The City of Miami Beach

2005 Community Satisfaction Surveys

Executive Summary of Results

May 2005

Executive Summary

This document serves as a high-level summary of the results from the City of Miami Beach Community Satisfaction Surveys.

Overall Assessment of Community Satisfaction Surveys

- There was a strong response from surveys conducted - Residents, Businesses and Community Organizations. Those contacted indicated a willingness to participate in the survey

- Favorable results overall in comparison to similar jurisdictions – the City of Miami Beach is often similar to or above norms

- Overall, many areas rated well – large majority are satisfied living in the City of Miami Beach and many feel it is getting better as a place to live, work, play or do business (moving in the right direction)

- Most favorable results center around Public Safety, Recent Capital Improvement Projects, Maintenance Services (parks, playgrounds, public buildings, etc.), Recreation Programs/Facilities, Garbage/ Trash Collection, Quality of Beaches, and Courteousness/ Professionalism of City employees

- Perhaps, as a consequence of the explosion of growth across the City over the past several years, concerns were expressed regarding Transportation, Homelessness, Affordable Housing, Pace of Development/Construction, and some Infrastructure areas (storm drainage, cleanliness of canals/waterways, and condition of roads)

Survey Objective and Background

The key objectives of the 2005 Community Satisfactions Surveys were:

- Understand current satisfaction levels among community groups (Residents, Businesses and Community Organizations) with the City of Miami Beach government and the services it provides

- Determine whether the priorities identified in the five-year vision/strategy plan are indeed the 'right' ones based on feedback from groups

- Benchmark the City to similar jurisdictions

- Provide recommendations for improving satisfaction and quality of life

- Create a baseline that can be used to track progress over time

Focus groups were conducted with selected participants from each community group to gain perspective on important issues and provide input into the development of the survey instruments.

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

Project Review – Key Steps and Milestones

Steps	Residents	Businesses	Community Orgs
Survey Planning (meeting, work plan)	October 2004	October 2004	October 2004
Focus Groups (recruiting, interviews, written summary)	November – Early December 2004	November – Mid December 2004	November – Mid December 2004
Questionnaire Development (design survey instruments)	November – December 2004	December 2004 – Late February 2005	December 2004 – Late February 2005
Administration Preparation (call set-up, translations, lists, etc.)	Late January	Late February – Early March	Late February – Early March
Survey Administration (outbound calls, mail)	Feb 1 – Apr 13 (no calls made during BOAT SHOW/MOVE OUT)	Mar 10 – Apr 29	Mar 10 – Apr 8
Data Processing and Analysis	Apr 13 – Apr 29	Apr 29 – May 14	Apr 11 – May 7
Report Preparation & Delivery	May 20	May 20 – June	May 20 – June

HayGroup

Survey Administration

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). A telephone census was performed for Community Organizations.

Results from Resident and Business surveys were weighted to reflect actual population demographics.

Resident Survey

- **1,053** completed survey responses (out of over 5,000 contacted) = 21% participation.

- Confidentiality estimate of 95%, +/-3%.

Business Survey

- **466** completed survey responses (out of 5,395 contacted) = 8% participation.

- Confidentiality estimate of 95%, +/-4%.

Community Organization Survey

- **26** completed survey responses (out of 46 contacted) = 61% participation.

Overview of Results

- Results from Community Satisfaction Surveys were very favorable

- Feedback from Community Organizations was the most positive of the three surveys performed

- Overall feedback from Residents was quite favorable across a number of dimensions

- Overall feedback from Businesses was favorable, although in some areas more critical than Residents or Community Organizations

- Some variation by region within Resident and Business groups

- In comparison to other cities/jurisdictions, Miami Beach is often above the norms or similar to the norms in most cases

- Quality of life in the City was rated very high with 77% responding that the quality of life is either excellent or good.

- Overall, the City is seen as an excellent or good place to live by 84% of those responding

- Over half of the respondents, 55%, say that Miami Beach is a better place to live today than just a few years ago

- 66% of the residents responded that the City is open and interested in their concerns/issues and 66% responding that the City is doing a favorable job meeting their needs

- Safety and City services provided by Police, Fire, Emergency Medical Response, Ocean Rescue/Beach Patrol, and Emergency/Hurricane preparedness ranked very high.

  o 78% responded that police services were excellent or good

  o 96% responded that fire services were excellent or good

  o 90% responded that emergency medical response services were excellent or good

  o 95% responded that Ocean Rescue services were excellent or good

  o 91% responded that the City's Emergency/Hurricane Preparedness efforts were excellent or good

  o 89% responded that they feel very safe or reasonably safe in their neighborhood during the day

  o 71% responded that they feel very safe or reasonably safe in their neighborhood during the evening/night

  o 66% responded that they feel very safe or reasonably safe in business / commercial areas during the evening/night

- Of those surveyed, 83% stated that recent capital improvement projects (Beachwalk, Youth Center, Golf Club, etc.) were either excellent or good

- 82% of the residents surveyed either strongly agreed or agreed that the tourism industry in Miami Beach contributed to the overall quality of life in the City. This area also ranked high with Businesses and Community Organizations

- When contacting the City, 73% of those responding stated that they either strongly agreed or agreed that employees were courteous

- The quality of beaches ranked high with 80% responding that they are either excellent or good

- Maintenance/appearance of public buildings, parks, playgrounds and landscaping in rights of way ranked high:

  - 80% responding that the maintenance/appearance of public buildings was either excellent or good

  - 81% responding that the maintenance of parks was either excellent or good

  - 82% responding that the appearance of playgrounds was either excellent or good

  - 77% responding that landscaping in the rights-of-way was either excellent or good

- Recreation programs/facilities were rated as either excellent or good by 78% of the respondents

- Garbage/trash collection was rated by 80% of the respondents as either excellent or good (Businesses, however, rated this service lower)

- The availability of restaurants was rated as the right amount by 78% of the respondents

- The occurrence of major events was rated as the right amount by 51% of the respondents. 38% responded that they want more special events to occur. 65% responded that the City is doing a very good or good job in handling these special events

Key Areas for Improvement

- Transportation

  - Traffic flow – 36% rated it as excellent or good and 31% as poor

  - Condition of roads – 47% rated it as excellent or good and 23% as fair poor

  - Available parking across Miami Beach – 77% rated it as too little or much too little. 46% responded that the availability of parking in their neighborhood was either about the right amount, too much or much too much

- Addressing homelessness – 31% rated the City's efforts as excellent or good and 36% as poor

- Public Safety – When asked what the most important area the city could address to improve public safety, 26% responded reducing homelessness; 25% increasing visibility of police in neighborhoods; and 23% preventing crime

- Availability of affordable housing – 38% rated it as acceptable / about the right amount and 50% as too little

- Pace of new construction/development - across Miami Beach 41% rated it as about the right amount and 55% as too much or much too much. In their neighborhoods, 54% rated it as about the right amount and 31% too much or much too much

- Storm drainage – 45% rated it as excellent/good and 28% as poor

- Cleanliness of canals/waterways – 49% rated it as excellent or good and 22% as poor

- Condition of sidewalks – 53% rated it as excellent or good and 18% as poor

- Availability of cultural activities – 62% rated the availability as about the right amount and 34% rated the availability as too few

- Availability of stores that service daily needs – 61% rated the availability as about the right amount and 36% rated the availability as too few

- Amount of information received from the City – 60% rated it as about the right amount and 38% as too little

Other Key Findings

- Residents:

    o Amount of noise (some variation by region) – Overall, 76% responded that noise levels in their neighborhood were acceptable/not a problem on a typical day. Only 7% responded that noise levels in their neighborhood on a typical day were much too much.

        ▪ Of those that rated noise as an issue, 29% stated that the main cause was from car horns /motorcycles

        ▪ The least important causes of noise were nightclubs/restaurants with a combined 5% and special events/festivals with 0%

        ▪ Interestingly, 65% of the respondents from the South Pointe area stated that the amount of noise levels in their neighborhood were acceptable on a typical day and only 5% responded that noise levels in their neighborhood on a typical day was much too much

    o Level of enforcement of codes/ordinances – 71% responded that the level was acceptable and about the right amount

    o Historic Preservation - 66% responded that the City's efforts were about the right amount. 24% responded that the City's efforts were too little or much too little

    o Education – 62% responded that they were either very satisfied or satisfied with local schools in the City.

        ▪ 73% stated that they would support the City reallocating City tax dollars to increase public school funding to improve the quality of public schools.

        ▪ Interestingly, 70% of the respondents do not have school age children

    o Hotel stay and use of hotel amenities – Both areas rated positively overall with 85% and 89% respectively rating their experience as either excellent or good

- Businesses:

  o View of fire inspections was positive

  o Cleanliness of streets in business/commercial areas, building code enforcement/compliance, contacting the City to pull a permit/plan review, and City being open/interested in business concerns/issues (a key driver of several key outcome measures) unique issues among businesses

- Community Organizations:

  o Relationship between Community Organizations and the City as well as the City's website are given high marks

  o Increasing awareness among residents/businesses of the various roles/functions of Community Organizations remains an important consideration

Resident Survey results compared to Other Cities/Jurisdictions:

- Overall, largely similar to norms of benchmark cities with a number of cases where Miami Beach is above the norm and only a few where Miami Beach is below the norm

- **Instances where Miami Beach is above norm:**

  o As a place to live

    ▪ Miami Beach ranked 3 out of 16 jurisdictions for comparable cities

    ▪ Miami Beach ranked 4 out of 21 jurisdictions for cities with a population between 70,000 and 100,000

    ▪ Miami Beach ranked 53 out of 245 jurisdictions nationally

    ▪ Miami Beach ranked 2 out of 15 jurisdictions in the state of Florida

- City government meeting needs of community

  - Miami Beach ranked 3 out of 9 jurisdictions for comparable cities

  - Miami Beach ranked 1 out of 7 jurisdictions for cities with a population between 70,000 and 100,000

  - Miami Beach ranked 16 out of 104 jurisdictions nationally

  - Miami Beach ranked 2 out of 7 jurisdictions in the state of Florida

- City government is open/interested in hearing from community

- City employees were courteous and professional

  - Miami Beach ranked 3 out of 9 jurisdictions for comparable cities

- Safety (Police Services, Fire Services, EMS Services, Safety after dark in commercial and residential areas, and safety in residential areas during the day)

  - Miami Beach ranked above the norm for comparable cities in each of the safety areas listed above

  - Miami Beach ranked above the norm for cities with a population between 70,000 and 100,000 in each of the areas listed above, except for Police Services which ranked 12 out of 29 jurisdictions (ranking similar to the norm)

  - Miami Beach ranked above the norm nationally for each of the areas listed above, except for Police Services which ranked 129 out of 348 jurisdictions (ranking similar to the norm)

  - Miami Beach ranked above the norm in the State of Florida for each of the areas listed above, except for Police Services which ranked 7 out of 23 jurisdictions (ranked similar to the norm)

- Recreation programs

    - Miami Beach ranked 1 out of 5 jurisdictions for comparable cities

- Appearance of playgrounds

    - Miami Beach ranked 6 out of 20 jurisdictions nationally

- Beaches

    - Miami Beach ranked 2 out of 8 jurisdictions nationally

- Traffic flow

    - Miami Beach ranked 2 out of 5 jurisdictions for comparable cities

    - Miami Beach ranked 2 out of 6 jurisdictions for cities with a population between 70,000 and 100,000

    - Miami Beach ranked 28 out of 51 for jurisdictions nationally

    - Miami Beach ranked 3 out of 5 for jurisdictions within the state of Florida

- **Instances where Miami Beach is below norm:**

    - Storm drainage

        - Miami Beach ranked 8 out of 13 jurisdictions for comparable cities

        - Miami Beach ranked 8 out of 11 for cities with a population between 70,000 and 100,000

        - Miami Beach ranked 102 out of 143 jurisdictions nationally

        - Miami Beach ranked 8 out 15 jurisdictions in the state of Florida

    - Value of City services for taxes paid

Recommendations/Next Steps

- Mayor, City Commissioners and City Manager review survey results in detail to gain deeper understanding of issues by survey group, region and other demographics (May 20, 2005)

- Mayor, City Commission and City Manager prioritize areas for improvement and develop plan of action (May 20-21, 2005)

- Communicate results to community groups using various tactics (internal and external)

- Create dedicated team(s) consisting of various City employees across departments to tackle various initiatives related to survey issues

- Track progress regularly and follow-up