

*2015 Hallandale Beach
Citizen Survey
Findings Report*



Hallandale Beach
PROGRESS. INNOVATION. OPPORTUNITY.

by
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City of Hallandale Beach 2015 Citizen Survey

Executive Summary Report

Overview and Methodology

Overview. During March and April of 2015, ETC Institute administered a citizen survey for the City of Hallandale Beach, Florida. The survey was administered as part of the City's ongoing efforts to assess citizen satisfaction with the quality of city services and establish priorities for the community. This was the third citizen survey ETC Institute has administered for the City, with the previous surveys being administered in 2011 and 2013.

Methodology. A seven-page survey was mailed to a random sample of 2,500 households throughout the City of Hallandale Beach. The mailed survey included a postage paid return envelope and a cover letter. The cover letter explained the purpose of the survey and encouraged residents to return their surveys in the mail. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey by mail or completed it online were given the option of completing it by phone.

The goal was to receive at least 600 completed surveys. This goal was accomplished, with a total of 601 households completing a survey. The results for the random sample of 601 households have a 95% level of confidence with a precision of at least +/- 4.0%. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. phone). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map below shows the physical distribution of survey respondents based on the locations of their homes.



Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. 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 included in the tabular data in Section 4 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 the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey (Section 1)
- benchmarking data that shows how the results for the City of Hallandale Beach compare to other U.S. cities (Section 2)
- importance-satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

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: fire services (88%), emergency medical services (86%), police services (73%), quality of City parks (73%), and the quality of City water and sewer utilities (71%). **The satisfaction ratings increased in 13 of the 16 major categories of City services from the 2013 survey.**
- 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, 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 7% were dissatisfied. Sixty-six percent (66%) of residents surveyed *who had an opinion*, were satisfied with the overall quality of services provided by the City; 30% were neutral, and only 4% 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 fire emergencies (88%), how quickly fire-rescue personnel respond to medical emergencies (88%), 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 visibility and frequency of police in neighborhoods and (2) the City’s efforts to prevent crimes.

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 (79%), landscaping of medians and public areas on City streets (71%), and the overall cleanliness of City streets and public areas (71%).
- 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) adequacy of street lighting and (2) the availability of sidewalks in neighborhoods.

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 (77%), the appearance of recreational facilities (70%), and the number of City parks (69%).
- 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 variety of amenities offered in 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 (76%) and water and sewer service (70%).

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 local community newspaper, *Sun Times* (74%), the City’s newsletter, *Hallandale Beach Happenings* (69%), and public access cable channel (69%).

Values and Diversity

- Sixty-seven percent (67%) of residents agree that the City does a good job protecting and preserving historical sites, 62% agree that City leaders have a vision and long-term plan for the community, and 61% 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 (91%), customer service department (78%), parks services (78%), and City hall reception/information desk (75%).

Other Findings

- 85% of residents surveyed *who had an opinion*, feel “very safe” or “safe” walking alone in their neighborhood during the day; this is an increase of 9% from 2013.
- 14% of residents feel Hallandale Beach has become “more safe” in the past 12 months (8% in 2013); 59% feel Hallandale Beach has “stayed the same” (47% in 2013), and 16% feel Hallandale Beach has become “less safe” (31% in 2013).
- 22% of residents feel the crime rate in Hallandale Beach has “increased” in the past 2 years (42% in 2013); 38% feel the crime rate has “stayed the same” (28% in 2013), and 12% feel the crime rate has “decreased” (9% in 2013).
- The top sources of information where residents get information about city issues, services, and events are: the City newsletter, *Hallandale Beach Happenings* (68%), the telephone notification system (54%), and the local newspaper, *The Sun-Sentinel* or *The Miami Herald* (40%).
- 56% of residents use Facebook, 30% use YouTube, and 26% use Google Plus(+).
- 44% of residents use social media daily, 13% use it weekly, 3% use it monthly, and 9% rarely use social media; 31% never use social media.

- 61% of residents feel the amount of information they receive from the City of Hallandale Beach is just right, 31% feel they do not receive enough information, and 2% 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 (58%), the weather (37%), nice neighborhoods (34%), and housing (32%).

Trends Analysis

From 2013 to 2015, satisfaction ratings among all residents **improved or stayed the same in 61 of the 86 areas that were assessed**. There were significant increases (5% or more) in 25 of these areas. The areas that had the most significant increases since 2013 are listed below:

- Local community newspaper, Sun Times (+14%)
- Public access cable channel (+14%)
- Walking alone in your neighborhood after dark (+12%)
- Overall quality of City parks (+10%)
- Appearance of recreational facilities (+10%)
- Outdoor athletic fields (+10%)
- City leaders having a vision and long-term plan for the community (+10%)
- Appearance of City parks (+9%)
- The number of City parks (+9%)
- Variety of amenities offered in City parks (+9%)
- Walking alone in your neighborhood during the day (+9%)
- City does a good job protecting and preserving historical sites (+9%)
- Feeling of safety in business areas of the City during the day (+8%)
- Feeling of safety walking alone in your neighborhood in general (+8%)
- Feeling of safety in business areas of the City after dark (+8%)
- Overall feeling of safety in the City (+8%)
- Value received for your City tax dollars and fees (+8%)
- The City as a good steward of the environment (+8%)

From 2013 to 2015, satisfaction ratings among all residents decreased in 25 of the 86 areas that were assessed. There were significant decreases (5% or more) in 10 of these areas. The areas that had the most significant increases since 2013 are listed below:

- City's stormwater drainage system (-14%)
- Telephone notification system (-12%)
- Visibility & frequency of police in retail areas (-7%)
- Maintenance of major City streets (-7%)

From 2013 to 2015, satisfaction ratings among households that have used city services or facilities has **improved or stayed the same in 17 of the 18 areas that were assessed**. There were significant increases (5% or more) in 11 of these areas. The areas that had the most significant increases since 2013 are listed below:

- Code Compliance (+24%)
- Building Services (+16%)
- Parks Services (+14%)
- City Hall Reception/Information Desk (+13%)
- City Clerk's Records Request (+9%)
- Human Services (+8%)
- Finance Department (+8%)

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 that 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 3 of this report. Based on the results of the Importance-Satisfaction (I-S) Analysis, the services that are recommended as the top priorities over the next two years are listed below and on the following page.

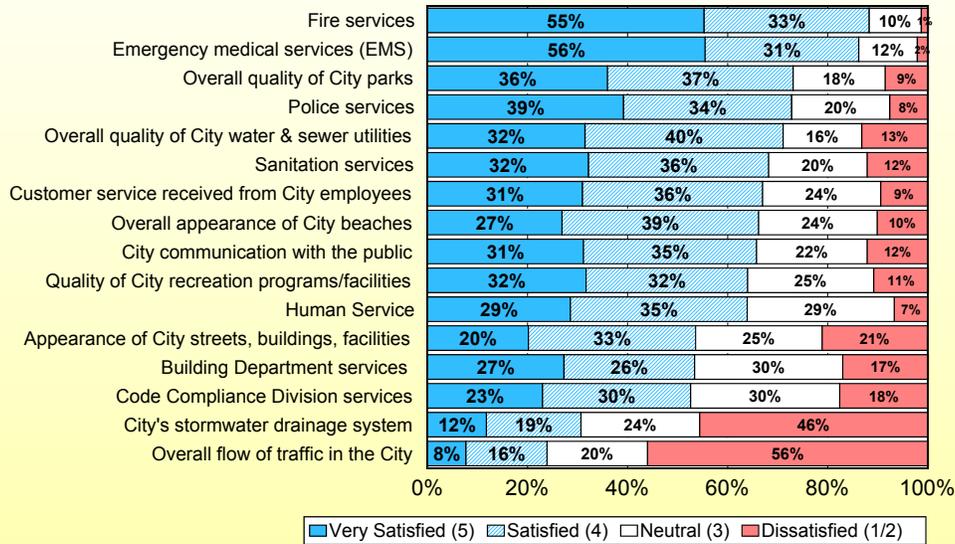
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top three priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Overall flow of traffic in the City (IS Rating=0.4414)
 - Stormwater drainage system (IS Rating= 0.2426)
 - Appearance of City streets, buildings, facilities (IS Rating= 0.1021)

- **Priorities within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department/area that were analyzed over the next two years are listed below:
 - **Public Safety Services:** the use of red light cameras and the visibility and frequency of police in neighborhoods
 - **Maintenance Services:** adequacy of street lighting
 - **Parks and Recreation Services:** the availability of walking and biking paths

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

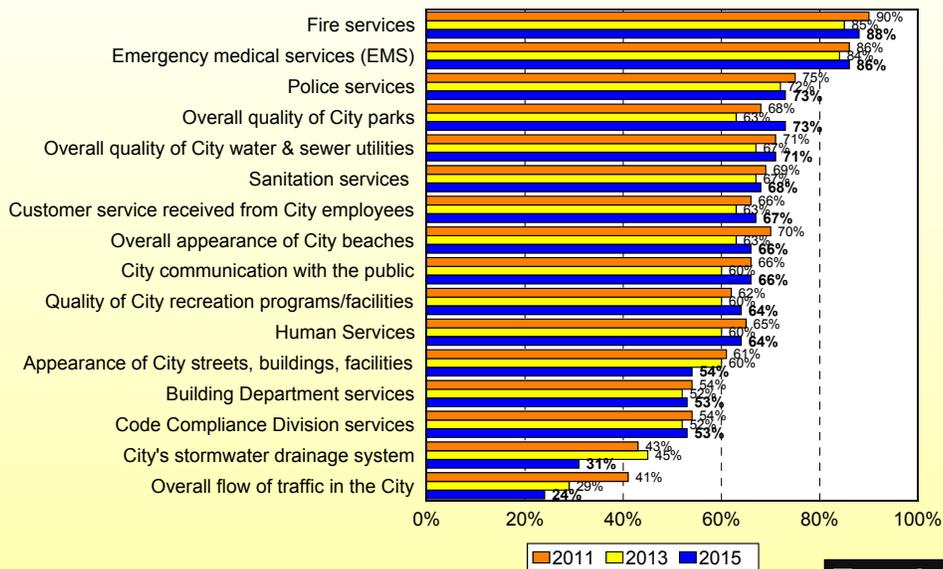
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

TRENDS: Overall Satisfaction With City Services by Major Category - 2011, 2013 & 2015

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

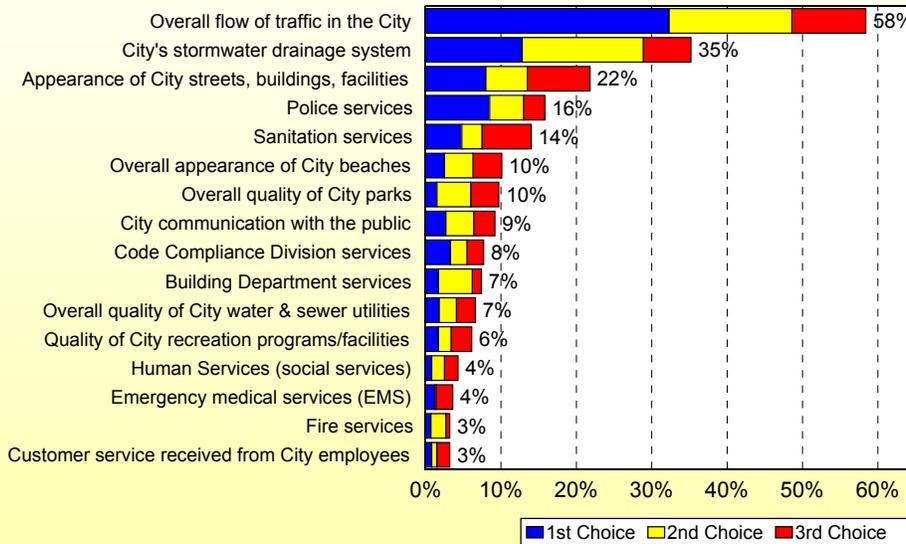


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend

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

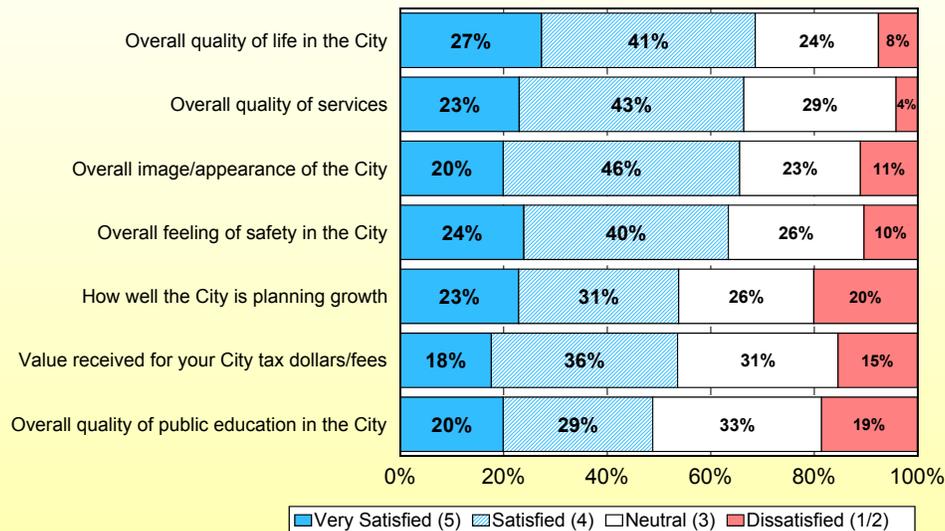
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

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

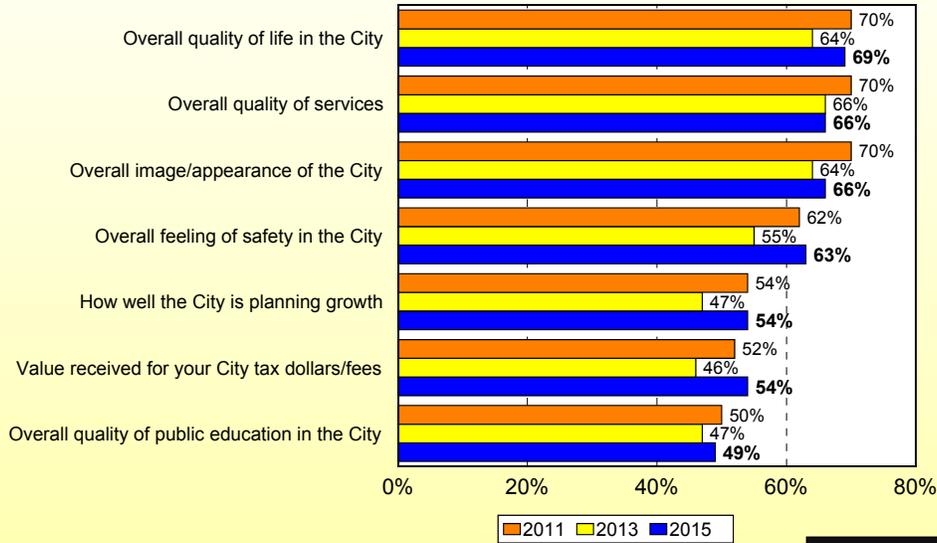
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

TRENDS: Items That Influence the Perception of Residents Have of the City - 2011, 2013 & 2015

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

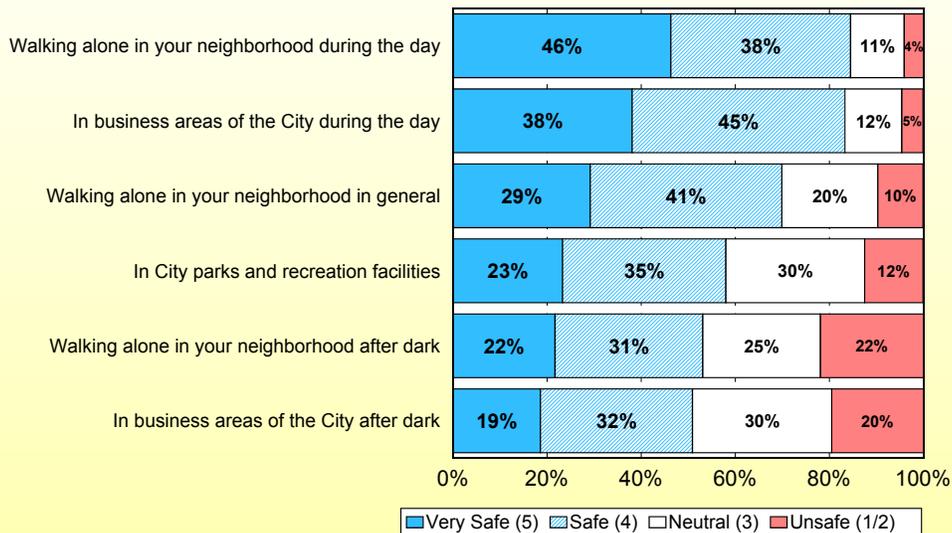


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend

Q4. Satisfaction with Perceptions of Safety and Security

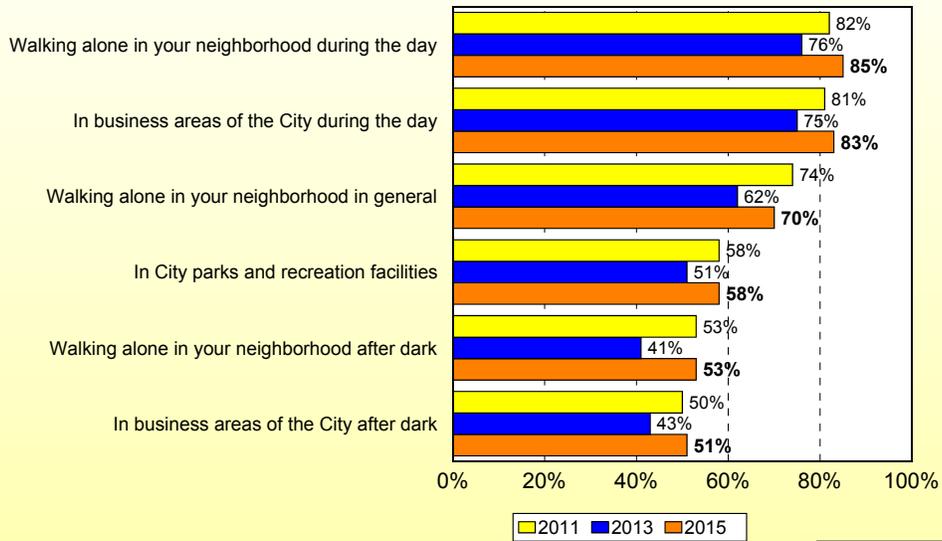
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

TRENDS: Satisfaction with Perceptions of Safety and Security - 2011, 2013 & 2015

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

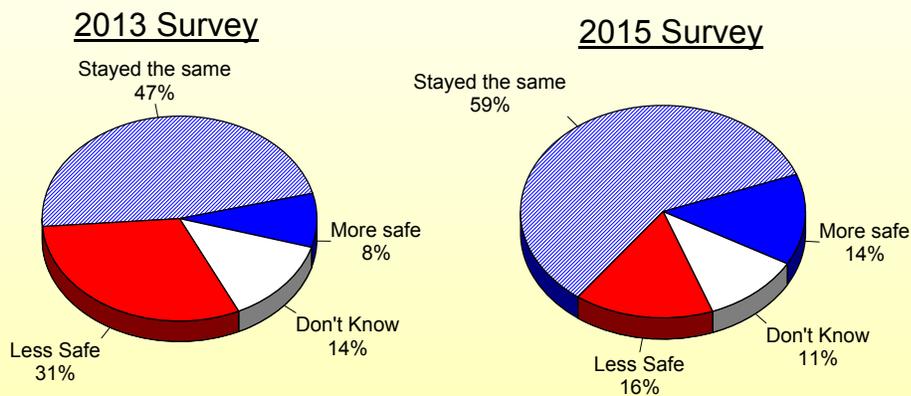


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend

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

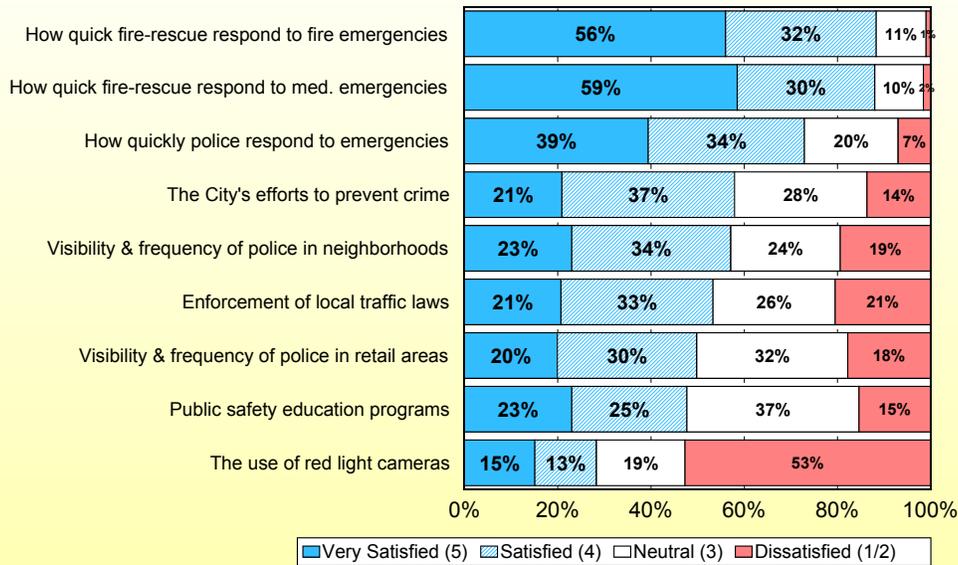


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend

Q6. Satisfaction with Various Aspects of Public Safety

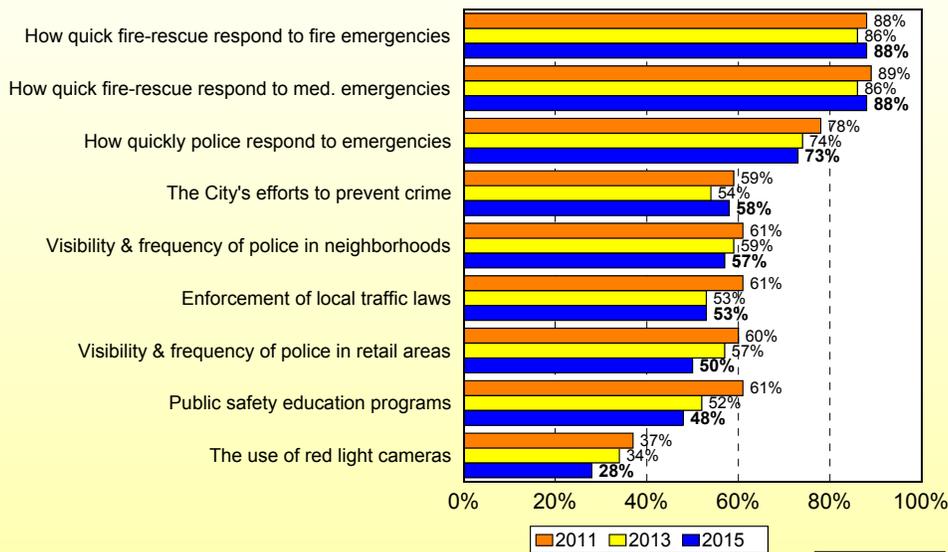
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

TRENDS: Satisfaction with Various Aspects of Public Safety - 2011, 2013 & 2015

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

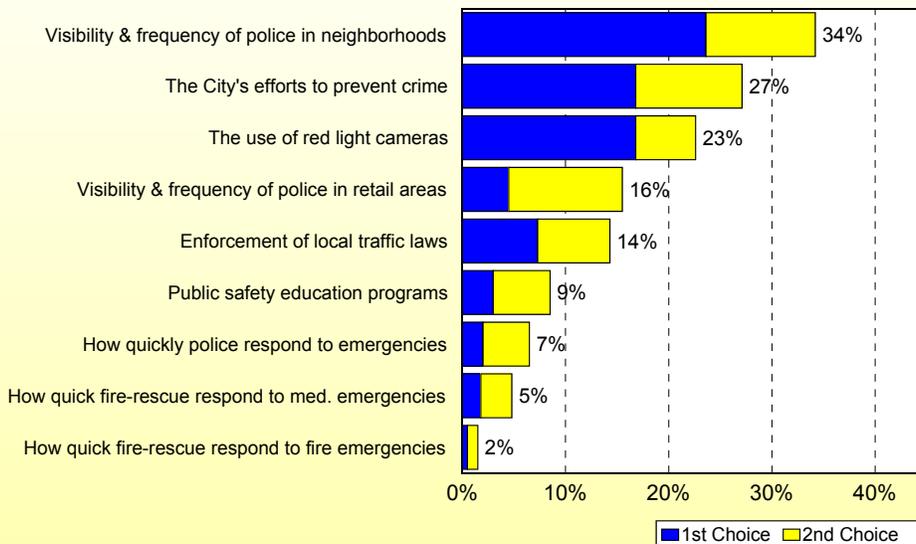


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend

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

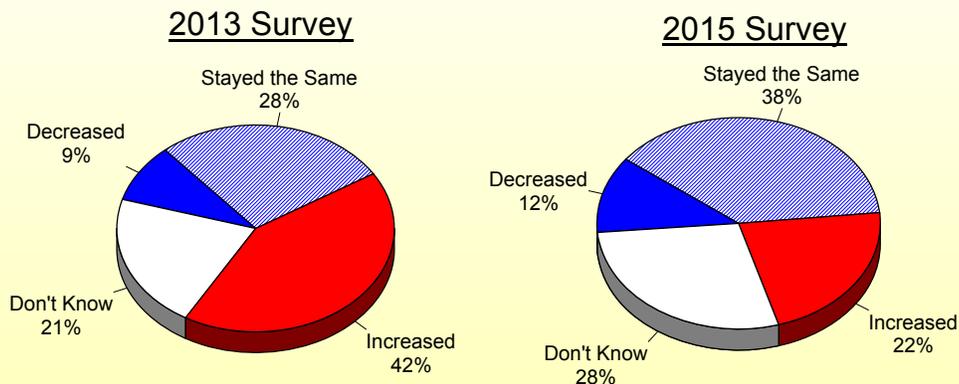
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

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

by percentage of respondents

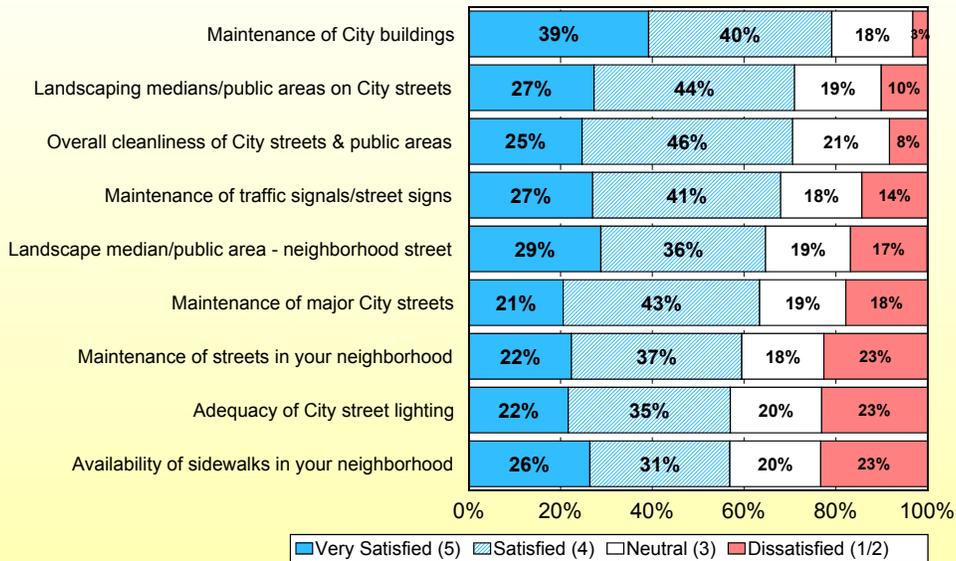


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend

Q9. Satisfaction with Various Aspects of Maintenance

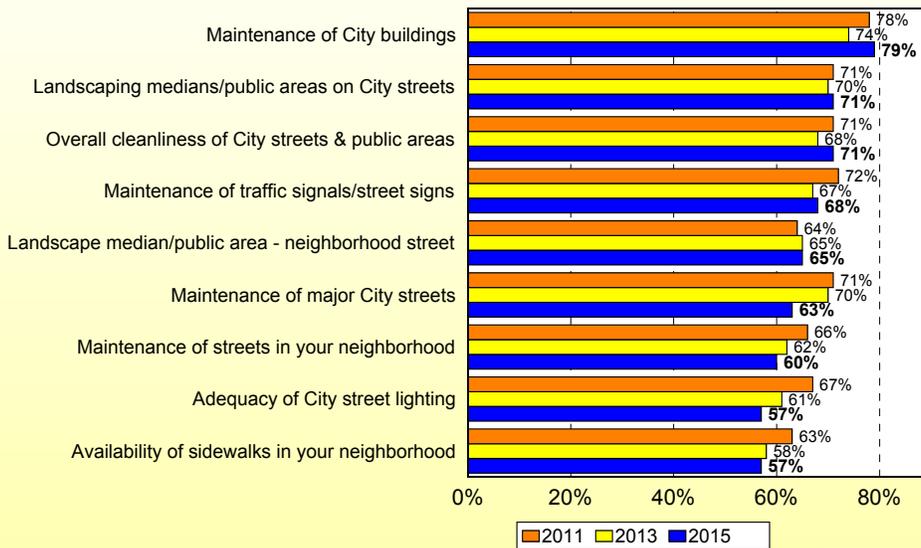
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

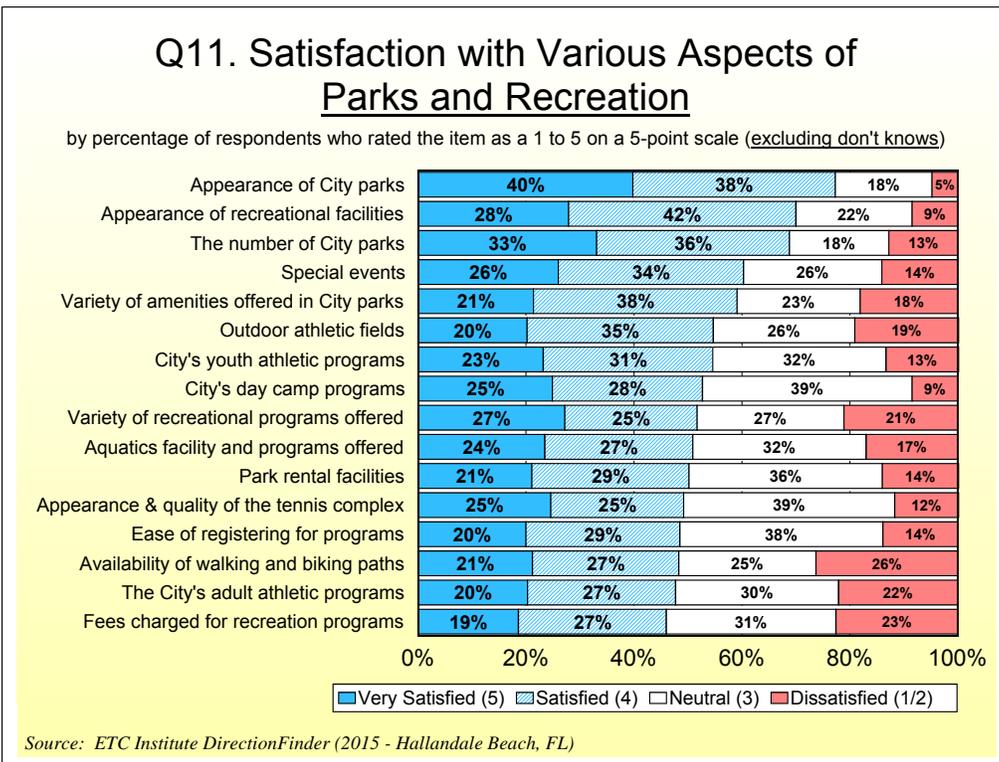
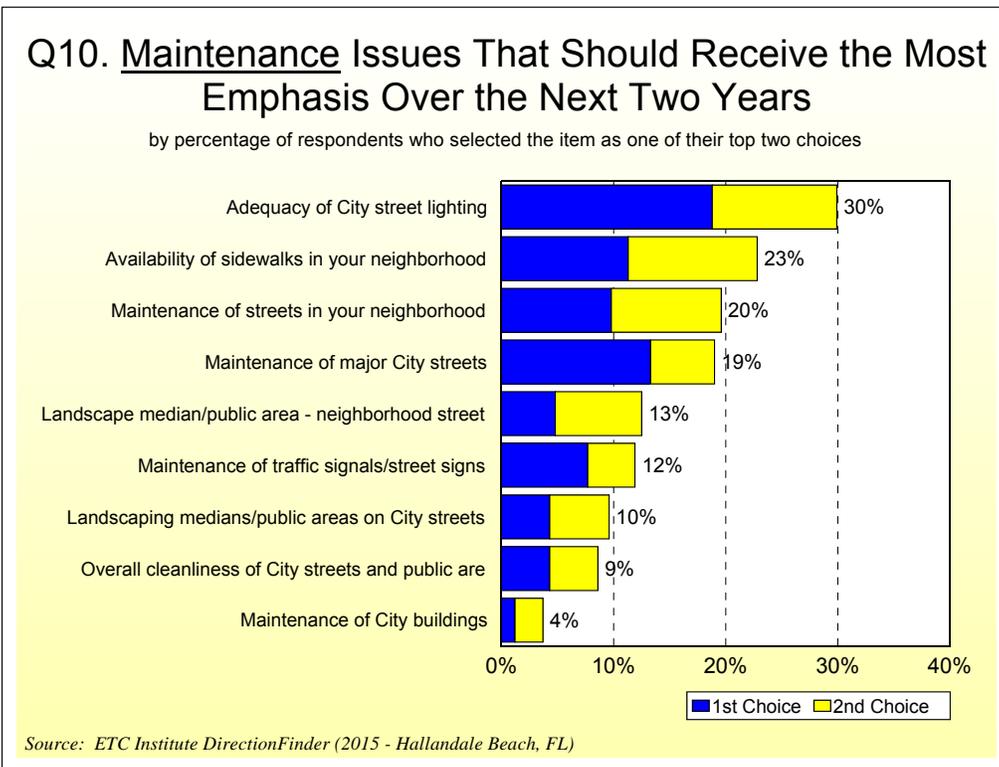
TRENDS: Satisfaction with Various Aspects of Maintenance - 2011, 2013 & 2015

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



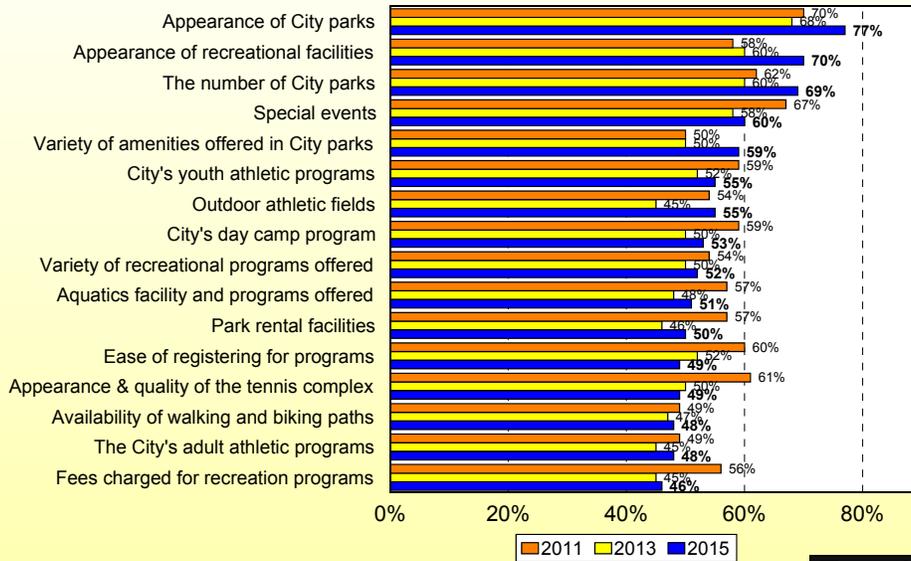
Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend



TRENDS: Satisfaction with Various Aspects of Parks and Recreation - 2011, 2013 & 2015

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

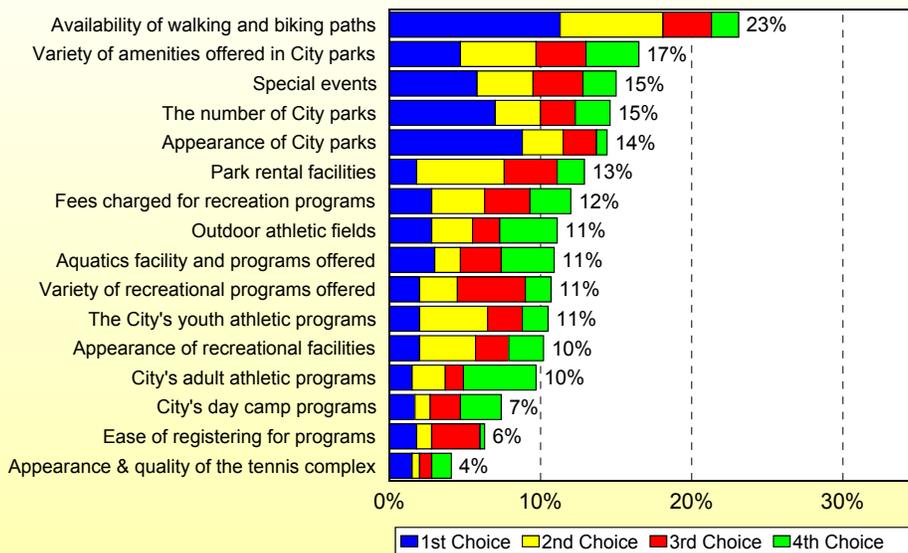


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend

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

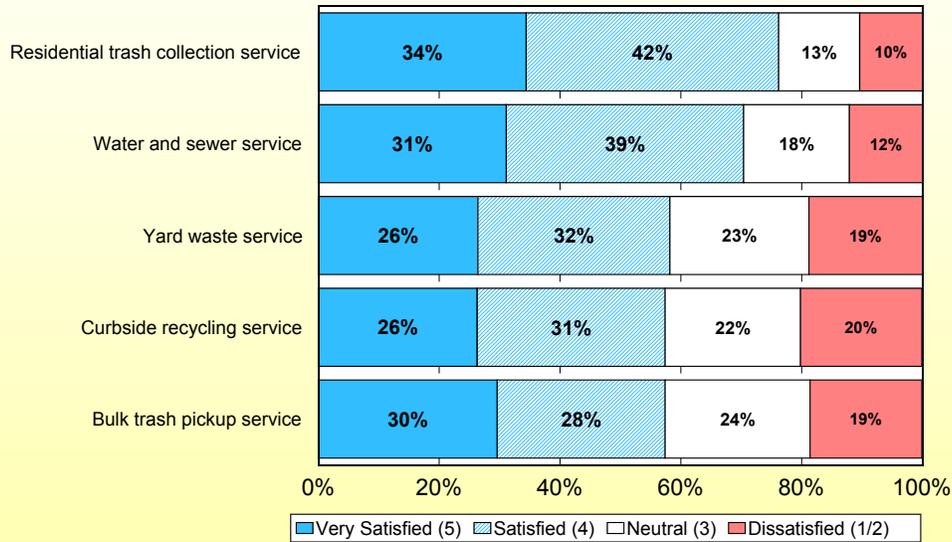
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q13. Satisfaction with Utilities in the City of Hallandale Beach

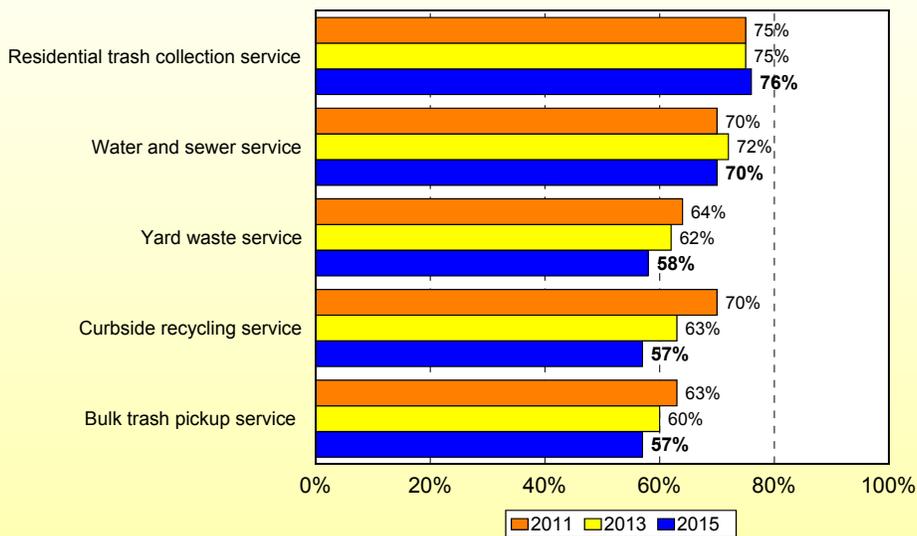
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

TRENDS: Satisfaction with Utilities in the City of Hallandale Beach - 2011, 2013 & 2015

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

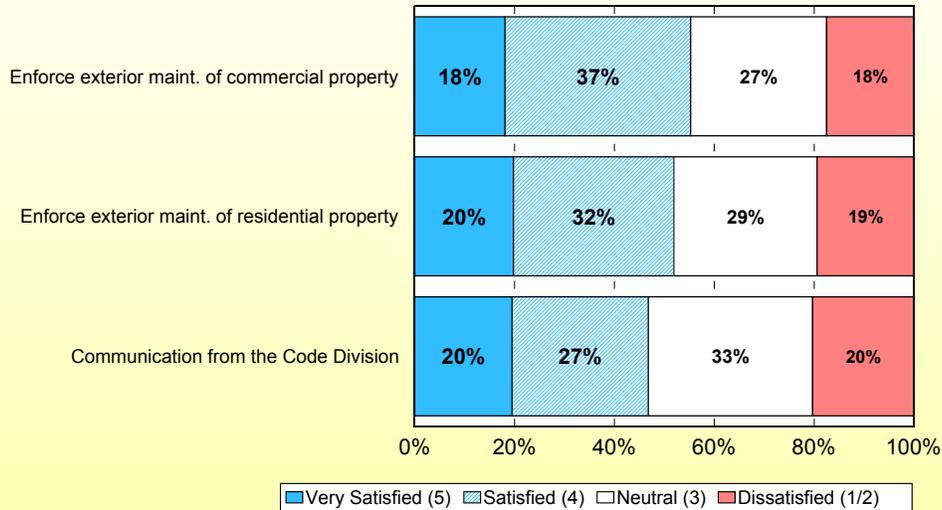


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend

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

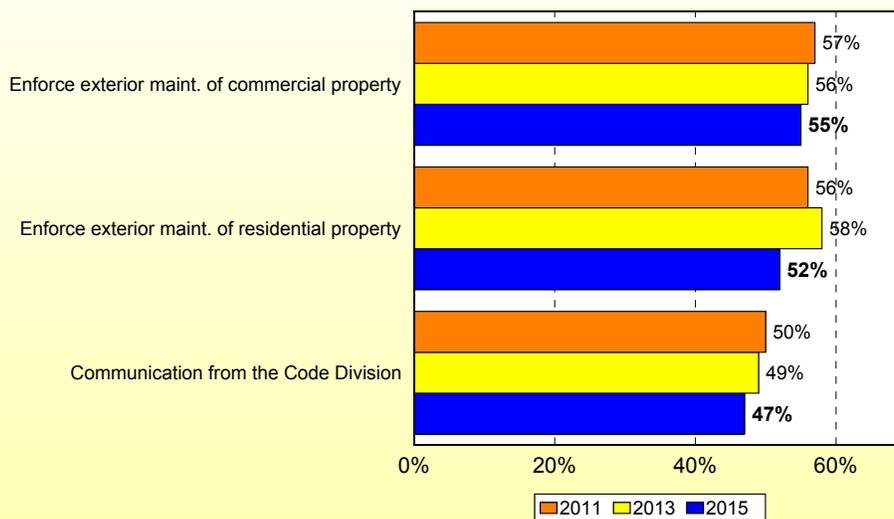
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

TRENDS: Satisfaction with Code Compliance in the City of Hallandale Beach - 2011, 2013 & 2015

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

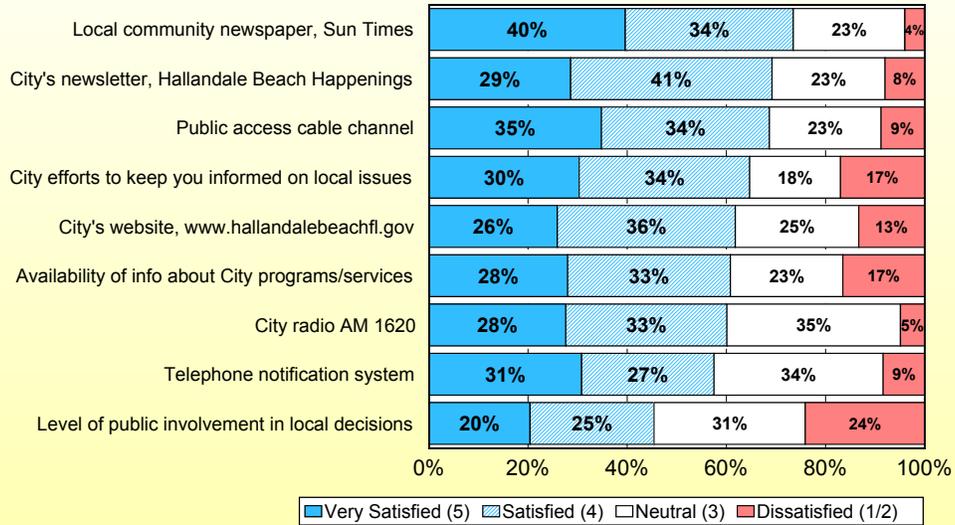


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend

Q15. Satisfaction with Various Aspects of Communication

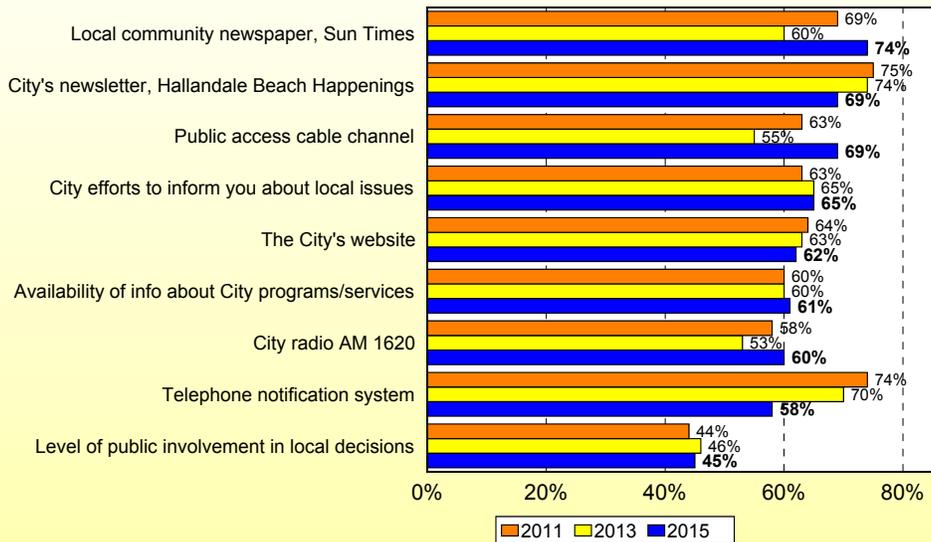
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

TRENDS: Satisfaction with Various Aspects of Communication - 2011, 2013 & 2015

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

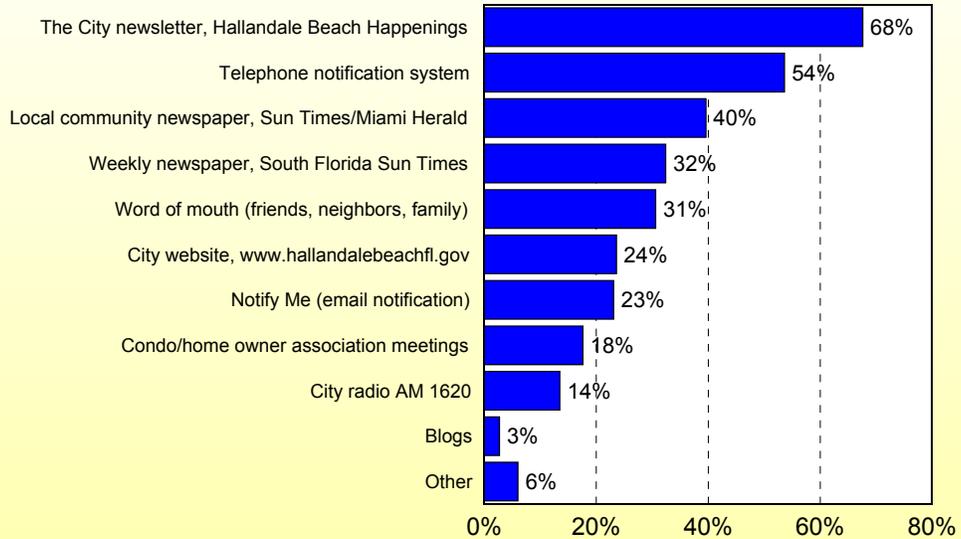


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend

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

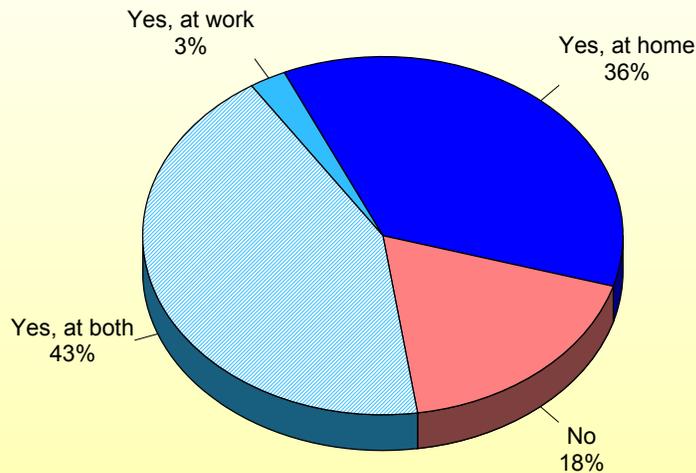
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

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

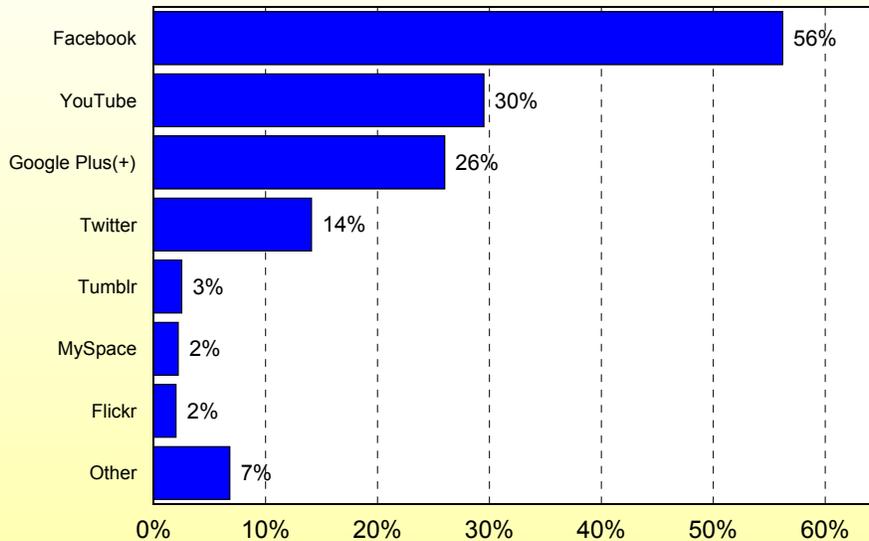
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

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

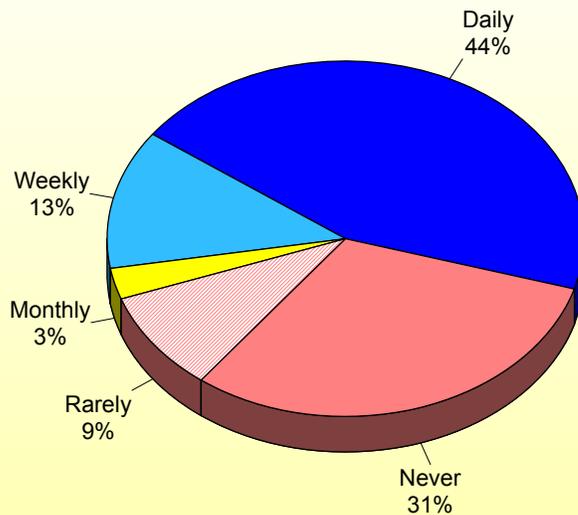
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q18a. How often do you use social media?

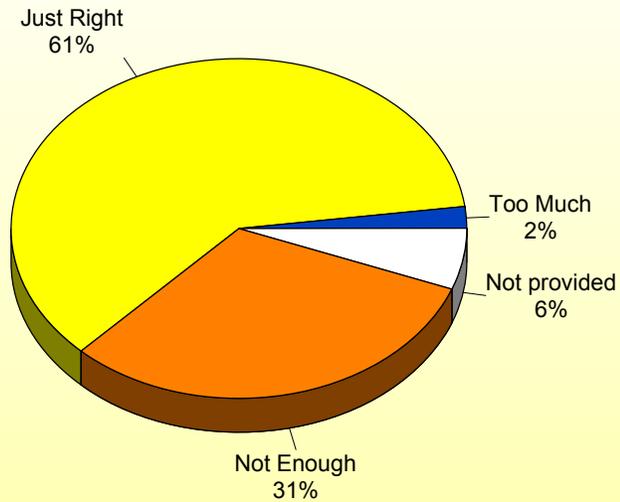
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

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

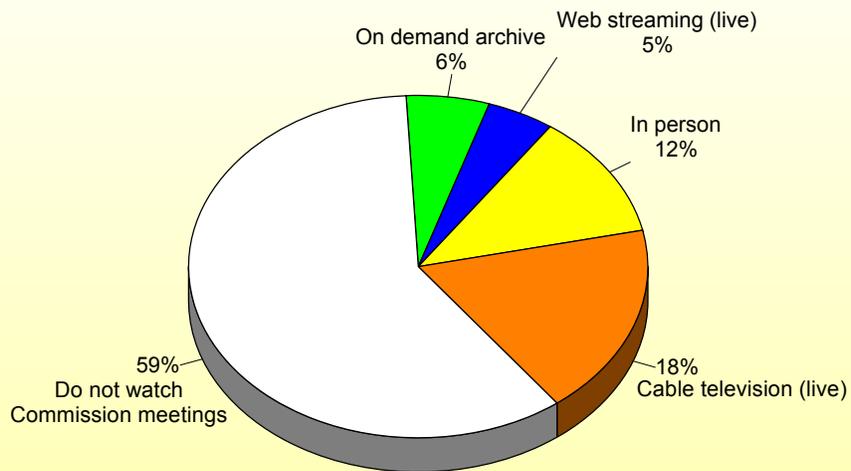
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q20. How do you prefer to watch Commission meetings?

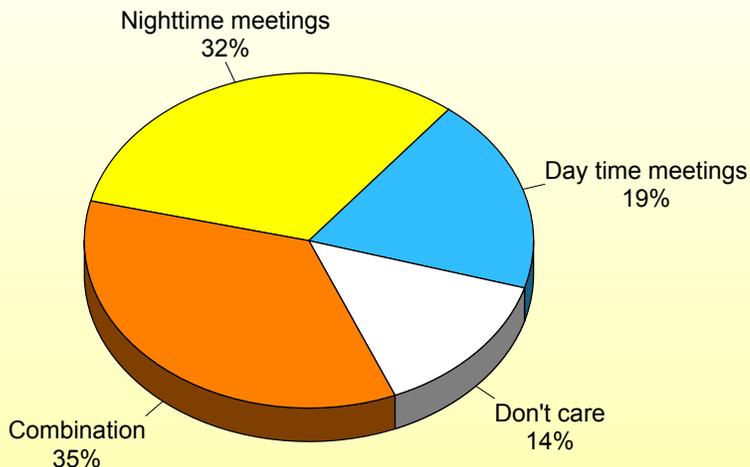
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

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

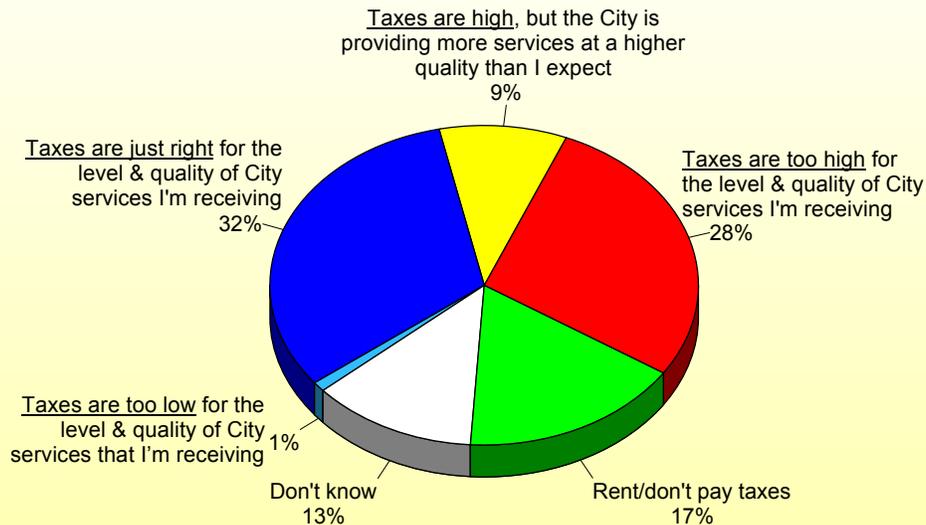
by percentage of respondents who preferred to watch in person



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

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

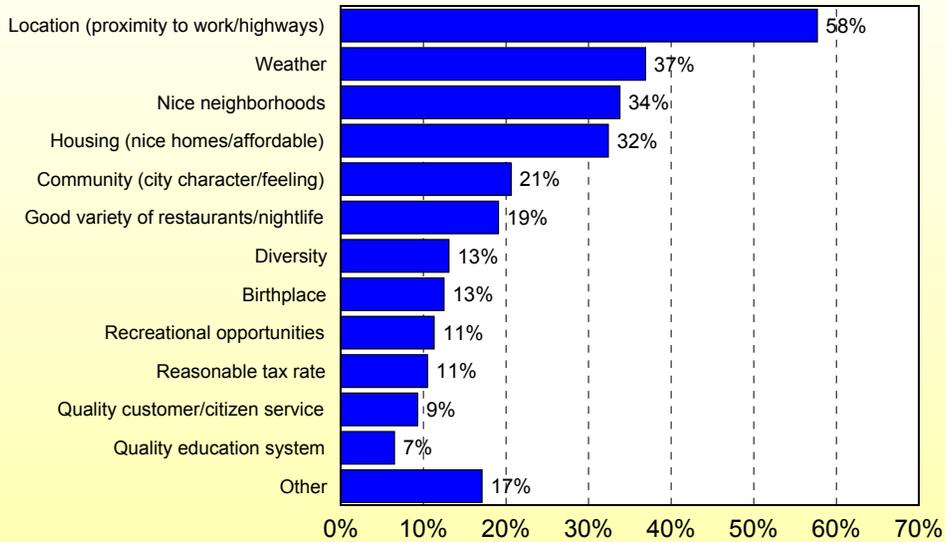
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

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

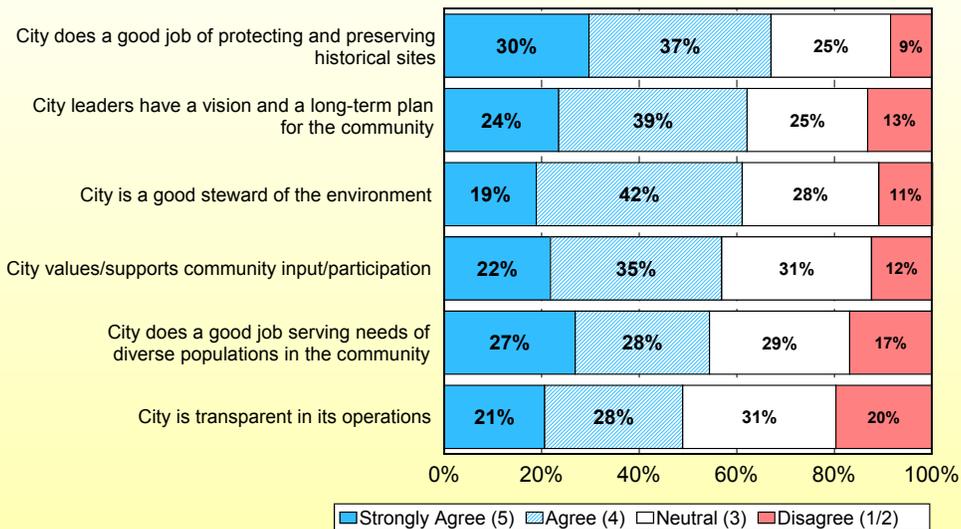
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q23. Level of Agreement with Statements Regarding Values and Diversity

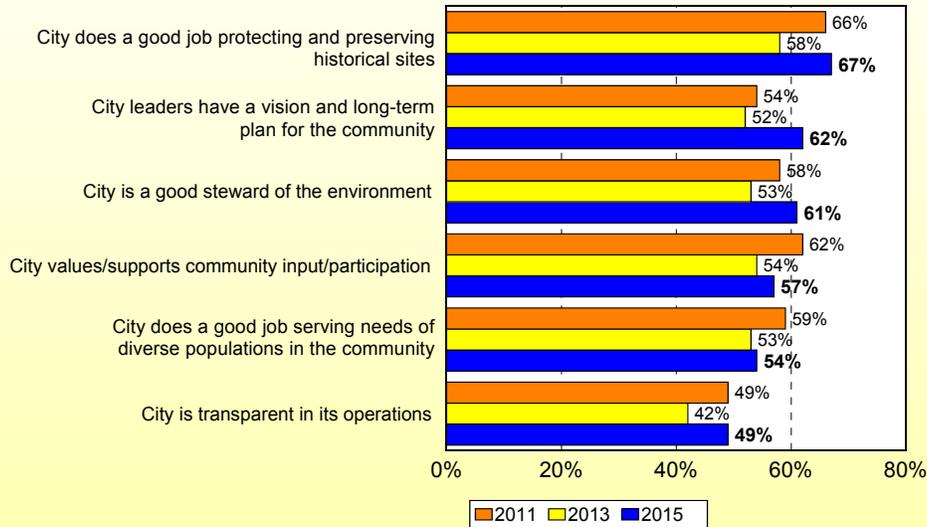
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

TRENDS: Level of Agreement with Statements Regarding Values and Diversity - 2011, 2013 & 2015

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

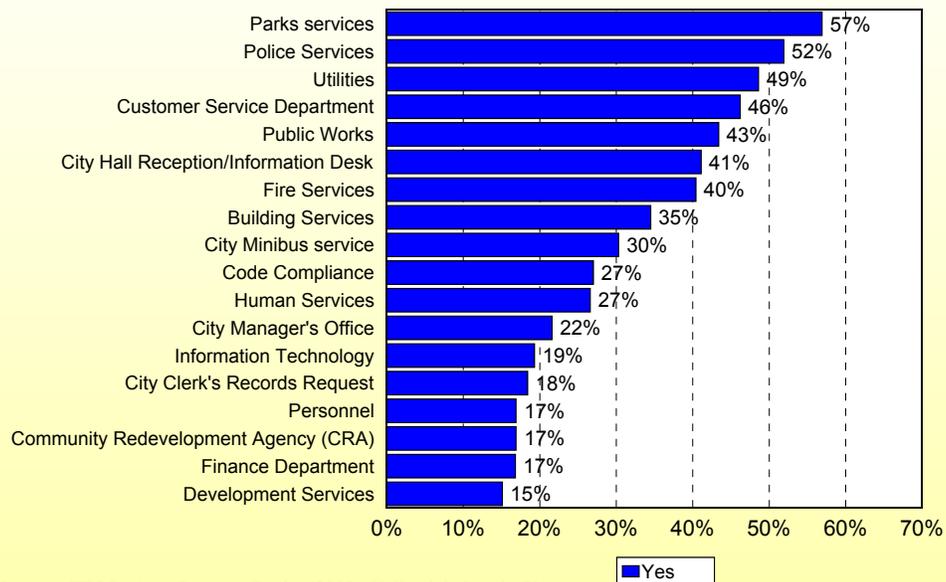


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

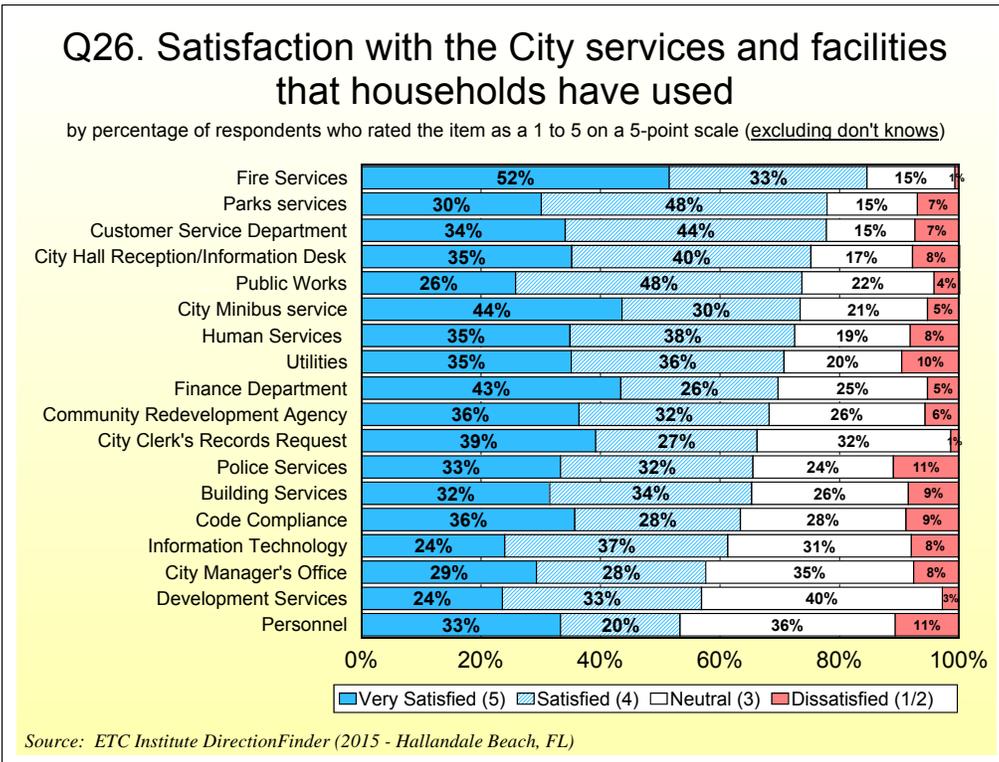
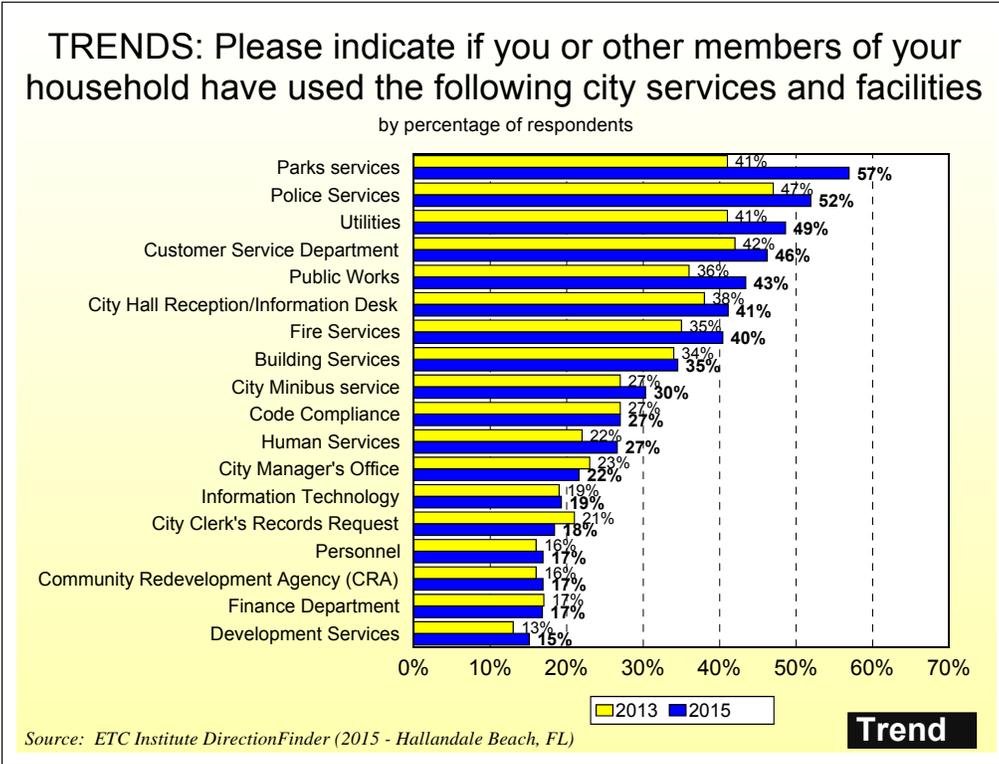
Trend

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

by percentage of respondents

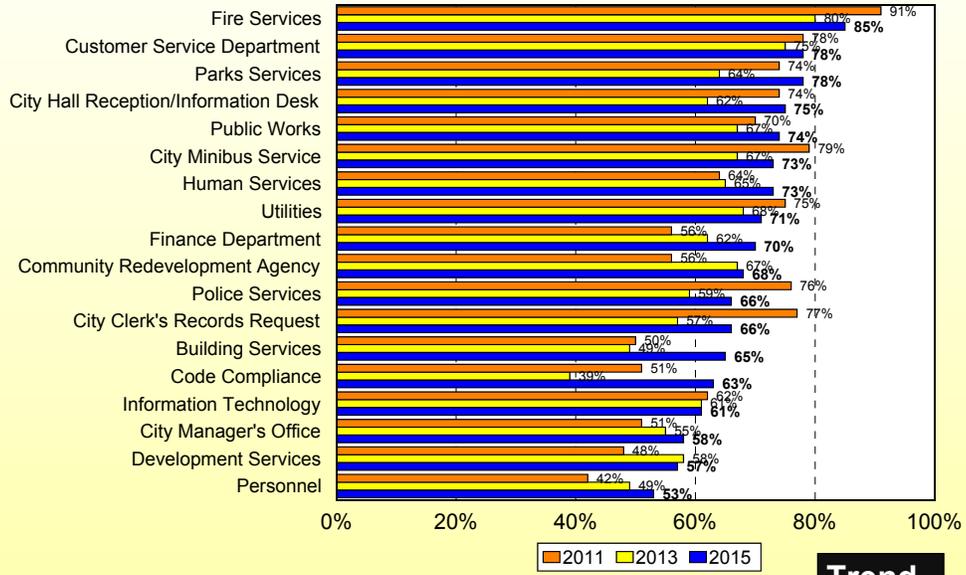


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)



TRENDS: Satisfaction with the City services and facilities that households have used - 2011, 2013 & 2015

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

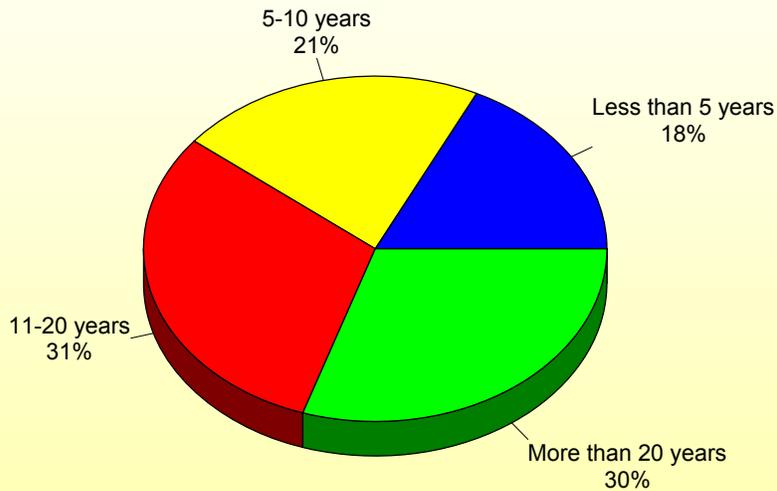


Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Trend

Q27. How many years have you lived in the City of Hallandale Beach?

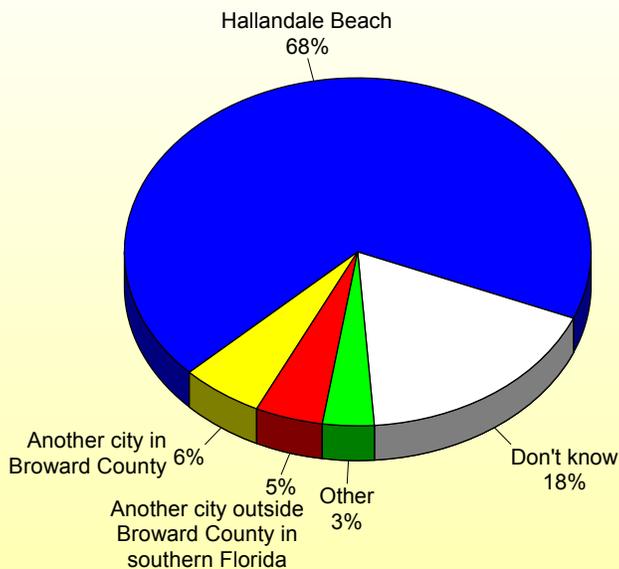
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q28. In five years, where do you plan to be living?

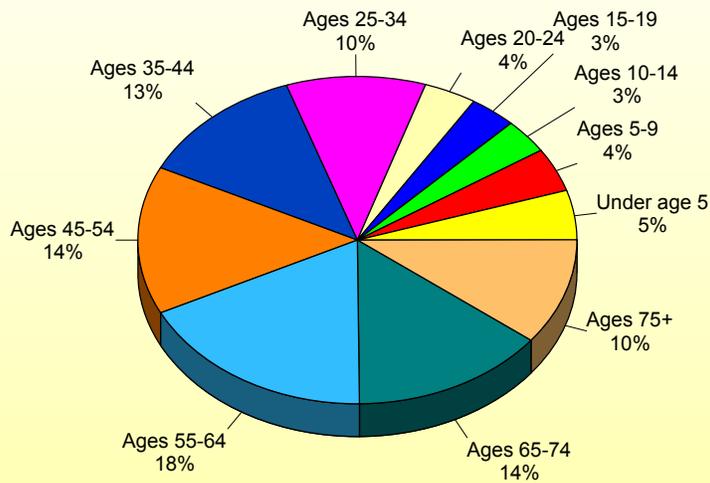
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q29. Demographics: How many persons in your household are?

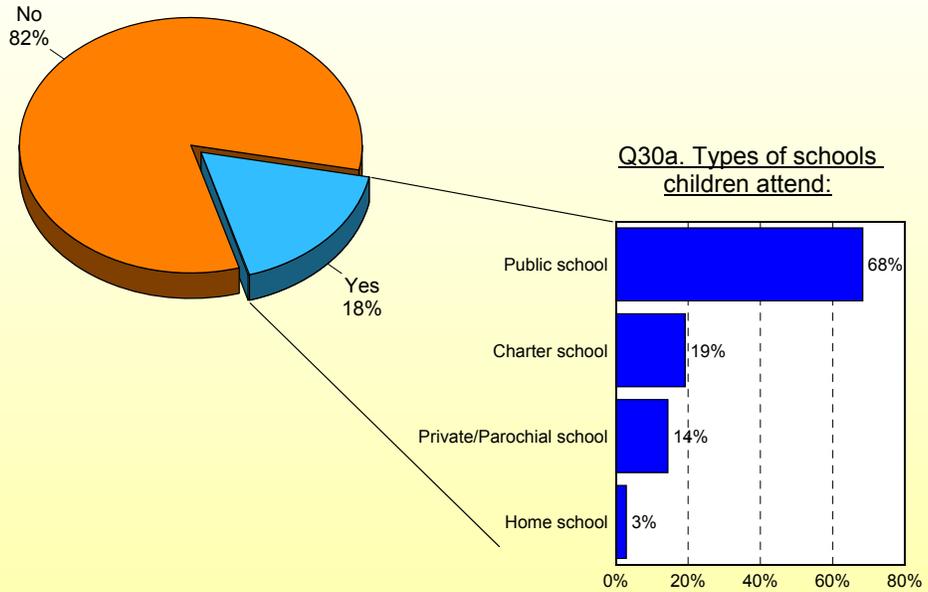
by percentage of household occupants



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q30. Do you have school age children living at home?

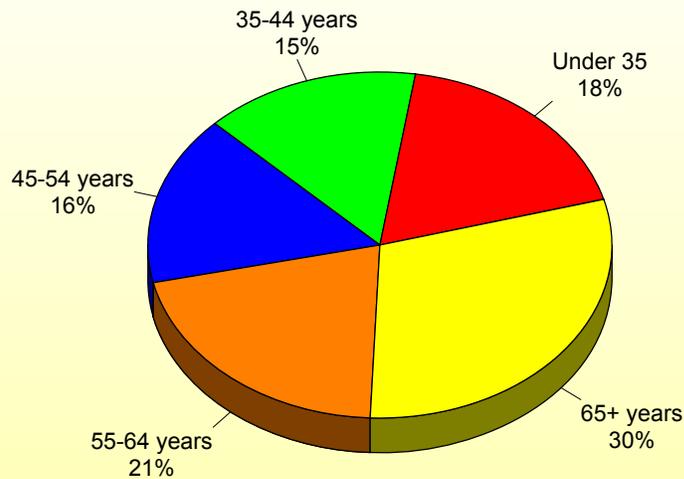
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q31. Demographics: Age of Respondents

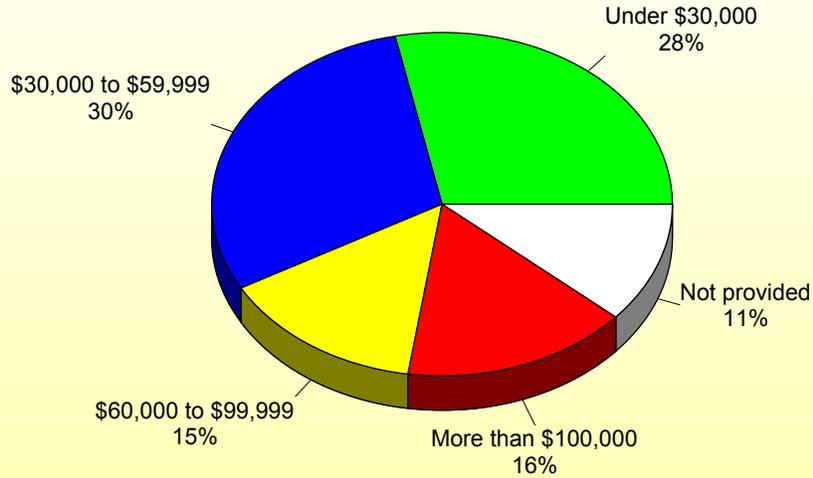
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q32. Would you say your household income is:

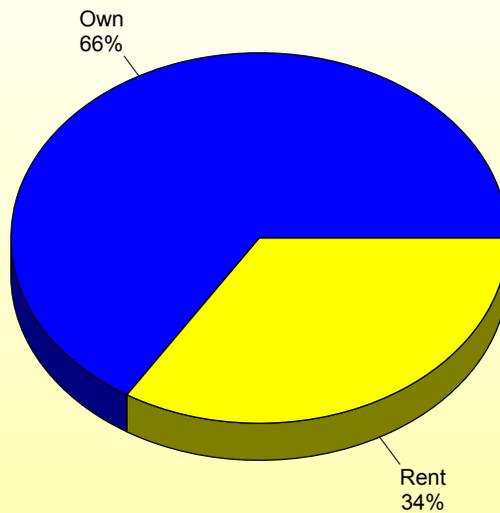
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q33. Demographics: Do you own or rent your home?

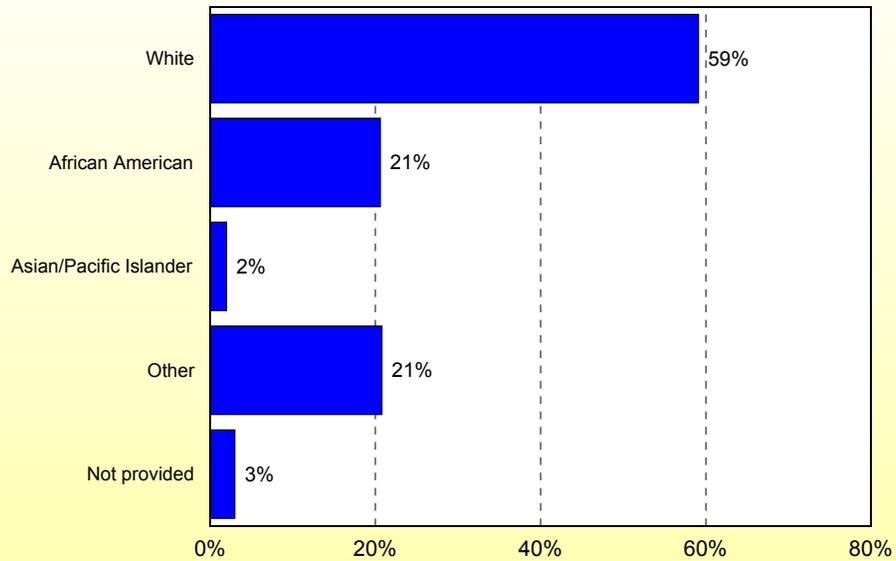
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q34. Demographics: Race/Ethnicity

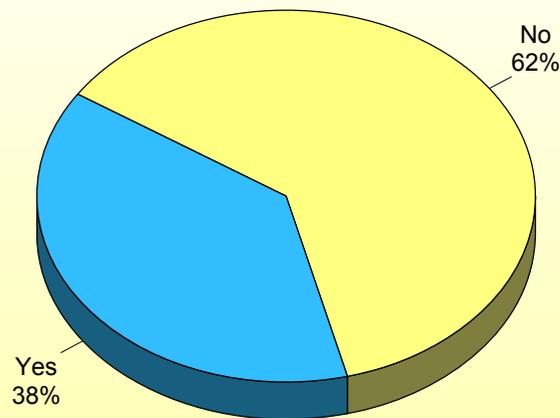
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q35. Demographics: Are you of Hispanic, Latino, or other Spanish heritage?

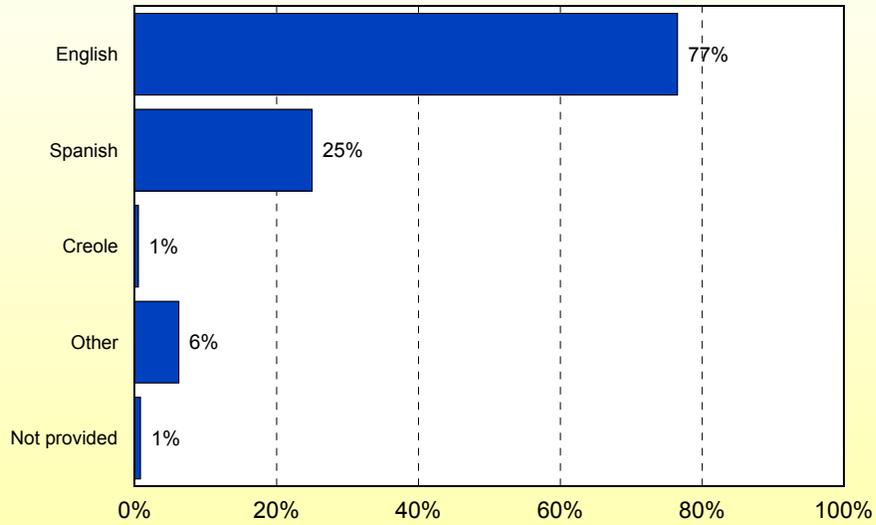
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q36. Which is the primary language for members of your household?

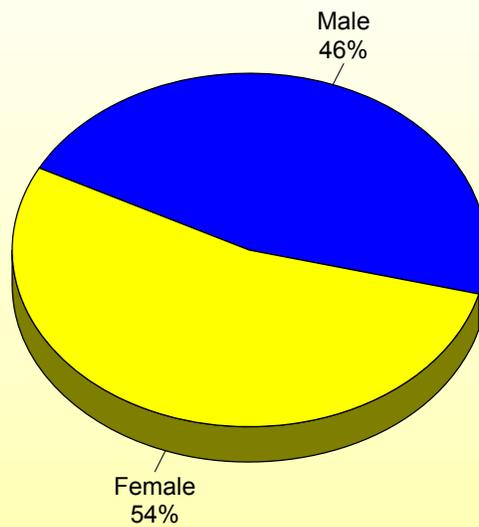
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q37. Demographics: Respondents Gender

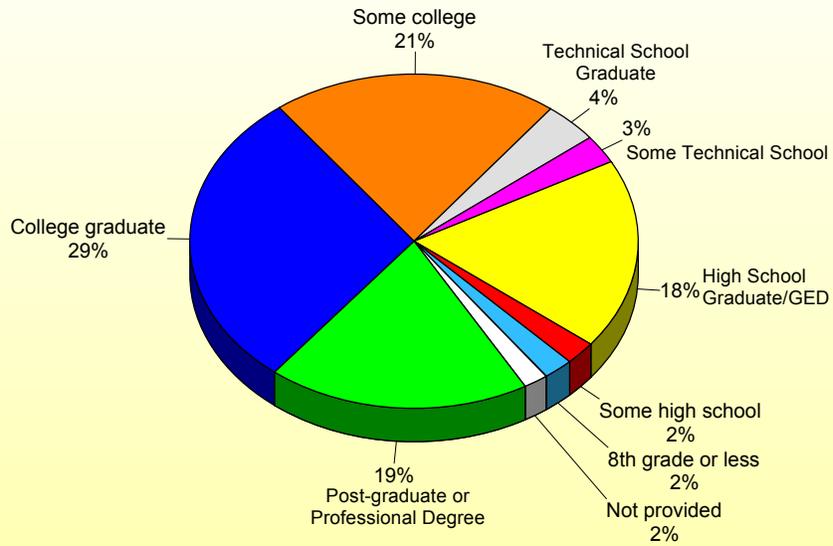
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Q38. What is your highest grade of school completed?

by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Hallandale Beach, FL)

Section 2:
Benchmarking Analysis

DirectionFinder® Survey

Year 2015 Benchmarking Summary Report

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 three sources: (1) a national survey that was administered by ETC Institute during the summer of 2014 to a random sample of 4,088 residents in the continental United States, (2) a regional survey administered to a random sample of 324 Florida residents during the summer of 2014 and (3) survey results from 42 medium sized cities (population of 20,000 to 275,000) where the *DirectionFinder*® survey was administered between January 2012 and December 2014.

The 42 communities included in the performance ranges that are shown in this report are listed below:

- Abilene, Texas
- Arlington County, Virginia
- Auburn, Alabama
- Casper, Wyoming
- Chapel Hill, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Davenport, Iowa
- Des Moines, Iowa
- Durham, North Carolina
- Fayetteville, North Carolina
- Fort Lauderdale, Florida
- Hallandale Beach, Florida
- Henderson, Nevada
- High Point, North Carolina
- Independence, Missouri
- Indio, California
- Kansas City, Missouri
- Lawrence, Kansas
- Mesa County, Colorado
- Naperville, Illinois
- Newport Beach, California
- Norman, Oklahoma
- Olathe, Kansas
- Overland Park, Kansas
- Panama City, Florida
- Peoria, Arizona
- Plano, Texas
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Marcos, Texas
- Shoreline, Washington
- St. Joseph, Missouri
- Tamarac, Florida
- Tempe Arizona
- Topeka, Kansas
- Vancouver, Washington
- West Des Moines, Iowa
- Wilmington, North Carolina
- Winchester, Virginia
- Yuma, Arizona

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 4,088 residents; the “Florida Average” shown in the charts reflects the results of the regional survey of 324 residents in the state of Florida.

The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in the communities that have participated in the DirectionFinder® Survey since January 2012. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The actual ratings for Hallandale Beach are listed to the far right of the charts.

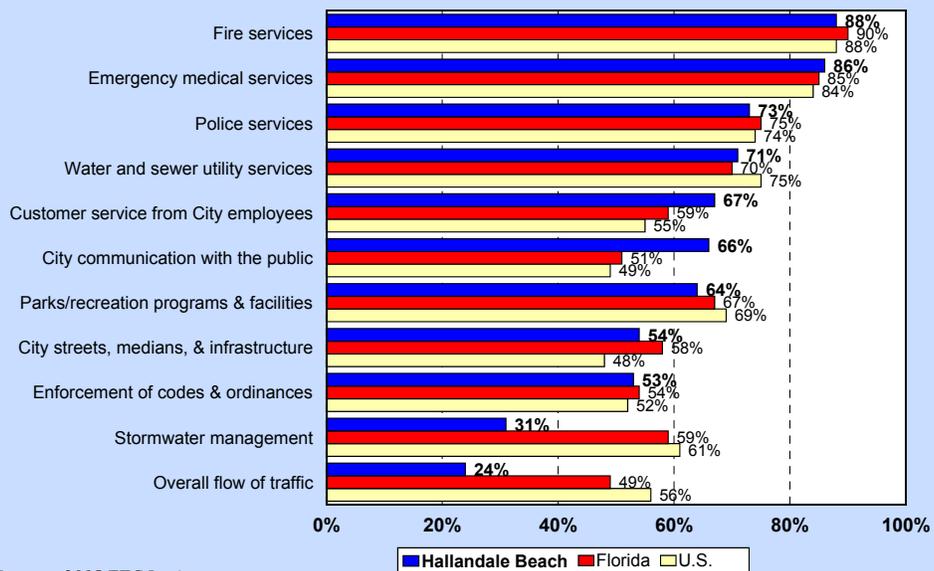
The yellow dot on each bar shows how the results for Hallandale Beach compare to the average of the medium size communities, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Hallandale Beach rated above the national average. If the yellow dot is located to the left of the vertical dash, the City of Hallandale Beach rated below the national average.

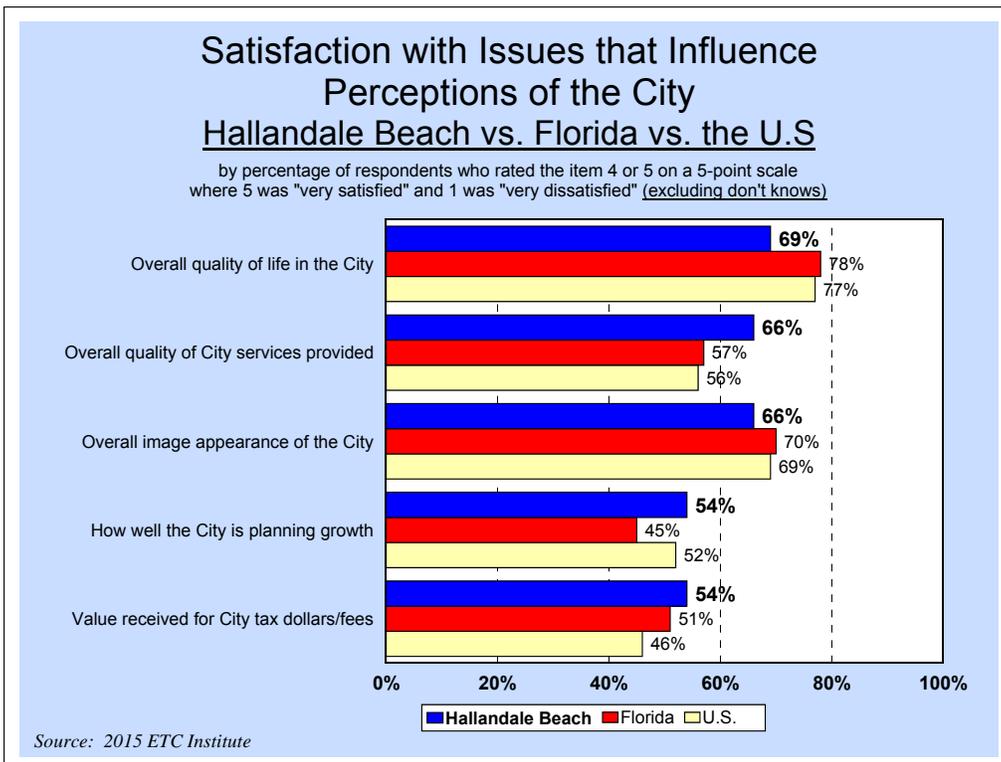
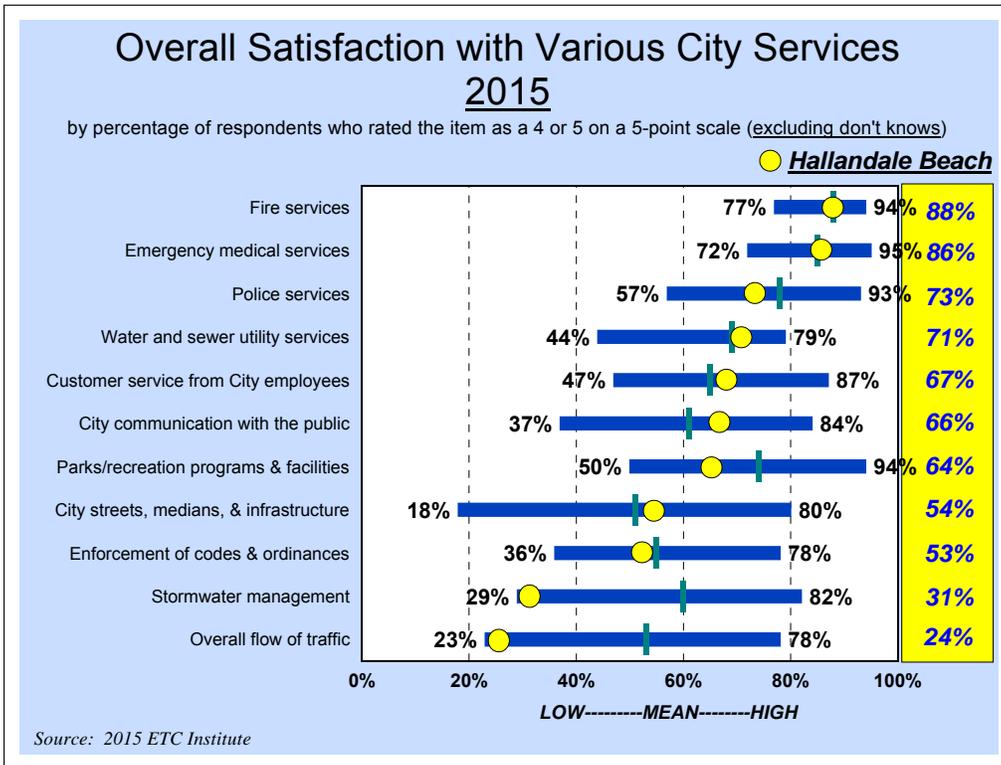
Benchmarking Analysis

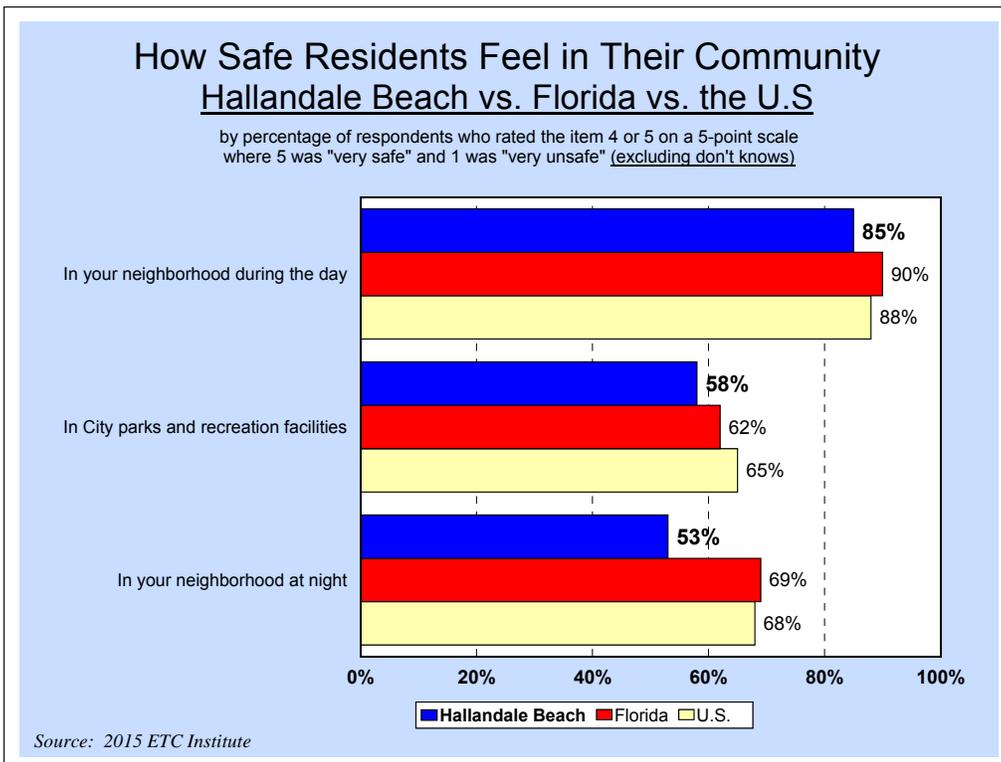
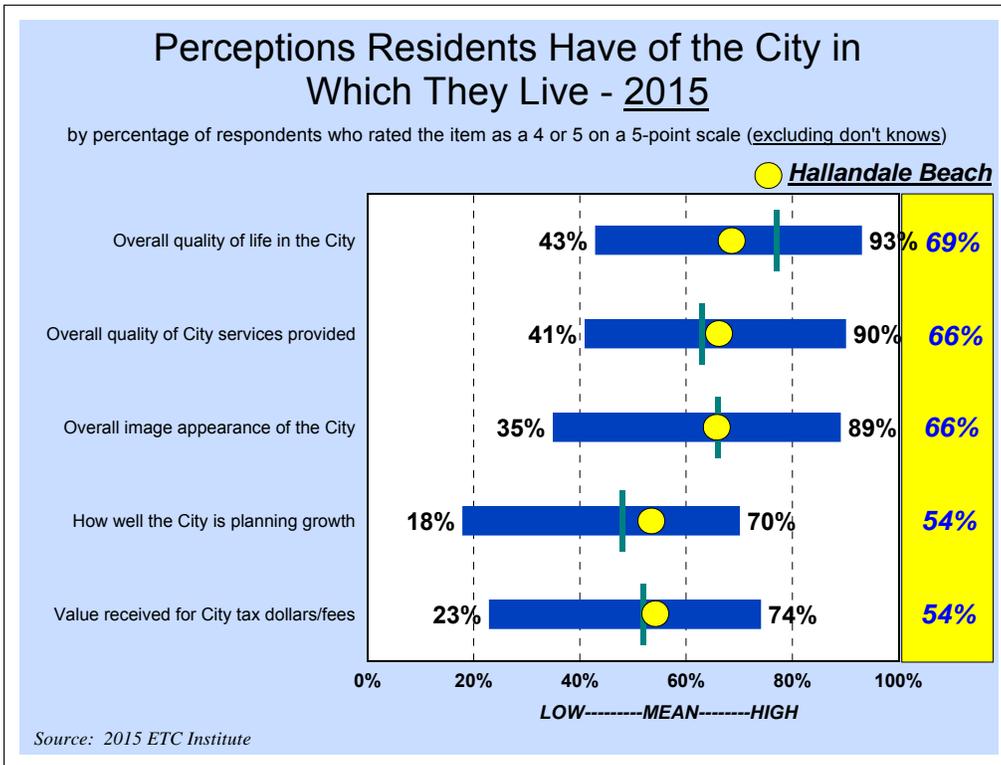
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Hallandale Beach is not authorized without written consent from ETC Institute.

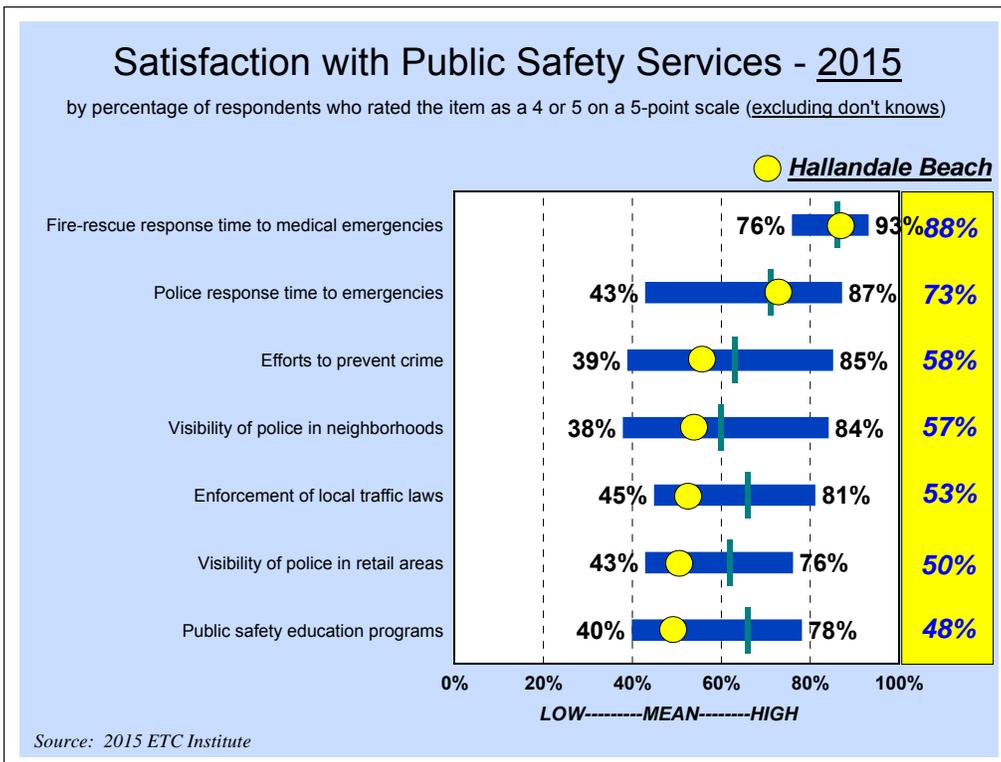
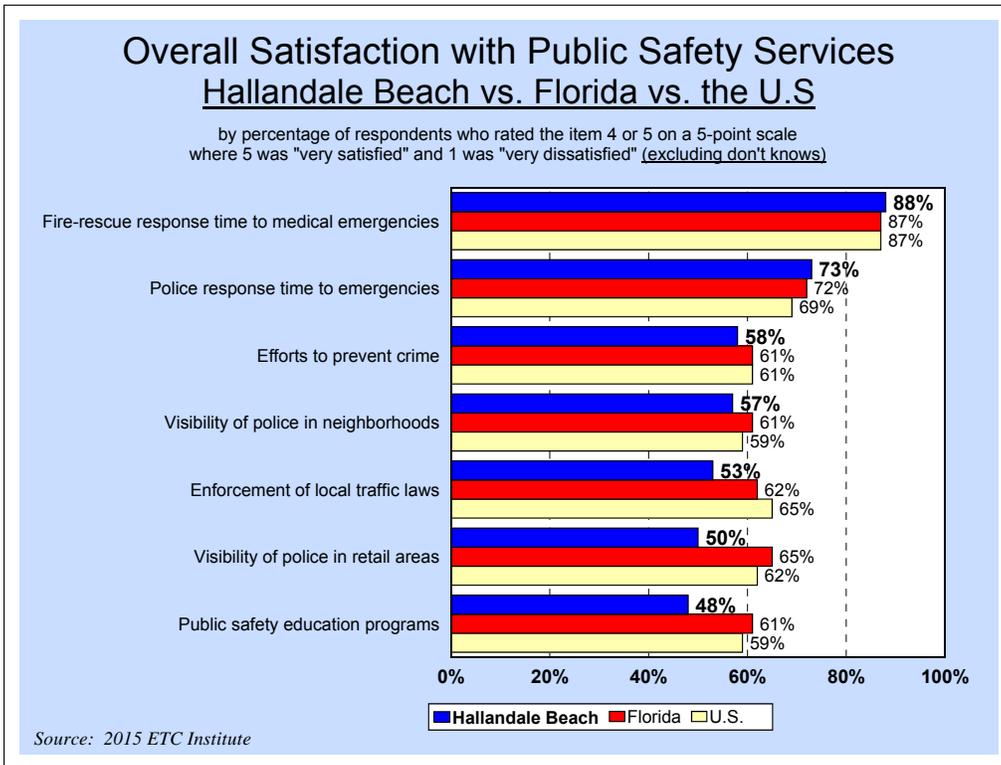
Overall Satisfaction with Various City Services Hallandale Beach vs. Florida vs. the U.S.

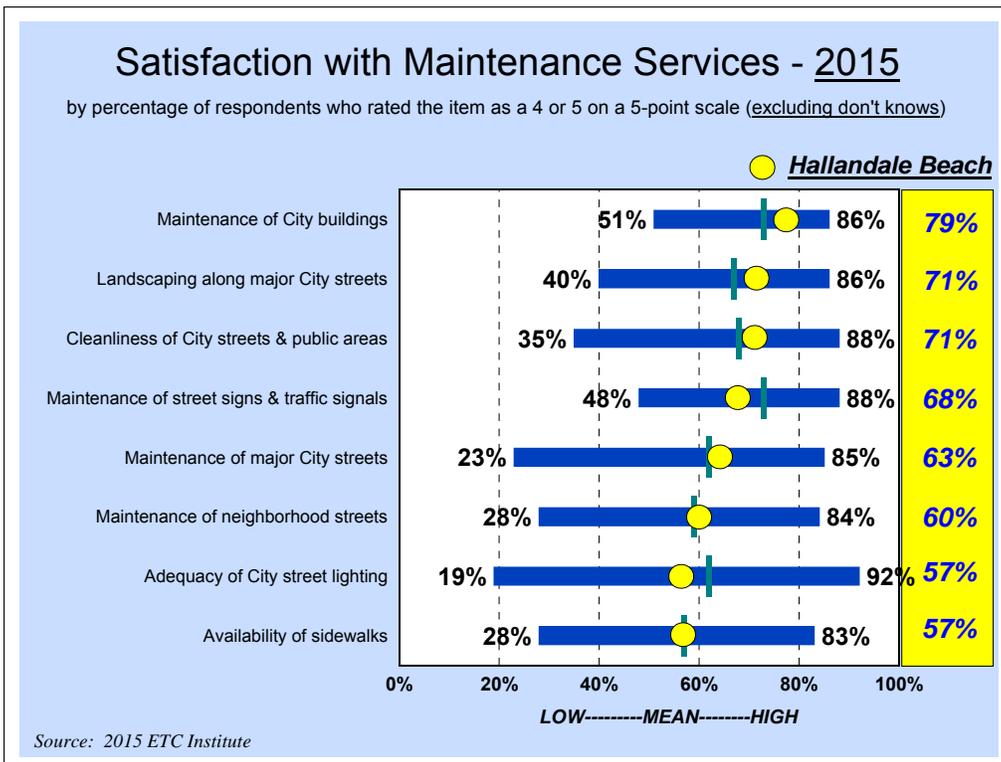
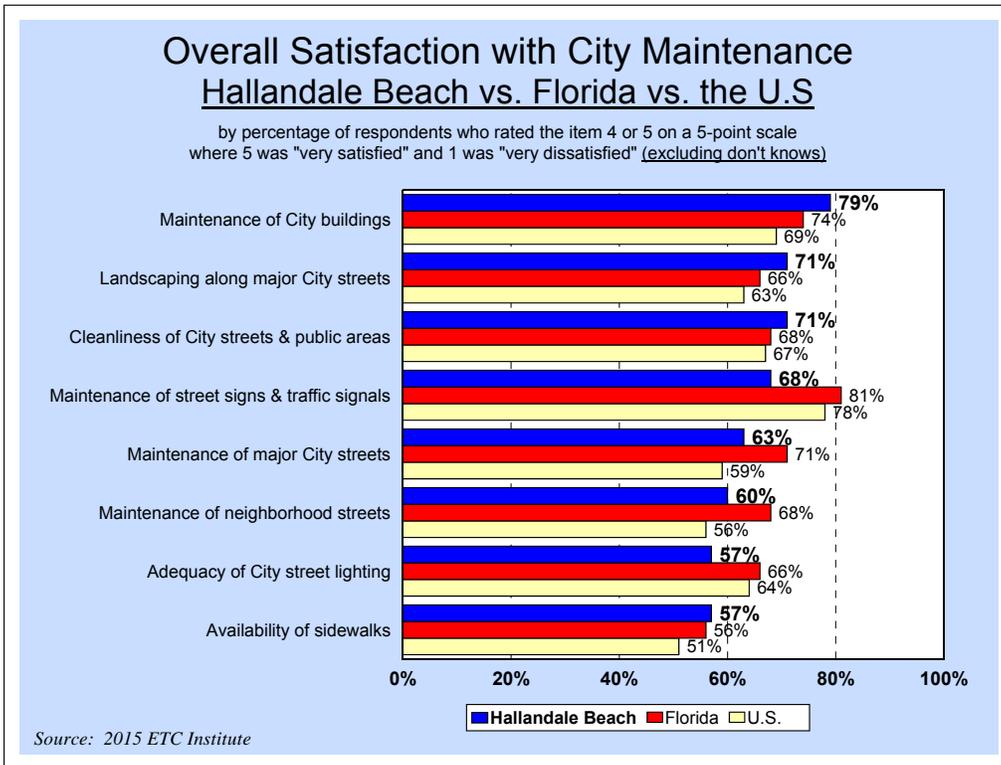
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

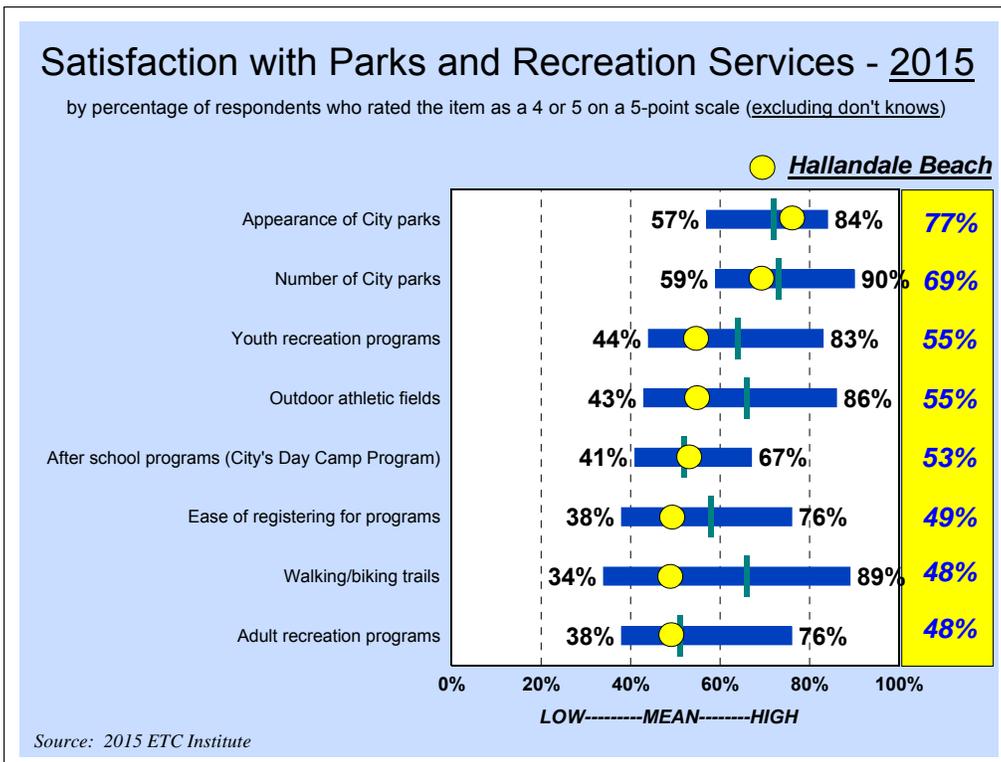
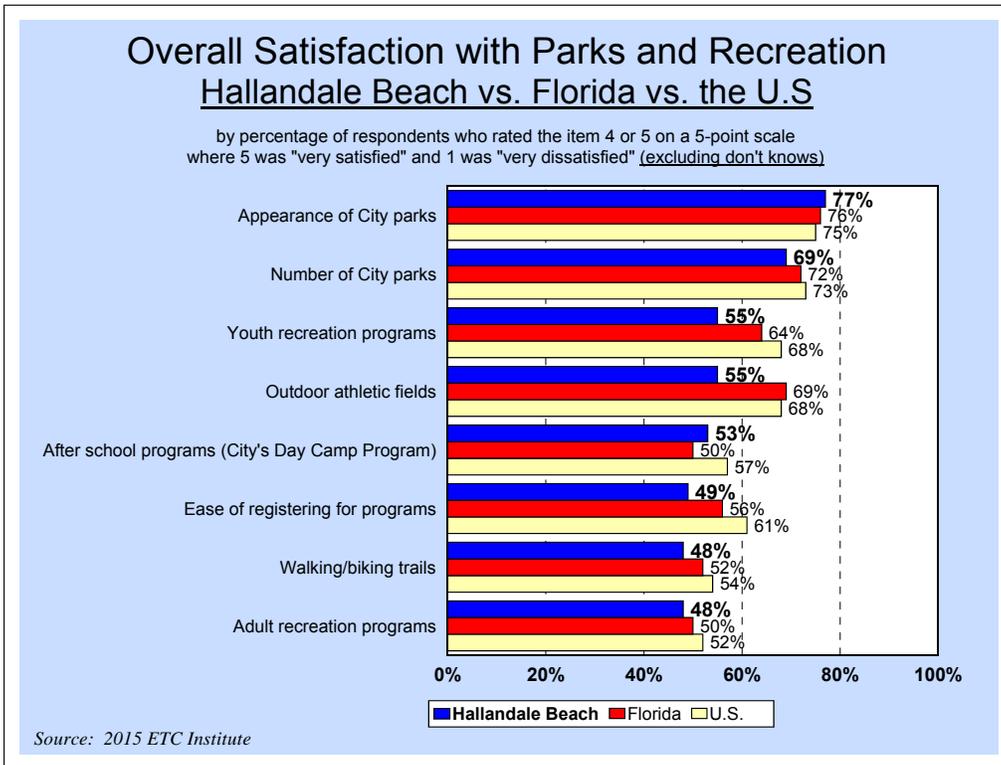


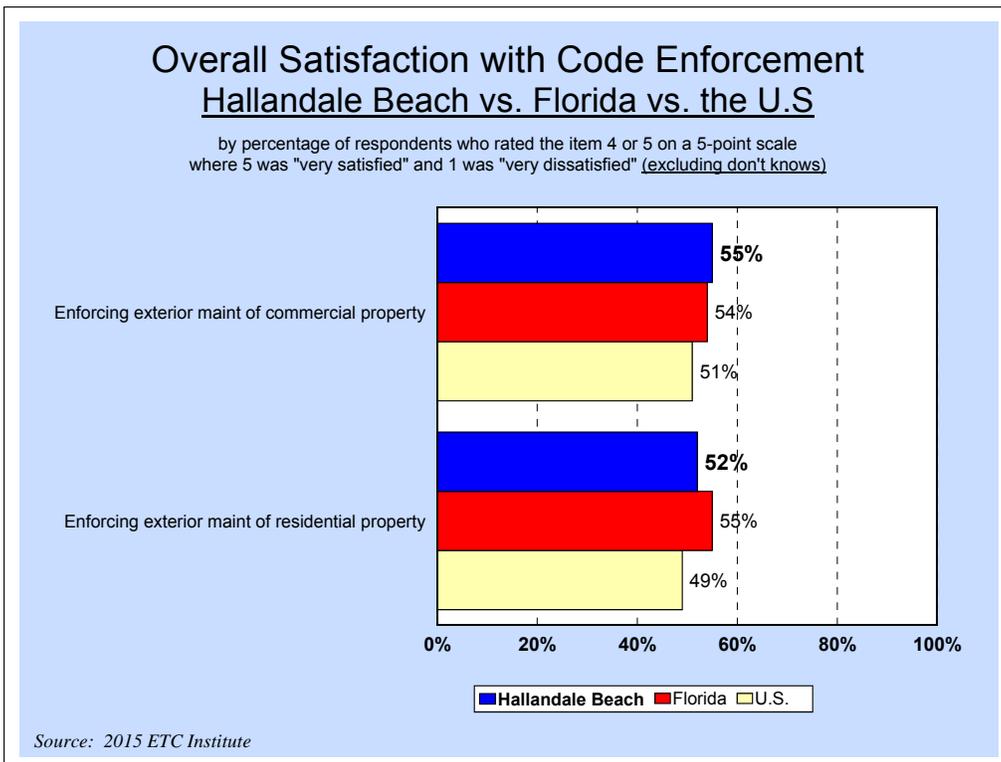
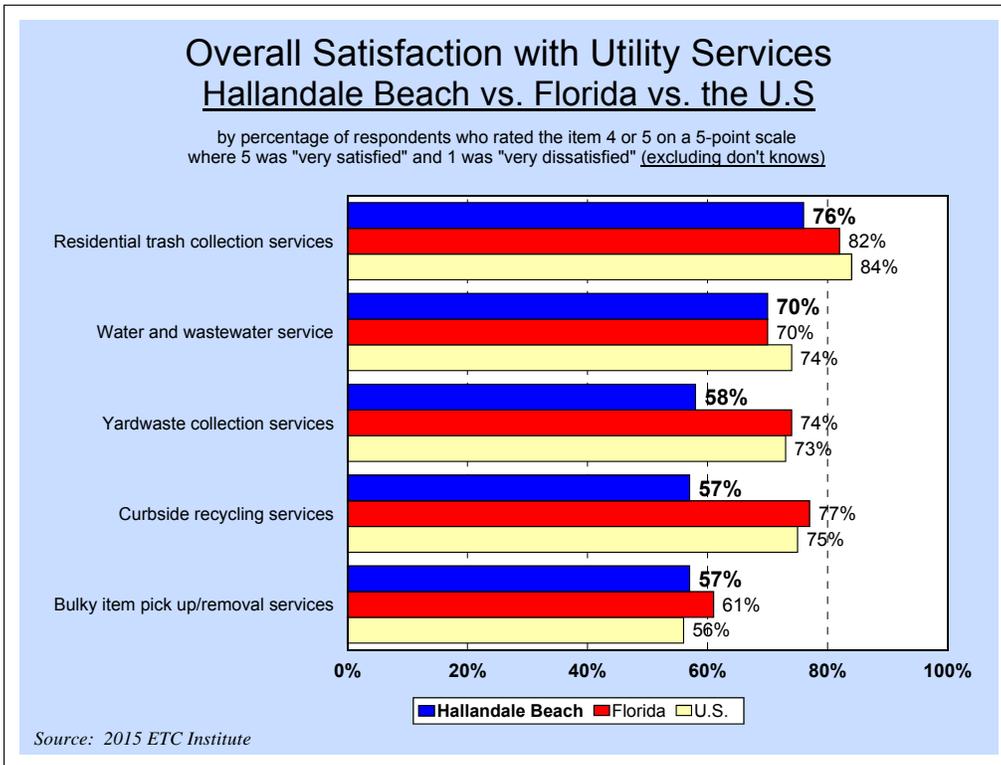


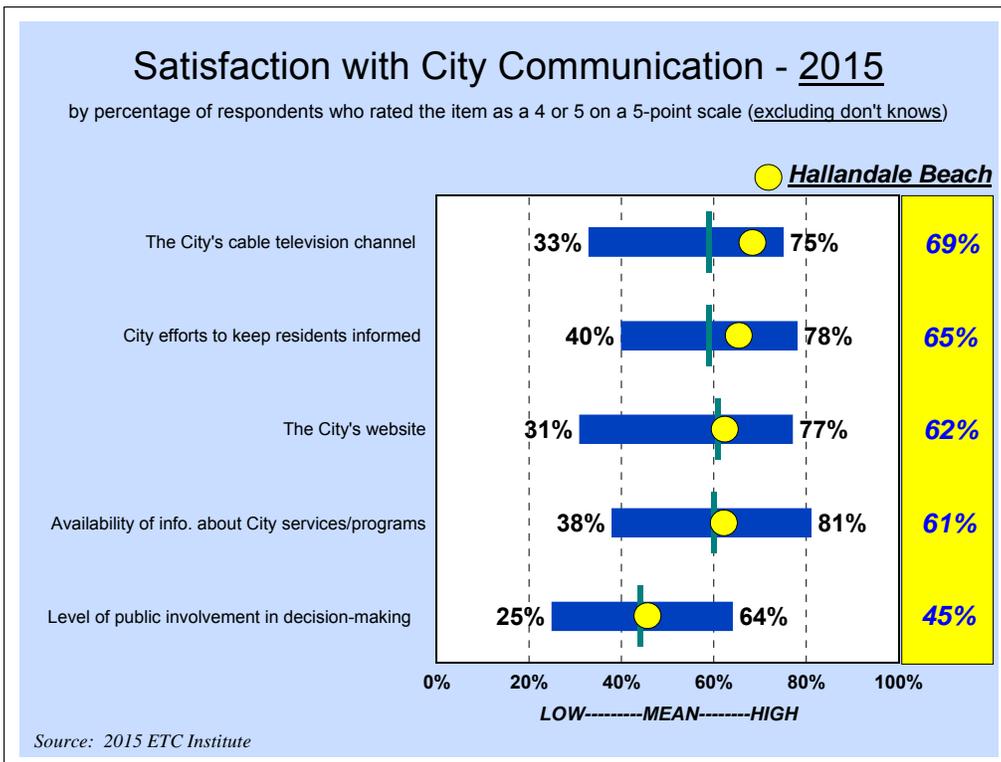
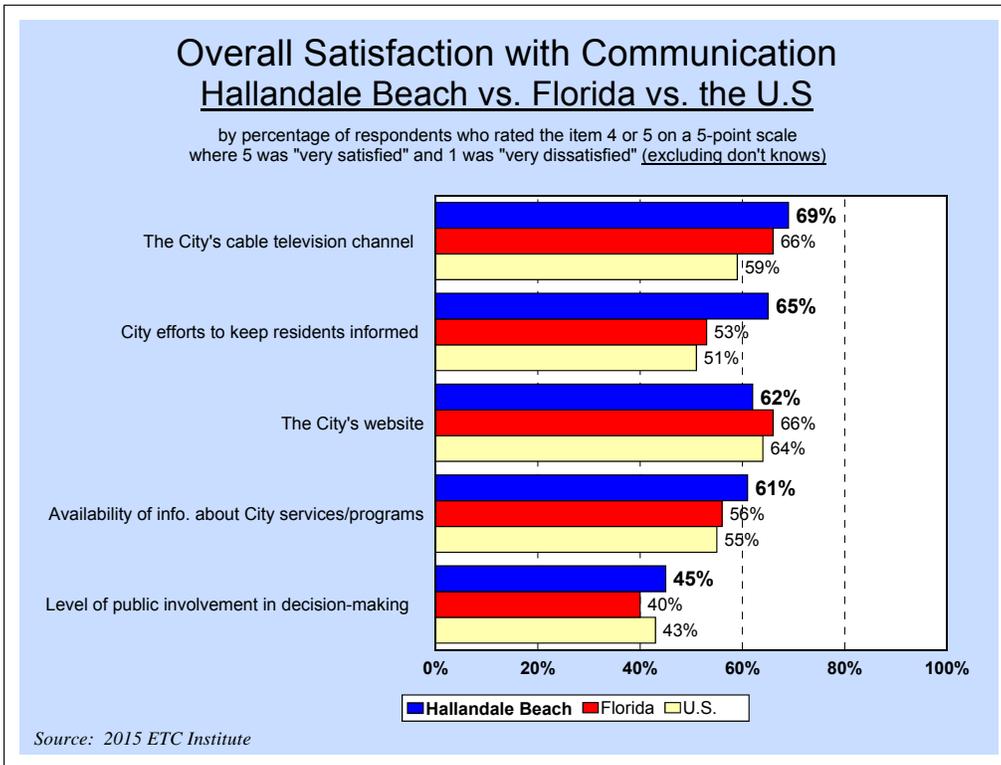












Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

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 cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, third and fourth most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that 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 knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-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. Ten percent (10%) selected *the overall quality of City parks* as one of the most important services for the City to provide.

With regard to satisfaction, 73% of the residents surveyed rated the city's overall performance in *the overall quality of City parks* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied) excluding "Don't know" responses. The I-S rating for *the overall quality of City parks* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 10% was multiplied by 27% (1-0.73). This calculation yielded an I-S rating of 0.027, which was ranked 10th 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 that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one 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 of 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 .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .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 Hallandale Beach are provided on the following pages.

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	58%	1	24%	16	0.4414	1
City's stormwater drainage system	35%	2	31%	15	0.2426	2
High Priority (IS .10 - .20)						
Appearance of City streets, buildings, facilities	22%	3	54%	12	0.1021	3
Medium Priority (IS < .10)						
Sanitation services	14%	5	68%	6	0.0445	4
Police services	16%	4	73%	4	0.0435	5
Code Compliance Division services	8%	9	53%	14	0.0379	6
Overall appearance of City beaches	10%	6	66%	8	0.0338	7
Building Department services	7%	10	53%	13	0.0326	8
City communication with the public	9%	8	66%	9	0.0308	9
Overall quality of City parks	10%	7	73%	3	0.0270	10
Quality of City recreation programs/facilities	6%	12	64%	10	0.0216	11
Overall quality of City water & sewer utilities	7%	11	71%	5	0.0202	12
Human Service	4%	13	64%	11	0.0144	13
Customer service received from City employees	3%	16	67%	7	0.0099	14
Emergency medical services (EMS)	4%	14	86%	2	0.0055	15
Fire services	3%	15	88%	1	0.0035	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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Hallandale Beach, Florida

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
The use of red light cameras	23%	3	28%	9	0.1649	1
Visibility & frequency of police in neighborhoods	34%	1	57%	5	0.1459	2
The City's efforts to prevent crime	27%	2	58%	4	0.1137	3
Medium Priority (IS <.10)						
Visibility & frequency of police in retail areas	16%	4	50%	7	0.0803	4
Enforcement of local traffic laws	14%	5	53%	6	0.0654	5
Public safety education programs	9%	6	48%	8	0.0471	6
How quickly police respond to emergencies	7%	7	73%	3	0.0190	7
How quick fire-rescue respond to med. emergencies	5%	8	88%	2	0.0060	8
How quick fire-rescue respond to fire emergencies	2%	9	88%	1	0.0023	7

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 receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Hallandale Beach, Florida

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Adequacy of City street lighting	30%	1	57%	8	0.1290	1
Medium Priority (IS <.10)						
Availability of sidewalks in your neighborhood	23%	2	57%	9	0.0991	2
Maintenance of streets in your neighborhood	20%	3	60%	7	0.0810	3
Maintenance of major City streets	19%	4	63%	6	0.0695	4
Landscape medians/public areas along neighborhood street	13%	5	65%	5	0.0459	5
Maintenance of traffic signals/street signs	12%	6	68%	4	0.0384	6
Landscape medians/public areas along City streets	10%	7	71%	2	0.0290	7
Overall cleanliness of City streets & public areas	9%	8	71%	3	0.0265	8
Maintenance of City buildings	4%	9	79%	1	0.0084	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 receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" 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.

Importance-Satisfaction Rating

City of Hallandale Beach, Florida

Parks and Recreation

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 and biking paths	23%	1	48%	14	0.1189	1
Medium Priority (IS <.10)						
Variety of amenities offered in City parks	17%	2	59%	5	0.0695	2
Fees charged for recreation programs	12%	7	46%	16	0.0648	3
Park rental facilities	13%	6	50%	11	0.0647	4
Special events	15%	3	60%	4	0.0596	5
Aquatics facility and programs offered	11%	9	51%	10	0.0540	6
Variety of recreational programs offered	11%	10	52%	9	0.0531	7
The City's adult athletic programs	10%	13	48%	15	0.0523	8
City's youth athletic programs	11%	11	55%	7	0.0499	9
Outdoor athletic fields	11%	8	55%	6	0.0498	10
The number of City parks	15%	4	69%	3	0.0468	11
City's day camp programs	7%	14	53%	8	0.0331	12
Appearance of City parks	14%	5	77%	1	0.0318	13
Ease of registering for programs	6%	15	49%	13	0.0309	14
Appearance of recreational facilities	10%	12	70%	2	0.0300	15
Appearance & quality of the tennis complex	4%	16	49%	12	0.0203	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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis.

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. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

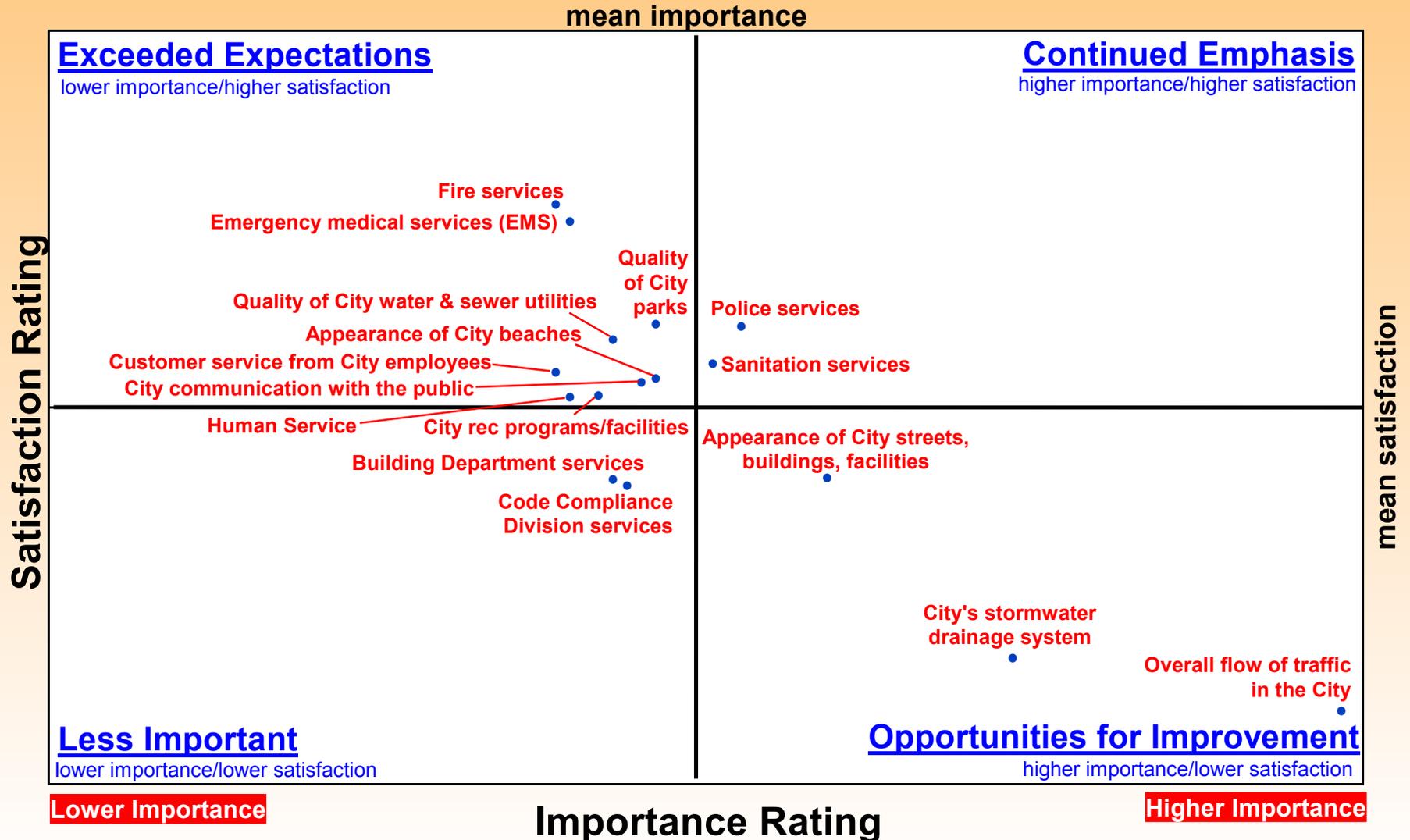
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Hallandale Beach are provided on the following pages.

City of Hallandale Beach 2015 Citizen Survey Importance-Satisfaction Assessment Matrix

-Overall City Services-

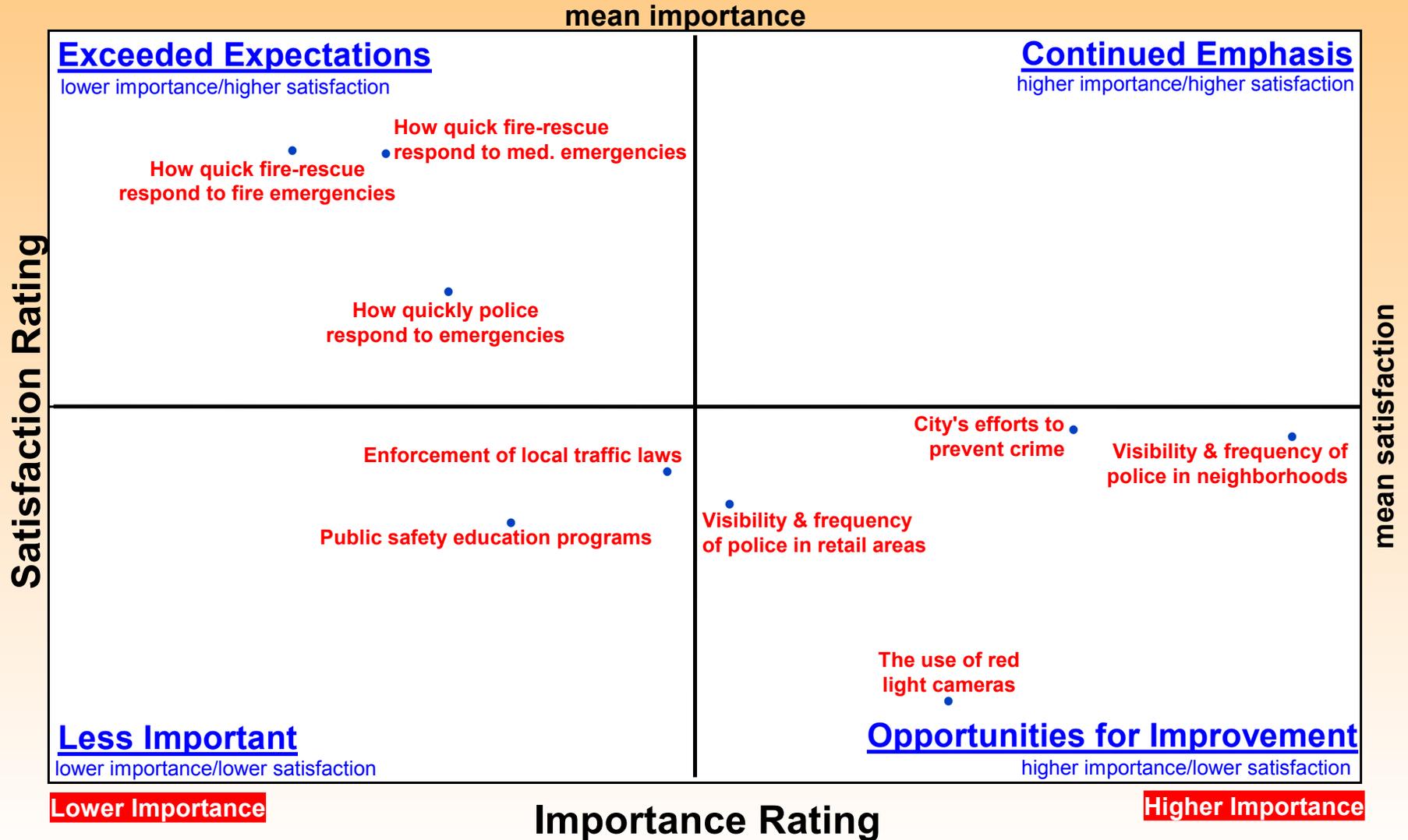
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



City of Hallandale Beach 2015 Citizen Survey Importance-Satisfaction Assessment Matrix

-Public Safety Services-

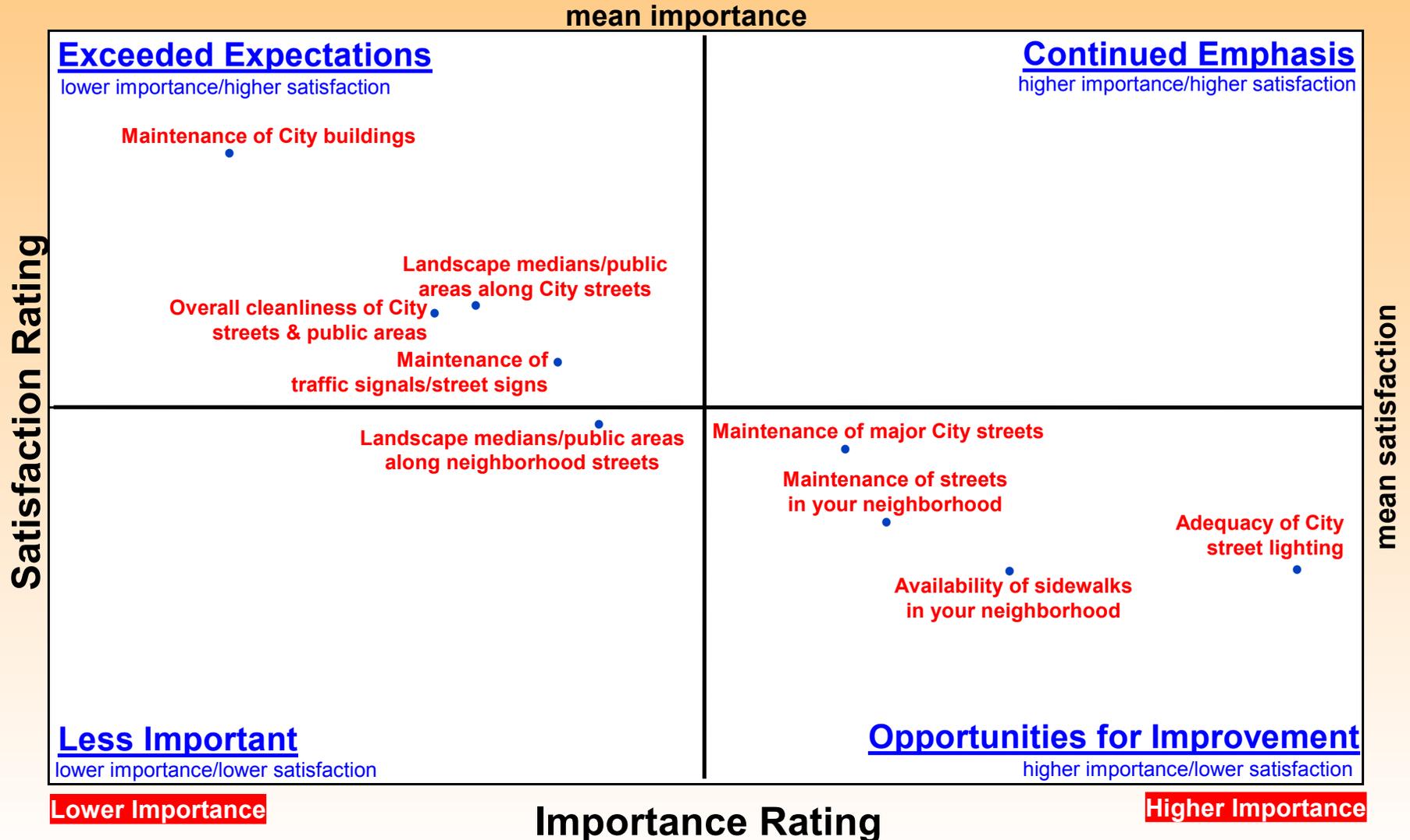
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



City of Hallandale Beach 2015 Citizen Survey Importance-Satisfaction Assessment Matrix

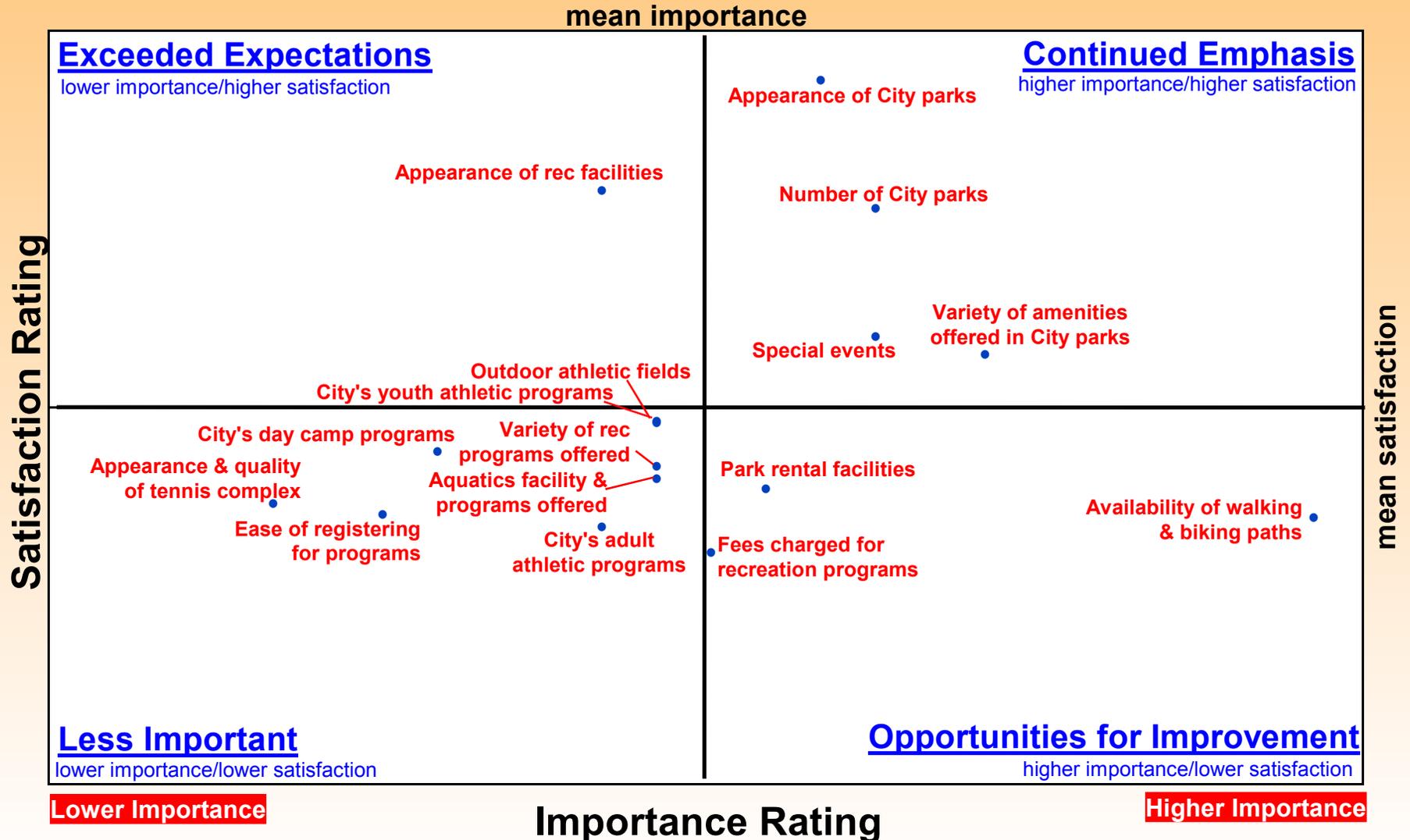
-Maintenance Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



City of Hallandale Beach 2015 Citizen Survey Importance-Satisfaction Assessment Matrix -Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Police services	36.3%	31.1%	18.1%	4.8%	2.2%	7.5%
B. Fire services	47.9%	28.6%	9.0%	0.5%	0.7%	13.3%
C. Emergency medical services (EMS)	48.1%	26.6%	10.1%	1.7%	0.2%	13.3%
D. Overall quality of City parks	31.6%	32.6%	16.1%	5.2%	2.3%	12.1%
E. Overall quality of City recreation programs/facilities	24.3%	24.8%	19.3%	6.7%	1.7%	23.3%
F. Overall appearance of City streets, medians, buildings and facilities	19.6%	32.4%	24.6%	17.1%	3.3%	2.8%
G. Overall quality of City water & sewer utilities	29.8%	37.4%	14.8%	7.8%	4.7%	5.5%
H. Code Compliance Division services	16.3%	21.0%	21.1%	6.3%	6.2%	29.1%
I. Building Department services (permitting)	19.6%	18.8%	21.3%	7.0%	5.3%	28.0%
J. Overall quality of customer service you receive from City employees	27.1%	31.4%	20.6%	6.7%	1.5%	12.6%
K. City communication with the public	29.6%	32.8%	21.0%	8.7%	2.8%	5.2%
L. Overall flow of traffic in the City	7.5%	15.8%	19.6%	25.5%	29.5%	2.2%
M. City's stormwater drainage system	10.6%	17.1%	21.5%	21.0%	20.3%	9.5%
N. Overall appearance of City beaches	23.6%	34.4%	20.8%	6.3%	2.5%	12.3%
O. Human Services (social services)	18.5%	22.8%	19.0%	2.8%	1.5%	35.4%
P. Sanitation services (trash & recycling)	30.0%	33.4%	18.3%	7.0%	4.3%	7.0%

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.(Without "Don't Know")

(N=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Police services	39.2%	33.6%	19.6%	5.2%	2.3%
B. Fire services	55.3%	33.0%	10.4%	0.6%	0.8%
C. Emergency medical services (EMS)	55.5%	30.7%	11.7%	1.9%	0.2%
D. Overall quality of City parks	36.0%	37.1%	18.4%	5.9%	2.7%
E. Overall quality of City recreation programs/ facilities	31.7%	32.3%	25.2%	8.7%	2.2%
F. Overall appearance of City streets, medians, buildings and facilities	20.2%	33.4%	25.3%	17.6%	3.4%
G. Overall quality of City water & sewer utilities	31.5%	39.6%	15.7%	8.3%	4.9%
H. Code Compliance Division services	23.0%	29.6%	29.8%	8.9%	8.7%
I. Building Department services (permitting)	27.3%	26.1%	29.6%	9.7%	7.4%
J. Overall quality of customer service you receive from City employees	31.0%	36.0%	23.6%	7.6%	1.7%
K. City communication with the public	31.2%	34.6%	22.1%	9.1%	3.0%
L. Overall flow of traffic in the City	7.7%	16.2%	20.1%	26.0%	30.1%
M. City's stormwater drainage system	11.8%	18.9%	23.7%	23.2%	22.4%
N. Overall appearance of City beaches	26.9%	39.3%	23.7%	7.2%	2.8%
O. Human Services (social services)	28.6%	35.3%	29.4%	4.4%	2.3%
P. Sanitation services (trash & recycling)	32.2%	36.0%	19.7%	7.5%	4.7%

Q2. Which THREE of these items do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q2. Most Emphasis	Number	Percent
Police services	51	8.5 %
Fire services	4	0.7 %
Emergency medical services (EMS)	7	1.2 %
Overall quality of City parks	9	1.5 %
Overall quality of City recreation programs/facilities	10	1.7 %
Overall appearance of City streets, medians, buildings and facilities	48	8.0 %
Overall quality of City water & sewer utilities	11	1.8 %
Code Compliance Division services	20	3.3 %
Building Department services (permitting)	10	1.7 %
Overall quality of customer service you receive from City employees	5	0.8 %
City communication with the public	16	2.7 %
Overall flow of traffic in the City	194	32.3 %
City's stormwater drainage system	77	12.8 %
Overall appearance of City beaches	15	2.5 %
Human Services (social services)	5	0.8 %
Sanitation services (trash & recycling)	29	4.8 %
None chosen	90	15.0 %
Total	601	100.0 %

Q2. Which THREE of these items do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q2. 2nd Emphasis	Number	Percent
Police services	27	4.5 %
Fire services	12	2.0 %
Emergency medical services (EMS)	1	0.2 %
Overall quality of City parks	27	4.5 %
Overall quality of City recreation programs/facilities	10	1.7 %
Overall appearance of City streets, medians, buildings and facilities	33	5.5 %
Overall quality of City water & sewer utilities	14	2.3 %
Code Compliance Division services	13	2.2 %
Building Department services (permitting)	27	4.5 %
Overall quality of customer service you receive from City employees	4	0.7 %
City communication with the public	22	3.7 %
Overall flow of traffic in the City	98	16.3 %
City's stormwater drainage system	97	16.1 %
Overall appearance of City beaches	23	3.8 %
Human Services (social services)	10	1.7 %
Sanitation services (trash & recycling)	16	2.7 %
None chosen	167	27.8 %
Total	601	100.0 %

Q2. Which THREE of these items do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q2. 3rd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Police services	17	2.8 %
Fire services	3	0.5 %
Emergency medical services (EMS)	13	2.2 %
Overall quality of City parks	22	3.7 %
Overall quality of City recreation programs/facilities	16	2.7 %
Overall appearance of City streets, medians, buildings and facilities	50	8.3 %
Overall quality of City water & sewer utilities	15	2.5 %
Code Compliance Division services	13	2.2 %
Building Department services (permitting)	7	1.2 %
Overall quality of customer service you receive from City employees	10	1.7 %
City communication with the public	17	2.8 %
Overall flow of traffic in the City	59	9.8 %
City's stormwater drainage system	38	6.3 %
Overall appearance of City beaches	23	3.8 %
Human Services (social services)	11	1.8 %
Sanitation services (trash & recycling)	39	6.5 %
<u>None chosen</u>	<u>248</u>	<u>41.3 %</u>
Total	601	100.0 %

Q2. Sum of the THREE items you think should receive the MOST EMPHASIS from City leaders over the next TWO Years.

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall flow of traffic in the City	351	58.4 %
City's stormwater drainage system	212	35.3 %
Overall appearance of City streets, medians, buildings and facilities	131	21.8 %
Police services	95	15.8 %
Sanitation services (trash & recycling)	84	14.0 %
Overall appearance of City beaches	61	10.1 %
Overall quality of City parks	58	9.7 %
City communication with the public	55	9.2 %
Code Compliance Division services	46	7.7 %
Building Department services (permitting)	44	7.3 %
Overall quality of City water & sewer utilities	40	6.7 %
Overall quality of City recreation programs/facilities	36	6.0 %
Human Services (social services)	26	4.3 %
Emergency medical services (EMS)	21	3.5 %
Fire services	19	3.2 %
Overall quality of customer service you receive from City employees	19	3.2 %
<u>None chosen</u>	<u>90</u>	<u>15.0 %</u>
Total	1388	

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

(N=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of services	21.6%	40.8%	27.6%	3.2%	0.7%	6.2%
B. Overall image/appearance of the City	19.5%	44.8%	22.8%	9.0%	2.0%	2.0%
C. Overall quality of life in the City	26.0%	39.3%	22.6%	5.7%	1.5%	5.0%
D. Overall quality of public education in the City	12.5%	18.1%	20.5%	8.5%	3.2%	37.3%
E. Overall feeling of safety in the City	23.0%	37.9%	25.1%	8.0%	2.0%	4.0%
F. Overall value received for your City tax dollars/fees	16.5%	33.6%	29.0%	11.3%	3.0%	6.7%
G. How well the City is planning growth	20.0%	27.0%	22.8%	10.0%	7.5%	12.8%

WITHOUT DON'T KNOW

Q3. Please rate each of the following items on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

(N=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of services	23.0%	43.4%	29.4%	3.4%	0.7%
B. Overall image/appearance of the City	19.9%	45.7%	23.3%	9.2%	2.0%
C. Overall quality of life in the City	27.3%	41.3%	23.8%	6.0%	1.6%
D. Overall quality of public education in the City	19.9%	28.9%	32.6%	13.5%	5.0%
E. Overall feeling of safety in the City	23.9%	39.5%	26.2%	8.3%	2.1%
F. Overall value received for your City tax dollars/fees	17.6%	36.0%	31.0%	12.1%	3.2%
G. How well the City is planning growth	22.9%	30.9%	26.1%	11.5%	8.6%

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=601)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. Walking alone in your neighborhood in general	28.3%	39.4%	19.8%	7.2%	2.2%	3.2%
B. Walking alone in your neighborhood during the day	45.3%	37.3%	11.1%	3.0%	1.0%	2.3%
C. Walking alone in your neighborhood after dark	20.1%	29.1%	23.1%	14.6%	5.7%	7.3%
D. In City parks and recreation facilities	18.8%	28.0%	23.8%	7.3%	2.7%	19.5%
E. In business areas of the City during the day	36.6%	43.4%	11.6%	3.2%	1.2%	4.0%
F. In business areas of the City after dark	16.6%	29.0%	26.5%	14.0%	3.5%	10.5%

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:(Without "Don't Know")

(N=601)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
A. Walking alone in your neighborhood in general	29.2%	40.7%	20.4%	7.4%	2.2%
B. Walking alone in your neighborhood during the day	46.3%	38.2%	11.4%	3.1%	1.0%
C. Walking alone in your neighborhood after dark	21.7%	31.4%	25.0%	15.8%	6.1%
D. In City parks and recreation facilities	23.3%	34.7%	29.5%	9.1%	3.3%
E. In business areas of the City during the day	38.1%	45.2%	12.1%	3.3%	1.2%
F. In business areas of the City after dark	18.6%	32.3%	29.6%	15.6%	3.9%

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?

Q5. Do you think Hallandale Beach has become More Safe?	Number	Percent
More safe	82	13.6 %
Stayed the same	356	59.2 %
Less safe	94	15.6 %
Don't know	69	11.5 %
Total	601	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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The visibility & frequency of police in neighborhoods	22.5%	33.3%	23.0%	14.0%	5.0%	2.3%
B. The visibility & frequency of police in retail areas	18.8%	28.3%	30.6%	13.5%	3.3%	5.5%
C. The City's efforts to prevent crime	17.5%	30.9%	23.8%	8.8%	2.7%	16.3%
D. Enforcement of local traffic laws	18.8%	29.6%	23.8%	10.1%	8.5%	9.2%
E. How quickly police personnel respond to emergencies	30.9%	26.3%	15.8%	3.7%	1.8%	21.5%
F. How quickly fire-rescue personnel respond to fire emergencies	41.4%	23.9%	7.9%	0.2%	0.5%	26.1%
G. How quickly fire-rescue personnel respond to medical emergencies	44.7%	22.5%	8.0%	0.5%	0.7%	23.7%
H. Public safety education programs	13.1%	14.1%	21.1%	6.0%	2.8%	42.8%
I. The use of red light cameras	12.2%	10.7%	15.3%	10.5%	32.0%	19.3%

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."(Without "Don't Know")

(N=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. The visibility & frequency of police in neighborhoods	23.0%	34.1%	23.5%	14.3%	5.1%
B. The visibility & frequency of police in retail areas	19.9%	29.9%	32.4%	14.3%	3.5%
C. The City's efforts to prevent crime	20.9%	37.0%	28.4%	10.5%	3.2%
D. Enforcement of local traffic laws	20.7%	32.6%	26.2%	11.2%	9.3%
E. How quickly police personnel respond to emergencies	39.4%	33.5%	20.1%	4.7%	2.3%
F. How quickly fire-rescue personnel respond to fire emergencies	56.0%	32.3%	10.7%	0.2%	0.7%
G. How quickly fire-rescue personnel respond to medical emergencies	58.5%	29.5%	10.4%	0.7%	0.9%
H. Public safety education programs	23.0%	24.7%	36.9%	10.5%	4.9%
I. The use of red light cameras	15.1%	13.2%	19.0%	13.0%	39.7%

Q7. 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?

<u>Q7. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
The visibility & frequency of police in neighborhoods	142	23.6 %
The visibility & frequency of police in retail areas	27	4.5 %
The City's efforts to prevent crime	101	16.8 %
Enforcement of local traffic laws	44	7.3 %
How quickly police personnel respond to emergencies	12	2.0 %
How quickly fire-rescue personnel respond to fire emergencies	3	0.5 %
How quickly fire-rescue personnel respond to medical	11	1.8 %
Public safety education programs	18	3.0 %
The use of red light cameras	101	16.8 %
None chosen	142	23.6 %
Total	601	100.0 %

Q7. 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?

<u>Q7. 2nd Emphasis</u>	<u>Number</u>	<u>Percent</u>
The visibility & frequency of police in neighborhoods	64	10.6 %
The visibility & frequency of police in retail areas	66	11.0 %
The City's efforts to prevent crime	62	10.3 %
Enforcement of local traffic laws	42	7.0 %
How quickly police personnel respond to emergencies	27	4.5 %
How quickly fire-rescue personnel respond to fire emergencies	6	1.0 %
How quickly fire-rescue personnel respond to medical	18	3.0 %
Public safety education programs	33	5.5 %
The use of red light cameras	35	5.8 %
None chosen	248	41.3 %
Total	601	100.0 %

Q7. Sum of the TWO public safety items listed above you think should receive the MOST EMPHASIS from City leaders over the next TWO Years.

<u>Q7. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
The visibility & frequency of police in neighborhoods	206	34.3 %
The City's efforts to prevent crime	163	27.1 %
The use of red light cameras	136	22.6 %
The visibility & frequency of police in retail areas	93	15.5 %
Enforcement of local traffic laws	86	14.3 %
Public safety education programs	51	8.5 %
How quickly police personnel respond to emergencies	39	6.5 %
How quickly fire-rescue personnel respond to medical	29	4.8 %
How quickly fire-rescue personnel respond to fire emergencies	9	1.5 %
<u>None chosen</u>	<u>142</u>	<u>23.6 %</u>
Total	954	

Q8. During the past two years, do you think the crime rate in Hallandale has: (check one)

<u>Q8. Do you think the crime rate in Hallandale has:</u>	<u>Number</u>	<u>Percent</u>
Increased	133	22.1 %
Stayed the same	229	38.1 %
Decreased	70	11.6 %
Don't know	169	28.1 %
Total	601	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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of major City streets	20.3%	42.1%	18.5%	11.0%	6.5%	1.7%
B. Maintenance of streets in your neighborhood	22.0%	36.3%	17.5%	15.6%	6.5%	2.2%
C. Maintenance of traffic signals/street signs	26.1%	39.6%	17.1%	8.2%	5.7%	3.3%
D. Landscaping of medians and public areas along major City streets	26.6%	42.6%	18.5%	6.5%	3.3%	2.5%
E. Landscaping of medians and public areas along streets in your neighborhood	27.8%	34.6%	17.8%	9.5%	6.7%	3.7%
F. Maintenance of City buildings, such as City Hall, Cultural Center, Hepburn Center	34.3%	34.9%	15.5%	2.2%	0.7%	12.5%
G. Overall cleanliness of City streets and public areas	24.1%	44.9%	20.6%	5.7%	2.5%	2.2%
H. Adequacy of City street lighting	21.1%	34.3%	19.3%	16.8%	5.7%	2.8%
I. Availability of sidewalks in your neighborhood	25.5%	29.5%	19.1%	12.6%	9.8%	3.5%

WITHOUT DON'T KNOW

O9. 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." (Without "Don't Know")

(N=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Maintenance of major City streets	20.6%	42.8%	18.8%	11.2%	6.6%
B. Maintenance of streets in your neighborhood	22.4%	37.1%	17.9%	16.0%	6.6%
C. Maintenance of traffic signals/street signs	27.0%	41.0%	17.7%	8.4%	5.9%
D. Landscaping of medians and public areas along major City streets	27.3%	43.7%	18.9%	6.7%	3.4%
E. Landscaping of medians and public areas along streets in your neighborhood	28.8%	35.9%	18.5%	9.8%	6.9%
F. Maintenance of City buildings, such as City Hall, Cultural Center, Hepburn Center	39.2%	39.9%	17.7%	2.5%	0.8%
G. Overall cleanliness of City streets and public areas	24.7%	45.9%	21.1%	5.8%	2.6%
H. Adequacy of City street lighting	21.7%	35.3%	19.9%	17.3%	5.8%
I. Availability of sidewalks in your neighborhood	26.4%	30.5%	19.8%	13.1%	10.2%

Q10. Which TWO of the maintenance items listed above do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q10. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	80	13.3 %
Maintenance of streets in your neighborhood	59	9.8 %
Maintenance of traffic signals/street signs	46	7.7 %
Landscaping of medians and public areas along major City streets	26	4.3 %
Landscaping of medians and public areas along streets in your neighborhood	29	4.8 %
Maintenance of City buildings, such as City Hall, Cultural Center, Hepburn Center	7	1.2 %
Overall cleanliness of City streets and public areas	26	4.3 %
Adequacy of City street lighting	113	18.8 %
Availability of sidewalks in your neighborhood	68	11.3 %
None chosen	147	24.5 %
Total	601	100.0 %

Q10. Which TWO of the maintenance items listed above do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q10. 2nd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	34	5.7 %
Maintenance of streets in your neighborhood	59	9.8 %
Maintenance of traffic signals/street signs	25	4.2 %
Landscaping of medians and public areas along major City streets	32	5.3 %
Landscaping of medians and public areas along streets in your neighborhood	46	7.7 %
Maintenance of City buildings, such as City Hall, Cultural Center, Hepburn Center	15	2.5 %
Overall cleanliness of City streets and public areas	26	4.3 %
Adequacy of City street lighting	67	11.1 %
Availability of sidewalks in your neighborhood	69	11.5 %
None chosen	228	37.9 %
Total	601	100.0 %

Q10. Sum of the TWO maintenance items listed above you think should receive the MOST EMPHASIS from City leaders over the next TWO Years.

Q10. Sum of Top 2 Choices	Number	Percent
Adequacy of City street lighting	180	30.0 %
Availability of sidewalks in your neighborhood	137	22.8 %
Maintenance of streets in your neighborhood	118	19.6 %
Maintenance of major City streets	114	19.0 %
Landscaping of medians and public areas along streets in your neighborhood	75	12.5 %
Maintenance of traffic signals/street signs	71	11.8 %
Landscaping of medians and public areas along major City streets	58	9.7 %
Overall cleanliness of City streets and public areas	52	8.7 %
Maintenance of City buildings, such as City Hall, Cultural Center, Hepburn Center	22	3.7 %
None chosen	147	24.5 %
Total	974	

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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Appearance of City parks	33.6%	31.6%	15.1%	2.7%	1.3%	15.6%
B. The number of City parks	26.6%	28.8%	14.8%	7.3%	3.0%	19.5%
C. Appearance of recreational facilities	21.1%	31.9%	16.3%	4.7%	1.8%	24.1%
D. Variety of amenities offered in City parks	16.0%	28.1%	17.0%	9.3%	4.2%	25.5%
E. Availability of walking and biking paths	16.6%	21.3%	20.0%	13.6%	7.0%	21.5%
F. Outdoor athletic fields (i.e. baseball, soccer, etc.)	13.0%	22.1%	16.8%	10.1%	2.2%	35.8%
G. The City's youth athletic programs	11.3%	15.3%	15.6%	4.7%	1.8%	51.2%
H. The City's adult athletic programs	9.5%	12.8%	14.1%	7.5%	2.8%	53.2%
I. Variety of recreational programs offered	15.0%	13.5%	15.0%	9.2%	2.5%	44.9%
J. Special events, such as the July 4th Celebration and Holiday Lights	20.0%	26.3%	19.6%	6.8%	4.0%	23.3%
K. Ease of registering for programs	9.8%	14.0%	18.5%	4.3%	2.5%	50.9%
L. Fees charged for recreation programs	9.2%	13.5%	15.5%	6.2%	5.0%	50.7%
M. Park rental facilities (rooms, picnic pavilions, beach chickee hut)	11.0%	15.1%	18.6%	4.3%	3.0%	47.9%
N. The City's day camp programs (day camp, after school, summer)	10.1%	11.3%	15.8%	2.7%	0.8%	59.2%
O. Appearance and quality of the tennis complex	11.8%	11.8%	18.8%	4.3%	1.3%	51.9%
P. Aquatics facility and programs offered	10.8%	12.6%	14.8%	5.0%	2.8%	53.9%

WITHOUT DON'T KNOW

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." (Without "Don't Know")

(N=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Appearance of City parks	39.8%	37.5%	17.9%	3.2%	1.6%
B. The number of City parks	33.1%	35.7%	18.4%	9.1%	3.7%
C. Appearance of recreational facilities	27.9%	42.1%	21.5%	6.1%	2.4%
D. Variety of amenities offered in City parks	21.4%	37.7%	22.8%	12.5%	5.6%
E. Availability of walking and biking paths	21.2%	27.1%	25.4%	17.4%	8.9%
F. Outdoor athletic fields (i.e. baseball, soccer, etc.)	20.2%	34.5%	26.2%	15.8%	3.4%
G. The City's youth athletic programs	23.2%	31.4%	32.1%	9.6%	3.8%
H. The City's adult athletic programs	20.3%	27.4%	30.2%	16.0%	6.0%
I. Variety of recreational programs offered	27.2%	24.5%	27.2%	16.6%	4.5%
J. Special events, such as the July 4th Celebration and Holiday Lights	26.0%	34.3%	25.6%	8.9%	5.2%
K. Ease of registering for programs	20.0%	28.5%	37.6%	8.8%	5.1%
L. Fees charged for recreation programs	18.6%	27.4%	31.4%	12.5%	10.1%
M. Park rental facilities (rooms, picnic pavilions, beach chickee hut)	21.1%	29.1%	35.8%	8.3%	5.8%
N. The City's day camp programs (day camp, after school, summer)	24.9%	27.8%	38.8%	6.5%	2.0%
O. Appearance and quality of the tennis complex	24.6%	24.6%	39.1%	9.0%	2.8%
P. Aquatics facility and programs offered	23.5%	27.4%	32.1%	10.8%	6.1%

Q12. Which FOUR of the parks and recreation items listed above 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	53	8.8 %
The number of City parks	42	7.0 %
Appearance of recreational facilities	12	2.0 %
Variety of amenities offered in City parks	28	4.7 %
Availability of walking and biking paths	68	11.3 %
Outdoor athletic fields (i.e. baseball, soccer, etc.)	17	2.8 %
The City's youth athletic programs	12	2.0 %
The City's adult athletic programs	9	1.5 %
Variety of recreational programs offered	12	2.0 %
Special events, such as the July 4th Celebration and Holiday Lights	35	5.8 %
Ease of registering for programs	11	1.8 %
Fees charged for recreation programs	17	2.8 %
Park rental facilities (rooms, picnic pavilions, beach chickee hut)	11	1.8 %
The City's day camp programs (day camp, after school, summer)	10	1.7 %
Appearance and quality of the tennis complex	9	1.5 %
Aquatics facility and programs offered	18	3.0 %
None chosen	237	39.4 %
Total	601	100.0 %

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

Q12. 2nd Emphasis	Number	Percent
Appearance of City parks	16	2.7 %
The number of City parks	18	3.0 %
Appearance of recreational facilities	22	3.7 %
Variety of amenities offered in City parks	30	5.0 %
Availability of walking and biking paths	41	6.8 %
Outdoor athletic fields (i.e. baseball, soccer, etc.)	16	2.7 %
The City's youth athletic programs	27	4.5 %
The City's adult athletic programs	13	2.2 %
Variety of recreational programs offered	15	2.5 %
Special events, such as the July 4th Celebration and Holiday Lights	22	3.7 %
Ease of registering for programs	6	1.0 %
Fees charged for recreation programs	21	3.5 %
Park rental facilities (rooms, picnic pavilions, beach chickee hut)	35	5.8 %
The City's day camp programs (day camp, after school, summer)	6	1.0 %
Appearance and quality of the tennis complex	3	0.5 %
Aquatics facility and programs offered	10	1.7 %
None chosen	300	49.9 %
Total	601	100.0 %

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

Q12. 3rd Emphasis	Number	Percent
Appearance of City parks	13	2.2 %
The number of City parks	14	2.3 %
Appearance of recreational facilities	13	2.2 %
Variety of amenities offered in City parks	20	3.3 %
Availability of walking and biking paths	19	3.2 %
Outdoor athletic fields (i.e. baseball, soccer, etc.)	11	1.8 %
The City's youth athletic programs	14	2.3 %
The City's adult athletic programs	7	1.2 %
Variety of recreational programs offered	27	4.5 %
Special events, such as the July 4th Celebration and Holiday Lights	20	3.3 %
Ease of registering for programs	19	3.2 %
Fees charged for recreation programs	18	3.0 %
Park rental facilities (rooms, picnic pavilions, beach chickee hut)	21	3.5 %
The City's day camp programs (day camp, after school, summer)	12	2.0 %
Appearance and quality of the tennis complex	5	0.8 %
Aquatics facility and programs offered	16	2.7 %
None chosen	352	58.6 %
Total	601	100.0 %

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

Q12. 4th Emphasis	Number	Percent
Appearance of City parks	4	0.7 %
The number of City parks	14	2.3 %
Appearance of recreational facilities	14	2.3 %
Variety of amenities offered in City parks	21	3.5 %
Availability of walking and biking paths	11	1.8 %
Outdoor athletic fields (i.e. baseball, soccer, etc.)	23	3.8 %
The City's youth athletic programs	10	1.7 %
The City's adult athletic programs	29	4.8 %
Variety of recreational programs offered	10	1.7 %
Special events, such as the July 4th Celebration and Holiday Lights	13	2.2 %
Ease of registering for programs	2	0.3 %
Fees charged for recreation programs	16	2.7 %
Park rental facilities (rooms, picnic pavilions, beach chickee hut)	11	1.8 %
The City's day camp programs (day camp, after school, summer)	16	2.7 %
Appearance and quality of the tennis complex	8	1.3 %
Aquatics facility and programs offered	21	3.5 %
None chosen	378	62.9 %
Total	601	100.0 %

Q12. Sum of the FOUR parks and recreation items listed above you think should receive the MOST EMPHASIS from City leaders over the next TWO Years.

<u>Q12. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Availability of walking and biking paths	139	23.1 %
Variety of amenities offered in City parks	99	16.5 %
Special events, such as the July 4th Celebration and Holiday Lights	90	15.0 %
The number of City parks	88	14.6 %
Appearance of City parks	86	14.3 %
Park rental facilities (rooms, picnic pavilions, beach chickee hut)	78	13.0 %
Fees charged for recreation programs	72	12.0 %
Outdoor athletic fields (i.e. baseball, soccer, etc.)	67	11.1 %
Aquatics facility and programs offered	65	10.8 %
Variety of recreational programs offered	64	10.6 %
The City's youth athletic programs	63	10.5 %
Appearance of recreational facilities	61	10.1 %
The City's adult athletic programs	58	9.7 %
The City's day camp programs (day camp, after school, summer)	44	7.3 %
Ease of registering for programs	38	6.3 %
<u>Appearance and quality of the tennis complex</u>	<u>25</u>	<u>4.2 %</u>
Total	1137	

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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Water and sewer service	29.6%	37.4%	16.6%	7.8%	3.8%	4.7%
B. Residential trash collection service	31.9%	38.8%	12.5%	8.0%	1.7%	7.2%
C. Curbside recycling service	21.1%	25.0%	18.0%	9.7%	6.5%	19.8%
D. Yard waste service	19.5%	23.5%	17.0%	7.5%	6.3%	26.3%
E. Bulk trash pickup service	21.8%	20.5%	17.6%	8.5%	5.2%	26.5%

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." (Without "Don't Know")

(N=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Water and sewer service	31.1%	39.3%	17.5%	8.2%	4.0%
B. Residential trash collection service	34.4%	41.8%	13.4%	8.6%	1.8%
C. Curbside recycling service	26.3%	31.1%	22.4%	12.0%	8.1%
D. Yard waste service	26.4%	31.8%	23.0%	10.2%	8.6%
E. Bulk trash pickup service	29.6%	27.8%	24.0%	11.5%	7.0%

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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Enforcement of the exterior maintenance of residential property	16.5%	26.8%	24.0%	10.8%	5.3%	16.6%
B. Enforcement of the exterior maintenance of commercial property	14.6%	30.1%	22.0%	10.5%	3.7%	19.1%
C. Communication from the Code Division	12.1%	17.0%	20.5%	8.7%	4.0%	37.8%

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."(Without "Don't Know")

(N=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Enforcement of the exterior maintenance of residential property	19.8%	32.1%	28.7%	13.0%	6.4%
B. Enforcement of the exterior maintenance of commercial property	18.1%	37.2%	27.2%	13.0%	4.5%
C. Communication from the Code Division	19.5%	27.3%	32.9%	13.9%	6.4%

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=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The availability of information about City programs and services	24.6%	28.8%	20.0%	11.1%	3.3%	12.1%
B. City efforts to keep you informed about local issues	27.8%	31.6%	16.8%	12.3%	3.3%	8.2%
C. The level of public involvement in local decision making	15.6%	19.2%	23.4%	12.8%	5.7%	23.4%
D. The City's website, www.hallandalebeachfl.gov	18.7%	26.0%	18.0%	5.6%	4.1%	27.6%
E. City's newsletter, Hallandale Beach Happenings	20.4%	28.9%	16.2%	3.2%	2.5%	28.9%
F. Public access cable channel	26.0%	25.3%	16.8%	3.7%	2.8%	25.5%
G. City radio AM 1620	13.0%	15.3%	16.5%	0.7%	1.7%	52.9%
H. Telephone notification system	14.0%	12.2%	15.5%	2.2%	1.7%	54.5%
I. Local community newspaper Sun Times	30.1%	25.8%	17.1%	2.0%	1.0%	24.0%

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."(Without "Don't Know")

(N=601)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. The availability of information about City programs and services	28.0%	32.8%	22.7%	12.7%	3.8%
B. City efforts to keep you informed about local issues	30.3%	34.4%	18.3%	13.4%	3.6%
C. The level of public involvement in local decision making	20.4%	25.0%	30.5%	16.7%	7.5%
D. The City's website, www.hallandalebeachfl.gov	25.9%	35.9%	24.9%	7.7%	5.6%
E. City's newsletter, Hallandale Beach Happenings	28.6%	40.6%	22.8%	4.5%	3.5%
F. Public access cable channel	34.8%	33.9%	22.5%	4.9%	3.8%
G. City radio AM 1620	27.6%	32.5%	35.0%	1.4%	3.5%
H. Telephone notification system	30.8%	26.7%	34.1%	4.8%	3.7%
I. Local community newspaper Sun Times	39.6%	33.9%	22.5%	2.6%	1.3%

Q16. Which of the following are your primary sources of information about City issues, services, and events? (Check all that apply.)

Q16. Your primary sources of information	Number	Percent
The City newsletter, Hallandale Beach Happenings	406	67.6 %
Local newspaper, The Sun-Sentinel or The Miami Herald	238	39.6 %
Weekly newspaper, South Florida Sun Times	195	32.4 %
Notify Me (email notification)	139	23.1 %
Telephone notification system	322	53.6 %
City website, www.hallandalebeachfl.gov	142	23.6 %
Condo/home owner association meetings	106	17.6 %
Word of mouth (friends, neighbors, family)	184	30.6 %
City radio AM 1620	81	13.5 %
Blogs	16	2.7 %
Other	36	6.0 %
None chosen	18	3.0 %
Total	1883	

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

Q17. Do you have access to the Internet at home or work?	Number	Percent
Yes at home	216	36.0 %
Yes at work	15	2.5 %
Yes at both	258	43.0 %
No	110	18.3 %
Not provided	1	0.2 %
Total	600	100.0 %

Q18. Which of the following social media do you use and/or subscribe to? (Check all that apply.)

Q18. Social media you use and/or subscribe to	Number	Percent
Facebook	338	56.2 %
None chosen	182	30.3 %
YouTube	177	29.5 %
Google Plus(+)	156	26.0 %
Twitter	85	14.1 %
Other	41	6.8 %
Tumblr	15	2.5 %
MySpace	13	2.2 %
Flickr	12	2.0 %
Total	1019	

Q18a. How often do you use social media?

Q18a. How often do you use social media?	Number	Percent
Daily	267	44.4 %
Weekly	75	12.5 %
Monthly	17	2.8 %
Rarely	56	9.3 %
Never	185	30.8 %
Don't Know	1	0.2 %
Total	601	100.0 %

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

Q19. Is the information you receive from the City	Number	Percent
Too much	12	2.0 %
Just right	365	60.7 %
Not enough	190	31.6 %
Not provided	34	5.7 %
Total	601	100.0 %

Q20. How do you prefer to watch Commission meetings?

Q20. How do you prefer to watch Commission meetings?	Number	Percent
In person	72	12.0 %
Web streaming (live)	29	4.8 %
Cable television (live)	108	18.0 %
On demand archive on the city's website (taped)	34	5.7 %
<u>Do not watch commission meetings</u>	<u>358</u>	<u>59.6 %</u>
Total	601	100.0 %

Q20a. If your preference is in person, do you prefer?

Q20a. If your preference is in person, do you prefer?	Number	Percent
Daytime meetings	13	18.8 %
Nighttime meetings	22	31.9 %
Combination (1 daytime/1 nighttime)	24	34.8 %
<u>Don't care</u>	<u>10</u>	<u>14.5 %</u>
Total	69	100.0 %

Q21. 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.(Choose one only.)

Q21. Statement best describes how you feel	Number	Percent
Taxes are too high for the level and quality of City services that I am receiving	168	28.0 %
Taxes are high, but the City is providing more services at a higher quality than I expect	57	9.5 %
Taxes are just right for the level and quality of City services that I am receiving	193	32.1 %
Taxes are too low for the level and quality of City services that I am receiving	6	1.0 %
Don't know	76	12.6 %
Rent/don't pay taxes	101	16.8 %
Total	601	100.0 %

Q22. Please indicate why you originally made the decision to live in or why you continue to live in Hallandale Beach? (Check all that apply)

Q22. Decision to live in or why you continue to live	Number	Percent
Location (proximity to work/highways)	347	57.7 %
Weather	222	36.9 %
Housing (nice homes/affordable)	195	32.4 %
Recreational opportunities	68	11.3 %
Quality education system	39	6.5 %
Nice neighborhoods	203	33.8 %
Community (city character/feeling)	124	20.6 %
Birthplace (lived here all life)	75	12.5 %
Diversity	79	13.1 %
Good variety of restaurants/nightlife	115	19.1 %
Reasonable tax rate	63	10.5 %
Quality customer/citizen service	56	9.3 %
Other	103	17.1 %
None chosen	8	1.3 %
Total	1697	

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=601)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A. City leaders have a vision and long-term plan for the community	18.6%	30.6%	19.6%	6.7%	3.8%	20.6%
B. The City is a good steward of the environment	15.5%	34.6%	23.0%	5.3%	3.7%	18.0%
C. The City does a good job of protecting and preserving historical sites	22.6%	28.5%	18.6%	4.0%	2.5%	23.8%
D. The City of Hallandale Beach does a good job serving the needs of diverse populations in the community	21.8%	22.3%	23.3%	8.2%	5.5%	19.0%
E. The City values and supports community input and participation	16.6%	26.8%	23.5%	6.3%	3.2%	23.6%
F. The City is transparent in its operations	14.3%	19.6%	21.8%	9.7%	4.0%	30.6%

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: (Without "Don't Know")

(N=601)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. City leaders have a vision and long-term plan for the community	23.5%	38.6%	24.7%	8.4%	4.8%
B. The City is a good steward of the environment	18.9%	42.2%	28.0%	6.5%	4.5%
C. The City does a good job of protecting and preserving historical sites	29.7%	37.3%	24.5%	5.2%	3.3%
D. The City of Hallandale Beach does a good job serving the needs of diverse populations in the community	26.9%	27.5%	28.7%	10.1%	6.8%
E. The City values and supports community input and participation	21.8%	35.1%	30.7%	8.3%	4.1%
F. The City is transparent in its operations	20.6%	28.3%	31.4%	13.9%	5.8%

Q26. Please indicate whether you or other members of your household used the city services and facilities by circling YES or NO below.

(N=601)

	Yes	No
A. Customer Service Department (utilities customer service, cashier)	46.2%	53.8%
B. Public Works (roadways, medians, signs)	43.4%	56.6%
C. Utilities (water meter, water line repairs, water conservation, wastewater)	48.6%	51.4%
D. City Clerk's Records Request	18.4%	81.6%
E. Building Services (building permits and inspections)	34.5%	65.5%
F. City Hall Reception/Information Desk	41.1%	58.9%
G. City Minibus service	30.3%	69.7%
H. Code Compliance	27.0%	73.0%
I. City Manager's Office (public information, general City administration questions)	21.6%	78.4%
J. Finance Department (budget, accounts payable, receivable)	16.8%	83.2%
K. Personnel (job applications)	16.9%	83.1%
L. Information Technology (website questions/ assistance)	19.3%	80.7%
M. Community Redevelopment Agency (CRA) (loan/assistance programs)	16.9%	83.1%
N. Development Services (business/ occupational licenses, planning & zoning)	15.1%	84.9%
O. Human Services (social services, senior programs, after school program)	26.6%	73.4%
P. Police Services	51.9%	48.1%
Q. Fire Services	40.4%	59.6%
R. Parks services	56.9%	43.1%

Q26. If you answer YES, please rate your satisfaction with the service or facility by circling the corresponding number to the right.

(N=277)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Customer Service Department (utilities customer service, cashier)	33.2%	42.6%	14.4%	5.1%	2.2%	2.5%
B. Public Works (roadways, medians, signs)	24.3%	45.1%	20.8%	1.7%	2.3%	5.8%
C. Utilities (water meter, water line repairs, water conservation, wastewater)	33.8%	34.4%	19.0%	5.1%	4.1%	3.6%
D. City Clerk's Records Request	28.2%	19.4%	23.3%	0.0%	1.0%	28.2%
E. Building Services (building permits and inspections)	27.2%	29.1%	22.5%	5.3%	2.0%	13.9%
F. City Hall Reception/Information Desk	32.0%	36.5%	15.5%	5.5%	1.7%	8.8%
G. City Minibus service	33.3%	22.8%	16.3%	1.6%	2.4%	23.6%
H. Code Compliance	31.3%	24.2%	24.2%	7.0%	0.8%	12.5%
I. City Manager's Office (public information, general City administration questions)	23.5%	22.6%	27.8%	4.3%	1.7%	20.0%
J. Finance Department (budget, accounts payable, receivable)	32.4%	19.6%	18.6%	3.9%	0.0%	25.5%
K. Personnel (job applications)	24.0%	14.4%	26.0%	2.9%	4.8%	27.9%
L. Information Technology (website questions/assistance)	17.0%	26.4%	21.7%	2.8%	2.8%	29.2%
M. Community Redevelopment Agency (CRA) (loan/assistance programs)	28.6%	25.0%	20.5%	1.8%	2.7%	21.4%
N. Development Services (business/occupational licenses, planning & zoning)	17.2%	24.2%	29.3%	1.0%	1.0%	27.3%
O. Human Services (social services, senior programs, after school program)	29.2%	31.5%	16.2%	5.4%	1.5%	16.2%
P. Police Services	30.8%	29.8%	21.7%	7.1%	3.0%	7.6%
Q. Fire Services	46.7%	30.0%	13.3%	0.0%	0.7%	9.3%
R. Parks services	28.9%	45.9%	14.4%	3.6%	3.1%	4.1%

WITHOUT DON'T KNOW

Q26. If you answer YES, please rate your satisfaction with the service or facility by circling the corresponding number to the right.(Without "Don't Know")

(N=277)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Customer Service Department (utilities customer service, cashier)	34.1%	43.7%	14.8%	5.2%	2.2%
B. Public Works (roadways, medians, signs)	25.8%	47.9%	22.1%	1.8%	2.5%
C. Utilities (water meter, water line repairs, water conservation, wastewater)	35.1%	35.6%	19.7%	5.3%	4.3%
D. City Clerk's Records Request	39.2%	27.0%	32.4%	0.0%	1.4%
E. Building Services (building permits and inspections)	31.5%	33.8%	26.2%	6.2%	2.3%
F. City Hall Reception/Information Desk	35.2%	40.0%	17.0%	6.1%	1.8%
G. City Minibus service	43.6%	29.8%	21.3%	2.1%	3.2%
H. Code Compliance	35.7%	27.7%	27.7%	8.0%	0.9%
I. City Manager's Office (public information, general City administration questions)	29.3%	28.3%	34.8%	5.4%	2.2%
J. Finance Department (budget, accounts payable, receivable)	43.4%	26.3%	25.0%	5.3%	0.0%
K. Personnel (job applications)	33.3%	20.0%	36.0%	4.0%	6.7%
L. Information Technology (website questions/ assistance)	24.0%	37.3%	30.7%	4.0%	4.0%
M. Community Redevelopment Agency (CRA) (loan/assistance programs)	36.4%	31.8%	26.1%	2.3%	3.4%
N. Development Services (business/ occupational licenses, planning & zoning)	23.6%	33.3%	40.3%	1.4%	1.4%
O. Human Services (social services, senior programs, after school program)	34.9%	37.6%	19.3%	6.4%	1.8%
P. Police Services	33.3%	32.2%	23.5%	7.7%	3.3%
Q. Fire Services	51.5%	33.1%	14.7%	0.0%	0.7%
R. Parks services	30.1%	47.8%	15.1%	3.8%	3.2%

Q27. Approximately how many years have you lived in the City of Hallandale Beach

Q27. How many years have you lived in the City of Hallandale Beach?	Number	Percent
Less than 5 years	107	17.8 %
5 - 10 years	128	21.3 %
11 - 20 years	184	30.6 %
More than 20 years	179	29.8 %
Not provided	3	0.5 %
Total	601	100.0 %

Q28. In five years, where do you plan to be living?

Q28. In five years, where do you plan to be living?	Number	Percent
Hallandale Beach	409	68.2 %
Another city in Broward County	35	5.8 %
Another city outside Broward County in southern Florida	28	4.7 %
Other	21	3.5 %
Don't know	107	17.8 %
Total	600	100.0 %

Q29. How many persons living in your household (counting yourself), are?

	<u>Mean</u>	<u>Sum</u>
number	2.30	1381
Under age 5	0.11	67
Ages 5-9	0.10	61
Ages 10-14	0.08	50
Ages 15-19	0.08	46
Ages 20-24	0.09	56
Ages 25-34	0.23	139
Ages 35-44	0.29	175
Ages 45-54	0.33	200
Ages 55-64	0.41	245
Ages 65-74	0.33	199
Ages 75+	0.24	143

Q30. Do you have school age children (grades K-12) living at home?

<u>Q30. Do you have school age children (grades K-12) living at home?</u>	<u>Number</u>	<u>Percent</u>
Yes	104	17.3 %
No	488	81.2 %
Not provided	9	1.5 %
Total	601	100.0 %

Q30a. IF YES: For your school age children, what type(s) of school do they attend?

<u>Q30a. What type(s) of school do they attend?</u>	<u>Number</u>	<u>Percent</u>
Public school	71	68.3 %
Charter school	20	19.2 %
Private/Parochial school	15	14.4 %
Home school	3	2.9 %
Not provided	1	1.0 %
Total	110	

Q31. What is your age?

<u>Q31. What is your age?</u>	<u>Number</u>	<u>Percent</u>
Under 35	111	18.5 %
35 to 44	90	15.0 %
45 to 54	95	15.8 %
55 to 64	126	21.0 %
65+	179	29.8 %
Total	601	100.0 %

Q32. Would you say your total household income is:

Q32. Would you say your total household income is:	Number	Percent
Under \$30,000	169	28.2 %
\$30,000 to \$59,999	179	29.9 %
\$60,000 to \$99,999	88	14.7 %
More than \$100,000	95	15.9 %
Not provided	68	11.4 %
Total	599	100.0 %

Q33. Do you own or rent your home?

Q33. Do you own or rent your home?	Number	Percent
Own	383	63.7 %
Rent	196	32.6 %
Not provided	22	3.7 %
Total	601	100.0 %

Q34. Which of the following best describes your race? (Check all that apply.)

Q34. Which of the following best describes your race?	Number	Percent
White	355	59.1 %
African American	124	20.6 %
Asian/Pacific Islander	12	2.0 %
Native American	1	0.2 %
Other	124	20.6 %
Not provided	18	3.0 %
Total	634	

Q35. Are you of Hispanic, Latino, or other Spanish heritage?

Q35. Are you of Hispanic, Latino, or other Spanish heritage?	Number	Percent
Yes	224	37.3 %
No	365	60.7 %
Not provided	12	2.0 %
Total	601	100.0 %

Q36. Which of the following is the primary language for members of your household?

Q36. The primary language for members of your household	Number	Percent
English	460	76.5 %
Spanish	150	25.0 %
Creole	3	0.5 %
Other	37	6.2 %
Not provided	5	0.8 %
Total	655	

Q37. Your gender:

Q37. Your gender:	Number	Percent
Male	278	46.3 %
Female	323	53.7 %
Total	601	100.0 %

Q38. What is your highest grade of school completed?

Q38. What is your highest grade of school completed?	Number	Percent
8th grade or less	13	2.2 %
Some high school	14	2.3 %
High school graduate or GED	110	18.3 %
Some technical school	17	2.8 %
Technical School graduate	24	4.0 %
Some college	124	20.6 %
College graduate	175	29.1 %
Post-graduate or professional degree	113	18.8 %
Not provided	11	1.8 %
Total	601	100.0 %

Section 5:
Survey Instrument



OFFICE OF THE
MAYOR
&
CITY COMMISSION

JOY COOPER
Mayor

WILLIAM JULIAN
Vice Mayor

MICHELE LAZAROW
Commissioner

KEITH LONDON
Commissioner

ANTHONY SANDERS
Commissioner

400 S. Federal Highway
Hallandale Beach, FL 33009
Ph (954) 457-1300
Fax (954) 457-1454

www.coHB.org

February 2015

Dear Hallandale Beach Resident:

You have been randomly selected to help shape the future of the City of Hallandale Beach! 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. This survey will take approximately 20 minutes to complete, but your answers are very important and I encourage you to answer every question. Your answers will influence decisions by City leaders about Hallandale Beach's programs and services.

Please return your survey to ETC Institute in the enclosed postage-paid envelope as soon as possible. We have selected ETC Institute as our partner for this project because of their outstanding record of performance in working with communities nationwide. They 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.

Thank you again for your participation in helping to shape Hallandale Beach's future. Sincerely,

Joy Cooper
Mayor

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

2015 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.

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Police services	5	4	3	2	1	9
B.	Fire services	5	4	3	2	1	9
C.	Emergency medical services (EMS)	5	4	3	2	1	9
D.	Overall quality of City parks	5	4	3	2	1	9
E.	Overall quality of City recreation programs/facilities	5	4	3	2	1	9
F.	Overall appearance of City streets, medians, buildings and facilities	5	4	3	2	1	9
G.	Overall quality of City water & sewer utilities	5	4	3	2	1	9
H.	Code Compliance Division services	5	4	3	2	1	9
I.	Building Department services (permitting)	5	4	3	2	1	9
J.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
K.	City communication with the public	5	4	3	2	1	9
L.	Overall flow of traffic in the City	5	4	3	2	1	9
M.	City's stormwater drainage system	5	4	3	2	1	9
N.	Overall appearance of City beaches	5	4	3	2	1	9
O.	Human Services (social services)	5	4	3	2	1	9
P.	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 letters below using the letters 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."

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall quality of services	5	4	3	2	1	9
B.	Overall image/appearance of the City	5	4	3	2	1	9
C.	Overall quality of life in the City	5	4	3	2	1	9
D.	Overall quality of public education in the City	5	4	3	2	1	9
E.	Overall feeling of safety in the City	5	4	3	2	1	9
F.	Overall value received for your City tax dollars/fees	5	4	3	2	1	9
G.	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:

<i>How safe do you feel:</i>		<i>Very Safe</i>	<i>Safe</i>	<i>Neutral</i>	<i>Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
A.	Walking alone in your neighborhood in general	5	4	3	2	1	9
B.	Walking alone in your neighborhood during the day	5	4	3	2	1	9
C.	Walking alone in your neighborhood after dark	5	4	3	2	1	9
D.	In City parks and recreation facilities	5	4	3	2	1	9
E.	In business areas of the City during the day	5	4	3	2	1	9
F.	In business areas of the City after dark	5	4	3	2	1	9

11. 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.”

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Appearance of City parks	5	4	3	2	1	9
B.	The number of City parks	5	4	3	2	1	9
C.	Appearance of recreational facilities	5	4	3	2	1	9
D.	Variety of amenities offered in City parks	5	4	3	2	1	9
E.	Availability of walking and biking paths	5	4	3	2	1	9
F.	Outdoor athletic fields (i.e. baseball, soccer, etc.)	5	4	3	2	1	9
G.	The City's youth athletic programs	5	4	3	2	1	9
H.	The City's adult athletic programs	5	4	3	2	1	9
I.	Variety of recreational programs offered	5	4	3	2	1	9
J.	Special events, such as the July 4 th Celebration and Holiday Lights	5	4	3	2	1	9
K.	Ease of registering for programs	5	4	3	2	1	9
L.	Fees charged for recreation programs	5	4	3	2	1	9
M.	Park rental facilities (rooms, picnic pavilions, beach chickee hut)	5	4	3	2	1	9
N.	The City's day camp programs (day camp, after school, summer)	5	4	3	2	1	9
O.	Appearance and quality of the tennis complex	5	4	3	2	1	9
P.	Aquatics facility and programs offered	5	4	3	2	1	9

12. Which FOUR of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 11 above].

1st.:____ 2nd.:____ 3rd.:____ 4th.:____

13. 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.”

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Water and sewer service	5	4	3	2	1	9
B.	Residential trash collection service	5	4	3	2	1	9
C.	Curbside recycling service	5	4	3	2	1	9
D.	Yard waste service	5	4	3	2	1	9
E.	Bulk trash pickup service	5	4	3	2	1	9

14. 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.”

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Enforcement of the exterior maintenance of residential property	5	4	3	2	1	9
B.	Enforcement of the exterior maintenance of commercial property	5	4	3	2	1	9
C.	Communication from the Code Division	5	4	3	2	1	9

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:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep you informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in local decision making	5	4	3	2	1	9
D.	The City's website, www.hallandalebeachfl.gov	5	4	3	2	1	9
E.	City's newsletter, <i>Hallandale Beach Happenings</i>	5	4	3	2	1	9
F.	Public access cable channel	5	4	3	2	1	9
G.	City radio AM 1620	5	4	3	2	1	9
H.	Telephone notification system	5	4	3	2	1	9
I.	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)

- | | |
|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> (01) The City newsletter, <i>Hallandale Beach Happenings</i> | <input type="checkbox"/> (05) Telephone notification system |
| <input type="checkbox"/> (02) Local newspaper, The Sun-Sentinel or The Miami Herald | <input type="checkbox"/> (06) City website, www.hallandalebeachfl.gov |
| <input type="checkbox"/> (03) Weekly newspaper, South Florida Sun Times | <input type="checkbox"/> (07) Condo/home owner association meetings |
| <input type="checkbox"/> (04) Notify Me (email notification) | <input type="checkbox"/> (08) Word of mouth (friends, neighbors, family) |
| | <input type="checkbox"/> (09) City radio AM 1620 |
| | <input type="checkbox"/> (10) Blogs |
| | <input type="checkbox"/> (11) Other: _____ |

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

- | | |
|------------------------------------------|------------------------------------------|
| <input type="checkbox"/> (1) Yes at home | <input type="checkbox"/> (3) Yes at both |
| <input type="checkbox"/> (2) Yes at work | <input type="checkbox"/> (4) No |

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

- | | |
|---------------------------------------|---------------------------------------------|
| <input type="checkbox"/> (1) Facebook | <input type="checkbox"/> (5) Google Plus(+) |
| <input type="checkbox"/> (2) Twitter | <input type="checkbox"/> (6) YouTube |
| <input type="checkbox"/> (3) Tumblr | <input type="checkbox"/> (7) Flickr |
| <input type="checkbox"/> (4) MySpace | <input type="checkbox"/> (8) Other: _____ |

18a. **How often do you use social media?**

- | | |
|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> (1) Daily | <input type="checkbox"/> (4) Rarely |
| <input type="checkbox"/> (2) Weekly | <input type="checkbox"/> (5) Never |
| <input type="checkbox"/> (3) Monthly | |

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

- | | |
|-----------------------------------------|-----------------------------------------|
| <input type="checkbox"/> (1) Too much | <input type="checkbox"/> (3) Not enough |
| <input type="checkbox"/> (2) Just right | |

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) Nighttime meetings
- (3) Combination (1 daytime/1 nighttime)
- (4) Don't care

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 just right 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) Rent/don't pay taxes

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)
- (02) Weather
- (03) Housing (nice homes/affordable)
- (04) Recreational opportunities
- (05) Quality education system
- (06) Nice neighborhoods
- (07) Community (city character/feeling)
- (08) Birthplace (lived here all life)
- (09) Diversity
- (10) Good variety of restaurants/nightlife
- (11) Reasonable tax rate
- (12) Quality customer/citizen service
- (13) 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>
A.	City leaders have a vision and long-term plan for the community	5	4	3	2	1	9
B.	The City is a good steward of the environment	5	4	3	2	1	9
C.	The City does a good job of protecting and preserving historical sites	5	4	3	2	1	9
D.	The City of Hallandale Beach does a good job serving the needs of diverse populations in the community	5	4	3	2	1	9
E.	The City values and supports community input and participation	5	4	3	2	1	9
F.	The City is transparent in its operations	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?**

30. **Do you have school age children (grades K-12) living at home?**
 (1) Yes (answer question 30a.)
 (2) No (skip to question 31)
- 30a. IF YES: For your school age children, what type(s) of school do they attend?**
 (1) Public school
 (2) Charter school
 (3) Private/Parochial School
 (4) Home School
31. **What is your age?** _____ years
32. **Would you say your total household income is:**
 (1) Under \$30,000
 (2) \$30,000 to \$59,999
 (3) \$60,000 to \$99,999
 (4) More than \$100,000
33. **Do you own or rent your home?** (1) Own (2) Rent
34. **Which of the following best describes your race?** (check all that apply)
 (1) White
 (2) African American
 (3) Asian/Pacific Islander
 (4) Native American
 (5) Other: _____
35. **Are you of Hispanic, Latino, or other Spanish heritage?** (1) Yes (2) No
36. **Which of the following is the primary language for members of your household?**
 (1) English
 (2) Spanish
 (3) Creole
 (4) Other: _____
37. **Your gender:** (1) Male (2) Female
38. **What is your highest grade of school completed?**
 (1) Eighth grade or less
 (2) Some high school
 (3) High school graduate or GED
 (4) Some technical school
 (5) Technical school graduate
 (6) Some college
 (7) College graduate
 (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.