

TOWN OF MIAMI LAKES RESIDENT SATISFACTION 2004



**Prepared by:
Profile Marketing Research**

Date: May 21, 2004

Methodology

- A telephone survey was conducted among 400 Town of Miami Lakes residents.
- Listed sample of residents was purchased at the block group level.
- Residents were contacted, verified of residency within the Town of Miami Lakes, and interviewed.
- Interviews were conducted in English and Spanish as appropriate.
- All interviewing was conducted at the PMR telephone center.
- Data was collected between March 22 – April 14, 2004.
- Data was weighted by ethnicity, income, and Homeownership Status (homeowners vs. renters) to mirror the actual population.
- Surveys were collected in proportion to population levels with each block group.
- Average interview length was 19 minutes.
- Response of ‘don’t know’ was allowed, however, unless the don’t know response is shown, percentages are based on number answering.
- Base sizes under 25 are denoted as “low bases.” Caution should be used when referencing such data; the data becomes more qualitative in nature.
- Significance differences are shown at the 95% level of confidence.

Detailed Findings

Key Drivers

Key Drivers

Based on regression and correlation analysis, these are the key drivers to satisfaction with the overall quality of services provided by the Town of Miami Lakes:

- **Responsiveness of town representative with whom interacted**
- **Knowledgeability of town representative with whom interacted**
- **Overall customer service provided by the Town of Miami Lakes**
- **Friendliness of town representative with whom interacted**
- **Problem resolved during first call/visit**
- **Quality of recreational programs offered by the Town of Miami Lakes**
- **Courtesy of town representative with whom interacted**

Key Drivers

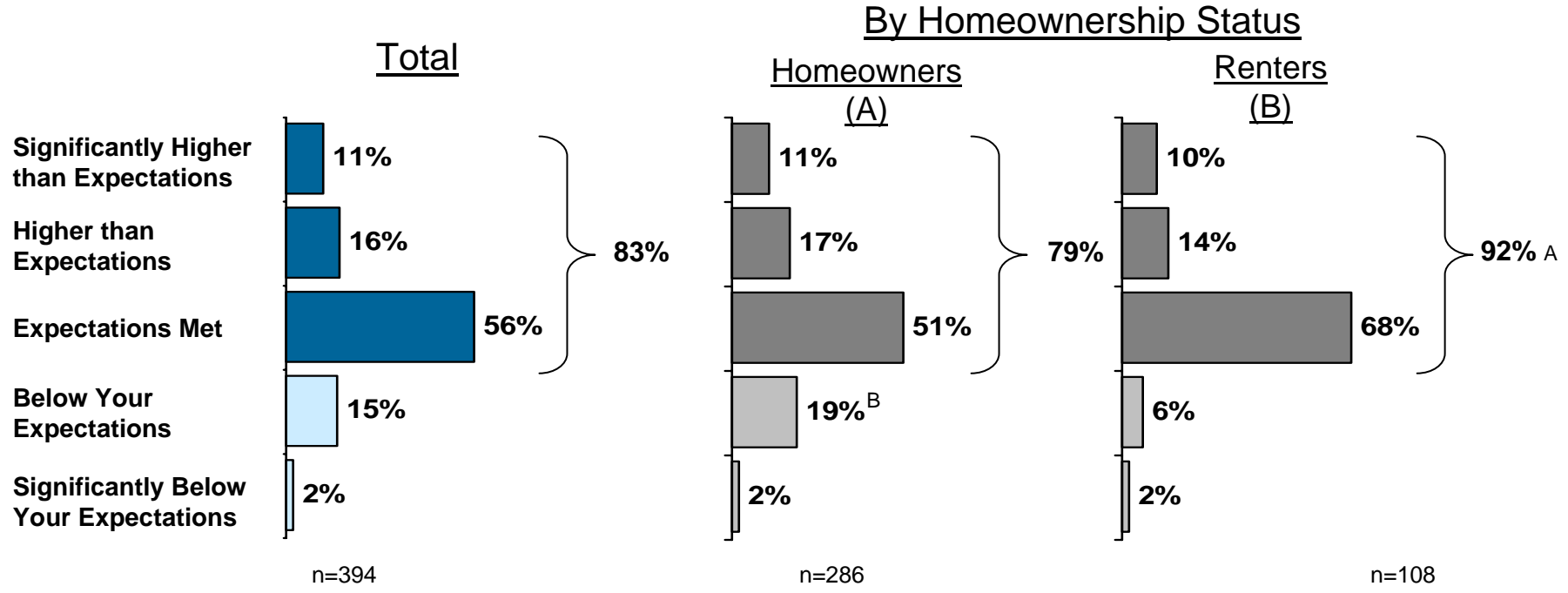
Based on regression and correlation analysis, these are the key drivers to impacting the perception that the Town of Miami Lakes is a better place to live than it was 12 months ago:

- **Problem resolved during first call/visit**
- **The Town of Miami Lakes paying attention to the needs of newer neighborhoods**
- **The Town of Miami Lakes Communicating with residents**
- **Overall customer service provided by the Town of Miami Lakes**
- **The Town of Miami Lakes being concerned with the quality of life in all neighborhoods**
- **Quality of recreational programs offered by the Town of Miami Lakes**

Overall Satisfaction

Overall Satisfaction

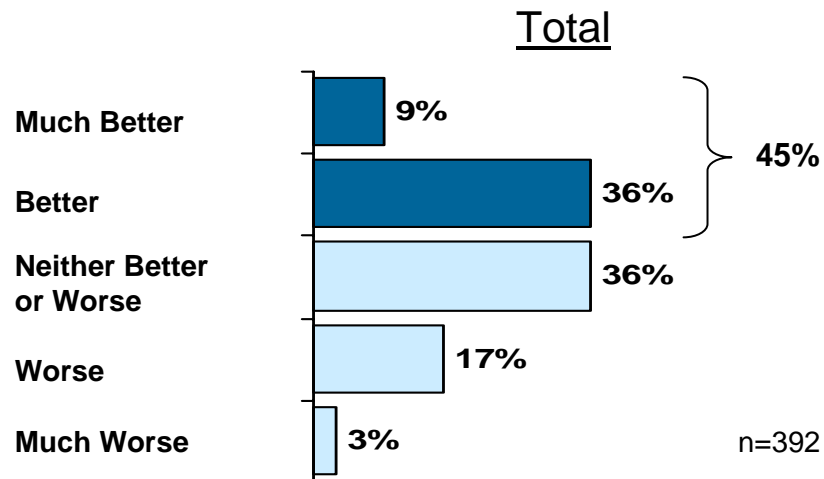
Level of Satisfaction with Overall Quality of Services Provided By The Town of Miami Lakes



Capital letters indicate a significant difference between subgroups (A/B)

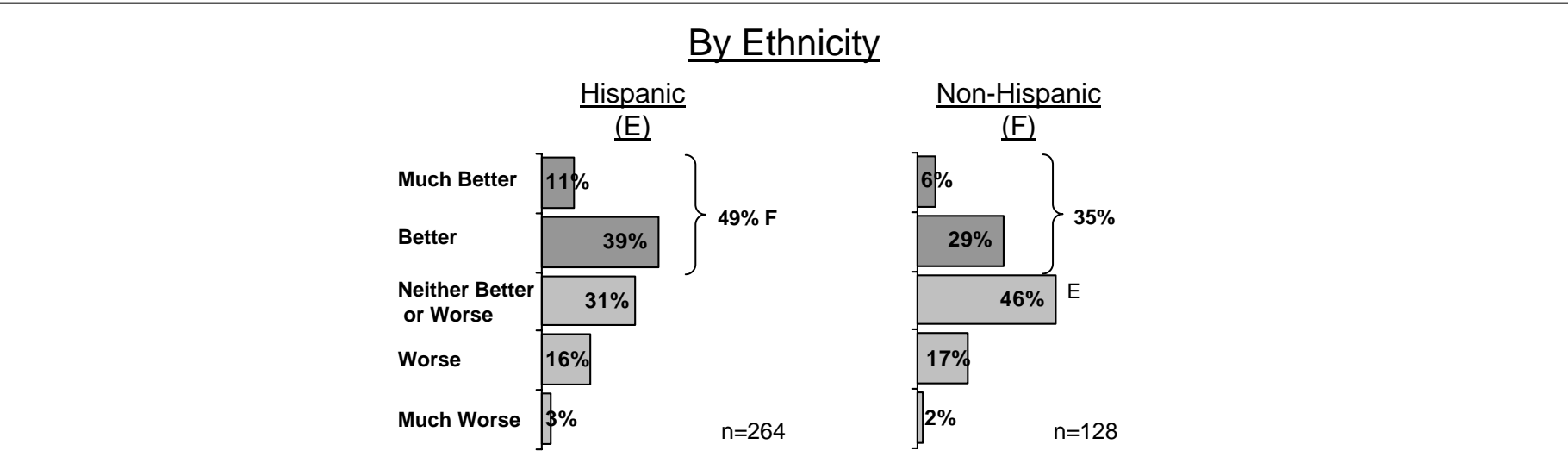
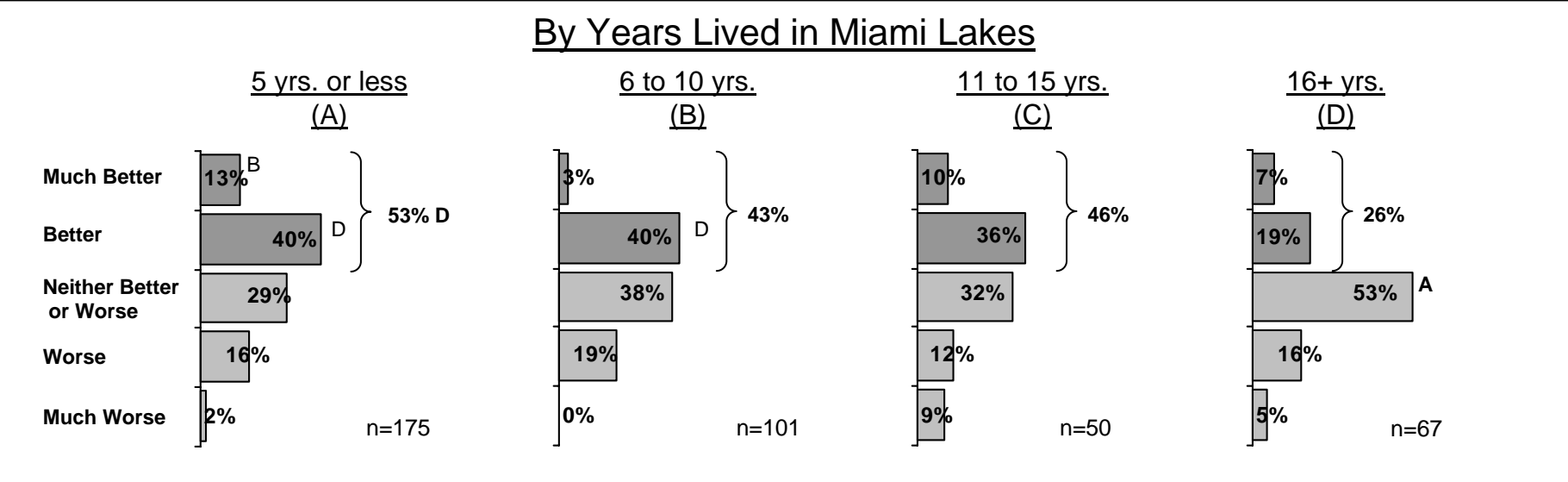
Overall Satisfaction

Do Residents Feel That The Town of Miami Lakes Has Become A Better Or Worse Place To Live/Work In The Past 12 Months?



Overall Satisfaction

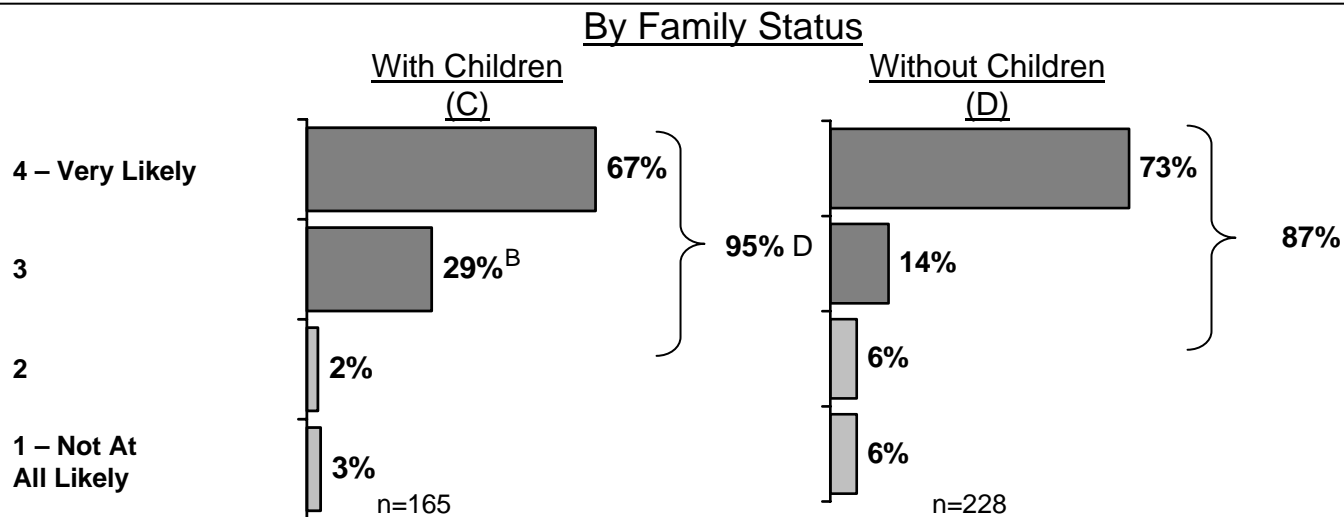
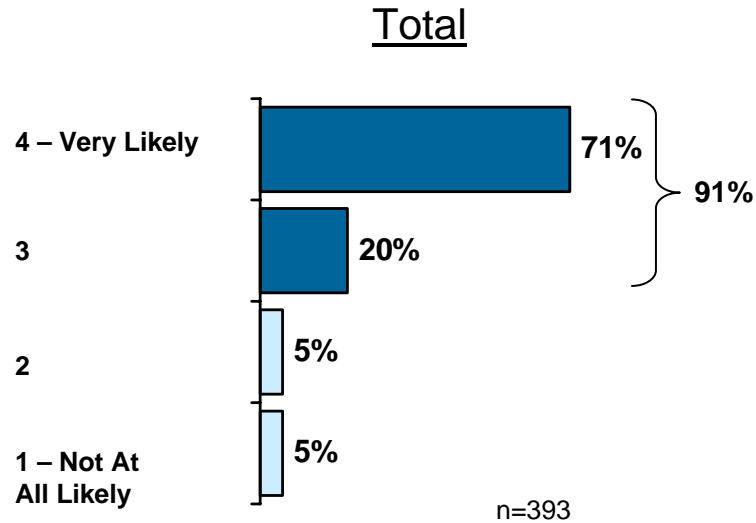
Do Residents Feel That The Town of Miami Lakes Has Become A Better Or Worse Place To Live/Work In The Past 12 Months?



Capital letters indicate a significant difference between subgroups (A/B/C/D, E/F)

Overall Satisfaction

How Likely Would Residents Be To Recommend Living In Miami Lakes to Friends, Family and Co-workers?



Overall Satisfaction

<p style="text-align: center;">What Would Residents Change About Miami Lakes To Make Them More Satisfied With the Service the Town Provides?</p>	<p style="text-align: center;">Total (n=400)</p>
<p><u>Traffic/Roads Net (Better Traffic Flow/Fix the Roads/Better Storm Water Drainage/ Stop people from speeding/More Roads)</u></p>	33%
<p>Better Traffic Flow/Roads too congested/Better Traffic Patterns</p>	16%
<p>Fix the Roads/Improve Road Conditions/Repair Pot Holes</p>	6%
<p>Better Storm Water Drainage/Make Sure Drains are Clear/Fix Sewers/Clean Sewers</p>	5%
<p><u>Code Enforcement Net) (Stricter Code Enforcement/Code Enforcement is too Restrictive/Building Department Should be More Accommodating)</u></p>	11%
<p>Stricter Code Enforcement/Enforce Regulations that Require Maintenance of Residences/Businesses</p>	6%
<p><u>General Safety Net (More Police Protection/Security Guards Should Travel Through Areas More/More Street Lights/Reduce Crime Rate)</u></p>	8%
<p>More Police/More Cops on Streets/More Visibility/ Faster Response</p>	6%
<p><u>Recreational Facilities Net (Improve Parks/Recreation Areas/More Funding to Parks/Improve Lakes/Build a Community Pool)</u></p>	7%
<p><u>Neighborhood Vitality Net (Clean the City Up/Address Declining Neighborhoods in Older Areas)</u></p>	5%
<p>Clean the City Up/More Landscaping/Beautify the Medians</p>	5%
<p><u>Entertainment/Culture/Activities Net (Better Downtown Area/More Family Activities/More Adult Activities)</u></p>	5%
<p><u>Taxes Net (Reduce Taxes/Better Use of Tax Money/Elected Officials Shouldn't Have Extravagant Salaries)</u></p>	5%
<p>Reduce Taxes</p>	5%
<p><u>Public Relations (Net) Be More Responsive to Needs of Citizens/Organize Community Meetings/City Government Should Be Honest With Citizens)</u></p>	5%
<p><u>Education Net (Parents Should be Able to Get Into Schools/Better Schools/ Pay Teachers More/Less Crowded)</u></p>	4%
<p><u>Police Quality Net (Less Police Officers/Enforce Noise Pollution Laws/Police Officers Shouldn't Abuse their Power)</u></p>	4%
<p>Nothing/Nothing Needs to be Improved/It's Fine As Is</p>	14%

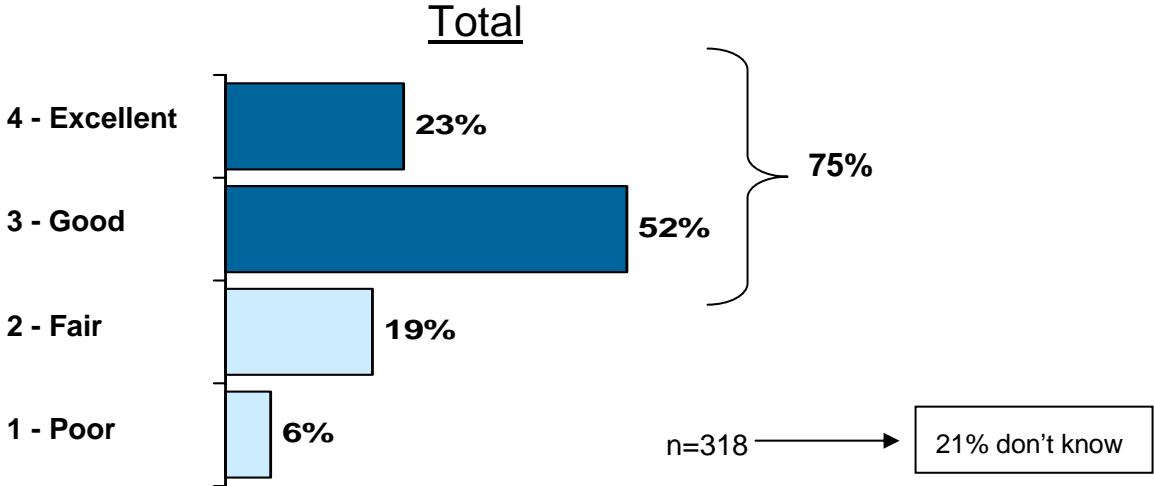
Multiple Responses Accepted

Top Mentions Only

Miami Lakes Town Government

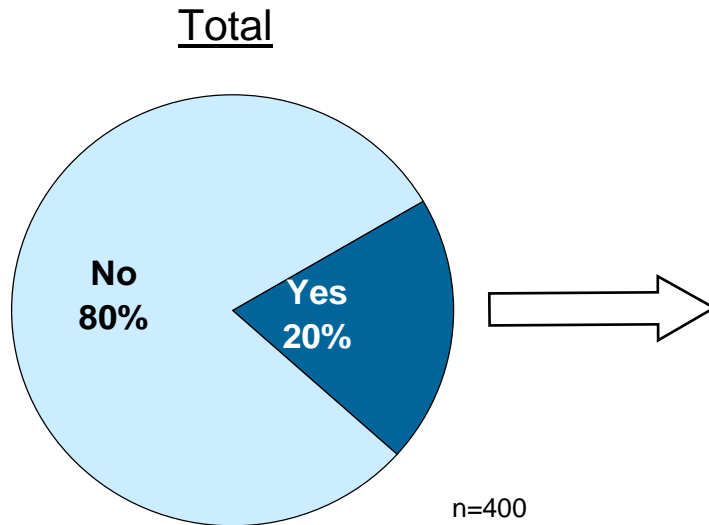
Miami Lakes Town Government

Level of Satisfaction with Customer Service Miami Lakes Provides



Miami Lakes Town Government

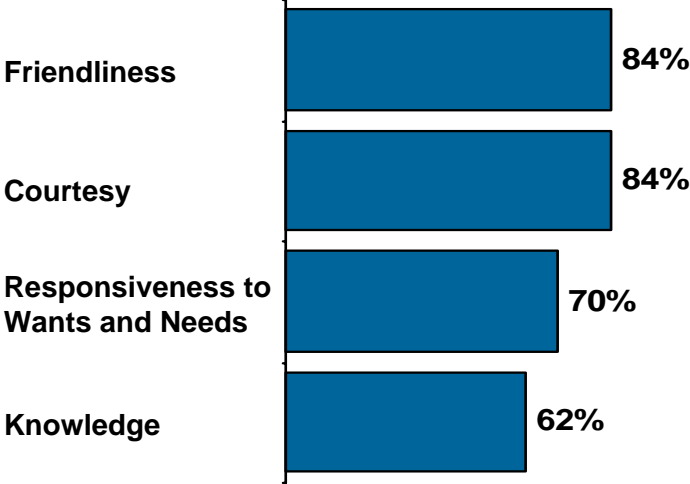
Have Residents Made A Telephone Call (Other Than a 911 Call) Or Visited The Town Facilities Within The Past 3 Months?



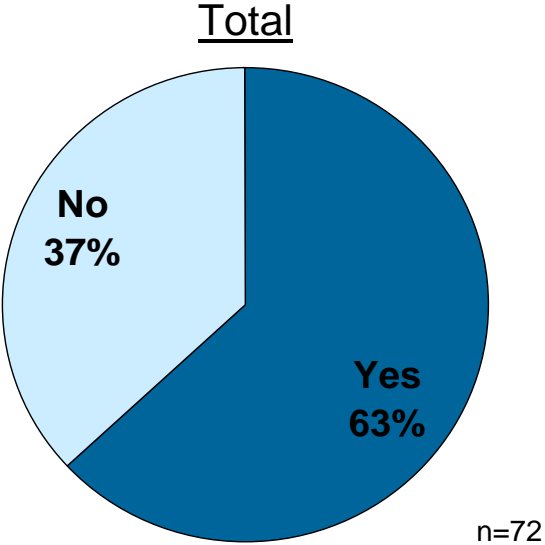
Which Department Did Residents Call or Visit Most Recently?	Total (n=78)
Town Hall	36%
Building Dept.	27%
Parks and Recreation Dept.	21%
Police Department	16%

Level of Satisfaction with Call/Visit - Top 2 Box Ratings
(Among Those Who Called Or Visited Town Facilities)

Total



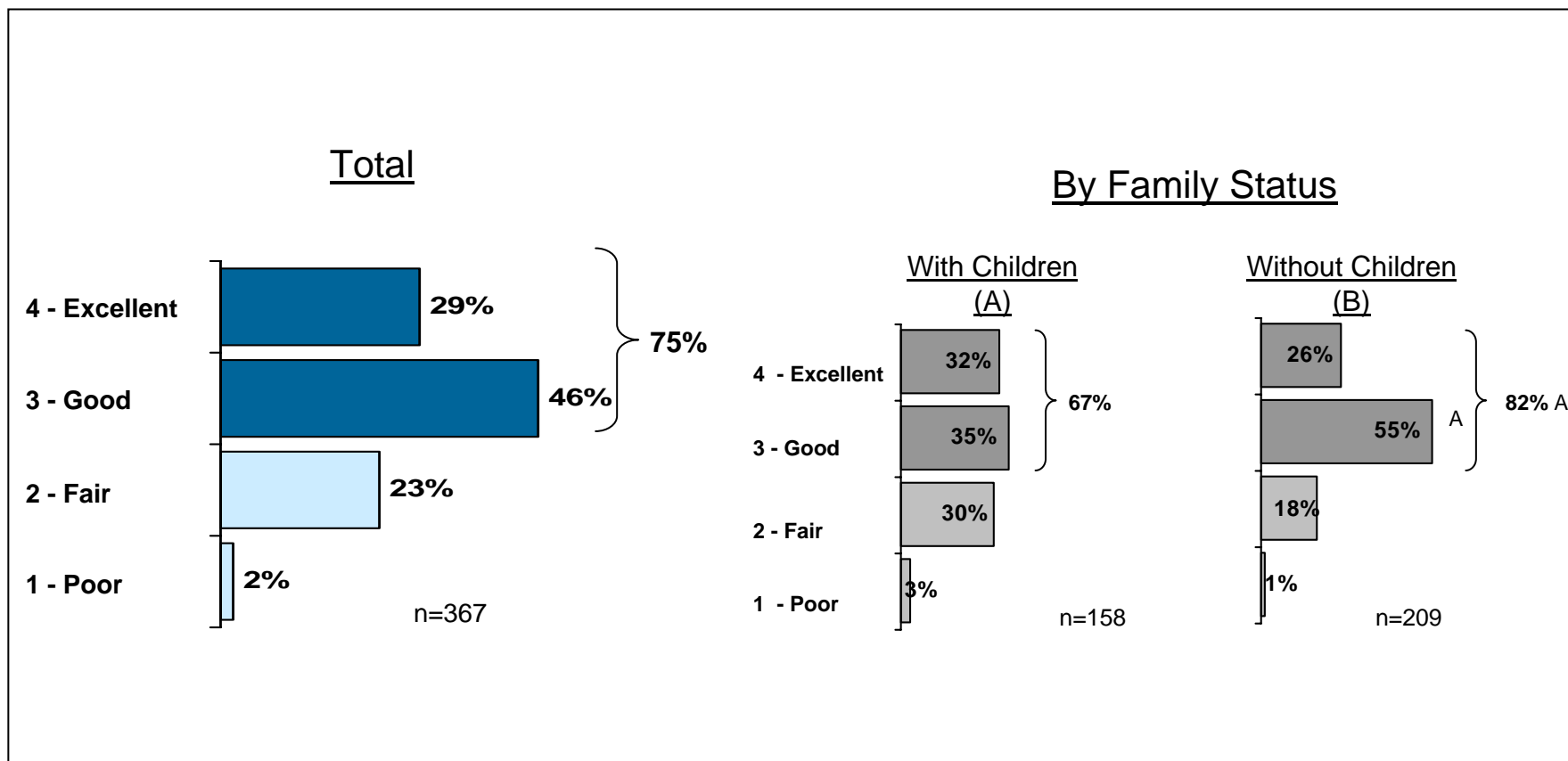
Did Residents Have Their Problem Resolved During Their Call or Visit?
(Among Those Who Called Or Visited Town Facilities)



Recreational Facilities

Recreational Facilities

Level of Satisfaction with the Quality of The Town of Miami Lakes' Parks and Recreation Department

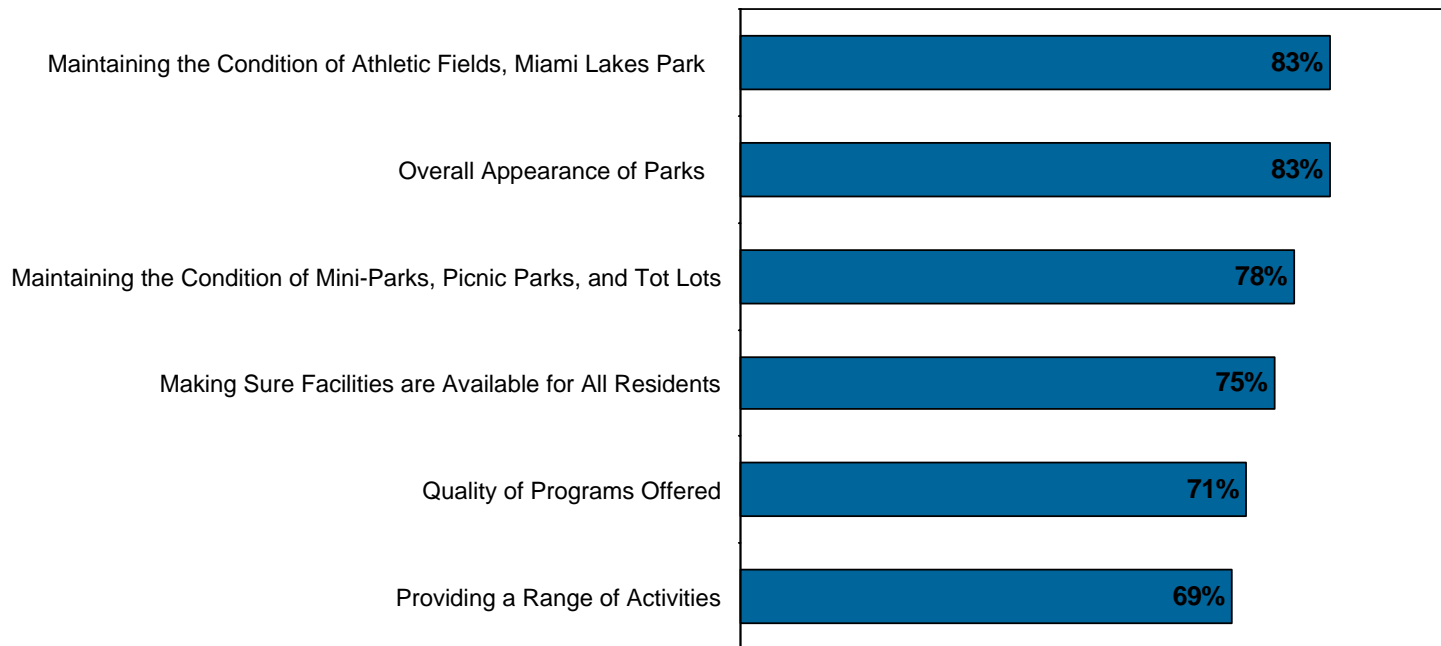


Capital letters indicate a significant difference between subgroups (A/B)

Recreational Facilities

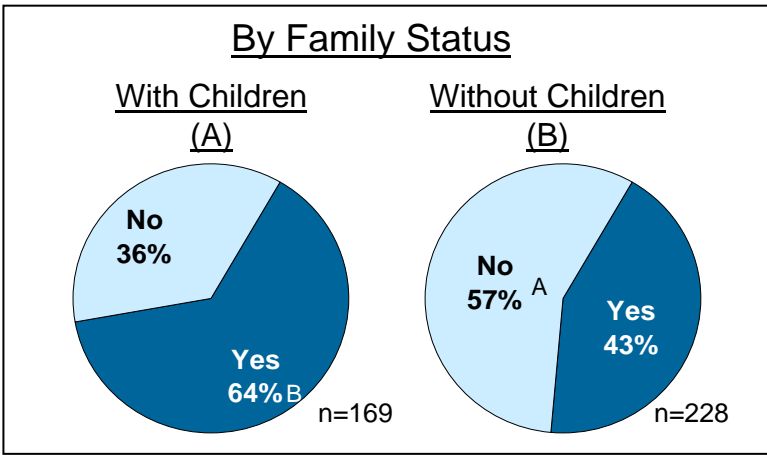
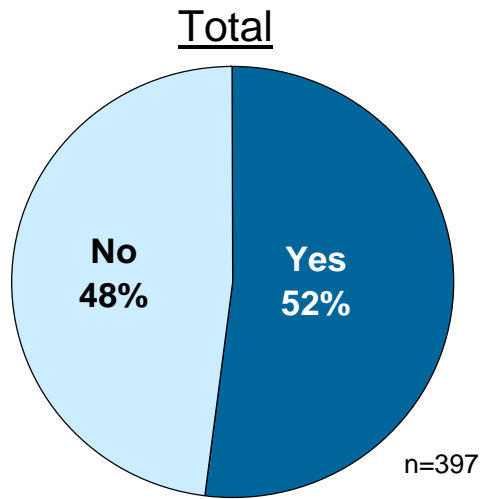
How Do Residents Rate The Town's Performance In Terms Of... Top 2 Box Ratings

Total



Recreational Facilities

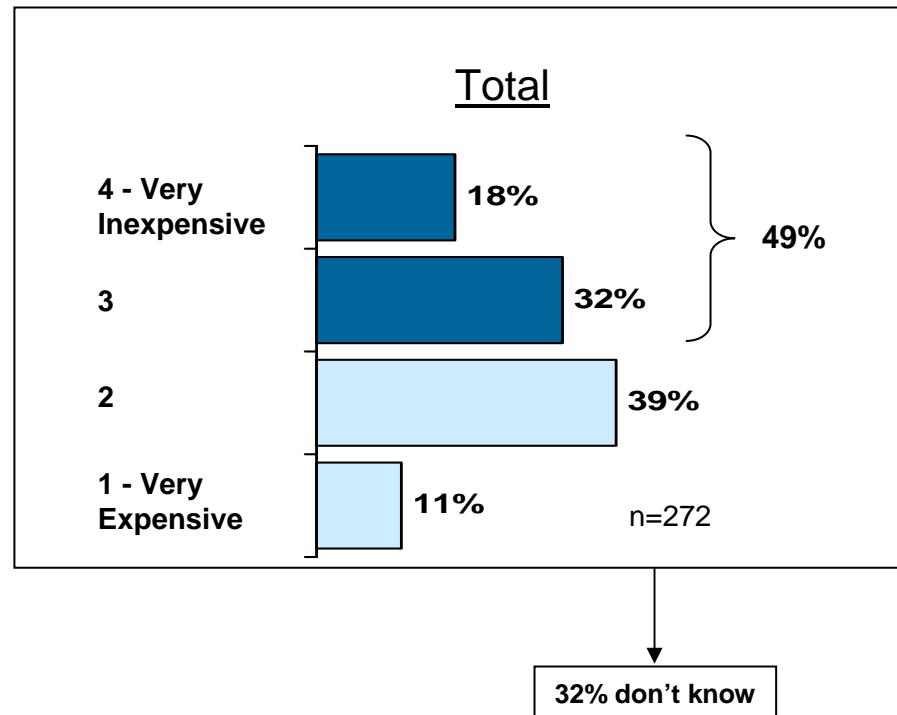
Have Residents Used a Park or Participated In a Town Recreational Program In The Last 12 Months?



Capital letters indicate a significant difference between subgroups (A/B)

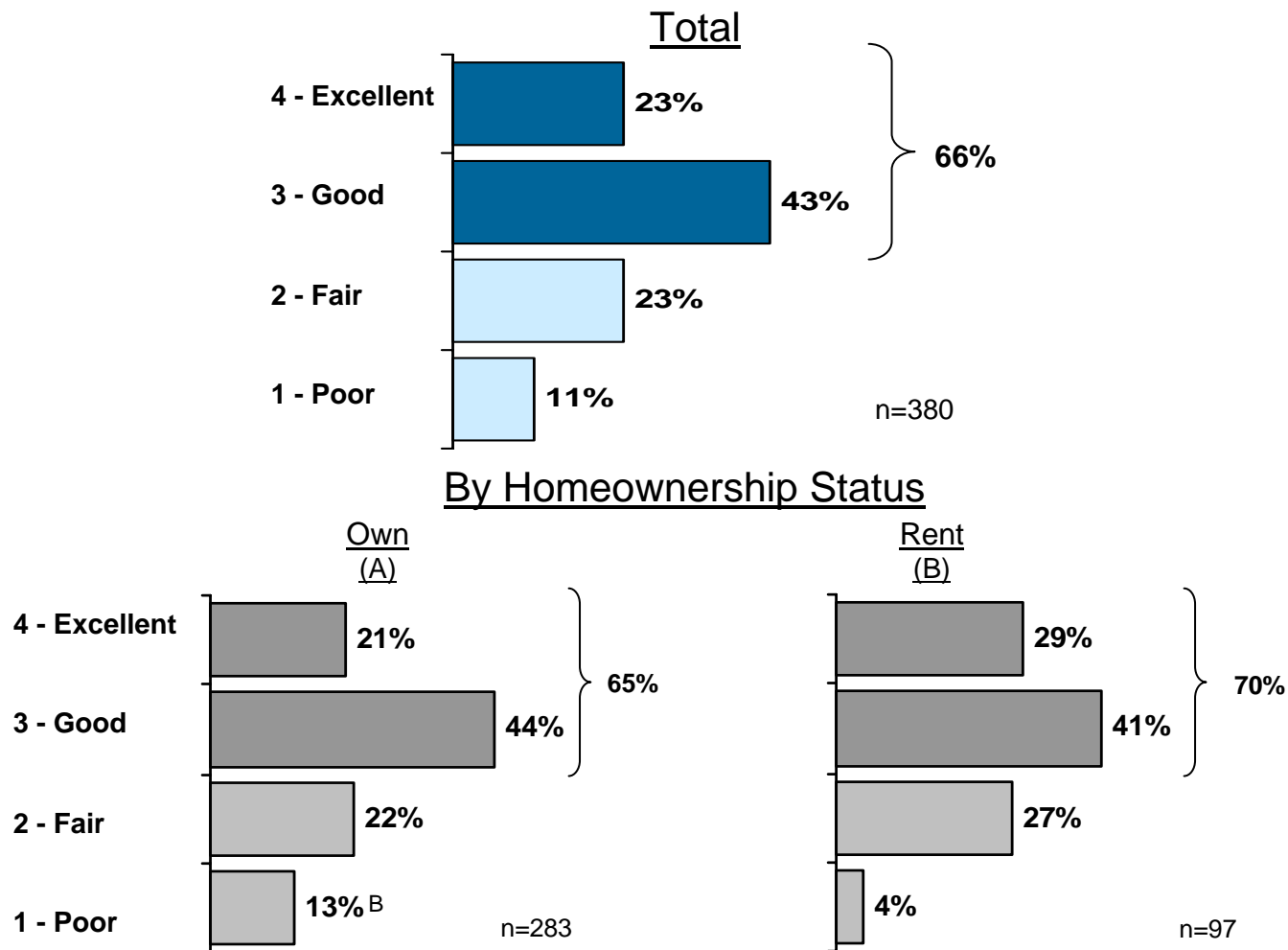
Recreational Facilities

Overall Affordability of Town of Miami Lakes' Parks and Recreational Programs



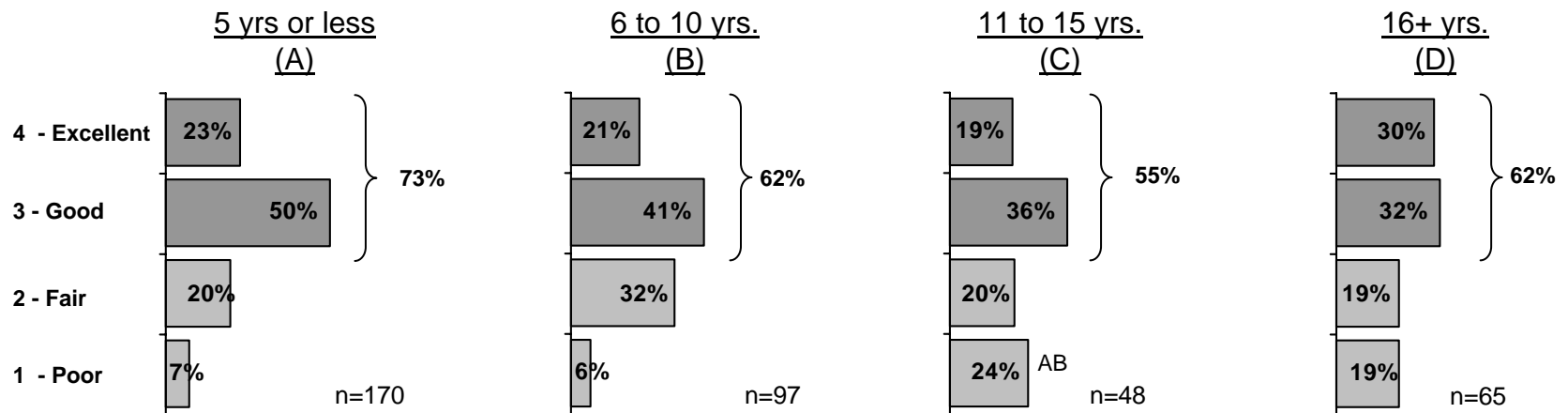
Communication

Level of Satisfaction with the Town of Miami Lakes In Terms Of Communicating with Residents



Capital letters indicate a significant difference between subgroups (A/B)

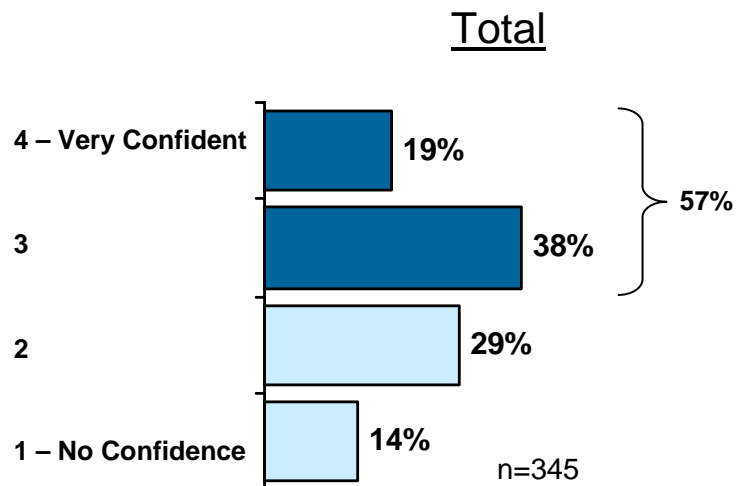
Level of Satisfaction with the Town of Miami Lakes In Terms Of Communicating with Residents By Years Living in Miami Lakes



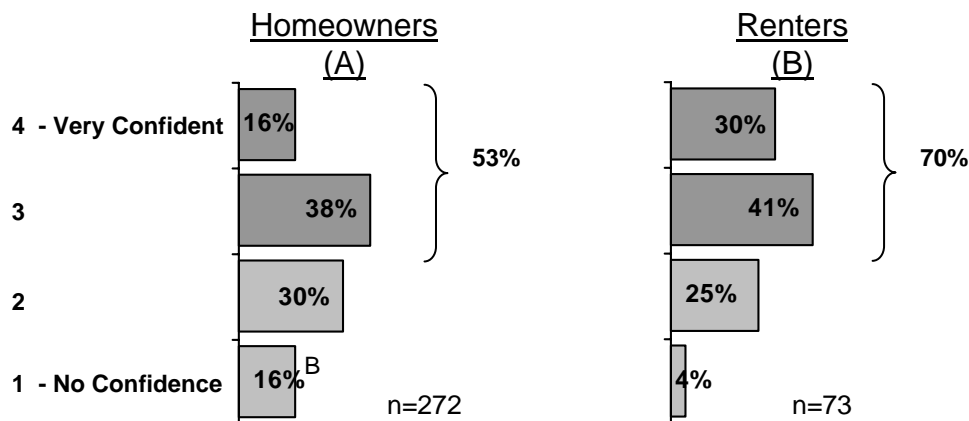
Capital letters indicate a significant difference between subgroups (A/B/C/D)

Taxes

Level of Confidence With How Wisely The Town of Miami Lakes Spends Residents' Tax Dollars

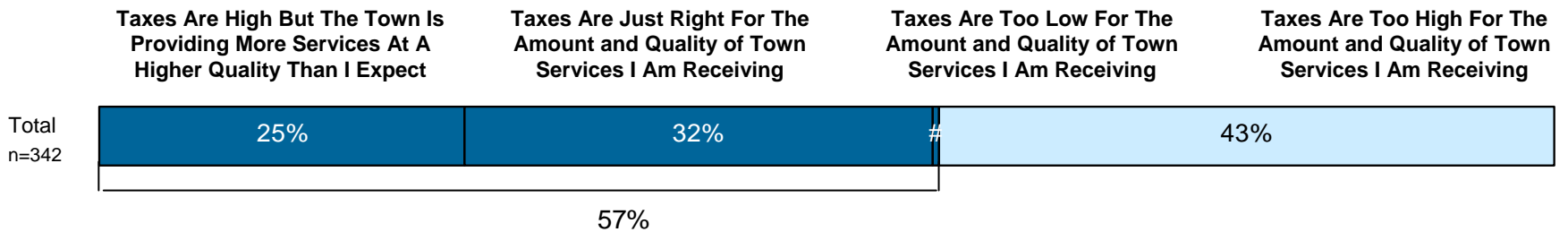


By Homeownership Status

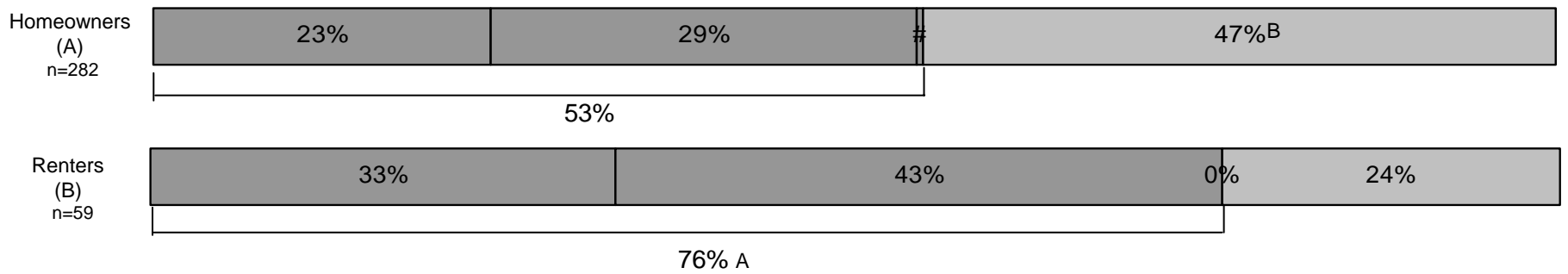


Capital letters indicate a significant difference between subgroups (A/B)

Which Statement Best Describes How Residents Feel About Taxes They Pay To The Town of Miami Lakes?



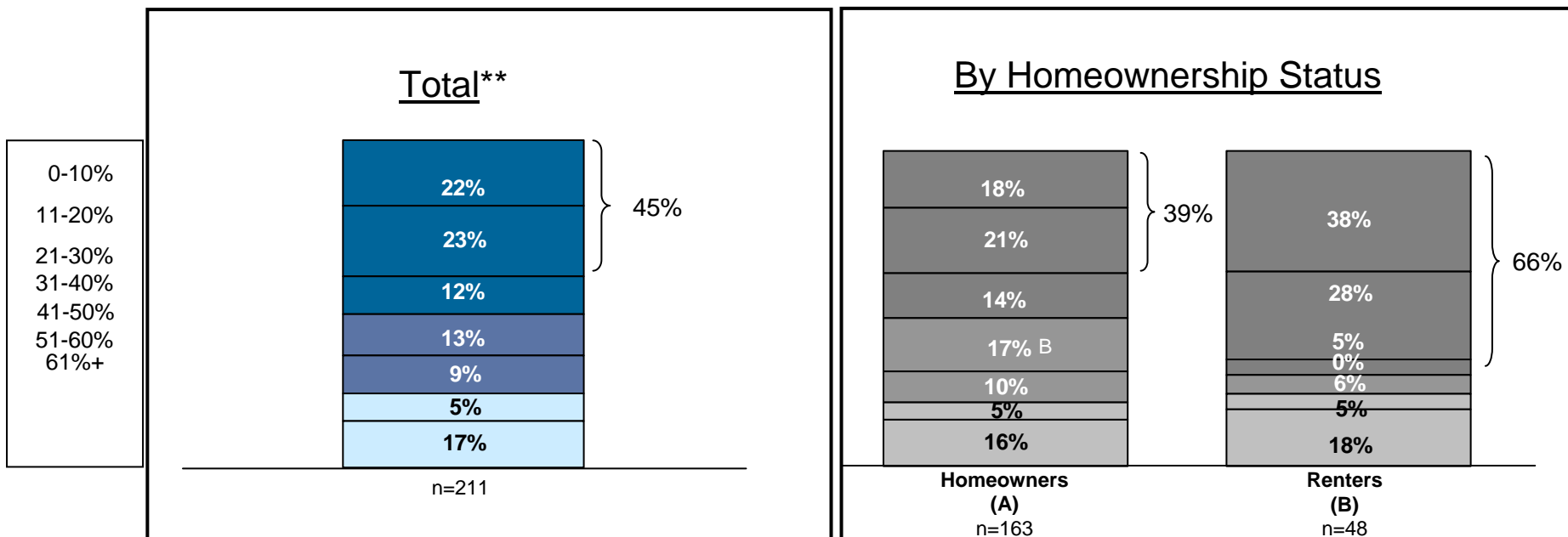
By Homeownership Status



Less than 0.4%

Capital letters indicate a significant difference between subgroups (A/B)

Percentage of Annual Tax Bill Residents Believe Goes To The Town of Miami Lakes

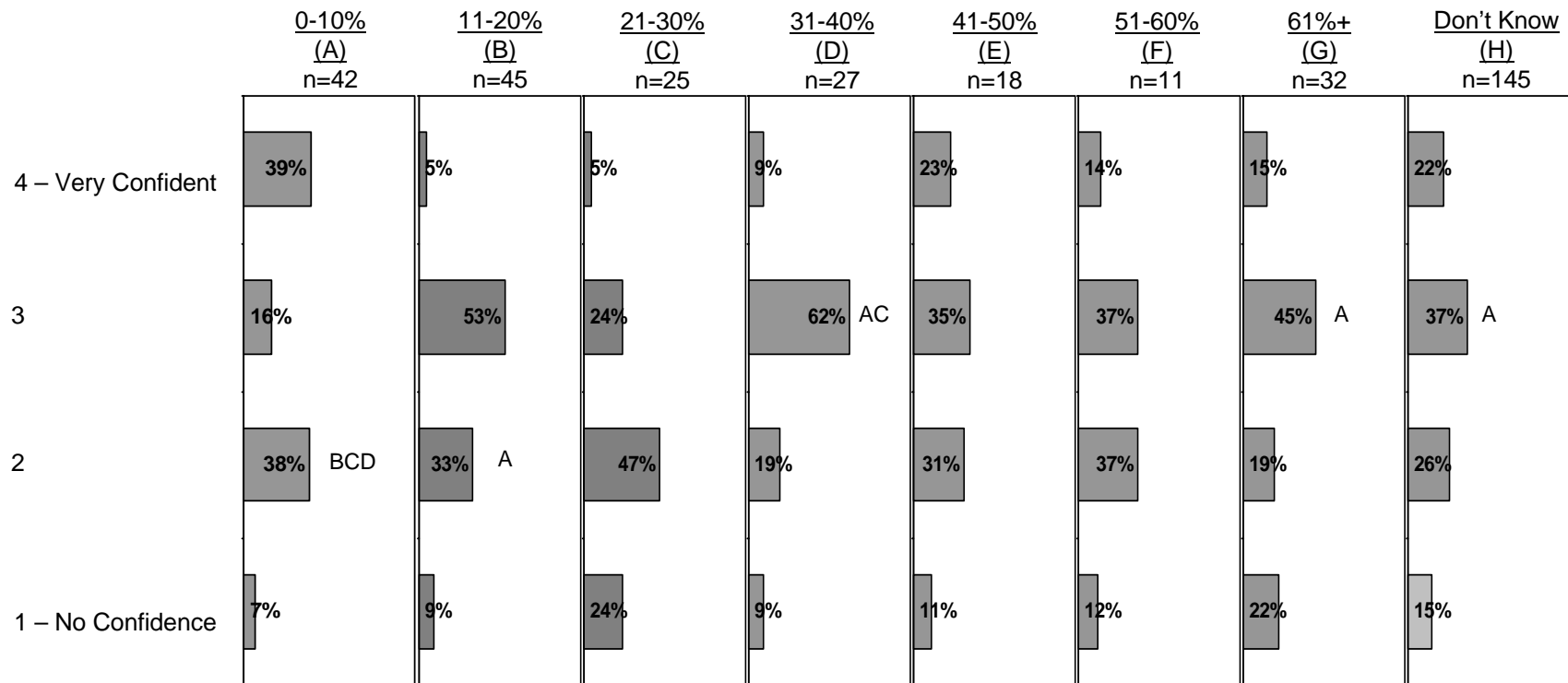


**Please note that 47% said don't know.

Capital letters indicate a significant difference between subgroups (A/B)

Confidence Level on How Wisely Tax Dollars are Spent by the Town of Miami Lakes

Percentage of Annual Tax Bill Residents Believe Go to Miami Lakes

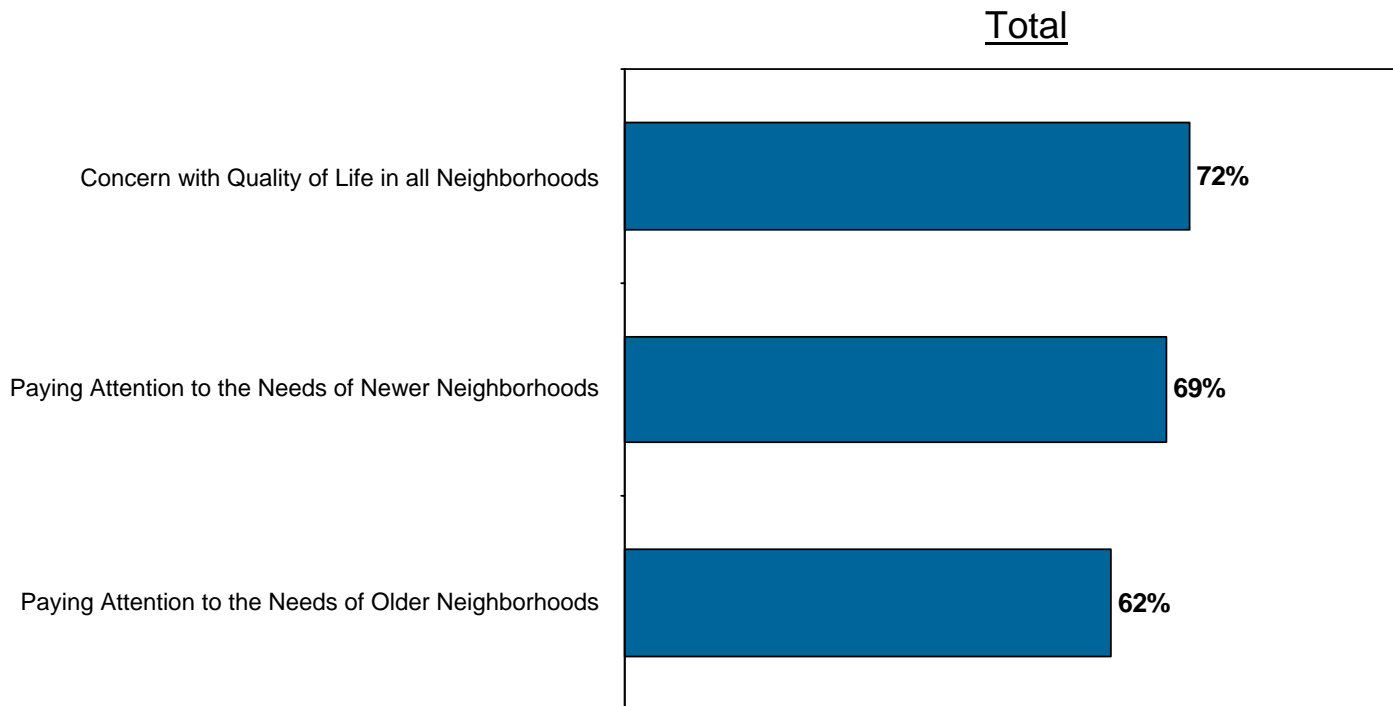


Capital letters indicate a significant difference between subgroups (A/B/C/D/E/F/G/H)

Neighborhood and Environmental Vitality

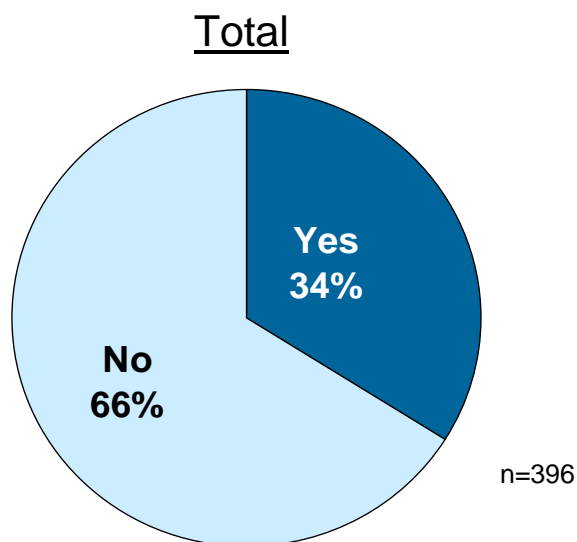
Neighborhood and Environmental Vitality

How Do Residents Rate The Town's Performance In Terms Of... Top 2 Box Ratings

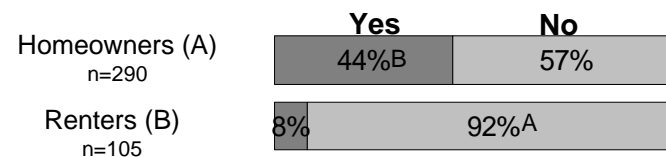


Neighborhood and Environmental Vitality

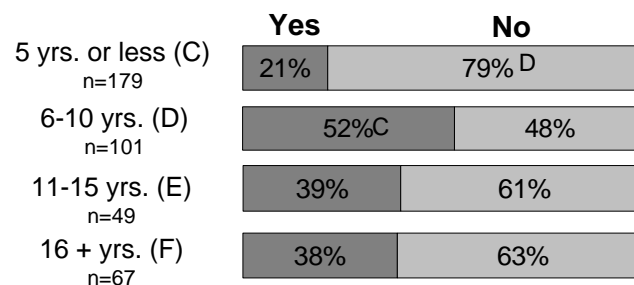
Have You Attended A Homeowners Meeting Within the Past 12 Months?



By Homeownership Status

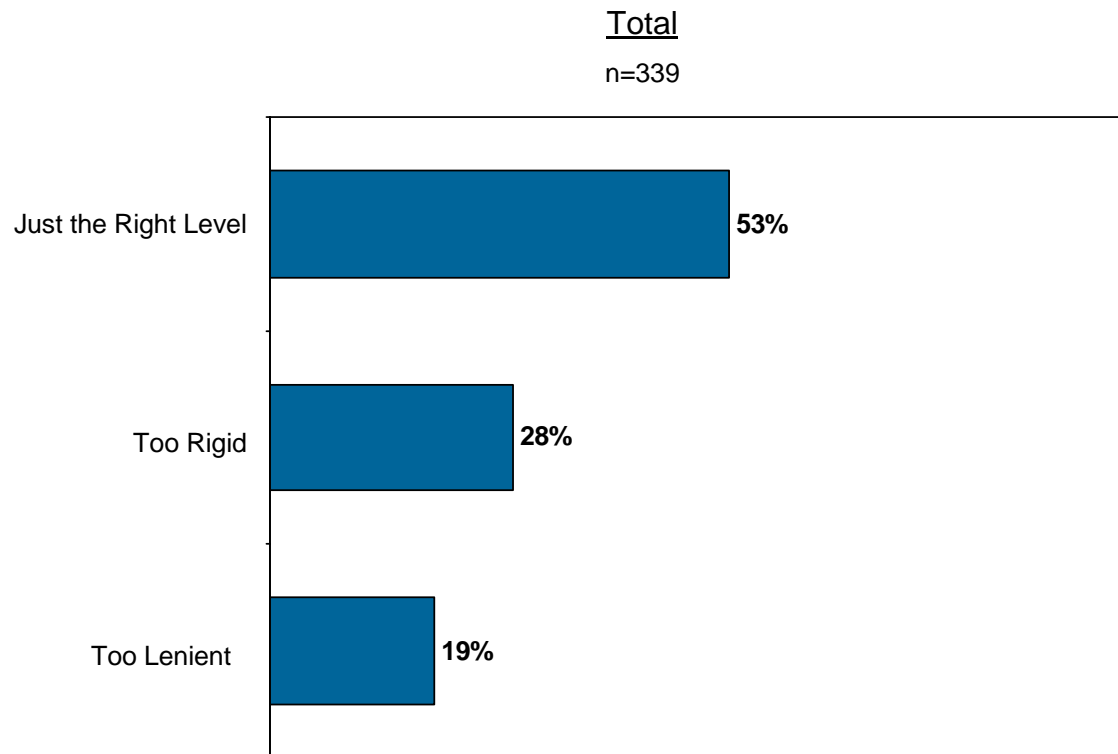


By Years Lived in Miami Lakes



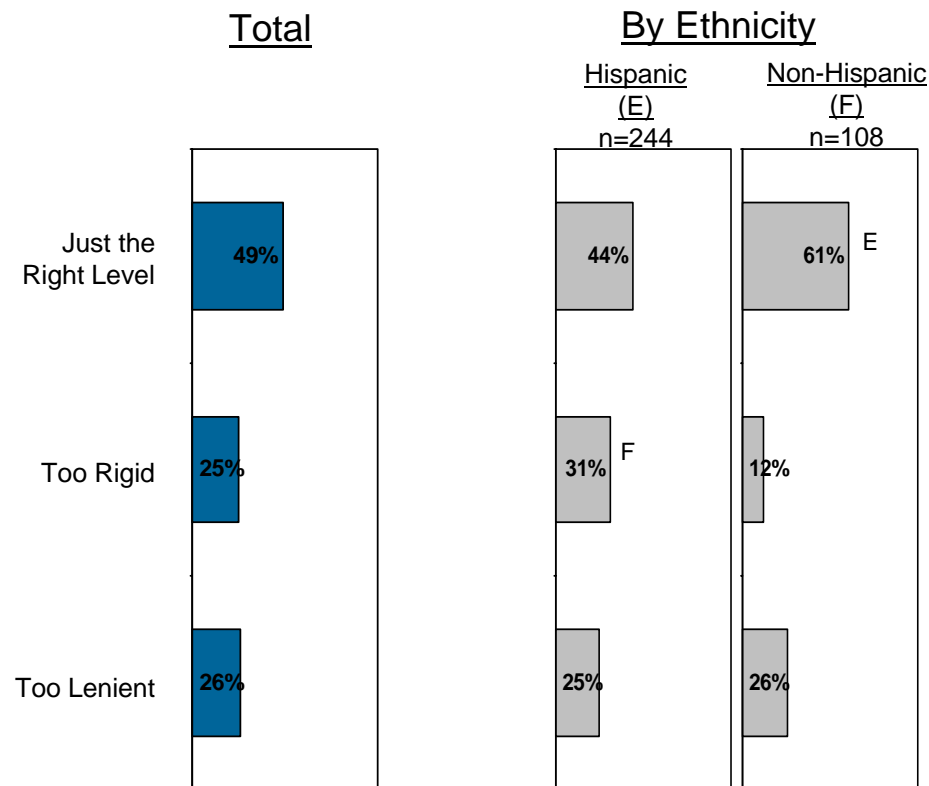
Capital letters indicate a significant difference between subgroups (A/B, C/D/E/F)

How Do Residents Rate The Town of Miami Lake's Enforcement In Terms Of Building Codes?



Neighborhood and Environmental Vitality

How Do Residents Rate The Town of Miami Lake's Enforcement In Terms Of Zoning Codes?



Capital letters indicate a significant difference between subgroups (E/F)

Neighborhood and Environmental Vitality

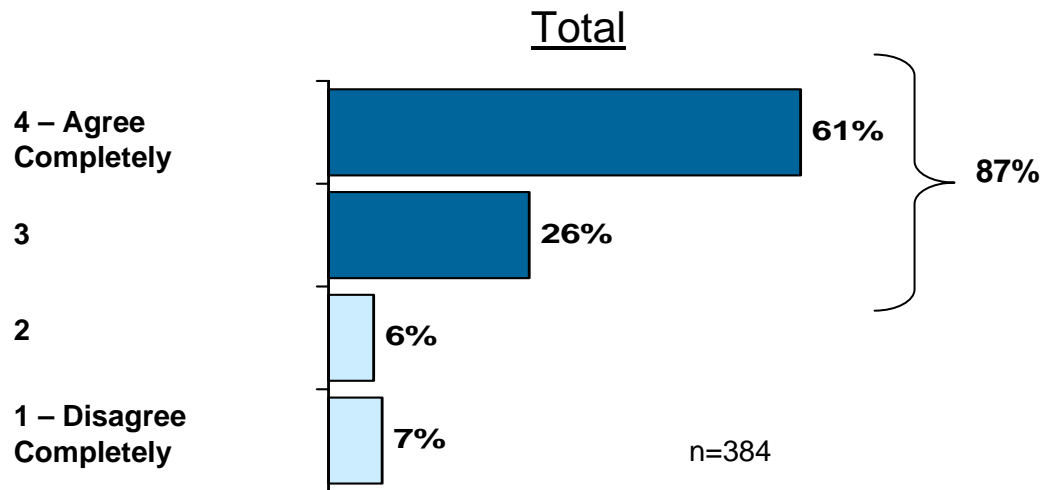
How Do Residents Rate The Town of Miami Lake's Enforcement In Terms Of Code Enforcement?



Capital letters indicate a significant difference between subgroups (A/B, C/D/E/F)

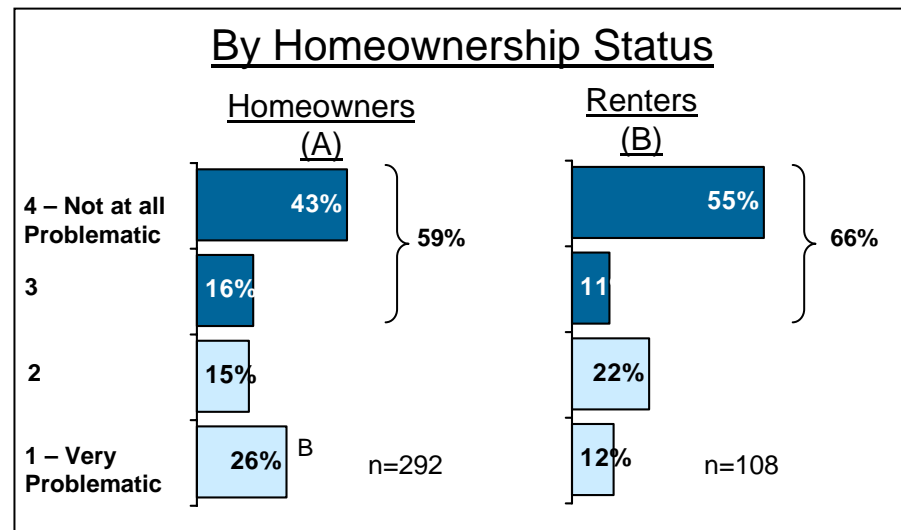
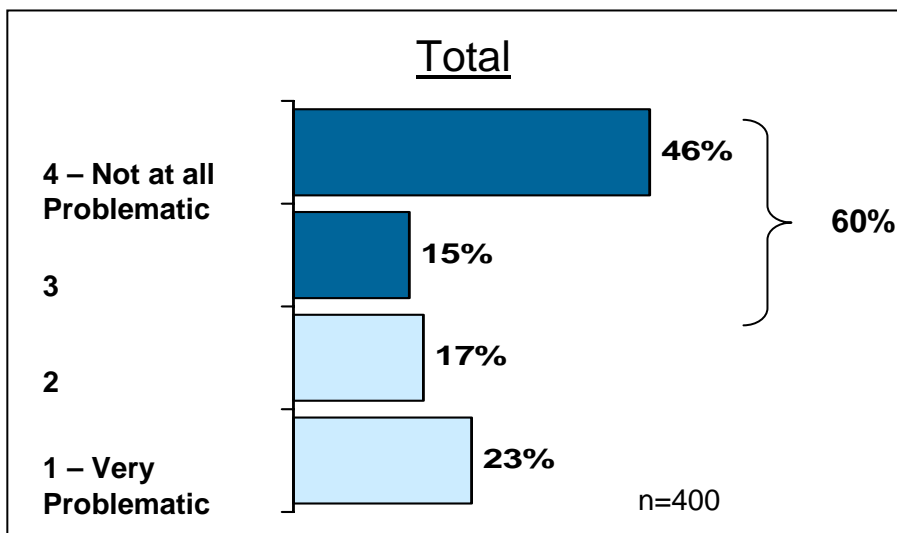
Neighborhood and Environmental Vitality

To What Extent Do Residents Agree with The Town Codes That Require Proper Maintenance of Residential Properties, In Terms of Appearance?



Neighborhood and Environmental Vitality

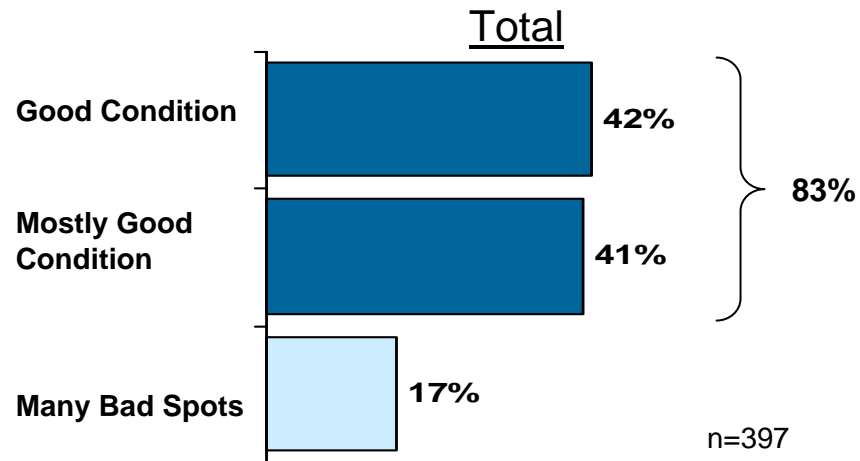
To What Extent Is Storm Water Drainage Problematic In Residents' Neighborhoods?



Capital letters indicate a significant difference between subgroups (A/B)

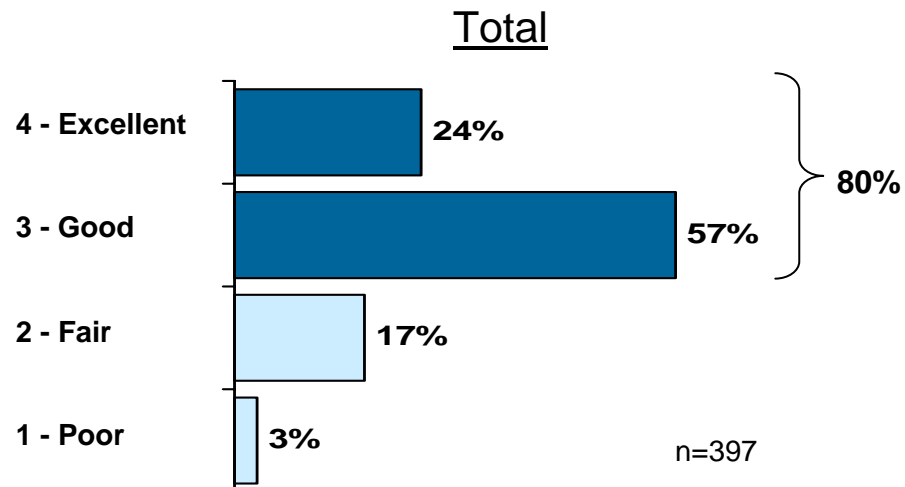
Neighborhood and Environmental Vitality

How do Residents Rate the Condition of Roads in Miami Lakes?



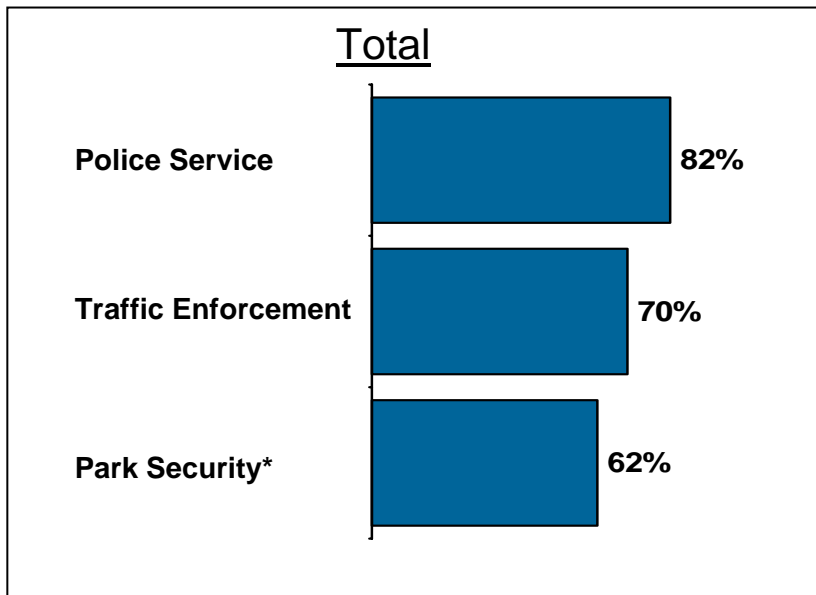
Neighborhood and Environmental Vitality

How Do Residents Rate The Town's Appearance of the Medians?

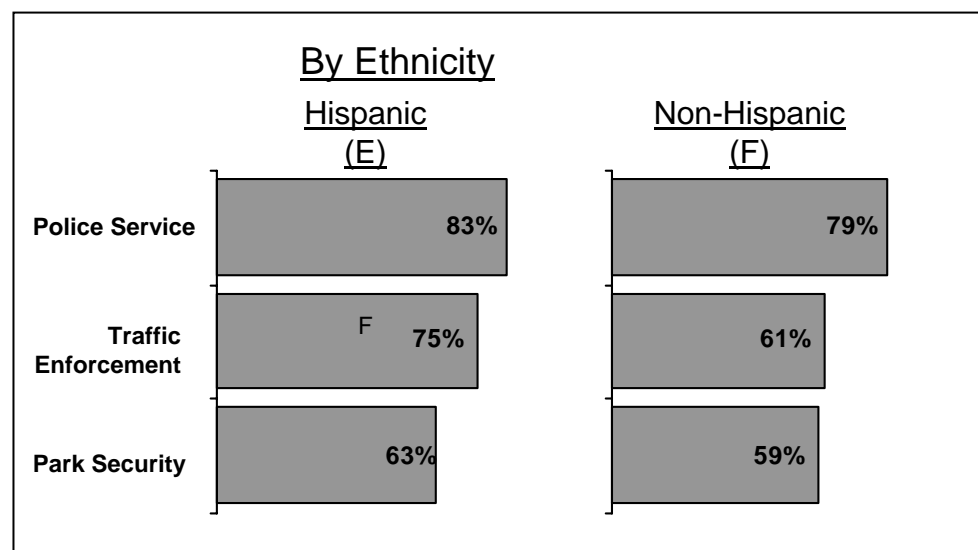
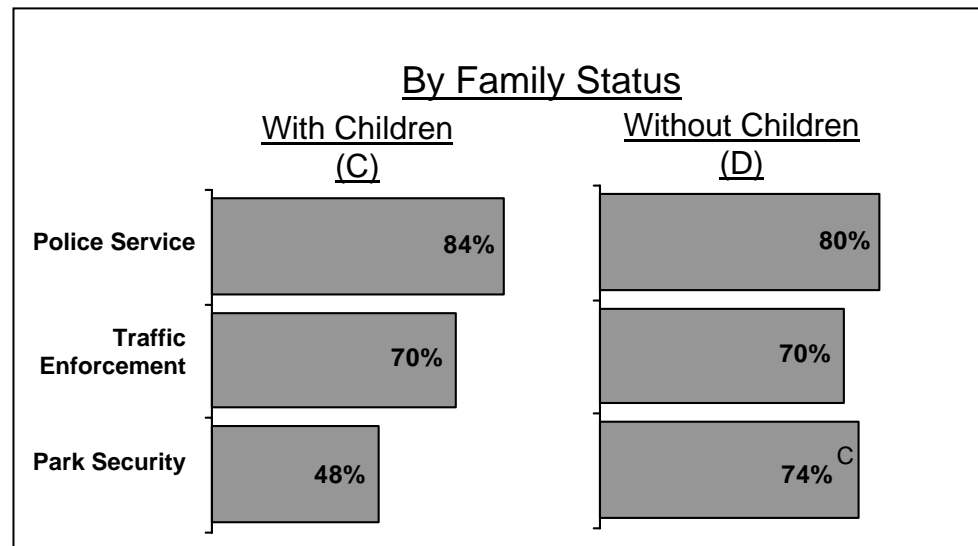


Neighborhood and Environmental Vitality

Overall Level of Satisfaction in Terms of...Top 2 Box Ratings



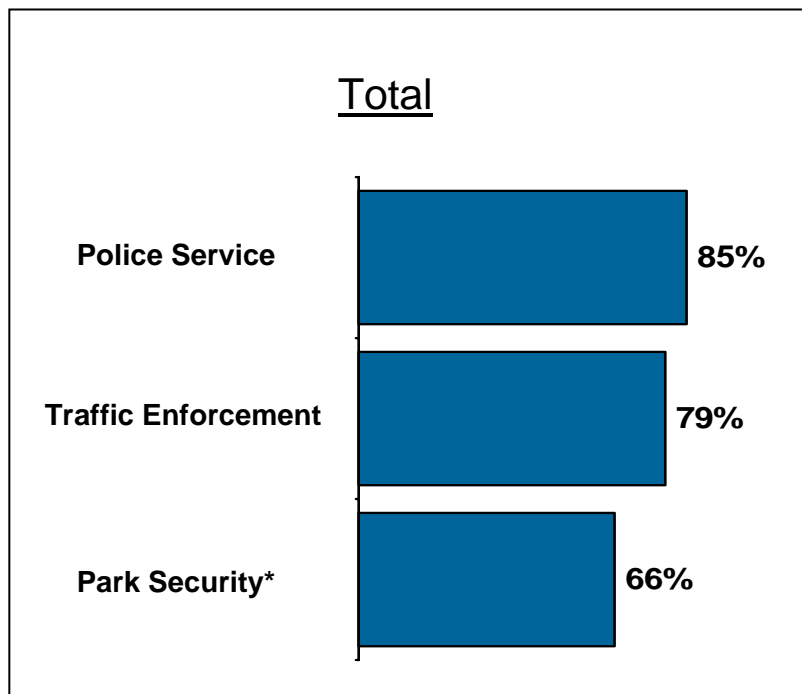
*24% said don't know



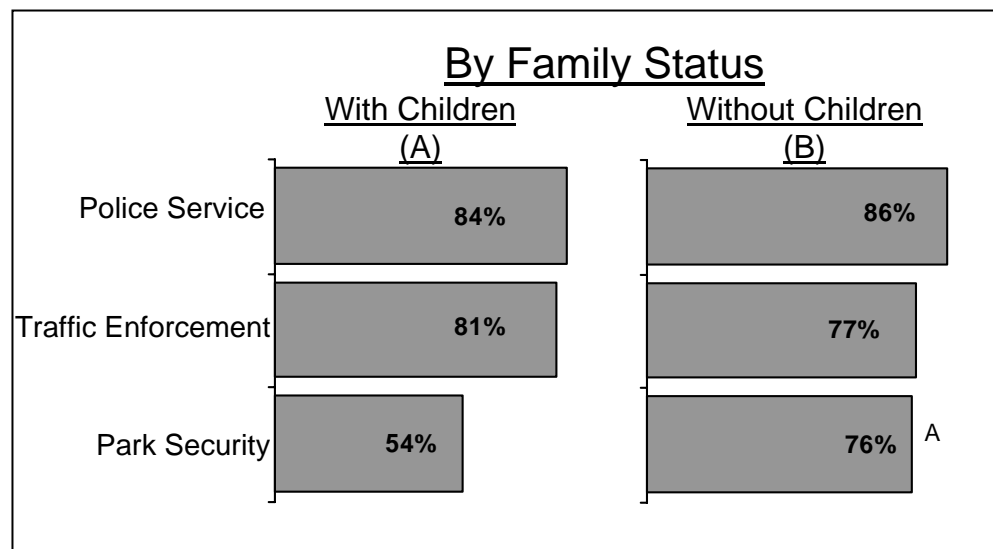
Capital letters indicate a significant difference between subgroups (C/D, E/F)

Neighborhood and Environmental Vitality

Level of Satisfaction in Terms of Friendliness and Being Approachable Top 2 Box Ratings



*27% said don't know

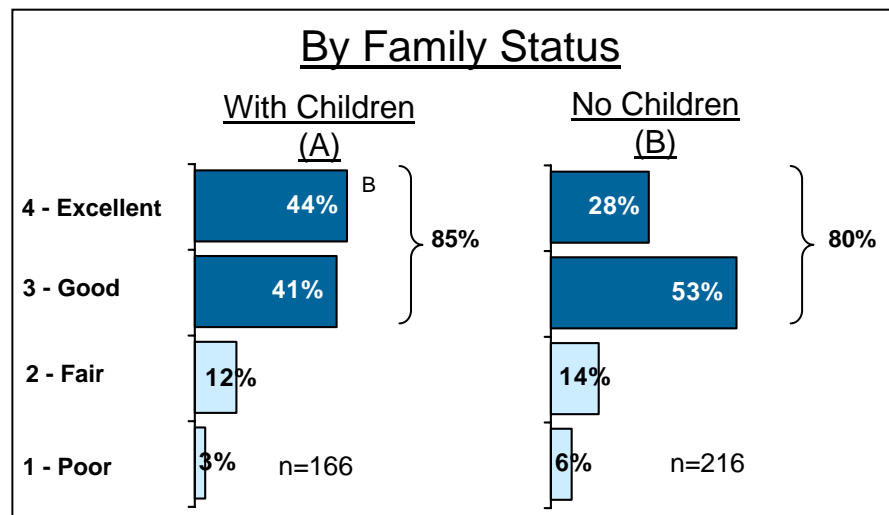
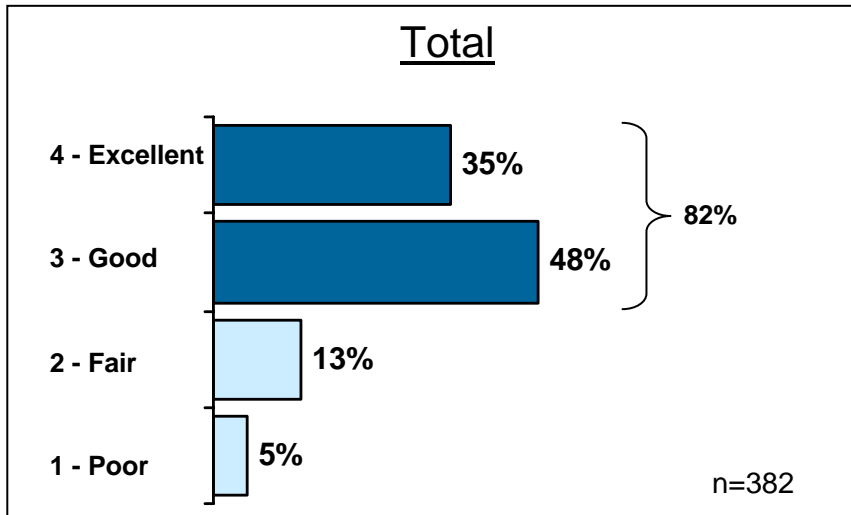


Capital letters indicate a significant difference between subgroups (A/B)

Safety/Law Enforcement

Safety/Law Enforcement

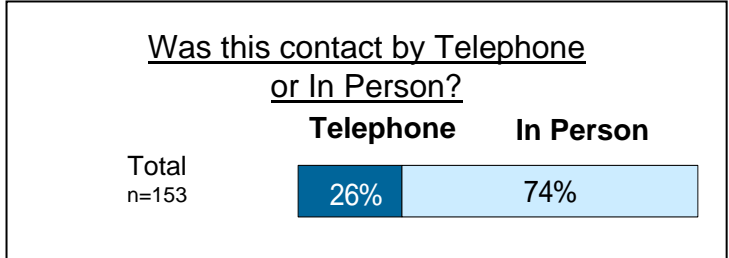
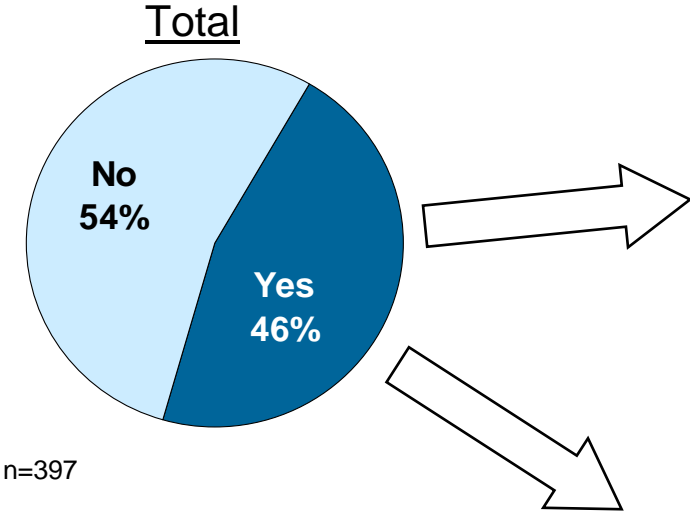
How Do Residents Rate The Overall Quality Of The Miami Lakes Police Department?



Capital letters indicate a significant difference between subgroups (A/B)

Safety/Law Enforcement

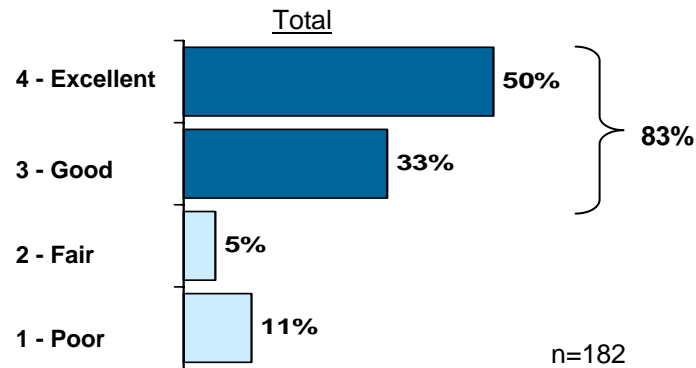
Have Residents Had Contact with The Town of Miami Lakes Police Department? (either through a community-related effort or an enforcement action)



What Was The Nature Of Most Recent Contact? Top Mentions (6% or more)	Total (n=177)	Home-ownership Status	
		Home-owners (A) (n=134)	Renters (B) (n=43)
Response to Call/Accident	25%	20%	40%A
Crime Committed to You or Your Property	18%	20%	11%
Traffic Citation	13%	11%	19%
Alarms (Business/Home)	10%	13% B	0%
Contact Initiated by Police	6%	8% B	6%

Capital letters indicate a significant difference between subgroups (A/B)

How Do Residents Rate the Service They Received From The Miami Lakes Police Department?



Safety/Law Enforcement

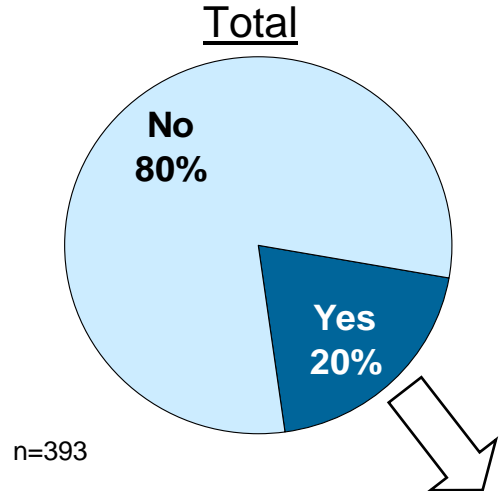
<p style="text-align: center;">What is the Number One Problem in Miami Lakes When it Comes to Police Matters? (Base includes 'no issues' responses)</p>	<p style="text-align: center;">Total (n=400)</p>
<p><u>Traffic (Net) (Traffic/Speeding/Need More Street Signs)</u></p>	<p style="text-align: center;">31%</p>
<p> Traffic/Speeding</p>	<p style="text-align: center;">31%</p>
<p><u>Theft (Net) (Burglary/Robberies/Break-ins/Auto Theft/Car Jacking)</u></p>	<p style="text-align: center;">11%</p>
<p> Burglary/Robberies/Break-ins</p>	<p style="text-align: center;">10%</p>
<p><u>Police Quality (Net) (Police Response Time/Sub-Standard Policemen/Don't Really do Anything)</u></p>	<p style="text-align: center;">9%</p>
<p> Police Response Time/Understaffed/Police Not in the Right Place at the Right Time</p>	<p style="text-align: center;">4%</p>
<p><u>Youth Related (Net) (Lack of Activities/Teen Gangs/Youth Problems)</u></p>	<p style="text-align: center;">7%</p>
<p> Lack of Activities for Preteens and Teens</p>	<p style="text-align: center;">4%</p>
<p><u>Miscellaneous (Net) (Overall Crime Rate/Growth/Vandalism)</u></p>	<p style="text-align: center;">6%</p>
<p><u>Can't think of anything/No Issues</u></p>	<p style="text-align: center;">34%</p>

Multiple Responses Accepted

Top Mentions Only

Safety/Law Enforcement

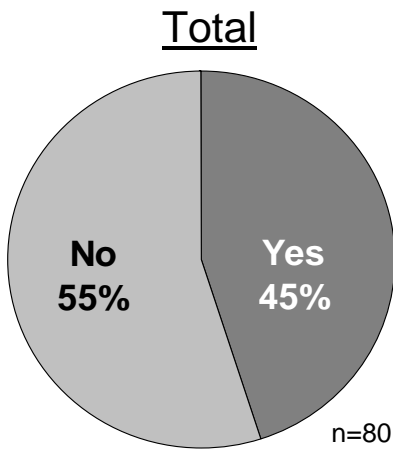
Do Residents Know /Had Contact With Their Neighborhood Police Officer?



By Homeownership Status

	Yes	No
Own (A) n=285	25%B	75%
Rent (B) n=108	8%	92%A

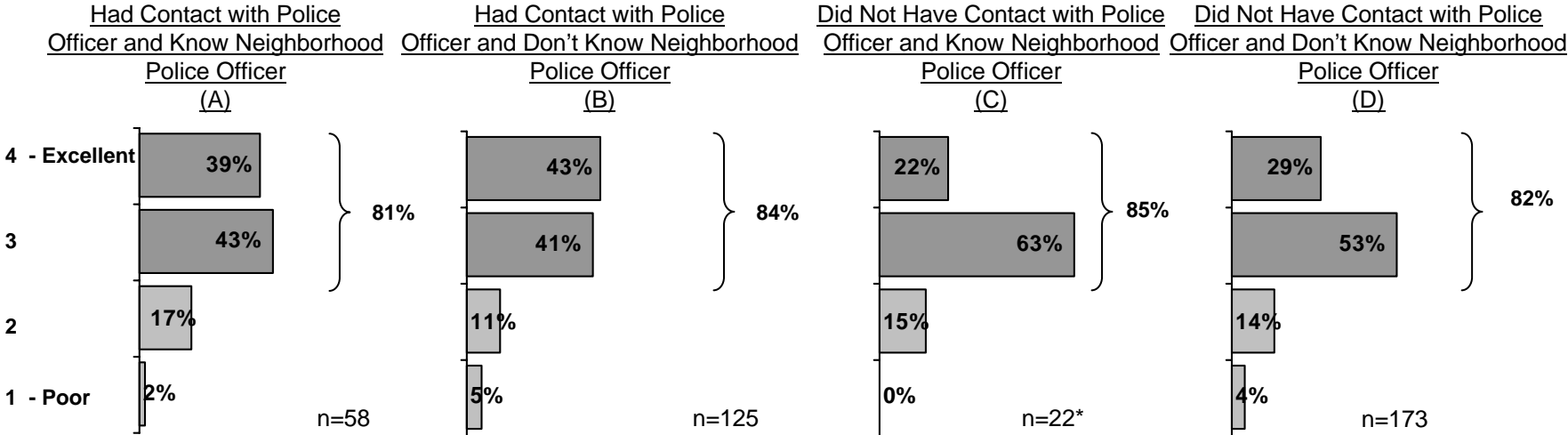
Was This Contact Initiated By The Police Officer?



Safety/Law Enforcement

How do Residents Rate Police Service

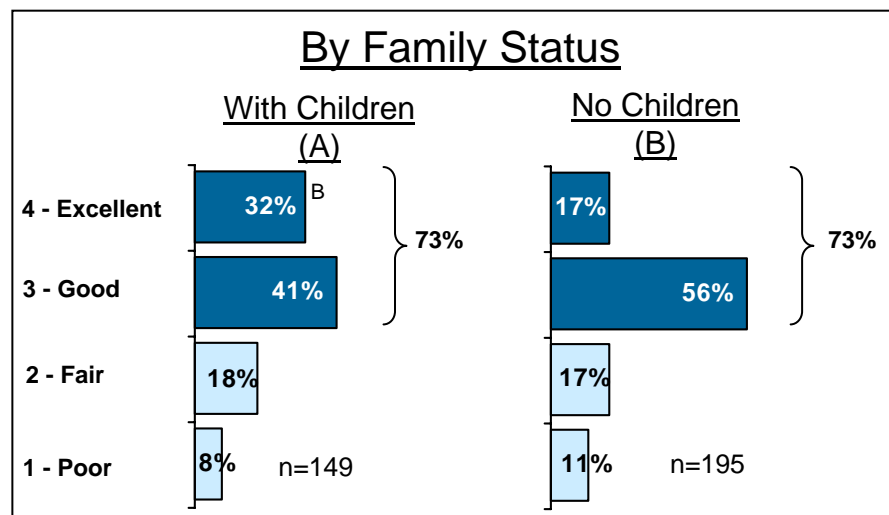
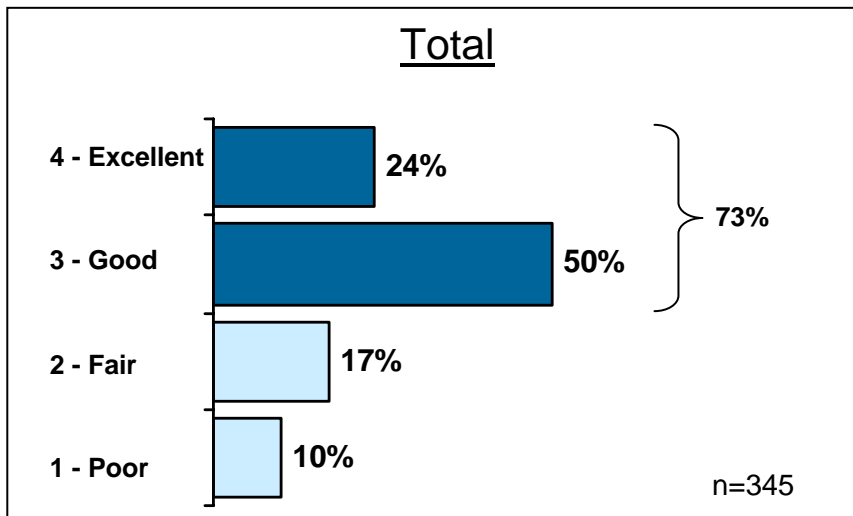
Contact with Police Officer



Capital letters indicate a significant difference between subgroups (A/B/C/D) * Caution: Low Base

Safety/Law Enforcement

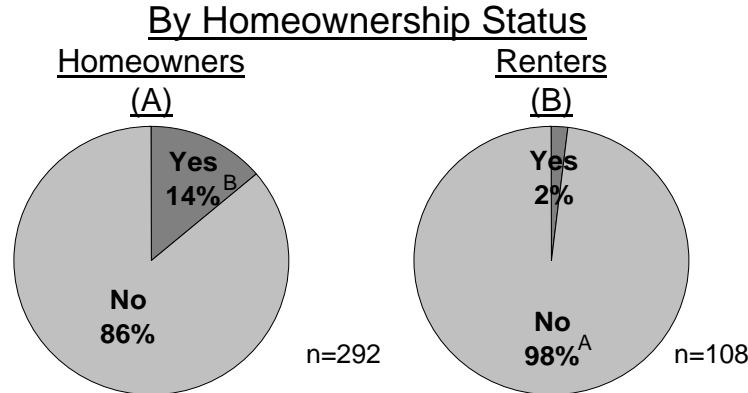
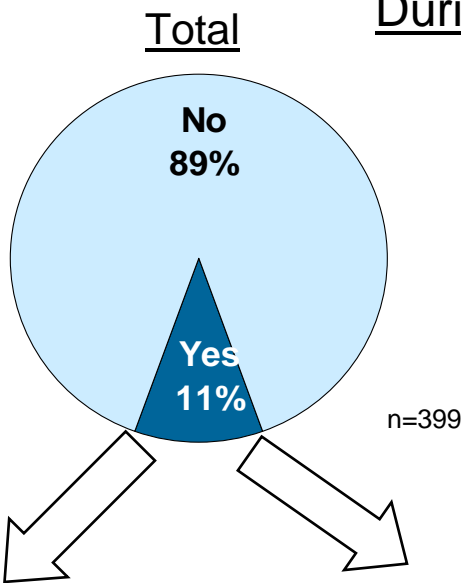
How Do Residents Rate The Town's Efforts In Preventing Juvenile Crime?



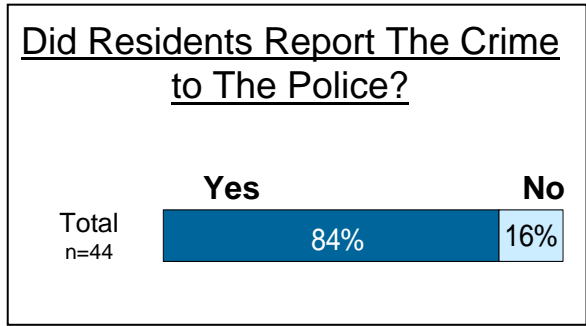
Capital letters indicate a significant difference between subgroups (A/B)

Safety/Law Enforcement

Were Residents (Or Members of Their Family) Victims of a Crime in Miami Lakes During the Past 12 Months?

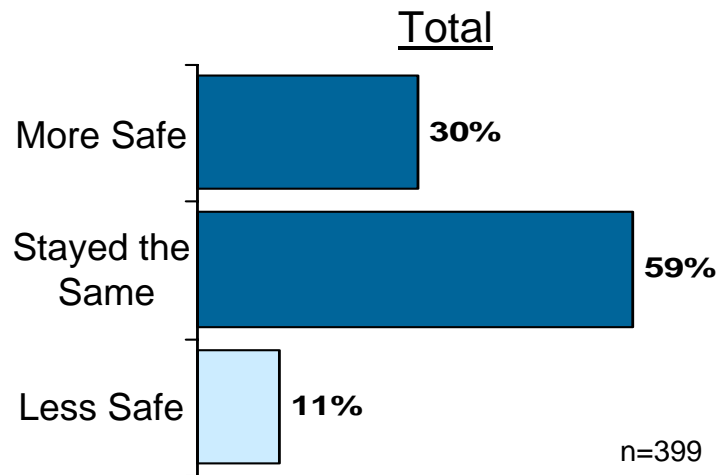


What Type of Crime?	Total (n=43)
Burglary	57%
Vandalism	20%
Robbery	17%
Petty Theft	12%
Vehicle Theft	10%
Assault	2%



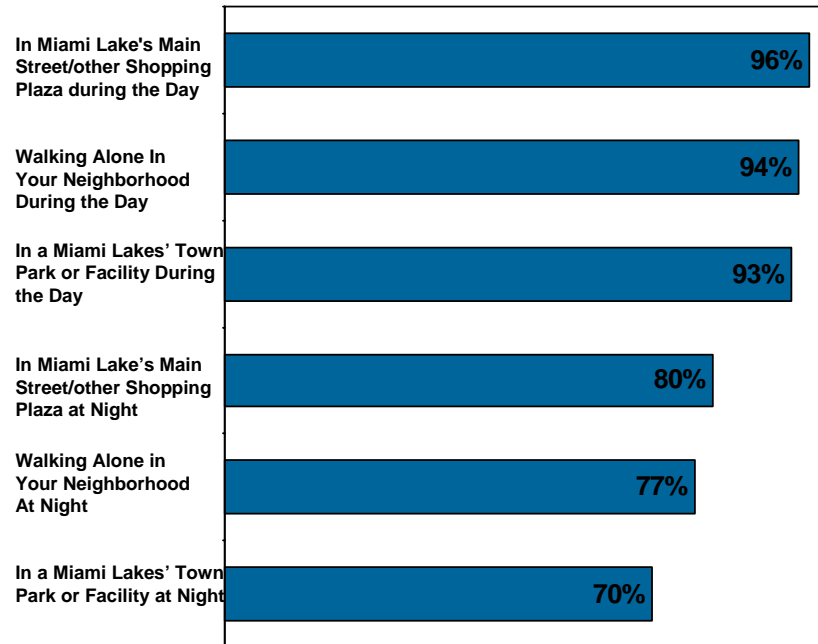
Safety/Law Enforcement

In the Past 12 Months, Do Residents Think Miami Lakes Has Become More, Less, or Stayed the Same as Far as a Safe Place to Live, Work, and Raise a Family?



How Safe Do Residents Feel...? Top 2 Box Ratings

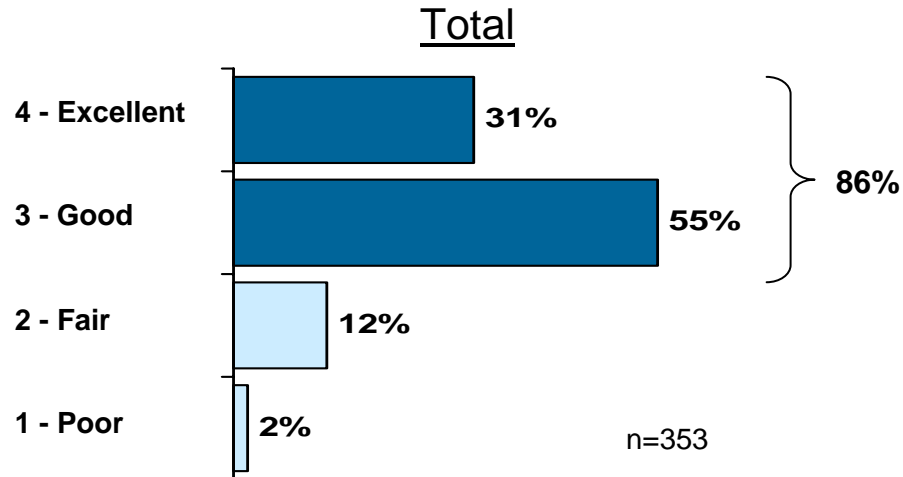
Total



Other Services/Facilities

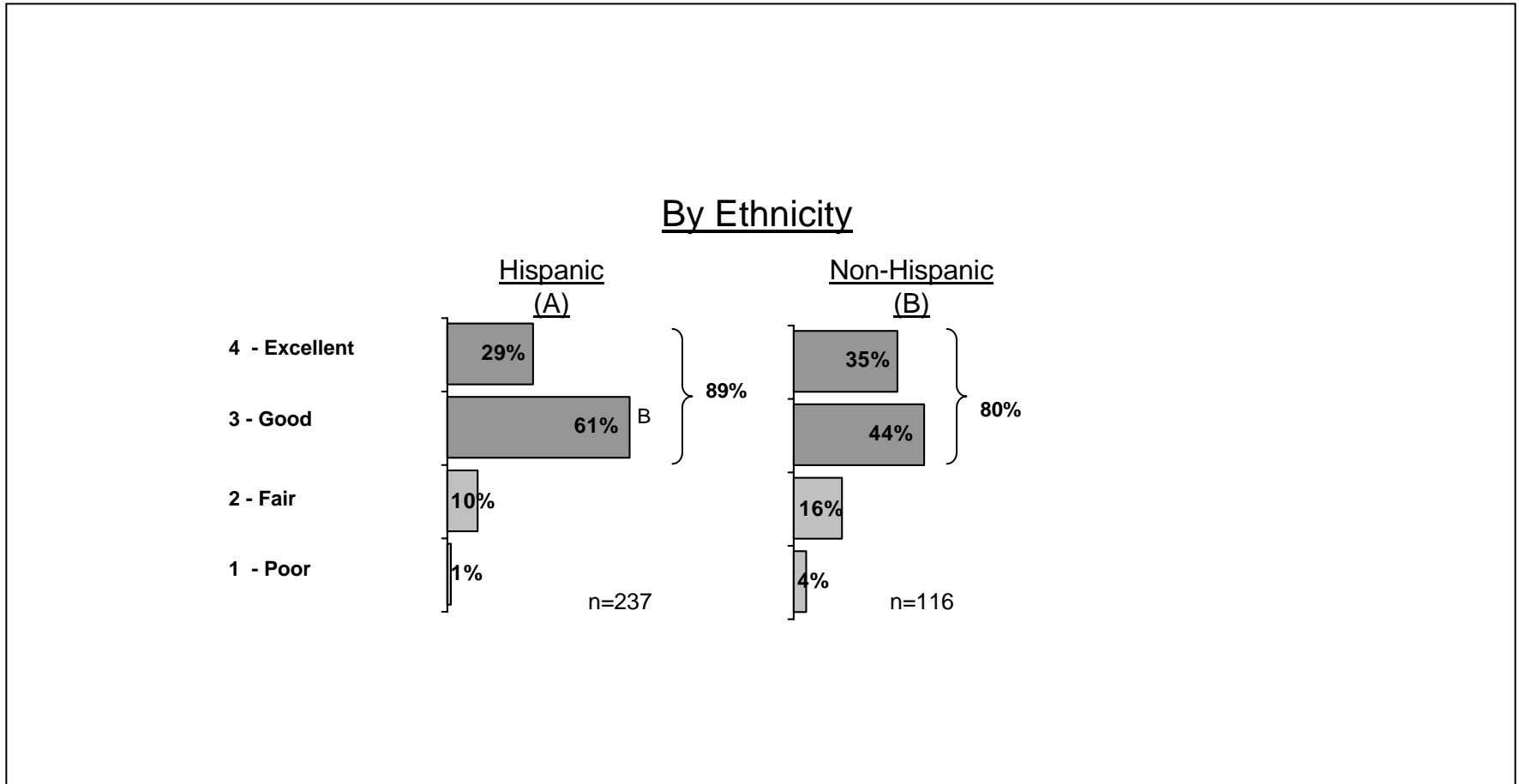
Other Services/Facilities

Level of Satisfaction with the Quality of Activities and Programs Offered by The Town of Miami Lakes



Other Services/Facilities

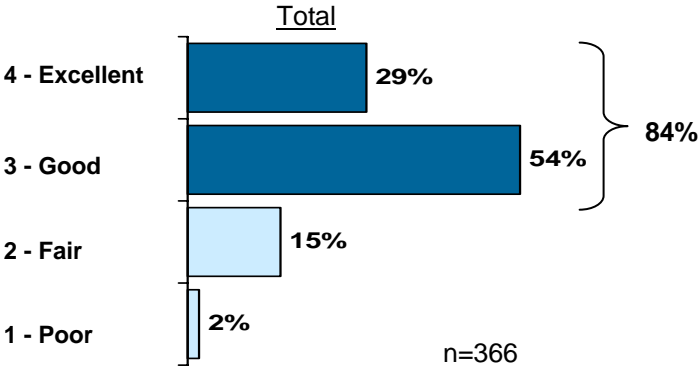
Level of Satisfaction with the Quality of Activities and Programs Offered by The Town of Miami Lakes



Capital letters indicate a significant difference between subgroups (A/B)

Other Services/Facilities

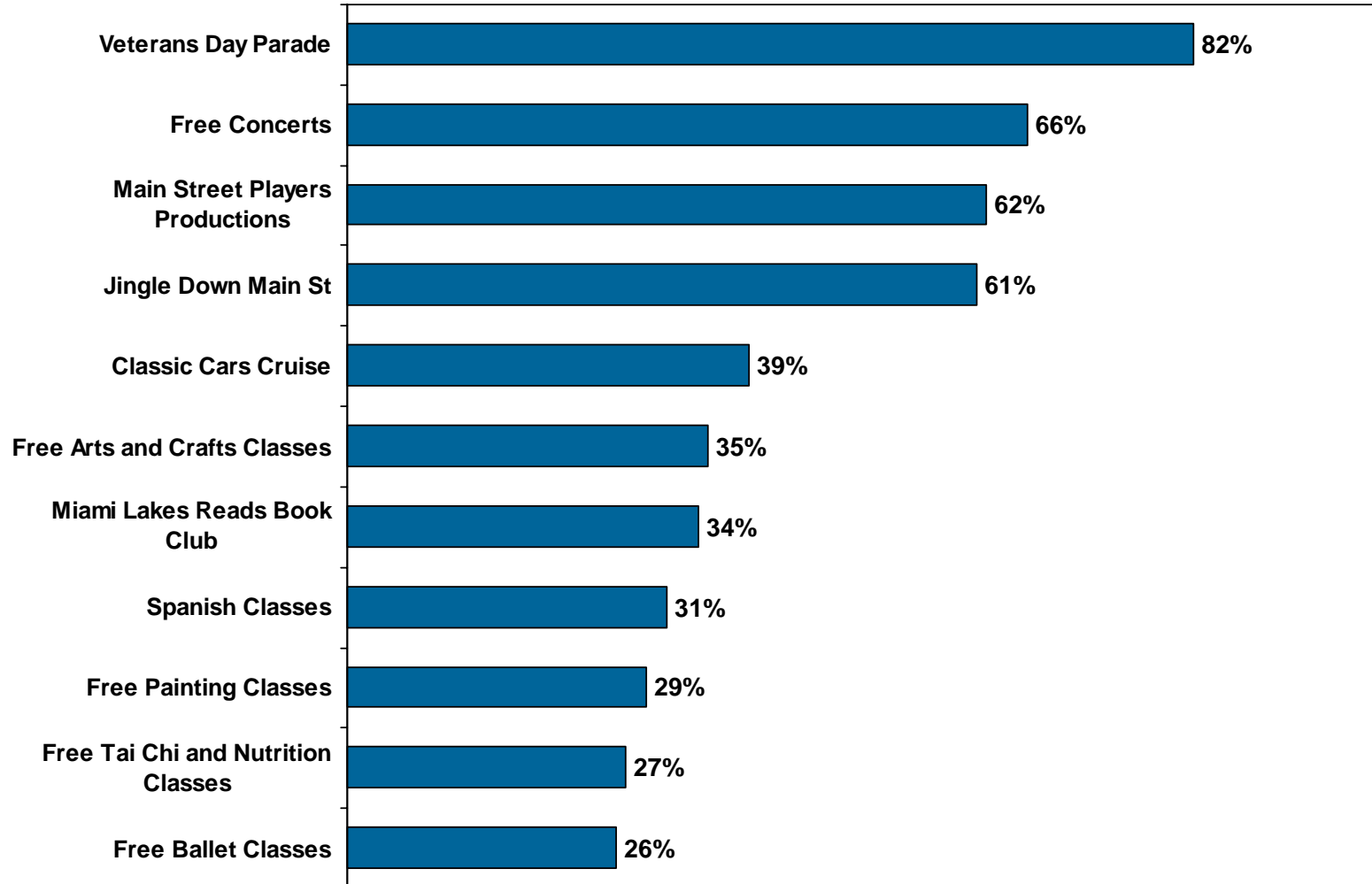
Level of Satisfaction with the Variety of Activities and Programs Offered by The Town of Miami Lakes



Other Services/Facilities - Awareness

Are Residents aware of...?

Total



Other Services/Facilities

What Town Activities Would Residents Be Interested In Participating? (Base includes 'don't know/none' responses)	Total (n=400)
Arts and Crafts/Arts Classes/Crafts Classes/Painting Classes	17%
Spanish Classes at Community Center	5%
Car Show/Classic Car Show/Car Cruise/Car Club	5%
Tai Chi	4%
Jingle Down Main Street 5K Run and Walk Program	4%
Book Club (Reading/Reader's Program/Book Club/"Miami Lakes Reads")	3%
Free concerts	3%
Veterans' Day Parade	3%
Free Ballet Classes for Kids at Community Center	2%
Plays/Theatre	2%
Sports/Sports Events	2%
Children's Activities (Non-specific)	2%
Running Club	2%
Exercise Class	1%
Don't Know/None/Nothing	27%

Top Mentions Only (2% or more)

Demographics

Demographics

Demographics	Total
<u>Gender</u>	<u>(n=400)</u>
Male	43%
Female	57%
<u>Employment</u>	<u>(n=400)</u>
Employed	75%
In Miami Lakes	21%
Outside of Miami Lakes	80%
Not employed	25%
<u>Annual Household Income</u>	<u>(n=400)</u>
Under \$25,000	15%
\$25,000 but under \$50,000	25%
\$50,000 but under \$75,000	23%
\$75,000 but under \$100,000	15%
\$100,000+	22%
<u>Ethnicity</u>	<u>(n=400)</u>
Hispanic	67%
Caucasian/White	27%
Asian	3%
African-American/Black	3%
American Indian	1%
Other	1%
<u>Languages Spoken Fluently (Other Than English) – Top Mentions</u>	<u>(n=398)</u>
Spanish	68%
French	1%
Bosnian/Serb-Croatian	1%
Creole	1%
Hebrew/Yiddish	1%
Hungarian	1%
Polish	1%
Indian Languages (Hindi/Indian/Urdu/Gujrati/Bengali)	1%
Italian	1%
No other languages spoken	28%

Demographics

Demographics	Total
<u>Homeownership Status</u>	<u>(n=400)</u>
Homeowner	73%
Renter	27%
<u>Length of Time Lived in Miami Lakes</u>	<u>(n=400)</u>
Less than 1 year	5%
1 to 5 years	40%
6 to 10 years	26%
11 to 15 years	12%
16 to 20 years	5%
Over 20 years	12%
<u>Type of Home Live In</u>	<u>(n=400)</u>
Single family home	57%
Apartment/Condominium part of complex/community	20%
Apartment/Condominium not part of complex/community	19%
Duplex	#
Other	4%
<u>Family Status</u>	<u>(n=400)</u>
Have children living at home	42%
Under 5 years old	51%
5-11 years old	50%
12-14 years old	21%
15-18 years old	19%
Do not have children living at home	58%
<u>Types of School Children Attend</u>	<u>(n=142)</u>
Public school	68%
Private/Parochial school	36%
Charter school	1%
Home school	2%

= Less than 0.5%

Key Findings and Implications

Key Findings and Implications

CURRENT STATUS - OVERALL SATISFACTION

For the most part, residents expectations of the town are being met or surpassed. Additionally, almost all surveyed residents would recommend the town as a place to live.

Satisfaction with all aspects of the town's performance are relatively high (customer service, parks and recreation, communicating with residents, police service, traffic enforcement, park security, the quality and variety of activities).

However some residents feel that the town has become a worse place to live; homeowners being more likely than renters to say 'much worse'. Additionally, the majority of the town's performance ratings are 'good' rather than 'excellent'. This indicates that there is some room for improvement.

TAXES

There is a disconnect among homeowners with regard to taxes. Only 53% have confidence in how the town spends the tax dollars, but 79% believe the town is receiving more tax revenue than what is actually received. Communicating tax revenue information to homeowners may improve perceptions of the town. This may also impact perceptions among renters who may become homeowners in the future.

COMMUNICATION

There is some room for improvement with regard to the town's communication with its residents; 34% rated communication as fair or poor.

Key Findings and Implications

PARKS AND RECREATION

Residents are using the parks and participating/attending in town-sponsored activities and satisfaction with these is high.

It appears that residents using the parks are somewhat less satisfied than those who are not; residents with children are the biggest users and are less satisfied than residents without children.

CODE ENFORCEMENT

Most residents agree with the town's codes but are split between feeling that code enforcement is currently just right or too rigid/too lenient. Homeowners being more likely than renter to feel the town is too lenient.

POLICE SERVICE

Residents are satisfied with the Police Department and generally find police officers and traffic enforcement officers to be friendly and approachable.

About half of residents have had contact with the Police Department and most find the overall service to be excellent or good.

The town's directive that police officers initiate contact with residents appears to be taking place; about half of those reporting contact with a police officer stated that the officer established the contact.

Key Findings and Implications

SAFETY

Most residents feel that the town is a safe place to live, work, and raise a family. In fact, 30% of residents stated that they feel it is safer today than it was 12 months ago.

- As might be expected in any municipality, residents in the Town of Miami Lakes feel safer during the day than at night.

IMPROVEMENT SUGGESTIONS

The key drivers to satisfaction with the quality of service and to the perception of the town being a better place to live (listed herein) would provide the 'best bang for the buck' and would be a good place to start. The following key drivers exhibited the most opportunity for improvement:

- Among the customer service attributes, the knowledgeability of town representatives received the fewest ratings of excellent and good.
- First contact resolution rates may also be improved.

Storm water drainage and road conditions appear to be somewhat of a problem to some residents.

With regard to police matters, just under one-third of residents stated that traffic/speeding is the number one problem.

Additionally, customers expressed a need to improve the flow of traffic, provide stricter code enforcement, and provide faster police response time.