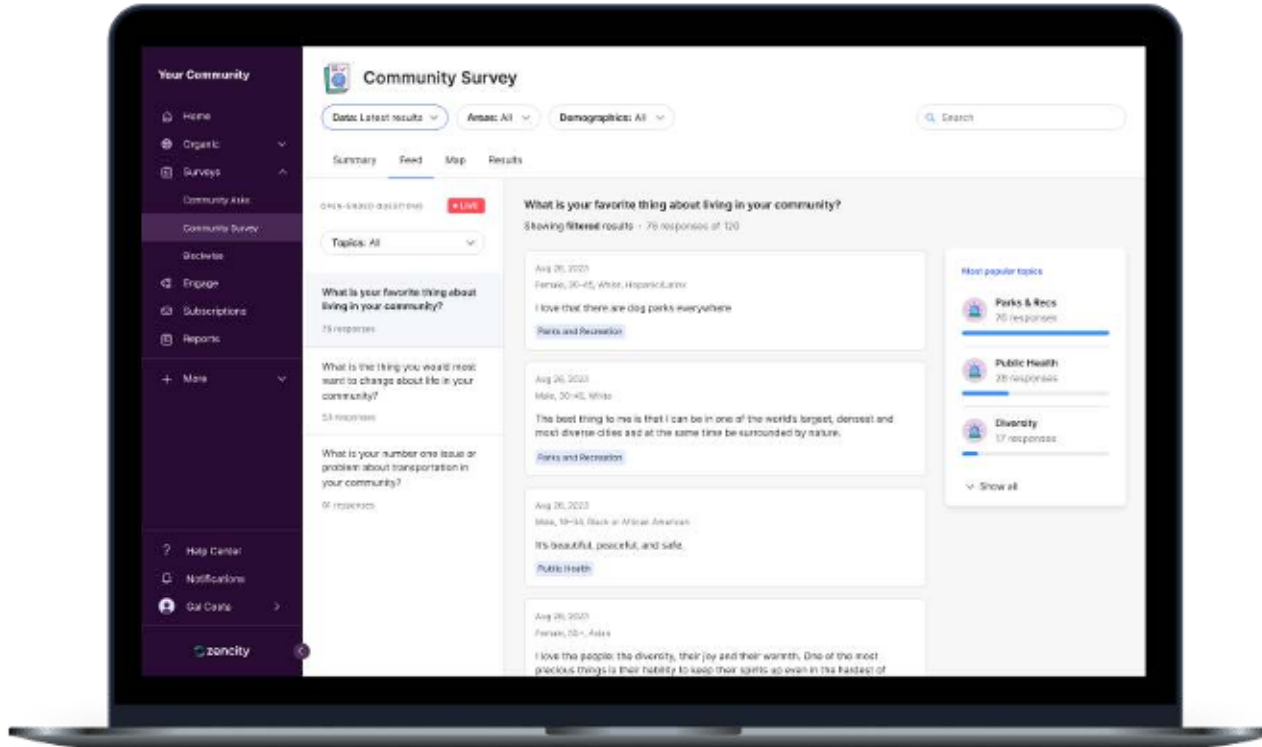# Fort Lauderdale, FL

Neighbor Survey

January - March 2024

Powered by Zencity

The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.

Survey Methodology

631 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between January - March 2024. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau's race, ethnicity, age, and gender distributions in Fort Lauderdale, FL. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

Zencity Community Survey
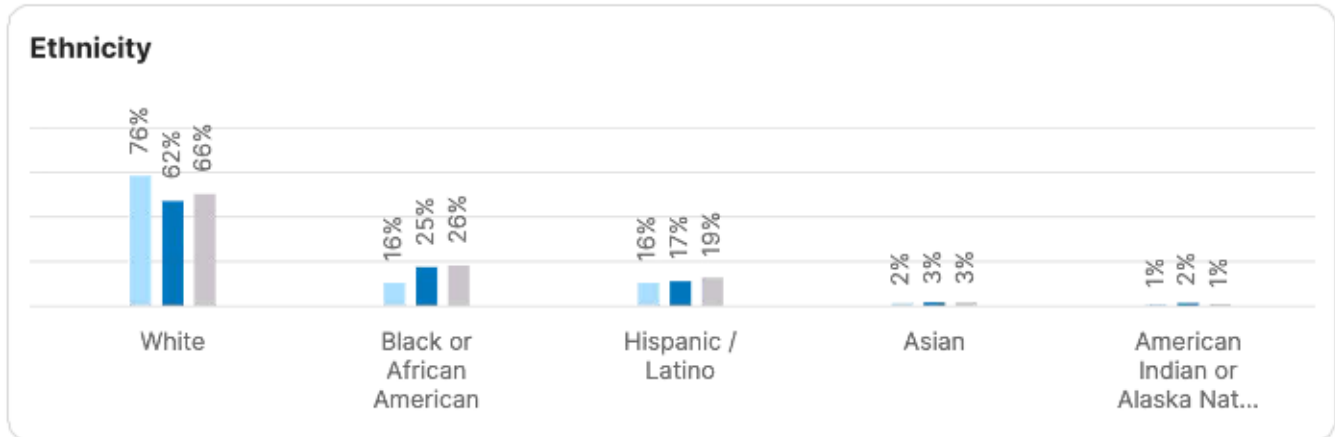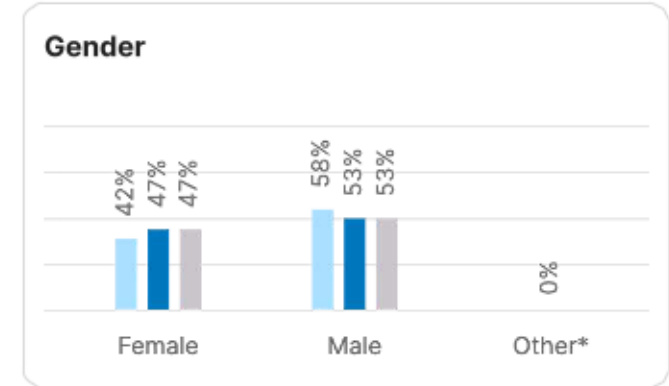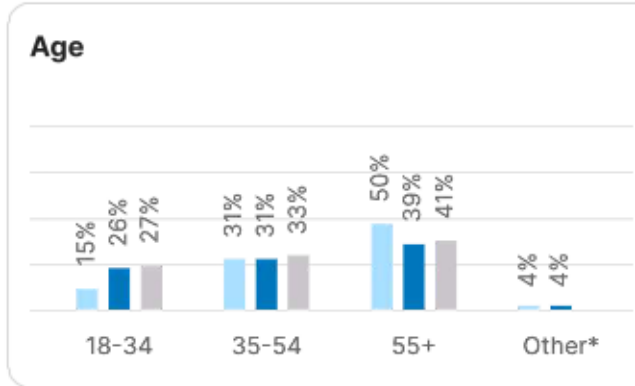
Fort Lauderdale, FL
January - March 2024

Powered by
Zencity

Sample Composition

631 valid respondents

Key

- **Unweighted demographics** - What we collected, without adjustments

- **Weighted demographics** - Our sample, adjusted to be representative of the population

- **Population demographics** - The demographics of the 18+ population

* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.

Age

	18-34	35-54	55+	Other*
Unweighted	15%	31%	50%	
Weighted	26%	31%	39%	4%
Population	27%	33%	41%	4%

Gender

	Female	Male	Other*
Unweighted	42%	58%	
Weighted	47%	53%	0%
Population	47%	53%	

Ethnicity

	White	Black or African American	Hispanic / Latino	Asian	American Indian or Alaska Nat...
Unweighted	76%	16%	16%	2%	1%
Weighted	62%	25%	17%	3%	2%
Population	66%	26%	19%	3%	1%

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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Zencity

Overall Satisfaction

The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.
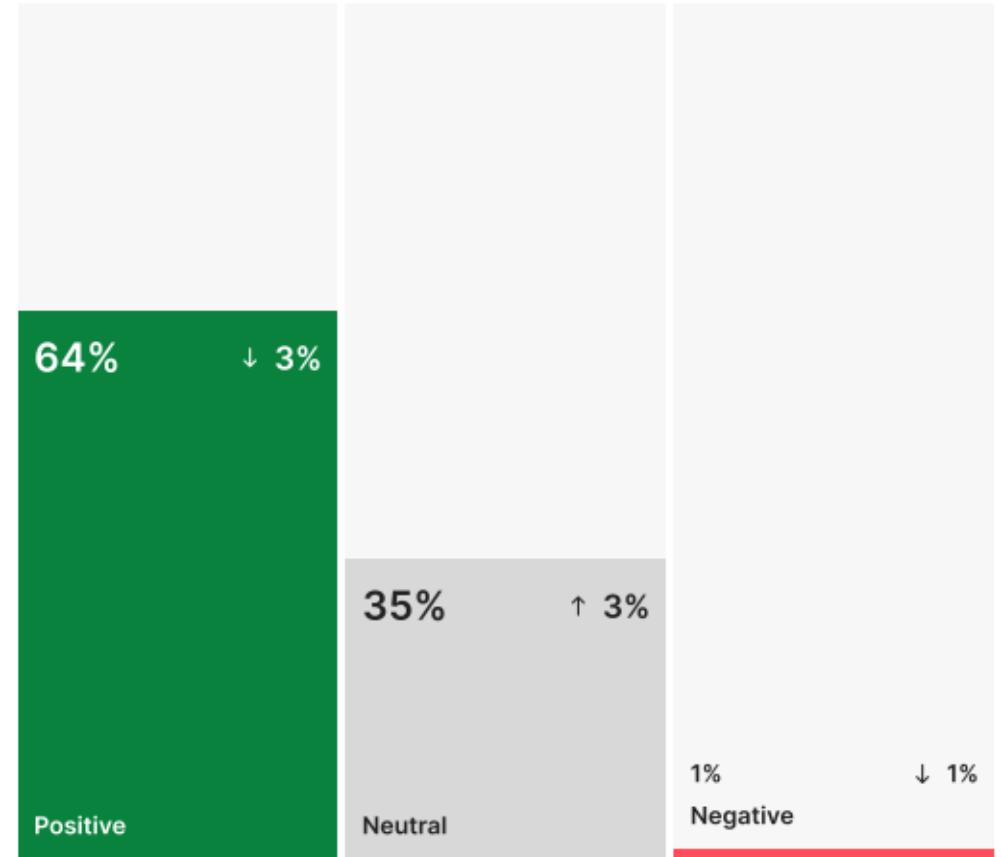
Zencity Community Survey

64%

of 631 surveyed residents are satisfied with life in Fort Lauderdale

↓ 3%   vs. previous cycle

64% ↓ 3%	**35%** ↑ 3%	1% ↓ 1%
Positive	Neutral	Negative

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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Zencity

These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

QUESTION	RESIDENT SATISFACTION	
How is the overall quality of life in Fort Lauderdale?	60% · ↓ 2%	
How likely are you to recommend Fort Lauderdale as a place to live?	55% · ↓ 2%	
How likely are you to be living in Fort Lauderdale 5 years from now?	57% · ↑ 1%	
Average rating from the Community Characteristics questions	49% · ↓ 1%	

Zencity Community Survey

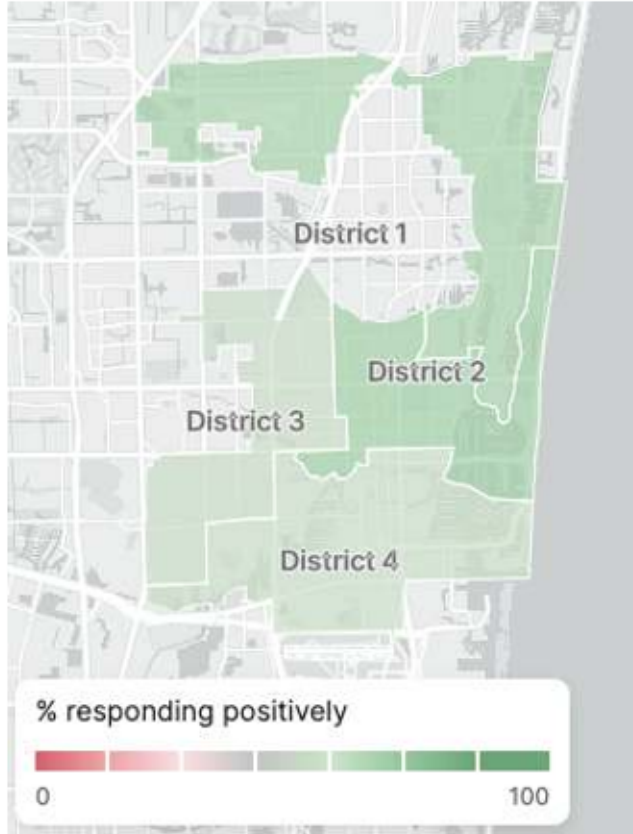Fort Lauderdale, FL
January - March 2024

Powered by
Zencity

Across the Community

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

Powered by
Zencity

% responding positively

0   100

AREA	RESIDENT SATISFACTION	
District 1	67% · ↓ 4%	
District 2	68% · ↑ 4%	
District 3	58% · ↓ 16%	
District 4	59% · --	

Zencity Community Survey

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Demographic Breakdown

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	71%	96
Age	35-54	65%	198
Age	55+	62%	313
Education	High school degree or less	69%	53
Education	Some college or college degree	64%	391
Education	Higher education degree	63%	174
Ethnicity	Black or African American	75%	99

DEMOGRAPHIC	GROUP	SCORE	N
Ethnicity	Hispanic/Latino	76%	102
Ethnicity	White	64%	478
Gender	Female	61%	267
Gender	Male	67%	364
Income	$49,999 or less	70%	101
Income	$50,000-$149,999	62%	241
Income	$150,000 or more	67%	189

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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Life in Fort Lauderdale
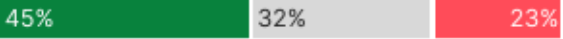
The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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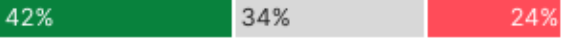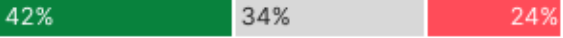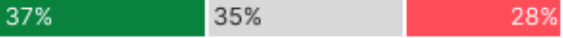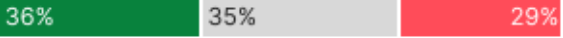| COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Availability of a variety of art and cultural events	65%	25%	10%	↑ 3%	↓ 2%
Acceptance of residents of all backgrounds	61%	25%	14%	↑ 3%	↓ 1%
Quality of parks and recreational amenities	61%	25%	14%	↑ 1%	- 0%
Quality of waste and recycling services	45%	32%	23%	- 0%	- 0%
Overall quality of services provided by Fort Lauderdale	42%	34%	24%	- 0%	↑ 2%
Quality of customer service provided by City employees	42%	34%	24%	- 0%	↑ 2%
Overall cleanliness and maintenance	37%	35%	28%	↓ 5%	↑ 4%
Sense of overall safety	36%	35%	29%	↓ 2%	↑ 3%

KEY

● POSITIVE
● NEUTRAL
● NEGATIVE

↓ ↑ CHANGE IN POSITIVE SCORE

↓ ↑ CHANGE IN NEGATIVE SCORE

The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Sense of community among residents	35%	38%	27%	↓ 1%	- 0%
Maintenance of City streets, sidewalks, and infrastructure	34%	30%	37%	↓ 1%	↑ 4%
Access to quality education	33%	34%	33%	↓ 4%	↓ 1%
Ease of getting around by public transportation	32%	25%	43%	↓ 2%	↑ 2%
Ability for residents to give input to the City of Fort Lauderdale	31%	33%	36%	↓ 1%	↑ 5%
Availability of jobs that pay a living wage	22%	33%	45%	↑ 1%	- 0%
Efforts to address homelessness	16%	19%	64%	↑ 2%	- 0%
Availability of affordable housing	14%	19%	67%	↓ 1%	↑ 1%

KEY

● POSITIVE
● NEUTRAL
● NEGATIVE

↓ ↑ CHANGE IN POSITIVE SCORE

↓ ↑ CHANGE IN NEGATIVE SCORE

The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must a) demonstrate a strong correlation with how residents rated their overall satisfaction and b) receive a notably high or low satisfaction score

Maintain

High-scoring characteristics with strong correlation to overall satisfaction

● 24%   ↑ 2%
● 34%   ↓ 2%

42%   --

Quality of Customer Service Provided By City Employees
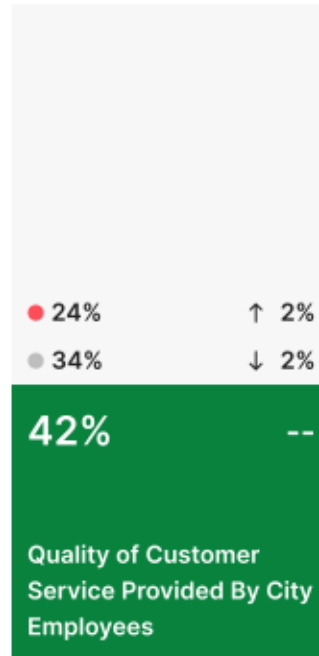
Focus on

Low-scoring characteristics with strong correlation to overall satisfaction

● 45%   --
● 33%   ↓ 1%
● 22%   ↑ 1%

Availability of Jobs that Pay a Living Wage

Zencity Community Survey

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Zencity

Strengths

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably high score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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Zencity

42%

of residents are satisfied with the quality of customer service provided by City employees

-- vs. previous cycle

Neutral	Dissatisfied
34% · ↓ 2%	**24%** · ↑ 2%

AREA

District 1	**46%** · ↓ 1%	
District 2	**37%** · ↓ 3%	
District 3	**46%** · ↓ 2%	
District 4	**39%** · ↑ 6%	

AGE

18-34	**49%** · ↑ 6%	
35-54	**37%** · ↓ 4%	
55+	**42%** · ↓ 2%	

RACE/ETHNICITY

White	**38%** · ↓ 4%	
Black or African American	**57%** · ↑ 8%	
Hispanic/Latino	**53%** · ↑ 13%	

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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In Focus

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably low score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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22%

of residents are satisfied with the availability of jobs that pay a living wage

↑ **1%**   vs. previous cycle

Neutral	Dissatisfied
33% · ↓ 1%	**45%** · —

EDUCATION

High school degree or less *	30% · ↓ 9%	
Some college or college degree	22% · ↑ 5%	
Higher education degree	19% · ↑ 1%	

RACE/ETHNICITY

White	17% · ↓ 2%	
Black or African American	34% · ↑ 4%	
Hispanic/Latino	32% · ↑ 4%	

GENDER

Male	23% · ↑ 1%	
Female	21% · —	

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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Zencity

16%

of residents are satisfied with the efforts to address homelessness

↑ 2%   vs. previous cycle

Neutral
19% · ↓ 3%

Dissatisfied
64% · --

AREA
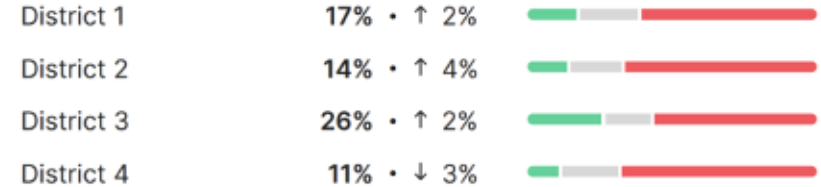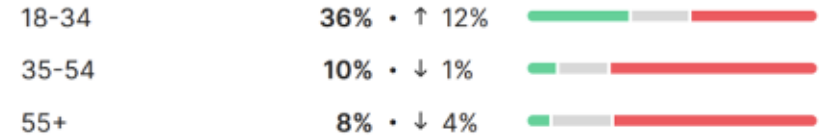
District 1	17% · ↑ 2%
District 2	14% · ↑ 4%
District 3	26% · ↑ 2%
District 4	11% · ↓ 3%

AGE

18-34	36% · ↑ 12%
35-54	10% · ↓ 1%
55+	8% · ↓ 4%

EDUCATION

High school degree or less	36% · ↑ 6%
Some college or college degree	15% · ↑ 3%
Higher education degree	13% · ↑ 5%

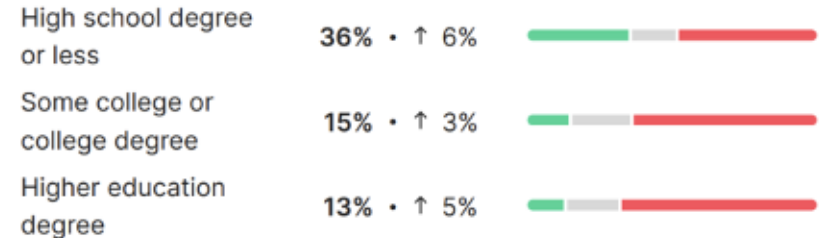**Community Benchmark**

Fort Lauderdale, FL
January - March 2024

Powered by
Zencity

Community

Benchmark

Community Benchmark

Fort Lauderdale, FL
January - March 2024

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How we compare Fort Lauderdale, FL to other similar communities

Residents from more than 1,000 communities across the United States have participated in Zencity's Community Surveys. We use the combined results from these surveys to produce our benchmark estimates. By averaging across respondents from dozens or hundreds of different communities, it's possible to arrive at a picture of what the results for a "typical" community in that cohort look like. This offers a way to compare your results- particularly strengths and areas for improvement- within a greater context. Each community running a Community Survey with Zencity receives a customized community benchmark cohort that reflects its unique characteristics.

First, the cities, towns, and counties in the United States are allocated into cohorts using variables such as population size, geography, density, and demographics to group similar communities together. Then, each cohort's benchmarks are calculated using the same scoring methodology outlined in the Survey Methodology section. Finally, since recruitment methods can differ slightly according to the needs of each community, cohort benchmarks are adjusted accordingly to match the exact distribution of recruitment methods.

Community Benchmark

Fort Lauderdale, FL
January - March 2024

Powered by
⟳ Zencity

These are some of the communities represented in your cohort

Density is calculated by people per square mile of land area.

Diversity is measured by percentage of people who are not in the largest race or ethnicity group.

Median income is the median annual dollars of income per household.

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME ($)
Fort Lauderdale, Florida	182,673	5,282	34.47%	$75,376
Orlando, Florida	307,738	2,772	36.55%	$66,292
Tallahassee, Florida	198,259	1,946	42.19%	$52,899
Tampa, Florida	388,768	3,421	32.68%	$66,802
Hollywood, Florida	152,764	5,606	27.93%	$61,958
St. Petersburg, Florida	259,343	4,196	25.92%	$70,333

+ more communities with similar characteristics

The data displayed on this page was sourced from the U.S. Census Bureau's 2020 Census of Population and Housing.

Community Benchmark

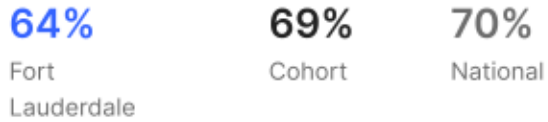Fort Lauderdale, FL
January - March 2024

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Zencity

The overall resident satisfaction in Fort Lauderdale is lower than its cohort.

64%
Fort Lauderdale

69%
Cohort

70%
National

● Fort Lauderdale

■ Cohort

▲ National

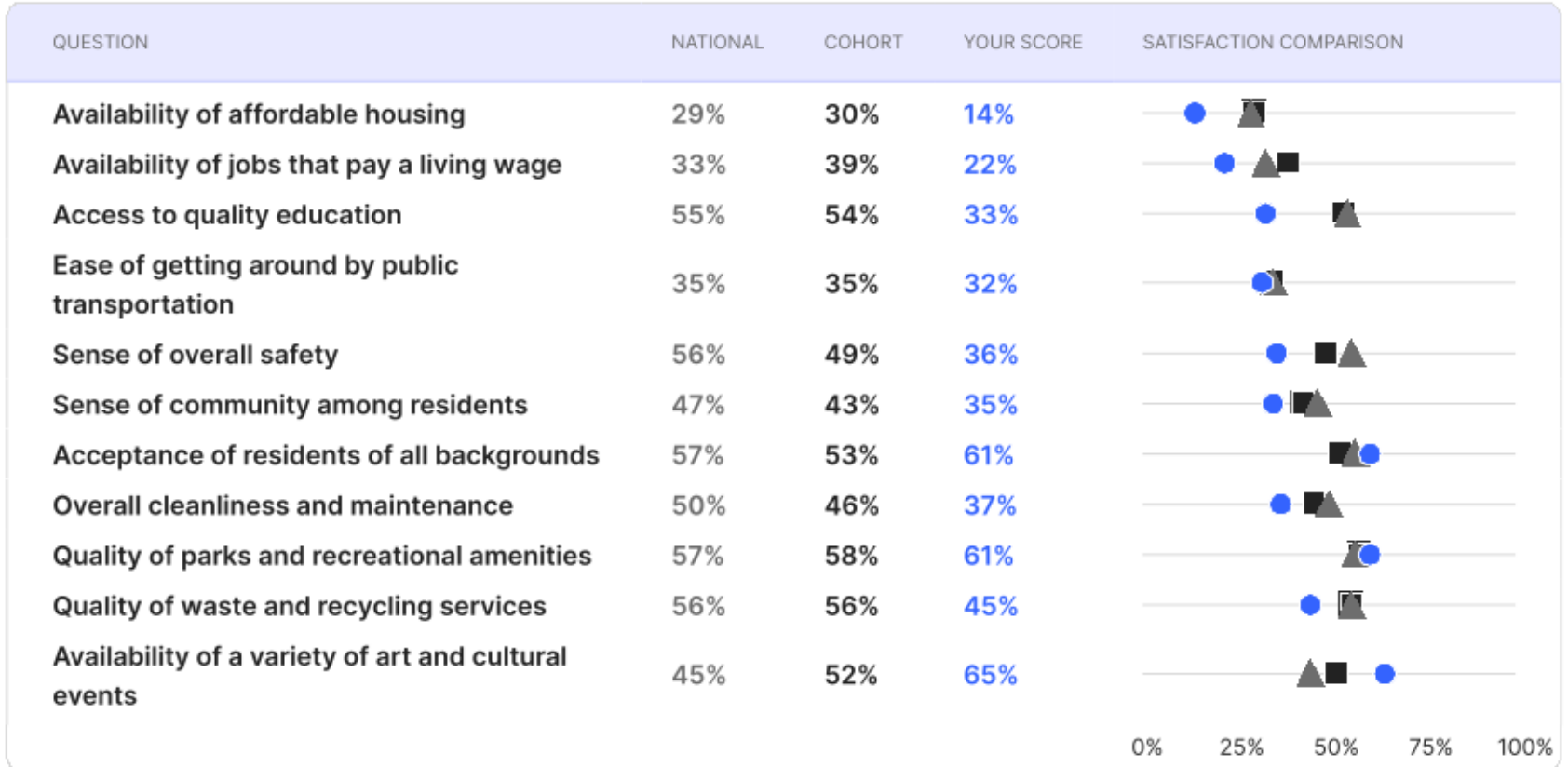| QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Fort Lauderdale?	59%	58%	60%	
How likely are you to recommend Fort Lauderdale as a place to live?	58%	59%	55%	
How likely are you to be living in Fort Lauderdale 5 years from now?	59%	57%	57%	
				0% 25% 50% 75% 100%

Community Benchmark

Fort Lauderdale, FL
January - March 2024

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Zencity

Satisfaction with Life in Fort Lauderdale, FL

Breakdown by characteristic

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
Availability of affordable housing	29%	30%	14%	
Availability of jobs that pay a living wage	33%	39%	22%	
Access to quality education	55%	54%	33%	
Ease of getting around by public transportation	35%	35%	32%	
Sense of overall safety	56%	49%	36%	
Sense of community among residents	47%	43%	35%	
Acceptance of residents of all backgrounds	57%	53%	61%	
Overall cleanliness and maintenance	50%	46%	37%	
Quality of parks and recreational amenities	57%	58%	61%	
Quality of waste and recycling services	56%	56%	45%	
Availability of a variety of art and cultural events	45%	52%	65%	

● Fort Lauderdale
■ Cohort
▲ National

0%   25%   50%   75%   100%

Zencity Community Survey

Free-Text Responses
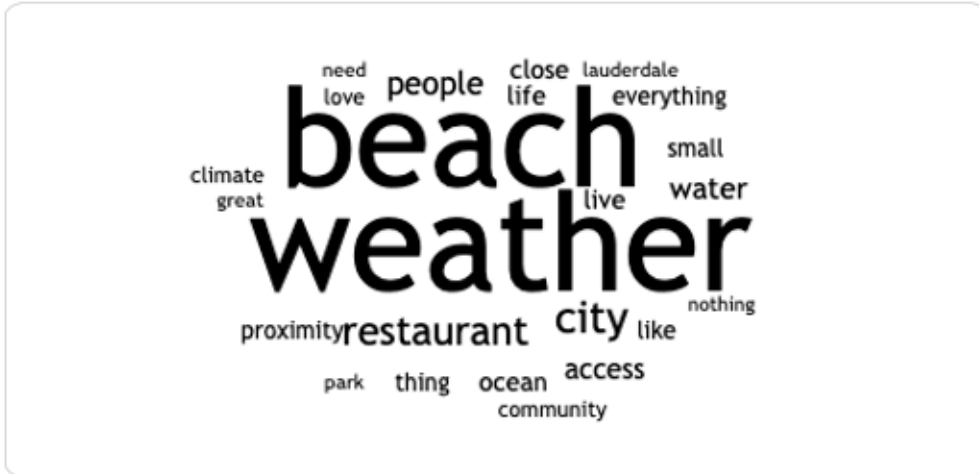
Zencity Community Survey

Fort Lauderdale, FL
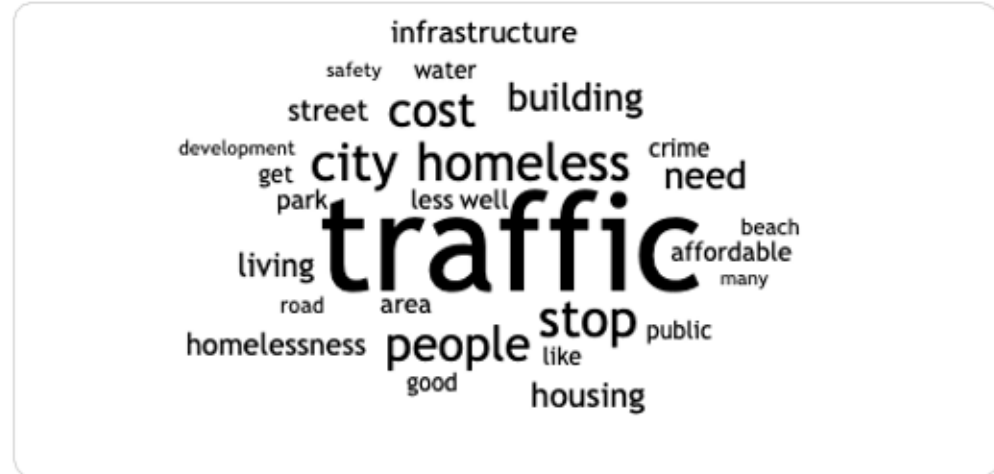January - March 2024

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👍

What residents love

Question: What is your favorite thing about living in Fort Lauderdale?

👎

What residents want changed

Question: What is the one thing you would change in Fort Lauderdale?

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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Rotating Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge.

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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15%

of residents are satisfied with traffic in Fort Lauderdale

↓ **3%**   vs. previous cycle

Neutral	Dissatisfied
24% · ↓ 5%	**61%** · ↑ 8%

AREA

District 1	**20%** · –	
District 2	**12%** · –	
District 3	**20%** · ↓ 11%	
District 4	**8%** · ↓ 4%	

AGE

18-34	**35%** · ↑ 4%	
35-54	**11%** · ↓ 5%	
55+	**6%** · ↓ 4%	

RACE/ETHNICITY

White	**8%** · ↓ 3%	
Black or African American	**40%** · ↑ 4%	
Hispanic/Latino	**28%** · ↓ 3%	

GENDER

Male	**12%** · ↓ 3%	
Female	**19%** · ↓ 2%	

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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Zencity

29%

of residents are satisfied with the reliability and quality of drinking water in Fort Lauderdale

--   vs. previous cycle

Neutral	Dissatisfied
31% · ↑ 2%	41% · ↓ 1%

AREA

Area	Value	Change	
District 1	32%	↓ 1%	
District 2	26%	↑ 3%	
District 3	29%	↓ 17%	
District 4	24%	↑ 3%	

AGE

Age	Value	Change	
18-34	44%	↑ 12%	
35-54	21%	↓ 6%	
55+	25%	↓ 4%	

RACE/ETHNICITY

Race/Ethnicity	Value	Change	
White	25%	↓ 3%	
Black or African American	40%	↓ 2%	
Hispanic/Latino	42%	↓ 1%	

GENDER

Gender	Value	Change	
Male	28%	↑ 1%	
Female	29%	↓ 2%	

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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Zencity

45%

of residents are satisfied with the reliability of sanitary sewer services to their home

↑ 1%   vs. previous cycle

Neutral
33% · ↑ 1%

Dissatisfied
23% · ↓ 1%

AREA

District 1	49% · ↑ 2%	
District 2	47% · ↑ 4%	
District 3	43% · ↓ 12%	
District 4	36% · ↑ 1%	

AGE

18-34	48% · ↑ 1%	
35-54	45% · ↑ 3%	
55+	43% · ↓ 3%	

RACE/ETHNICITY

White	44% · --	
Black or African American	51% · --	
Hispanic/Latino	54% · ↓ 3%	

GENDER

Male	48% · ↑ 4%	
Female	42% · ↓ 2%	

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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Zencity

19%

of residents are satisfied with Fort Lauderdale's prevention of and resilience to flooding
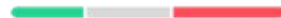
↑ 2%   vs. previous cycle

Neutral	Dissatisfied
28% · ↑ 3%	52% · ↓ 6%

AREA

District 1	27% · ↑ 4%
District 2	12% · ↑ 2%
District 3	20% · ↓ 6%
District 4	14% · ↑ 3%

AGE

18-34	36% · ↑ 10%
35-54	15% · ↑ 2%
55+	11% · ↓ 3%

RACE/ETHNICITY

White	13% · ↑ 2%
Black or African American	41% · ↑ 7%
Hispanic/Latino	37% · ↑ 9%

GENDER

Male	18% · ↑ 3%
Female	21% · ↑ 2%

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

Powered by
Zencity

77% of respondents feel they have a quality public park or recreational offering near their home.

Yes ▮▮▮▮▮▮▮▮▮ **77%** · ↑ 1%

No ▮▮ **23%** · ↓ 1%

The question: Do you feel that you have a quality public park or recreational offering near your home?
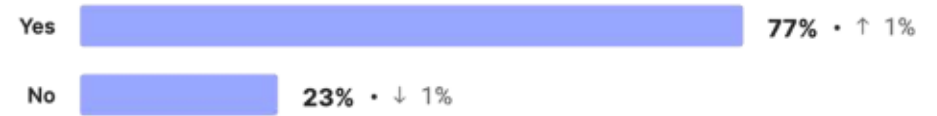
Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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91 respondents would find accessibility most important in a new City Hall facility.

The question: What would you find most important in a new City Hall facility?
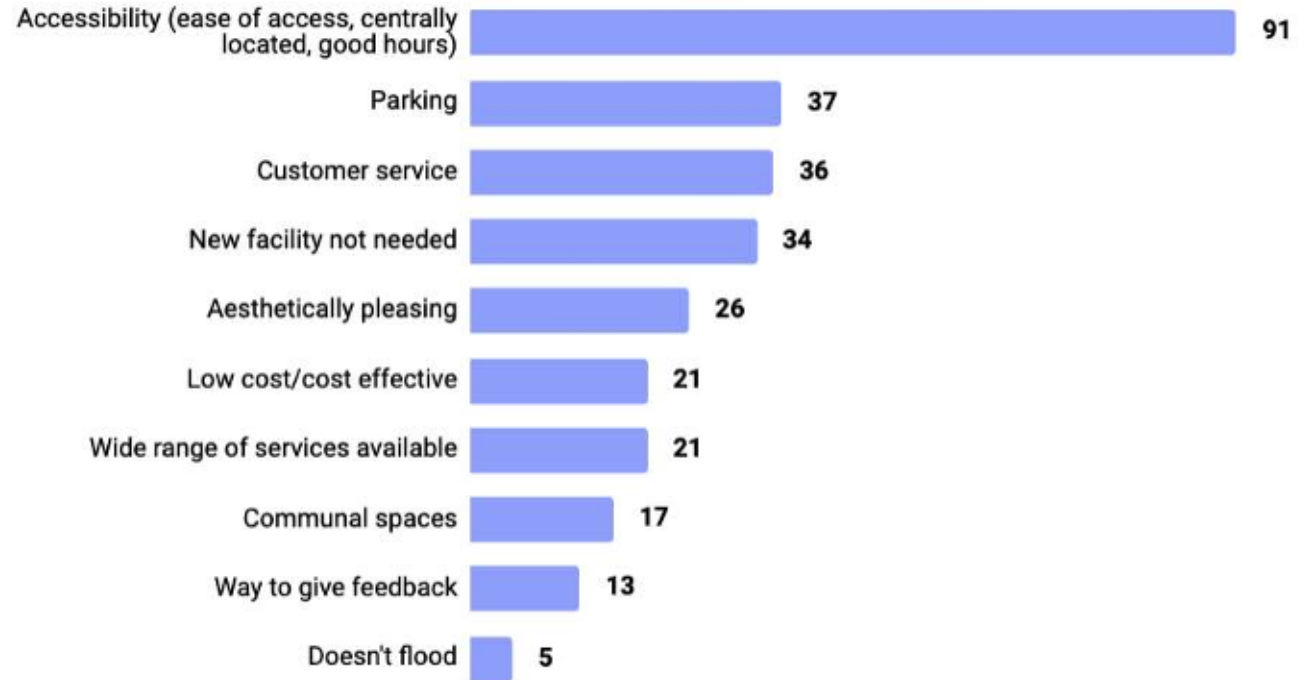
Category	Value
Accessibility (ease of access, centrally located, good hours)	91
Parking	37
Customer service	36
New facility not needed	34
Aesthetically pleasing	26
Low cost/cost effective	21
Wide range of services available	21
Communal spaces	17
Way to give feedback	13
Doesn't flood	5

Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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Zencity

62% of respondents believe the City should prioritize reducing homelessness to improve their safety.

The question: What area should the City prioritize to improve your feeling of safety?

Reduce homelessness	62%
Develop or improve crime prevention initiatives	48%
Put more police officers on patrol	39%
Increase the number of streetlights	23%
Reform police department practices	16%
Improve police response times	16%
Improve fire rescue response times	5%
Other	6%
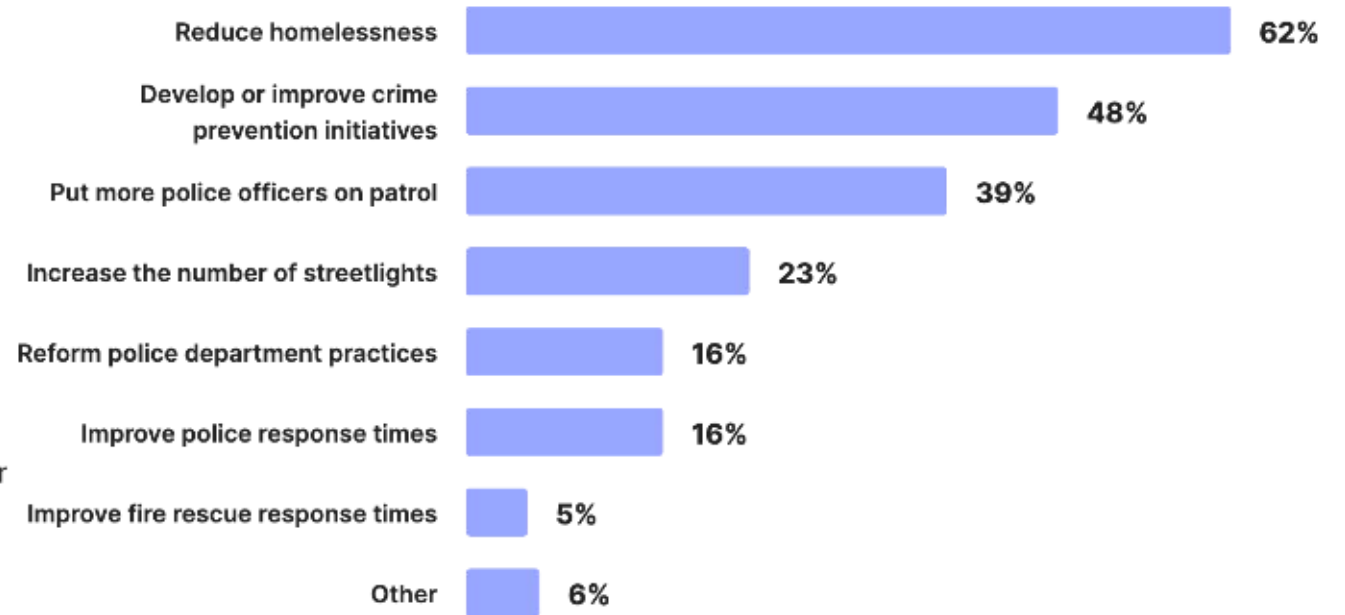
Zencity Community Survey

Fort Lauderdale, FL
January - March 2024

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The Questionnaire

Zencity Community Survey

Fort Lauderdale, FL
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Section 1

General Satisfaction

QUESTIONS	CHOICES
How is the overall quality of life in Fort Lauderdale? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Fort Lauderdale as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Fort Lauderdale 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)
What is your favorite thing about living in Fort Lauderdale?	Open Ended
What is the thing you would most want to change about life in Fort Lauderdale?	Open Ended

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Section 2

Community Characteristics

QUESTIONS
Sense of community among residents
Acceptance of residents of all backgrounds
Ability for residents to give input to the City of Fort Lauderdale
Overall quality of services provided by Fort Lauderdale
Quality of customer service provided by City employees *
Availability of affordable housing
Availability of jobs that pay a living wage
Efforts to address homelessness *

QUESTIONS
Access to quality education
Availability of a variety of art and cultural events
Quality of parks and recreational amenities
Ease of getting around by public transportation
Sense of overall safety
Overall cleanliness and maintenance
Maintenance of City streets, sidewalks, and infrastructure *
Quality of waste and recycling services

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Section 3

Rotating Survey Section

QUESTIONS	CHOICES
How would you rate traffic in Fort Lauderdale? *	Scale (Poor - Excellent)
How would you rate the reliability and quality of drinking water in Fort Lauderdale? *	Scale (Poor - Excellent)
How would you rate the reliability of sanitary sewer services to your home? *	Scale (Poor - Excellent)
How would you rate Fort Lauderdale's prevention of and resilience to flooding? *	Scale (Poor - Excellent)
Do you feel that you have a quality public park or recreational offering near your home? *	Yes / No
What would you find most important in a new City Hall facility?	Open Ended
What area should the City prioritize to improve your feeling of safety?	Develop or improve crime prevention initiatives / Increase the number of streetlights / Put more police officers on patrol / Reform police department practices / Reduce homelessness / Improve police response times / Improve fire rescue response times / Other

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Section 4

Demographics

QUESTIONS	CHOICES
In what year were you born? *	Open Ended
Which of the following do you identify as? *	Male / Female / Prefer to self-describe
Please state the gender you identify as.	Open Ended
Which one of these statements best describes your current situation? *	Full-time employed / Part-time employed / Unemployed / Student / Apprentice/intern / In retirement or early retirement / Permanently disabled / Fulfilling domestic tasks or looking after children/family / Prefer not to say / Other
Are you of Hispanic, Latino, or Spanish origin? *	Yes / No / Prefer not to say
What is your race? *	White / Black or African American / American Indian or Alaska Native / Asian / Native Hawaiian, Samoan, Chamorro, or other Pacific Islander / Prefer not to say / Other
Is your home: *	Owned by you or someone in your household, with or without a mortgage or loan? / Rented? / Occupied without payment of rent? / Prefer not to say

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QUESTIONS	CHOICES
Section 4 **Demographics**	
What is the highest level of school you have completed or the highest degree you have received? *	Less than a high school diploma / High school graduate or GED / Some college but no degree / Associate degree in college / Bachelor's degree (For example: BA, AB, BS) / Master's degree (for example: MA, MS, MBA) / Professional School Degree (for example: MD, DDS, DVM, LLB, JD) / Doctorate degree (for example: PhD, EdD) / Prefer not to say
Do any children under the age of 18 live in your household at least half of the time? *	Yes / No / Prefer not to say
Were you born in the United States? *	Yes, born in the United States / No, born outside the United States / Prefer not to say
Which category best represents your household's total income over the past year? *	$14,999 or less / $15,000 to $24,999 / $25,000 to $34,999 / $35,000 to $49,999 / $50,000 to $74,999 / $75,000 to $99,999 / $100,000 to $149,999 / $150,000 to $199,999 / $200,000 to $299,999 / $300,000 or more / Prefer not to say
What is the primary language spoken in your home? *	English / Spanish / Creole / Other

Zencity Community Survey Pilot

Fort Lauderdale, FL
January - March 2024

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Community Survey
Q1 Pilot

Zencity Community Survey Pilot

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At Zencity, we are continuously striving to enhance and improve our survey questionnaire by piloting changes periodically.

Q1 PILOT

During the most recent cycle (Q1), you were selected to participate in our questionnaire revamp pilot and opted in. This involved running two community surveys in parallel for you, each with a similar but slightly different questionnaire to test changes in our default questionnaire.

Having completed our analysis, we are excited to share the key takeaways with you. However, your feedback is crucial in helping us make informed decisions regarding these changes. We've incorporated the results from the piloted questions throughout the report. These are marked with a yellow flag at the top of the page. When reviewing the pilot results please consider the following questions:

1. Are the new questions actionable?
2. Would you be inclined to share these results with your colleagues, council, or residents?
3. Do you have any concerns related to these questions or the results?

The update to the community survey questionnaire will be finalized for use for all Zencity partners starting in the Q3 cycle.

Zencity Community Survey Pilot

Fort Lauderdale, FL
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Pilot High-Level Takeaways

Q1 PILOT

WHAT WE'VE TESTED	WHAT WE'VE LEARNED
Numeric (Scale, 1-5, Poor-Excellent) → **Fully labeled scales to improve reliability** (Poor, Fair, Average, Good, Excellent)	**Reliability was high** *with original numbered scales and with fully labeled scales.* We will keep the original numeric scales.
More actionable open-ended questions 1. What is your favorite thing about living in %name%? → What is the #1 thing you think the %name% government does well? 2. What is the thing you would most want to change about life in %name%? → What is the #1 thing you think the %name% government could do to improve its services?	Although there were **fewer responses** to the new open-ended questions, we saw **more diverse and more actionable** categories with the new version, often with actionable insights. We will keep the new open-ended questions.
New Follow-Up questions for low-rated community characteristics	Questions were designed in partnership with our clients to **identify actionable insights into improving each community characteristic.** We will keep the new follow-up questions.
New Trust questions	Asking the trust questions may negatively impact ratings of community characteristics; more testing needed if these questions are useful.

Follow-up Questions for Community Characteristics

Q1 PILOT

Residents who answered "average", "fair" or "poor" in response to the community characteristic question were prompted with this follow-up question.

36%

of residents are satisfied with the sense of overall safety
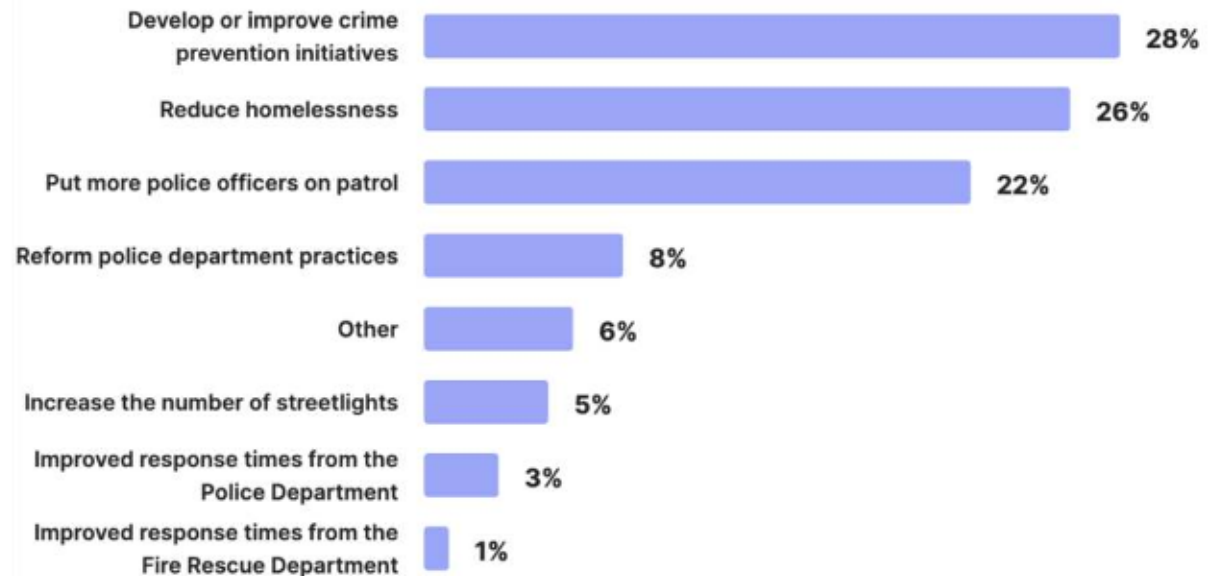
↓ 2%   vs. previous cycle

Neutral	Dissatisfied
35% · ↓ 1%	**29%** · ↑ 3%

Question: What is the most important thing you think Fort Lauderdale can do to improve your sense of overall safety?

352 residents answered the question

Develop or improve crime prevention initiatives	28%
Reduce homelessness	26%
Put more police officers on patrol	22%
Reform police department practices	8%
Other	6%
Increase the number of streetlights	5%
Improved response times from the Police Department	3%
Improved response times from the Fire Rescue Department	1%

New Open-Ended Questions

Q1 PILOT

Question: What is the #1 thing you think the Fort Lauderdale government does well?

beach developer
sure money build clean
people park police
street fort well
good city get
lauderdale resident
keep event like infrastructure
tourism nothing community

Question: What is the #1 thing you think the Fort Lauderdale government could do to improve its services?

infrastructure need
address water live time
building homeless police
park work fix new road well like
improve city stop people
get make high service
traffic resident
homelessness housing street

New Open-Ended Questions

Q1 PILOT

Question: What is the #1 thing you think the Fort Lauderdale government does well?

"Communication from city is great. Residents are well informed of city events, natural disasters, closings, construction, etc."

"Listening to the people of the city and incorporating diversity for all"

"I think Fort Lauderdale manages to be a clean, prosperous, and welcoming community that attracts business and tourism. The government fosters and maintains the atmosphere necessary for this."

Question: What is the #1 thing you think the Fort Lauderdale government could do to improve its services?

"Address homeless better. It's difficult to do so but the city is overrun by panhandlers and homeless."

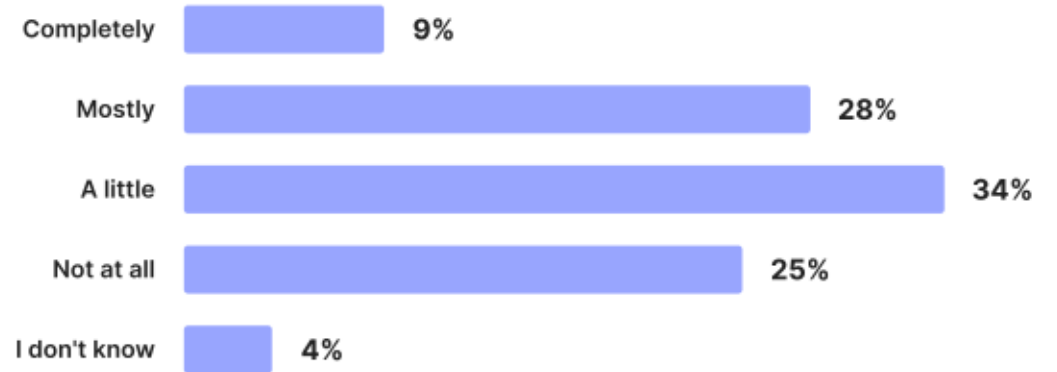*"Sidewalks. Many are inadequate or randomly end. Especially along Las Olas."*

"Too much new development too fast without adequately increasing/improving infrastructure/public transportation/sewer service/flood mitigation to accommodate new development."

New Trust questions

36% of respondents believe that the Fort Lauderdale government acts in the best interest of its residents.

The question: To what extent do you think that the Fort Lauderdale government acts in the best interests of its residents?

Completely	9%
Mostly	28%
A little	34%
Not at all	25%
I don't know	4%

New Trust questions

36% of respondents believe that the Fort Lauderdale government is capable of addressing many of the city's important local problems.

The question: To what extent do you think that the Fort Lauderdale government is capable of addressing many of the city's important local problems?

Response	Percentage
Completely	8%
Mostly	28%
A little	38%
Not at all	23%
I don't know	3%
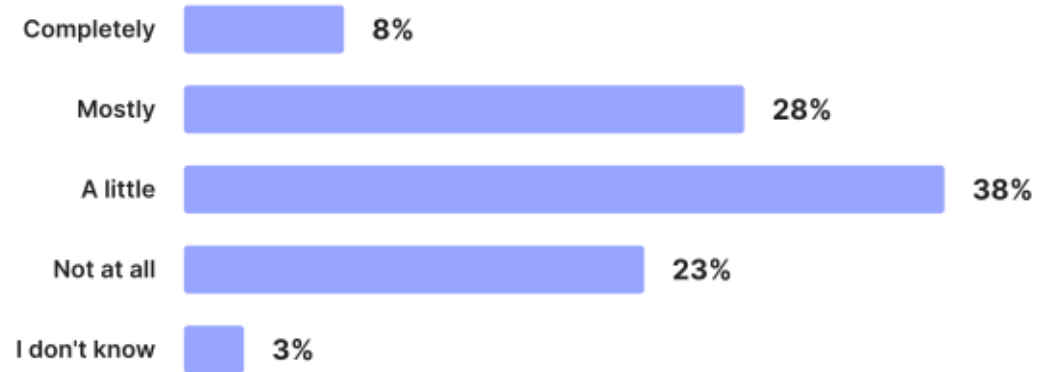
New Trust questions

Q1 PILOT

40% of respondents believe that the Fort Lauderdale government **provides the same quality of services to all individuals.**

The question: To what extent do you think that the Fort Lauderdale government provides the same quality of service to all individuals?

Completely	9%
Mostly	30%
A little	29%
Not at all	26%
I don't know	5%
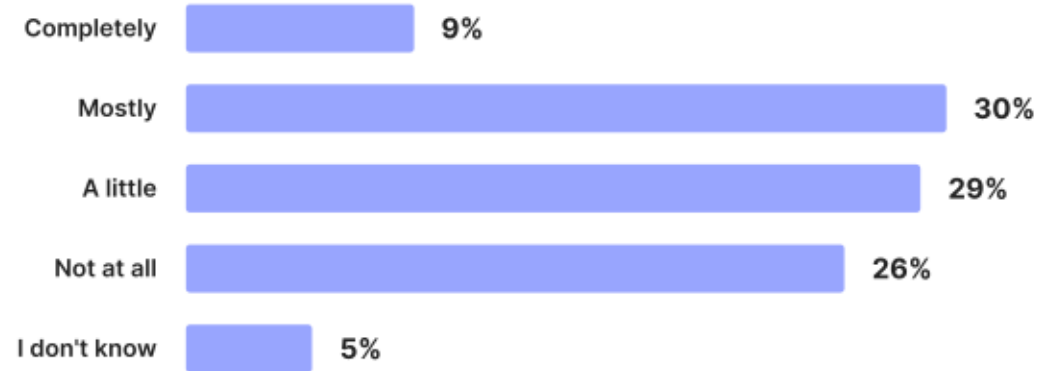
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