



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 123-2012

LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: May 4, 2012

SUBJECT: 2012 Community Satisfaction Survey Report

The purpose of this LTC is to transmit the results of the 2012 City of Miami Beach Community Satisfaction Survey Report (attached). The 2012 residential and business surveys, conducted by Kerr and Downs Research, are the City's fourth set of comprehensive, statistically valid community satisfaction surveys since 2005.

In 2005, the City of Miami Beach formalized a performance-based approach for allocating resources based on the City's Strategic Plan priorities and department work plans based on the City's Excellence Model. A key component of this process is the Community Satisfaction Survey. The first set of community surveys were conducted in 2005 and the second set in 2007. These were followed by focus groups in 2006 and 2008 to get more in-depth information on issues identified through each of those surveys. The third set of surveys was conducted in 2009.

As in similar years, the 2012 Survey followed specific data collection methodologies, ensuring that the data gathered would be statistically valid. The methodology used is explained in detail on page 21 of the Report. As noted, 1,851 residents and 964 businesses participated this year.

Overall, the 2012 results were similar to the 2009 survey results. A substantial number of services received positive ratings, ranging from 70% to 90% of the residents. As with the residential surveys, the overall snapshot of business ratings of the City were, on the whole, not significantly different from the 2009 ratings. A substantial number of services received positive ratings, ranging from 70% to 95% of businesses.

When compared to the 2009 survey, several services were higher and generally up, rating in the 80% to 95% range by both residents and businesses. Our public schools (91% of residents rating excellent or good) and Fire (91% of residents and 93% of businesses rating excellent or good) were the highest rated overall services.

Services that received comparatively high percentages of positive ratings from both residents and businesses included:

- appearance and maintenance of public buildings (87% of residents and 83% of businesses rating excellent or good);
- quality of beaches (84% of residents and 86% of businesses rating excellent or good);
- park maintenance (82% of residents and 86% of businesses rating excellent or good); garbage & trash pick-up (81% of residents and 71% of businesses rating excellent or good);
- landscape maintenance (79% of residents and 80% of businesses rating excellent or good).

Customer service ratings remained mostly stable from 2009 to 2012 with high percentages of residents and businesses giving City employees high marks for professionalism (85% of residents and 81% of businesses rating excellent or good) and competency (75% of residents and 74% of businesses rating excellent or good).

Historic preservation efforts rated high by both residents and businesses (78% of residents and 82% of businesses rating as about the right amount).

Additional areas showing improvement from both residents and businesses include parking availability; emergency response; cultural activities; and the number of major events. "Value of information from the City" also received high ratings. Also, both residents and businesses rated neighborhood and commercial safety in both the daytime and nighttime as high. Ratings for cleanliness (74% of residents and 62% of businesses rating excellent or good) remained stable between 2009 and 2012, but continue to be significantly improved from the 2005 survey results.

In addition to the above positive results, residents surveyed indicated that their standard of living outlook improved significantly from 53% positive ratings in 2009 to 80% ratings in 2012. Quality of life was up four percentage points from 2009 to 89% in 2012. Residents also provided positive ratings for recreation programs (85%); playground appearance (84%); neighborhood noise (75%); and capital improvements (81%).

Business ratings for many other services were also high in 2012, with 80% positive ratings for business improvement compared to 49% in 2009.

The survey also identified areas where the City could improve. For both residents and businesses, these continue to be the following:

- storm drainage (37% of both residents and businesses rating excellent or good);
- addressing homelessness (42% of residents and 69% of businesses rating excellent or good), although homelessness improved from 2005 levels (31% and 25% respectively);
- traffic flow (27% of residents and 34% of businesses rating excellent or good);
- conditions of roads (44% of residents and 40% of businesses rating excellent or good).

Ratings for management of major events also declined (57% of residents and 59% of businesses rating excellent or good).

Over half of the businesses reported being inspected by the Building Department in the past three years, with the department receiving low to moderate ratings. Contact with the Building Department was also identified as an area for improvement, with only 47% of businesses describing their experience with the department as positive. Business owners and managers identified high property taxes, high rent, and high insurance costs as their greatest challenges.

While Police department ratings dropped for residents and businesses (from 84% to 66% and 81% to 71%, respectively); perceptions of safety in neighborhoods and commercial areas remained stable.

Value of services, a difficult measure for cities to rate highly on, declined since 2009 with 56% of residents and 52% of businesses giving a positive rating for the value of services for taxes paid, but remain above the 2005 survey levels (50% and 41% respectively).

The intended purpose of the surveys is to gather general feedback and input from our residents and businesses on their level of satisfaction with the services we provide, as well as to continue to refine priority areas for the organization to focus on, and actionable recommendations for improvements to our services. Kerr & Downs Research will provide an in depth presentation on all survey information at the upcoming Commission Retreat on May 18, 2012.

If you have any questions or need additional information, please feel free to contact me.