

City of Coral Gables City Commission Meeting
Agenda Item I-1
August 27, 2019
City Commission Chambers
405 Biltmore Way, Coral Gables, FL

City Commission

Mayor Raul Valdes-Fauli
Vice Mayor Vince Lago
Commissioner Pat Keon
Commissioner Michael Mena
Commissioner Jorge Fors

City Staff

City Manager, Peter Iglesias
City Attorney, Miriam Ramos
City Clerk, Billy Urquia
Assistant to the City Manager, Solanch Lopez

Public Speaker(s)

David Harrawood

Agenda Item I-1 [0:00:00 p.m.]
Presentation regarding Community Engagement Survey results.

Mayor Valdes-Fauli: Okay, we have a time certain at...

Unidentified Speaker: Yeah.

Mayor Valdes-Fauli: 11; that's I-1.

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Agenda Item I-1 - Presentation regarding Community Engagement Survey results.

Vice Mayor Lago: Yeah. It's something at least, right?

Mayor Valdes-Fauli: Presentation regarding Community Engagement Survey results.

Assistant to the City Manager Lopez: Good morning, Mayor, Vice Mayor, members of the Commission. I'd like to introduce Mr. David Harrawood, from the Baldrige Group, who will be giving this presentation.

David Harrawood: Good morning, Commissioners. I'm David Harrawood, president of Baldrige Group Consulting. We were the firm selected to conduct your 2018 Community Engagement Survey.

Assistant to the City Manager Lopez: Can we get the PowerPoint up, please?

Mr. Harrawood: Next slide, please. So, briefly, my presentation is five things I'd like to go over. So, briefly, my presentation is five things I'd like to go over. First was what were the survey objectives, it's methodology, how we developed the timeline, and most important is share your amazing community engagement survey results, and at the end, any questions that you may have. Next slide, please. So, the purpose of the survey was, first, to rate the overall quality of life, what were the key factors that contributed to the quality of life within the city and to maintain that quality of life or the future quality of life, what were the key community investments residents felt the City should invest in over the next three to five years. We also asked the residents to gauge the satisfaction of key services and the importance of each key service. And then, of course, overall, its input into your annual strategic planning process. Next slide. So, the survey development, what we like to do is not a cookie cutter approach to a community engagement survey. Instead, we wanted to create a customized approach. So, as we met with the City leaders, we gave a variety of approaches that you could select from. And with that, we identified with the City was their key objectives they wanted to accomplish with this survey. Once we had the key

objectives, we met with each of the departments to identify what are the specific questions that they would like to ask within their department for the survey. We wanted to ensure that the results we got were actionable. In other words, if it was very good, what would we keep doing? If it was poor, what did we want to change? What's the actionable? And of course, the survey was developed and distributed both in English and in Spanish. Okay, the survey methodology. Inclusive in the study were single-family homes and condominiums. The City sent our firm a spreadsheet of all those addresses. The computer assigned a random number to each of those residents and then we sorted on that random number, then we provided the City that order of who to mail surveys to to ensure it was randomized completely with all the data. Residents were mailed an eight-page survey and it was also a prepaid envelope that was mailed back. The sealed, completed surveys, either myself or a staff member personally came to City Hall to pick those up. A total of 942 surveys were completed, and that gave us a 95 percent confidence level. The timeline. The survey was distributed in around mid-October to mid-November. We did several mailings. We didn't want to spend too much money on mailing and printing, so we'd send out a couple thousand and see how many came back, then we'd go to the next couple thousand and so forth. Next slide. Survey results. I am so excited to share with you the result of the great work that you all have done in your city departments. It really is amazing. So, when asked the question what is your overall quality of life in the City of Coral Gables? Ninety-five percent said good or excellent. Eighty-three percent said satisfaction with the City services. And each of the department sections in the survey, everyone had one question that was identical and that was the professionalism and courtesy of City staff. And overall, the residents rated them 94 percent satisfied or very satisfied. The first key component is communication with residents. And the residents rated 87 percent satisfaction with how the City communicates. Next slide. I know this is a busy slide, but it's a really important slide. The bottom axis is the percent satisfied. The Y axis is importance. So, let's pick on my friend in the Fire Department. If you look at the top right, the first number is the overall Fire Department satisfaction was 97 percent. Ninety-eight percent of the residents rated the service as important or very important, okay. So, on one snapshot, you can see how the City services are gauged from both satisfaction and importance. Each of the departments have this same chart available to them where it has their result and then their six

services that they selected where they fit at on importance or satisfaction. One quick thing I want to add with the Fire Chief here -- and I'm very proud of him and his staff. In addition to the annual community survey, we do transactional surveys for the Fire Department, the Building Department and the Parks Department. So, for the Fire Department, every patient that your paramedics treat and transport, we contact them and ask them to rate the services. For three years in a row -- and we do this nationally, thousands and thousands of fire departments across the country. Your fire department, for the past three years, has been the highest scoring in patient satisfaction. It's just incredible what the men and women do within the fire department. Next slide. So, it's always interesting when you look at the data and you say, okay, what was your overall quality of life. Well, the next question is why. You know, what was the key factors? And we asked residents to rate the top five, and here's what they said. This happens almost every single survey. So, you see the top one -- you know, how many would have guessed central location? But here we have objective data that says this is the number-one thing most important to them. And then you see the next four kind of band, then it drops to the next four or five then it drops off and drops off. So, very interesting data. Next slide. So, when asked what should the City invest in for the next three to five years to maintain or improve the quality of life, this is what they said. Forty-seven percent said police protection, traffic calming, street lighting and so forth. Again, you see the band when it starts coming down, and this has been very useful for the City to begin prioritizing future investments. Next slide. So, people always want to know, well, how do we compare against other cities? And there's really sparse data out there, and I always caution folks to get too caught up on, you know, what's ours and what's theirs. But here's what you have. We were asked to compare within the county area of how you compare. So, you can see your overall satisfaction as well as quality of place, where you score. Very high, very upstanding results that you should be proud of.

Assistant to the City Manager Lopez: So, in an effort to provide the public with these results in a format that highlights the data collected, the City Manager's Office worked with our strategic communication consultants, Kivvit, to produce an infographic that accompanied the City Manager's message in the September through December issue of the Living in the City Beautiful magazine that's delivered to every household. This is what the infographic shows, and it shows

the key data. Content for our social media campaign was also created by Kivvit, and our Public Affairs Office will begin that campaign in the coming days to get this information out to the residents. Residents can also view the full survey results online at coralgables.com/survey, or by visiting the City's Smart City Hub.

Mayor Valdes-Fauli: Thank you. Very impressive. Thank you very much. Very revealing.

City Manager Iglesias: I would like to say I would like to thank the City Commission, I think, for your efforts and for your support in what we're doing. Ninety-five percent of the residents rate quality of life as good to excellent. That's a number that's really a world-class number. It's quite amazing. And I would like to thank our team who took great efforts in doing this, and they've done a phenomenal job. And I can tell you that our only agenda is to make Coral Gables the best we can. That's really our only agenda. So -- and an interesting thing is we're just starting with infrastructure and technology, so we're only going to get better.

Mayor Valdes-Fauli: Thank you very much.

Commissioner Mena: I...

Commissioner Keon: I know when...

Commissioner Mena: I just wanted to say one thing that sort of stood out to me. I mean, we could talk about this for a long time, but I don't think that's the plan today. But you know, the top five items that you highlighted on the infographic that you had...

Assistant to the City Manager Lopez: Yeah.

Vice Mayor Lago: Let's go back to that.

Commissioner Mena: I think four...

Assistant to the City Manager Lopez: Can we put the slide back up?

Commissioner Mena: I think four of those five are things we talk about a lot: police, traffic calming. We've had a lot of discussions this year about public parking, certainly parks. The one that sort of stood out to me that we talked about, we talked about White Way lights. We talked about LED conversion, but more streetlights. And I think any of us that have been out there -- you know, probably, Commissioner Fors and the Mayor most recently -- but any of us that have been out there campaigning at all, when you knock on people's doors, one of the top things we hear is my street's too dark, especially in the North Gables area. And so, that's one that stood out for me, you know, when you hear the community saying they want to see a bigger investment in that. You know, again, we've talked about White Way. We've talked about the LED conversion, both of which are very important, but also, just more lighting in our neighborhoods.

Commissioner Keon: But I think it's pedestrian lighting you're talking about.

Commissioner Mena: Right.

Commissioner Keon: So -- and I know that, you know, we have -- there is a program in place where we will pay for part of it and the City -- the City will pay for part of it and residents will pay for the other half of it under...

City Manager Iglesias: We pay 50 percent.

Commissioner Keon: The assessment district and whatever. So, you know, maybe the real issue is we have a program in place...

Commissioner Mena: (INAUDIBLE).

Commissioner Keon: It's not being used.

Commissioner Mena: Right.

Commissioner Keon: So, maybe it's a matter of, you know, really, through your strategic communication, informing residents that we do have this program in place to increase pedestrian lighting in your neighborhoods at a shared cost between the City and the residents. Because it -- I mean, people do complain about it all the time. And yet, very few people are taking up the opportunity to go ahead and do it.

Vice Mayor Lago: And I think that -- if I may add something to Commissioner Keon's statement and Commissioner Mena also. That legislation, I'm very familiar with it because I worked on that legislation for over a year. I don't think we've had one person take advantage of that program yet, the lighting. And I know Jessica's shaking her head saying no. No one has taken advantage of it.

Commissioner Keon: No, they haven't. So, I think people...

Vice Mayor Lago: But the...

Commissioner Keon: Don't know it.

Vice Mayor Lago: But the interesting thing about it -- because I know -- and I recommend that all my colleagues -- and I recently had a meeting with Ed and our team talking about what we're doing now to upgrade our existing lights to LED and how we're cooperating with FP&L finally and really going to deliver a big swap of lights that are coming to the City of Coral Gables. But something interesting that I mentioned, the other side of the coin is so many people mention they want lights. And then you run into the people who say, I like Coral Gables the way it is. Don't put too many lights in my neighborhood. Don't too many put -- you know, don't put lights that

are too strong. Don't put lights that are not warm enough. Don't put lights that are too cold. So, I agree with you. You know, I think lighting is a huge proponent. And I would love for staff to provide an update, just provide the same update maybe in the next Commission you provided me so they -- so the Commission can see the progress that we're making and the hundreds of lights that are going to be changed pretty soon, and how much progress staff has made with FP&L. I was really impressed by the sidewalks number. I found the sidewalk number was something very interesting. You know, I know people get nervous about sidewalks in front of their property. I don't have one. I'm looking forward to having a sidewalk in front of my property one day. But I was actually impressed to see that it was so high up.

Commissioner Keon: But the issue with the lighting is you need to separate the lights that are currently -- the roadway lighting, and that's what we're working on with FPL is roadway lighting. What I think -- and people are concerned with the brightness of the roadway lighting. And I think that reflects in -- that isn't the same as the pedestrian lighting, which are those -- the smaller...

(COMMENTS MADE OFF THE RECORD)

Commissioner Keon: The smaller poles or whatever that are, you know, under the tree canopy that we have a program that people can participate in. And so, I think when they're talking about lighting, I think that's the lighting they want. And the streets being dark is because of the canopy. A lot of the light doesn't come through the canopy from the roadway lighting, but they're looking for, you know, path lighting. You know, so it's those -- and so...

City Manager Iglesias: There are new incentives with...

Commissioner Keon: I think we could really...

City Manager Iglesias: FP&L to look at acorn lighting and some of these different kinds of lighting so that we have an agreement with them for the maintenance. We have probably about 900 poles...

Commissioner Keon: Right.

City Manager Iglesias: We have about...

Commissioner Keon: I think we have...

City Manager Iglesias: Four thousand...

Commissioner Keon: All those things in place.

City Manager Iglesias: There's an infrastructure issue that we have to be careful with when we're trying to work that out with...

Commissioner Keon: I think...

City Manager Iglesias: FP&L.

Commissioner Keon: Right. I think people just aren't really aware that that's an easily -- by neighborhoods, it's easily -- by streets, it's an easily solvable issue.

Mayor Valdes-Fauli: Thank you very much, sir.

Mr. Harrawood: Thank you.

Vice Mayor Lago: Thank you.

Mayor Valdes-Fauli: And great result. And I congratulate the City Manager, his staff and the City Administration for...

Commissioner Keon: Can you tell me...

Mayor Valdes-Fauli: Doing a wonderful job.

Commissioner Keon: What's the next step? You know, when we started this was -- it was -- I remember when the prior City Manager was hired, I had said to her one of my goals as an elected official here would be for our city to win the Baldrige Award and to be at a place where we could apply and be successful. I think the only other Baldrige winner in the state of Florida is...

Mr. Harrawood: Coral...

Commissioner Keon: Coral Springs.

City Manager Iglesias: Coral Springs.

Mr. Harrawood: And that was almost 20 years ago.

Commissioner Keon: Yeah. So, no one has won that award. And that award really is based on all of these -- our ability to provide all -- a level of service that, you know, is reflected there now. So, I'm -- and I know that's when you were hired, you know, by the prior City Manager to begin working with the City to move that along. And I'm glad that it continues and remains an important element in the City. Where are we now?

City Manager Iglesias: We are working with our strategic plan towards that.

Commissioner Keon: Okay.

City Manager Iglesias: So, our goals are still focused on that. And we are developing a new three-year plan that will move along to that. I think there is a strong feeling that we are a very good candidate for the Bal -- what was that -- for that award.

Commissioner Keon: So, at what point do we apply for the award?

Mr. Harrawood: The Baldrige Award requires you first...

Commissioner Keon: Right.

Mr. Harrawood: To go through the state award.

Commissioner Keon: Right.

Mr. Harrawood: Once you win the state award, which is called the Sterling award...

Commissioner Keon: The Sterling...

Mr. Harrawood: Then you can...

Commissioner Keon: The Governor Sterling Award.

Mr. Harrawood: Apply for the...

Commissioner Keon: Right.

Mr. Harrawood: Baldrige Award.

Commissioner Keon: But where are we with regard to that? At what point will we be able to begin that application? Are you comfortable that we could begin that application project? And do you feel like we need to work -- there's some more departments that need -- you need to do more work with before we can get there or...

City Manager Iglesias: We feel that we are very...

Commissioner Keon: Are we ready?

City Manager Iglesias: We feel like we're very close, almost there. We are looking for -- to document those issues.

Commissioner Keon: Okay.

City Manager Iglesias: And we have a new strategic plan that I think in the next three years will take us to...

Commissioner Keon: Okay.

City Manager Iglesias: To that.

Commissioner Keon: I would sort of like -- I would like a -- to have some idea as to when you think we would be in a position to apply for the Sterling Award so that, you know, we could really, you know, move forward and have that recognition. That is such a -- an exemplary recognition of the quality of services provided by a governing body. It is the -- one of the highest one available, the Sterling Award in our state and the...

Mr. Harrawood: And the Baldrige Award.

Commissioner Keon: And then the Baldrige Award is an -- you know, it's a national, you know...

Mayor Valdes-Fauli: Thank you.

Commissioner Keon: Award. So, I'd like us to -- maybe you could just provide a little -- maybe a plan and you could let me know.

City Manager Iglesias: When we wrap up our strategic plan, I think we'll be able to give you an idea...

Commissioner Keon: Okay.

City Manager Iglesias: Of that.

Commissioner Keon: Thank you.

Vice Mayor Lago: Peter.

City Manager Iglesias: It should be soon.

Vice Mayor Lago: Can you do me a favor? Can you, on the next whatever public issue you may have out this month, can you advertise the legislation that's in place already for the 50-50 cost sharing for lighting in neighborhoods?

City Manager Iglesias: We will do that.

Vice Mayor Lago: And...

Commissioner Keon: That's what I sent to her...

Vice Mayor Lago: Yeah, and just...

Commissioner Keon: That they will.

Vice Mayor Lago: Let's...

Commissioner Keon: Right. And...

Vice Mayor Lago: Let's do that.

Commissioner Keon: Just ask them for their...

Vice Mayor Lago: Let's push that out there because...

Commissioner Keon: Strategic...

Vice Mayor Lago: It's already in place.

Commissioner Keon: Yeah.

Assistant to the City Manager Lopez: I just made a note, and I'll...

Commissioner Keon: They're going to...

Assistant to the City Manager Lopez: Discuss it with the Public Affairs...

Commissioner Keon: Yeah.

Assistant to the City Manager Lopez: Office.

Commissioner Keon: Start putting it out.

Vice Mayor Lago: Let's put that out there as much as possible.

City Manager Iglesias: We'll do that. We'll do that, Vice Mayor.

Mayor Valdes-Fauli: Thank you very much.

Mr. Harrawood: Thank you.