Life's Just Better Here

City of Wilton Manors
Report on Resident Survey Results
April 2018

INTRODUCTION

In order to analyze the external environments of the City of Wilton Manors, a questionnaire was administered to residents to assess their strategic planning priorities and government service satisfaction levels. The questionnaire was mailed to all residents via the City's newsletter. The data from the questionnaires were entered into a statistical database and the analyses of the data are presented later in the report. A total of 262 resident surveys were completed. This sample of respondents is statistically representative of the entire population of the City of Wilton Manors. Using a 90% confidence level for a population of 11,000-12,000, the margin of error is $\pm$ 7%.

The purpose of this report is to describe and highlight some of the most important demographic characteristics of the resident survey respondents, as well as summarize the findings of the resident survey that was administered in January 2018. In addition, the results from the July 2014 resident survey are compared to the new results from January 2018.

FINDINGS OF THE RESIDENT SURVEY

Demographics

Table 1 lists the percentages for the number of years the respondents have lived in the City of Wilton Manors. For the 2018 resident survey, the majority of the respondents own their homes (91%) and 9% currently rent their home. Twenty-six percent of the respondents live in east side of the city, 50% live in the central area, and 24% live in the west side of the city. In 2014 and 2018, the highest percentage of the residents who completed the surveys have lived in Wilton Manors for 0-5 years. Fourteen percent of the residents in both 2014 and 2018 lived in Wilton Manors for 11-15 years. In 2014, 13% of residents lived in Wilton Manors for 31 years or more, and that dropped down to 12% in 2018.

Table 1. Years Respondents have Lived in the City of Wilton Manors. 2014 and 2018.

Number of Years Lived in Wilton Manors	Percent of 2014 Sample	Percent of 2018 Sample	Number of Years Lived in Wilton Manors	Percent of 2014 Sample	Percent of 2018 Sample
0-5 years	33%	26%	16-20 years	9%	17%
6-10 years	21%	17%	21- 30 years	10%	13%
11-15 years	14%	14%	31 years or more	13%	12%

The ages of residents who completed the survey in 2014 and 2018 are shown in Table 2. The youngest resident to complete the survey is 18 years old and the oldest resident is 86 years old. The mean age is 60.45 years old. In 2018, 1% of the respondents indicated they are age 18 or younger, 7% are between the ages of 19 and 44, 68% are between ages 45-69, and 24% are 70 or older. Compared with 2014, the most surveys in 2018 were still completed by residents ages 45-69. The second highest percentage in 2014 was ages 19-44, but in 2018 the second highest percentage was ages 70 or older. The third highest percentage in 2014 was ages 70 or older, and the third highest percentage in 2018 was ages 19-44. In both 2014 and 2018, 1% of residents completing the survey were 18 or younger.

Table 2. Ages of Respondents. 2014 and 2018.

Ages of residents who completed the survey	Percent of 2014 Sample	Percent of 2018 Sample
18 or younger	1%	1%
19-44	23%	7%
45-69	61%	68%
70 or older	15%	24%

The percentages for household size, number of children, and number of senior adults are shown in Table 3. The results from 2014 and 2018 are very similar. In 2014 and 2018, the highest percentage of the houses had 0 people over the age of 66 in the household, the second highest percentage had 1 person over the age of 66 in the household, and the lowest percentage had 2

Table 3. Household size, number of children and adults over the age of 66. 2014 and 2018.

Number of Children 18 or younger	Percent of 2014 Sample	Percent of 2018 Sample
0 Children	92%	93%
1 Child	5%	5%
2 Children	3%	1%
Household Size	**Percent of 2014 Sample**	**Percent of 2018 Sample**
1 person	35%	36%
2 people	52%	54%
3 people	8%	7%
4 people	4%	2%
5 people or more	1%	1%
Number of Adults 66 and Older	**Percent of 2014 Sample**	**Percent of 2018 Sample**
0 people	67%	45%
1 person	24%	36%
2 people	9%	19%

people over the age of 66 in the household. Generally, respondents to the survey reflect the general population characteristics of the City as enumerated by the U.S. Census Bureau.

Reasons for Living in the City of Wilton Manors

Residents were also asked to rate the importance of the reasons they live in the City of Wilton Manors. Table 4 shows the results for 2014 and 2018. According to the 2014 results, the top ranked reason for living in the City is good city services, and the least important reason for living in the City is access to good education institutions. In 2018, the top ranked reason for living in the City is still good city services, and the least important reason for living in the City is still access to good education institutions. After good city services, the next three reasons for living in the City of Wilton Manors are still the same in 2014 and 2018, but with different priorities. In 2014, the residents' top 4 reasons for living in the City of Wilton Manors were good city services, small town feel, diverse population, and proximity to nightlife and restaurants. In 2018, it was good city services, diverse population, proximity to nightlife and restaurants, and small town feel. The last three reasons for living in the City of Wilton Manors were the same in 2014 and 2018 with the same priorities—quality health care and social services, access to natural resources, and access to good education institutions.

Table 4. Respondents' reasons for living in the City of Wilton Manors. 2014 and 2018.

	Percent of 2014 Sample					*Percent of 2018 Sample*				
	NI	SU	N	SI	VI	NI	SU	N	SI	VI
Good City services	1%	1%	6%	29%	63%	2%	1%	7%	25%	66%
Diverse population	6%	4%	14%	24%	52%	8%	5%	11%	23%	54%
Proximity to nightlife & restaurants	6%	5%	11%	33%	46%	9%	7%	10%	27%	48%
Small-town feel	2%	3%	11%	31%	53%	6%	4%	11%	32%	47%
Quality health care & social services	8%	4%	26%	28%	34%	9%	7%	25%	25%	34%
Access to natural resources	12%	7%	19%	33%	29%	17%	6%	26%	24%	28%
Access to good education institutions	37%	7%	25%	12%	18%	36%	6%	26%	12%	20%

NI=Not Important; SU=Somewhat Unimportant; N=Neither; SI=Somewhat Important; VI=Very Important

The 2018 survey included a question asking residents to identify three words to describe Wilton Manors to an out-of-town friend. Table 5 lists the various general categories of responses observed, ordered in terms of their popularity. Based on the 2018 respondents who answered the

question, many (23%) included a reference to the community's diverse and inclusive character. Other respondents described the city as friendly (14%), with a small-town feel (12%). Comparatively, the 2014 respondents chose fun, friendly, and diverse as their top three words to describe the City of Wilton Manors.

In 2018, some residents (9%) described Wilton Manors negatively, with comments referring to a perception of high taxes and high crime rates. These types of comments were grouped together as one category.

Table 5. List and Ranking of Responses to "Three Word" Survey Question. 2018.

Categories	Total Number of Comments	Percent of all Comments
Diverse/Inclusive	85	23%
Friendly	53	14%
Small-town Feel	45	12%
Negative Comments (i.e., high taxes & crime)	34	9%
Convenient	31	8%
Lively and Fun	27	7%
Clean, Well Maintained, Beautiful	27	7%
Comfortable	24	6%
Safe	18	5%
Quiet	13	4%
Expensive	12	3%
Well Governed	7	2%

Quality of Life and Perceptions of Neighborhoods

Residents were asked to rate the quality of life in their neighborhood, and Figure 1 illustrates the 2014 and 2018 results (see next page). In 2014, 60% rated the quality of life in their neighborhood as excellent, 36% rated it as average, and 4% rated it as poor. In 2018, 59% rated the quality of life in their neighborhood as excellent, 36% rated it as average, and 5% rated it as poor. There is very little difference found in the survey results that range from 2014 to 2018, indicating that the majority of survey respondents still think the quality of life in their neighborhood rates as excellent. Similarly, the exact percentage of respondents rated the quality of life in their neighborhood as average in 2014 and in 2018.

Figure 2 shows the rating of the quality of life in the City of Wilton Manors for 2014 and 2018. In 2014, 57% rated the quality of life in the City of Wilton Manors as excellent, 41% rated it as average, and 3% rated it as poor. In 2018, 54% of the respondents rated the quality of life in

the City of Wilton Manors as excellent, 42% rated it as average, and 4% rated it as poor. There is a slight decline of the overall perceived quality of life for respondents that answered excellent in 2018 compared to the 2014 results. The resulting effects are the increases in the average and poor ratings in 2018.
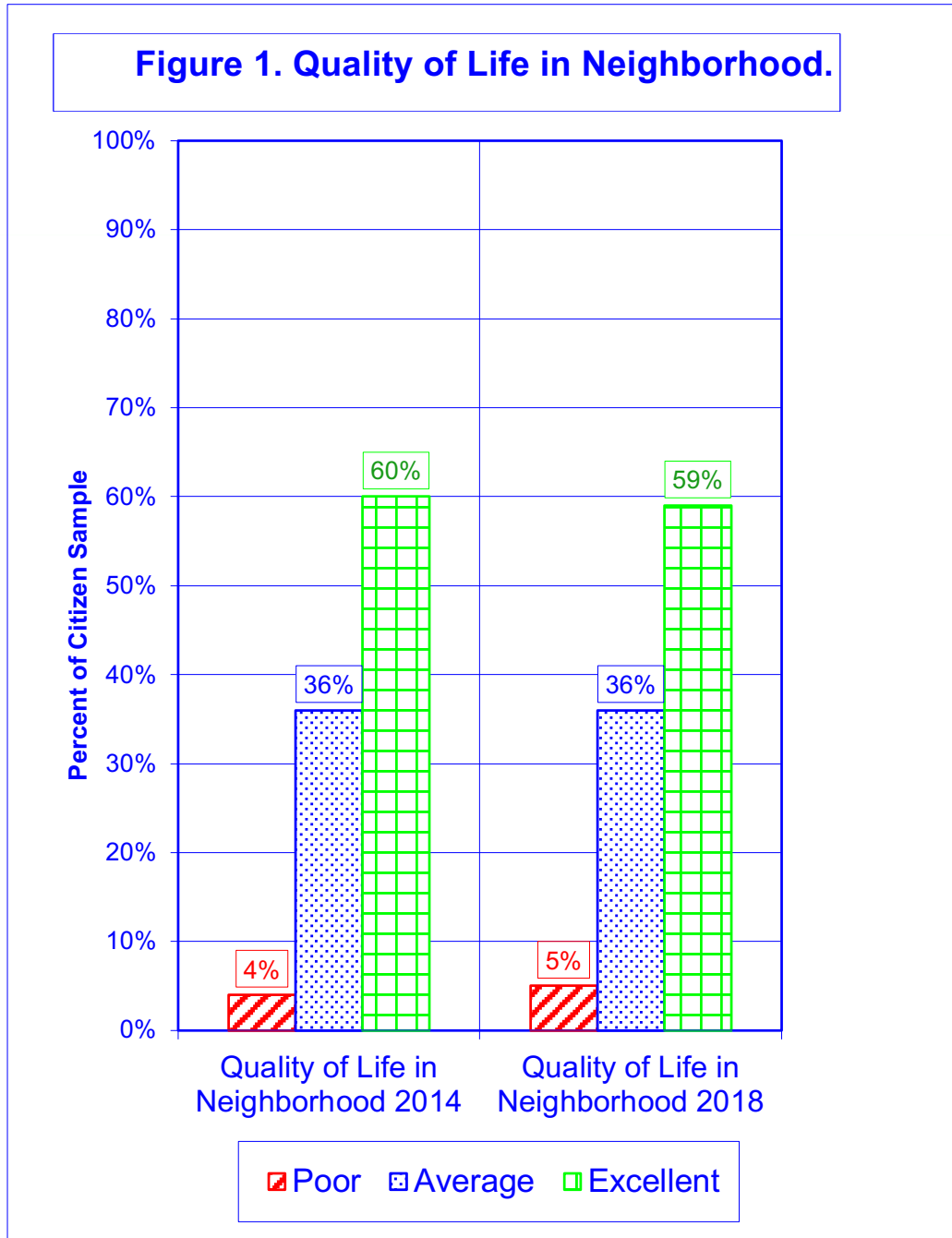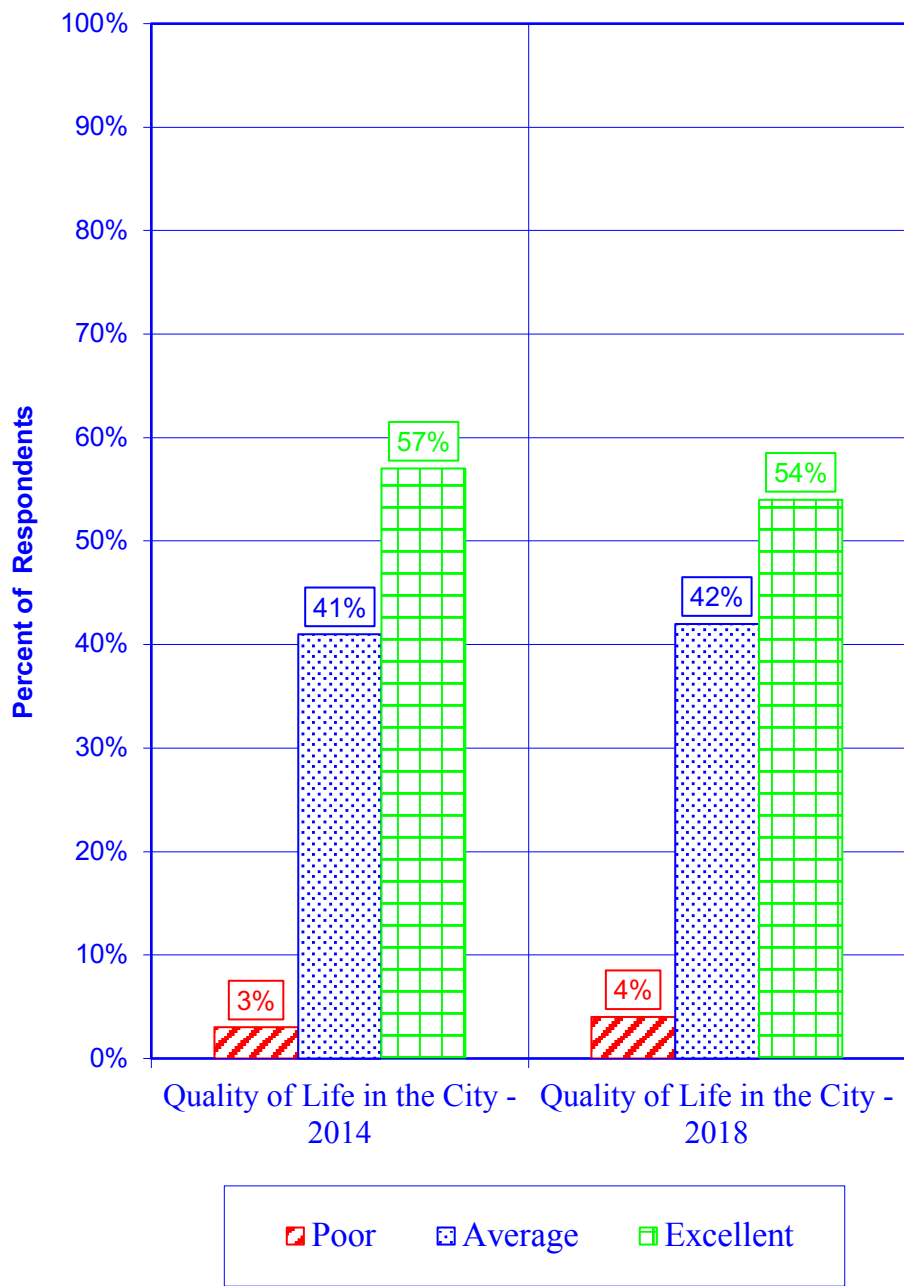

Figure 1. Quality of Life in Neighborhood.

Figure 2. Quality of Life in the City of Wilton Manors.

The quality of life questions were analyzed by the sections of the City, and Table 6 shows the results. In 2014, more respondents who live in the east section rated their quality of life in their neighborhood and in the City as excellent than those people who live in the central and west sections. Very few respondents rated their quality of life as poor. In 2018, fewer respondents who

live in the east section rated their quality of life rated in their neighborhood and in the City as excellent. There were still more respondents who live in the east section that rated their quality of life in their neighborhood as excellent than those people who live in the central and west sections. Still, very few respondents rated their quality of life as poor.

In the 2014 survey, more respondents who live in the east section rated their quality of life in their neighborhood and in the City as excellent than those people who live in the central and west sections. Those ratings have changed for the 2018 survey concerning the quality of life in the City with the respondents now favoring the central and west sections over the east. The east section lost 10% of the excellent rating seen in 2014. The majority of that loss accumulated in the average category for the east section of the City. Very few respondents rated their quality of life as poor.

Table 6. Quality of Life in Neighborhood and Wilton Manors by City section.

	Percent of 2014 Sample By City Section			Percent of 2018 Sample By City Section		
Quality of Life in Neighborhood	**East**	**Central**	**West**	**East**	**Central**	**West**
Poor	2%	4%	7%	3%	6%	3%
Average	28%	38%	42%	32%	33%	42%
Excellent	70%	58%	51%	65%	61%	55%
	Percent of 2014 Sample By City Section			Percent of 2018 Sample By City Section		
Quality of Life in the City of Wilton Manors	**East**	**Central**	**West**	**East**	**Central**	**West**
Poor	2%	3%	2%	3%	5%	2%
Average	37%	40%	47%	46%	38%	43%
Excellent	61%	58%	51%	51%	58%	55%

Residents were asked to make suggestions about the ways in which the City can improve the quality of life in Wilton Manors. In 2018, the respondents' comments were about: 1) traffic and road conditions for motorists, bicyclists, and pedestrians; 2) police services being increased and/or improved; 3) businesses being more diverse; and 4) code enforcement. These comments from the residents of Wilton Manors for 2018 are seen below in Table 7 and the suggestions to improve quality of life are ranked from the most amount of comments to the least amount of comments. Comparatively, the residents' comments in 2014 primarily focused on the following: 1) public safety; 2) cleaning up the city; 3) development; and 4) recreation.

Traffic and road conditions throughout the city and particularly on Wilton Drive were cited with comments including the need for more street lights, sidewalks, cross-walks, and bike lanes. Accommodations for pedestrian traffic was also commonly mentioned in the survey.

The second category concerning requests for increased and/or improved police services were justified by complaints of speeding, burglaries, homeless people, and illegal drugs. Some residents felt in order to better deal with these issues, the police force required more officers while others noted that having the current force focus more on these matters would be helpful.

Many residents were united in connection with the next category to better diversify businesses within the city and decrease the presence of bars. Suggestions from residents included adding hotels, cafes, restaurants, and retail shops and frequently included comments that the city needed less bars and strip clubs.

The fourth category of code enforcement included topics of boats being parked on sidewalks, noise from bars and from leaf blowers, bars staying open too late, and residents not cleaning up after their dogs.

Though not in the top four categories, there were resounding comments throughout the survey calling for more green space for parks and events for children, seniors and pet owners along with more facilities for these activities. Improved and less costly parking was cited by many. Appeals for better communication from local government, and cleaner neighborhoods and commercial areas were apparent. Finally, complaints associated with homes being used as vacation rentals and the quality of water and power failures caused by downed trees rounded out the top ten categories.

Table 7. Suggestions for Improving the Quality of Life in Wilton Manors.

Categories of Comments	Total Number of Comments	Percent of all Comments
Better traffic/road conditions for vehicles, bikes and pedestrians Need for more street lights, sidewalks, cross-walks, and bike lanes. Accommodations for pedestrian traffic.	48	22%
Increase/improve police services Complaints of speeding, burglaries, homeless people, and illegal drugs.	29	13%
More diverse businesses / less bars and strip clubs Need more hotels, cafes, restaurants, retail shops, malls, etc.	27	12%
Stricter code enforcement Boats being parked on sidewalks, noise from bars and from leaf blowers, bars staying open too late, and residents not cleaning up after their dogs.	25	11%
More parks/green space & activities/events/facilities Suitable for pet owners, children, and elderly people.	23	10%
Parking Improve parking spaces and conditions/reduce parking costs.	21	10%
Better communication from City Need more emails/phone calls to keep up with news and events.	17	8%
Clean-up neighborhoods/commercial areas and parks	13	6%
Vacation rental complaints Residents have neighbors that rent out their house and is troublesome overall.	9	4%
Infrastructure issues Water quality and utility lines.	8	4%

Residents were asked to compare their neighborhood to how it was a year ago, and Figure 3 shows the results for 2014 and 2018. In 2014 the majority (71%) responded that their neighborhood is "about the same." Twenty percent said that their neighborhood is "a better place to live" compared to a year ago, 9% said it was a "worse place to live." In 2018, again the majority (68%) responded that their neighborhood is "about the same." Twenty percent said that their neighborhood is "a better place to live" compared to a year ago, and 12% said it was a "worse place to live." Between 2014 and 2018 there was virtually no change in the percentage of people that responded that their neighborhood was about the same or better. However, in 2018, there was a 25% increase in the percentage of people who felt their neighborhood was worse.

In the 2018 survey, residents were asked to explain how their neighborhood changed – for better or for worse - during the past year. Table 8 shows the results. For those respondents who believe their neighborhood is better than it was a year ago, the majority commented that many old homes had been remodeled, landscaping improved, and vacant houses were renovated and sold to tenants who kept up the properties. For those respondents who believe their neighborhood is worse than it was a year ago, the majority commented that it was due to increased crime, increased vacation rental guests who often park on the street or leave garbage, and many traffic issues including speeding and construction. Residents also commented on the cities lack of code enforcement and/or compliance.
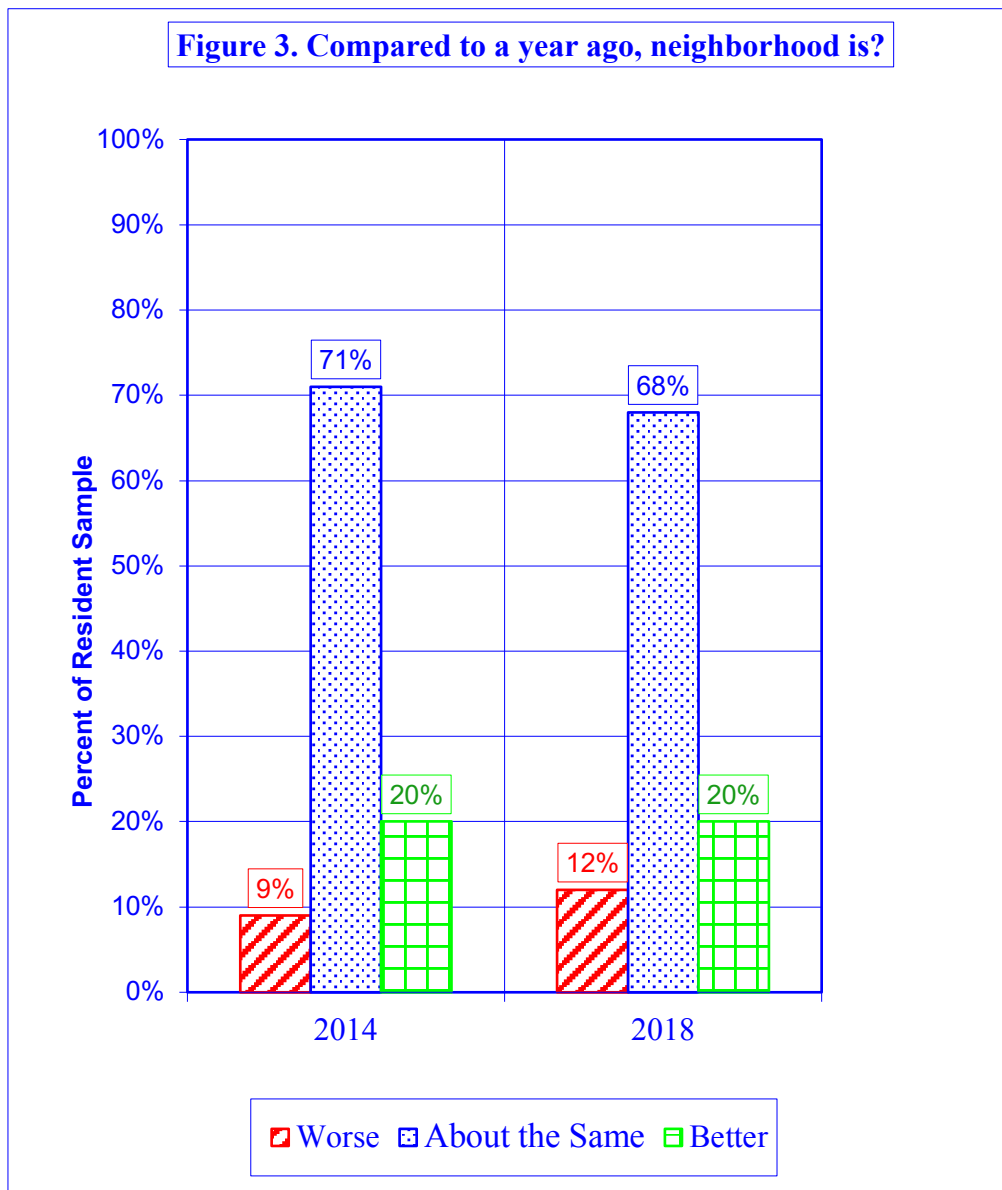
Figure 3. Compared to a year ago, neighborhood is?

Table 8. Respondents' explanations for how their neighborhood changed during the past year. 2018.

Categories	Total Number of Comments	Percent of all Comments
Neighborhood is better Home Renovations Neighborhood Renovations	48	30%
Neighborhood stayed the same	18	11%
Neighborhood is worse Crime Traffic Issues Rental Issues Code Compliance Issues	 29 26 22 8	 18% 16% 14% 5%

The resident survey included a question about neighborhood safety. In 2014, overall, 32% of the respondents feel very safe in their neighborhood, 57% feel safe, and 11% of the respondents don't feel safe in their neighborhoods. In 2018, overall, 33% of the respondents feel very safe in their neighborhood, 56% feel safe and 10% of the respondents don't feel safe in their neighborhoods. Figure 4 shows the comparison between 2014 and 2018 responses. As the figure illustrates, results were similar between 2014 and 2018 – most respondents indicated that they feel safe or very safe in their neighborhood.

Table 9 shows the percentages for the safety categories for the three sections of the city for 2014 and 2018. Most respondents in all sections of the city feel safe, but a higher percentage of people, 22%, who live in the west section indicated that they didn't feel safe in their neighborhoods in 2014. This percentage decreased to 15% in 2018 while the percentage of people living in the east who indicated that they don't feel safe in their neighborhoods increased from 2% in 2014 to 6% in 2018.

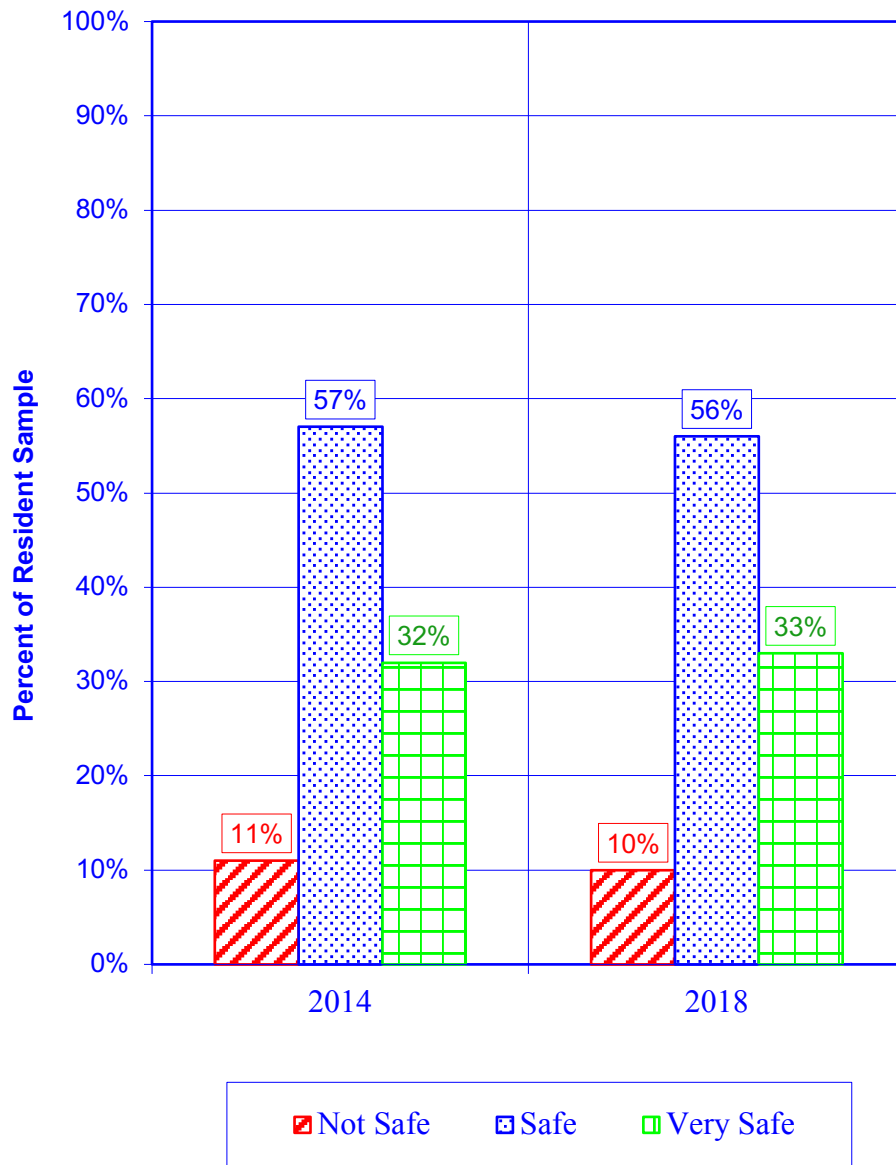**Figure 4. How safe do you feel living in your neighborhood?.**

Not Safe: 2014: 11%, 2018: 10%
Safe: 2014: 57%, 2018: 56%
Very Safe: 2014: 32%, 2018: 33%

Table 9. Safety in Neighborhoods by City section.

How safe do you feel living in your neighborhood?	Percent of 2014 Sample By City Section			Percent of 2018 Sample By City Section		
	East	Central	West	East	Central	West
Not Safe	2%	10%	22%	6%	10%	15 %
Safe	52%	60%	59%	56%	54%	60%
Very Safe	46%	30%	19%	38%	36%	26%

Government Contact and Ratings of Government Employees & Services

An important part of the survey included questions about the contact residents had with the City government during the past year and their satisfaction with employees and services. Table 10 shows the number of contacts the survey respondents had with the City of Wilton Manors government during the past year. The majority of respondents for 2014 and 2018 had at least one contact with the City government.

Table 10. Number of contact with City of Wilton Manors Government. 2014 and 2018.

Contact with City government during the past year:	2014	2018
No contact	15%	13%
1-3 contacts	39%	47%
4-6 contacts	29%	23%
7 contacts or more	17%	17%

Only the respondents who had some contact with the City government answered five additional questions about their experiences. Table 11 shows the results for these five questions for 2014 and 2018. In both years, the majority of respondents indicated they were satisfied or very satisfied with all aspects of their experience(s) with the City of Wilton Manors government.

In 2014 and 2018, the courteousness of the employees received the highest rating (87% satisfied/very satisfied), followed by the professionalism (85% & 84%) and knowledge (81% &

Table 11. Ratings of Satisfaction with Government Experience for 2014 and 2018.
(Only respondents who had contact with the City of Wilton Manors government answered these questions.)

	Percent of 2014 Sample			*Percent of 2018 Sample*		
	Dissatisfied or Very Dissatisfied	**Neutral**	**Satisfied or Very Satisfied**	**Dissatisfied or Very Dissatisfied**	**Neutral**	**Satisfied or Very Satisfied**
Courteousness of Employees	3%	10%	87%	4%	10%	87%
Professionalism of Employees	4%	11%	85%	6%	10%	84%
Knowledge of Employees	5%	14%	81%	6%	15%	79%
How Well Question/Request was Answered	10%	12%	78%	11%	15%	72%
Timeliness of Employees	13%	12%	75%	14%	15%	72%
Access to Employees	11%	15%	74%	14%	15%	71%

79%) of the employees. A small percentage of respondents said they were dissatisfied or very dissatisfied with the timeliness of employees (13% & 14%), access to employees (11% & 14%), and how well their question/request was answered (10% & 11%).

The residents were asked to rate government services overall and their satisfaction with Wilton Manors government services that they have used during the past two years. In 2014, the majority of respondents (84%) indicated that they were satisfied/very satisfied with government services overall, 13% were neutral, and 3% were dissatisfied/very dissatisfied. In 2018, the majority of respondents (80%) expressed that they were satisfied/very satisfied with government services overall, 15% were neutral, and 5% were dissatisfied/very dissatisfied. Compared with 2014 government overall services satisfaction rate, 2018 rate decreased a little bit, but the majority of respondents assessed government overall services positively.

Table 12 shows the satisfaction ratings for each type of City service (excluding the "haven't used services" category). In 2014, financial services had the highest satisfaction level (86%), followed by library services (82%), utility services (80%), and recreational services (77%). Twenty-four percent of the respondents rated their satisfaction level with code compliance services as dissatisfied/very dissatisfied. The 2018 results are very similar to the 2014 results. In 2018, the highest satisfaction level was financial services (88%), followed by library services (85%), Fire/EMS Services (85%), Utility services (81%), and City Clerk Services (77%).

Table 12. Level of satisfaction of City Services in 2014 and 2018.

	Percent of 2014 Sample			Percent of 2018 Sample		
	Dissatisfied or Very Dissatisfied	Neutral	Satisfied or Very Satisfied	Dissatisfied or Very Dissatisfied	Neutral	Satisfied or Very Satisfied
Financial Services	4%	10%	86%	5%	7%	88%
Sullivan Library	3%	15%	82%	4%	12%	85%
Fire/EMS Services	6%	18%	76%	5%	10%	85%
Utility Services	10%	10%	80%	10%	10%	81%
City Clerk Services	5%	19%	76%	7%	16%	77%
Police Services	15%	12%	73%	16%	10%	74%
Park Facilities	11%	15%	73%	14%	14%	72%
Recreational Services	5%	17%	77%	13%	18%	69%
Community Development	15%	24%	61%	14%	17%	69%
Code Compliance	24%	23%	53%	32%	15%	53%

A considerable increase about Fire/EMS services satisfaction occurred from 2014 (76%) to 2018 (85%). Recreational services satisfaction rate slightly decreased by around 9% from 2014 (77%) to 2018 (69%). The 2014 satisfaction rates of police services (74%), park facilities (72%), community development (69%) were similar to the 2018 rates. The lowest satisfaction service rate was still code compliance service (53%), compared with 2014 (53%).

Residents were asked to rate their levels of satisfaction with the resources they use to gather information about government services, events, activities, and meetings. Table 13 lists the levels of satisfaction respondents had when questioned about the City's information resources during the periods of 2014 and 2018. Overall, the results show that most respondents in 2014 and 2018 are satisfied/very satisfied with the resources they use to gather information about the city's services, activities, events and meetings.

Table 13. Level of satisfaction of the resources you use to get information about City services/events/activities/meetings.

	Percent of 2014 Sample			*Percent of 2018 Sample*		
	Dissatisfied or Very Dissatisfied	**Neutral**	**Satisfied or Very Satisfied**	**Dissatisfied or Very Dissatisfied**	**Neutral**	**Satisfied or Very Satisfied**
Town Crier	6%	7%	87%	6%	10%	84%
Informational brochures and flyers	6%	18%	76%	7%	16%	77%
City emails	7%	22%	71%	5%	18%	77%
Contacting the City directly	8%	17%	75%	12%	15%	74%
City website	7%	19%	74%	11%	16%	73%
City electronic message boards on roads	8%	17%	75%	7%	21%	73%
Attending City Commission meetings	9%	29%	62%	19%	26%	55%

The percentage of respondents who were dissatisfied or very dissatisfied with the Town Crier remained at 6% between the 2014 and 2018 samples while those who responded as neutral grew from 7% to 10%. Respondents who reported being satisfied or very satisfied decreased from 87% in 2014 to 84% in 2018.

Respondents who reported that they were dissatisfied or very dissatisfied with informational brochures and flyers increased from 6% to 7% while those who reported back neutral also decreased from 18% to 16% in 2014 and 2018 respectively. The percentage of respondents

who reported being satisfied or very satisfied with informational brochures and flyers increased from 76% to 77% from 2014 to 2018 respectively.

The percentage of respondents who reported back as dissatisfied or very dissatisfied with the City electronic message boards on roads decreased from 8% to 7% while those who reported back as neutral increased from 17% to 21% in 2014 and 2018 respectively. Those who responded with satisfied to very satisfied decreased from 75% to 73%.

When reporting on contacting the City directly, respondents who were dissatisfied to very dissatisfied increased from 8% to12% in 2014 and 2018 respectively. Additionally, those who responded with neutral decreased from 17% to 15% while those who were satisfied or very satisfied decreased from 75% to 74%.

The percentage of dissatisfied or very dissatisfied respondents increased from 7% to 11% in 2014 and 2018, regarding the city website. Those that responded neutrally decreased from 19% to 16% and respondents who were satisfied or very satisfied decreased from 74% to 73% in 2014 and 2018 respectively.

Those who were dissatisfied or very dissatisfied with the city email system decreased from 7% to 5% while those who replied neutrally decreased from 22% to 18%. The percentage of respondents who were satisfied or very satisfied with the city email system increased from 71% to 77% in 2014 and 2018 respectively.

From 2014 to 2018, the percentage of respondents who were dissatisfied/very dissatisfied with the City Commission meetings increased from 9% to 19%, while the percentage of respondents who were neutral about the meetings decreased from 29% to 26%. Respondents who were satisfied or very satisfied with the City Commission meetings decreased from 62% to 55%.

The highest rated source of information in 2018 indicated by the respondents (satisfied or very satisfied) is the Town Crier (84%) and the lowest rated is attending City Commission Meetings (55%). These two items hold the same ranking in the 2014 sample with 87% and 62% respectively.

Strategic Planning

One of the main purposes of the survey was to gather information that the City of Wilton Manors can use in the development of their strategic plan. Hence, residents were asked to rate the level of focus that should be paid to a variety of strategic plan ideas. Table 14 illustrates the levels of focus respondents felt the City should apply to each of the different strategic plan areas during

the periods of 2014 and 2018. In 2014, 78% of the respondents indicated that public safety in the City should be a main focus of the strategic plan, followed by good financial management (76%), making the City a destination point for residents and visitors (52%), communication with residents (50%), and road maintenance (50%). In 2018, good financial management (76%) and public safety (73%) are the top two choices for the main focus for the strategic plan. This is followed by road maintenance (55%), communication with residents (52%), making the city a destination point for residents and visitors (48%), commercial corridors (49%), parks and facilities (37%), and lastly recreational activities (23%). The samples from 2014 and 2018 illustrate similar priorities among the respondents as far as their rankings are concerned, however in 2018 there is an increased emphasis on communication with the residents (from 50% to 52%), commercial corridors (from 45% to 48%), and road maintenance (from 50% to 55%).

Table 14. Strategic Plan Ideas.

	Percent of 2014 Sample				*Percent of 2018 Sample*			
	No Focus	Little Focus	Some Focus	Main Focus	No Focus	Little Focus	Some Focus	Main Focus
Good financial management	0%	3%	21%	76%	4%	3%	21%	76%
Public safety	0%	3%	19%	78%	8%	5%	22%	73%
Road maintenance	1%	8%	41%	50%	1%	8%	36%	55%
Communication with residents	0%	6%	44%	50%	4%	4%	44%	52%
Make the City a destination point for residents & visitors	3%	12%	33%	52%	4%	14%	34%	48%
Commercial corridors	1%	12%	42%	45%	2%	7%	42%	48%
Parks and Facilities	0%	11%	49%	40%	5%	14%	45%	37%
Recreational activities	3%	19%	53%	25%	4%	26%	48%	23%

Residents were asked to identify the biggest challenge they believe is facing the City of Wilton Manors during the next five years, and the results are shown in Table 15. In 2014, the majority of comments focused on four areas: 1) ensuring that all aspects of City government are sustainable; 2) parking; 3) controlled and responsible growth; and 4) public safety. In 2018, the majority of comments were about: 1) Maintaining a small town feel; 2) Controlling traffic; 3) Commercial development; and 4) The improvement of Wilton Drive.

Eighteen percent of respondents commented that maintaining the small-town feel of Wilton Manors would be a challenge for the municipality moving forward. Respondents who advocated

for the "Island City" small-town feel expressed concerns in opposition of commercial development and overpopulation. A close second, 17% of respondents suggested that managing and controlling traffic flow would be a future challenge. As an example, respondents commented on issues with reference to speeding in residential areas, and little to no adherence of traffic control devices.

Table 15. Biggest challenge they believe is facing the City of Wilton Manors during the next five years.

Categories	Total Number of Comments	Percent of all Comments
Maintaining Small Town Feel	68	18%
Traffic	65	17%
Commercial Development	60	16%
Improvement of Wilton Drive	40	10%
Housing	35	9%
Parking	35	9%
Municipal Services	34	8%
Crime	27	7%
Increasing Population	23	6%

Furthermore, 16% of the respondents commented that commercial development would be a challenge. Respondents commented that commercial development would attract businesses and tourists, and thus generate revenue for the City of Wilton Manors, at the sacrifice of maintaining the area's small town feel. Ten percent of respondents commented that the Improvement of Wilton Drive would be a challenge. Respondents commented that Wilton Drive was aesthetically unattractive (littered), and that pedestrian safety and lane reduction would be challenges. Nine percent of respondents commented housing was a foreseen challenge. As an example, respondents commented that vacation rental homes (e.g., Airbnb, Home Away) created issues, and made Wilton Manors a vacation destination as opposed to a residential community. Nine percent of respondents commented that parking was a foreseen challenge, expressed concerns included metered public parking and citations, though the amount of/ lack of parking available also seemed to be a concern.

Additionally, 8% of respondents commented that municipal services would be a challenge. Respondents commented of the high costs of water, and the lack of sanitation and water-sewer utility services. Furthermore, respondents commented on high water bills, and the fact that the City of Wilton Manors is reliant on the City of Fort Lauderdale for water and sewage services. Seven percent of the respondents commented that crime would be a challenge; comments on this particular category were particularly vague but burglary was mentioned. Respondents commented that vacation rentals properties attributed to increased crime. Finally, 6% of responses for question eleven mentioned "increasing population" or "overpopulation" as a challenge for the city in the future. This ties with respondents who wish to maintain a small town feel. Respondents were concerned about the city's capacity to retain younger generations, and of the municipality's ability to manage an increasing aging population.

Additional Comments

The final question on the survey asked residents to write any additional comments that they have about the City of Wilton Manors. Table 16 summarizes the comments 2018. Many of the respondents expressed how much they love living in Wilton Manors. The respondents stated that this is the perfect place to raise a family. They also stated that the diversity that the City had to offer was amazing compared to other places to live. There were also comments about needing to fix a few things in the City, such as the need for more police officers. The respondents expressed their concerns about the amount of people who are speeding through the City and running red lights. The respondents would like to also see more patrolling through the public parks, so that sexual behaviors in public places will be stopped. A few respondents noted the lack of family-friendly restaurants and businesses. A few of the residents felt as though the City and its Council were catering to the LGBTQ community, more than everyone in general. The respondents also noted that it is a bit expensive to live in the City of Wilton Manors. There were concerns about expensive parking, and they felt as though the parking should be free.

Most of the 2018 comments are similar to additional comments made in 2014. In 2014, three main categories of comments emerged from this qualitative analysis: 1) good/positive comments about the City; 2) traffic and parking issues; 3) property issues, and 4) need for a better mix of businesses.

Table 16. Additional Comments on Life in Wilton Manors.

Categories of Comments	Total Number of Comments	Percent of all Comments
Residents love living in the town Comments praised the quality of life, residents love raising their families here, and plan to stay in Wilton Manors in years to come.	26	19%
More Police Enforcement Respondents would like to see more officers out on the roads conducting traffic stops for red light runners and speeding violations.	25	18%
City Staff should be more attentive City employees and elected officials should listen to residents more and need to be open on Fridays	14	10%
More Family-friendly Businesses Respondents would like to see less bars and more restaurants that cater to the families living in the area.	14	10%
Utilities and Permits Comments included complaints of trash in the streets, as well as expensive and inconsistent utility bills.	12	9%
Parking is Expensive Residents would like areas around town that offer free parking.	10	7%
More Trees and Greenery Respondents would like Wilton Manors to have more local trees planted, especially around main streets (Wilton Manors Dr.)	10	7%
Too much focus on LGBTQ Some respondents commented that they think only LGBT groups are being catered to, while other groups are being forgotten.	10	7%
City Commission needs term limits	6	4%
Reduce City Staff and Budget Respondents want less money to be spent on city employees and their benefits and for the money to go back to the people living there.	6	4%
Incident Sexual Behavior in Public Respondents complained of too many incidents where they were exposed to others in the middle of sexual acts in public areas.	4	3%

In conclusion, the results of the front-end analyses provided very useful information that was used for the development of the strategic plan. It is clear that the staff, Commission, advisory board members, business owners, and residents are grateful to be a part of the City. There are some issues/problems that need to be addressed and the strategic plan provides the structure to do so.