

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?

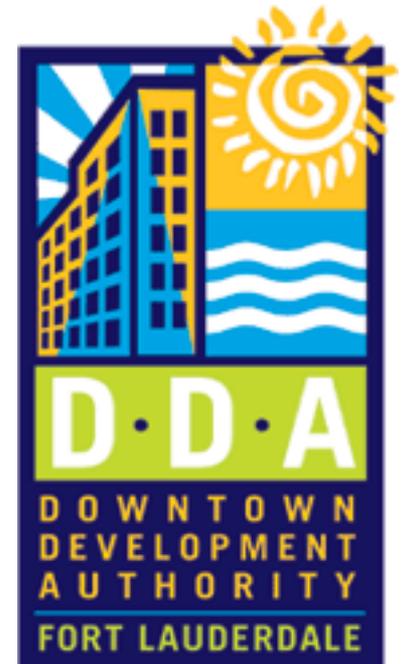
- Recommendations for Action
- Budget Considerations



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?

Additional Information...



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