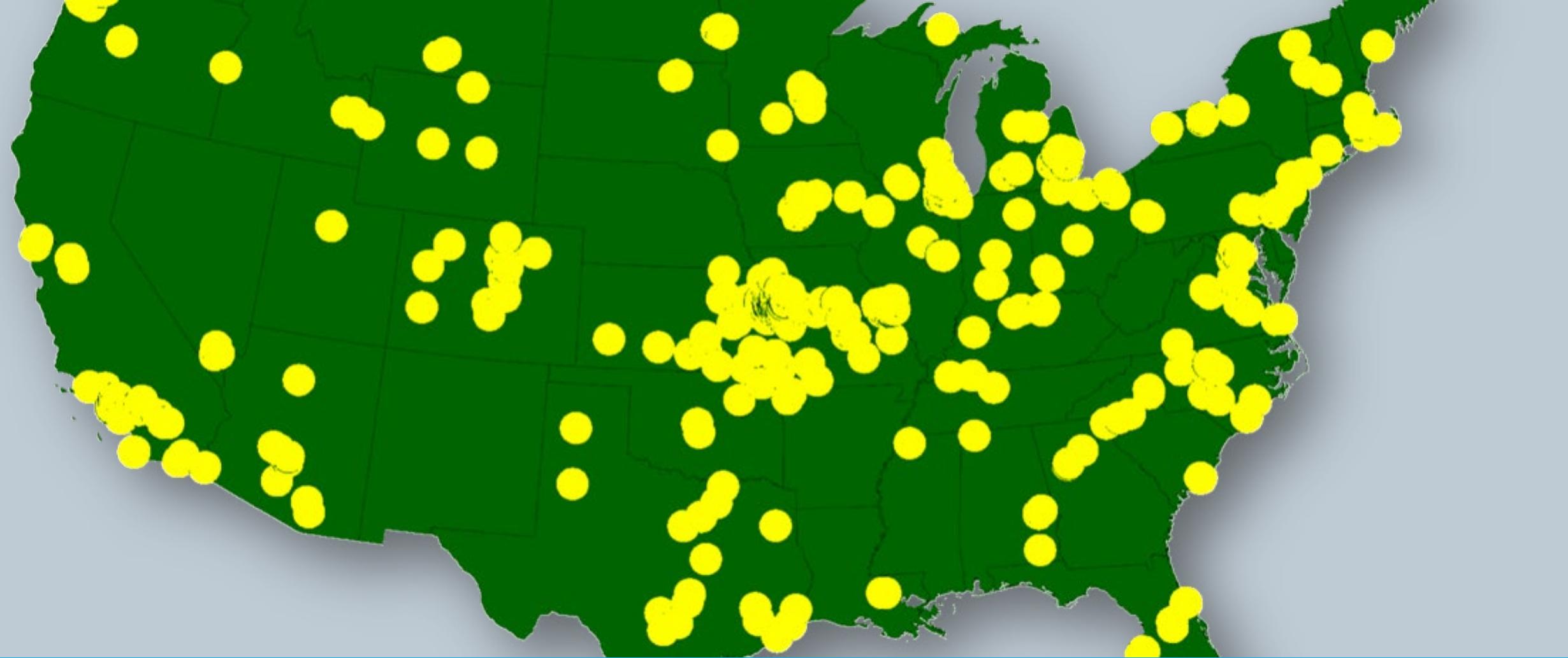


City of Margate Community Survey



PRESENTED BY  ETC
INSTITUTE



A National Leader in Market Research for Local Governmental Organizations

More than 2,000,000 Persons Surveyed Since 2009 in more than 900 cities in 49 states

Helping organizations make better decisions

Agenda

Purpose & Methodology

Bottom Line Upfront

Major Findings

Summary

Questions

Purpose

To objectively assess resident satisfaction with the delivery of City services

To help determine priorities for the community as a part of the City's on-going planning process

To compare the City's performance with residents in other communities both statewide and nationally

Methodology

Survey Description

- Seven-page survey

Method of Administration

- By mail and online to random sample of households in the City
- Each survey took approximately 15-20 minutes to complete
- Surveys initially mailed on January 14th with a second mailing on March 1st to residents who had yet to complete their surveys
- Survey administration completed March 2021

Sample Size

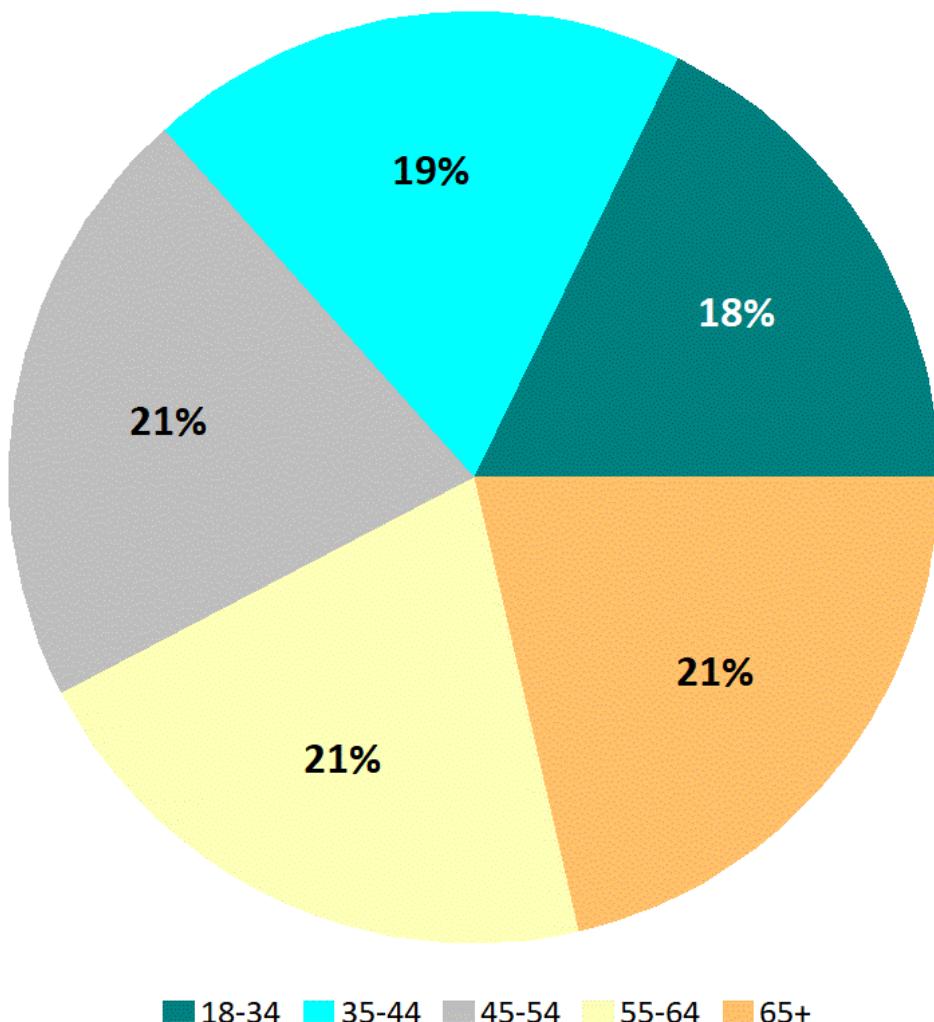
- **Goal:** 400 surveys
- **Actual:** 434 surveys

Margin of Error

- +/- 4.7% at the 95% level of confidence

Q37. Demographics: Age of Respondent

by percentage of respondents (excluding “not provided”)

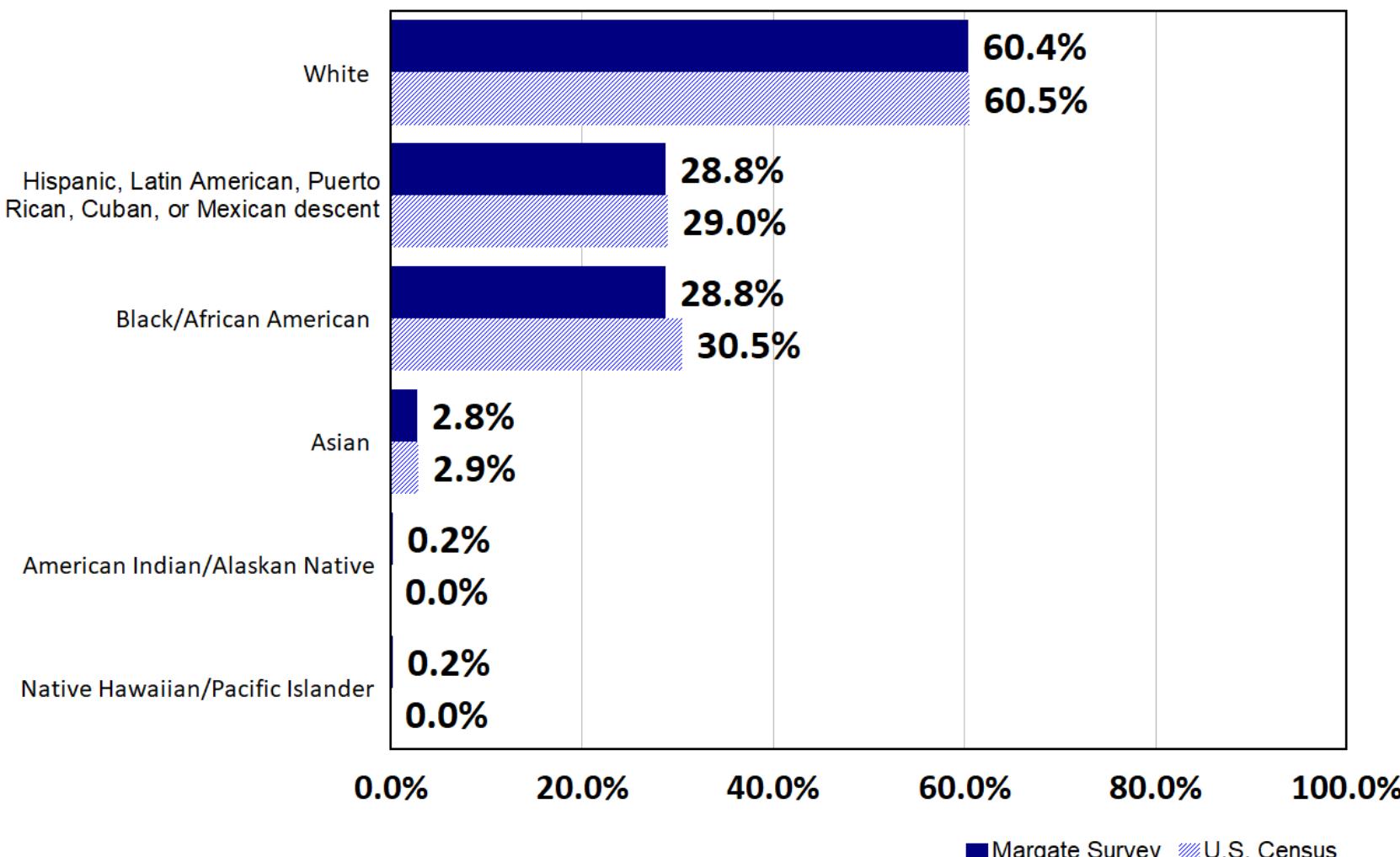


Source: ETC Institute (2021)

Good Representation by Age

Q40. Demographics: Which of the following best describes your race?

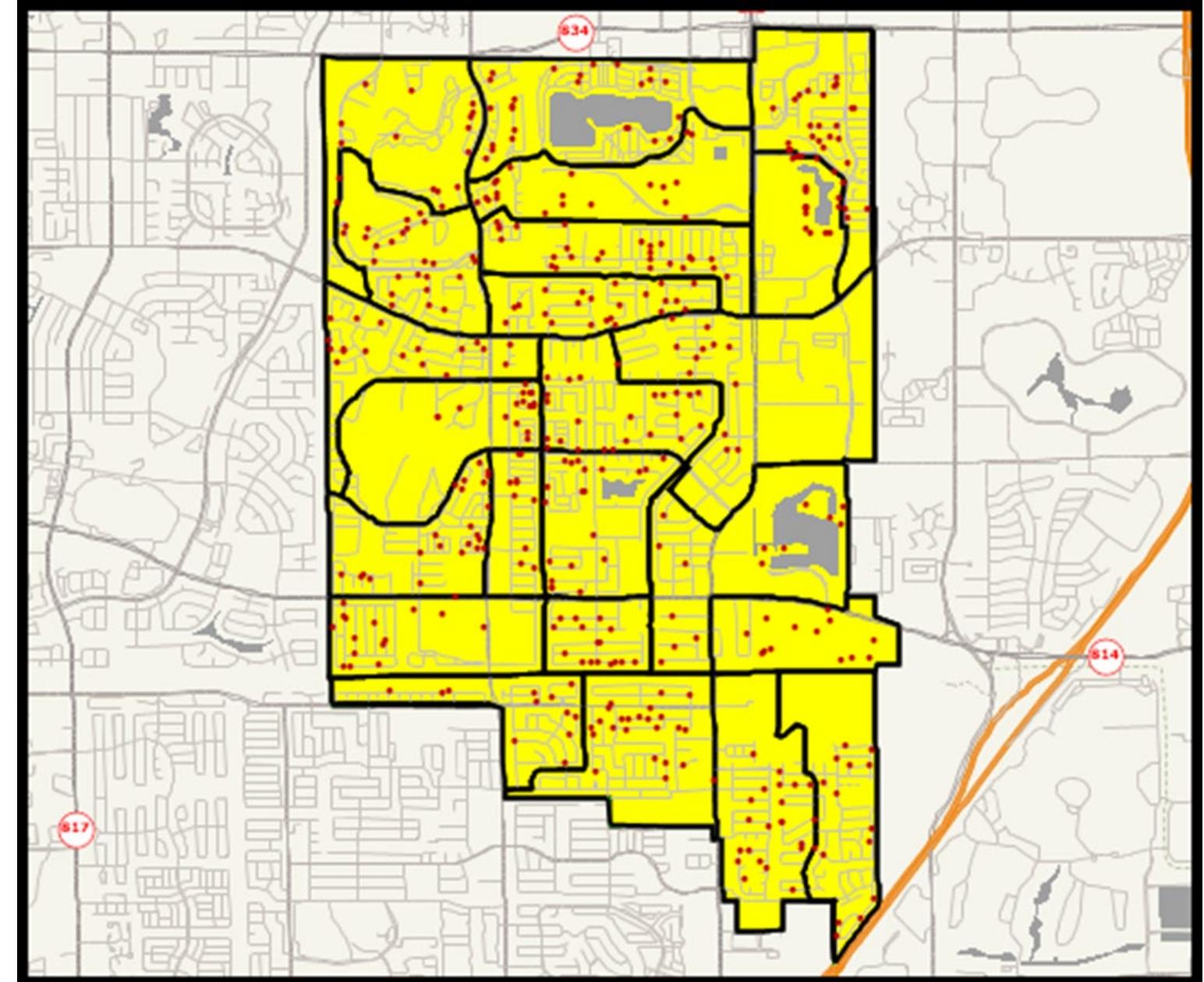
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2021)

Location of Survey Respondents

Good distribution of responses throughout the City



City of Margate Community Survey

Bottom Line Up Front

Most Residents Have a Positive Perception of the City

- 82% rated the City as an “excellent” or “good” place to live
- 76% of residents think the City is continually improving as a place to live
- 65% indicated they were either “very satisfied” or “satisfied” with the overall quality of City services
- 64% indicated they were either “very satisfied” or “satisfied” with the overall quality of life in the City

Top Priorities for Improvement

- City’s efforts to maintain the quality of neighborhoods – *sidewalk maintenance in neighborhoods*
- Public Works – *sidewalk maintenance in neighborhoods*
- Code Compliance efforts – *exterior maintenance of residential and commercial property*

Other Priorities for Improvement

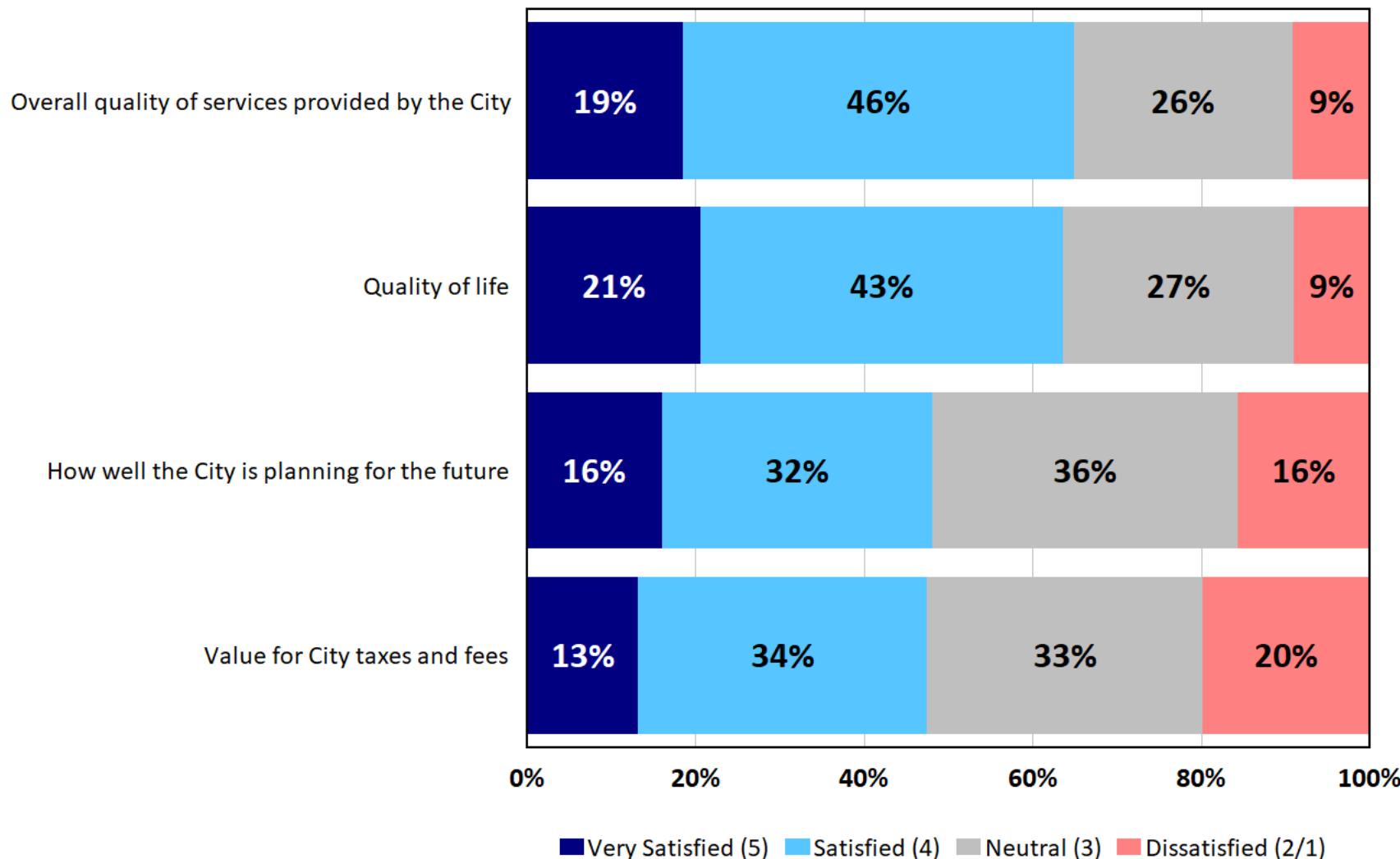
- Patrolling in the City
- Efforts to prevent crime
- Walking and biking paths in the City
- Availability of information about recreation programs
- Appearance of medians in the City

Perceptions

RESIDENTS HAVE A POSITIVE PERCEPTION OF THE CITY

Q3. Perceptions of the City

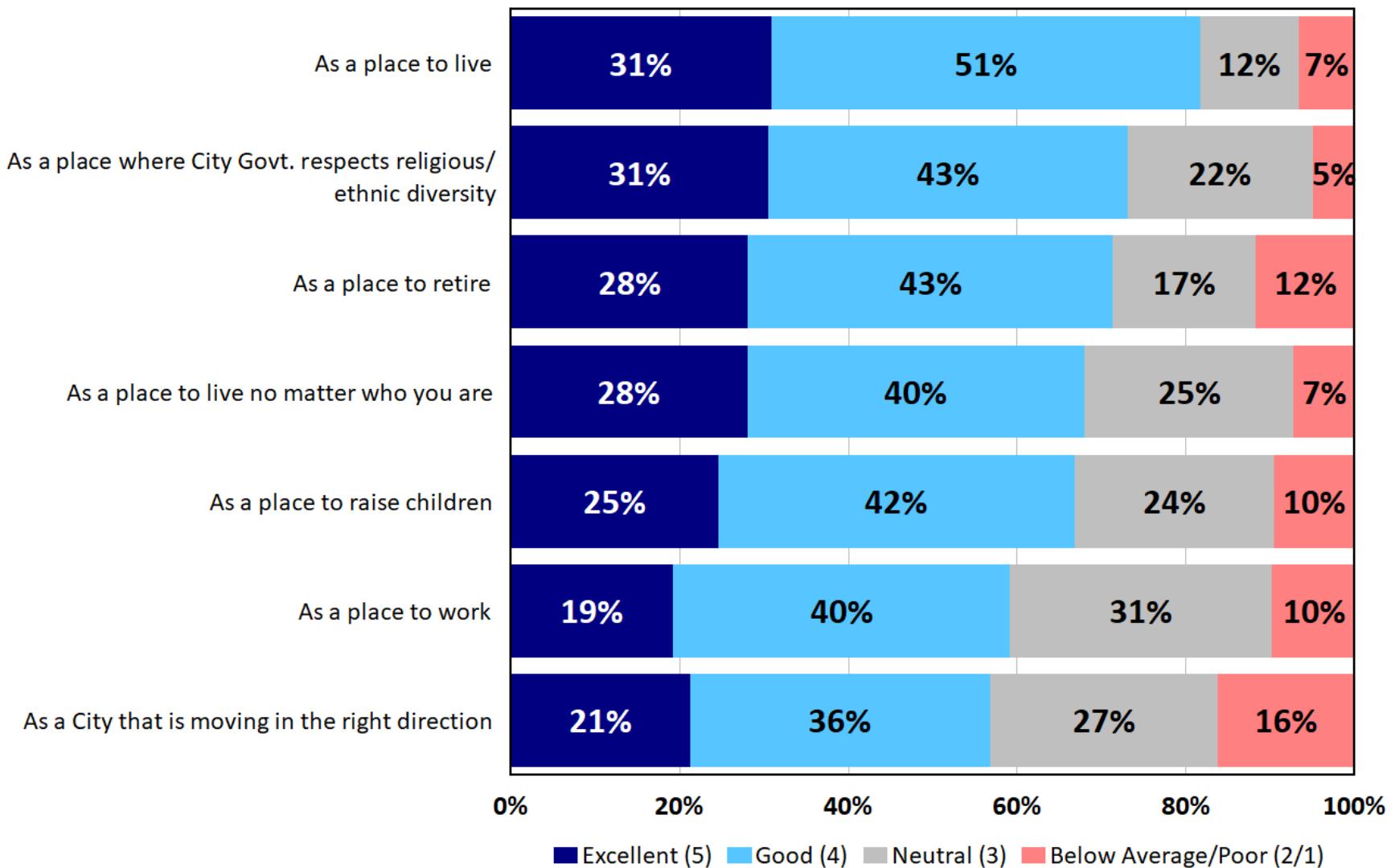
by percentage of respondents (excluding “don't know”)



Source: ETC Institute (2021)

Q4. Overall Ratings of the City

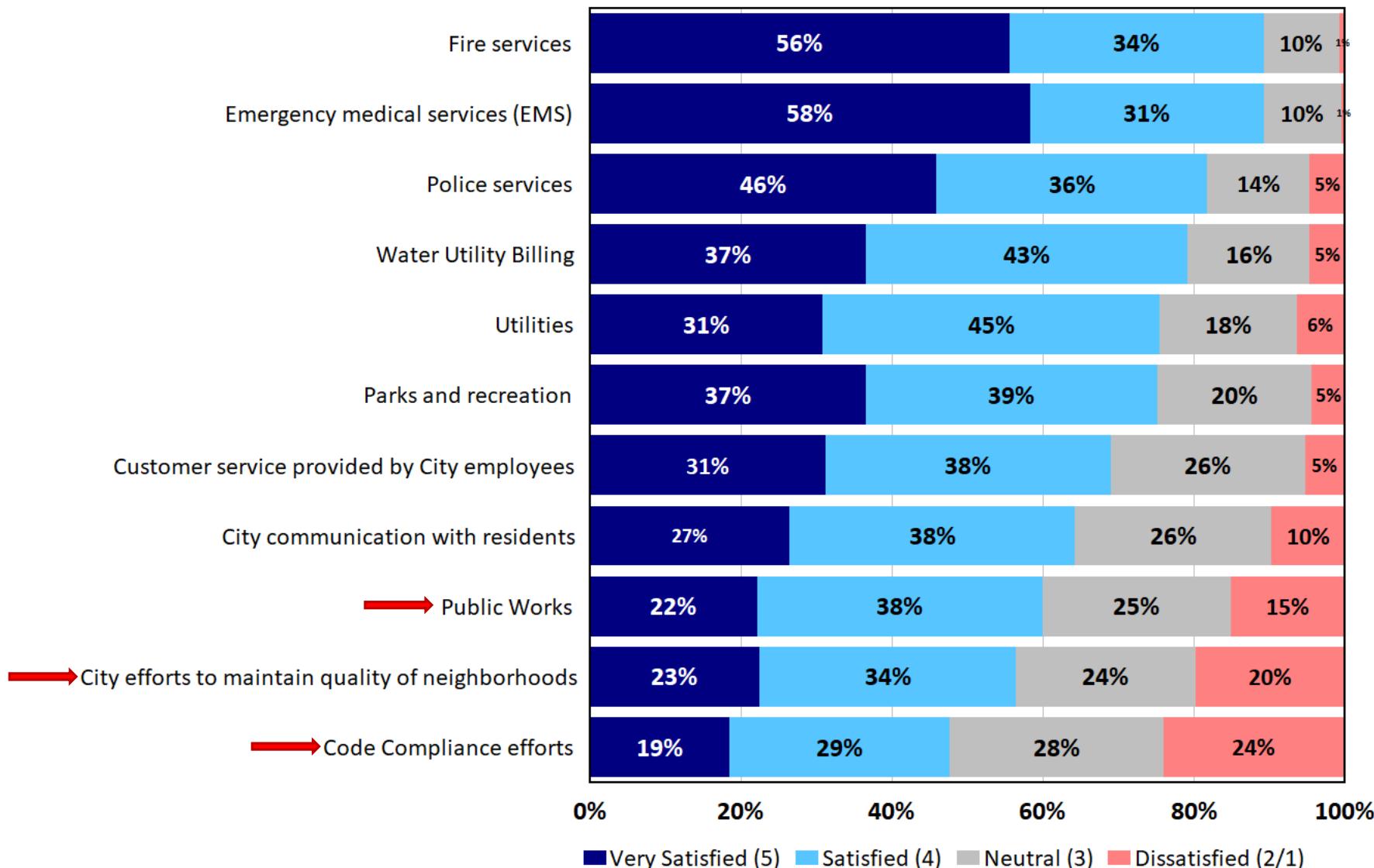
by percentage of respondents (excluding “don't know”)



Source: ETC Institute (2021)

Q1. Satisfaction With Major Categories of City Services

by percentage of respondents (excluding “don't know”)

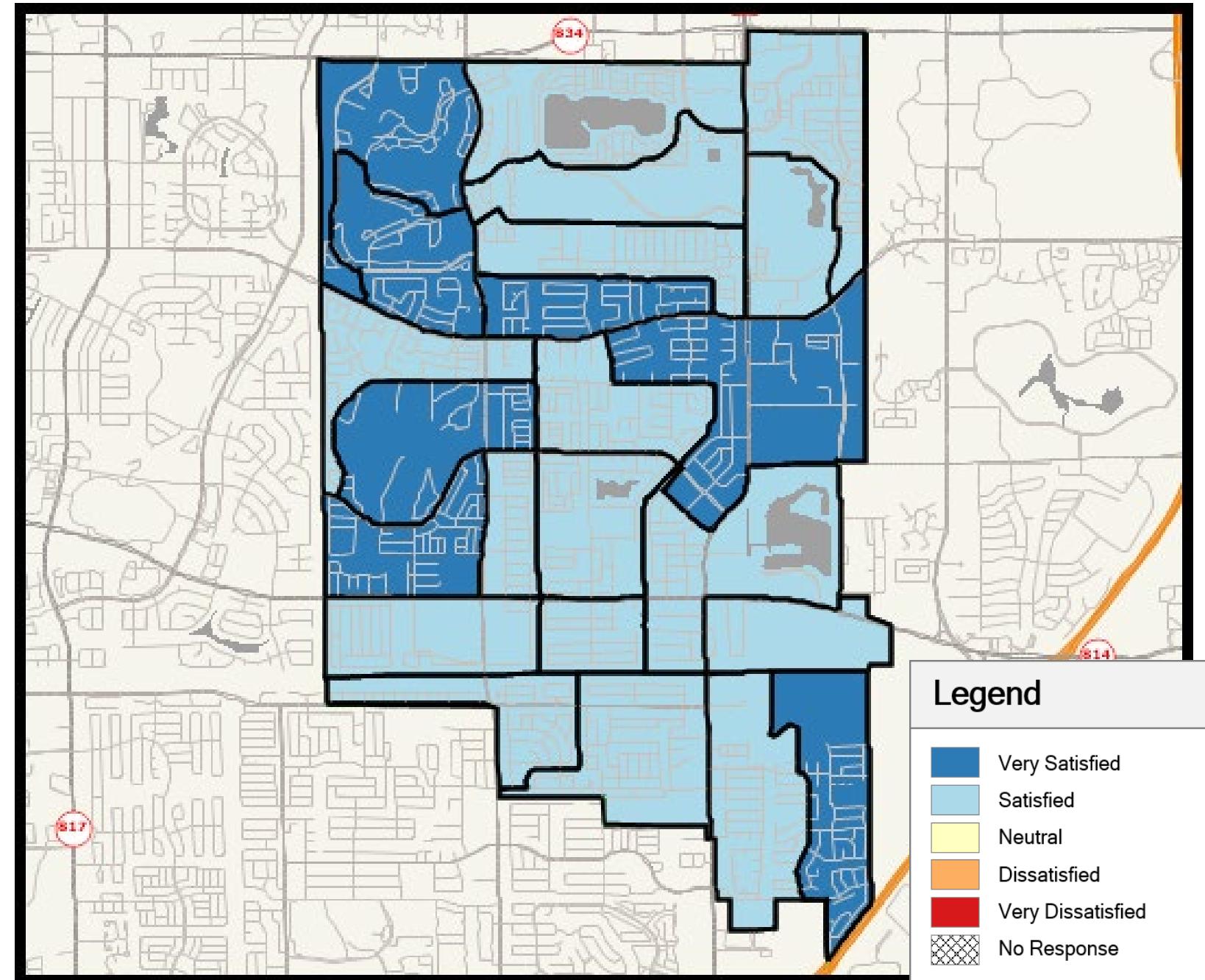


Source: ETC Institute (2021)

Rating Margate as a Place to Live

All areas of the map are in blue

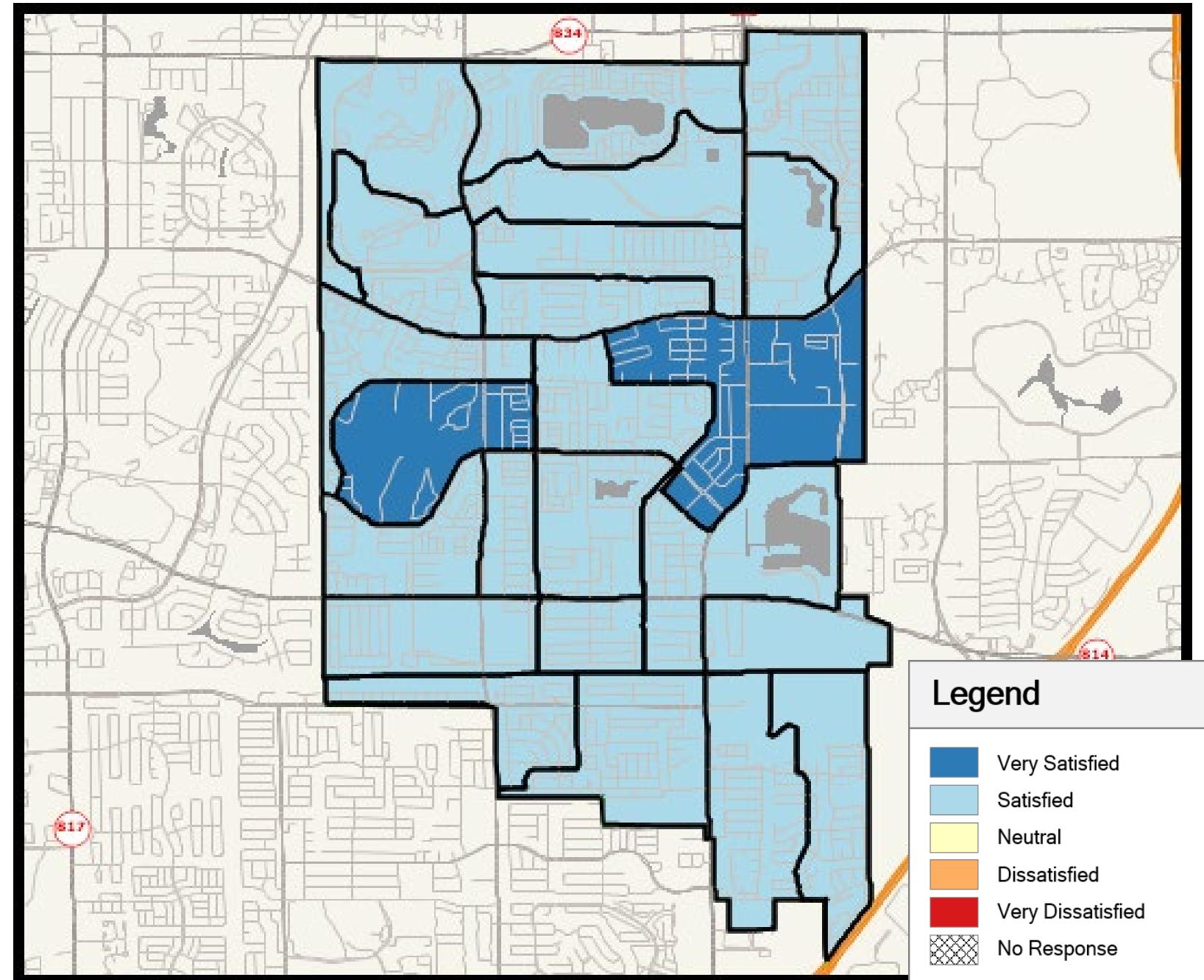
Areas of yellow, orange, or red have
lower levels of satisfaction and should
receive additional emphasis.



Rating Margate as a Place to Raise Children

All areas of the map are in blue

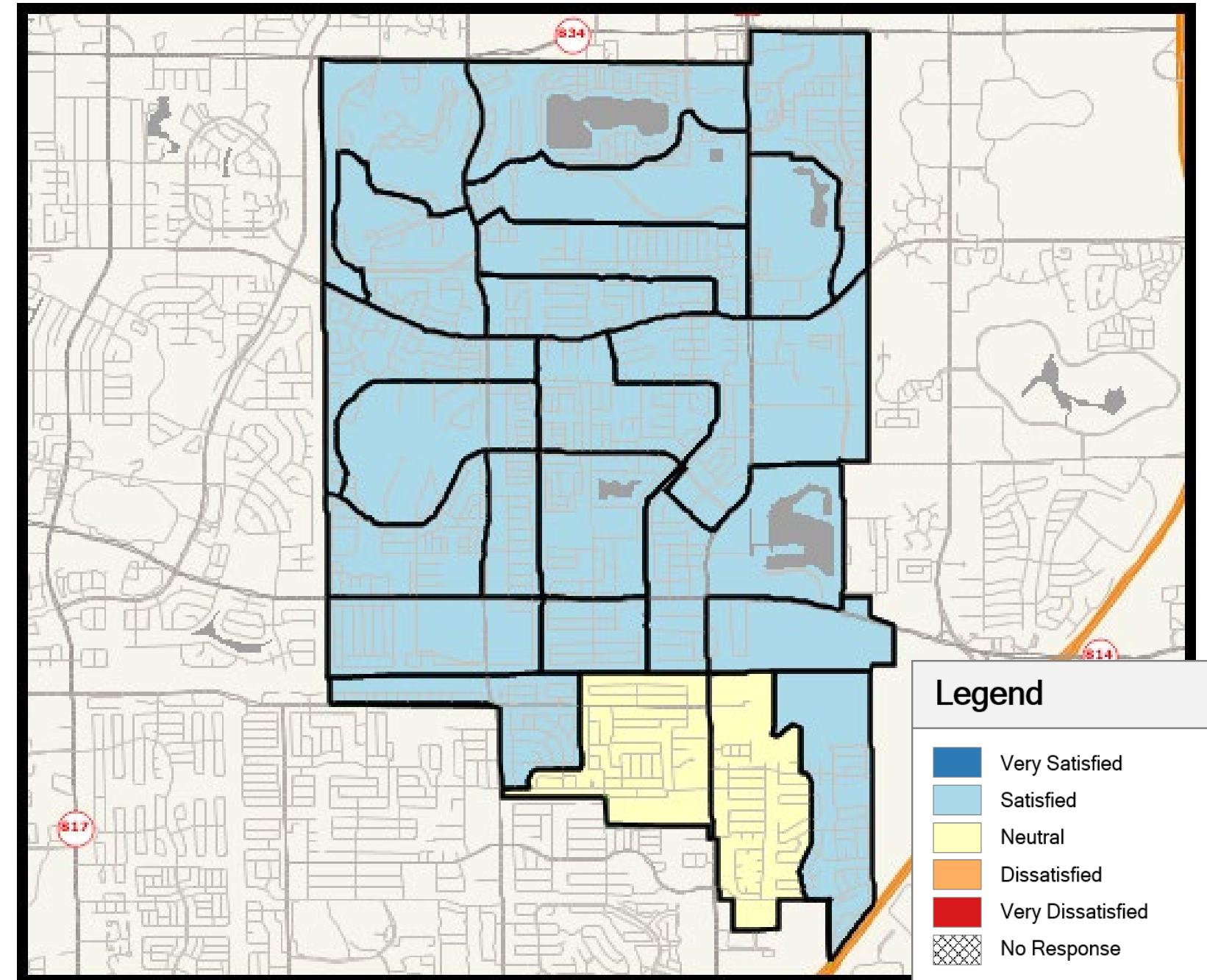
Areas of yellow, orange, or red have
lower levels of satisfaction and should
receive additional emphasis.



Overall Quality of Services Provided by the City

Most areas of the map are in blue

Margate is equitably providing services to most areas of the City.

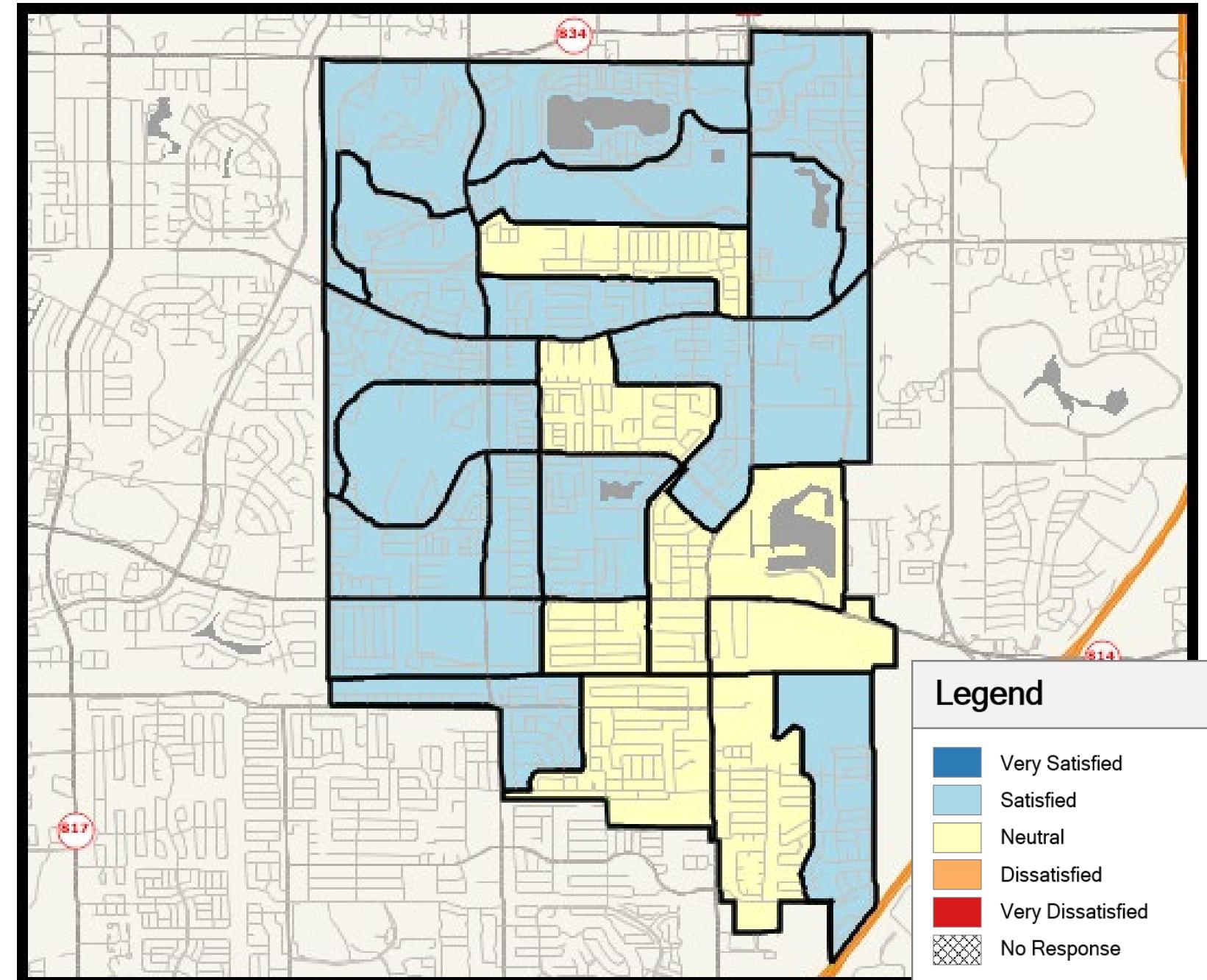


City Efforts to Maintain the Quality of Neighborhoods

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction

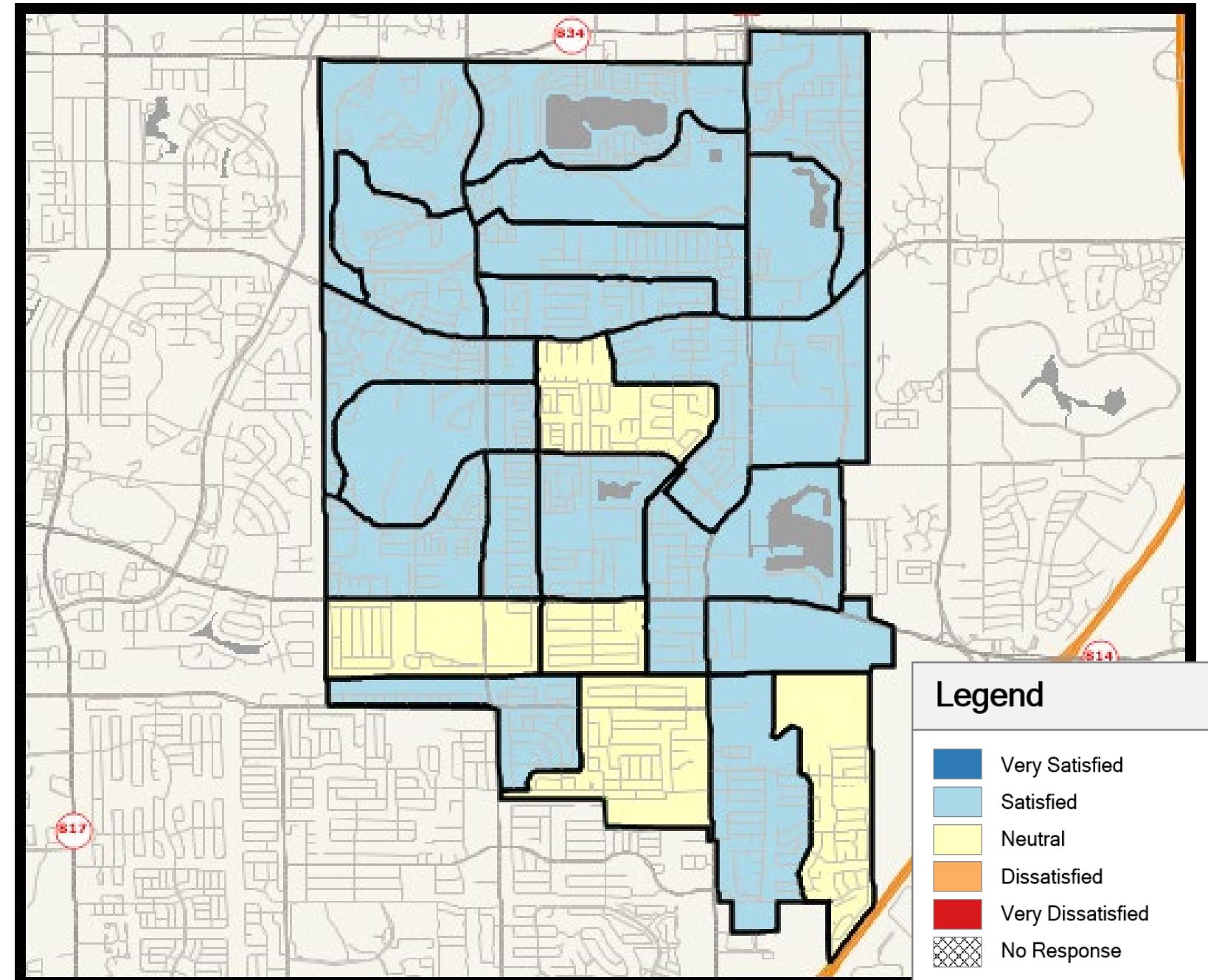


Public Works

This item was determined to be the 2nd highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction

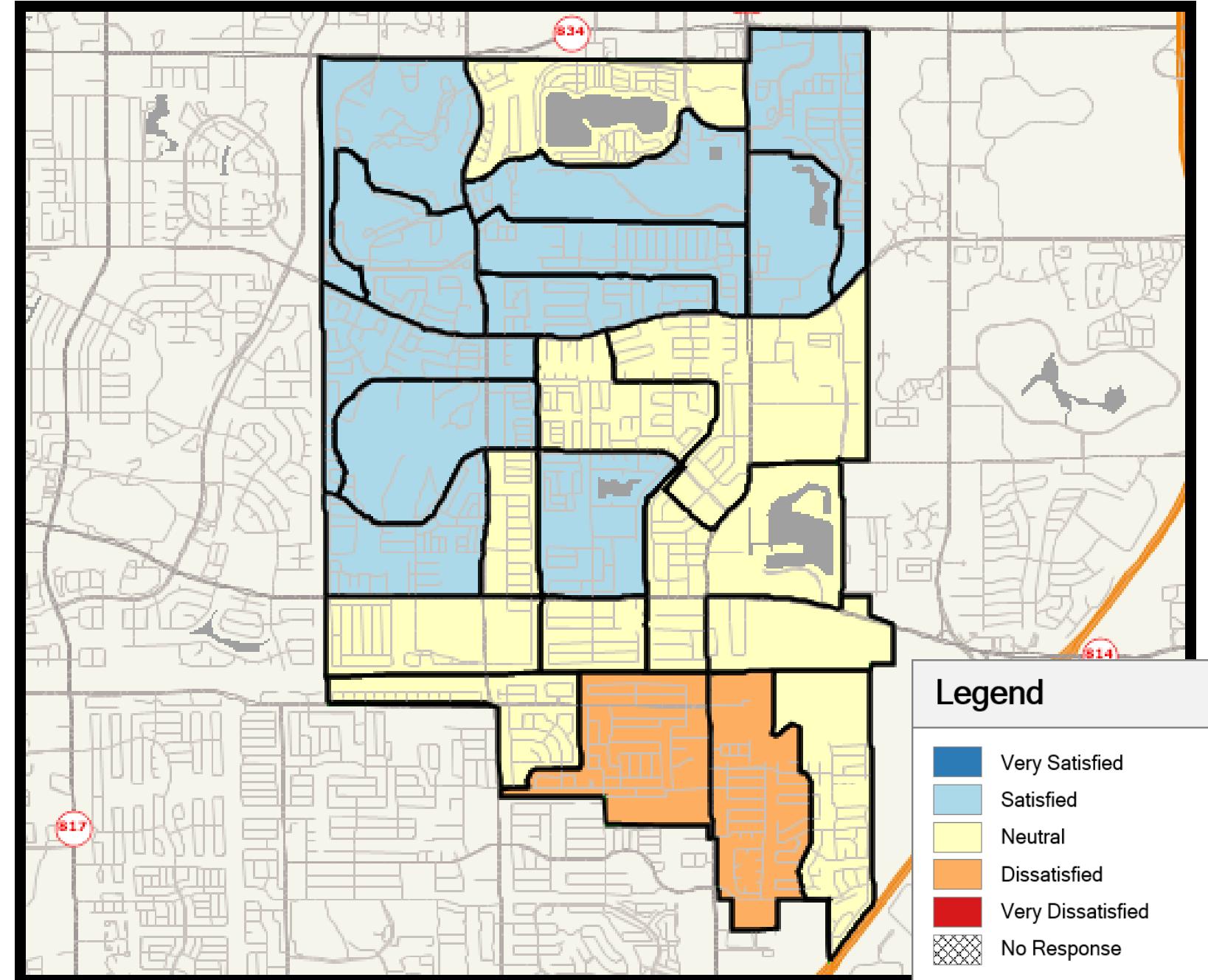


Code Compliance Efforts

This item was determined to be the 3rd highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow and orange show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction



Benchmarks

HOW MARGATE COMPARES TO NATIONAL AND STATE AVERAGES

National Comparisons

COMPARATIVE STRENGTHS

- Aquatic/pool facility (+33.8%)
- Bulk/yard waste collection (+30.8%)
- Outdoor athletic facilities/fields (+25.7%)
- Quality of recreation programs for seniors (+19.3%)
- Police services (+18.3%)
- Customer service provided by City employees (+17.9%)
- Quality of recreation programs for youth (+16.6%)
- Condition of major streets (+16.6%)
- Recreational Center (+16.3%)
- City communication with residents (+16.2%)
- Parks and recreation (+15.8%)
- Condition of streets in neighborhoods (+14.5%)

COMPARATIVE WEAKNESSES

- Enforcement of local traffic laws (-1.9%)
- Exterior maintenance of residential property (-1.9%)
- Code Compliance efforts (-4.3%)
- As a place to raise children (-4.4%)
- Exterior maintenance of commercial property (-7%)
- Walking and biking paths in the City (-9.5%)
- Walking alone in neighborhoods after dark (-18.3%)

Local Comparisons

COMPARATIVE STRENGTHS

- Aquatic/pool facility (+34.3%)
- Outdoor athletic facilities/fields (+30.7%)
- Quality of recreation programs for seniors (+24.3%)
- Quality of recreation programs for youth (+22.3%)
- Recreational Center (+19.9%)
- Quality of recreation programs for adults (+16.9%)
- City efforts to inform about local issues (+8%)
- Police services (+7.8%)
- Customer service provided by City employees (+6.4%)
- The City's social media outreach (+5.8%)
- Emergency medical services (EMS) (+5.6%)
- Bulk/yard waste collection (+3.9%)

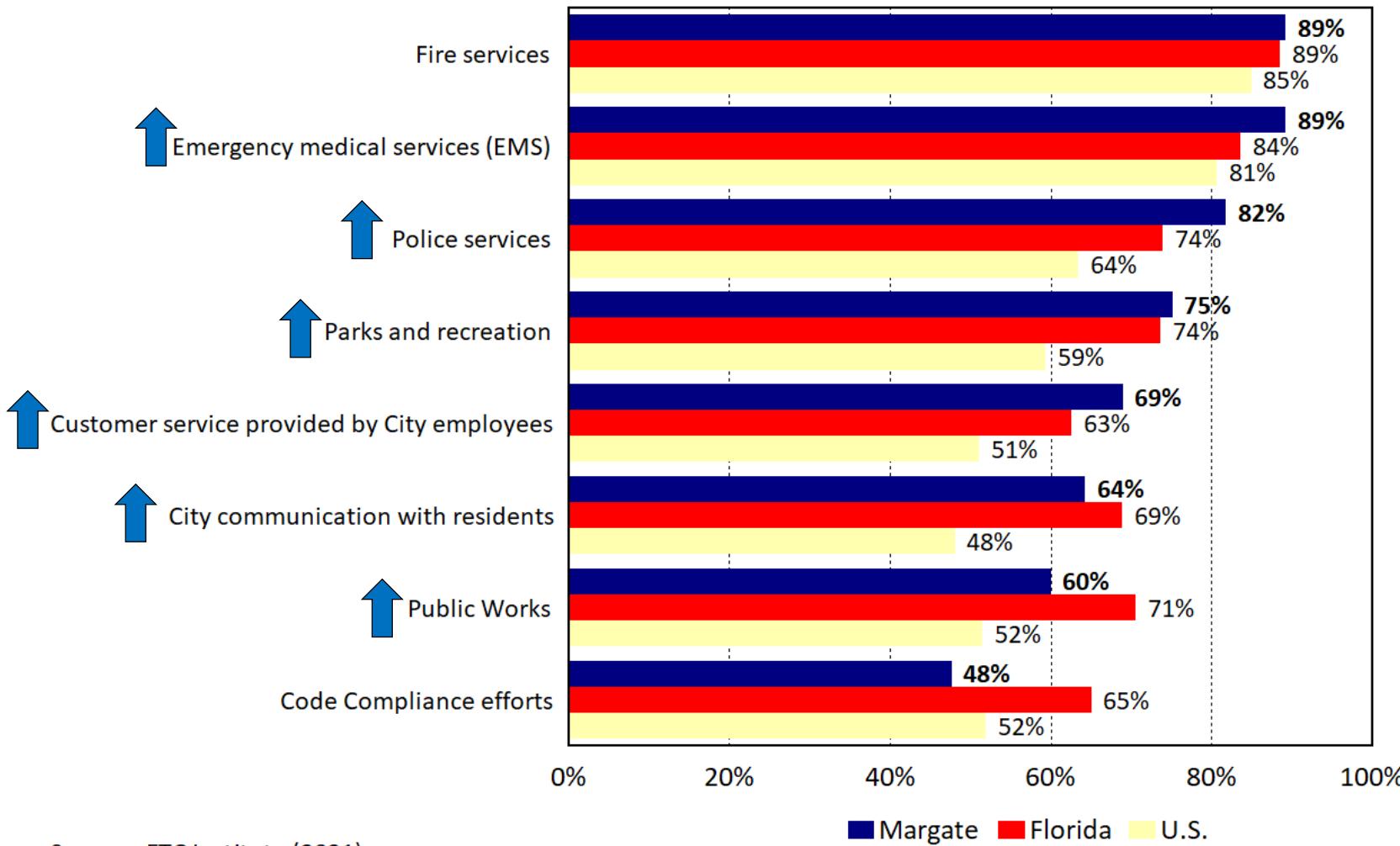
COMPARATIVE WEAKNESSES

- Fire prevention/education programs (-8.1%)
- Walking and biking paths in the City (-8.1%)
- Public Works (-10.6%)
- City efforts to prevent crimes (-11.3%)
- Sidewalk maintenance in neighborhoods (-12.9%)
- Value for City taxes and fees (-15.2%)
- In City parks and recreation facilities (-16.1%)
- As a place to raise children (-16.1%)
- Code Compliance efforts (-17.4%)
- Exterior maintenance of residential property (-21.4%)
- Exterior maintenance of commercial property (-28.2%)
- Walking alone in neighborhoods after dark (-29.7%)

Satisfaction With Major Categories of City Services

Margate vs. Florida vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2021)

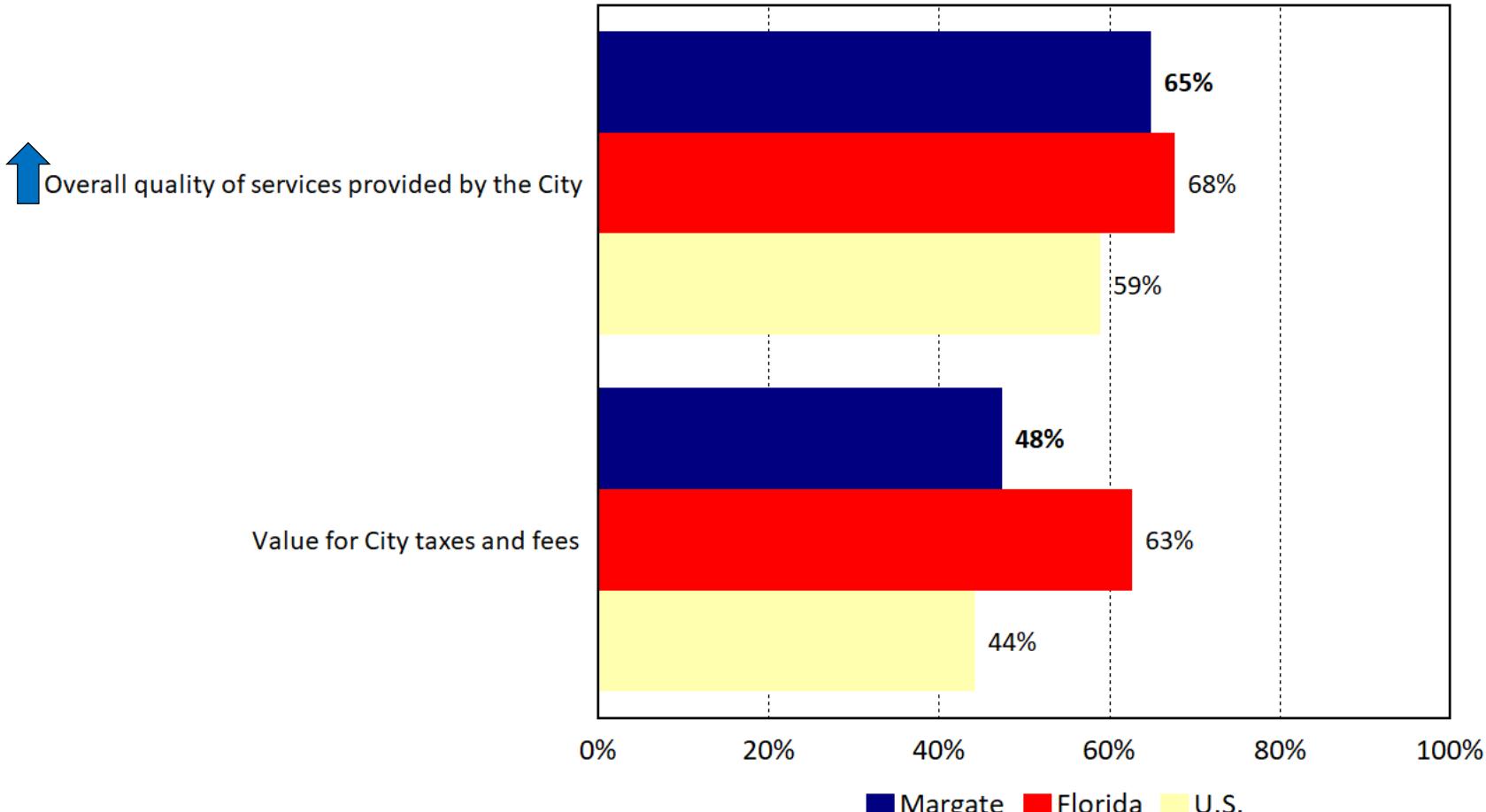
Significantly Higher Than National Average:

Significantly Lower Than National Average:

Perceptions of the City

Margate vs. Florida vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



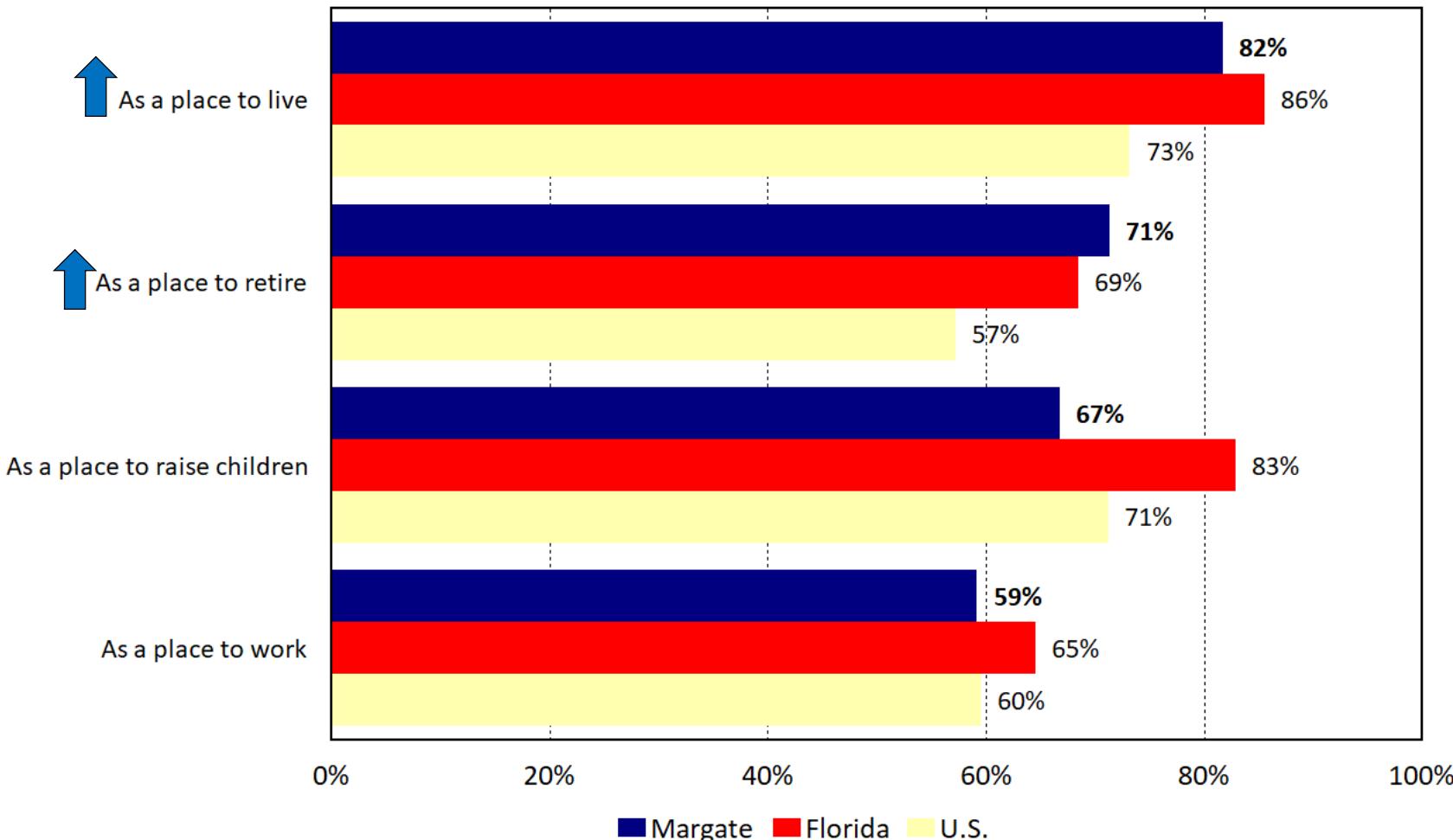
Source: ETC Institute (2021)

Significantly Higher Than National Average:

Significantly Lower Than National Average:

Overall Ratings of the City Margate vs. Florida vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Source: ETC Institute (2021)

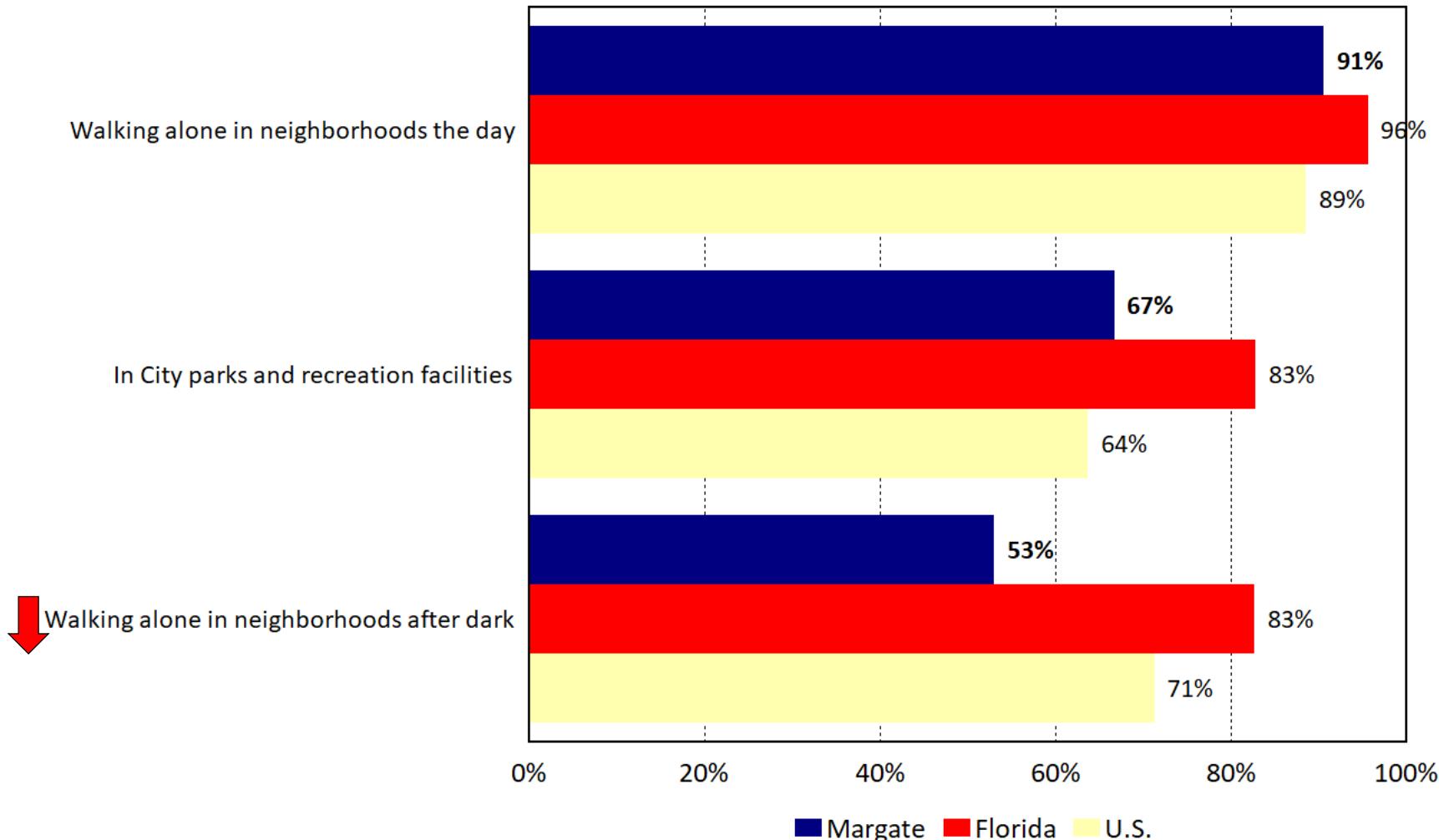
Significantly Higher Than National Average:

Significantly Lower Than National Average:

Perceptions of Safety and Security

Margate vs. Florida vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: ETC Institute (2021)

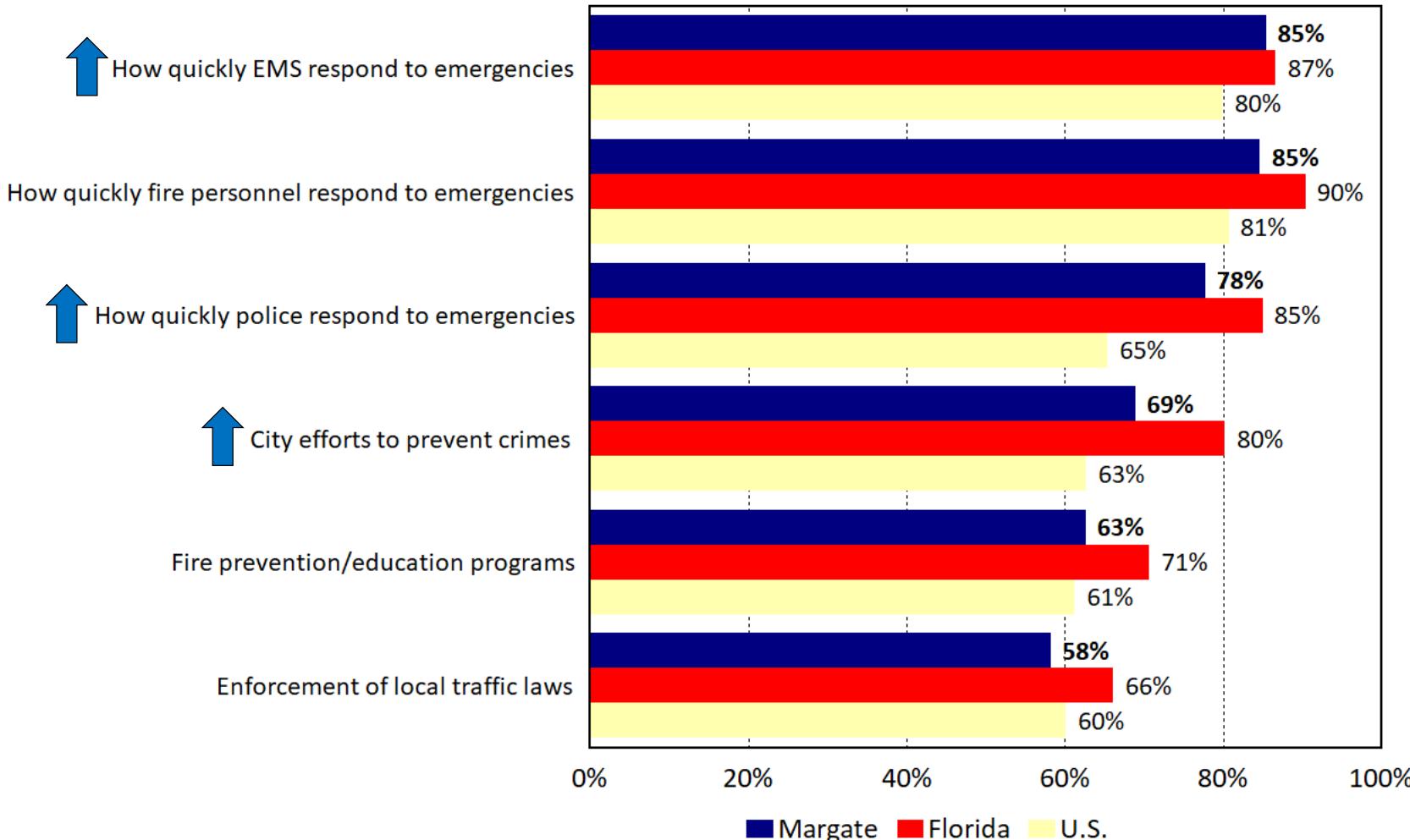
Significantly Higher Than National Average:

Significantly Lower Than National Average:

Satisfaction With Public Safety Services

Margate vs. Florida vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2021)

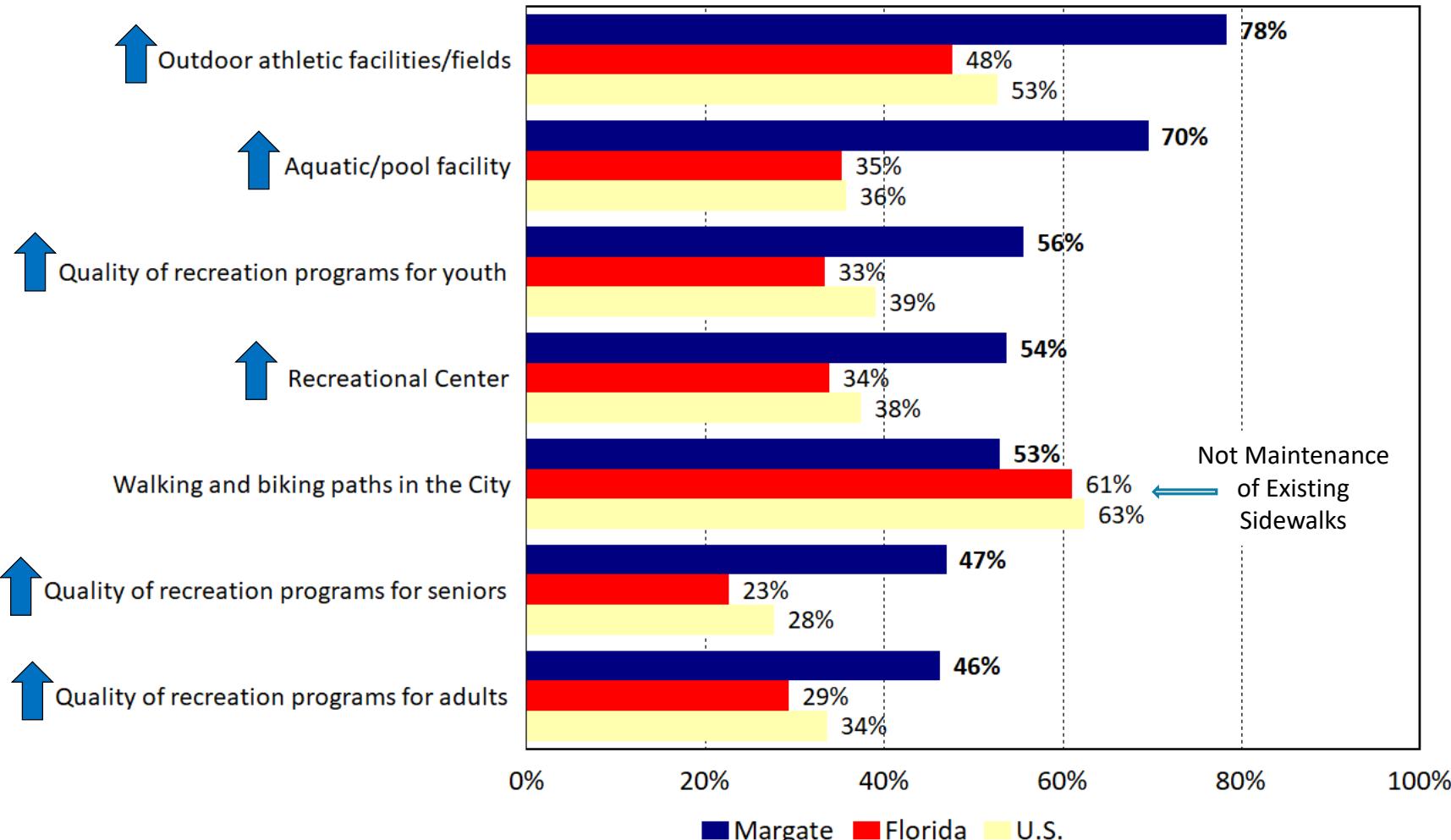
Significantly Higher Than National Average:

Significantly Lower Than National Average:

Satisfaction With Parks and Recreation

Margate vs. Florida vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2021)

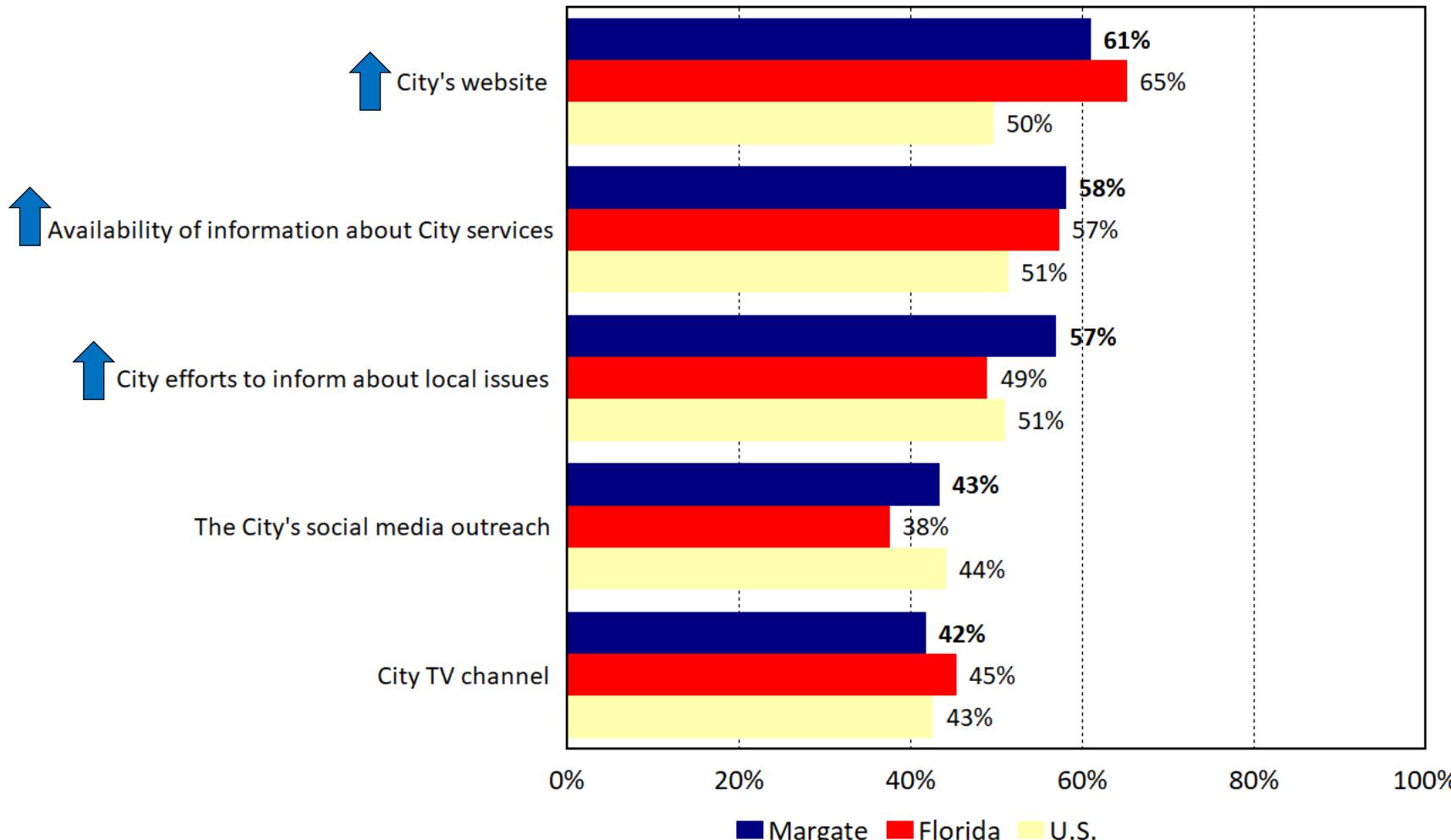
Significantly Higher Than National Average:

Significantly Lower Than National Average:

Satisfaction With City Communication

Margate vs. Florida vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2021)

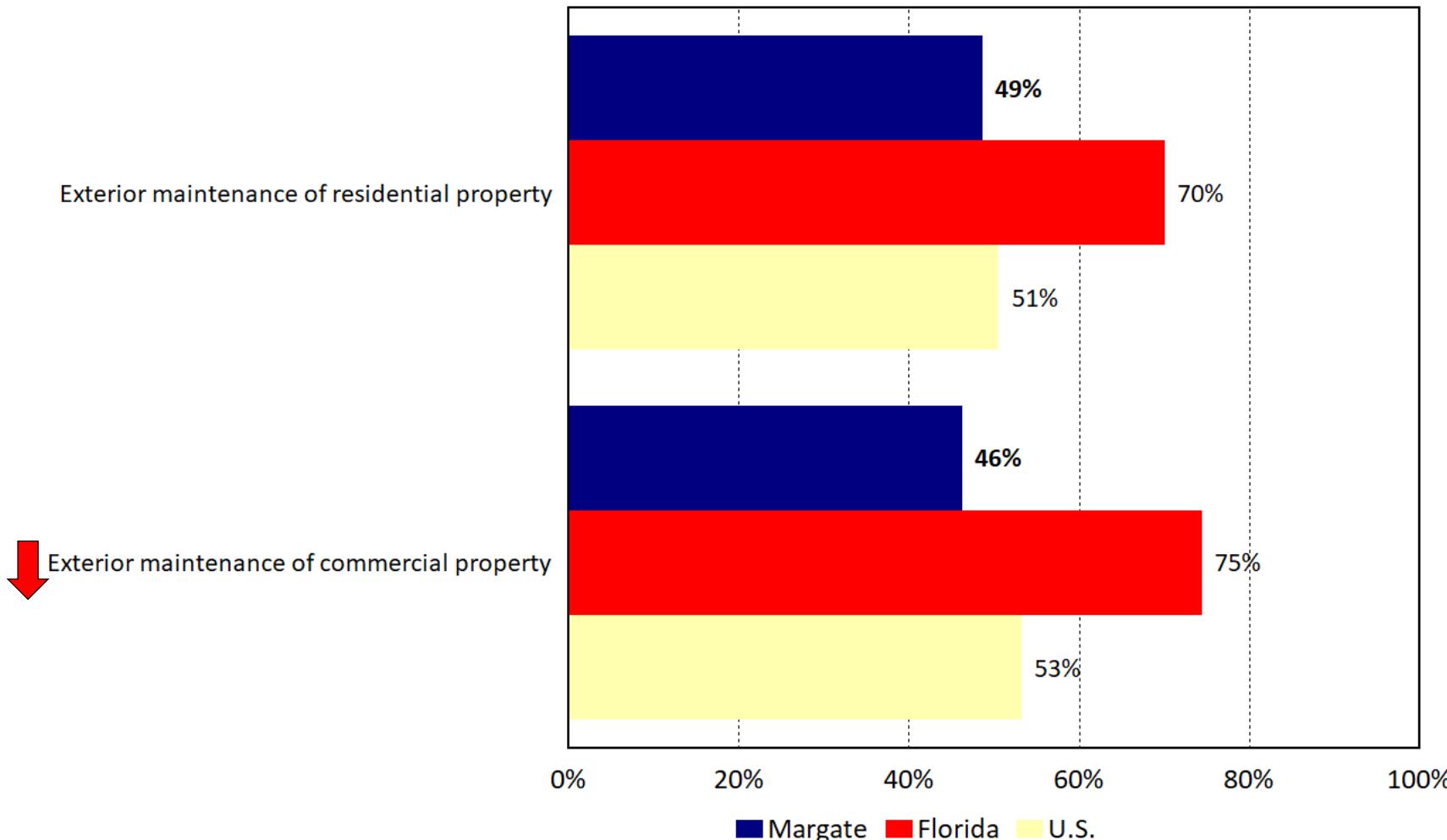
Significantly Higher Than National Average:

Significantly Lower Than National Average:

Satisfaction With Code Compliance

Margate vs. Florida vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2021)

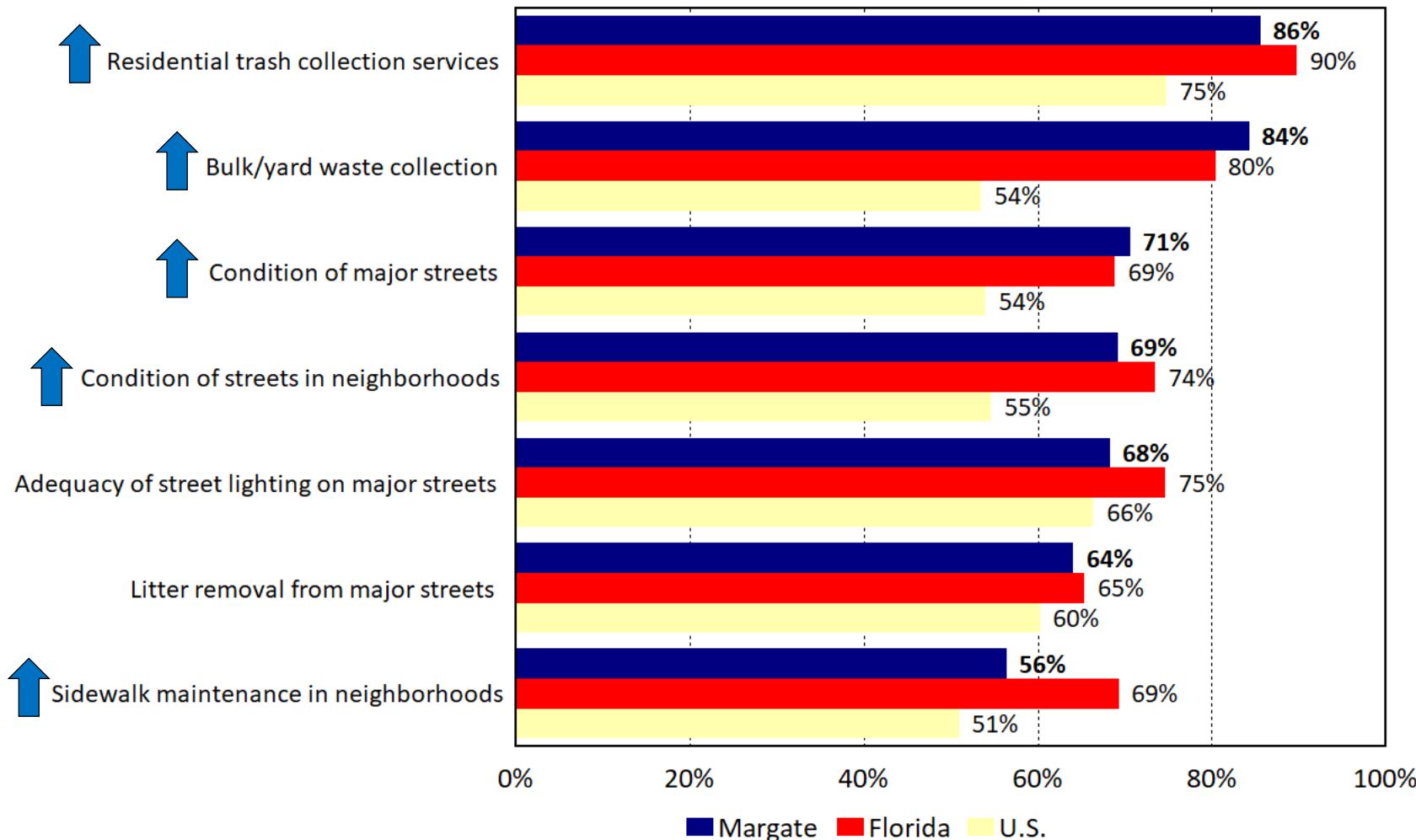
Significantly Higher Than National Average:

Significantly Lower Than National Average:

Satisfaction With Public Works

Margate vs. Florida vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2021)

Significantly Higher Than National Average:

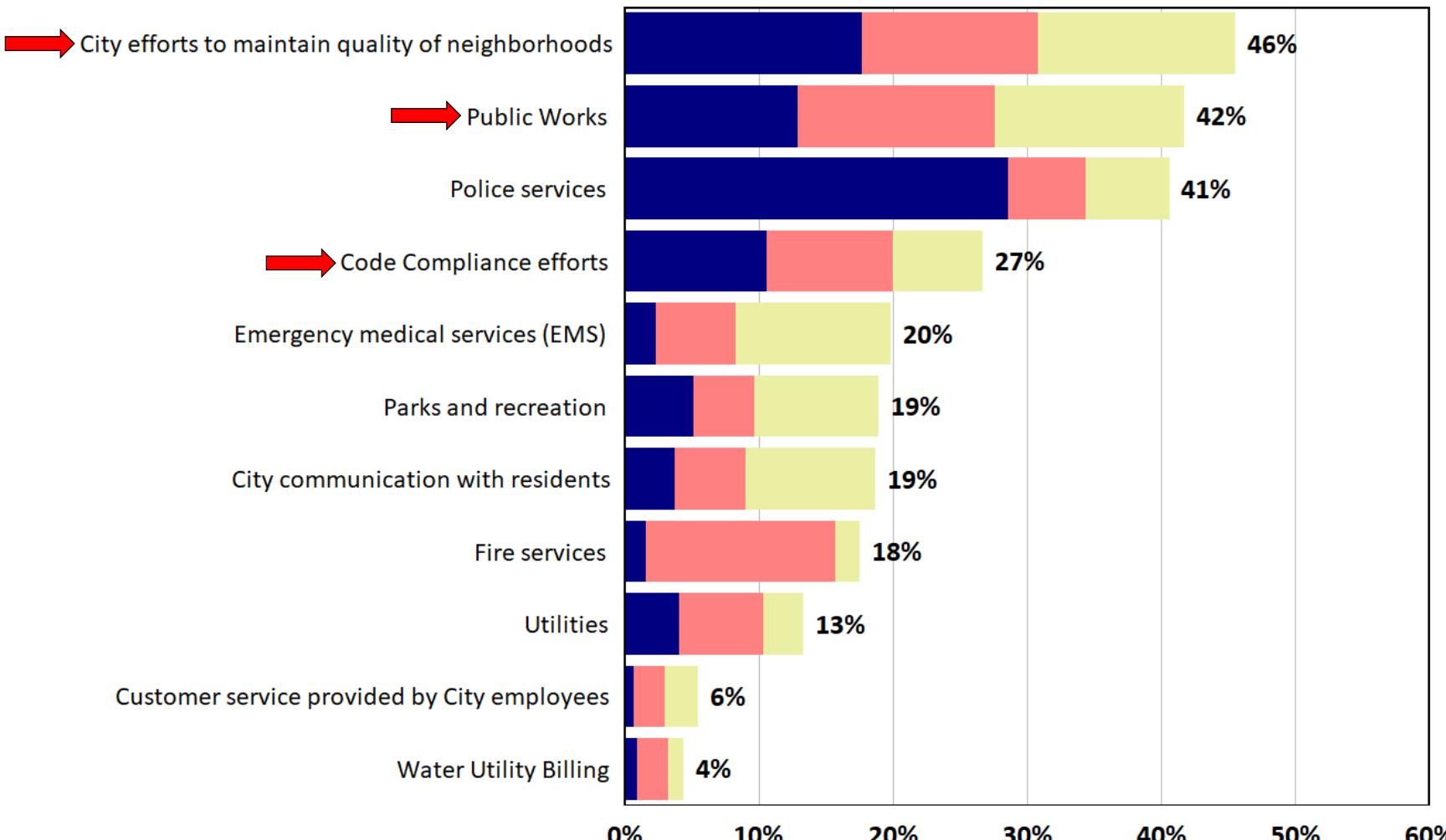
Significantly Lower Than National Average:

Priorities for Investment

IMPORTANCE-SATISFACTION ANALYSIS

Q2. Major City Services That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2021)

■ 1st Choice ■ 2nd Choice ■ 3rd Choice

Importance-Satisfaction Rating

City of Margate Community Survey

Major Categories of City Service

Category of Service	Most Important %	Most Important		Satisfaction %	Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %				
City efforts to maintain quality of neighborhoods	46%	1	57%	10	0.1979	1	
Public Works	42%	2	60%	9	0.1668	2	
Code Compliance efforts	27%	4	48%	11	0.1396	3	
Police services	41%	3	82%	3	0.0739	4	
City communication with residents	19%	7	64%	8	0.0668	5	
Parks and recreation	19%	6	75%	6	0.0469	6	
Utilities	13%	9	76%	5	0.0326	7	
Emergency medical services (EMS)	20%	5	89%	2	0.0212	8	
Fire services	18%	8	89%	1	0.0187	9	
Customer service provided by City employees	6%	10	69%	7	0.0171	10	
Water Utility Billing	4%	11	79%	4	0.0092	11	

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Rating

City of Margate Community Survey

Public Safety

Category of Service	Most Important %	Most Important		Satisfaction %	Rank	Importance-Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %				
Patrolling in your City	38%	2	57%	11	0.1609	1	
City efforts to prevent crimes	45%	1	69%	6	0.1390	2	
Enforcement of local traffic laws	24%	3	58%	10	0.0982	3	
Citizen's perception of police officers' attitude/behavior	13%	4	66%	7	0.0439	4	
Police social media outreach	9%	6	59%	9	0.0378	5	
How quickly police respond to emergencies	12%	5	78%	4	0.0263	6	
Fire prevention/education programs provided by the City	5%	10	63%	8	0.0187	7	
Overall competence of police department employees	6%	8	72%	5	0.0172	8	
How quickly emergency personnel respond to emergencies	9%	7	85%	1	0.0131	9	
How quickly fire personnel respond to emergencies	6%	9	85%	2	0.0086	10	
Overall competence of fire department employees	3%	11	82%	3	0.0054	11	

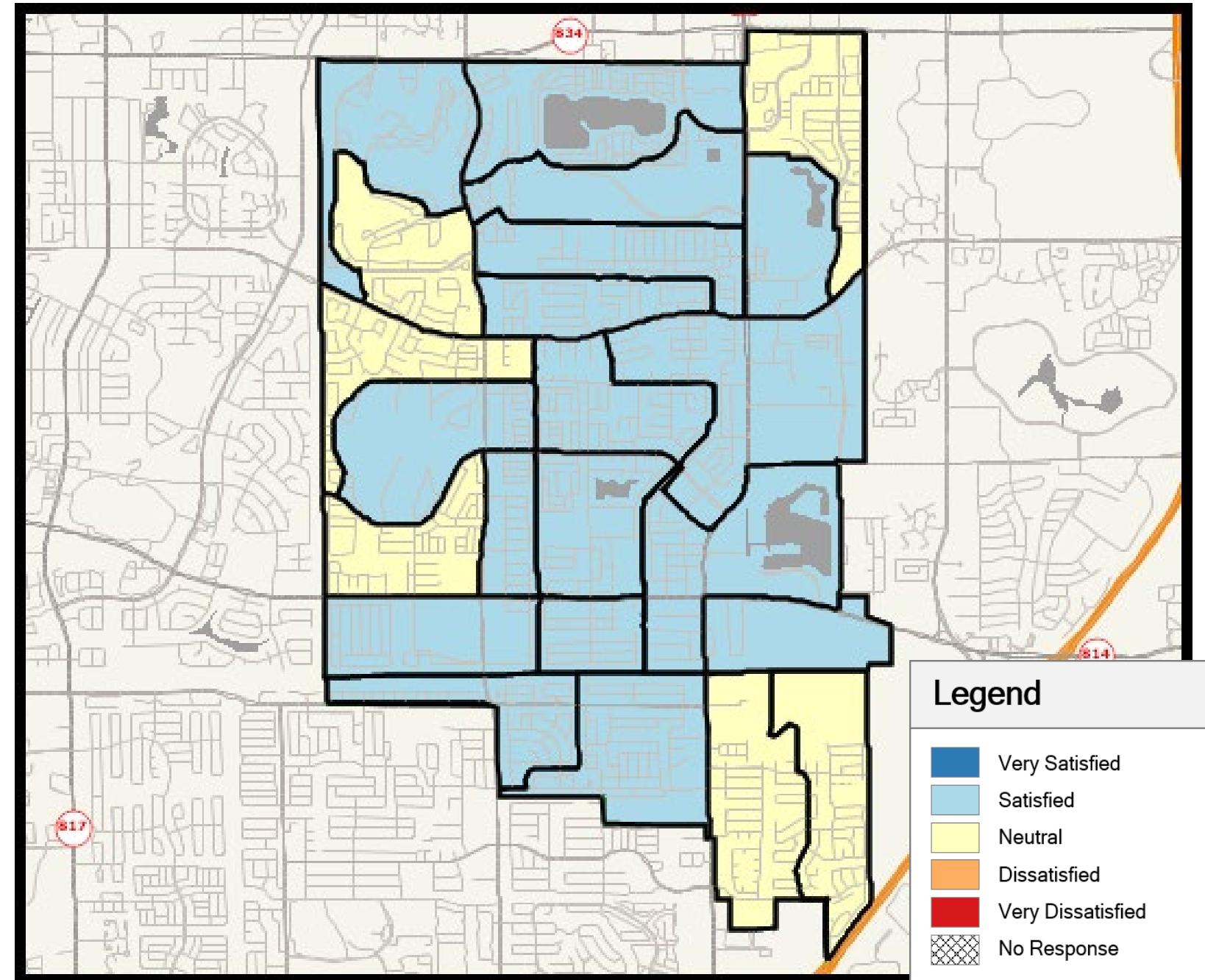
I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Patrolling in the City

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

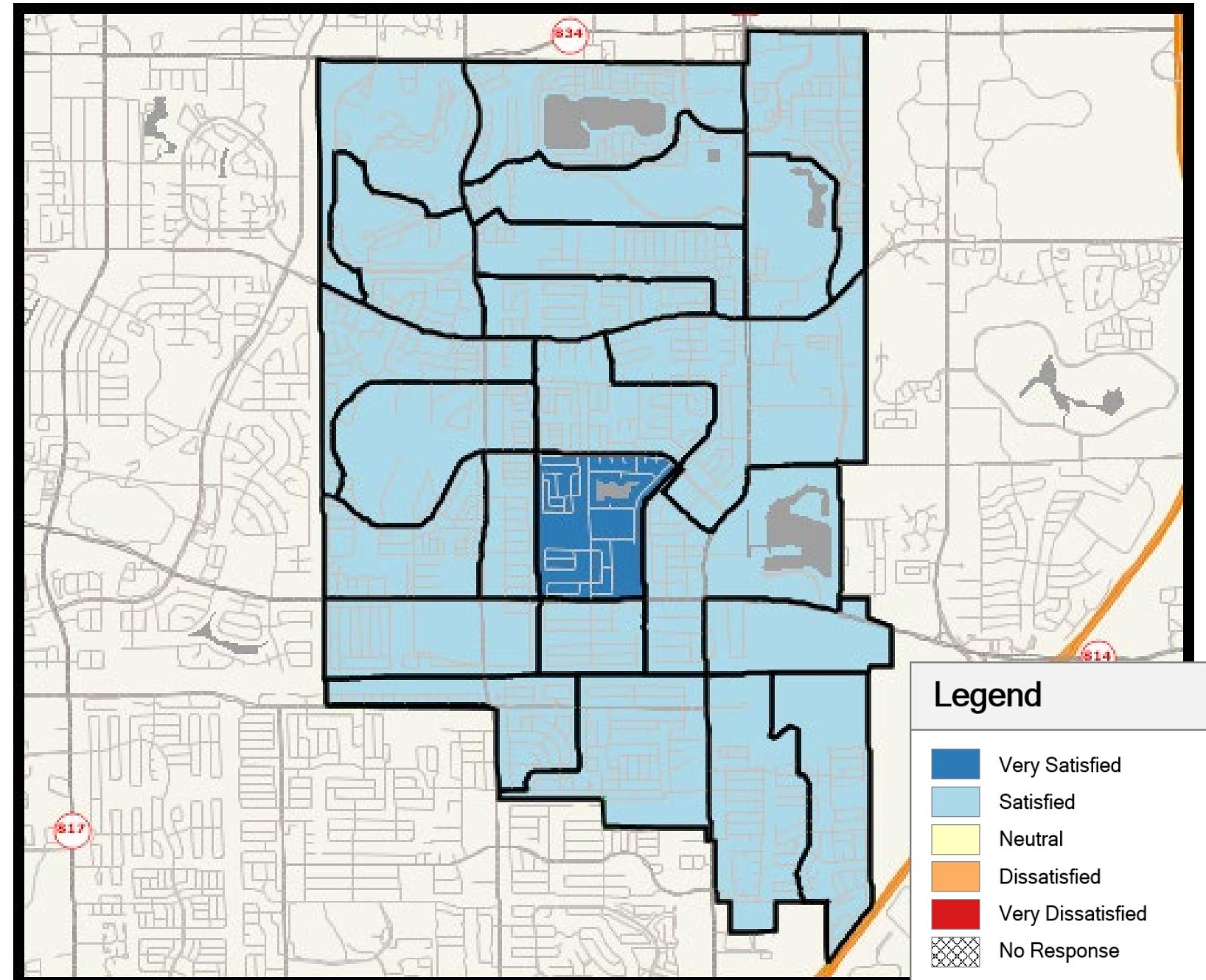
Areas in blue indicate higher levels of satisfaction



City's Efforts to Prevent Crime

This item was determined to be the 2nd highest priority for improvement based on the Importance-Satisfaction Analysis

Residents are relatively satisfied with this service, but it is very important that current service levels are maintained or increased to ensure this does not become an area of concern



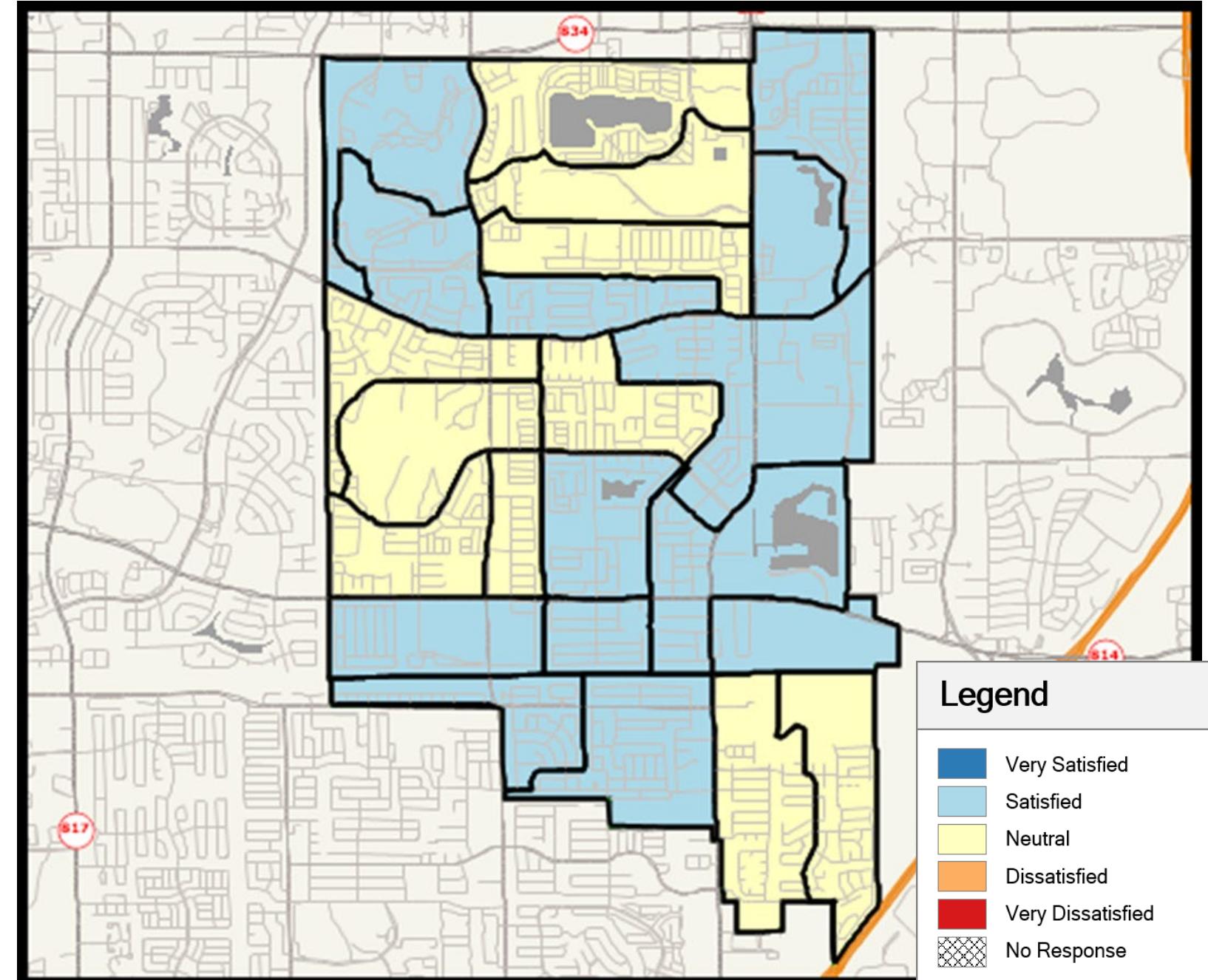
Enforcement of Traffic Laws

This item was determined to be the 3rd highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction

This can be too much or too little enforcement in areas with lower levels of satisfaction



Importance-Satisfaction Rating

City of Margate Community Survey

Parks and Recreation

Category of Service	Most Important %	Most Important		Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %			
Walking and biking paths in the City	42%	1	53%	10	0.1979	1
Availability of info about recreation programs	22%	4	52%	11	0.1053	2
Appearance of medians in the City	28%	3	62%	4	0.1052	3
Quality of recreation programs for seniors	17%	5	47%	14	0.0922	4
Quantity of recreation programs for seniors	15%	7	47%	12	0.0787	5
Quantity of recreation programs for adults	14%	9	44%	16	0.0768	6
Quality of recreation programs for adults	13%	10	46%	15	0.0703	7
Maintenance and appearance of City parks	37%	2	82%	1	0.0648	8
Quality of recreation programs for youth	14%	8	56%	7	0.0625	9
Quantity of recreation programs for youth	13%	11	54%	8	0.0580	10
City summer camp program	10%	13	47%	13	0.0540	11
Margate Recreational Center	10%	14	54%	9	0.0448	12
Margate aquatic/pool facility "Calypso Cove"	12%	12	70%	3	0.0368	13
Outdoor athletic facilities/fields	16%	6	78%	2	0.0343	14
Customer service by parks and recreation staff	7%	15	60%	5	0.0261	15
City tennis/pickleball facilities	4%	16	59%	6	0.0145	16

Not Maintenance
of Existing
Sidewalks

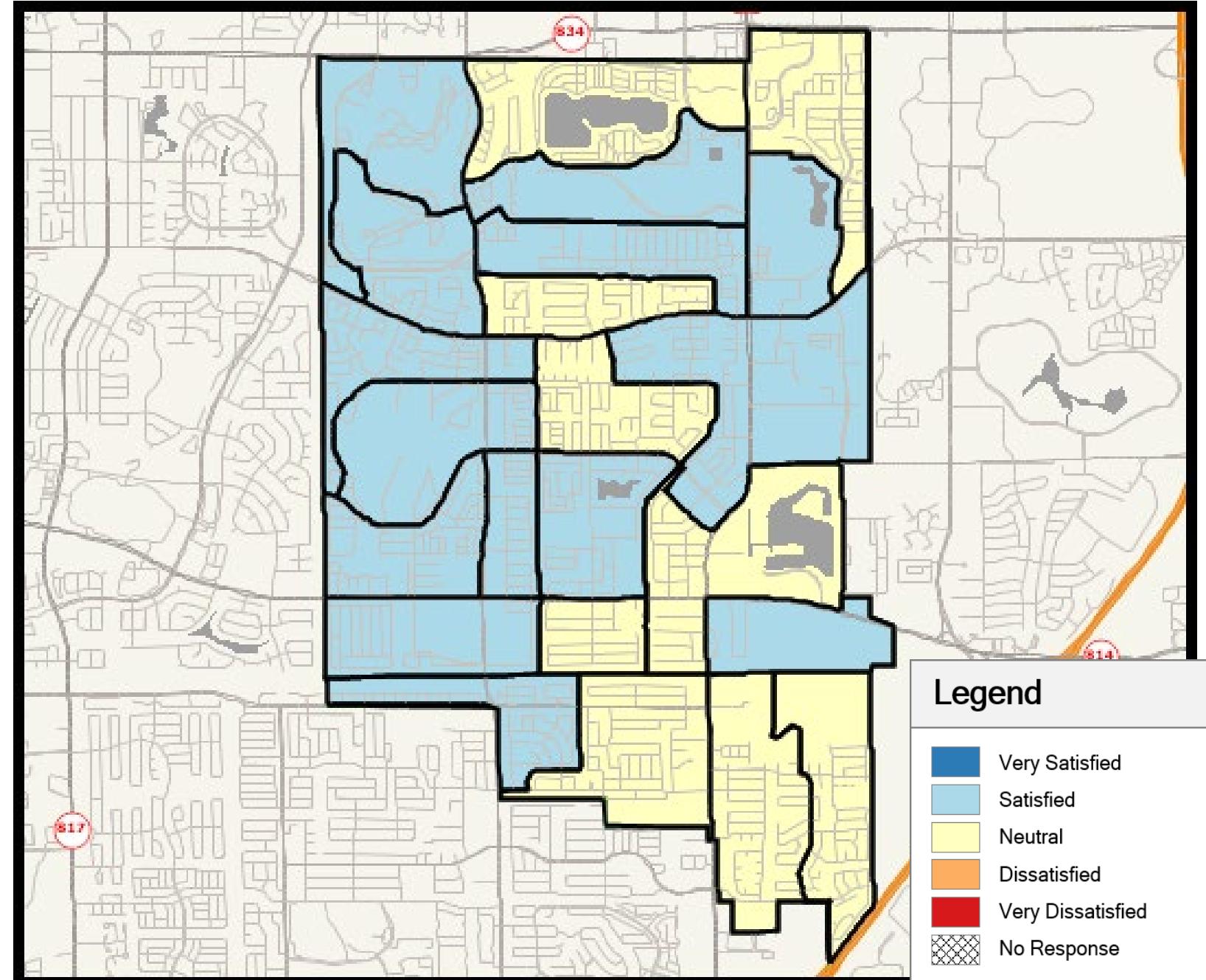
I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Walking and Biking Paths in the City

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction

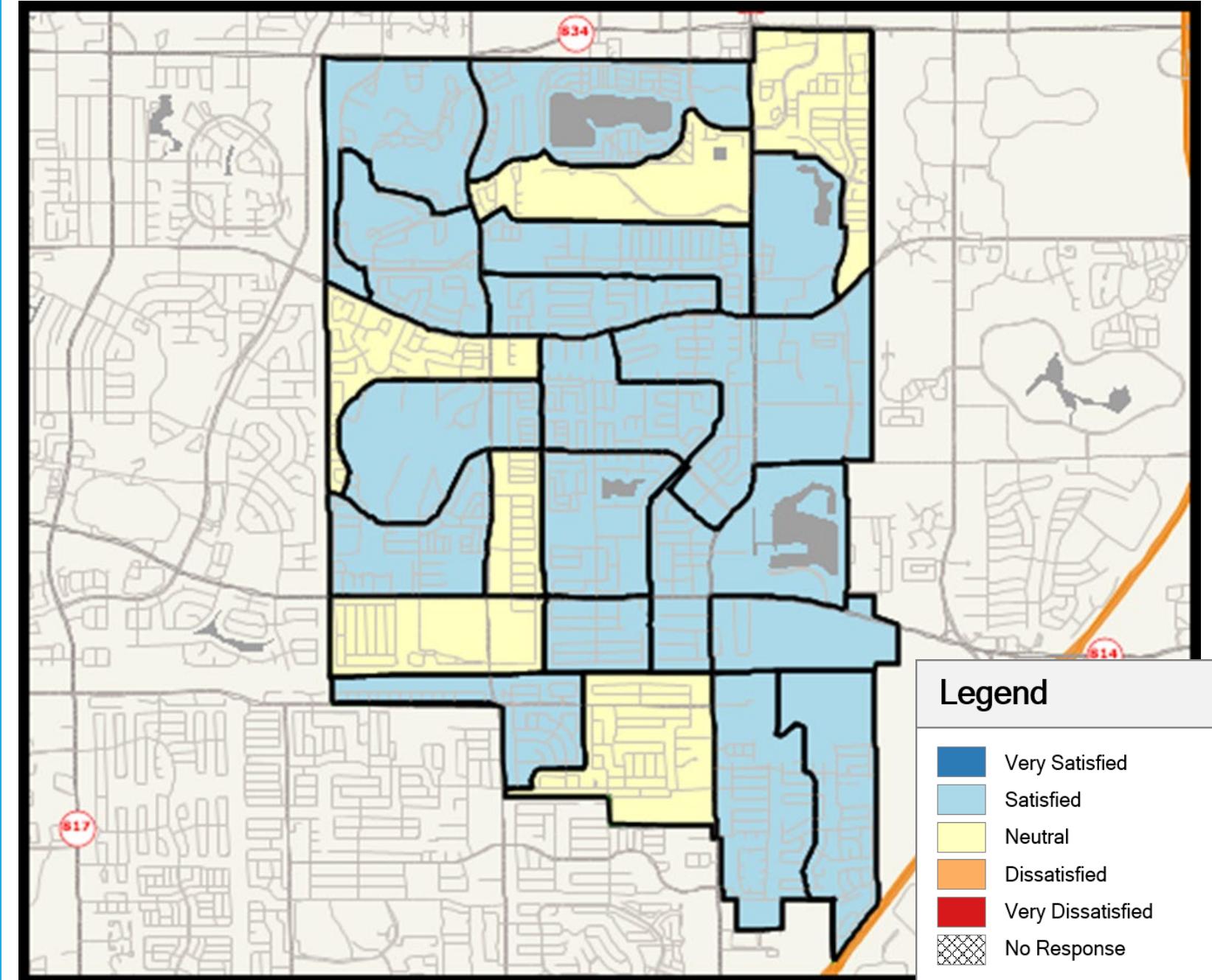


Availability of Information About Recreation programs

This item was determined to be the 2nd highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction

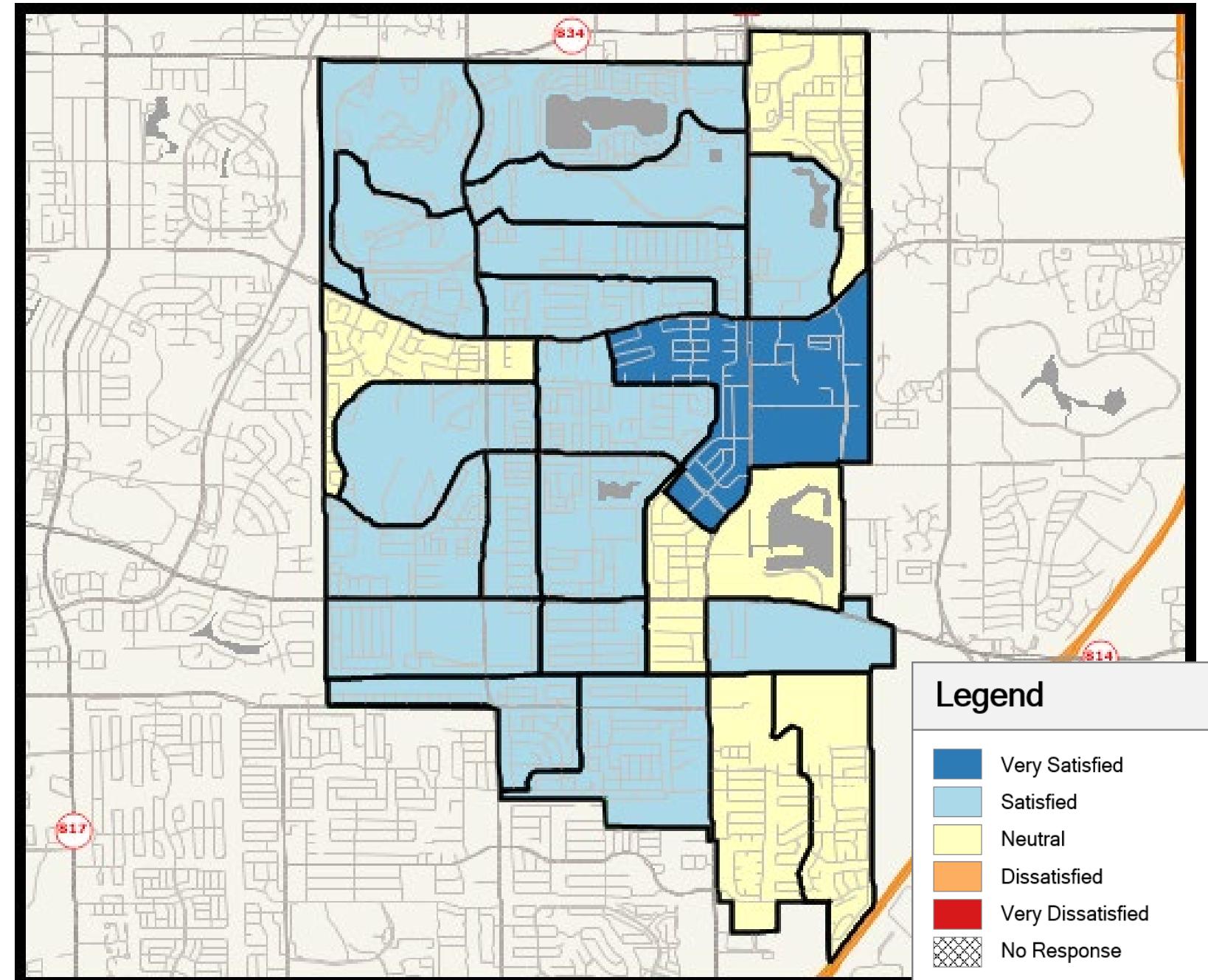


Appearance of Medians in the City

This item was determined to be the 3rd highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction

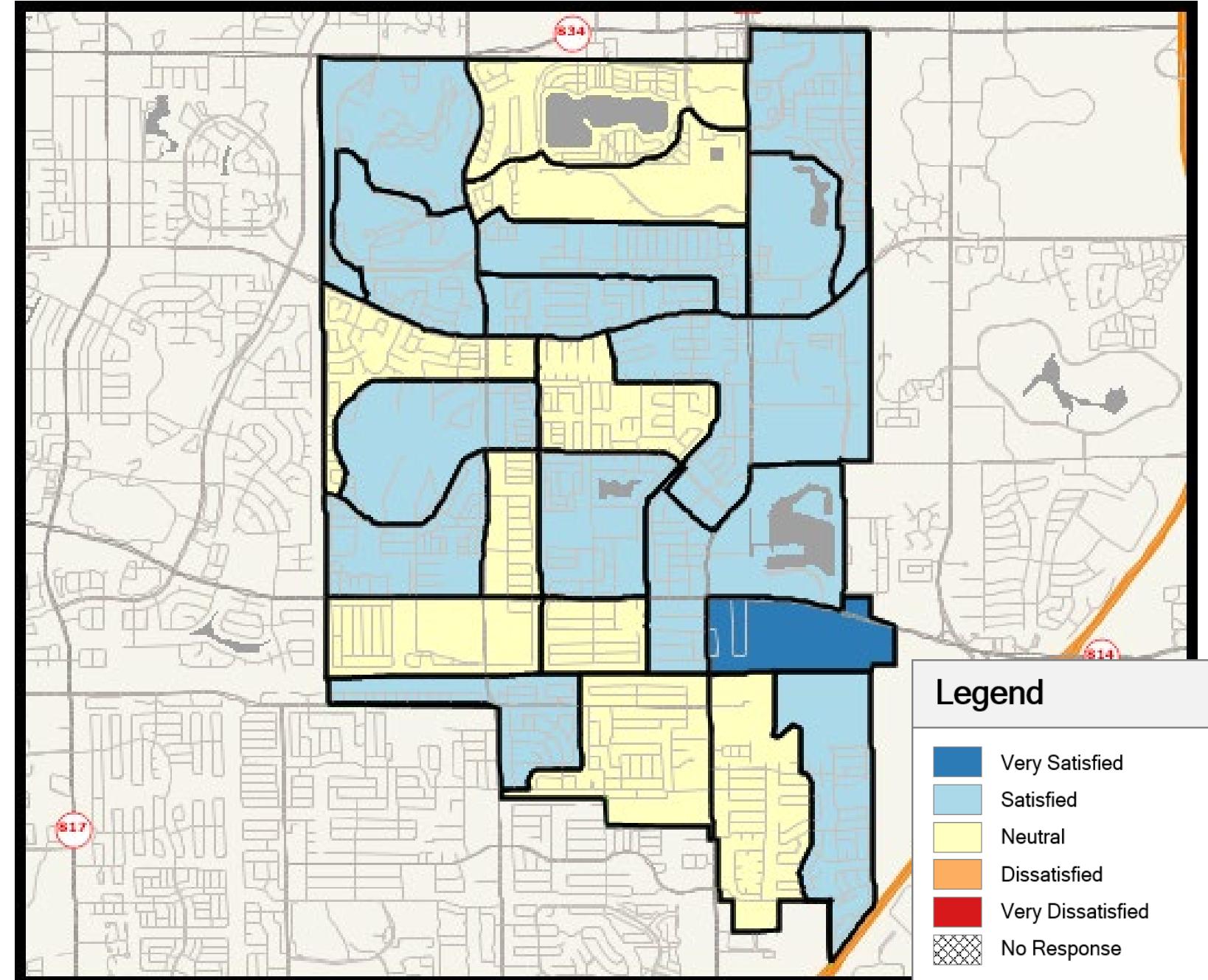


Quality of Recreation Programs for Seniors

This item was determined to be the 4th highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction



Importance-Satisfaction Rating

City of Margate Community Survey

Public Works and DEES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating	
						Rank	Category
Sidewalk maintenance in neighborhoods	24%	5	56%	12	0.1025	1	High Priority
Litter removal from major streets	26%	3	64%	9	0.0941	2	High Priority
Adequacy of street lighting on major streets	27%	2	68%	6	0.0853	3	High Priority
Drainage maintenance in neighborhoods	24%	4	65%	7	0.0823	4	High Priority
Condition of major streets	28%	1	71%	3	0.0820	5	High Priority
Effectiveness of drainage system in neighborhoods	21%	6	63%	10	0.0767	6	High Priority
Street maintenance in neighborhoods	18%	8	69%	5	0.0558	7	Medium Priority
Condition of streets in neighborhoods	18%	7	69%	4	0.0545	8	Medium Priority
Response time for water services complaints	6%	11	64%	8	0.0221	9	Low Priority
Bulk/yard waste collection	13%	9	84%	2	0.0203	10	Low Priority
Residential trash collection services	13%	10	86%	1	0.0183	11	Low Priority
Response time for sewer services complaints	4%	12	60%	11	0.0156	12	Low Priority

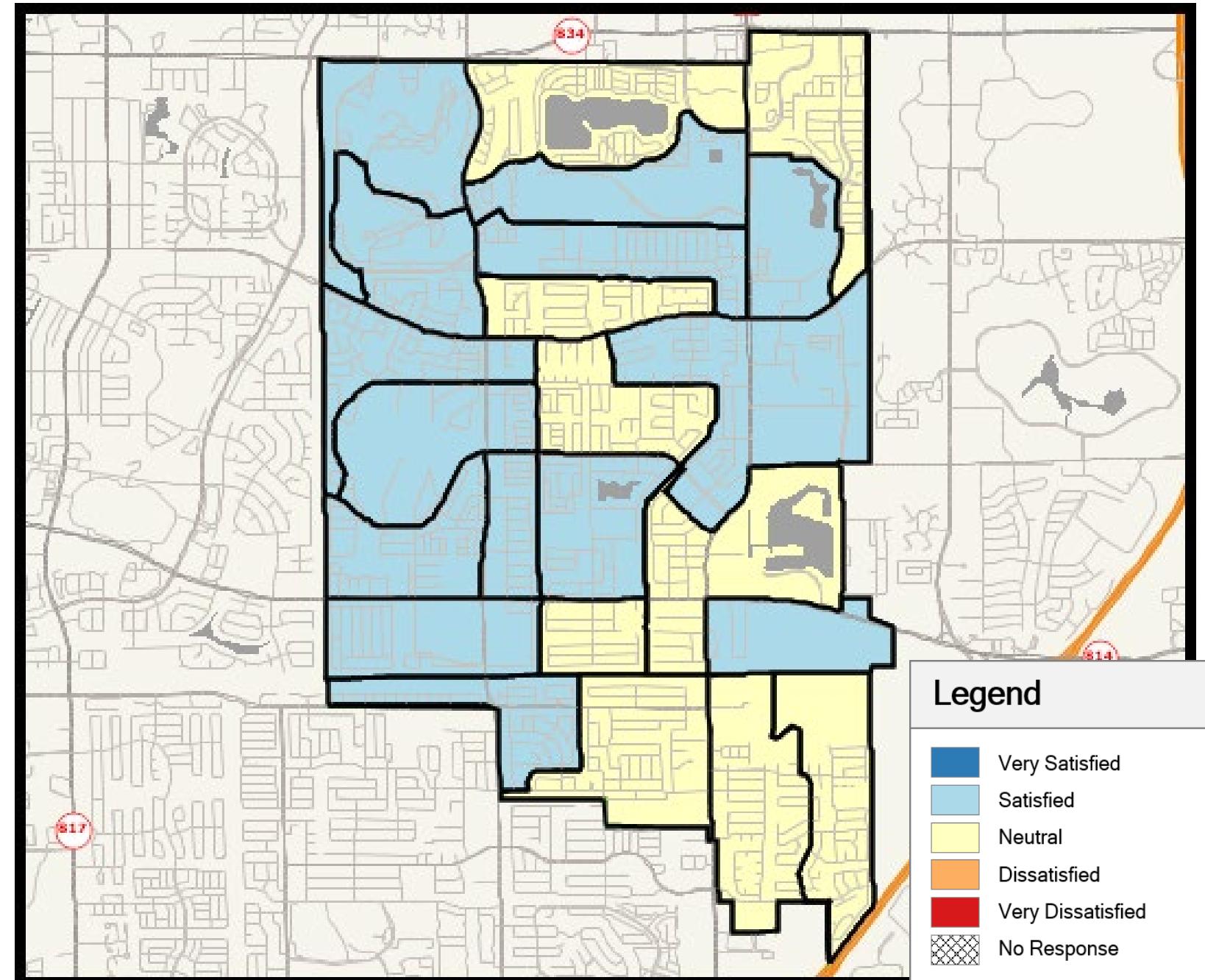
I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Sidewalk Maintenance in Neighborhoods

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction

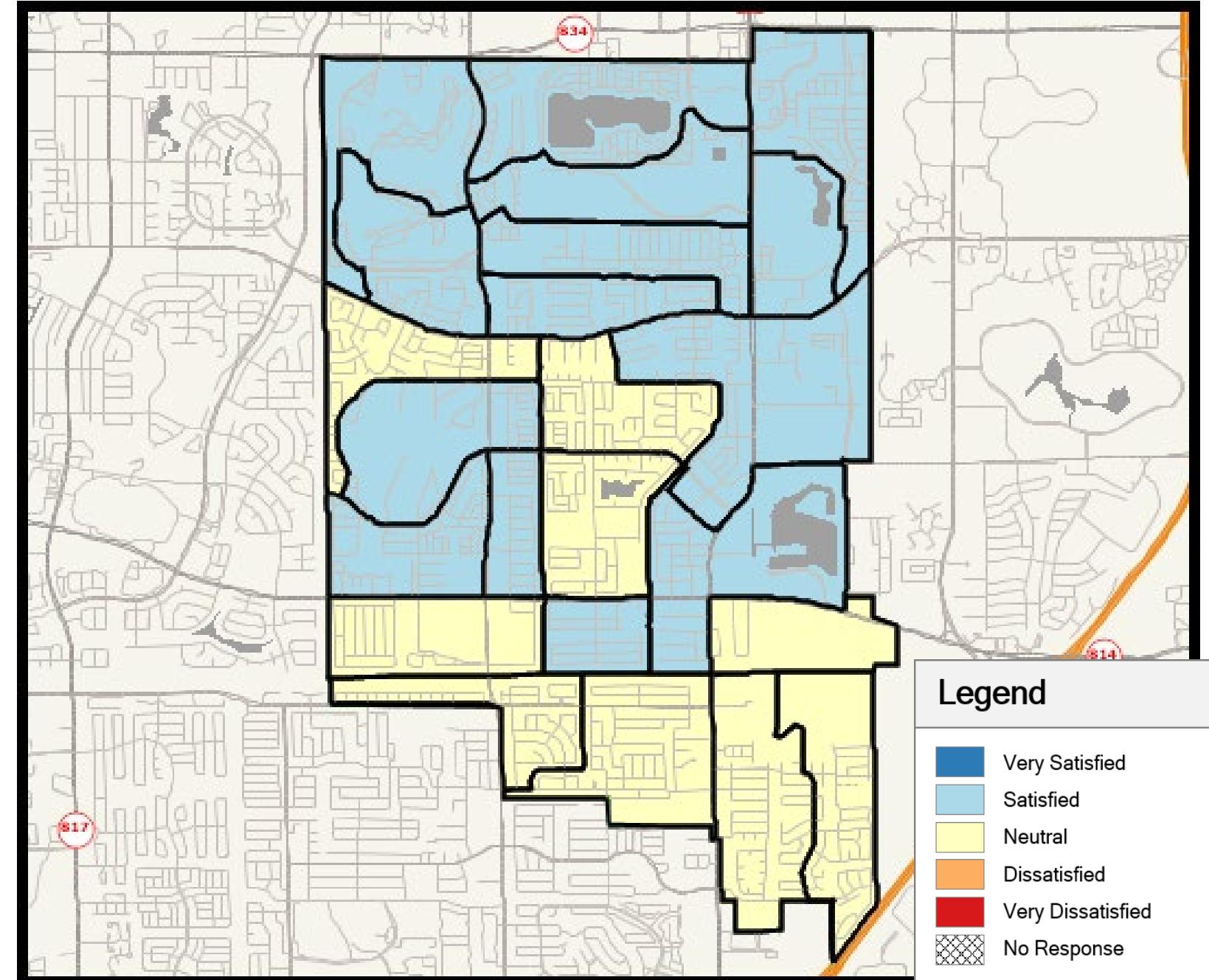


Litter Removal from Major Streets

This item was determined to be the 2nd highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction

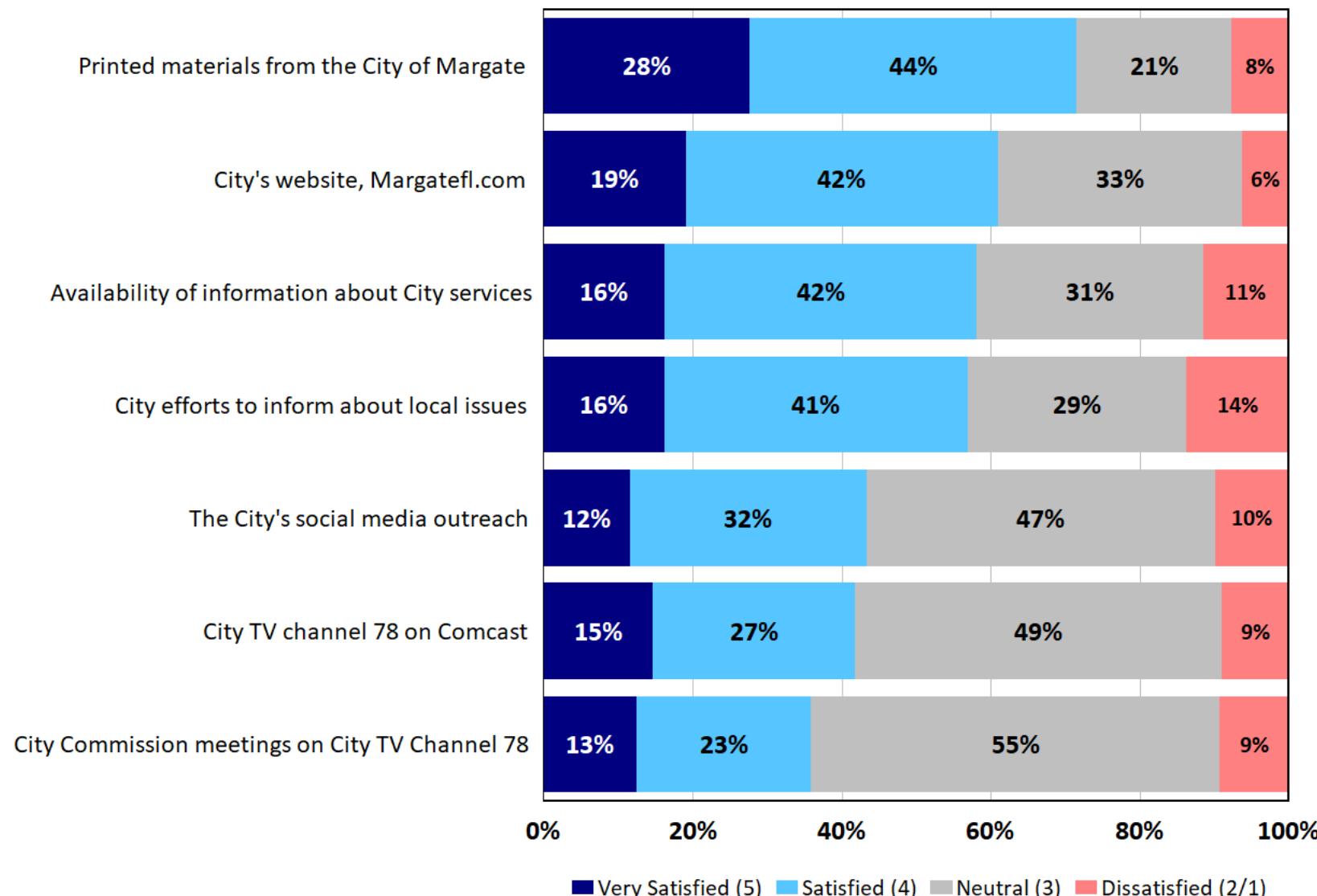


Communication

THE CITY IS THE PRIMARY SOURCE OF INFORMATION FOR RESIDENTS

Q19. Satisfaction with City Communication

by percentage of respondents (excluding "don't know")

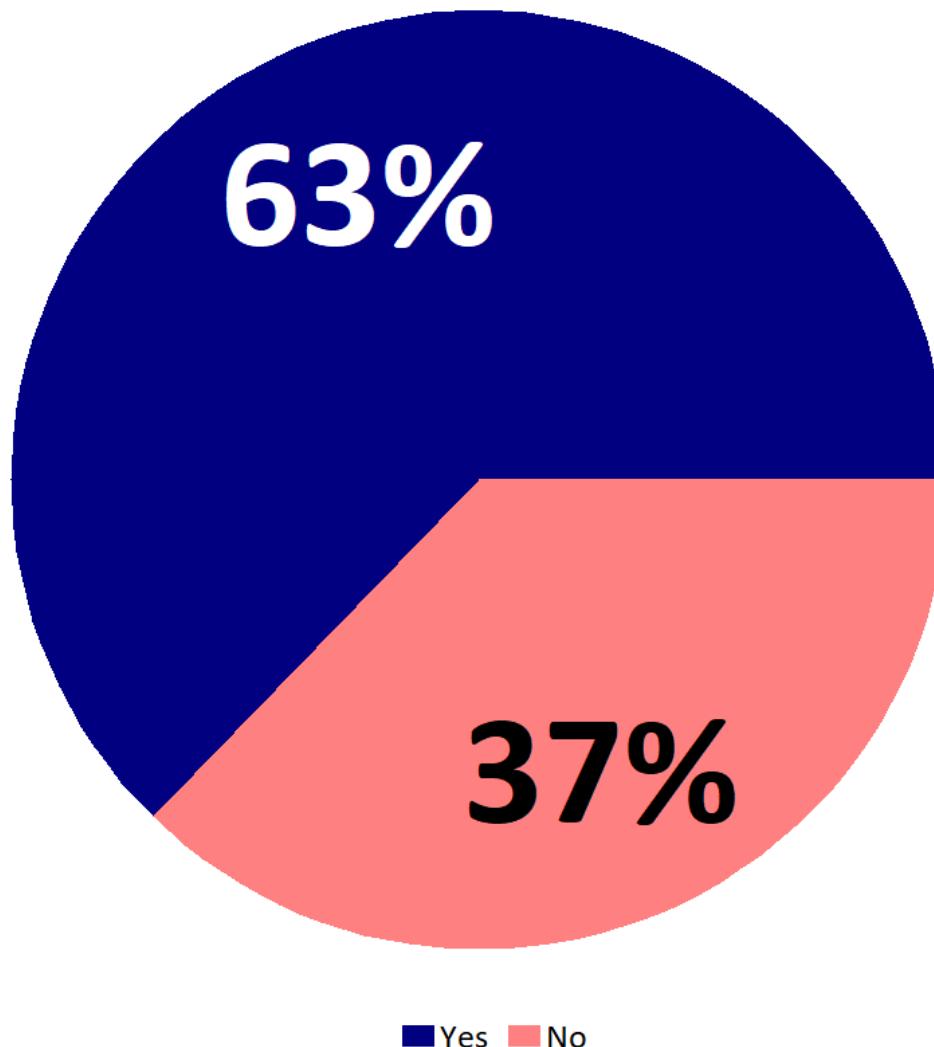


Source: ETC Institute (2021)

The City is among the most used information sources

Q28. Do you feel that you have a good understanding of the important issues facing the City of Margate?

by percentage of respondents (excluding “don’t know”)

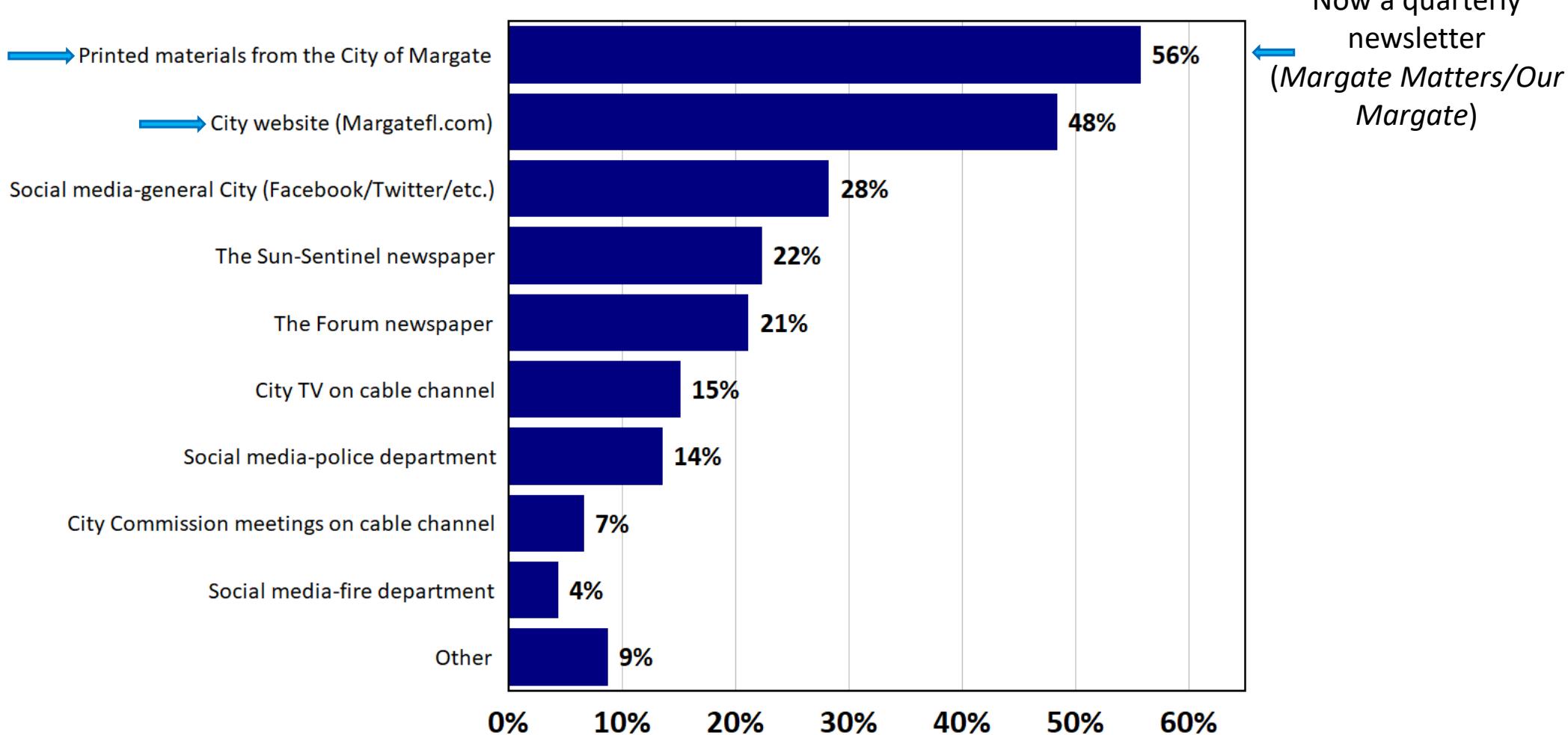


Source: ETC Institute (2021)

The City is doing a great job of keeping most residents informed

Q16. How Residents Get Information About the City of Margate

by percentage of respondents (multiple choices could be made)

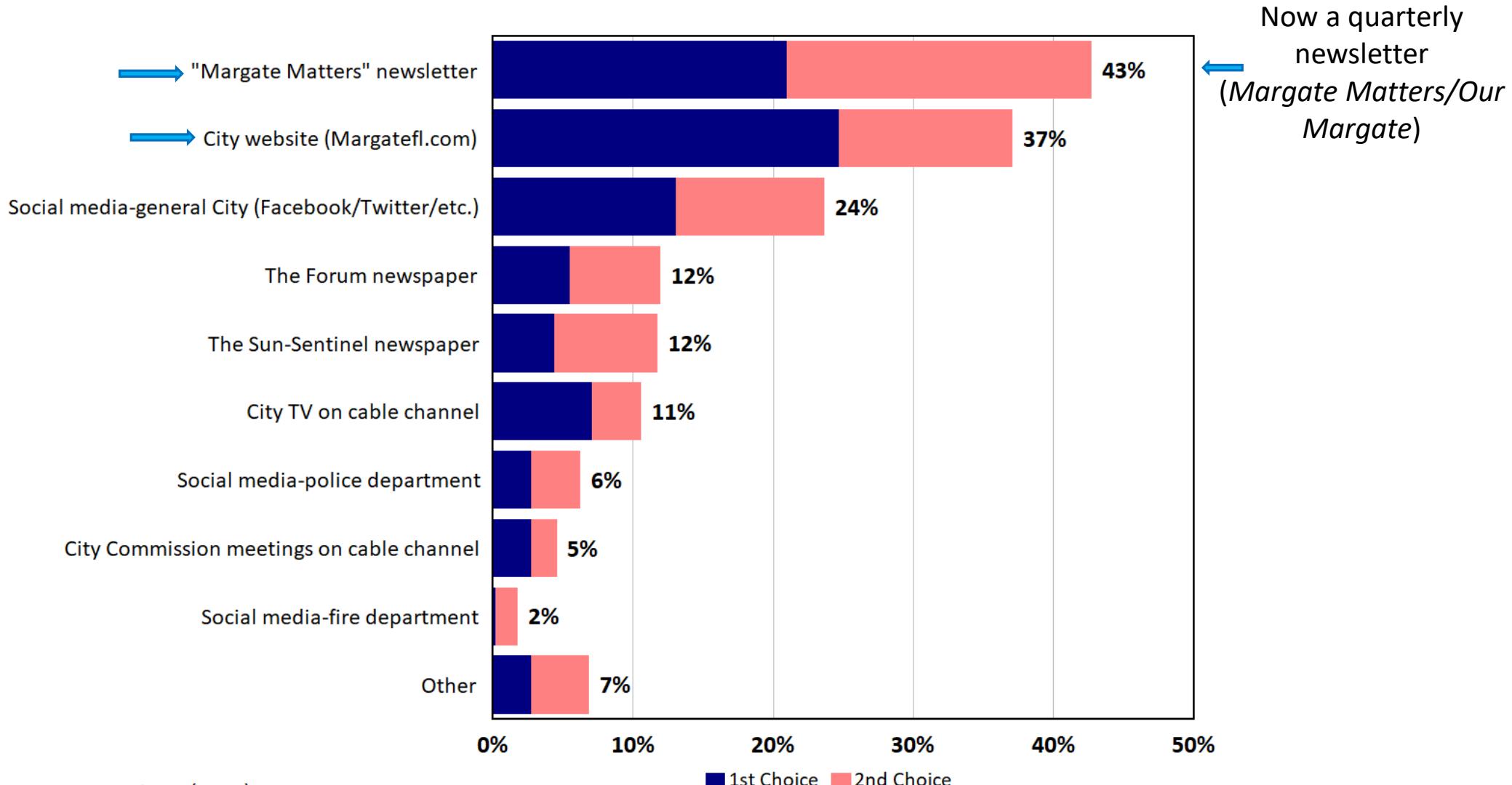


Source: ETC Institute (2021)

The City is among the most used information sources

Q17. Communication Methods Most Preferred by Residents to Get Information About the City

by percentage of respondents who selected the item as one of their top two choices

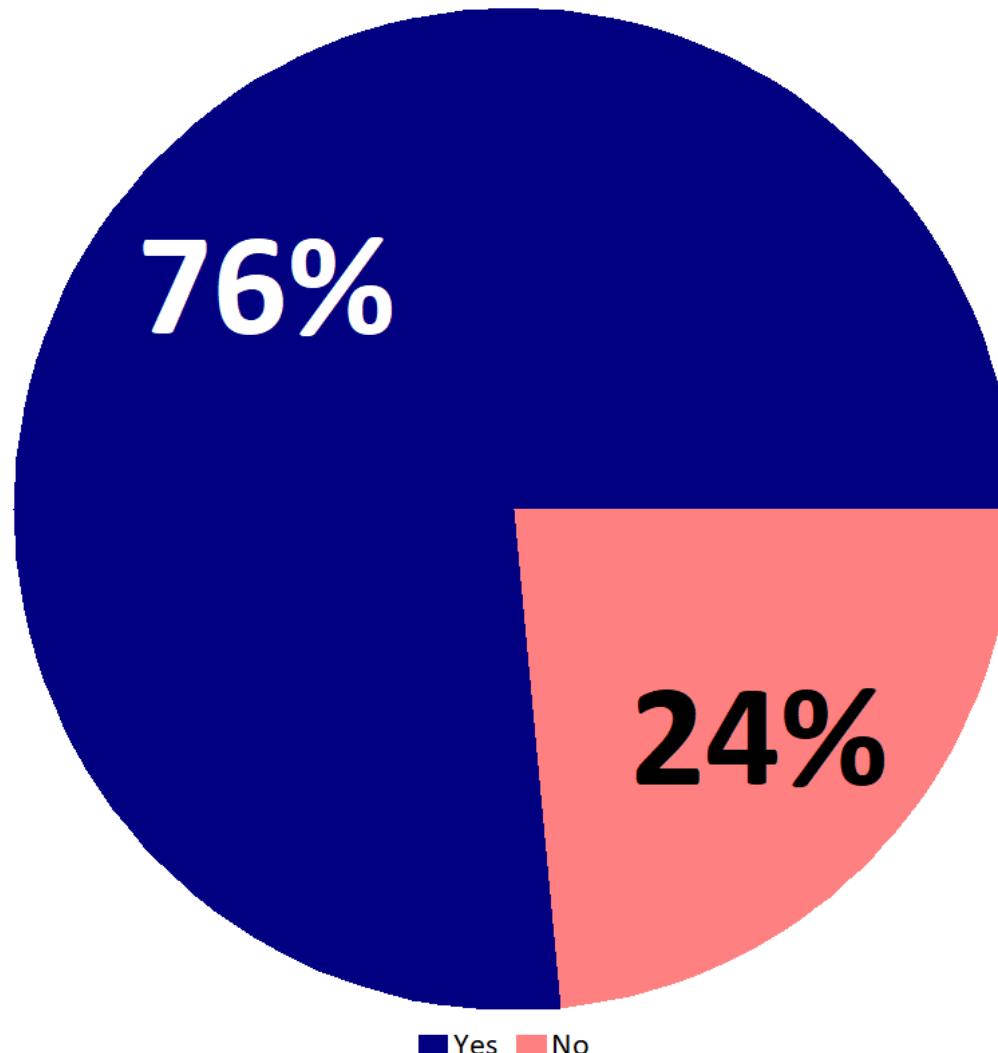


The City is also the most preferred source of information

Additional Findings

Q30. Do you think the City of Margate is continually improving as a place to live?

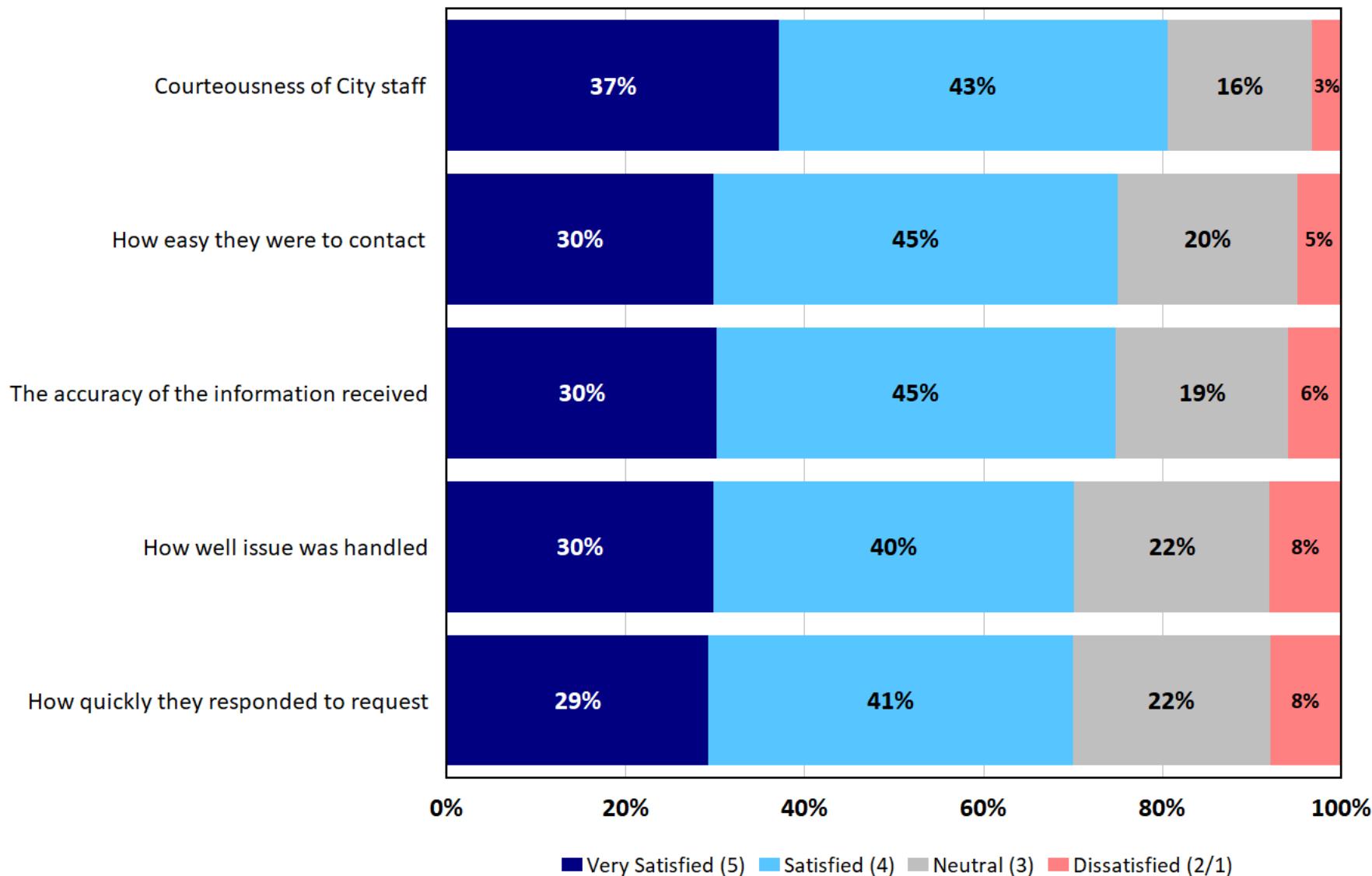
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2021)

Q32. Satisfaction with Customer Service

by percentage of respondents (excluding "don't know")



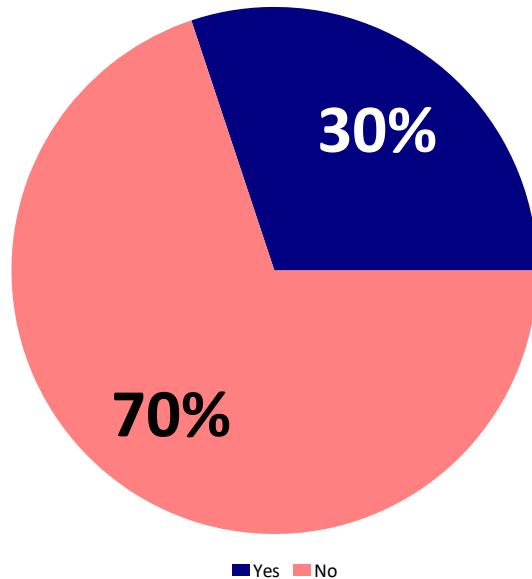
Source: ETC Institute (2021)

City staff are providing extremely high levels of customer service across all categories

Interactions with a Police Officer

Q7. Have you had any interaction with a police officer in the past 12 months?

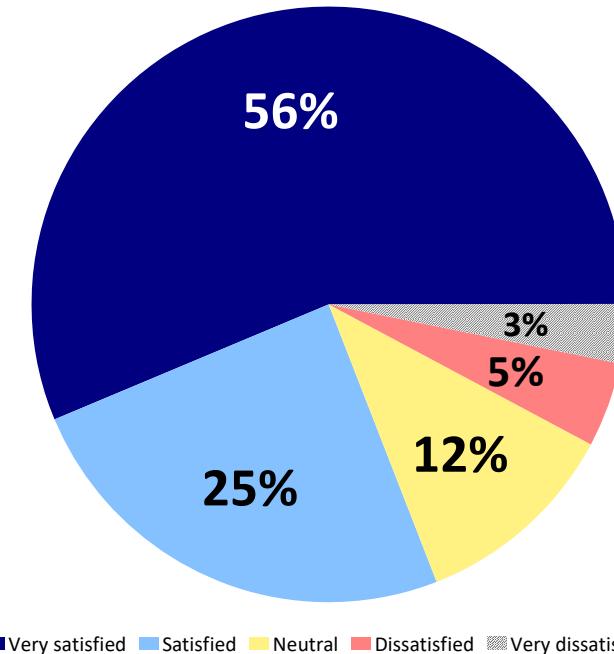
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2021)

Q7a. How satisfied were you with your most recent interaction?

by percentage of respondents who interacted with a police officer in the past 12 months (excluding "don't know")



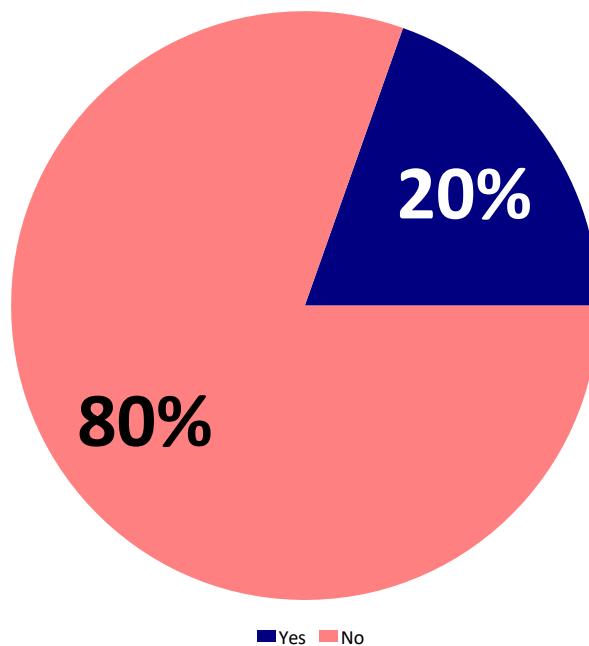
Source: ETC Institute (2021)

Of those who have interacted with a police officer, over 80% were satisfied with their interaction

Interactions with 911 Operators

Q10. In the past 12 months, have you or anyone in your household dialed 911?

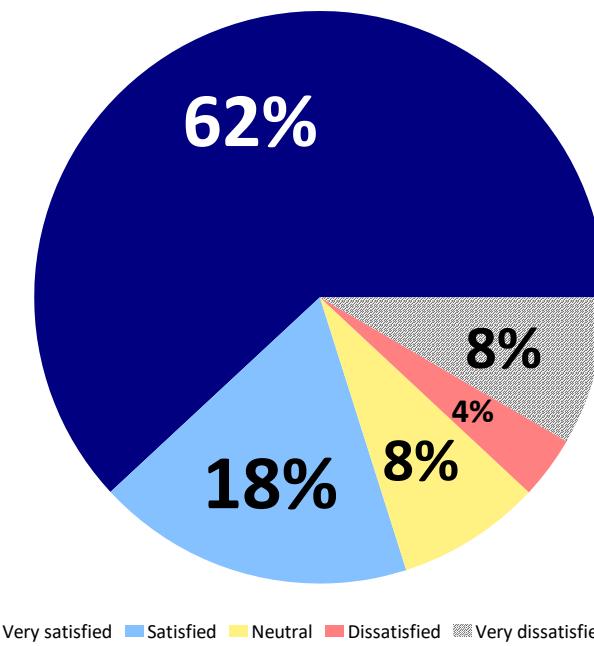
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2021)

Q10a. How would you rate your satisfaction with the overall experience with the 911 operator you spoke with?

by percentage of respondents who contacted 911 in the past 12 months (excluding "don't know")

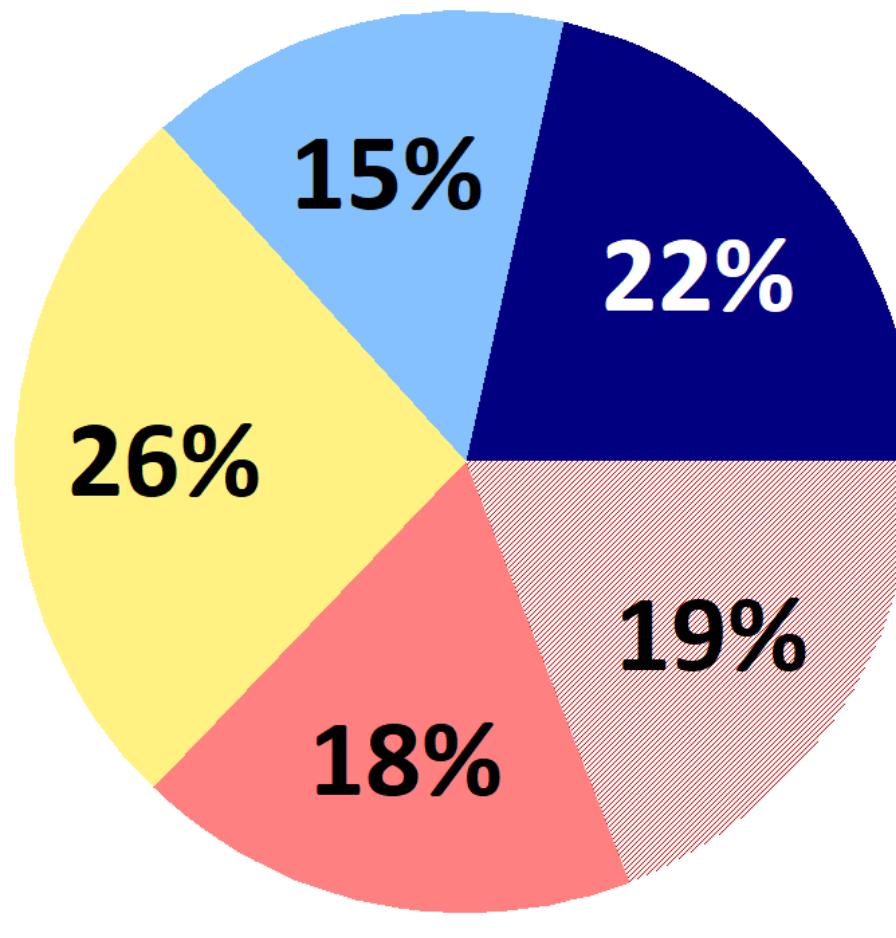


Source: ETC Institute (2021)

Of those who have dialed 911, 80% were satisfied with their interaction

Q11. How supportive would you be of the City offering 911 operator service to City residents?

by percentage of respondents (excluding "not provided")



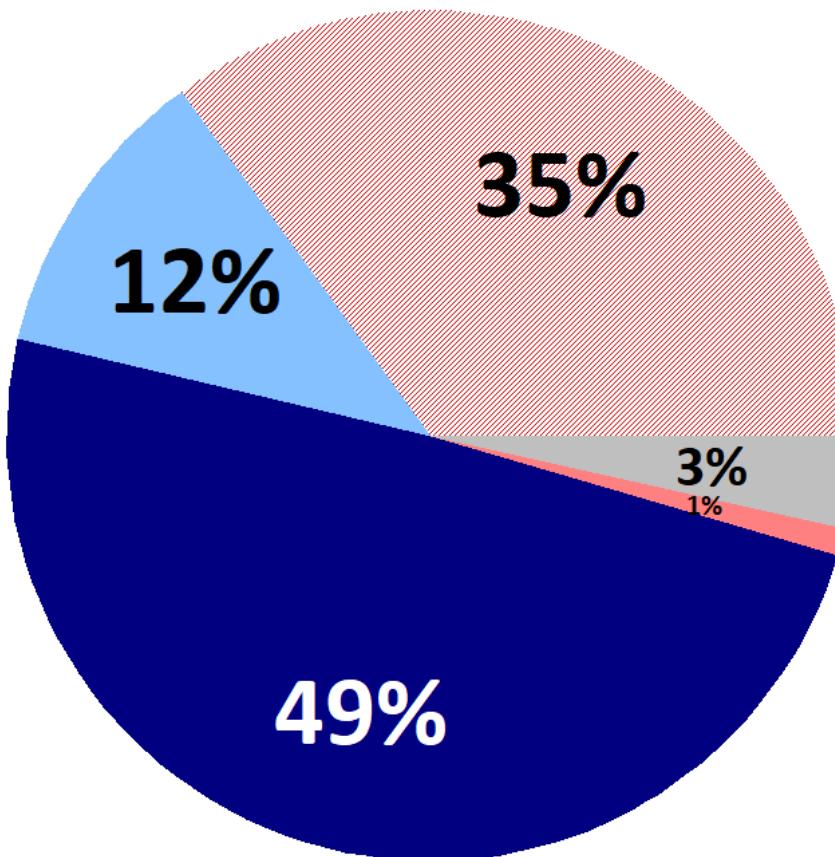
■ Very supportive ■ Supportive ■ Neutral ■ Not supportive ■ Not at all supportive

Source: ETC Institute (2021)

Only 37% of respondents indicated they support the City offering 911 operator service

Q23. Statements That Best Describe How Residents Feel About the Taxes They Pay to the City of Margate

by percentage of respondents (excluding “don’t know”)



■ Taxes are too high for quality of City services

■ Taxes are high, but City is providing more services at a higher quality

■ Taxes are just right for amount/quality of City services ■ Taxes are too low for amount/quality of City services

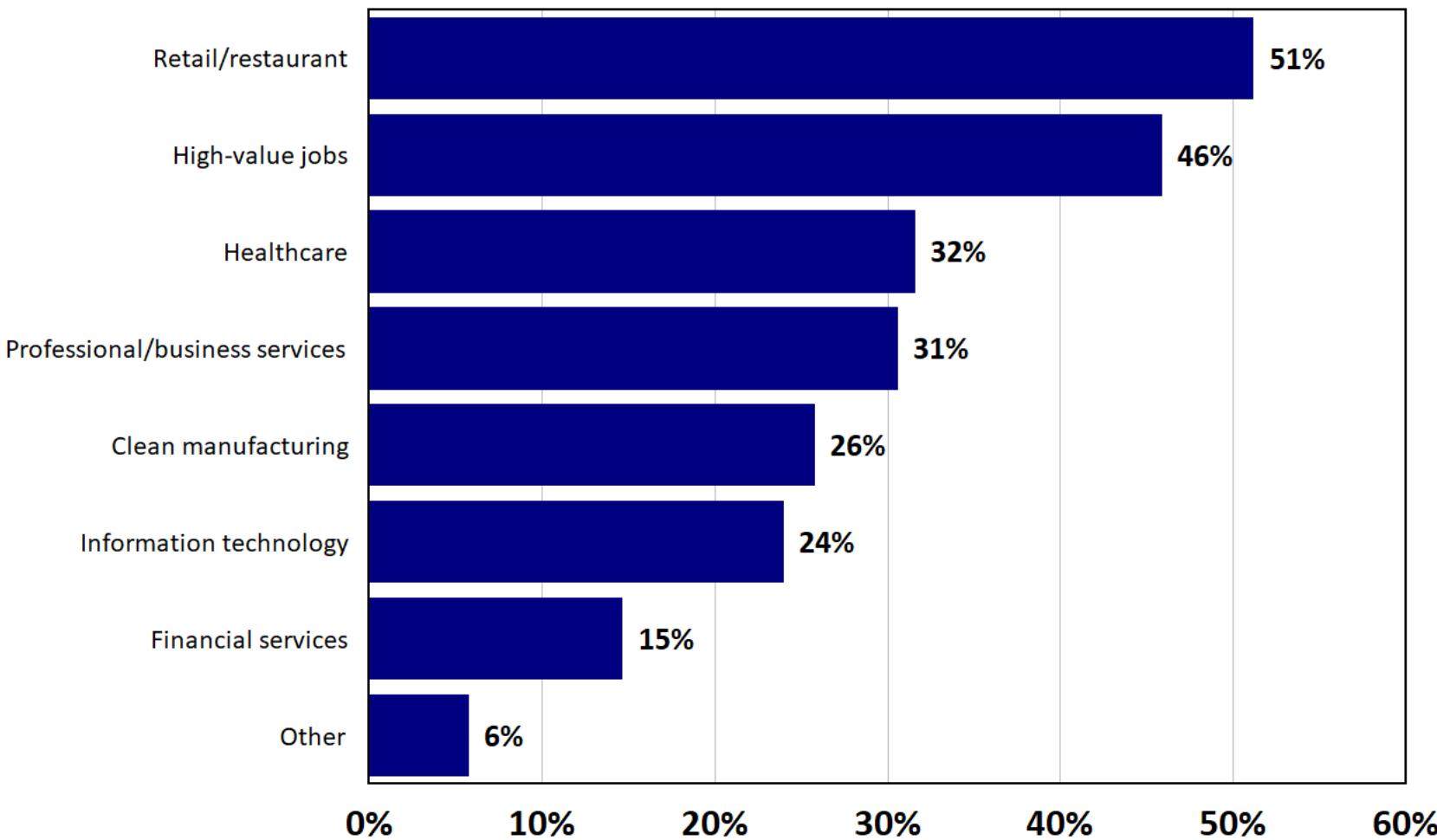
■ Rent/don't pay taxes

Source: ETC Institute (2021)

Most respondents indicated taxes are just right or they are high, but City provides high quality of service

Q29. Types of Economic Development Residents Would Like to See in the City

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2021)

Summary

Residents have a positive perception of the City

Most residents think the City is continually improving as a place to live

City customer service ratings are very good

Top Priorities for Next Two Years:

- City's efforts to maintain the quality of neighborhoods – sidewalk maintenance in neighborhoods
- Public Works – sidewalk maintenance in neighborhoods
- Code Compliance efforts – exterior maintenance of residential and commercial property
- Patrolling in the City
- Efforts to prevent crime
- Walking and biking paths in the City
- Availability of information about recreation programs
- Appearance of medians in the City

Questions?

THANK YOU!