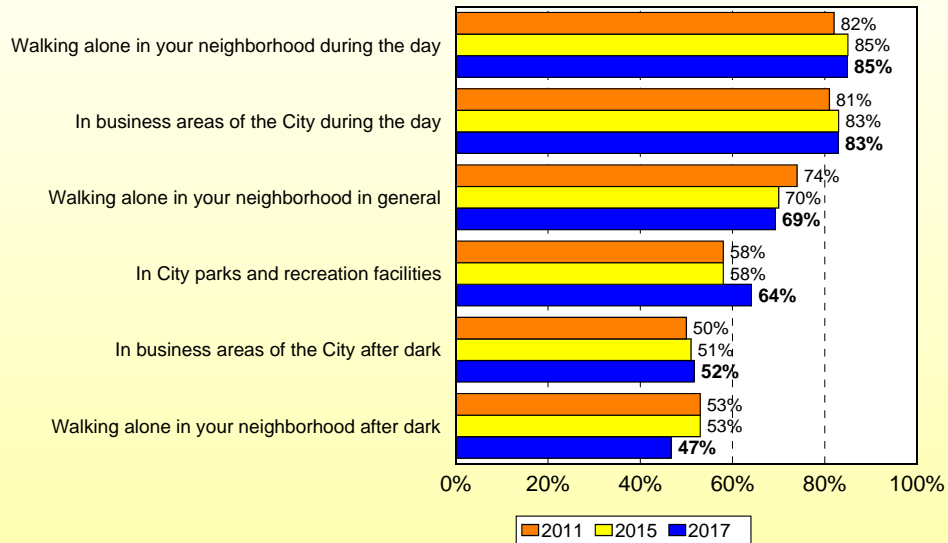
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

TRENDS: Satisfaction with Perceptions of Safety and Security - 2011, 2015 & 2017

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

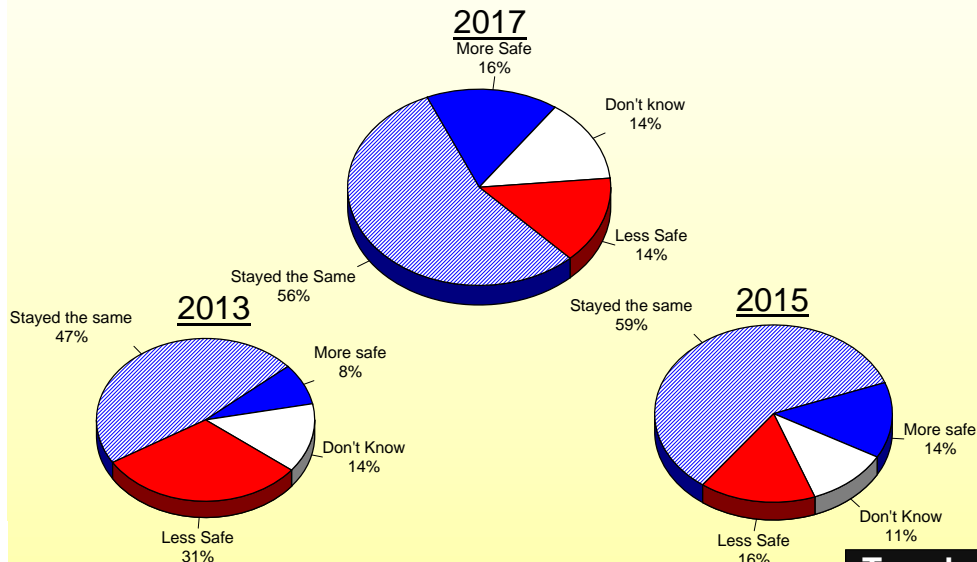


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q5. In the past 12 months, do you think Hallandale Beach has become more safe, less safe, or stayed the same as a place to live, work and raise a family?

by percentage of respondents

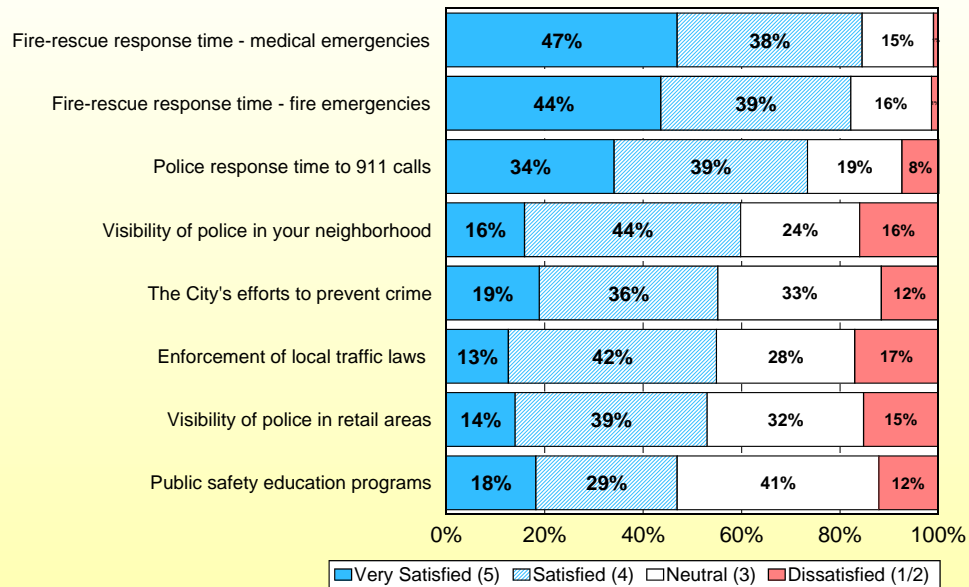


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q6. Satisfaction with Various Aspects of Public Safety

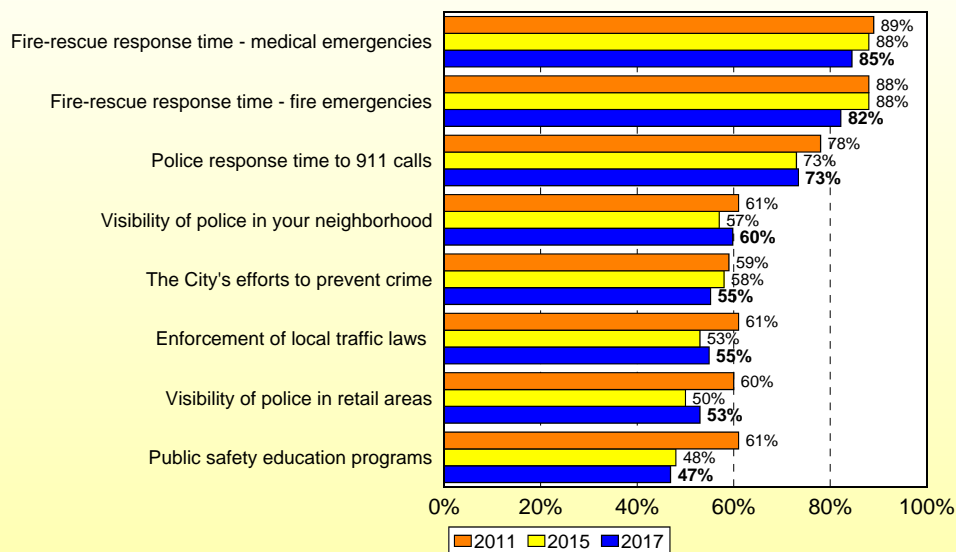
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

TRENDS: Satisfaction with Various Aspects of Public Safety - 2011, 2015 & 2017

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

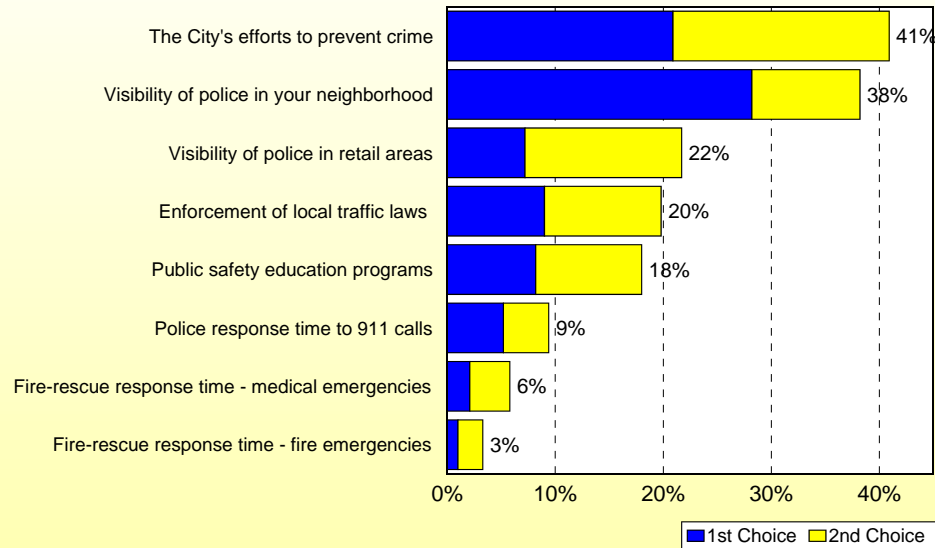


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q7. Public Safety Issues That Should Receive the Most Emphasis Over the Next Two Years

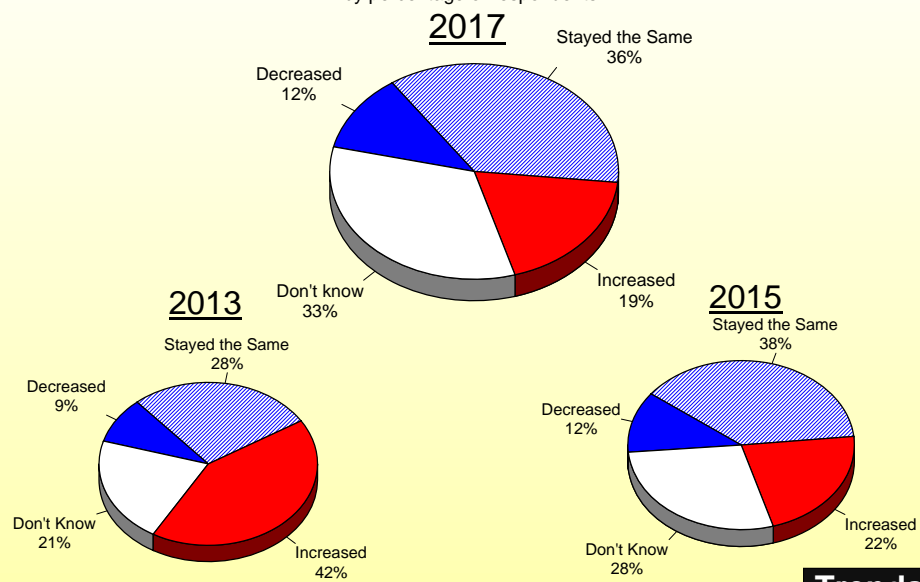
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q8. In the past 2 years, do you think the crime rate in Hallandale has:

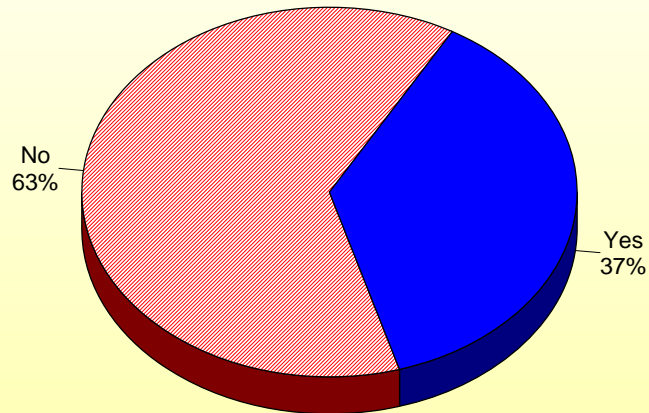
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q8a. During the past two years, have you had a personal experience with the Fire and/or Police Department?

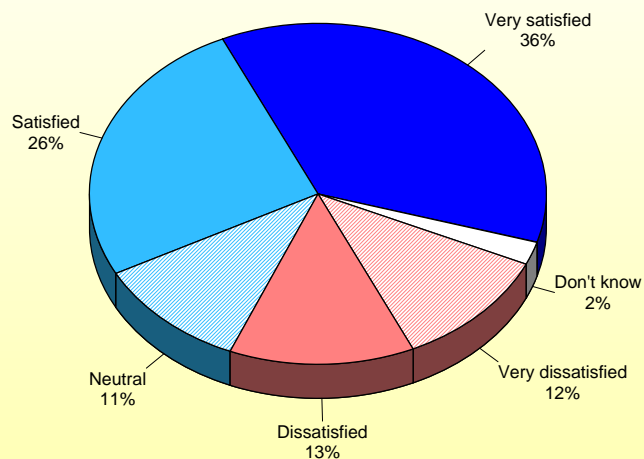
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q8b. If you have had a personal experience with police/fire, how would you rate that experience?

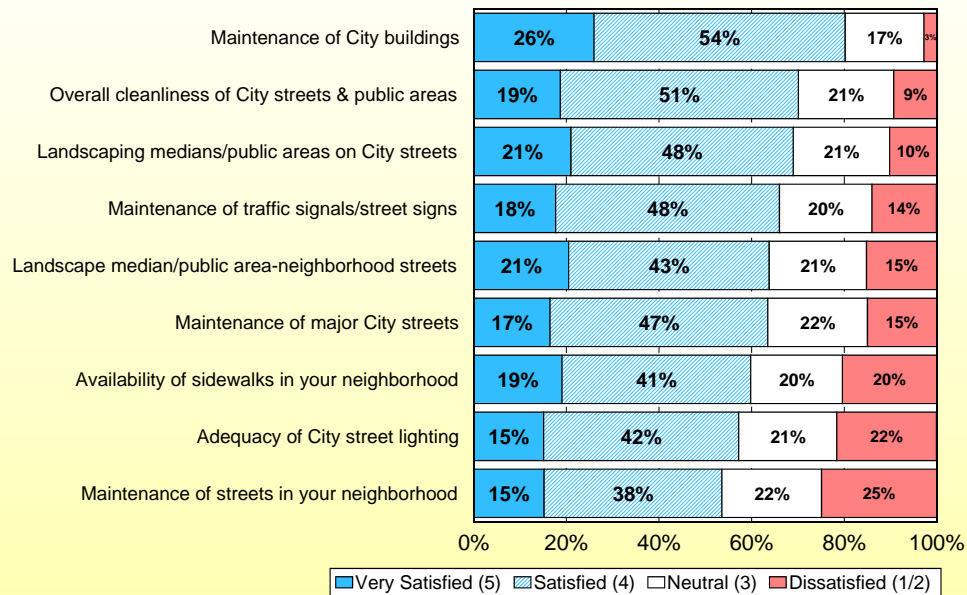
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q9. Satisfaction with Various Aspects of Maintenance

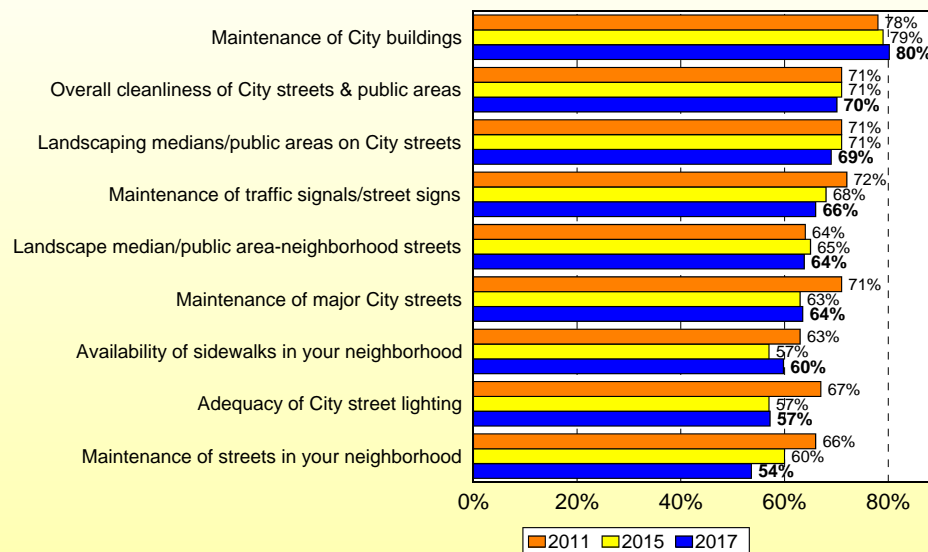
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

TRENDS: Satisfaction with Various Aspects of Maintenance - 2011, 2015 & 2017

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

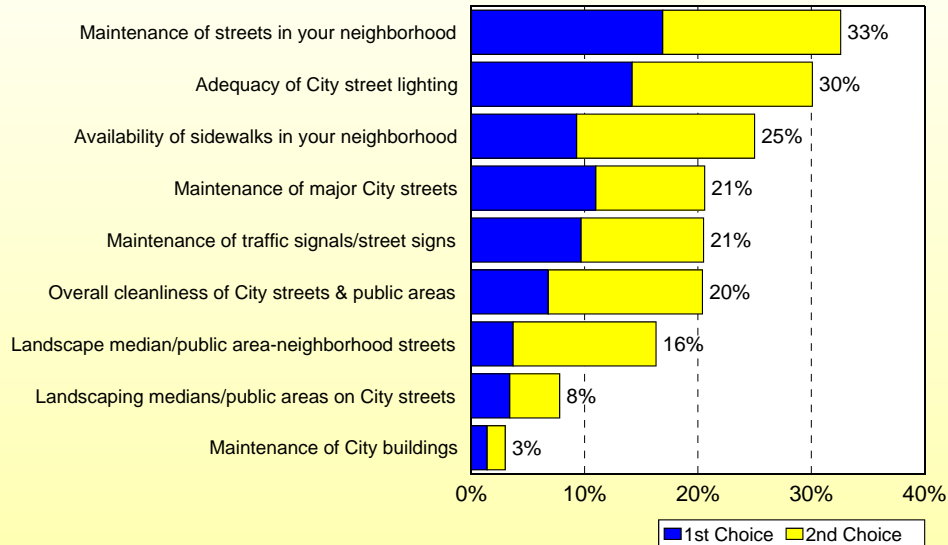


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q10. Maintenance Issues That Should Receive the Most Emphasis Over the Next Two Years

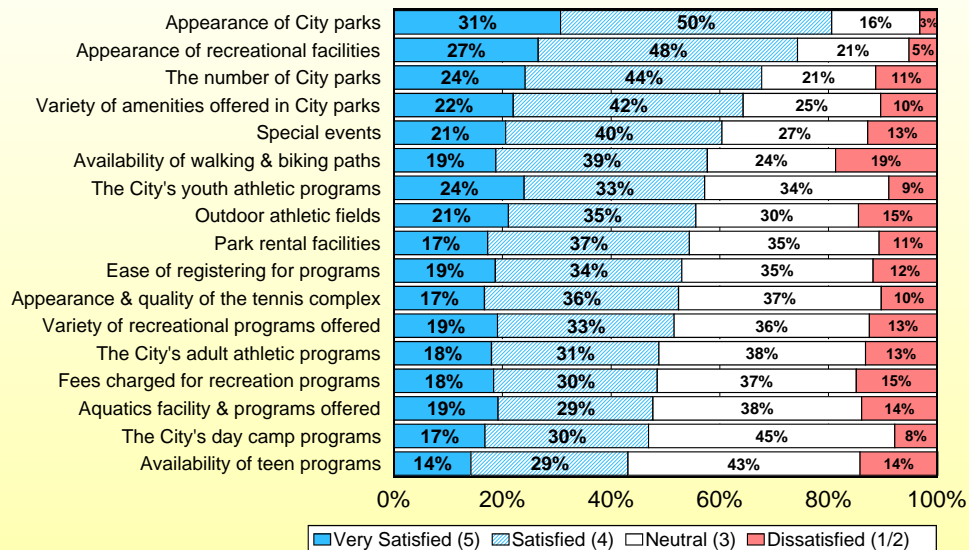
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q11. Satisfaction with Various Aspects of Parks and Recreation

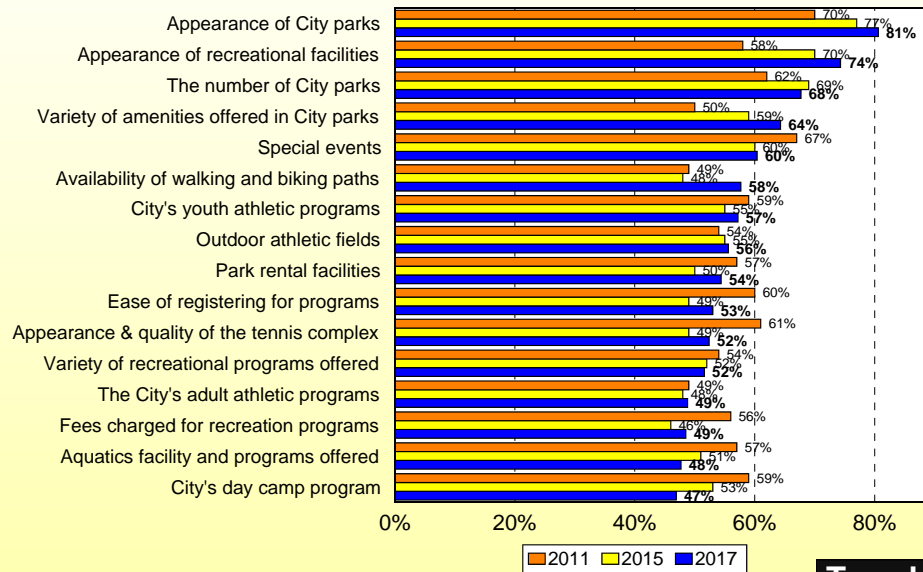
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

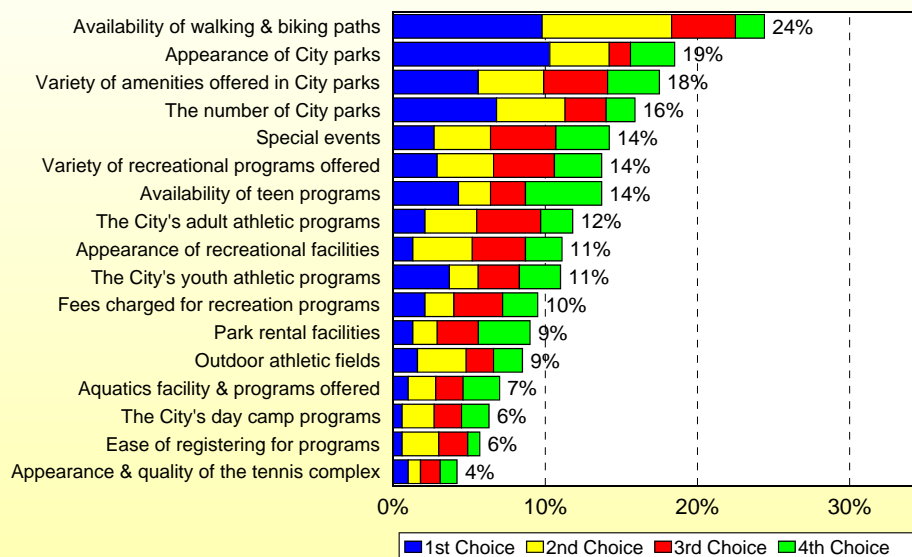
TRENDS: Satisfaction with Various Aspects of Parks and Recreation - 2011, 2015 & 2017

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



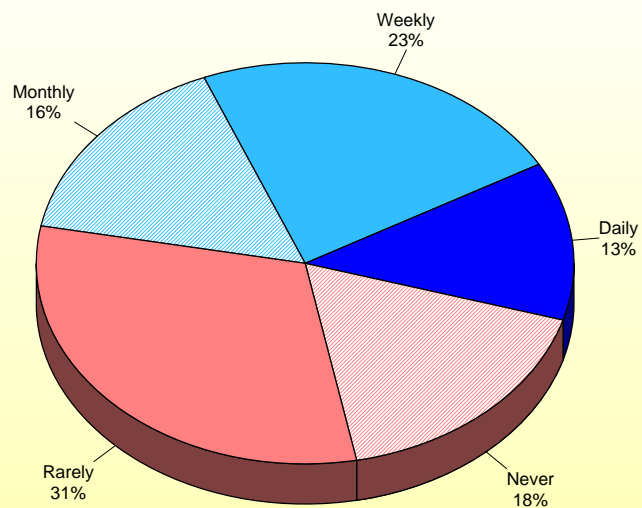
Q12. Parks and Recreation Issues That Should Receive the Most Emphasis Over the Next Two Years

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



Q12a. How often do you use the City's Park System?

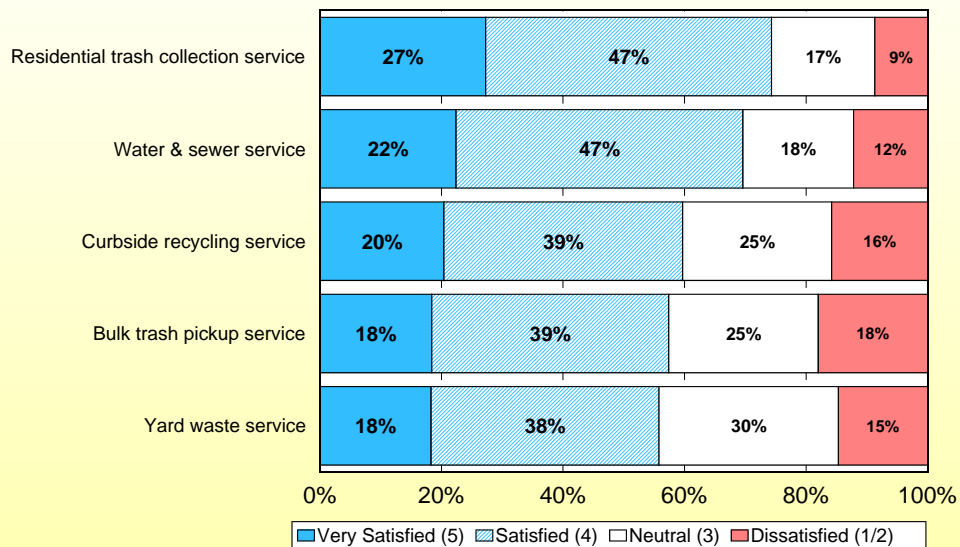
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q13. Satisfaction with Utilities in the City of Hallandale Beach

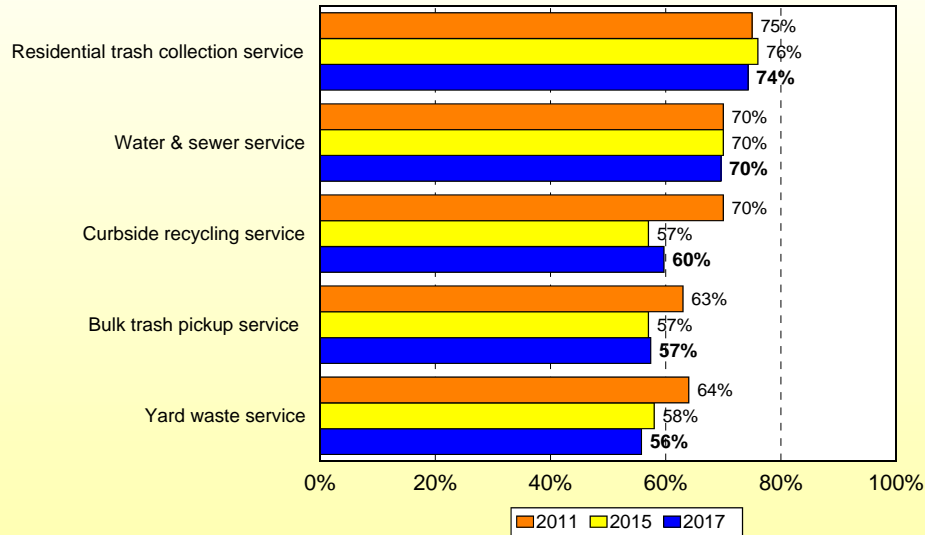
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

TRENDS: Satisfaction with Utilities in the City of Hallandale Beach - 2011, 2015 & 2017

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

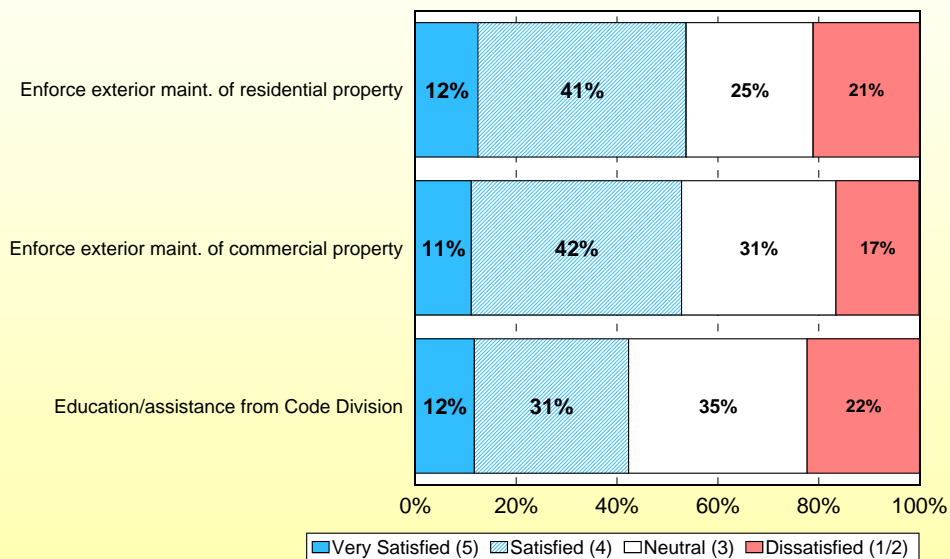


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q14. Satisfaction with Code Compliance in the City of Hallandale Beach

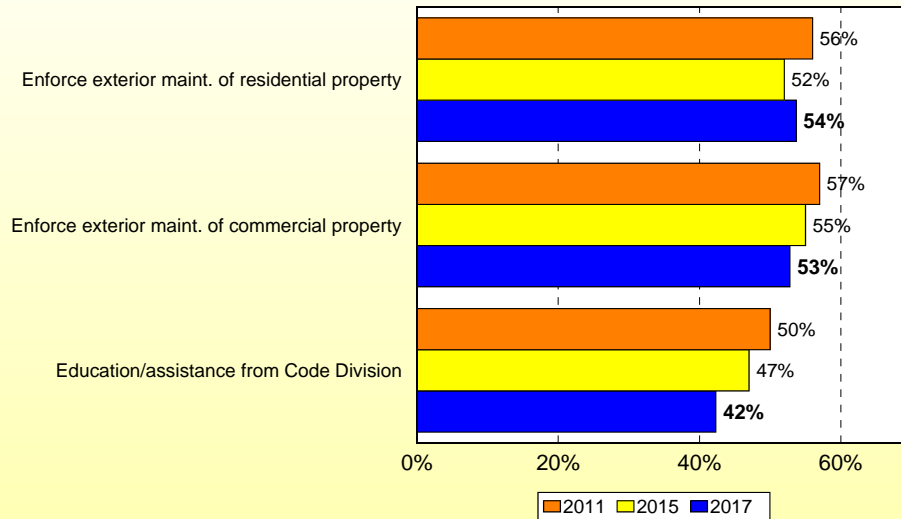
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

TRENDS: Satisfaction with Code Compliance in the City of Hallandale Beach - 2011, 2015 & 2017

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

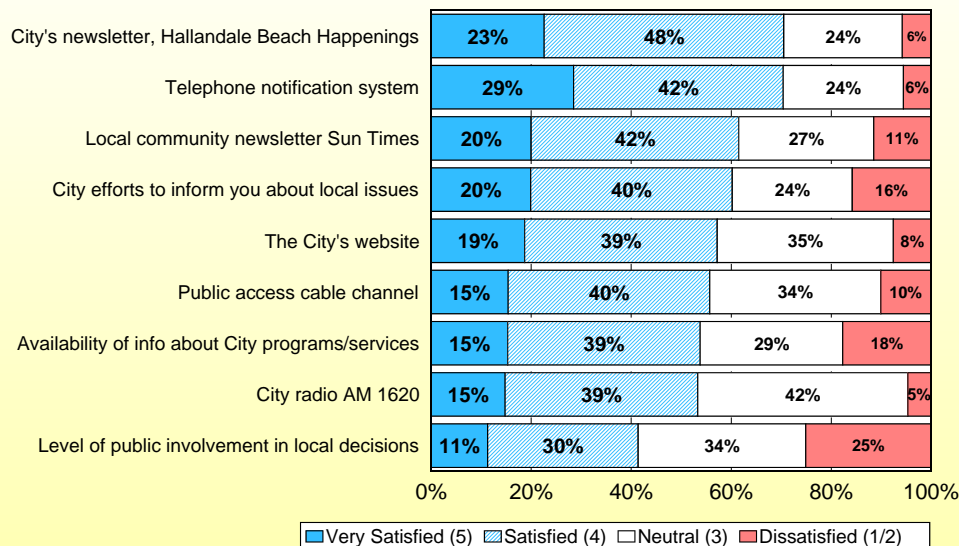


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q15. Satisfaction with Various Aspects of Communication

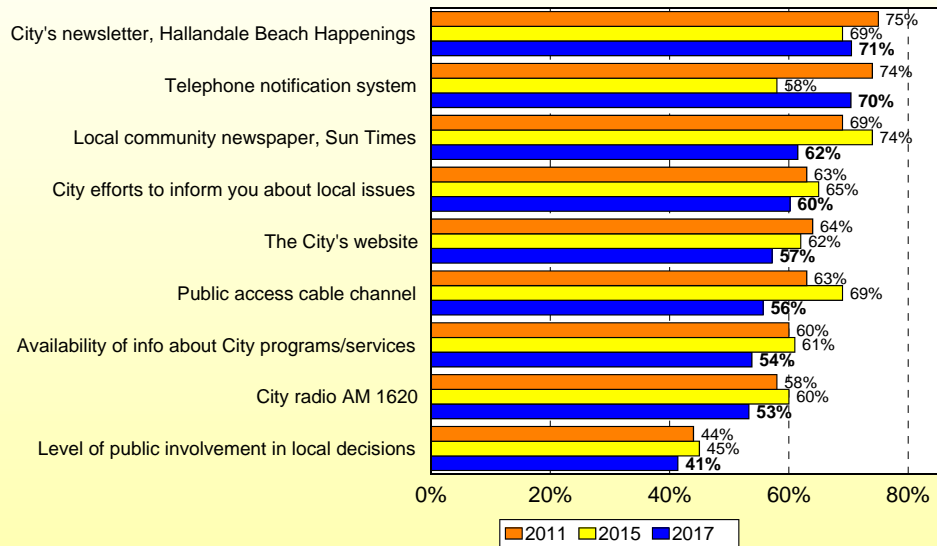
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

TRENDS: Satisfaction with Various Aspects of Communication - 2011, 2015 & 2017

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

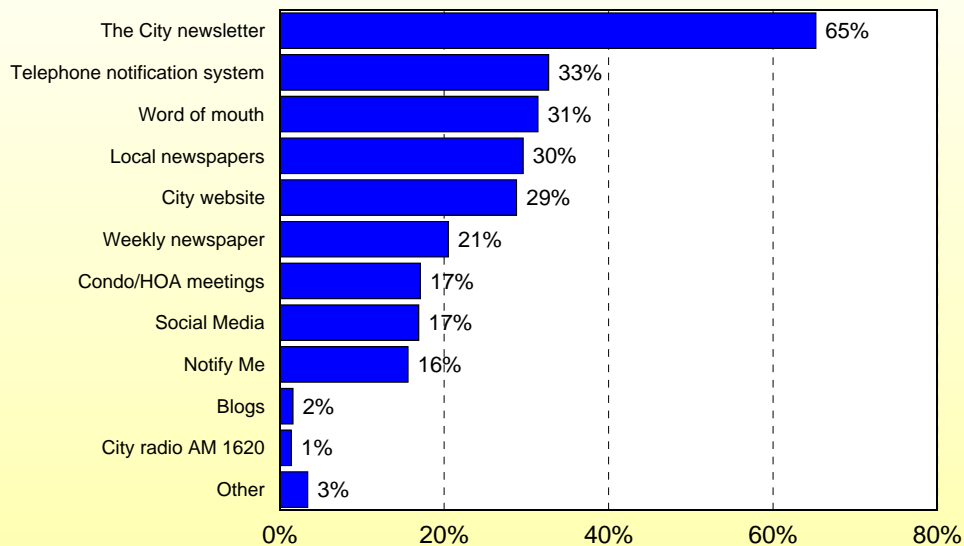


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q16. Primary sources of information about City issues, services, and events

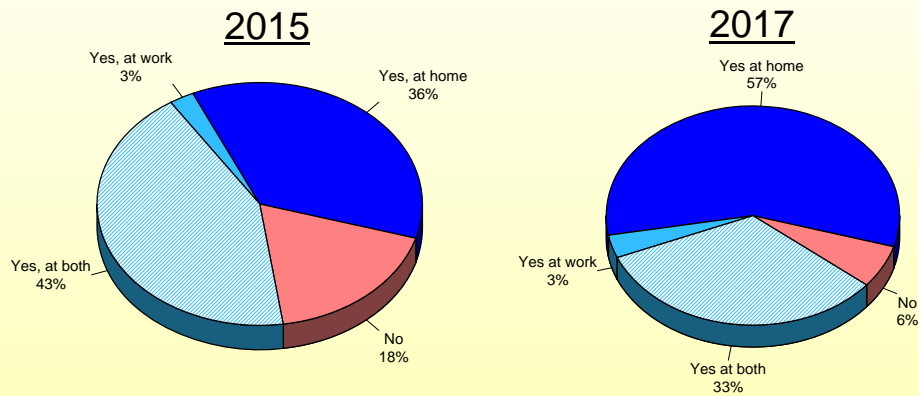
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q17. Do you have access to the Internet at home or work?

by percentage of respondents

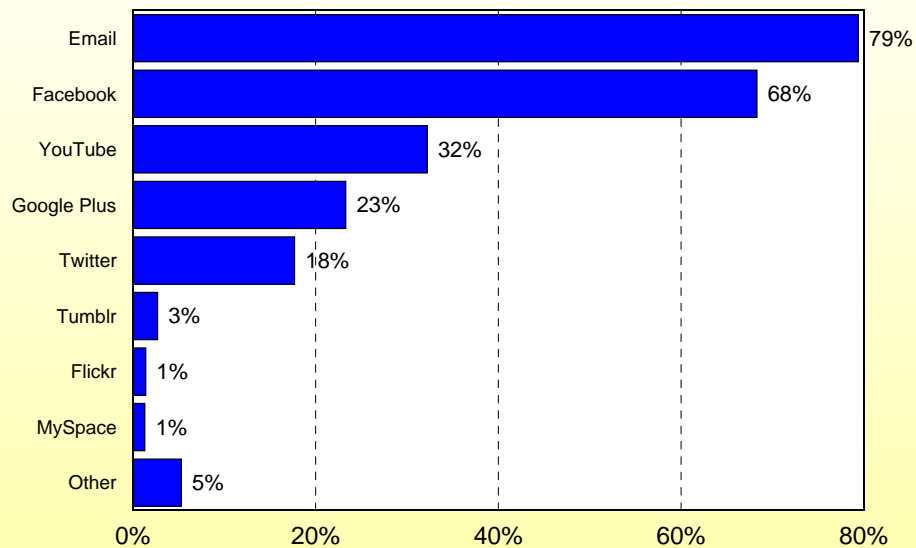


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q18. Which of the following social media do you use and/or subscribe to?

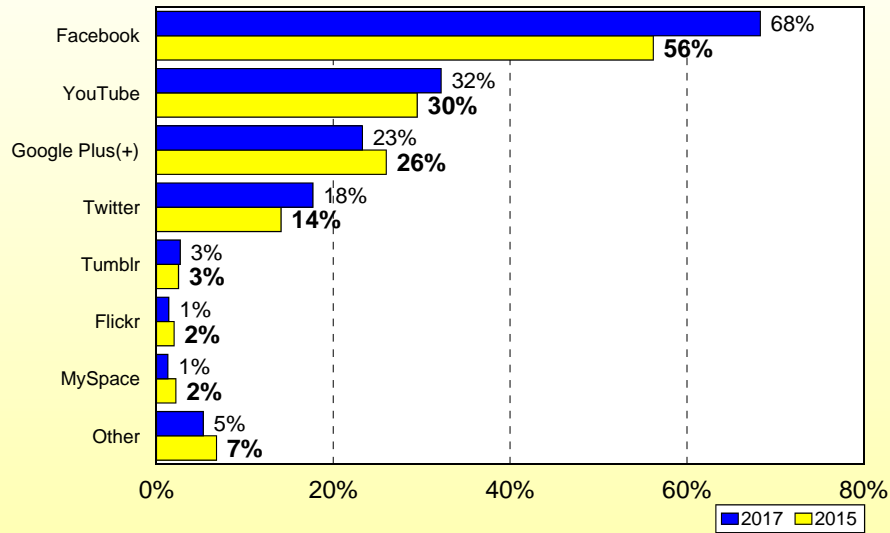
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q18. Which of the following social media do you use and/or subscribe to? - 2015 & 2017

by percentage of respondents (multiple selections could be made)

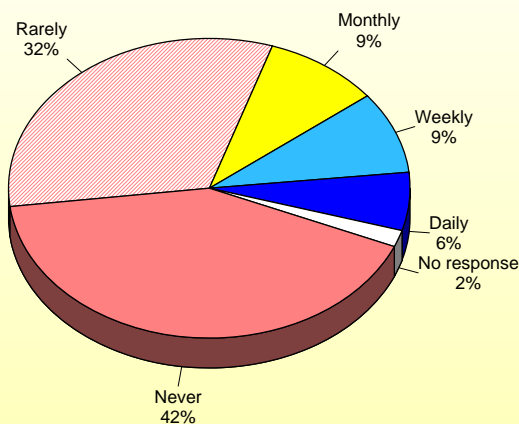


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q18a. How often do you communicate with the City or get information through the use of social media or email?

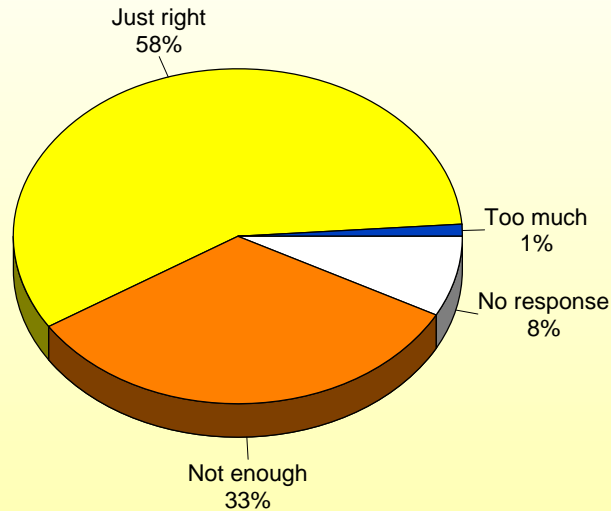
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q19. Is the information you receive from the City of Hallandale Beach:

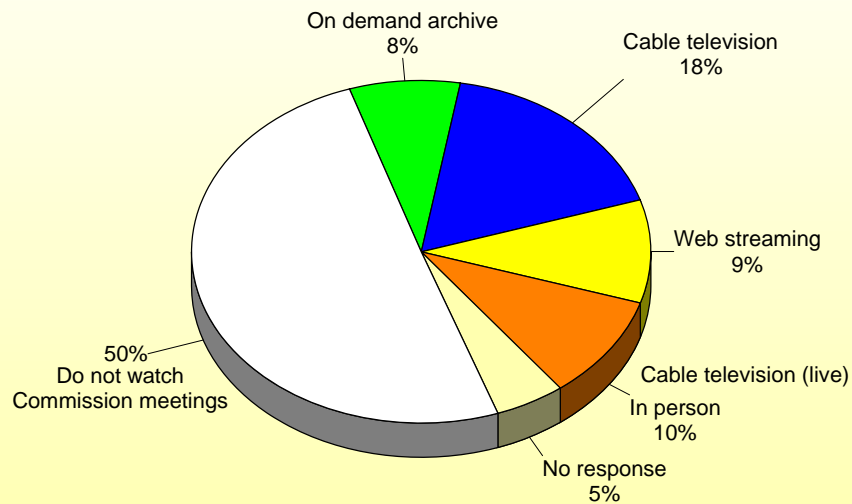
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q20. How do you prefer to watch Commission meetings?

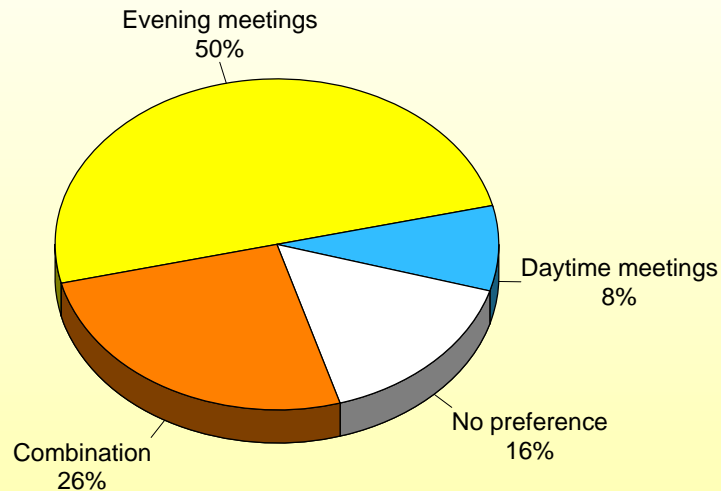
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q20a. If you prefer to watch Commission meetings in person, do you prefer...

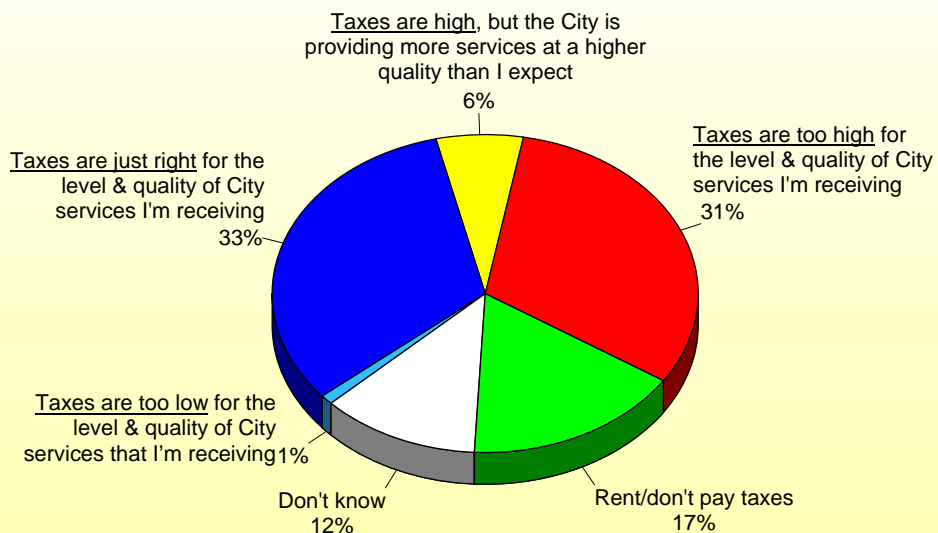
by percentage of respondents who preferred to watch in person



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q21. Which best describes how you feel about the taxes you pay to the City of Hallandale Beach?

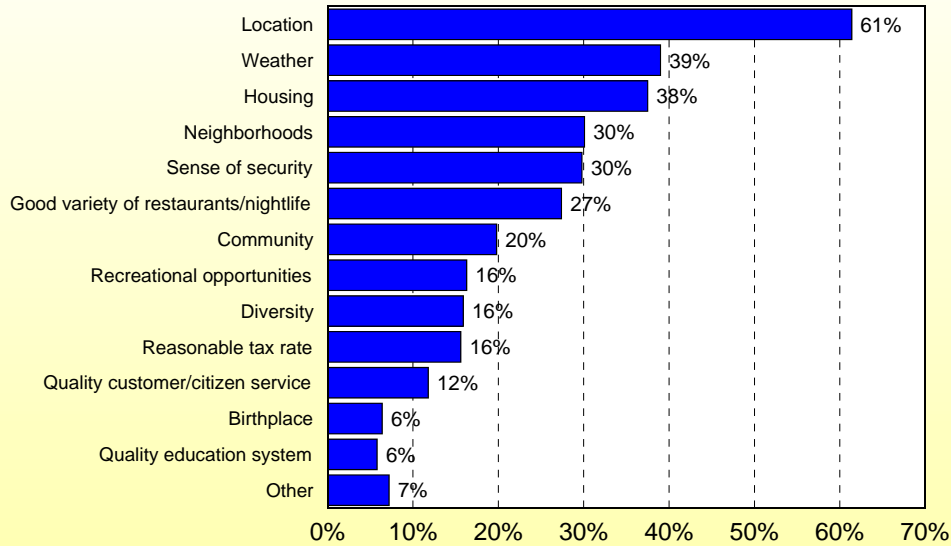
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q22. Why did you originally make the decision to live in, or why do you continue to live in, Hallandale Beach?

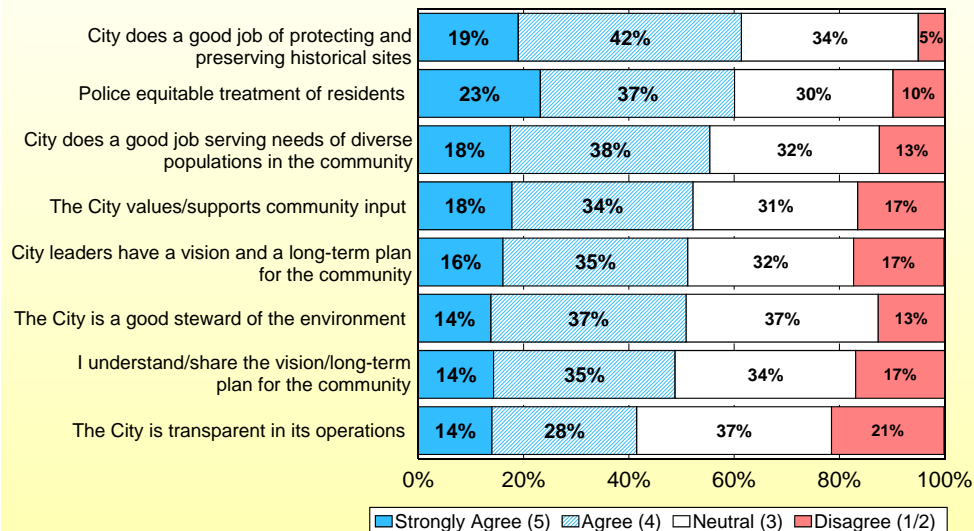
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q23. Level of Agreement with Statements Regarding Values and Diversity

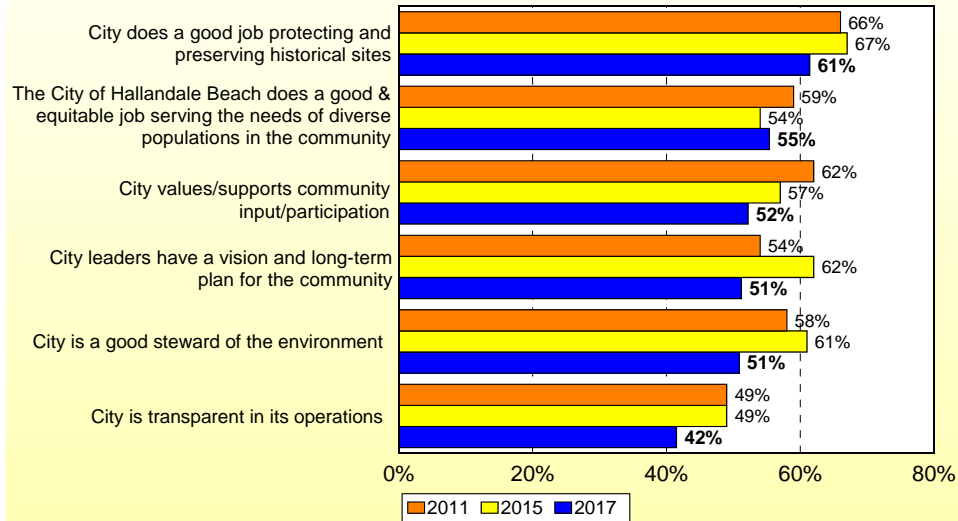
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

TRENDS: Level of Agreement with Statements Regarding Values and Diversity - 2011, 2015 & 2017

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

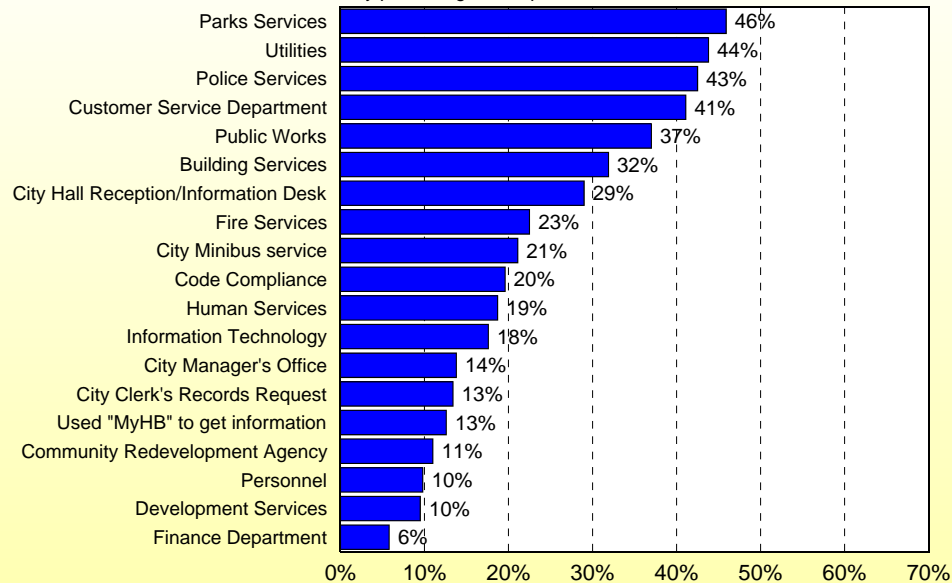


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q26. Please indicate if you or other members of your household have used the following city services and facilities

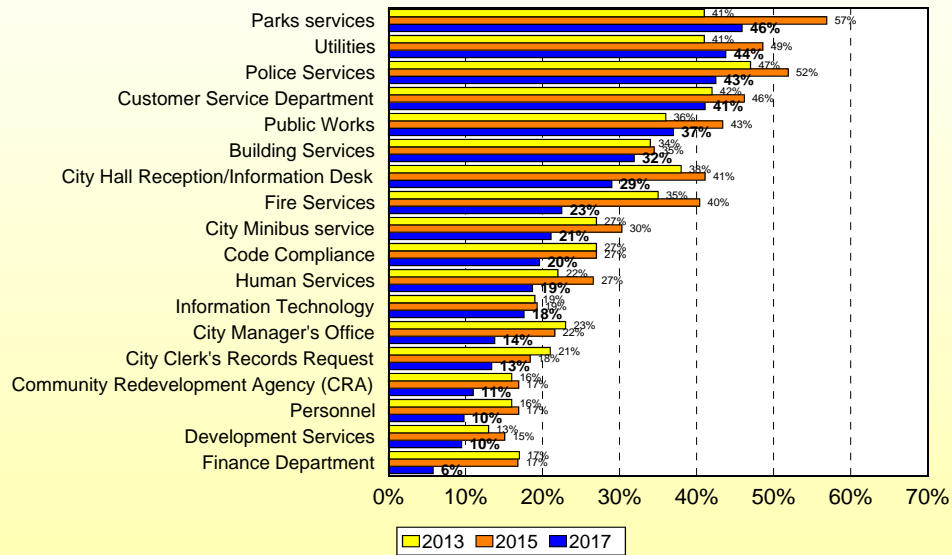
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

TRENDS: Please indicate if you or other members of your household have used the following city services and facilities

by percentage of respondents

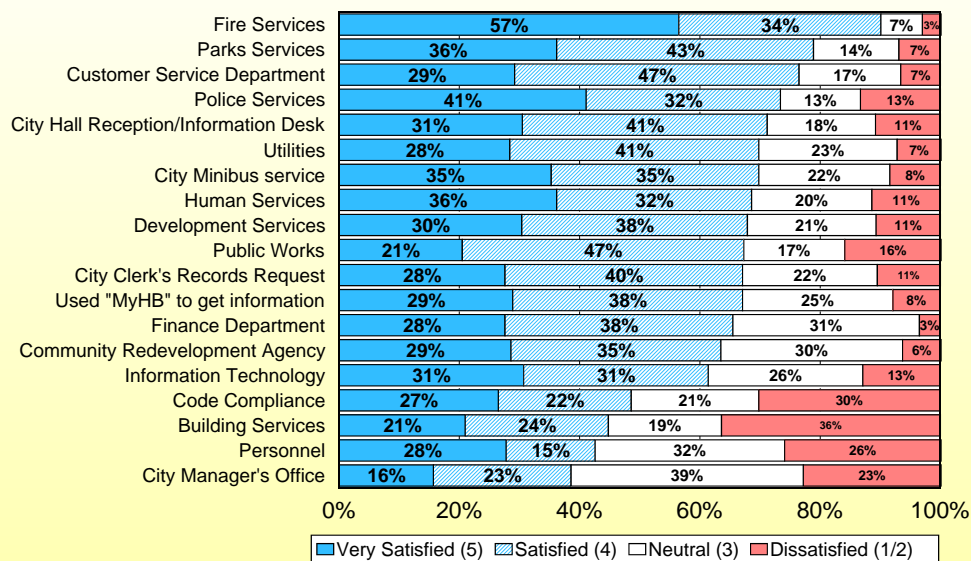


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q26. Satisfaction with the City services and facilities that households have used

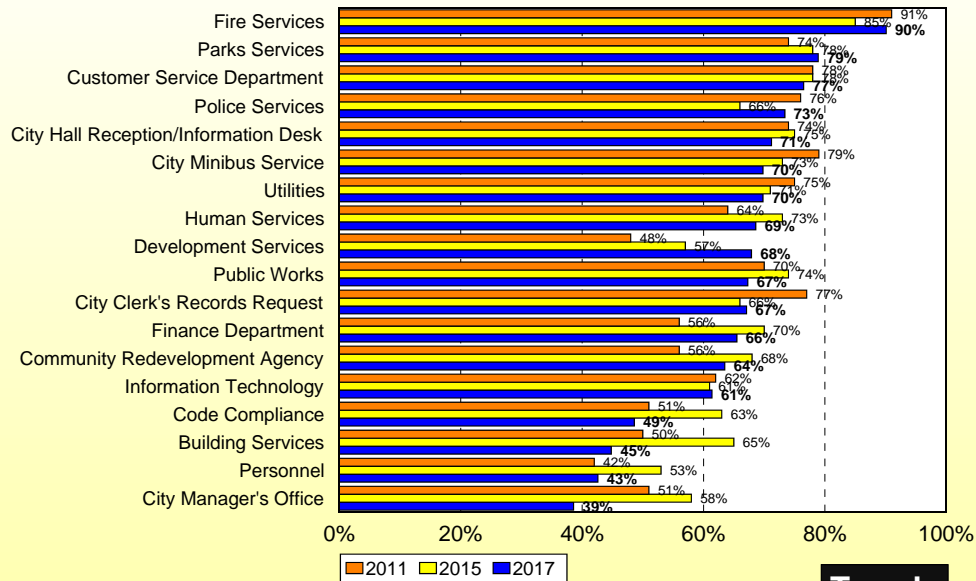
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

TRENDS: Satisfaction with the City services and facilities that households have used - 2011, 2015 & 2017

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

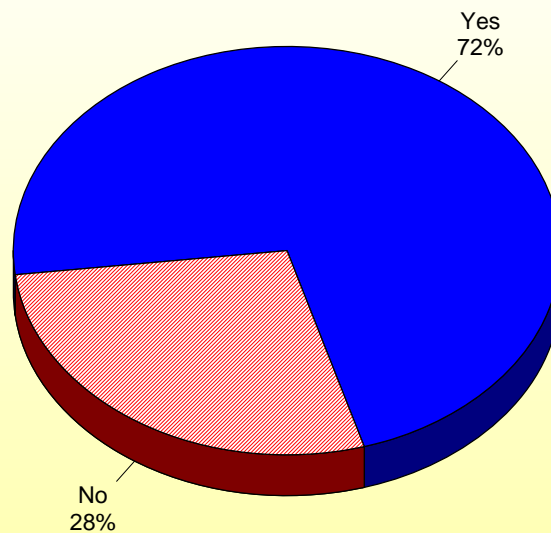


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Trends

Q27. Do you plan to retire in Hallandale Beach?

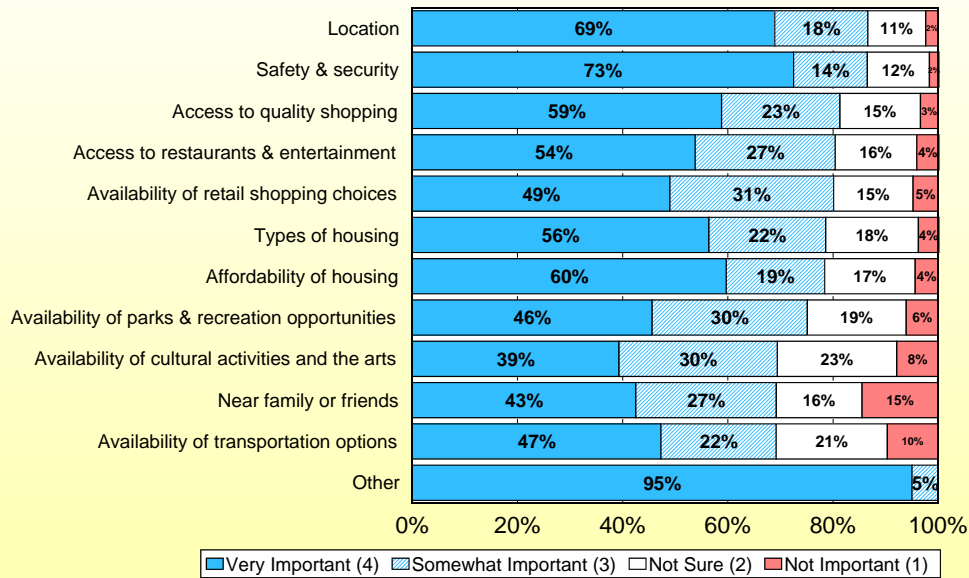
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q28. Overall importance of the following reasons in deciding whether or not to retire in Hallandale Beach

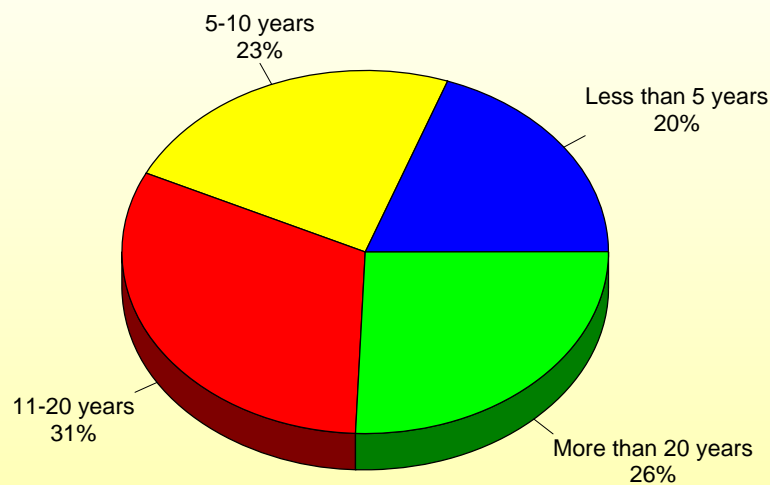
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q29. How many years have you lived in the City of Hallandale Beach?

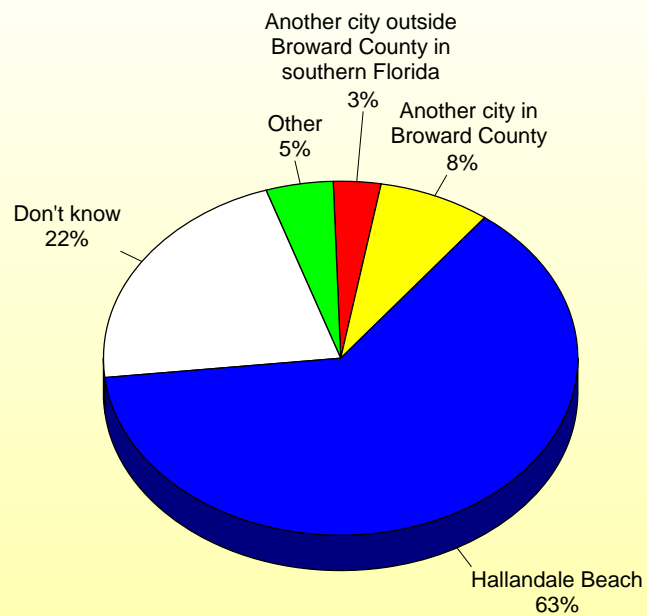
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q30. In five years, where do you plan to be living?

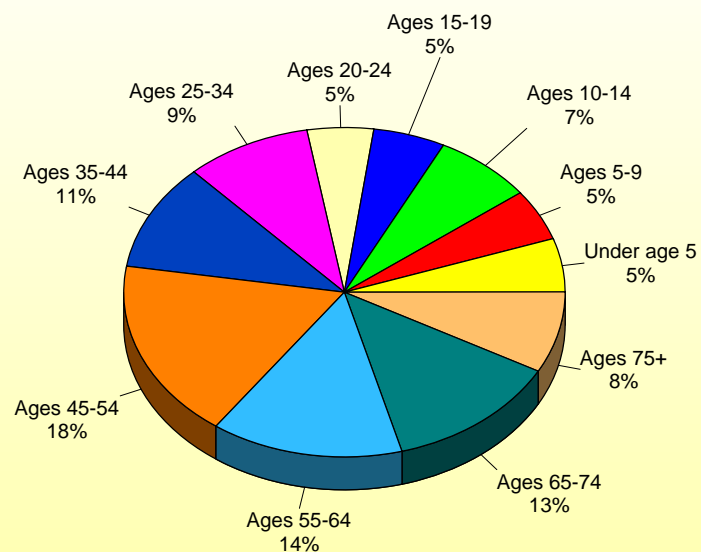
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q31. Demographics: How many persons in your household are?

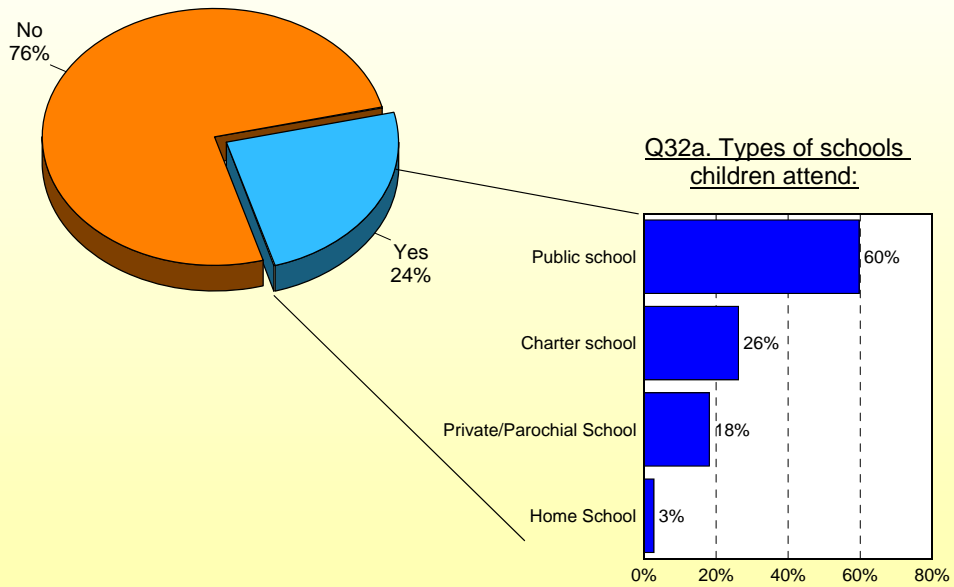
by percentage of household occupants



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q32. Do you have school age children living at home?

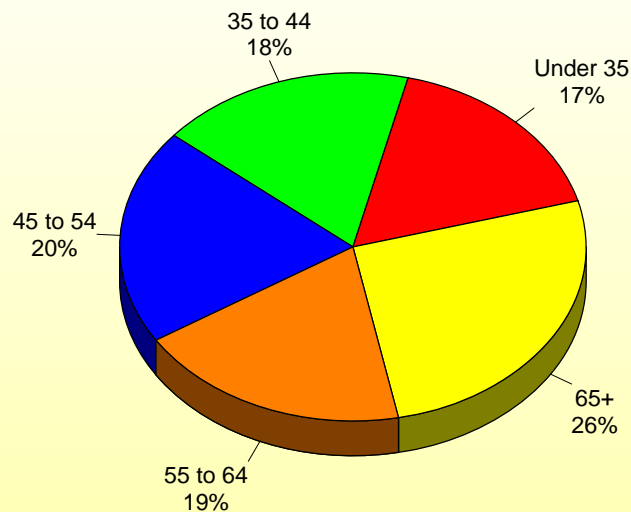
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q33. Demographics: Age of Respondents

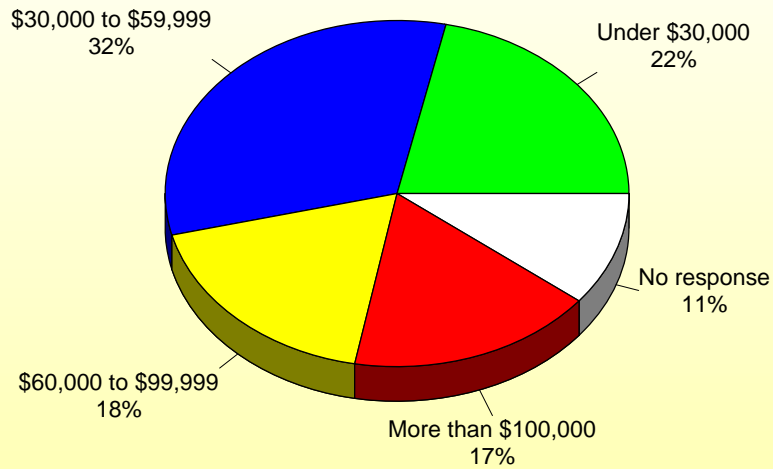
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q34. Would you say your household income is:

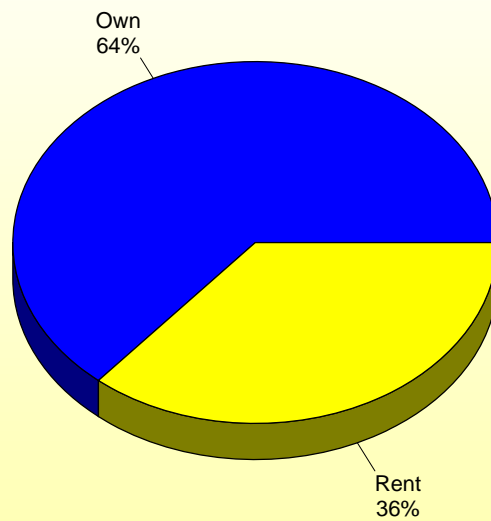
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q35. Demographics: Do you own or rent your home?

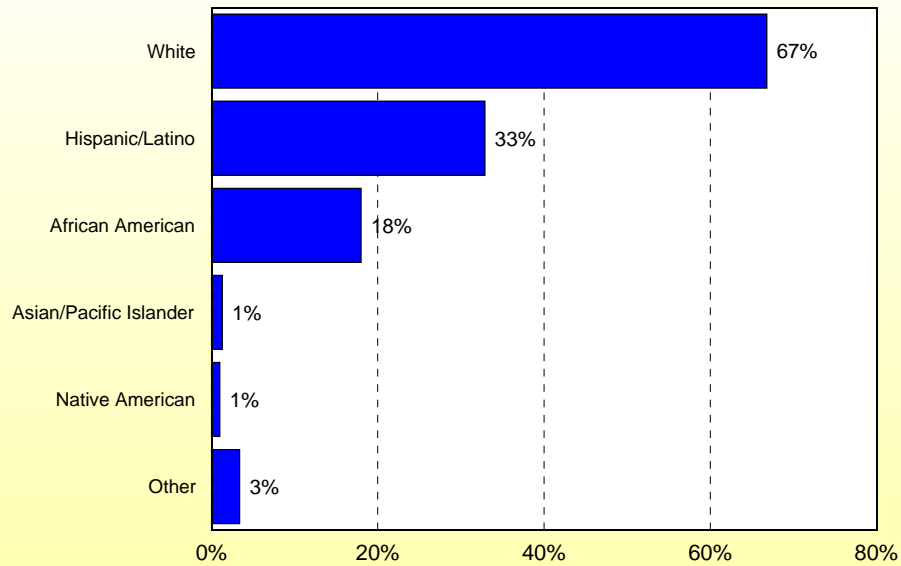
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q36. Demographics: Race/Ethnicity

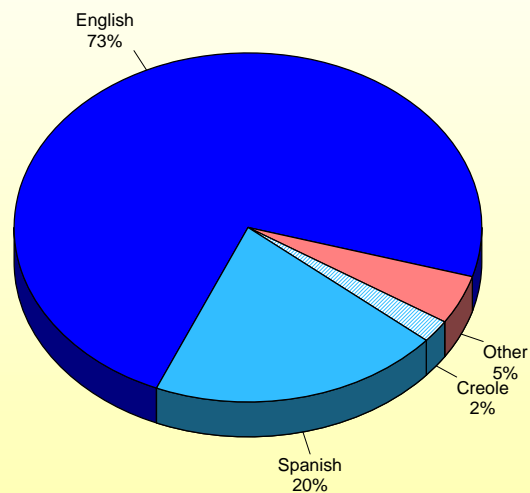
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q37. Demographics: Which of the following is the primary language for members of your household?

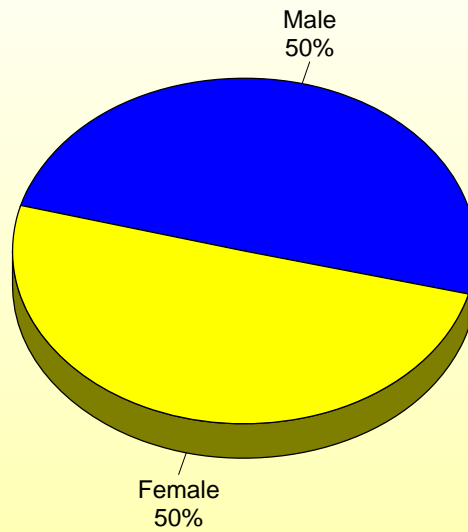
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q38. Demographics: Respondents Gender

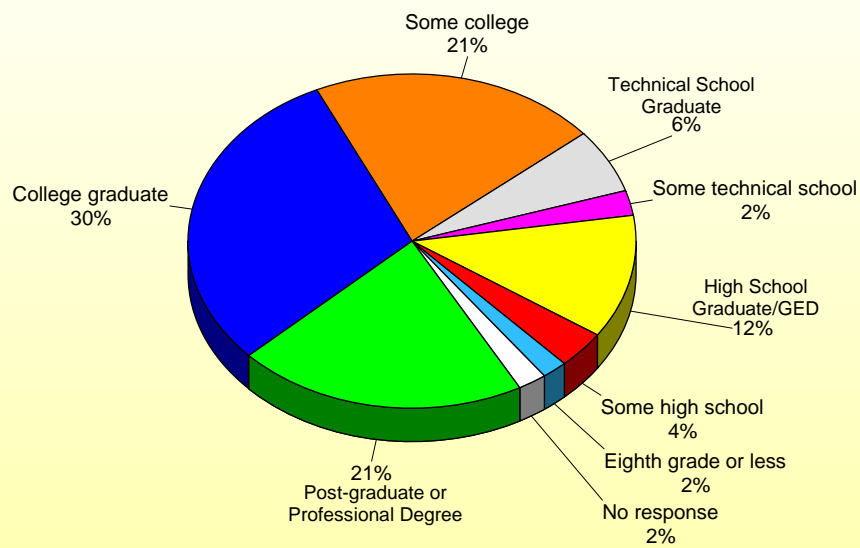
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Q38. What is your highest grade of school completed?

by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Section 2: Benchmarking Analysis

Benchmarking Summary Report

City of Hallandale Beach, Florida

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 230 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2016 to a random sample of over 4000 residents in the continental United States and (2) a regional survey administered to a random sample of 300 Florida residents during the fall of 2016.

Interpreting the Charts

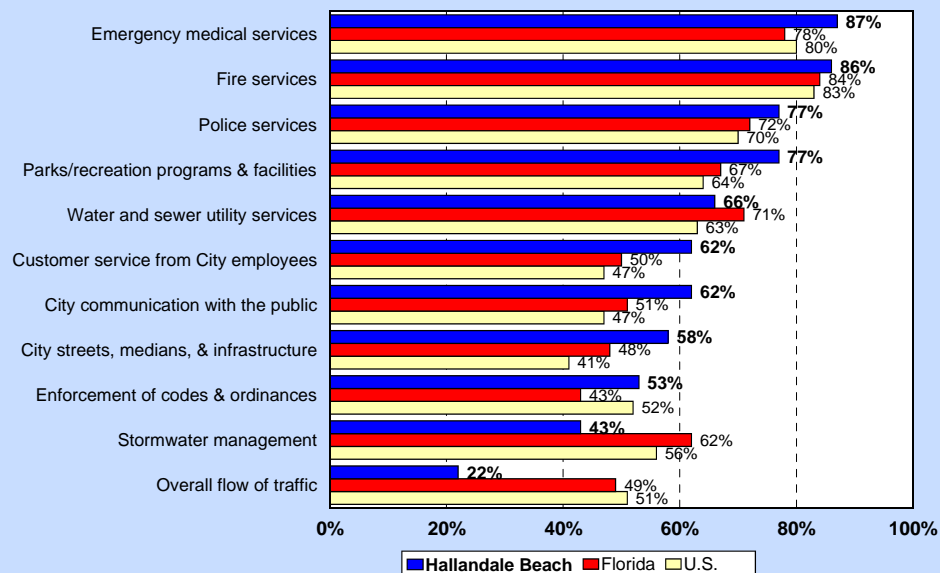
The “U.S. Average” shown in the charts on the following pages reflects the overall results of ETC Institute’s national survey of 4,044 residents; the “Florida Average” shown in the charts reflects the results of the regional survey of 300 residents in the state of Florida.

Benchmarking Analysis

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Hallandale Beach is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services Hallandale Beach vs. Florida vs. the U.S

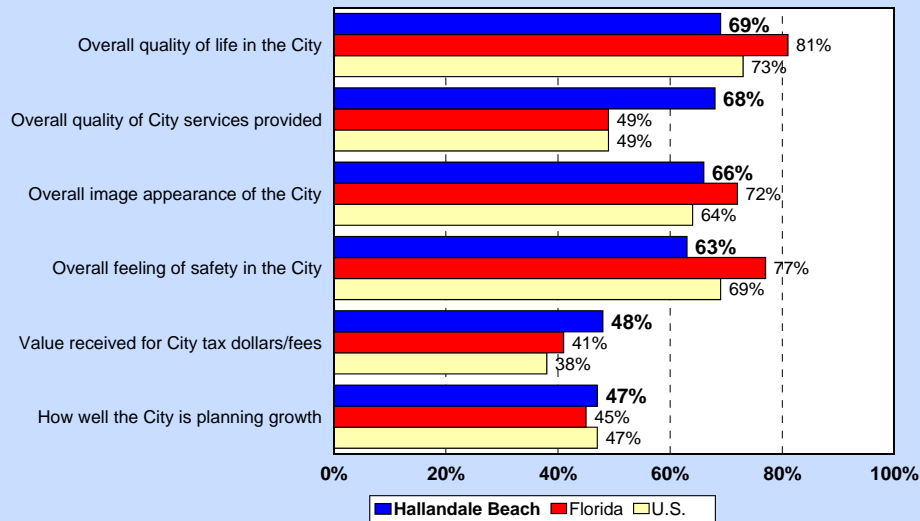
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Satisfaction with Issues that Influence Perceptions of the City Hallandale Beach vs. Florida vs. the U.S

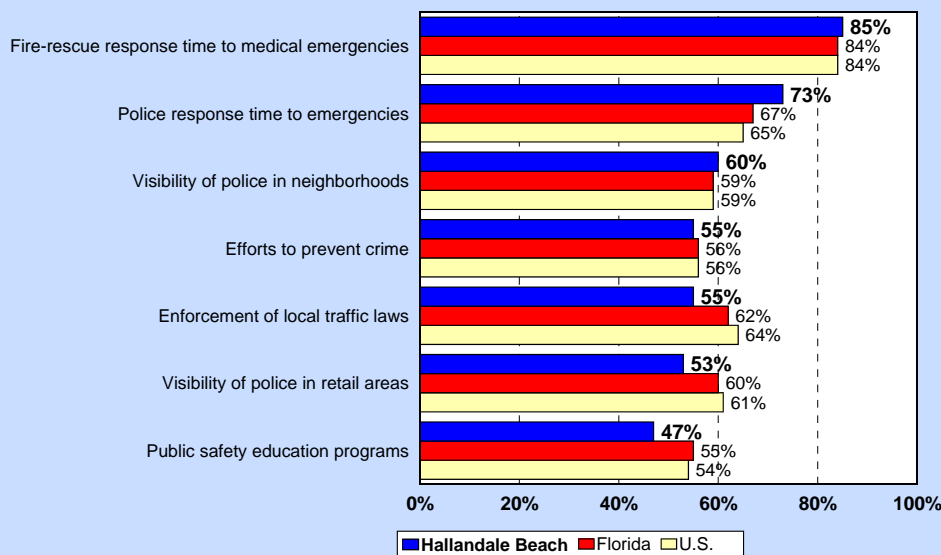
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Overall Satisfaction with Public Safety Services Hallandale Beach vs. Florida vs. the U.S

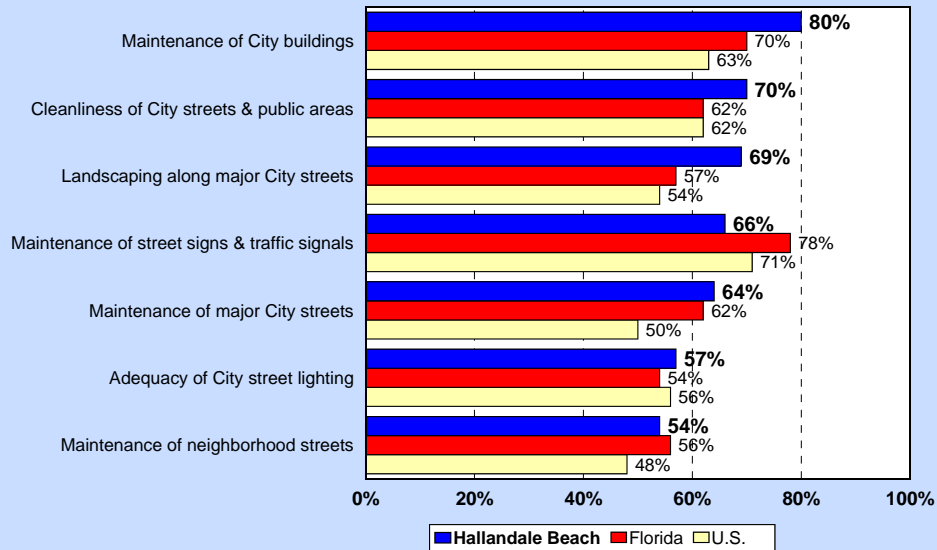
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

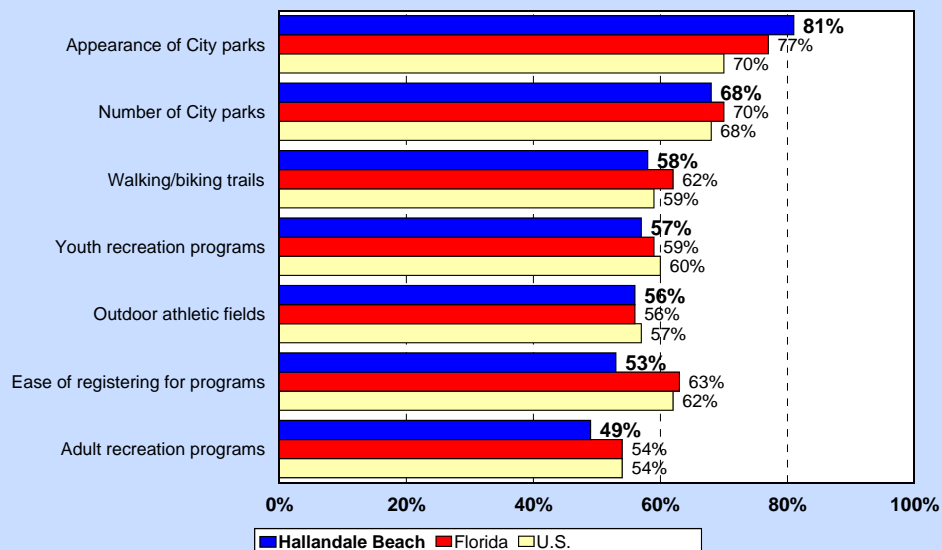
Overall Satisfaction with City Maintenance Hallandale Beach vs. Florida vs. the U.S

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)



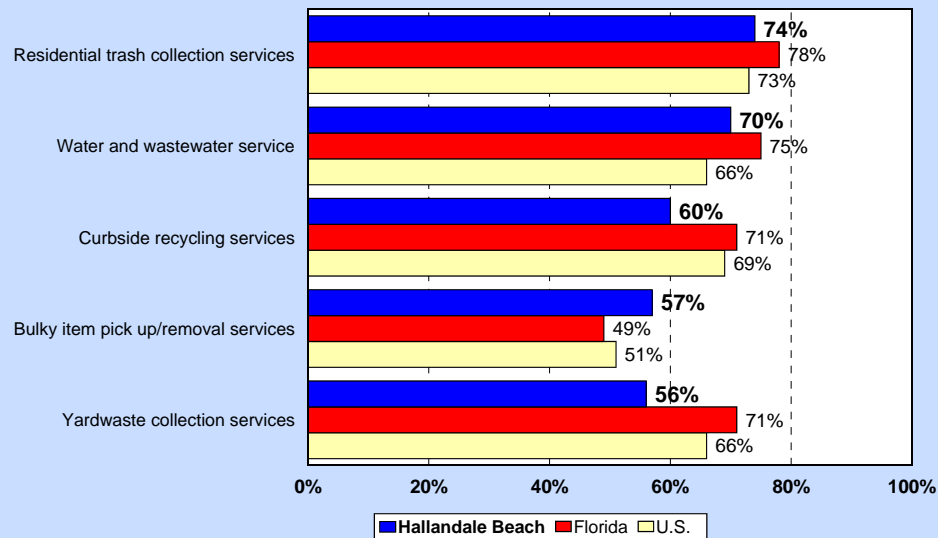
Overall Satisfaction with Parks and Recreation Hallandale Beach vs. Florida vs. the U.S

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)



Overall Satisfaction with Utility Services Hallandale Beach vs. Florida vs. the U.S

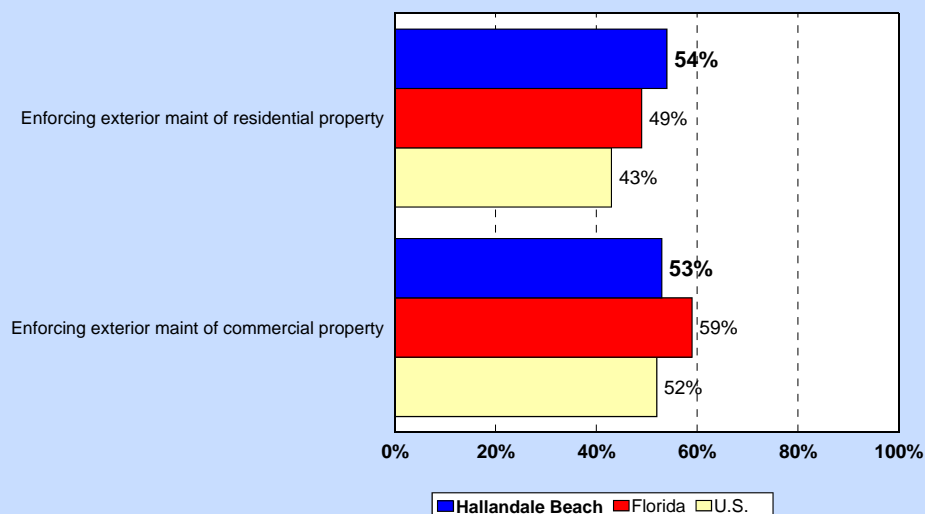
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Overall Satisfaction with Code Enforcement Hallandale Beach vs. Florida vs. the U.S

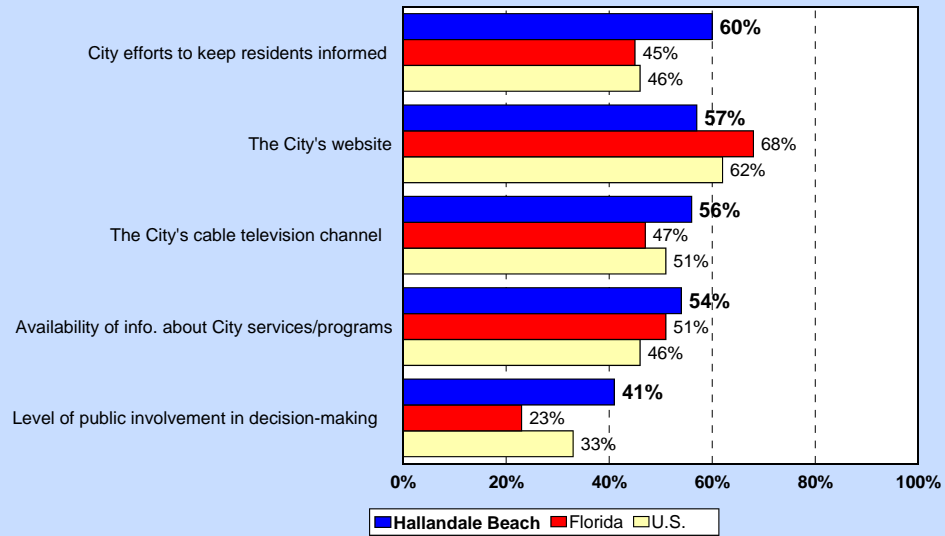
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Overall Satisfaction with Communication 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)



Source: 2017 ETC Institute

Section 3:

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

City of Hallandale Beach, Florida

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 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.

Overview

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 provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Fifty-nine percent (59%) of respondents selected *overall flow of traffic in the City* as one of the most important services for the City to provide.

With regard to satisfaction, 22% of respondents surveyed rated the City's overall performance in the *overall flow of traffic in the City* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *overall flow of traffic in the City* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 59% was multiplied by 78% (1-0.22). This calculation yielded an I-S rating of 0.4632 which ranked first out of 16 major service categories.

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 they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for the City of Hallandale Beach are provided on the following pages.

2017 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
<u>Very High Priority (IS >.20)</u>						
Overall flow of traffic in the City	59%	1	22%	16	0.4632	1
<u>High Priority (IS .10-.20)</u>						
City's stormwater drainage system	26%	2	43%	15	0.1500	2
Overall appearance of City streets, medians, buildings &	25%	3	58%	12	0.1027	3
<u>Medium Priority (IS <.10)</u>						
Building Department services	11%	6	44%	14	0.0627	4
Police services	20%	4	77%	4	0.0459	5
Overall quality of City water & sewer utilities	11%	5	66%	8	0.0376	6
Code Compliance Division services	8%	11	53%	13	0.0374	7
City communication with the public	9%	9	62%	9	0.0358	8
Overall appearance of City beaches	11%	7	69%	7	0.0339	9
Sanitation services	11%	8	74%	5	0.0280	10
Human Services	6%	14	59%	11	0.0260	11
Overall quality of City recreation programs/facilities	8%	12	70%	6	0.0233	12
Overall quality of City parks	9%	10	77%	3	0.0196	13
Overall quality of customer service you receive from City employees	5%	16	62%	10	0.0185	14
Emergency medical services	8%	13	87%	1	0.0102	15
Fire services	6%	15	86%	2	0.0080	16

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 be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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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2017 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
High Priority (IS .10-.20)						
The City's efforts to prevent crime	41%	1	55%	5	0.1832	1
The visibility & frequency of police in your neighborhood	38%	2	60%	4	0.1536	2
The visibility & frequency of police in retail areas	22%	3	53%	7	0.1020	3
Medium Priority (IS <.10)						
Public safety education programs	18%	5	47%	8	0.0956	4
Enforcement of local traffic laws within the City limits	20%	4	55%	6	0.0893	5
How quickly police personnel respond to 911 calls	9%	6	73%	3	0.0250	6
How quickly fire-rescue personnel respond to medical emergencies	6%	7	85%	1	0.0090	7
How quickly fire-rescue personnel respond to fire emergencies	3%	8	82%	2	0.0059	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 and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

2017 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
High Priority (IS .10-.20)						
Maintenance of streets in your neighborhood	33%	1	54%	9	0.1513	1
Adequacy of City street lighting	30%	2	57%	8	0.1288	2
Availability of sidewalks in your neighborhood	25%	3	60%	7	0.1005	3
Medium Priority (IS <.10)						
Maintenance of major City streets	21%	4	64%	6	0.0752	4
Maintenance of traffic signals/street signs	21%	5	66%	4	0.0697	5
Overall cleanliness of City streets & public areas	20%	6	70%	2	0.0610	6
Landscaping of medians & public areas along streets in your neighborhood	16%	7	64%	5	0.0590	7
Landscaping of medians & public areas along major City streets	8%	8	69%	3	0.0242	8
Maintenance of City buildings	3%	9	80%	1	0.0059	9

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, third, and fourth most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

2017 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
High Priority (IS .10-.20)						
Availability of walking & biking paths	24%	1	58%	5	0.1032	1
Medium Priority (IS <.10)						
Availability of teen programs	14%	7	43%	17	0.0780	2
Variety of recreational programs offered	14%	6	52%	9	0.0663	3
Variety of amenities offered in City parks	18%	3	64%	4	0.0625	4
The City's adult athletic programs	12%	8	49%	8	0.0604	5
Special events	14%	5	60%	10	0.0562	6
The number of City parks	16%	4	68%	2	0.0514	7
Fees charged for recreation programs	10%	11	49%	12	0.0489	8
The City's youth athletic programs	11%	10	57%	7	0.0471	9
Park rental facilities	9%	12	54%	13	0.0410	10
Outdoor athletic fields	9%	13	56%	6	0.0377	11
Aquatics facility & programs offered	7%	14	48%	16	0.0366	12
Appearance of City parks	19%	2	81%	1	0.0359	13
The City's day camp programs	6%	15	47%	14	0.0335	14
Appearance of recreational facilities	11%	9	74%	3	0.0285	15
Ease of registering for programs	6%	16	53%	11	0.0268	16
Appearance & quality of the tennis complex	4%	17	52%	15	0.0200	17

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 and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

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

Section 4:

Tabular Data

Q1. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your overall satisfaction with the following services provided by the City of Hallandale Beach.

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Police services	31.9%	37.7%	13.8%	4.2%	2.9%	9.5%
Q1-2. Fire services	40.6%	31.6%	10.5%	0.3%	0.5%	16.6%
Q1-3. Emergency medical services	40.4%	30.3%	9.8%	0.8%	0.3%	18.4%
Q1-4. Overall quality of City parks	31.4%	37.5%	16.6%	2.7%	1.3%	10.5%
Q1-5. Overall quality of City recreation programs/facilities	21.9%	33.7%	17.9%	4.3%	1.4%	20.8%
Q1-6. Overall appearance of City streets, meidans, buildings & facilities	18.7%	37.5%	23.7%	11.9%	5.0%	3.2%
Q1-7. Overall quality of City water & sewer utilities	23.3%	39.5%	20.1%	8.2%	3.5%	5.3%
Q1-8. Code Compliance Division services	10.8%	26.7%	20.6%	7.6%	4.7%	29.6%
Q1-9. Building Department services	9.8%	19.6%	20.8%	10.0%	7.6%	32.2%
Q1-10. Overall quality of customer service you receive from City employees	19.0%	30.6%	21.7%	5.3%	4.0%	19.3%
Q1-11. City communication with the public	21.6%	34.5%	20.6%	8.9%	5.0%	9.5%
Q1-12. Overall flow of traffic in the City	5.3%	15.0%	17.9%	26.2%	30.0%	5.6%
Q1-13. City's stormwater drainage system	11.6%	27.9%	24.5%	15.6%	11.8%	8.7%
Q1-14. Overall appearance of City beaches	22.9%	39.9%	19.3%	6.8%	2.7%	8.4%
Q1-15. Human Services	12.4%	21.9%	19.3%	2.3%	1.9%	42.2%
Q1-16. Sanitation services	25.8%	42.7%	12.7%	7.7%	3.9%	7.2%

WITHOUT "DON'T KNOW"

Q1. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your overall satisfaction with the following services provided by the City of Hallandale Beach. (excluding don't know)

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	35.2%	41.6%	15.3%	4.6%	3.2%
Q1-2. Fire services	48.6%	37.8%	12.5%	0.4%	0.6%
Q1-3. Emergency medical services	49.5%	37.1%	12.0%	1.0%	0.4%
Q1-4. Overall quality of City parks	35.1%	41.9%	18.5%	3.1%	1.4%
Q1-5. Overall quality of City recreation programs/facilities	27.6%	42.5%	22.6%	5.5%	1.8%
Q1-6. Overall appearance of City streets, meidans, buildings & facilities	19.3%	38.8%	24.5%	12.3%	5.2%
Q1-7. Overall quality of City water & sewer utilities	24.7%	41.7%	21.3%	8.7%	3.7%
Q1-8. Code Compliance Division services	15.3%	38.0%	29.3%	10.8%	6.6%
Q1-9. Building Department services	14.5%	29.0%	30.6%	14.7%	11.2%
Q1-10. Overall quality of customer service you receive from City employees	23.6%	37.9%	26.9%	6.6%	5.0%
Q1-11. City communication with the public	23.8%	38.1%	22.8%	9.8%	5.5%
Q1-12. Overall flow of traffic in the City	5.6%	15.9%	18.9%	27.8%	31.7%
Q1-13. City's stormwater drainage system	12.7%	30.5%	26.8%	17.1%	12.9%
Q1-14. Overall appearance of City beaches	25.0%	43.6%	21.1%	7.4%	3.0%
Q1-15. Human Services	21.4%	37.9%	33.4%	3.9%	3.3%
Q1-16. Sanitation services	27.8%	46.0%	13.7%	8.3%	4.2%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Most emphasis	Number	Percent
Police services	70	11.3 %
Fire services	7	1.1 %
Emergency medical services	6	1.0 %
Overall quality of City parks	7	1.1 %
Overall quality of City recreation programs/facilities	13	2.1 %
Overall appearance of City streets, medians, buildings & facilities	38	6.1 %
Overall quality of City water & sewer utilities	15	2.4 %
Code Compliance Division services	8	1.3 %
Building Department services	23	3.7 %
Overall quality of customer service you receive from City employees	2	0.3 %
City communication with the public	15	2.4 %
Overall flow of traffic in the City	250	40.3 %
City's stormwater drainage system	42	6.8 %
Overall appearance of City beaches	10	1.6 %
Human Services	6	1.0 %
Sanitation services	11	1.8 %
None chosen	98	15.8 %
Total	621	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd most emphasis	Number	Percent
Police services	31	5.0 %
Fire services	18	2.9 %
Emergency medical services	23	3.7 %
Overall quality of City parks	18	2.9 %
Overall quality of City recreation programs/facilities	14	2.3 %
Overall appearance of City streets, medians, buildings & facilities	73	11.8 %
Overall quality of City water & sewer utilities	30	4.8 %
Code Compliance Division services	25	4.0 %
Building Department services	22	3.5 %
Overall quality of customer service you receive from City employees	13	2.1 %
City communication with the public	17	2.7 %
Overall flow of traffic in the City	69	11.1 %
City's stormwater drainage system	71	11.4 %
Overall appearance of City beaches	21	3.4 %
Human Services	14	2.3 %
Sanitation services	21	3.4 %
None chosen	141	22.7 %
Total	621	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd most emphasis	Number	Percent
Police services	22	3.5 %
Fire services	12	1.9 %
Emergency medical services	18	2.9 %
Overall quality of City parks	28	4.5 %
Overall quality of City recreation programs/facilities	21	3.4 %
Overall appearance of City streets, medians, buildings & facilities	41	6.6 %
Overall quality of City water & sewer utilities	25	4.0 %
Code Compliance Division services	17	2.7 %
Building Department services	24	3.9 %
Overall quality of customer service you receive from City employees	15	2.4 %
City communication with the public	27	4.3 %
Overall flow of traffic in the City	47	7.6 %
City's stormwater drainage system	51	8.2 %
Overall appearance of City beaches	36	5.8 %
Human Services	19	3.1 %
Sanitation services	34	5.5 %
None chosen	184	29.6 %
Total	621	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (sum of top three choices)

Q2. Sum of top 3 choices	Number	Percent
Police services	123	19.8 %
Fire services	37	6.0 %
Emergency medical services	47	7.6 %
Overall quality of City parks	53	8.5 %
Overall quality of City recreation programs/facilities	48	7.7 %
Overall appearance of City streets, medians, buildings & facilities	152	24.5 %
Overall quality of City water & sewer utilities	70	11.3 %
Code Compliance Division services	50	8.1 %
Building Department services	69	11.1 %
Overall quality of customer service you receive from City employees	30	4.8 %
City communication with the public	59	9.5 %
Overall flow of traffic in the City	366	58.9 %
City's stormwater drainage system	164	26.4 %
Overall appearance of City beaches	67	10.8 %
Human Services	39	6.3 %
Sanitation services	66	10.6 %
None chosen	98	15.8 %
Total	1538	

Q3. Please rate the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services	14.5%	45.1%	23.5%	2.7%	1.3%	12.9%
Q3-2. Overall image/appearance of the City	17.9%	44.1%	21.7%	8.9%	1.3%	6.1%
Q3-3. Overall quality of life in the City	20.6%	44.6%	22.2%	5.5%	1.6%	5.5%
Q3-4. Overall quality of public education in the City	9.8%	19.2%	21.3%	7.4%	4.7%	37.7%
Q3-5. Overall feeling of safety in the City	15.8%	43.6%	23.5%	8.5%	3.5%	5.0%
Q3-6. Overall value received for your City tax dollars/fees	10.0%	32.7%	28.7%	11.6%	5.2%	11.9%
Q3-7. How well the City is planning growth	11.1%	26.9%	23.8%	11.3%	8.5%	18.4%

WITHOUT "DON'T KNOW"

Q3. Please rate the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding don't know)

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services	16.6%	51.8%	27.0%	3.1%	1.5%
Q3-2. Overall image/appearance of the City	19.0%	47.0%	23.2%	9.4%	1.4%
Q3-3. Overall quality of life in the City	21.8%	47.2%	23.5%	5.8%	1.7%
Q3-4. Overall quality of public education in the City	15.8%	30.7%	34.1%	11.9%	7.5%
Q3-5. Overall feeling of safety in the City	16.6%	45.9%	24.7%	9.0%	3.7%
Q3-6. Overall value received for your City tax dollars/fees	11.3%	37.1%	32.5%	13.2%	5.9%
Q3-7. How well the City is planning growth	13.6%	32.9%	29.2%	13.8%	10.5%

Q4. Perceptions of Safety and Security. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:

(N=621)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. Walking alone in your neighborhood in general	22.5%	45.4%	18.0%	10.0%	2.1%	1.9%
Q4-2. Walking alone in your neighborhood during the day	35.6%	47.7%	10.0%	4.2%	0.6%	1.9%
Q4-3. Walking alone in your neighborhood after dark	12.4%	32.4%	23.3%	19.2%	8.5%	4.2%
Q4-4. In City parks and recreation facilities	15.0%	40.6%	22.7%	7.1%	1.4%	13.2%
Q4-5. In business areas of the City during the day	30.8%	48.5%	13.0%	2.6%	0.8%	4.3%
Q4-6. In business areas of the City after dark	12.7%	33.7%	24.0%	16.4%	3.1%	10.1%
Q4-7. Overall safety at the beach	21.3%	45.6%	16.6%	3.9%	1.1%	11.6%

WITHOUT "DON'T KNOW"

Q4. Perceptions of Safety and Security. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations: (excluding don't know)

(N=621)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. Walking alone in your neighborhood in general	23.0%	46.3%	18.4%	10.2%	2.1%
Q4-2. Walking alone in your neighborhood during the day	36.3%	48.6%	10.2%	4.3%	0.7%
Q4-3. Walking alone in your neighborhood after dark	12.9%	33.8%	24.4%	20.0%	8.9%
Q4-4. In City parks and recreation facilities	17.3%	46.8%	26.2%	8.2%	1.7%
Q4-5. In business areas of the City during the day	32.2%	50.7%	13.6%	2.7%	0.8%
Q4-6. In business areas of the City after dark	14.2%	37.5%	26.7%	18.3%	3.4%
Q4-7. Overall safety at the beach	24.0%	51.5%	18.8%	4.4%	1.3%

Q5. In the past 12 months, do you think Hallandale Beach has become more, less, or stayed the same as far as being a safe place to live, work, and raise a family?

Q5. In the past 12 months, do you think Hallandale Beach has become more safe, less safe or stayed the same as far as a safe place to live, work and raise a family?

	Number	Percent
More safe	100	16.1 %
Stayed the same	346	55.7 %
Less safe	89	14.3 %
Don't know	86	13.8 %
Total	621	100.0 %

Q6. Public Safety. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. The visibility & frequency of police in your neighborhood	15.5%	42.7%	23.5%	11.1%	4.3%	2.9%
Q6-2. The visibility & frequency of police in retail areas	13.2%	36.7%	30.0%	11.9%	2.4%	5.8%
Q6-3. The City's efforts to prevent crime	15.9%	30.6%	28.0%	7.1%	2.7%	15.6%
Q6-4. Enforcement of local traffic laws within the City limits	11.4%	38.5%	25.6%	8.9%	6.6%	9.0%
Q6-5. How quickly police personnel respond to 911 calls	22.9%	26.4%	12.9%	3.1%	1.9%	32.9%
Q6-6. How quickly fire-rescue personnel respond to fire emergencies	29.6%	26.2%	11.1%	0.3%	0.6%	32.0%
Q6-7. How quickly fire-rescue personnel respond to medical emergencies	32.7%	26.2%	10.1%	0.2%	0.5%	30.3%
Q6-8. Public safety education programs	9.5%	15.0%	21.4%	3.5%	2.7%	47.8%

WITHOUT "DON'T KNOW"

Q6. Public Safety. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding don't know)

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. The visibility & frequency of police in your neighborhood	15.9%	43.9%	24.2%	11.4%	4.5%
Q6-2. The visibility & frequency of police in retail areas	14.0%	39.0%	31.8%	12.6%	2.6%
Q6-3. The City's efforts to prevent crime	18.9%	36.3%	33.2%	8.4%	3.2%
Q6-4. Enforcement of local traffic laws within the City limits	12.6%	42.3%	28.1%	9.7%	7.3%
Q6-5. How quickly police personnel respond to 911 calls	34.1%	39.3%	19.2%	4.6%	2.9%
Q6-6. How quickly fire-rescue personnel respond to fire emergencies	43.6%	38.6%	16.4%	0.5%	0.9%
Q6-7. How quickly fire-rescue personnel respond to medical emergencies	46.9%	37.6%	14.5%	0.2%	0.7%
Q6-8. Public safety education programs	18.2%	28.7%	41.0%	6.8%	5.2%

Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. Most emphasis	Number	Percent
The visibility & frequency of police in your neighborhood	175	28.2 %
The visibility & frequency of police in retail areas	45	7.2 %
The City's efforts to prevent crime	130	20.9 %
Enforcement of local traffic laws within the City limits	56	9.0 %
How quickly police personnel respond to 911 calls	32	5.2 %
How quickly fire-rescue personnel respond to fire emergencies	6	1.0 %
How quickly fire-rescue personnel respond to medical emergencies	13	2.1 %
Public safety education programs	51	8.2 %
None chosen	113	18.2 %
Total	621	100.0 %

Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. 2nd most emphasis	Number	Percent
The visibility & frequency of police in your neighborhood	62	10.0 %
The visibility & frequency of police in retail areas	90	14.5 %
The City's efforts to prevent crime	124	20.0 %
Enforcement of local traffic laws within the City limits	67	10.8 %
How quickly police personnel respond to 911 calls	26	4.2 %
How quickly fire-rescue personnel respond to fire emergencies	14	2.3 %
How quickly fire-rescue personnel respond to medical emergencies	23	3.7 %
Public safety education programs	61	9.8 %
None chosen	154	24.8 %
Total	621	100.0 %

Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (sum of top two choices)

Q7. Sum of top 2 choices	Number	Percent
The visibility & frequency of police in your neighborhood	237	38.2 %
The visibility & frequency of police in retail areas	135	21.7 %
The City's efforts to prevent crime	254	40.9 %
Enforcement of local traffic laws within the City limits	123	19.8 %
How quickly police personnel respond to 911 calls	58	9.3 %
How quickly fire-rescue personnel respond to fire emergencies	20	3.2 %
How quickly fire-rescue personnel respond to medical emergencies	36	5.8 %
Public safety education programs	112	18.0 %
None chosen	113	18.2 %
Total	1088	

Q8. During the past TWO years, do you think the crime rate in Hallandale has:

Q8. During the past TWO years, do you think the crime rate in Hallandale has:	Number	Percent
Increased	118	19.0 %
Stayed the same	224	36.1 %
Decreased	74	11.9 %
Don't know	205	33.0 %
Total	621	100.0 %

Q8a. During the past TWO years, have you had a personal experience with the Fire and/or Police Department?

Q8a. During the past TWO years, have you had a personal experience with the Fire and/or Police Department?	Number	Percent
Yes	232	37.4 %
No	389	62.6 %
Total	621	100.0 %

Q8b. If you have had a personal experience with police/fire, how would you rate that experience?

Q8b. If you had a personal experience with police/fire, how would you rate that experience?	Number	Percent
Very satisfied	84	36.2 %
Satisfied	60	25.9 %
Neutral	26	11.2 %
Dissatisfied	30	12.9 %
Very dissatisfied	27	11.6 %
Don't know	5	2.2 %
Total	232	100.0 %

Q9. Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Maintenance of major City streets	15.3%	43.6%	20.0%	11.1%	2.7%	7.2%
Q9-2. Maintenance of streets in your neighborhood	14.2%	35.7%	20.0%	17.1%	6.1%	6.9%
Q9-3. Maintenance of traffic signals/ street signs	16.4%	44.8%	18.5%	8.1%	4.8%	7.4%
Q9-4. Landscaping of medians and public areas along major City streets	19.5%	44.6%	19.3%	7.9%	1.6%	7.1%
Q9-5. Landscaping of medians and public areas along streets in your neighborhood	19.0%	40.1%	19.5%	8.9%	5.2%	7.4%
Q9-6. Maintenance of City buildings	21.9%	45.7%	14.3%	2.1%	0.3%	15.6%
Q9-7. Overall cleanliness of City streets & public areas	17.4%	47.8%	19.2%	6.1%	2.6%	6.9%
Q9-8. Adequacy of City street lighting	14.0%	39.0%	19.6%	15.1%	4.8%	7.4%
Q9-9. Availability of sidewalks in your neighborhood	17.9%	38.0%	18.5%	11.8%	7.2%	6.6%

WITHOUT "DON'T KNOW"

Q9. Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding don't know)

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of major City streets	16.5%	47.0%	21.5%	12.0%	3.0%
Q9-2. Maintenance of streets in your neighborhood	15.2%	38.4%	21.5%	18.3%	6.6%
Q9-3. Maintenance of traffic signals/ street signs	17.7%	48.3%	20.0%	8.7%	5.2%
Q9-4. Landscaping of medians and public areas along major City streets	21.0%	48.0%	20.8%	8.5%	1.7%
Q9-5. Landscaping of medians and public areas along streets in your neighborhood	20.5%	43.3%	21.0%	9.6%	5.6%
Q9-6. Maintenance of City buildings	26.0%	54.2%	17.0%	2.5%	0.4%
Q9-7. Overall cleanliness of City streets & public areas	18.7%	51.4%	20.6%	6.6%	2.8%
Q9-8. Adequacy of City street lighting	15.1%	42.1%	21.2%	16.3%	5.2%
Q9-9. Availability of sidewalks in your neighborhood	19.1%	40.7%	19.8%	12.6%	7.8%

Q10. Which TWO of the maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. Most emphasis	Number	Percent
Maintenance of major City streets	68	11.0 %
Maintenance of streets in your neighborhood	105	16.9 %
Maintenance of traffic signals/street signs	60	9.7 %
Landscaping of medians & public areas along major City streets	21	3.4 %
Landscaping of medians & public areas along streets in your neighborhood	23	3.7 %
Maintenance of City buildings	9	1.4 %
Overall cleanliness of City streets & public areas	42	6.8 %
Adequacy of City street lighting	88	14.2 %
Availability of sidewalks in your neighborhood	58	9.3 %
None chosen	147	23.7 %
Total	621	100.0 %

Q10. Which TWO of the maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. 2nd most emphasis	Number	Percent
Maintenance of major City streets	41	9.6 %
Maintenance of streets in your neighborhood	67	15.7 %
Maintenance of traffic signals/street signs	46	10.8 %
Landscaping of medians & public areas along major City streets	19	4.4 %
Landscaping of medians & public areas along streets in your neighborhood	54	12.6 %
Maintenance of City buildings	7	1.6 %
Overall cleanliness of City streets & public areas	58	13.6 %
Adequacy of City street lighting	68	15.9 %
Availability of sidewalks in your neighborhood	67	15.7 %
Total	427	100.0 %

Q10. Which TWO of the maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (sum of top two choices)

Q10. Sum of top 2 choices	Number	Percent
Maintenance of major City streets	109	17.6 %
Maintenance of streets in your neighborhood	172	27.7 %
Maintenance of traffic signals/street signs	106	17.1 %
Landscaping of medians & public areas along major City streets	40	6.4 %
Landscaping of medians & public areas along streets in your neighborhood	77	12.4 %
Maintenance of City buildings	16	2.6 %
Overall cleanliness of City streets & public areas	100	16.1 %
Adequacy of City street lighting	156	25.1 %
Availability of sidewalks in your neighborhood	125	20.1 %
None chosen	147	23.7 %
Total	1048	

Q11. Parks and Recreation. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Appearance of City parks	24.5%	39.8%	12.9%	1.4%	1.1%	20.3%
Q11-2. The number of City parks	18.5%	33.3%	16.1%	7.1%	1.6%	23.3%
Q11-3. Appearance of recreational facilities	19.6%	35.3%	15.1%	3.1%	0.8%	26.1%
Q11-4. Variety of amenities offered in City parks	16.1%	30.9%	18.5%	6.4%	1.1%	26.9%
Q11-5. Availability of walking & biking paths	14.7%	30.3%	18.4%	10.1%	4.3%	22.2%
Q11-6. Outdoor athletic fields	13.2%	21.6%	18.7%	6.6%	2.4%	37.5%
Q11-7. The City's youth athletic programs	11.8%	16.3%	16.6%	3.1%	1.3%	51.0%
Q11-8. The City's adult athletic programs	8.9%	15.1%	18.7%	4.5%	1.9%	50.9%
Q11-9. Variety of recreational programs offered	10.6%	18.0%	20.0%	4.7%	2.3%	44.4%
Q11-10. Special events	14.8%	28.7%	19.3%	6.6%	2.6%	28.0%
Q11-11. Ease of registering for programs	9.5%	17.4%	17.9%	4.5%	1.4%	49.3%
Q11-12. Fees charged for recreation programs	9.2%	15.0%	18.2%	5.5%	1.9%	50.2%
Q11-13. Park rental facilities	8.9%	19.0%	17.9%	4.3%	1.1%	48.8%
Q11-14. The City's day camp programs	6.9%	12.4%	18.7%	2.1%	1.1%	58.8%
Q11-15. Appearance & quality of the tennis complex	8.1%	17.2%	18.0%	3.5%	1.4%	51.7%
Q11-16. Aquatics facility & programs offered	8.7%	12.9%	17.4%	4.0%	2.3%	54.8%
Q11-17. Availability of teen programs	5.6%	11.4%	16.9%	4.2%	1.4%	60.4%

Q11. Parks and Recreation. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding don't know)

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Appearance of City parks	30.7%	49.9%	16.2%	1.8%	1.4%
Q11-2. The number of City parks	24.2%	43.5%	21.0%	9.2%	2.1%
Q11-3. Appearance of recreational facilities	26.6%	47.7%	20.5%	4.1%	1.1%
Q11-4. Variety of amenities offered in City parks	22.0%	42.3%	25.3%	8.8%	1.5%
Q11-5. Availability of walking & biking paths	18.8%	38.9%	23.6%	13.0%	5.6%
Q11-6. Outdoor athletic fields	21.1%	34.5%	29.9%	10.6%	3.9%
Q11-7. The City's youth athletic programs	24.0%	33.2%	33.9%	6.3%	2.6%
Q11-8. The City's adult athletic programs	18.0%	30.8%	38.0%	9.2%	3.9%
Q11-9. Variety of recreational programs offered	19.1%	32.5%	35.9%	8.4%	4.1%
Q11-10. Special events	20.6%	39.8%	26.8%	9.2%	3.6%
Q11-11. Ease of registering for programs	18.7%	34.3%	35.2%	8.9%	2.9%
Q11-12. Fees charged for recreation programs	18.4%	30.1%	36.6%	11.0%	3.9%
Q11-13. Park rental facilities	17.3%	37.1%	34.9%	8.5%	2.2%
Q11-14. The City's day camp programs	16.8%	30.1%	45.3%	5.1%	2.7%
Q11-15. Appearance & quality of the tennis complex	16.7%	35.7%	37.3%	7.3%	3.0%
Q11-16. Aquatics facility & programs offered	19.2%	28.5%	38.4%	8.9%	5.0%
Q11-17. Availability of teen programs	14.2%	28.9%	42.7%	10.6%	3.7%

Q12. Which FOUR of the parks and recreation items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. Most emphasis	Number	Percent
Appearance of City parks	64	10.3 %
The number of City parks	42	6.8 %
Appearance of recreational facilities	8	1.3 %
Variety of amenities offered in City parks	35	5.6 %
Availability of walking & biking paths	61	9.8 %
Outdoor athletic fields	10	1.6 %
The City's youth athletic programs	23	3.7 %
The City's adult athletic programs	13	2.1 %
Variety of recreational programs offered	18	2.9 %
Special events	17	2.7 %
Ease of registering for programs	4	0.6 %
Fees charged for recreation programs	13	2.1 %
Park rental facilities	8	1.3 %
The City's day camp programs	4	0.6 %
Appearance & quality of the tennis complex	6	1.0 %
Aquatics facility & programs offered	6	1.0 %
Availability of teen programs	27	4.3 %
None chosen	262	42.2 %
Total	621	100.0 %

Q12. Which FOUR of the parks and recreation items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 2nd most emphasis	Number	Percent
Appearance of City parks	24	3.9 %
The number of City parks	28	4.5 %
Appearance of recreational facilities	24	3.9 %
Variety of amenities offered in City parks	27	4.3 %
Availability of walking & biking paths	53	8.5 %
Outdoor athletic fields	20	3.2 %
The City's youth athletic programs	12	1.9 %
The City's adult athletic programs	21	3.4 %
Variety of recreational programs offered	23	3.7 %
Special events	23	3.7 %
Ease of registering for programs	15	2.4 %
Fees charged for recreation programs	12	1.9 %
Park rental facilities	10	1.6 %
The City's day camp programs	13	2.1 %
Appearance & quality of the tennis complex	5	0.8 %
Aquatics facility & programs offered	11	1.8 %
Availability of teen programs	13	2.1 %
None chosen	287	46.2 %
Total	621	100.0 %

Q12. Which FOUR of the parks and recreation items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 3rd most emphasis	Number	Percent
Appearance of City parks	9	1.4 %
The number of City parks	17	2.7 %
Appearance of recreational facilities	22	3.5 %
Variety of amenities offered in City parks	26	4.2 %
Availability of walking & biking paths	26	4.2 %
Outdoor athletic fields	11	1.8 %
The City's youth athletic programs	17	2.7 %
The City's adult athletic programs	26	4.2 %
Variety of recreational programs offered	25	4.0 %
Special events	27	4.3 %
Ease of registering for programs	12	1.9 %
Fees charged for recreation programs	20	3.2 %
Park rental facilities	17	2.7 %
The City's day camp programs	11	1.8 %
Appearance & quality of the tennis complex	8	1.3 %
Aquatics facility & programs offered	11	1.8 %
Availability of teen programs	14	2.3 %
None chosen	322	51.9 %
Total	621	100.0 %

Q12. Which FOUR of the parks and recreation items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 4th most emphasis	Number	Percent
Appearance of City parks	18	2.9 %
The number of City parks	12	1.9 %
Appearance of recreational facilities	15	2.4 %
Variety of amenities offered in City parks	21	3.4 %
Availability of walking & biking paths	12	1.9 %
Outdoor athletic fields	12	1.9 %
The City's youth athletic programs	17	2.7 %
The City's adult athletic programs	13	2.1 %
Variety of recreational programs offered	19	3.1 %
Special events	22	3.5 %
Ease of registering for programs	5	0.8 %
Fees charged for recreation programs	14	2.3 %
Park rental facilities	21	3.4 %
The City's day camp programs	11	1.8 %
Appearance & quality of the tennis complex	7	1.1 %
Aquatics facility & programs offered	15	2.4 %
Availability of teen programs	31	5.0 %
None chosen	356	57.3 %
Total	621	100.0 %

Q12. Which FOUR of the parks and recreation items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (sum of top four choices)

Q12. Sum of top 4 choices	Number	Percent
Appearance of City parks	115	18.5 %
The number of City parks	99	15.9 %
Appearance of recreational facilities	69	11.1 %
Variety of amenities offered in City parks	109	17.6 %
Availability of walking & biking paths	152	24.5 %
Outdoor athletic fields	53	8.5 %
The City's youth athletic programs	69	11.1 %
The City's adult athletic programs	73	11.8 %
Variety of recreational programs offered	85	13.7 %
Special events	89	14.3 %
Ease of registering for programs	36	5.8 %
Fees charged for recreation programs	59	9.5 %
Park rental facilities	56	9.0 %
The City's day camp programs	39	6.3 %
Appearance & quality of the tennis complex	26	4.2 %
Aquatics facility & programs offered	43	6.9 %
Availability of teen programs	85	13.7 %
None chosen	262	42.2 %
Total	1519	

Q12a. How often do you use the City's Park System?

Q12a. How often do you use the City's Park System?	Number	Percent
Daily	78	12.6 %
Weekly	142	22.9 %
Monthly	100	16.1 %
Rarely	192	30.9 %
Never	109	17.6 %
Total	621	100.0 %

Q13. Utilities. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Water & sewer service	18.8%	39.8%	15.3%	6.9%	3.4%	15.8%
Q13-2. Residential trash collection service	25.9%	44.6%	16.1%	4.3%	3.9%	5.2%
Q13-3. Curbside recycling service	16.7%	32.4%	20.1%	8.2%	4.8%	17.7%
Q13-4. Yard waste service	12.9%	26.4%	20.8%	4.8%	5.5%	29.6%
Q13-5. Bulk trash pickup service	14.0%	29.6%	18.7%	7.7%	6.0%	24.0%

WITHOUT "DON'T KNOW"

Q13. Utilities. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Water & sewer service	22.4%	47.2%	18.2%	8.2%	4.0%
Q13-2. Residential trash collection service	27.3%	47.0%	17.0%	4.6%	4.1%
Q13-3. Curbside recycling service	20.4%	39.3%	24.5%	10.0%	5.9%
Q13-4. Yard waste service	18.3%	37.5%	29.5%	6.9%	7.8%
Q13-5. Bulk trash pickup service	18.4%	39.0%	24.6%	10.2%	7.8%

Q14. Code Compliance. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means 'Very Satisfied' and 1 means 'Very Dissatisfied.'

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Enforcement of the exterior maintenance of residential property	10.1%	33.8%	20.6%	11.9%	5.3%	18.2%
Q14-2. Enforcement of the exterior maintenance of commercial property	8.9%	33.3%	24.5%	10.6%	2.6%	20.1%
Q14-3. Education & assistance from the Code Division	6.8%	17.7%	20.5%	8.2%	4.7%	42.2%

WITHOUT "DON'T KNOW"

Q14. Code Compliance. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means 'Very Satisfied' and 1 means 'Very Dissatisfied.' (excluding don't know)

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Enforcement of the exterior maintenance of residential property	12.4%	41.3%	25.2%	14.6%	6.5%
Q14-2. Enforcement of the exterior maintenance of commercial property	11.1%	41.7%	30.6%	13.3%	3.2%
Q14-3. Education & assistance from the Code Division	11.7%	30.6%	35.4%	14.2%	8.1%

Q15. Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. The availability of information about City programs & services	13.2%	33.3%	24.6%	11.4%	3.9%	13.5%
Q15-2. City efforts to keep you informed about local issues	18.0%	36.6%	21.7%	10.3%	4.0%	9.3%
Q15-3. The level of public involvement in local decision making	8.5%	22.9%	25.4%	12.6%	6.4%	24.2%
Q15-4. The City's website, www.hallandalebeachfl.gov	14.3%	29.5%	26.9%	3.9%	1.9%	23.5%
Q15-5. City's newsletter, Hallandale Beach Happenings	19.5%	41.2%	20.5%	4.0%	1.0%	13.8%
Q15-6. Public access cable channel	9.3%	24.5%	20.8%	4.0%	2.1%	39.3%
Q15-7. City radio AM 1620	6.8%	17.6%	19.2%	1.3%	0.8%	54.4%
Q15-8. Telephone notification system	19.5%	28.7%	16.4%	2.4%	1.4%	31.6%
Q15-9. Local community newsletter Sun Times	13.8%	28.7%	18.7%	3.5%	4.3%	30.9%

WITHOUT "DON'T KNOW"

Q15. Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding don't know)

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. The availability of information about City programs & services	15.3%	38.5%	28.5%	13.2%	4.5%
Q15-2. City efforts to keep you informed about local issues	19.9%	40.3%	24.0%	11.4%	4.4%
Q15-3. The level of public involvement in local decision making	11.3%	30.1%	33.5%	16.6%	8.5%
Q15-4. The City's website, www.hallandalebeachfl.gov	18.7%	38.5%	35.2%	5.1%	2.5%
Q15-5. City's newsletter, Hallandale Beach Happenings	22.6%	47.9%	23.7%	4.7%	1.1%
Q15-6. Public access cable channel	15.4%	40.3%	34.2%	6.6%	3.4%
Q15-7. City radio AM 1620	14.8%	38.5%	42.0%	2.8%	1.8%
Q15-8. Telephone notification system	28.5%	41.9%	24.0%	3.5%	2.1%
Q15-9. Local community newsletter Sun Times	20.0%	41.5%	27.0%	5.1%	6.3%

Q16. Which of the following are your primary sources of information about City issues, services, and events?

(N=621)

	Yes	No
Q16-1. The City newsletter, Hallandale Beach Happenings	65.2%	34.8%
Q16-2. Local newspaper, The Sun-Sentinel or The Miami Herald	29.6%	70.4%
Q16-3. Weekly newspaper, South Florida Sun Times	20.5%	79.5%
Q16-4. Notify Me	15.6%	84.4%
Q16-5. Telephone notification system	32.7%	67.3%
Q16-6. City website, www.hallandalebeachfl.gov	28.8%	71.2%
Q16-7. Condo/home owner association meetings	17.1%	82.9%
Q16-8. Word of mouth	31.4%	68.6%
Q16-9. City radio AM 1620	1.4%	98.6%
Q16-10. Blogs	1.6%	98.4%
Q16-11. Social Media	16.9%	83.1%
Q16-12. Other	3.4%	96.6%

Q16. Other:

<u>Q16. Define other</u>	<u>Number</u>	<u>Percent</u>
Involvement	1	4.8 %
Keith London e-mails	1	4.8 %
Condo's e-mail notification	1	4.8 %
KEITH LONDON	1	4.8 %
at City Hall	1	4.8 %
word of mouth	1	4.8 %
news	1	4.8 %
Commissioner London monthly meeting	1	4.8 %
friends	1	4.8 %
Hepburn	1	4.8 %
CONTACT NUMBER	1	4.8 %
roadside signs	1	4.8 %
TV	1	4.8 %
DIRECT CITY	1	4.8 %
TV news	1	4.8 %
TV NEWS STATIONS	1	4.8 %
NEIGHBORS	1	4.8 %
GOOGLE NEWS	1	4.8 %
PEOPLE CLOSE TO CITY EMPLOYEES	1	4.8 %
Churches	1	4.8 %
<u>Commission meeting</u>	1	4.8 %
Total	21	100.0 %

Q17. Do you have access to the Internet at your home or work?

Q17. Do you have access to the Internet at your
home or work?

	Number	Percent
Yes at home	355	57.2 %
Yes at work	21	3.4 %
Yes at both	205	33.0 %
No	40	6.4 %
Total	621	100.0 %

Q18. Which of the following social media do you use and/or subscribe to?

(N=621)

	Yes	No
Q18-1. Facebook	68.3%	31.7%
Q18-2. Twitter	17.7%	82.3%
Q18-3. Tumblr	2.7%	97.3%
Q18-4. MySpace	1.3%	98.7%
Q18-5. Email	79.4%	20.6%
Q18-6. Google Plus	23.3%	76.7%
Q18-7. YouTube	32.2%	67.8%
Q18-8. Flickr	1.4%	98.6%
Q18-9. Other	5.3%	94.7%

Q18. Other:

Q18. Define other	Number	Percent
Private email	1	3.0 %
Instagram	5	15.2 %
Whats App	1	3.0 %
SNAP CHAT	1	3.0 %
LINKED IN/INSTAGRAM	1	3.0 %
Television	1	3.0 %
Don't	1	3.0 %
snapchat	1	3.0 %
NEXT DOOR	1	3.0 %
INSTAGRAM.	1	3.0 %
Instagram, Snapchat	1	3.0 %
instagram	2	6.1 %
Comcast	1	3.0 %
CONTACT NUMBER	1	3.0 %
INSTAGRAM	4	12.1 %
Instagram-Snap Chat	1	3.0 %
vk.com	1	3.0 %
Aol.com	1	3.0 %
LINKED IN	1	3.0 %
What's up	1	3.0 %
Miami Herald	1	3.0 %
TEXT	1	3.0 %
Snap Chat	1	3.0 %
AOL	1	3.0 %
Linkedin	1	3.0 %
Total	33	100.0 %

Q18a. How often do you communicate with the City or get information through the use of social media or email?

Q18a. How often do you communicate with the City or get information through the use of social media or email?	Number	Percent
Daily	38	6.1 %
Weekly	55	8.9 %
Monthly	59	9.5 %
Rarely	198	31.9 %
Never	260	41.9 %
No response	11	1.8 %
Total	621	100.0 %

Q19. Is the amount of information you receive from the City of Hallandale Beach.

Q19. Is the amount of information you receive
from the City of Hallandale Beach...

	Number	Percent
Too much	7	1.1 %
Just right	359	57.8 %
Not enough	207	33.3 %
No response	48	7.7 %
Total	621	100.0 %

Q20. How do you prefer to watch Commission meetings?

Q20. How do you prefer to watch Commission meetings?

	Number	Percent
In person	62	10.0 %
Web streaming	59	9.5 %
Cable television	109	17.6 %
On demand archive	47	7.6 %
Do not watch	313	50.4 %
No response	31	5.0 %
Total	621	100.0 %

Q20a. If your preference is to watch Commission meetings in person, do you prefer:

Q20a. If your preference is to watch in person, do you prefer:

	Number	Percent
Daytime meetings	5	8.1 %
Evening meetings	31	50.0 %
Combination	16	25.8 %
No preference	10	16.1 %
Total	62	100.0 %

Q21. City Taxes. Currently the City of Hallandale Beach receives approximately a quarter of your total ad valorem property tax payment. With that in mind, which statement best describes how you feel about the taxes you pay to the City of Hallandale Beach?

Q21. Currently the City of Hallandale Beach receives approximately a quarter of your total ad valorem property tax payment. Which statement best describes how you feel about the taxes you pay to the City of Hallandale Beach?

	Number	Percent
Taxes are too high	195	31.4 %
Taxes are high	40	6.4 %
Taxes are appropriate	202	32.5 %
Taxes are too low	6	1.0 %
Don't know	75	12.1 %
Renting-don't pay	103	16.6 %
Total	621	100.0 %

Q22. Please indicate why you originally made/continue to make the decision to live in Hallandale Beach.

(N=621)

	Yes	No
Q22-1. Location	61.4%	38.6%
Q22-2. Weather	39.0%	61.0%
Q22-3. Housing	37.5%	62.5%
Q22-4. Recreational opportunities	16.3%	83.7%
Q22-5. Quality education system	5.8%	94.2%
Q22-6. Neighborhoods	30.1%	69.9%
Q22-7. Community	19.8%	80.2%
Q22-8. Birthplace	6.4%	93.6%
Q22-9. Diversity	15.9%	84.1%
Q22-10. Good variety of restaurants/ nightlife	27.4%	72.6%
Q22-11. Reasonable tax rate	15.6%	84.4%
Q22-12. Quality customer/citizen service	11.8%	88.2%
Q22-13. Sense of security	29.8%	70.2%
Q22-14. Other	7.2%	92.8%

Q22. Other:

Q22. Define other	Number	Percent
LIVE ON WATER	1	2.2 %
Family Owned Since 1960's	1	2.2 %
Hallandale PAL	1	2.2 %
HATE TO MOVE FROM ONE PLACE TO ANOTHER	1	2.2 %
VIEW/BEACH	1	2.2 %
Own condo	1	2.2 %
After 13 years I have no desire to move	1	2.2 %
I could more easily afford this townhouse over ones in Aventura and Hollywood	1	2.2 %
I dont have any other choice	1	2.2 %
I've been here 13 years, same spot. I love my home.	1	2.2 %
MORE FAMILY HOMES	1	2.2 %
Family issue	1	2.2 %
BEAUTIFUL CITY	1	2.2 %
NEAR WATER BEACH	1	2.2 %
Grandson	1	2.2 %
CAME HERE AS A CHILD	1	2.2 %
City is transparent/informs residence with email and newsletters	1	2.2 %
Beach	1	2.2 %
BEACH/SCHOOL	1	2.2 %
could not afford to move yet	1	2.2 %
BEACH	1	2.2 %
My mother lives in Hallandale and I've been at the Duo for past 7 years (since it opened)	1	2.2 %
Beach Access	1	2.2 %
HEALTH CARE SERVICES	1	2.2 %
Waterways	1	2.2 %
Inherited condo	1	2.2 %
VIEW AND NEAR FROM THE BEACH	1	2.2 %
Moved in from Kendall 15 years ago because of traffic, but now the traffic situation in Hallandale Beach is worst than Kendall. Something should be done to correct this situation.	1	2.2 %
Family close by.	1	2.2 %
Moved here and live here to help my parents.	1	2.2 %
can't sell my home	1	2.2 %
High Quality of Police and Social Services, consistant police vigilance which is crucial due to enormous tourism from all over the world.	1	2.2 %
I LIKE THAT I CAN WALK TO ALL THE BUSINESS	1	2.2 %
TO BE WITH FAMILY	1	2.2 %
Transportation	1	2.2 %
Settled, comfortable	1	2.2 %

Q22. Other:

<u>Q22. Define other</u>	<u>Number</u>	<u>Percent</u>
Bought my house at a good price.	1	2.2 %
My daddy	1	2.2 %
Family	1	2.2 %
My children and grandchildren live in the area	1	2.2 %
Not by choice	1	2.2 %
Stuck	1	2.2 %
Close to the beach	1	2.2 %
BEACH ACCESS WALK ABILITY	1	2.2 %
FAMILY	1	2.2 %
Total	45	100.0 %

Q23. Values and Diversity. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about the City of Hallandale Beach:

(N=621)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q23-1. City leaders have a vision & long-term plan for the community	11.6%	25.3%	22.7%	7.7%	4.7%	28.0%
Q23-2. I understand & share the vision & long-term plan for the community	10.0%	24.2%	24.0%	8.1%	3.9%	30.0%
Q23-3. The City is a good steward of the environment	10.8%	29.0%	28.5%	6.6%	3.2%	21.9%
Q23-4. The City does a good job of protecting & preserving historical sites	13.5%	30.3%	24.0%	1.8%	1.8%	28.7%
Q23-5. The City of Hallandale Beach does a good & equitable job serving the needs of diverse populations in the community	12.9%	27.9%	23.7%	5.0%	4.2%	26.4%
Q23-6. The City values & supports community input & participation	12.9%	25.0%	22.7%	8.4%	3.5%	27.5%
Q23-7. The City is transparent in its operations	10.0%	19.6%	26.4%	10.0%	5.3%	28.7%
Q23-8. Police equitable treatment of residents	18.2%	29.0%	23.7%	4.2%	3.5%	21.4%

WITHOUT "DON'T KNOW"

Q23. Values and Diversity. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about the City of Hallandale Beach: (excluding don't know)

(N=621)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q23-1. City leaders have a vision & long-term plan for the community	16.1%	35.1%	31.5%	10.7%	6.5%
Q23-2. I understand & share the vision & long-term plan for the community	14.3%	34.5%	34.3%	11.5%	5.5%
Q23-3. The City is a good steward of the environment	13.8%	37.1%	36.5%	8.5%	4.1%
Q23-4. The City does a good job of protecting & preserving historical sites	19.0%	42.4%	33.6%	2.5%	2.5%
Q23-5. The City of Hallandale Beach does a good & equitable job serving the needs of diverse populations in the community	17.5%	37.9%	32.2%	6.8%	5.7%
Q23-6. The City values & supports community input & participation	17.8%	34.4%	31.3%	11.6%	4.9%
Q23-7. The City is transparent in its operations	14.0%	27.5%	37.0%	14.0%	7.4%
Q23-8. Police equitable treatment of residents	23.2%	36.9%	30.1%	5.3%	4.5%

Q26. Please indicate whether or not you or other members of your household used any of the following city services and facilities in the past TWO years by circling YES or NO below.

(N=621)

	Yes	No
Q26-1. Customer Service Department	41.1%	58.9%
Q26-2. Public Works	37.0%	63.0%
Q26-3. Utilities	43.8%	56.2%
Q26-4. City Clerk's Records Request	13.4%	86.6%
Q26-5. Building Services	31.9%	68.1%
Q26-6. City Hall Reception/Information Desk	29.0%	71.0%
Q26-7. City Minibus service	21.1%	78.9%
Q26-8. Code Compliance	19.6%	80.4%
Q26-9. City Manager's Office	13.8%	86.2%
Q26-10. Finance Department	5.8%	94.2%
Q26-11. Personnel	9.8%	90.2%
Q26-12. Information Technology	17.6%	82.4%
Q26-13. Community Redevelopment Agency	11.0%	89.0%
Q26-14. Development Services	9.5%	90.5%
Q26-15. Human Services	18.7%	81.3%
Q26-16. Police Services	42.5%	57.5%
Q26-17. Fire Services	22.5%	77.5%
Q26-18. Parks Services	45.9%	54.1%
Q26-19. Used "MyHB" to get information	12.6%	87.4%

Q26. If you answer YES, please rate your satisfaction with that service or facility.

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Customer Service Department	28.9%	46.7%	16.7%	6.1%	0.4%	1.2%
Q26-2. Public Works	20.2%	46.2%	16.6%	10.3%	5.4%	1.3%
Q26-3. Utilities	28.4%	41.4%	23.0%	4.2%	3.1%	0.0%
Q26-4. City Clerk's Records Request	26.9%	38.5%	21.8%	7.7%	2.6%	2.6%
Q26-5. Building Services	20.9%	23.6%	18.7%	20.3%	15.9%	0.5%
Q26-6. City Hall Reception/ Information Desk	29.8%	39.8%	17.5%	7.6%	2.9%	2.3%
Q26-7. City Minibus service	34.1%	33.3%	21.1%	4.9%	3.3%	3.3%
Q26-8. Code Compliance	25.9%	21.6%	20.7%	13.8%	15.5%	2.6%
Q26-9. City Manager's Office	15.1%	22.1%	37.2%	15.1%	7.0%	3.5%
Q26-10. Finance Department	25.0%	34.4%	28.1%	3.1%	0.0%	9.4%
Q26-11. Personnel	25.9%	13.8%	29.3%	15.5%	8.6%	6.9%
Q26-12. Information Technology	30.4%	30.4%	25.5%	5.9%	6.9%	1.0%
Q26-13. Community Redevelopment Agency	26.9%	32.8%	28.4%	3.0%	3.0%	6.0%
Q26-14. Development Services	29.3%	36.2%	20.7%	8.6%	1.7%	3.4%
Q26-15. Human Services	35.5%	31.8%	19.6%	7.5%	3.7%	1.9%
Q26-16. Police Services	40.2%	31.5%	13.0%	7.5%	5.5%	2.4%
Q26-17. Fire Services	56.1%	33.3%	6.8%	3.0%	0.0%	0.8%
Q26-18. Parks services	35.5%	41.9%	14.0%	5.3%	1.5%	1.9%
Q26-19. Used "MyHB" to get information	28.2%	37.2%	24.4%	3.8%	3.8%	2.6%

WITHOUT "DON'T KNOW"**Q26. If you answer YES, please rate your satisfaction with that service or facility. (excluding don't know)**

(N=621)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Customer Service Department	29.2%	47.3%	16.9%	6.2%	0.4%
Q26-2. Public Works	20.5%	46.8%	16.8%	10.5%	5.5%
Q26-3. Utilities	28.4%	41.4%	23.0%	4.2%	3.1%
Q26-4. City Clerk's Records Request	27.6%	39.5%	22.4%	7.9%	2.6%
Q26-5. Building Services	21.0%	23.8%	18.8%	20.4%	16.0%
Q26-6. City Hall Reception/Information Desk	30.5%	40.7%	18.0%	7.8%	3.0%
Q26-7. City Minibus service	35.3%	34.5%	21.8%	5.0%	3.4%
Q26-8. Code Compliance	26.5%	22.1%	21.2%	14.2%	15.9%
Q26-9. City Manager's Office	15.7%	22.9%	38.6%	15.7%	7.2%
Q26-10. Finance Department	27.6%	37.9%	31.0%	3.4%	0.0%
Q26-11. Personnel	27.8%	14.8%	31.5%	16.7%	9.3%
Q26-12. Information Technology	30.7%	30.7%	25.7%	5.9%	6.9%
Q26-13. Community Redevelopment Agency	28.6%	34.9%	30.2%	3.2%	3.2%
Q26-14. Development Services	30.4%	37.5%	21.4%	8.9%	1.8%
Q26-15. Human Services	36.2%	32.4%	20.0%	7.6%	3.8%
Q26-16. Police Services	41.1%	32.3%	13.3%	7.7%	5.6%
Q26-17. Fire Services	56.5%	33.6%	6.9%	3.1%	0.0%
Q26-18. Parks services	36.2%	42.7%	14.2%	5.4%	1.5%
Q26-19. Used "MyHB" to get information	28.9%	38.2%	25.0%	3.9%	3.9%

Q27. Do you plan to retire in Hallandale Beach?

<u>Q27. Do you plan to retire in Hallandale Beach?</u>	<u>Number</u>	<u>Percent</u>
Yes	434	69.9 %
No	166	26.7 %
No response	21	3.4 %
Total	621	100.0 %

Q28. On a scale of 4 to 1, with 4 being "Very Important" and 1 being "Not Important", please rate how important the following reasons are in deciding whether or not to retire in Hallandale Beach.

(N=621)

	Very important	Somewhat important	Not sure	Not important
Q28-1. Location	68.9%	17.7%	11.0%	2.4%
Q28-2. Types of housing	56.4%	22.2%	17.6%	3.9%
Q28-3. Affordability of housing	59.7%	18.7%	17.2%	4.3%
Q28-4. Access to quality shopping	58.8%	22.5%	15.3%	3.4%
Q28-5. Availability of parks & recreation opportunities	45.6%	29.5%	18.8%	6.1%
Q28-6. Near family or friends	42.5%	26.7%	16.3%	14.5%
Q28-7. Safety & security	72.5%	14.0%	11.8%	1.8%
Q28-8. Availability of transportation options	47.3%	21.9%	21.1%	9.7%
Q28-9. Availability of cultural activities and the arts	39.3%	30.1%	22.7%	7.9%
Q28-10. Access to restaurants & entertainment	53.8%	26.6%	15.5%	4.2%
Q28-11. Availability of retail shopping choices	49.0%	31.1%	15.1%	4.8%
Q28-12. Other	95.0%	5.0%	0.0%	0.0%

Q28. Other:

<u>Q28. Define other</u>	<u>Number</u>	<u>Percent</u>
Small hometown community	1	2.5 %
My Neighborhood Gets Progressivly Worse With Crime. There is a rising crime on Ethnacity members of Hallandle	1	2.5 %
close to beach	1	2.5 %
Better traffic flow	1	2.5 %
CULTURAL OPPORTUNITIES, TRAFFIC	1	2.5 %
Our house is paid for, so this is where we are. I didn't Beach	1 2	2.5 % 5.0 %
Too many people will live in Hallandale Beach by the time that we retire. We came here because it was a quiet city which is no more and it will be worst in a few years	1	2.5 %
traffic flow & noise control	1	2.5 %
BEACH ACCESS AND CLEANLINESS.	1	2.5 %
A MOVIE IN THE COMMUNITY	1	2.5 %
no homeless on streets	1	2.5 %
CLEAN/SAFETY	1	2.5 %
Weather	1	2.5 %
Clean beaches and trees	1	2.5 %
Another major access road to Hallandale near Gulf Stream.	1	2.5 %
cleanliness in buildings	1	2.5 %
Beach use	1	2.5 %
MEDICAL CARE SERVICES	1	2.5 %
close to airport	1	2.5 %
restaurants	1	2.5 %
Infrastructure, traffic and overbuilding.	1	2.5 %
APPROXIMITY TO THE BEACH	1	2.5 %
People assimilate to our laws, culture and respect our values!	1	2.5 %
School	1	2.5 %
tax	1	2.5 %
Sewer and storm drain system	1	2.5 %
MEDICAL FACILIT Y	1	2.5 %
Technology center/Work technical center	1	2.5 %
Senior housing - low cost ones	1	2.5 %
easy way to get information	1	2.5 %
LOW TRAFFIC MOST TIMES	1	2.5 %
Cleaner streets	1	2.5 %
restaurants, not fast food	1	2.5 %
proactive	1	2.5 %
Affordibility	1	2.5 %
HOSPITAL	1	2.5 %
GATED COMMUNITY	1	2.5 %
Hallandale is enhancing & growing & a place to be. It's become a destination.	1	2.5 %
Total	40	100.0 %

Q29. Approximately how many years have you lived in the City of Hallandale Beach?

Q29. Approximately how many years have you
lived in the City of Hallandale Beach?

	Number	Percent
Less than 5 years	122	19.6 %
5-10 years	145	23.3 %
11-20 years	195	31.4 %
More than 20 years	159	25.6 %
Total	621	100.0 %

Q30. In five years, where do you plan to be living?

Q30. In five years, where do you plan to be living?	Number	Percent
Hallandale Beach	391	63.0 %
Another city in Broward County	48	7.7 %
Another city outside Broward County	19	3.1 %
Other	28	4.5 %
Don't know	135	21.7 %
Total	621	100.0 %

Q30. Other:

Q30. Other	Number	Percent
Not sure	3	11.1 %
Midwest	1	3.7 %
Better school then 33009.	1	3.7 %
crover rancho	1	3.7 %
Another state	2	7.4 %
Caribbean or Europe	1	3.7 %
WEST COAST FL	1	3.7 %
North of Orlando	1	3.7 %
North Carolina	1	3.7 %
Aventura	1	3.7 %
Don't know	1	3.7 %
CANADIAN	1	3.7 %
Palm Beach	1	3.7 %
another state	1	3.7 %
Texas	1	3.7 %
California	1	3.7 %
pensacola, fl	1	3.7 %
Central Florida	1	3.7 %
Out of state	1	3.7 %
NEAR THE BEACH	1	3.7 %
Undecided	1	3.7 %
New Jersey	1	3.7 %
NC	1	3.7 %
In Heaven.	1	3.7 %
Total	27	100.0 %

Q31. Including yourself, how many people living in your household are:

	Mean	Sum
number	2.4	1431
Q31. Under age 5	0.1	74
Q31. Ages 5-9	0.1	73
Q31. Ages 10-14	0.2	106
Q31. Ages 15-19	0.1	75
Q31. Ages 20-24	0.1	67
Q31. Ages 25-34	0.2	133
Q31. Ages 35-44	0.3	152
Q31. Ages 45-54	0.4	252
Q31. Ages 55-64	0.3	199
Q31. Ages 65-74	0.3	187
Q31. Ages 75+	0.2	113

Q32. Do you have school age children (grades K-12) living at home?

Q32. Do you have school age children (grades K-12) living at home?	Number	Percent
Yes	149	24.0 %
No	467	75.2 %
No response	5	0.8 %
Total	621	100.0 %

Q32a. For your school age children, what type(s) of school do they attend?

(N=149)

	Yes	No
Q32a-1. Public school	59.7%	40.3%
Q32a-2. Charter school	26.2%	73.8%
Q32a-3. Private/Parochial School	18.1%	81.9%
Q32a-4. Home School	2.7%	97.3%

Q33. What is your age?

<u>Q33. What is your age?</u>	<u>Number</u>	<u>Percent</u>
Under 35	103	16.6 %
35 to 44	106	17.1 %
45 to 54	120	19.3 %
55 to 64	115	18.5 %
65+	157	25.3 %
Not provided	20	3.2 %
Total	621	100.0 %

Q34. Would you say your total household income is:

<u>Q34. Would you say your total household income is:</u>	<u>Number</u>	<u>Percent</u>
Under \$30,000	135	21.7 %
\$30,000 to \$59,999	199	32.0 %
\$60,000 to \$99,999	114	18.4 %
More than \$100,000	107	17.2 %
No response	66	10.6 %
Total	621	100.0 %

Q35. Do you own or rent your home?

<u>Q35. Do you own or rent your home?</u>	<u>Number</u>	<u>Percent</u>
Own	391	63.0 %
Rent	222	35.7 %
No response	8	1.3 %
Total	621	100.0 %

Q36. Which of the following best describes your ethnicity?

(N=621)

	Yes	No
Q36-1. White	66.8%	33.2%
Q36-2. African American	18.0%	82.0%
Q36-3. Asian/Pacific Islander	1.3%	98.7%
Q36-4. Hispanic/Latino	32.9%	67.1%
Q36-5. Native American	1.0%	99.0%
Q36-6. Other	3.4%	96.6%

Q36. Other:

Q36. Define other	Number	Percent
German	1	6.3 %
URUGUDYAN	1	6.3 %
SCANDANVIAN	1	6.3 %
Black American	1	6.3 %
LATINA	1	6.3 %
Haitian American	1	6.3 %
SOUTH AMERICAN	1	6.3 %
Black West Indian	1	6.3 %
Black	2	12.5 %
multi racial	1	6.3 %
Italian	1	6.3 %
Combination of many ethnic backgrounds.	1	6.3 %
White Latin - Hispanic is a designation or origen..., and NOT necessarily of race. Most of the countries South of our Borders are Hispanic, and the great majority are WHITE, with of course other raÃ-ces that immigrated to hemisphere!!!	1	6.3 %
Caribbean Black	1	6.3 %
Cuban-American	1	6.3 %
Total	16	100.0 %

Q37. Which of the following is the primary language for members of your household?

Q37. Which of the following is the primary language for members of your household?	Number	Percent
English	447	72.0 %
Spanish	123	19.8 %
Creole	13	2.1 %
Other	28	4.5 %
No response	10	1.6 %
Total	621	100.0 %

Q37. Other:

Q37. Define	Number	Percent
Hungarian	1	3.7 %
ITALIAN	1	3.7 %
PORTUGESE	1	3.7 %
Russian, Portugues	1	3.7 %
RUSSIAN	1	3.7 %
BILINGAL	1	3.7 %
FRENCH	3	11.1 %
Russian	6	22.2 %
PORTUGUESE	1	3.7 %
French	1	3.7 %
FRENCH CANADIAN	1	3.7 %
Ukrainian	1	3.7 %
Portuguese	3	11.1 %
Russion	1	3.7 %
ROMANIAN	1	3.7 %
PORTUGEASE	1	3.7 %
FRENCH/ARABIC	1	3.7 %
Portuguese from Brazil	1	3.7 %
Total	27	100.0 %

Q38. Your gender:

Q38. Your gender:	Number	Percent
Male	306	49.3 %
Female	309	49.8 %
No response	6	1.0 %
Total	621	100.0 %

Q39. What is your highest grade of school completed?

Q39. What is your highest grade of school completed?	Number	Percent
Eighth grade or less	12	1.9 %
Some high school	23	3.7 %
High school graduate or GED	73	11.8 %
Some technical school	15	2.4 %
Technical school graduate	39	6.3 %
Some college	129	20.8 %
College graduate	187	30.1 %
Post-graduate or professional degree	130	20.9 %
No response	13	2.1 %
Total	621	100.0 %

Section 5:

Survey Instrument



FINANCE DEPARTMENT

JOY F. COOPER
Mayor

KEITH S. LONDON
Vice Mayor

MICHELE LAZAROW
Commissioner

ANTHONY SANDERS
Commissioner

ANABELLE TAUB
Commissioner

400 S. Federal Highway
Hallandale Beach, FL 33009
Ph. (954) 457-1360
Fax (954) 457-1343

www.coHB.org

February 2017

Dear Hallandale Beach Resident:

We appreciate your continued support and involvement in making the City of Hallandale Beach a wonderful community. This letter is a request for your assistance in continuing that legacy. Your input on the enclosed survey is extremely important. This survey is part of Hallandale Beach's ongoing strategic planning process which is designed to meet the needs of our community while providing the best services possible. The information you provide will help the City Commission make important decisions regarding City of Hallandale Beach services. These services include areas such as police, fire/rescue, maintenance of public areas, communication, parks and recreation, and utilities.

On behalf of the City Commission, I want to thank you in advance for taking the time to respond. We realize the survey takes a little time to complete but every question is important. This survey will take approximately 10 minutes to complete, but your answers are very important and I encourage you to answer every question. The time you invest in the survey will influence many of the decisions that will be made about the City's future. Your responses will also allow City leadership to identify and address many of the opportunities and challenges facing our community.

Please return your completed survey to ETC Institute in the next few days if possible, and return it in the enclosed postage-paid envelope. Your responses will remain **confidential**. ETC Institute will compile the results and present a report to the City in the weeks ahead. This report will be a valuable resource as we work to provide you with the most responsive government possible. You can also look for a summary of survey results in a future issue of the *Hallandale Beach Happenings* and on the City's website, www.hallandalebeachfl.gov If you prefer to complete the survey online, go www.hallandale17residentsurvey.org.

If you have questions about this survey, please contact Jason Morado, Project Manager 913-829-1215. Thank you for taking the time to build a better Hallandale Beach.

Sincerely,

Joy F. Cooper
Mayor

Si usted no habla ingles y quiere participar en esta encuesta en español, por favor llame al/1-844-811-0411.

2017 City of Hallandale Beach Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to the needs and concerns of residents. If you have questions, please call ETC Institute, Inc. at 1-888-801-5368.

1. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your overall satisfaction with the following services provided by the City of Hallandale Beach.

How Satisfied Are You With:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Police services	5	4	3	2	1	9
2.	Fire services	5	4	3	2	1	9
3.	Emergency medical services (EMS)	5	4	3	2	1	9
4.	Overall quality of City parks	5	4	3	2	1	9
5.	Overall quality of City recreation programs/facilities	5	4	3	2	1	9
6.	Overall appearance of City streets, medians, buildings and facilities	5	4	3	2	1	9
7.	Overall quality of City water & sewer utilities	5	4	3	2	1	9
8.	Code Compliance Division services	5	4	3	2	1	9
9.	Building Department services (permitting)	5	4	3	2	1	9
10.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
11.	City communication with the public	5	4	3	2	1	9
12.	Overall flow of traffic in the City	5	4	3	2	1	9
13.	City's stormwater drainage system	5	4	3	2	1	9
14.	Overall appearance of City beaches	5	4	3	2	1	9
15.	Human Services (social services)	5	4	3	2	1	9
16.	Sanitation services (trash & recycling)	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the numbers below using the numbers from the list in Question 1 above].

1st: _____ 2nd: _____ 3rd: _____

3. Please rate each of the following items on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied Are You With:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of services	5	4	3	2	1	9
2.	Overall image/appearance of the City	5	4	3	2	1	9
3.	Overall quality of life in the City	5	4	3	2	1	9
4.	Overall quality of public education in the City	5	4	3	2	1	9
5.	Overall feeling of safety in the City	5	4	3	2	1	9
6.	Overall value received for your City tax dollars/fees	5	4	3	2	1	9
7.	How well the City is planning growth	5	4	3	2	1	9

4. **Perceptions of Safety and Security.** Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

How safe do you feel:		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	Walking alone in your neighborhood in general	5	4	3	2	1	9
2.	Walking alone in your neighborhood during the day	5	4	3	2	1	9
3.	Walking alone in your neighborhood after dark	5	4	3	2	1	9
4.	In City parks and recreation facilities	5	4	3	2	1	9
5.	In business areas of the City during the day	5	4	3	2	1	9
6.	In business areas of the City after dark	5	4	3	2	1	9
7.	Overall safety at the beach	5	4	3	2	1	9

5. In the past 12 months, do you think Hallandale Beach has become more safe, less safe or stayed the same as far as a safe place to live, work and raise a family?

- ☐ (1) More safe
 ☐ (3) Less safe
☐ (2) Stayed the same
 ☐ (9) Don't know

6. Public Safety. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied Are You With:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The visibility & frequency of police in your neighborhood	5	4	3	2	1	9
2.	The visibility & frequency of police in retail areas	5	4	3	2	1	9
3.	The City's efforts to prevent crime	5	4	3	2	1	9
4.	Enforcement of local traffic laws within the City limits	5	4	3	2	1	9
5.	How quickly police personnel respond to 911 calls	5	4	3	2	1	9
6.	How quickly fire-rescue personnel respond to fire emergencies	5	4	3	2	1	9
7.	How quickly fire-rescue personnel respond to medical emergencies	5	4	3	2	1	9
8.	Public safety education programs, i.e. Drug Abuse Resistance Education, Crime Watch, etc.	5	4	3	2	1	9

7. 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 numbers below using the numbers from the list in Question 6 above].

1st: _____ 2nd: _____

8. During the past two years, do you think the crime rate in Hallandale has: (check one)

- ☐ (1) Increased
 ☐ (3) Decreased
☐ (2) Stayed the Same
 ☐ (4) Don't Know

8a. During the past two years, have you had a personal experience with the Fire and/or Police Department?

- ☐ (1) Yes
 ☐ (2) No

8b. If you have had a personal experience with police/fire, how would you rate that experience?

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

9. Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied Are You With:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of major City streets	5	4	3	2	1	9
2.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
3.	Maintenance of traffic signals/street signs	5	4	3	2	1	9
4.	Landscaping of medians and public areas along major City streets	5	4	3	2	1	9
5.	Landscaping of medians and public areas along streets in your neighborhood	5	4	3	2	1	9
6.	Maintenance of City buildings, such as City Hall, Cultural Center, Hepburn Center	5	4	3	2	1	9
7.	Overall cleanliness of City streets and public areas	5	4	3	2	1	9
8.	Adequacy of City street lighting	5	4	3	2	1	9
9.	Availability of sidewalks in your neighborhood	5	4	3	2	1	9

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

1st: _____ 2nd: _____

15. Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied Are You With:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of information about City programs and services	5	4	3	2	1	9
2.	City efforts to keep you informed about local issues	5	4	3	2	1	9
3.	The level of public involvement in local decision making	5	4	3	2	1	9
4.	The City's website, www.hallandalebeachfl.gov	5	4	3	2	1	9
5.	City's newsletter, <i>Hallandale Beach Happenings</i>	5	4	3	2	1	9
6.	Public access cable channel	5	4	3	2	1	9
7.	City radio AM 1620	5	4	3	2	1	9
8.	Telephone notification system	5	4	3	2	1	9
9.	Local community newspaper <i>Sun Times</i>	5	4	3	2	1	9

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

- ☐ (01) The City newsletter, *Hallandale Beach Happenings*
☐ (07) Condo/home owner association meetings
☐ (02) Local newspaper, The Sun-Sentinel or The Miami Herald
 ☐ (08) Word of mouth (friends, neighbors, family)
☐ (03) Weekly newspaper, South Florida Sun Times
 ☐ (09) City radio AM 1620
☐ (04) Notify Me (email notification)
 ☐ (10) Blogs
☐ (05) Telephone notification system
 ☐ (11) Other: _____
☐ (06) City website, www.hallandalebeachfl.gov
☐ (12) Social Media, i.e. Facebook, Twitter, Instagram

17. Do you have access to the Internet at home or work?

- ☐ (1) Yes at home
 ☐ (3) Yes at both
☐ (2) Yes at work
 ☐ (4) No

18. Which of the following social media do you use and/or subscribe to? (check all that apply)

- ☐ (1) Facebook
 ☐ (4) MySpace
 ☐ (7) YouTube
☐ (2) Twitter
 ☐ (5) Email
 ☐ (8) Flickr
☐ (3) Tumblr
 ☐ (6) Google Plus (+)
 ☐ (9) Other: _____

18a. How often do you communicate with the City or get information through the use of social media or email?

- ☐ (1) Daily
 ☐ (3) Monthly
 ☐ (5) Never
☐ (2) Weekly
 ☐ (4) Rarely

19. Is the information you receive from the City of Hallandale Beach....

- ☐ (1) Too much
 ☐ (2) Just right
 ☐ (3) Not enough

20. How do you prefer to watch Commission meetings?

- ☐ (1) In person
☐ (2) Web streaming (live)
☐ (3) Cable television (live)
☐ (4) On demand archive on the city's website (taped)
☐ (5) Do not watch commission meetings

20a. If your preference is in person, do you prefer?

- ☐ (1) Daytime meetings
☐ (2) Evening meetings
☐ (3) Combination (There are two regular Commission meetings a month, should there be 1 daytime and 1 Evening)
☐ (4) No Preference

21. City Taxes. Currently the City of Hallandale Beach receives approximately a quarter of your total ad valorem property tax payment. Which statement best describes how you feel about the taxes you pay to the City of Hallandale Beach...

- ☐ (1) Taxes are too high for the level and quality of City services that I am receiving;
☐ (2) Taxes are high, but the City is providing more services at a higher quality than I expect;
☐ (3) Taxes are appropriate for the level and quality of City services that I am receiving;
☐ (4) Taxes are too low for the level and quality of City services that I am receiving.
☐ (5) Don't know
☐ (6) Renting don't pay property taxed directly

22. Please indicate why you originally made the decision to live in or why you continue to live in Hallandale Beach? (Check all that apply)

- ☐ (01) Location (proximity to work/highways) ☐ (08) Birthplace (lived here most of my life)
☐ (02) Weather ☐ (09) Diversity
☐ (03) Housing (nice homes/affordable) ☐ (10) Good variety of restaurants/nightlife
☐ (04) Recreational opportunities ☐ (11) Reasonable tax rate
☐ (05) Quality education system ☐ (12) Quality customer/citizen service
☐ (06) Neighborhoods ☐ (13) Sense of security
☐ (07) Community (city character/feeling) ☐ (14) Other: _____

23. Values and Diversity. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about the City of Hallandale Beach:

Rate your level of agreement with the following statements:		<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know</i>
1.	City leaders have a vision and long-term plan for the community	5	4	3	2	1	9
2.	I understand and share the vision and long-term plan for the community	5	4	3	2	1	9
3.	The City is a good steward of the environment	5	4	3	2	1	9
4.	The City does a good job of protecting and preserving historical sites	5	4	3	2	1	9
5.	The City of Hallandale Beach does a good and equitable job serving the needs of diverse populations in the community	5	4	3	2	1	9
6.	The City values and supports community input and participation	5	4	3	2	1	9
7.	The City is transparent in its operations	5	4	3	2	1	9
8.	Police equitable treatment of residents	5	4	3	2	1	9

24. Can you think of any specific ways to improve the quality of services provided by the City of Hallandale Beach?

25. Can you think of any specific ways to improve the quality of life in the City of Hallandale Beach?

26. Please indicate whether in the past two years you or other members of your household used the city services and facilities by circling YES or NO below. If you answer YES, please rate your satisfaction with the service or facility by circling the corresponding number to the right.

Have You Used This Service or Facility?		Service or Facility	Very Satisfied	Satisfied	Neutral	Dis-satisfied	Very Dis-satisfied	Don't Know
YES	NO	Customer Service Department (utilities customer service, cashier)	5	4	3	2	1	9
YES	NO	Public Works (roadways, medians, signs)	5	4	3	2	1	9
YES	NO	Utilities (water meter, water line repairs, water conservation, wastewater)	5	4	3	2	1	9
YES	NO	City Clerk's Records Request	5	4	3	2	1	9
YES	NO	Building Services (building permits and inspections)	5	4	3	2	1	9
YES	NO	City Hall Reception/Information Desk	5	4	3	2	1	9
YES	NO	City Minibus service	5	4	3	2	1	9
YES	NO	Code Compliance	5	4	3	2	1	9
YES	NO	City Manager's Office (public information, complaint resolution and general City administration questions)	5	4	3	2	1	9
YES	NO	Finance Department (budget, accounts payable, receivable)	5	4	3	2	1	9
YES	NO	Personnel (job applications)	5	4	3	2	1	9
YES	NO	Information Technology (website questions/ assistance)	5	4	3	2	1	9
YES	NO	Community Redevelopment Agency (CRA) (loan/assistance programs)	5	4	3	2	1	9
YES	NO	Development Services (business/ occupational licenses, planning & zoning)	5	4	3	2	1	9
YES	NO	Human Services (social services, senior programs, after school program)	5	4	3	2	1	9
YES	NO	Police Services	5	4	3	2	1	9
YES	NO	Fire Services	5	4	3	2	1	9
YES	NO	Parks services	5	4	3	2	1	9
YES	NO	Used "MyHB" to get information	5	4	3	2	1	9

27. Do you plan to retire in Hallandale Beach? ____ (1) Yes ____ (2) No

28. On a scale of 4 to 1, with 4 being "Very Important" and 1 being "Not Important", how important is each of the following reasons in decided whether or not to retire in Hallandale Beach.

Reasons for deciding to retire in Hallandale Beach		Very Important	Somewhat Important	Not Sure	Not Important
1.	Location	4	3	2	1
2.	Types of housing	4	3	2	1
3.	Affordability of housing	4	3	2	1
4.	Access to quality shopping	4	3	2	1
5.	Availability of parks and recreation opportunities	4	3	2	1
6.	Near family or friends	4	3	2	1
7.	Safety and security	4	3	2	1
8.	Availability of transportation options	4	3	2	1
9.	Availability of cultural activities and the arts	4	3	2	1
10.	Access to restaurants and entertainment	4	3	2	1
11.	Availability of retail shopping choices	4	3	2	1
12.	Other: _____	4	3	2	1

DEMOGRAPHICS**29. Approximately how many years have you lived in the City of Hallandale Beach?**

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

30. In five years, where do you plan to be living?

- ☐ (1) Hallandale Beach
☐ (2) Another city in Broward County
☐ (3) Another city outside Broward County in southern Florida
☐ (4) Other
☐ (9) Don't know

31. How many people live in your household (counting yourself), are?

- | | | |
|--------------------------------------|-------------------------------------|-------------------------------------|
| Under age 5 <input type="checkbox"/> | Ages 20-24 <input type="checkbox"/> | Ages 55-64 <input type="checkbox"/> |
| Ages 5-9 <input type="checkbox"/> | Ages 25-34 <input type="checkbox"/> | Ages 65-74 <input type="checkbox"/> |
| Ages 10-14 <input type="checkbox"/> | Ages 35-44 <input type="checkbox"/> | Ages 75+ <input type="checkbox"/> |
| Ages 15-19 <input type="checkbox"/> | Ages 45-54 <input type="checkbox"/> | |

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

- ☐ (1) Yes (answer question 32a.) ☐ (2) No (skip to question 33)

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

- ☐ (1) Public school ☐ (3) Private/Parochial School
☐ (2) Charter school ☐ (4) Home School

33. What is your age? _____ years**34. Would you say your total household income is:**

- ☐ (1) Under \$30,000 ☐ (3) \$60,000 to \$99,999
☐ (2) \$30,000 to \$59,999 ☐ (4) More than \$100,000

35. Do you own or rent your home? ☐ (1) Own ☐ (2) Rent**36. Which of the following best describes your ethnicity? (check all that apply)**

- ☐ (1) White ☐ (4) Hispanic/Latino
☐ (2) African American ☐ (5) Native American
☐ (3) Asian/Pacific Islander ☐ (6) Other: _____

37. Which of the following is the primary language for members of your household?

- ☐ (1) English ☐ (3) Creole
☐ (2) Spanish ☐ (4) Other: _____

38. Your gender: ☐ (1) Male ☐ (2) Female**39. What is your highest grade of school completed?**

- ☐ (1) Eighth grade or less ☐ (5) Technical school graduate
☐ (2) Some high school ☐ (6) Some college
☐ (3) High school graduate or GED ☐ (7) College graduate
☐ (4) Some technical school ☐ (8) Post-graduate or professional degree

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

The information printed on the sticker to the right will be used to help identify which areas of the City are requesting various City services. If your address is not correct, please provide the correct information.