



MIAMI BEACH

# 2007 Community Satisfaction Survey

## Executive Summary of Results

CONFIDENTIAL

April 2007

Prepared by:  
Mr. Rosario Porpora  
Consultant  
Hay Group Insight  
2310 Plaza Five  
Jersey City, NJ 07311  
Office: (201) 377-5842  
Fax: (201) 377-5811

This document serves as a high-level summary of the results from the recently completed 2007 City of Miami Beach Community Satisfaction Survey.

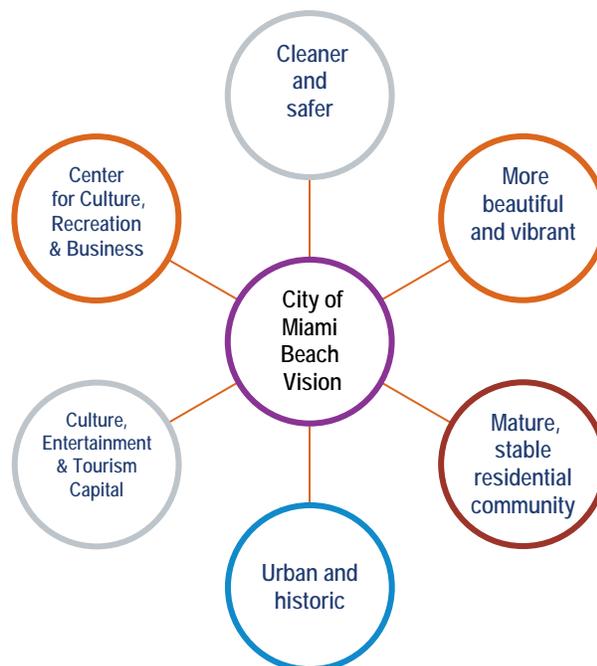
## Survey Objective and Background

The main objectives of the 2007 Community Satisfaction Survey are to:

- Understand satisfaction among City of Miami Beach residents and businesses with quality of life in the City, services received, City government, and recent initiatives
- Measure change since the 2005 Community Satisfaction Survey
- Benchmark Miami Beach to similar cities/jurisdictions
- Determine areas of strength and opportunities for improvement
- Utilize community input to support the budget process
  - Provide actionable data to make decisions

The survey is aligned with the City of Miami Beach’s stated mission and 5-year strategy.

**Mission Statement:** “The City of Miami Beach is committed to providing excellent public service and safety to all who live, work and play in our vibrant, tropical, historic community”



The below timeline highlights key survey milestones for the major steps in the process:

<u>Step</u>	<u>When</u>
1) Survey Planning (work plan, communications)	October/November 2006
2) Questionnaire Development (interviews, re-design, translation)	Late November to Early December 2006
3) Administration Preparation (sample list development)	Late December 2006 – Early January 2007
4) Survey Administration (telephone/mail)	January 8 – 29
5) Data Processing and Analysis	February – April
6) Report Preparation & Delivery to City Mayor & Commissioners	April 27

6 © 2007 Hay Group. All rights reserved.

## Survey Methodology

Surveys were administered via telephone using trained bilingual interviewers. A stratified sample by region was employed for both Residents and Businesses to obtain reliability estimates of 95%, +/-5% overall for both surveys (+/-7% by region). Results were weighted by region and to reflect actual population demographics.

### Resident Survey

- **1,050** completed survey responses (out of 5,000 contacted) = 21% participation
- 2005 participation also 21%
- Confidentiality estimate of 95%, +/-3%

### Business Survey

- **513** completed survey responses (out of 4,731 contacted) = 11% participation
- 2005 participation = 8%
- Confidentiality estimate of 95%, +/-4%

## Overview of Results

- Resident results overall remain favorable across a number of survey items, and some services have improved further
- Moreover, business results improving across many survey items, with over 40% of comparable questions increasing by at least 5 points from 2005
  - Now approaching the high levels of resident satisfaction and favorability (as compared to norms especially)
- As in the last survey, one of the most important issues emerging from the results is the variation in views across the different regions in Miami Beach
  - Mid-Beach overall tends to be the most positive – South Beach and South Pointe results improving on the aggregate as well
  - There appears to be a widening gap between North Beach and other regions (across a wide variety of issues) - North Beach often least favorable and lower than 2005 scores
- In comparison to other cities/jurisdictions, Miami Beach is often similar to or above norms
  - Only a few instances where Miami Beach falls below other cities/jurisdictions (and it's similar to 2005 findings)

## Key Positives

- Improvement in business results (major increase from 2005)
- Overall improvement is seen in rating the City of Miami Beach as a place to run a business, but even more dramatically in the job the City of Miami Beach is doing in meeting their needs

*Compared to other cities you know about, how would you rate Miami Beach as a place to run a business?*



*In general, how good a job do you feel Miami Beach City government is doing in meeting the needs of your business?*



- Significant improvements in business ratings can be seen in several areas including cleanliness of streets and waterways, collection of garbage and trash, landscape maintenance in rights-of-way and public areas, amount done for historic preservation, ratings of recreational programs and facilities, recently completed capital projects, overall experience when contacting the City

- Quality of life in the City is rated highly, the City is seen as an 'excellent' or 'good' place to live, work, play or visit (and majority feel it's getting better) and over ¾'s of residents would recommend it to others as a place to live

**Overall, how would you rate the quality of life within the City of Miami Beach?**



**Would you recommend the City of Miami Beach to family and friends as a place to live?**



*In general, how good a job do you feel Miami Beach City government is doing in meeting your needs and/or the needs of your family?*



- Safety during the day/evening positive and services from Fire, EMS, Ocean Rescue/Beach Patrol, Emergency/Hurricane preparedness and Police rated well
- Recent capital improvement projects (Beachwalk, Tot lots and Youth Centers, Golf Club, etc.) favorable and similar to 2005
- Maintenance/appearance of public buildings, parks, playgrounds, landscaping in rights of way, and street lighting positive
- Recreation programs/facilities and quality of beaches still quite favorable
- Tourism's contribution to quality of life and Residents contribution to business success viewed favorably
- When contacting the City, courteousness/professionalism of City employees most positive of the customer service questions
- Cleanliness of streets in neighborhoods and Garbage/trash collection still rated well
- 2/3 feel the City is doing enough with historic preservation and being dog-friendly
- Noise levels (across the City, generally not a problem)
- Availability of events and job the City is doing handling events show good results

## Key Areas of Focus

- Pace of new construction/development (results less positive this year)
- Getting Around the City
  - Traffic flow (biggest decline in the survey results for residents)
  - Condition of roads
  - Available parking in neighborhoods and especially in other parts of the City
  - Availability of pedestrian trails & bike paths/lanes
  - Ability of public transit to get employees/customers to businesses (Business)
- Addressing homelessness
- Storm drainage, cleanliness of canals/waterways and condition of sidewalks
- Availability (too few) museums/theaters, family friendly activities and stores
- When contacting the City, ease of finding someone, having trained staff, and overall satisfaction with experience (but it varies based on reason for contact)
- Dealing with the Building Department

## Resident Survey Results compared to Other Cities

- Miami Beach compares very well against normative benchmarks
- Instances where Miami Beach is above norm on most or all comparisons:
  - Quality of life (compared to similar cities and other cities in Florida)
  - Miami Beach as a place to live
  - City government meeting needs and open/interested in residents' concerns and issues
  - Street lighting
  - Recreation programs and facilities
  - Appearance of playgrounds
  - Quality of beaches
  - Maintenance of parks
  - Code enforcement
  - Safety (Police, Fire, EMS, Emergency preparedness, safe during day/night)
  - Condition of roads, local schools, courteous employees
- Instances where Miami Beach is below norm
  - Storm drainage (except for similar cities where results are on par)
  - Garbage/trash collection (except for similar cities where results are on par)
  - Condition of sidewalks
  - Pedestrian trails and bicycle paths/lanes
  - Value of City services for taxes paid
  - Training of employees and overall experience dealing with the City (except for similar cities where results are on par)

## Recommendations/Next Steps

- Post-retreat discussions
  - Review and acknowledge survey results
  - Consensus on positive areas and opportunities for improvement
  - Link to strategic themes and recent/planned initiatives
- Agree to address several key issues that impact strategic plan and tie into upcoming initiatives
  - Focus on the key areas where you could make important “headway” over the next two years
  - Keep in mind that not all groups share the same views and that some issues are concentrated by region
- Communicate to all groups (residents, businesses and City employees)
  - Survey acts as a communication tool – continue the dialogue
  - Send out communication (through various media/methods and in English/Spanish) on survey results
  - Thank and provide feedback on methodology and overview of results
  - Be clear that not all areas can be addressed immediately but that highest priorities will get attention
  - Involve them in developing action plans (perhaps some ad-hoc focus groups centered around specific issues from the survey, e.g., transportation)
  - On-going communications with groups (utilizing various media) to update them on progress and any actions taken - link actions to survey results