

City of Hallandale Beach 2024 Community Survey



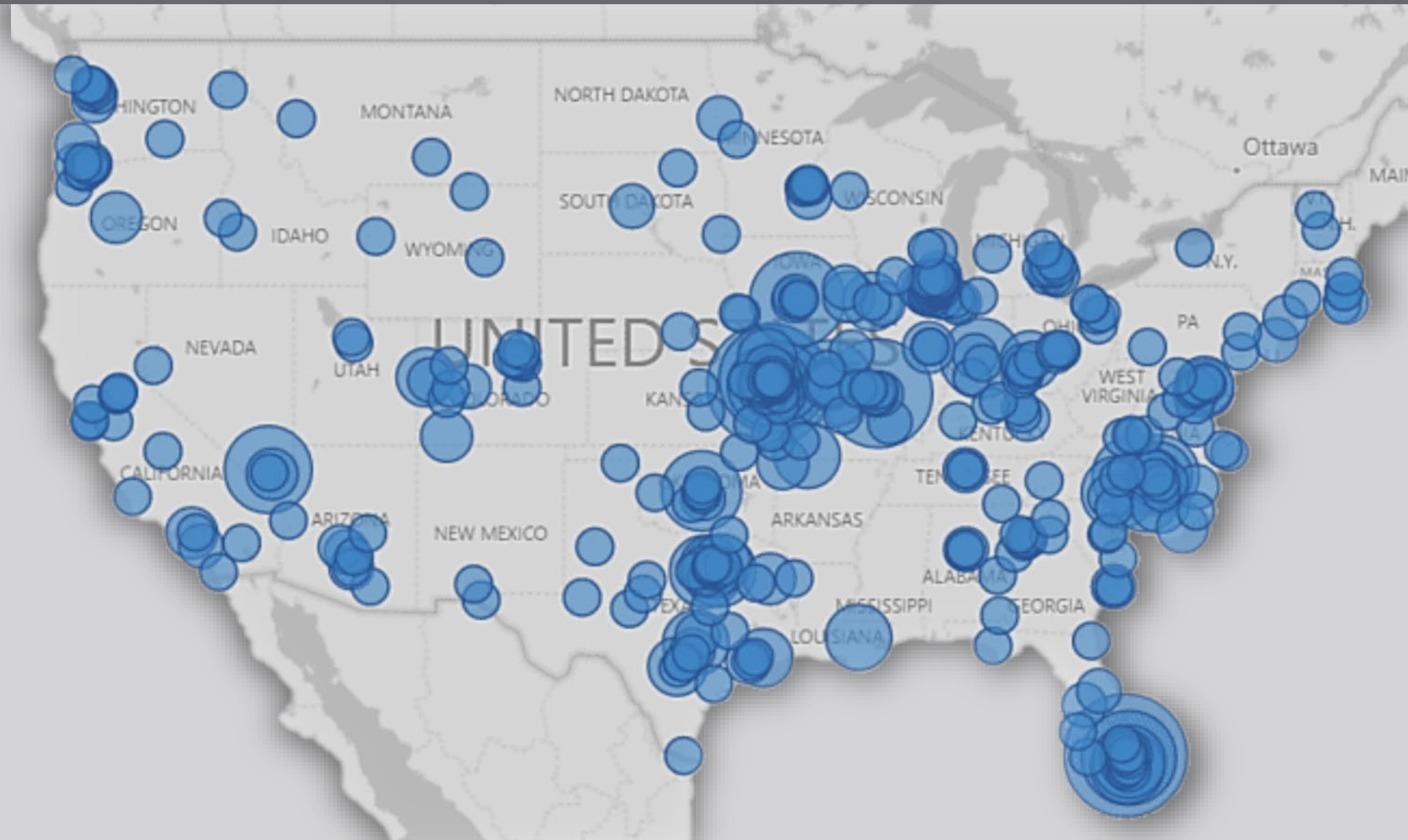
PRESENTED BY



MAY 2024

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

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



More Than 3,000,000 Person's Surveyed Since 2014 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



Purpose

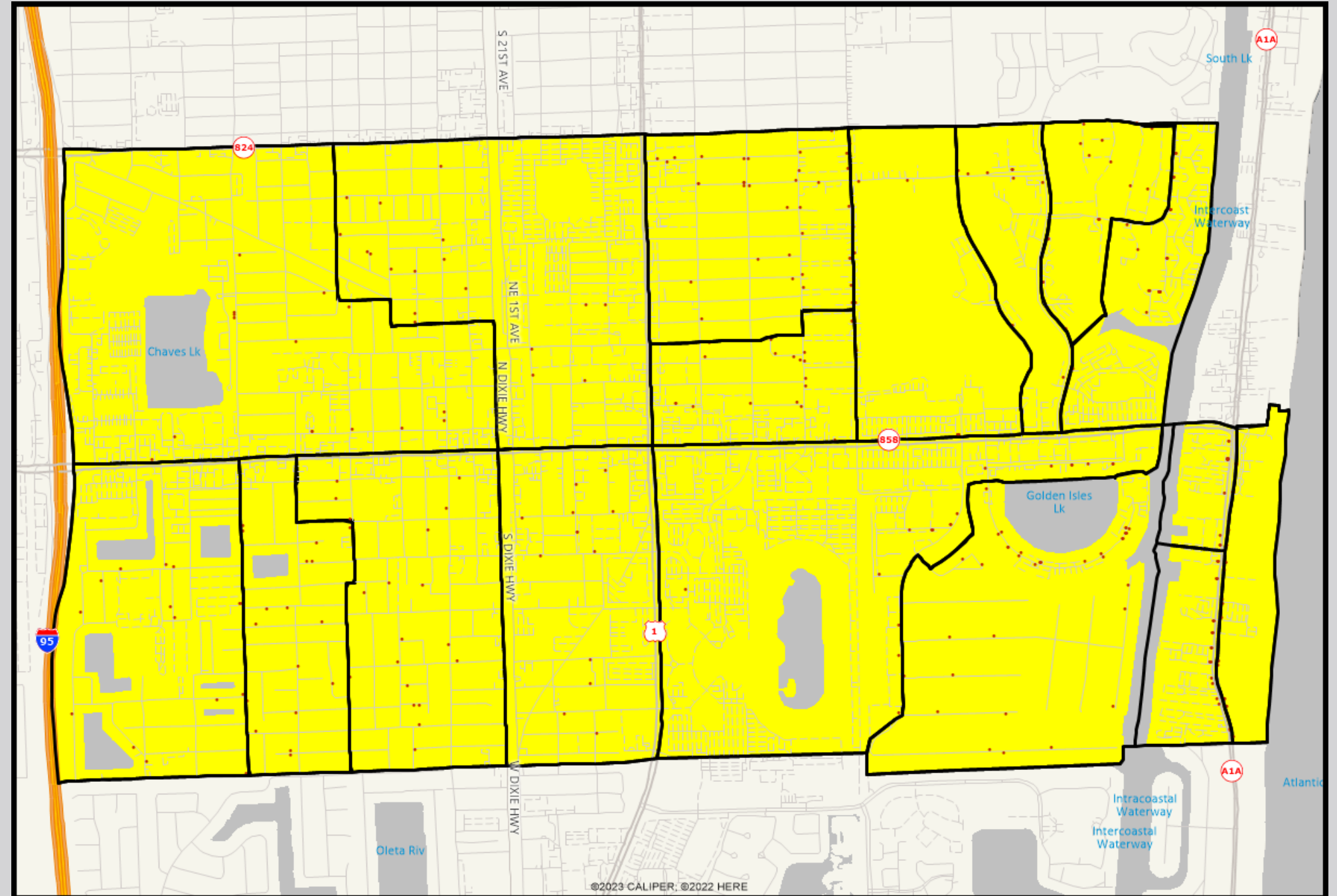
- To objectively assess resident satisfaction with the delivery of major City services
- To help determine priorities for the community
- To measure trends from the previous surveys
- To compare the City's performance with other communities regionally and nationally

Methodology

- **Survey Description**
 - Six-page survey; takes approximately 15-20 minutes to complete
- **Method of Administration**
 - By mail and online to randomly selected sample of City residents
- **Sample Size**
 - 406 completed surveys (goal was 400)
 - Margin of error: +/- 4.8% at the 95% level of confidence

Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City



What We Learned

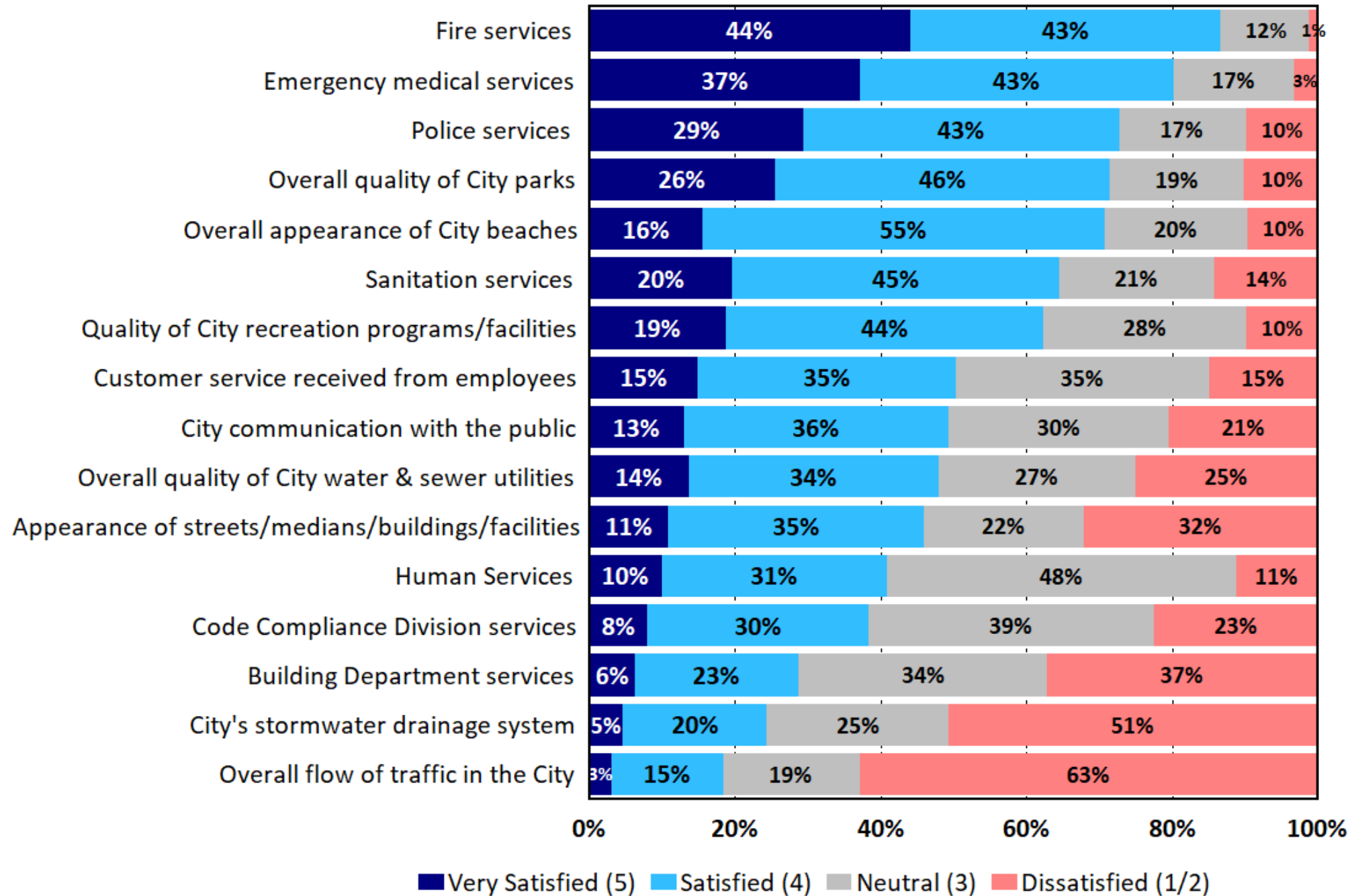
- Hallandale Beach Rates 6% Above the U.S. Average in the Overall Quality of City Services
- Hallandale Beach Rates 11% Above the U.S. Average in Customer Service Provided by City Employees
- Top Overall Priorities for City Services
 - Traffic Flow
 - Stormwater Drainage
 - Appearance of City Streets, Medians, Facilities
- Top Reasons Residents Will Retire in Hallandale Beach
 - Safety and Security
 - Access to Restaurants and Entertainment
 - Access to Quality Shopping

Topic #1

Overall Satisfaction with City Services

Q1. Satisfaction with Major Categories of City Services

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



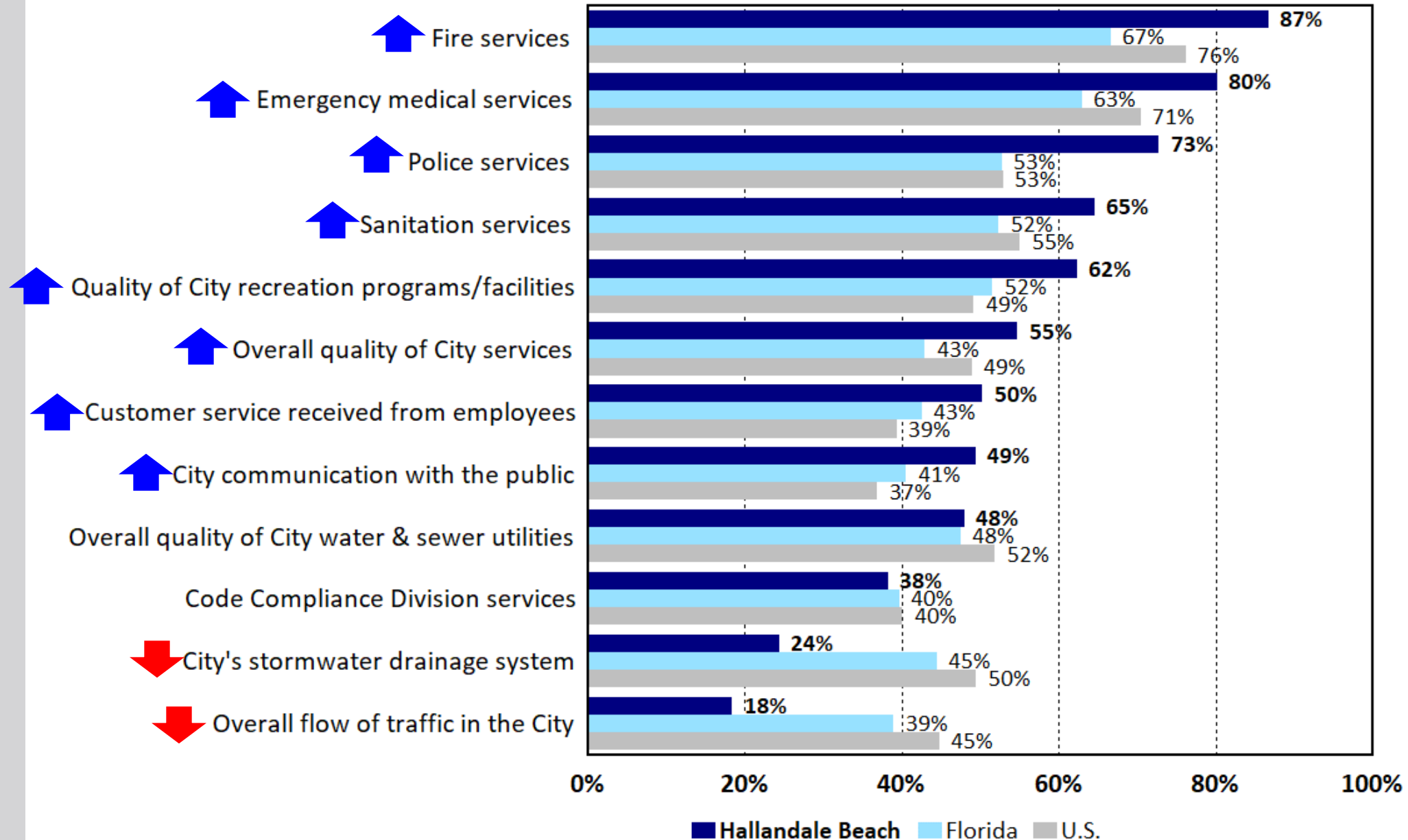
Topic #2

Comparisons to Other Communities

Satisfaction with Major Categories of City Services

Hallandale Beach vs. Florida vs. the U.S

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



Significantly Higher

Significantly Lower

Topic #3

Trend Analysis

Trend Analysis

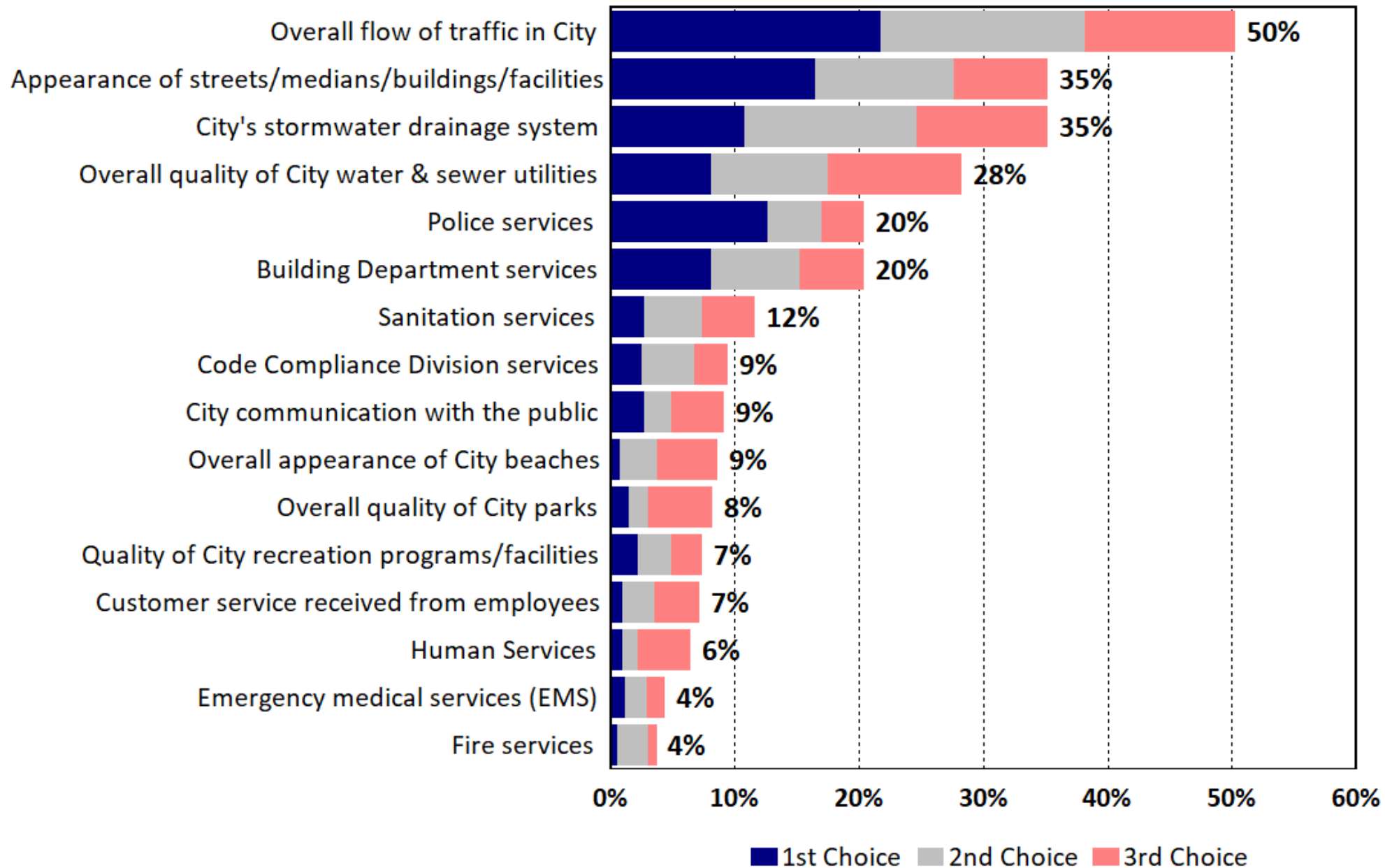
- **Notable Increases in Satisfaction Since 2017:**
 - Appearance and Quality of the Tennis Complex
 - Feeling of Safety Walking Alone in Your Neighborhood in General
 - Overall Appearance of City Beaches
 - Feeling of Safety Walking Alone in Your Neighborhood After Dark
- **Notable Decreases in Satisfaction Since 2017:**
 - Public Access Cable Channel
 - Telephone Notification System
 - Water and Sewer Service
 - Fees Charged for Recreation Programs

Topic #4

Top Community Priorities

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

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



2024 Importance-Satisfaction Rating

City of Hallandale Beach, Florida

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall flow of traffic in the City	50%	1	18%	16	0.4104	1
City's stormwater drainage system	35%	3	24%	15	0.2661	2
High Priority (IS .10-.20)						
Appearance of streets/medians/buildings/facilities	35%	2	46%	11	0.1901	3
Overall quality of City water & sewer utilities	28%	4	48%	10	0.1472	4
Building Department services	20%	6	29%	14	0.1452	5
Medium Priority (IS <.10)						
Code Compliance Division services	9%	8	38%	13	0.0580	6
Police services	20%	5	73%	3	0.0555	7
City communication with the public	9%	9	49%	9	0.0460	8
Sanitation services	12%	7	65%	6	0.0411	9
Human Services	6%	14	41%	12	0.0379	10
Customer service received from employees	7%	13	50%	8	0.0358	11
Quality of City recreation programs/facilities	7%	12	62%	7	0.0279	12
Overall appearance of City beaches	9%	10	71%	5	0.0252	13
Overall quality of City parks	8%	11	71%	4	0.0235	14
Emergency medical services	4%	15	80%	2	0.0087	15
Fire services	4%	16	87%	1	0.0049	16

Overall Priorities

2024 Importance-Satisfaction Rating

City of Hallandale Beach, Florida

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of streets in your neighborhood	38%	1	39%	9	0.2358	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of major City streets	27%	3	47%	8	0.1423	2
Overall cleanliness of City streets & public areas	29%	2	55%	5	0.1313	3
Adequacy of City street lighting	23%	4	53%	6	0.1095	4
<u>Medium Priority (IS <.10)</u>						
Availability of sidewalks in your neighborhood	19%	5	60%	2	0.0749	5
Maintenance of traffic signals/street signs	14%	7	53%	7	0.0676	6
Landscaping of medians/public areas-neighborhood streets	15%	6	57%	4	0.0662	7
Landscaping of medians/public areas-major City streets	10%	8	59%	3	0.0431	8
Maintenance of City buildings	3%	9	68%	1	0.0080	9

2024 Importance-Satisfaction Rating

City of Hallandale Beach, Florida

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Visibility of police in your neighborhood	49%	1	47%	4	0.2602	1
The City's efforts to prevent crime	43%	2	45%	5	0.2326	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of local traffic laws	28%	3	40%	7	0.1666	3
Visibility of police in retail areas	24%	4	44%	6	0.1322	4
Public safety education programs	17%	5	28%	8	0.1195	5
<u>Medium Priority (IS <.10)</u>						
Police response time to 911 calls	10%	6	61%	3	0.0390	6
Fire-rescue response time - medical emergencies	5%	7	79%	1	0.0103	7
Fire-rescue response time - fire emergencies	3%	8	79%	2	0.0064	8

2024 Importance-Satisfaction Rating

City of Hallandale Beach, Florida

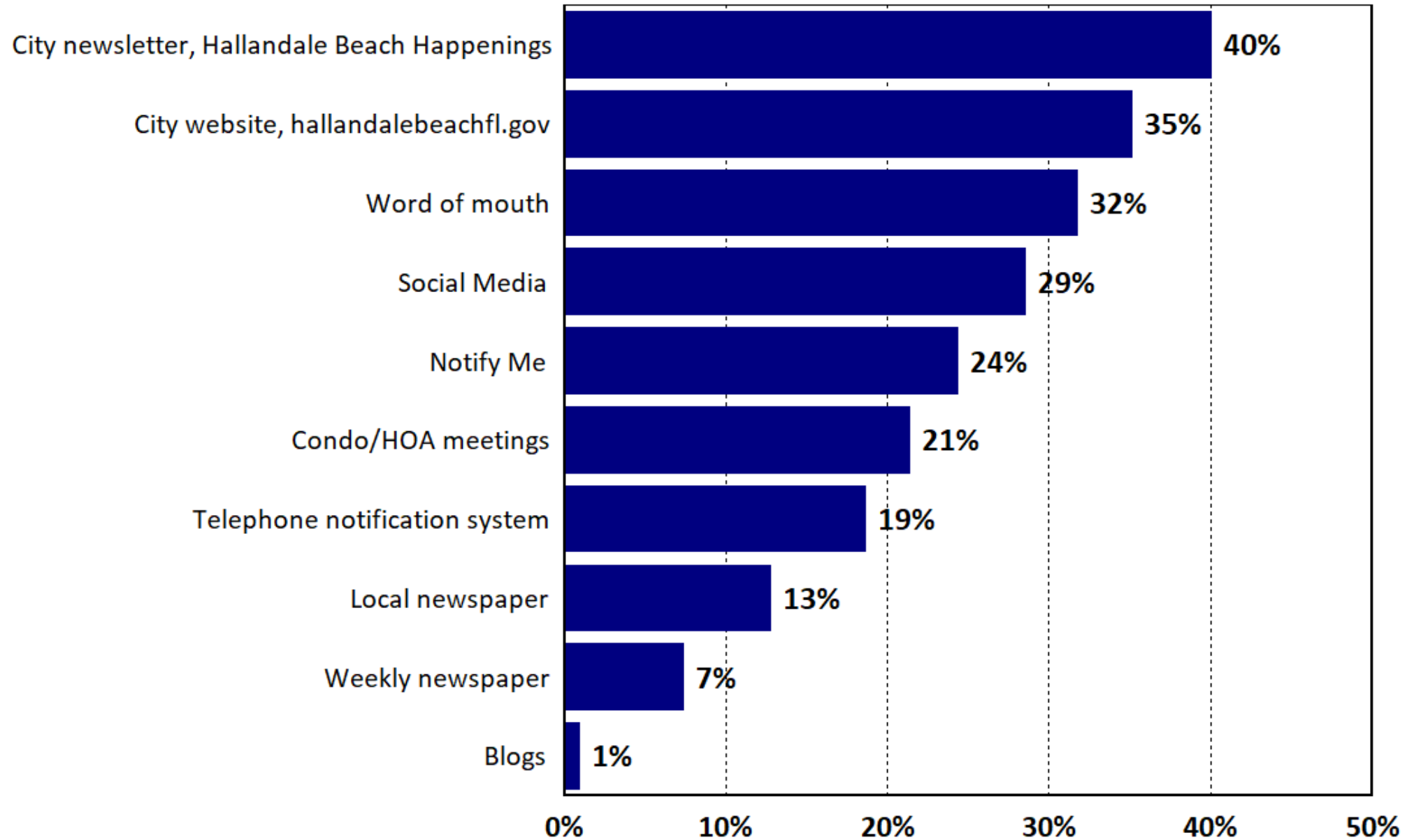
Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of walking & biking paths	42%	1	43%	10	0.2376	1
High Priority (IS .10-.20)						
Variety of amenities offered in City parks	27%	4	54%	6	0.1241	2
The City's adult athletic programs	17%	6	36%	16	0.1096	3
Medium Priority (IS <.10)						
Variety of recreational programs offered	16%	8	38%	13	0.0967	4
Overall quality of beaches	29%	3	70%	2	0.0882	5
Special events	16%	7	47%	8	0.0848	6
Fees charged for recreation programs	12%	11	29%	18	0.0829	7
The City's youth athletic programs	13%	10	40%	11	0.0788	8
Appearance of City parks	29%	2	74%	1	0.0759	9
The number of City parks	19%	5	63%	4	0.0707	10
Availability of teen programs	9%	13	35%	17	0.0580	11
Outdoor athletic fields	11%	12	48%	7	0.0548	12
Ease of registering for programs	9%	14	38%	12	0.0530	13
Appearance of recreational facilities	15%	9	70%	3	0.0456	14
Aquatics facility & programs offered	6%	15	44%	9	0.0358	15
The City's day camp programs	4%	16	36%	15	0.0261	16
Park rental facilities	4%	17	38%	14	0.0244	17
Appearance & quality of the tennis complex	2%	18	61%	5	0.0090	18

Other Findings

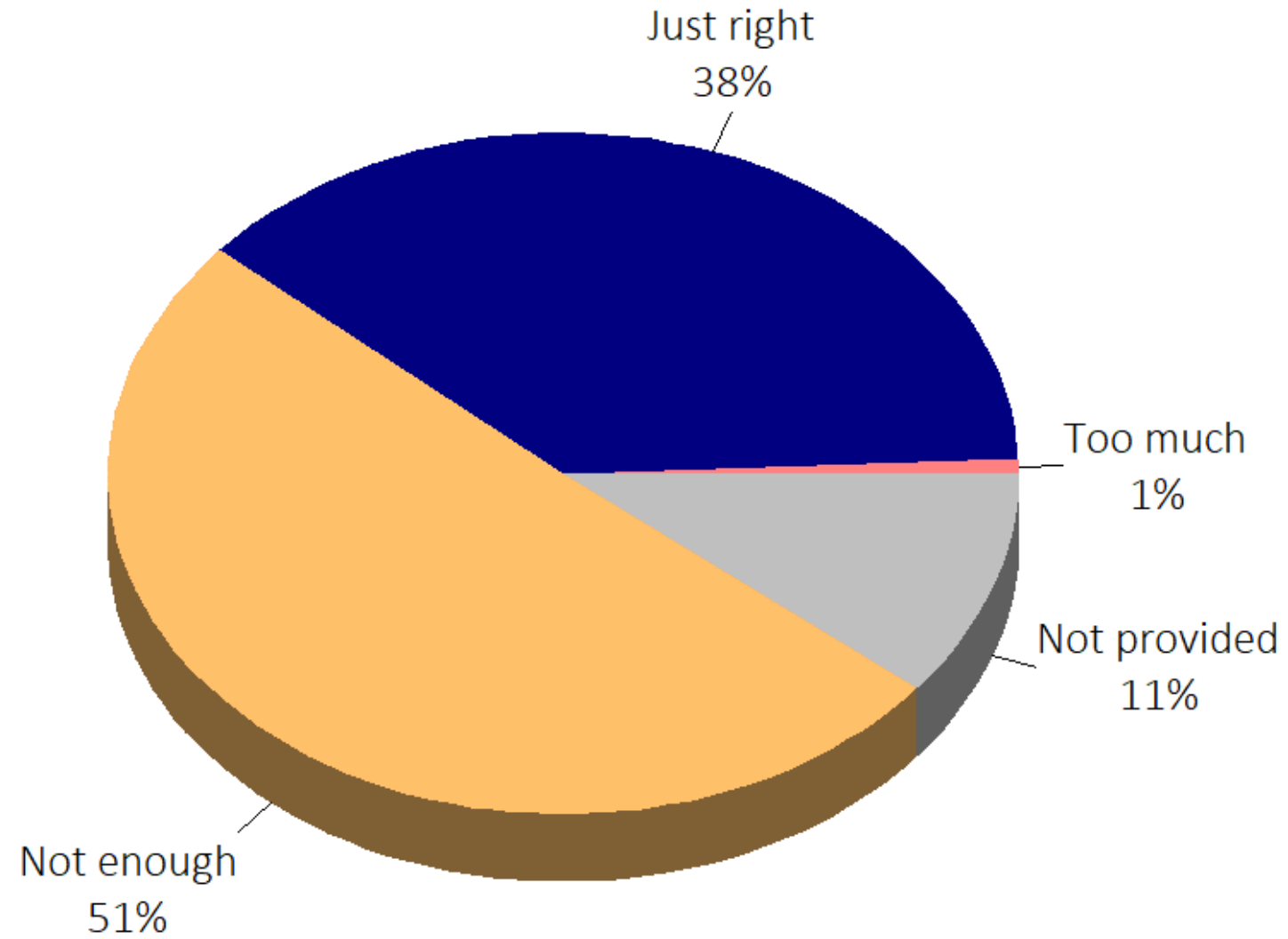
Q17. Primary sources of information about City issues, services, and events

by percentage of respondents (multiple selections could be made)



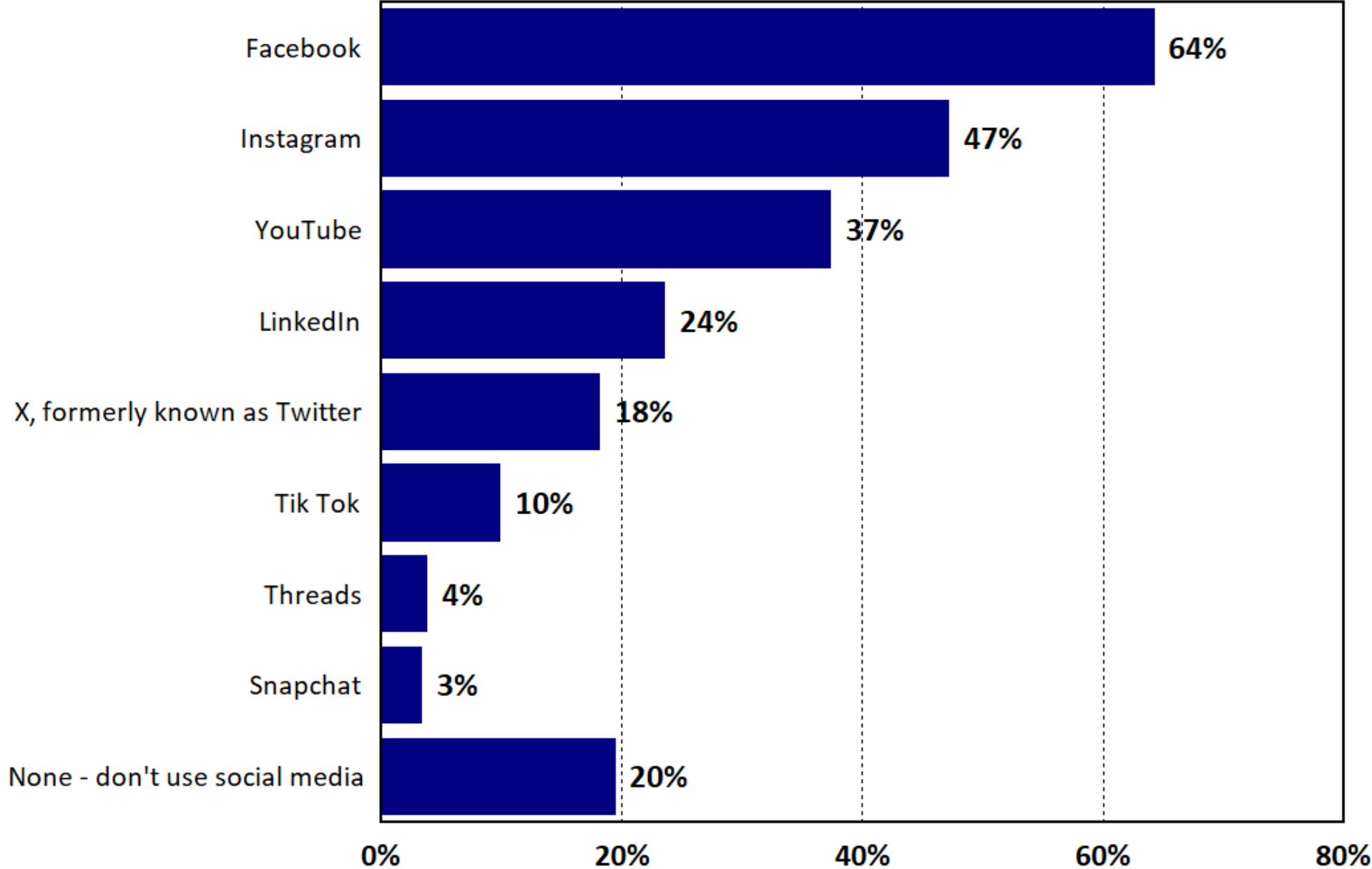
Q19. Is the amount of information you receive from the City of Hallandale Beach...

by percentage of respondents



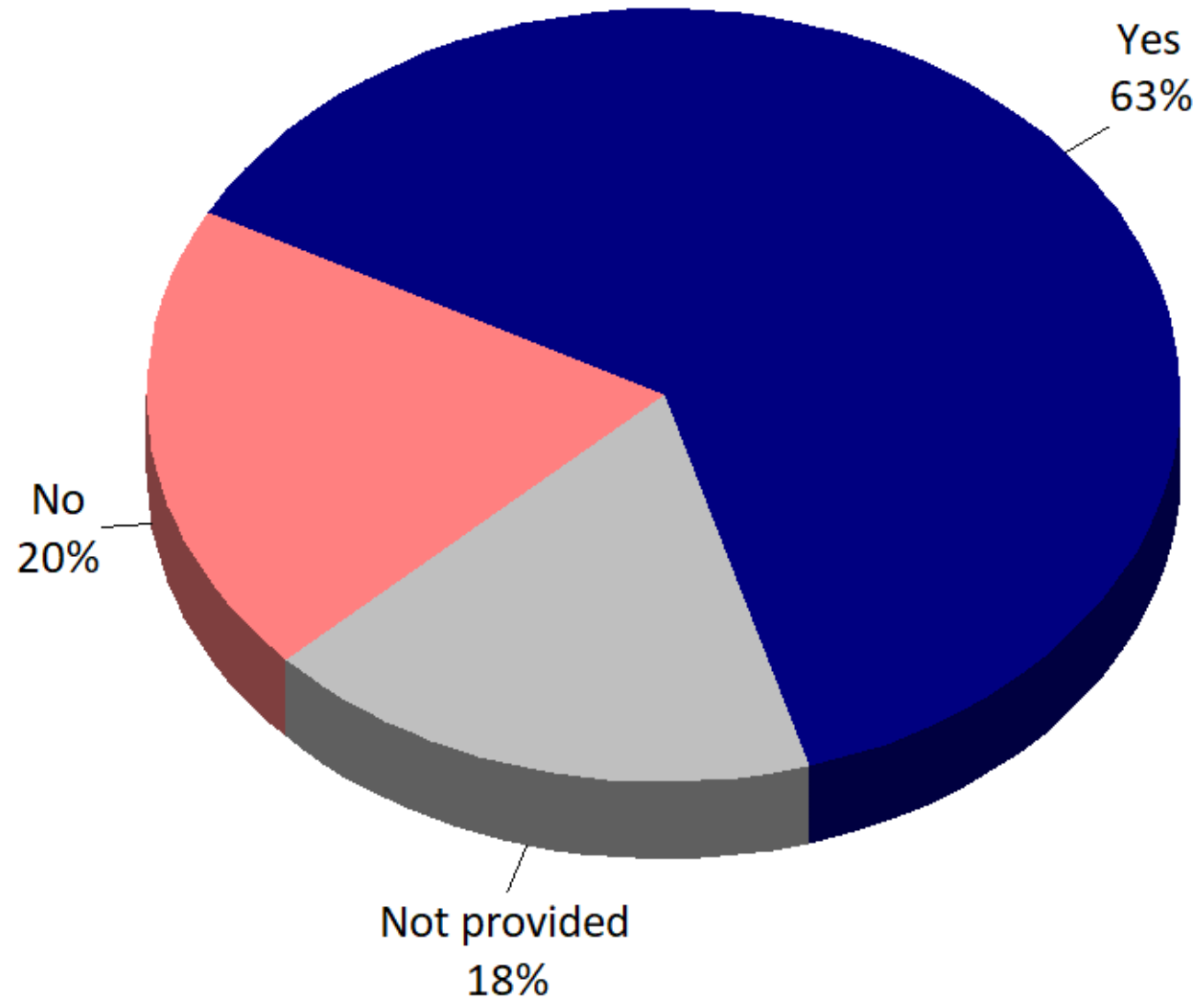
Q18. Which of the following social media do you use and/or subscribe to?

by percentage of respondents (multiple selections could be made)



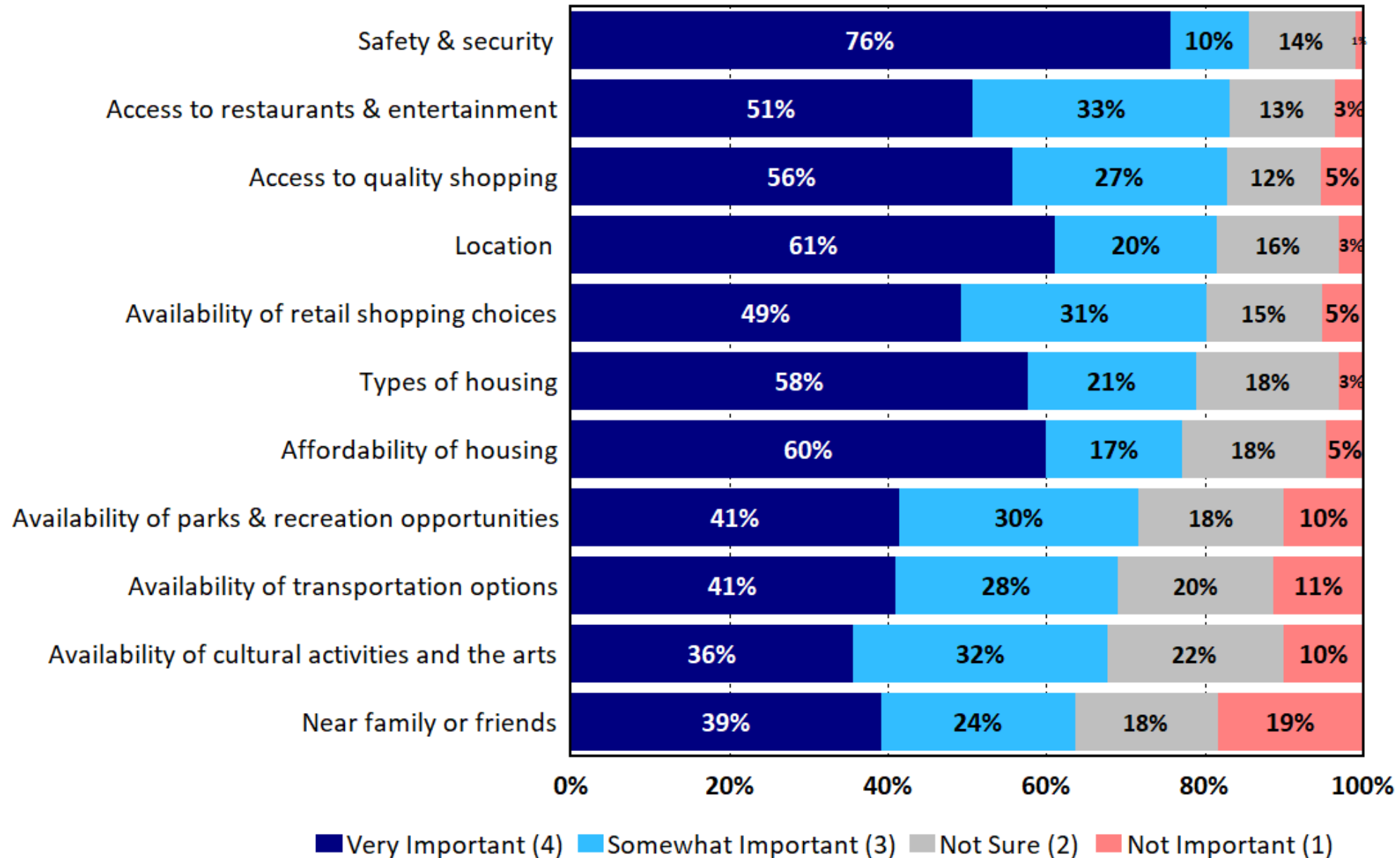
Q25. Do you plan to retire in Hallandale Beach?

by percentage of respondents



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

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



Summary

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Questions?

Thank You!!