

2017 Citizen Survey

City of Hallandale Beach, Florida



Presented by

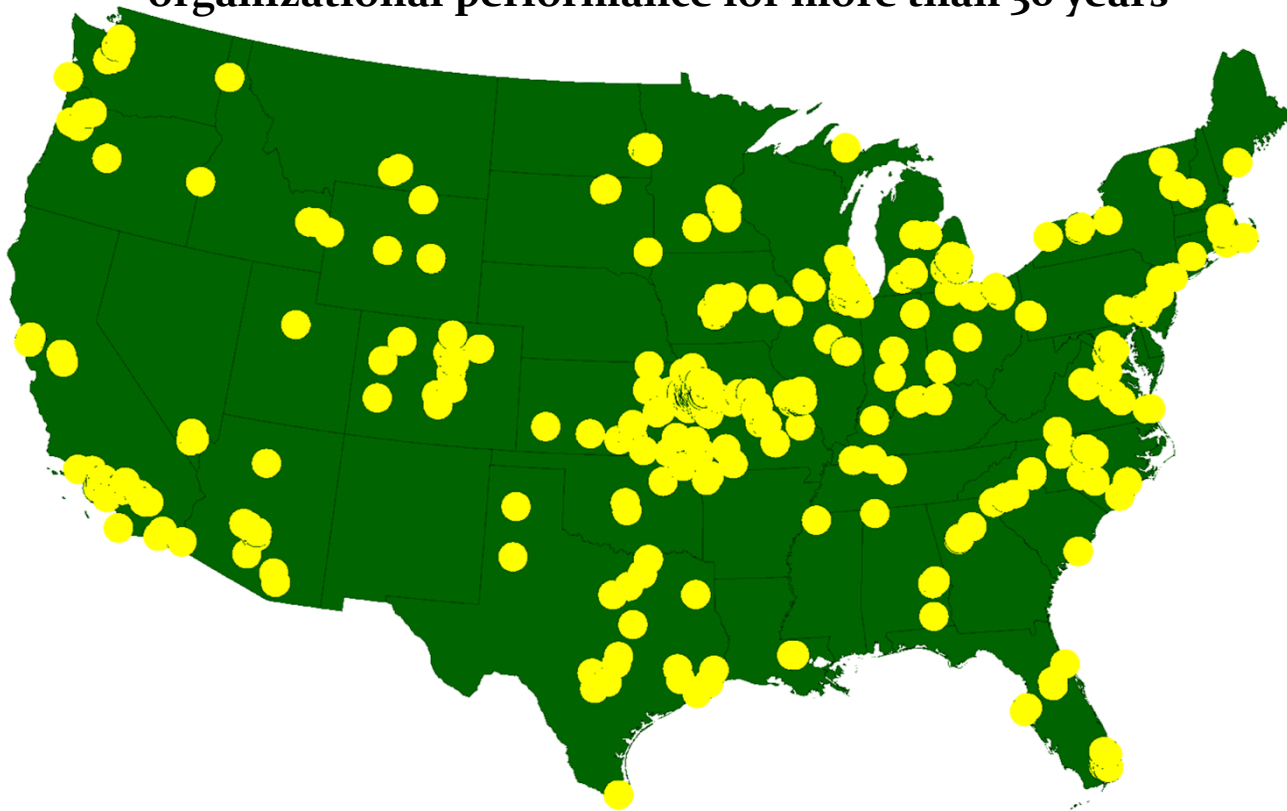


April 2017

ETC Institute

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More than 2,150,000 Persons Surveyed Since 2006
for more than 900 communities in 49 States

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

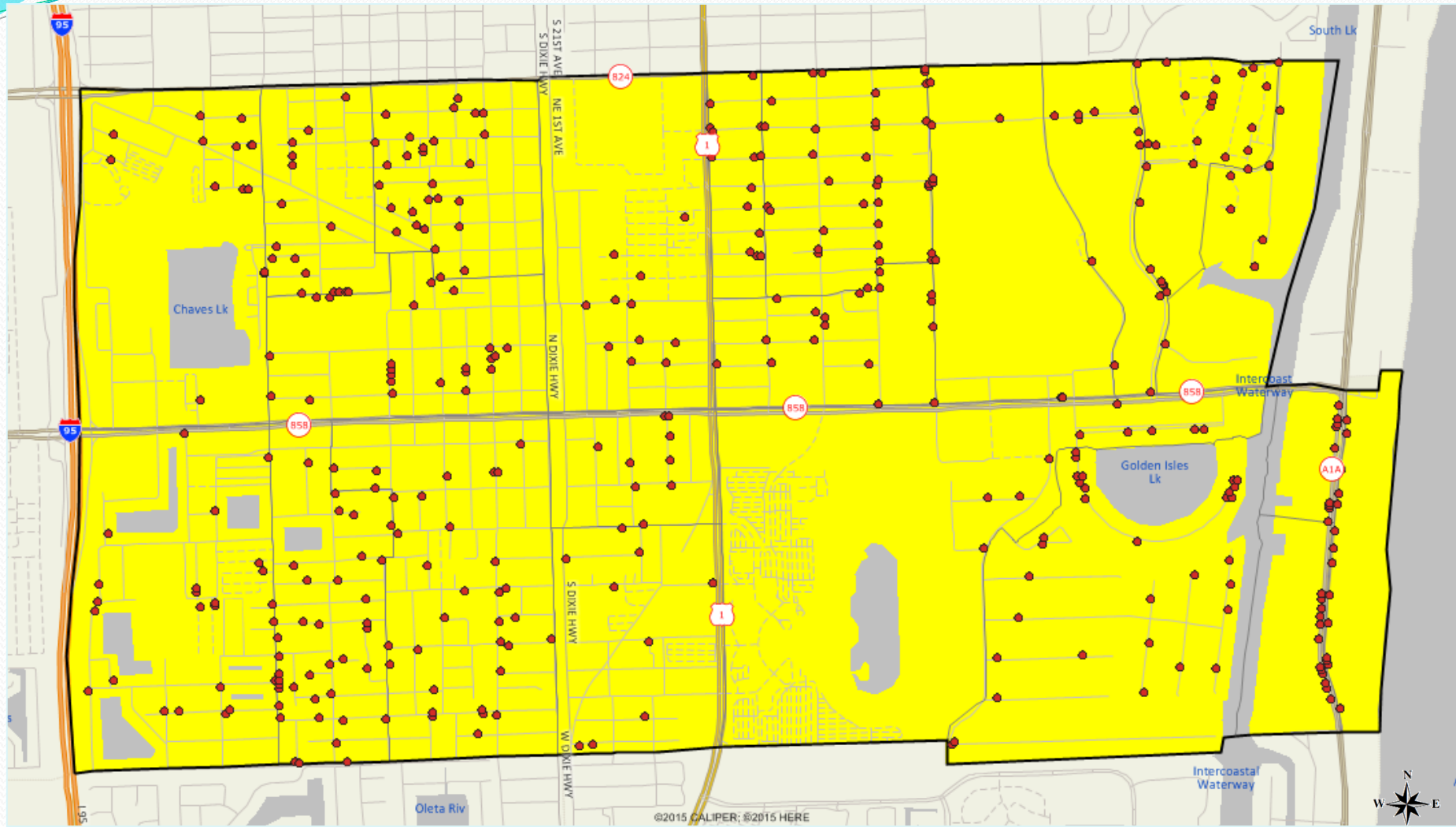
Purpose

- **To objectively assess satisfaction among residents with the delivery of City services**
- **To measure trends from previous surveys**
- **To help determine priorities for the community**
- **To compare the City's performance with residents in other cities across the U.S.**

Methodology

- **Survey Description**
 - ❑ seven-page survey; includes many of the same questions asked on previous surveys
 - ❑ 4th citizen survey conducted for the City
- **Method of Administration**
 - ❑ by mail, online and phone to random sample of City residents
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ goal number of surveys: 600
 - ❑ goal exceeded: 621 completed surveys
 - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 3.9% overall

Location of Survey Respondents



**City of Hallandale Beach
2017 Citizen Survey**

Good Representation
throughout the City

Bottom Line Up Front

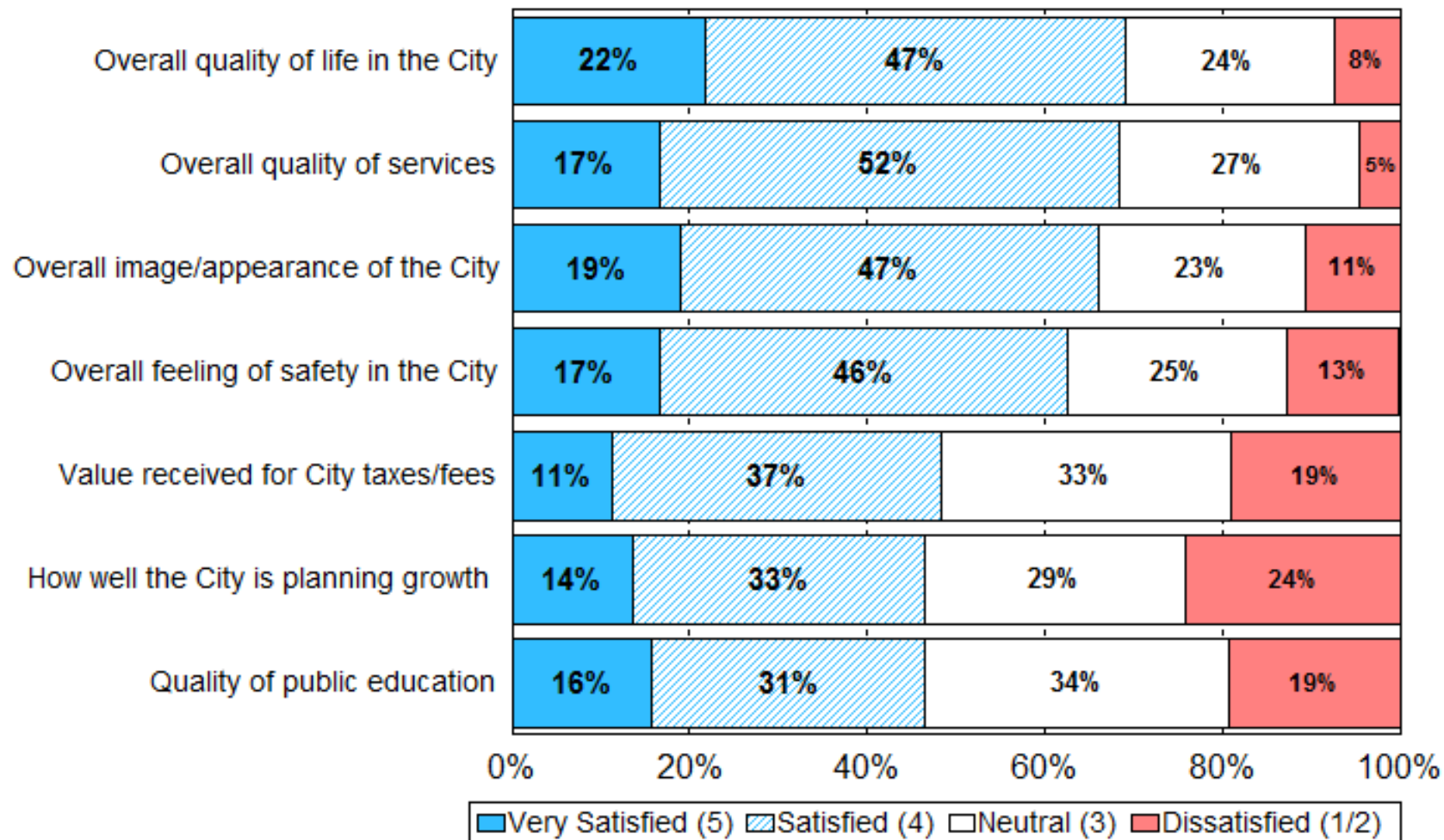
- **Residents Have a Positive Perception of the City**
 - ❑ 68% are satisfied with the overall quality of services provided by the City; only 5% are dissatisfied
- **Overall the Satisfaction Ratings Are Similar to the 2015 Survey**
- **Hallandale Beach Rates Higher Than Other Cities in the Overall Quality of City Services**
 - ❑ The City rated 19% above the Florida Average and the U.S. Average in the overall quality of services provided by the City
- **Overall Priorities for Improvement:**
 - ❑ Overall flow of traffic
 - ❑ Stormwater drainage system
 - ❑ Appearance of City streets, medians, buildings
- **The Most Important Reasons Impacting Residents Retiring in Hallandale Beach Are Location and Safety and Security**

Major Finding #1

Residents Have a Positive
Perception of the City

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)

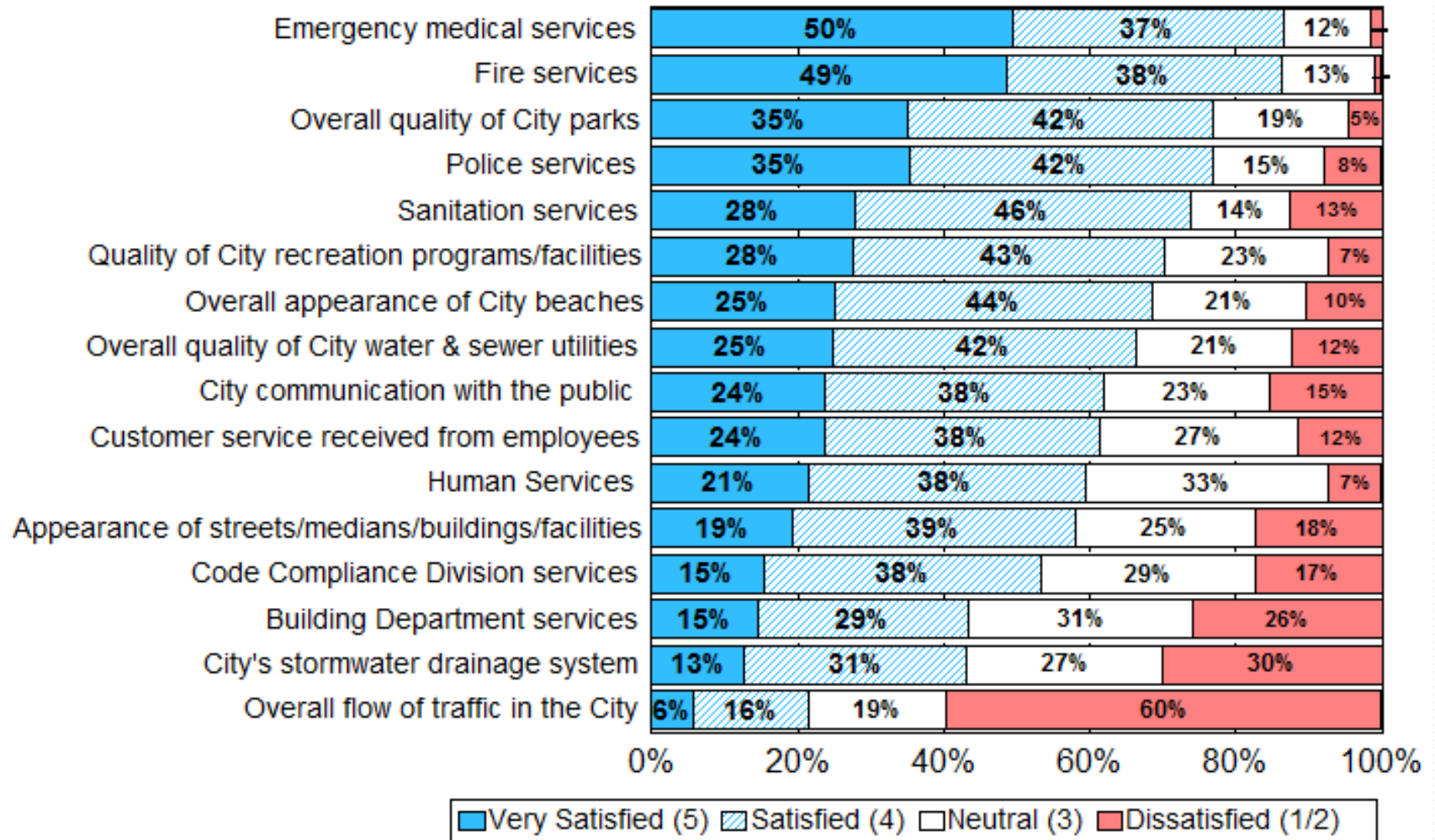


Source: ETC Institute DirectionFinder (2017 - Hallandale Beach, FL)

Nearly a 14-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied with the Overall Quality of Services Provided by the City (68% vs. 5%)

Q1. Overall Satisfaction with City Services by Major Category

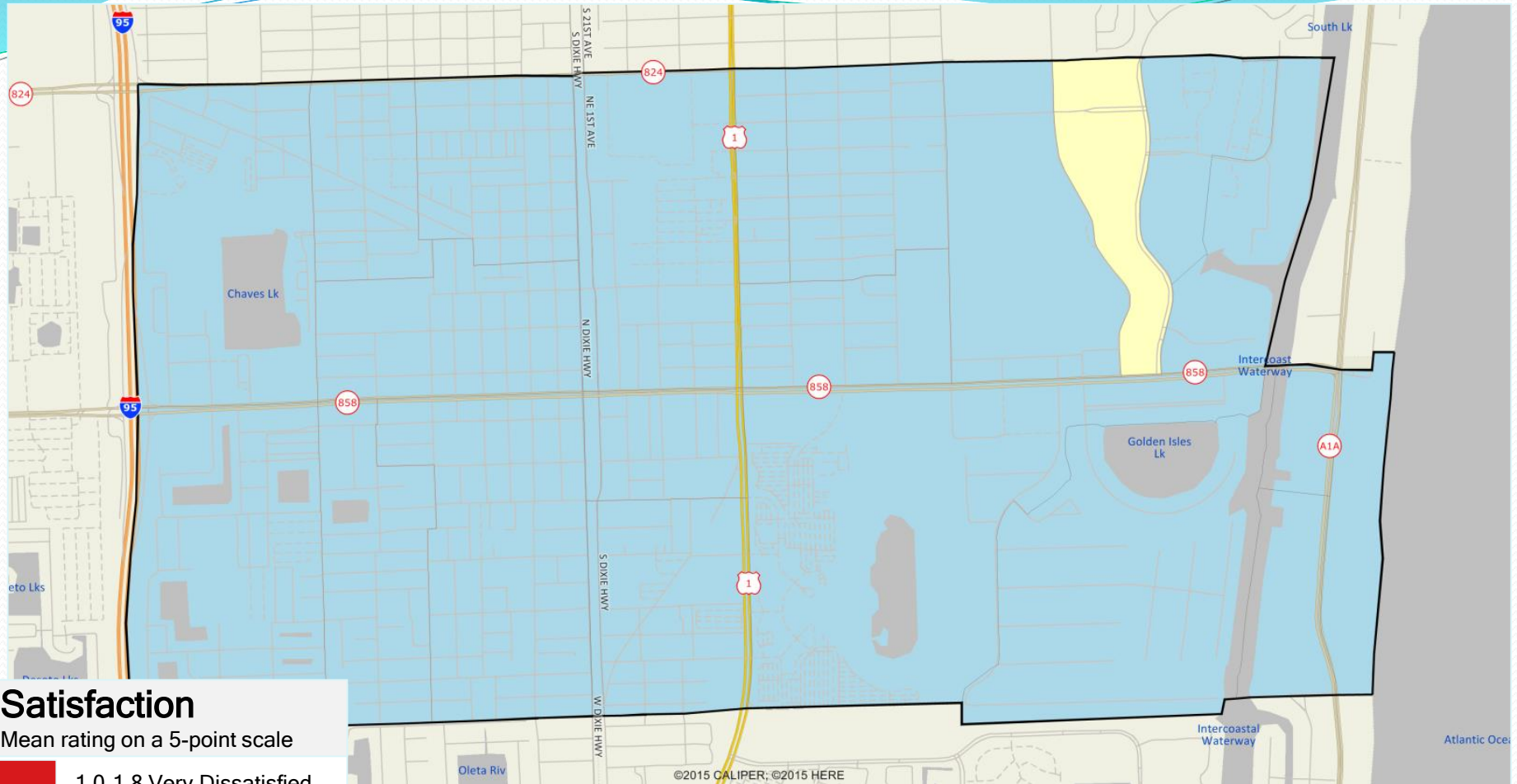
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

Most Services Received High Ratings. Traffic Flow Is the Only Area with Significant Levels of Dissatisfaction.

Overall Quality of Services Provided by the City



While There Are Some Differences for Specific Services, Overall Satisfaction with City Services Is Similar in Most Areas of the City

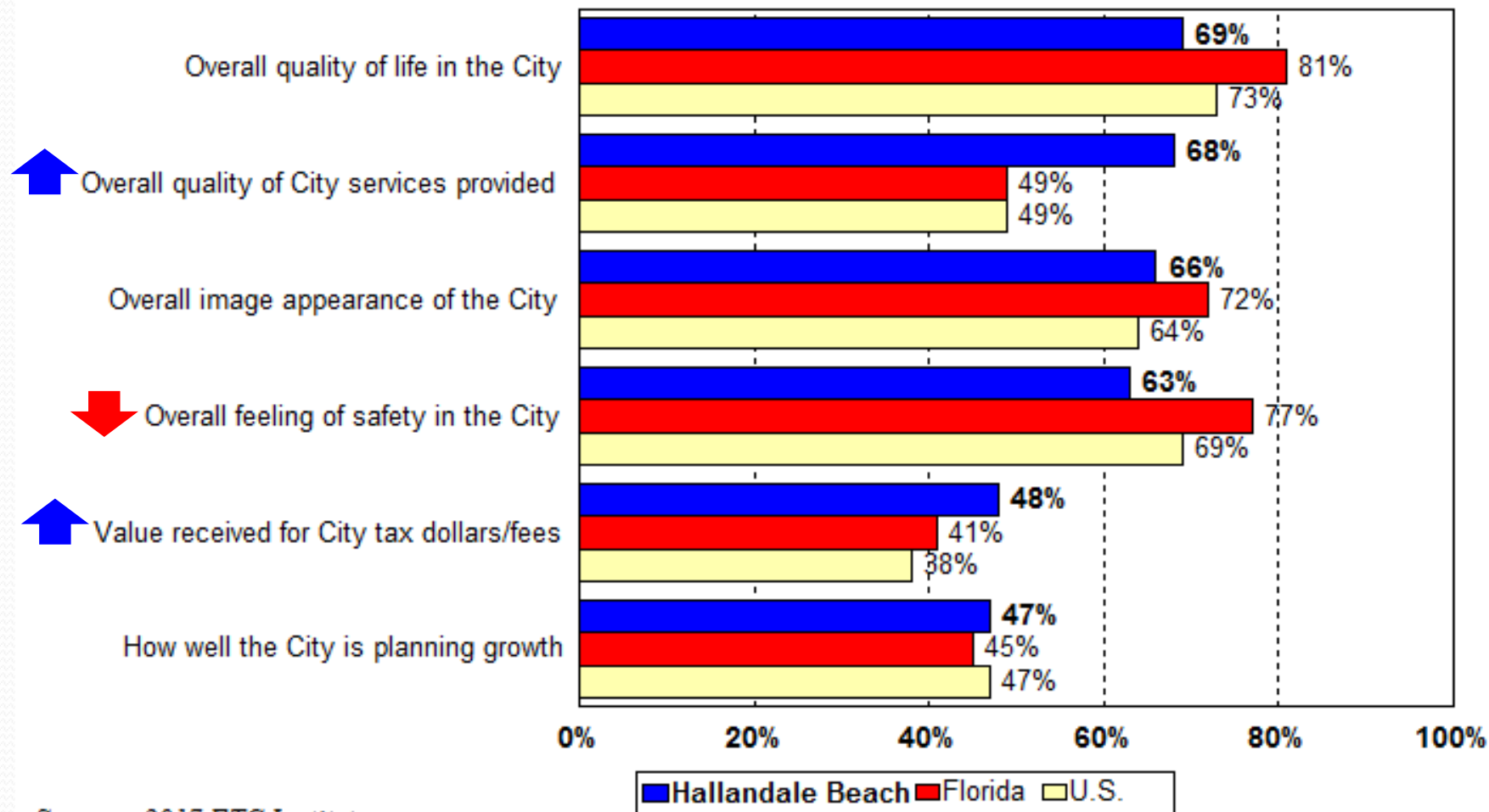
Major Finding #2

**Satisfaction with the Overall
Quality of City Services Is
Higher in Hallandale Beach
Than Other Cities**

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)



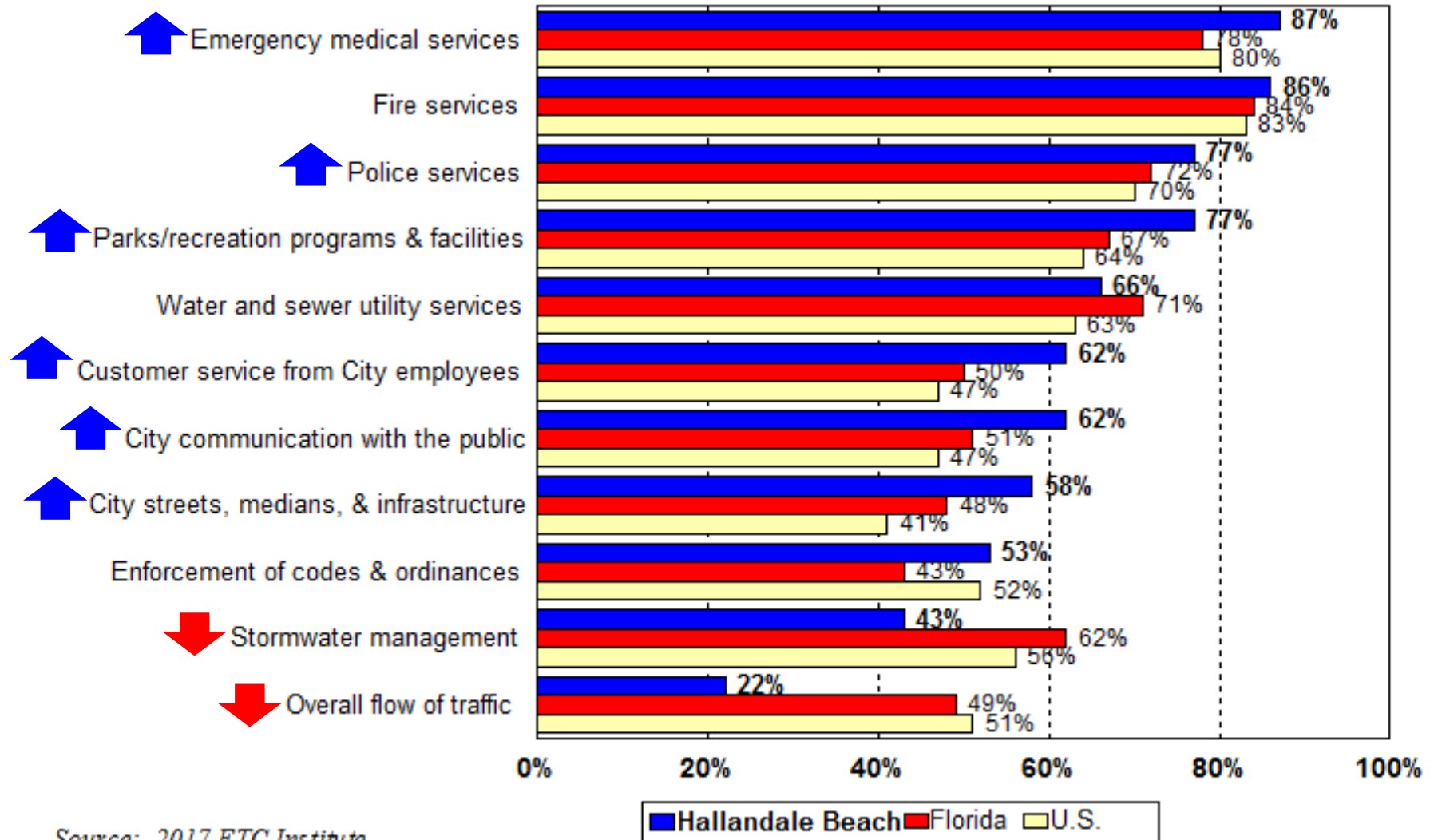
Source: 2017 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

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

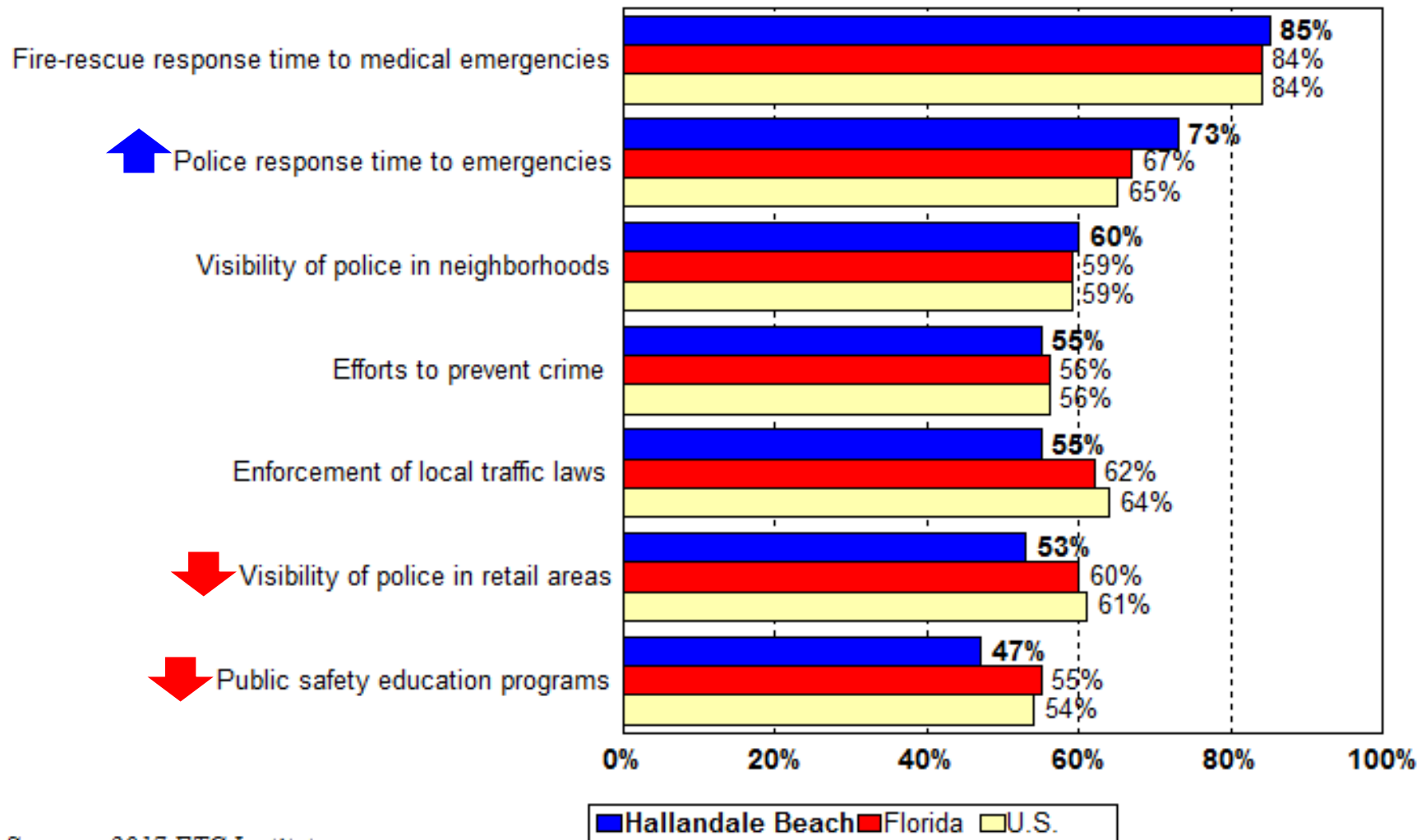
Significantly Higher: ↑

Significantly Lower: ↓

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)



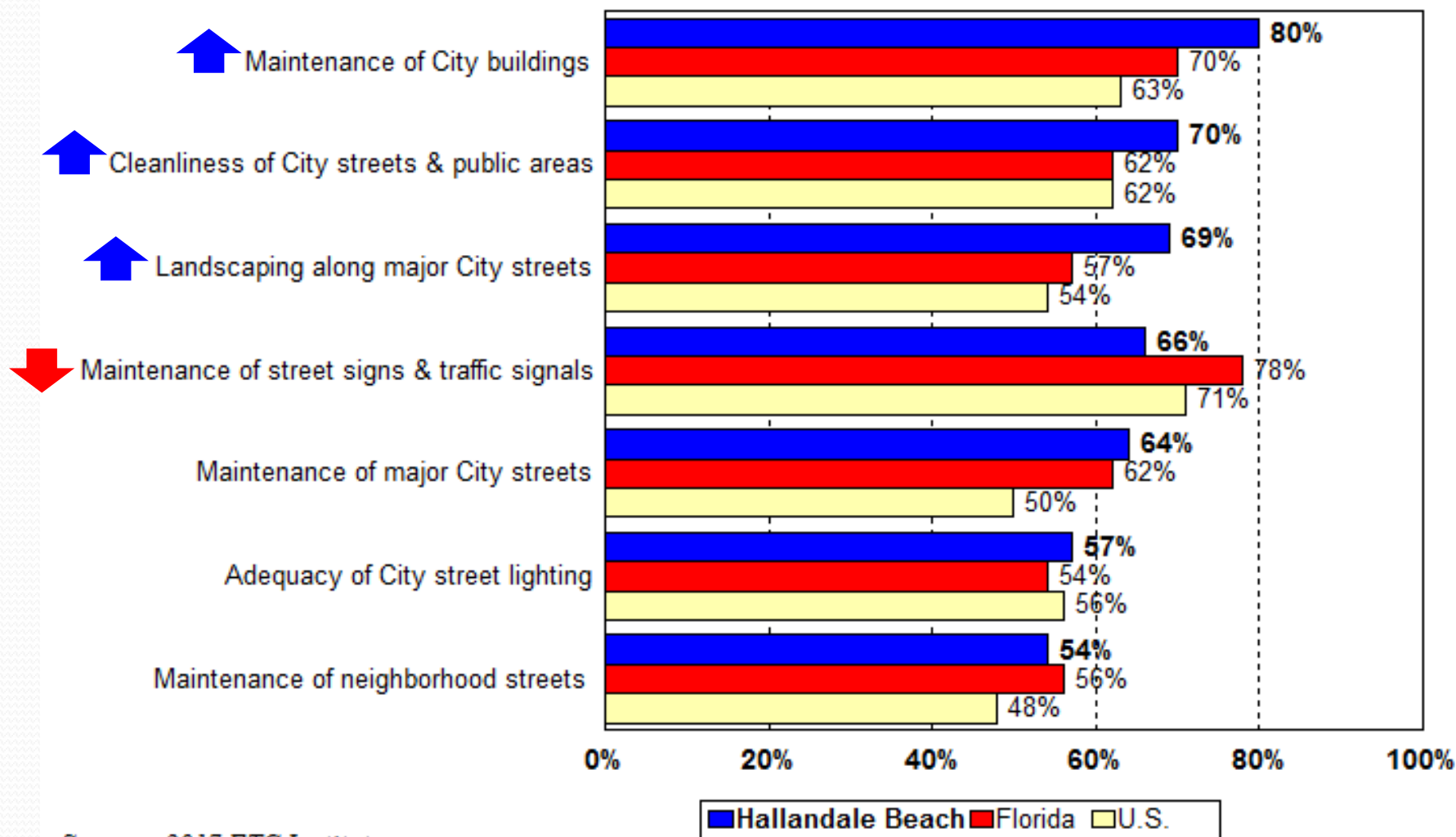
Source: 2017 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

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)



Source: 2017 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #3

Trend Analysis

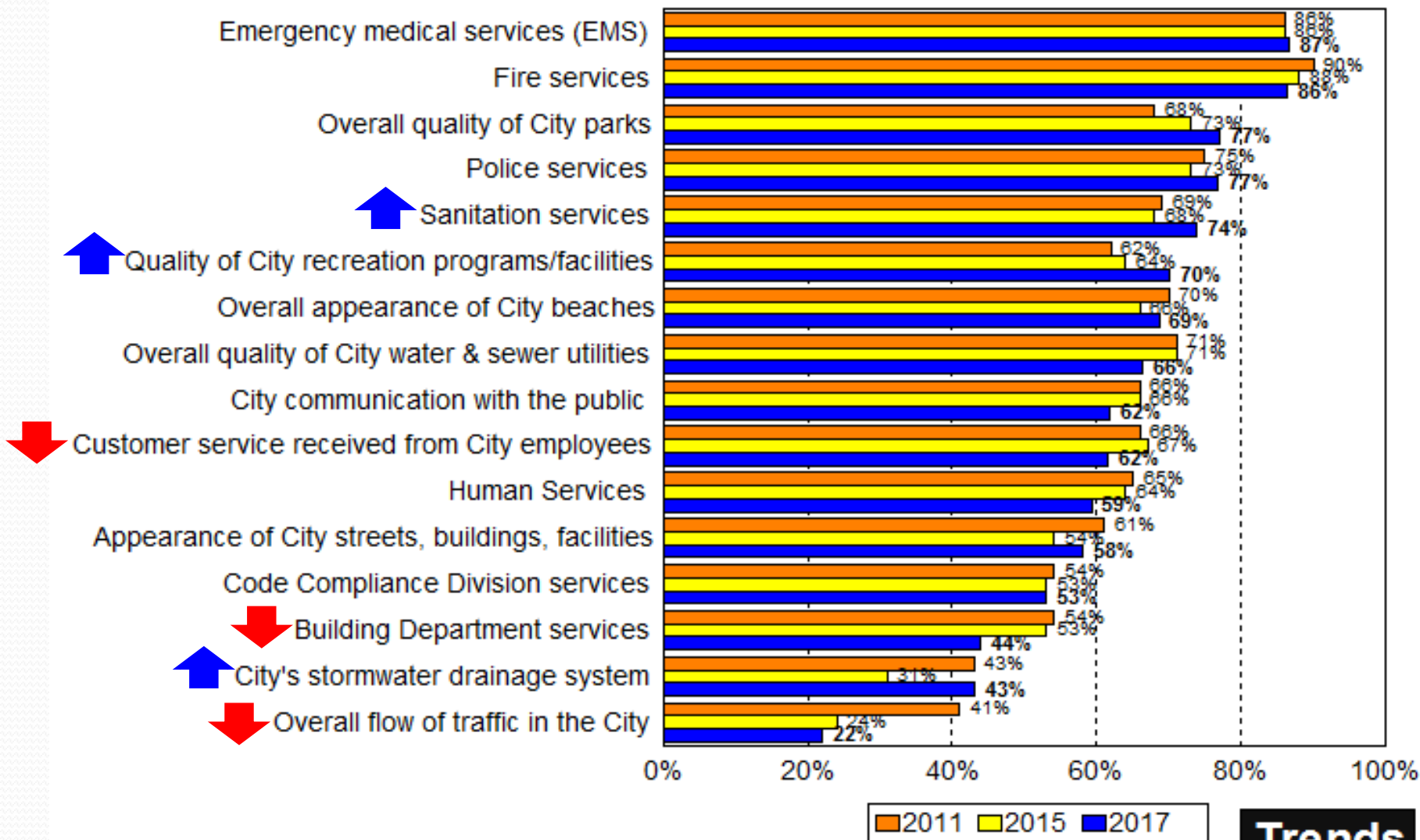
Trend Analysis

Since 2015 the Satisfaction Ratings Have...

- Increased in 33 of 85 areas
- Stayed the Same in 12 of 85 areas
- Decreased in 40 of 85 areas

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

Significant Increases From 2015: ↑ **Significant Decreases From 2015:** ↓

Major Finding #4

Top Priorities for Investment

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
Appearance of City streets, medians, buildings, facilities	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
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

Overall Priorities:

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
<u>High Priority (IS .10-.20)</u>						
The City's efforts to prevent crime	41%	1	55%	5	0.1832	1
Visibility & frequency of police in your neighborhood	38%	2	60%	4	0.1536	2
Visibility & frequency of police in retail areas	22%	3	53%	7	0.1020	3
<u>Medium Priority (IS <.10)</u>						
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 emerge	3%	8	82%	2	0.0059	8

Public Safety Priorities:

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
<u>High Priority (IS .10-.20)</u>						
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
<u>Medium Priority (IS <.10)</u>						
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 y	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

Maintenance Priorities:

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

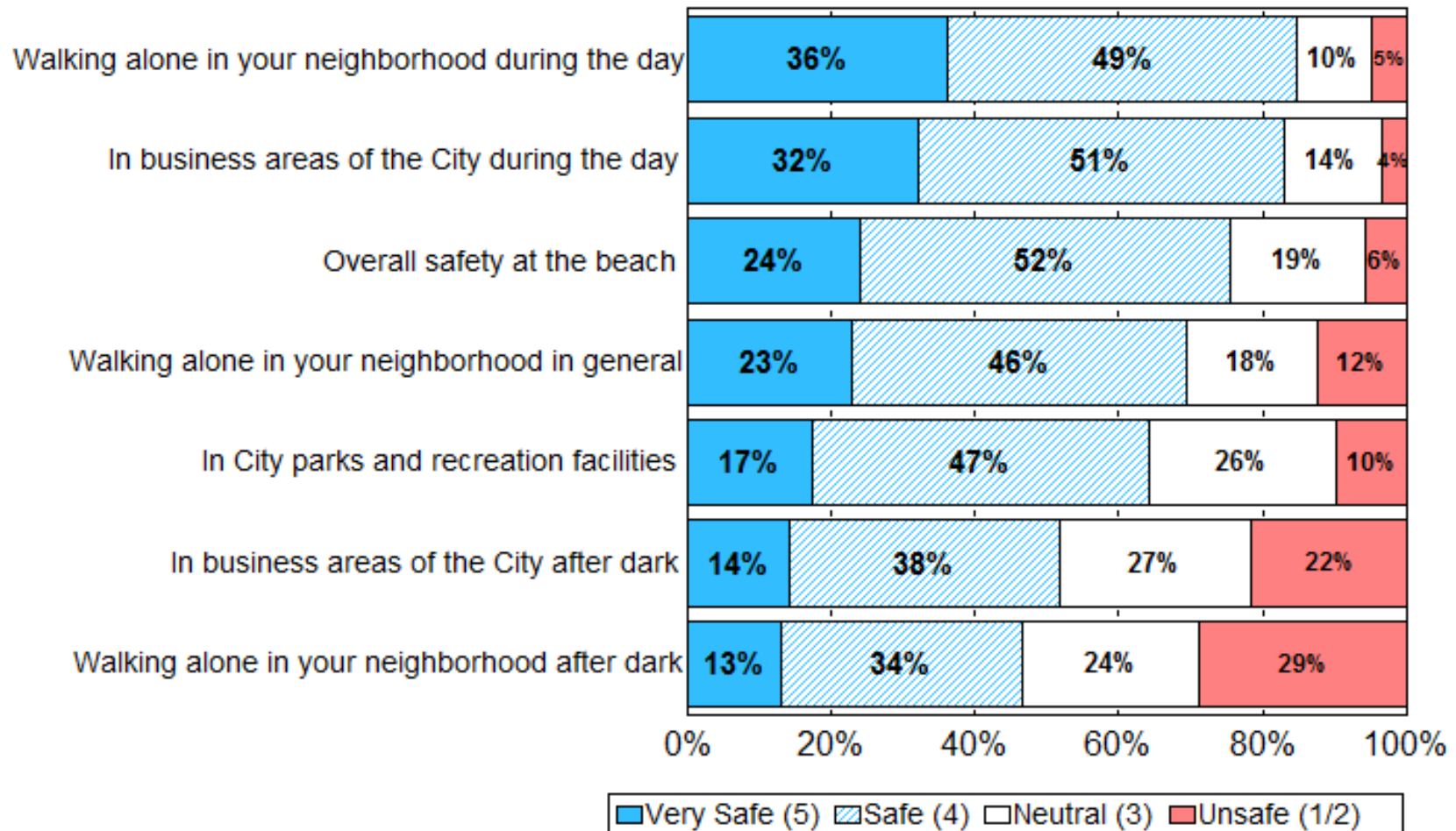
Parks and Recreation Priorities:

Major Finding #5

Feeling of Safety and Security
in the City

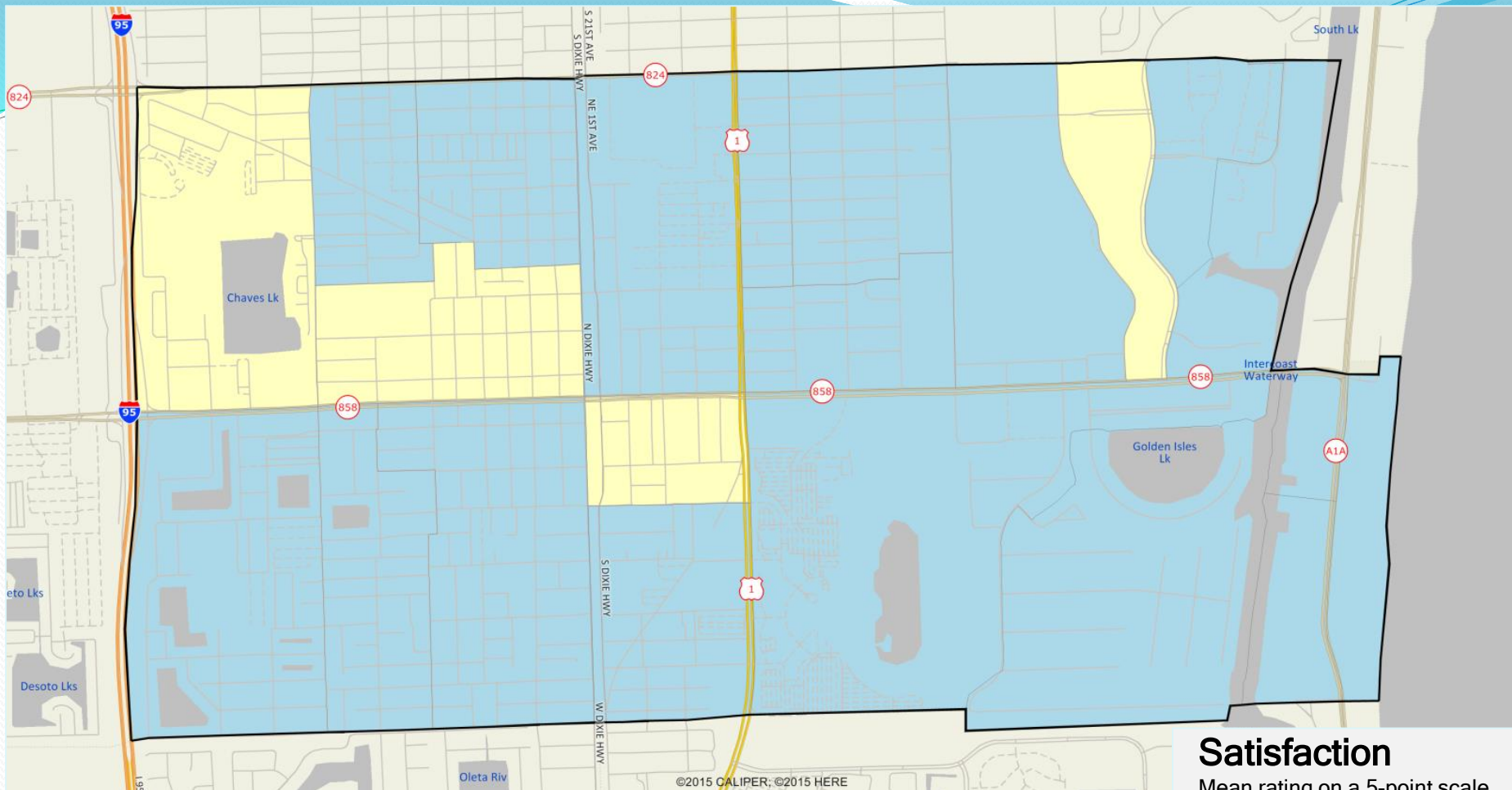
Q4. Satisfaction with Perceptions of Safety and Security

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)

Overall Residents Feel Safe in Most Situations, but There Are Concerns with Feeling Safe After Dark



Q3-5. Satisfaction with the Overall Feeling of Safety in the City

Satisfaction

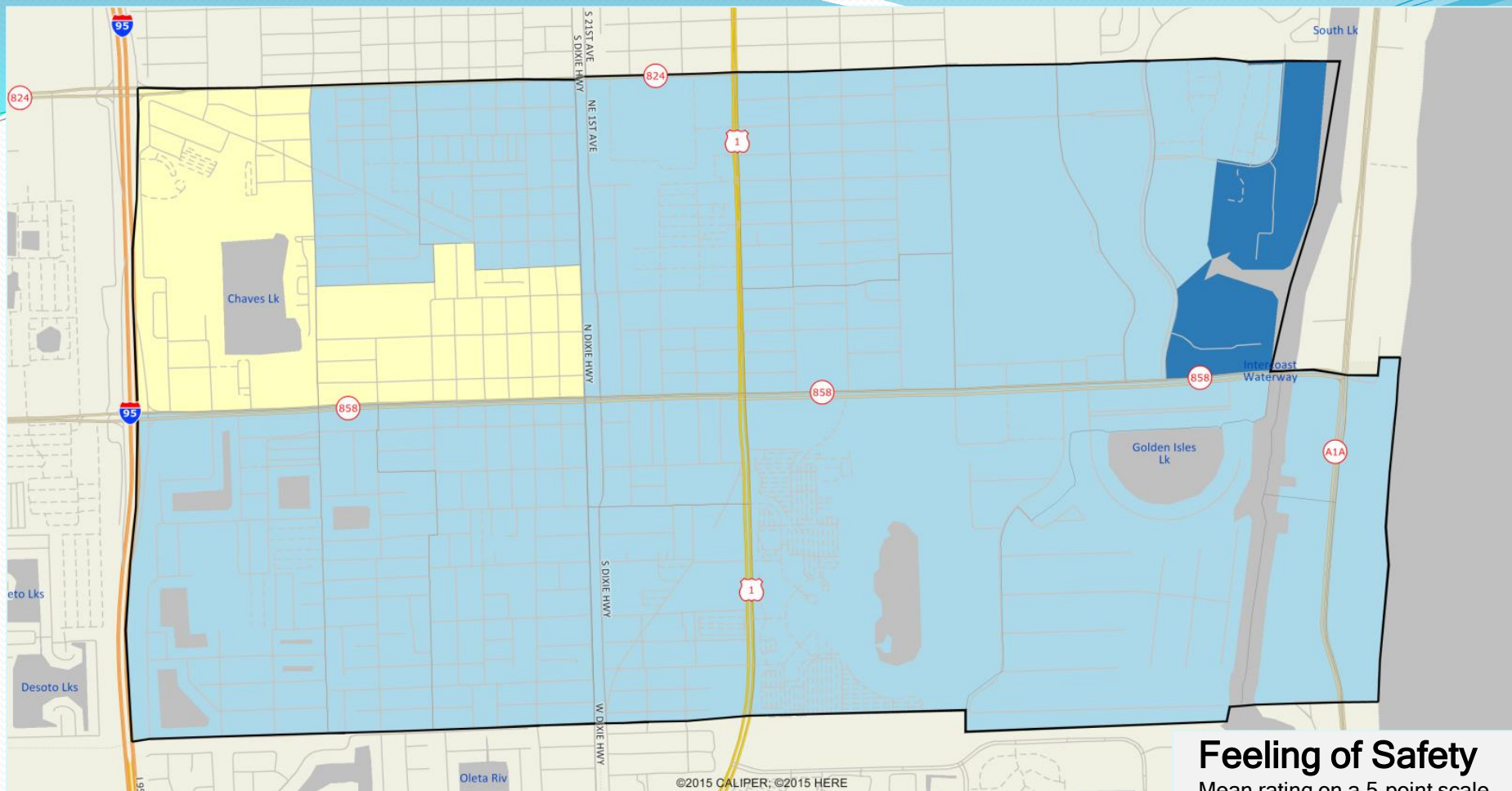
Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response



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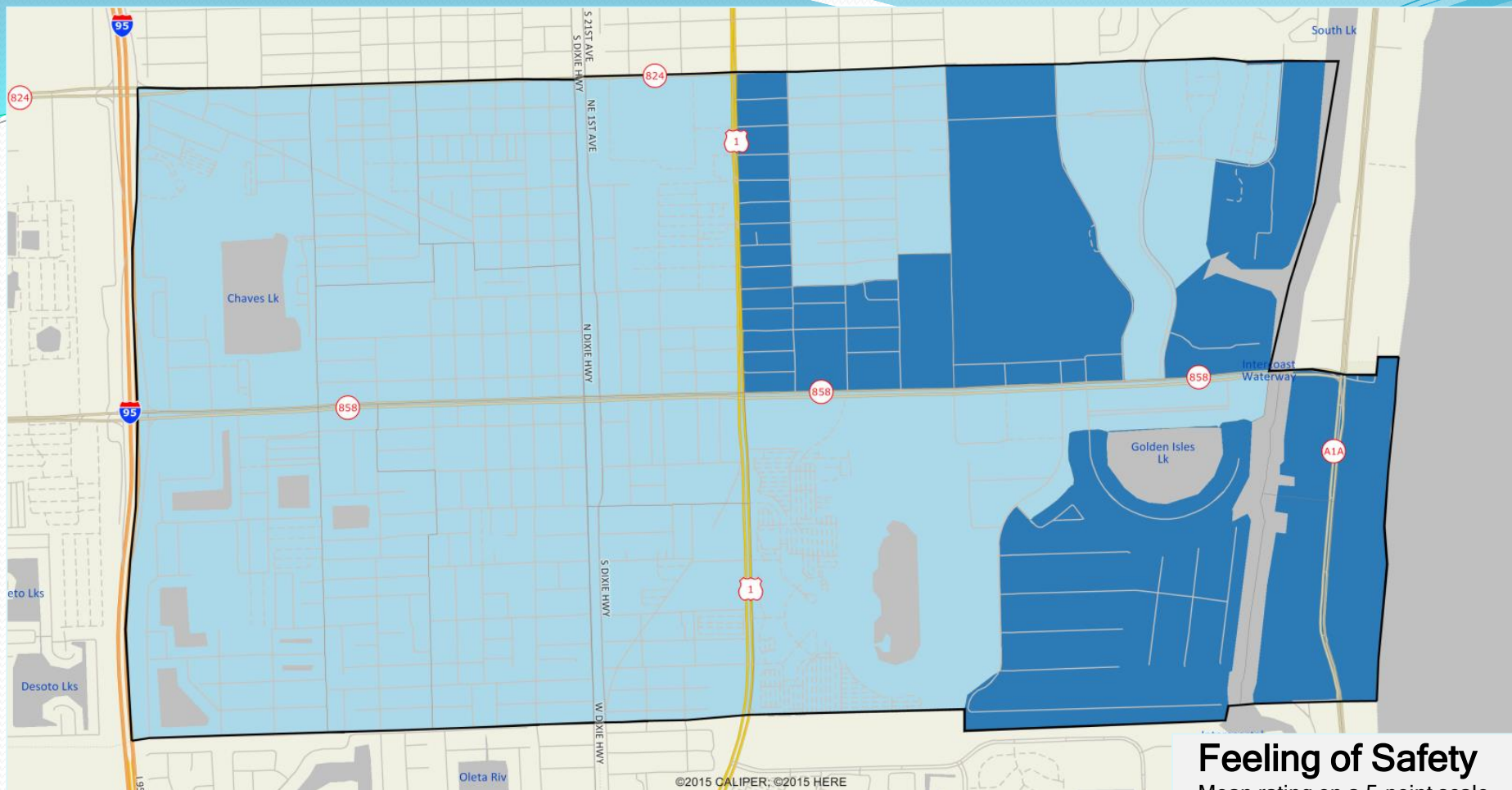
Q4-1. Feeling of Safety Walking Alone in Your Neighborhood in General

Feeling of Safety

Mean rating on a 5-point scale

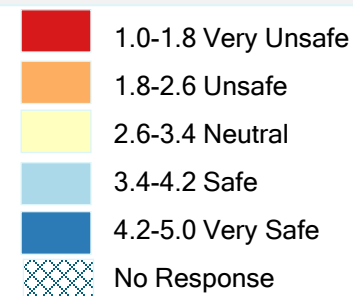
- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- No Response





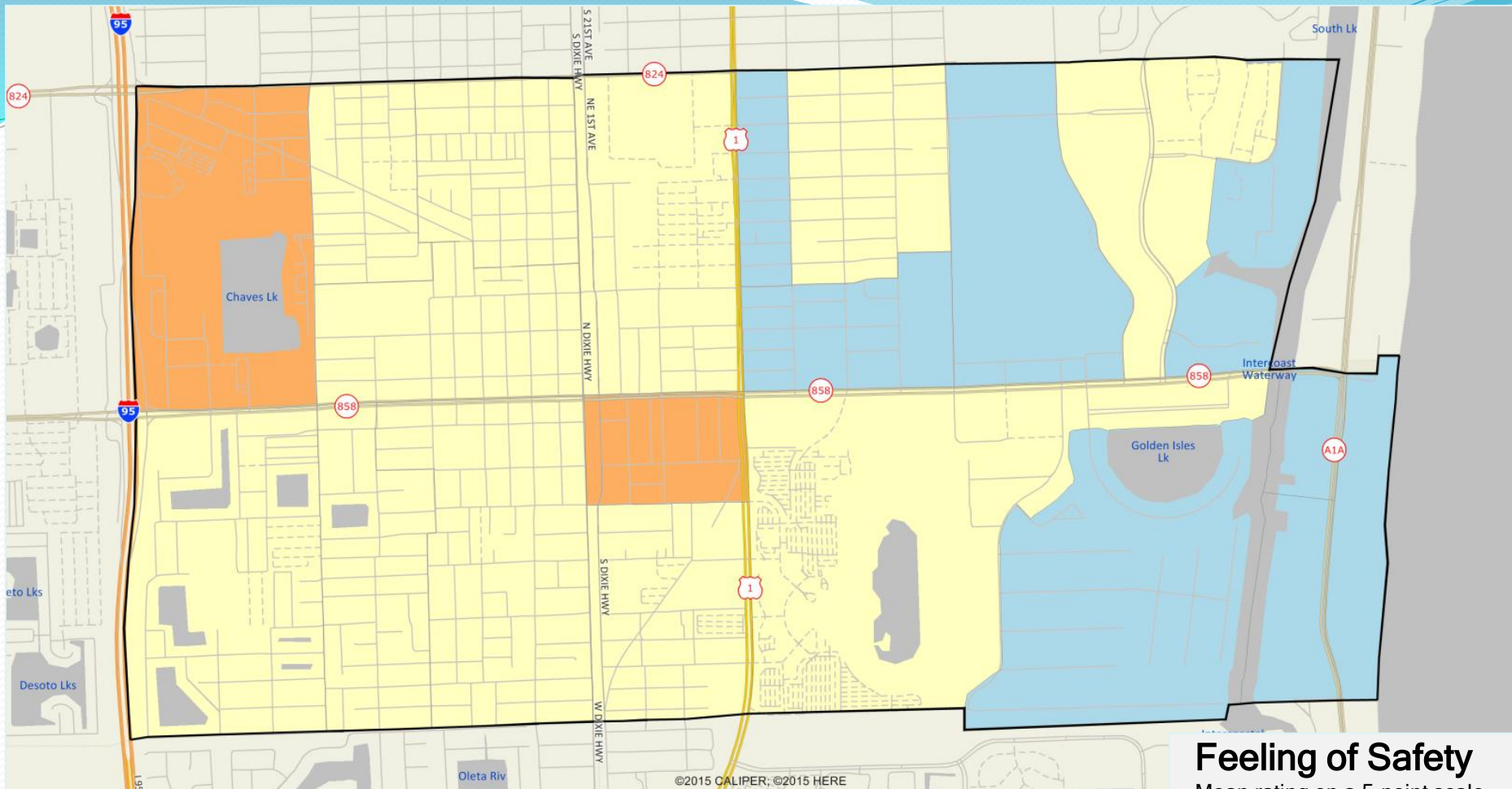
Feeling of Safety

Mean rating on a 5-point scale



Q4-2. Feeling of Safety Walking Alone in Your Neighborhood During the Day

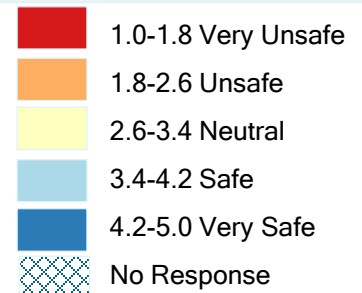


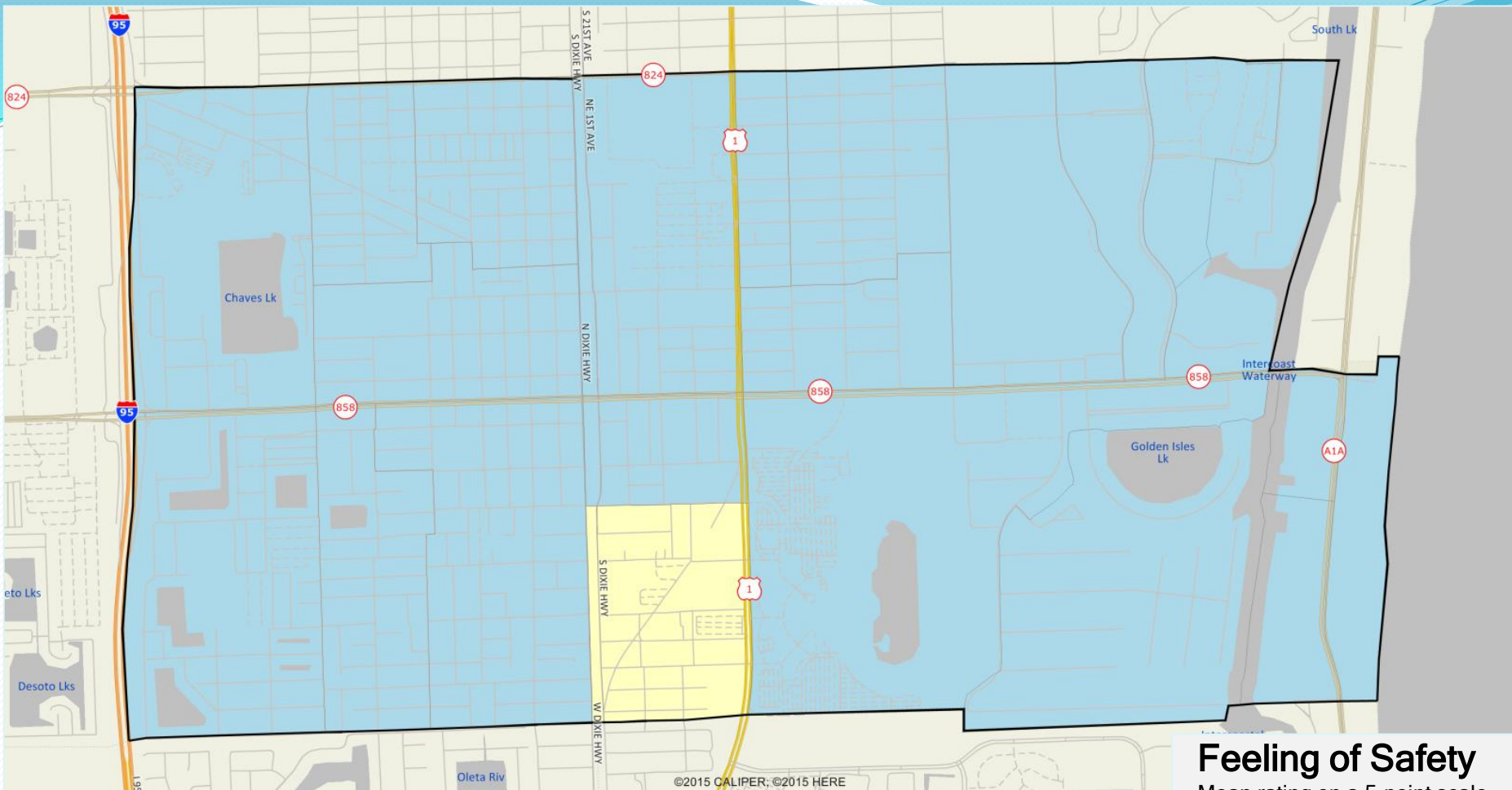


Q4-3. Feeling of Safety Walking Alone in Your Neighborhood After Dark

Feeling of Safety

Mean rating on a 5-point scale





Q4-4. Feeling of Safety in City Parks and Recreation Facilities

Feeling of Safety

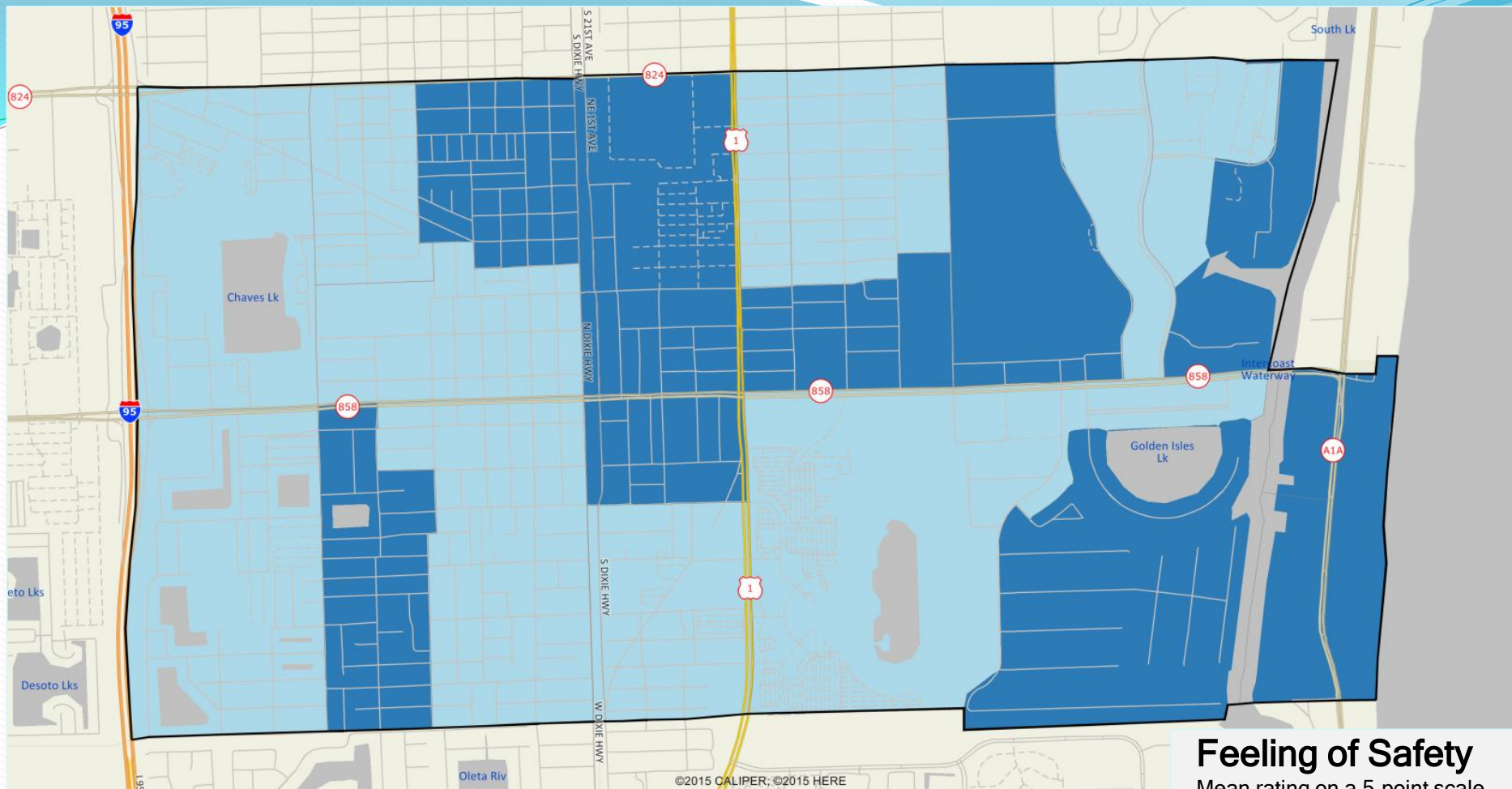
Mean rating on a 5-point scale

- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- No Response



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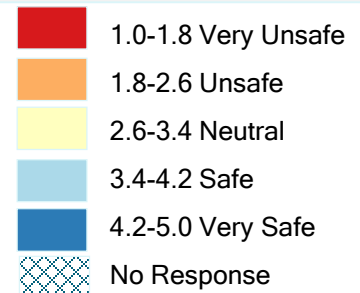


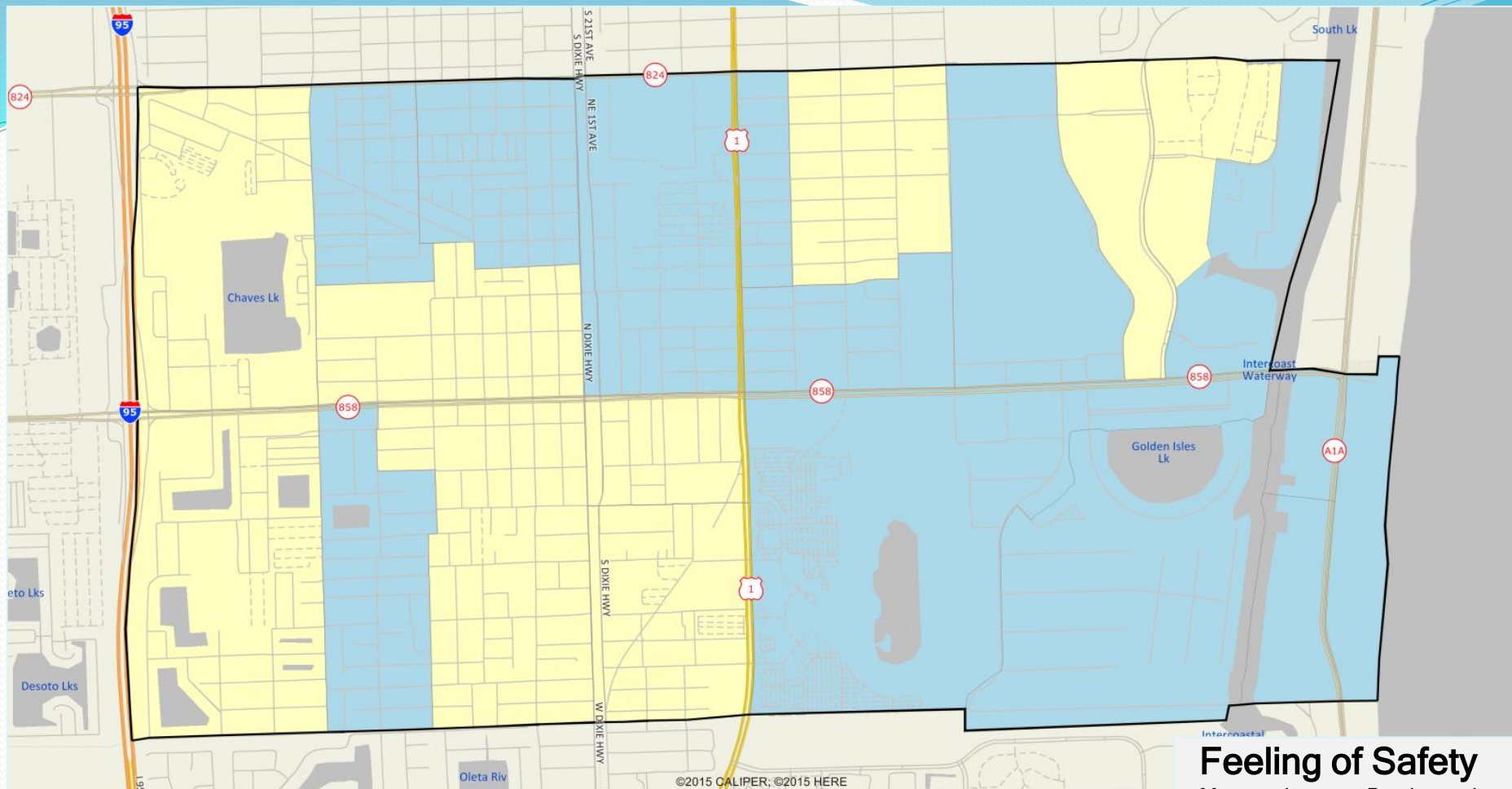


Q4-5. Feeling of Safety in Business Areas of the City During the Day

Feeling of Safety

Mean rating on a 5-point scale

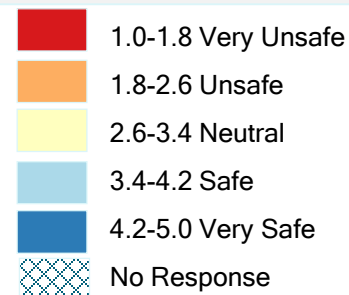




Q4-6. Feeling of Safety in Business Areas of the City After Dark

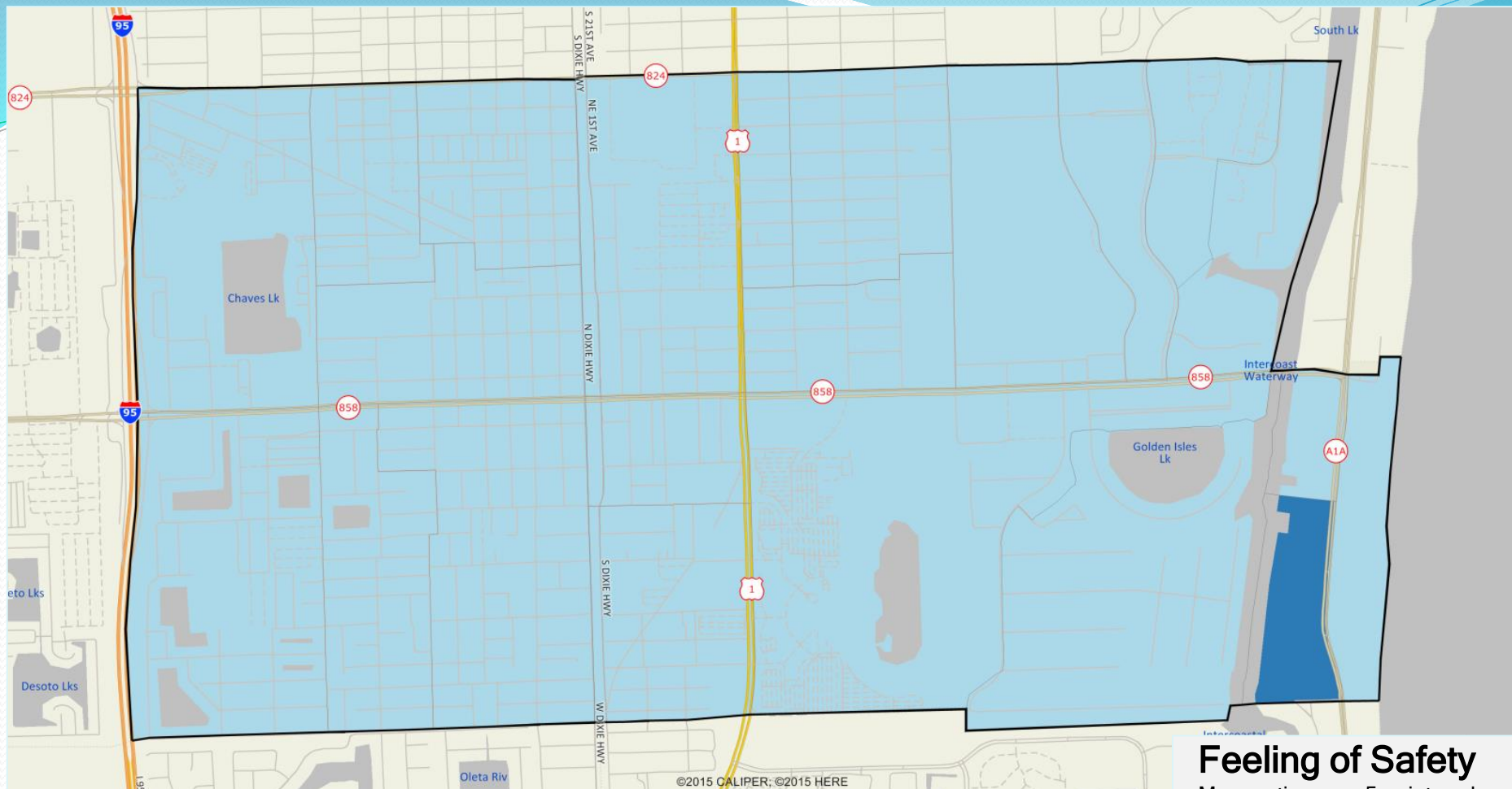
Feeling of Safety

Mean rating on a 5-point scale



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Q4-7. Feeling of Safety Overall at the Beach

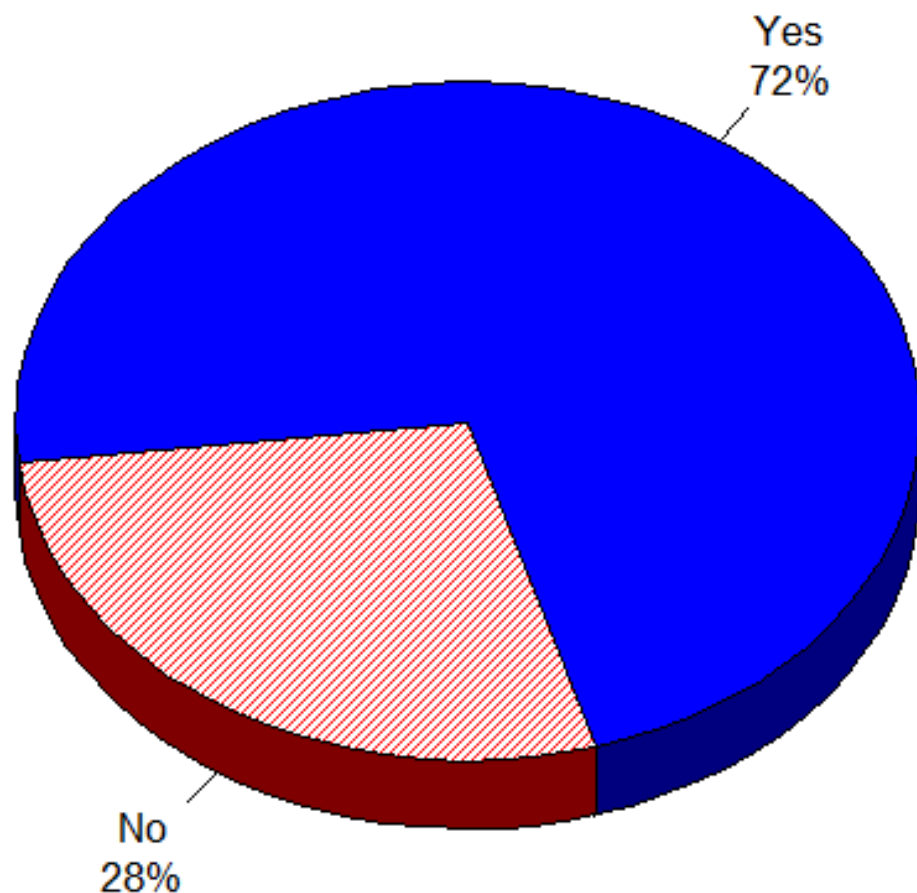


Major Finding #6

Retiring in Hallandale Beach

Q27. Do you plan to retire in Hallandale Beach?

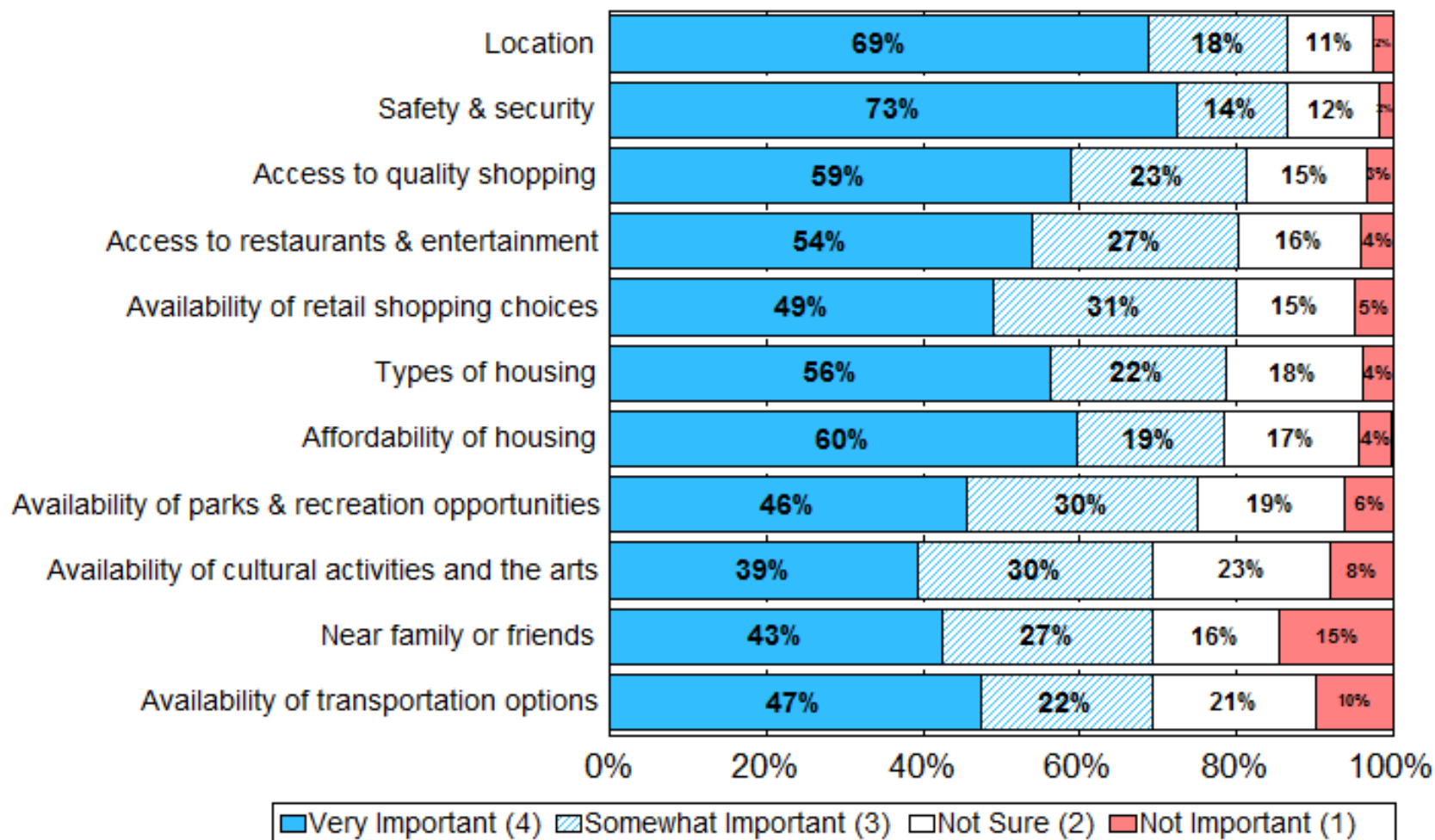
by percentage of respondents



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

Q28. Importance of 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)

The Most Important Reasons for Deciding to Retire in Hallandale Beach Are the Location and Safety and Security

Summary

- **Residents Have a Positive Perception of the City**
 - ❑ 68% are satisfied with the overall quality of services provided by the City; only 5% are dissatisfied
- **Overall the Satisfaction Ratings Are Similar to the 2015 Survey**
- **Hallandale Beach Rates Higher Than Other Cities in the Overall Quality of City Services**
 - ❑ The City rated 19% above the Florida Average and the U.S. Average in the overall quality of services provided by the City
- **Overall Priorities for Improvement:**
 - ❑ Overall flow of traffic
 - ❑ Stormwater drainage system
 - ❑ Appearance of City streets, medians, buildings
- **The Most Important Reasons Impacting Residents Retiring in Hallandale Beach Are Location and Safety and Security**

Questions?

THANK YOU!!