

# TOWN OF MIAMI LAKES RESIDENT SATISFACTION 2006



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# Background and Purpose

In 2004, the Town of Miami Lakes undertook a research study in order to gain a more complete understanding of resident satisfaction with the Town, in general, as well as with specific services provided. By gaining an understanding of what drives resident satisfaction, The Town of Miami Lakes is able to optimize resident satisfaction through the improvement of current programs/policies or implementation of new programs/policies on a prioritized basis.

This research study has been repeated in 2005 and 2006 on a tracking basis. Results for 2006 as well as comparisons to the prior results are provided herein.

Objectives center upon:

- ✓ Understanding resident wants, needs, wishes, and requirement
- ✓ Identifying strengths and weaknesses in terms of the Town of Miami Lakes' performance from the resident perspective
- ✓ Determining what actions can be taken to increase satisfaction, short and long-term

# Methodology

- Survey approach and results are comparable across all survey waves.
- A telephone survey was conducted among 401 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 June 6 – June 24, 2006.
- 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 18 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 between subgroups are shown at the 95% level of confidence and indicated by letters. Significant differences from 2005 to 2006 are shown at the 80% ↑↓ and 95% ▲▼ level of confidence.

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# **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 (89%). In fact, the Town has improved in this area steadily over the past three years. Additionally, almost all surveyed residents continue to state that they would recommend the Town as a place to live (94%).

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 there is still room for improvement as the majority of the Town's performance ratings are 'good' rather than 'excellent'.

On an overall basis residents are slightly more likely to feel that the Town has become a better or much better place to live this year (55%) versus 2005 (49%); this improvement is most evident among renters and residents with children. However, 13% of residents feel that the Town has become a worse place to live.

# Key Findings and Implications

## **INTERACTION WITH TOWN GOVERNMENT**

Fewer residents reported having called and/or visited the Town government in the past three months in 2006 (18%) than in 2005 (27%). However, satisfaction with the interaction has declined.

- Top 2 Box ratings are lower than in 2004, particularly regarding friendliness and courtesy of the Town representatives.
- Fewer residents reported that the problem or issue was resolved during their call or visit in 2006 (53%) than in 2005 (65%).

The Town should consider improving Town representative soft skills as well as finding ways to increase the problem/issue resolution rate.

## **TAXES**

There has been improvement in terms of how residents view taxes within the Town.

- As compared to 2005 (53%), residents are more confident in how the Town spends the tax dollars (77%).
- While a large portion of residents continue to believe the Town is receiving more tax revenue than what is actually received (64%), fewer believe so as compared to 2005 (79%).
- As compared to 2005 (38%), fewer residents feel that the taxes are too high for the service received (32%).

The Town should consider its efforts with regard to communicating tax revenue information to homeowners. Better understanding of taxes may improve perceptions of the Town.

# Key Findings and Implications

## **COMMUNICATION**

Three-quarters of residents feel that the Town is doing a good job communicating to them (Top 2 Box). Even though fewer residents gave a fair/poor rating of the Town's performance related to communication in 2006 as compared to 2005, there continues to be room for improvement as 25% rated communication as fair or poor.

## **PARKS AND RECREATION**

Residents continue to use the parks and participate/attend Town-sponsored activities and satisfaction with these remains high.

Newer residents and residents with children are the biggest users of the Town's parks and/or programs.

## **CODE ENFORCEMENT**

Most residents continue to agree with the Town's codes (70%). Those not in agreement continue to be split between feeling that code enforcement is currently just right or too rigid/too lenient.

## **AFTERMATH OF HURRICANE WILMA – TOWN PERFORMANCE**

Residents rate the Town's performance in the aftermath of Hurricane Wilma very high (44% 'excellent' and 36% 'good'); very few rated the Town 'poor' (6%). Renters and new residents (5 years or less) are the most satisfied.

# Key Findings and Implications

## **STORM WATER DRAINAGE**

Considerably more surveyed residents feel that the storm water drainage is not a problem in their neighborhood in 2006 (73%) than in 2005 (49%). The Town should continue its efforts.

## **CONDITION OF ROADS**

It appears that road improvements have made an impact. As compared to 2005 (85%), residents are considerably more likely to feel that the road conditions within the Town are 'good' or 'mostly good' in 2006 (92%).

## **POLICE SERVICE**

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

About one-third of residents have had contact with the Police Department and most find the overall service to be excellent or good (90%); slightly better than in 2005 (79%).

## **PARK SECURITY/TRAFFIC ENFORCEMENT**

Improvement in resident satisfaction is evident from 2005 to 2006 with regard to park security and traffic enforcement; approximately three-quarters of residents are satisfied (Top 2 Box).

- Satisfaction in terms of being friendly and approachable has improved for traffic enforcement (from 71% in 2005 to 83% in 2006). However, park security ranked lowest (81% Top 2 Box).

# Key Findings and Implications

## **SAFETY**

Most residents continue to feel that the town is a safe place to live, work, and raise a family. In fact, 28% of residents stated that they feel it is safer today than it was 12 months ago. Fewer residents feel that the Town is less safe (from 15% in 2005 to 9% in 2006).

- As might be expected in any municipality, residents in the Town of Miami Lakes feel safer during the day than at night.
- Fewer surveyed residents reported that they were a victim of a crime in the past 12 months (from 12% in 2005 to 7% in 2006); the most common type of crime reported among victims was robbery (40%).

## **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:

- All customer service attributes could be improved, however, the responsiveness of Town representatives received the fewest ratings of excellent and good.
- First contact resolution rates may also be improved.

With regard to police matters, one-quarter of residents stated that traffic/speeding is the number one problem. Also, when asked for improvement suggestions, residents cite traffic related issues (improve flow, more roads, fix roads, etc.) most frequently.

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# Detailed Findings

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## **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:**

- **Overall customer service provided by the Town of Miami Lakes**
- **Knowledgeability of town representative with whom interacted**
- **Responsiveness of town representative with whom interacted**
- **Overall quality of the Parks and Recreation Department**
- **Friendliness of town representative with whom interacted**
- **Courtesy of town representative with whom interacted**
- **Problem resolved during first call/visit**

# 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:**

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

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## **Trends**

# Trends

This section presents data for 2004, 2005, and 2006. The measures presented here reflect only those that show statistically significant change from 2005 to 2006.

Topics	2006	2005	% Change	2004
<b>OVERALL SATISFACTION</b>				
Level of satisfaction with Overall Quality of Services Provided by the Town of Miami Lakes – Significantly higher than Expectations, Higher than expectations and Met Expectations	89%	86%	3% ↑ Improvement	83%
Residents feel that the Town Miami Lakes has become - Much better/Better place to live/work	55%	49%	6% ↑ Improvement	45%
<b>MIAMI LAKES TOWN GOVERNMENT</b>				
Did residents have their problem resolved during call or visit to town facilities - yes	53%	65%	12% ↓ Decline	63%
<b>RECREATIONAL FACILITIES</b>				
Rating Excellent/Good Performance - Providing a range of activities*	86%	79%	7% ↑ Improvement	69%
<b>TAXES</b>				
Level of confidence on how wisely your tax dollars are spent by the TML*	78%	68%	10% ↑ Improvement	57%
How residents feel about taxes they pay – too high for the amount and quality of Town services received	32%	38%	6% ↓ Improvement	43%
<b>NEIGHBORHOOD AND ENVIRONMENTAL VITALITY</b>				
Rating Excellent/Good - Paying attention to the needs of newer neighborhoods*	81%	76%	5% ↑ Improvement	69%
Code enforcement – Just the right level	66%	60%	6% ↑ Improvement	55%
Extent to which storm water drainage is not a problem in your neighborhood*	73%	49%	24% ↑ Improvement	60%
Rating of condition of roads in Miami Lakes – Good Condition/Mostly Good Condition	92%	85%	7% ↑ Improvement	83%
Rating of Excellent/Good – Traffic Enforcement*	73%	66%	7% ↑ Improvement	70%
Rating Excellent/Good in terms of being approachable – Police Service*	88%	82%	6% ↑ Improvement	85%
Rating Excellent/Good in terms of being approachable - Traffic Enforcement*	83%	71%	12% ↑ Improvement	79%

\* Top 2 Box

↑ Significantly different from 2005 at 80% Level of Confidence  
 ↓↑ Significantly different from 2005 at 95% Level of Confidence

# Trends

Topics	2006	2005	% Change	2004
<b>SAFETY/LAW ENFORCEMENT</b>				
Nature of contact with MLPD – Initiated by Police	5%	12%	7% ↓ Decline	6%
Nature of contact with MLPD – Traffic Citation	3%	12%	9% ↓ Improvement	13%
Nature of contact with MLPD – Crime committed to someone else	0%	2%	2% ↓ Improvement	1%
Rating Excellent/Good – Service received when contacted MLPD	89%	79%	10% ↑ Improvement	83%
Number one problem – Traffic (Net)	26%	31%	5% ↓ Improvement	31%
Number one problem – Youth Related (Net)	7%	12%	5% ↓ Improvement	7%
Being a victim of a crime in Miami Lakes during the last 12 months - Yes	7%	12%	5% ↓ Improvement	11%
Type of crime committed against you or household – Robbery	40%	0%	40% ↑ Decline	17%
Type of crime committed against you or household – Gangs	0%	12%	12% ↓ Improvement	0%
Ratings of Miami Lakes as far as safe place to live and raise a family – Less Safe	9%	15%	6% ↓ Improvement	11%
Feel safe – Miami Lakes main street or shopping plaza at night*	80%	74%	6% ↑ Improvement	80%
Feel safe – Miami Lakes' town park or facility at night*	69%	60%	9% ↑ Improvement	70%
Miami Lakes has become a less safe place to live, work and raise a family	9%	15%	6% ↓ Improvement	11%
<b>OTHER SERVICES/FACILITIES</b>				
Rating Excellent/Good - Quality of Activities and Programs offered by the Town of Miami Lakes	95%	88%	7% ↑ Improvement	86%
Rating Excellent/Good – Variety of Activities and Programs offered by the Town of Miami Lakes	91%	87%	4% ↑ Improvement	84%

\* Top 2 Box

↑ Significantly different from 2005 at 80% Level of Confidence

↓↑ Significantly different from 2005 at 95% Level of Confidence

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## **Overall Satisfaction**

# Overall Satisfaction (Summary)

## **SATISFACTION WITH OVERALL QUALITY OF SERVICE**

Satisfaction among surveyed residents has improved steadily over the past few years; with 89% stating that their expectations are being met or surpassed in 2006 (86% in 2005 and 83% in 2004).

- Homeowners continue to be more likely than renters to state that their level of satisfaction is below their expectations (13% vs. 3%).
- Hispanic residents were more likely to state that their expectations are being met or surpassed in 2006 (91%) than in 2005 (84%).

## **TOWN OF MIAMI LAKES A BETTER/WORSE PLACE TO LIVE**

Over one-half of surveyed residents (55%) feel that the Town of Miami Lakes has become a better or much better place to live over the past 12 months; an improvement over 2005 (49%). Only 13% felt it has become worse or much worse. As compared to 2004 (3%), fewer residents felt that it has become much worse (1%).

- As compared to 2005, renters and residents with children in 2006 are more likely to feel that living in the Town of Miami Lakes has improved (from 43% to 62% better or much better and from 42% to 66% respectively).
- Renters are more likely than Homeowners to feel that living in the Town of Miami Lakes has improved (62% vs. 53% better or much better).

## **LIKELIHOOD OF RECOMMENDING THE TOWN OF MIAMI LAKES**

Most surveyed residents continue to be likely to recommend the Town of Miami Lakes to friends, family, and co-workers; 95% gave a rating of 3 or 4 on a 4-point scale.

# Overall Satisfaction (Summary)

## **IMPROVEMENT SUGGESTIONS**

When asked what they would change about Miami Lakes to make residents more satisfied with the service the town provides, surveyed residents made suggestions relating to traffic (22%), safety (10%), and code enforcement (8%); the same top suggestions as in 2005 and 2004.

- The most frequently mentioned suggestions center around traffic-related issues (improve flow/more roads/fix roads/better drainage) (22%); this was mentioned less often than in 2005 (33%).
- Fewer residents suggested that the Town improve storm water drainage in 2006 (2%) than in 2005 (5%).
- Longer term residents (16+ years) are more likely to make code enforcement suggestions (15%) than newer residents (10 years or less) (6%). Owners and residents without children are also more likely than others to suggest that the Town needs stricter code enforcement.
- As compared to homeowners (10%), renters are less likely to suggest cleaning up the city/make it look better (1%).
- Hispanics are more likely than non-Hispanics to suggest that the Town reduce taxes (7% vs. 2%).
- Renters and newer residents (10 years or less) are more likely than others to suggest improving/adding entertainment/cultural activities.

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# **Miami Lakes Town Government**

# Miami Lakes Town Government (Summary)

## **OVERALL SATISFACTION WITH CUSTOMER SERVICE**

Surveyed residents continue to be fairly satisfied with the overall customer service Miami Lakes provides; 76% gave either an excellent (31%) or good (45%) rating.

- Renters are more satisfied with the customer service Miami Lakes provides (92% excellent or good) than homeowners (71%).

## **INTERACTION (CALL/VISIT) WITH TOWN GOVERNMENT**

As compared to 2005 (27%), fewer surveyed residents report having called or visited the town government in the past 3 months (18%); the Building Department is mentioned most (30%).

- Homeowners are more likely to report having called or visited the town government in the past three months (23%) than renters (6%).
- Homeowners are more likely to report having visited the Building Department (33%), Code Compliance (19%), and Planning and Zone (15%) than renters (0%, 0%, and 0% respectively).
- Renters are more likely to report having visited the Parks and Recreation Department (64%) than homeowners (7%).
- Hispanic residents are less likely to report having contacted the town government (15%) than non-Hispanic residents (26%); however contact has decreased among non-Hispanic residents from 2005 (38%) to 2006 (26%).

## **SATISFACTION WITH INTERACTION (CALL/VISIT)**

As in 2004 and 2005, satisfaction is highest in terms of the friendliness and courtesy of the town representatives. However Top 2 Box ratings continue to decline (from 84% in 2004 to 64% in 2006 and from 84% in 2004 to 69% in 2006 respectively). Representative responsiveness to residents wants and needs received the fewest Top 2 Box ratings (59%).

## **PROBLEM RESOLUTION**

Among those interacting with a town representative in the past 3 months, 53% reported that their problem or issue was resolved during their call or visit; slightly lower than in 2005 (65%).

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## **Recreational Facilities**

# Recreational Facilities (Summary)

## **SATISFACTION WITH THE PARKS AND RECREATION DEPARTMENT**

Most residents rate the Town of Miami Lakes Parks and Recreation Department either excellent (38%) or good (50%); about the same as in 2005 (90% Top 2 Box).

- Renters continue to be more satisfied with the Parks and Recreation Department (96% Top 2 Box) than homeowners (85%).
- Newer residents (5 years or less) are more satisfied with the Parks and Recreation Department (95% Top 2 Box) than long-time residents (82%).

## **PARK USAGE/PROGRAM PARTICIPATION**

About one-half of residents have utilized the parks and/or participated in a recreational program in the Town of Miami Lakes within the past 12 months; not much different than in 2005.

- As compared to 2005 (53%), more residents with children in 2006 reported having used the parks and/or participated in recreational program in the past 12 months (66%); significantly more so than residents without children (38%).
- Newer residents (5 years or less) are most likely to have used a park and/or participated in a recreational program in the Town of Miami Lakes within the last 12 months (65%).

## **SATISFACTION WITH RECREATIONAL FACILITIES**

Residents continue to be satisfied with the recreational facilities provided by the Town of Miami Lakes.

- As compared to 2005 (79%), residents are slightly more satisfied that the Town is providing a range of activities in 2006 (86%).
- The overall appearance of the parks receives the most Top 2 Box ratings (89%) while the provision of adequate facilities for person with special needs receives the fewest (82%).
- Hispanic residents are more satisfied with the provision of a range of activities in 2006 (86%) than in 2005 (75%).

# Recreational Facilities (Summary)

## **RECREATION PROGRAM USER FEES**

Eight in ten residents feel that the user fees for facilities and programs are appropriate; 4% feel that the fees are too low and 17% feel that the fees are too high.

Almost six in ten residents state that Town recreation programs should be partially supported by user fees; about three in ten state that the programs should be totally tax supported and about one in ten state that the programs should be totally supported by user fees.

- Homeowners are more likely to state that the Town recreation programs should be totally supported by user fees than renters (19% vs. 3%). Conversely, renters are more likely to state that the Town recreation programs should be totally supported by taxes (39%) than homeowners (23%).

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# Communication

# Communication (Summary)

## **SATISFACTION WITH THE TOWN IN TERMS OF COMMUNICATING WITH RESIDENTS**

Residents continue to be fairly satisfied with the Town of Miami Lakes in terms of communicating with residents with 26% rating excellent and 49% rating good; only 5% rate the Town poor.

- Renters are more satisfied with the Town in terms of communicating with residents (90% Top 2 Box) than homeowners (69%).
- Newer residents are more satisfied with the Town in terms of communicating with residents than longer term residents.

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# Taxes

# Taxes (Summary)

## **CONFIDENCE IN HOW TAX DOLLARS ARE SPENT**

The level of confidence with how the Town of Miami Lakes spends tax dollars is high and continues to improve in 2006 (77% Top 2 Box) as compared to 2005 (68%) and 2004 (57%). Only 5% said they have no confidence (rated a 1).

- This improvement is most evident among Hispanic residents, homeowners, and newer residents.
- Renters are more confident in how the Town spends tax dollars (90% Top 2 Box) than homeowners (74%).
- The newest residents (5 years or less) are more confident in tax dollar spending (86%) than long-time residents (59% among those 11-15 years and 68% among those 16 years+).

## **TAX – SERVICES RECEIVED**

Thirty-two percent of residents feel that the taxes are too high for the amount and quality of Town services received; slightly lower than in 2005 (38%). 68% either feel that the taxes are just right (45%) or the taxes are high but receive services of higher quality than expected (23%); none of the surveyed residents stated that the taxes are too low.

- As might be expected, homeowners are more likely to feel that the taxes are too high for the amount and quality of Town services received (35%) than renters (17%).
- Hispanics are more likely to feel that the taxes are too high for the amount and quality of Town services received (36%) than non-Hispanics (22%). However, Hispanics are less likely to feel this way than last year (48%).

## **PERCENT OF ANNUAL TAX BILL GOES TO THE TOWN - PERCEPTION**

Almost two-thirds of surveyed residents (64%) believe that 11% or more of their annual tax bill goes to the Town of Miami Lakes; 20% believe that more than half of their tax bill goes to the Town.

- As in 2004 and 2005, about half of residents in 2006 (46%) could not say how much of their annual tax bill goes to the Town of Miami Lakes.
- New residents (5 years or less) are most likely to state that 10% or less of the annual tax bill goes to the Town of Miami Lakes (49%).

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## **Neighborhood and Environmental Vitality**

# Neighborhood and Environmental Vitality (Summary)

## **SATISFACTION WITH TOWN'S CONCERN WITH QUALITY**

Satisfaction with the Town's concern with quality is high; 85% rated 3 or 4 on a 4-point scale in terms of the town's concern with quality of life in all neighborhoods, 81% rated such in terms of the town paying attention to the needs of newer neighborhoods (a slight improvement over 2005, 76%), and 74% rated such in terms of the town paying attention to the needs of older neighborhoods.

- As compared to 2005 (84%), renters are more satisfied that the town is concerned with the quality of life in all neighborhoods (96%); renters are also more satisfied than homeowners (81%).
- Long-time residents (11 or more years) are less satisfied with the town's concern with quality of life in all neighborhoods than newer residents (10 years or less).
- As compared to 2005, Hispanic residents are more satisfied with all concern for quality attributes measured in 2006.

## **AFTERMATH OF HURRICANE WILMA - TOWN PERFORMANCE**

Eight in ten surveyed residents rate the Town's performance in the aftermath of Hurricane Wilma as Excellent or Good; 6% rate the Town's performance as poor.

- Renters are more likely to rate the Town's performance in the aftermath of Hurricane Wilma as Excellent or Good (88%) than homeowners (78%). Homeowners are more likely to rate their performance as poor (9%) than renters (0%).

## **CODE ENFORCEMENT**

Ratings of the Town's code enforcement has not significantly changed from 2005 to 2006.

- Seven in ten surveyed residents feel that the Town of Miami Lake's enforcement of zoning codes is at just the right level; 17% feel it is too rigid and 13% feel it is too lenient.
- Two-thirds of surveyed residents feel that the Town of Miami Lake's code enforcement is at just the right level; 18% feel it is too rigid and 17% feel it is too lenient.

# Neighborhood and Environmental Vitality (Summary)

## **AGREEMENT WITH TOWN CODES**

As in 2004 and 2005, the majority of surveyed residents (86%) agree with the town codes that require proper maintenance of residential properties (rated 3 or 4 on a 4-point scale); 61% agree completely (rated a 4) and only 5% disagree completely (rated a 1).

## **STORM WATER DRAINAGE**

Considerably more surveyed residents feel that storm water drainage is not a problem in their neighborhood (rated 3 or 4 on a 4-point scale) in 2006 (73%) than in 2005 (49%).

- Only 11% of surveyed residents (30%) feel that storm water drainage is very problematic (rated a 1).

## **CONDITION OF ROADS**

Most surveyed residents (92%) feel that the road conditions within the Town of Miami Lakes are good or mostly good; a significant improvement over 2005 (85%).

## **APPEARANCE OF MEDIANS**

Eighty-four percent of surveyed residents find the appearance of medians in the Town of Miami Lakes to be excellent (29%) or good (56%); no different than in 2005.

- As compared to renters (0%), homeowners are more likely to feel that the medians have a poor appearance (3%).

# Neighborhood and Environmental Vitality (Summary)

## **OVERALL SATISFACTION WITH POLICE/TRAFFIC ENFORCEMENT/PARK SECURITY**

In comparing Top 2 Box ratings (rated 3 or 4 on a 4-point scale) of police service, park security, and traffic enforcement, surveyed residents continue to be most satisfied with the police service overall (84% vs. 77% and 73% respectively).

- Residents are more satisfied with park security in 2006 (77%) than in 2005 (72%), particularly among renters (86% vs. 73%) and Hispanics (77% vs. 67%).
- Residents without children are more satisfied with park security overall (83%) than residents with children (70%).
- Residents are somewhat more satisfied with traffic enforcement in 2006 (73%) than in 2005 (66%), particularly among residents with children (76% vs. 65%) and Hispanics (76% vs. 67%).

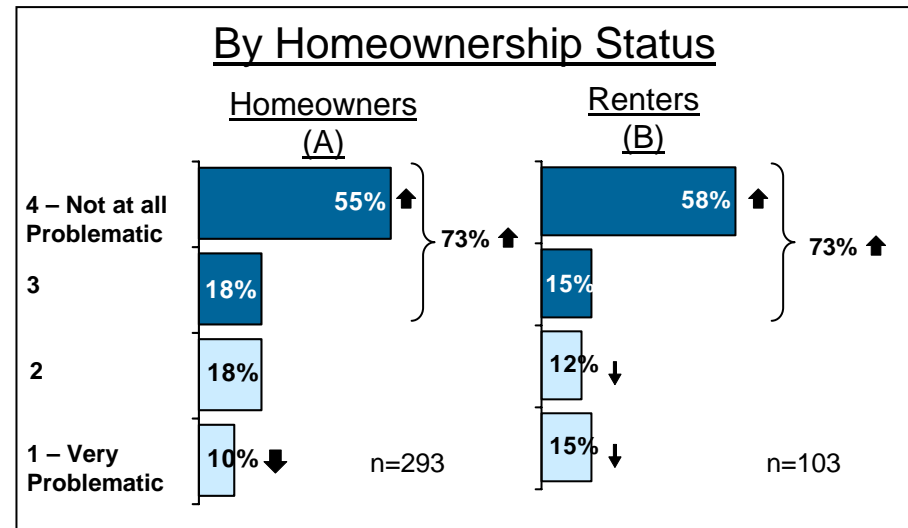
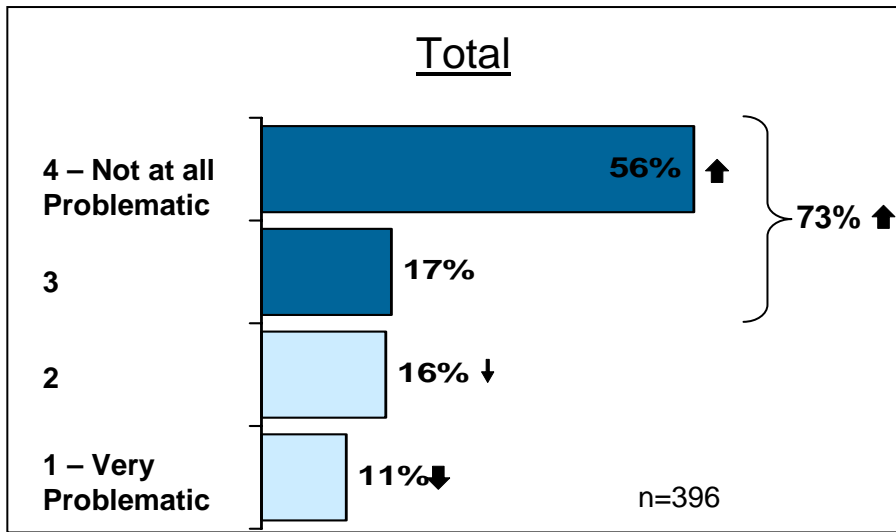
## **SATISFACTION WITH FRIENDLINESS OF POLICE/TRAFFIC ENFORCEMENT/PARK SECURITY**

In terms of being friendly and approachable, park security ranked lowest (81% Top 2 Box ratings) as compared to police service (88%) and traffic enforcement (83%).

- Satisfaction with traffic enforcement in terms of being friendly and approachable has improved considerably in 2006 (83%) as compared to 2005 (71%), particularly among homeowners (82% vs. 72%) and residents with children (85% vs. 64%).
- Satisfaction with police service in terms of being friendly and approachable has improved slightly in 2006 (88%) as compared to 2005 (82%).

# Neighborhood and Environmental Vitality

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



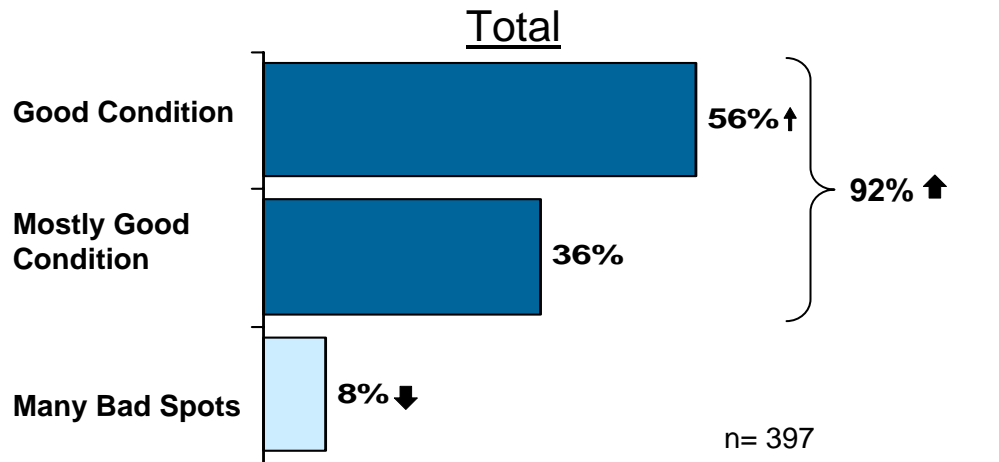
Capital letters indicate a significant difference between subgroups (A/B)

↑ Significantly different from 2005 at 80% Level of Confidence

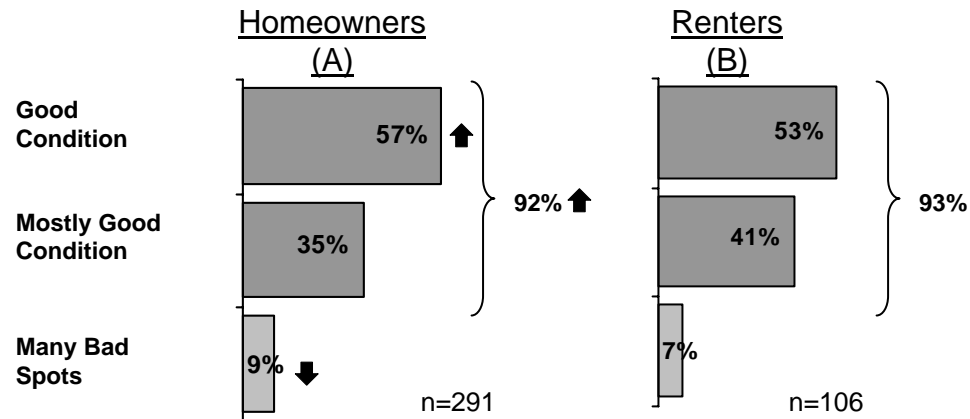
↓ ↑ Significantly different from 2005 at 95% Level of Confidence

# Neighborhood and Environmental Vitality

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



## By Homeownership Status

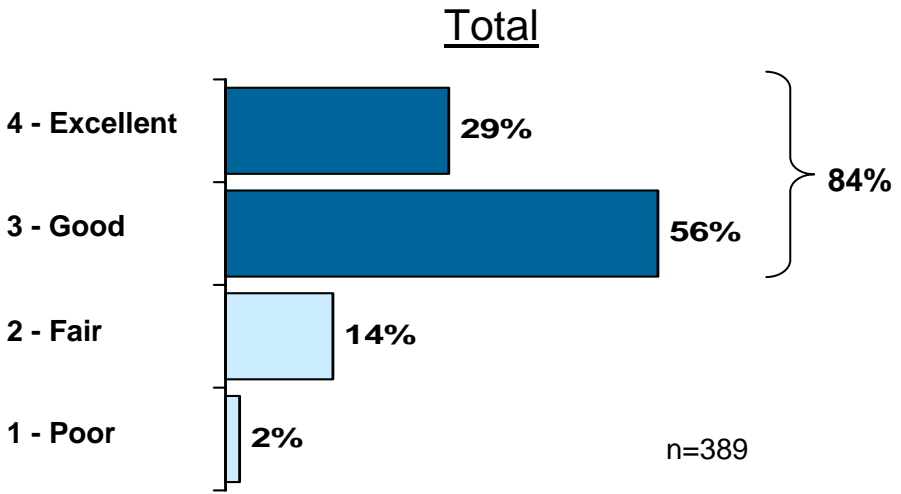


Capital letters indicate a significant difference between subgroups (A/B)

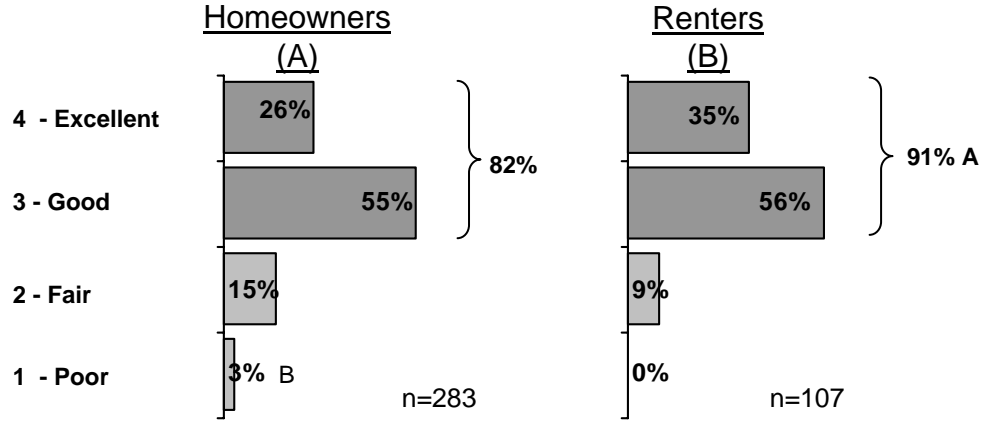
↑ Significantly different from 2005 at 80% Level of Confidence  
 ↓ ↑ Significantly different from 2005 at 95% Level of Confidence

# Neighborhood and Environmental Vitality

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



### By Homeownership Status



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

↑ Significantly different from 2005 at 80% Level of Confidence  
 ↓ ↑ Significantly different from 2005 at 95% Level of Confidence

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## **Safety/Law Enforcement**

# Safety/Law Enforcement (Summary)

## **SATISFACTION WITH OVERALL QUALITY OF POLICE DEPARTMENT**

As in 2005, the majority of survey residents are satisfied with the overall quality of the police department; 36% said excellent and 54% said good. Only 3% said poor.

- Homeowners are more likely to rate the police department poor (3%) than renters (0%).

## **CONTACT WITH POLICE DEPARTMENT**

About one-third of surveyed residents (32%) report having had contact with the Town of Miami Lakes Police Department, either through a community-related effort or an enforcement action; about the same as in 2005 (37%). The most frequently reported reason for this contact was a response to a call/accident (22%).

- Hispanic residents are less likely to report having had contact with the Police Department (27%) than non-Hispanics (42%).

Seventy-nine percent of surveyed residents state that the contact was made in-person.

- Renters are more likely to have reported having had contact in-person in 2006 (89%) than in 2005 (46%).

Contact with a police officer appears to have no impact on satisfaction with police service.

## **SATISFACTION WITH SERVICE RECEIVED FROM POLICE DEPARTMENT**

The majority of residents (89%) rate the service received from the Town of Miami Lakes Police Department as either excellent (58%) or good (32%); slightly better than in 2005 (79%). Only 5% rate the service poor.

- Renters are more satisfied with the service received from the Police Department in 2006 (92% Top 2 Box) than in 2005 (39%).
- Hispanic residents are more satisfied with the service received from the Police Department in 2006 (87% Top 2 Box) than in 2005 (72%).

# Safety/Law Enforcement (Summary)

## **NUMBER ONE POLICE PROBLEM**

When asked what the number one problem in the Town of Miami Lakes is when it comes to police matters, one-quarter of surveyed residents (25%) said “traffic/speeding”; slightly fewer than in 2005 (31%). Burglary, robberies, and break-ins are mentioned by 9% of residents.

- One in four residents could not provide a problem that the Town of Miami Lakes has when it comes to police matters; considerably more than in 2005 (32%).
- Youth-related problems are not mentioned as frequently in 2006 (7%) as they were in 2005 (12%).
- As compared to non-Hispanic residents (37%), Hispanic residents are less likely to mention traffic/speeding (20%).

## **CONTACT WITH NEIGHBORHOOD POLICE OFFICER**

One-quarter of surveyed residents stated that they either know or have had contact with their neighborhood police officer; the same as in 2005. Four in ten stated that the police officer initiated the contact. In total, about 9% of residents report that they’ve been contacted by their neighborhood police officer.

- Hispanic residents are somewhat less likely to report that the police officer initiated the contact in 2006 (32%) than they were in 2005 (50%).

## **VICTIM OF A CRIME**

Somewhat lower than in 2005 (12%), 7% of surveyed residents stated that they were a victim of a crime in the past 12 months, predominantly robbery (40%), burglary (32%), and vehicle theft (12%).

- Robbery is reported by homeowners, long-time residents (16+ years), and Hispanic residents more so this year than in 2005.

As in prior years, most victims reported the crime to the police (92%).

# Safety/Law Enforcement (Summary)

## **TOWN OF MIAMI LAKES A SAFE PLACE**

Almost two-thirds of surveyed residents feel that the Town of Miami Lakes has stayed the same in the past 12 months in terms of being a safe place to live, work, and raise a family; 28% feel the town is more safe.

Fewer residents feel the Town of Miami Lakes has become less safe (9% in 2006 vs. 15% in 2005). This decline is most evident among homeowners, new residents (5 years or less), and Hispanic residents.

- Hispanic residents are more likely to feel that the town has become more safe in the past 12 months (32%) than non-Hispanic residents (21%).
- Surveyed residents stated that they feel safest on Main Street or some other shopping plaza during the day (97% Top 2 Box), walking alone in neighborhood during the day (97%), or in a Miami Lakes town park or facility during the day (95%).
- Top 2 Box ratings increased slightly from 2005 to 2006 in terms of residents feeling safe on Main Street/other shopping plaza at night (from 74% to 80%) and in a town park or facility at night (from 60% to 69%).
- Most residents feel that is safe for children to play outdoors in the neighborhood in the day (82%) and at night (72%); about the same as in 2005.

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**Other Services/Facilities**

# Other Services/Facilities (Summary)

## **SATISFACTION WITH QUALITY/VARIETY OF ACTIVITIES/PROGRAMS**

Satisfaction with the quality of activities/programs has increased among survey residents, from 88% (Top 2 Box) in 2005 to 95% in 2006; less than 1% rated the offerings poor.

- This increase in satisfaction is evident particularly among homeowners (from 85% Top 2 Box in 2005 to 95% in 2006) and Hispanic residents (from 85% to 96%).

Additionally, satisfaction with the variety of activities and programs offered by the Town of Miami Lakes is high (91% Top 2 Box) and slightly higher than in 2005 (87%).

- Hispanic residents are more satisfied with the variety of activities and programs offered by the Town of Miami Lakes in 2006 (94%) than they were in 2005 (84%).

When residents were asked what town activities they would be interested in participating, the most frequently mentioned activity was the Fourth of July celebration (9%); 43% could not think of anything.

## **AWARENESS OF ACTIVITIES/PROGRAMS**

The Veterans Day Parade (73%) and the July 4<sup>th</sup> Celebration (73%) have the highest awareness among surveyed residents. The Health Fair/Senior Socials (31%), the Disney Pajamarama events (34%), the Miami Lakes Haunted House (35%), the Miami Lakes Bike Rodeo (36%), and the Children's Film Festival have the lowest awareness.

- Resident awareness of the Miami Lakes Classic Cars Cruise, the Jingle Down Main Street 5K Run and Fun Walk, and the July 4<sup>th</sup> Celebration has increased since 2005.

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# Demographics

# Demographics

Demographics	Total
<u>Gender</u>	(n=401)
Male	50% ↑
Female	50% ↓
<u>Employment</u>	(n=401)
Employed	67% ↓
In Miami Lakes	22% ↓
Outside of Miami Lakes	79% ↑
Not employed	33% ↑
<u>Annual Household Income</u>	(n=401)
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>	(n=401)
Hispanic	67%
Caucasian/White	26%
African-American/Black	3%
Asian	3% ↑
American Indian	1%
Other	1%
<u>Languages Spoken Fluently (Other Than English) – Top Mentions – 2% or More</u>	(n=401)
English (Net)	77%
English and other	54%
English only	23%
Spanish (Net)	23%
Spanish and other	13%
Spanish only	10% ↑
Chinese	2%
French	2%
Portuguese	2%

↑ Significantly different from 2005 at 80% Level of Confidence

↓ ↑ Significantly different from 2005 at 95% Level of Confidence

# Demographics

Demographics	Total
<u>Homeownership Status</u>	(n=401)
Homeowner	73%
Renter	27%
<u>Length of Time Lived in Miami Lakes</u>	(n=399)
Less than 1 year	6%
1 to 5 years	29% ↓
6 to 10 years	26% ↑
11 to 15 years	12%
16 to 20 years	13% ↑
Over 20 years	14%
<u>Type of Home Live In</u>	(n=399)
Single family home	52% ↓
Apartment/Condominium part of complex/community	30% ↑
Apartment/Condominium not part of complex/community	7% ↓
Duplex	5% ↑
Other	7%
<u>Family Status</u>	(n=401)
Have children living at home	40%
Under 5 years old	37%
5-11 years old	43%
12-14 years old	20% ↓
15-18 years old	21%
Do not have children living at home	60%
<u>Types of School Children Attend</u>	(n=113)
Public school	68%
Private/Parochial school	36% ↑
Charter school	1%
Home school	0%
Do not have any school age children living at home	31%

↑ Significantly different from 2005 at 80% Level of Confidence  
 ↓ ↑ Significantly different from 2005 at 95% Level of Confidence