



City of Hallandale Beach

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Dear Hallandale Beach Resident:

You have been randomly selected to help shape the future of the City of Hallandale Beach! This survey is part of Hallandale Beach's ongoing strategic planning process which is designed to meet the needs of our community while providing the best services possible. The information you provide will help the City Commission make important decisions regarding City of Hallandale Beach services. These services include areas such as police, fire/rescue, maintenance of public areas, communication, parks and recreation, and utilities.

On behalf of the City Commission, I want to thank you in advance for taking the time to respond. This survey will take approximately 20 minutes to complete, but your answers are very important and I encourage you to answer every question. Your answers will influence decisions by City leaders about Hallandale Beach's programs and services.

Please return your survey to ETC Institute in the enclosed postage-paid envelope as soon as possible. We have selected ETC Institute as our partner for this project because of their outstanding record of performance in working with communities nationwide. They will compile the results and present a report to the City in the weeks ahead. This report will be a valuable resource as we work to provide you with the most responsive government possible. You can also look for a summary of survey results in a future issue of the *Hallandale Beach Happenings* and on the City's website, www.hallandalebeachfl.gov.

Thank you again for your participation in helping to shape Hallandale Beach's future.

Sincerely,

Joy Cooper
 Mayor

Si usted no habla inglés y quiere participar en esta encuesta en español, por favor llame al 1-888-801-5368 y pregunte por Patricia.

2013 City of Hallandale Beach Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to the needs and concerns of residents. If you have questions, please call ETC Institute, Inc. at 1-888-801-5368.

1. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your overall satisfaction with the following services provided by the City of Hallandale Bch.

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Police services	5	4	3	2	1	9
B.	Fire services	5	4	3	2	1	9
C.	Emergency medical services (EMS)	5	4	3	2	1	9
D.	Overall quality of City parks	5	4	3	2	1	9
E.	Overall quality of City recreation programs/facilities	5	4	3	2	1	9
F.	Overall appearance of City streets, medians, buildings and facilities	5	4	3	2	1	9
G.	Overall quality of City water & sewer utilities	5	4	3	2	1	9
H.	Code Compliance Division services	5	4	3	2	1	9
I.	Building Department services (permitting)	5	4	3	2	1	9
J.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
K.	City communication with the public	5	4	3	2	1	9
L.	Overall flow of traffic in the City	5	4	3	2	1	9
M.	City's stormwater drainage system	5	4	3	2	1	9
N.	Overall appearance of City beaches	5	4	3	2	1	9
O.	Human Services (social services)	5	4	3	2	1	9
P.	Sanitation services (trash & recycling)	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above].

1st: _____ 2nd: _____ 3rd: _____

3. Please rate each of the following items on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall quality of services	5	4	3	2	1	9
B.	Overall image/appearance of the City	5	4	3	2	1	9
C.	Overall quality of life in the City	5	4	3	2	1	9
D.	Overall quality of public education in the City	5	4	3	2	1	9
E.	Overall feeling of safety in the City	5	4	3	2	1	9
F.	Overall value received for your City tax dollars/fees	5	4	3	2	1	9
G.	How well the City is planning growth	5	4	3	2	1	9

4. Perceptions of Safety and Security. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

<i>How safe do you feel:</i>		<i>Very Safe</i>	<i>Safe</i>	<i>Neutral</i>	<i>Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
A.	Walking alone in your neighborhood in general	5	4	3	2	1	9
B.	Walking alone in your neighborhood during the day	5	4	3	2	1	9
C.	Walking alone in your neighborhood after dark	5	4	3	2	1	9
D.	In City parks and recreation facilities	5	4	3	2	1	9
E.	In business areas of the City during the day	5	4	3	2	1	9
F.	In business areas of the City after dark	5	4	3	2	1	9

5. In the past 12 months, do you think Hallandale Beach has become more, less or stayed the same as far as a safe place to live, work and raise a family?

___ (1) More safe ___ (2) Stayed the same ___ (3) Less safe ___ (9) Don't know

6. **Public Safety.** For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The visibility & frequency of police in neighborhoods	5	4	3	2	1	9
B.	The visibility & frequency of police in retail areas	5	4	3	2	1	9
C.	The City's efforts to prevent crime	5	4	3	2	1	9
D.	Enforcement of local traffic laws	5	4	3	2	1	9
E.	How quickly police personnel respond to emergencies	5	4	3	2	1	9
F.	How quickly fire-rescue personnel respond to fire emergencies	5	4	3	2	1	9
G.	How quickly fire-rescue personnel respond to medical emergencies	5	4	3	2	1	9
H.	Public safety education programs	5	4	3	2	1	9
I.	The use of red light cameras	5	4	3	2	1	9

7. Which TWO of the **public safety** items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 6 above].

1st : ___ 2nd : ___

8. During the past two years, do you think the **crime rate** in Hallandale has: (check one)
 ___(1) Increased ___(2) Stayed the Same ___(3) Decreased ___(9) Don't Know

9. **Maintenance.** For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of major City streets	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of traffic signals/street signs	5	4	3	2	1	9
D.	Landscaping of medians and public areas along major City streets	5	4	3	2	1	9
E.	Landscaping of medians and public areas along streets in your neighborhood	5	4	3	2	1	9
F.	Maintenance of City buildings, such as City Hall, Cultural Center, Hepburn Center	5	4	3	2	1	9
G.	Overall cleanliness of City streets and public areas	5	4	3	2	1	9
H.	Adequacy of City street lighting	5	4	3	2	1	9
I.	Availability of sidewalks in your neighborhood	5	4	3	2	1	9

10. Which TWO of the **maintenance** items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 9 above].

1st : ___ 2nd : ___

11. Parks and Recreation. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Appearance of City parks	5	4	3	2	1	9
B.	The number of City parks	5	4	3	2	1	9
C.	Appearance of recreational facilities	5	4	3	2	1	9
D.	Variety of amenities offered in City parks	5	4	3	2	1	9
E.	Availability of walking and biking paths	5	4	3	2	1	9
F.	Outdoor athletic fields (i.e. baseball, soccer, etc.)	5	4	3	2	1	9
G.	The City's youth athletic programs	5	4	3	2	1	9
H.	The City's adult athletic programs	5	4	3	2	1	9
I.	Variety of recreational programs offered	5	4	3	2	1	9
J.	Special events, such as the July 4 th Celebration and Holiday Lights	5	4	3	2	1	9
K.	Ease of registering for programs	5	4	3	2	1	9
L.	Fees charged for recreation programs	5	4	3	2	1	9
M.	Park rental facilities (rooms, picnic pavilions, beach chickee hut)	5	4	3	2	1	9
N.	The City's day camp programs (day camp, after school, summer)	5	4	3	2	1	9
O.	Appearance and quality of the tennis complex	5	4	3	2	1	9
P.	Aquatics facility and programs offered	5	4	3	2	1	9

12. Which FOUR of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 11 above].

1st : _____ 2nd : _____ 3rd : _____ 4th : _____

13. Utilities. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Water and sewer service	5	4	3	2	1	9
B.	Residential trash collection service	5	4	3	2	1	9
C.	Curbside recycling service	5	4	3	2	1	9
D.	Yard waste service	5	4	3	2	1	9
E.	Bulk trash pickup service	5	4	3	2	1	9

14. Code Compliance. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Enforcement of the exterior maintenance of residential property	5	4	3	2	1	9
B.	Enforcement of the exterior maintenance of commercial property	5	4	3	2	1	9
C.	Communication from the Code Division	5	4	3	2	1	9

15. Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

<i>How Satisfied Are You With:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep you informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in local decision making	5	4	3	2	1	9
D.	The City's website, www.hallandalebeachfl.gov	5	4	3	2	1	9
E.	City's newsletter, <i>Hallandale Beach Happenings</i>	5	4	3	2	1	9
F.	Public access cable channel	5	4	3	2	1	9
G.	City radio AM 1620	5	4	3	2	1	9
H.	Telephone notification system	5	4	3	2	1	9
I.	Local community newspaper <i>Sun Times</i>	5	4	3	2	1	9

16. Which of the following are your primary sources of information about City issues, services, and events? (check all that apply)

- (1) The City newsletter, *Hallandale Beach Happenings*
- (2) Local newspaper, The Sun-Sentinel or The Miami Herald
- (3) Weekly newspaper, South Florida Sun Times
- (4) Notify Me (email notification)
- (5) Telephone notification system
- (6) City website, www.hallandalebeachfl.gov
- (7) Condo/home owner association meetings
- (8) Word of mouth (friends, neighbors, family)
- (9) City radio AM 1620
- (10) Blogs
- (11) Other: _____

17. Do you have access to the Internet at home or work?

- (1) Yes at home (2) Yes at work (3) Yes at both (4) No

18. Which of the following social media do you use and/or subscribe to? (check all that apply)

- (1) Facebook
- (2) Twitter
- (3) Tumblr
- (4) MySpace
- (5) Google Plus(+)
- (6) YouTube
- (7) Flickr
- (8) Other: _____

18a. How often do you use social media?

- (1) Daily
- (2) Weekly
- (3) Monthly
- (4) Rarely
- (5) Never

19. Is the information you receive from the City of Hallandale Beach.....

- (1) Too much (2) Just right (3) Not enough

20. How do you prefer to watch Commission meetings?

- (1) In person
- (2) Web streaming (live)
- (3) Cable television (live)
- (4) On demand archive on the city's website (taped)
- (5) Do not watch commission meetings

20a. If your preference is in person, do you prefer?

- (1) Day time meetings
- (2) Night time meetings
- (3) Combination (1 day time/1 night time)
- (4) Don't care

21. **City Taxes.** Currently the City of Hallandale Beach receives approximately a quarter of your total ad valorem property tax payment. Which statement best describes how you feel about the taxes you pay to the City of Hallandale Beach...

- (1) Taxes are too high for the level and quality of City services that I am receiving;
- (2) Taxes are high, but the City is providing more services at a higher quality than I expect;
- (3) Taxes are just right for the level and quality of City services that I am receiving;
- (4) Taxes are too low for the level and quality of City services that I am receiving.
- (5) Don't know
- (6) Rent/don't pay taxes

22. **Please indicate why you originally made the decision to live in or why you continue to live in Hallandale Beach?** (Check all that apply)

- (01) Location (proximity to work/highways)
- (02) Weather
- (03) Housing (nice homes/affordable)
- (04) Recreational opportunities
- (05) Quality education system
- (06) Nice neighborhoods
- (07) Community (city character/feeling)
- (08) Birthplace (lived here all life)
- (09) Diversity
- (10) Good variety of restaurants/nightlife
- (11) Reasonable tax rate
- (12) Quality customer/citizen service
- (13) Other: _____

23. **Values and Diversity.** Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about the City of Hallandale Beach:

Rate your level of agreement with the following statements:		<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know</i>
A.	City leaders have a vision and long-term plan for the community	5	4	3	2	1	9
B.	The City is a good steward of the environment	5	4	3	2	1	9
C.	The City does a good job of protecting and preserving historical sites	5	4	3	2	1	9
D.	The City of Hallandale Beach does a good job serving the needs of diverse populations in the community	5	4	3	2	1	9
E.	The City values and supports community input and participation	5	4	3	2	1	9
F.	The City is transparent in its operations	5	4	3	2	1	9

24. **Can you think of any specific ways to improve the quality of services provided by the City of Hallandale Beach?**

25. **Can you think of any specific ways to improve the quality of life in the City of Hallandale Beach?**

29. **How many persons living in your household (counting yourself), are?**
 Under age 5 _____ Ages 20-24 _____ Ages 55-64 _____
 Ages 5-9 _____ Ages 25-34 _____ Ages 65-74 _____
 Ages 10-14 _____ Ages 35-44 _____ Ages 75+ _____
 Ages 15-19 _____ Ages 45-54 _____
30. **Do you have school age children (grades K-12) living at home?**
 _____(1) Yes
 _____(2) No
- 30a. **IF YES: For your school age children, what type(s) of school do they attend?**
 _____(1) Public school
 _____(2) Charter school
 _____(3) Private/Parochial School
 _____(4) Home School
31. **What is your age? _____ years**
32. **Would you say your total household income is:**
 _____(1) Under \$30,000 _____(3) \$60,000 to \$99,999
 _____(2) \$30,000 to \$59,999 _____(4) More than \$100,000
33. **Do you own or rent your home? _____(1) Own _____(2) Rent**
34. **Which of the following best describes your race? (check all that apply)**
 _____(1) White _____(4) Native American
 _____(2) African American _____(5) Other: _____
 _____(3) Asian/Pacific Islander
35. **Are you of Hispanic, Latino, or other Spanish heritage? _____(1) Yes _____(2) No**
36. **Which of the following is the primary language for members of your household?**
 _____(1) English _____(3) Creole
 _____(2) Spanish _____(4) Other: _____
37. **Your gender: _____(1) Male _____(2) Female**
38. **What is your highest grade of school completed?**
 _____(1) Eighth grade or less _____(5) Technical school graduate
 _____(2) Some high school _____(6) Some college
 _____(3) High school graduate or GED _____(7) College graduate
 _____(4) Some technical school _____(8) Post-graduate or professional degree

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

The information printed on the sticker to the right will be used to help identify which areas of the City are requesting various City services. If your address is not correct, please provide the correct information.