

MEMORANDUM

City Manager's Office

To: Mayor and City Commission
From: Dennis W. Beach, City Manager
Subject: Third Customer Service Survey
Date: April 21, 2014



In March of 2010 and April of 2012, Customer Service Surveys were conducted for residents with the goal of benchmarking and improving City services. The surveys were taken from a cross section of City of Pompano Beach residents. In April of this year, the third follow-up Customer Service Survey was completed. The timing of each follow-up survey is 18 months after the previous survey in order to implement initiatives and give residents time to utilize various City services and work with City staff. The surveys enable City staff to analyze and discover meaningful insights in the data, share critical feedback and improve the customer experience citywide.

Results of the second survey conducted in 2012 were encouraging. Numerous programs and initiatives set in motion after the first survey were continued and new ones were created to continue bolstering citizen satisfaction based on the 2012 survey results. (Please see attached initiatives and programs implemented.)

The results of the third survey are even more encouraging and speak to the success of staff initiatives to improve customer service in the City of Pompano Beach. (Comparisons of all three survey results are attached.)

The overall impression of the City of Pompano Beach was rated as very positive with 93.8% of the respondents indicating that their impression was either favorable or very favorable. This rating is up from 60.5% in 2010 and 87.2% in 2012. Conversely, only 0.5 felt the impression of the City was unfavorable, down from 7.3% in 2010 and 1.3% in 2012. The performance of the City government has significantly increased since 2010 by 44.2% with favorable or very favorable rating of 83.3%.

Please note the improvement in Building and Code Compliance satisfaction numbers from 2010 through 2014. Building and permitting improved from 56% approval in 2010 to almost 88% in 2014. Code Compliance improved from 43% in 2010 to over 92% in 2014.

Another survey question that received very positive results was citizen satisfaction with interactions with City employees which is up to 96.8%. Other questions and results about City services and departments have been broken down more distinctively. (Details attached 2014 Customer Service Survey.)

This Customer Service Survey is confirmation that we continue to gain on the objective of improving City services and improving customer satisfaction. With this feedback we will continue our effort to improve our City's customer experience.

Attached to this Memorandum in order is:

- A survey summary spreadsheet for a quick reference comparing the Favorable results from 2010, 2012 and 2014.
- A list of actions, initiatives and programs that have been put in place by City staff to reach the goal of improving attitudes and perceptions towards various City services.
- The survey results report.

Category	2010	2012	2014	Gain (Loss) 2010-2014	Gain (Loss) 2012-2014
Overall Impression	60.5%	87.2%	93.8%	33.3%	6.6%
Quality of service	62.1%	87.3%	91.3%	29.2%	4.0%
City Services					
Satisfied with building and permitting department	56.2%	63.9%	87.8%	31.6%	23.9%
Satisfied with code enforcement	43.4%	62.3%	92.5%	49.1%	30.2%
Satisfied with interaction with city employees	90.1%	94.5%	96.8%	6.7%	2.3%
City Government					
Performance of City Government	39.1%	62.2%	83.3%	44.2%	21.1%
Parks and Recreation					
Satisfied with City parks	96.4%	98.9%	98.3%	1.9%	- 0.6%
Satisfied with City park programs	83.0%	94.7%	92.7%	9.7%	- 2.0%
Public Works					
Satisfied with City roads	75.5%	85.0%	89.8%	14.3%	4.8%
Satisfied with trash collection	94.0%	96.7%	95.6%	1.6%	- 1.1%
Satisfied with drinking water*	82.5%	79.5%	65.5%	N/A	N/A
Satisfied with City drainage	70.4%	82.2%	80.8%	10.4%	- 1.4%
Public Safety					
Satisfied with Fire/EMS	99.3%	98.7%	99.4%	0.1%	0.7%
Satisfied with Fire/EMS response time	99.0%	99.0%	99.4%	0.4%	0.4%
Satisfied with law enforcement	89.5%	83.0%	89.5%	0.0%	6.5%
Crime					
Lower in Pompano Beach	15.5%	20.3%	33.7%	18.2%	13.4%
Same as Elsewhere	59.7%	61.7%	58.5%	- 1.2%	- 3.2%
Higher in Pompano Beach	24.8%	18.0%	7.8%	-17.0%	-10.2%
Feel Safe in Neighborhood (Day)**	N/A	N/A	96.0%	N/A	N/A
Feel Safe in Neighborhood (Night)**	N/A	N/A	84.0%	N/A	N/A
Feel Safe in Parks (Day)**	N/A	N/A	97.3%	N/A	N/A
Feel Safe in Park (Night)**	N/A	N/A	73.6%	N/A	N/A
Beach					
Quality of public beach***	6.87	7.03	8.07	1.20	1.04

* Question was asked only of residents living south of Copans Road starting in 2014

** Questions added in 2014

*** Rated on a scale of 1 – 10, 10 being the best

Actions taken based on 2012 survey:

The City staff worked to improve the quality and delivery of services to the residents, businesses and the general public. Directives, initiatives and training programs that were put in place were the following:

Actions Taken:

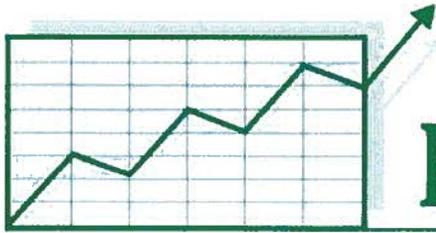
- The Human Resources Department, in collaboration with the Florida Institute of Government of Florida Atlantic University, trained 214 City employees, 30 BSO employees and 10 CGA Code Compliance employees in Concierge Customer Service Training to be more proficient in dealing with customers, be able to create successful responses to complaints and, creating the sense of urgency not currently seen in many organizations.
- City subsequently trained 205 City employees in Tier 2 Concierge Customer Service Training which teaches public sector employees a heightened level of customer service.
- Hired an additional landscape inspector, increasing the City's ability to perform inspections and increased office hours to resolve issues expeditiously.
- Created and implemented Building Department Quick Service Program expediting minor residential and commercial standalone permits.
- Conduct bi-annual Contractor's Forum for Development Service feedback, outreach and customer relations.
- Upgraded the Electronic Plan Review System to enable users with different web browsers the ability to access the system.
- Adopted and implemented the City's Revised Zoning Code completing the first comprehensive rewrite of the Zoning Code in over 50 years to a more user friendly format.
- Established monthly training classes on Electronic Plan Review for contractors, architects, engineers and residents.
- Implemented an Automatic Meter Reading System (AMR) vastly improving the information available to customers regarding monthly water and sewer usage.
- Customer Service Representatives and Field Representatives have all attended Lean Six Sigma training for operational efficiency and customer service improvement.
- The City implemented an 8 ½ x 11 utility statement billing format to include additional information about customer water usage and allowing for deviation of Treasury resources to better serve customers.
- Treasury Division staff now escorts residents to the appropriate area in City Hall if they are unable to assist the customer with their specific inquiry.
- Redesigned City's website to a technologically enhanced, user-friendly, providing more efficient access to City resources.
- Specialized Customer Relations training was provided to 100 Parks, Recreation and Cultural Arts Department employees.

Actions Taken:

- Advertisement banner program at four locations throughout the City that provides the community information about upcoming events and activities.
- Installed five kiosks at various community centers for on-line registration accepting payment via credit card.
- Customer surveys conducted by the Parks, Recreation and Cultural Arts Department personnel at major events.
- The City's website was enhanced pertaining to the Golf Course to provide real-time information for golfers.
- Annual meeting with Golf Pro, Contractor and Golf Course staff to improve customer relations.
- Aquatics Center restrooms were refurbished for better and easier access and ventilation.
- Chair lifts added for easier pool accessibility.
- 101 Utility Department staff received Lean/Six Sigma training for operational efficiency and customer service improvement.
- Increased outreach on water, reuse and stormwater at community events, HOA meetings and City sponsored events.
- Developed a water conservation and money saving workshop, providing two sessions to residents at the annual Health and Financial Wellness Fair.
- Distributed over 1,000 water saving retrofits (showerheads, faucet aerators) to residents.
- Implemented an online backflow testing program reducing customer costs and making the annual backflow testing process easier for residents.
- Incorporated customer service in the new Performance Evaluation Standards for Utility Department staff.
- Completed the Stormwater Masterplan which identified new projects to assist with area flooding. This plan incorporated resident outreach events and a webpage form in order to obtain resident feedback.
- Pilot tested liftstation wraps to improve neighborhood aesthetics.
- Specialized customer service training for 200 Fire Department personnel
- Cultural diversity training for 200 Fire Department personnel
- Updated and revised City website Fire Department page to include transparent/user friendly quarterly statistical report.
- Monthly Fire Chief meetings with Fire Department personnel to improve interdepartmental communication and customer relations.
- Initiated a Quality Assurance Program accomplished through continual interaction and solicitation of feedback from the community served by the BSO.
- BSO Command Staff personnel attend homeowner association, community, business, school, religious and other meetings to share mutual topics of interest with the community.
- Utilization of Sheriff E-Alerts as a means to deliver current and relevant information to our community.
- Established Community Action Team (CAT) to combat crime utilizing Crime Prevention through Environmental Design (CPTED) principles.

Actions Taken:

- Purchased and implemented new automated paperless records management system (Sunguard/OSSI) enabling law enforcement personnel instant access to crime trend data improving efficiencies and enhancing customer service.
- Posted roadway ownership on the City's web site (City, Broward County, FDOT) and who to contact for maintenance and condition of roads to increase public information and understanding.
- Replaced 116 existing cobra head lights with more energy efficient LED lights on two FDOT roadways and one Broward County road; added 25 additional FPL owned street lights on City-owned streets improving illumination and public safety concerns.
- Installed traffic calming speed humps on six City streets to alleviate public concern with speeding in various neighborhoods.
- Improved illumination in Public Municipal Golf Course parking lot by replacing lighting fixtures, trimming/removing trees to resolve public safety concerns.



PMG Associates, Inc.

Economic, Marketing and Management Consultants

Deerfield Beach, FL

Miami, FL

Hendersonville, NC

CITY OF POMPANO BEACH

CUSTOMER SERVICE SURVEY

2014

**CITY OF POMPANO BEACH
CUSTOMER SERVICE SURVEY – MARCH 2014
EXECUTIVE SUMMARY**

The City of Pompano Beach retained the firm of PMG Associates, Inc. (PMGA) to create and complete a survey of the City's residents to determine their attitudes and perceptions towards various city services. The survey was completed and was able to document attitudes, perceptions and opinions the citizens felt. The sample included a cross-section of the community.

METHODOLOGY

The survey instrument used for this engagement was designed by PMG Associates, Inc. of Deerfield Beach, Florida and included input and modification by the City of Pompano Beach.

The sample for this survey was generated using direct mail listings matched with current telephone numbers. This sample generated over 5,000 potential interview subjects. Later, random telephone selection within the universe resulted in the required sample size for this assignment (400). The sampling error associated with this random-sample survey was +/-5 percent at the 95 percent level of confidence.

Respondents were contacted by telephone by the PMGA staff to complete the survey. Telephone calls were made in the late afternoon and early evening during the week and during the day and the evening on the weekends in order to obtain a true representative sampling of the population. All respondents were first qualified to insure that they were in fact City residents prior to initiating the survey. The staff focused on encouraging the respondents to provide their opinion in order to assist the City in ascertaining perceptions regarding the delivery of services.

Quality control was achieved by examination of completed surveys prior to entry into the database for the statistical software package. The tabulations of the data resulted in preparation of tables defining the attitudes and perceptions of the public regarding customer service delivery for the City.

A comparison of 2012 results can be seen in blue, in the brackets, next to the current year's percentages.

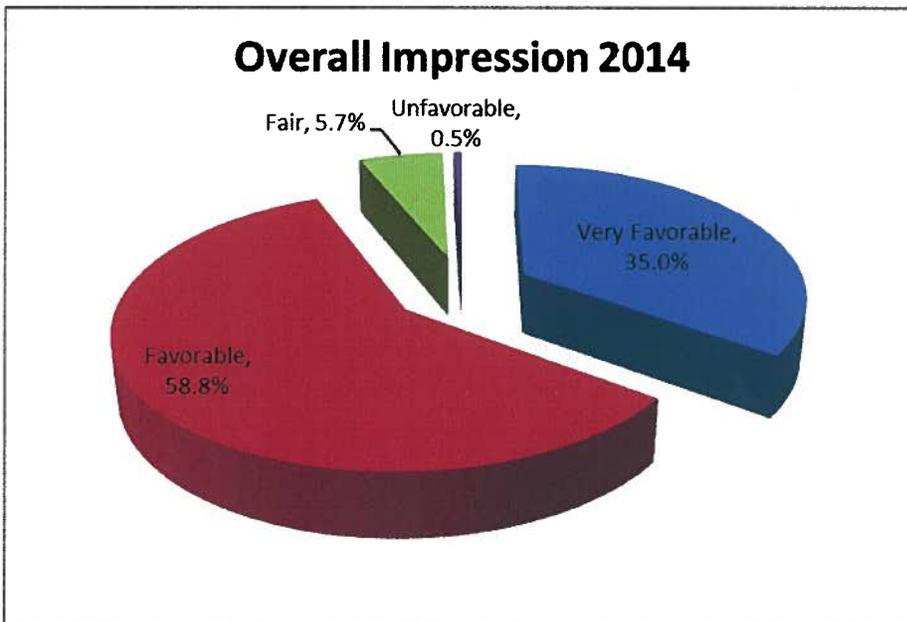
SURVEY RESULTS:

Overall Impression Results and Quality of Services

The overall impression of the City of Pompano Beach was rated as positive with 93.8% (87.2%) of the respondents indicating that their impression was either favorable or very favorable. This was an increase of 6.6%. Conversely only 0.5% (1.3%) felt the impression of the City was unfavorable.

As an explanation of the response of “fair” included in some of the questions, the following should be considered. The category of fair is defined as acceptable/adequate services or satisfaction. This category can be one that the City could look to for a plan of action for possible improvements.

Overall Impression of Pompano Beach



While 5.7% (11.5%) rated the impression of the City as fair, this rating has improved dramatically since the last survey, but opportunities to educate or convince residents in this group that the City is doing a better job is still available. There are a number of ways to accomplish this such as:

- ◆ Continued community outreach
- ◆ Continued press releases regarding the positive actions of the City
- ◆ Continued listing of programs that improve the image of the City – current and future
- ◆ Continue to publicize how Pompano Beach differs from the surrounding areas
- ◆ Continued education and publicity regarding the uniqueness of Pompano Beach

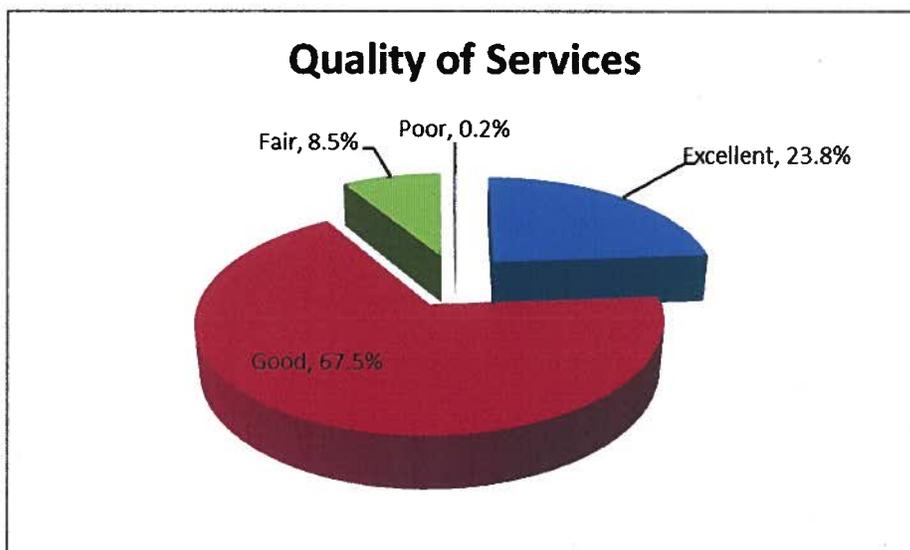
When asked about the quality of service that are received by the residents, it was found that most residents rated the City positively with 91.3 % (87.3%) stated the services were excellent or good, 8.5% (11.5%) stated fair and only 0.2% (1.0%) rated the service quality as poor.

Observations and opportunities and points to consider for the future:

23.8% (13.0%) of the respondents ranked the quality of the delivery of services as excellent or a 10.8% increase. Again although this is an improvement in the perceived quality of service delivery, this finding can be looked upon as another opportunity. One goal could be the continued expansion of the number of responses in the excellent and good categories. Some ways that this could happen are:

- ◆ Those employees who have contact with the public should ask the resident specifically how they felt this service was rendered. A simple follow-up to that would be to ask also “how can we improve or make this better for the citizens?” Of course all direct line personnel should have the necessary paperwork at their finger tips to write up (good and bad) what the public shares with them.
- ◆ Supervisory level personnel could take these suggestions and discuss them within the framework of the management their own department/division of the City.
- ◆ Management and staff should work on steps to improve the delivery of services.

Rate the quality of services that you receive from Pompano Beach



Interaction with City Employees

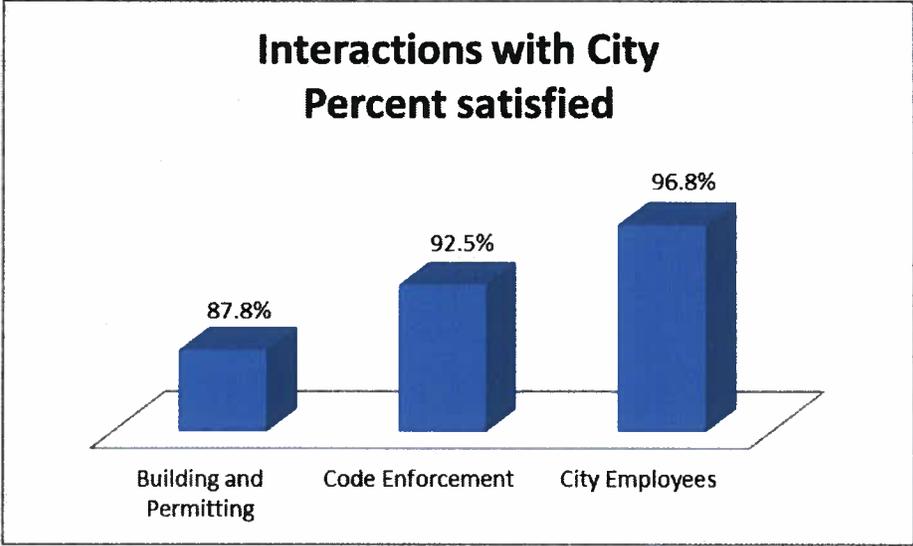
The percentages and charts listed below show interesting dichotomies when compared to each other and the overall satisfaction rating of the City employees. Overall, citizen’s satisfaction with their encounter with city employees was 96.8% (94.5%), while some specific departments within the City had a lower rating. Specific departments that the residents were asked about were: Building and Permitting and Code Enforcement. The entire sample of respondents was asked if they had used or interacted with those departments and if they had, the survey continued and inquired as to their satisfaction with that department or that interaction. Only those who had direct experience were asked to rate the satisfaction or interaction. The results show that the satisfaction with both departments is increasing.

Observations and opportunities and points to consider for the future:

Both of these departments have improved resident interaction satisfaction ratings. The continuous efforts that have been made over the past year need to continue as improved results have been seen. Various municipal entities throughout the state have implemented programs to combat this type of rating. The department could initiate the following:

- ◆ Compose various types of short, to the point questionnaires/surveys for users to complete. As many entities throughout the state have this type of document on file, the initial form should be obtainable. It can then be customized for the City’s use.
- ◆ Institute “Counter Surveys” for the residents, builders and other users to fill-out and deposit in a sealed container. The contained should be secured, collected tabulated frequently. A short report or page analysis can then be completed with the perceptions/suggestions of the users.
- ◆ Have staff complete follow-up calls to the “customers” of the departments after the services have been completed to find out “how are we doing?”

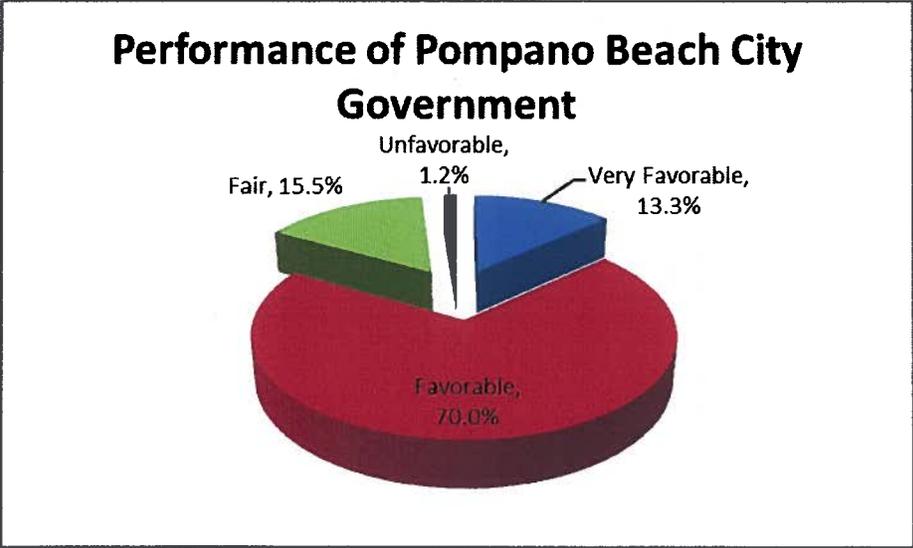
Used building and permitting department	22.5% (36.7%)
Satisfied with building and permitting department (percentage is of those that used these services)	87.8% (63.9%)
Interacted with code enforcement	23.3% (28.5%)
Satisfied with code enforcement (percentage is of those that used these services)	92.5% (62.3%)
Interacted with City employee	46.5% (55.0%)
Satisfied with interaction with City employee (percentage of those who interacted with City Employees)	96.8% (94.5%)



Performance of Pompano Beach City Government:

When rating the performance of the City Government, 83.3% (62.2%) of the respondents answered either very favorable or favorable. As can be seen, this is an improvement of 34%. 15.5% (33.3%) rated the city government performance as fair. 1.2% (3.7%) rated the performance as unfavorable. One again all rating categories are moving in the correct direction – satisfaction of the city’s residents.

Rate the Performance of Pompano Beach Government



Observations and opportunities and points to consider for the future:

The overall perception and impression of the residents in the performance of city government has improved since the last survey. While strides have been made, the continued improvements made should become something that the City should to evaluate and institute enhancement programs. Many times the staff of a municipality is doing a great job but the information just is not available to the public for a variety of reasons. A few points to consider for the future could be:

- ◆ Public announcements regarding awards received by employees/departments.
- ◆ Handouts/overhead projection at commission meetings regarding receipt of grants/awards, etc.
- ◆ Partnerships/working relationships that the City has entered into with other entities/governments.
- ◆ “how we did this past quarter report”
- ◆ Community meetings/ways to involve the community at-large
- ◆ PSA’s regarding enhancement programs

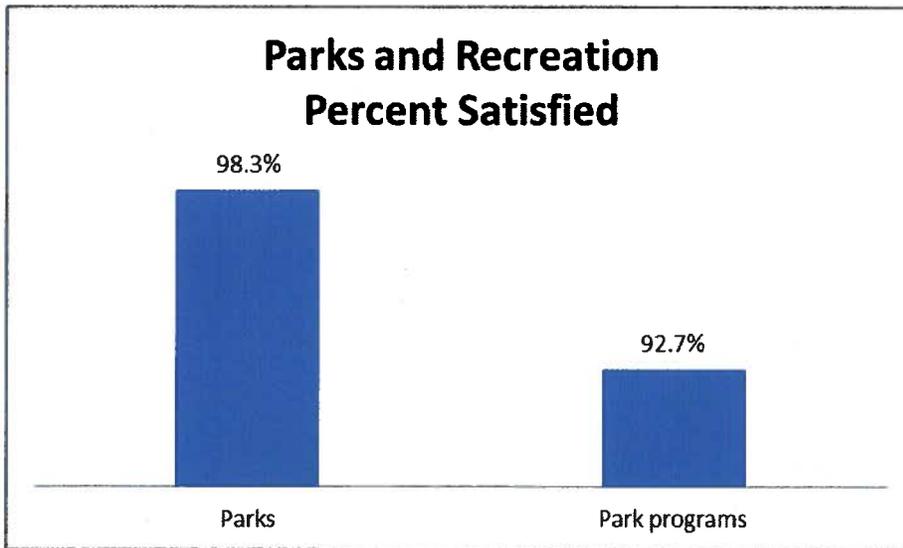
Each of the functional areas of the City services is addressed separately.

Areas of inquiry:

Parks and Recreation

The results of these questions show that most respondents who used the facilities were satisfied with the parks and the programs.

Used a City park	73.7% (67.8%)
Satisfied with City parks	98.3% (98.9%)
Satisfied with City park programs*	92.7% (94.7%)
*4.2% (2.8%) of respondents could not answer this question, likely due to no program use	



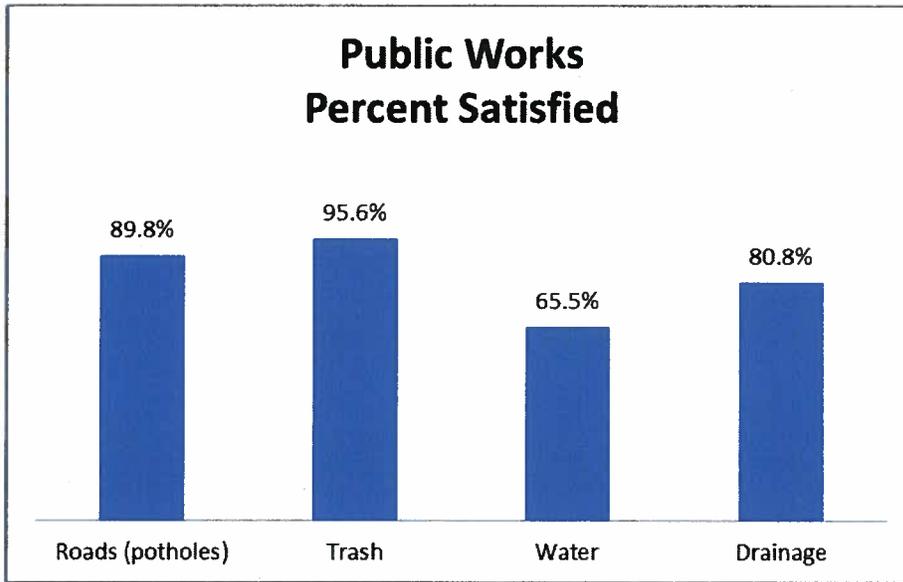
Public Works

The areas that are described below indicate that the department with the highest rating of satisfaction was trash collection 95.6% (96.7%). The other departments such as City roads (potholes), drainage and drinking water all rated from a low of 79.5% (79.5%) to a high of 85.0% (85.0%).

Observations and opportunities and points to consider for the future:

All departments need to explain their exact roles and the tasks that they are charged to do. An example would be to detail which roads that the department is responsible for the maintenance. Projects that are possible or pending for future improvements could be detailed in all areas in order to educate the residents as to the actions of the departments.

Satisfied with City roads	89.8% (85.0%)
Satisfied with trash collection	95.6% (96.7%)
Satisfied with City drinking water	65.5% (79.5%)
Satisfied with City drainage	80.8% (82.2%)



Public Safety

The provision of Fire/EMS services were rated highly by the residents of Pompano Beach, as was response time. Satisfaction with Fire/EMS service delivery was found to be at 99.5% (98.7%). Satisfaction with Fire/EMS response time was stable at 99.5% (99.0%).

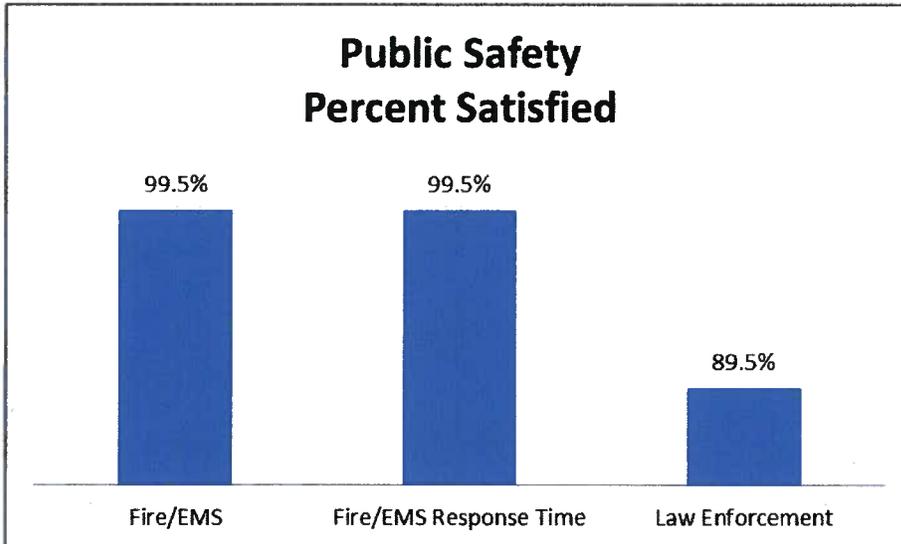
Regarding satisfaction with law enforcement, the majority of residents 89.5% (83.0%) were either very satisfied or satisfied with the services, but this percent has decreased since the last survey. 10.5% (16.7%) of those surveyed stated that they were either unsatisfied or very unsatisfied with the services.

Observations and opportunities and points to consider for the future:

The provision of these services is always highly perceived by the public, so that the satisfaction rating is something that needs to be examined. Points to consider for action could be:

- ◆ Comparison of satisfaction ratings of the City services in these highly visible areas to municipalities of similar size.

Satisfied with Fire/EMS	99.5% (98.7%)
Satisfied with Fire/EMS response time	99.5% (99.0%)
Satisfied with law enforcement	89.5% (83.0%)



Public's Perception of Crime

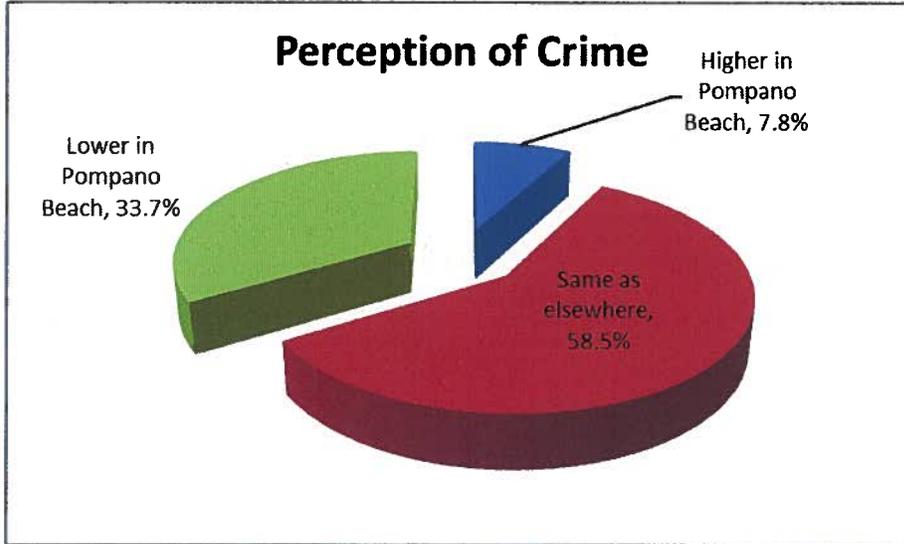
The perception that the residents have of crime in their City is an important area. The percentages listed below show that the perception of crime by the citizens has become more positive. When we isolate the percentages we find that 7.8% (18.0%) of the respondents felt that crime was higher in Pompano Beach than in other cities in South Florida. It should also be pointed out that only 33.7% (20.3%) felt that crime was lower in the City than in neighboring communities. Those percentages for "same" are 58.5% (61.7%)

Observations and opportunities and points to consider for the future:

Some possible actions that could continue to facilitate the change in crime perception are:

- ◆ News releases regarding the exact status of crime statistics.
- ◆ Announcement of current and proposed crime fighting programs and how this will assist the City.
- ◆ More Community outreach on behalf of the department.
- ◆ Trend analysis of crimes in the past and the publication of those analyses

Lower In Pompano Beach	33.7% (20.3%)
Same as Elsewhere	58.5% (61.7%)
Higher in Pompano Beach	7.8% (18.0%)



Impression of the Beach

On a scale of 1 to 10 (1 being the worst, 10 being the best), respondents rated the quality of Pompano Beach’s Public Beach an average of 8.07 (7.03).

**CITY OF POMPANO BEACH
CITY-WIDE SURVEY
JANUARY 2014**

1- Have you ever used a City Park?

Response	Number	Percent
Yes	295	73.7
No	105	26.3
Total	400	100.0

2- How satisfied are you with the city's parks?

Response	Number	Percent
Very Satisfied	101	34.2
Satisfied	189	64.1
Unsatisfied	5	1.7
Total	295	100.0

*Numbers and percents only out of those that have used a city park

3- How satisfied are you with the programs offered by the Parks and Recreation Department?

Response	Number	Percent
Very Satisfied	86	21.5
Satisfied	285	71.2
Unsatisfied	11	2.8
Very Unsatisfied	1	0.3
No Answer	17	4.2
Total	400	100.0

4- How satisfied are you with the “Special Events” that the city offers during the year? Examples of which could be Music under the Stars, the Green Market, Happy Hour at the Beach, Martin Luther King Blvd. Events, ETC.

Response	Number	Percent
Very Satisfied	126	31.5
Satisfied	228	57.0
Unsatisfied	15	3.8
No Answer	31	7.7
Total	400	100.0

5- How satisfied are you with the city’s Fire/EMS service delivery?

Response	Number	Percent
Very Satisfied	183	45.7
Satisfied	215	53.7
Unsatisfied	1	0.3
No Answer	1	0.3
Total	400	100.0

6-How would you rate the response time of the Fire/EMS Service?

Response	Number	Percent
Very Satisfied	182	45.4
Satisfied	216	54.0
Unsatisfied	1	0.3
No Answer	1	0.3
Total	400	100.0

7- How satisfied are you with the law enforcement services in the City of Pompano Beach?

Response	Number	Percent
Very Satisfied	99	24.8
Satisfied	259	64.7
Unsatisfied	32	8.0
Very Unsatisfied	10	2.5
Total	400	100.0

8-What is your perception of crime in the City of Pompano Beach as compared to other cities in South Florida?

Response	Number	Percent
Crime is higher in Pompano Beach	31	7.8
Crime is the same	234	58.5
Crime is lower in Pompano Beach	135	33.7
Total	400	100.0

9-How safe do you feel in your neighborhood during the day?

Response	Number	Percent
Very safe	151	37.8
Safe	233	58.2
Unsafe	13	3.2
Very unsafe	3	0.8
Total	400	100.0

10-How safe do you feel in your neighborhood during at night?

Response	Number	Percent
Very safe	96	24.0
Safe	240	60.0
Unsafe	54	13.5
Very unsafe	10	2.5
Total	400	100.0

11-How safe do you feel in the City parks during the day?

Response	Number	Percent
Very safe	86	29.3
Safe	200	68.0
Unsafe	6	2.0
Very unsafe	2	0.7
Total	294	100.0

* Numbers and percents only out of those that use parks during the day

12-How safe do you feel in the City parks during at night?

Response	Number	Percent
Very safe	31	11.9
Safe	161	61.7
Unsafe	58	22.2
Very unsafe	11	4.2
Total	261	100.0

* Numbers and percents only out of those that use parks at night

13-What are your public safety concerns within the City of Pompano Beach?

Home break-in	80	Speed bumps	2
Frequency of visible marked units	62	Littering	2
Traffic enforcement	61	Bridge is too narrow	1
Juvenile crime	58	Health guidelines for businesses	1
Vehicle break-in/theft	58	Bad cops	1
Identity theft	48	Traffic signals change too quickly	1
Elderly crime/abuse	38	Vandalism	1
Beach safety	12	Unclean waterways	1
Drug use	12	Own police department	1
Loitering	6	Police drive too fast	1
More street lights	6	Unsafe public buses	1
Safety of children	2	Racial profiling	1
More lifeguards	2	Robberies	1

14- How satisfied are you with the city roads and the repair of potholes?

Response	Number	Percent
Very Satisfied	58	14.5
Satisfied	301	75.3
Unsatisfied	38	9.5
Very Unsatisfied	3	0.7
Total	400	100.0

15- How satisfied are you with the city's trash collection?

Response	Number	Percent
Very Satisfied	141	35.3
Satisfied	241	60.3
Unsatisfied	15	3.7
Very Unsatisfied	2	0.5
No Answer/Opinion	1	0.2
Total	400	100.0

16-Do you live South of Copans Road?

Response	Number	Percent
Yes	305	76.2
No	95	23.8
Total	400	100.0

17- If yes, how satisfied are you with the city's overall drinking water quality?

Response	Number	Percent
Very Satisfied	41	13.4
Satisfied	159	52.1
Unsatisfied	77	25.3
Very Unsatisfied	28	9.2
Total	305	100.0

*Numbers and percents only out of those living South of Copans Road.

18-Have you ever used the city's Building and Permitting Department?

Response	Number	Percent
Yes	90	22.5
No	310	77.5
Total	400	100.0

19- How satisfied are you with the city's Building and Permitting Department?

Response	Number	Percent
Very Satisfied	26	28.9
Satisfied	53	58.9
Unsatisfied	7	7.8
Very Unsatisfied	3	3.3
No Answer/Opinion	1	1.1
Total	90	100.0

*Numbers and percents only out of those that answered "yes" to question #18

20- Have you ever interacted with the city's Code Enforcement Department?

Response	Number	Percent
Yes	93	23.3
No	307	76.7
Total	400	100.0

21- How satisfied are you with the city's Code Enforcement Department?

Response	Number	Percent
Very Satisfied	18	19.4
Satisfied	68	73.1
Unsatisfied	3	3.2
Very Unsatisfied	4	4.3
Total	93	100.0

*Numbers and percents only out of those that answered "yes" to question #20

22- Have you ever interacted with a city employee?

Response	Number	Percent
Yes	186	46.5
No	214	53.5
Total	400	100.0

23- Did you receive good customer service from that city employee?

Response	Number	Percent
Very Satisfied	78	41.9
Satisfied	102	54.9
Unsatisfied	4	2.2
Very Unsatisfied	1	0.5
No Answer/Opinion	1	0.5
Total	186	100.0

*Numbers and percents only out of those that answered “yes” to question #22

24- How satisfied are you with the city’s drainage? Would you say that you are:

Response	Number	Percent
Very Satisfied	43	10.8
Satisfied	280	70.0
Unsatisfied	56	14.0
Very Unsatisfied	20	5.0
No Answer/Opinion	1	0.2
Total	400	100.0

25- On a scale of 1 to 10 (1 being the worst, 10 being the best) how would you rate the quality of Pompano Beach’s public beach?

Average Rating: 8.07
 Standard Deviation: 1.58
 Median Rating: 8

26- My overall impression of the City of Pompano Beach is:

Response	Number	Percent
Very Favorable	140	35.0
Favorable	235	58.8
Fair	23	5.7
Unfavorable	2	0.5
Total	400	100.0

27- How would you rate the performance of Pompano Beach City Government?

Response	Number	Percent
Very Favorable	53	13.3
Favorable	280	70.0
Fair	62	15.5
Unfavorable	5	1.2
Total	400	100.0

28-How would you rate the quality of the services that you receive from the City of Pompano Beach?

Response	Number	Percent
Excellent Quality	95	23.8
Good Quality	270	67.5
Fair Quality	34	8.5
Poor Quality	1	0.2
Total	400	100.0

Demographics

29-How long have you lived in Pompano Beach?

Response	Number	Percent
One year or less	15	3.8
Between 1 year and 5 years	92	23.0
Between 6 years and 13 years	102	25.5
Between 14 years and 20 years	63	15.7
Over 20 years	126	31.5
No Answer	2	0.5
Total	400	100.0

30- What is your age range? How old are you?

Response	Number	Percent
18 to 25	4	1.0
25 to 35	29	7.2
35 to 55	120	30.0
55 to 65	114	28.5
Over 65	133	33.3
Total	400	100.0

31-How many children are in your household under the age of 18?

Response	Number	Percent
0	288	72.0
1	51	12.8
2	50	12.5
3	11	2.7
Total	400	100.0

Average: 0.46 children

Standard Deviation: 0.816

32-Race:

Response	Number	Percent
White	220	55.0
Hispanic	42	10.5
Black/African American	115	28.7
Asian	2	0.5
Caribbean Islander	11	2.8
Native American	2	0.5
No Answer	8	2.0
Total	400	100.0

33-Gender:

Response	Number	Percent
Female	240	60.0
Male	160	40.0
Total	400	100.0