2016 City of Tamarac DirectionFinder® Survey

Final Report

Submitted to

The City of Tamarac, FL

ETC Institute

725 W. Frontier Circle

Olathe, KS 66061

(913) 829- 1215

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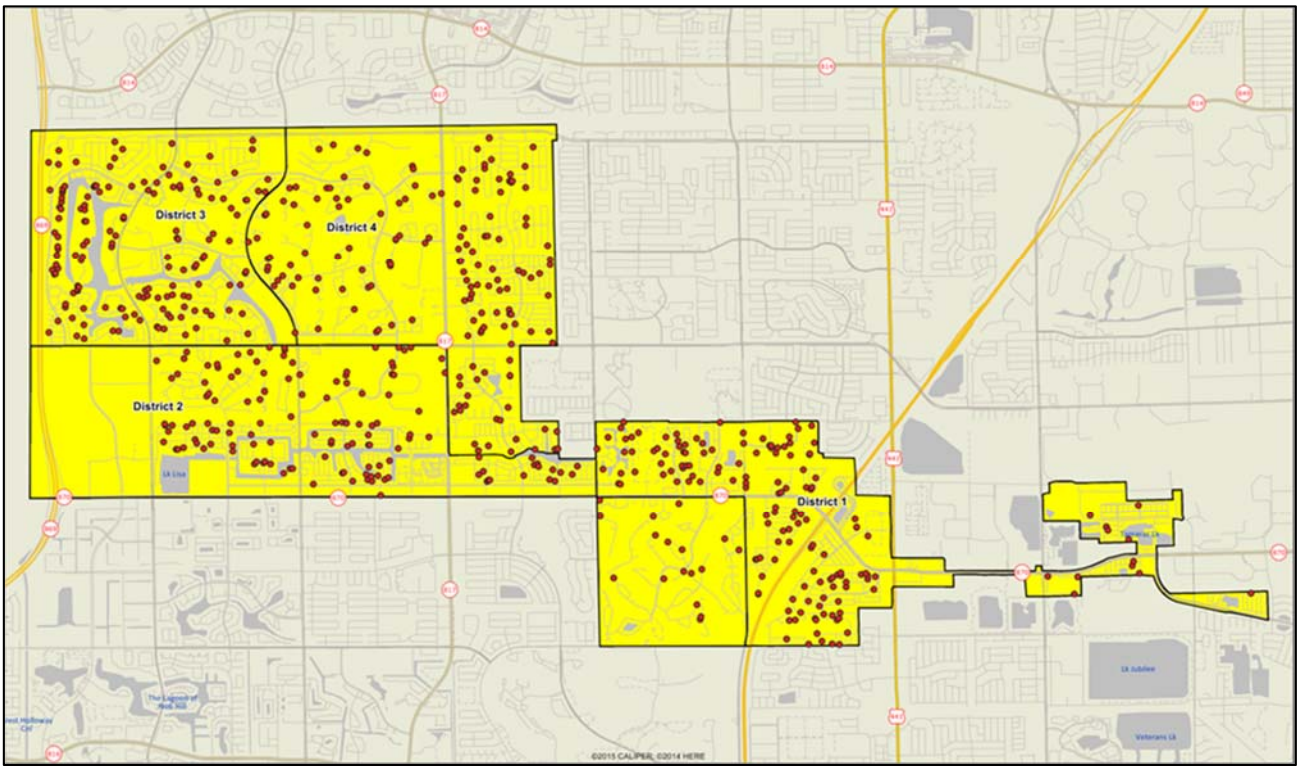
Overview

ETC Institute administered a survey to residents of the City of Tamarac during the spring of 2016. The purpose of the survey was to assess customer satisfaction with the quality of City services and to gather input about priorities for the community. This is the sixth resident survey administered by ETC Institute for the City. Previous surveys were administered in 2005, 2007, 2009, 2011 and 2013.

Methodology. A seven-page survey was mailed to a random sample of households in the City of Tamarac. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone or on the Internet. A total of 641 surveys were completed. The results for the random sample of 641 households have a precision of at least +/-3.8% at the 95% level of confidence. There were no statistically significant differences in the results of the survey based on the method of administration. A minimum of 150 surveys were completed in each of the City's four commission districts. The results for each commission district have a precision of at least +/-8% at the 95% level of confidence.

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map below shows the physical distribution of respondents to the resident survey based on the location of their home.

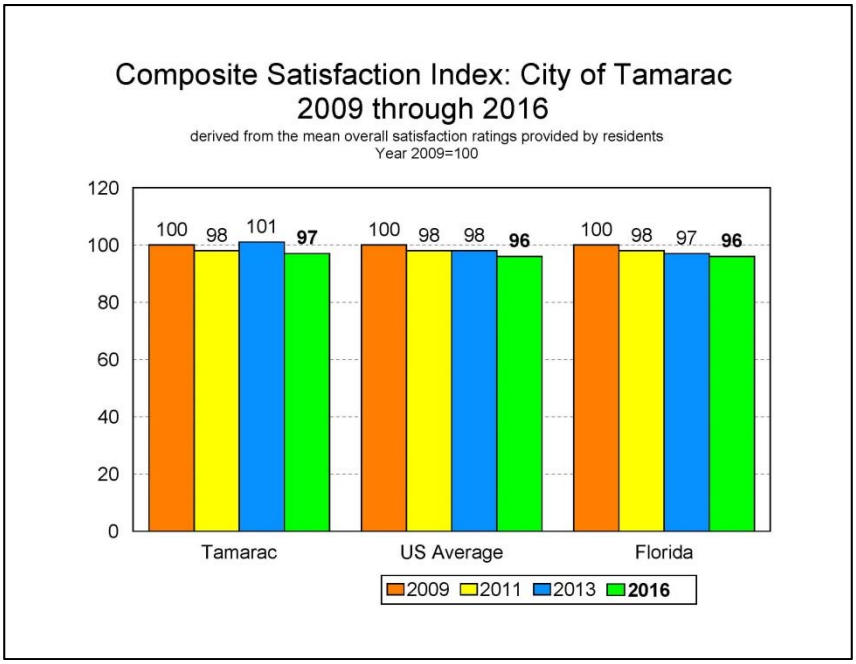


This report contains:

- an executive summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey
- benchmarking data that show how the results for Tamarac compare to other communities
- GIS maps that show the data of selected questions on the survey
- importance-satisfaction analysis that can help the City set priorities for improvement
- tables that show the data for all questions on the survey
- a copy of the survey instrument

Trends

Composite Customer Satisfaction Index. To objectively assess the change in overall satisfaction with City services from 2009 to 2016, ETC Institute developed a Composite Customer Satisfaction Index for the City. The Composite Customer Satisfaction Index is derived from the mean rating given for all major categories of City services that have been assessed on the survey since 2009. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2009) and then multiplying the result by 100. The chart to the right shows how the Composite Customer Satisfaction Index for the City of Tamarac, the State of Florida, and the United States has changed since 2009.



As the chart to the right shows, the Composite Satisfaction Index for the U.S. is four points lower in 2016 than it was in 2009. The State of Florida's Index is four points lower in 2016 than it was in 2009. The Composite Satisfaction Index for the City of Tamarac is three points lower in 2016 than it was in 2009, but is still one point above the indices for the U.S. and Florida in 2016.

Significant Increases and Decreases Since 2013. The most significant increases among ALL of the items that were assessed on the survey from 2013 to 2016 are listed below:

- The visibility of police in neighborhoods (+5)
- Availability of information about City programs and services (+5)
- The quality of the City's web page (+5)
- Feeling of safety in neighborhoods during the night (+5)
- Feeling of safety in neighborhoods during the day (+4)
- Employees are good environmental stewards (+4)
- Leaders have a vision/long-term plan (+4)

The most significant decreases among ALL of the items that were assessed on the survey from 2013 to 2016 are listed below:

- Overall flow of traffic in the City (-13)
- Overall quality of public education in Tamarac (-9)
- Effectiveness of City communication with the public (-7)
- Summer Camp Program (-7)

How Tamarac Compares to Other Communities

Overall Satisfaction with City Services in Tamarac is Significantly Higher than Other Cities. The City of Tamarac is setting the standard with regard to the overall quality of City services. Seventy-seven percent (77%) of the residents surveyed in the City of Tamarac were satisfied (ratings of 4 or 5 on a 5-point scale) with the overall quality of services provided by the City compared to a national average of 56% and a Florida average of 57%. The major categories of City services that residents were most satisfied with (ratings of 4 or 5 on a 5-point scale) were: the quality of fire services (85%), the quality of emergency medical services (83%), and the quality of City parks (79%).

The City of Tamarac is Setting the Standard for Communication. The City of Tamarac scored above the national average in satisfaction ratings (ratings of 4 or 5 on a 5-point scale) in all of the communication areas assessed on the survey. Additionally, the communication services that scored significantly above both the U.S. and Florida averages in satisfaction (ratings of 4 or 5 on a 5-point scale) were: the availability of information about City programs and services (72% Tamarac versus 55% U.S. versus 50% Florida), City efforts to keep residents informed (67% Tamarac versus 50% U.S. versus 50% Florida), and the City's efforts to involve the community (63% Tamarac versus 39% U.S. versus 40% Florida).

Residents in Tamarac are Significantly More Satisfied with Customer Service. Seventy percent (70%) of the residents surveyed were satisfied (ratings of 4 or 5 on a 5-point scale) with the quality of customer service from City employees compared to a national average of just 56% and a Florida average of 61%.

Major Findings

- **Services that residents thought should receive the most emphasis over the next two years.** The major city services that residents thought should be emphasized most over the next two years were: (1) police services, (2) overall flow of traffic in the City, and (3) the appearance of streets, medians, buildings and facilities.

- **Public Safety Services.** The public safety services that residents were most satisfied with (ratings of 4 or 5 on a 5-point scale) included: how quickly fire rescue personnel respond to medical emergencies (83%), how quickly fire rescue personnel respond to fire emergencies (81%), and how quickly police personnel respond to emergencies (71%). Residents were least satisfied with the visibility of police in retail areas (49%). From 2013 to 2016, there was one **significant increase** in satisfaction with the visibility of police in neighborhoods (+5%), and there were **no significant decreases** in satisfaction with any of the public safety services rated. The public safety services that residents thought were most important to emphasize over the next two years were: (1) the visibility of police in neighborhoods and (2) the City's efforts to prevent crime.

- **Maintenance Services**. The areas of maintenance that residents were most satisfied with (ratings of 4 or 5 on a 5-point scale) included: the maintenance of City buildings (83%), the overall cleanliness of City streets and public areas (78%), and the maintenance of traffic signals and street signs (76%). Residents were least satisfied with the availability of sidewalks in their neighborhood (56%). From 2013 to 2016, there were **significant decreases** in four areas: the availability of sidewalks in neighborhoods (-6%), landscaping of medians and public areas on neighborhood streets (-5%), maintenance of neighborhood streets (-4%), and adequacy of street lighting (-4%). There were no **significant increases** from 2013 to 2016. The areas of maintenance that residents thought were most important to emphasize over the next two years were: (1) the adequacy of City street lighting and (2) the maintenance of major City streets.

- **Parks and Recreation**. The areas of parks and recreation that residents were most satisfied with (ratings of 4 or 5 on a 5-point scale) included: the appearance of City parks (79%), special events (75%), and the number of City parks (67%). Residents were least satisfied with the Tamarac transit bus system (47%) and the availability of public art (46%). There were **no significant increases** in any of the parks and recreation areas rated from 2013 to 2016, and there were **five significant decreases**: Summer Camp Program (-7%), the number of City parks (-6%), Tamarac transit bus system (-6%), ease of registering for programs (-5%), and fees charged for recreation programs (-5%). The parks and recreation services that residents thought were most important to emphasize over the next two years were: (1) the variety of amenities offered in City parks, (2) the availability of walking and biking trails, (3) the appearance of City parks and (4) the number of City parks.

- **Utilities**. Residents were generally satisfied with the City's utility services. The items with the highest levels of satisfaction (ratings of 4 or 5 on a 5-point scale) were: residential trash collection services (85%), curbside recycling (82%), and water and sewer service (81%). There were no **significant increases or decreases** in satisfaction in any of the utility services rated from 2013 to 2016.

- **City Communications**. The City communication areas that residents were most satisfied with (ratings of 4 or 5 on a 5-point scale) were: the quality of the City's news magazine, *Tam-A-Gram* (81%), the availability of information about City programs and services (72%), and City efforts to keep residents informed about local issues (67%). There were **two significant increases** in satisfaction with communication services rated from 2013 to 2016: availability of information about City programs and services (+5%), and the quality of the City's web page (+5%). There were **no decreases** in satisfaction with communication services from 2013 to 2016.

- **Customer Service**. When asked how satisfied residents were with the customer service provided by various City departments they had contacted during the past year, the departments that residents were most satisfied with (ratings of 4 or 5 on a 5-point scale) were: Fire Rescue (89%), Information Technology (86%), the Customer Service Department (85%), and the City Clerk (83%). Residents were least satisfied with Human Resources (57%) and Code Compliance (53%).

- **Other Findings**

    - Value Received for City Tax Dollars and Fees. Fifty-five percent (55%) of the residents surveyed in the City of Tamarac were satisfied (ratings of 4 or 5 on a 5-point scale) with the value received for City tax dollars and fees compared to a national average of just 46% and a Florida average of just 47%.

    - Sources of City Information. When residents were asked where they get information about City issues, services, and events, 83% selected the City's news magazine, the Tam-A-Gram; 38% get their information from the Sun Sentinel newspaper, and 36% through word of mouth (multiple responses could be made).

    - Education. Just over half (52%) of the residents surveyed were satisfied (ratings of 4 or 5 on a 5-point scale) with the overall quality of public education in Tamarac. Forty-six percent (46%) of the respondents named "educational opportunities" as one of the top two initiatives for City leaders to emphasize over the next ten years to further improve the quality of life in Tamarac.

Conclusions and Recommendations for Action

The City of Tamarac rated very well compared to other communities in ETC Institute's national DirectionFinder® database. In fact, satisfaction with the overall quality of City services in Tamarac rated 20 percentage points above the Florida average and 21 percentage points above the national average. To continue ensuring high resident satisfaction, ETC Institute recommends the City emphasize the following areas:

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major service that is recommended as the top opportunity for improvement over the next two years in order to raise the City's overall satisfaction rating is listed below:

  - Overall flow of traffic in the City

- Although the overall flow of traffic in the City of Tamarac is the top overall priority based on the I-S analysis, the City's ability to impact traffic flow may be limited due to the fact the City does not manage traffic flow on major streets. For this reason the City should consider emphasizing improvements in the following areas because they are the second and third highest I-S rankings.

  - The building permit and inspection process

  - The appearance of streets, medians, and facilities

- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:

  - **Public Safety:** The visibility of police in neighborhoods, the City's efforts to prevent crime, and the visibility of police in retail areas.

  - **Maintenance:** Even though there were no high priorities in the area of maintenance, the City should emphasize (1) the adequacy of lighting, and (2) the availability of sidewalks in neighborhoods. These two items had high importance ratings, and the I-S ratings were just below 0.10. This means that if the City does not do anything in these areas over the next two years, these issues are likely to become high priorities for the City.

  - **Parks and Recreation:** There were no high priorities in this category.

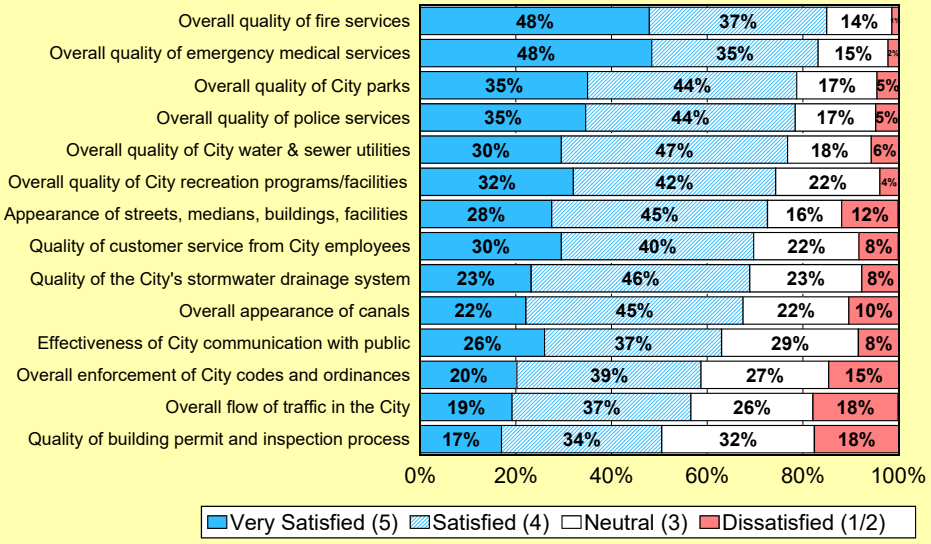
By emphasizing improvements in the areas listed above, the City of Tamarac should be able to continue to improve levels of customer satisfaction in future years and increase satisfaction in areas where improvements are needed.

Section 1:
Charts and Graphs

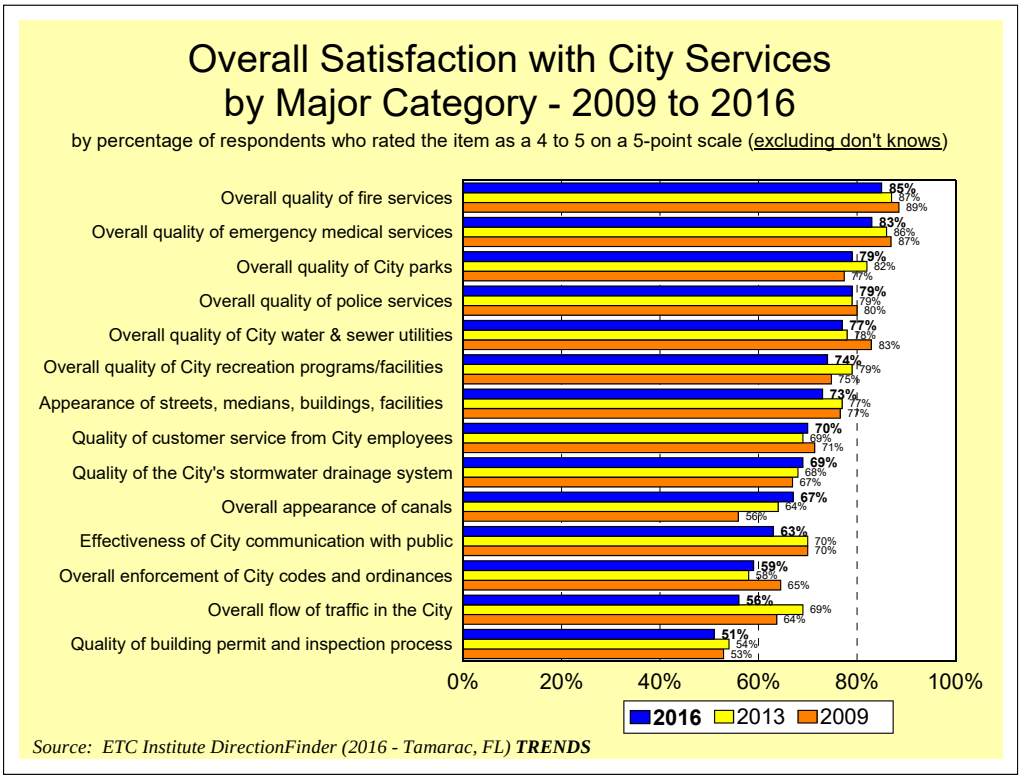
Resident Survey Results

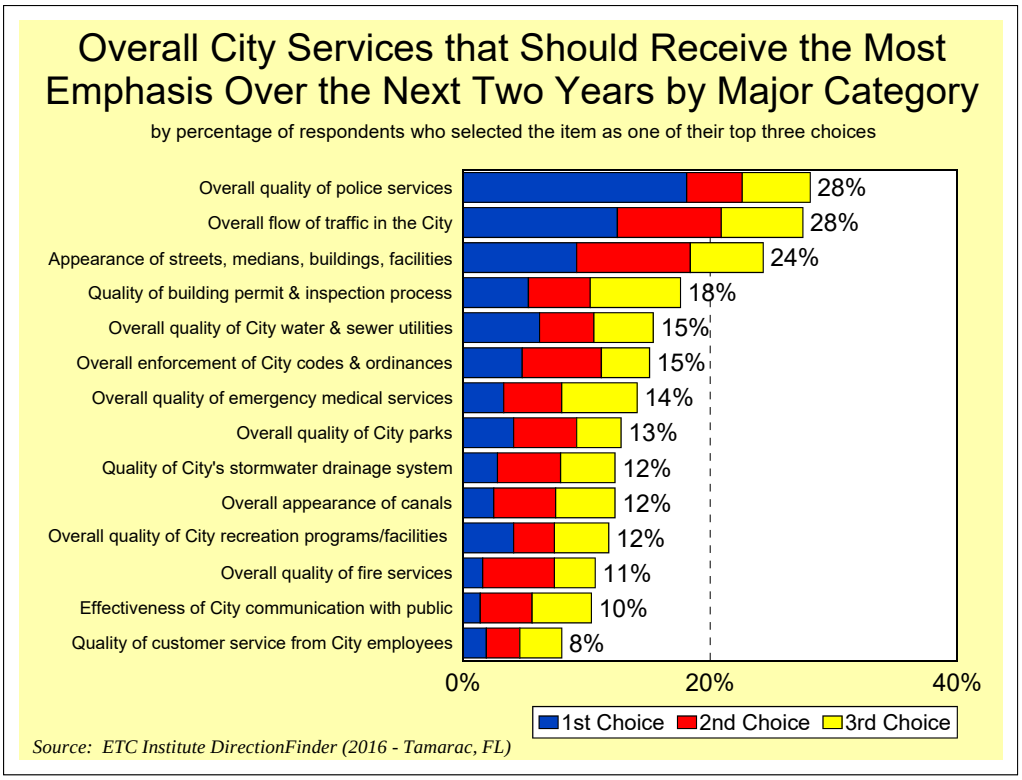
Overall Satisfaction with City Services by Major Category

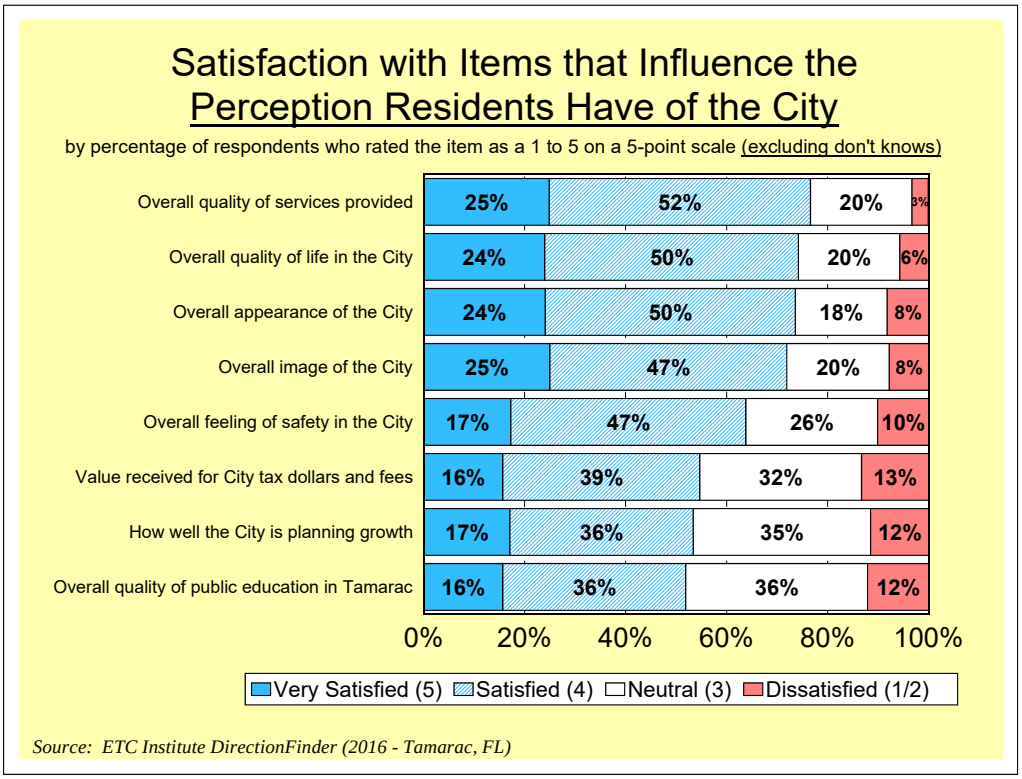
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

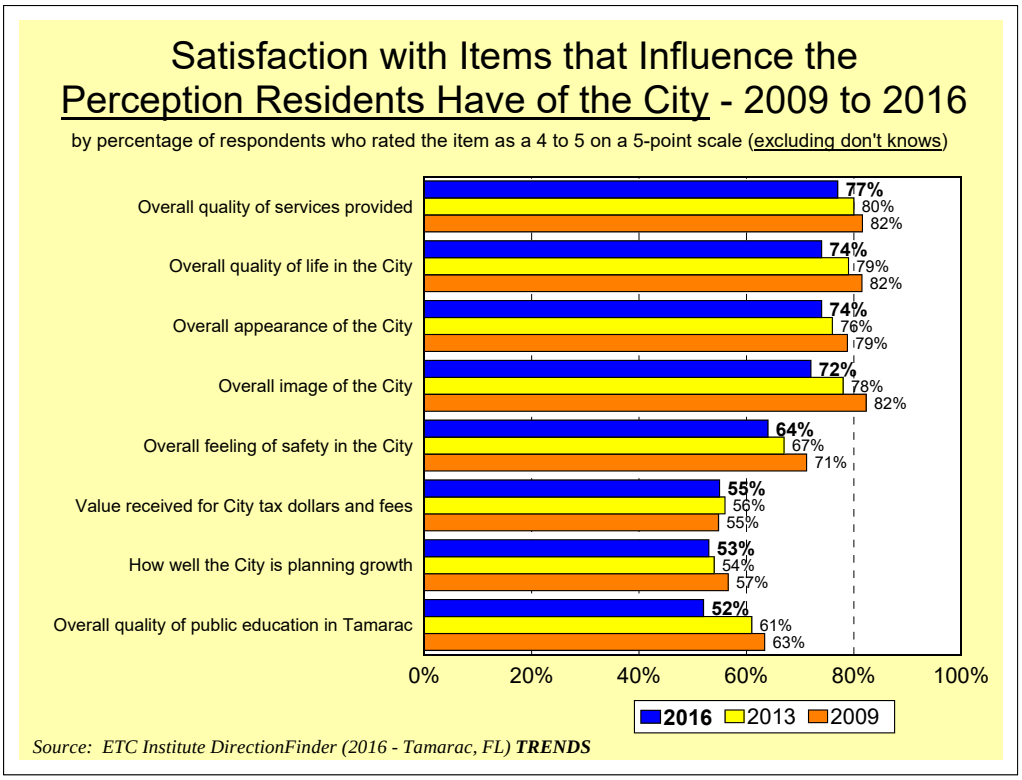


Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)


Overall Satisfaction with City Services
by Major Category - 2009 to 2016
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
Overall quality of fire services
Overall quality of emergency medical services
Overall quality of City parks
Overall quality of police services
Overall quality of City water & sewer utilities
Overall quality of City recreation programs/facilities
Appearance of streets, medians, buildings, facilities
Quality of customer service from City employees
Quality of the City's stormwater drainage system
Overall appearance of canals
Effectiveness of City communication with public
Overall enforcement of City codes and ordinances
Overall flow of traffic in the City
Quality of building permit and inspection process
85%
87%
89%
83%
86%
87%
79%
82%
77%
79%
79%
80%
77%
78%
83%
74%
79%
75%
73%
77%
77%
70%
69%
71%
69%
68%
67%
67%
64%
56%
63%
70%
70%
59%
58%
65%
56%
69%
64%
51%
54%
53%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS


Overall City Services that Should Receive the Most
Emphasis Over the Next Two Years by Major Category
by percentage of respondents who selected the item as one of their top three choices
Overall quality of police services
Overall flow of traffic in the City
Appearance of streets, medians, buildings, facilities
Quality of building permit & inspection process
Overall quality of City water & sewer utilities
Overall enforcement of City codes & ordinances
Overall quality of emergency medical services
Overall quality of City parks
Quality of City's stormwater drainage system
Overall appearance of canals
Overall quality of City recreation programs/facilities
Overall quality of fire services
Effectiveness of City communication with public
Quality of customer service from City employees
28%
28%
24%
18%
15%
15%
14%
13%
12%
12%
12%
11%
10%
8%
0%
20%
40%
1st Choice
2nd Choice
3rd Choice
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

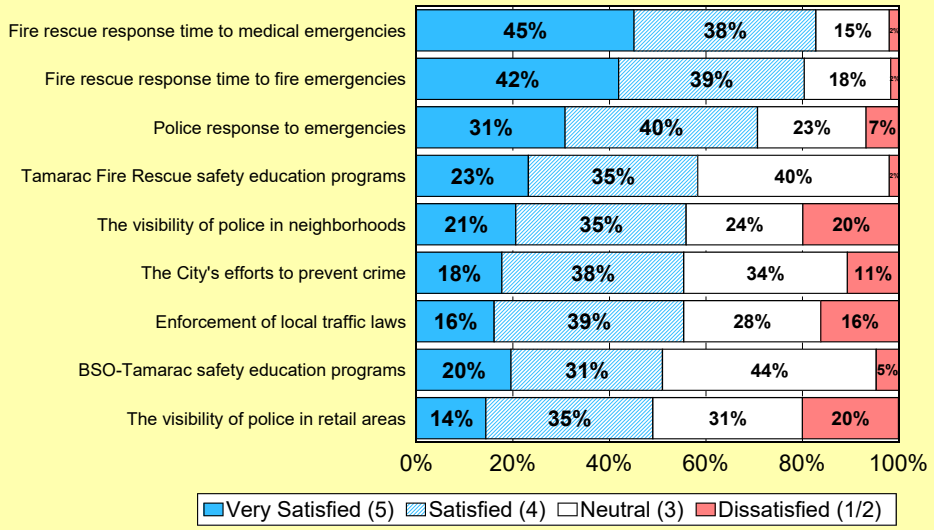

Satisfaction with Items that Influence the Perception Residents Have of the City
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)
Overall quality of services provided
25%
52%
20%
3%
Overall quality of life in the City
24%
50%
20%
6%
Overall appearance of the City
24%
50%
18%
8%
Overall image of the City
25%
47%
20%
8%
Overall feeling of safety in the City
17%
47%
26%
10%
Value received for City tax dollars and fees
16%
39%
32%
13%
How well the City is planning growth
17%
36%
35%
12%
Overall quality of public education in Tamarac
16%
36%
36%
12%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)


Satisfaction with Items that Influence the Perception Residents Have of the City - 2009 to 2016
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
Overall quality of services provided
77%
80%
82%
Overall quality of life in the City
74%
79%
82%
Overall appearance of the City
74%
76%
79%
Overall image of the City
72%
78%
82%
Overall feeling of safety in the City
64%
67%
71%
Value received for City tax dollars and fees
55%
56%
55%
How well the City is planning growth
53%
54%
57%
Overall quality of public education in Tamarac
52%
61%
63%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS

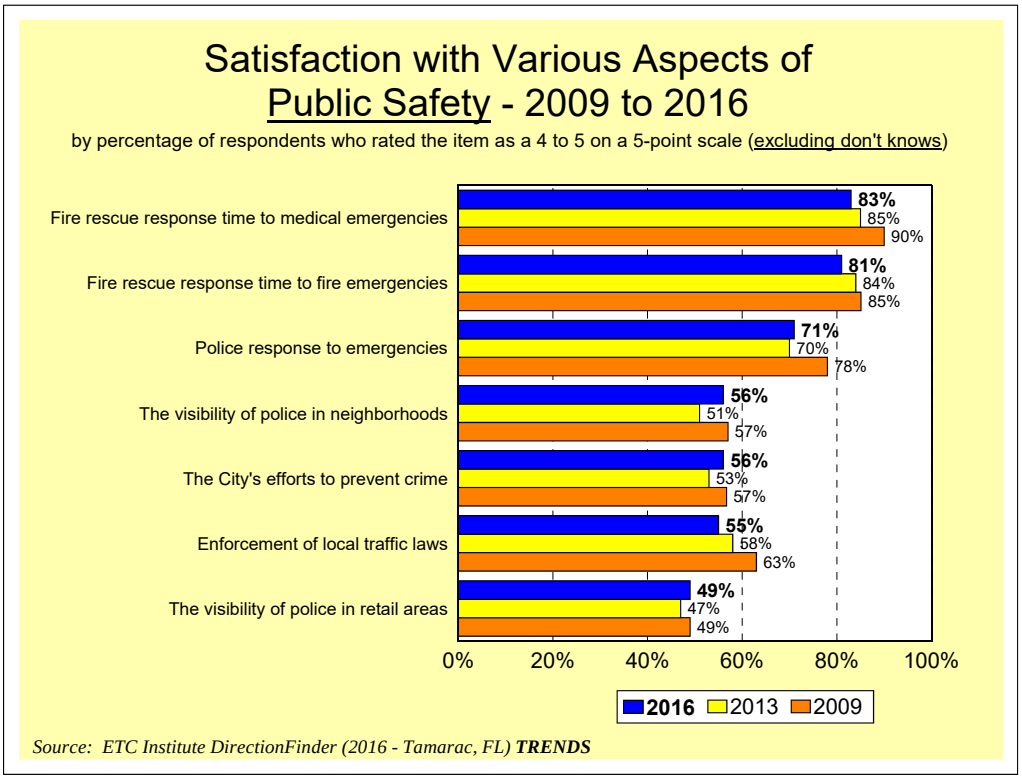
Public Safety

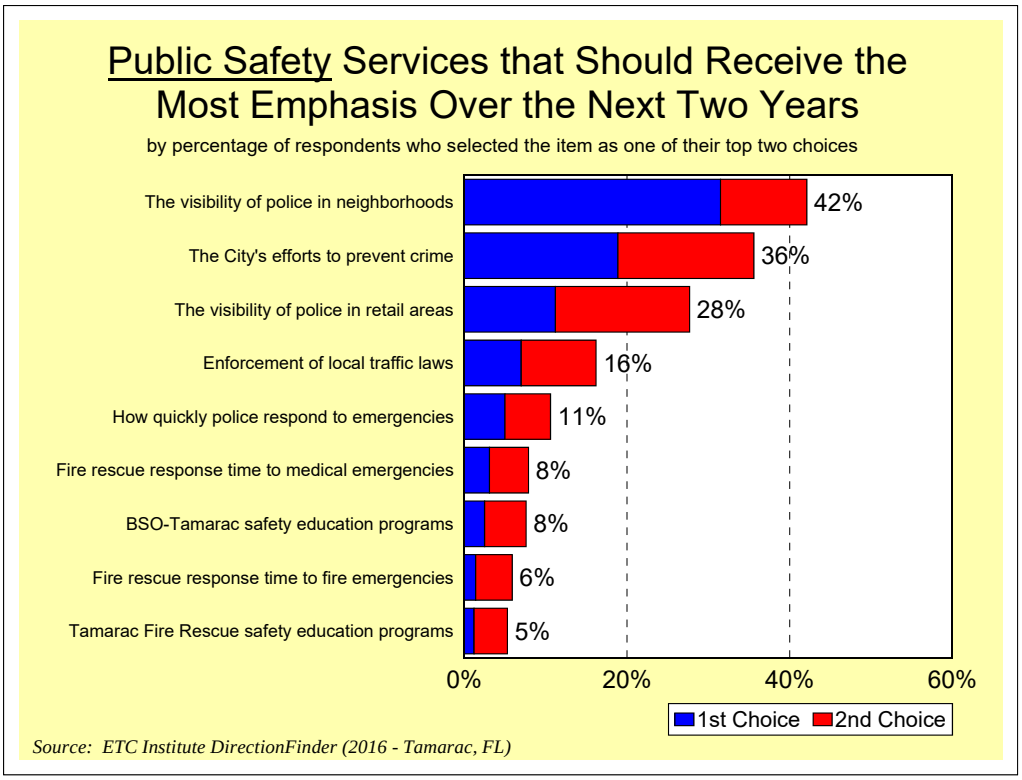
Satisfaction with Various Aspects of Public Safety

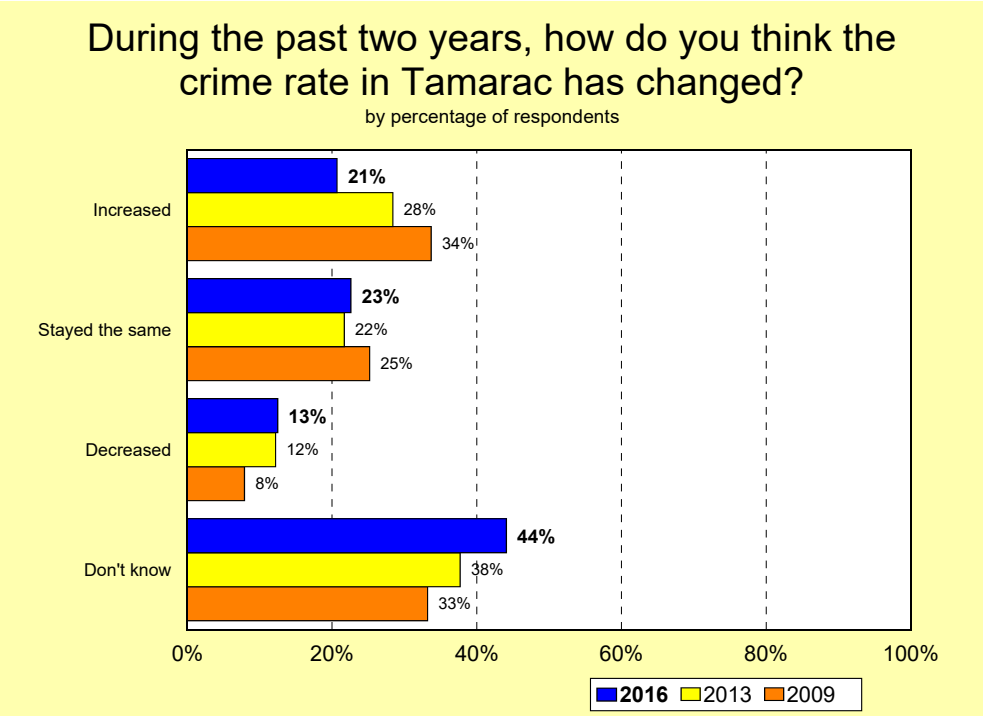
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



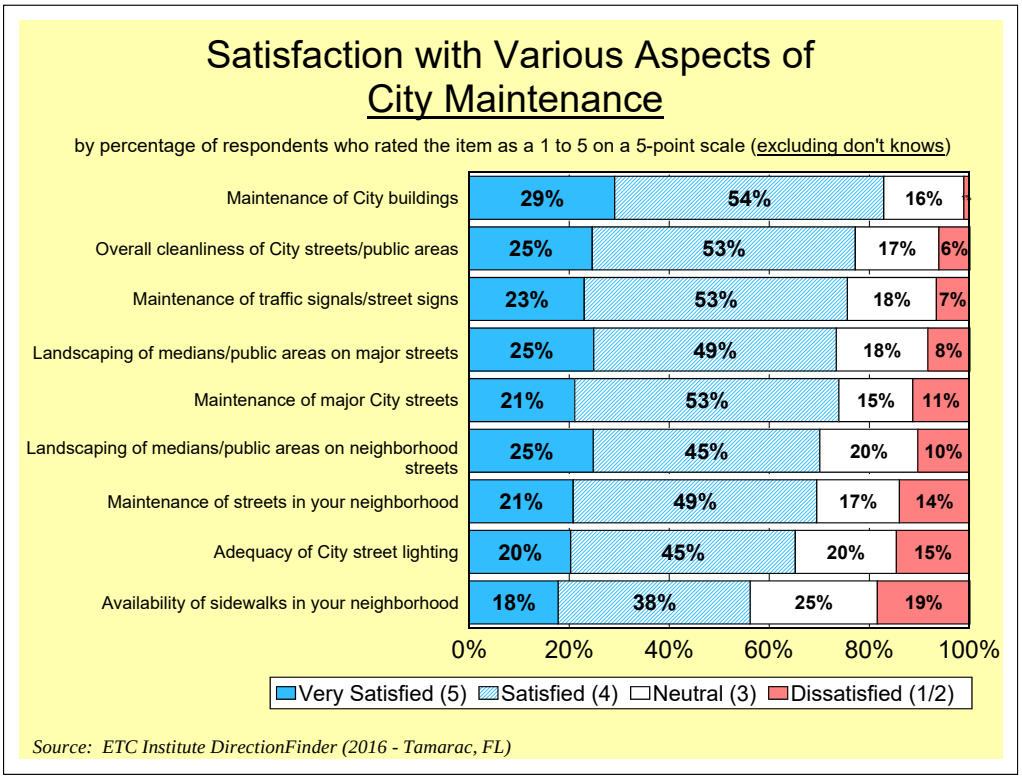
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

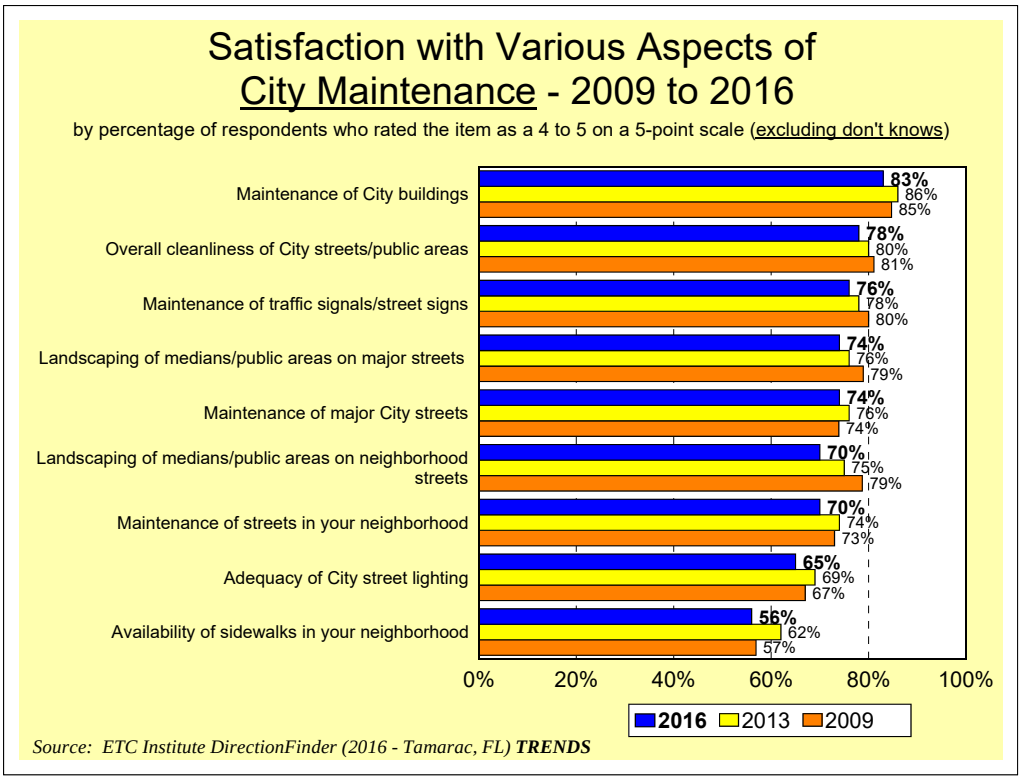

Satisfaction with Various Aspects of
Public Safety - 2009 to 2016
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
Fire rescue response time to medical emergencies
83%
85%
90%
Fire rescue response time to fire emergencies
81%
84%
85%
Police response to emergencies
71%
70%
78%
The visibility of police in neighborhoods
56%
51%
57%
The City's efforts to prevent crime
56%
53%
57%
Enforcement of local traffic laws
55%
58%
63%
The visibility of police in retail areas
49%
47%
49%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS

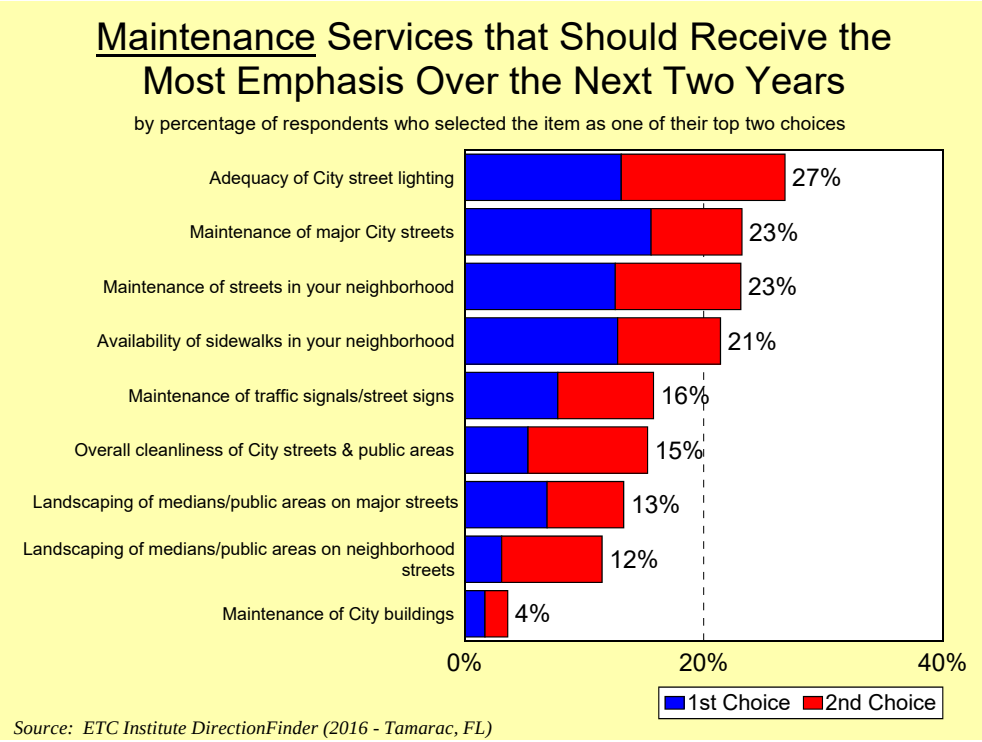

Public Safety Services that Should Receive the
Most Emphasis Over the Next Two Years
by percentage of respondents who selected the item as one of their top two choices
The visibility of police in neighborhoods
42%
The City's efforts to prevent crime
36%
The visibility of police in retail areas
28%
Enforcement of local traffic laws
16%
How quickly police respond to emergencies
11%
Fire rescue response time to medical emergencies
8%
BSO-Tamarac safety education programs
8%
Fire rescue response time to fire emergencies
6%
Tamarac Fire Rescue safety education programs
5%
0%
20%
40%
60%
1st Choice
2nd Choice
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)



City Maintenance


Satisfaction with Various Aspects of
City Maintenance
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)
Maintenance of City buildings 29% 54% 16%
Overall cleanliness of City streets/public areas 25% 53% 17% 6%
Maintenance of traffic signals/street signs 23% 53% 18% 7%
Landscaping of medians/public areas on major streets 25% 49% 18% 8%
Maintenance of major City streets 21% 53% 15% 11%
Landscaping of medians/public areas on neighborhood streets 25% 45% 20% 10%
Maintenance of streets in your neighborhood 21% 49% 17% 14%
Adequacy of City street lighting 20% 45% 20% 15%
Availability of sidewalks in your neighborhood 18% 38% 25% 19%
0% 20% 40% 60% 80% 100%
Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (1/2)
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

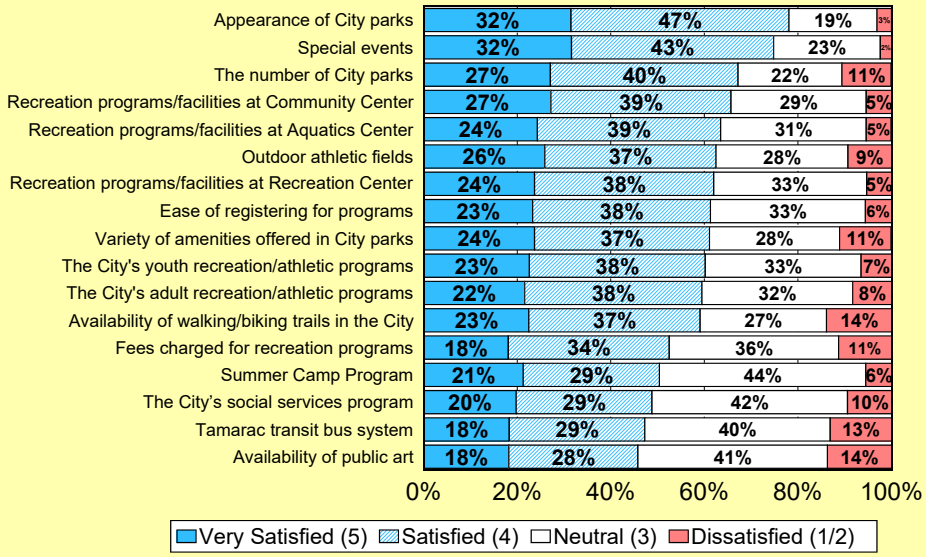

Satisfaction with Various Aspects of
City Maintenance - 2009 to 2016
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
Maintenance of City buildings 83% 86% 85%
Overall cleanliness of City streets/public areas 78% 80% 81%
Maintenance of traffic signals/street signs 76% 78% 80%
Landscaping of medians/public areas on major streets 74% 76% 79%
Maintenance of major City streets 74% 76% 74%
Landscaping of medians/public areas on neighborhood streets 70% 75% 79%
Maintenance of streets in your neighborhood 70% 74% 73%
Adequacy of City street lighting 65% 69% 67%
Availability of sidewalks in your neighborhood 56% 62% 57%
0% 20% 40% 60% 80% 100%
2016 2013 2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS



Parks and Recreation

Satisfaction with Various Aspects of Parks and Recreation

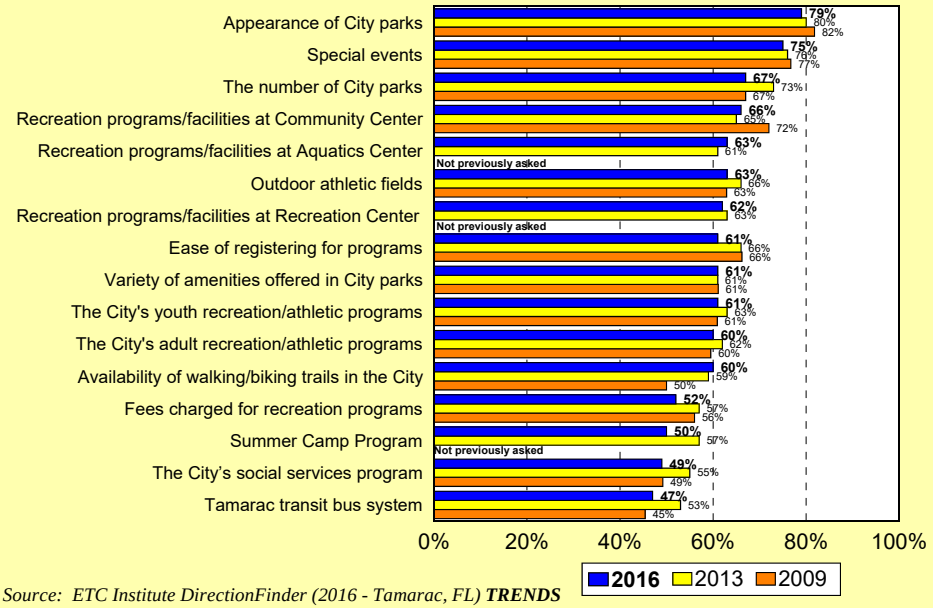
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



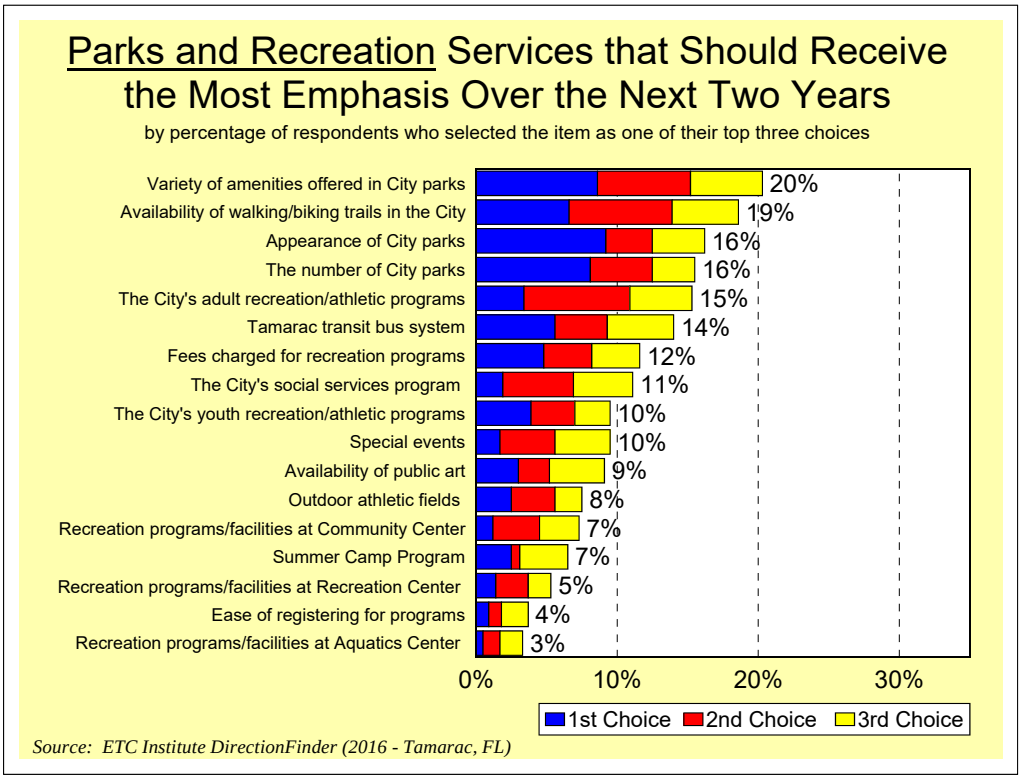
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

Satisfaction with Various Aspects of Parks and Recreation - 2009 to 2016

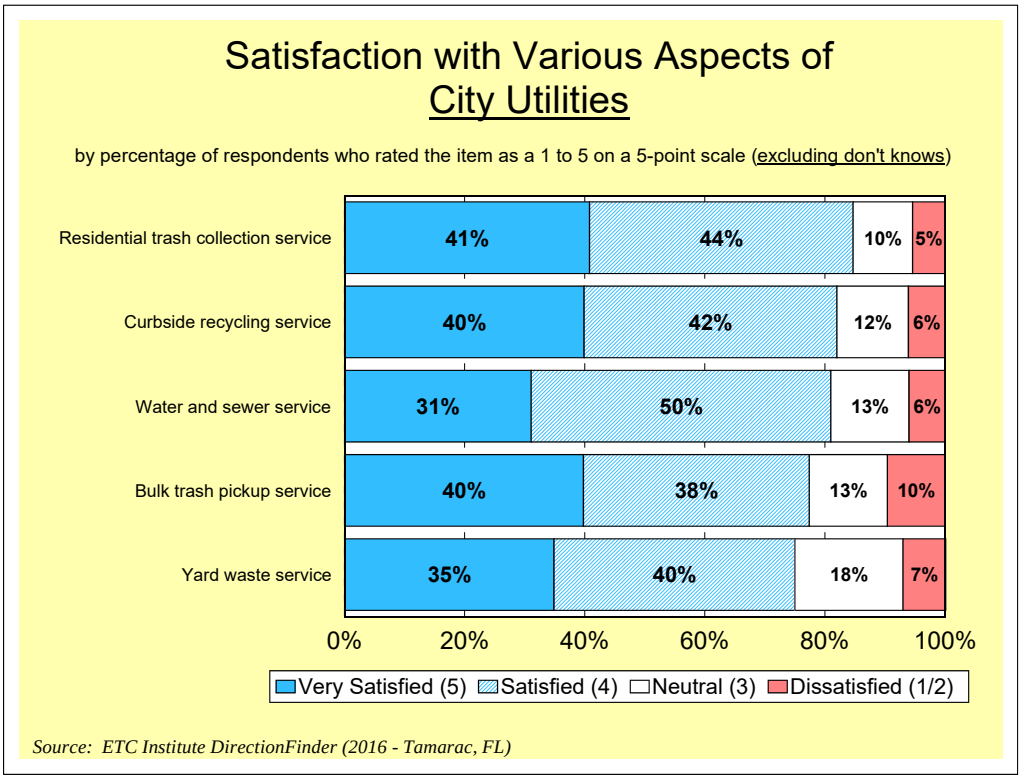
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)

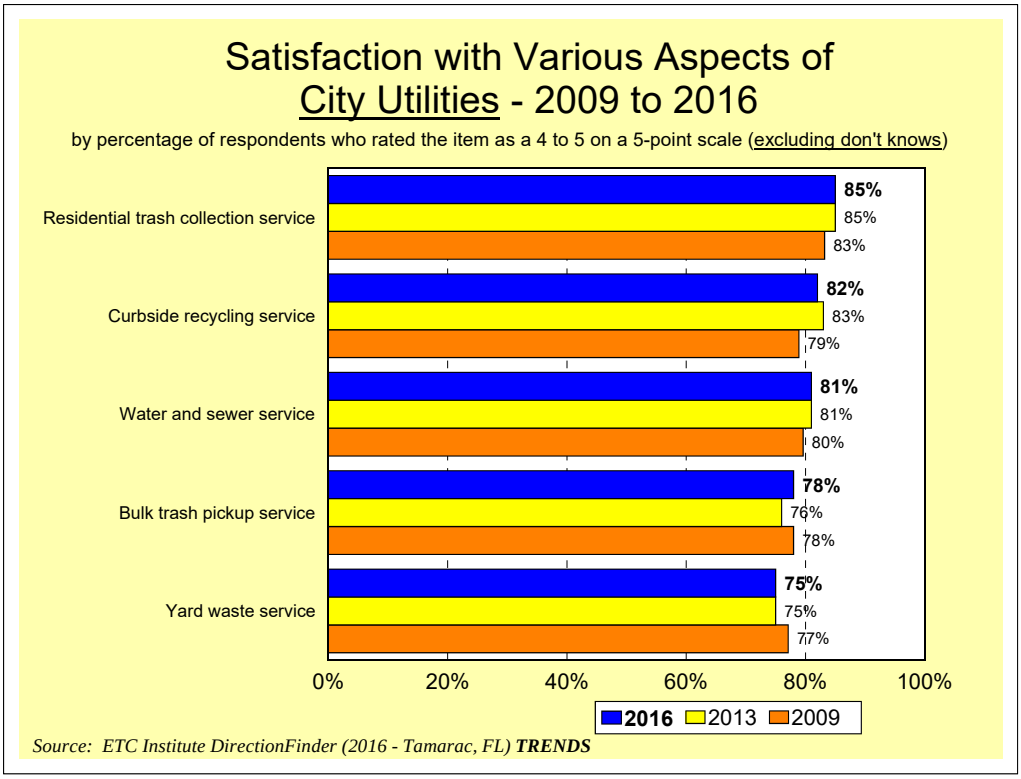


Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) ***TRENDS***


Parks and Recreation Services that Should Receive the Most Emphasis Over the Next Two Years
by percentage of respondents who selected the item as one of their top three choices
Variety of amenities offered in City parks 20%
Availability of walking/biking trails in the City 19%
Appearance of City parks 16%
The number of City parks 16%
The City's adult recreation/athletic programs 15%
Tamarac transit bus system 14%
Fees charged for recreation programs 12%
The City's social services program 11%
The City's youth recreation/athletic programs 10%
Special events 10%
Availability of public art 9%
Outdoor athletic fields 8%
Recreation programs/facilities at Community Center 7%
Summer Camp Program 7%
Recreation programs/facilities at Recreation Center 5%
Ease of registering for programs 4%
Recreation programs/facilities at Aquatics Center 3%
0%
10%
20%
30%
1st Choice
2nd Choice
3rd Choice
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

Utilities

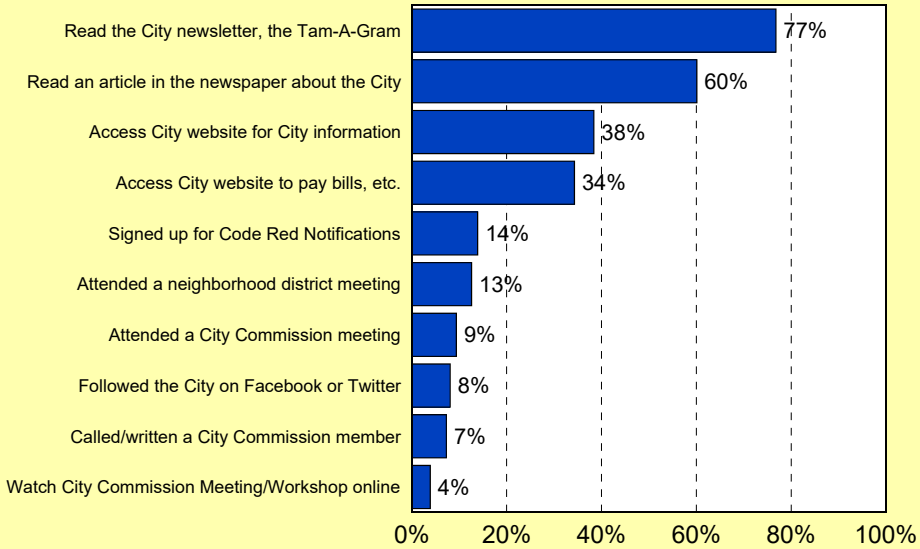

Satisfaction with Various Aspects of
City Utilities
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)
Residential trash collection service
41%
44%
10%
5%
Curbside recycling service
40%
42%
12%
6%
Water and sewer service
31%
50%
13%
6%
Bulk trash pickup service
40%
38%
13%
10%
Yard waste service
35%
40%
18%
7%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)


Satisfaction with Various Aspects of
City Utilities - 2009 to 2016
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
Residential trash collection service
85%
85%
83%
Curbside recycling service
82%
83%
79%
Water and sewer service
81%
81%
80%
Bulk trash pickup service
78%
76%
78%
Yard waste service
75%
75%
77%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS

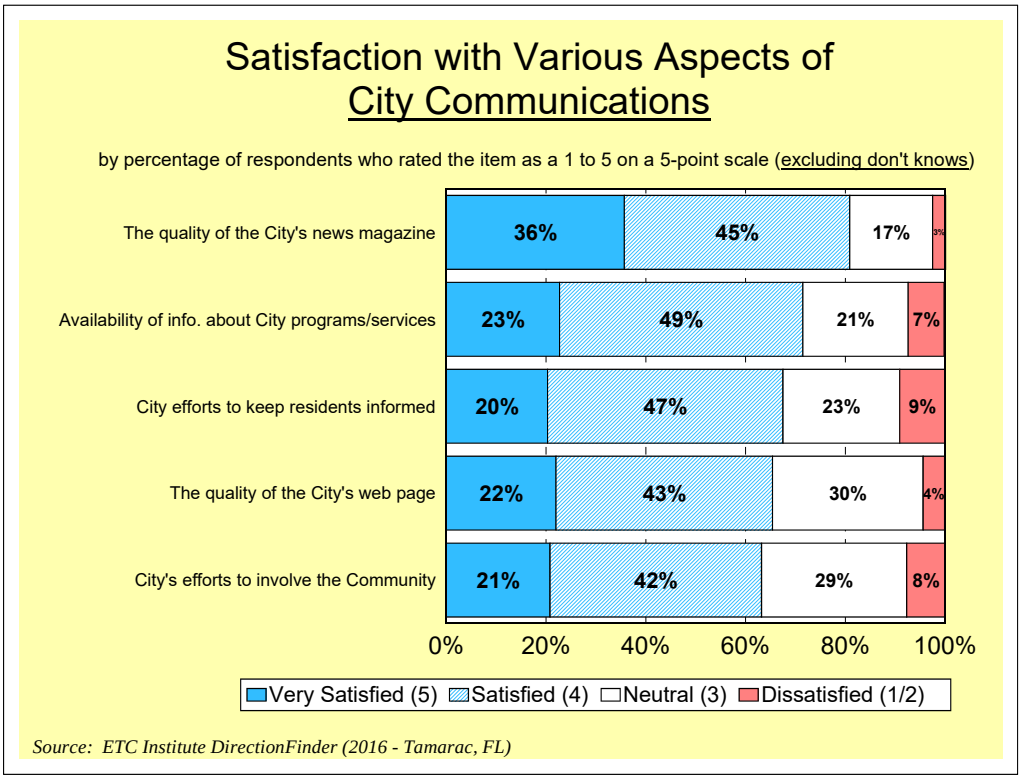
City Communications

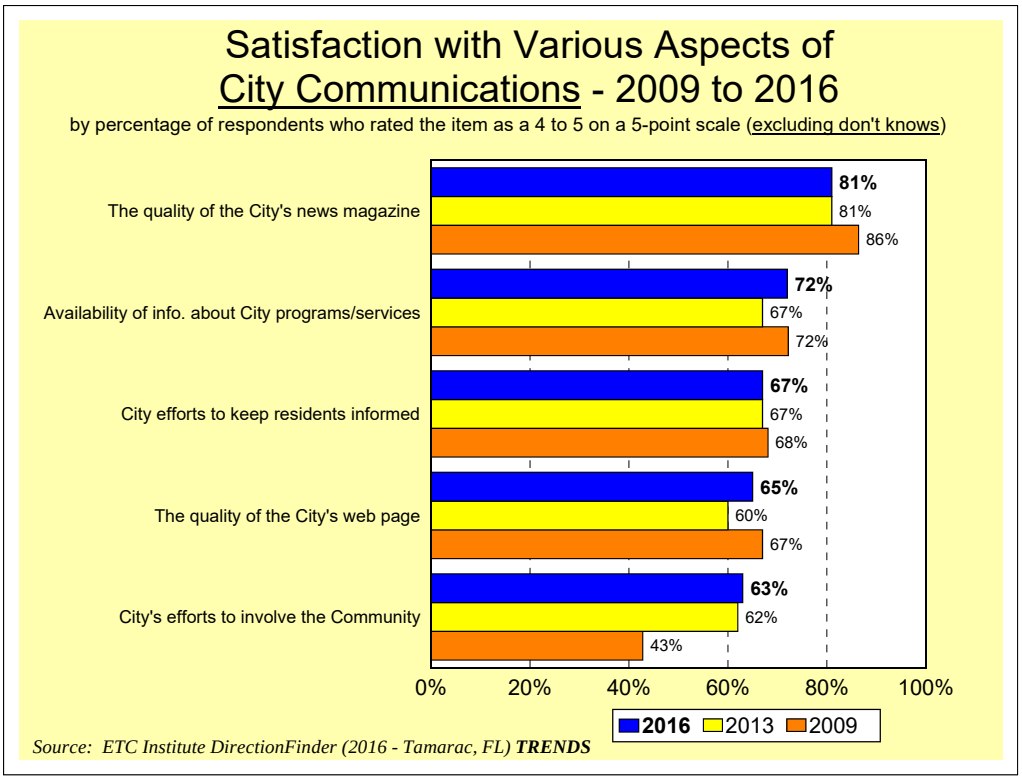
Percentage of Residents Who Have Done Various Activities During the Past Year

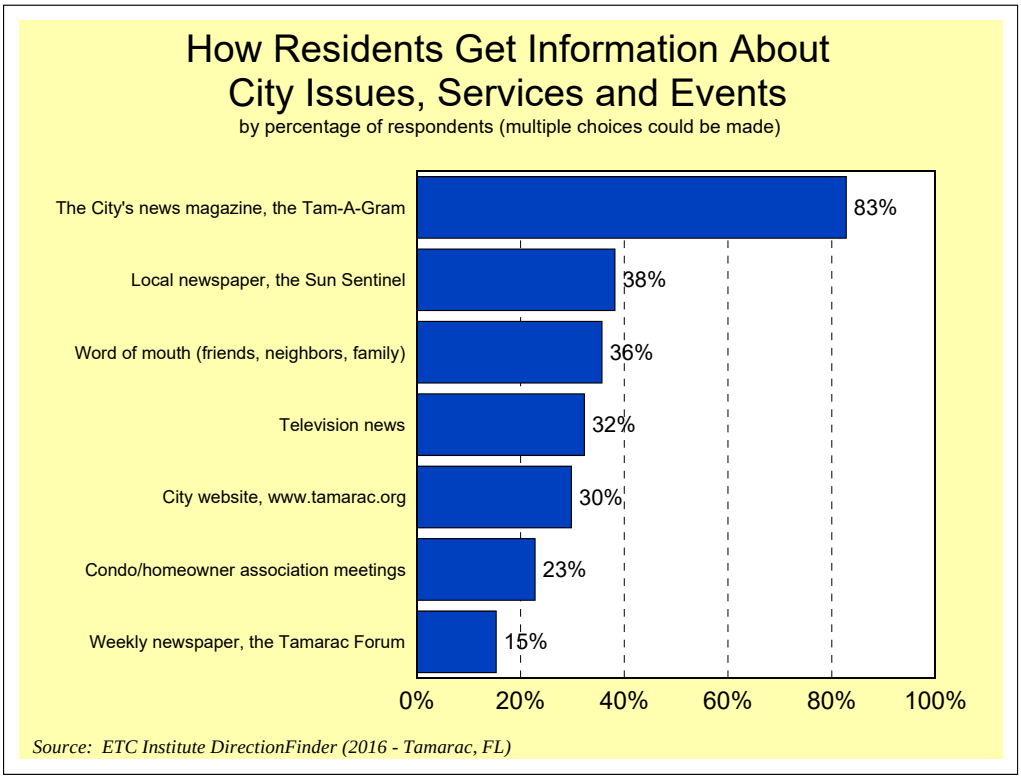
by percentage of all respondents (multiple choices could be made)

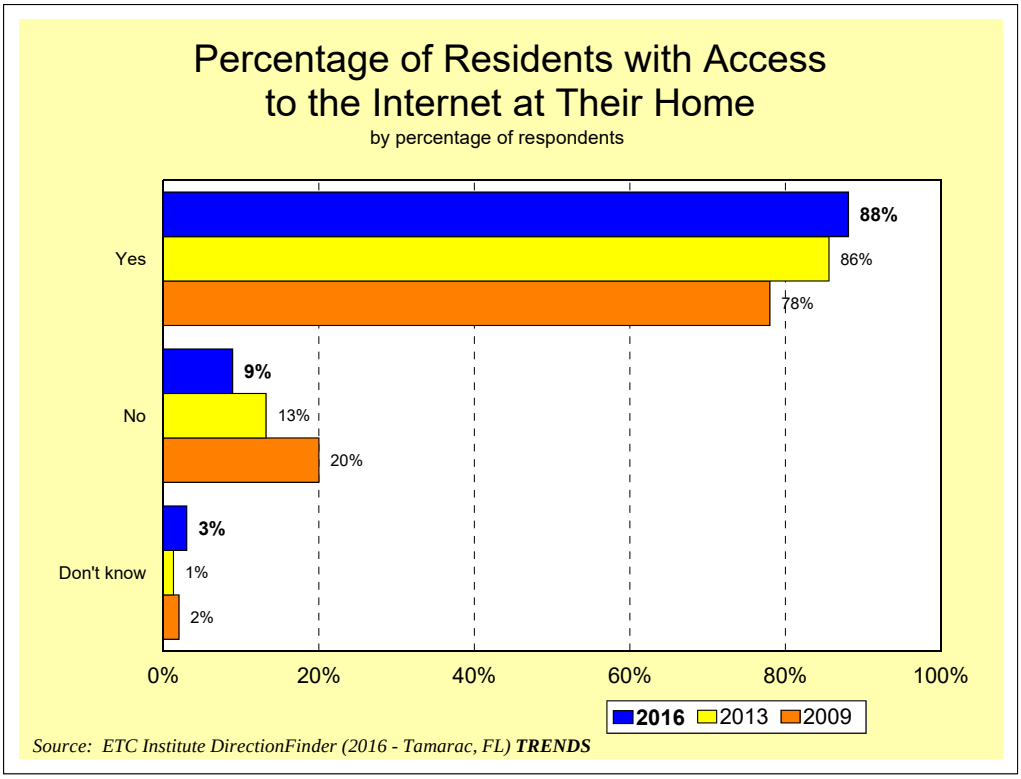


Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)


Satisfaction with Various Aspects of
City Communications
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)
The quality of the City's news magazine
36%
45%
17%
3%
Availability of info. about City programs/services
23%
49%
21%
7%
City efforts to keep residents informed
20%
47%
23%
9%
The quality of the City's web page
22%
43%
30%
4%
City's efforts to involve the Community
21%
42%
29%
8%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

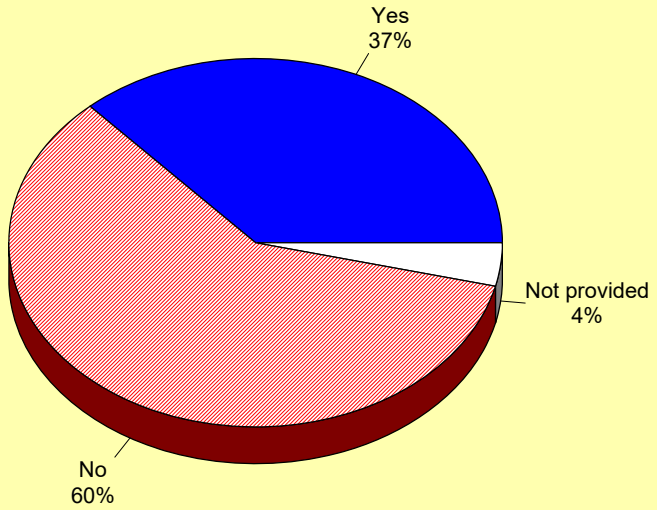

Satisfaction with Various Aspects of
City Communications - 2009 to 2016
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
The quality of the City's news magazine
81%
81%
86%
Availability of info. about City programs/services
72%
67%
72%
City efforts to keep residents informed
67%
67%
68%
The quality of the City's web page
65%
60%
67%
City's efforts to involve the Community
63%
62%
43%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS


How Residents Get Information About
City Issues, Services and Events
by percentage of respondents (multiple choices could be made)
The City's news magazine, the Tam-A-Gram
83%
Local newspaper, the Sun Sentinel
38%
Word of mouth (friends, neighbors, family)
36%
Television news
32%
City website, www.tamarac.org
30%
Condo/homeowner association meetings
23%
Weekly newspaper, the Tamarac Forum
15%
0%
20%
40%
60%
80%
100%
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)


Percentage of Residents with Access
to the Internet at Their Home
by percentage of respondents
Yes
88%
86%
78%
No
9%
13%
20%
Don't know
3%
1%
2%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS

Percentage of Residents Who Have Accessed the City Website or Online Services Via a Mobile Phone or Tablet

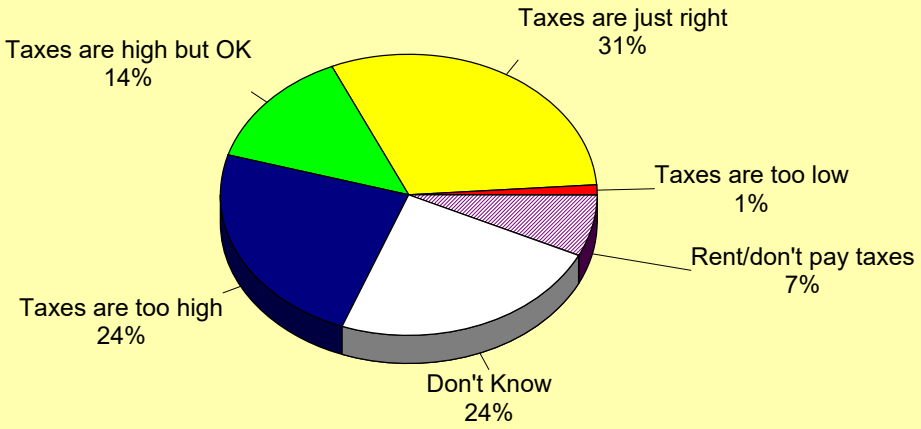
by percentage of respondents



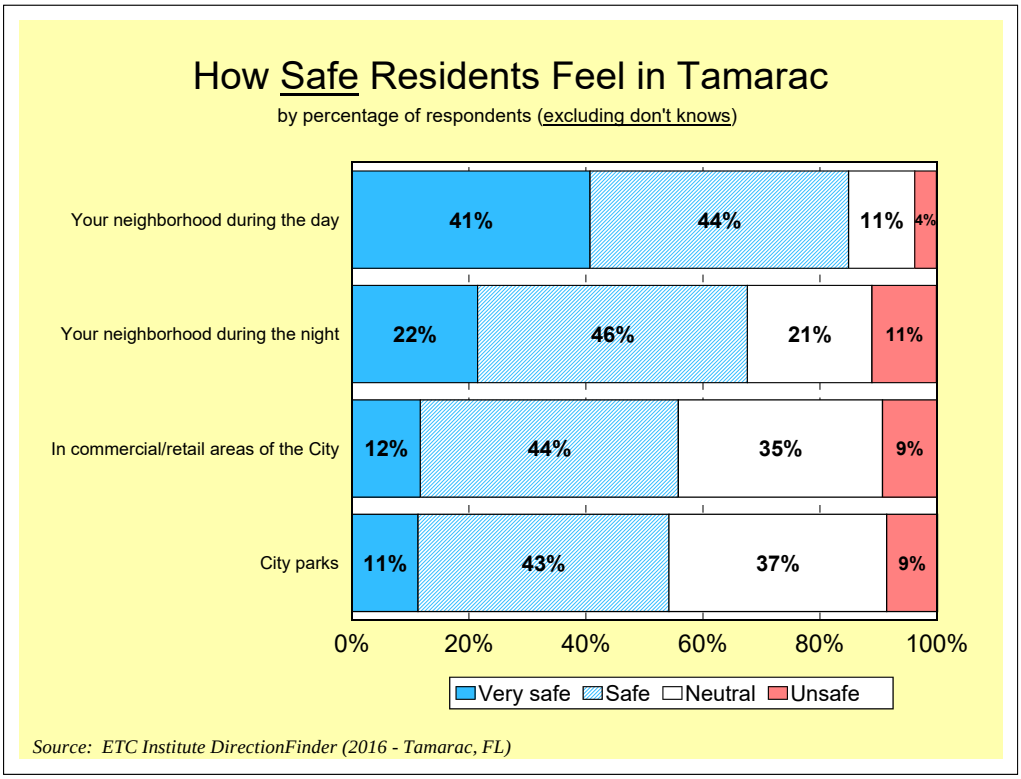
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

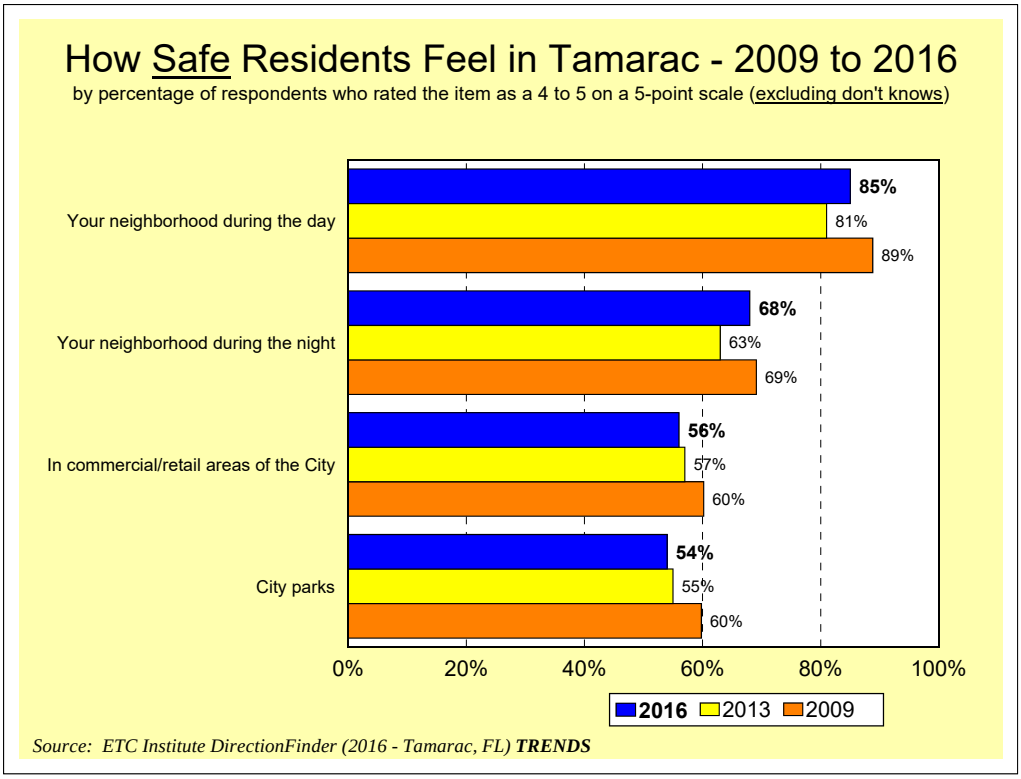
Currently the City of Tamarac receives approximately 32.5% of your ad valorem property tax payment. Which statement best describes how you feel about the taxes you pay to the City of Tamarac?

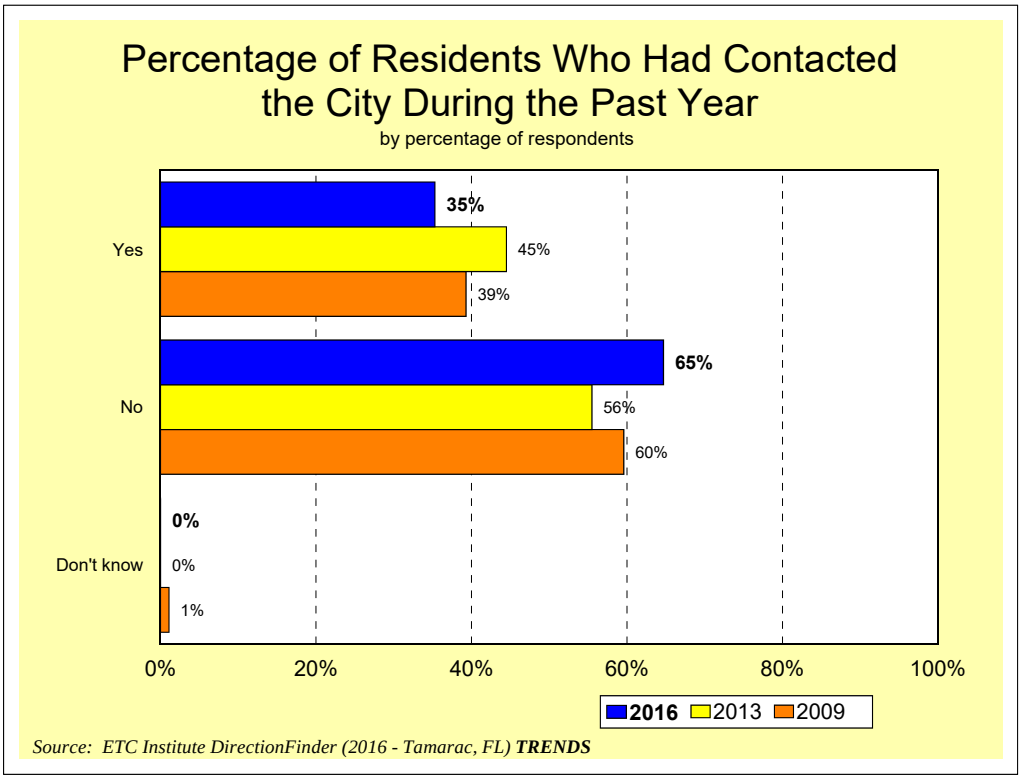
by percentage of respondents

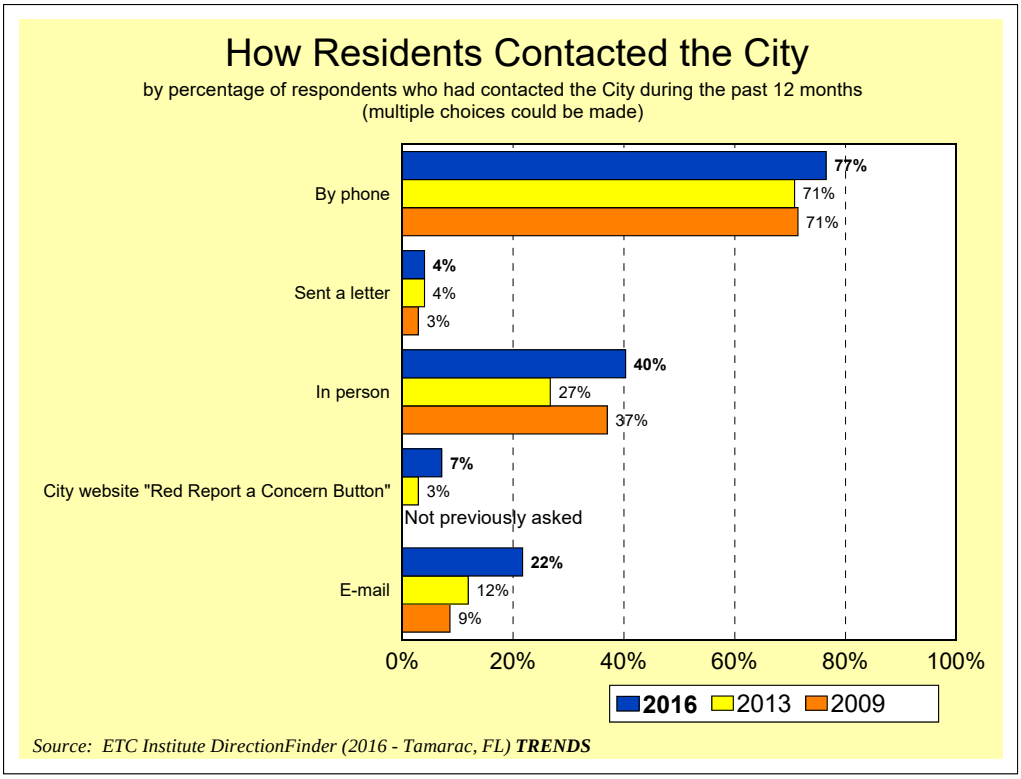


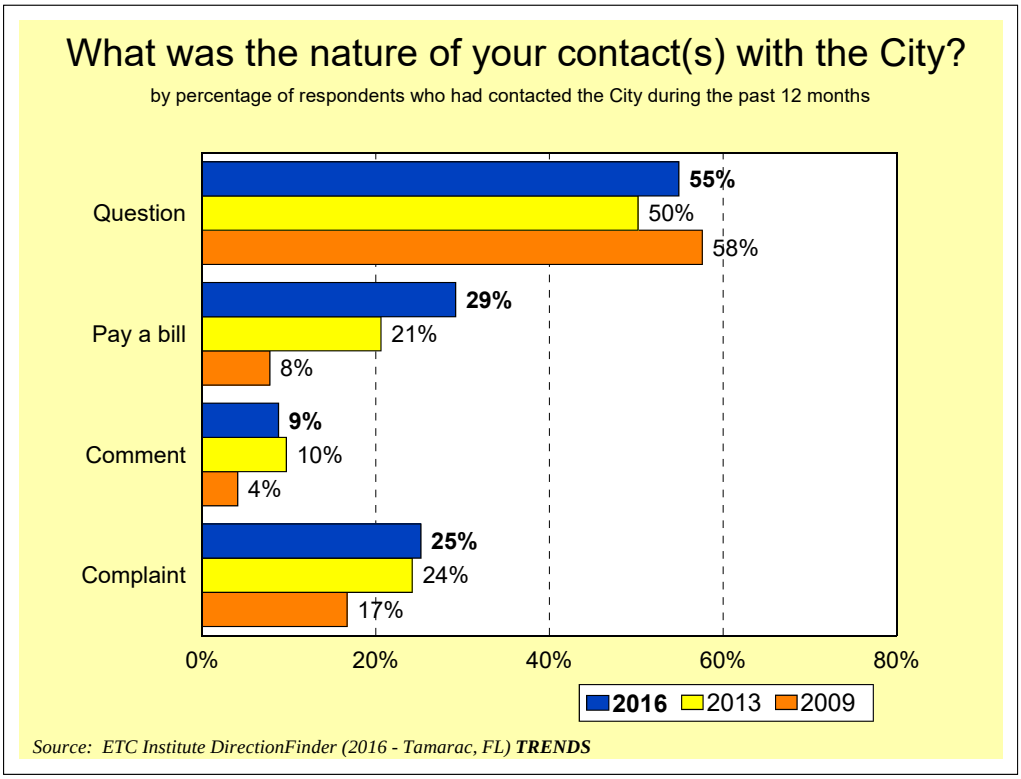
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)


How Safe Residents Feel in Tamarac
by percentage of respondents (excluding don't knows)
Your neighborhood during the day
41%
44%
11%
4%
Your neighborhood during the night
22%
46%
21%
11%
In commercial/retail areas of the City
12%
44%
35%
9%
City parks
11%
43%
37%
9%
0%
20%
40%
60%
80%
100%
Very safe
Safe
Neutral
Unsafe
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

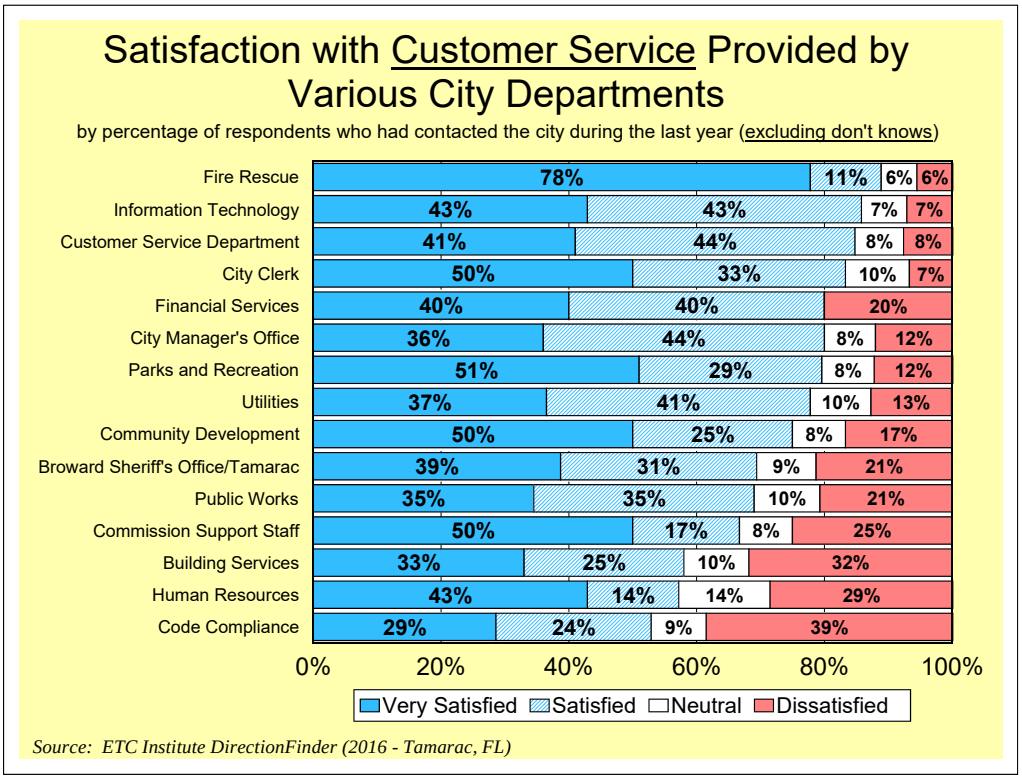

How Safe Residents Feel in Tamarac - 2009 to 2016
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
Your neighborhood during the day
85%
81%
89%
Your neighborhood during the night
68%
63%
69%
In commercial/retail areas of the City
56%
57%
60%
City parks
54%
55%
60%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS

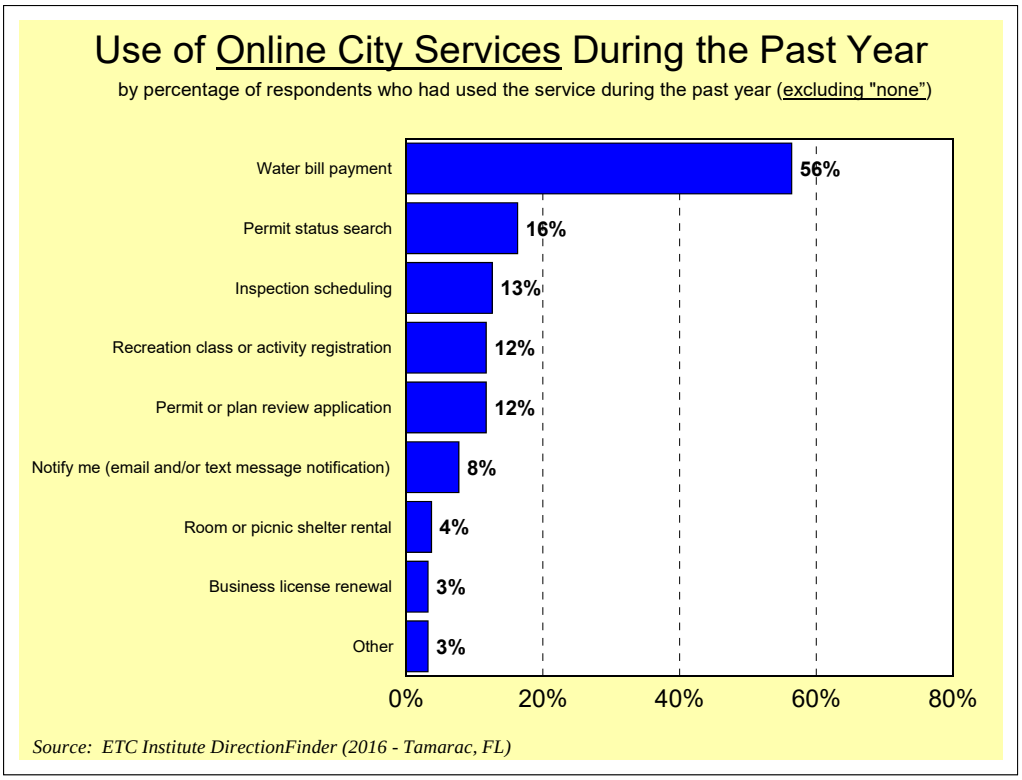

Percentage of Residents Who Had Contacted the City During the Past Year
by percentage of respondents
Yes
35%
45%
39%
No
65%
56%
60%
Don't know
0%
0%
1%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS

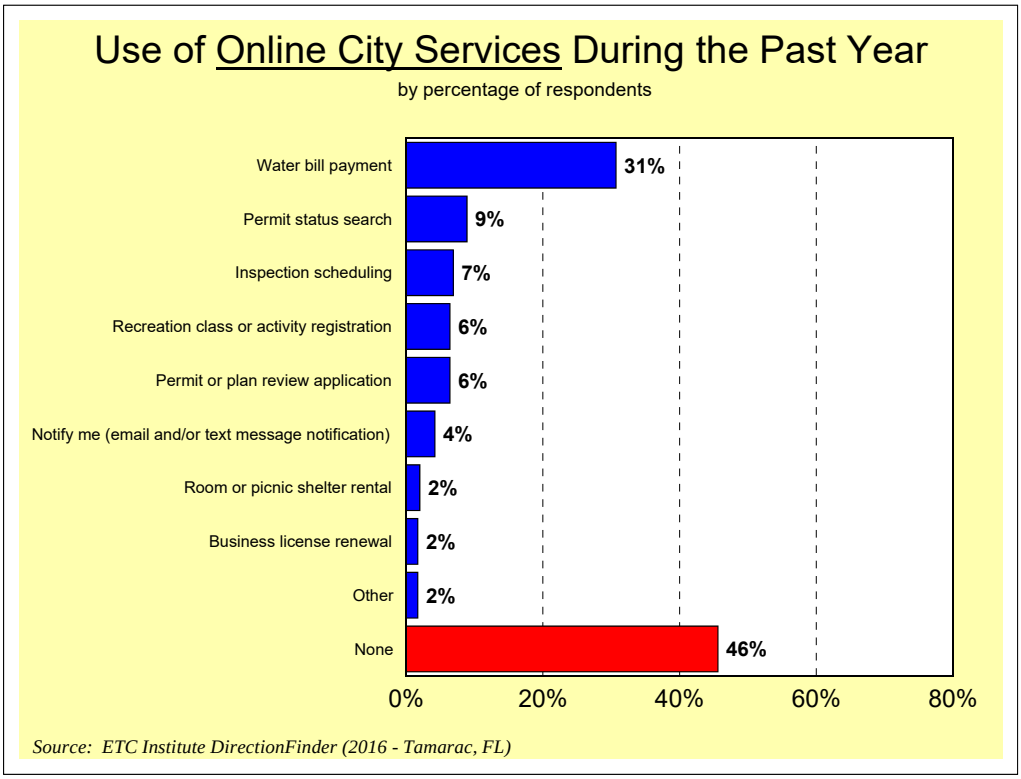

How Residents Contacted the City
by percentage of respondents who had contacted the City during the past 12 months
(multiple choices could be made)
By phone
77%
71%
71%
Sent a letter
4%
4%
3%
In person
40%
27%
37%
City website "Red Report a Concern Button"
7%
3%
Not previously asked
E-mail
22%
12%
9%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS

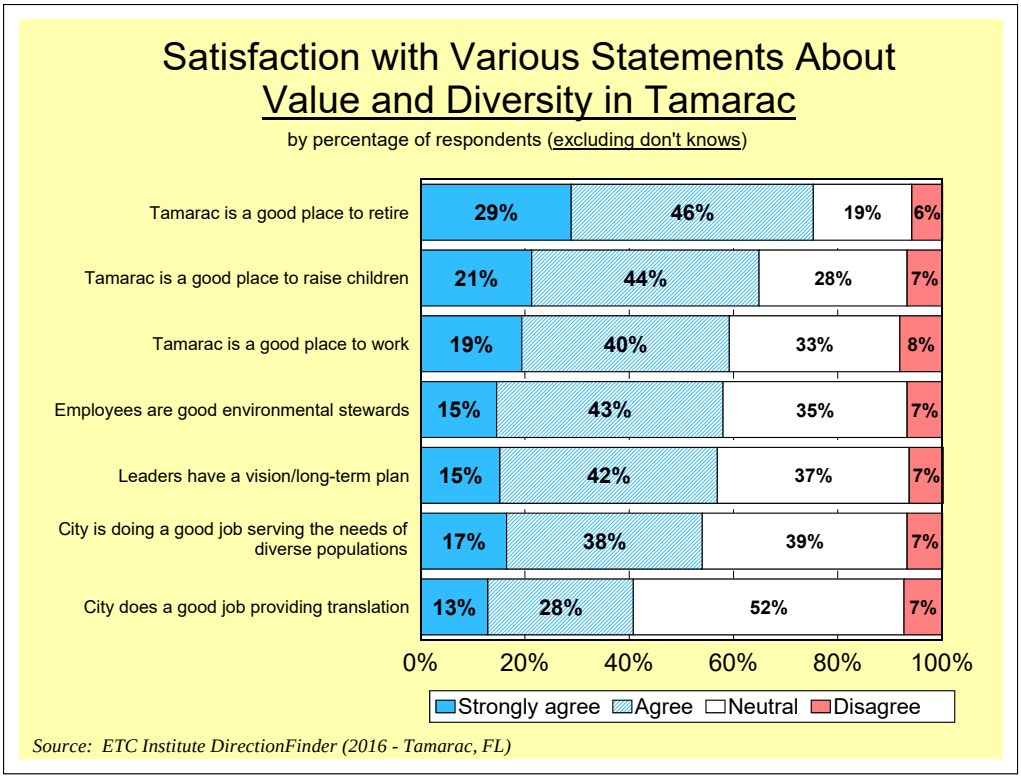

What was the nature of your contact(s) with the City?
by percentage of respondents who had contacted the City during the past 12 months
Question
55%
50%
58%
Pay a bill
29%
21%
8%
Comment
9%
10%
4%
Complaint
25%
24%
17%
0%
20%
40%
60%
80%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS

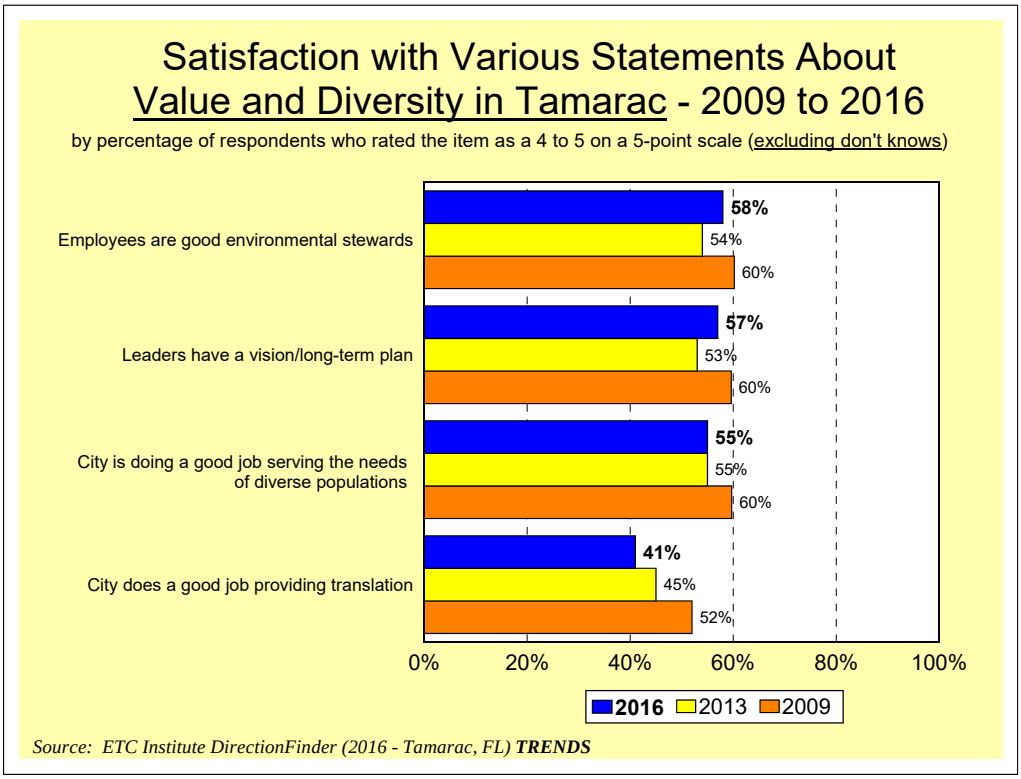
Have you used this service or facility?
by percentage of respondents who had contacted the City during the past 12 months
Customer Service/Utility Billing 48%
Building Services 39%
Broward Sheriff's Office/Tamarac 35%
Code Compliance 32%
Utilities 28%
Parks and Recreation 22%
Fire Rescue 17%
Public Works 14%
City Clerk 14%
City Manager's Office 12%
Community Development 6%
Information Technology 6%
Human Resources 6%
Commission Support Staff 5%
Financial Services 2%
0%
10%
20%
30%
40%
50%
60%
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

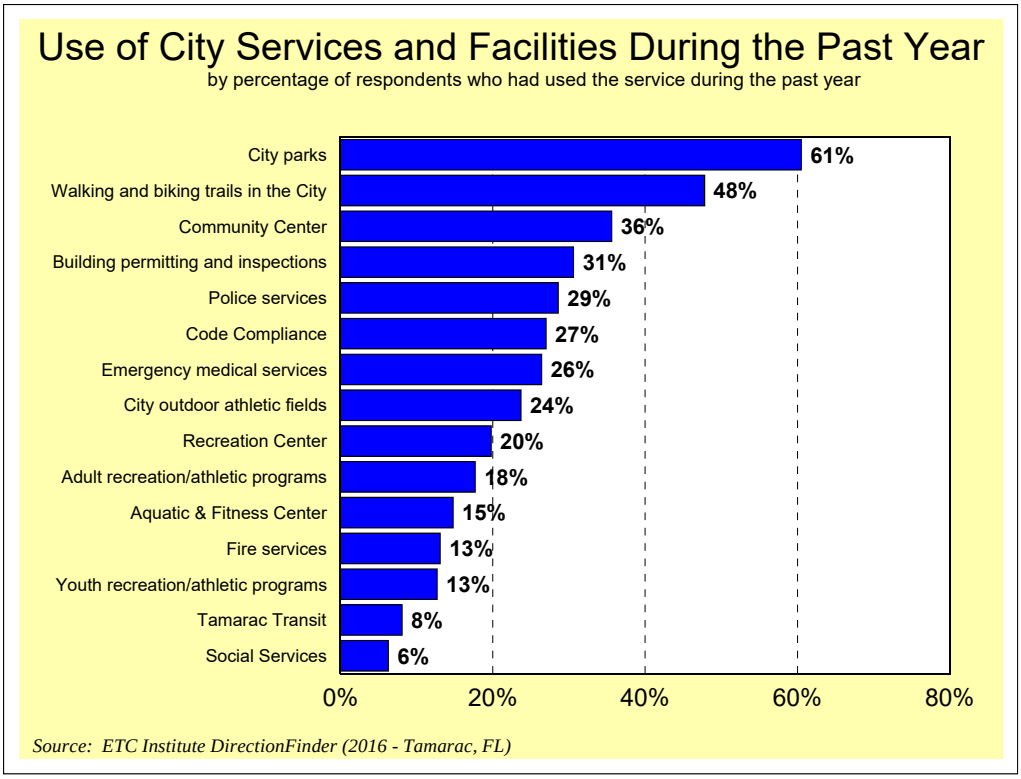

Satisfaction with Customer Service Provided by Various City Departments
by percentage of respondents who had contacted the city during the last year (excluding don't knows)
Fire Rescue 78% 11% 6% 6%
Information Technology 43% 43% 7% 7%
Customer Service Department 41% 44% 8% 8%
City Clerk 50% 33% 10% 7%
Financial Services 40% 40% 20%
City Manager's Office 36% 44% 8% 12%
Parks and Recreation 51% 29% 8% 12%
Utilities 37% 41% 10% 13%
Community Development 50% 25% 8% 17%
Broward Sheriff's Office/Tamarac 39% 31% 9% 21%
Public Works 35% 35% 10% 21%
Commission Support Staff 50% 17% 8% 25%
Building Services 33% 25% 10% 32%
Human Resources 43% 14% 14% 29%
Code Compliance 29% 24% 9% 39%
0% 20% 40% 60% 80% 100%
Very Satisfied
Satisfied
Neutral
Dissatisfied
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

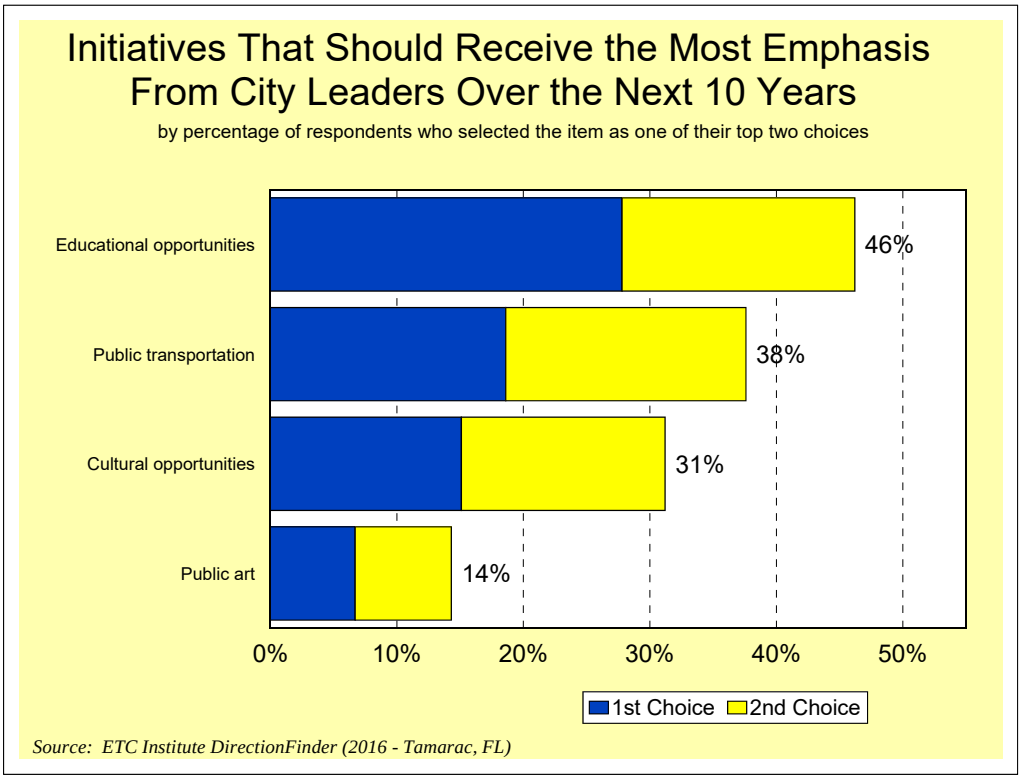

Use of Online City Services During the Past Year
by percentage of respondents who had used the service during the past year (excluding "none")
Water bill payment 56%
Permit status search 16%
Inspection scheduling 13%
Recreation class or activity registration 12%
Permit or plan review application 12%
Notify me (email and/or text message notification) 8%
Room or picnic shelter rental 4%
Business license renewal 3%
Other 3%
0% 20% 40% 60% 80%
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)


Use of Online City Services During the Past Year
by percentage of respondents
Water bill payment 31%
Permit status search 9%
Inspection scheduling 7%
Recreation class or activity registration 6%
Permit or plan review application 6%
Notify me (email and/or text message notification) 4%
Room or picnic shelter rental 2%
Business license renewal 2%
Other 2%
None 46%
0% 20% 40% 60% 80%
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

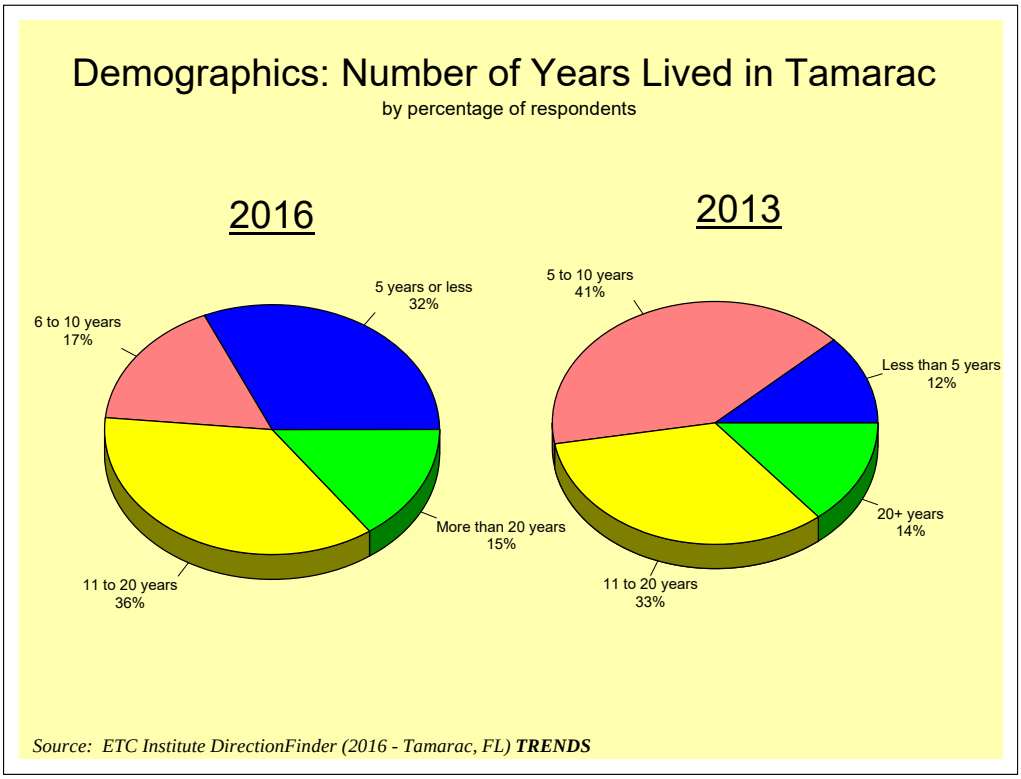

Satisfaction with Various Statements About Value and Diversity in Tamarac
by percentage of respondents (excluding don't knows)
Tamarac is a good place to retire 29% 46% 19% 6%
Tamarac is a good place to raise children 21% 44% 28% 7%
Tamarac is a good place to work 19% 40% 33% 8%
Employees are good environmental stewards 15% 43% 35% 7%
Leaders have a vision/long-term plan 15% 42% 37% 7%
City is doing a good job serving the needs of diverse populations 17% 38% 39% 7%
City does a good job providing translation 13% 28% 52% 7%
0% 20% 40% 60% 80% 100%
Strongly agree
Agree
Neutral
Disagree
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

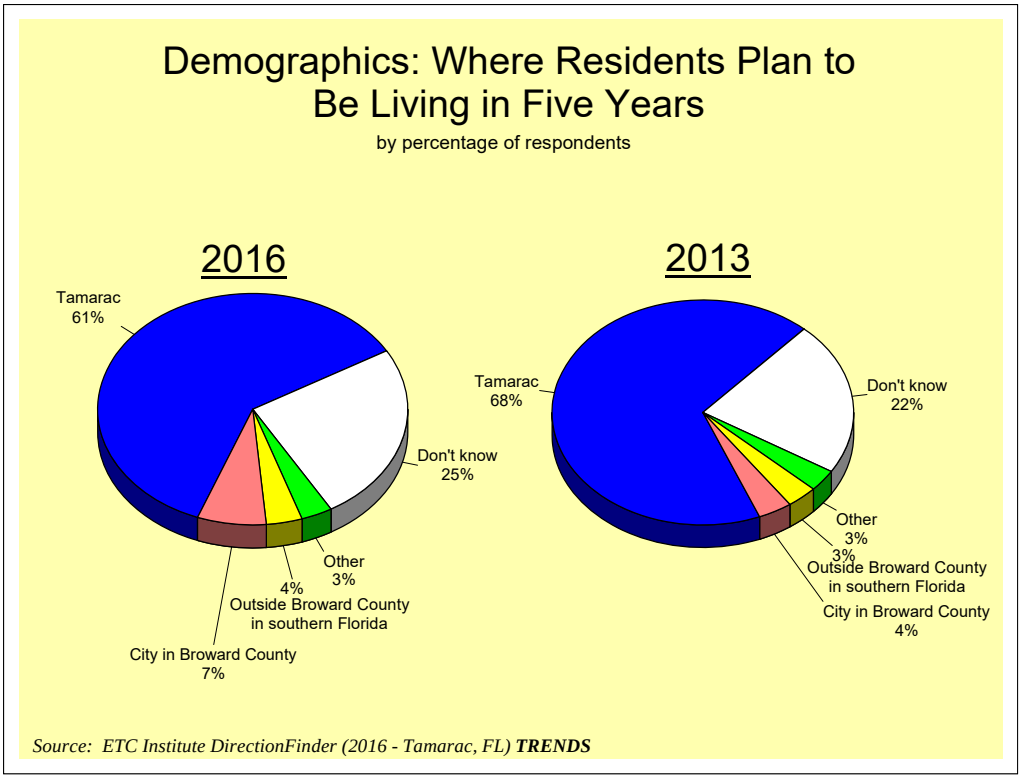

Satisfaction with Various Statements About
Value and Diversity in Tamarac - 2009 to 2016
by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale (excluding don't knows)
Employees are good environmental stewards
58%
54%
60%
Leaders have a vision/long-term plan
57%
53%
60%
City is doing a good job serving the needs of diverse populations
55%
55%
60%
City does a good job providing translation
41%
45%
52%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS


Use of City Services and Facilities During the Past Year
by percentage of respondents who had used the service during the past year
City parks 61%
Walking and biking trails in the City 48%
Community Center 36%
Building permitting and inspections 31%
Police services 29%
Code Compliance 27%
Emergency medical services 26%
City outdoor athletic fields 24%
Recreation Center 20%
Adult recreation/athletic programs 18%
Aquatic & Fitness Center 15%
Fire services 13%
Youth recreation/athletic programs 13%
Tamarac Transit 8%
Social Services 6%
0%
20%
40%
60%
80%
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)



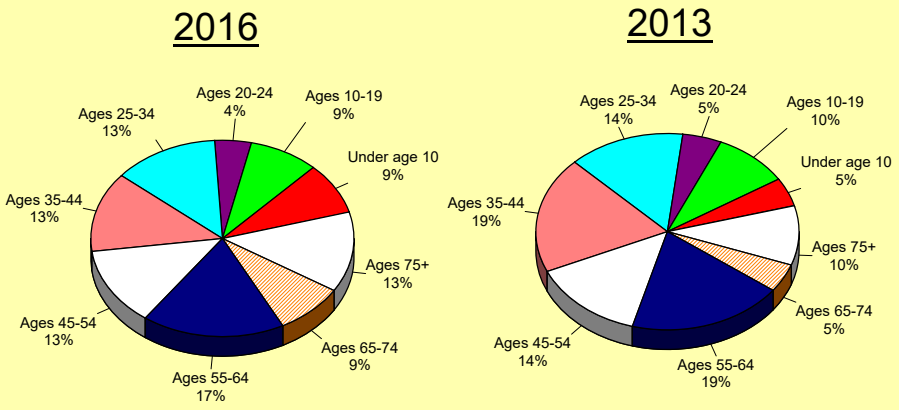
Demographics


Demographics: Number of Years Lived in Tamarac
by percentage of respondents
2016
2013
5 years or less
32%
6 to 10 years
17%
More than 20 years
15%
11 to 20 years
36%
5 to 10 years
41%
Less than 5 years
12%
20+ years
14%
11 to 20 years
33%
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS


Demographics: Where Residents Plan to
Be Living in Five Years
by percentage of respondents
2016
2013
Tamarac
61%
Don't know
25%
Other
3%
4%
Outside Broward County
in southern Florida
City in Broward County
7%
Tamarac
68%
Don't know
22%
Other
3%
3%
Outside Broward County
in southern Florida
City in Broward County
4%
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS

Demographics: Ages of Household Occupants

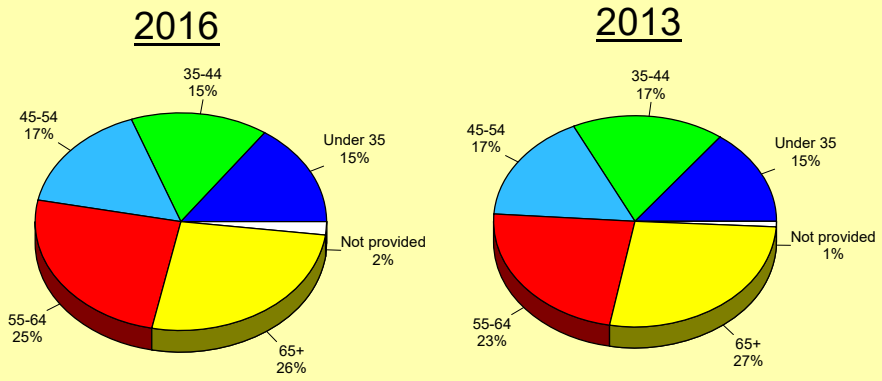
by percentage of all persons in households surveyed



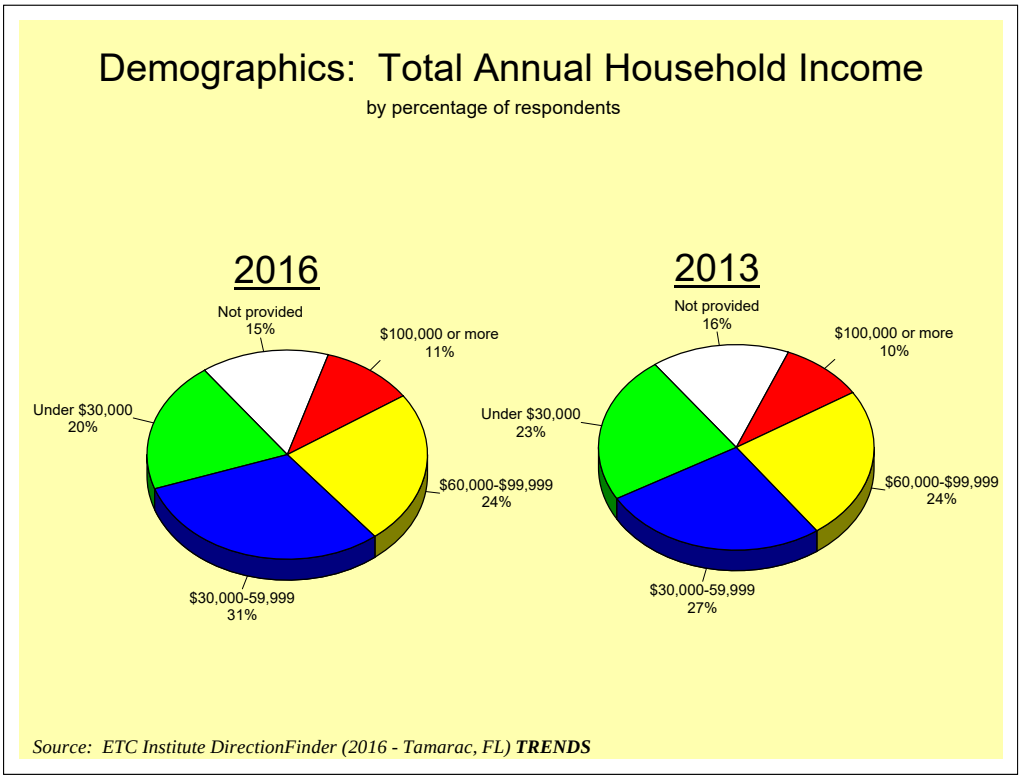
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) ***TRENDS***

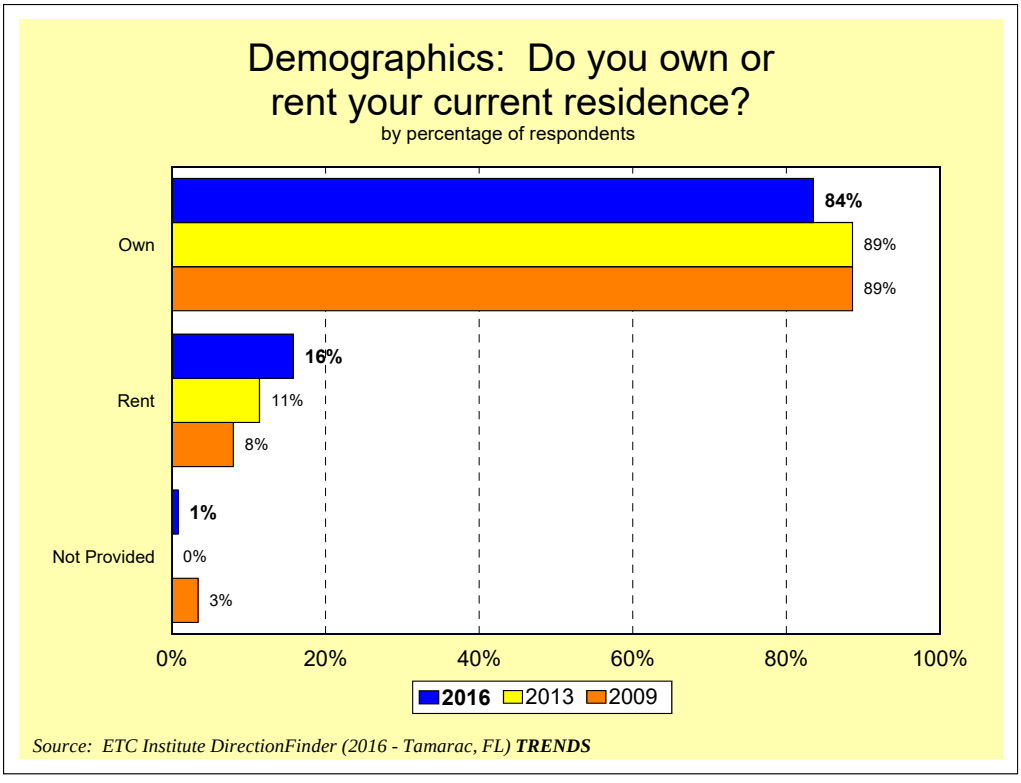
Demographics: Age of Respondents

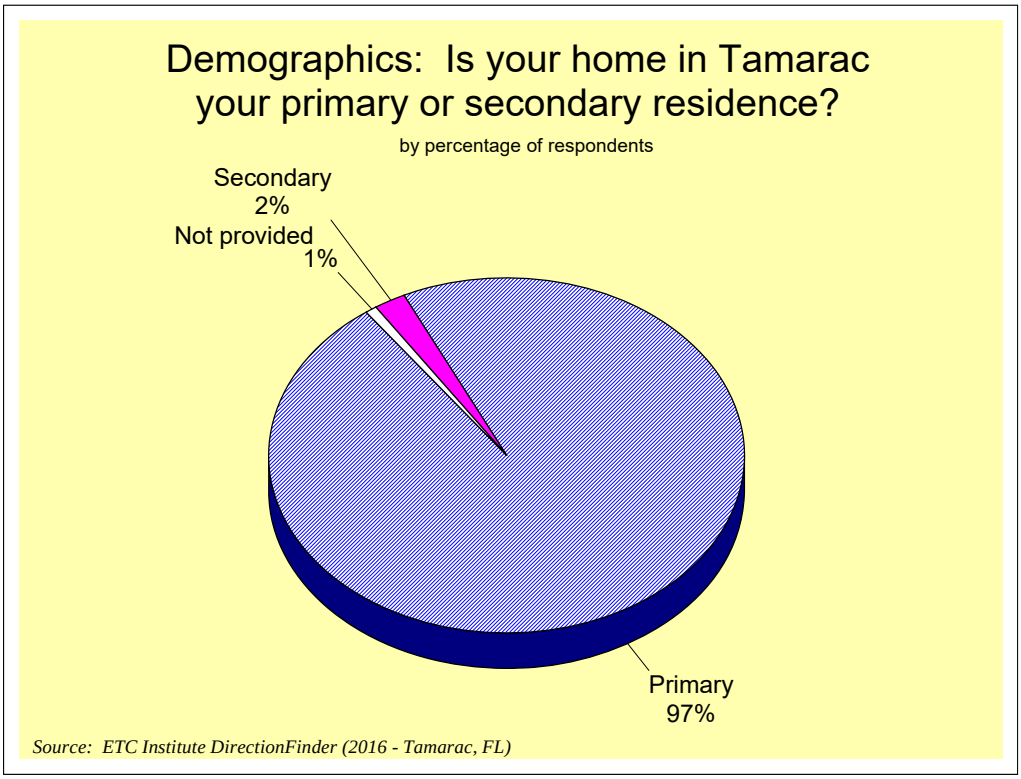
by percentage of respondents

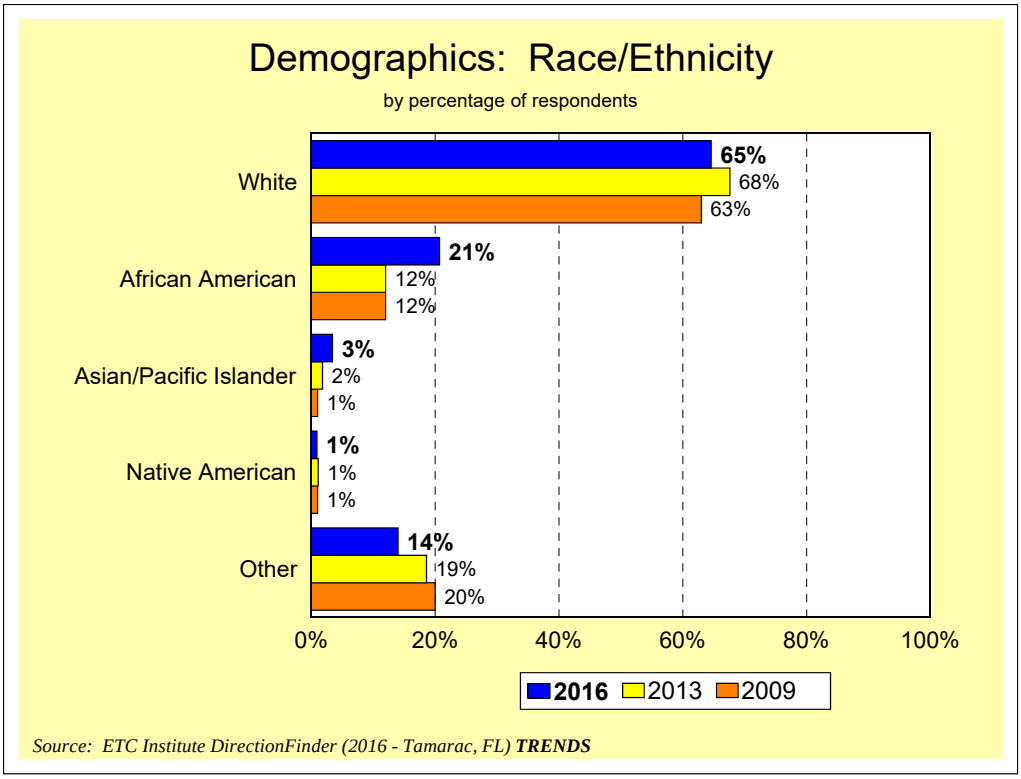


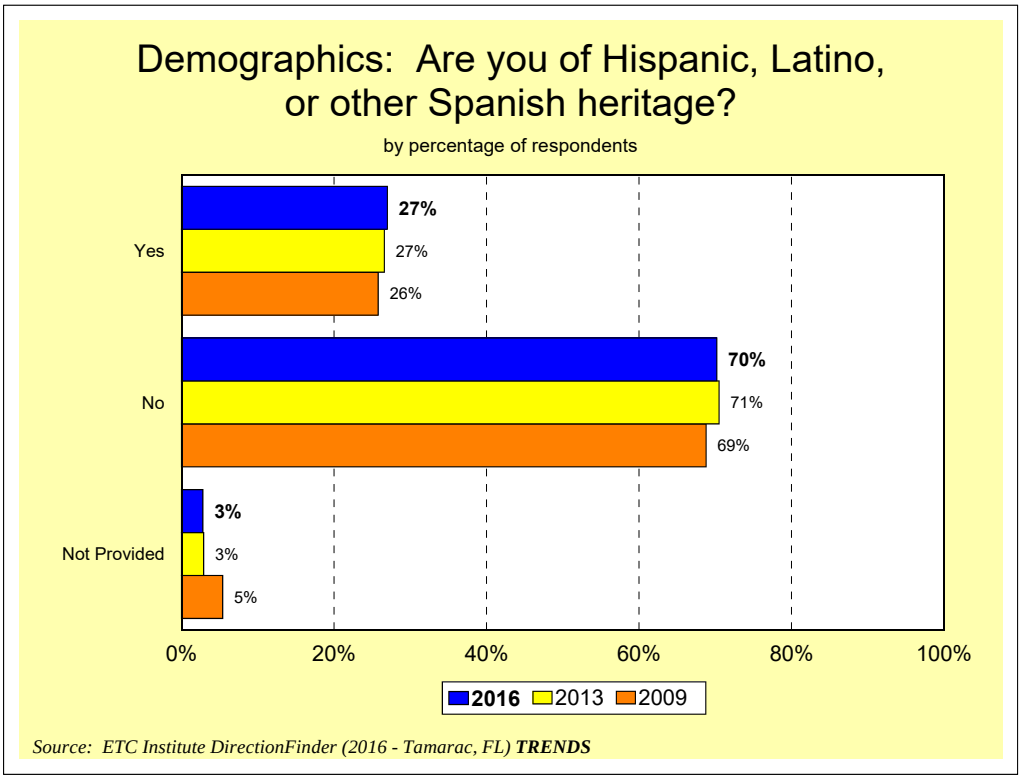
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) ***TRENDS***

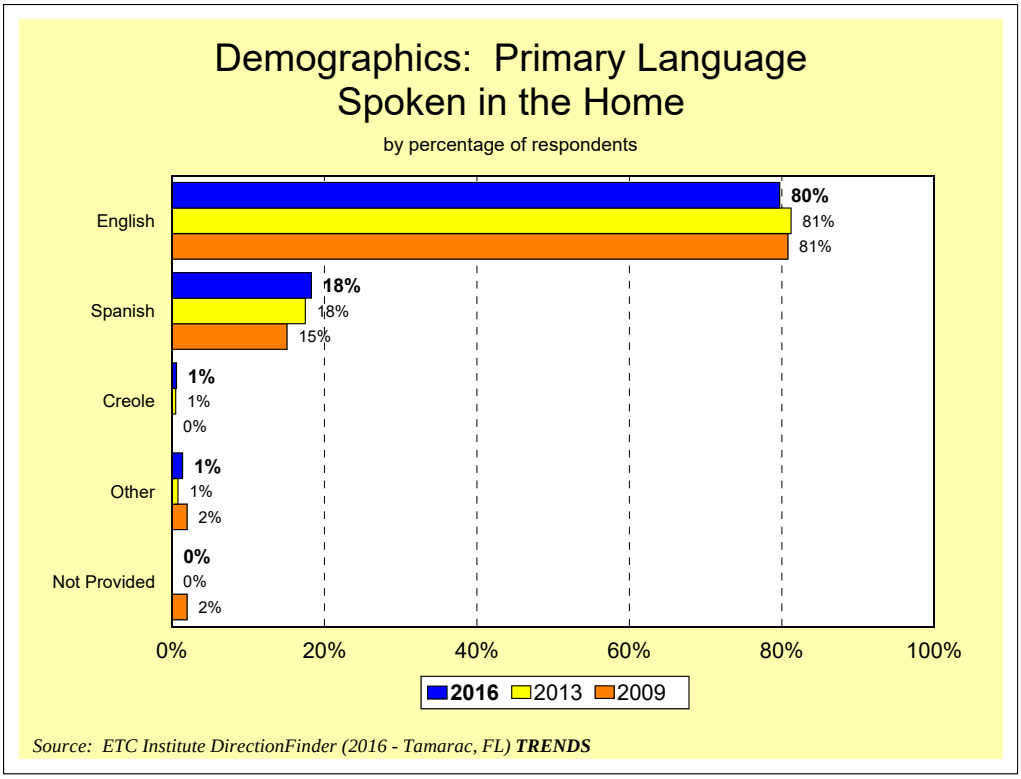

Demographics: Total Annual Household Income
by percentage of respondents
2016
Not provided 15%
$100,000 or more 11%
Under $30,000 20%
$60,000-$99,999 24%
$30,000-59,999 31%
2013
Not provided 16%
$100,000 or more 10%
Under $30,000 23%
$60,000-$99,999 24%
$30,000-59,999 27%
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS

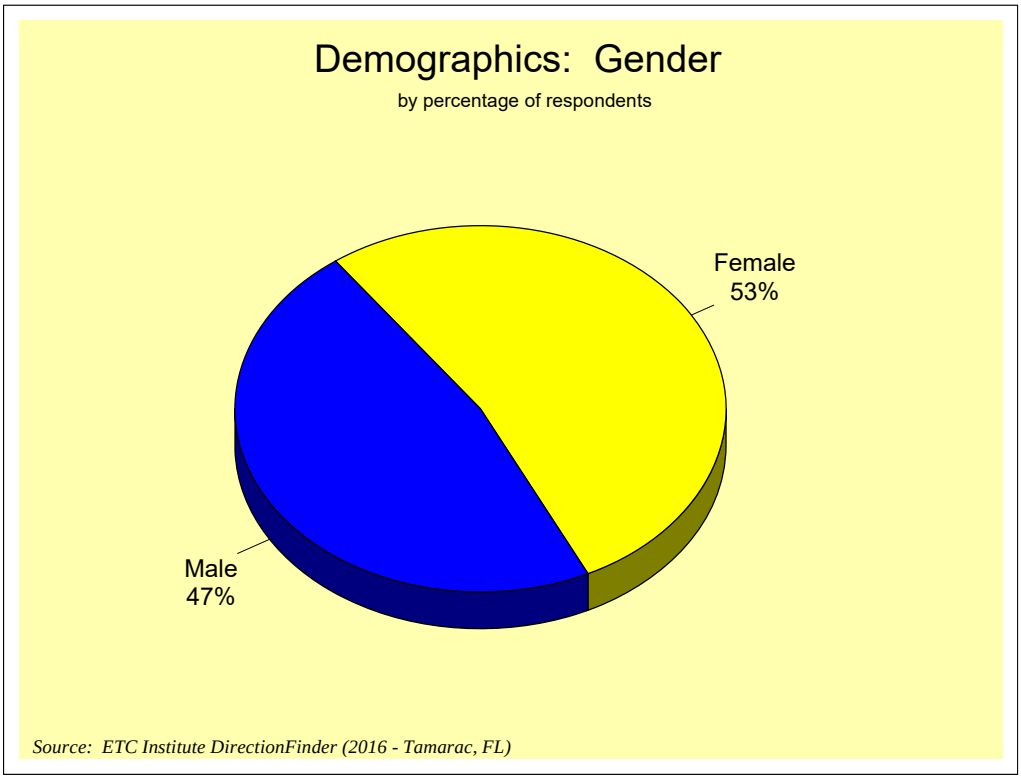

Demographics: Do you own or rent your current residence?
by percentage of respondents
Own
84%
89%
89%
Rent
16%
11%
8%
Not Provided
1%
0%
3%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS


Demographics: Is your home in Tamarac your primary or secondary residence?
by percentage of respondents
Secondary 2%
Not provided 1%
Primary 97%
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)


Demographics: Race/Ethnicity
by percentage of respondents
White
65%
68%
63%
African American
21%
12%
12%
Asian/Pacific Islander
3%
2%
1%
Native American
1%
1%
1%
Other
14%
19%
20%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS


Demographics: Are you of Hispanic, Latino, or other Spanish heritage?
by percentage of respondents
Yes
27%
27%
26%
No
70%
71%
69%
Not Provided
3%
3%
5%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS


Demographics: Primary Language Spoken in the Home
by percentage of respondents
English
80%
81%
81%
Spanish
18%
18%
15%
Creole
1%
1%
0%
Other
1%
1%
2%
Not Provided
0%
0%
2%
0%
20%
40%
60%
80%
100%
2016
2013
2009
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL) TRENDS


Demographics: Gender
by percentage of respondents
Female
53%
Male
47%
Source: ETC Institute DirectionFinder (2016 - Tamarac, FL)

Section 2:
Benchmarking Data

DirectionFinder® Survey

Year 2016 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 230 municipalities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2015 that is part of a random sample of more than 4,000 residents in the continental United States, (2) a regional survey administered to a random sample of 350 Florida residents during the summer of 2015 and (3) survey results from 42 medium sized municipalities (population of 20,000 to 199,999) where the DirectionFinder® survey was administered between January 2013 and May 2016. The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual municipalities were used as the basis for developing the range of performance that is shown in this report for specific types of services.

The 42 municipalities included in the performance ranges that are shown in this report are listed below:

- Abilene, TX
- Auburn, AL
- Baytown, TX
- Blue Springs, MO
- Bryan, TX
- Chapel Hill, NC
- Columbia, MO
- Coral Springs, FL
- Davenport, IA
- Dothan, AL
- Fort Lauderdale, FL
- Garden City, KS
- Grandview, MO
- Hallandale Beach, FL
- High Point, NC
- Independence, MO
- Junction City, KS
- Lawrence, KS
- Lenexa, KS
- Naperville, IL
- Newport Beach, CA
- Newport News, VA
- Olathe, KS
- Overland Park, KS
- Pflugerville, TX
- Pinecrest, FL
- Pueblo, CO
- Round Rock, KS
- Saint Joseph, MO
- San Marcos, Texas
- Shawnee, KS
- Shoreline, WA
- Springfield, MO
- St. Joseph, MO
- Tamarac, FL
- Tempe, AZ
- Vancouver, WA
- Vestavia Hills, AL
- Wentzville, MO
- Wilmington, NC
- Winchester, VA
- Yuma County, AZ

Interpreting the Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding "don't knows." The two sets of charts are briefly described below:

- On the first set of charts, the blue bars show the results for Tamarac, the red bars show the results of the regional survey administered to Florida residents and the orange bar shows the results of the national survey.

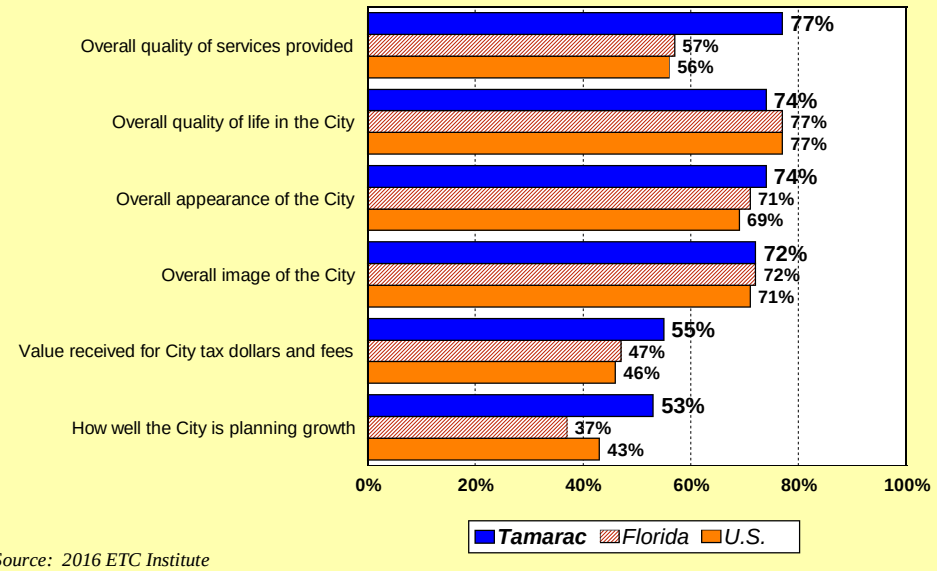
- On the second set of charts, the horizontal bars show the range of satisfaction among residents in communities with a population of 20,000 to 199,999 that have participated in the DirectionFinder® Survey during the past three years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The actual ratings for Tamarac are listed to the far right of the charts. The yellow dot on each bar shows how the results for Tamarac compare to the average of the medium size communities included in the database, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Tamarac rated above the average. If the yellow dot is located to the left of the vertical dash, the City of Tamarac rated below the average.

National Benchmarks

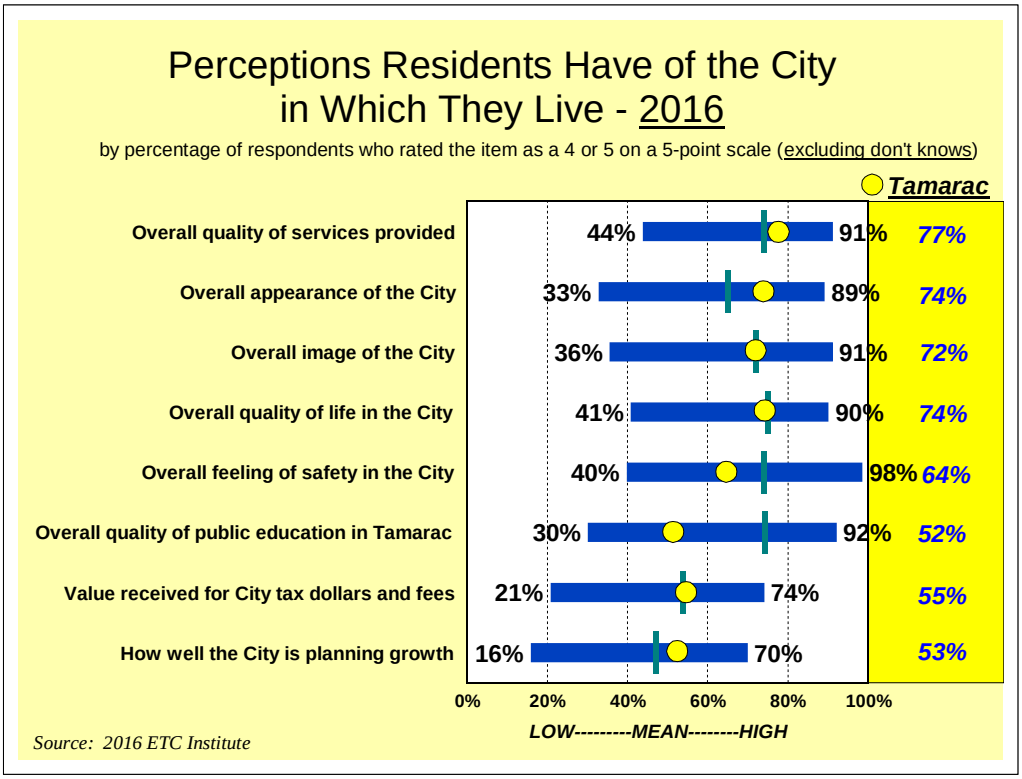
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Tamarac, Florida is not authorized without written consent from ETC Institute.

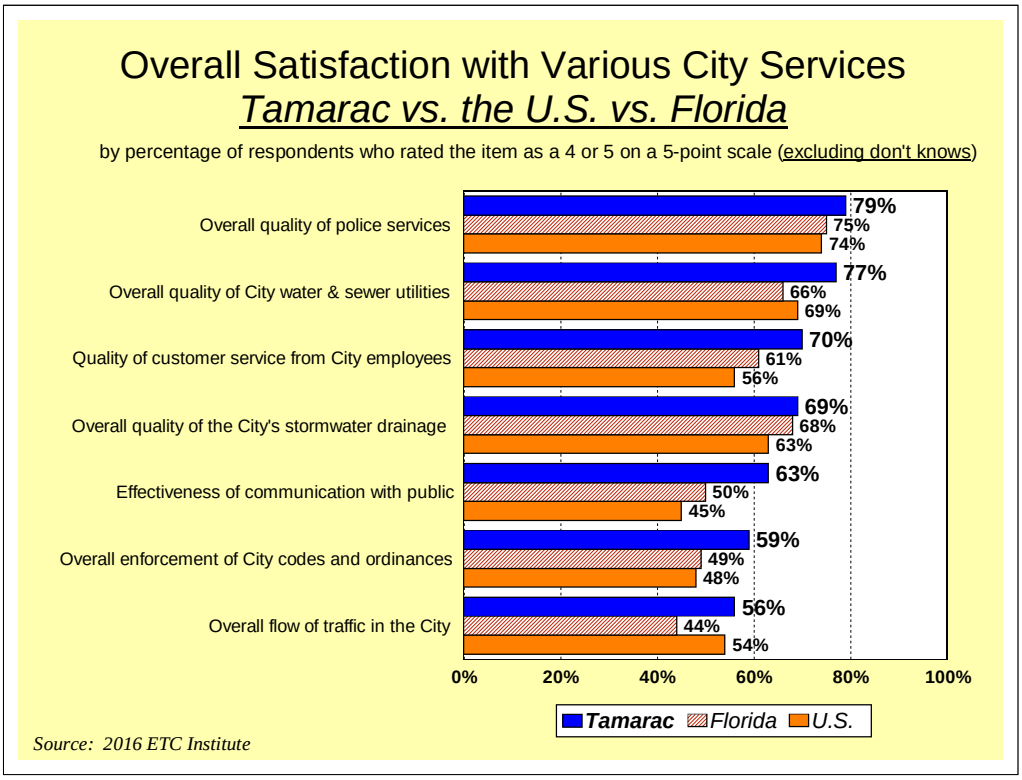
Perceptions Residents Have of the City in Which They Live - *Tamarac vs. the U.S. vs. Florida*

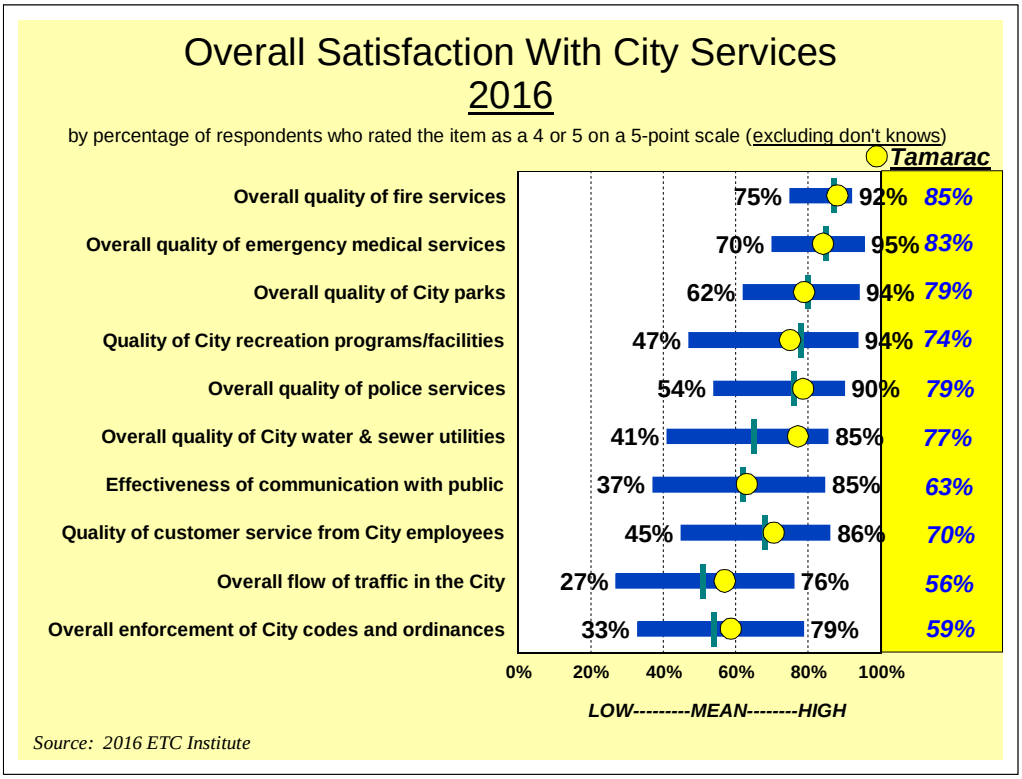
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

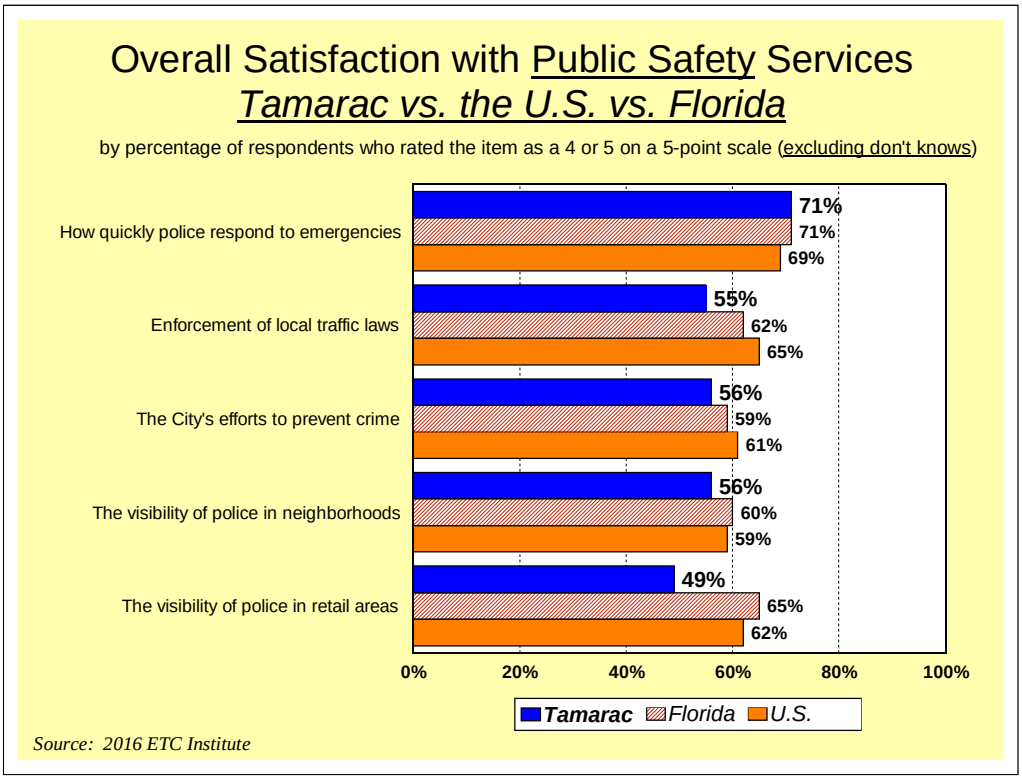


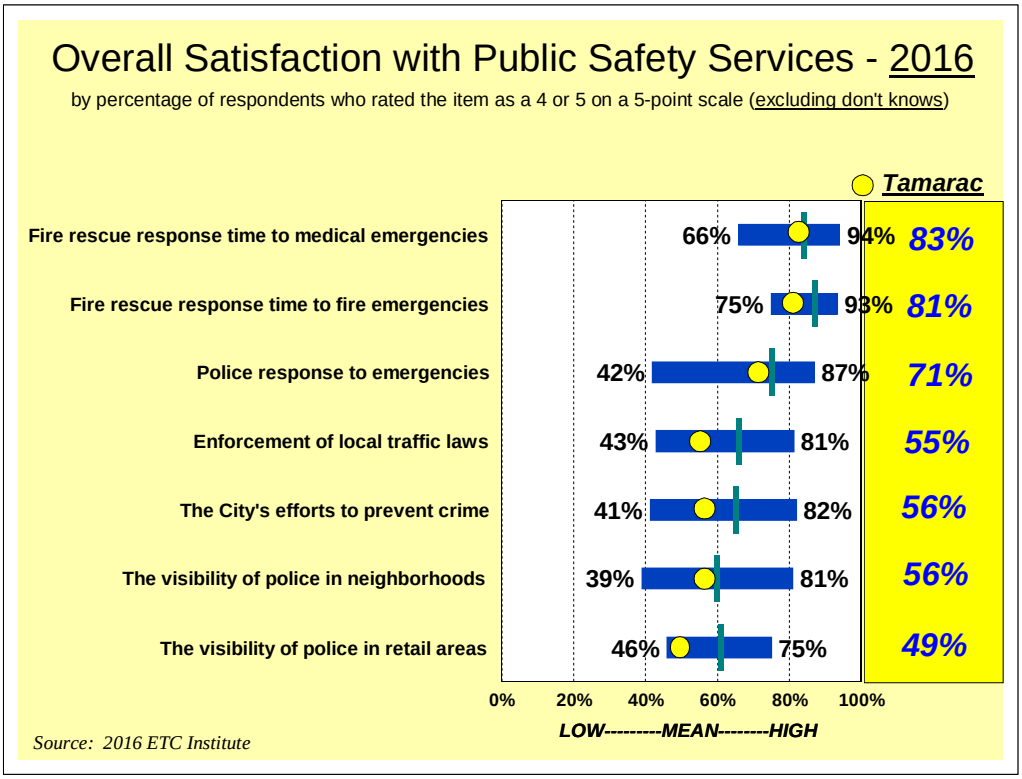
Source: 2016 ETC Institute

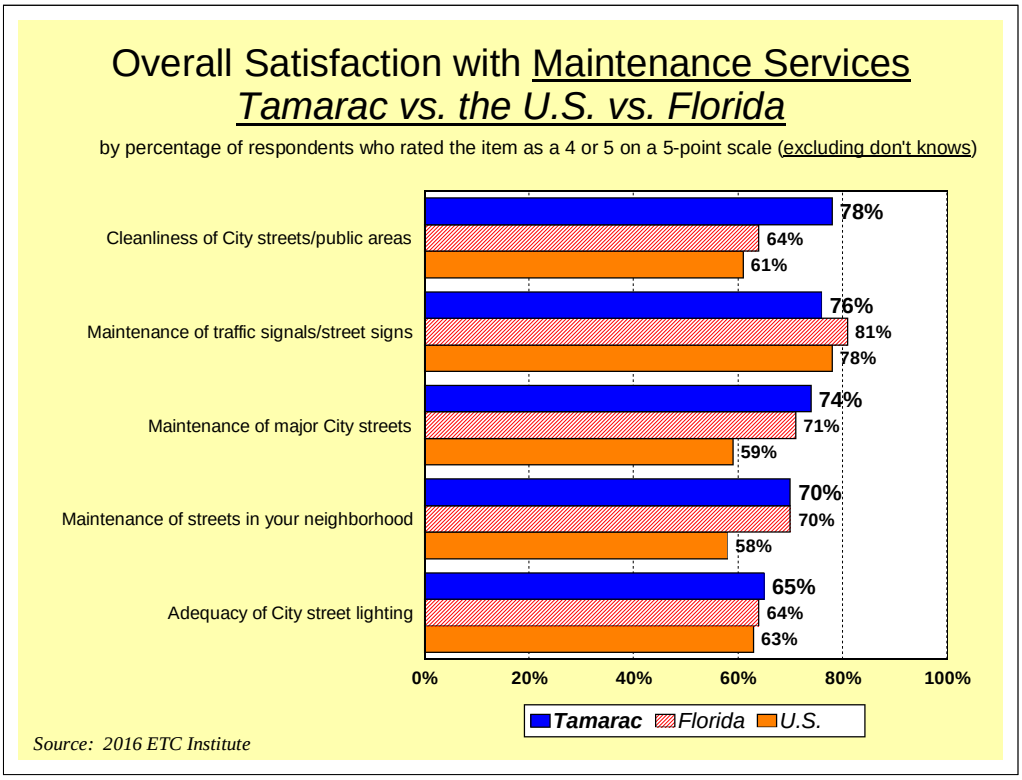

Perceptions Residents Have of the City
in Which They Live - 2016
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Tamarac
Overall quality of services provided 44% 91% 77%
Overall appearance of the City 33% 89% 74%
Overall image of the City 36% 91% 72%
Overall quality of life in the City 41% 90% 74%
Overall feeling of safety in the City 40% 98% 64%
Overall quality of public education in Tamarac 30% 92% 52%
Value received for City tax dollars and fees 21% 74% 55%
How well the City is planning growth 16% 70% 53%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: 2016 ETC Institute

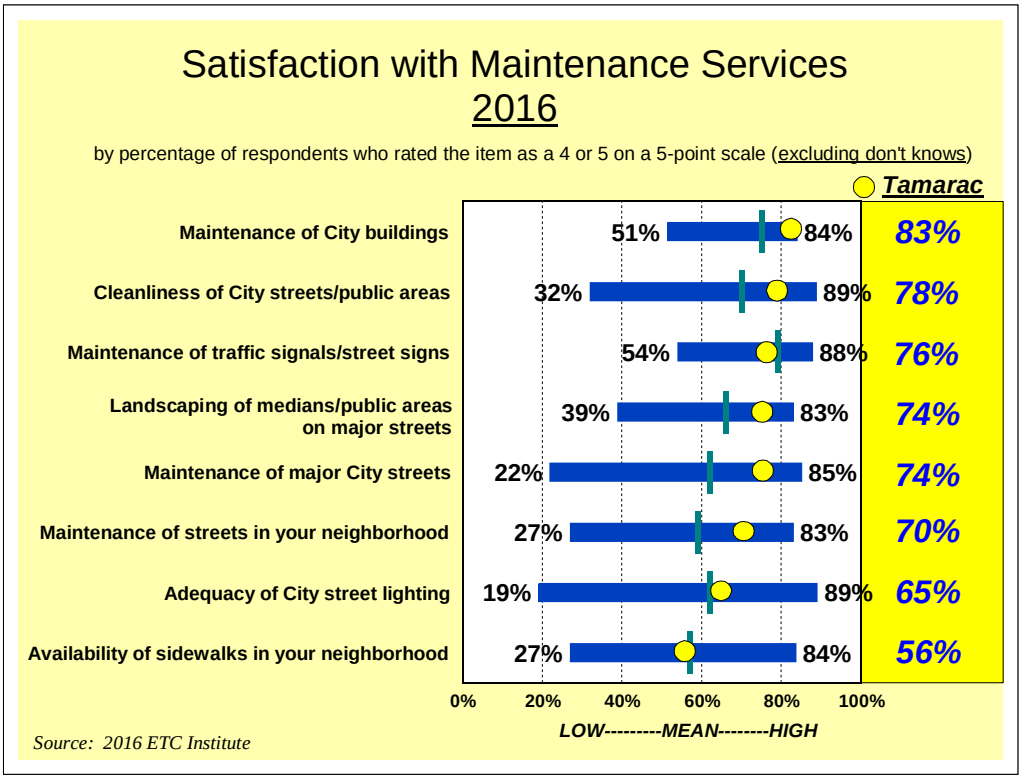

Overall Satisfaction with Various City Services
Tamarac vs. the U.S. vs. Florida
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Overall quality of police services 79% 75% 74%
Overall quality of City water & sewer utilities 77% 66% 69%
Quality of customer service from City employees 70% 61% 56%
Overall quality of the City's stormwater drainage 69% 68% 63%
Effectiveness of communication with public 63% 50% 45%
Overall enforcement of City codes and ordinances 59% 49% 48%
Overall flow of traffic in the City 56% 44% 54%
0% 20% 40% 60% 80% 100%
Tamarac Florida U.S.
Source: 2016 ETC Institute

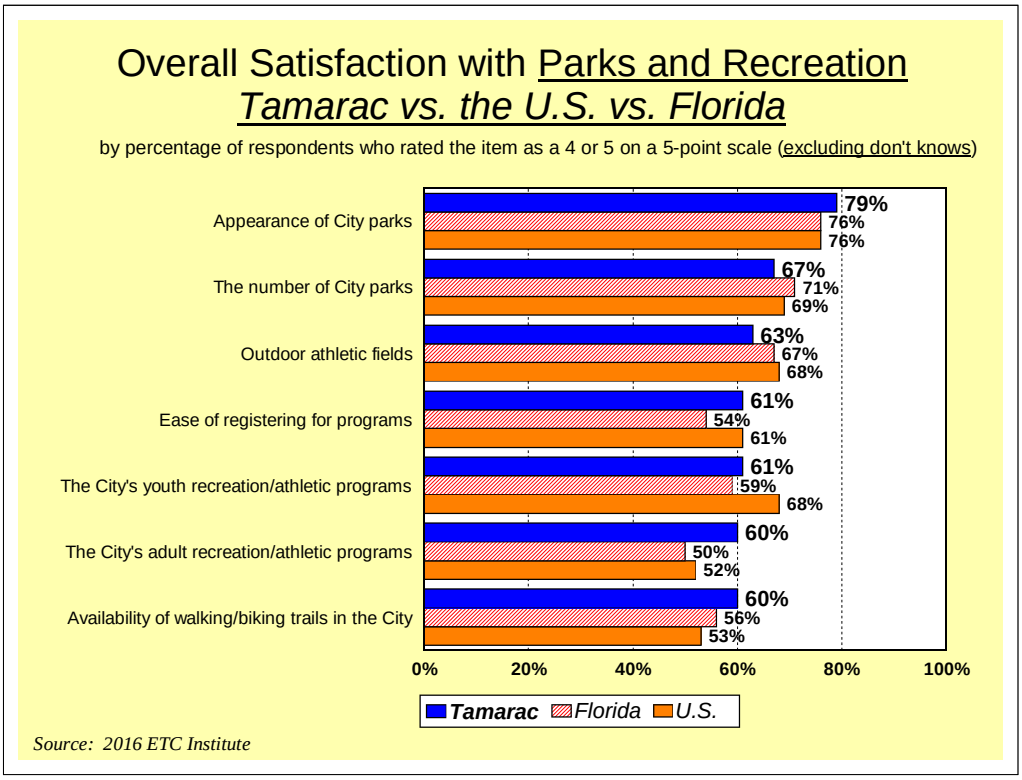

Overall Satisfaction With City Services
2016
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Tamarac
Overall quality of fire services 75% 92% 85%
Overall quality of emergency medical services 70% 95% 83%
Overall quality of City parks 62% 94% 79%
Quality of City recreation programs/facilities 47% 94% 74%
Overall quality of police services 54% 90% 79%
Overall quality of City water & sewer utilities 41% 85% 77%
Effectiveness of communication with public 37% 85% 63%
Quality of customer service from City employees 45% 86% 70%
Overall flow of traffic in the City 27% 76% 56%
Overall enforcement of City codes and ordinances 33% 79% 59%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: 2016 ETC Institute

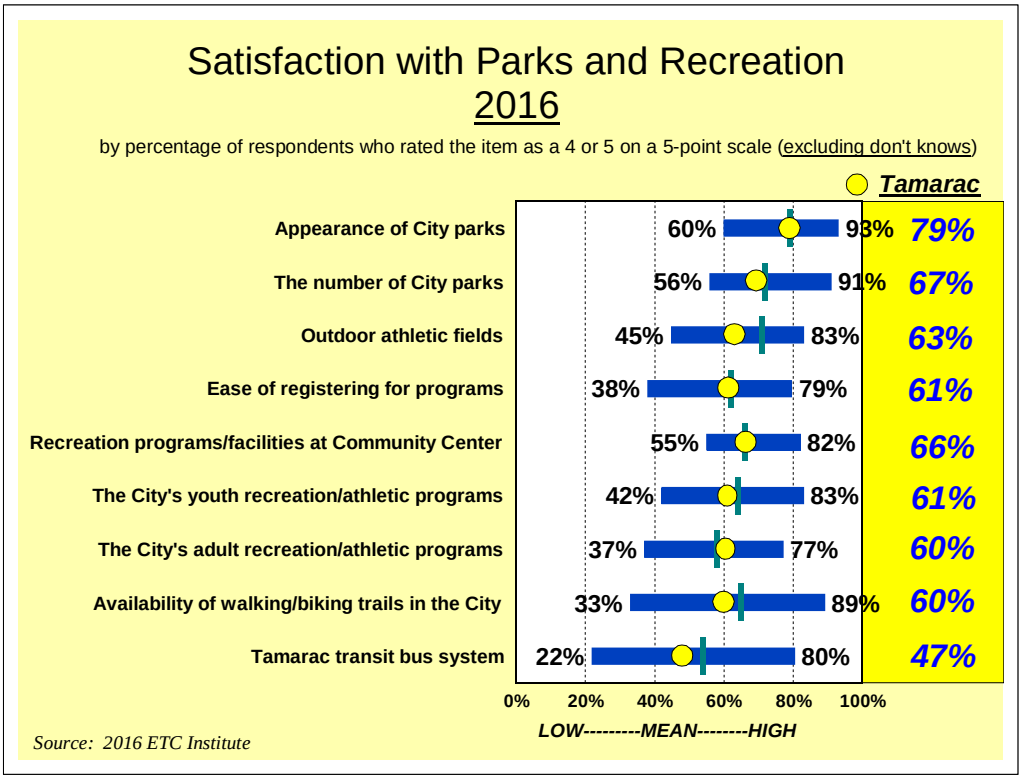

Overall Satisfaction with Public Safety Services
Tamarac vs. the U.S. vs. Florida
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
How quickly police respond to emergencies 71% 71% 69%
Enforcement of local traffic laws 55% 62% 65%
The City's efforts to prevent crime 56% 59% 61%
The visibility of police in neighborhoods 56% 60% 59%
The visibility of police in retail areas 49% 65% 62%
0% 20% 40% 60% 80% 100%
Tamarac Florida U.S.
Source: 2016 ETC Institute

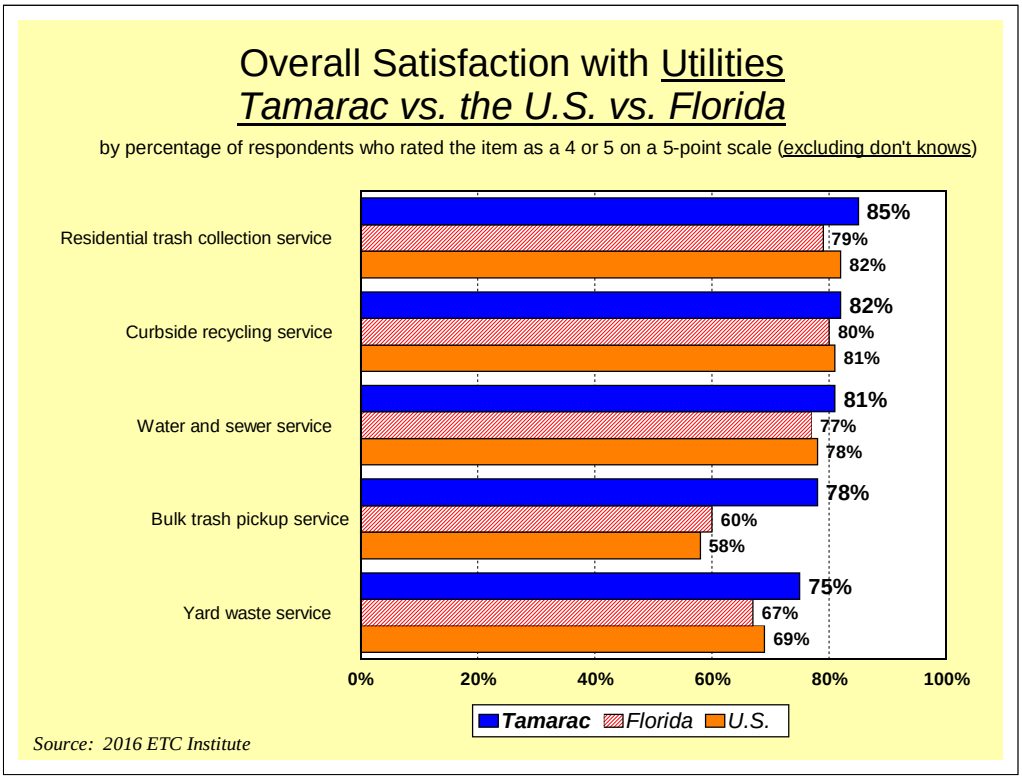

Overall Satisfaction with Public Safety Services - 2016
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Tamarac
Fire rescue response time to medical emergencies
66%
94%
83%
Fire rescue response time to fire emergencies
75%
93%
81%
Police response to emergencies
42%
87%
71%
Enforcement of local traffic laws
43%
81%
55%
The City's efforts to prevent crime
41%
82%
56%
The visibility of police in neighborhoods
39%
81%
56%
The visibility of police in retail areas
46%
75%
49%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2016 ETC Institute

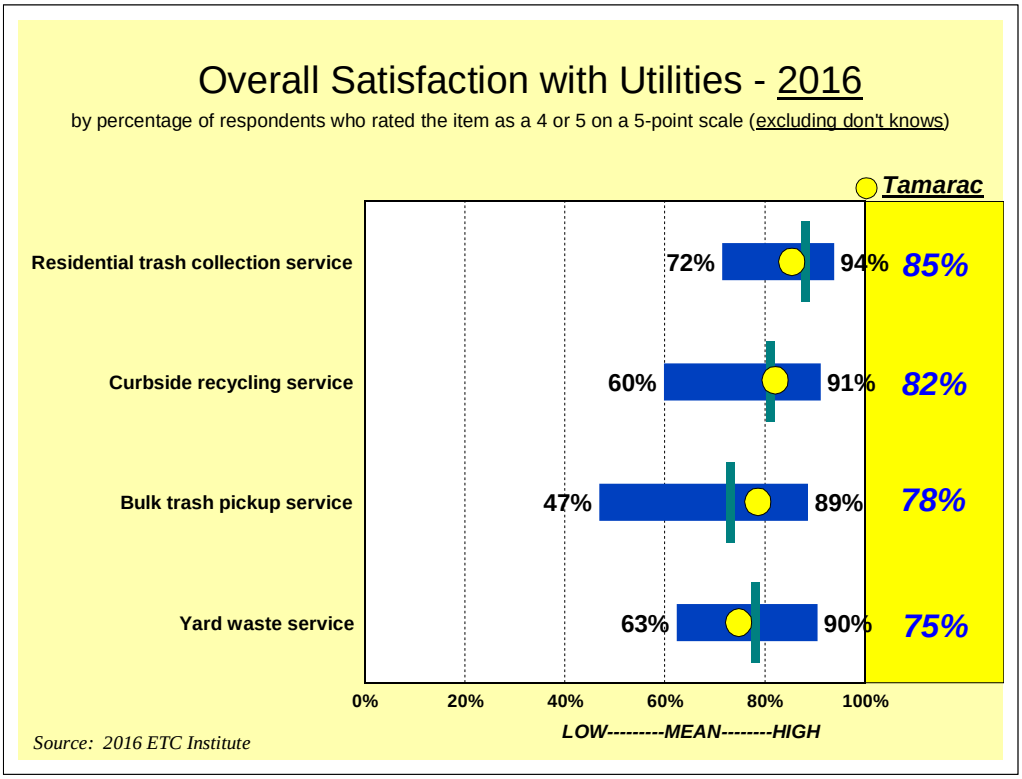

Overall Satisfaction with Maintenance Services
Tamarac vs. the U.S. vs. Florida
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Cleanliness of City streets/public areas
78%
64%
61%
Maintenance of traffic signals/street signs
76%
81%
78%
Maintenance of major City streets
74%
71%
59%
Maintenance of streets in your neighborhood
70%
70%
58%
Adequacy of City street lighting
65%
64%
63%
0%
20%
40%
60%
80%
100%
Tamarac
Florida
U.S.
Source: 2016 ETC Institute

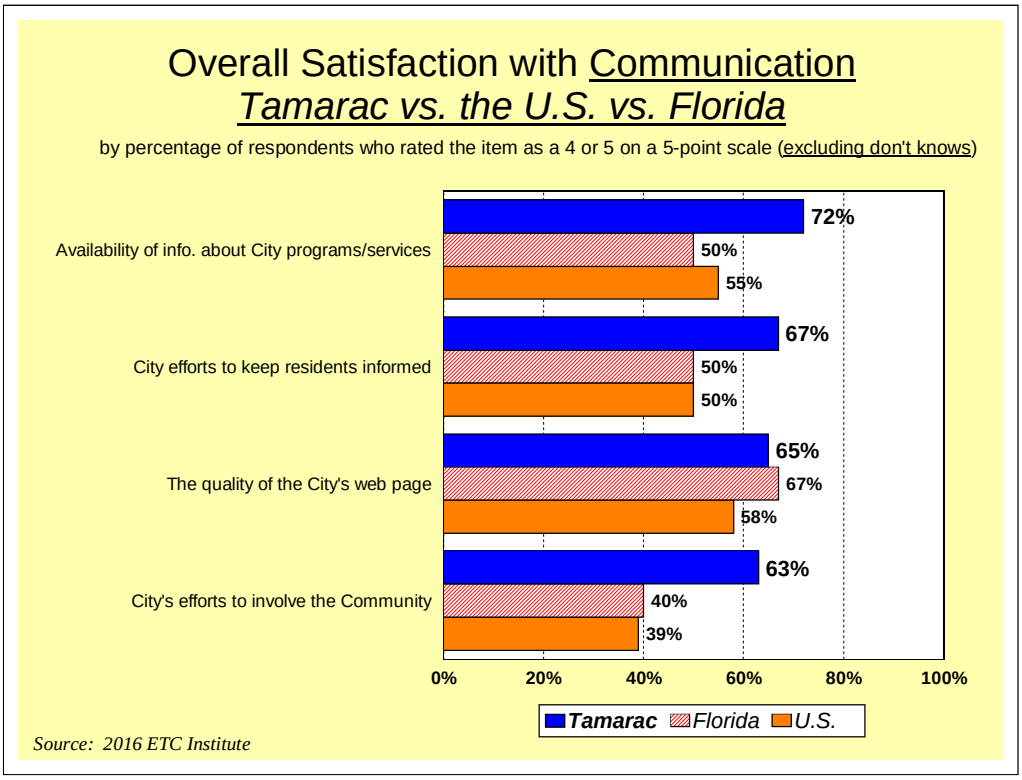

Satisfaction with Maintenance Services
2016
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Tamarac
Maintenance of City buildings
51%
84%
83%
Cleanliness of City streets/public areas
32%
89%
78%
Maintenance of traffic signals/street signs
54%
88%
76%
Landscaping of medians/public areas on major streets
39%
83%
74%
Maintenance of major City streets
22%
85%
74%
Maintenance of streets in your neighborhood
27%
83%
70%
Adequacy of City street lighting
19%
89%
65%
Availability of sidewalks in your neighborhood
27%
84%
56%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2016 ETC Institute

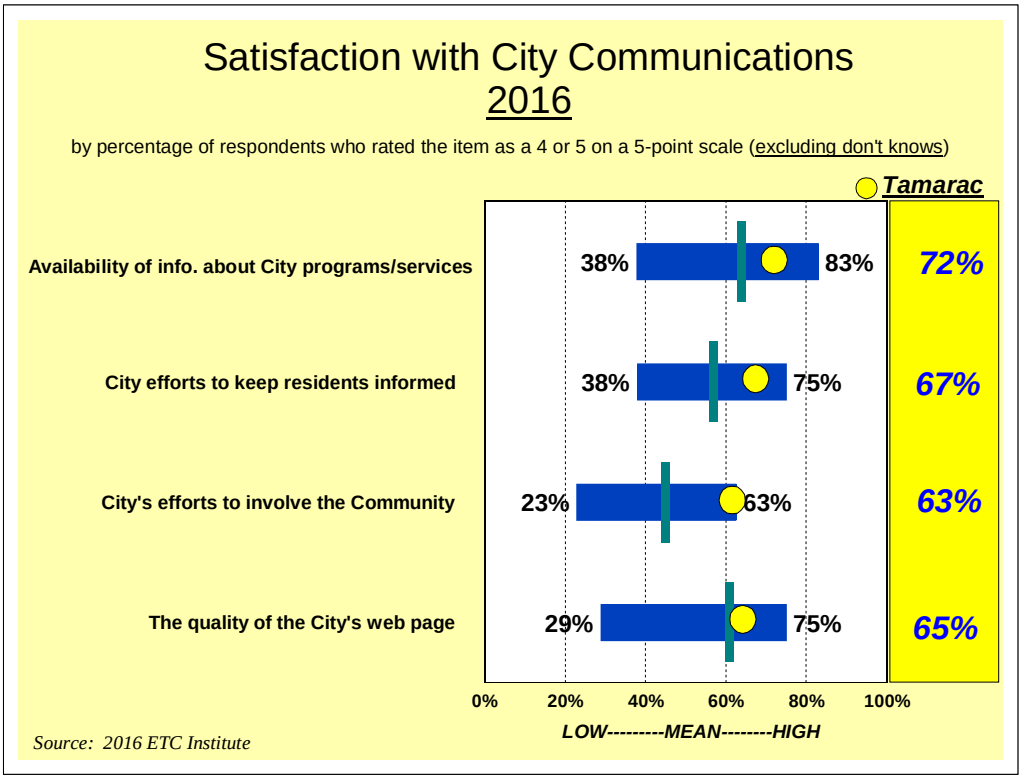

Overall Satisfaction with Parks and Recreation
Tamarac vs. the U.S. vs. Florida
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Appearance of City parks
79%
76%
76%
The number of City parks
67%
71%
69%
Outdoor athletic fields
63%
67%
68%
Ease of registering for programs
61%
54%
61%
The City's youth recreation/athletic programs
61%
59%
68%
The City's adult recreation/athletic programs
60%
50%
52%
Availability of walking/biking trails in the City
60%
56%
53%
0%
20%
40%
60%
80%
100%
Tamarac
Florida
U.S.
Source: 2016 ETC Institute

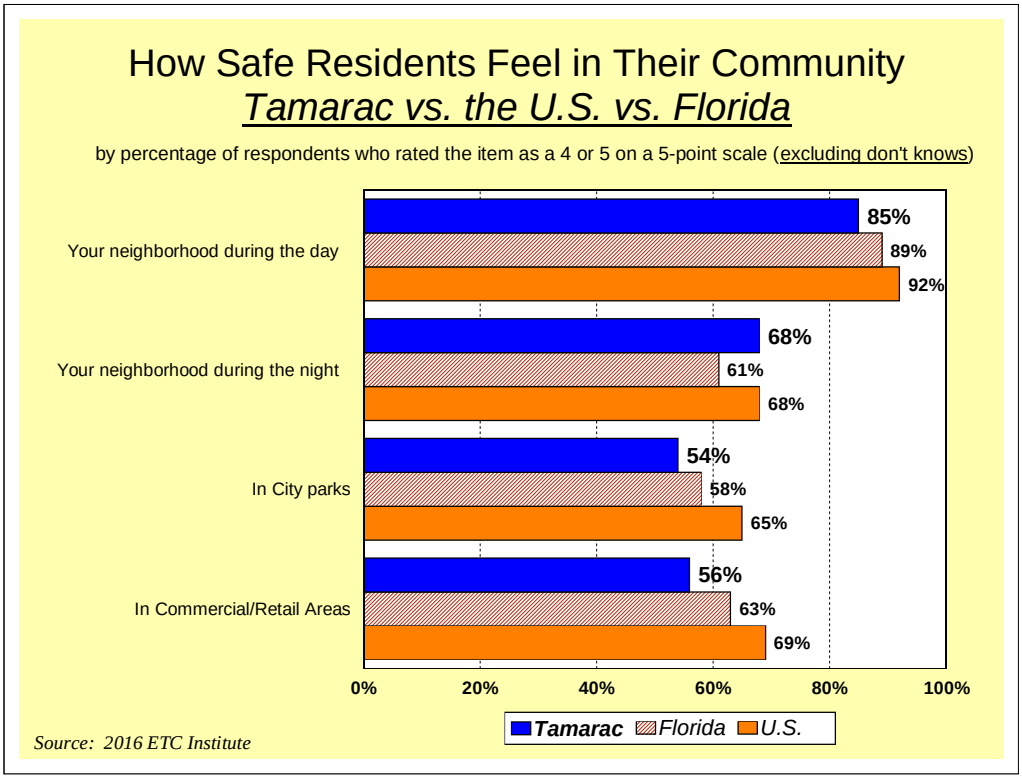

Satisfaction with Parks and Recreation
2016
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Tamarac
Appearance of City parks 60% 93% 79%
The number of City parks 56% 91% 67%
Outdoor athletic fields 45% 83% 63%
Ease of registering for programs 38% 79% 61%
Recreation programs/facilities at Community Center 55% 82% 66%
The City's youth recreation/athletic programs 42% 83% 61%
The City's adult recreation/athletic programs 37% 77% 60%
Availability of walking/biking trails in the City 33% 89% 60%
Tamarac transit bus system 22% 80% 47%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: 2016 ETC Institute

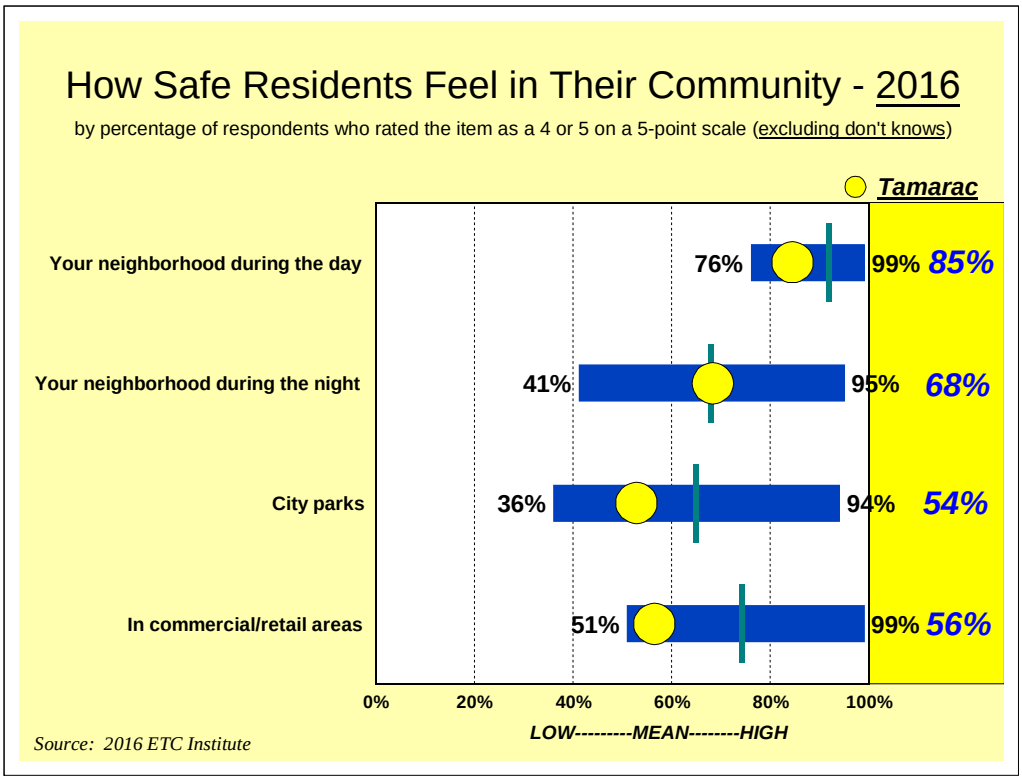

Overall Satisfaction with Utilities
Tamarac vs. the U.S. vs. Florida
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Residential trash collection service 85% 79% 82%
Curbside recycling service 82% 80% 81%
Water and sewer service 81% 77% 78%
Bulk trash pickup service 78% 60% 58%
Yard waste service 75% 67% 69%
0% 20% 40% 60% 80% 100%
Tamarac Florida U.S.
Source: 2016 ETC Institute


Overall Satisfaction with Utilities - 2016
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Tamarac
Residential trash collection service
72%
94%
85%
Curbside recycling service
60%
91%
82%
Bulk trash pickup service
47%
89%
78%
Yard waste service
63%
90%
75%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2016 ETC Institute


Overall Satisfaction with Communication
Tamarac vs. the U.S. vs. Florida
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Availability of info. about City programs/services
72%
50%
55%
City efforts to keep residents informed
67%
50%
50%
The quality of the City's web page
65%
67%
58%
City's efforts to involve the Community
63%
40%
39%
0%
20%
40%
60%
80%
100%
Tamarac
Florida
U.S.
Source: 2016 ETC Institute


Satisfaction with City Communications
2016
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Tamarac
Availability of info. about City programs/services
38%
83%
72%
City efforts to keep residents informed
38%
75%
67%
City's efforts to involve the Community
23%
63%
63%
The quality of the City's web page
29%
75%
65%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2016 ETC Institute


How Safe Residents Feel in Their Community
Tamarac vs. the U.S. vs. Florida
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Your neighborhood during the day
85%
89%
92%
Your neighborhood during the night
68%
61%
68%
In City parks
54%
58%
65%
In Commercial/Retail Areas
56%
63%
69%
0%
20%
40%
60%
80%
100%
Tamarac
Florida
U.S.
Source: 2016 ETC Institute


How Safe Residents Feel in Their Community - 2016
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Tamarac
Your neighborhood during the day
76%
99%
85%
Your neighborhood during the night
41%
95%
68%
City parks
36%
94%
54%
In commercial/retail areas
51%
99%
56%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2016 ETC Institute