Leadership ICMA
Expanding the Horizon
City of Fort Lauderdale
Agenda

• Introduction
• Initial Visit Findings
• Best Management Practices/Case Study Examination
• Recommendations Moving forward
• Survey Examples
• Question & Answers
Starting Point

– What does the City want to know?
– Why does the City want to know?

– How can we help facilitate?
– What are some other comparable communities doing?
– Can Fort Lauderdale replicate the successes?

– Recommendations for Action
– Budget Considerations
Our Initial Visit: DDA

– Downtown Development Authority
  - Partner for both tourists and commuters
  - Existing relationship and goal of moving the community forward
  - How will current DDA projects impact non-resident groups?

– How to Partner?
  - Kiosks & Mobile App (Survey feedback)
  - WaveCar Public Outreach project: Lessons Learned (in-person surveys, sampling error, downtown connections)
  - Focus Group Development (Commuter Based)
Our Initial Visit: Broward MPO

– Broward MPO
  - Partner for both tourists and commuters
  - “Commitment 2040” gives long-term vision for commuter groups
  - Tap into existing commuter data

– How to Partner?
  - LRTP & Sales Tax
  - Utilize MPO Survey to determine where commuters are coming from.
  - Tap into focus group discussions
Our Initial Visit: GFL CVB

– Greater Fort Lauderdale Convention & Visitors Bureau
  - Existing tourism information available
  - Responsible for entire Greater Fort Lauderdale Area

– How to Partner?
  - Leverage CVB relationships to distribute surveys
  - Ability to provide data collection throughout Fort Lauderdale (widen sampling size)
  - Existing data will provide basis for survey development
Our Initial Visit: Broward Aviation

– Broward County Aviation (FLL)
  - Over 23 million annual passengers
  - Leisure airport (tourism)
  - Low cost local option can present challenges to visitors going to different destinations

– How to Partner?
  - Work with BCA to add questions to existing survey
  - Kiosks throughout airport to place tourism survey
  - Low-cost supplementary option
Case Study BMPs

• Charleston, SC
• Flagstaff, AZ
• New Orleans, LA
Reasons for survey

• Ask about current tourist & commuter information
  – Any consistent themes?

• Building off residential survey
  – Fort Lauderdale Strategic Plan
  – How to distinguish City of Fort Lauderdale from Greater area

• Survey is best way to get a sampling of non-residential groups.
Survey Methodology

• Sampling Frame
• Sampling Size
• Sampling error
• Data Collection
• Data Analysis
• How to Gather the Information?
Ask the Question

- Economic Impacts
- Visitor Profiles
- Visitor Perceptions
Recommendations

Non-Residents: Tourists

1. In-person surveys (“high touch”; go where they are)
   - Similar methods to 2012 neighborhood survey
   - Administrators can travel to known tourist locales within Fort Lauderdale (ensures they are in right place)
   - Further explanation and in-depth questions

• Challenges
  - Costs associated (volunteers, seasonal workers)
  - Anonymity issues
  - Inconsistent questions by administrators
  - Data entry after collection
Recommendations

Non-Residents: Tourists

2. Business Partnerships
   - Use existing relationships (CVB with hotels)
   - Gather already existing statistical analysis
   - Piggy-back on current surveys and questionnaires

• Challenges
  - Limited control over survey questions
  - Working directly with CVB
Recommendations

Non-Residents: Tourists

3. Online Surveys
   - Cost effective, efficient and consistent
   - Accurate, with no data entry
   - More flexible for the user (more responses)
   - Mobile technology

• Challenges
  - Accuracy of those taking the survey (consumption of City services)
  - Marketing specifically to tourists (work with local businesses, restaurants)
Recommendations

Non-Residents: Commuters

1. Employer Partnerships (Leverage existing relationships)
   - Leverage existing relationships; low cost
   - Can also perform in-person surveys that target commuter employees
   - Online surveys are accurate and flexible
   - Partner with South Florida Commuter Services to access existing database

• Challenges
  - Existing relationship or willingness to work together
  - Scheduling
Recommendations

Non-Residents: Commuters

2. Focus Groups/In-person surveys
   - Administrator can pose follow-up questions; in-depth responses
   - Comment sections may provide additional opportunity for data collection
   - Target specific groups; measure non-verbal cues

• Challenges
  - Smaller sample size
  - Group discussions can influence individual answers; no anonymity
  - Costs associated
Overall Challenges

• Scope of work
• Separating Fort Lauderdale
• Cost-benefit
• Timeline for completion
• Implementation
• Using collected data
Implementation

- Surveys completed over 12-18 month cycle
- Pretesting
- Use of volunteers, seasonal employees, 3rd party consultant
- Survey Methods
  - Mailed
  - Phone
  - Online
  - In-person/Focus Groups
- Incentives
Budget Considerations

• Cost Benefit of responses
  - Survey methods will provide range of both costs and effectiveness
• Use of Partnerships
• Consultants
• Desired Responses
• Incentives & Marketing
Sample Instruments

• Both Tourist & Commuter Samples Included
• Based on conversation with Fort Lauderdale City Staff
• Reviewed by ETC Institute; Chris Tatham
  - ETC used for Fort Lauderdale resident surveys
• Concise Documents for quick data collection
  - Can be expanded on for additional data gathering
Thank You
Questions/Comments?

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