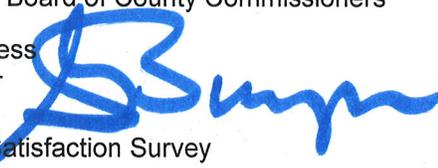


# Memorandum



**Date:** February 2, 2009

**To:** Honorable Chairman Dennis C. Moss  
and Members, Board of County Commissioners

**From:** George M. Burgess  
County Manager 

**Subject:** 2008 Resident Satisfaction Survey

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I am pleased to report that we have received the results from our third countywide resident satisfaction survey administered during the last quarter of calendar 2008. The survey was conducted by an independent survey research firm, ETC Institute, with expertise in governmental survey research work, having administered satisfaction surveys for more than 400 jurisdictions across the country. This survey, in conjunction with the surveys conducted in 2003 and 2005, will be used to support the current Strategic Plan update.

The survey was administered in three languages through both mail and phone. More than 5,500 randomly sampled households participated, representing a 27% response rate; considered high for this type of effort and improved from the survey conducted in 2005. This sample size yields a statistically valid response.

Among 102 areas that were assessed on the survey in both 2005 and 2008, ratings improved in 93 areas, suggesting that the County is moving in the right direction with the way services are delivered to residents. The perception that the County delivers excellent public service has increased by 10%. Satisfaction with the quality of emergency preparedness services was 69%, an increase of 9% compared to the 2005 results. Satisfaction with bulky waste collection was 74%, representing a 17% increase. Sixty-one percent of respondents indicated satisfaction with the cleanliness of major streets, an improvement of 13%. Ratings about landscaping, tree canopies, and the quality of road signs all increased by more than 10%. It is also encouraging to note that street maintenance ratings for Miami-Dade County were 13% higher than the national benchmark. All areas of customer service improved, with 64% of respondents agreeing with the statement that County employees are courteous and professional.

While conducting similar surveys in other jurisdictions, ETC observed that satisfaction with city and county services dropped 6% nationally. Miami-Dade County, by contrast, showed an increase of 10% in its overall satisfaction index, highlighting our commitment to continuous improvement. This national distinction is particularly extraordinary in midst of the difficult economic times facing our local community and our country. It is evident from these results that we are making a difference in the eyes of our residents.

The results indicate a declining trend in a few areas, which we will be closely analyzing. For example, there are some decreases regarding resident perceptions of Miami-Dade County as a place to work and raise children. While these trends are consistent with national results in a weakened economy, we will be exploring community partnerships to improve these perceptions. Additionally, while increases in satisfaction were noted throughout the results, there is still ample room for continuous improvement in many of those areas. We will consider these opportunities for improvement and, where appropriate, develop action plans to raise resident satisfaction.

To fully brief each of you regarding the survey results, and share with you the detailed GIS maps and comparative data available both countywide and by Commission District, my office will be contacting you to schedule times to review this very comprehensive set of data. Additionally, ETC will present the complete summary of results at the Board of County Commission meeting scheduled for March 3, 2009.

c: Honorable Carlos Alvarez, Mayor  
Denis Morales, Chief of Staff, Office of the Mayor  
Susanne M. Torriente, Chief Assistant County Manager  
Assistant County Managers  
Department Directors  
Judi Zito, Director, Government Information Center