



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **251-2012**

LETTER TO COMMISSION

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

FROM: Kathie G. Brooks, Interim City Manager

DATE: October 4, 2012

SUBJECT: 2012 Community Satisfaction Survey Report Update

The purpose of this LTC is to transmit the revised results of the 2012 City of Miami Beach Community Satisfaction Survey Report inclusive of consultant strategic recommendations. 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.

Minor changes were made by the consultant throughout the document based on a review of the final data set and the report. Below is a listing of the changes made to the report since May 21, 2012:

- Pg 10: paragraph 7 changed "business department" to "building department"
- Pg 11: rating for traffic flow changed to 23 (rating) from 27 (rating)
- Pg 16: contacted the City in the past year changed from 66 (rating) to 62 (rating)
City open to businesses' concerns changed from 61 to 59 (rating)
- Pg 17: been inspected by building department in past three years changed from 56 (rating) to 55 (rating); Fairness in business department inspections changed to fairness in building department inspections and rating changed from 69 (rating) to 63 (rating); Been inspected by fire department in past three years changed from 62 (rating) to 63 (rating); Fire department employees had proper knowledge and training changed from 91 (rating) to 92 (rating)
- Pg 18: manager/assistant manager changed to manager
- Pg 37: Section about as length of establishment of business in Miami Beach increases removed because not part of the model
- Pg 42: Standard of living outlook last sentence. Twenty changed to twenty-one and 4% of total changed to 5% of total
- Pg 60: Public schools. 60% very satisfied changed to 63% very satisfied and from changed to from Cleanliness of canals/waterways. 52% after Mid Beach removed
- Pg 61: Street lighting. Nearly identical to 2009 changed to down 7 percentage points from 2009; Garbage collection. Condo Corridor removed from second sentence, along with Mid Beach Sustainability. After 63% of Mid Beach residents, South Pointe residents added
- Pg 63: Public School data from 2005 added
- Pg 102: Police rating. 68% (good and excellent responses) changed to 66% (good and excellent responses); Ocean rescue rating. 81% (good and excellent responses) changed to 71% (good and excellent responses); Neighborhood safety during the night. 88% (very safe and somewhat safe) changed to 86% (very safe and somewhat safe)
- Pg 114: 30% (too few response) after South Pointe changed to 31% (too few response)

- Pg 102: data from about right 2009 added
- Pg 121: data from about right 2009 added; bottom changed from cultural activities to family friendly activities
- Pg 128: Capital improvements. 71% (good and excellent responses) changed to 74% (good and excellent responses)
- Pg 136: Value of information. Residents of South Beach & Bella Isle and Mid Beach changed to South Pointe and Condo Corridor; Frequency of contacting the City. Changed to: Fewer than half of residents in all zones except Mid Beach contacted the City last year. The typical Mid Beach resident contacted the City four times last year, while the average South Pointe and North Beach resident did not contact the City. Only 28% of residents from South Pointe contacted the City last year, while 66% of Mid Beach residents reported doing so; Method of contact. 71% of total changed to 67% (of total) and 12% (of total) changed to 13% (of total)
- Pg. 144: Section about method of contacting the City deleted because the data is not in this section of the report
- Pg 171: Last sentence changed to: Business owners in South Beach gave comparatively lower ratings (77% good and excellent responses) for landscape maintenance in rights away and public places.
- Pg 184: Verbiage from Satisfaction with inspections and level of code enforcement flipped. Also in new Satisfaction with inspections section, Seven out of ten business owners (69% very satisfied and satisfied responses) instead of Six out of ten business owners (61% very satisfied and satisfied responses)
- Pg 203 reduce homelessness should be at 65% (of total) not 61% (of total)
- Pg 222: data from about right 2009 added
- Pg 223 data from about right 2009 added
- Pg 232: Incidence of contacting the city. 64% (of total) changed to 62% (of total) and 14% (of total) changed to 15% (of total)
- Pg 240: Openness to hearing business concerns. 23% (disagreed) changed to 22% (disagreed) and did agreed changed to disagreed.
- Pg 258: Number of inspections by building department. 56% (of total) changed to 55% (of total); Evaluation of building department. 53% (fair and poor responses) changed to 52% (fair and poor responses)
- Pg 259: Number of inspections by fire department. 62% (of total) changed to 63% (of total). 53% (of total) changed to 52% (of total); How open the fire department is to hearing form businesses. Space added between suggestions and reaction.
- Pg 353: 2012 fair and poor rating changed from 16% (fair and poor responses) to 17% (fair and poor responses)
- Pg 354: 2012 fair and poor rating changed from 18% (fair and poor responses) to 17% (fair and poor responses)
- Pg 356: 2012 fair and poor rating changed from 19% (fair and poor responses) to 18% (fair and poor responses)
- Pg 357: 2012 fair and poor rating changed from 58% (fair and poor responses) to 57% (fair and poor responses)
- Pg 359: 2012 about the right amount rating changed from 60% (about right responses) to 61% (about right responses)
- Pg 368: 2012 bicycles changed from 49% (of total) to 48% (of total)
- Pg 411: 2005 fair and poor rating changed from 26% (fair and poor responses) to 27% (fair and poor responses)
- Pg 455: Awareness of City's website changed to Visited the City's website

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

KGBILDR
Attachment